

2013-14
KANSAS CITY
MISSOURI
CITIZEN
SURVEY

FINAL REPORT

Submitted to:

The City of Kansas City, Missouri

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2013-14 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 2013-14 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 4,219 households in the City of Kansas City, Missouri. Although ETC Institute has administered a community survey for Kansas City, Missouri since 2001, the surveys questions for the 2013-14 survey were similar to the survey questions that have been used since the 2005 community survey. For this reason, the 2005 results serve as the base year when comparing the 2013-14 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 2013, November 2013, February 2014, and May 2014, a copy of the survey instrument, a cover letter from the City, and a postage-paid return reply were mailed to each of the 2,250 households in the target sample that was selected for the quarter. Only one person per household was selected. A total of 9,000 households were selected to receive the survey over the course of the year.

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

The unaided response rate to the mailed survey was 27% or 2,416 completed surveys.

MAJOR FINDINGS

Major Categories of City Services

- **Residents were Generally Satisfied with the Major Categories of Services Provided by the City of Kansas City, Missouri.** The overall major categories of city services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of fire and ambulance services (76%), the overall quality of airport facilities (74%), the overall quality of solid waste services (68%) and the overall quality of police services (63%). Residents were least satisfied with the overall maintenance of streets, sidewalks and infrastructure (28%).

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, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and red boxes indicate a significant decrease in satisfaction).

Overall Satisfaction With Major Category of City Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	Percentage Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Quality of fire & ambulance services	N/A	N/A	75.1	75.6	N/A	0.5
Quality of airport facilities	71.5	73.5	73.8	73.7	2.2	-0.1
Quality of solid waste services	N/A	N/A	68.5	67.7	N/A	-0.8
Overall quality of police services	N/A	N/A	63.9	63.1	N/A	-0.8
City parks/recreation programs/facilities	51.2	59.4	58.2	61.4	10.2	3.2
Quality of the city's 311 service	N/A	57.3	58.2	60.8	N/A	2.6
Quality of city water utilities	55.1	51.5	56.6	58.2	3.1	1.6
Quality of Health Department services	N/A	N/A	55.0	56.0	N/A	1.0
Quality of customer service from city employees	39.1	49.8	44.1	47.8	8.7	3.7
Quality of neighborhood services	N/A	N/A	43.4	45.3	N/A	1.9
Quality of municipal court services	34.3	36.7	41.2	44.0	9.7	2.8
Effectiveness of city communication with public	30.7	39.2	39.8	43.5	12.8	3.7
Quality of city's stormwater runoff/mgmt system	32.1	36.3	36.7	41.0	8.9	4.3
Quality of public transportation	N/A	42.8	36.5	40.1	N/A	3.6
Maintenance of streets, sidewalks & infrastructure	N/A	N/A	25.1	27.8	N/A	2.7

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

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

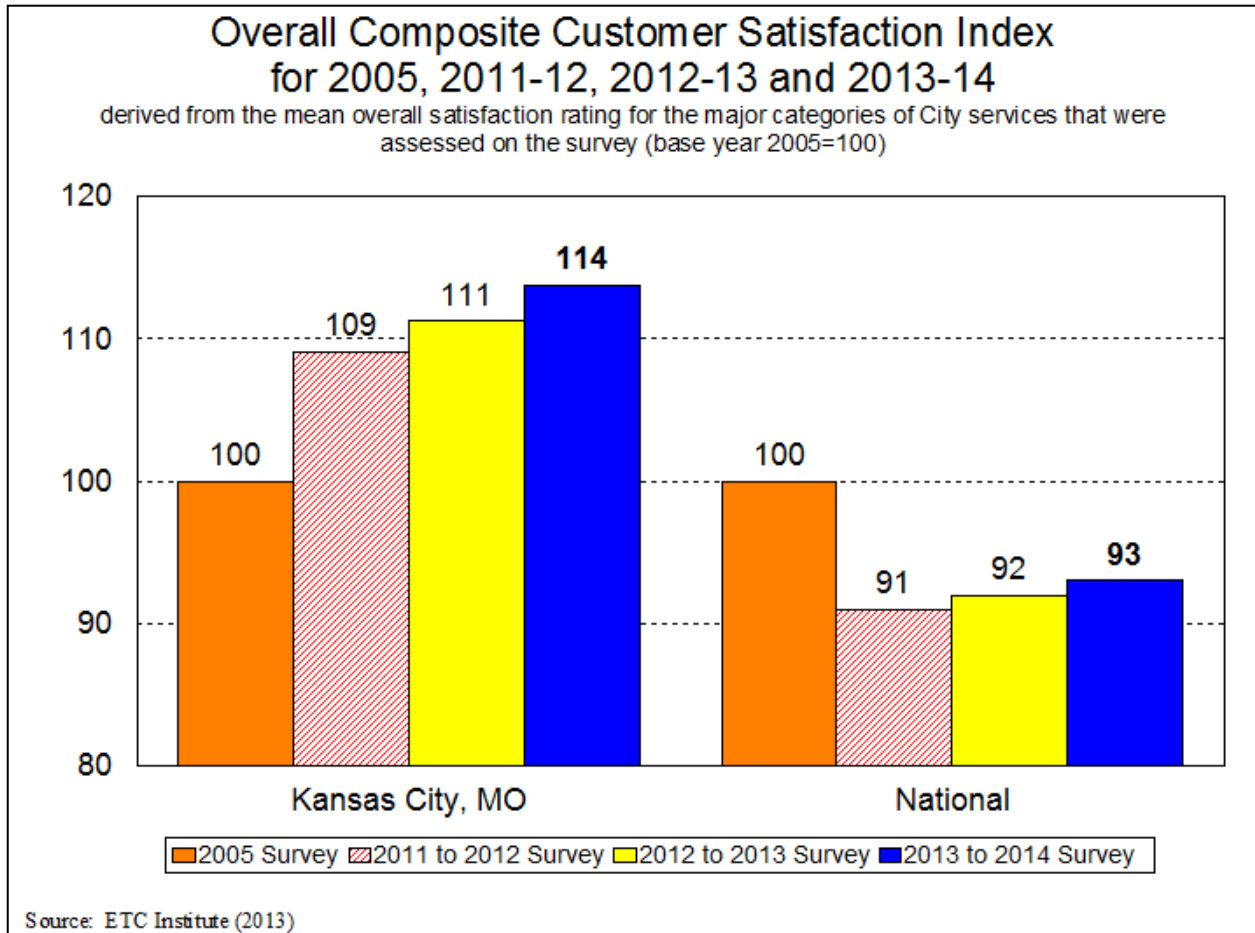
- Effectiveness of city communication with the public (+12.8%)
- City parks/recreation programs/facilities (+10.2%)
- Quality of municipal court services (+9.7%)
- Quality of city's stormwater runoff/management system (+8.9%)
- Quality of customer service from city employees (+8.7%)
- Quality of city water utilities (+3.1%)
- Quality of airport facilities (+2.2%)

Significant Changes Since the 2012-13 Survey. There were significant increases in satisfaction ratings in 10 of the 15 major city services that were rated in both 2012-13 and 2013-14. The significant increases are listed below:

- Quality of city's stormwater runoff/management system (+4.3%)
- Quality of customer service from city employees (+3.7%)
- Effectiveness of city communication with public (+3.7%)
- Quality of public transportation (+3.6%)
- City parks/recreation programs/facilities (+3.2%)
- Quality of municipal court services (+2.8%)
- Maintenance of streets, sidewalks & infrastructure (+2.7%)
- Quality of the city's 311 service (+2.6%)
- Quality of neighborhood services (+1.9%)
- Quality of city water utilities (+1.6%)

- **Overall Satisfaction With City Services Continues to Improve.** To assess the change in overall satisfaction from previous years, ETC Institute developed a Composite Customer Satisfaction Index for the City. The Composite Customer Satisfaction Index is derived from the mean rating given for the overall major categories of City services that were assessed in 2005, 2011-12, 2012-13 and 2013-14. The index is calculated by dividing the mean rating from the current year by the mean rating from 2005 and then multiplying the result by 100.

The chart on the following page shows the Composite Customer Satisfaction Index for 2005, 2011-12, 2012-13 and 2013-14 for the City of Kansas City and the National Index. The Composite Satisfaction Index for the City of Kansas City improved 3 points from 2012-13 and 14 points from 2005. The National Index improved 1 point from 2011-12 but was still 7 points below the base year rating of 100 in 2005. City leaders in Kansas City are to be commended for their efforts to continue to improve satisfaction levels during a time when satisfaction levels in other U.S. cities remain about the same.



- Major Categories of City Services that Residents Thought Were Most Important.** The three major City services that residents thought were the most important for the City to provide were: (1) the maintenance of City streets, sidewalks and infrastructure, (2) the quality of police services and (3) the quality of 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-six percent (66%) of those surveyed, who had an opinion, indicated that they were satisfied with feeling of safety in their neighborhood; 19% gave a neutral response, and 15% were dissatisfied. Sixty-three percent (63%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of life in Kansas City, Missouri; 26% gave a neutral response, and 11% were dissatisfied. **Note:** Totals may not equal 100% because of rounding.

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with items related to residents’ perceptions of Kansas City, Missouri as a community from the 2005 survey, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **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					Percentage Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)						
	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey		
Feeling of safety in your neighborhood	N/A	N/A	63.3	65.6	N/A	2.3
Overall quality of life in the city	50.7	54.1	61.2	62.8	12.1	1.6
Overall image of the city	36.9	45.3	53.2	56.5	19.6	3.3
Quality of services provided by KCMO	41.4	50.0	52.1	55.5	14.1	3.4
Overall feeling of safety in the city	29.9	36.8	38.5	40.7	10.8	2.2
Value received for city tax dollars and fees	24.8	32.1	35.2	37.2	12.4	2.0

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all five (5) of the perception items that were rated in both 2005 and 2013-14. The significant increases are listed below:

- Overall image of the city (+19.6%)
- Quality of services provided by KCMO (+14.1%)
- Value received for city tax dollars and fees (+12.4%)
- Overall quality of life in the city (+12.1%)
- Overall feeling of safety in the city (+10.8%)

Significant Changes Since the 2012-13 Survey. There were significant increases in satisfaction ratings in all six (6) of the perception items that were rated in both 2012-13 and 2013-14. The significant increases are listed below:

- Quality of services provided by KCMO (+3.4%)
- Overall image of the city (+3.3%)
- Feeling of safety in your neighborhood (+2.3%)
- Overall feeling of safety in the city (+2.2%)
- Value received for city tax dollars and fees (+2.0%)
- Overall quality of life in the city (+1.6%)

Overall Ratings of Kansas City, Missouri

- Overall Ratings.** Three-fourths (76%) 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; 17% gave a neutral response, and 7% were dissatisfied (combination of “below average” and “poor”). Sixty-five percent (65%) of those surveyed, who had an opinion, indicated that they were satisfied (combination of “excellent” and “good” responses) with Kansas City as a place to work; 23% gave a neutral response, and 12% were dissatisfied (combination of “below average” and “poor”). **Note:** Totals may not equal 100% because of rounding.

Trends: The table below shows the levels of satisfaction (combination of “excellent” and “good” responses) with overall ratings of the City from the 2005 survey, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **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 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	Percentage Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
As a place to live	69.2	69.8	75.2	75.9	6.7	0.7
As a place to work	63.3	62.3	65.0	65.3	2.0	0.3
As a place to raise children	51.5	50.4	54.6	56.6	5.1	2.0

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

Significant Changes Since the 2005 Survey. There were significant increases in positive ratings in all three (3) of the quality of life items that were rated in both 2005 and 2013-14 survey. The significant increases are listed below:

- As a place to live (+6.7%)
- As a place to raise children (+5.1%)
- As a place to work (+2.0%)

Significant Changes Since the 2011-12 Survey. There was a significant increase in positive ratings in one of the quality of life items that was rated in both 2012-13 and 2013-14. The significant increase is listed below:

- As a place to raise children (+2.0%)

Police Services

- **Police Services.** The police services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the effectiveness of local police protection (62%), how quickly police respond to emergencies (54%), the enforcement of local traffic laws (52%), and the visibility of police in neighborhoods (52%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with police services from the 2005 survey, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **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 Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey		
Effectiveness of local police protection	N/A	N/A	62.0	61.5	N/A	-0.5
How quickly police respond to emergencies	N/A	57.8	51.8	54.4	N/A	2.6
Enforcement of local traffic laws	47.3	51.7	51.5	52.0	4.7	0.5
Visibility of police in neighborhoods	39.0	48.9	47.6	51.5	12.5	3.9
Parking enforcement services	N/A	48.5	47.4	47.8	N/A	0.4
City's overall efforts to prevent crime	31.2	40.7	41.1	44.3	13.1	3.2

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all three (3) of the police services that were rated in both 2005 and 2013-14. The significant increases are listed below:

- City's overall efforts to prevent crime (+13.1%)
- Visibility of police in neighborhoods (+12.5%)
- Enforcement of local traffic laws (+4.7%)

Significant Changes Since the 2012-13 Survey. There were significant increases in satisfaction ratings in three (3) of the police services that were rated in both 2012-13 and 2013-14. The significant increases are listed below:

- Visibility of police in neighborhoods (+3.9%)
- City's overall efforts to prevent crime (+3.2%)
- How quickly police respond to emergencies (+2.6%)

- **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 below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with fire and emergency medical services from the 2005 survey, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **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	2011-12	2012-13	2013-14	Percentage	Percentage
	Survey	Survey	Survey	Survey	Change from 2005 to (2013-14)	Change from (2012-13) to (2013-14)
Overall quality of local fire protection & rescue	78.9	78.6	80.1	81.7	2.8	1.6
How quickly fire & rescue respond to emergencies	N/A	78.5	77.5	80.4	N/A	2.9
Quality of local ambulance service	67.2	69.4	68.6	73.3	6.1	4.7
How quickly ambulance personnel respond	N/A	68.7	68.6	72.7	N/A	4.1

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in both of the fire and emergency medical services that were rated in both 2005 and 2013-14. The significant increases are listed below:

- Quality of local ambulance service (+6.1%)
- Overall quality of local fire protection and rescue (+2.8%)

Significant Changes Since the 2012-13 Survey. There were significant increases in satisfaction ratings in all four (4) of the fire and emergency medical services that were rated in both 2005 and 2013-14. The significant increases are listed below:

- Quality of local ambulance service (+4.7%)
- How quickly ambulance personnel respond (+4.1%)
- How quickly fire and rescue respond to emergencies (+2.9%)
- Overall quality of local fire protection and rescue (+1.6%)

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

City Streets, Sidewalks and Infrastructure Services

- **City Streets, Sidewalks and Infrastructure Services.** The highest levels of satisfaction with City streets, sidewalks and infrastructure services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: snow removal on major city streets during the past 12 months (62%), the adequacy of city street lighting (60%), and the maintenance of street signs and traffic signals (57%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with City streets, sidewalks and infrastructure services from the 2005 survey, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **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	Percentage	Percentage
	Survey	Survey	Survey	Survey	Change from 2005 to (2013-14)	Change from (2012-13) to (2013-14)
Adequacy of city street lighting	60.2	57.0	61.6	60.2	0.0	-1.4
Snow removal on major city streets past 12 months	54.5	56.1	59.1	61.7	7.2	2.6
Maintenance of street signs & traffic signals	N/A	52.4	54.9	57.0	N/A	2.1
Access to Streets/sidewalks/buildings for people with disabilities	N/A	N/A	44.4	45.9	N/A	1.5
Maintenance of streets in your neighborhood	35.2	35.8	40.4	39.5	4.3	-0.9
Snow removal on residential streets past 12 months	36.8	37.4	39.6	39.8	3.0	0.2
Condition of sidewalks in your neighborhood	N/A	N/A	36.9	34.9	N/A	-2.0
Maintenance of city streets	21.2	23.8	26.9	28.0	6.8	1.1
Condition of sidewalks in the city	18.8	22.7	23.9	26.0	7.2	2.1

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in five (5) of the City streets, sidewalks and infrastructure services that were rated in both 2005 and 2013-14. The significant increases are listed below:

- Condition of sidewalks in the city (+7.2%)
- Snow removal on major city streets during the past 12 months (+7.2%)
- Maintenance of city streets (+6.8%)
- Maintenance of streets in your neighborhood (+4.3%)
- Snow removal on residential streets during the past 12 months (+3.0%)

Significant Changes Since the 2012-13 Survey. There were significant increases in satisfaction ratings in four (4) of the City streets, sidewalks and infrastructure services that were rated in both 2012-13 and 2013-14. The significant increases are listed below:

- Snow removal on major city streets during the past 12 months (+2.6%)
 - Maintenance of street signs & traffic signals (+2.1%)
 - Condition of sidewalks in the city (+2.1%)
 - Access to streets/sidewalks/buildings for people with disabilities (+1.5%)
- **City Streets, Sidewalks and Infrastructure Services Residents Thought Were Most Important.** The two City streets, sidewalks and infrastructure services that residents thought were the most important for the City to provide were: (1) the maintenance of city streets and (2) snow removal on residential streets during the past 12 months.

Neighborhood Services

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

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with neighborhood services from the 2005 survey, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14).

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

Satisfaction With Neighborhood Services					Percentage Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey		
Quality of animal control	34.3	40.7	42.3	44.6	10.3	2.3
Exterior maintenance of residential property in neighborhoods	N/A	N/A	40.2	41.5	N/A	1.3
Removal of signs in right of way of city streets	N/A	N/A	33.8	37.7	N/A	3.9
Timeliness of removal of abandoned cars	27.9	28.1	31.3	33.8	5.9	2.5
Clean up of litter/debris on private property	20.6	23.1	26.7	28.8	8.2	2.1
City efforts to clean-up illegal dumping sites	N/A	N/A	26.3	29.5	N/A	3.2
Exterior maintenance of residential property	22.3	23.9	25.0	27.9	5.6	2.9
Mowing/cutting of weeds on private property	19.7	22.4	24.8	27.7	8.0	2.9
Property maintenance of vacant structures	N/A	N/A	18.4	20.5	N/A	2.1

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all five (5) of the neighborhood services that were rated in both 2005 and 2013-14. The significant increases are listed below:

- Quality of animal control (+10.3%)
- Clean-up of litter/debris on private property (+8.2%)
- Mowing/cutting of weeds on private property (+8.0%)
- Timeliness of removal of abandoned cars (+5.9%)
- Exterior maintenance of residential property (+5.6%)

Significant Changes Since the 2012-13 Survey. There were significant increases in satisfaction ratings in eight (8) of the nine (9) neighborhood services that were rated in both 2012-13 and 2013-14. The significant increases are listed below:

- Removal of signs in right of way of city streets (+3.9%)
- City efforts to clean-up illegal dumping sites (+3.2%)
- Mowing/cutting of weeds on private property (+2.9%)
- Exterior maintenance of residential property (+2.9%)
- Timeliness of removal of abandoned cars (+2.5%)
- Quality of animal control (+2.3%)
- Clean-up of litter/debris on private property (+2.1%)
- Property maintenance of vacant structures (+2.1%)

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

Health Department Services

- **Health Department Services.** The Health Department services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: preventing the spread of infectious diseases (65%), protection from new or unusual health threats (63%), and communicating information regarding public health concerns (62%).

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with health department services from the 2012-13 survey and the current survey. It also shows short-term percent changes (2012-13 to

2013-14). **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 Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	Percentage Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Preventing the spread of infectious diseases	N/A	N/A	59.2	64.8	N/A	5.6
Protection from new or unusual health threats	N/A	N/A	55.8	62.5	N/A	6.7
Communication regarding public health concerns	N/A	N/A	57.3	61.6	N/A	4.3
Guarding against food poisoning through restaurant inspections	N/A	N/A	55.7	59.8	N/A	4.1
Encouraging access to healthy fruits/vegetables, safe places to exercise, and non-smoking environments	N/A	N/A	50.6	54.6	N/A	4.0
Protection from exposure to environmental risks	N/A	N/A	50.2	50.8	N/A	0.6

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

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 2012-13 Survey. There were significant increases in satisfaction ratings in five (5) of the six (6) health department services that were rated in both 2012-13 and 2013-14. The significant increases are listed below:

- Protection from new or unusual health threats (+6.7%)
- Preventing the spread of infectious diseases (+5.6%)
- Communications regarding public health concerns (+4.3%)
- Guarding against food poisoning through restaurant inspections (+4.1%)
- Encouraging access to healthy fruits/vegetables, safe places to exercise, and non-smoking environments (+4.0%)

- **Health Department Services Residents Thought Were Most Important.** The two Health Department services that residents thought were most important for the City to provide were: (1) preventing the spread of infectious diseases and (2) guarding against food poisoning through restaurant inspections.

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 (68%), and the courtesy and professionalism of 311 calltakers (67%).

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with 311 call center services from the 2012-13

survey and the current survey. It also shows short-term percent changes (2012-13 to 2013-14). **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 Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey		
Courtesy/professionalism of 311 calltakers	N/A	N/A	64.3	68.4	N/A	4.1
Ease of utilizing 311 services via phone	N/A	N/A	62.9	66.9	N/A	4.0
How well question/issue were resolved via 311	N/A	N/A	56.4	62.0	N/A	5.6
Ease of utilizing 311 services via web	N/A	N/A	47.9	56.2	N/A	8.3

The short-term changes in satisfaction with 311 call center services that were identified as significant, because satisfaction ratings were +/- more than 2.14% are listed below:

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 2012-13 Survey. There were significant increases in satisfaction ratings in all four (4) 311 call center services that were rated in both 2012-13 and 2013-14. The significant increases are listed below:

- Ease of utilizing 311 services via web (+8.3%)
- How well question/issues were resolved via 311 (+5.6%)
- Courtesy/professionalism of 311 call-takers (+4.1%)
- Ease of utilizing 311 services via phone (+4.0%)

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 overall usefulness of the city’s web-site (53%) and the availability of information about city programs and services (53%).

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, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **Note:** Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction With Communication Services					Percentage Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey		
Overall usefulness of the city's website	N/A	N/A	45.1	53.4	N/A	8.3
Availability of info about city programs/services	31.8	42.7	47.1	53.2	21.4	6.1
Quality of KCMO's gov't cable tv channel	N/A	47.4	42.7	45.8	N/A	3.1
Content in the City's magazine, KCMORE	N/A	N/A	40.1	45.5	N/A	5.4
Level of public involvement in decision making	21.5	26.4	27.2	33.5	12.0	6.3

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in both of the communication services that were rated on the 2005 and 2013-14 survey. The significant increases are listed below:

- Availability of information about city programs/services (+21.4%)
- Level of public involvement in decision making (+12.0%)

Significant Changes Since the 2012-13 Survey. There were significant increases in satisfaction ratings in all five (5) communication services that were rated in both 2012-13 and 2013-14. The significant increases are listed below:

- Overall usefulness of the City's website (+8.3%)
- Level of public involvement in decision making (+6.3%)
- Availability of information about city programs/services (+6.1%)
- Content in the City's magazine, KCMORE (+5.4%)
- Quality of KCMO's government cable tv channel (+3.1%)

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

Parks and Recreation Services

- **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: the maintenance of city parks (71%), the quality of facilities, picnic shelters, and playground (66%), and the maintenance of boulevards and parkways (66%). Residents were least satisfied with the City swimming pools and programs (41%), and city's youth athletic programs (40%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with parks and recreation services from the 2005 survey, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **Note:** Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction)

Satisfaction With Parks and Recreation Services					Percentage Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey		
Maintenance of city parks	48.9	60.8	68.9	71.1	22.2	2.2
Quality of facilities, picnic shelters, playgrounds	N/A	55.2	63.9	65.8	N/A	1.9
Maintenance of boulevards & parkways	48.6	55.8	64.2	65.7	17.1	1.5
Quality of outdoor athletic fields	41.0	52.3	58.7	63.0	22.0	4.3
Walking and biking trails in the city	36.8	46.3	52.8	55.0	18.2	2.2
Maintenance & appearance of community centers	35.2	49.7	53.3	54.5	19.3	1.2
Mowing & tree trimming along streets/public areas	34.3	37.4	48.1	49.4	15.1	1.3
Customer service from Parks/Recreation employees	N/A	N/A	45.1	49.1	N/A	4.0
Programs & activities at community centers	N/A	43.7	47.4	48.2	N/A	0.8
Reasonableness of fees charged for rec. programs	31.9	40.2	44.3	44.6	12.7	0.3
Ease of registering for programs	30.2	42.1	45.9	44.5	14.3	-1.4
Quality of communication from Parks and Recreation	N/A	N/A	40.8	41.4	N/A	0.6
City swimming pools and programs	27.4	32.7	38.6	40.7	13.3	2.1
The city's youth athletic programs	32.0	32.2	35.7	40.4	8.4	4.7

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all ten (10) of the parks and recreation services that were rated on both the 2005 and 2013-14 survey. The significant increases are listed below:

- Maintenance of city parks (+22.2%)
- Quality of outdoor athletic fields (+22.0%)
- Walking and biking trails in the city (+18.2%)
- Maintenance & appearance of community centers (+17.1%)
- Maintenance of boulevards & parkways (+17.1%)
- Mowing & tree trimming along streets/public areas (+15.1%)
- Ease of registering for programs (+14.3%)
- City swimming pools and programs (+13.3%)
- Reasonableness of fees charged for recreation programs (+12.7%)
- The city's youth athletic programs (+8.4%)

Significant Changes Since the 2012-13 Survey. There were significant increases in satisfaction ratings in five (5) of the parks and recreation services that were rated in both 2012-13 and 2013-14. The significant increases are listed on the following page:

- The city's youth athletic programs (+4.7%)
 - Quality of outdoor athletic fields (+4.3%)
 - Customer service from Parks and Recreation employees (+4.0%)
 - Walking and biking trails in the City (+2.2%)
 - Maintenance of City parks (+2.2%)
- **Parks and Recreation Services Residents Thought Were Most Important.** The two parks and recreation services that residents thought were the most important for the City to provide were: (1) maintenance of city parks and (2) the mowing and trimming along streets and public areas.

Solid Waste Services

- **Solid Waste Services.** The solid waste services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of trash collection services (81%) and the quality of curbside recycling services (78%). Residents were least satisfied with the cleanliness of city streets and other public areas (47%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with solid waste services from the 2005 survey, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14).

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

Satisfaction With Solid Waste Services					Percentage Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey		
Quality of trash collection services	57.8	72.2	82.7	80.8	23.0	-1.9
Quality of curbside recycling services	N/A	74.0	81.2	77.9	N/A	-3.3
Quality of bulky item pick-up services	N/A	55.0	60.1	61.2	N/A	1.1
Overall quality of leaf & brush pick-up services	N/A	N/A	50.1	53.9	N/A	3.8
Cleanliness of city streets & other public areas	29.9	37.8	46.1	47.4	17.5	1.3

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in both of the solid waste services that were rated in 2005 and 2013-14. The significant increases are listed below:

- Quality of trash collection services (+23.0%)
- Cleanliness of city streets & other public areas (+17.5%)

Significant Changes Since the 2012-13 Survey. Since the 2012-2013 survey, there was a significant increase in the overall quality of leaf and brush pick-up services, and there was a significant decrease in the quality of curbside recycling services.

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

Airport Services

- **Airport Services.** The airport services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the ease of moving through airport security (76%), and the cleanliness of facilities (76%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with airport services from the 2012-13 survey and the current survey. It also shows short-term percent changes (2012-13 to 2013-14). **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 Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey		
Ease of moving through airport security	N/A	N/A	74.5	76.3	N/A	1.8
Cleanliness of facilities	N/A	N/A	77.6	75.9	N/A	-1.7
Availability of parking	N/A	N/A	74.5	72.7	N/A	-1.8
Helpfulness of signs and other directions	N/A	N/A	73.4	72.7	N/A	-0.7
Price of parking	N/A	N/A	52.4	54.6	N/A	2.2
Food, beverage, and other concessions	N/A	N/A	40.9	42.3	N/A	1.4

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

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 2012-13 Survey. Of the airport services that were rated in both 2012-13 and 2013-14, there was a significant increase in satisfaction ratings in one area: price of parking. There were no significant decreases.

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

City Leadership

- **City Leadership.** Forty-nine percent (49%) of those surveyed, who had an opinion, indicated that they were satisfied with the leadership provided by the city’s elected officials; 31% 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, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **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	Change from	Change from
	Survey	Survey	Survey	Survey	2005 to (2013-14)	(2012-13) to (2013-14)
Leadership provided by city's elected officials	25.6	39.3	50.5	48.9	23.3	-1.6
Effectiveness of the city manager & app. staff	29.8	36.0	47.3	45.6	15.8	-1.7
How ethically the city conducts business	N/A	31.5	41.2	41.0	N/A	-0.2

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction in both of the leadership items rated in 2005 and 2013-14 survey. The increases in satisfaction ratings are listed below:

- Leadership provided by city's elected officials (+23.3%)
- Effectiveness of the city manager & app. staff (+15.8%)

Significant Changes Since the 2012-13 Survey. There were no significant changes in satisfaction ratings for any of the city leadership items that were rated in both 2012-13 and 2013-14.

Water Services

- **Water Services.** Over half (51%) of those surveyed, who had an opinion, indicated that they were satisfied with the condition of catch basins in neighborhoods; 25% gave a neutral response, and 24% were dissatisfied. Fifty percent (50%) of those surveyed, who had an

opinion, indicated they were satisfied with the quality of Water Services customer service; 30% 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 water services from the 2005 survey, 2011-2012 survey, 2012-13 survey and the current survey. It also shows the long-term percentage changes (2005 to 2013-14) and the short-term percent changes (2012-13 to 2013-14). **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 Change from 2005 to (2013-14)	Percentage Change from (2012-13) to (2013-14)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)						
	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey		
Condition of catch basins in your neighborhood	N/A	43.0	49.7	50.8	N/A	1.1
Quality of Water Services customer service	N/A	N/A	47.1	49.6	N/A	2.5
Timeliness of water/sewer line break repairs	N/A	33.3	37.5	41.4	N/A	3.9

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

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

Significant Changes Since the 2012-13 Survey. There were significant increases in satisfaction in two (2) of the water services that were rated in 2012-13 and 2013-14. The increases in satisfaction ratings are listed below:

- Timeliness of water/sewer line break repairs (+3.9%)
- Condition of catch basins in your neighborhood (+2.5%)

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the City’s 2013-14 survey and the subsequent analysis of the survey data, ETC Institute has reached the following conclusions:

- **The City of Kansas City is moving in the right direction.** The Composite Customer Satisfaction Index for Kansas City has improved 3 points from the 2012-13 survey and 14 points from the 2005 survey. Satisfaction ratings for the City of Kansas City improved significantly in 46 of the 47 items that were assessed in both 2005 and 2012-13. Significant changes from 2005 are listed on the following pages:

Long-Term Significant Increases (Since the 2005 Survey)

- Leadership provided by city's elected officials (+23.3%)
- Quality of trash collection services (+23.0%)
- Maintenance of city parks (+22.2%)
- Quality of outdoor athletic fields (+22.0%)
- Availability of info about city programs/services (+21.4%)
- Overall image of the city (+19.6%)
- Maintenance & appearance of community centers (+19.3)
- Walking and biking trails in the city (+18.2%)
- Cleanliness of city streets & other public areas (+17.5%)
- Maintenance of boulevards & parkways (+17.1%)
- Effectiveness of the city manager & appointed staff (+15.8%)
- Mowing & tree trimming along streets/public areas (+15.1)
- Ease of registering for programs (+14.3%)
- Quality of services provided by KCMO (+14.1%)
- City swimming pools and programs (+13.3%)
- City's overall efforts to prevent crime (+13.1%)
- Effectiveness of city communication with public (+12.8%)
- Reasonableness of fees charged for rec. programs (+12.7%)
- Visibility of police in neighborhoods (+12.5)
- Value received for city tax dollars and fees (+12.4%)
- Overall quality of life in the city (+12.1%)
- Level of public involvement in decision making (+12.0%)
- Overall feeling of safety in the city (+10.8%)
- Quality of animal control (+10.3%)
- City parks/recreation programs/facilities (+10.2%)
- Quality of municipal court services (+9.7%)
- Quality of city's stormwater runoff/management system (+8.9%)
- Quality of customer service from city employees (+8.7%)
- The city's youth athletic programs (+8.4%)
- Clean-up of litter/debris on private property (+8.2%)
- Mowing/cutting of weeds on private property (+8.0%)
- Condition of sidewalks in the city (+7.2%)
- Snow removal on major city streets past 12 months (+7.2%)
- Maintenance of city streets (+6.8%)
- Ratings of the City as a place to live (+6.7%)
- Quality of local ambulance service (+6.1%)
- Timeliness of removal of abandoned cars (+5.9%)
- Exterior maintenance of residential property (+5.6%)
- Ratings of the City as a place to raise children (+5.1%)
- Enforcement of local traffic laws (+4.7%)

- Maintenance of streets in your neighborhood (+4.3%)
- Quality of city water utilities (+3.1%)
- Snow removal on residential streets during the past 12 months (+3.0%)
- Overall quality of local fire protection & rescue (+2.8%)
- Quality of airport facilities (+2.2%)
- Ratings of the City as a place to work (+2.0%)

Satisfaction ratings for the City of Kansas City improved in 82 of the 98 items that were assessed in both 2012-13 and 2013-14; ratings declined in 16 of the 98 items that were rated in both 2012-13 and 2013-14. Significant changes from the 2012-13 survey to the 2013-14 survey are listed below and on the following page:

Short-Term Significant Increases (Since the 2012-13 Survey)

- Ease of utilizing 311 services via web (+8.3%)
- Overall usefulness of the City's website (+8.3%)
- Protection from new or unusual health threats (+6.7%)
- Level of public involvement in decision making (+6.3%)
- Availability of information about city programs/services (+6.1%)
- Preventing the spread of infectious diseases (+5.6%)
- How well question/issues were resolved via 311 (+5.6%)
- Content in the City's magazine, KCMORE (+5.4%)
- Quality of local ambulance service (+4.7%)
- The city's youth athletic programs (+4.7%)
- Quality of city's stormwater runoff/management system (+4.3%)
- Communications regarding public health concerns (+4.3%)
- Quality of outdoor athletic fields (+4.3%)
- How quickly ambulance personnel respond (+4.1%)
- Guarding against food poisoning through restaurant inspections (+4.1%)
- Courtesy/professionalism of 311 call-takers (+4.1%)
- Encouraging access to healthy fruits/vegetables, safe places to exercise, and non-smoking environments (+4.0%)
- Ease of utilizing 311 services via phone (+4.0%)
- Customer service from Parks and Recreation employees (+4.0%)
- Visibility of police in neighborhoods (+3.9%)
- Removal of signs in right of way of city streets (+3.9%)
- Timeliness of water/sewer line break repairs (+3.9%)
- Leaf and brush pick up services (+3.8%)
- Quality of customer service from city employees (+3.7%)
- Effectiveness of city communication with public (+3.7%)
- Quality of public transportation (+3.6%)
- Quality of services provided by KCMO (+3.4%)

- Overall image of the city (+3.3%)
- City parks/recreation programs/facilities (+3.2%)
- City's overall efforts to prevent crime (+3.2%)
- City efforts to clean-up illegal dumping sites (+3.2%)
- Quality of KCMO's government cable TV channel (+3.1%)
- How quickly fire and rescue respond to emergencies (+2.9%)
- Mowing/cutting of weeds on private property (+2.9%)
- Exterior maintenance of residential property (+2.9%)
- Quality of municipal court services (+2.8%)
- Maintenance of streets, sidewalks & infrastructure (+2.7%)
- Quality of the city's 311 service (+2.6%)
- How quickly police respond to emergencies (+2.6%)
- Snow removal on major city streets during the past 12 months (+2.6%)
- Timeliness of removal of abandoned cars (+2.5%)
- Condition of catch basins in your neighborhood (+2.5%)
- Feeling of safety in your neighborhood (+2.3%)
- Quality of animal control (+2.3%)
- Overall feeling of safety in the city (+2.2%)
- Walking and biking trails in the City (+2.2%)
- Price of parking (+2.2%)
- Maintenance of street signs & traffic signals (+2.1%)
- Condition of sidewalks in the city (+2.1%)
- Clean-up of litter/debris on private property (+2.1%)
- Property maintenance of vacant structures (+2.1%)
- Value received for city tax dollars and fees (+2.0%)
- As a place to raise children (+2.0%)
- Quality of neighborhood services (+1.9%)
- Quality of city water utilities (+1.6%)
- Overall quality of life in the city (+1.6%)
- Overall quality of local fire protection and rescue (+1.6%)
- Access to streets/sidewalks/buildings for people with disabilities (+1.5%)

Short-Term Significant Decreases (Since the 2012-13 Survey)

- Quality of curbside recycling services (-3.3%)
- Condition of sidewalks in your neighborhood (-2.0%)

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.

