

Richland, WA

The National Community Survey

Report of Results

2022

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Richland. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 451 residents of the City of Richland collected from May 2nd, 2022 to July 8th, 2022. The margin of error around any reported percentage is 4.6% for all respondents and the response rate for the 2021 survey was 17%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Richland.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Richland’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Richland residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Richland’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Richland’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2021 ratings compare to other communities’ ratings from the past five years.



Methods

Selecting survey recipients

All households within the City of Richland were eligible to participate in the survey. A list of all households within the zip codes serving Richland was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Richland households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Richland boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

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 introduction of the survey.

Conducting the survey

The 2,800 randomly selected households received mailings beginning on May 2nd, 2022 and the survey remained open for 9 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 3% of the 2,800 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2721 households that received the invitations to participate, 451 completed the survey, providing an overall response rate of 17%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

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 margin of error for the City of Richland survey is no greater than plus or minus 4.6 percentage points around any given percent reported for all respondents (451 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Richland. The open participation survey was identical to the probability sample survey with a question about where they heard about the survey. The open participation survey was open to all city residents and became available on June 6th, 2022. The survey remained open for just over 4 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2019 American Community Survey estimates for adults in the City of Richland. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

| | | Unweighted | Weighted | Target* |
|------------------------|--------------------------------------|------------|----------|---------|
| Age | 18-34 | 10% | 31% | 31% |
| | 35-54 | 25% | 31% | 31% |
| | 55+ | 66% | 38% | 38% |
| Hispanic origin | No, not Spanish, Hispanic, or Latino | 94% | 90% | 90% |
| | Spanish, Hispanic, or Latino | 6% | 10% | 10% |
| Housing tenure | Own | 80% | 65% | 65% |
| | Rent | 20% | 35% | 35% |
| Housing type | Attached | 21% | 36% | 36% |
| | Detached | 79% | 64% | 64% |
| Race & Hispanic origin | Not white alone | 15% | 19% | 19% |
| | White alone, not Hispanic or Latino | 85% | 81% | 81% |
| Sex | Female | 51% | 51% | 51% |
| | Male | 49% | 49% | 49% |
| Sex/age | Female 18-34 | 5% | 15% | 15% |
| | Female 35-54 | 13% | 16% | 16% |
| | Female 55+ | 33% | 20% | 20% |
| | Male 18-34 | 4% | 16% | 16% |
| | Male 35-54 | 12% | 15% | 15% |
| | Male 55+ | 32% | 18% | 18% |

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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 the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Richland funded this research. Please contact Drew Florence of the City of Richland at dflorence@ci.richland.wa.us if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2019 American Community Survey

Highlights

Richland's economy is a strong community feature.

Results relating to the economy in Richland tended to be positive, with 77% of residents rating the overall economic health of Richland as excellent or good. Evaluations of Richland as a place to work were higher than national benchmark comparisons, garnering positive ratings from 8 in 10 respondents. Employment opportunities in Richland also received higher-than-average reviews from about 73% of residents. About three-quarters of the community was pleased with the city's overall quality of business and service establishments. Just over half of residents gave high marks to Richland's economic development and the variety of business and service establishments, while slightly fewer (46%) positively reviewed the shopping opportunities in the city. Cost of living was rated favorably by about 4 in 10 respondents. Each of these was on par with comparison communities across the nation. Despite the strong ratings in this facet, residents indicated some concern about their individual economic outlook. When asked what impact, if any, the economy would have on their family income in the next six months, only 13% of residents anticipated somewhat or very positive impacts, which was lower than national averages.

Many aspects of Richland's community design receive positive reviews, but residents identify some potential areas of opportunity for the City.

Richland residents are generally pleased with the design of the community, with about 8 in 10 residents awarding positive marks to their neighborhood as a place to live. In addition, 6 in 10 positively rated the overall design or layout of residential and commercial areas, public places where people want to spend time, preservation of the historical or cultural character of the community, and the overall appearance of Richland. All of these aspects were on par with benchmark comparison communities. However, only 2 in 10 residents favorably evaluated the availability of affordable quality housing, which was lower than counterparts across the nation. Coding enforcement also fell below the national average (27% excellent or good), indicating an opportunity for improvement.

Most residents feel a strong sense of safety in Richland.

Safety is a priority and a strength for Richland, with most residents rating this facet as both of high importance and high quality. Roughly three-quarters of respondents gave favorable reviews to the overall feeling of safety in Richland. About 9 in 10 residents said they felt very or somewhat safe in both Richland's downtown/commercial area and in neighborhoods during the day. Similarly, most residents reported feeling safe from natural disasters (84%), violent crime (72%), and property crime (63%). All of these ratings were on par with benchmark communities nationwide. The City's safety services also received high marks from respondents. About 9 in 10 gave positive reviews of the fire services, and 8 in 10 residents did the same for both ambulance or emergency medical services and police/sheriff services. While nearly all safety services scored similar to national averages, ratings of emergency preparedness services were below benchmark comparisons (55% excellent or good), indicating an opportunity for additional focus in this specific area.

Residents appreciate Richland's natural environment and recreational opportunities.

Ratings for survey items pertaining to Richland's natural environment were largely positive and on par with national averages. About 71% of residents gave excellent or good reviews to the overall quality of natural environment in Richland. Nearly 6 in 10 offered positive evaluations of Richland's open space and preservation of natural areas, while roughly 8 in 10 residents favorably rated the city's air quality and cleanliness. Water resources were rated higher than the national benchmark comparisons (83% excellent or good). Most residents were also pleased with the city parks (85% excellent or good). About 8 in 10 residents in Richland positively rated the availability of paths and walking trails, fitness opportunities, and the overall quality of parks and recreation opportunities.

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation. The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Richland as a whole.
 (% excellent or good)

| | | vs. benchmark* |
|--|-----|-------------------|
| Overall economic health | 77% | Similar |
| Overall quality of the transportation system | 59% | Similar |
| Overall design or layout of residential and commercial areas | 62% | Similar |
| Overall quality of the utility infrastructure | 73% | Similar |
| Overall feeling of safety | 73% | Similar |
| Overall quality of natural environment | 71% | Similar |
| Overall quality of parks and recreation opportunities | 79% | Similar |
| Overall health and wellness opportunities | 69% | Similar |
| Overall opportunities for education, culture, and the arts | 56% | Similar |
| Residents' connection and engagement with their community | 47% | Similar |

Please rate how important, if at all, you think it is for the Richland community to focus on each of the following in the coming two years.
 (% essential or very important)

| | | |
|--|-----|---------|
| Overall economic health | 89% | Similar |
| Overall quality of the transportation system | 78% | Similar |
| Overall design or layout of residential and commercial areas | 78% | Similar |
| Overall quality of the utility infrastructure | 89% | Similar |
| Overall feeling of safety | 89% | Similar |
| Overall quality of natural environment | 80% | Similar |
| Overall quality of parks and recreation opportunities | 82% | Similar |
| Overall health and wellness opportunities | 78% | Similar |
| Overall opportunities for education, culture, and the arts | 78% | Similar |
| Residents' connection and engagement with their community | 69% | Similar |

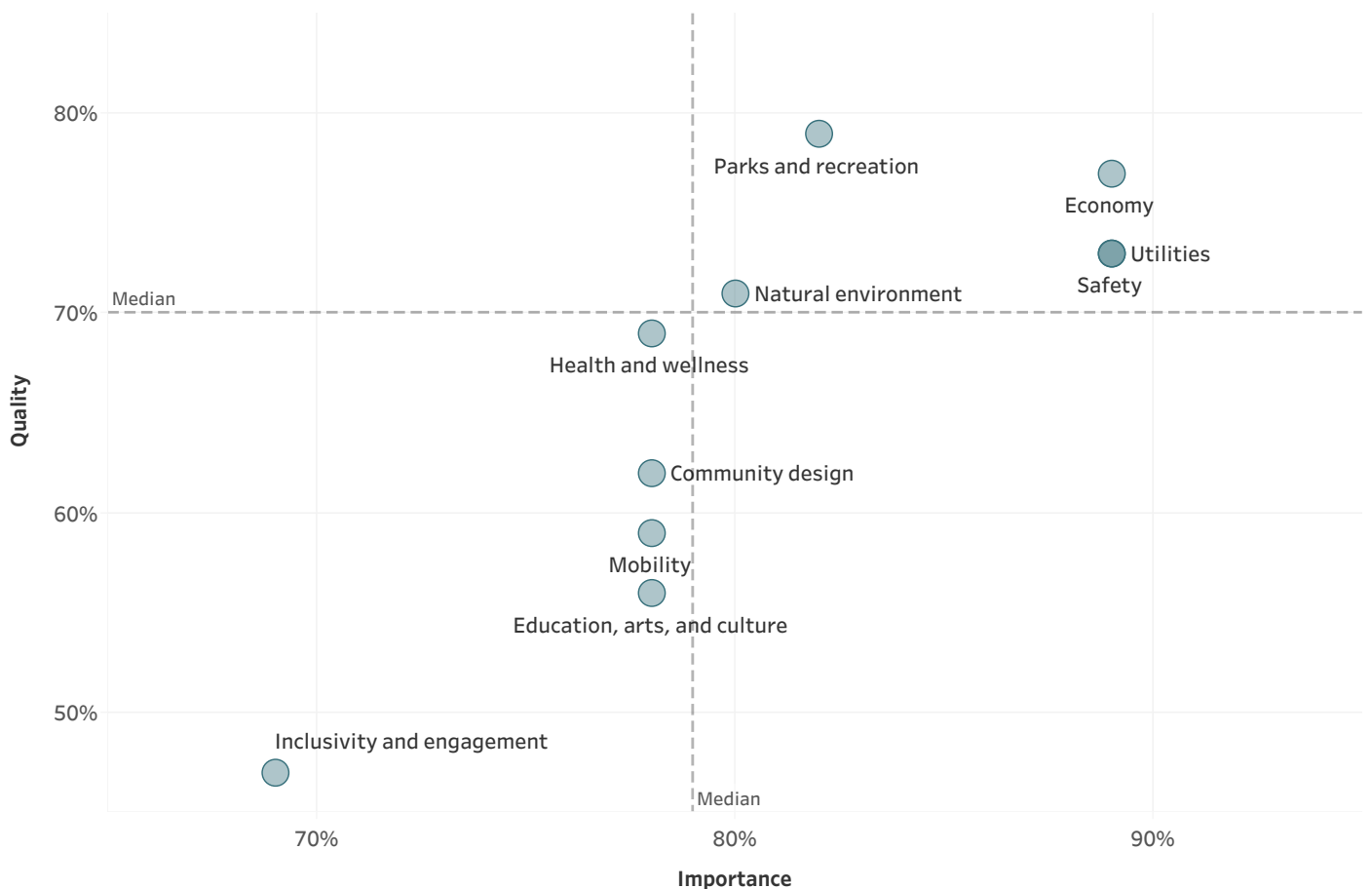
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 70% or more of respondents were considered of “higher quality” and those with ratings lower than 70% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 79% or more of respondents. Services were rated as “less important” if they received a rating of less than 79%. This classification uses the median ratings for quality and importance to divide the services in half.

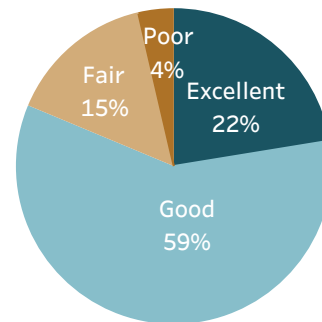
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Richland



Please rate each of the following aspects of quality of life in Richland.
(% excellent or good)

| | | vs. benchmark* |
|-----------------------------|-----|----------------|
| Richland as a place to live | 85% | Similar |
| The overall quality of life | 81% | Similar |

Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)

| | | |
|--|-----|---------|
| Recommend living in Richland to someone who asks | 82% | Similar |
| Remain in Richland for the next five years | 81% | Similar |

Please rate each of the following in the Richland community.
(% excellent or good)

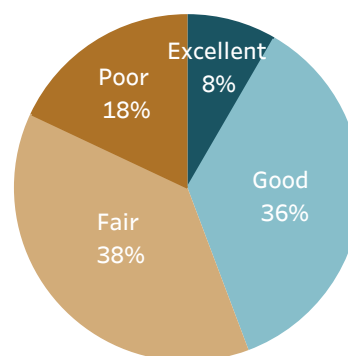
| | | |
|-----------------------------|-----|---------|
| Overall image or reputation | 74% | Similar |
|-----------------------------|-----|---------|

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Richland government



Please rate the quality of each of the following services in Richland.
(% excellent or good)

| | | vs. benchmark* |
|--|-----|----------------|
| Overall customer service by Richland employees | 82% | Similar |
| Public information services | 58% | Similar |

Please rate the following categories of Richland government performance.
(% excellent or good)

| | | |
|--|-----|---------|
| Treating residents with respect | 61% | Similar |
| The value of services for the taxes paid to Richland | 57% | Similar |
| Treating all residents fairly | 55% | Similar |
| The overall direction that Richland is taking | 53% | Similar |
| Generally acting in the best interest of the community | 49% | Similar |
| Being honest | 47% | Similar |
| Informing residents about issues facing the community | 46% | Similar |
| The job Richland government does at welcoming resident involvement | 46% | Similar |
| Being open and transparent to the public | 45% | Similar |
| Overall confidence in Richland government | 44% | Similar |

Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)

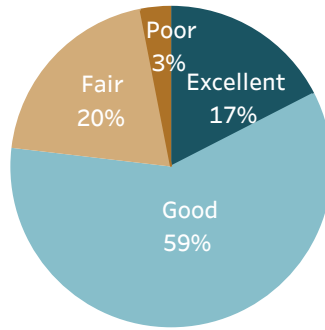
| | | |
|------------------------|-----|---------|
| The City of Richland | 72% | Similar |
| The Federal Government | 36% | Similar |

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

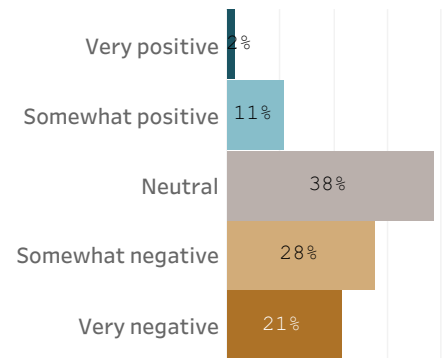
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Richland



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:



Please rate each of the following aspects of quality of life in Richland. (% excellent or good)

| Aspect | Percentage | vs. benchmark* |
|------------------------------|------------|----------------|
| Richland as a place to work | 82% | Higher |
| Richland as a place to visit | 51% | Lower |

Please rate each of the following characteristics as they relate to Richland as a whole. (% excellent or good)

| Characteristic | Percentage | vs. benchmark* |
|-------------------------|------------|----------------|
| Overall economic health | 77% | Similar |

Please rate each of the following in the Richland community. (% excellent or good)

| Characteristic | Percentage | vs. benchmark* |
|--|------------|----------------|
| Overall quality of business and service establishments | 74% | Similar |
| Employment opportunities | 73% | Higher |
| Variety of business and service establishments | 54% | Similar |
| Shopping opportunities | 46% | Similar |
| Cost of living | 39% | Similar |
| Vibrancy of downtown/commercial area | 38% | Similar |

Please rate the quality of each of the following services in Richland. (% excellent or good)

| Service | Percentage | vs. benchmark* |
|----------------------|------------|----------------|
| Economic development | 57% | Similar |

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 or somewhat positive)

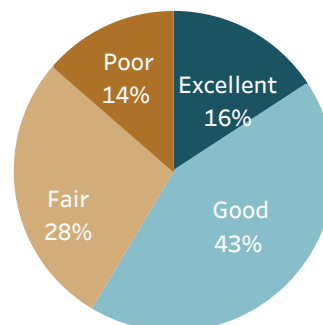
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: **13%** **Lower**

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Richland



Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

| | | vs. benchmark* |
|--|-----|-------------------|
| Overall quality of the transportation system | 59% | Similar |

Please also rate each of the following in the Richland community.
(% excellent or good)

| | | |
|---|-----|---------|
| Ease of travel by car | 81% | Similar |
| Ease of public parking | 67% | Similar |
| Ease of walking | 64% | Similar |
| Traffic flow on major streets | 54% | Similar |
| Ease of travel by bicycle | 53% | Similar |
| Ease of travel by public transportation | 48% | Similar |

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

| | | |
|--|-----|---------|
| Walked or biked instead of driving | 62% | Similar |
| Carpooled with other adults or children instead of driving alone | 46% | Similar |
| Used public transportation instead of driving | 13% | Similar |

