

2014-15
KANSAS CITY
MISSOURI
CITIZEN
SURVEY

FINAL REPORT

Submitted to:

The City of Kansas City, Missouri

ETC Institute
725 W. Frontier Ln,
Olathe, KS 66061
913-829-1215



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2014-15 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 2014-15 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 4,030 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 2014-15 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 2014-15 data for trend purposes. From 2001 to 2008, the survey data was conducted at one time. Since the 2009-10 survey, the survey has been administered to one-fourth of the sample every three months to allow the City to assess seasonal differences in survey results.

The source for the random sample was provided by Edith Roman, which is a subsidiary of InfoUSA®. A target sample of 2,250 households was selected at random from all households in Kansas City, Missouri each quarter. The sample was designed to ensure the completion of at least 1,000 surveys per quarter. Of these at least 150 surveys were completed in each of the six City Council Districts each quarter; a total of 600 surveys were completed in each of the six City Council Districts annually.

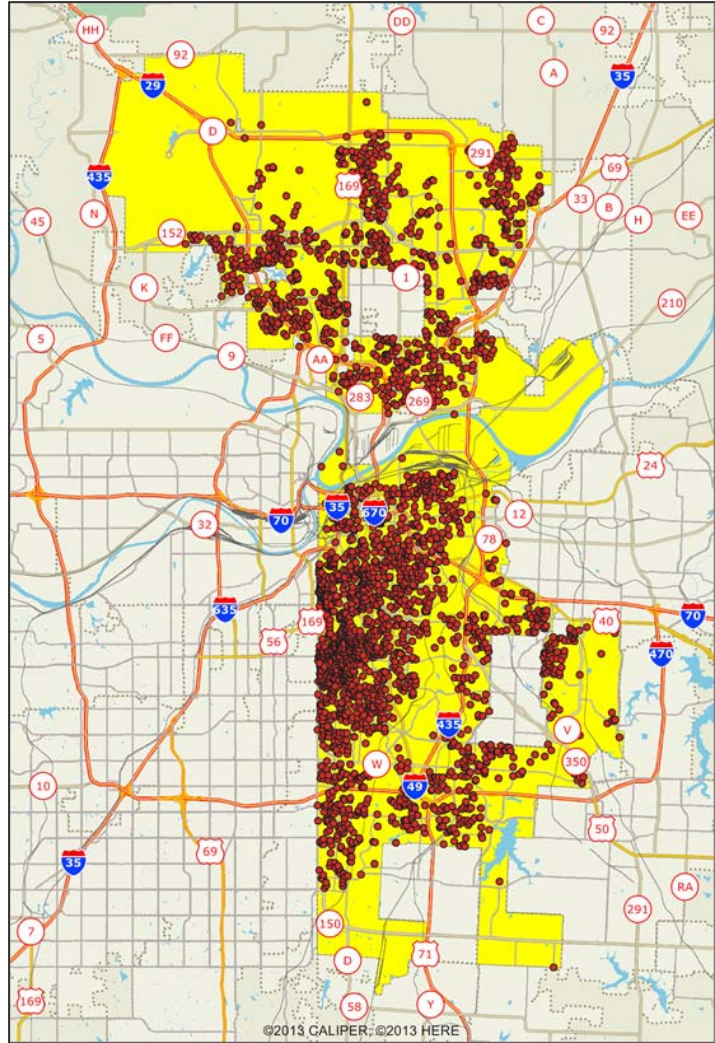
During the first week of July 2014, October 2014, February 2015, and May 2015, a copy of the survey instrument, a cover letter from the City, and a postage-paid return reply envelope were mailed to each of the 2,250 households in the target sample that was selected for the quarter. Only one person per household was selected. A total of 9,000 households were selected to receive the survey over the course of the year.

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

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

Of the 9,000 households that received the survey, 2,202 completed the survey by mail, 230 completed the survey online and 1,598 completed the survey by phone. The total number of households that completed the survey by mail, Internet or phone was 4,030 (a 45% response rate). The results for the random sample of 4,030 surveys have a precision of at least +/-1.5%.

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



Don't Knows. The percentage of “don't know” and “no opinion” responses has been excluded from many of the graphs that show trends from 2005, 2013-14 and 2014-15 to facilitate valid comparisons. Since the number of “don't know” and “no opinion” responses often reflects the utilization and awareness of city services, the percentage of “don't know” and “no opinion” responses has been provided in section 4 (tabular data).

This summary report contains:

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

MAJOR FINDINGS

Major Categories of City Services

- **Residents were Generally Satisfied with the Major Categories of Services Provided by the City of Kansas City, Missouri.** The overall major categories of city services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of fire and ambulance services (77%), the overall quality of airport facilities (71%), the overall quality of solid waste services (69%) and the overall quality of police services (66%). Residents were least satisfied with the overall maintenance of streets, sidewalks and infrastructure (30%).

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, 2011-12 survey, 2012-13 survey, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percent changes (2013-14 to 2014-15). **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	2014-15 Survey	Percentage Change from 2005 to (2014-15)	Percentage Change from (2013-14) to (2014-15)
Quality of fire & ambulance services	N/A	N/A	75.1	75.6	76.9	N/A	1.3
Quality of airport facilities	71.5	73.5	73.8	73.7	70.6	-0.9	-3.1
Quality of solid waste services	N/A	N/A	68.5	67.7	68.5	N/A	0.8
Overall quality of police services	N/A	N/A	63.9	63.1	66.1	N/A	3.0
City parks/recreation programs/facilities	51.2	59.4	58.2	61.4	63.6	12.4	2.2
Quality of the city's 311 service	N/A	57.3	58.2	60.8	62.8	N/A	2.0
Quality of city water utilities	55.1	51.5	56.6	58.2	60.0	4.9	1.8
Quality of Health Department services	N/A	N/A	55.0	56.0	58.6	N/A	2.6
Quality of customer service from city employees	39.1	49.8	44.1	47.8	49.7	10.6	1.9
Quality of neighborhood services	N/A	N/A	43.4	45.3	46.3	N/A	1.0
Quality of municipal court services	34.3	36.7	41.2	44.0	45.4	11.1	1.4
Effectiveness of city communication with public	30.7	39.2	39.8	43.5	45.6	14.9	2.1
Quality of city's stormwater runoff/mgmt system	32.1	36.3	36.7	41.0	42.0	9.9	1.0
Quality of public transportation	N/A	42.8	36.5	40.1	39.4	N/A	-0.7
Maintenance of streets, sidewalks & infrastructure	N/A	N/A	25.1	27.8	30.2	N/A	2.4

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 below:

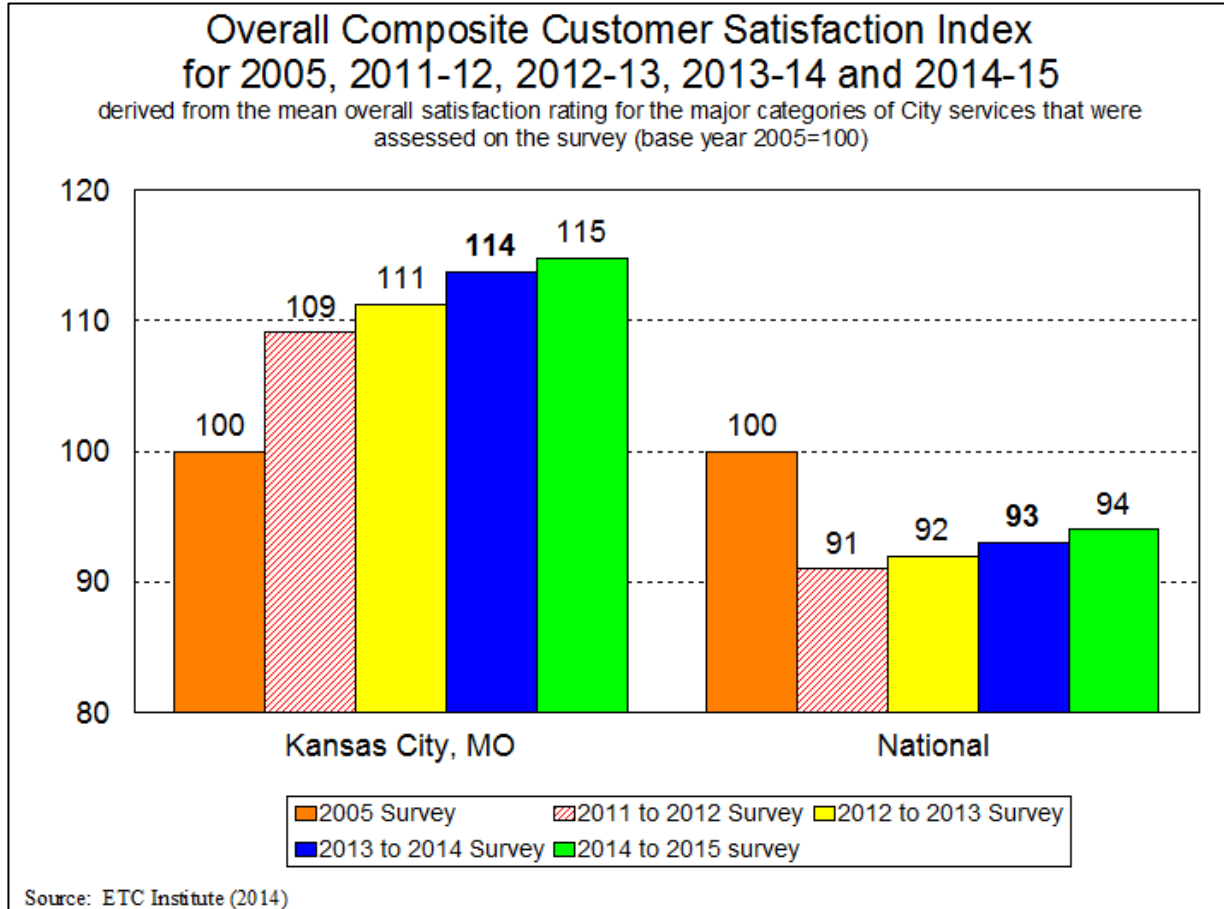
Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in six (6) major city services that were rated in both 2005 and 2014-15. The significant increases are listed on the following page.

- Effectiveness of city communication with the public (+14.9%)
- City parks/recreation programs/facilities (+12.4%)
- Quality of municipal court services (+11.1%)
- Quality of customer service from city employees (+10.6%)
- Quality of city's stormwater runoff/management system (+9.9%)
- Quality of city water utilities (+4.9%)

Significant Changes Since the 2013-14 Survey. There were significant increases in satisfaction ratings in 8 of the 15 major city services that were rated in both 2013-14 and 2014-15. The significant increases are listed below:

- Quality of police services (+3%)
 - Quality of Health Department services (+2.6%)
 - Maintenance of streets, sidewalks and infrastructure (+2.4%)
 - City parks and recreation programs and facilities (+2.2%)
 - Effectiveness of city communication with the public (+2.1%)
 - Quality of the city's 311 service (+2%)
 - Quality of customer service from city employees (+1.9%)
 - Quality of city water utilities (+1.8%)
 -
- **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, 2013-14, and 2014-15. 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, 2013-14 and 2014-15 for the City of Kansas City and the National Index. The Composite Satisfaction Index for the City of Kansas City improved 1 point from 2013-14 and 15 points from 2005. The National Index improved 1 point from 2013-14 but was still 6 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 neighborhood services.

Perceptions of Kansas City, Missouri as a Community

- Most Residents Were Satisfied with the Feeling of Safety in Their Neighborhood and the Quality of Life in Kansas City, Missouri.** Sixty-seven percent (67%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of life in Kansas City, Missouri; 23% gave a neutral response, and 10% were dissatisfied. Sixty-five percent (65%) indicated that they were satisfied with feeling of safety in their neighborhood; 20% gave a neutral response, and 15% were dissatisfied.

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with items related to residents’ perceptions of Kansas City, Missouri as a community from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **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	Percentage Change from
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2005 to (2014-15)	(2013-14) to (2014-15)
Feeling of safety in your neighborhood	N/A	N/A	63.3	65.6	65.3	N/A	-0.3
Overall quality of life in the city	50.7	54.1	61.2	62.8	67.4	16.7	4.6
Overall image of the city	36.9	45.3	53.2	56.5	63.0	26.1	6.5
Quality of services provided by KCMO	41.4	50.0	52.1	55.5	60.3	18.9	4.8
Overall feeling of safety in the city	29.9	36.8	38.5	40.7	45.2	15.3	4.5
Value received for city tax dollars and fees	24.8	32.1	35.2	37.2	41.6	16.8	4.4

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 2014-15. The significant increases are listed below:

- Overall image of the city (+26.1%)
- Quality of services provided by the city (+18.9%)
- Value received for city tax dollars and fees (+16.8%)
- Overall quality of life in the city (+16.7%)
- Overall feeling of safety in the city (+15.3%)

Significant Changes Since the 2013-14 Survey. There were significant increases in satisfaction ratings in five of the six (6) of the perception items that were rated in both 2013-14 and 2014-15. The significant increases are listed below:

- Overall image of the city (+6.5%)
- Quality of services provided by the city (+4.8%)
- Overall quality of life in the city (+4.6%)
- Overall feeling of safety in the city (+4.5%)
- Value received for city tax dollars and fees (+4.4%)

Overall Ratings of Kansas City, Missouri

- Overall Ratings.** Eighty percent (80%) 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; 14% gave a neutral response, and 6% were dissatisfied (combination of “below average” and “poor”). Seventy-one percent (71%) 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; 20% gave a neutral response, and 9% were dissatisfied (combination of “below average” and “poor”).
- Trends:** The table below shows the levels of satisfaction (combination of “excellent” and “good” responses) with overall ratings of the City from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Overall Ratings of the City Combination of "Excellent" and "Good" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2014-15)	Change from (2013-14) to (2014-15)
As a place to live	69.2	69.8	75.2	75.9	80.1	10.9	4.2
As a place to work	63.3	62.3	65.0	65.3	70.5	7.2	5.2
As a place to raise children	51.5	50.4	54.6	56.6	58.7	7.2	2.1

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 2014-15 survey. The significant increases are listed below:

- As a place to live (+10.9%)
- As a place to raise children (+7.2%)
- As a place to work (+7.2%)

Significant Changes Since the 2013-14 Survey. There were significant increases in positive ratings in all three (3) of the quality of life items that were rated in both 2013-14 and 2014-15. The significant increases are listed below:

- As a place to work (+5.2%)
- As a place to live (+4.2%)
- As a place to raise children (+2.1%)

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 (66%), how quickly police respond to emergencies (56%), the enforcement of local traffic laws (53%), and the City’s overall efforts to prevent crime (50%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with police services from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15).

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

Satisfaction With Police Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	Percentage Change from 2005 to (2014-15)	Percentage Change from (2013-14) to (2014-15)
Effectiveness of local police protection	N/A	N/A	62.0	61.5	66.1	N/A	4.6
How quickly police respond to emergencies	N/A	57.8	51.8	54.4	56.5	N/A	2.1
Enforcement of local traffic laws	47.3	51.7	51.5	52.0	53.0	5.7	1.0
Visibility of police in neighborhoods	39.0	48.9	47.6	51.5	48.8	9.8	-2.7
Parking enforcement services	N/A	48.5	47.4	47.8	47.6	N/A	-0.2
City's overall efforts to prevent crime	31.2	40.7	41.1	44.3	50.5	19.3	6.2

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 2014-15. The significant increases are listed below:

- City's overall efforts to prevent crime (+19.3%)
- Visibility of police in neighborhoods (+9.8%)
- Enforcement of local traffic laws (+5.7%)

Significant Changes Since the 2013-14 Survey. There were significant increases in satisfaction ratings in three (3) of the police services that were rated in both 2013-14 and 2014-15. The significant increases are listed below:

- City’s overall efforts to prevent crime (+6.2%)
- Effectiveness of local police protection (+4.6%)
- How quickly police respond to emergencies (+2.1%)

- **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 (79%).

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, 2011-12 survey, 2012-13 survey, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **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	2014-15	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2014-15)	Change from (2013-14) to (2014-15)
Overall quality of local fire protection & rescue	78.9	78.6	80.1	81.7	82.1	3.2	0.4
How quickly fire & rescue respond to emergencies	N/A	78.5	77.5	80.4	79.4	N/A	-1.0
Quality of local ambulance service	67.2	69.4	68.6	73.3	75.9	8.7	2.6
How quickly ambulance personnel respond	N/A	68.7	68.6	72.7	75.2	N/A	2.5

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 2014-15. The significant increases are listed below:

- Quality of local ambulance service (+8.7%)
- Overall quality of local fire protection and rescue (+3.2%)

Significant Changes Since the 2013-14 Survey. There were significant increases in satisfaction ratings in two (2) of the fire and emergency medical services that were rated in both 2013-14 and 2014-15. The significant increases are listed below:

- Quality of local ambulance service (+2.6%)
- How quickly ambulance personnel respond (+2.5%)

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

City Streets, Sidewalks and Infrastructure Services

- **City Streets, Sidewalks and Infrastructure Services.** The highest levels of satisfaction with City streets, sidewalks and infrastructure services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: 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 (60%).

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, 2011-12 survey, 2012-13 survey, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction With City Streets, Sidewalks and Infrastructure Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2014-15)	Change from (2013-14) to (2014-15)
Adequacy of city street lighting	60.2	57.0	61.6	60.2	59.9	-0.3	-0.3
Snow removal on major city streets past 12 months	54.5	56.1	59.1	61.7	62.4	7.9	0.7
Maintenance of street signs & traffic signals	N/A	52.4	54.9	57.0	60.2	N/A	3.2
Access to Streets/sidewalks/buildings for people with disabilities	N/A	N/A	44.4	45.9	45.7	N/A	-0.2
Maintenance of streets in your neighborhood	35.2	35.8	40.4	39.5	41.5	6.3	2.0
Snow removal on residential streets past 12 months	36.8	37.4	39.6	39.8	44.6	7.8	4.8
Condition of sidewalks in your neighborhood	N/A	N/A	36.9	34.9	36.1	N/A	1.2
Maintenance of city streets	21.2	23.8	26.9	28.0	27.3	6.1	-0.7
Condition of sidewalks in the city	18.8	22.7	23.9	26.0	25.2	6.4	-0.8

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 2014-15. The significant increases are listed below:

- Snow removal on major city streets during the past 12 months (+7.9%)
- Snow removal on residential streets during the past 12 months (+7.8%)
- Condition of sidewalks in the city (+6.4%)
- Maintenance of streets in your neighborhood (+6.3%)
- Maintenance of city streets (+6.1%)

Significant Changes Since the 2013-14 Survey. There were significant increases in satisfaction ratings in three (3) of the City streets, sidewalks and infrastructure services that were rated in both 2013-14 and 2014-15. The significant increases are listed below:

- Snow removal on major city streets during the past 12 months (+4.8%)
 - Maintenance of street signs & traffic signals (+3.2%)
 - Maintenance of neighborhood streets (+2%)
- **City Streets, Sidewalks and Infrastructure Services Residents Thought Were Most Important.** The two City streets, sidewalks and infrastructure services that residents thought were the most important for the City to provide were: (1) the maintenance of city streets and (2) snow removal on residential streets during the past 12 months.

Neighborhood Services

- **Neighborhood Services.** The highest levels of satisfaction with neighborhood services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of animal control (42%) and the enforcement of litter, weeds, and exterior maintenance in your neighborhood (41%). Residents were least satisfied with the property maintenance of vacant structures (21%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with neighborhood services from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **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 (2014-15)	Percentage Change from (2013-14) to (2014-15)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)							
	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey		
Quality of animal control	38.7	40.7	42.3	44.6	42.3	3.6	-2.3
Exterior maintenance of residential property	22.3	24.0	25.0	27.9	27.9	5.6	0.0
Removal of signs in right of way of city streets	N/A	N/A	33.8	37.7	35.7	N/A	-2.0
Timeliness of removal of abandoned cars	27.9	28.1	31.3	33.8	33.0	5.1	-0.8
Clean up of litter/debris on private property	20.6	23.1	26.7	28.8	27.9	7.3	-0.9
City efforts to clean-up illegal dumping sites	N/A	N/A	26.3	29.5	28.1	N/A	-1.4
Enforcing cleanup of litter, mowing of weeds, and exterior maintenance in your neighborhood	N/A	N/A	40.2	41.5	40.9	N/A	-0.6
Mowing/cutting of weeds on private property	19.7	22.4	24.8	27.7	27.0	7.3	-0.7
Property maintenance of vacant structures	N/A	N/A	18.4	20.5	20.7	N/A	0.2

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 2014-15. The significant increases are listed below:

- Clean-up of litter/debris on private property (+7.3%)
 - Mowing/cutting of weeds on private property (+7.3%)
 - Exterior maintenance of residential property (+5.6%)
 - Timeliness of removal of abandoned cars (+5.1%)
 - Quality of animal control (+3.6%)
- **Neighborhood Services Residents Thought Were Most Important.** The two neighborhood services that residents thought were the most important for the City to provide were: (1) the clean-up of litter and debris on private property and (2) the property maintenance of vacant structures.

Health Department Services

- **Health Department Services.** The Health Department services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: communicating public health concerns (58%), preventing the spread of infectious diseases (58%), and protection from new or unusual health threats (57%).

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, 2013-14 survey, and the current survey. It also shows short-term percentage changes (2013-14 to 2014-15). **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	2014-15 Survey	Percentage Change from 2005 to (2014-15)	Percentage Change from (2013-14) to (2014-15)
Preventing the spread of infectious diseases	N/A	N/A	59.2	64.8	57.9	N/A	-6.9
Protection from new or unusual health threats	N/A	N/A	55.8	62.5	57.1	N/A	-5.4
Communication regarding public health concerns	N/A	N/A	57.3	61.6	58.1	N/A	-3.5
Guarding against food poisoning through restaurant inspections	N/A	N/A	55.7	59.8	57.1	N/A	-2.7
Encouraging access to healthy fruits/vegetables, safe places to exercise, and non-smoking environments	N/A	N/A	50.6	54.6	52.3	N/A	-2.3
Protection from exposure to environmental risks	N/A	N/A	50.2	50.8	47.4	N/A	-3.4

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 2013-14 Survey. There were significant decreases in satisfaction ratings in all six (6) health department services that were rated in both 2013-14 and 2014-15.

- **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) protection from new or unusual health threats.

311 Call Center Services

- **311 Call Center Services.** The highest levels of satisfaction with the services provided by the 311 Call Center, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the courtesy/professionalism of 311 calltakers (69%) and the ease of utilizing 311 services via phone (69%).

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, the 2013-14 survey, and the current survey. It also shows short-term percentage changes (2013-14 to 2014-15). **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 Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	Percentage Change from 2005 to (2014-15)	Percentage Change from (2013-14) to (2014-15)
Courtesy/professionalism of 311 calltakers	N/A	N/A	64.3	68.4	68.9	N/A	0.5
Ease of utilizing 311 services via phone	N/A	N/A	62.9	66.9	68.6	N/A	1.7
How well question/issue were resolved via 311	N/A	N/A	56.4	62.0	62.7	N/A	0.7
Ease of utilizing 311 services via web	N/A	N/A	47.9	56.2	52.8	N/A	-3.4

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 2013-14 Survey. There were no significant increases in satisfaction ratings in 311 call center services that were rated in both 2013-14 and 2014-15. There was one (1) significant decrease.

Communication Services

- **Communication.** The highest levels of satisfaction with communication services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the availability of information about city programs and services (51%) and the overall usefulness of the city's web-site (49%).

Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with communication services from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **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 Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	Percentage Change from 2005 to (2014-15)	Percentage Change from (2013-14) to (2014-15)
Overall usefulness of the city's website	N/A	N/A	45.1	53.4	49.2	N/A	-4.2
Availability of info about city programs/services	31.8	42.7	47.1	53.2	50.7	18.9	-2.5
Quality of KCMO's gov't cable tv channel	N/A	47.4	42.7	45.8	39.3	N/A	-6.5
Content in the City's magazine, KCMORE	N/A	N/A	40.1	45.5	39.9	N/A	-5.6
Level of public involvement in decision making	21.5	26.4	27.2	33.5	29.2	7.7	-4.3

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 2014-15 survey. The significant increases are listed below:

- Availability of information about city programs/services (+18.9%)
- Level of public involvement in decision making (+7.7%)

Significant Changes Since the 2013-14 Survey. There were significant decreases in satisfaction ratings in all five (5) communication services that were rated in both 2013-14 and 2014-15.

- **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 (73%), the maintenance of boulevards and parkways (67%) and the quality of facilities, picnic shelters, and playgrounds (66%). Residents were least satisfied with the City swimming pools and programs (41%), and city’s youth athletic programs (38%).

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with parks and recreation services from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **Note:** *Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Parks and Recreation Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2014-15)	Change from (2013-14) to (2014-15)
Maintenance of city parks	48.9	60.8	68.9	71.1	72.7	23.8	1.6
Quality of facilities, picnic shelters, playgrounds	N/A	55.2	63.9	65.8	65.7	N/A	-0.1
Maintenance of boulevards & parkways	48.6	55.8	64.2	65.7	67.3	18.7	1.6
Quality of outdoor athletic fields	41.0	52.3	58.7	63.0	65.4	24.4	2.4
Walking and biking trails in the city	36.8	46.3	52.8	55.0	53.1	16.3	-1.9
Maintenance & appearance of community centers	35.2	49.7	53.3	54.5	52.4	17.2	-2.1
Tree trimming & other tree care along city streets and other public areas	34.3	37.4	48.1	49.4	45.6	11.3	-3.8
Customer service from Parks/Recreation employees	N/A	N/A	45.1	49.1	45.7	N/A	-3.4
Programs & activities at community centers	N/A	43.7	47.4	48.2	48.3	N/A	0.1
Quality of communication from Parks and Recreation	N/A	N/A	40.8	41.4	41.1	N/A	-0.3
City swimming pools and programs	27.4	32.7	38.6	40.7	41.1	13.7	0.4
The city's youth programs and activities	32.0	32.2	35.7	40.4	38.3	6.3	-2.1

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 eight (8) of the parks and recreation services that were rated on both the 2005 and 2014-15 survey. The significant increases are listed below:

- Quality of outdoor athletic fields (+24.4%)
- Maintenance of city parks (+23.8%)
- Maintenance of boulevards & parkways (+18.7%)
- Maintenance & appearance of community centers (+17.2%)
- Walking and biking trails in the city (+16.3%)
- City swimming pools and programs (+13.7%)
- Tree trimming & other tree care along city streets and other public areas (+11.3%)
- The city's youth programs and activities (+6.3%)

Significant Changes Since the 2013-14 Survey. There was a significant increase in satisfaction ratings in one (1) of the parks and recreation services that were rated in both 2013-14 and 2014-15. That significant increase is listed below:

- Quality of outdoor athletic fields (+2.4%)

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

Solid Waste Services

- Solid Waste Services.** The solid waste services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of trash collection services (83%) and the quality of curbside recycling services (79%). Residents were least satisfied with the cleanliness of city streets and other public areas (50%).

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, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **Note:** Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction With Solid Waste Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2014-15)	Change from (2013-14) to (2014-15)
Quality of trash collection services	57.8	72.2	82.7	80.8	83.1	25.3	2.3
Quality of curbside recycling services	N/A	74.0	81.2	77.9	79.0	N/A	1.1
Quality of bulky item pick-up services	N/A	55.0	60.1	61.2	64.4	N/A	3.2
Overall quality of leaf & brush pick-up services	N/A	N/A	50.1	53.9	56.9	N/A	3.0
Cleanliness of city streets & other public areas	29.9	37.8	46.1	47.4	50.2	20.3	2.8

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 2014-15. The significant increases are listed below:

- Quality of trash collection services (+25.3%)
- Cleanliness of city streets & other public areas (+20.3%)

Significant Changes Since the 2013-14 Survey. Since the 2013-2014 survey, there were significant increases in four (4) of the solid waste services that were rated in 2013-14 and 2014-15. The significant increases are listed below:

- Quality of bulky item pick-up services (+3.2%)
- Overall quality of leaf & brush pick-up services (+3%)
- Cleanliness of city streets & other public areas (+2.8%)
- Quality of trash collection services (+2.3%)

- **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 (73%), and the cleanliness of facilities (70%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with airport services from the 2012-13 survey, the 2013-14 survey, and the current survey. It also shows short-term percentage changes (2013-14 to 2014-15). **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 (2014-15)	Percentage Change from (2013-14) to (2014-15)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey		
Ease of moving through airport security	N/A	N/A	74.5	76.3	73.3	N/A	-3.0
Cleanliness of facilities	N/A	N/A	77.6	75.9	70.3	N/A	-5.6
Availability of parking	N/A	N/A	74.5	72.7	68.0	N/A	-4.7
Helpfulness of signs and other directions	N/A	N/A	73.4	72.7	68.6	N/A	-4.1
Price of parking	N/A	N/A	52.4	54.6	49.9	N/A	-4.7
Food, beverage, and other concessions	N/A	N/A	40.9	42.3	42.1	N/A	-0.2

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 2013-14 Survey. Of the airport services that were rated in both 2013-14 and 2014-15, there were significant decreases in satisfaction ratings in five (5) of the areas assessed.