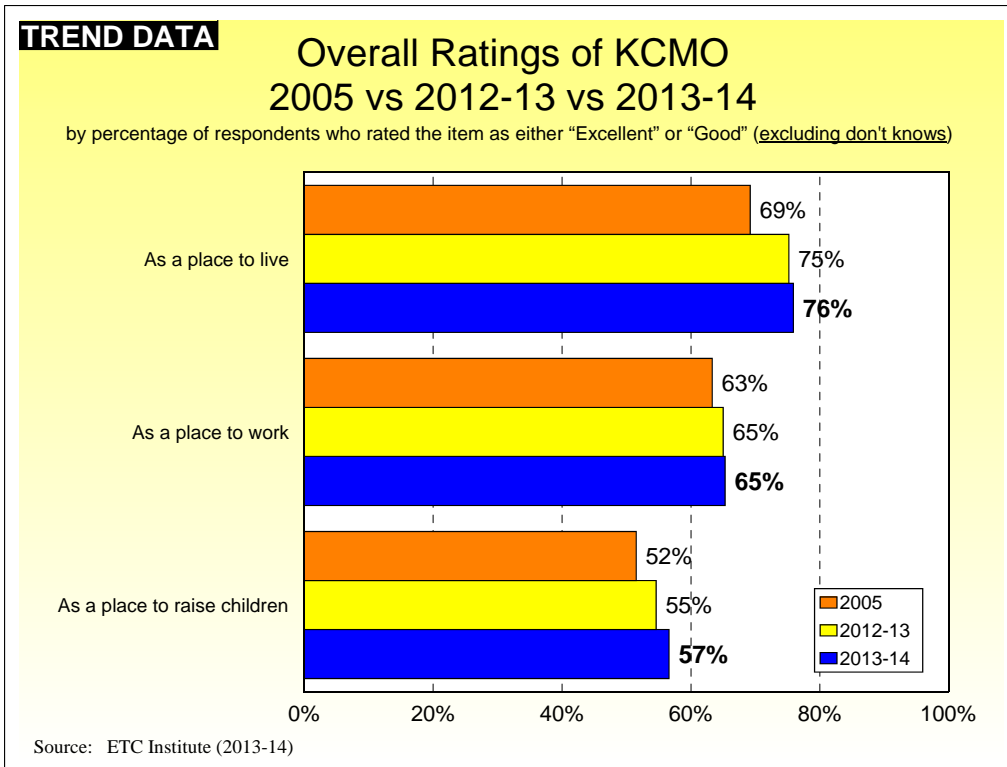
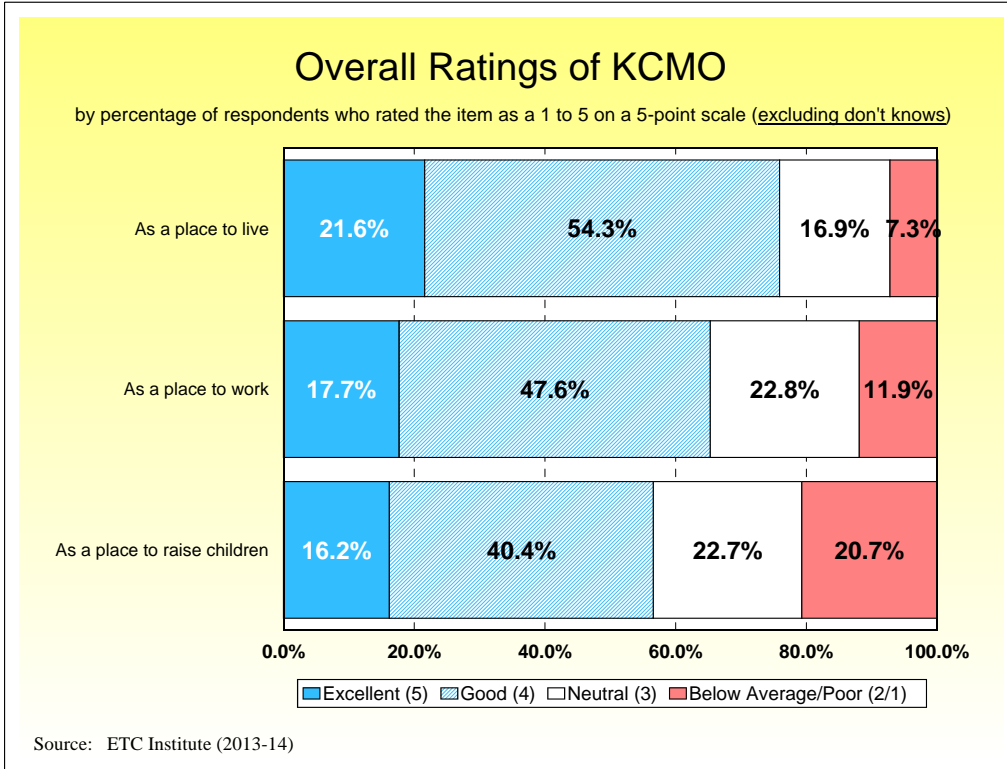
Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

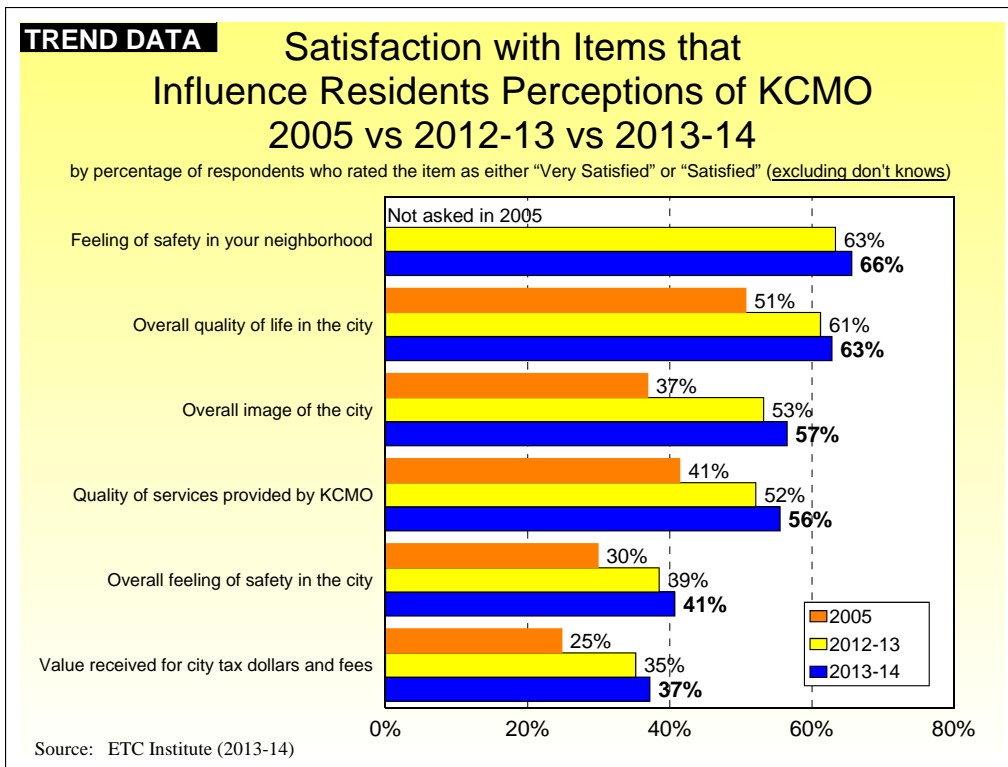
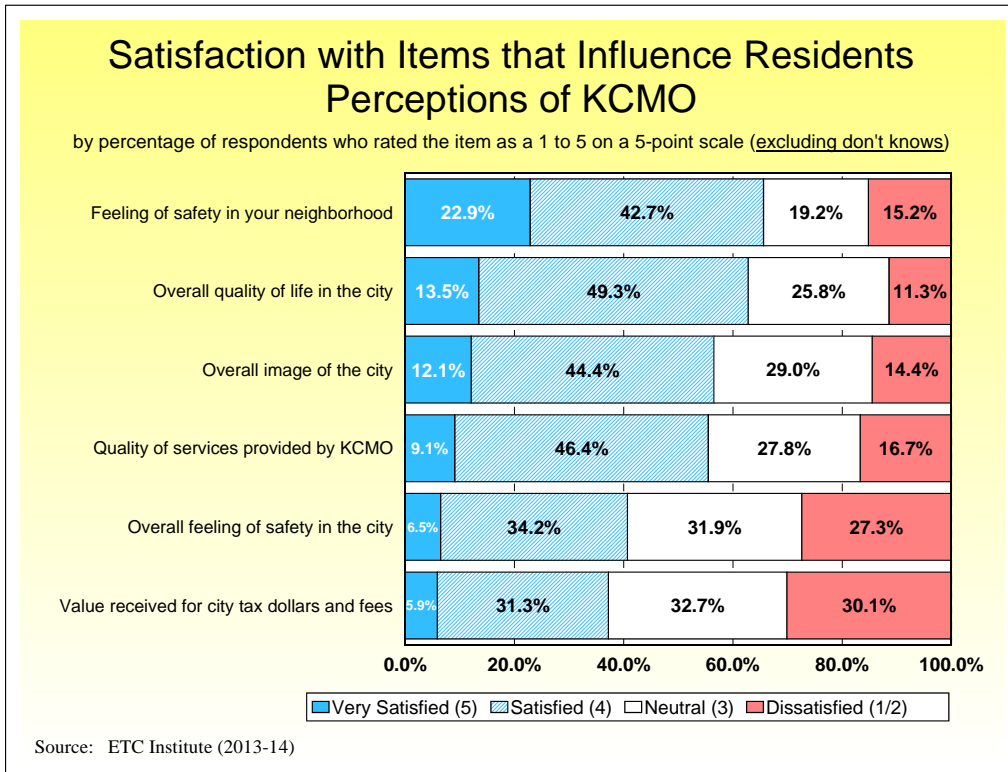
- **Priorities for Major City Services.** The first level of analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the 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=0.3711)
 - Overall quality of police services (IS Rating=0.1277)
 - Overall quality of public transportation (IS Rating=0.1240)
- **Priorities Within Departments:** The second level of analysis reviewed the importance of and satisfaction of services within departments. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department are listed below:
 - **Police Services:** The city's overall efforts to prevent crime and visibility of police in neighborhoods
 - **Fire and Emergency Medical Services:** How quickly ambulance personnel respond to emergencies
 - **City Streets, Sidewalks and Infrastructure:** Maintenance of city streets
 - **Neighborhood Services:** Enforcing property maintenance of vacant structures and enforcing the clean-up of litter and debris on private property

- **Health Department Services:** Guarding against food poisoning through restaurant inspections
- **Communication Services:** The level of public involvement in local decision making and the availability of information about city programs and services
- **Parks and Recreation Services:** Mowing and tree trimming along streets and other public areas
- **Solid Waste Services:** Overall cleanliness of city streets and other public areas
- **Airport Services:** Food, beverage, and other concessions

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

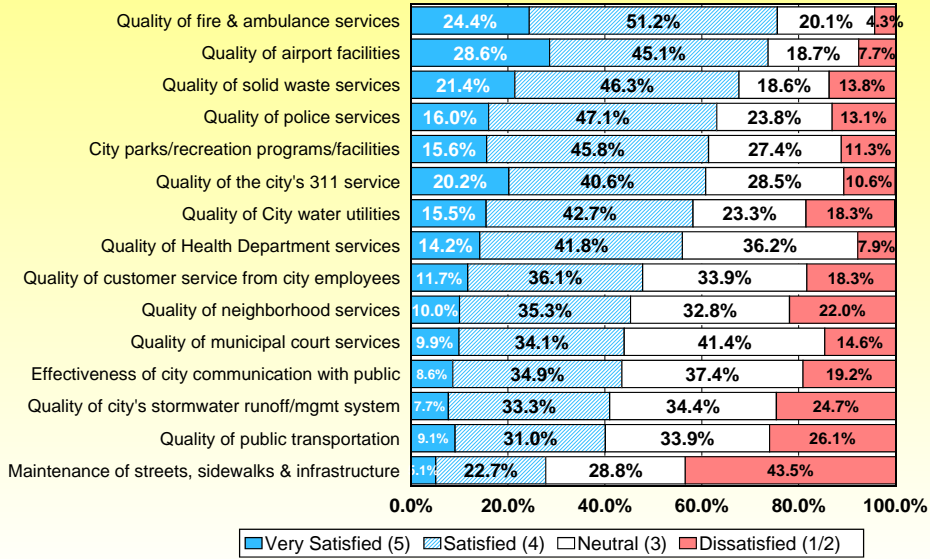
Section 1:
Charts and Graphs





Overall Satisfaction With Major Categories of City Services

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

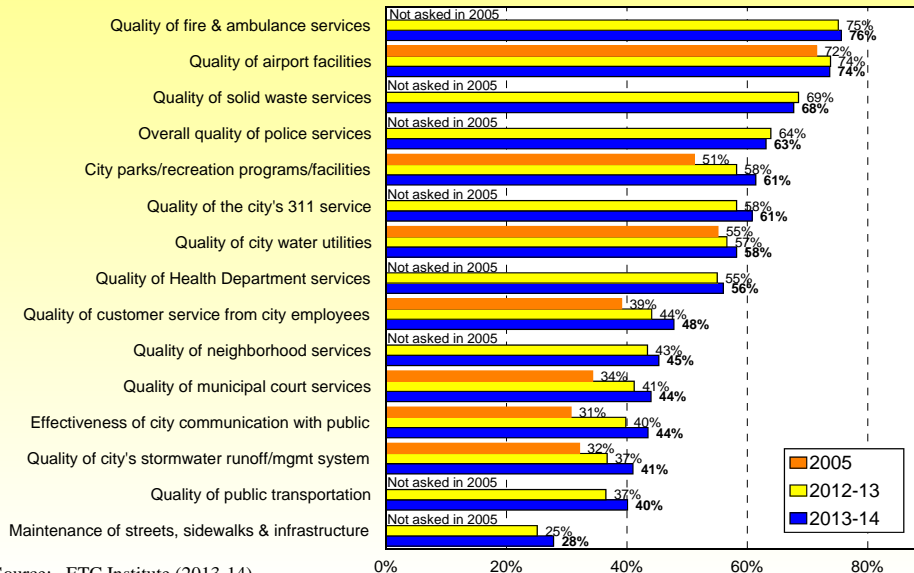


Source: ETC Institute (2013-14)

TREND DATA

Overall Satisfaction With Major Categories of City Services 2005 vs 2012-13 vs 2013-14

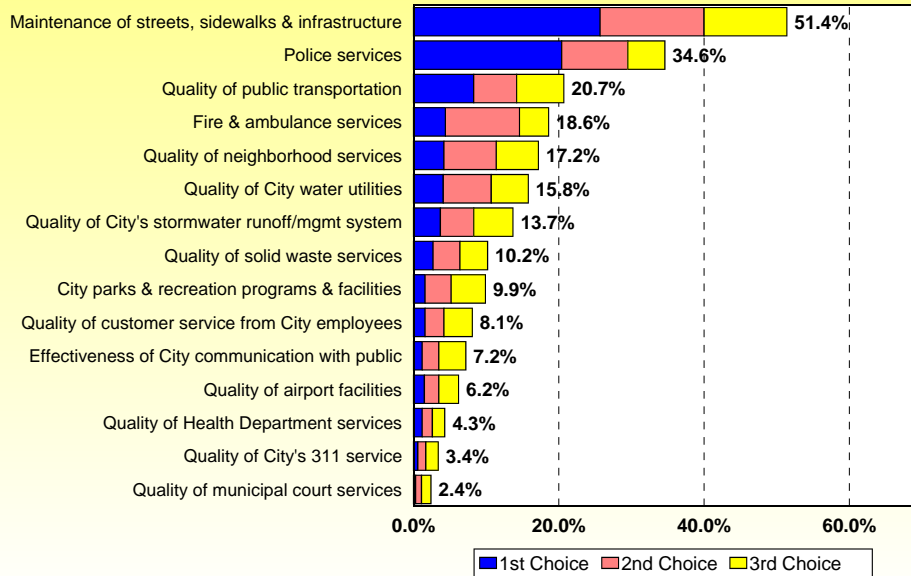
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2013-14)

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

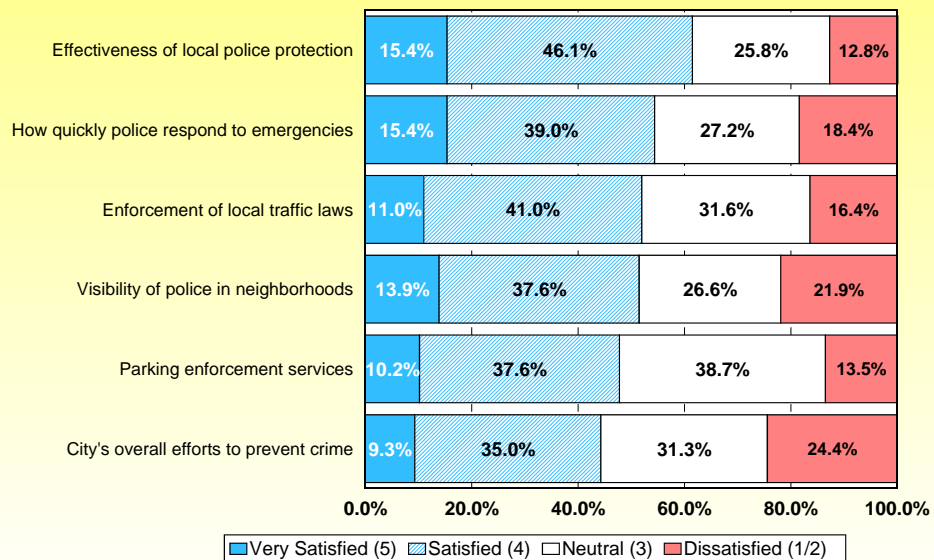
by percentage of respondents who selected the item as one of their top three choices



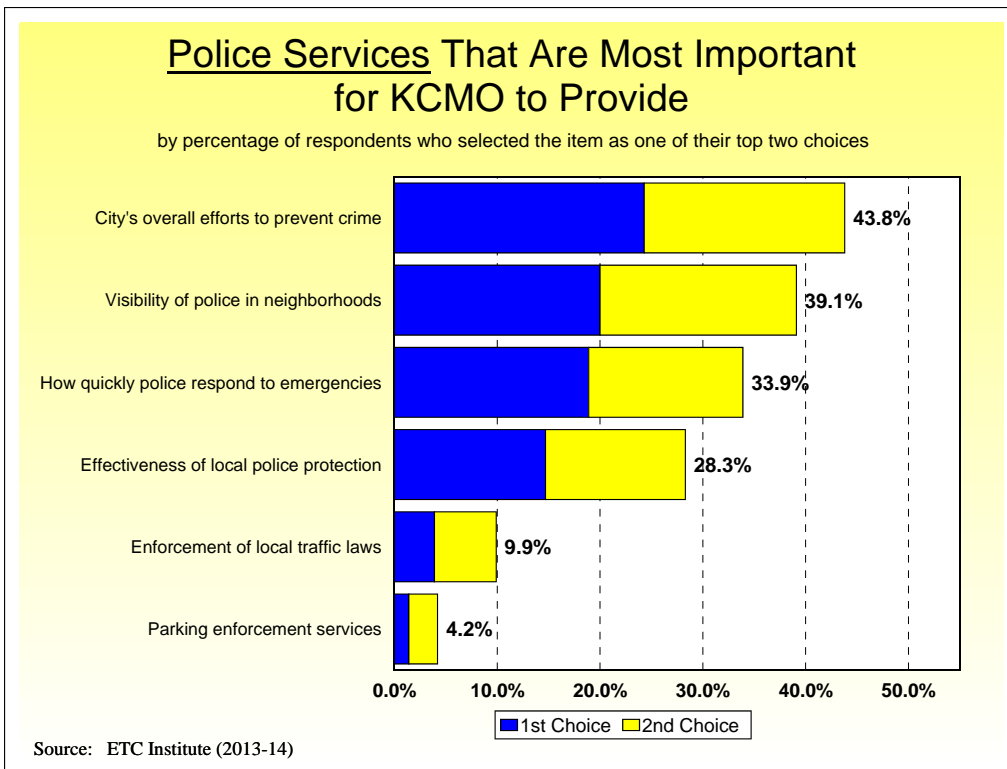
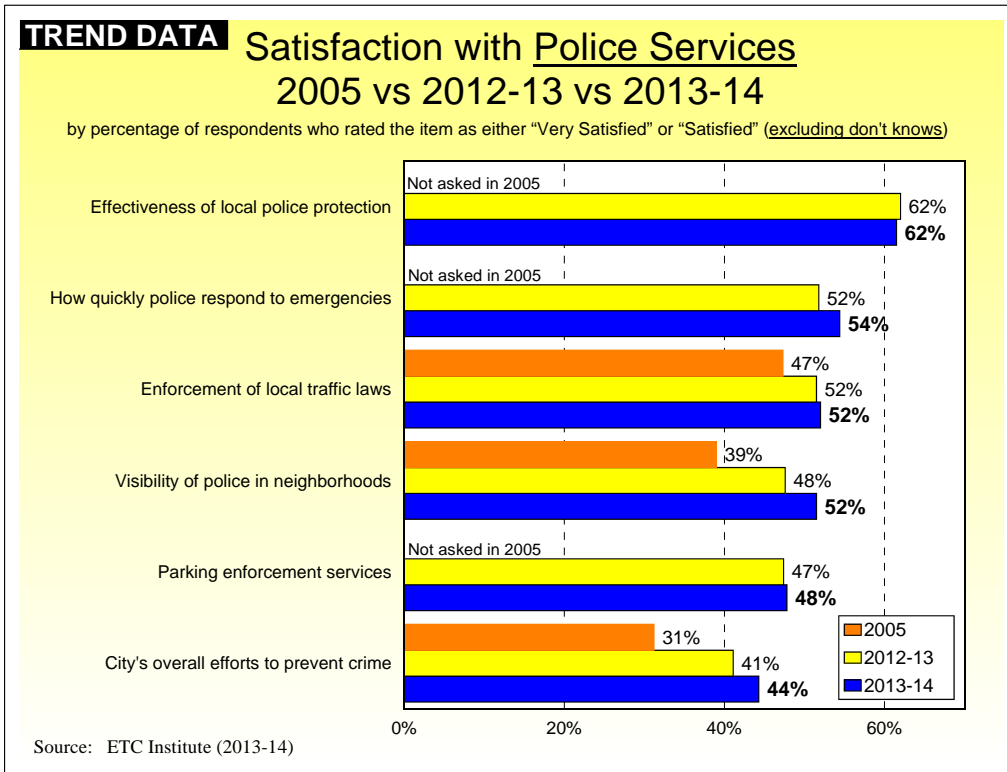
Source: ETC Institute (2013-14)

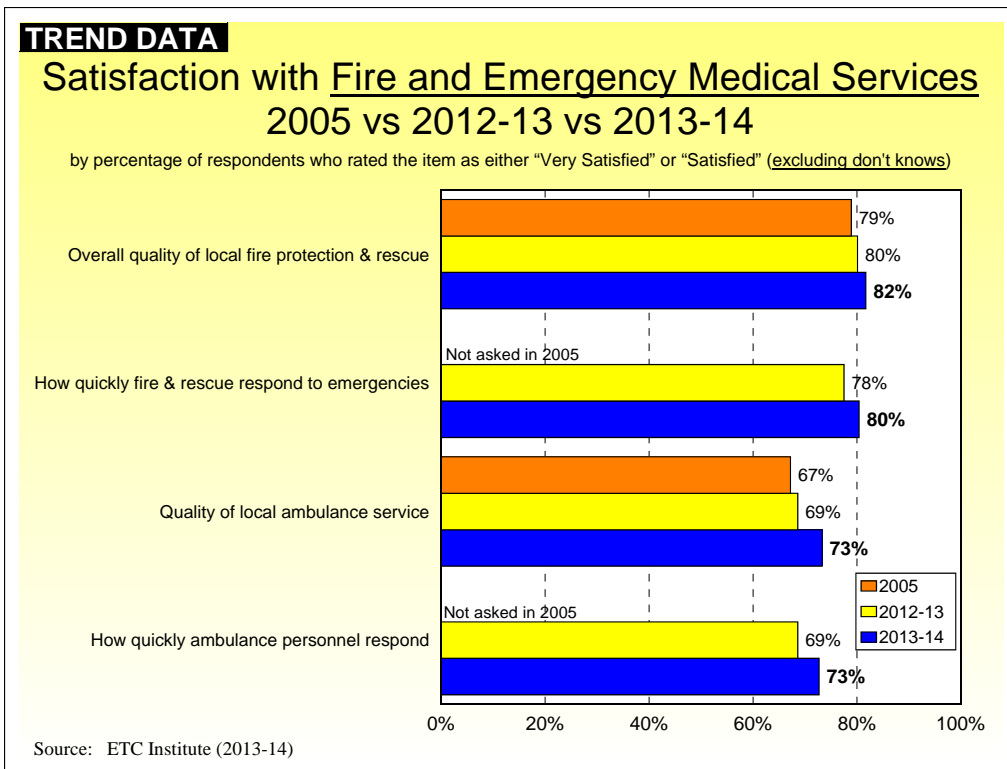
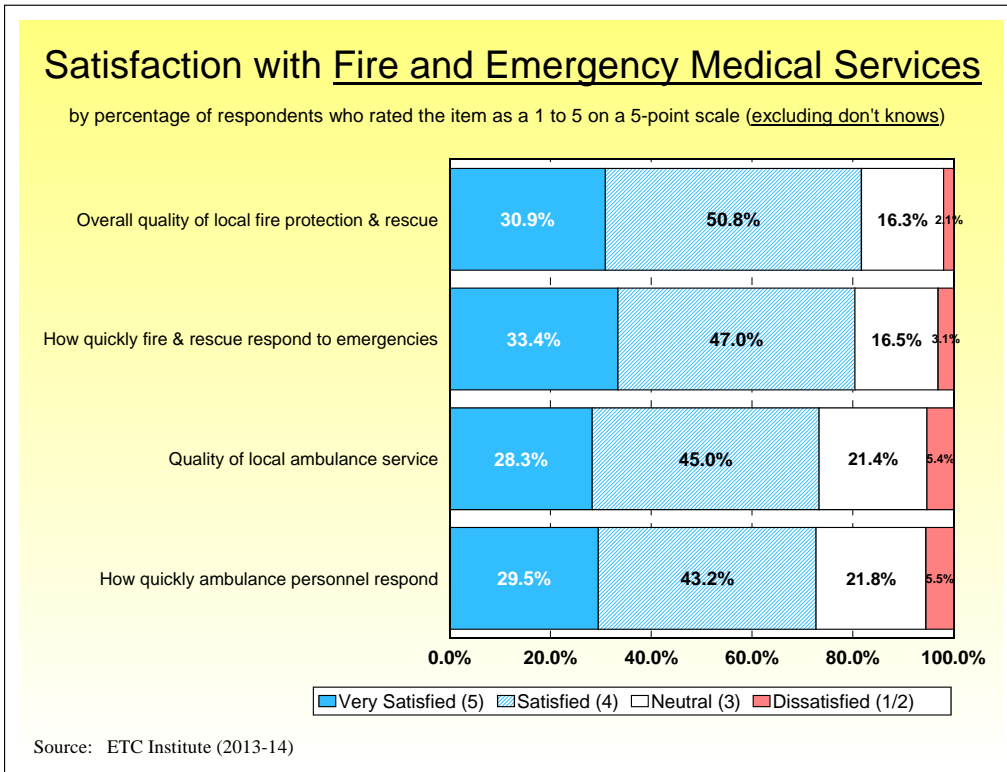
Satisfaction with Police Services

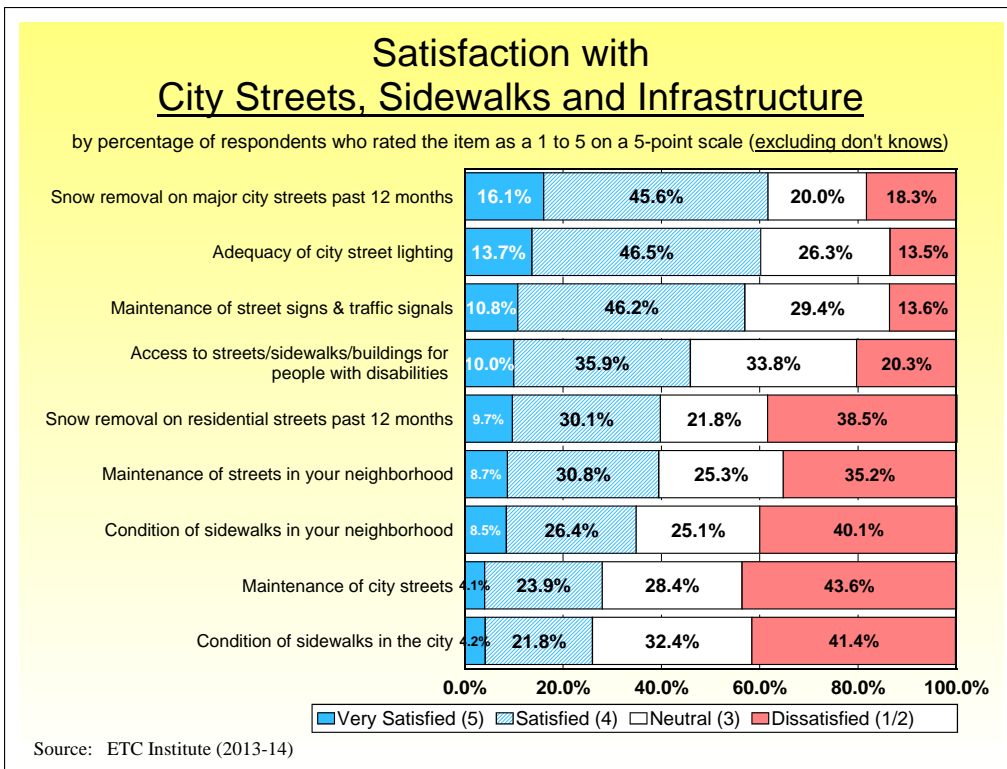
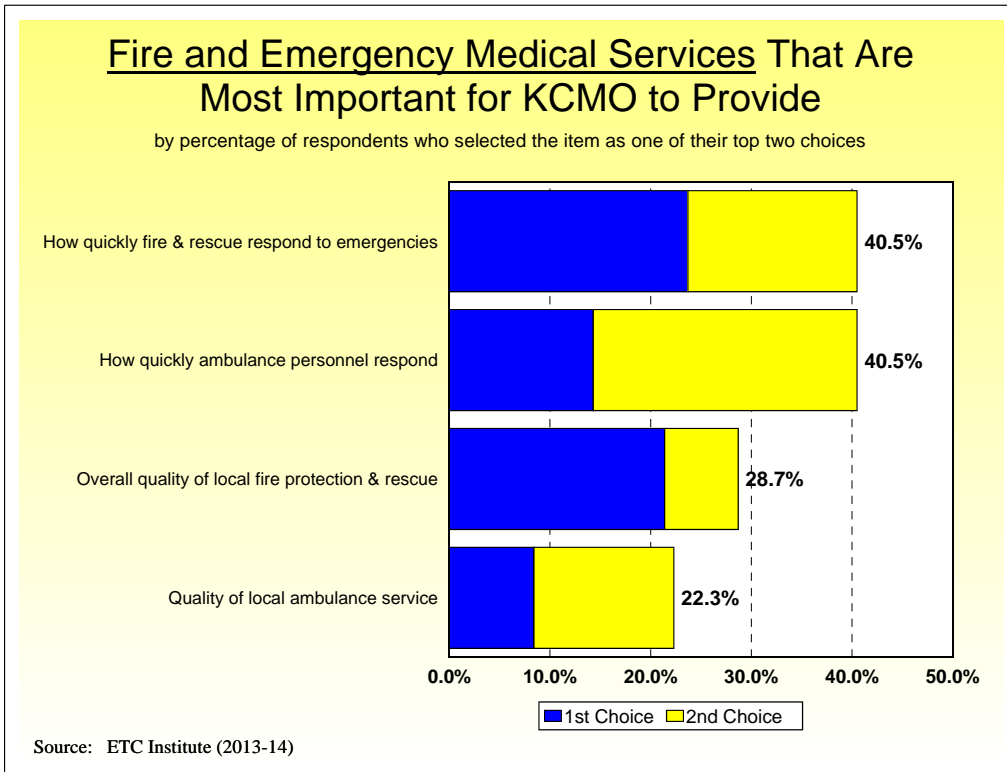
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

