

2012-13
KANSAS CITY
MISSOURI
CITIZEN
SURVEY

FINAL REPORT

Submitted to:

The City of Kansas City, Missouri

ETC Institute
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2012-13 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 2012-13 DirectionFinder® Survey for the City of Kansas City, Missouri involved the administration of the survey by mail, Internet and telephone to a random sample of 4,108 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 2012-13 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 2012-13 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 150 surveys were completed in each of the six City Council Districts each quarter; a total of 600 surveys were completed in each of the six City Council Districts annually.

During the first week of July 2012, October 2012, February 2013, and May 2013, 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 via mail or online at www.kcmosurvey.org.

The unaided response rate to the mailed survey was 27% or 2,397 completed surveys.

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 fire and ambulance services (75%), the overall quality of airport facilities (74%), the overall quality of solid waste services (69%) and the overall quality of police services (64%). Residents were least satisfied with the overall maintenance of streets, sidewalks and infrastructure (25%).

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, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13). **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 Major Category of City Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2010-11 Survey	2011-12 Survey	2012-13 Survey	Percentage Change from 2005 to (2012-13)	Percentage Change from (2011-12) to (2012-13)
Quality of fire & ambulance services	N/A	N/A	N/A	75.1	N/A	N/A
Quality of airport facilities	71.5	73.7	73.5	73.8	2.3	0.3
Quality of solid waste services	N/A	N/A	N/A	68.5	N/A	N/A
Overall quality of police services	N/A	N/A	N/A	63.9	N/A	N/A
Quality of the city's 311 service	N/A	53.7	57.3	58.2	N/A	0.9
City parks/recreation programs/facilities	51.2	58.5	59.4	58.2	7.0	-1.2
Quality of city water utilities	55.1	52.2	51.5	56.6	1.5	5.1
Quality of Health Department services	N/A	N/A	N/A	55.0	N/A	N/A
Quality of customer service from city employees	39.1	47.7	49.8	44.1	5.0	-5.7
Quality of neighborhood services	N/A	N/A	N/A	43.4	N/A	N/A
Quality of municipal court services	34.3	38.3	36.7	41.2	6.9	4.5
Effectiveness of city communication with public	30.7	35.6	39.2	39.8	9.1	0.6
Quality of city's stormwater runoff/mgmt system	32.1	33.3	36.3	36.7	4.6	0.4
Quality of public transportation	N/A	44.1	42.8	36.5	N/A	-6.3
Maintenance of streets, sidewalks & infrastructure	N/A	N/A	N/A	25.1	N/A	N/A

The long-term and short-term changes in satisfaction with major categories of city services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed on the following page:

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all seven (7) of the major city services that were rated in both 2005 and 2012-13. The significant increases are listed below:

- Effectiveness of city communication with public (+9.1%)
- City parks/recreation programs/facilities (+7.0%)
- Quality of municipal court services (+6.9%)
- Quality of customer service from city employees (+5.0%)
- Quality of city's stormwater runoff/management system (+4.6%)
- Quality of airport facilities (+2.3%)
- Quality of city water utilities (+1.5%)

Significant Changes Since the 2011-12 Survey. There were significant increases in satisfaction ratings in two (2) of the major city services that were rated in both 2011-12 and 2012-13. The significant increases are listed below:

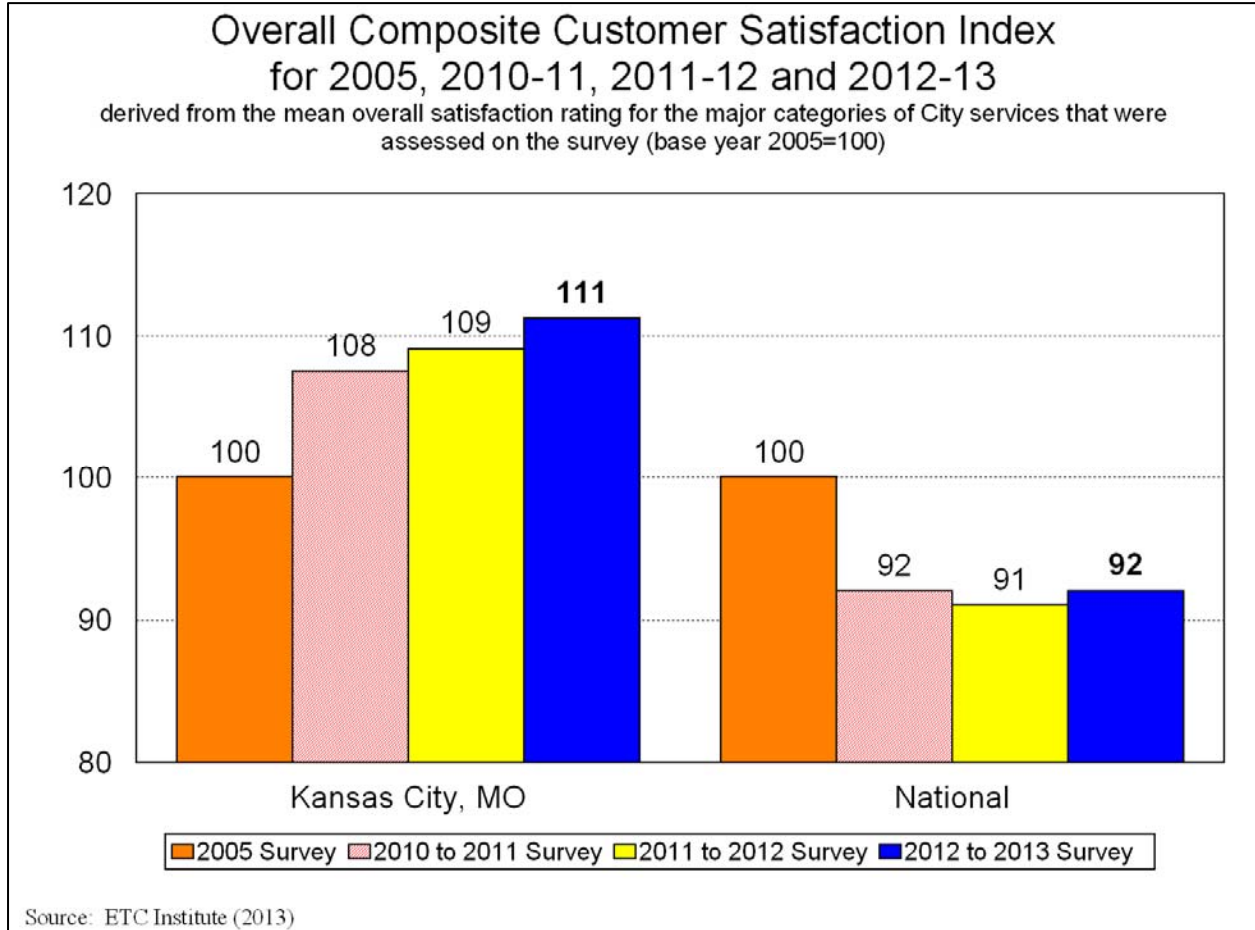
- Quality of city water utilities (+5.1%)
- Quality of municipal court services (+4.5%)

There were significant decreases in satisfaction ratings in two (2) of the major categories of city services that were rated in both 2011-12 and 2012-13; the significant decreases are listed below:

- Quality of public transportation (-6.3%)
- Quality of customer service from city employees (-5.7%)

- **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, 2011-12 and 2012-13. 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 on the following page shows the Composite Customer Satisfaction Index for 2005, 2010-11, 2011-12 and 2012-13 for the City of Kansas City and the National Index. The Composite Satisfaction Index for the City of Kansas City improved 2 points from 2011-12 and 11 points from 2005. The National Index improved 1 point from 2011-12 but was still 8 points below the base year rating of 100 in 2005. City leaders in Kansas City are to be commended for their efforts to continue to improve satisfaction levels during a time when satisfaction levels in other U.S. cities remain about the same.



- Major Categories of City Services that Residents Thought Were Most Important.** The three major City services that residents thought were the most important for the City to provide were: (1) the maintenance of City streets, sidewalks and infrastructure, (2) the quality of police services and (3) the quality of fire and ambulance services.

Perceptions of Kansas City, Missouri as a Community

- Most Residents Were Satisfied with the Feeling of Safety in Their Neighborhood and the Quality of Life in Kansas City, Missouri.** Sixty-three percent (63%) of those surveyed, who had an opinion, indicated that they were satisfied with feeling of safety in their neighborhood; 20% gave a neutral response, and 16% were dissatisfied. Sixty-one percent (61%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of life in Kansas City, Missouri; 26% gave a neutral response, and 13% were dissatisfied. **Note:** Totals may not equal 100% because of rounding.

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with items related to residents’ perceptions of Kansas City, Missouri as a community from the 2005 survey, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13). **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" Responses (Excluding Don't Knows)	2005	2010-11	2011-12	2012-13	Percentage Change from 2005 to (2012-13)	Percentage Change from (2011-12) to (2012-13)
	Survey	Survey	Survey	Survey		
Feeling of safety in your neighborhood	N/A	N/A	N/A	63.3	N/A	N/A
Overall quality of life in the city	50.7	52.6	54.1	61.2	10.5	7.1
Overall image of the city	36.9	42.6	45.3	53.2	16.3	7.9
Quality of services provided by KCMO	41.4	46.7	50.0	52.1	10.7	2.1
Overall feeling of safety in the city	29.9	36.5	36.8	38.5	8.6	1.7
Value received for city tax dollars and fees	24.8	31.2	32.1	35.2	10.4	3.1

The long-term and short-term changes in satisfaction with items related to residents’ perceptions of Kansas City, MO as a community that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed below:

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all five (5) of the perception items that were rated in both 2005 and 2012-13. The significant increases are listed below:

- Overall image of the city (+16.3%)
- Quality of services provided by KCMO (+10.7%)
- Overall quality of life in the city (+10.5%)
- Value received for city tax dollars and fees (+10.4%)
- Overall feeling of safety in the city (+8.6%)

Significant Changes Since the 2011-12 Survey. There were significant increases in satisfaction ratings in all five (5) of the perception items that were rated in both 2011-12 and 2012-13. The significant increases are listed below:

- Overall image of the city (+7.9%)
- Overall quality of life in the city (+7.1%)
- Value received for city tax dollars and fees (+3.1%)
- Quality of services provided by KCMO (+2.1%)
- Overall feeling of safety in the city (+1.7%)

Overall Ratings of Kansas City, Missouri

- Overall Ratings.** Three-fourths (75%) 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; 16% gave a neutral response, and 8% were dissatisfied (combination of “below average” and “poor”). Sixty-five (65%) 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 work; 23% gave a neutral response, and 12% were dissatisfied (combination of “below average” and “poor”). **Note:** Totals may not equal 100% because of rounding.

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, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13). **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction

Overall Ratings of the City Combination of "Excellent" and "Good" Responses (Excluding Don't Knows)	2005	2010-11	2011-12	2012-13	Percentage	Percentage
	Survey	Survey	Survey	Survey	Change from 2005 to (2012-13)	Change from (2011-12) to (2012-13)
As a place to live	69.2	67.6	69.8	75.2	6.0	5.4
As a place to work	63.3	61.6	62.3	65.0	1.7	2.7
As a place to raise children	51.5	50.4	50.4	54.6	3.1	4.2

and Red boxes indicate a significant decrease in satisfaction).

The long-term and short-term changes in the overall ratings of the City that were identified as significant, because ratings were +/- more than 1.5% are listed below:

Significant Changes Since the 2005 Survey. There were significant increases in positive ratings in all three (3) of the quality of life items that were rated in both 2005 and 2012-13 survey. The significant increases are listed below:

- As a place to live (+6.0%)
- As a place to raise children (+3.1%)
- As a place to work (+1.7%)

Significant Changes Since the 2011-12 Survey. There were significant increases in positive ratings in all three (3) of the quality of life items that were rated in both 2011-12 and 2012-13. The significant increases are listed below:

- As a place to live (+5.4%)
- As a place to raise children (+4.2%)
- As a place to work (+2.7%)

Police Services

- **Police Services.** The police 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 effectiveness of local police protection (62%), how quickly police respond to emergencies (52%) and the enforcement of local traffic laws (52%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with police services from the 2005 survey, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13). **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 Police Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2010-11 Survey	2011-12 Survey	2012-13 Survey	Percentage Change from 2005 to (2012-13)	Percentage Change from (2011-12) to (2012-13)
Effectiveness of local police protection	N/A	N/A	N/A	62.0	N/A	N/A
How quickly police respond to emergencies	N/A	57.1	57.8	51.8	N/A	-6.0
Enforcement of local traffic laws	47.3	50.8	51.7	51.5	4.2	-0.2
Visibility of police in neighborhoods	39.0	48.9	48.9	47.6	8.6	-1.3
Parking enforcement services	N/A	46.1	48.5	47.4	N/A	-1.1
City's overall efforts to prevent crime	31.2	40.5	40.7	41.1	9.9	0.4

and Red boxes indicate a significant decrease in satisfaction)

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all three (3) of the police services that were rated in both 2005 and 2012-13. The significant increases are listed below:

- City's overall efforts to prevent crime (+9.9%)
- Visibility of police in neighborhoods (+8.6%)
- Enforcement of local traffic laws (+4.2%)

Significant Changes Since the 2011-12 Survey. There were no significant increases in satisfaction ratings in any of the police services that were rated in both 2011-12 and 2012-13. There was a significant decrease in satisfaction with how quickly police respond to emergencies from 2011-12 to 2012-13 (-6.0%).

- **Police Services Residents Thought Were Most Important.** The two police services that residents thought were the most important for the City to provide were: (1) the City's overall efforts to prevent crime and (2) the visibility of police in neighborhoods.

Fire and Emergency Medical Services

- Fire and Emergency Medical Services.** The fire and emergency medical 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 (80%) and how quickly fire and rescue personnel respond to emergencies (78%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with fire and emergency medical services from the 2005 survey, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13). **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 Fire and Emergency Medical Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2010-11	2011-12	2012-13	Percentage	Percentage
	Survey	Survey	Survey	Survey	Change from 2005 to (2012-13)	Change from (2011-12) to (2012-13)
Overall quality of local fire protection & rescue	78.9	78.2	78.6	80.1	1.2	1.5
How quickly fire & rescue respond to emergencies	N/A	N/A	78.5	77.5	N/A	-1.0
Quality of local ambulance service	67.2	72.7	69.4	68.6	1.4	-0.8
How quickly ambulance personnel respond	N/A	N/A	68.7	68.6	N/A	-0.1

The long-term and short-term changes in satisfaction with fire and emergency medical services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed below:

Significant Changes Since the 2005 Survey. There were no significant changes in satisfaction in any of the fire and emergency medical services that were rated in both 2005 and 2012-13.

Significant Changes Since the 2011-12 Survey. There was a significant increase in satisfaction with the overall quality of local fire protection and rescue services from 2011-12 to 2012-13 (+1.5%).

- Fire and Emergency Medical Services Residents Thought Were Most Important.** The two fire and emergency medical services that residents thought were the most important for the City to provide were: (1) how quickly fire and rescue personnel respond to emergencies and (2) how quickly ambulance personnel respond to emergencies.

City Streets, Sidewalks and Infrastructure Services

- City Streets, Sidewalks and Infrastructure Services.** The highest levels of satisfaction with City streets, sidewalks and infrastructure services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the adequacy of city street lighting (62%), snow removal on major city streets during the past 12 months (59%) and the maintenance of street signs and traffic signals (55%). Residents were least satisfied with condition of sidewalks in the city (24%) and the maintenance of city streets (27%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with City streets, sidewalks and infrastructure services from the 2005 survey, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13). **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 City Streets, Sidewalks and Infrastructure Services					Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2010-11 Survey	2011-12 Survey	2012-13 Survey	Change from 2005 to (2012-13)	Change from (2011-12) to (2012-13)
Adequacy of city street lighting	60.2	57.6	57.0	61.6	1.4	4.6
Snow removal on major city streets past 12 months	54.5	49.9	56.1	59.1	4.6	3.0
Maintenance of street signs & traffic signals	N/A	51.7	52.4	54.9	N/A	2.5
Access to streets/sidewalks/buildings for people with disabilities	N/A	N/A	N/A	44.4	N/A	N/A
Maintenance of streets in your neighborhood	35.2	33.6	35.8	40.4	5.2	4.6
Snow removal on residential streets past 12 months	36.8	31.1	37.4	39.6	2.8	2.2
Condition of sidewalks in your neighborhood	N/A	N/A	N/A	36.9	N/A	N/A
Maintenance of city streets	21.2	23.2	23.8	26.9	5.7	3.1
Condition of sidewalks in the city	18.8	22.7	22.7	23.9	5.1	1.2

The long-term and short-term changes in satisfaction with City streets, sidewalks and infrastructure services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed below:

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in five (5) of the City streets, sidewalks and infrastructure services that were rated in both 2005 and 2012-13. The significant increases are listed below:

- Maintenance of city streets (+5.7%)
- Maintenance of streets in your neighborhood (+5.2%)
- Condition of sidewalks in the city (+5.1%)
- Snow removal on major city streets during the past 12 months (+4.6%)
- Snow removal on residential streets during the past 12 months (+2.8%)

Significant Changes Since the 2011-12 Survey. There were significant increases in satisfaction ratings in six (6) of the City streets, sidewalks and infrastructure services that were rated in both 2011-12 and 2012-13. The significant increases are listed below:

- Maintenance of streets in your neighborhood (+4.6%)
 - Adequacy of city street lighting (+4.6%)
 - Maintenance of city streets (+3.1%)
 - Snow removal on major city streets during the past 12 months (+3.0%)
 - Maintenance of street signs & traffic signals (+2.5%)
 - Snow removal on residential streets during the past 12 months (+2.2%)
- **City Streets, Sidewalks and Infrastructure Services Residents Thought Were Most Important.** The two City streets, sidewalks and infrastructure services that residents thought were the most important for the City to provide were: (1) the maintenance of city streets and (2) snow removal on residential streets during the past 12 months.

Neighborhood Services

- **Neighborhood Services.** The highest levels of satisfaction with neighborhood services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of animal control (42%) and the exterior maintenance of residential property in your neighborhood (40%). Residents were least satisfied with the property maintenance of vacant structures (18%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with neighborhood services from the 2005 survey, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13).

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 Neighborhood Services					Percentage Change from 2005 to (2012-13)	Percentage Change from (2011-12) to (2012-13)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2010-11 Survey	2011-12 Survey	2012-13 Survey		
Quality of animal control	34.3	41.4	40.7	42.3	8.0	1.6
Exterior maintenance of residential property in your neighborhood	N/A	N/A	N/A	40.2	N/A	N/A
Removal of signs in right of way of city streets	N/A	N/A	N/A	33.8	N/A	N/A
Timeliness of removal of abandoned cars	27.9	28.1	28.1	31.3	3.4	3.2
Clean up of litter/debris on private property	20.6	23.4	23.1	26.7	6.1	3.6
City efforts to clean-up illegal dumping sites	N/A	N/A	N/A	26.3	N/A	N/A
Exterior maintenance of residential property	22.3	24.3	23.9	25.0	2.7	1.1
Mowing/cutting of weeds on private property	19.7	22.0	22.4	24.8	5.1	2.4
Property maintenance of vacant structures	N/A	N/A	N/A	18.4	N/A	N/A

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all five (5) of the neighborhood services that were rated in both 2005 and 2012-13. The significant increases are listed below:

- Quality of animal control (+8.0%)
- Clean-up of litter/debris on private property (+6.1%)
- Mowing/cutting of weeds on private property (+5.1%)
- Timeliness of removal of abandoned cars (+3.4%)
- Exterior maintenance of residential property (+2.7%)

Significant Changes Since the 2011-12 Survey. There were significant increases in satisfaction ratings in four (4) of the neighborhood services that were rated in both 2011-12 and 2012-13. The significant increases are listed below:

- Clean-up of litter/debris on private property (+3.6%)
- Timeliness of removal of abandoned cars (+3.2%)
- Mowing/cutting of weeds on private property (+2.4%)
- Quality of animal control (+1.6%)

- **Neighborhood Services Residents Thought Were Most Important.** The two neighborhood services that residents thought were the most important for the City to provide were: (1) the property maintenance of vacant structures and (2) the clean-up of litter and debris on private property.

Health Department Services

- **Health Department Services.** The Health Department 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: preventing the spread of infectious diseases (59%) and communicating information regarding public health concerns (57%).

Trends: Trends are not available for this area.

- **Health Department Services Residents Thought Were Most Important.** The two Health Department services that residents thought were most important for the City to provide were: (1) preventing the spread of infectious diseases and (2) protecting the public from new or unusual health threats.

311 Call Center Services

- 311 Call Center Services.** The highest levels of satisfaction with the services provided by the 311 Call Center, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the courtesy and professionalism of 311 calltakers (64%) and the ease of utilizing 311 services via phone (63%).

Trends: Trends are not available for this area.

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 availability of information about city programs and services (47%), the overall usefulness of the city’s web-site (45%) and the quality of KCMO’s government cable TV channel (43%). Residents were least satisfied with the level of public involvement in decision makings (27%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with communication services from the 2005 survey, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13).

Note: Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Satisfaction With Communication Services					Percentage Change from 2005 to (2012-13)	Percentage Change from (2011-12) to (2012-13)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)						
	2005 Survey	2010-11 Survey	2011-12 Survey	2012-13 Survey		
Availability of info about city programs/services	31.8	37.4	42.7	47.1	15.3	4.4
Overall usefulness of the city's website	N/A	N/A	N/A	45.1	N/A	N/A
Quality of KCMO's gov't cable tv channel	N/A	N/A	47.4	42.7	N/A	-4.7
Content in the City's magazine, KCMORE	N/A	N/A	N/A	40.1	N/A	N/A
Level of public involvement in decision making	21.5	24.3	26.4	27.2	5.7	0.8

The long-term and short-term changes in satisfaction with communication services that were identified as significant, because satisfaction ratings were +/- more than 2.14% are listed below:

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in both of the communication services that were rated on the 2005 and 2012-13 survey. The significant increases are listed below:

- Availability of information about city programs/services (+15.3%)
- Level of public involvement in decision making (5.7%)

Significant Changes Since the 2011-12 Survey. There was a significant increase in the percent of residents who were satisfied with the availability of information about city programs and services from the 2011-12 survey (+4.4%). There was also a significant decrease in the percent of residents who were satisfied with the quality of KCMO’s government cable TV channel from the 2011-12 survey (-4.7%).

- **Communication Items Residents Thought Were Most Important.** The two communication services that residents thought were the most important for the City to provide were: (1) the availability of information about city programs/services and (2) the level of public involvement in decision making.

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 (69%), the maintenance of boulevards and parkways (64%) and the quality of facilities, picnic shelters, and playground (64%). Residents were least satisfied with the city’s youth athletic programs (36%) and City swimming pools and programs (39%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with parks and recreation services from the 2005 survey, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13). **Note:** Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Satisfaction With Parks and Recreation Services					Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2010-11	2011-12	2012-13	Change from	Change from
	Survey	Survey	Survey	Survey	2005 to	(2011-12) to
					(2012-13)	(2012-13)
Maintenance of city parks	48.9	53.0	60.8	68.9	20.0	8.1
Maintenance of boulevards & parkways	48.6	51.5	55.8	64.2	15.6	8.4
Quality of facilities, picnic shelters, playgrounds	N/A	50.4	55.2	63.9	N/A	8.7
Quality of outdoor athletic fields	41.0	48.8	52.3	58.7	17.7	6.4
Maintenance & appearance of community centers	35.2	44.0	49.7	53.3	18.1	3.6
Walking and biking trails in the city	36.8	44.3	46.3	52.8	16.0	6.5
Mowing & tree trimming along streets/public areas	34.3	36.2	37.4	48.1	13.8	10.7
Programs & activities at community centers	N/A	42.4	43.7	47.4	N/A	3.7
Ease of registering for programs	30.2	39.8	42.1	45.9	15.7	3.8
Customer service from Parks/Recreation employees	N/A	N/A	N/A	45.1	N/A	N/A
Reasonableness of fees charged for rec. programs	31.9	38.6	40.2	44.3	12.4	4.1
Quality of communication from Parks and Recreation	N/A	N/A	N/A	40.8	N/A	N/A
City swimming pools and programs	27.4	34.5	32.7	38.6	11.2	5.9
The city's youth athletic programs	32.0	33.1	32.2	35.7	3.7	3.5

The long-term and short-term changes in satisfaction with parks and recreation services that were identified as significant, because satisfaction ratings were +/- more than 2.14% are listed below:

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all ten (10) of the parks and recreation services that were rated on both the 2005 and 2012-13 survey. The significant increases are listed below:

- Maintenance of city parks (+20.0%)
- Maintenance & appearance of community centers (+18.1%)
- Quality of outdoor athletic fields (+17.7%)
- Walking and biking trails in the city (+16.0%)
- Ease of registering for programs (+15.7%)
- Maintenance of boulevards & parkways (+15.6%)
- Mowing & tree trimming along streets/public areas (+13.8%)
- Reasonableness of fees charged for recreation programs (+12.4%)
- City swimming pools and programs (+11.2%)
- The city's youth athletic programs (+3.7%)

Significant Changes Since the 2011-12 Survey. There were significant increases in satisfaction ratings in all twelve (12) of the parks and recreation services that were rated in both 2011-12 and 2012-13. The significant increases are listed below:

- Mowing & tree trimming along streets/public areas (+10.7%)
- Quality of facilities, picnic shelters, playgrounds (+8.7%)
- Maintenance of boulevards & parkways (+8.4%)
- Maintenance of city parks (+8.1%)
- Walking and biking trails in the city (+6.5%)
- Quality of outdoor athletic fields (+6.4%)
- City swimming pools and programs (+5.9%)
- Reasonableness of fees charged for recreation programs (+4.1%)
- Ease of registering for programs (+3.8%)
- Programs & activities at community centers (+3.7%)
- Maintenance & appearance of community centers (+3.6%)
- The city's youth athletic programs (+3.5%)

- **Parks and Recreation Services Residents Thought Were Most Important.** The two parks and recreation services that residents thought were the most important for the City to provide were: (1) maintenance of city parks and (2) the mowing and trimming along streets and public areas.

Solid Waste Services

- Solid Waste Services.** The solid waste 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 quality of trash collection services (83%) and the quality of curbside recycling services (81%). Residents were least satisfied with the cleanliness of city streets and other public areas (46%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with solid waste services from the 2005 survey, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13).

Note: Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Satisfaction With Solid Waste Services					Percentage Change from 2005 to (2012-13)	Percentage Change from (2011-12) to (2012-13)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2010-11 Survey	2011-12 Survey	2012-13 Survey		
Quality of trash collection services	57.8	69.3	72.2	82.7	24.9	10.5
Quality of curbside recycling services	N/A	69.4	74.0	81.2	N/A	7.2
Quality of bulky item pick-up services	N/A	48.9	55.0	60.1	N/A	5.1
Overall quality of leaf & brush pick-up services	N/A	N/A	N/A	50.1	N/A	N/A
Cleanliness of city streets & other public areas	29.9	37.8	37.8	46.1	16.2	8.3

The long-term and short-term changes in satisfaction with solid waste services that were identified as significant, because satisfaction ratings were +/- more than 2.14% are listed below:

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in both of the solid waste services that were rated in 2005 and 2012-13. The significant increases are listed below:

- Quality of trash collection services (+24.9%)
- Cleanliness of city streets & other public areas (+16.2%)

Significant Changes Since the 2011-12 Survey. There were significant increases in satisfaction ratings in all four (4) of the solid waste services that were rated in 2011-12 and 2012-13. The significant increases are listed below:

- Quality of trash collection services (+10.5%)
- Cleanliness of city streets & other public areas (+8.3%)
- Quality of curbside recycling services (+7.2%)
- Quality of bulky item pick-up services (+5.1%)

- **Solid Waste Services Residents Thought Were Most Important.** The two solid waste services that residents thought were the most important for the City to provide were: (1) the cleanliness of city streets and other public areas and (2) the quality of leaf and brush pick-up services.

Airport Services

- **Airport Services.** The airport 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 cleanliness of facilities (78%), the ease of moving through airport security (75%) and the availability of parking (75%).

Trends: Trends are not available for this area.

- **Airport Services Residents Thought Were Most Important.** The two Airport services that residents thought were the most important for the City to provide were: (1) price of parking and (2) food, beverage and other concessions.

City Leadership

- **City Leadership.** More than half (51%) of those surveyed, who had an opinion, indicated that they were satisfied with the leadership provided by the city’s elected officials; 32% gave a neutral response, and 17% 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, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13). **Note:** Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Satisfaction With City Leadership					Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2010-11 Survey	2011-12 Survey	2012-13 Survey	Change from 2005 to (2012-13)	Change from (2011-12) to (2012-13)
Leadership provided by city's elected officials	25.6	20.5	39.3	50.5	24.9	11.2
Effectiveness of the city manager & app. staff	29.8	24.2	36.0	47.3	17.5	11.3
How ethically the city conducts business	N/A	23.2	31.5	41.2	N/A	9.7

The long-term and short-term changes in satisfaction with leadership that were identified as significant, because satisfaction ratings were +/- more than 2.14% are listed below:

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction in both of the leadership items rated in 2005 and 2012-13 survey. The increases in satisfaction ratings are listed below:

- Leadership provided by city's elected officials (+24.9%)
- Effectiveness of the city manager & app. staff (+17.5%)

Significant Changes Since the 2011-12 Survey. There were significant increases in satisfaction in all three (3) of the leadership items rated from the 2011-12 survey; the increases in satisfaction ratings are listed below:

- Effectiveness of appointed boards & commissions (+11.3%)
- Leadership provided by city's elected officials (+11.2%)
- Effectiveness of the city manager & app. staff (+9.7%)

Water Services

- **Water Services.** Half (50%) of those surveyed, who had an opinion, indicated that they were satisfied with the condition of catch basins in neighborhoods; 25% gave a neutral response, and 25% were dissatisfied. Forty-seven (47%) of those surveyed, who had an opinion, indicated they were satisfied with the quality of Water Services customer service; 32% gave a neutral response, and 21% were dissatisfied.

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with water services from the 2005 survey, 2010-2011 survey, 2011-12 survey and the current survey. It also shows the long-term percentage changes (2005 to 2012-13) and the short-term percent changes (2011-12 to 2012-13). **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 Water Services					Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2010-11 Survey	2011-12 Survey	2012-13 Survey	Change from 2005 to (2012-13)	Change from (2011-12) to (2012-13)
Condition of catch basins in your neighborhood	N/A	39.9	43.0	49.7	N/A	6.7
Quality of Water Services customer service	N/A	N/A	N/A	47.1	N/A	N/A
Timeliness of water/sewer line break repairs	N/A	32.9	33.3	37.5	N/A	4.2

The long-term and short-term changes in satisfaction with water services that were identified as significant, because satisfaction ratings were +/- more than 1.5% are listed on the following page:

Significant Changes Since the 2005 Survey. Long-term trend data is not available for water services because the items were not rated on the 2005 survey.

Significant Changes Since the 2011-12 Survey. There were significant increases in satisfaction in both the water services that were rated in 2011-12 and 2012-13. The increases in satisfaction ratings are listed below:

- Condition of catch basins in your neighborhood (+6.7%)
- Timeliness of water/sewer line break repairs (+4.2%)

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the City's 2012-13 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 2 points from the 2011-12 survey and 11 points from the 2005 survey. Satisfaction ratings for the City of Kansas City improved significantly in all 47 of the items that were assessed in both 2005 and 2012-13. Significant changes from 2005 are listed below and on the following page:

Long-Term Significant Increases (Since the 2005 Survey)

- Quality of trash collection services (+24.9%)
- Leadership provided by city's elected officials (+24.9%)
- Maintenance of city parks (+20.0%)
- Maintenance & appearance of community centers (+18.1%)
- Quality of outdoor athletic fields (+17.7%)
- Effectiveness of the city manager & appointed staff (+17.5%)
- Overall image of the city (+16.3%)
- Cleanliness of city streets & other public areas (+16.2%)
- Walking and biking trails in the city (+16.0%)
- Ease of registering for programs (+15.7%)
- Maintenance of boulevards & parkways (+15.6%)
- Availability of info about city programs/services (+15.3%)
- Mowing & tree trimming along streets/public areas (+13.8%)
- Reasonableness of fees charged for rec. programs (+12.4%)
- City swimming pools and programs (+11.2%)
- Quality of services provided by KCMO (+10.7%)
- Overall quality of life in the city (+10.5%)
- Value received for city tax dollars and fees (+10.4%)
- City's overall efforts to prevent crime (+9.9%)
- Effectiveness of city communication with public (+9.1%)
- Overall feeling of safety in the city (+8.6%)
- Visibility of police in neighborhoods (+8.6%)

- Quality of animal control (+8.0%)
- City parks/recreation programs/facilities (+7.0%)
- Quality of municipal court services (+6.9%)
- Clean-up of litter/debris on private property (+6.1%)
- Ratings of the City as a place to live (+6.0%)
- Maintenance of city streets (+5.7%)
- Level of public involvement in decision making (+5.7%)
- Maintenance of streets in your neighborhood (+5.2%)
- Condition of sidewalks in the city (+5.1%)
- Mowing/cutting of weeds on private property (+5.1%)
- Quality of customer service from city employees (+5.0%)
- Quality of city's stormwater runoff/management system (+4.6%)
- Snow removal on major city streets past 12 months (+4.6%)
- Enforcement of local traffic laws (+4.2%)
- The city's youth athletic programs (+3.7%)
- Timeliness of removal of abandoned cars (+3.4%)
- Ratings of the City as a place to raise children (+3.1%)
- Snow removal on residential streets during the past 12 months (+2.8%)
- Exterior maintenance of residential property (+2.7%)
- Quality of airport facilities (+2.3%)
- Ratings of the City as a place to work (+1.7%)
- Quality of city water utilities (+1.5%)
- Adequacy of city street lighting (+1.4%)
- Quality of local ambulance service (+1.4%)
- Overall quality of local fire protection & rescue (+1.2%)

Satisfaction ratings for the City of Kansas City improved in 51 of the 62 items that were assessed in both 2011-12 and 2012-13; ratings declined in 11 of the 62 items that were rated in both 2011-12 and 2012-13. Significant changes from the 2011-12 survey to the 2012-13 survey are listed below and on the following page:

Short-Term Significant Increases (Since the 2011-12 Survey)

- Effectiveness of the city manager & appointed staff (+11.3%)
- Leadership provided by city's elected officials (+11.2%)
- Mowing & tree trimming along streets/public areas (+10.7%)
- Quality of trash collection services (+10.5%)
- How ethically the city conducts business (+9.7%)
- Quality of facilities, picnic shelters, playgrounds (+8.7%)
- Maintenance of boulevards & parkways (+8.4%)
- Cleanliness of city streets & other public areas (+8.3%)
- Maintenance of city parks (+8.1%)
- Overall image of the city (+7.9%)
- Quality of curbside recycling services (+7.2%)

- Overall quality of life in the city (+7.1%)
- Condition of catch basins in your neighborhood (+6.7%)
- Walking and biking trails in the city (+6.5%)
- Quality of outdoor athletic fields (+6.4%)
- City swimming pools and programs (+5.9%)
- Ratings of the City as a place to live (+5.4%)
- Quality of bulky item pick-up services (+5.1%)
- Quality of city water utilities (+5.1%)
- Maintenance of streets in your neighborhood (+4.6%)
- Adequacy of city street lighting (+4.6%)
- Quality of municipal court services (+4.5%)
- Availability of info about city programs/services (+4.4%)
- Timeliness of water/sewer line break repairs (+4.2%)
- Ratings of the City as a place to raise children (+4.2%)
- Reasonableness of fees charged for recreation programs (+4.1%)
- Ease of registering for programs (+3.8%)
- Programs & activities at community centers (+3.7%)
- Clean-up of litter/debris on private property (+3.6%)
- Maintenance & appearance of community centers (+3.6%)
- The city's youth athletic programs (+3.5%)
- Timeliness of removal of abandoned cars (+3.2%)
- Value received for city tax dollars and fees (+3.1%)
- Maintenance of city streets (+3.1%)
- Snow removal on major city streets during the past 12 months (+3.0%)
- Ratings of the City as a place to work (+2.7%)
- Maintenance of street signs & traffic signals (+2.5%)
- Mowing/cutting of weeds on private property (+2.4%)
- Snow removal on residential streets during the past 12 months (+2.2%)
- Quality of services provided by KCMO (+2.1%)
- Overall feeling of safety in the city (+1.7%)
- Quality of animal control (+1.6%)
- Overall quality of local fire protection & rescue (+1.5%)

Short-Term Significant Decreases (Since the 2011-12 Survey)

- Quality of public transportation (-6.3%)
- How quickly police respond to emergencies (-6.0%)
- Quality of customer service from city employees (-5.7%)
- Quality of KCMO's government cable TV channel (-4.7%)

Recommended Priorities. 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. 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.