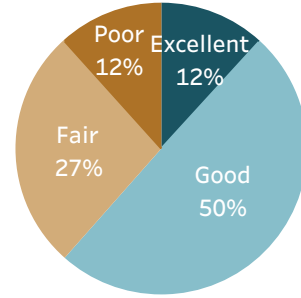
Please rate the quality of each of the following services in Richland.
(% excellent or good)

| | | |
|-----------------|-----|---------|
| Street lighting | 71% | Similar |
| Street cleaning | 71% | Similar |

| | | |
|-------------------------|-----|---------|
| Bus or transit services | 59% | Similar |
| Sidewalk maintenance | 56% | Similar |
| Traffic enforcement | 56% | Similar |
| Traffic signal timing | 54% | Similar |
| Street repair | 51% | Similar |
| Snow removal | 50% | Lower |

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall design or layout of Richland's residential and commercial areas



Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Please rate each of the following aspects of quality of life in Richland.
(% excellent or good)

| | | vs. benchmark* |
|--------------------------------------|-----|----------------|
| Your neighborhood as a place to live | 82% | Similar |

Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

| | | |
|--|-----|---------|
| Overall design or layout of residential and commercial areas | 62% | Similar |
|--|-----|---------|

Please also rate each of the following in the Richland community.
(% excellent or good)

| | | |
|---|-----|---------|
| Public places where people want to spend time | 63% | Similar |
| Overall appearance | 62% | Similar |
| Preservation of the historical or cultural character of the community | 61% | Similar |
| Overall quality of new development | 53% | Similar |
| Well-designed neighborhoods | 51% | Similar |
| Well-planned residential growth | 48% | Similar |
| Variety of housing options | 42% | Similar |
| Well-planned commercial growth | 41% | Similar |
| Availability of affordable quality housing | 20% | Lower |

Please rate the quality of each of the following services in Richland.
(% excellent or good)

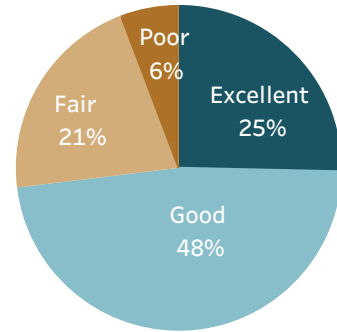
| | | |
|-------------------------------|-----|---------|
| Land use, planning and zoning | 39% | Similar |
| Code enforcement | 27% | Lower |

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Richland



Please rate the quality of each of the following services in Richland.
(% excellent or good)

| | | vs. benchmark* |
|---------------------------------------|-----|----------------|
| Garbage collection | 87% | Similar |
| Sewer services | 84% | Similar |
| Storm water management | 81% | Similar |
| Power (electric and/or gas) utility | 80% | Similar |
| Drinking water | 79% | Similar |
| Utility billing | 76% | Similar |
| Affordable high-speed internet access | 49% | Similar |

Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

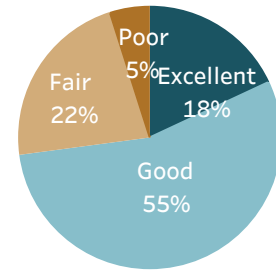
| | | |
|---|-----|---------|
| Overall quality of the utility infrastructure | 73% | Similar |
|---|-----|---------|

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Richland



Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

| | | vs. benchmark* |
|---------------------------|-----|-------------------|
| Overall feeling of safety | 73% | Similar |

Please rate how safe or unsafe you feel:
(% very or somewhat safe)

| | | |
|---|-----|---------|
| In your neighborhood during the day | 93% | Similar |
| In Richland's downtown/commercial area during the day | 90% | Similar |
| From fire, flood, or other natural disaster | 84% | Similar |
| From violent crime | 72% | Similar |
| From property crime | 63% | Similar |

Please rate the quality of each of the following services in Richland.
(% excellent or good)

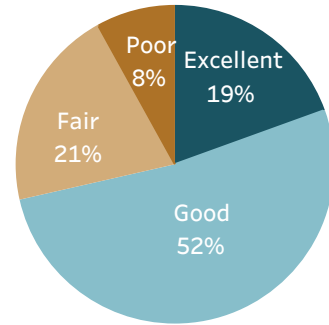
| | | |
|---|-----|---------|
| Fire services | 93% | Similar |
| Ambulance or emergency medical services | 86% | Similar |
| Police/Sheriff services | 80% | Similar |
| Fire prevention and education | 70% | Similar |
| Crime prevention | 63% | Similar |
| Animal control | 61% | Similar |
| Emergency preparedness | 55% | Lower |

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Overall quality of natural environment in Richland



Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

| | | vs. benchmark* |
|--|-----|----------------|
| Overall quality of natural environment | 71% | Similar |

Please also rate each of the following in the Richland community.
(% excellent or good)

| | | |
|-----------------|-----|---------|
| Water resources | 83% | Higher |
| Air quality | 79% | Similar |
| Cleanliness | 77% | Similar |

Please rate the quality of each of the following services in Richland.
(% excellent or good)

| | | |
|-------------------------------|-----|---------|
| Yard waste pick-up | 84% | Similar |
| Richland open space | 59% | Similar |
| Preservation of natural areas | 56% | Similar |
| Recycling | 54% | Lower |

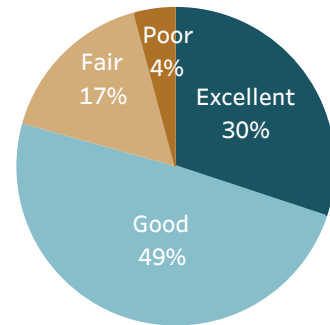
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Parks and recreation

“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association

Overall quality of the parks and recreation opportunities



Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

| | | vs. benchmark* |
|---|-----|----------------|
| Overall quality of parks and recreation opportunities | 79% | Similar |

Please also rate each of the following in the Richland community.
(% excellent or good)

| | | |
|--|-----|---------|
| Availability of paths and walking trails | 82% | Similar |
| Fitness opportunities | 79% | Similar |
| Recreational opportunities | 71% | Similar |

Please rate the quality of each of the following services in Richland.
(% excellent or good)

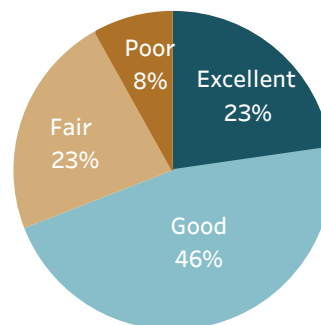
| | | |
|----------------------------------|-----|---------|
| City parks | 85% | Similar |
| Recreation centers or facilities | 66% | Similar |
| Recreation programs or classes | 58% | Similar |

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in Richland



Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

| | | vs. benchmark* |
|---|-----|----------------|
| Overall health and wellness opportunities | 69% | Similar |

Please also rate each of the following in the Richland community.
(% excellent or good)

| | | |
|---|-----|---------|
| Availability of affordable quality food | 62% | Similar |
| Availability of preventive health services | 57% | Similar |
| Availability of affordable quality health care | 52% | Similar |
| Availability of affordable quality mental health care | 31% | Similar |

Please rate the quality of each of the following services in Richland.
(% excellent or good)

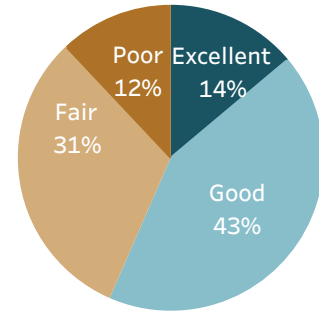
| | | |
|-----------------|-----|---------|
| Health services | 67% | Similar |
|-----------------|-----|---------|

Please rate your overall health.
(% excellent or very good)

| | | |
|----------------------------------|-----|---------|
| Please rate your overall health. | 67% | Similar |
|----------------------------------|-----|---------|

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall opportunities for education, culture and the arts



Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

| | | vs. benchmark* |
|--|-----|----------------|
| Overall opportunities for education, culture, and the arts | 56% | Similar |

Please also rate each of the following in the Richland community.
(% excellent or good)

| | | |
|--|-----|---------|
| K-12 education | 72% | Similar |
| Opportunities to attend special events and festivals | 57% | Similar |
| Adult educational opportunities | 50% | Similar |
| Community support for the arts | 47% | Similar |
| Opportunities to attend cultural/arts/music activities | 44% | Similar |
| Availability of affordable quality childcare/preschool | 36% | Similar |

Please rate the quality of each of the following services in Richland.
(% excellent or good)

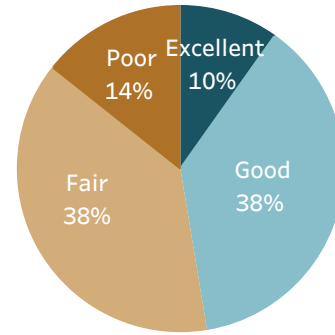
| | | |
|-------------------------|-----|---------|
| Public library services | 91% | Similar |
|-------------------------|-----|---------|

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' connection and engagement with their community



Please rate each of the following aspects of quality of life in Richland.
(% excellent or good)

| | | vs. benchmark* |
|---------------------------------------|-----|----------------|
| Richland as a place to raise children | 88% | Similar |
| Richland as a place to retire | 70% | Similar |
| Sense of community | 49% | Similar |

Please rate each of the following characteristics as they relate to Richland as a whole.
(% excellent or good)

| | | |
|---|-----|---------|
| Residents' connection and engagement with their community | 47% | Similar |
|---|-----|---------|

Please rate the job you feel the Richland community does at each of the following.
(% excellent or good)

| | | |
|---|-----|---------|
| Making all residents feel welcome | 66% | Similar |
| Valuing/respecting residents from diverse backgrounds | 62% | Similar |
| Taking care of vulnerable residents | 52% | Similar |
| Attracting people from diverse backgrounds | 51% | Similar |

Please also rate each of the following in the Richland community.
(% excellent or good)

| | | |
|--|-----|---------|
| Opportunities to volunteer | 64% | Similar |
| Neighborliness of residents | 61% | Similar |
| Opportunities to participate in social events and activities | 57% | Similar |

| | | |
|---|-----|---------|
| Openness and acceptance of the community toward people of diverse backgrounds | 54% | Similar |
| Sense of civic/community pride | 52% | Similar |
| Opportunities to participate in community matters | 51% | Similar |

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

| | | vs... |
|--|-----|---------|
| Voted in your most recent local election | 81% | Similar |
| Contacted the City of Richland for help or information | 52% | Similar |
| Volunteered your time to some group/activity | 35% | Similar |
| Watched a local public meeting | 28% | Similar |
| Campaigned or advocated for a local issue, cause, or candidate | 16% | Similar |
| Attended a local public meeting | 16% | Similar |
| Contacted Richland elected officials to express your opinion | 9% | Similar |

In general, how many times do you:
(% a few times a week or more)

| | | |
|--|-----|---------|
| Use or check email | 97% | Similar |
| Access the internet from your cell phone | 95% | Similar |
| Access the internet from your home | 94% | Similar |
| Visit social media sites | 76% | Similar |
| Shop online | 47% | Similar |
| Share your opinions online | 21% | Similar |

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

National benchmark tables

This table contains the comparisons of Richland’s results to those from other communities. The first column shows the comparison of Richland’s rating to the benchmark. Richland’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Richland residents is statistically similar to or different than the benchmark. The second column is Richland’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Richland’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Richland’s result -- that is what percent of surveyed communities had a lower rating than Richland.

| | | | % positive | Rank | Number of communities | Percentile |
|---|--|---------|------------|------|-----------------------|------------|
| Please rate each of the following aspects of quality of life in Richland. | Richland as a place to live | Similar | 85% | 215 | 339 | 36 |
| | Your neighborhood as a place to live | Similar | 82% | 176 | 291 | 39 |
| | Richland as a place to raise children | Similar | 88% | 170 | 343 | 50 |
| | Richland as a place to work | Higher | 82% | 62 | 334 | 81 |
| | Richland as a place to visit | Lower | 51% | 223 | 292 | 23 |
| | Richland as a place to retire | Similar | 70% | 146 | 339 | 57 |
| | The overall quality of life | Similar | 81% | 237 | 365 | 35 |
| | Sense of community | Similar | 49% | 252 | 291 | 13 |
| Please rate each of the following characteristics as they relate to Richland as a whole. | Overall economic health | Similar | 77% | 109 | 279 | 61 |
| | Overall quality of the transportation system | Similar | 59% | 71 | 164 | 57 |
| | Overall design or layout of residential and commercial areas | Similar | 62% | 160 | 272 | 41 |
| | Overall quality of the utility infrastructure | Similar | 73% | 56 | 160 | 65 |
| | Overall feeling of safety | Similar | 73% | 232 | 330 | 30 |
| | Overall quality of natural environment | Similar | 71% | 219 | 281 | 22 |
| | Overall quality of parks and recreation opportunities | Similar | 79% | 95 | 166 | 43 |

| | | | | | | |
|---|--|---------|-----|-----|-----|----|
| Please rate each of the following characteristics as they relate to Richland as a whole. | Overall health and wellness opportunities | Similar | 69% | 170 | 274 | 38 |
| | Overall opportunities for education, culture, and the arts | Similar | 56% | 194 | 276 | 30 |
| | Residents' connection and engagement with their community | Similar | 47% | 119 | 161 | 26 |
| Please indicate how likely or unlikely you are to do each of the following. | Recommend living in Richland to someone who asks | Similar | 82% | 197 | 283 | 30 |
| | Remain in Richland for the next five years | Similar | 81% | 193 | 280 | 31 |
| Please rate how safe or unsafe you feel: | In your neighborhood during the day | Similar | 93% | 181 | 310 | 41 |
| | In Richland's downtown/commercial area during the day | Similar | 90% | 186 | 294 | 37 |
| | From property crime | Similar | 63% | 126 | 169 | 26 |
| | From violent crime | Similar | 72% | 121 | 169 | 28 |
| | From fire, flood, or other natural disaster | Similar | 84% | 61 | 159 | 62 |
| Please rate the job you feel the Richland community does at each of the following. | Making all residents feel welcome | Similar | 66% | 109 | 167 | 35 |
| | Attracting people from diverse backgrounds | Similar | 51% | 123 | 164 | 25 |
| | Valuing/respecting residents from diverse backgrounds | Similar | 62% | 92 | 165 | 44 |
| | Taking care of vulnerable residents | Similar | 52% | 101 | 161 | 37 |
| Please rate each of the following in the Richland community. | Overall quality of business and service establishments | Similar | 74% | 135 | 279 | 51 |
| | Variety of business and service establishments | Similar | 54% | 108 | 161 | 33 |
| | Vibrancy of downtown/commercial area | Similar | 38% | 191 | 261 | 27 |
| | Employment opportunities | Higher | 73% | 30 | 295 | 90 |
| | Shopping opportunities | Similar | 46% | 177 | 286 | 38 |
| | Cost of living | Similar | 39% | 174 | 273 | 36 |
| | Overall image or reputation | Similar | 74% | 202 | 335 | 40 |

| | | | | | | |
|--|---|---------|-----|-----|-----|----|
| Please also rate each of the following in the Richland community. | Traffic flow on major streets | Similar | 54% | 132 | 307 | 57 |
| | Ease of public parking | Similar | 67% | 89 | 255 | 65 |
| | Ease of travel by car | Similar | 81% | 70 | 294 | 76 |
| | Ease of travel by public transportation | Similar | 48% | 77 | 255 | 70 |
| | Ease of travel by bicycle | Similar | 53% | 159 | 296 | 46 |
| | Ease of walking | Similar | 64% | 182 | 297 | 39 |
| | Well-planned residential growth | Similar | 48% | 92 | 163 | 44 |
| | Well-planned commercial growth | Similar | 41% | 100 | 163 | 39 |
| | Well-designed neighborhoods | Similar | 51% | 104 | 160 | 35 |
| | Preservation of the historical or cultural character of the community | Similar | 61% | 90 | 159 | 44 |
| | Public places where people want to spend time | Similar | 63% | 142 | 267 | 47 |
| | Variety of housing options | Similar | 42% | 190 | 279 | 32 |
| | Availability of affordable quality housing | Lower | 20% | 232 | 301 | 23 |
| | Overall quality of new development | Similar | 53% | 168 | 291 | 42 |
| | Overall appearance | Similar | 62% | 228 | 314 | 27 |
| | Cleanliness | Similar | 77% | 168 | 302 | 44 |
| | Water resources | Higher | 83% | 26 | 146 | 82 |
| | Air quality | Similar | 79% | 172 | 265 | 35 |
| | Availability of paths and walking trails | Similar | 82% | 86 | 299 | 71 |
| | Fitness opportunities | Similar | 79% | 87 | 267 | 67 |
| Recreational opportunities | Similar | 71% | 125 | 288 | 56 | |