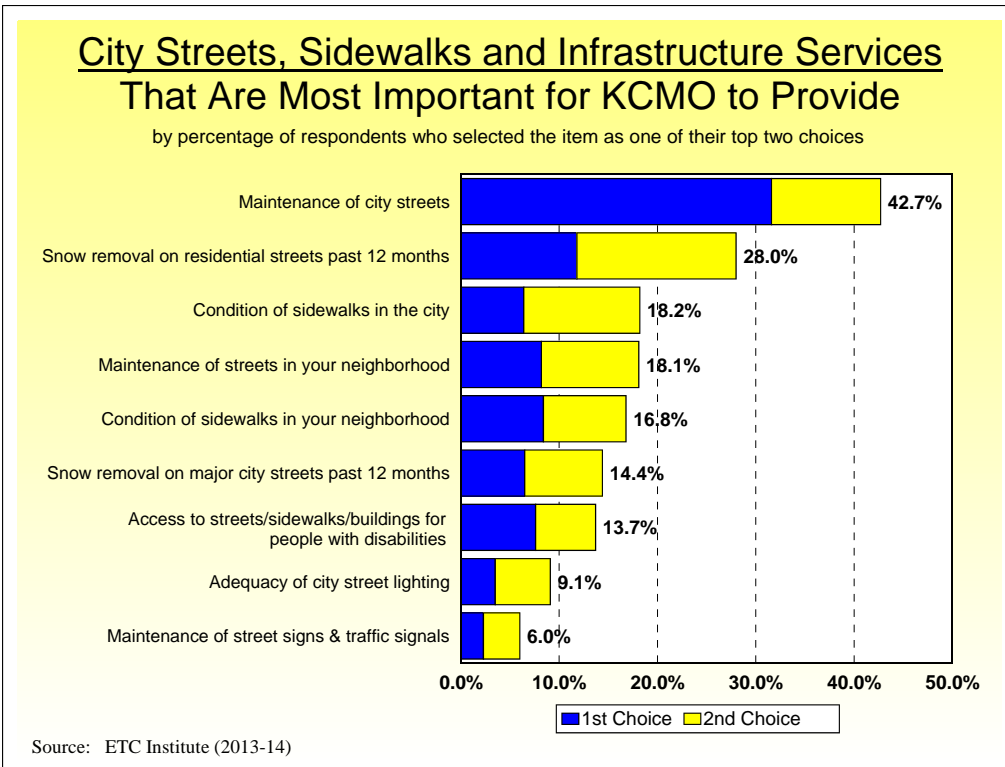
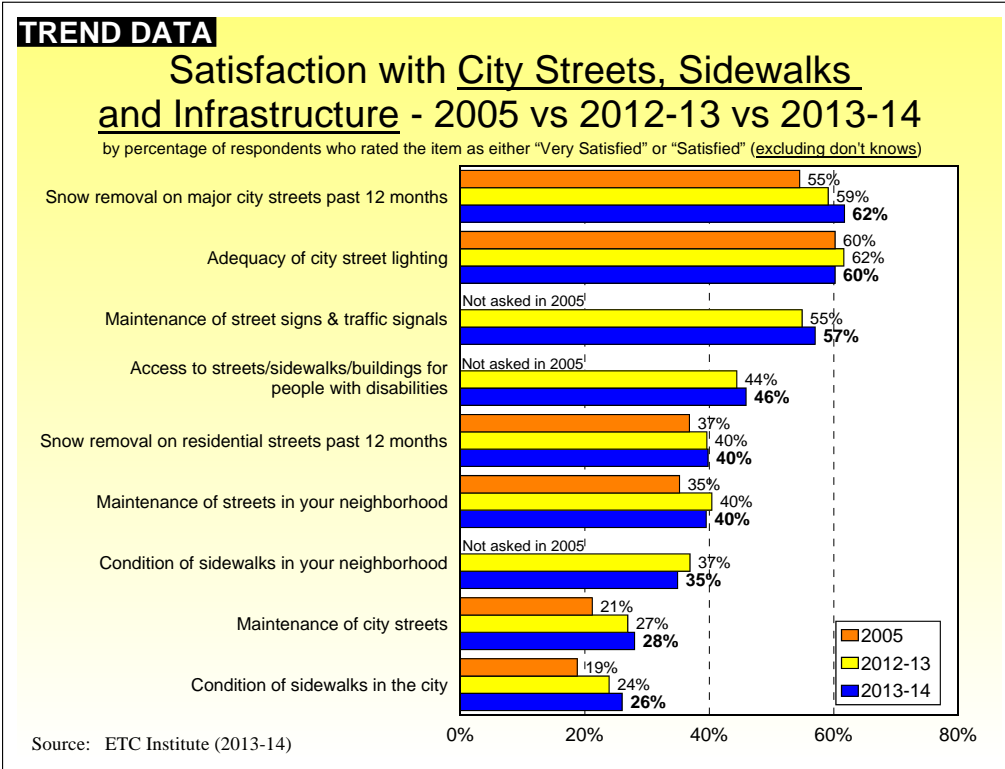


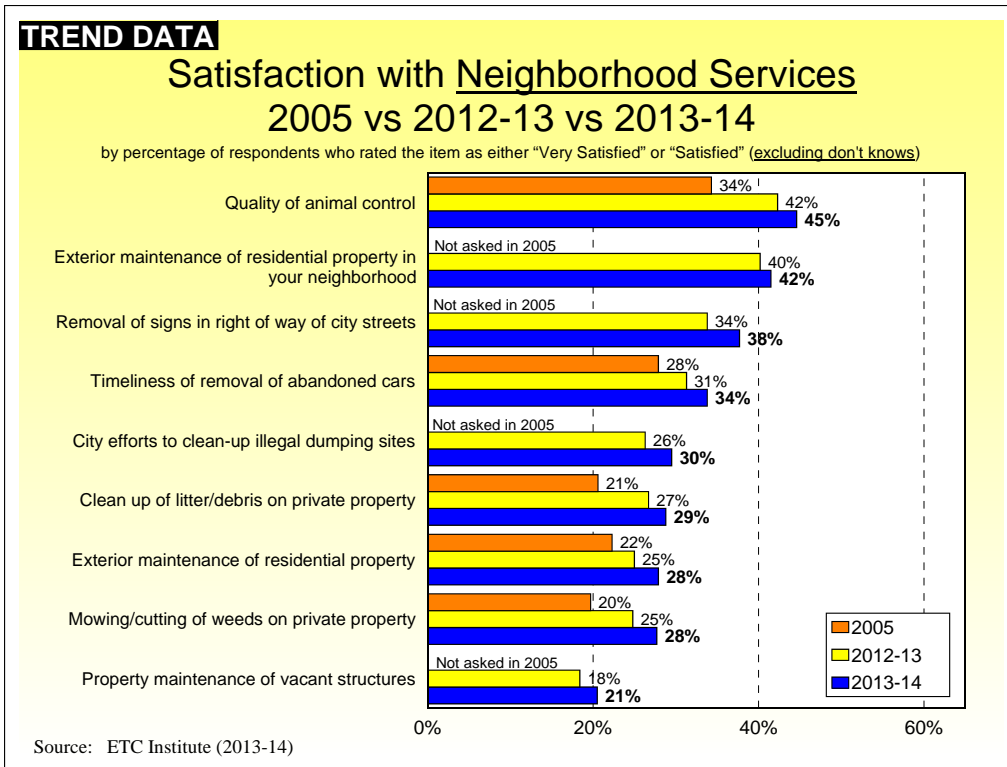
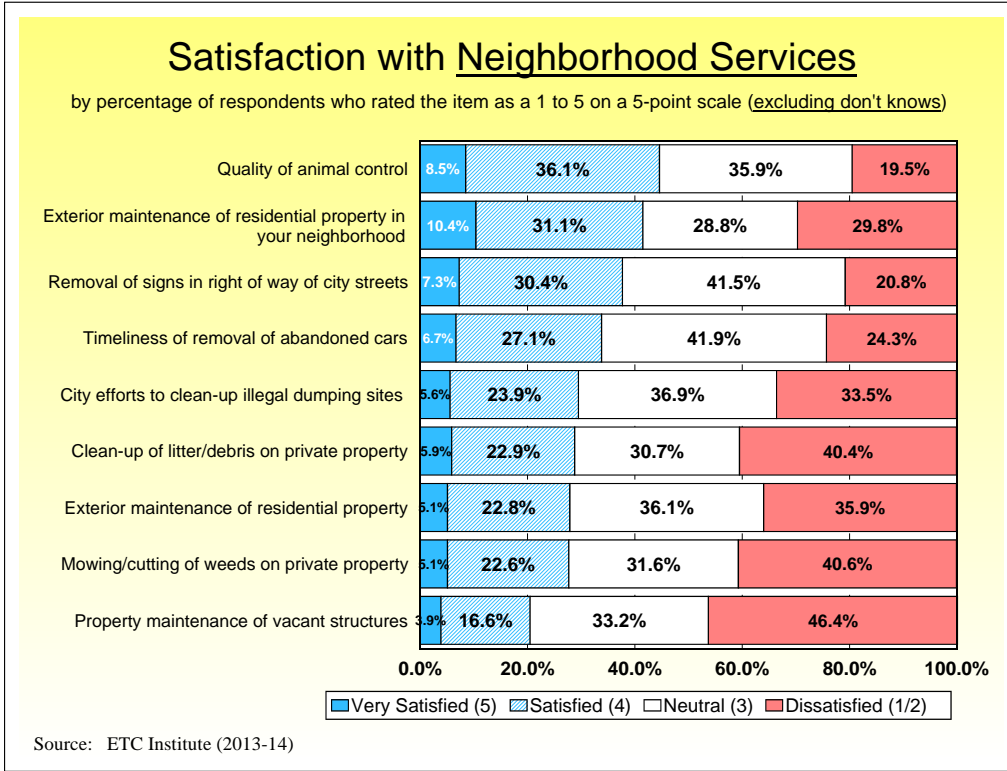
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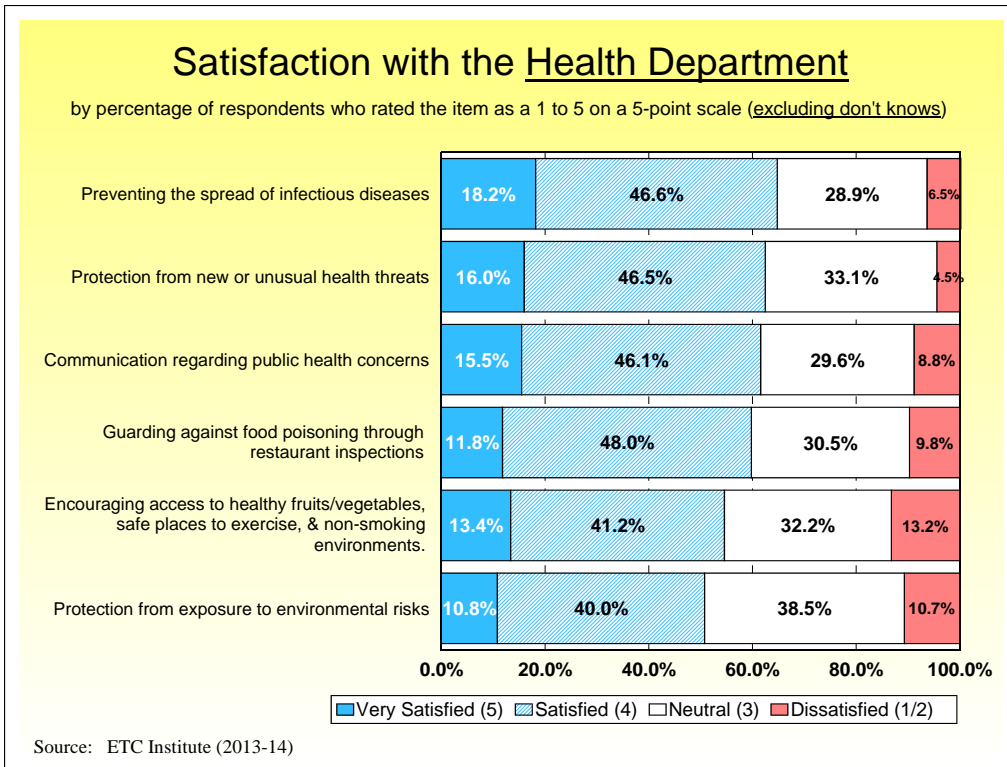
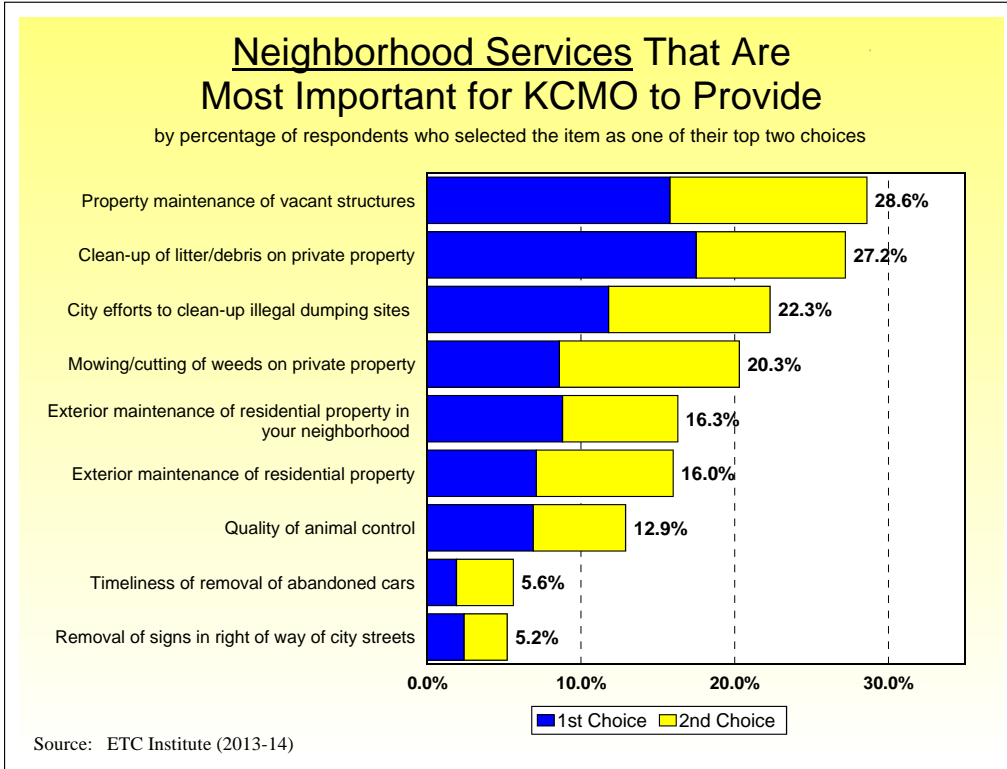


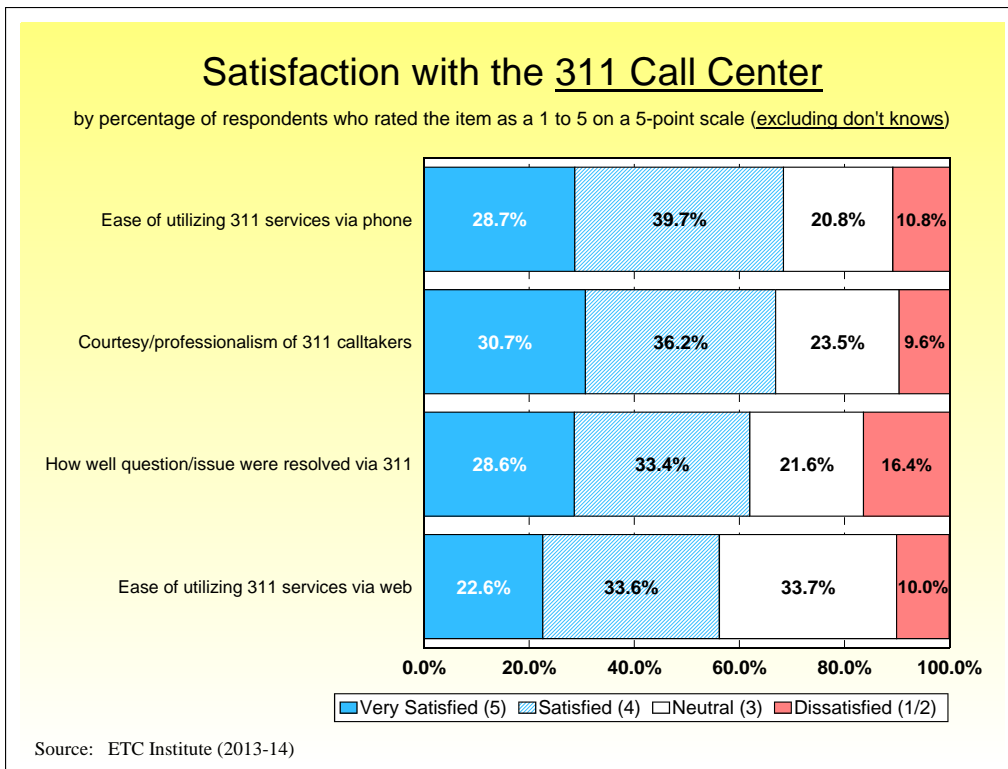
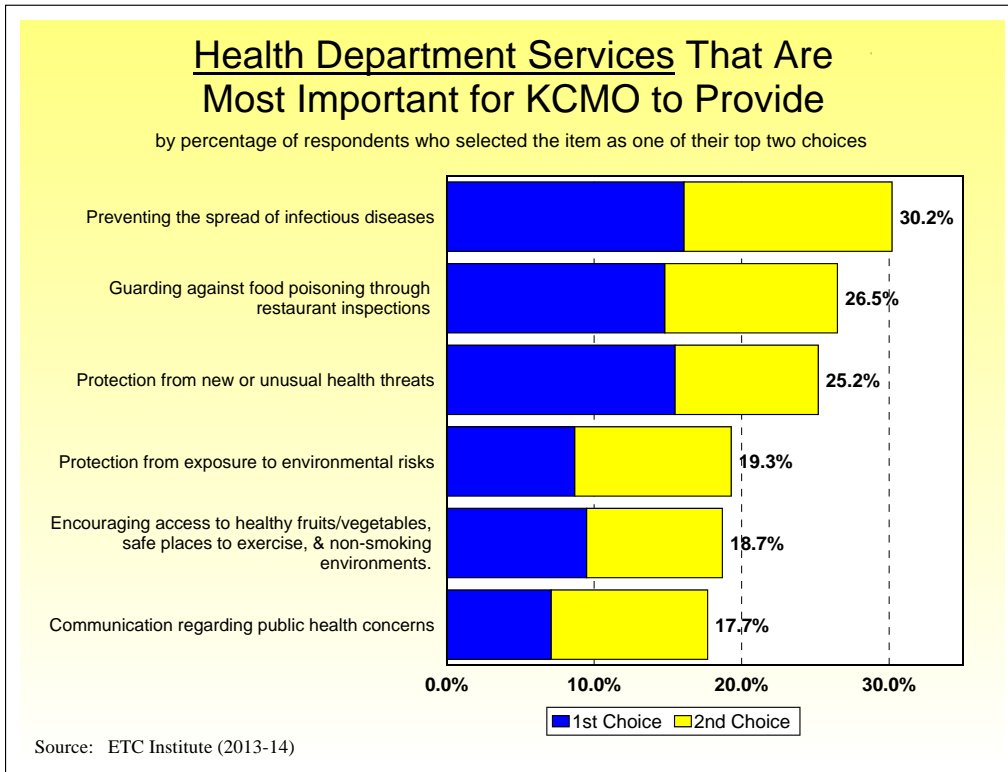


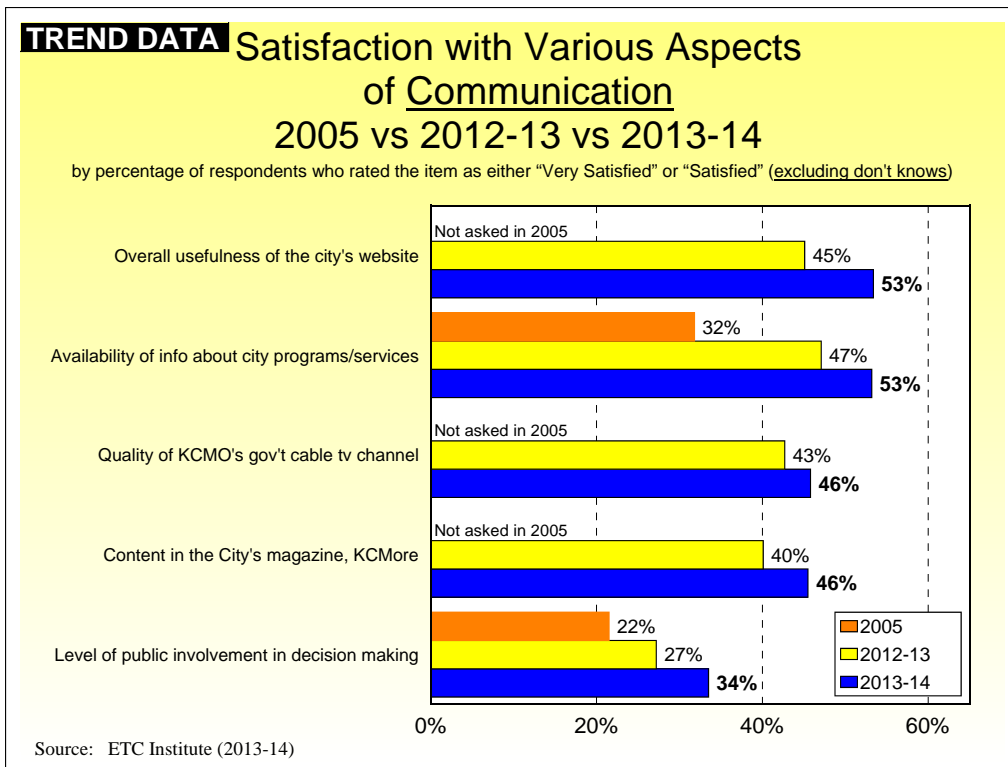
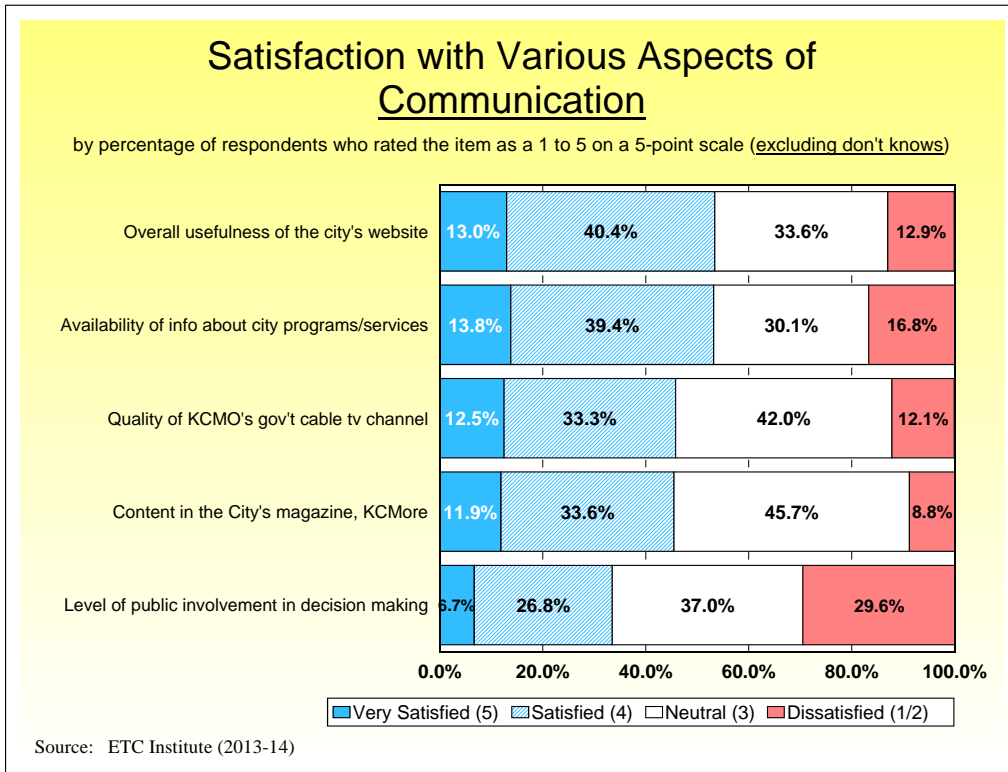


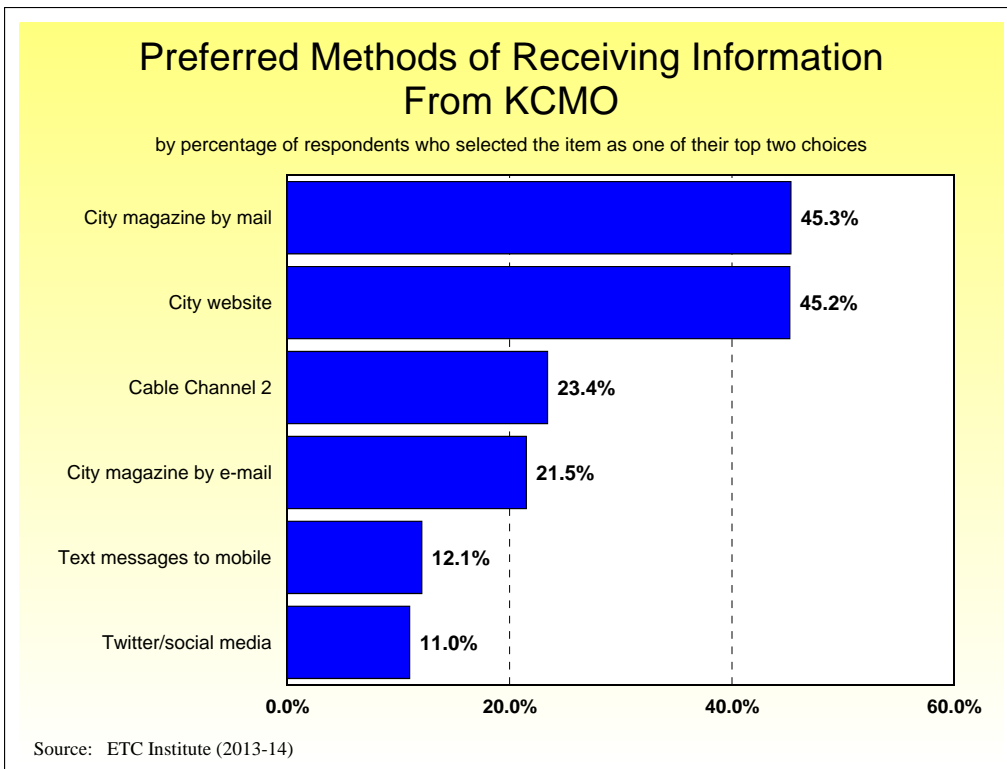
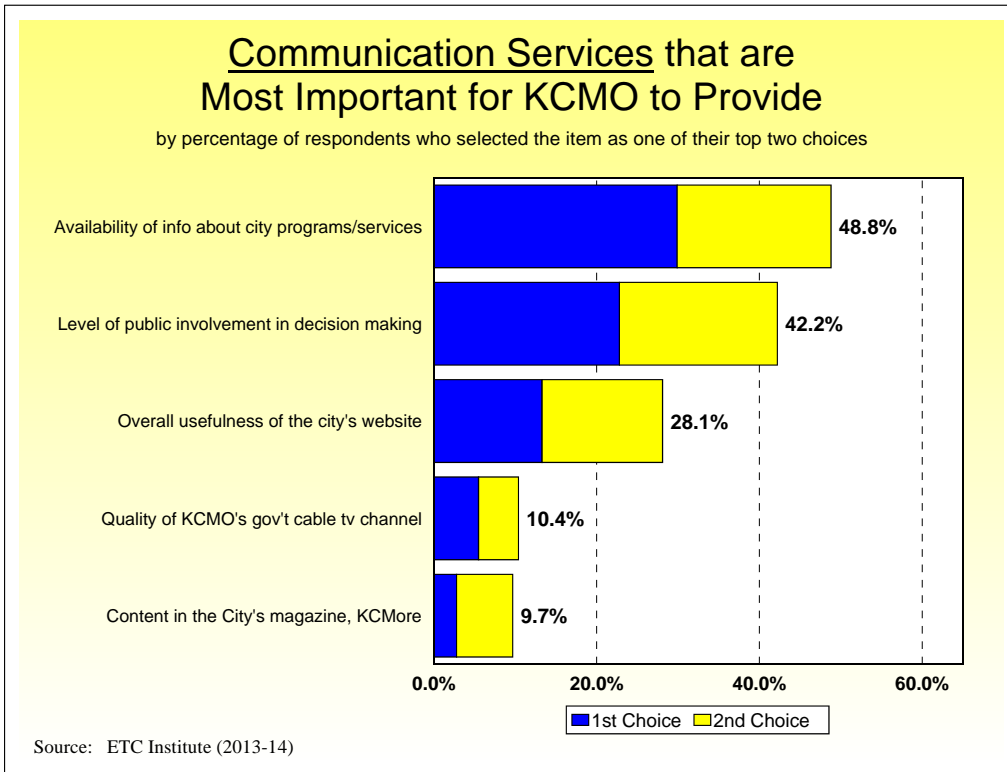


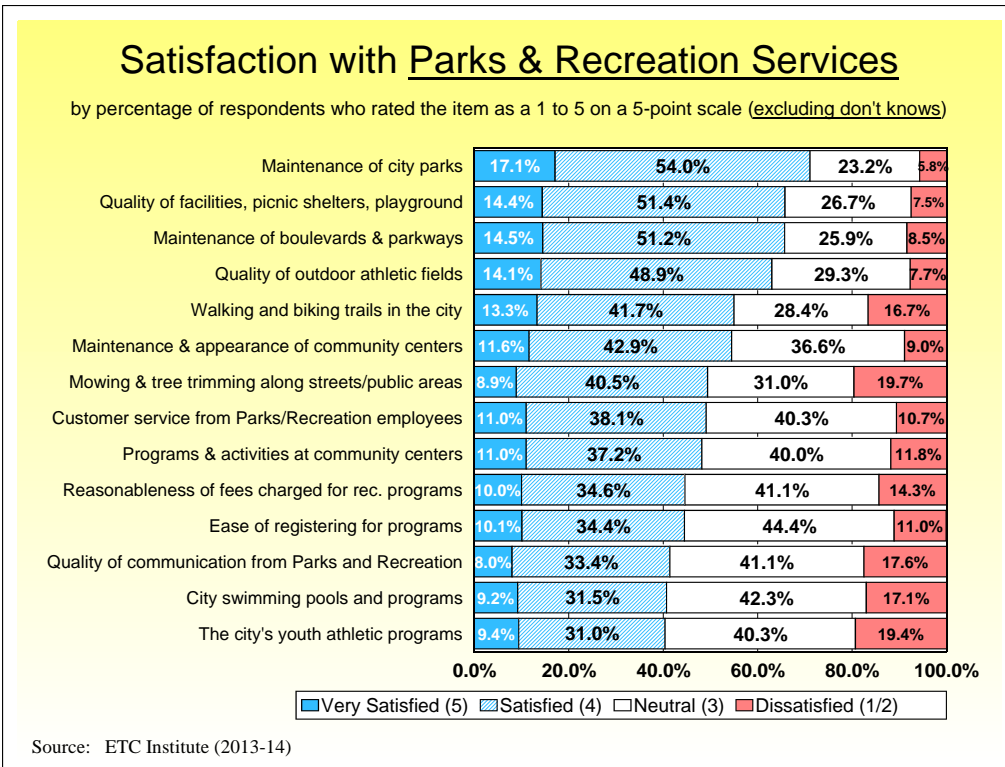
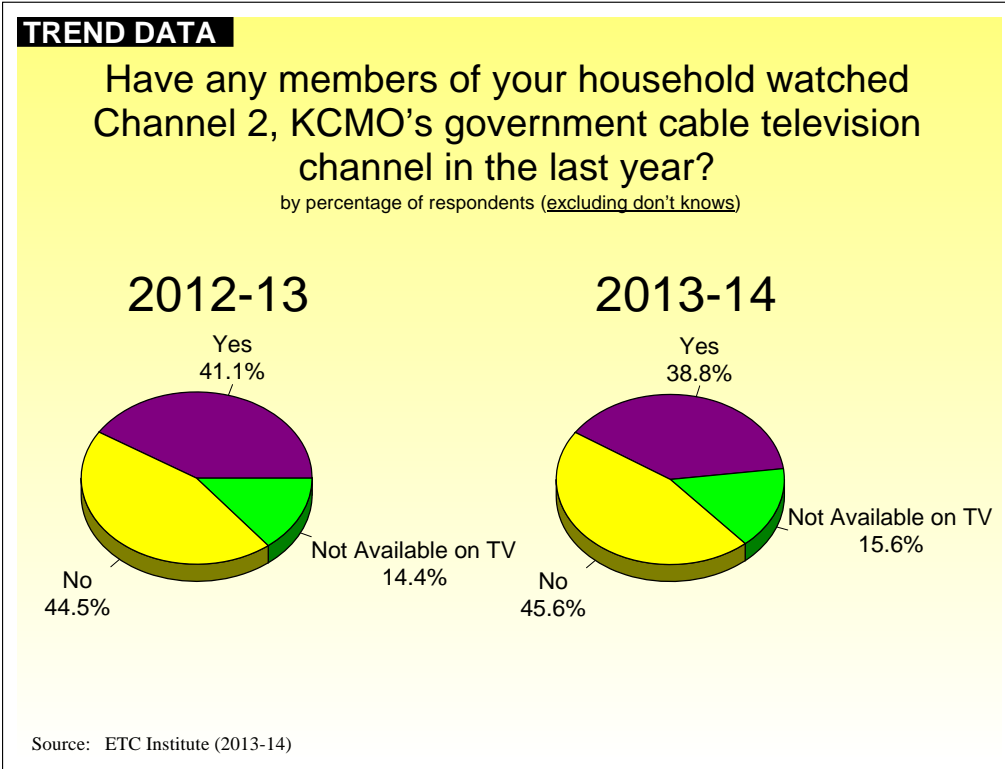


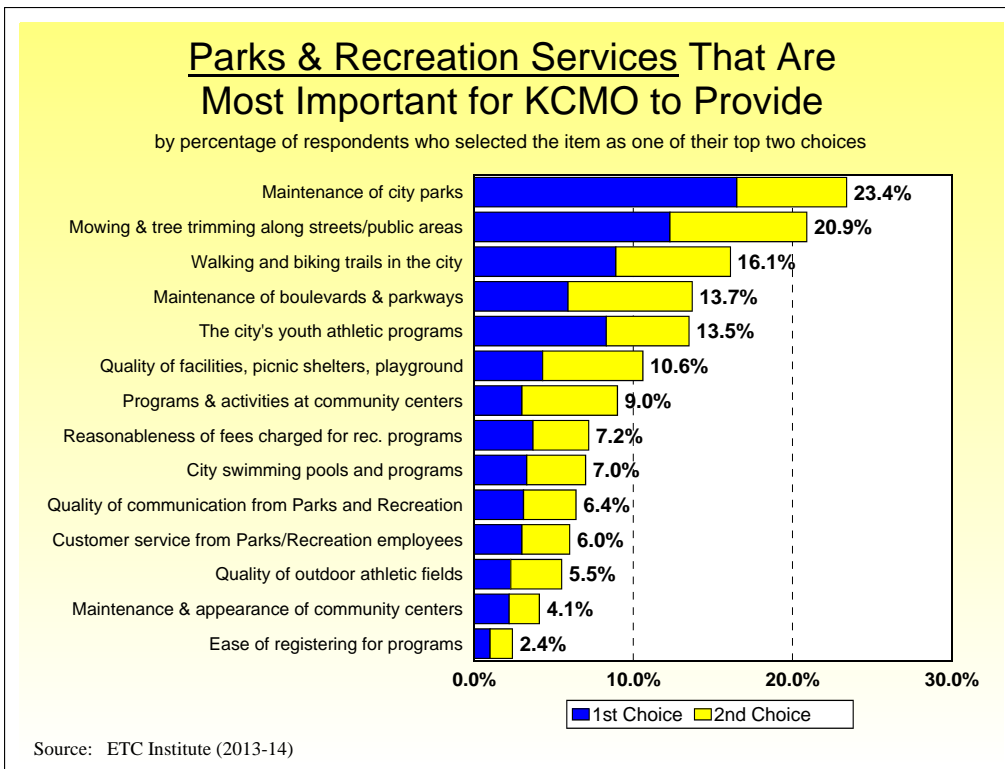
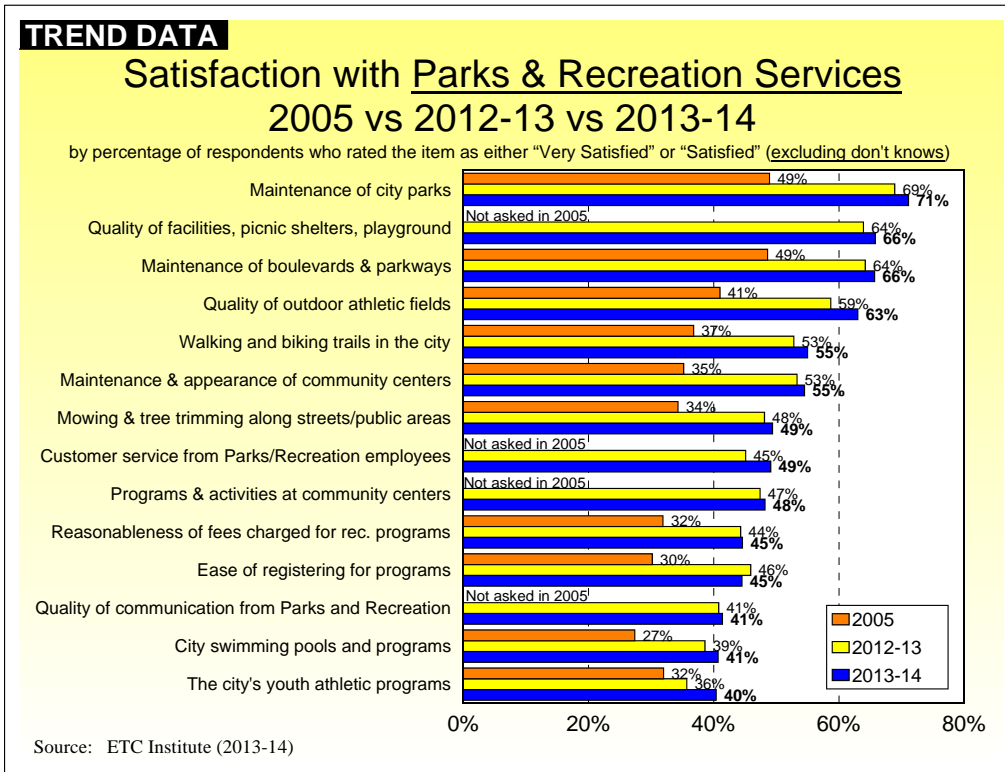


