

2016-17 KANSAS CITY MISSOURI CITIZEN SURVEY

FINAL REPORT

Submitted to:

The City of Kansas City, Missouri

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2016-17 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 2016-17 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 4,399 households in the City of Kansas City, Missouri. Although ETC Institute has administered a community survey for Kansas City, Missouri since 2001, the questions for the 2016-17 survey were similar to those that have been used since the 2005 version. For this reason, the 2005 results serve as the base year when comparing the 2016-17 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 August 2016, November 2016, February 2017, and April 2017, a copy of the survey instrument, a cover letter from the City, and a postage-paid return reply envelope 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.

Households that did not respond to the survey by mail were contacted by phone and asked to complete the survey by phone. The goal was to ensure that at least 400 surveys were administered by mail and 400 were administered by phone each quarter to minimize any bias that may have been introduced based on the method of administration.

Of the 9,000 households that received the survey, 2,623 completed the survey by mail, 1,056 completed the survey online and 720 completed the survey by phone. The total number of households that completed the survey by mail, Internet or phone was 4,215 (a 47% response rate). The results for the random sample of 4,399 surveys have a precision of at least +/-1.5%.

Don't Knows. The percentage of “don't know” and “no opinion” responses has been excluded from many of the graphs that show trends from 2005, 2015-16 and 2016-17 to facilitate valid comparisons. Since the number of “don't know” and “no opinion” responses often reflects the utilization and awareness of city services, the percentage of “don't know” and “no opinion” responses has been provided in section 4 (tabular data).

This summary report contains:

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

MAJOR FINDINGS

Major Categories of City Services

- **Residents were Generally Satisfied with the Major Categories of Services Provided by the City of Kansas City, Missouri.** The overall major categories of city services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of fire and ambulance services (77%), the overall quality of airport facilities (67%), the overall quality of police services (65%) and city parks and recreation programs and facilities (65%). 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 and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percent changes (2015-16 to 2016-17). **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and red boxes indicate a significant decrease in satisfaction).

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

Overall Satisfaction With Major Category of City Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	Percentage Change from 2005 to (2016-17)	Percentage Change from (2015-16) to (2016-17)
Quality of fire & ambulance services	N/A	N/A	75.1	75.6	76.9	79.2	77.1	N/A	-2.1
Quality of airport facilities	71.5	73.5	73.8	73.7	70.6	69.0	67.3	-4.2	-1.7
Quality of solid waste services	N/A	N/A	68.5	67.7	68.5	66.6	61.1	N/A	-5.5
Overall quality of police services	N/A	N/A	63.9	63.1	66.1	67.1	64.9	N/A	-2.2
City parks/recreation programs/facilities	51.2	59.4	58.2	61.4	63.6	63.7	64.8	13.6	1.1
Quality of the city's 311 service	N/A	57.3	58.2	60.8	62.8	60.8	58.4	N/A	-2.4
Quality of city water utilities	55.1	51.5	56.6	58.2	60.0	59.0	54.8	-0.3	-4.2
Quality of Health Department services	N/A	N/A	55.0	56.0	58.6	54.1	53.8	N/A	-0.3
Quality of customer service from city employees	39.1	49.8	44.1	47.8	49.7	46.5	47.8	8.7	1.3
Quality of neighborhood services	N/A	N/A	43.4	45.3	46.3	45.3	45.0	N/A	-0.3
Quality of municipal court services	34.3	36.7	41.2	44.0	45.4	41.9	40.9	6.6	-1.0
Effectiveness of city communication with public	30.7	39.2	39.8	43.5	45.6	44.6	44.0	13.3	-0.6
Quality of city's stormwater runoff/mgmt system	32.1	36.3	36.7	41.0	42.0	39.1	38.5	6.4	-0.6
Quality of public transportation	N/A	42.8	36.5	40.1	39.4	39.0	43.9	N/A	4.9
Maintenance of streets, sidewalks & infrastructure	N/A	N/A	25.1	27.8	30.2	25.9	24.5	N/A	-1.4

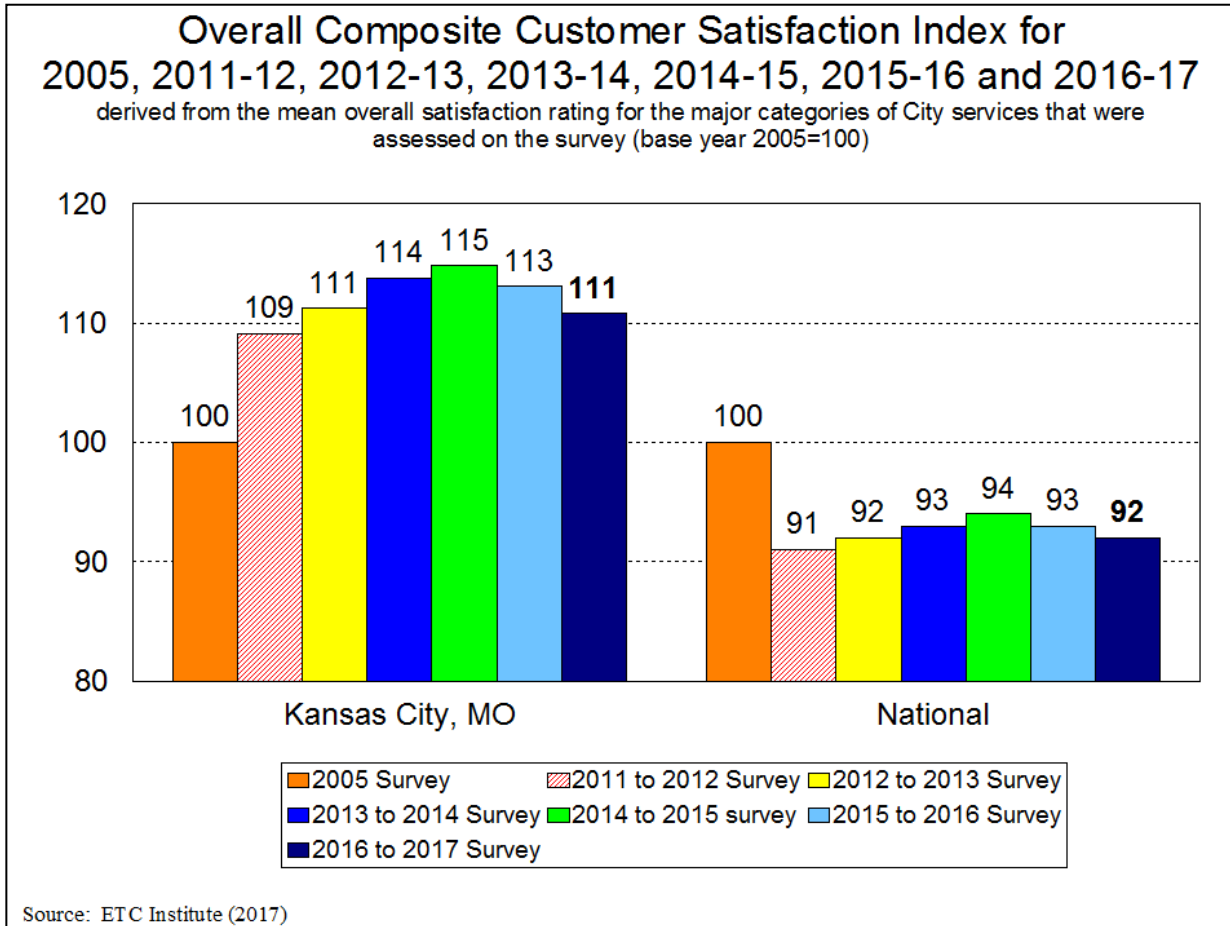
Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in five (5) major city services that were rated in both 2005 and 2016-17. The significant increases are listed below.

- City parks/recreation programs/facilities (+13.6%)
- Effectiveness of city communication with the public (+13.3%)
- Quality of customer service from city employees (+8.7%)
- Quality of municipal court services (+6.6%)
- Quality of city's stormwater runoff/management system (+6.4%)

Significant Changes Since the 2015-16 Survey. There was one significant increase in satisfaction ratings in major city services that were rated in both 2015-16 and 2016-17: quality of public transportation (+4.9%)

- **Overall Satisfaction With City Services.** 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 and each year since 2011-12. The index is calculated by dividing the mean rating from the current year by the mean rating from 2005 and then multiplying the result by 100.

The chart below shows the Composite Customer Satisfaction Index for 2005 and each year since 2011-12 for the City of Kansas City and the National Index. The Composite Satisfaction Index for the City of Kansas City decreased 2 points from 2015-16 and increased 11 points from 2005. The National Index decreased 1 point from 2015-16 and was 8 points below the base year rating of 100 in 2005.



- 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 public transportation.

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-seven percent (67%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of life in Kansas City, Missouri; 21% gave a neutral response, and 11% were dissatisfied. Sixty-one percent (61%) indicated that they were satisfied with feeling of safety in their neighborhood; 20% gave a neutral response, and 19% were dissatisfied.

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 and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **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	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Percentage Change from 2005 to (2016-17)	Percentage Change from (2015-16) to (2016-17)
	Survey	Survey	Survey	Survey	Survey	Survey	Survey		
Feeling of safety in your neighborhood	N/A	N/A	63.3	65.6	65.3	61.2	60.7	N/A	-0.5
Overall quality of life in the city	50.7	54.1	61.2	62.8	67.4	66.9	67.3	16.6	0.4
Overall image of the city	36.9	45.3	53.2	56.5	63.0	66.8	65.9	29.0	-0.9
Quality of services provided by KCMO	41.4	50.0	52.1	55.5	60.3	59.5	57.7	16.3	-1.8
Overall feeling of safety in the city	29.9	36.8	38.5	40.7	45.2	42.1	40.8	10.9	-1.3
Value received for city tax dollars and fees	24.8	32.1	35.2	37.2	41.6	40.8	40.6	15.8	-0.2

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 +/- 1.5% or more, 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 2016-17. The significant increases are listed below:

- Overall image of the city (+29.0%)
- Overall quality of life in the city (+16.6%)
- Quality of services provided by the city (+16.3%)
- Value received for city tax dollars and fees (+15.8%)
- Overall feeling of safety in the city (+10.9%)

Significant Changes Since the 2015-16 Survey. There were no significant increases in satisfaction ratings in perception items that were rated in both 2015-16 and 2016-17.

Overall Ratings of Kansas City, Missouri

- **Overall Ratings.** Seventy-nine percent (79%) 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; 13% gave a neutral response, and 8% were dissatisfied (combination of “below average” and “poor”). Seventy-two percent (72%) 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; 18% gave a neutral response, and 10% were dissatisfied (combination of “below average” and “poor”).

Trends: The table below shows the levels of satisfaction (combination of “excellent” and “good” responses) with overall ratings of the City from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Overall Ratings of the City Combination of "Excellent" and "Good" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Percentage Change from 2005 to (2016-17)	Percentage Change from (2015-16) to (2016-17)
	Survey	Survey	Survey	Survey	Survey	Survey	Survey		
As a place to live	69.2	69.8	75.2	75.9	80.1	79.4	79.3	10.1	-0.1
As a place to work	63.3	62.3	65.0	65.3	70.5	71.2	72.0	8.7	0.8
As a place to raise children	51.5	50.4	54.6	56.6	58.7	59.7	60.1	8.6	0.4

The long-term and short-term changes in the overall ratings of the City that were identified as significant, because satisfaction ratings were +/- 1.5% or more, 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 2016-17 survey. The significant increases are listed below:

- As a place to live (+10.1%)
- As a place to work (+8.7%)
- As a place to raise children (+8.6%)

Significant Changes Since the 2015-16 Survey. There were no significant changes in ratings in any of the three (3) quality of life items that were rated in both 2015-16 and 2016-17.

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 (60%), the enforcement of local traffic laws (51%), and how quickly police respond to emergencies (48%),

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with police services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **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								Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Change from	Change from
	Survey	Survey	Survey	Survey	Survey	Survey	Survey	2005 to	(2015-16) to
								(2016-17)	(2016-17)
Effectiveness of local police protection	N/A	N/A	62.0	61.5	66.1	63.0	60.4	N/A	-2.6
How quickly police respond to emergencies	N/A	57.8	51.8	54.4	56.5	52.0	48.0	N/A	-4.0
Enforcement of local traffic laws	47.3	51.7	51.5	52.0	53.0	51.8	51.2	3.9	-0.6
Visibility of police in neighborhoods	39.0	48.9	47.6	51.5	48.8	47.7	43.4	4.4	-4.3
Parking enforcement services	N/A	48.5	47.4	47.8	47.6	47.3	46.1	N/A	-1.2
City's overall efforts to prevent crime	31.2	40.7	41.1	44.3	50.5	44.7	39.4	8.2	-5.3

The long-term and short-term changes in satisfaction with police services that were identified as significant, because satisfaction ratings were +/- 1.5% or more, 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 2015-16. The significant increases are listed below:

- City's overall efforts to prevent crime (+8.2%)
- Visibility of police in neighborhoods (+4.4%)
- Enforcement of local traffic laws (+3.9%)

Significant Changes Since the 2015-16 Survey. There were no increases in satisfaction ratings in any of the police services that were rated in both 2015-16 and 2016-17.

- **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 (82%) and how quickly fire and rescue personnel respond to emergencies (80%).

Trends: The table on the following page shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with fire and emergency medical services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17).

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 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	Percentage Change from 2005 to (2016-17)	Percentage Change from (2015-16) to (2016-17)
Overall quality of local fire protection & rescue	78.9	78.6	80.1	81.7	82.1	82.8	81.6	2.7	-1.2
How quickly fire & rescue respond to emergencies	N/A	78.5	77.5	80.4	79.4	80.2	79.9	N/A	-0.3
Quality of local emergency medical service	67.2	69.4	68.6	73.3	75.9	76.1	75.9	8.7	-0.2
How quickly emergency medical personnel respond	N/A	68.7	68.6	72.7	75.2	76.2	74.8	N/A	-1.4

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in both of the fire and emergency medical services that were rated in both 2005 and 2016-17. The significant increases are listed below:

- Quality of local emergency medical service (+8.7%)
- Overall quality of local fire protection and rescue (+2.7%)

Significant Changes Since the 2015-16 Survey. There were no increases in satisfaction ratings in any of the fire and emergency medical services that were rated in both 2015-16 and 2016-17.

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 emergency medical personnel respond to emergencies and (2) how quickly fire and rescue 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 maintenance of street signs and traffic signals (59%), snow removal on major city streets during the past 12 months (57%), and the adequacy of city street lighting (57%).

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with City streets, sidewalks and infrastructure services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **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 Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2016-17)	Change from (2015-16) to (2016-17)
Adequacy of city street lighting	60.2	57.0	61.6	60.2	59.9	58.7	57.0	-3.2	-1.7
Snow removal on major city streets past 12 months	54.5	56.1	59.1	61.7	62.4	59.9	57.1	2.6	-2.8
Maintenance of street signs & traffic signals	N/A	52.4	54.9	57.0	60.2	59.5	58.7	N/A	-0.8
Access to Streets/sidewalks/buildings for people with disabilities	N/A	N/A	44.4	45.9	45.7	42.6	39.6	N/A	-3.0
Maintenance of streets in your neighborhood	35.2	35.8	40.4	39.5	41.5	38.1	36.6	1.4	-1.5
Snow removal on residential streets past 12 months	36.8	37.4	39.6	39.8	44.6	40.8	38.3	1.5	-2.5
Condition of sidewalks in your neighborhood	N/A	N/A	36.9	34.9	36.1	33.3	33.4	N/A	0.1
Maintenance of city streets	21.2	23.8	26.9	28.0	27.3	25.3	24.3	3.1	-1.0
On-street bicycle infrastructure	N/A	N/A	N/A	N/A	N/A	27.5	28.4	N/A	0.9
Condition of sidewalks in the city	18.8	22.7	23.9	26.0	25.2	24.2	22.7	3.9	-1.5

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 +/- 1.5% or more, 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 2016-17. The significant increases are listed below:

- Condition of sidewalks in the city (+3.9%)
- Maintenance of city streets (+3.1%)
- Snow removal on major city streets during the past 12 months (+2.6%)
- Snow removal on residential streets during the past 12 months (+1.5%)

Significant Changes Since the 2015-16 Survey. There were no significant increases in satisfaction ratings in any of the City streets, sidewalks and infrastructure services that were rated in both 2015-16 and 2016-17.

- **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: animal shelter operations & adoption efforts (53%) and the enforcement of the animal code (41%). Residents were least satisfied with the demolishing of vacant structures in the dangerous building inventory (20%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with neighborhood services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **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 Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Percentage Change from 2005 to (2016-17)	Percentage Change from (2015-16) to (2016-17)
	Survey	Survey	Survey	Survey	Survey	Survey	Survey		
Exterior maintenance of residential property	22.3	24.0	25.0	27.9	27.9	26.5	27.8	5.5	1.3
Clean up of trash/debris on private property	20.6	23.1	26.7	28.8	27.9	28.8	30.1	9.5	1.3
Mowing/cutting of weeds on private property	19.7	22.4	24.8	27.7	27.0	26.6	28.1	8.4	1.5
Animal shelter operations & adoption efforts	N/A	N/A	N/A	N/A	N/A	50.6	52.8	N/A	2.2
Enforcing trash/weeds/ext. maint. in neighborhood	N/A	N/A	N/A	N/A	N/A	39.8	39.8	N/A	0.0
Customer service from animal control officers	N/A	N/A	N/A	N/A	N/A	38.5	40.2	N/A	1.7
Enforcement of animal code	N/A	N/A	N/A	N/A	N/A	38.4	40.9	N/A	2.5
Boarding up vacant structures open to entry	N/A	N/A	N/A	N/A	N/A	23.7	25.8	N/A	2.1
Demolishing vacant structures in dangerous building inventory	N/A	N/A	N/A	N/A	N/A	17.7	20.3	N/A	2.6

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all three (3) of the neighborhood services that were rated in both 2005 and 2016-17. The significant increases are listed below:

- Clean-up of trash and debris on private property (+9.5%)
- Mowing/cutting of weeds on private property (+8.4%)
- Exterior maintenance of residential property (+5.5%)

Significant Changes Since the 2015-16 Survey. There were six (6) significant changes in satisfaction ratings in the neighborhood services that were rated in both 2015-16 and 2016-17. The significant increases are listed below:

- Demolishing vacant structures in dangerous building inventory (+2.6%)
- Enforcement of animal code (+2.5%)
- Animal shelter operations & adoption efforts (+2.2%)
- Boarding up vacant structures open to entry (+2.1%)
- Customer service from animal control officers (+1.7%)
- Mowing/cutting of weeds on private property (+1.5%)

- **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 clean-up of trash and debris on private property and (2) demolishing vacant structures in dangerous building inventory.

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: communicating public health concerns (59%), guarding against food poisoning through restaurant inspections (58%), and protection from new or unusual health threats (56%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with health department services from each survey since 2012-13. It also shows short-term percentage changes (2015-16 to 2016-17). **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 the Health Department								Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Change from	Change from
	Survey	Survey	Survey	Survey	Survey	Survey	Survey	2005 to	(2015-16) to
								(2016-17)	(2016-17)
Preventing the spread of infectious diseases	N/A	N/A	59.2	64.8	57.9	48.2	50.0	N/A	1.8
Protection from new or unusual health threats	N/A	N/A	55.8	62.5	57.1	56.2	56.1	N/A	-0.1
Communication regarding public health concerns	N/A	N/A	57.3	61.6	58.1	57.1	58.6	N/A	1.5
Guarding against food poisoning through restaurant inspections	N/A	N/A	55.7	59.8	57.1	55.2	58.3	N/A	3.1
Encouraging access to healthy fruits/vegetables and safe places to exercise	N/A	N/A	50.6	54.6	52.3	43.4	46.6	N/A	3.2
Protection from exposure to environmental risks	N/A	N/A	50.2	50.8	47.4	49.3	50.3	N/A	1.0
Providing services for families & children	N/A	N/A	N/A	N/A	N/A	52.2	53.2	N/A	1.0

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

Significant Changes Since the 2015-16 Survey. There were two (2) significant increases in satisfaction ratings in the health department services that were rated in both 2015-16 and 2016-17. The significant increases are listed below:

- Encouraging access to healthy fruits/vegetables and safe places to exercise (+3.2%)
- Guarding against food poisoning through restaurant inspections (+3.1%)

- 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) providing services for families and children and (2) protection 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 ease of utilizing 311 services via phone (67%) and the courtesy/professionalism of 311 calltakers (66%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with 311 call center services from each survey since 2012-13. It also shows short-term percentage changes (2015-16 to 2016-17). **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 the 311 Call Center								Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Change from 2005 to (2016-17)	Change from (2015-16) to (2016-17)
	Survey	Survey	Survey	Survey	Survey	Survey	Survey		
Courtesy/professionalism of 311 calltakers	N/A	N/A	64.3	68.4	68.9	67.9	66.3	N/A	-1.6
Ease of utilizing 311 services via phone	N/A	N/A	62.9	68.4	68.6	67.9	67.0	N/A	-0.9
How well question/issue were resolved via 311	N/A	N/A	56.4	62.0	62.7	59.5	59.3	N/A	-0.2
Ease of utilizing 311 services via web/mobile app	N/A	N/A	47.9	56.2	52.8	55.7	55.9	N/A	0.2

Significant Changes Since the 2005 Survey. Long-term trend data is not available for 311 call center services because the items were not rated on the 2005 survey.

Significant Changes Since the 2015-16 Survey. There were no significant increases in satisfaction ratings in any of the 311 call center services that were rated in both 2015-16 and 2016-17.

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 (48%) and the overall usefulness of the city’s web-site (48%).

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with communication services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **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	Percentage Change from
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2005 to (2016-17)	(2015-16) to (2016-17)
Overall usefulness of the city's website	N/A	N/A	45.1	53.4	49.2	47.2	48.2	N/A	1.0
Availability of info about city programs/services	31.8	42.7	47.1	53.2	50.7	47.3	48.3	16.5	1.0
Content in the City's magazine, KCMore	N/A	N/A	40.1	45.5	39.9	41.4	44.0	N/A	2.6
City's use of social media	N/A	N/A	N/A	N/A	N/A	45.9	45.1	N/A	-0.8
Quality of video programming/web streaming	N/A	N/A	N/A	N/A	N/A	42.4	40.4	N/A	-2.0
Opportunity to engage/provide input into decisions	N/A	N/A	N/A	N/A	N/A	30.3	30.4	N/A	0.1

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

Significant Changes Since the 2005 Survey. There was one significant increase in satisfaction ratings in the communication services that were rated on the 2005 and 2016-17 survey: availability of information about city programs/services (+16.5%).

Significant Changes Since the 2015-16 Survey. There was one significant increase in satisfaction ratings in the communication services that were rated in both 2015-16 and 2016-17: content in the City's magazine, KCMore (+2.6%).

- **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) opportunity to engage/provide input into decisions made by the city.

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 (68%), the quality of facilities, picnic shelters, and playgrounds (61%) and the maintenance of boulevards and parkways (61%). Residents were least satisfied with the quality of communication from Parks and Recreation (39%), City swimming pools and programs (37%), and the city's youth athletic programs and activities (35%).

Trends: The table on the following page shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with parks and recreation services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **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 Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2016-17)	Change from (2015-16) to (2016-17)
Maintenance of city parks	48.9	60.8	68.9	71.1	72.7	70.7	67.6	18.7	-3.1
Quality of facilities, picnic shelters, playgrounds	N/A	55.2	63.9	65.8	65.7	63.7	60.9	N/A	-2.8
Maintenance of boulevards & parkways	48.6	55.8	64.2	65.7	67.3	62.3	60.5	11.9	-1.8
Quality of outdoor athletic fields	41.0	52.3	58.7	63.0	65.4	63.3	59.7	18.7	-3.6
Walking and biking trails in the city	36.8	46.3	52.8	55.0	53.1	50.9	49.9	13.1	-1.0
Maintenance & appearance of community centers	35.2	49.7	53.3	54.5	52.4	51.7	50.1	14.9	-1.6
Tree trimming & other tree care along city streets and other public areas	34.3	37.4	48.1	49.4	45.6	41.7	42.3	8.0	0.6
Customer service from Parks/Recreation employees	N/A	N/A	45.1	49.1	45.7	44.3	44.4	N/A	0.1
Programs & activities at community centers	N/A	43.7	47.4	48.2	48.3	46.1	42.9	N/A	-3.2
Quality of communication from Parks and Recreation	N/A	N/A	40.8	41.4	41.1	41.2	39.1	N/A	-2.1
City swimming pools and programs	27.4	32.7	38.6	40.7	41.1	41.3	36.9	9.5	-4.4
The city's youth programs and activities	32.0	32.2	35.7	40.4	38.3	39.6	34.9	2.9	-4.7

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all eight (8) of the parks and recreation services that were rated on both the 2005 and 2016-17 survey. The significant increases are listed below:

- Quality of outdoor athletic fields (+18.7%)
- Maintenance of city parks (+18.7%)
- Maintenance & appearance of community centers (+14.9%)
- Walking and biking trails in the city (+13.1%)
- Maintenance of boulevards & parkways (+11.9%)
- City swimming pools and programs (+9.5%)
- Tree trimming & other tree care along city streets and other public areas (+8.0%)
- The city's youth programs and activities (+2.9%)

Significant Changes Since the 2015-16 Survey. There were no significant increases in satisfaction ratings any of the parks and recreation services that were rated in both 2015-16 and 2016-17.

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) tree trimming and other tree care along streets and other public areas and (2) maintenance of city parks.

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 (69%) and the quality of curbside recycling services (68%). Residents were least satisfied with city efforts to clean-up illegal dumping sites (23%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with solid waste services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **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 Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Percentage Change from 2005 to (2016-17)	Percentage Change from (2015-16) to (2016-17)
	Survey	Survey	Survey	Survey	Survey	Survey	Survey		
Quality of trash collection services	57.8	72.2	82.7	80.8	83.1	79.7	69.1	11.3	-10.6
Quality of curbside recycling services	N/A	74.0	81.2	77.9	79.0	76.5	67.8	N/A	-8.7
Quality of bulky item pick-up services	N/A	55.0	60.1	61.2	64.4	53.0	50.3	N/A	-2.7
Overall quality of leaf & brush pick-up services	N/A	N/A	50.1	53.9	56.9	52.0	47.1	N/A	-4.9
Cleanliness of city streets & other public areas	29.9	37.8	46.1	47.4	50.2	43.1	36.9	7.0	-6.2
City efforts to clean-up illegal dumping sites	N/A	N/A	26.3	29.5	28.1	28.0	23.0	N/A	-5.0
Quality of recycling drop-off centers	N/A	N/A	N/A	N/A	N/A	59.7	54.6	N/A	-5.1
Quality of leaf & brush drop-off centers	N/A	N/A	N/A	N/A	N/A	54.7	51.3	N/A	-3.4

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 2016-17. The significant increases are listed below:

- Quality of trash collection services (+11.3%)
- Cleanliness of city streets & other public areas (+7.0%)

Significant Changes Since the 2015-16 Survey. There were no increases in satisfaction ratings in any of the solid waste services that were rated in both 2015-16 and 2016-17.

- **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) city efforts to clean-up illegal dumping sites and (2) the cleanliness of city streets and other public areas.

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 ease of moving through airport security (72%), and the cleanliness of facilities (70%).

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with airport services from each survey since 2012-13. It also shows short-term percentage changes (2015-16 to 2016-17). **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 Airport Services								Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Change from	Change from
	Survey	Survey	Survey	Survey	Survey	Survey	Survey	2005 to	(2015-16) to
								(2016-17)	(2016-17)
Ease of moving through airport security	N/A	N/A	74.5	76.3	73.3	72.7	72.3	N/A	-0.4
Cleanliness of facilities	N/A	N/A	77.6	75.9	70.3	70.4	69.7	N/A	-0.7
Availability of parking	N/A	N/A	74.5	72.7	68.0	67.8	67.7	N/A	-0.1
Food, beverage, and other concessions	N/A	N/A	40.9	42.3	42.1	45.2	39.7	N/A	-5.5

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

Significant Changes Since the 2015-16 Survey. There were no increases in satisfaction ratings in any of the airport services that were rated in both 2015-16 and 2016-17.

- **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) ease of moving through airport security and (2) food, beverage, and other concessions.

City Leadership

- **City Leadership.** Fifty-one percent (51%) of those surveyed, who had an opinion, indicated that they were satisfied with the leadership provided by the city’s elected officials; 29% gave a neutral response, and 20% were dissatisfied.

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with various aspects of leadership in the City from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **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	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Change from	Change from
	Survey	Survey	Survey	Survey	Survey	Survey	Survey	2005 to	(2015-16) to
								(2016-17)	(2016-17)
Leadership provided by city's elected officials	25.6	39.3	50.5	48.9	53.7	55.9	51.0	25.4	-4.9
Effectiveness of the city manager & app. staff	29.8	36.0	47.3	45.6	51.0	52.0	48.1	18.3	-3.9
How ethically the city conducts business	N/A	31.5	41.2	41.0	44.8	46.5	43.0	N/A	-3.5

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction in both of the leadership items rated in 2005 and 2016-17 survey. The increases in satisfaction ratings are listed below:

- Leadership provided by city's elected officials (+25.4%)
- Effectiveness of the city manager & appointed staff (+18.3%)

Significant Changes Since the 2015-16 Survey. There were no increases in satisfaction ratings in any of the city leadership items that were rated in both 2015-16 and 2016-17.

Water Services

- **Water Services.** Forty-six percent (46%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of Water Services Customer Service; 33% gave a neutral response, and 21% were dissatisfied. Forty-five percent (45%) of those surveyed, who had an opinion, indicated they were satisfied with the condition of catch basins in their neighborhood; 26% gave a neutral response, and 29% 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 and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2016-17) and the short-term percentage changes (2015-16 to 2016-17). **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	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Change from 2005 to (2016-17)	Change from (2015-16) to (2016-17)
	Survey	Survey	Survey	Survey	Survey	Survey	Survey		
Condition of catch basins in your neighborhood	N/A	43.0	49.7	50.8	51.5	48.3	44.9	N/A	-3.4
Quality of Water Services customer service	N/A	N/A	47.1	49.6	52.2	51.6	45.5	N/A	-6.1
Timeliness of water/sewer line break repairs	N/A	33.3	37.5	41.4	44.3	39.8	39.4	N/A	-0.4

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 2015-16 Survey. There were no increases in satisfaction in any of the water services that were rated in 2015-16 and 2016-17.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the City's 2016-17 survey and the subsequent analysis of the survey data, ETC Institute has reached the following conclusions:

- **Satisfaction with Quality of Life in Kansas City Remains High.** Despite a 2-point decrease in the Composite Customer Satisfaction Index for Kansas City since the 2015-16 survey, ratings as a place to live and work remain high.

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.

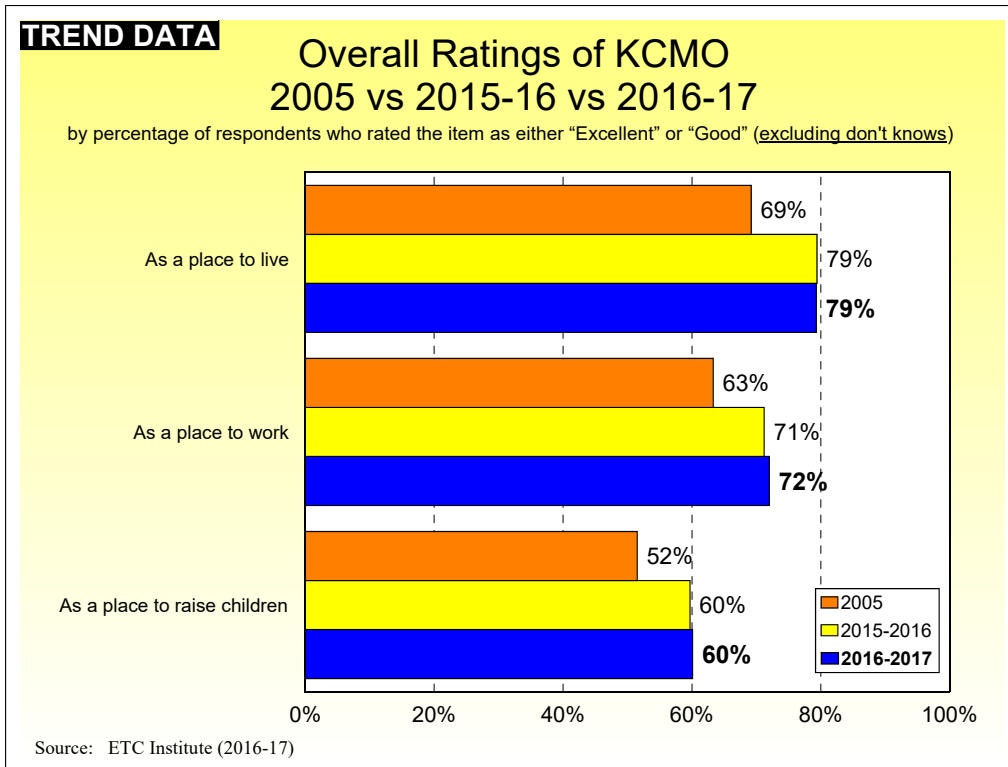
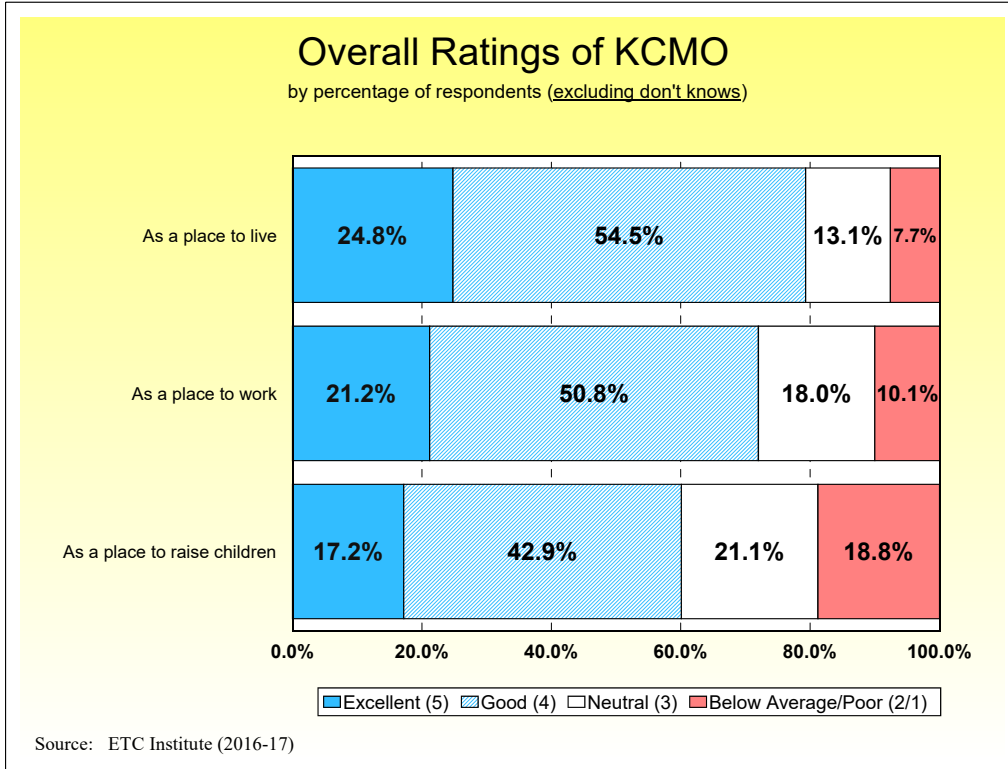
Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

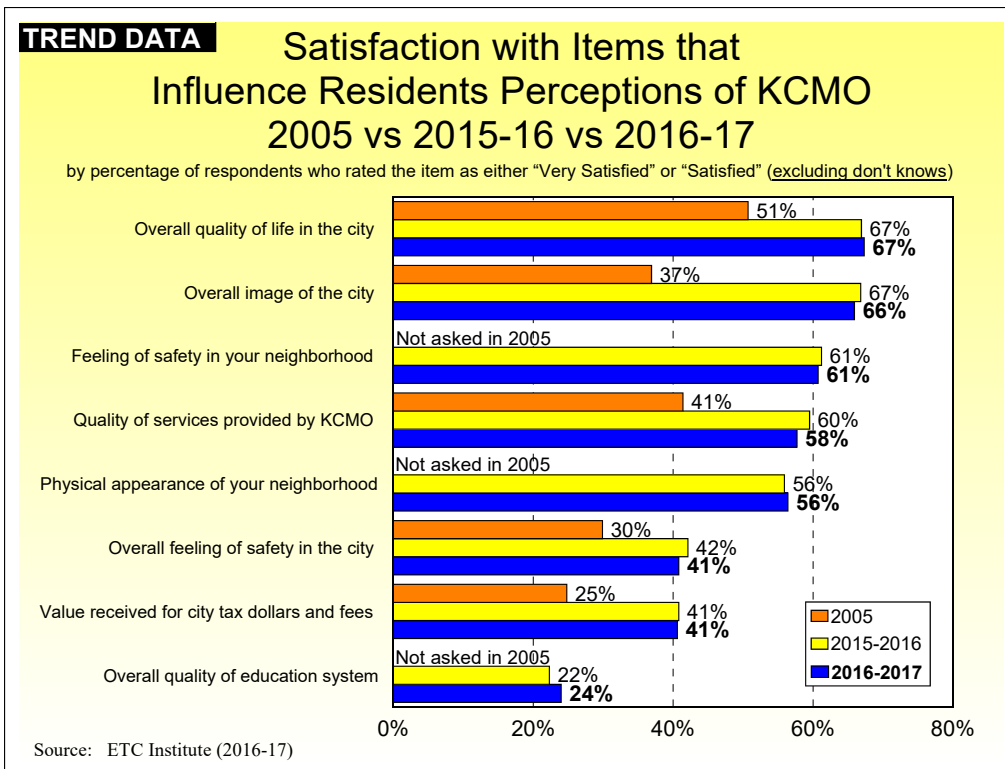
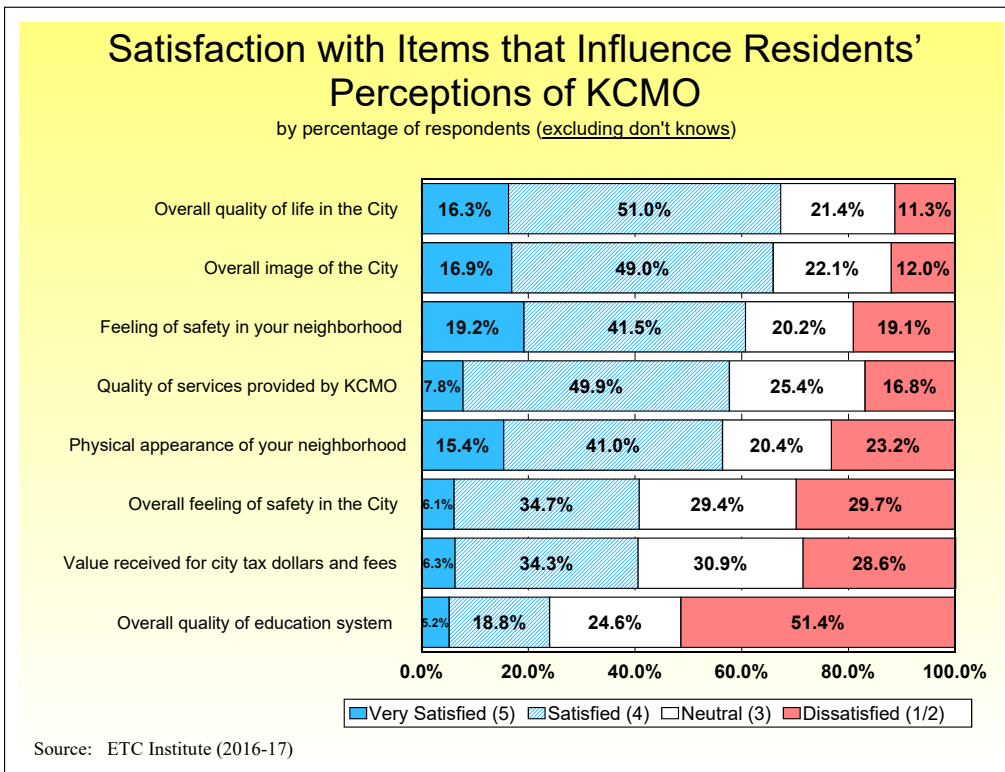
- **Priorities for Major City Services.** The first level of analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the 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=0.4236)
 - Overall quality of police services (IS Rating=0.1218)
- **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 and on the following page.
 - **Police Services:** The city's overall efforts to prevent crime and visibility of police in neighborhoods

- **Fire and Emergency Medical Services:** There were no high priorities in this category
- **City Streets, Sidewalks and Infrastructure:** Maintenance of city streets
- **Neighborhood Services:** enforcing the clean-up of trash and debris on private property and demolishing vacant structures in dangerous building inventory
- **Health Department Services:** providing services for families and children
- **Communication Services:** opportunity to engage/provide input into decisions and the availability of information about city programs and services
- **Parks and Recreation Services:** tree trimming and other tree care along city streets and other public areas and the city's youth programs and activities
- **Solid Waste Services:** city efforts to clean-up illegal dumping sites and cleanliness of 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.

