



# CITY OF RICHMOND HEIGHTS, MO 2012



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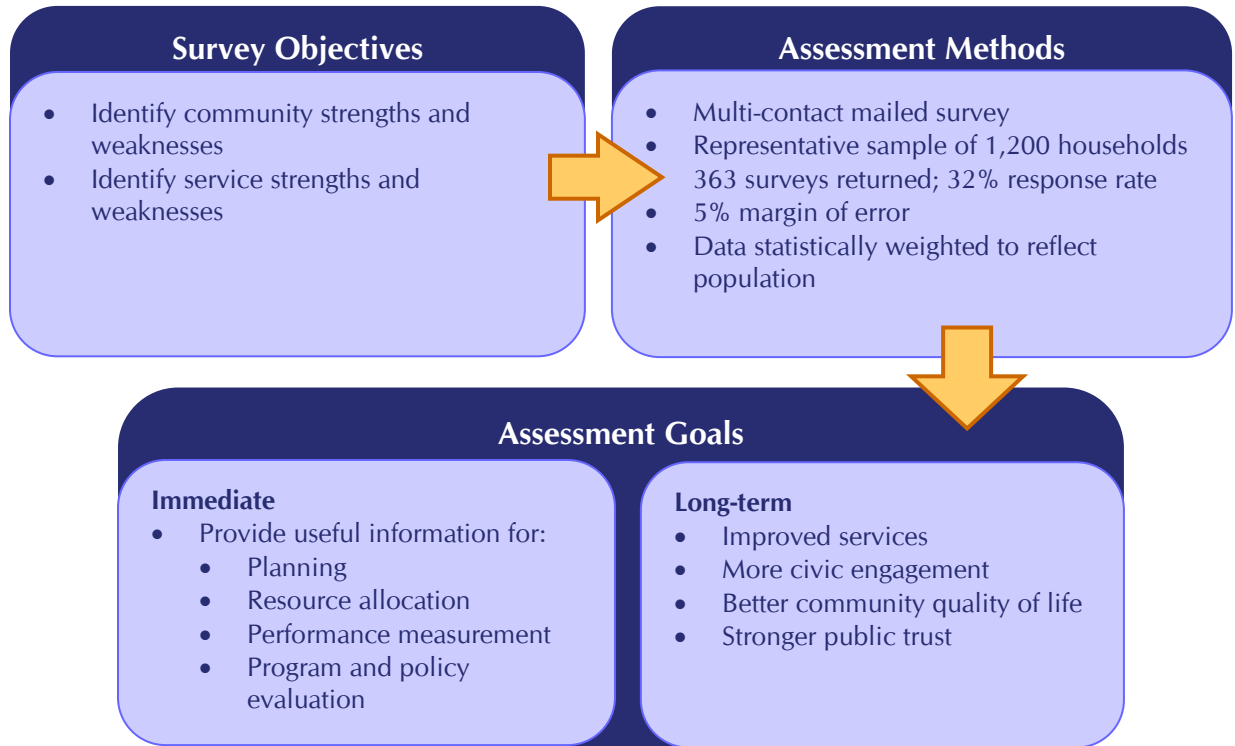
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## SURVEY BACKGROUND

### 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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly 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. A total of 363 completed surveys were obtained, providing an overall response rate of 32%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Richmond Heights was developed in close cooperation with local jurisdiction staff. Richmond Heights staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Richmond Heights staff also augmented The National Citizen Survey™ basic service through a variety of options including the option to complete the survey online and several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of Richmond Heights Survey (363 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Richmond Heights, but from City of Richmond Heights services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction 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.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Richmond Heights chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Richmond Heights survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Richmond Heights results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Richmond Heights’ rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

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 some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of Richmond Heights survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Richmond Heights and believed the City was a good place to live. The overall quality of life in the City of Richmond Heights was rated as “excellent” or “good” by 89% of respondents. A majority reported they plan on staying in the City of Richmond Heights for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were ease of car travel in Richmond Heights, shopping opportunities, the overall quality of business and service establishments, and the cleanliness of Richmond Heights. The two characteristics receiving the least positive ratings were employment opportunities and the availability of paths and walking trails.

Ratings of community characteristics were compared to the benchmark database. Of the 26 characteristics for which comparisons were available, 14 were above the national benchmark comparison, six were similar to the national benchmark comparison and six were below.

Residents in the City of Richmond Heights were somewhat civically engaged. While only 21% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 92% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Richmond Heights, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Richmond Heights as “good” or “excellent.” This was higher than the benchmark. Those residents who had interacted with an employee of the City of Richmond Heights in the previous 12 months gave high marks to those employees. Nearly all rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to almost all local government services. City services rated were able to be compared to the benchmark database. Of the 32 services for which comparisons were available, 28 were above the benchmark comparison, two were similar to the benchmark comparison and two were below.

A Key Driver Analysis was conducted for the City of Richmond Heights which examined the relationships between ratings of each service and ratings of the City of Richmond Heights' services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Richmond Heights can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Code enforcement
- Fire services
- Recreation centers or facilities
- Street repair
- Traffic enforcement

For all key driver services, the City of Richmond Heights was above the benchmark and should continue to ensure high quality performance.



## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Richmond Heights – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Richmond Heights. Residents were asked whether they planned to move soon or if they would recommend the City of Richmond Heights to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Richmond Heights offers services and amenities that work.

Most of the City of Richmond Heights’ residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. These ratings were similar to the past survey year.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

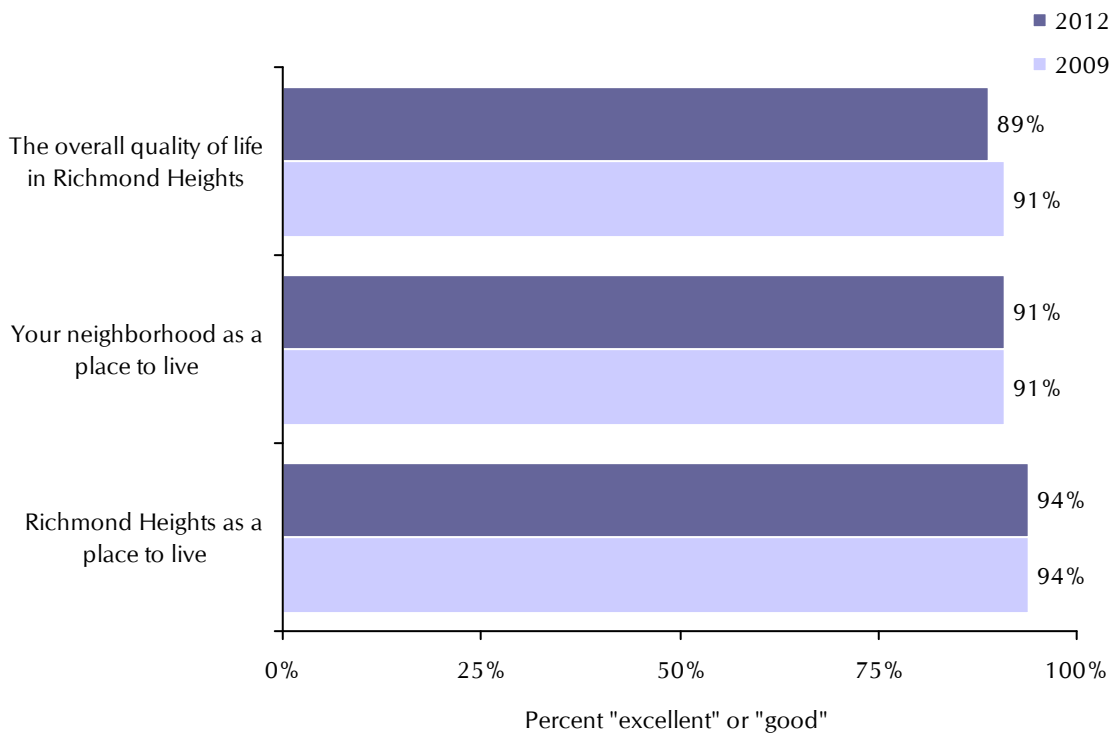


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

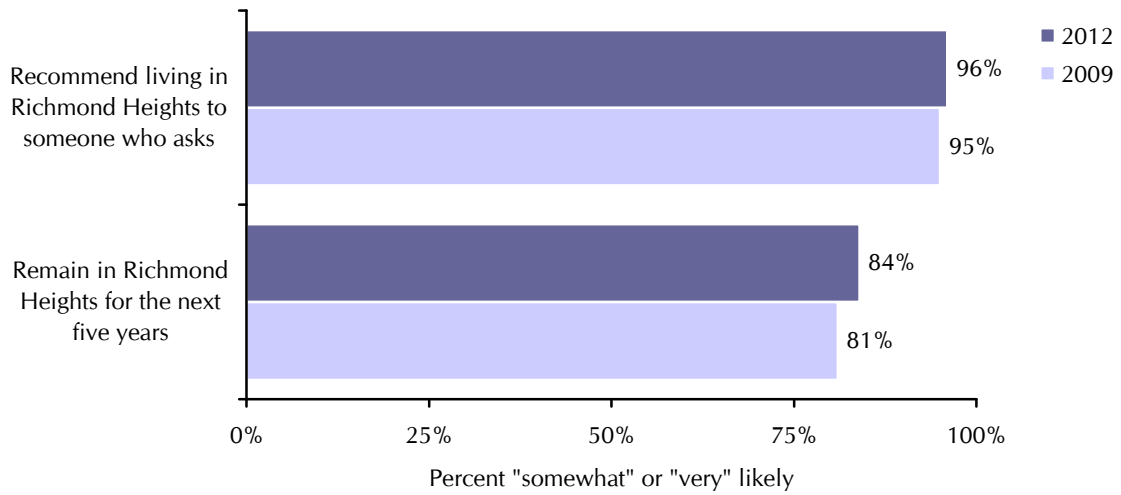


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Richmond Heights	Above
Your neighborhood as place to live	Much above
Richmond Heights as a place to live	Much above
Recommend living in Richmond Heights to someone who asks	Much above
Remain in Richmond Heights for the next five years	Similar

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of car travel was given the most positive rating, followed by ease of walking in Richmond Heights. These ratings tended to be varied compared to the benchmark. Ease of car travel and traffic flow on major streets had increased compared to the previous survey year.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

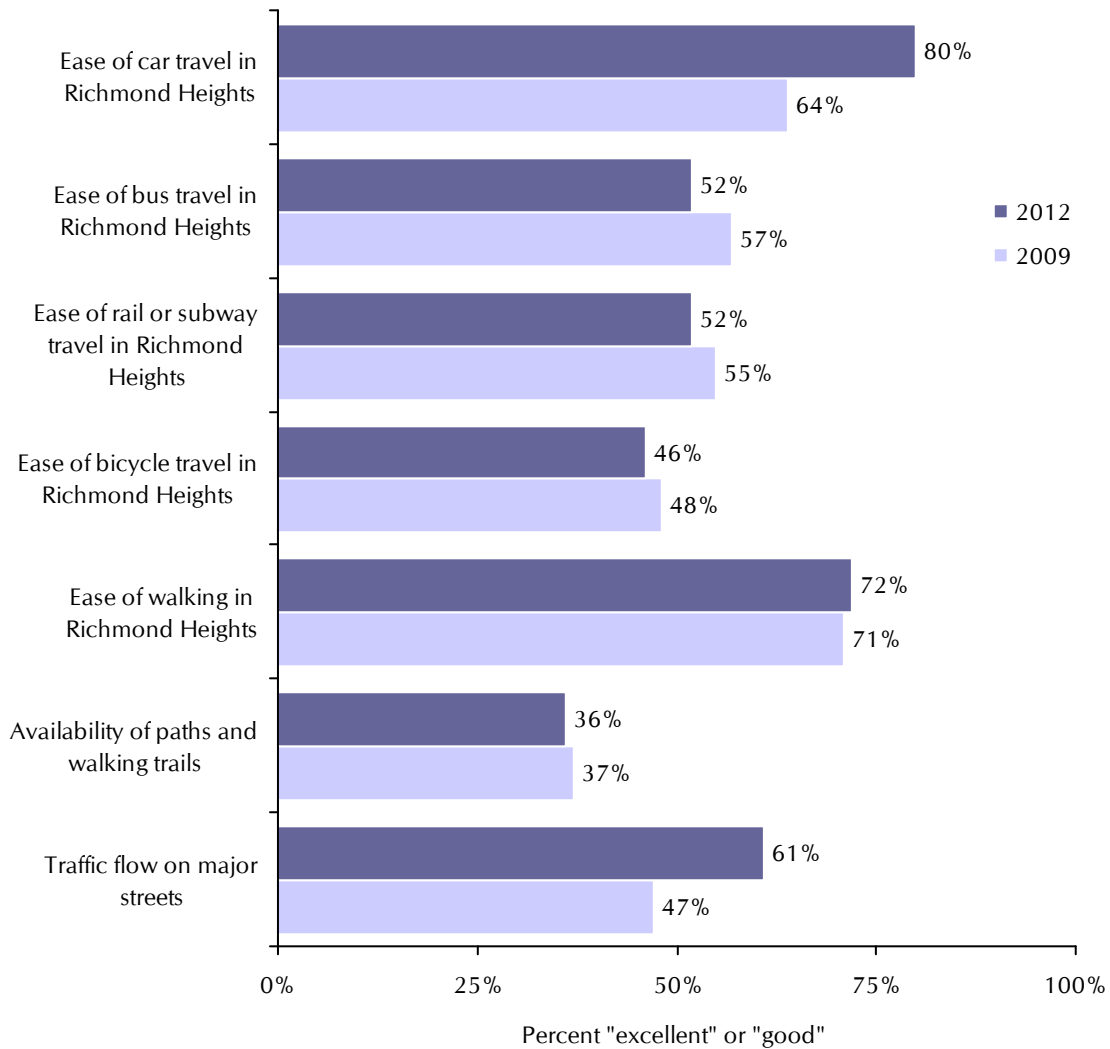


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Richmond Heights	Much above
Ease of bus travel in Richmond Heights	Much above
Ease of rail or subway travel in Richmond Heights	Similar
Ease of bicycle travel in Richmond Heights	Similar
Ease of walking in Richmond Heights	Much above
Availability of paths and walking trails	Much below
Traffic flow on major streets	Much above

Six transportation services were rated in Richmond Heights. As experienced in most communities across America, ratings tended to be favorable. All six services were above the benchmark. Generally ratings had increased over time.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

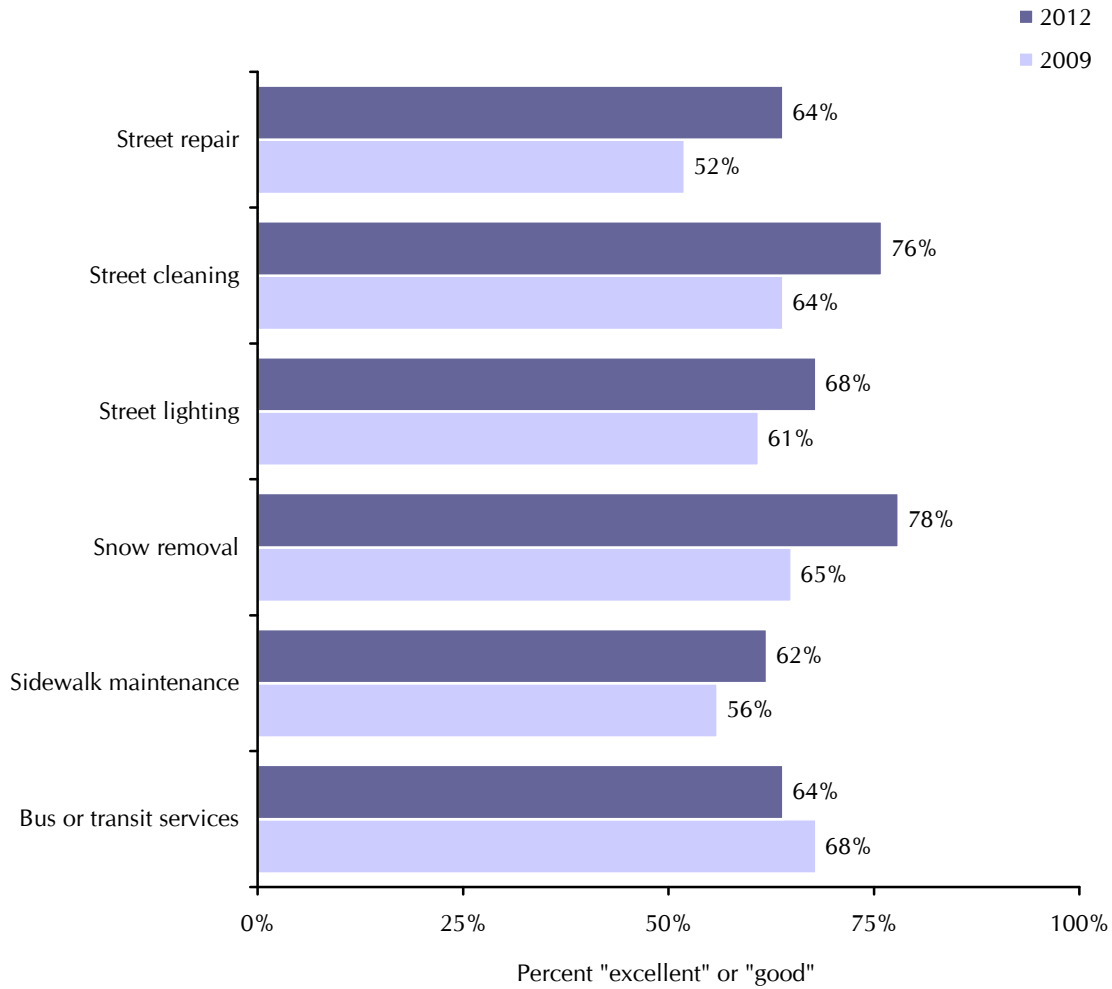


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Above
Snow removal	Much above
Sidewalk maintenance	Much above
Bus or transit services	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 6% of work commute trips were made by transit, 1% by bicycle and 3% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

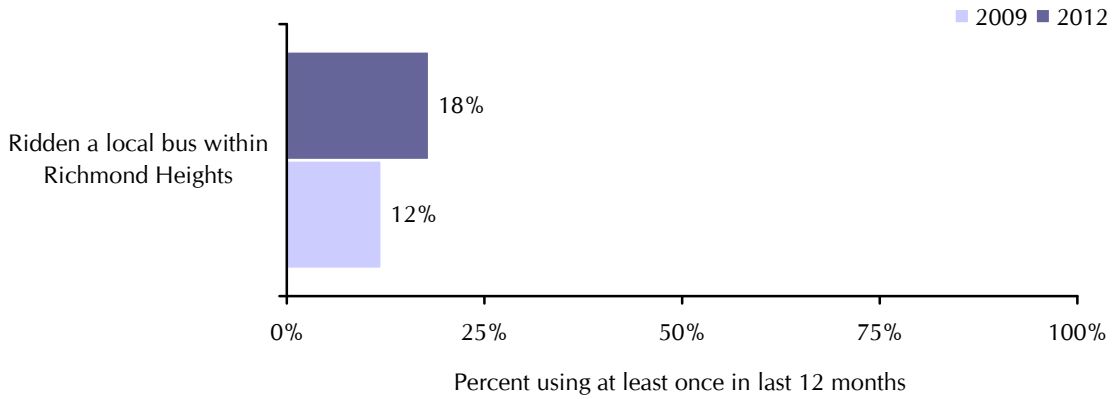


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

Comparison to benchmark	
Ridden a local bus within Richmond Heights	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