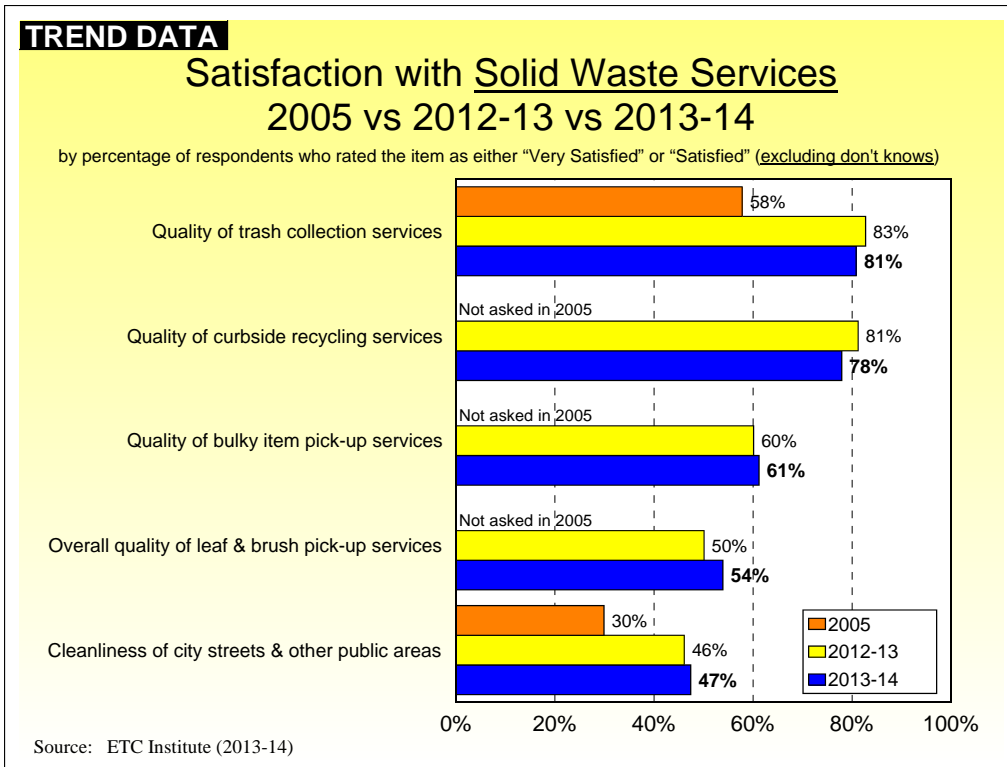
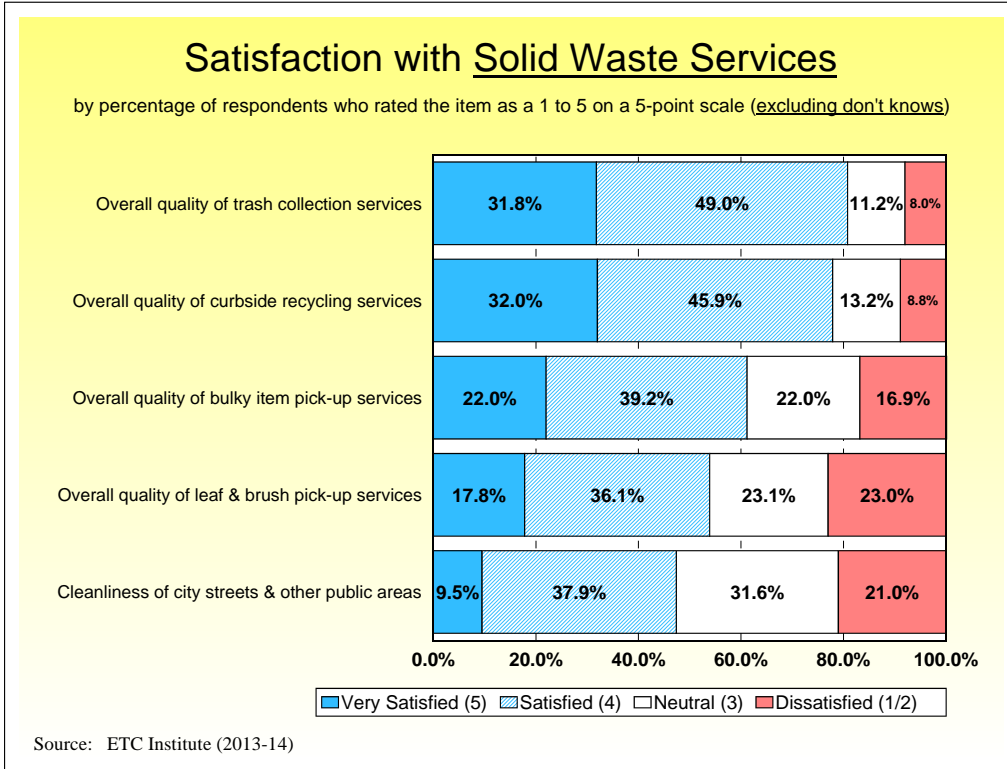


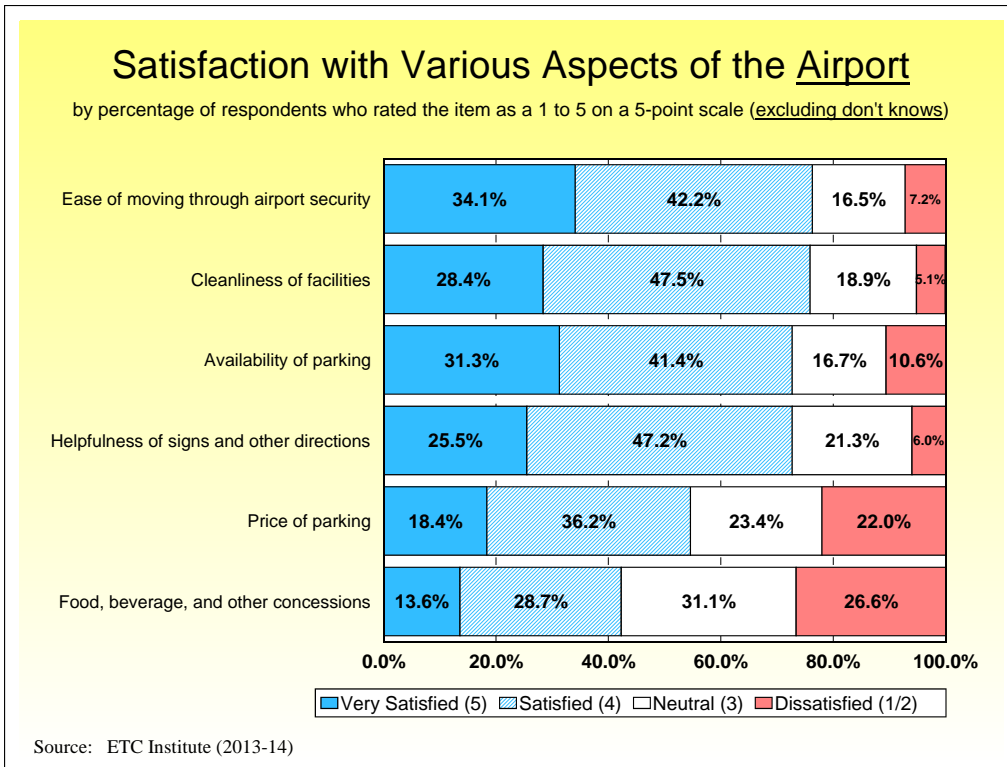
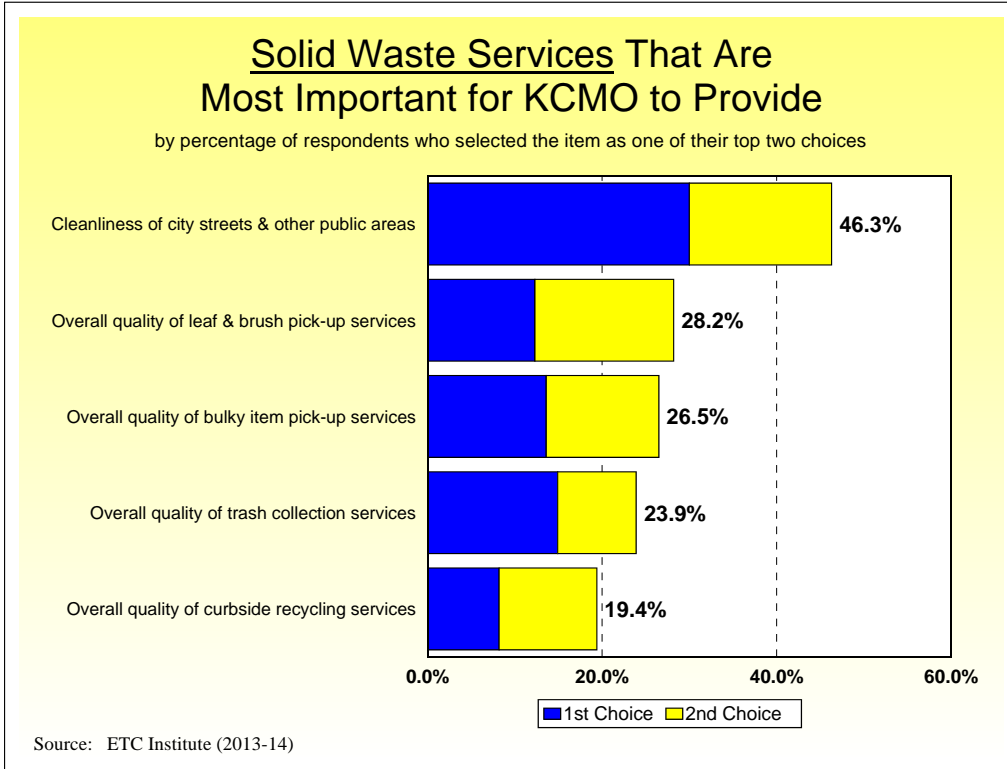


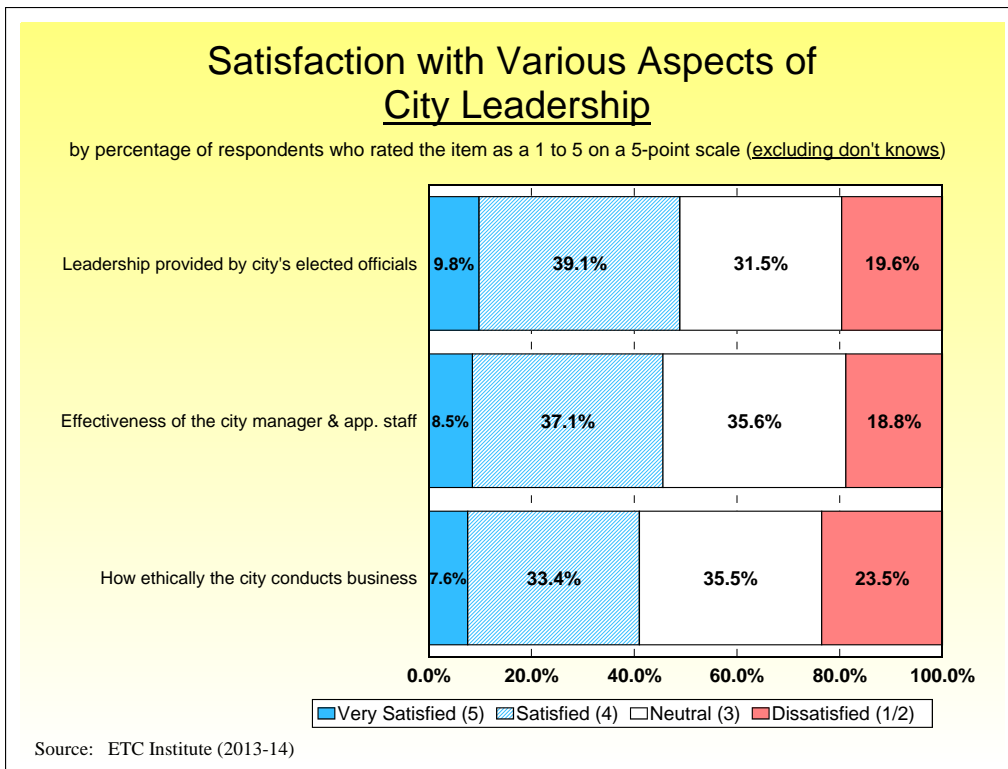
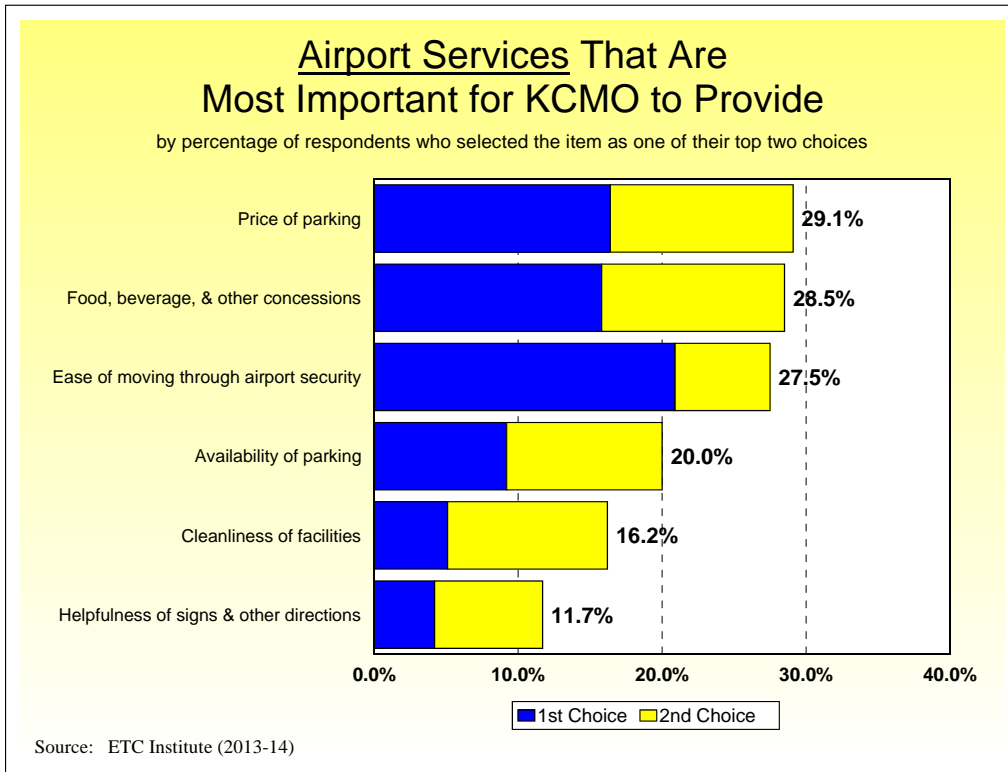


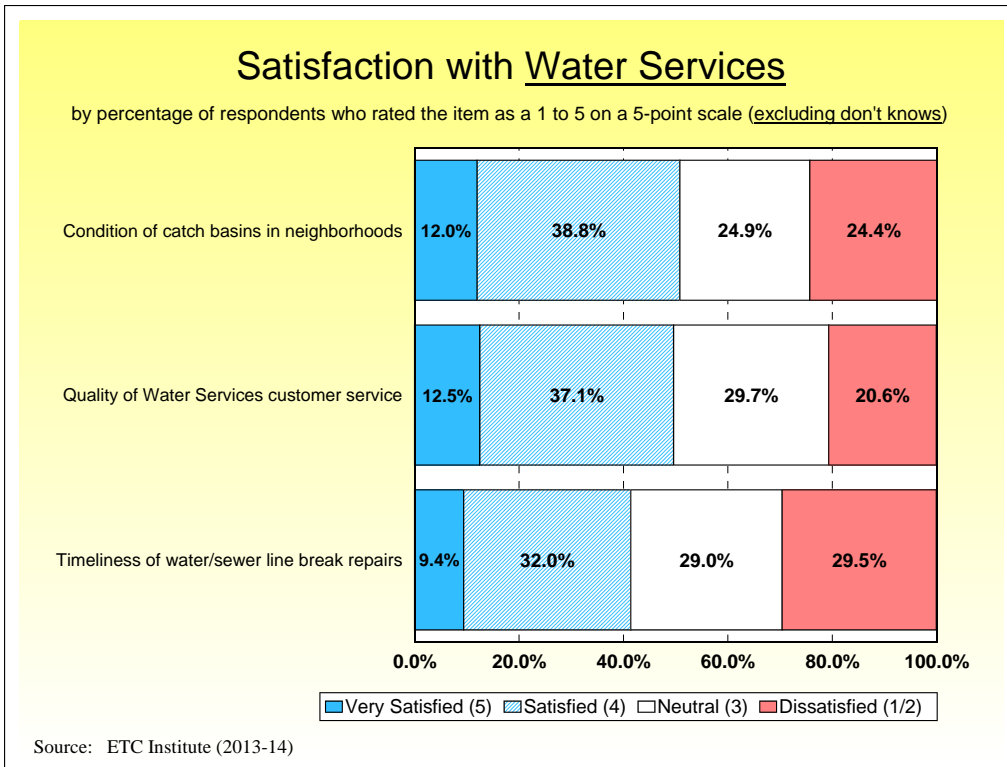
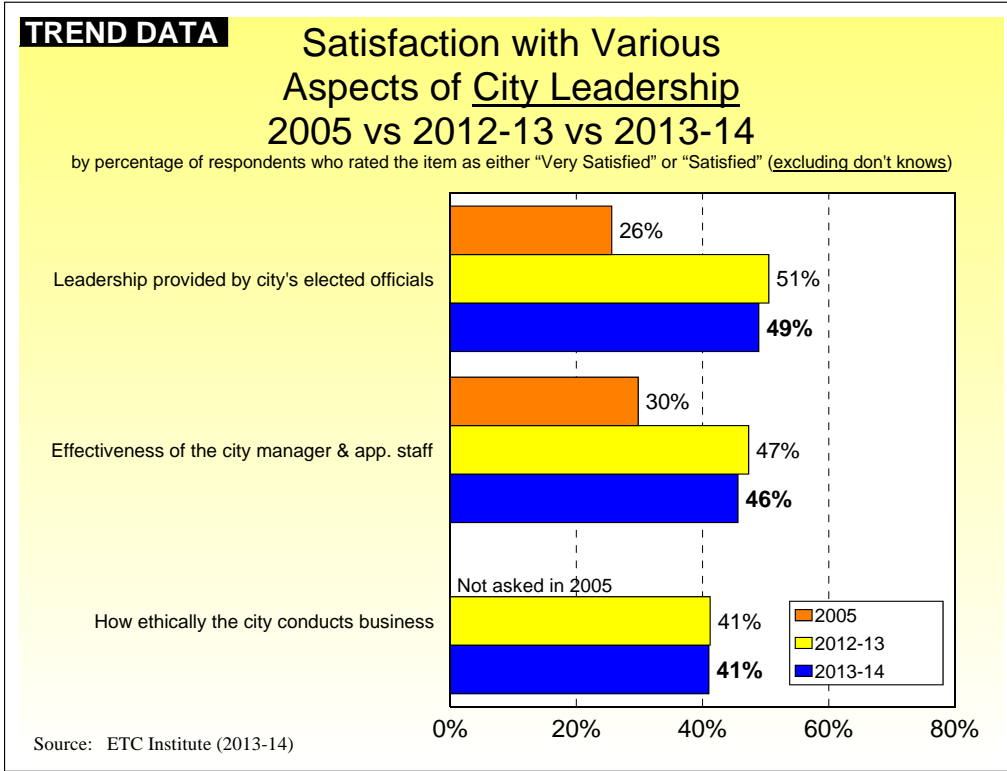


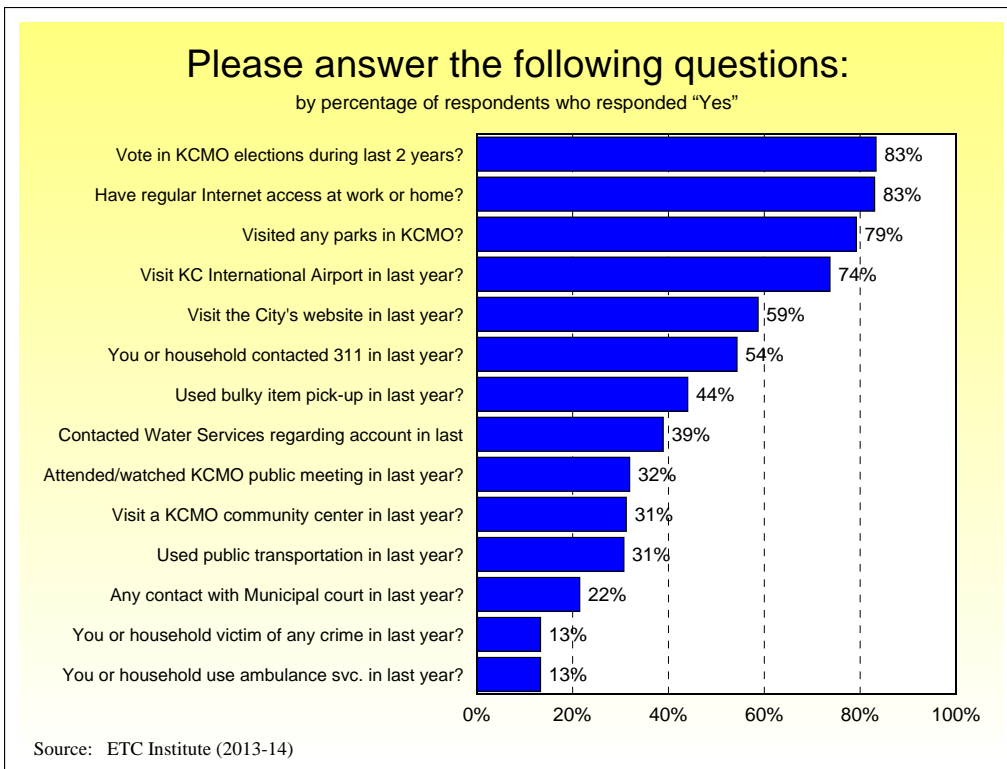
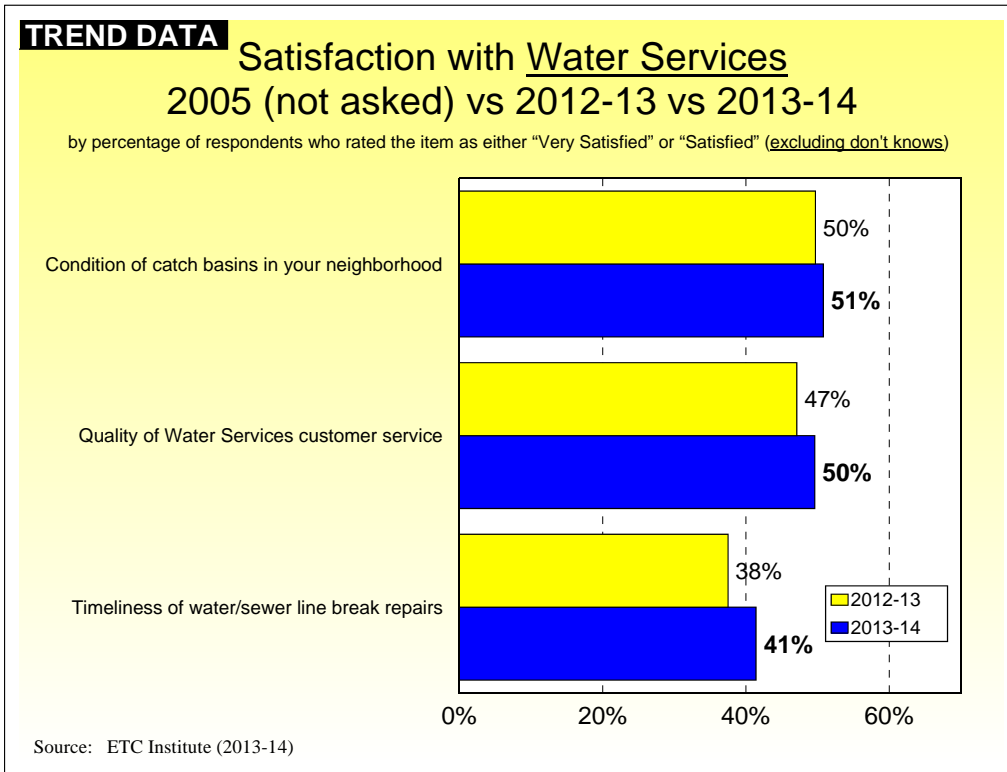


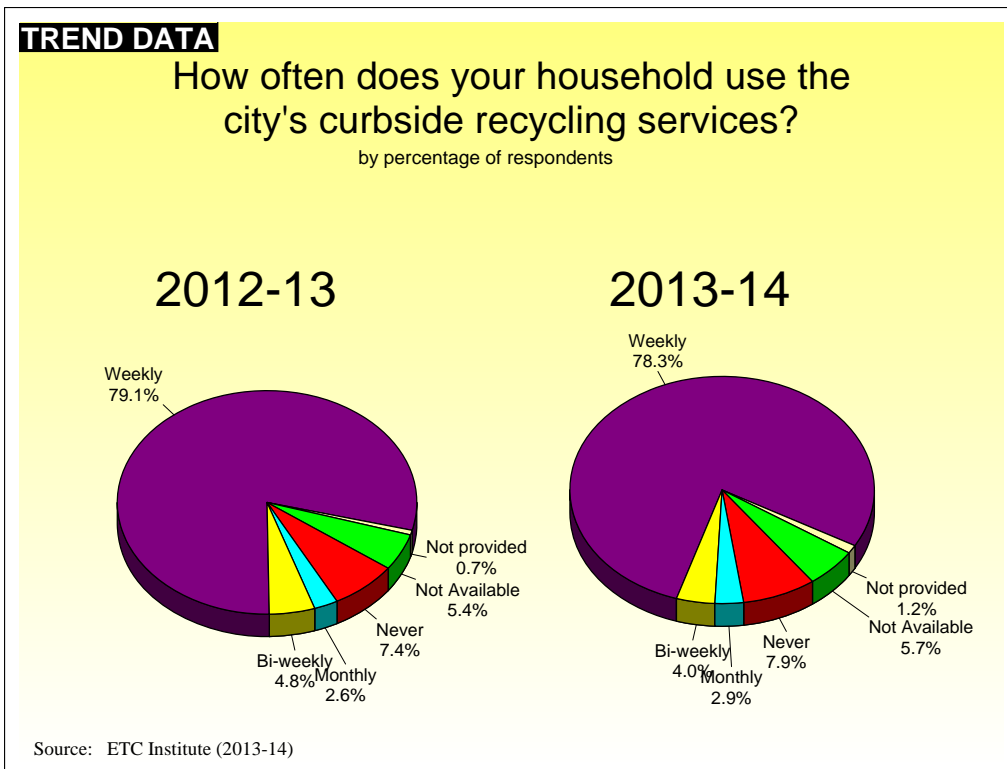
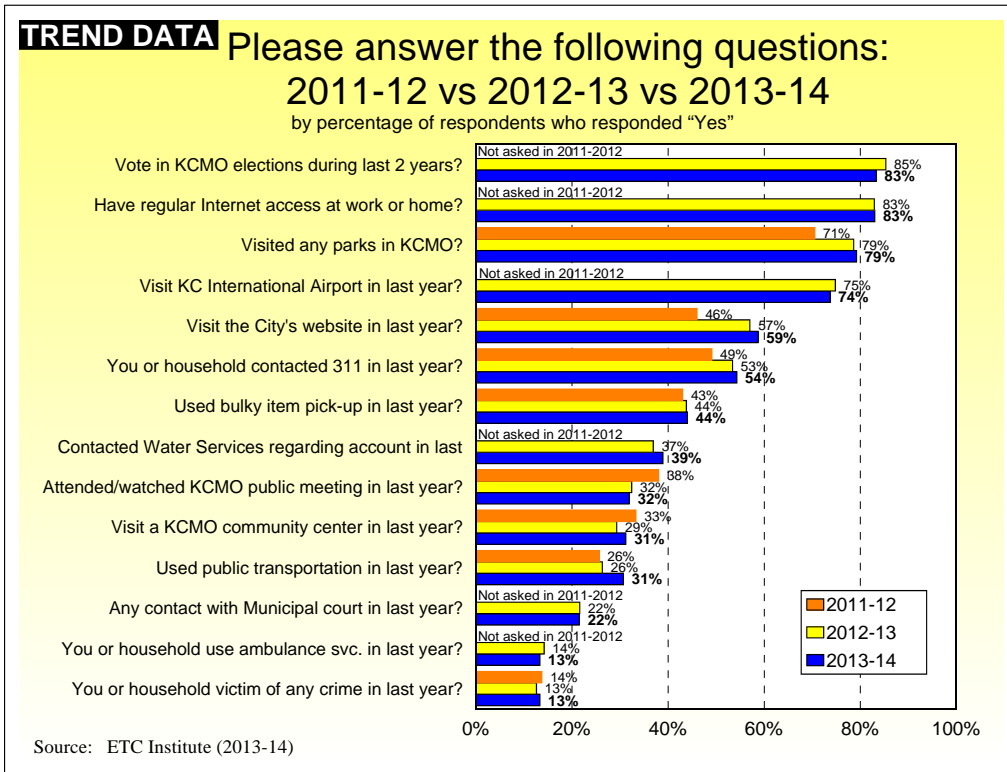


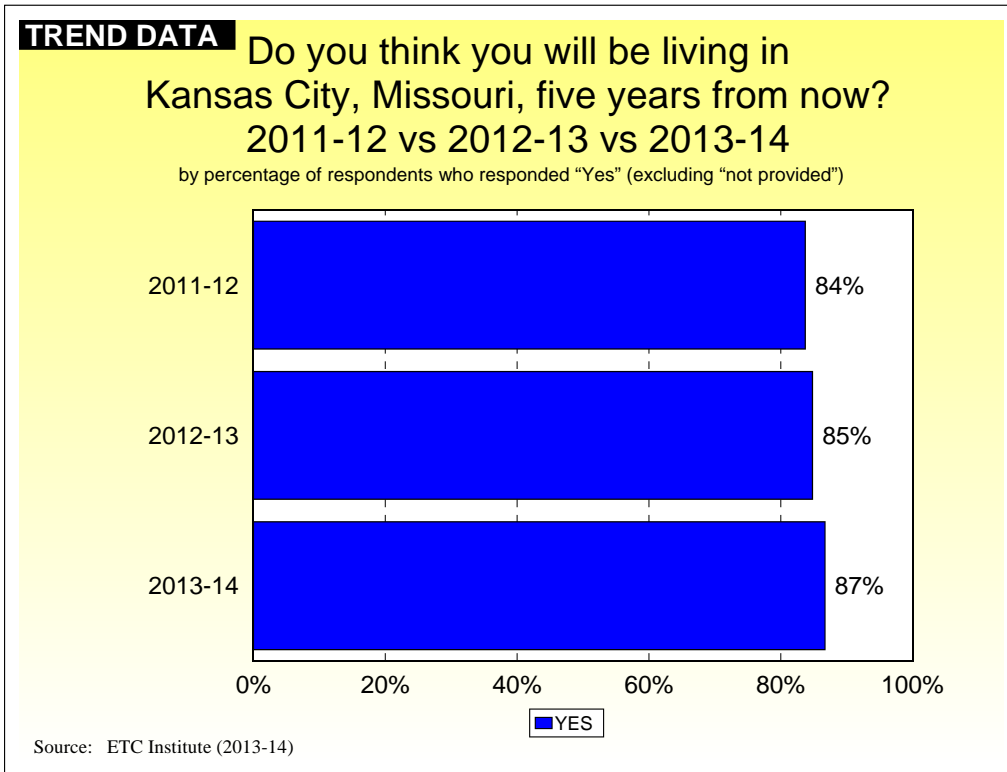












Section 2:
**Importance-Satisfaction
Matrix Analysis**

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-one percent (51.4%) of residents selected *the maintenance of streets, sidewalks & infrastructure* as one of the most important city services for the City to provide.

With regard to satisfaction, 27.8% of those surveyed rated *the maintenance of streets, sidewalks & infrastructure* as a “4” or a “5” on a 5-point scale excluding “don't know” responses. The I-S rating for *the maintenance of streets, sidewalks & infrastructure* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 51.4% was multiplied by 72.2% (1-0.278). This calculation yielded an I-S rating of 0.3711, 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
Very High Priority (IS >.20)						
Maintenance of streets, sidewalks & infrastructure	51.4%	1	27.8%	15	0.3711	1
High Priority (IS .10-.20)						
Quality of police services	34.6%	2	63.1%	4	0.1277	2
Quality of public transportation	20.7%	3	40.1%	14	0.1240	3
Medium Priority (IS <.10)						
Quality of neighborhood services	17.2%	5	45.3%	10	0.0941	4
Quality of city's stormwater runoff/mgmt system	13.7%	7	41.0%	13	0.0808	5
Quality of City water utilities	15.8%	6	58.2%	7	0.0660	6
Quality of fire & ambulance services	18.6%	4	75.6%	1	0.0454	7
Quality of customer service from city employees	8.1%	10	47.8%	9	0.0423	8
Effectiveness of city communication with public	7.2%	11	43.5%	12	0.0407	9
City parks/recreation programs/facilities	9.9%	9	61.4%	5	0.0382	10
Quality of solid waste services	10.2%	8	67.7%	3	0.0329	11
Quality of Health Department services	4.3%	13	56.0%	8	0.0189	12
Quality of airport facilities	6.2%	12	73.7%	2	0.0163	15
Quality of municipal court services	2.4%	15	44.0%	11	0.0134	14
Quality of the city's 311 service	3.4%	14	60.8%	6	0.0133	13

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

Kansas City, MO

Police Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
City's overall efforts to prevent crime	43.8%	1	44.3%	6	0.2440	1
High Priority (IS .10-.20)						
Visibility of police in neighborhoods	39.1%	2	51.5%	4	0.1896	2
How quickly police respond to emergencies	33.9%	3	54.4%	2	0.1546	3
Effectiveness of local police protection	28.3%	4	61.5%	1	0.1090	4
Medium Priority (IS <.10)						
Enforcement of local traffic laws	9.9%	5	52.0%	3	0.0475	5
Parking enforcement services	4.2%	6	47.8%	5	0.0219	6

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

Kansas City, MO

Fire and Emergency Medical 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>						
How quickly ambulance personnel respond	40.5%	2	72.7%	4	0.1106	1
<u>Medium Priority (IS <.10)</u>						
How quickly fire & rescue respond to emergencies	40.5%	1	80.4%	2	0.0794	2
Quality of local ambulance service	22.3%	4	73.3%	3	0.0595	3
Overall quality of local fire protection & rescue	28.7%	3	81.7%	1	0.0525	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.