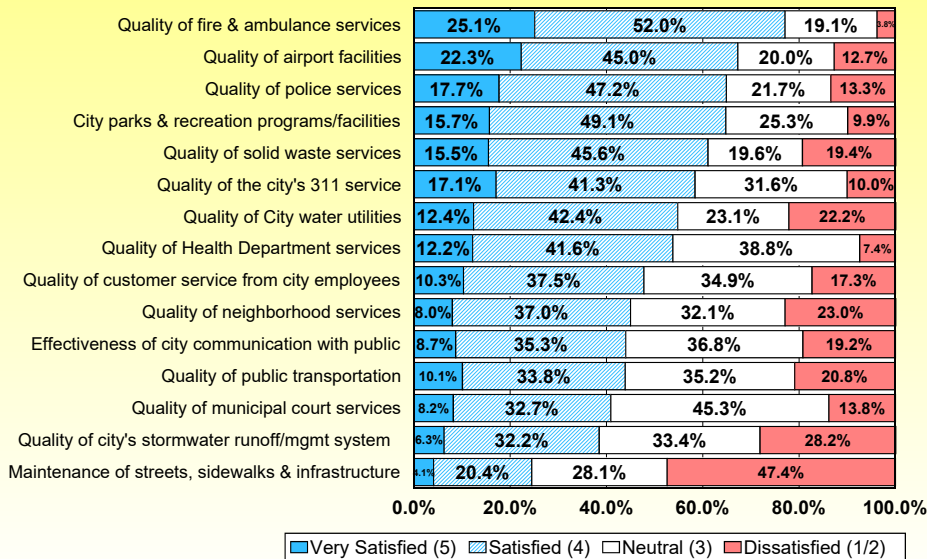
Section 1:
Charts and Graphs





Overall Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)

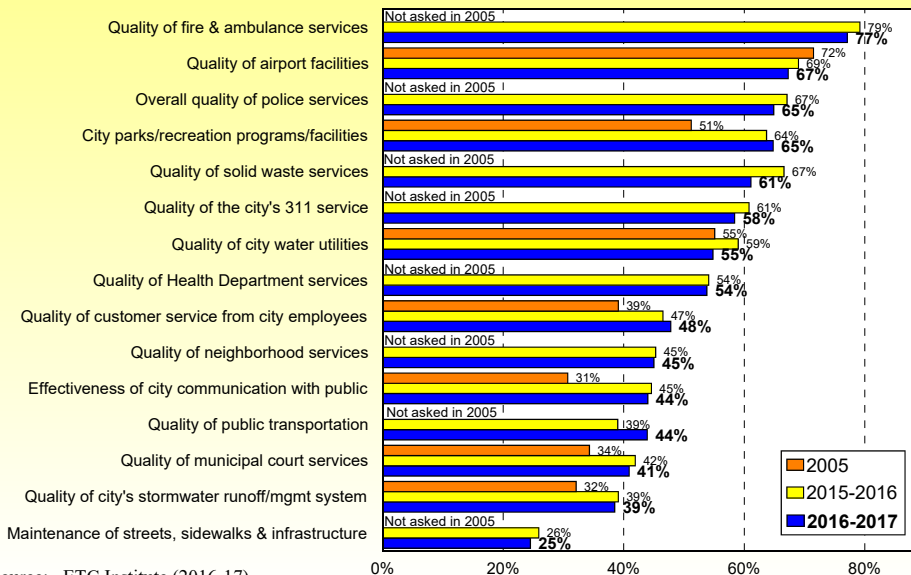


Source: ETC Institute (2016-17)

TREND DATA

Overall Satisfaction With Major Categories of City Services 2005 vs 2015-16 vs 2016-17

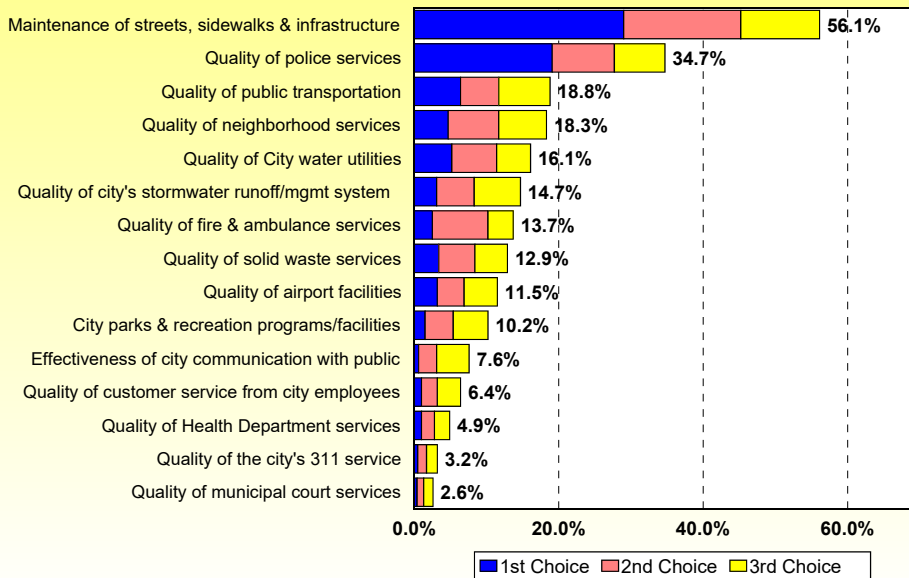
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2016-17)

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

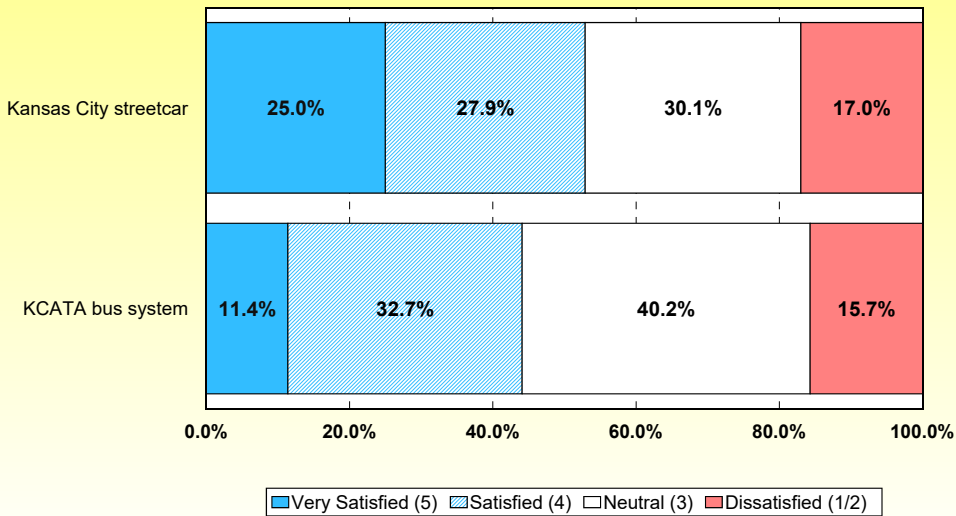
by percentage of respondents who selected the item as one of their top three choices



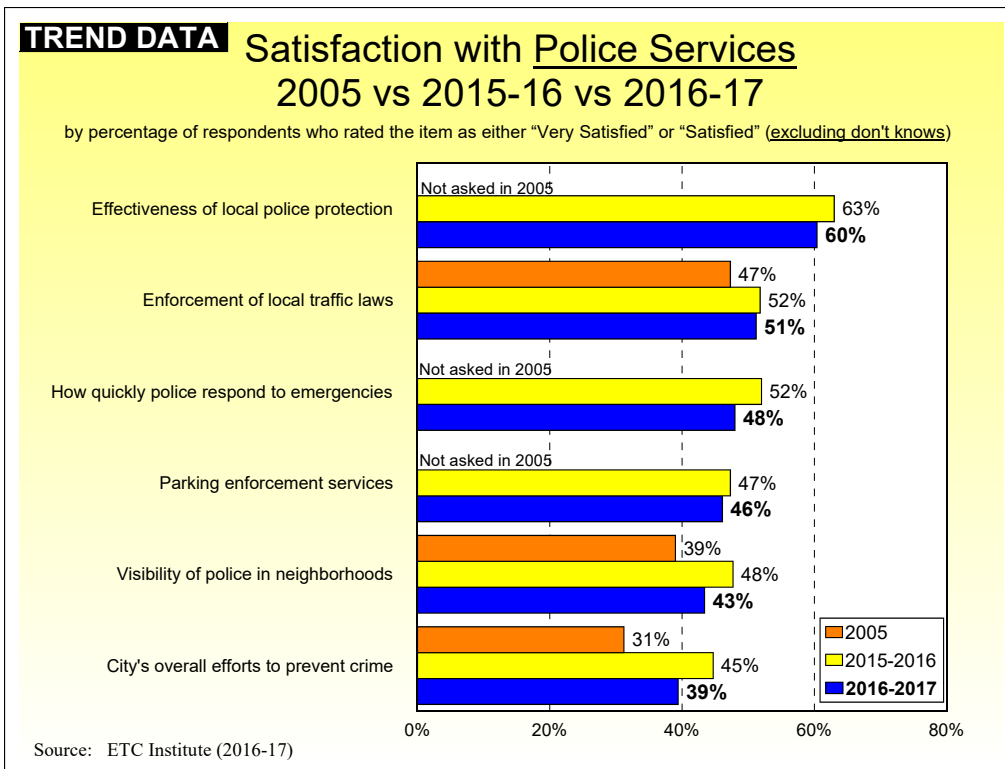
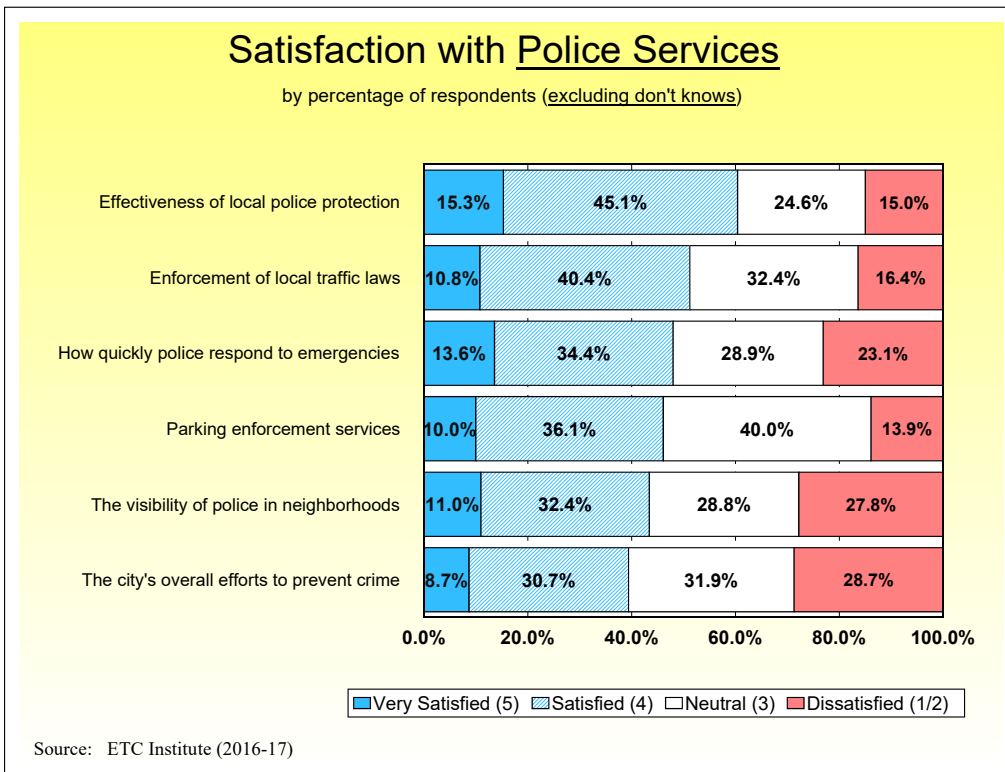
Source: ETC Institute (2016-17)

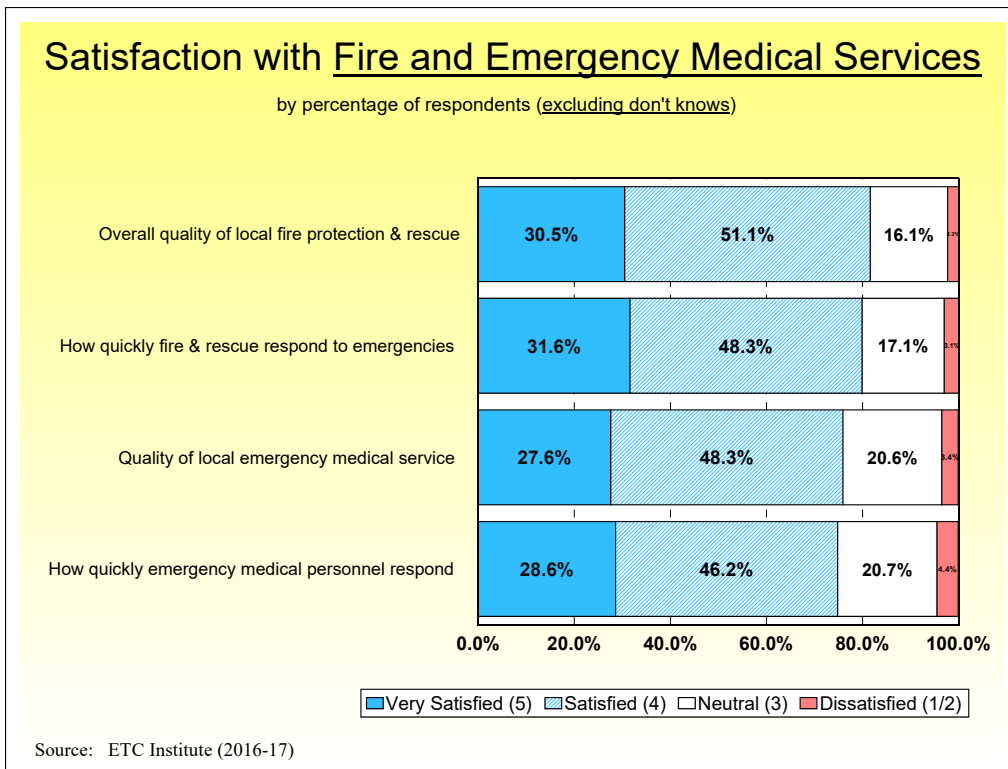
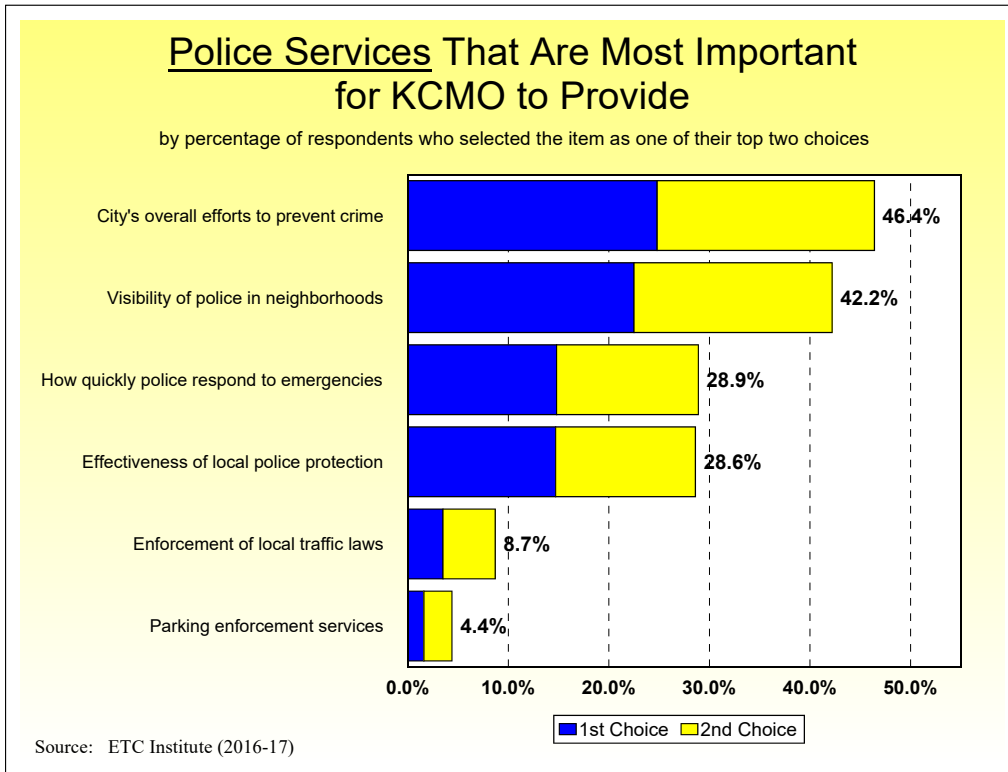
Satisfaction with Public Transportation

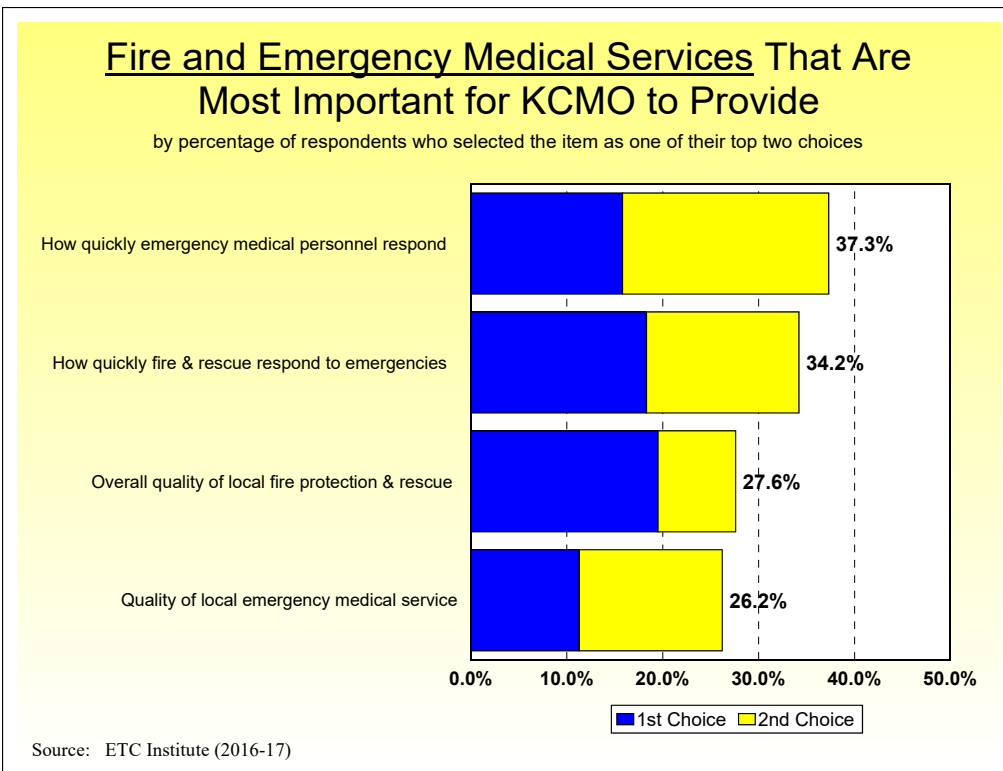
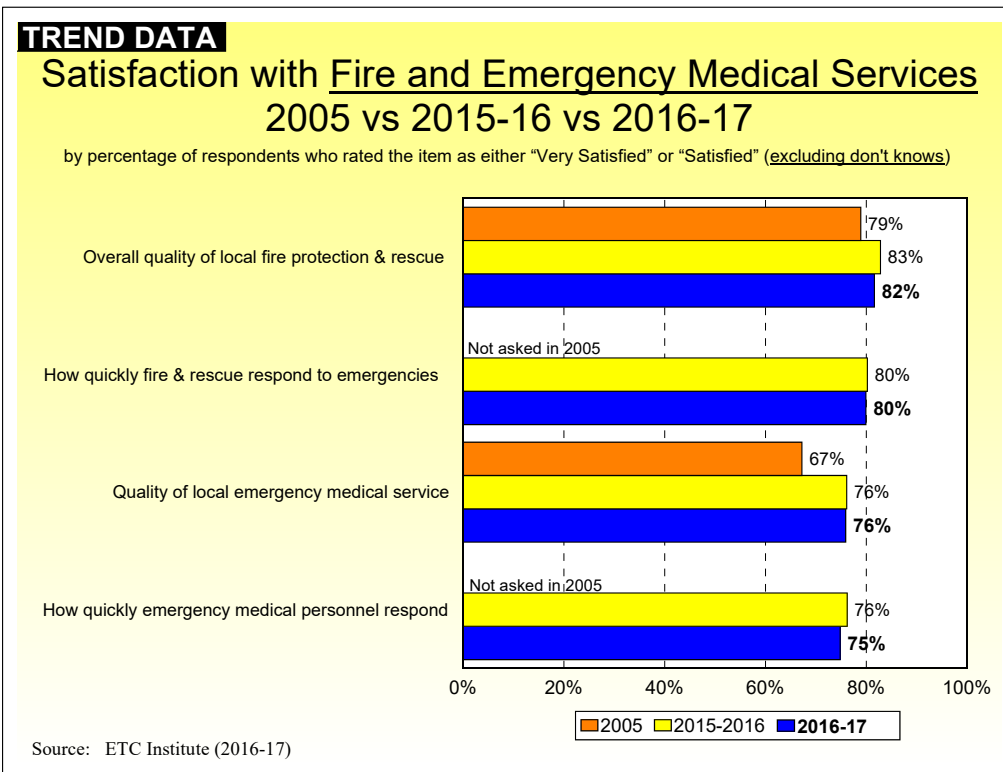
by percentage of respondents (excluding don't knows)

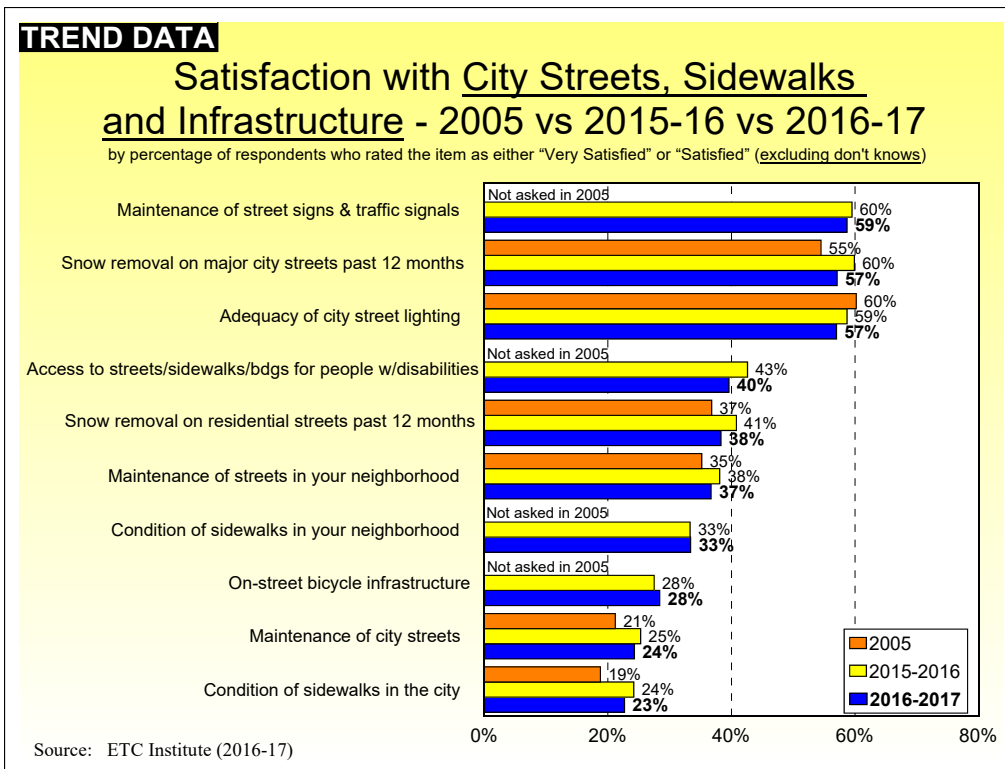
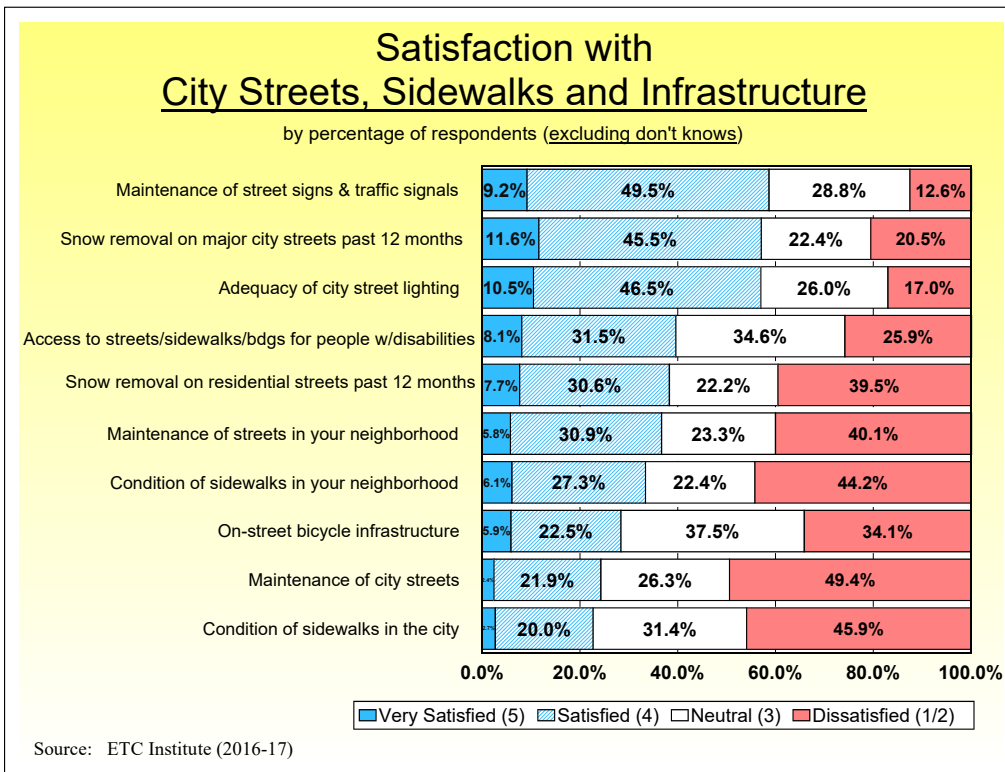


Source: ETC Institute (2016-17)



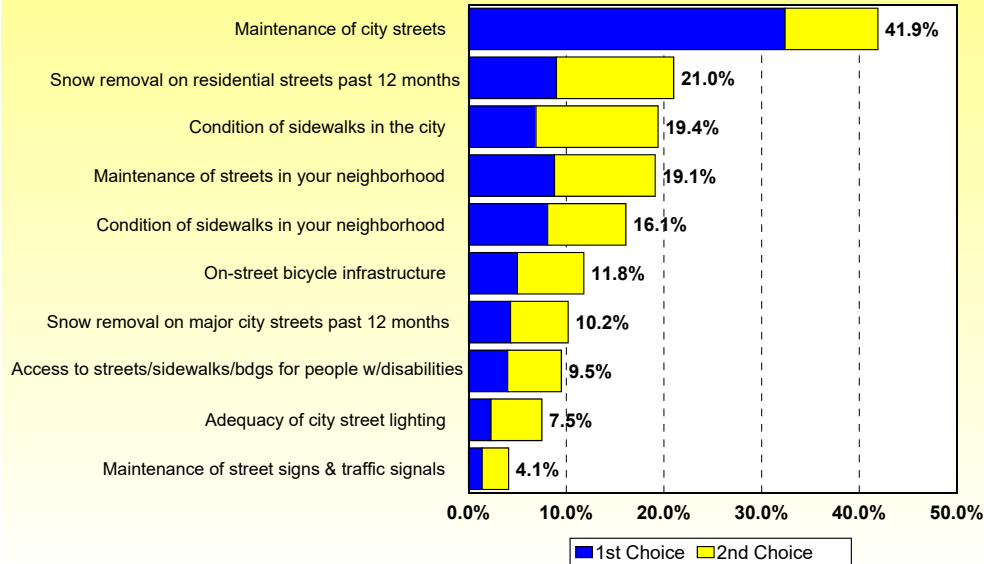






City Streets, Sidewalks and Infrastructure Services That Are Most Important for KCMO to Provide

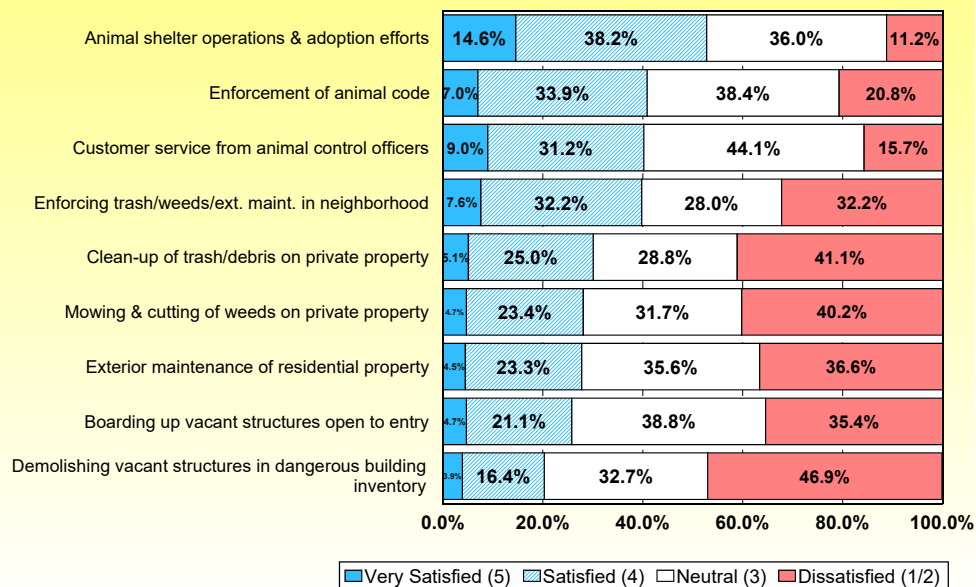
by percentage of respondents who selected the item as one of their top two choices



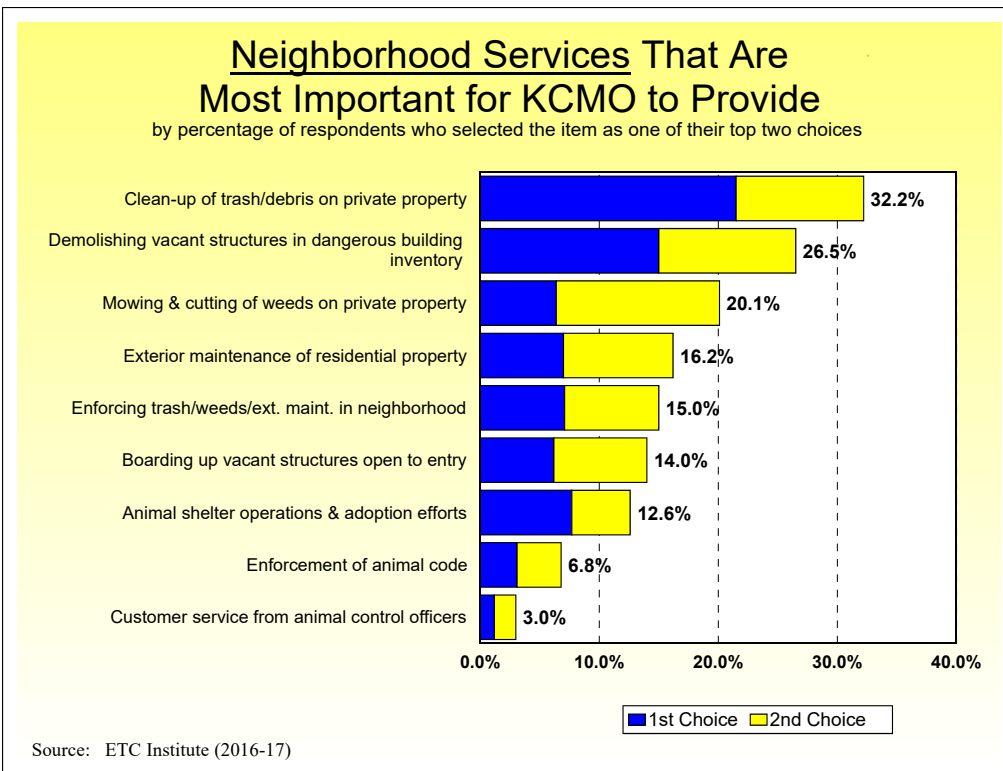
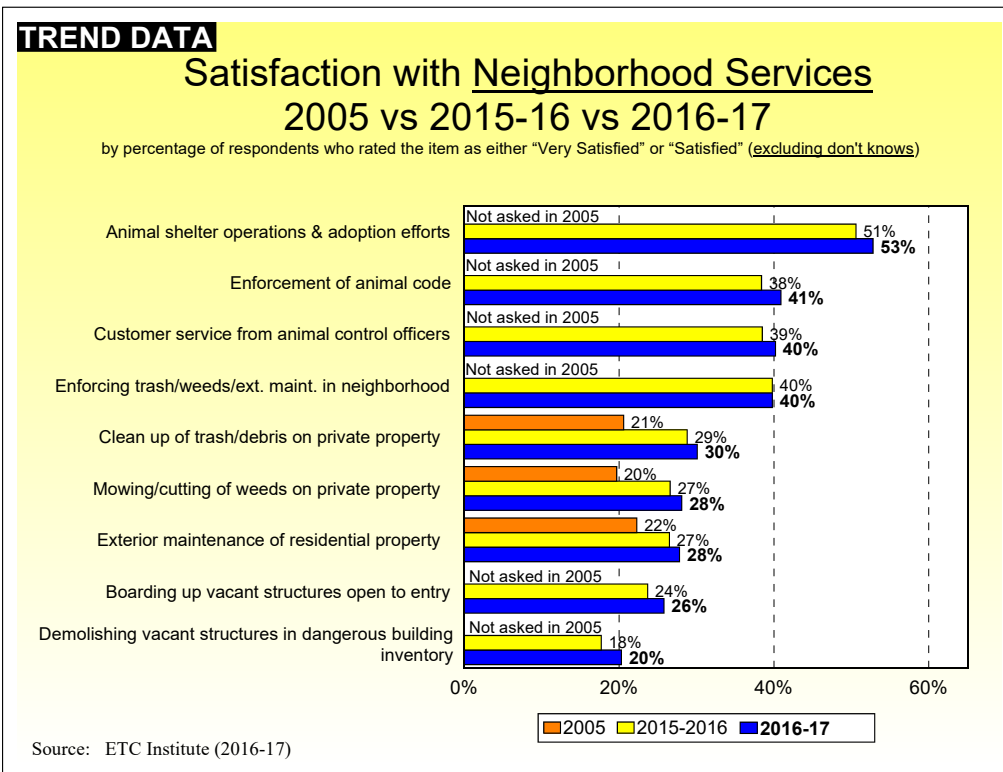
Source: ETC Institute (2016-17)

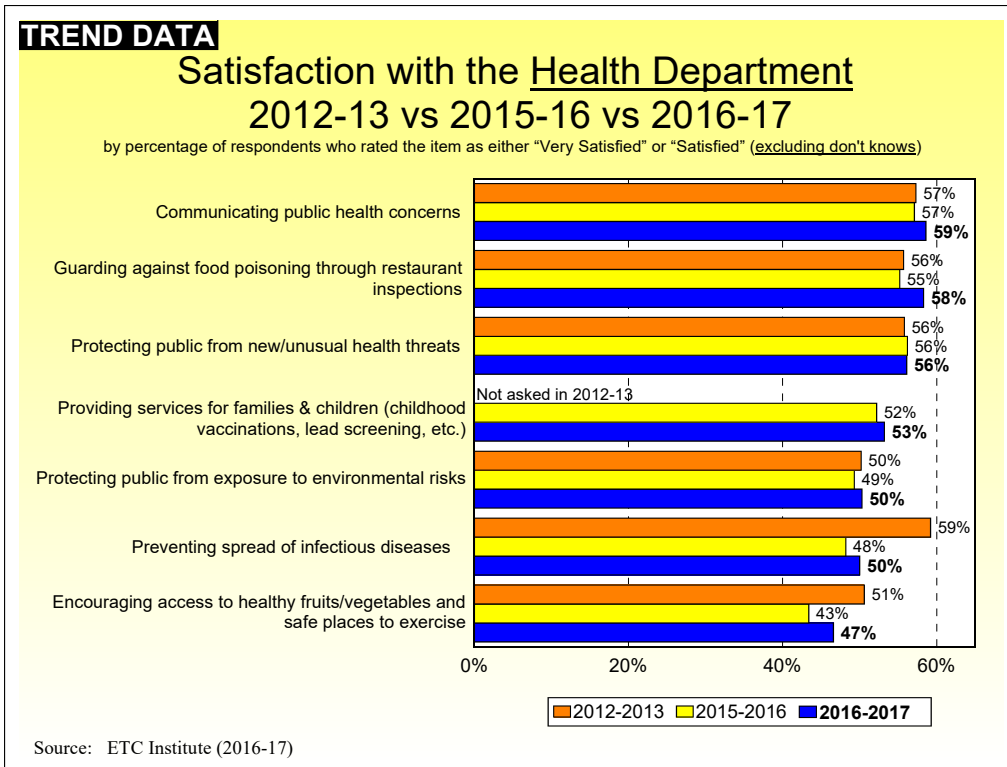
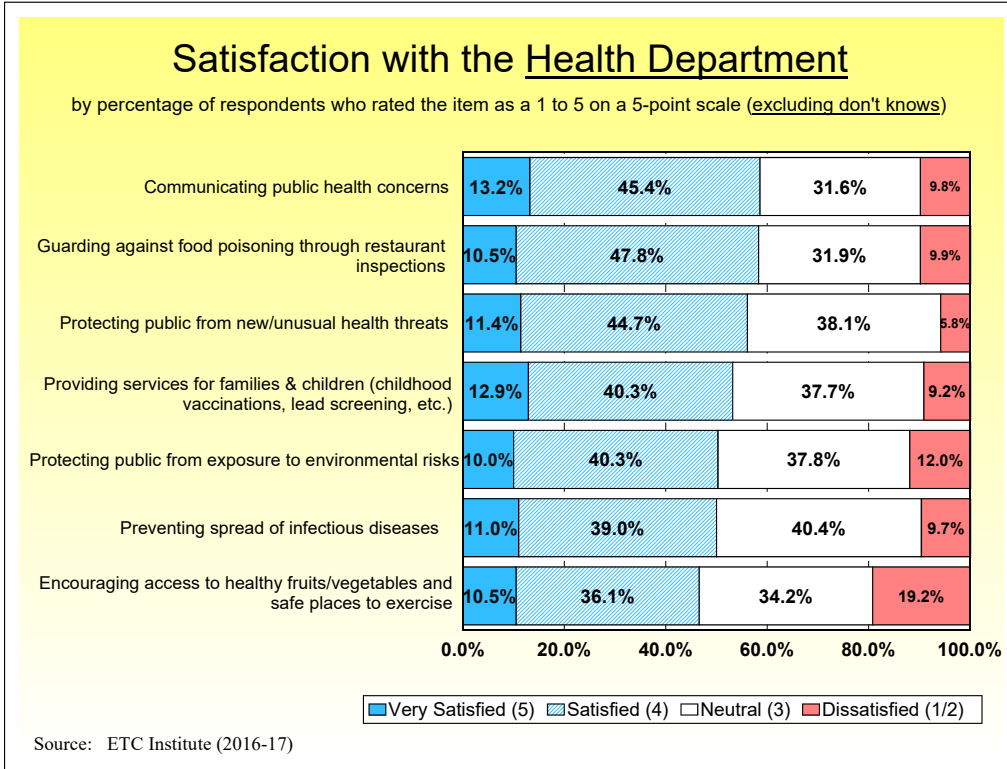
Satisfaction with Neighborhood Services