- **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.** Fifty-four percent (54%) of those surveyed, who had an opinion, indicated that they were satisfied with the leadership provided by the city’s elected officials; 28% gave a neutral response, and 18% 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, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **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 Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	Percentage Change from 2005 to (2014-15)	Percentage Change from (2013-14) to (2014-15)
	Survey	Survey	Survey	Survey	Survey		
Leadership provided by city's elected officials	25.6	39.3	50.5	48.9	53.7	28.1	4.8
Effectiveness of the city manager & app. staff	29.8	36.0	47.3	45.6	51.0	21.2	5.4
How ethically the city conducts business	N/A	31.5	41.2	41.0	44.8	N/A	3.8

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 2014-15 survey. The increases in satisfaction ratings are listed below:

- Leadership provided by city's elected officials (+28.1%)
- Effectiveness of the city manager & appointed staff (+21.2%)

Significant Changes Since the 2013-14 Survey. There were significant changes in satisfaction ratings in all three (3) of the city leadership items that were rated in both 2013-14 and 2014-15. The increases in satisfaction ratings are listed below:

- Effectiveness of the city manager & appointed staff (+5.4%)
- Leadership provided by city's elected officials (+4.8%)
- How ethically the city conducts business (+3.8%)

Water Services

- Water Services.** Over half (52%) of those surveyed, who had an opinion, indicated that they were satisfied with the condition of catch basins in neighborhoods; 26% gave a neutral response, and 22% were dissatisfied. Fifty-two percent (52%) of those surveyed, who had an opinion, indicated they were satisfied with the quality of Water Services customer service; 32% gave a neutral response, and 16% 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, 2013-14 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2014-15) and the short-term percentage changes (2013-14 to 2014-15). **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 Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	Percentage Change from 2005 to (2014-15)	Percentage Change from (2013-14) to (2014-15)
	Survey	Survey	Survey	Survey	Survey		
Condition of catch basins in your neighborhood	N/A	43.0	49.7	50.8	51.5	N/A	0.7
Quality of Water Services customer service	N/A	N/A	47.1	49.6	52.2	N/A	2.6
Timeliness of water/sewer line break repairs	N/A	33.3	37.5	41.4	44.3	N/A	2.9

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 2013-14 Survey. There were significant increases in satisfaction in two (2) of the water services that were rated in 2013-14 and 2014-15. The increases in satisfaction ratings are listed below:

- Timeliness of water/sewer line break repairs (+2.9%)
- Condition of catch basins in your neighborhood (+2.6%)

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the City's 2014-15 survey and the subsequent analysis of the survey data, ETC Institute has reached the following conclusions:

- **The City of Kansas City is moving in the right direction.** The Composite Customer Satisfaction Index for Kansas City has improved 1 point from the 2013-14 survey and 15 points from the 2005 survey.

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.

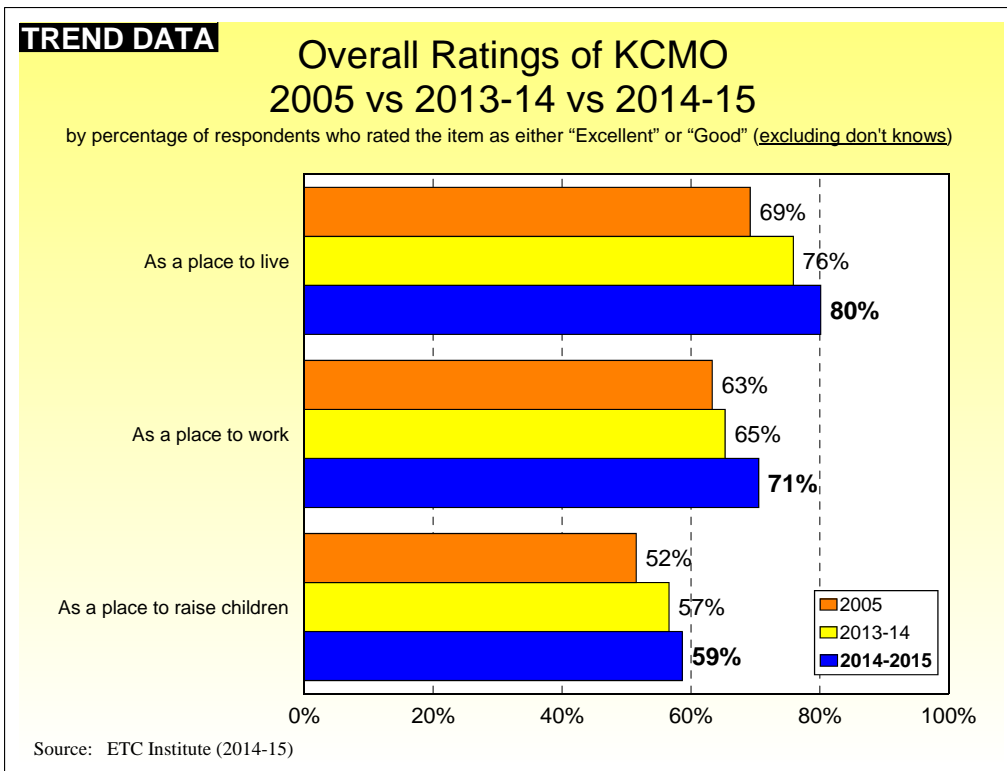
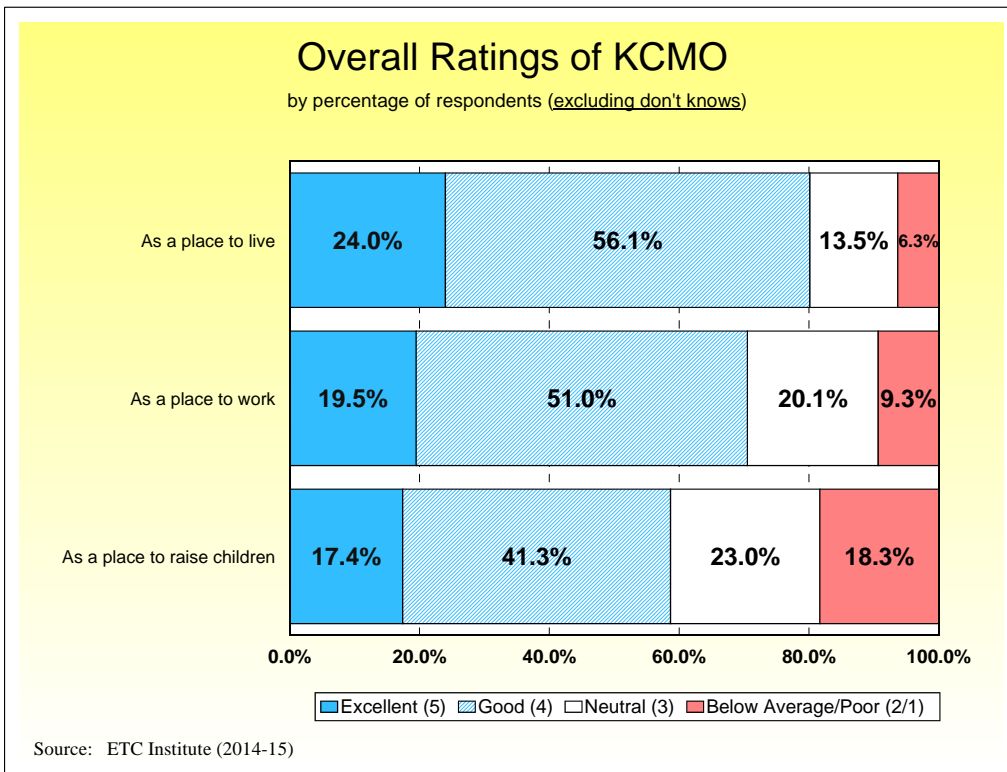
Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

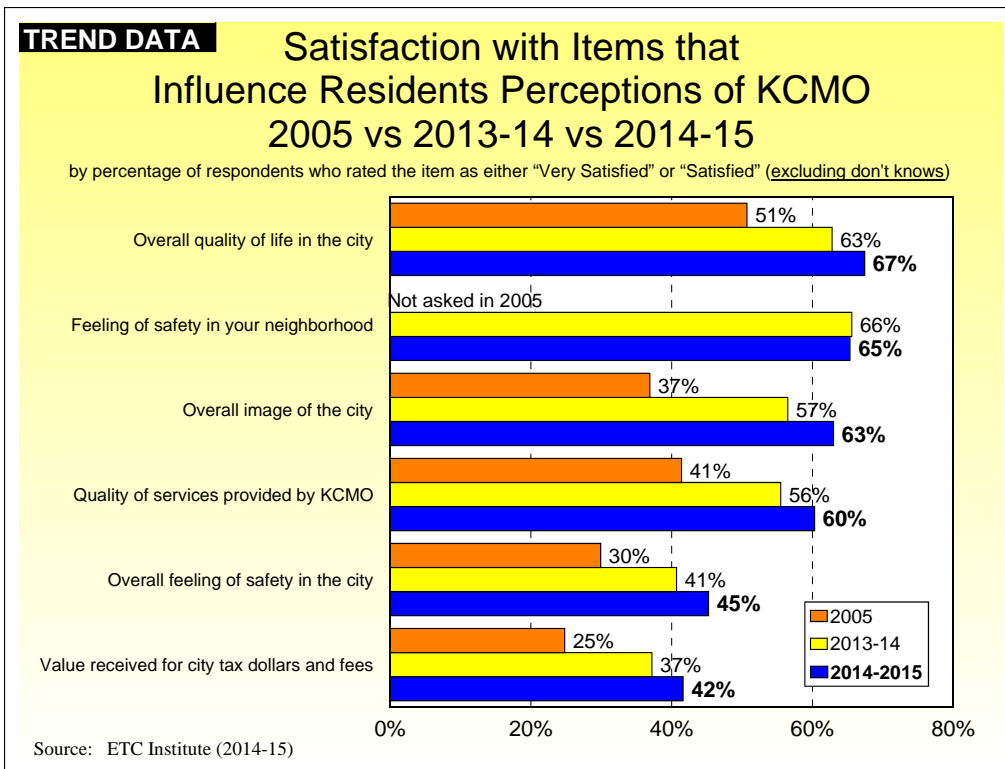
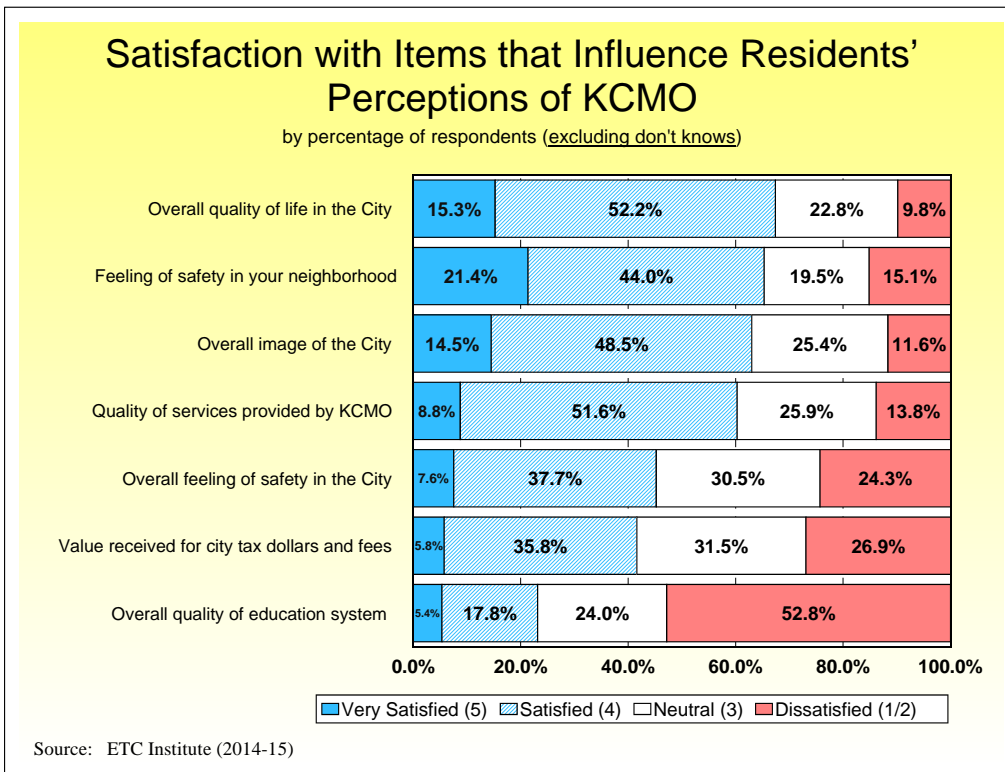
- **Priorities for Major City Services.** The first level of analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the 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=0.3766)
 - Overall quality of public transportation (IS Rating=0.1156)
 - Overall quality of neighborhood services (IS Rating=0.1098)
- **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 on the following page.

- **Police Services:** The city's overall efforts to prevent crime and visibility of police in neighborhoods
- **Fire and Emergency Medical Services:** There were no high priorities in this category
- **City Streets, Sidewalks and Infrastructure:** Maintenance of city streets
- **Neighborhood Services:** Enforcing property maintenance of vacant structures and enforcing the clean-up of litter and debris on private property
- **Health Department Services:** Preventing the spread of infectious diseases
- **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:** The city's youth programs and activities and tree trimming and other tree care along city streets and other public areas
- **Solid Waste Services:** Overall cleanliness of city streets and other public areas
- **Airport Services:** Food, beverage and other concessions and the price of parking

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

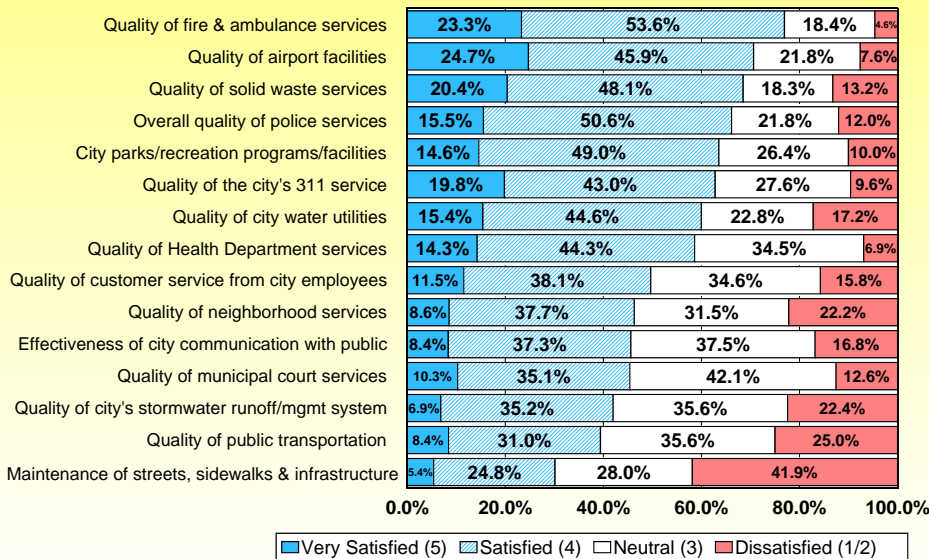
Section 1:
Charts and Graphs





Overall Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)

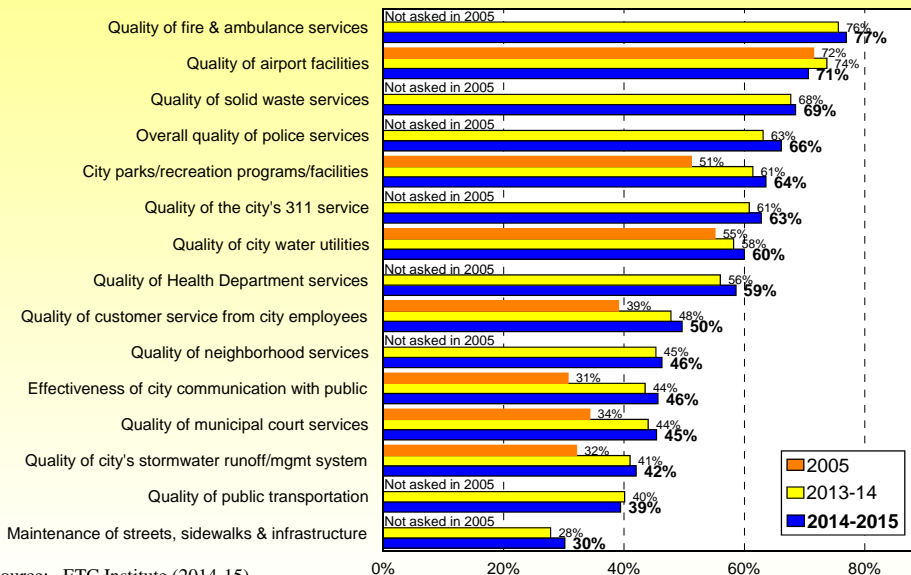


Source: ETC Institute (2014-15)

TREND DATA

Overall Satisfaction With Major Categories of City Services 2005 vs 2013-14 vs 2014-15

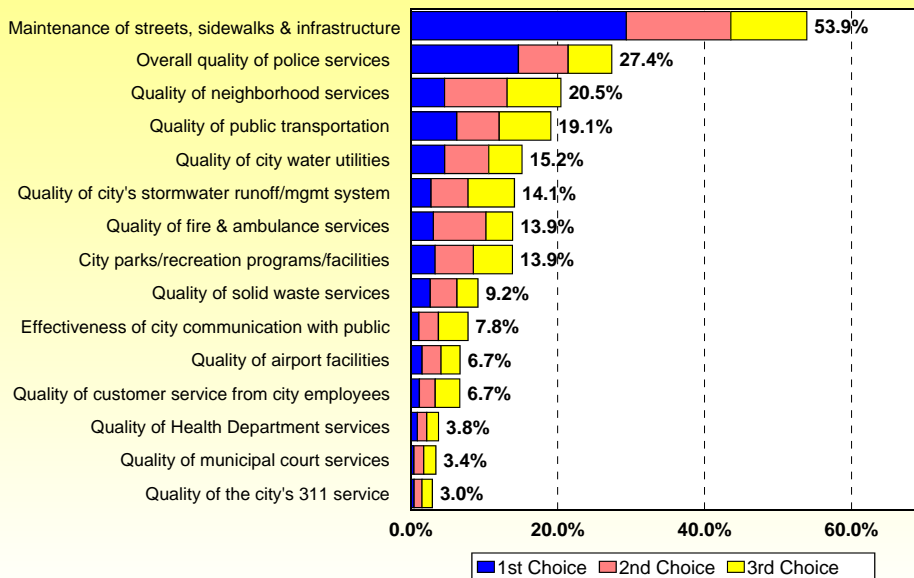
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2014-15)

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

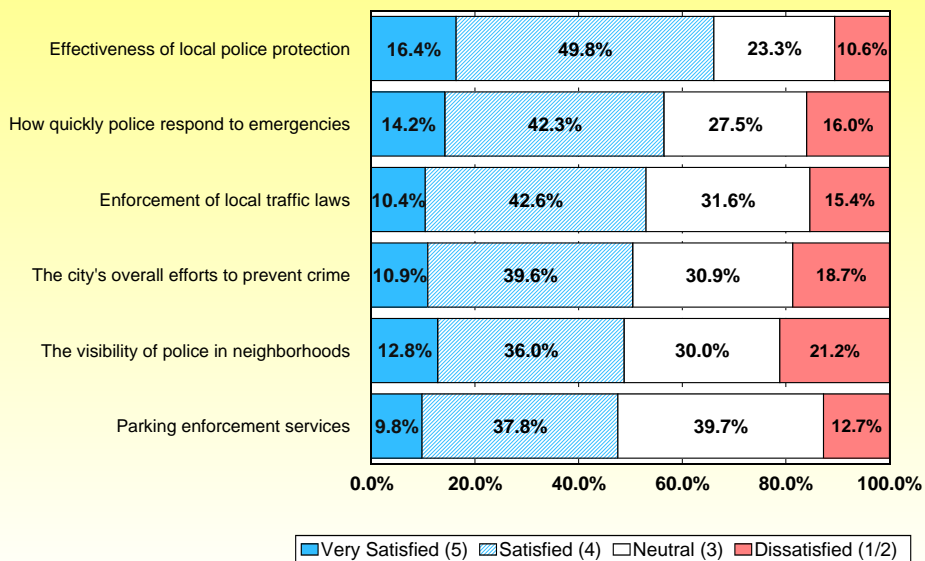
by percentage of respondents who selected the item as one of their top three choices



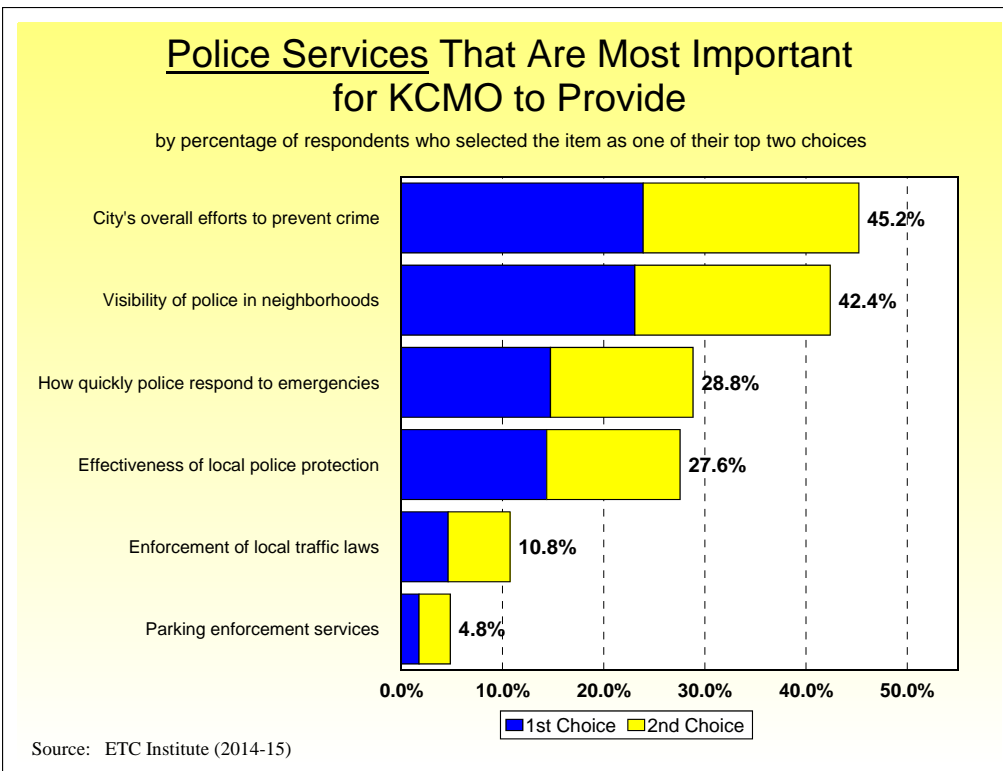
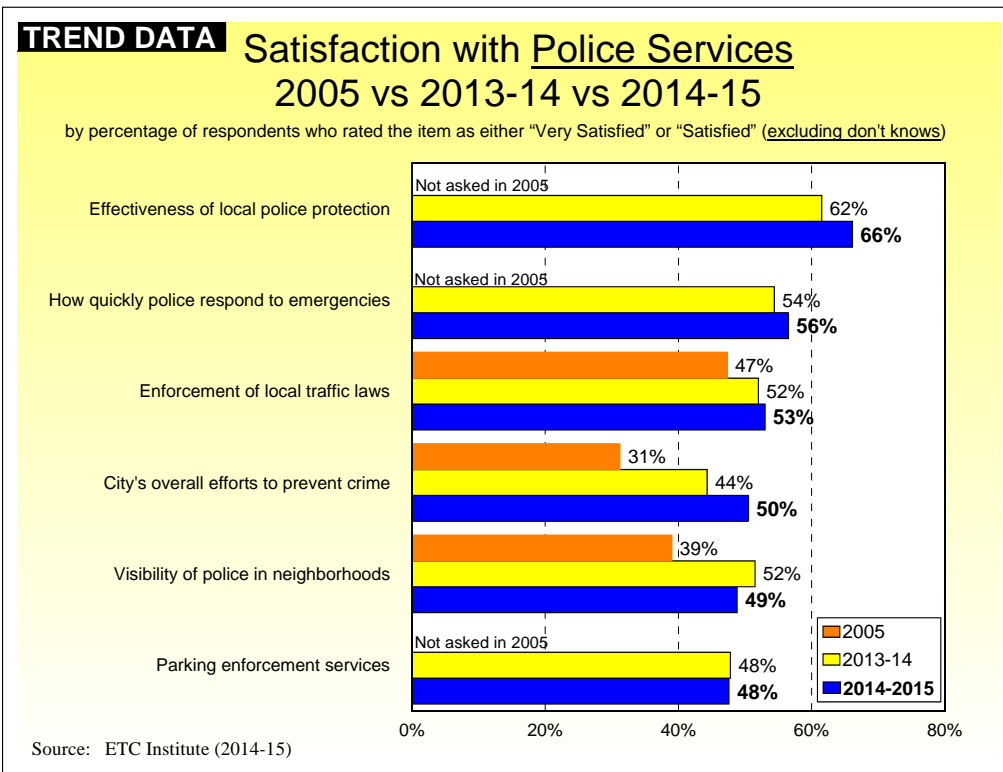
Source: ETC Institute (2014-15)

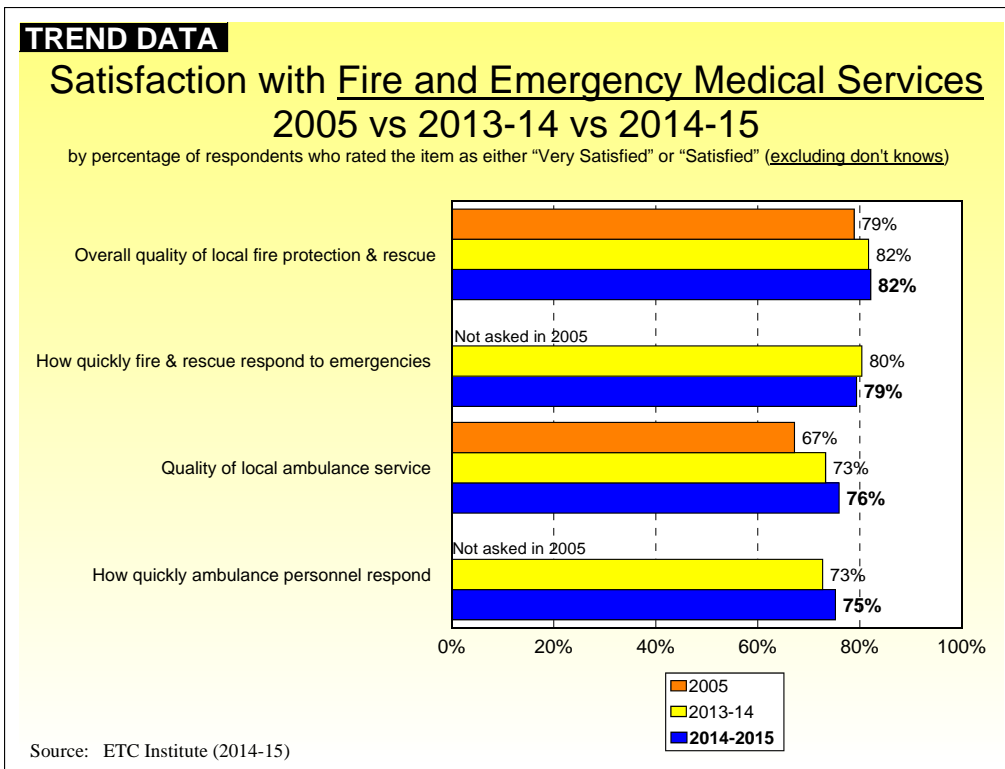
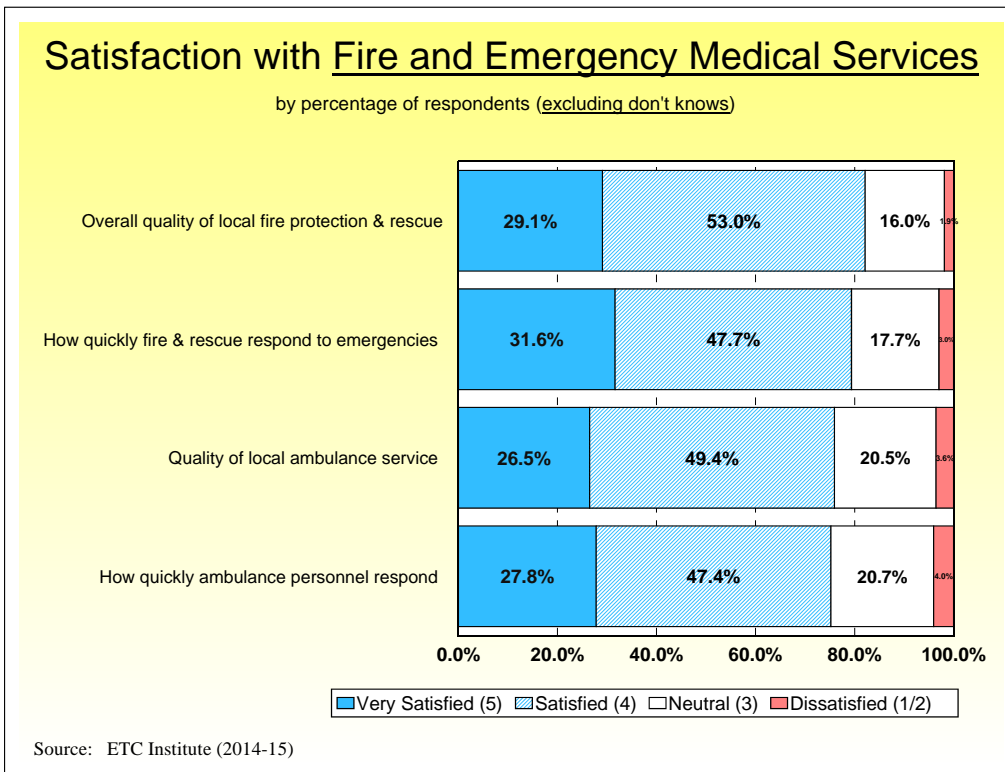
Satisfaction with Police Services

