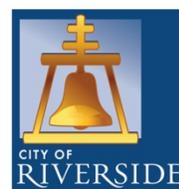


Community Quality of Life Survey 2013 Results



SEIZING OUR DESTINY

The Movement for Riverside's
Prosperous Future

www.SeizingOurDestiny.com

Talking Points with Supporting Data

Full Report: www.RiversideSurvey.com

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Purpose of Talking Points?

To provide short, declarative, memorable **claims** about the perceptions of Riversiders based on the Survey results. Talking points are the basis for all communication regarding Survey.

LEGEND:

Bold numbers are phone survey results (statistically valid, based on a random sample of residents); underlined numbers are online *and* paper survey results (residents and workers, but not representative of the city's population – referred to as "online" in this document and report). See page 7 of research report for in-depth explanation of survey methods and respondents.

Talking Point 1: Riverside Community Quality of Life Survey Measured Perceptions

The purpose of the Survey was to gather, analyze and share actionable data about the opinions of Riversiders regarding their quality of life.

- The results set a baseline for long-term measurement of progress toward the Seizing Our Destiny vision
- Sharing the results will spark community-wide engagement, which further enhances quality of life
- The Survey is the primary activity of the Measure function of Seizing Our Destiny; the other functions are to Communicate and Connect

The vision of Seizing Our Destiny is that “Riverside, California is a city that honors and builds on its assets to become known as a location of choice that catalyzes innovation in all forms, enjoys a high quality of life and is unified in pursuing the common good.”

Talking Point 2: The Phone Survey is a Statistically Valid Snapshot of Riversiders’ Perceptions of Quality of Life

The Survey was conducted in conjunction with the Institute of Applied Research and Policy Analysis (IAR) at California State University, San Bernardino and was designed to be a research study measuring a sample of Riversiders that matched Census 2010 demographics, but that also allowed for widespread community input and engagement.

A research report was prepared by IAR and is available as a PDF at www.RiversideSurvey.com. The report provides an overview of findings organized within the four pillars of the Seizing Our Destiny vision (Intelligent Growth, Catalyst for Innovation, Location of Choice and Unified City), as well as the survey instruments and all data collected in the form of data frequency tables.

Three survey methods were used in order to elicit information from a sample large enough to be analyzed by age, gender, home zip code and race/ethnicity.

1. **Phone Survey:** a statistically valid random sample of City of Riverside residents.
 - A. Conducted between March 15 and March 24, 2013, on Fridays, Saturdays and Sundays
 - B. Each Riverside resident with a telephone (either landline or cell phone) had an equal chance of being included in the survey sample.
 - C. 518 residents were surveyed (with 6.6% conducted in Spanish), resulting in a 95 percent level of confidence and an accuracy of +/- 4.3%.¹
2. **Online Survey:** recorded opinions of Riverside residents (both adults and youth) and those who work in the city.

¹ 36.6% of the sample reflects respondents of Hispanic, Latino, or Spanish origin. Most completed the survey in English (only 6.6% required the Spanish version).

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- A. Although such a survey is not random (and therefore must be interpreted with caution), it does provide an opportunity for community engagement and wide participation. Social researchers find:
 - Online survey respondents are typically those who are either extremely positive or extremely negative about the issue under study.
 - Residents who complete online surveys tend to be younger, better educated, more affluent, and more likely to be employed.
 - Hispanics tend to be under-represented in surveys (both online and phone surveys).
 - Phone survey results must be seen as the statistically sound results that can be generalized to the whole adult population and therefore representative of all Riverside adult residents. Online and paper surveys offered another opportunity for input from adult residents and opened the gathering of perceptions to workers and youth; while results can be interesting, they are anecdotal and not statistically valid.
 - B. Survey was available online April 1-May 3, 2013. On April 15 a link to a version of the survey specifically for youth was made active.²
 - C. 2,253 “adult” surveys of city residents were completed (10 of which were completed in Spanish)
 - D. 483 surveys were completed online by those who work in Riverside and live elsewhere.
 - E. 152 “youth” (residents younger than 18) surveys were completed online in English.
3. **Paper Survey:** made available at various events and public venues to provide an opportunity for input from those residents and workers who do not have access to a computer, are not willing or able to complete an online survey, or had not otherwise been informed about the survey.
- A. Was made available at various community events (e.g., Riverside Air Show), libraries, community centers and City Hall.
 - B. 260 paper surveys were completed by adults and 44 by youth.
 - C. Results have been included in the analysis of online surveys.
4. Survey questions were structured to enable Riversiders to:
- A. Compare perceptions across subgroups of the population;
 - B. Compare residents’ perceptions to objective data, and;
 - C. Elicit information which could result in recommended priorities for action.

² The youth survey was launched late due to the need to get IRB (Institutional Review Board that reviews the ethics of human subjects research) approval, a much more rigorous process than getting approval for research with adults.