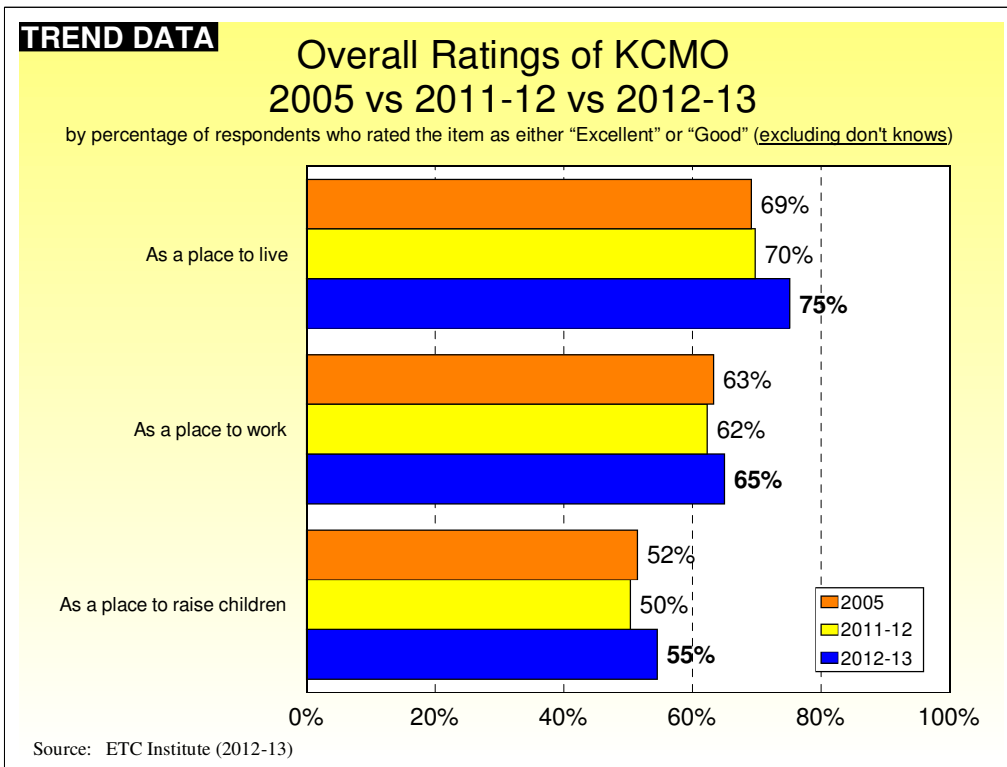
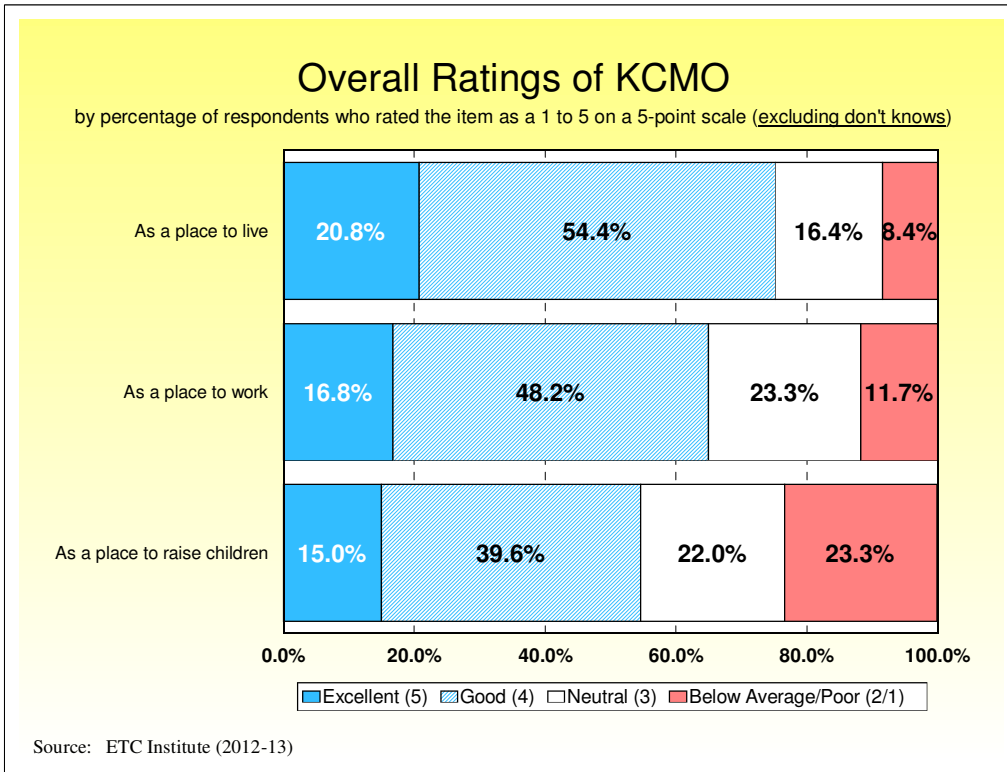
Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

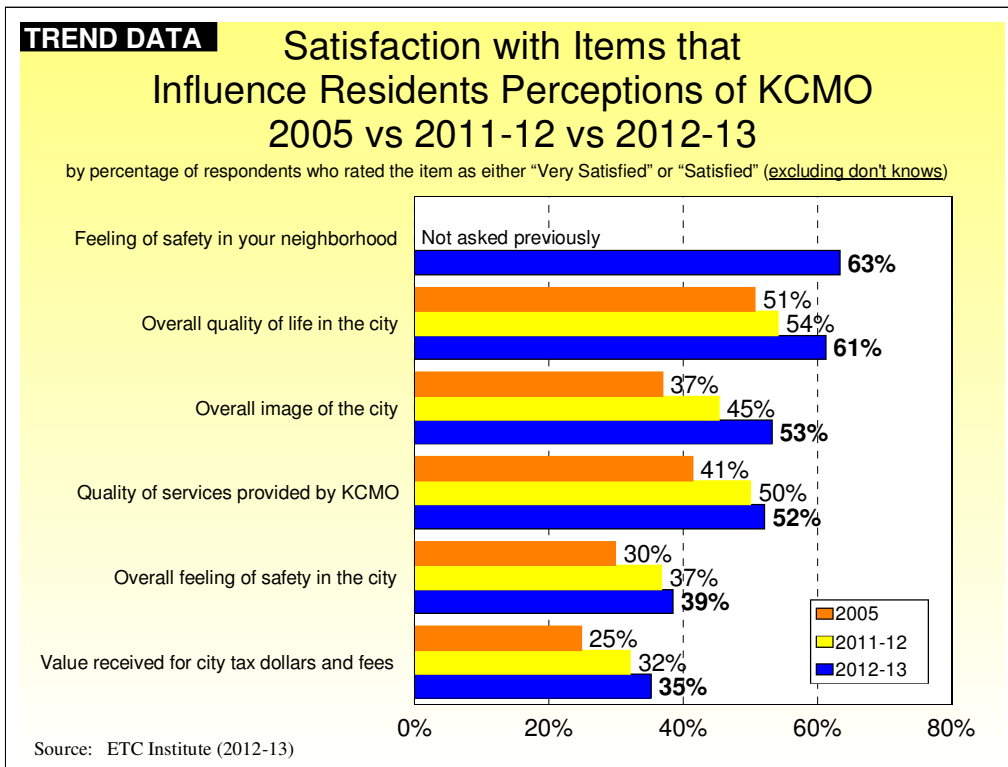
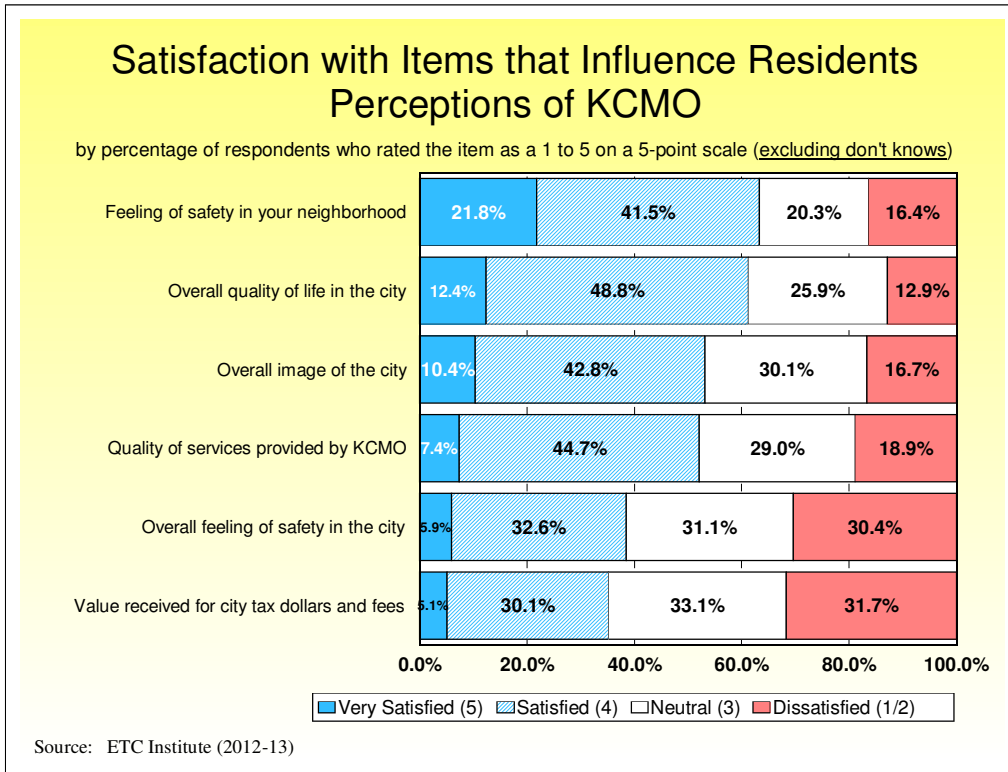
- **Priorities for Major City Services.** The first level of analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top 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 streets, sidewalks and infrastructure (IS Rating=0.4007)
 - Overall quality of police services (IS Rating=0.1498)
 - Overall quality of public transportation (IS Rating=0.1213)
 - Overall quality of neighborhood services (IS Rating=0.1007)
- **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 are listed below:
 - **Police Services:** The city's overall efforts to prevent crime and visibility of police in neighborhoods
 - **Fire and Emergency Medical Services:** How quickly ambulance personnel respond to emergencies
 - **City Streets, Sidewalks and Infrastructure:** Maintenance of city streets
 - **Neighborhood Services:** Enforcing property maintenance of vacant structures and enforcing the clean-up of litter and debris on private property

- **Health Department Services:** Protecting the public from new or unusual health threats
- **Communication Services:** The level of public involvement in local decision making and the availability of information about city programs and services
- **Parks and Recreation Services:** Mowing and tree trimming along streets and other public areas
- **Solid Waste Services:** Overall cleanliness of city streets and other public areas
- **Airport Services:** Food, beverage, and other concessions

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.

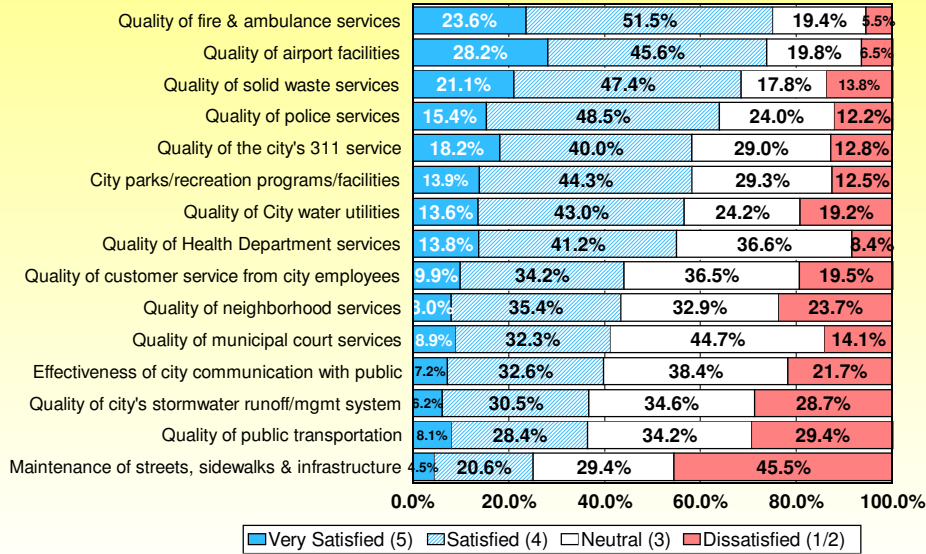
Section 1:
Charts and Graphs





Overall Satisfaction With Major Categories of City Services

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

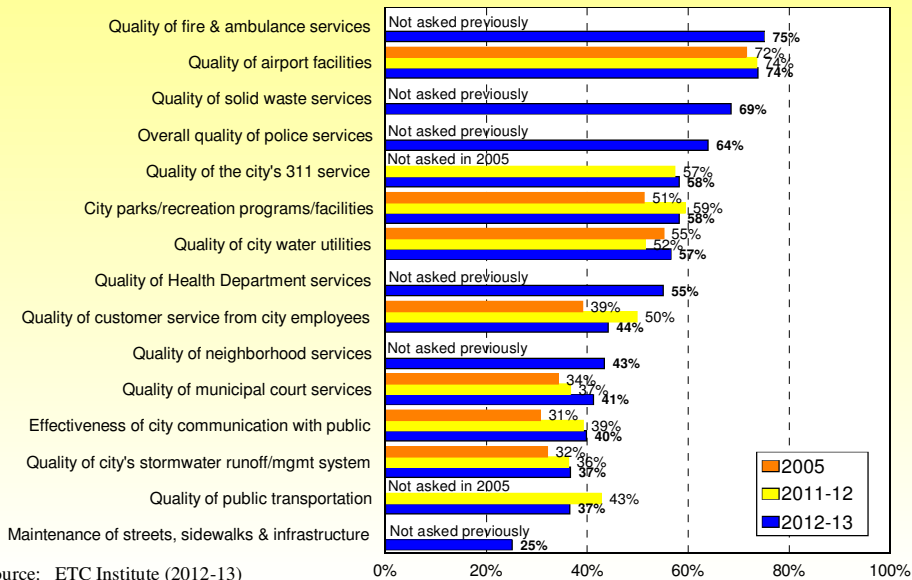


Source: ETC Institute (2012-13)

TREND DATA

Overall Satisfaction With Major Categories of City Services 2005 vs 2011-12 vs 2012-13

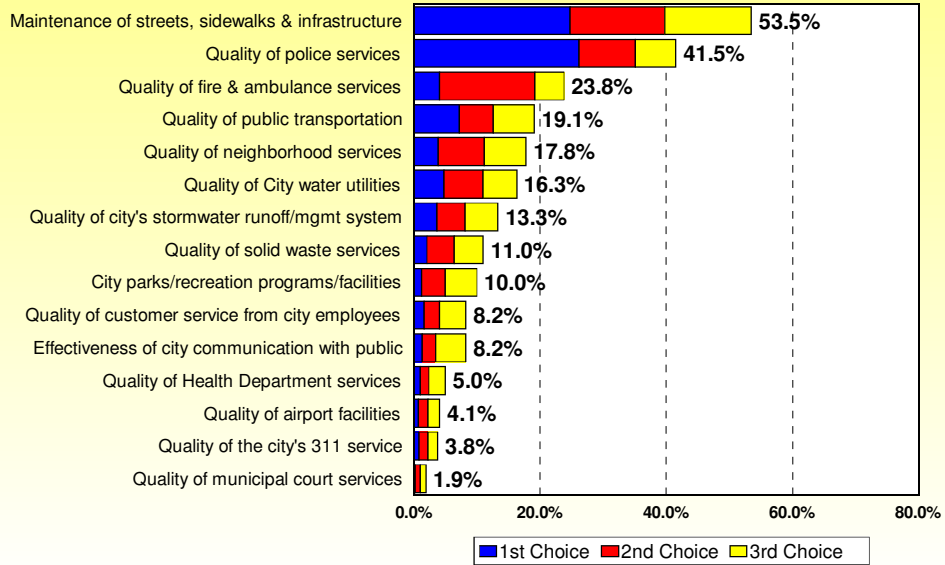
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2012-13)

Major Categories of City Services That Are Most Important For KCMO to Provide

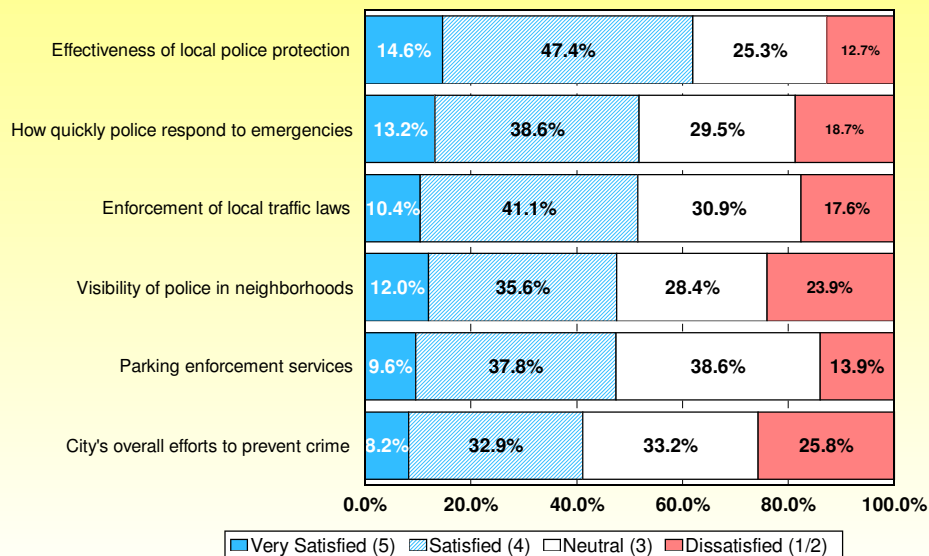
by percentage of respondents who selected the item as one of their top three choices



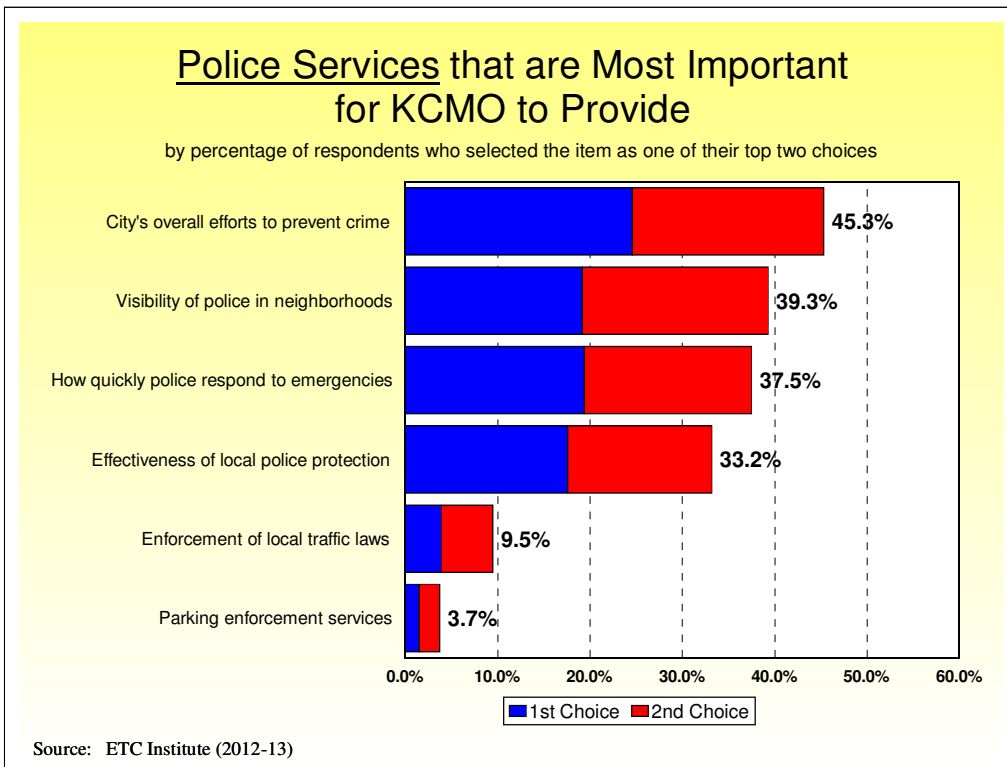
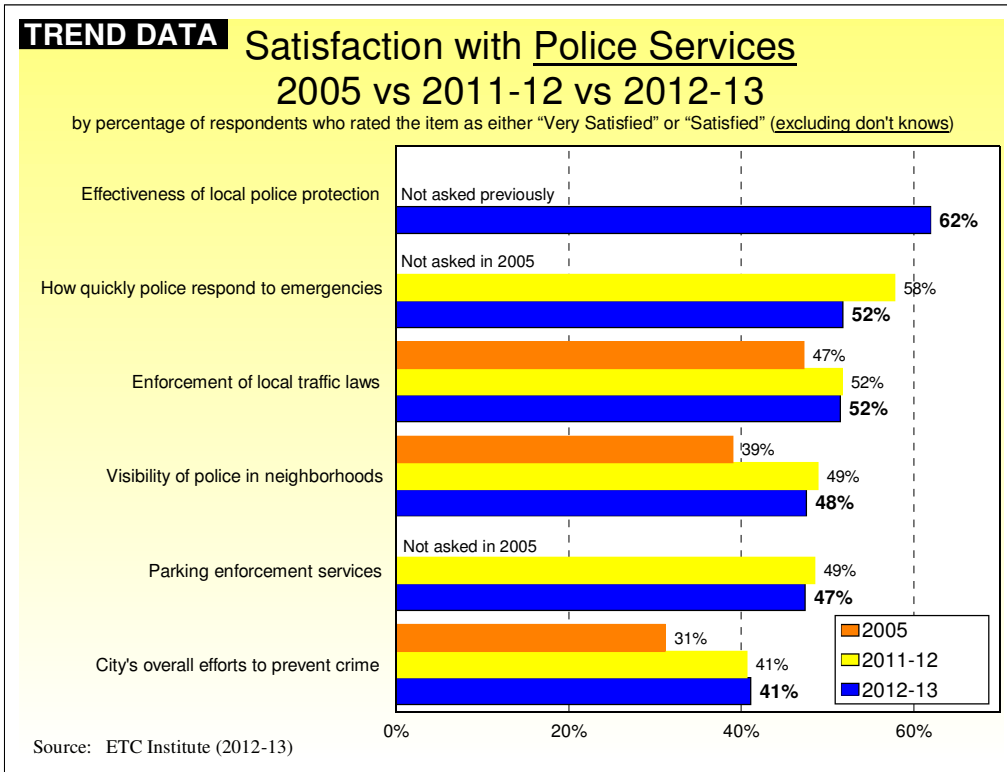
Source: ETC Institute (2012-13)

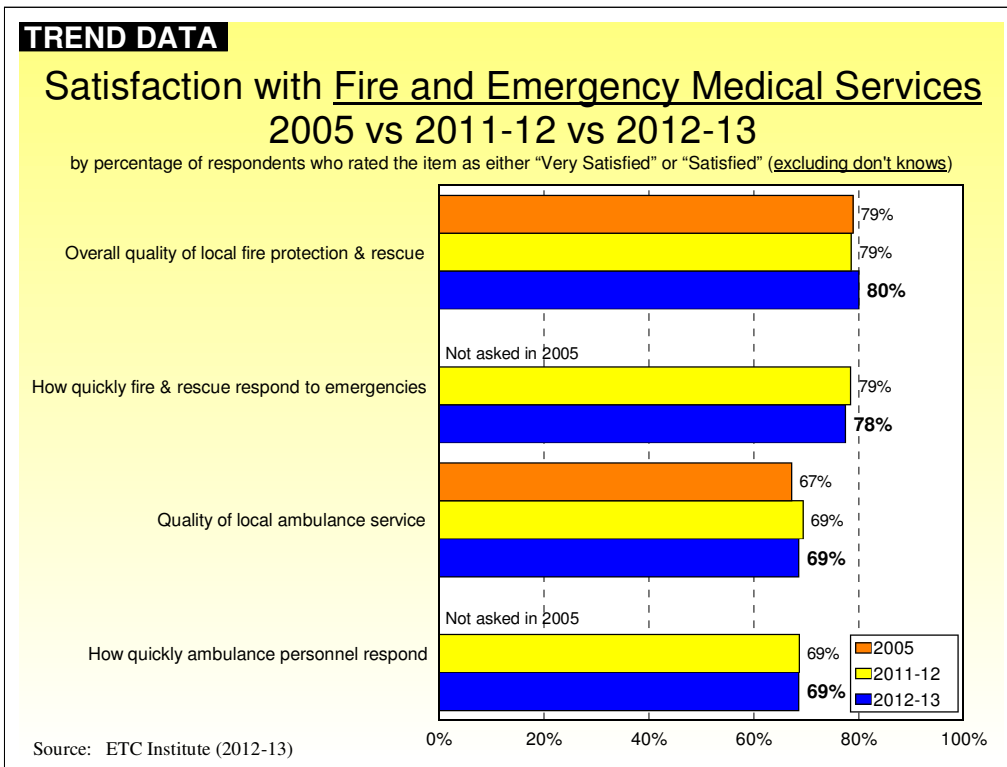
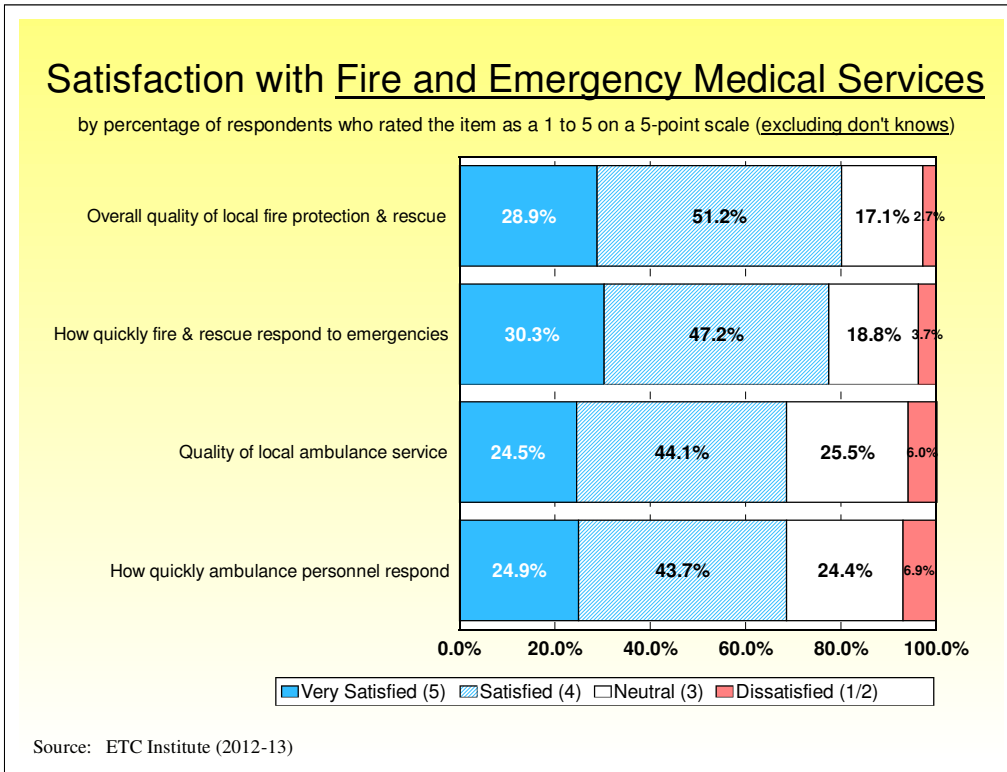
Satisfaction with Police Services

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



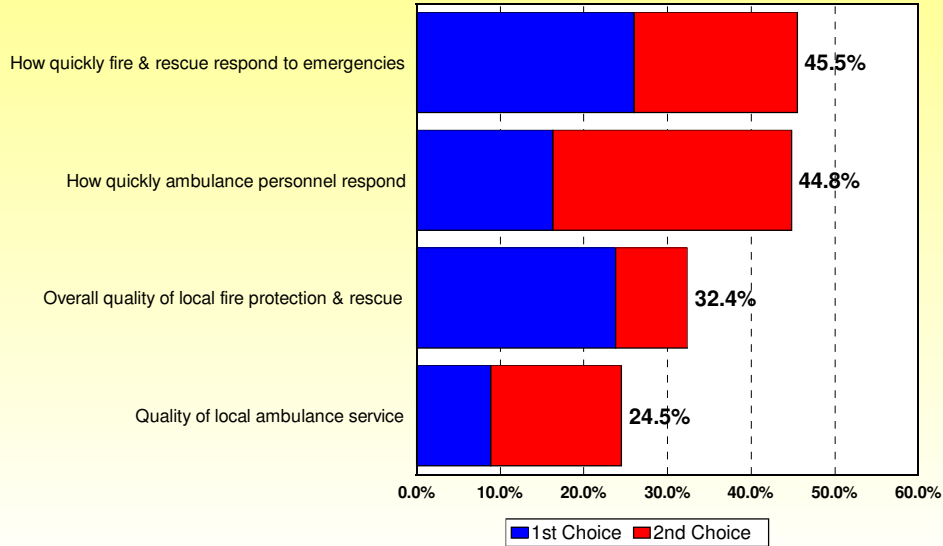
Source: ETC Institute (2012-13)





Fire and Emergency Medical Services that are Most Important for KCMO to Provide

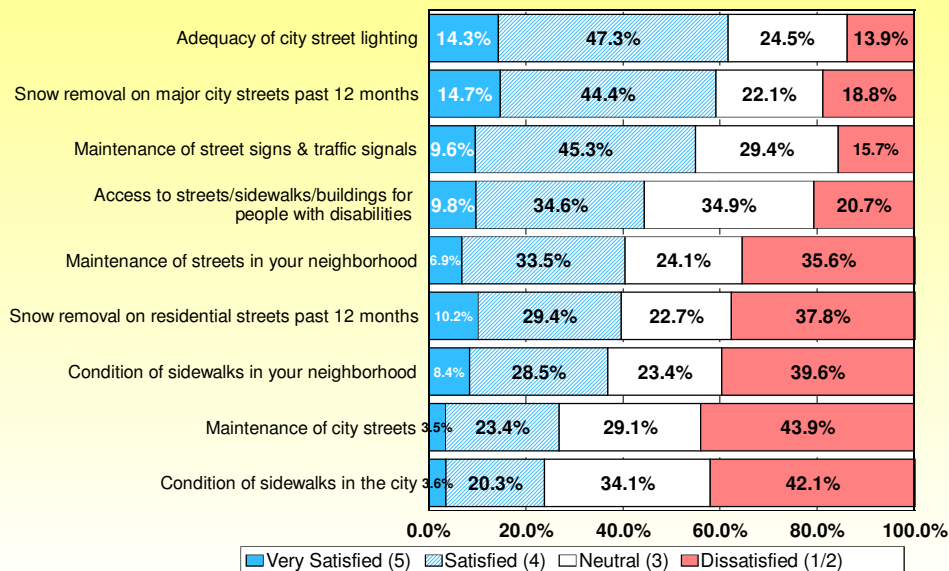
by percentage of respondents who selected the item as one of their top two choices



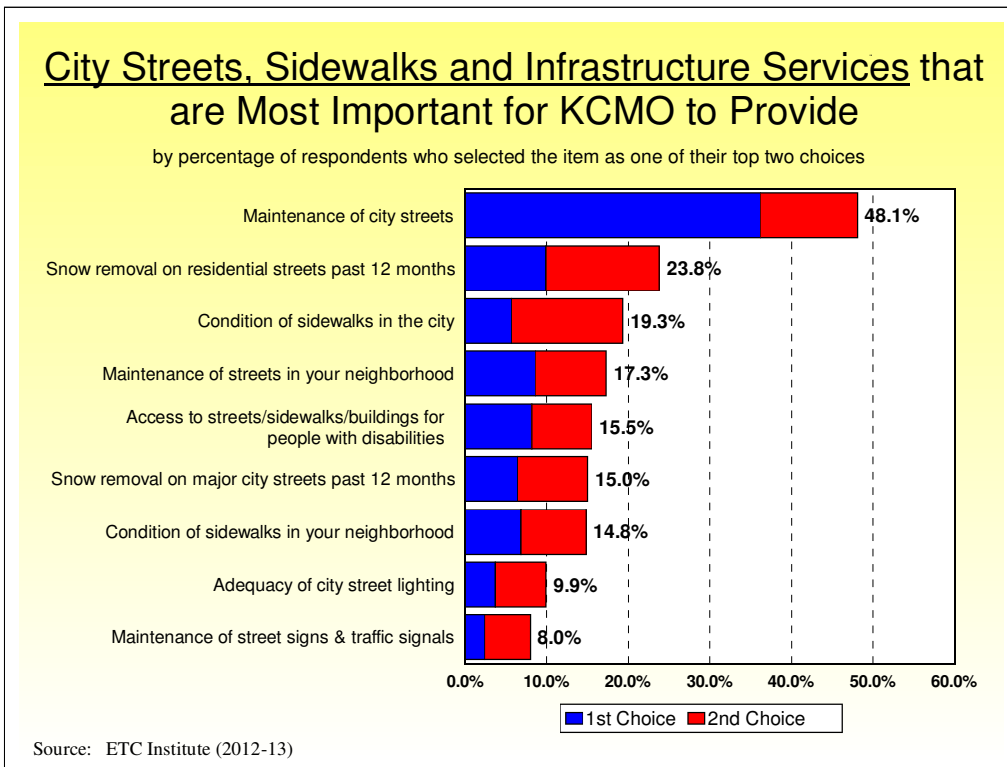
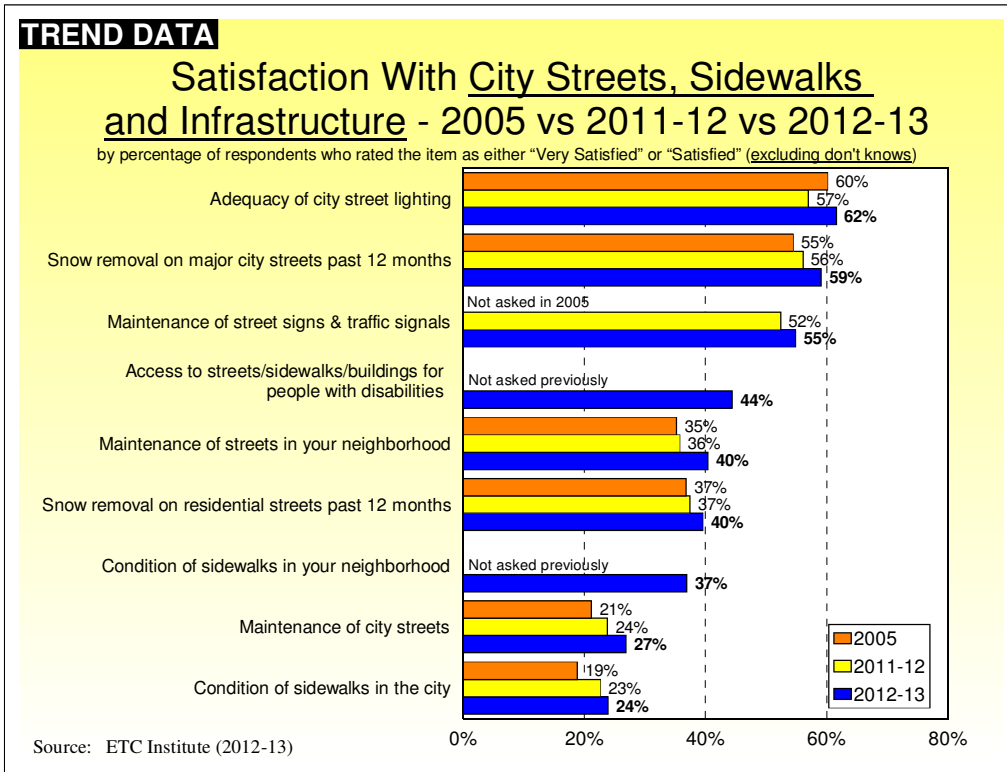
Source: ETC Institute (2012-13)

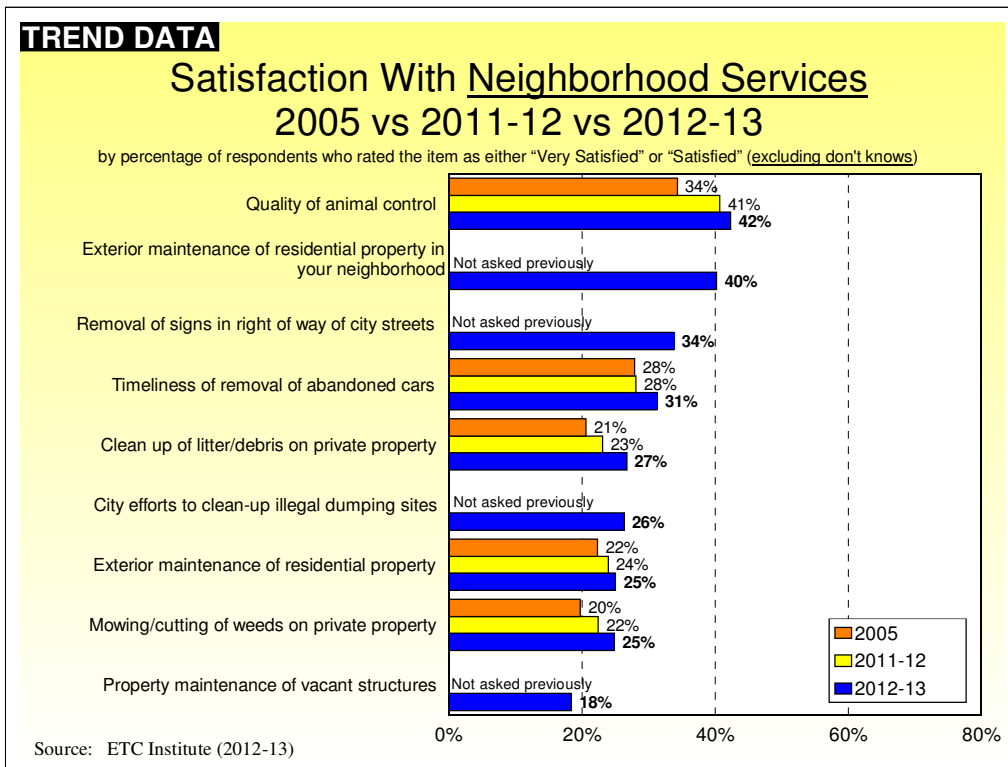
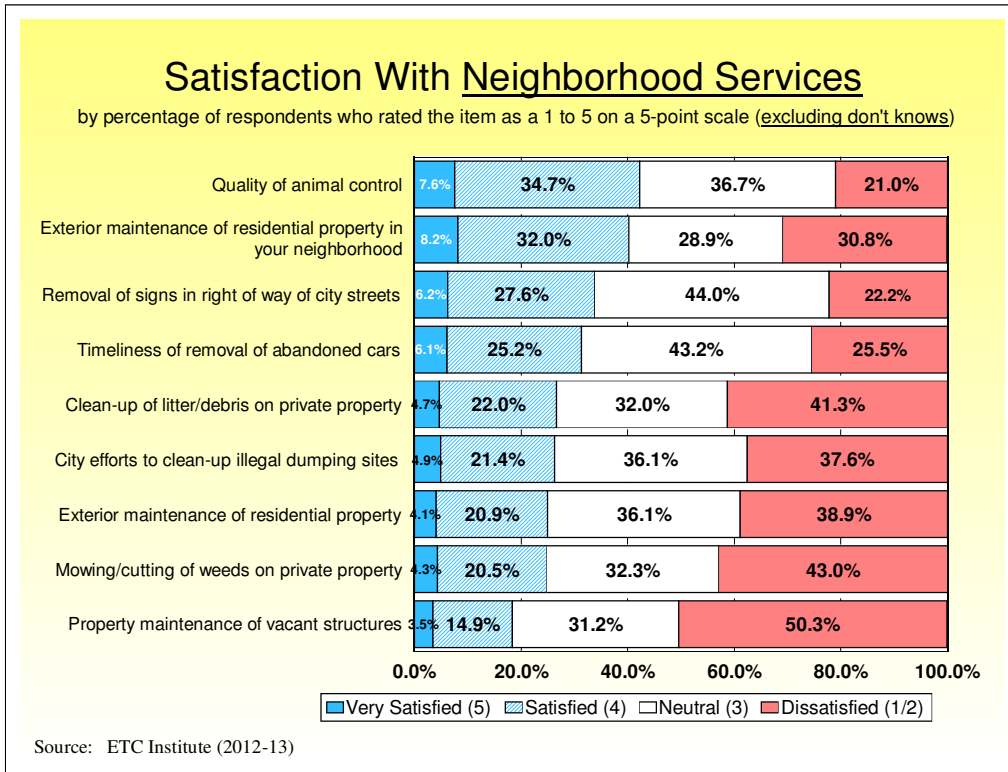
Satisfaction With City Streets, Sidewalks and Infrastructure