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

<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>						
Maintenance of city streets	42.7%	1	28.0%	8	0.3074	1
<u>High Priority (IS .10-.20)</u>						
Snow removal on residential streets during the past 12 months	28.0%	2	39.8%	5	0.1686	2
Condition of sidewalks in the city	18.2%	3	26.0%	9	0.1347	3
Maintenance of streets in your neighborhood	18.1%	4	39.5%	6	0.1095	4
Condition of sidewalks in your neighborhood	16.8%	5	34.9%	7	0.1094	5
<u>Medium Priority (IS <.10)</u>						
Access to streets/sidewalks/buildings for people with disabilities	13.7%	7	45.9%	4	0.0741	6
Snow removal on major city streets during the past 12 months	14.4%	6	61.7%	1	0.0552	7
Adequacy of city street lighting	9.1%	8	60.2%	2	0.0362	8
Maintenance of street signs & traffic signals	6.0%	9	57.0%	3	0.0258	9

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating
Kansas City, MO
Neighborhood Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Property maintenance of vacant structures	28.6%	1	20.5%	9	0.2274	1
High Priority (IS .10-.20)						
Clean-up of litter/debris on private property	27.2%	2	28.8%	6	0.1937	2
City efforts to clean-up illegal dumping sites	22.3%	3	29.5%	5	0.1572	3
Mowing/cutting of weeds on private property	20.3%	4	27.7%	8	0.1468	4
Exterior maintenance of residential property	16.0%	6	27.9%	7	0.1154	5
Medium Priority (IS <.10)						
Exterior maintenance of residential property in your neighborhood	16.3%	5	41.5%	2	0.0954	6
Quality of animal control	12.9%	7	44.6%	1	0.0715	7
Timeliness of removal of abandoned cars	5.6%	8	33.8%	4	0.0371	8
Removal of signs in right of way of city streets	5.2%	9	37.7%	3	0.0324	9

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating
Kansas City, MO
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>						
Guarding against food poisoning through restaurant inspections	26.5%	2	59.8%	4	0.1065	1
Preventing the spread of infectious diseases	30.2%	1	64.8%	1	0.1063	2
<u>Medium Priority (IS <.10)</u>						
Protection from exposure to environmental risks	19.3%	4	50.8%	6	0.0950	3
Protection from new or unusual health threats	25.2%	3	62.5%	2	0.0945	4
Encouraging access to healthy fruits/vegetables, safe places to exercise, and non-smoking environments	18.7%	5	54.6%	5	0.0849	5
Communication regarding public health concerns	17.7%	6	61.6%	3	0.0680	6

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

Kansas City, MO

Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Level of public involvement in decision making	42.2%	2	33.5%	5	0.2806	1
Availability of info about city programs/services	48.8%	1	53.2%	2	0.2284	2
High Priority (IS .10-.20)						
Overall usefulness of the city's website	28.1%	3	53.4%	1	0.1309	3
Medium Priority (IS <.10)						
Quality of KCMO's gov't cable TV channel	10.4%	4	45.8%	3	0.0564	4
Content in the City's magazine, KCMore	9.7%	5	45.5%	4	0.0529	5

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

Most Important %:

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

Satisfaction %:

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

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>						
Mowing & tree trimming along streets/public areas	20.9%	2	49.4%	7	0.1058	1
<u>Medium Priority (IS <.10)</u>						
The city's youth athletic programs	13.5%	5	40.4%	14	0.0805	2
Walking and biking trails in the city	16.1%	3	55.0%	5	0.0725	3
Maintenance of city parks	23.4%	1	71.1%	1	0.0676	4
Maintenance of boulevards & parkways	13.7%	4	65.7%	3	0.0470	5
Programs & activities at community centers	9.0%	7	48.2%	9	0.0466	6
City swimming pools and programs	7.0%	9	40.7%	13	0.0415	7
Reasonableness of fees charged for rec. programs	7.2%	8	44.6%	10	0.0399	8
Quality of communication from Parks and Recreation	6.4%	10	41.4%	12	0.0375	9
Quality of facilities, picnic shelters, playgrounds	10.6%	6	65.8%	2	0.0363	10
Customer service from Parks/Recreation employees	6.0%	11	49.1%	8	0.0305	11
Quality of outdoor athletic fields	5.5%	12	63.0%	4	0.0204	12
Maintenance & appearance of community centers	4.1%	13	54.5%	6	0.0187	13
Ease of registering for programs	2.4%	14	44.5%	11	0.0133	14

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating
Kansas City, MO
Solid Waste Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Cleanliness of city streets & other public areas	46.3%	1	47.4%	5	0.2435	1
High Priority (IS .10-.20)						
Overall quality of leaf & brush pick-up services	28.2%	2	53.9%	4	0.1300	2
Overall quality of bulky item pick-up services	26.5%	3	61.2%	3	0.1028	3
Medium Priority (IS <.10)						
Overall quality of trash collection services	23.9%	4	80.8%	1	0.0459	4
Overall quality of curbside recycling services	19.4%	5	77.9%	2	0.0429	5

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

Kansas City, MO

Airport

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
Food, beverage, and other concessions	28.5%	2	42.3%	6	0.1644	1
Price of parking	29.1%	1	54.6%	5	0.1321	2
<u>Medium Priority (IS <.10)</u>						
Ease of moving through airport security	27.5%	3	76.3%	1	0.0652	3
Availability of parking	20.0%	4	72.7%	3	0.0546	4
Cleanliness of facilities	16.2%	5	75.9%	2	0.0390	6
Helpfulness of signs and other directions	11.7%	6	72.7%	4	0.0319	5

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

Most Important %:

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

Satisfaction %:

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

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.

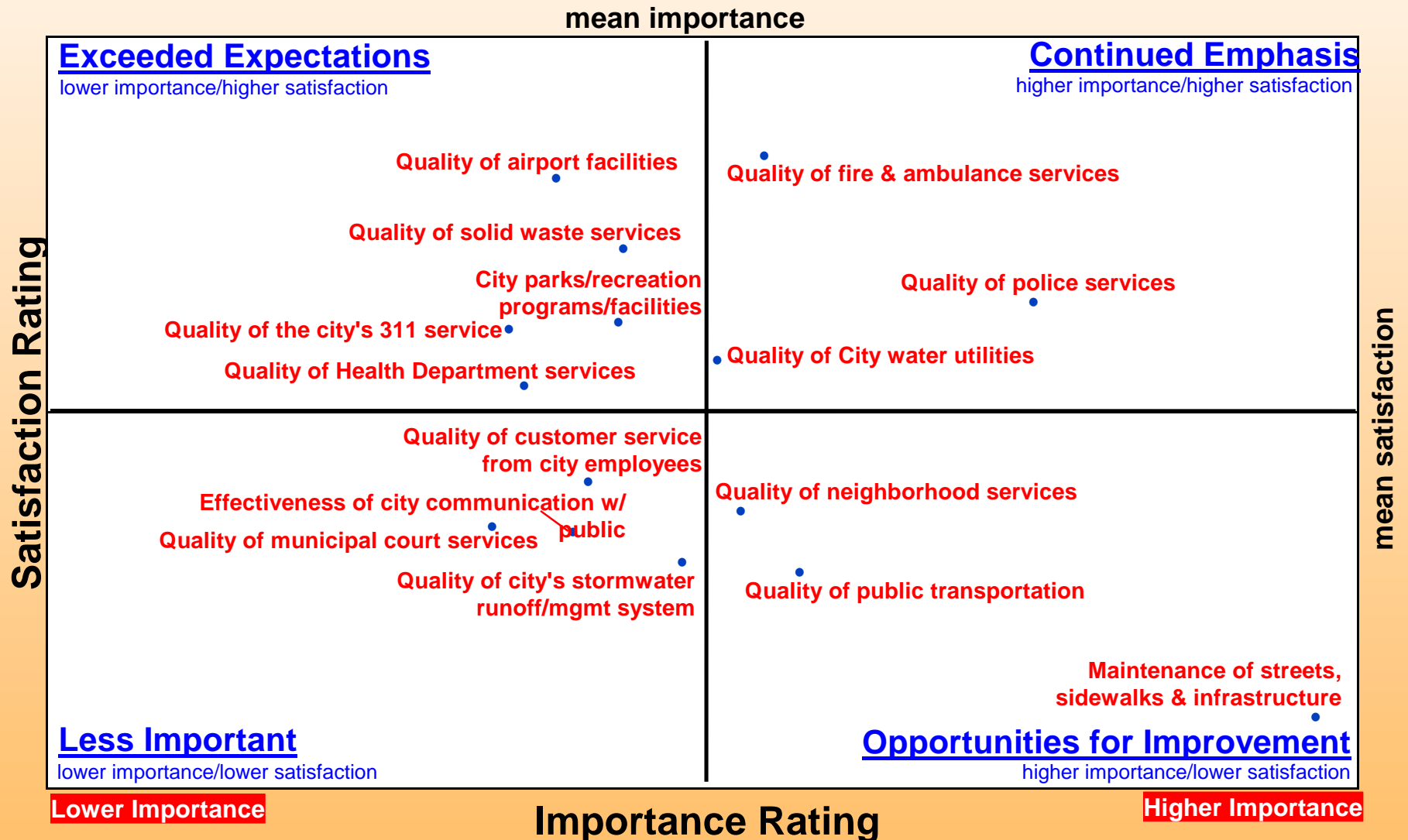
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

2014 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

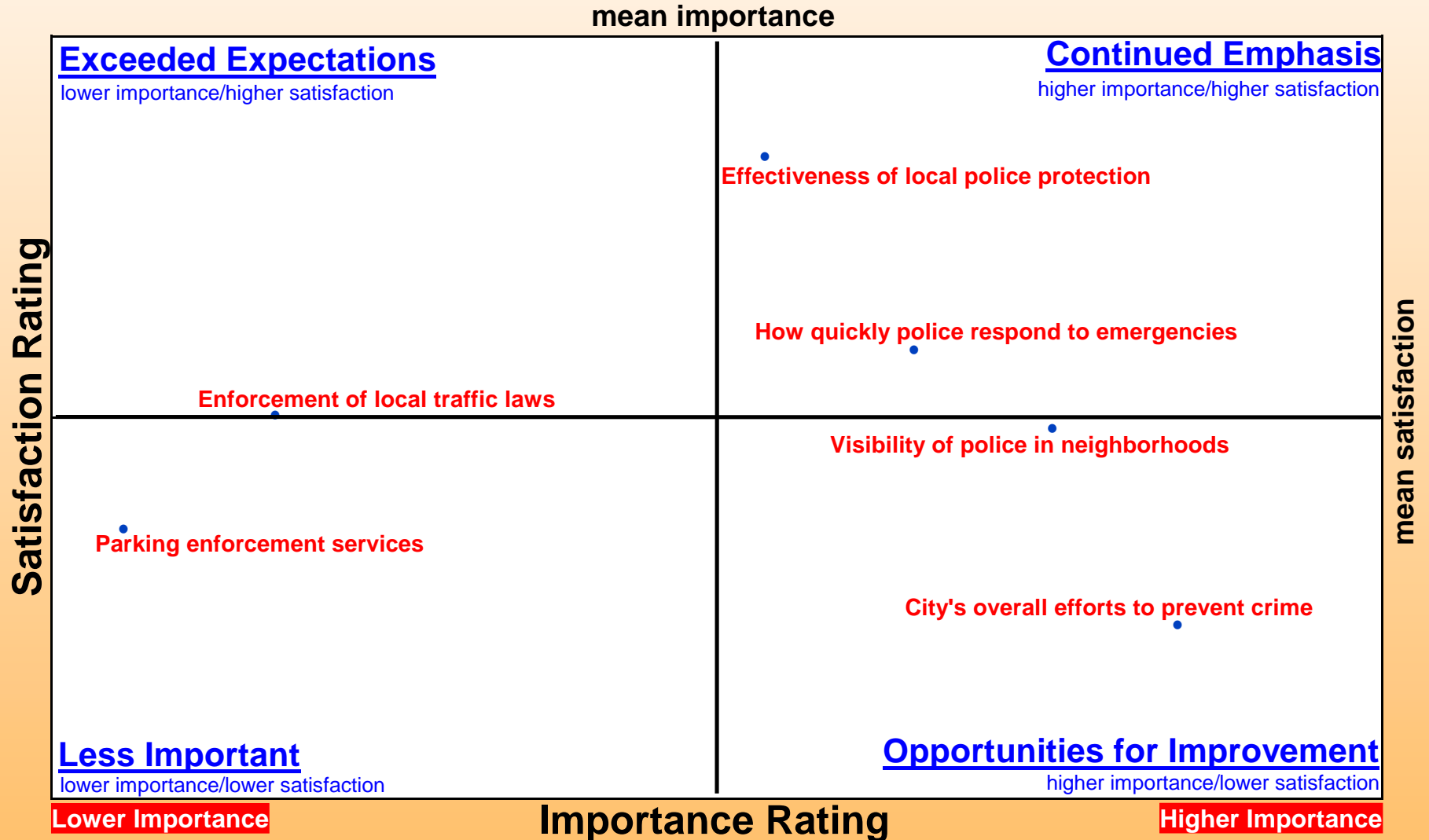
-Overall-

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



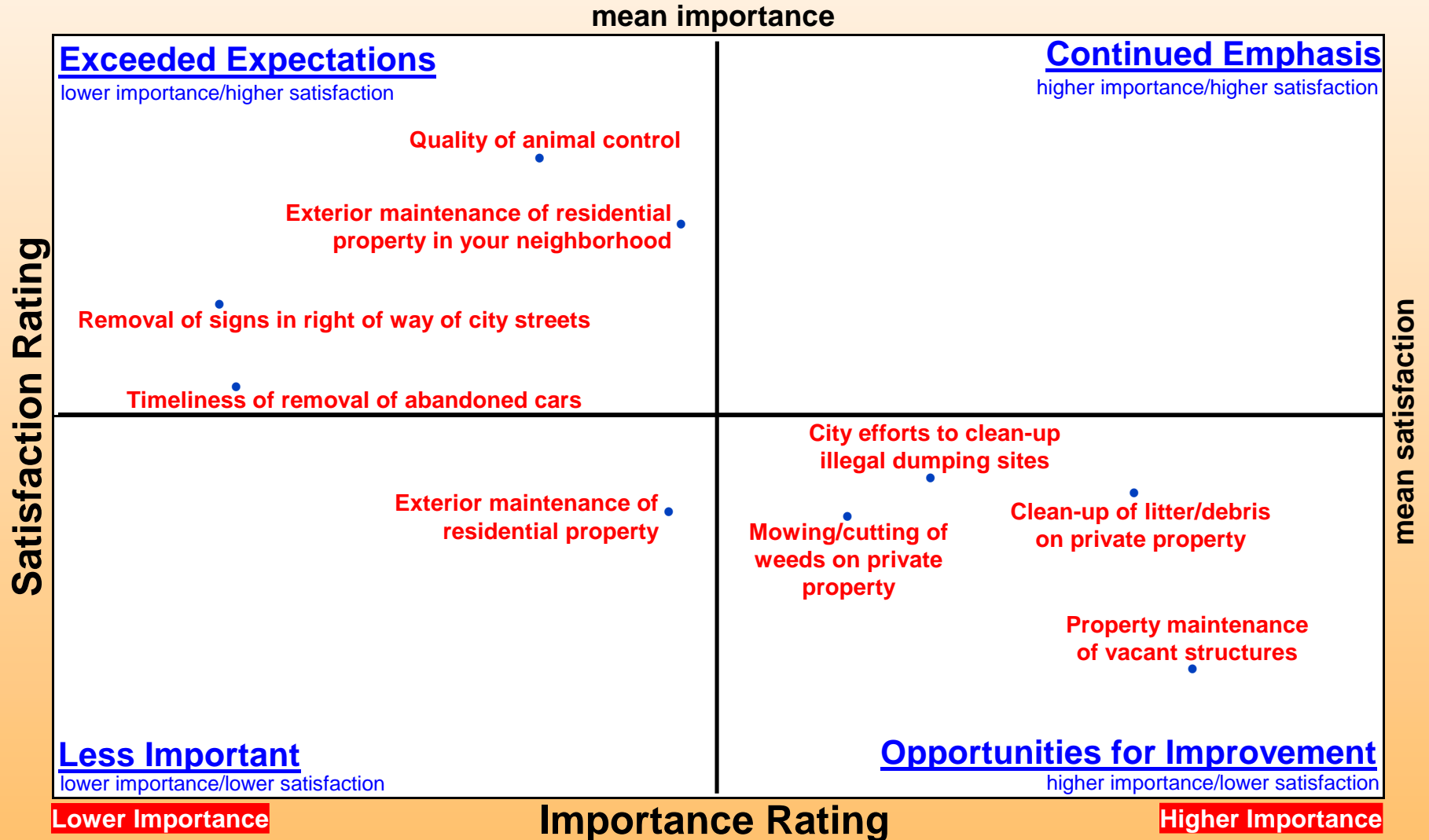
2014 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Police Services-

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



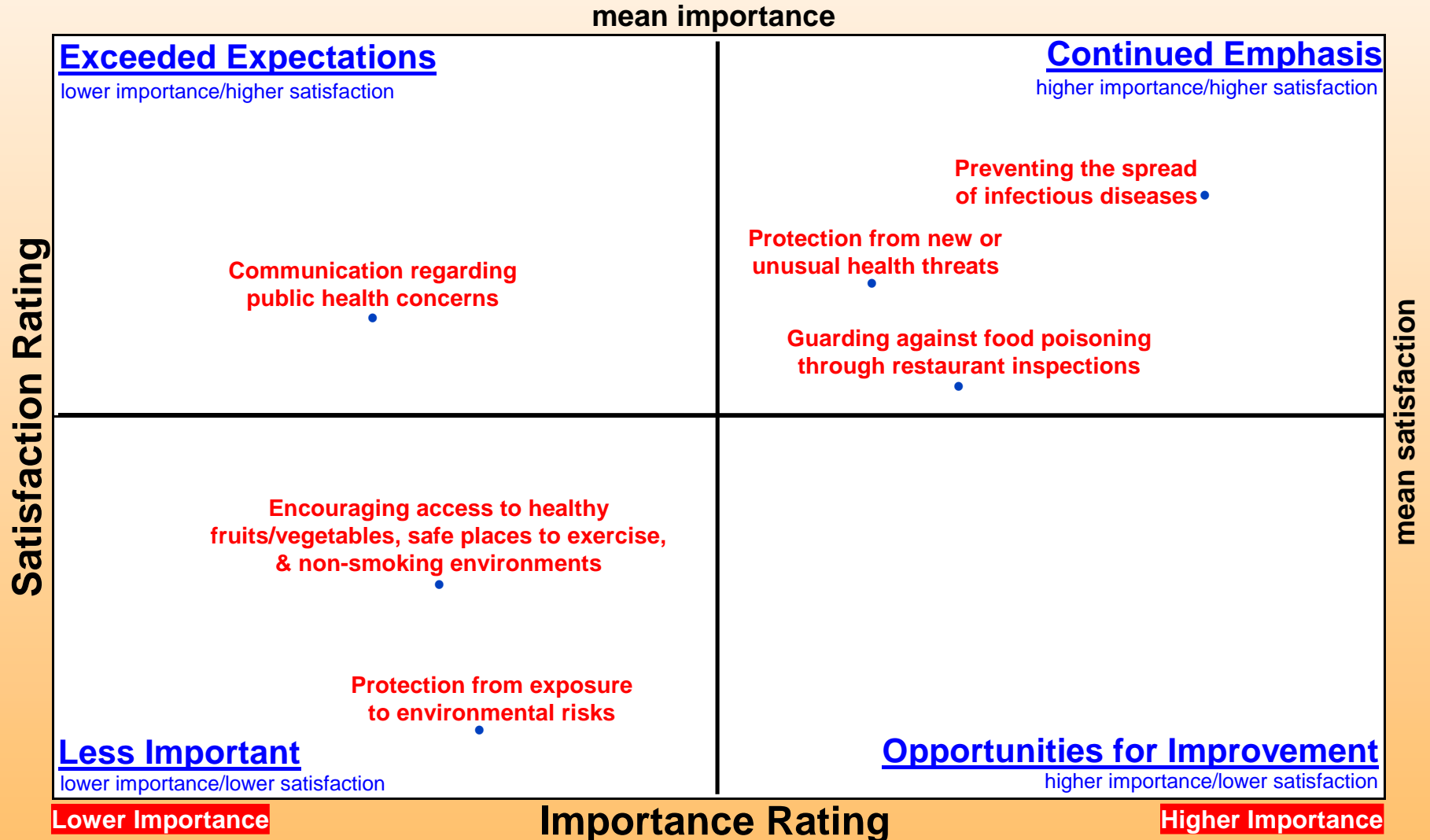
2014 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Neighborhood Services-

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



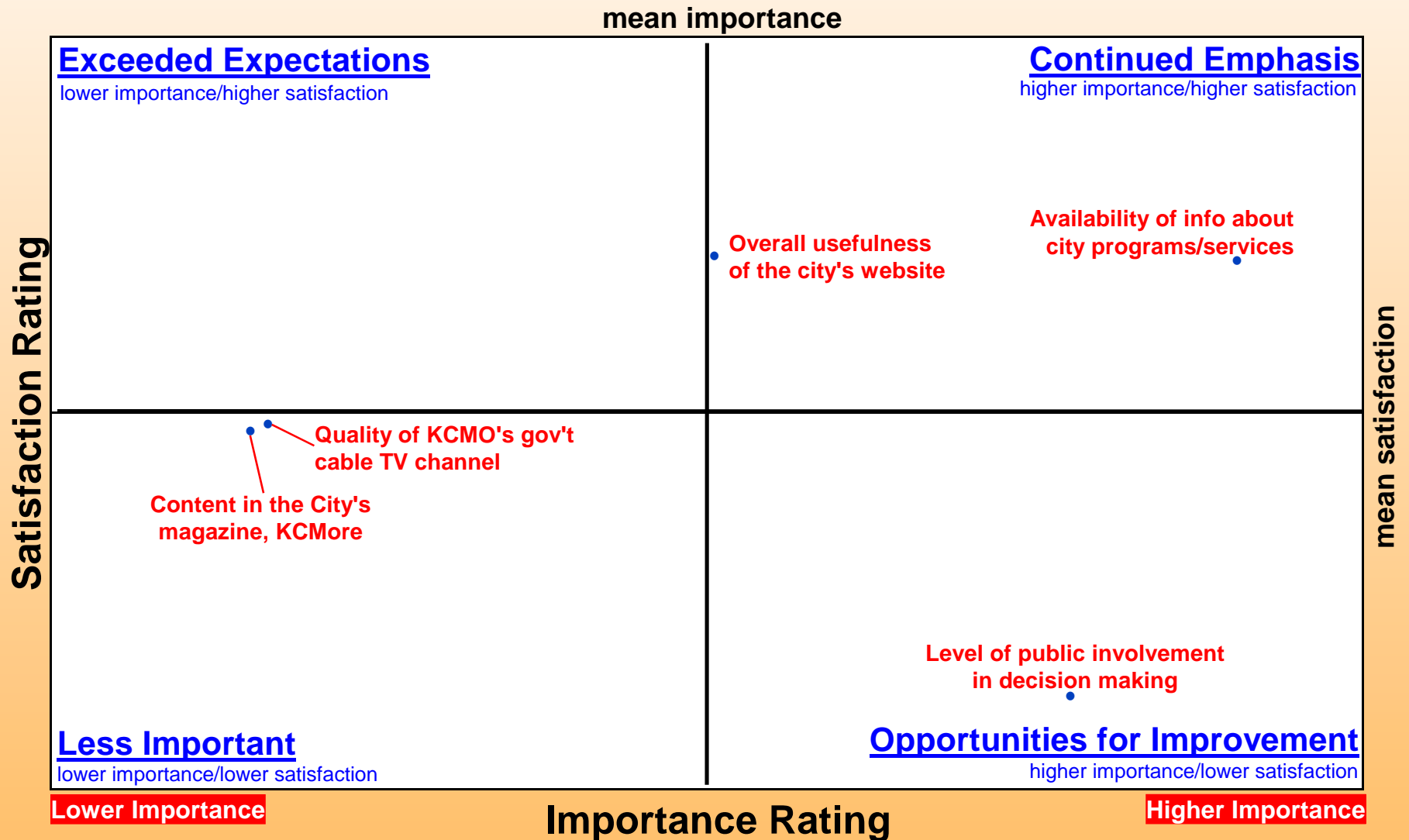
2014 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Health Department-

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



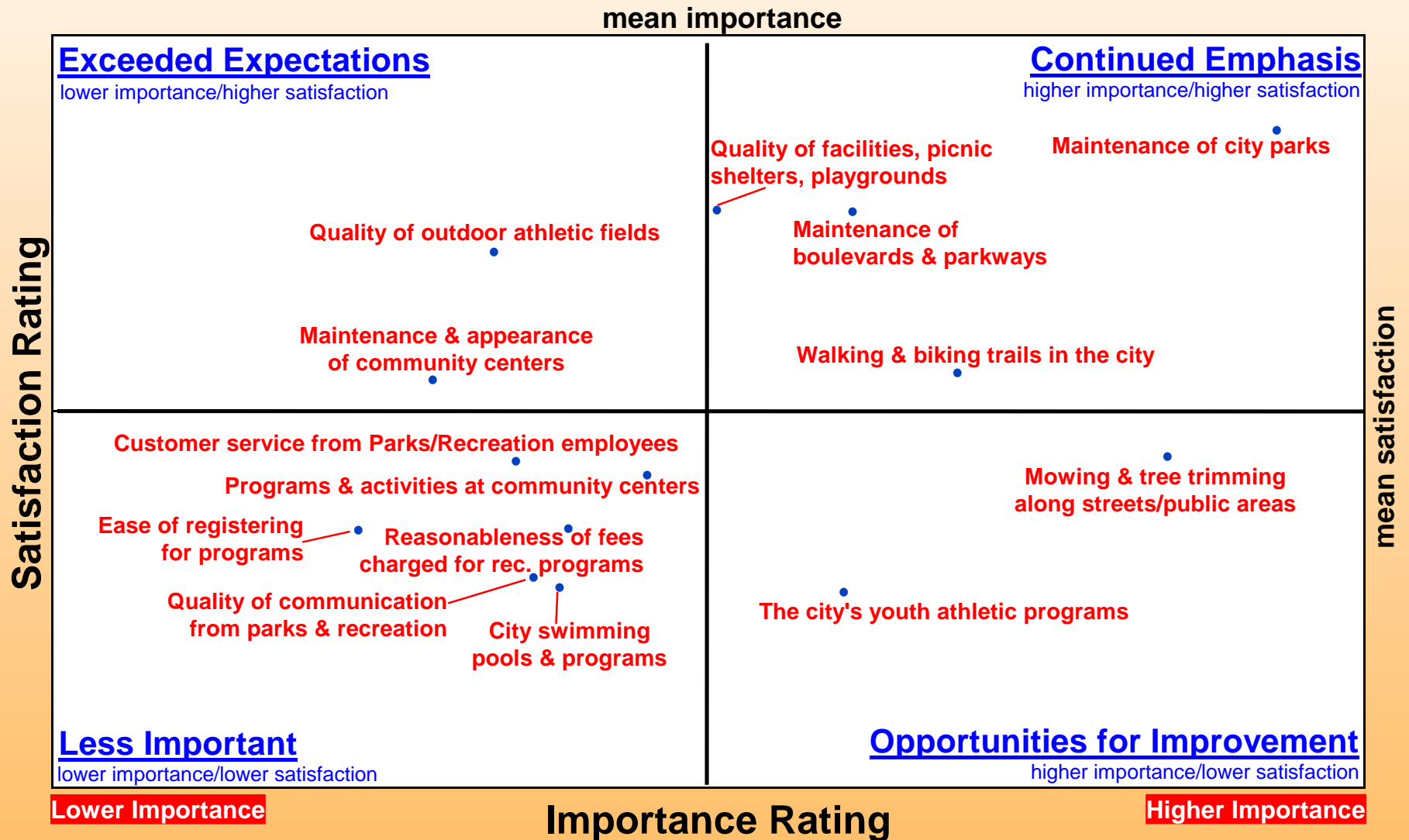
2014 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Communication-

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



2014 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreation-

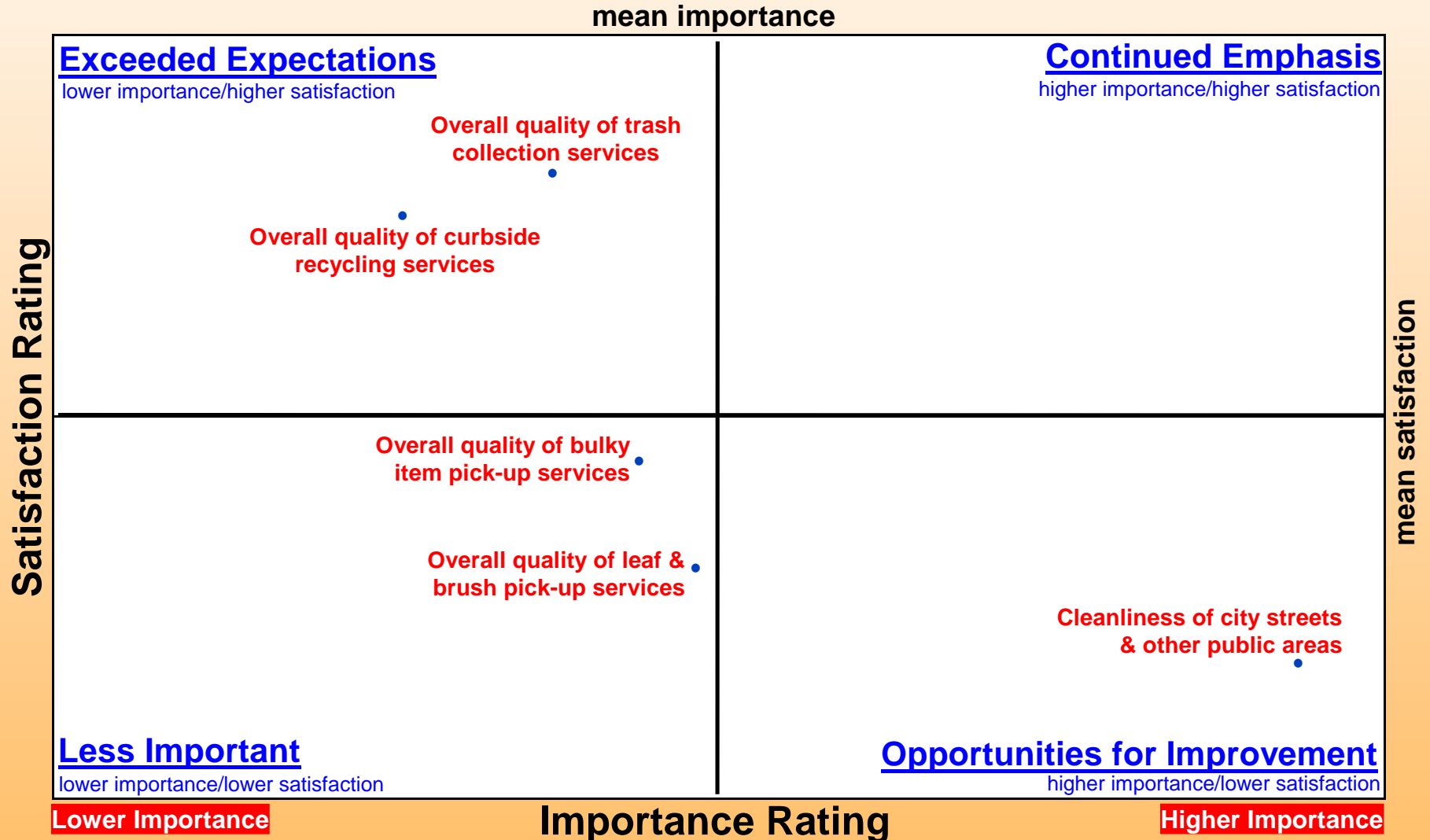
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2014 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Solid Waste Services-

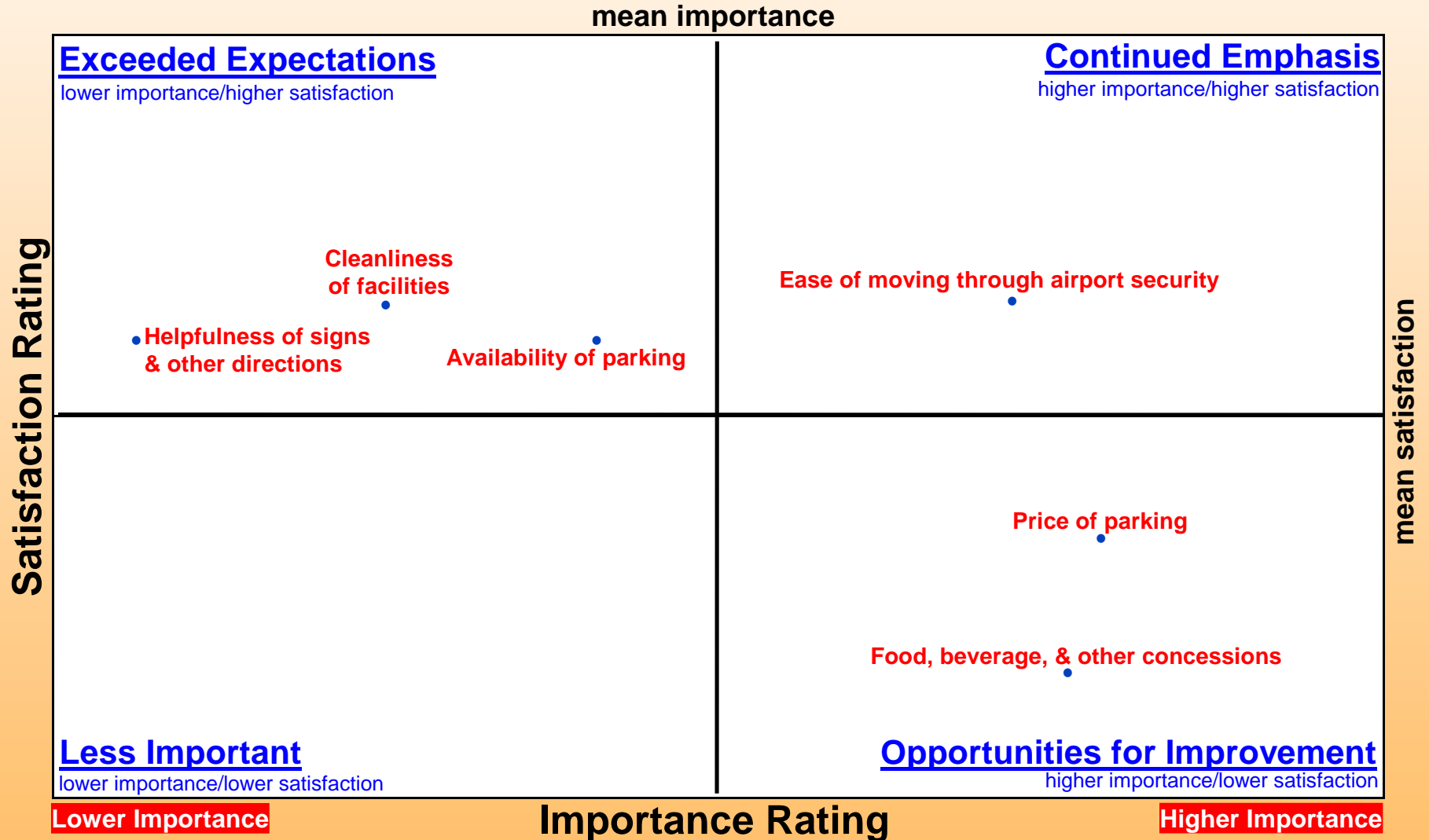
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2014 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Airport-

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



Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2014 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 July 2013 to a random sample 332 residents in the continental United States living in cities with a population of 250,000 or more, (2) a regional survey that was administered by ETC Institute during July 2013 to a random sample of 454 residents living in Kansas and Missouri, (3) the results from individual central U.S. cities where the *DirectionFinder*® Survey has been conducted over the past two years were used as the basis for developing some selected head-to-head comparisons and (4) surveys that have been administered by ETC Institute in 31 communities in the Kansas City metro area. Some of the Kansas and Missouri communities represented in this report include:

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

National/Regional Benchmarks. The first set of charts on the following pages show how the overall results for the City of Kansas City, Missouri compares to the national average for large cities (population of 250,000 or more) based on the results of a survey that was administered by ETC Institute to a random sample of 332 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 454 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.

