

2011-12
KANSAS CITY
MISSOURI
CITIZEN
SURVEY

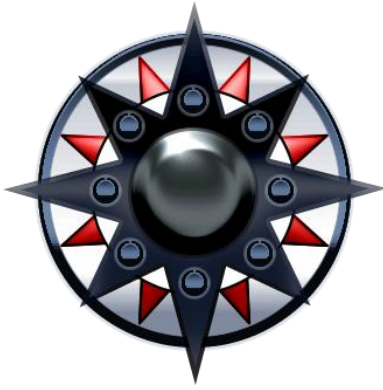
FINAL REPORT

Submitted to:

The City of Kansas City, Missouri

ETC Institute
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2011-12 Kansas City, Missouri Citizen Survey Executive Summary Report

OVERVIEW AND METHODOLOGY

Overview. ETC Institute administered a community survey for the City of Kansas City, Missouri for the purpose of objectively assessing resident satisfaction with the delivery of city services and to gather input about priorities for the City.

Methodology. The 2011-12 DirectionFinder® Survey for the City of Kansas City, Missouri involved the administration of the survey by mail and telephone to a random sample of 4,725 households in the City of Kansas City, Missouri. Although ETC Institute has administered a community survey for Kansas City, Missouri since 2001, the surveys questions for the 2011-12 survey were similar to the survey questions that have been used since the 2005 community survey. For this reason, the 2005 results serve as the base year when comparing the 2011-12 data for trend purposes. From 2001 to 2008, the survey data was conducted at one time. Since the 2009-10 survey, the survey has been administered to one-fourth of the sample every three months to allow the City to assess seasonal differences in survey results.

The source for the random sample was provided by Edith Roman, which is a subsidiary of InfoUSA®. A target sample of 2,250 households was selected at random from all households in Kansas City, Missouri each quarter. The sample was designed to ensure the completion of at least 1,000 surveys per quarter. Of these at least 250 surveys were completed in each of four geographic zones.

During the first week of July 2011, October 2011, February 2012, and May 2012, a copy of the survey instrument, a cover letter from the City, and a postage-paid return reply were mailed to each of the 2,250 households in the target sample that was selected for the quarter. Only one person per household was selected. A total of 9,000 households were selected to receive the survey over the course of the year.

Two days before the surveys were mailed; ETC Institute placed a 30-second automated call to each of the households that were selected to receive the survey. The automated message informed potential respondents about the purpose of the survey and encouraged them to complete the survey.

The unaided response rate to the mailed survey was 30% or 2,675 completed surveys.

Households that did not respond to the survey by mail were contacted by phone and asked to complete the survey by phone. The goal was to ensure that at least 500 surveys were administered by mail and 500 were administered by phone each quarter to minimize any bias that may have been introduced based on the method of administration.

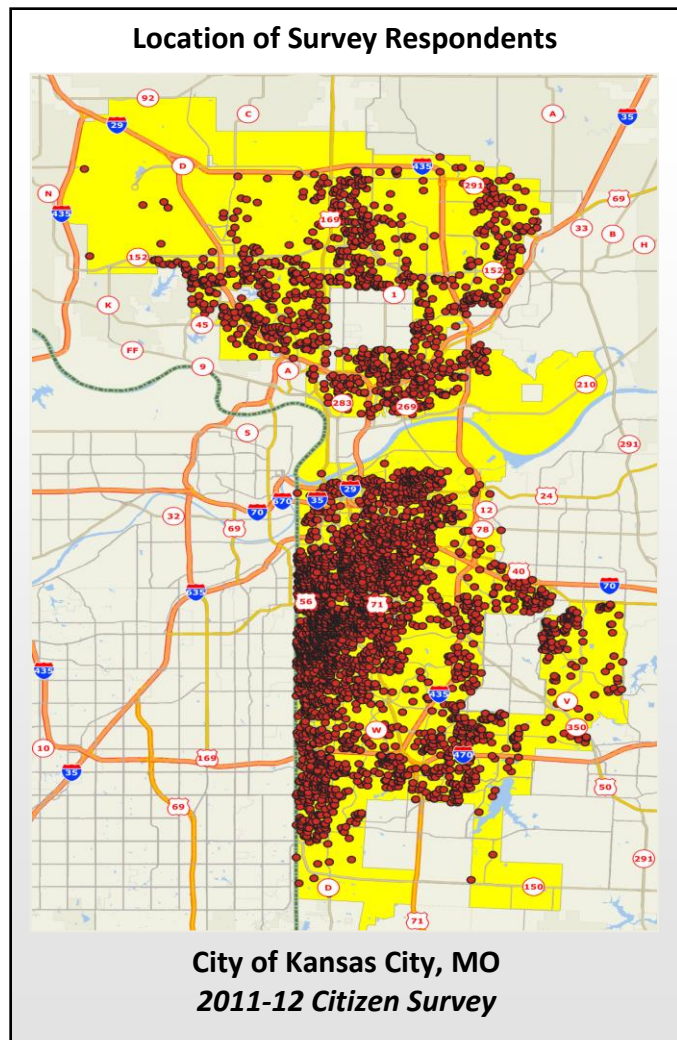
Of the 9,000 households that received the survey, 2,675 completed the survey by mail and 2,050 completed the survey by phone. The total number of households that completed the survey by mail or phone was 4,725, (a 52.5% response rate). The results for the random sample of 4,725 surveys have a precision of at least +/-1.5%.

Location of Respondents. To better understand how well services are being delivered in different parts of the City, the home address of respondents to the survey was geocoded. The dots on the map to the right show the distribution of survey respondents based on the location of their home.

Don't knows. The percentage of “don't know” and “no opinion” responses has been excluded from many of the graphs that show trends from 2005, 2010-11 and 2011-12 to facilitate valid comparisons. Since the number of “don't know” and “no opinion” responses often reflects the utilization and awareness of city services, the percentage of “don't know” and “no opinion” responses has been provided in section 4 (tabular data).

This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- importance-satisfaction analysis
- benchmarking data
- tabular data that show the results for each question on the survey
- a copy of the survey instrument.



MAJOR FINDINGS

Major Categories of City Services

- **Residents were generally satisfied with the major categories of services provided by the City of Kansas City, Missouri.** The overall major categories of city services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of airport facilities (74%), the overall quality of police, fire and ambulance service (73%) and the overall quality of city convention facilities (65%). Residents were least satisfied with the overall maintenance of streets, buildings, and facilities (24%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with various categories of major services that are provided by the City from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey to the current survey. **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Overall Satisfaction With Various Aspects of City Services by Major Category			Percentage Change from 2005 to (2011-12)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2011-12 Survey	2005 Survey	
Quality of police, fire, & ambulance services	73.4%	67.4%	6.0%
Quality of city parks & rec. programs & facilities	59.4%	51.2%	8.2%
Maintenance of streets, buildings, & facilities	23.4%	15.6%	7.8%
Quality of city water utilities	51.5%	55.1%	-3.6%
Enforcement of city codes and ordinances	36.0%	31.6%	4.4%
Quality of customer service from city employees	49.8%	39.1%	10.7%
Effectiveness of city communication with public	39.2%	30.7%	8.5%
Quality of city's stormwater runoff/mgmt system	36.3%	32.1%	4.2%
Quality of city's public health services	47.4%	41.2%	6.2%
Flow of traffic	51.7%	34.1%	17.6%
Quality of airport facilities	73.5%	71.5%	2.0%
Quality of public transportation	42.8%	N/A	N/A
Quality of city convention facilities	65.2%	53.0%	12.2%
Quality of the city's 311 service	57.3%	N/A	N/A



The changes in satisfaction with major city services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed below:

Significant Increases Since the 2005 Survey

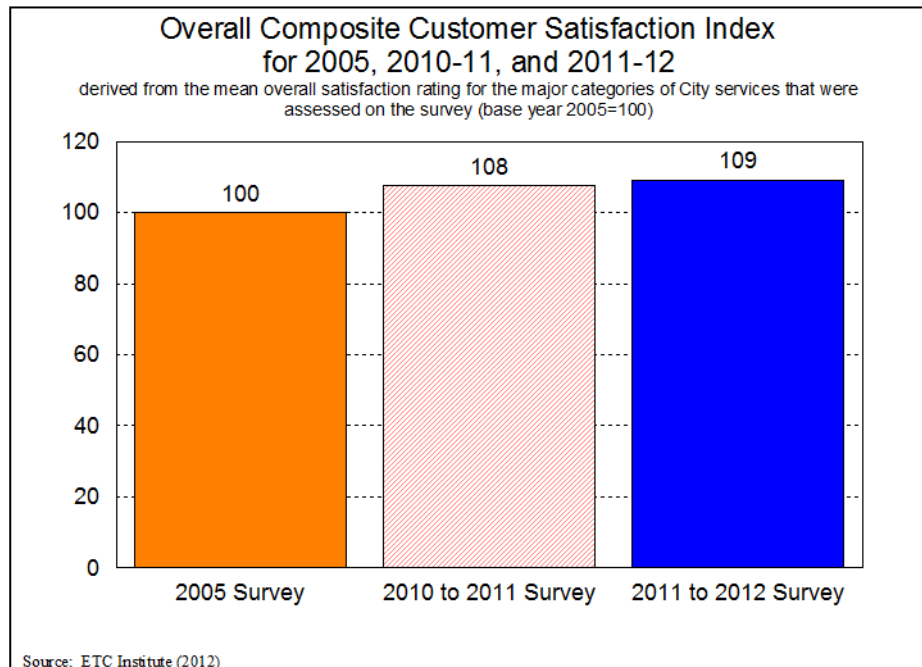
- Flow of traffic (+17.6%)
- Quality of city convention facilities (+12.2%)
- Quality of customer service from city employees (+10.7%)
- Effectiveness of city communication with public (+8.5%)
- Quality of city parks & rec. programs & facilities (+8.2%)
- Maintenance of streets, buildings, & facilities (+7.8%)
- Quality of city's public health services (+6.2%)
- Quality of police, fire, & ambulance services (+6.0%)
- Enforcement of city codes and ordinances (+4.4%)
- Quality of city's stormwater runoff/mgmt system (+4.2%)
- Quality of airport facilities (+2.0%)

Significant Decreases Since the 2005 Survey

- Quality of city water utilities (-3.6%)

- **Overall Satisfaction With City Services Continues to Improve.** To assess the change in overall satisfaction from previous years, ETC Institute developed a Composite Customer Satisfaction Index for the City. The Composite Customer Satisfaction Index is derived from

the mean rating given for the overall major categories of City services that were assessed in 2005, 2010-11 and 2011-12; the index is calculated by dividing the mean rating from the current year by the mean rating from 2005 and then multiplying the result by 100. The chart to the right shows the Composite Customer Satisfaction Index for 2005, 2010-11 and



2011-12 for the City of Kansas City. The Composite Satisfaction Index for the City of Kansas City improved 1 point from 2010-11 and 9 points from 2005. City leaders in Kansas City are to be commended for their efforts to improve levels of service.

- Services that residents thought should receive the most emphasis from the City.** The three major services that residents thought were the most important for the City to emphasize over the next two years were: (1) the maintenance of City streets, buildings, and facilities (2) the quality of police, fire and ambulance medical service, and (3) the quality of city's stormwater runoff/management system. *The maintenance of City streets, buildings and facilities was also the highest rated priority in the 2005 survey; the overall flow of traffic was the second highest rated priority in 2005 compared to the 2011-12 survey where it was rated the seventh highest priority.*

Perceptions of Kansas City as a Community

- Majority of residents were satisfied with the quality of life in Kansas City, Missouri.** Fifty-four percent (54%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of life in Kansas City, Missouri; 30% gave a neutral response, and 16% were dissatisfied.

Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with residents' perceptions of Kansas City as a community, from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey to the current survey. **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)*

Satisfaction with Items that Influence Residents Perceptions of KCMO as a Community Combination of "Very Satisfied" and "Satisfied" (Excluding Don't Knows)	2011-12 Survey	2005 Survey	Percentage Change from 2005 to (2011-12)
	Quality of services provided by KCMO	50.0%	
Value received for city tax dollars and fees	32.1%	24.8%	7.3%
Overall image of the city	45.3%	36.9%	8.4%
How well the city is planning for growth	30.9%	32.4%	-1.5%
Overall quality of life in the city	54.1%	50.7%	3.4%
Overall feeling of safety in the city	36.8%	29.9%	6.9%

The changes in satisfaction with residents perceptions of Kansas City as a community that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed on the following page:



Significant Increases Since the 2005 Survey

- Quality of services provided by KCMO (+8.6%)
- Overall image of the city (+8.4%)
- Value received for city tax dollars and fees (+7.3%)
- Overall feeling of safety in the city (+6.9%)
- Overall quality of life in the city (+3.4%)

Significant Decreases Since the 2005 Survey

- How well the city is planning for growth (-1.5%)

Public Safety Services

- **Public Safety.** The public safety services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of local fire protection and rescue (79%), how quickly fire and rescue personnel respond to emergencies (78%) and the quality of ambulance service (69%). Residents were least satisfied with the city’s municipal court (37%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with public safety services from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey to the current survey. **Note:** Significant changes are +/- 1.5% (Blue boxes

indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Satisfaction with Various Aspects of Public Safety Services			Percentage Change from 2005 to (2011-12)
Combination of "Very Satisfied" and "Satisfied" (Excluding Don't Knows)	2011-12 Survey	2005 Survey	
Quality of local police protection	61.9%	53.8%	8.1%
Visibility of police in neighborhoods	48.9%	39.0%	9.9%
Visibility of police in retail areas	48.7%	39.1%	9.6%
City's overall efforts to prevent crime	40.7%	31.2%	9.5%
Enforcement of local traffic laws	51.7%	47.3%	4.4%
Parking enforcement services	48.5%	N/A	N/A
Overall quality of police services	59.4%	N/A	N/A
How quickly police respond to emergencies	57.8%	N/A	N/A
Overall quality of local fire protection & rescue	78.6%	78.9%	-0.3%
How quickly fire & rescue respond to emergencies	78.5%	N/A	N/A
Quality of local ambulance service	78.5%	67.2%	11.3%
How quickly ambulance personnel respond	68.7%	N/A	N/A
Quality of animal control	40.7%	34.3%	6.4%
The city's municipal court	36.7%	34.3%	2.4%



The changes in satisfaction with public safety services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed below:

Significant Increases Since the 2005 Survey

- Quality of local ambulance service (+11.3%)
- Visibility of police in neighborhoods (+9.9%)
- Visibility of police in retail areas (+9.6%)
- City's overall efforts to prevent crime (+9.5%)
- Quality of local police protection (+8.1%)
- Quality of animal control (+6.4%)
- Enforcement of local traffic laws (+4.4%)
- The city's municipal court (+2.4%)

Significant Decreases Since the 2005 Survey

- None
- **Public Safety Services residents thought should receive the most emphasis from the City.** The three public safety services that residents thought were the most important for the City to emphasize over the next two years were: (1) City's overall efforts to prevent crime (2) visibility of police in neighborhoods, and (3) the quality of local police protection.

Parks and Recreation Services

- **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: the maintenance of city parks (61%), the maintenance of boulevards and parkways (56%) and the quality of facilities, picnic shelters, and playground (55%). Residents were least satisfied with the city's youth athletic programs and city's adult athletic programs (32% each).

Trends: The table on the following page shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with parks and recreation services from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey to the current survey. **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)*



Satisfaction with Various Aspects of Parks & Recreation			Percentage Change from 2005 to (2011-12)
Combination of "Very Satisfied" and "Satisfied" (Excluding Don't Knows)	2011-12 Survey	2005 Survey	
Maintenance of city parks	60.8%	48.9%	11.9%
Quality of facilities, picnic shelters, playgrounds	55.2%	N/A	N/A
Quality of outdoor athletic fields	52.3%	41.0%	11.3%
Maintenance of boulevards & parkways	55.8%	48.6%	7.2%
Walking and biking trails in the city	46.3%	36.8%	9.5%
City swimming pools and programs	32.7%	27.4%	5.3%
The city's youth athletic programs	32.2%	32.0%	0.2%
The city's adult athletic programs	32.3%	27.9%	4.4%
Maintenance & appearance of community centers	49.7%	35.2%	14.5%
Programs & activities at community centers	43.7%	N/A	N/A
Ease of registering for programs	42.1%	30.2%	11.9%
Reasonableness of fees charged for rec. programs	40.2%	31.9%	8.3%

The changes in satisfaction with parks and recreation services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed below:

Significant Increases Since the 2005 Survey

- Maintenance & appearance of community centers (+14.5%)
- Ease of registering for programs (+11.9%)
- Maintenance of city parks (+11.9%)
- Quality of outdoor athletic fields (+11.3%)
- Walking and biking trails in the city (+9.5%)
- Reasonableness of fees charged for rec. programs (+8.3%)
- Maintenance of boulevards & parkways (+7.2%)
- City swimming pools and programs (+5.3%)
- The city's adult athletic programs (+4.4%)

Significant Decreases Since the 2005 Survey

- None



- **Parks and Recreation Services residents thought should receive the most emphasis from the City.** The three parks and recreation services that residents thought were the most important for the City to emphasize over the next two years were: (1) Maintenance of city parks, (2) maintenance of boulevards and parkways, and (3) walking and biking trails in the city.

Communication Services

- **Communication.** The highest levels of satisfaction with communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of KCMO’s government cable TV channel (47%), the overall quality of the city’s web-site (46%) and the availability of information about city programs/services (43%). Residents were least satisfied with the level of public involvement in decision makings (26%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with community services from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey to the current survey. **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Satisfaction with Various Aspects of Communication			Percentage Change from 2005 to (2011-12)
Combination of "Very Satisfied" and "Satisfied" (Excluding Don't Knows)	2011-12 Survey	2005 Survey	
Availability of info about city programs/services	42.7%	31.8%	10.9%
City efforts to keep informed about local issues	41.0%	33.2%	7.8%
Overall quality of the city's website	46.0%	N/A	N/A
Level of public involvement in decision making	26.4%	21.5%	4.9%
Timeliness of information provided by the city	33.6%	N/A	N/A
Quality of KCMO's gov't cable tv channel	47.4%	N/A	N/A



The changes in satisfaction with communication services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed below:

Significant Increases Since the 2005 Survey

- Availability of info about city programs/services (+10.9%)
- City efforts to keep informed about local issues (+7.8%)
- Level of public involvement in decision making (+4.9%)

Significant Decreases Since the 2005 Survey

- None

▪ **Communication items residents thought should receive the most emphasis from the City.**

The three communication services that residents thought were the most important for the City to emphasize over the next two years were: (1) City’s efforts to keep residents informed about local issues (2) Availability of info about city programs/services, and (3) the level of public involvement in decision making.

Leadership

- **Leadership.** Thirty-nine percent (39%) of those surveyed, who had an opinion, indicated that they were satisfied with the leadership provided by the city’s elected officials; 35% gave a neutral response, and 26% were dissatisfied.

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with various aspects of leadership in the City from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey to the current survey. **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Satisfaction With Various Aspects of Leadership	2011-12 Survey	2005 Survey	Percentage Change from 2005 to (2011-12)
Combination of "Very Satisfied" and "Satisfied" (Excluding Don't Knows)			
Leadership provided by city's elected officials	39.3%	25.6%	13.7%
Effectiveness of appointed boards & commissions	27.2%	20.2%	7.0%
Effectiveness of the city manager & app. staff	36.0%	29.8%	6.2%
How ethically the city conducts business	31.5%	N/A	N/A

The changes in satisfaction with leadership that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed on the following page:



Significant Increases Since the 2005 Survey

- Leadership provided by city's elected officials (+13.7%)
- Effectiveness of appointed boards & commissions (+7.0%)
- Effectiveness of the city manager & app. staff (+6.2%)

Significant Decreases Since the 2005 Survey

- None

Maintenance Services

- **Maintenance.** The highest levels of satisfaction with Maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of curbside recycling services (74%), quality of trash collection services (72%) and maintenance of city buildings (59%). Residents were least satisfied with condition of sidewalks in the city and the smoothness of city streets (23% each).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with maintenance services from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey

to the current survey.

Note: Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Satisfaction With Various Aspects of Maintenance			Percentage Change
Combination of "Very Satisfied" and "Satisfied" (Excluding Don't Knows)	2011-12 Survey	2005 Survey	from 2005 to (2011-12)
Maintenance of city streets	23.8%	21.2%	2.6%
Maintenance of streets in your neighborhood	35.8%	35.2%	0.6%
The smoothness of city streets	23.3%	14.9%	8.4%
Condition of sidewalks in the city	22.7%	18.8%	3.9%
Maintenance of street signs & traffic signals	52.4%	N/A	N/A
Maintenance & preservation of downtown KCMO	54.6%	31.8%	22.8%
Maintenance of city buildings	59.2%	44.6%	14.6%
Snow removal on major city streets past 12 months	56.1%	54.5%	1.6%
Snow removal on residential streets past 12 months	37.4%	36.8%	0.6%
Mowing & tree trimming along streets/public areas	37.4%	34.3%	3.1%
Cleanliness of city streets & other public areas	37.8%	29.9%	7.9%
Adequacy of city street lighting	57.0%	60.2%	-3.2%
Quality of trash collection services	72.2%	57.8%	14.4%
Quality of curbside recycling services	74.0%	N/A	N/A
Quality of bulky item pick-up services	55.0%	N/A	N/A
Condition of catch basins in your neighborhood	43.0%	N/A	N/A
Timeliness of water/sewer line break repairs	33.3%	N/A	N/A



The changes in satisfaction with maintenance services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed below:

Significant Increases Since the 2005 Survey

- Maintenance & preservation of downtown KCMO (+22.8%)
- Maintenance of city buildings (+14.6%)
- Quality of trash collection services (+14.4%)
- The smoothness of city streets (+8.4%)
- Cleanliness of city streets & other public areas (+7.9%)
- Condition of sidewalks in the city (+3.9%)
- Mowing & tree trimming along streets/public areas (+3.1%)
- Maintenance of city streets (+2.6%)
- Snow removal on major city streets past 12 months (+1.6%)

Significant Decreases Since the 2005 Survey

- Adequacy of city street lighting (-3.2%)
- **Maintenance items residents thought should receive the most emphasis from the City.** The three maintenance services that residents thought were the most important for the City to emphasize over the next two years were: (1) Maintenance of city streets (2) snow removal on residential streets, and (3) timeliness of water/sewer line break repairs.

Code Enforcement Services

- **Code Enforcement.** Thirty-two percent (32%) of those surveyed, who had an opinion, indicated that they were satisfied with the enforcement of sign regulations; 43% gave a neutral response, and 26% were dissatisfied. *Does not equal 100% due to rounding.*

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with code enforcement services from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey to the current survey. **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)*



Satisfaction With Various Aspects of Code Enforcement	2011-12 Survey	2005 Survey	Percentage Change from 2005 to (2011-12)
Combination of "Very Satisfied" and "Satisfied" (Excluding Don't Knows)			
Clean up of litter/debris on private property	23.1%	20.6%	2.5%
Mowing & cutting of weeds on private property	22.4%	19.7%	2.7%
Exterior maintenance of residential property	23.9%	22.3%	1.6%
Enforcing sign regulations	31.5%	31.8%	-0.3%
Enforcing & prosecuting illegal dumping	21.4%	18.2%	3.2%
Timeliness of removal of abandoned cars	28.1%	27.9%	0.2%

The changes in satisfaction with code enforcement services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed below:

Significant Increases Since the 2005 Survey

- Enforcing & prosecuting illegal dumping (+3.2%)
- Mowing & cutting of weeds on private property (+2.7%)
- Clean-up of litter/debris on private property (+2.5%)
- Exterior maintenance of residential property (+1.6%)

Significant Decreases Since the 2005 Survey

- None

- **Code Enforcement items residents thought should receive the most emphasis from the City.** The three code enforcement services that residents thought were the most important for the City to emphasize over the next two years were: (1) Clean-up of litter/debris of private property (2) mowing and cutting of weeds on private property, and (3) enforcing and prosecuting illegal dumping.

Overall Ratings of Kansas City, Missouri

- **Overall Ratings.** Seventy percent (70%) of those surveyed, who had an opinion, indicated that they were satisfied (combination of "excellent" and "good" responses) with Kansas City as a place to live; 19% gave a neutral response, and 11% were dissatisfied (combination of "below average" and "poor").



Trends: The table below shows the levels of satisfaction (combination of “excellent” and “good” responses) with overall ratings of the City from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey to the current survey. **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Overall Ratings of KCMO	2011-12 Survey	2005 Survey	Percentage Change from 2005 to (2011-12)
Combination of "Excellent" and "Good" (Excluding Don't Knows)			
As a place to live	69.8%	69.2%	0.6%
As a place to raise children	50.4%	51.5%	-1.1%
As a place to work	62.3%	63.3%	-1.0%

There were no changes in satisfaction with overall ratings of the City that were identified as significant.

How Safe Residents Feel

- **Feelings of Safety.** The locations that residents, who had an opinion, felt the safest, based upon the combined percentage of “very safe” and “safe” responses were: at home during the day (85%), in their neighborhood during the day (81%) and in Downtown Kansas City during the day and at home at night (73% each). Residents felt the least safe in City parks at night (16%).

Trends: The table on the following page shows how safe residents feel (combination of “very safe” and “safe” responses) in different locations from the 2005 survey and the current community survey (2011-12). It also shows the percentage increases or decreases from the 2005 survey to the current survey. **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in feelings of safety and Red boxes indicate a significant decrease in feelings of safety)



How Safe Residents Feel	2011-12 Survey	2005 Survey	Percentage Change from 2005 to (2011-12)
Combination of "Very Safe" and "Safe" (Excluding Don't Knows)			
At home during the day	84.8%	80.8%	4.0%
At home at night	72.4%	65.4%	7.0%
In your neighborhood during the day	80.9%	77.5%	3.4%
In your neighborhood at night	62.4%	55.1%	7.3%
In city parks during the day	61.7%	47.1%	14.6%
In city parks at night	15.9%	9.0%	6.9%
In Downtown KCMO during the day	72.7%	N/A	N/A
In Downtown KCMO at night	33.2%	N/A	N/A

The changes in feelings of safety that were identified as significant, because safety ratings were +/- more than 1.5% are listed below:

Significant Increases Since the 2005 Survey

- In city parks during the day (+14.6%)
- In your neighborhood at night (+7.3%)
- At home at night (+7.0%)
- In city parks at night (+6.9%)
- At home during the day (+4.0%)
- In your neighborhood during the day (+3.4%)

Significant Decreases Since the 2005 Survey

- None

Conclusions and Recommendations

Based on the results of the City's 2011-12 survey and the subsequent analysis of the survey data, ETC Institute has reached the following conclusions:

- **The City of Kansas City is moving in the right direction.** The Composite Customer Satisfaction Index for Kansas City has improved 1 point from the 2010-11 survey and 9 points from the 2005 survey. Ratings for the City of Kansas City improved or stayed the same in 63 of 70 items that were assessed in both 2005 and 2011-12. Significant changes from 2005 are listed on the following two pages:



Significant Increases Since the 2005 Survey

- Maintenance & preservation of downtown KCMO (+22.8%)
- Flow of traffic (+17.6%)
- Feelings of safety in city parks during the day (+14.6%)
- Maintenance of city buildings (+14.6%)
- Maintenance & appearance of community centers (+14.5%)
- Quality of trash collection services (+14.4%)
- Leadership provided by city's elected officials (+13.7%)
- Quality of city convention facilities (+12.2%)
- Ease of registering for programs (+11.9%)
- Maintenance of city parks (+11.9%)
- Quality of outdoor athletic fields (+11.3%)
- Quality of local ambulance service (+11.3%)
- Availability of info about city programs/services (+10.9%)
- Quality of customer service from city employees (+10.7%)
- Visibility of police in neighborhoods (+9.9%)
- Visibility of police in retail areas (+9.6%)
- City's overall efforts to prevent crime (+9.5%)
- Walking and biking trails in the city (+9.5%)
- Quality of services provided by KCMO (+8.6%)
- Effectiveness of city communication with public (+8.5%)
- Overall image of the city (+8.4%)
- The smoothness of city streets (+8.4%)
- Reasonableness of fees charged for rec. programs (+8.3%)
- Quality of city parks & rec. programs & facilities (+8.2%)
- Quality of local police protection (+8.1%)
- Cleanliness of city streets & other public areas (+7.9%)
- Maintenance of streets, buildings, & facilities (+7.8%)
- City efforts to keep informed about local issues (+7.8%)
- Value received for city tax dollars and fees (+7.3%)
- Feeling of safety in your neighborhood at night (+7.3%)
- Maintenance of boulevards & parkways (+7.2%)
- Feeling of safety at home at night (+7.0%)
- Effectiveness of appointed boards & commissions (+7.0%)
- Feeling of safety in city parks at night (+6.9%)
- Overall feeling of safety in the city (+6.9%)
- Quality of animal control (+6.4%)
- Effectiveness of the city manager & app. staff (+6.2%)
- Quality of city's public health services (+6.2%)
- Quality of police, fire, & ambulance services (+6.0%)



Significant Increases Since the 2005 Survey (CONTINUED)

- City swimming pools and programs (+5.3%)
- Level of public involvement in decision making (+4.9%)
- The city's adult athletic programs (+4.4%)
- Enforcement of city codes and ordinances (+4.4%)
- Enforcement of local traffic laws (+4.4%)
- Quality of city's stormwater runoff/mgmt system (+4.2%)
- Feeling of safety at home during the day (+4.0%)
- Condition of sidewalks in the city (+3.9%)
- Overall quality of life in the city (+3.4%)
- Feeling of safety in your neighborhood during the day (+3.4%)
- Enforcing & prosecuting illegal dumping (+3.2%)
- Mowing & tree trimming along streets/public areas (+3.1%)
- Mowing & cutting of weeds on private property (+2.7%)
- Maintenance of city streets (+2.6%)
- Clean-up of litter/debris on private property (+2.5%)
- The city's municipal court (+2.4%)
- Quality of airport facilities (+2.0%)
- Snow removal on major city streets past 12 months (+1.6%)
- Exterior maintenance of residential property (+1.6%)

Significant Decreases Since the 2005 Survey

- Quality of city water utilities (-3.6%)
- Adequacy of city street lighting (-3.2%)
- How well the city is planning for growth (-1.5%)

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in section 2 of this report.