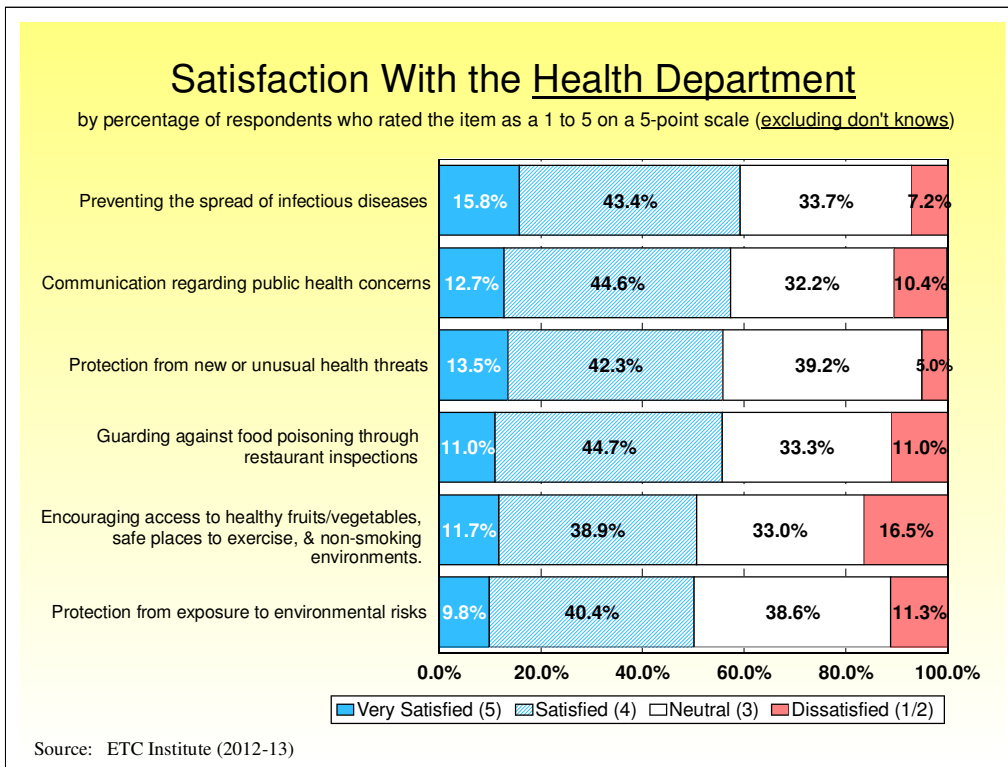
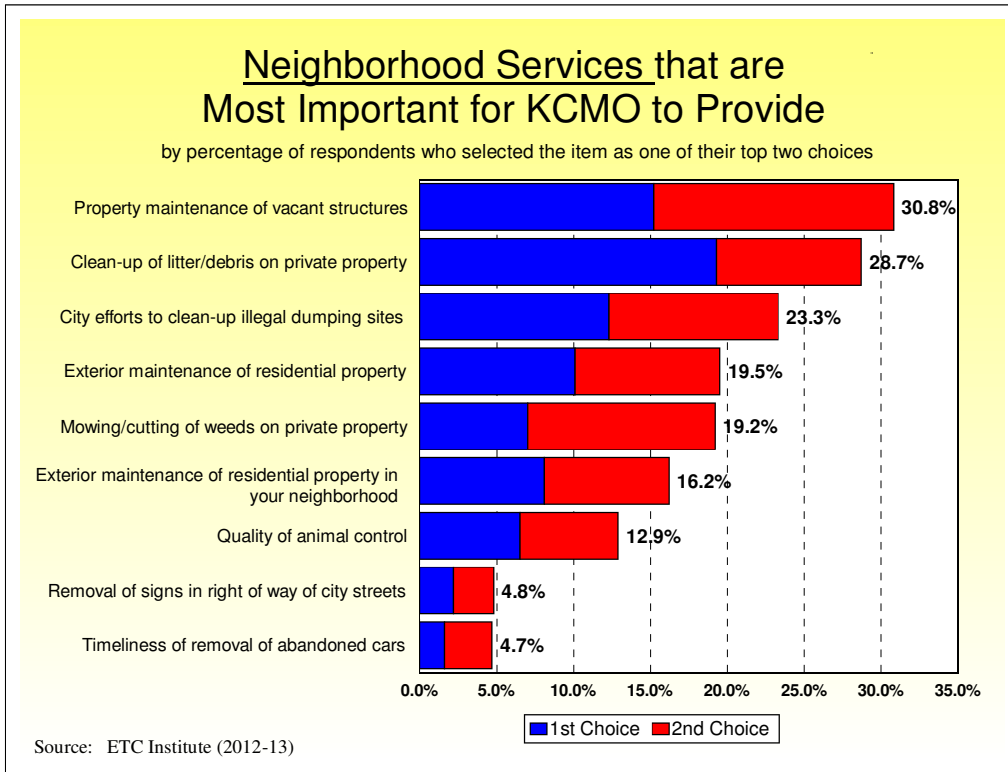
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

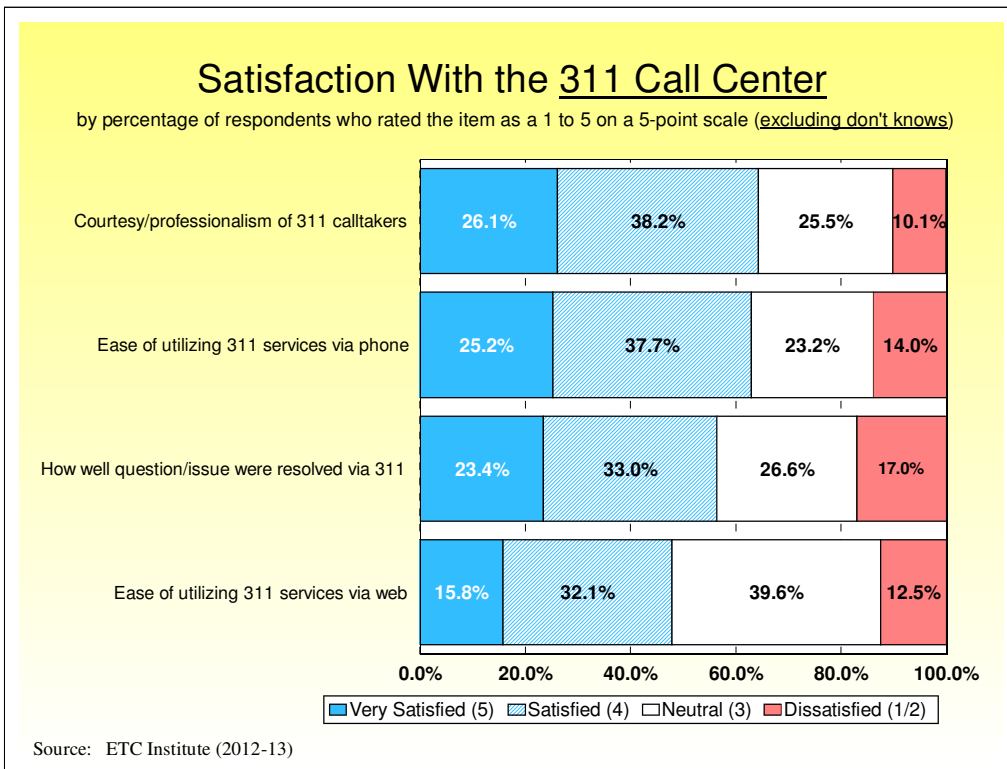
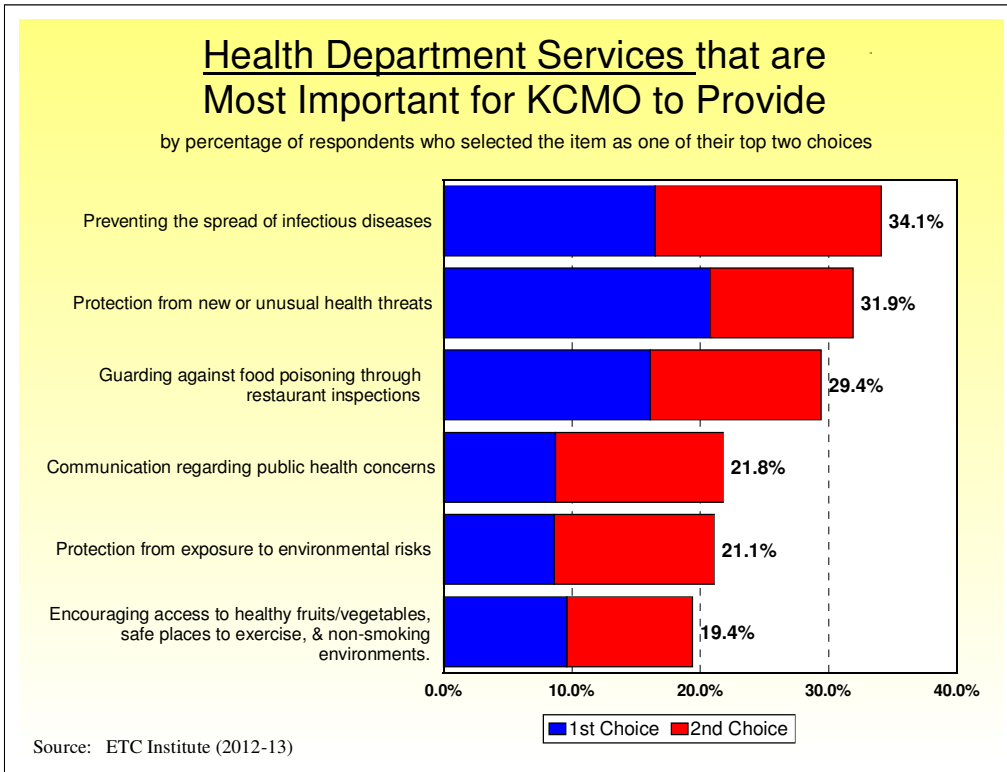


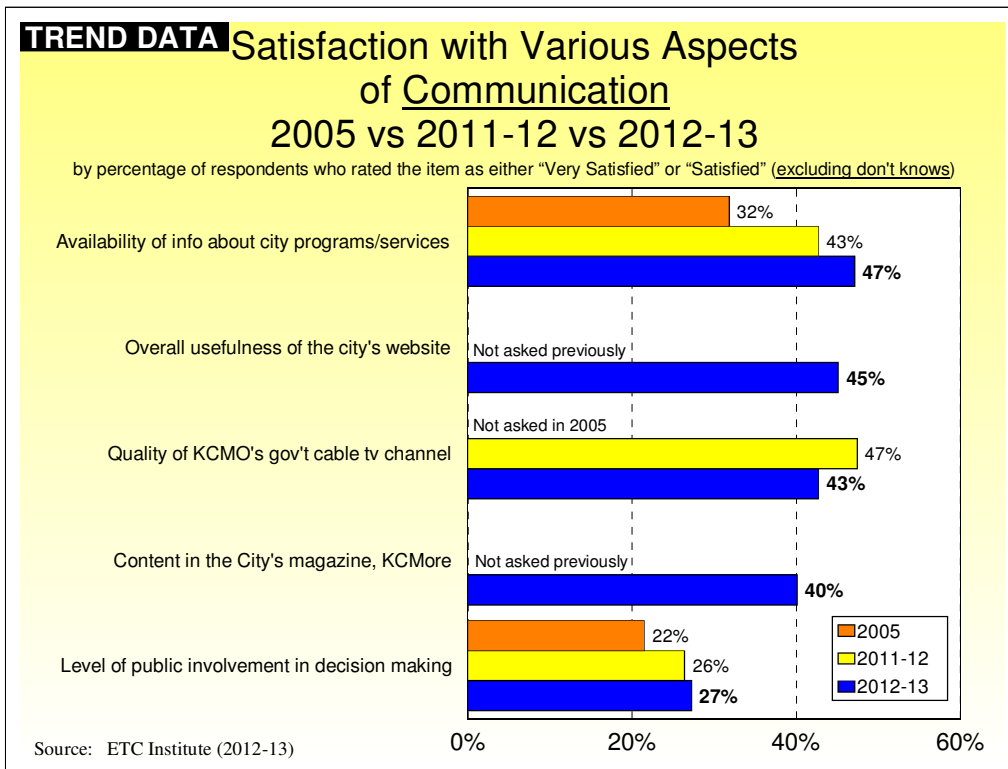
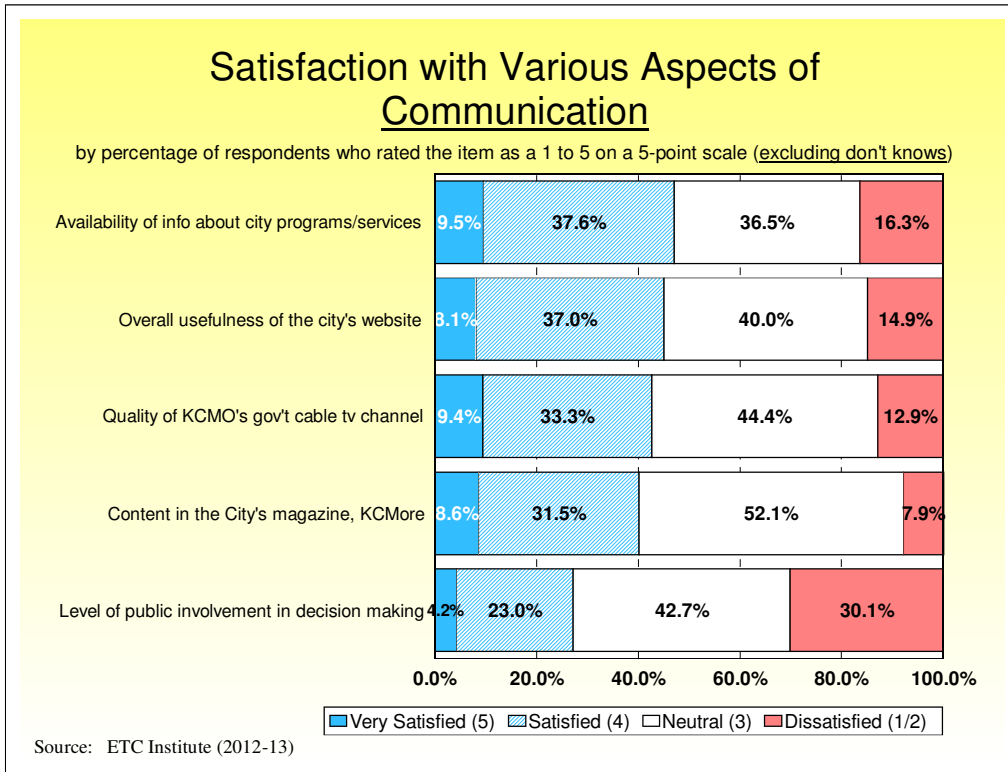
Source: ETC Institute (2012-13)

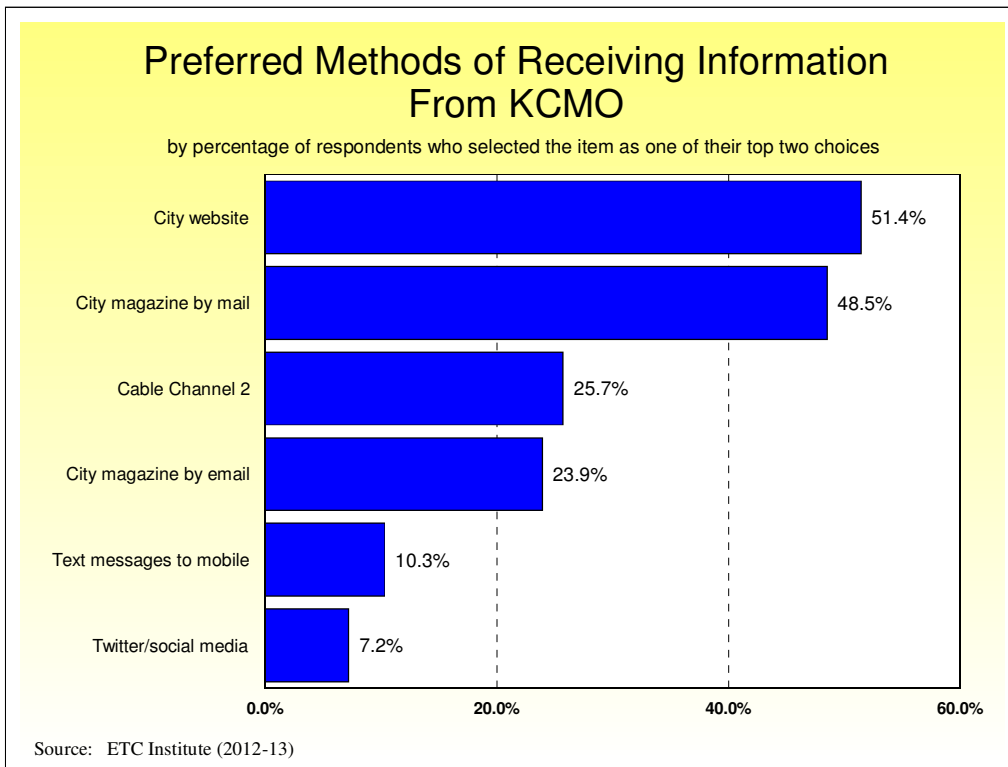
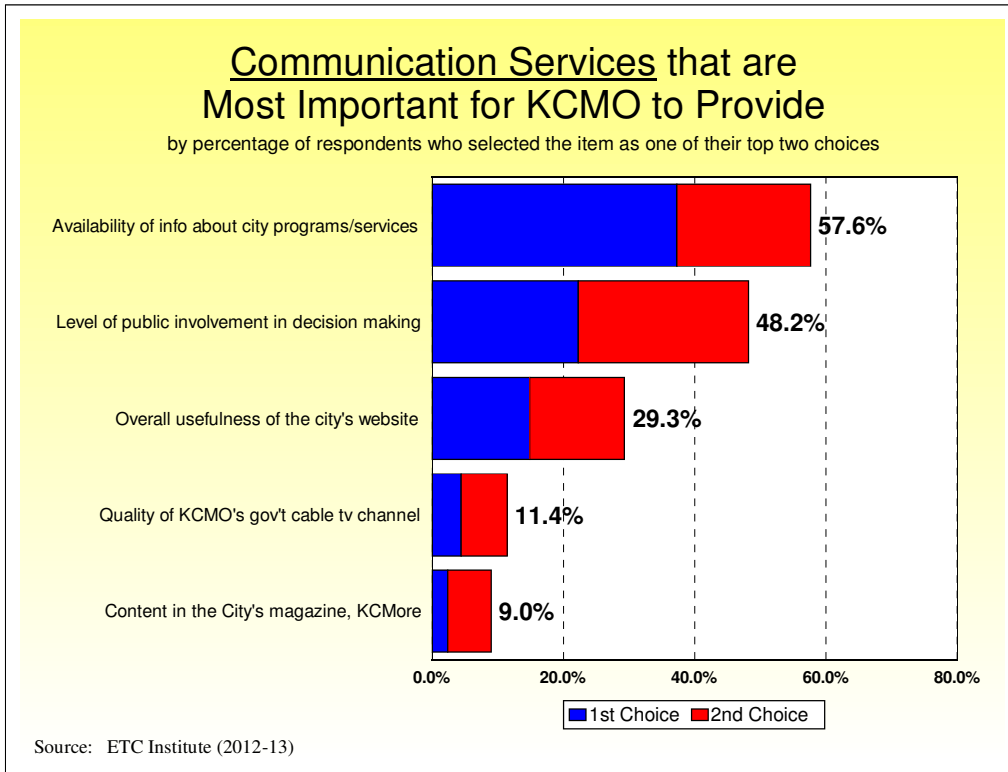


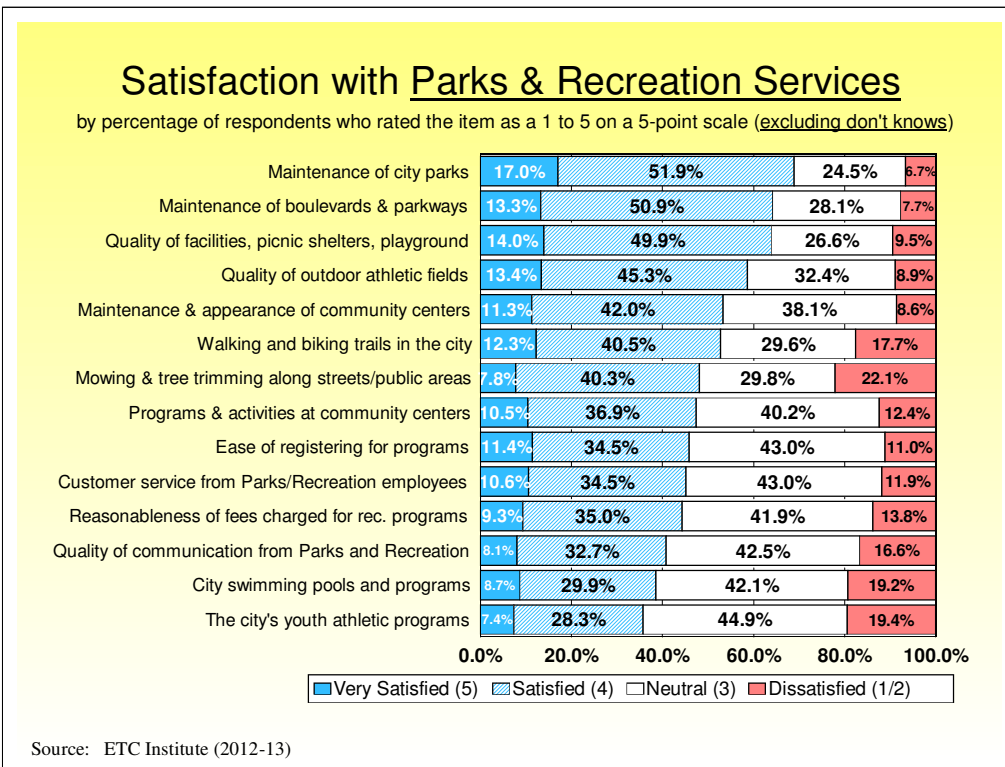
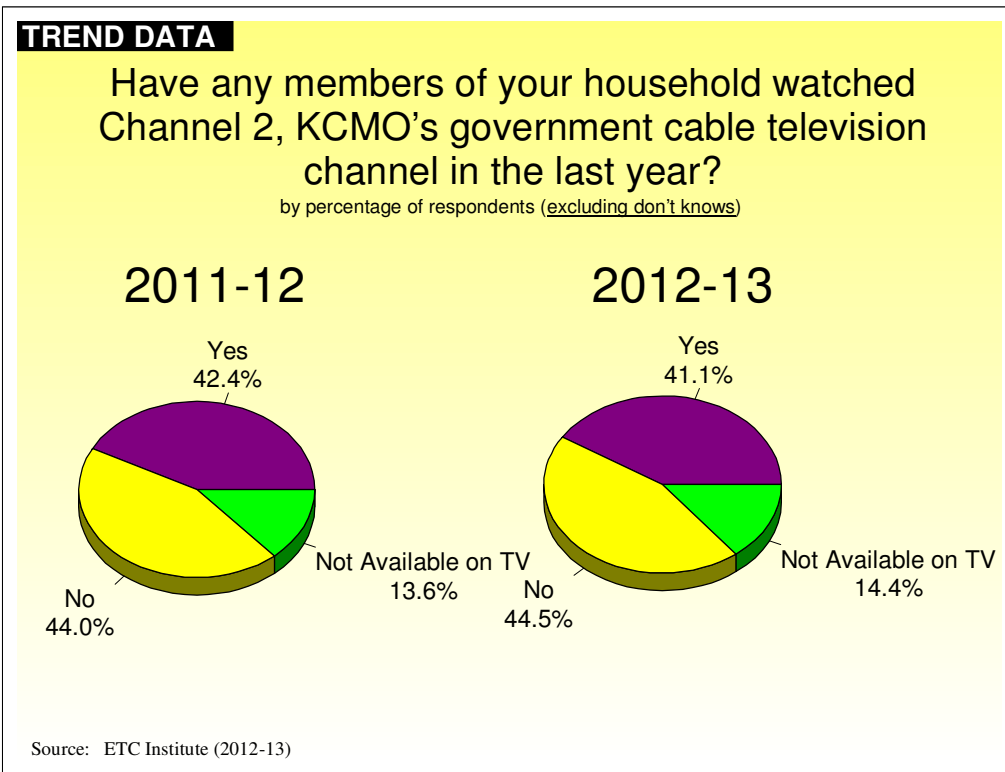


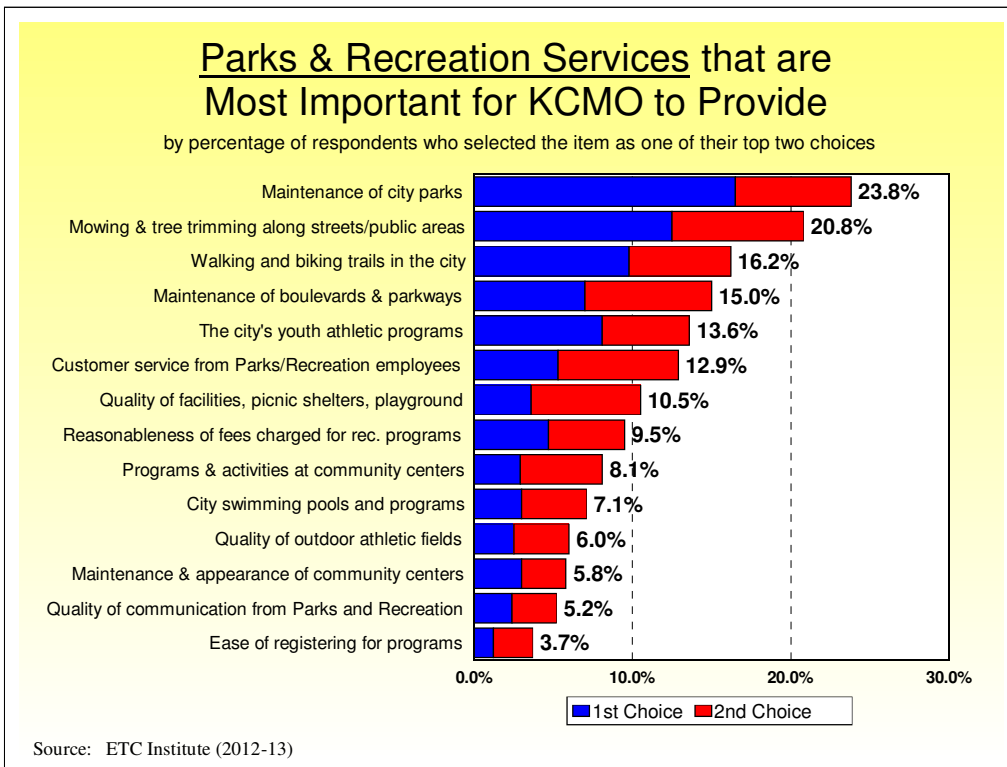
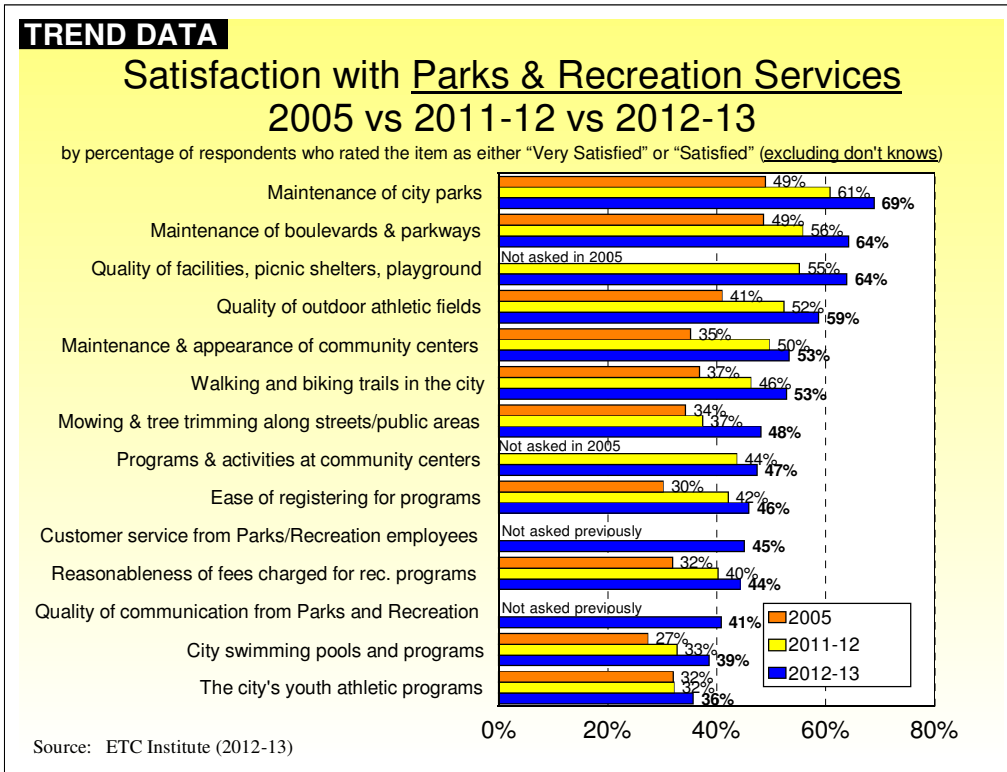


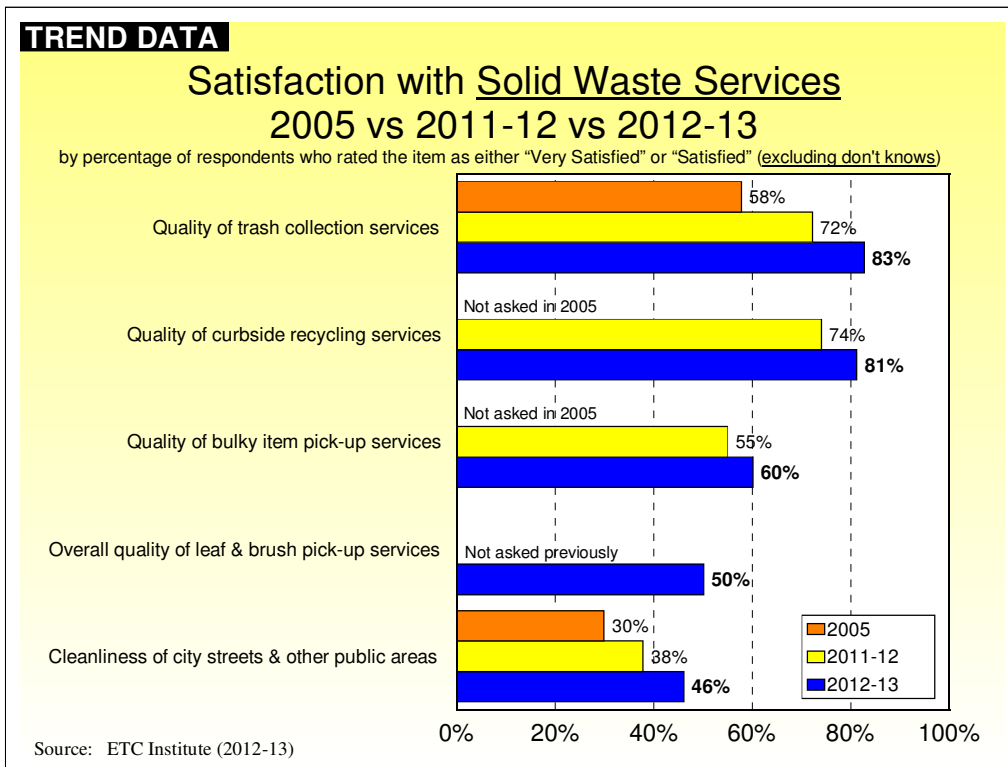
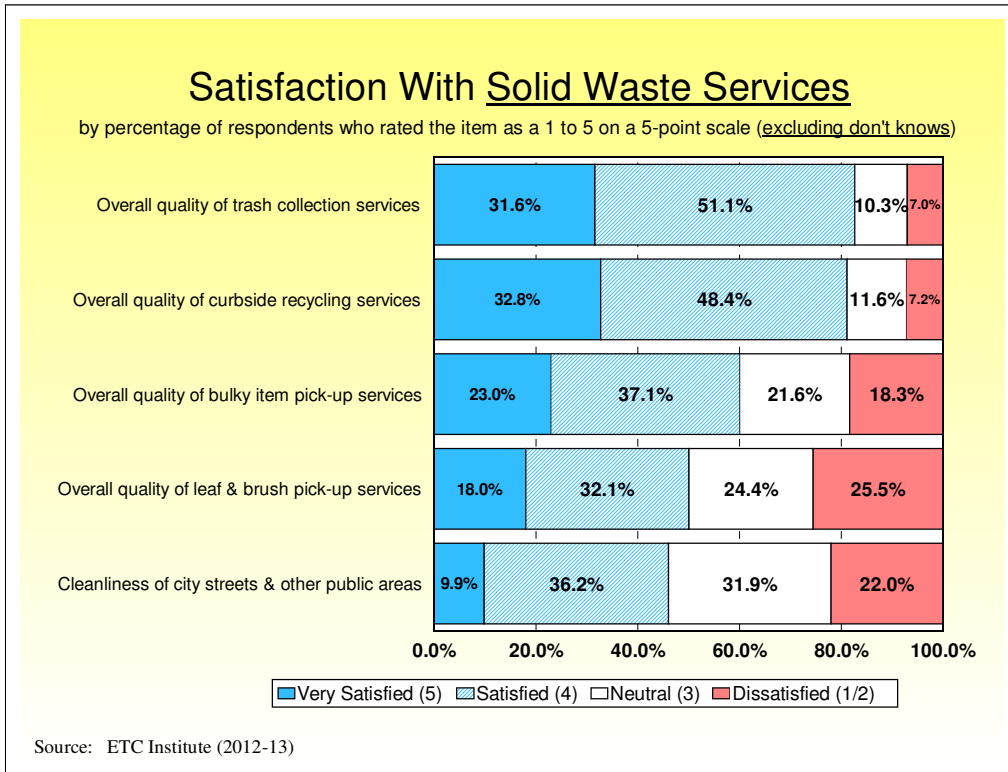