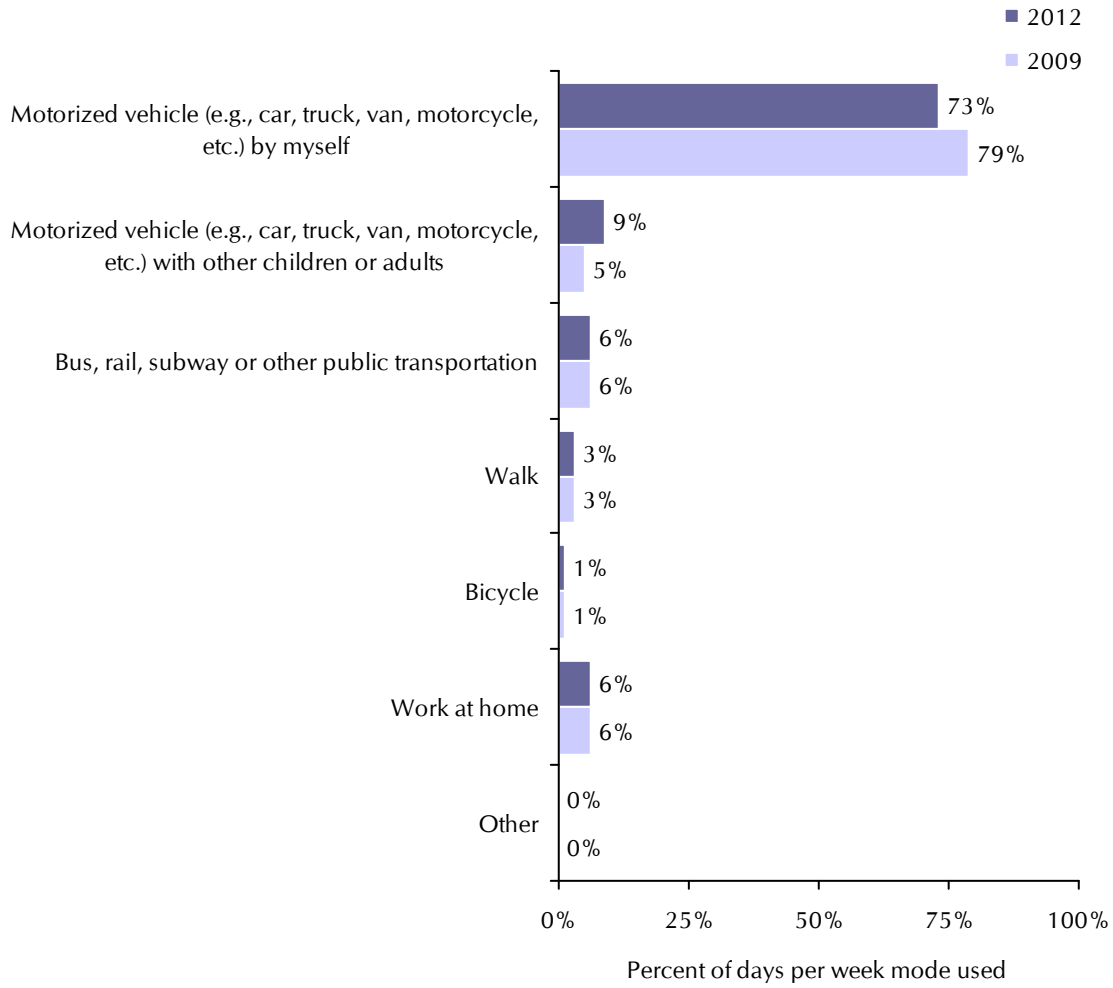


FIGURE 13: DRIVE ALONE BENCHMARKS

Comparison to benchmark	
Average percent of work commute trips made by driving alone	Similar

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Richmond Heights residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 63% of respondents, while the variety of housing options was rated as “excellent” or “good” by 74% of respondents. The rating of perceived affordable housing availability was much better in the City of Richmond Heights than the ratings, on average, in comparison jurisdictions. These ratings had remained stable over time.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

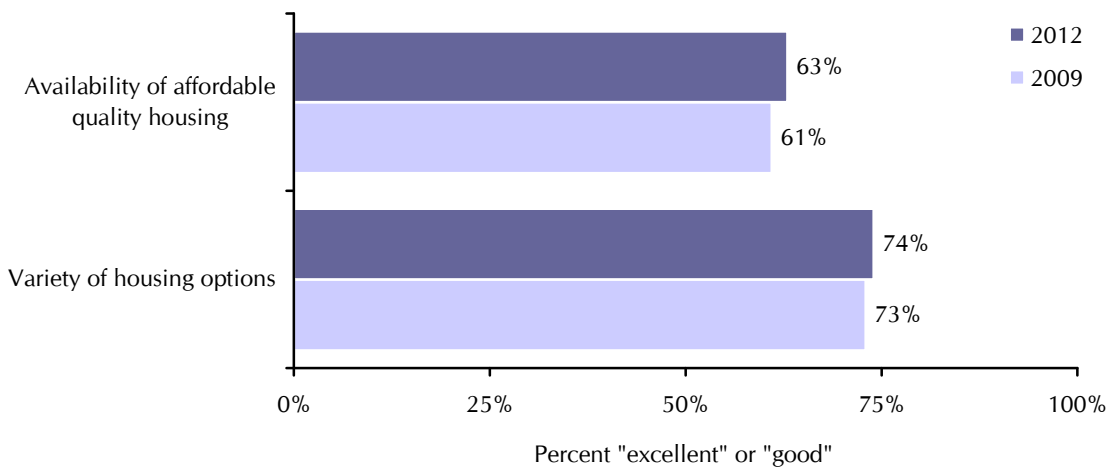


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Much above



To augment the perceptions of affordable housing in Richmond Heights, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Richmond Heights experiencing housing cost stress. About 22% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

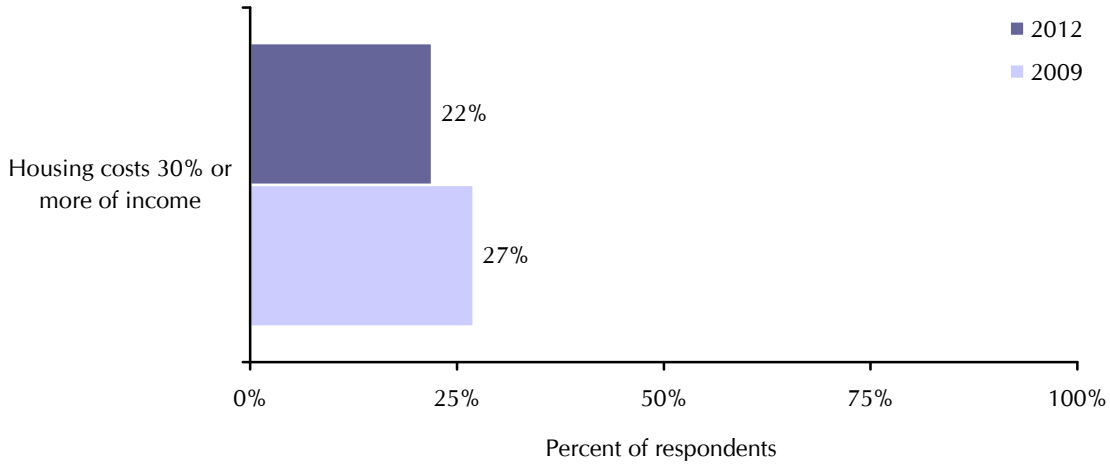


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Richmond Heights and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Richmond Heights was rated as "excellent" or "good" by 60% of respondents. The overall appearance of Richmond Heights was rated as "excellent" or "good" by 73% of respondents and was similar to the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Richmond Heights, 5% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated above the benchmark. Ratings showed a flat pattern when compared to the past survey year.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

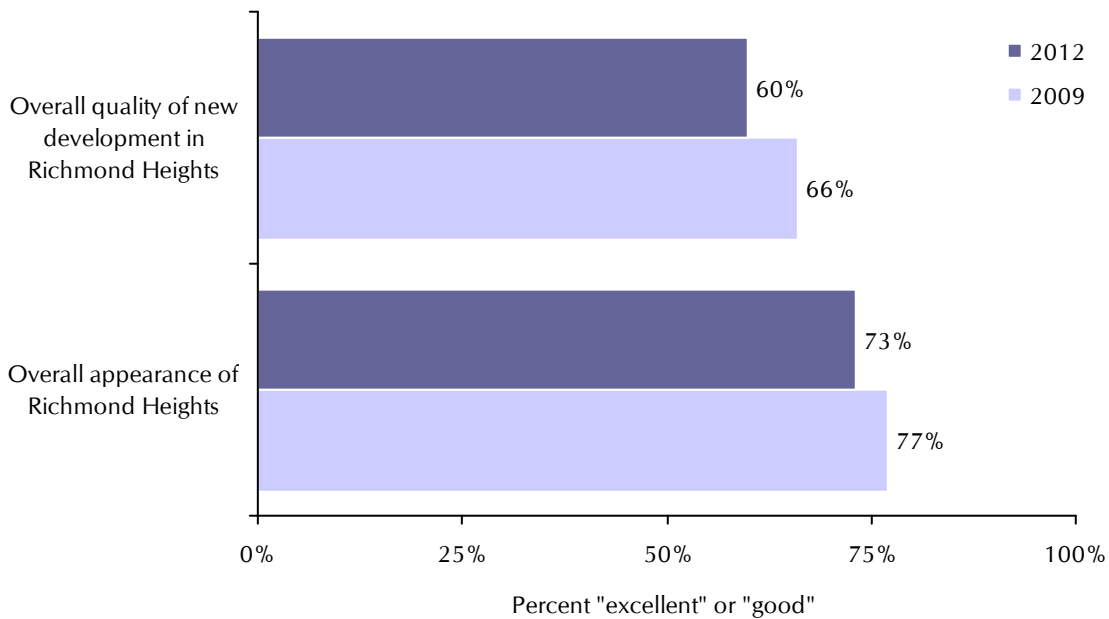


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Richmond Heights	Similar
Overall appearance of Richmond Heights	Similar

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

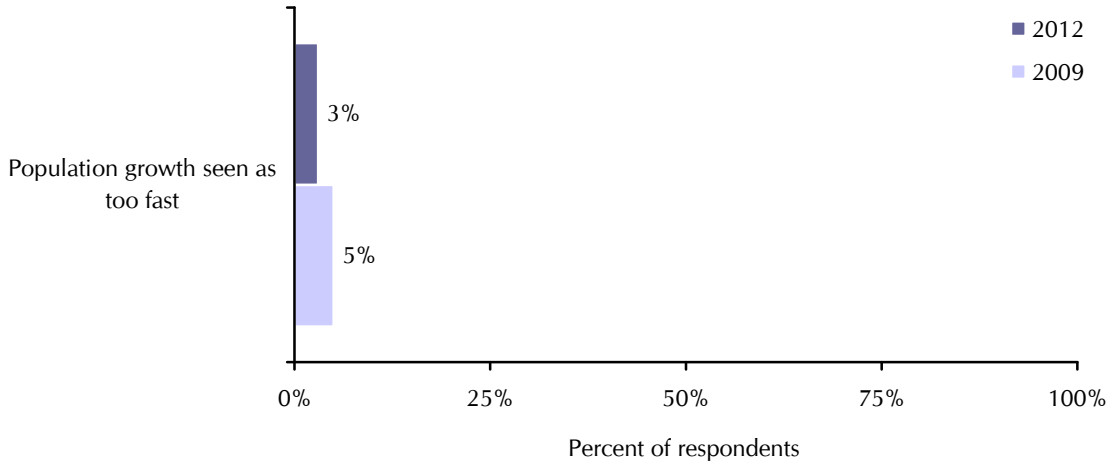


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

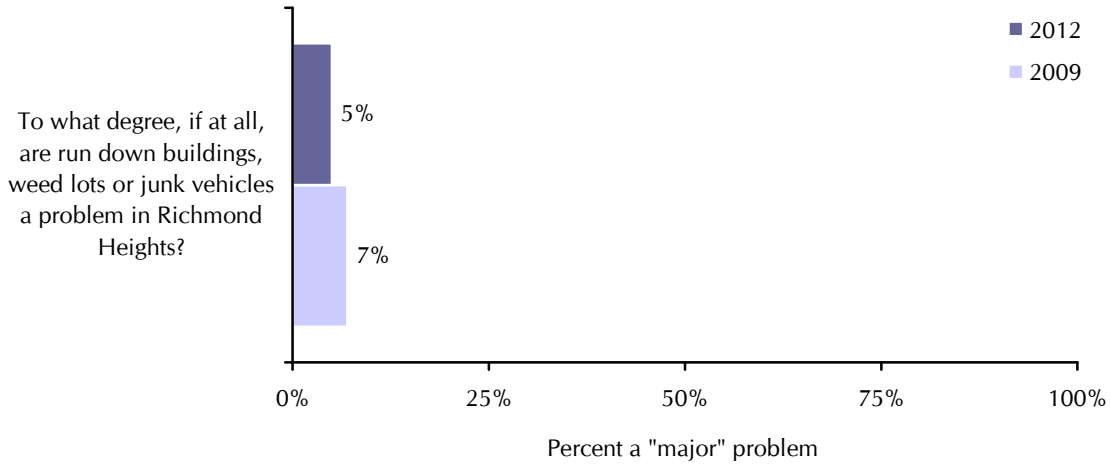


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

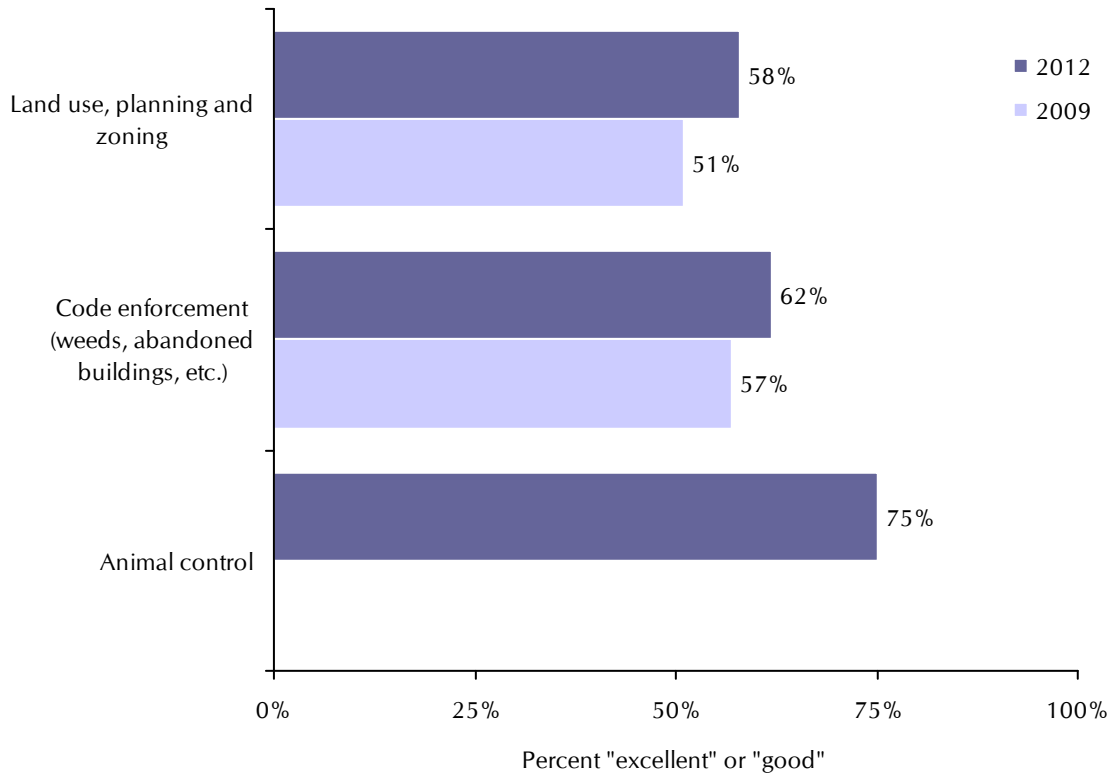


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Much above

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and the overall quality of business and service establishments. Receiving the lowest rating was employment opportunities. Ratings remained similar to the previous survey year.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

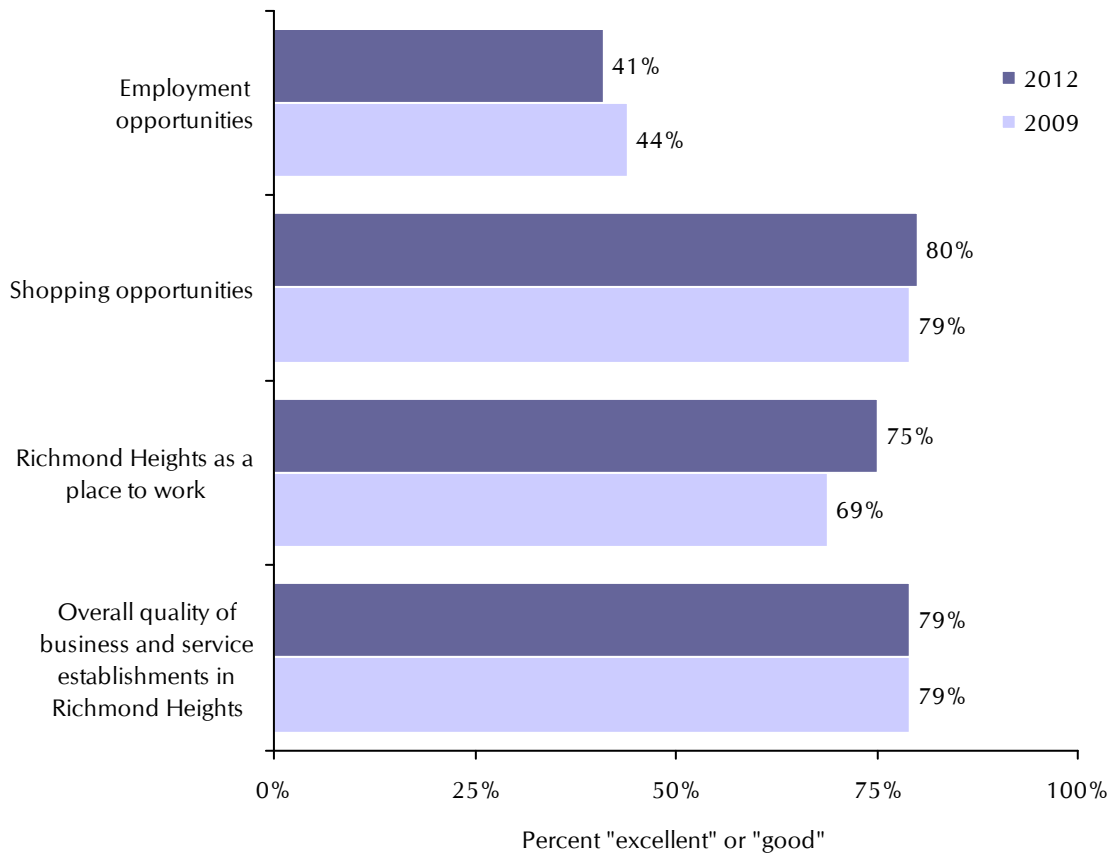


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Richmond Heights as a place to work	Much above
Overall quality of business and service establishments in Richmond Heights	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Richmond Heights, 68% responded that it was “too slow,” while 41% reported retail growth as “too slow.” About the same number of residents in Richmond Heights compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