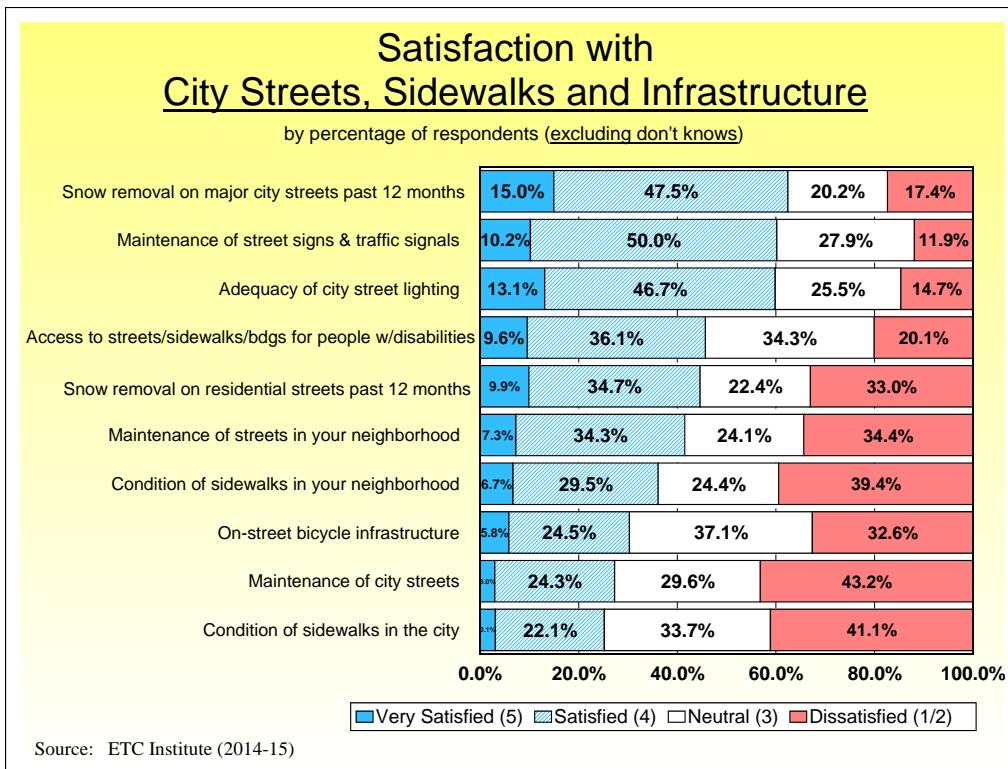
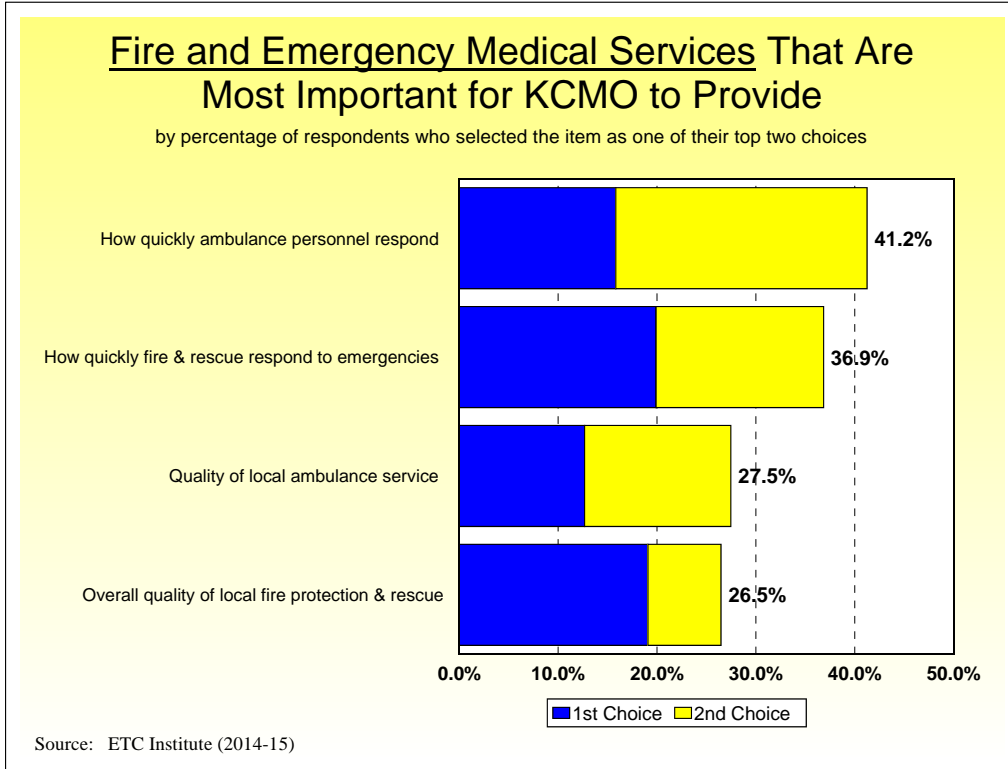
by percentage of respondents (excluding don't knows)

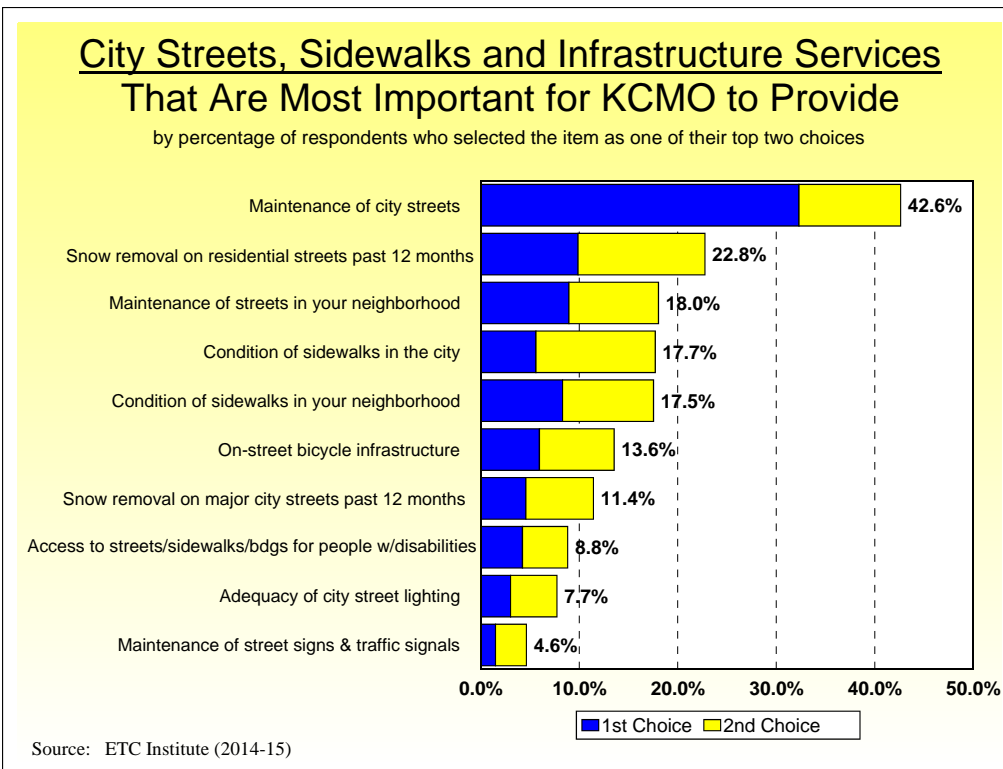
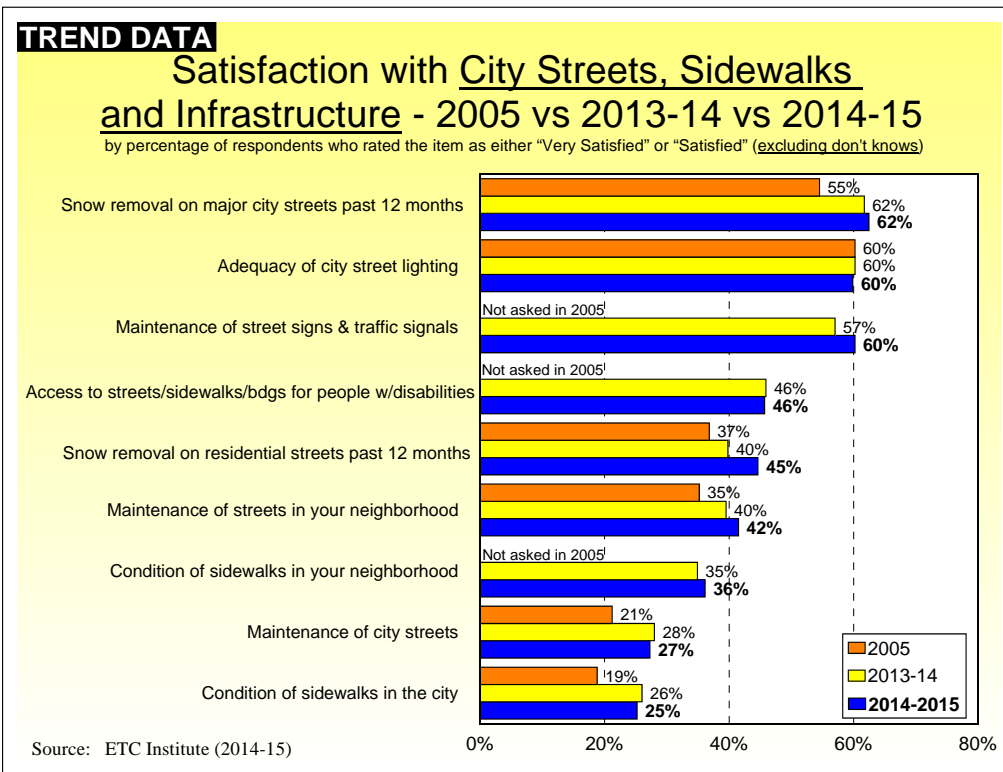


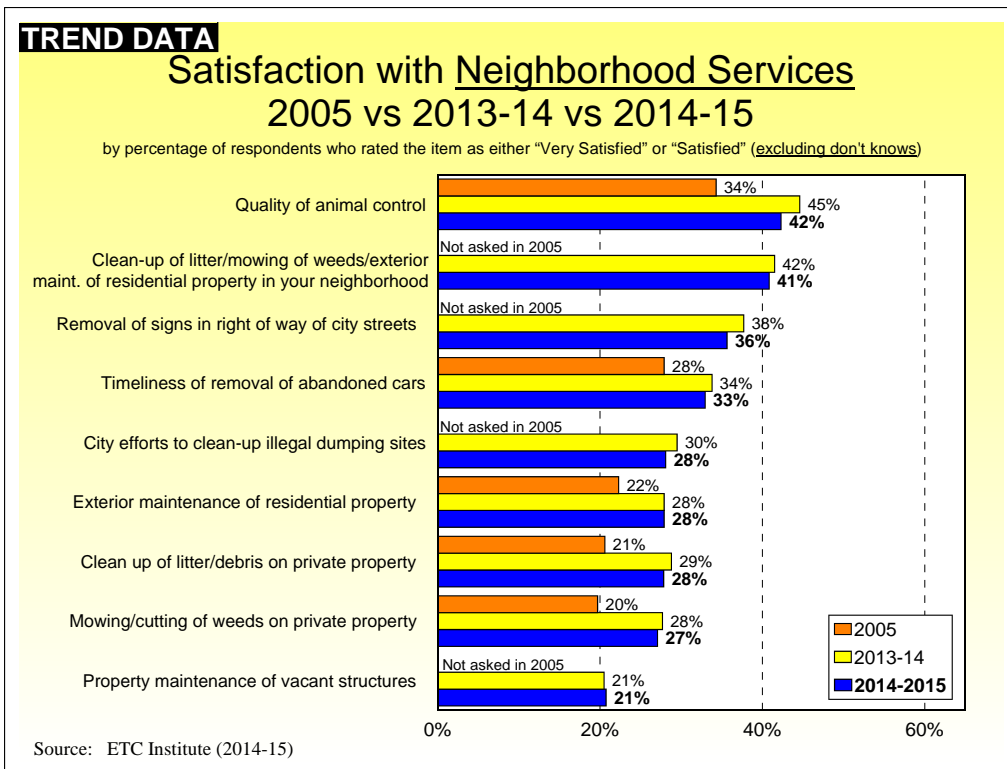
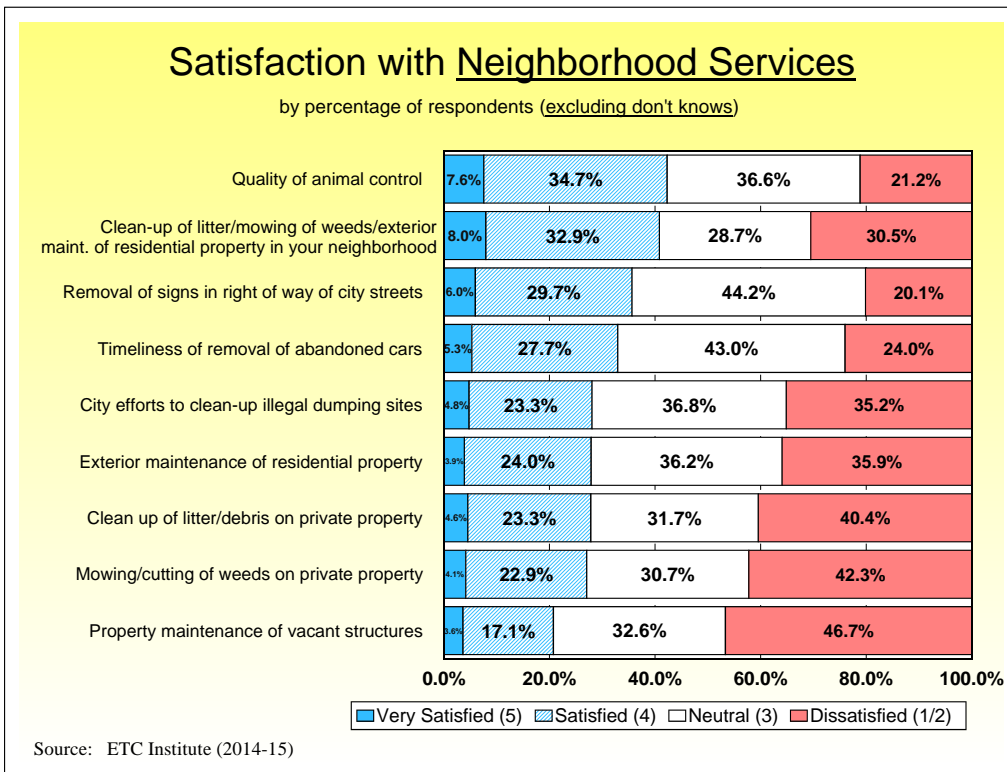
Source: ETC Institute (2014-15)

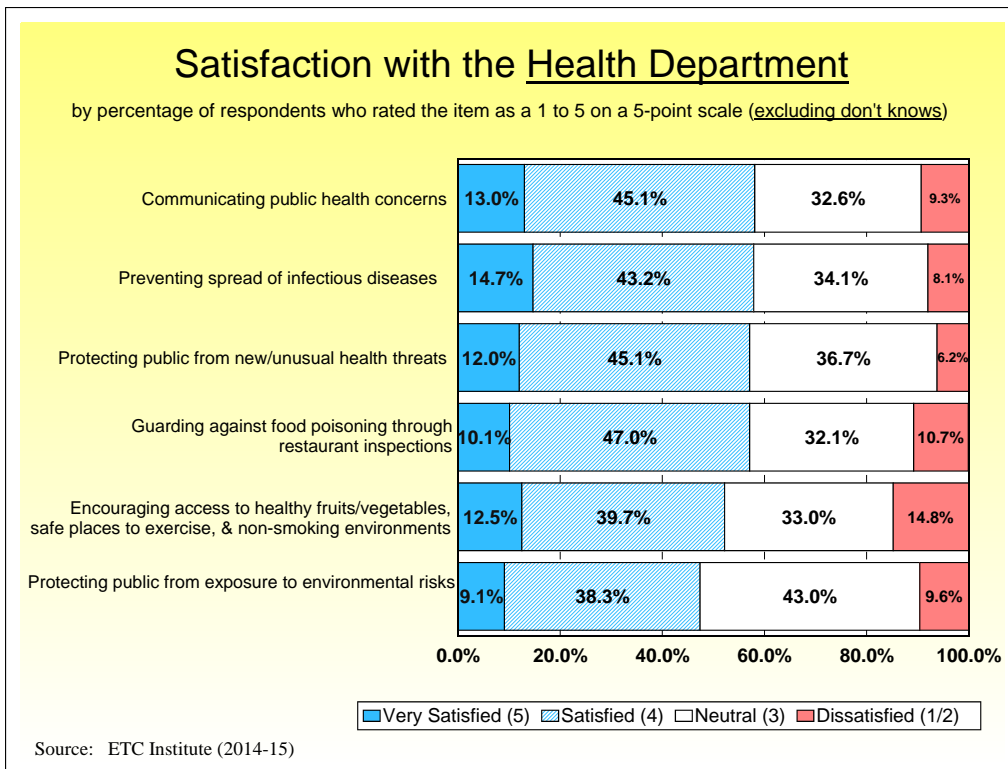
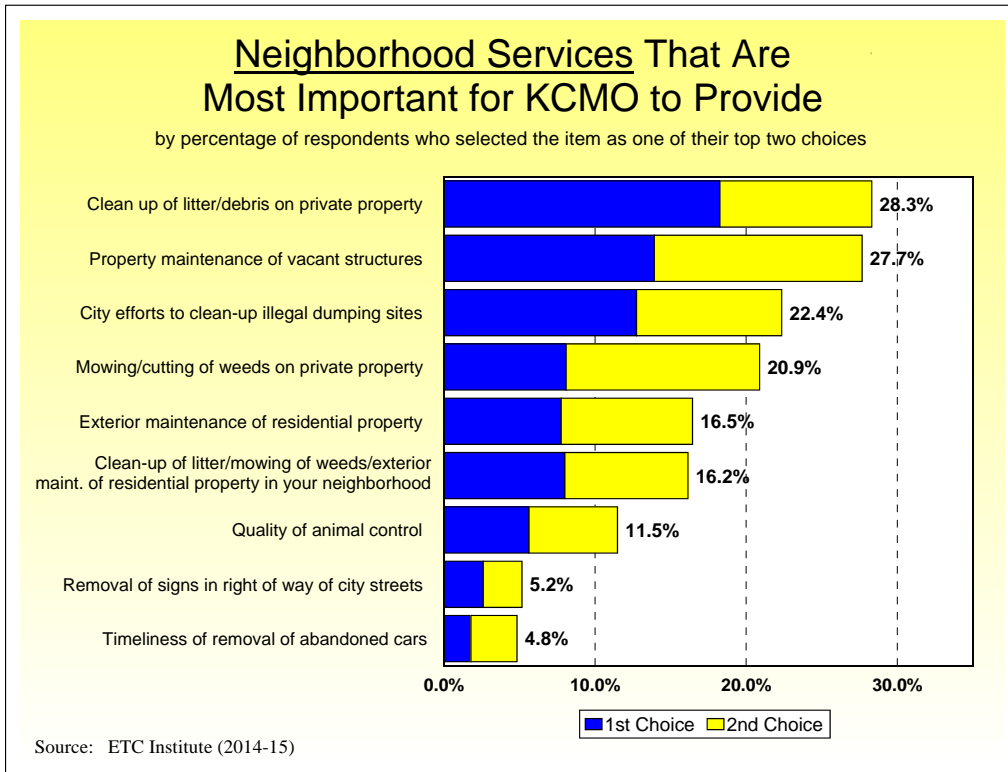


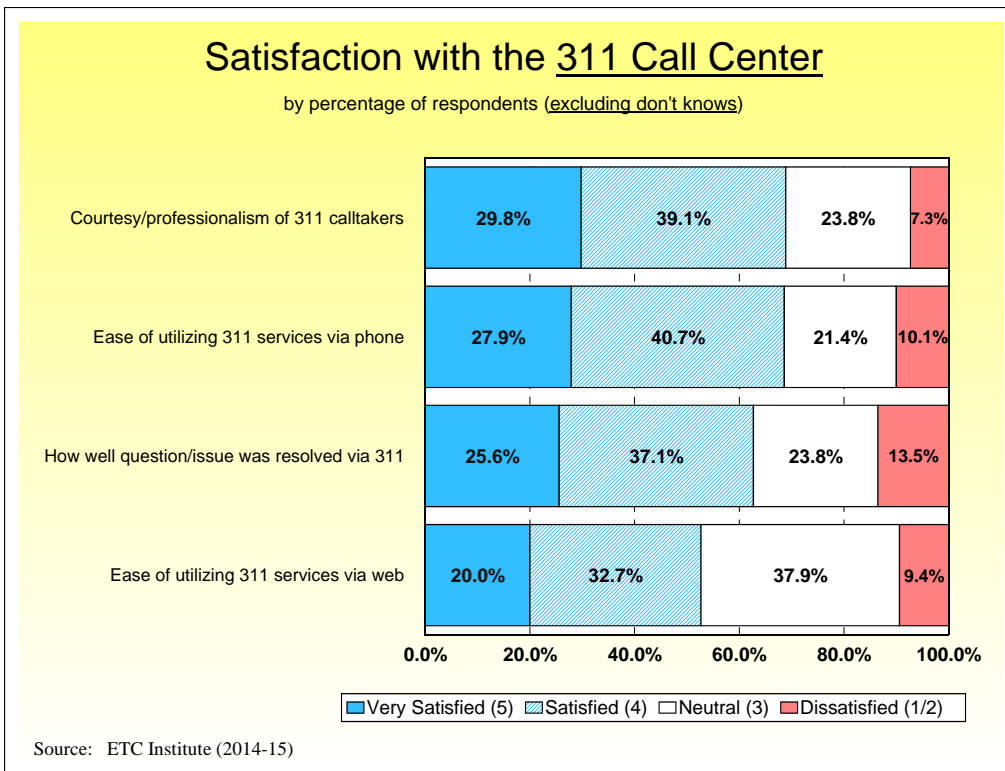
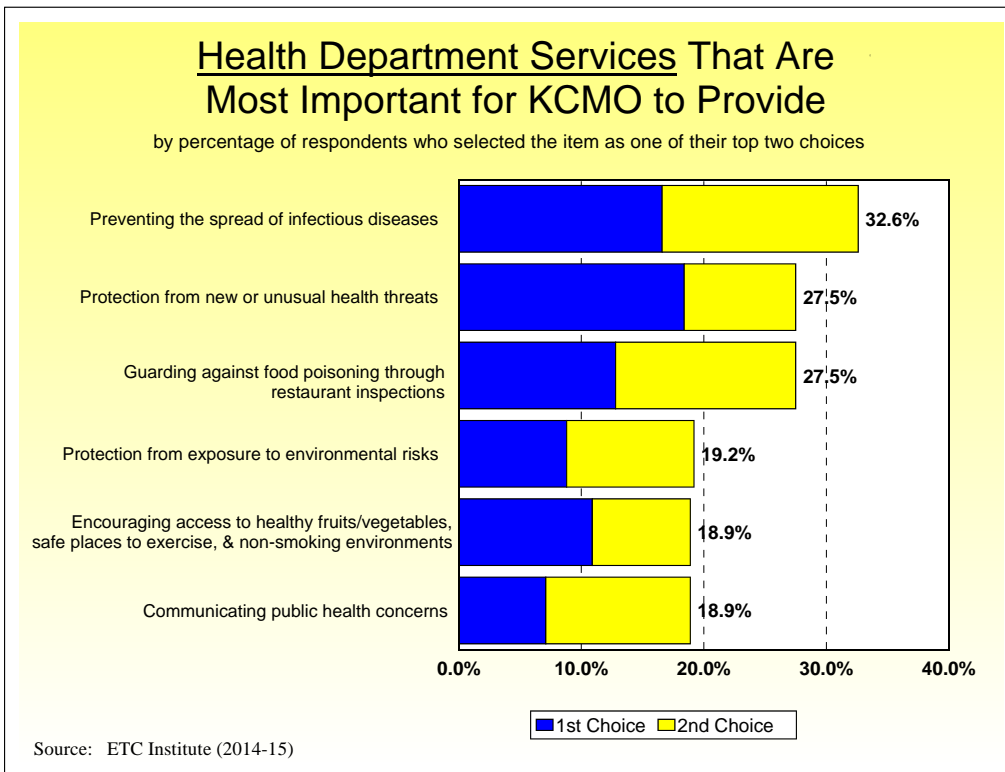