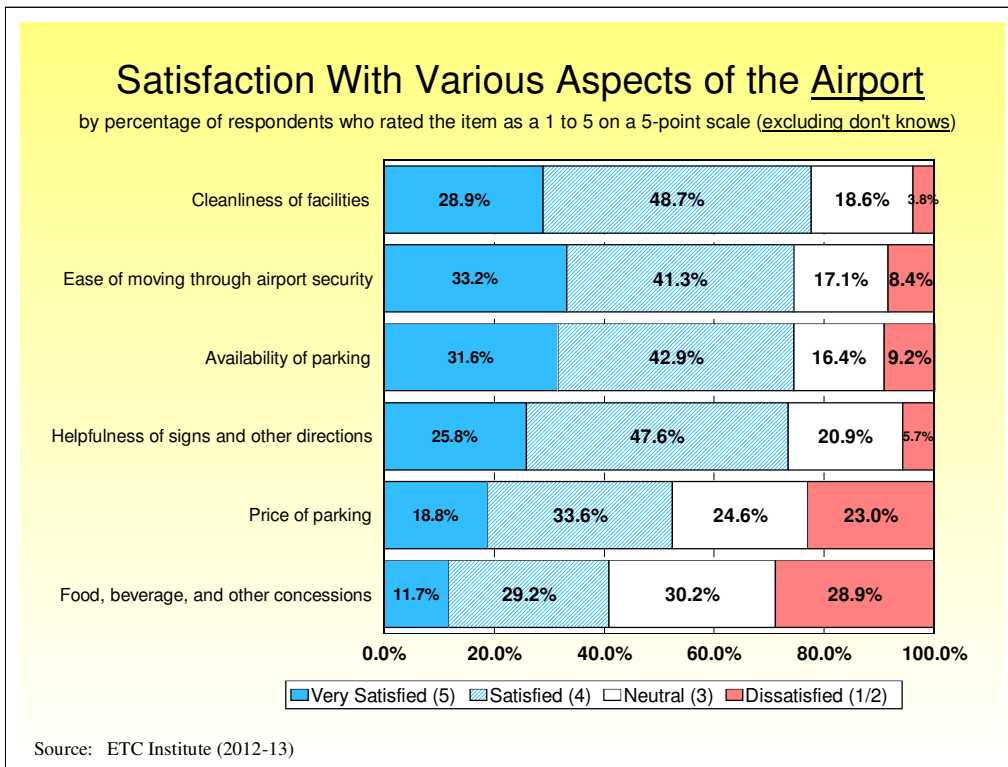
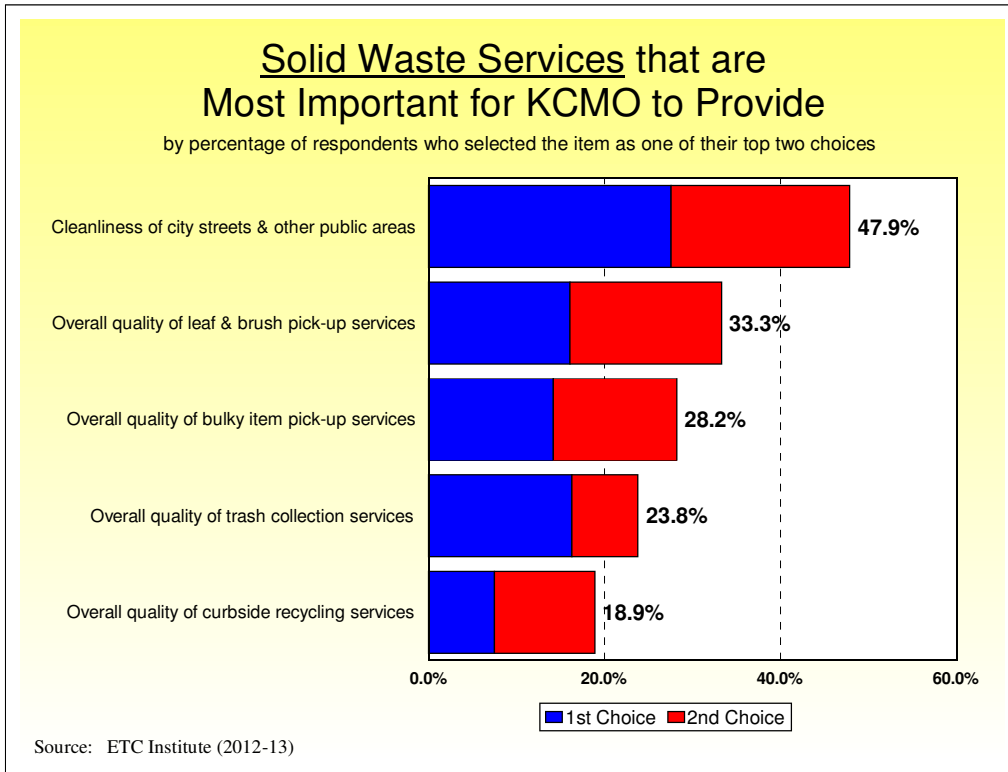


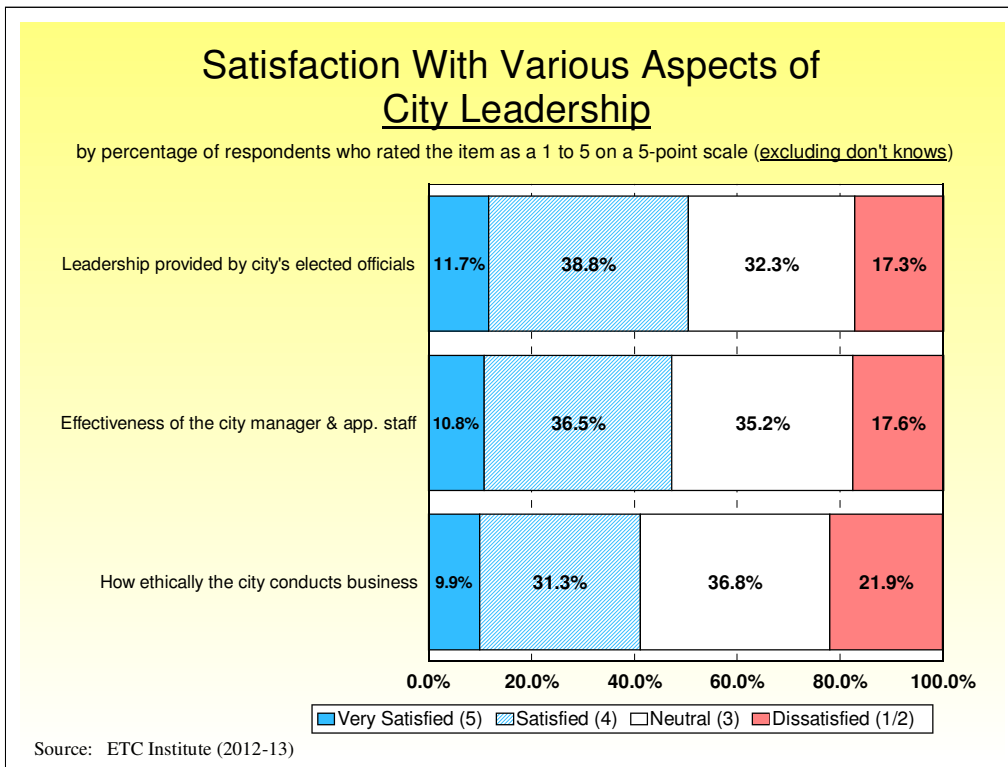
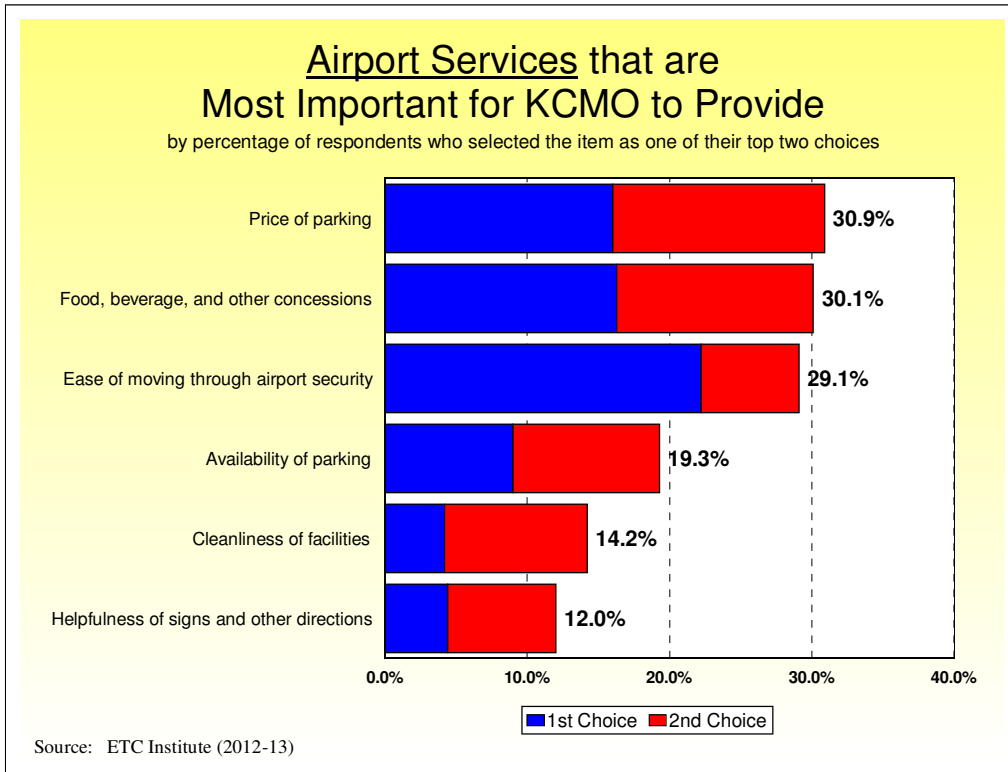


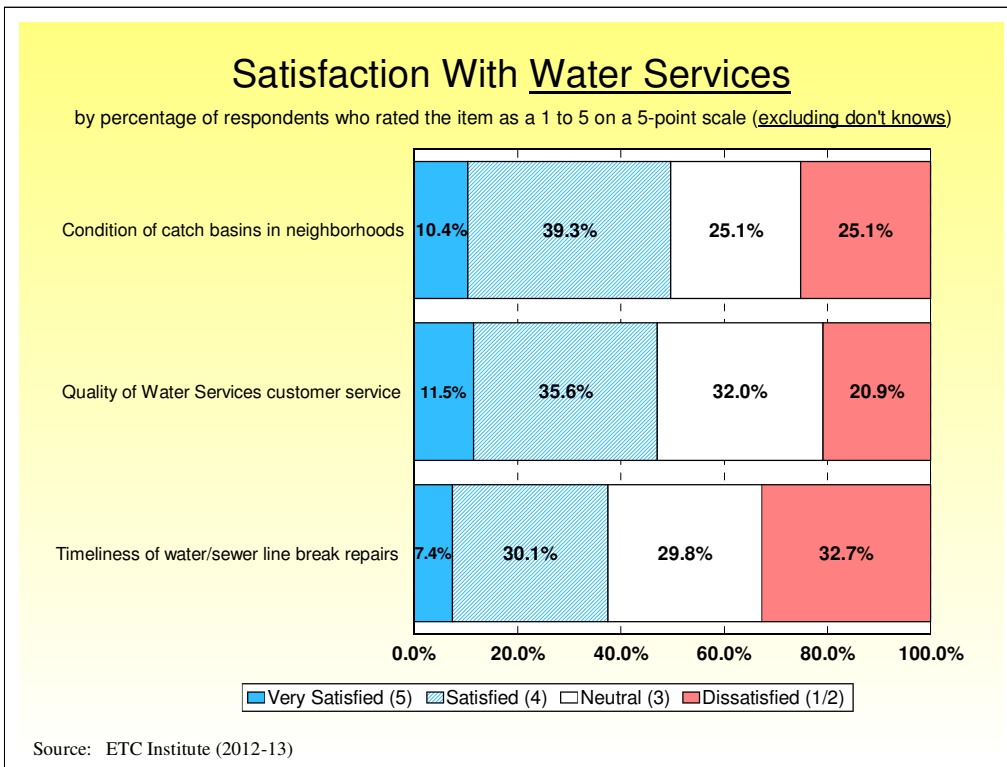
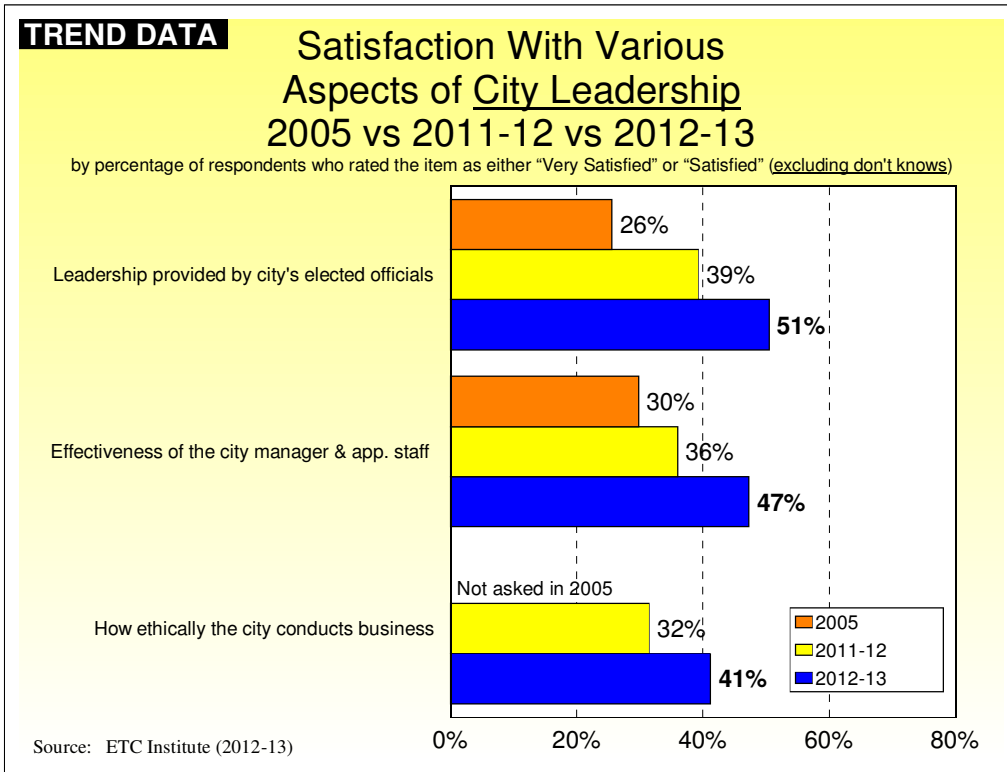


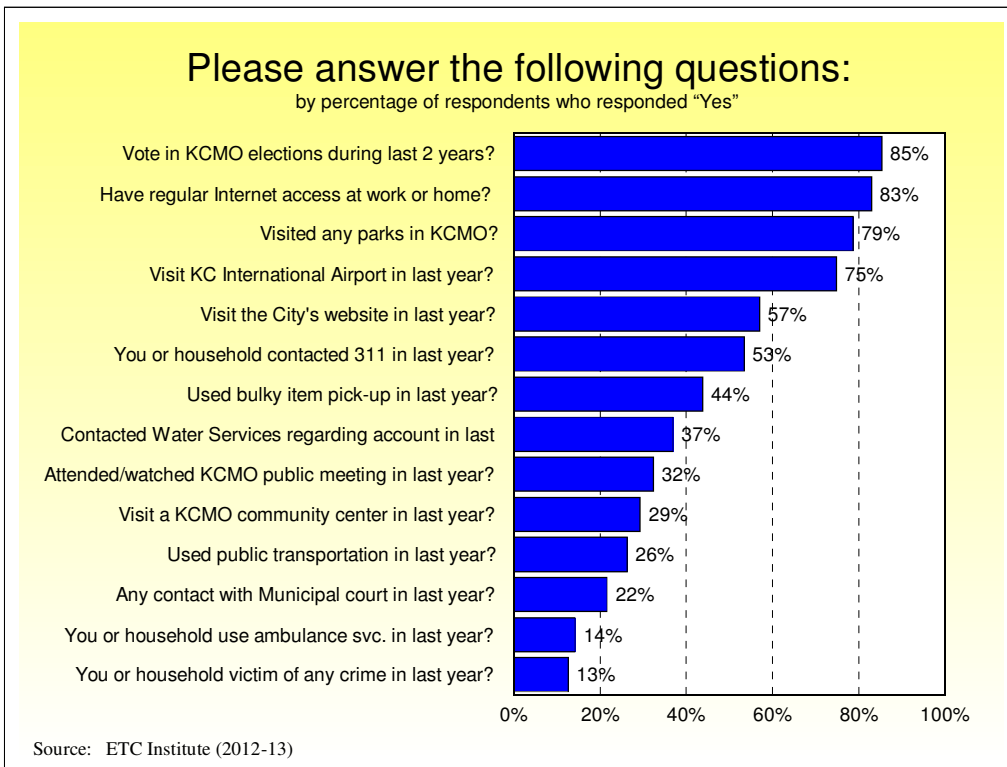
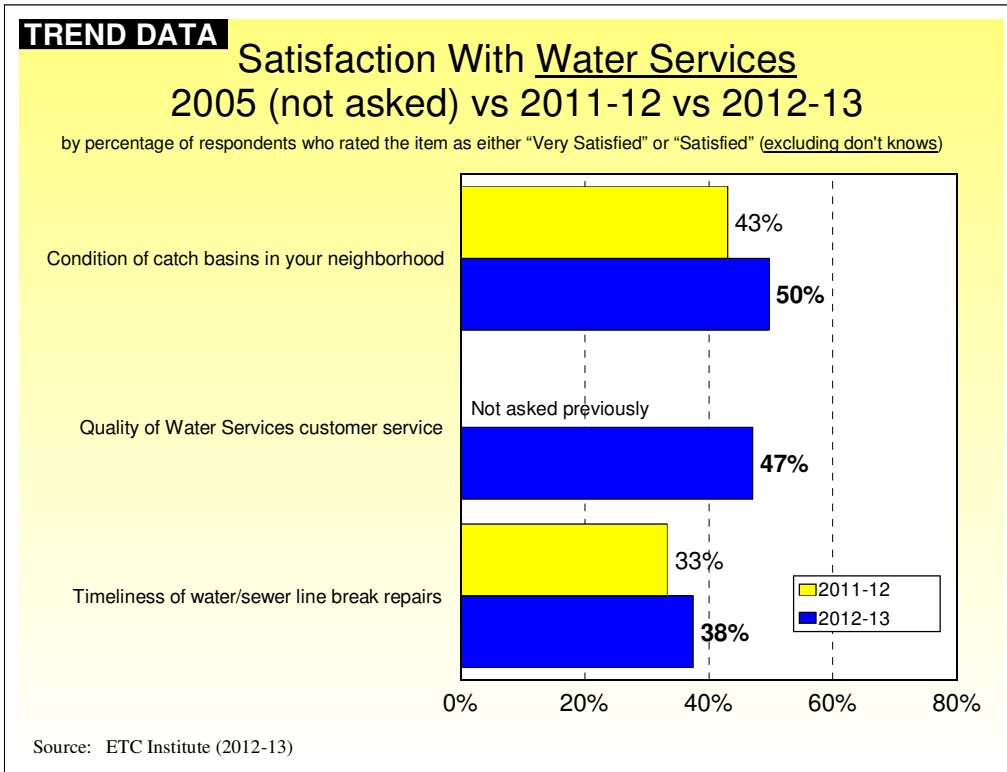


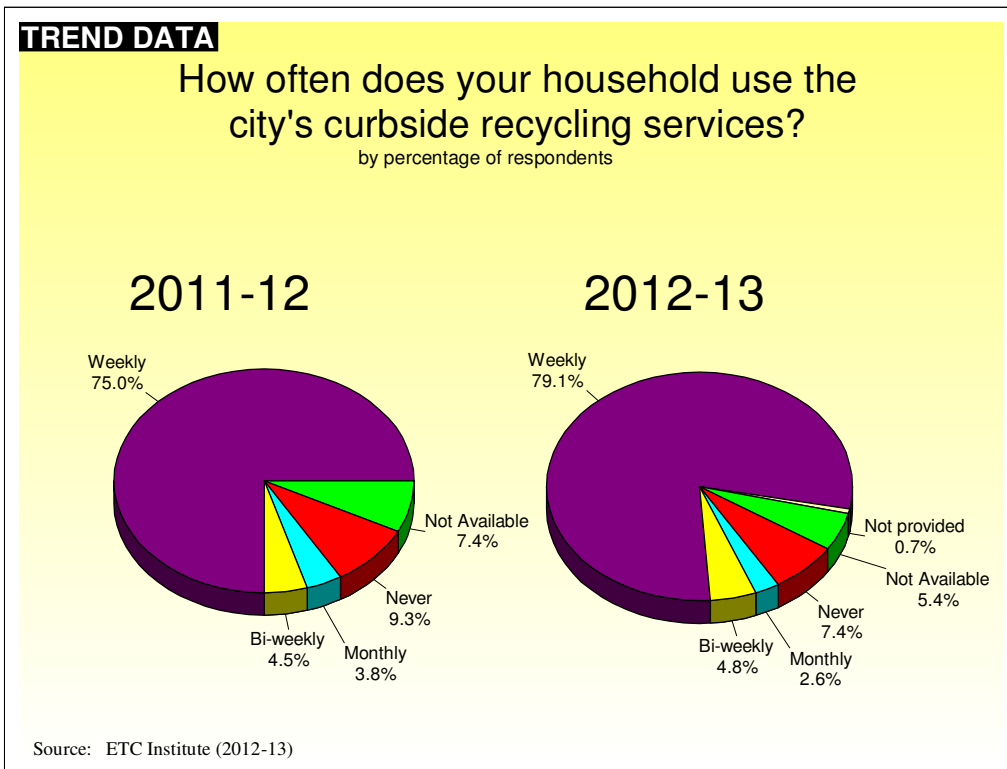
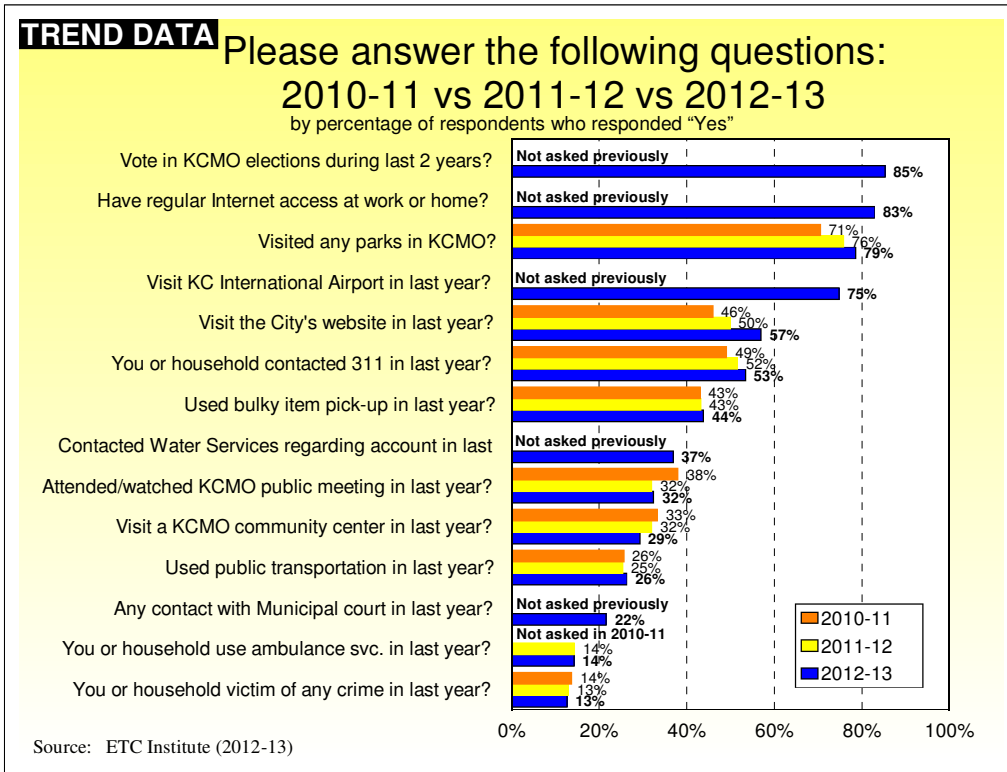


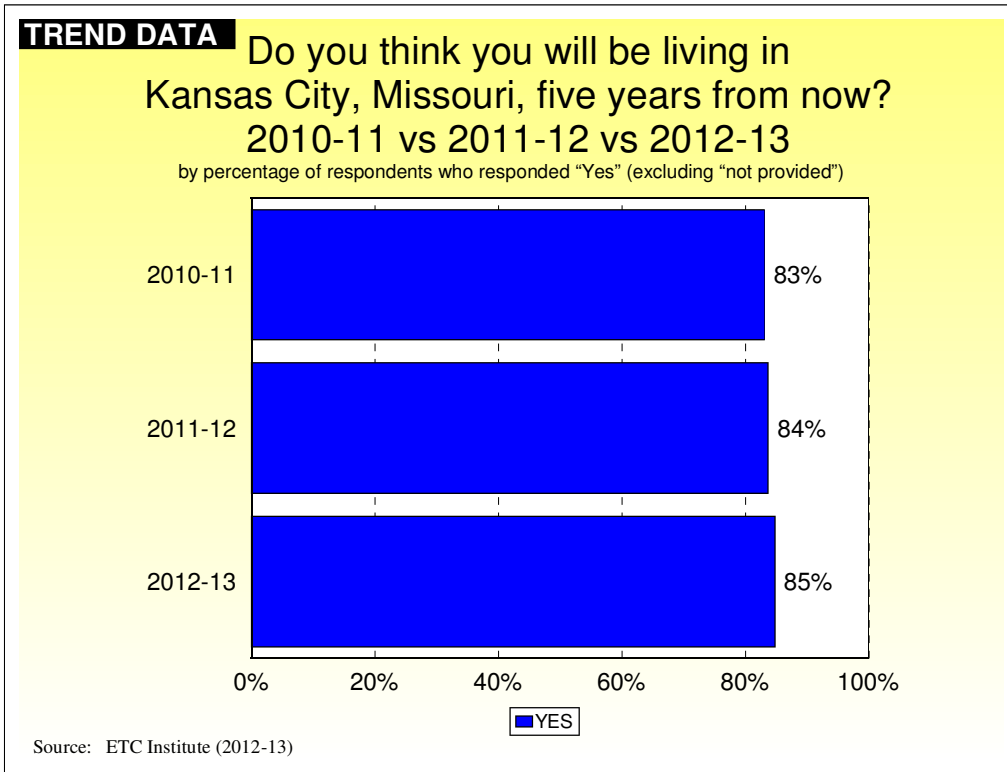












Section 2:
**Importance-Satisfaction
Matrix Analysis**

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 provide. 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 major categories of city services they felt were most important for the City to provide. Approximately fifty-four percent (53.5%) of residents selected *the maintenance of streets, sidewalks & infrastructure* as one of the most important city services for the City to provide.

With regard to satisfaction, 25.1% of those surveyed rated *the maintenance of streets, sidewalks & infrastructure* as a “4” or a “5” on a 5-point scale excluding “don't know” responses. The I-S rating for *the maintenance of streets, sidewalks & infrastructure* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 53.5% was multiplied by 74.9% (1-0.251). This calculation yielded an I-S rating of 0.4007, which was first out of the fifteen major categories of city 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 ≥ 0.20)*
- *Increase Current Emphasis (0.10 ≤ 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, sidewalks & infrastructure	53.5%	1	25.1%	15	0.4007	1
<u>High Priority (IS .10-.20)</u>						
Quality of police services	41.5%	2	63.9%	4	0.1498	2
Quality of public transportation	19.1%	4	36.5%	14	0.1213	3
Quality of neighborhood services	17.8%	5	43.4%	10	0.1007	4
<u>Medium Priority (IS <.10)</u>						
Quality of city's stormwater runoff/mgmt system	13.3%	7	36.7%	13	0.0842	5
Quality of City water utilities	16.3%	6	56.6%	7	0.0707	6
Quality of fire & ambulance services	23.8%	3	75.1%	1	0.0593	7
Effectiveness of city communication with public	8.2%	11	39.8%	12	0.0494	8
Quality of customer service from city employees	8.2%	10	44.1%	9	0.0458	9
City parks/recreation programs/facilities	10.0%	9	58.2%	6	0.0418	10
Quality of solid waste services	11.0%	8	68.5%	3	0.0347	11
Quality of Health Department services	5.0%	12	55.0%	8	0.0225	12
Quality of the city's 311 service	3.8%	14	58.2%	5	0.0159	13
Quality of municipal court services	1.9%	15	41.2%	11	0.0112	14
Quality of airport facilities	4.1%	13	73.8%	2	0.0107	15

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.

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Importance-Satisfaction Rating

Kansas City, MO

Police 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>						
City's overall efforts to prevent crime	45.3%	1	41.1%	6	0.2668	1
Visibility of police in neighborhoods	39.3%	2	47.6%	4	0.2059	2
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	37.5%	3	51.8%	2	0.1808	3
Effectiveness of local police protection	33.2%	4	62.0%	1	0.1262	4
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	9.5%	5	51.5%	3	0.0461	5
Parking enforcement services	3.7%	6	47.4%	5	0.0195	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.

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Importance-Satisfaction Rating Kansas City, MO Fire and Emergency Medical Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
None						
High Priority (IS .10-.20)						
How quickly ambulance personnel respond	44.8%	2	68.6%	3	0.1407	1
How quickly fire & rescue respond to emergencies	45.5%	1	77.5%	2	0.1024	2
Medium Priority (IS <.10)						
Quality of local ambulance service	24.5%	4	68.6%	4	0.0769	3
Overall quality of local fire protection & rescue	32.4%	3	80.1%	1	0.0645	4

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.

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Importance-Satisfaction Rating Kansas City, MO City Streets, Sidewalks and Infrastructure

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of city streets	48.1%	1	26.9%	8	0.3516	1
High Priority (IS .10-.20)						
Condition of sidewalks in the city	19.3%	3	23.9%	9	0.1469	2
Snow removal on residential streets during the past 12 months	23.8%	2	39.6%	6	0.1438	3
Maintenance of streets in your neighborhood	17.3%	4	40.4%	5	0.1031	4
Medium Priority (IS <.10)						
Condition of sidewalks in your neighborhood	14.8%	7	36.9%	7	0.0934	5
Access to streets/sidewalks/buildings for people with disabilities	15.5%	5	44.4%	4	0.0862	6
Snow removal on major city streets during the past 12 months	15.0%	6	59.1%	2	0.0614	7
Adequacy of city street lighting	9.9%	8	61.6%	1	0.0380	8
Maintenance of street signs & traffic signals	8.0%	9	54.9%	3	0.0361	9

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
Neighborhood Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Property maintenance of vacant structures	30.8%	1	18.4%	9	0.2513	1
Clean-up of litter/debris on private property	28.7%	2	26.7%	5	0.2104	2
High Priority (IS .10-.20)						
City efforts to clean-up illegal dumping sites	23.3%	3	26.3%	6	0.1717	3
Exterior maintenance of residential property	19.5%	4	25.0%	7	0.1463	4
Mowing/cutting of weeds on private property	19.2%	5	24.8%	8	0.1444	5
Medium Priority (IS <.10)						
Exterior maintenance of residential property in your neighborhood	16.2%	6	40.2%	2	0.0969	6
Quality of animal control	12.9%	7	42.3%	1	0.0744	7
Timeliness of removal of abandoned cars	4.7%	9	31.3%	4	0.0323	8
Removal of signs in right of way of city streets	4.8%	8	33.8%	3	0.0318	9

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.

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Importance-Satisfaction Rating
Kansas City, MO
Health Department

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
None						
High Priority (IS .10-.20)						
Protection from new or unusual health threats	31.9%	2	55.8%	3	0.1410	1
Preventing the spread of infectious diseases	34.1%	1	59.2%	1	0.1391	2
Guarding against food poisoning through restaurant inspections	29.4%	3	55.7%	4	0.1302	3
Protection from exposure to environmental risks	21.1%	5	50.2%	6	0.1051	4
Medium Priority (IS <.10)						
Encouraging access to healthy fruits/vegetables, safe places to exercise, and non-smoking environments	19.4%	6	50.6%	5	0.0958	5
Communication regarding public health concerns	21.8%	4	57.3%	2	0.0931	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.

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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	48.2%	2	27.2%	5	0.3509	1
Availability of info about city programs/services	57.6%	1	47.1%	1	0.3047	2
High Priority (IS .10-.20)						
Overall usefulness of the city's website	29.3%	3	45.1%	2	0.1609	3
Medium Priority (IS <.10)						
Quality of KCMO's gov't cable TV channel	11.4%	4	42.7%	3	0.0653	4
Content in the City's magazine, KCMore	9.0%	5	40.1%	4	0.0539	5

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.

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Importance-Satisfaction Rating

Kansas City, MO

Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
None						
High Priority (IS .10-.20)						
Mowing & tree trimming along streets/public areas	20.8%	2	48.1%	7	0.1080	1
Medium Priority (IS <.10)						
The city's youth athletic programs	13.6%	5	35.7%	14	0.0874	2
Walking and biking trails in the city	16.2%	3	52.8%	6	0.0765	3
Maintenance of city parks	23.8%	1	68.9%	1	0.0740	4
Customer service from Parks/Recreation employees	12.9%	6	45.1%	10	0.0708	5
Maintenance of boulevards & parkways	15.0%	4	64.2%	2	0.0537	6
Reasonableness of fees charged for rec. programs	9.5%	8	44.3%	11	0.0529	7
City swimming pools and programs	7.1%	10	38.6%	13	0.0436	8
Programs & activities at community centers	8.1%	9	47.4%	8	0.0426	9
Quality of facilities, picnic shelters, playgrounds	10.5%	7	63.9%	3	0.0379	10
Quality of communication from Parks and Recreation	5.2%	13	40.8%	12	0.0308	11
Maintenance & appearance of community centers	5.8%	12	53.3%	5	0.0271	12
Quality of outdoor athletic fields	6.0%	11	58.7%	4	0.0248	13
Ease of registering for programs	3.7%	14	45.9%	9	0.0200	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 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

Solid Waste 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>						
Cleanliness of city streets & other public areas	47.9%	1	46.1%	5	0.2582	1
<u>High Priority (IS .10-.20)</u>						
Overall quality of leaf & brush pick-up services	33.3%	2	50.1%	4	0.1662	2
Overall quality of bulky item pick-up services	28.2%	3	60.1%	3	0.1125	3
<u>Medium Priority (IS <.10)</u>						
Overall quality of trash collection services	23.8%	4	82.7%	1	0.0412	4
Overall quality of curbside recycling services	18.9%	5	81.2%	2	0.0355	5

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.

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Importance-Satisfaction Rating

Kansas City, MO

Airport

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>						
Food, beverage, and other concessions	30.1%	2	40.9%	6	0.1779	1
Price of parking	30.9%	1	52.4%	5	0.1471	2
<u>Medium Priority (IS <.10)</u>						
Ease of moving through airport security	29.1%	3	74.5%	2	0.0742	3
Availability of parking	19.3%	4	74.5%	3	0.0492	4
Helpfulness of signs and other directions	12.0%	6	73.4%	4	0.0319	5
Cleanliness of facilities	14.2%	5	77.6%	1	0.0318	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.

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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.

