



Richfield Community Survey

April 28, 2020



Why survey?

- Hear from the average resident
- Benchmarking against peers
 - National-600 communities
 - Minnesota-29 communities, population of 10k-100k
- Benchmarking over time
- Demographic differences
- Actionable data

Methodology

Randomized survey

- Sent survey to 2,500 residents-3 mailings a week apart starting 1/31/20
- 566 returned surveys with 23% response rate and 4% margin of error

Online opt-in survey

- Online survey-open to all residents for 2 weeks starting 3/6/20
- 107 returned surveys

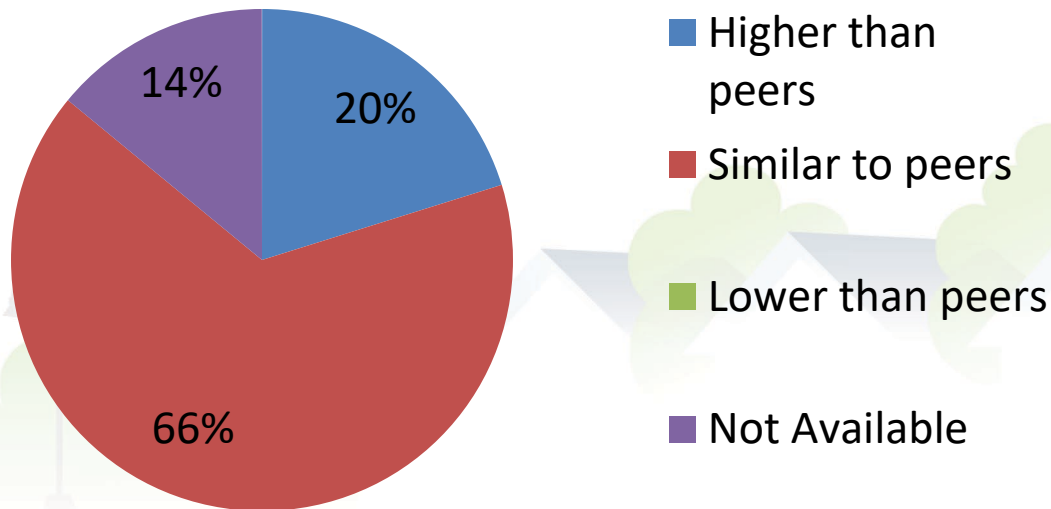
Survey Data Weighting-used 2010 Census and 2017 American Community Survey data to weight data to reflect population norms

- Increased weighting for the following; Rent home, Attached unit, Not white, Hispanic, Male, 18-34 years of age , 35-54 years of age, and Ward 3

Community Livability Report

Richfield compares well nationally

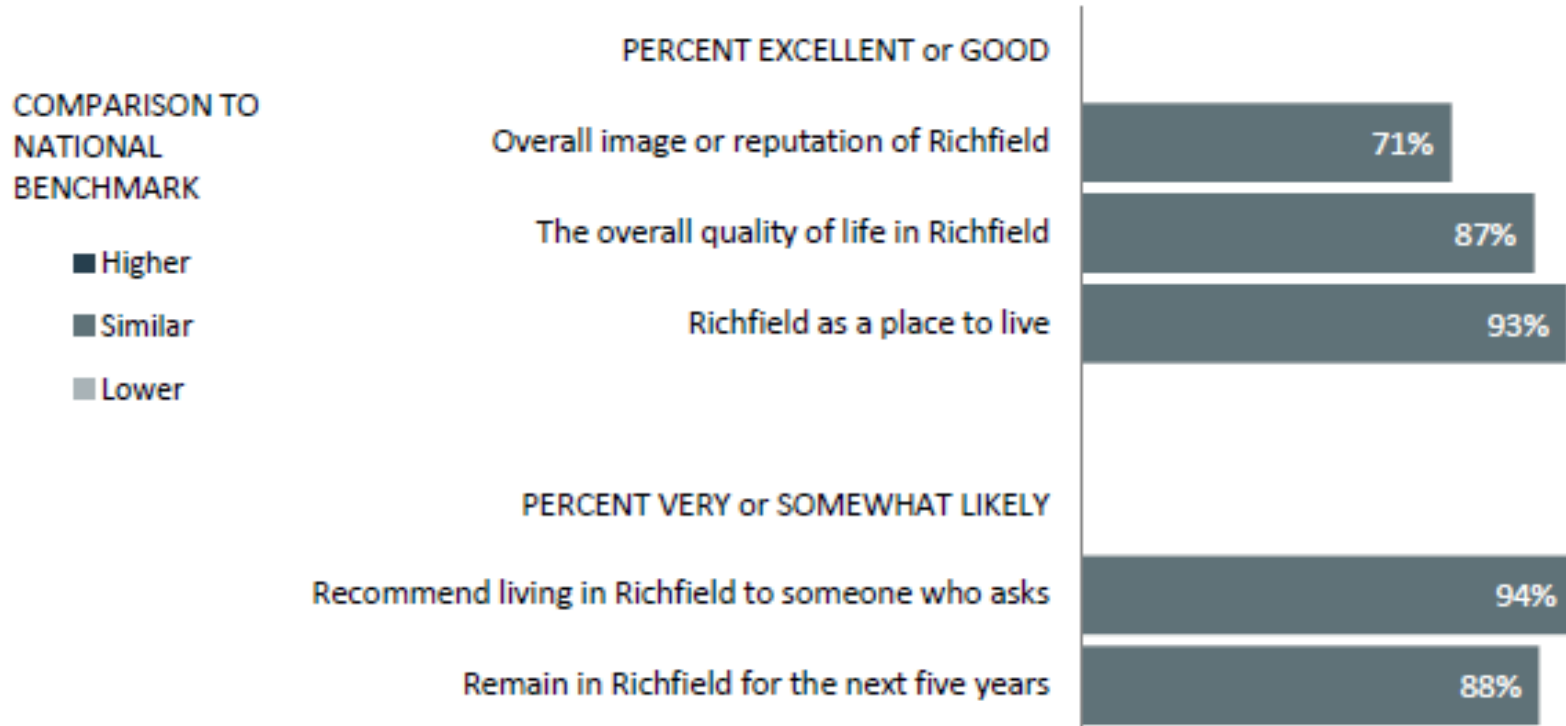
Livability questions rated excellent or good



Overview of Results

Richfield is a desirable place to live, with Safety as a feature that contributes to quality of life.

FIGURE 3: QUALITY OF LIFE IN RICHFIELD

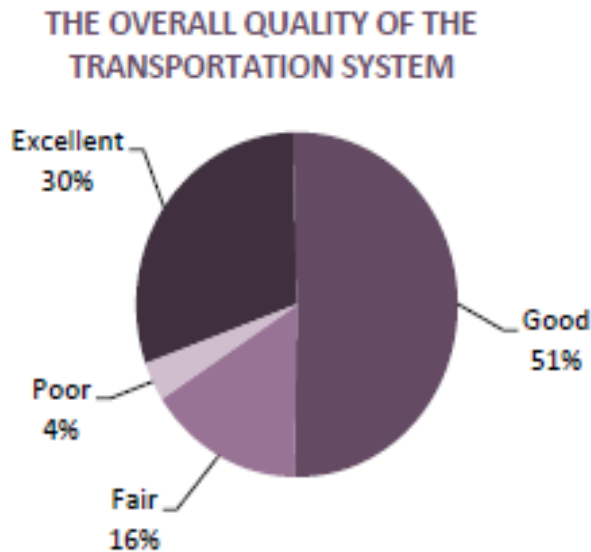


Quality of life continued

- 9 in 10 residents positively scored the overall quality of life
- 8 in 10 residents positively respond to overall safety
- 9 in 10 felt safe in their neighborhoods and 94% felt safety was an essential or important focus

Overview of Results

Residents applaud mobility in Richfield



- 8 in 10 residents favorably reviewed the overall quality of the transportation system
- Traffic flow, ease of travel and street/sidewalk maintenance were all rated well and higher than national benchmarks
- Ease of travel by transit and bike were rated exceptionally high
- Richfield residents walk, bike and use public transportation more than their peers

Overview of Results

Residents pleased with Parks and Recreation. Also, support funding for new facilities and services.

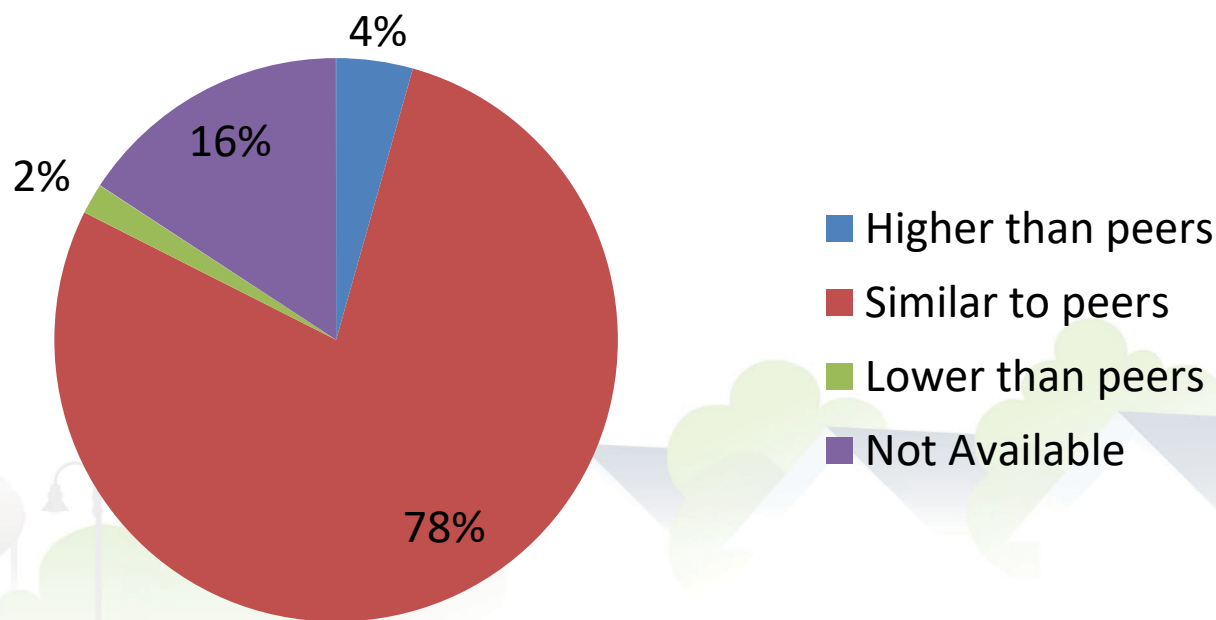
- 8 in 10 assigned high marks to the overall quality of parks and recreation opportunities.
- Evaluations for paths and walking trails were higher than the national benchmark.
- Majority supported a property tax increase to fund improved park buildings, a new Wood Lake Nature Center building and a new community center.

Richfield compares well but lower marks on these characteristics (all below 65%)

- Vibrancy of commercial areas, shopping & employment opportunities
- Cost of living
- Availability of quality affordable housing & mental health care
- Opportunities for education, culture and the arts
- Residents connection & engagement with their community (no available comparison)

MN Benchmark Results

Livability questions rated excellent or good



Summary of MN Benchmark Results by relative % positive rating

Higher than MN peers:

- Public transportation
- Ease of bike travel
- Snow removal
- Drinking water



Lower than MN peers:

- Overall opportunities for education, culture and the arts
- K-12 education

MN Benchmark Results by relative rank

Ranking in the top third

- Confidence in Richfield government and direction
- Treating all residents fairly
- Quality and vibrancy of businesses
- Employment opportunities
- **Cost of living**
- Traffic flow and ease of travel by car
- **Public transportation, biking and parking**
- **Street cleaning, lighting, snow removal and sidewalk repair**
- **Drinking water**
- Overall design of residential and commercial areas
- Animal control
- Emergency preparedness
- **Preservation of Natural Areas**
- Availability of affordable quality healthcare
- **Richfield as a place to retire**
- Openness and acceptance of community to people of diverse backgrounds





Demographic analysis

Livability

- No big differences, POC slightly higher on positive image/reputation & owners/detached more likely to stay

Governance

- Older residents have more confidence in government and younger resident like the direction better
- Younger & older residents are less satisfied with information on issues facing community, multifamily residents more satisfied
- Customer service ratings for POC 16 points lower than white residents, Males felt most respected

Demographic analysis

Economy

- Older residents & females believe stronger economic health, good place to visit (POC)
- POC & renters are more positive about businesses, shopping opportunities, employment
- Older, female, renters & multifamily more housing cost burdened

Mobility

- Females rated overall mobility higher
- Residents aged 35-54 rated ease of travel & parking more highly (owners)
- Males and homeowners rated street repair more highly, seniors rated snow removal highly
- Youngest residents & POC most likely to be multimodal

Demographic analysis

Community Design

- 35-54 yrs old & POC provide higher marks for residential & commercial growth and variety of housing options
- Younger, POC, renters & attached more satisfied with code enforcement

Utilities

- Renters & attached more satisfied with internet access, garbage collection & utility billing
- Whites more satisfied with drinking water & sewer services

Demographic analysis

Safety

- Owners rate police & fire prevention services higher
- Older residents rate EMS services higher
- Residents feel safe (>90% positive), fairly consistent among all demographics
- POC & younger residents feel safer in commercial areas

Natural Environment and Parks & Recreation

- Residents over 35 yrs old, owners and detached provided more positive ratings

Demographic analysis

Health & Wellness

- Younger, whites, & owners rate availability of affordable healthcare higher
- Younger & POC rate the availability of affordable quality food higher

Education, Arts and Culture

- Older, female & POC rate more highly
- Younger & females report more support for the Arts
- POC more positive on the availability of affordable childcare/preschool

Demographic analysis

Inclusivity and Engagement

- Age 35-54 feel more connected and sense of community pride, more likely to retire here (females too)
- Older, female & POC more positive on raising children in Richfield
- Whites & owners felt the community was more accepting of people of diverse backgrounds than POC and renters, pretty consistent ratings on making all residents welcome
- Younger, male & POC provided higher marks for taking care of vulnerable than older white residents

Demographic analysis

Participation & Online Engagement

- Age 35+, detached & owners more likely to engage and vote (whites too)
- Age 55+ & POC more likely to campaign
- Age <55 more engaged online

Preference for Sources of Information

- Younger prefer online sources, older prefer traditional sources

Demographic analysis

Community Focus Area

- Age 35+, renters & attached prioritize the transportation system more
- Age 35+ prioritize residential and commercial design, utility infrastructure and engagement with community more (POC)
- Females, POC & renters prioritize safety, health & wellness, education, culture and the arts more

Demographic analysis

Customized Questions

- Age 35-54, female, POC, renters & attached support investing in facility improvements more
- Age 35+, female, owners, & detached more aware of snow emergency rules
- Younger, POC & attached feel more safe using roundabouts

Online Survey Results

- Not statistically valid, 107 responses
- Much more engaged with the city, particularly online
- More white, wealthier and owners than weighted random results
- More white & wealthier than raw random data but age distribution was closer to population norm

Online Survey Results

Generally less positive responses

- Exceptions include the overall quality of life, city appearance, utility infrastructure, fire services, feeling safe, overall natural environment and health and wellness
- Very concerned about the city being open and transparent, informing residents better, vibrancy of commercial areas & shopping opportunities, the availability of quality affordable housing and opportunities for education, culture and the arts

Key Takeaways

- Richfield does well compared to peers
- Strengths line up well with values and areas of improvement line up well with priorities
- Residents want us to focus on safety, economic health, parks and recreation and the natural environment
- Demographic differences require more equitable service delivery

Questions?



THE NCSTM

The National Community SurveyTM

Richfield, MN

*Community Livability Report
2020*



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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About the NCS™

The National Community Survey™ report is about the “livability” of Richfield. The phrase “livable community” is used here to evoke 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.

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 & Engagement



The Community Livability Report provides the opinions of a representative sample of 566 residents of the City of Richfield. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2020 survey was 23%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Overview of Results

Richfield is a desirable place to live, with Safety as a feature that contributes to quality of life.

About 9 in 10 residents positively scored the overall quality of life in Richfield and Richfield as a place to live, and 7 in 10 community members gave high marks to the image or reputation of Richfield. About 9 in 10 residents were likely to recommend living in Richfield to someone who asked and planned to remain in the city for the next five years. These rates were on par with national averages.

About 8 in 10 residents assigned positive reviews to the overall feeling of safety in Richfield, while 94% indicated that it was an essential or important focus area for the City to address in the coming years. About 9 in 10 respondents felt safe in their neighborhoods and in Richfield's commercial areas during the day, as well as safe from violent crime and from natural disasters. About three-quarters or more favorably rated all safety-related services in Richfield; these scores were similar to the national benchmarks, except for animal control (79% excellent or good), where ratings exceeded national averages. About three-quarters of respondents were aware of the City's snow emergency rules and procedures and 7 in 10 reported they knew where to find out if a snow emergency had been declared.

Residents applaud Mobility in Richfield.

About 8 in 10 residents favorably reviewed the overall quality of the transportation system in Richfield and 7 in 10 indicated that it was an essential or important focus area for the City. At least three-quarters of respondents positively evaluated traffic flow on major streets, ease of travel by car, ease of travel by public transportation, ease of travel by bicycle, and ease of public parking; these ratings were exceptional and higher than the national benchmarks. Other above-average mobility scores included assessments of bus or transit services, street repair, street cleaning, street lighting, snow removal, and sidewalk maintenance. About 4 in 10 Richfield residents had used bus, rail, or other public transportation instead of driving and 7 in 10 had walked or biked instead of driving, rates that were higher than reported in other communities across the country.

Residents are pleased with Parks and Recreation, and support funding new facilities and services.

About 8 in 10 respondents assigned high marks to the overall quality of parks and recreation opportunities. Evaluations for the availability of paths and walking trails were higher than the national benchmark, with 8 in 10 rating this as excellent or good. At least 7 in 10 favorably reviewed City parks, recreational opportunities, recreation programs or classes, recreation centers or facilities, and fitness opportunities; these ratings were on par with comparison communities in the United States. Residents were asked how much they would support or oppose a property tax increase to fund various new parks and recreation facilities and services. At least half strongly or somewhat supported a property tax increase to fund all facilities and services, with one-quarter strongly supporting an increase for improved park building facilities, a new community center, and the New Wood Lake Nature Center building.

Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.

To identify the facets perceived by residents to have relatively lower quality at the same time as relatively higher importance, the national benchmark comparisons for quality and importance ratings were compared for each. The upper left-hand quadrant contains those facets of higher importance but lower quality, and may be considered as areas of focus for the entire community of Richfield.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER			
	SIMILAR		<ul style="list-style-type: none"> • Economy • Community Design • Safety • Natural Environment • Health and Wellness • Education, Arts, and Culture 	
	LOWER		<ul style="list-style-type: none"> • Mobility 	

FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall economic health of Richfield	↔	77%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	↔	81%
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	↔	77%
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	*	87%
Overall feeling of safety in Richfield	↔	78%
Quality of overall natural environment in Richfield	↔	80%
Overall quality of the parks and recreation opportunities	*	81%
Overall health and wellness opportunities in Richfield	↔	72%
Overall opportunities for education, culture, and the arts	↔	56%
Residents' connection and engagement with their community	*	57%

FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY

Percent essential or very important	Comparison to benchmark	2020 rating
Overall economic health of Richfield	↔	89%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	↓	73%
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	↔	73%
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	*	83%
Overall feeling of safety in Richfield	↔	94%
Overall quality of natural environment in Richfield	↔	86%
Overall quality of the parks and recreation opportunities	*	83%
Overall health and wellness opportunities in Richfield	↔	72%
Overall opportunities for education, culture, and the arts	↔	72%
Residents' connection and engagement with their community	↓	70%

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.

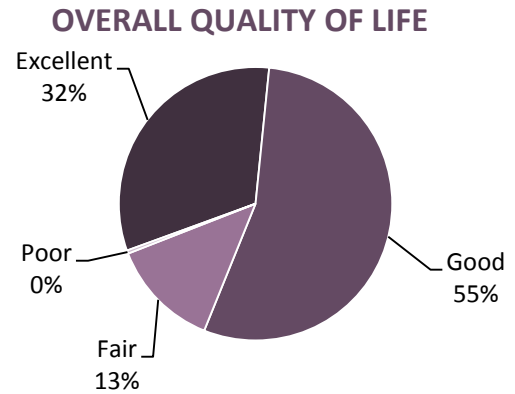


FIGURE 3: QUALITY OF LIFE IN RICHFIELD

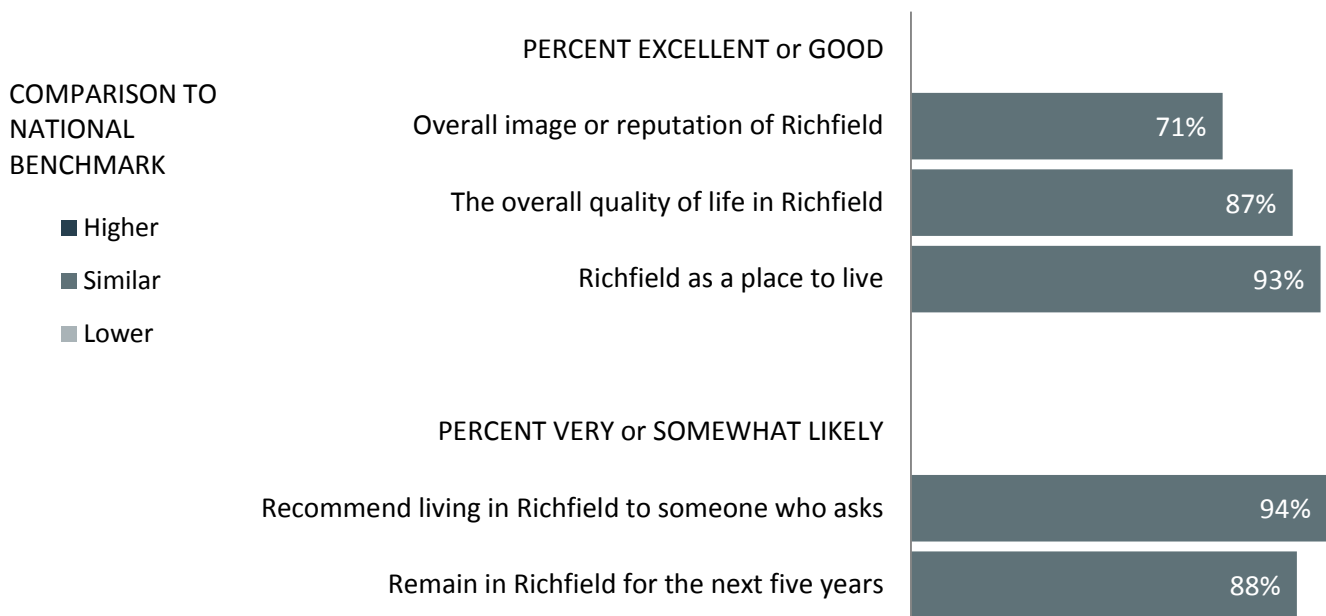


FIGURE 4: QUALITY OF LIFE IN RICHFIELD - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall image or reputation of Richfield	↔	71%
The overall quality of life in Richfield	↔	87%
Richfield as a place to live	↔	93%

FIGURE 5: RECOMMEND RICHFIELD - SUMMARY

Percent very or somewhat likely	Comparison to benchmark	2020 rating
Recommend living in Richfield to someone who asks	↔	94%
Remain in Richfield for the next five years	↔	88%

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 GOVERNMENT

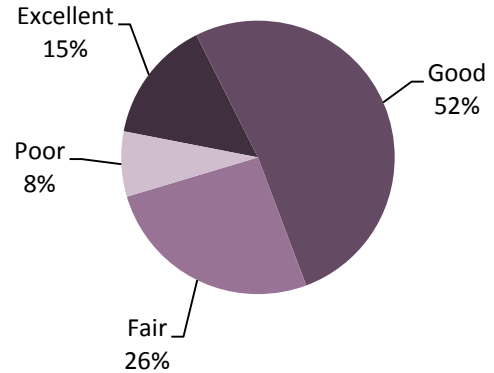


FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES
PERCENT EXCELLENT or GOOD

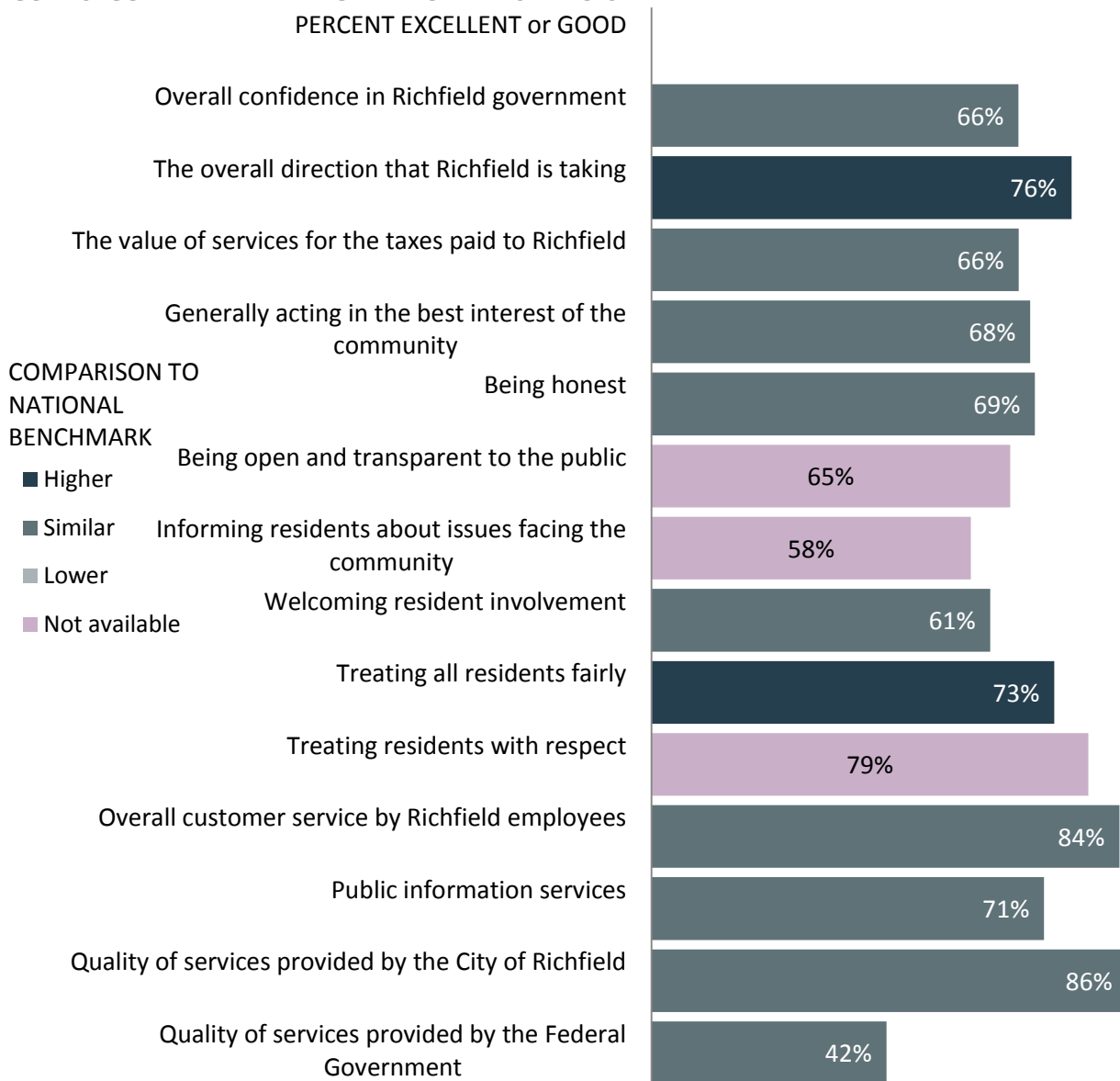


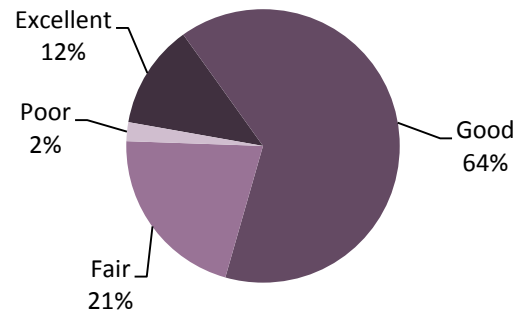
FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall confidence in Richfield government	↔	66%
The overall direction that Richfield is taking	↑	76%
The value of services for the taxes paid to Richfield	↔	66%
Generally acting in the best interest of the community	↔	68%
Being honest	↔	69%
Being open and transparent to the public	*	65%
Informing residents about issues facing the community	*	58%
The job Richfield government does at welcoming resident involvement	↔	61%
Treating all residents fairly	↑	73%
Treating residents with respect	*	79%
Overall customer service by Richfield employees (police, receptionists, planners, etc.)	↔	84%
Public information services	↔	71%
Quality of services provided by the City of Richfield	↔	86%
Quality of services provided by the Federal Government	↔	42%

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



What impact, if any, do you think the economy will have on your family income in the next 6 months?



FIGURE 8: ECONOMIC HEALTH

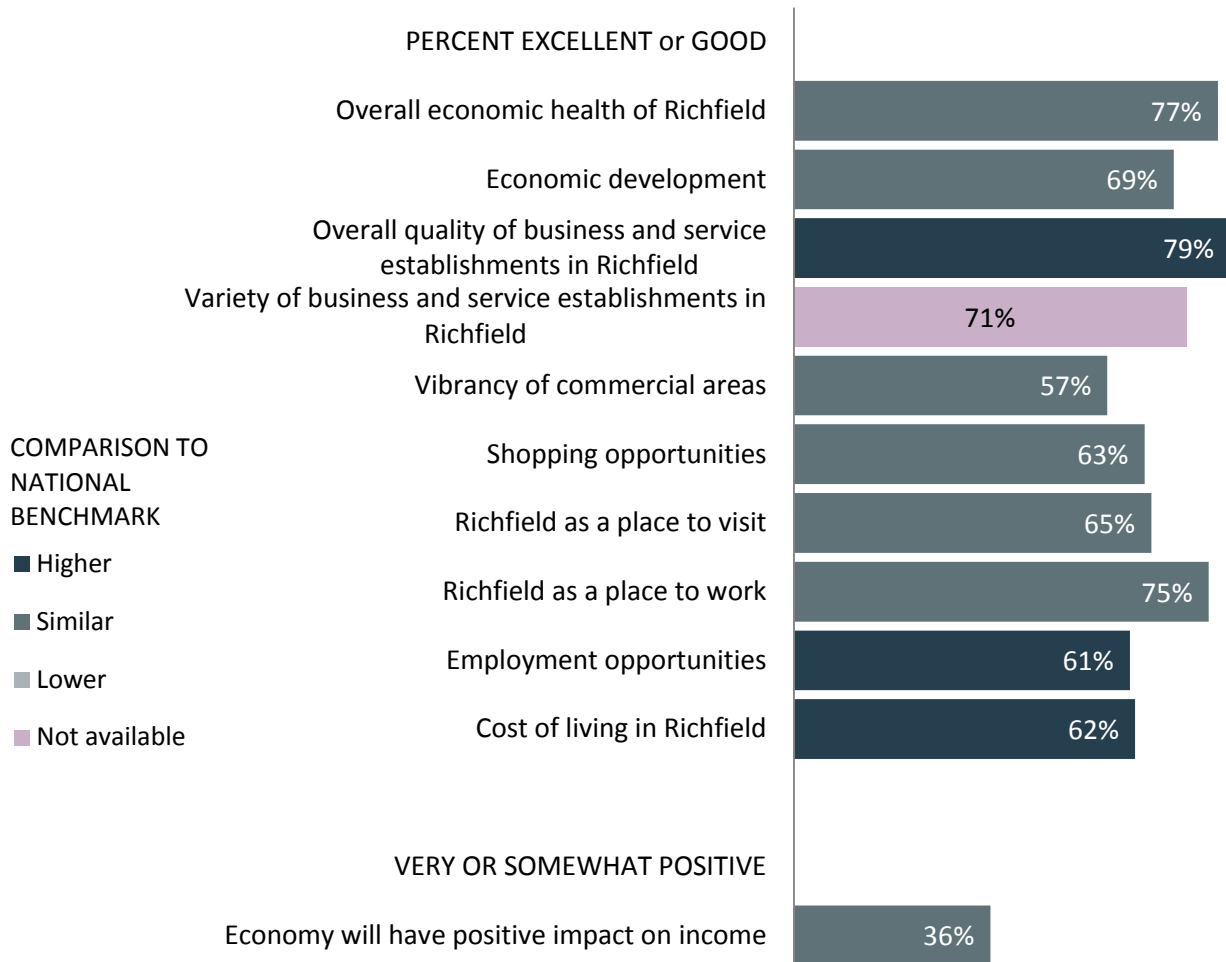


FIGURE 9: ECONOMIC HEALTH - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall economic health of Richfield	↔	77%
Economic development	↔	69%
Overall quality of business and service establishments in Richfield	↑	79%
Variety of business and service establishments in Richfield	*	71%
Vibrancy of commercial areas	↔	57%
Shopping opportunities	↔	63%
Richfield as a place to visit	↔	65%
Richfield as a place to work	↔	75%
Employment opportunities	↑	61%
Cost of living in Richfield	↑	62%

FIGURE 10: ECONOMIC IMPACT - SUMMARY

Percent very or somewhat positive	Comparison to benchmark	2020 rating
Economy will have positive impact on income	↔	36%

FIGURE 11: HOUSING COST - SUMMARY

Percent for whom housing costs are NOT 30% or more of household income	Comparison to benchmark	2020 rating
NOT experiencing housing costs stress	↔	60%

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.