| | | | | | | |
|--|---|---------|-----|-----|-----|----|
| Please also rate each of the following in the Richland community. | Availability of affordable quality food | Similar | 62% | 159 | 261 | 39 |
| | Availability of affordable quality health care | Similar | 52% | 175 | 270 | 35 |
| | Availability of preventive health services | Similar | 57% | 161 | 256 | 37 |
| | Availability of affordable quality mental health care | Similar | 31% | 202 | 257 | 21 |
| | Opportunities to attend cultural/arts/music activities | Similar | 44% | 202 | 284 | 29 |
| | Community support for the arts | Similar | 47% | 109 | 160 | 32 |
| | Availability of affordable quality childcare/preschool | Similar | 36% | 209 | 268 | 22 |
| | K-12 education | Similar | 72% | 145 | 271 | 46 |
| | Adult educational opportunities | Similar | 50% | 151 | 264 | 43 |
| | Sense of civic/community pride | Similar | 52% | 115 | 160 | 28 |
| | Neighborliness of residents | Similar | 61% | 173 | 268 | 35 |
| | Opportunities to participate in social events and activities | Similar | 57% | 186 | 275 | 32 |
| | Opportunities to attend special events and festivals | Similar | 57% | 211 | 273 | 23 |
| | Opportunities to volunteer | Similar | 64% | 182 | 271 | 33 |
| | Opportunities to participate in community matters | Similar | 51% | 228 | 274 | 17 |
| | Openness and acceptance of the community toward people of diverse backgrounds | Similar | 54% | 212 | 291 | 27 |
| Please indicate whether or not you have done each of the following in the last 12 months. | Contacted the City of Richland for help or information | Similar | 52% | 83 | 310 | 73 |
| | Contacted Richland elected officials to express your opinion | Similar | 9% | 253 | 268 | 5 |
| | Attended a local public meeting | Similar | 16% | 191 | 269 | 29 |
| | Watched a local public meeting | Similar | 28% | 80 | 250 | 68 |
| | Volunteered your time to some group/activity | Similar | 35% | 110 | 272 | 59 |

| | | | | | | |
|--|--|---------|-----|-----|-----|----|
| Please indicate whether or not you have done each of the following in the last 12 months. | Campaigned or advocated for a local issue, cause, or candidate | Similar | 16% | 179 | 261 | 31 |
| | Voted in your most recent local election | Similar | 81% | 56 | 162 | 66 |
| | Used public transportation instead of driving | Similar | 13% | 134 | 244 | 45 |
| | Carpooled with other adults or children instead of driving alone | Similar | 46% | 69 | 264 | 74 |
| | Walked or biked instead of driving | Similar | 62% | 101 | 268 | 62 |
| Please rate the quality of each of the following services in Richland. | Public information services | Similar | 58% | 223 | 287 | 22 |
| | Economic development | Similar | 57% | 126 | 280 | 55 |
| | Traffic enforcement | Similar | 56% | 258 | 329 | 21 |
| | Traffic signal timing | Similar | 54% | 131 | 273 | 52 |
| | Street repair | Similar | 51% | 138 | 324 | 57 |
| | Street cleaning | Similar | 71% | 122 | 285 | 57 |
| | Street lighting | Similar | 71% | 84 | 315 | 73 |
| | Snow removal | Lower | 50% | 201 | 243 | 17 |
| | Sidewalk maintenance | Similar | 56% | 168 | 282 | 40 |
| | Bus or transit services | Similar | 59% | 87 | 252 | 65 |
| | Land use, planning and zoning | Similar | 39% | 208 | 288 | 28 |
| | Code enforcement | Lower | 27% | 291 | 322 | 9 |
| | Affordable high-speed internet access | Similar | 49% | 77 | 157 | 51 |
| | Garbage collection | Similar | 87% | 77 | 305 | 75 |
| | Drinking water | Similar | 79% | 105 | 282 | 63 |
| Sewer services | Similar | 84% | 77 | 287 | 73 | |



























| | | | | | | |
|--|--|---------|-----|-----|-----|----|
| Please rate the quality of each of the following services in Richland. | Storm water management | Similar | 81% | 52 | 300 | 83 |
| | Power (electric and/or gas) utility | Similar | 80% | 64 | 225 | 72 |
| | Utility billing | Similar | 76% | 83 | 252 | 67 |
| | Police/Sheriff services | Similar | 80% | 246 | 356 | 31 |
| | Crime prevention | Similar | 63% | 228 | 328 | 30 |
| | Animal control | Similar | 61% | 238 | 298 | 20 |
| | Ambulance or emergency medical services | Similar | 86% | 191 | 294 | 35 |
| | Fire services | Similar | 93% | 194 | 319 | 39 |
| | Fire prevention and education | Similar | 70% | 228 | 284 | 20 |
| | Emergency preparedness | Lower | 55% | 247 | 282 | 12 |
| | Preservation of natural areas | Similar | 56% | 182 | 265 | 31 |
| | Richland open space | Similar | 59% | 157 | 257 | 39 |
| | Recycling | Lower | 54% | 271 | 308 | 12 |
| | Yard waste pick-up | Similar | 84% | 59 | 263 | 77 |
| | City parks | Similar | 85% | 132 | 301 | 56 |
| | Recreation programs or classes | Similar | 58% | 227 | 293 | 22 |
| | Recreation centers or facilities | Similar | 66% | 153 | 277 | 45 |
| | Health services | Similar | 67% | 140 | 251 | 44 |
| | Public library services | Similar | 91% | 113 | 299 | 62 |
| | Overall customer service by Richland employees | Similar | 82% | 147 | 344 | 57 |
| Please rate the following categories of Richland government performance | The value of services for the taxes paid to Richland | Similar | 57% | 143 | 348 | 59 |
































| | | | | | | |
|--|---|----------------------|---------|-----|-----|-----|
| Please rate the following categories of Richland government performance. | The overall direction that Richland is taking | Similar | 53% | 199 | 312 | 36 |
| | The job Richland government does at welcoming resident involvement | Similar | 46% | 212 | 310 | 31 |
| | Overall confidence in Richland government | Similar | 44% | 202 | 277 | 27 |
| | Generally acting in the best interest of the community | Similar | 49% | 201 | 281 | 28 |
| | Being honest | Similar | 47% | 212 | 272 | 22 |
| | Being open and transparent to the public | Similar | 45% | 121 | 166 | 27 |
| | Informing residents about issues facing the community | Similar | 46% | 129 | 172 | 25 |
| | Treating all residents fairly | Similar | 55% | 161 | 278 | 42 |
| | Treating residents with respect | Similar | 61% | 108 | 163 | 34 |
| | Overall, how would you rate the quality of the services provided by each of the following? | The City of Richland | Similar | 72% | 216 | 340 |
| The Federal Government | | Similar | 36% | 212 | 261 | 19 |
| Please rate how important, if at all, you think it is for the Richland community to focus on each of the following in the coming two years. | Overall economic health | Similar | 89% | 152 | 252 | 39 |
| | Overall quality of the transportation system | Similar | 78% | 54 | 159 | 66 |
| | Overall design or layout of residential and commercial areas | Similar | 78% | 66 | 252 | 74 |
| | Overall quality of the utility infrastructure | Similar | 89% | 60 | 158 | 62 |
| | Overall feeling of safety | Similar | 89% | 152 | 252 | 39 |
| | Overall quality of natural environment | Similar | 80% | 145 | 252 | 42 |
| | Overall quality of parks and recreation opportunities | Similar | 82% | 57 | 159 | 64 |
| | Overall health and wellness opportunities | Similar | 78% | 79 | 252 | 68 |
| | Overall opportunities for education, culture, and the arts | Similar | 78% | 120 | 252 | 52 |
| | Residents' connection and engagement with their community | Similar | 69% | 152 | 252 | 39 |































| | | | | | | |
|--|--|---------|-----|-----|-----|----|
| In general, how many times do you: | Access the internet from your home | Similar | 94% | 90 | 159 | 44 |
| | Access the internet from your cell phone | Similar | 95% | 54 | 159 | 66 |
| | Visit social media sites | Similar | 76% | 121 | 158 | 24 |
| | Use or check email | Similar | 97% | 85 | 159 | 47 |
| | Share your opinions online | Similar | 21% | 154 | 159 | 3 |
| | Shop online | Similar | 47% | 134 | 159 | 16 |
| | Please rate your overall health. | Similar | 67% | 96 | 263 | 63 |
| 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: | Lower | 13% | 256 | 265 | 3 | |
































Complete set of frequencies
































This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

| | | | | |
|--|---------------------------------------|-----------|---|-----|
| Please rate each of the following aspects of quality of life in Richland. | Richland as a place to live | Excellent |  | 34% |
| | | Good |  | 51% |
| | | Fair |  | 12% |
| | | Poor |  | 3% |
| | Your neighborhood as a place to live | Excellent |  | 41% |
| | | Good |  | 41% |
| | | Fair |  | 16% |
| | | Poor |  | 2% |
| | Richland as a place to raise children | Excellent |  | 35% |
| | | Good |  | 52% |
| | | Fair |  | 11% |
| | | Poor |  | 2% |
| | Richland as a place to work | Excellent |  | 34% |
| | | Good |  | 49% |
| | | Fair |  | 13% |
| | | Poor |  | 5% |
| | Richland as a place to visit | Excellent |  | 15% |
| | | Good |  | 36% |
| | | Fair |  | 31% |
| | | Poor |  | 17% |
| | Richland as a place to retire | Excellent |  | 29% |
| | | Good |  | 41% |
| | | Fair |  | 20% |
| | | Poor |  | 9% |
| | The overall quality of life | Excellent |  | 22% |
| | | Good |  | 59% |
| | | Fair |  | 15% |

| | | | | |
|---|--|---|---|-----|
| Please rate each of the following aspects of quality of life in Richland. | The overall quality of life | Poor |  | 4% |
| | Sense of community | Excellent |  | 13% |
| | | Good |  | 36% |
| | | Fair |  | 35% |
| | | Poor |  | 16% |
| Please rate each of the following characteristics as they relate to Richland as a whole. | Overall economic health | Excellent |  | 17% |
| | | Good |  | 59% |
| | | Fair |  | 20% |
| | | Poor |  | 3% |
| | Overall quality of the transportation system | Excellent |  | 16% |
| | | Good |  | 43% |
| | | Fair |  | 28% |
| | | Poor |  | 14% |
| | Overall design or layout of residential and commercial areas | Excellent |  | 12% |
| | | Good |  | 50% |
| | | Fair |  | 27% |
| | | Poor |  | 12% |
| | Overall quality of the utility infrastructure | Excellent |  | 25% |
| Good | |  | 48% | |
| Fair | |  | 21% | |
| Poor | |  | 6% | |
| Overall feeling of safety | Excellent |  | 18% | |
| | Good |  | 55% | |
| | Fair |  | 22% | |
| | Poor |  | 5% | |
| Overall quality of natural environment | Excellent |  | 19% | |
| | Good |  | 52% | |
| | Fair |  | 21% | |
| | Poor |  | 8% | |
| Overall quality of parks and recreation opportunities | Excellent |  | 30% | |
| | Good |  | 49% | |

| | | | | |
|---|--|---|---|-----|
| Please rate each of the following characteristics as they relate to Richland as a whole. | Overall quality of parks and recreation opportunities | Fair |  | 17% |
| | | Poor |  | 4% |
| | Overall health and wellness opportunities | Excellent |  | 23% |
| | | Good |  | 46% |
| | | Fair |  | 23% |
| | | Poor |  | 8% |
| | Overall opportunities for education, culture, and the arts | Excellent |  | 14% |
| | | Good |  | 43% |
| | | Fair |  | 31% |
| | | Poor |  | 12% |
| Residents' connection and engagement with their community | Excellent |  | 10% | |
| | Good |  | 38% | |
| | Fair |  | 38% | |
| | Poor |  | 14% | |
| Please indicate how likely or unlikely you are to do each of the following. | Recommend living in Richland to someone who asks | Very likely |  | 41% |
| | | Somewhat likely |  | 41% |
| | | Somewhat unlikely |  | 9% |
| | | Very unlikely |  | 9% |
| | Remain in Richland for the next five years | Very likely |  | 59% |
| | | Somewhat likely |  | 23% |
| | | Somewhat unlikely |  | 9% |
| | | Very unlikely |  | 10% |
| Please rate how safe or unsafe you feel: | In your neighborhood during the day | Very safe |  | 70% |
| | | Somewhat safe |  | 23% |
| | | Neither safe nor unsafe |  | 5% |
| | | Somewhat unsafe |  | 2% |
| | | Very unsafe | | 0% |
| | In Richland's downtown/commercial area during the day | Very safe |  | 54% |
| | | Somewhat safe |  | 36% |
| | | Neither safe nor unsafe |  | 6% |
| Somewhat unsafe | |  | 4% | |
































| | | | | |
|---|---|-------------------------|---|---|
| Please rate how safe or unsafe you feel: | In Richland's downtown/commercial area during the day | Very unsafe |  | 0% |
| | From property crime | Very safe |  | 21% |
| | | Somewhat safe |  | 43% |
| | | Neither safe nor unsafe |  | 18% |
| | | Somewhat unsafe |  | 15% |
| | | Very unsafe |  | 3% |
| | | From violent crime | Very safe |  |
| | Somewhat safe | |  | 31% |
| | Neither safe nor unsafe | |  | 17% |
| | Somewhat unsafe | |  | 9% |
| | Very unsafe | |  | 1% |
| | From fire, flood, or other natural disaster | Very safe |  | 53% |
| | | Somewhat safe |  | 32% |
| | | Neither safe nor unsafe |  | 13% |
| | | Somewhat unsafe |  | 3% |
| Please rate the job you feel the Richland community does at each of the following. | Making all residents feel welcome | Excellent |  | 19% |
| | | Good |  | 47% |
| | | Fair |  | 26% |
| | | Poor |  | 8% |
| | Attracting people from diverse backgrounds | Excellent |  | 15% |
| | | Good |  | 35% |
| | | Fair |  | 31% |
| | | Poor |  | 18% |
| | Valuing/respecting residents from diverse backgrounds | Excellent |  | 22% |
| | | Good |  | 39% |
| | | Fair |  | 27% |
| | | Poor |  | 12% |
| | Taking care of vulnerable residents | Excellent |  | 17% |
| | | Good |  | 35% |
| | | Fair |  | 31% |
| | | Poor |  | 18% |

| | | | | |
|--|--|-----------|---|-----|
| Please rate each of the following in the Richland community. | Overall quality of business and service establishments | Excellent |  | 13% |
| | | Good |  | 61% |
| | | Fair |  | 21% |
| | | Poor |  | 5% |
| | Variety of business and service establishments | Excellent |  | 10% |
| | | Good |  | 44% |
| | | Fair |  | 37% |
| | | Poor |  | 9% |
| | Vibrancy of downtown/commercial area | Excellent |  | 6% |
| | | Good |  | 31% |
| | | Fair |  | 43% |
| | | Poor |  | 20% |
| | Employment opportunities | Excellent |  | 17% |
| | | Good |  | 56% |
| | | Fair |  | 20% |
| | | Poor |  | 7% |
| | Shopping opportunities | Excellent |  | 10% |
| | | Good |  | 36% |
| | | Fair |  | 41% |
| | | Poor |  | 13% |
| | Cost of living | Excellent |  | 7% |
| | | Good |  | 32% |
| | | Fair |  | 35% |
| | | Poor |  | 26% |
| | Overall image or reputation | Excellent |  | 14% |
| | | Good |  | 60% |
| | | Fair |  | 21% |
| | | Poor |  | 5% |
| Please also rate each of the following in the Richland community. | Traffic flow on major streets | Excellent |  | 10% |
| | | Good |  | 44% |
| | | Fair |  | 33% |