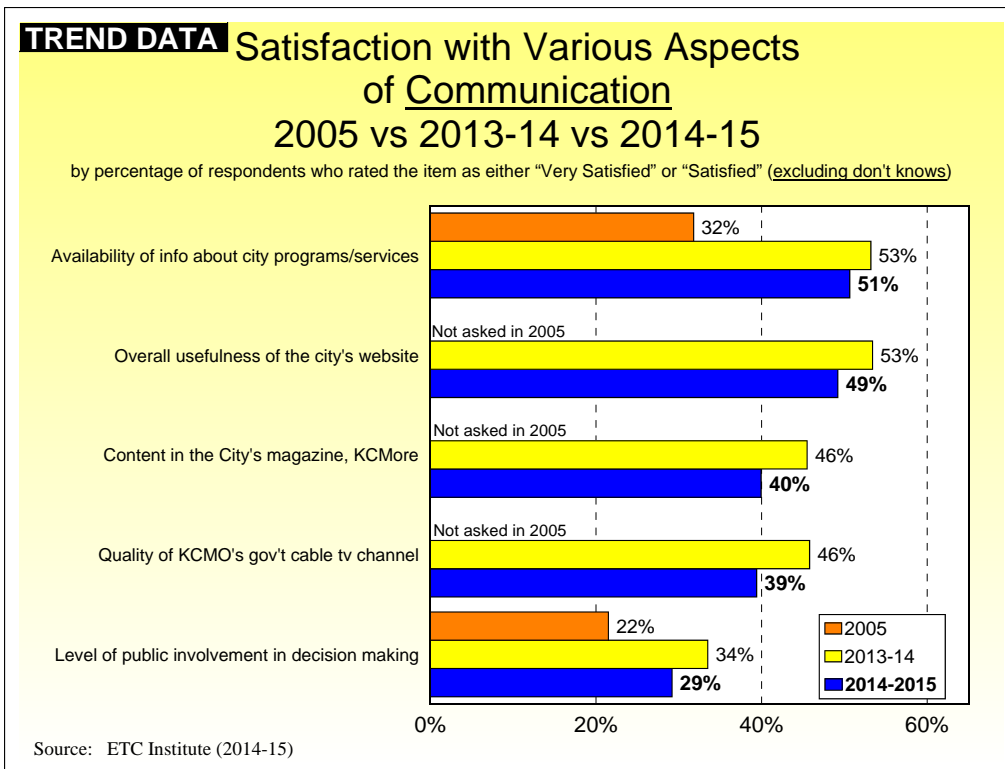
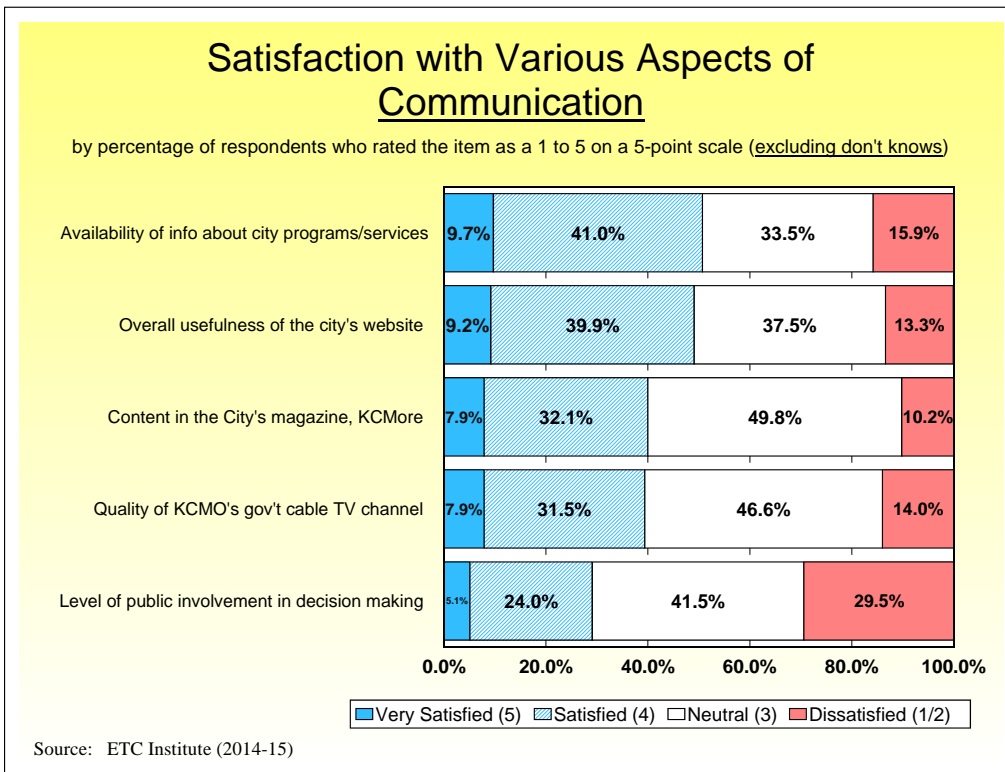


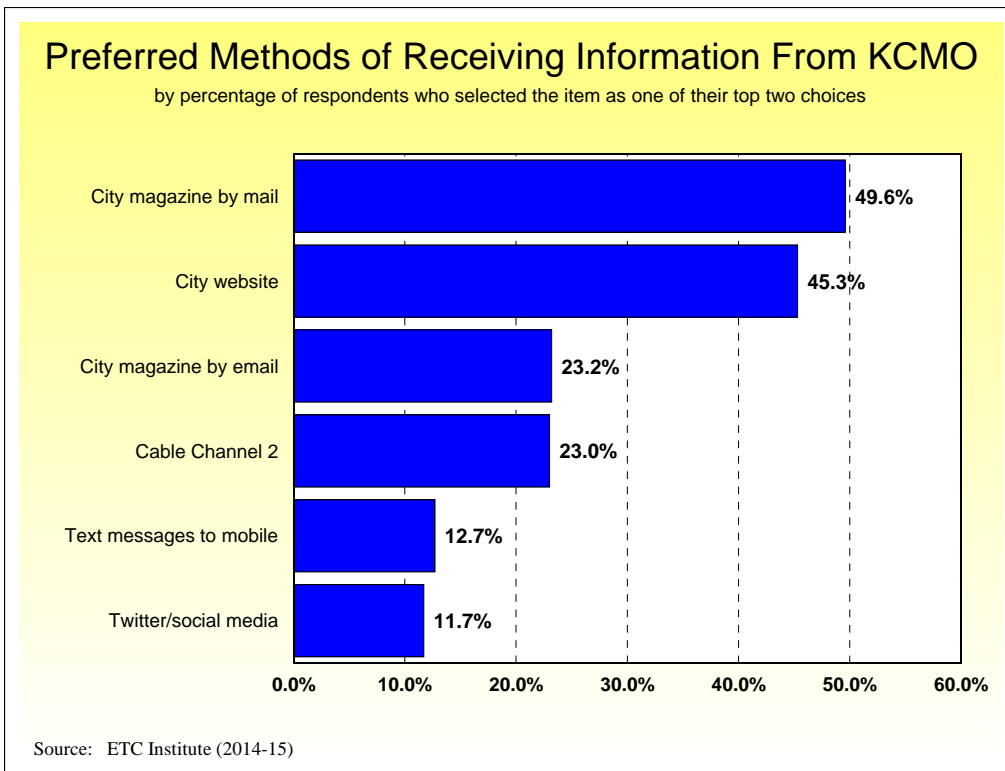
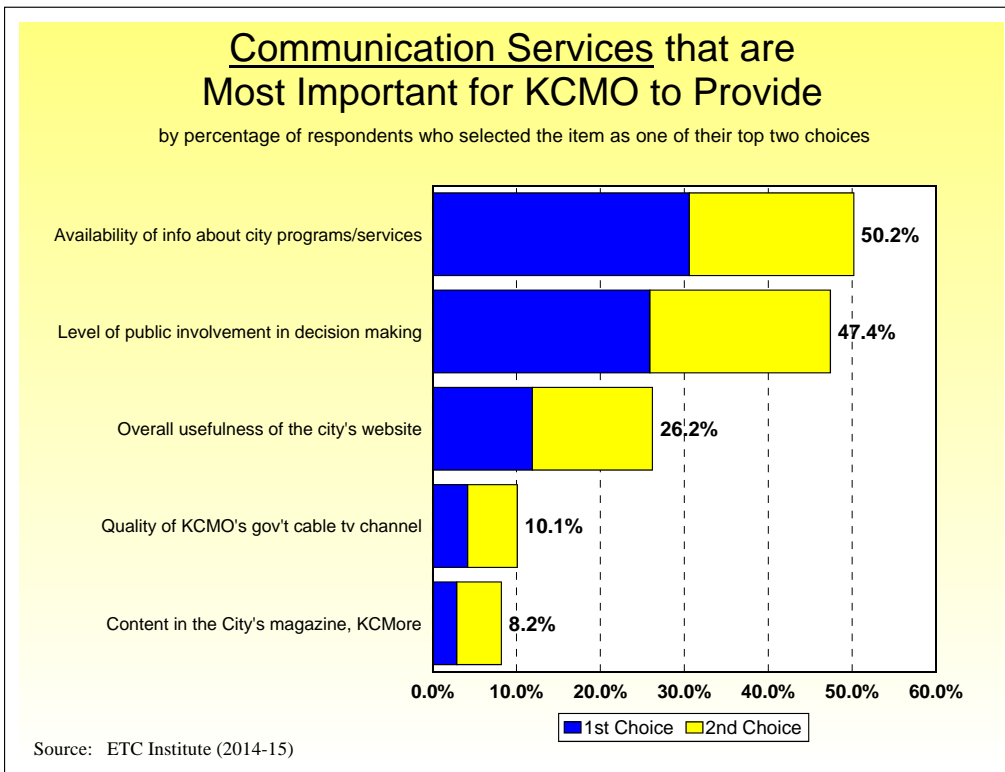


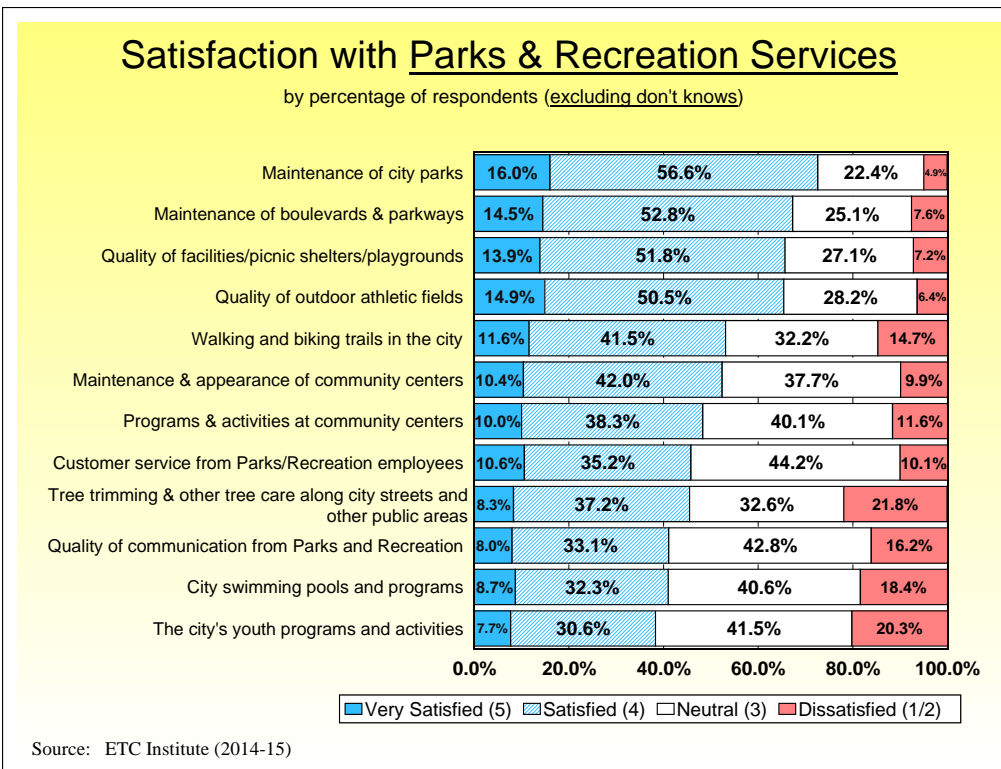
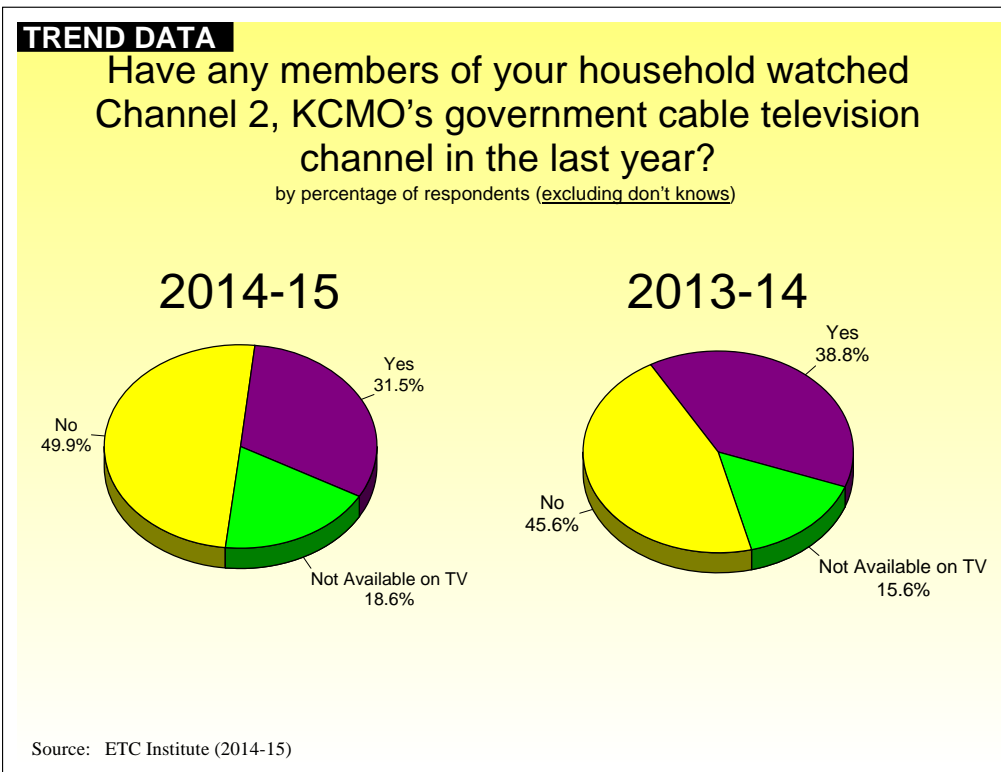


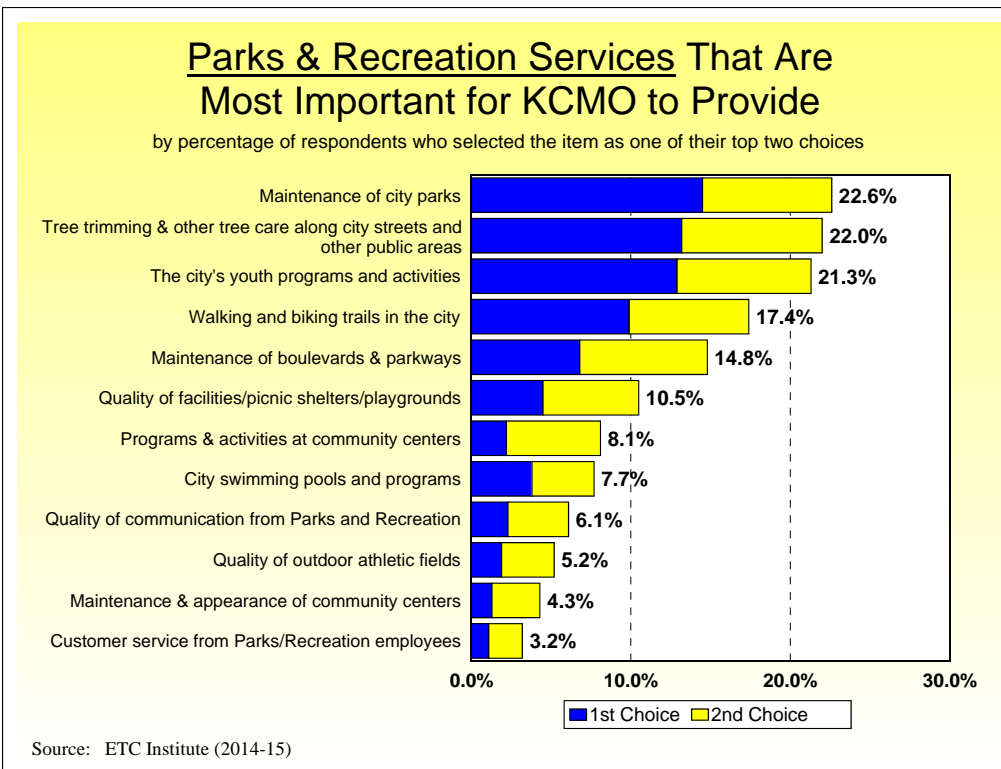
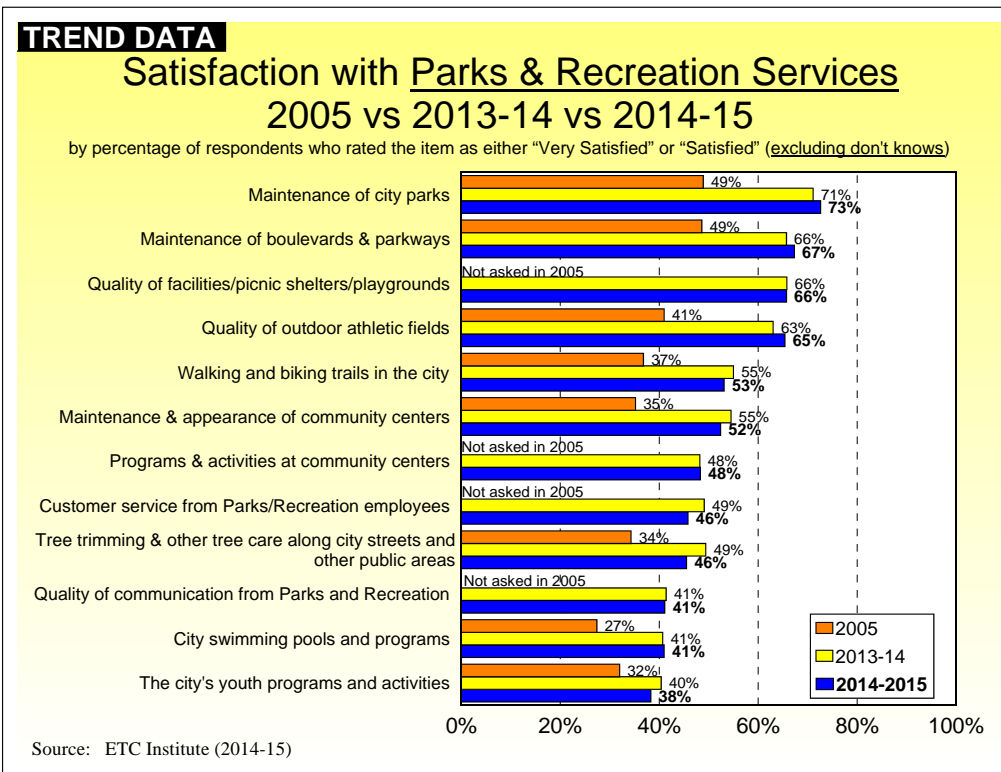


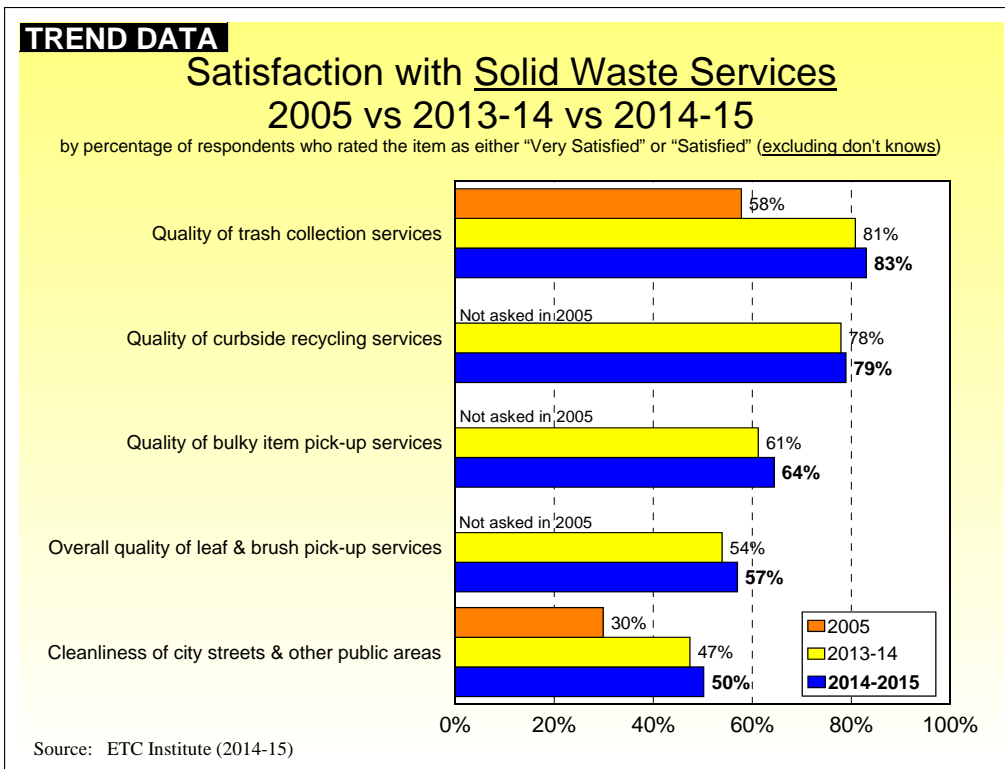
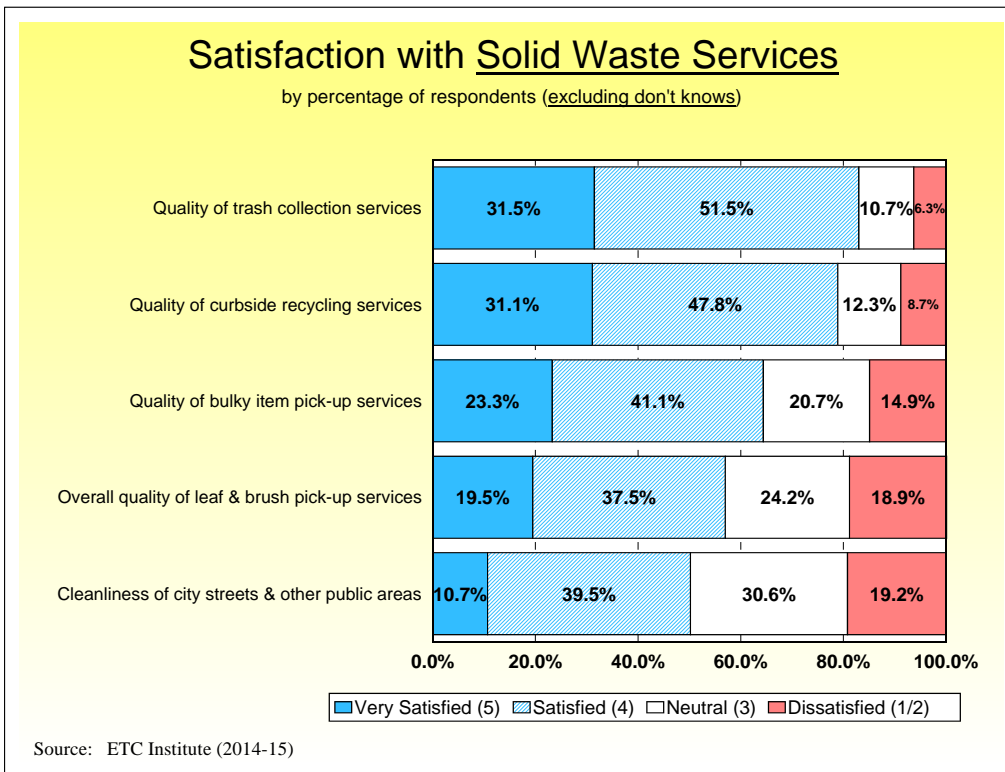


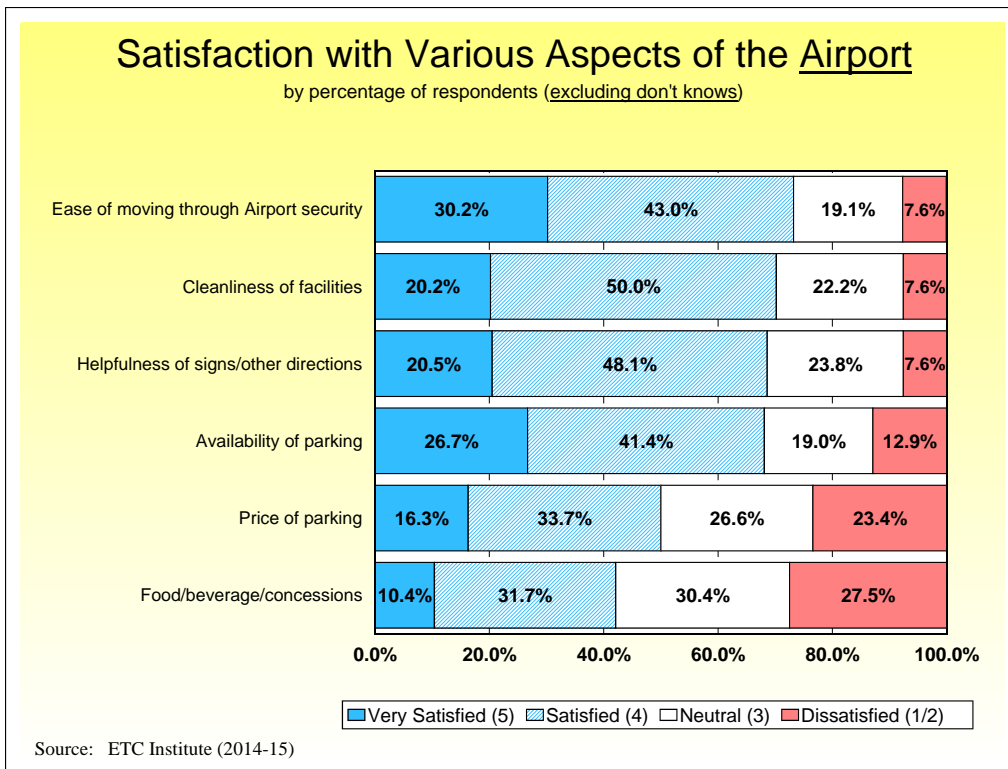
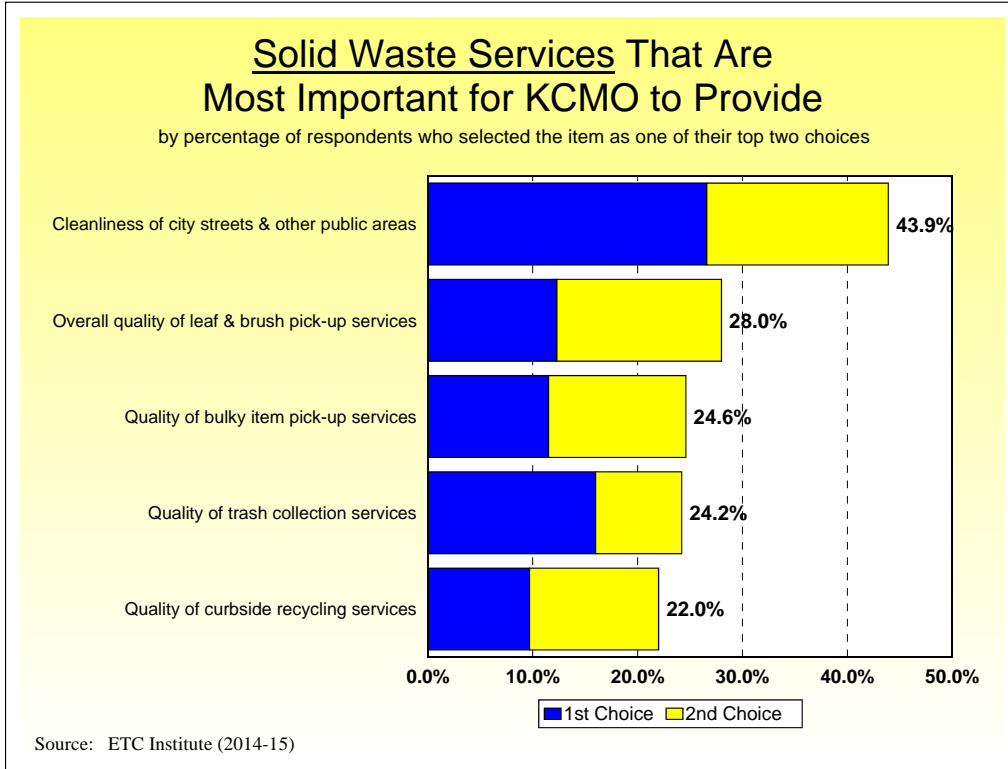