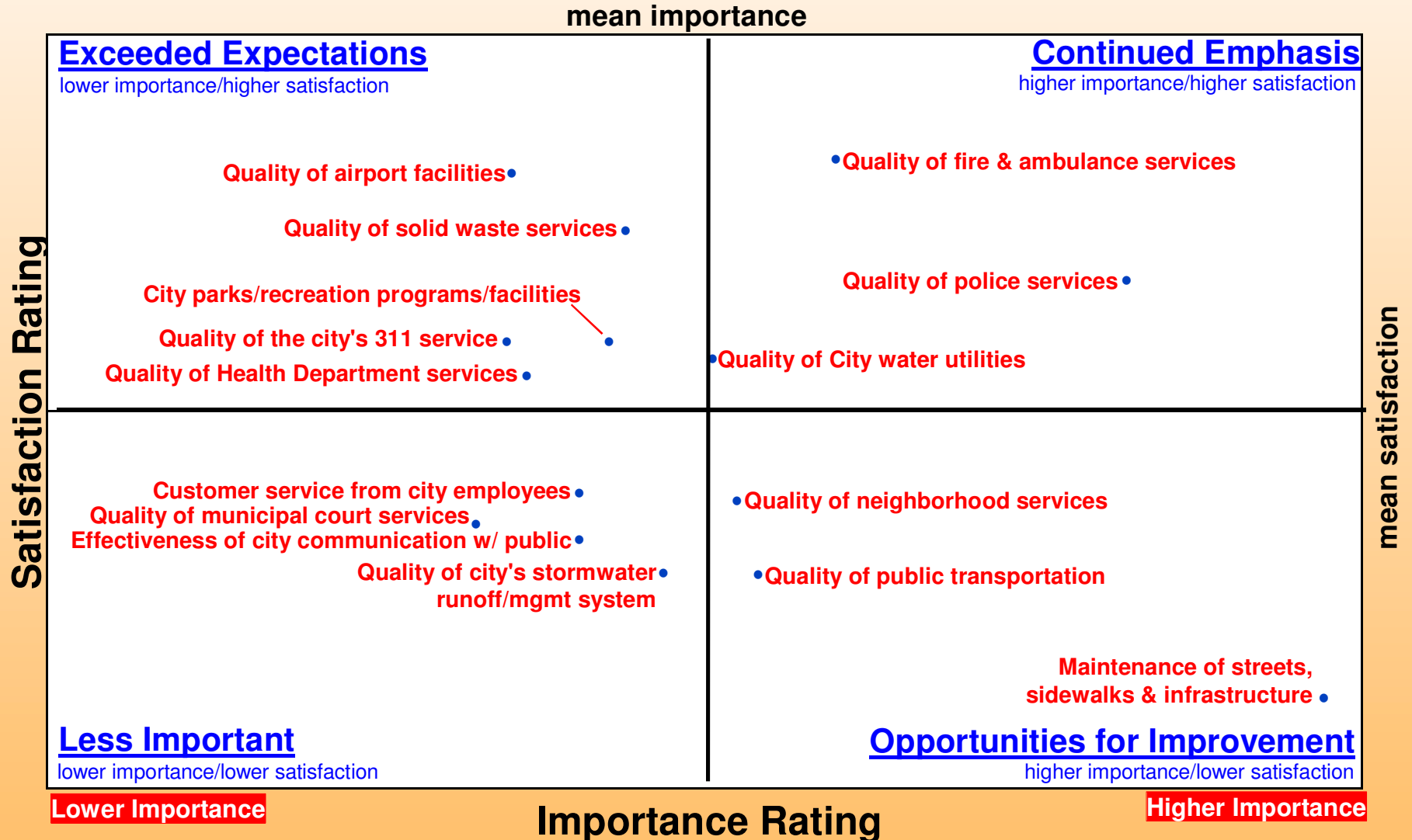
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

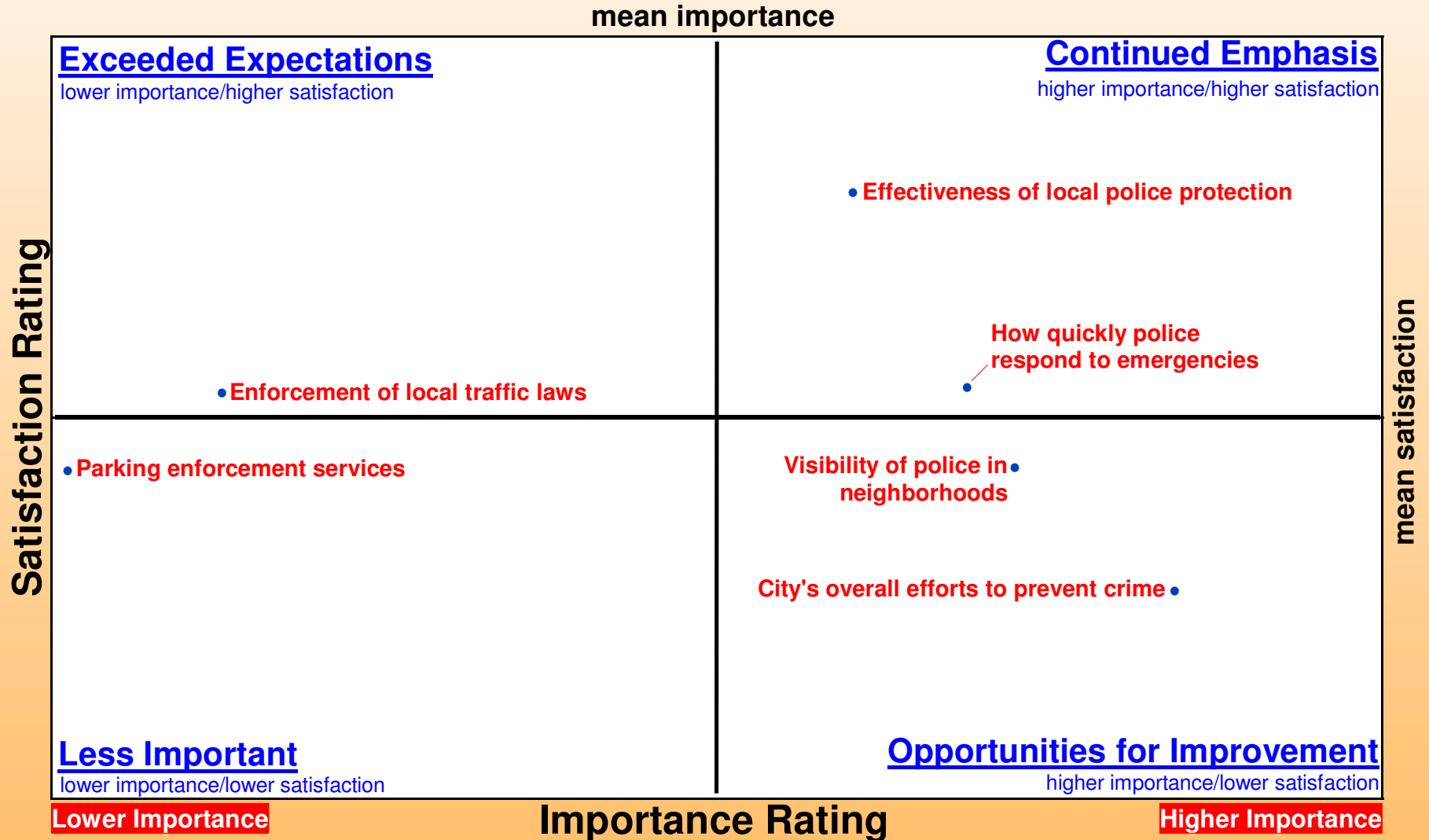
-Overall-

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



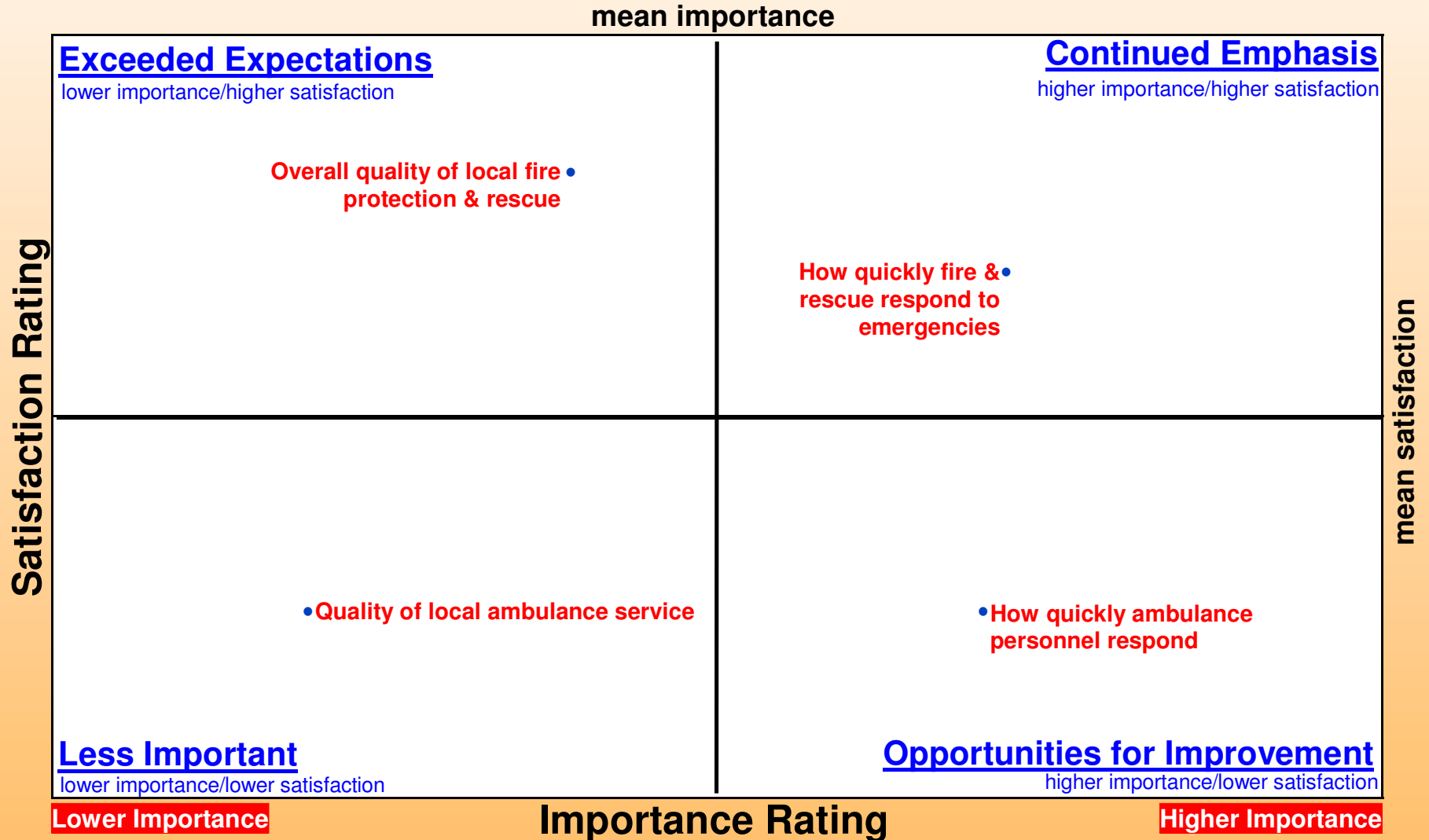
2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Police Services-

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



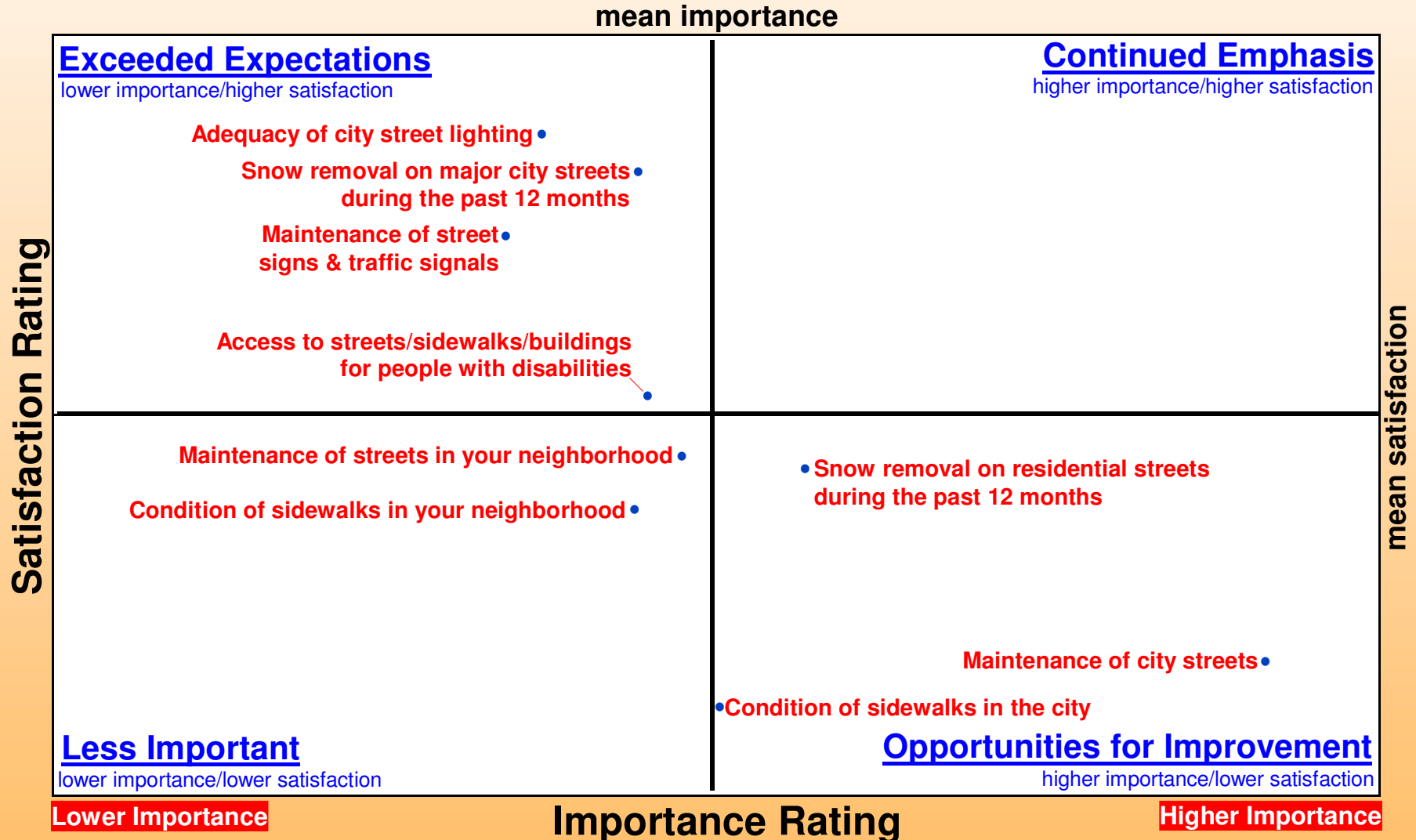
2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Fire and Emergency Medical Services-

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



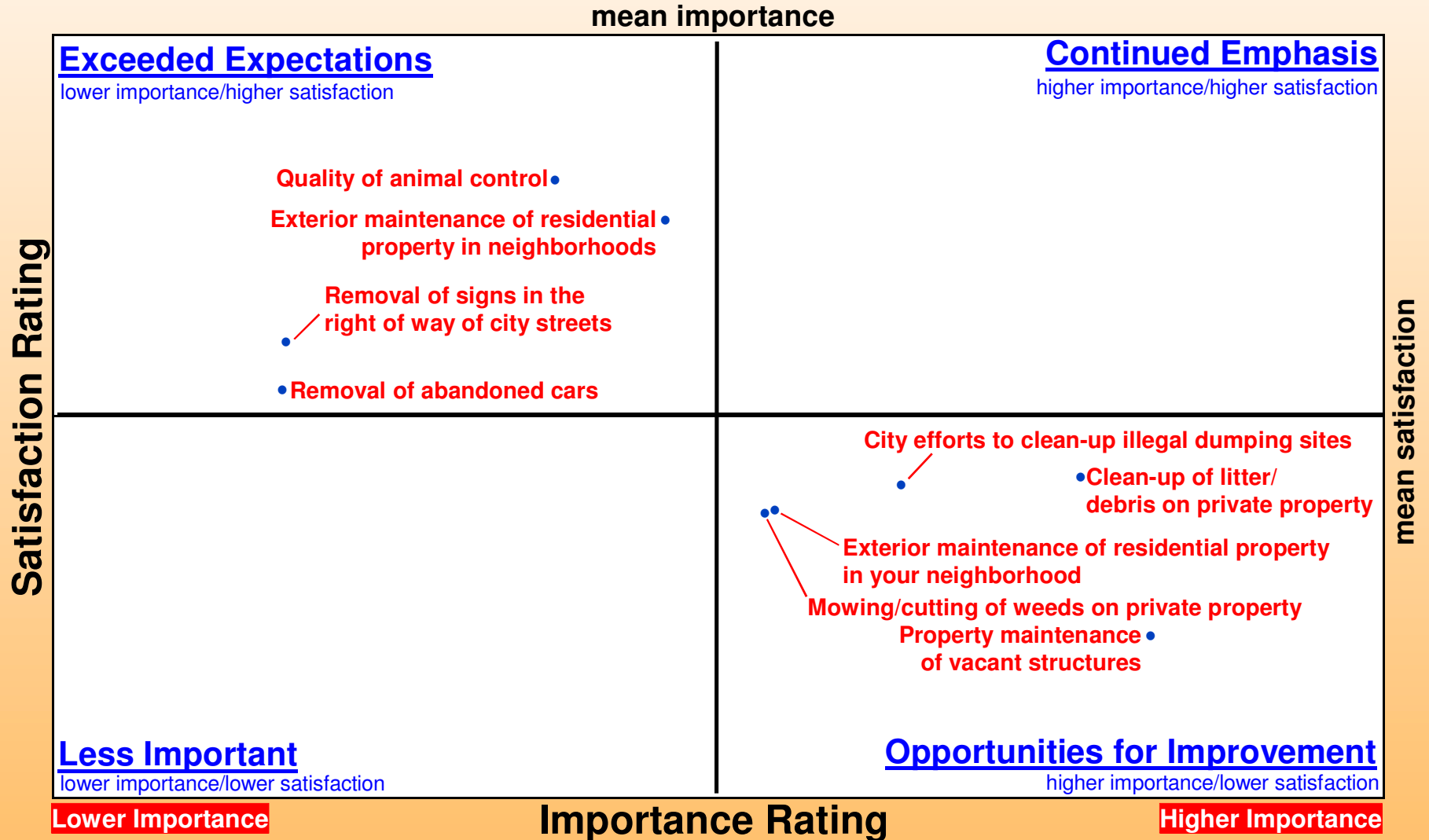
2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -City Streets, Sidewalks and Infrastructure-

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



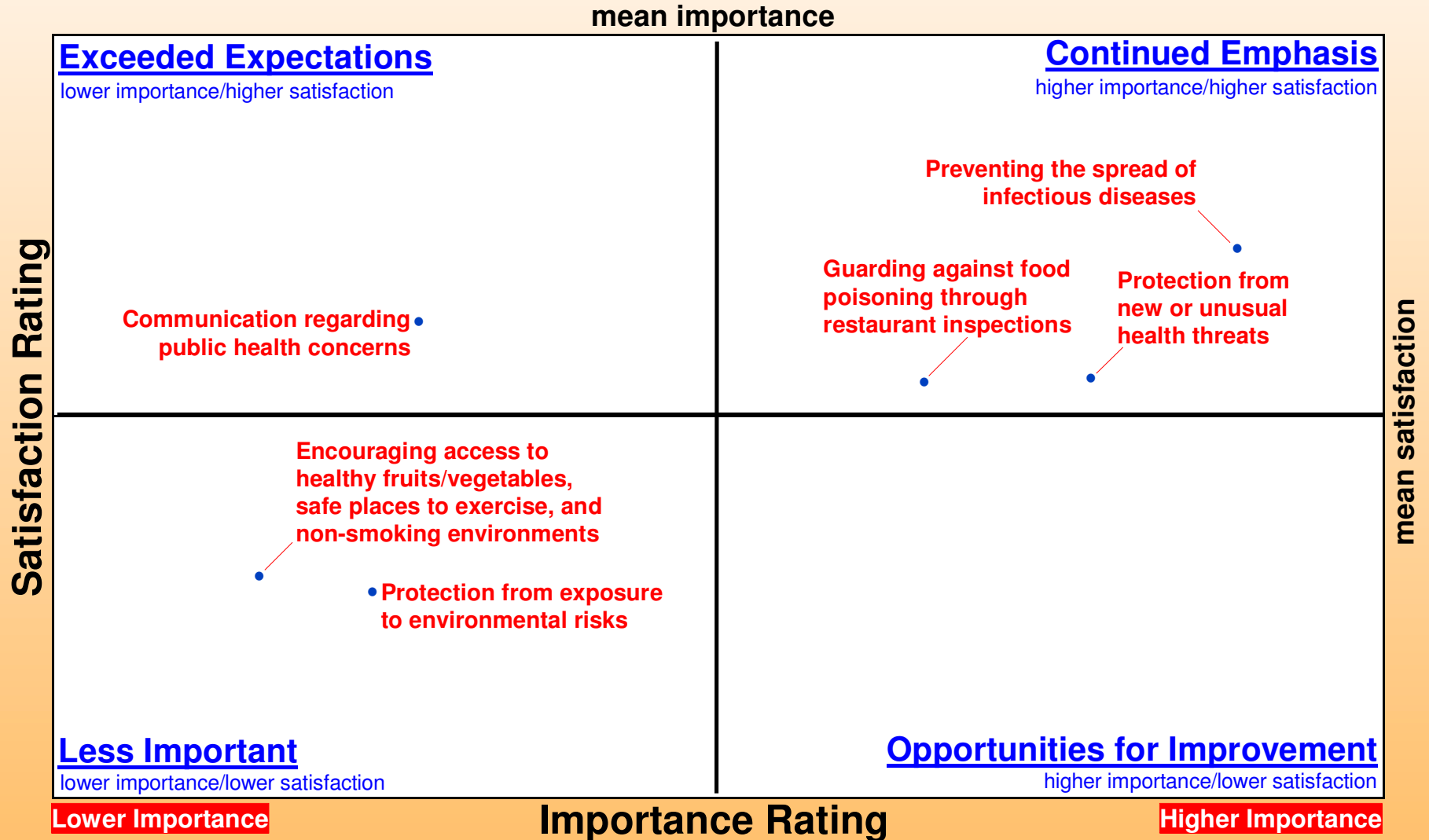
2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Neighborhood Services-

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



2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Health Department-

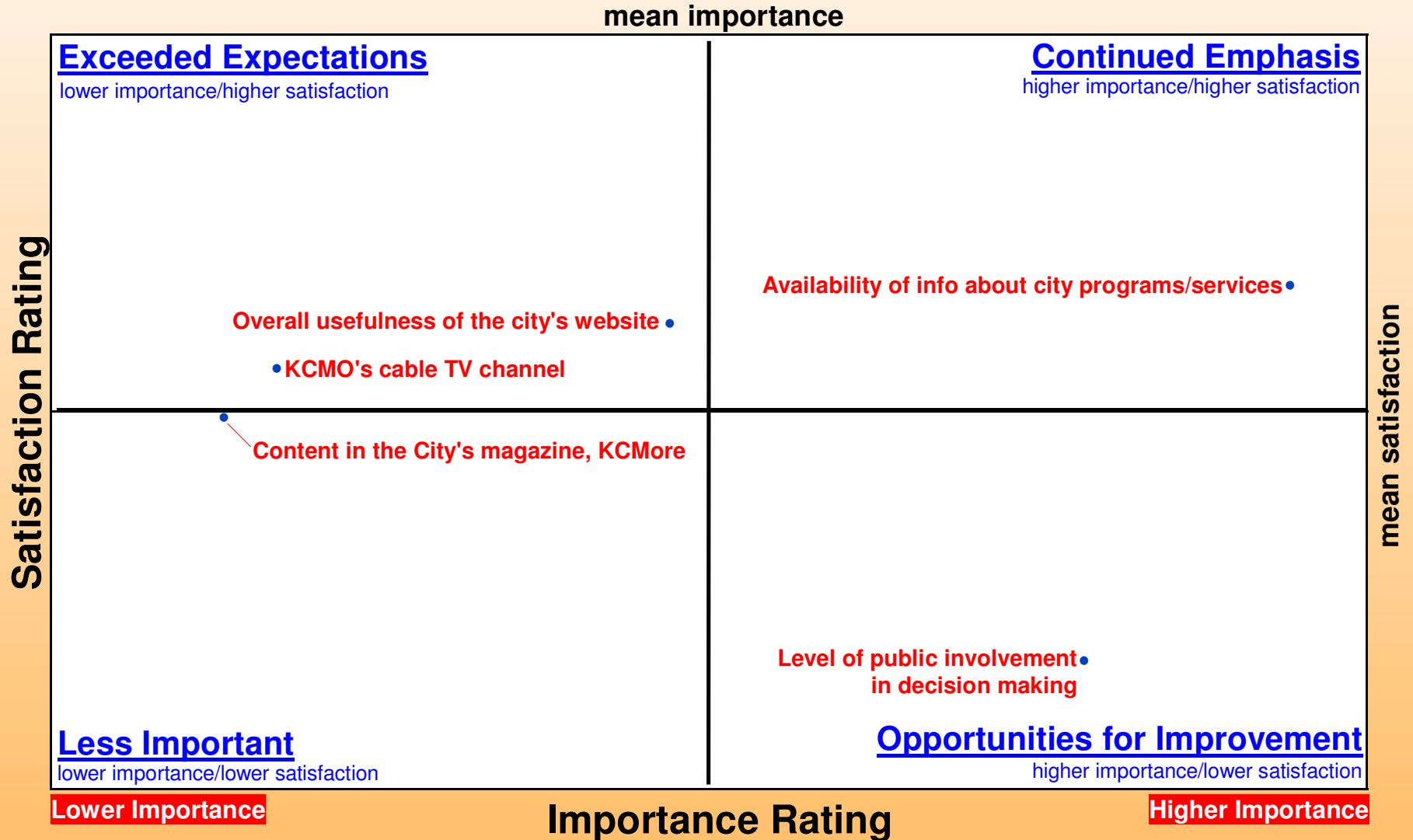
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

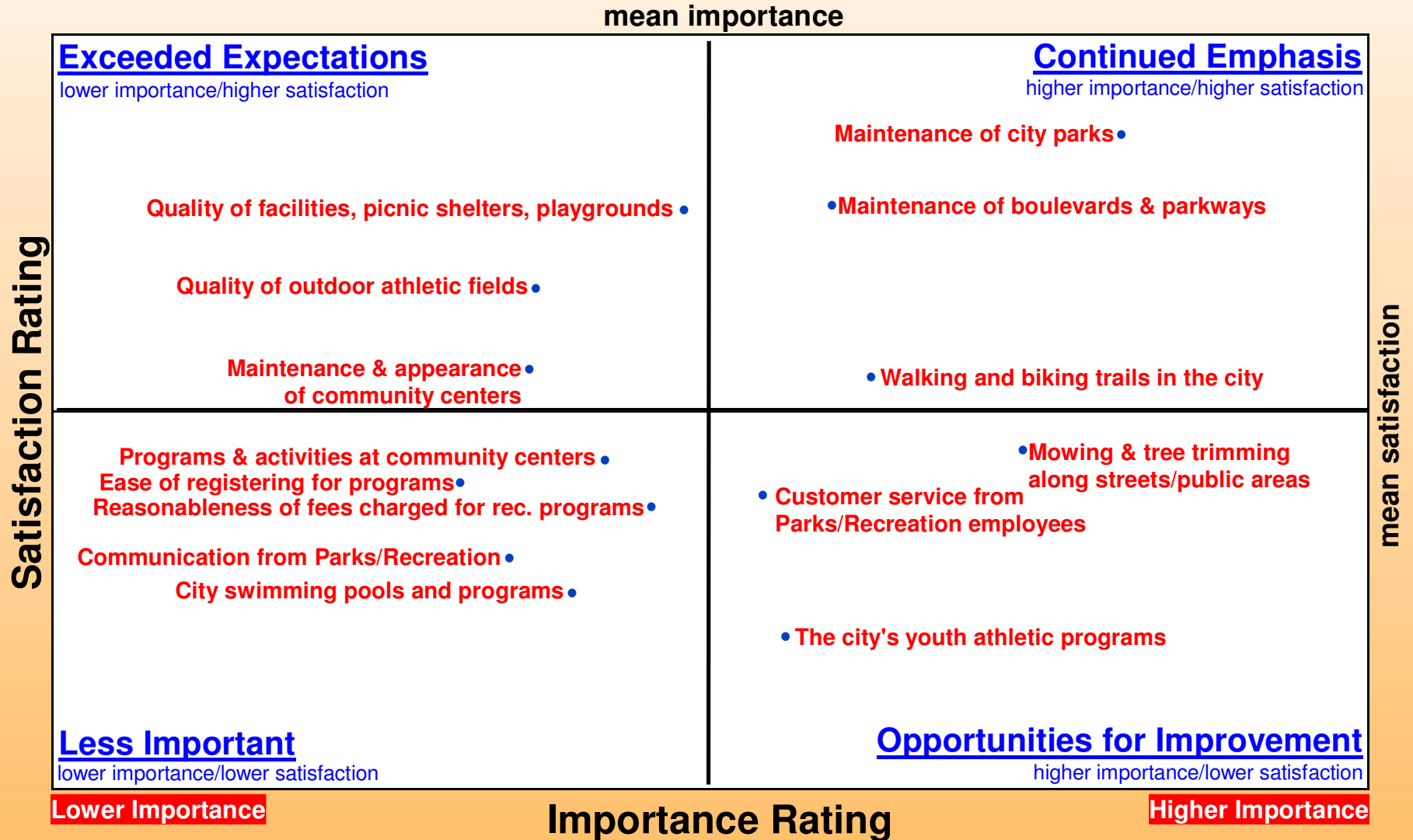
-Communication-

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



2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreation-

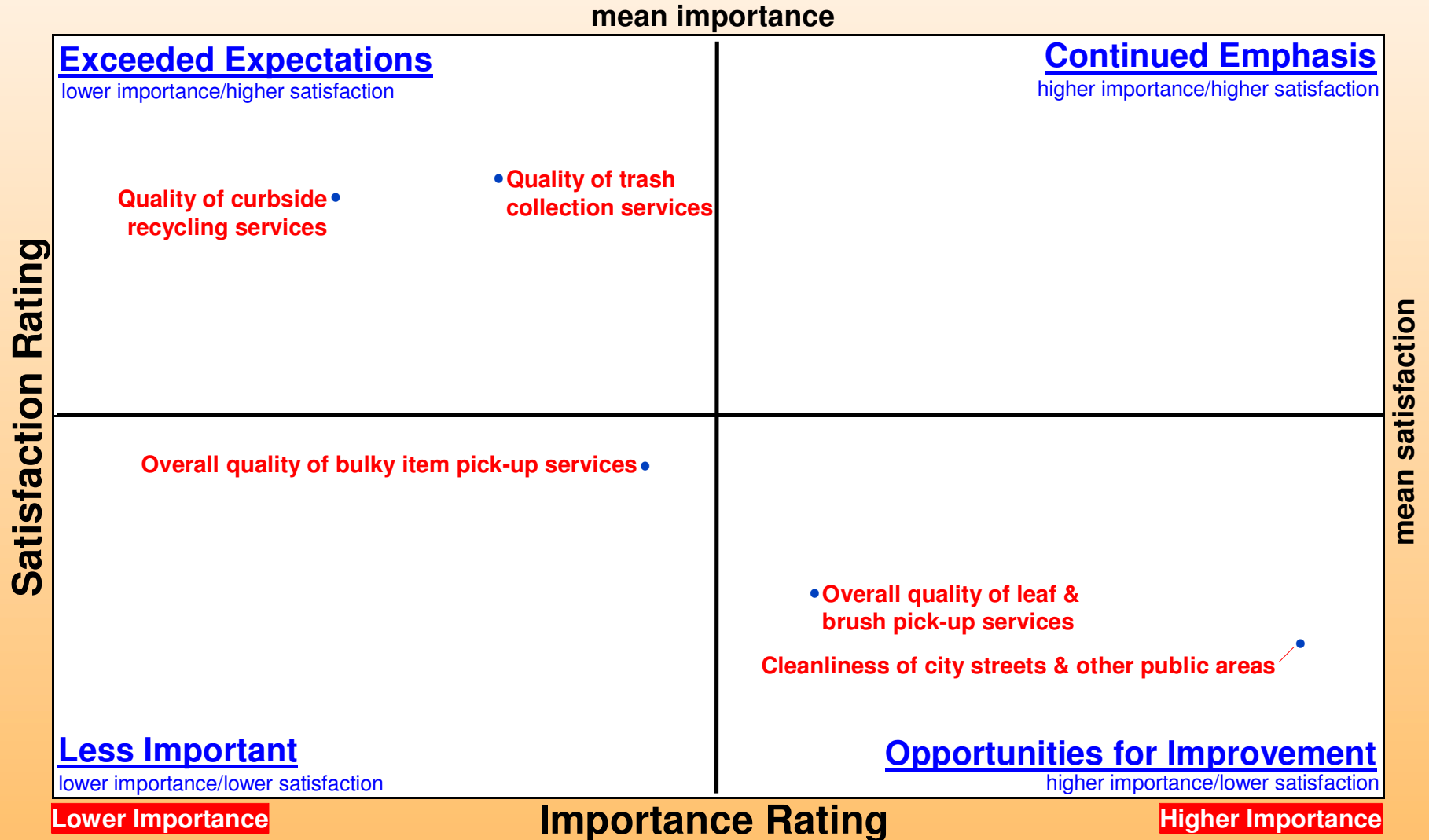
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Solid Waste Services-

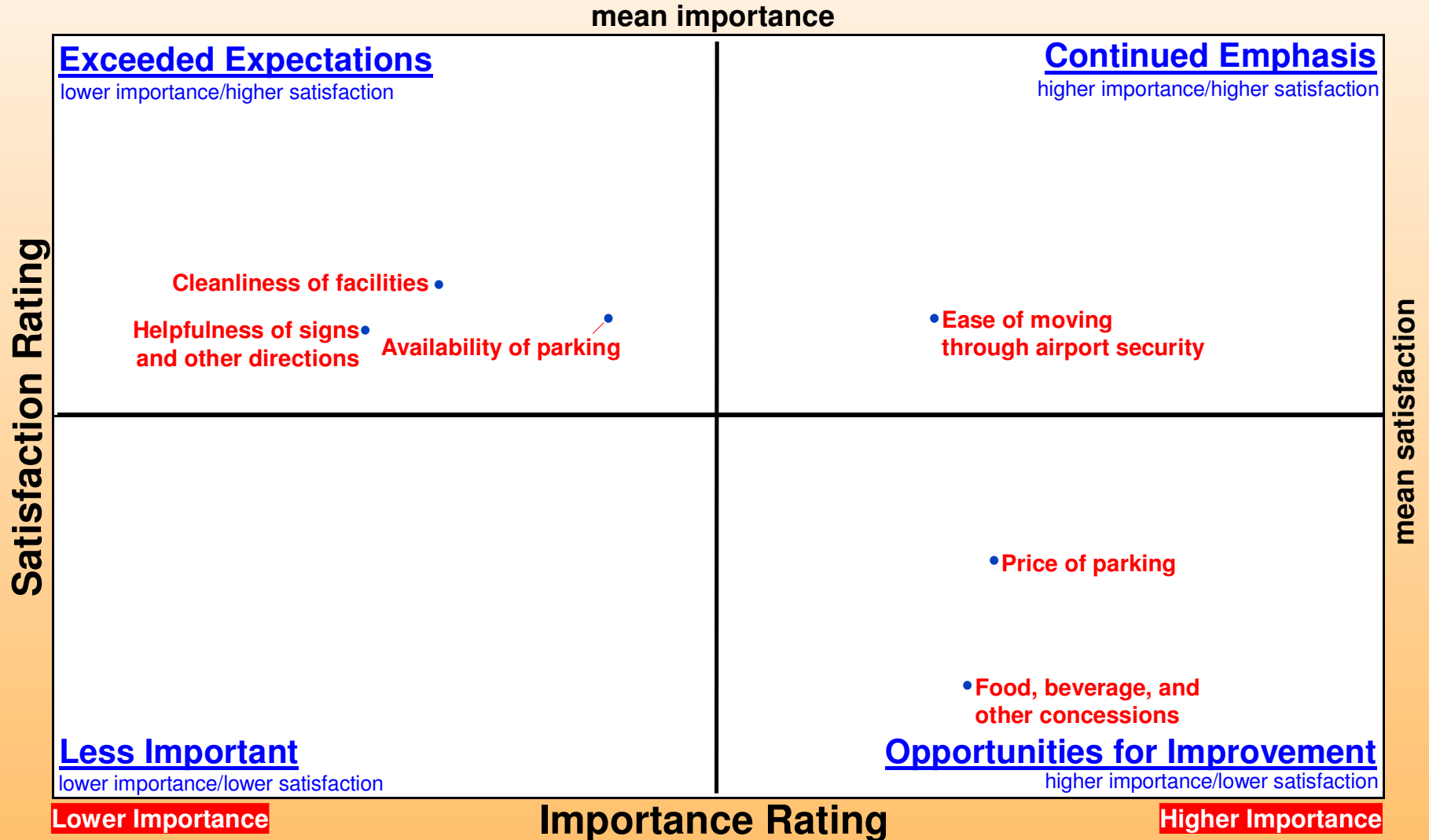
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2013 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Airport-

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



Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2013 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 the following sources: (1) a national survey that was administered by ETC Institute during July 2012 to a random sample 329 residents in the continental United States living in cities with a population of 250,000 or more, (2) a regional survey that was administered by ETC Institute during July 2012 to a random sample of 449 residents living in Kansas and Missouri, (3) 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 (4) surveys that have been administered by ETC Institute in 31 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
- 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/Regional 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 329 U.S. residents. This set of charts also shows how the City of Kansas City, Missouri compares to residents living in Kansas and Missouri (MO/KS) based on the results of a survey that was administered by ETC Institute to a random sample of 449 residents living in Kansas and Missouri.

Selected Head-to-Head Comparisons. The first 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.

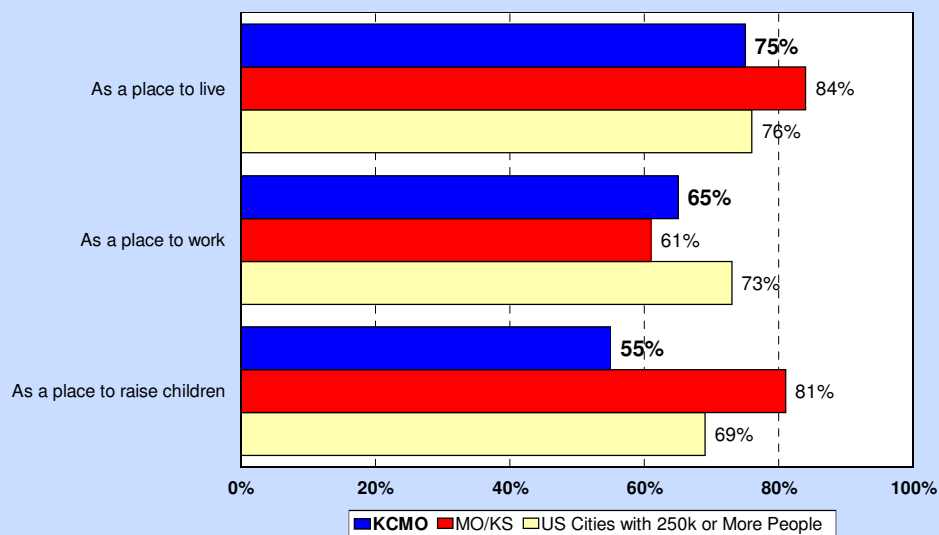
Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 31 communities listed on the previous page for several areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area communities listed on the previous page. 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 and Regional Benchmarks

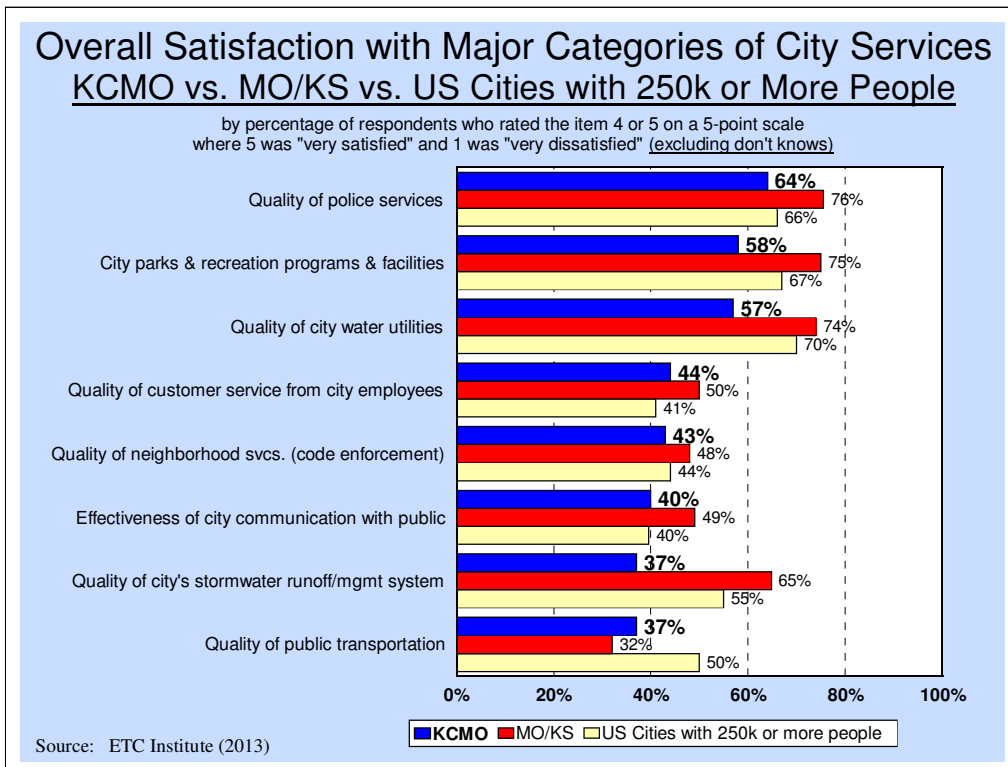
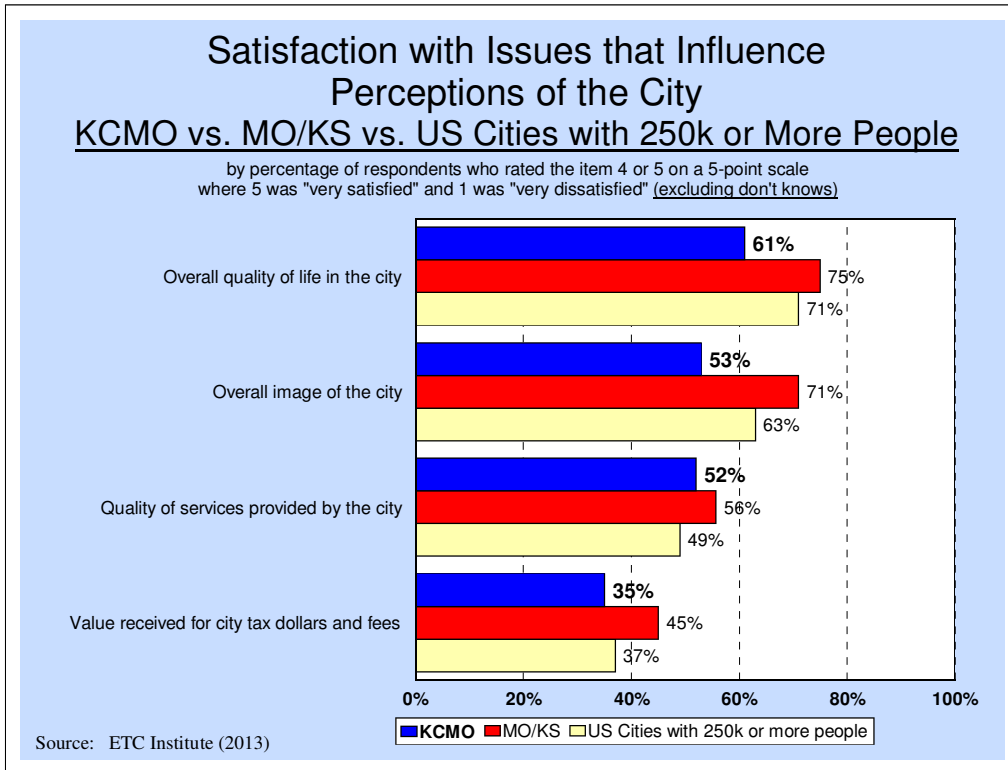
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of KCMO is not authorized without written consent from ETC Institute.