THE OVERALL QUALITY OF THE TRANSPORTATION SYSTEM

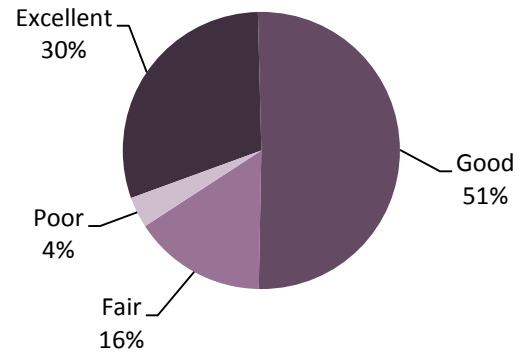


FIGURE 12: MOBILITY IN RICHFIELD

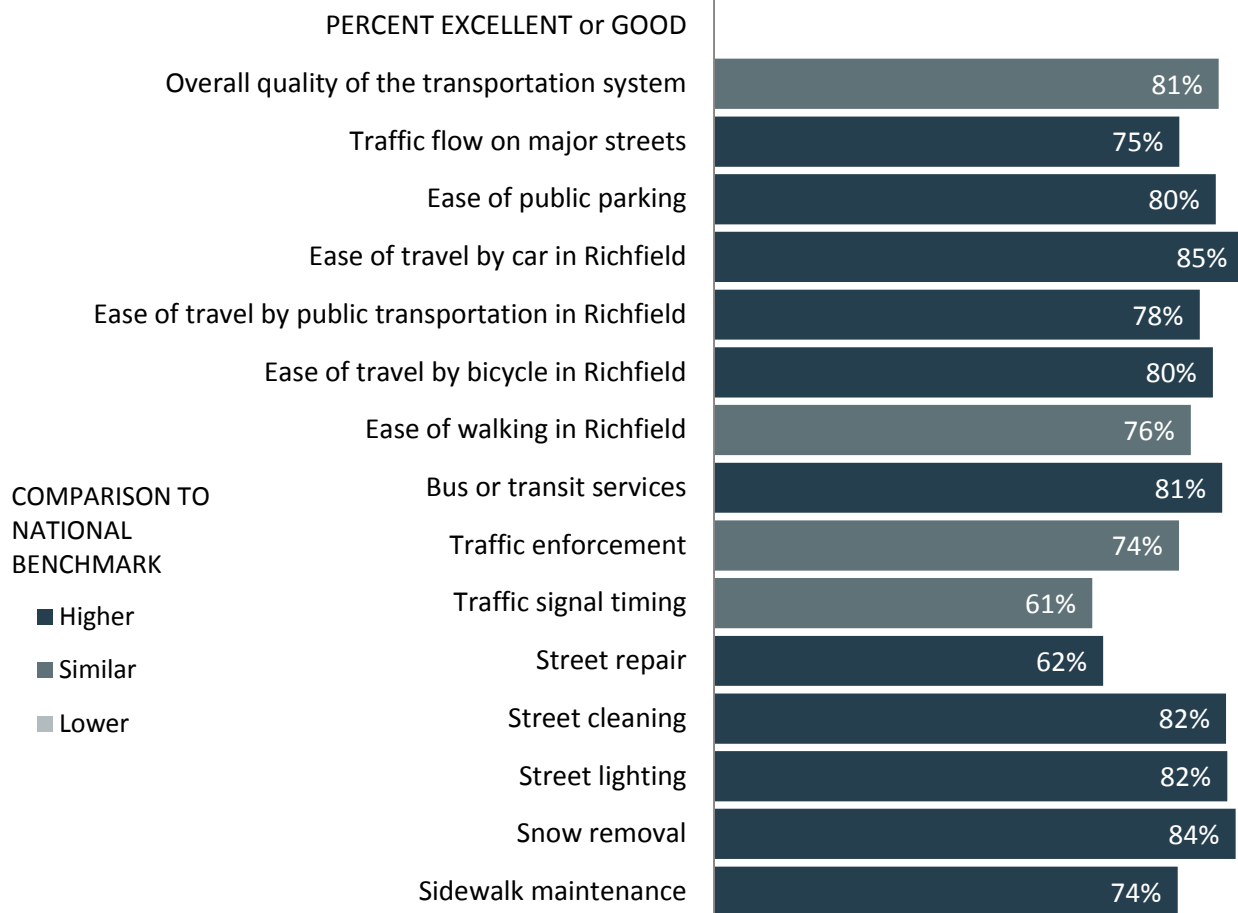


FIGURE 13: USE OF ALTERNATIVE TRANSPORTATION MODES

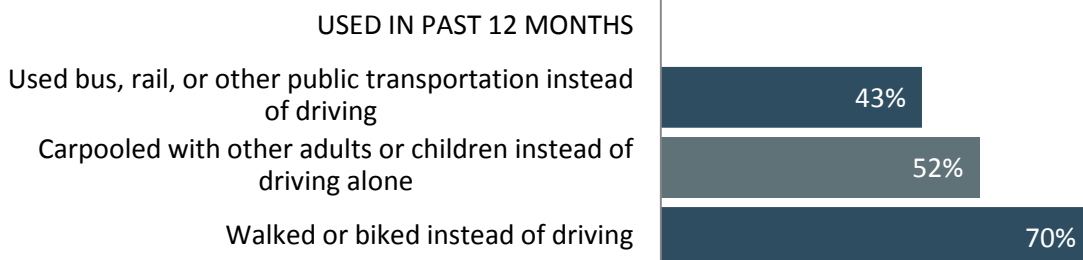


FIGURE 14: MOBILITY IN RICHFIELD - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	↔	81%
Traffic flow on major streets	↑	75%
Ease of travel by car in Richfield	↑	85%
Ease of travel by public transportation in Richfield	↑↑	78%
Ease of travel by bicycle in Richfield	↑↑	80%
Ease of walking in Richfield	↔	76%
Ease of public parking	↑	80%
Bus or transit services	↑↑	81%
Traffic enforcement	↔	74%
Traffic signal timing	↔	61%
Street repair	↑	62%
Street cleaning	↑	82%
Street lighting	↑	82%
Snow removal	↑	84%
Sidewalk maintenance	↑	74%

FIGURE 15: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY

Percent who did this in past 12 months	Comparison to benchmark	2020 rating
Used bus, rail, or other public transportation instead of driving	↑	43%
Carpooled with other adults or children instead of driving alone	↔	52%
Walked or biked instead of driving	↑	70%

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.

FIGURE 16: COMMUNITY DESIGN

THE OVERALL DESIGN OR LAYOUT OF RESIDENTIAL AND COMMERCIAL AREAS

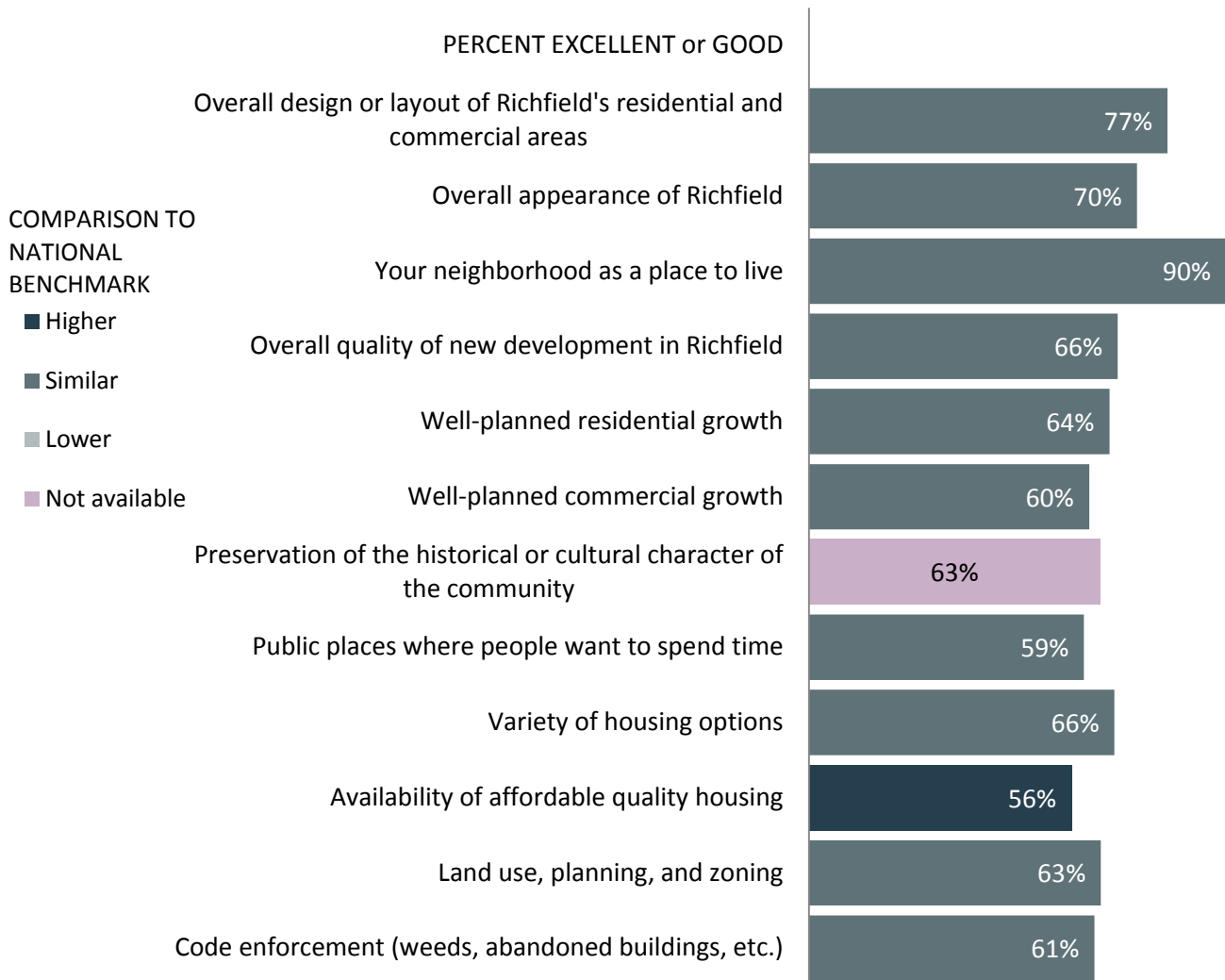
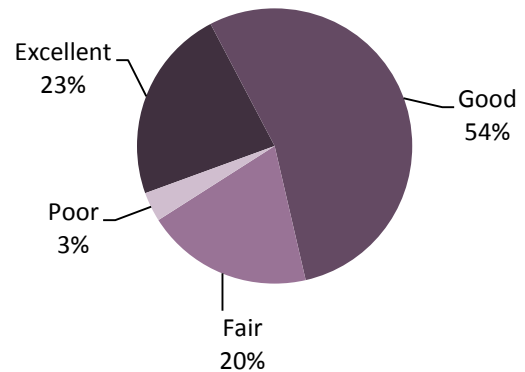


FIGURE 17: COMMUNITY DESIGN - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
The overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	↔	77%
Overall appearance of Richfield	↔	70%
Your neighborhood as a place to live	↔	90%
Overall quality of new development in Richfield	↔	66%
Well-planned residential growth	↔	64%
Well-planned commercial growth	↔	60%
Preservation of the historical or cultural character of the community	*	63%
Public places where people want to spend time	↔	59%
Variety of housing options	↔	66%
Availability of affordable quality housing	↑	56%
Land use, planning, and zoning	↔	63%
Code enforcement (weeds, abandoned buildings, etc.)	↔	61%

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.

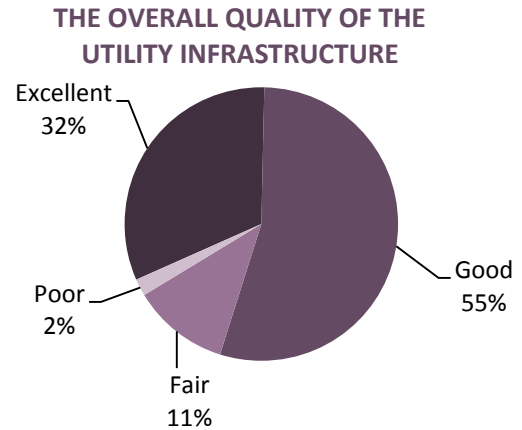


FIGURE 18: UTILITIES

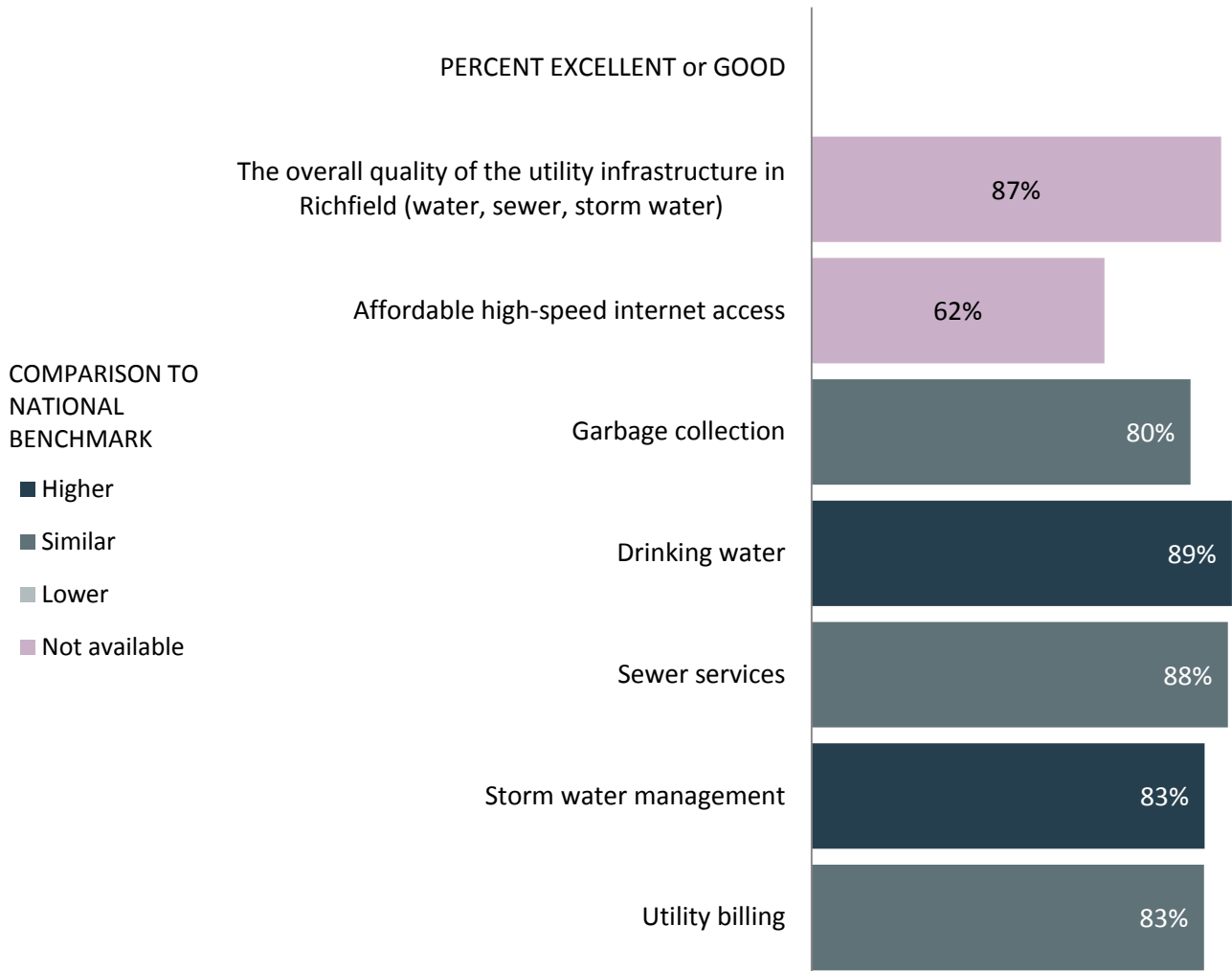


FIGURE 19: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	*	87%
Affordable high-speed internet access	*	62%
Garbage collection	↔	80%
Drinking water	↑	89%
Sewer services	↔	88%
Storm water management	↑	83%
Utility billing	↔	83%

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

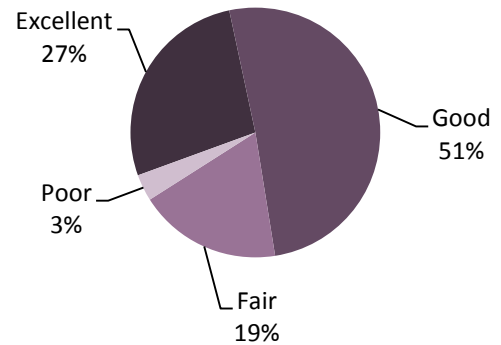


FIGURE 20: SAFETY IN RICHFIELD

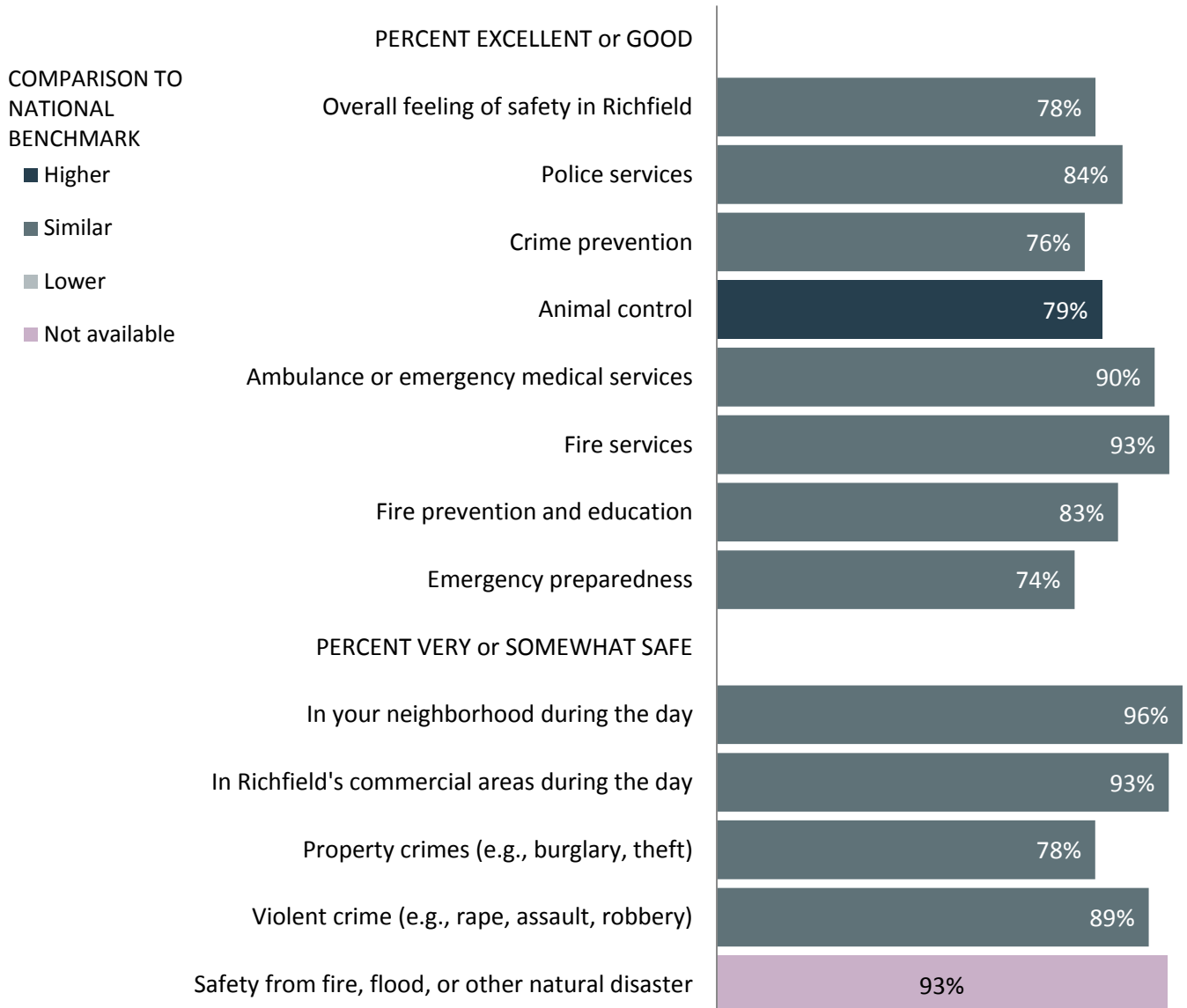


FIGURE 21: SAFETY-RELATED SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall feeling of safety in Richfield	↔	78%
Police services	↔	84%
Crime prevention	↔	76%
Animal control	↑	79%
Ambulance or emergency medical services	↔	90%
Fire services	↔	93%
Fire prevention and education	↔	83%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	↔	74%

FIGURE 22: FEELINGS OF SAFETY- SUMMARY

Percent who feel very or somewhat safe	Comparison to benchmark	2020 rating
In your neighborhood during the day	↔	96%
In Richfield's commercial areas during the day	↔	93%
Property crimes (e.g., burglary, theft)	↔	78%
Violent crime (e.g., rape, assault, robbery)	↔	89%
Safety from fire, flood, or other natural disaster	*	93%

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

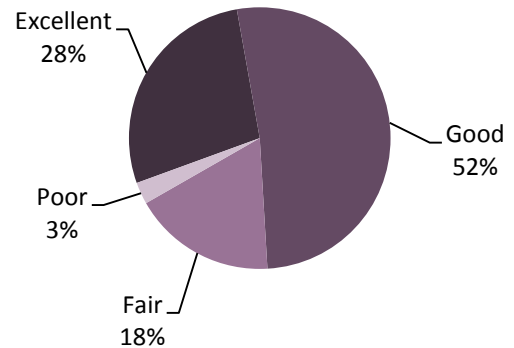


FIGURE 23: NATURAL ENVIRONMENT

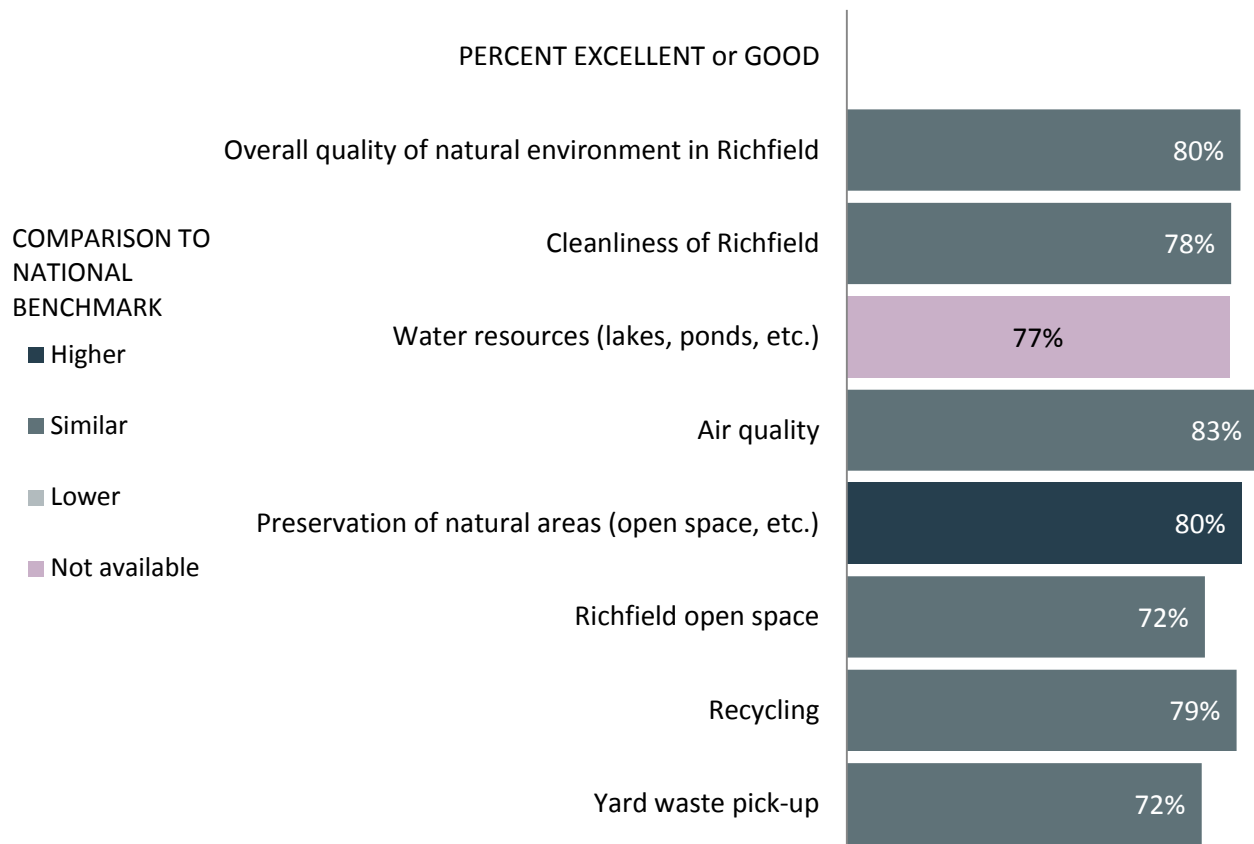


FIGURE 24: NATURAL ENVIRONMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of natural environment in Richfield	↔	80%
Cleanliness of Richfield	↔	78%
Water resources (lakes, ponds, etc.)	*	77%
Air quality	↔	83%
Preservation of natural areas (open space, etc.)	↑	80%
Richfield open space	↔	72%
Recycling	↔	79%
Yard waste pick-up	↔	72%

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

THE OVERALL QUALITY OF THE PARKS AND RECREATION OPPORTUNITIES

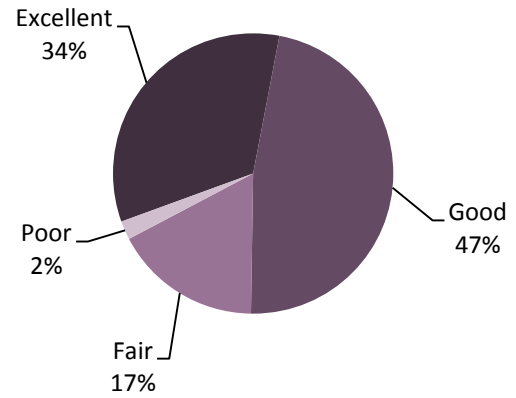


FIGURE 25: PARKS AND RECREATION

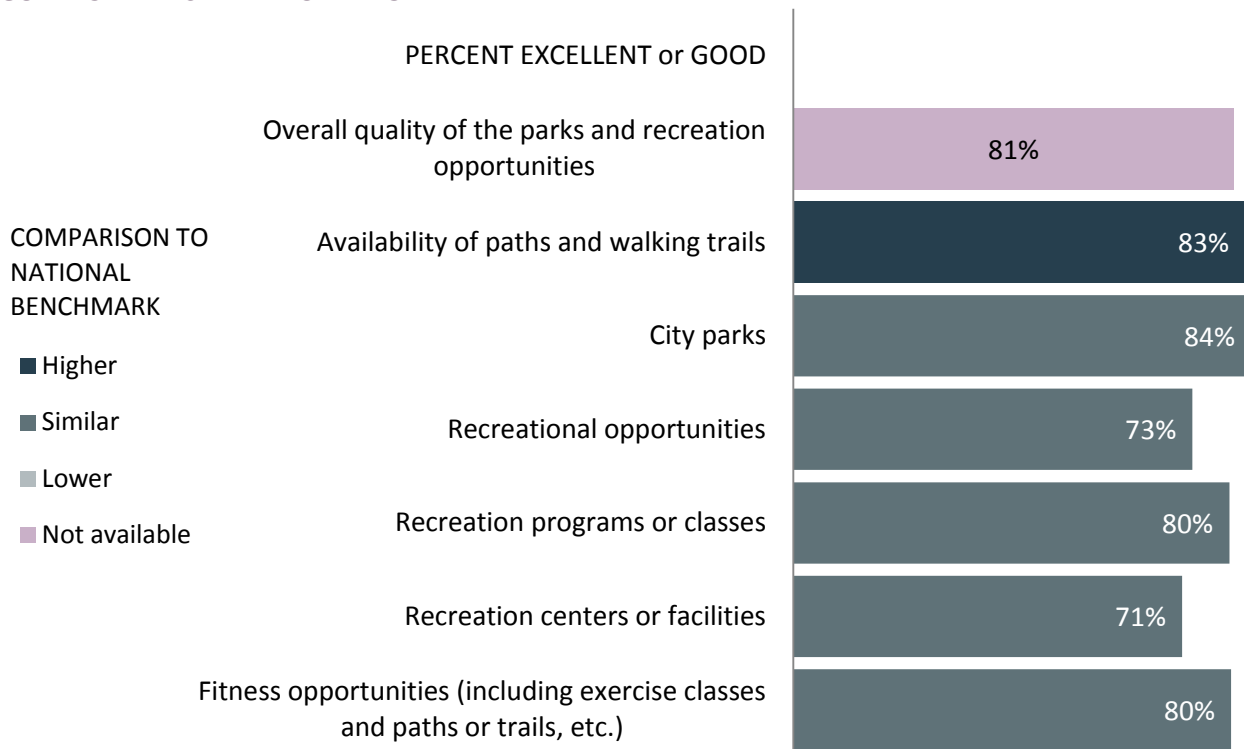


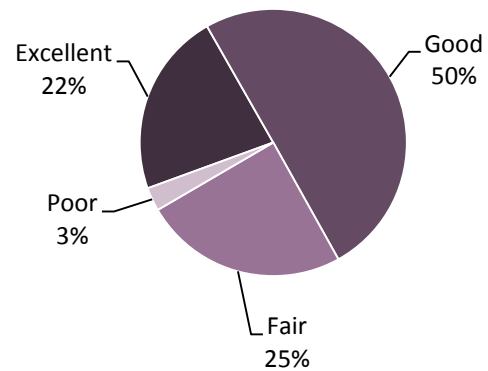
FIGURE 26: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the parks and recreation opportunities	*	81%
Availability of paths and walking trails	↑	83%
City parks	↔	84%
Recreational opportunities	↔	73%
Recreation programs or classes	↔	80%
Recreation centers or facilities	↔	71%
Fitness opportunities (including exercise classes and paths or trails, etc.)	↔	80%

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.