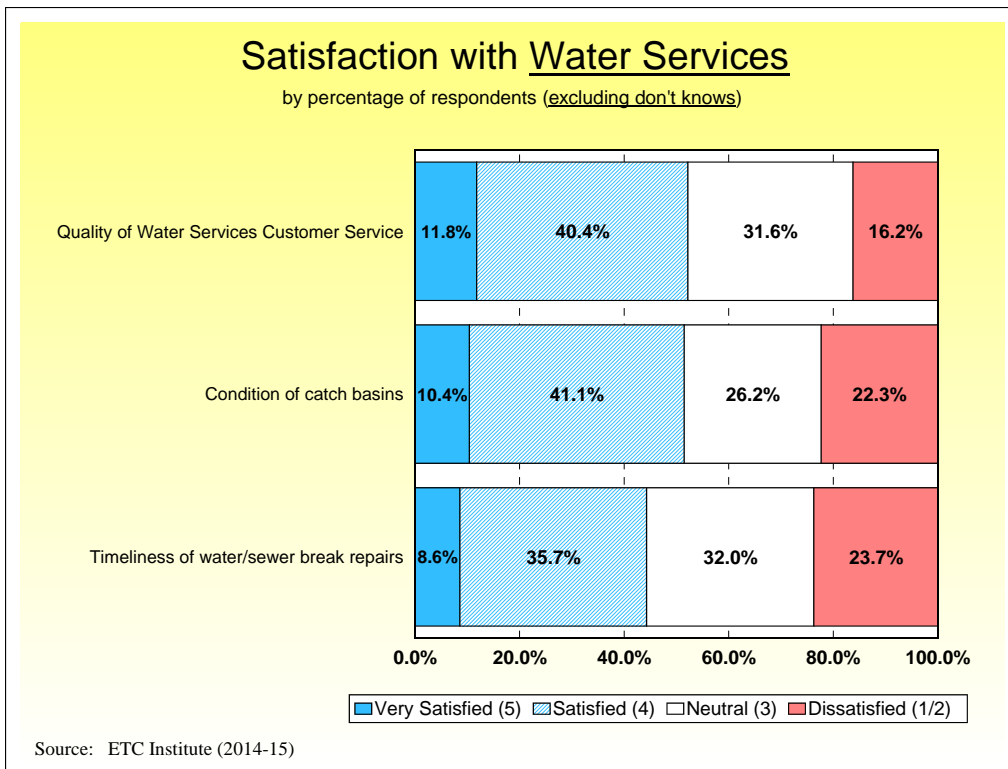
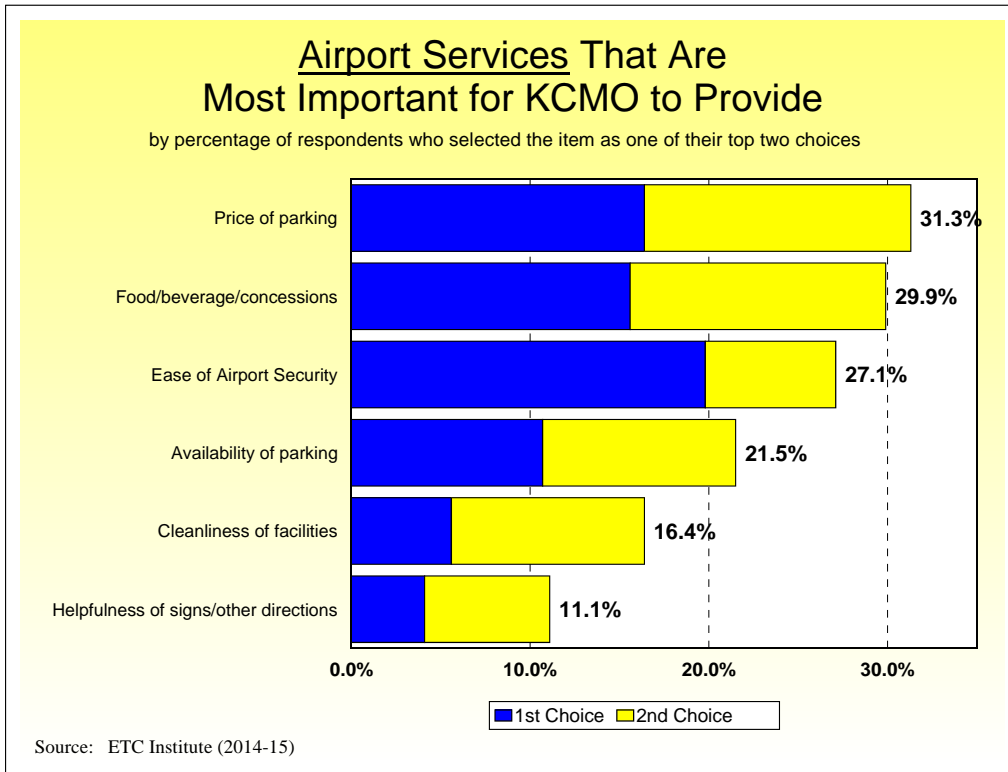


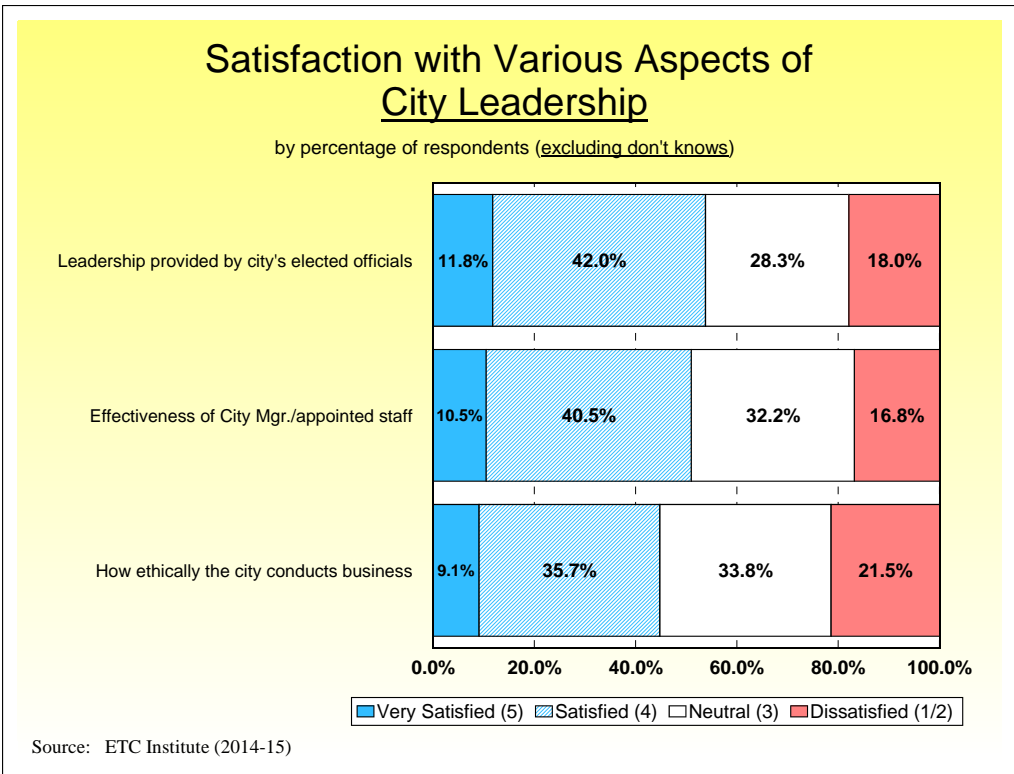
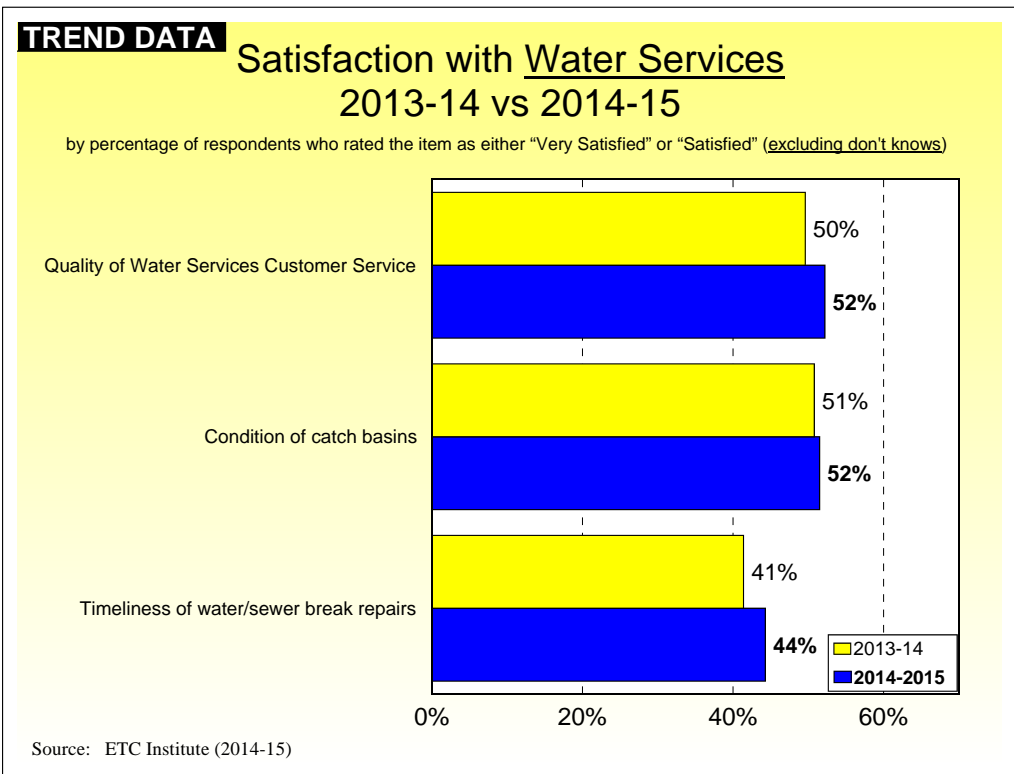


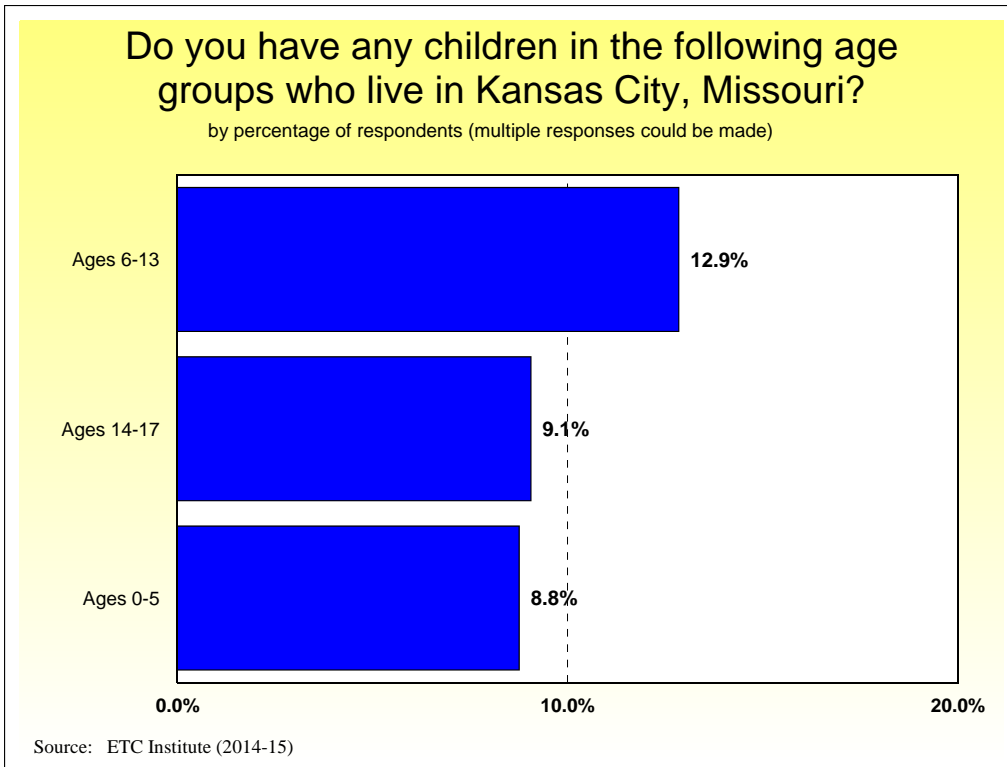
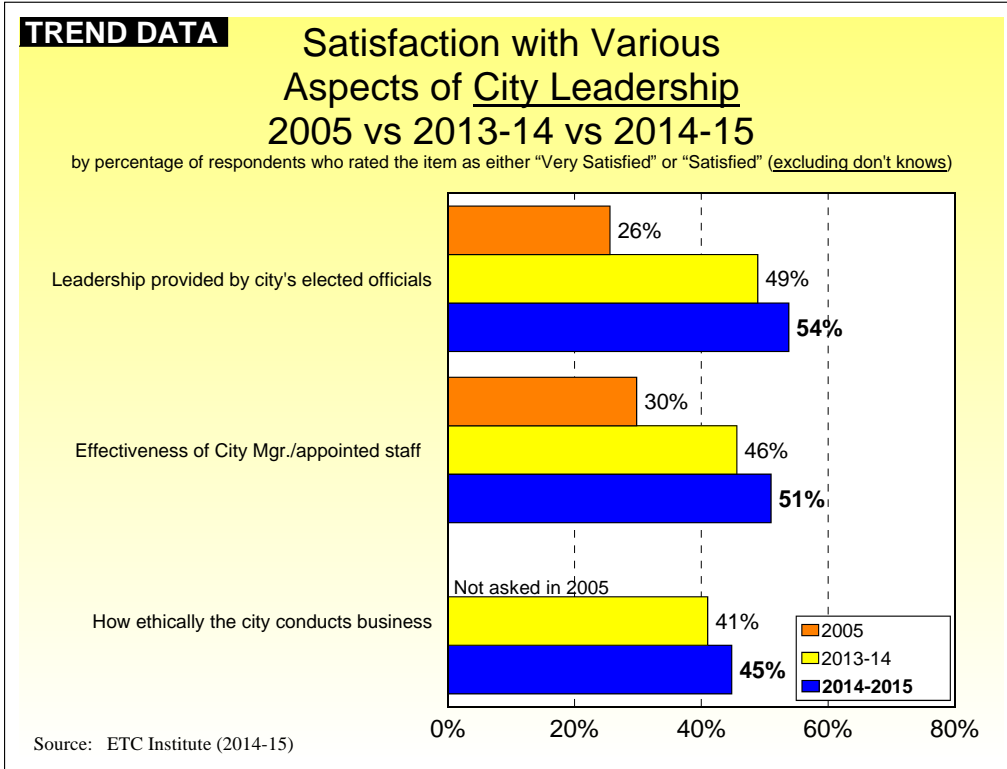






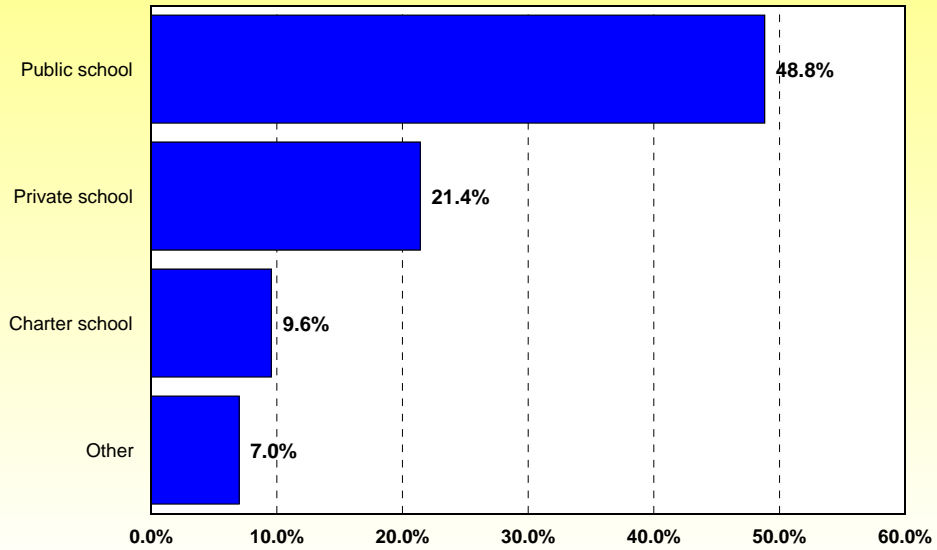






If you have children living in Kansas City, Missouri, what type of K-12 school do your children attend?

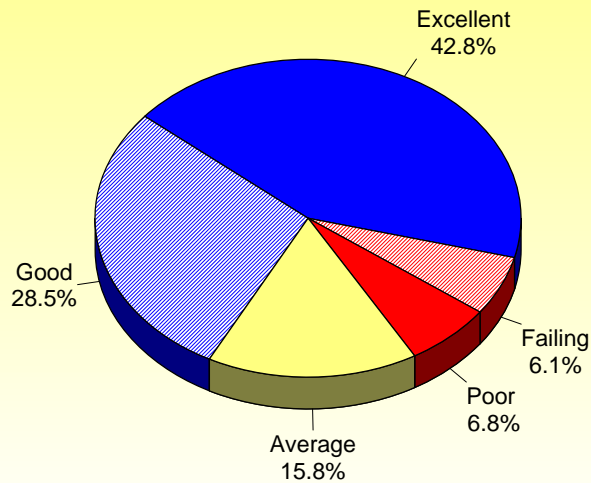
by percentage of respondents (multiple responses could be made)



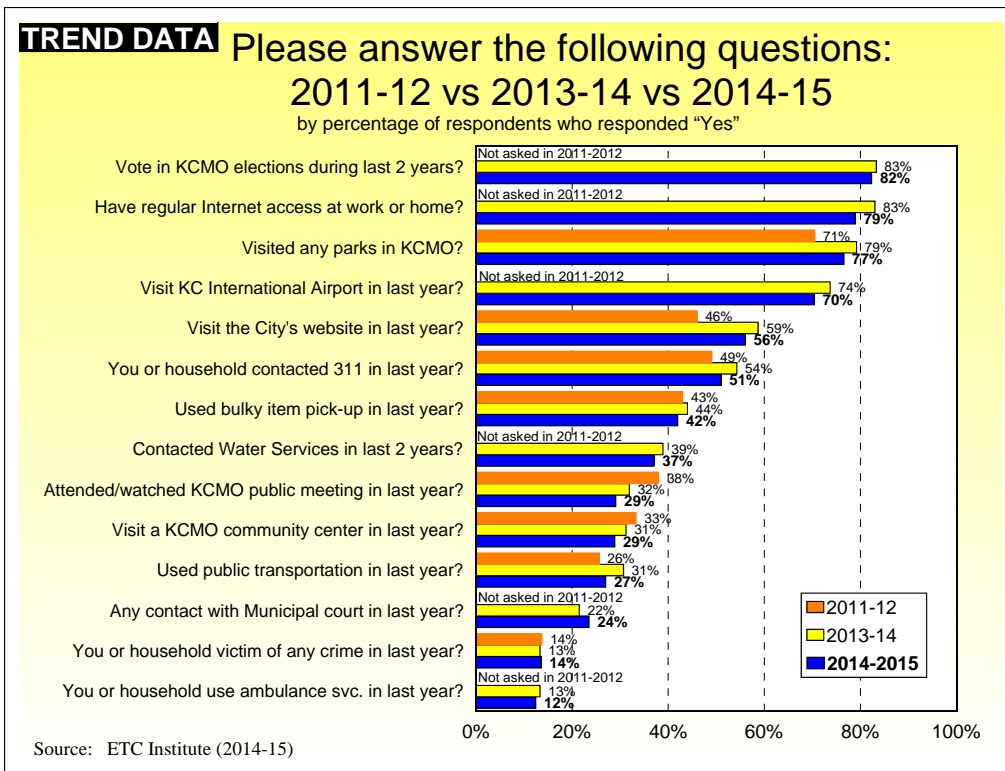
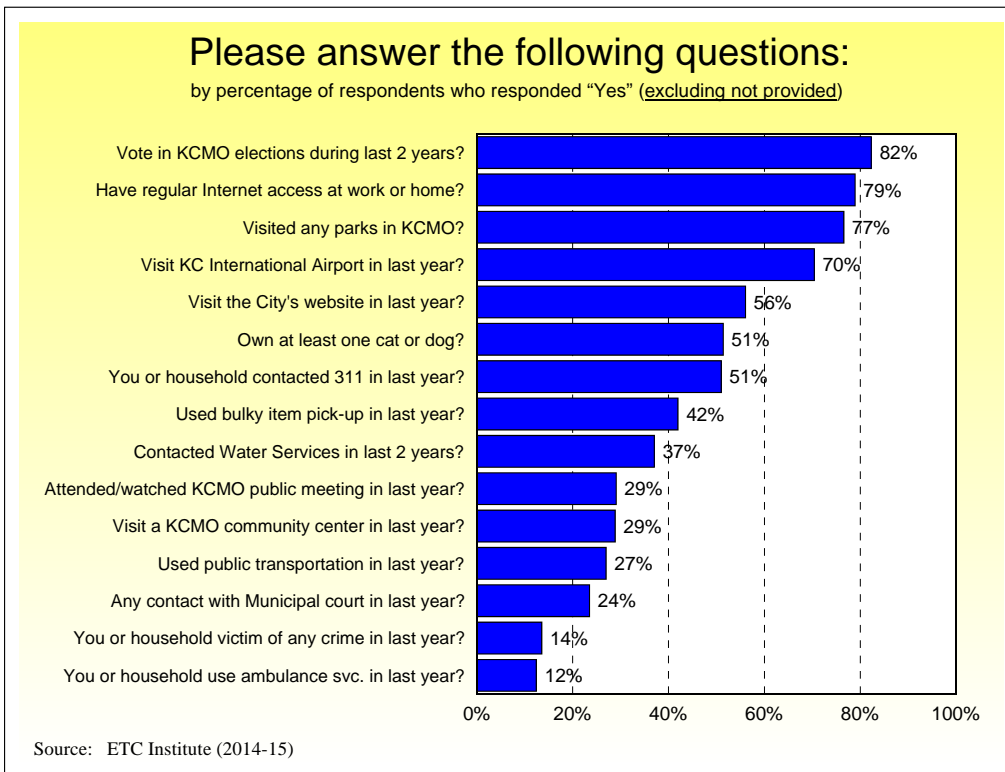
Source: ETC Institute (2014-15)

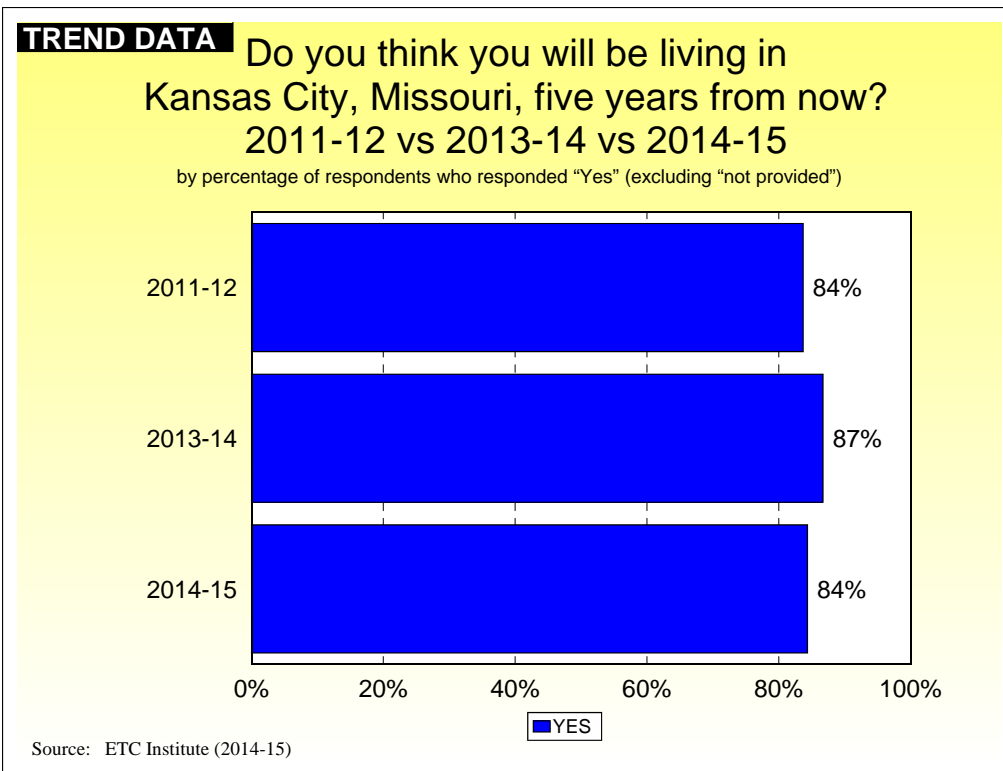
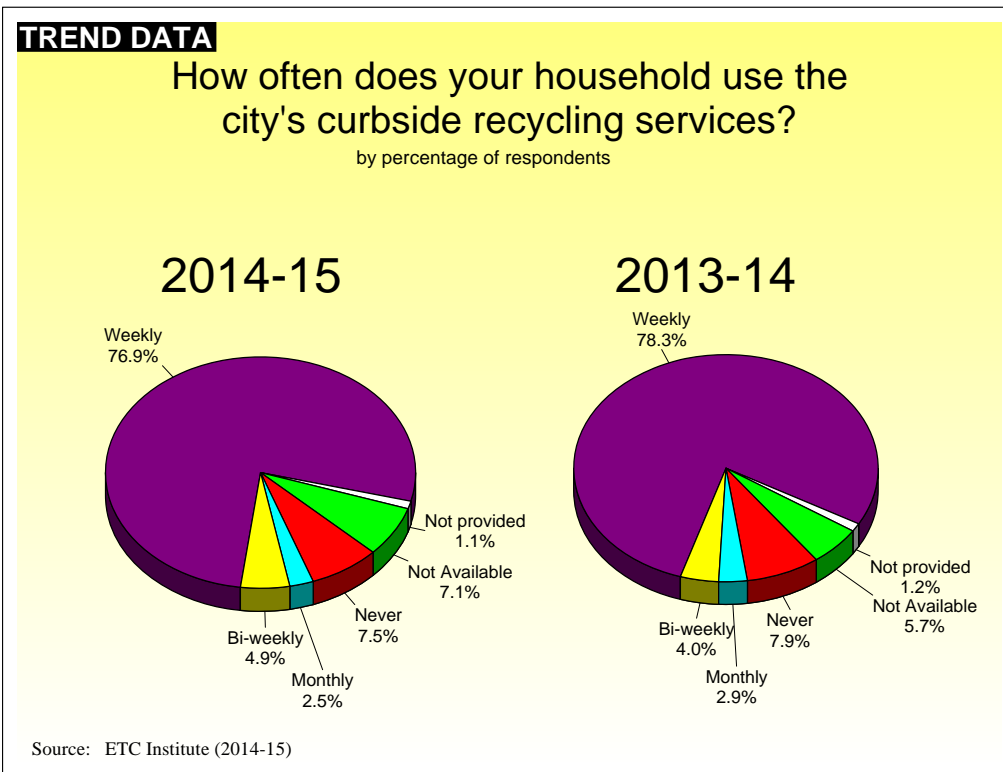
If you have children in Kansas City, Missouri, how would you grade the quality of the school your children attend?

by percentage of respondents (excluding not provided)



Source: ETC Institute (2014-15)





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-four percent (53.92%) of residents selected "*maintenance of streets, sidewalks & infrastructure*" as the most important city service for the City to provide.

With regard to satisfaction, 30.15% of those surveyed rated “*maintenance of streets, sidewalks & infrastructure*” as a “4” or a “5” on a 5-point scale excluding “don't know” responses. The I-S rating for “*maintenance of streets, sidewalks & infrastructure*” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 53.92% was multiplied by 69.85% (1-0.3015). This calculation yielded an I-S rating of 0.3766, which was first out of the fifteen major categories of city services that were assessed.