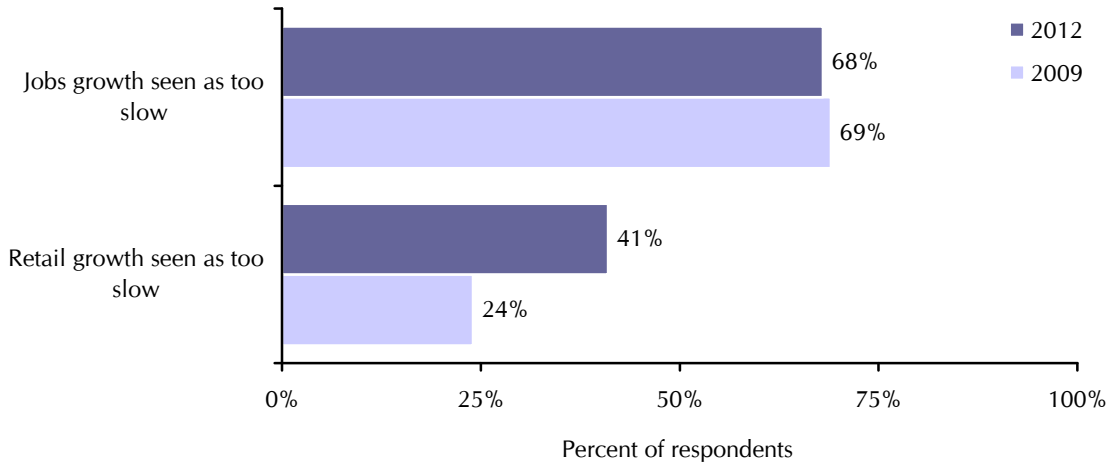


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Similar
Jobs growth seen as too slow	Much less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

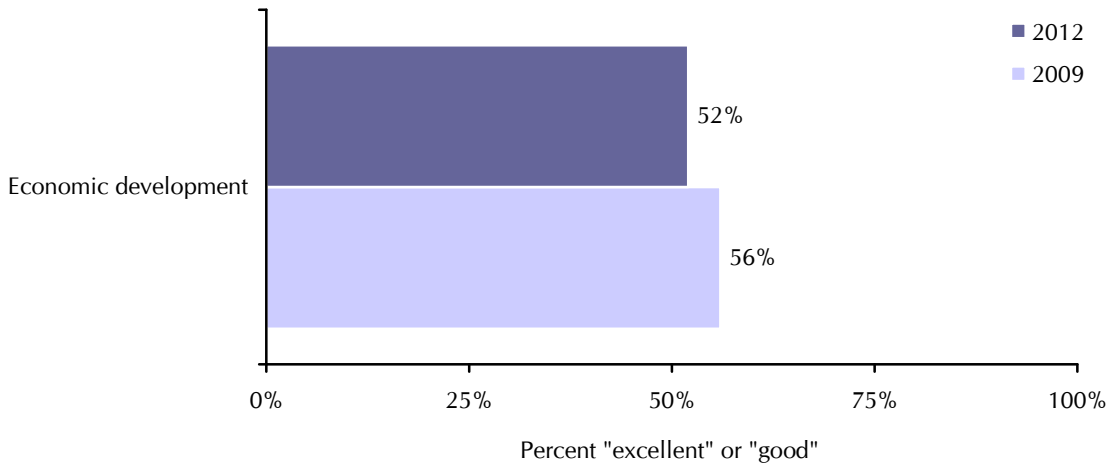


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Above

Residents were asked to reflect on their economic prospects in the near term. Twenty-one percent of the City of Richmond Heights residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions, and had increased over time.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

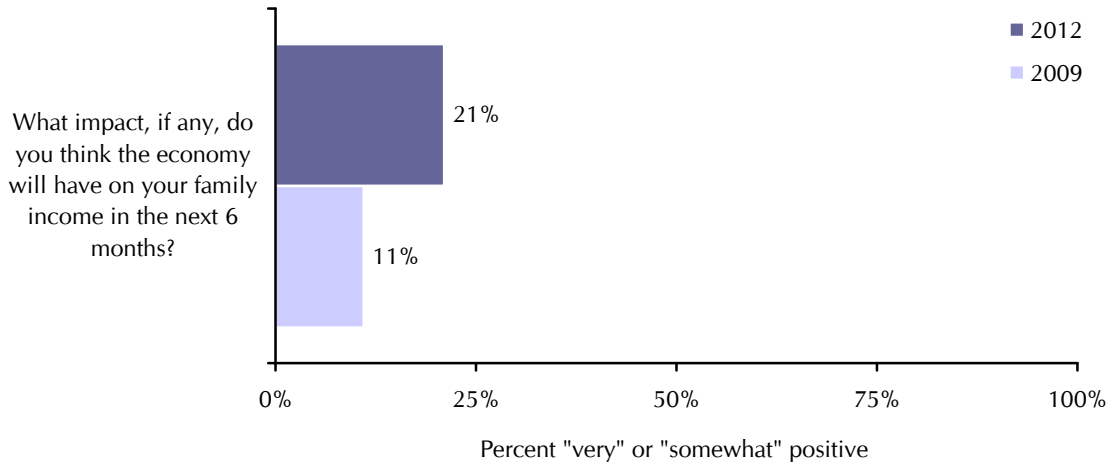


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Similar

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Richmond Heights. About 86% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 86% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than shopping areas. Residents gave similar ratings in comparison to the previous survey year.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

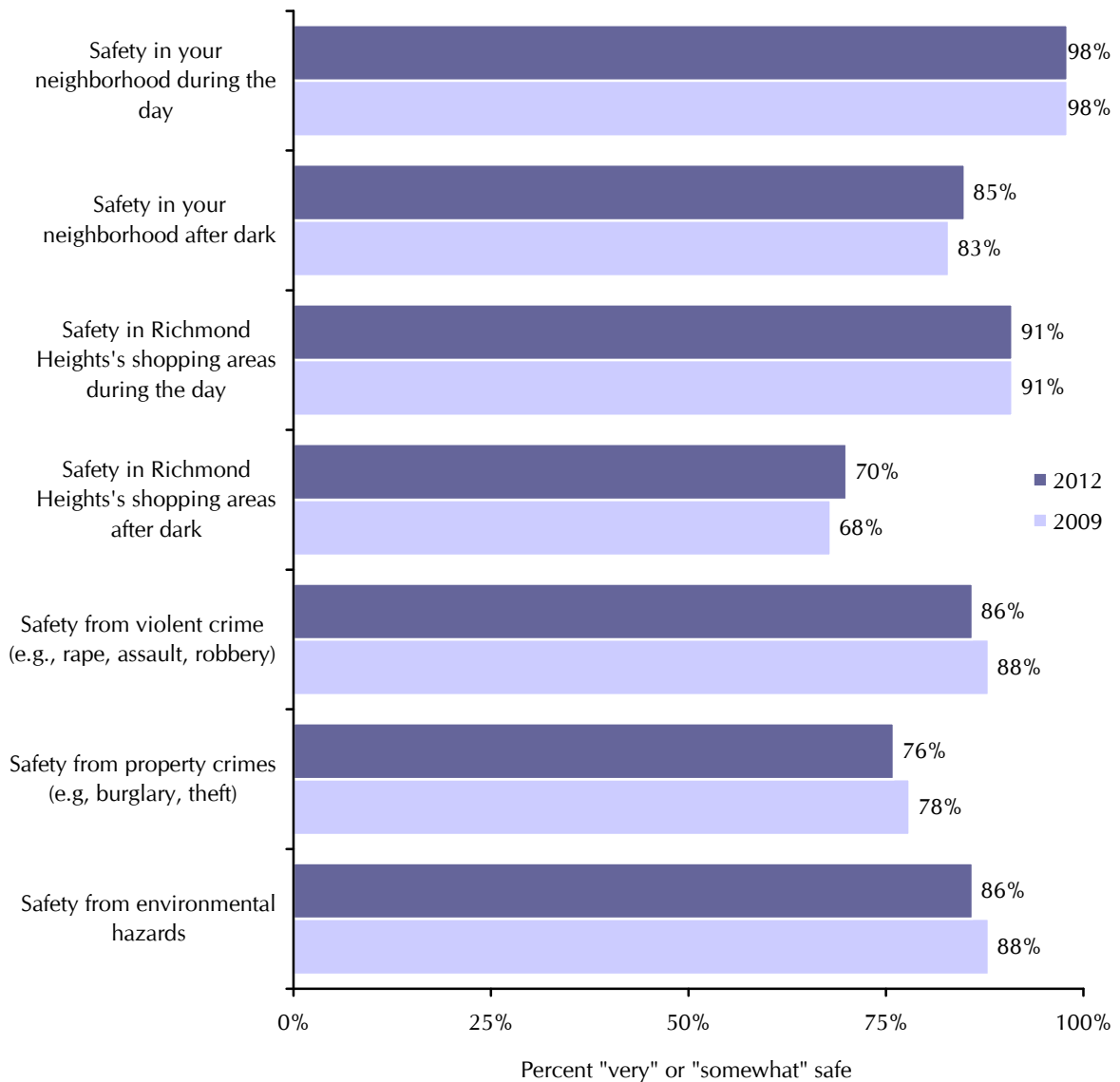




FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Above
In Richmond Heights' shopping areas during the day	Similar
In Richmond Heights' shopping areas after dark	Above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Much above

As assessed by the survey, 6% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 90% had reported it to police. Compared to other jurisdictions fewer Richmond Heights residents had been victims of crime in the 12 months preceding the survey and many more of Richmond Heights residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

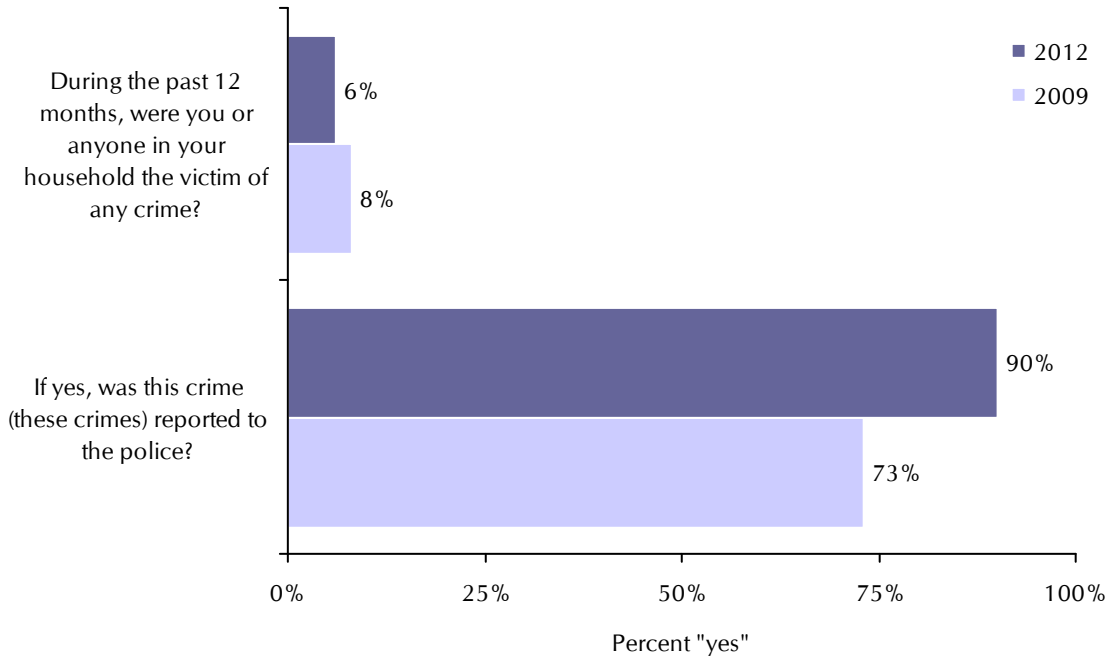


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much less
Reported crimes	Much more

Residents rated eight City public safety services; of these, seven were rated above the benchmark comparison and one was rated similar to the benchmark comparison. Ambulance and fire services received the highest ratings, while emergency preparedness and traffic enforcement received the lowest ratings. All were rated similar compared to the previous survey year.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

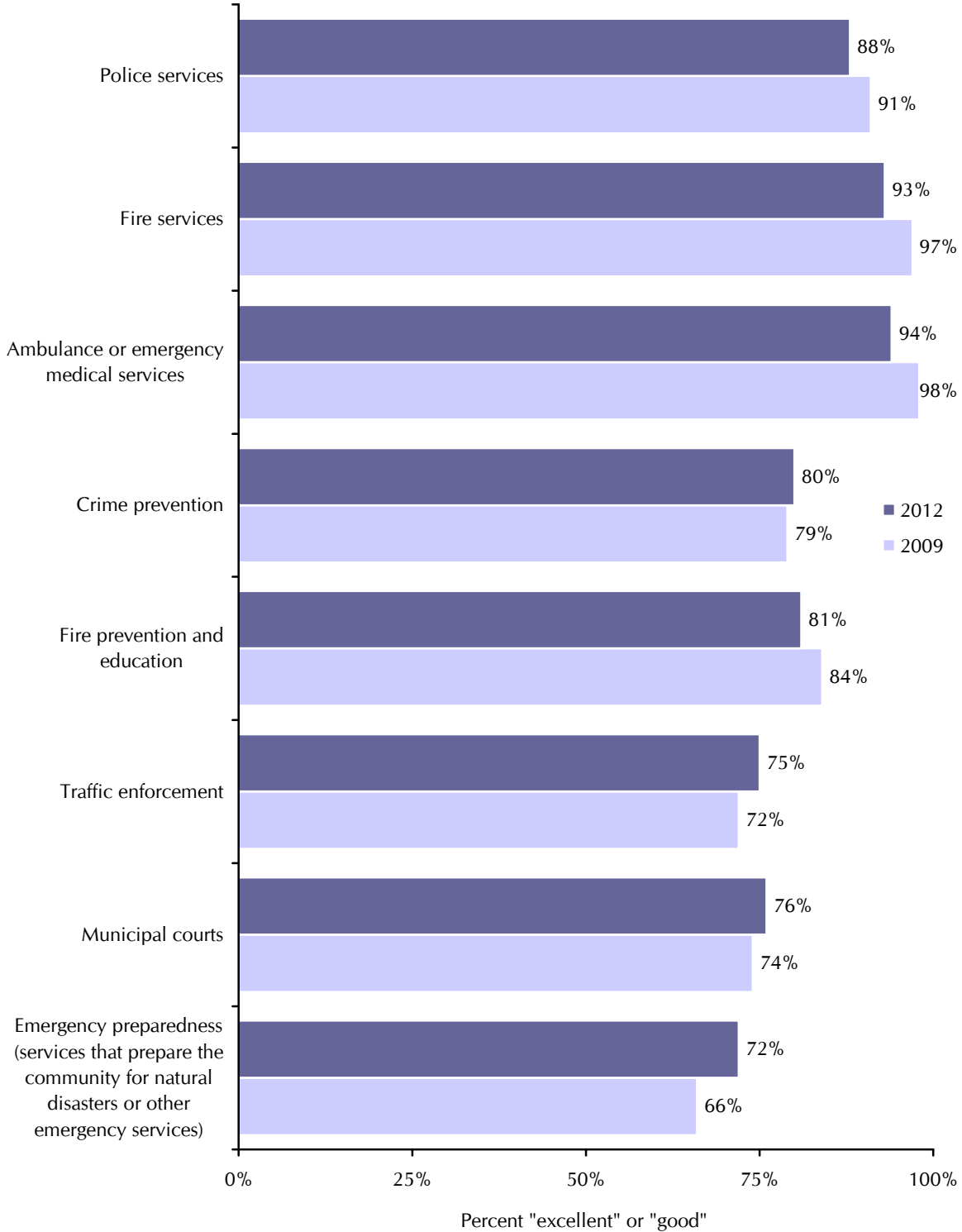


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Above
Ambulance or emergency medical services	Above
Crime prevention	Much above
Fire prevention and education	Similar
Traffic enforcement	Much above
Courts	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Above

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

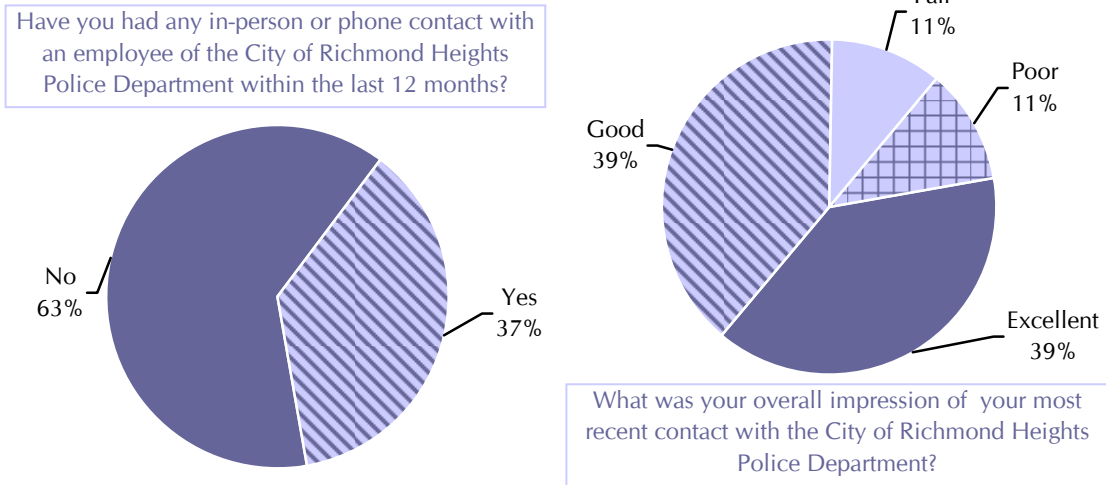


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

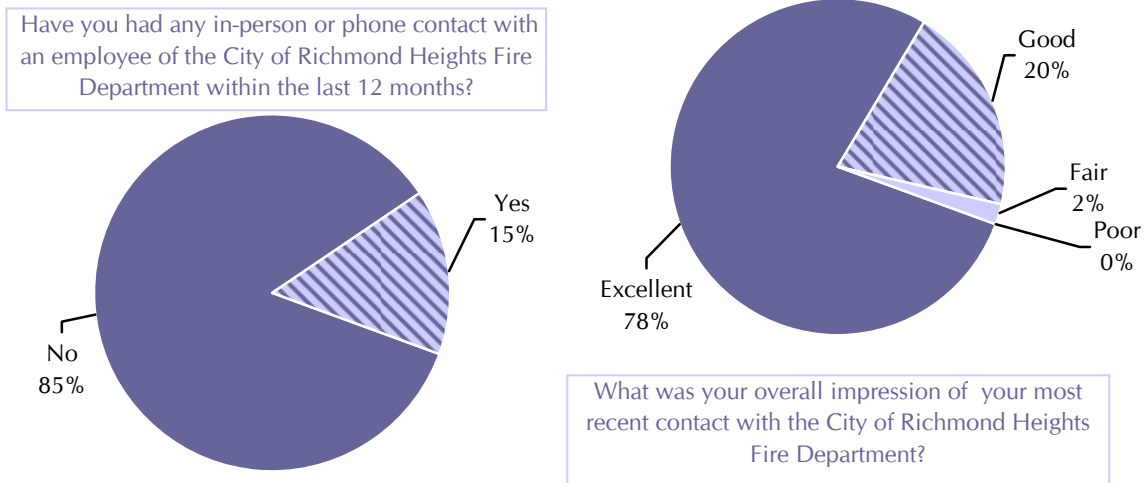


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Richmond Heights Police Department	Similar
Overall impression of most recent contact with the City of Richmond Heights Police Department	Similar
Had contact with the City of Richmond Heights Fire Department	Similar
Overall impression of most recent contact with the City of Richmond Heights Fire Department	Much above

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Richmond Heights were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 63% of survey respondents. Cleanliness received the highest rating, and it was above the benchmark. Ratings for cleanliness and overall natural environment were similar to the previous survey, while preservation of natural areas was a new question in the 2012 survey.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