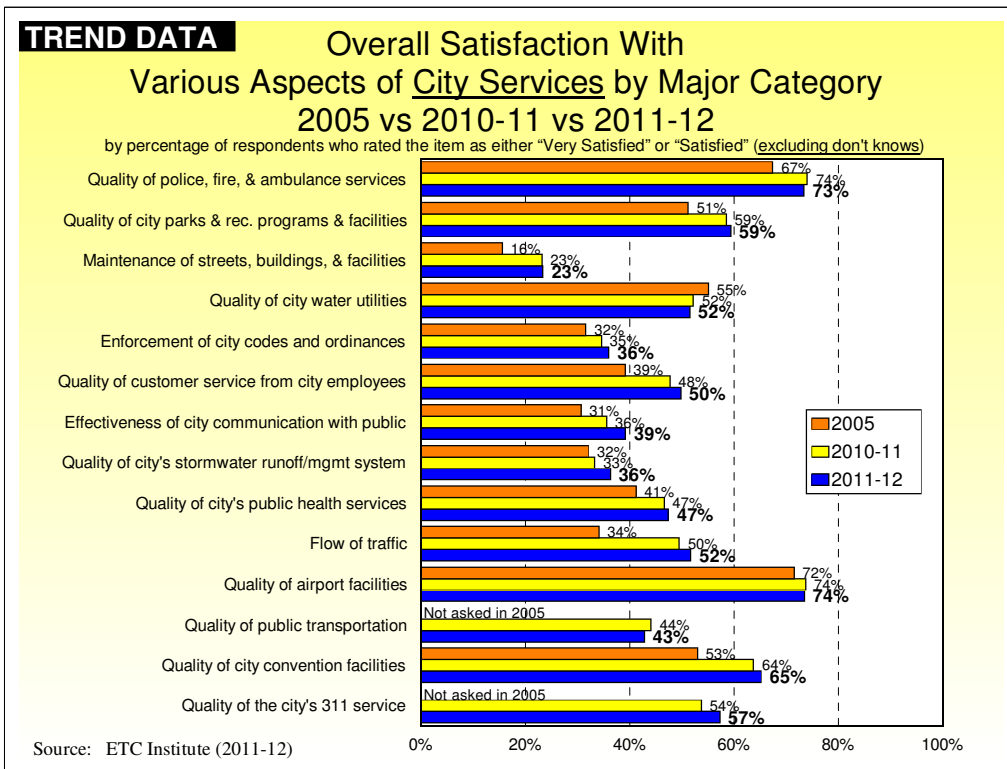
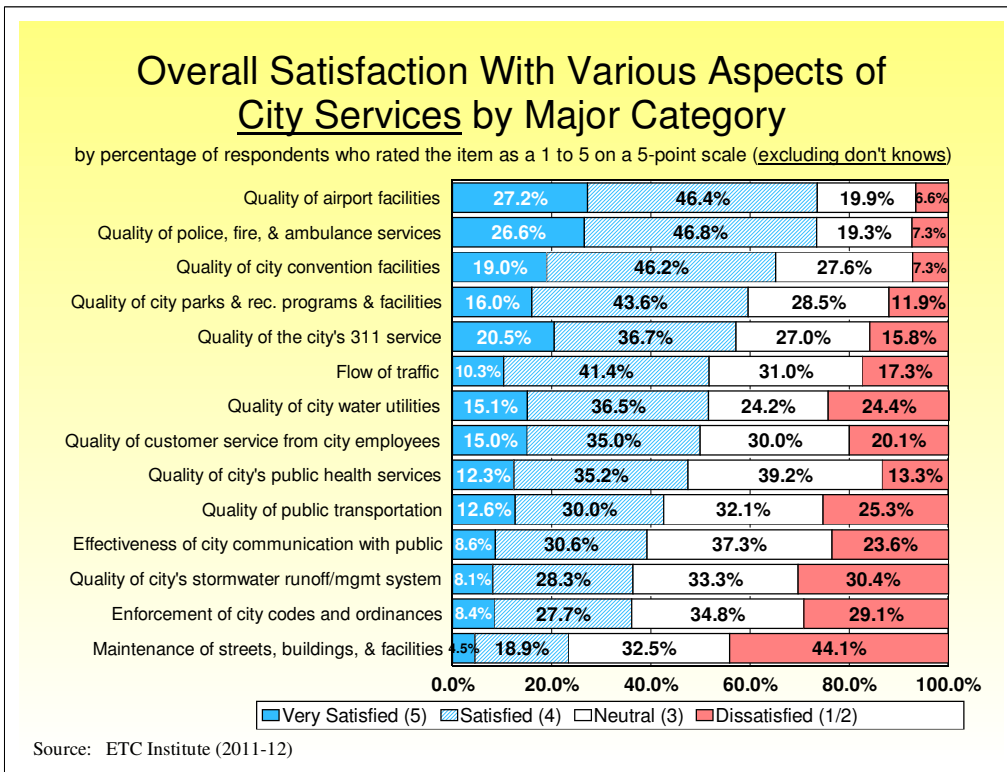


Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

- **Priorities for Major City Services.** The first level of analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Overall maintenance of city streets, buildings, and facilities (IS Rating=0.4657)
 - Overall quality of the city's stormwater runoff/stormwater management system (IS Rating=0.1501)
 - Overall enforcement of city codes and ordinances (IS Rating=0.1265)
- **Priorities Within Departments:** The second level of analysis reviewed the importance of and satisfaction of services within departments. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Public Safety Services:** The city's overall efforts to prevent crime
 - **Parks and Recreation Services:** Maintenance of city parks
 - **Communication Services:** The level of public involvement in local decision making
 - **Maintenance Services:** Maintenance of city streets
 - **Code Enforcement Services:** Enforcing the clean up of litter and debris on private property

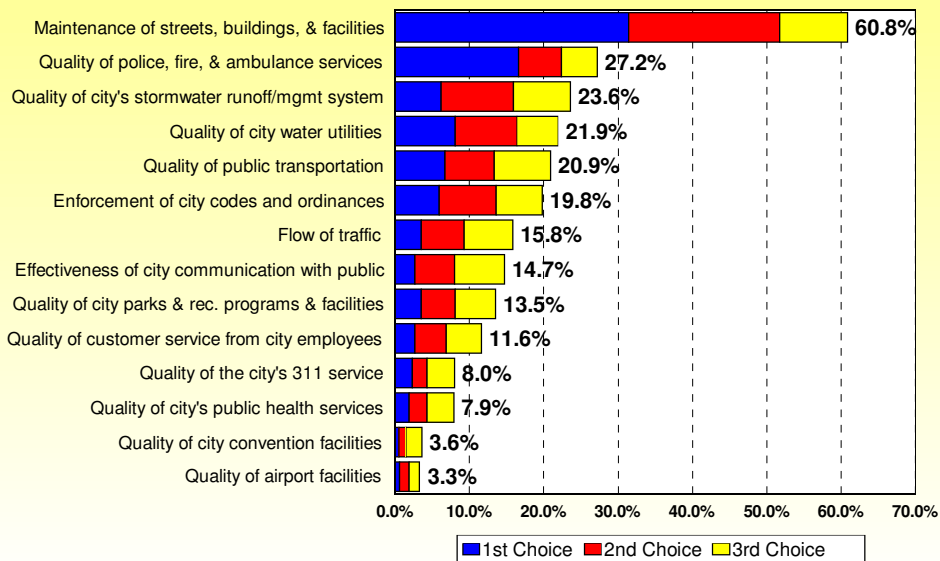
By emphasizing improvements in the areas listed above, the City of Kansas City should be able to continue to improve levels of customer satisfaction in future years and increase satisfaction in areas where improvements are needed.

Section 1:
Charts and Graphs



City Services That Are The Most Important For KCMO to Emphasize Over the Next Two Years

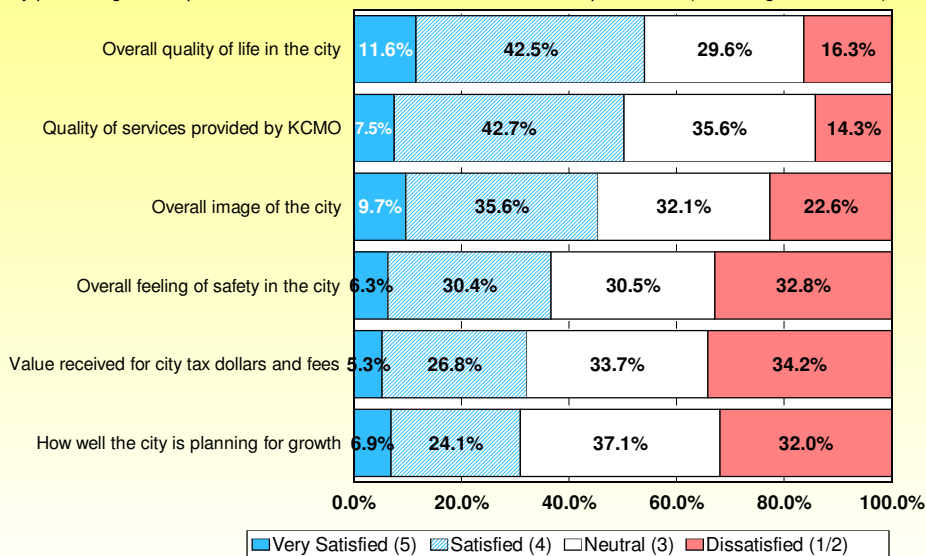
by percentage of respondents who selected the item as one of their top three choices



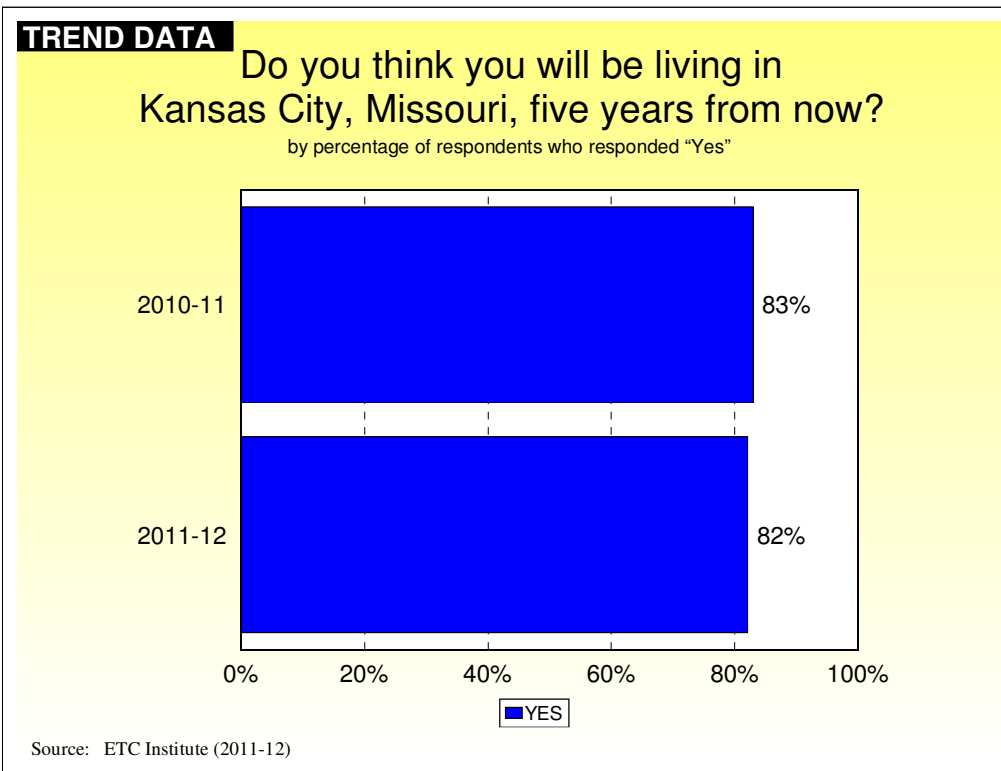
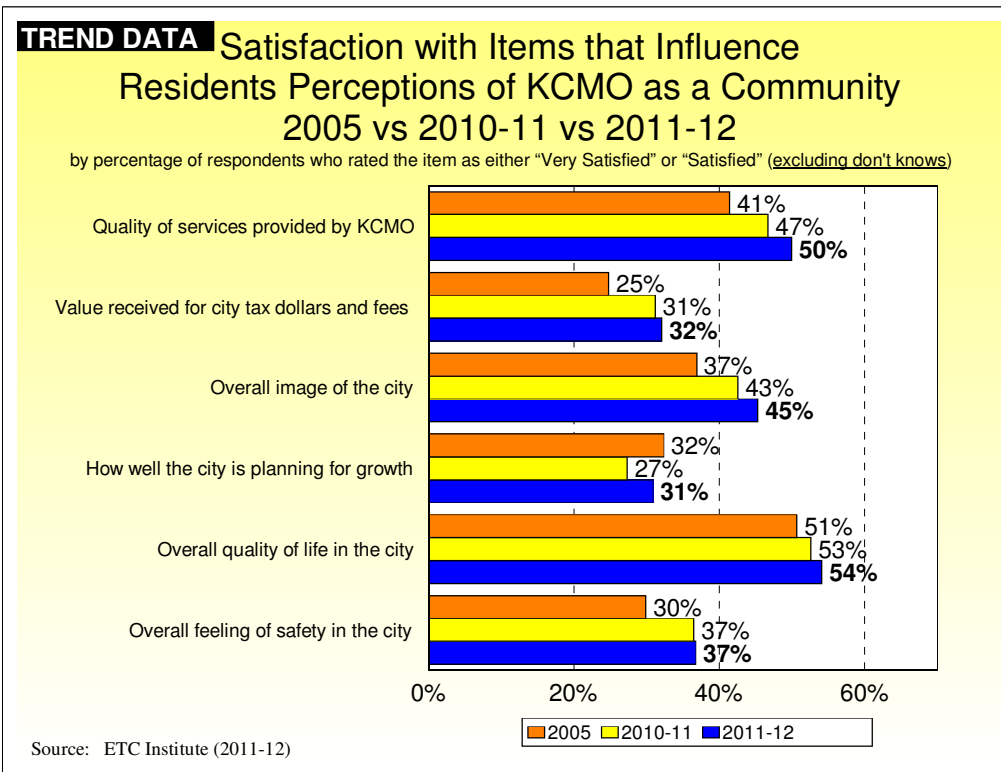
Source: ETC Institute (2011-12)

Satisfaction with Items that Influence Residents Perceptions of KCMO as a Community

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

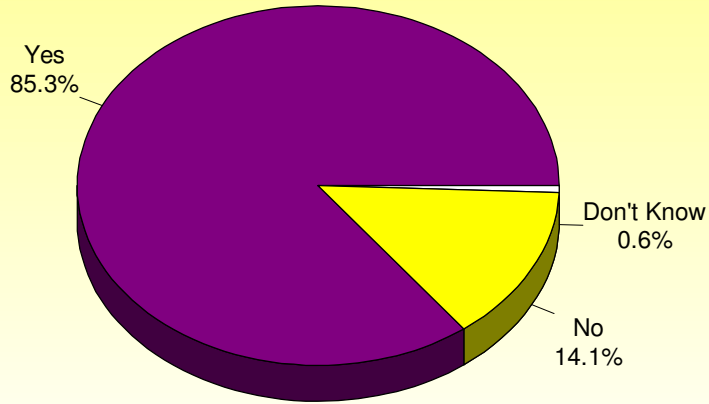


Source: ETC Institute (2011-12)



Did you vote in any Kansas City, Missouri, municipal election during the last two years?

by percentage of respondents

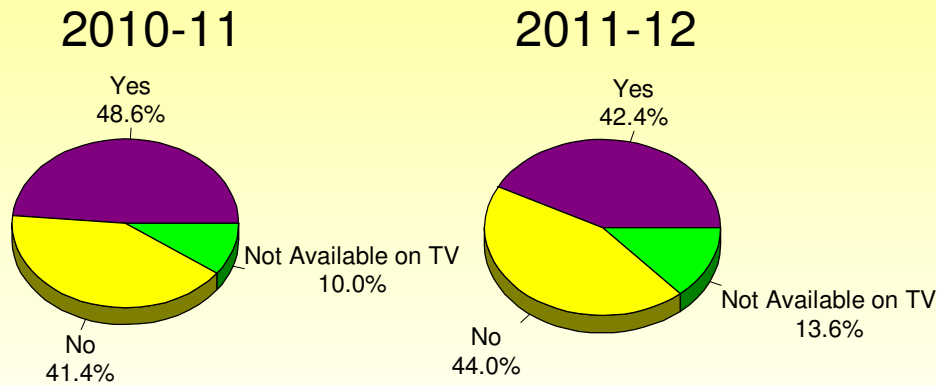


Source: ETC Institute (2011-12)

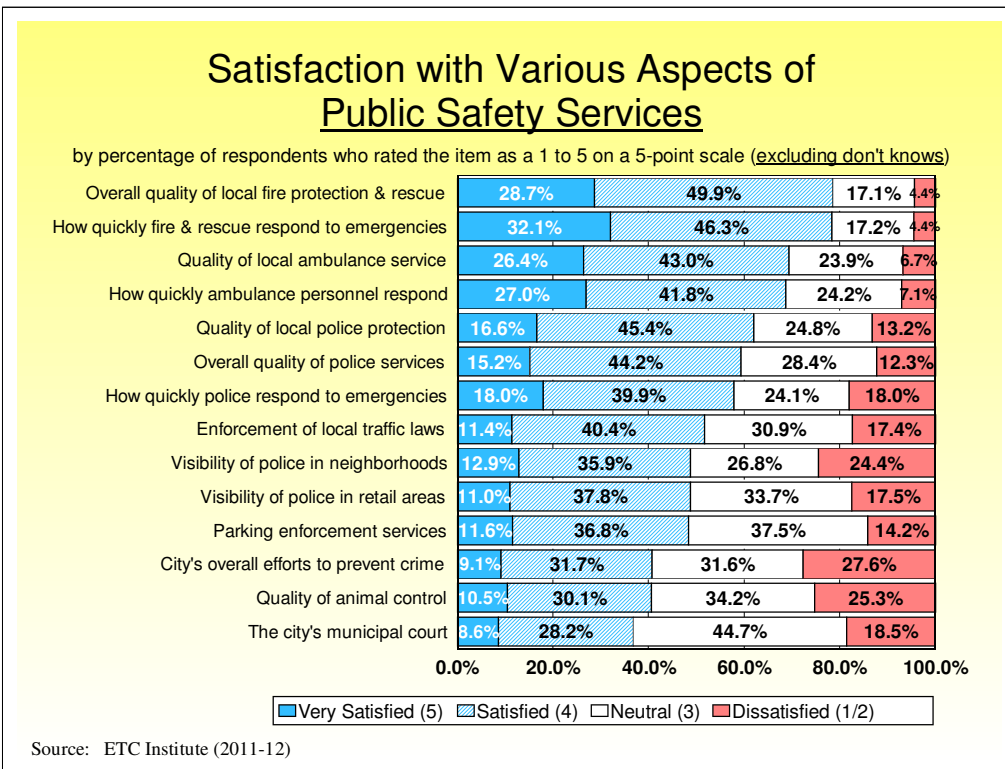
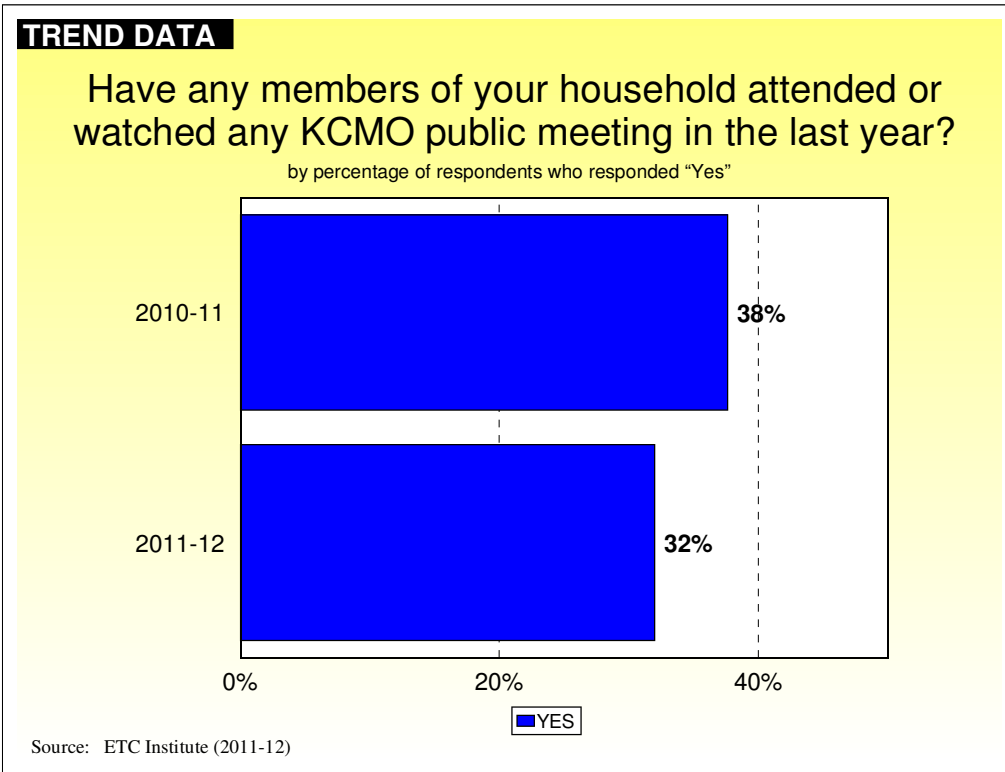
TREND DATA

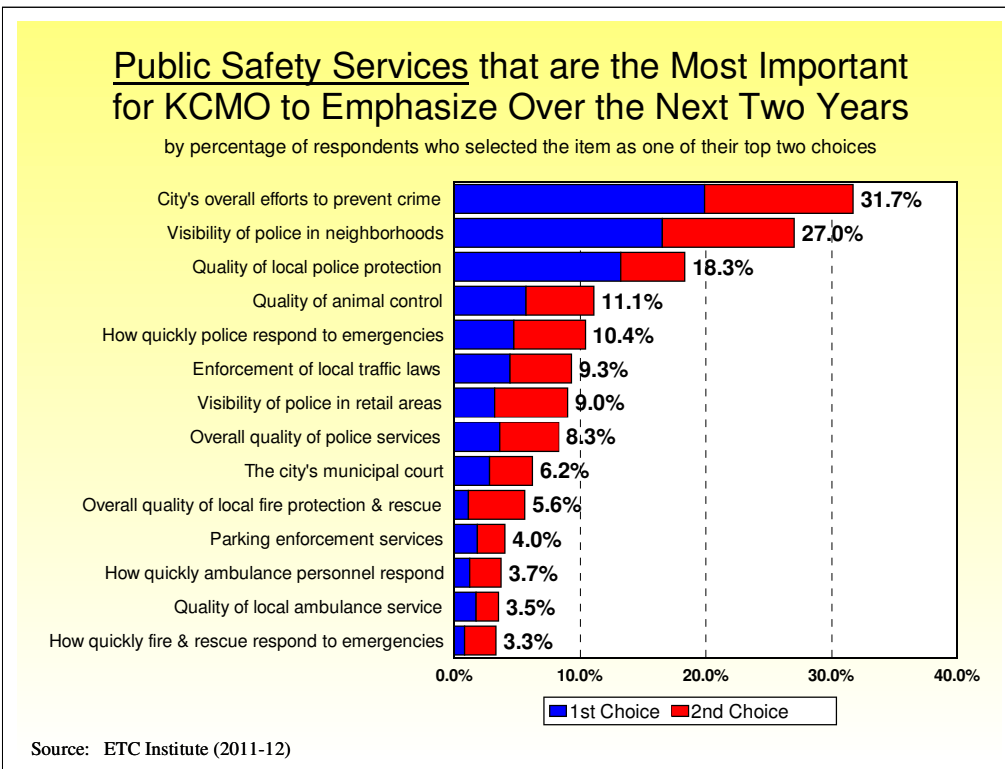
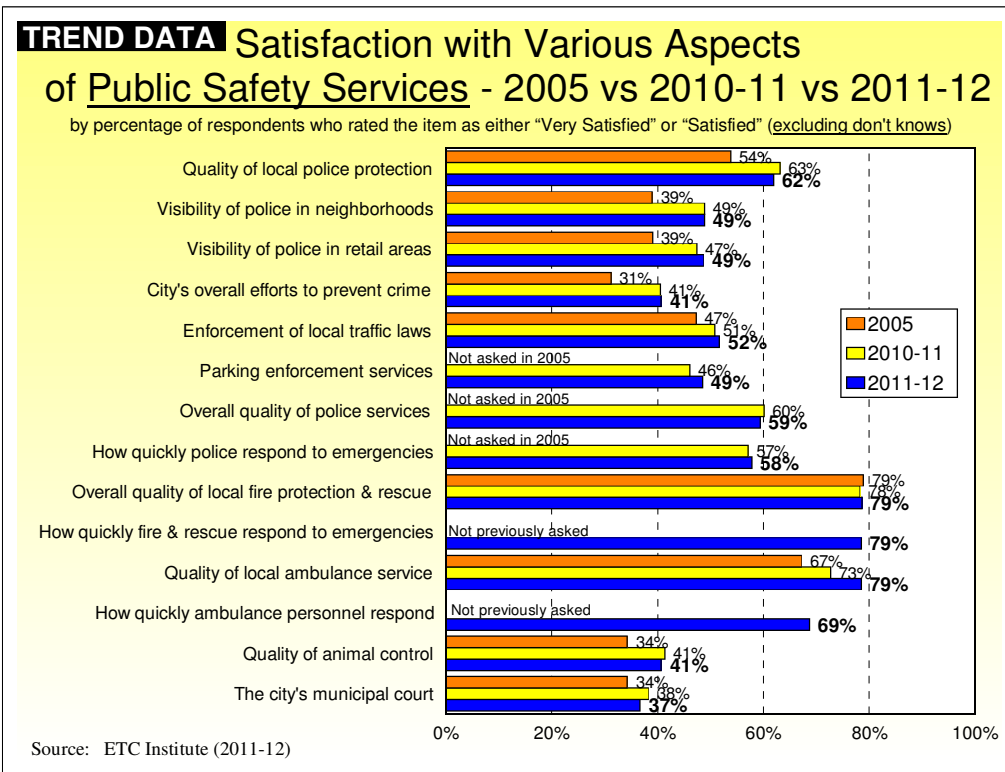
Have any members of your household watched Channel 2, KCMO's government cable television channel in the last year?

by percentage of respondents (excluding don't knows)



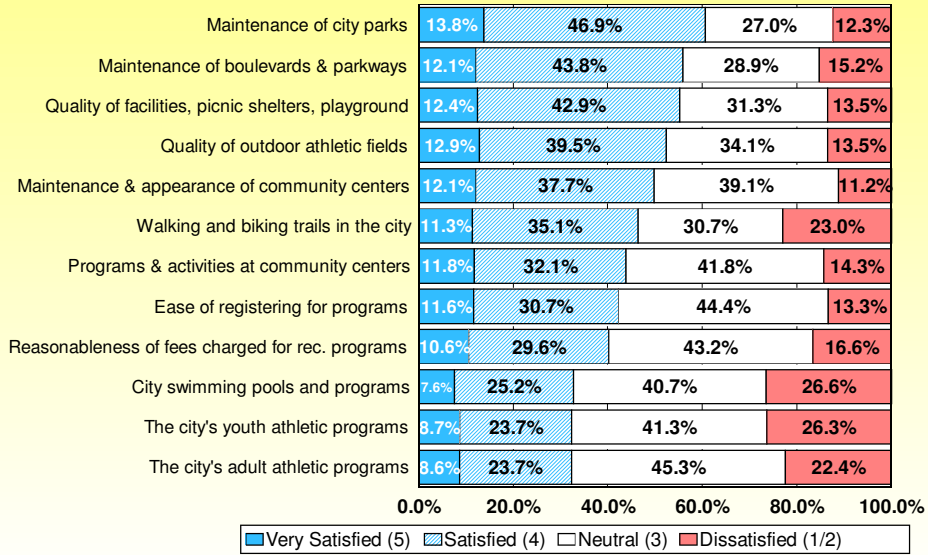
Source: ETC Institute (2011-12)