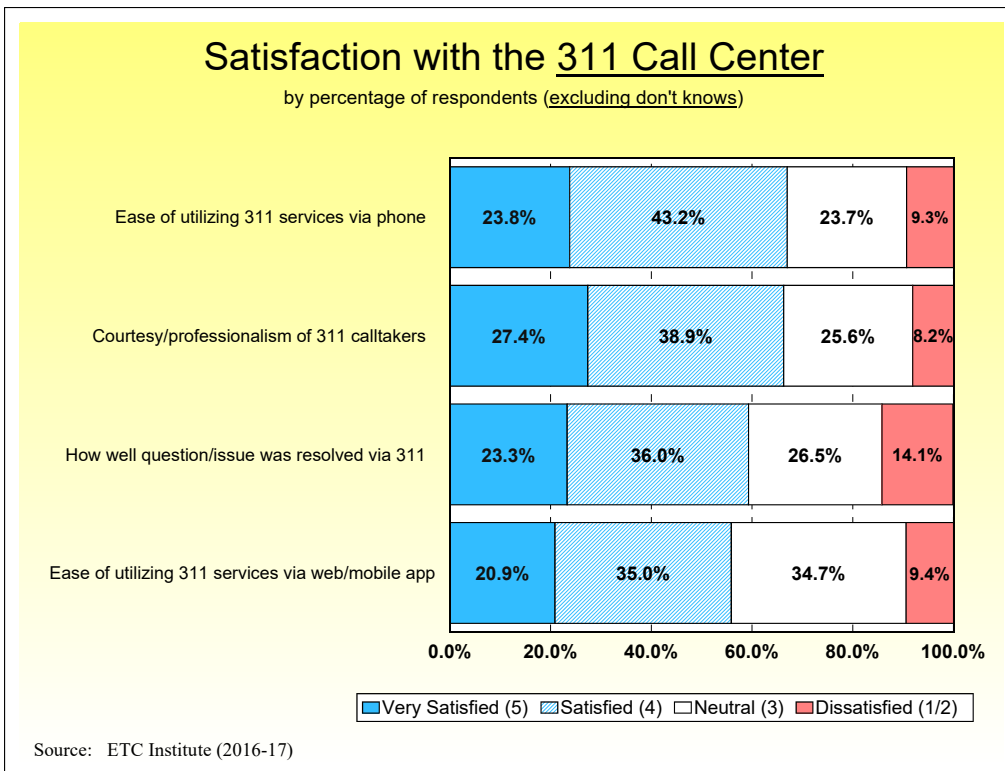
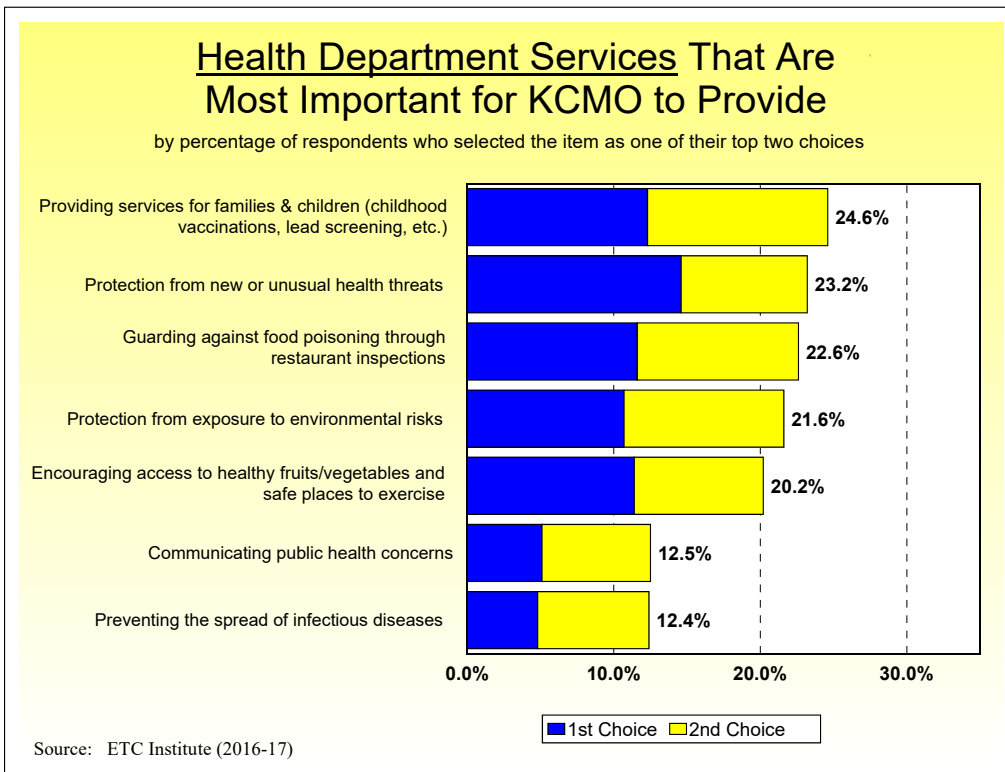
by percentage of respondents (excluding don't knows)

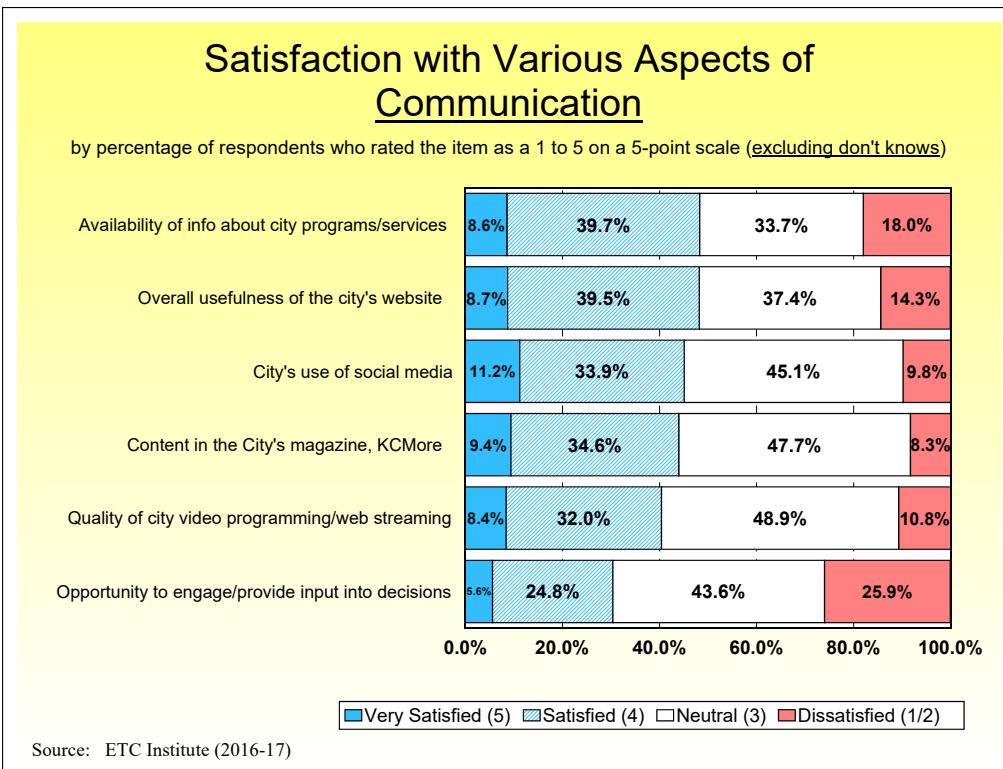
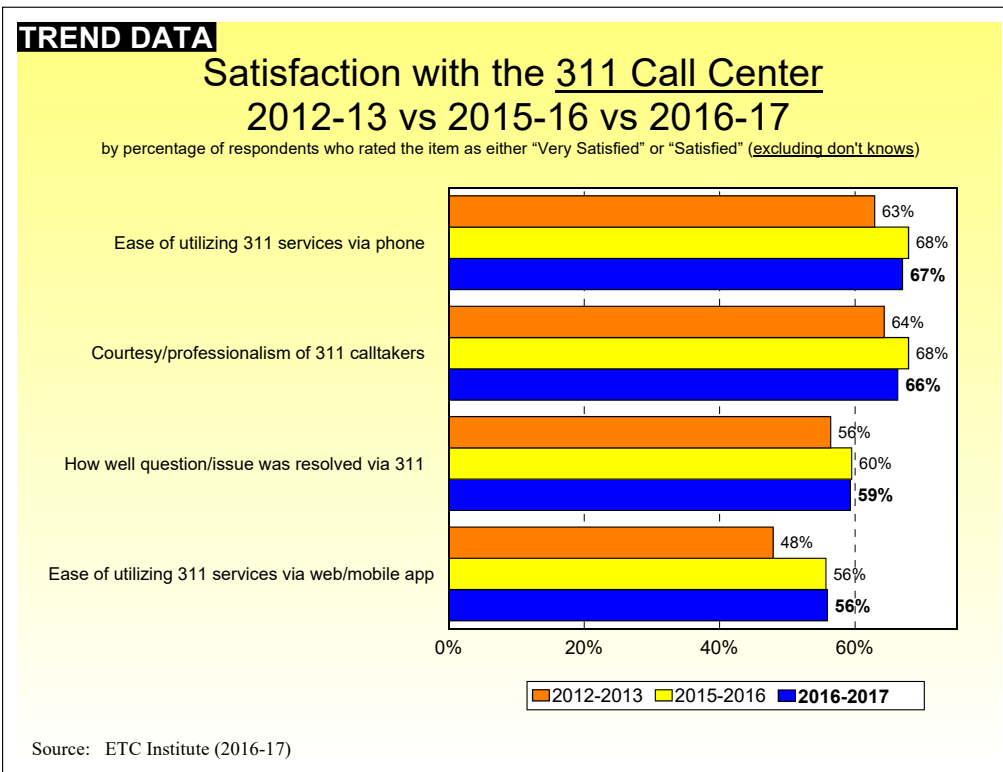


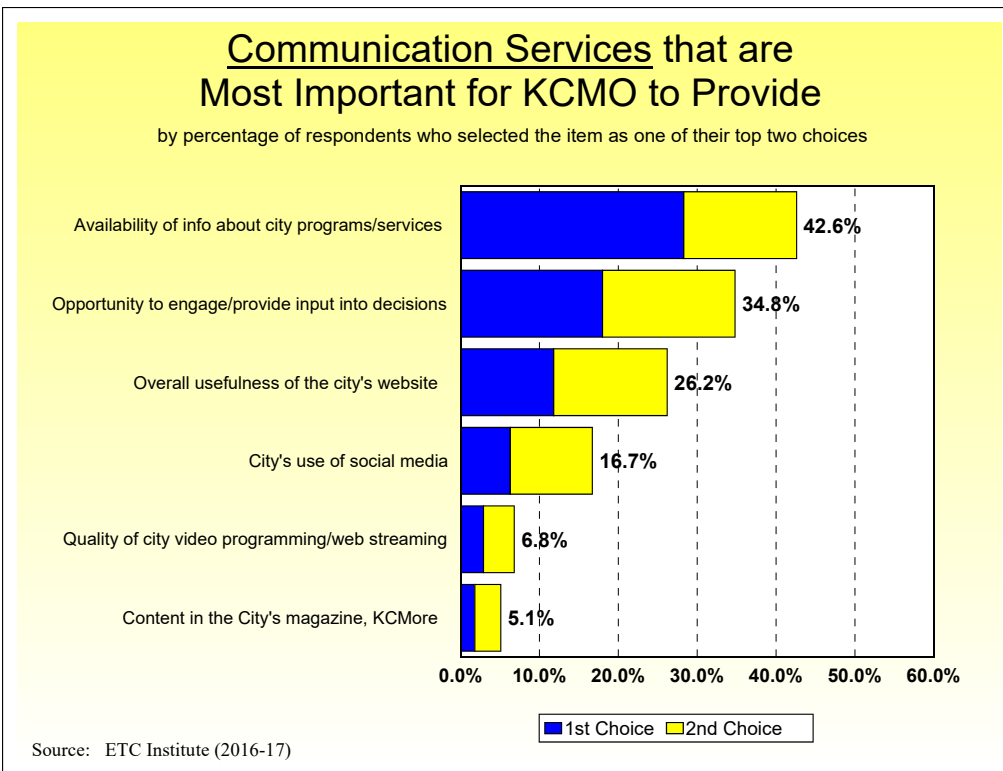
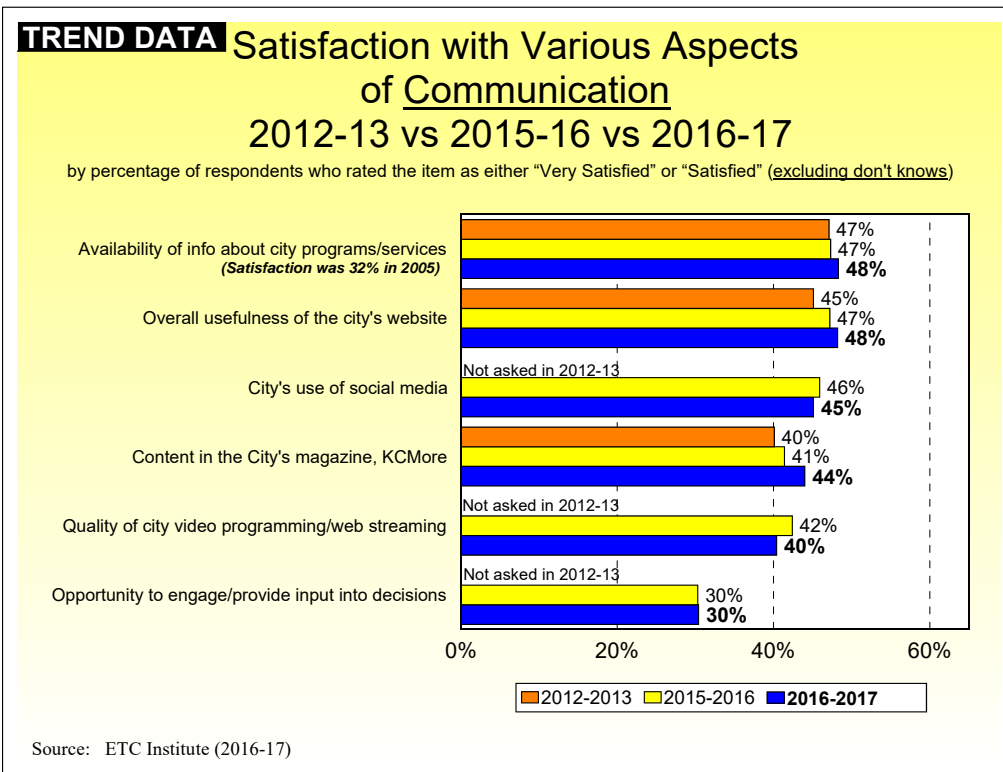
Source: ETC Institute (2016-17)

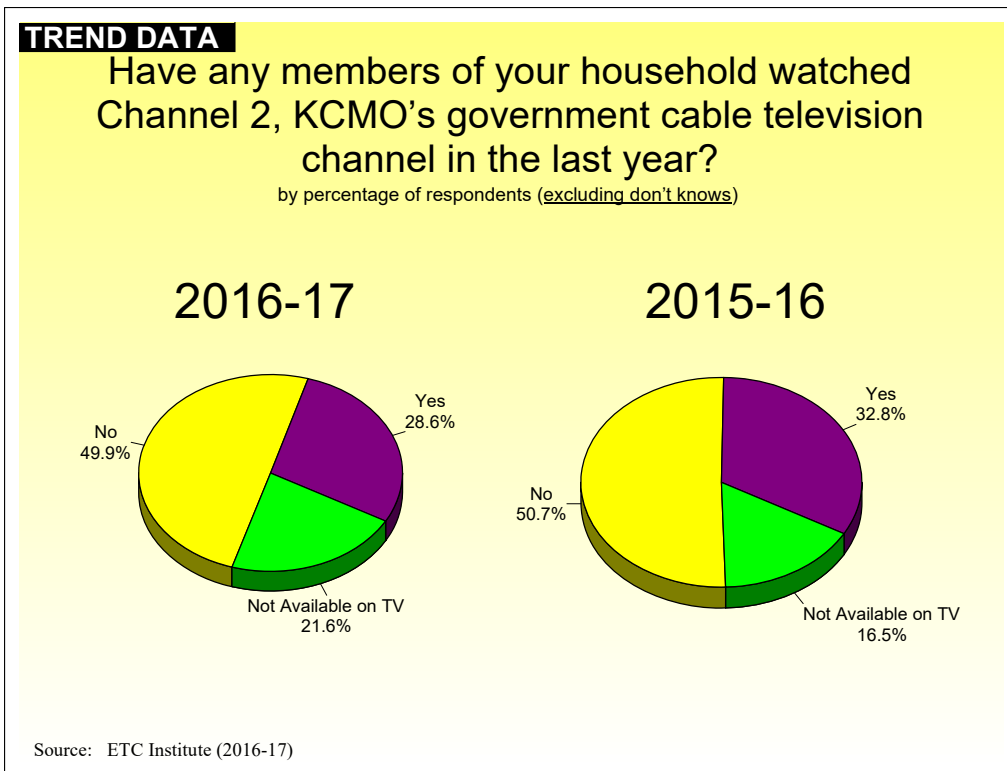
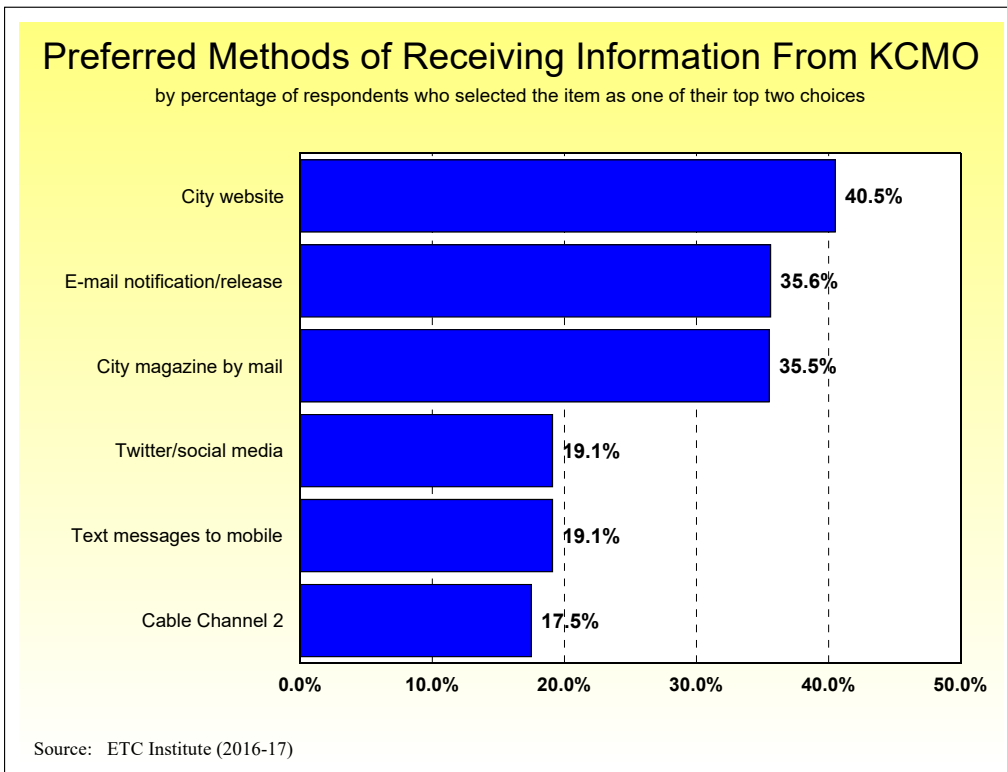


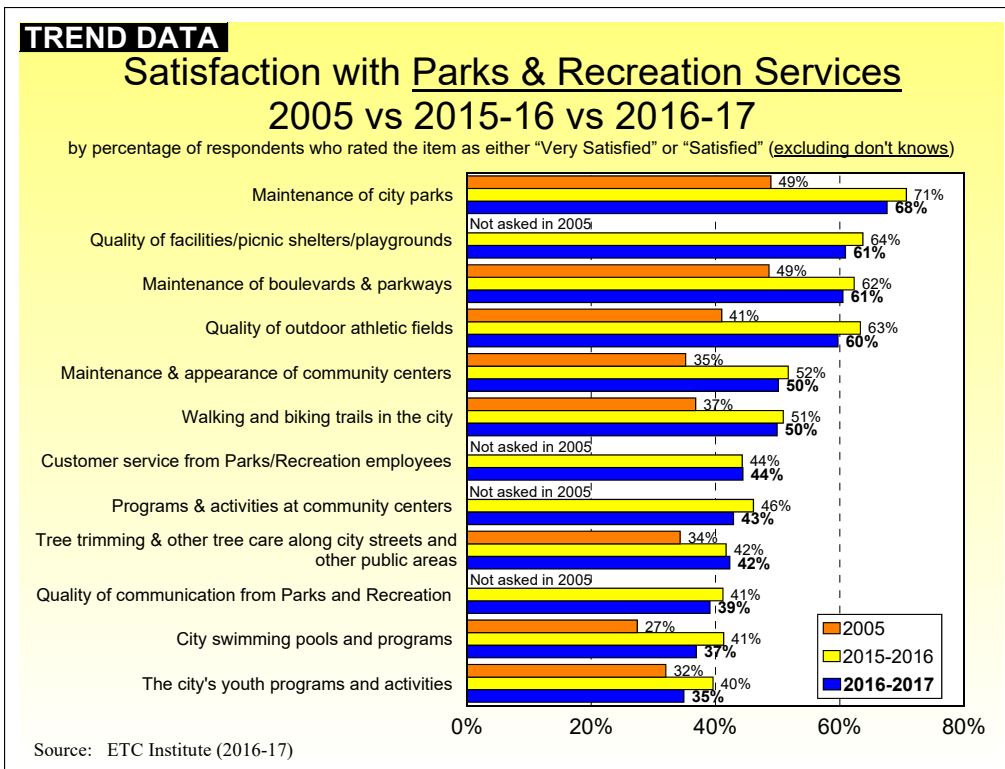
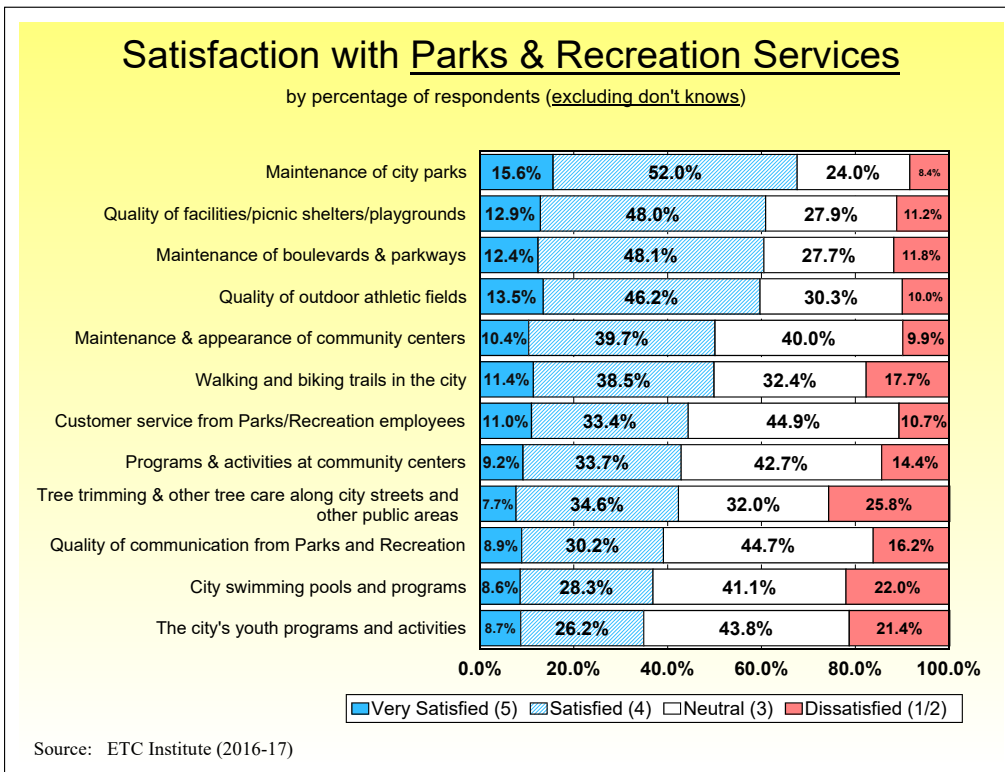


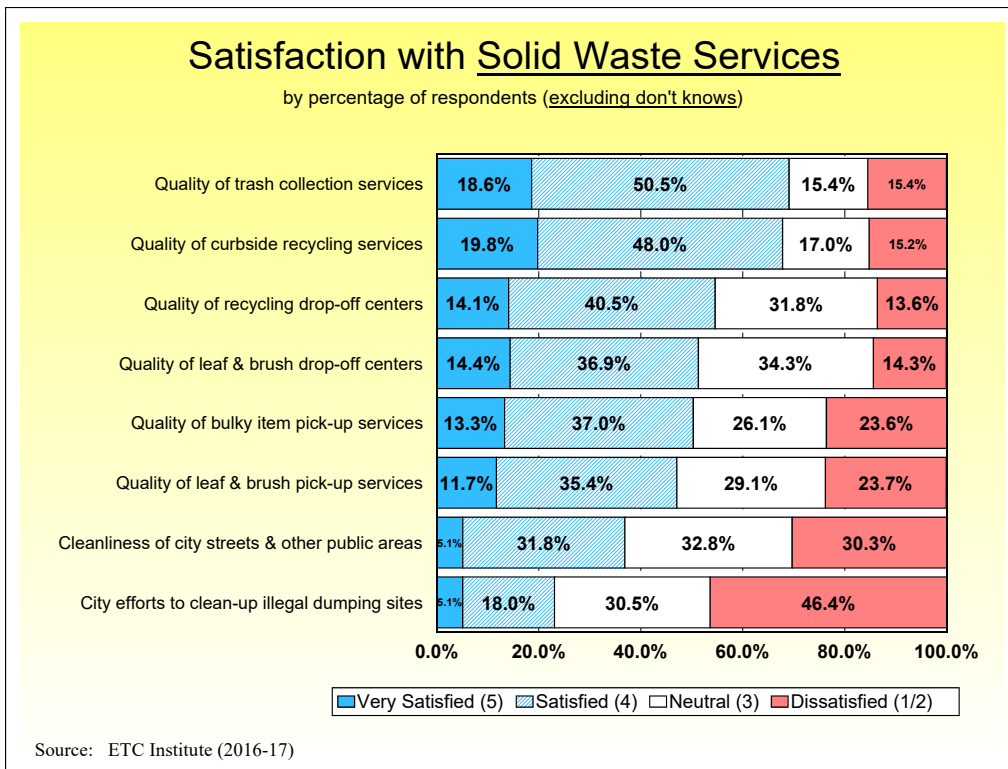
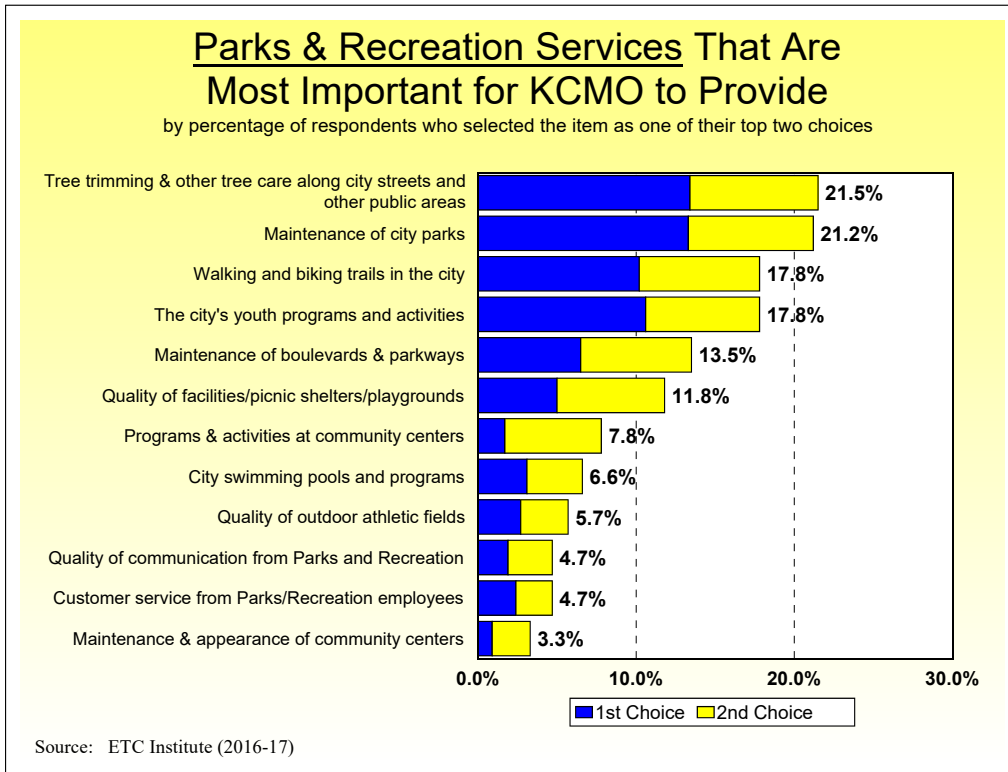


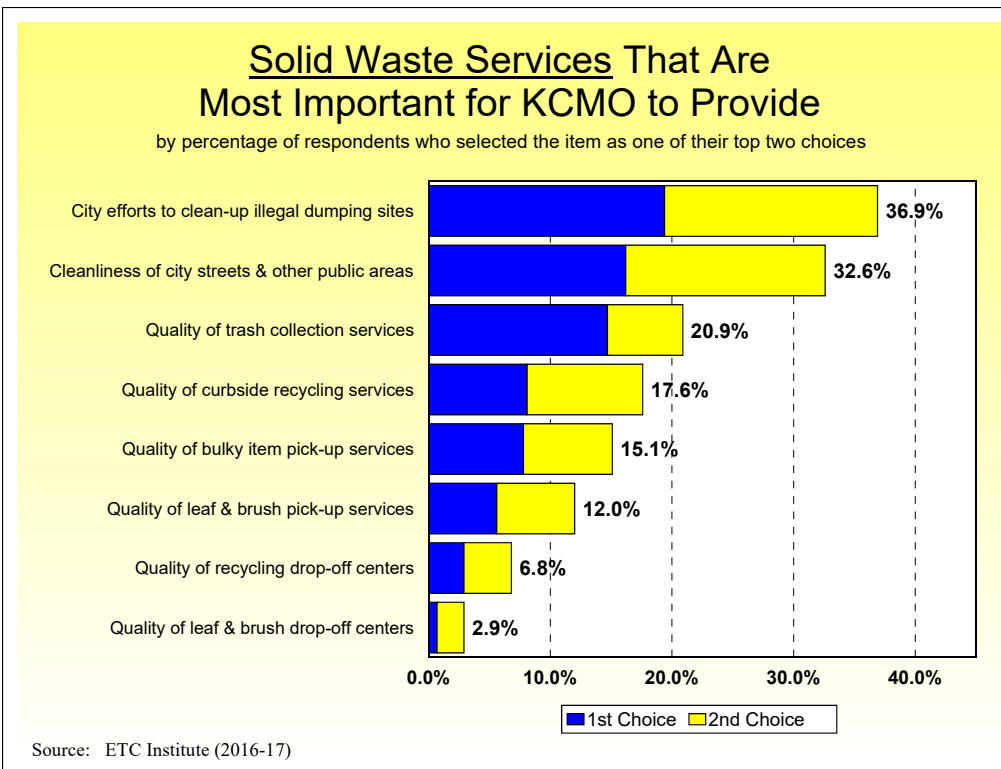
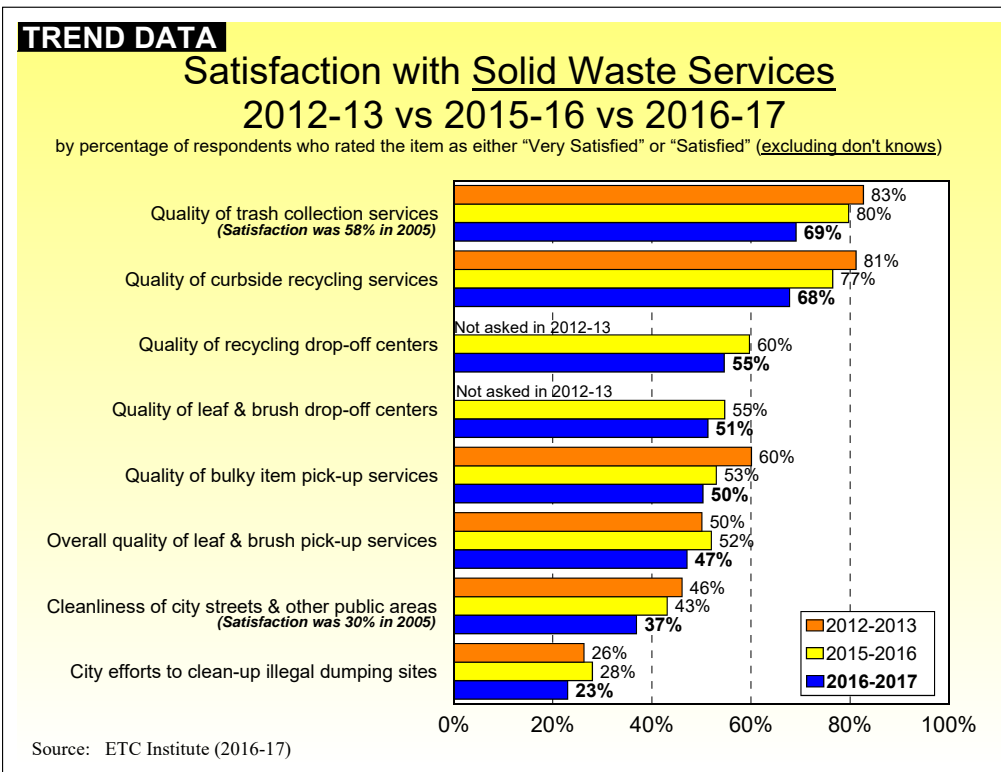


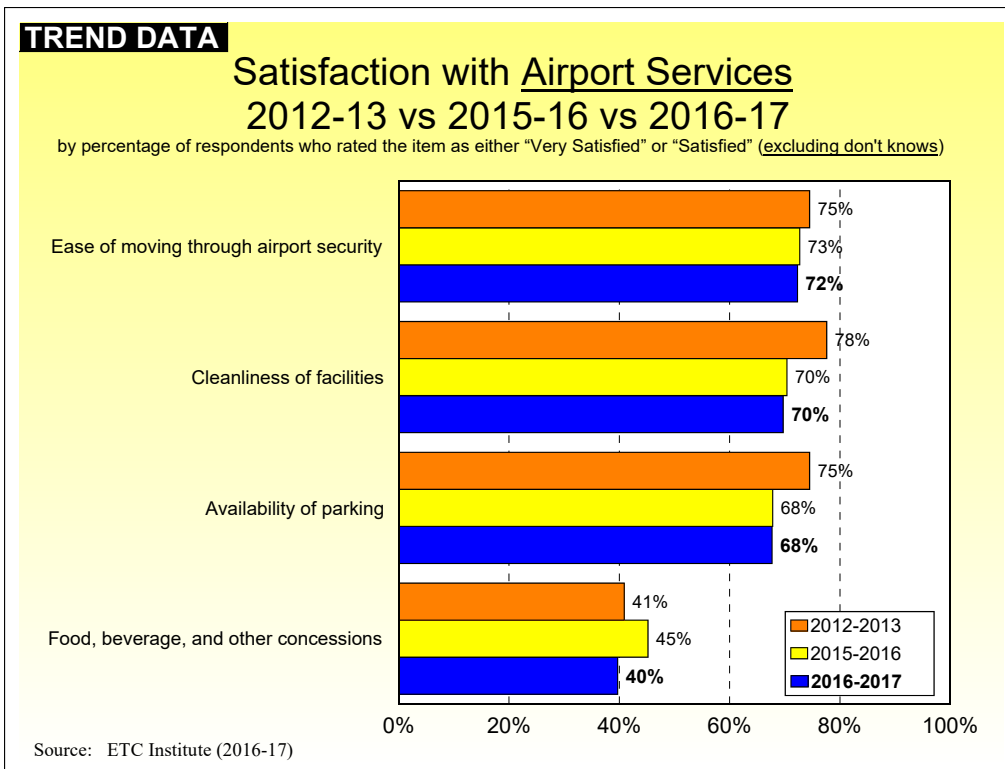
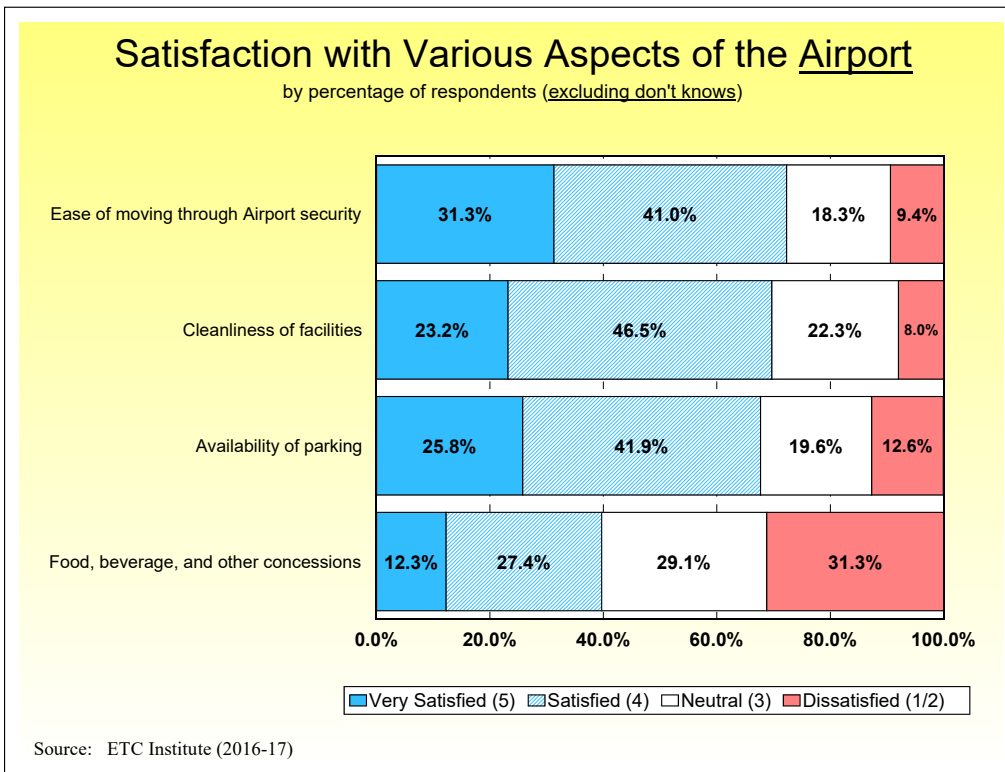