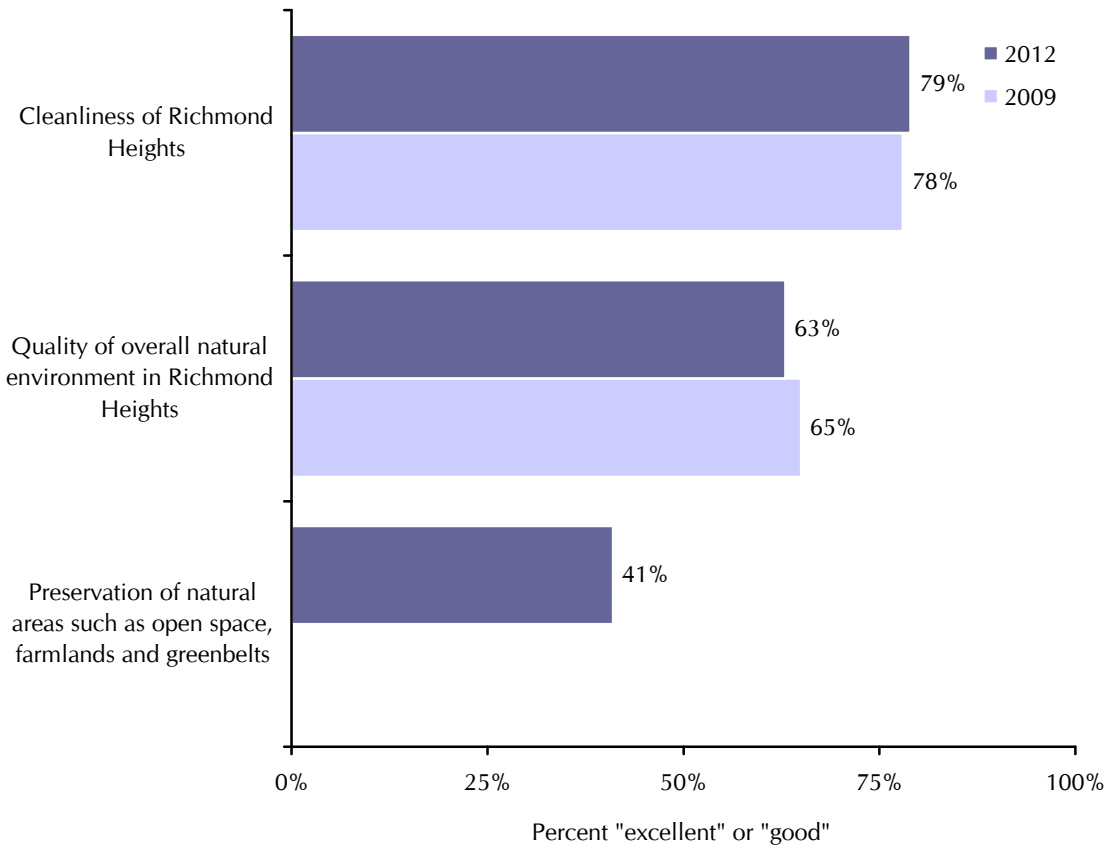


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Richmond Heights	Above
Quality of overall natural environment in Richmond Heights	Below
Preservation of natural areas such as open space, farmlands and greenbelts	Much below

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

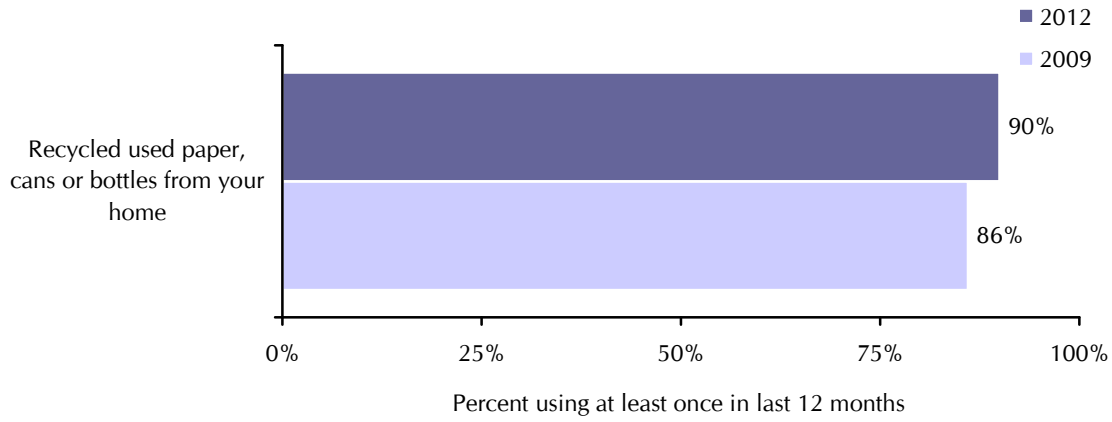


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the four utility services rated by those completing the questionnaire, all were higher than the benchmark comparison. The service rating trend for storm drainage was upward when compared to the past survey.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

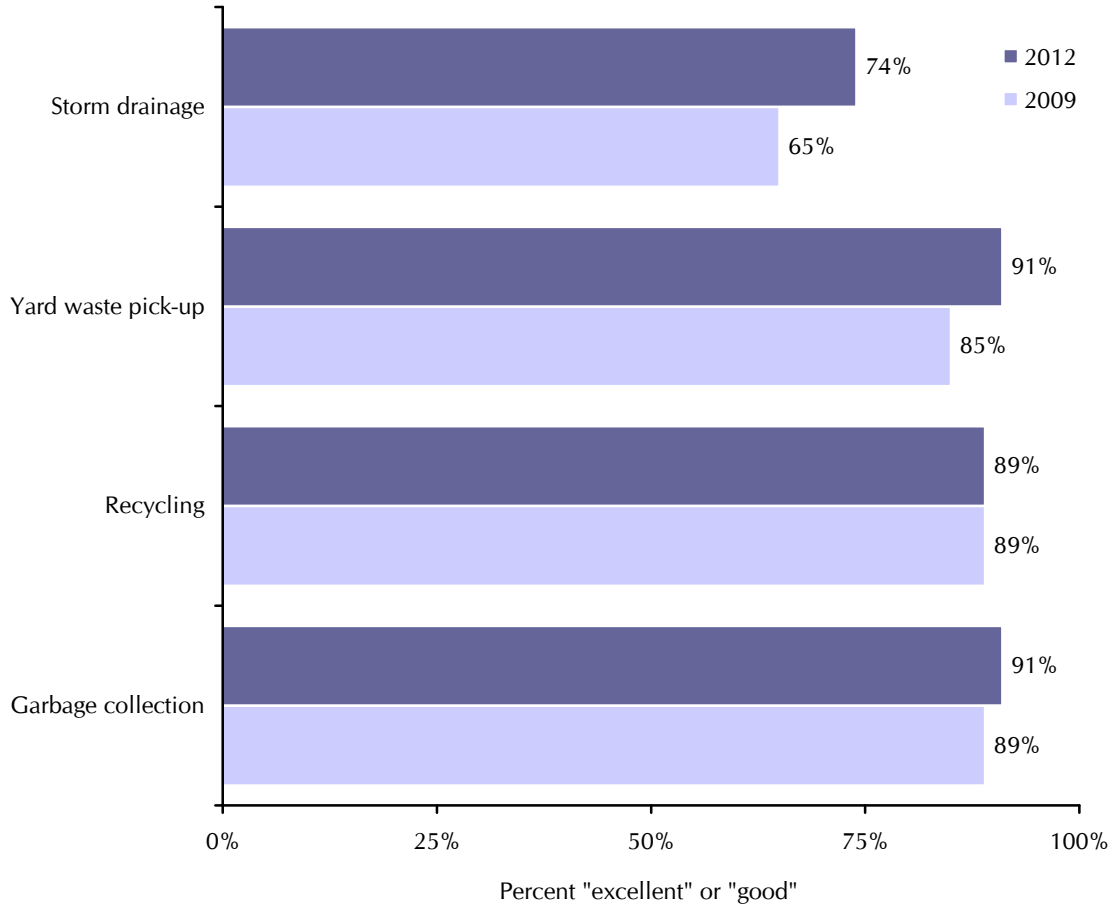


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Storm drainage	Much above
Yard waste pick-up	Much above
Recycling	Much above
Garbage collection	Much above



## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Richmond Heights were rated somewhat positively while services related to parks and recreation were varied. Use of Richmond Heights recreation centers and recreation programs and centers were rated higher than the benchmark while city parks were similar to the benchmark. Participation in a recreation program received the lowest rating and was lower than the national benchmark. Parks and recreation ratings stayed constant over time.

Resident use of Richmond Heights parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Richmond Heights recreation centers was greater than the percent of users in comparison jurisdictions. However, recreation program use in Richmond Heights was lower than use in comparison jurisdictions. Overall, parks and recreation responses remained stable when compared to the previous survey year.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

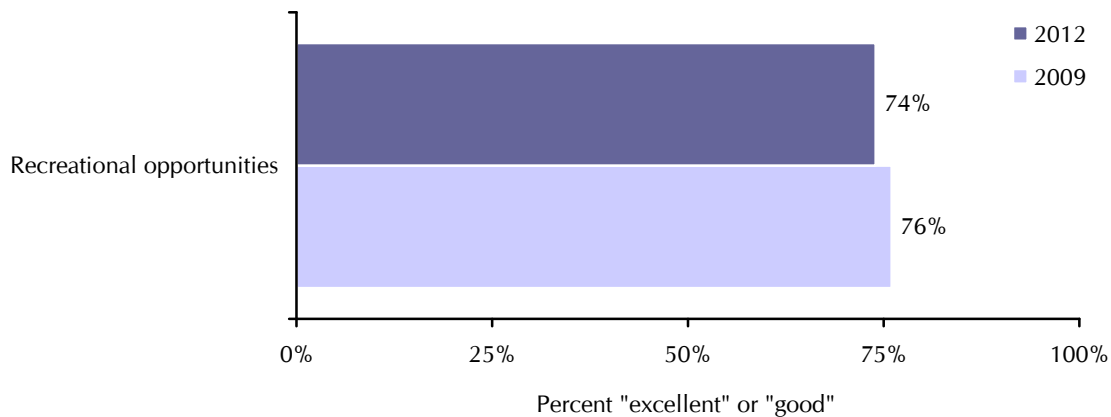


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Recreation opportunities	Comparison to benchmark
	Much above

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

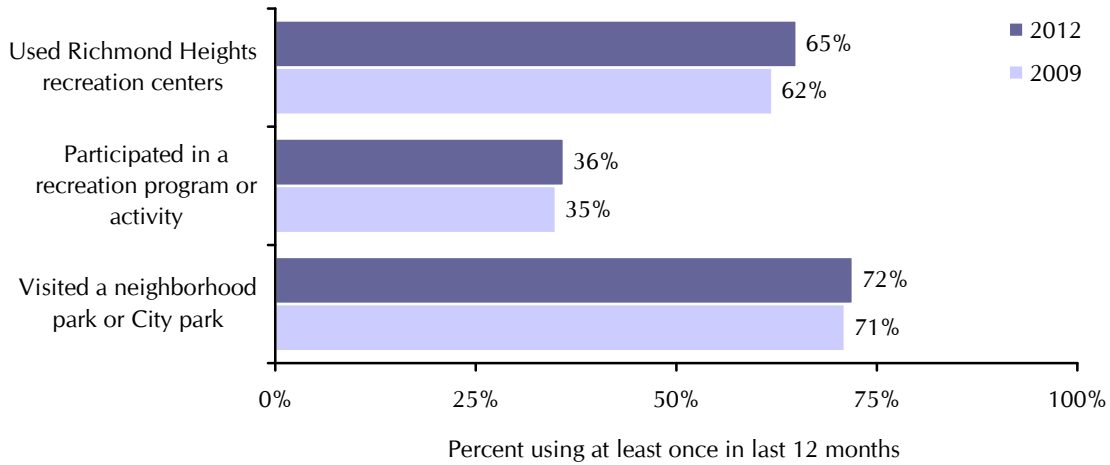


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Richmond Heights recreation centers	Much more
Participated in a recreation program or activity	Much less
Visited a neighborhood park or City park	Much less

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

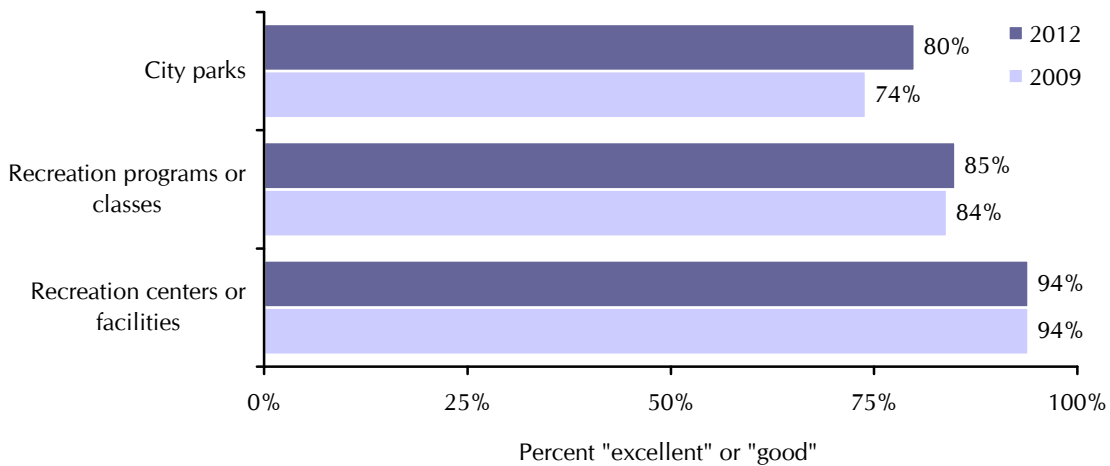


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 46% of respondents. Educational opportunities were rated as “excellent” or “good” by 51% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions as were cultural activity opportunities.

About 72% of Richmond Heights residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions. Participation in cultural and educational opportunities as well as perceptions of cultural and educational services remained similar to the previous survey year.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

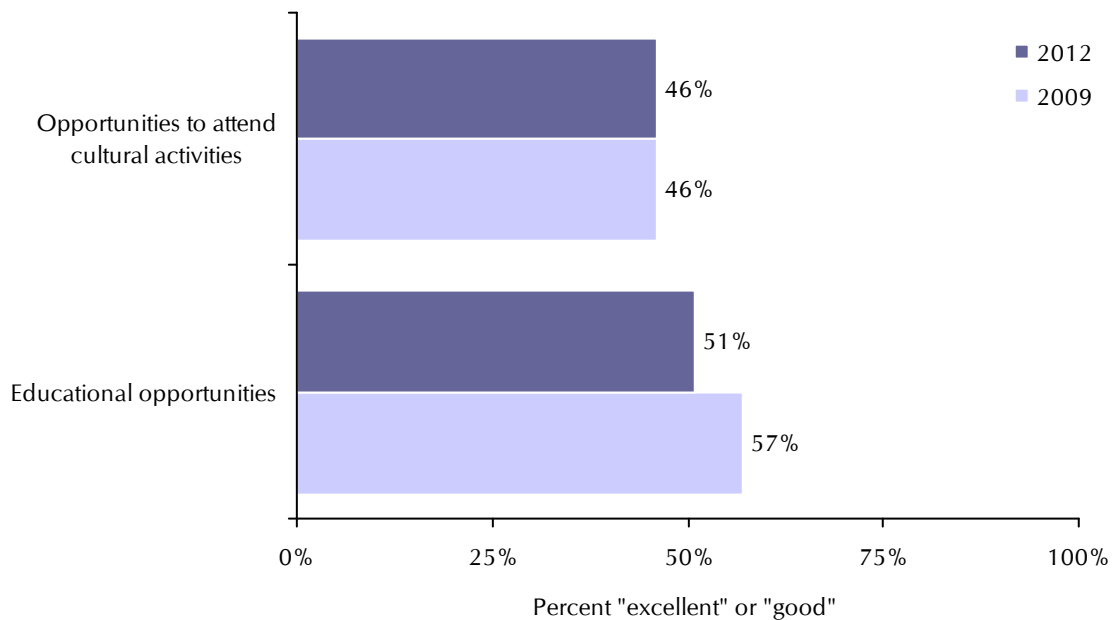


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Below
Educational opportunities	Much below

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

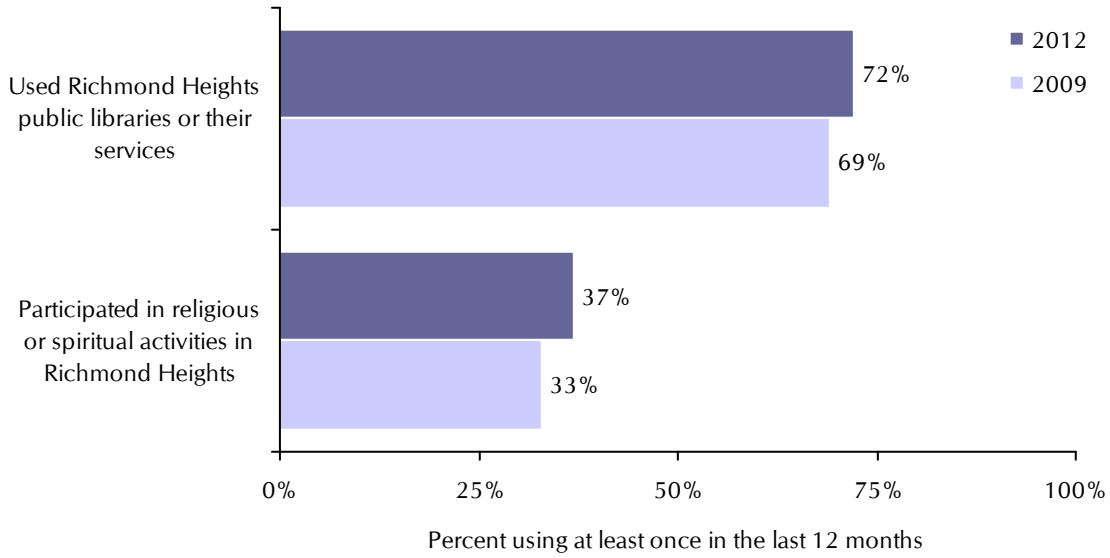


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Richmond Heights public libraries or their services	Similar
Participated in religious or spiritual activities in Richmond Heights	Much less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

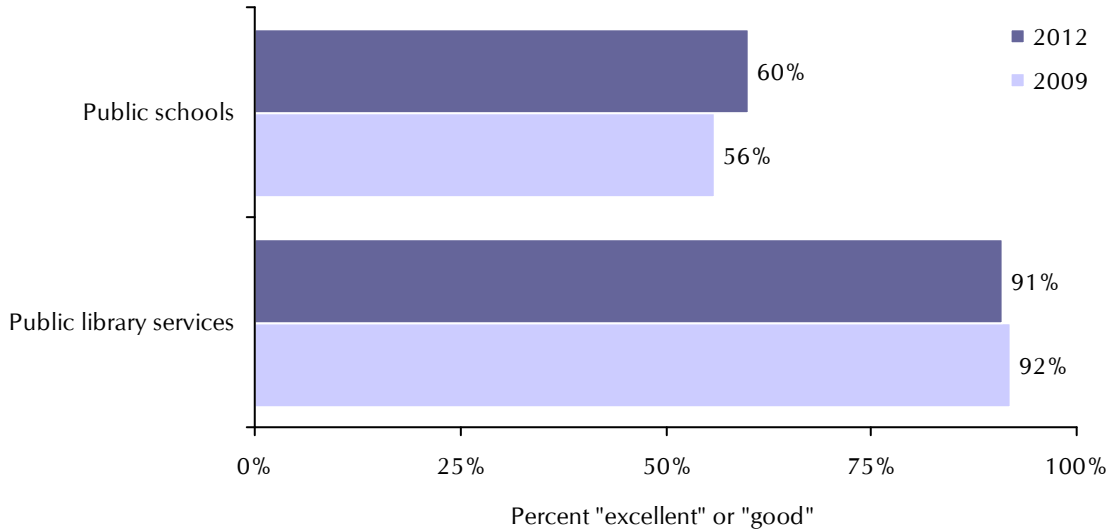


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Below
Public library services	Much above

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Richmond Heights as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and low-income residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Richmond Heights as an “excellent” or “good” place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Richmond Heights was open and accepting towards people of diverse backgrounds. Sense of community and Richmond Heights as a place to retire were rated the lowest by residents but these were higher than the benchmark. Compared to the 2009 survey, ratings of community quality and inclusiveness varied little in 2012.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