Satisfaction with Various Aspects of Parks & Recreation

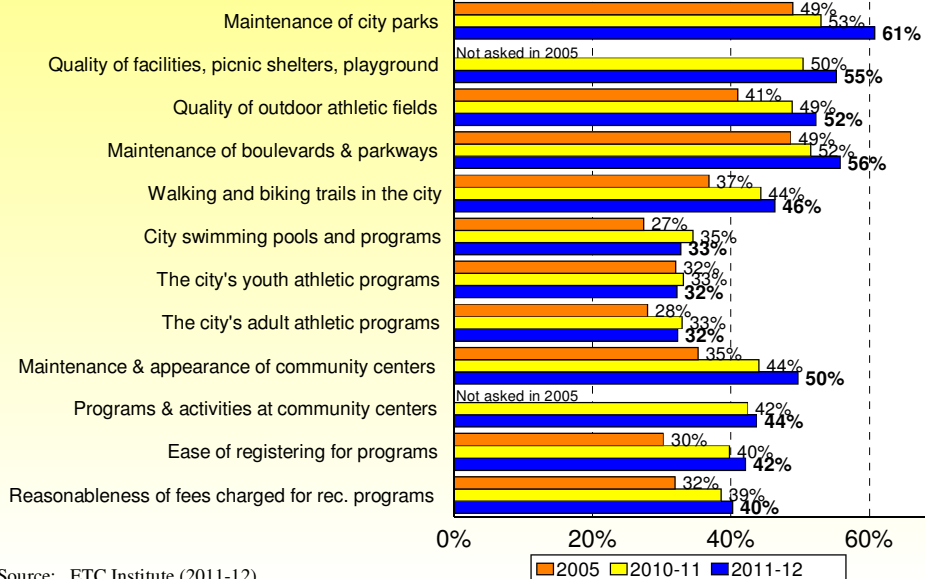
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



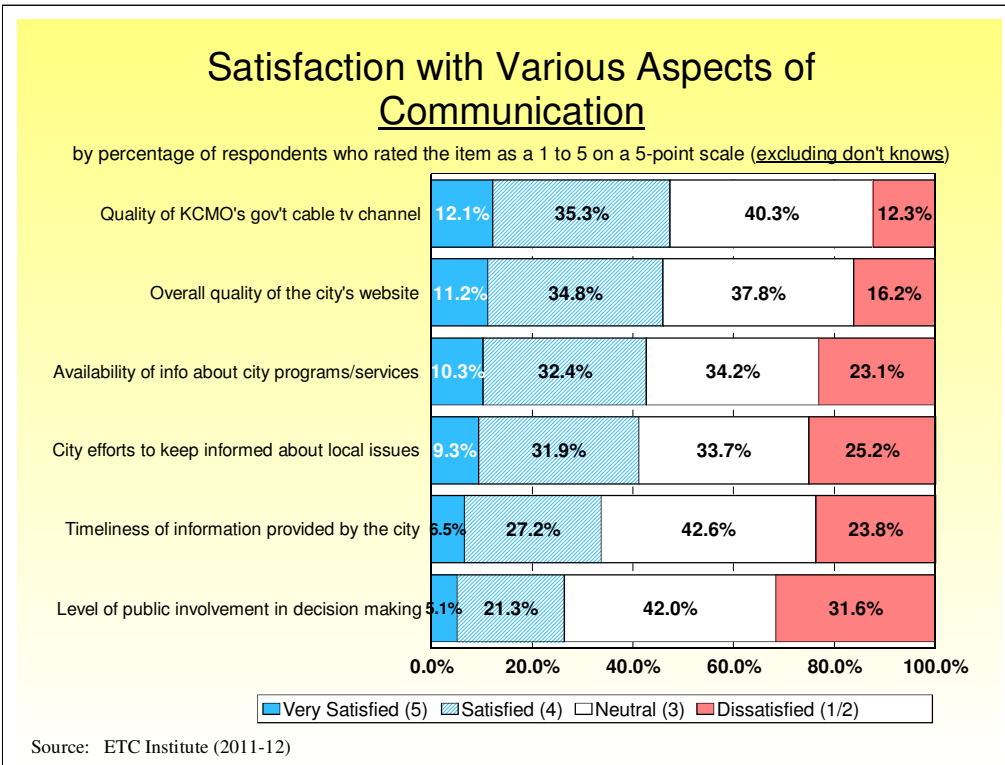
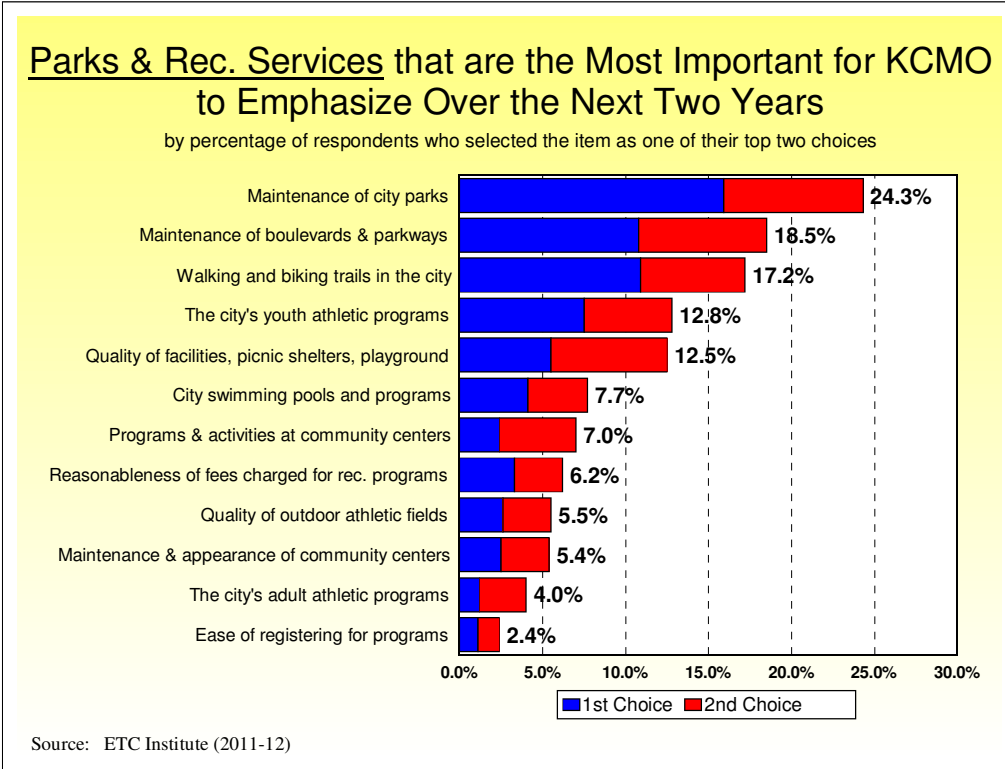
Source: ETC Institute (2011-12)

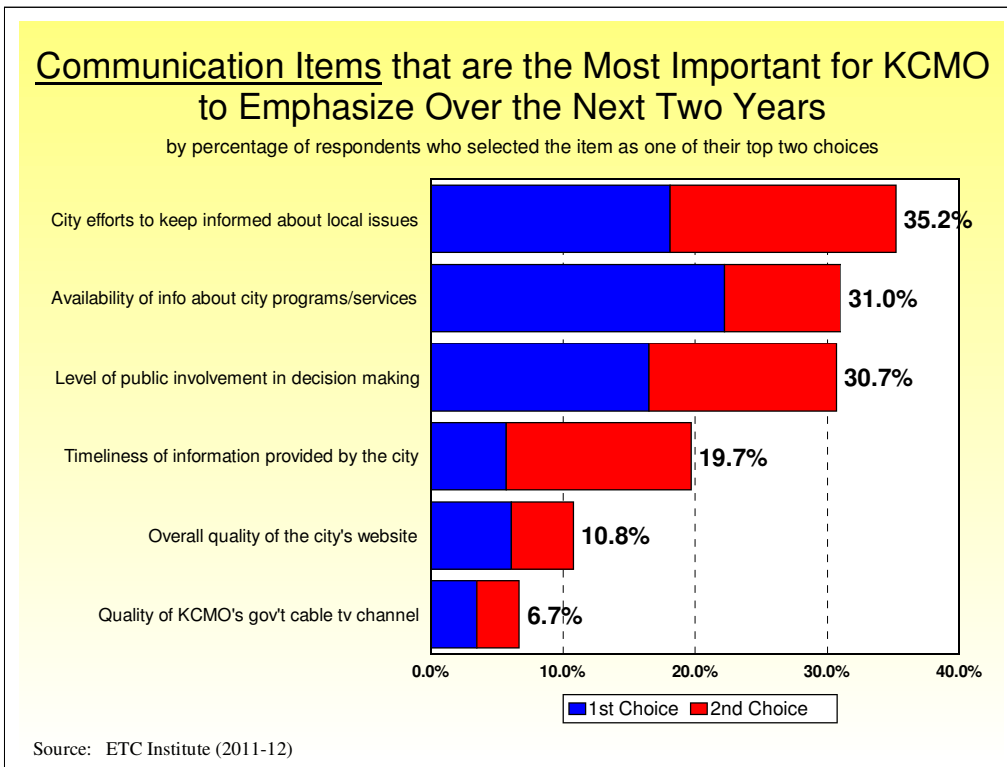
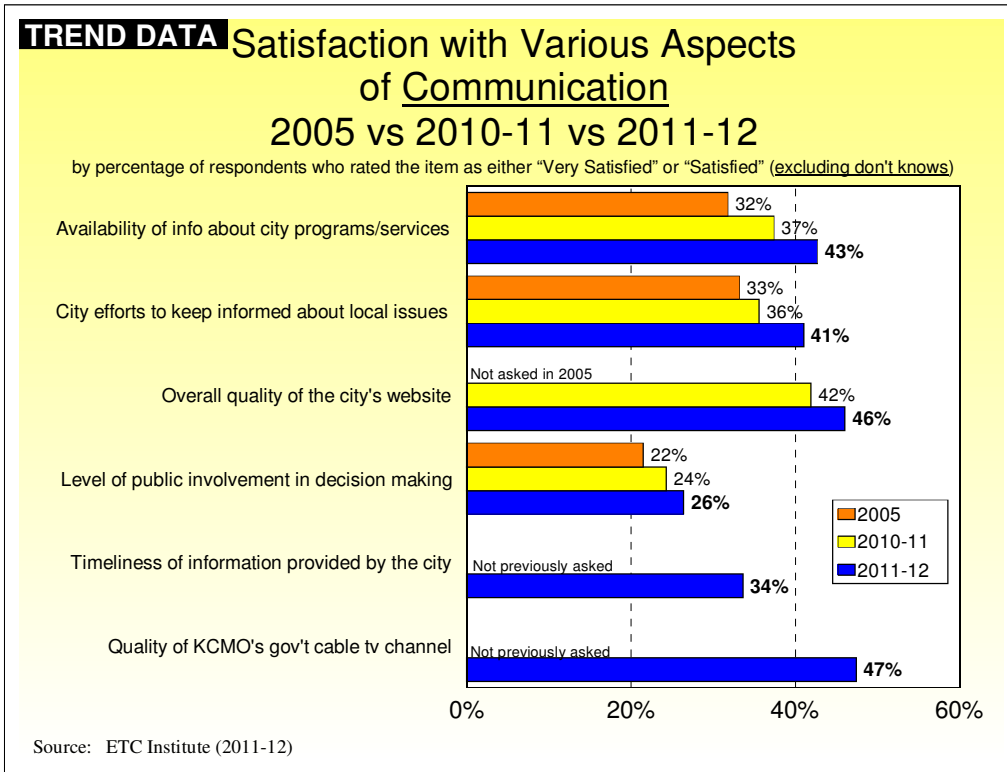
TREND DATA Satisfaction with Various Aspects of Parks & Recreation 2005 vs 2010-11 vs 2011-12

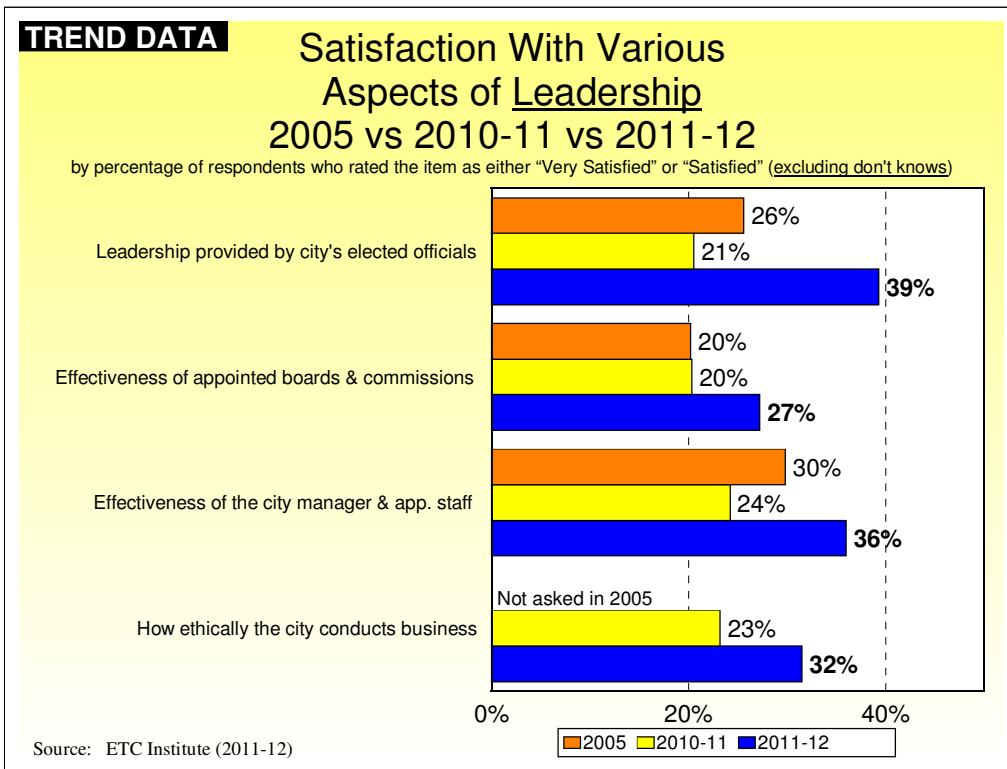
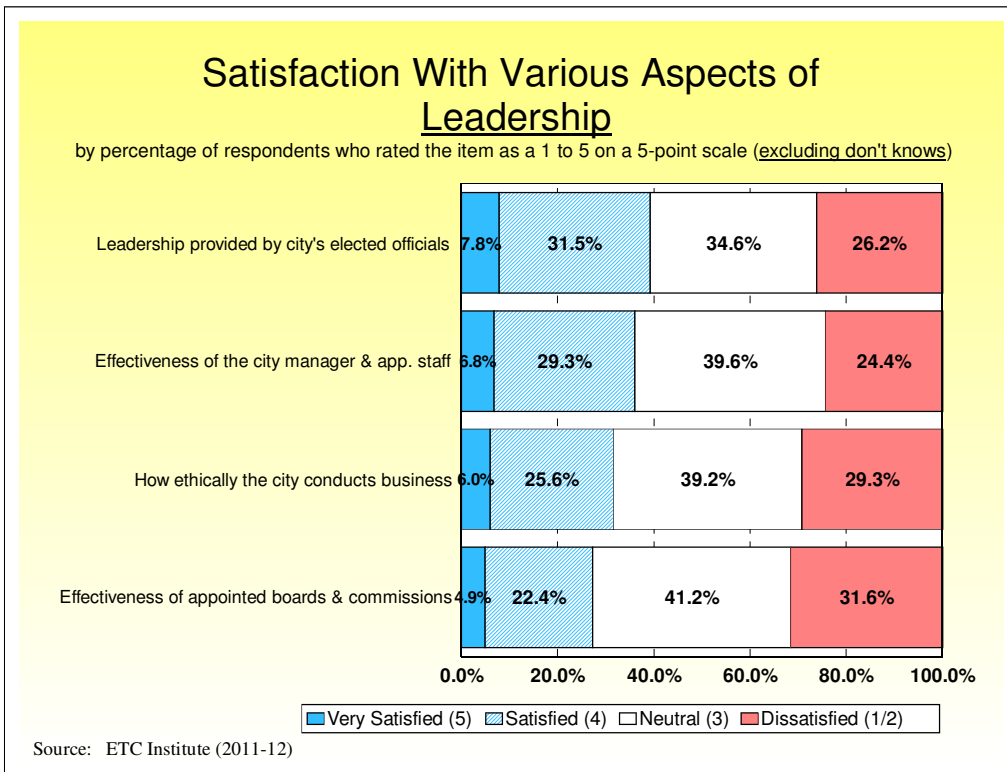
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2011-12)

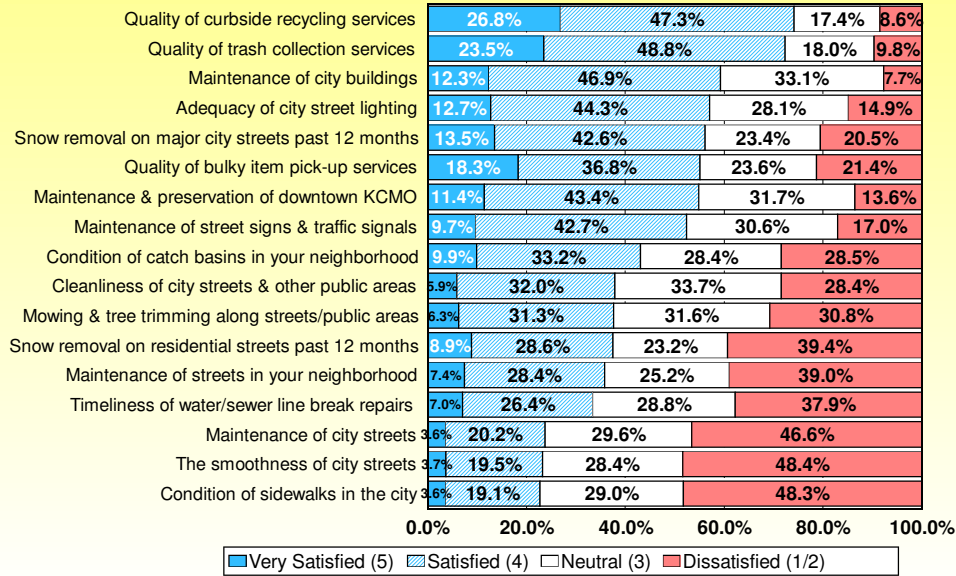






Satisfaction With Various Aspects of Maintenance

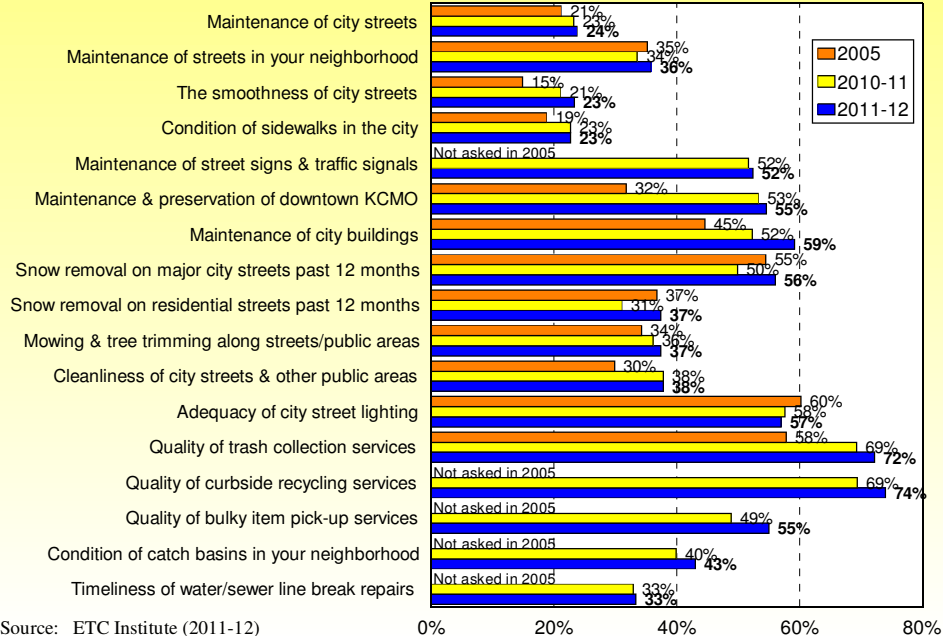
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2011-12)

TREND DATA Satisfaction With Various Aspects of Maintenance - 2005 vs 2010-11 vs 2011-12

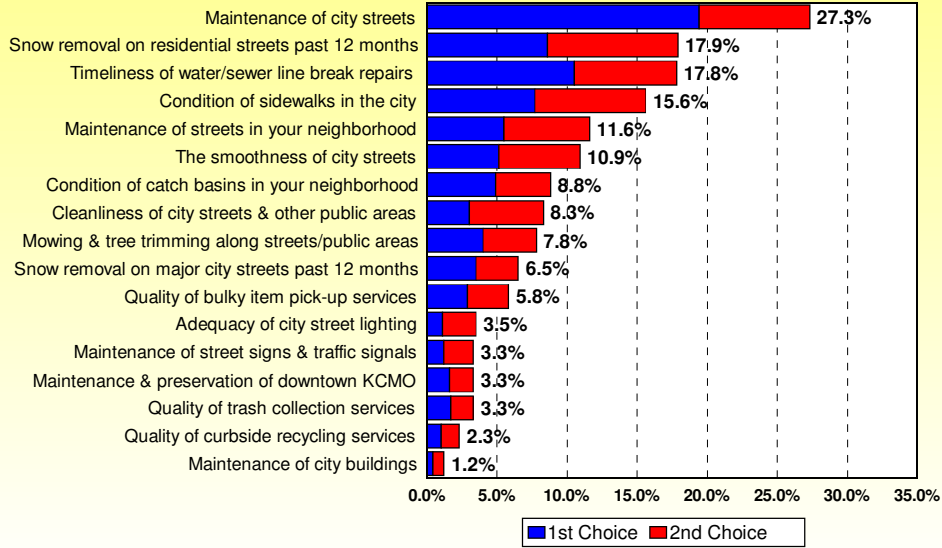
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2011-12)

Maintenance Services that are the Most Important for KCMO to Emphasize Over the Next Two Years

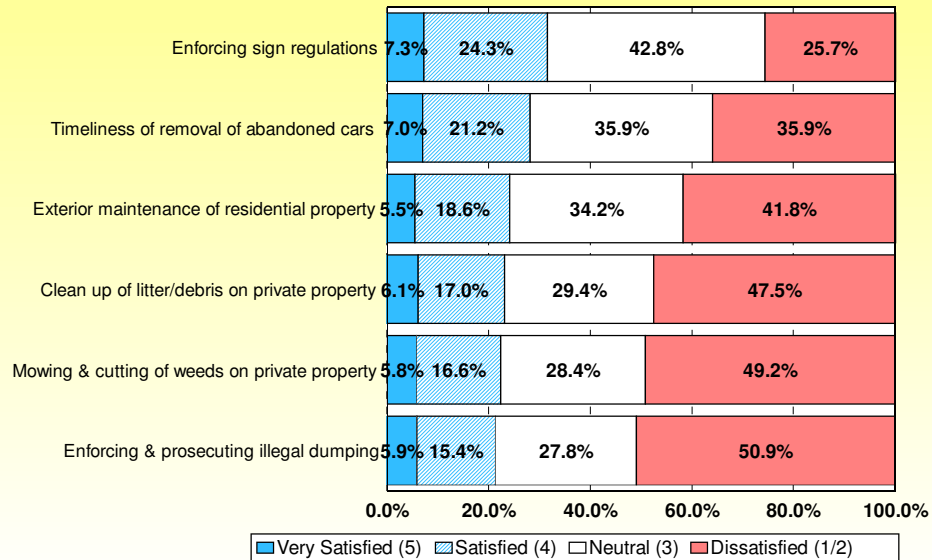
by percentage of respondents who selected the item as one of their top two choices



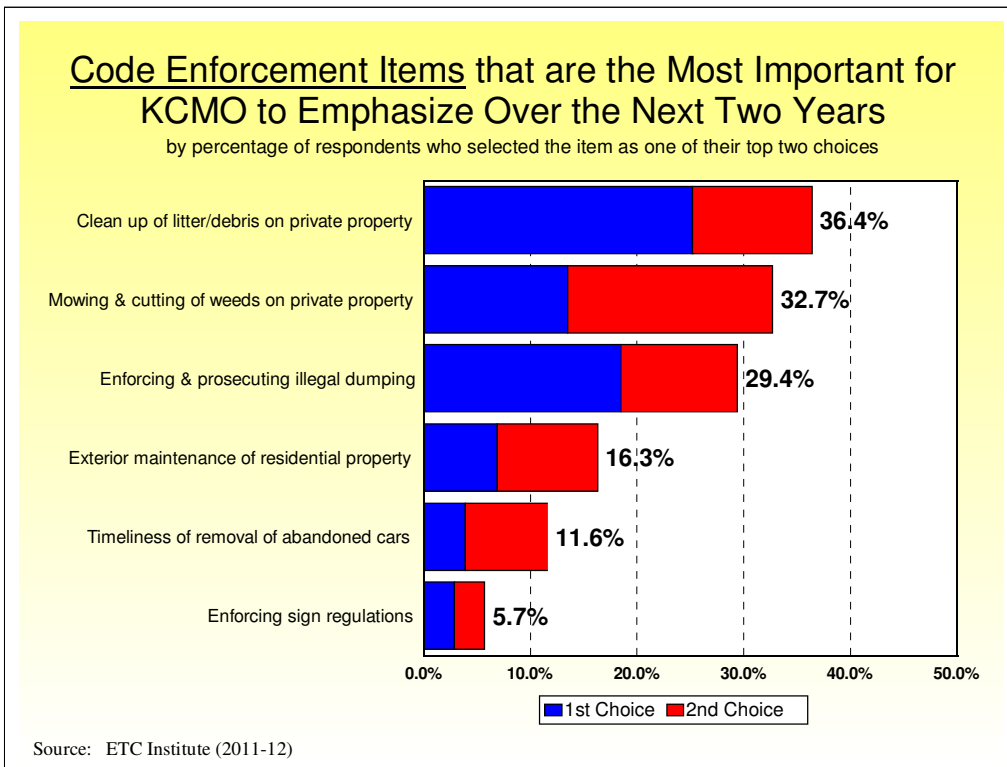
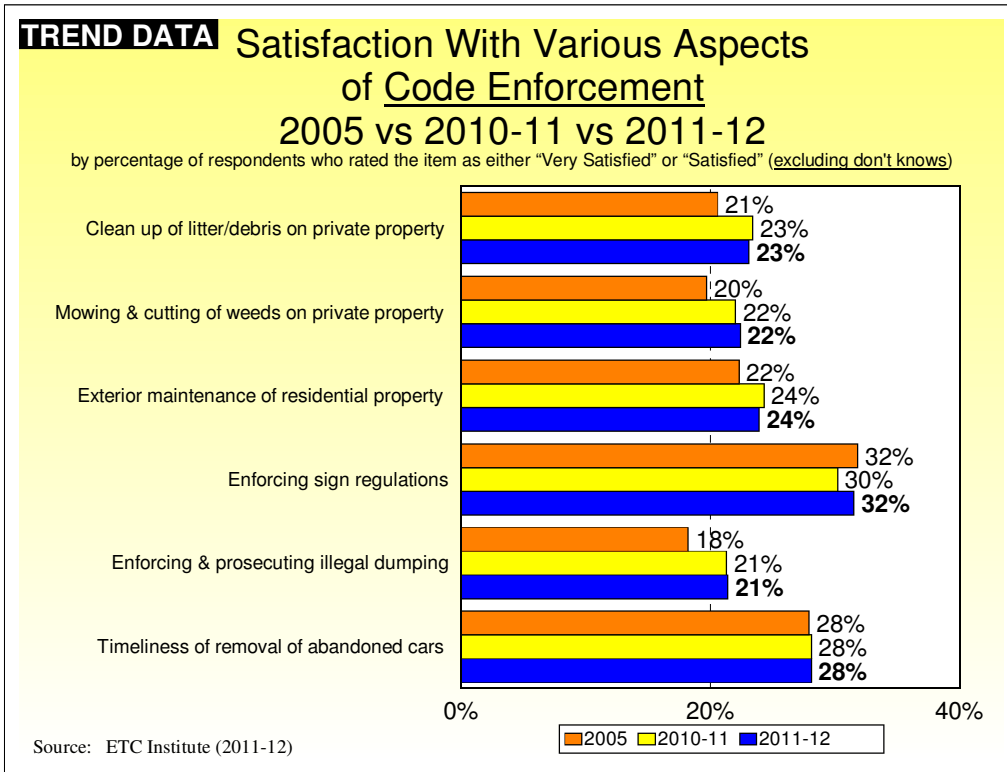
Source: ETC Institute (2011-12)