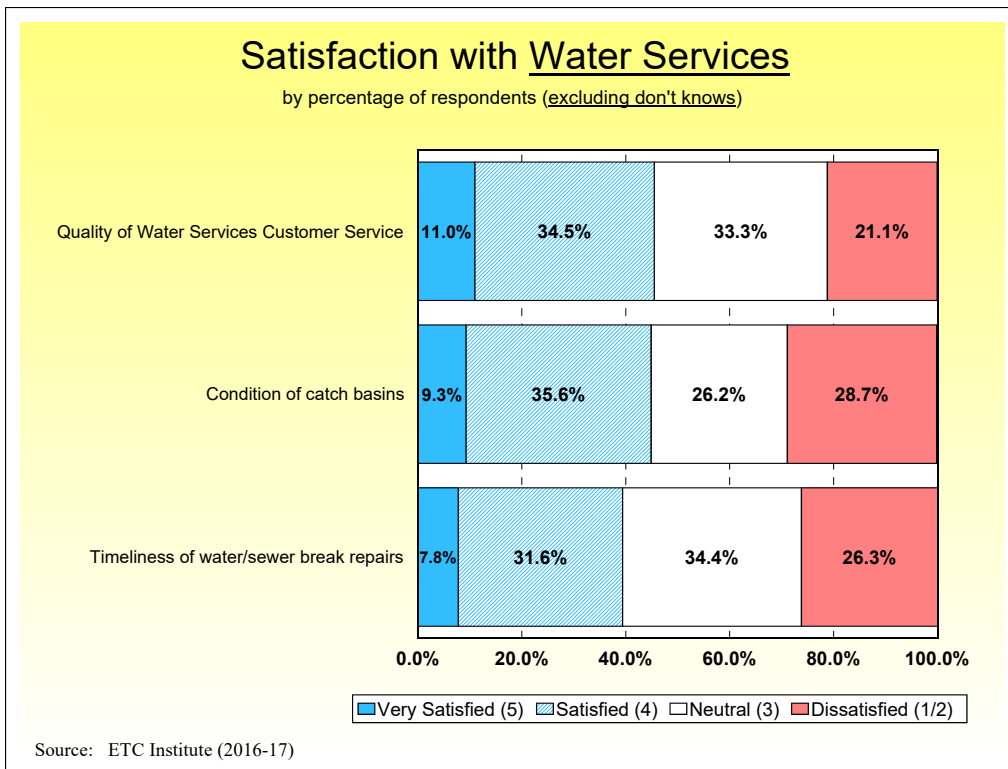
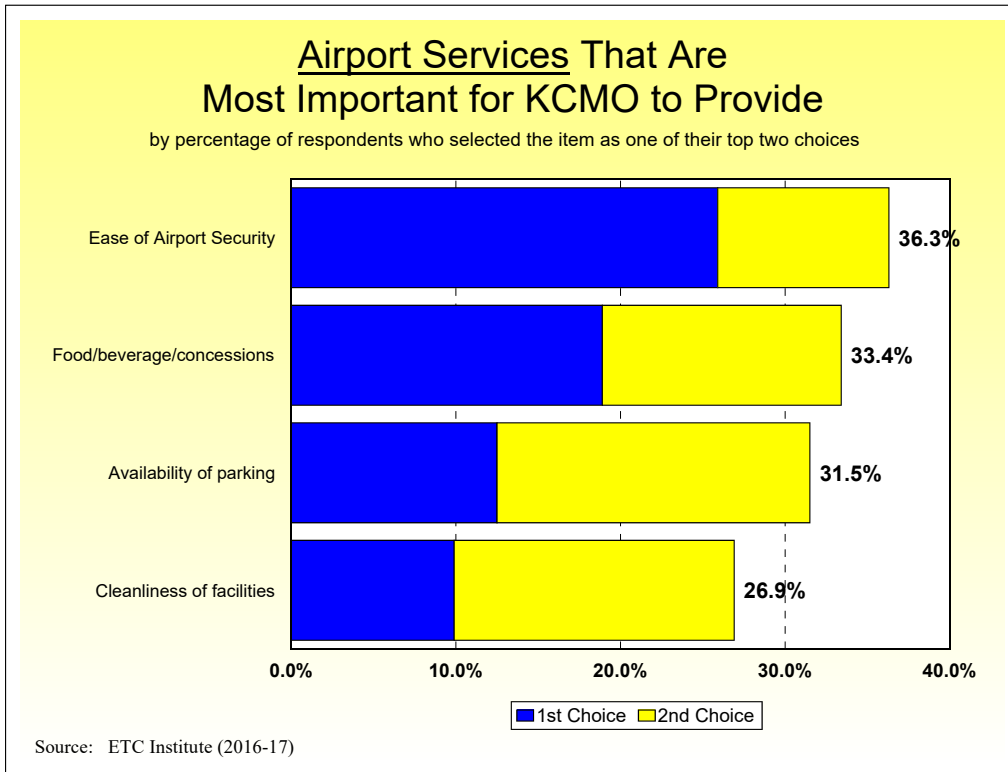


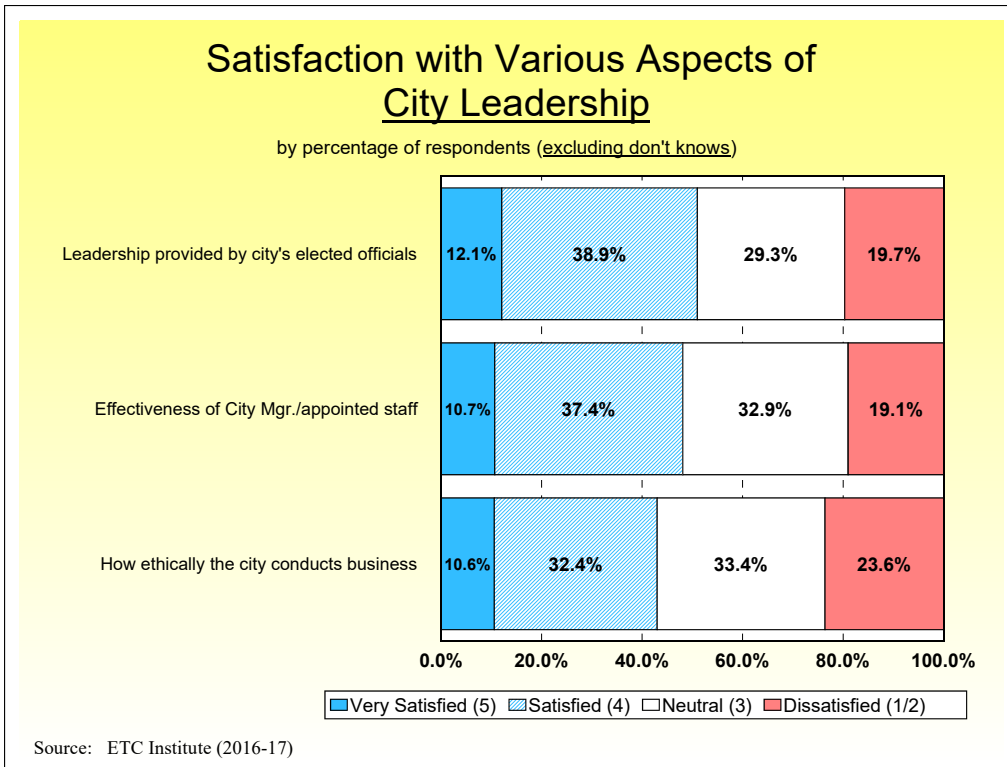
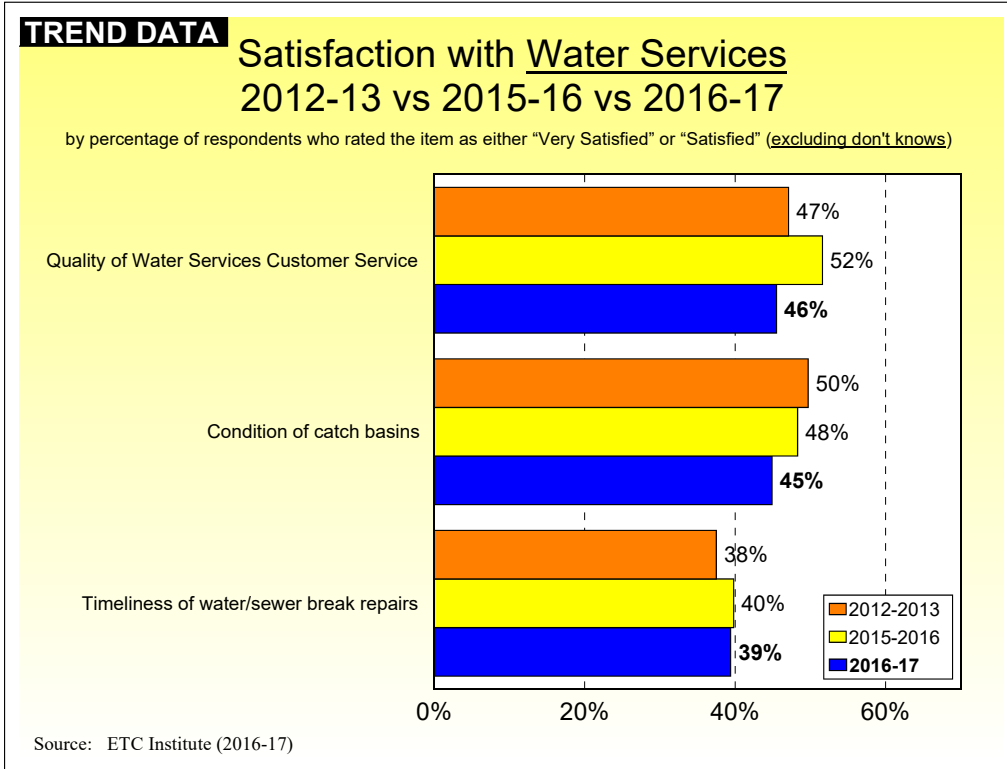


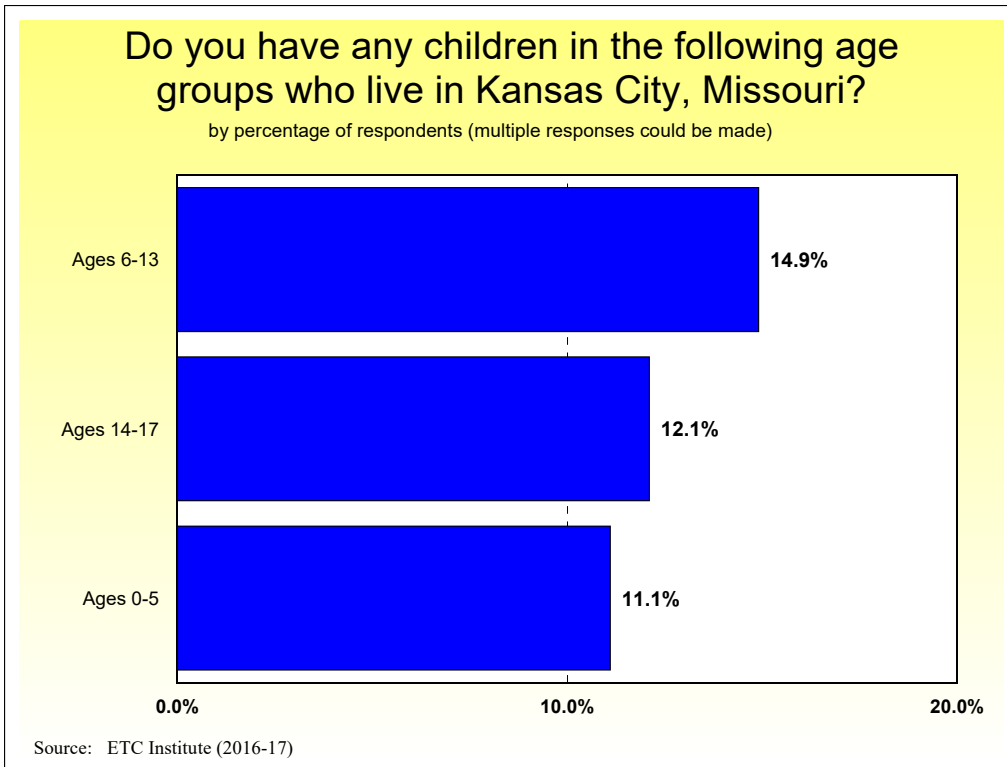
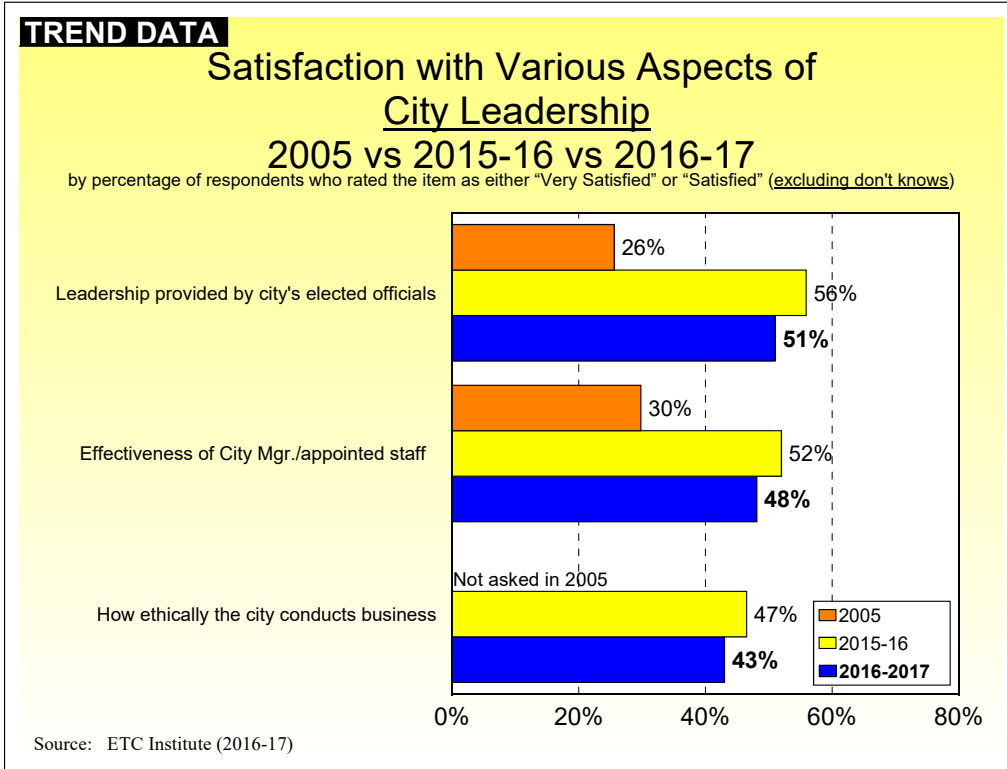






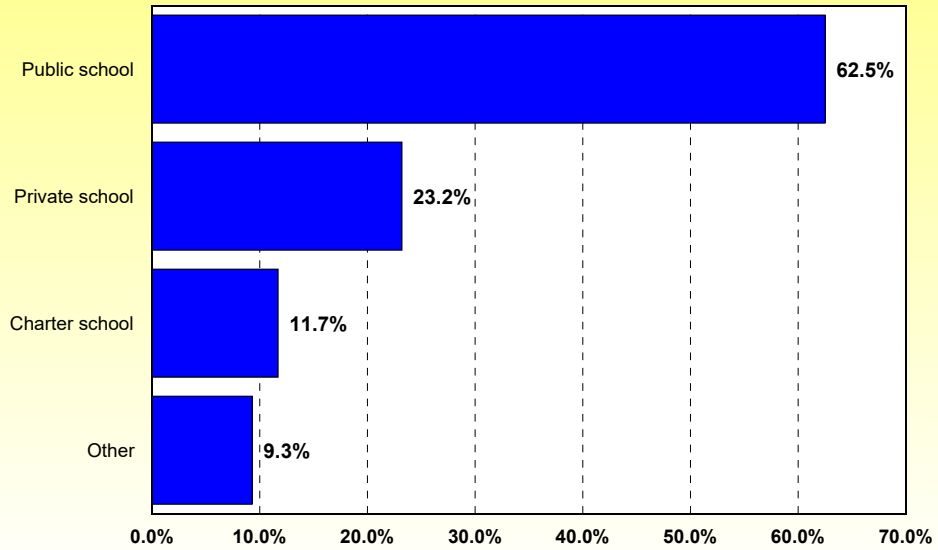






If you have children living in Kansas City, Missouri, what type of K-12 school do your children attend?

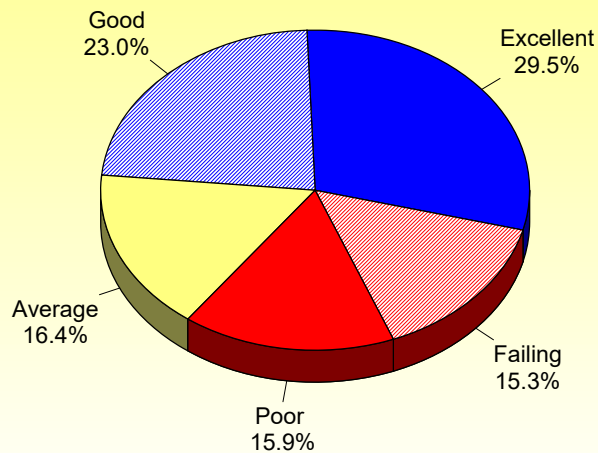
by percentage of respondents (multiple responses could be made)



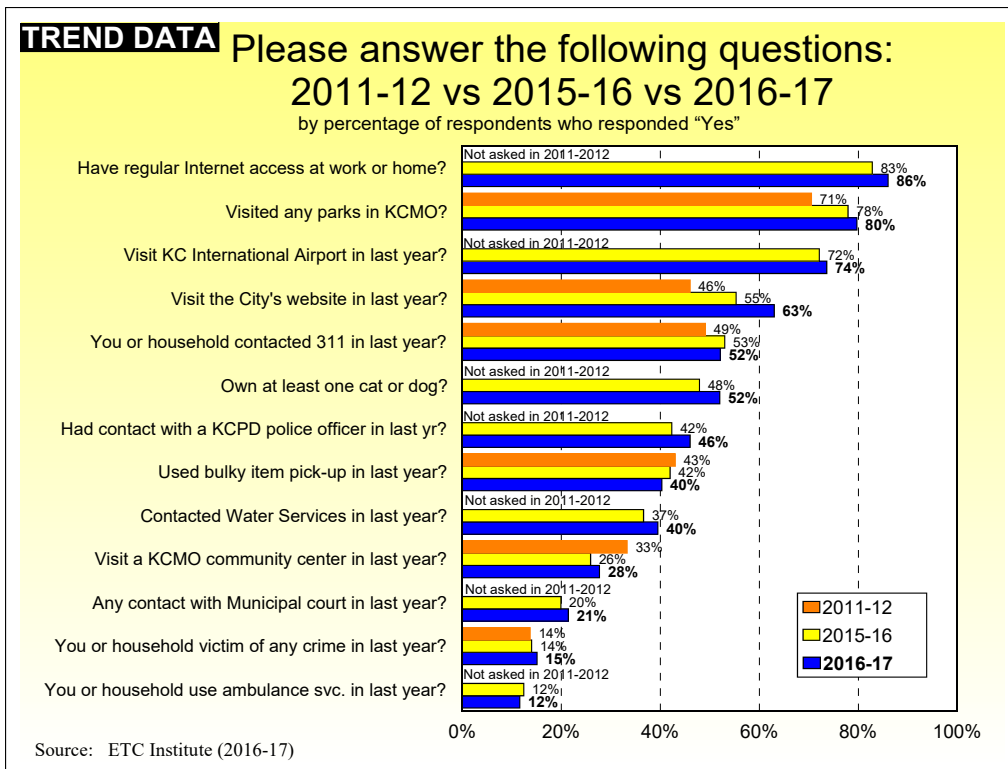
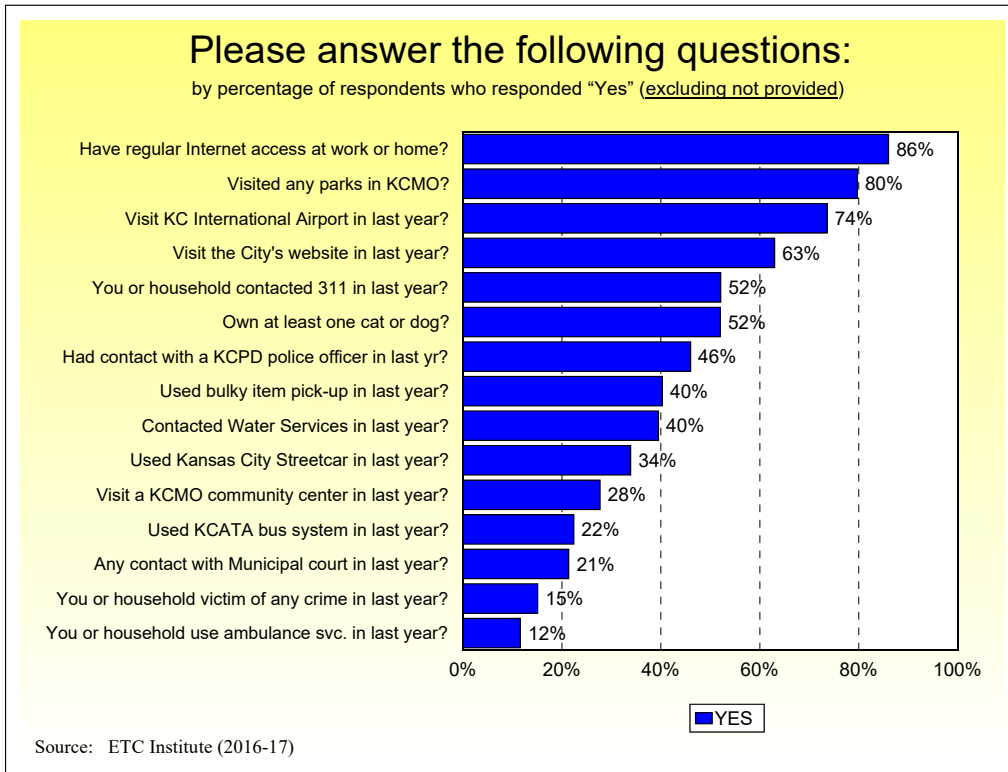
Source: ETC Institute (2016-17)

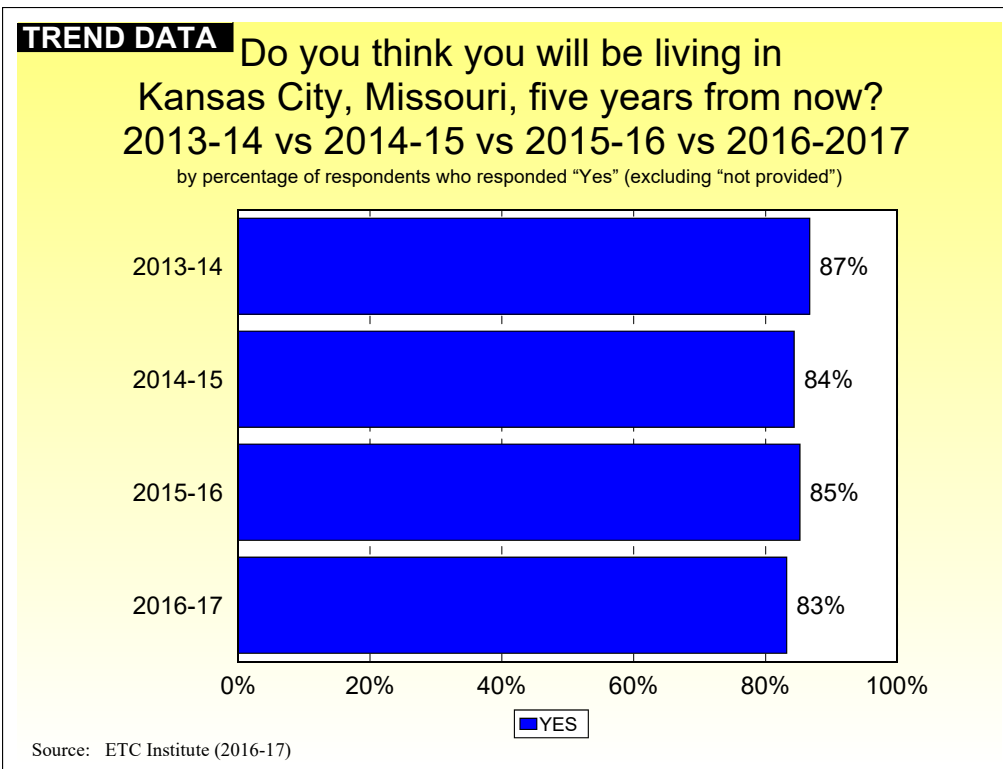
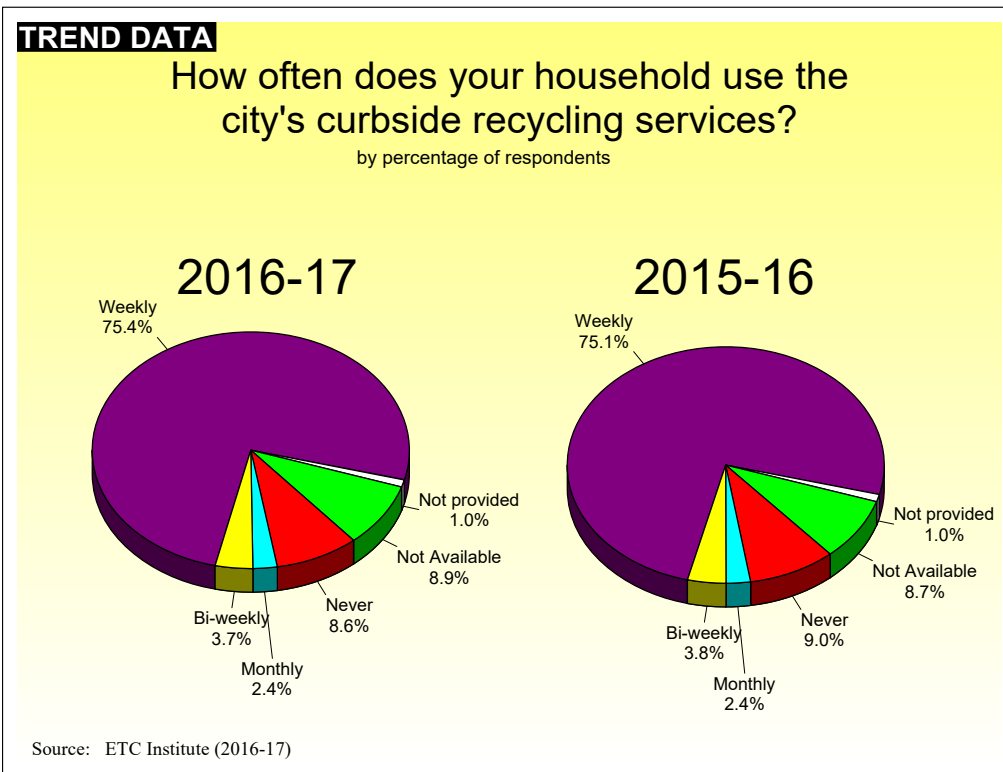
If you have children in Kansas City, Missouri, how would you grade the quality of the school your children attend?

by percentage of respondents (excluding not provided)



Source: ETC Institute (2016-17)





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 knows"). "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-six percent (56.1%) of residents selected "*maintenance of streets, sidewalks & infrastructure*" as the most important city service for the City to provide.

With regard to satisfaction, 24.5% of those surveyed rated “*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 “*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, 56.1% was multiplied by 75.5% (1-0.245). This calculation yielded an I-S rating of 0.4236, 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* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

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

Importance-Satisfaction Rating
Kansas City, MO
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of streets, sidewalks & infrastructure	56.1%	1	24.5%	15	0.4236	1
<u>High Priority (IS .10-.20)</u>						
Quality of police services	34.7%	2	64.9%	3	0.1218	2
Quality of public transportation	18.8%	3	43.9%	12	0.1055	3
Quality of neighborhood services	18.3%	4	45.0%	10	0.1007	4
<u>Medium Priority (IS <.10)</u>						
Quality of city's stormwater runoff/mgmt system	14.7%	6	38.5%	14	0.0904	5
Quality of City water utilities	16.1%	5	54.8%	7	0.0728	6
Quality of solid waste services	12.9%	8	61.1%	5	0.0502	7
Effectiveness of city communication with public	7.6%	11	44.0%	11	0.0426	8
Quality of airport facilities	11.5%	9	67.3%	2	0.0376	9
City parks & recreation programs/facilities	10.2%	10	64.8%	4	0.0359	10
Quality of customer service from city employees	6.4%	12	47.8%	9	0.0334	11
Quality of fire & ambulance services	13.7%	7	77.1%	1	0.0314	12
Quality of Health Department services	4.9%	13	53.8%	8	0.0226	13
Quality of municipal court services	2.6%	15	40.9%	13	0.0154	14
Quality of the city's 311 service	3.2%	14	58.4%	6	0.0133	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 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>						
The city's overall efforts to prevent crime	46.4%	1	39.4%	6	0.2812	1
The visibility of police in neighborhoods	42.2%	2	43.4%	5	0.2389	2
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	28.9%	3	48.0%	3	0.1503	3
Effectiveness of local police protection	28.6%	4	60.4%	1	0.1133	4
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	8.7%	5	51.2%	2	0.0425	5
Parking enforcement services	4.4%	6	46.1%	4	0.0237	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

<u>Category of Service</u>	<u>Most Important %</u>	<u>Most Important Rank</u>	<u>Satisfaction %</u>	<u>Satisfaction Rank</u>	<u>Importance-Satisfaction Rating</u>	<u>I-S Rating Rank</u>
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
How quickly emergency medical personnel respond	37.3%	1	74.8%	4	0.0940	1
How quickly fire & rescue respond to emergencies	34.2%	2	79.9%	2	0.0687	2
Quality of local emergency medical service	26.2%	4	75.9%	3	0.0631	3
Overall quality of local fire protection & rescue	27.6%	3	81.6%	1	0.0508	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
<u>Very High Priority (IS > .20)</u>						
Maintenance of city streets	41.9%	1	24.3%	9	0.3172	1
<u>High Priority (IS .10-.20)</u>						
Condition of sidewalks in the city	19.4%	3	22.7%	10	0.1500	2
Snow removal on residential streets past 12 months	21.0%	2	38.3%	5	0.1296	3
Maintenance of streets in your neighborhood	19.1%	4	36.7%	6	0.1209	4
Condition of sidewalks in your neighborhood	16.1%	5	33.4%	7	0.1072	5
<u>Medium Priority (IS < .10)</u>						
On-street bicycle infrastructure	11.8%	6	28.4%	8	0.0845	6
Access to streets/sidewalks/bdgs for people w/disabilities	9.5%	8	39.6%	4	0.0574	7
Snow removal on major city streets past 12 months	10.2%	7	57.1%	2	0.0438	8
Adequacy of city street lighting	7.5%	9	57.0%	3	0.0323	9
Maintenance of street signs & traffic signals	4.1%	10	58.7%	1	0.0169	10

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 Neighborhood 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>						
Clean-up of trash/debris on private property	32.2%	1	30.1%	5	0.2251	1
Demolishing vacant structures in dangerous building inventory	26.5%	2	20.3%	9	0.2112	2
<u>High Priority (IS .10-.20)</u>						
Mowing & cutting of weeds on private property	20.1%	3	28.1%	6	0.1445	3
Exterior maintenance of residential property	16.2%	4	27.8%	7	0.1170	4
Boarding up vacant structures open to entry	14.0%	6	25.8%	8	0.1039	5
<u>Medium Priority (IS <.10)</u>						
Enforcing trash/weeds/ext. maint. in neighborhood	15.0%	5	39.8%	4	0.0903	6
Animal shelter operations & adoption efforts	12.6%	7	52.8%	1	0.0595	7
Enforcement of animal code	6.8%	8	40.9%	2	0.0402	8
Customer service from animal control officers	3.0%	9	40.2%	3	0.0179	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
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
Providing services for families and children	24.6%	1	53.2%	4	0.1151	1
Encouraging access to healthy fruits/vegetables, etc.	20.2%	5	46.6%	7	0.1079	2
Protecting public from exposure to environmental risks	21.6%	4	50.3%	5	0.1074	3
Protecting public from new/unusual health threats	23.2%	2	56.1%	3	0.1018	4
<u>Medium Priority (IS <.10)</u>						
Guarding against food poisoning through restaurant inspections	22.6%	3	58.3%	2	0.0942	5
Preventing spread of infectious diseases	12.4%	7	50.0%	6	0.0620	6
Communicating public health concerns	12.5%	6	58.6%	1	0.0518	7

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
<u>Very High Priority (IS >.20)</u>						
Opportunity to engage/provide input into decisions	34.8%	2	30.4%	6	0.2422	1
Availability of info about city programs/services	42.6%	1	48.3%	1	0.2202	2
<u>High Priority (IS .10-.20)</u>						
Overall usefulness of the city's website	26.2%	3	48.2%	2	0.1357	3
<u>Medium Priority (IS <.10)</u>						
City's use of social media	16.7%	4	45.1%	3	0.0917	4
Quality of city video programming/web streaming	6.8%	5	40.4%	5	0.0405	5
Content in the City's magazine, KCMore	5.1%	6	44.0%	4	0.0286	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 Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
Tree trimming & other tree care along city streets and other public areas	21.5%	1	42.3%	9	0.1241	1
The city's youth programs and activities	17.8%	4	34.9%	12	0.1159	2
<u>Medium Priority (IS <.10)</u>						
Walking and biking trails in the city	17.8%	3	49.9%	6	0.0892	3
Maintenance of city parks	21.2%	2	67.6%	1	0.0687	4
Maintenance of boulevards & parkways	13.5%	5	60.5%	3	0.0533	5
Quality of facilities/picnic shelters/playgrounds	11.8%	6	60.9%	2	0.0461	6
Programs & activities at community centers	7.8%	7	42.9%	8	0.0445	7
City swimming pools and programs	6.6%	8	36.9%	11	0.0416	8
Quality of communication from Parks and Recreation	4.7%	10	39.1%	10	0.0286	9
Customer service from Parks/Recreation employees	4.7%	11	44.4%	7	0.0261	10
Quality of outdoor athletic fields	5.7%	9	59.7%	4	0.0230	11
Maintenance & appearance of community centers	3.3%	12	50.1%	5	0.0165	12

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating
Kansas City, MO
Solid Waste Services

<u>Category of Service</u>	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
City efforts to clean-up illegal dumping sites	36.9%	1	23.1%	8	0.2838	1
Cleanliness of city streets & other public areas	32.6%	2	36.9%	7	0.2057	2
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Quality of bulky item pick-up services	15.1%	5	50.3%	5	0.0750	3
Quality of trash collection services	20.9%	3	69.1%	1	0.0646	4
Quality of leaf & brush pick-up services	12.0%	6	47.1%	6	0.0635	5
Quality of curbside recycling services	17.6%	4	67.8%	2	0.0567	6
Quality of recycling drop-off centers	6.8%	7	54.6%	3	0.0309	7
Quality of leaf & brush drop-off centers	2.9%	8	51.3%	4	0.0141	8

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.