Overall Ratings of the Community 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 "excellent" and 1 was "poor" (excluding don't knows)

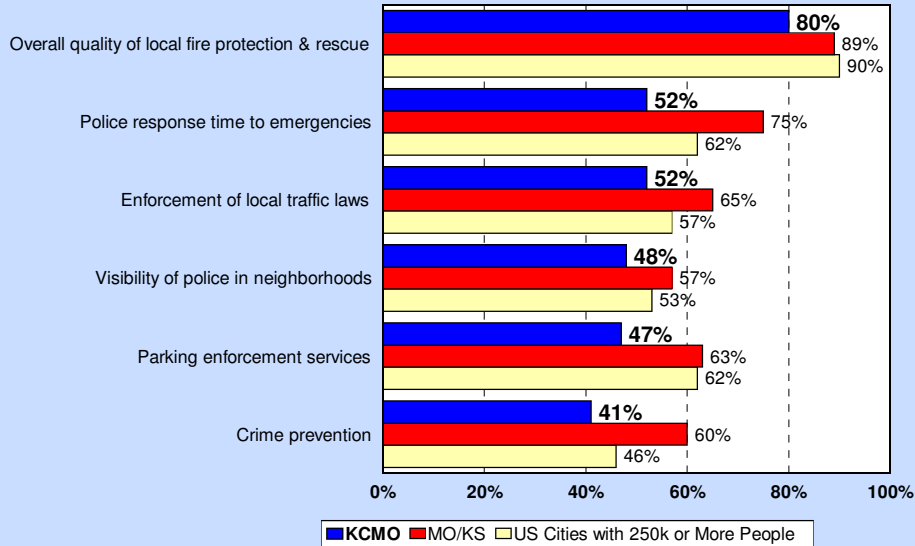


Source: ETC Institute (2013)



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

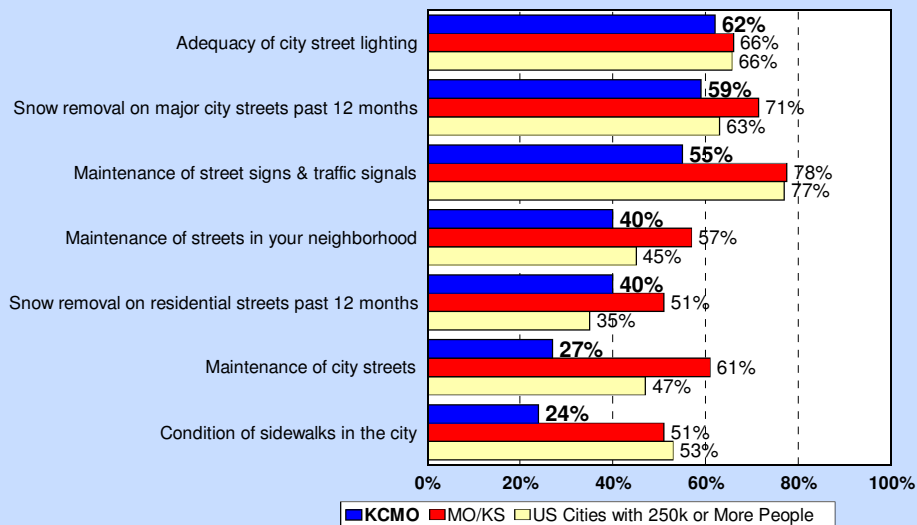
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2013)

Overall Satisfaction with City Streets, Sidewalks and Infrastructure KCMO vs. MO/KS vs. US Cities with 250k or More People

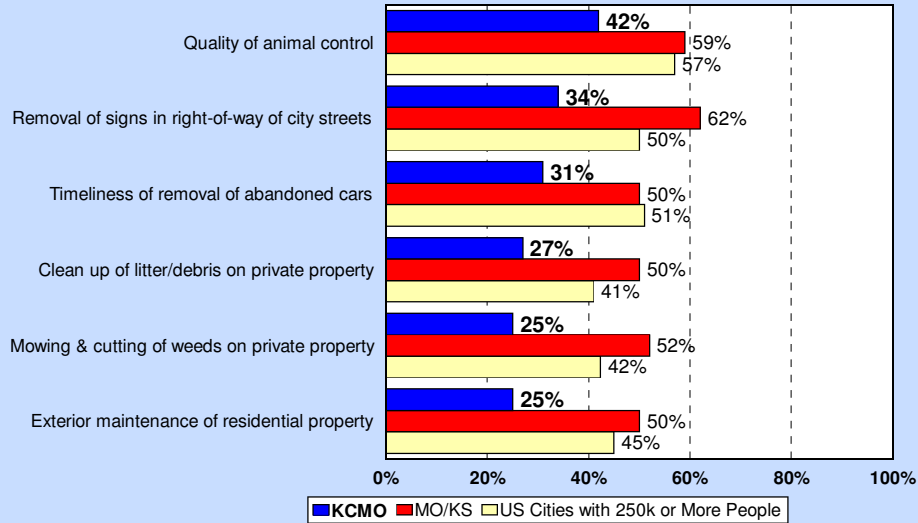
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2013)

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

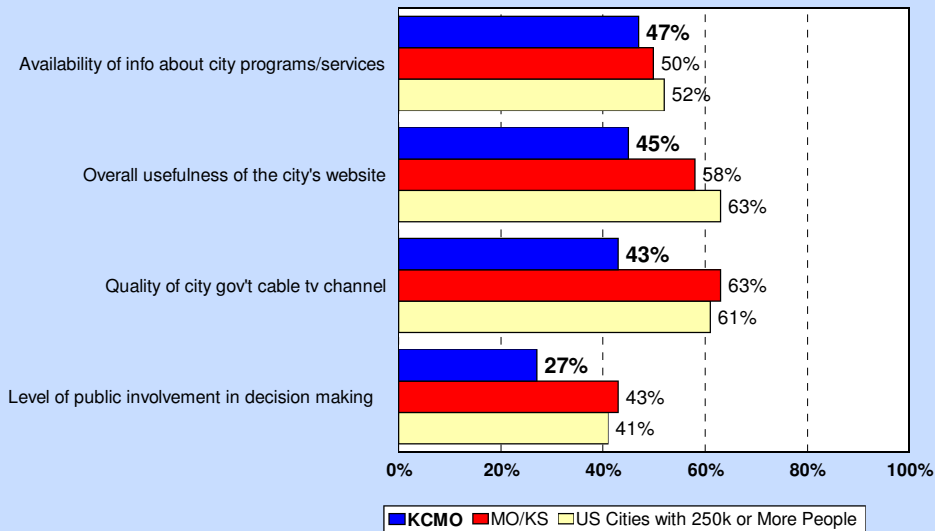
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2013)

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

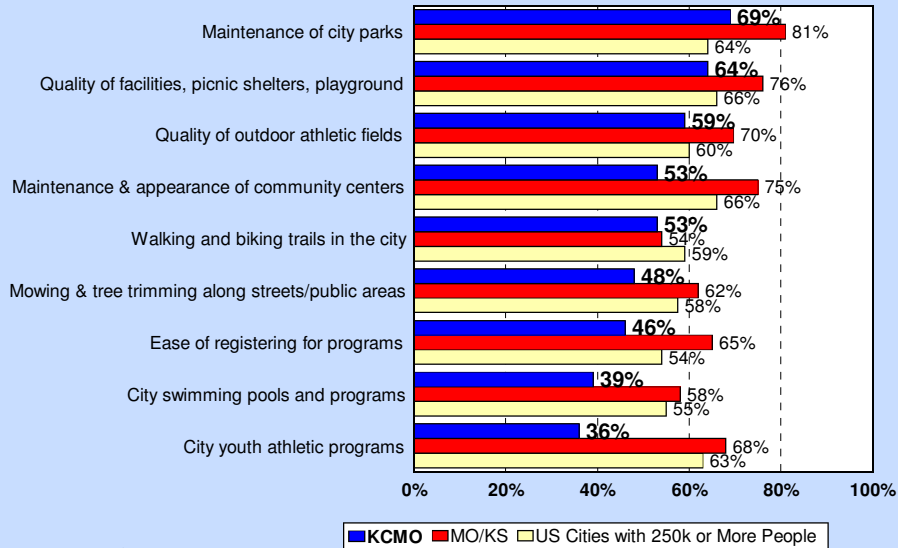
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2013)

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

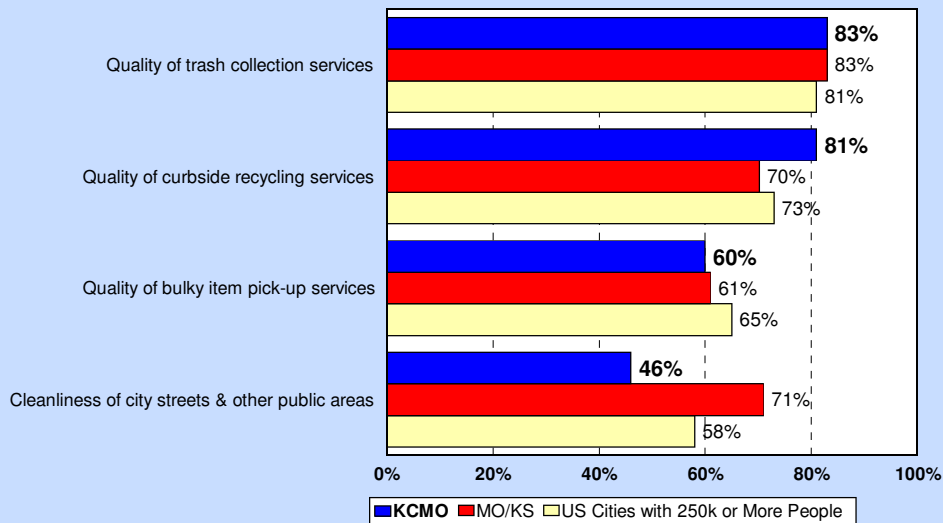
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2013)

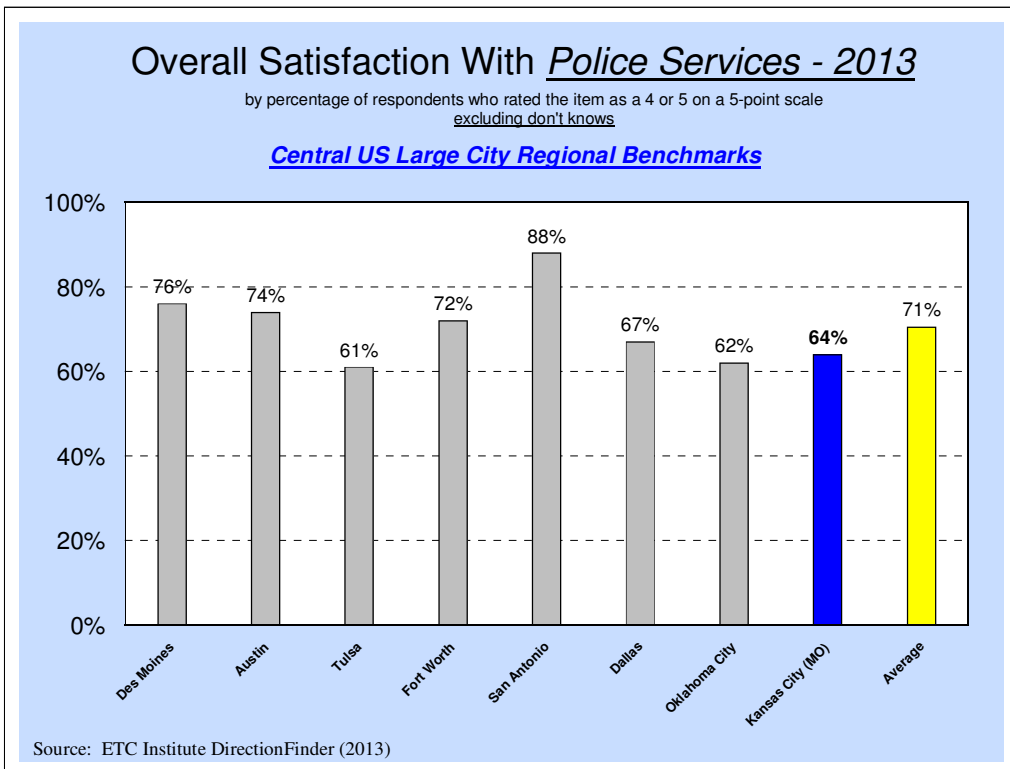
Overall Satisfaction with Solid Waste Services KCMO vs. MO/KS vs. US Cities with 250k or More People

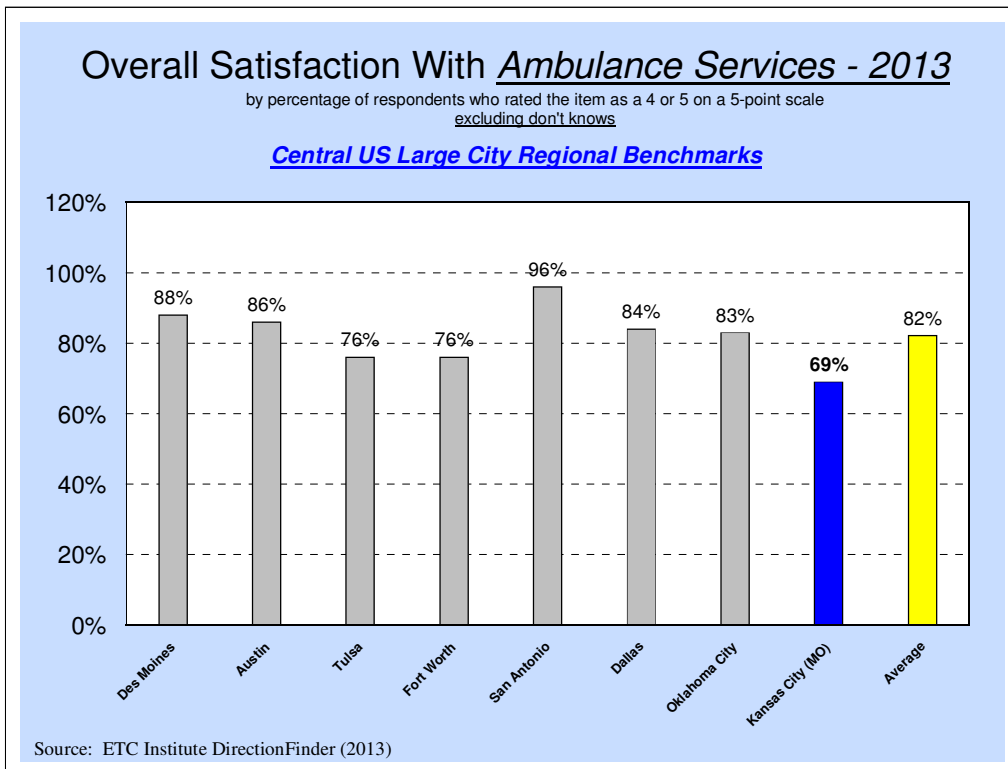
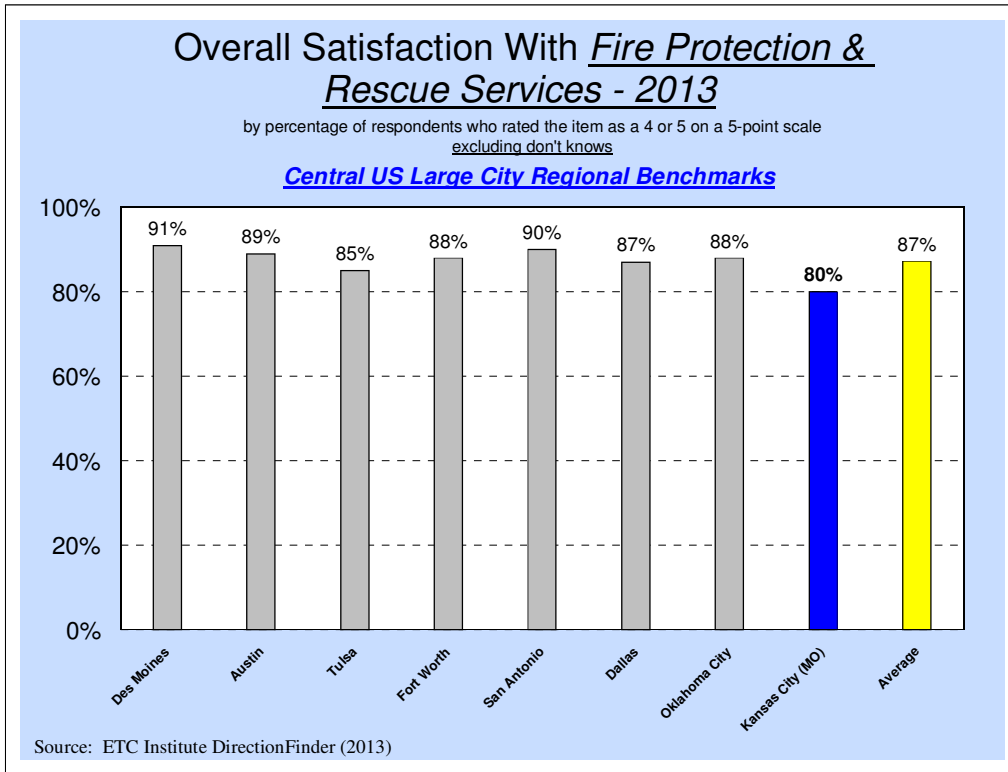
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

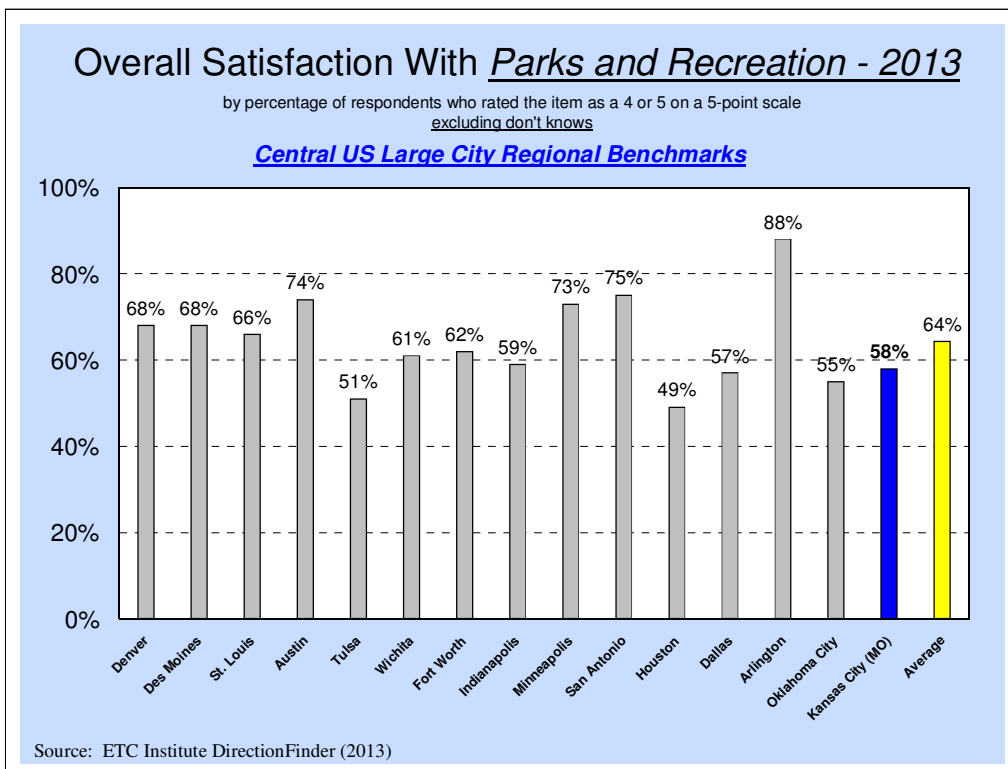
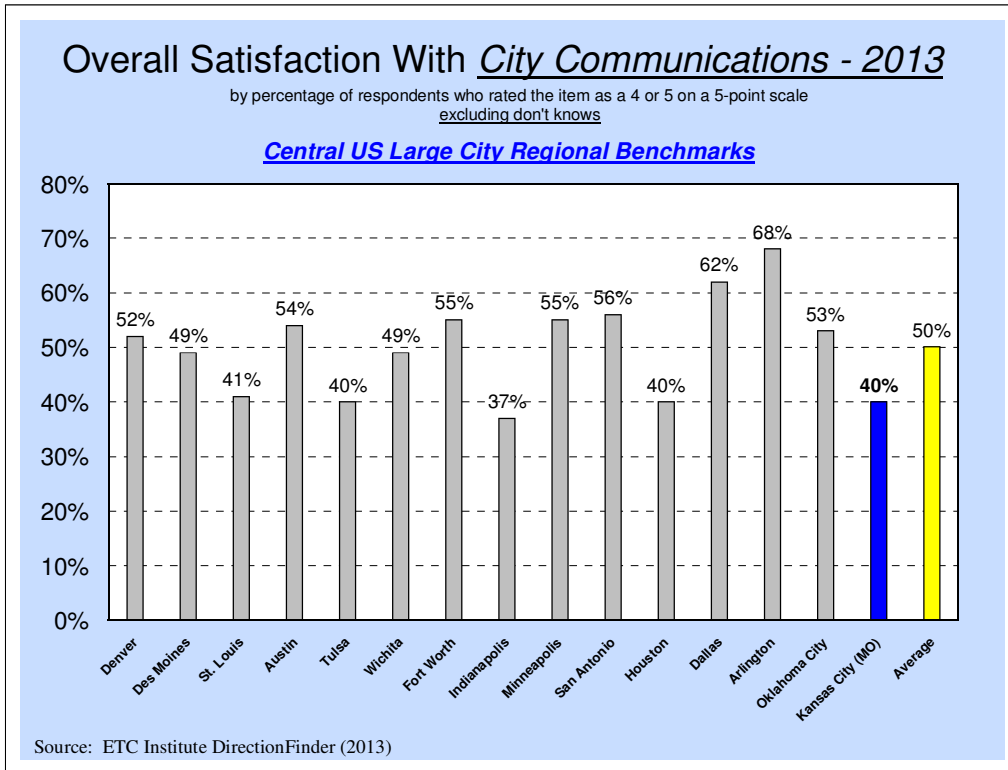


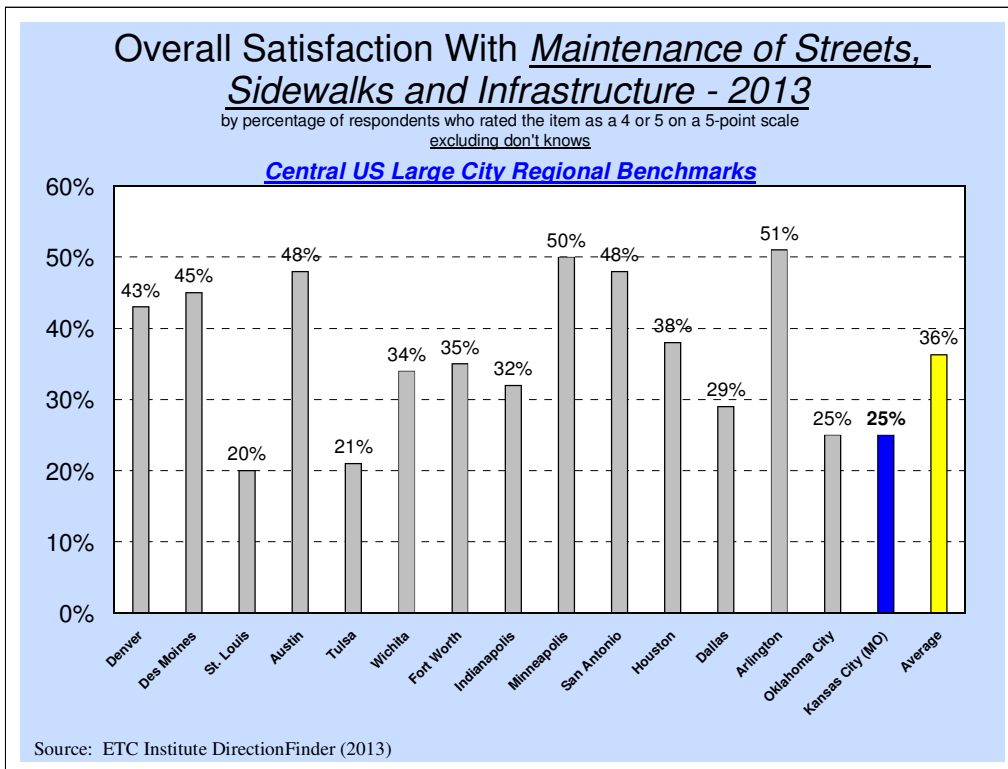
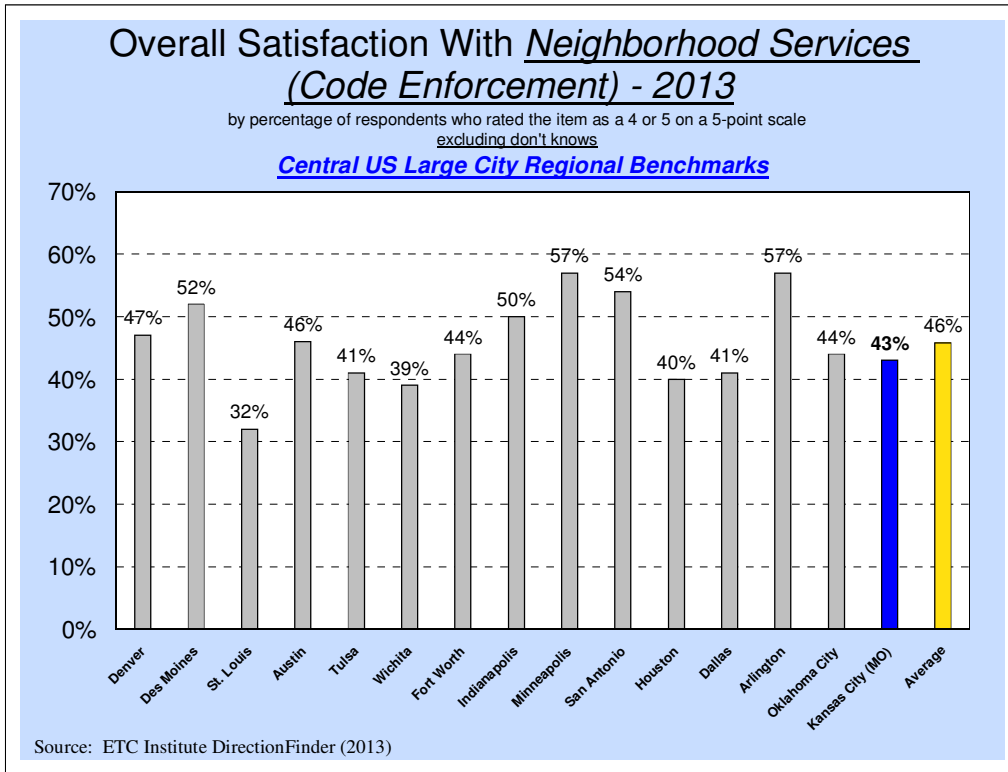
Source: ETC Institute (2013)

Selected Head-to-Head Comparisons







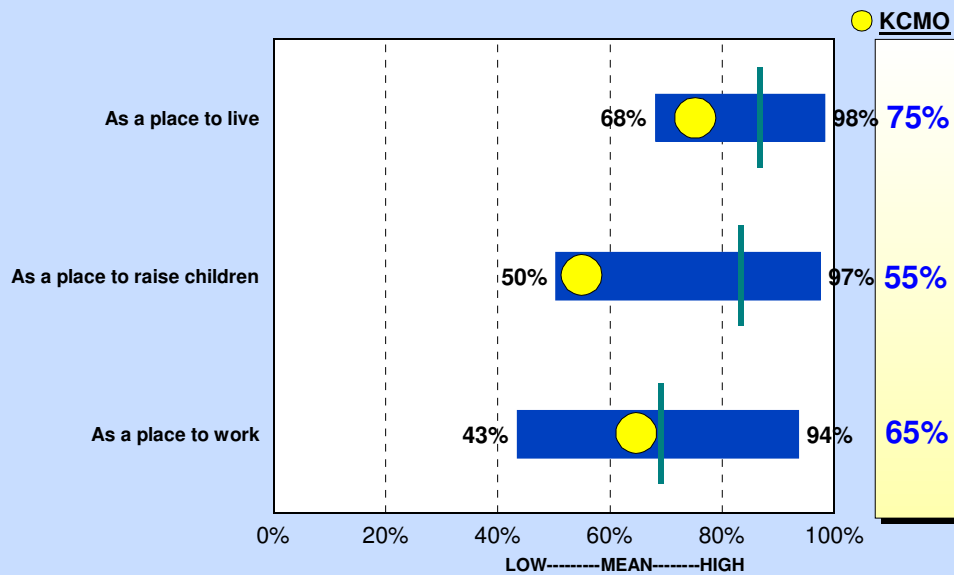


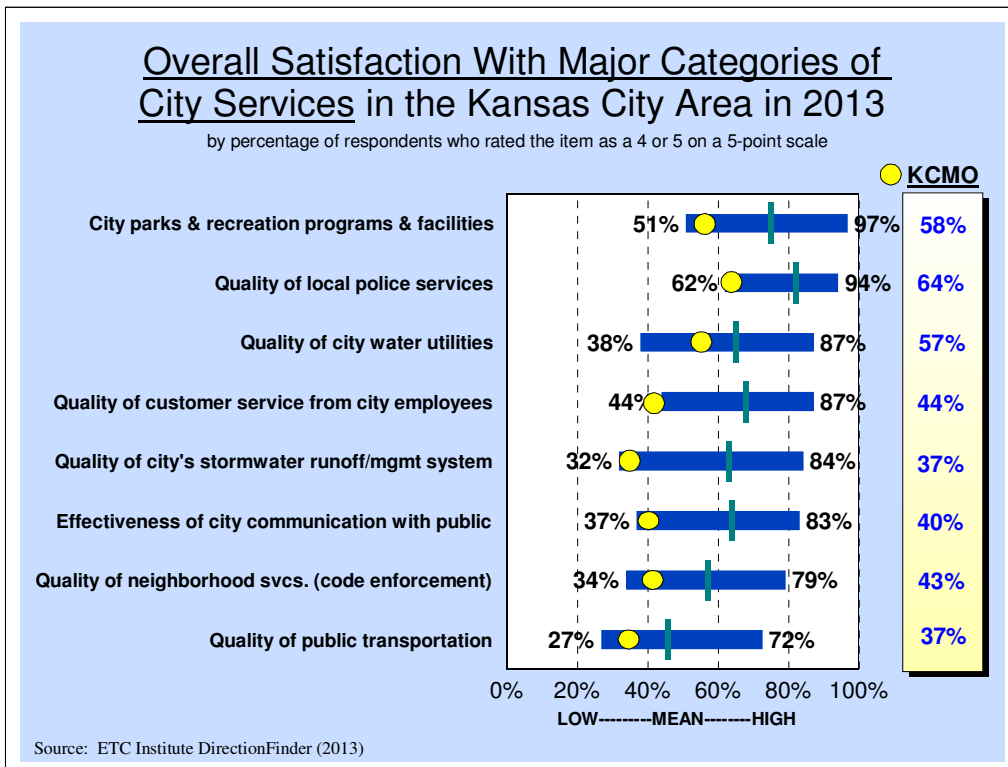
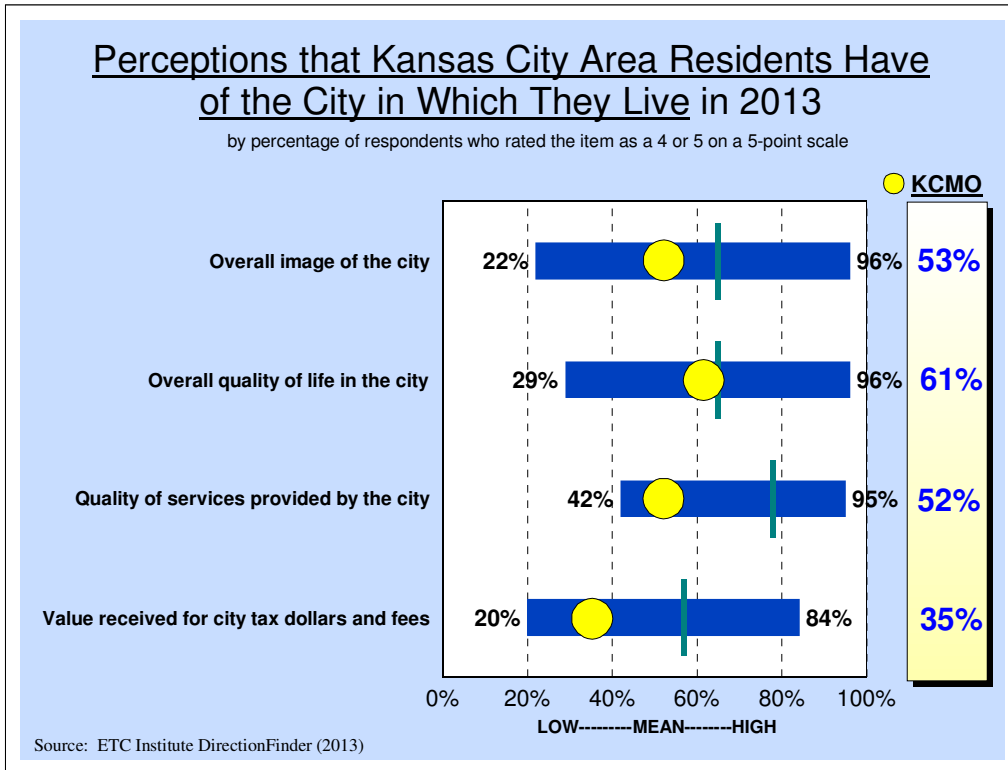
Metropolitan Kansas City Area Benchmarks