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

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

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

Interpreting the Ratings

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

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

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

Importance-Satisfaction Rating
Kansas City, MO
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of streets, sidewalks & infrastructure	53.9%	1	30.2%	15	0.3766	1
<u>High Priority (IS .10-.20)</u>						
Quality of public transportation	19.1%	4	39.4%	14	0.1156	2
Quality of neighborhood services	20.5%	3	46.3%	10	0.1098	3
<u>Medium Priority (IS <.10)</u>						
Overall quality of police services	27.4%	2	66.1%	4	0.0927	4
Quality of city's stormwater runoff/mgmt system	14.1%	6	42.0%	13	0.0819	5
Quality of city water utilities	15.2%	5	60.0%	7	0.0607	6
City parks/recreation programs/facilities	13.9%	8	63.6%	5	0.0504	7
Effectiveness of city communication with public	7.8%	10	45.6%	11	0.0424	8
Quality of customer service from city employees	6.7%	12	49.7%	9	0.0336	9
Quality of fire & ambulance services	13.9%	7	76.9%	1	0.0320	10
Quality of solid waste services	9.2%	9	68.5%	3	0.0289	11
Quality of airport facilities	6.7%	11	70.6%	2	0.0197	12
Quality of municipal court services	3.4%	14	45.4%	12	0.0187	13
Quality of Health Department services	3.8%	13	58.6%	8	0.0157	14
Quality of the city's 311 service	3.0%	15	62.8%	6	0.0110	15

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

Kansas City, MO

Police Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
The city's overall efforts to prevent crime	45.2%	1	50.5%	4	0.2240	1
The visibility of police in neighborhoods	42.4%	2	48.8%	5	0.2170	2
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	28.8%	3	56.5%	2	0.1254	3
<u>Medium Priority (IS <.10)</u>						
Effectiveness of local police protection	27.6%	4	66.1%	1	0.0933	4
Enforcement of local traffic laws	10.8%	5	53.0%	3	0.0505	5
Parking enforcement services	4.8%	6	47.6%	6	0.0254	6

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

Most Important %:

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

Satisfaction %:

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

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

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
How quickly fire & rescue respond to emergencies	36.9%	2	79.4%	2	0.0760	1
How quickly ambulance personnel respond	41.2%	1	82.1%	1	0.0737	2
Quality of local ambulance service	27.5%	3	75.9%	3	0.0661	3
Overall quality of local fire protection & rescue	26.5%	4	75.2%	4	0.0656	4

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

Most Important %:

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

Satisfaction %:

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

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

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of city streets	42.6%	1	27.3%	9	0.3100	1
<u>High Priority (IS .10-.20)</u>						
Condition of sidewalks in the city	17.7%	4	25.2%	10	0.1325	2
Snow removal on residential streets past 12 months	22.8%	2	44.6%	5	0.1261	3
Condition of sidewalks in your neighborhood	17.5%	5	36.1%	7	0.1120	4
Maintenance of streets in your neighborhood	18.0%	3	41.5%	6	0.1055	5
<u>Medium Priority (IS <.10)</u>						
On-street bicycle infrastructure	13.6%	6	30.3%	8	0.0945	6
Access to streets/sidewalks/bdgs for people w/disabilities	8.8%	8	45.7%	4	0.0480	7
Snow removal on major city streets past 12 months	11.4%	7	62.4%	1	0.0430	8
Adequacy of city street lighting	7.7%	9	59.9%	3	0.0311	9
Maintenance of street signs & traffic signals	4.6%	10	60.2%	2	0.0185	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating Kansas City, MO Neighborhood Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Property maintenance of vacant structures	27.7%	2	20.8%	9	0.2193	1
Clean up of litter/debris on private property	28.3%	1	27.9%	6	0.2041	2
<u>High Priority (IS .10-.20)</u>						
City efforts to clean-up illegal dumping sites	22.4%	3	28.1%	5	0.1607	3
Mowing/cutting of weeds on private property	20.9%	4	27.1%	8	0.1523	4
Exterior maintenance of residential property	16.5%	5	27.8%	7	0.1187	5
<u>Medium Priority (IS <.10)</u>						
Enforcing cleanup of litter, mowing of weeds, and exterior maintenance in your neighborhood	16.2%	6	40.8%	2	0.0955	6
Quality of animal control	11.5%	7	42.3%	1	0.0663	7
Removal of signs in right of way of city streets	5.2%	8	35.6%	3	0.0333	8
Timeliness of removal of abandoned cars	4.8%	9	33.0%	4	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.

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Importance-Satisfaction Rating Kansas City, MO Health Department

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
Preventing spread of infectious diseases	32.6%	1	57.9%	2	0.1373	1
Guarding against food poisoning through restaurant inspections	27.5%	3	57.1%	4	0.1180	2
Protecting public from new/unusual health threats	27.5%	2	57.1%	3	0.1180	3
Protecting public from exposure to environmental risks	19.2%	4	47.4%	6	0.1009	4
<u>Medium Priority (IS <.10)</u>						
Encouraging access to healthy fruits/vegetables, etc	18.9%	5	52.2%	5	0.0903	5
Communicating public health concerns	18.9%	6	58.1%	1	0.0792	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
<u>Very High Priority (IS >.20)</u>						
Level of public involvement in decision making	47.4%	2	29.1%	5	0.3361	1
Availability of info about city programs/services	50.2%	1	50.7%	1	0.2477	2
<u>High Priority (IS .10-.20)</u>						
Overall usefulness of the city's website	26.2%	3	49.1%	2	0.1334	3
<u>Medium Priority (IS <.10)</u>						
Quality of KCMO's gov't cable TV channel	10.1%	4	39.4%	4	0.0612	4
Content in the City's magazine, KCMORE	8.2%	5	40.0%	3	0.0492	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 each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating Kansas City, MO Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
The city's youth programs and activities	21.3%	3	38.3%	12	0.1314	1
Tree trimming & other tree care along city streets and other public areas	22.0%	2	45.5%	9	0.1199	2
<u>Medium Priority (IS <.10)</u>						
Walking and biking trails in the city	17.4%	4	53.1%	5	0.0816	3
Maintenance of city parks	22.6%	1	72.6%	1	0.0619	4
Maintenance of boulevards & parkways	14.8%	5	67.3%	2	0.0484	5
City swimming pools and programs	7.7%	8	41.0%	11	0.0454	6
Programs & activities at community centers	8.1%	7	48.3%	7	0.0419	7
Quality of facilities/picnic shelters/playgrounds	10.5%	6	65.7%	3	0.0360	8
Quality of communication from Parks and Recreation	6.1%	9	41.1%	10	0.0359	9
Maintenance & appearance of community centers	4.3%	11	52.4%	6	0.0205	10
Quality of outdoor athletic fields	5.2%	10	65.4%	4	0.0180	11
Customer service from Parks/Recreation employees	3.2%	12	45.8%	8	0.0173	12

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

Kansas City, MO

Solid Waste Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Cleanliness of city streets & other public areas	43.9%	1	50.2%	5	0.2186	1
<u>High Priority (IS .10-.20)</u>						
Overall quality of leaf & brush pick-up services	28.0%	2	57.0%	4	0.1204	2
<u>Medium Priority (IS <.10)</u>						
Quality of bulky item pick-up services	24.6%	3	64.4%	3	0.0876	3
Quality of curbside recycling services	22.0%	5	78.9%	2	0.0464	4
Quality of trash collection services	24.2%	4	83.0%	1	0.0411	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/concessions	29.9%	2	42.1%	6	0.1731	1
Price of parking	31.3%	1	50.0%	5	0.1565	2
<u>Medium Priority (IS <.10)</u>						
Ease of moving through Airport security	27.1%	3	73.2%	1	0.0726	3
Availability of parking	21.5%	4	68.1%	4	0.0686	4
Cleanliness of facilities	16.4%	5	70.2%	2	0.0489	5
Helpfulness of signs/other directions	11.1%	6	68.6%	3	0.0349	6

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis

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

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

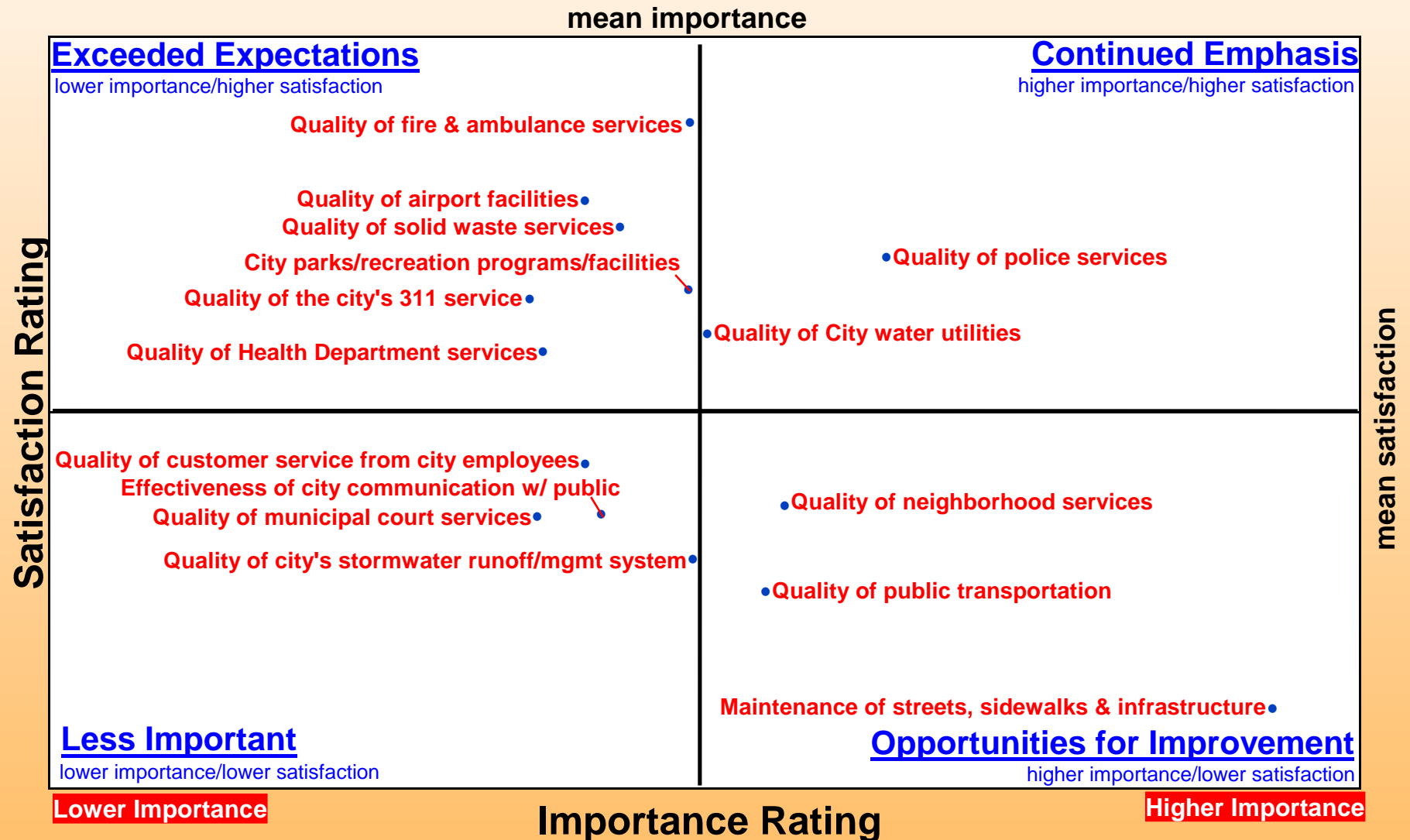
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

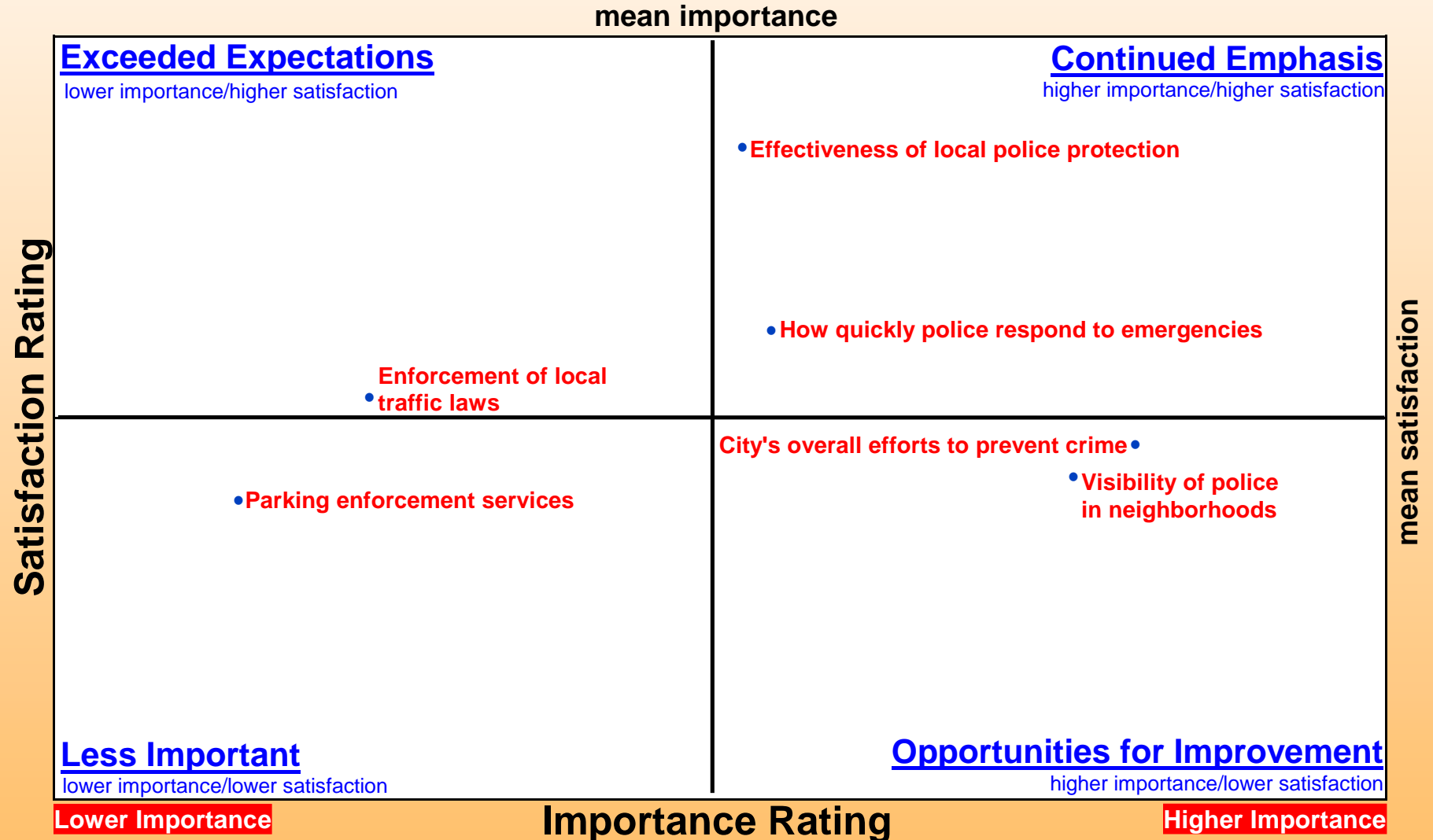
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Police Services-

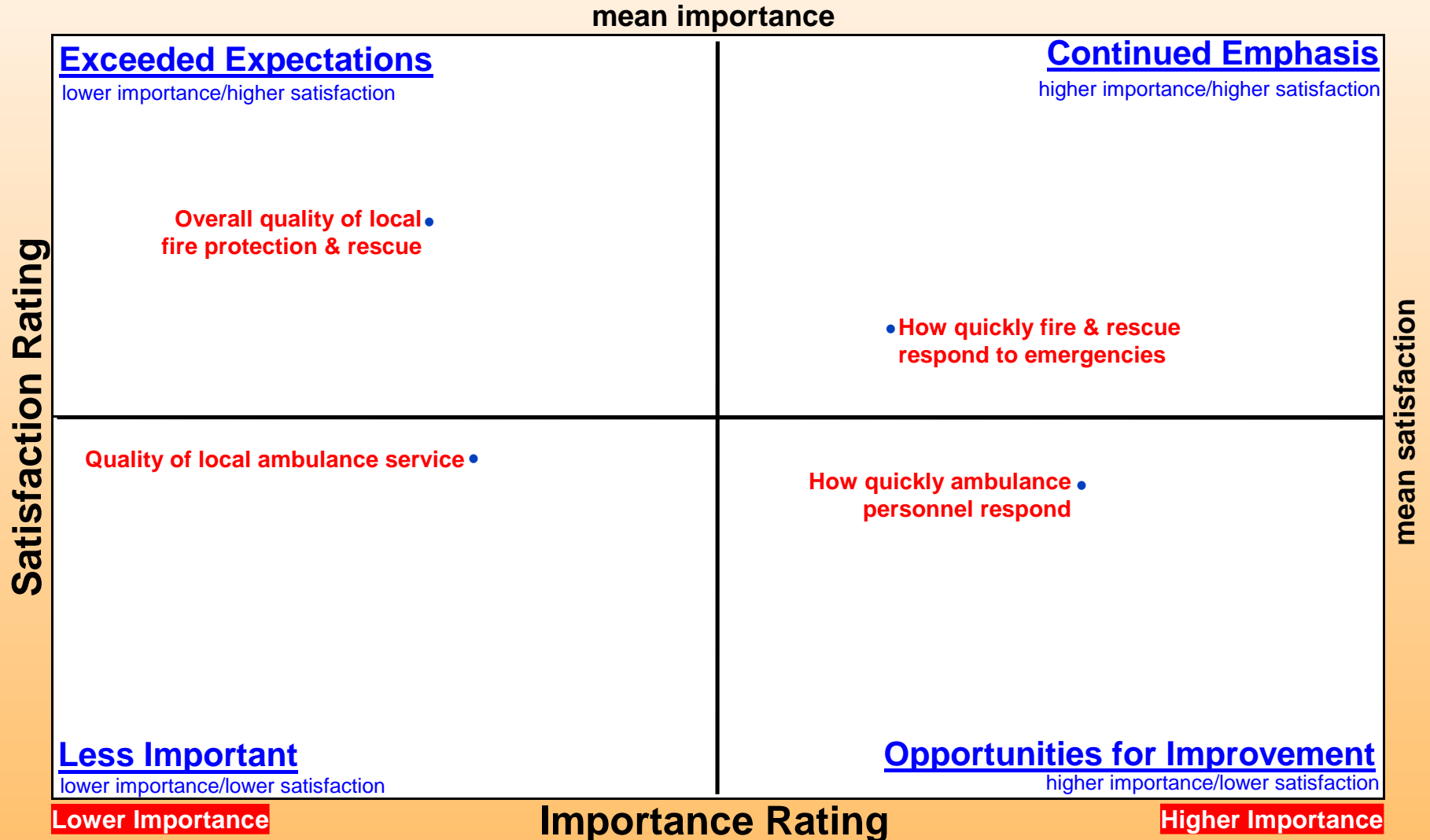
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Fire and Emergency Medical Services-

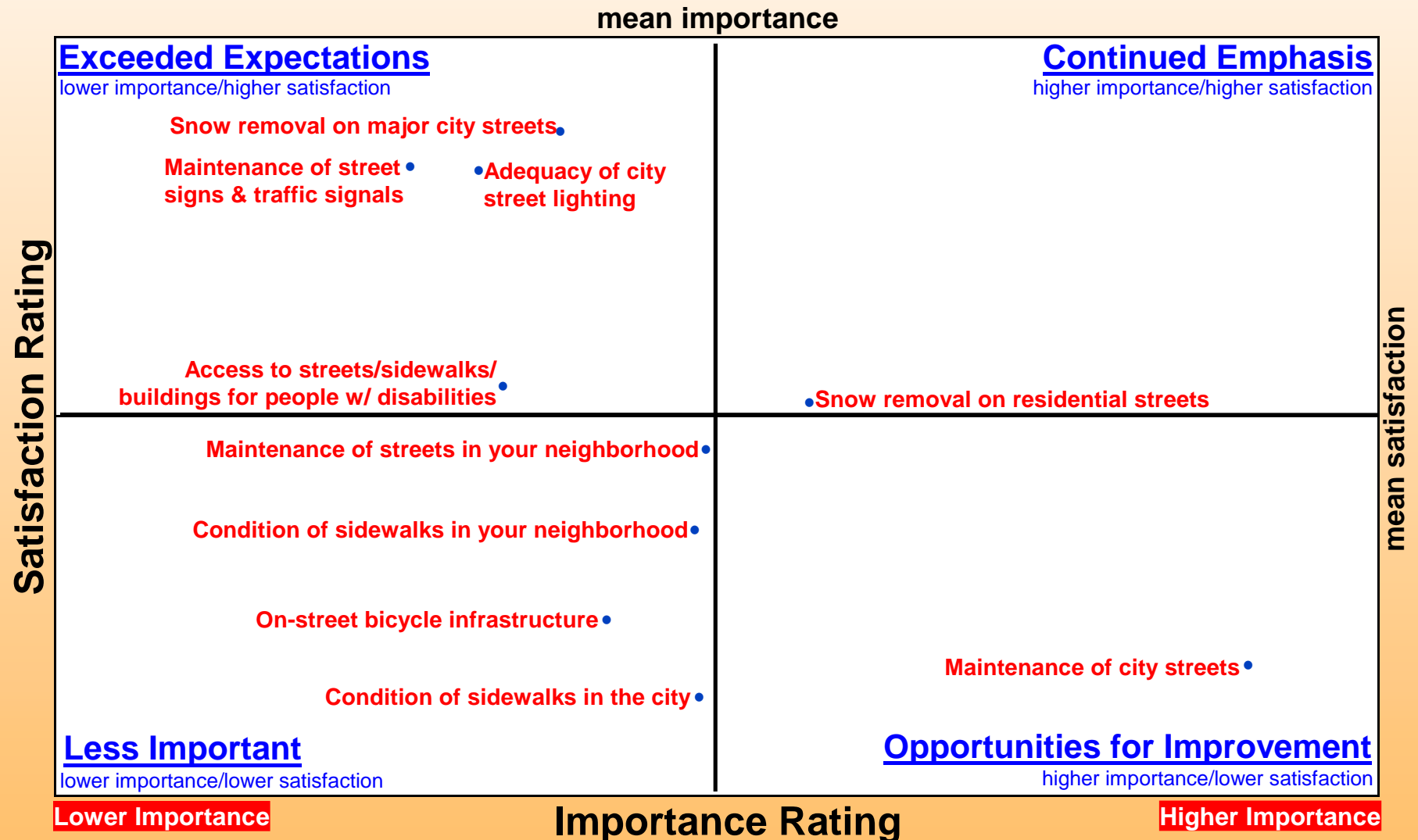
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -City Streets, Sidewalks and Infrastructure-

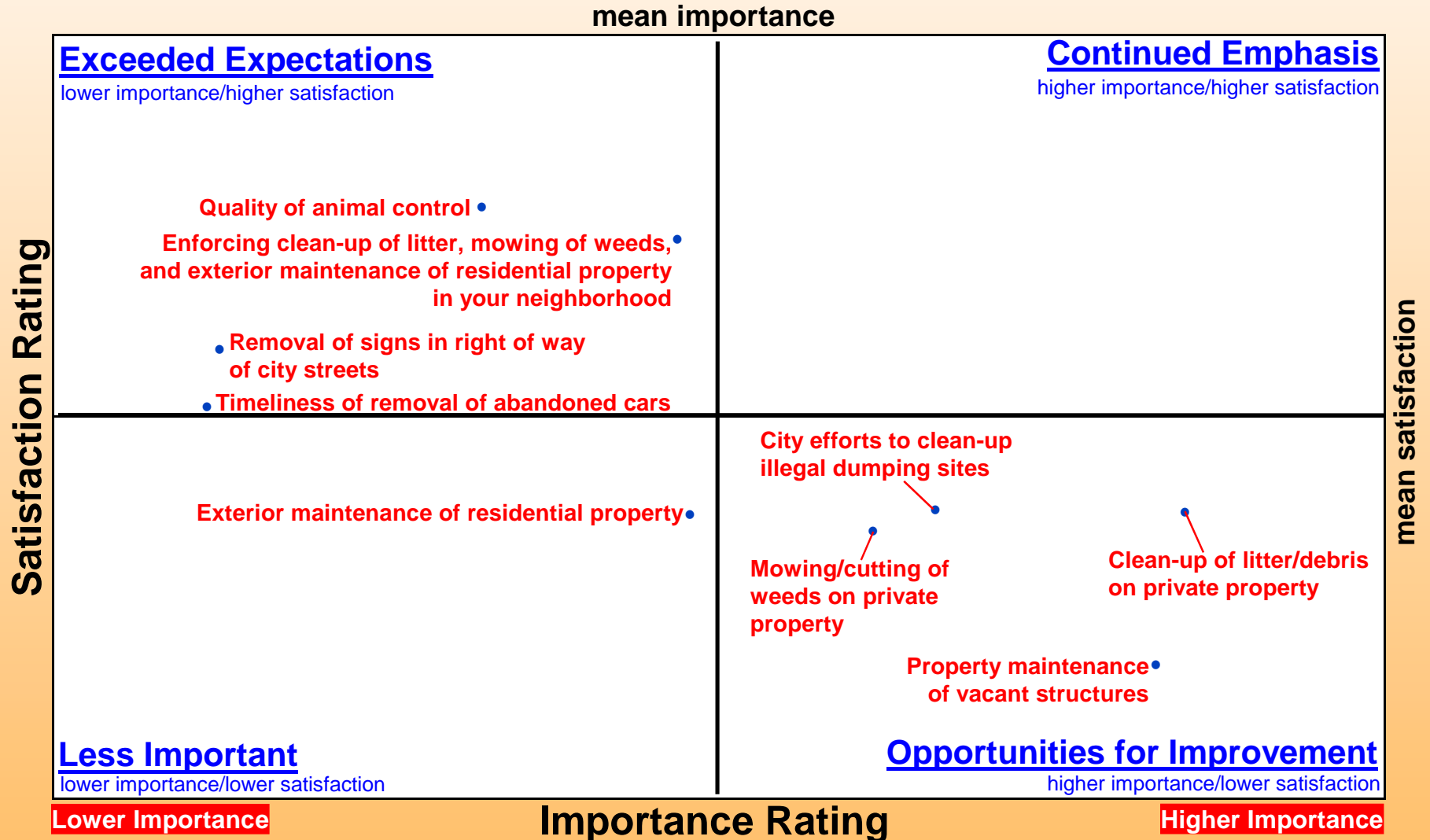
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Neighborhood Services-

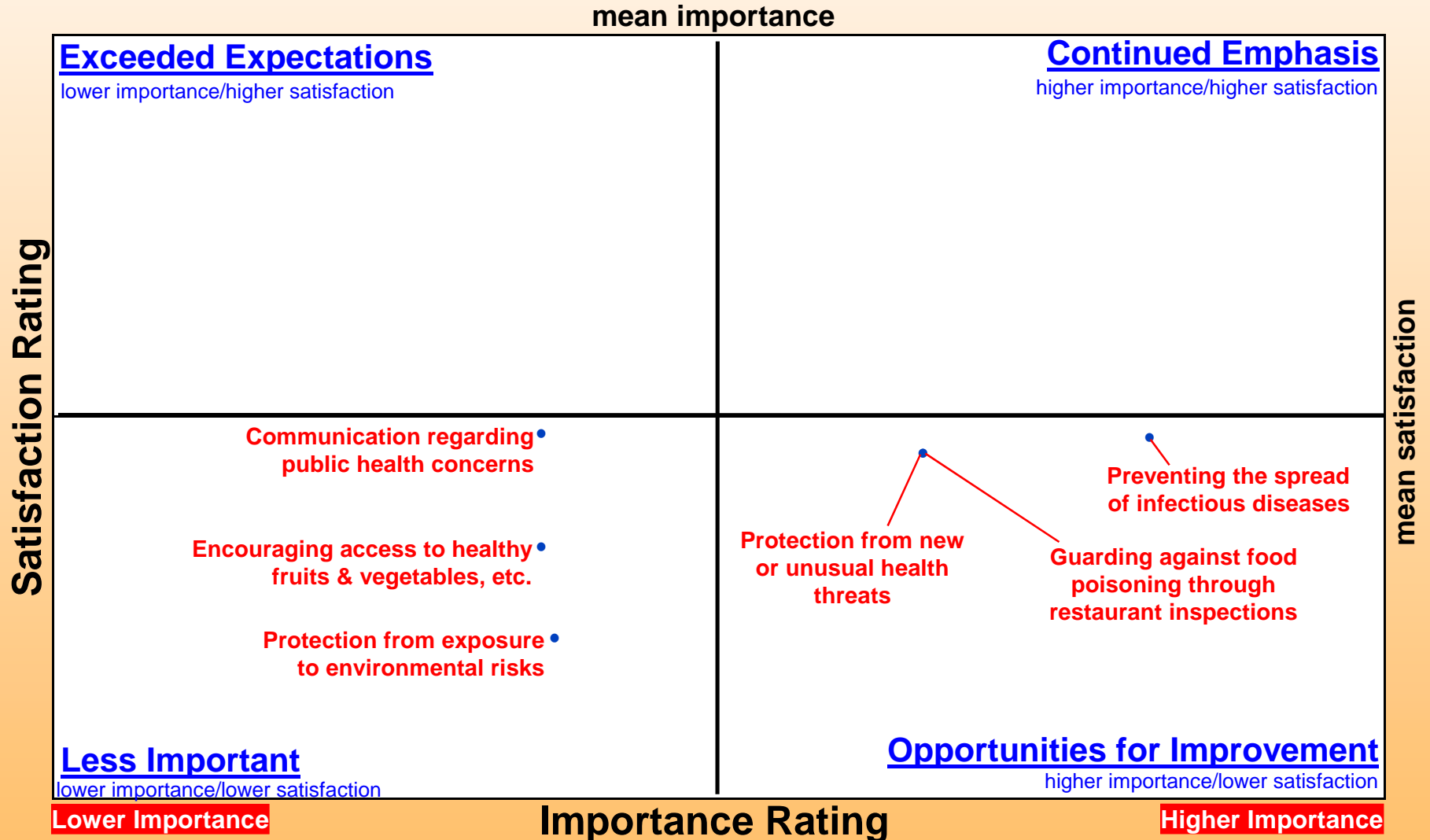
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Health Department-