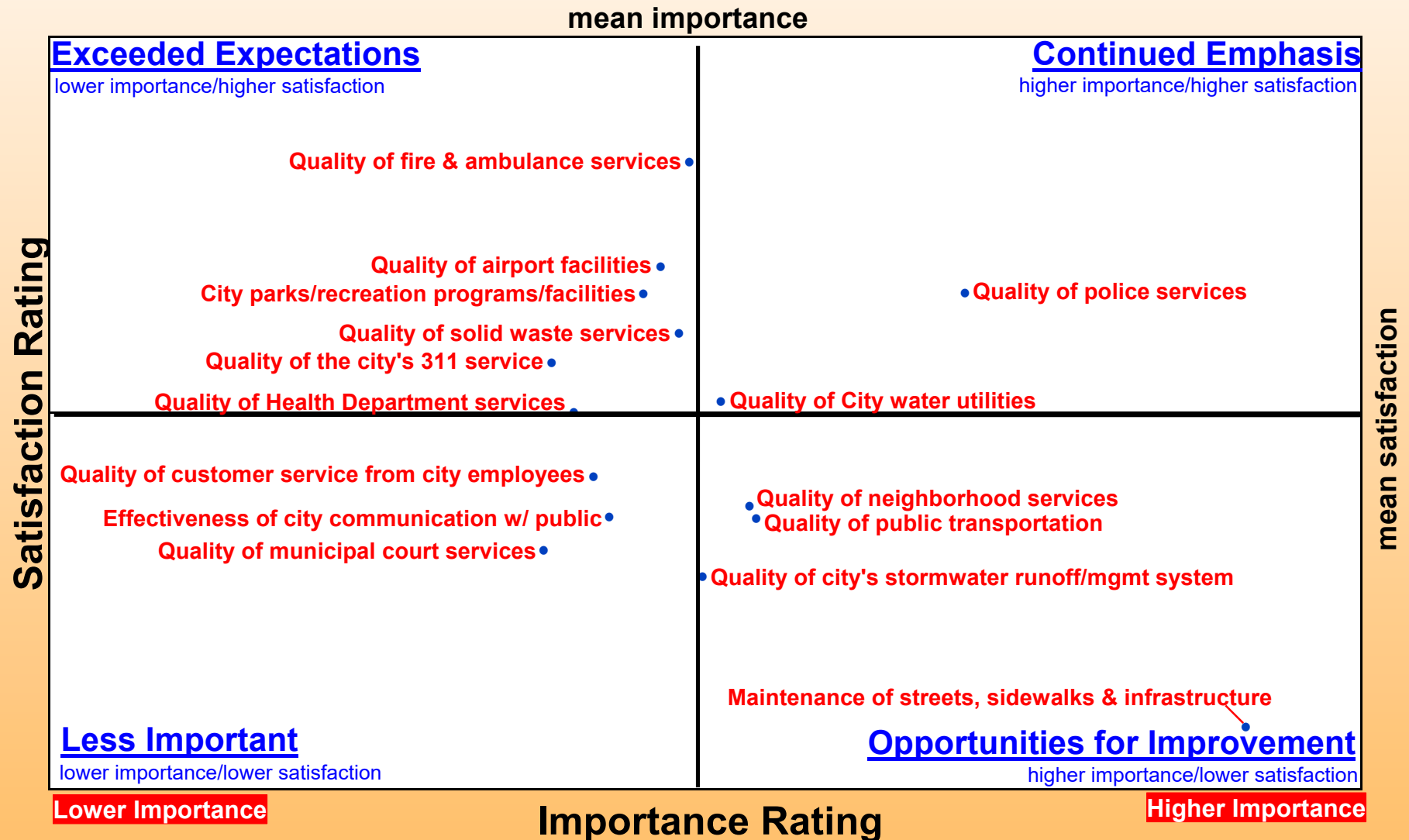
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

2017 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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

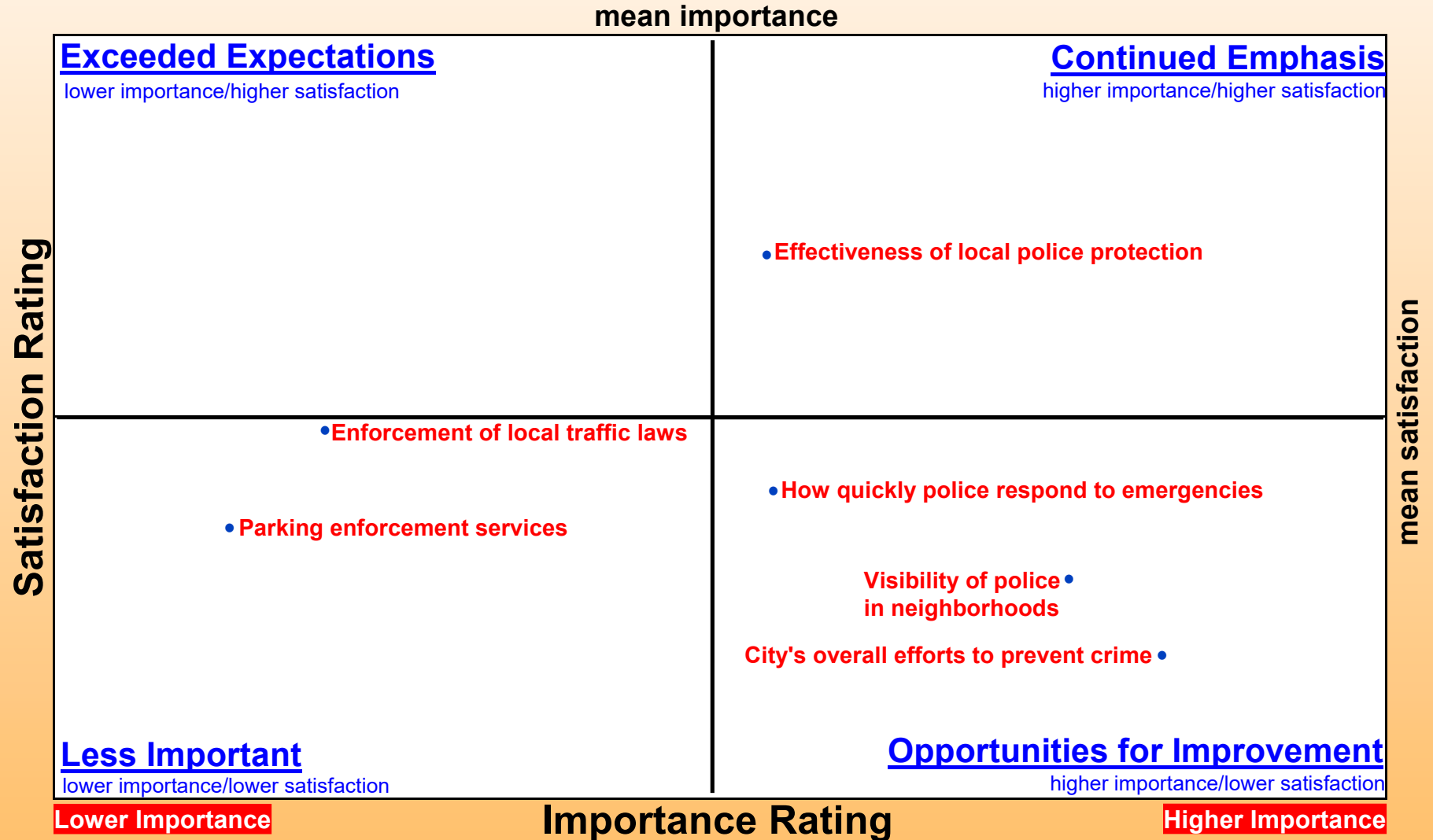


Source: ETC Institute (2017)

2017 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Police Services-

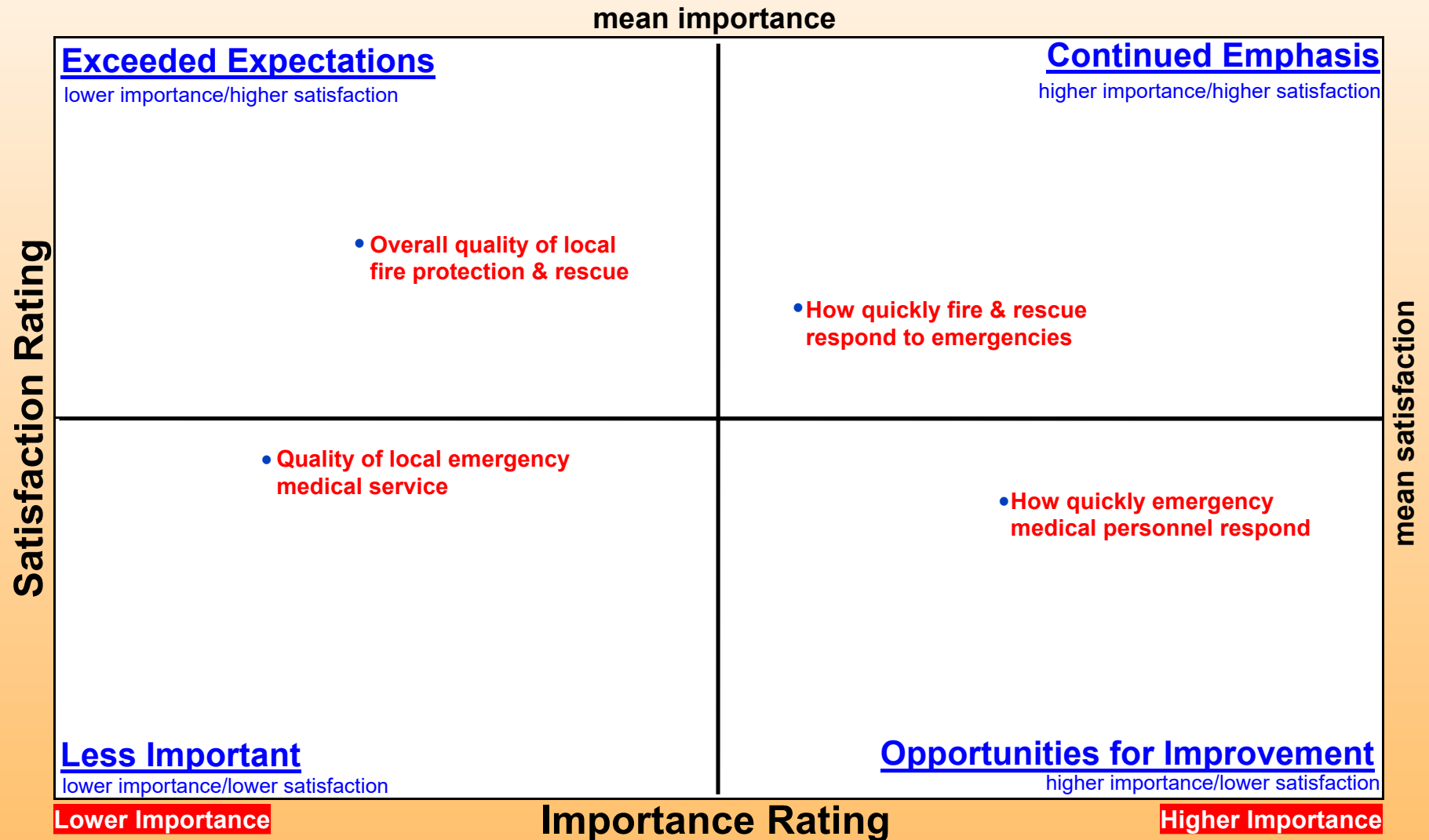
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2017)

2017 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Fire and Emergency Medical Services-

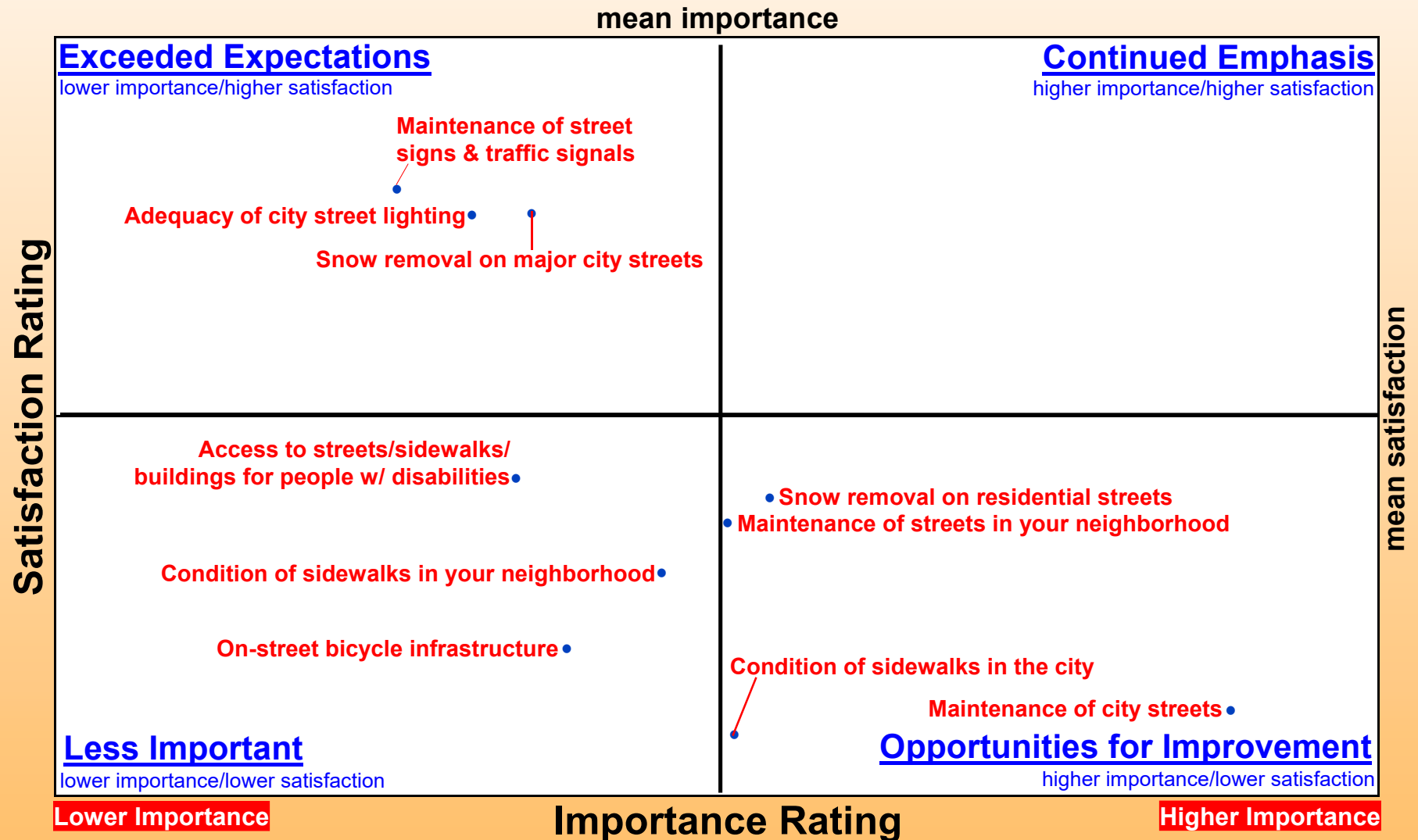
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2017)

2017 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -City Streets, Sidewalks and Infrastructure-

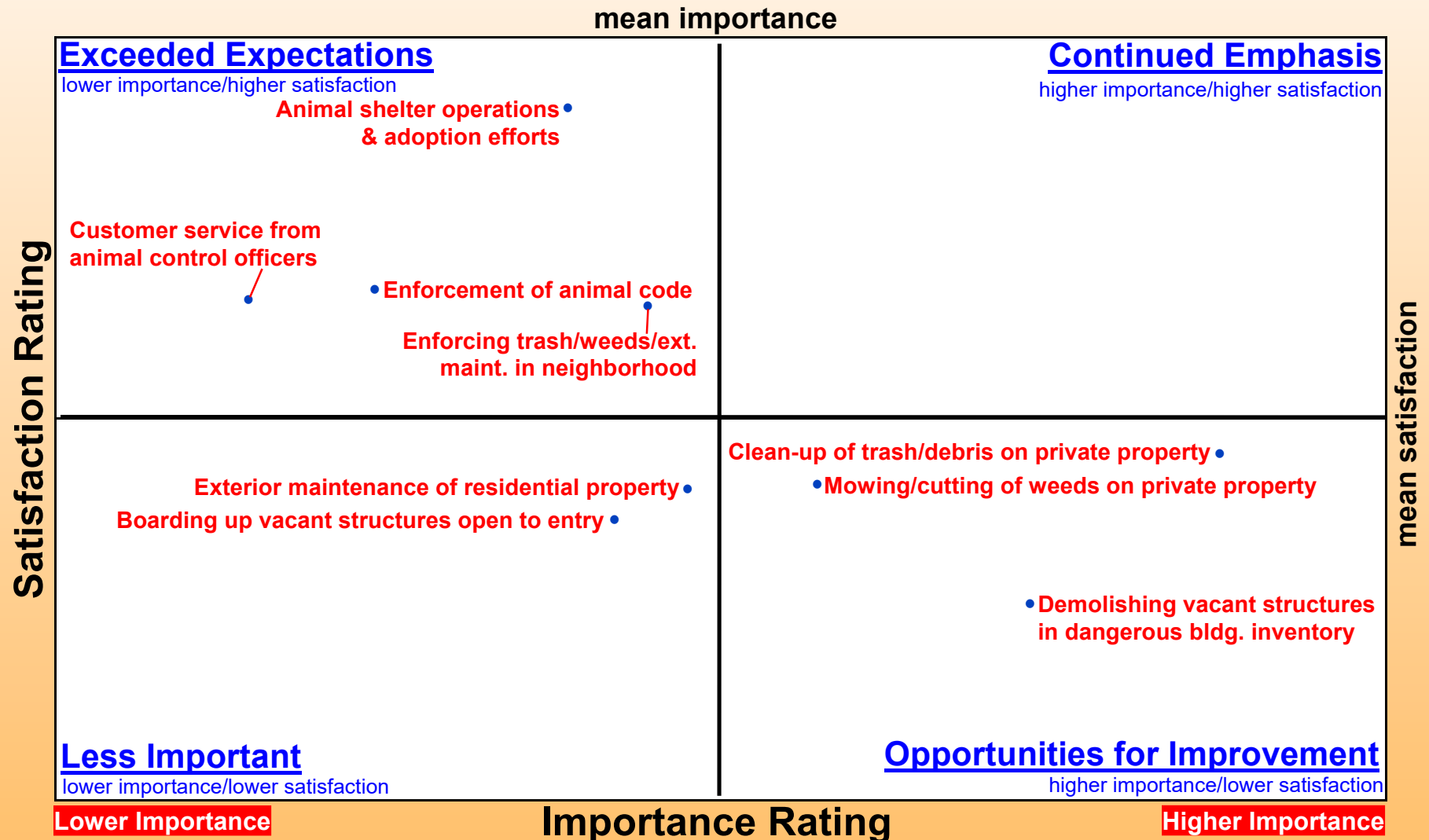
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2017)

2017 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Neighborhood Services-

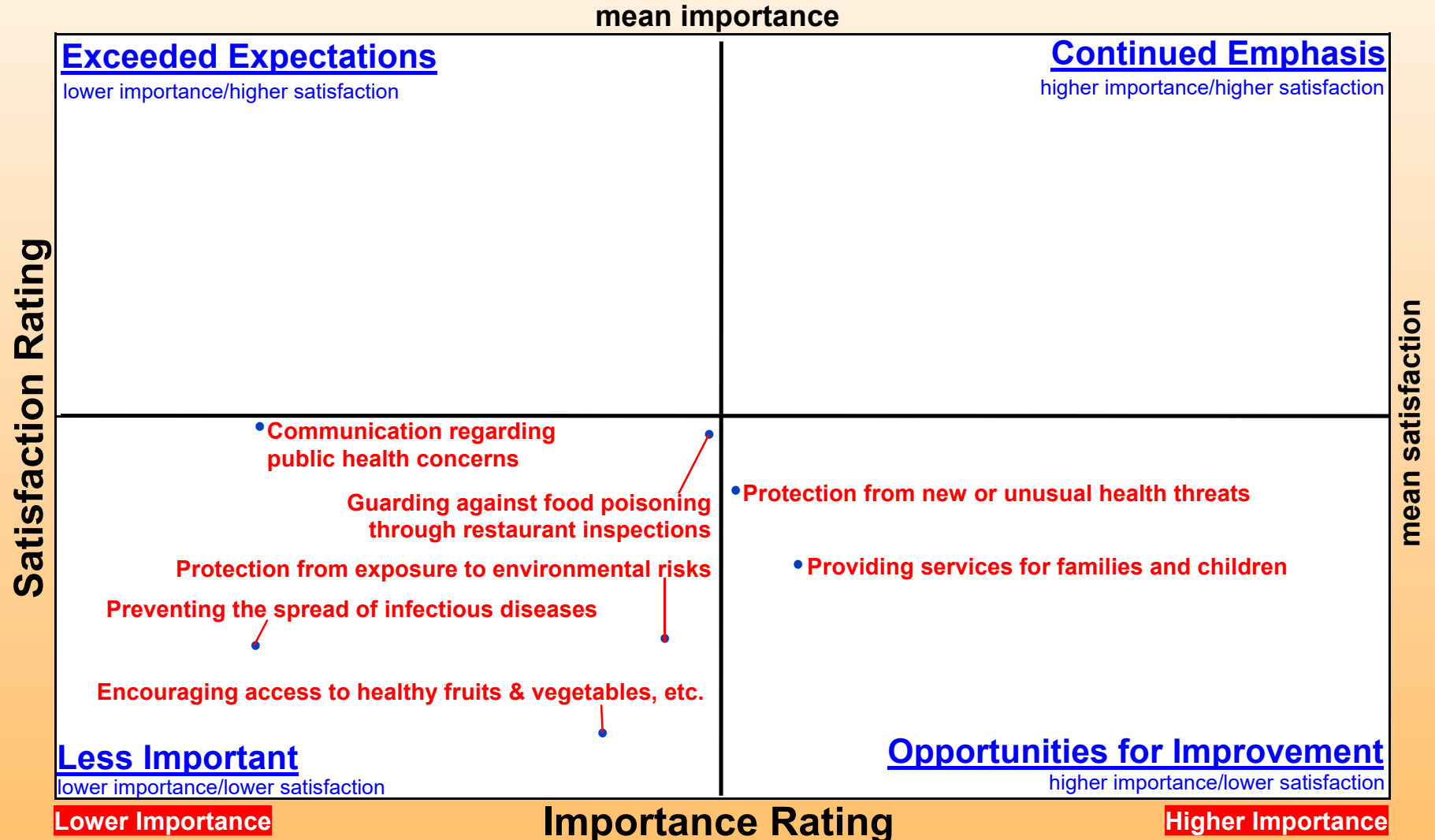
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2017)

2017 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)

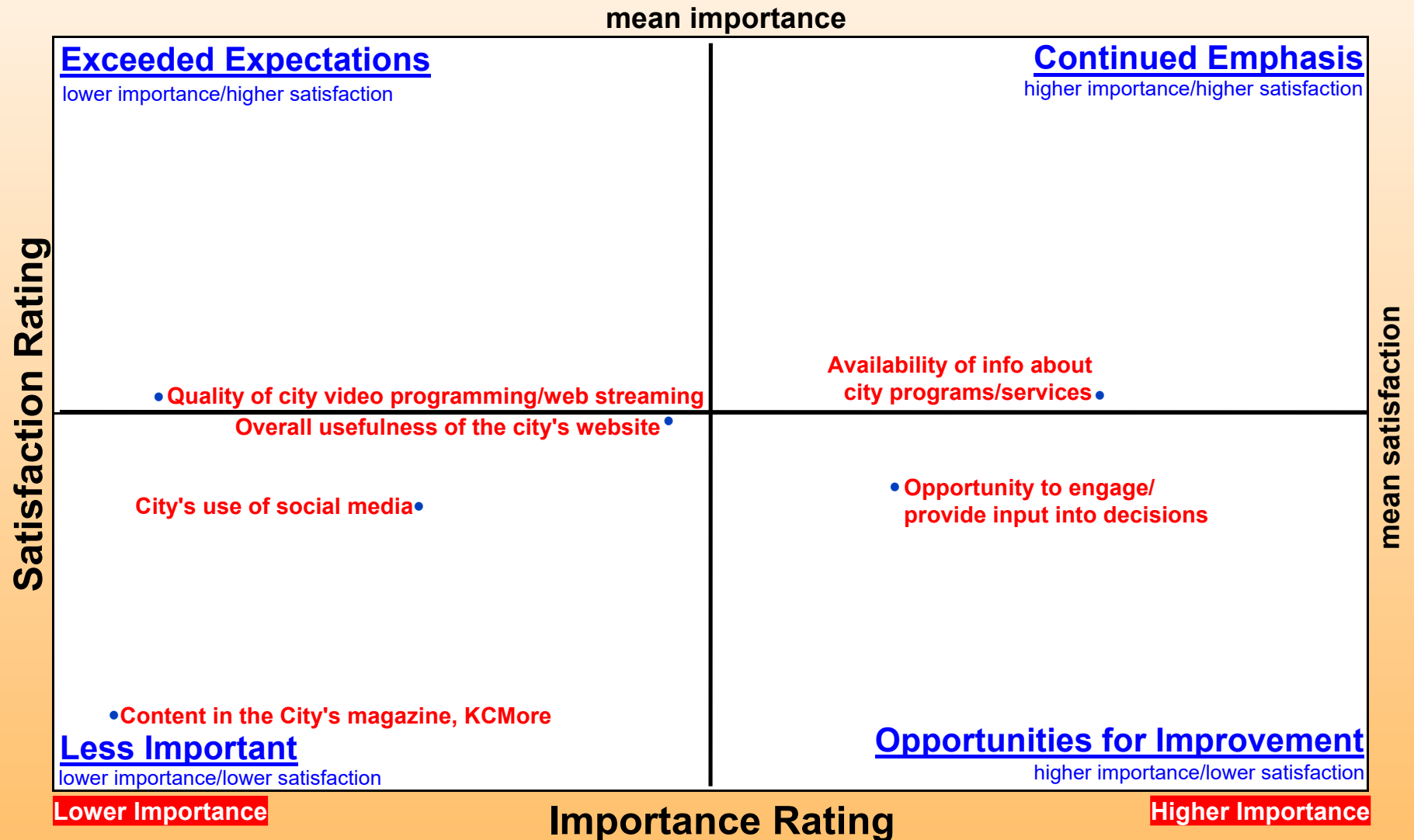


Source: ETC Institute (2017)

2017 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Communication-

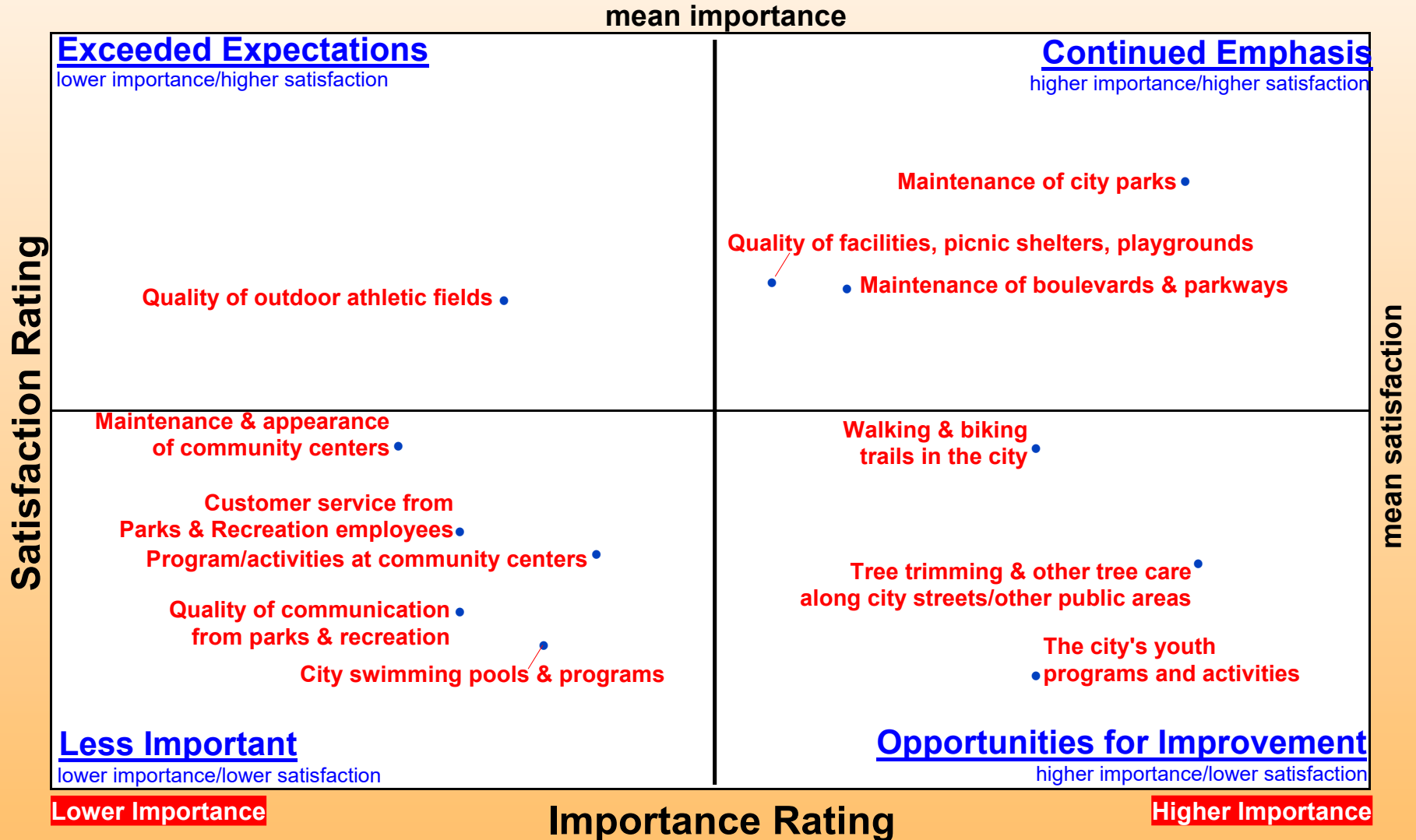
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2017)

2017 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreation-

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

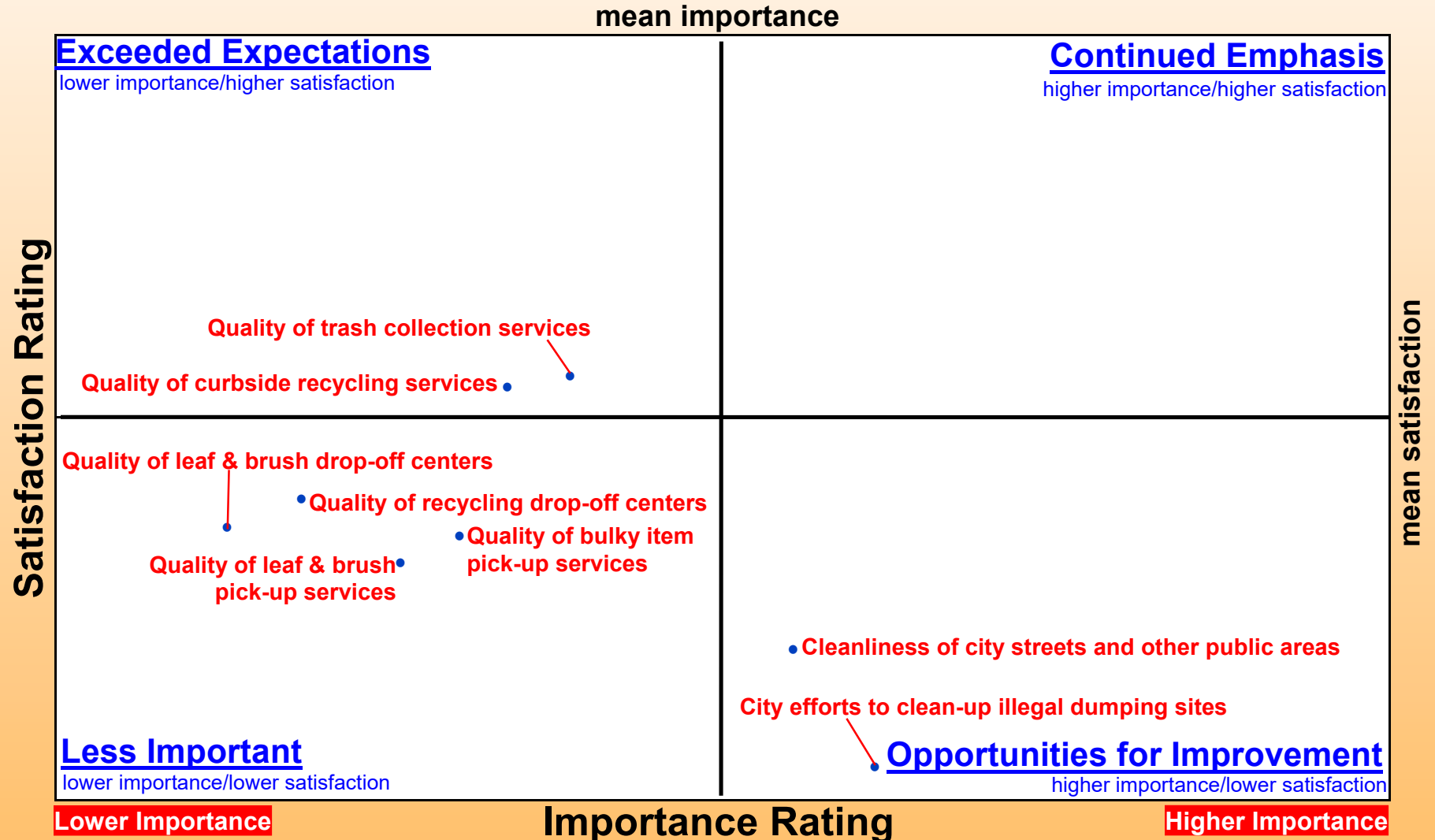


Source: ETC Institute (2017)

2017 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)

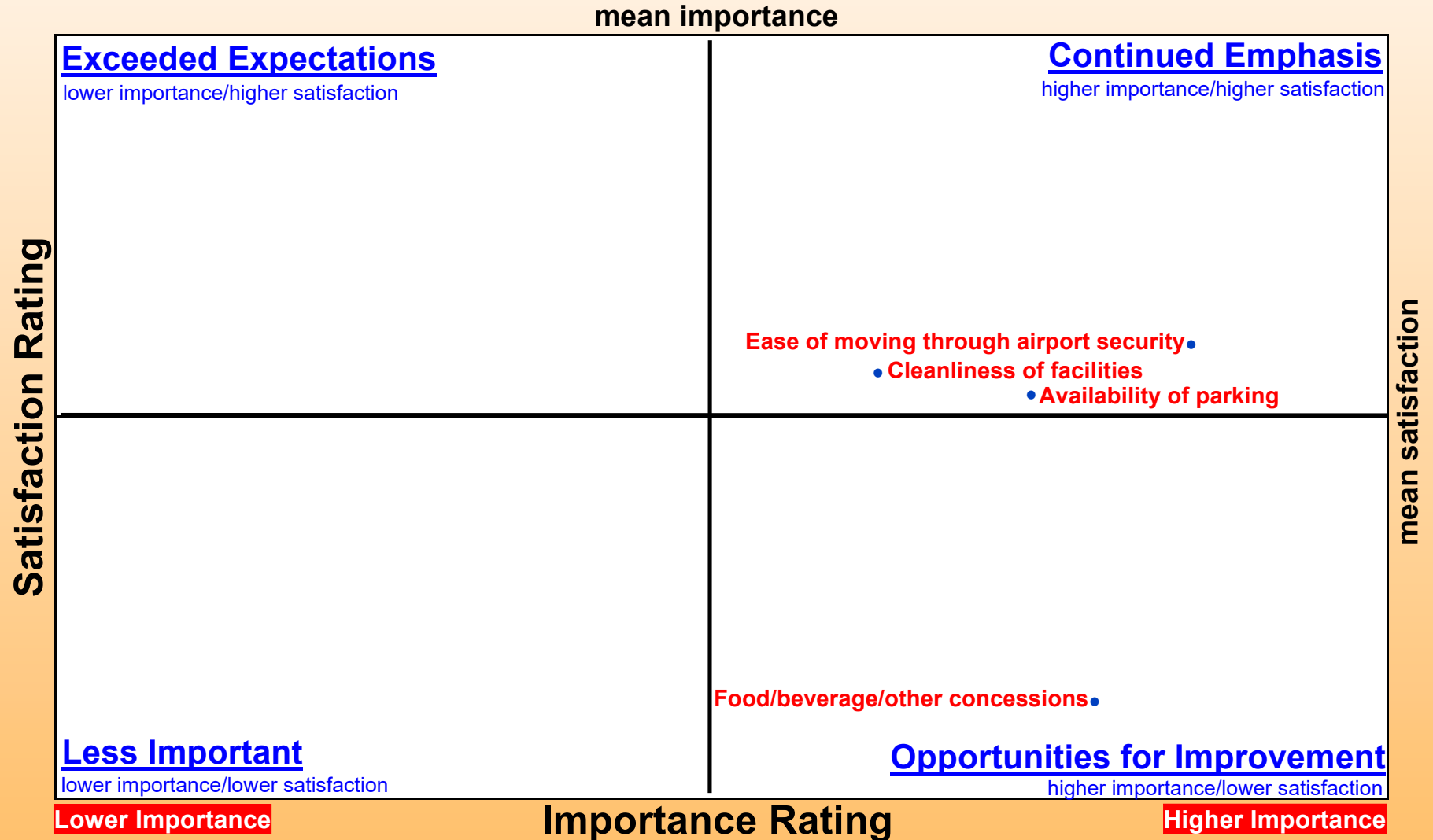


Source: ETC Institute (2017)

2017 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)



Source: ETC Institute (2017)

Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2016-17 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 230 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 the summer of 2016 to a random sample more than 500 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 the summer of 2016 to a random sample of more than 350 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 and Missouri Region. 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 more than 500 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 over 350 residents living in Kansas and Missouri.

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

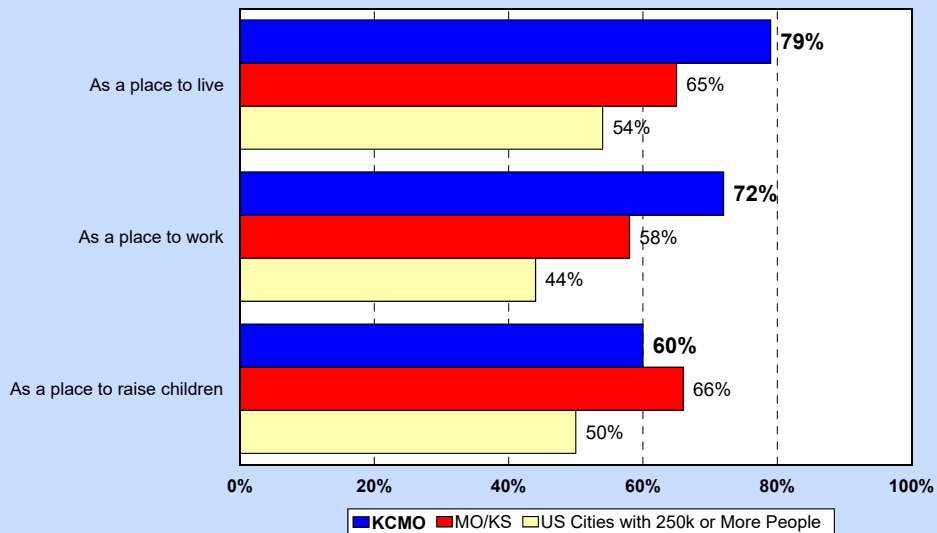
Kansas City Metro Benchmarks. The third set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 31 communities listed on the previous page for several areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the Kansas and Missouri 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 compare to the other communities in the Kansas and Missouri region where the DirectionFinder® survey has been administered.

National and Regional Benchmarks

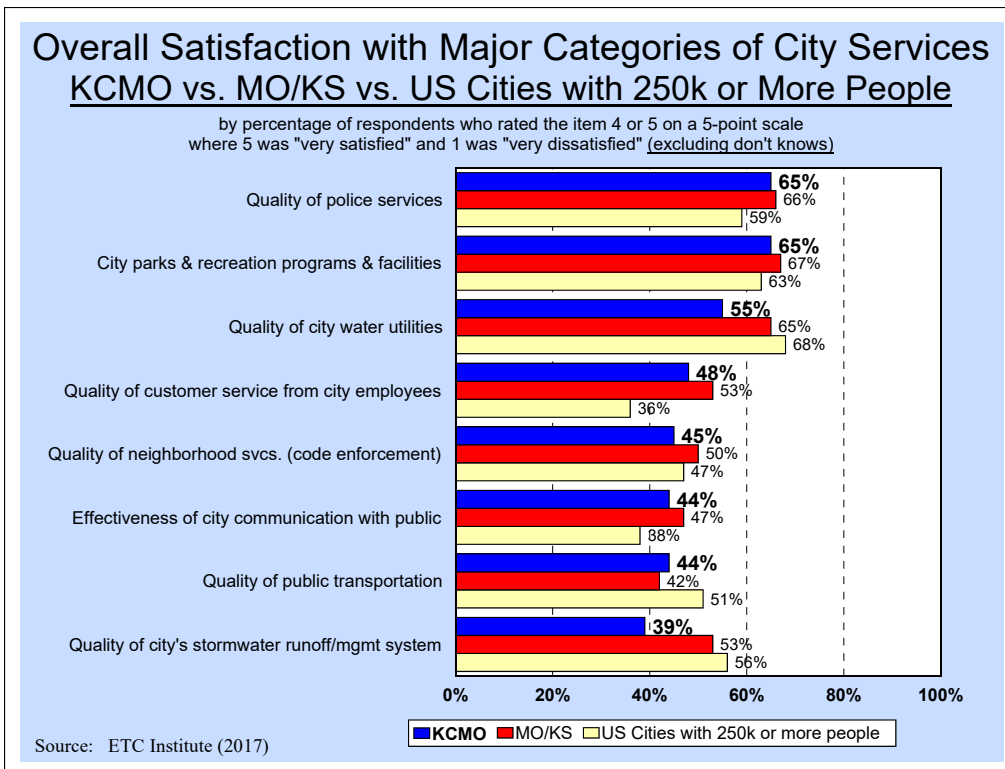
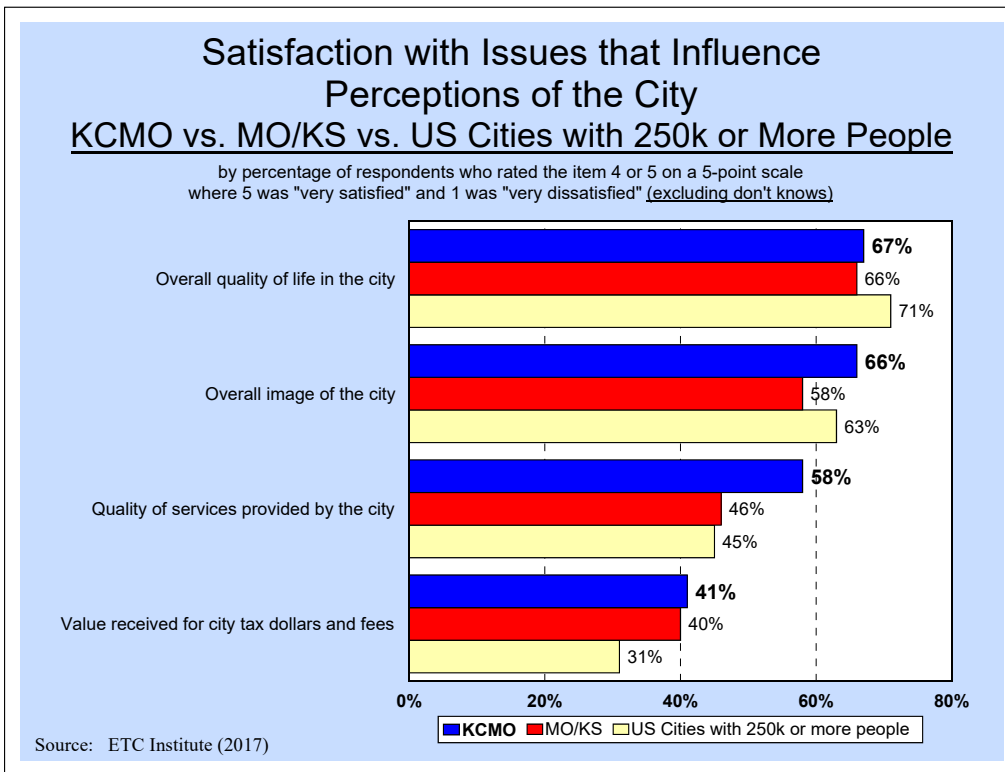
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of KCMO is not authorized without written consent from ETC Institute.