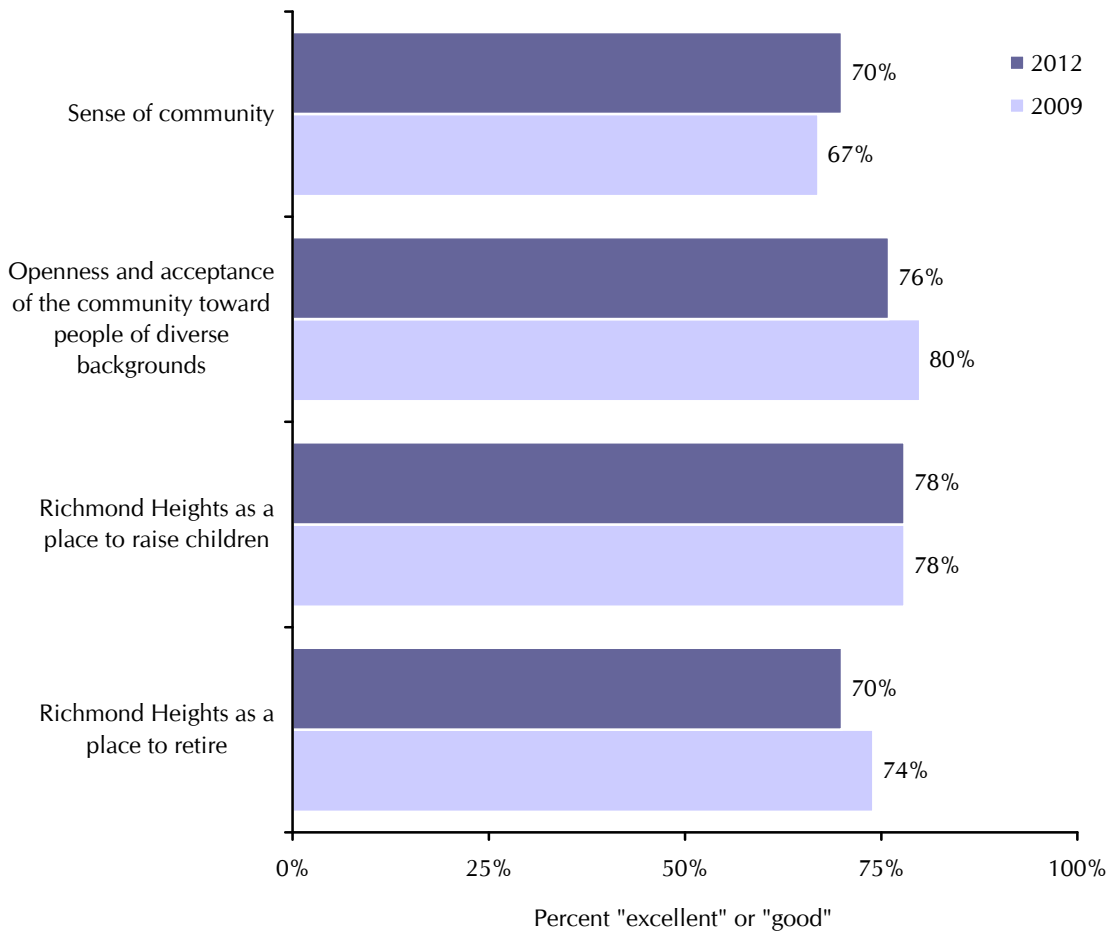


FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Above
Openness and acceptance of the community toward people of diverse backgrounds	Much above
Richmond Heights as a place to raise kids	Similar
Richmond Heights as a place to retire	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 57% to 82% with ratings of “excellent” or “good.” All services were above the benchmark.

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

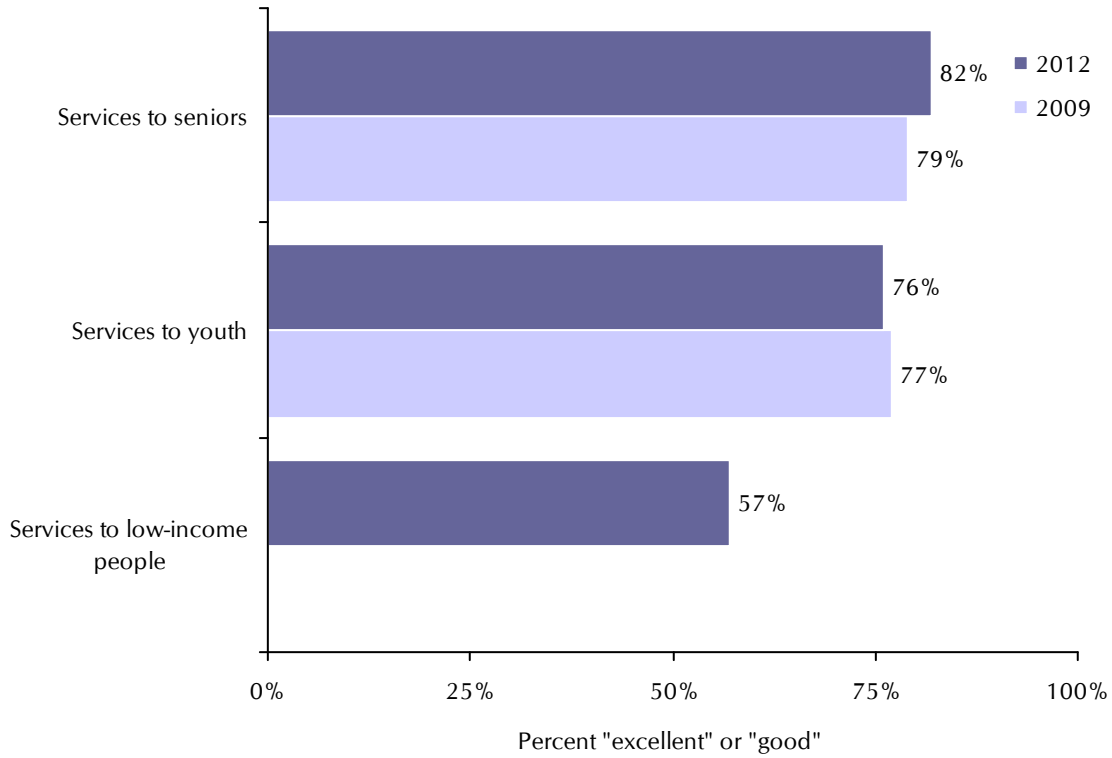


FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above
Services to low income people	Much above

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Richmond Heights. Survey participants rated the volunteer opportunities in the City of Richmond Heights somewhat favorably. Opportunities to attend or participate in community matters were rated similarly.

The ratings for opportunities to participate in community matters were similar to the benchmark while the ratings for opportunities to volunteer were below

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

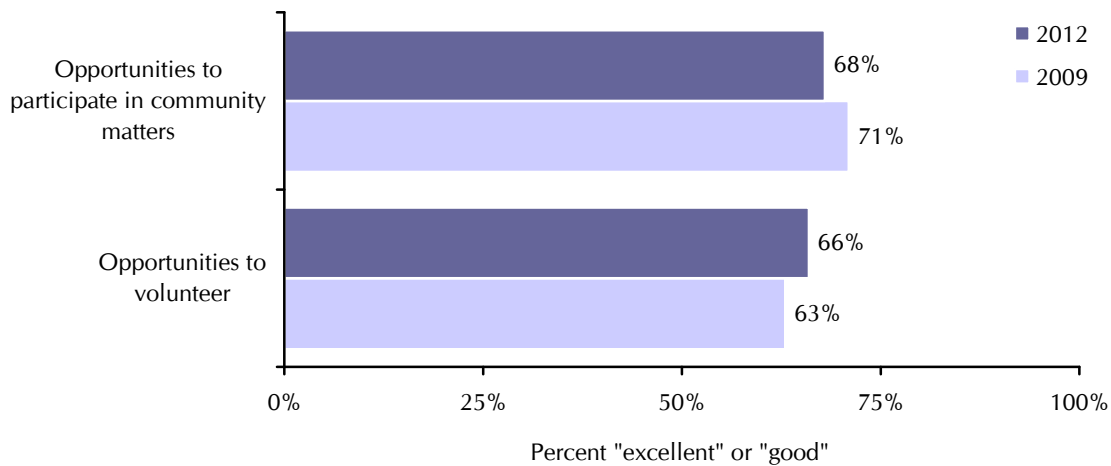


FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Similar
Opportunities to volunteer	Much below



Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor had similar rates of involvement. Attending a meeting, volunteering time to a group, or participating in a club or civic group showed lower rates of community engagement.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

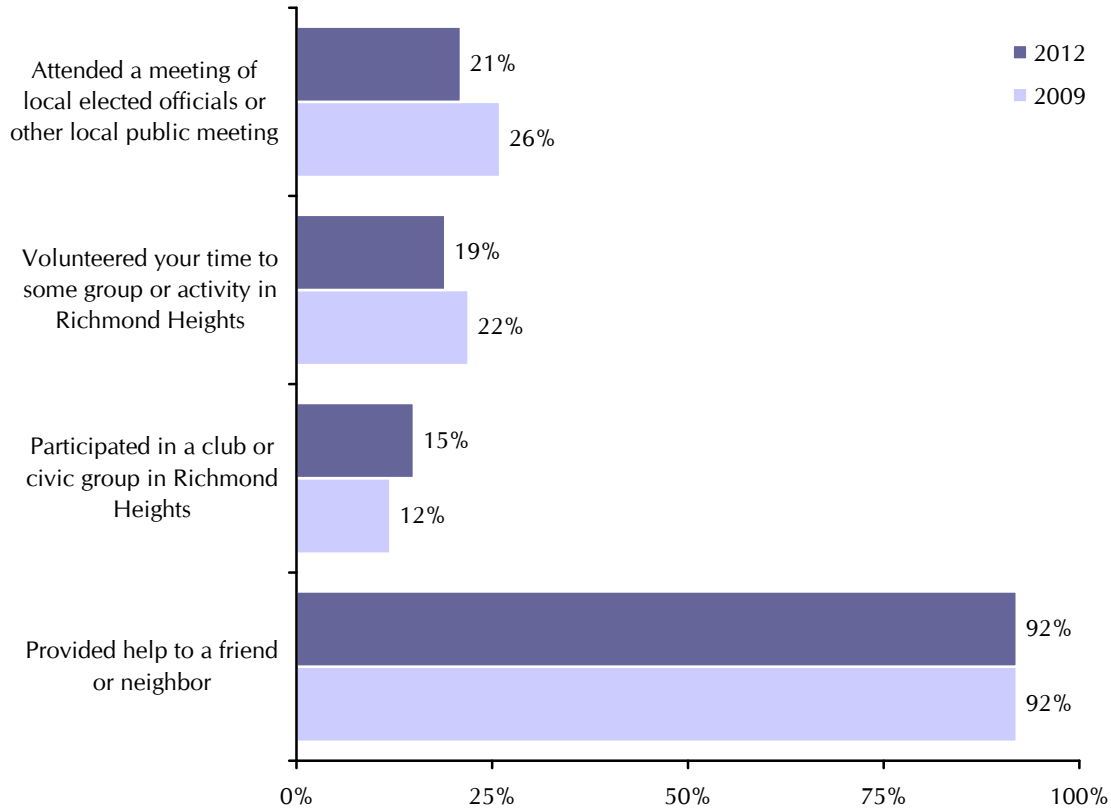
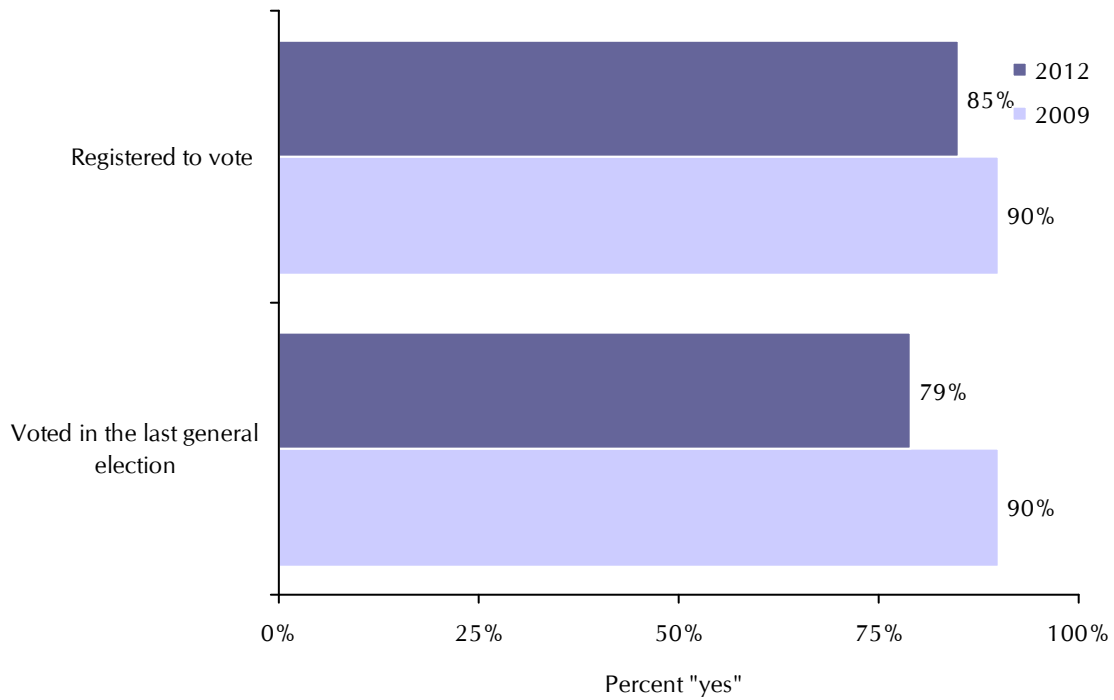


FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Volunteered your time to some group or activity in Richmond Heights	Much less
Participated in a club or civic group in Richmond Heights	Much less
Provided help to a friend or neighbor	Similar

City of Richmond Heights residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-five percent reported they were registered to vote and 79% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 69: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of “don’t know” responses, those who said “ineligible to vote” also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 70: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Similar

### Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Richmond Heights Web site in the previous 12 months, 68% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 71: USE OF INFORMATION SOURCES BY YEAR

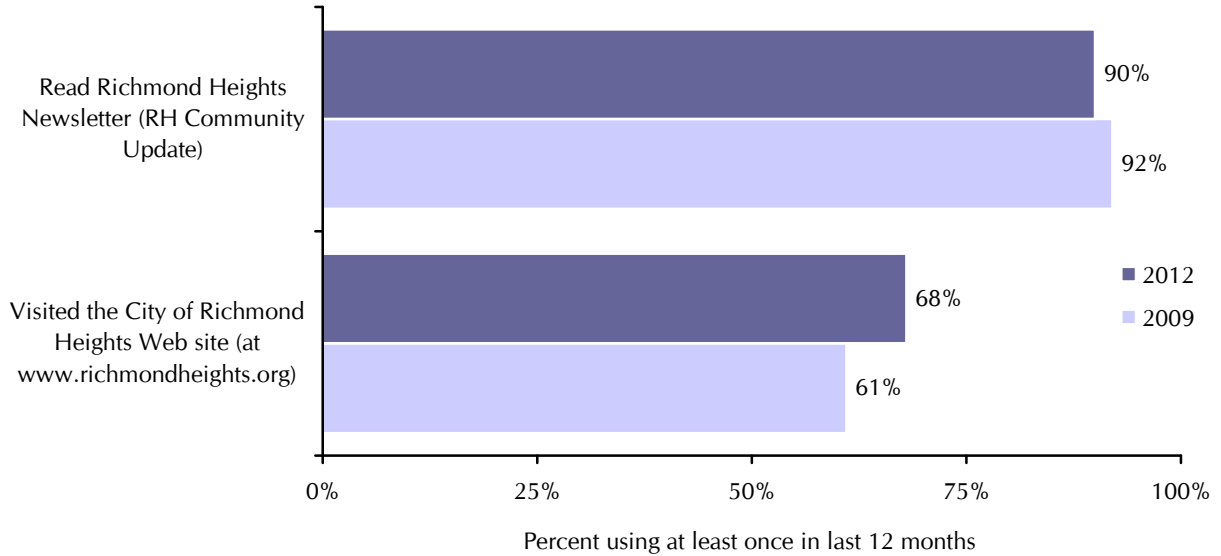


FIGURE 72: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Richmond Heights Newsletter	Much more
Visited the City of Richmond Heights Web site	Much more

FIGURE 73: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

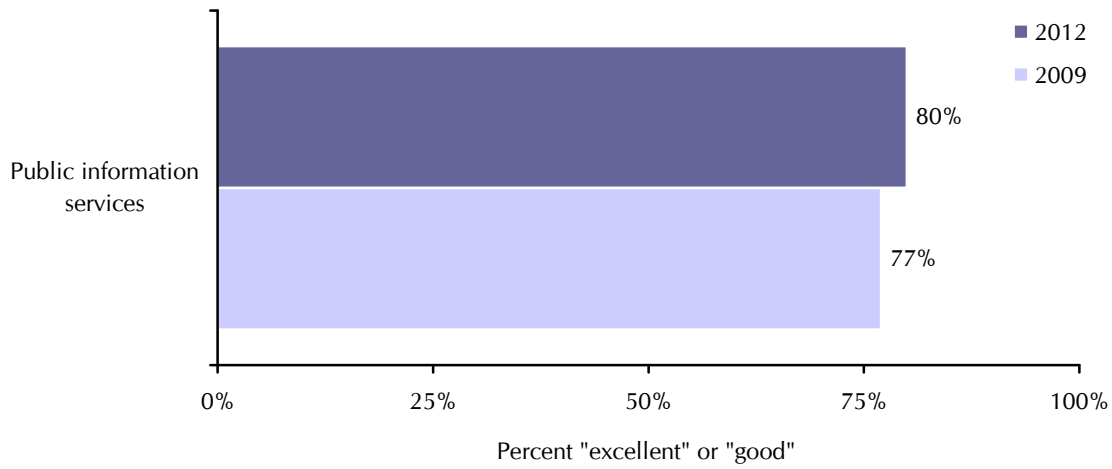


FIGURE 74: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Public information services	Much above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 54% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.” Opportunities to participate in social events were similar to benchmark comparison.