HEALTH AND WELLNESS OPPORTUNITIES



Would you say that your health in general is:

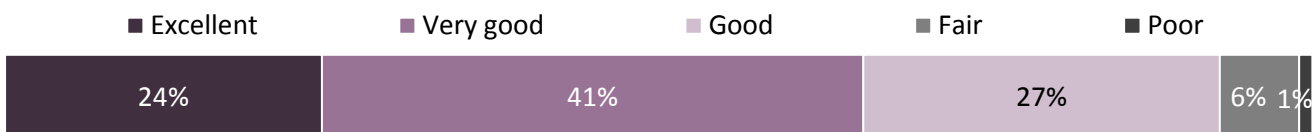


FIGURE 27: HEALTH AND WELLNESS

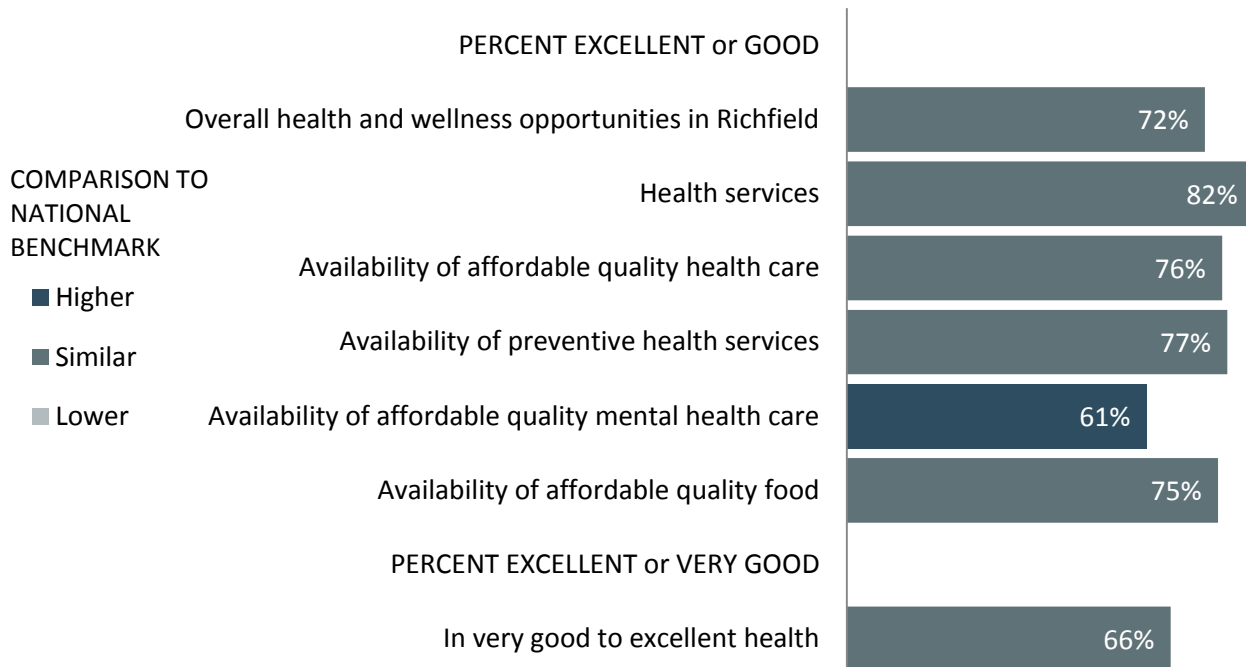


FIGURE 28: HEALTH AND WELLNESS - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall health and wellness opportunities in Richfield	↔	72%
Health services	↔	82%
Availability of affordable quality health care	↔	76%
Availability of preventive health services	↔	77%
Availability of affordable quality mental health care	↑	61%
Availability of affordable quality food	↔	75%
In very good to excellent health	↔	66%

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.

OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS

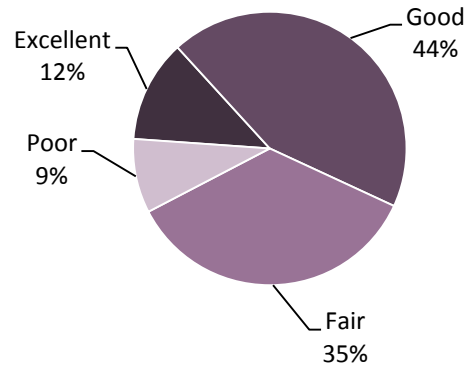


FIGURE 29: EDUCATION, ARTS AND CULTURE

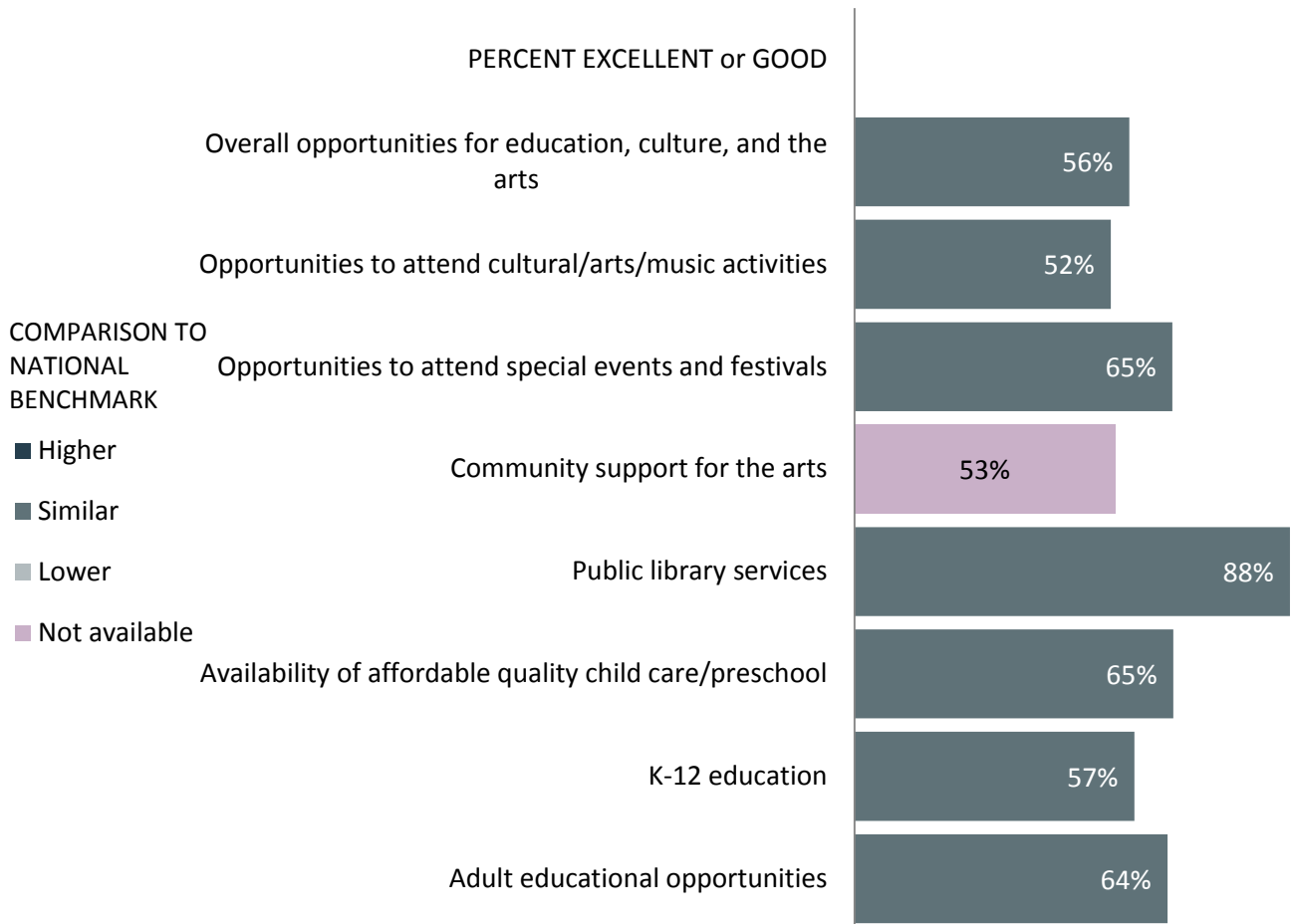


FIGURE 30: EDUCATION, ARTS AND CULTURE - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall opportunities for education, culture, and the arts	↔	56%
Opportunities to attend cultural/arts/music activities	↔	52%
Opportunities to attend special events and festivals	↔	65%
Community support for the arts	*	53%
Public library services	↔	88%
Availability of affordable quality child care/preschool	↔	65%
K-12 education	↔	57%
Adult educational opportunities	↔	64%

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

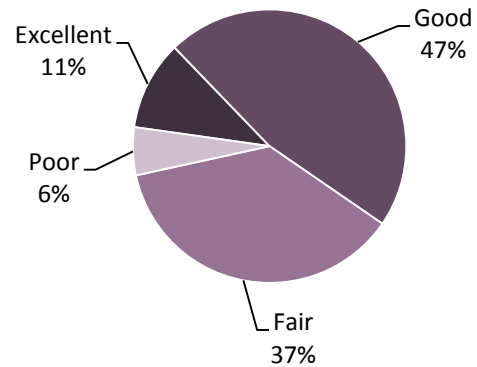


FIGURE 31: INCLUSIVITY & ENGAGEMENT

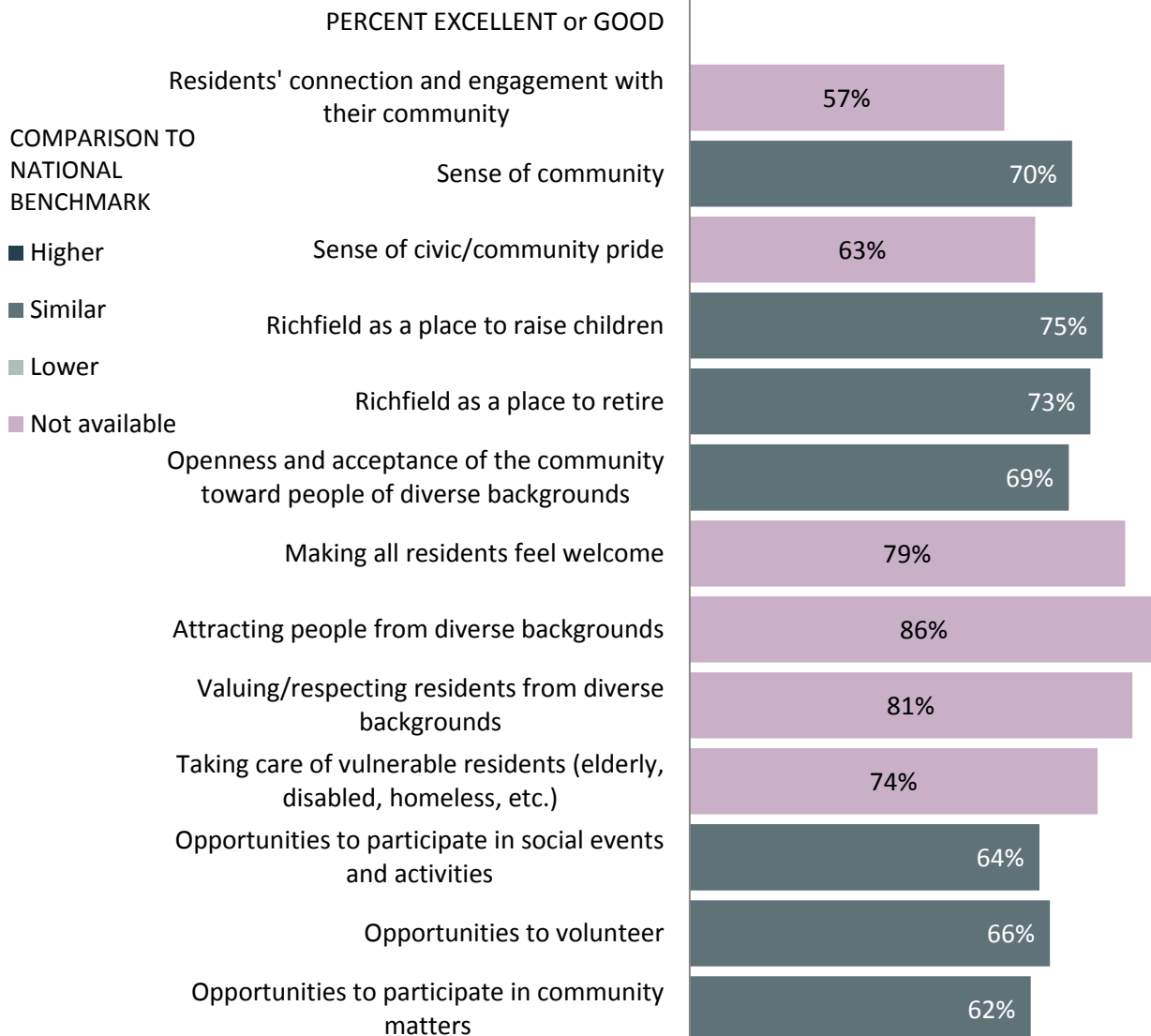


FIGURE 32: INCLUSIVITY & ENGAGEMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Residents' connection and engagement with their community	*	57%
Sense of community	↔	70%
Sense of civic/community pride	*	63%
Richfield as a place to raise children	↔	75%
Richfield as a place to retire	↔	73%
Openness and acceptance of the community toward people of diverse backgrounds	↔	69%
Making all residents feel welcome	*	79%
Attracting people from diverse backgrounds	*	86%
Valuing/respecting residents from diverse backgrounds	*	81%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	*	74%
Opportunities to participate in social events and activities	↔	64%
Opportunities to volunteer	↔	66%
Opportunities to participate in community matters	↔	62%

FIGURE 33: RESIDENTS' PARTICIPATION LEVELS

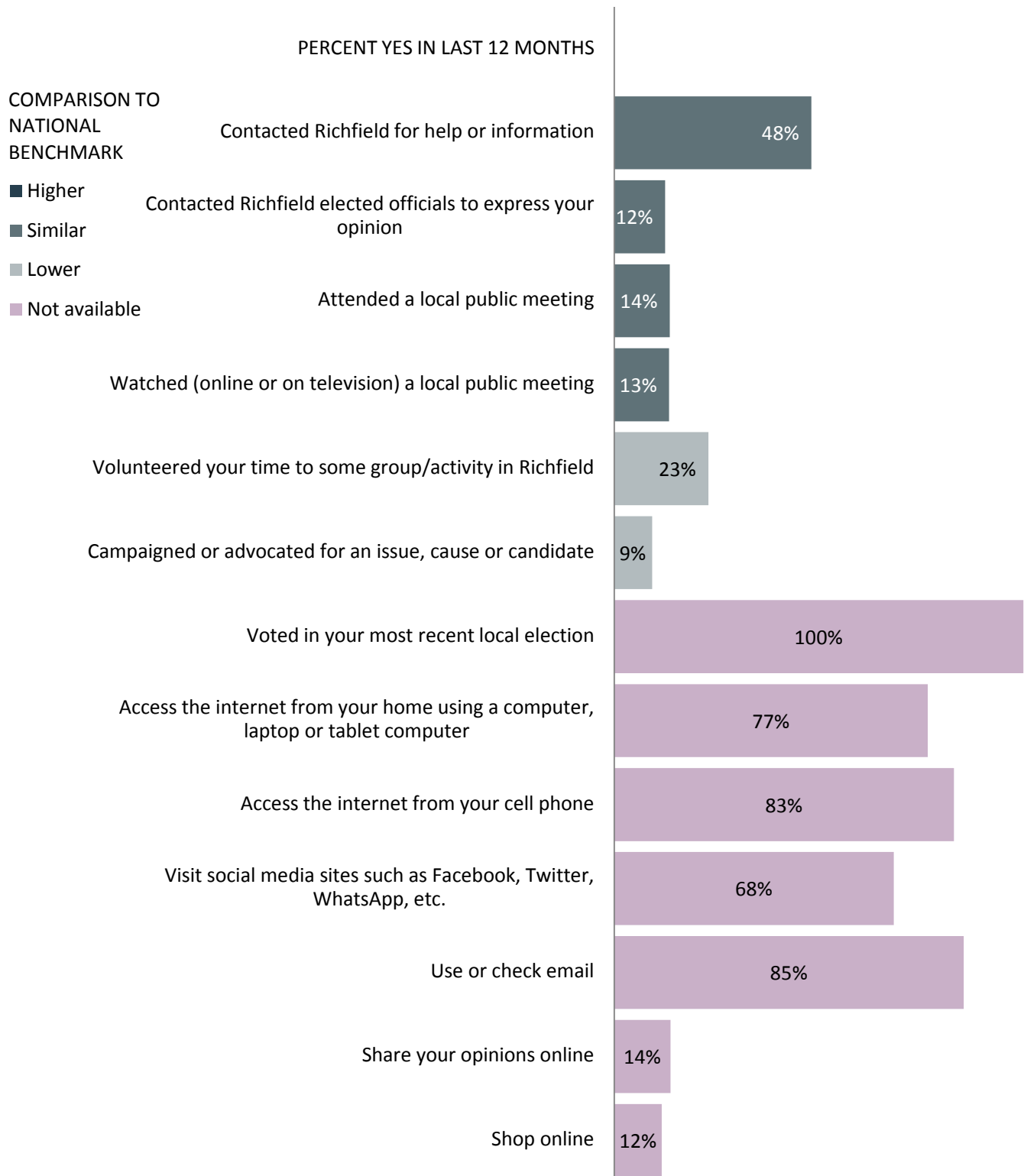


FIGURE 34: RESIDENTS' PARTICIPATION IN LAST 12 MONTHS- SUMMARY

Percent who had done each in last 12 months	Comparison to benchmark	2020 rating
Contacted Richfield (in-person, phone, email or web) for help or information	↔	48%
Contacted Richfield elected officials (in-person, phone, email or web) to express your opinion	↔	12%
Attended a local public meeting	↔	14%
Watched (online or on television) a local public meeting	↔	13%
Volunteered your time to some group/activity in Richfield	↓	23%
Campaigned or advocated for an issue, cause or candidate	↓	9%
Voted in your most recent local election	*	100%

FIGURE 35: RESIDENTS' GENERAL USE OF TECHNOLOGY- SUMMARY

Percent who report doing each at least a few times a week	Comparison to benchmark	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	*	77%
Access the internet from your cell phone	*	83%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	*	68%
Use or check email	*	85%
Share your opinions online	*	14%
Shop online	*	12%

Special Topics

FIGURE 36: PREFERENCE FOR SOURCES OF INFORMATION

Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services.

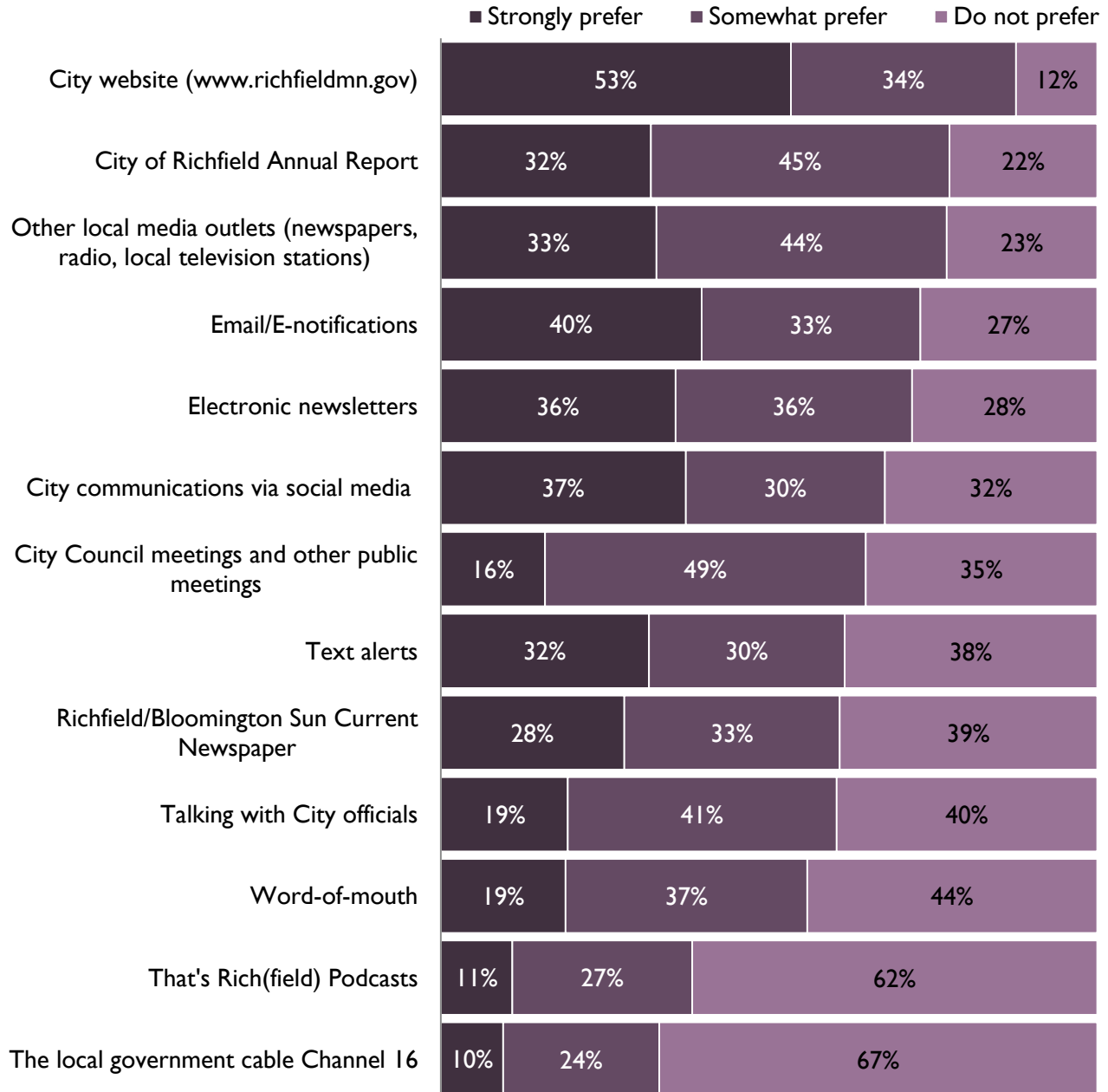


FIGURE 37: SUPPORT OR OPPOSITION FOR A PROPERTY TAX INCREASE FOR NEW FACILITIES OR SERVICES

Please indicate to what extent you would support or oppose a property tax increase for each of the following new facilities or services.

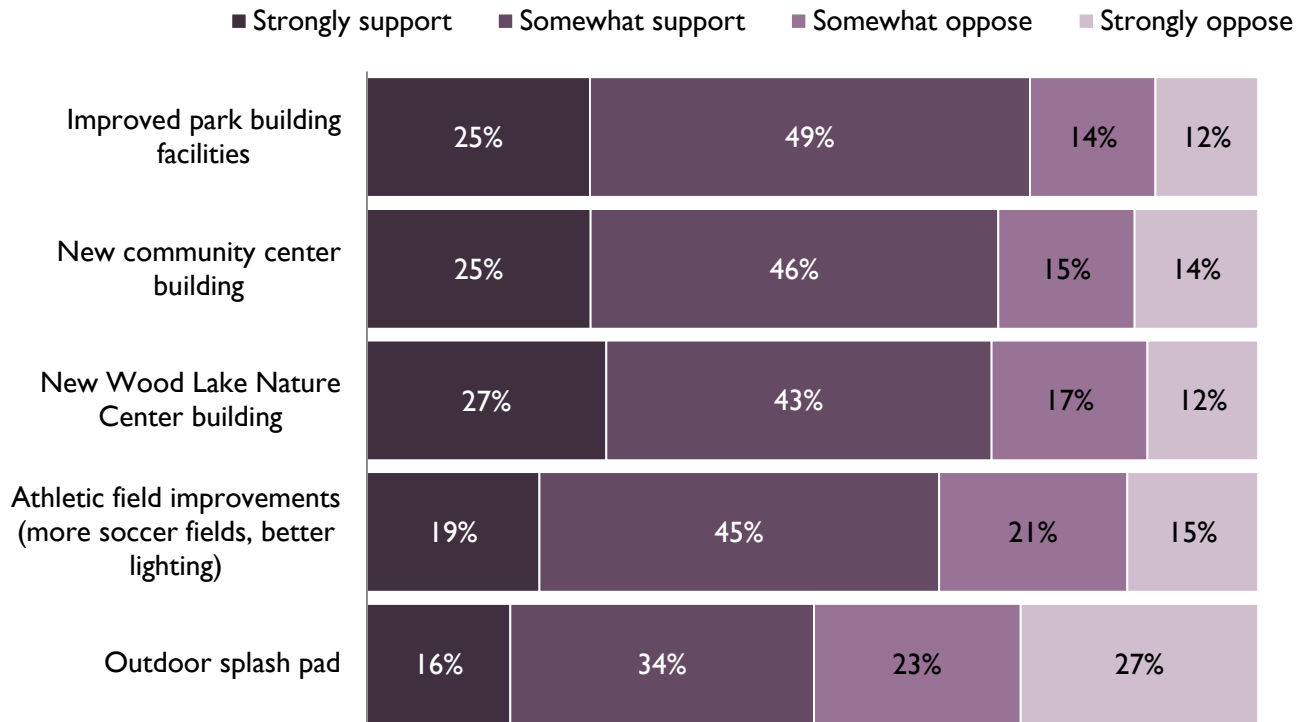
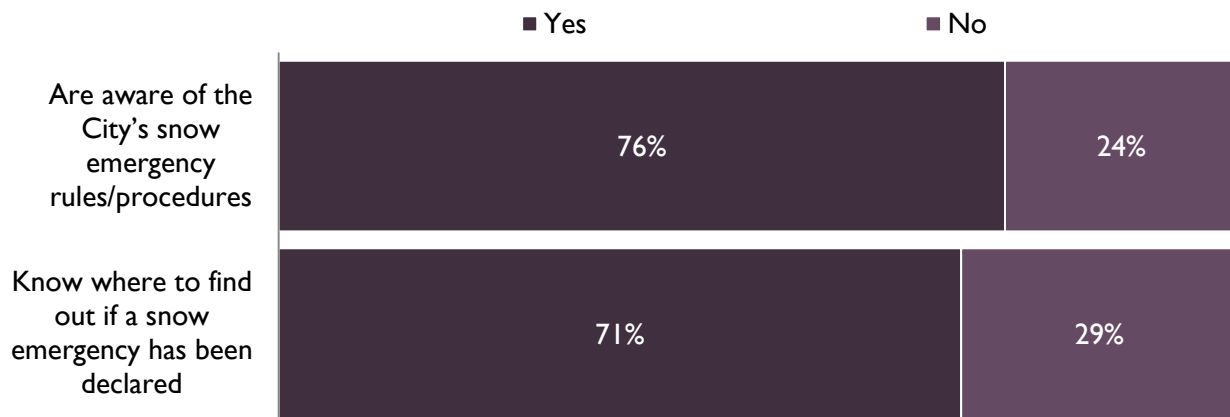


FIGURE 38: SNOW EMERGENCY INFORMATION AND PROCEDURES

Please indicate whether or not you...



THE NCS™

The National Community Survey™

Richfield, MN

*Comparisons by Demographic Subgroups
2020*



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About the Demographic Comparisons

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Richfield's Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by age, sex, race/ethnicity, housing tenure (rent or own), and housing unit type (attached or detached).



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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 1 on the following page, respondents age 18 to 34 (A) gave significantly higher ratings to Richfield as a place to live than those age 35 to 54 (B), as denoted by the “B” listed in the cell of the ratings for those 18 to 34. Additionally, respondents age 35-54 (B) and age 55 and over (C) were more likely to report they would remain in Richfield for the next five years than those age 18 to 34 (A). This was also true of homeowners (B) over renters (A) and those living in detached housing (A) over those living in attached housing (B).

TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall image or reputation of Richfield	70%	72%	72%	69%	74%	68%	78% A	74%	68%	69%	74%	71%
The overall quality of life in Richfield	87%	89%	86%	90%	85%	86%	89%	87%	86%	87%	87%	87%
Richfield as a place to live	97% B	92%	93%	94%	93%	93%	96%	93%	93%	93%	93%	93%
Recommend living in Richfield to someone who asks	95%	97%	93%	94%	97%	95%	95%	93%	95%	95%	94%	94%
Remain in Richfield for the next five years	82%	90% A	93% A	88%	89%	87%	90%	79%	92% A	92% B	79%	88%

TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall confidence in Richfield government	69%	71% C	61%	69%	65%	66%	70%	67%	65%	64%	71%	66%
The overall direction that Richfield is taking	89% B C	76% C	65%	77%	76%	75%	82%	76%	75%	72%	83% A	76%
The value of services for the taxes paid to Richfield	65%	68%	66%	65%	68%	66%	70%	70%	64%	64%	71%	66%
Generally acting in the best interest of the community	71%	72%	64%	71%	67%	68%	73%	68%	68%	67%	71%	68%
Being honest	68%	72%	69%	72%	67%	71%	67%	70%	69%	67%	73%	69%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Being open and transparent to the public	68%	67%	62%	67%	64%	67%	64%	65%	64%	63%	68%	65%
Informing residents about issues facing the community	50%	65% A	58%	60%	56%	59%	59%	61%	55%	54%	64% A	58%
The job Richfield government does at welcoming resident involvement	57%	71% A C	57%	62%	63%	65%	55%	58%	63%	60%	64%	61%
Treating all residents fairly	74%	77%	68%	70%	77%	72%	76%	73%	72%	70%	76%	73%
Treating residents with respect	76%	83%	78%	75%	85% A	81%	77%	74%	81%	80%	76%	79%
Overall customer service by Richfield employees (police, receptionists, planners, etc.)	85%	85%	84%	83%	87%	89% B	73%	82%	85%	84%	86%	84%
Public information services	68%	74%	71%	71%	71%	74%	66%	76%	68%	67%	77%	71%
The City of Richfield	91% C	86%	84%	86%	87%	86%	89%	85%	86%	85%	87%	86%
The Federal Government	29%	46% A	51% A	44%	41%	40%	49%	45%	40%	38%	48% A	42%

TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Richfield	70%	80% A	81% A	82% B	72%	79%	74%	74%	78%	79%	73%	77%
Economic development	74%	65%	68%	71%	67%	69%	68%	69%	68%	66%	74%	69%
Overall quality of business and service establishments in Richfield	83%	77%	79%	78%	82%	78%	84%	82%	77%	78%	81%	79%
Variety of business and service establishments in Richfield	76%	68%	70%	70%	74%	68%	78% A	77% B	67%	67%	77% A	71%
Vibrancy of commercial areas	49%	63% A	59%	57%	58%	50%	73% A	68% B	50%	51%	67% A	57%
Shopping opportunities	70% C	63%	58%	64%	64%	59%	76% A	82% B	52%	54%	79% A	63%
Richfield as a place to visit	53%	70% A	72% A	75% B	53%	59%	77% A	65%	63%	64%	64%	65%
Richfield as a place to work	77%	75%	75%	78%	73%	74%	77%	85% B	68%	67%	87% A	75%
Employment opportunities	68%	57%	60%	61%	63%	57%	69% A	65%	58%	59%	63%	61%
Cost of living in Richfield	65%	64%	58%	58%	67% A	64%	62%	61%	62%	61%	63%	62%
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:	32%	45% A C	30%	31%	41% A	36%	35%	37%	34%	33%	39%	36%
NOT under housing cost stress	77% B C	56% C	45%	55%	66% A	65% B	50%	45%	70% A	71% B	43%	60%

TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	83%	82%	79%	85% B	77%	81%	83%	84%	79%	79%	83%	81%
Traffic flow on major streets	78%	75%	74%	76%	75%	75%	79%	72%	76%	75%	75%	75%
Ease of travel by car in Richfield	91% C	85%	81%	84%	87%	85%	88%	85%	85%	84%	87%	85%
Ease of travel by public transportation in Richfield	77%	84% C	74%	76%	81%	75%	84%	74%	79%	77%	79%	78%
Ease of travel by bicycle in Richfield	77%	84%	79%	78%	82%	78%	86%	76%	82%	82%	75%	80%
Ease of walking in Richfield	74%	84% A C	74%	75%	80%	75%	83% A	76%	77%	78%	74%	76%
Ease of public parking	83%	87% C	75%	80%	83%	83%	78%	73%	85% A	83%	78%	80%
Bus or transit services	76%	87% A	84%	85%	79%	79%	87%	83%	80%	81%	83%	81%
Traffic enforcement	71%	79%	75%	78%	72%	74%	77%	76%	74%	71%	81% A	74%
Traffic signal timing	56%	64%	63%	59%	62%	61%	61%	58%	61%	61%	60%	61%
Street repair	63%	66%	59%	57%	68% A	64%	64%	57%	66% A	64%	58%	62%
Street cleaning	75%	86% A	86% A	79%	85%	85% B	76%	80%	83%	82%	82%	82%
Street lighting	86%	79%	83%	80%	85%	82%	83%	84%	81%	80%	85%	82%

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Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Snow removal	80%	83%	90% A	84%	84%	88% B	76%	81%	85%	84%	84%	84%
Sidewalk maintenance	73%	76%	76%	73%	76%	76%	72%	71%	76%	75%	74%	74%
Used bus, rail, or other public transportation instead of driving	49% C	45% C	34%	42%	43%	36%	55% A	48%	40%	40%	45%	43%
Carpooled with other adults or children instead of driving alone	70% B C	50% C	35%	54%	49%	48%	59% A	57%	50%	52%	53%	52%
Walked or biked instead of driving	83% B C	70% C	58%	69%	71%	71%	67%	76%	69%	71%	69%	70%

TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	81%	79%	73%	76%	79%	77%	82%	82%	74%	75%	81%	77%
Overall appearance of Richfield	66%	75%	72%	67%	75%	69%	74%	66%	72%	72%	67%	70%
Your neighborhood as a place to live	92%	88%	90%	88%	92%	91%	88%	85%	92% A	91%	87%	90%
Overall quality of new development in Richfield	66%	74% C	60%	71%	63%	65%	72%	65%	67%	66%	66%	66%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Well-planned residential growth	61%	73% A C	60%	60%	70% A	59%	81% A	64%	64%	63%	66%	64%
Well-planned commercial growth	59%	67% C	55%	56%	65%	51%	83% A	66%	57%	56%	67% A	60%
Preservation of the historical or cultural character of the community	63%	66%	59%	62%	64%	60%	70%	59%	64%	64%	60%	63%
Public places where people want to spend time	52%	68% A C	57%	58%	60%	55%	68% A	58%	59%	59%	58%	59%
Variety of housing options	63%	73% C	62%	66%	65%	61%	76% A	61%	68%	66%	65%	66%
Availability of affordable quality housing	58%	59%	52%	52%	60%	56%	56%	52%	59%	59%	52%	56%
Land use, planning and zoning	63%	65%	62%	58%	70% A	62%	70%	63%	62%	58%	71% A	63%
Code enforcement (weeds, abandoned buildings, etc.)	74% B C	61%	51%	63%	61%	56%	76% A	71% B	57%	56%	72% A	61%

TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	86%	88%	88%	85%	89%	88%	86%	89%	85%	86%	88%	87%
Affordable high-speed internet access	63%	57%	67%	60%	64%	61%	65%	69% B	57%	56%	71% A	62%
Garbage collection	86% B	77%	78%	82%	78%	79%	82%	83%	78%	76%	86% A	80%
Drinking water	88%	87%	93%	89%	89%	92% B	81%	84%	91% A	90%	86%	89%
Sewer services	89%	87%	89%	89%	87%	90% B	82%	89%	88%	87%	90%	88%
Storm water management (storm drainage, etc.)	75%	90% A	86% A	85%	82%	87% B	74%	84%	84%	82%	86%	83%
Utility billing	87%	81%	82%	85%	82%	83%	83%	88% B	80%	81%	88% A	83%

TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Richfield	76%	81%	79%	76%	82%	78%	83%	81%	76%	77%	80%	78%
Police services	84%	82%	86%	83%	86%	85%	80%	77%	87% A	85%	81%	84%

The National Community Survey™ - Demographic Subgroup Report

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Crime prevention	75%	75%	79%	75%	78%	77%	74%	73%	77%	76%	76%	76%
Animal control	85%	78%	78%	77%	84%	79%	82%	85%	77%	75%	89% A	79%
Ambulance or emergency medical services	85%	93%	93% A	91%	90%	91%	88%	90%	90%	90%	91%	90%
Fire services	96%	91%	94%	96% B	91%	93%	93%	91%	94%	94%	92%	93%
Fire prevention and education	82%	83%	85%	86%	80%	82%	83%	77%	85%	86% B	76%	83%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	70%	75%	74%	74%	71%	77%	76%	72%	69%	81% A	74%
In your neighborhood during the day	99% B	95%	95%	95%	98% A	96%	95%	94%	97%	96%	97%	96%
In Richfield's commercial areas during the day	96% C	96% C	90%	94%	94%	92%	99% A	95%	92%	92%	95%	93%
From property crime	81%	75%	80%	77%	81%	76%	86% A	76%	79%	78%	78%	78%
From violent crime	96% C	90% C	82%	89%	91%	87%	96% A	92%	87%	88%	92%	89%
From fire, flood or other natural disaster	95%	92%	91%	93%	92%	91%	98% A	92%	93%	93%	92%	93%

TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of natural environment in Richfield	73%	83% A	83% A	82%	76%	80%	78%	74%	82% A	83% B	74%	80%
Cleanliness of Richfield	72%	83% A	79%	80%	75%	78%	80%	76%	79%	79%	76%	78%
Water resources (lakes, ponds, etc.)	63%	88% A	80% A	77%	77%	78%	77%	69%	81% A	81% B	70%	77%
Air quality	81%	84%	87%	84%	83%	82%	86%	74%	88% A	86% B	78%	83%
Preservation of natural areas (open space, etc.)	79%	82%	79%	80%	80%	83%	76%	78%	80%	79%	82%	80%
Richfield open space	62%	81% A	74% A	73%	72%	74%	71%	69%	74%	72%	72%	72%
Recycling	75%	83%	80%	82%	76%	81%	74%	73%	82% A	79%	77%	79%
Yard waste pick-up	70%	70%	76%	75%	68%	76% B	61%	72%	71%	68%	82% A	72%

TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of the parks and recreation opportunities	73%	85% A	84% A	80%	81%	82%	77%	74%	84% A	84% B	74%	81%
Availability of paths and walking trails	82%	86%	80%	83%	83%	81%	86%	81%	83%	82%	84%	83%
City parks	80%	87%	85%	84%	84%	85%	80%	75%	89% A	88% B	77%	84%
Recreational opportunities	71%	77%	73%	77%	70%	74%	72%	65%	76% A	76% B	67%	73%
Recreation programs or classes	78%	84%	78%	82%	77%	79%	82%	79%	80%	80%	79%	80%
Recreation centers or facilities	66%	73%	73%	71%	72%	68%	78%	77%	68%	66%	81% A	71%
Fitness opportunities (including exercise classes and paths or trails, etc.)	78%	85%	78%	79%	82%	78%	86% A	78%	81%	81%	78%	80%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall health and wellness opportunities in Richfield	64%	78% A	76% A	76%	69%	72%	74%	68%	74%	75%	68%	72%
Health services	82%	84%	82%	86%	80%	80%	85%	85%	79%	80%	85%	82%
Availability of affordable quality health care	83%	73%	75%	80%	73%	79% B	69%	74%	76%	75%	76%	76%

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Percent rating positively (e.g., excellent/good, excellent/very good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Availability of preventive health services	86% C	78%	71%	79%	77%	80%	72%	71%	80% A	78%	75%	77%
Availability of affordable quality mental health care	58%	68%	56%	59%	63%	64%	55%	65%	57%	54%	68% A	61%
Availability of affordable quality food	82% C	77%	69%	78%	74%	73%	82% A	76%	74%	74%	77%	75%
Would you say that in general your health is:	76% C	71% C	50%	70% B	61%	68%	62%	59%	70% A	69%	61%	66%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall opportunities for education, culture and the arts	46%	61% A	60% A	61% B	51%	52%	65% A	57%	54%	55%	56%	56%
Opportunities to attend cultural/arts/music activities	54%	56%	48%	53%	52%	49%	58%	54%	50%	49%	56%	52%
Community support for the Arts	66% B C	51%	47%	59% B	47%	51%	57%	53%	52%	50%	58%	53%
Availability of affordable quality childcare/preschool	61%	67%	66%	62%	67%	58%	73% A	66%	64%	61%	71%	65%
K-12 education	46%	61% A	61% A	56%	58%	54%	63%	72% B	50%	48%	77% A	57%
Adult educational opportunities	58%	71% A	62%	67%	60%	63%	67%	57%	67%	65%	61%	64%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Opportunities to attend special events and festivals	60%	67%	68%	68%	62%	64%	67%	62%	65%	66%	62%	65%
Public library services	87%	89%	90%	89%	88%	91% B	82%	82%	91% A	90%	85%	88%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Residents' connection and engagement with their community	48%	68% A C	55%	61%	53%	54%	63%	52%	59%	60%	51%	57%
Sense of community	65%	71%	75%	71%	70%	69%	72%	63%	73% A	71%	66%	70%
Sense of civic/community pride	54%	72% A	64%	65%	61%	62%	66%	59%	65%	64%	61%	63%
Richfield as a place to raise children	70%	75%	81% A	80% B	71%	70%	88% A	74%	75%	76%	73%	75%
Richfield as a place to retire	58%	75% A	81% A	82% B	64%	73%	76%	70%	74%	74%	71%	73%
Openness and acceptance of the community toward people of diverse backgrounds	66%	72%	69%	71%	67%	73% B	57%	60%	73% A	71%	64%	69%
Making all residents feel welcome	85%	77%	79%	79%	82%	80%	81%	75%	81%	80%	77%	79%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Attracting people from diverse backgrounds	91% C	84%	83%	88%	83%	89% B	81%	81%	88%	86%	84%	86%
Valuing/respecting residents from diverse backgrounds	87%	79%	78%	83%	79%	82%	80%	80%	81%	80%	82%	81%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	86% C	78% C	64%	71%	82% A	71%	83% A	74%	74%	74%	75%	74%
Opportunities to participate in social events and activities	66%	64%	64%	67%	62%	63%	68%	66%	62%	63%	65%	64%
Opportunities to volunteer	61%	63%	72%	69%	62%	67%	65%	66%	65%	64%	68%	66%
Opportunities to participate in community matters	57%	65%	65%	64%	63%	64%	61%	57%	64%	63%	59%	62%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Contacted the City of Richfield (in-person, phone, email or web) for help or information	41%	53% A	50%	46%	49%	49%	46%	32%	57% A	57% B	33%	48%
Contacted Richfield elected officials (in-person, phone, email or web) to express your opinion	8%	16% A	14%	12%	13%	9%	19% A	9%	15% A	14%	9%	12%

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Percent rating positively (e.g., yes in the last 12 months)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards or commissions, town halls, neighborhood watch, etc.)	5%	16% A	17% A	12%	15%	13%	14%	6%	18% A	16% B	9%	14%
Watched (online or on television) a local public meeting	7%	19% A	16% A	14%	14%	10%	23% A	16%	13%	14%	12%	13%
Volunteered your time to some group/activity in Richfield	17%	29% A	22%	24%	20%	21%	27%	19%	25%	24%	20%	23%
Campaigned or advocated for a local issue, cause or candidate	6%	8%	13% A	9%	9%	8%	14% A	7%	10%	9%	9%	9%
Voted in your most recent local election	53%	68% A	79% A B	68%	66%	74% B	50%	49%	77% A	75% B	52%	67%

TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least once every few weeks)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Access the internet from your home using a computer, laptop or tablet computer	95% C	93% C	83%	86%	94% A	92% B	85%	81%	94% A	94% B	84%	90%
Access the internet from your cell phone	100% C	98% C	67%	88%	91%	87%	96% A	90%	88%	90%	86%	88%

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Percent rating positively (e.g., at least once every few weeks)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	95% B C	84% C	59%	82%	78%	78%	87% A	79%	81%	81%	79%	80%
Use or check email	100% C	99% C	85%	94%	97%	94%	96%	94%	96%	97% B	92%	95%
Share your opinions online	56% C	48% C	27%	43%	45%	40%	55% A	39%	46%	46%	40%	44%
Shop online	95% B C	80% C	52%	71%	81% A	77%	75%	70%	80% A	80% B	70%	76%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Richfield	91%	88%	87%	92% B	86%	88%	90%	86%	90%	90%	85%	89%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	69%	69%	79% A B	73%	71%	72%	74%	80% B	68%	69%	78% A	73%
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	63%	77% A	79% A	75%	71%	72%	75%	70%	74%	75%	68%	73%
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	74%	85% A	91% A	85%	81%	82%	87%	79%	85%	85%	79%	83%

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Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Richfield	92%	94%	96%	97% B	91%	93%	97% A	97% B	92%	93%	96%	94%
Overall quality of natural environment in Richfield	84%	89%	85%	89%	83%	83%	93% A	87%	86%	86%	87%	86%
Overall quality of the parks and recreation opportunities	79%	86%	82%	84%	80%	81%	86%	83%	82%	82%	83%	83%
Overall health and wellness opportunities in Richfield	68%	72%	75%	77% B	66%	66%	85% A	79% B	67%	67%	79% A	72%
Overall opportunities for education, culture and the arts	65%	80% A C	70%	77% B	66%	67%	82% A	75%	69%	68%	77% A	72%
Residents' connection and engagement with their community	59%	74% A	76% A	73%	67%	64%	83% A	73%	68%	67%	74%	70%

TABLE 16: PREFERENCE FOR SOURCES OF INFORMATION

Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services: (Percent rating as "Strongly prefer" or "Somewhat prefer").	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
City website (www.richfieldmn.gov)	97% C	92% C	73%	86%	90%	88%	88%	85%	89%	89%	85%	88%
Richfield/Bloomington Sun Current Newspaper	37%	65% A	79% A B	64%	57%	58%	65%	59%	61%	61%	59%	61%
The local government cable Channel 16	19%	40% A	41% A	29%	38% A	28%	45% A	37%	30%	32%	35%	33%

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Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services: (Percent rating as "Strongly prefer" or "Somewhat prefer").	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
That's Rich(field) Podcasts	38% C	51% A C	27%	35%	42%	34%	50% A	39%	38%	39%	37%	38%
Other local media outlets (newspapers, radio, local television stations)	69%	76%	84% A	78%	75%	76%	77%	89% B	70%	70%	89% A	77%
City of Richfield Annual Report	71%	83% A	79%	75%	81%	76%	81%	74%	79%	80%	73%	78%
City Council meetings and other public meetings	48%	69% A	76% A	67%	61%	61%	70%	61%	66%	65%	63%	65%
Talking with City officials	46%	68% A	66% A	61%	58%	52%	77% A	63%	58%	57%	64%	60%
City communications via social media (i.e. Facebook, Twitter or YouTube)	84% C	77% C	43%	67%	69%	63%	81% A	68%	68%	69%	65%	68%
Word-of-mouth	50%	60%	57%	55%	57%	54%	61%	64% B	51%	54%	60%	56%
Electronic newsletters	78% C	79% C	60%	71%	74%	73%	73%	69%	74%	75%	67%	72%
Text alerts	60%	74% A C	52%	69% B	54%	58%	73% A	56%	64%	64%	59%	62%
Email/E-notifications	73%	83% A C	64%	76%	71%	74%	74%	65%	77% A	78% B	65%	73%

TABLE 17: SUPPORT OR OPPOSITION FOR A PROPERTY TAX INCREASE FOR NEW FACILITIES OR SERVICES

Please indicate to what extent you would support or oppose a property tax increase for each of the following new facilities or services. (Percent rating as "Strongly support" or "Somewhat support").	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
New Wood Lake Nature Center building	71%	73%	65%	77% B	63%	68%	76%	81% B	64%	64%	80% A	70%
Outdoor splash pad	49%	62% A C	38%	56% B	44%	43%	69% A	56%	47%	49%	53%	50%
Athletic field improvements (more soccer fields, better lighting)	59%	71% A	62%	67%	61%	57%	82% A	69%	62%	62%	67%	64%
New community center building	74% C	77% C	62%	77% B	65%	68%	80% A	80% B	67%	67%	77% A	71%
Improved park building facilities	74%	82% C	68%	84% B	65%	71%	84% A	86% B	68%	69%	84% A	74%

TABLE 18: SNOW EMERGENCY INFORMATION AND PROCEDURES

Please indicate whether or not you....: (Percent rating as "Yes").	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Are aware of the City's snow emergency rules/procedures	68%	80% A	78% A	83% B	66%	74%	79%	67%	80% A	80% B	69%	76%
Know where to find out if a snow emergency has been declared	69%	75%	69%	79% B	62%	73%	68%	68%	73%	72%	69%	71%

TABLE 19: LINE ITEM ADDITION TO QUESTION 4

Please rate how safe or unsafe you feel: (Percent rating as "Very safe" or "Somewhat safe").	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Utilizing the City's roundabouts	79% B C	69%	64%	69%	73%	67%	82% A	72%	68%	66%	76% A	70%

TABLE 20: LINE ITEM ADDITION TO QUESTION 11

Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "Excellent" or "Good").	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The State of Minnesota	62%	71%	66%	68%	65%	67%	67%	64%	67%	65%	67%	66%



The National Community Survey™

Richfield, MN

*Supplemental Online Survey Results
2020*



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About the Open Participation Online Survey

As part of its participation in The National Community Survey™, the City of Richfield conducted a mailed survey of 2,500 residents. Surveys were mailed to randomly selected households in January and February 2020 and data were collected through March 2020 (see the report, *The National Community Survey: Community Livability Report, Richfield, MN, 2020*). The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during March 2020 and 107 surveys were received. This report contains the results of this opt-in administration of the web-based survey. These data were not collected through a random sample and it is unknown who in the community was aware of link on the City's website; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were weighted to match the demographic characteristics of the 2010 Census and 2017 American Community Survey estimates for adults in the City of Richfield.

The results of the weighting scheme for the opt-in survey are presented in the following table.

Table 1: Richfield, MN 2020 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	37%	9%	23%
Own home	63%	91%	77%
Detached unit*	63%	90%	73%
Attached unit*	37%	10%	27%
Race and Ethnicity			
White	75%	92%	83%
Not white	25%	8%	17%
Not Hispanic	86%	96%	96%
Hispanic	14%	4%	4%
Sex and Age			
Female	52%	75%	59%
Male	48%	25%	41%
18-34 years of age	34%	21%	29%
35-54 years of age	34%	47%	39%
55+ years of age	32%	32%	32%
Females 18-34	17%	15%	18%
Females 35-54	17%	31%	19%
Females 55+	18%	28%	21%
Males 18-34	18%	7%	13%
Males 35-54	17%	14%	17%
Males 55+	13%	5%	11%
Area			
Ward 1	36%	27%	38%
Ward 2	36%	48%	38%
Ward 3	29%	28%	24%

* U.S. Census Bureau, ACS 2017 5-year estimates

Complete Survey Responses to Online Open Participation Survey

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” response option, two tables for that question are provided: the first that excludes the “don’t know” responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 2: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Richfield:	Excellent		Good		Fair		Poor		Total	
Richfield as a place to live	33%	N=34	63%	N=66	4%	N=4	0%	N=0	100%	N=104
Your neighborhood as a place to live	39%	N=37	57%	N=54	4%	N=3	0%	N=0	100%	N=95
Richfield as a place to raise children	23%	N=19	59%	N=46	18%	N=14	0%	N=0	100%	N=79
Richfield as a place to work	24%	N=14	52%	N=30	13%	N=8	10%	N=6	100%	N=57
Richfield as a place to visit	14%	N=13	43%	N=39	35%	N=31	8%	N=7	100%	N=91
Richfield as a place to retire	32%	N=23	45%	N=32	19%	N=14	4%	N=3	100%	N=72
The overall quality of life in Richfield	31%	N=29	66%	N=61	2%	N=2	2%	N=1	100%	N=93
Sense of community	19%	N=18	48%	N=44	30%	N=28	3%	N=3	100%	N=92

Table 3: Question 1 with "don't know" responses

Please rate each of the following aspects of quality of life in Richfield:	Excellent		Good		Fair		Poor		Don't know		Total	
Richfield as a place to live	33%	N=34	63%	N=66	4%	N=4	0%	N=0	0%	N=0	100%	N=104
Your neighborhood as a place to live	39%	N=37	57%	N=54	4%	N=3	0%	N=0	0%	N=0	100%	N=95
Richfield as a place to raise children	20%	N=19	50%	N=46	15%	N=14	0%	N=0	15%	N=14	100%	N=93
Richfield as a place to work	15%	N=14	33%	N=30	8%	N=8	6%	N=6	38%	N=35	100%	N=92
Richfield as a place to visit	14%	N=13	42%	N=39	34%	N=31	8%	N=7	2%	N=2	100%	N=93
Richfield as a place to retire	25%	N=23	35%	N=32	15%	N=14	3%	N=3	22%	N=20	100%	N=92
The overall quality of life in Richfield	31%	N=29	66%	N=61	2%	N=2	2%	N=1	0%	N=0	100%	N=93
Sense of community	19%	N=18	47%	N=44	30%	N=28	3%	N=3	1%	N=1	100%	N=93

Table 4: Question 2 without "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole:	Excellent		Good		Fair		Poor		Total	
Overall economic health of Richfield	14%	N=11	70%	N=55	16%	N=13	0%	N=0	100%	N=79
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	22%	N=21	56%	N=53	17%	N=16	4%	N=4	100%	N=94
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	13%	N=12	56%	N=52	30%	N=29	1%	N=1	100%	N=94
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	25%	N=24	59%	N=55	14%	N=13	1%	N=1	100%	N=93
Overall feeling of safety in Richfield	22%	N=21	52%	N=49	22%	N=21	5%	N=4	100%	N=94
Overall quality of natural environment in Richfield	30%	N=29	51%	N=48	15%	N=14	3%	N=3	100%	N=94
Overall quality of the parks and recreation opportunities	33%	N=31	55%	N=52	10%	N=9	2%	N=2	100%	N=94
Overall health and wellness opportunities in Richfield	18%	N=15	56%	N=47	24%	N=20	1%	N=1	100%	N=84
Overall opportunities for education, culture and the arts	5%	N=4	46%	N=39	35%	N=30	14%	N=12	100%	N=85
Residents' connection and engagement with their community	12%	N=10	57%	N=49	26%	N=22	6%	N=5	100%	N=86

Table 5: Question 2 with "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall economic health of Richfield	11%	N=11	55%	N=55	13%	N=13	0%	N=0	20%	N=20	100%	N=99
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	22%	N=21	56%	N=53	17%	N=16	4%	N=4	0%	N=0	100%	N=94
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	13%	N=12	56%	N=52	30%	N=29	1%	N=1	0%	N=0	100%	N=94
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	25%	N=24	59%	N=55	14%	N=13	1%	N=1	0%	N=0	100%	N=93
Overall feeling of safety in Richfield	22%	N=21	52%	N=49	22%	N=21	5%	N=4	0%	N=0	100%	N=94
Overall quality of natural environment in Richfield	30%	N=29	51%	N=48	15%	N=14	3%	N=3	0%	N=0	100%	N=94
Overall quality of the parks and recreation opportunities	33%	N=31	55%	N=52	10%	N=9	2%	N=2	0%	N=0	100%	N=94
Overall health and wellness opportunities in Richfield	16%	N=15	50%	N=47	21%	N=20	1%	N=1	11%	N=10	100%	N=94
Overall opportunities for education, culture and the arts	4%	N=4	42%	N=39	31%	N=30	12%	N=12	10%	N=10	100%	N=94
Residents' connection and engagement with their community	11%	N=10	52%	N=49	23%	N=22	5%	N=5	9%	N=9	100%	N=94

Table 6: Question 3 without "don't know" responses

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Richfield to someone who asks	54%	N=50	39%	N=37	7%	N=7	0%	N=0	100%	N=94
Remain in Richfield for the next five years	60%	N=51	33%	N=29	5%	N=4	3%	N=2	100%	N=86

Table 7: Question 3 with "don't know" responses

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Richfield to someone who asks	54%	N=50	39%	N=37	7%	N=7	0%	N=0	0%	N=0	100%	N=94
Remain in Richfield for the next five years	60%	N=51	33%	N=29	5%	N=4	3%	N=2	0%	N=0	100%	N=86

Table 8: Question 4 without "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	71%	N=64	22%	N=19	6%	N=5	1%	N=1	0%	N=0	100%	N=90
In Richfield's commercial areas during the day	66%	N=59	20%	N=18	10%	N=9	4%	N=3	0%	N=0	100%	N=90
From property crime	26%	N=23	62%	N=54	5%	N=4	7%	N=6	0%	N=0	100%	N=88
From violent crime	52%	N=47	40%	N=36	7%	N=7	0%	N=0	0%	N=0	100%	N=90
From fire, flood or other natural disaster	68%	N=61	26%	N=23	5%	N=5	0%	N=0	0%	N=0	100%	N=89
Utilizing the City's roundabouts	27%	N=24	54%	N=48	5%	N=4	9%	N=8	7%	N=6	100%	N=89

Table 9: Question 4 with "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	71%	N=64	22%	N=19	6%	N=5	1%	N=1	0%	N=0	0%	N=0	100%	N=90
In Richfield's commercial areas during the day	66%	N=59	20%	N=18	10%	N=9	4%	N=3	0%	N=0	0%	N=0	100%	N=90
From property crime	25%	N=23	61%	N=54	5%	N=4	7%	N=6	0%	N=0	1%	N=1	100%	N=89
From violent crime	52%	N=47	40%	N=36	7%	N=7	0%	N=0	0%	N=0	0%	N=0	100%	N=90
From fire, flood or other natural disaster	67%	N=61	26%	N=23	5%	N=5	0%	N=0	0%	N=0	1%	N=1	100%	N=90
Utilizing the City's roundabouts	27%	N=24	54%	N=48	5%	N=4	9%	N=8	7%	N=6	0%	N=0	100%	N=89

Table 10: Question 5 without "don't know" responses

Please rate the job you feel the Richfield community does at each of the following.	Excellent		Good		Fair		Poor		Total	
Making all residents feel welcome	29%	N=24	43%	N=36	27%	N=22	1%	N=1	100%	N=82
Attracting people from diverse backgrounds	36%	N=28	28%	N=22	36%	N=28	0%	N=0	100%	N=78
Valuing/respecting residents from diverse backgrounds	25%	N=20	43%	N=33	32%	N=25	0%	N=0	100%	N=78
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	18%	N=11	52%	N=32	27%	N=17	4%	N=2	100%	N=62

Table 11: Question 5 with "don't know" responses

Please rate the job you feel the Richfield community does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Making all residents feel welcome	26%	N=24	39%	N=36	24%	N=22	1%	N=1	11%	N=10	100%	N=92
Attracting people from diverse backgrounds	32%	N=28	24%	N=22	32%	N=28	0%	N=0	11%	N=10	100%	N=88
Valuing/respecting residents from diverse backgrounds	22%	N=20	38%	N=33	28%	N=25	0%	N=0	11%	N=10	100%	N=88
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	13%	N=11	37%	N=32	19%	N=17	3%	N=2	29%	N=25	100%	N=87

Table 12: Question 6 without "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole:	Excellent		Good		Fair		Poor		Total	
Overall quality of business and service establishments in Richfield	15%	N=13	53%	N=47	31%	N=27	1%	N=1	100%	N=88
Variety of business and service establishments in Richfield	14%	N=12	42%	N=37	41%	N=36	3%	N=3	100%	N=88
Vibrancy of commercial areas	6%	N=5	45%	N=40	43%	N=37	6%	N=6	100%	N=88
Employment opportunities	14%	N=8	42%	N=22	30%	N=16	13%	N=7	100%	N=53
Shopping opportunities	19%	N=16	39%	N=34	32%	N=28	10%	N=9	100%	N=88
Cost of living in Richfield	18%	N=16	45%	N=39	36%	N=31	1%	N=1	100%	N=88
Overall image or reputation of Richfield	13%	N=11	62%	N=54	24%	N=21	1%	N=1	100%	N=87

Table 13: Question 6 with "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall quality of business and service establishments in Richfield	15%	N=13	53%	N=47	31%	N=27	1%	N=1	0%	N=0	100%	N=88
Variety of business and service establishments in Richfield	14%	N=12	42%	N=37	41%	N=36	3%	N=3	0%	N=0	100%	N=88
Vibrancy of commercial areas	6%	N=5	45%	N=40	43%	N=37	6%	N=6	0%	N=0	100%	N=88
Employment opportunities	9%	N=8	25%	N=22	18%	N=16	8%	N=7	40%	N=35	100%	N=88
Shopping opportunities	19%	N=16	39%	N=34	32%	N=28	10%	N=9	0%	N=0	100%	N=88
Cost of living in Richfield	18%	N=16	45%	N=39	36%	N=31	1%	N=1	0%	N=0	100%	N=88
Overall image or reputation of Richfield	12%	N=11	62%	N=54	23%	N=21	1%	N=1	1%	N=1	100%	N=88

Table 14: Question 7 without "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole.	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	22%	N=19	46%	N=41	19%	N=17	13%	N=12	100%	N=89
Ease of public parking	13%	N=11	72%	N=60	13%	N=10	2%	N=2	100%	N=83
Ease of travel by car in Richfield	30%	N=26	49%	N=42	18%	N=15	3%	N=2	100%	N=85
Ease of travel by public transportation in Richfield	35%	N=16	29%	N=13	31%	N=14	6%	N=3	100%	N=46
Ease of travel by bicycle in Richfield	20%	N=12	44%	N=25	24%	N=14	12%	N=7	100%	N=58
Ease of walking in Richfield	27%	N=22	39%	N=33	24%	N=20	10%	N=8	100%	N=84
Well-planned residential growth	24%	N=15	33%	N=20	28%	N=17	15%	N=9	100%	N=62
Well-planned commercial growth	26%	N=15	26%	N=15	43%	N=24	6%	N=3	100%	N=57
Preservation of the historical or cultural character of the community	22%	N=15	39%	N=26	29%	N=19	10%	N=6	100%	N=66
Public places where people want to spend time	21%	N=18	45%	N=38	17%	N=14	16%	N=14	100%	N=84
Variety of housing options	10%	N=8	40%	N=32	38%	N=31	12%	N=9	100%	N=81
Availability of affordable quality housing	19%	N=14	21%	N=16	39%	N=29	21%	N=16	100%	N=75
Overall quality of new development in Richfield	14%	N=11	42%	N=32	35%	N=27	9%	N=7	100%	N=77
Overall appearance of Richfield	5%	N=4	72%	N=61	21%	N=18	3%	N=2	100%	N=85
Cleanliness of Richfield	13%	N=11	67%	N=57	19%	N=16	1%	N=1	100%	N=85
Water resources (lakes, ponds, etc.)	14%	N=12	67%	N=57	16%	N=14	3%	N=2	100%	N=85
Air quality	12%	N=10	79%	N=67	8%	N=6	1%	N=1	100%	N=85
Availability of paths and walking trails	33%	N=28	52%	N=44	10%	N=9	5%	N=4	100%	N=85
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=21	46%	N=36	23%	N=18	3%	N=2	100%	N=77
Recreational opportunities	28%	N=22	46%	N=36	25%	N=19	0%	N=0	100%	N=77
Availability of affordable quality food	20%	N=17	57%	N=48	18%	N=15	5%	N=5	100%	N=85
Availability of affordable quality health care	19%	N=12	60%	N=37	16%	N=10	4%	N=3	100%	N=62
Availability of preventive health services	25%	N=16	53%	N=33	20%	N=13	2%	N=1	100%	N=63
Availability of affordable quality mental health care	13%	N=4	15%	N=5	65%	N=21	7%	N=2	100%	N=32
Opportunities to attend cultural/arts/music activities	15%	N=11	26%	N=20	52%	N=40	6%	N=5	100%	N=77

The National Community Survey™ - Supplemental Online Survey Report

Please rate each of the following characteristics as they relate to Richfield as a whole.	Excellent		Good		Fair		Poor		Total	
Community support for the Arts	18%	N=13	24%	N=18	54%	N=40	4%	N=3	100%	N=74
Availability of affordable quality childcare/preschool	10%	N=3	39%	N=11	43%	N=12	7%	N=2	100%	N=28
K-12 education	7%	N=3	49%	N=20	17%	N=7	26%	N=11	100%	N=41
Adult educational opportunities	13%	N=8	51%	N=32	32%	N=20	5%	N=3	100%	N=63
Sense of civic/community pride	16%	N=13	51%	N=41	26%	N=21	7%	N=6	100%	N=80
Opportunities to participate in social events and activities	12%	N=9	46%	N=35	40%	N=30	2%	N=2	100%	N=77
Opportunities to attend special events and festivals	13%	N=11	54%	N=44	31%	N=26	1%	N=1	100%	N=82
Opportunities to volunteer	20%	N=14	45%	N=31	28%	N=19	8%	N=5	100%	N=69
Opportunities to participate in community matters	16%	N=13	54%	N=43	19%	N=15	12%	N=9	100%	N=80
Openness and acceptance of the community toward people of diverse backgrounds	25%	N=17	45%	N=30	20%	N=14	10%	N=6	100%	N=68