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)

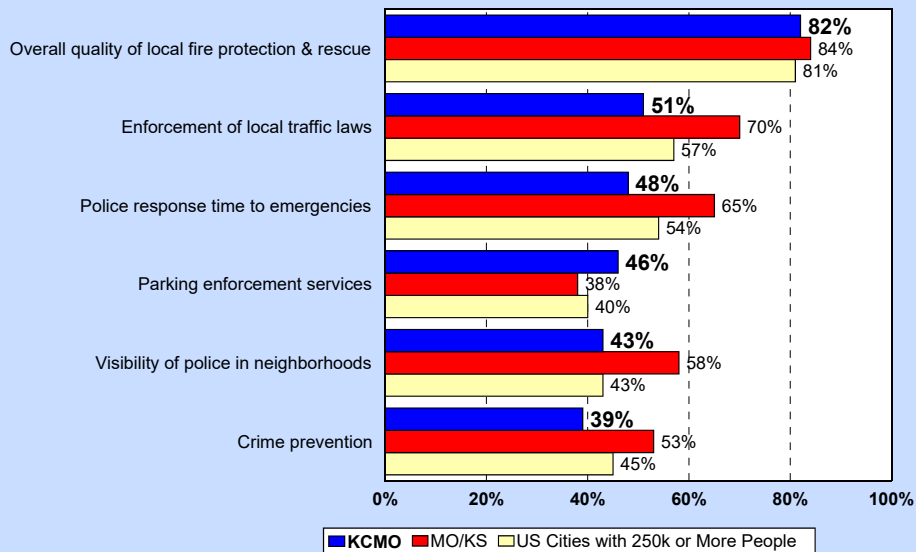


Source: ETC Institute (2017)



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

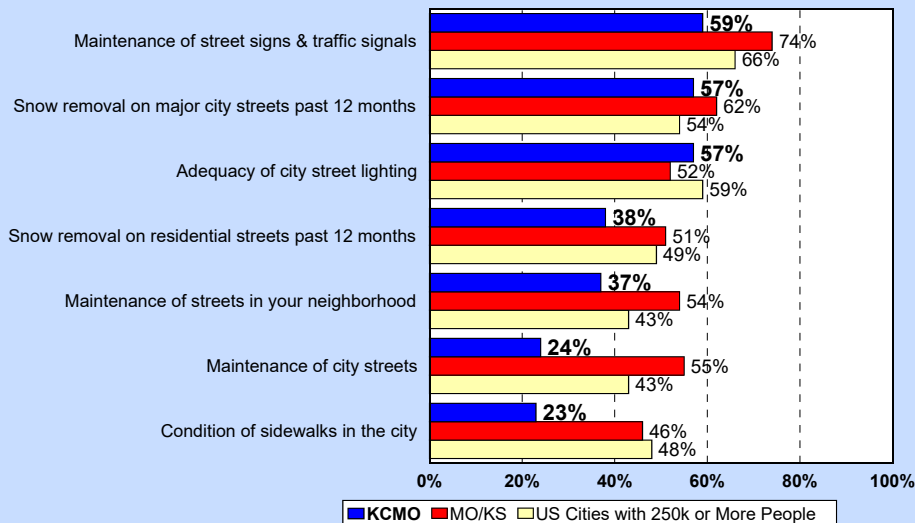
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2017)

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

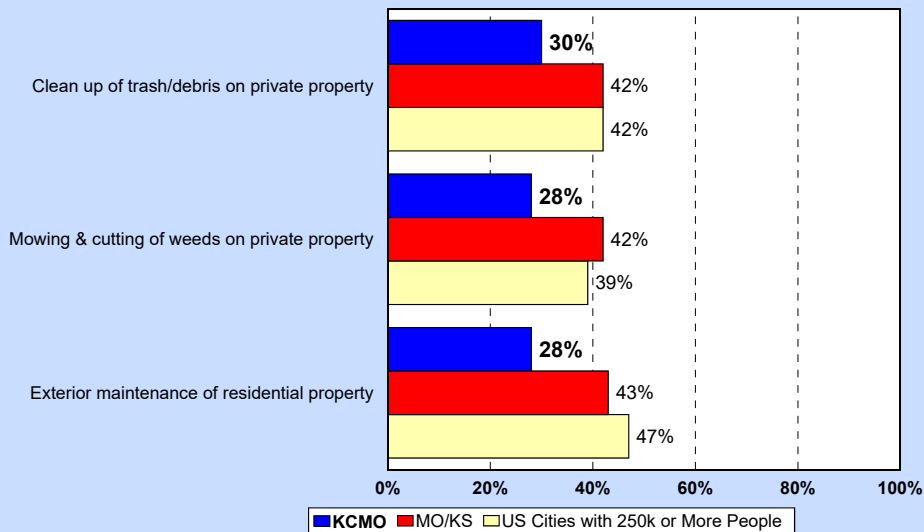
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2017)

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

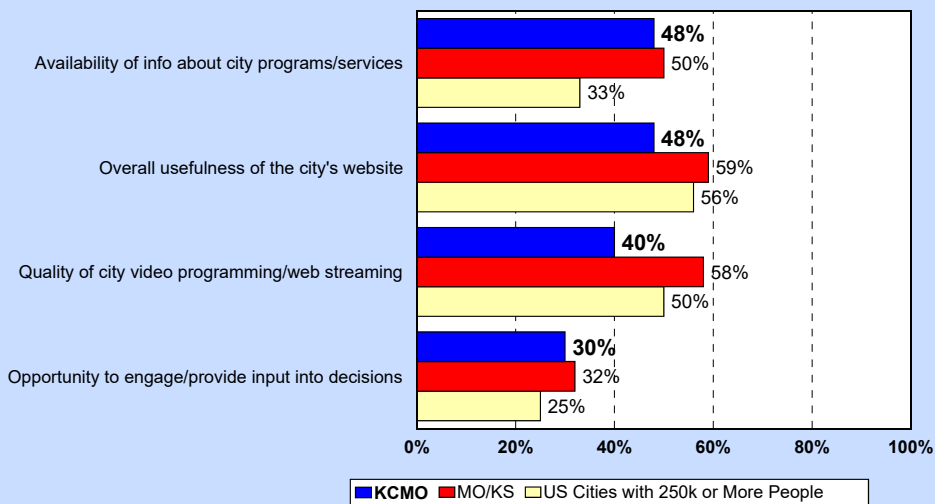
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2017)

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

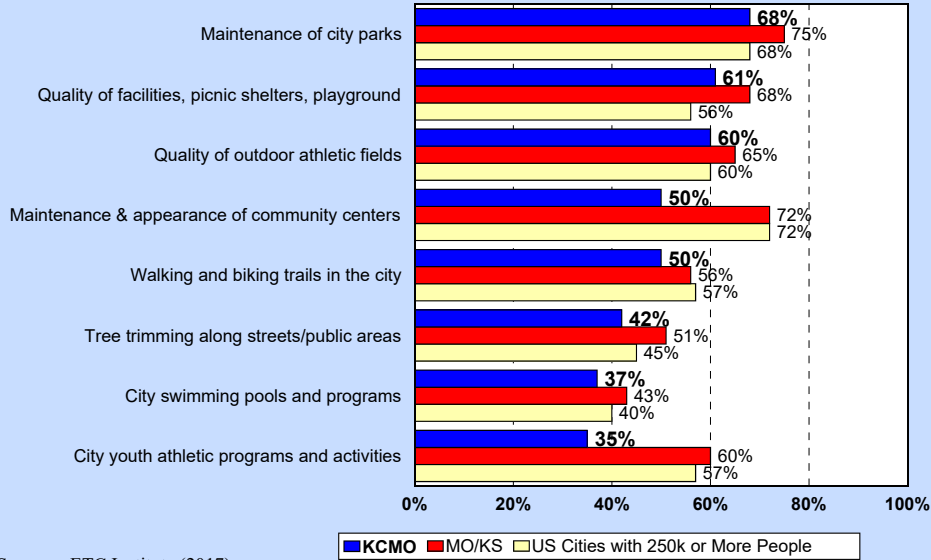
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2017)

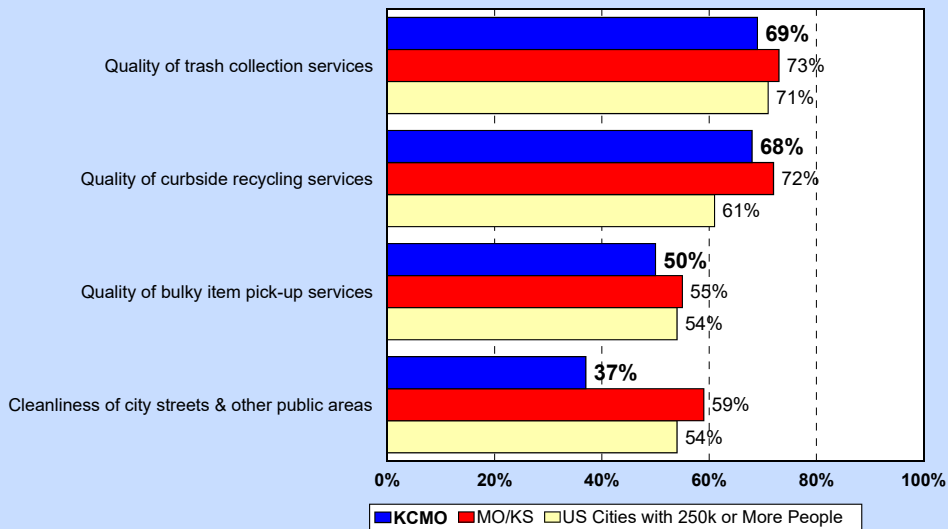
Overall Satisfaction with Parks and Recreation KCMO vs. MO/KS vs. US Cities with 250k or More People

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)



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)

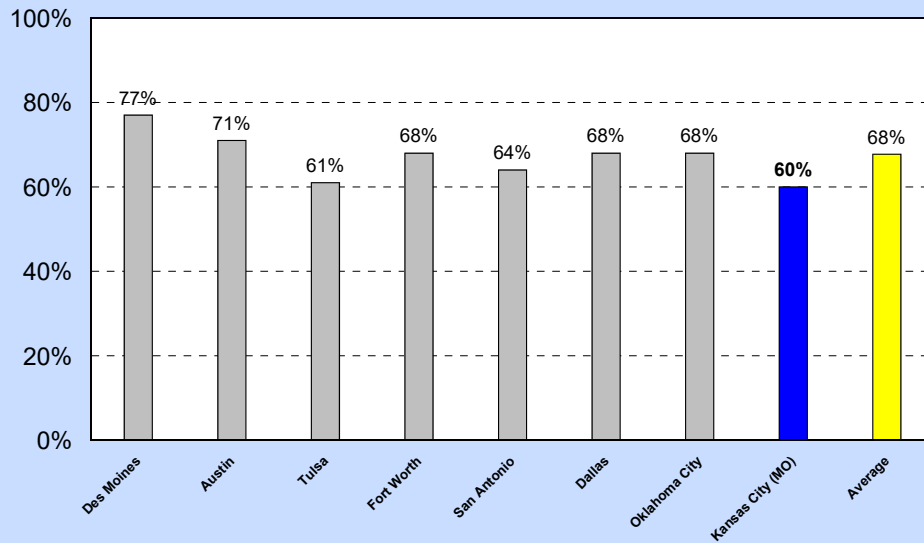


Selected Head-to-Head Comparisons

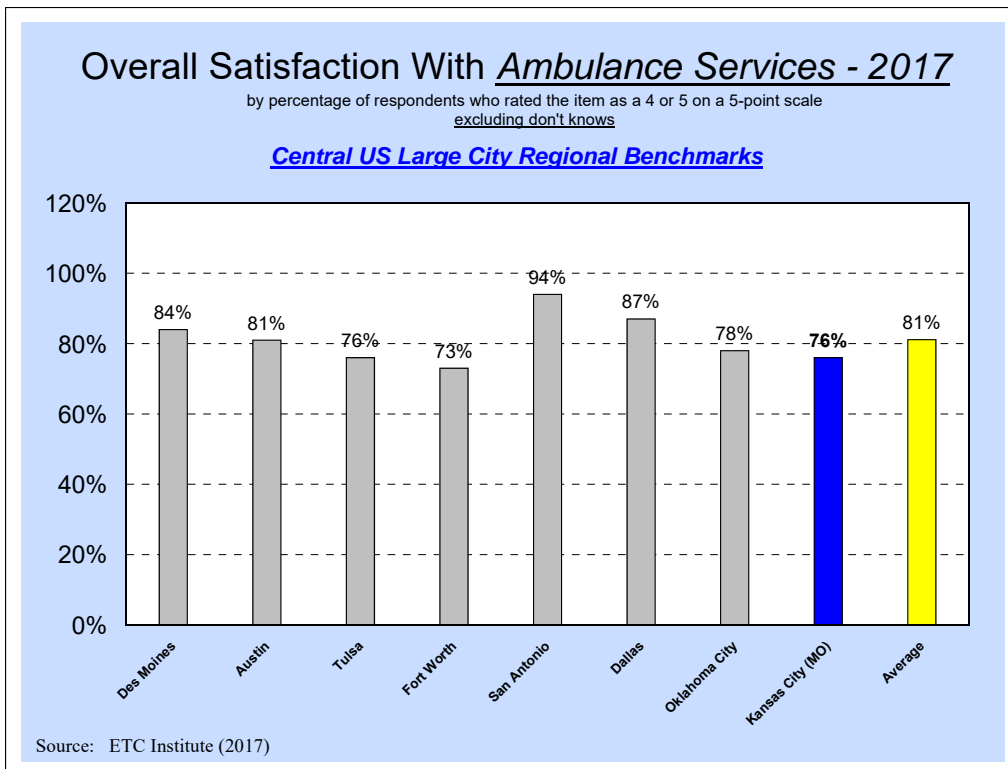
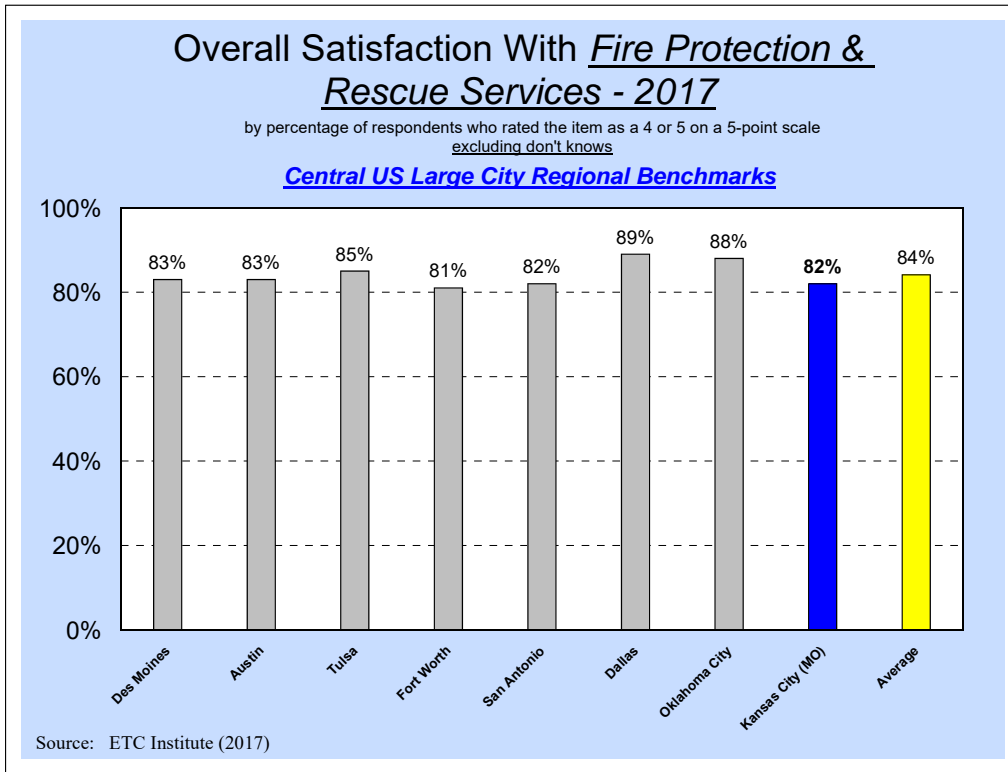
Overall Satisfaction With *Police Services* - 2017

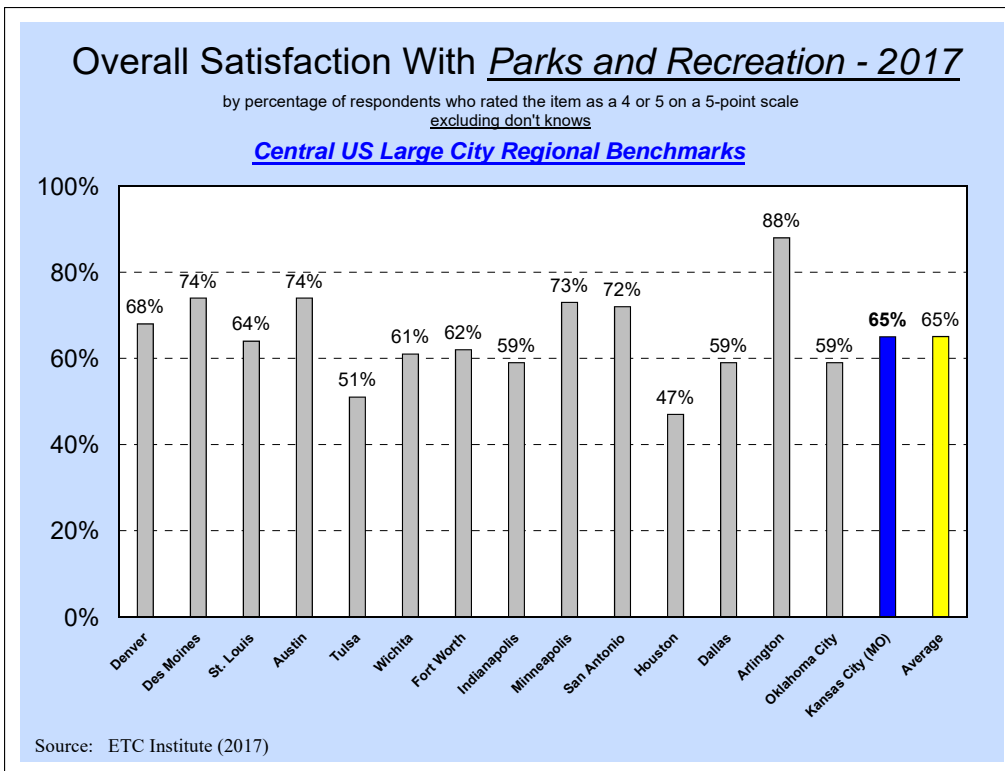
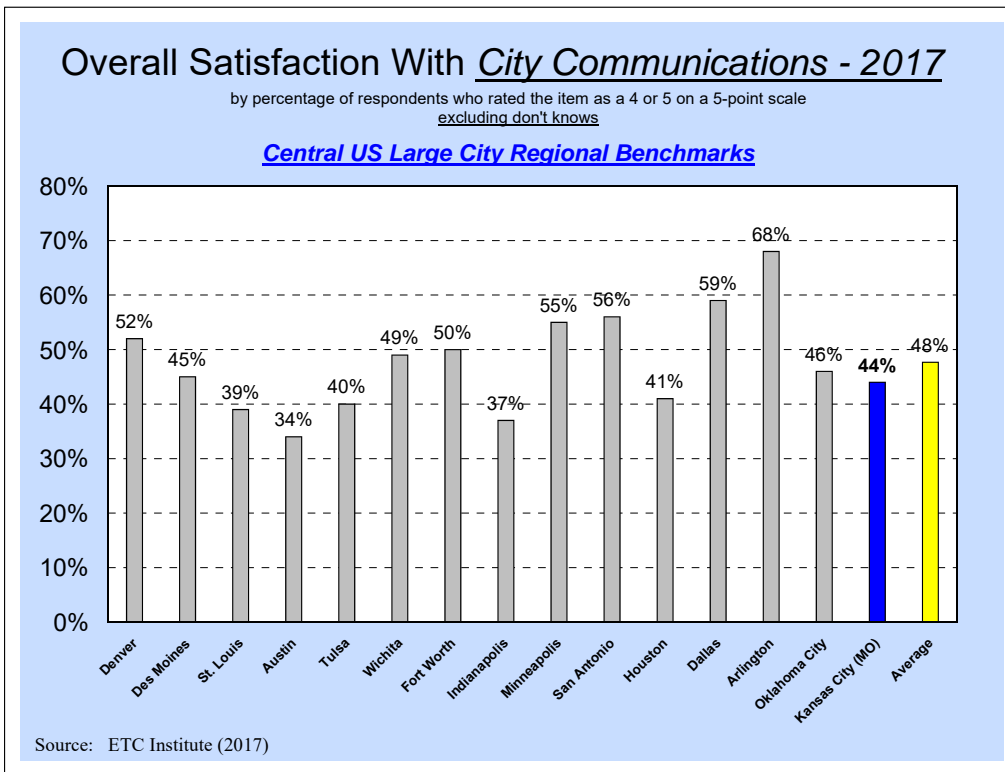
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

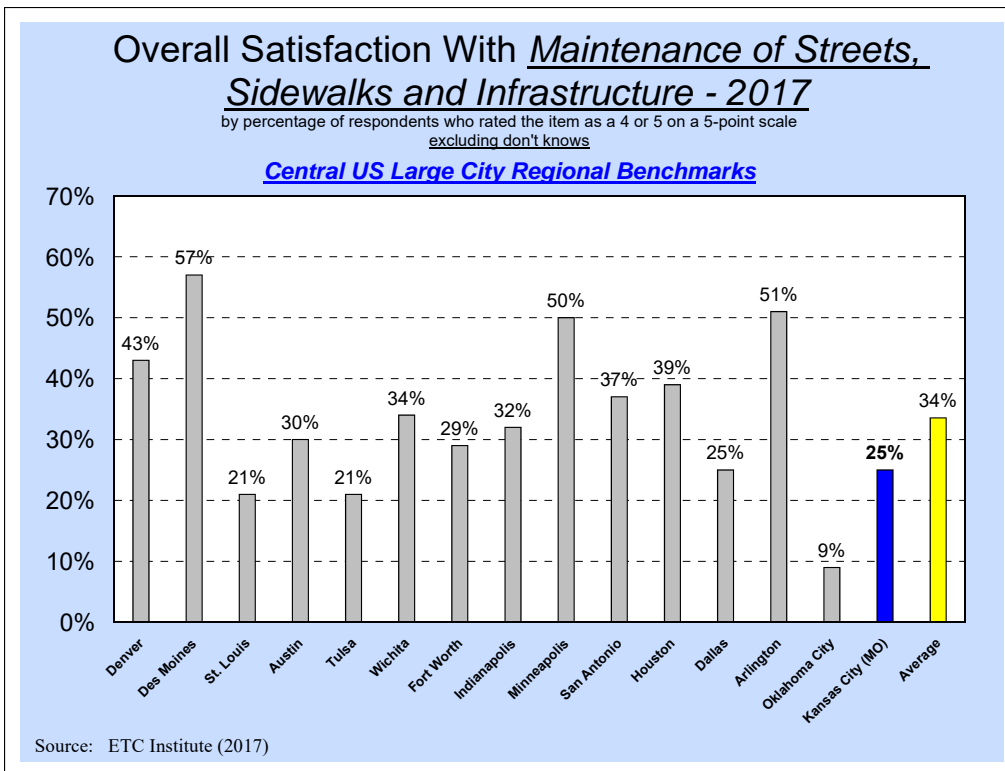
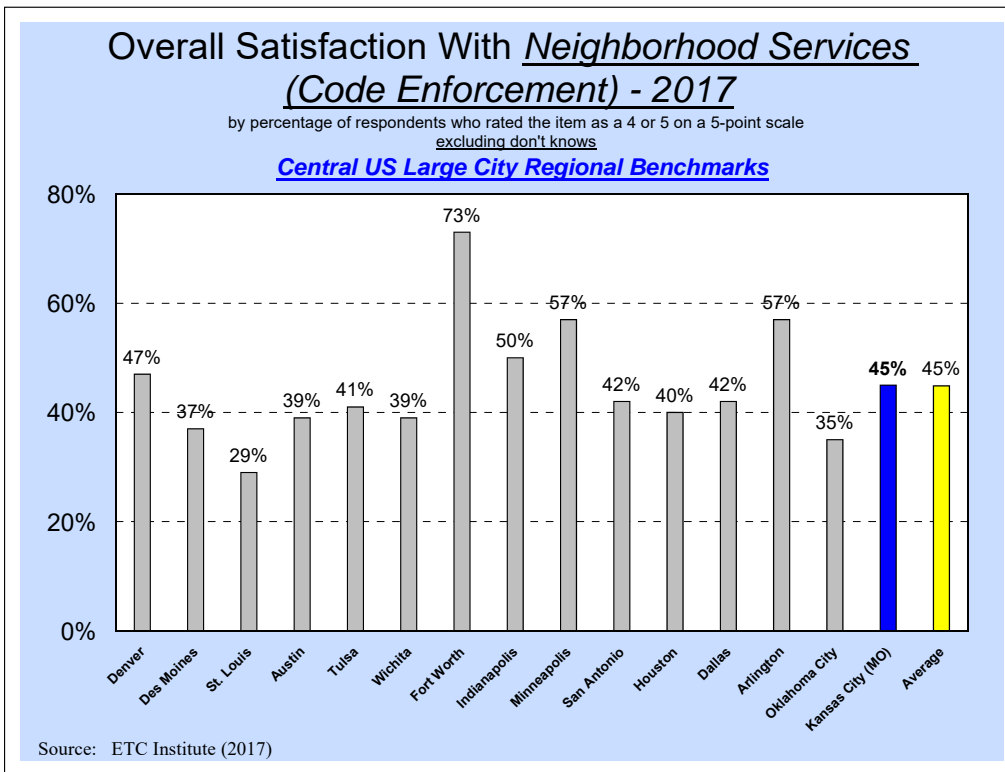
Central US Large City Regional Benchmarks



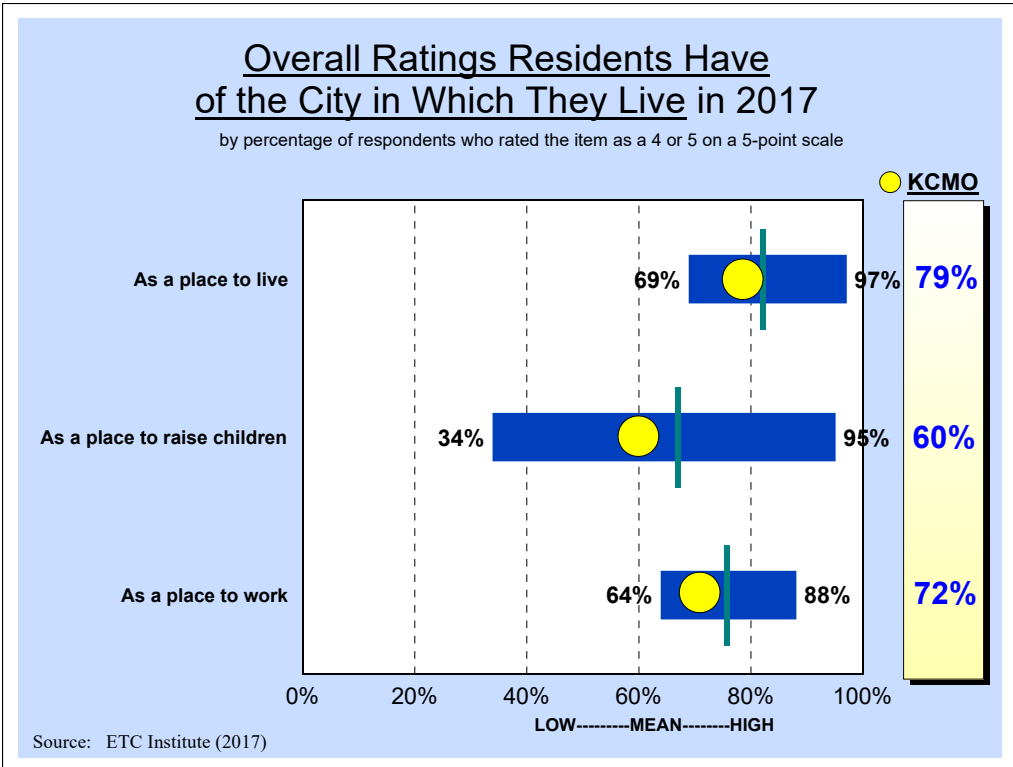
Source: ETC Institute (2017)

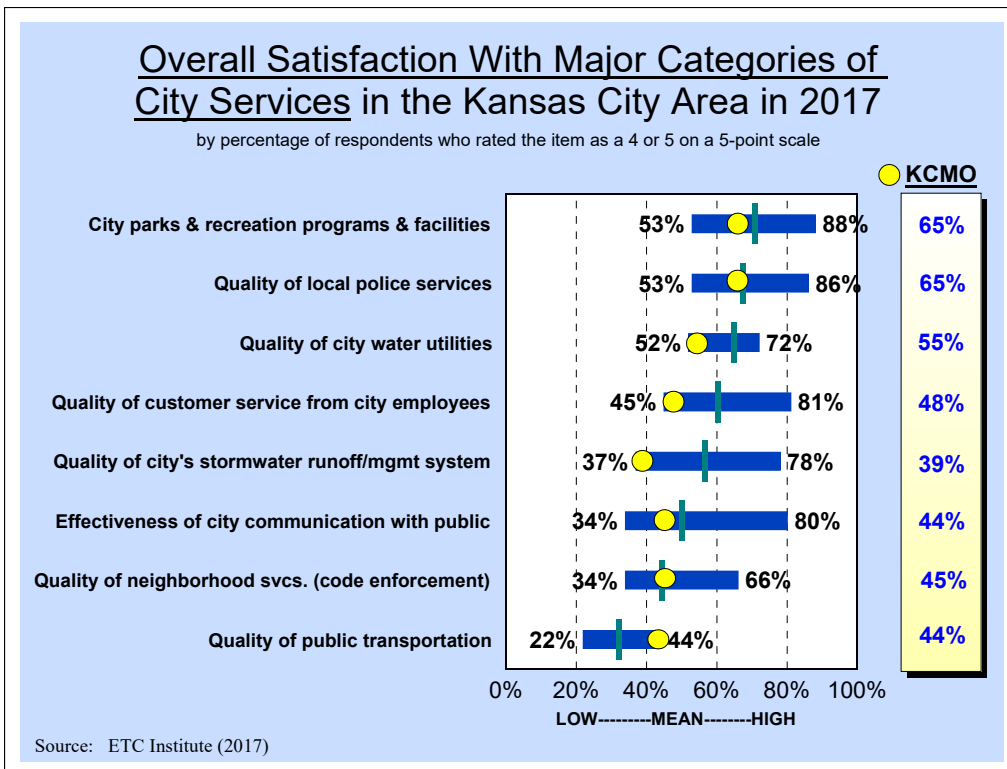
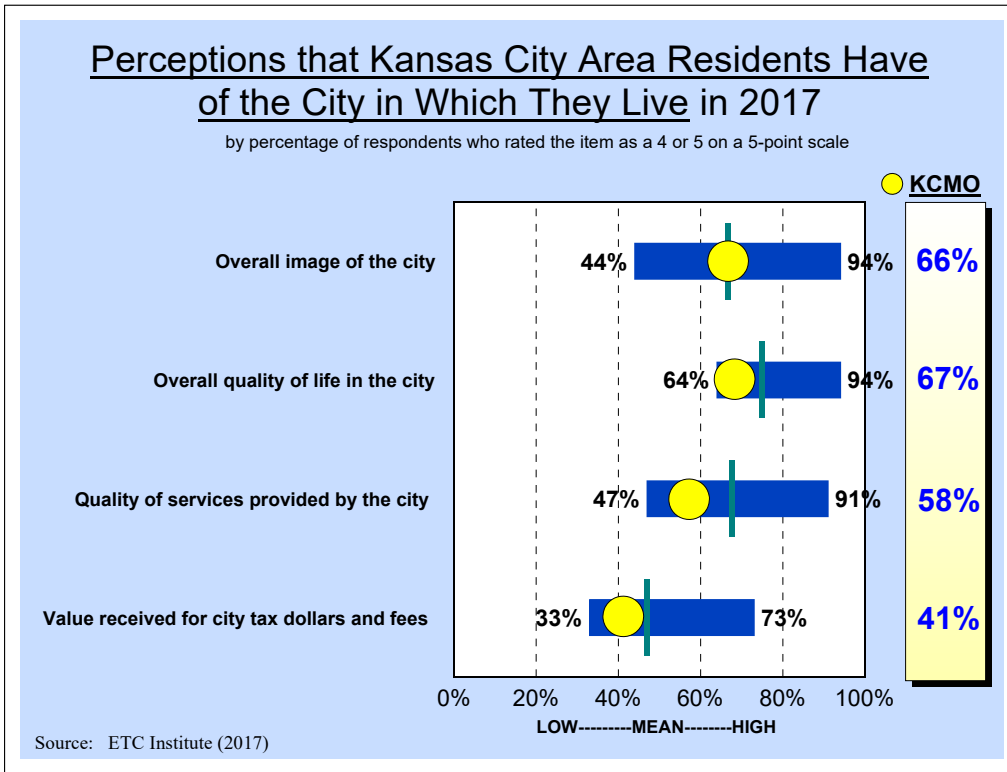


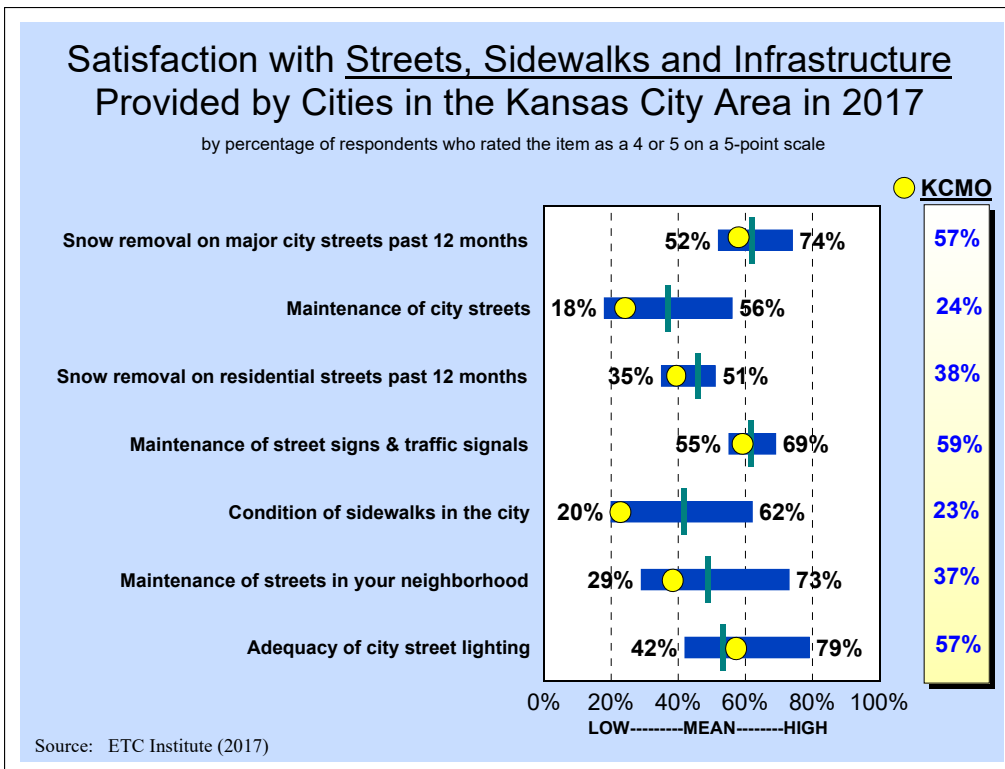
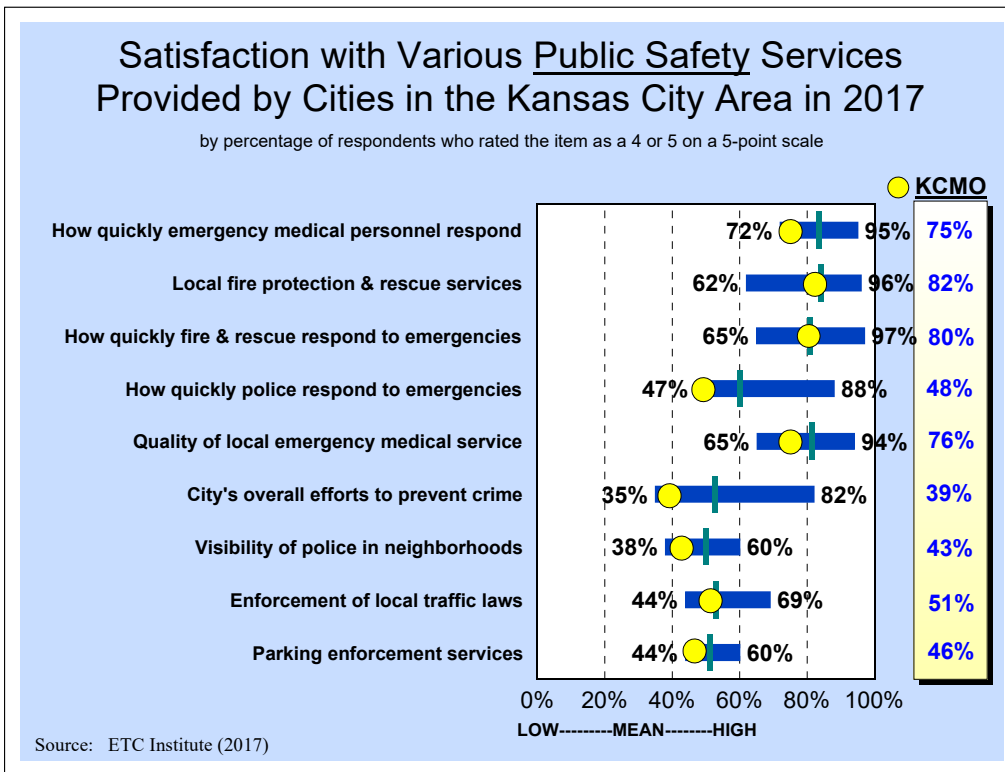