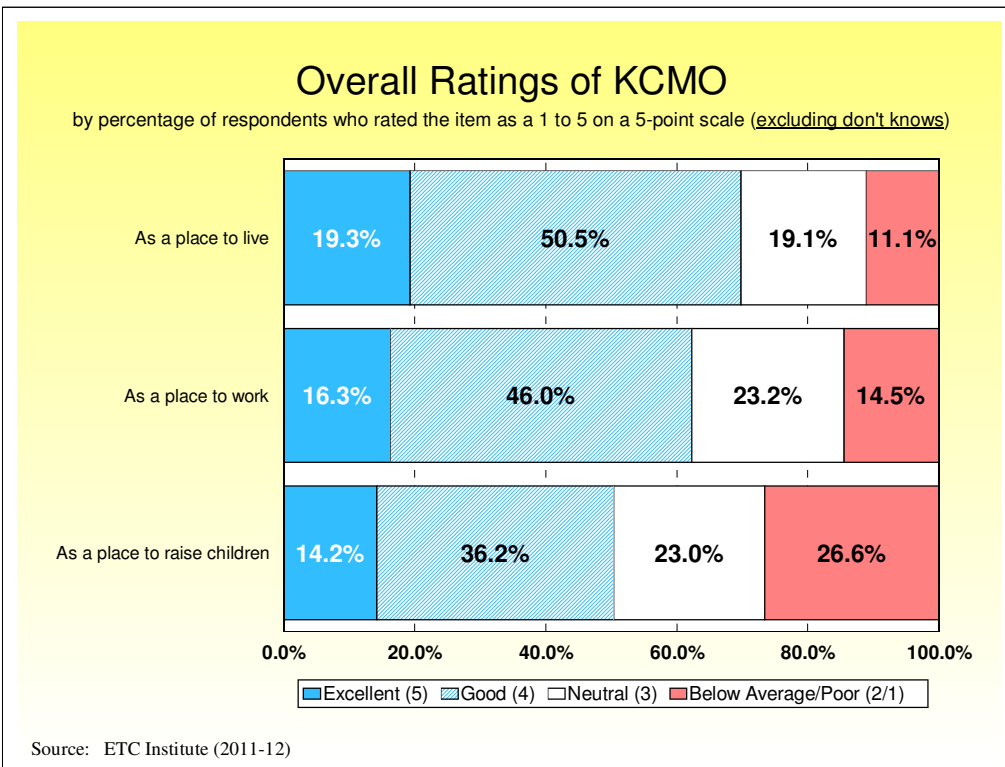
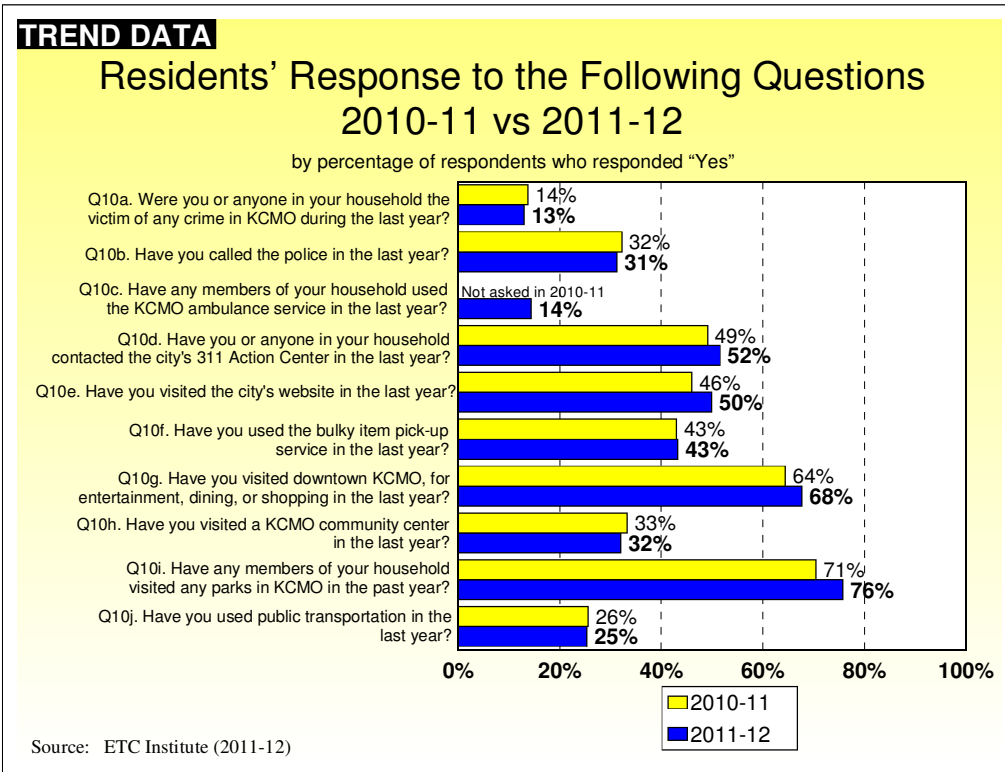
Satisfaction With Various Aspects of Code Enforcement

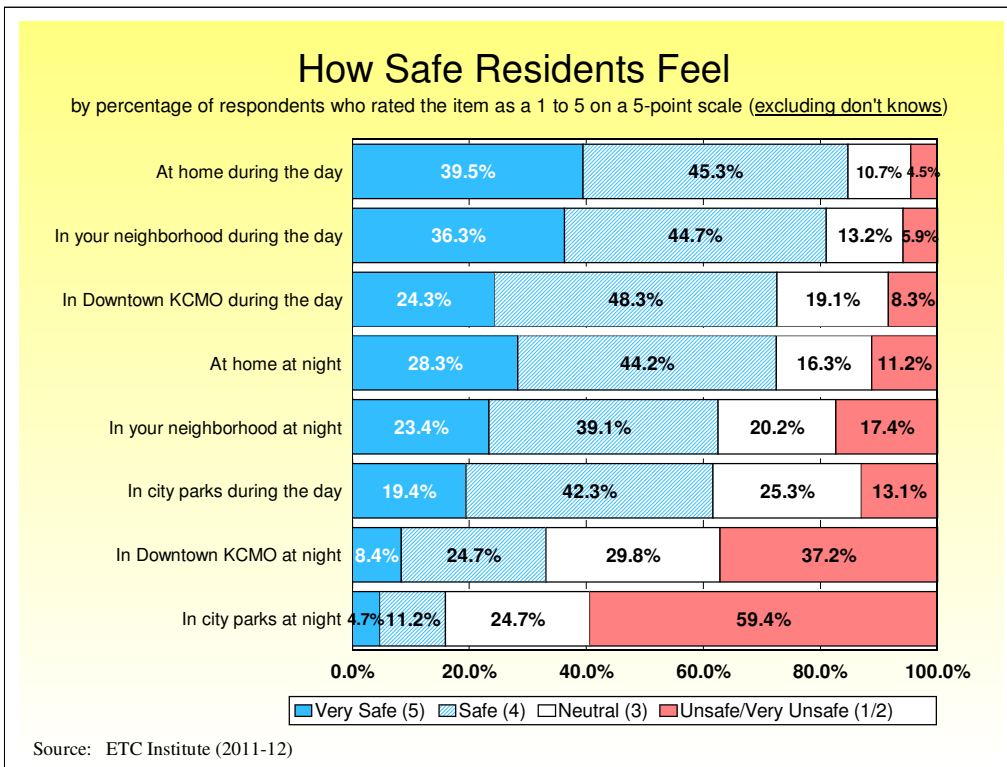
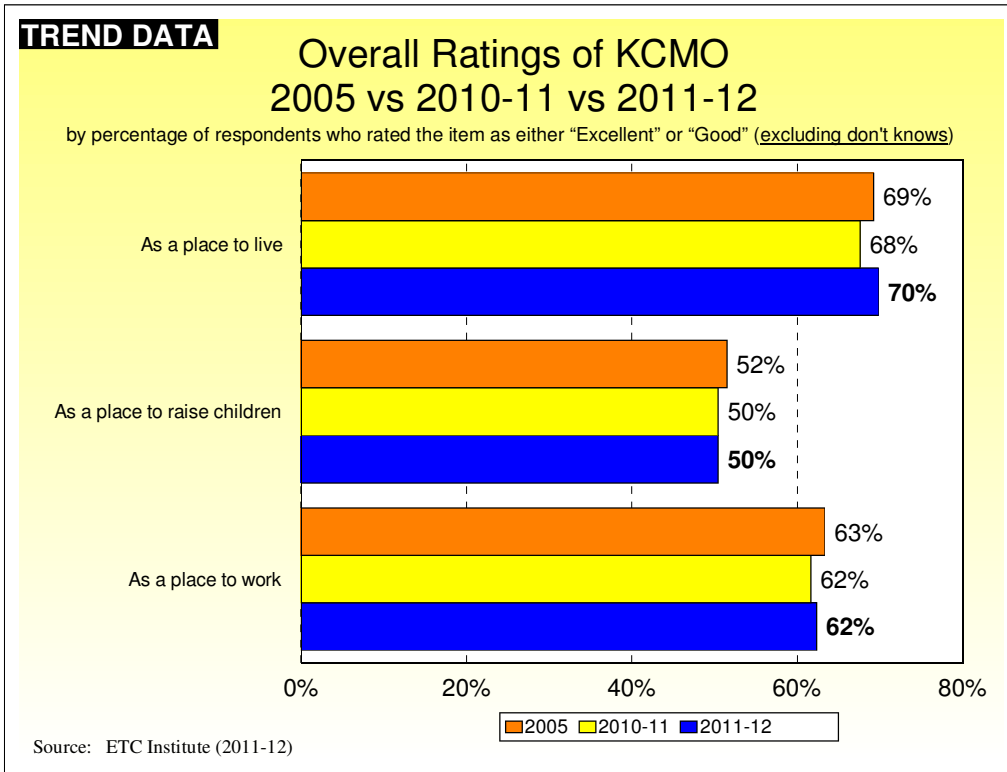
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

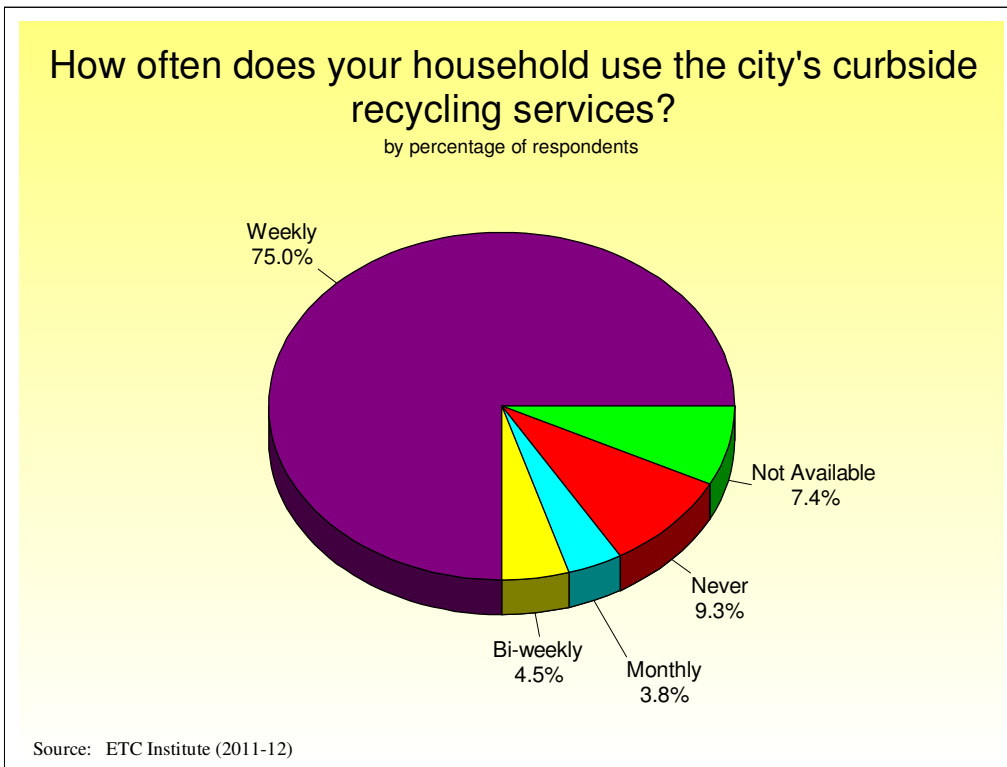
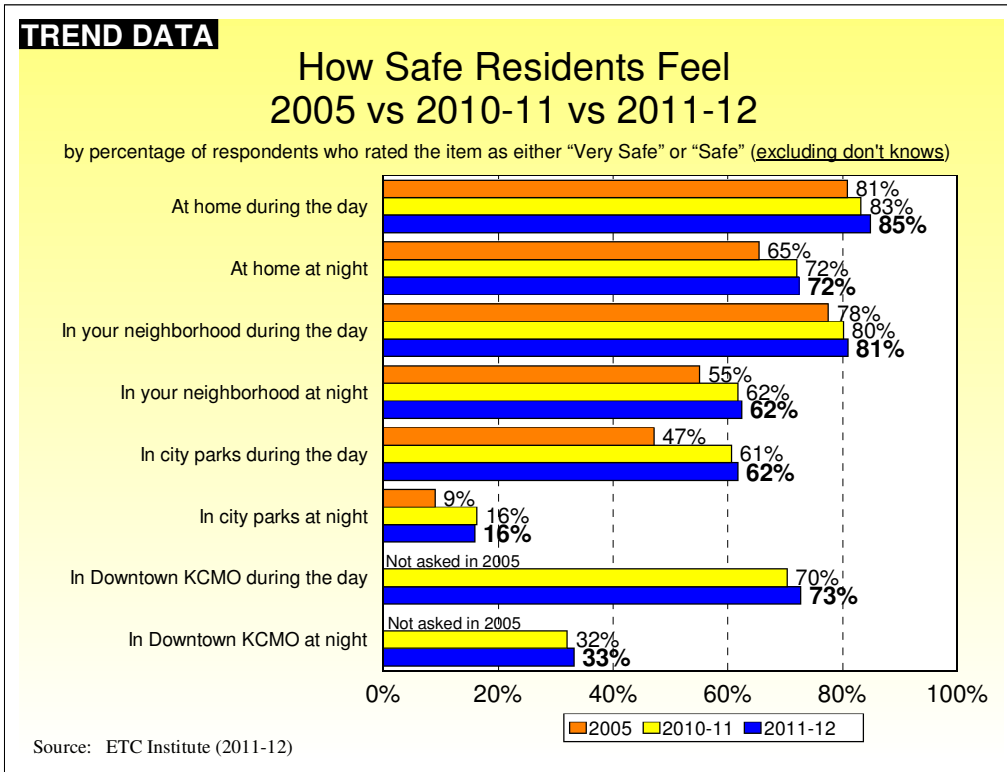


Source: ETC Institute (2011-12)

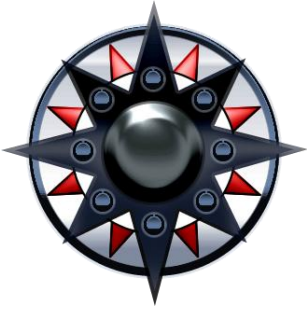








Section 2:
**Importance-Satisfaction
Matrix Analysis**



Importance-Satisfaction Analysis

Kansas City, Missouri

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall satisfaction among residents by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the public safety services they felt should receive the most emphasis from city leaders over the next two years. Approximately eleven percent (11.1%) of residents selected *the quality of animal control* as one of the most important city services to emphasize over the next two years.

With regard to satisfaction, 40.6% of those surveyed rated *the quality of animal control* as a "4" or a "5" on a 5-point scale excluding "don't know" responses. The I-S rating for *the quality of*

animal control was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 11.1% was multiplied by 59.4% (1-0.406). This calculation yielded an I-S rating of 0.0659, which was fourth out of the fourteen public safety services that were assessed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents selected an activity as one of their top choices to emphasize over the next two years and 0% indicated that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The I-S Ratings for Kansas City are provided on the following pages.

Importance-Satisfaction Rating

Kansas City, MO

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of streets, buildings, & facilities	60.8%	1	23.4%	14	0.4657	1
<u>High Priority (IS .10-.20)</u>						
Quality of city's stormwater runoff/mgmt system	23.6%	3	36.4%	12	0.1501	2
Enforcement of city codes and ordinances	19.8%	6	36.1%	13	0.1265	3
Quality of public transportation	20.9%	5	42.6%	10	0.1200	4
Quality of city water utilities	21.9%	4	51.6%	7	0.1060	5
<u>Medium Priority (IS <.10)</u>						
Effectiveness of city communication with public	14.7%	8	39.2%	11	0.0894	6
Flow of traffic	15.8%	7	51.7%	6	0.0763	7
Quality of police, fire, & ambulance services	27.2%	2	73.4%	2	0.0724	8
Quality of customer service from city employees	11.6%	10	50.0%	8	0.0580	9
Quality of city parks & rec. programs & facilities	13.5%	9	59.6%	4	0.0545	10
Quality of city's public health services	7.9%	12	47.5%	9	0.0415	11
Quality of the city's 311 service	8.0%	11	57.2%	5	0.0342	12
Quality of city convention facilities	3.6%	13	65.2%	3	0.0125	13
Quality of airport facilities	3.3%	14	73.6%	1	0.0087	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Kansas City, MO

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
City's overall efforts to prevent crime	31.7%	1	40.8%	12	0.1877	1
Visibility of police in neighborhoods	27.0%	2	48.8%	9	0.1382	2
<u>Medium Priority (IS <.10)</u>						
Quality of local police protection	18.3%	3	62.0%	5	0.0695	3
Quality of animal control	11.1%	4	40.6%	13	0.0659	4
Visibility of police in retail areas	9.0%	7	48.8%	10	0.0461	5
Enforcement of local traffic laws	9.3%	6	51.8%	8	0.0448	6
How quickly police respond to emergencies	10.4%	5	57.9%	7	0.0438	7
The city's municipal court	6.2%	9	36.8%	14	0.0392	8
Overall quality of police services	8.3%	8	59.4%	6	0.0337	9
Parking enforcement services	4.0%	11	48.4%	11	0.0206	10
Overall quality of local fire protection & rescue	5.6%	10	78.6%	1	0.0120	11
How quickly ambulance personnel respond	3.7%	12	68.8%	4	0.0115	12
Quality of local ambulance service	3.5%	13	69.4%	3	0.0107	13
How quickly fire & rescue respond to emergencies	3.3%	14	78.4%	2	0.0071	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

Kansas City, MO

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Maintenance of city parks	24.3%	1	60.7%	1	0.0955	1
Walking and biking trails in the city	17.2%	3	46.4%	6	0.0922	2
The city's youth athletic programs	12.8%	4	32.4%	11	0.0865	3
Maintenance of boulevards & parkways	18.5%	2	55.9%	2	0.0816	4
Quality of facilities, picnic shelters, playgrounds	12.5%	5	55.3%	3	0.0559	5
City swimming pools and programs	7.7%	6	32.8%	10	0.0517	6
Programs & activities at community centers	7.0%	7	43.9%	7	0.0393	7
Reasonableness of fees charged for rec. programs	6.2%	8	40.2%	9	0.0371	8
Maintenance & appearance of community centers	5.4%	10	49.8%	5	0.0271	9
The city's adult athletic programs	4.0%	11	32.3%	12	0.0271	10
Quality of outdoor athletic fields	5.5%	9	52.4%	4	0.0262	11
Ease of registering for programs	2.4%	12	42.3%	8	0.0138	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Kansas City, MO

Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Level of public involvement in decision making	30.7%	3	26.4%	6	0.2260	1
City efforts to keep informed about local issues	35.2%	1	41.2%	4	0.2070	2
High Priority (IS .10-.20)						
Availability of info about city programs/services	31.0%	2	42.7%	3	0.1776	3
Timeliness of information provided by the city	19.7%	4	33.7%	5	0.1306	4
Medium Priority (IS <.10)						
Overall quality of the city's website	10.8%	5	46.0%	2	0.0583	5
Quality of KCMO's gov't cable tv channel	6.7%	6	47.4%	1	0.0352	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Kansas City, MO

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of city streets	27.3%	1	23.8%	15	0.2080	1
<u>High Priority (IS .10-.20)</u>						
Condition of sidewalks in the city	15.6%	4	22.7%	17	0.1206	2
Timeliness of water/sewer line break repairs	17.8%	3	33.4%	14	0.1185	3
Snow removal on residential streets past 12 months	17.9%	2	37.5%	12	0.1119	4
<u>Medium Priority (IS <.10)</u>						
The smoothness of city streets	10.9%	6	23.2%	16	0.0837	5
Maintenance of streets in your neighborhood	11.6%	5	35.8%	13	0.0745	6
Cleanliness of city streets & other public areas	8.3%	8	37.9%	10	0.0515	7
Condition of catch basins in your neighborhood	8.8%	7	43.1%	9	0.0501	8
Mowing & tree trimming along streets/public areas	7.8%	9	37.6%	11	0.0487	9
Snow removal on major city streets past 12 months	6.5%	10	56.1%	5	0.0285	10
Quality of bulky item pick-up services	5.8%	11	55.1%	6	0.0260	11
Maintenance of street signs & traffic signals	3.3%	14	52.4%	8	0.0157	12
Adequacy of city street lighting	3.5%	12	57.0%	4	0.0151	13
Maintenance & preservation of downtown KCMO	3.3%	13	54.6%	7	0.0150	14
Quality of trash collection services	3.3%	15	72.3%	2	0.0091	15
Quality of curbside recycling services	2.3%	16	73.9%	1	0.0060	16
Maintenance of city buildings	1.2%	17	59.2%	3	0.0049	17

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

Kansas City, MO

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Clean up of litter/debris on private property	36.4%	1	23.1%	4	0.2799	1
Mowing & cutting of weeds on private property	32.7%	2	22.4%	5	0.2538	2
Enforcing & prosecuting illegal dumping	29.4%	3	21.3%	6	0.2314	3
<u>High Priority (IS .10-.20)</u>						
Exterior maintenance of residential property	16.3%	4	24.1%	3	0.1237	4
<u>Medium Priority (IS <.10)</u>						
Timeliness of removal of abandoned cars	11.6%	5	28.2%	2	0.0833	5
Enforcing sign regulations	5.7%	6	31.4%	1	0.0391	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

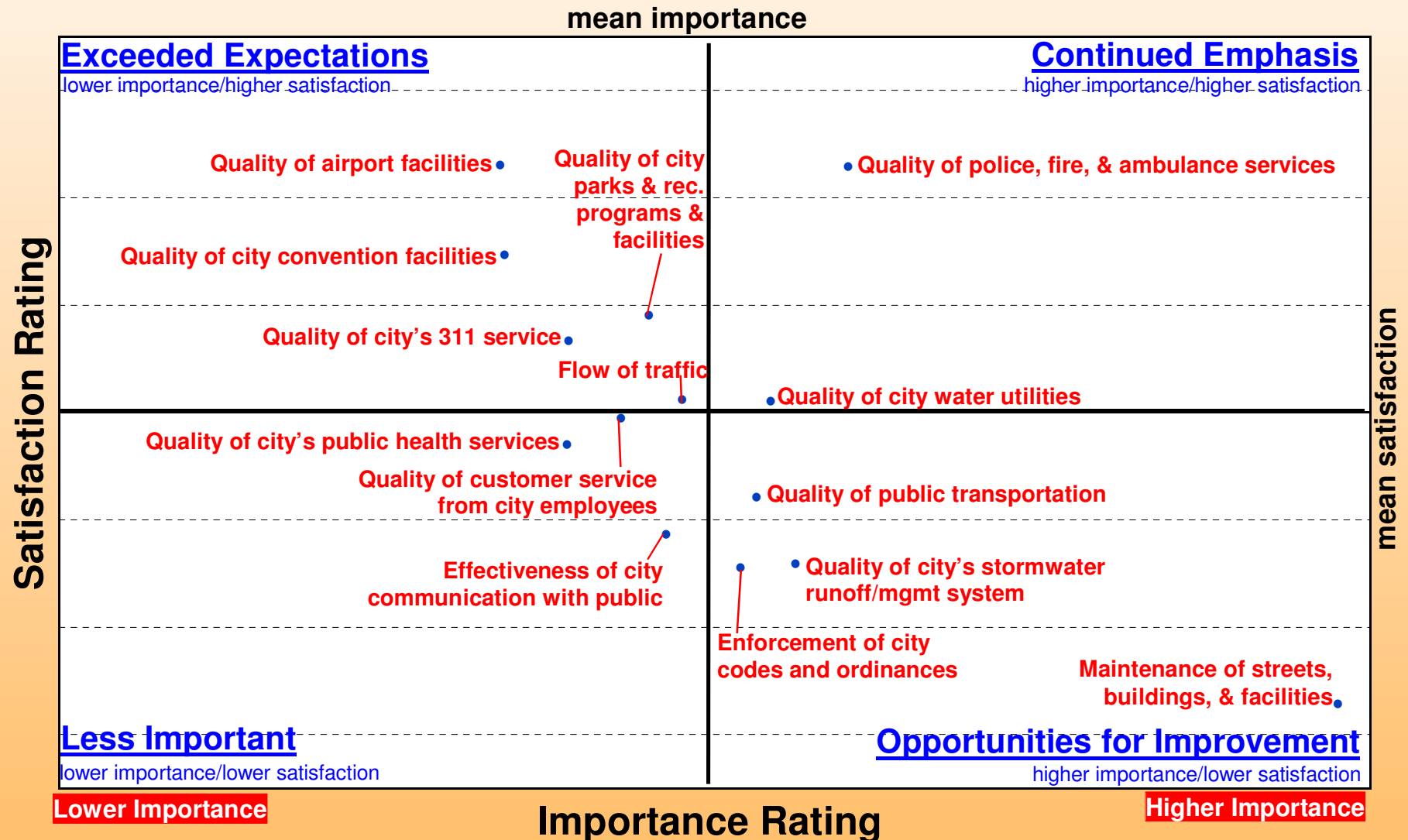
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the City of Kansas City are provided on the following pages.