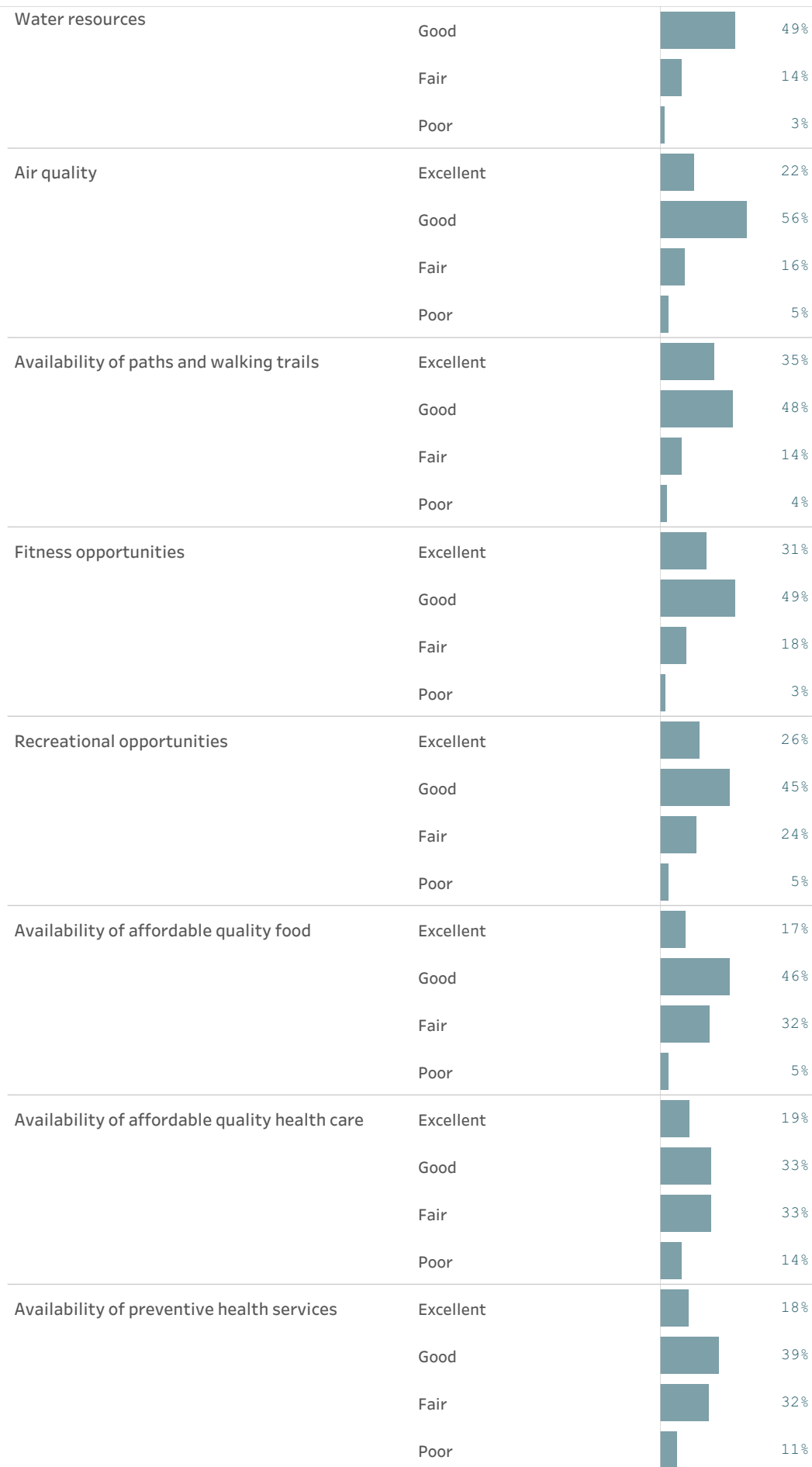
Please also rate each of the following in the Richland community.

| | | | |
|---|-----------|--|-----|
| Traffic flow on major streets | Poor | | 13% |
| Ease of public parking | Excellent | | 21% |
| | Good | | 45% |
| | Fair | | 24% |
| | Poor | | 9% |
| Ease of travel by car | Excellent | | 31% |
| | Good | | 50% |
| | Fair | | 15% |
| | Poor | | 4% |
| Ease of travel by public transportation | Excellent | | 11% |
| | Good | | 37% |
| | Fair | | 29% |
| | Poor | | 22% |
| Ease of travel by bicycle | Excellent | | 11% |
| | Good | | 41% |
| | Fair | | 31% |
| | Poor | | 17% |
| Ease of walking | Excellent | | 19% |
| | Good | | 45% |
| | Fair | | 20% |
| | Poor | | 16% |
| Well-planned residential growth | Excellent | | 10% |
| | Good | | 38% |
| | Fair | | 31% |
| | Poor | | 21% |
| Well-planned commercial growth | Excellent | | 6% |
| | Good | | 34% |
| | Fair | | 34% |
| | Poor | | 25% |
| Well-designed neighborhoods | Excellent | | 9% |
| | Good | | 43% |
































Please also rate each of the following in the Richland community.
































| | | | |
|---|-----------|---|-----|
| Well-designed neighborhoods | Fair |  | 37% |
| | Poor |  | 12% |
| Preservation of the historical or cultural character of the community | Excellent |  | 16% |
| | Good |  | 45% |
| | Fair |  | 29% |
| | Poor |  | 10% |
| Public places where people want to spend time | Excellent |  | 16% |
| | Good |  | 46% |
| | Fair |  | 27% |
| | Poor |  | 10% |
| Variety of housing options | Excellent |  | 10% |
| | Good |  | 32% |
| | Fair |  | 35% |
| | Poor |  | 23% |
| Availability of affordable quality housing | Excellent |  | 6% |
| | Good |  | 14% |
| | Fair |  | 32% |
| | Poor |  | 48% |
| Overall quality of new development | Excellent |  | 9% |
| | Good |  | 44% |
| | Fair |  | 35% |
| | Poor |  | 13% |
| Overall appearance | Excellent |  | 13% |
| | Good |  | 49% |
| | Fair |  | 31% |
| | Poor |  | 6% |
| Cleanliness | Excellent |  | 21% |
| | Good |  | 56% |
| | Fair |  | 20% |
| | Poor |  | 2% |
| Water resources | Excellent |  | 34% |

Please also rate each of the following in the Richland community.



Please also rate each of the following in the Richland community.

| | | | |
|--|-----------|---|-----|
| Availability of affordable quality mental health care | Excellent |  | 10% |
| | Good |  | 21% |
| | Fair |  | 32% |
| | Poor |  | 37% |
| Opportunities to attend cultural/arts/music activities | Excellent |  | 11% |
| | Good |  | 33% |
| | Fair |  | 39% |
| | Poor |  | 17% |
| Community support for the arts | Excellent |  | 13% |
| | Good |  | 34% |
| | Fair |  | 36% |
| | Poor |  | 17% |
| Availability of affordable quality childcare/preschool | Excellent |  | 10% |
| | Good |  | 26% |
| | Fair |  | 33% |
| | Poor |  | 32% |
| K-12 education | Excellent |  | 25% |
| | Good |  | 48% |
| | Fair |  | 22% |
| | Poor |  | 5% |
| Adult educational opportunities | Excellent |  | 16% |
| | Good |  | 34% |
| | Fair |  | 37% |
| | Poor |  | 13% |
| Sense of civic/community pride | Excellent |  | 12% |
| | Good |  | 40% |
| | Fair |  | 35% |
| | Poor |  | 13% |
| Neighborliness of residents | Excellent |  | 14% |
| | Good |  | 47% |
| | Fair |  | 31% |

| | | | | |
|--|--|---|---|-----|
| Please also rate each of the following in the Richland community. | Neighborliness of residents | Poor |  | 8% |
| | Opportunities to participate in social events and activities | Excellent |  | 9% |
| | | Good |  | 48% |
| | | Fair |  | 33% |
| | | Poor |  | 10% |
| | Opportunities to attend special events and festivals | Excellent |  | 11% |
| | | Good |  | 47% |
| | | Fair |  | 34% |
| | | Poor |  | 9% |
| | Opportunities to volunteer | Excellent |  | 15% |
| | | Good |  | 48% |
| | | Fair |  | 30% |
| | | Poor |  | 6% |
| | Opportunities to participate in community matters | Excellent |  | 11% |
| | | Good |  | 40% |
| | | Fair |  | 38% |
| Poor | |  | 11% | |
| Openness and acceptance of the community toward people of diverse backgrounds | Excellent |  | 14% | |
| | Good |  | 39% | |
| | Fair |  | 29% | |
| | Poor |  | 17% | |
| Please indicate whether or not you have done each of the following in the last 12 months. | Contacted the City of Richland for help or information | No |  | 49% |
| | | Yes |  | 51% |
| | Contacted Richland elected officials to express your opinion | No |  | 90% |
| | | Yes |  | 10% |
| | Attended a local public meeting | No |  | 84% |
| | | Yes |  | 16% |
| | Watched a local public meeting | No |  | 72% |
| | | Yes |  | 28% |
| | Volunteered your time to some group/activity | No |  | 64% |
| | | Yes |  | 36% |
































Please indicate whether or not you have done each of the following in the last 12 months.

| | | |
|--|-----|-----|
| Campaigned or advocated for a local issue, cause, or candidate | No | 84% |
| | Yes | 16% |
| Voted in your most recent local election | No | 18% |
| | Yes | 82% |
| Used public transportation instead of driving | No | 87% |
| | Yes | 13% |
| Carpooled with other adults or children instead of driving alone | No | 54% |
| | Yes | 46% |
| Walked or biked instead of driving | No | 39% |
| | Yes | 61% |
































Please rate the quality of each of the following services in Richland.

| | | |
|-----------------------------|-----------|-----|
| Public information services | Excellent | 10% |
| | Good | 48% |
| | Fair | 35% |
| | Poor | 7% |
| Economic development | Excellent | 11% |
| | Good | 46% |
| | Fair | 36% |
| | Poor | 7% |
| Traffic enforcement | Excellent | 11% |
| | Good | 45% |
| | Fair | 26% |
| | Poor | 18% |
| Traffic signal timing | Excellent | 13% |
| | Good | 42% |
| | Fair | 31% |
| | Poor | 15% |
| Street repair | Excellent | 11% |
| | Good | 40% |
| | Fair | 33% |
| | Poor | 16% |
| Street cleaning | Excellent | 18% |































Please rate the quality of each of the following services in Richland.

| | | | |
|---------------------------------------|-----------|---|-----|
| Street cleaning | Good |  | 53% |
| | Fair |  | 22% |
| | Poor |  | 7% |
| Street lighting | Excellent |  | 18% |
| | Good |  | 54% |
| | Fair |  | 24% |
| | Poor |  | 5% |
| Snow removal | Excellent |  | 9% |
| | Good |  | 40% |
| | Fair |  | 30% |
| | Poor |  | 21% |
| Sidewalk maintenance | Excellent |  | 11% |
| | Good |  | 45% |
| | Fair |  | 32% |
| | Poor |  | 12% |
| Bus or transit services | Excellent |  | 14% |
| | Good |  | 45% |
| | Fair |  | 27% |
| | Poor |  | 13% |
| Land use, planning and zoning | Excellent |  | 7% |
| | Good |  | 33% |
| | Fair |  | 36% |
| | Poor |  | 24% |
| Code enforcement | Excellent |  | 6% |
| | Good |  | 21% |
| | Fair |  | 38% |
| | Poor |  | 35% |
| Affordable high-speed internet access | Excellent |  | 15% |
| | Good |  | 35% |
| | Fair |  | 34% |
| | Poor |  | 16% |
































Please rate the quality of each of the following services in Richland.
































| | | | |
|-------------------------------------|-----------|---|-----|
| Garbage collection | Excellent |  | 42% |
| | Good |  | 45% |
| | Fair |  | 12% |
| | Poor |  | 2% |
| Drinking water | Excellent |  | 30% |
| | Good |  | 48% |
| | Fair |  | 16% |
| | Poor |  | 6% |
| Sewer services | Excellent |  | 35% |
| | Good |  | 49% |
| | Fair |  | 14% |
| | Poor |  | 2% |
| Storm water management | Excellent |  | 28% |
| | Good |  | 54% |
| | Fair |  | 15% |
| | Poor |  | 3% |
| Power (electric and/or gas) utility | Excellent |  | 35% |
| | Good |  | 46% |
| | Fair |  | 15% |
| | Poor |  | 4% |
| Utility billing | Excellent |  | 28% |
| | Good |  | 48% |
| | Fair |  | 17% |
| | Poor |  | 8% |
| Police/Sheriff services | Excellent |  | 28% |
| | Good |  | 52% |
| | Fair |  | 11% |
| | Poor |  | 9% |
| Crime prevention | Excellent |  | 16% |
| | Good |  | 47% |
| | Fair |  | 26% |

Please rate the quality of each of the following services in Richland.

| | | | | |
|--|---|---|---|-----|
| Please rate the quality of each of the following services in Richland. | Crime prevention | Poor |  | 11% |
| | Animal control | Excellent |  | 14% |
| | | Good |  | 46% |
| | | Fair |  | 23% |
| | | Poor |  | 17% |
| | Ambulance or emergency medical services | Excellent |  | 40% |
| | | Good |  | 46% |
| | | Fair |  | 10% |
| | | Poor |  | 3% |
| | Fire services | Excellent |  | 41% |
| Good | |  | 51% | |
| Fair | |  | 6% | |
| Poor | |  | 1% | |
| Fire prevention and education | Excellent |  | 27% | |
| | Good |  | 43% | |
| | Fair |  | 22% | |
| | Poor |  | 8% | |
| Emergency preparedness | Excellent |  | 14% | |
| | Good |  | 42% | |
| | Fair |  | 23% | |
| | Poor |  | 21% | |
| Preservation of natural areas | Excellent |  | 16% | |
| | Good |  | 40% | |
| | Fair |  | 31% | |
| | Poor |  | 13% | |
| Richland open space | Excellent |  | 16% | |
| | Good |  | 43% | |
| | Fair |  | 31% | |
| | Poor |  | 10% | |
| Recycling | Excellent |  | 17% | |
| | Good |  | 37% | |

| Please rate the quality of each of the following services in Richland. | | | | |
|---|--|-----------|--|-----|
| Recycling | Fair | | | 22% |
| | Poor | | | 24% |
| Yard waste pick-up | Excellent | | | 38% |
| | Good | | | 46% |
| | Fair | | | 13% |
| | Poor | | | 3% |
| City parks | Excellent | | | 33% |
| | Good | | | 52% |
| | Fair | | | 13% |
| | Poor | | | 2% |
| Recreation programs or classes | Excellent | | | 16% |
| | Good | | | 43% |
| | Fair | | | 33% |
| | Poor | | | 8% |
| Recreation centers or facilities | Excellent | | | 20% |
| | Good | | | 47% |
| | Fair | | | 28% |
| | Poor | | | 5% |
| Health services | Excellent | | | 22% |
| | Good | | | 45% |
| | Fair | | | 23% |
| | Poor | | | 10% |
| Public library services | Excellent | | | 43% |
| | Good | | | 48% |
| | Fair | | | 6% |
| | Poor | | | 3% |
| Overall customer service by Richland employees | Excellent | | | 28% |
| | Good | | | 54% |
| | Fair | | | 16% |
| | Poor | | | 2% |
| Please rate the following categories of Richland government performance. | The value of services for the taxes paid to Richland | Excellent | | 13% |

| Please rate the following categories of Richland government performance. | | | | |
|--|-----------|---|-----|--|
| The value of services for the taxes paid to Richland | Good |  | 44% | |
| | Fair |  | 32% | |
| | Poor |  | 11% | |
| The overall direction that Richland is taking | Excellent |  | 10% | |
| | Good |  | 43% | |
| | Fair |  | 34% | |
| | Poor |  | 13% | |
| The job Richland government does at welcoming resident involvement | Excellent |  | 10% | |
| | Good |  | 36% | |
| | Fair |  | 37% | |
| | Poor |  | 17% | |
| Overall confidence in Richland government | Excellent |  | 8% | |
| | Good |  | 36% | |
| | Fair |  | 38% | |
| | Poor |  | 18% | |
| Generally acting in the best interest of the community | Excellent |  | 10% | |
| | Good |  | 39% | |
| | Fair |  | 36% | |
| | Poor |  | 16% | |
| Being honest | Excellent |  | 9% | |
| | Good |  | 38% | |
| | Fair |  | 36% | |
| | Poor |  | 17% | |
| Being open and transparent to the public | Excellent |  | 10% | |
| | Good |  | 35% | |
| | Fair |  | 37% | |
| | Poor |  | 19% | |
| Informing residents about issues facing the community | Excellent |  | 9% | |
| | Good |  | 37% | |
| | Fair |  | 32% | |
| | Poor |  | 22% | |














| | | | | |
|--|--|----------------------|---|-----|
| Please rate the following categories of Richland government performance. | Treating all residents fairly | Excellent |  | 15% |
| | | Good |  | 40% |
| | | Fair |  | 29% |
| | | Poor |  | 16% |
| | Treating residents with respect | Excellent |  | 14% |
| | | Good |  | 47% |
| | | Fair |  | 30% |
| | | Poor |  | 10% |
| Overall, how would you rate the quality of the services provided by each of the following? | The City of Richland | Excellent |  | 16% |
| | | Good |  | 56% |
| | | Fair |  | 21% |
| | | Poor |  | 7% |
| | The Federal Government | Excellent |  | 6% |
| | | Good |  | 29% |
| | | Fair |  | 34% |
| | | Poor |  | 31% |
| Please rate how important, if at all, you think it is for the Richland community to focus on each of the following in the coming two years. | Overall economic health | Essential |  | 46% |
| | | Very important |  | 44% |
| | | Somewhat important |  | 10% |
| | | Not at all important |  | 1% |
| | Overall quality of the transportation system | Essential |  | 31% |
| | | Very important |  | 47% |
| | | Somewhat important |  | 19% |
| | | Not at all important |  | 2% |
| | Overall design or layout of residential and commercial areas | Essential |  | 37% |
| | | Very important |  | 41% |
| | | Somewhat important |  | 20% |
| | | Not at all important |  | 2% |
| | Overall quality of the utility infrastructure | Essential |  | 50% |
| | | Very important |  | 40% |
| | | Somewhat important |  | 10% |