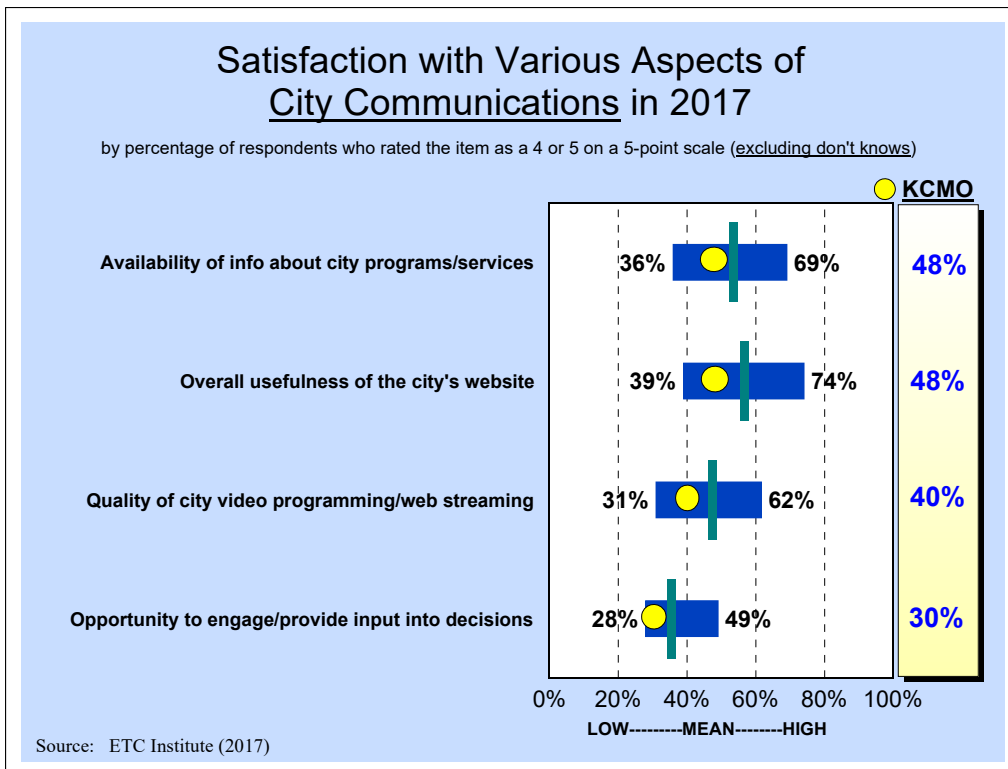
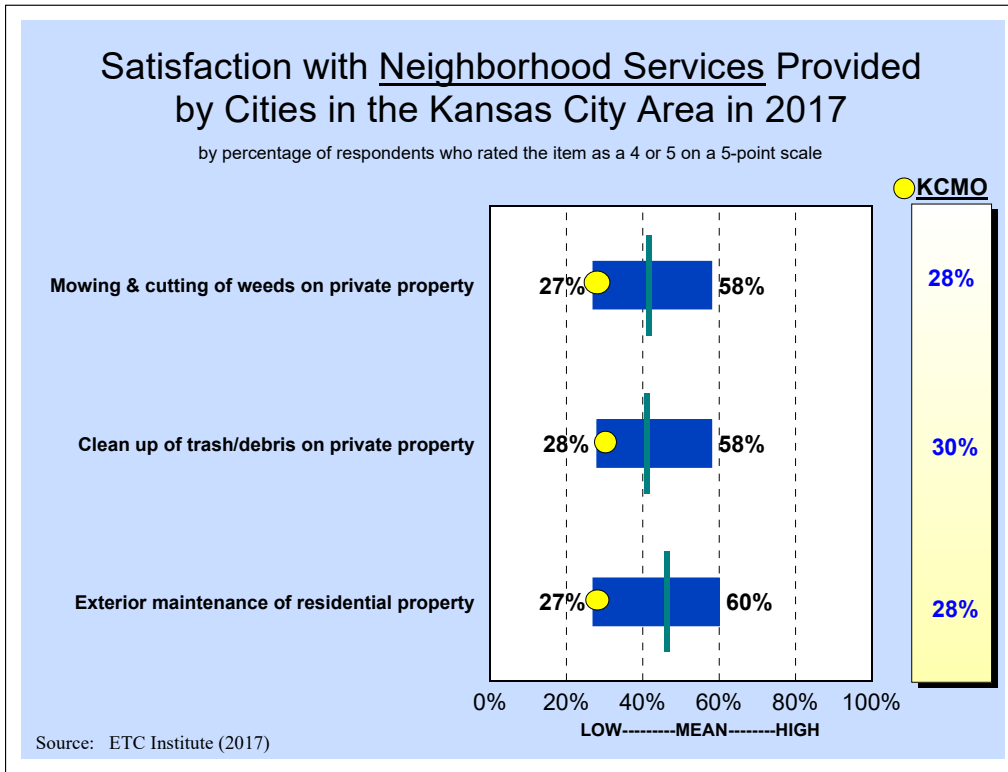


Metropolitan Kansas City Area Benchmarks



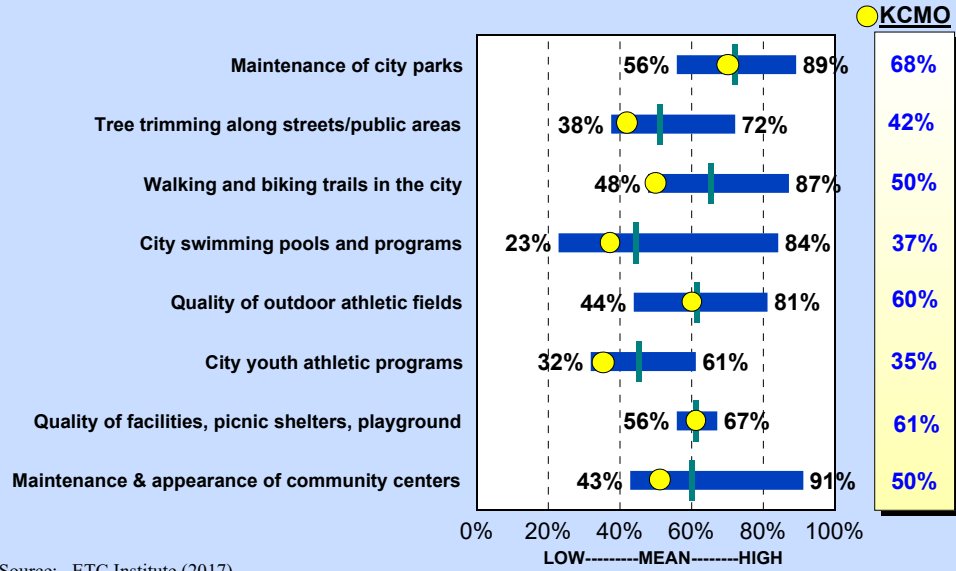






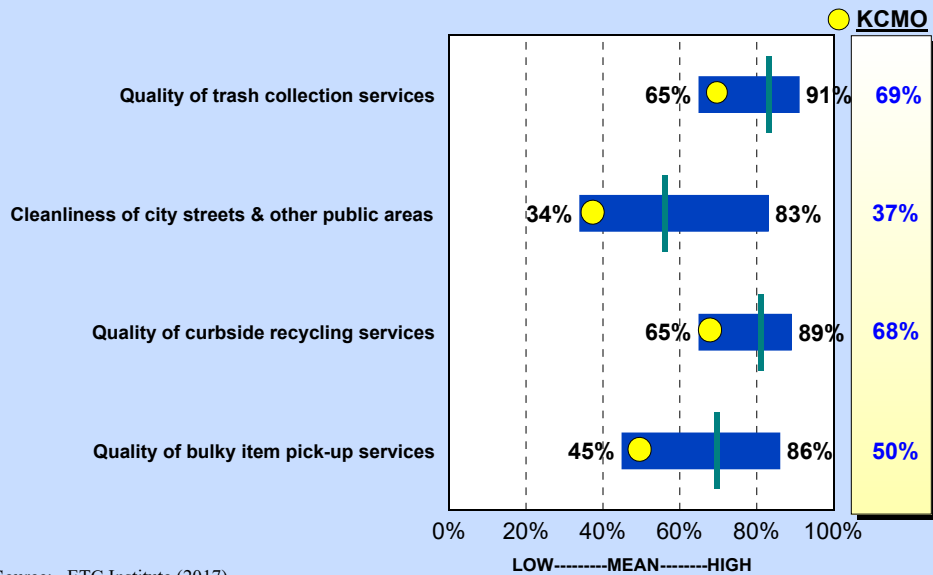
Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas City Area in 2017

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



Satisfaction with Solid Waste Services by Cities in the Kansas City Area in 2017

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=4399)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q1a. As a place to live	24.5%	53.9%	13.0%	5.3%	2.3%	1.0%
Q1b. As a place to raise children	15.7%	39.2%	19.3%	11.2%	6.0%	8.6%
Q1c. As a place to work	20.3%	48.7%	17.3%	6.8%	2.9%	4.0%

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=4399)

	Excellent	Good	Neutral	Below Average	Poor
Q1a. As a place to live	24.8%	54.5%	13.1%	5.4%	2.3%
Q1b. As a place to raise children	17.2%	42.9%	21.1%	12.2%	6.6%
Q1c. As a place to work	21.2%	50.8%	18.0%	7.1%	3.0%

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=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q2a. Overall quality of services provided by City	7.7%	49.0%	24.9%	12.8%	3.8%	1.9%
Q2b. Overall value that you receive for your City tax & fees	6.1%	33.3%	30.1%	18.8%	9.0%	2.7%
Q2c. Overall image of City	16.6%	48.2%	21.8%	9.0%	2.8%	1.5%
Q2d. Overall quality of life in City	16.0%	50.2%	21.1%	8.1%	3.0%	1.6%
Q2e. Overall feeling of safety in City	6.1%	34.3%	29.1%	19.6%	9.8%	1.2%
Q2f. How safe you feel in your neighborhood	18.9%	40.9%	19.9%	12.5%	6.3%	1.5%
Q2g. Overall quality of education system within City	4.6%	16.8%	22.0%	24.1%	22.0%	10.5%
Q2h. Physical appearance of your neighborhood	15.2%	40.5%	20.2%	14.5%	8.4%	1.1%

ASKED ALL YEAR

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=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q2a. Overall quality of services provided by City	7.8%	49.9%	25.4%	13.0%	3.8%
Q2b. Overall value that you receive for your City tax & fees	6.3%	34.3%	30.9%	19.3%	9.3%
Q2c. Overall image of City	16.9%	49.0%	22.1%	9.2%	2.8%
Q2d. Overall quality of life in City	16.3%	51.0%	21.4%	8.3%	3.0%
Q2e. Overall feeling of safety in City	6.1%	34.7%	29.4%	19.8%	9.9%
Q2f. How safe you feel in your neighborhood	19.2%	41.5%	20.2%	12.7%	6.4%
Q2g. Overall quality of education system within City	5.2%	18.8%	24.6%	26.9%	24.5%
Q2h. Physical appearance of your neighborhood	15.4%	41.0%	20.4%	14.7%	8.5%

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=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of police services	16.9%	45.1%	20.8%	8.3%	4.4%	4.5%
Q3b. Overall quality of fire & ambulance services	22.0%	45.5%	16.7%	2.2%	1.2%	12.4%
Q3c. Overall maintenance of City streets, sidewalks, & infrastructure	4.0%	20.1%	27.6%	30.8%	15.8%	1.6%
Q3d. Overall quality of solid waste services (e.g. residential trash, recycling collection)	15.2%	44.8%	19.2%	12.2%	6.8%	1.8%
Q3e. Overall quality of City water utilities	12.2%	41.5%	22.6%	12.9%	8.8%	2.0%
Q3f. Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	7.5%	34.8%	30.2%	13.1%	8.5%	5.8%
Q3g. Overall quality of City parks & recreation programs & facilities	14.9%	46.6%	24.0%	6.8%	2.5%	5.3%
Q3h. Overall quality of Health Department services	8.8%	30.0%	27.9%	3.4%	1.9%	28.0%
Q3i. Overall quality of airport facilities	20.7%	41.9%	18.5%	7.5%	4.3%	7.0%
Q3j. Overall quality of City's 311 service	13.5%	32.5%	24.8%	4.9%	3.0%	21.3%
Q3k. Overall quality of municipal court services	5.4%	21.4%	29.7%	5.4%	3.7%	34.4%
Q3l. Overall quality of customer service you receive from City employees	9.1%	33.0%	30.7%	9.8%	5.4%	12.0%
Q3m. Overall effectiveness of City communication with the public	8.2%	33.0%	34.4%	12.4%	5.6%	6.4%

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:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3n. Overall quality of City stormwater runoff/stormwater management system	5.7%	29.1%	30.1%	16.3%	9.2%	9.6%
Q3o. Overall quality of public transportation	8.3%	27.9%	29.0%	11.2%	6.0%	17.6%

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=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of police services	17.7%	47.2%	21.7%	8.7%	4.6%
Q3b. Overall quality of fire & ambulance services	25.1%	52.0%	19.1%	2.5%	1.3%
Q3c. Overall maintenance of City streets, sidewalks, & infrastructure	4.1%	20.4%	28.1%	31.3%	16.1%
Q3d. Overall quality of solid waste services (e.g. residential trash, recycling collection)	15.5%	45.6%	19.6%	12.4%	7.0%
Q3e. Overall quality of City water utilities	12.4%	42.4%	23.1%	13.2%	9.0%
Q3f. Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	8.0%	37.0%	32.1%	13.9%	9.1%
Q3g. Overall quality of City parks & recreation programs & facilities	15.7%	49.1%	25.3%	7.2%	2.7%
Q3h. Overall quality of Health Department services	12.2%	41.6%	38.8%	4.7%	2.7%
Q3i. Overall quality of airport facilities	22.3%	45.0%	20.0%	8.1%	4.6%
Q3j. Overall quality of City's 311 service	17.1%	41.3%	31.6%	6.2%	3.8%
Q3k. Overall quality of municipal court services	8.2%	32.7%	45.3%	8.2%	5.6%
Q3l. Overall quality of customer service you receive from City employees	10.3%	37.5%	34.9%	11.2%	6.1%
Q3m. Overall effectiveness of City communication with the public	8.7%	35.3%	36.8%	13.2%	6.0%
Q3n. Overall quality of City stormwater runoff/stormwater management system	6.3%	32.2%	33.4%	18.0%	10.2%
Q3o. Overall quality of public transportation	10.1%	33.8%	35.2%	13.6%	7.2%

ASKED ALL YEAR

Q4. Which THREE of the Major Categories of City services listed in Question 3 do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q4. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	842	19.1 %
Overall quality of fire & ambulance services	109	2.5 %
Overall maintenance of City streets, sidewalks, & infrastructure	1274	29.0 %
Overall quality of solid waste services (e.g. residential trash, recycling collection)	149	3.4 %
Overall quality of City water utilities	230	5.2 %
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	207	4.7 %
Overall quality of City parks & recreation programs & facilities	67	1.5 %
Overall quality of Health Department services	43	1.0 %
Overall quality of airport facilities	140	3.2 %
Overall quality of City's 311 service	23	0.5 %
Overall quality of municipal court services	19	0.4 %
Overall quality of customer service you receive from City employees	42	1.0 %
Overall effectiveness of City communication with the public	28	0.6 %
Overall quality of City stormwater runoff/stormwater management system	137	3.1 %
Overall quality of public transportation	283	6.4 %
None chosen	806	18.3 %
Total	4399	100.0 %

Q4. Which THREE of the Major Categories of City services listed in Question 3 do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q4. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	379	8.6 %
Overall quality of fire & ambulance services	340	7.7 %
Overall maintenance of City streets, sidewalks, & infrastructure	714	16.2 %
Overall quality of solid waste services (e.g. residential trash, recycling collection)	219	5.0 %
Overall quality of City water utilities	271	6.2 %
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	309	7.0 %
Overall quality of City parks & recreation programs & facilities	172	3.9 %
Overall quality of Health Department services	80	1.8 %
Overall quality of airport facilities	164	3.7 %
Overall quality of City's 311 service	54	1.2 %
Overall quality of municipal court services	41	0.9 %
Overall quality of customer service you receive from City employees	97	2.2 %
Overall effectiveness of City communication with the public	108	2.5 %
Overall quality of City stormwater runoff/stormwater management system	230	5.2 %
Overall quality of public transportation	235	5.3 %
None chosen	986	22.4 %
Total	4399	100.0 %

ASKED ALL YEAR

Q4. Which THREE of the Major Categories of City services listed in Question 3 do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q4. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	308	7.0 %
Overall quality of fire & ambulance services	154	3.5 %
Overall maintenance of City streets, sidewalks, & infrastructure	479	10.9 %
Overall quality of solid waste services (e.g. residential trash, recycling collection)	200	4.5 %
Overall quality of City water utilities	205	4.7 %
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	290	6.6 %
Overall quality of City parks & recreation programs & facilities	212	4.8 %
Overall quality of Health Department services	92	2.1 %
Overall quality of airport facilities	204	4.6 %
Overall quality of City's 311 service	66	1.5 %
Overall quality of municipal court services	59	1.3 %
Overall quality of customer service you receive from City employees	140	3.2 %
Overall effectiveness of City communication with the public	199	4.5 %
Overall quality of City stormwater runoff/stormwater management system	283	6.4 %
Overall quality of public transportation	313	7.1 %
None chosen	1195	27.2 %
Total	4399	100.0 %

Q4. Which THREE of the Major Categories of City services listed in Question 3 do you think should receive the MOST EMPHASIS from the City over the next two years? (top 3)

<u>Q4. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	1529	34.8 %
Overall quality of fire & ambulance services	603	13.7 %
Overall maintenance of City streets, sidewalks, & infrastructure	2467	56.1 %
Overall quality of solid waste services (e.g. residential trash, recycling collection)	568	12.9 %
Overall quality of City water utilities	706	16.0 %
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	806	18.3 %
Overall quality of City parks & recreation programs & facilities	451	10.3 %
Overall quality of Health Department services	215	4.9 %
Overall quality of airport facilities	508	11.5 %
Overall quality of City's 311 service	143	3.3 %
Overall quality of municipal court services	119	2.7 %
Overall quality of customer service you receive from City employees	279	6.3 %
Overall effectiveness of City communication with the public	335	7.6 %
Overall quality of City stormwater runoff/stormwater management system	650	14.8 %
Overall quality of public transportation	831	18.9 %
None chosen	806	18.3 %
Total	11016	

ASKED ALL YEAR

Q5. Please rate your satisfaction with the following services:

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. KCATA bus system	6.9%	19.8%	24.4%	6.3%	3.2%	39.3%
Q5b. Kansas City streetcar	16.3%	18.2%	19.5%	4.6%	6.4%	35.0%

WITHOUT DON'T KNOW

Q5. Please rate your satisfaction with the following services: (without "don't know")

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. KCATA bus system	11.4%	32.7%	40.2%	10.5%	5.2%
Q5b. Kansas City streetcar	25.0%	27.9%	30.1%	7.1%	9.9%

ASKED ALL YEAR

Q6. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Effectiveness of local police protection	14.3%	42.1%	23.0%	9.2%	4.8%	6.7%
Q6b. Visibility of police in neighborhoods	10.6%	31.3%	27.8%	18.5%	8.3%	3.5%
Q6c. City's overall efforts to prevent crime	8.2%	28.8%	29.9%	18.3%	8.7%	6.1%
Q6d. Enforcement of local traffic laws	10.1%	38.0%	30.5%	9.6%	5.8%	5.9%
Q6e. Parking enforcement services	8.3%	29.8%	33.1%	6.6%	4.9%	17.2%
Q6f. How quickly police respond to emergencies	10.9%	27.4%	23.0%	10.3%	8.1%	20.2%

WITHOUT DON'T KNOW

Q6. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "don't know")

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Effectiveness of local police protection	15.3%	45.1%	24.6%	9.8%	5.2%
Q6b. Visibility of police in neighborhoods	11.0%	32.4%	28.8%	19.2%	8.6%
Q6c. City's overall efforts to prevent crime	8.7%	30.7%	31.9%	19.5%	9.2%
Q6d. Enforcement of local traffic laws	10.8%	40.4%	32.4%	10.2%	6.2%
Q6e. Parking enforcement services	10.0%	36.1%	40.0%	8.0%	5.9%
Q6f. How quickly police respond to emergencies	13.6%	34.4%	28.9%	12.9%	10.2%

ASKED ALL YEAR

Q7. Which TWO of the Police Services listed in Question 6 do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q7. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Effectiveness of local police protection	646	14.7 %
Visibility of police in neighborhoods	988	22.5 %
City's overall efforts to prevent crime	1093	24.8 %
Enforcement of local traffic laws	156	3.5 %
Parking enforcement services	70	1.6 %
How quickly police respond to emergencies	652	14.8 %
None chosen	794	18.0 %
Total	4399	100.0 %

Q7. Which TWO of the Police Services listed in Question 6 do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Effectiveness of local police protection	610	13.9 %
Visibility of police in neighborhoods	867	19.7 %
City's overall efforts to prevent crime	949	21.6 %
Enforcement of local traffic laws	227	5.2 %
Parking enforcement services	125	2.8 %
How quickly police respond to emergencies	621	14.1 %
None chosen	1000	22.7 %
Total	4399	100.0 %

Q7. Which TWO of the Police Services listed in Question 6 do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

<u>Q7. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Effectiveness of local police protection	1256	28.6 %
Visibility of police in neighborhoods	1855	42.2 %
City's overall efforts to prevent crime	2042	46.4 %
Enforcement of local traffic laws	383	8.7 %
Parking enforcement services	195	4.4 %
How quickly police respond to emergencies	1273	28.9 %
None chosen	794	18.0 %
Total	7798	

ASKED ALL YEAR

Q8. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Overall quality of local fire protection & rescue services	24.1%	40.5%	12.8%	1.2%	0.7%	20.8%
Q8b. How quickly fire & rescue personnel respond to emergencies	23.4%	35.8%	12.7%	1.5%	0.8%	25.9%
Q8c. Quality of local emergency medical service	20.4%	35.7%	15.3%	1.7%	0.9%	26.1%
Q8d. How quickly emergency medical personnel respond to emergencies	20.8%	33.5%	15.0%	2.1%	1.1%	27.5%

WITHOUT DON'T KNOW

Q8. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "don't know")

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Overall quality of local fire protection & rescue services	30.5%	51.1%	16.1%	1.5%	0.8%
Q8b. How quickly fire & rescue personnel respond to emergencies	31.6%	48.3%	17.1%	2.0%	1.1%
Q8c. Quality of local emergency medical service	27.6%	48.3%	20.6%	2.2%	1.2%
Q8d. How quickly emergency medical personnel respond to emergencies	28.6%	46.2%	20.7%	2.9%	1.5%

ASKED ALL YEAR

Q9. Which TWO of the Fire and Emergency Medical Services listed in Question 8 above do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q9. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local fire protection & rescue services	859	19.5 %
How quickly fire & rescue personnel respond to emergencies	803	18.3 %
Quality of local emergency medical service	496	11.3 %
How quickly emergency medical personnel respond to emergencies	697	15.8 %
None chosen	1544	35.1 %
Total	4399	100.0 %

Q9. Which TWO of the Fire and Emergency Medical Services listed in Question 8 above do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local fire protection & rescue services	357	8.1 %
How quickly fire & rescue personnel respond to emergencies	698	15.9 %
Quality of local emergency medical service	655	14.9 %
How quickly emergency medical personnel respond to emergencies	947	21.5 %
None chosen	1742	39.6 %
Total	4399	100.0 %

Q9. Which TWO of the Fire and Emergency Medical Services listed in Question 8 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

<u>Q9. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local fire protection & rescue services	1216	27.6 %
How quickly fire & rescue personnel respond to emergencies	1501	34.1 %
Quality of local emergency medical service	1151	26.2 %
How quickly emergency medical personnel respond to emergencies	1644	37.4 %
None chosen	1544	35.1 %
Total	7056	

ASKED ALL YEAR

Q10. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Maintenance of City streets	2.4%	21.5%	25.8%	33.0%	15.3%	2.0%
Q10b. Maintenance of streets in your neighborhood	5.7%	30.3%	22.9%	23.8%	15.5%	1.9%
Q10c. Condition of sidewalks in City	2.5%	18.8%	29.5%	28.0%	15.2%	6.0%
Q10d. Condition of sidewalks in your neighborhood	5.7%	25.4%	20.9%	21.8%	19.4%	6.9%
Q10e. Maintenance of street signs & traffic signals	8.9%	47.9%	27.8%	8.2%	3.9%	3.3%
Q10f. Snow removal on major City streets during past 12 months	11.2%	43.8%	21.6%	10.3%	9.5%	3.6%
Q10g. Snow removal on residential streets during past 12 months	7.4%	29.4%	21.3%	20.7%	17.2%	4.0%
Q10h. Adequacy of City street lighting	10.2%	45.3%	25.3%	11.4%	5.2%	2.6%
Q10i. Accessibility of streets, sidewalks, & buildings for people with disabilities	6.1%	24.0%	26.3%	12.3%	7.4%	23.9%
Q10j. On-street bicycle infrastructure (bike lanes/signs/sharrows)	4.8%	18.4%	30.7%	17.3%	10.5%	18.3%

ASKED ALL YEAR

WITHOUT DON'T KNOW

Q10. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "don't know")

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Maintenance of City streets	2.4%	21.9%	26.3%	33.7%	15.7%
Q10b. Maintenance of streets in your neighborhood	5.8%	30.9%	23.3%	24.3%	15.8%
Q10c. Condition of sidewalks in City	2.7%	20.0%	31.4%	29.8%	16.1%
Q10d. Condition of sidewalks in your neighborhood	6.1%	27.3%	22.4%	23.4%	20.8%
Q10e. Maintenance of street signs & traffic signals	9.2%	49.5%	28.8%	8.5%	4.1%
Q10f. Snow removal on major City streets during past 12 months	11.6%	45.5%	22.4%	10.7%	9.8%
Q10g. Snow removal on residential streets during past 12 months	7.7%	30.6%	22.2%	21.6%	17.9%
Q10h. Adequacy of City street lighting	10.5%	46.5%	26.0%	11.7%	5.3%
Q10i. Accessibility of streets, sidewalks, & buildings for people with disabilities	8.1%	31.5%	34.6%	16.1%	9.8%
Q10j. On-street bicycle infrastructure (bike lanes/signs/sharrows)	5.9%	22.5%	37.5%	21.2%	12.9%

ASKED ALL YEAR

Q11. Which TWO of the Street, Sidewalk, and Infrastructure Services listed in Question 10 above do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q11. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets	1427	32.4 %
Maintenance of streets in your neighborhood	386	8.8 %
Condition of sidewalks in City	303	6.9 %
Condition of sidewalks in your neighborhood	356	8.1 %
Maintenance of street signs & traffic signals	63	1.4 %
Snow removal on major City streets during past 12 months	188	4.3 %
Snow removal on residential streets during past 12 months	398	9.0 %
Adequacy of City street lighting	103	2.3 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	178	4.0 %
On-street bicycle infrastructure (bike lanes/signs/sharrows)	221	5.0 %
None chosen	776	17.6 %
Total	4399	100.0 %

Q11. Which TWO of the Street, Sidewalk, and Infrastructure Services listed in Question 10 above do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets	417	9.5 %
Maintenance of streets in your neighborhood	454	10.3 %
Condition of sidewalks in City	550	12.5 %
Condition of sidewalks in your neighborhood	352	8.0 %
Maintenance of street signs & traffic signals	118	2.7 %
Snow removal on major City streets during past 12 months	260	5.9 %
Snow removal on residential streets during past 12 months	530	12.0 %
Adequacy of City street lighting	227	5.2 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	240	5.5 %
On-street bicycle infrastructure (bike lanes/signs/sharrows)	301	6.8 %
None chosen	950	21.6 %
Total	4399	100.0 %

ASKED ALL YEAR

Q11. Which TWO of the Street, Sidewalk, and Infrastructure Services listed in Question 10 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

<u>Q11. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets	1844	41.9 %
Maintenance of streets in your neighborhood	840	19.1 %
Condition of sidewalks in City	853	19.4 %
Condition of sidewalks in your neighborhood	708	16.1 %
Maintenance of street signs & traffic signals	181	4.1 %
Snow removal on major City streets during past 12 months	448	10.2 %
Snow removal on residential streets during past 12 months	928	21.1 %
Adequacy of City street lighting	330	7.5 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	418	9.5 %
On-street bicycle infrastructure (bike lanes/signs/sharrows)	522	11.9 %
None chosen	776	17.6 %
Total	7848	

ASKED ALL YEAR

Q12. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Enforcing clean-up of trash & debris on private property	4.5%	21.8%	25.1%	22.4%	13.4%	12.9%
Q12b. Enforcing mowing & cutting of weeds on private property	4.1%	20.3%	27.5%	22.1%	12.7%	13.4%
Q12c. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	3.9%	20.3%	31.0%	20.8%	11.1%	12.9%
Q12d. Enforcing trash, weeds, & exterior maintenance in your neighborhood	6.9%	29.1%	25.3%	17.4%	11.7%	9.7%
Q12e. Boarding up vacant structures that are open to entry	3.4%	15.3%	28.0%	15.3%	10.2%	27.7%
Q12f. Demolishing vacant structures that are in dangerous building inventory	2.9%	12.0%	24.0%	19.5%	15.0%	26.7%
Q12g. Enforcement of animal code (e.g. animal welfare & pet licensing)	5.5%	26.6%	30.1%	9.1%	7.2%	21.5%
Q12h. Customer service from animal control officers	5.5%	19.0%	26.9%	4.8%	4.8%	39.0%
Q12i. Animal shelter operations & adoption efforts	10.3%	26.8%	25.3%	4.3%	3.5%	29.6%

ASKED ALL YEAR

WITHOUT DON'T KNOW

Q12. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "don't know")

(N=4399)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Enforcing clean-up of trash & debris on private property	5.1%	25.0%	28.8%	25.7%	15.4%
Q12b. Enforcing mowing & cutting of weeds on private property	4.7%	23.4%	31.7%	25.5%	14.7%
Q12c. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	4.5%	23.3%	35.6%	23.8%	12.8%
Q12d. Enforcing trash, weeds, & exterior maintenance in your neighborhood	7.6%	32.2%	28.0%	19.2%	13.0%
Q12e. Boarding up vacant structures that are open to entry	4.7%	21.1%	38.8%	21.2%	14.2%
Q12f. Demolishing vacant structures that are in dangerous building inventory	3.9%	16.4%	32.7%	26.5%	20.4%
Q12g. Enforcement of animal code (e.g. animal welfare & pet licensing)	7.0%	33.9%	38.4%	11.6%	9.2%
Q12h. Customer service from animal control officers	9.0%	31.2%	44.1%	7.9%	7.8%
Q12i. Animal shelter operations & adoption efforts	14.6%	38.2%	36.0%	6.2%	5.0%

ASKED ALL YEAR

Q13. Which TWO of the Neighborhood Services listed in Question 12 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q13. 1st choice	Number	Percent
Enforcing clean-up of trash & debris on private property	944	21.5 %
Enforcing mowing & cutting of weeds on private property	281	6.4 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	306	7.0 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	313	7.1 %
Boarding up vacant structures that are open to entry	274	6.2 %
Demolishing vacant structures that are in dangerous building inventory	660	15.0 %
Enforcement of animal code (e.g. animal welfare & pet licensing)	135	3.1 %
Customer service from animal control officers	51	1.2 %
Animal shelter operations & adoption efforts	338	7.7 %
None chosen	1097	24.9 %
Total	4399	100.0 %

Q13. Which TWO of the Neighborhood Services listed in Question 12 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q13. 2nd choice	Number	Percent
Enforcing clean-up of trash & debris on private property	469	10.7 %
Enforcing mowing & cutting of weeds on private property	603	13.7 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	404	9.2 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	346	7.9 %
Boarding up vacant structures that are open to entry	342	7.8 %
Demolishing vacant structures that are in dangerous building inventory	508	11.5 %
Enforcement of animal code (e.g. animal welfare & pet licensing)	162	3.7 %
Customer service from animal control officers	79	1.8 %
Animal shelter operations & adoption efforts	215	4.9 %
None chosen	1271	28.9 %
Total	4399	100.0 %

ASKED ALL YEAR

Q13. Which TWO of the Neighborhood Services listed in Question 12 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

<u>Q13. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	1413	32.1 %
Enforcing mowing & cutting of weeds on private property	884	20.1 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	710	16.1 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	659	15.0 %
Boarding up vacant structures that are open to entry	616	14.0 %
Demolishing vacant structures that are in dangerous building inventory	1168	26.6 %
Enforcement of animal code (e.g. animal welfare & pet licensing)	297	6.8 %
Customer service from animal control officers	130	3.0 %
Animal shelter operations & adoption efforts	553	12.6 %
None chosen	1097	24.9 %
Total	7527	

ASKED IN 1Q AND 3Q

Q14. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2220)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Protecting the public from new or unusual health threats or communicable disease outbreaks	7.8%	30.5%	26.0%	2.2%	1.8%	31.7%
Q14b. Guarding against food poisoning through restaurant inspections	8.2%	37.5%	25.0%	5.5%	2.3%	21.7%
Q14c. Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, & swimming pool contamination	7.4%	29.8%	27.9%	6.0%	2.8%	26.0%
Q14d. Encouraging access to healthy fruits & vegetables & safe places to exercise	8.3%	28.6%	27.1%	11.2%	4.0%	20.9%
Q14e. Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	10.8%	37.1%	25.9%	5.9%	2.1%	18.2%
Q14f. Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	7.3%	26.0%	26.9%	4.2%	2.3%	33.4%
Q14g. Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	8.9%	27.7%	25.9%	4.5%	1.8%	31.2%

ASKED IN 1Q AND 3Q

WITHOUT DON'T KNOW

Q14. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "don't know")

(N=2220)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Protecting the public from new or unusual health threats or communicable disease outbreaks	11.4%	44.7%	38.1%	3.2%	2.6%
Q14b. Guarding against food poisoning through restaurant inspections	10.5%	47.8%	31.9%	7.0%	2.9%
Q14c. Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, & swimming pool contamination	10.0%	40.3%	37.8%	8.2%	3.8%
Q14d. Encouraging access to healthy fruits & vegetables & safe places to exercise	10.5%	36.1%	34.2%	14.1%	5.1%
Q14e. Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	13.2%	45.4%	31.6%	7.2%	2.6%
Q14f. Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	11.0%	39.0%	40.4%	6.3%	3.4%
Q14g. Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	12.9%	40.3%	37.7%	6.5%	2.7%

ASKED IN 1Q AND 3Q

Q15. Which TWO of the Health Department Services listed in Question 14 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q15. 1st choice	Number	Percent
Protecting the public from new or unusual health threats or communicable disease outbreaks	324	14.6 %
Guarding against food poisoning through restaurant inspections	257	11.6 %
Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, & swimming pool contamination	237	10.7 %
Encouraging access to healthy fruits & vegetables & safe places to exercise	252	11.4 %
Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	113	5.1 %
Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	107	4.8 %
Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	274	12.3 %
None chosen	656	29.5 %
Total	2220	100.0 %

Q15. Which TWO of the Health Department Services listed in Question 14 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q15. 2nd choice	Number	Percent
Protecting the public from new or unusual health threats or communicable disease outbreaks	190	8.6 %
Guarding against food poisoning through restaurant inspections	244	11.0 %
Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, & swimming pool contamination	243	10.9 %
Encouraging access to healthy fruits & vegetables & safe places to exercise	196	8.8 %
Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	165	7.4 %
Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	168	7.6 %
Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	273	12.3 %
None chosen	741	33.4 %
Total	2220	100.0 %

ASKED IN 1Q AND 3Q

Q15. Which TWO of the Health Department Services listed in Question 14 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

<u>Q15. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Protecting the public from new or unusual health threats or communicable disease outbreaks	514	23.2 %
Guarding against food poisoning through restaurant inspections	501	22.6 %
Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, & swimming pool contamination	480	21.6 %
Encouraging access to healthy fruits & vegetables & safe places to exercise	448	20.2 %
Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	278	12.5 %
Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	275	12.4 %
Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	547	24.6 %
<u>None chosen</u>	<u>656</u>	<u>29.5 %</u>
Total	3699	

ASKED IN 1Q AND 3Q

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

(N=2220)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Ease of utilizing 311 services via phone	16.3%	29.5%	16.2%	3.8%	2.5%	31.7%
Q16b. Ease of utilizing 311 services via web or mobile application	11.8%	19.9%	19.7%	3.3%	2.1%	43.2%
Q16c. Courtesy & professionalism of 311 call takers	18.2%	25.9%	17.0%	3.6%	1.8%	33.5%
Q16d. How well your question or issue was resolved via 311	16.0%	24.7%	18.2%	5.6%	4.1%	31.4%

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=2220)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Ease of utilizing 311 services via phone	23.8%	43.2%	23.7%	5.6%	3.7%
Q16b. Ease of utilizing 311 services via web or mobile application	20.9%	35.0%	34.7%	5.8%	3.6%
Q16c. Courtesy & professionalism of 311 call takers	27.4%	38.9%	25.6%	5.5%	2.7%
Q16d. How well your question or issue was resolved via 311	23.3%	36.0%	26.5%	8.1%	6.0%

ASKED IN 1Q AND 3Q

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

(N=2220)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Availability of information about City programs & services	7.5%	34.5%	29.3%	12.5%	3.2%	13.0%
Q17b. Overall usefulness of City's website	6.7%	30.4%	28.8%	7.7%	3.2%	23.1%
Q17c. Opportunity to engage/ provide input into decisions made by City	4.4%	19.2%	33.8%	13.7%	6.4%	22.4%
Q17d. Quality of City video programming including City television channel (Channel 2) & web streaming	5.0%	19.0%	29.0%	4.1%	2.3%	40.7%
Q17e. Content in City's magazine KCMORE	5.2%	19.1%	26.4%	3.0%	1.6%	44.6%
Q17f. City's use of social media	7.1%	21.5%	28.7%	4.0%	2.3%	36.4%

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=2220)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Availability of information about City programs & services	8.6%	39.7%	33.7%	14.3%	3.7%
Q17b. Overall usefulness of City's website	8.7%	39.5%	37.4%	10.1%	4.2%
Q17c. Opportunity to engage/provide input into decisions made by City	5.6%	24.8%	43.6%	17.7%	8.2%
Q17d. Quality of City video programming including City television channel (Channel 2) & web streaming	8.4%	32.0%	48.9%	6.8%	4.0%
Q17e. Content in City's magazine KCMORE	9.4%	34.6%	47.7%	5.4%	2.9%
Q17f. City's use of social media	11.2%	33.9%	45.1%	6.2%	3.6%

ASKED IN 1Q AND 3Q

Q18. Which TWO of the Communication Services listed in Question 17 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q18. 1st choice	Number	Percent
Availability of information about City programs & services	629	28.3 %
Overall usefulness of City's website	261	11.8 %
Opportunity to engage/provide input into decisions made by City	399	18.0 %
Quality of City video programming including City television channel (Channel 2) & web streaming	64	2.9 %
Content in City's magazine KCMore	40	1.8 %
City's use of social media	140	6.3 %
None chosen	687	30.9 %
Total	2220	100.0 %

Q18. Which TWO of the Communication Services listed in Question 17 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q18. 2nd choice	Number	Percent
Availability of information about City programs & services	318	14.3 %
Overall usefulness of City's website	319	14.4 %
Opportunity to engage/provide input into decisions made by City	374	16.8 %
Quality of City video programming including City television channel (Channel 2) & web streaming	87	3.9 %
Content in City's magazine KCMore	74	3.3 %
City's use of social media	230	10.4 %
None chosen	818	36.8 %
Total	2220	100.0 %

Q18. Which TWO of the Communication Services listed in Question 17 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

Q18. Sum of top 2 choices	Number	Percent
Availability of information about City programs & services	947	42.7 %
Overall usefulness of City's website	580	26.1 %
Opportunity to engage/provide input into decisions made by City	773	34.8 %
Quality of City video programming including City television channel (Channel 2) & web streaming	151	6.8 %
Content in City's magazine KCMore	114	5.1 %
City's use of social media	370	16.7 %
None chosen	687	30.9 %
Total	3622	

ASKED IN 1Q AND 3Q

Q19. Which are your top 2 preferred methods of receiving information from the City?

<u>Q19. 1st choice</u>	<u>Number</u>	<u>Percent</u>
City website	589	26.5 %
Text messages to mobile	255	11.5 %
Cable Channel 2	194	8.7 %
Twitter/social media	201	9.1 %
City magazine by mail	416	18.7 %
Email notification/releases	329	14.8 %
None chosen	236	10.6 %
Total	2220	100.0 %

Q19. Which are your top 2 preferred methods of receiving information from the City?

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City website	310	14.0 %
Text messages to mobile	168	7.6 %
Cable Channel 2	195	8.8 %
Twitter/social media	222	10.0 %
City magazine by mail	371	16.7 %
Email notification/releases	462	20.8 %
None chosen	492	22.2 %
Total	2220	100.0 %

Q19. Which are your top 2 preferred methods of receiving information from the City? (top 2)

<u>Q19. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
City website	899	40.5 %
Text messages to mobile	423	19.1 %
Cable Channel 2	389	17.5 %
Twitter/social media	423	19.1 %
City magazine by mail	787	35.5 %
Email notification/releases	791	35.6 %
None chosen	236	10.6 %
Total	3948	

ASKED IN 1Q AND 3Q

Q20. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in the last year?