2012 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

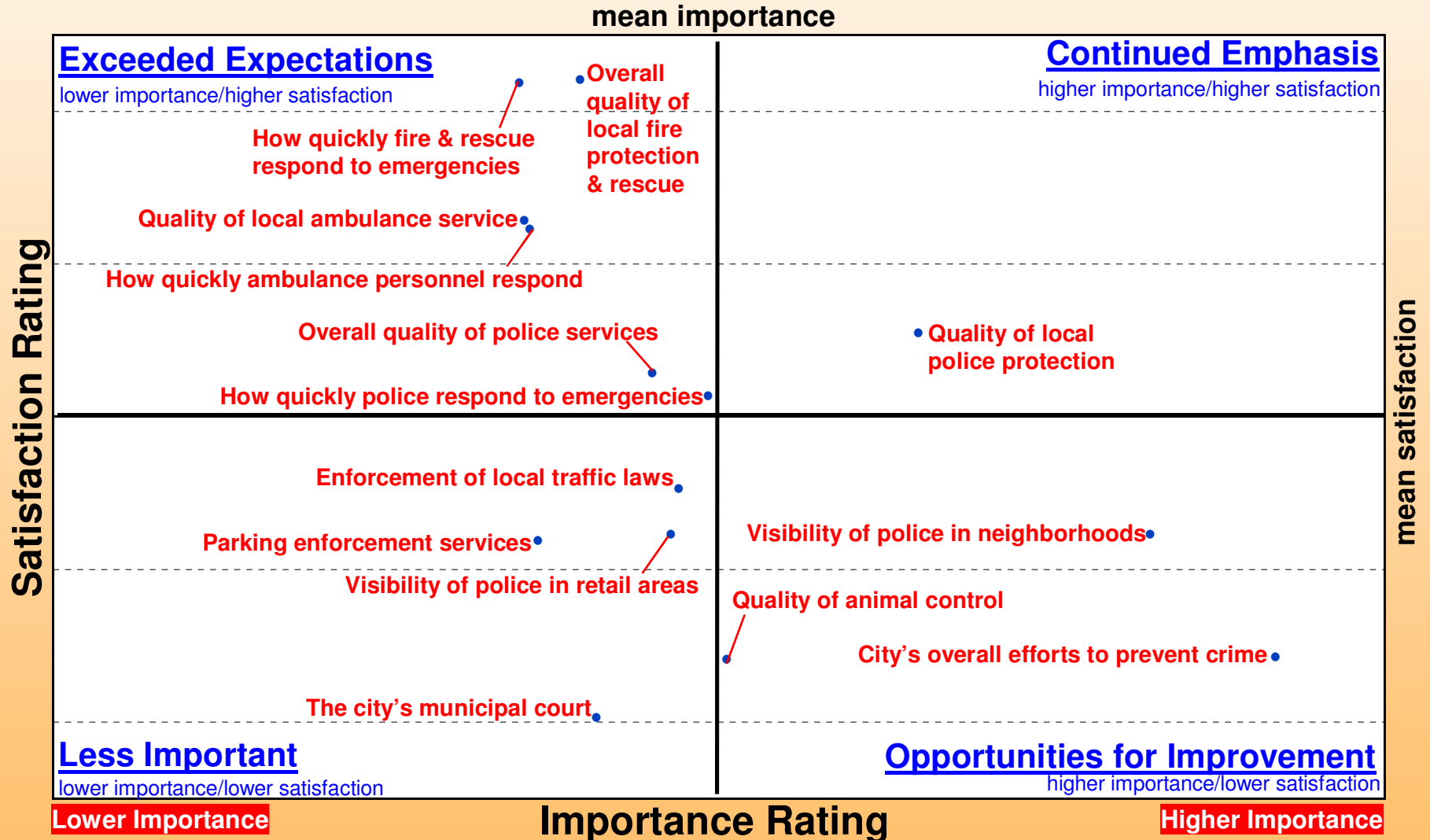
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)

2012 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Public Safety Services-

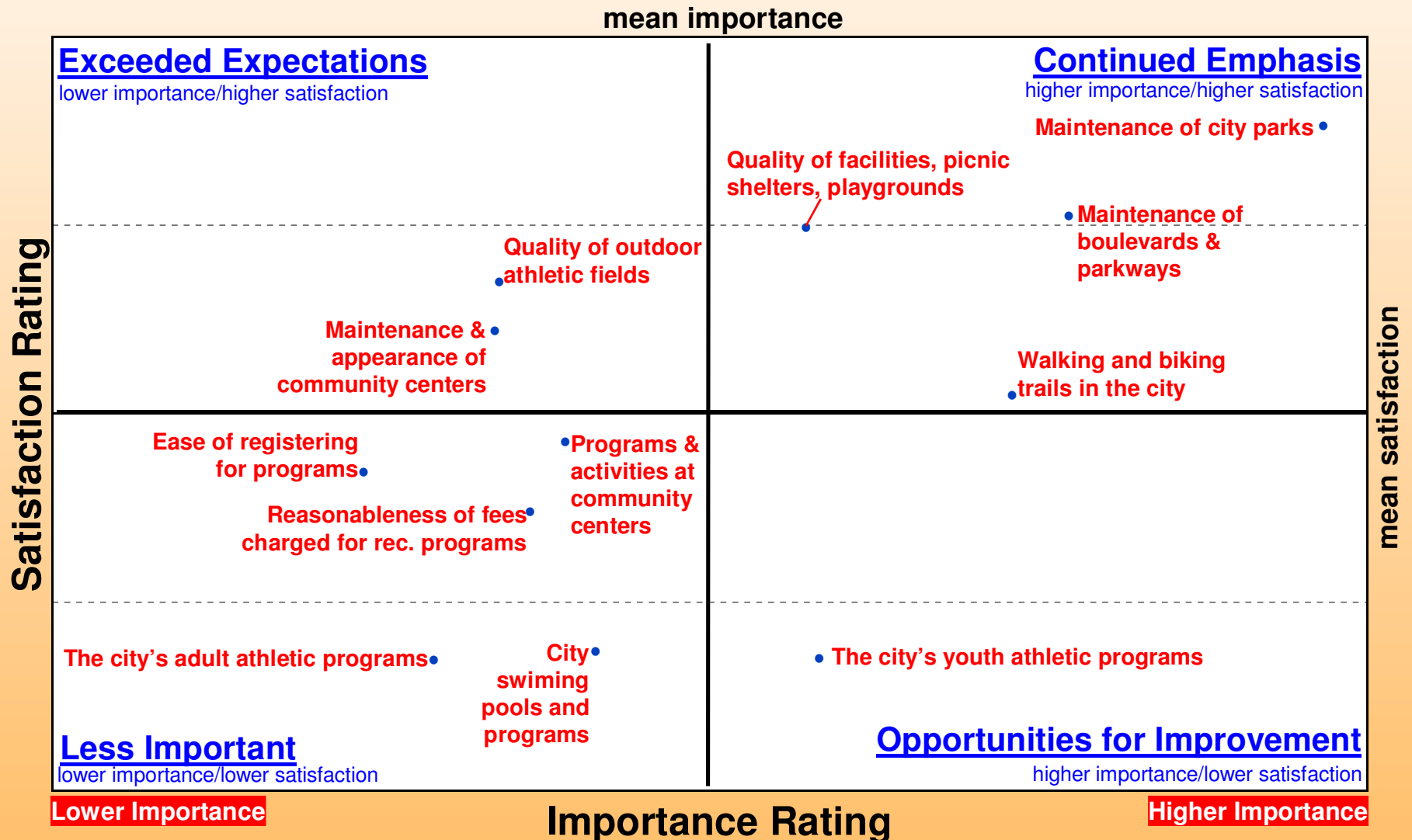
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)

2012 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

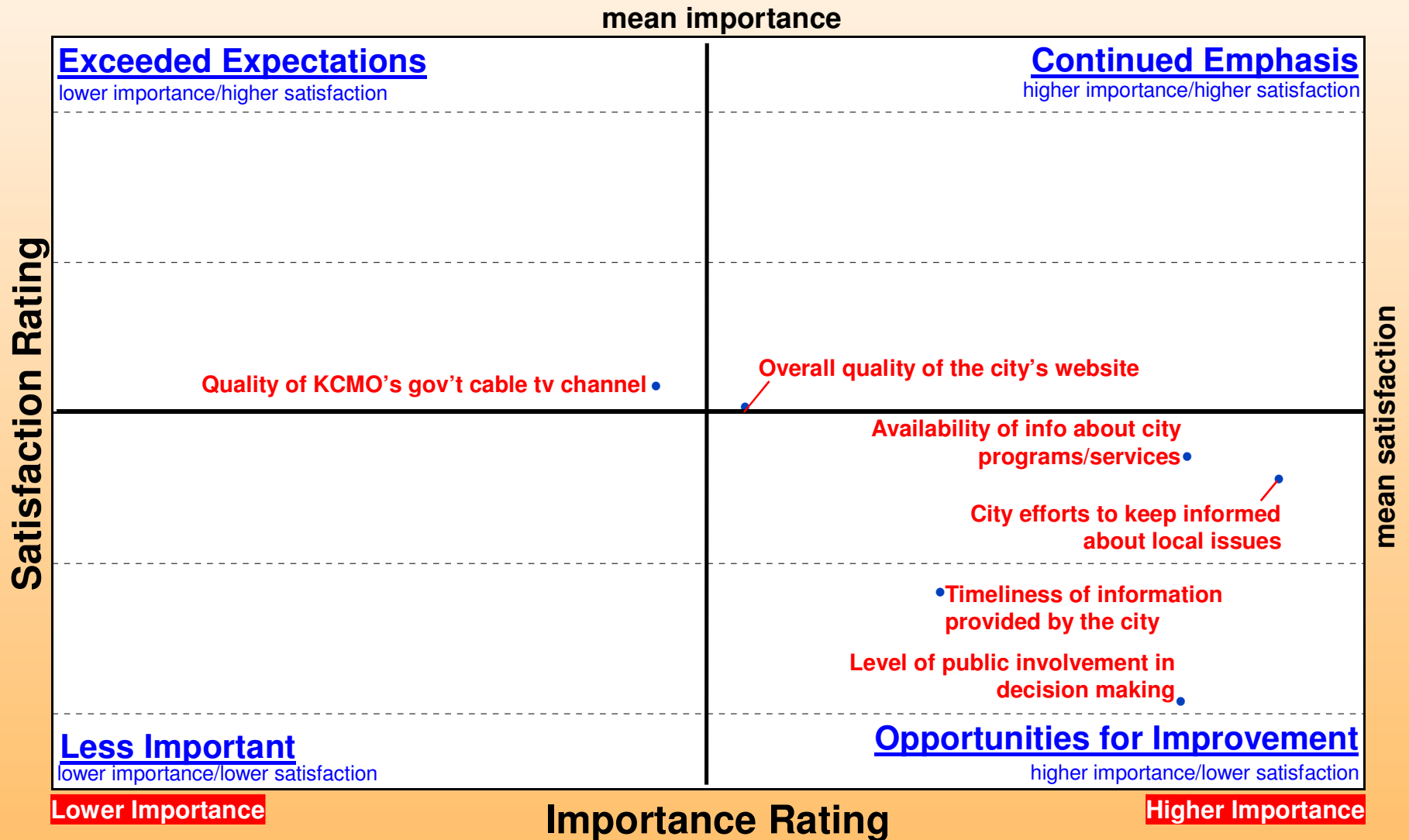


Source: ETC Institute (2012)

2012 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Communication-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

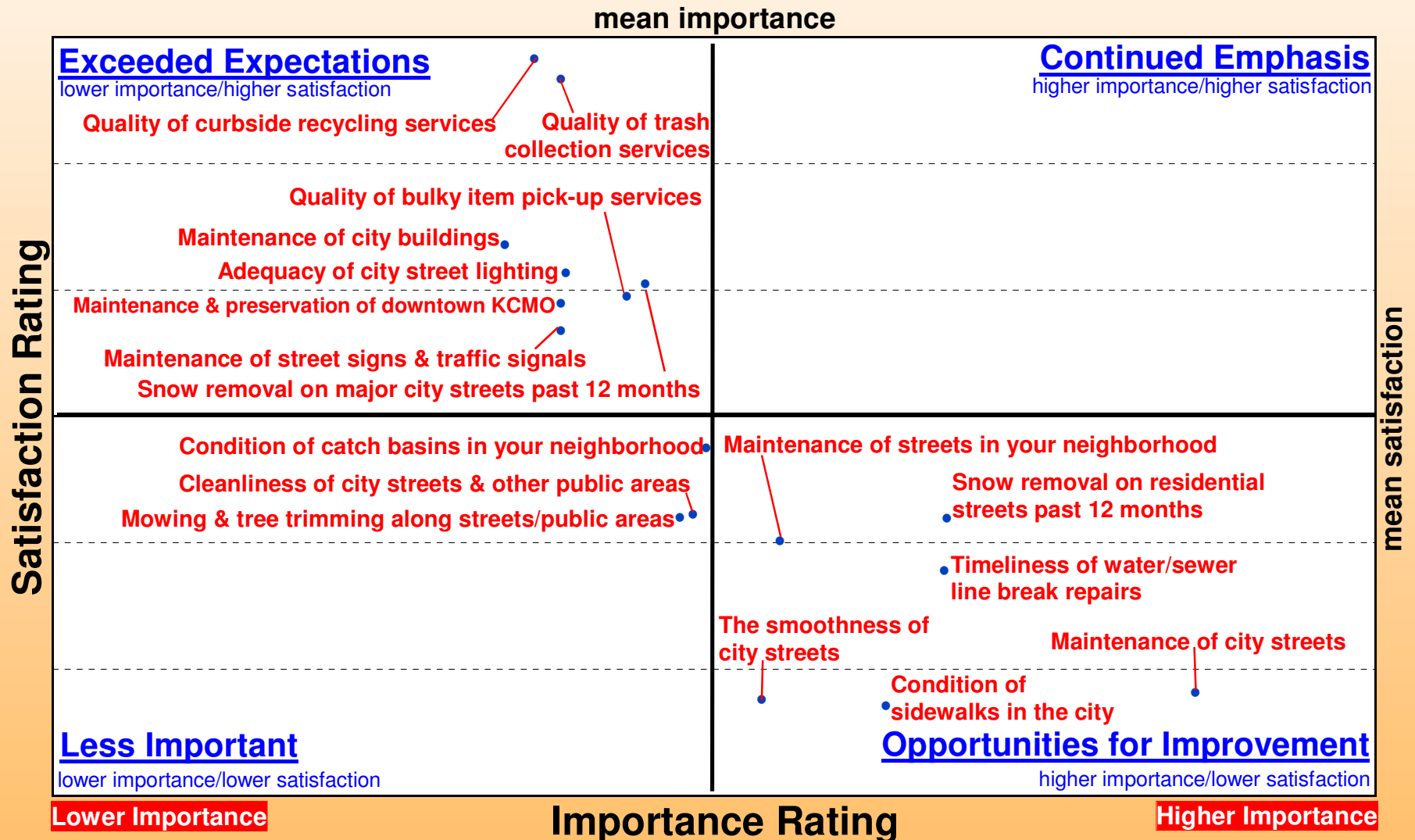


Source: ETC Institute (2012)

2012 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

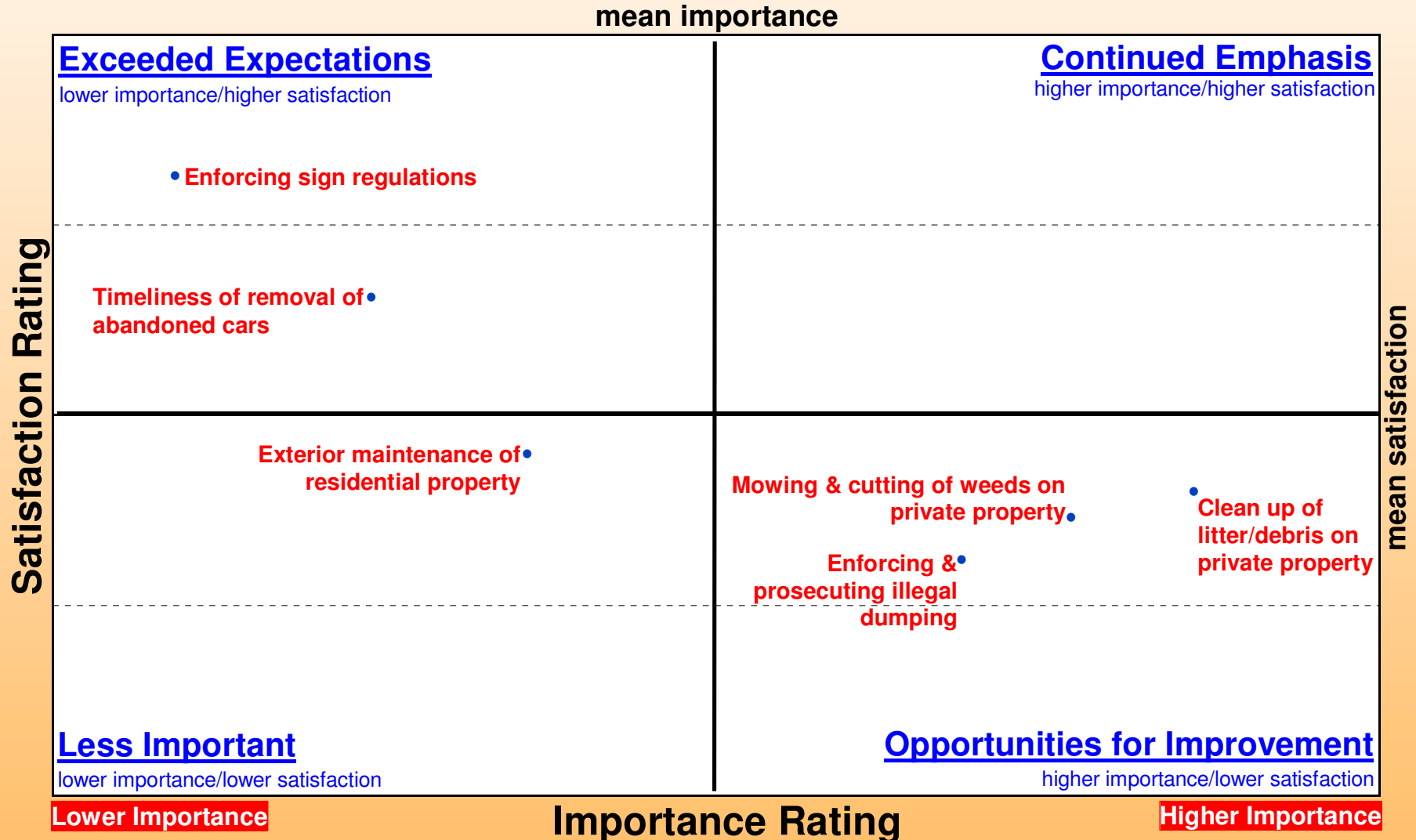


Source: ETC Institute (2012)

2012 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

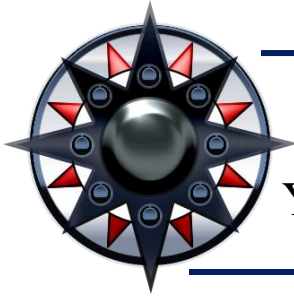
-Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)

Section 3:
Benchmarking Data



DirectionFinder® Survey

Year 2012 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in nearly 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during March 2011 to a random sample 335 residents in the continental United States living in cities with a population of 250,000 or more, (2) the results from individual central U.S. cities where the *DirectionFinder*® Survey has been conducted over the past two years were used as the basis for developing some selected head-to-head comparisons and (3) surveys that have been administered by ETC Institute in 32 communities in the Kansas City metro area. Some of the Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Clayton, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Harrisonville, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- North Kansas City, Missouri
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Kansas City, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

National Benchmarks. The first set of charts on the following pages show how the overall results for the City of Kansas City, Missouri compares to the national average for large cities (population of 250,000 or more) based on the results of a survey that was administered by ETC Institute to a random sample of 335 U.S. residents. This set of charts also shows how the City of Kansas City, Missouri compares to the Kansas City Metro average (MO/KS) based upon the average level of satisfaction for the metropolitan Kansas City area.

Selected Head-to-Head Comparisons. The second set of charts on the following pages show how selected results for the City of Kansas City, Missouri compare to other similar-sized cities in the central U.S. where ETC Institute has conducted its DirectionFinder® survey over the past two years.

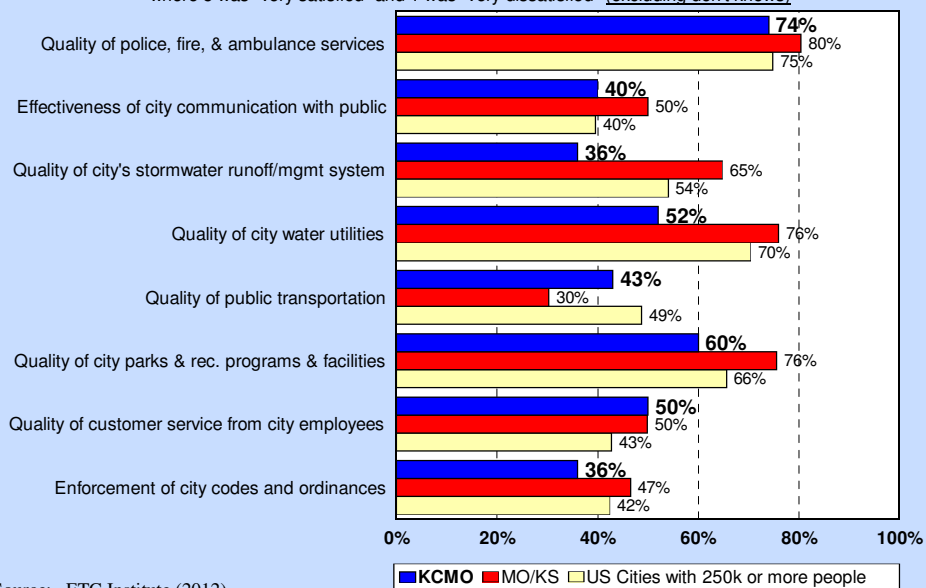
Kansas City Metro Benchmarks. The third set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 32 communities listed on the previous page for 40 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area. The actual ratings for the City of Kansas City, Missouri are listed to the right of each chart. The dot on each bar shows how the results for the City of Kansas City, Missouri compares to the other communities in the Kansas City area where the DirectionFinder® survey has been administered.

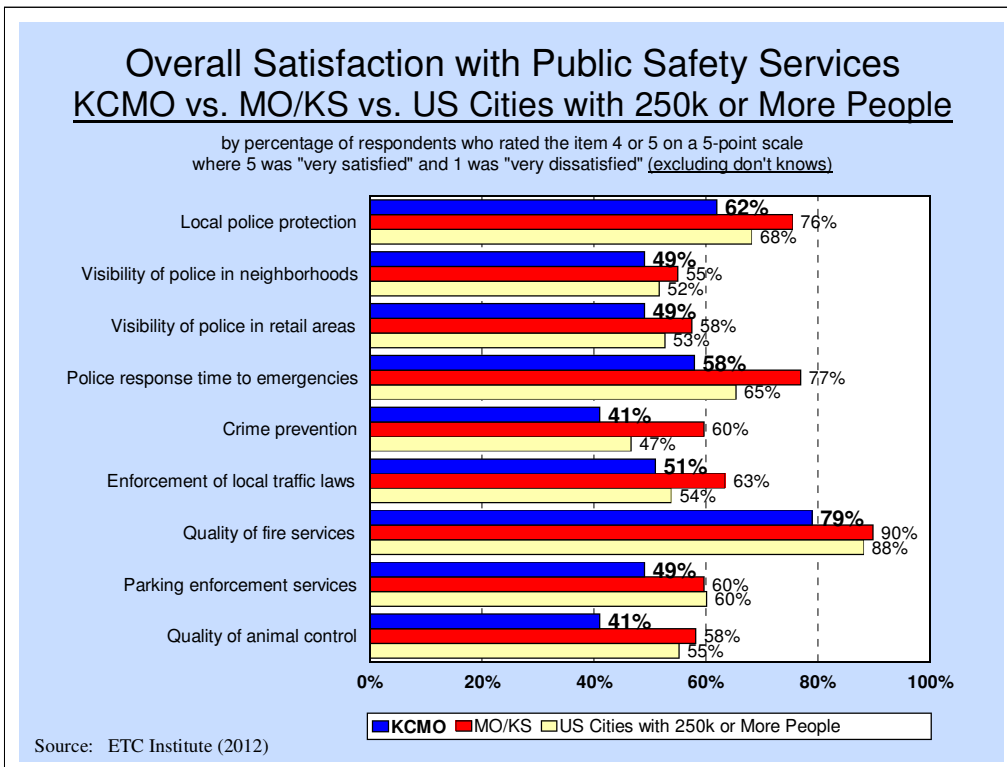
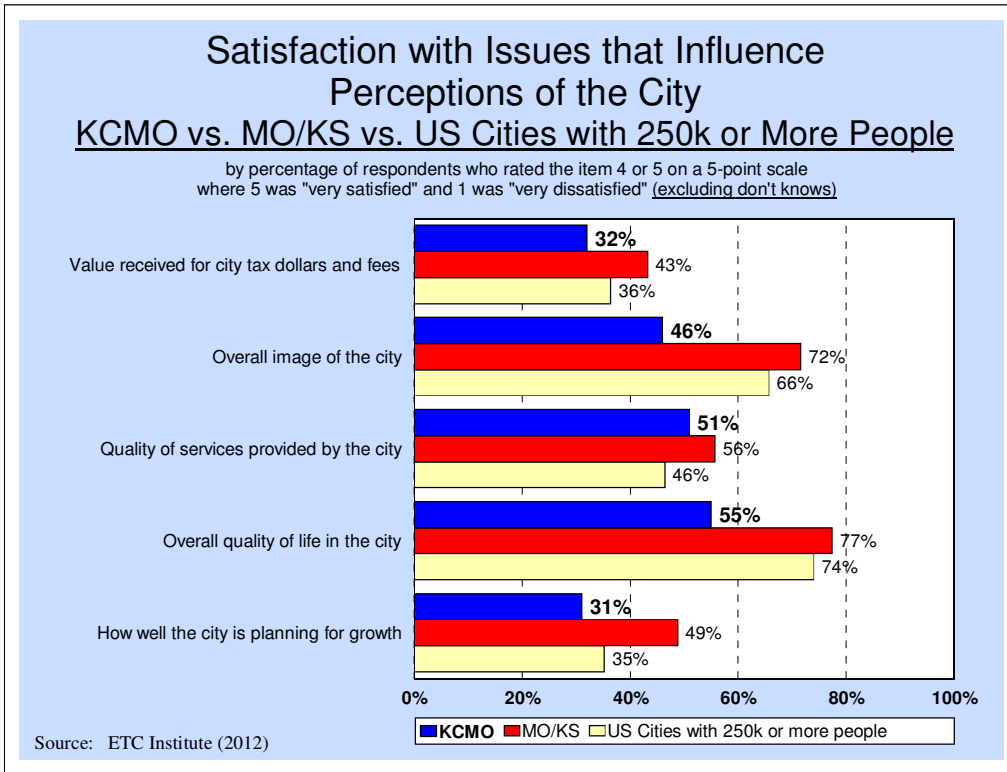
National Benchmarks

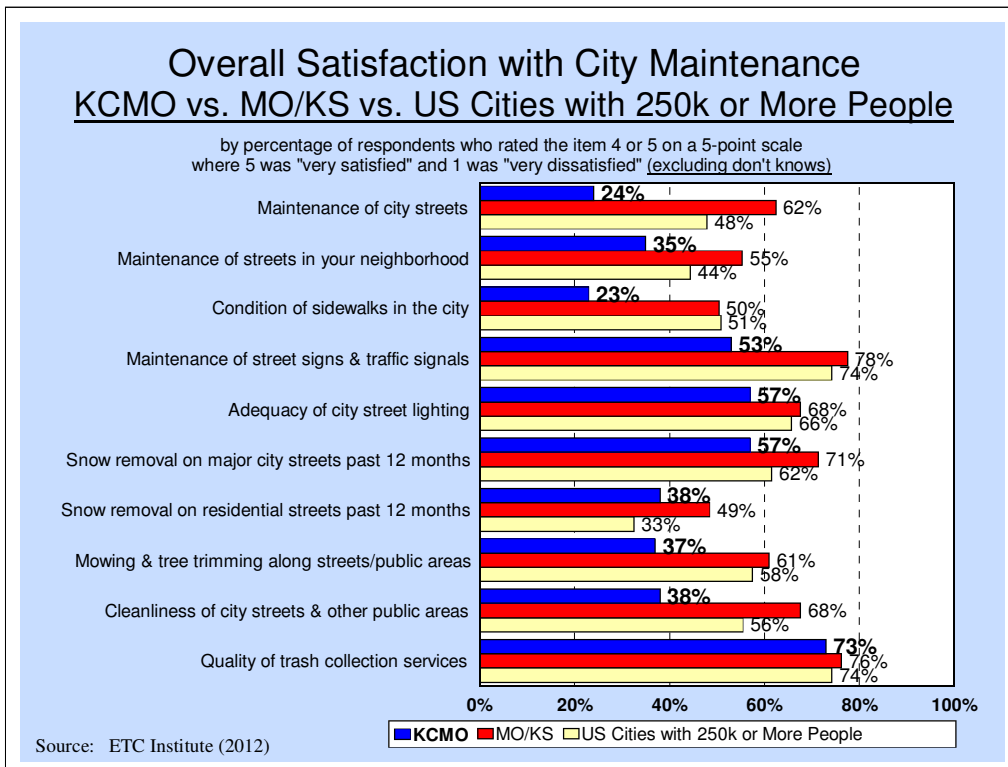
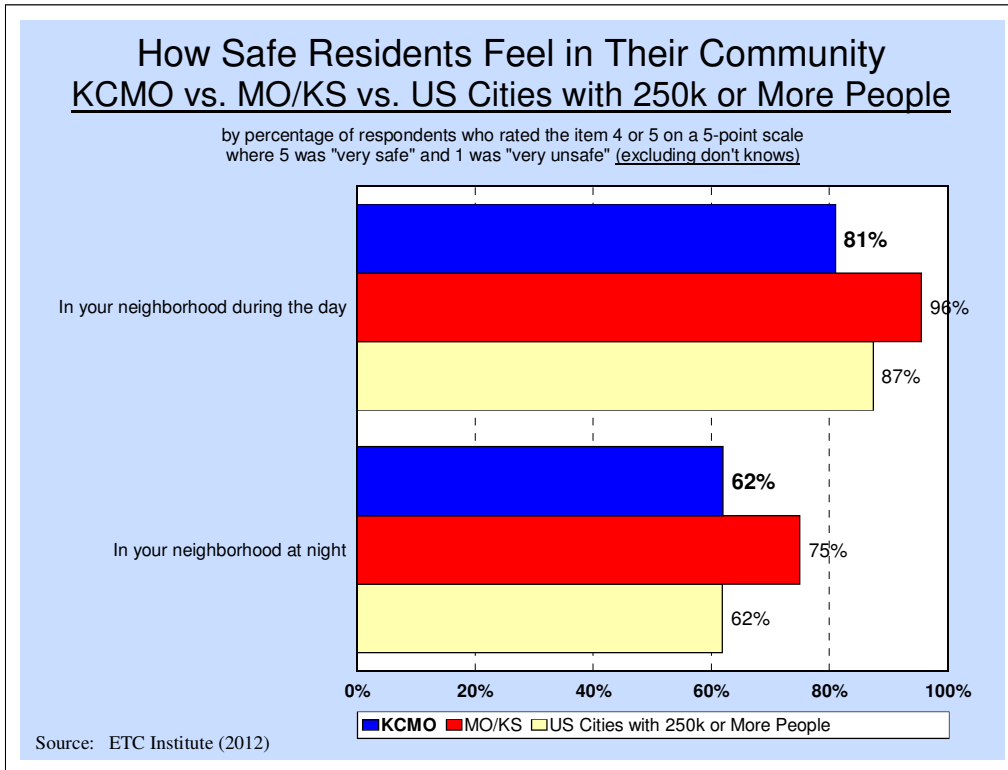
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of KCMO is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services KCMO vs. MO/KS vs. US Cities with 250k or More People