Table 15: Question 7 with "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	22%	N=19	46%	N=41	19%	N=17	13%	N=12	0%	N=0	100%	N=89
Ease of public parking	13%	N=11	69%	N=60	12%	N=10	2%	N=2	4%	N=3	100%	N=86
Ease of travel by car in Richfield	30%	N=26	49%	N=42	18%	N=15	3%	N=2	0%	N=0	100%	N=85
Ease of travel by public transportation in Richfield	19%	N=16	15%	N=13	17%	N=14	3%	N=3	46%	N=39	100%	N=85
Ease of travel by bicycle in Richfield	14%	N=12	30%	N=25	16%	N=14	8%	N=7	32%	N=27	100%	N=85
Ease of walking in Richfield	26%	N=22	39%	N=33	23%	N=20	10%	N=8	1%	N=1	100%	N=85
Well-planned residential growth	17%	N=15	24%	N=20	21%	N=17	11%	N=9	27%	N=23	100%	N=85
Well-planned commercial growth	17%	N=15	18%	N=15	29%	N=24	4%	N=3	32%	N=27	100%	N=85
Preservation of the historical or cultural character of the community	17%	N=15	31%	N=26	22%	N=19	8%	N=6	22%	N=19	100%	N=85
Public places where people want to spend time	21%	N=18	45%	N=38	17%	N=14	16%	N=14	1%	N=1	100%	N=85
Variety of housing options	10%	N=8	38%	N=32	37%	N=31	11%	N=9	4%	N=3	100%	N=85
Availability of affordable quality housing	17%	N=14	19%	N=16	34%	N=29	18%	N=16	12%	N=10	100%	N=85
Overall quality of new development in Richfield	13%	N=11	38%	N=32	32%	N=27	8%	N=7	9%	N=8	100%	N=85

The National Community Survey™ - Supplemental Online Survey Report

Please rate each of the following characteristics as they relate to Richfield as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall appearance of Richfield	5%	N=4	72%	N=61	21%	N=18	3%	N=2	0%	N=0	100%	N=85
Cleanliness of Richfield	13%	N=11	67%	N=57	19%	N=16	1%	N=1	0%	N=0	100%	N=85
Water resources (lakes, ponds, etc.)	14%	N=12	67%	N=57	16%	N=14	3%	N=2	0%	N=0	100%	N=85
Air quality	12%	N=10	79%	N=67	8%	N=6	1%	N=1	0%	N=0	100%	N=85
Availability of paths and walking trails	33%	N=28	52%	N=44	10%	N=9	5%	N=4	0%	N=0	100%	N=85
Fitness opportunities (including exercise classes and paths or trails, etc.)	25%	N=21	42%	N=36	21%	N=18	3%	N=2	9%	N=8	100%	N=85
Recreational opportunities	26%	N=22	43%	N=36	23%	N=19	0%	N=0	8%	N=6	100%	N=83
Availability of affordable quality food	20%	N=17	57%	N=48	18%	N=15	5%	N=5	0%	N=0	100%	N=85
Availability of affordable quality health care	14%	N=12	44%	N=37	12%	N=10	3%	N=3	27%	N=23	100%	N=85
Availability of preventive health services	19%	N=16	39%	N=33	15%	N=13	2%	N=1	26%	N=22	100%	N=85
Availability of affordable quality mental health care	5%	N=4	6%	N=5	25%	N=21	3%	N=2	62%	N=52	100%	N=85
Opportunities to attend cultural/arts/music activities	14%	N=11	24%	N=20	47%	N=40	6%	N=5	10%	N=8	100%	N=85
Community support for the Arts	15%	N=13	21%	N=18	47%	N=40	4%	N=3	13%	N=11	100%	N=85
Availability of affordable quality childcare/preschool	4%	N=3	13%	N=11	15%	N=12	2%	N=2	66%	N=56	100%	N=84
K-12 education	4%	N=3	24%	N=20	8%	N=7	13%	N=11	51%	N=43	100%	N=84
Adult educational opportunities	9%	N=8	38%	N=32	24%	N=20	3%	N=3	26%	N=22	100%	N=85
Sense of civic/community pride	15%	N=13	48%	N=41	24%	N=21	7%	N=6	5%	N=4	100%	N=85
Opportunities to participate in social events and activities	11%	N=9	41%	N=35	36%	N=30	2%	N=2	9%	N=8	100%	N=85
Opportunities to attend special events and festivals	13%	N=11	52%	N=44	31%	N=26	1%	N=1	3%	N=2	100%	N=85
Opportunities to volunteer	16%	N=14	37%	N=31	22%	N=19	6%	N=5	19%	N=16	100%	N=85
Opportunities to participate in community matters	15%	N=13	51%	N=43	17%	N=15	11%	N=9	6%	N=5	100%	N=85
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=17	36%	N=30	17%	N=14	8%	N=6	19%	N=16	100%	N=84

Table 16: Question 8

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Contacted the City of Richfield (in-person, phone, email or web) for help or information	42%	N=36	58%	N=48	100%	N=84
Contacted Richfield elected officials (in-person, phone, email or web) to express your opinion	76%	N=64	24%	N=20	100%	N=85
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards or commissions, town halls, neighborhood watch, etc.)	68%	N=58	32%	N=27	100%	N=85
Watched (online or on television) a local public meeting	71%	N=60	29%	N=25	100%	N=85
Volunteered your time to some group/activity in Richfield	69%	N=58	31%	N=27	100%	N=85
Campaigned or advocated for a local issue, cause or candidate	78%	N=66	22%	N=19	100%	N=85
Voted in your most recent local election	11%	N=9	89%	N=76	100%	N=85
Used bus, rail, or other public transportation instead of driving	70%	N=59	30%	N=25	100%	N=85
Carpooled with other adults or children instead of driving alone	52%	N=44	48%	N=40	100%	N=85
Walked or biked instead of driving	30%	N=25	70%	N=59	100%	N=85

Table 17: Question 9 without "don't know" responses

Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.	Excellent		Good		Fair		Poor		Total	
Public information services	15%	N=10	65%	N=44	16%	N=11	5%	N=3	100%	N=68
Economic development	7%	N=5	59%	N=40	28%	N=19	5%	N=4	100%	N=68
Traffic enforcement	11%	N=8	59%	N=44	13%	N=10	17%	N=12	100%	N=75
Traffic signal timing	2%	N=2	61%	N=49	29%	N=23	7%	N=6	100%	N=79
Street repair	19%	N=15	47%	N=38	27%	N=22	7%	N=6	100%	N=81
Street cleaning	27%	N=22	60%	N=48	10%	N=8	3%	N=2	100%	N=80
Street lighting	25%	N=20	58%	N=46	14%	N=12	3%	N=3	100%	N=80
Snow removal	56%	N=46	35%	N=29	6%	N=5	3%	N=2	100%	N=81
Sidewalk maintenance	26%	N=19	43%	N=31	24%	N=17	7%	N=5	100%	N=72
Bus or transit services	41%	N=23	32%	N=18	24%	N=13	2%	N=1	100%	N=55
Land use, planning and zoning	14%	N=9	44%	N=30	31%	N=21	12%	N=8	100%	N=69
Code enforcement (weeds, abandoned buildings, etc.)	21%	N=14	32%	N=21	21%	N=14	25%	N=16	100%	N=65

The National Community Survey™ - Supplemental Online Survey Report

Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.	Excellent		Good		Fair		Poor		Total	
Affordable high-speed internet access	14%	N=9	51%	N=31	7%	N=4	28%	N=17	100%	N=61
Garbage collection	37%	N=29	45%	N=35	12%	N=10	6%	N=5	100%	N=79
Drinking water	48%	N=39	44%	N=36	7%	N=6	0%	N=0	100%	N=81
Sewer services	36%	N=28	57%	N=44	5%	N=4	1%	N=1	100%	N=77
Storm water management (storm drainage, etc.)	29%	N=22	58%	N=45	11%	N=8	3%	N=2	100%	N=78
Utility billing	23%	N=18	54%	N=43	22%	N=17	1%	N=1	100%	N=79
Police services	24%	N=18	52%	N=40	24%	N=18	0%	N=0	100%	N=76
Crime prevention	9%	N=7	57%	N=41	32%	N=24	2%	N=1	100%	N=73
Animal control	15%	N=9	55%	N=32	21%	N=12	9%	N=5	100%	N=58
Ambulance or emergency medical services	51%	N=28	41%	N=23	6%	N=3	2%	N=1	100%	N=55
Fire services	57%	N=35	41%	N=25	0%	N=0	2%	N=1	100%	N=62
Fire prevention and education	37%	N=16	54%	N=24	7%	N=3	2%	N=1	100%	N=44
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	24%	N=8	63%	N=20	10%	N=3	3%	N=1	100%	N=33
Preservation of natural areas (open space, etc.)	24%	N=16	61%	N=42	15%	N=11	0%	N=0	100%	N=70
Richfield open space	19%	N=13	52%	N=35	26%	N=18	2%	N=1	100%	N=67
Recycling	26%	N=19	47%	N=35	25%	N=18	2%	N=1	100%	N=74
Yard waste pick-up	29%	N=20	47%	N=33	20%	N=14	5%	N=3	100%	N=70
City parks	30%	N=25	60%	N=49	9%	N=7	1%	N=1	100%	N=81
Recreation programs or classes	13%	N=8	66%	N=41	15%	N=9	7%	N=4	100%	N=63
Recreation centers or facilities	7%	N=4	49%	N=28	25%	N=15	18%	N=10	100%	N=57
Health services	24%	N=12	57%	N=29	16%	N=8	2%	N=1	100%	N=51
Public library services	35%	N=24	56%	N=38	8%	N=6	0%	N=0	100%	N=68
Overall customer service by Richfield employees (police, receptionists, planners, etc.)	39%	N=29	45%	N=34	11%	N=8	4%	N=3	100%	N=75

Table 18: Question 9 with "don't know" responses

Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.	Excellent		Good		Fair		Poor		Don't know		Total	
Public information services	12%	N=10	54%	N=44	13%	N=11	4%	N=3	17%	N=14	100%	N=81
Economic development	6%	N=5	51%	N=40	24%	N=19	5%	N=4	13%	N=11	100%	N=78
Traffic enforcement	10%	N=8	55%	N=44	12%	N=10	16%	N=12	7%	N=6	100%	N=80
Traffic signal timing	2%	N=2	61%	N=49	29%	N=23	7%	N=6	1%	N=1	100%	N=80
Street repair	19%	N=15	47%	N=38	27%	N=22	7%	N=6	0%	N=0	100%	N=81
Street cleaning	27%	N=22	59%	N=48	10%	N=8	3%	N=2	1%	N=1	100%	N=81
Street lighting	24%	N=20	57%	N=46	14%	N=12	3%	N=3	1%	N=1	100%	N=81
Snow removal	56%	N=46	35%	N=29	6%	N=5	3%	N=2	0%	N=0	100%	N=81
Sidewalk maintenance	23%	N=19	38%	N=31	22%	N=17	6%	N=5	11%	N=9	100%	N=81
Bus or transit services	28%	N=23	22%	N=18	16%	N=13	1%	N=1	33%	N=27	100%	N=81
Land use, planning and zoning	11%	N=9	37%	N=30	26%	N=21	10%	N=8	16%	N=13	100%	N=81
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=14	26%	N=21	17%	N=14	20%	N=16	21%	N=17	100%	N=81
Affordable high-speed internet access	11%	N=9	38%	N=31	5%	N=4	21%	N=17	25%	N=21	100%	N=81
Garbage collection	36%	N=29	43%	N=35	12%	N=10	6%	N=5	3%	N=2	100%	N=81
Drinking water	48%	N=39	44%	N=36	7%	N=6	0%	N=0	0%	N=0	100%	N=81
Sewer services	35%	N=28	54%	N=44	4%	N=4	1%	N=1	5%	N=4	100%	N=81
Storm water management (storm drainage, etc.)	28%	N=22	56%	N=45	10%	N=8	3%	N=2	4%	N=3	100%	N=81
Utility billing	22%	N=18	53%	N=43	21%	N=17	1%	N=1	3%	N=2	100%	N=81
Police services	22%	N=18	49%	N=40	22%	N=18	0%	N=0	7%	N=5	100%	N=81
Crime prevention	8%	N=7	51%	N=41	29%	N=24	1%	N=1	11%	N=9	100%	N=81
Animal control	11%	N=9	40%	N=32	15%	N=12	7%	N=5	28%	N=22	100%	N=81
Ambulance or emergency medical services	35%	N=28	28%	N=23	4%	N=3	1%	N=1	32%	N=26	100%	N=81
Fire services	43%	N=35	31%	N=25	0%	N=0	1%	N=1	24%	N=20	100%	N=81
Fire prevention and education	20%	N=16	29%	N=24	4%	N=3	1%	N=1	45%	N=37	100%	N=81

Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.	Excellent		Good		Fair		Poor		Don't know		Total	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=8	25%	N=20	4%	N=3	1%	N=1	60%	N=49	100%	N=81
Preservation of natural areas (open space, etc.)	20%	N=16	52%	N=42	13%	N=11	0%	N=0	15%	N=12	100%	N=81
Richfield open space	16%	N=13	44%	N=35	22%	N=18	1%	N=1	16%	N=13	100%	N=80
Recycling	24%	N=19	43%	N=35	23%	N=18	2%	N=1	9%	N=7	100%	N=81
Yard waste pick-up	25%	N=20	40%	N=33	17%	N=14	4%	N=3	14%	N=11	100%	N=81
City parks	30%	N=25	60%	N=49	9%	N=7	1%	N=1	0%	N=0	100%	N=81
Recreation programs or classes	10%	N=8	52%	N=41	12%	N=9	5%	N=4	20%	N=16	100%	N=79
Recreation centers or facilities	5%	N=4	35%	N=28	18%	N=15	13%	N=10	29%	N=24	100%	N=81
Health services	15%	N=12	36%	N=29	10%	N=8	1%	N=1	37%	N=30	100%	N=81
Public library services	29%	N=24	47%	N=38	7%	N=6	0%	N=0	17%	N=14	100%	N=81
Overall customer service by Richfield employees (police, receptionists, planners, etc.)	36%	N=29	42%	N=34	10%	N=8	4%	N=3	8%	N=6	100%	N=81

Table 19: Question 10 without "don't know" responses

Please rate the following categories of Richfield government performance.	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Richfield	15%	N=11	53%	N=39	29%	N=21	4%	N=3	100%	N=74
The overall direction that Richfield is taking	19%	N=15	45%	N=35	25%	N=20	10%	N=8	100%	N=78
The job Richfield government does at welcoming resident involvement	26%	N=17	42%	N=27	27%	N=17	5%	N=3	100%	N=65
Overall confidence in Richfield government	24%	N=17	44%	N=32	22%	N=16	10%	N=7	100%	N=72
Generally acting in the best interest of the community	24%	N=17	45%	N=33	26%	N=19	6%	N=4	100%	N=73
Being honest	24%	N=16	47%	N=30	24%	N=15	5%	N=3	100%	N=65
Being open and transparent to the public	16%	N=10	44%	N=29	28%	N=18	13%	N=8	100%	N=66
Informing residents about issues facing the community	18%	N=13	31%	N=21	39%	N=27	12%	N=8	100%	N=70
Treating all residents fairly	32%	N=18	36%	N=21	23%	N=13	10%	N=5	100%	N=57
Treating residents with respect	28%	N=18	34%	N=22	32%	N=21	7%	N=4	100%	N=65

Table 20: Question 10 with "don't know" responses

Please rate the following categories of Richfield government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Richfield	14%	N=11	49%	N=39	27%	N=21	3%	N=3	7%	N=5	100%	N=79
The overall direction that Richfield is taking	19%	N=15	45%	N=35	25%	N=20	10%	N=8	1%	N=1	100%	N=78
The job Richfield government does at welcoming resident involvement	22%	N=17	35%	N=27	22%	N=17	4%	N=3	17%	N=13	100%	N=78
Overall confidence in Richfield government	22%	N=17	41%	N=32	21%	N=16	9%	N=7	8%	N=6	100%	N=78
Generally acting in the best interest of the community	22%	N=17	42%	N=33	24%	N=19	6%	N=4	7%	N=5	100%	N=78
Being honest	20%	N=16	39%	N=30	20%	N=15	4%	N=3	17%	N=14	100%	N=78
Being open and transparent to the public	13%	N=10	37%	N=29	24%	N=18	11%	N=8	16%	N=12	100%	N=78
Informing residents about issues facing the community	16%	N=13	27%	N=21	35%	N=27	11%	N=8	10%	N=8	100%	N=78
Treating all residents fairly	23%	N=18	26%	N=21	16%	N=13	7%	N=5	28%	N=22	100%	N=78
Treating residents with respect	23%	N=18	28%	N=22	26%	N=21	5%	N=4	17%	N=13	100%	N=78

Table 21: Question 11 without "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Richfield	25%	N=19	59%	N=45	16%	N=13	0%	N=0	100%	N=77
The Federal Government	2%	N=1	42%	N=28	34%	N=23	22%	N=15	100%	N=67
The State of Minnesota	5%	N=3	72%	N=49	21%	N=14	2%	N=2	100%	N=68

Table 22: Question 11 with "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Richfield	25%	N=19	59%	N=45	16%	N=13	0%	N=0	0%	N=0	100%	N=77
The Federal Government	2%	N=1	37%	N=28	31%	N=23	20%	N=15	10%	N=8	100%	N=75
The State of Minnesota	5%	N=3	65%	N=49	19%	N=14	2%	N=2	9%	N=7	100%	N=75

Table 23: Question 12

Please rate how important, if at all, you think it is for the Richfield community to focus on each of the following in the coming two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Overall economic health of Richfield	40%	N=31	48%	N=36	8%	N=6	4%	N=3	100%	N=76
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	26%	N=20	50%	N=38	21%	N=16	4%	N=3	100%	N=76
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	48%	N=37	28%	N=21	23%	N=17	1%	N=1	100%	N=76
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	59%	N=45	27%	N=21	13%	N=10	1%	N=1	100%	N=76
Overall feeling of safety in Richfield	72%	N=55	16%	N=12	3%	N=3	9%	N=6	100%	N=76
Overall quality of natural environment in Richfield	44%	N=33	48%	N=37	6%	N=5	1%	N=1	100%	N=76
Overall quality of the parks and recreation opportunities	30%	N=23	52%	N=39	17%	N=13	0%	N=0	100%	N=75
Overall health and wellness opportunities in Richfield	24%	N=18	29%	N=22	42%	N=31	5%	N=4	100%	N=75
Overall opportunities for education, culture and the arts	27%	N=20	50%	N=38	23%	N=18	0%	N=0	100%	N=76
Residents' connection and engagement with their community	25%	N=19	53%	N=40	19%	N=14	4%	N=3	100%	N=76

Table 24: Question 13

Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services.	Strongly prefer		Somewhat prefer		Do not prefer		Total	
City website (www.richfieldmn.gov)	75%	N=57	21%	N=16	4%	N=3	100%	N=76
Richfield/Bloomington Sun Current Newspaper	24%	N=18	33%	N=25	44%	N=33	100%	N=75
The local government cable Channel 16	11%	N=8	23%	N=17	67%	N=50	100%	N=75
That's Rich(field) Podcasts	11%	N=8	30%	N=23	59%	N=44	100%	N=75
Other local media outlets (newspapers, radio, local television stations)	32%	N=24	33%	N=25	35%	N=26	100%	N=75
City of Richfield Annual Report	35%	N=26	44%	N=33	21%	N=16	100%	N=74
City Council meetings and other public meetings	35%	N=25	58%	N=41	8%	N=5	100%	N=72
Talking with City officials	29%	N=22	54%	N=41	16%	N=12	100%	N=75
City communications via social media (i.e. Facebook, Twitter or YouTube)	56%	N=39	26%	N=18	18%	N=13	100%	N=70

Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services.	Strongly prefer		Somewhat prefer		Do not prefer		Total	
Word-of-mouth	18%	N=14	44%	N=32	38%	N=28	100%	N=74
Electronic newsletters	34%	N=26	34%	N=25	32%	N=24	100%	N=75
Text alerts	19%	N=14	48%	N=36	33%	N=25	100%	N=75
Email/E-notifications	28%	N=20	46%	N=34	26%	N=19	100%	N=74

Table 25: Question 14 without "don't know" responses

Please indicate to what extent you would support or oppose a property tax increase for each of the following new facilities or services.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
New Wood Lake Nature Center building	36%	N=25	31%	N=22	20%	N=14	13%	N=9	100%	N=71
Outdoor splash pad	8%	N=5	46%	N=31	30%	N=21	16%	N=11	100%	N=68
Athletic field improvements (more soccer fields, better lighting)	6%	N=4	64%	N=42	15%	N=10	15%	N=10	100%	N=66
New community center building	27%	N=17	46%	N=29	13%	N=8	14%	N=9	100%	N=64
Improved park building facilities	25%	N=16	54%	N=34	14%	N=9	7%	N=4	100%	N=64

Table 26: Question 14 with "don't know" responses

Please indicate to what extent you would support or oppose a property tax increase for each of the following new facilities or services.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
New Wood Lake Nature Center building	33%	N=25	28%	N=22	19%	N=14	12%	N=9	7%	N=5	100%	N=76
Outdoor splash pad	7%	N=5	42%	N=31	28%	N=21	14%	N=11	9%	N=6	100%	N=75
Athletic field improvements (more soccer fields, better lighting)	5%	N=4	57%	N=42	13%	N=10	14%	N=10	11%	N=9	100%	N=75
New community center building	23%	N=17	39%	N=29	11%	N=8	12%	N=9	15%	N=11	100%	N=75
Improved park building facilities	21%	N=16	46%	N=34	12%	N=9	6%	N=4	15%	N=11	100%	N=75

Table 27: Question 15

Please indicate whether or not you...	No		Yes		Total	
Are aware of the City's snow emergency rules/procedures	9%	N=7	91%	N=68	100%	N=75
Know where to find out if a snow emergency has been declared	20%	N=15	80%	N=60	100%	N=75

Table 28: Question D1 without "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
Access the internet from your home using a computer, laptop or tablet computer	78%	N=60	7%	N=6	9%	N=6	3%	N=2	3%	N=2	100%	N=76
Access the internet from your cell phone	88%	N=66	2%	N=1	0%	N=0	6%	N=5	5%	N=3	100%	N=75
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	75%	N=56	8%	N=6	3%	N=2	10%	N=8	3%	N=3	100%	N=75
Use or check email	88%	N=64	8%	N=6	3%	N=2	0%	N=0	1%	N=1	100%	N=73
Share your opinions online	9%	N=6	8%	N=6	13%	N=10	29%	N=22	41%	N=31	100%	N=75
Shop online	22%	N=16	10%	N=7	34%	N=26	25%	N=19	9%	N=7	100%	N=75

Table 29: Question D1 with "don't know" responses

Thinking about a typical week, 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		Total	
Access the internet from your home using a computer, laptop or tablet computer	78%	N=60	7%	N=6	9%	N=6	3%	N=2	3%	N=2	0%	N=0	100%	N=76
Access the internet from your cell phone	88%	N=66	2%	N=1	0%	N=0	6%	N=5	5%	N=3	0%	N=0	100%	N=75
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	75%	N=56	8%	N=6	3%	N=2	10%	N=8	3%	N=3	0%	N=0	100%	N=75
Use or check email	88%	N=64	8%	N=6	3%	N=2	0%	N=0	1%	N=1	0%	N=0	100%	N=73
Share your opinions online	9%	N=6	8%	N=6	13%	N=10	29%	N=22	41%	N=31	0%	N=0	100%	N=75
Shop online	22%	N=16	10%	N=7	34%	N=26	25%	N=19	9%	N=7	0%	N=0	100%	N=75

Table 30: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=17
Very good	44%	N=32
Good	29%	N=21
Fair	3%	N=2
Poor	0%	N=0
Total	100%	N=73

Table 31: Question 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:	Percent	Number
Very positive	7%	N=5
Somewhat positive	14%	N=10
Neutral	45%	N=32
Somewhat negative	33%	N=23
Very negative	2%	N=1
Total	100%	N=72

Table 32: Question D4

How many years have you lived in Richfield?	Percent	Number
Less than 2 years	13%	N=10
2 to 5 years	19%	N=14
6 to 10 years	19%	N=14
11 to 20 years	23%	N=17
More than 20 years	27%	N=20
Total	100%	N=75

Table 33: Question D5

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=62
Building with two or more homes (duplex, townhome, apartment or condominium)	27%	N=24
Mobile home	0%	N=0
Other	0%	N=0
Total	100%	N=86

Table 34: Question D6

Do you rent or own your home?	Percent	Number
Rent	23%	N=20
Own	77%	N=66
Total	100%	N=86

Table 35: Question 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)?	Percent	Number
Less than \$500 per month	1%	N=1
\$500 to \$999 per month	17%	N=12
\$1,000 to \$1,499 per month	32%	N=23
\$1,500 to \$1,999 per month	27%	N=20
\$2,000 to \$2,499 per month	7%	N=5
\$2,500 to \$2,999 per month	9%	N=6
\$3,000 to \$3,499 per month	1%	N=1
\$3,500 or more per month	6%	N=4
Total	100%	N=73

Table 36: Question D8

Do any children 17 or under live in your household?	Percent	Number
No	81%	N=52
Yes	19%	N=13
Total	100%	N=65

Table 37: Question D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	89%	N=65
Yes	11%	N=8
Total	100%	N=73

Table 38: Question 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.)	Percent	Number
Less than \$25,000	3%	N=2
\$25,000 to \$49,999	12%	N=9
\$50,000 to \$74,999	12%	N=8
\$75,000 to \$99,999	24%	N=17
\$100,000 to \$149,999	34%	N=24
\$150,000 or more	14%	N=10
Total	100%	N=71

Table 39: Question D11

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=71
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=3
Total	100%	N=74

Table 40: Question D12

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	0%	N=0
Asian, Asian Indian or Pacific Islander	9%	N=6
Black or African American	8%	N=5
White	92%	N=66
Other	0%	N=0

Total may exceed 100% as respondents could select more than one option.

Table 41: Question D13

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	27%	N=28
35 to 44 years	23%	N=24
45 to 54 years	16%	N=17
55 to 64 years	25%	N=25
65 to 74 years	7%	N=7
75 years or older	1%	N=1
Total	100%	N=103

Table 42: Question D14

What is your gender?	Percent	Number
Female	59%	N=49
Male	41%	N=35
Identify in another way	0%	N=0
Total	100%	N=84

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*Comparisons by Survey Type
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Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by survey type. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 2 on the following page, respondents from the random sample survey (A) gave significantly higher ratings to the overall direction that Richfield is taking than respondents from the opt-in survey (B), as denoted by the “B” listed in the cell of the ratings for those in the random sample survey.

TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Overall image or reputation of Richfield	70%	68%	70%
The overall quality of life in Richfield	87%	93%	88%
Richfield as a place to live	92%	92%	92%
Recommend living in Richfield to someone who asks	94%	93%	94%
Remain in Richfield for the next five years	91%	95%	92%

TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Overall confidence in Richfield government	64%	59%	64%
The overall direction that Richfield is taking	72% B	58%	70%
The value of services for the taxes paid to Richfield	66%	63%	66%
Generally acting in the best interest of the community	67%	61%	66%
Being honest	70%	62%	69%
Being open and transparent to the public	64% B	48%	62%
Informing residents about issues facing the community	59% B	45%	57%
The job Richfield government does at welcoming resident involvement	62%	59%	62%
Treating all residents fairly	71% B	55%	69%
Treating residents with respect	80% B	57%	76%
Overall customer service by Richfield employees (police, receptionists, planners, etc.)	86%	83%	85%

Percent rating positively (e.g., excellent/good)	Survey		Overall
	Random	Opt-in	
	(A)	(B)	(A)
Public information services	73%	74%	73%
The City of Richfield	85%	81%	85%
The Federal Government	46%	44%	46%

TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Survey		Overall
	Random	Opt-in	
	(A)	(B)	(A)
Overall economic health of Richfield	79%	79%	79%
Economic development	68%	64%	68%
Overall quality of business and service establishments in Richfield	78% B	65%	76%
Variety of business and service establishments in Richfield	69% B	55%	67%
Vibrancy of commercial areas	55%	49%	54%
Shopping opportunities	57%	47%	55%
Richfield as a place to visit	68%	57%	66%
Richfield as a place to work	74%	70%	73%
Employment opportunities	58%	56%	57%
Cost of living in Richfield	62%	61%	62%
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:	33%	22%	32%
NOT under housing cost stress	56%	66%	57%

TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Survey		Overall
	Random	Opt-in	
	(A)	(B)	(A)
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	80% B	71%	79%
Traffic flow on major streets	75% B	62%	73%
Ease of travel by car in Richfield	83%	78%	82%
Ease of travel by public transportation in Richfield	76%	67%	75%
Ease of travel by bicycle in Richfield	79% B	68%	78%
Ease of walking in Richfield	75% B	62%	73%
Ease of public parking	80%	81%	81%
Bus or transit services	82%	73%	81%
Traffic enforcement	76% B	58%	73%
Traffic signal timing	62%	64%	63%
Street repair	63%	59%	62%
Street cleaning	85%	83%	85%
Street lighting	82%	79%	82%
Snow removal	88%	86%	88%
Sidewalk maintenance	77% B	64%	75%
Used bus, rail, or other public transportation instead of driving	36%	32%	36%
Carpooled with other adults or children instead of driving alone	44%	44%	44%
Walked or biked instead of driving	64%	68%	64%

TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	74%	69%	74%
Overall appearance of Richfield	70%	75%	71%
Your neighborhood as a place to live	91%	92%	91%
Overall quality of new development in Richfield	64%	59%	63%
Well-planned residential growth	62%	51%	61%
Well-planned commercial growth	56%	45%	54%
Preservation of the historical or cultural character of the community	61%	61%	61%
Public places where people want to spend time	58%	57%	58%
Variety of housing options	65%	57%	64%
Availability of affordable quality housing	55% B	32%	51%
Land use, planning and zoning	62%	59%	62%
Code enforcement (weeds, abandoned buildings, etc.)	54%	55%	54%

TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	87%	89%	87%
Affordable high-speed internet access	63%	70%	64%
Garbage collection	79%	81%	79%
Drinking water	92%	96%	92%
Sewer services	89%	94%	90%
Storm water management (storm drainage, etc.)	87%	88%	87%
Utility billing	82%	77%	81%

TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Overall feeling of safety in Richfield	78%	76%	78%
Police services	87%	85%	87%
Crime prevention	78%	70%	76%
Animal control	77%	77%	77%
Ambulance or emergency medical services	92%	95%	93%
Fire services	94%	99%	95%
Fire prevention and education	83%	90%	84%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	73%	78%	74%
In your neighborhood during the day	96%	94%	95%
In Richfield's commercial areas during the day	91%	93%	91%
From property crime	78%	80%	78%
From violent crime	85%	90%	85%
From fire, flood or other natural disaster	92%	92%	92%

TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Overall quality of natural environment in Richfield	83%	87%	83%
Cleanliness of Richfield	79%	77%	79%
Water resources (lakes, ponds, etc.)	81%	80%	80%
Air quality	86%	90%	86%
Preservation of natural areas (open space, etc.)	81%	79%	80%
Richfield open space	75%	72%	75%
Recycling	82%	78%	81%
Yard waste pick-up	76%	82%	77%

TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Overall quality of the parks and recreation opportunities	83%	84%	83%
Availability of paths and walking trails	82%	77%	81%
City parks	86%	86%	86%
Recreational opportunities	74%	70%	73%
Recreation programs or classes	79%	78%	79%
Recreation centers or facilities	71% B	54%	69%
Fitness opportunities (including exercise classes and paths or trails, etc.)	80%	71%	79%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	Survey		Overall
	Random	Opt-in	
	(A)	(B)	(A)
Overall health and wellness opportunities in Richfield	75%	70%	74%
Health services	81%	84%	82%
Availability of affordable quality health care	76%	78%	76%
Availability of preventive health services	75%	78%	76%
Availability of affordable quality mental health care	59%	43%	57%
Availability of affordable quality food	72%	74%	72%
Would you say that in general your health is:	62%	65%	63%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	Survey		Overall
	Random	Opt-in	
	(A)	(B)	(A)
Overall opportunities for education, culture and the arts	57% B	45%	55%
Opportunities to attend cultural/arts/music activities	48%	47%	48%
Community support for the Arts	49%	47%	49%
Availability of affordable quality childcare/preschool	66%	50%	63%
K-12 education	58% B	41%	56%
Adult educational opportunities	65%	70%	66%
Opportunities to attend special events and festivals	66%	69%	66%
Public library services	91%	95%	91%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	Survey		Overall (A)
	Random	Opt-in	
	(A)	(B)	
Residents' connection and engagement with their community	57%	59%	57%
Sense of community	73%	69%	72%
Sense of civic/community pride	65%	65%	65%
Richfield as a place to raise children	78%	78%	78%
Richfield as a place to retire	78%	77%	78%
Openness and acceptance of the community toward people of diverse backgrounds	73%	74%	73%
Making all residents feel welcome	79%	73%	78%
Attracting people from diverse backgrounds	86% B	74%	84%
Valuing/respecting residents from diverse backgrounds	79%	74%	79%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	68%	62%	67%
Opportunities to participate in social events and activities	62%	62%	62%
Opportunities to volunteer	69%	71%	69%
Opportunities to participate in community matters	65%	68%	65%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	Survey		Overall (A)
	Random	Opt-in	
	(A)	(B)	
Contacted the City of Richfield (in-person, phone, email or web) for help or information	50%	62% A	52%
Contacted Richfield elected officials (in-person, phone, email or web) to express your opinion	12%	31% A	15%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards or commissions, town halls, neighborhood watch, etc.)	17%	34% A	20%