FIGURE 75: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

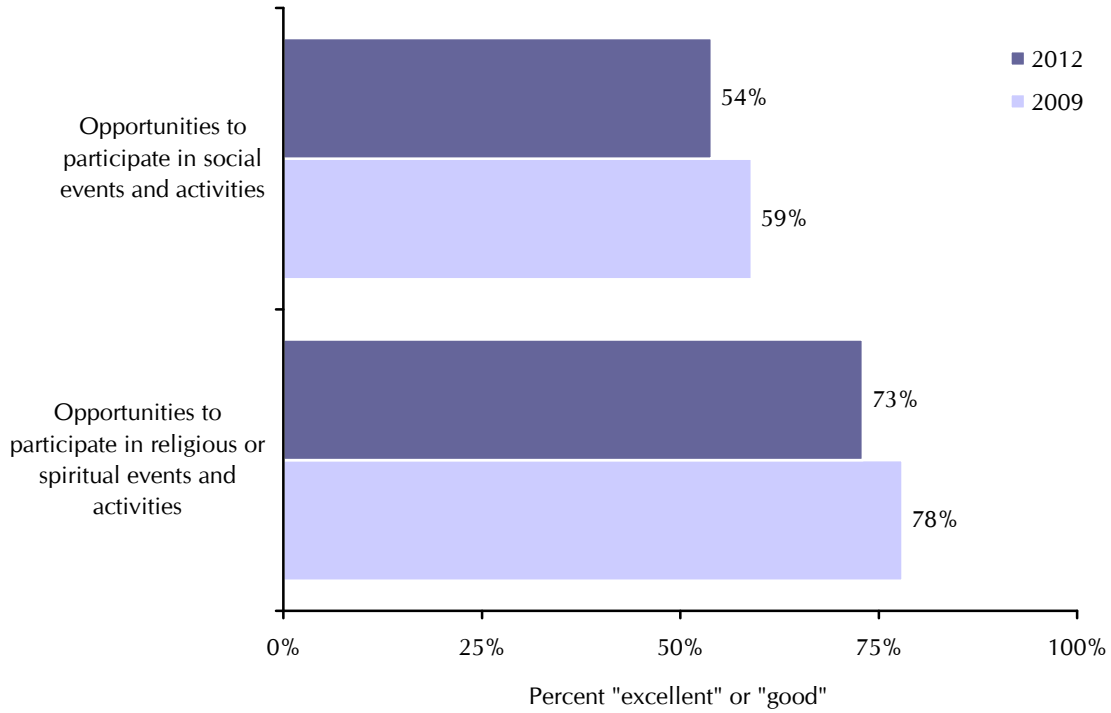


FIGURE 76: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar
Opportunities to participate in religious or spiritual events and activities	Below

Residents in Richmond Heights reported a fair amount of neighborliness. Close to half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

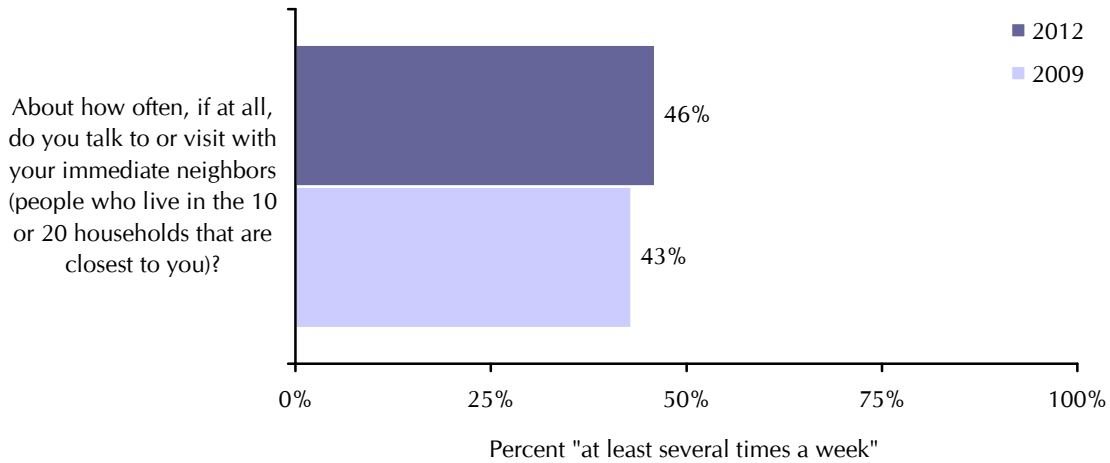


FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Less

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Richmond Heights is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Richmond Heights could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Richmond Heights may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Richmond Heights does at welcoming citizen involvement, 68% rated it as "excellent" or "good." Of these four ratings, all were above the benchmark.

FIGURE 79: PUBLIC TRUST RATINGS BY YEAR

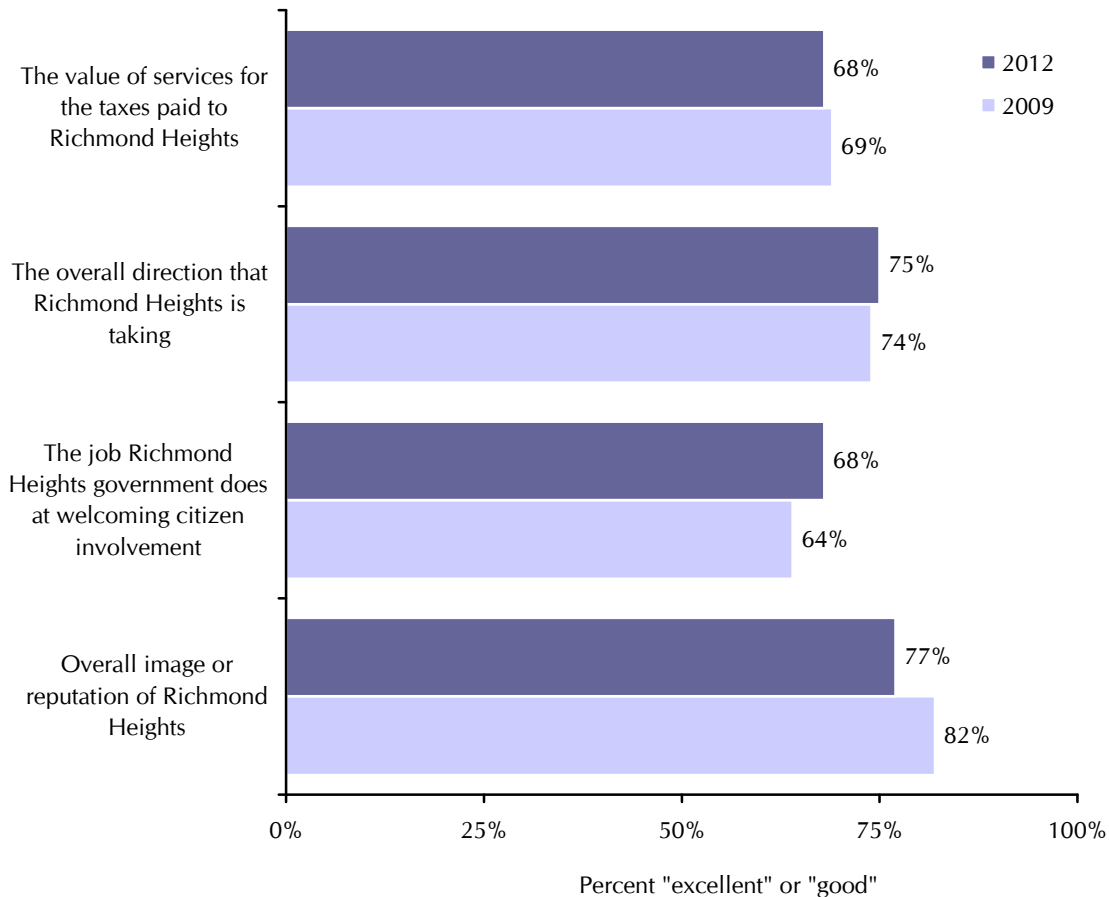


FIGURE 80: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Richmond Heights	Much above

	Comparison to benchmark
The overall direction that Richmond Heights is taking	Much above
Job Richmond Heights government does at welcoming citizen involvement	Much above
Overall image or reputation of Richmond Heights	Above



On average, residents of the City of Richmond Heights gave the highest evaluations to their own local government and the lowest average ratings to the State and Federal Governments. The overall quality of services delivered by the City of Richmond Heights was rated as “excellent” or “good” by 85% of survey participants. The City of Richmond Heights’ rating was above the benchmark when compared to other communities in the nation. Ratings of overall City services remained stable over the last three years.

FIGURE 81: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

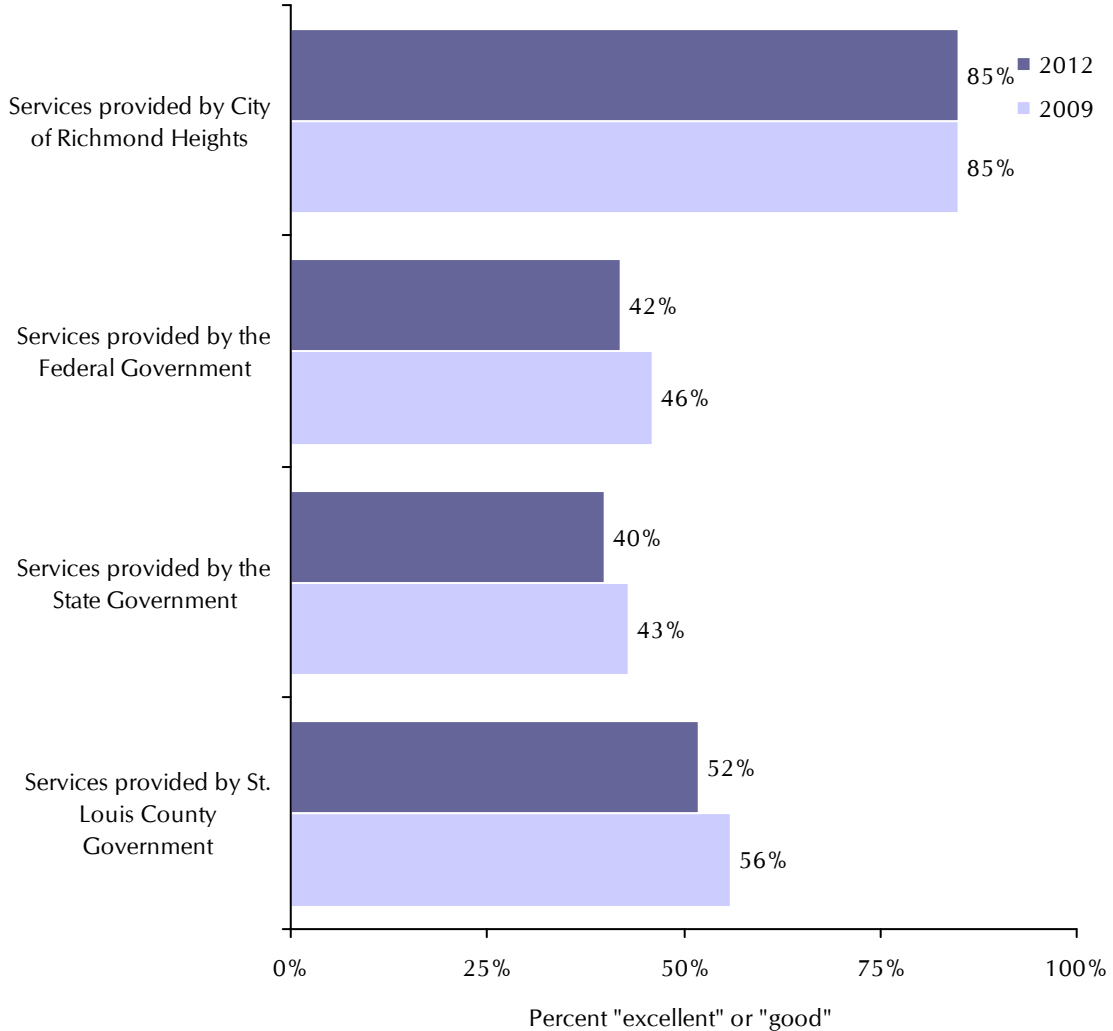


FIGURE 82: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Richmond Heights	Much above
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Services provided by St. Louis County Government	Similar

## City of Richmond Heights Employees

The employees of the City of Richmond Heights who interact with the public create the first impression that most residents have of the City of Richmond Heights. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Richmond Heights. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Richmond Heights staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 49% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 90% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the national benchmark and were similar to past survey years.

FIGURE 83: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

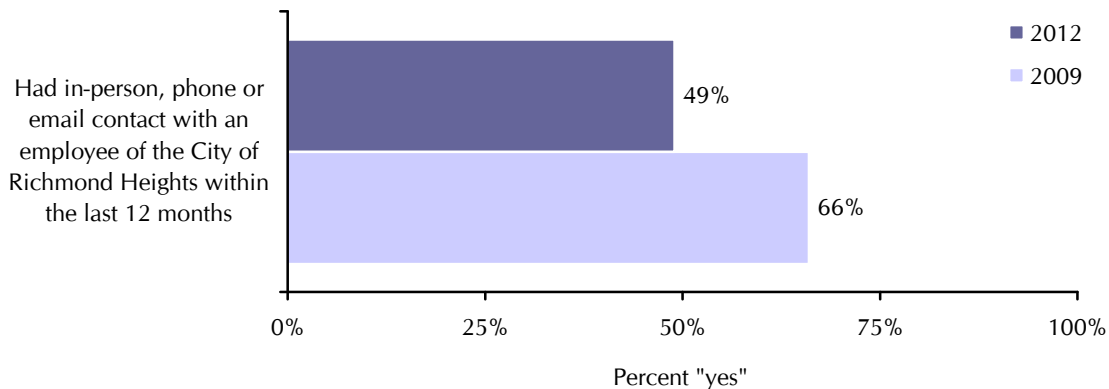


FIGURE 84: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Less

FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

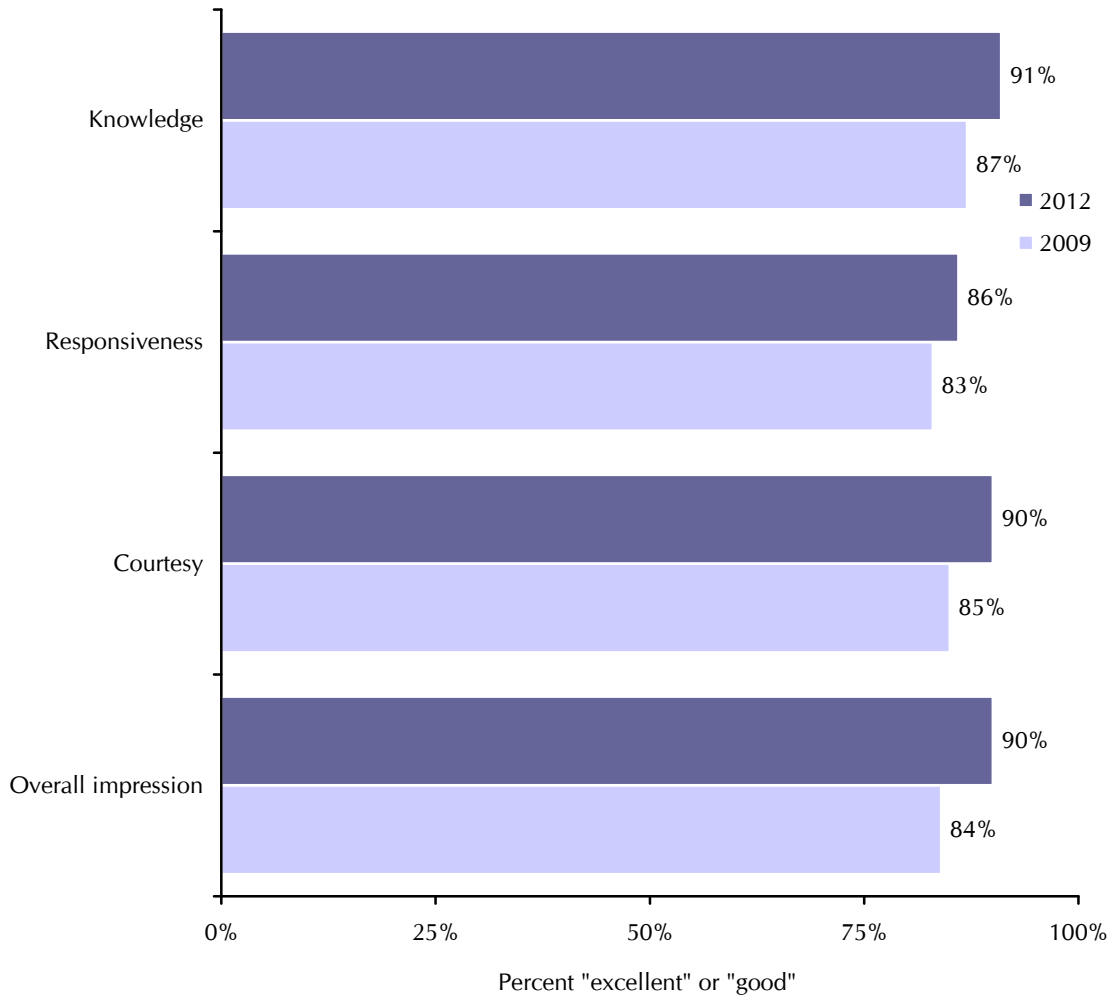


FIGURE 86: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Richmond Heights by examining the relationships between ratings of each service and ratings of the City of Richmond Heights' overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Richmond Heights can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Richmond Heights Key Driver Analysis were:

- Code enforcement
- Fire services
- Recreation centers or facilities
- Street repair
- Traffic enforcement

## CITY OF RICHMOND HEIGHTS ACTION CHART

The 2012 City of Richmond Heights Action Chart™ on the following page combines three dimensions of performance:

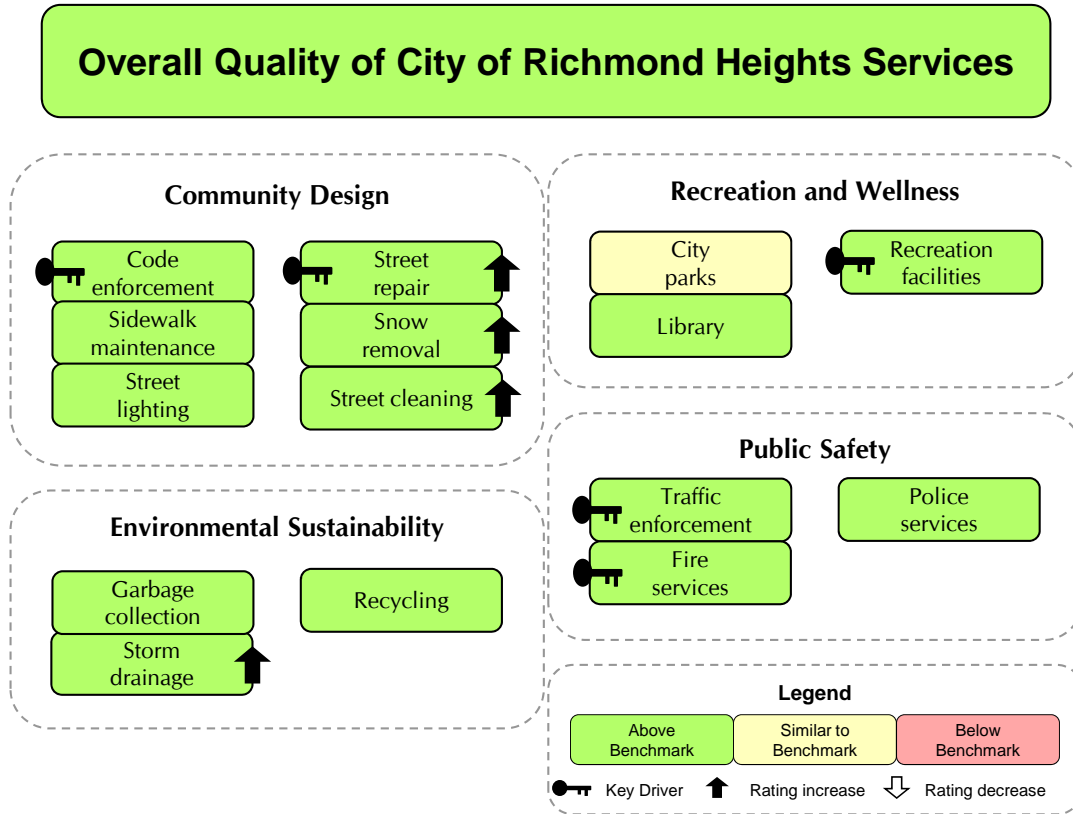
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trend line icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Fifteen services were included in the KDA for the City of Richmond Heights. Of these, fourteen were above the benchmark and one was similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Richmond Heights, no key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 87: CITY OF RICHMOND HEIGHTS ACTION CHART™



### Using Your Action Chart™

The key drivers derived for the City of Richmond Heights provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Richmond Heights, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Richmond Heights, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Richmond Heights residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Richmond Heights key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 88: KEY DRIVERS COMPARED

Service	City of Richmond Heights Key Drivers	National Key Drivers	Core Services
Police services		✓	✓
• <b>Fire services</b>	✓		✓
Traffic enforcement	✓		
• <b>Street repair</b>	✓		✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
◦ City parks			
Recreation centers or facilities	✓		
• <b>Code enforcement</b>	✓		✓
◦ Public library			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service