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

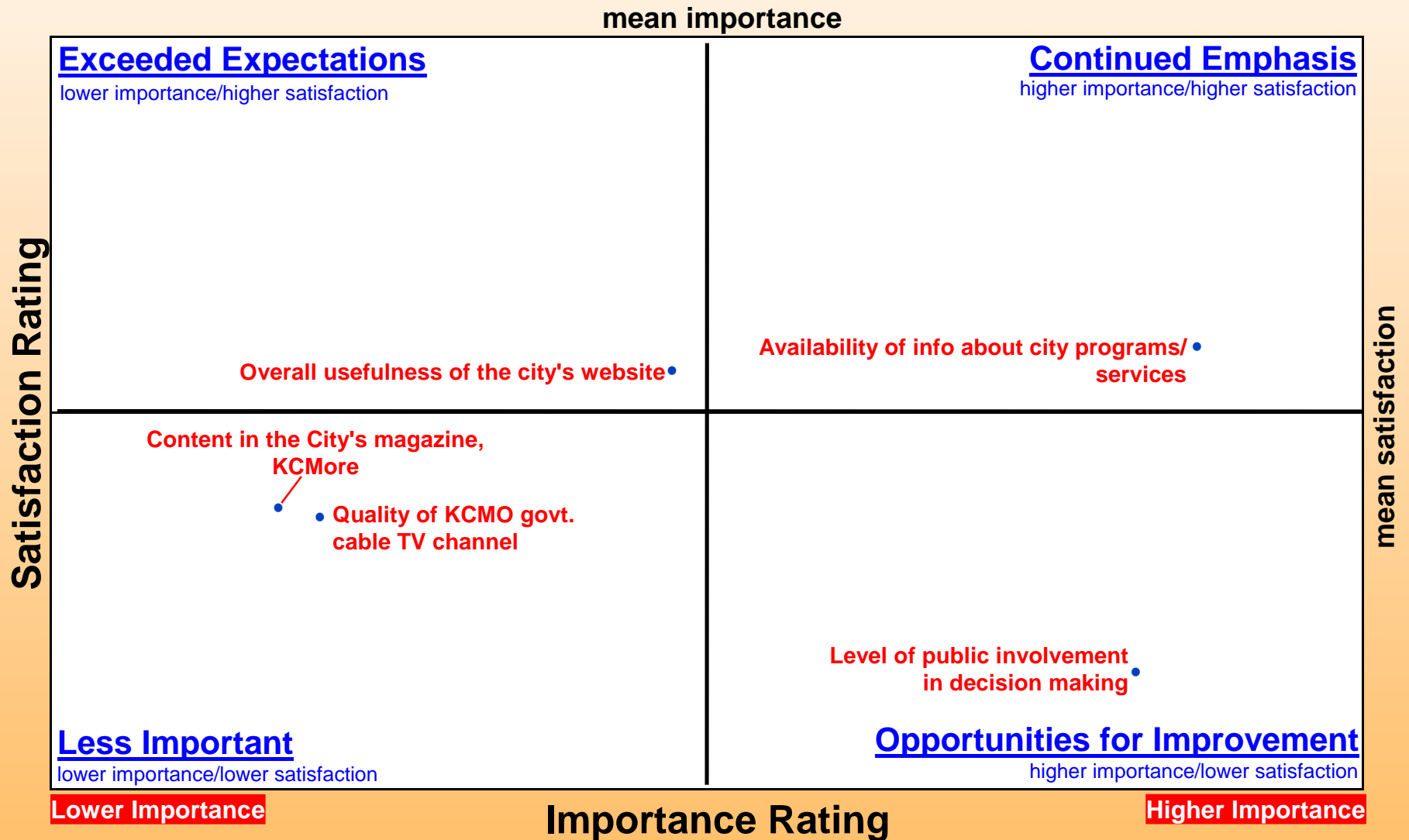


Source: ETC Institute (2015)

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Communication-

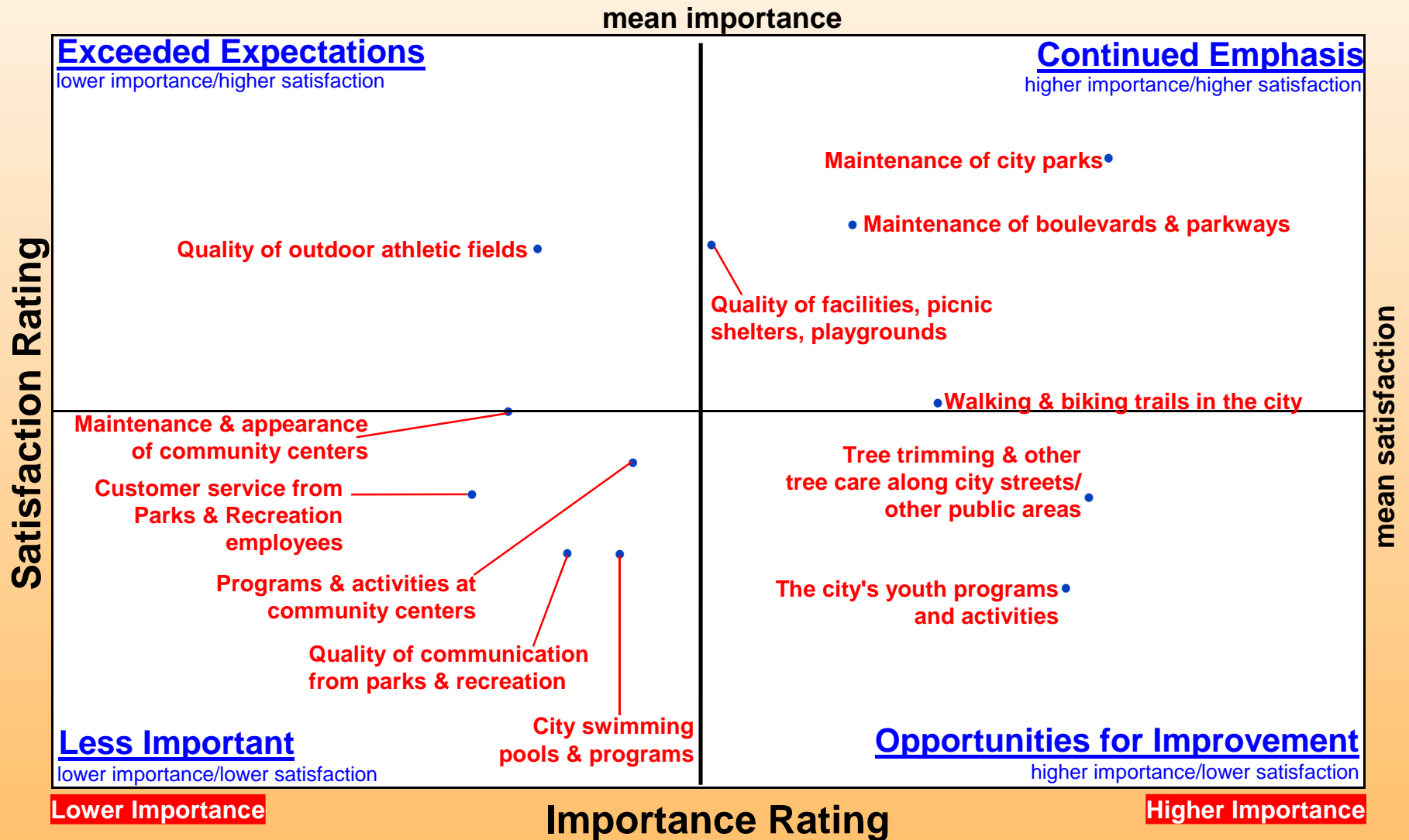
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreation-

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

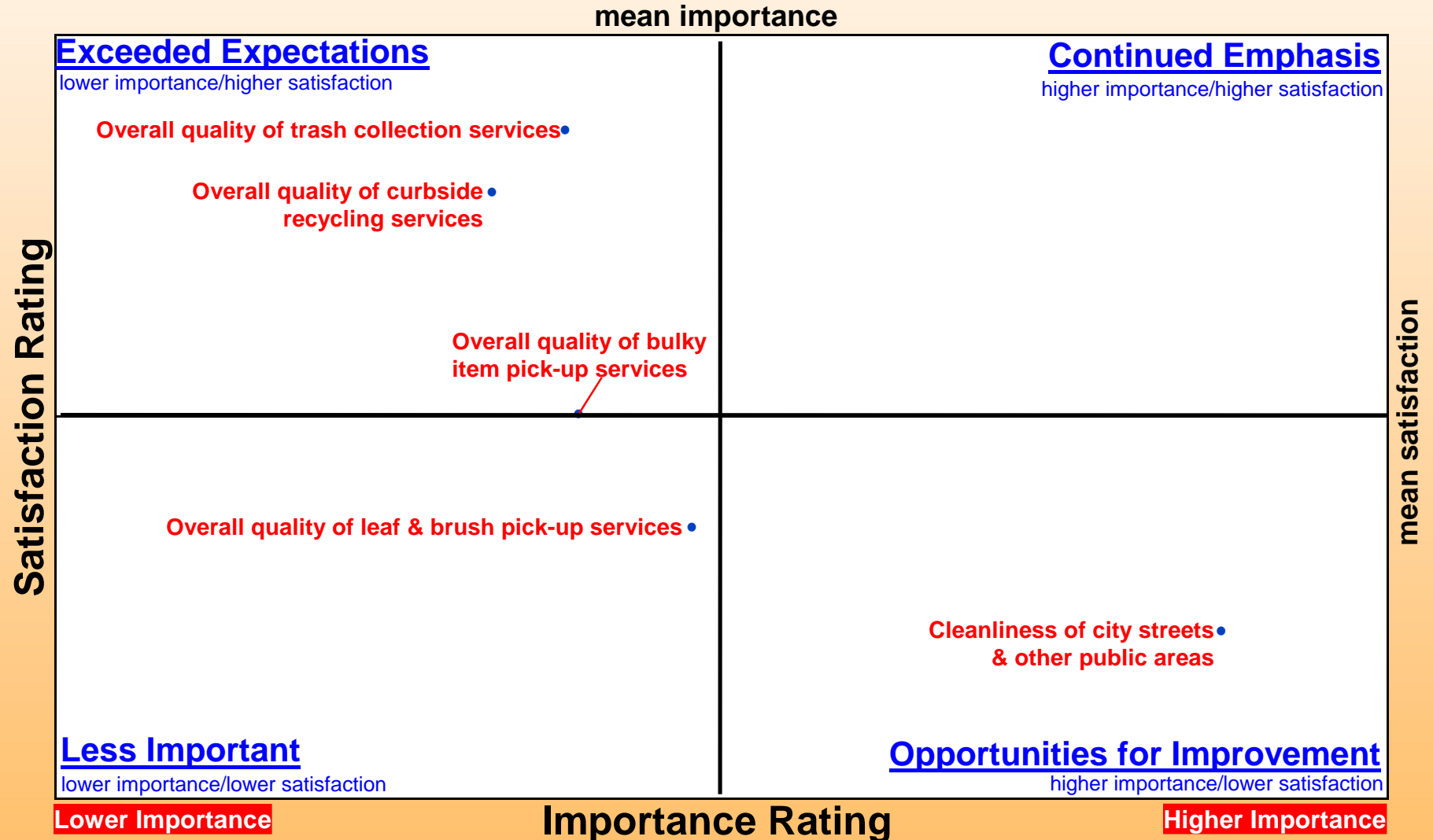


Source: ETC Institute (2015)

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Solid Waste Services-

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

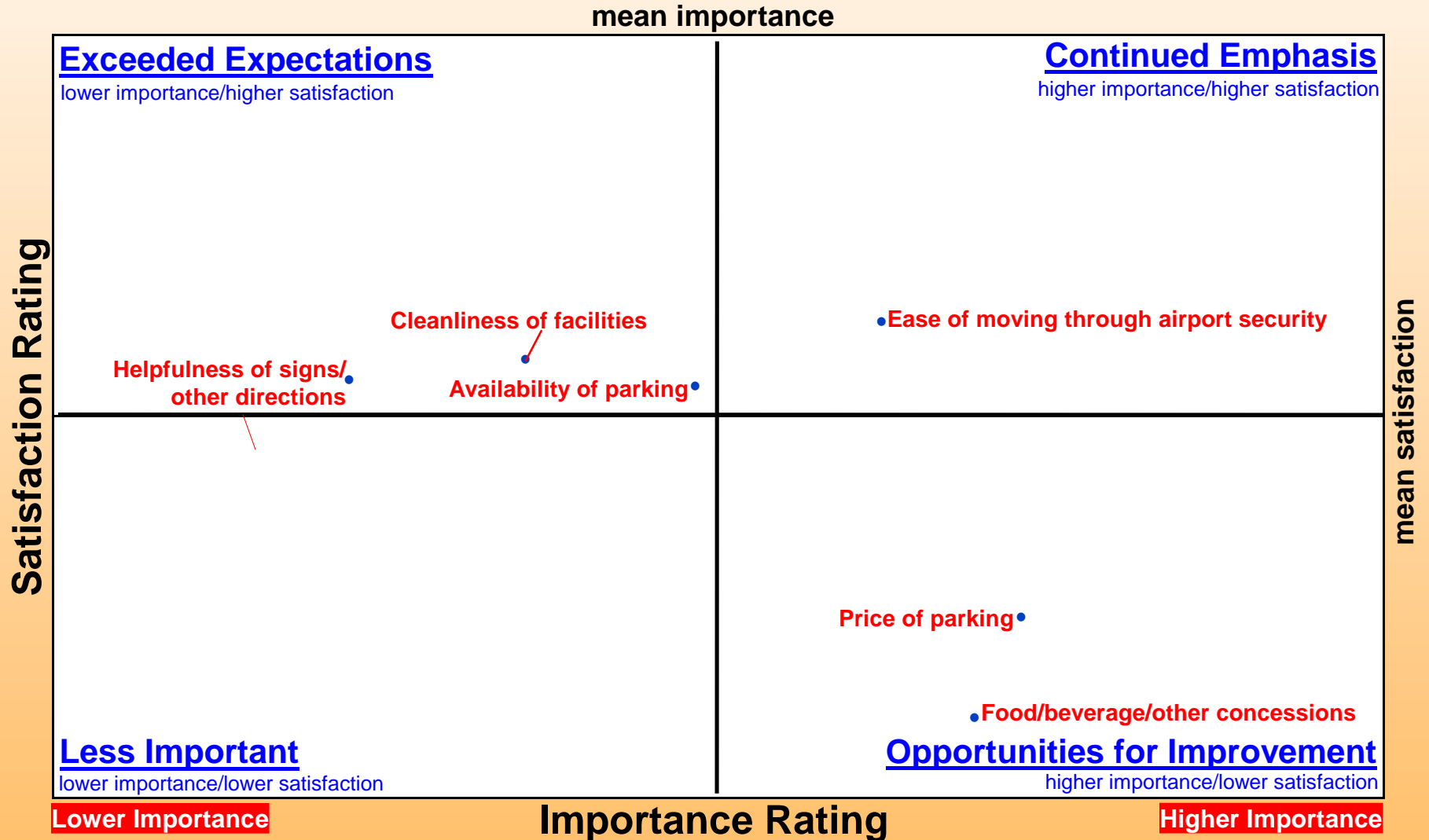


Source: ETC Institute (2015)

2015 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Airport-

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



Source: ETC Institute (2015)

Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2015 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 2014 to a random sample more than 300 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 2014 to a random sample of more than 450 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 more than 300 U.S. residents. This set of charts also shows how the City of Kansas City, Missouri compares to residents living in Kansas and Missouri (MO/KS) based on the results of a survey that was administered by ETC Institute to a random sample of over 450 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.

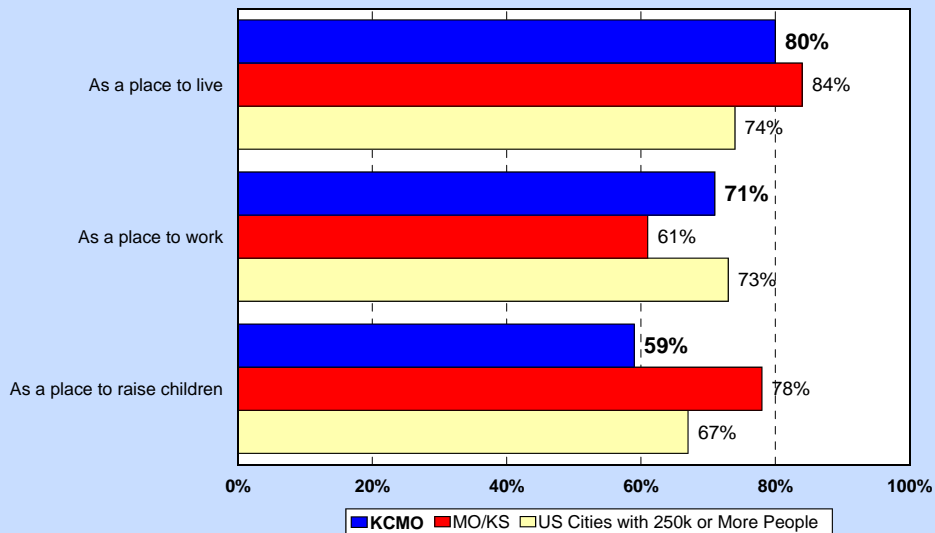
Kansas City Metro Benchmarks. The third set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 31 communities listed on the previous page for several areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction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

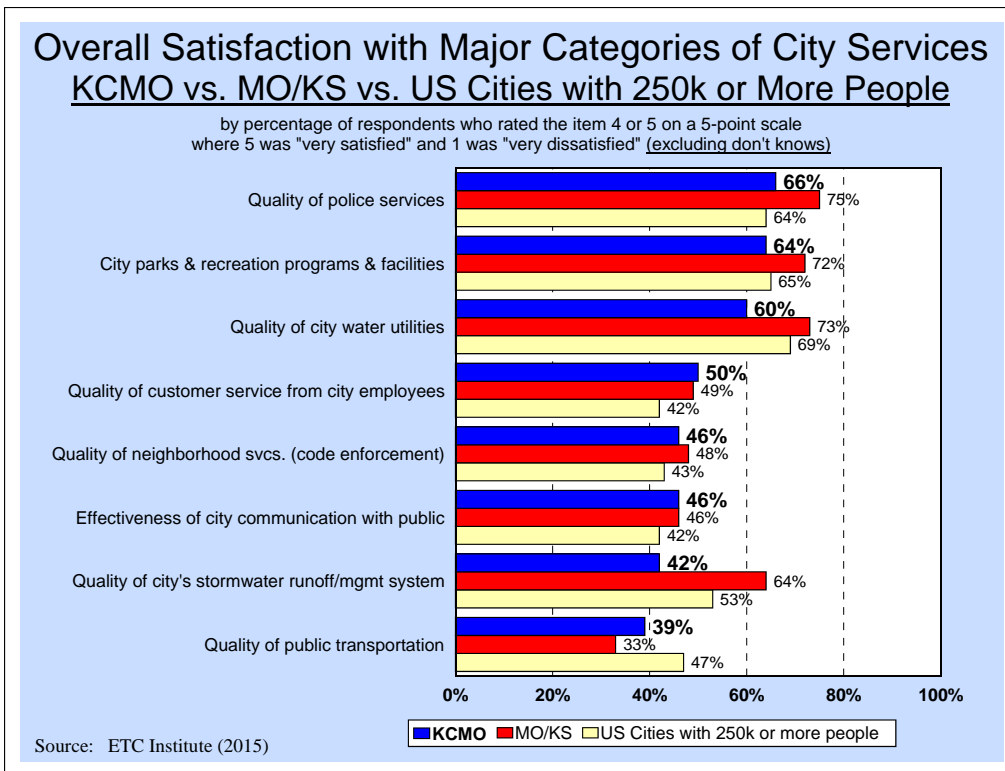
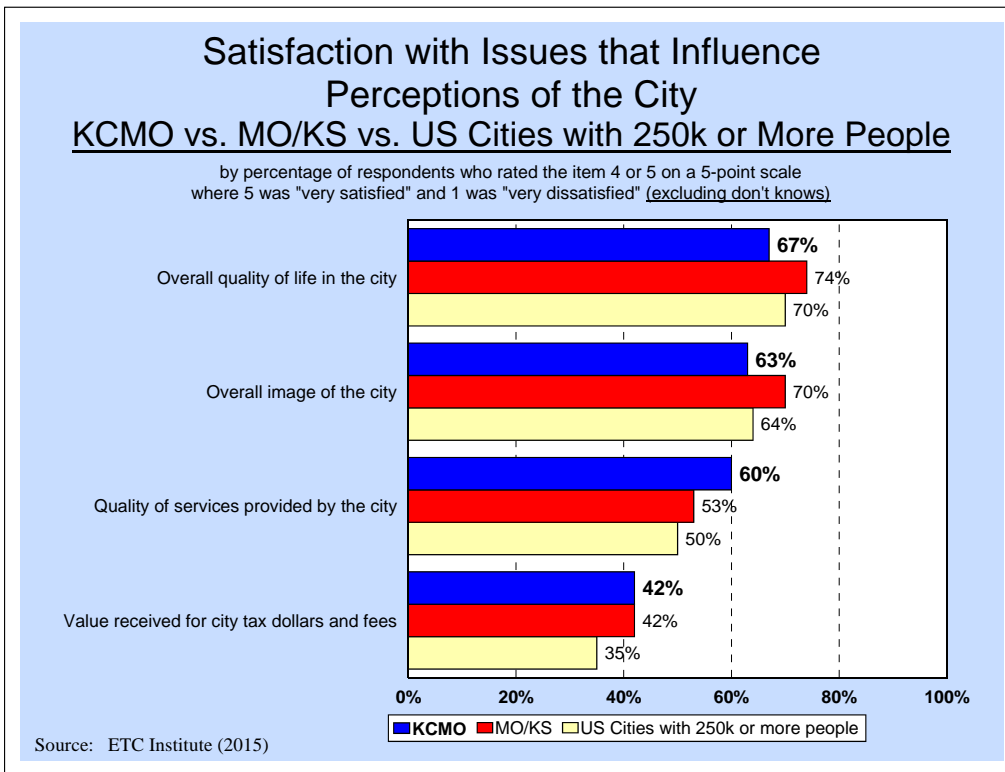
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of KCMO is not authorized without written consent from ETC Institute.

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)

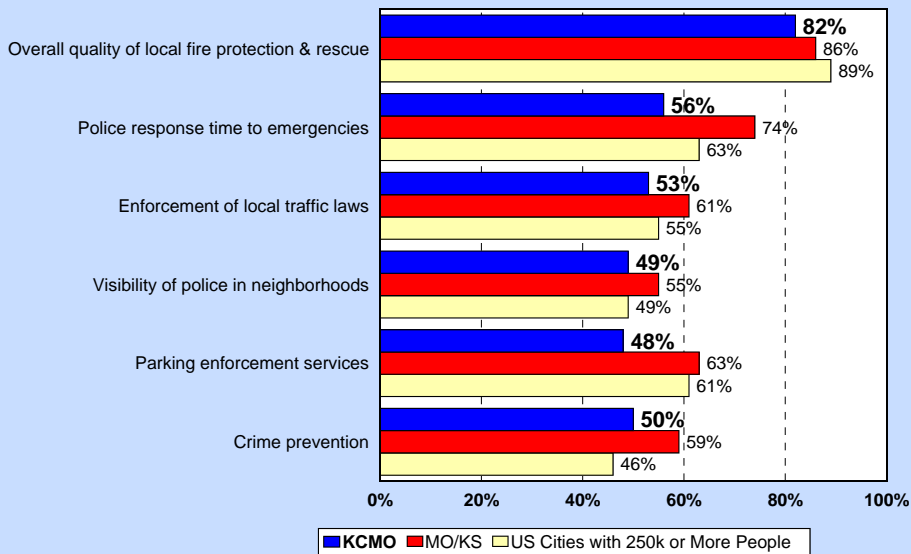


Source: ETC Institute (2015)



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

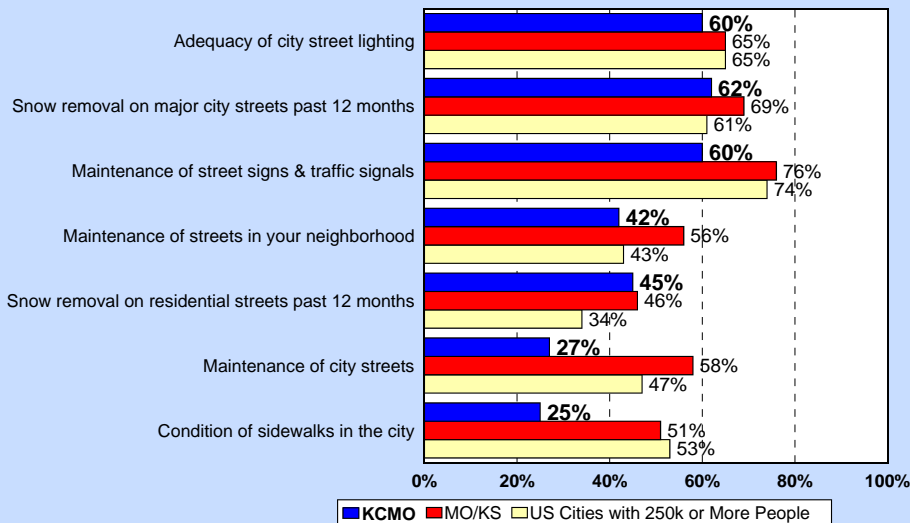
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

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

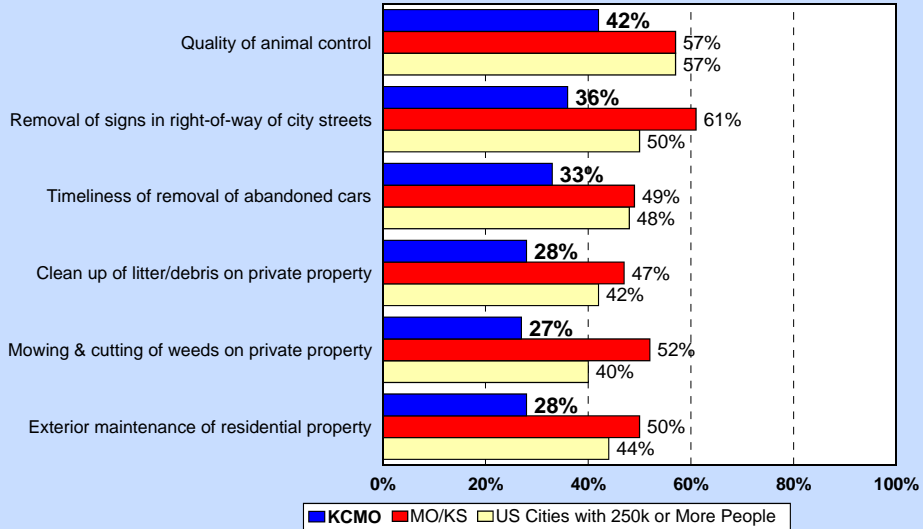
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