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

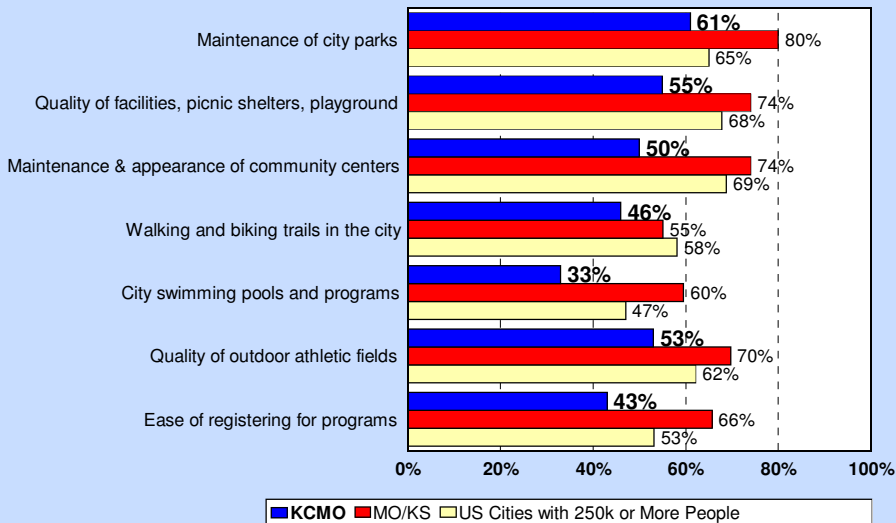






Overall Satisfaction with Parks and Recreation KCMO vs. MO/KS vs. US Cities with 250k or More People

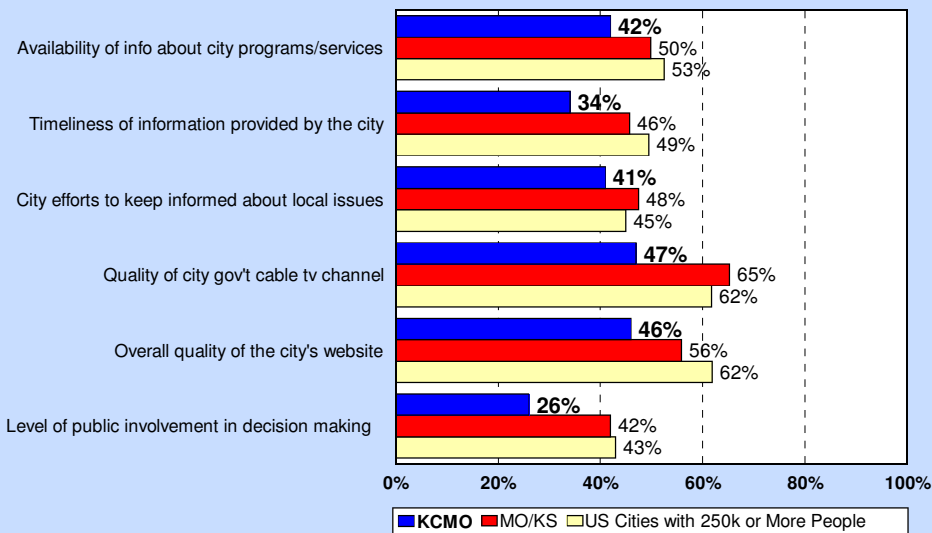
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2012)

Overall Satisfaction with Communication KCMO vs. MO/KS vs. US Cities with 250k or More People

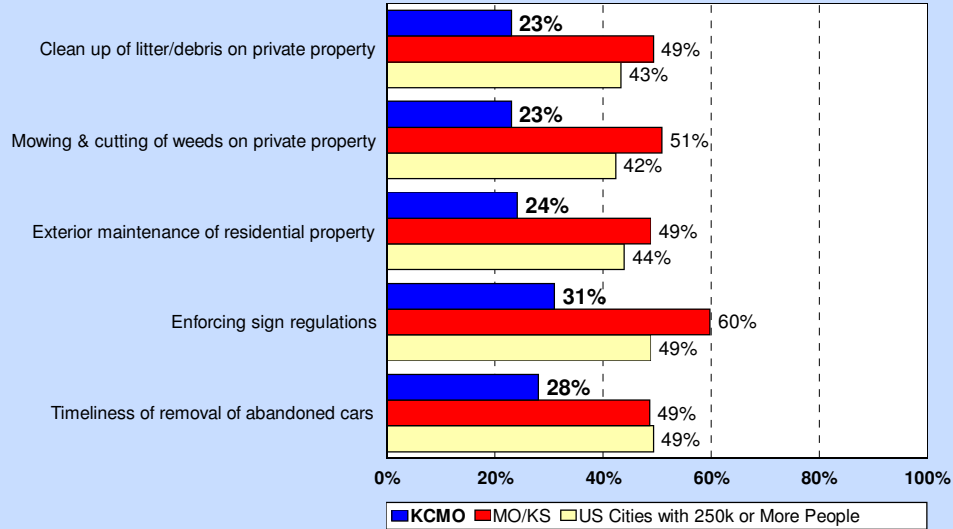
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2012)

Overall Satisfaction with Code Enforcement KCMO vs. MO/KS vs. US Cities with 250k or More People

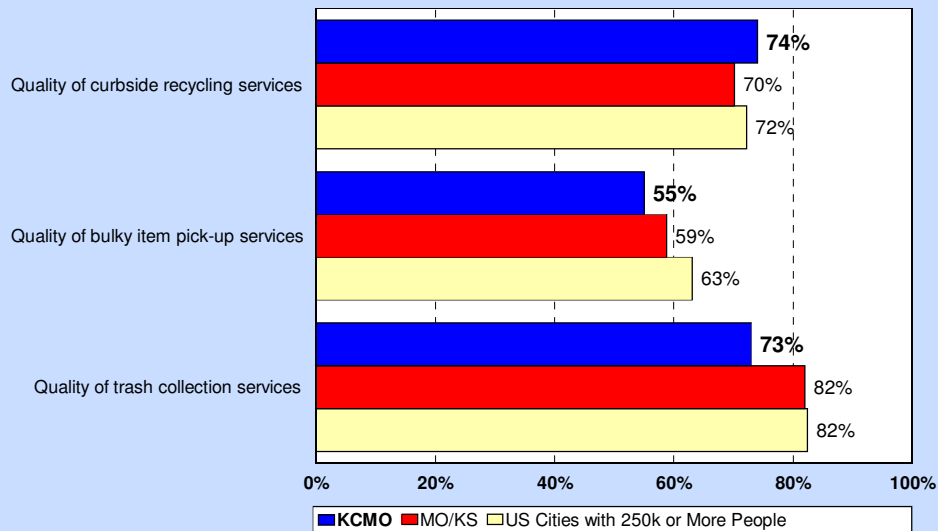
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



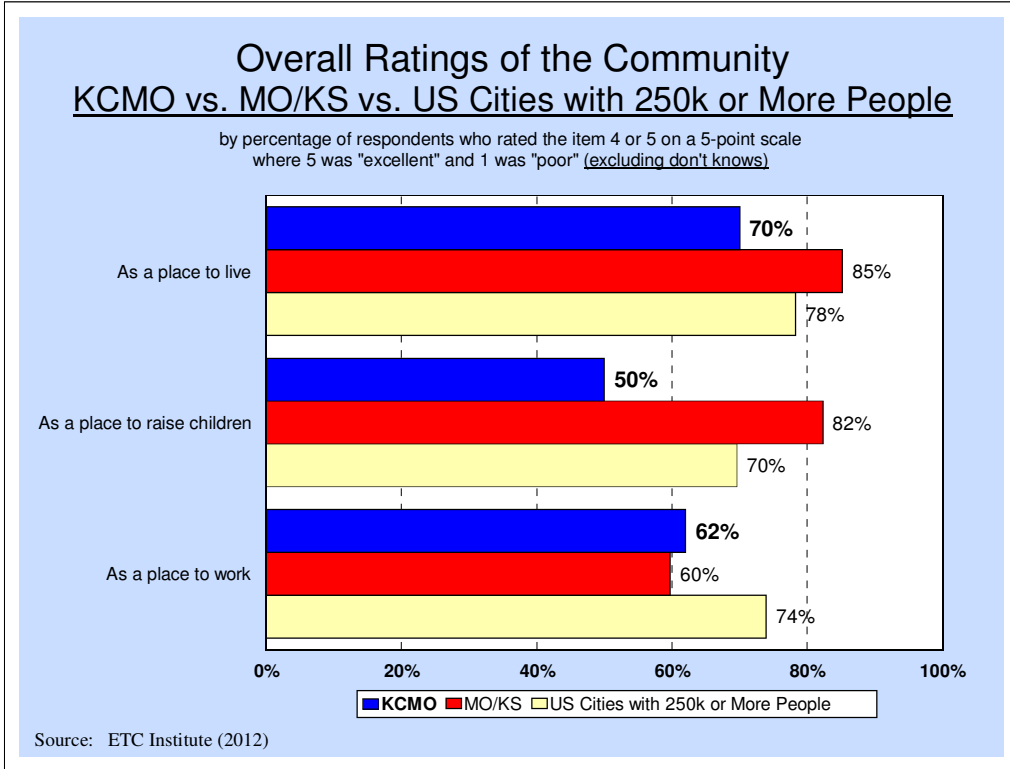
Source: ETC Institute (2012)

Overall Satisfaction with Utility Services KCMO vs. MO/KS vs. US Cities with 250k or More People

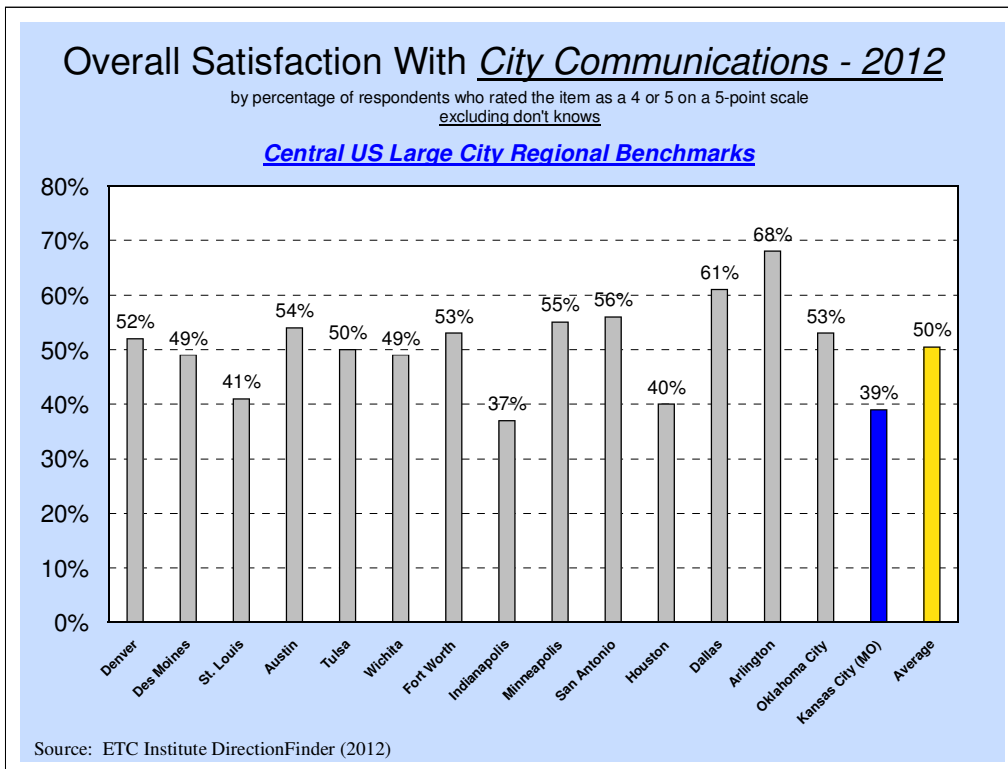
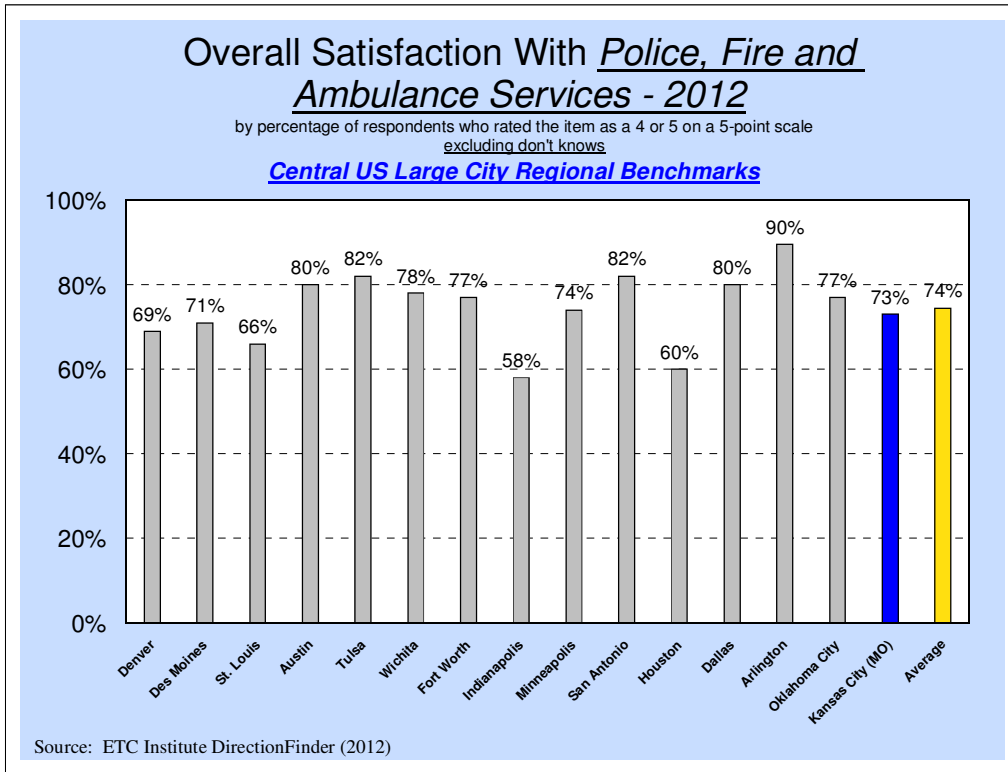
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2012)



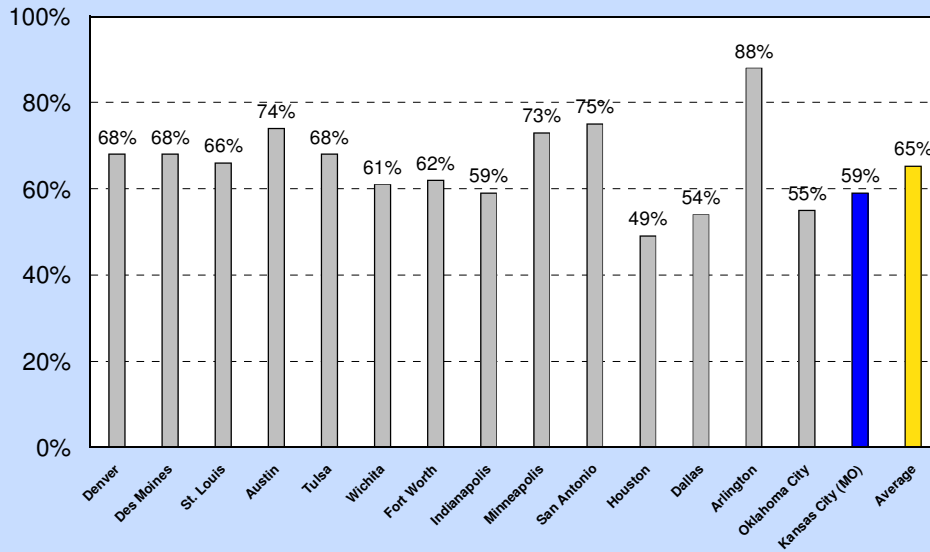
Selected Head-to-Head Comparisons



Overall Satisfaction With *Parks and Recreation* - 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Central US Large City Regional Benchmarks

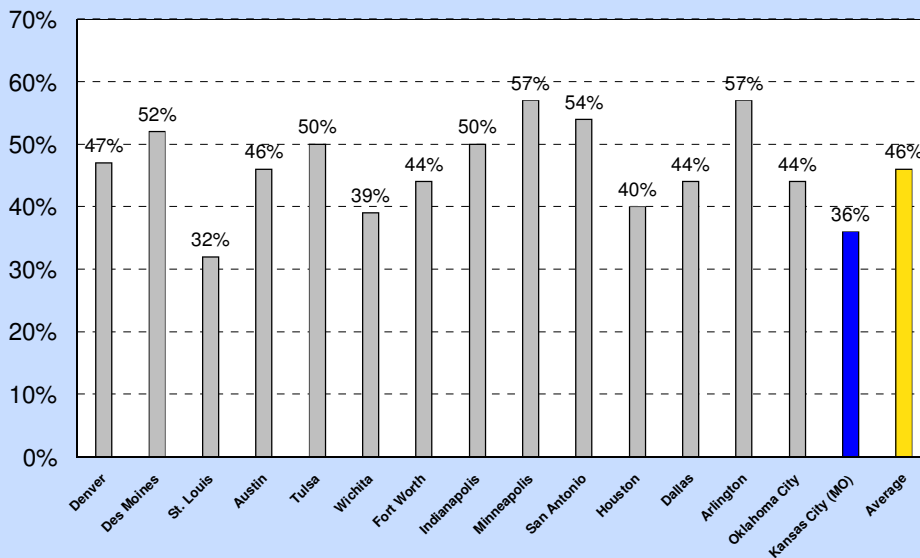


Source: ETC Institute DirectionFinder (2012)

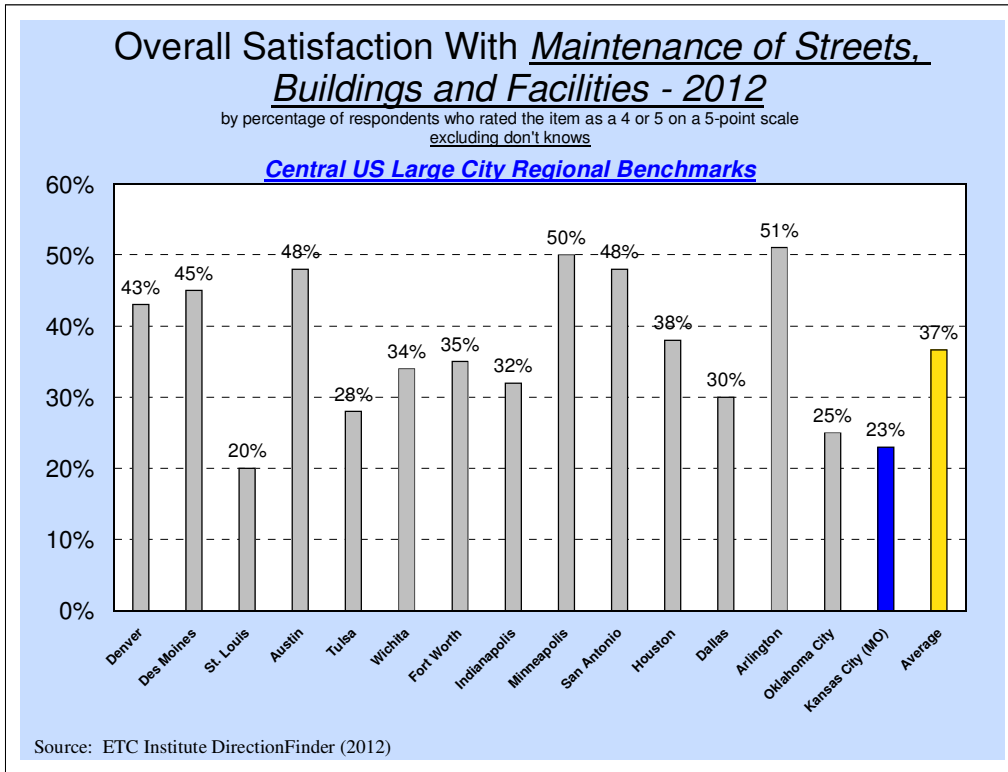
Overall Satisfaction With *Code Enforcement* - 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Central US Large City Regional Benchmarks



Source: ETC Institute DirectionFinder (2012)

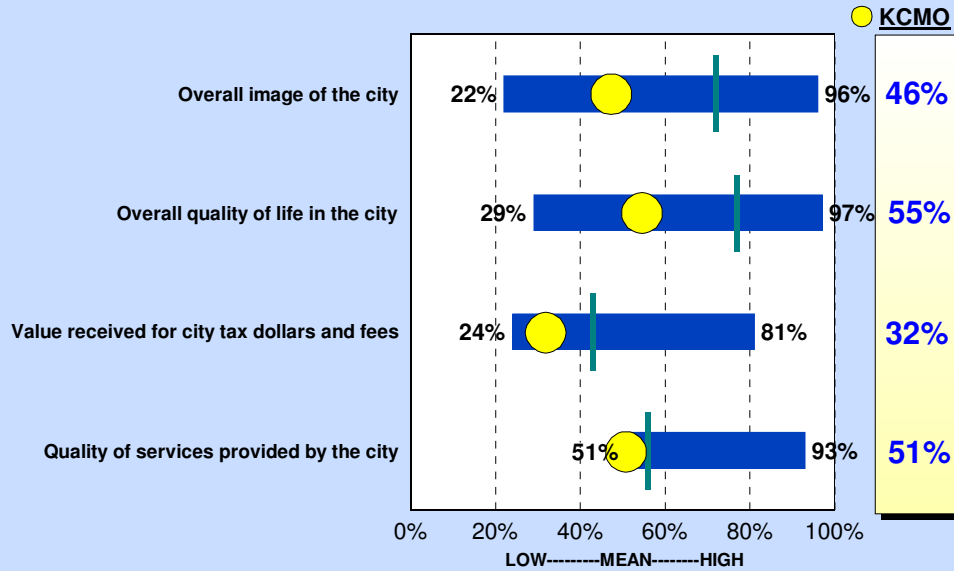


Metropolitan Kansas City Area Benchmarks

Source: ETC Institute DirectionFinder (2012)

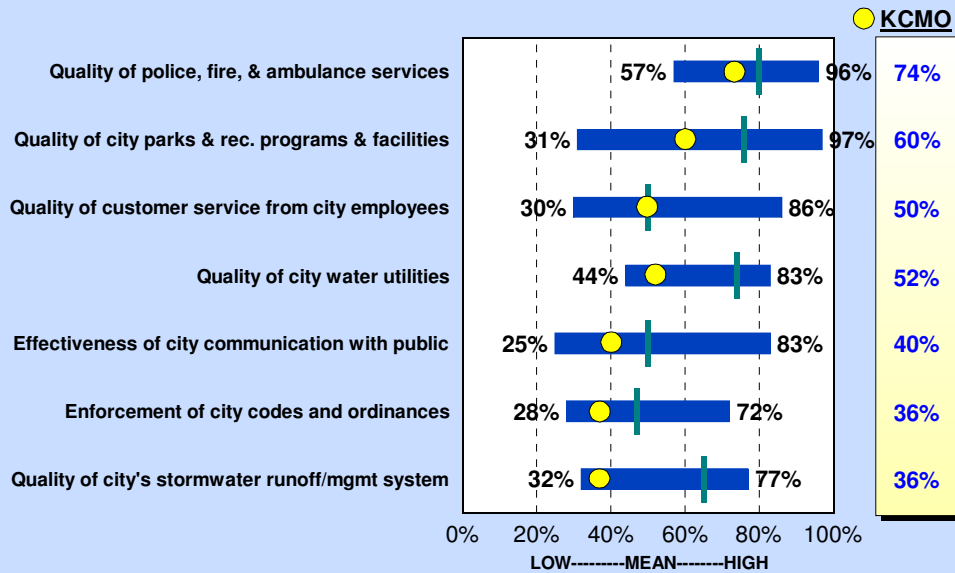
Perceptions that Kansas City Area Residents Have of the City in Which They Live in **2012**

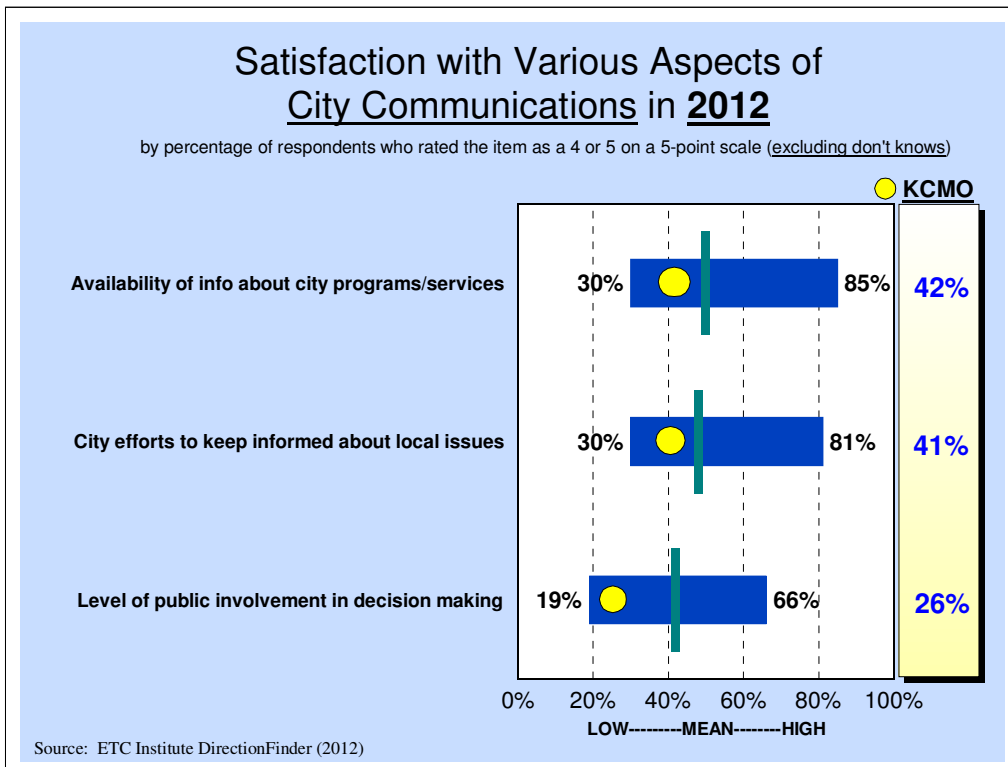
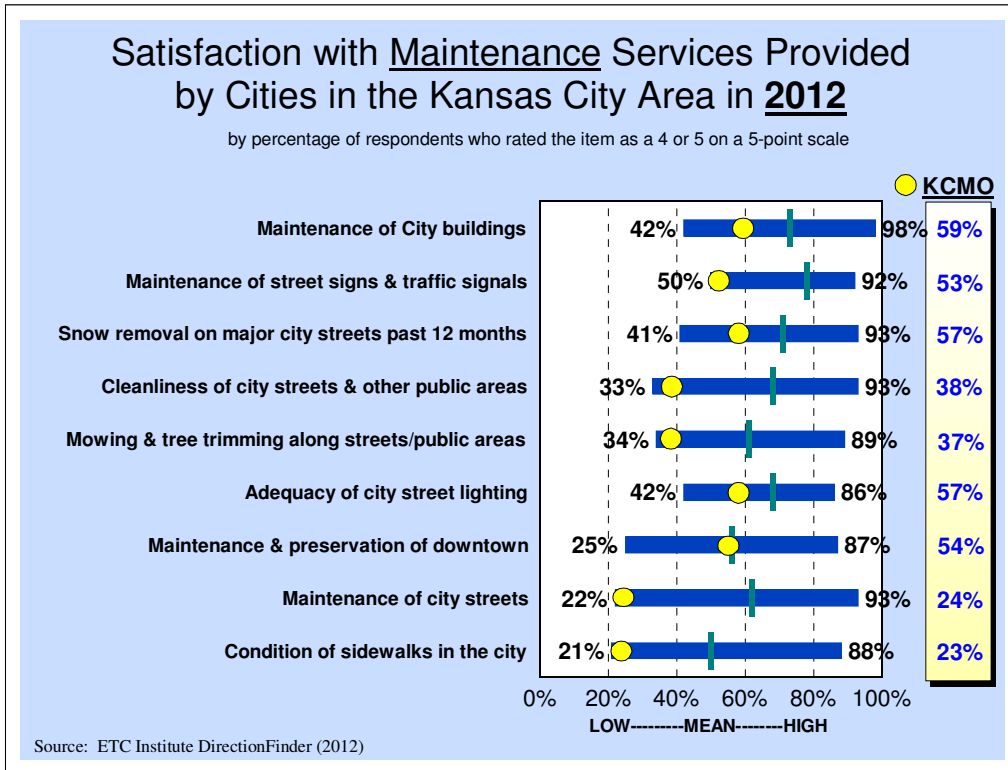
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Overall Satisfaction With City Services **2012**

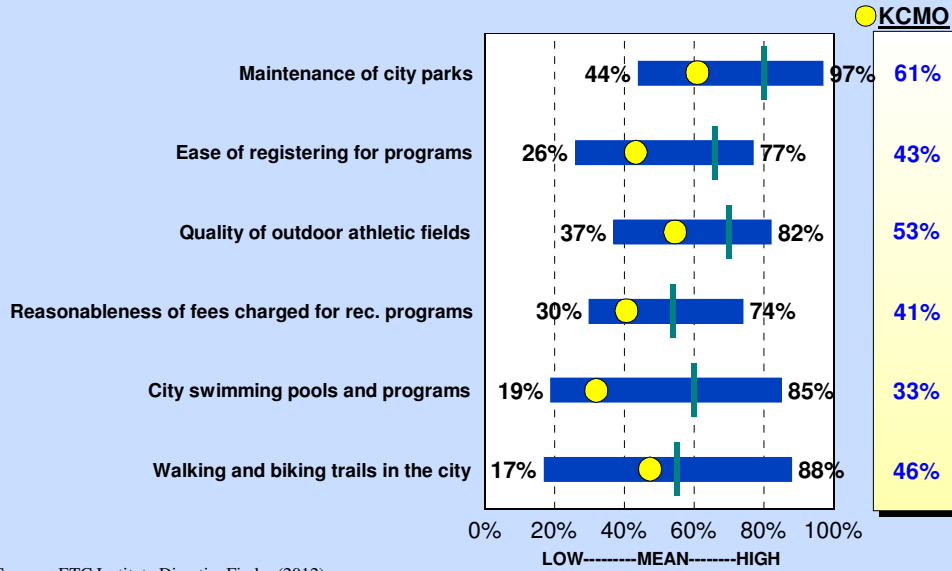
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale





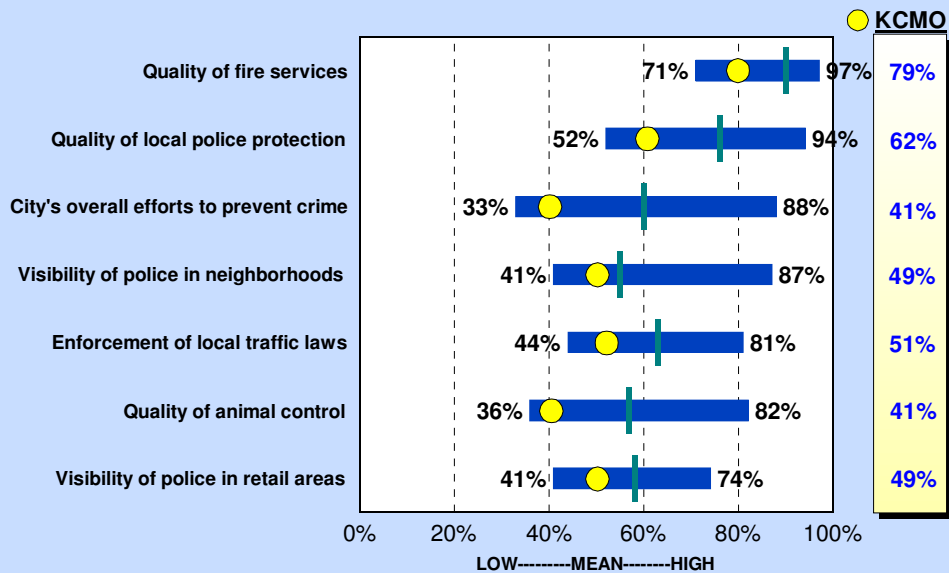
Satisfaction with Parks and Recreation Facilities/Services Provided by Cities in the Kansas City Area in **2012**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



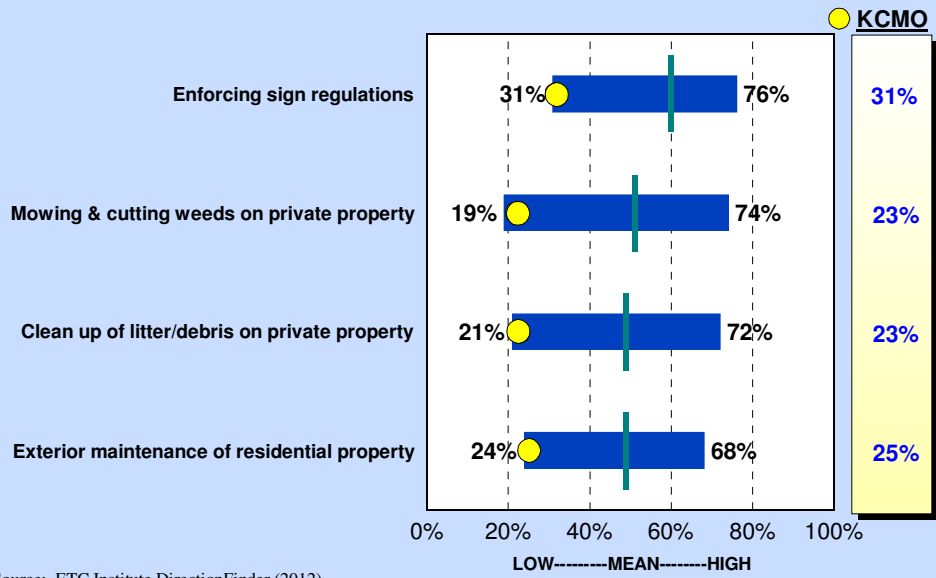
Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in **2012**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area in **2012**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Section 4: **Tabular Data**

Q1. Major categories of services provided by the City of Kansas City, Missouri are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police, fire, and ambulance services	24.7%	43.4%	17.9%	4.8%	2.0%	7.3%
Q1b. Overall quality of city parks and recreation programs and facilities	14.4%	39.3%	25.7%	7.9%	2.9%	9.9%
Q1c. Overall maintenance of city streets, buildings, and facilities	4.4%	18.6%	31.9%	29.6%	13.8%	1.7%
Q1d. Overall quality of city water utilities	14.6%	35.2%	23.2%	14.4%	9.1%	3.4%
Q1e. Overall enforcement of city codes and ordinances	7.3%	24.0%	30.2%	16.7%	8.5%	13.3%
Q1f. Overall quality of customer service you receive from city employees	13.6%	31.9%	27.3%	11.6%	6.6%	8.8%
Q1g. Overall effectiveness of city communication with the public	8.1%	28.8%	35.0%	15.1%	7.1%	5.9%
Q1h. Overall quality of the city's stormwater runoff/stormwater management system	7.2%	25.2%	29.7%	17.1%	9.8%	11.0%
Q1i. Overall quality of the city's public health services	9.0%	25.7%	28.6%	6.7%	3.0%	27.0%
Q1j. Overall flow of traffic	9.9%	39.5%	29.5%	11.7%	4.8%	4.6%
Q1k. Overall quality of airport facilities	23.9%	40.7%	17.4%	3.8%	1.9%	12.1%
Q1l. Overall quality of public transportation	9.6%	22.8%	24.4%	12.5%	6.8%	23.8%
Q1m. Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)	15.7%	38.2%	22.8%	4.0%	2.1%	17.2%
Q1n. Overall quality of the city's 311 service	15.5%	27.7%	20.4%	6.9%	5.0%	24.6%

Excluding Don't Know

Q1. Major categories of services provided by the City of Kansas City, Missouri are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police, fire, and ambulance services	26.6%	46.8%	19.3%	5.2%	2.1%
Q1b. Overall quality of city parks and recreation programs and facilities	16.0%	43.6%	28.5%	8.7%	3.2%
Q1c. Overall maintenance of city streets, buildings, and facilities	4.5%	18.9%	32.5%	30.1%	14.0%
Q1d. Overall quality of city water utilities	15.1%	36.5%	24.1%	14.9%	9.5%
Q1e. Overall enforcement of city codes and ordinances	8.4%	27.7%	34.8%	19.3%	9.8%
Q1f. Overall quality of customer service you receive from city employees	15.0%	35.0%	30.0%	12.8%	7.3%
Q1g. Overall effectiveness of city communication with the public	8.6%	30.6%	37.1%	16.1%	7.5%
Q1h. Overall quality of the city's stormwater runoff/stormwater management system	8.1%	28.3%	33.3%	19.2%	11.0%
Q1i. Overall quality of the city's public health services	12.3%	35.2%	39.2%	9.2%	4.1%
Q1j. Overall flow of traffic	10.3%	41.4%	31.0%	12.3%	5.0%
Q1k. Overall quality of airport facilities	27.2%	46.4%	19.9%	4.4%	2.2%
Q1l. Overall quality of public transportation	12.6%	30.0%	32.1%	16.4%	8.9%
Q1m. Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)	19.0%	46.2%	27.6%	4.8%	2.5%
Q1n. Overall quality of the city's 311 service	20.5%	36.7%	27.0%	9.2%	6.6%

First Choice**Q2. Which THREE of the above items (items in Question 1) do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q2 First Choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police, fire, and ambulance services	783	16.6 %
B=Overall quality of city parks and recreation programs and facilities	164	3.5 %
C=Overall maintenance of city streets, buildings, and facilities	1483	31.4 %
D=Overall quality of city water utilities	382	8.1 %
E=Overall enforcement of city codes and ordinances	278	5.9 %
F=Overall quality of customer service you receive from city employees	127	2.7 %
G=Overall effectiveness of city communication with the public	128	2.7 %
H=Overall quality of the city's stormwater runoff/stormwater management system	292	6.2 %
I=Overall quality of the city's public health services	88	1.9 %
J=Overall flow of traffic	167	3.5 %
K=Overall quality of airport facilities	29	0.6 %
L=Overall quality of public transportation	318	6.7 %
M=Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)	24	0.5 %
N=Overall quality of the city's 311 service	110	2.3 %
Z=None Chosen	352	7.4 %
Total	4725	100.0 %

Second Choice**Q2. Which THREE of the above items (items in Question 1) do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q2 Second Choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police, fire, and ambulance services	272	5.8 %
B=Overall quality of city parks and recreation programs and facilities	218	4.6 %
C=Overall maintenance of city streets, buildings, and facilities	959	20.3 %
D=Overall quality of city water utilities	392	8.3 %
E=Overall enforcement of city codes and ordinances	365	7.7 %
F=Overall quality of customer service you receive from city employees	197	4.2 %
G=Overall effectiveness of city communication with the public	251	5.3 %
H=Overall quality of the city's stormwater runoff/stormwater management system	460	9.7 %
I=Overall quality of the city's public health services	114	2.4 %
J=Overall flow of traffic	276	5.8 %
K=Overall quality of airport facilities	63	1.3 %
L=Overall quality of public transportation	310	6.6 %
M=Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)	45	1.0 %
N=Overall quality of the city's 311 service	96	2.0 %
Z=None Chosen	707	15.0 %
Total	4725	100.0 %

Third Choice**Q2. Which THREE of the above items (items in Question 1) do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q2 Third Choice</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police, fire, and ambulance services	226	4.8 %
B=Overall quality of city parks and recreation programs and facilities	257	5.4 %
C=Overall maintenance of city streets, buildings, and facilities	428	9.1 %
D=Overall quality of city water utilities	261	5.5 %
E=Overall enforcement of city codes and ordinances	291	6.2 %
F=Overall quality of customer service you receive from city employees	220	4.7 %
G=Overall effectiveness of city communication with the public	318	6.7 %
H=Overall quality of the city's stormwater runoff/stormwater management system	363	7.7 %
I=Overall quality of the city's public health services	168	3.6 %
J=Overall flow of traffic	307	6.5 %
K=Overall quality of airport facilities	68	1.4 %
L=Overall quality of public transportation	358	7.6 %
M=Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)	97	2.1 %
N=Overall quality of the city's 311 service	174	3.7 %
Z=None Chosen	1189	25.2 %
Total	4725	100.0 %

Sum of All Three Choices**Q2. Which THREE of the above items (items in Question 1) do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q2 Sum of All Three Choices</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police, fire, and ambulance services	1281	27.1 %
B=Overall quality of city parks and recreation programs and facilities	639	13.5 %
C=Overall maintenance of city streets, buildings, and facilities	2870	60.7 %
D=Overall quality of city water utilities	1035	21.9 %
E=Overall enforcement of city codes and ordinances	934	19.8 %
F=Overall quality of customer service you receive from city employees	544	11.5 %
G=Overall effectiveness of city communication with the public	697	14.8 %
H=Overall quality of the city's stormwater runoff/stormwater management system	1115	23.6 %
I=Overall quality of the city's public health services	370	7.8 %
J=Overall flow of traffic	750	15.9 %
K=Overall quality of airport facilities	160	3.4 %
L=Overall quality of public transportation	986	20.9 %
M=Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)	166	3.5 %
N=Overall quality of the city's 311 service	380	8.0 %
Z=None Chosen	352	7.4 %
Total	12279	

Q3. Several items that may influence your perception of the City of Kansas City, Missouri, are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by the City of Kansas City, Missouri	7.2%	41.2%	34.4%	10.4%	3.3%	3.6%
Q3b. Overall value that you receive for your city tax dollars and fees	5.1%	25.7%	32.3%	21.4%	11.3%	4.3%
Q3c. Overall image of the city	9.4%	34.6%	31.1%	16.6%	5.3%	2.9%
Q3d. How well the city is planning for growth	5.8%	20.2%	31.1%	19.0%	7.9%	16.0%
Q3e. Overall quality of life in the city	11.3%	41.4%	28.8%	11.3%	4.6%	2.6%
Q3f. Overall feeling of safety in the city	6.2%	29.9%	30.0%	21.4%	10.9%	1.7%

Excluding Don't Know

Q3. Several items that may influence your perception of the City of Kansas City, Missouri, are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by the City of Kansas City, Missouri	7.5%	42.7%	35.6%	10.7%	3.4%
Q3b. Overall value that you receive for your city tax dollars and fees	5.3%	26.8%	33.7%	22.4%	11.8%
Q3c. Overall image of the city	9.7%	35.6%	32.1%	17.1%	5.5%
Q3d. How well the city is planning for growth	6.9%	24.1%	37.1%	22.6%	9.4%
Q3e. Overall quality of life in the city	11.6%	42.5%	29.6%	11.6%	4.7%
Q3f. Overall feeling of safety in the city	6.3%	30.4%	30.5%	21.7%	11.1%

Q4. Do you think you will be living in Kansas City, Missouri, five years from now?

Q4. Do you think you will be living in Kansas City, Missouri, five years from now?

	Number	Percent
Yes	3880	82.1 %
No	751	15.9 %
Don't Know	94	2.0 %
Total	4725	100.0 %

Q5. Did you vote in any Kansas City, Missouri, municipal election during the last two years?

Q5. Did you vote in any Kansas City, Missouri, municipal election during the last two years?

	Number	Percent
Yes	4029	85.3 %
No	668	14.1 %
Don't Remember	28	0.6 %
Total	4725	100.0 %

Q6. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in the last year?

Q6. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in the last year?

	Number	Percent
Yes	2004	42.4 %
No	2060	43.6 %
Not available on my television	636	13.5 %
Don't Know/Don't Remember	25	0.5 %
Total	4725	100.0 %

Q7. Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?

Q7. Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?

	Number	Percent
Yes	1513	32.0 %
No	3180	67.3 %
Don't Know/Don't Remember	32	0.7 %
Total	4725	100.0 %

Q8a-n Satisfaction with Public Safety. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Quality of local police protection	15.9%	43.4%	23.8%	8.3%	4.4%	4.2%
Q8b. The visibility of police in neighborhoods	12.5%	34.9%	26.1%	17.4%	6.3%	2.9%
Q8c. The visibility of police in retail areas	10.2%	35.0%	31.3%	12.3%	3.9%	7.3%
Q8d. The city's overall efforts to prevent crime	8.6%	30.0%	29.9%	18.4%	7.7%	5.4%
Q8e. Enforcement of local traffic laws	10.7%	38.1%	29.1%	10.8%	5.6%	5.7%
Q8f. Parking enforcement services	9.7%	30.7%	31.3%	7.6%	4.1%	16.7%
Q8g. Overall quality of police services	14.2%	41.4%	26.6%	7.6%	3.9%	6.3%
Q8h. How quickly police respond to emergencies	14.5%	32.1%	19.4%	8.8%	5.7%	19.6%
Q8i. Overall quality of local fire protection and rescue services	23.8%	41.4%	14.1%	2.6%	1.0%	17.1%
Q8j. How quickly fire and rescue personnel respond to emergencies	24.8%	35.7%	13.2%	2.4%	1.0%	22.9%
Q8k. Quality of local ambulance service	18.9%	30.8%	17.1%	3.2%	1.6%	28.4%
Q8l. How quickly ambulance personnel respond to emergencies	18.7%	29.0%	16.8%	3.4%	1.5%	30.6%
Q8m. Quality of animal control	7.9%	22.6%	25.5%	10.9%	8.1%	25.1%
Q8n. The city's municipal court	5.3%	17.5%	27.7%	6.8%	4.7%	38.0%

Excluding Don't Know

Q8a-n Satisfaction with Public Safety. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Quality of local police protection	16.6%	45.4%	24.8%	8.6%	4.6%
Q8b. The visibility of police in neighborhoods	12.9%	35.9%	26.8%	17.9%	6.5%
Q8c. The visibility of police in retail areas	11.0%	37.8%	33.7%	13.3%	4.2%
Q8d. The city's overall efforts to prevent crime	9.1%	31.7%	31.6%	19.4%	8.2%
Q8e. Enforcement of local traffic laws	11.4%	40.4%	30.9%	11.5%	5.9%
Q8f. Parking enforcement services	11.6%	36.8%	37.5%	9.1%	4.9%
Q8g. Overall quality of police services	15.2%	44.2%	28.4%	8.1%	4.2%
Q8h. How quickly police respond to emergencies	18.0%	39.9%	24.1%	10.9%	7.1%
Q8i. Overall quality of local fire protection and rescue services	28.7%	49.9%	17.1%	3.1%	1.3%
Q8j. How quickly fire and rescue personnel respond to emergencies	32.1%	46.3%	17.2%	3.1%	1.3%
Q8k. Quality of local ambulance service	26.4%	43.0%	23.9%	4.5%	2.2%
Q8l. How quickly ambulance personnel respond to emergencies	27.0%	41.8%	24.2%	4.9%	2.2%
Q8m. Quality of animal control	10.5%	30.1%	34.0%	14.5%	10.8%
Q8n. The city's municipal court	8.6%	28.2%	44.7%	11.0%	7.5%

First Choice**Which TWO Public Safety items do you think should receive the most emphasis from city leaders over the next two years?**

Q8 Public Safety - First Choice	Number	Percent
A=Quality of local police protection	623	13.2 %
B=The visibility of police in neighborhoods	780	16.5 %
C=The visibility of police in retail areas	151	3.2 %
D=The city's overall efforts to prevent crime	939	19.9 %
E=Enforcement of local traffic laws	207	4.4 %
F=Parking enforcement services	86	1.8 %
G=Overall quality of police services	168	3.6 %
H=How quickly police respond to emergencies	223	4.7 %
I=Overall quality of local fire protection and rescue services	50	1.1 %
J=How quickly fire and rescue personnel respond to emergencies	38	0.8 %
K=Quality of local ambulance service	77	1.6 %
L=How quickly ambulance personnel respond to emergencies	55	1.2 %
M=Quality of animal control	271	5.7 %
N=The city's municipal court	132	2.8 %
Z=None Chosen	925	19.6 %
Total	4725	100.0 %

Second Choice**Which TWO Public Safety items do you think should receive the most emphasis from city leaders over the next two years?**

Q8 Public safety - Second Choice	Number	Percent
A=Quality of local police protection	243	5.1 %
B=The visibility of police in neighborhoods	494	10.5 %
C=The visibility of police in retail areas	276	5.8 %
D=The city's overall efforts to prevent crime	558	11.8 %
E=Enforcement of local traffic laws	230	4.9 %
F=Parking enforcement services	106	2.2 %
G=Overall quality of police services	221	4.7 %
H=How quickly police respond to emergencies	270	5.7 %
I=Overall quality of local fire protection and rescue services	212	4.5 %
J=How quickly fire and rescue personnel respond to emergencies	118	2.5 %
K=Quality of local ambulance service	87	1.8 %
L=How quickly ambulance personnel respond to emergencies	116	2.5 %
M=Quality of animal control	257	5.4 %
N=The city's municipal court	162	3.4 %
Z=None Chosen	1375	29.1 %
Total	4725	100.0 %

Sum of Both Choices**Which TWO Public Safety items do you think should receive the most emphasis from city leaders over the next two years?**

Q8 Public Safety – Sum of Both Choices	Number	Percent
A=Quality of local police protection	866	18.3 %
B=The visibility of police in neighborhoods	1274	27.0 %
C=The visibility of police in retail areas	427	9.0 %
D=The city's overall efforts to prevent crime	1497	31.7 %
E=Enforcement of local traffic laws	437	9.2 %
F=Parking enforcement services	192	4.1 %
G=Overall quality of police services	389	8.2 %
H=How quickly police respond to emergencies	493	10.4 %
I=Overall quality of local fire protection and rescue services	262	5.5 %
J=How quickly fire and rescue personnel respond to emergencies	156	3.3 %
K=Quality of local ambulance service	164	3.5 %
L=How quickly ambulance personnel respond to emergencies	171	3.6 %
M=Quality of animal control	528	11.2 %
N=The city's municipal court	294	6.2 %
Z=None Chosen	925	19.6 %
Total	8075	

Q8o-z Satisfaction with Parks and Recreation. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8o. Maintenance of city parks	12.0%	40.7%	23.3%	8.0%	2.6%	13.4%
Q8p. Quality of facilities such as picnic shelters and playgrounds in city parks	10.1%	35.2%	25.7%	8.3%	2.7%	18.0%
Q8q. Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	9.1%	27.9%	24.0%	7.2%	2.4%	29.4%
Q8r. Maintenance of boulevards and parkways	11.0%	39.7%	26.2%	10.3%	3.4%	9.3%
Q8s. Walking and biking trails in the city	8.6%	26.8%	23.4%	12.4%	5.1%	23.7%
Q8t. City swimming pools and programs	4.1%	13.5%	21.9%	9.3%	5.0%	46.2%
Q8u. The city's youth athletic programs	4.3%	11.7%	20.5%	8.6%	4.5%	50.4%
Q8v. The city's adult athletic programs	4.0%	11.2%	21.4%	6.7%	3.8%	52.8%
Q8w. Maintenance and appearance of Kansas City, Missouri, community centers	7.5%	23.6%	24.4%	5.1%	1.8%	37.5%
Q8x. Programs and activities at Kansas City, Missouri, community centers	6.3%	17.3%	22.6%	5.2%	2.5%	46.1%
Q8y. Ease of registering for programs	5.5%	14.7%	21.2%	4.2%	2.2%	52.2%
Q8z. The reasonableness of fees charged for recreation programs	5.2%	14.6%	21.3%	5.2%	3.0%	50.7%

Excluding Don't Know

Q8o-z Satisfaction with Parks and Recreation. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8o. Maintenance of city parks	13.8%	46.9%	27.0%	9.2%	3.1%
Q8p. Quality of facilities such as picnic shelters and playgrounds in city parks	12.4%	42.9%	31.3%	10.2%	3.3%
Q8q. Quality of outdoor athletic fields (i. e. baseball, soccer, and football)	12.9%	39.5%	34.1%	10.1%	3.4%
Q8r. Maintenance of boulevards and parkways	12.1%	43.8%	28.9%	11.4%	3.8%
Q8s. Walking and biking trails in the city	11.3%	35.1%	30.7%	16.3%	6.7%
Q8t. City swimming pools and programs	7.6%	25.2%	40.7%	17.3%	9.3%
Q8u. The city's youth athletic programs	8.7%	23.7%	41.3%	17.3%	9.0%
Q8v. The city's adult athletic programs	8.6%	23.7%	45.3%	14.3%	8.1%
Q8w. Maintenance and appearance of Kansas City, Missouri, community centers	12.1%	37.7%	39.1%	8.2%	2.8%
Q8x. Programs and activities at Kansas City, Missouri, community centers	11.8%	32.1%	41.8%	9.6%	4.7%
Q8y. Ease of registering for programs	11.6%	30.7%	44.4%	8.7%	4.6%
Q8z. The reasonableness of fees charged for recreation programs	10.6%	29.6%	43.2%	10.6%	6.0%

First Choice**Which TWO Parks and Recreation items do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q8 Parks and Recreation - First Choice</u>	<u>Number</u>	<u>Percent</u>
O=Maintenance of city parks	753	15.9 %
P=Quality of facilities such as picnic shelters and playgrounds in city parks	260	5.5 %
Q=Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	122	2.6 %
R=Maintenance of boulevards and parkways	511	10.8 %
S=Walking and biking trails in the city	514	10.9 %
T=City swimming pools and programs	196	4.1 %
U=The city's youth athletic programs	355	7.5 %
V=The city's adult athletic programs	57	1.2 %
W=Maintenance and appearance of Kansas City, Missouri, community centers	117	2.5 %
X=Programs and activities at Kansas City, Missouri, community centers	114	2.4 %
Y=Ease of registering for programs	51	1.1 %
Z=The reasonableness of fees charged for recreation programs	155	3.3 %
<u>9=None Chosen</u>	<u>1520</u>	<u>32.2 %</u>
Total	4725	100.0 %

Second Choice**Which TWO Parks and Recreation items do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q8 Parks and Recreation - Second Choice</u>	<u>Number</u>	<u>Percent</u>
O=Maintenance of city parks	395	8.4 %
P=Quality of facilities such as picnic shelters and playgrounds in city parks	330	7.0 %
Q=Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	136	2.9 %
R=Maintenance of boulevards and parkways	363	7.7 %
S=Walking and biking trails in the city	300	6.3 %
T=City swimming pools and programs	168	3.6 %
U=The city's youth athletic programs	249	5.3 %
V=The city's adult athletic programs	134	2.8 %
W=Maintenance and appearance of Kansas City, Missouri, community centers	136	2.9 %
X=Programs and activities at Kansas City, Missouri, community centers	217	4.6 %
Y=Ease of registering for programs	63	1.3 %
Z=The reasonableness of fees charged for recreation programs	136	2.9 %
<u>9=None Chosen</u>	<u>2098</u>	<u>44.4 %</u>
Total	4725	100.0 %

Sum of Both Choices**Which TWO Parks and Recreation items do you think should receive the most emphasis from city leaders over the next two years?**

Q8 Parks and Recreation – Sum of Both Choices	Number	Percent
O=Maintenance of city parks	1148	24.3 %
P=Quality of facilities such as picnic shelters and playgrounds in city parks	590	12.5 %
Q=Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	258	5.5 %
R=Maintenance of boulevards and parkways	874	18.5 %
S=Walking and biking trails in the city	814	17.2 %
T=City swimming pools and programs	364	7.7 %
U=The city's youth athletic programs	604	12.8 %
V=The city's adult athletic programs	191	4.0 %
W=Maintenance and appearance of Kansas City, Missouri, community centers	253	5.4 %
X=Programs and activities at Kansas City, Missouri, community centers	331	7.0 %
Y=Ease of registering for programs	114	2.4 %
Z=The reasonableness of fees charged for recreation programs	291	6.2 %
9=None Chosen	3618	76.6 %
Total	9450	

Q8aa-ff Satisfaction with Communication. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8aa. The availability of information about city programs and services	9.1%	28.7%	30.3%	14.9%	5.5%	11.5%
Q8bb. City efforts to keep you informed about local issues	8.5%	29.0%	30.6%	16.7%	6.2%	9.0%
Q8cc. Overall quality of the city's website	7.3%	22.5%	24.5%	7.7%	2.7%	35.3%
Q8dd. The level of public involvement in local decision making	4.1%	17.0%	33.5%	17.5%	7.7%	20.2%
Q8ee. Timeliness of information provided by the city	5.4%	22.6%	35.4%	13.8%	6.0%	17.0%
Q8ff. The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	6.7%	19.7%	22.5%	4.7%	2.2%	44.3%

Excluding Don't Know

Q8aa-ff Satisfaction with Communication. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8aa. The availability of information about city programs and services	10.3%	32.4%	34.2%	16.9%	6.2%
Q8bb. City efforts to keep you informed about local issues	9.3%	31.9%	33.7%	18.4%	6.8%
Q8cc. Overall quality of the city's website	11.2%	34.8%	37.8%	12.0%	4.2%
Q8dd. The level of public involvement in local decision making	5.1%	21.3%	42.0%	22.0%	9.6%
Q8ee. Timeliness of information provided by the city	6.5%	27.2%	42.6%	16.6%	7.2%
Q8ff. The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	12.1%	35.3%	40.3%	8.4%	3.9%

First Choice**Which TWO Communication items do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q8 Communication - First Choice</u>	<u>Number</u>	<u>Percent</u>
AA=The availability of information about city programs and services	1048	22.2 %
BB=City efforts to keep you informed about local issues	853	18.1 %
CC=Overall quality of the city's website	290	6.1 %
DD=The level of public involvement in local decision making	778	16.5 %
EE=Timeliness of information provided by the city	267	5.7 %
FF=The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	165	3.5 %
<u>ZZ=None Chosen</u>	<u>1324</u>	<u>28.0 %</u>
Total	4725	100.0 %

Second Choice**Which TWO Communication items do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q8 Communications - Second Choice</u>	<u>Number</u>	<u>Percent</u>
AA=The availability of information about city programs and services	418	8.8 %
BB=City efforts to keep you informed about local issues	806	17.1 %
CC=Overall quality of the city's website	222	4.7 %
DD=The level of public involvement in local decision making	671	14.2 %
EE=Timeliness of information provided by the city	662	14.0 %
FF=The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	149	3.2 %
<u>ZZ=None Chosen</u>	<u>1797</u>	<u>38.0 %</u>
Total	4725	100.0 %

Sum of Both Choices**Which TWO Communication items do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q8 Communication – Sum of Both Choices</u>	<u>Number</u>	<u>Percent</u>
AA=The availability of information about city programs and services	1466	31.0 %
BB=City efforts to keep you informed about local issues	1659	35.1 %
CC=Overall quality of the city's website	512	10.8 %
DD=The level of public involvement in local decision making	1449	30.7 %
EE=Timeliness of information provided by the city	929	19.7 %
FF=The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	314	6.6 %
<u>ZZ=None Chosen</u>	<u>3121</u>	<u>66.1 %</u>
Total	9450	