Q20. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in last year?

	Number	Percent
Yes	615	27.7 %
No	1074	48.4 %
Not available on my television	464	20.9 %
Not provided	67	3.0 %
Total	2220	100.0 %

WITHOUT NOT PROVIDED

Q20. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in the last year? (without "not provided")

Q20. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in last year?

	Number	Percent
Yes	615	28.6 %
No	1074	49.9 %
Not available on my television	464	21.6 %
Total	2153	100.0 %

ASKED IN 2Q AND 4Q

Q14. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Maintenance of City parks	14.0%	46.6%	21.5%	5.6%	2.0%	10.4%
Q14b. Quality of facilities such as picnic shelters & playgrounds in City parks	11.2%	41.4%	24.1%	7.2%	2.4%	13.8%
Q14c. Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	10.3%	35.3%	23.2%	5.5%	2.2%	23.6%
Q14d. Maintenance of boulevards & parkways	11.2%	43.6%	25.1%	7.9%	2.7%	9.4%
Q14e. Walking & biking trails in City	9.4%	31.9%	26.9%	10.5%	4.2%	17.1%
Q14f. City swimming pools & programs	5.3%	17.5%	25.5%	9.8%	3.9%	38.0%
Q14g. City's youth programs & activities	5.2%	15.8%	26.3%	8.2%	4.7%	39.8%
Q14h. Maintenance & appearance of City community centers	7.2%	27.2%	27.4%	5.0%	1.8%	31.4%
Q14i. Programs & activities at City community centers	5.8%	21.2%	26.8%	6.6%	2.4%	37.2%
Q14j. Tree trimming & other tree care along City streets & other public areas	6.9%	31.0%	28.6%	15.1%	8.0%	10.4%
Q14k. Quality of communication from Parks & Recreation	6.3%	21.3%	31.6%	7.5%	3.9%	29.3%
Q14l. Quality of customer service from Parks & Recreation employees	6.8%	20.5%	27.6%	4.3%	2.3%	38.5%

ASKED IN 2Q AND 4Q

WITHOUT DON'T KNOW

Q14. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "don't know")

(N=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Maintenance of City parks	15.6%	52.0%	24.0%	6.2%	2.2%
Q14b. Quality of facilities such as picnic shelters & playgrounds in City parks	12.9%	48.0%	27.9%	8.4%	2.8%
Q14c. Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	13.5%	46.2%	30.3%	7.1%	2.9%
Q14d. Maintenance of boulevards & parkways	12.4%	48.1%	27.7%	8.8%	3.0%
Q14e. Walking & biking trails in City	11.4%	38.5%	32.4%	12.7%	5.0%
Q14f. City swimming pools & programs	8.6%	28.3%	41.1%	15.8%	6.2%
Q14g. City's youth programs & activities	8.7%	26.2%	43.8%	13.6%	7.8%
Q14h. Maintenance & appearance of City community centers	10.4%	39.7%	40.0%	7.2%	2.7%
Q14i. Programs & activities at City community centers	9.2%	33.7%	42.7%	10.5%	3.9%
Q14j. Tree trimming & other tree care along City streets & other public areas	7.7%	34.6%	32.0%	16.8%	9.0%
Q14k. Quality of communication from Parks & Recreation	8.9%	30.2%	44.7%	10.6%	5.6%
Q14l. Quality of customer service from Parks & Recreation employees	11.0%	33.4%	44.9%	6.9%	3.8%

ASKED IN 2Q AND 4Q

Q15. Which TWO of the Parks and Recreation Services listed in Question 14 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q15. 1st choice	Number	Percent
Maintenance of City parks	289	13.3 %
Quality of facilities such as picnic shelters & playgrounds in City parks	110	5.0 %
Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	59	2.7 %
Maintenance of boulevards & parkways	142	6.5 %
Walking & biking trails in City	222	10.2 %
City swimming pools & programs	67	3.1 %
City's youth programs & activities	230	10.6 %
Maintenance & appearance of City community centers	20	0.9 %
Programs & activities at City community centers	38	1.7 %
Tree trimming & other tree care along City streets & other public areas	292	13.4 %
Quality of communication from Parks & Recreation	42	1.9 %
Quality of customer service from Parks & Recreation employees	52	2.4 %
None chosen	616	28.3 %
Total	2179	100.0 %

Q15. Which TWO of the Parks and Recreation Services listed in Question 14 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q15. 2nd choice	Number	Percent
Maintenance of City parks	173	7.9 %
Quality of facilities such as picnic shelters & playgrounds in City parks	148	6.8 %
Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	65	3.0 %
Maintenance of boulevards & parkways	152	7.0 %
Walking & biking trails in City	165	7.6 %
City swimming pools & programs	77	3.5 %
City's youth programs & activities	156	7.2 %
Maintenance & appearance of City community centers	53	2.4 %
Programs & activities at City community centers	132	6.1 %
Tree trimming & other tree care along City streets & other public areas	177	8.1 %
Quality of communication from Parks & Recreation	61	2.8 %
Quality of customer service from Parks & Recreation employees	51	2.3 %
None chosen	769	35.3 %
Total	2179	100.0 %

ASKED IN 2Q AND 4Q

Q15. Which TWO of the Parks and Recreation Services listed in Question 14 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

Q15. Sum of top 2 choices	Number	Percent
Maintenance of City parks	462	21.2 %
Quality of facilities such as picnic shelters & playgrounds in City parks	258	11.8 %
Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	124	5.7 %
Maintenance of boulevards & parkways	294	13.5 %
Walking & biking trails in City	387	17.8 %
City swimming pools & programs	144	6.6 %
City's youth programs & activities	386	17.7 %
Maintenance & appearance of City community centers	73	3.4 %
Programs & activities at City community centers	170	7.8 %
Tree trimming & other tree care along City streets & other public areas	469	21.5 %
Quality of communication from Parks & Recreation	103	4.7 %
Quality of customer service from Parks & Recreation employees	103	4.7 %
None chosen	616	28.3 %
Total	3589	

ASKED IN 2Q AND 4Q

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

(N=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Overall quality of trash collection services	17.9%	48.3%	14.7%	9.1%	5.7%	4.3%
Q16b. Overall quality of curbside recycling services	18.3%	44.5%	15.8%	8.8%	5.3%	7.4%
Q16c. Overall quality of recycling drop-off centers	10.4%	29.9%	23.5%	6.5%	3.5%	26.2%
Q16d. Overall quality of bulky item pick-up services	11.1%	30.7%	21.6%	12.1%	7.5%	17.1%
Q16e. Overall quality of leaf & brush pick-up services	9.6%	29.0%	23.8%	12.9%	6.5%	18.3%
Q16f. Overall quality of leaf & brush drop-off centers	9.8%	25.0%	23.2%	5.8%	3.9%	32.3%
Q16g. Overall cleanliness of City streets & other public areas	4.9%	30.3%	31.3%	20.1%	8.9%	4.5%
Q16h. City efforts to clean-up illegal dumping sites	3.8%	13.4%	22.7%	20.6%	14.0%	25.5%

ASKED IN 2Q AND 4Q

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=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Overall quality of trash collection services	18.6%	50.5%	15.4%	9.5%	5.9%
Q16b. Overall quality of curbside recycling services	19.8%	48.0%	17.0%	9.5%	5.7%
Q16c. Overall quality of recycling drop-off centers	14.1%	40.5%	31.8%	8.8%	4.8%
Q16d. Overall quality of bulky item pick-up services	13.3%	37.0%	26.1%	14.6%	9.0%
Q16e. Overall quality of leaf & brush pick-up services	11.7%	35.4%	29.1%	15.8%	7.9%
Q16f. Overall quality of leaf & brush drop-off centers	14.4%	36.9%	34.3%	8.5%	5.8%
Q16g. Overall cleanliness of City streets & other public areas	5.1%	31.8%	32.8%	21.0%	9.3%
Q16h. City efforts to clean-up illegal dumping sites	5.1%	18.0%	30.5%	27.6%	18.8%

ASKED IN 2Q AND 4Q

Q17. Which TWO of the Solid Waste Services listed in Question 16 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q17. 1st choice	Number	Percent
Overall quality of trash collection services	321	14.7 %
Overall quality of curbside recycling services	176	8.1 %
Overall quality of recycling drop-off centers	64	2.9 %
Overall quality of bulky item pick-up services	171	7.8 %
Overall quality of leaf & brush pick-up services	123	5.6 %
Overall quality of leaf & brush drop-off centers	15	0.7 %
Overall cleanliness of City streets & other public areas	354	16.2 %
City efforts to clean-up illegal dumping sites	423	19.4 %
None chosen	532	24.4 %
Total	2179	100.0 %

Q17. Which TWO of the Solid Waste Services listed in Question 16 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q17. 2nd choice	Number	Percent
Overall quality of trash collection services	135	6.2 %
Overall quality of curbside recycling services	207	9.5 %
Overall quality of recycling drop-off centers	85	3.9 %
Overall quality of bulky item pick-up services	160	7.3 %
Overall quality of leaf & brush pick-up services	140	6.4 %
Overall quality of leaf & brush drop-off centers	47	2.2 %
Overall cleanliness of City streets & other public areas	358	16.4 %
City efforts to clean-up illegal dumping sites	381	17.5 %
None chosen	666	30.6 %
Total	2179	100.0 %

Q17. Which TWO of the Solid Waste Services listed in Question 16 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

Q17. Sum of top 2 choices	Number	Percent
Overall quality of trash collection services	456	20.9 %
Overall quality of curbside recycling services	383	17.6 %
Overall quality of recycling drop-off centers	149	6.8 %
Overall quality of bulky item pick-up services	331	15.2 %
Overall quality of leaf & brush pick-up services	263	12.1 %
Overall quality of leaf & brush drop-off centers	62	2.8 %
Overall cleanliness of City streets & other public areas	712	32.7 %
City efforts to clean-up illegal dumping sites	804	36.9 %
None chosen	532	24.4 %
Total	3692	

ASKED IN 2Q AND 4Q

Q18. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Ease of moving through airport security	26.8%	35.1%	15.7%	5.2%	2.8%	14.5%
Q18b. Availability of parking	22.4%	36.3%	17.0%	7.0%	4.0%	13.3%
Q18c. Food, beverage, & other concessions	10.5%	23.3%	24.7%	16.5%	10.1%	14.9%
Q18d. Cleanliness of facilities	20.3%	40.6%	19.5%	4.6%	2.4%	12.6%

WITHOUT DON'T KNOW

Q18. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "don't know")

(N=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Ease of moving through airport security	31.3%	41.0%	18.3%	6.1%	3.3%
Q18b. Availability of parking	25.8%	41.9%	19.6%	8.0%	4.6%
Q18c. Food, beverage, & other concessions	12.3%	27.4%	29.1%	19.4%	11.9%
Q18d. Cleanliness of facilities	23.2%	46.5%	22.3%	5.3%	2.7%

ASKED IN 2Q AND 4Q

Q19. Which TWO of the Airport Services listed in Question 18 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q19. 1st choice	Number	Percent
Ease of moving through airport security	564	25.9 %
Availability of parking	272	12.5 %
Food, beverage, & other concessions	412	18.9 %
Cleanliness of facilities	215	9.9 %
None chosen	716	32.9 %
Total	2179	100.0 %

Q19. Which TWO of the Airport Services listed in Question 18 above do you think should receive the MOST EMPHASIS from the City over the next two years?

Q19. 2nd choice	Number	Percent
Ease of moving through airport security	226	10.4 %
Availability of parking	415	19.0 %
Food, beverage, & other concessions	315	14.5 %
Cleanliness of facilities	370	17.0 %
None chosen	853	39.1 %
Total	2179	100.0 %

Q19. Which TWO of the Airport Services listed in Question 18 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

Q19. Sum of top 2 choices	Number	Percent
Ease of moving through airport security	790	36.3 %
Availability of parking	687	31.5 %
Food, beverage, & other concessions	727	33.4 %
Cleanliness of facilities	585	26.8 %
None chosen	716	32.9 %
Total	3505	

ASKED IN 2Q AND 4Q

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

(N=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20a. Condition of catch basins (storm drains) in your neighborhood	8.2%	31.2%	22.9%	16.1%	9.0%	12.6%
Q20b. Timeliness of water/sewer line break repairs	5.8%	23.7%	25.8%	12.7%	7.0%	25.0%
Q20c. Quality of Water Services customer service	8.8%	27.6%	26.7%	9.2%	7.7%	20.0%

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=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a. Condition of catch basins (storm drains) in your neighborhood	9.3%	35.6%	26.2%	18.4%	10.3%
Q20b. Timeliness of water/sewer line break repairs	7.8%	31.6%	34.4%	17.0%	9.3%
Q20c. Quality of Water Services customer service	11.0%	34.5%	33.3%	11.5%	9.6%

ASKED ALL YEAR

Q21. Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri:

(N=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q21a. Overall quality of leadership provided by City's elected officials	10.8%	34.7%	26.1%	10.6%	7.0%	10.8%
Q21b. Overall effectiveness of City manager & appointed staff	9.0%	31.6%	27.8%	9.5%	6.7%	15.4%
Q21c. How ethically City conducts business	8.7%	26.4%	27.3%	11.2%	8.0%	18.4%

WITHOUT DON'T KNOW

Q21. Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri: (without "don't know")

(N=2179)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q21a. Overall quality of leadership provided by City's elected officials	12.1%	38.9%	29.3%	11.8%	7.9%
Q21b. Overall effectiveness of City manager & appointed staff	10.7%	37.4%	32.9%	11.2%	7.9%
Q21c. How ethically City conducts business	10.6%	32.4%	33.4%	13.8%	9.8%

ASKED ALL YEAR

Q22a. Do you have any children in the following age groups who live in Kansas City, Missouri?

Q22a. Do you have any children in following age groups who live in Kansas City, Missouri	Number	Percent
No children/No children in KCMO	3147	71.5 %
Ages 0-5	487	11.1 %
Ages 6-13	651	14.8 %
Ages 14-17	527	12.0 %
Not provided	28	0.6 %
Total	4840	

WITHOUT NOT PROVIDED

Q22a. Do you have any children in the following age groups who live in Kansas City, Missouri? (without "not provided")

Q22a. Do you have any children in following age groups who live in Kansas City, Missouri	Number	Percent
No children/No children in KCMO	3147	72.0 %
Ages 0-5	487	11.1 %
Ages 6-13	651	14.9 %
Ages 14-17	527	12.1 %
Total	4812	

ASKED ALL YEAR

Q22b. If you have children living in Kansas City, Missouri, what type of K-12 schools do your children attend?

Q22b. What type of K-12 schools do your children attend	Number	Percent
Yes-public	704	57.5 %
Yes-charter	132	10.8 %
Yes-private	261	21.3 %
Yes-other	105	8.6 %
Not provided	98	8.0 %
Total	1300	

WITHOUT NOT PROVIDED

Q22b. If you have children living in Kansas City, Missouri, what type of K-12 schools do your children attend? (without "not provided")

Q22b. What type of K-12 schools do your children attend	Number	Percent
Yes-public	704	62.5 %
Yes-charter	132	11.7 %
Yes-private	261	23.2 %
Yes-other	105	9.3 %
Total	1202	

ASKED ALL YEAR

Q22c. If you have children in Kansas City, Missouri, how would you grade the quality of the schools your children attend?

Q22c. How would you grade quality of schools your children attend	Number	Percent
Excellent	324	26.5 %
Good	253	20.7 %
Average	180	14.7 %
Poor	175	14.3 %
Failing	168	13.7 %
Not provided	124	10.1 %
Total	1224	100.0 %

WITHOUT NOT PROVIDED

Q22c. If you have children in Kansas City, Missouri, how would you grade the quality of the schools your children attend? (without "not provided")

Q22c. How would you grade quality of schools your children attend	Number	Percent
Excellent	324	29.5 %
Good	253	23.0 %
Average	180	16.4 %
Poor	175	15.9 %
Failing	168	15.3 %
Total	1100	100.0 %

ASKED ALL YEAR

Q23. Please answer the following questions by circling YES or NO.

(N=4399)

	Yes	No	Not provided
Q23a. Were you or anyone in your household the victim of any crime in Kansas City, Missouri during last year	15.1%	84.5%	0.5%
Q23b. Have you had contact with a KCPD police officer during last year	45.8%	53.7%	0.5%
Q23c. Have any members of your household used Kansas City, Missouri ambulance service in last year	11.5%	88.0%	0.5%
Q23d. Have you or anyone in your household contacted City's 311 Call Center in last year	51.6%	47.4%	1.0%
Q23e. Have you visited City's website (kcmo.gov) in last year	62.5%	36.7%	0.8%
Q23f. Have you used bulky item pick-up service in last year	40.1%	59.4%	0.6%
Q23g. Have you or anyone in your household visited a Kansas City, Missouri community center in last year	27.4%	71.5%	1.1%
Q23h. Have any members of your household visited any parks in Kansas City, Missouri in last year	79.1%	20.2%	0.7%
Q23i. Have you used KCATA bus system in last year	22.3%	77.1%	0.6%
Q23j. Have you used Kansas City Streetcar in last year	33.6%	65.7%	0.6%
Q23k. Do you have regular access to internet at home	85.6%	14.0%	0.4%
Q23l. Have you had contact with Municipal Court in last year	21.3%	78.1%	0.6%
Q23m. Have you visited Kansas City International Airport in last year	73.2%	26.3%	0.5%
Q23n. Have you contacted Water Services regarding your account in last year	39.2%	60.1%	0.7%
Q23o. Do you own at least one cat or dog	51.7%	47.7%	0.6%

ASKED ALL YEAR

WITHOUT NOT PROVIDED

Q23. Please answer the following questions by circling YES or NO. (without "not provided")

(N=4399)

	Yes	No
Q23a. Were you or anyone in your household the victim of any crime in Kansas City, Missouri during last year	15.1%	84.9%
Q23b. Have you had contact with a KCPD police officer during last year	46.0%	54.0%
Q23c. Have any members of your household used Kansas City, Missouri ambulance service in last year	11.6%	88.4%
Q23d. Have you or anyone in your household contacted City's 311 Call Center in last year	52.1%	47.9%
Q23e. Have you visited City's website (kcmo.gov) in last year	63.0%	37.0%
Q23f. Have you used bulky item pick-up service in last year	40.3%	59.7%
Q23g. Have you or anyone in your household visited a Kansas City, Missouri community center in last year	27.7%	72.3%
Q23h. Have any members of your household visited any parks in Kansas City, Missouri in last year	79.7%	20.3%
Q23i. Have you used KCATA bus system in last year	22.4%	77.6%
Q23j. Have you used Kansas City Streetcar in last year	33.9%	66.1%
Q23k. Do you have regular access to internet at home	86.0%	14.0%
Q23l. Have you had contact with Municipal Court in last year	21.4%	78.6%
Q23m. Have you visited Kansas City International Airport in last year	73.6%	26.4%
Q23n. Have you contacted Water Services regarding your account in last year	39.5%	60.5%
Q23o. Do you own at least one cat or dog	52.0%	48.0%

ASKED ALL YEAR

Q24. How often does your household use the City's curbside recycling services?

Q24. How often does your household use City's curbside recycling services	Number	Percent
Weekly	3318	75.4 %
Bi-weekly	161	3.7 %
Monthly	106	2.4 %
Never	377	8.6 %
Not available at my residence	393	8.9 %
Not provided	44	1.0 %
Total	4399	100.0 %

WITHOUT NOT PROVIDED

Q24. How often does your household use the City's curbside recycling services? (without "not provided")

Q24. How often does your household use City's curbside recycling services	Number	Percent
Weekly	3318	76.2 %
Bi-weekly	161	3.7 %
Monthly	106	2.4 %
Never	377	8.7 %
Not available at my residence	393	9.0 %
Total	4355	100.0 %

Q25. Do you think you will be living in Kansas City, Missouri, five years from now?

Q25. Do you think you will be living in Kansas City, Missouri five years from now	Number	Percent
Yes	3413	77.6 %
No	689	15.7 %
Not provided	297	6.8 %
Total	4399	100.0 %

WITHOUT NOT PROVIDED

Q25. Do you think you will be living in Kansas City, Missouri, five years from now? (without "not provided")

Q25. Do you think you will be living in Kansas City, Missouri five years from now	Number	Percent
Yes	3413	83.2 %
No	689	16.8 %
Total	4102	100.0 %

ASKED ALL YEAR

Q26. Do you own or rent your current residence?

<u>Q26. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	3457	78.6 %
Rent	889	20.2 %
Not provided	53	1.2 %
Total	4399	100.0 %

WITHOUT NOT PROVIDED

Q26. Do you own or rent your current residence? (without "not provided")

<u>Q26. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	3457	79.5 %
Rent	889	20.5 %
Total	4346	100.0 %

Q27. What type of dwelling do you live in?

<u>Q27. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	3372	76.7 %
Duplex or townhome	242	5.5 %
Apartment or condominium building	391	8.9 %
Other	32	0.7 %
Not provided	362	8.2 %
Total	4399	100.0 %

WITHOUT NOT PROVIDED

Q27. What type of dwelling do you live in? (without "not provided")

<u>Q27. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	3372	83.5 %
Duplex or townhome	242	6.0 %
Apartment or condominium building	391	9.7 %
Other	32	0.8 %
Total	4037	100.0 %

ASKED ALL YEAR

Q27. Other

<u>Q27. Other</u>	<u>Number</u>	<u>Percent</u>
4 PLEX	2	8.3 %
APT HOUSE	1	4.2 %
BUSINESS	1	4.2 %
CO-OP	2	8.3 %
Emergency shelter for women coming from prison	1	4.2 %
HOME ASSOC 3 PLEX	1	4.2 %
HOUSE MADE INTO APT	1	4.2 %
House	2	8.3 %
Live with friend	1	4.2 %
Loft	2	8.3 %
Mobile home	2	8.3 %
Multi family house	1	4.2 %
RANCH	1	4.2 %
RANCH STYLE	1	4.2 %
RANCH STYLE HOUSE	1	4.2 %
RESIDENCE HOUSE	1	4.2 %
WE LIVE/OWN BLDG	1	4.2 %
own/live in a building	1	4.2 %
section 8	1	4.2 %
Total	24	100.0 %

Q28. Approximately how many years have you lived in Kansas City, Missouri?

Q28. How many years have you lived in Kansas City, Missouri

	<u>Number</u>	<u>Percent</u>
5 or less	712	16.7 %
6 to 10	493	11.6 %
11 to 15	355	8.3 %
16 to 20	374	8.8 %
21 to 30	613	14.4 %
31+	1715	40.2 %
Total	4262	100.0 %

Q29. Which of the following best describes your race/ethnicity?

Q29. Your race/ethnicity

	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	98	2.2 %
White	2951	67.1 %
American Indian/Eskimo	90	2.0 %
Black/African American	1108	25.2 %
Other	203	4.6 %
Not provided	114	2.6 %
Total	4564	

ASKED ALL YEAR

WITHOUT NOT PROVIDED

Q29. Which of the following best describes your race/ethnicity? (without "not provided")

Q29. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	98	2.3 %
White	2951	68.9 %
American Indian/Eskimo	90	2.1 %
Black/African American	1108	25.9 %
Other	203	4.7 %
Total	4450	

Q29. Other

Q29. Other	Number	Percent
Hispanic	93	62.8 %
Latino	13	8.8 %
MIXED	5	3.4 %
ITALIAN	3	2.0 %
Irish	2	1.4 %
Middle Eastern	2	1.4 %
Mexican American	2	1.4 %
MULTI	2	1.4 %
NEGRO	2	1.4 %
MEXICAN	2	1.4 %
NORWEGIAN	1	0.7 %
SPANISH	1	0.7 %
EAST INDIAN	1	0.7 %
LEBANESE	1	0.7 %
white/italian	1	0.7 %
ITALIAN AMERICAN	1	0.7 %
NE EUROPEAN	1	0.7 %
EUROPEAN AMERICAN	1	0.7 %
PARKISTANI	1	0.7 %
MOORISH AMERICAN	1	0.7 %
IRISH/GERMAN	1	0.7 %
IRISH AMERICAN	1	0.7 %
EUROPEAN ISLANDER	1	0.7 %
CARRIBEAN	1	0.7 %
MOORISH	1	0.7 %
French Creole/Indian	1	0.7 %
LATIN/HISPANIC	1	0.7 %
EUROPEAN	1	0.7 %
BI RACIAL	1	0.7 %
Native American Choctaw /Cherokee	1	0.7 %
Black American	1	0.7 %
West Indian	1	0.7 %
Total	148	100.0 %

ASKED ALL YEAR

Q30. Are you of Hispanic, Latino, or other Spanish ancestry?

Q30. Are you of Hispanic, Latino or other Spanish ancestry	Number	Percent
Yes	387	8.8 %
No	3898	88.6 %
Not provided	114	2.6 %
Total	4399	100.0 %

WITHOUT NOT PROVIDED

Q30. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")

Q30. Are you of Hispanic, Latino or other Spanish ancestry	Number	Percent
Yes	387	9.0 %
No	3898	91.0 %
Total	4285	100.0 %

Q31. Would you say your total annual household income is:

Q31. Your total annual household income	Number	Percent
Under \$30K	949	21.6 %
\$30K to \$59,999	1074	24.4 %
\$60K to \$99,999	1017	23.1 %
\$100K+	969	22.0 %
Not provided	390	8.9 %
Total	4399	100.0 %

WITHOUT NOT PROVIDED

Q31. Would you say your total annual household income is: (without "not provided")

Q31. Your total annual household income	Number	Percent
Under \$30K	949	23.7 %
\$30K to \$59,999	1074	26.8 %
\$60K to \$99,999	1017	25.4 %
\$100K+	969	24.2 %
Total	4009	100.0 %

ASKED ALL YEAR

Q32. What is your age?

Q32. Your age	Number	Percent
18-24	122	2.8 %
25-34	797	18.1 %
35-44	821	18.7 %
45-54	868	19.7 %
55-64	869	19.8 %
65+	794	18.0 %
Not provided	128	2.9 %
Total	4399	100.0 %

WITHOUT NOT PROVIDED

Q32. What is your age? (without "not provided")

Q32. Your age	Number	Percent
18-24	122	2.9 %
25-34	797	18.7 %
35-44	821	19.2 %
45-54	868	20.3 %
55-64	869	20.3 %
65+	794	18.6 %
Total	4271	100.0 %

Q33. Your gender:

Q33. Your gender	Number	Percent
Male	2108	47.9 %
Female	2280	51.8 %
Not provided	11	0.3 %
Total	4399	100.0 %

WITHOUT NOT PROVIDED

Q33. Your gender: (without "not provided")

Q33. Your gender	Number	Percent
Male	2108	48.0 %
Female	2280	52.0 %
Total	4388	100.0 %

ASKED ALL YEAR

Q35. What is your home zip code?

<u>Q35. Home zip code</u>	<u>Number</u>	<u>Percent</u>
64105	35	0.8 %
64106	125	2.8 %
64108	107	2.4 %
64109	131	3.0 %
64110	152	3.5 %
64111	127	2.9 %
64112	68	1.5 %
64113	204	4.6 %
64114	335	7.6 %
64115	2	0.0 %
64116	109	2.5 %
64117	89	2.0 %
64118	179	4.1 %
64119	186	4.2 %
64120	1	0.0 %
64123	57	1.3 %
64124	62	1.4 %
64125	10	0.2 %
64126	22	0.5 %
64127	106	2.4 %
64128	116	2.6 %
64129	97	2.2 %
64130	188	4.3 %
64131	210	4.8 %
64132	102	2.3 %
64133	188	4.3 %
64134	118	2.7 %
64136	21	0.5 %
64137	77	1.8 %
64138	84	1.9 %
64139	20	0.5 %
64145	69	1.6 %
64146	14	0.3 %
64147	2	0.0 %
64148	1	0.0 %
64151	204	4.6 %
64152	79	1.8 %
64153	40	0.9 %
64154	72	1.6 %
64155	274	6.2 %
64156	49	1.1 %
64157	154	3.5 %
64158	42	1.0 %
64161	1	0.0 %
64163	2	0.0 %
64165	1	0.0 %
64166	2	0.0 %
64167	1	0.0 %
99999	64	1.5 %
Total	4399	100.0 %

ASKED ALL YEAR

Q36. Do you live inside the City limits of Kansas City, Missouri?

Q36. Do you live inside City limits of Kansas City, Missouri	Number	Percent
Yes	4399	100.0 %
Total	4399	100.0 %

Council District:

Council District	Number	Percent
1	702	16.0 %
2	708	16.1 %
3	706	16.0 %
4	791	18.0 %
5	628	14.3 %
6	864	19.6 %
Total	4399	100.0 %

Section 5:
Survey Instrument



City of Kansas City, Missouri

Office of the Mayor

Office of the City Manager

Dear Kansas City Resident:

We want to know what you think about the quality of city services you receive and learn more about your priorities for the City. Each year we survey residents to gather this information to aid us in making Kansas City the best.

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: <http://www.kcmosurvey.com>. Any information that could be used to identify individual survey responses will remain confidential.

We contract with ETC Institute to administer this survey – they are a national leader in citizen survey administration and data analysis whose extensive experience allows Kansas City to compare ourselves to other large U.S. cities and metropolitan communities.

A summary report of survey results will be published and made available to the public. We use these 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 (816) 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



City of Kansas City, Missouri Citizen Survey

KANSAS CITY
MISSOURI

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to citizen concerns. You may complete the survey by returning it in the postage-paid envelope that has been provided. You may also complete it online 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
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. 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
1. Overall quality of services provided by the City	5	4	3	2	1	9
2. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3. Overall image of the City	5	4	3	2	1	9
4. Overall quality of life in the City	5	4	3	2	1	9
5. Overall feeling of safety in the City	5	4	3	2	1	9
6. How safe you feel in your neighborhood	5	4	3	2	1	9
7. Overall quality of education system within the City	5	4	3	2	1	9
8. Physical appearance of 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
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of fire and ambulance services	5	4	3	2	1	9
03. Overall maintenance of city streets, sidewalks, and infrastructure	5	4	3	2	1	9
04. Overall quality of solid waste services (e.g. residential trash, recycling collection)	5	4	3	2	1	9
05. Overall quality of City water utilities	5	4	3	2	1	9
06. Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	5	4	3	2	1	9
07. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
08. Overall quality of Health Department services	5	4	3	2	1	9
09. Overall quality of airport facilities	5	4	3	2	1	9
10. Overall quality of the city's 311 service	5	4	3	2	1	9
11. Overall quality of municipal court services	5	4	3	2	1	9
12. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
13. Overall effectiveness of city communication with the public	5	4	3	2	1	9
14. Overall quality of the City stormwater runoff/stormwater management system	5	4	3	2	1	9
15. Overall quality of public transportation	5	4	3	2	1	9

4. Which THREE of the Major Categories of City services do you think should receive the MOST EMPHASIS from the City over the next two years? [Write-in your answers below using the numbers from Question 3.]

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

5. Please rate your satisfaction with the following services:

PUBLIC TRANSPORTATION	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. KCATA bus system	5	4	3	2	1	9
2. Kansas City streetcar	5	4	3	2	1	9

6. 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
1.	Effectiveness of local police protection	5	4	3	2	1	9
2.	The visibility of police in neighborhoods	5	4	3	2	1	9
3.	The city's overall efforts to prevent crime	5	4	3	2	1	9
4.	Enforcement of local traffic laws	5	4	3	2	1	9
5.	Parking enforcement services	5	4	3	2	1	9
6.	How quickly police respond to emergencies	5	4	3	2	1	9

7. Which TWO of the Police Services do you think should receive the MOST EMPHASIS from the City over the next two years? [Write-in your answers below using the numbers from Question 6.]

1st: _____ 2nd: _____

8. 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
1.	Overall quality of local fire protection and rescue services	5	4	3	2	1	9
2.	How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
3.	Quality of local emergency medical service	5	4	3	2	1	9
4.	How quickly emergency medical personnel respond to emergencies	5	4	3	2	1	9

9. 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? [Write-in your answers below using the numbers from Question 8.]

1st: _____ 2nd: _____

10. 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
01.	Maintenance of city streets	5	4	3	2	1	9
02.	Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
03.	Condition of sidewalks in the city	5	4	3	2	1	9
04.	Condition of sidewalks in YOUR neighborhood	5	4	3	2	1	9
05.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
06.	Snow removal on major city streets during the past 12 months	5	4	3	2	1	9
07.	Snow removal on residential streets during the past 12 months	5	4	3	2	1	9
08.	Adequacy of city street lighting	5	4	3	2	1	9
09.	Accessibility of streets, sidewalks, & bldgs. for people with disabilities	5	4	3	2	1	9
10.	On-street bicycle infrastructure (bike lanes/signs/sharrows)	5	4	3	2	1	9

11. 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? [Write-in your answers below using the numbers from Question 10.]

1st: _____ 2nd: _____

12. 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
1.	Enforcing the clean-up of trash and debris on private property	5	4	3	2	1	9
2.	Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
3.	Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	5	4	3	2	1	9
4.	Enforcing trash, weeds, and exterior maintenance in YOUR neighborhood	5	4	3	2	1	9
5.	Boarding up vacant structures that are open to entry	5	4	3	2	1	9
6.	Demolishing vacant structures that are in the dangerous building inventory	5	4	3	2	1	9
7.	Enforcement of animal code (e.g. animal welfare and pet licensing)	5	4	3	2	1	9
8.	Customer service from animal control officers	5	4	3	2	1	9
9.	Animal shelter operations and adoption efforts	5	4	3	2	1	9

13. Which TWO of the Neighborhood Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Write-in your answers below using the numbers from Question 12.]

1st: _____ 2nd: _____

14. 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
1.	Protecting the public from new or unusual health threats or communicable disease outbreaks	5	4	3	2	1	9
2.	Guarding against food poisoning through restaurant inspections.	5	4	3	2	1	9
3.	Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, rat infestation, and swimming pool contamination	5	4	3	2	1	9
4.	Encouraging access to healthy fruits and vegetables and safe places to exercise	5	4	3	2	1	9
5.	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
6.	Preventing the spread of infectious diseases through STD/HIV treatment and prevention services and tuberculosis (TB) and hepatitis control	5	4	3	2	1	9
7.	Providing services for families and children such as childhood vaccinations, lead screening, and healthy home inspections	5	4	3	2	1	9

15. 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 your answers below using the numbers from Question 14.] 1st: _____ 2nd: _____

16. 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
1.	Ease of utilizing 311 services via phone	5	4	3	2	1	9
2.	Ease of utilizing 311 services via web or mobile application	5	4	3	2	1	9
3.	Courtesy and professionalism of 311 call takers	5	4	3	2	1	9
4.	How well your question or issue was resolved via 311	5	4	3	2	1	9

17. 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
1.	The availability of information about city programs and services	5	4	3	2	1	9
2.	Overall usefulness of the city's website	5	4	3	2	1	9
3.	Opportunity to engage/provide input into decisions made by the city	5	4	3	2	1	9
4.	Quality of city video programming including city television channel (Channel 2) and web streaming	5	4	3	2	1	9
5.	The content in the City's magazine KCMORE	5	4	3	2	1	9
6.	The city's use of social media	5	4	3	2	1	9

18. 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 your answers below using the numbers from Question 17.] 1st: _____ 2nd: _____

19. Which are your top 2 preferred methods of receiving information from the City? [Write-in your answers below using the numbers from list below.]

- 1. City website
 - 2. Text messages to mobile
 - 3. Cable Channel 2
 - 4. Twitter/social media
 - 5. City magazine by mail
 - 6. Email notification/releases
- 1st: _____ 2nd: _____

20. 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

14. 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
01.	Maintenance of City parks	5	4	3	2	1	9
02.	Quality of facilities such as picnic shelters & playgrounds in city parks	5	4	3	2	1	9
03.	Quality of outdoor athletic fields (<i>i.e. baseball, soccer, and football</i>)	5	4	3	2	1	9
04.	Maintenance of boulevards and parkways	5	4	3	2	1	9
05.	Walking and biking trails in the City	5	4	3	2	1	9
06.	City swimming pools and programs	5	4	3	2	1	9
07.	The city's youth programs and activities	5	4	3	2	1	9
08.	Maintenance and appearance of City community centers	5	4	3	2	1	9
09.	Programs and activities at City community centers	5	4	3	2	1	9
10.	Tree trimming & other tree care along city streets and other public areas	5	4	3	2	1	9
11.	Quality of communication from Parks and Recreation	5	4	3	2	1	9
12.	Quality of customer service from Parks and Recreation employees	5	4	3	2	1	9

15. 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? [Using the numbers from Q 14.] 1st: ____ 2nd: ____

16. 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
1.	Overall quality of trash collection services	5	4	3	2	1	9
2.	Overall quality of curbside recycling services	5	4	3	2	1	9
3.	Overall quality of recycling drop-off centers	5	4	3	2	1	9
4.	Overall quality of bulky item pick-up services	5	4	3	2	1	9
5.	Overall quality of leaf and brush pick-up services	5	4	3	2	1	9
6.	Overall quality of leaf and brush drop-off centers	5	4	3	2	1	9
7.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
8.	City efforts to clean-up illegal dumping sites	5	4	3	2	1	9

17. 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? [Using the numbers from Question 16.] 1st: ____ 2nd: ____

18. 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
1.	Ease of moving through airport security	5	4	3	2	1	9
2.	Availability of parking	5	4	3	2	1	9
3.	Food, beverage, and other concessions	5	4	3	2	1	9
4.	Cleanliness of facilities	5	4	3	2	1	9

19. Which TWO of the Airport Services listed above do you think should receive the MOST EMPHASIS from the City over the next two years? [Using the numbers from Question 18.] 1st: ____ 2nd: ____

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
1.	Condition of catch basins (<i>storm drains</i>) in your neighborhood	5	4	3	2	1	9
2.	Timeliness of water/sewer line break repairs	5	4	3	2	1	9
3.	Quality of Water Services customer service	5	4	3	2	1	9

21. 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
1.	Overall quality of leadership provided by the city's elected officials	5	4	3	2	1	9
2.	Overall effectiveness of the city manager and appointed staff	5	4	3	2	1	9
3.	How ethically the city conducts business	5	4	3	2	1	9

22. Please answer the following questions about education in KCMO (which is not a City-provided service):

NON-CITY SERVICES: SCHOOLS						
1.	Do you have any children in the following age groups who live in Kansas City, Missouri? (Circle all that apply.)	No Children/ No Children in KCMO	Ages 0-5	Ages 6-13	Ages 14-17	
2.	If you have children living in Kansas City, Missouri, what type of K-12 school do your children attend? (Circle all that apply.)	YES – Public	YES – Charter	YES – Private	YES - Other	
3.	If you have children in Kansas City, Missouri, how would you grade the quality of the school your children attend?	(5) Excellent	(4) Good	(3) Average	(2) Poor	(1) Failing

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

01.	Were you or anyone in your household the victim of any crime in Kansas City, Missouri during the last year?	YES	NO
02.	Have you had contact with a KCPD police officer during the last year?	YES	NO
03.	Have any members of your household used the Kansas City, Missouri ambulance service in the last year?	YES	NO
04.	Have you or anyone in your household contacted the city's 311 Call Center in the last year?	YES	NO
05.	Have you visited the city's website (kcmo.gov) in the last year?	YES	NO
06.	Have you used the bulky item pick-up service in the last year?	YES	NO
07.	Have you or anyone in your household visited a Kansas City, Missouri community center in the last year?	YES	NO
08.	Have any members of your household visited any parks in Kansas City, Missouri in the last year?	YES	NO
09.	Have you used the KCATA bus system in the last year?	YES	NO
10.	Have you used the Kansas City Streetcar in the last year?	YES	NO
11.	Do you have regular access to the internet at home?	YES	NO
12.	Have you had contact with the Municipal Court in the last year?	YES	NO
13.	Have you visited Kansas City International Airport in the last year?	YES	NO
14.	Have you contacted Water Services regarding your account in the last year?	YES	NO
15.	Do you own at least one cat or dog?	YES	NO

24. 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

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

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

27. What type of dwelling do you live in?
 (1) Single family house (detached from other houses) (3) Apartment or condominium building
 (2) Duplex or townhome (4) Other

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

29. 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

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

31. 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

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

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

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

35. What is your home zip code: _____

36. 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 provided postage-paid envelope.