Percent rating positively (e.g., yes in the last 12 months)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Watched (online or on television) a local public meeting	14%	40% A	18%
Volunteered your time to some group/activity in Richfield	24%	40% A	26%
Campaigned or advocated for a local issue, cause or candidate	11%	25% A	13%
Voted in your most recent local election	76%	84%	77%

TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least once every few weeks)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Access the internet from your home using a computer, laptop or tablet computer	88%	98% A	90%
Access the internet from your cell phone	79%	91% A	81%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	71%	96% A	74%
Use or check email	92%	99% A	93%
Share your opinions online	36%	70% A	40%
Shop online	66%	88% A	69%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Overall economic health of Richfield	89%	92%	89%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	74%	77%	75%
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76%	81%	77%
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	88%	90%	88%
Overall feeling of safety in Richfield	94%	92%	94%
Overall quality of natural environment in Richfield	85%	89%	86%
Overall quality of the parks and recreation opportunities	82%	85%	83%
Overall health and wellness opportunities in Richfield	72%	62%	71%
Overall opportunities for education, culture and the arts	70%	78%	71%
Residents' connection and engagement with their community	72%	81%	73%

TABLE 16: PREFERENCE FOR SOURCES OF INFORMATION

Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services. (Percent rating as "Strongly prefer" or "Somewhat prefer").	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
City website (www.richfieldmn.gov)	82%	97% A	84%
Richfield/Bloomington Sun Current Newspaper	70% B	54%	68%
The local government cable Channel 16	35%	31%	34%
That's Rich(field) Podcasts	32%	45% A	34%
Other local media outlets (newspapers, radio, local television stations)	78%	73%	78%
City of Richfield Annual Report	79%	79%	79%

Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services. (Percent rating as "Strongly prefer" or "Somewhat prefer").	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
City Council meetings and other public meetings	70%	83% A	72%
Talking with City officials	62%	82% A	65%
City communications via social media (i.e. Facebook, Twitter or YouTube)	56%	91% A	60%
Word-of-mouth	54%	54%	54%
Electronic newsletters	68%	86% A	70%
Text alerts	59%	78% A	61%
Email/E-notifications	71%	89% A	73%

TABLE 17: SUPPORT OR OPPOSITION FOR A PROPERTY TAX INCREASE FOR NEW FACILITIES OR SERVICES

Please indicate to what extent you would support or oppose a property tax increase for each of the following new facilities or services. (Percent rating as "Strongly support" or "Somewhat support").	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
New Wood Lake Nature Center building	68%	59%	66%
Outdoor splash pad	44%	56%	46%
Athletic field improvements (more soccer fields, better lighting)	62%	63%	62%
New community center building	66%	75%	68%
Improved park building facilities	71%	76%	72%

TABLE 18: SNOW EMERGENCY INFORMATION AND PROCEDURES

Please indicate whether or not you... (Percent rating as "Yes").	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Are aware of the City's snow emergency rules/procedures	79%	94% A	81%
Know where to find out if a snow emergency has been declared	72%	91% A	75%

TABLE 19: LINE ITEM ADDITION TO QUESTION 4

Please rate how safe or unsafe you feel. (Percent rating as "Very safe" or "Somewhat safe").	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
Utilizing the City's roundabouts	66%	71%	67%

TABLE 20: LINE ITEM ADDITION TO QUESTION 11

Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "Excellent" or "Good").	Survey		Overall
	Random	Opt-in	(A)
	(A)	(B)	
The State of Minnesota	67%	70%	67%



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Appendix A: Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” response option, two tables for that question are provided: the first that excludes the “don’t know” responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Richfield:	Excellent		Good		Fair		Poor		Total	
Richfield as a place to live	46%	N=254	47%	N=264	7%	N=38	0%	N=1	100%	N=556
Your neighborhood as a place to live	46%	N=253	43%	N=239	9%	N=51	1%	N=7	100%	N=550
Richfield as a place to raise children	33%	N=143	42%	N=183	21%	N=92	3%	N=14	100%	N=432
Richfield as a place to work	28%	N=96	47%	N=160	19%	N=66	6%	N=19	100%	N=341
Richfield as a place to visit	21%	N=105	44%	N=222	27%	N=134	9%	N=45	100%	N=507
Richfield as a place to retire	33%	N=131	40%	N=161	23%	N=90	4%	N=17	100%	N=399
The overall quality of life in Richfield	32%	N=176	55%	N=298	13%	N=71	0%	N=2	100%	N=547
Sense of community	21%	N=112	48%	N=255	25%	N=131	5%	N=28	100%	N=526

Table 2: Question 1 with "don't know" responses

Please rate each of the following aspects of quality of life in Richfield:	Excellent		Good		Fair		Poor		Don't know		Total	
Richfield as a place to live	46%	N=254	47%	N=264	7%	N=38	0%	N=1	0%	N=0	100%	N=557
Your neighborhood as a place to live	46%	N=253	43%	N=239	9%	N=51	1%	N=7	1%	N=4	100%	N=553
Richfield as a place to raise children	26%	N=143	33%	N=183	17%	N=92	3%	N=14	22%	N=121	100%	N=553
Richfield as a place to work	17%	N=96	29%	N=160	12%	N=66	3%	N=19	38%	N=210	100%	N=550
Richfield as a place to visit	19%	N=105	40%	N=222	24%	N=134	8%	N=45	8%	N=43	100%	N=550
Richfield as a place to retire	24%	N=131	29%	N=161	16%	N=90	3%	N=17	27%	N=149	100%	N=548
The overall quality of life in Richfield	32%	N=176	54%	N=298	13%	N=71	0%	N=2	0%	N=2	100%	N=550
Sense of community	20%	N=112	46%	N=255	24%	N=131	5%	N=28	5%	N=25	100%	N=551

Table 3: Question 2 without "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole:	Excellent		Good		Fair		Poor		Total	
Overall economic health of Richfield	12%	N=59	64%	N=307	21%	N=101	2%	N=11	100%	N=477
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	30%	N=164	51%	N=275	16%	N=84	4%	N=20	100%	N=543
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	23%	N=125	54%	N=296	20%	N=107	3%	N=19	100%	N=547
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	32%	N=167	55%	N=285	11%	N=60	2%	N=10	100%	N=522
Overall feeling of safety in Richfield	27%	N=150	51%	N=281	19%	N=102	3%	N=19	100%	N=553
Overall quality of natural environment in Richfield	28%	N=149	52%	N=279	18%	N=95	3%	N=15	100%	N=538
Overall quality of the parks and recreation opportunities	34%	N=177	47%	N=249	17%	N=90	2%	N=11	100%	N=527
Overall health and wellness opportunities in Richfield	22%	N=106	50%	N=238	25%	N=117	3%	N=14	100%	N=475
Overall opportunities for education, culture and the arts	12%	N=58	44%	N=210	35%	N=170	9%	N=42	100%	N=481
Residents' connection and engagement with their community	11%	N=51	47%	N=226	37%	N=179	6%	N=27	100%	N=483

Table 4: Question 2 with "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall economic health of Richfield	11%	N=59	56%	N=307	18%	N=101	2%	N=11	13%	N=74	100%	N=551
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	30%	N=164	50%	N=275	15%	N=84	4%	N=20	2%	N=12	100%	N=555
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	23%	N=125	53%	N=296	19%	N=107	3%	N=19	1%	N=8	100%	N=555
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	30%	N=167	51%	N=285	11%	N=60	2%	N=10	6%	N=36	100%	N=558
Overall feeling of safety in Richfield	27%	N=150	51%	N=281	18%	N=102	3%	N=19	0%	N=2	100%	N=555
Overall quality of natural environment in Richfield	27%	N=149	51%	N=279	17%	N=95	3%	N=15	2%	N=13	100%	N=551
Overall quality of the parks and recreation opportunities	32%	N=177	45%	N=249	16%	N=90	2%	N=11	5%	N=25	100%	N=552
Overall health and wellness opportunities in Richfield	19%	N=106	43%	N=238	21%	N=117	2%	N=14	13%	N=73	100%	N=548
Overall opportunities for education, culture and the arts	11%	N=58	38%	N=210	31%	N=170	8%	N=42	13%	N=71	100%	N=552
Residents' connection and engagement with their community	9%	N=51	41%	N=226	32%	N=179	5%	N=27	12%	N=68	100%	N=551

Table 5: Question 3 without "don't know" responses

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Richfield to someone who asks	56%	N=304	39%	N=212	3%	N=18	2%	N=12	100%	N=547
Remain in Richfield for the next five years	55%	N=290	33%	N=171	7%	N=35	6%	N=30	100%	N=526

Table 6: Question 3 with "don't know" responses

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Richfield to someone who asks	55%	N=304	39%	N=212	3%	N=18	2%	N=12	0%	N=2	100%	N=549
Remain in Richfield for the next five years	53%	N=290	32%	N=171	6%	N=35	6%	N=30	3%	N=17	100%	N=543

Table 7: Question 4 without "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	76%	N=426	20%	N=112	3%	N=16	1%	N=7	0%	N=0	100%	N=561
In Richfield's commercial areas during the day	59%	N=323	34%	N=185	4%	N=24	2%	N=13	0%	N=1	100%	N=546
From property crime	31%	N=165	47%	N=254	10%	N=56	9%	N=48	3%	N=14	100%	N=538
From violent crime	51%	N=275	38%	N=202	7%	N=38	3%	N=18	1%	N=3	100%	N=536
From fire, flood or other natural disaster	63%	N=340	30%	N=161	7%	N=36	0%	N=2	0%	N=1	100%	N=540
Utilizing the City's roundabouts	33%	N=179	37%	N=201	9%	N=51	12%	N=64	9%	N=48	100%	N=543

Table 8: Question 4 with "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	76%	N=426	20%	N=112	3%	N=16	1%	N=7	0%	N=0	0%	N=0	100%	N=562
In Richfield's commercial areas during the day	58%	N=323	33%	N=185	4%	N=24	2%	N=13	0%	N=1	3%	N=16	100%	N=561
From property crime	30%	N=165	46%	N=254	10%	N=56	9%	N=48	3%	N=14	3%	N=18	100%	N=556
From violent crime	50%	N=275	37%	N=202	7%	N=38	3%	N=18	0%	N=3	3%	N=18	100%	N=554
From fire, flood or other natural disaster	61%	N=340	29%	N=161	6%	N=36	0%	N=2	0%	N=1	3%	N=16	100%	N=556
Utilizing the City's roundabouts	32%	N=179	36%	N=201	9%	N=51	12%	N=64	9%	N=48	2%	N=13	100%	N=556

Table 9: Question 5 without "don't know" responses

Please rate the job you feel the Richfield community does at each of the following.	Excellent		Good		Fair		Poor		Total	
Making all residents feel welcome	24%	N=120	55%	N=276	17%	N=84	4%	N=19	100%	N=499
Attracting people from diverse backgrounds	35%	N=164	51%	N=241	13%	N=62	1%	N=6	100%	N=473
Valuing/respecting residents from diverse backgrounds	28%	N=133	53%	N=252	17%	N=81	2%	N=10	100%	N=477
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	18%	N=61	56%	N=192	21%	N=72	4%	N=15	100%	N=340

Table 10: Question 5 with "don't know" responses

Please rate the job you feel the Richfield community does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Making all residents feel welcome	21%	N=120	49%	N=276	15%	N=84	3%	N=19	11%	N=61	100%	N=560
Attracting people from diverse backgrounds	29%	N=164	43%	N=241	11%	N=62	1%	N=6	15%	N=87	100%	N=560
Valuing/respecting residents from diverse backgrounds	24%	N=133	45%	N=252	15%	N=81	2%	N=10	15%	N=82	100%	N=559
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	11%	N=61	34%	N=192	13%	N=72	3%	N=15	39%	N=217	100%	N=557

Table 11: Question 6 without "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole:	Excellent		Good		Fair		Poor		Total	
Overall quality of business and service establishments in Richfield	22%	N=123	57%	N=310	20%	N=107	2%	N=9	100%	N=548
Variety of business and service establishments in Richfield	23%	N=125	48%	N=264	24%	N=131	5%	N=28	100%	N=548
Vibrancy of commercial areas	14%	N=72	43%	N=226	34%	N=179	9%	N=48	100%	N=526
Employment opportunities	16%	N=51	45%	N=149	32%	N=104	8%	N=25	100%	N=329
Shopping opportunities	20%	N=110	44%	N=243	29%	N=161	8%	N=42	100%	N=555
Cost of living in Richfield	17%	N=96	44%	N=245	32%	N=179	6%	N=32	100%	N=553
Overall image or reputation of Richfield	18%	N=98	53%	N=288	25%	N=139	4%	N=21	100%	N=545

Table 12: Question 6 with "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall quality of business and service establishments in Richfield	22%	N=123	56%	N=310	19%	N=107	2%	N=9	1%	N=8	100%	N=556
Variety of business and service establishments in Richfield	22%	N=125	48%	N=264	24%	N=131	5%	N=28	1%	N=8	100%	N=555
Vibrancy of commercial areas	13%	N=72	41%	N=226	32%	N=179	9%	N=48	5%	N=28	100%	N=553
Employment opportunities	9%	N=51	27%	N=149	19%	N=104	5%	N=25	40%	N=222	100%	N=551
Shopping opportunities	20%	N=110	43%	N=243	29%	N=161	8%	N=42	1%	N=4	100%	N=559
Cost of living in Richfield	17%	N=96	44%	N=245	32%	N=179	6%	N=32	1%	N=8	100%	N=561
Overall image or reputation of Richfield	18%	N=98	52%	N=288	25%	N=139	4%	N=21	2%	N=12	100%	N=558

Table 13: Question 7 without "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole.	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	19%	N=103	56%	N=305	18%	N=100	7%	N=39	100%	N=547
Ease of public parking	33%	N=178	47%	N=252	17%	N=89	3%	N=16	100%	N=534
Ease of travel by car in Richfield	40%	N=213	45%	N=244	12%	N=64	3%	N=18	100%	N=539
Ease of travel by public transportation in Richfield	32%	N=115	46%	N=165	19%	N=69	3%	N=11	100%	N=361
Ease of travel by bicycle in Richfield	31%	N=126	49%	N=196	18%	N=73	2%	N=8	100%	N=404
Ease of walking in Richfield	27%	N=146	49%	N=263	19%	N=104	4%	N=22	100%	N=537
Well-planned residential growth	16%	N=64	48%	N=188	28%	N=107	8%	N=31	100%	N=390
Well-planned commercial growth	13%	N=48	47%	N=178	31%	N=117	9%	N=33	100%	N=377
Preservation of the historical or cultural character of the community	14%	N=52	48%	N=175	32%	N=115	6%	N=21	100%	N=363
Public places where people want to spend time	16%	N=85	43%	N=218	33%	N=171	8%	N=39	100%	N=513
Variety of housing options	15%	N=76	51%	N=259	27%	N=136	8%	N=40	100%	N=511
Availability of affordable quality housing	16%	N=70	41%	N=182	28%	N=126	16%	N=69	100%	N=447
Overall quality of new development in Richfield	18%	N=81	49%	N=225	24%	N=113	9%	N=43	100%	N=462
Overall appearance of Richfield	17%	N=94	53%	N=292	27%	N=148	3%	N=15	100%	N=548
Cleanliness of Richfield	23%	N=126	55%	N=303	19%	N=107	3%	N=16	100%	N=551
Water resources (lakes, ponds, etc.)	31%	N=164	46%	N=242	19%	N=100	4%	N=18	100%	N=525
Air quality	30%	N=162	53%	N=288	14%	N=77	3%	N=14	100%	N=540
Availability of paths and walking trails	32%	N=169	51%	N=274	15%	N=79	2%	N=13	100%	N=535
Fitness opportunities (including exercise classes and paths or trails, etc.)	27%	N=138	53%	N=266	16%	N=81	4%	N=19	100%	N=504
Recreational opportunities	22%	N=110	51%	N=248	22%	N=107	5%	N=24	100%	N=488
Availability of affordable quality food	24%	N=133	51%	N=276	18%	N=96	7%	N=39	100%	N=545
Availability of affordable quality health care	25%	N=104	51%	N=212	20%	N=81	4%	N=19	100%	N=416
Availability of preventive health services	27%	N=105	50%	N=200	20%	N=78	3%	N=13	100%	N=397
Availability of affordable quality mental health care	17%	N=41	44%	N=107	26%	N=63	14%	N=33	100%	N=244
Opportunities to attend cultural/arts/music activities	12%	N=51	40%	N=172	34%	N=145	14%	N=60	100%	N=429

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Please rate each of the following characteristics as they relate to Richfield as a whole.	Excellent		Good		Fair		Poor		Total	
Community support for the arts	13%	N=46	40%	N=139	39%	N=136	8%	N=28	100%	N=350
Availability of affordable quality childcare/preschool	12%	N=26	52%	N=111	27%	N=58	8%	N=17	100%	N=212
K-12 education	18%	N=60	39%	N=130	29%	N=97	14%	N=48	100%	N=334
Adult educational opportunities	15%	N=57	49%	N=192	30%	N=119	6%	N=24	100%	N=392
Sense of civic/community pride	14%	N=68	49%	N=234	31%	N=150	6%	N=27	100%	N=479
Opportunities to participate in social events and activities	14%	N=64	49%	N=221	30%	N=132	7%	N=30	100%	N=446
Opportunities to attend special events and festivals	16%	N=76	48%	N=224	30%	N=141	5%	N=24	100%	N=463
Opportunities to volunteer	16%	N=55	50%	N=169	29%	N=99	5%	N=18	100%	N=341
Opportunities to participate in community matters	18%	N=71	44%	N=175	32%	N=125	6%	N=25	100%	N=395
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=89	48%	N=199	27%	N=114	4%	N=15	100%	N=416

Table 14: Question 7 with "don't know" responses

Please rate each of the following characteristics as they relate to Richfield as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	19%	N=103	55%	N=305	18%	N=100	7%	N=39	1%	N=5	100%	N=552
Ease of public parking	32%	N=178	45%	N=252	16%	N=89	3%	N=16	4%	N=20	100%	N=554
Ease of travel by car in Richfield	39%	N=213	44%	N=244	12%	N=64	3%	N=18	2%	N=12	100%	N=550
Ease of travel by public transportation in Richfield	21%	N=115	30%	N=165	13%	N=69	2%	N=11	35%	N=194	100%	N=554
Ease of travel by bicycle in Richfield	23%	N=126	36%	N=196	13%	N=73	1%	N=8	26%	N=145	100%	N=549
Ease of walking in Richfield	26%	N=146	48%	N=263	19%	N=104	4%	N=22	3%	N=17	100%	N=554
Well-planned residential growth	12%	N=64	34%	N=188	19%	N=107	6%	N=31	30%	N=163	100%	N=553
Well-planned commercial growth	9%	N=48	33%	N=178	21%	N=117	6%	N=33	31%	N=171	100%	N=548
Preservation of the historical or cultural character of the community	10%	N=52	32%	N=175	21%	N=115	4%	N=21	34%	N=185	100%	N=548
Public places where people want to spend time	15%	N=85	39%	N=218	31%	N=171	7%	N=39	7%	N=41	100%	N=554
Variety of housing options	14%	N=76	47%	N=259	25%	N=136	7%	N=40	7%	N=41	100%	N=553

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Please rate each of the following characteristics as they relate to Richfield as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality housing	13%	N=70	33%	N=182	23%	N=126	13%	N=69	18%	N=97	100%	N=545
Overall quality of new development in Richfield	15%	N=81	41%	N=225	21%	N=113	8%	N=43	15%	N=84	100%	N=546
Overall appearance of Richfield	17%	N=94	53%	N=292	27%	N=148	3%	N=15	1%	N=4	100%	N=552
Cleanliness of Richfield	23%	N=126	55%	N=303	19%	N=107	3%	N=16	0%	N=2	100%	N=553
Water resources (lakes, ponds, etc.)	30%	N=164	44%	N=242	18%	N=100	3%	N=18	5%	N=30	100%	N=555
Air quality	29%	N=162	52%	N=288	14%	N=77	3%	N=14	2%	N=11	100%	N=551
Availability of paths and walking trails	31%	N=169	50%	N=274	14%	N=79	2%	N=13	3%	N=18	100%	N=553
Fitness opportunities (including exercise classes and paths or trails, etc.)	25%	N=138	48%	N=266	14%	N=81	3%	N=19	9%	N=53	100%	N=557
Recreational opportunities	20%	N=110	45%	N=248	19%	N=107	4%	N=24	11%	N=60	100%	N=549
Availability of affordable quality food	24%	N=133	50%	N=276	17%	N=96	7%	N=39	2%	N=10	100%	N=555
Availability of affordable quality health care	19%	N=104	38%	N=212	15%	N=81	3%	N=19	25%	N=137	100%	N=553
Availability of preventive health services	19%	N=105	36%	N=200	14%	N=78	2%	N=13	28%	N=155	100%	N=552
Availability of affordable quality mental health care	7%	N=41	20%	N=107	11%	N=63	6%	N=33	56%	N=305	100%	N=549
Opportunities to attend cultural/arts/music activities	9%	N=51	31%	N=172	27%	N=145	11%	N=60	22%	N=119	100%	N=547
Community support for the Arts	8%	N=46	25%	N=139	25%	N=136	5%	N=28	36%	N=201	100%	N=550
Availability of affordable quality childcare/preschool	5%	N=26	20%	N=111	11%	N=58	3%	N=17	61%	N=334	100%	N=546
K-12 education	11%	N=60	24%	N=130	18%	N=97	9%	N=48	39%	N=214	100%	N=548
Adult educational opportunities	10%	N=57	35%	N=192	22%	N=119	4%	N=24	28%	N=156	100%	N=548
Sense of civic/community pride	12%	N=68	42%	N=234	27%	N=150	5%	N=27	13%	N=72	100%	N=550
Opportunities to participate in social events and activities	12%	N=64	40%	N=221	24%	N=132	5%	N=30	19%	N=105	100%	N=550
Opportunities to attend special events and festivals	14%	N=76	40%	N=224	25%	N=141	4%	N=24	16%	N=89	100%	N=553
Opportunities to volunteer	10%	N=55	31%	N=169	18%	N=99	3%	N=18	38%	N=211	100%	N=553
Opportunities to participate in community matters	13%	N=71	32%	N=175	23%	N=125	4%	N=25	27%	N=150	100%	N=545
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=89	38%	N=199	22%	N=114	3%	N=15	21%	N=111	100%	N=527

Table 15: Question 8

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Contacted the City of Richfield (in-person, phone, email or web) for help or information	52%	N=289	48%	N=268	100%	N=557
Contacted Richfield elected officials (in-person, phone, email or web) to express your opinion	88%	N=483	12%	N=69	100%	N=552
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards or commissions, town halls, neighborhood watch, etc.)	86%	N=479	14%	N=75	100%	N=554
Watched (online or on television) a local public meeting	87%	N=479	13%	N=74	100%	N=553
Volunteered your time to some group/activity in Richfield	77%	N=428	23%	N=128	100%	N=556
Campaigned or advocated for a local issue, cause or candidate	91%	N=502	9%	N=51	100%	N=553
Voted in your most recent local election	33%	N=184	67%	N=369	100%	N=554
Used bus, rail, or other public transportation instead of driving	57%	N=320	43%	N=238	100%	N=557
Carpooled with other adults or children instead of driving alone	48%	N=266	52%	N=288	100%	N=554
Walked or biked instead of driving	30%	N=166	70%	N=394	100%	N=560

Table 16: Question 9 without "don't know" responses

Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.	Excellent		Good		Fair		Poor		Total	
Public information services	20%	N=73	51%	N=182	25%	N=89	4%	N=16	100%	N=361
Economic development	11%	N=38	58%	N=201	25%	N=87	6%	N=21	100%	N=347
Traffic enforcement	13%	N=59	61%	N=269	20%	N=88	5%	N=24	100%	N=440
Traffic signal timing	12%	N=63	48%	N=248	29%	N=151	10%	N=51	100%	N=513
Street repair	16%	N=87	46%	N=241	28%	N=149	9%	N=49	100%	N=526
Street cleaning	29%	N=153	53%	N=284	15%	N=81	3%	N=15	100%	N=533
Street lighting	23%	N=125	59%	N=323	15%	N=83	3%	N=14	100%	N=544
Snow removal	43%	N=234	41%	N=222	13%	N=69	4%	N=20	100%	N=545
Sidewalk maintenance	25%	N=116	50%	N=234	19%	N=91	6%	N=30	100%	N=471
Bus or transit services	28%	N=101	54%	N=194	17%	N=60	2%	N=7	100%	N=362
Land use, planning and zoning	14%	N=45	49%	N=162	29%	N=97	8%	N=26	100%	N=331
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=47	49%	N=181	26%	N=96	13%	N=48	100%	N=372

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Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.	Excellent		Good		Fair		Poor		Total	
Affordable high-speed internet access	20%	N=89	42%	N=180	23%	N=102	15%	N=64	100%	N=434
Garbage collection	27%	N=141	53%	N=276	16%	N=83	4%	N=20	100%	N=520
Drinking water	53%	N=287	36%	N=197	10%	N=53	1%	N=8	100%	N=544
Sewer services	35%	N=166	53%	N=247	11%	N=52	1%	N=5	100%	N=470
Storm water management (storm drainage, etc.)	31%	N=145	52%	N=240	15%	N=68	2%	N=11	100%	N=464
Utility billing	26%	N=125	57%	N=276	14%	N=70	3%	N=13	100%	N=483
Police services	31%	N=156	52%	N=259	12%	N=58	5%	N=24	100%	N=497
Crime prevention	21%	N=100	54%	N=252	19%	N=89	5%	N=24	100%	N=464
Animal control	22%	N=78	57%	N=198	18%	N=63	3%	N=9	100%	N=347
Ambulance or emergency medical services	37%	N=139	53%	N=198	9%	N=33	1%	N=4	100%	N=373
Fire services	43%	N=172	50%	N=198	6%	N=24	1%	N=3	100%	N=396
Fire prevention and education	27%	N=81	56%	N=169	15%	N=45	2%	N=7	100%	N=302
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	22%	N=58	52%	N=137	20%	N=54	6%	N=15	100%	N=265
Preservation of natural areas (open space, etc.)	26%	N=122	54%	N=247	17%	N=79	3%	N=14	100%	N=461
Richfield open space	18%	N=85	54%	N=250	23%	N=106	5%	N=21	100%	N=463
Recycling	23%	N=118	56%	N=284	18%	N=90	3%	N=18	100%	N=510
Yard waste pick-up	24%	N=99	48%	N=194	20%	N=80	9%	N=35	100%	N=409
City parks	32%	N=167	52%	N=275	15%	N=78	1%	N=7	100%	N=527
Recreation programs or classes	23%	N=86	57%	N=220	17%	N=65	3%	N=11	100%	N=383
Recreation centers or facilities	19%	N=70	53%	N=199	23%	N=88	6%	N=21	100%	N=378
Health services	22%	N=81	60%	N=216	14%	N=52	3%	N=12	100%	N=361
Public library services	36%	N=157	53%	N=230	11%	N=46	1%	N=4	100%	N=438
Overall customer service by Richfield employees (police, receptionists, planners, etc.)	29%	N=132	56%	N=259	12%	N=55	4%	N=17	100%	N=462

Table 17: Question 9 with "don't know" responses

Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.	Excellent		Good		Fair		Poor		Don't know		Total	
Public information services	14%	N=73	34%	N=182	17%	N=89	3%	N=16	32%	N=173	100%	N=534
Economic development	7%	N=38	38%	N=201	16%	N=87	4%	N=21	35%	N=183	100%	N=530
Traffic enforcement	11%	N=59	51%	N=269	17%	N=88	5%	N=24	17%	N=91	100%	N=531
Traffic signal timing	12%	N=63	46%	N=248	28%	N=151	10%	N=51	5%	N=26	100%	N=539
Street repair	16%	N=87	44%	N=241	27%	N=149	9%	N=49	4%	N=21	100%	N=546
Street cleaning	28%	N=153	52%	N=284	15%	N=81	3%	N=15	3%	N=15	100%	N=548
Street lighting	23%	N=125	59%	N=323	15%	N=83	2%	N=14	1%	N=6	100%	N=550
Snow removal	43%	N=234	40%	N=222	13%	N=69	4%	N=20	1%	N=3	100%	N=549
Sidewalk maintenance	21%	N=116	43%	N=234	17%	N=91	5%	N=30	14%	N=74	100%	N=545
Bus or transit services	19%	N=101	36%	N=194	11%	N=60	1%	N=7	33%	N=182	100%	N=544
Land use, planning and zoning	8%	N=45	30%	N=162	18%	N=97	5%	N=26	39%	N=213	100%	N=543
Code enforcement (weeds, abandoned buildings, etc.)	9%	N=47	33%	N=181	18%	N=96	9%	N=48	31%	N=168	100%	N=540
Affordable high-speed internet access	16%	N=89	33%	N=180	19%	N=102	12%	N=64	20%	N=111	100%	N=545
Garbage collection	26%	N=141	51%	N=276	15%	N=83	4%	N=20	5%	N=25	100%	N=545
Drinking water	52%	N=287	36%	N=197	10%	N=53	1%	N=8	1%	N=7	100%	N=552
Sewer services	30%	N=166	45%	N=247	9%	N=52	1%	N=5	14%	N=79	100%	N=549
Storm water management (storm drainage, etc.)	26%	N=145	44%	N=240	12%	N=68	2%	N=11	16%	N=87	100%	N=550
Utility billing	23%	N=125	50%	N=276	13%	N=70	2%	N=13	12%	N=64	100%	N=547
Police services	28%	N=156	47%	N=259	10%	N=58	4%	N=24	10%	N=56	100%	N=553
Crime prevention	18%	N=100	46%	N=252	16%	N=89	4%	N=24	15%	N=84	100%	N=548
Animal control	14%	N=78	36%	N=198	11%	N=63	2%	N=9	37%	N=200	100%	N=547
Ambulance or emergency medical services	25%	N=139	36%	N=198	6%	N=33	1%	N=4	32%	N=179	100%	N=552
Fire services	31%	N=172	36%	N=198	4%	N=24	1%	N=3	28%	N=155	100%	N=551
Fire prevention and education	15%	N=81	31%	N=169	8%	N=45	1%	N=7	44%	N=241	100%	N=543

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Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.	Excellent		Good		Fair		Poor		Don't know		Total	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=58	25%	N=137	10%	N=54	3%	N=15	52%	N=285	100%	N=549
Preservation of natural areas (open space, etc.)	23%	N=122	46%	N=247	15%	N=79	3%	N=14	14%	N=78	100%	N=539
Richfield open space	16%	N=85	46%	N=250	20%	N=106	4%	N=21	15%	N=81	100%	N=543
Recycling	21%	N=118	52%	N=284	16%	N=90	3%	N=18	7%	N=40	100%	N=550
Yard waste pick-up	18%	N=99	35%	N=194	15%	N=80	6%	N=35	26%	N=141	100%	N=550
City parks	30%	N=167	50%	N=275	14%	N=78	1%	N=7	4%	N=22	100%	N=549
Recreation programs or classes	16%	N=86	40%	N=220	12%	N=65	2%	N=11	30%	N=165	100%	N=548
Recreation centers or facilities	13%	N=70	36%	N=199	16%	N=88	4%	N=21	31%	N=171	100%	N=548
Health services	15%	N=81	39%	N=216	10%	N=52	2%	N=12	34%	N=188	100%	N=549
Public library services	29%	N=157	42%	N=230	8%	N=46	1%	N=4	20%	N=108	100%	N=546
Overall customer service by Richfield employees (police, receptionists, planners, etc.)	24%	N=132	48%	N=259	10%	N=55	3%	N=17	14%	N=77	100%	N=539