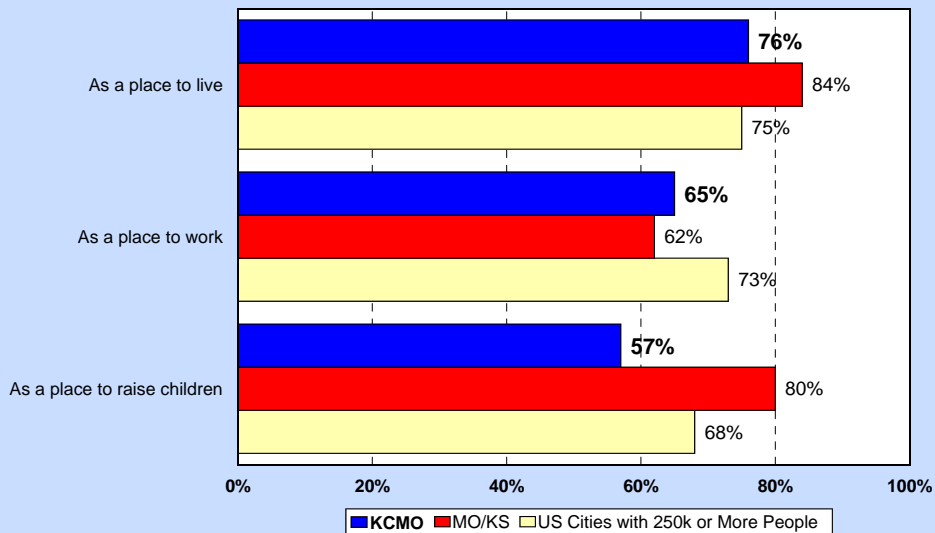
Kansas City Metro Benchmarks. The third set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 31 communities listed on the previous page for several areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area communities listed on the previous page. The actual ratings for the City of Kansas City, Missouri are listed to the right of each chart. The dot on each bar shows how the results for the City of Kansas City, Missouri compares to the other communities in the Kansas City area where the DirectionFinder® survey has been administered.

National and Regional Benchmarks

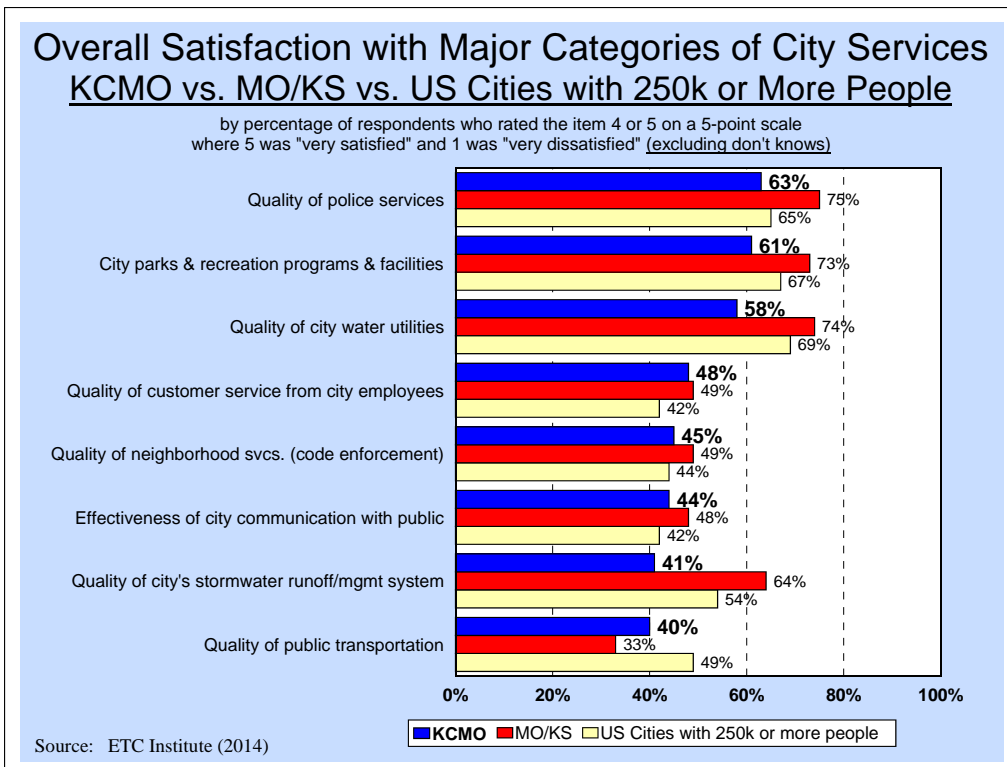
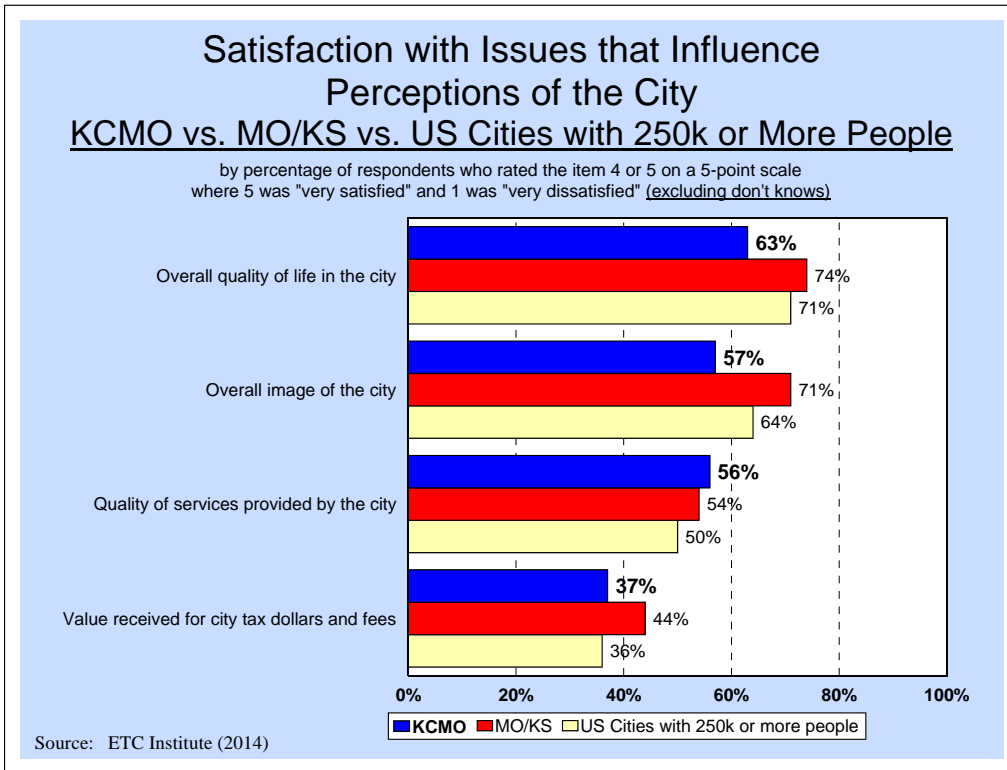
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of KCMO is not authorized without written consent from ETC Institute.

Overall Ratings of the Community KCMO vs. MO/KS vs. US Cities with 250k or More People

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

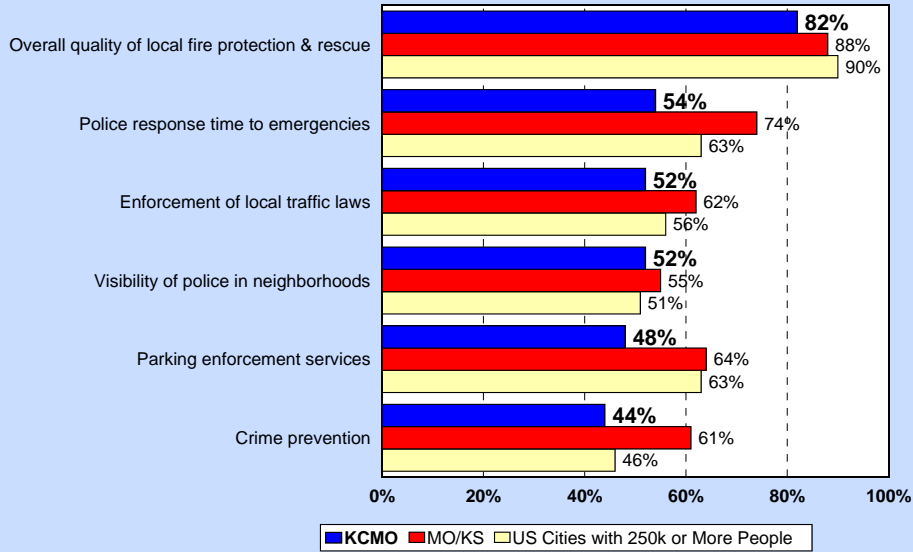


Source: ETC Institute (2014)



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

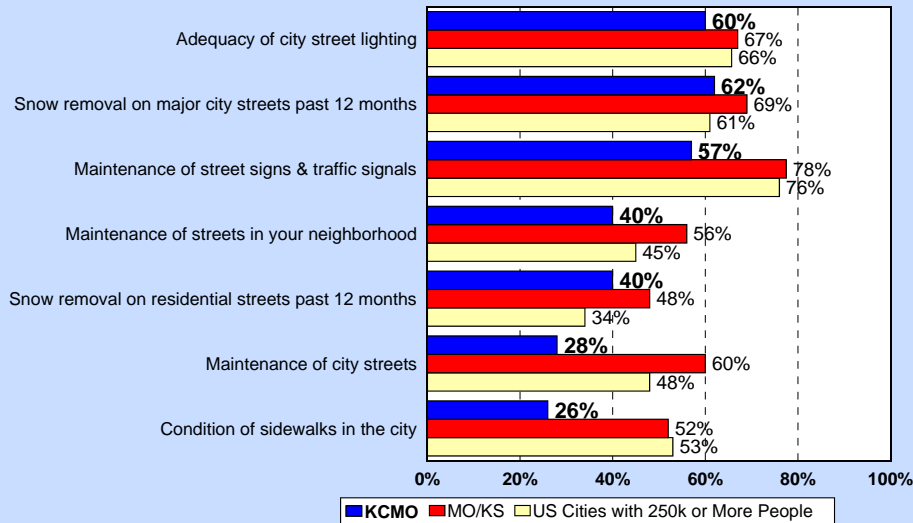
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2014)

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

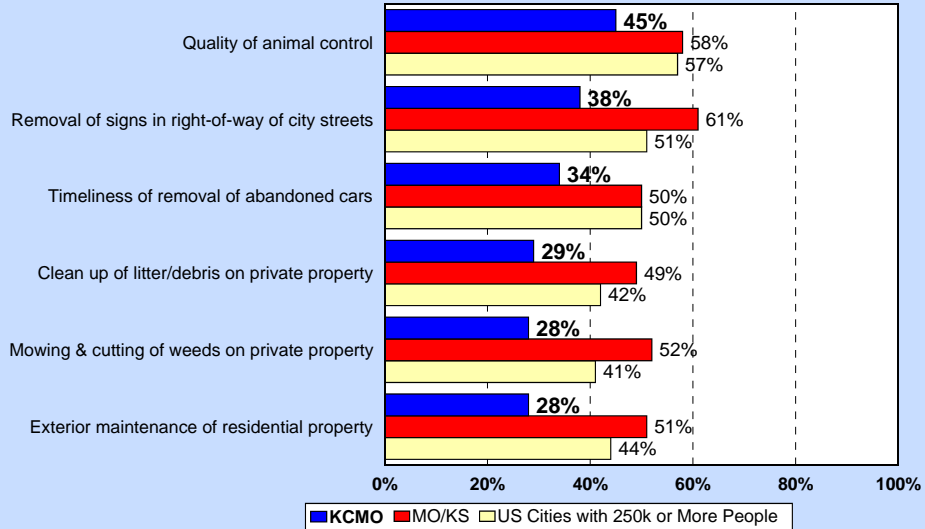
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2014)

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

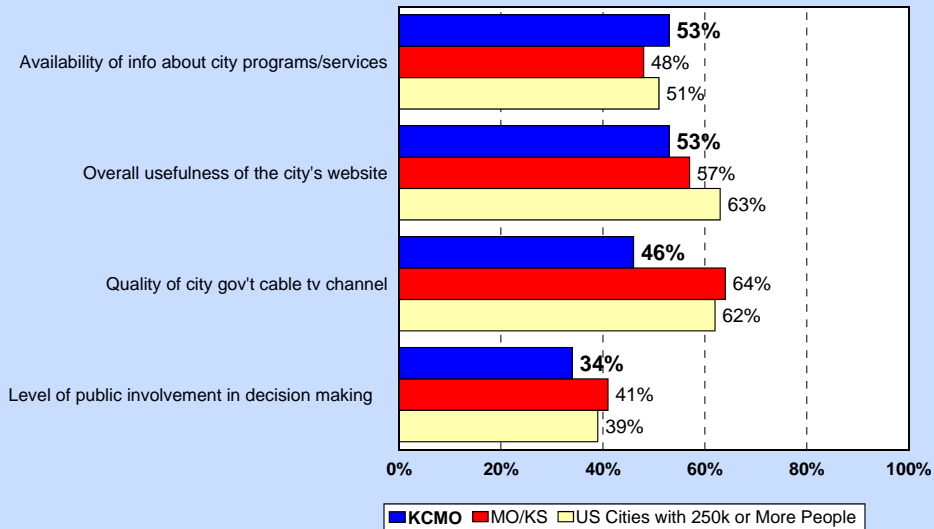
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2014)

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

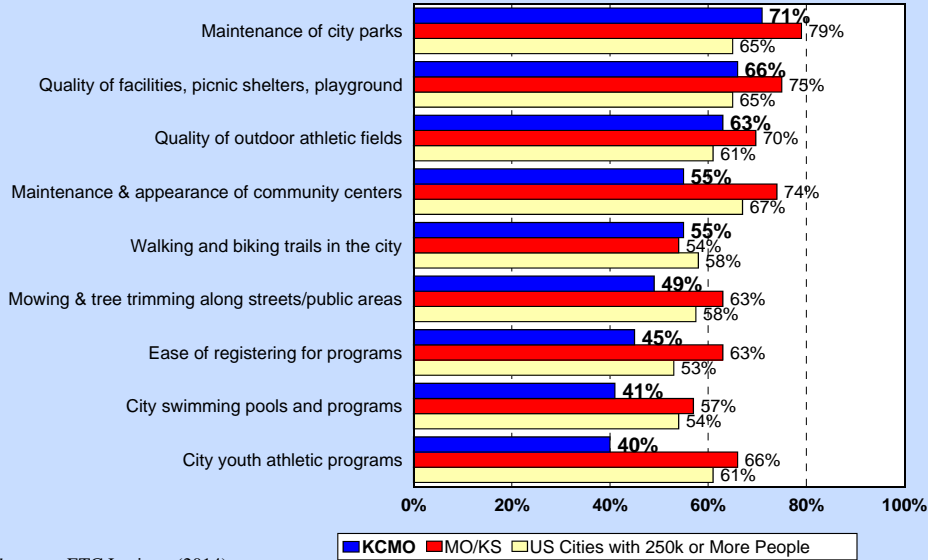
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2014)

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

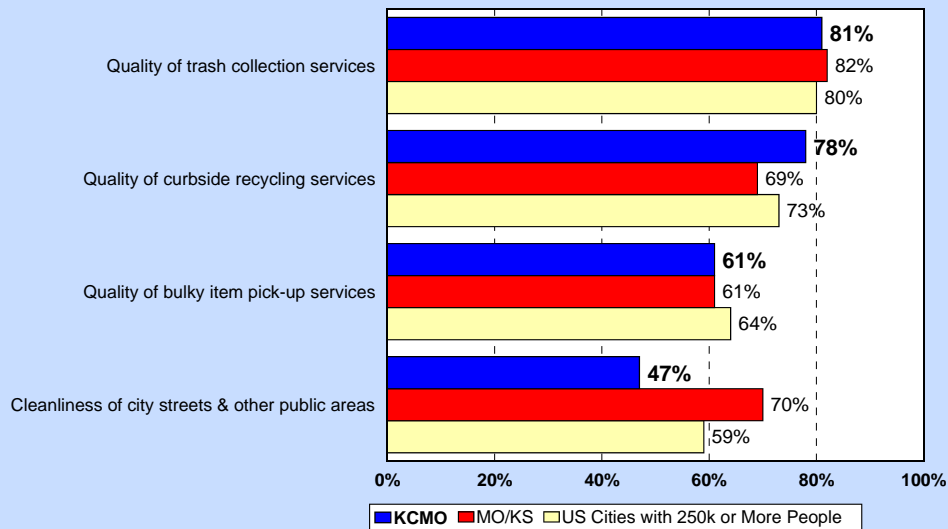
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2014)

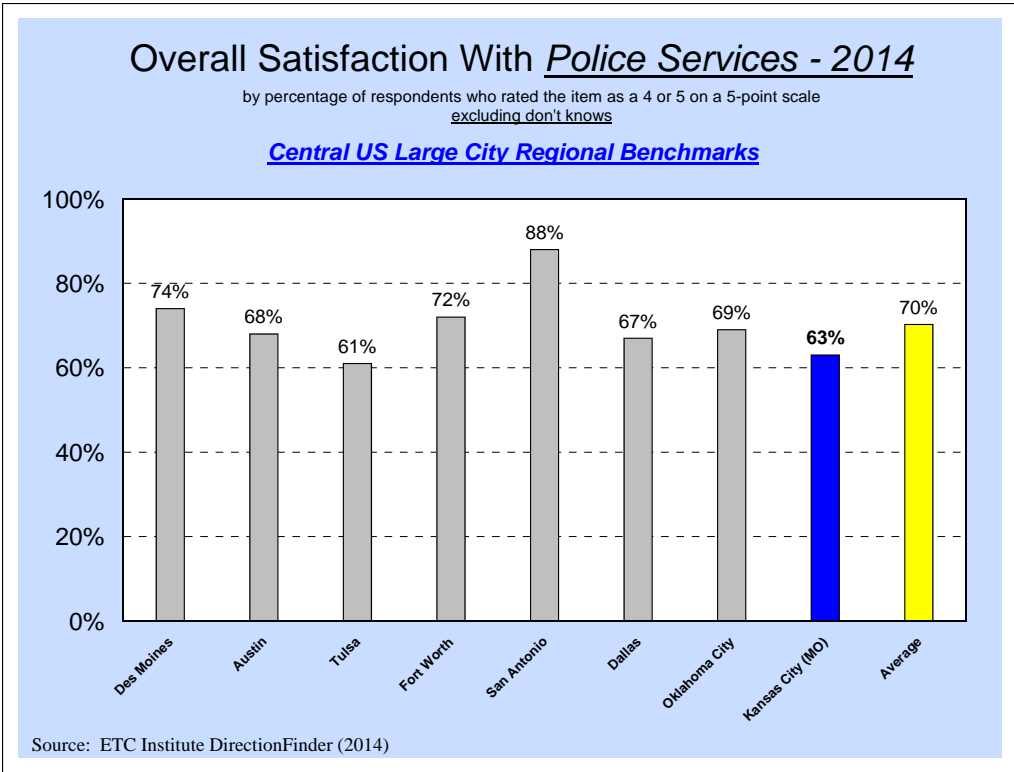
Overall Satisfaction with Solid Waste Services KCMO vs. MO/KS vs. US Cities with 250k or More People

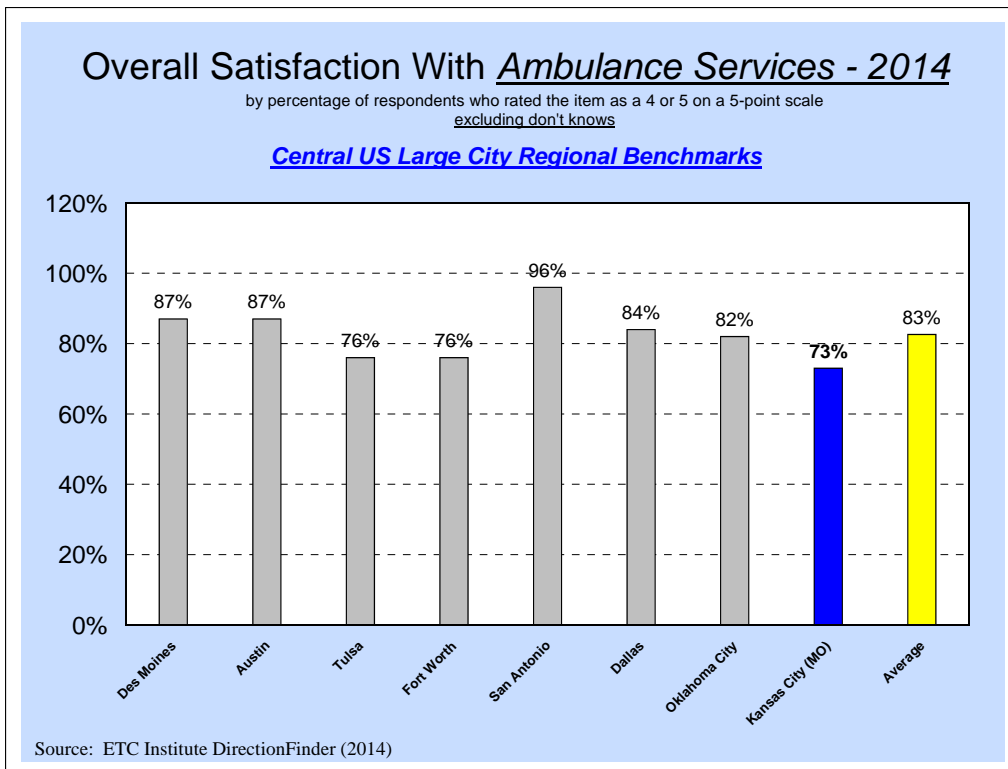
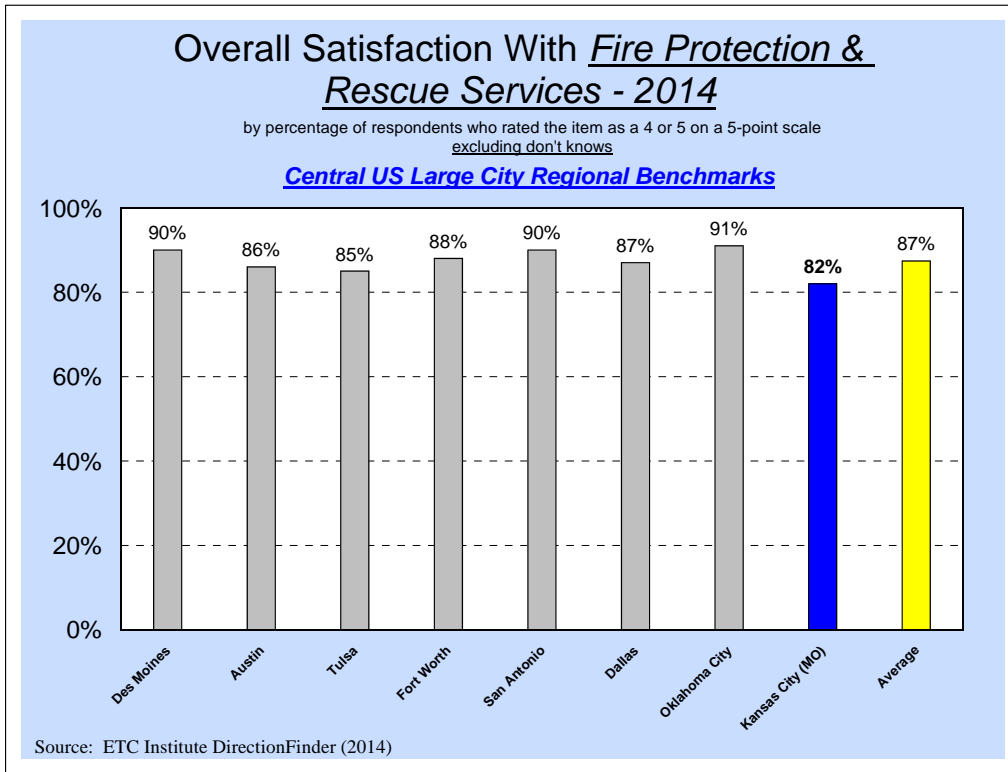
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2014)

Selected Head-to-Head Comparisons

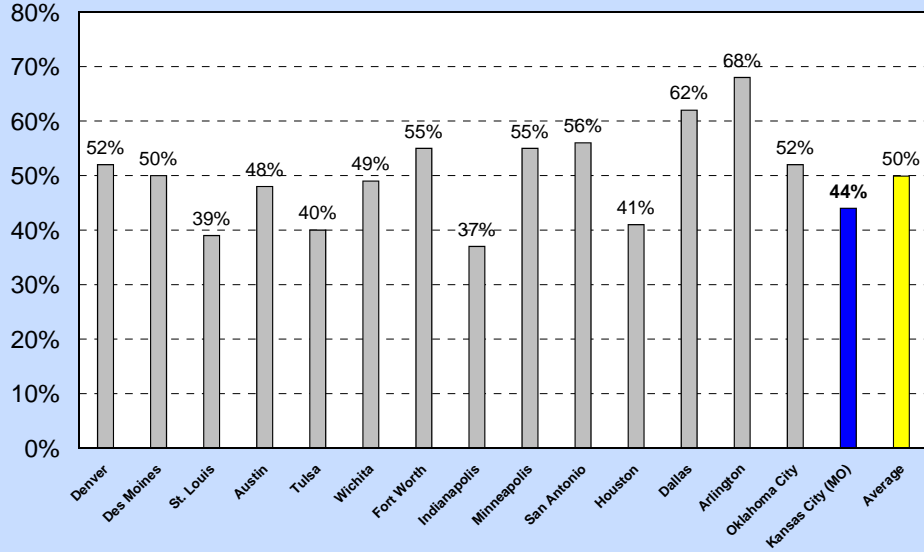




Overall Satisfaction With City Communications - 2014

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

Central US Large City Regional Benchmarks

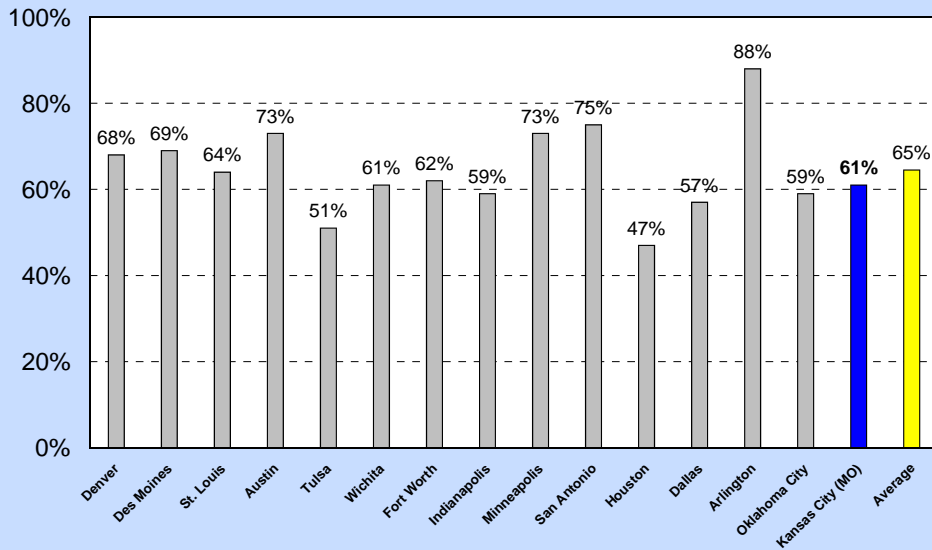


Source: ETC Institute DirectionFinder (2014)

Overall Satisfaction With Parks and Recreation - 2014

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

Central US Large City Regional Benchmarks

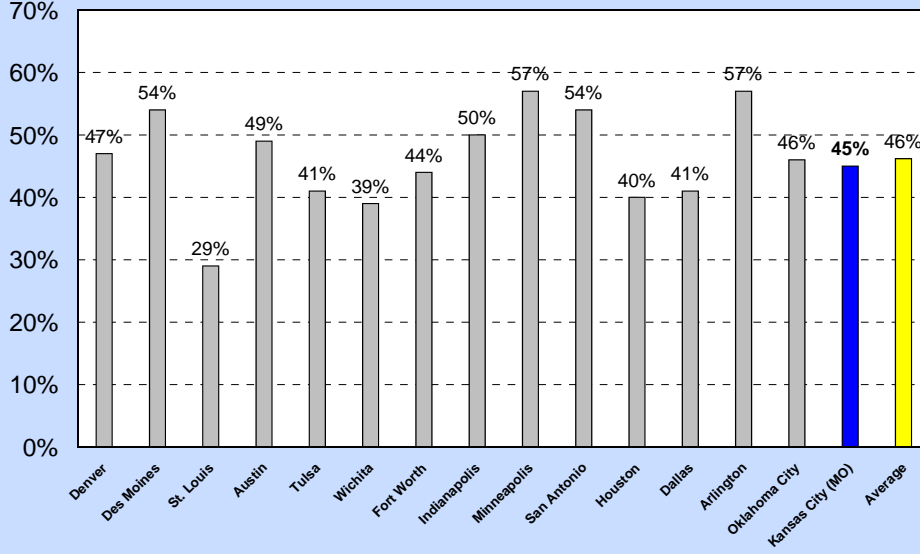


Source: ETC Institute DirectionFinder (2014)

Overall Satisfaction With Neighborhood Services (Code Enforcement) - 2014

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

Central US Large City Regional Benchmarks

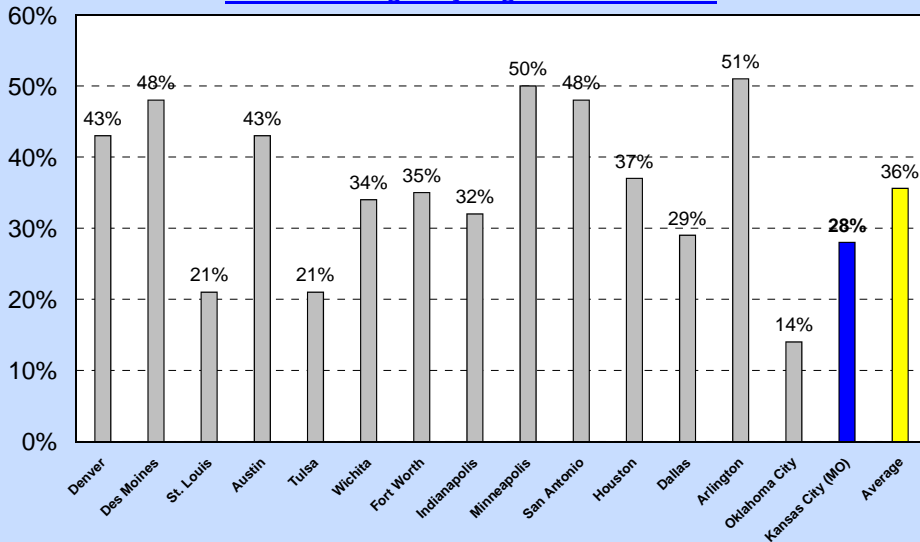


Source: ETC Institute DirectionFinder (2014)

Overall Satisfaction With Maintenance of Streets, Sidewalks and Infrastructure - 2014

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

Central US Large City Regional Benchmarks



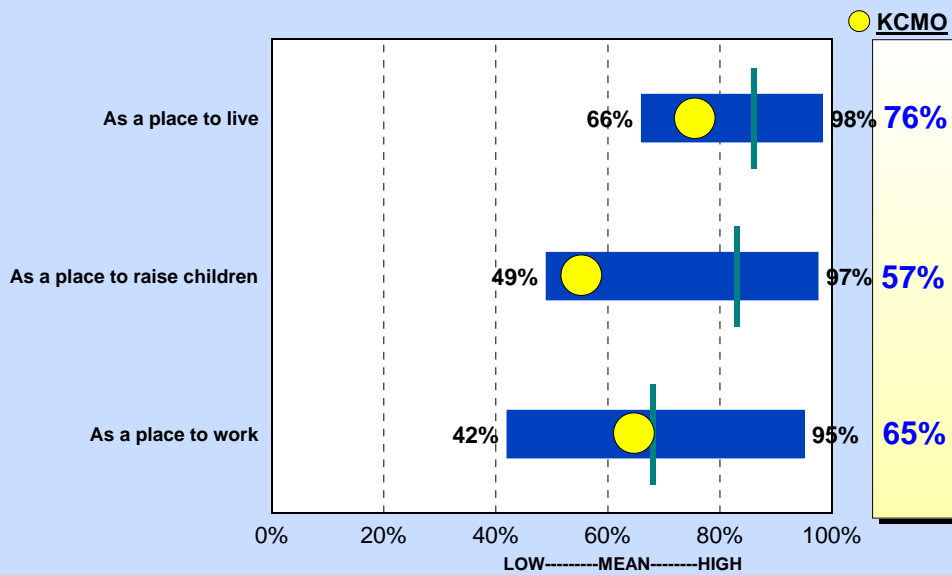
Source: ETC Institute DirectionFinder (2014)

Metropolitan Kansas City Area Benchmarks

Source: ETC Institute DirectionFinder (2014)

Overall Ratings Residents Have of the City in Which They Live in 2014

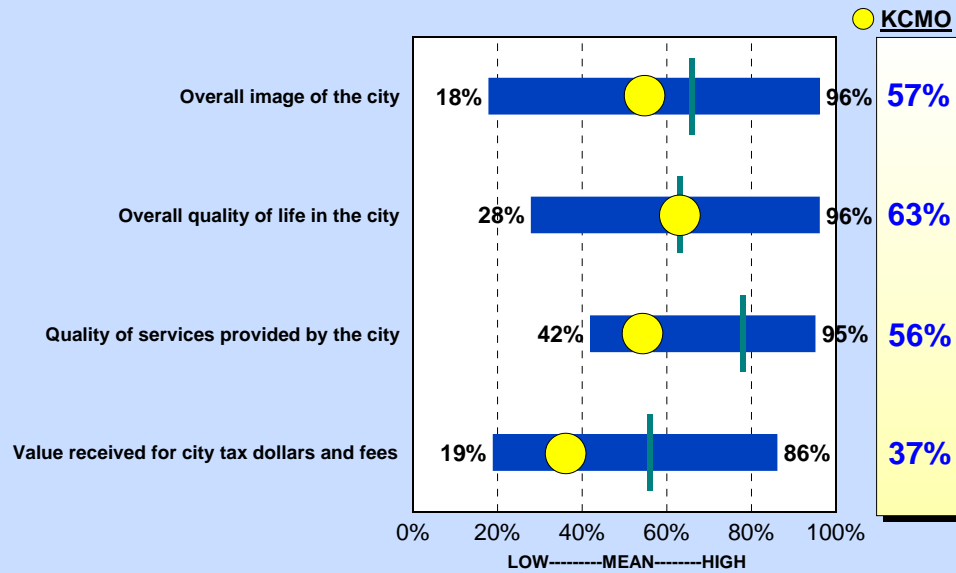
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2014)

Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2014

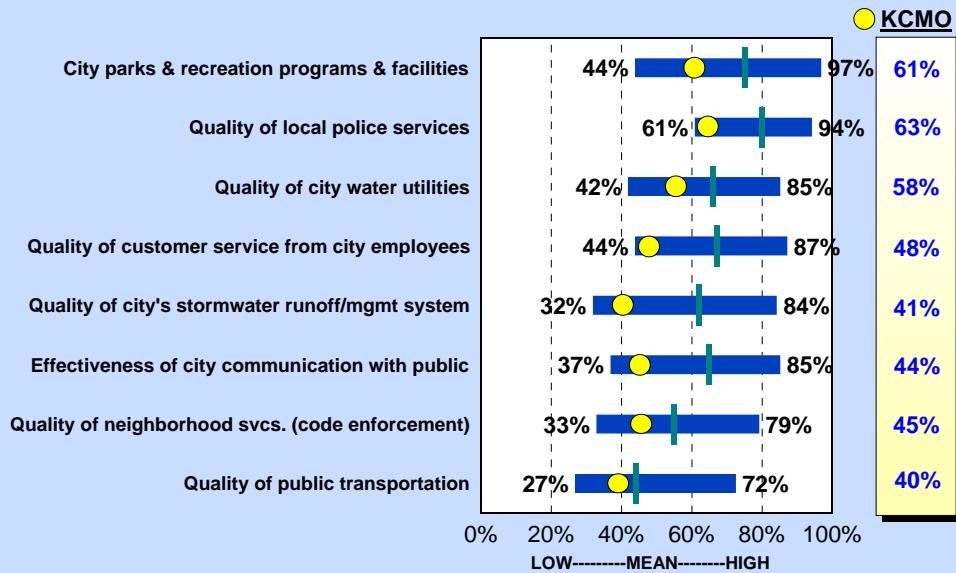
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



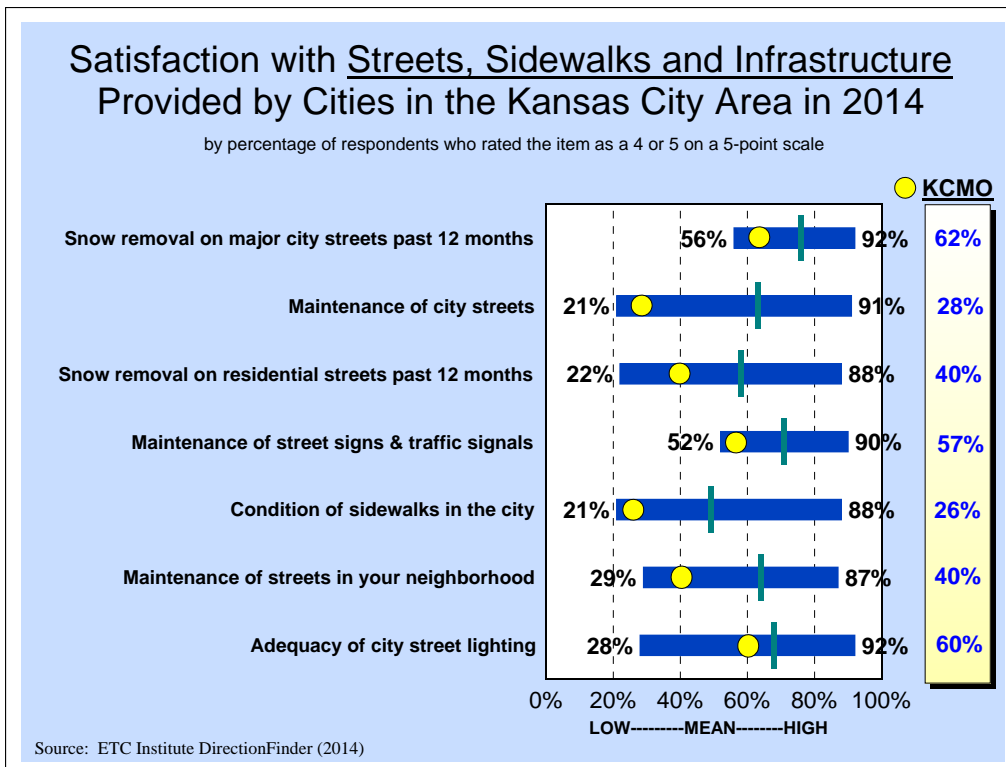
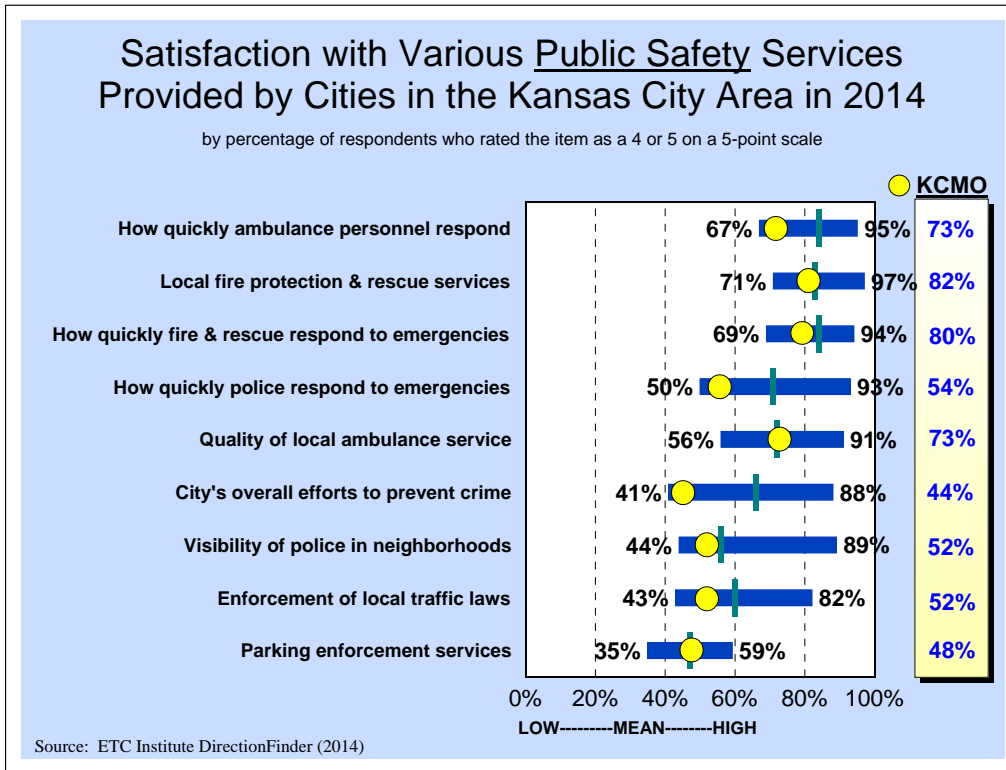
Source: ETC Institute DirectionFinder (2014)

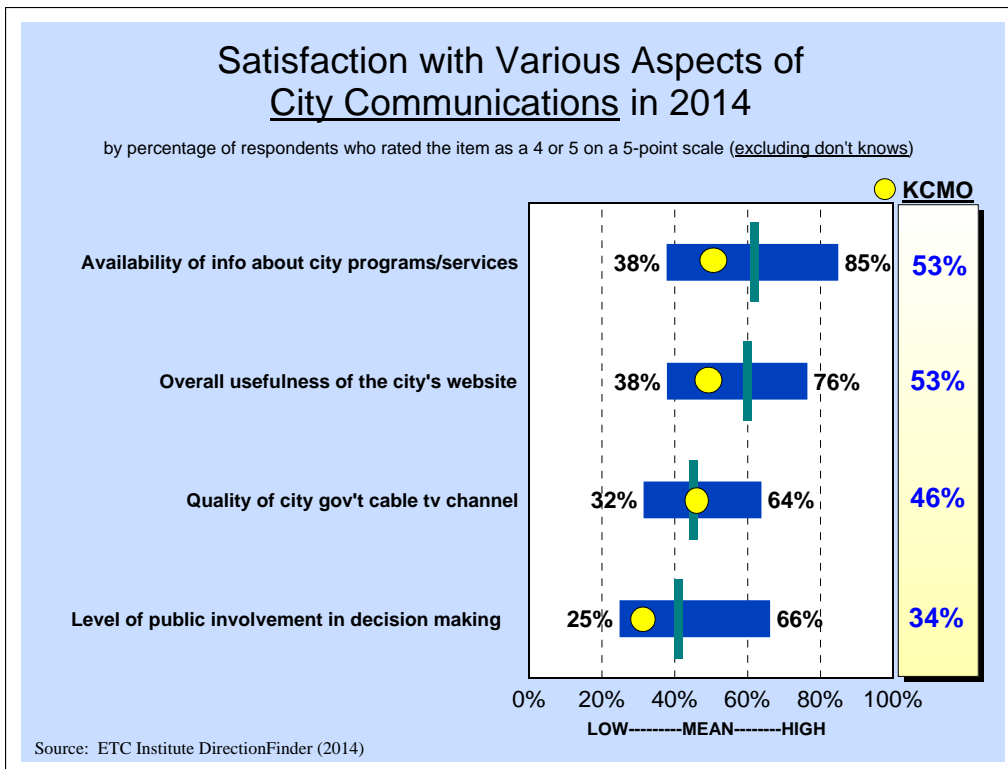
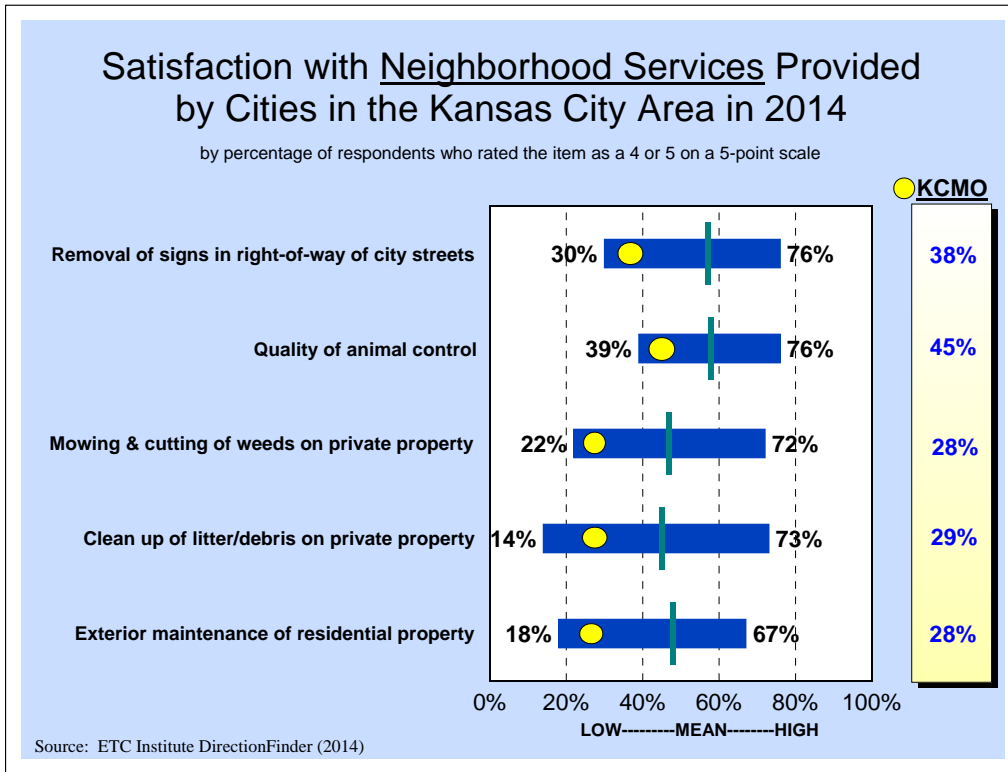
Overall Satisfaction With Major Categories of City Services in the Kansas City Area in 2014

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



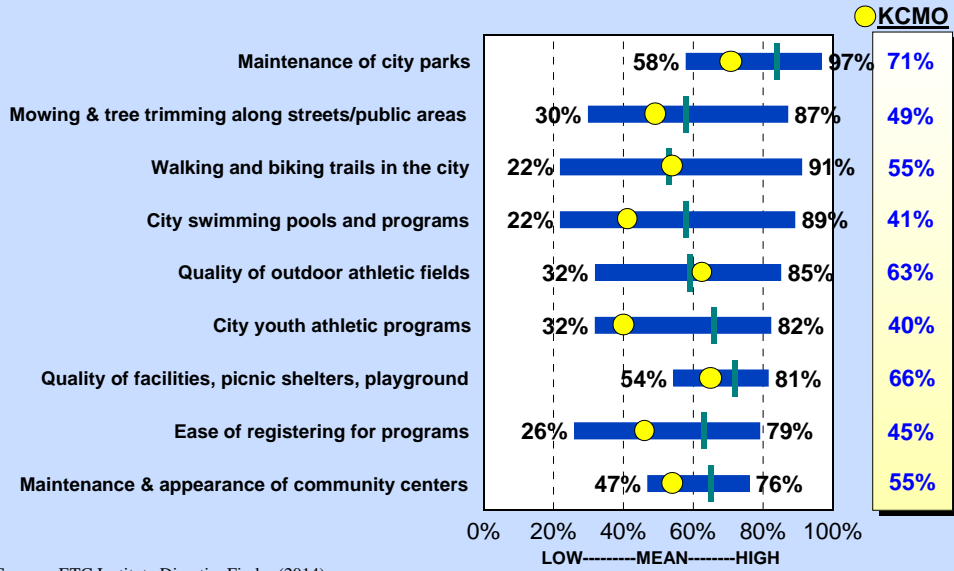
Source: ETC Institute DirectionFinder (2014)





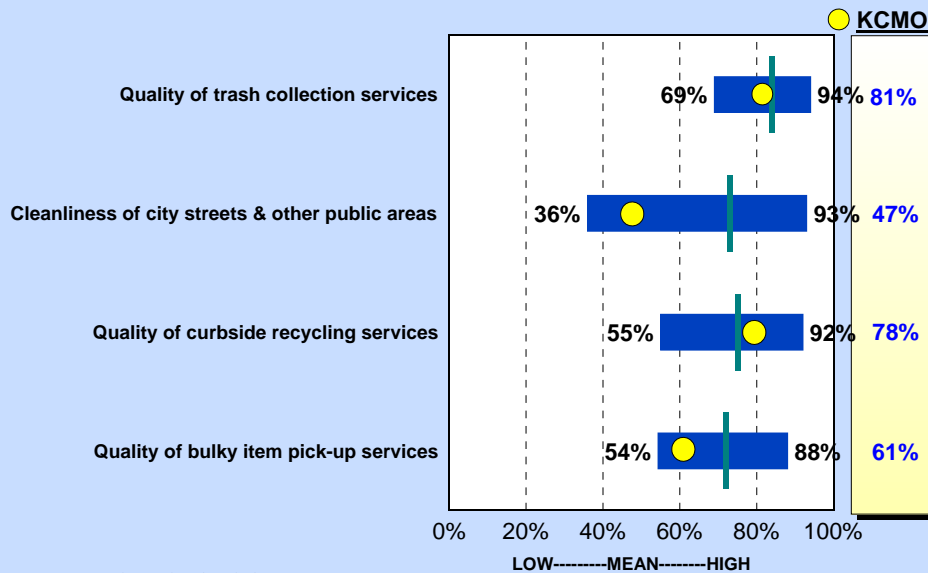
Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas City Area in 2014

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 2014

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=4291)

	Excellent 5	Good 4	Neutral 3	Below average 2	Poor 1	Don't know 9
Q1a. As a place to live	21.4%	53.9%	16.8%	5.3%	1.9%	0.7%
Q1b. As a place to raise children	15.1%	37.8%	21.2%	12.9%	6.5%	6.5%
Q1c. As a place to work	16.9%	45.7%	21.8%	8.1%	3.4%	4.1%

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=4291)

	Excellent 5	Good 4	Neutral 3	Below average 2	Poor 1
Q1a. As a place to live	21.6%	54.3%	16.9%	5.4%	1.9%
Q1b. As a place to raise children	16.2%	40.4%	22.7%	13.8%	6.9%
Q1c. As a place to work	17.7%	47.6%	22.8%	8.4%	3.5%

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=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q2a. Overall quality of services provided by City	8.9%	45.4%	27.3%	12.3%	4.1%	2.0%
Q2b. Overall value that you receive for your City tax dollars & fees	5.7%	30.3%	31.7%	20.6%	8.6%	3.1%
Q2c. Overall image of City	11.9%	43.7%	28.6%	11.6%	2.7%	1.6%
Q2d. Overall quality of life in City	13.3%	48.6%	25.4%	8.6%	2.6%	1.4%
Q2e. Overall feeling of safety in City	6.4%	33.8%	31.5%	18.8%	8.2%	1.4%
Q2f. How safe you feel in your neighborhood	22.7%	42.4%	19.0%	9.8%	5.3%	0.7%

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=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q2a. Overall quality of services provided by City	9.1%	46.4%	27.8%	12.5%	4.2%
Q2b. Overall value that you receive for your City tax dollars & fees	5.9%	31.3%	32.7%	21.3%	8.8%
Q2c. Overall image of City	12.1%	44.4%	29.0%	11.7%	2.7%
Q2d. Overall quality of life in City	13.5%	49.3%	25.8%	8.7%	2.6%
Q2e. Overall feeling of safety in City	6.5%	34.2%	31.9%	19.0%	8.3%
Q2f. How safe you feel in your neighborhood	22.9%	42.7%	19.2%	9.9%	5.3%

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=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q3a. Overall quality of police services	15.3%	44.8%	22.6%	8.4%	4.1%	4.9%
Q3b. Overall quality of fire & ambulance services	21.5%	45.1%	17.7%	2.8%	1.0%	11.9%
Q3c. Overall maintenance of City streets, sidewalks, & infrastructure	5.0%	22.5%	28.4%	30.0%	12.9%	1.1%
Q3d. Overall quality of solid waste services	21.1%	45.6%	18.3%	8.8%	4.8%	1.5%
Q3e. Overall quality of City water utilities	15.3%	42.1%	23.0%	10.9%	7.2%	1.6%
Q3f. Overall quality of neighborhood services	9.5%	33.4%	31.0%	13.6%	7.2%	5.3%
Q3g. Overall quality of City parks & recreation programs & facilities	14.6%	42.9%	25.7%	7.6%	3.0%	6.3%
Q3h. Overall quality of Health Department services	10.3%	30.4%	26.3%	3.7%	2.0%	27.3%
Q3i. Overall quality of airport facilities	26.0%	41.0%	17.0%	4.7%	2.2%	9.0%
Q3j. Overall quality of City's 311 service	15.7%	31.5%	22.2%	5.5%	2.7%	22.3%
Q3k. Overall quality of municipal court services	6.5%	22.5%	27.3%	6.3%	3.3%	34.2%
Q3l. Overall quality of customer service you receive from city employees	10.3%	32.0%	30.0%	10.9%	5.3%	11.6%
Q3m. Overall effectiveness of City communication with public	8.1%	32.8%	35.1%	13.0%	5.1%	6.0%
Q3n. Overall quality of City's stormwater runoff/stormwater management system	6.9%	29.6%	30.6%	14.4%	7.6%	10.9%
Q3o. Overall quality of public transportation	7.2%	24.5%	26.7%	13.8%	6.8%	21.1%

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=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q3a. Overall quality of police services	16.0%	47.1%	23.8%	8.8%	4.3%
Q3b. Overall quality of fire & ambulance services	24.4%	51.2%	20.1%	3.2%	1.1%
Q3c. Overall maintenance of City streets, sidewalks, & infrastructure	5.1%	22.7%	28.8%	30.4%	13.1%
Q3d. Overall quality of solid waste services	21.4%	46.3%	18.6%	8.9%	4.9%
Q3e. Overall quality of City water utilities	15.5%	42.7%	23.3%	11.0%	7.3%
Q3f. Overall quality of neighborhood services	10.0%	35.3%	32.8%	14.4%	7.6%
Q3g. Overall quality of City parks & recreation programs & facilities	15.6%	45.8%	27.4%	8.1%	3.2%
Q3h. Overall quality of Health Department services	14.2%	41.8%	36.2%	5.1%	2.8%
Q3i. Overall quality of airport facilities	28.6%	45.1%	18.7%	5.2%	2.5%
Q3j. Overall quality of City's 311 service	20.2%	40.6%	28.5%	7.1%	3.5%
Q3k. Overall quality of municipal court services	9.9%	34.1%	41.4%	9.6%	5.0%
Q3l. Overall quality of customer service you receive from city employees	11.7%	36.1%	33.9%	12.3%	6.0%
Q3m. Overall effectiveness of City communication with public	8.6%	34.9%	37.4%	13.8%	5.4%
Q3n. Overall quality of City's stormwater runoff/stormwater management system	7.7%	33.3%	34.4%	16.2%	8.5%
Q3o. Overall quality of public transportation	9.1%	31.0%	33.9%	17.5%	8.6%

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?

Q4. Top choice	Number	Percent
Police services	875	20.4 %
Fire & ambulance services	187	4.4 %
Maintenance of City streets, sidewalks, & infrastructure	1102	25.7 %
Quality of solid waste services	116	2.7 %
Quality of City water utilities	175	4.1 %
Quality of neighborhood services	180	4.2 %
Quality of City parks & recreation programs & facilities	70	1.6 %
Quality of Health Department services	48	1.1 %
Quality of airport facilities	65	1.5 %
Quality of City's 311 service	25	0.6 %
Quality of municipal court services	13	0.3 %
Quality of customer service from City employees	68	1.6 %
Effectiveness of City communication with public	52	1.2 %
Quality of City's stormwater runoff/stormwater management system	157	3.7 %
Quality of public transportation	355	8.3 %
None chosen	803	18.7 %
Total	4291	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?

Q4. 2nd choice	Number	Percent
Police services	389	9.1 %
Fire & ambulance services	440	10.3 %
Maintenance of City streets, sidewalks, & infrastructure	614	14.3 %
Quality of solid waste services	157	3.7 %
Quality of City water utilities	286	6.7 %
Quality of neighborhood services	313	7.3 %
Quality of City parks & recreation programs & facilities	153	3.6 %
Quality of Health Department services	62	1.4 %
Quality of airport facilities	86	2.0 %
Quality of City's 311 service	49	1.1 %
Quality of municipal court services	33	0.8 %
Quality of customer service from City employees	112	2.6 %
Effectiveness of City communication with public	100	2.3 %
Quality of City's stormwater runoff/stormwater management system	201	4.7 %
Quality of public transportation	253	5.9 %
None chosen	1043	24.3 %
Total	4291	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?

Q4. 3rd choice	Number	Percent
Police services	220	5.1 %
Fire & ambulance services	171	4.0 %
Maintenance of City streets, sidewalks, & infrastructure	491	11.4 %
Quality of solid waste services	164	3.8 %
Quality of City water utilities	218	5.1 %
Quality of neighborhood services	247	5.8 %
Quality of City parks & recreation programs & facilities	201	4.7 %
Quality of Health Department services	74	1.7 %
Quality of airport facilities	116	2.7 %
Quality of City's 311 service	72	1.7 %
Quality of municipal court services	58	1.4 %
Quality of customer service from City employees	168	3.9 %
Effectiveness of City communication with public	159	3.7 %
Quality of City's stormwater runoff/stormwater management system	231	5.4 %
Quality of public transportation	279	6.5 %
None chosen	1422	33.1 %
Total	4291	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? (Sum of Top 3 Choices)

Q4. Sum of Top 3 Choices	Number	Percent
Police services	1484	34.6 %
Fire & ambulance services	798	18.6 %
Maintenance of City streets, sidewalks, & infrastructure	2207	51.4 %
Quality of solid waste services	437	10.2 %
Quality of City water utilities	679	15.8 %
Quality of neighborhood services	740	17.2 %
Quality of City parks & recreation programs & facilities	424	9.9 %
Quality of Health Department services	184	4.3 %
Quality of airport facilities	267	6.2 %
Quality of City's 311 service	146	3.4 %
Quality of municipal court services	104	2.4 %
Quality of customer service from City employees	348	8.1 %
Effectiveness of City communication with public	311	7.2 %
Quality of City's stormwater runoff/stormwater management system	589	13.7 %
Quality of public transportation	887	20.7 %
None chosen	921	21.5 %
Total	10526	

ASKED ALL YEAR

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

(N=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q5a. Effectiveness of local police protection	14.3%	42.9%	24.1%	8.4%	3.4%	6.9%
Q5b. Visibility of police in neighborhoods	13.4%	36.4%	25.8%	15.5%	5.8%	3.0%
Q5c. City's overall efforts to prevent crime	8.7%	32.8%	29.3%	16.5%	6.4%	6.3%
Q5d. Enforcement of local traffic laws	10.4%	38.7%	29.8%	9.7%	5.7%	5.7%
Q5e. Parking enforcement services	8.4%	30.9%	31.8%	7.1%	4.1%	17.8%
Q5f. How quickly police respond to emergencies	12.4%	31.4%	21.9%	9.0%	5.8%	19.6%

Without Don't Know

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

(N=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q5a. Effectiveness of local police protection	15.4%	46.1%	25.8%	9.1%	3.7%
Q5b. Visibility of police in neighborhoods	13.9%	37.6%	26.6%	15.9%	6.0%
Q5c. City's overall efforts to prevent crime	9.3%	35.0%	31.3%	17.6%	6.8%
Q5d. Enforcement of local traffic laws	11.0%	41.0%	31.6%	10.3%	6.1%
Q5e. Parking enforcement services	10.2%	37.6%	38.7%	8.6%	4.9%
Q5f. How quickly police respond to emergencies	15.4%	39.0%	27.2%	11.2%	7.2%

ASKED ALL YEAR

Q6. Which TWO of the Police Services listed above in Question #5 do you think should receive the MOST EMPHASIS from the City over the next two years?

Q6. Top choice	Number	Percent
Effectiveness of local police protection	634	14.8 %
Visibility of police in neighborhoods	858	20.0 %
City's overall efforts to prevent crime	1045	24.4 %
Enforcement of local traffic laws	166	3.9 %
Parking enforcement services	60	1.4 %
How quickly police respond to emergencies	813	18.9 %
None chosen	715	16.7 %
Total	4291	100.0 %

Q6. Which TWO of the Police Services listed above in Question #5 do you think should receive the MOST EMPHASIS from the City over the next two years?

Q6. 2nd choice	Number	Percent
Effectiveness of local police protection	582	13.6 %
Visibility of police in neighborhoods	819	19.1 %
City's overall efforts to prevent crime	836	19.5 %
Enforcement of local traffic laws	259	6.0 %
Parking enforcement services	121	2.8 %
How quickly police respond to emergencies	641	14.9 %
None chosen	1033	24.1 %
Total	4291	100.0 %

Q6. Which TWO of the Police Services listed above in Question #5 do you think should receive the MOST EMPHASIS from the City over the next two years? (Sum of Top 2 Choices)

Q6. Sum of Top 2 Choices	Number	Percent
Effectiveness of local police protection	1216	28.3 %
Visibility of police in neighborhoods	1677	39.1 %
City's overall efforts to prevent crime	1881	43.8 %
Enforcement of local traffic laws	425	9.9 %
Parking enforcement services	181	4.2 %
How quickly police respond to emergencies	1454	33.9 %
None chosen	784	18.3 %
Total	7618	

ASKED ALL YEAR

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

(N=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q7a. Overall quality of local fire protection & rescue services	24.8%	40.8%	13.1%	1.1%	0.6%	19.6%
Q7b. How quickly fire & rescue personnel respond to emergencies	25.2%	35.4%	12.5%	1.6%	0.7%	24.6%
Q7c. Quality of local ambulance service	20.3%	32.3%	15.4%	2.6%	1.3%	28.2%
Q7d. How quickly ambulance personnel respond to emergencies	20.8%	30.5%	15.4%	2.6%	1.2%	29.5%

Without Don't Know

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

(N=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q7a. Overall quality of local fire protection & rescue services	30.9%	50.8%	16.3%	1.4%	0.7%
Q7b. How quickly fire & rescue personnel respond to emergencies	33.4%	47.0%	16.5%	2.1%	1.0%
Q7c. Quality of local ambulance service	28.3%	45.0%	21.4%	3.6%	1.8%
Q7d. How quickly ambulance personnel respond to emergencies	29.5%	43.2%	21.8%	3.7%	1.8%

ASKED ALL YEAR

Q8. Which TWO of the Fire and Emergency Medical Services listed above in Question #7 do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Local fire protection & rescue services	920	21.4 %
How quickly fire & rescue personnel respond to emergencies	1017	23.7 %
Local ambulance service	358	8.3 %
How quickly ambulance personnel respond to emergencies	615	14.3 %
<u>None chosen</u>	<u>1381</u>	<u>32.2 %</u>
Total	4291	100.0 %

Q8. Which TWO of the Fire and Emergency Medical Services listed above in Question #7 do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Local fire protection & rescue services	312	7.3 %
How quickly fire & rescue personnel respond to emergencies	723	16.8 %
Local ambulance service	597	13.9 %
How quickly ambulance personnel respond to emergencies	1123	26.2 %
<u>None chosen</u>	<u>1536</u>	<u>35.8 %</u>
Total	4291	100.0 %

Q8. 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? (Sum of Top 2 Choices)

<u>Q8. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Local fire protection & rescue services	1232	28.7 %
How quickly fire & rescue personnel respond to emergencies	1740	40.5 %
Local ambulance service	955	22.3 %
How quickly ambulance personnel respond to emergencies	1738	40.5 %
<u>None chosen</u>	<u>1484</u>	<u>34.6 %</u>
Total	7149	

ASKED ALL YEAR

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

(N=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q9a. Maintenance of City streets	4.0%	23.3%	27.8%	29.6%	13.1%	2.3%
Q9b. Maintenance of streets in your neighborhood	8.5%	30.3%	24.8%	21.3%	13.3%	1.8%
Q9c. Condition of sidewalks in City	4.0%	20.5%	30.5%	26.4%	12.5%	6.1%
Q9d. Condition of sidewalks in your neighborhood	7.9%	24.5%	23.3%	20.8%	16.3%	7.2%
Q9e. Maintenance of street signs & traffic signals	10.4%	44.6%	28.4%	9.0%	4.2%	3.4%
Q9f. Snow removal on major City streets during past 12 months	15.7%	44.4%	19.5%	10.1%	7.8%	2.6%
Q9g. Snow removal on residential streets during past 12 months	9.4%	29.2%	21.2%	21.1%	16.3%	2.7%
Q9h. Adequacy of City street lighting	13.4%	45.3%	25.6%	9.3%	3.9%	2.6%
Q9i. Accessibility of City streets, sidewalks, & buildings for people with disabilities	7.8%	27.8%	26.1%	10.3%	5.5%	22.6%

ASKED ALL YEAR

Without Don't Know

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

(N=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q9a. Maintenance of City streets	4.1%	23.9%	28.4%	30.2%	13.4%
Q9b. Maintenance of streets in your neighborhood	8.7%	30.8%	25.3%	21.7%	13.5%
Q9c. Condition of sidewalks in City	4.2%	21.8%	32.4%	28.1%	13.3%
Q9d. Condition of sidewalks in your neighborhood	8.5%	26.4%	25.1%	22.5%	17.6%
Q9e. Maintenance of street signs & traffic signals	10.8%	46.2%	29.4%	9.3%	4.3%
Q9f. Snow removal on major City streets during past 12 months	16.1%	45.6%	20.0%	10.3%	8.0%
Q9g. Snow removal on residential streets during past 12 months	9.7%	30.1%	21.8%	21.7%	16.8%
Q9h. Adequacy of City street lighting	13.7%	46.5%	26.3%	9.5%	4.0%
Q9i. Accessibility of City streets, sidewalks, & buildings for people with disabilities	10.0%	35.9%	33.8%	13.3%	7.0%

ASKED ALL YEAR

Q10. Which TWO of the Street, Sidewalk, and Infrastructure Services listed above in Question #9 do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets	1356	31.6 %
Maintenance of streets in your neighborhood	353	8.2 %
Condition of sidewalks in City	274	6.4 %
Condition of sidewalks in your neighborhood	361	8.4 %
Maintenance of street signs & traffic signals	98	2.3 %
Snow removal on major City streets during past 12 months	277	6.5 %
Snow removal on residential streets during past 12 months	505	11.8 %
Adequacy of City street lighting	150	3.5 %
Accessibility of City streets, sidewalks, & buildings for people with disabilities	327	7.6 %
None chosen	590	13.7 %
Total	4291	100.0 %

Q10. Which TWO of the Street, Sidewalk, and Infrastructure Services listed above in Question #9 do you think should receive the MOST EMPHASIS from the City over the next two years?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets	475	11.1 %
Maintenance of streets in your neighborhood	424	9.9 %
Condition of sidewalks in City	505	11.8 %
Condition of sidewalks in your neighborhood	361	8.4 %
Maintenance of street signs & traffic signals	158	3.7 %
Snow removal on major City streets during past 12 months	341	7.9 %
Snow removal on residential streets during past 12 months	696	16.2 %
Adequacy of City street lighting	239	5.6 %
Accessibility of City streets, sidewalks, & buildings for people with disabilities	263	6.1 %
None chosen	829	19.3 %
Total	4291	100.0 %

ASKED ALL YEAR

Q10. Which TWO of the Street, Sidewalk, and Infrastructure Services listed above in Question #9 do you think should receive the MOST EMPHASIS from the City over the next two years? (Sum of Top 2 Choices)

Q10. Sum of Top 2 Choices	Number	Percent
Maintenance of City streets	1831	42.7 %
Maintenance of streets in your neighborhood	777	18.1 %
Condition of sidewalks in City	779	18.2 %
Condition of sidewalks in your neighborhood	722	16.8 %
Maintenance of street signs & traffic signals	256	6.0 %
Snow removal on major City streets during past 12 months	618	14.4 %
Snow removal on residential streets during past 12 months	1201	28.0 %
Adequacy of City street lighting	389	9.1 %
Accessibility of City streets, sidewalks, & buildings for people with disabilities	590	13.7 %
None chosen	636	14.8 %
Total	7799	

ASKED ALL YEAR

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

(N=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q11a. Enforcing clean-up of litter & debris on private property	5.0%	19.5%	26.1%	22.1%	12.2%	15.1%
Q11b. Enforcing mowing & cutting of weeds on private property	4.4%	19.3%	27.0%	21.5%	13.1%	14.7%
Q11c. Enforcing exterior maintenance of residential property	4.4%	19.4%	30.7%	19.9%	10.6%	15.1%
Q11d. Enforcing clean-up of litter, mowing of weeds, & exterior maintenance of residential property in your neighborhood	9.2%	27.5%	25.4%	15.7%	10.6%	11.6%
Q11e. Enforcing removal of signs in right of way of City streets	5.6%	23.3%	31.9%	10.6%	5.4%	23.3%
Q11f. City efforts to clean-up illegal dumping sites	4.3%	18.1%	27.8%	16.5%	8.9%	24.5%
Q11g. Timeliness of removal of abandoned cars from public property	4.5%	18.3%	28.3%	10.6%	5.8%	32.6%
Q11h. Enforcing property maintenance of vacant structures	2.9%	12.6%	25.2%	20.5%	14.7%	24.2%
Q11i. Quality of animal control	6.9%	29.3%	29.2%	9.9%	5.9%	18.8%

ASKED ALL YEAR

Without Don't Know

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

(N=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q11a. Enforcing clean-up of litter & debris on private property	5.9%	22.9%	30.7%	26.0%	14.4%
Q11b. Enforcing mowing & cutting of weeds on private property	5.1%	22.6%	31.6%	25.2%	15.4%
Q11c. Enforcing exterior maintenance of residential property	5.1%	22.8%	36.1%	23.4%	12.5%
Q11d. Enforcing clean-up of litter, mowing of weeds, & exterior maintenance of residential property in your neighborhood	10.4%	31.1%	28.8%	17.8%	12.0%
Q11e. Enforcing removal of signs in right of way of City streets	7.3%	30.4%	41.5%	13.8%	7.0%
Q11f. City efforts to clean-up illegal dumping sites	5.6%	23.9%	36.9%	21.8%	11.7%
Q11g. Timeliness of removal of abandoned cars from public property	6.7%	27.1%	41.9%	15.7%	8.6%
Q11h. Enforcing property maintenance of vacant structures	3.9%	16.6%	33.2%	27.0%	19.4%
Q11i. Quality of animal control	8.5%	36.1%	35.9%	12.2%	7.3%

ASKED ALL YEAR

Q12. Which TWO of the Neighborhood Services listed above in Question #11 do you think should receive the MOST EMPHASIS from the City over the next two years?