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Talking Point 3: **HEADLINE** – Riversiders Have Tremendous Pride in their Community

A series of questions reveal that Riversiders, across racial/ethnic, age and income groups, have a tremendous feeling of pride in their city and a sense of belonging to their community.

Supporting Data Points:

- **90.2%** strongly agreed or agreed that they are “proud to live in Riverside” (p. 12)
- **84.9%** “feel a sense of belonging to their community” (p. 14)
- 89.0% of non-residents said they are “proud to work in Riverside” (p. 12)
- 85.3% indicated that they strongly agree or agree that “Riverside is a good place to make friends” (p. 14)
- **“It is a good town. I am young and if I were to raise kids I would come back to Riverside because you can know people in your town and there are businesses,”** phone respondent added

In a more limited online survey conducted in 2011, 85% of respondents replied positively when asked if they “were proud to live (or live and work) in Riverside”. (For more information about the 2011 Riverside Community Quality of Life Survey, see <http://seizingourdestiny.files.wordpress.com/2012/06/sod-quality-of-life-survey.pdf>.)

RIVERSIDERS FEEL POSITIVE ABOUT...

Talking Point 4: Riverside as a Good Place to Raise a Family and Prosper

Across a range of questions, respondents repeatedly showed their belief that Riverside is a good place to live, raise a family, retire and to prosper throughout life.

Supporting Data Points:

- **87.8%** strongly agree or agree that Riverside is “an attractive place” (p. 13)
- **88.6%** strongly agree or agree that Riverside is “a good place to raise children” (p. 19)
- **80.5%** feel that “Riverside is a place where I can realize the goals I have for my future” (p. 19)
- **83.7%** strongly agree or agree that the city is a good place to bring visitors (p. 13)
- 84.7% of online respondents 65 years or older rated Riverside as a “good place to live for those 65 or older” (p. 19)
- Most college students (78.9%) felt that Riverside is a good place for them to live (p.19)

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Talking Point 5: Educational Opportunities and Future for Youth

Riversiders are uniformly happy with their schools and educational opportunities, with positive ratings for the full educational pipeline.

Supporting Data Points:

- **83.8%** of phone survey respondents strongly agree or agree that “There are good schools in my neighborhood” (referring to Riverside’s K-12 system) (p. 24)
- 96.7% of online resident respondents (and 95.9% of non-resident worker respondents) strongly agree or agree that “There are good colleges/universities in Riverside” (p. 25)
- **98.7%** strongly agree or agree that “It is important for young people to go to college or trade school”, which is one indicator of a college completion culture in Riverside (p. 24)
- 75.4% of parents of a child 18 years old or younger strongly agreed or agreed that their child’s school prepares them for a good job or career. 78.8% agreed that the child’s school prepares him or her to be a successful college student (p. 25)
- In a small sample of youth (18 and under), 82.0% believe there “are good schools in their neighborhood”; 86.3% believe their “school prepares them to get a good job”; and 93.4% that their “school helps them prepare to be a successful college student” (p. 25)
- “Good schools” or “universities” were the **third most common** response to the open-ended phone question, “What is the best thing about living in Riverside?” (p. 24)

Talking Point 6: Riverside as a Destination for Affordable Living

Riversiders see their community as a welcoming and affordable place, which makes it a destination for young and first-time buyers and attractive for businesses to locate.

Supporting Data Points:

- **85.1%** strongly agreed or agreed that “Riverside is a good place to find an affordable place to live” (p. 29)
- Within the youngest age group (18-29 years old), **81.2%** find Riverside affordable (p. 29)

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Talking Point 7: Riverside as an Active and Healthy Place

By a sizable majority, Riversiders see their hometown as a good place to be active and healthy.

Supporting Data Points:

- **90.4%** strongly agreed or agreed that Riverside is a “good place to be active and healthy” (p. 17)
- **76.8%** said the “availability of places to exercise and be active in their neighborhood” is excellent or good (p. 17)
- On the question about “availability of places to exercise and be active” there were differences based on geography – phone respondents from 92507, 92508 and 92509 zip codes have higher ratings than those in 92503 and 92504 (p.17)
- **72.1%** (56.2%) said the “availability of healthy places to eat and shop for groceries” is excellent or good (p. 17)
- **78.1%** (39.1% of non-resident workers) say that Riverside’s “Parks and recreational spaces” meet their needs (p. 29)
- **77.5%** (50.4% of non-resident workers) say that Riverside’s “Restaurants” meet their needs (p. 28)
- **88.4%** get the “medical services” they need in Riverside (p. 17)

Talking Point 8: Vibrant Arts and Culture Opportunities

By a sizable majority, Riversiders see their community as a good place to enjoy and participate in arts and culture opportunities, such as festivals, theater, music, dance and film.