Please rate how important, if at all, you think it is for the Richland community to focus on each of the following in the coming two years.

| | | | | |
|---|--|----------------------|--|-----|
| | Overall quality of the utility infrastructure | Not at all important | | 1% |
| | Overall feeling of safety | Essential | | 54% |
| | | Very important | | 35% |
| | | Somewhat important | | 10% |
| | | Not at all important | | 2% |
| | Overall quality of natural environment | Essential | | 37% |
| | | Very important | | 44% |
| | | Somewhat important | | 19% |
| | | Not at all important | | 1% |
| | Overall quality of parks and recreation opportunities | Essential | | 32% |
| | | Very important | | 50% |
| | | Somewhat important | | 17% |
| | | Not at all important | | 1% |
| | Overall health and wellness opportunities | Essential | | 34% |
| | | Very important | | 44% |
| | | Somewhat important | | 20% |
| | | Not at all important | | 3% |
| | Overall opportunities for education, culture, and the arts | Essential | | 32% |
| | | Very important | | 46% |
| | | Somewhat important | | 20% |
| | | Not at all important | | 3% |
| | Residents' connection and engagement with their community | Essential | | 25% |
| | | Very important | | 44% |
| | | Somewhat important | | 28% |
| | | Not at all important | | 3% |
| In general, how many times do you: | Access the internet from your home | Several times a day | | 82% |
| | | Once a day | | 8% |
| | | A few times a week | | 5% |
| | | Every few weeks | | 1% |
| | | Less often or never | | 4% |
| | Access the internet from your cell phone | Several times a day | | 85% |

| | | | |
|---|--|---------------------|----|
| In general, how many times do you: | Access the internet from your cell phone | Once a day | 5% |
| | | A few times a week | 5% |
| | | Every few weeks | 0% |
| | | Less often or never | 5% |
| Visit social media sites | Several times a day | 54% | |
| | Once a day | 11% | |
| | A few times a week | 11% | |
| | Every few weeks | 4% | |
| | Less often or never | 20% | |
| Use or check email | Several times a day | 72% | |
| | Once a day | 20% | |
| | A few times a week | 5% | |
| | Every few weeks | 1% | |
| | Less often or never | 2% | |
| Share your opinions online | Several times a day | 8% | |
| | Once a day | 5% | |
| | A few times a week | 8% | |
| | Every few weeks | 17% | |
| | Less often or never | 62% | |
| Shop online | Several times a day | 8% | |
| | Once a day | 7% | |
| | A few times a week | 32% | |
| | Every few weeks | 43% | |
| | Less often or never | 10% | |
| Please rate your overall health. | Excellent | 24% | |
| | Very good | 43% | |
| | Good | 25% | |
| | Fair | 6% | |
| | Poor | 2% | |
| 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 | 2% | |
| | Somewhat positive | 11% | |

| | | | | |
|--|---|--------------------|-----|-----|
| 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: | Neutral | | 38% | |
| | Somewhat negative | | 28% | |
| | Very negative | | 21% | |
| How many years have you lived in Richland? | Less than 2 years | | 10% | |
| | 2-5 years | | 20% | |
| | 6-10 years | | 15% | |
| | 11-20 years | | 19% | |
| | More than 20 years | | 35% | |
| Which best describes the building you live in? | One family house detached from any other houses | | 64% | |
| | Building with two or more homes (duplex, townhome, apa.. | | 35% | |
| | Mobile home | | 1% | |
| | Other | | 1% | |
| Do you rent or own your home? | Rent | | 34% | |
| | Own | | 66% | |
| 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)? | 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 \$500 | | 9% |
| | | \$500 to \$999 | | 14% |
| | | \$1,000 to \$1,499 | | 31% |
| | | \$1,500 to \$1,999 | | 26% |
| | | \$2,000 to \$2,499 | | 11% |
| | | \$2,500 to \$2,999 | | 4% |
| | | \$3,000 to \$3,499 | | 3% |
| | | \$3,500 or more | | 2% |
| Do any children 17 or under live in your household? | No | | 72% | |
| | Yes | | 28% | |
| Are you or any other members of your household aged 65 or older? | No | | 68% | |
| | Yes | | 32% | |
| 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 \$25,000 | | 6% | |
| | \$25,000 to \$49,999 | | 13% | |
| | \$50,000 to \$74,999 | | 17% | |
| | \$75,000 to \$99,999 | | 22% | |
| | \$100,000 to \$149,999 | | 24% | |

| | | | | |
|--|--|---|---|-----|
| | from all sources for all persons living in your household.) | \$150,000 or more |  | 18% |
| Are you Spanish, Hispanic, or Latino? | Are you Spanish, Hispanic or Latino? | No, not Spanish, Hispanic, or Latino |  | 91% |
| | | Yes, I consider myself to be Spanish, Hispanic, or Latino |  | 9% |
| | What is your race? (Mark one or more races to indicate what race you consider yourself to be.) | American Indian or Alaskan Native |  | 3% |
| | | Asian, Asian Indian, or Pacific Islander |  | 7% |
| | | Black or African American |  | 2% |
| | | White |  | 91% |
| | | Other |  | 5% |
| | | | | |
| | In which category is your age? | 18-24 years |  | 7% |
| | | 25-34 years |  | 24% |
| | | 35-44 years |  | 15% |
| | | 45-54 years |  | 16% |
| | | 55-64 years |  | 10% |
| | | 65-74 years |  | 15% |
| | | 75 years or older |  | 13% |
| | What is your gender? | Female |  | 50% |
| | | Male |  | 49% |
| | | Identify in another way |  | 1% |

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCS™), the City of Richland conducted a survey of 451 residents. Survey invitations were mailed to randomly selected households and data were collected from May 2, 2022 to July 8, 2022. The results from this main survey effort represent the most robust estimate of your residents’ opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Richland. The open participation survey was identical to the probability sample survey with a question about where they heard about the survey. The open participation survey was open to all city residents and became available on June 6th, 2022. The survey remained open for just over 4 weeks and there were 225 responses.

























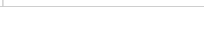
The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2019 American Community Survey estimates for adults in the City of Richland. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing and tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the open participation survey are presented in the following table.





























* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

| | | Unweighted | Weighted | Target* |
|----------------|---|------------|----------|---------|
| Age | 18-34 | 9% | 31% | 31% |
| | 35-54 | 38% | 31% | 31% |
| | 55+ | 53% | 38% | 38% |
| Hispanic | No, not Spanish, Hispanic, or Latino | 97% | 90% | 90% |
| | Yes, I consider myself to be Spanish, Hispana.. | 3% | 10% | 10% |
| Housing type | Attached | 11% | 36% | 36% |
| | Detached | 89% | 64% | 64% |
| race | Not white | 11% | 16% | 14% |
| | White | 89% | 84% | 86% |
| Race/ethnicity | Not white alone | 11% | 19% | 19% |
| | White alone, not Hispanic or Latino | 89% | 81% | 81% |
| Sex | Female | 61% | 51% | 51% |
| | Male | 39% | 49% | 49% |
| Sex/age | Female 18-34 | 4% | 15% | 15% |
| | Female 35-54 | 27% | 17% | 16% |
| | Female 55+ | 30% | 20% | 20% |
| | Male 18-34 | 4% | 15% | 16% |
| | Male 35-54 | 12% | 16% | 15% |
| | Male 55+ | 23% | 18% | 18% |
| Tenure | Own | 89% | 65% | 65% |
| | Rent | 11% | 35% | 35% |

Open participation survey results





























This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.





























| | | | | |
|--|---|---|---|-----|
| | Do you live within the city limits of Richland? | Yes |  | 98% |
| | | No |  | 2% |
| Please rate each of the following aspects of quality of life in Richland. | Richland as a place to live | Excellent |  | 23% |
| | | Good |  | 54% |
| | | Fair |  | 23% |
| | | Poor |  | 1% |
| | Your neighborhood as a place to live | Excellent |  | 30% |
| | | Good |  | 50% |
| | | Fair |  | 17% |
| | | Poor |  | 3% |
| | Richland as a place to raise children | Excellent |  | 28% |
| | | Good |  | 47% |
| | | Fair |  | 19% |
| | | Poor |  | 6% |
| | Richland as a place to work | Excellent |  | 23% |
| | | Good |  | 51% |
| | | Fair |  | 22% |
| | | Poor |  | 4% |
| | Richland as a place to visit | Excellent |  | 7% |
| | | Good |  | 35% |
| | | Fair |  | 41% |
| | | Poor |  | 18% |
| Richland as a place to retire | Excellent |  | 14% | |
| | Good |  | 54% | |
| | Fair |  | 27% | |

| | | | | |
|---|--|---|---|-----|
| Please rate each of the following aspects of quality of life in Richland. | Richland as a place to retire | Poor |  | 5% |
| | The overall quality of life | Excellent |  | 19% |
| | | Good |  | 51% |
| | | Fair |  | 28% |
| | | Poor |  | 2% |
| Sense of community | Excellent |  | 8% | |
| | Good |  | 34% | |
| | Fair |  | 37% | |
| | Poor |  | 21% | |
| Please rate each of the following characteristics as they relate to Richland as a whole. | Overall economic health | Excellent |  | 11% |
| | | Good |  | 47% |
| | | Fair |  | 36% |
| | | Poor |  | 6% |
| | Overall quality of the transportation system | Excellent |  | 7% |
| | | Good |  | 39% |
| | | Fair |  | 28% |
| | | Poor |  | 27% |
| | Overall design or layout of residential and commercial areas | Excellent |  | 4% |
| | | Good |  | 43% |
| Fair | |  | 42% | |
| Poor | |  | 11% | |
| Overall quality of the utility infrastructure | Excellent |  | 18% | |
| | Good |  | 41% | |
| | Fair |  | 34% | |
| | Poor |  | 6% | |
| Overall feeling of safety | Excellent |  | 13% | |
| | Good |  | 47% | |
| | Fair |  | 33% | |

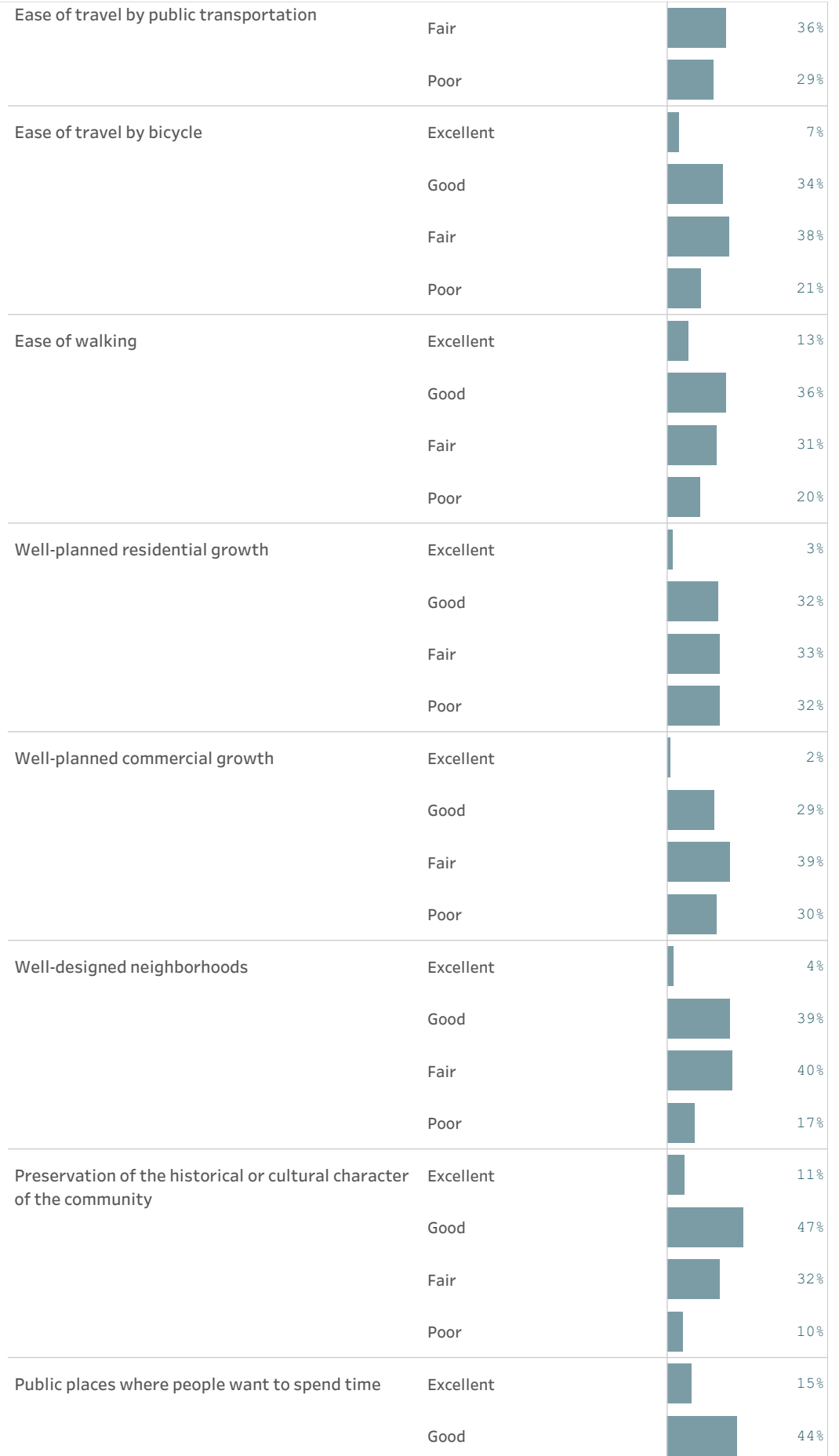
| | | | | |
|---|---|-------------------|-----|-----|
| Please rate each of the following characteristics as they relate to Richland as a whole. | Overall feeling of safety | Poor | | 6% |
| | Overall quality of natural environment | Excellent | | 14% |
| | | Good | | 60% |
| | | Fair | | 22% |
| | | Poor | | 4% |
| | Overall quality of parks and recreation opportunities | Excellent | | 32% |
| | | Good | | 47% |
| Fair | | | 21% | |
| Poor | | | 1% | |
| Overall health and wellness opportunities | Excellent | | 14% | |
| | Good | | 43% | |
| | Fair | | 34% | |
| | Poor | | 8% | |
| Overall opportunities for education, culture, and the arts | Excellent | | 8% | |
| | Good | | 39% | |
| | Fair | | 41% | |
| | Poor | | 11% | |
| Residents' connection and engagement with their community | Excellent | | 5% | |
| | Good | | 29% | |
| | Fair | | 44% | |
| | Poor | | 22% | |
| Please indicate how likely or unlikely you are to do each of the following. | Recommend living in Richland to someone who asks you | Very likely | | 29% |
| | | Somewhat likely | | 53% |
| | | Somewhat unlikely | | 13% |
| | | Very unlikely | | 6% |
| | Remain in Richland for the next five years | Very likely | | 51% |
| Somewhat likely | | | 29% | |
| Somewhat unlikely | | | 17% | |

| | | | | |
|---|---|-------------------------|-----|-----|
| Please indicate how likely or unlikely you are to do each of the following. | Remain in Richland for the next five years | Very unlikely | | 3% |
| | | | | |
| Please rate how safe or unsafe you feel: | In your neighborhood during the day | Very safe | | 67% |
| | | Somewhat safe | | 22% |
| | | Neither safe nor unsafe | | 4% |
| | | Somewhat unsafe | | 6% |
| | | Very unsafe | | 1% |
| | In Richland's downtown/commercial area during the day | Very safe | | 51% |
| | | Somewhat safe | | 37% |
| | | Neither safe nor unsafe | | 6% |
| | | Somewhat unsafe | | 6% |
| | | Very unsafe | | 0% |
| | From property crime | Very safe | | 17% |
| | | Somewhat safe | | 39% |
| | | Neither safe nor unsafe | | 17% |
| | | Somewhat unsafe | | 21% |
| | | Very unsafe | | 5% |
| | From violent crime | Very safe | | 31% |
| | | Somewhat safe | | 38% |
| Neither safe nor unsafe | | | 18% | |
| Somewhat unsafe | | | 10% | |
| Very unsafe | | | 2% | |
| From fire, flood, or other natural disaster | Very safe | | 47% | |
| | Somewhat safe | | 36% | |
| | Neither safe nor unsafe | | 12% | |
| | Somewhat unsafe | | 6% | |
| | Very unsafe | | 0% | |
| Please rate the job you feel the Richland community does at each of the following. | Making all residents feel welcome | Excellent | | 10% |
| | | Good | | 37% |