Q9a-d Satisfaction with Leadership. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Overall quality of leadership provided by the city's elected officials	7.1%	28.4%	31.2%	15.5%	7.9%	10.0%
Q9b. Overall effectiveness of appointed boards and commissions	4.0%	18.1%	33.3%	17.0%	8.6%	19.0%
Q9c. Overall effectiveness of the city manager and appointed staff	5.7%	24.2%	32.7%	13.4%	6.7%	17.3%
Q9d. How ethically the city conducts business	4.8%	20.4%	31.3%	14.7%	8.7%	20.2%

Excluding Don't Know

Q9a-d Satisfaction with Leadership. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Overall quality of leadership provided by the city's elected officials	7.8%	31.5%	34.6%	17.2%	8.8%
Q9b. Overall effectiveness of appointed boards and commissions	4.9%	22.4%	41.2%	21.0%	10.6%
Q9c. Overall effectiveness of the city manager and appointed staff	6.8%	29.2%	39.6%	16.2%	8.1%
Q9d. How ethically the city conducts business	6.0%	25.6%	39.2%	18.4%	10.9%

Q9e-u Satisfaction with Maintenance, Streets, and Solid Waste. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9e. Maintenance of city streets	3.5%	19.7%	28.9%	30.7%	14.7%	2.5%
Q9f. Maintenance of streets in YOUR neighborhood	7.3%	27.8%	24.7%	23.8%	14.3%	2.1%
Q9g. The smoothness of city streets	3.6%	19.0%	27.6%	31.0%	16.0%	2.7%
Q9h. Condition of sidewalks in the city	3.4%	17.8%	27.1%	27.9%	17.2%	6.6%
Q9i. Maintenance of street signs and traffic signals	9.3%	41.0%	29.4%	10.9%	5.4%	4.0%
Q9j. Maintenance and preservation of downtown Kansas City, Missouri	10.0%	38.6%	28.2%	8.7%	3.4%	11.0%
Q9k. Maintenance of city buildings (City Hall, Police & Fire Stations, etc.)	10.4%	39.6%	28.0%	4.4%	2.1%	15.4%
Q9l. Snow removal on major city streets during the past 12 months	12.8%	40.4%	22.1%	11.5%	8.0%	5.3%
Q9m. Snow removal on residential streets during the past 12 months	8.5%	27.2%	22.1%	21.4%	16.0%	4.8%
Q9n. Mowing and tree trimming along city streets and other public areas	6.0%	29.7%	30.1%	18.7%	10.6%	5.0%
Q9o. Overall cleanliness of city streets and other public areas	5.7%	30.8%	32.5%	18.9%	8.5%	3.6%
Q9p. Adequacy of city street lighting	12.2%	42.8%	27.1%	10.2%	4.1%	3.5%
Q9q. Overall quality of trash collection services	22.5%	46.8%	17.2%	5.7%	3.7%	4.0%
Q9r. Overall quality of curbside recycling services	24.9%	43.8%	16.2%	5.0%	3.0%	7.1%
Q9s. Overall quality of bulky item pick-up services	15.4%	31.0%	19.9%	10.8%	7.2%	15.7%

CONTINUED

Q9e-u Satisfaction with Maintenance, Streets, and Solid Waste. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9t. Condition of catch basins (storm drains) in your neighborhood	8.7%	29.3%	25.1%	15.2%	10.0%	11.8%
Q9u. Timeliness of water/sewer line break repairs	5.5%	20.9%	22.8%	17.5%	12.5%	20.9%

Excluding Don't Know

Q9e-u Satisfaction with Maintenance, Streets, and Solid Waste. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9e. Maintenance of city streets	3.6%	20.2%	29.6%	31.5%	15.1%
Q9f. Maintenance of streets in YOUR neighborhood	7.4%	28.4%	25.2%	24.3%	14.7%
Q9g. The smoothness of city streets	3.7%	19.5%	28.4%	31.9%	16.5%
Q9h. Condition of sidewalks in the city	3.6%	19.1%	29.0%	29.9%	18.4%
Q9i. Maintenance of street signs and traffic signals	9.7%	42.7%	30.6%	11.3%	5.7%
Q9j. Maintenance and preservation of downtown Kansas City, Missouri	11.2%	43.4%	31.7%	9.8%	3.8%
Q9k. Maintenance of city buildings (City Hall, Police & Fire Stations, etc.)	12.3%	46.9%	33.1%	5.2%	2.5%
Q9l. Snow removal on major city streets during the past 12 months	13.5%	42.6%	23.4%	12.1%	8.4%
Q9m. Snow removal on residential streets during the past 12 months	8.9%	28.6%	23.2%	22.5%	16.9%
Q9n. Mowing and tree trimming along city streets and other public areas	6.3%	31.3%	31.6%	19.6%	11.2%
Q9o. Overall cleanliness of city streets and other public areas	5.9%	32.0%	33.7%	19.6%	8.8%
Q9p. Adequacy of city street lighting	12.7%	44.3%	28.1%	10.6%	4.3%
Q9q. Overall quality of trash collection services	23.5%	48.8%	18.0%	5.9%	3.9%
Q9r. Overall quality of curbside recycling services	26.8%	47.1%	17.4%	5.4%	3.2%
Q9s. Overall quality of bulky item pick-up services	18.3%	36.8%	23.6%	12.8%	8.6%

CONTINUED

Excluding Don't Know

Q9e-u Satisfaction with Maintenance, Streets, and Solid Waste. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9t. Condition of catch basins (storm drains) in your neighborhood	9.9%	33.2%	28.4%	17.2%	11.3%
Q9u. Timeliness of water/sewer line break repairs	7.0%	26.4%	28.8%	22.1%	15.8%

First Choice**Which TWO Maintenance, Streets, and Solid Waste items do you think should receive the most emphasis from city leaders over the next two years?**

Q9 Maintenance, Streets, and Solid Waste - First Choice	Number	Percent
E=Maintenance of city streets	915	19.4 %
F=Maintenance of streets in YOUR neighborhood	258	5.5 %
G=The smoothness of city streets	243	5.1 %
H=Condition of sidewalks in the city	365	7.7 %
I=Maintenance of street signs and traffic signals	57	1.2 %
J=Maintenance and preservation of downtown Kansas City, Missouri	75	1.6 %
K=Maintenance of city buildings (City Hall, Police & Fire Stations, etc.)	18	0.4 %
L=Snow removal on major city streets during the past 12 months	165	3.5 %
M=Snow removal on residential streets during the past 12 months	404	8.6 %
N=Mowing and tree trimming along city streets and other public areas	190	4.0 %
O=Overall cleanliness of city streets and other public areas	140	3.0 %
P=Adequacy of city street lighting	54	1.1 %
Q=Overall quality of trash collection services	80	1.7 %
R=Overall quality of curbside recycling services	47	1.0 %
S=Overall quality of bulky item pick-up services	137	2.9 %
T=Condition of catch basins (storm drains) in your neighborhood	232	4.9 %
U=Timeliness of water/sewer line break repairs	496	10.5 %
Z=None Chosen	849	18.0 %
Total	4725	100.0 %

Second Choice**Which TWO Maintenance, Streets, and Solid Waste items do you think should receive the most emphasis from city leaders over the next two years?**

Q9 Maintenance, Streets, and Solid Waste - Second Choice	Number	Percent
E=Maintenance of city streets	374	7.9 %
F=Maintenance of streets in YOUR neighborhood	287	6.1 %
G=The smoothness of city streets	273	5.8 %
H=Condition of sidewalks in the city	373	7.9 %
I=Maintenance of street signs and traffic signals	98	2.1 %
J=Maintenance and preservation of downtown Kansas City, Missouri	82	1.7 %
K=Maintenance of city buildings (City Hall, Police & Fire Stations, etc.)	36	0.8 %
L=Snow removal on major city streets during the past 12 months	140	3.0 %
M=Snow removal on residential streets during the past 12 months	439	9.3 %
N=Mowing and tree trimming along city streets and other public areas	178	3.8 %
O=Overall cleanliness of city streets and other public areas	250	5.3 %
P=Adequacy of city street lighting	113	2.4 %
Q=Overall quality of trash collection services	74	1.6 %
R=Overall quality of curbside recycling services	63	1.3 %
S=Overall quality of bulky item pick-up services	139	2.9 %
T=Condition of catch basins (storm drains) in your neighborhood	183	3.9 %
U=Timeliness of water/sewer line break repairs	344	7.3 %
Z=None Chosen	1279	27.1 %
Total	4725	100.0 %

Sum of Both Choices**Which TWO Maintenance, Streets, and Solid Waste items do you think should receive the most emphasis from city leaders over the next two years?**

Q9 Maintenance, Streets, and Solid Waste - Sum of Both Choices	Number	Percent
E=Maintenance of city streets	1289	27.3 %
F=Maintenance of streets in YOUR neighborhood	545	11.5 %
G=The smoothness of city streets	516	10.9 %
H=Condition of sidewalks in the city	738	15.6 %
I=Maintenance of street signs and traffic signals	155	3.3 %
J=Maintenance and preservation of downtown Kansas City, Missouri	157	3.3 %
K=Maintenance of city buildings (City Hall, Police & Fire Stations, etc.)	54	1.1 %
L=Snow removal on major city streets during the past 12 months	305	6.5 %
M=Snow removal on residential streets during the past 12 months	843	17.8 %
N=Mowing and tree trimming along city streets and other public areas	368	7.8 %
O=Overall cleanliness of city streets and other public areas	390	8.3 %
P=Adequacy of city street lighting	167	3.5 %
Q=Overall quality of trash collection services	154	3.3 %
R=Overall quality of curbside recycling services	110	2.3 %
S=Overall quality of bulky item pick-up services	276	5.8 %
T=Condition of catch basins (storm drains) in your neighborhood	415	8.8 %
U=Timeliness of water/sewer line break repairs	840	17.8 %
Z=None Chosen	2128	45.0 %
Total	9450	

Q9v-aa Satisfaction with Code Enforcement. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9v. Enforcing the clean up of litter and debris on private property	5.0%	13.9%	23.9%	23.7%	15.1%	18.5%
Q9w. Enforcing the mowing and cutting of weeds on private property	4.7%	13.7%	23.4%	24.1%	16.4%	17.7%
Q9x. Enforcing the exterior maintenance of residential property	4.4%	15.2%	27.9%	21.3%	12.8%	18.5%
Q9y. Enforcing sign regulations	5.2%	17.7%	31.2%	11.4%	7.3%	27.2%
Q9z. Enforcing and prosecuting illegal dumping	4.3%	11.2%	20.2%	20.3%	16.6%	27.3%
Q9aa. Timeliness of the removal of abandoned cars from public property	4.6%	13.9%	23.6%	12.8%	10.9%	34.3%

Excluding Don't Know

Q9v-aa Satisfaction with Code Enforcement. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=4725)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9v. Enforcing the clean up of litter and debris on private property	6.1%	17.0%	29.4%	29.0%	18.5%
Q9w. Enforcing the mowing and cutting of weeds on private property	5.8%	16.6%	28.4%	29.2%	20.0%
Q9x. Enforcing the exterior maintenance of residential property	5.5%	18.6%	34.2%	26.1%	15.7%
Q9y. Enforcing sign regulations	7.1%	24.3%	42.8%	15.7%	10.0%
Q9z. Enforcing and prosecuting illegal dumping	5.9%	15.4%	27.8%	28.0%	22.9%
Q9aa. Timeliness of the removal of abandoned cars from public property	7.0%	21.2%	35.9%	19.4%	16.5%

First Choice**Which TWO Code Enforcement items do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q9 Code Enforcement - First Choice</u>	<u>Number</u>	<u>Percent</u>
V=Enforcing the clean up of litter and debris on private property	1193	25.2 %
W=Enforcing the mowing and cutting of weeds on private property	639	13.5 %
X=Enforcing the exterior maintenance of residential property	326	6.9 %
Y=Enforcing sign regulations	135	2.9 %
Z=Enforcing and prosecuting illegal dumping	873	18.5 %
AA=Timeliness of the removal of abandoned cars from public property	186	3.9 %
99=None Chosen	1373	29.1 %
Total	4725	100.0 %

Second Choice**Which TWO Code Enforcement items do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q9 Code Enforcement - Second Choice</u>	<u>Number</u>	<u>Percent</u>
V=Enforcing the clean up of litter and debris on private property	529	11.2 %
W=Enforcing the mowing and cutting of weeds on private property	906	19.2 %
X=Enforcing the exterior maintenance of residential property	443	9.4 %
Y=Enforcing sign regulations	133	2.8 %
Z=Enforcing and prosecuting illegal dumping	516	10.9 %
AA=Timeliness of the removal of abandoned cars from public property	366	7.7 %
99=None Chosen	1832	38.8 %
Total	4725	100.0 %

Sum of Both Choices**Which TWO Code Enforcement items do you think should receive the most emphasis from city leaders over the next two years?**

<u>Q9 Code Enforcement – Sum of Both Choices</u>	<u>Number</u>	<u>Percent</u>
V=Enforcing the clean up of litter and debris on private property	1722	36.4 %
W=Enforcing the mowing and cutting of weeds on private property	1545	32.7 %
X=Enforcing the exterior maintenance of residential property	769	16.3 %
Y=Enforcing sign regulations	268	5.7 %
Z=Enforcing and prosecuting illegal dumping	1389	29.4 %
AA=Timeliness of the removal of abandoned cars from public property	552	11.7 %
99=None Chosen	3205	67.8 %
Total	9450	

Q10. Please answer the following questions by circling YES or NO.

(N=4725)

	Yes	No	Don't Know/ Don't Remember
Q10a. Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?	13.0%	86.3%	0.7%
Q10b. Have you called the police in the last year?	31.2%	68.1%	0.7%
Q10c. Have any members of your household used the Kansas City, Missouri, ambulance service in the last year?	14.3%	85.0%	0.6%
Q10d. Have you or anyone in your household contacted the city's 311 Action Center in the last year?	51.6%	47.7%	0.7%
Q10e. Have you visited the city's website in the last year?	49.9%	49.4%	0.7%
Q10f. Have you used the bulky item pick-up service in the last year?	43.2%	56.0%	0.7%
Q10g. Have you visited downtown Kansas City, Missouri, for entertainment, dining, or shopping in the last year?	67.7%	31.6%	0.7%
Q10h. Have you visited a Kansas City, Missouri, community center in the last year?	32.0%	67.3%	0.7%
Q10i. Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	75.8%	23.6%	0.6%
Q10j. Have you used public transportation in the last year?	25.3%	74.0%	0.7%

Q11. Please rate Kansas City, Missouri, on a scale of 1 to 5, where 5 means "excellent" and 1 means "poor" with regard to each of the following:

(N=4725)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q11a. As a place to live	19.1%	50.1%	18.9%	7.8%	3.2%	0.9%
Q11b. As a place to raise children	13.5%	34.5%	21.9%	15.9%	9.5%	4.8%
Q11c. As a place to work	15.7%	44.1%	22.2%	9.0%	4.8%	4.2%

Excluding Don't Know

Q11. Please rate Kansas City, Missouri, on a scale of 1 to 5, where 5 means "excellent" and 1 means "poor" with regard to each of the following:

(N=4725)

	Excellent	Good	Neutral	Below Average	Poor
Q11a. As a place to live	19.3%	50.5%	19.1%	7.9%	3.2%
Q11b. As a place to raise children	14.2%	36.2%	23.0%	16.7%	9.9%
Q11c. As a place to work	16.3%	46.0%	23.2%	9.4%	5.1%

Q12. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe" please indicate how safe you feel in the following situations:

(N=4725)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q12a. At home during the day	39.1%	44.9%	10.6%	3.4%	1.1%	0.9%
Q12b. At home at night	28.1%	43.9%	16.2%	8.2%	3.0%	0.7%
Q12c. In your neighborhood during the day	36.0%	44.3%	13.1%	4.5%	1.2%	0.8%
Q12d. In your neighborhood at night	23.1%	38.5%	19.9%	12.7%	4.4%	1.4%
Q12e. In city parks during the day	16.8%	36.7%	21.9%	8.3%	3.0%	13.2%
Q12f. In city parks at night	3.7%	8.7%	19.2%	26.8%	19.3%	22.2%
Q12g. In Downtown Kansas City, Missouri, during the day	21.8%	43.3%	17.1%	5.1%	2.3%	10.3%
Q12h. In Downtown Kansas City, Missouri, at night	7.2%	21.1%	25.4%	20.3%	11.2%	14.9%

Excluding Don't Know

Q12. Using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe" please indicate how safe you feel in the following situations:

(N=4725)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q12a. At home during the day	39.5%	45.3%	10.7%	3.4%	1.1%
Q12b. At home at night	28.3%	44.2%	16.3%	8.2%	3.0%
Q12c. In your neighborhood during the day	36.3%	44.7%	13.2%	4.6%	1.3%
Q12d. In your neighborhood at night	23.4%	39.1%	20.2%	12.8%	4.4%
Q12e. In city parks during the day	19.4%	42.3%	25.3%	9.6%	3.5%
Q12f. In city parks at night	4.7%	11.2%	24.7%	34.4%	24.9%
Q12g. In Downtown Kansas City, Missouri, during the day	24.3%	48.3%	19.1%	5.7%	2.6%
Q12h. In Downtown Kansas City, Missouri, at night	8.4%	24.7%	29.8%	23.9%	13.1%

Q13. How often does your household use the city's curbside recycling services?

Q13. How often does your household use the city's curbside recycling services?	Number	Percent
Weekly	3521	74.5 %
Bi-weekly	211	4.5 %
Monthly	179	3.8 %
Never	434	9.2 %
Not available at my residence	341	7.2 %
Don't Know/Not Sure	39	0.8 %
Total	4725	100.0 %

Q14. Do you own or rent your current residence?

Q14. Do you own or rent your current residence?	Number	Percent
Own	3844	81.4 %
Rent	848	17.9 %
Not provided	33	0.7 %
Total	4725	100.0 %

Q15. Approximately how many years have you lived in Kansas City, Missouri?

Q15. Approximately how many years have you lived in Kansas City, Missouri?	Number	Percent
0 to 5 years	420	8.9 %
6 to 10 years	514	10.9 %
11 to 20 years	900	19.0 %
21 to 40 years	1459	30.9 %
More than 40 years	1406	29.8 %
Not provided	26	0.6 %
Total	4725	100.0 %

Q16. Which of the following best describes your race/ethnicity? (check all that apply)

Q16. Which of the following best describes your race/ethnicity? (check all that apply)	Number	Percent
Asian/Pacific Islander	78	1.7 %
White	3120	66.0 %
American Indian/Eskimo	126	2.7 %
Black/African American	1284	27.2 %
Other	197	4.2 %
Not Provided	103	2.2 %
Total	4908	

Q17. Are you of Hispanic, Latino, or other Spanish ancestry?

Q17. Are you of Hispanic, Latino, or other Spanish ancestry?	Number	Percent
Yes	396	8.4 %
No	4178	88.4 %
Don't Know	151	3.2 %
Total	4725	100.0 %

Q18. Would you say your total annual household income is:

Q18. Would you say your total annual household income is:	Number	Percent
Under \$30,000	1104	23.4 %
\$30,000 to \$59,999	1309	27.7 %
\$60,000 to \$99,999	999	21.1 %
\$100,000 or more	814	17.2 %
Not provided	499	10.6 %
Total	4725	100.0 %

Q19. What is your age?

<u>Q19. What is your age?</u>	<u>Number</u>	<u>Percent</u>
18-34	917	19.4 %
35-44	846	17.9 %
45-54	1004	21.2 %
55-64	1001	21.2 %
65+	882	18.7 %
Not provided	75	1.6 %
Total	4725	100.0 %

Q20. Your gender:

<u>Q20. Your gender:</u>	<u>Number</u>	<u>Percent</u>
Male	2303	48.7 %
Female	2422	51.3 %
Total	4725	100.0 %

Section 5:
Survey Instrument

City of Kansas City, Missouri Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to citizen concerns.

If you have questions, please call Troy Schulte, City Manager, at 513-1408.

1. Major categories of services provided by the City of Kansas City, Missouri are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police, fire, and ambulance services	5	4	3	2	1	9
B.	Overall quality of city parks and recreation programs and facilities	5	4	3	2	1	9
C.	Overall maintenance of city streets, buildings, and facilities	5	4	3	2	1	9
D.	Overall quality of city water utilities	5	4	3	2	1	9
E.	Overall enforcement of city codes and ordinances	5	4	3	2	1	9
F.	Overall quality of customer service you receive from city employees	5	4	3	2	1	9
G.	Overall effectiveness of city communication with the public	5	4	3	2	1	9
H.	Overall quality of the city's stormwater runoff/stormwater management system	5	4	3	2	1	9
I.	Overall quality of the city's public health services	5	4	3	2	1	9
J.	Overall flow of traffic	5	4	3	2	1	9
K.	Overall quality of airport facilities	5	4	3	2	1	9
L.	Overall quality of public transportation	5	4	3	2	1	9
M.	Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)	5	4	3	2	1	9
N.	Overall quality of the city's 311 service	5	4	3	2	1	9

2. Which THREE of the above items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

1st: _____ 2nd: _____ 3rd: _____

3. Several items that may influence your perception of the City of Kansas City, Missouri, are listed below. Please rate each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City of Kansas City, Missouri	5	4	3	2	1	9
B.	Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
C.	Overall image of the city	5	4	3	2	1	9
D.	How well the city is planning for growth	5	4	3	2	1	9
E.	Overall quality of life in the city	5	4	3	2	1	9
F.	Overall feeling of safety in the city	5	4	3	2	1	9

4. Do you think you will be living in Kansas City, Missouri, five years from now? _____(1) Yes _____(2) No
5. Did you vote in any Kansas City, Missouri, municipal election during the last two years? _____(1) Yes _____(2) No
6. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in the last year? _____(1) Yes _____(2) No _____(3) Not available on my television
7. Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year? _____(1) Yes _____(2) No

8. **Satisfaction with Public Safety, Parks and Recreation, and Communication.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
PUBLIC SAFETY							
A.	Quality of local police protection	5	4	3	2	1	9
B.	The visibility of police in neighborhoods	5	4	3	2	1	9
C.	The visibility of police in retail areas	5	4	3	2	1	9
D.	The city's overall efforts to prevent crime	5	4	3	2	1	9
E.	Enforcement of local traffic laws	5	4	3	2	1	9
F.	Parking enforcement services	5	4	3	2	1	9
G.	Overall quality of police services	5	4	3	2	1	9
H.	How quickly police respond to emergencies	5	4	3	2	1	9
I.	Overall quality of local fire protection and rescue services	5	4	3	2	1	9
J.	How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
K.	Quality of local ambulance service	5	4	3	2	1	9
L.	How quickly ambulance personnel respond to emergencies	5	4	3	2	1	9
M.	Quality of animal control	5	4	3	2	1	9
N.	The city's municipal court	5	4	3	2	1	9
Which TWO Public Safety items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list above]. 1st: _____ 2nd: _____							
PARKS AND RECREATION							
O.	Maintenance of city parks	5	4	3	2	1	9
P.	Quality of facilities such as picnic shelters and playgrounds in city parks	5	4	3	2	1	9
Q.	Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	5	4	3	2	1	9
R.	Maintenance of boulevards and parkways	5	4	3	2	1	9
S.	Walking and biking trails in the city	5	4	3	2	1	9
T.	City swimming pools and programs	5	4	3	2	1	9
U.	The city's youth athletic programs	5	4	3	2	1	9
V.	The city's adult athletic programs	5	4	3	2	1	9
W.	Maintenance and appearance of Kansas City, Missouri, community centers	5	4	3	2	1	9
X.	Programs and activities at Kansas City, Missouri, community centers	5	4	3	2	1	9
Y.	Ease of registering for programs	5	4	3	2	1	9
Z.	The reasonableness of fees charged for recreation programs	5	4	3	2	1	9
Which TWO Parks and Recreation items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list above]. 1st: _____ 2nd: _____							
COMMUNICATION							
AA.	The availability of information about city programs and services	5	4	3	2	1	9
BB.	City efforts to keep you informed about local issues	5	4	3	2	1	9
CC.	Overall quality of the city's website	5	4	3	2	1	9
DD.	The level of public involvement in local decision making	5	4	3	2	1	9
EE.	Timeliness of information provided by the city	5	4	3	2	1	9
FF.	The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	5	4	3	2	1	9
Which TWO Communication items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list above]. 1st: _____ 2nd: _____							

9. Satisfaction with Leadership, Maintenance, and Code Enforcement. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
LEADERSHIP							
A.	Overall quality of leadership provided by the city's elected officials	5	4	3	2	1	9
B.	Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
C.	Overall effectiveness of the city manager and appointed staff	5	4	3	2	1	9
D.	How ethically the city conducts business	5	4	3	2	1	9
MAINTENANCE, STREETS, AND SOLID WASTE							
E.	Maintenance of city streets	5	4	3	2	1	9
F.	Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
G.	The smoothness of city streets	5	4	3	2	1	9
H.	Condition of sidewalks in the city	5	4	3	2	1	9
I.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
J.	Maintenance and preservation of downtown Kansas City, Missouri	5	4	3	2	1	9
K.	Maintenance of city buildings (City Hall, Police & Fire Stations, etc.)	5	4	3	2	1	9
L.	Snow removal on major city streets during the past 12 months	5	4	3	2	1	9
M.	Snow removal on residential streets during the past 12 months	5	4	3	2	1	9
N.	Mowing and tree trimming along city streets and other public areas	5	4	3	2	1	9
O.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
P.	Adequacy of city street lighting	5	4	3	2	1	9
Q.	Overall quality of trash collection services	5	4	3	2	1	9
R.	Overall quality of curbside recycling services	5	4	3	2	1	9
S.	Overall quality of bulky item pick-up services	5	4	3	2	1	9
T.	Condition of catch basins (storm drains) in your neighborhood	5	4	3	2	1	9
U.	Timeliness of water/sewer line break repairs	5	4	3	2	1	9
Which TWO Maintenance, Streets, and Solid Waste items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list above]. 1 st : _____ 2 nd : _____							
CODE ENFORCEMENT							
V.	Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
W.	Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
X.	Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
Y.	Enforcing sign regulations	5	4	3	2	1	9
Z.	Enforcing and prosecuting illegal dumping	5	4	3	2	1	9
AA.	Timeliness of the removal of abandoned cars from public property	5	4	3	2	1	9
Which TWO Code Enforcement items do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list above]. 1 st : _____ 2 nd : _____							

10. Please answer the following questions by circling YES or NO.

A.	Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?	YES	NO
B.	Have you called the police in the last year?	YES	NO
C.	Have any members of your household used the Kansas City, Missouri, ambulance service in the last year?	YES	NO
D.	Have you or anyone in your household contacted the city's 311 Action Center in the last year?	YES	NO
E.	Have you visited the city's website in the last year?	YES	NO
F.	Have you used the bulky item pick-up service in the last year?	YES	NO
G.	Have you visited downtown Kansas City, Missouri, for entertainment, dining, or shopping in the last year?	YES	NO
H.	Have you visited a Kansas City, Missouri, community center in the last year?	YES	NO
I.	Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	YES	NO
J.	Have you used public transportation in the last year?	YES	NO

11. Please rate Kansas City, Missouri, on a scale of 1 to 5, where 5 means “excellent” and 1 means “poor” with regard to each of the following:

How would you rate Kansas City, Missouri:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9

12. Using a scale of 1 to 5, where 5 means “very safe” and 1 means “very unsafe” please indicate how safe you feel in the following situations:

How safe do you feel:		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	At home during the day	5	4	3	2	1	9
B.	At home at night	5	4	3	2	1	9
C.	In your neighborhood during the day	5	4	3	2	1	9
D.	In your neighborhood at night	5	4	3	2	1	9
E.	In city parks during the day	5	4	3	2	1	9
F.	In city parks at night	5	4	3	2	1	9
G.	In Downtown Kansas City, Missouri, during the day	5	4	3	2	1	9
H.	In Downtown Kansas City, Missouri, at night	5	4	3	2	1	9

13. How often does your household use the city’s curbside recycling services?

___(1) Weekly ___(2) Bi-weekly ___(3) Monthly ___(4) Never ___(5) Not available at my residence

14. Do you own or rent your current residence? ___(1) Own ___(2) Rent

15. Approximately how many years have you lived in Kansas City, Missouri? _____ years

16. Which of the following best describes your race/ethnicity? (check all that apply)

___(1) Asian/Pacific Islander ___(3) American Indian/Eskimo ___(5) Other: _____
 ___(2) White ___(4) Black/African American

17. Are you of Hispanic, Latino, or other Spanish ancestry? (check one)

___(1) Yes ___(2) No

18. Would you say your total annual household income is:

___(1) Under \$30,000 ___(2) \$30,000 to \$59,999 ___(3) \$60,000 to \$99,999 ___(4) \$100,000 or more

19. What is your age? ___(1) 18-24 ___(2) 25-34 ___(3) 35-44 ___(4) 45-54 ___(5) 55-64 ___(6) 65+

20. Your gender: ___(1) Male ___(2) Female

21. What is your home street address (please be specific, e.g., 123 W. Main Street – not 123 Main)?

22. What is your home zip code: _____

23. Do you live inside the city limits of Kansas City, Missouri? ___(1) Yes ___(2) No

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061