Q12. Top choice	Number	Percent
Clean-up of litter & debris on private property	750	17.5 %
Mowing & cutting of weeds on private property	367	8.6 %
Exterior maintenance of residential property	306	7.1 %
Clean-up of litter, mowing of weeds, & exterior maintenance of residential property in your neighborhood	376	8.8 %
Removal of signs in right of way of City streets	103	2.4 %
City efforts to clean-up illegal dumping sites	506	11.8 %
Timeliness of removal of abandoned cars from public property	82	1.9 %
Property maintenance of vacant structures	676	15.8 %
Animal control	298	6.9 %
None chosen	827	19.3 %
Total	4291	100.0 %

Q12. Which TWO of the Neighborhood Services listed above in Question #11 do you think should receive the MOST EMPHASIS from the City over the next two years?

Q12. 2nd choice	Number	Percent
Clean-up of litter & debris on private property	418	9.7 %
Mowing & cutting of weeds on private property	502	11.7 %
Exterior maintenance of residential property	382	8.9 %
Clean-up of litter, mowing of weeds, & exterior maintenance of residential property in your neighborhood	322	7.5 %
Removal of signs in right of way of City streets	119	2.8 %
City efforts to clean-up illegal dumping sites	450	10.5 %
Timeliness of removal of abandoned cars from public property	157	3.7 %
Property maintenance of vacant structures	551	12.8 %
Animal control	256	6.0 %
None chosen	1134	26.4 %
Total	4291	100.0 %

ASKED ALL YEAR

Q12. Which TWO of the Neighborhood Services listed above in Question #11 do you think should receive the MOST EMPHASIS from the City over the next two years? (Sum of Top 2 Choices)

Q12. Sum of Top 2 Choices	Number	Percent
Clean-up of litter & debris on private property	1168	27.2 %
Mowing & cutting of weeds on private property	869	20.3 %
Exterior maintenance of residential property	688	16.0 %
Clean-up of litter, mowing of weeds, & exterior maintenance of residential property in your neighborhood	698	16.3 %
Removal of signs in right of way of City streets	222	5.2 %
City efforts to clean-up illegal dumping sites	956	22.3 %
Timeliness of removal of abandoned cars from public property	239	5.6 %
Property maintenance of vacant structures	1227	28.6 %
Animal control	554	12.9 %
None chosen	905	21.1 %
Total	7526	

ASKED IN 1Q and 3Q

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

(N=2224)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q13a Protecting the public from new or unusual health threats	10.4%	30.2%	21.5%	1.8%	1.2%	35.0%
Q13b Guarding against food poisoning	9.1%	37.1%	23.6%	5.4%	2.2%	22.6%
Q13c Protecting the public from exposure to environmental risks	7.7%	28.6%	27.4%	6.0%	1.6%	28.7%
Q13d Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	10.7%	33.0%	25.8%	7.9%	2.7%	19.9%
Q13e Communicating information regarding public health concerns	12.5%	37.4%	24.1%	5.3%	1.8%	18.8%
Q13f Preventing the spread of infectious diseases	13.1%	33.7%	20.9%	3.1%	1.5%	27.7%

Without Don't Know

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

(N=2224)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q13a Protecting the public from new or unusual health threats	16.0%	46.5%	33.1%	2.7%	1.8%
Q13b Guarding against food poisoning	11.8%	48.0%	30.5%	7.0%	2.8%
Q13c Protecting the public from exposure to environmental risks	10.8%	40.0%	38.5%	8.4%	2.3%
Q13d Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	13.4%	41.2%	32.2%	9.8%	3.4%
Q13e Communicating information regarding public health concerns	15.5%	46.1%	29.6%	6.5%	2.3%
Q13f Preventing the spread of infectious diseases	18.2%	46.6%	28.9%	4.4%	2.1%

ASKED IN 1Q and 3Q

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

<u>Q14 Most important</u>	<u>Number</u>	<u>Percent</u>
Protecting the public from new or unusual health threats	345	15.5 %
Guarding against food poisoning	330	14.8 %
Protecting the public from exposure to environmental risks	193	8.7 %
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	211	9.5 %
Communicating information regarding public health concerns	159	7.1 %
Preventing the spread of infectious diseases	358	16.1 %
<u>None chosen</u>	<u>628</u>	<u>28.2 %</u>
Total	2224	100.0 %

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

<u>Q14 2nd most</u>	<u>Number</u>	<u>Percent</u>
Protecting the public from new or unusual health threats	215	9.7 %
Guarding against food poisoning	260	11.7 %
Protecting the public from exposure to environmental risks	237	10.7 %
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	204	9.2 %
Communicating information regarding public health concerns	234	10.5 %
Preventing the spread of infectious diseases	313	14.1 %
<u>None chosen</u>	<u>761</u>	<u>34.2 %</u>
Total	2224	100.0 %

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

<u>Q14 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Protecting the public from new or unusual health threats	560	25.2 %
Guarding against food poisoning	590	26.5 %
Protecting the public from exposure to environmental risks	430	19.3 %
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	415	18.7 %
Communicating information regarding public health concerns	393	17.7 %
Preventing the spread of infectious diseases	671	30.2 %
<u>None chosen</u>	<u>734</u>	<u>33.0 %</u>
Total	3793	

ASKED IN 1Q and 3Q

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

(N=2224)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q15a Ease of utilizing 311 svc via phone	19.9%	27.6%	14.5%	4.5%	3.1%	30.5%
Q15b Ease of utilizing 311 svc via web	11.1%	16.5%	16.5%	3.0%	2.0%	50.9%
Q15c Courtesy/prof of 311 call takers	20.8%	24.6%	15.9%	4.1%	2.4%	32.2%
Q15d How well issue resolved via 311	19.8%	23.2%	15.0%	6.4%	5.0%	30.6%

Without Don't Know

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

(N=2224)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q15a Ease of utilizing 311 svc via phone	28.7%	39.7%	20.8%	6.4%	4.4%
Q15b Ease of utilizing 311 svc via web	22.6%	33.6%	33.7%	6.0%	4.0%
Q15c Courtesy/prof of 311 call takers	30.7%	36.2%	23.5%	6.1%	3.5%
Q15d How well issue resolved via 311	28.6%	33.4%	21.6%	9.2%	7.2%

ASKED IN 1Q and 3Q

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

(N=2224)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q16a Availability of information about city programs and services	12.3%	35.2%	26.8%	11.8%	3.2%	10.7%
Q16b Overall usefulness of the City's website	9.4%	29.0%	24.1%	6.7%	2.5%	28.3%
Q16c Level of public involvement in local decision making	5.4%	21.7%	29.9%	16.1%	7.8%	19.2%
Q16d Quality of Kansas City, Missouri's, government cable TV channel (Channel 2)	7.2%	19.3%	24.3%	4.6%	2.4%	42.1%
Q16e Content of City's magazine KCMore	5.4%	15.4%	21.0%	2.1%	1.9%	54.1%

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=2224)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q16a Availability of information about city programs and services	13.8%	39.4%	30.1%	13.2%	3.6%
Q16b Overall usefulness of city website	13.0%	40.4%	33.6%	9.4%	3.5%
Q16c Level of public involvement in local decision making	6.7%	26.8%	37.0%	19.9%	9.7%
Q16d Quality of Kansas City, Missouri's, government cable TV channel (Channel 2)	12.5%	33.3%	42.0%	8.0%	4.1%
Q16e Content of City's magazine KCMore	11.9%	33.6%	45.7%	4.6%	4.2%

ASKED IN 1Q and 3Q

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

<u>Q17 Most important</u>	<u>Number</u>	<u>Percent</u>
Availability of information about city programs and services	666	29.9 %
Overall usefulness of the City's website	295	13.3 %
Level of public involvement in local decision making	506	22.8 %
Quality of Kansas City, Missouri's, government cable TV channel (Channel 2)	123	5.5 %
Content of the City's magazine KCMORE	61	2.7 %
None Chosen	573	25.8 %
Total	2224	100.0 %

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

<u>Q17 2nd Most</u>	<u>Number</u>	<u>Percent</u>
Availability of information about city programs and services	419	18.8 %
Overall usefulness of the City's website	330	14.8 %
Level of public involvement in local decision making	432	19.4 %
Quality of Kansas City, Missouri's, government cable TV channel (Channel 2)	108	4.9 %
Content of the City's magazine KCMORE	154	6.9 %
None Chosen	781	35.1 %
Total	2224	100.0 %

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

<u>Q17 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about city programs and services	1085	48.8 %
Overall usefulness of the City's website	625	28.1 %
Level of public involvement in local decision making	938	42.2 %
Quality of Kansas City, Missouri's, government cable TV channel (Channel 2)	231	10.4 %
Content of the City's magazine KCMORE	215	9.7 %
None Chosen	683	30.7 %
Total	3777	

ASKED IN 1Q and 3Q

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

<u>Q18 Most preferred</u>	<u>Number</u>	<u>Percent</u>
City website	639	28.7 %
Text messages to mobile	143	6.4 %
Cable Channel 2	243	10.9 %
Twitter/social media	101	4.5 %
City magazine by mail	671	30.2 %
City magazine by e-mail	185	8.3 %
None chosen	242	10.9 %
Total	2224	100.0 %

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

<u>Q18 2nd Most preferred</u>	<u>Number</u>	<u>Percent</u>
City website	366	16.5 %
Text messages to mobile	125	5.6 %
Cable Channel 2	277	12.5 %
Twitter/social media	144	6.5 %
City magazine by mail	336	15.1 %
City magazine by e-mail	294	13.2 %
None chosen	682	30.7 %
Total	2224	100.0 %

Q18. Which are your top 2 preferred methods of receiving information from the City? (Sum of Top 2 Choices)

<u>Q18 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
City website	1005	45.2 %
Text messages to mobile	268	12.1 %
Cable Channel 2	520	23.4 %
Twitter/social media	245	11.0 %
City magazine by mail	1007	45.3 %
City magazine by e-mail	479	21.5 %
None chosen	380	17.1 %
Total	3904	

ASKED IN 1Q and 3Q

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

Q19 Watched Channel 2	Number	Percent
Yes	847	38.1 %
No	996	44.8 %
N/A on my TV	341	15.3 %
Don't know	40	1.8 %
Total	2224	100.0 %

Without Don't Know

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

Q19 Watched Channel 2	Number	Percent
Yes	847	38.8 %
No	996	45.6 %
N/A on my TV	341	15.6 %
Total	2184	100.0 %

ASKED IN 2Q AND 4Q

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

(N=2067)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q13a. Maintenance of City parks	15.3%	48.5%	20.9%	4.2%	1.1%	10.1%
Q13b. Quality of facilities such as picnic shelters & playgrounds in City parks	12.4%	44.4%	23.1%	4.7%	1.8%	13.5%
Q13c. Quality of outdoor athletic fields	10.9%	37.6%	22.5%	4.1%	1.8%	23.0%
Q13d. Maintenance of boulevards & parkways	13.3%	47.1%	23.8%	5.9%	1.9%	8.1%
Q13e. Walking & biking trails in City	10.9%	34.3%	23.4%	10.0%	3.7%	17.7%
Q13f. City swimming pools & programs	5.6%	19.1%	25.6%	6.9%	3.4%	39.4%
Q13g. City's youth athletic programs	5.3%	17.7%	22.9%	7.6%	3.4%	43.1%
Q13h. Maintenance & appearance of City community centers	8.1%	29.9%	25.5%	4.3%	1.9%	30.1%
Q13i. Programs & activities at City community centers	6.8%	22.9%	24.6%	5.1%	2.1%	38.5%
Q13j. Ease of registering for programs	5.6%	19.0%	24.5%	3.9%	2.2%	44.8%
Q13k. Reasonableness of fees charged for recreation programs	5.7%	19.7%	23.4%	5.4%	2.7%	43.0%
Q13l. Mowing & tree trimming along City streets & other public areas	8.2%	37.3%	28.5%	12.6%	5.5%	7.8%
Q13m. Quality of communication from Parks & Recreation	5.8%	24.3%	29.9%	8.8%	4.0%	27.3%
Q13n. Quality of customer service from Parks & Recreation employees	7.0%	24.1%	25.5%	4.1%	2.7%	36.6%

ASKED IN 2Q AND 4Q

Without Don't Know

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

(N=2067)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q13a. Maintenance of City parks	17.1%	54.0%	23.2%	4.6%	1.2%
Q13b. Quality of facilities such as picnic shelters & playgrounds in City parks	14.4%	51.4%	26.7%	5.4%	2.1%
Q13c. Quality of outdoor athletic fields	14.1%	48.9%	29.3%	5.3%	2.4%
Q13d. Maintenance of boulevards & parkways	14.5%	51.2%	25.9%	6.4%	2.1%
Q13e. Walking & biking trails in City	13.3%	41.7%	28.4%	12.2%	4.5%
Q13f. City swimming pools & programs	9.2%	31.5%	42.3%	11.4%	5.7%
Q13g. City's youth athletic programs	9.4%	31.0%	40.3%	13.4%	6.0%
Q13h. Maintenance & appearance of City community centers	11.6%	42.9%	36.6%	6.2%	2.8%
Q13i. Programs & activities at City community centers	11.0%	37.2%	40.0%	8.3%	3.5%
Q13j. Ease of registering for programs	10.1%	34.4%	44.4%	7.0%	4.0%
Q13k. Reasonableness of fees charged for recreation programs	10.0%	34.6%	41.1%	9.5%	4.8%
Q13l. Mowing & tree trimming along City streets & other public areas	8.9%	40.5%	31.0%	13.7%	6.0%
Q13m. Quality of communication from Parks & Recreation	8.0%	33.4%	41.1%	12.1%	5.5%
Q13n. Quality of customer service from Parks & Recreation employees	11.0%	38.1%	40.3%	6.5%	4.2%

ASKED IN 2Q AND 4Q

Q14. Which TWO of the Parks and Recreation Services listed above in Question #13 do you think should receive the MOST EMPHASIS from the City over the next two years?

Q14. Top choice	Number	Percent
Maintenance of City parks	341	16.5 %
Quality of facilities such as picnic shelters & playgrounds in City parks	88	4.3 %
Quality of outdoor athletic fields	48	2.3 %
Maintenance of boulevards & parkways	121	5.9 %
Walking & biking trails in City	184	8.9 %
City swimming pools & programs	69	3.3 %
City's youth athletic programs	171	8.3 %
Maintenance & appearance of City community centers	46	2.2 %
Programs & activities at City community centers	63	3.0 %
Ease of registering for programs	20	1.0 %
Reasonableness of fees charged for recreation programs	76	3.7 %
Mowing & tree trimming along City streets & other public areas	255	12.3 %
Quality of communication from Parks & Recreation	64	3.1 %
Quality of customer service from Parks & Recreation employees	62	3.0 %
None chosen	459	22.2 %
Total	2067	100.0 %

Q14. Which TWO of the Parks and Recreation Services listed above in Question #13 do you think should receive the MOST EMPHASIS from the City over the next two years?

Q14. 2nd choice	Number	Percent
Maintenance of City parks	143	6.9 %
Quality of facilities such as picnic shelters & playgrounds in City parks	132	6.4 %
Quality of outdoor athletic fields	67	3.2 %
Maintenance of boulevards & parkways	163	7.9 %
Walking & biking trails in City	148	7.2 %
City swimming pools & programs	75	3.6 %
City's youth athletic programs	108	5.2 %
Maintenance & appearance of City community centers	39	1.9 %
Programs & activities at City community centers	123	6.0 %
Ease of registering for programs	30	1.5 %
Reasonableness of fees charged for recreation programs	73	3.5 %
Mowing & tree trimming along City streets & other public areas	178	8.6 %
Quality of communication from Parks & Recreation	69	3.3 %
Quality of customer service from Parks & Recreation employees	63	3.0 %
None chosen	656	31.7 %
Total	2067	100.0 %

ASKED IN 2Q AND 4Q

Q14. Which TWO of the Parks and Recreation Services listed above in Question #13 do you think should receive the MOST EMPHASIS from the City over the next two years? (Sum of Top 2 Choices)

Q14. Sum of Top 2 Choices	Number	Percent
Maintenance of City parks	484	23.4 %
Quality of facilities such as picnic shelters & playgrounds in City parks	220	10.6 %
Quality of outdoor athletic fields	115	5.6 %
Maintenance of boulevards & parkways	284	13.7 %
Walking & biking trails in City	332	16.1 %
City swimming pools & programs	144	7.0 %
City's youth athletic programs	279	13.5 %
Maintenance & appearance of City community centers	85	4.1 %
Programs & activities at City community centers	186	9.0 %
Ease of registering for programs	50	2.4 %
Reasonableness of fees charged for recreation programs	149	7.2 %
Mowing & tree trimming along City streets & other public areas	433	20.9 %
Quality of communication from Parks & Recreation	133	6.4 %
Quality of customer service from Parks & Recreation employees	125	6.0 %
None chosen	460	22.3 %
Total	3479	

ASKED IN 2Q AND 4Q

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

(N=2067)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q15a. Quality of trash collection services	31.0%	47.8%	10.9%	5.3%	2.4%	2.6%
Q15b. Quality of curbside recycling services	30.4%	43.6%	12.6%	5.7%	2.7%	5.0%
Q15c. Quality of bulky item pick-up services	19.1%	34.0%	19.1%	10.3%	4.3%	13.3%
Q15d. Quality of leaf & brush pick-up services	15.6%	31.6%	20.3%	13.6%	6.5%	12.4%
Q15e. Cleanliness of City streets & other public areas	9.3%	36.9%	30.7%	14.1%	6.3%	2.7%

Without Don't Know

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

(N=2067)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q15a. Quality of trash collection services	31.8%	49.0%	11.2%	5.5%	2.5%
Q15b. Quality of curbside recycling services	32.0%	45.9%	13.2%	6.0%	2.8%
Q15c. Quality of bulky item pick-up services	22.0%	39.2%	22.0%	11.9%	5.0%
Q15d. Quality of leaf & brush pick-up services	17.8%	36.1%	23.1%	15.6%	7.4%
Q15e. Cleanliness of City streets & other public areas	9.5%	37.9%	31.6%	14.5%	6.5%

ASKED IN 2Q AND 4Q

Q16. Which TWO of the Solid Waste Services listed above in Question #15 do you think should receive the MOST EMPHASIS from the City over the next two years?

Q16. Top choice	Number	Percent
Trash collection services	307	14.9 %
Curbside recycling services	169	8.2 %
Bulky item pick-up services	281	13.6 %
Leaf & brush pick-up services	254	12.3 %
Cleanliness of City streets & other public areas	620	30.0 %
None chosen	436	21.1 %
Total	2067	100.0 %

Q16. Which TWO of the Solid Waste Services listed above in Question #15 do you think should receive the MOST EMPHASIS from the City over the next two years?

Q16. 2nd choice	Number	Percent
Trash collection services	187	9.0 %
Curbside recycling services	232	11.2 %
Bulky item pick-up services	266	12.9 %
Leaf & brush pick-up services	329	15.9 %
Cleanliness of City streets & other public areas	337	16.3 %
None chosen	716	34.6 %
Total	2067	100.0 %

Q16. Which TWO of the Solid Waste Services listed above in Question #15 do you think should receive the MOST EMPHASIS from the City over the next two years? (Sum of Top 2 Choices)

Q16. Sum of Top 2 Choices	Number	Percent
Trash collection services	494	23.9 %
Curbside recycling services	401	19.4 %
Bulky item pick-up services	547	26.5 %
Leaf & brush pick-up services	583	28.2 %
Cleanliness of City streets & other public areas	957	46.3 %
None chosen	461	22.3 %
Total	3443	

ASKED IN 2Q AND 4Q

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

(N=2067)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q17a. Ease of moving through airport security	29.4%	36.4%	14.3%	4.0%	2.2%	13.7%
Q17b. Availability of parking	27.2%	35.9%	14.5%	6.8%	2.5%	13.1%
Q17c. Price of parking	15.8%	31.0%	20.0%	13.0%	5.8%	14.4%
Q17d. Helpfulness of signs & other directions	22.4%	41.6%	18.8%	3.7%	1.6%	11.8%
Q17e. Food, beverage, & other concessions	11.4%	24.1%	26.1%	15.8%	6.6%	16.1%
Q17f. Cleanliness of facilities	24.9%	41.7%	16.6%	3.2%	1.4%	12.3%

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=2067)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q17a. Ease of moving through airport security	34.1%	42.2%	16.5%	4.7%	2.5%
Q17b. Availability of parking	31.3%	41.4%	16.7%	7.8%	2.8%
Q17c. Price of parking	18.4%	36.2%	23.4%	15.2%	6.8%
Q17d. Helpfulness of signs & other directions	25.5%	47.2%	21.3%	4.2%	1.8%
Q17e. Food, beverage, & other concessions	13.6%	28.7%	31.1%	18.8%	7.8%
Q17f. Cleanliness of facilities	28.4%	47.5%	18.9%	3.6%	1.5%

ASKED IN 2Q AND 4Q

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

Q18. Top choice	Number	Percent
Ease of moving through airport security	433	20.9 %
Availability of parking	190	9.2 %
Price of parking	338	16.4 %
Helpfulness of signs & other directions	87	4.2 %
Food, beverage, & other concessions	326	15.8 %
Cleanliness of facilities	104	5.0 %
None chosen	589	28.5 %
Total	2067	100.0 %

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

Q18. 2nd choice	Number	Percent
Ease of moving through airport security	135	6.5 %
Availability of parking	223	10.8 %
Price of parking	264	12.8 %
Helpfulness of signs & other directions	155	7.5 %
Food, beverage, & other concessions	263	12.7 %
Cleanliness of facilities	230	11.1 %
None chosen	797	38.6 %
Total	2067	100.0 %

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

Q18. Sum of Top 2 Choices	Number	Percent
Ease of moving through airport security	568	27.5 %
Availability of parking	413	20.0 %
Price of parking	602	29.1 %
Helpfulness of signs & other directions	242	11.7 %
Food, beverage, & other concessions	589	28.5 %
Cleanliness of facilities	334	16.2 %
None chosen	618	29.9 %
Total	3366	

ASKED IN 2Q AND 4Q

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

(N=2067)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q19a. Quality of leadership provided by City's elected officials	8.9%	35.7%	28.8%	11.5%	6.4%	8.7%
Q19b. Effectiveness of City manager & appointed staff	7.5%	32.7%	31.3%	10.4%	6.1%	11.9%
Q19c. How ethically City conducts business	6.4%	28.2%	30.0%	11.8%	8.1%	15.6%

Without Don't Know

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

(N=2067)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q19a. Quality of leadership provided by City's elected officials	9.8%	39.1%	31.5%	12.6%	7.0%
Q19b. Effectiveness of City manager & appointed staff	8.5%	37.1%	35.6%	11.9%	6.9%
Q19c. How ethically City conducts business	7.6%	33.4%	35.5%	13.9%	9.6%

ASKED ALL YEAR

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

(N=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q20a. Condition of catch basins (storm drains) in your neighborhood	10.8%	35.1%	22.5%	14.6%	7.4%	9.6%
Q20b. Timeliness of water/sewer line break repairs	7.6%	26.0%	23.5%	15.2%	8.8%	18.9%
Q20c. Quality of Water Services customer service	10.4%	30.8%	24.7%	10.0%	7.2%	17.0%

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=4291)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q20a. Condition of catch basins (storm drains) in your neighborhood	12.0%	38.8%	24.9%	16.2%	8.2%
Q20b. Timeliness of water/sewer line break repairs	9.4%	32.0%	29.0%	18.7%	10.8%
Q20c. Quality of Water Services customer service	12.5%	37.1%	29.7%	12.0%	8.6%

ASKED ALL YEAR

Q21. Please answer the following questions by circling YES or NO.

(N=4291)

	Yes 1	No 2	Don't Know 9
Q21a. Were you or anyone in your household victim of any crime in Kansas City, Missouri during last year	13.2%	86.0%	0.8%
Q21b. Have any members of your household used Kansas City, Missouri ambulance service last year	13.2%	86.0%	0.8%
Q21c. Have you or anyone in your household contacted City's 311 Action Center last year	53.8%	45.3%	0.9%
Q21d. Have you visited City's website (www.kcmo.org) last year	58.3%	40.9%	0.8%
Q21e. Have you used bulky item pick-up service in last year	43.6%	55.5%	0.9%
Q21f. Have you visited a Kansas City, Missouri community center last year	30.9%	68.2%	1.0%
Q21g. Have any members of your household visited any parks in Kansas City, Missouri last year	78.5%	20.6%	0.9%
Q21h. Have you used public transportation last year	30.3%	68.6%	1.1%
Q21i. Have any members of your household attended or watched any Kansas City, Missouri public meeting last year	31.6%	67.4%	1.0%
Q21j. Do you have regular access to internet at home or work	82.4%	16.9%	0.7%
Q21k. Have you had contact with Municipal Court last year	21.3%	77.8%	0.9%
Q21l. Have you visited Kansas City International Airport last year	73.0%	26.1%	0.9%
Q21m. Have you contacted Water Services regarding your account last year	38.5%	60.5%	1.0%
Q21n. Did you vote in any Kansas City, Missouri municipal election during last two years	82.5%	16.5%	1.0%

ASKED ALL YEAR

Without Don't Know

Q21. Please answer the following questions by circling YES or NO. (without "don't know")

(N=4291)

	Yes 1	No 2
Q21a. Were you or anyone in your household victim of any crime in Kansas City, Missouri during last year	13.3%	86.7%
Q21b. Have any members of your household used Kansas City, Missouri ambulance service last year	13.3%	86.7%
Q21c. Have you or anyone in your household contacted City's 311 Action Center last year	54.3%	45.7%
Q21d. Have you visited City's website (www.kcmo.org) last year	58.7%	41.3%
Q21e. Have you used bulky item pick-up service in last year	44.0%	56.0%
Q21f. Have you visited a Kansas City, Missouri community center last year	31.2%	68.8%
Q21g. Have any members of your household visited any parks in Kansas City, Missouri last year	79.2%	20.8%
Q21h. Have you used public transportation last year	30.7%	69.3%
Q21i. Have any members of your household attended or watched any Kansas City, Missouri public meeting last year	31.9%	68.1%
Q21j. Do you have regular access to internet at home or work	83.0%	17.0%
Q21k. Have you had contact with Municipal Court last year	21.5%	78.5%
Q21l. Have you visited Kansas City International Airport last year	73.7%	26.3%
Q21m. Have you contacted Water Services regarding your account last year	38.9%	61.1%
Q21n. Did you vote in any Kansas City, Missouri municipal election during last two years	83.3%	16.7%

ASKED ALL YEAR

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

Q22. How often does your household use City's curbside recycling services	Number	Percent
Weekly	3362	78.4 %
Bi-weekly	171	4.0 %
Monthly	123	2.9 %
Never	340	7.9 %
Not available at my residence	244	5.7 %
Not provided	51	1.2 %
Total	4291	100.0 %

Excluding Respondents Who Do Not Have the Service Available or Did Not Provide a Response

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

Q22. How often does your household use City's curbside recycling services	Number	Percent
Weekly	3362	84.1 %
Bi-weekly	171	4.3 %
Monthly	123	3.1 %
Never	340	8.5 %
Total	3996	100.0 %

ASKED ALL YEAR

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

Q23. Do you think you will be living in Kansas City, Missouri five years from now	Number	Percent
Yes	3601	83.9 %
No	551	12.8 %
Not provided	139	3.2 %
Total	4291	100.0 %

Without Not Provided

Q23. Do you think you will be living in Kansas City, Missouri, five years from now? (without "Not Provided")

Q23. Do you think you will be living in Kansas City, Missouri five years from now	Number	Percent
Yes	3601	86.7 %
No	551	13.3 %
Total	4152	100.0 %

Q24. Do you own or rent your current residence?

Q24. Do you own or rent your current residence	Number	Percent
Own	3487	81.3 %
Rent	775	18.1 %
Not provided	29	0.7 %
Total	4291	100.0 %

Without Not Provided

Q24. Do you own or rent your current residence? (without "Not Provided")

Q24. Do you own or rent your current residence	Number	Percent
Own	3487	81.8 %
Rent	775	18.2 %
Total	4262	100.0 %

ASKED ALL YEAR

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

Q25. How many years have you lived in Kansas City, Missouri	Number	Percent
5 or less	395	9.2 %
6 to 10	467	10.9 %
11 to 15	449	10.5 %
16 to 20	403	9.4 %
21 to 30	748	17.4 %
31+	1717	40.0 %
Not provided	112	2.6 %
Total	4291	100.0 %

Without Not Provided

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

Q25. How many years have you lived in Kansas City, Missouri	Number	Percent
5 or less	395	9.5 %
6 to 10	467	11.2 %
11 to 15	449	10.7 %
16 to 20	403	9.6 %
21 to 30	748	17.9 %
31+	1717	41.1 %
Total	4179	100.0 %

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

Q26. Your race	Number	Percent
Asian/Pacific Islander	78	1.8 %
White	2865	66.8 %
American Indian/Eskimo	80	1.9 %
Black/African American	1044	24.3 %
Other	258	6.0 %
Not provided	82	1.9 %
Total	4407	

ASKED ALL YEAR

Q26. Other

<u>Q26. Other</u>	<u>Number</u>
HISPANIC	134
MIXED	8
MEXICAN	8
MEXICAN AMERICAN	6
SPANISH	3
CREOLE	2
IRISH AMERICAN	2
IRISH	2
LATINO	2
ITALIAN	2
NATIVE AMERICAN	2
GERMAN	1
FINLAND (FINNISH)	1
ITALIAN	1
EURO AMERICAN	1
EURASIAN	1
HUMAN	1
MULTI-RACIAL	1
EUROPEAN AMERICAN	1
KHMER	1
AFGHANISTAN	1
BLACK, ASIAN	1
ITALIAN AMERICAN	1
SOMALI	1
HEBREW	1
KURDISH	1
BRAZILLIAN	1
AMERICAN	1
WHITE/MEXICAN	1
GINGER	1
MEXICAN/AMERICAN	1
INTERRACIAL	1
JEWISH, ENGLISH, IRISH	1
LATINO/HISPANIC	1
MULTIRACE	1
CUBAN WHITE	1
HONDURAN	1
SPANISH AMERICAN	1
HALFWHITE/HALFINDIAN	1
WHITE AND BLACK	1
WHITE AMERICANGERMAN	1
WHITE/CHEROKEE	1
MEXICAN INDIAN	1
SOMALIAN	1

ASKED ALL YEAR

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

Q27. Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	366	8.5 %
No	3785	88.2 %
Not provided	140	3.3 %
Total	4291	100.0 %

Without Not Provided

Q27. Are you of Hispanic, Latino, or other Spanish ancestry? (without "Not Provided")

Q27. Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	366	8.8 %
No	3785	91.2 %
Total	4151	100.0 %

ASKED ALL YEAR

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

<u>Q28. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	928	21.6 %
\$30K to \$59,999	1026	23.9 %
\$60K to \$99,999	996	23.2 %
\$100K+	929	21.6 %
Not provided	412	9.6 %
Total	4291	100.0 %

Without Not Provided

Q28. Would you say your total annual household income is: (without "Not Provided")

<u>Q28. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	928	23.9 %
\$30K to \$59,999	1026	26.5 %
\$60K to \$99,999	996	25.7 %
\$100K+	929	23.9 %
Total	3879	100.0 %

ASKED ALL YEAR

Q29. What is your age?

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24	140	3.3 %
25-34	744	17.3 %
35-44	885	20.6 %
45-54	910	21.2 %
55-64	938	21.9 %
65+	619	14.4 %
Not provided	55	1.3 %
Total	4291	100.0 %

Without Not Provided

Q29. What is your age? (without "Not Provided")

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24	140	3.3 %
25-34	744	17.6 %
35-44	885	20.9 %
45-54	910	21.5 %
55-64	938	22.1 %
65+	619	14.6 %
Total	4236	100.0 %

ASKED ALL YEAR

Q30. Your gender:

<u>Q30. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	2091	48.7 %
Female	2200	51.3 %
Total	4291	100.0 %

Section 5:
Survey Instrument

CITY OF FOUNTAINS
HEART OF THE NATION



KANSAS CITY
MISSOURI

City of Kansas City, Missouri

Office of the Mayor

Office of the City Manager

Dear Kansas City Resident:

We want to know what you think about the quality of city services and about your priorities for the City. We survey residents every year to gather this information.

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.org>. We contract with ETC Institute, 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, but individual survey responses will remain confidential.

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,

A handwritten signature in black ink, appearing to read 'Sly James Jr.'.

Sylvester "Sly" James Jr.
Mayor

A handwritten signature in black ink, appearing to read 'Troy M. Schulte'.

Troy M. Schulte
City Manager

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

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



KANSAS CITY
MISSOURI

City of Kansas City, Missouri Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to citizen concerns. You may complete the survey by returning it in the postage-paid envelope that has been provided. You may also complete it on-line by going to www.kcmosurvey.org. If you have questions, please call the City Manager's office at 513-1408.

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

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

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

Perceptions of the Community		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C.	Overall image of the City	5	4	3	2	1	9
D.	Overall quality of life in the City	5	4	3	2	1	9
E.	Overall feeling of safety in the City	5	4	3	2	1	9
F.	How safe you feel in your neighborhood	5	4	3	2	1	9

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

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

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

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

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

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

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

1st: _____ 2nd: _____

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

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

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

1st: _____ 2nd: _____

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

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

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

1st: _____ 2nd: _____

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

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

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

1st: _____ 2nd: _____

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

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

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

1st: _____ 2nd: _____

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

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

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

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

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

1st: _____ 2nd: _____

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

- | | | | |
|-----------------------------|----------------------------|-------------------------|-------------------------|
| (A) City website | (D) Twitter/social media | | |
| (B) Text messages to mobile | (E) City magazine by mail | 1 st : _____ | 2 nd : _____ |
| (C) Cable Channel 2 | (F) City magazine by email | | |

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

- ____(1) Yes
- ____(2) No
- ____(3) Not available on my television

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

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

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

1st: _____ 2nd: _____

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

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

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

1st: _____ 2nd: _____

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

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

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

1st: _____ 2nd: _____

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

32. What is your home zip code: _____

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

**This concludes the survey. Thank you for your time!
 Please Return Your Completed Survey In the Postage-Paid Envelope that Was Provided.**