**CUSTOM QUESTIONS**

“Don’t know” responses have been removed from the following questions

Custom Question 1					
Please indicate how important, if at all, it is to you to have each of the following in Richmond Heights:	Essential	Very important	Somewhat important	Not at all important	Total
Parks	48%	32%	18%	2%	100%
Undeveloped, open green space	25%	30%	35%	10%	100%
Off-street trails for walking, biking and exercise	35%	40%	20%	6%	100%
Marked bike lanes on streets and roads	27%	34%	26%	12%	100%
Picnic pavilions/shelters	21%	31%	33%	15%	100%
Community gardens	19%	35%	31%	15%	100%

Custom Question 2					
Currently, the City has three main parks: The Heights Community Center, A.B. Green Athletic Field and Highland Park. Which types of additional parks, if any, are the most important for the City to develop?	Essential	Very important	Somewhat important	Not at all important	Total
Pocket park(s) (0.5-2 acres each)	17%	32%	36%	16%	100%
Mini park(s) (3-4 acres each)	17%	44%	29%	10%	100%
Neighborhood park(s) (5-10 acres each)	21%	38%	29%	12%	100%

Custom Question 3					
Please indicate how important, if at all, it is for the City of Richmond Heights to consider the following options:	Essential	Very important	Somewhat important	Not at all important	Total
Convert City-owned property to pocket park land	15%	34%	39%	12%	100%
Convert Hampton Creek concrete culvert into a more naturalized area	18%	40%	32%	10%	100%
Include green space (e.g., parks, trails, court yards) into any new commercial developments	31%	37%	23%	8%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING “DON’T KNOW” RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Richmond Heights:	Excellent	Good	Fair	Poor	Total
Richmond Heights as a place to live	40%	54%	6%	0%	100%
Your neighborhood as a place to live	41%	51%	8%	1%	100%
Richmond Heights as a place to raise children	30%	48%	19%	3%	100%
Richmond Heights as a place to work	24%	51%	21%	4%	100%
Richmond Heights as a place to retire	23%	46%	22%	8%	100%
The overall quality of life in Richmond Heights	30%	59%	11%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Richmond Heights as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	15%	55%	26%	4%	100%
Openness and acceptance of the community toward people of diverse backgrounds	16%	60%	20%	4%	100%
Overall appearance of Richmond Heights	15%	57%	25%	3%	100%
Cleanliness of Richmond Heights	22%	57%	19%	2%	100%
Overall quality of new development in Richmond Heights	12%	48%	30%	11%	100%
Variety of housing options	20%	53%	23%	3%	100%
Overall quality of business and service establishments in Richmond Heights	22%	57%	19%	2%	100%
Shopping opportunities	36%	44%	17%	3%	100%
Opportunities to attend cultural activities	10%	36%	41%	13%	100%
Recreational opportunities	25%	49%	22%	4%	100%
Employment opportunities	7%	34%	45%	15%	100%
Educational opportunities	11%	40%	37%	12%	100%
Opportunities to participate in social events and activities	10%	44%	43%	3%	100%
Opportunities to participate in religious or spiritual events and activities	17%	56%	25%	2%	100%
Opportunities to volunteer	11%	55%	30%	4%	100%
Opportunities to participate in community matters	16%	52%	27%	5%	100%
Ease of car travel in Richmond Heights	27%	53%	18%	2%	100%
Ease of bus travel in Richmond Heights	19%	33%	33%	15%	100%
Ease of rail or subway travel in Richmond Heights	17%	36%	25%	23%	100%
Ease of bicycle travel in Richmond Heights	9%	37%	37%	17%	100%
Ease of walking in Richmond Heights	26%	47%	20%	8%	100%
Availability of paths and walking trails	10%	26%	35%	29%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Richmond Heights as a whole:	Excellent	Good	Fair	Poor	Total
Traffic flow on major streets	12%	49%	34%	5%	100%
Availability of affordable quality housing	16%	47%	30%	7%	100%
Quality of overall natural environment in Richmond Heights	12%	51%	31%	6%	100%
Overall image or reputation of Richmond Heights	17%	60%	20%	3%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Richmond Heights over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	4%	14%	79%	3%	0%	100%
Retail growth (stores, restaurants, etc.)	7%	34%	53%	4%	2%	100%
Jobs growth	16%	52%	32%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Richmond Heights?	Percent of respondents
Not a problem	23%
Minor problem	48%
Moderate problem	24%
Major problem	5%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Richmond Heights:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	40%	46%	8%	5%	1%	100%
Property crimes (e.g., burglary, theft)	20%	56%	9%	13%	2%	100%
Environmental hazards, including toxic waste	52%	35%	11%	2%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	77%	21%	1%	1%	0%	100%
In your neighborhood after dark	36%	49%	5%	8%	1%	100%
In Richmond Heights' shopping areas during the day	59%	32%	6%	3%	0%	100%
In Richmond Heights' shopping areas after dark	21%	49%	15%	12%	4%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Richmond Heights Police Department 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 Heights Police Department within the last 12 months?	63%	37%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Richmond Heights Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Richmond Heights Police Department?	39%	39%	11%	11%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	94%
Yes	6%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	10%
Yes	90%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond Heights?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Richmond Heights public libraries or their services	28%	22%	22%	11%	16%	100%
Used Richmond Heights recreation centers	35%	17%	15%	8%	25%	100%
Participated in a recreation program or activity	64%	18%	10%	2%	6%	100%
Visited a neighborhood park or City park	28%	23%	28%	11%	10%	100%
Ridden a local bus within Richmond Heights	82%	7%	3%	2%	6%	100%
Attended a meeting of local elected officials or other local public meeting	79%	16%	5%	0%	1%	100%
Read Richmond Heights Newsletter (RH Community Update)	10%	21%	57%	7%	5%	100%
Visited the City of Richmond Heights Web site (at www.richmondheights.org)	32%	28%	29%	9%	2%	100%
Recycled used paper, cans or bottles from your home	10%	3%	7%	12%	68%	100%
Volunteered your time to some group or activity in Richmond Heights	81%	11%	3%	2%	3%	100%
Participated in religious or spiritual activities in Richmond Heights	63%	10%	9%	4%	14%	100%
Participated in a club or civic group in Richmond Heights	85%	10%	4%	1%	1%	100%
Provided help to a friend or neighbor	8%	22%	45%	13%	11%	100%
Read the City's E-Newsletter	63%	19%	11%	3%	3%	100%
Viewed the City's Facebook page	92%	5%	2%	1%	0%	100%
Viewed the City's Twitter feed	97%	1%	0%	1%	0%	100%

Question 12: Neighborliness	
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)?	Percent of respondents
Just about everyday	15%
Several times a week	31%
Several times a month	27%
Less than several times a month	27%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Richmond Heights:	Excellent	Good	Fair	Poor	Total
Police services	37%	50%	9%	3%	100%
Fire services	50%	44%	5%	1%	100%
Ambulance or emergency medical services	46%	48%	5%	1%	100%
Crime prevention	19%	62%	16%	4%	100%
Fire prevention and education	26%	55%	16%	3%	100%
Municipal courts	17%	59%	20%	4%	100%
Traffic enforcement	20%	55%	19%	6%	100%
Street repair	16%	48%	27%	9%	100%
Street cleaning	20%	56%	20%	5%	100%
Street lighting	15%	53%	26%	6%	100%
Snow removal	23%	55%	17%	6%	100%
Sidewalk maintenance	14%	48%	30%	8%	100%
Bus or transit services	18%	47%	24%	11%	100%
Garbage collection	44%	47%	7%	2%	100%
Recycling	50%	40%	6%	5%	100%
Yard waste pick-up	44%	47%	6%	3%	100%
Storm drainage	19%	55%	20%	6%	100%
City parks	21%	59%	17%	3%	100%
Recreation programs or classes	32%	53%	14%	1%	100%
Recreation centers or facilities	49%	45%	6%	0%	100%
Land use, planning and zoning	11%	47%	30%	12%	100%
Code enforcement (weeds, abandoned buildings, etc.)	11%	51%	23%	15%	100%
Animal control	13%	62%	22%	3%	100%
Economic development	10%	41%	37%	12%	100%
Services to seniors	19%	63%	16%	2%	100%
Services to youth	19%	57%	21%	3%	100%
Services to low-income people	14%	43%	28%	15%	100%
Public library services	46%	45%	8%	1%	100%
Public information services	21%	58%	19%	2%	100%
Public schools	14%	45%	26%	14%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	55%	22%	5%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	8%	33%	36%	23%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Richmond Heights	25%	61%	13%	2%	100%
The Federal Government	5%	37%	42%	16%	100%
The State Government	3%	37%	44%	16%	100%
St. Louis County Government	6%	46%	36%	12%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Richmond Heights to someone who asks	63%	33%	3%	2%	100%
Remain in Richmond Heights for the next five years	55%	29%	7%	9%	100%

Question 16: Impact of the 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:	Percent of respondents
Very positive	4%
Somewhat positive	17%
Neutral	51%
Somewhat negative	24%
Very negative	4%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Richmond Heights Fire Department 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 Heights Fire Department within the last 12 months?	85%	15%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Richmond Heights Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Richmond Heights Fire Department?	78%	20%	2%	0%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Richmond Heights within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	51%
Yes	49%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Richmond Heights in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	47%	44%	7%	1%	100%
Responsiveness	48%	37%	10%	4%	100%
Courtesy	54%	36%	6%	3%	100%
Overall impression	51%	39%	6%	5%	100%

Question 21: Government Performance					
Please rate the following categories of Richmond Heights government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Richmond Heights	17%	51%	25%	6%	100%
The overall direction that Richmond Heights is taking	14%	61%	19%	6%	100%
The job Richmond Heights government does at welcoming citizen involvement	14%	54%	26%	6%	100%

Question 22a: Custom Question 1					
Please indicate how important, if at all, it is to you to have each of the following in Richmond Heights:	Essential	Very important	Somewhat important	Not at all important	Total
Parks	48%	32%	18%	2%	100%
Undeveloped, open green space	25%	30%	35%	10%	100%
Off-street trails for walking, biking and exercise	35%	40%	20%	6%	100%
Marked bike lanes on streets and roads	27%	34%	26%	12%	100%
Picnic pavilions/shelters	21%	31%	33%	15%	100%
Community gardens	19%	35%	31%	15%	100%



Question 22b: Custom Question 2					
Currently, the City has three main parks: The Heights Community Center, A.B. Green Athletic Field and Highland Park. Which types of additional parks, if any, are the most important for the City to develop?	Essential	Very important	Somewhat important	Not at all important	Total
Pocket park(s) (0.5-2 acres each)	17%	32%	36%	16%	100%
Mini park(s) (3-4 acres each)	17%	44%	29%	10%	100%
Neighborhood park(s) (5-10 acres each)	21%	38%	29%	12%	100%

Question 22c: Custom Question 3					
Please indicate how important, if at all, it is for the City of Richmond Heights to consider the following options:	Essential	Very important	Somewhat important	Not at all important	Total
Convert City-owned property to pocket park land	15%	34%	39%	12%	100%
Convert Hampton Creek concrete culvert into a more naturalized area	18%	40%	32%	10%	100%
Include green space (e.g., parks, trails, court yards) into any new commercial developments	31%	37%	23%	8%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	25%
Yes, full-time	65%
Yes, part-time	10%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	6%
Walk	3%
Bicycle	1%
Work at home	6%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Richmond Heights?	Percent of respondents
Less than 2 years	20%
2 to 5 years	27%
6 to 10 years	12%
11 to 20 years	15%
More than 20 years	26%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	64%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	30%
Other	0%
5	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house or apartment...	Percent of respondents
Rented for cash or occupied without cash payment	42%
Owned by you or someone in this house with a mortgage or free and clear	58%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	3%
\$300 to \$599 per month	22%
\$600 to \$999 per month	28%
\$1,000 to \$1,499 per month	27%
\$1,500 to \$2,499 per month	14%
\$2,500 or more per month	6%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	78%
Yes	22%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	79%
Yes	21%
Total	100%

Question D9: Household Income	
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.)	Percent of respondents
Less than \$24,999	13%
\$25,000 to \$49,999	27%
\$50,000 to \$99,999	32%
\$100,000 to \$149,000	14%
\$150,000 or more	13%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	6%
Black or African American	8%
White	85%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	29%
35 to 44 years	14%
45 to 54 years	20%
55 to 64 years	14%
65 to 74 years	11%
75 years or older	8%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	55%
Male	45%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	15%
Yes	84%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	20%
Yes	76%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	7%
Yes	93%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	44%
Yes	56%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	29%
Land line	50%
Both	21%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Richmond Heights:	Excellent		Good		Fair		Poor		Don't know		Total	
	Richmond Heights as a place to live	39%	140	53%	191	6%	22	0%	0	1%	5	100%
Your neighborhood as a place to live	40%	145	50%	181	8%	28	1%	4	1%	2	100%	359
Richmond Heights as a place to raise children	23%	84	37%	134	15%	53	2%	8	22%	79	100%	359
Richmond Heights as a place to work	14%	48	29%	102	12%	42	2%	8	44%	155	100%	355
Richmond Heights as a place to retire	16%	56	31%	113	15%	53	6%	20	32%	117	100%	359
The overall quality of life in Richmond Heights	30%	107	59%	211	11%	39	0%	1	0%	1	100%	359

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Richmond Heights as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	14%	51	53%	187	24%	86	4%	14	4%	15	100%
Openness and acceptance of the community toward people of diverse backgrounds	15%	52	54%	190	17%	62	4%	13	11%	37	100%	355
Overall appearance of Richmond Heights	15%	55	57%	206	24%	88	3%	10	0%	1	100%	359
Cleanliness of Richmond Heights	22%	79	56%	200	19%	68	2%	7	1%	3	100%	356
Overall quality of new development in Richmond Heights	10%	35	41%	145	25%	90	9%	32	15%	53	100%	356
Variety of housing options	19%	67	49%	175	22%	77	3%	10	7%	25	100%	354
Overall quality of business and service establishments in Richmond Heights	22%	79	56%	200	19%	68	2%	6	1%	5	100%	358
Shopping opportunities	35%	127	44%	157	17%	60	3%	12	1%	4	100%	359
Opportunities to attend cultural activities	9%	30	31%	110	35%	125	11%	38	15%	53	100%	357
Recreational opportunities	23%	84	45%	162	20%	72	4%	14	7%	26	100%	358
Employment opportunities	4%	13	19%	67	25%	88	8%	29	45%	159	100%	355

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Richmond Heights as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Educational opportunities	8%	28	30%	105	28%	97	9%	31	25%	88	100%
Opportunities to participate in social events and activities	9%	31	39%	137	38%	135	2%	8	12%	44	100%	356
Opportunities to participate in religious or spiritual events and activities	13%	45	42%	151	19%	68	1%	4	25%	88	100%	356
Opportunities to volunteer	7%	25	36%	126	20%	70	2%	8	35%	126	100%	356
Opportunities to participate in community matters	14%	49	44%	155	23%	80	5%	16	15%	52	100%	352
Ease of car travel in Richmond Heights	27%	95	52%	183	17%	62	2%	7	2%	8	100%	354
Ease of bus travel in Richmond Heights	11%	39	19%	66	19%	66	8%	30	43%	152	100%	352
Ease of rail or subway travel in Richmond Heights	12%	43	26%	92	18%	65	17%	58	26%	93	100%	350
Ease of bicycle travel in Richmond Heights	7%	25	28%	98	28%	100	13%	46	24%	84	100%	352
Ease of walking in Richmond Heights	25%	90	46%	164	19%	69	8%	28	1%	5	100%	356
Availability of paths and walking trails	8%	28	22%	77	29%	103	25%	87	16%	57	100%	352
Traffic flow on major streets	12%	43	49%	173	34%	120	5%	20	0%	0	100%	355
Availability of affordable quality housing	13%	47	41%	143	26%	90	6%	22	14%	51	100%	353
Quality of overall natural environment in Richmond Heights	12%	42	49%	173	30%	106	6%	22	4%	14	100%	356
Overall image or reputation of Richmond Heights	16%	58	59%	211	19%	68	3%	11	2%	8	100%	357

Question 3: Growth														
Please rate the speed of growth in the following categories in Richmond Heights over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	2%	8	8%	28	45%	159	2%	6	0%	1	44%	155	100%
Retail growth (stores, restaurants, etc.)	5%	19	28%	97	42%	149	3%	11	2%	7	20%	71	100%	353
Jobs growth	6%	22	20%	72	13%	44	0%	0	0%	0	61%	216	100%	353

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Richmond Heights?	Percent of respondents	Count
Not a problem	21%	74
Minor problem	44%	157
Moderate problem	22%	78
Major problem	4%	15
Don't know	10%	35
Total	100%	359

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Richmond Heights:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	40%	143	45%	162	8%	28	5%	19	1%	2	2%	7	100%
Property crimes (e.g., burglary, theft)	19%	70	54%	195	9%	32	13%	46	2%	7	3%	10	100%	359
Environmental hazards, including toxic waste	45%	162	30%	109	10%	35	2%	6	1%	2	13%	48	100%	360

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	77%	278	21%	74	1%	5	1%	3	0%	0	0%	0	100%
In your neighborhood after dark	35%	128	49%	176	5%	19	8%	30	1%	5	1%	3	100%	360
In Richmond Heights' shopping areas during the day	59%	212	32%	114	6%	22	3%	10	0%	1	1%	2	100%	360
In Richmond Heights' shopping areas after dark	21%	74	48%	172	14%	52	11%	41	4%	14	2%	8	100%	360



Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Richmond Heights Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Richmond Heights Police Department within the last 12 months?	63%	226	36%	130	1%	3	100%	359

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Richmond Heights Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Richmond Heights Police Department?	38%	49	39%	50	11%	14	11%	14	1%	2	100%	129

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	93%	335
Yes	6%	22
Don't know	1%	2
Total	100%	359

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	10%	2
Yes	90%	20
Don't know	0%	0
Total	100%	22

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond Heights?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Richmond Heights public libraries or their services	28%	100	22%	79	22%	80	11%	41	16%	58	100%	359
Used Richmond Heights recreation centers	35%	124	17%	60	15%	55	8%	30	25%	89	100%	358
Participated in a recreation program or activity	64%	228	18%	64	10%	34	2%	7	6%	21	100%	355
Visited a neighborhood park or City park	28%	101	23%	82	28%	99	11%	40	10%	35	100%	357
Ridden a local bus within Richmond Heights	82%	295	7%	25	3%	12	2%	6	6%	20	100%	357
Attended a meeting of local elected officials or other local public meeting	79%	283	16%	57	5%	17	0%	1	1%	2	100%	360
Read Richmond Heights Newsletter (RH Community Update)	10%	34	21%	76	57%	202	7%	27	5%	18	100%	357
Visited the City of Richmond Heights Web site (at www.richmondheights.org)	32%	114	28%	99	29%	103	9%	30	2%	7	100%	354
Recycled used paper, cans or bottles from your home	10%	35	3%	10	7%	24	12%	44	68%	243	100%	356
Volunteered your time to some group or activity in Richmond Heights	81%	287	11%	40	3%	12	2%	7	3%	10	100%	355
Participated in religious or spiritual activities in Richmond Heights	63%	225	10%	37	9%	32	4%	13	14%	51	100%	358
Participated in a club or civic group in Richmond Heights	85%	306	10%	35	4%	13	1%	3	1%	3	100%	360
Provided help to a friend or neighbor	8%	30	22%	79	45%	162	13%	47	11%	40	100%	358
Read the City's E-Newsletter	63%	223	19%	68	11%	40	3%	12	3%	10	100%	354
Viewed the City's Facebook page	92%	329	5%	17	2%	6	1%	4	0%	1	100%	359
Viewed the City's Twitter feed	97%	348	1%	5	0%	2	1%	4	0%	1	100%	360

Question 12: Neighborliness		
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)?	Percent of respondents	Count
Just about everyday	15%	52
Several times a week	31%	112
Several times a month	27%	98
Less than several times a month	27%	95
Total	100%	357