Table 18: Question 10 without "don't know" responses

Please rate the following categories of Richfield government performance.	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Richfield	14%	N=64	52%	N=238	28%	N=128	6%	N=26	100%	N=455
The overall direction that Richfield is taking	18%	N=85	58%	N=270	19%	N=88	5%	N=25	100%	N=469
The job Richfield government does at welcoming resident involvement	15%	N=52	46%	N=165	29%	N=103	10%	N=35	100%	N=355
Overall confidence in Richfield government	15%	N=67	52%	N=239	26%	N=121	8%	N=36	100%	N=462
Generally acting in the best interest of the community	15%	N=73	53%	N=250	22%	N=106	9%	N=44	100%	N=473
Being honest	18%	N=71	51%	N=202	25%	N=99	6%	N=22	100%	N=394
Being open and transparent to the public	19%	N=76	46%	N=190	26%	N=108	9%	N=37	100%	N=411
Informing residents about issues facing the community	15%	N=70	42%	N=195	30%	N=140	12%	N=55	100%	N=459
Treating all residents fairly	20%	N=79	53%	N=209	20%	N=81	7%	N=27	100%	N=396
Treating residents with respect	21%	N=90	58%	N=252	17%	N=74	4%	N=18	100%	N=434

Table 19: Question 10 with "don't know" responses

Please rate the following categories of Richfield government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Richfield	12%	N=64	44%	N=238	23%	N=128	5%	N=26	17%	N=91	100%	N=546
The overall direction that Richfield is taking	16%	N=85	50%	N=270	16%	N=88	5%	N=25	14%	N=76	100%	N=545
The job Richfield government does at welcoming resident involvement	10%	N=52	30%	N=165	19%	N=103	6%	N=35	35%	N=190	100%	N=545
Overall confidence in Richfield government	12%	N=67	44%	N=239	22%	N=121	7%	N=36	15%	N=84	100%	N=546
Generally acting in the best interest of the community	13%	N=73	46%	N=250	19%	N=106	8%	N=44	14%	N=76	100%	N=549
Being honest	13%	N=71	37%	N=202	18%	N=99	4%	N=22	28%	N=153	100%	N=547
Being open and transparent to the public	14%	N=76	35%	N=190	20%	N=108	7%	N=37	25%	N=136	100%	N=547
Informing residents about issues facing the community	13%	N=70	35%	N=195	25%	N=140	10%	N=55	17%	N=92	100%	N=551
Treating all residents fairly	14%	N=79	38%	N=209	15%	N=81	5%	N=27	28%	N=153	100%	N=549
Treating residents with respect	16%	N=90	46%	N=252	13%	N=74	3%	N=18	21%	N=117	100%	N=551

Table 20: Question 11 without "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Richfield	26%	N=137	60%	N=324	12%	N=67	2%	N=9	100%	N=537
The Federal Government	8%	N=42	34%	N=173	38%	N=191	20%	N=100	100%	N=506
The State of Minnesota	17%	N=88	49%	N=257	28%	N=147	5%	N=28	100%	N=521

Table 21: Question 11 with "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Richfield	25%	N=137	58%	N=324	12%	N=67	2%	N=9	3%	N=17	100%	N=555
The Federal Government	8%	N=42	31%	N=173	34%	N=191	18%	N=100	9%	N=49	100%	N=555
The State of Minnesota	16%	N=88	47%	N=257	27%	N=147	5%	N=28	5%	N=30	100%	N=552

Table 22: Question 12

Please rate how important, if at all, you think it is for the Richfield community to focus on each of the following in the coming two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Overall economic health of Richfield	36%	N=198	52%	N=286	11%	N=59	1%	N=3	100%	N=546
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	24%	N=130	49%	N=270	26%	N=141	2%	N=11	100%	N=552
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	25%	N=140	48%	N=266	23%	N=130	3%	N=18	100%	N=554
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	41%	N=224	43%	N=234	16%	N=87	1%	N=5	100%	N=550
Overall feeling of safety in Richfield	55%	N=304	39%	N=211	6%	N=31	0%	N=2	100%	N=548
Overall quality of natural environment in Richfield	36%	N=197	50%	N=276	13%	N=70	1%	N=5	100%	N=548
Overall quality of the parks and recreation opportunities	31%	N=171	52%	N=283	17%	N=92	1%	N=4	100%	N=550
Overall health and wellness opportunities in Richfield	24%	N=134	48%	N=261	26%	N=144	2%	N=11	100%	N=549
Overall opportunities for education, culture and the arts	34%	N=184	38%	N=209	25%	N=139	3%	N=17	100%	N=549
Residents' connection and engagement with their community	23%	N=124	48%	N=262	28%	N=154	2%	N=10	100%	N=550

Table 23: Question 13

Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services.	Strongly prefer		Somewhat prefer		Do not prefer		Total	
City website (www.richfieldmn.gov)	53%	N=283	34%	N=182	12%	N=65	100%	N=530
Richfield/Bloomington Sun Current Newspaper	28%	N=150	33%	N=176	39%	N=210	100%	N=536
The local government cable Channel 16	10%	N=51	24%	N=127	67%	N=356	100%	N=533
That's Rich(field) Podcasts	11%	N=57	27%	N=142	62%	N=320	100%	N=519
Other local media outlets (newspapers, radio, local television stations)	33%	N=171	44%	N=230	23%	N=119	100%	N=521
City of Richfield Annual Report	32%	N=171	45%	N=244	22%	N=121	100%	N=536
City Council meetings and other public meetings	16%	N=84	49%	N=258	35%	N=187	100%	N=529
Talking with City officials	19%	N=103	41%	N=217	40%	N=211	100%	N=531
City communications via social media (i.e. Facebook, Twitter or YouTube)	37%	N=199	30%	N=162	32%	N=173	100%	N=534

Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services.	Strongly prefer		Somewhat prefer		Do not prefer		Total	
Word-of-mouth	19%	N=100	37%	N=194	44%	N=233	100%	N=527
Electronic newsletters	36%	N=189	36%	N=191	28%	N=149	100%	N=529
Text alerts	32%	N=168	30%	N=158	38%	N=204	100%	N=529
Email/E-notifications	40%	N=212	33%	N=177	27%	N=144	100%	N=533

Table 24: Question 14 without "don't know" responses

Please indicate to what extent you would support or oppose a property tax increase for each of the following new facilities or services.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
New Wood Lake Nature Center building	27%	N=134	43%	N=216	17%	N=87	12%	N=62	100%	N=499
Outdoor splash pad	16%	N=75	34%	N=159	23%	N=108	27%	N=125	100%	N=467
Athletic field improvements (more soccer fields, better lighting)	19%	N=93	45%	N=215	21%	N=101	15%	N=71	100%	N=479
New community center building	25%	N=122	46%	N=222	15%	N=74	14%	N=67	100%	N=486
Improved park building facilities	25%	N=123	49%	N=242	14%	N=69	12%	N=57	100%	N=491

Table 25: Question 14 with "don't know" responses

Please indicate to what extent you would support or oppose a property tax increase for each of the following new facilities or services.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
New Wood Lake Nature Center building	24%	N=134	39%	N=216	16%	N=87	11%	N=62	10%	N=53	100%	N=552
Outdoor splash pad	14%	N=75	29%	N=159	20%	N=108	23%	N=125	14%	N=78	100%	N=545
Athletic field improvements (more soccer fields, better lighting)	17%	N=93	39%	N=215	19%	N=101	13%	N=71	12%	N=65	100%	N=544
New community center building	22%	N=122	41%	N=222	14%	N=74	12%	N=67	11%	N=61	100%	N=547
Improved park building facilities	23%	N=123	45%	N=242	13%	N=69	10%	N=57	9%	N=51	100%	N=542

Table 26: Question 15

Please indicate whether or not you...	No		Yes		Total	
Are aware of the City's snow emergency rules/procedures	24%	N=134	76%	N=418	100%	N=552
Know where to find out if a snow emergency has been declared	29%	N=158	71%	N=391	100%	N=550

Table 27: Question D1 without "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
Access the internet from your home using a computer, laptop or tablet computer	67%	N=355	10%	N=53	11%	N=59	2%	N=12	10%	N=53	100%	N=533
Access the internet from your cell phone	75%	N=409	8%	N=43	5%	N=25	1%	N=4	12%	N=63	100%	N=544
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	55%	N=297	13%	N=71	8%	N=41	4%	N=21	20%	N=109	100%	N=539
Use or check email	71%	N=379	15%	N=79	9%	N=46	1%	N=6	5%	N=27	100%	N=536
Share your opinions online	11%	N=57	3%	N=15	13%	N=67	17%	N=90	56%	N=295	100%	N=524
Shop online	7%	N=36	5%	N=26	28%	N=150	36%	N=195	24%	N=130	100%	N=537

Table 28: Question D1 with "don't know" responses

Thinking about a typical week, 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		Total	
Access the internet from your home using a computer, laptop or tablet computer	65%	N=355	10%	N=53	11%	N=59	2%	N=12	10%	N=53	2%	N=13	100%	N=546
Access the internet from your cell phone	74%	N=409	8%	N=43	5%	N=25	1%	N=4	12%	N=63	1%	N=7	100%	N=551
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	54%	N=297	13%	N=71	7%	N=41	4%	N=21	20%	N=109	1%	N=7	100%	N=546
Use or check email	70%	N=379	15%	N=79	8%	N=46	1%	N=6	5%	N=27	1%	N=6	100%	N=542
Share your opinions online	11%	N=57	3%	N=15	12%	N=67	17%	N=90	55%	N=295	3%	N=18	100%	N=541
Shop online	7%	N=36	5%	N=26	27%	N=150	36%	N=195	24%	N=130	2%	N=9	100%	N=546

Table 29: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=135
Very good	41%	N=227
Good	27%	N=151
Fair	6%	N=35
Poor	1%	N=5
Total	100%	N=552

Table 30: Question 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:	Percent	Number
Very positive	9%	N=52
Somewhat positive	26%	N=143
Neutral	52%	N=286
Somewhat negative	11%	N=58
Very negative	2%	N=10
Total	100%	N=549

Table 31: Question D4

How many years have you lived in Richfield?	Percent	Number
Less than 2 years	20%	N=113
2 to 5 years	19%	N=106
6 to 10 years	19%	N=107
11 to 20 years	12%	N=69
More than 20 years	29%	N=161
Total	100%	N=555

Table 32: Question D5

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	63%	N=348
Building with two or more homes (duplex, townhome, apartment or condominium)	35%	N=195
Mobile home	0%	N=0
Other	2%	N=12
Total	100%	N=555

Table 33: Question D6

Do you rent or own your home?	Percent	Number
Rent	36%	N=200
Own	64%	N=352
Total	100%	N=552

Table 34: Question 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)?	Percent	Number
Less than \$500 per month	5%	N=25
\$500 to \$999 per month	24%	N=127
\$1,000 to \$1,499 per month	34%	N=179
\$1,500 to \$1,999 per month	28%	N=148
\$2,000 to \$2,499 per month	7%	N=37
\$2,500 to \$2,999 per month	1%	N=6
\$3,000 to \$3,499 per month	0%	N=2
\$3,500 or more per month	2%	N=8
Total	100%	N=532

Table 35: Question D8

Do any children 17 or under live in your household?	Percent	Number
No	76%	N=418
Yes	24%	N=136
Total	100%	N=554

Table 36: Question D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=400
Yes	28%	N=154
Total	100%	N=554

Table 37: Question 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.)	Percent	Number
Less than \$25,000	10%	N=55
\$25,000 to \$49,999	21%	N=107
\$50,000 to \$74,999	19%	N=98
\$75,000 to \$99,999	20%	N=104
\$100,000 to \$149,999	19%	N=99
\$150,000 or more	11%	N=58
Total	100%	N=521

Table 38: Question D11

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=474
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=66
Total	100%	N=540

Table 39: Question D12

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=14
Asian, Asian Indian or Pacific Islander	6%	N=32
Black or African American	9%	N=46
White	78%	N=420
Other	10%	N=54

Total may exceed 100% as respondents could select more than one option.

Table 40: Question D13

In which category is your age?	Percent	Number
18 to 24 years	3%	N=15
25 to 34 years	31%	N=169
35 to 44 years	18%	N=98
45 to 54 years	15%	N=83
55 to 64 years	9%	N=50
65 to 74 years	13%	N=71
75 years or older	11%	N=63
Total	100%	N=551

Table 41: Question D14

What is your gender?	Percent	Number
Female	53%	N=292
Male	47%	N=259
Identify in another way	0%	N=1
Total	100%	N=552

Appendix B: Benchmark Comparisons

Comparison Data

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; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Richfield chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities in Minnesota with populations between 10,000 and 100,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Richfield's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," 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. The second column is the rank assigned to Richfield's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Richfield's rating to the benchmark.

In that final column, Richfield'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 Richfield residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Richfield'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 Richfield's average rating was more than 20 points different when compared to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 42: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Richfield	71%	197	347	Similar
The overall quality of life in Richfield	87%	152	441	Similar
Richfield as a place to live	93%	115	386	Similar
Recommend living in Richfield to someone who asks	94%	47	288	Similar
Remain in Richfield for the next five years	88%	82	281	Similar

Table 43: Governance

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Richfield government	66%	57	275	Similar
Overall direction that Richfield is taking	76%	34	316	Higher
Value of services for the taxes paid to Richfield	66%	67	390	Similar
Generally acting in the best interest of the community	68%	61	275	Similar
Being honest	69%	51	266	Similar
Being open and transparent to the public	65%	NA	NA	NA
Informing residents about issues facing the community	58%	NA	NA	NA
Job Richfield government does at welcoming resident involvement	61%	77	320	Similar
Treating all residents fairly	73%	40	272	Higher
Treating residents with respect	79%	NA	NA	NA
Overall customer service by Richfield employees (police, receptionists, planners, etc.)	84%	99	375	Similar
Public information services	71%	115	295	Similar
Overall quality of City services	86%	89	411	Similar
Services provided by the Federal Government	42%	95	255	Similar

Table 44: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Richfield	77%	113	275	Similar
Economic development	69%	75	286	Similar

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Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of business and service establishments in Richfield	79%	34	277	Higher
Variety of business and service establishments in Richfield	71%	NA	NA	NA
Vibrancy of commercial areas	57%	90	252	Similar
Shopping opportunities	63%	117	295	Similar
Richfield as a place to visit	65%	149	290	Similar
Richfield as a place to work	75%	91	359	Similar
Employment opportunities	61%	45	312	Higher
Cost of living in Richfield	62%	18	271	Higher
Economy will have positive impact on income	36%	85	263	Similar
NOT experiencing housing costs stress	60%	216	262	Similar

Table 45: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	81%	96	278	Similar
Traffic flow on major streets	75%	23	339	Higher
Ease of travel by car in Richfield	85%	15	307	Higher
Ease of travel by public transportation in Richfield	78%	5	242	Much higher
Ease of travel by bicycle in Richfield	80%	15	307	Much higher
Ease of walking in Richfield	76%	81	308	Similar
Ease of public parking	80%	7	236	Higher
Bus or transit services	81%	8	238	Much higher
Traffic enforcement	74%	117	361	Similar
Traffic signal timing	61%	58	268	Similar
Street repair	62%	71	376	Higher
Street cleaning	82%	26	323	Higher
Street lighting	82%	16	322	Higher
Snow removal	84%	13	272	Higher
Sidewalk maintenance	74%	23	316	Higher
Used bus, rail, or other public transportation instead of driving	43%	44	221	Higher
Carpooled with other adults or children instead of driving alone	52%	44	255	Similar
Walked or biked instead of driving	70%	46	264	Higher

Table 46: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	77%	39	269	Similar
Overall appearance of Richfield	70%	201	346	Similar
Your neighborhood as a place to live	90%	85	313	Similar
Overall quality of new development in Richfield	66%	67	294	Similar
Well-planned residential growth	64%	3	5	Similar
Well-planned commercial growth	60%	3	5	Similar
Preservation of the historical or cultural character of the community	63%	NA	NA	NA
Public places where people want to spend time	59%	165	263	Similar
Variety of housing options	66%	74	282	Similar
Availability of affordable quality housing	56%	52	304	Higher
Land use, planning, and zoning	63%	43	302	Similar
Code enforcement (weeds, abandoned buildings, etc.)	61%	118	379	Similar

Table 47: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	87%	NA	NA	NA
Affordable high-speed internet access	62%	NA	NA	NA
Garbage collection	80%	245	340	Similar
Drinking water	89%	8	308	Higher
Sewer services	88%	27	315	Similar
Storm water management	83%	14	339	Higher
Utility billing	83%	32	238	Similar

Table 48: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Richfield	78%	220	356	Similar
Police services	84%	220	437	Similar
Crime prevention	76%	150	356	Similar
Animal control	79%	28	326	Higher
Ambulance or emergency medical services	90%	205	335	Similar

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Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Fire services	93%	192	373	Similar
Fire prevention and education	83%	142	287	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	74%	68	284	Similar
In your neighborhood during the day	96%	129	356	Similar
In Richfield's commercial areas during the day	93%	150	322	Similar
Property crimes (e.g., burglary, theft)	78%	8	17	Similar
Violent crime (e.g., rape, assault, robbery)	89%	7	17	Similar
Safety from fire, flood, or other natural disaster	93%	NA	NA	NA

Table 49: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Quality of overall natural environment in Richfield	80%	142	279	Similar
Cleanliness of Richfield	78%	147	287	Similar
Water resources (lakes, ponds, etc.)	77%	NA	NA	NA
Air quality	83%	102	250	Similar
Preservation of natural areas (open space, etc.)	80%	18	257	Higher
Richfield open space	72%	54	244	Similar
Recycling	79%	210	347	Similar
Yard waste pick-up	72%	177	268	Similar

Table 50: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the parks and recreation opportunities	81%	NA	NA	NA
Availability of paths and walking trails	83%	66	321	Higher
City parks	84%	140	318	Similar
Recreational opportunities	73%	117	297	Similar
Recreation programs or classes	80%	107	327	Similar
Recreation centers or facilities	71%	154	283	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	80%	78	261	Similar

Table 51: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Richfield	72%	128	271	Similar
Health services	82%	55	228	Similar
Availability of affordable quality health care	76%	54	264	Similar
Availability of preventive health services	77%	42	246	Similar
Availability of affordable quality mental health care	61%	48	240	Higher
Availability of affordable quality food	75%	68	250	Similar
In very good to excellent health	66%	92	256	Similar

Table 52: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	56%	195	272	Similar
Opportunities to attend cultural/arts/music activities	52%	199	292	Similar
Opportunities to attend special events and festivals	65%	163	287	Similar
Community support for the arts	53%	NA	NA	NA
Public library services	88%	148	328	Similar
Availability of affordable quality child care/preschool	65%	72	263	Similar
K-12 education	57%	212	276	Similar
Adult educational opportunities	64%	100	249	Similar

Table 53: Inclusivity and Engagement

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	57%	NA	NA	NA
Sense of community	70%	101	307	Similar
Sense of civic/community pride	63%	NA	NA	NA
Richfield as a place to raise children	75%	215	374	Similar
Richfield as a place to retire	73%	85	354	Similar
Openness and acceptance of the community toward people of diverse backgrounds	69%	57	295	Similar
Making all residents feel welcome	79%	NA	NA	NA

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Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attracting people from diverse backgrounds	86%	NA	NA	NA
Valuing/respecting residents from diverse backgrounds	81%	NA	NA	NA
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	74%	NA	NA	NA
Opportunities to participate in social events and activities	64%	135	268	Similar
Opportunities to volunteer	66%	173	269	Similar
Opportunities to participate in community matters	62%	137	279	Similar

Table 54: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Richfield (in-person, phone, email or web) for help or information	48%	107	327	Similar
Contacted Richfield elected officials (in-person, phone, email or web) to express your opinion	12%	211	259	Similar
Attended a local public meeting	14%	236	268	Similar
Watched (online or on television) a local public meeting	13%	204	238	Similar
Volunteered your time to some group/activity in Richfield	23%	243	269	Lower
Campaigned or advocated for an issue, cause or candidate	9%	245	246	Lower
Voted in your most recent local election	100%	NA	NA	NA
Access the internet from your home using a computer, laptop or tablet computer	77%	NA	NA	NA
Access the internet from your cell phone	83%	NA	NA	NA
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	68%	NA	NA	NA
Use or check email	85%	NA	NA	NA
Share your opinions online	14%	NA	NA	NA
Shop online	12%	NA	NA	NA

Table 55: Focus Areas

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Richfield	89%	220	250	Similar
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	73%	207	250	Lower

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Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	73%	207	250	Similar
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	83%	NA	NA	NA
Overall feeling of safety in Richfield	94%	99	250	Similar
Overall quality of natural environment in Richfield	86%	99	250	Similar
Overall quality of the parks and recreation opportunities	83%	NA	NA	NA
Overall health and wellness opportunities in Richfield	72%	174	249	Similar
Overall opportunities for education, culture, and the arts	72%	189	250	Similar
Residents' connection and engagement with their community	70%	247	250	Lower

Communities included in national comparisons

The communities included in Richfield's comparisons are listed on the following pages along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO.....487,850
 Airway Heights city, WA.....8,017
 Albany city, OR.....52,007
 Albemarle County, VA.....105,105
 Albert Lea city, MN.....17,716
 Alexandria city, VA.....154,710
 Allegan County, MI.....114,145
 American Canyon city, CA.....20,341
 Ames city, IA.....65,005
 Ankeny city, IA.....56,237
 Ann Arbor city, MI.....119,303
 Apache Junction city, AZ.....38,452
 Arapahoe County, CO.....626,612
 Arlington city, TX.....388,225
 Arvada city, CO.....115,320
 Asheville city, NC.....89,318
 Ashland city, OR.....20,733
 Ashland town, MA.....17,478
 Ashland town, VA.....7,554
 Aspen city, CO.....7,097
 Athens-Clarke County, GA.....122,292
 Auburn city, AL.....61,462
 Augusta CCD, GA.....136,103
 Aurora city, CO.....357,323
 Austin city, TX.....916,906
 Avon town, CO.....6,503
 Avon town, IN.....16,479
 Avondale city, AZ.....81,590
 Azusa city, CA.....49,029
 Bainbridge Island city, WA.....23,689
 Baltimore city, MD.....619,796

Baltimore County, MD.....828,637
 Battle Creek city, MI.....51,505
 Bay Village city, OH.....15,426
 Baytown city, TX.....76,205
 Bedford city, TX.....49,082
 Bedford town, MA.....14,105
 Bellevue city, WA.....139,014
 Bellingham city, WA.....85,388
 Bend city, OR.....87,167
 Bethlehem township, PA.....23,800
 Bettendorf city, IA.....35,293
 Billings city, MT.....109,082
 Bloomington city, IN.....83,636
 Bloomington city, MN.....85,417
 Boise City city, ID.....220,859
 Bonner Springs city, KS.....7,644
 Boulder city, CO.....106,271
 Bowling Green city, KY.....64,302
 Bozeman city, MT.....43,132
 Brentwood city, TN.....41,524
 Brighton city, CO.....38,016
 Brookline CDP, MA.....59,246
 Brooklyn Center city, MN.....30,885
 Brooklyn city, OH.....10,891
 Broomfield city, CO.....64,283
 Brownsburg town, IN.....24,625
 Buffalo Grove village, IL.....41,551
 Burlingame city, CA.....30,401
 Cabarrus County, NC.....196,716
 Cambridge city, MA.....110,893
 Canandaigua city, NY.....10,402

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Cannon Beach city, OR.....	1,517	DeLand city, FL.....	30,315
Cañon City city, CO.....	16,298	Delaware city, OH.....	38,193
Canton city, SD.....	3,352	Denison city, TX.....	23,342
Cape Coral city, FL.....	173,679	Denton city, TX.....	131,097
Carlsbad city, CA.....	113,147	Denver city, CO.....	678,467
Carroll city, IA.....	9,937	Des Moines city, IA.....	214,778
Cartersville city, GA.....	20,235	Des Peres city, MO.....	8,536
Cary town, NC.....	159,715	Destin city, FL.....	13,421
Castle Rock town, CO.....	57,274	Dover city, NH.....	30,901
Cedar Hill city, TX.....	48,149	Dublin city, CA.....	57,022
Cedar Park city, TX.....	70,010	Dublin city, OH.....	44,442
Cedar Rapids city, IA.....	130,330	Duluth city, MN.....	86,066
Celina city, TX.....	7,910	Durham city, NC.....	257,232
Centennial city, CO.....	108,448	Durham County, NC.....	300,865
Chandler city, AZ.....	245,160	Dyer town, IN.....	16,077
Chandler city, TX.....	2,896	Eagan city, MN.....	66,102
Chanhassen city, MN.....	25,108	Eagle Mountain city, UT.....	27,773
Chapel Hill town, NC.....	59,234	Eau Claire city, WI.....	67,945
Chardon city, OH.....	5,166	Eden Prairie city, MN.....	63,660
Charles County, MD.....	156,021	Eden town, VT.....	1,254
Charlotte County, FL.....	173,236	Edgewater city, CO.....	5,299
Charlottesville city, VA.....	46,487	Edina city, MN.....	50,603
Chattanooga city, TN.....	176,291	Edmond city, OK.....	89,769
Chautauqua town, NY.....	4,362	Edmonds city, WA.....	41,309
Chesterfield County, VA.....	335,594	El Cerrito city, CA.....	24,982
Clackamas County, OR.....	399,962	El Paso de Robles (Paso Robles) city, CA.....	31,409
Clayton city, MO.....	16,214	Elk Grove city, CA.....	166,228
Clearwater city, FL.....	112,794	Elmhurst city, IL.....	46,139
Cleveland Heights city, OH.....	45,024	Englewood city, CO.....	33,155
Clinton city, SC.....	8,538	Erie town, CO.....	22,019
Clive city, IA.....	17,134	Estes Park town, CO.....	6,248
Clovis city, CA.....	104,411	Euclid city, OH.....	47,698
College Park city, MD.....	32,186	Fairview town, TX.....	8,473
College Station city, TX.....	107,445	Farmers Branch city, TX.....	33,808
Colleyville city, TX.....	25,557	Farmersville city, TX.....	3,440
Collinsville city, IL.....	24,767	Farmington Hills city, MI.....	81,235
Columbia city, MO.....	118,620	Farmington town, CT.....	25,596
Columbia city, SC.....	132,236	Fate city, TX.....	10,339
Columbia Falls city, MT.....	5,054	Fayetteville city, GA.....	17,069
Commerce City city, CO.....	52,905	Fayetteville city, NC.....	210,324
Concord city, CA.....	128,160	Ferguson township, PA.....	18,837
Concord town, MA.....	19,357	Fernandina Beach city, FL.....	11,957
Conshohocken borough, PA.....	7,985	Flower Mound town, TX.....	71,575
Coolidge city, AZ.....	12,221	Forest Grove city, OR.....	23,554
Coon Rapids city, MN.....	62,342	Fort Collins city, CO.....	159,150
Coral Springs city, FL.....	130,110	Franklin city, TN.....	72,990
Coronado city, CA.....	24,053	Frederick town, CO.....	11,397
Corvallis city, OR.....	56,224	Fremont city, CA.....	230,964
Cottonwood Heights city, UT.....	34,214	Fruita city, CO.....	13,039
Coventry Lake CDP, CT.....	2,932	Gahanna city, OH.....	34,691
Coventry town, CT.....	12,458	Gaithersburg city, MD.....	67,417
Creve Coeur city, MO.....	18,259	Galveston city, TX.....	49,706
Cupertino city, CA.....	60,687	Gardner city, KS.....	21,059
Dacono city, CO.....	4,929	Germantown city, TN.....	39,230
Dakota County, MN.....	414,655	Gilbert town, AZ.....	232,176
Dallas city, OR.....	15,413	Gillette city, WY.....	31,783
Dallas city, TX.....	1,300,122	Glen Ellyn village, IL.....	27,983
Danville city, KY.....	16,657	Glendora city, CA.....	51,891
Darien city, IL.....	22,206	Glenview village, IL.....	47,066
Davenport city, FL.....	3,665	Golden city, CO.....	20,365
Davidson town, NC.....	12,325	Golden Valley city, MN.....	21,208
Dayton city, OH.....	140,939	Goodyear city, AZ.....	74,953
Dayton town, WY.....	815	Grafton village, WI.....	11,576
Dearborn city, MI.....	95,295	Grand Blanc city, MI.....	7,964
Decatur city, GA.....	22,022	Grand Rapids city, MI.....	195,355
Del Mar city, CA.....	4,338	Grants Pass city, OR.....	36,687

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Grass Valley city, CA.....	12,893	Lancaster County, SC.....	86,544
Greeley city, CO.....	100,760	Lansing city, MI.....	115,222
Greenville city, NC.....	90,347	Laramie city, WY.....	32,104
Greenwich town, CT.....	62,782	Larimer County, CO.....	330,976
Greenwood Village city, CO.....	15,397	Las Cruces city, NM.....	101,014
Greer city, SC.....	28,587	Las Vegas city, NM.....	13,445
Gunnison County, CO.....	16,215	Lawrence city, KS.....	93,954
Haltom City city, TX.....	44,059	Lawrenceville city, GA.....	29,287
Hamilton city, OH.....	62,216	Lehi city, UT.....	58,351
Hamilton town, MA.....	7,991	Lenexa city, KS.....	52,030
Hampton city, VA.....	136,255	Lewisville city, TX.....	103,638
Hanover County, VA.....	103,218	Lewisville town, NC.....	13,516
Harrisburg city, SD.....	5,429	Libertyville village, IL.....	20,504
Harrisonburg city, VA.....	53,064	Lincolnwood village, IL.....	12,637
Harrisonville city, MO.....	10,025	Lindsborg city, KS.....	3,313
Hastings city, MN.....	22,620	Little Chute village, WI.....	11,006
Henderson city, NV.....	284,817	Littleton city, CO.....	45,848
Herndon town, VA.....	24,545	Livermore city, CA.....	88,232
High Point city, NC.....	109,849	Lombard village, IL.....	43,776
Highland Park city, IL.....	29,796	Lone Tree city, CO.....	13,430
Highlands Ranch CDP, CO.....	105,264	Long Grove village, IL.....	7,980
Homer Glen village, IL.....	24,403	Longmont city, CO.....	91,730
Honolulu County, HI.....	990,060	Lonsdale city, MN.....	3,850
Hoquiam city, WA.....	8,416	Los Alamos County, NM.....	18,031
Horry County, SC.....	310,186	Los Altos Hills town, CA.....	8,490
Hudson town, CO.....	1,709	Loudoun County, VA.....	374,558
Huntley village, IL.....	26,265	Louisville city, CO.....	20,319
Huntsville city, TX.....	40,727	Lower Merion township, PA.....	58,500
Hutchinson city, MN.....	13,836	Lynchburg city, VA.....	79,237
Hutto city, TX.....	22,644	Lynnwood city, WA.....	37,242
Independence city, MO.....	117,369	Manassas city, VA.....	41,379
Indio city, CA.....	86,867	Manhattan Beach city, CA.....	35,698
Iowa City city, IA.....	73,415	Manhattan city, KS.....	55,427
Irving city, TX.....	235,648	Mankato city, MN.....	41,241
Issaquah city, WA.....	35,629	Maple Grove city, MN.....	68,362
Jackson city, MO.....	14,690	Maplewood city, MN.....	40,127
Jackson County, MI.....	158,989	Maricopa County, AZ.....	4,155,501
James City County, VA.....	73,028	Marin County, CA.....	260,814
Jefferson County, NY.....	116,567	Marion city, IA.....	38,014
Jefferson Parish, LA.....	437,038	Mariposa County, CA.....	17,658
Jerome city, ID.....	11,306	Marshfield city, WI.....	18,326
Johnson City city, TN.....	65,598	Martinez city, CA.....	37,902
Johnston city, IA.....	20,172	Marysville city, WA.....	66,178
Jupiter town, FL.....	62,373	Maui County, HI.....	164,094
Kalamazoo city, MI.....	75,833	McKinney city, TX.....	164,760
Kansas City city, KS.....	151,042	McMinnville city, OR.....	33,211
Kansas City city, MO.....	476,974	Mecklenburg County, NC.....	1,034,290
Keizer city, OR.....	37,910	Meno Park city, CA.....	33,661
Kent city, WA.....	126,561	Menomonee Falls village, WI.....	36,411
Kerrville city, TX.....	22,931	Mercer Island city, WA.....	24,768
Key West city, FL.....	25,316	Meridian charter township, MI.....	41,903
King City city, CA.....	13,721	Meridian city, ID.....	91,917
Kingman city, AZ.....	28,855	Merriam city, KS.....	11,259
Kirkland city, WA.....	86,772	Mesa city, AZ.....	479,317
Kirkwood city, MO.....	27,659	Miami Beach city, FL.....	92,187
Knoxville city, IA.....	7,202	Miami city, FL.....	443,007
La Mesa city, CA.....	59,479	Middleton city, WI.....	18,951
La Plata town, MD.....	9,160	Middletown town, RI.....	16,100
La Vista city, NE.....	17,062	Midland city, MI.....	41,958
Laguna Niguel city, CA.....	65,429	Milford city, DE.....	10,645
Lake Forest city, IL.....	18,931	Milton city, GA.....	37,556
Lake in the Hills village, IL.....	28,908	Minneapolis city, MN.....	411,452
Lake Zurich village, IL.....	19,983	Minnetrissa city, MN.....	7,187
Lakeville city, MN.....	61,056	Missouri City city, TX.....	72,688
Lakewood city, CO.....	151,411	Moline city, IL.....	42,644
Lakewood city, WA.....	59,102	Monroe city, MI.....	20,128