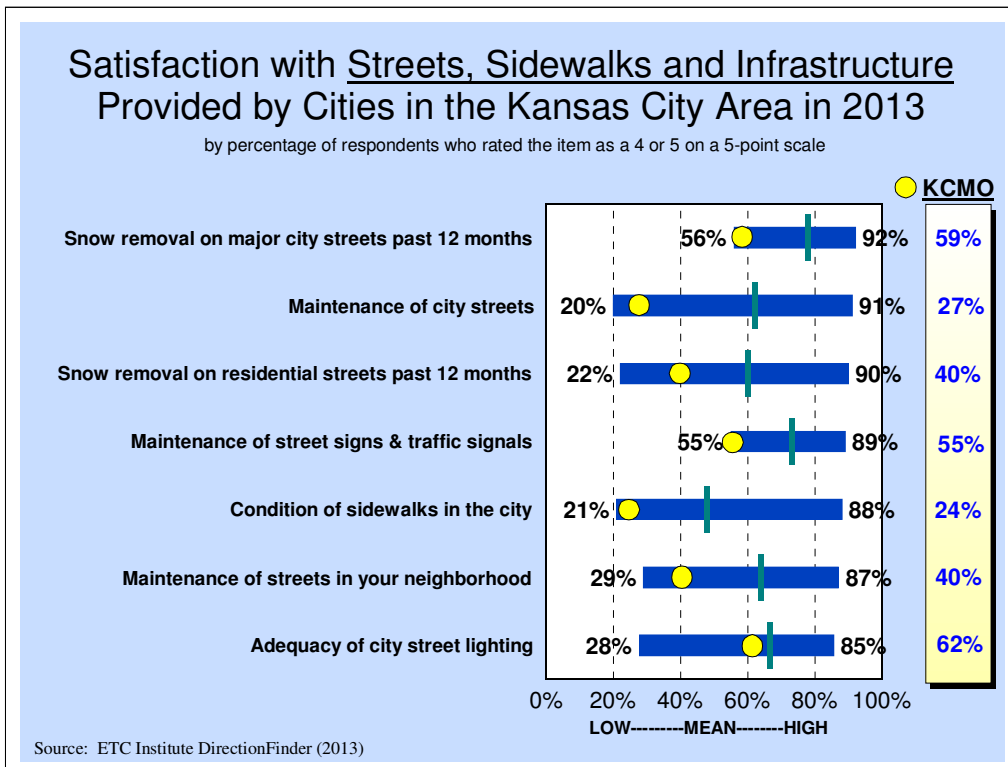
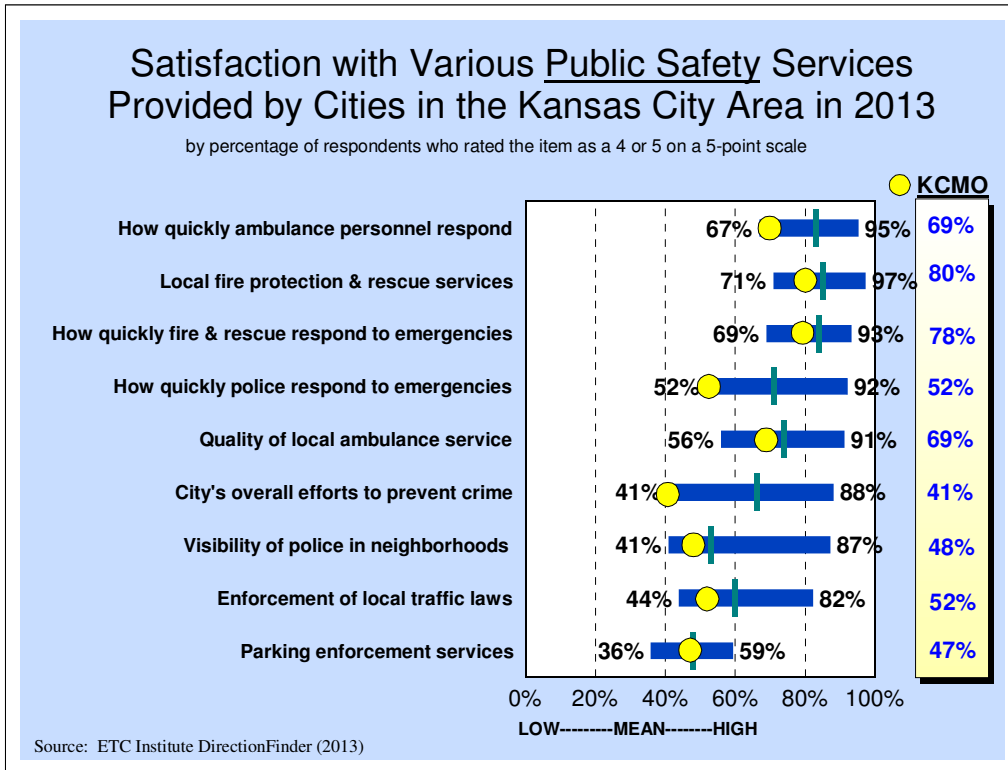
Source: ETC Institute DirectionFinder (2013)

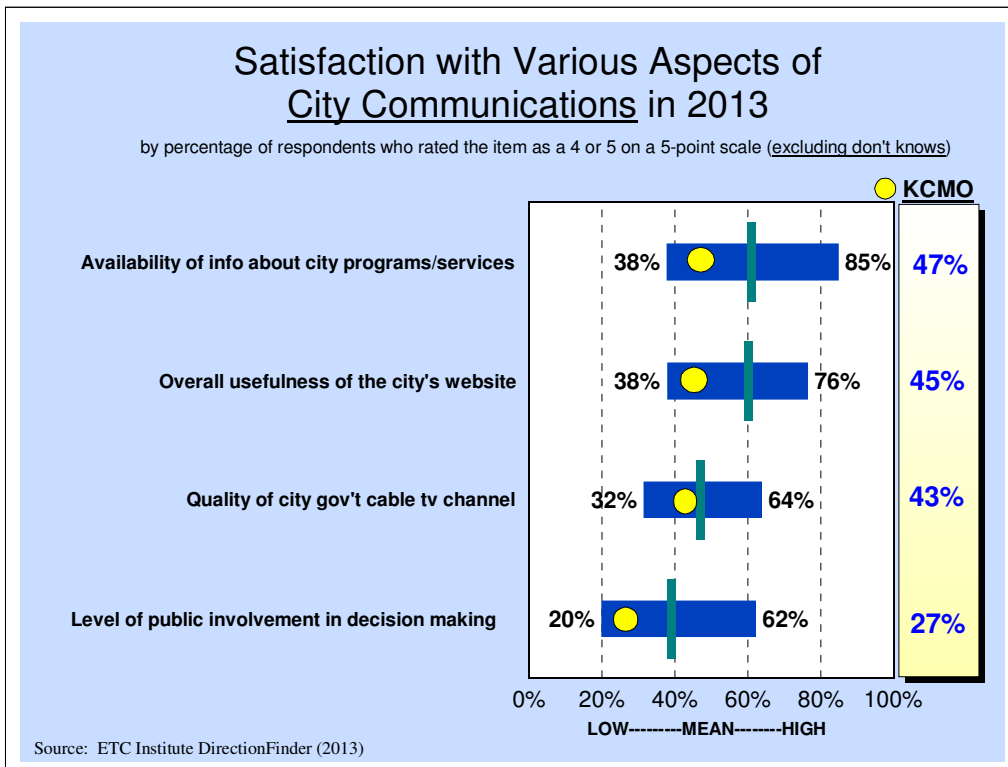
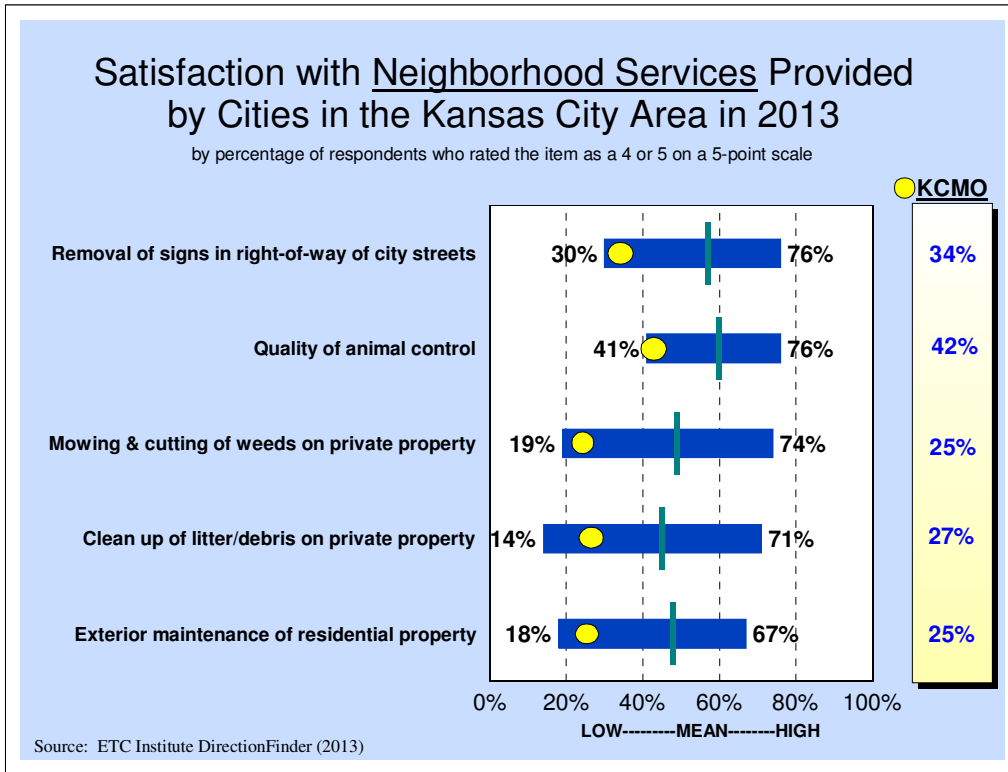
Overall Ratings Residents Have of the City in Which They Live in 2013

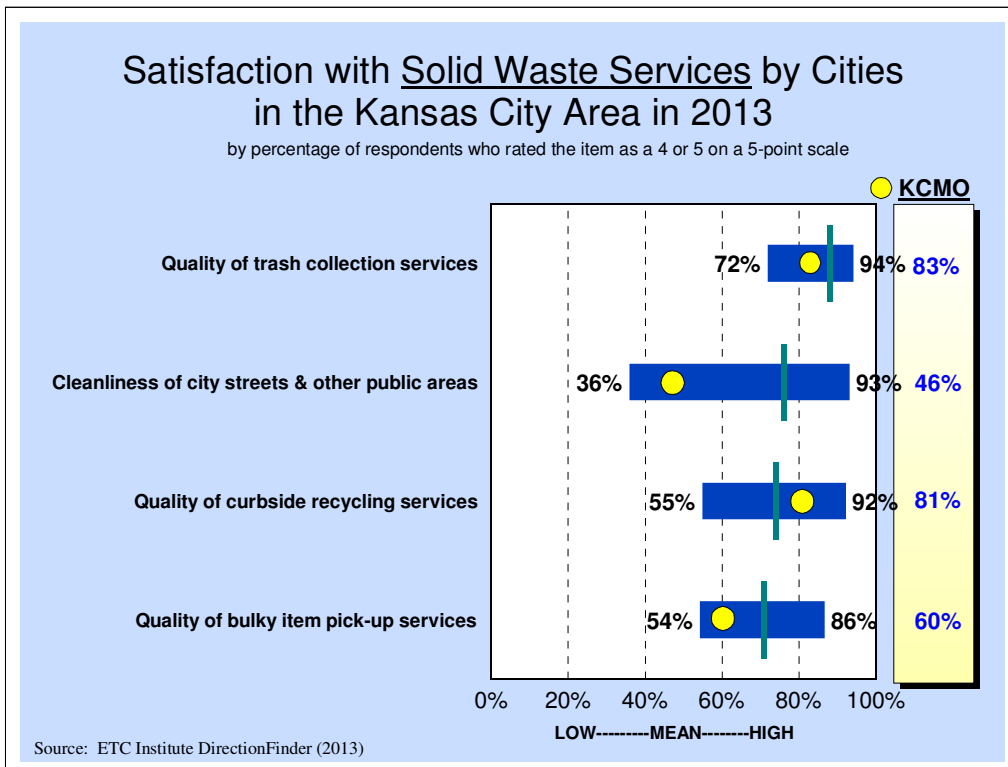
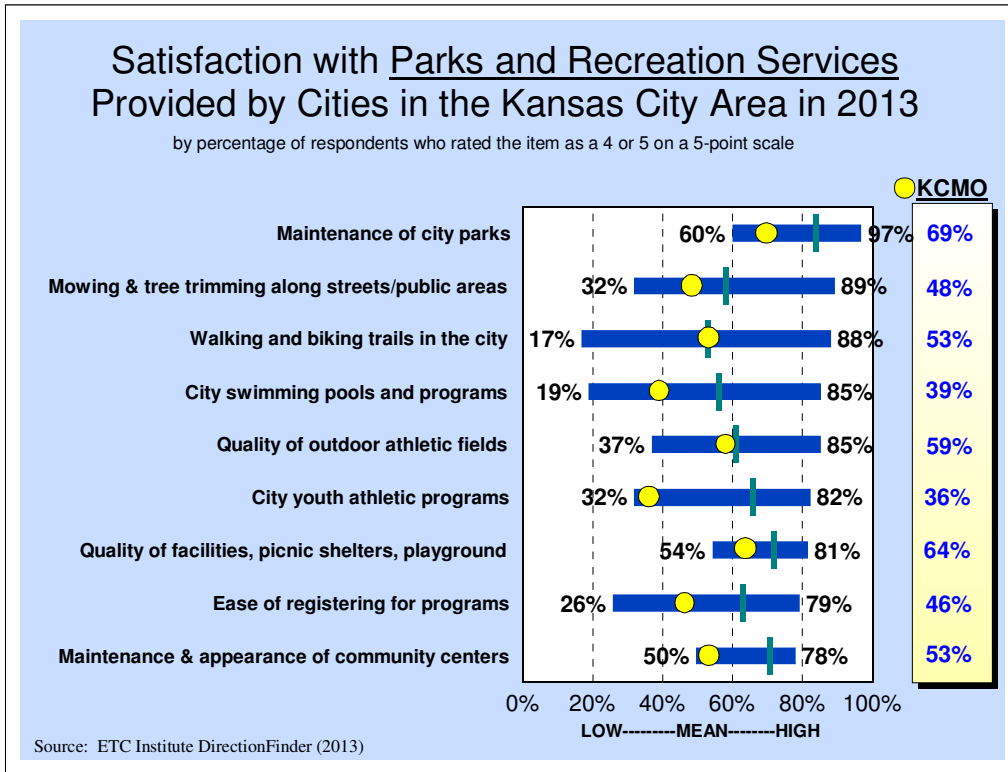
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale











Section 4:
Tabular Data

ASKED ALL YEAR

Q1. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor", please rate Kansas City, Missouri, with regard to each of the following:

(N=4108)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1a As a place to live	20.7%	54.1%	16.3%	6.4%	2.0%	0.6%
Q1b A place to raise children	14.1%	37.2%	20.6%	14.9%	7.0%	6.2%
Q1c As a place to work	16.2%	46.5%	22.4%	8.0%	3.3%	3.6%

Without Don't Know

Q1. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor", please rate Kansas City, Missouri, with regard to each of the following: (without "Don't Know")

(N=4108)

	Excellent	Good	Neutral	Below average	Poor
Q1a As a place to live	20.8%	54.4%	16.4%	6.4%	2.0%
Q1b A place to raise children	15.0%	39.6%	22.0%	15.8%	7.5%
Q1c As a place to work	16.8%	48.2%	23.3%	8.3%	3.4%

ASKED ALL YEAR

Q2. Please rate your satisfaction with the following items that may influence your perceptions of the City of Kansas City, Missouri:

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q2a. Overall quality of services provided by the City	7.3%	44.0%	28.6%	14.7%	4.0%	1.5%
Q2b. Overall value that you receive for your City tax dollars and fees	5.0%	29.3%	32.2%	21.5%	9.3%	2.7%
Q2c. Overall image of the City	10.2%	42.3%	29.7%	13.2%	3.3%	1.3%
Q2d. Overall quality of life in the City	12.2%	48.1%	25.6%	9.7%	3.0%	1.4%
Q2e. Overall feeling of safety in the City	5.8%	32.4%	30.8%	21.0%	9.2%	0.8%
Q2f. How safe you feel in your neighborhood	21.7%	41.2%	20.2%	10.9%	5.4%	0.6%

Without Don't Know

Q2. Please rate your satisfaction with the following items that may influence your perceptions of the City of Kansas City, Missouri: (without "Don't Know")

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q2a. Overall quality of services provided by the City	7.4%	44.7%	29.0%	14.9%	4.0%
Q2b. Overall value that you receive for your City tax dollars and fees	5.1%	30.1%	33.1%	22.1%	9.6%
Q2c. Overall image of the City	10.4%	42.8%	30.1%	13.4%	3.3%
Q2d. Overall quality of life in the City	12.4%	48.8%	25.9%	9.8%	3.1%
Q2e. Overall feeling of safety in the City	5.9%	32.6%	31.1%	21.2%	9.2%
Q2f. How safe you feel in your neighborhood	21.8%	41.5%	20.3%	11.0%	5.4%

ASKED ALL YEAR**Q3. Please rate your satisfaction with the overall quality of the following MAJOR CATEGORIES of services provided by the City of Kansas City, Missouri.**

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of police services	14.7%	46.3%	22.9%	8.3%	3.3%	4.6%
Q3b. Overall quality of fire and ambulance services	20.8%	45.4%	17.1%	3.7%	1.2%	11.8%
Q3c. Maintenance city streets/ sidewalks/ infrastructure	4.5%	20.3%	29.0%	30.8%	14.0%	1.4%
Q3d. Overall quality of solid waste services	20.7%	46.6%	17.5%	9.8%	3.7%	1.7%
Q3e. Overall quality of City water utilities	13.3%	42.1%	23.7%	11.7%	7.1%	2.0%
Q3f. Overall quality of neighborhood services	7.6%	33.4%	31.0%	15.2%	7.1%	5.7%
Q3g. City parks and recreation programs and facilities	13.0%	41.3%	27.3%	8.9%	2.7%	6.8%
Q3h. Overall quality of Health Department services	10.1%	30.1%	26.8%	4.4%	1.8%	26.8%
Q3i. Overall quality of airport facilities	26.0%	41.9%	18.2%	4.5%	1.4%	8.1%
Q3j. Overall quality of the city's 311 service	14.2%	31.2%	22.6%	6.6%	3.4%	22.0%
Q3k. Overall quality of municipal court services	6.0%	21.6%	29.9%	6.0%	3.4%	33.0%
Q3l. Customer service you receive from city employees	8.8%	30.5%	32.5%	11.6%	5.8%	10.8%
Q3m. Effectiveness of city communication with the public	6.8%	30.8%	36.3%	14.8%	5.8%	5.5%
Q3n. City's stormwater runoff/ stormwater management system	5.5%	27.2%	30.9%	17.0%	8.6%	10.7%
Q3o. Quality public transportation	6.5%	22.5%	27.1%	15.3%	8.0%	20.6%

ASKED ALL YEAR

Without Don't Know

Q3. Please rate your satisfaction with the overall quality of the following MAJOR CATEGORIES of services provided by the City of Kansas City, Missouri. (without "Don't Know")

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of police services	15.4%	48.5%	24.0%	8.7%	3.5%
Q3b. Overall quality of fire and ambulance services	23.6%	51.5%	19.4%	4.1%	1.4%
Q3c. Maintenance city streets/sidewalks/ infrastructure	4.5%	20.6%	29.4%	31.3%	14.2%
Q3d. Overall quality of solid waste services	21.1%	47.4%	17.8%	10.0%	3.8%
Q3e. Overall quality of City water utilities	13.6%	43.0%	24.2%	11.9%	7.3%
Q3f. Overall quality of neighborhood services	8.0%	35.4%	32.9%	16.1%	7.6%
Q3g. City parks and recreation programs and facilities	13.9%	44.3%	29.3%	9.6%	2.9%
Q3h. Overall quality of Health Department services	13.8%	41.2%	36.6%	6.0%	2.4%
Q3i. Overall quality of airport facilities	28.2%	45.6%	19.8%	4.9%	1.6%
Q3j. Overall quality of the city's 311 service	18.2%	40.0%	29.0%	8.4%	4.4%
Q3k. Overall quality of municipal court services	8.9%	32.3%	44.7%	9.0%	5.1%
Q3l. Customer service you receive from city employees	9.9%	34.2%	36.5%	13.0%	6.5%
Q3m. Effectiveness of city communication with the public	7.2%	32.6%	38.4%	15.6%	6.1%
Q3n. City's stormwater runoff/stormwater management system	6.2%	30.5%	34.6%	19.1%	9.6%
Q3o Quality public transportation	8.1%	28.4%	34.2%	19.3%	10.1%

ASKED ALL YEAR

Q4. Which THREE of the Major Categories of City services listed do you think are most important for the City to provide?

<u>Q4 1st choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	1075	26.2 %
Overall quality of fire and ambulance services	167	4.1 %
Maintenance streets/sidewalks/ infrastructure	1018	24.8 %
Overall quality of solid waste services	86	2.1 %
Overall quality of City water utilities	197	4.8 %
Overall quality of neighborhood services	159	3.9 %
Parks and recreation programs and facilities	48	1.2 %
Overall quality of Health Department services	41	1.0 %
Overall quality of airport facilities	30	0.7 %
Overall quality of the city's 311 service	31	0.8 %
Overall quality of municipal court services	8	0.2 %
Customer service you receive from employees	64	1.6 %
Effectiveness of communication with public	52	1.3 %
Stormwater runoff/stormwater system	152	3.7 %
Overall quality of public transportation	296	7.2 %
<u>None chosen</u>	<u>684</u>	<u>16.7 %</u>
Total	4108	100.0 %

Q4. Which THREE of the Major Categories of City services listed do you think are most important for the City to provide?

<u>Q4 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	367	8.9 %
Overall quality of fire and ambulance services	623	15.2 %
Maintenance streets/sidewalks/ infrastructure	617	15.0 %
Overall quality of solid waste services	175	4.3 %
Overall quality of City water utilities	255	6.2 %
Overall quality of neighborhood services	301	7.3 %
Parks and recreation programs and facilities	158	3.8 %
Overall quality of Health Department services	56	1.4 %
Overall quality of airport facilities	60	1.5 %
Overall quality of the city's 311 service	57	1.4 %
Overall quality of municipal court services	37	0.9 %
Customer service you receive from employees	102	2.5 %
Effectiveness of communication with public	91	2.2 %
Stormwater runoff/stormwater system	179	4.4 %
Overall quality of public transportation	219	5.3 %
<u>None chosen</u>	<u>811</u>	<u>19.7 %</u>
Total	4108	100.0 %

ASKED ALL YEAR

Q4. Which THREE of the Major Categories of City services listed do you think are most important for the City to provide?

<u>Q4 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	264	6.4 %
Overall quality of fire and ambulance services	187	4.6 %
Maintenance streets/sidewalks/ infrastructure	563	13.7 %
Overall quality of solid waste services	189	4.6 %
Overall quality of City water utilities	217	5.3 %
Overall quality of neighborhood services	270	6.6 %
Parks and recreation programs and facilities	204	5.0 %
Overall quality of Health Department services	109	2.7 %
Overall quality of airport facilities	79	1.9 %
Overall quality of the city's 311 service	70	1.7 %
Overall quality of municipal court services	35	0.9 %
Customer service you receive from employees	170	4.1 %
Effectiveness of communication with public	192	4.7 %
Stormwater runoff/stormwater system	215	5.2 %
Overall quality of public transportation	268	6.5 %
<u>None chosen</u>	<u>1076</u>	<u>26.2 %</u>
Total	4108	100.0 %

Q4. Which THREE of the Major Categories of City services listed do you think are most important for the City to provide? (Sum of top 3 choices)

<u>Q4 Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	1706	41.5 %
Overall quality of fire and ambulance services	977	23.8 %
Maintenance streets/sidewalks/ infrastructure	2198	53.5 %
Overall quality of solid waste services	450	11.0 %
Overall quality of City water utilities	669	16.3 %
Overall quality of neighborhood services	730	17.8 %
Parks and recreation programs and facilities	410	10.0 %
Overall quality of Health Department services	206	5.0 %
Overall quality of airport facilities	169	4.1 %
Overall quality of the city's 311 service	158	3.8 %
Overall quality of municipal court services	80	1.9 %
Customer service you receive from employees	336	8.2 %
Effectiveness of communication with public	335	8.2 %
Stormwater runoff/stormwater system	546	13.3 %
Overall quality of public transportation	783	19.1 %
<u>None chosen</u>	<u>918</u>	<u>22.3 %</u>
Total	10671	

ASKED ALL YEAR

Q5. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Effectiveness of local police protection	13.7%	44.3%	23.7%	8.6%	3.3%	6.4%
Q5b. The visibility of police in neighborhoods	11.7%	34.5%	27.5%	17.7%	5.5%	3.1%
Q5c. The city's overall efforts to prevent crime	7.8%	31.1%	31.4%	17.3%	7.1%	5.4%
Q5d. Enforcement of local traffic laws	9.8%	38.8%	29.1%	10.6%	5.9%	5.7%
Q5e. Parking enforcement services	7.9%	31.0%	31.7%	7.3%	4.2%	17.9%
Q5f. How quickly police respond to emergencies	10.7%	31.0%	23.7%	9.5%	5.6%	19.5%

Without Don't Know

Q5. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Effectiveness of local police protection	14.6%	47.4%	25.3%	9.2%	3.5%
Q5b. The visibility of police in neighborhoods	12.0%	35.6%	28.4%	18.3%	5.6%
Q5c. The city's overall efforts to prevent crime	8.2%	32.9%	33.2%	18.3%	7.5%
Q5d. Enforcement of local traffic laws	10.4%	41.1%	30.9%	11.3%	6.3%
Q5e. Parking enforcement services	9.6%	37.8%	38.6%	8.8%	5.1%
Q5f. How quickly police respond to emergencies	13.2%	38.6%	29.5%	11.8%	6.9%

ASKED ALL YEAR

Q6. Which TWO of the Police Services listed above do you think are most important for the City to provide?

Q6 1 st choice	Number	Percent
Effectiveness of local police protection	723	17.6 %
The visibility of police in neighborhoods	790	19.2 %
The city's overall efforts to prevent crime	1010	24.6 %
Enforcement of local traffic laws	159	3.9 %
Parking enforcement services	61	1.5 %
How quickly police respond to emergencies	797	19.4 %
None selected	568	13.8 %
Total	4108	100.0 %

Q6. Which TWO of the Police Services listed above do you think are most important for the City to provide?

Q6 2 nd choice	Number	Percent
Effectiveness of local police protection	641	15.6 %
The visibility of police in neighborhoods	826	20.1 %
The city's overall efforts to prevent crime	849	20.7 %
Enforcement of local traffic laws	230	5.6 %
Parking enforcement services	91	2.2 %
How quickly police respond to emergencies	745	18.1 %
None selected	726	17.7 %
Total	4108	100.0 %

Q6. Which TWO of the Police Services listed above do you think are most important for the City to provide? (Sum of top 2 choices)

Q6 Sum of top 2 choices	Number	Percent
Effectiveness of local police protection	1364	33.2 %
The visibility of police in neighborhoods	1616	39.3 %
The city's overall efforts to prevent crime	1859	45.3 %
Enforcement of local traffic laws	389	9.5 %
Parking enforcement services	152	3.7 %
How quickly police respond to emergencies	1542	37.5 %
None selected	701	17.1 %
Total	7623	

ASKED ALL YEAR

Q7. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Local fire protection and rescue services	23.4%	41.4%	13.9%	1.4%	0.8%	19.2%
Q7b. How quickly fire and rescue personnel respond	23.2%	36.2%	14.4%	1.9%	0.9%	23.3%
Q7c. Quality of local ambulance service	17.8%	31.9%	18.4%	2.9%	1.4%	27.6%
Q7d. How quickly ambulance personnel respond	17.8%	31.2%	17.4%	3.4%	1.5%	28.6%

Without Don't Know

Q7. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Local fire protection and rescue services	28.9%	51.2%	17.1%	1.8%	0.9%
Q7b. How quickly fire and rescue personnel respond	30.3%	47.2%	18.8%	2.5%	1.2%
Q7c. Quality of local ambulance service	24.5%	44.1%	25.5%	4.0%	2.0%
Q7d. How quickly ambulance personnel respond	24.9%	43.7%	24.4%	4.8%	2.1%

ASKED ALL YEAR

Q8. Which TWO of the Fire and Emergency Medical Services listed above do you think are most important for the City to provide?

<u>Q8 1st choice</u>	<u>Number</u>	<u>Percent</u>
Local fire protection and rescue services	977	23.8 %
How quickly fire and rescue personnel	1068	26.0 %
Quality of local ambulance service	364	8.9 %
How quickly ambulance personnel respond	671	16.3 %
None selected	1028	25.0 %
Total	4108	100.0 %

Q8. Which TWO of the Fire and Emergency Medical Services listed above do you think are most important for the City to provide?

<u>Q8 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Local fire protection and rescue services	353	8.6 %
How quickly fire and rescue personnel	800	19.5 %
Quality of local ambulance service	642	15.6 %
How quickly ambulance personnel respond	1171	28.5 %
None selected	1142	27.8 %
Total	4108	100.0 %

Q8. Which TWO of the Fire and Emergency Medical Services listed above do you think are most important for the City to provide? (Sum of top 2 choices)

<u>Q8 Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Local fire protection and rescue services	1330	32.4 %
How quickly fire and rescue personnel	1868	45.5 %
Quality of local ambulance service	1006	24.5 %
How quickly ambulance personnel respond	1842	44.8 %
None selected	1224	29.8 %
Total	7270	

ASKED ALL YEAR

Q9. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Maintenance of city streets	3.4%	23.0%	28.6%	29.7%	13.4%	1.9%
Q9b. Maintenance of streets in your neighborhood	6.8%	33.1%	23.8%	22.3%	12.8%	1.3%
Q9c. Condition of sidewalks in the city	3.4%	19.2%	32.2%	27.5%	12.1%	5.7%
Q9d. Condition of sidewalks in your neighborhood	7.9%	26.7%	21.9%	20.4%	16.7%	6.4%
Q9e. Maintenance of street signs and traffic signals	9.4%	44.0%	28.6%	9.6%	5.6%	2.8%
Q9f. Snow removal on major city streets during the past 12 months	14.1%	42.4%	21.2%	9.8%	8.1%	4.4%
Q9g. Snow removal on residential streets during the past 12 months	9.7%	28.0%	21.6%	19.9%	16.1%	4.7%
Q9h. Adequacy of city street lighting	14.0%	46.2%	24.0%	9.4%	4.1%	2.2%
Q9i. Accessibility of city streets for people with disabilities	7.6%	26.9%	27.1%	9.7%	6.5%	22.2%

ASKED ALL YEAR

Without Don't Know

Q9. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Maintenance of city streets	3.5%	23.4%	29.1%	30.2%	13.7%
Q9b. Maintenance of streets in your neighborhood	6.9%	33.5%	24.1%	22.6%	13.0%
Q9c. Condition of sidewalks in the city	3.6%	20.3%	34.1%	29.2%	12.9%
Q9d. Condition of sidewalks in your neighborhood	8.4%	28.5%	23.4%	21.8%	17.8%
Q9e. Maintenance of street signs and traffic signals	9.6%	45.3%	29.4%	9.9%	5.8%
Q9f. Snow removal on major city streets during the past 12 months	14.7%	44.4%	22.1%	10.3%	8.5%
Q9g. Snow removal on residential streets during the past 12 months	10.2%	29.4%	22.7%	20.9%	16.9%
Q9h. Adequacy of city street lighting	14.3%	47.3%	24.5%	9.7%	4.2%
Q9i. Accessibility of city streets for people With disabilities	9.8%	34.6%	34.9%	12.4%	8.3%

ASKED ALL YEAR

Q10. Which TWO of the Street, Sidewalk, and Infrastructure Services listed above do you think are most important for the City to provide?

Q10 1 st choice	Number	Percent
Maintenance of city streets	1488	36.2 %
Maintenance of streets in your neighborhood	354	8.6 %
Condition of sidewalks in the city	235	5.7 %
Condition of sidewalks in your neighborhood	279	6.8 %
Maintenance of street signs and traffic signals	99	2.4 %
Snow removal on city streets during the past 12 months	264	6.4 %
Snow removal on residential streets during the past 12 months	406	9.9 %
Adequacy of city street lighting	153	3.7 %
Accessibility of city streets for people with disabilities	337	8.2 %
None chosen	493	12.0 %
Total	4108	100.0 %

Q10. Which TWO of the Street, Sidewalk, and Infrastructure Services listed above do you think are most important for the City to provide?

Q10 2 nd choice	Number	Percent
Maintenance of city streets	488	11.9 %
Maintenance of streets in your neighborhood	355	8.6 %
Condition of sidewalks in the city	558	13.6 %
Condition of sidewalks in your neighborhood	329	8.0 %
Maintenance of street signs and traffic signals	230	5.6 %
Snow removal on city streets during the past 12 months	352	8.6 %
Snow removal on residential streets during the past 12 months	570	13.9 %
Adequacy of city street lighting	255	6.2 %
Accessibility of city streets for people with disabilities	300	7.3 %
None chosen	671	16.3 %
Total	4108	100.0 %

Q10. Which TWO of the Street, Sidewalk, and Infrastructure Services listed above do you think are most important for the City to provide? (Sum of top 2 choices)

Q10 Sum of top 2 choices	Number	Percent
Maintenance of city streets	1976	48.1 %
Maintenance of streets in your neighborhood	709	17.3 %
Condition of sidewalks in the city	793	19.3 %
Condition of sidewalks in your neighborhood	608	14.8 %
Maintenance of street signs and traffic signals	329	8.0 %
Snow removal on city streets during the past 12 months	616	15.0 %
Snow removal on residential streets during the past 12 months	976	23.8 %
Adequacy of city street lighting	408	9.9 %
Accessibility of city streets for people with disabilities	637	15.5 %
None chosen	598	14.6 %
Total	7650	

ASKED ALL YEAR**Q11. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:**

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Clean-up of litter and debris on private property	4.0%	18.9%	27.4%	22.6%	12.9%	14.2%
Q11b. Mowing and cutting of weeds on private property	3.7%	17.6%	27.7%	23.4%	13.4%	14.2%
Q11c. Exterior maintenance of residential property	3.5%	18.0%	31.0%	21.8%	11.6%	14.1%
Q11d. Exterior maintenance of residential property in neighborhoods	7.3%	28.6%	25.8%	16.1%	11.4%	10.7%
Q11e. Removal of signs in the right of way of city streets	4.8%	21.4%	34.2%	11.6%	5.6%	22.4%
Q11f. City efforts to clean-up illegal dumping sites	3.7%	16.4%	27.7%	18.5%	10.3%	23.4%
Q11g. Timeliness of the removal of abandoned cars from public property	4.2%	17.4%	29.8%	10.7%	7.0%	30.9%
Q11h. Enforcing property maintenance of vacant structures	2.7%	11.5%	24.0%	22.8%	15.9%	23.1%
Q11i Quality of animal control	6.2%	28.1%	29.7%	9.7%	7.4%	18.9%

ASKED ALL YEAR

Without Don't Know

Q11. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Clean-up of litter and debris on private property	4.7%	22.0%	32.0%	26.3%	15.0%
Q11b. Mowing and cutting of weeds on private property	4.3%	20.5%	32.3%	27.3%	15.7%
Q11c. Exterior maintenance of residential property	4.1%	20.9%	36.1%	25.4%	13.5%
Q11d. Exterior maintenance of residential property in neighborhoods	8.2%	32.0%	28.9%	18.0%	12.8%
Q11e. Removal of signs in the right of way of city streets	6.2%	27.6%	44.0%	14.9%	7.3%
Q11f. City efforts to clean-up illegal dumping sites	4.9%	21.4%	36.1%	24.2%	13.4%
Q11g. Timeliness of the removal of abandoned cars from public property	6.1%	25.2%	43.2%	15.4%	10.1%
Q11h. Enforcing property maintenance of vacant structures	3.5%	14.9%	31.2%	29.6%	20.7%
Q11i Quality of animal control	7.6%	34.7%	36.7%	11.9%	9.1%

ASKED ALL YEAR

Q12. Which TWO of the Neighborhood Services listed above do you think are most important for the City to provide?

Q12 1 st choice	Number	Percent
Clean-up of litter/debris on private property	791	19.3 %
Mowing/cutting of weeds on private property	288	7.0 %
Exterior maintenance of residential property	415	10.1 %
Exterior maintenance of residential property in neighborhoods	336	8.2 %
Removal of signs in the right of way of city streets	91	2.2 %
City efforts to clean-up illegal dumping sites	504	12.3 %
Timeliness of the removal of abandoned cars from public property	66	1.6 %
Enforcing property maintenance of vacant structures	624	15.2 %
Animal Control	267	6.5 %
None chosen	726	17.7 %
Total	4108	100.0 %

Q12. Which TWO of the Neighborhood Services listed above do you think are most important for the City to provide?

Q12 2 nd choice	Number	Percent
Clean-up of litter/debris on private property	388	9.4 %
Mowing/cutting of weeds on private property	500	12.2 %
Exterior maintenance of residential property	385	9.4 %
Exterior maintenance of residential property in neighborhoods	331	8.1 %
Removal of signs in the right of way of city streets	107	2.6 %
City efforts to clean-up illegal dumping sites	452	11.0 %
Timeliness of the removal of abandoned cars from public property	127	3.1 %
Enforcing property maintenance of vacant structures	640	15.6 %
Animal Control	261	6.4 %
None chosen	917	22.3 %
Total	4108	100.0 %

Q12. Which TWO of the Neighborhood Services listed above do you think are most important for the City to provide? (Sum of top 2 choices)

Q12 Sum of top 2 choices	Number	Percent
Clean-up of litter/debris on private property	1179	28.7 %
Mowing/cutting of weeds on private property	788	19.2 %
Exterior maintenance of residential property	800	19.5 %
Exterior maintenance of residential property in neighborhoods	667	16.2 %
Removal of signs in the right of way of city streets	198	4.8 %
City efforts to clean-up illegal dumping sites	956	23.3 %
Timeliness of the removal of abandoned cars from public property	193	4.7 %
Enforcing property maintenance of vacant structures	1264	30.8 %
Animal Control	528	12.9 %
None chosen	895	21.8 %
Total	7468	

ASKED IN 1Q and 3Q

Q13. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2089)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Protecting the public from new or unusual health threats such as anthrax, the H1N1 influenza (“flu”) virus, and any new outbreak.	9.2%	28.7%	26.6%	2.0%	1.3%	32.2%
Q13b. Guarding against food poisoning through restaurant inspections.	8.7%	35.1%	26.1%	6.7%	2.0%	21.4%
Q13c. Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, and swimming pool contamination.	7.3%	30.0%	28.6%	5.8%	2.6%	25.8%
Q13d. Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments.	9.4%	31.5%	26.7%	9.4%	3.9%	19.1%
Q13e. Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, and maternal and child health.	10.9%	38.3%	27.7%	6.6%	2.4%	14.1%
Q13f. Preventing the spread of infectious diseases through childhood vaccination programs, STD/HIV treatment and prevention services, and tuberculosis (TB) and hepatitis control.	11.7%	32.1%	24.9%	3.4%	1.8%	26.0%

ASKED IN 1Q and 3Q

Without Don't Know

Q13. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=2089)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Protecting the public from new or unusual health threats such as anthrax, the H1N1 influenza ("flu") virus, and any new outbreak.	13.5%	42.3%	39.2%	3.0%	2.0%
Q13b. Guarding against food poisoning through restaurant inspections.	11.0%	44.7%	33.3%	8.5%	2.5%
Q13c. Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, and swimming pool contamination.	9.8%	40.4%	38.6%	7.8%	3.5%
Q13d. Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments.	11.7%	38.9%	33.0%	11.6%	4.9%
Q13e. Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, and maternal and child health.	12.7%	44.6%	32.2%	7.6%	2.8%
Q13f. Preventing the spread of infectious diseases through childhood vaccination programs, STD/HIV treatment and prevention services, and tuberculosis (TB) and hepatitis control.	15.8%	43.4%	33.7%	4.7%	2.5%

ASKED IN 1Q and 3Q

Q14. Which TWO of the Health Department Services listed above do you think are most important for the City to provide?