Supporting Data Points:

- **84.1%** (66.6%) strongly agreed or agreed that “Riverside is a good place to enjoy art and culture” (p. 18)
- **65.2%** (32.0% of non-resident workers) say that Riverside’s “Festivals and special events” meet their needs (p. 18)
- **54.1%** (21.7% of non-resident workers) say that Riverside’s “Concerts and live theater” meet their needs (p. 18)
- **38.6%** (17.2% of non-resident workers) say that Riverside’s “Places to hear music and dance” meet their needs (p. 18)

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RIVERSIDERS LESS POSITIVE ABOUT...

Talking Point 9: Improving Environment for Riverside Businesses

Riversiders believe Riverside is a good place to own or operate a business or a nonprofit organization and that the workforce is properly trained and educated, but support for entrepreneurs and employees not widely known.

Supporting Data Points:

- **75.9%** who felt able to respond agreed “Riverside is a good place to own or operate a business or nonprofit organization”, with no differences based on age, income or educational attainment (p. 23)
- *Quantitative Data: Unemployment rate in the Riverside-San Bernardino-Ontario region is at 9.6% and trending downward.*
- **But...** a stronger positive perception about Riverside being “business friendly” is desired and only 61.2% of residents and 70.4% of non-resident workers agreed with the statement “Riverside is a good place to own or operate a business or nonprofit organization” online (p. 23)
- In response to whether the “workforce is properly trained and educated”, 60.6% of those who felt able to answer and who both live and work in Riverside and 73.2% who work in Riverside but live elsewhere agreed (p. 26)
- **Possible Call to Action...** more needs to be done to enhance the perception that Riverside is a more “business-friendly” place and to ensure that workers know about and have access to the many offerings already available through state, county and local public and private channels.

Talking Point 10: Generosity Increasing, But Not Enough to Meet Need

Riversiders report generosity and volunteer commitment to Riverside-based causes and faith-based institutions, but need in the region has skyrocketed.

Supporting Data Points:

- **59.5%** indicated that they “donate to Riverside causes” (p. 16)
- Donations range from **46.3%** of low income respondents (less than \$25,000 household annual) to **82.6%** of the highest income respondents (over \$110,000) (p. 16)
- Only **1.2%** of residents said they “donate to causes but only those not in Riverside”, and **39.3%** “don’t donate” (p. 16)
- The data also show that those who donate to Riverside causes give to a combination of religious institutions and other nonprofits: Specifically, **13.3%** of those who donate said their donations went to “religious institutions”, **35.3%** said the money went to “other nonprofit organizations”, and **51.4%** said they donate to “both” (p. 16)

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- **35.2%** volunteered for “Riverside causes, organizations or schools”, with an average of reported hours per month over **14 hours** and a median of **10 hours**; this is another indicator of respondents’ strong ties to the community. 57.4% of online respondents said they volunteer in Riverside (p. 16)
- **But...** As efforts like Give Big Riverside have publicized, the resources needed to meet demands for nonprofit services call for even more generosity to local causes
- **Possible Call to Action...** Refer findings to philanthropic efforts (such as Give BIG Riverside, Agency Executive Association, United Way of the Inland Valleys, Community Connect and the Community Foundation Serving the Counties of Riverside and San Bernardino) and faith-based networks.

Talking Point 11: Neighbors Connected to One Another, But Not Their Neighborhood

Riversiders feel they have supportive neighbors they know, but most respondents could not name their neighborhood and Riverside’s connections among neighbors are not higher than national average.

Supporting Data Points:

- 77.8% said they have at least one “neighbor who would help them if they needed help” (and another 15.8% said they think so but aren’t sure) (p. 14)
- **42.0%** said they “know most or all of their neighbors” (p. 14)
- **But...** the 2010 Pew Internet & American Life Project found that 43% of Americans know most or all of their neighbors, putting the connections among Riverside’s neighbors at virtually the same as the national average (p. 14)
- **But...**the majority of respondents could not identify their neighborhood by its official name.
- **Possible Call to Action...**Refer findings to the Riverside Neighborhood Partnership for further analysis and decision-making.

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Talking Point 12: More Effort Needed to Shift Perceptions About Air and Water Quality

Riversiders still point to air quality as a negative part of life here, but those with the long-term view appreciate the dramatic improvements in air quality. Similarly, negative perceptions of the quality of tap water in Riverside persist despite long-term, validated evidence of meeting regulatory agencies' safety standards.