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Montgomery city, MN.....	2,921	Piqua city, OH.....	20,793
Montgomery County, MD.....	1,039,198	Pitkin County, CO.....	17,747
Monticello city, UT.....	2,599	Plano city, TX.....	281,566
Montrose city, CO.....	18,918	Platte City city, MO.....	4,867
Moraga town, CA.....	17,231	Pleasant Hill city, IA.....	9,608
Morristown city, TN.....	29,446	Pleasanton city, CA.....	79,341
Morrisville town, NC.....	23,873	Plymouth city, MN.....	76,258
Morro Bay city, CA.....	10,568	Polk County, IA.....	467,235
Mountlake Terrace city, WA.....	20,922	Pompano Beach city, FL.....	107,542
Murphy city, TX.....	20,361	Port Orange city, FL.....	60,315
Naperville city, IL.....	146,431	Port St. Lucie city, FL.....	178,778
Napoleon city, OH.....	8,646	Portland city, OR.....	630,331
Nederland city, TX.....	17,284	Powell city, OH.....	12,658
Needham CDP, MA.....	30,429	Powhatan County, VA.....	28,364
Nevada City city, CA.....	3,112	Prince William County, VA.....	450,763
Nevada County, CA.....	98,838	Prior Lake city, MN.....	25,452
New Braunfels city, TX.....	70,317	Pueblo city, CO.....	109,122
New Brighton city, MN.....	22,440	Purcellville town, VA.....	9,217
New Concord village, OH.....	2,561	Queen Creek town, AZ.....	33,298
New Hope city, MN.....	20,909	Raleigh city, NC.....	449,477
New Orleans city, LA.....	388,182	Ramsey city, MN.....	25,853
New Ulm city, MN.....	13,249	Raymond town, ME.....	4,497
Newport city, RI.....	24,745	Raymore city, MO.....	20,358
Newport News city, VA.....	180,775	Redmond city, OR.....	28,492
Newton city, IA.....	15,085	Redmond city, WA.....	60,712
Niles village, IL.....	29,823	Redwood City city, CA.....	84,368
Noblesville city, IN.....	59,807	Reno city, NV.....	239,732
Norcross city, GA.....	16,474	Richland city, WA.....	53,991
Norfolk city, NE.....	24,352	Richmond city, CA.....	108,853
Norfolk city, VA.....	245,752	Richmond Heights city, MO.....	8,466
North Mankato city, MN.....	13,583	Rio Rancho city, NM.....	93,317
North Port city, FL.....	62,542	River Falls city, WI.....	15,256
North Yarmouth town, ME.....	3,714	Riverside city, CA.....	321,570
Northglenn city, CO.....	38,473	Roanoke city, VA.....	99,572
Novato city, CA.....	55,378	Roanoke County, VA.....	93,419
Novi city, MI.....	58,835	Rochester city, NY.....	209,463
O'Fallon city, IL.....	29,095	Rock Hill city, SC.....	70,764
Oak Park village, IL.....	52,229	Rockville city, MD.....	66,420
Oakley city, CA.....	39,950	Roeland Park city, KS.....	6,810
Oklahoma City city, OK.....	629,191	Rohnert Park city, CA.....	42,305
Olmsted County, MN.....	151,685	Rolla city, MO.....	20,013
Olympia city, WA.....	49,928	Rosemount city, MN.....	23,474
Orange village, OH.....	3,280	Rosenberg city, TX.....	35,867
Orland Park village, IL.....	59,161	Roseville city, MN.....	35,624
Orleans Parish, LA.....	388,182	Round Rock city, TX.....	116,369
Oshkosh city, WI.....	66,649	Royal Palm Beach village, FL.....	37,665
Oswego village, IL.....	33,759	Sacramento city, CA.....	489,650
Ottawa County, MI.....	280,243	Sahuarita town, AZ.....	28,257
Overland Park city, KS.....	186,147	Sammamish city, WA.....	62,877
Paducah city, KY.....	24,879	San Carlos city, CA.....	29,954
Palm Beach Gardens city, FL.....	53,119	San Diego city, CA.....	1,390,966
Palm Coast city, FL.....	82,356	San Jose city, CA.....	1,023,031
Palo Alto city, CA.....	67,082	San Marcos city, CA.....	93,493
Palos Verdes Estates city, CA.....	13,591	San Marcos city, TX.....	59,935
Papillion city, NE.....	19,478	Sangamon County, IL.....	198,134
Paradise Valley town, AZ.....	13,961	Santa Fe city, NM.....	82,980
Park City city, UT.....	8,167	Santa Fe County, NM.....	147,514
Parker town, CO.....	51,125	Sarasota County, FL.....	404,839
Parkland city, FL.....	28,901	Savage city, MN.....	30,011
Pasco city, WA.....	70,607	Schaumburg village, IL.....	74,427
Pasco County, FL.....	498,136	Schertz city, TX.....	38,199
Payette city, ID.....	7,366	Scott County, MN.....	141,463
Pearland city, TX.....	113,693	Scottsdale city, AZ.....	239,283
Peoria city, IL.....	115,424	Sedona city, AZ.....	10,246
Pflugerville city, TX.....	58,013	Sevierville city, TN.....	16,387
Pinehurst village, NC.....	15,580	Shakopee city, MN.....	40,024

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Sharonville city, OH.....	13,974	Twin Falls city, ID.....	47,340
Shawnee city, KS.....	64,840	Unalaska city, AK.....	4,809
Shawnee city, OK.....	30,974	University Heights city, OH.....	13,201
Sherborn town, MA.....	4,302	University Park city, TX.....	24,692
Shoreline city, WA.....	55,431	Urbandale city, IA.....	42,222
Shoreview city, MN.....	26,432	Vail town, CO.....	5,425
Shorewood village, IL.....	16,809	Ventura CCD, CA.....	115,218
Sierra Vista city, AZ.....	43,585	Vernon Hills village, IL.....	26,084
Silverton city, OR.....	9,757	Vestavia Hills city, AL.....	34,003
Sioux Falls city, SD.....	170,401	Victoria city, MN.....	8,679
Skokie village, IL.....	64,773	Vienna town, VA.....	16,474
Snoqualmie city, WA.....	12,944	Virginia Beach city, VA.....	450,057
Snowmass Village town, CO.....	2,827	Walnut Creek city, CA.....	68,516
Somerset town, MA.....	18,257	Warrensburg city, MO.....	19,890
South Jordan city, UT.....	65,523	Washington County, MN.....	250,979
Southlake city, TX.....	30,090	Washoe County, NV.....	445,551
Spearfish city, SD.....	11,300	Washougal city, WA.....	15,241
Springfield city, MO.....	165,785	Wauwatosa city, WI.....	47,687
Springville city, UT.....	32,319	Wentzville city, MO.....	35,768
St. Augustine city, FL.....	13,952	West Carrollton city, OH.....	12,963
St. Charles city, IL.....	32,730	West Chester township, OH.....	62,804
St. Joseph city, MO.....	76,819	Western Springs village, IL.....	13,187
St. Louis County, MN.....	200,294	Westerville city, OH.....	38,604
St. Lucie County, FL.....	298,763	Westlake town, TX.....	1,006
State College borough, PA.....	42,224	Westminster city, CO.....	111,895
Steamboat Springs city, CO.....	12,520	Westminster city, MD.....	18,557
Sugar Land city, TX.....	86,886	Wheat Ridge city, CO.....	31,162
Suisun City city, CA.....	29,280	White House city, TN.....	11,107
Summit County, UT.....	39,731	Wichita city, KS.....	389,054
Sunnyvale city, CA.....	151,565	Williamsburg city, VA.....	14,817
Surprise city, AZ.....	129,534	Willowbrook village, IL.....	8,598
Suwanee city, GA.....	18,655	Wilmington city, NC.....	115,261
Tacoma city, WA.....	207,280	Wilsonville city, OR.....	22,789
Takoma Park city, MD.....	17,643	Windsor town, CO.....	23,386
Temecula city, CA.....	110,722	Windsor town, CT.....	29,037
Tempe city, AZ.....	178,339	Winnetka village, IL.....	12,504
Temple city, TX.....	71,795	Winter Garden city, FL.....	40,799
Texarkana city, TX.....	37,222	Woodbury city, MN.....	67,648
The Woodlands CDP, TX.....	109,608	Woodinville city, WA.....	11,675
Tigard city, OR.....	51,355	Wyandotte County, KS.....	163,227
Tinley Park village, IL.....	57,107	Yakima city, WA.....	93,182
Tracy city, CA.....	87,613	York County, VA.....	67,196
Trinidad CCD, CO.....	10,819	Yorktown town, IN.....	11,200
Tualatin city, OR.....	27,135	Yorkville city, IL.....	18,691
Tulsa city, OK.....	401,352	Yountville city, CA.....	2,978
Tustin city, CA.....	80,007		

Custom Benchmark Comparisons

Table 56: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Richfield	71%	16	23	Similar
The overall quality of life in Richfield	87%	16	27	Similar
Richfield as a place to live	93%	11	22	Similar
Recommend living in Richfield to someone who asks	94%	8	21	Similar
Remain in Richfield for the next five years	88%	12	21	Similar

Table 57: Governance

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Richfield government	66%	6	20	Similar
Overall direction that Richfield is taking	76%	6	21	Similar
Value of services for the taxes paid to Richfield	66%	9	26	Similar
Generally acting in the best interest of the community	68%	7	19	Similar
Being honest	69%	7	17	Similar
Being open and transparent to the public	65%	NA	NA	NA
Informing residents about issues facing the community	58%	NA	NA	NA
Job Richfield government does at welcoming resident involvement	61%	10	22	Similar
Treating all residents fairly	73%	6	20	Similar
Treating residents with respect	79%	NA	NA	NA
Overall customer service by Richfield employees (police, receptionists, planners, etc.)	84%	13	26	Similar
Public information services	71%	11	19	Similar
Overall quality of City services	86%	11	24	Similar
Services provided by the Federal Government	42%	14	18	Similar

Table 58: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Richfield	77%	12	21	Similar
Economic development	69%	11	22	Similar
Overall quality of business and service establishments in Richfield	79%	5	22	Similar

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Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Variety of business and service establishments in Richfield	71%	NA	NA	NA
Vibrancy of commercial areas	57%	5	17	Similar
Shopping opportunities	63%	10	22	Similar
Richfield as a place to visit	65%	10	20	Similar
Richfield as a place to work	75%	9	22	Similar
Employment opportunities	61%	7	21	Similar
Cost of living in Richfield	62%	2	19	Similar
Economy will have positive impact on income	36%	7	19	Similar
NOT experiencing housing costs stress	60%	18	18	Lower

Table 59: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	81%	15	21	Similar
Traffic flow on major streets	75%	5	21	Similar
Ease of travel by car in Richfield	85%	5	22	Similar
Ease of travel by public transportation in Richfield	78%	1	18	Much higher
Ease of travel by bicycle in Richfield	80%	2	21	Higher
Ease of walking in Richfield	76%	11	22	Similar
Ease of public parking	80%	3	12	Similar
Bus or transit services	81%	1	18	Higher
Traffic enforcement	74%	14	21	Similar
Traffic signal timing	61%	10	21	Similar
Street repair	62%	9	25	Similar
Street cleaning	82%	3	22	Similar
Street lighting	82%	1	24	Similar
Snow removal	84%	3	27	Higher
Sidewalk maintenance	74%	2	21	Similar
Used bus, rail, or other public transportation instead of driving	43%	1	18	Much higher
Carpooled with other adults or children instead of driving alone	52%	3	17	Similar
Walked or biked instead of driving	70%	2	18	Higher

Table 60: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	77%	5	20	Similar
Overall appearance of Richfield	70%	16	23	Similar
Your neighborhood as a place to live	90%	11	21	Similar
Overall quality of new development in Richfield	66%	7	19	Similar
Well-planned residential growth	64%	NA	NA	NA
Well-planned commercial growth	60%	NA	NA	NA
Preservation of the historical or cultural character of the community	63%	NA	NA	NA
Public places where people want to spend time	59%	18	19	Similar
Variety of housing options	66%	14	23	Similar
Availability of affordable quality housing	56%	8	22	Similar
Land use, planning, and zoning	63%	8	22	Similar
Code enforcement (weeds, abandoned buildings, etc.)	61%	13	25	Similar

Table 61: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	87%	NA	NA	NA
Affordable high-speed internet access	62%	NA	NA	NA
Garbage collection	80%	14	15	Similar
Drinking water	89%	3	23	Higher
Sewer services	88%	6	23	Similar
Storm water management	83%	4	25	Similar
Utility billing	83%	6	18	Similar

Table 62: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Richfield	78%	18	24	Similar
Police services	84%	22	27	Similar
Crime prevention	76%	15	22	Similar
Animal control	79%	7	25	Similar
Ambulance or emergency medical services	90%	15	19	Similar

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Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Fire services	93%	19	26	Similar
Fire prevention and education	83%	17	21	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	74%	6	18	Similar
In your neighborhood during the day	96%	11	21	Similar
In Richfield's commercial areas during the day	93%	14	22	Similar
Property crimes (e.g., burglary, theft)	78%	NA	NA	NA
Violent crime (e.g., rape, assault, robbery)	89%	NA	NA	NA
Safety from fire, flood, or other natural disaster	93%	NA	NA	NA

Table 63: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Quality of overall natural environment in Richfield	80%	17	21	Similar
Cleanliness of Richfield	78%	15	22	Similar
Water resources (lakes, ponds, etc.)	77%	NA	NA	NA
Air quality	83%	12	17	Similar
Preservation of natural areas (open space, etc.)	80%	3	20	Similar
Richfield open space	72%	7	19	Similar
Recycling	79%	18	19	Similar
Yard waste pick-up	72%	10	12	Similar

Table 64: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the parks and recreation opportunities	81%	NA	NA	NA
Availability of paths and walking trails	83%	12	22	Similar
City parks	84%	16	21	Similar
Recreational opportunities	73%	10	21	Similar
Recreation programs or classes	80%	11	21	Similar
Recreation centers or facilities	71%	15	21	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	80%	12	21	Similar

Table 65: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Richfield	72%	14	21	Similar
Health services	82%	5	13	Similar
Availability of affordable quality health care	76%	6	18	Similar
Availability of preventive health services	77%	6	17	Similar
Availability of affordable quality mental health care	61%	8	17	Similar
Availability of affordable quality food	75%	6	15	Similar
In very good to excellent health	66%	6	17	Similar

Table 66: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	56%	19	21	Lower
Opportunities to attend cultural/arts/music activities	52%	15	20	Similar
Opportunities to attend special events and festivals	65%	13	17	Similar
Community support for the arts	53%	NA	NA	NA
Public library services	88%	9	16	Similar
Availability of affordable quality child care/preschool	65%	8	17	Similar
K-12 education	57%	21	21	Lower
Adult educational opportunities	64%	10	18	Similar

Table 67: Inclusivity and Engagement

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	57%	NA	NA	NA
Sense of community	70%	9	22	Similar
Sense of civic/community pride	63%	NA	NA	NA
Richfield as a place to raise children	75%	17	22	Similar
Richfield as a place to retire	73%	3	22	Similar
Openness and acceptance of the community toward people of diverse backgrounds	69%	4	20	Similar
Making all residents feel welcome	79%	NA	NA	NA

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Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attracting people from diverse backgrounds	86%	NA	NA	NA
Valuing/respecting residents from diverse backgrounds	81%	NA	NA	NA
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	74%	NA	NA	NA
Opportunities to participate in social events and activities	64%	10	18	Similar
Opportunities to volunteer	66%	14	20	Similar
Opportunities to participate in community matters	62%	11	19	Similar

Table 68: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Richfield (in-person, phone, email or web) for help or information	48%	2	21	Similar
Contacted Richfield elected officials (in-person, phone, email or web) to express your opinion	12%	11	18	Similar
Attended a local public meeting	14%	16	20	Similar
Watched (online or on television) a local public meeting	13%	19	20	Similar
Volunteered your time to some group/activity in Richfield	23%	19	21	Lower
Campaigned or advocated for an issue, cause or candidate	9%	14	15	Similar
Voted in your most recent local election	100%	NA	NA	NA
Access the internet from your home using a computer, laptop or tablet computer	77%	NA	NA	NA
Access the internet from your cell phone	83%	NA	NA	NA
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	68%	NA	NA	NA
Use or check email	85%	NA	NA	NA
Share your opinions online	14%	NA	NA	NA
Shop online	12%	NA	NA	NA

Table 69: Focus Areas

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Richfield	89%	14	17	Similar
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield	73%	11	17	Similar
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	73%	11	17	Similar
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	83%	NA	NA	NA
Overall feeling of safety in Richfield	94%	4	17	Similar
Overall quality of natural environment in Richfield	86%	4	17	Similar
Overall quality of the parks and recreation opportunities	83%	NA	NA	NA
Overall health and wellness opportunities in Richfield	72%	7	17	Similar
Overall opportunities for education, culture, and the arts	72%	7	17	Similar
Residents' connection and engagement with their community	70%	16	17	Similar

Communities included in custom comparisons

The communities included in Richfield's custom comparisons are listed below along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Albert Lea city, MN.....	17,716	Maplewood city, MN.....	40,127
Bloomington city, MN.....	85,417	New Brighton city, MN.....	22,440
Brooklyn Center city, MN.....	30,885	New Hope city, MN.....	20,909
Chanhassen city, MN.....	25,108	New Ulm city, MN.....	13,249
Coon Rapids city, MN.....	62,342	North Mankato city, MN.....	13,583
Duluth city, MN.....	86,066	Plymouth city, MN.....	76,258
Eagan city, MN.....	66,102	Prior Lake city, MN.....	25,452
Eden Prairie city, MN.....	63,660	Ramsey city, MN.....	25,853
Edina city, MN.....	50,603	Rosemount city, MN.....	23,474
Golden Valley city, MN.....	21,208	Roseville city, MN.....	35,624
Hastings city, MN.....	22,620	Savage city, MN.....	30,011
Hutchinson city, MN.....	13,836	Shakopee city, MN.....	40,024
Lakeville city, MN.....	61,056	Shoreview city, MN.....	26,432
Mankato city, MN.....	41,241	Woodbury city, MN.....	67,648
Maple Grove city, MN.....	68,362		

Appendix C: Detailed Survey Methods

The National Community Survey™ (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Richfield funded this research. Please contact Richfield City Manager Katie Rodriguez at krdriguez@richfieldmn.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

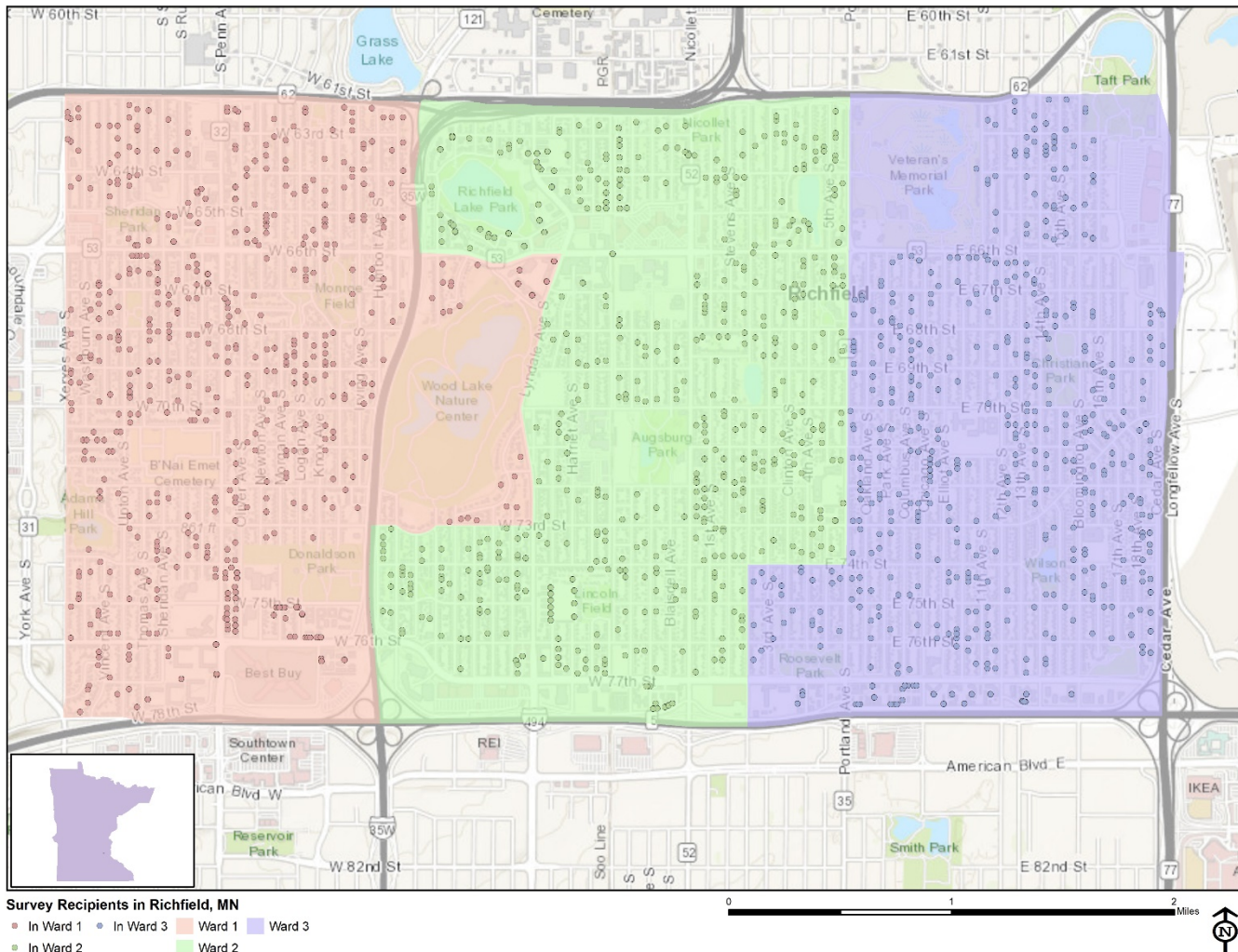
Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Richfield were eligible to participate in the survey. A list of all households within the zip codes serving Richfield 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 Richfield 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 (updated on a quarterly basis) and addresses located outside of the City of Richfield boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of three wards.

To choose the 2,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

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

In addition to the scientific, random selection of households, a link to an online “opt-in” survey was publicized and posted to the City of Richfield website. This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.

Figure 1: Location of Survey Recipients

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on January 31, 2020. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English and Spanish. Both cover letters included a URL through which the residents selected for the mail survey could choose respond online rather than by mail. The cover letters also contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online. The City of Richfield chose to augment their administration of The NCS with demographic subgroup comparisons. These results have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on March 6, 2020 and remained open for two weeks.

About 3% of the 2,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,418 eligible households that received the survey, 566 completed the survey, providing an overall response

rate of 23%. Of the 566 completed surveys, four were completed in Spanish and 59 were completed online. Additionally, responses were tracked by Ward; response rates by Ward ranged from 21% to 26%. The response rates were calculated using AAPOR's response rate #2¹ for mailed surveys of unnamed persons. Additionally, 107 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 70: Survey Response Rates by Ward

	Ward 1	Ward 2	Ward 3	Overall
Total sample used	915	891	694	2,500
I=Complete Interviews	221	198	138	557
P=Partial Interviews	4	4	1	9
R=Refusal and break off	0	1	0	1
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	652	667	532	1,851
NE=Not eligible	38	21	23	82
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	26%	23%	21%	23%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of Richfield survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (566 completed surveys).

¹ See AAPOR's Standard Definitions for more information:

[http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx)

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, the demographics of each dataset were separately compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Richfield. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. Both survey datasets were weighted independently to best match the Census. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race/ethnicity, sex, age, and geographic area. No adjustments were made for design effects. Results for the opt-in survey have been provided under separate cover.

Table 71: Richfield, MN 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	37%	20%	36%
Own home	63%	80%	64%
Detached unit*	63%	71%	63%
Attached unit*	37%	29%	37%
Race and Ethnicity			
White	75%	88%	74%
Not white	25%	12%	26%
Not Hispanic	86%	95%	88%
Hispanic	14%	5%	12%
Sex and Age			
Female	52%	59%	53%
Male	48%	41%	47%
18-34 years of age	34%	12%	34%
35-54 years of age	34%	24%	33%
55+ years of age	32%	64%	34%
Females 18-34	17%	7%	17%
Females 35-54	17%	12%	17%
Females 55+	18%	40%	20%
Males 18-34	18%	6%	17%
Males 35-54	17%	11%	16%
Males 55+	13%	24%	14%
AREA			
Ward 1	36%	40%	36%
Ward 2	36%	36%	36%
Ward 3	29%	25%	29%

* U.S. Census Bureau ACS 2017 5-year estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). 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” and “good,” “very safe” and “somewhat safe,” “essential” and “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 Appendix A.

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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Richfield Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,

Estimado Residente de Richfield,

¡En muy poco tiempo puede hacer una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días. Si necesita ayuda para llenar la encuesta por favor llame a Blanca al 612-861-9701.

¡Gracias por crear un Richfield mejor!

Atentamente,

Maria Regan Gonzalez
Mayor

Dear Richfield Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

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Atentamente,

Maria Regan Gonzalez
Mayor



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Richfield, MN 55423

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Executive Department

February 2020

MAYOR

MARIA REGAN
GONZALEZ

CITY COUNCIL

EDWINA GARCIA
MARY SUPPLE
SIMON TRAUTMANN
BEN WHALEN

CITY MANAGER

KATIE RODRIGUEZ

Dear City of Richfield Resident:

Please help us shape the future of Richfield! You have been selected at random to participate in the 2020 Richfield Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Richfield make decisions that affect our city.

A few things to remember:

- Your responses are completely anonymous.
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:

www.xxplaceholderxx.com

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call 612-861-9701.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Richfield:

¡Por favor ayúdenos a construir el futuro de Richfield! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad de Richfield del 2020.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio del internet. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un pequeño número de hogares que han sido seleccionados. Sus observaciones le ayudarán a Richfield tomar decisiones que afectarán a nuestra ciudad.

Tome en cuenta que:

- Sus respuestas son completamente anónimas.
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:

www.xxplaceholder.com

Para la versión en español haga clic en el botón en el parte superior de la pantalla.

Por favor no comparta el enlace de su encuesta. Esta encuesta es solamente para hogares seleccionados al azar. La Ciudad conducirá una encuesta que estará abierta a todos los residentes dentro de unas semanas.

Si tiene alguna pregunta sobre la encuesta, por favor llame a Blanca al 612-861-9701.

¡Gracias por su tiempo y participación!

Atentamente,

Maria Regan Gonzalez
Mayor



Executive Department

February 2020

MAYOR

MARIA REGAN
GONZALEZ

CITY COUNCIL

EDWINA GARCIA
MARY SUPPLE
SIMON TRAUTMANN
BEN WHALEN

CITY MANAGER

KATIE RODRIGUEZ

Dear City of Richfield Resident:

Here's a second chance if you haven't already responded to the 2020 Richfield Community Survey! (If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)

Please help us shape the future of Richfield! You have been selected at random to participate in the 2020 Richfield Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Richfield make decisions that affect our city.

A few things to remember:

- Your responses are completely anonymous.
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:

www.xxplaceholderxx.com

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey please call 612-861-9701. Thank you for your time and participation!

Sincerely,

Maria Regan Gonzalez
Mayor

Estimado Residente de la Ciudad de Richfield:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de la Comunidad de Richfield del 2020! (Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)

¡Por favor ayúdenos a construir el futuro de Richfield! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad de Richfield del 2020.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Richfield tomar decisiones que afectarán a nuestra ciudad

Algunas cosas para recordar:

- Sus respuestas son completamente anónimas.
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:

www.xxplaceholder.com

Para la versión en español haga clic en el botón en el parte superior de la pantalla.

Por favor no comparta el enlace de su encuesta. Esta encuesta es solamente para hogares seleccionados al azar. La Ciudad conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas.

Si tiene alguna pregunta sobre la encuesta por favor llame a Blanca al 612-861-9701.

¡Gracias por su tiempo y participación!

Atentamente,

The City of Richfield 2020 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 anonymous and will be reported in group form only.

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

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Richfield.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield.....	1	2	3	4	5
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water)	1	2	3	4	5
Overall feeling of safety in Richfield	1	2	3	4	5
Overall quality of natural environment in Richfield.....	1	2	3	4	5
Overall quality of the parks and recreation opportunities	1	2	3	4	5
Overall health and wellness opportunities in Richfield	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 Richfield to someone who asks.....	1	2	3	4	5
Remain in Richfield 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 Richfield's commercial areas 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
Utilizing the City's roundabouts.....	1	2	3	4	5	6

5. Please rate the job you feel the Richfield 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 characteristics as they relate to Richfield as a whole.

	<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 Richfield.....	1	2	3	4	5
Variety of business and service establishments in Richfield	1	2	3	4	5
Vibrancy of commercial areas	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Richfield.....	1	2	3	4	5
Overall image or reputation of Richfield	1	2	3	4	5

7. Please rate each of the following characteristics as they relate to Richfield as a whole.

	<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 Richfield	1	2	3	4	5
Ease of travel by public transportation in Richfield	1	2	3	4	5
Ease of travel by bicycle in Richfield	1	2	3	4	5
Ease of walking in Richfield.....	1	2	3	4	5
Well-planned residential growth	1	2	3	4	5
Well-planned commercial growth	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 Richfield.....	1	2	3	4	5
Overall appearance of Richfield.....	1	2	3	4	5
Cleanliness of Richfield	1	2	3	4	5
Water resources (lakes, ponds, 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
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 Richfield (in-person, phone, email or web) for help or information.....	1	2
Contacted Richfield 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 or commissions, town halls, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Richfield	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, 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 Richfield 2020 Community Survey

9. Please rate the quality of each of the following services in Richfield, keeping in mind that they may not be provided by the City of Richfield.

	<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, etc.)	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police 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, etc.).....	1	2	3	4	5
Richfield 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 Richfield employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Richfield 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 Richfield.....	1	2	3	4	5
The overall direction that Richfield is taking.....	1	2	3	4	5
The job Richfield government does at welcoming resident involvement...	1	2	3	4	5
Overall confidence in Richfield 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 Richfield.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5
The State of Minnesota.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Richfield 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 Richfield.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richfield.....	1	2	3	4
Overall design or layout of Richfield's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Richfield (water, sewer, storm water).....	1	2	3	4
Overall feeling of safety in Richfield.....	1	2	3	4
Overall quality of natural environment in Richfield.....	1	2	3	4
Overall quality of the parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Richfield.....	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

13. Please indicate your level of preference, if any, for each of the following current and potential future sources for receiving information and updates about Richfield Government activities, events, and services.

	<u>Strongly prefer</u>	<u>Somewhat prefer</u>	<u>Do not prefer</u>
City website (www.richfieldmn.gov).....	1	2	3
Richfield/Bloomington <i>Sun Current Newspaper</i>	1	2	3
The local government cable Channel 16.....	1	2	3
That's Rich(field) Podcasts.....	1	2	3
Other local media outlets (newspapers, radio, local television stations).....	1	2	3
City of Richfield Annual Report.....	1	2	3
City Council meetings and other public meetings.....	1	2	3
Talking with City officials.....	1	2	3
City communications via social media (i.e. Facebook, Twitter or YouTube).....	1	2	3
Word-of-mouth.....	1	2	3
Electronic newsletters.....	1	2	3
Text alerts.....	1	2	3
Email/E-notifications.....	1	2	3

14. Please indicate to what extent you would support or oppose a property tax increase for each of the following new facilities or services.

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
New Wood Lake Nature Center building.....	1	2	3	4	5
Outdoor splash pad.....	1	2	3	4	5
Athletic field improvements (more soccer fields, better lighting).....	1	2	3	4	5
New community center building.....	1	2	3	4	5
Improved park building facilities.....	1	2	3	4	5

15. Please indicate whether or not you...

	<u>No</u>	<u>Yes</u>
Are aware of the City's snow emergency rules/procedures.....	1	2
Know where to find out if a snow emergency has been declared.....	1	2

The City of Richfield 2020 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Thinking about a typical week, 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, WhatsApp, 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. Would you say that in general your health is:

- ☐ 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 Richfield?

- ☐ 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