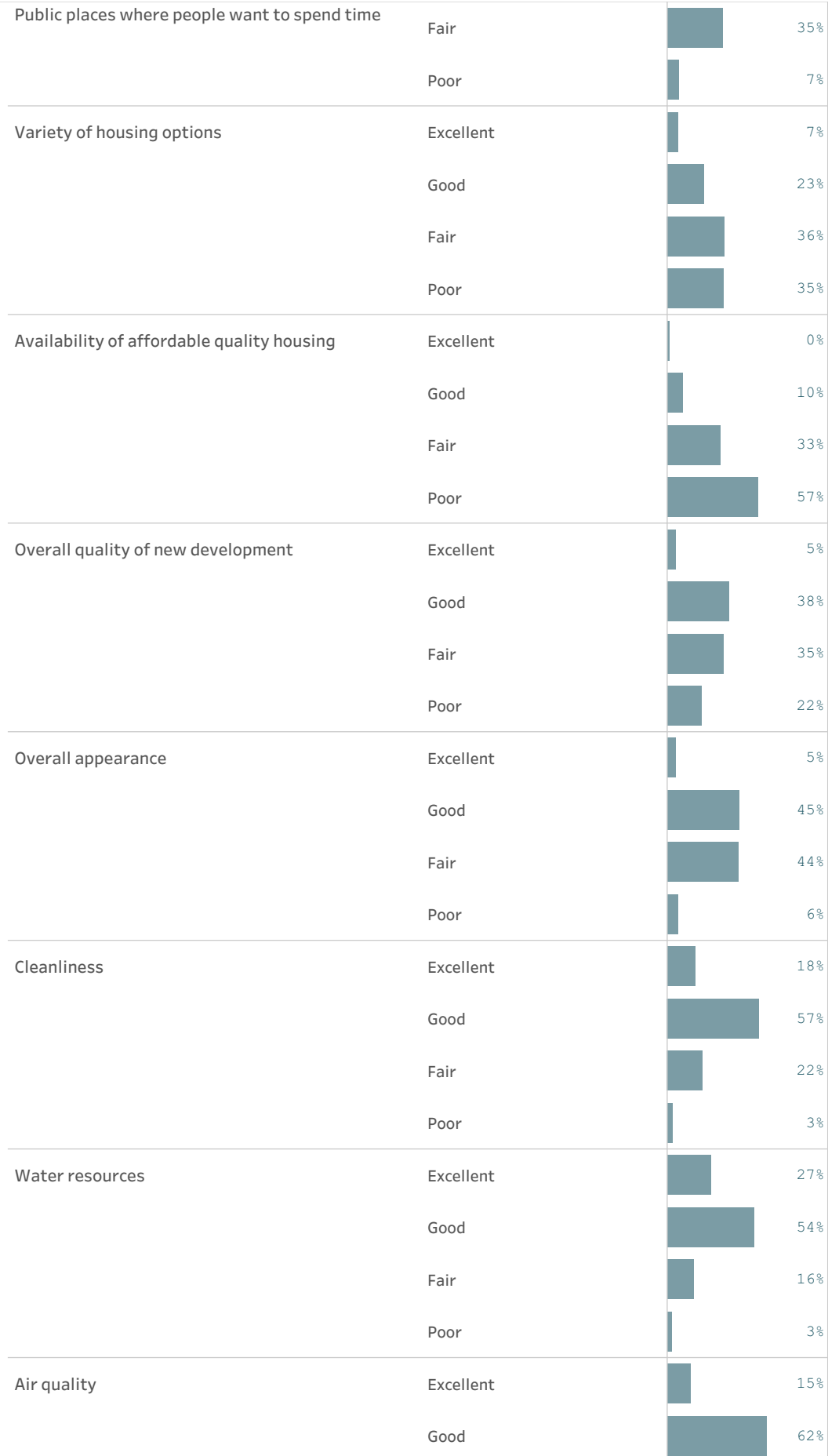
| | | | | |
|---|--|---|---|-----|
| Please rate the job you feel the Richland community does at each of the following. | Making all residents feel welcome | Fair |  | 35% |
| | | Poor |  | 19% |
| | Attracting people from diverse backgrounds | Excellent |  | 11% |
| | | Good |  | 27% |
| | | Fair |  | 32% |
| | | Poor |  | 30% |
| | Valuing/respecting residents from diverse backgrounds | Excellent |  | 10% |
| | | Good |  | 35% |
| Fair | |  | 26% | |
| Poor | |  | 29% | |
| Taking care of vulnerable residents | Excellent |  | 4% | |
| | Good |  | 25% | |
| | Fair |  | 30% | |
| | Poor |  | 40% | |
| Please rate each of the following in the Richland community. | Overall quality of business and service establishments | Excellent |  | 12% |
| | | Good |  | 48% |
| | | Fair |  | 37% |
| | | Poor |  | 4% |
| | Variety of business and service establishments | Excellent |  | 6% |
| | | Good |  | 42% |
| | | Fair |  | 44% |
| | | Poor |  | 8% |
| | Vibrancy of downtown/commercial area | Excellent |  | 4% |
| | | Good |  | 27% |
| | | Fair |  | 41% |
| | | Poor |  | 29% |
| | Employment opportunities | Excellent |  | 15% |
| | | Good |  | 43% |

| | | | | |
|--|-------------------------------|---|---|-----|
| Please rate each of the following in the Richland community. | Employment opportunities | Fair |  | 33% |
| | | Poor |  | 9% |
| | Shopping opportunities | Excellent |  | 8% |
| | | Good |  | 37% |
| | | Fair |  | 41% |
| | | Poor |  | 14% |
| | Cost of living | Excellent |  | 5% |
| | | Good |  | 30% |
| | | Fair |  | 35% |
| | | Poor |  | 30% |
| | Overall image or reputation | Excellent |  | 10% |
| | | Good |  | 57% |
| | | Fair |  | 25% |
| | | Poor |  | 7% |
| Please also rate each of the following in the Richland community. | Traffic flow on major streets | Excellent |  | 8% |
| | | Good |  | 33% |
| | | Fair |  | 38% |
| | | Poor |  | 20% |
| | Ease of public parking | Excellent |  | 21% |
| | | Good |  | 39% |
| | | Fair |  | 26% |
| | | Poor |  | 14% |
| | Ease of travel by car | Excellent |  | 24% |
| | | Good |  | 49% |
| | | Fair |  | 23% |
| | | Poor |  | 5% |
| Ease of travel by public transportation | Excellent |  | 5% | |
| | Good |  | 29% | |

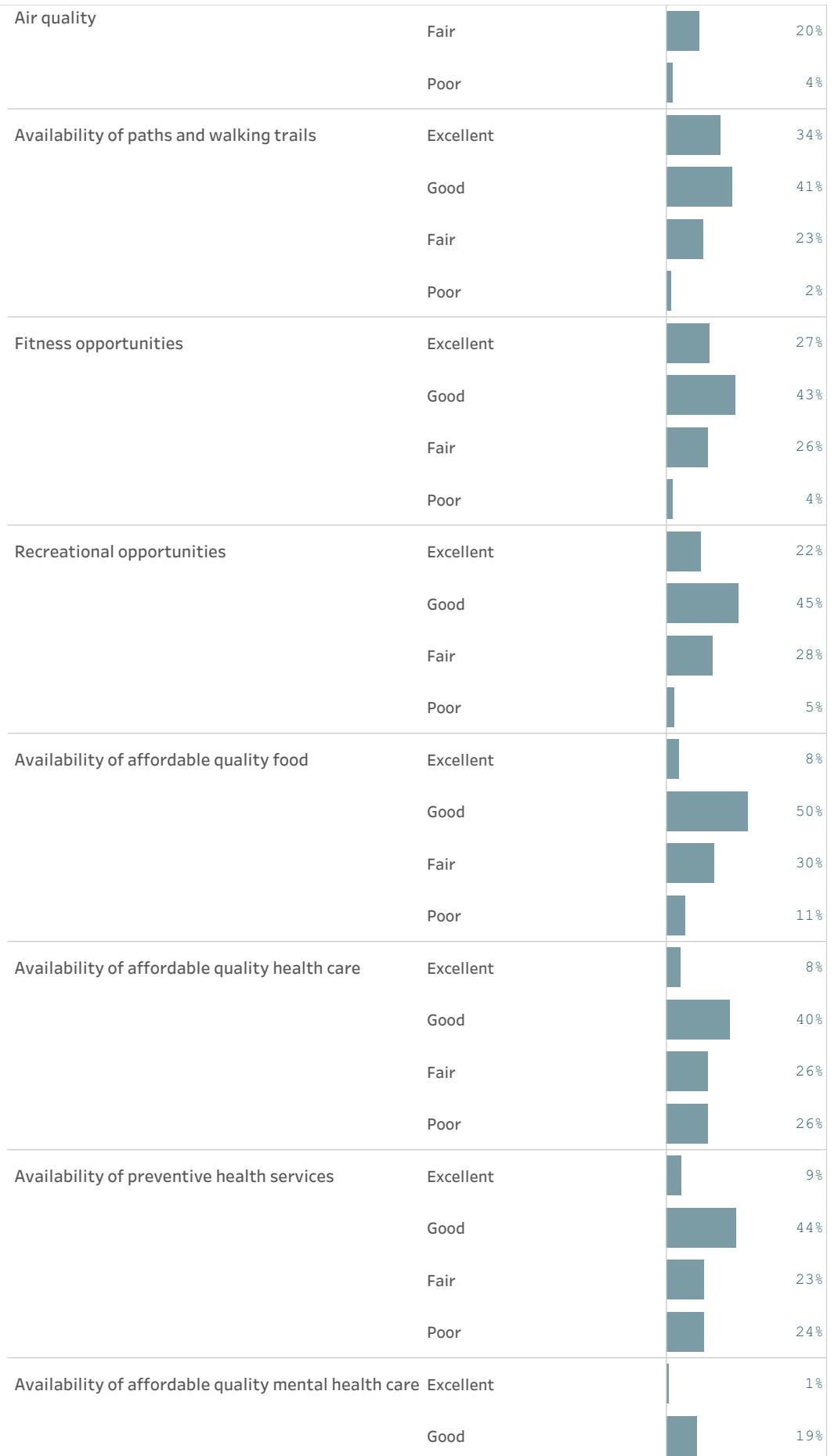
Please also rate each of the following in the Richland community.



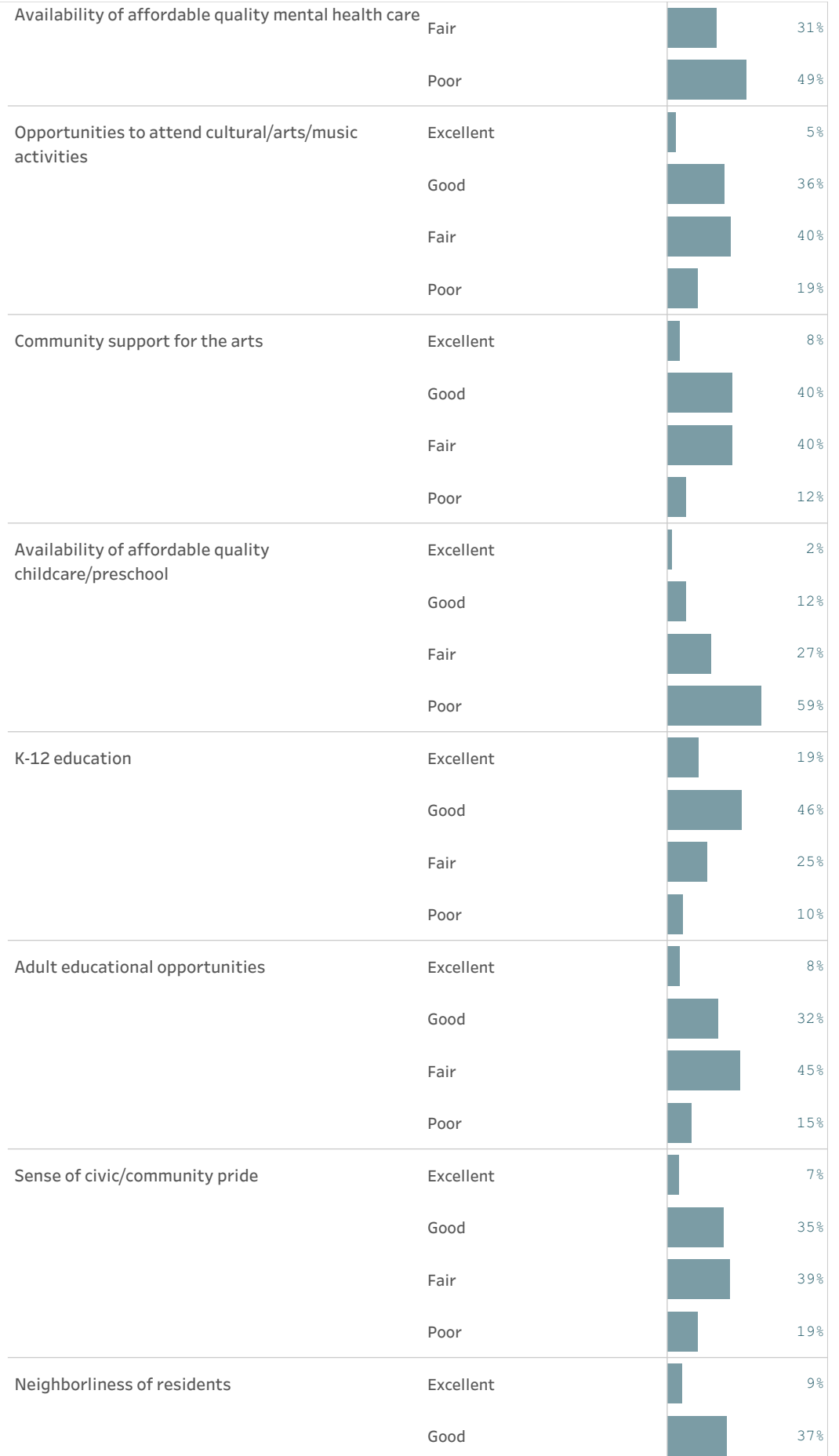
Please also rate each of the following in the Richland community.































Please also rate each of the following in the Richland community.

