Q14 1 st choice	Number	Percent
Protection from new or unusual health threats	434	20.8 %
Guarding against food poisoning	337	16.1 %
Protecting the public from exposure to environmental risks	180	8.6 %
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	201	9.6 %
Communicating information regarding public health concerns	181	8.7 %
Preventing the spread of infectious diseases	345	16.5 %
None chosen	411	19.7 %
Total	2089	100.0 %

Q14. Which TWO of the Health Department Services listed above do you think are most important for the City to provide?

Q14 2 nd choice	Number	Percent
Protection from new or unusual health threats	232	11.1 %
Guarding against food poisoning	278	13.3 %
Protecting the public from exposure to environmental risks	262	12.5 %
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	205	9.8 %
Communicating information regarding public health concerns	274	13.1 %
Preventing the spread of infectious diseases	368	17.6 %
None chosen	470	22.5 %
Total	2089	100.0 %

Q14. Which TWO of the Health Department Services listed above do you think are most important for the City to provide? (Sum of top 2 choices)

Q14 Sum of top 2 choices	Number	Percent
Protection from new or unusual health threats	666	31.9 %
Guarding against food poisoning	615	29.4 %
Protecting the public from exposure to environmental risks	442	21.2 %
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	406	19.4 %
Communicating information regarding public health concerns	455	21.8 %
Preventing the spread of infectious diseases	713	34.1 %
None chosen	516	24.7 %
Total	3813	

ASKED IN 1Q and 3Q

Q15. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2089)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	9=
Q15a. Ease of utilizing 311 services via phone	17.7%	26.4%	16.3%	5.2%	4.6%	29.8%
Q15b. Ease of utilizing 311 services via web	7.9%	16.0%	19.7%	3.8%	2.4%	50.3%
Q15c. Courtesy and professionalism of 311 calltakers	17.9%	26.2%	17.5%	4.3%	2.7%	31.4%
Q15d. How well your question or issue was resolved via 311	16.3%	23.0%	18.5%	5.8%	6.1%	30.3%

Without Don't Know

Q15. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=2089)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Ease of utilizing 311 services via phone	25.2%	37.7%	23.2%	7.4%	6.6%
Q15b. Ease of utilizing 311 services via web	15.8%	32.1%	39.6%	7.7%	4.8%
Q15c. Courtesy and professionalism of 311 calltakers	26.1%	38.2%	25.5%	6.2%	3.9%
Q15d. How well your question or issue was resolved via 311	23.4%	33.0%	26.6%	8.3%	8.7%

ASKED IN 1Q and 3Q

Q16. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2089)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. The availability of information about city programs and services	8.4%	33.3%	32.4%	11.1%	3.4%	11.4%
Q16b. Overall usefulness of the city's website	5.8%	26.6%	28.7%	7.8%	3.0%	28.1%
Q16c. The level of public involvement in local decision making	3.4%	18.7%	34.7%	16.7%	7.8%	18.8%
Q16d. The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	5.7%	20.2%	26.9%	5.5%	2.3%	39.4%
Q16e. The content in the City's magazine KCMore	4.3%	15.7%	26.0%	2.3%	1.6%	50.0%

ASKED IN 1Q and 3Q

Without Don't Know

Q16. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:(without "Don't Know")

(N=2089)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. The availability of information about city programs and services	9.5%	37.6%	36.5%	12.5%	3.8%
Q16b. Overall usefulness of the city's website	8.1%	37.0%	40.0%	10.8%	4.1%
Q16c. The level of public involvement in local decision making	4.2%	23.0%	42.7%	20.5%	9.6%
Q16d. The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	9.4%	33.3%	44.4%	9.0%	3.9%
Q16e. The content in the City's magazine KCMore	8.6%	31.5%	52.1%	4.6%	3.3%

ASKED IN 1Q and 3Q

Q17. Which TWO of the Communication Services listed above do you think are most important for the City to provide?

<u>Q17 1st choice</u>	<u>Number</u>	<u>Percent</u>
The availability of information about city programs and services	780	37.3 %
Overall usefulness of the city's website	311	14.9 %
The level of public involvement in local decision making	466	22.3 %
The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	92	4.4 %
The content in the City's magazine KCMORE	51	2.4 %
None Chosen	389	18.6 %
Total	2089	100.0 %

Q17. Which TWO of the Communication Services listed above do you think are most important for the City to provide?

<u>Q17 2nd choice</u>	<u>Number</u>	<u>Percent</u>
The availability of information about city programs and services	424	20.3 %
Overall usefulness of the city's website	301	14.4 %
The level of public involvement in local decision making	541	25.9 %
The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	146	7.0 %
The content in the City's magazine KCMORE	138	6.6 %
None Chosen	539	25.8 %
Total	2089	100.0 %

Q17. Which TWO of the Communication Services listed above do you think are most important for the City to provide? (Sum of top 2 choices)

<u>Q17 Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
The availability of information about city programs and services	1204	57.6 %
Overall usefulness of the city's website	612	29.3 %
The level of public involvement in local decision making	1007	48.2 %
The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	238	11.4 %
The content in the City's magazine KCMORE	189	9.0 %
None Chosen	542	25.9 %
Total	3792	

ASKED IN 1Q and 3Q

Q18. Which are your top 2 preferred methods of receiving information from the City?

Q18 Methods receive information	Number	Percent
City website	1073	51.4 %
Text messages to mobile	216	10.3 %
Cable Channel 2	537	25.7 %
Twitter/social media	151	7.2 %
City mag by mail	1013	48.5 %
City mag-email	499	23.9 %
Non chosen	338	16.2 %
Total	3827	

Q19. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in the last year?

Q19 Watched Channel 2	Number	Percent
Yes	851	40.7 %
No	921	44.1 %
Not available on my television	297	14.2 %
Don't know	20	1.0 %
Total	2089	100.0 %

Without Don't Know

Q19. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in the last year? (without "Don't Know")

Q19 Watched Channel 2	Number	Percent
Yes	851	41.1 %
No	921	44.5 %
Not available on my television	297	14.4 %
Total	2069	100.0 %

ASKED IN 2Q AND 4Q

Q13. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2019)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Maintenance of City parks	15.2%	46.4%	21.9%	4.7%	1.3%	10.5%
Q13b. Quality of facilities such as picnic shelters and playgrounds in city parks	12.0%	43.0%	22.9%	6.4%	1.8%	13.8%
Q13c. Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	10.5%	35.6%	25.4%	4.8%	2.2%	21.5%
Q13d. Maintenance of boulevards and parkways	12.2%	46.9%	25.9%	5.5%	1.5%	8.0%
Q13e. Walking and biking trails in the City	10.0%	32.9%	24.1%	10.8%	3.5%	18.8%
Q13f. City swimming pools and programs	5.2%	17.9%	25.2%	8.2%	3.3%	40.1%
Q13g. City youth athletic programs	3.9%	14.7%	23.4%	6.9%	3.2%	48.0%
Q13h. Maintenance and appearance of City community centers	7.9%	29.2%	26.5%	4.4%	1.6%	30.5%
Q13i. Programs and activities at City community centers	6.4%	22.7%	24.7%	5.5%	2.2%	38.6%
Q13j. Ease of registering for programs	6.3%	19.1%	23.8%	4.2%	1.9%	44.6%
Q13k. The reasonableness of fees charged for recreation programs	5.3%	19.9%	23.8%	5.0%	2.8%	43.1%
Q13l. Mowing and tree trimming along city streets and other public areas	7.2%	37.2%	27.6%	14.6%	5.8%	7.6%
Q13m. Quality of communication from Parks and Recreation	5.9%	23.7%	30.8%	7.7%	4.3%	27.5%
Q13n. Quality of customer service from Parks and Recreation employees	6.8%	22.2%	27.7%	5.0%	2.7%	35.6%

ASKED IN 2Q AND 4Q

Without Don't Know

Q13. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=2019)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Maintenance of City parks	17.0%	51.9%	24.5%	5.3%	1.4%
Q13b. Quality of facilities such as picnic shelters and playgrounds in city parks	14.0%	49.9%	26.6%	7.4%	2.1%
Q13c. Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	13.4%	45.3%	32.4%	6.1%	2.8%
Q13d. Maintenance of boulevards and parkways	13.3%	50.9%	28.1%	6.0%	1.7%
Q13e. Walking and biking trails in the City	12.3%	40.5%	29.6%	13.4%	4.3%
Q13f. City swimming pools and programs	8.7%	29.9%	42.1%	13.7%	5.5%
Q13g. City youth athletic programs	7.4%	28.3%	44.9%	13.3%	6.1%
Q13h. Maintenance and appearance of City community centers	11.3%	42.0%	38.1%	6.3%	2.3%
Q13i. Programs and activities at City community centers	10.5%	36.9%	40.2%	8.9%	3.5%
Q13j. Ease of registering for programs	11.4%	34.5%	43.0%	7.5%	3.5%
Q13k. The reasonableness of fees charged for recreation programs	9.3%	35.0%	41.9%	8.8%	5.0%
Q13l. Mowing and tree trimming along city streets and other public areas	7.8%	40.3%	29.8%	15.8%	6.3%
Q13m. Quality of communication from Parks and Recreation	8.1%	32.7%	42.5%	10.7%	5.9%
Q13n. Quality of customer service from Parks and Recreation employees	10.6%	34.5%	43.0%	7.7%	4.2%

ASKED IN 2Q AND 4Q

Q14. Which TWO of the Parks and Recreation Services listed above do you think are most important for the City to provide?

Q14 1 st choice	Number	Percent
Maintenance of City parks	334	16.5 %
Quality of facilities/picnic shelters/playgrounds in city parks	73	3.6 %
Quality of outdoor athletic fields	51	2.5 %
Maintenance of boulevards and parkways	141	7.0 %
Walking and biking trails in the City	199	9.9 %
City swimming pools and programs	60	3.0 %
The city's youth athletic programs	163	8.1 %
Maintenance/appearance of City community centers	60	3.0 %
Programs and activities at City community centers	59	2.9 %
Ease of registering for programs	25	1.2 %
Reasonableness of fees charged for recreation programs	95	4.7 %
Mowing/tree trimming along city streets	252	12.5 %
Communication from Parks and Recreation	48	2.4 %
Customer service from Parks and Recreation employees	107	5.3 %
None chosen	352	17.4 %
Total	2019	100.0 %

Q14. Which TWO of the Parks and Recreation Services listed above do you think are most important for the City to provide?

Q14 2 nd choice	Number	Percent
Maintenance of City parks	147	7.3 %
Quality of facilities/picnic shelters/playgrounds in city parks	140	6.9 %
Quality of outdoor athletic fields	71	3.5 %
Maintenance of boulevards and parkways	161	8.0 %
Walking and biking trails in the City	129	6.4 %
City swimming pools and programs	83	4.1 %
The city's youth athletic programs	112	5.5 %
Maintenance/appearance of City community centers	58	2.9 %
Programs and activities at City community centers	105	5.2 %
Ease of registering for programs	49	2.4 %
Reasonableness of fees charged for recreation programs	97	4.8 %
Mowing/tree trimming along city streets	167	8.3 %
Communication from Parks and Recreation	57	2.8 %
Customer service from Parks and Recreation employees	154	7.6 %
None chosen	489	24.2 %
Total	2019	100.0 %

ASKED IN 2Q AND 4Q

Q14. Which TWO of the Parks and Recreation Services listed above do you think are most important for the City to provide? (Sum of top 2 choices)

<u>Q14 Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	481	23.8 %
Quality of facilities/picnic shelters/playgrounds in city parks	213	10.5 %
Quality of outdoor athletic fields	122	6.0 %
Maintenance of boulevards and parkways	302	15.0 %
Walking and biking trails in the City	328	16.2 %
City swimming pools and programs	143	7.1 %
The city's youth athletic programs	275	13.6 %
Maintenance/appearance of City community centers	118	5.8 %
Programs and activities at City community centers	164	8.1 %
Ease of registering for programs	74	3.7 %
Reasonableness of fees charged for recreation programs	192	9.5 %
Mowing/tree trimming along city streets	419	20.8 %
Communication from Parks and Recreation	105	5.2 %
Customer service from Parks and Recreation employees	261	12.9 %
<u>None chosen</u>	<u>352</u>	<u>17.4 %</u>
Total	3549	

ASKED IN 2Q AND 4Q

Q15. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2019)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Overall quality of trash collection services	30.7%	49.6%	10.0%	4.8%	2.1%	2.9%
Q15b. Overall quality of curbside recycling services	31.4%	46.3%	11.0%	4.9%	2.0%	4.4%
Q15c. Overall quality of bulky item pick-up services	20.3%	32.6%	19.0%	11.4%	4.7%	12.1%
Q15d. Overall quality of leaf and brush pick-up services	15.7%	27.9%	21.2%	14.5%	7.6%	13.1%
Q15e. Overall cleanliness of city streets and other public areas	9.6%	35.2%	31.0%	15.4%	5.9%	3.0%

Without Don't Know

Q15. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=2019)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Overall quality of trash collection services	31.6%	51.1%	10.3%	4.9%	2.1%
Q15b. Overall quality of curbside recycling services	32.8%	48.4%	11.6%	5.1%	2.1%
Q15c. Overall quality of bulky item pick-up services	23.0%	37.1%	21.6%	13.0%	5.3%
Q15d. Overall quality of leaf and brush pick-up services	18.0%	32.1%	24.4%	16.7%	8.8%
Q15e. Overall cleanliness of city streets and other public areas	9.9%	36.2%	31.9%	15.9%	6.1%

ASKED IN 2Q AND 4Q

Q16. Which TWO of the Solid Waste Services listed above do you think are most important for the City to provide?

Q16. 1 st choice	Number	Percent
Overall quality of trash collection services	328	16.2 %
Overall quality of curbside recycling services	151	7.5 %
Overall quality of bulky item pick-up services	286	14.2 %
Overall quality of leaf and brush pick-up services	325	16.1 %
Cleanliness of city streets and other public areas	557	27.6 %
None chosen	372	18.4 %
Total	2019	100.0 %

Q16. Which TWO of the Solid Waste Services listed above do you think are most important for the City to provide?

Q16. 2 nd choice	Number	Percent
Overall quality of trash collection services	152	7.5 %
Overall quality of curbside recycling services	230	11.4 %
Overall quality of bulky item pick-up services	283	14.0 %
Overall quality of leaf and brush pick-up services	348	17.2 %
Cleanliness of city streets and other public areas	411	20.4 %
None chosen	595	29.5 %
Total	2019	100.0 %

Q16. Which TWO of the Solid Waste Services listed above do you think are most important for the City to provide? (Sum of top 2 choices)

Q16. Sum of top 2 choices	Number	Percent
Overall quality of trash collection services	480	23.8 %
Overall quality of curbside recycling services	381	18.9 %
Overall quality of bulky item pick-up services	569	28.2 %
Overall quality of leaf and brush pick-up services	673	33.3 %
Cleanliness of city streets and other public areas	968	47.9 %
None chosen	474	23.5 %
Total	3545	

ASKED IN 2Q AND 4Q

Q17. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2019)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Ease of moving through airport security	28.5%	35.4%	14.7%	4.9%	2.3%	14.2%
Q17b. Availability of parking	27.4%	37.3%	14.2%	5.4%	2.5%	13.1%
Q17c. Price of parking	16.1%	28.7%	21.0%	14.1%	5.6%	14.5%
Q17d. Helpfulness of signs and other directions	22.6%	41.8%	18.3%	3.8%	1.2%	12.3%
Q17e. Food, beverage, and other concessions	9.8%	24.4%	25.2%	16.8%	7.4%	16.5%
Q17f. Cleanliness of facilities	25.3%	42.6%	16.3%	2.5%	0.8%	12.5%

Without Don't Know

Q17. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=2019)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Ease of moving through airport security	33.2%	41.3%	17.1%	5.7%	2.7%
Q17b. Availability of parking	31.6%	42.9%	16.4%	6.3%	2.9%
Q17c. Price of parking	18.8%	33.6%	24.6%	16.5%	6.5%
Q17d. Helpfulness of signs and other directions	25.8%	47.6%	20.9%	4.3%	1.4%
Q17e. Food, beverage, and other concessions	11.7%	29.2%	30.2%	20.1%	8.8%
Q17f. Cleanliness of facilities	28.9%	48.7%	18.6%	2.8%	1.0%

ASKED IN 2Q AND 4Q

Q18. Which TWO of the Airport Services listed above do you think are most important for the City to provide?

Q18 1 st choice	Number	Percent
Ease of moving through airport security	449	22.2 %
Availability of parking	181	9.0 %
Price of parking	323	16.0 %
Helpfulness of signs and other directions	88	4.4 %
Food, beverage, and other concessions	330	16.3 %
Cleanliness of facilities	84	4.2 %
None chosen	564	27.9 %
Total	2019	100.0 %

Q18. Which TWO of the Airport Services listed above do you think are most important for the City to provide?

Q18 2 nd choice	Number	Percent
Ease of moving through airport security	139	6.9 %
Availability of parking	209	10.4 %
Price of parking	301	14.9 %
Helpfulness of signs and other directions	154	7.6 %
Food, beverage, and other concessions	278	13.8 %
Cleanliness of facilities	202	10.0 %
None chosen	736	36.5 %
Total	2019	100.0 %

Q18. Which TWO of the Airport Services listed above do you think are most important for the City to provide? (Sum of top 2 choices)

Q18 Sum of top 2 choices	Number	Percent
Ease of moving through airport security	588	29.1 %
Availability of parking	390	19.3 %
Price of parking	624	30.9 %
Helpfulness of signs and other directions	242	12.0 %
Food, beverage, and other concessions	608	30.1 %
Cleanliness of facilities	286	14.2 %
None chosen	687	34.0 %
Total	3425	

ASKED IN 2Q AND 4Q

Q19. Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri:

(N=2019)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Overall quality of leadership provided by the city's elected officials	10.8%	36.1%	30.0%	10.5%	5.4%	7.1%
Q19b. Overall effectiveness of the city manager and appointed staff	9.4%	31.7%	30.7%	10.5%	4.9%	12.9%
Q19c. How ethically the city conducts business	8.4%	26.3%	31.0%	12.1%	6.3%	15.8%

Without Don't Know

Q19. Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri: (without "Don't Know")

(N=2019)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Overall quality of leadership provided by the city's elected officials	11.7%	38.8%	32.3%	11.4%	5.9%
Q19b. Overall effectiveness of the city manager and appointed staff	10.8%	36.5%	35.2%	12.0%	5.6%
Q19c. How ethically the city conducts business	9.9%	31.3%	36.8%	14.4%	7.5%

ASKED ALL YEAR

Q20. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20a. Condition of catch basins (storm drains) in your neighborhood	9.4%	35.6%	22.7%	15.3%	7.5%	9.5%
Q20b. Timeliness of water/sewer line break repairs	6.1%	24.9%	24.6%	16.7%	10.3%	17.4%
Q20c. Quality of Water Services customer service	9.7%	30.2%	27.1%	10.2%	7.6%	15.1%

Without Don't Know

Q20. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "Don't Know")

(N=4108)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a. Condition of catch basins (storm drains) in your neighborhood	10.4%	39.3%	25.1%	16.9%	8.2%
Q20b. Timeliness of water/sewer line break repairs	7.4%	30.1%	29.8%	20.3%	12.4%
Q20c. Quality of Water Services customer service	11.5%	35.6%	32.0%	12.0%	8.9%

ASKED ALL YEAR**Q21. Please answer the following questions by circling YES or NO.**

(N=4108)

	Yes	No	Don't Know
Q21a. Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?	12.6%	86.9%	0.6%
Q21b. Have any members of your household used the Kansas City, Missouri, ambulance service in the last year?	14.2%	85.2%	0.6%
Q21c. Have you or anyone in your household contacted the city's 311 Action Center in the last year?	53.4%	45.8%	0.8%
Q21d. Have you visited the city's website (www.kcmo.org < http://www.kcmo.org >) in the last year?	57.0%	42.4%	0.6%
Q21e. Have you used the bulky item pick-up service in the last year?	43.8%	55.7%	0.6%
Q21f. Have you visited a Kansas City, Missouri, community center in the last year?	29.3%	70.1%	0.6%
Q21g. Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	78.6%	20.8%	0.6%
Q21h. Have you used public transportation in the last year?	26.3%	73.1%	0.6%
Q21i. Have any members of your household attended or watched any Kansas City, Missouri public meeting in the last year?	32.4%	66.9%	0.6%
Q21j. Do you have regular access to the internet at home or work?	82.9%	16.6%	0.5%
Q21k. Have you had contact with the Municipal Court in the last year?	21.6%	77.9%	0.5%
Q21l. Have you visited Kansas City International Airport in the last year?	74.8%	24.7%	0.5%
Q21m. Have you contacted Water Services regarding your account in the last year?	36.9%	62.6%	0.6%
Q21n. Did you vote in any Kansas City, Missouri, municipal election during the last TWO years?	85.3%	14.1%	0.6%

ASKED ALL YEAR

Q22. How often does your household use the city's curbside recycling services?

Q22. How often use curbside recycling services	Number	Percent
Weekly	3252	79.1 %
Bi-weekly	196	4.8 %
Monthly	105	2.6 %
Never	305	7.4 %
Not available at my residence	221	5.4 %
Not provided	29	0.7 %
Total	4108	100.0 %

Excluding Respondents Who Did Not Have the Service Available And Not Provided Responses

Q22. How often does your household use the city's curbside recycling services? (without "Not Provided")

Q22. How often use curbside recycling services	Number	Percent
None	11	0.3 %
Weekly	3252	84.3 %
Bi-weekly	196	5.1 %
Monthly	105	2.7 %
Never	294	7.6 %
Total	3858	100.0 %

ASKED ALL YEAR

Q23. Do you think you will be living in Kansas City, Missouri, five years from now?

Q23 Live here in 5 years	Number	Percent
Yes	3379	82.3 %
No	607	14.8 %
Not provided	122	3.0 %
Total	4108	100.0 %

Q24. Do you own or rent your current residence?

Q24 Own or rent	Number	Percent
Own	3377	82.2 %
Rent	707	17.2 %
Not provided	24	0.6 %
Total	4108	100.0 %

Q25. Approximately how many years have you lived in Kansas City, Missouri?

Q25 Years lived in KCMO	Number	Percent
1 to 2 years	141	3.4 %
3 to 5 years	273	6.6 %
6 to 10 years	485	11.8 %
11 to 15 years	433	10.5 %
16 to 20 years	358	8.7 %
21 to 30 years	717	17.5 %
31+ years	1662	40.5 %
Not provided	39	0.9 %
Total	4108	100.0 %

Q26. Which of the following best describes your race/ethnicity?

Q26 Race	Number	Percent
Asian/Pacific Islander	67	1.6 %
White	2670	65.0 %
American Indian/Eskimo	81	2.0 %
Black/African American	1107	26.9 %
Other	229	5.6 %
Not provided	96	2.3 %
Total	4250	

ASKED ALL YEAR

Q26. Other Race

Q26 Other	Number	Percent
Hispanic	93	40.6 %
Not provided	55	24.0 %
Mexican American	10	4.4 %
Mixed	8	3.5 %
Mexican	7	3.1 %
Latino	7	3.1 %
Hispanic	5	2.2 %
Italian	2	0.9 %
Mexican	2	0.9 %
Irish	2	0.9 %
European American	2	0.9 %
Greek	1	0.4 %
Mexican American	1	0.4 %
American Hispanic	1	0.4 %
Irish American	1	0.4 %
Spanish	1	0.4 %
Hispanic/Latino	1	0.4 %
Hebrew Israelite	1	0.4 %
Black white mix	1	0.4 %
Italian Mexican	1	0.4 %
Indiana	1	0.4 %
Golden Mexican	1	0.4 %
Cuban	1	0.4 %
Portuguese	1	0.4 %
Human	1	0.4 %
Indo European	1	0.4 %
European /Hispanic	1	0.4 %
Black, Indian, White	1	0.4 %
Mestizo	1	0.4 %
Hispanic/Latina	1	0.4 %
Mixed Race	1	0.4 %
Mixed	1	0.4 %
Norwegian, German, French	1	0.4 %
Spanish/Mexican	1	0.4 %
English	1	0.4 %
Negro	1	0.4 %
Hispanic	1	0.4 %
Slavic	1	0.4 %
African Indian	1	0.4 %
Spanish	1	0.4 %
Mexican American	1	0.4 %
Mullato	1	0.4 %
Finnish	1	0.4 %
Spanish	1	0.4 %
Jewish	1	0.4 %
Asian Indian	1	0.4 %
Eurasian	1	0.4 %
Total	229	100.0 %

ASKED ALL YEAR

Q27. Are you of Hispanic, Latino, or other Spanish ancestry?

Q27 Hispanic	Number	Percent
Yes	368	9.0 %
No	3588	87.3 %
Not provided	152	3.7 %
Total	4108	100.0 %

Q28. Would you say your total annual household income is:

Q28 Annual income	Number	Percent
Under \$30,000	869	21.2 %
\$30,000 to \$59,999	1041	25.3 %
\$60,000 to \$99,999	914	22.2 %
\$100,000+	898	21.9 %
Not provided	386	9.4 %
Total	4108	100.0 %

Q29. What is your age?

Q29 Age	Number	Percent
18-24	177	4.3 %
25-34	711	17.3 %
35-44	775	18.9 %
45-54	806	19.6 %
55-64	907	22.1 %
65+	653	15.9 %
Not provided	79	1.9 %
Total	4108	100.0 %

Q30. Your gender:

Q30 Gender	Number	Percent
Male	2004	48.8 %
Female	2104	51.2 %
Total	4108	100.0 %

Section 5:
Survey Instrument

CITY OF FOUNTAINS
HEART OF THE NATION



KANSAS CITY
MISSOURI

City of Kansas City, Missouri

Office of the Mayor

Office of the City Manager

Dear Kansas City Resident:

We survey residents on a quarterly basis to collect information about how your city government is performing. We want to know what you think about the quality of city services and about your priorities for the City.

Please complete and return the survey in the enclosed postage-paid envelope; if you prefer to complete the survey online, you can do so at the following web address: www.kcmosurvey.org. We contract with ETC Institute, who provides survey data and analysis for Kansas Citizens as well as comparable survey results from other U.S. cities and other metropolitan area communities.

Survey results will be presented to the City Council and made available to the public, but individual survey responses will remain confidential.

We will use the survey results to evaluate and continually improve the services that we provide.

Thank you for providing us with your feedback. If you have any questions, please call the City Manager's Office at 513-1408 or email us at citizen.survey@kcmo.org.

Sincerely,

Sylvester "Sly" James Jr.
Mayor

Troy M. Schulte
City Manager

Office of the Mayor
City Hall, 29th Floor
414 E. 12th Street
Kansas City, Missouri 64106
(816) 513-3500

Office of the City Manager
City Hall, 29th Floor
414 E. 12th Street
Kansas City, Missouri 64106
(816) 513-1408



KANSAS CITY
MISSOURI

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 ongoing effort to identify and respond to citizen concerns. You may complete the survey by returning it in the postage-paid envelope that has been provided. You may also complete it on-line by going to www.kcmosurvey.org. If you have questions, please call the City Manager's office at 513-1408.

1. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor", please rate Kansas City, Missouri, 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

2. Please rate your satisfaction with the following items that may influence your perceptions of the City of Kansas City, Missouri:

Perceptions of the Community		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	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.	Overall quality of life in the City	5	4	3	2	1	9
E.	Overall feeling of safety in the City	5	4	3	2	1	9
F.	How safe you feel in your neighborhood	5	4	3	2	1	9

3. Please rate your satisfaction with the overall quality of the following MAJOR CATEGORIES of services provided by the City of Kansas City, Missouri.

Satisfaction with the Overall Quality of City Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police services	5	4	3	2	1	9
B.	Overall quality of fire and ambulance services	5	4	3	2	1	9
C.	Overall maintenance of city streets, sidewalks, and infrastructure	5	4	3	2	1	9
D.	Overall quality of solid waste services (e.g. residential trash and recycling collection)	5	4	3	2	1	9
E.	Overall quality of City water utilities	5	4	3	2	1	9
F.	Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	5	4	3	2	1	9
G.	Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
H.	Overall quality of Health Department services	5	4	3	2	1	9
I.	Overall quality of airport facilities	5	4	3	2	1	9
J.	Overall quality of the city's 311 service	5	4	3	2	1	9
K.	Overall quality of municipal court services	5	4	3	2	1	9
L.	Overall quality of customer service you receive from city employees	5	4	3	2	1	9
M.	Overall effectiveness of city communication with the public	5	4	3	2	1	9
N.	Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
O.	Overall quality of public transportation	5	4	3	2	1	9

4. Which THREE of the Major Categories of City services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Write in the letters below using the letters from the list above].

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

5. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

POLICE SERVICES		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Effectiveness 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 city's overall efforts to prevent crime	5	4	3	2	1	9
D.	Enforcement of local traffic laws	5	4	3	2	1	9
E.	Parking enforcement services	5	4	3	2	1	9
F.	How quickly police respond to emergencies	5	4	3	2	1	9

6. Which TWO of the Police Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Use the letters from the list in #5 above]

1st: _____ 2nd: _____

7. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

FIRE AND EMERGENCY MEDICAL SERVICES		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local fire protection and rescue services	5	4	3	2	1	9
B.	How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
C.	Quality of local ambulance service	5	4	3	2	1	9
D.	How quickly ambulance personnel respond to emergencies	5	4	3	2	1	9

8. Which TWO of the Fire and Emergency Medical Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Use the letters from the list in #7 above]

1st: _____ 2nd: _____

9. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

CITY STREETS, SIDEWALKS, AND INFRASTRUCTURE		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of city streets	5	4	3	2	1	9
B.	Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
C.	Condition of sidewalks in the city	5	4	3	2	1	9
D.	Condition of sidewalks in YOUR neighborhood	5	4	3	2	1	9
E.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
F.	Snow removal on major city streets during the past 12 months	5	4	3	2	1	9
G.	Snow removal on residential streets during the past 12 months	5	4	3	2	1	9
H.	Adequacy of city street lighting	5	4	3	2	1	9
I.	Accessibility of city streets, sidewalks, and buildings for people with disabilities	5	4	3	2	1	9

10. Which TWO of the Street, Sidewalk, and Infrastructure Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Use the letters from the list in #9 above]

1st: _____ 2nd: _____

11. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

NEIGHBORHOOD SERVICES		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the clean-up of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
C.	Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	5	4	3	2	1	9
D.	Enforcing the clean-up of litter, mowing of weeds, and exterior maintenance of residential property in YOUR neighborhood	5	4	3	2	1	9
E.	Enforcing the removal of signs in the right of way of city streets	5	4	3	2	1	9
F.	City efforts to clean-up illegal dumping sites	5	4	3	2	1	9
G.	Timeliness of the removal of abandoned cars from public property	5	4	3	2	1	9
H.	Enforcing property maintenance of vacant structures	5	4	3	2	1	9
I.	Quality of animal control	5	4	3	2	1	9

12. Which TWO of the Neighborhood Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Use the letters from the list in Question 11 above]

1st: _____ 2nd: _____

1Q (AUG) and 3Q (FEB)

13. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

HEALTH DEPARTMENT		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Protecting the public from new or unusual health threats such as anthrax, the H1N1 influenza ("flu") virus, and any new outbreak.	5	4	3	2	1	9
B.	Guarding against food poisoning through restaurant inspections.	5	4	3	2	1	9
C.	Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, and swimming pool contamination.	5	4	3	2	1	9
D.	Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments.	5	4	3	2	1	9
E.	Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, and maternal and child health.	5	4	3	2	1	9
F.	Preventing the spread of infectious diseases through childhood vaccination programs, STD/HIV treatment and prevention services, and tuberculosis (TB) and hepatitis control.	5	4	3	2	1	9

14. Which TWO of the Health Department Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Write in the letters below using the letters from the list in Question 13 above].

1st: _____ 2nd: _____

15. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

311 CALL CENTER		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Ease of utilizing 311 services via phone	5	4	3	2	1	9
B.	Ease of utilizing 311 services via web	5	4	3	2	1	9
C.	Courtesy and professionalism of 311 calltakers	5	4	3	2	1	9
D.	How well your question or issue was resolved via 311	5	4	3	2	1	9

16. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

COMMUNICATION		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The availability of information about city programs and services	5	4	3	2	1	9
B.	Overall usefulness of the city's website	5	4	3	2	1	9
C.	The level of public involvement in local decision making	5	4	3	2	1	9
D.	The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	5	4	3	2	1	9
E.	The content in the City's magazine KCMORE	5	4	3	2	1	9

17. Which TWO of the Communication Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Write in the letters below using the letters from the list in Question 16 above].

1st: _____ 2nd: _____

18. Which are your top 2 preferred methods of receiving information from the City? [Write in the letters using the letters from the list below].

- (A) City website
- (B) Text messages to mobile
- (C) Cable Channel 2
- (D) Twitter/social media
- (E) City magazine by mail
- (F) City magazine by email

1st: _____ 2nd: _____

19. 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

2Q (NOV) and 4Q (MAY)

13. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

PARKS AND RECREATION SERVICES		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Quality of facilities such as picnic shelters and playgrounds in city parks	5	4	3	2	1	9
C.	Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	5	4	3	2	1	9
D.	Maintenance of boulevards and parkways	5	4	3	2	1	9
E.	Walking and biking trails in the City	5	4	3	2	1	9
F.	City swimming pools and programs	5	4	3	2	1	9
G.	The city's youth athletic programs	5	4	3	2	1	9
H.	Maintenance and appearance of City community centers	5	4	3	2	1	9
I.	Programs and activities at City community centers	5	4	3	2	1	9
J.	Ease of registering for programs	5	4	3	2	1	9
K.	The reasonableness of fees charged for recreation programs	5	4	3	2	1	9
L.	Mowing and tree trimming along city streets and other public areas	5	4	3	2	1	9
M.	Quality of communication from Parks and Recreation	5	4	3	2	1	9
N.	Quality of customer service from Parks and Recreation employees	5	4	3	2	1	9

14. Which TWO of the Parks and Recreation Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Write in the letters below using the letters from the list in Question 13 above].

1st: _____ 2nd: _____

15. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

SOLID WASTE SERVICES		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of trash collection services	5	4	3	2	1	9
B.	Overall quality of curbside recycling services	5	4	3	2	1	9
C.	Overall quality of bulky item pick-up services	5	4	3	2	1	9
D.	Overall quality of leaf and brush pick-up services	5	4	3	2	1	9
E.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9

16. Which TWO of the Solid Waste Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Write in the letters below using the letters from the list in Question 15 above].

1st: _____ 2nd: _____

17. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

AIRPORT		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Ease of moving through airport security	5	4	3	2	1	9
B.	Availability of parking	5	4	3	2	1	9
C.	Price of parking	5	4	3	2	1	9
D.	Helpfulness of signs and other directions	5	4	3	2	1	9
E.	Food, beverage, and other concessions	5	4	3	2	1	9
F.	Cleanliness of facilities	5	4	3	2	1	9

18. Which TWO of the Airport Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Write in the letters below using the letters from the list in Question 17 above].

1st: _____ 2nd: _____

19. Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri:

LEADERSHIP		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of leadership provided by the city's elected officials	5	4	3	2	1	9
B.	Overall effectiveness of the city manager and appointed staff	5	4	3	2	1	9
C.	How ethically the city conducts business	5	4	3	2	1	9

20. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

WATER SERVICES (water, wastewater, and stormwater utility)		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Condition of catch basins (storm drains) in your neighborhood	5	4	3	2	1	9
B.	Timeliness of water/sewer line break repairs	5	4	3	2	1	9
C.	Quality of Water Services customer service	5	4	3	2	1	9

21. 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 any members of your household used the Kansas City, Missouri, ambulance service in the last year?	YES	NO
C.	Have you or anyone in your household contacted the city's 311 Action Center in the last year?	YES	NO
D.	Have you visited the city's website (www.kcmo.org) in the last year?	YES	NO
E.	Have you used the bulky item pick-up service in the last year?	YES	NO
F.	Have you visited a Kansas City, Missouri, community center in the last year?	YES	NO
G.	Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	YES	NO
H.	Have you used public transportation in the last year?	YES	NO
I.	Have any members of your household attended or watched any Kansas City, Missouri public meeting in the last year?	YES	NO
J.	Do you have regular access to the internet at home or work?	YES	NO
K.	Have you had contact with the Municipal Court in the last year?	YES	NO
L.	Have you visited Kansas City International Airport in the last year?	YES	NO
M.	Have you contacted Water Services regarding your account in the last year?	YES	NO
N.	Did you vote in any Kansas City, Missouri, municipal election during the last TWO years?	YES	NO

22. 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

23. Do you think you will be living in Kansas City, Missouri, five years from now? (1) Yes (2) No

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

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

26. 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

27. Are you of Hispanic, Latino, or other Spanish ancestry? (1) Yes (2) No

28. 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

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

30. Your gender: (1) Male (2) Female

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

32. What is your home zip code: _____

33. 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 Postage-Paid Envelope that Was Provided.