Question 13: Service Quality												
Please rate the quality of each of the following services in Richmond Heights:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	32%	112	43%	150	8%	28	2%	9	15%	52	100%
Fire services	36%	126	31%	110	4%	13	1%	3	28%	99	100%	351
Ambulance or emergency medical services	30%	107	32%	112	4%	13	0%	2	34%	118	100%	351
Crime prevention	14%	49	46%	161	12%	41	3%	11	26%	89	100%	350
Fire prevention and education	15%	54	32%	112	9%	32	2%	7	42%	147	100%	351
Municipal courts	6%	20	19%	68	6%	22	1%	5	67%	235	100%	350
Traffic enforcement	16%	55	44%	154	15%	53	4%	15	21%	72	100%	350
Street repair	15%	52	45%	158	25%	89	8%	29	7%	23	100%	352
Street cleaning	19%	68	54%	188	19%	66	5%	16	3%	12	100%	350
Street lighting	15%	51	52%	181	26%	91	6%	20	2%	7	100%	350
Snow removal	22%	77	52%	184	16%	56	5%	19	5%	17	100%	353
Sidewalk maintenance	13%	45	44%	155	28%	98	7%	26	8%	27	100%	350
Bus or transit services	9%	32	24%	84	13%	44	6%	21	48%	167	100%	347
Garbage collection	43%	150	46%	163	6%	23	2%	7	2%	8	100%	352
Recycling	48%	169	38%	134	6%	20	5%	16	4%	14	100%	353
Yard waste pick-up	37%	131	40%	141	5%	19	2%	9	15%	52	100%	351
Storm drainage	15%	53	45%	157	16%	58	5%	17	19%	67	100%	352
City parks	17%	59	47%	165	14%	48	2%	8	20%	71	100%	351

Question 13: Service Quality												
Please rate the quality of each of the following services in Richmond Heights:	Excellent		Good		Fair		Poor		Don't know		Total	
	Recreation programs or classes	20%	71	33%	116	9%	32	0%	2	37%	130	100%
Recreation centers or facilities	40%	137	37%	128	5%	17	0%	0	18%	64	100%	347
Land use, planning and zoning	6%	22	28%	96	17%	61	7%	26	41%	144	100%	349
Code enforcement (weeds, abandoned buildings, etc.)	8%	28	36%	126	16%	58	10%	36	29%	102	100%	349
Animal control	8%	26	36%	125	13%	45	2%	6	42%	145	100%	347
Economic development	6%	22	24%	86	22%	76	7%	24	41%	143	100%	351
Services to seniors	6%	20	20%	69	5%	18	0%	2	69%	242	100%	351
Services to youth	7%	25	21%	72	8%	27	1%	4	64%	223	100%	350
Services to low-income people	4%	13	11%	39	7%	26	4%	14	74%	256	100%	348
Public library services	36%	128	36%	128	7%	24	0%	2	20%	70	100%	352
Public information services	13%	47	36%	127	12%	41	1%	3	38%	132	100%	350
Public schools	8%	26	24%	82	14%	48	7%	25	47%	163	100%	344
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	29	27%	92	11%	37	3%	9	52%	178	100%	345
Preservation of natural areas such as open space, farmlands and greenbelts	4%	14	17%	59	18%	64	12%	40	49%	171	100%	349

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Richmond Heights	23%	81	57%	199	12%	42	2%	7	7%	24	100%
The Federal Government	4%	14	30%	105	34%	121	13%	47	18%	63	100%	351
The State Government	2%	9	29%	103	36%	125	13%	44	20%	71	100%	352
St. Louis County Government	5%	16	37%	131	29%	103	10%	34	19%	67	100%	351

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Richmond Heights to someone who asks	62%	219	32%	113	3%	9	2%	6	1%	4	100%
Remain in Richmond Heights for the next five years	52%	185	27%	96	6%	22	8%	30	6%	20	100%	353

Question 16: Impact of the 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:	Percent of respondents	Count
Very positive	4%	13
Somewhat positive	17%	59
Neutral	51%	183
Somewhat negative	24%	84
Very negative	4%	16
Total	100%	355

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of Richmond Heights Fire Department within the last 12 months?	No		Yes		Don't know		Total		
	Have you had any in-person or phone contact with an employee of the City of Richmond Heights Fire Department within the last 12 months?	84%	302	15%	53	1%	4	100%	359

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Richmond Heights Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Richmond Heights Fire Department?	77%	41	20%	11	1%	1	0%	0	2%	1	100%

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Richmond Heights within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	51%	183
Yes	49%	174
Total	100%	357

Question 20: City Employees												
What was your impression of the employee(s) of the City of Richmond Heights in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	45%	79	43%	74	7%	12	1%	2	3%	5	100%
Responsiveness	48%	83	37%	64	10%	18	4%	7	1%	2	100%	174
Courtesy	54%	93	36%	62	6%	11	3%	5	1%	2	100%	174
Overall impression	50%	87	39%	68	6%	10	5%	8	1%	1	100%	174

Question 21: Government Performance												
Please rate the following categories of Richmond Heights government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Richmond Heights	15%	53	45%	160	22%	79	6%	20	13%	47	100%
The overall direction that Richmond Heights is taking	12%	42	52%	186	16%	58	5%	19	15%	54	100%	359
The job Richmond Heights government does at welcoming citizen involvement	10%	37	40%	142	19%	68	5%	16	26%	94	100%	357

Question 22a: Custom Question 1												
Please indicate how important, if at all, it is to you to have each of the following in Richmond Heights:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Parks	47%	167	32%	114	18%	64	2%	6	2%	8	100%
Undeveloped, open green space	24%	86	29%	105	34%	121	9%	34	4%	13	100%	359
Off-street trails for walking, biking and exercise	34%	121	39%	138	19%	68	6%	20	2%	8	100%	355
Marked bike lanes on streets and roads	26%	94	33%	117	25%	91	12%	42	3%	12	100%	356
Picnic pavilions/shelters	21%	74	31%	110	32%	115	14%	51	2%	8	100%	358
Community gardens	18%	66	33%	119	30%	107	14%	50	4%	16	100%	358

Question 22b: Custom Question 2												
Currently, the City has three main parks: The Heights Community Center, A.B. Green Athletic Field and Highland Park. Which types of additional parks, if any, are the most important for the City to develop?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Pocket park(s) (0.5-2 acres each)	15%	51	28%	97	31%	109	14%	49	13%	44	100%
Mini park(s) (3-4 acres each)	15%	54	38%	135	25%	89	9%	32	12%	43	100%	353
Neighborhood park(s) (5-10 acres each)	19%	67	33%	119	25%	91	11%	38	12%	42	100%	357

Question 22c: Custom Question 3												
Please indicate how important, if at all, it is for the City of Richmond Heights to consider the following options:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Convert City-owned property to pocket park land	13%	45	29%	103	32%	116	10%	36	16%	57	100%
Convert Hampton Creek concrete culvert into a more naturalized area	13%	47	30%	108	24%	85	8%	28	25%	89	100%	358
Include green space (e.g., parks, trails, court yards) into any new commercial developments	29%	102	34%	121	21%	76	8%	27	9%	31	100%	359

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	25%	89
Yes, full-time	65%	233
Yes, part-time	10%	36
Total	100%	358

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	73%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	6%
Walk	3%
Bicycle	1%
Work at home	6%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Richmond Heights?	Percent of respondents	Count
Less than 2 years	20%	74
2 to 5 years	27%	96
6 to 10 years	12%	44
11 to 20 years	15%	54
More than 20 years	26%	92
Total	100%	359



Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	64%	231
House attached to one or more houses (e.g., a duplex or townhome)	5%	18
Building with two or more apartments or condominiums	30%	109
Other	0%	2
Total	100%	360

Question D5: Housing Tenure (Rent/Own)		
Is this house or apartment...	Percent of respondents	Count
Rented for cash or occupied without cash payment	42%	149
Owned by you or someone in this house with a mortgage or free and clear	58%	202
Total	100%	351

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	3%	10
\$300 to \$599 per month	22%	76
\$600 to \$999 per month	28%	98
\$1,000 to \$1,499 per month	27%	94
\$1,500 to \$2,499 per month	14%	50
\$2,500 or more per month	6%	22
Total	100%	350

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	78%	279
Yes	22%	78
Total	100%	357

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	79%	282
Yes	21%	75
Total	100%	358

Question D9: Household Income		
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.)	Percent of respondents	Count
Less than \$24,999	13%	45
\$25,000 to \$49,999	27%	90
\$50,000 to \$99,999	32%	108
\$100,000 to \$149,000	14%	48
\$150,000 or more	13%	45
Total	100%	337

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	341
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	9
Total	100%	350

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	3
Asian, Asian Indian or Pacific Islander	6%	22
Black or African American	8%	28
White	85%	300
Other	2%	8
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	13
25 to 34 years	29%	101
35 to 44 years	14%	49
45 to 54 years	20%	71
55 to 64 years	14%	50
65 to 74 years	11%	38
75 years or older	8%	29
Total	100%	353

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	55%	192
Male	45%	159
Total	100%	351

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	15%	52
Yes	82%	293
Ineligible to vote	1%	4
Don't know	2%	6
Total	100%	356

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	20%	70
Yes	74%	263
Ineligible to vote	3%	11
Don't know	3%	10
Total	100%	354

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	7%	26
Yes	93%	329
Total	100%	355

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	44%	157
Yes	56%	200
Total	100%	357

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	29%	51
Land line	50%	87
Both	21%	38
Total	100%	176

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) 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 NCS 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 NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS 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.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered 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, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting 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.
- 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.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- 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 his or 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), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or 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 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 firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Richmond Heights were eligible to participate in the survey; 1200 were selected to receive the survey. These 1200 households were randomly selected from a comprehensive list of all housing units within the City of Richmond Heights boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Richmond Heights households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Richmond Heights boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Richmond Heights. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 89: LOCATION OF SURVEY RECIPIENTS

### The National Citizen Survey™ Richmond Heights, MO 2012

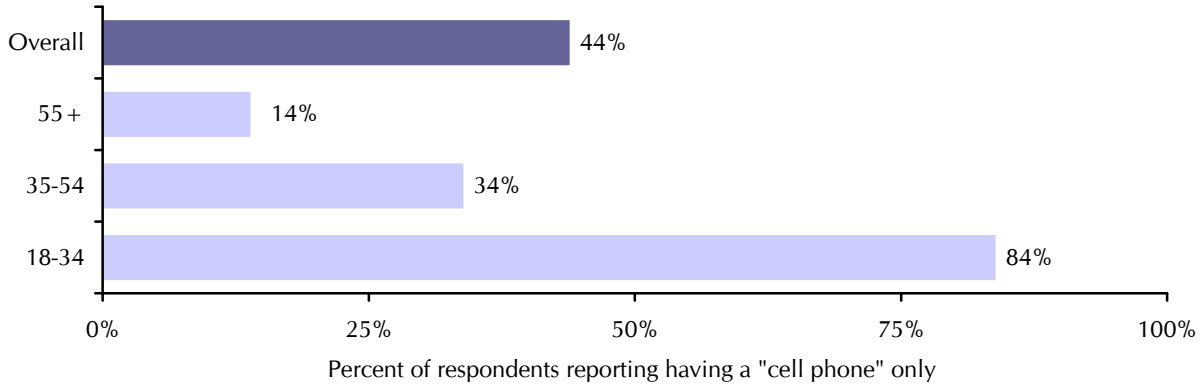


An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.



In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>1</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Richmond Heights has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 90: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN RICHMOND HEIGHTS



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning February 17, 2012. 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, an invitation to complete the survey online, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another invitation to complete the survey online, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Richmond Heights survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (363 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of

<sup>1</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and 2005-2009 American Community Survey estimates for adults in the City of Richmond Heights. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Richmond Heights, MO Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>2</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	43%	37%	42%
Own home	57%	63%	58%
Detached unit	65%	60%	64%
Attached unit	35%	40%	36%
<b>Race and Ethnicity</b>			
White	83%	85%	83%
Not white	17%	15%	17%
Not Hispanic	98%	98%	98%
Hispanic	2%	2%	2%
White alone, not Hispanic	81%	84%	81%
Hispanic and/or other race	19%	16%	19%
<b>Sex and Age</b>			
Female	54%	59%	55%
Male	46%	41%	45%
18-34 years of age	33%	24%	33%
35-54 years of age	34%	31%	34%
55+ years of age	33%	45%	33%
Females 18-34	18%	17%	18%
Females 35-54	18%	17%	18%
Females 55+	18%	25%	19%
Males 18-34	15%	7%	15%
Males 35-54	17%	14%	17%
Males 55+	14%	19%	14%

<sup>2</sup> Source: 2010 Census/2005-2009 ACS

### Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

## 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 was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, 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, NRC has 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.

## Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of

citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Richmond Heights to the Benchmark Database

The City of Richmond Heights chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Richmond Heights

Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Richmond Heights results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Richmond Heights' rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Richmond Heights.



Dear Richmond Heights Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Richmond Heights. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Amy Hamilton  
City Manager

Dear Richmond Heights Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Richmond Heights. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Amy Hamilton  
City Manager

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Amy Hamilton  
City Manager

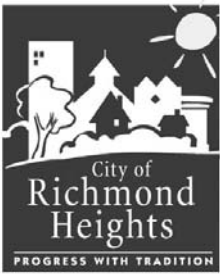
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Amy Hamilton  
City Manager



City of Richmond Heights  
1330 S. Big Bend Blvd.  
Richmond Heights, MO 63117-2204

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



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1330 S. Big Bend Blvd.  
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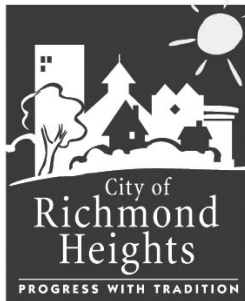
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1330 S. Big Bend Blvd.  
Richmond Heights, MO 63117-2204

[www.richmondheights.org](http://www.richmondheights.org)

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February 2012

Dear City of Richmond Heights Resident:

The City of Richmond Heights wants to know what you think about our community and municipal government. You have been randomly selected to participate in Richmond Heights' 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. 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 Heights 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/richmondheights.htm>

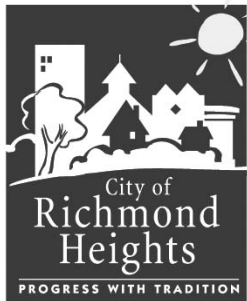
Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 314-645-4595.

Please help us shape the future of Richmond Heights. Thank you for your time and participation.

Sincerely,

Amy Hamilton  
City Manager

*The City of Richmond Heights, Missouri, is a diverse community of nearly 10,000 people who reside in 5,000 single-family homes, apartments and condominiums. Located at the confluence of Interstates 64 and 170 in the heart of St. Louis County, Richmond Heights is home to quality schools, the regionally acclaimed Saint Louis Galleria, The Boulevard-Saint Louis, and nearly 500 additional stores, restaurants, services and businesses.*



1330 S. Big Bend Blvd.  
Richmond Heights, MO 63117-2204

[www.richmondheights.org](http://www.richmondheights.org)

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March 2012

Dear City of Richmond Heights 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 recycle 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 Heights wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Richmond Heights' Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. 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 Heights 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.**

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# The City of Richmond Heights 2012 Citizen 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 select the response (by circling the number or marking the circle) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Richmond Heights:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Richmond Heights as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Richmond Heights as a place to raise children .....	1	2	3	4	5
Richmond Heights as a place to work .....	1	2	3	4	5
Richmond Heights as a place to retire .....	1	2	3	4	5
The overall quality of life in Richmond Heights .....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Richmond Heights.....	1	2	3	4	5
Cleanliness of Richmond Heights.....	1	2	3	4	5
Overall quality of new development in Richmond Heights .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Richmond Heights.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Richmond Heights .....	1	2	3	4	5
Ease of bus travel in Richmond Heights .....	1	2	3	4	5
Ease of rail or subway travel in Richmond Heights.....	1	2	3	4	5
Ease of bicycle travel in Richmond Heights.....	1	2	3	4	5
Ease of walking in Richmond Heights .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Quality of overall natural environment in Richmond Heights.....	1	2	3	4	5
Overall image or reputation of Richmond Heights .....	1	2	3	4	5

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

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
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 run down buildings, weed lots or junk vehicles a problem in Richmond Heights?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Richmond Heights:

	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
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe 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 Heights' shopping areas during the day.....	1	2	3	4	5	6
In Richmond Heights' shopping areas after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Richmond Heights Police Department within the last 12 months?

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

8. What was your overall impression of your most recent contact with the City of Richmond Heights Police Department?

- Excellent     Good     Fair     Poor     Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

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

- No     Yes     Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Richmond Heights public libraries or their services.....	1	2	3	4	5
Used Richmond Heights recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Richmond Heights.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Read Richmond Heights Newsletter (RH Community Update) .....	1	2	3	4	5
Visited the City of Richmond Heights Web site (at www.richmondheights.org).....	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 or activity in Richmond Heights....	1	2	3	4	5
Participated in religious or spiritual activities in Richmond Heights.....	1	2	3	4	5
Participated in a club or civic group in Richmond Heights .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5
Read the City's E-Newsletter .....	1	2	3	4	5
Visited the City's Facebook page.....	1	2	3	4	5
Viewed the City's Twitter feed .....	1	2	3	4	5

12. 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)?

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of Richmond Heights 2012 Citizen Survey

## 13. Please rate the quality of each of the following services in Richmond Heights:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Municipal courts .....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Bus or transit services.....	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
Storm drainage.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or 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
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
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Richmond Heights .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
St. Louis County Government .....	1	2	3	4	5

## 15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Richmond Heights to someone who asks.....	1	2	3	4	5
Remain in Richmond Heights for the next five years .....	1	2	3	4	5

## 16. 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

**17. Have you had any in-person or phone contact with an employee of the City of Richmond Heights Fire Department within the last 12 months?**

- No → Go to Question 19       Yes → Go to Question 18       Don't know → Go to Question 19

**18. What was your overall impression of your most recent contact with the City of Richmond Heights Fire Department?**

- Excellent       Good       Fair       Poor       Don't know

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

- No → Go to Question 21       Yes → Go to Question 20

**20. What was your impression of the employee(s) of the City of Richmond Heights in your most recent contact? (Rate each characteristic below.)**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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

**21. Please rate the following categories of Richmond Heights government performance:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Richmond Heights.....	1	2	3	4	5
The overall direction that Richmond Heights is taking.....	1	2	3	4	5
The job Richmond Heights government does at welcoming citizen involvement.....	1	2	3	4	5

**22. Please check the response that comes closest to your opinion for each of the following questions:**

**a. Please indicate how important, if at all, it is to you to have each of the following in Richmond Heights:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Parks.....	1	2	3	4	5
Undeveloped, open green space.....	1	2	3	4	5
Off-street trails for walking, biking, and exercise.....	1	2	3	4	5
Marked bike lanes on streets and roads.....	1	2	3	4	5
Picnic pavilions/shelters.....	1	2	3	4	5
Community gardens.....	1	2	3	4	5

**b. Currently, the City has three main parks: The Heights Community Center, A.B. Green Athletic Field and Highland Park. Which types of additional parks, if any, are most important for the City to develop?**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Pocket park(s) (0.5 - 2 acres each).....	1	2	3	4	5
Mini park(s) (3 - 4 acres each).....	1	2	3	4	5
Neighborhood park(s) (5 - 10 acres each).....	1	2	3	4	5

**c. Please indicate how important, if at all, it is for the City of Richmond Heights to consider the following options:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Convert City-owned property to pocket park land.....	1	2	3	4	5
Convert Hampton Creek concrete culvert into a more naturalized area.....	1	2	3	4	5
Include green space (e.g., parks, trails, court yards) into any new commercial developments.....	1	2	3	4	5



# The City of Richmond Heights 2012 Citizen Survey

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.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Richmond Heights?**

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

**D4. 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
- Other

**D5. Is this house or apartment...**

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

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. 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 to \$149,999
- \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. 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

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

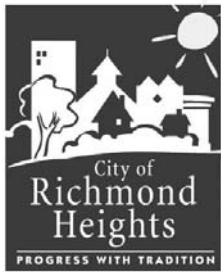
**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                     Land line             Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City of Richmond Heights  
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