Please also rate each of the following in the Richland community.

















| | | | | |
|--|---|-----------|---|-----|
| Please also rate each of the following in the Richland community. | Neighborliness of residents | Fair |  | 42% |
| | | Poor |  | 12% |
| | Opportunities to participate in social events and activities | Excellent |  | 10% |
| | | Good |  | 39% |
| | | Fair |  | 41% |
| | | Poor |  | 10% |
| | Opportunities to attend special events and festivals | Excellent |  | 10% |
| | | Good |  | 44% |
| | | Fair |  | 36% |
| | | Poor |  | 10% |
| | Opportunities to volunteer | Excellent |  | 17% |
| | | Good |  | 42% |
| | | Fair |  | 31% |
| | | Poor |  | 9% |
| | Opportunities to participate in community matters | Excellent |  | 9% |
| | | Good |  | 36% |
| | | Fair |  | 37% |
| | | Poor |  | 18% |
| | Openness and acceptance of the community toward people of diverse backgrounds | Excellent |  | 10% |
| | | Good |  | 25% |
| | | Fair |  | 39% |
| | | Poor |  | 26% |
| Please indicate whether or not you have done each of the following in the last 12 months. | Contacted the City of Richland for help or information | No |  | 40% |
| | | Yes |  | 60% |
| | Contacted Richland elected officials to express your opinion | No |  | 75% |
| | | Yes |  | 25% |
| | Attended a local public meeting | No |  | 70% |
| | | Yes |  | 30% |





























Please indicate whether or not you have done each of the following in the last 12 months.

| | | | |
|--|-----|--|-----|
| Watched a local public meeting | No |  | 50% |
| | Yes |  | 50% |
| Volunteered your time to some group/activity | No |  | 52% |
| | Yes |  | 48% |
| Campaigned or advocated for a local issue, cause, or candidate | No |  | 61% |
| | Yes |  | 39% |
| Voted in your most recent local election | No |  | 9% |
| | Yes |  | 91% |
| Used public transportation instead of driving | No |  | 73% |
| | Yes |  | 27% |
| Carpooled with other adults or children instead of driving alone | No |  | 45% |
| | Yes |  | 55% |
| Walked or biked instead of driving | No |  | 30% |
| | Yes |  | 70% |





























Please rate the quality of each of the following services in Richland.

| | | | |
|-----------------------------|-----------|---|-----|
| Public information services | Excellent |  | 5% |
| | Good |  | 49% |
| | Fair |  | 41% |
| | Poor |  | 6% |
| Economic development | Excellent |  | 3% |
| | Good |  | 38% |
| | Fair |  | 45% |
| | Poor |  | 15% |
| Traffic enforcement | Excellent |  | 2% |
| | Good |  | 33% |
| | Fair |  | 38% |
| | Poor |  | 27% |
| Traffic signal timing | Excellent |  | 4% |
| | Good |  | 45% |

Please rate the quality of each of the following services in Richland.

| | | | |
|-------------------------------|-----------|---|-----|
| Traffic signal timing | Fair |  | 25% |
| | Poor |  | 26% |
| Street repair | Excellent |  | 4% |
| | Good |  | 35% |
| | Fair |  | 44% |
| | Poor |  | 17% |
| Street cleaning | Excellent |  | 14% |
| | Good |  | 53% |
| | Fair |  | 27% |
| | Poor |  | 6% |
| Street lighting | Excellent |  | 12% |
| | Good |  | 53% |
| | Fair |  | 27% |
| | Poor |  | 8% |
| Snow removal | Excellent |  | 4% |
| | Good |  | 31% |
| | Fair |  | 47% |
| | Poor |  | 18% |
| Sidewalk maintenance | Excellent |  | 2% |
| | Good |  | 41% |
| | Fair |  | 34% |
| | Poor |  | 22% |
| Bus or transit services | Excellent |  | 15% |
| | Good |  | 31% |
| | Fair |  | 37% |
| | Poor |  | 16% |
| Land use, planning and zoning | Excellent |  | 2% |
| | Good |  | 27% |




























Please rate the quality of each of the following services in Richland.





























| | | | |
|---------------------------------------|-----------|---|-----|
| Land use, planning and zoning | Fair |  | 36% |
| | Poor |  | 36% |
| Code enforcement | Excellent |  | 2% |
| | Good |  | 21% |
| | Fair |  | 33% |
| | Poor |  | 44% |
| Affordable high-speed internet access | Excellent |  | 9% |
| | Good |  | 30% |
| | Fair |  | 34% |
| | Poor |  | 27% |
| Garbage collection | Excellent |  | 41% |
| | Good |  | 46% |
| | Fair |  | 10% |
| | Poor |  | 3% |
| Drinking water | Excellent |  | 36% |
| | Good |  | 44% |
| | Fair |  | 12% |
| | Poor |  | 8% |
| Sewer services | Excellent |  | 39% |
| | Good |  | 50% |
| | Fair |  | 9% |
| | Poor |  | 2% |
| Storm water management | Excellent |  | 34% |
| | Good |  | 50% |
| | Fair |  | 15% |
| | Poor |  | 1% |
| Power (electric and/or gas) utility | Excellent |  | 37% |
| | Good |  | 38% |
























Please rate the quality of each of the following services in Richland.





























| | | | |
|---|-----------|--|-----|
| Power (electric and/or gas) utility | Fair | | 22% |
| | Poor | | 3% |
| Utility billing | Excellent | | 25% |
| | Good | | 47% |
| | Fair | | 20% |
| | Poor | | 8% |
| Police/Sheriff services | Excellent | | 19% |
| | Good | | 41% |
| | Fair | | 25% |
| | Poor | | 15% |
| Crime prevention | Excellent | | 8% |
| | Good | | 36% |
| | Fair | | 44% |
| | Poor | | 12% |
| Animal control | Excellent | | 13% |
| | Good | | 30% |
| | Fair | | 37% |
| | Poor | | 19% |
| Ambulance or emergency medical services | Excellent | | 43% |
| | Good | | 41% |
| | Fair | | 14% |
| | Poor | | 2% |
| Fire services | Excellent | | 51% |
| | Good | | 44% |
| | Fair | | 5% |
| Fire prevention and education | Excellent | | 23% |
| | Good | | 48% |
| | Fair | | 17% |

Please rate the quality of each of the following services in Richland.

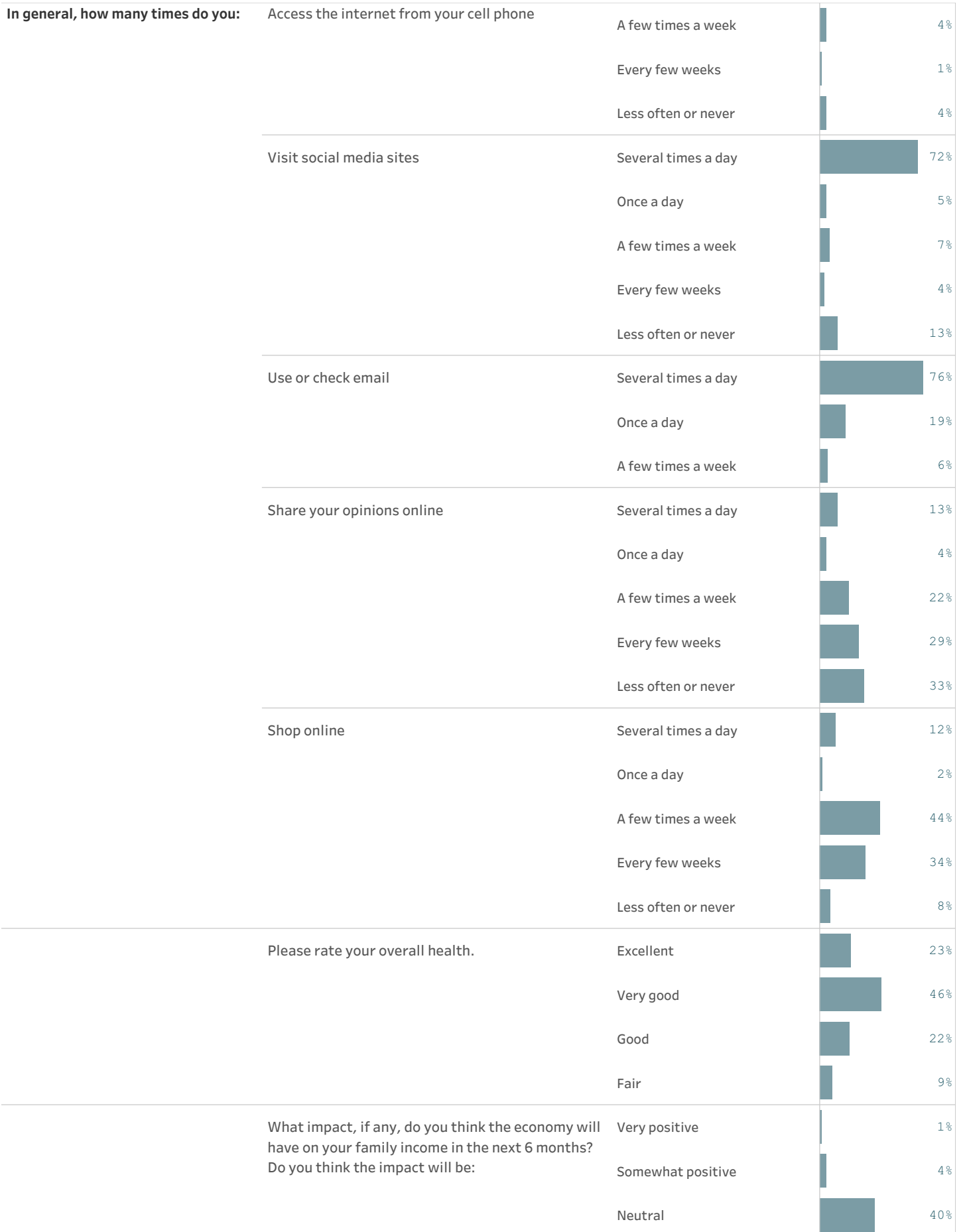
| | | | |
|--------------------------------|-----------|---|-----|
| Fire prevention and education | Poor |  | 12% |
| Emergency preparedness | Excellent |  | 8% |
| | Good |  | 34% |
| | Fair |  | 26% |
| | Poor |  | 32% |
| Preservation of natural areas | Excellent |  | 19% |
| | Good |  | 35% |
| | Fair |  | 27% |
| | Poor |  | 19% |
| Richland open space | Excellent |  | 17% |
| | Good |  | 39% |
| | Fair |  | 30% |
| | Poor |  | 14% |
| Recycling | Excellent |  | 14% |
| | Good |  | 27% |
| | Fair |  | 31% |
| | Poor |  | 28% |
| Yard waste pick-up | Excellent |  | 44% |
| | Good |  | 38% |
| | Fair |  | 11% |
| | Poor |  | 6% |
| City parks | Excellent |  | 35% |
| | Good |  | 51% |
| | Fair |  | 14% |
| | Poor | | 0% |
| Recreation programs or classes | Excellent |  | 18% |
| | Good |  | 43% |
| | Fair |  | 35% |





























| | | | | |
|---|--|---|---|-----|
| Please rate the quality of each of the following services in Richland. | Recreation programs or classes | Poor |  | 4% |
| | Recreation centers or facilities | Excellent |  | 18% |
| | | Good |  | 49% |
| | | Fair |  | 24% |
| | | Poor |  | 9% |
| Health services | Excellent |  | 15% | |
| | Good |  | 34% | |
| | Fair |  | 37% | |
| | Poor |  | 14% | |
| Public library services | Excellent |  | 56% | |
| | Good |  | 32% | |
| | Fair |  | 10% | |
| | Poor |  | 2% | |
| Overall customer service by Richland employees | Excellent |  | 20% | |
| | Good |  | 60% | |
| | Fair |  | 14% | |
| | Poor |  | 6% | |
| Please rate the following categories of Richland government performance. | The value of services for the taxes paid to Richland | Excellent |  | 8% |
| | | Good |  | 39% |
| | | Fair |  | 39% |
| | | Poor |  | 14% |
| The overall direction that Richland is taking | Excellent |  | 4% | |
| | Good |  | 38% | |
| | Fair |  | 39% | |
| | Poor |  | 20% | |
| The job Richland government does at welcoming resident involvement | Excellent |  | 2% | |
| | Good |  | 34% | |
| | Fair |  | 40% | |

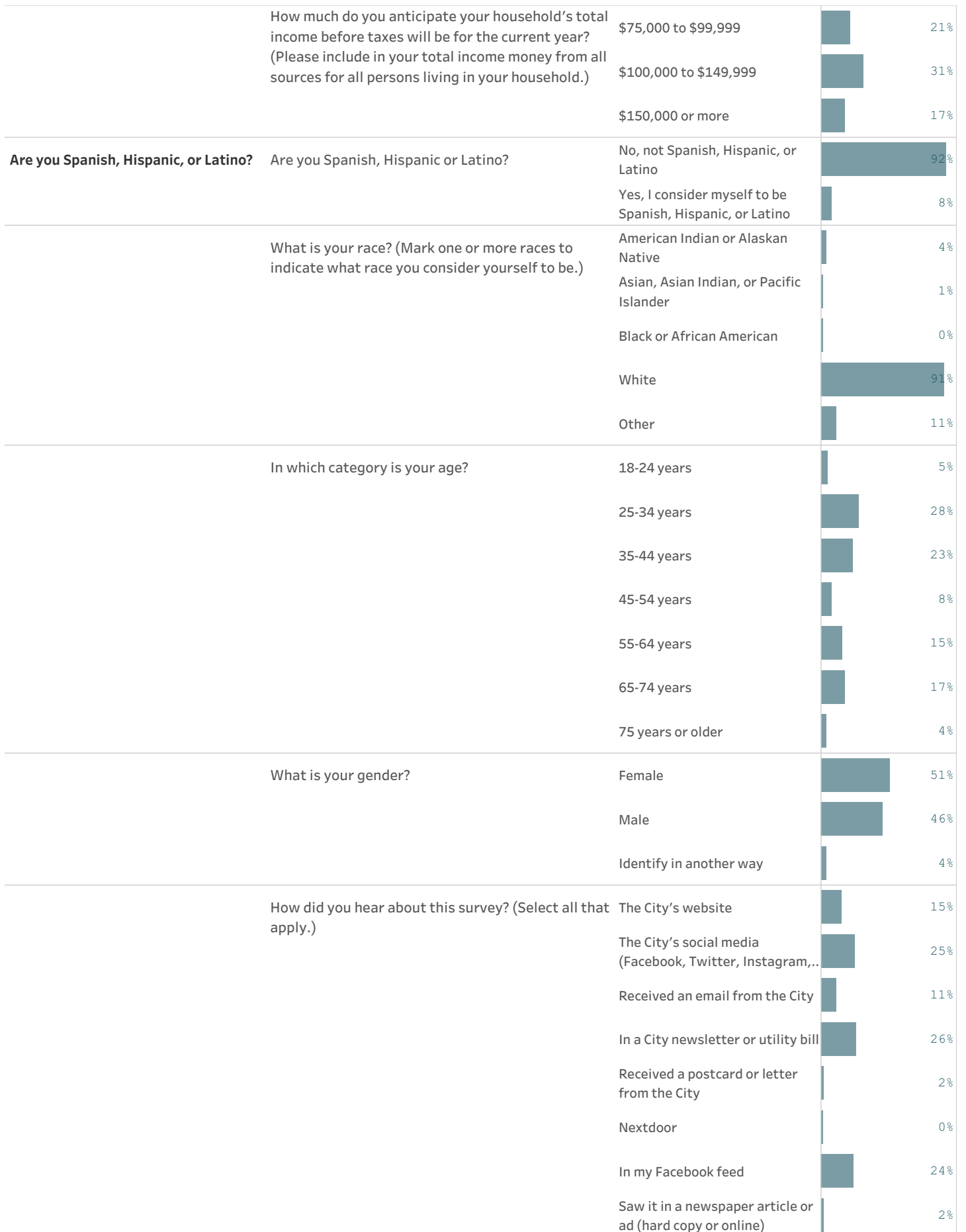
| Please rate the following categories of Richland government performance. | | | | |
|--|-----------|---|--|-----|
| The job Richland government does at welcoming resident involvement | Poor |  | | 24% |
| | Excellent |  | | 3% |
| Overall confidence in Richland government | Good |  | | 39% |
| | Fair |  | | 24% |
| | Poor |  | | 33% |
| Generally acting in the best interest of the community | Excellent |  | | 4% |
| | Good |  | | 38% |
| | Fair |  | | 27% |
| | Poor |  | | 31% |
| Being honest | Excellent |  | | 5% |
| | Good |  | | 37% |
| | Fair |  | | 32% |
| | Poor |  | | 26% |
| Being open and transparent to the public | Excellent |  | | 5% |
| | Good |  | | 33% |
| | Fair |  | | 31% |
| | Poor |  | | 31% |
| Informing residents about issues facing the community | Excellent |  | | 2% |
| | Good |  | | 29% |
| | Fair |  | | 40% |
| | Poor |  | | 30% |
| Treating all residents fairly | Excellent |  | | 10% |
| | Good |  | | 38% |
| | Fair |  | | 30% |
| | Poor |  | | 22% |
| Treating residents with respect | Excellent |  | | 13% |
| | Good |  | | 46% |
| | Fair |  | | 31% |

| | | | | |
|--|---|---|---|---|
| Please rate the following categories of Richland government performance. | Treating residents with respect | Poor |  | 10% |
| | Overall, how would you rate the quality of the services provided by each of the following? | The City of Richland | Excellent |  |
| Good | | |  | 45% |
| Fair | | |  | 39% |
| Poor | | |  | 6% |
| | The Federal Government | Excellent |  | 3% |
| | | Good |  | 29% |
| | | Fair |  | 42% |
| | | Poor |  | 26% |
| Please rate how important, if at all, you think it is for the Richland community to focus on each of the following in the coming two years. | Overall economic health | Essential |  | 41% |
| | | Very important |  | 40% |
| | | Somewhat important |  | 18% |
| | | Not at all important |  | 1% |
| | Overall quality of the transportation system | Essential |  | 38% |
| | | Very important |  | 40% |
| | | Somewhat important |  | 19% |
| | | Not at all important |  | 3% |
| | Overall design or layout of residential and commercial areas | Essential |  | 38% |
| | | Very important |  | 44% |
| | | Somewhat important |  | 17% |
| | | Not at all important |  | 1% |
| Overall quality of the utility infrastructure | Essential |  | 50% | |
| | Very important |  | 37% | |
| | Somewhat important |  | 12% | |
| | Not at all important |  | 2% | |
| Overall feeling of safety | Essential |  | 48% | |
| | Very important |  | 34% | |
| | Somewhat important |  | 17% | |