Supporting Data Points:

- **53.9%** of those who have lived in Riverside between 11 and 20 years, and **61.5%** of those who have lived here more than 20 years, strongly agree or agree that air quality has improved since they moved here (p. 29)
- **But...** Despite dramatic improvements in air quality over the last decades, it was the second most frequent answer provided to the open-ended phone question: "What do you like least about living in Riverside?" It was the most frequently chosen answer from a list of potential answers in the online survey (29.0% of respondents) (p. 29)
- **59.9%** strongly agreed or agreed that "Riverside's tap water is safe to drink", while **30.4%** disagreed and **9.7%** strongly disagreed. Online survey respondents gave similar ratings (p. 17)
- **Possible Call to Action...** Like talking points 9 and 16, the call to action here is to close the understanding gap and help Riversiders know the improving state of the community's air and water quality.

RIVERSIDERS MOST CONCERNED ABOUT...

Talking Point 13: Feeling Safe Overall, But Perception of Safety Varies by Age and Geography

Riversiders feel safe walking in their neighborhood or near workplace, but some neighborhoods and youth have more safety concerns.

Supporting Data Points:

- **82.1%** said they do feel it is safe to walk in their neighborhood, with an additional **8.4%** describing it as somewhat safe (p. 20)
- Of those who feel somewhat safe (**8.4%**) or not safe (**9.5%**), **53.4%** attributed their feelings to "crime" and **17.6%** to "gang problems" (p. 21)
- **67.3%** said they are not at all fearful or not too fearful that they will be the victim of a serious crime in Riverside (p. 22)
- **But...** Perceptions of safety do vary greatly based on zip code, from **92.9%** feeling safe to walk in neighborhoods in 92506 to **70.6%** in 92507 (p. 21). Those who live in zip codes that encompass Orangecrest, Canyon Crest, and Woodcrest feel the safest; those who live in Eastside, Arlanza, Arlington, and Downtown less safe

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- **Possible Call to Action**...Refer findings to Riverside Police Department, Neighborhood Watch, graffiti abatement, school districts, Riverside Neighborhood Partnership and community groups to inform decision-making

Talking Point 14: More Progress Needed to Address Homelessness

Only about half of residents feel satisfied with the progress made so far in addressing homelessness in Riverside, despite citywide efforts of the private, public and nonprofit sectors.

Supporting Data Points:

- **50.4%** of residents feel satisfied with the “progress made so far in addressing homelessness in the city” (p. 14)
- Concerns about people who are apparently homeless were also noted in ratings and comments regarding feeling unsafe. **“Homelessness needs to be improved more and kept away from the parks for kids to be able to play”** noted one phone respondent; another said **“Not enough affordable housing for the homeless...”**
- **Possible Call to Action**...Refer findings to City and community efforts for further analysis and decision-making

Talking Point 15: Good Jobs Hard to Find

Only about half of residents see Riverside as a good place to find a job.

Supporting Data Points:

- **51.7%** either strongly agree or agree that “Riverside is a good place to find a job” (p. 27)
- Between **45%** and **50%** of the 18 – 29, 46 – 60, and 61 or older age groups think “Riverside is a good place to find a job”; **62%** of the 30 – 45 year old age group felt that way (p. 27)
- 39.9% of college students expressed confidence that they will be able to find a good job in Riverside after graduation (p. 27)
- **Possible Call to Action**...As outlined in *The Coming Jobs War*, all civic, City government, business, community and neighborhood leaders need to be thinking of job creation and retention as their responsibility

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Talking Point 16: Leaders Must Figure Out Effective Communication Methods

Reaching more than 300,000 residents is challenging when they rely on a wide range of information sources, and traditional sources such as “friends and family” and “local newspaper” still rank highest.

Supporting Data Points:

- In response to the online question “What sources of information do you rely on to find out about events and resources in Riverside?” (multiple responses permitted) the most frequent options were:
 - 58.5% chose “friends and family”
 - 57.7% chose “local newspaper” (the option most frequently cited as the source used most often, by 31.2%)
 - 37.5% chose “Explore Riverside quarterly newsletter”
 - 34.7% chose “social media such as Twitter and Facebook”
 - 33.6% chose “Online community calendar at RiversideCA.gov or ExploreRiverside.com”
 - 19.2% chose “community or neighborhood groups” (p. 15)
- **Possible Call to Action...** Refer results to community, civic, elected, neighborhood and nonprofit leaders. There is a need to communicate more effectively with more Riversiders, both to tell Riverside’s story of success and progress, as well as to share information about programs and services

ABOUT SEIZING OUR DESTINY

Our Vision: Riverside, California is a city that honors and builds on its assets to become known as a location of choice that catalyzes innovation in all forms, enjoys a high quality of life and is unified in pursuing the common good.

Our Mission: Seizing Our Destiny is creating a prosperous future for Riverside, California, through a shared commitment of community, business and civic leaders working together to creatively tackle local issues, implement innovative solutions, and promote Riverside success stories. We ensure that Riverside remains a place attractive to dynamic and diverse families, businesses, students and visitors.

How to Contact Seizing Our Destiny?

info@seizingourdestiny.com

<http://seizingourdestiny.com/contact-us>



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