| | | | | |
|--|---|----------------------|-----|-----|
| Please rate how important, if at all, you think it is for the Richland community to focus on each of the following in the coming two years. | Overall feeling of safety | Not at all important | | 2% |
| | Overall quality of natural environment | Essential | | 33% |
| | | Very important | | 45% |
| | | Somewhat important | | 19% |
| | | Not at all important | | 3% |
| | Overall quality of parks and recreation opportunities | Essential | | 29% |
| | | Very important | | 53% |
| Somewhat important | | | 18% | |
| Not at all important | | | 0% | |
| Overall health and wellness opportunities | Essential | | 34% | |
| | Very important | | 37% | |
| | Somewhat important | | 25% | |
| | Not at all important | | 4% | |
| Overall opportunities for education, culture, and the arts | Essential | | 32% | |
| | Very important | | 50% | |
| | Somewhat important | | 14% | |
| | Not at all important | | 4% | |
| Residents' connection and engagement with their community | Essential | | 26% | |
| | Very important | | 41% | |
| | Somewhat important | | 31% | |
| | Not at all important | | 1% | |
| In general, how many times do you: | Access the internet from your home | Several times a day | | 88% |
| | | Once a day | | 6% |
| | | A few times a week | | 2% |
| | | Every few weeks | | 2% |
| | | Less often or never | | 2% |
| | Access the internet from your cell phone | Several times a day | | 87% |
| | Once a day | | 4% | |



| | | | | |
|--|---|---|---|-----|
| 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: | Somewhat negative |  | 39% | |
| | Very negative |  | 16% | |
| How many years have you lived in Richland? | Less than 2 years |  | 13% | |
| | 2-5 years |  | 13% | |
| | 6-10 years |  | 12% | |
| | 11-20 years |  | 26% | |
| | More than 20 years |  | 36% | |
| Which best describes the building you live in? | One family house detached from any other houses |  | 65% | |
| | Building with two or more homes (duplex, townhome, apa.. |  | 34% | |
| | Mobile home |  | 1% | |
| | Other |  | 0% | |
| Do you rent or own your home? | Rent |  | 33% | |
| | Own |  | 67% | |
| 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)? | 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 \$500 |  | 10% |
| | | \$500 to \$999 |  | 20% |
| | | \$1,000 to \$1,499 |  | 31% |
| | | \$1,500 to \$1,999 |  | 20% |
| | | \$2,000 to \$2,499 |  | 5% |
| | | \$2,500 to \$2,999 |  | 9% |
| | | \$3,000 to \$3,499 |  | 2% |
| | | \$3,500 or more |  | 3% |
| Do any children 17 or under live in your household? | No |  | 62% | |
| | Yes |  | 38% | |
| Are you or any other members of your household aged 65 or older? | No |  | 71% | |
| | Yes |  | 29% | |
| 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 \$25,000 |  | 5% | |
| | \$25,000 to \$49,999 |  | 10% | |
| | \$50,000 to \$74,999 |  | 15% | |



How did you hear about this survey? (Select all that apply.)

A horizontal bar chart with a teal color scheme. The chart displays six categories of survey awareness sources. The bars are ordered from top to bottom: 'Saw a flyer or poster about it' (0%), 'Heard about it from a family member, friend or neighbor' (10%), 'Heard about it from a business or social organization in my co..' (1%), 'Polco social media post' (1%), 'On my Polco feed' (0%), and 'Other' (2%). The bars are separated by thin white lines.

| | |
|--|-----|
| Saw a flyer or poster about it | 0% |
| Heard about it from a family member, friend or neighbor | 10% |
| Heard about it from a business or social organization in my co.. | 1% |
| Polco social media post | 1% |
| On my Polco feed | 0% |
| Other | 2% |

The City of Richland 2022 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Richland.

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Richland as a place to live | 1 | 2 | 3 | 4 | 5 |
| Your neighborhood as a place to live | 1 | 2 | 3 | 4 | 5 |
| Richland as a place to raise children | 1 | 2 | 3 | 4 | 5 |
| Richland as a place to work..... | 1 | 2 | 3 | 4 | 5 |
| Richland as a place to visit..... | 1 | 2 | 3 | 4 | 5 |
| Richland as a place to retire | 1 | 2 | 3 | 4 | 5 |
| The overall quality of life in Richland | 1 | 2 | 3 | 4 | 5 |
| Sense of community..... | 1 | 2 | 3 | 4 | 5 |

2. Please rate each of the following characteristics as they relate to Richland as a whole.

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|--|------------------|-------------|-------------|-------------|-------------------|
| Overall economic health of Richland..... | 1 | 2 | 3 | 4 | 5 |
| Overall quality of the transportation system (auto, bicycle, foot, bus) in Richland..... | 1 | 2 | 3 | 4 | 5 |
| Overall design or layout of Richland's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) | 1 | 2 | 3 | 4 | 5 |
| Overall quality of the utility infrastructure in Richland (water, sewer, storm water, electric/gas, broadband)..... | 1 | 2 | 3 | 4 | 5 |
| Overall feeling of safety in Richland | 1 | 2 | 3 | 4 | 5 |
| Overall quality of natural environment in Richland..... | 1 | 2 | 3 | 4 | 5 |
| Overall quality of parks and recreation opportunities..... | 1 | 2 | 3 | 4 | 5 |
| Overall health and wellness opportunities in Richland | 1 | 2 | 3 | 4 | 5 |
| Overall opportunities for education, culture, and the arts..... | 1 | 2 | 3 | 4 | 5 |
| Residents' connection and engagement with their community | 1 | 2 | 3 | 4 | 5 |

3. Please indicate how likely or unlikely you are to do each of the following.

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

4. Please rate how safe or unsafe you feel:

| | <u>Very safe</u> | <u>Somewhat safe</u> | <u>Neither safe nor unsafe</u> | <u>Somewhat unsafe</u> | <u>Very unsafe</u> | <u>Don't know</u> |
|---|------------------|----------------------|--------------------------------|------------------------|--------------------|-------------------|
| In your neighborhood during the day..... | 1 | 2 | 3 | 4 | 5 | 6 |
| In Richland's downtown/commercial area during the day | 1 | 2 | 3 | 4 | 5 | 6 |
| From property crime..... | 1 | 2 | 3 | 4 | 5 | 6 |
| From violent crime..... | 1 | 2 | 3 | 4 | 5 | 6 |
| From fire, flood, or other natural disaster | 1 | 2 | 3 | 4 | 5 | 6 |

5. Please rate the job you feel the Richland community does at each of the following.

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|--|------------------|-------------|-------------|-------------|-------------------|
| Making all residents feel welcome | 1 | 2 | 3 | 4 | 5 |
| Attracting people from diverse backgrounds..... | 1 | 2 | 3 | 4 | 5 |
| Valuing/respecting residents from diverse backgrounds..... | 1 | 2 | 3 | 4 | 5 |
| Taking care of vulnerable residents (elderly, disabled, homeless, etc.)..... | 1 | 2 | 3 | 4 | 5 |

6. Please rate each of the following in the Richland community.

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Overall quality of business and service establishments in Richland..... | 1 | 2 | 3 | 4 | 5 |
| Variety of business and service establishments in Richland | 1 | 2 | 3 | 4 | 5 |
| Vibrancy of downtown/commercial area | 1 | 2 | 3 | 4 | 5 |
| Employment opportunities | 1 | 2 | 3 | 4 | 5 |
| Shopping opportunities | 1 | 2 | 3 | 4 | 5 |
| Cost of living in Richland..... | 1 | 2 | 3 | 4 | 5 |
| Overall image or reputation of Richland..... | 1 | 2 | 3 | 4 | 5 |

7. Please also rate each of the following in the Richland community.

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Traffic flow on major streets..... | 1 | 2 | 3 | 4 | 5 |
| Ease of public parking..... | 1 | 2 | 3 | 4 | 5 |
| Ease of travel by car in Richland | 1 | 2 | 3 | 4 | 5 |
| Ease of travel by public transportation in Richland | 1 | 2 | 3 | 4 | 5 |
| Ease of travel by bicycle in Richland | 1 | 2 | 3 | 4 | 5 |
| Ease of walking in Richland..... | 1 | 2 | 3 | 4 | 5 |
| Well-planned residential growth..... | 1 | 2 | 3 | 4 | 5 |
| Well-planned commercial growth..... | 1 | 2 | 3 | 4 | 5 |
| Well-designed neighborhoods | 1 | 2 | 3 | 4 | 5 |
| Preservation of the historical or cultural character of the community | 1 | 2 | 3 | 4 | 5 |
| Public places where people want to spend time | 1 | 2 | 3 | 4 | 5 |
| Variety of housing options..... | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality housing..... | 1 | 2 | 3 | 4 | 5 |
| Overall quality of new development in Richland | 1 | 2 | 3 | 4 | 5 |
| Overall appearance of Richland..... | 1 | 2 | 3 | 4 | 5 |
| Cleanliness of Richland..... | 1 | 2 | 3 | 4 | 5 |
| Water resources (beaches, lakes, ponds, riverways, etc.) | 1 | 2 | 3 | 4 | 5 |
| Air quality..... | 1 | 2 | 3 | 4 | 5 |
| Availability of paths and walking trails..... | 1 | 2 | 3 | 4 | 5 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) ... | 1 | 2 | 3 | 4 | 5 |
| Recreational opportunities..... | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality food | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality health care..... | 1 | 2 | 3 | 4 | 5 |
| Availability of preventive health services | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality mental health care | 1 | 2 | 3 | 4 | 5 |
| Opportunities to attend cultural/arts/music activities | 1 | 2 | 3 | 4 | 5 |
| Community support for the arts..... | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality childcare/preschool..... | 1 | 2 | 3 | 4 | 5 |
| K-12 education..... | 1 | 2 | 3 | 4 | 5 |
| Adult educational opportunities | 1 | 2 | 3 | 4 | 5 |
| Sense of civic/community pride..... | 1 | 2 | 3 | 4 | 5 |
| Neighborliness of residents in Richland | 1 | 2 | 3 | 4 | 5 |
| Opportunities to participate in social events and activities | 1 | 2 | 3 | 4 | 5 |
| Opportunities to attend special events and festivals | 1 | 2 | 3 | 4 | 5 |
| Opportunities to volunteer | 1 | 2 | 3 | 4 | 5 |
| Opportunities to participate in community matters | 1 | 2 | 3 | 4 | 5 |
| Openness and acceptance of the community toward people of diverse backgrounds..... | 1 | 2 | 3 | 4 | 5 |

8. Please indicate whether or not you have done each of the following in the last 12 months.

| | <u>No</u> | <u>Yes</u> |
|---|-----------|------------|
| Contacted the City of Richland (in-person, phone, email, or web) for help or information | 1 | 2 |
| Contacted Richland elected officials (in-person, phone, email, or web) to express your opinion..... | 1 | 2 |
| Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.) | 1 | 2 |
| Watched (online or on television) a local public meeting..... | 1 | 2 |
| Volunteered your time to some group/activity in Richland | 1 | 2 |
| Campaigned or advocated for a local issue, cause, or candidate..... | 1 | 2 |
| Voted in your most recent local election | 1 | 2 |
| Used bus, rail, subway, or other public transportation instead of driving..... | 1 | 2 |
| Carpooled with other adults or children instead of driving alone | 1 | 2 |
| Walked or biked instead of driving..... | 1 | 2 |

The City of Richland 2022 Community Survey

9. Please rate the quality of each of the following services in Richland.

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Public information services..... | 1 | 2 | 3 | 4 | 5 |
| Economic development..... | 1 | 2 | 3 | 4 | 5 |
| Traffic enforcement..... | 1 | 2 | 3 | 4 | 5 |
| Traffic signal timing..... | 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 |
| Land use, planning, and zoning..... | 1 | 2 | 3 | 4 | 5 |
| Code enforcement (weeds, abandoned buildings, etc.)..... | 1 | 2 | 3 | 4 | 5 |
| Affordable high-speed internet access..... | 1 | 2 | 3 | 4 | 5 |
| Garbage collection..... | 1 | 2 | 3 | 4 | 5 |
| Drinking water..... | 1 | 2 | 3 | 4 | 5 |
| Sewer services..... | 1 | 2 | 3 | 4 | 5 |
| Storm water management (storm drainage, dams, levees, etc.)..... | 1 | 2 | 3 | 4 | 5 |
| Power (electric and/or gas) utility..... | 1 | 2 | 3 | 4 | 5 |
| Utility billing..... | 1 | 2 | 3 | 4 | 5 |
| Police/Sheriff services..... | 1 | 2 | 3 | 4 | 5 |
| Crime prevention..... | 1 | 2 | 3 | 4 | 5 |
| Animal control..... | 1 | 2 | 3 | 4 | 5 |
| Ambulance or emergency medical services..... | 1 | 2 | 3 | 4 | 5 |
| Fire services..... | 1 | 2 | 3 | 4 | 5 |
| Fire prevention and education..... | 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 (open space, farmlands, and greenbelts)..... | 1 | 2 | 3 | 4 | 5 |
| Richland open space..... | 1 | 2 | 3 | 4 | 5 |
| Recycling..... | 1 | 2 | 3 | 4 | 5 |
| Yard waste pick-up..... | 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 |
| Health services..... | 1 | 2 | 3 | 4 | 5 |
| Public library services..... | 1 | 2 | 3 | 4 | 5 |
| Overall customer service by Richland employees (police, receptionists, planners, etc.)..... | 1 | 2 | 3 | 4 | 5 |

10. Please rate the following categories of Richland government performance.

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| The value of services for the taxes paid to Richland..... | 1 | 2 | 3 | 4 | 5 |
| The overall direction that Richland is taking..... | 1 | 2 | 3 | 4 | 5 |
| The job Richland government does at welcoming resident involvement..... | 1 | 2 | 3 | 4 | 5 |
| Overall confidence in Richland government..... | 1 | 2 | 3 | 4 | 5 |
| Generally acting in the best interest of the community..... | 1 | 2 | 3 | 4 | 5 |
| Being honest..... | 1 | 2 | 3 | 4 | 5 |
| Being open and transparent to the public..... | 1 | 2 | 3 | 4 | 5 |
| Informing residents about issues facing the community..... | 1 | 2 | 3 | 4 | 5 |
| Treating all residents fairly..... | 1 | 2 | 3 | 4 | 5 |
| Treating residents with respect..... | 1 | 2 | 3 | 4 | 5 |

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

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|-----------------------------|------------------|-------------|-------------|-------------|-------------------|
| The City of Richland..... | 1 | 2 | 3 | 4 | 5 |
| The Federal Government..... | 1 | 2 | 3 | 4 | 5 |

12. Please rate how important, if at all, you think it is for the Richland community to focus on each of the following in the coming two years.

| | <u>Essential</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not at all important</u> |
|---|------------------|-----------------------|---------------------------|-----------------------------|
| Overall economic health of Richland..... | 1 | 2 | 3 | 4 |
| Overall quality of the transportation system (auto, bicycle, foot, bus) in Richland..... | 1 | 2 | 3 | 4 |
| Overall design or layout of Richland's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)..... | 1 | 2 | 3 | 4 |
| Overall quality of the utility infrastructure in Richland (water, sewer, storm water, electric/gas, broadband) | 1 | 2 | 3 | 4 |
| Overall feeling of safety in Richland | 1 | 2 | 3 | 4 |
| Overall quality of natural environment in Richland..... | 1 | 2 | 3 | 4 |
| Overall quality of parks and recreation opportunities..... | 1 | 2 | 3 | 4 |
| Overall health and wellness opportunities in Richland | 1 | 2 | 3 | 4 |
| Overall opportunities for education, culture, and the arts..... | 1 | 2 | 3 | 4 |
| Residents' connection and engagement with their community | 1 | 2 | 3 | 4 |

The City of Richland 2022 Community Survey

Our last questions are about you and your household.
Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

| | Several times a day | Once a day | A few times a week | Every few weeks | Less often or never | Don't know |
|---|------------------------|---------------|-----------------------|--------------------|------------------------|---------------|
| Access the internet from your home using a computer, laptop, or tablet computer | 1 | 2 | 3 | 4 | 5 | 6 |
| Access the internet from your cell phone..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Visit social media sites such as Facebook, Twitter, Nextdoor, etc. | 1 | 2 | 3 | 4 | 5 | 6 |
| Use or check email..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Share your opinions online..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Shop online..... | 1 | 2 | 3 | 4 | 5 | 6 |

D2. Please rate your overall health.

- Excellent
 Very good
 Good
 Fair
 Poor

D3. 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

D4. How many years have you lived in Richland?

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

D5. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment, or condominium)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. 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 \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. 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 \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

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

D12. 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

D13. 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

D14. What is your gender?

- Female
 Male
 Identify in another way

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