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

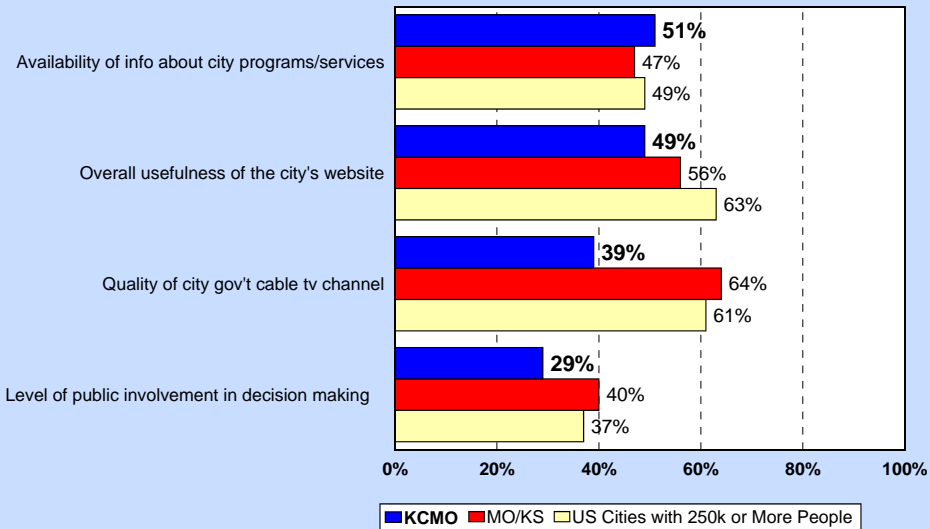
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

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

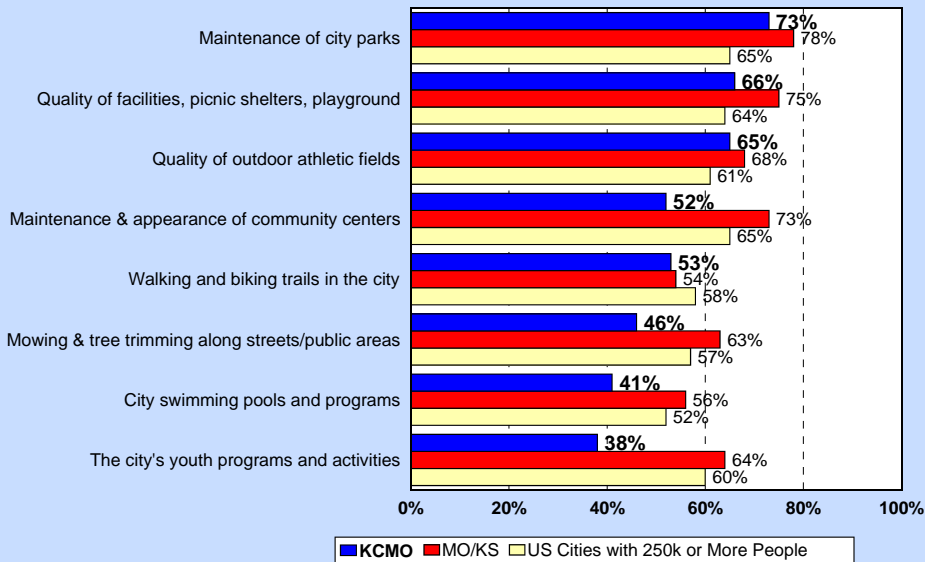
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

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

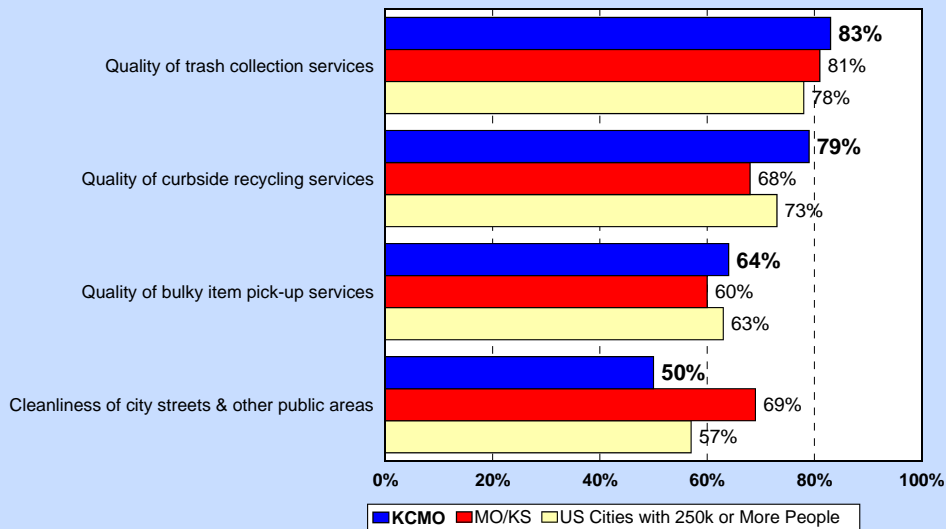
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

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)



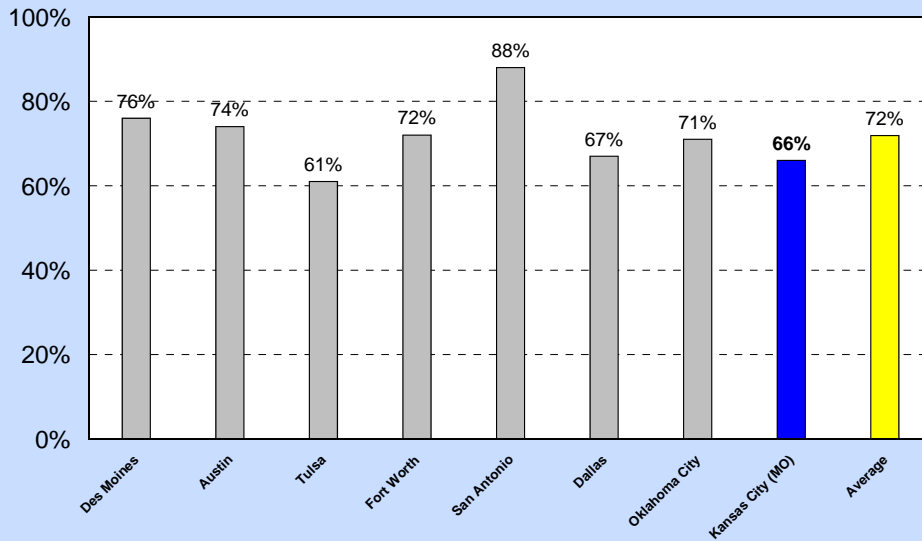
Source: ETC Institute (2015)

Selected Head-to-Head Comparisons

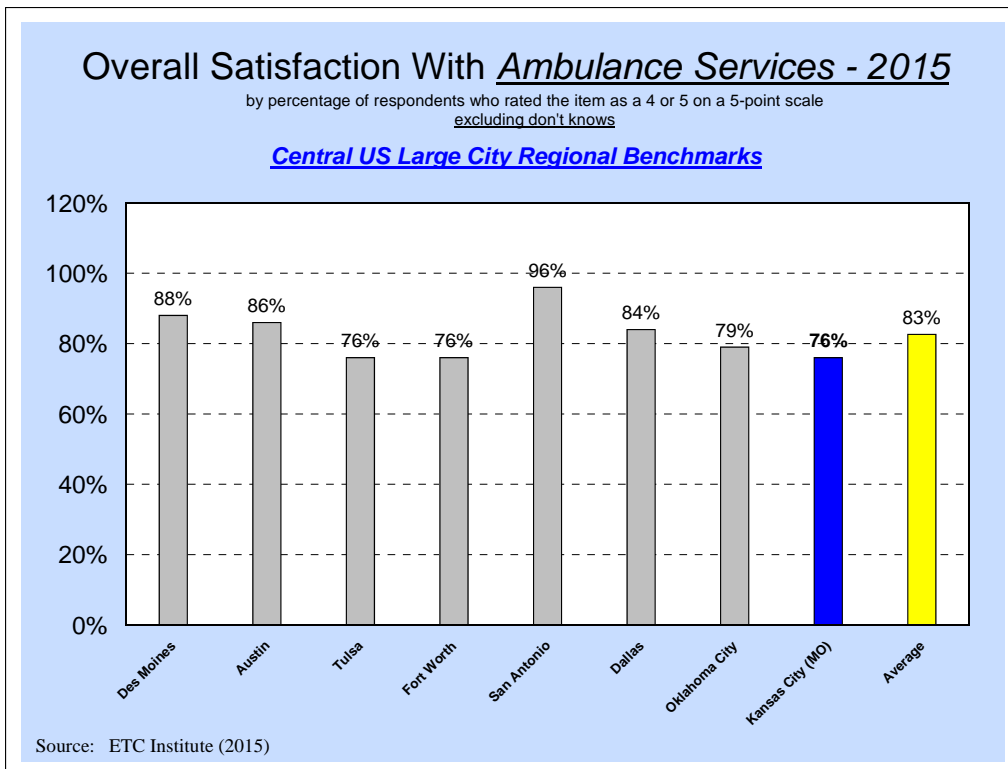
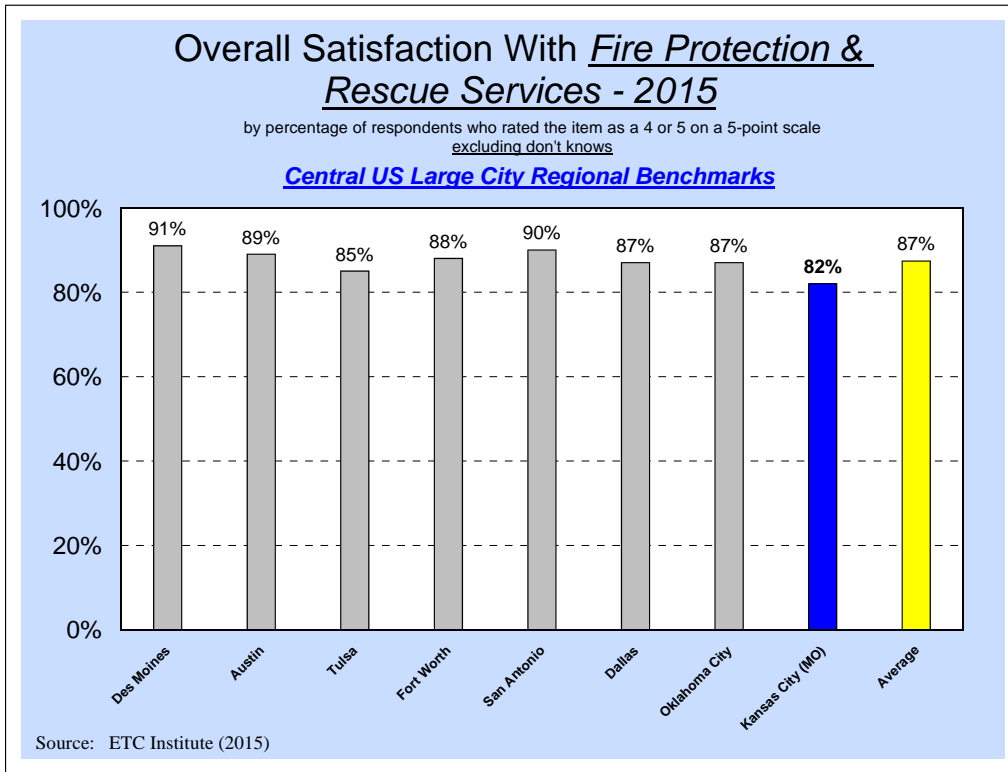
Overall Satisfaction With *Police Services* - 2015

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



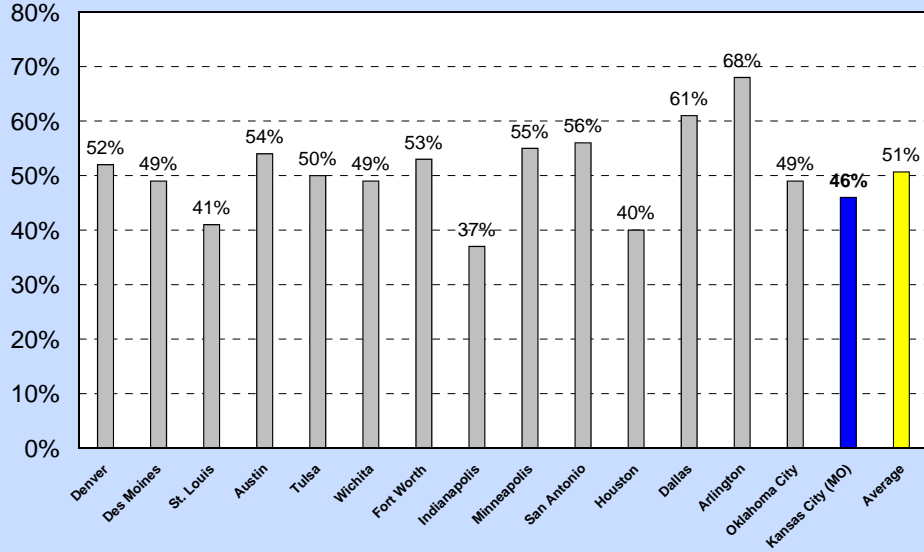
Source: ETC Institute (2015)



Overall Satisfaction With City Communications - 2015

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

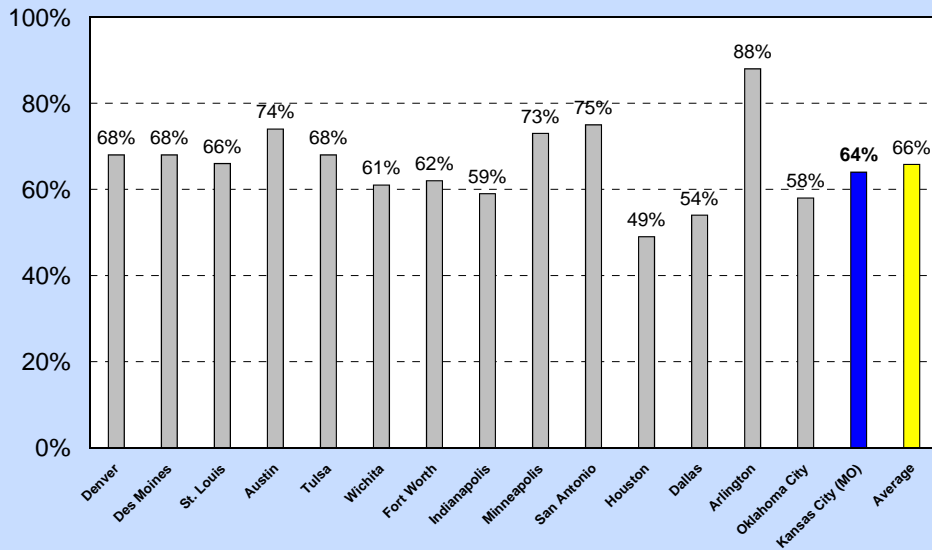


Source: ETC Institute (2015)

Overall Satisfaction With Parks and Recreation - 2015

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

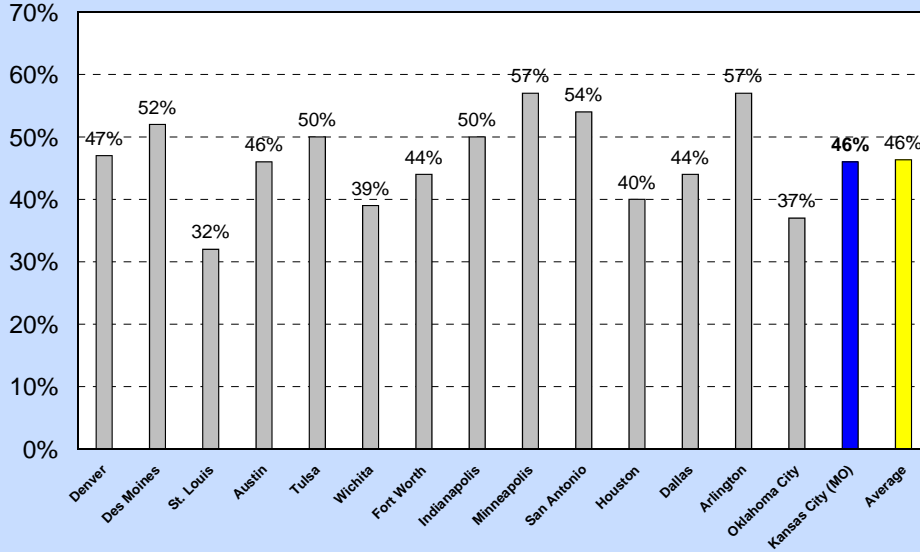


Source: ETC Institute (2015)

Overall Satisfaction With Neighborhood Services (Code Enforcement) - 2015

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

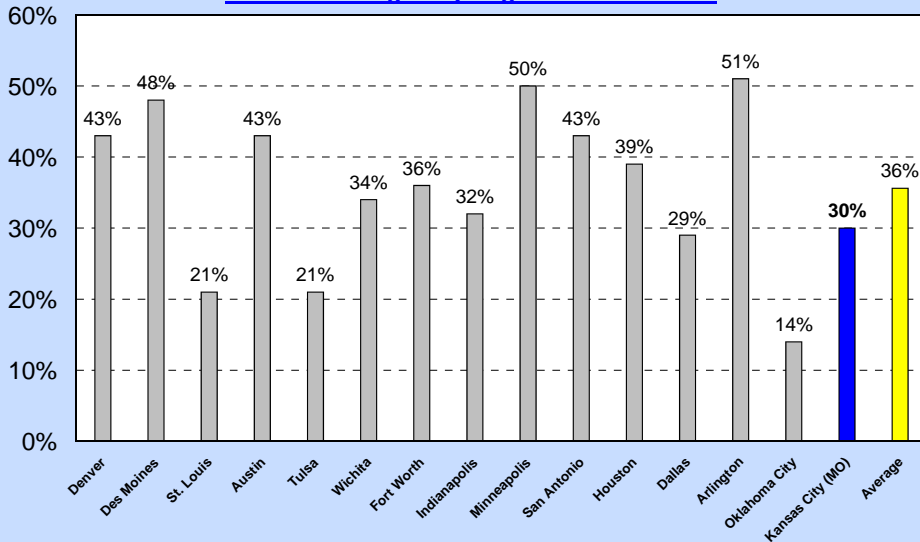


Source: ETC Institute (2015)

Overall Satisfaction With Maintenance of Streets, Sidewalks and Infrastructure - 2015

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



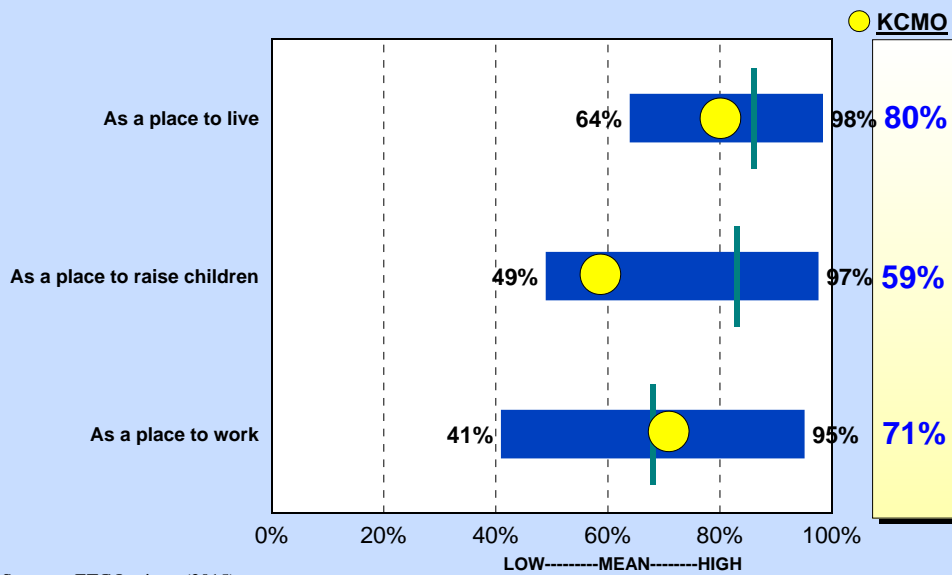
Source: ETC Institute (2015)

Metropolitan Kansas City Area Benchmarks

Source: ETC Institute (2015)

Overall Ratings Residents Have of the City in Which They Live in 2015

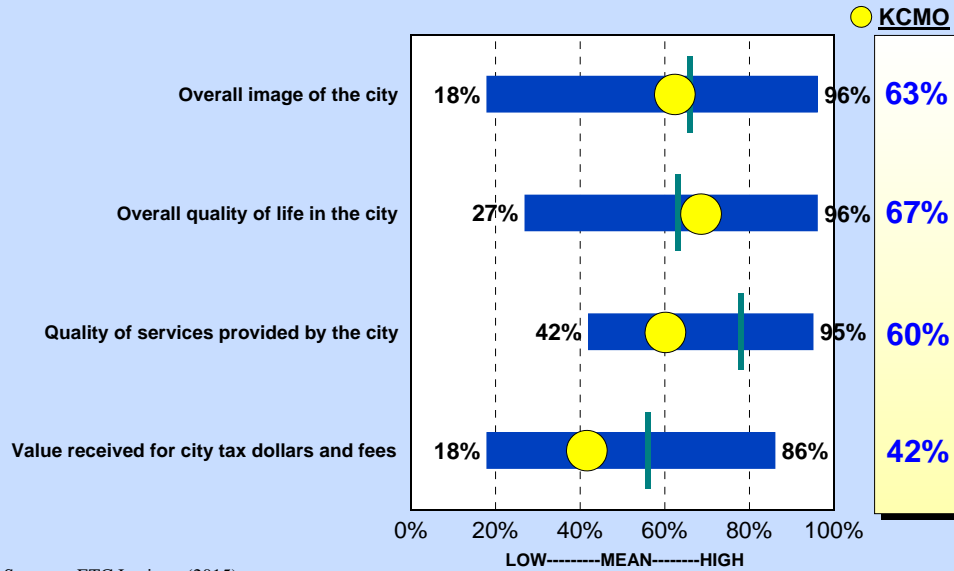
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2015)

Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2015

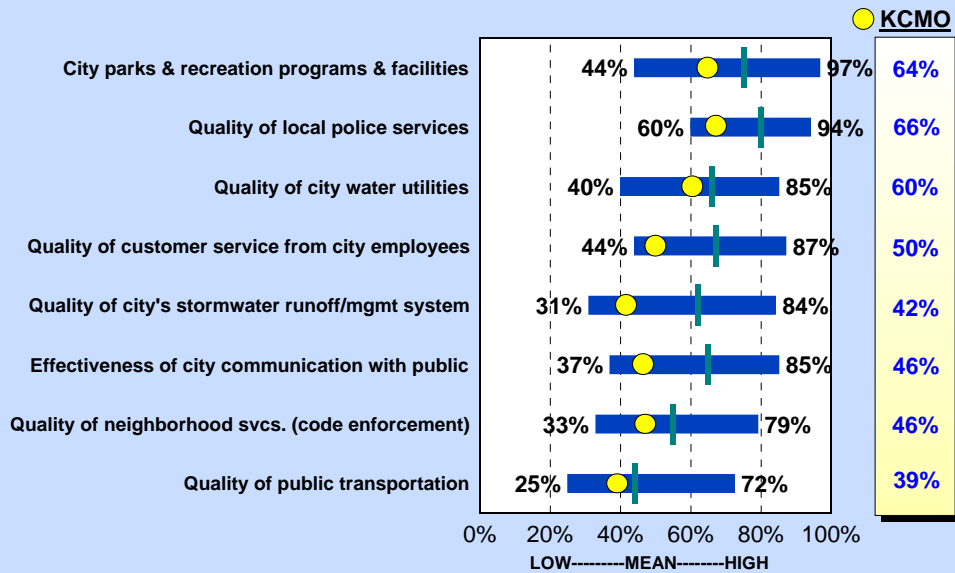
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



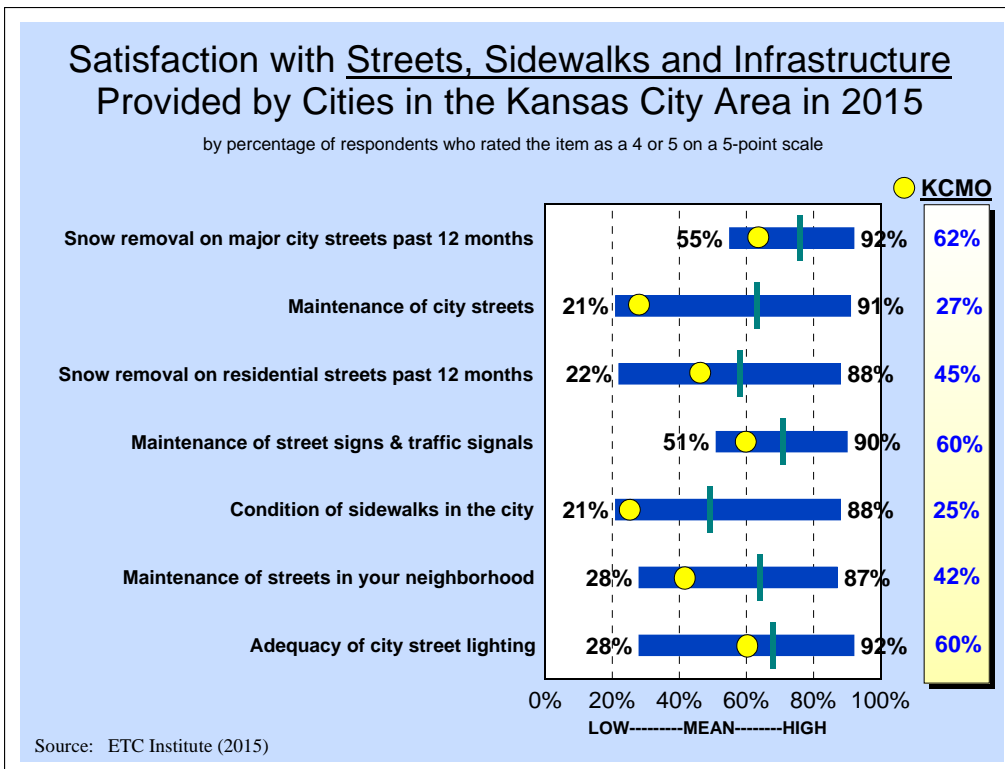
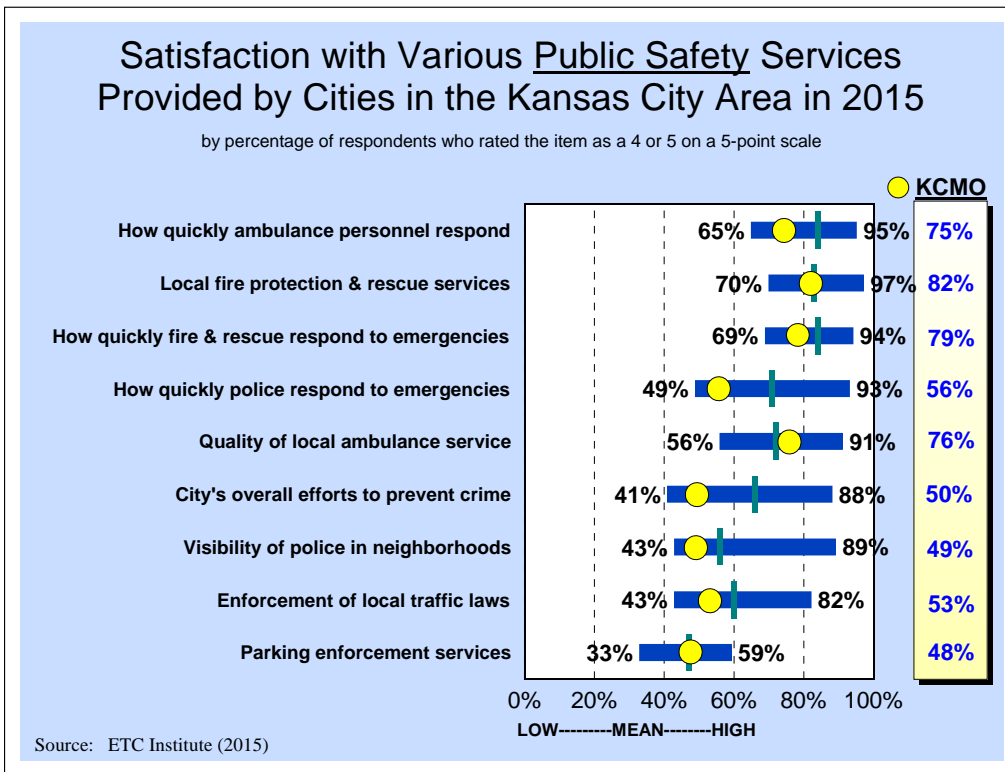
Source: ETC Institute (2015)

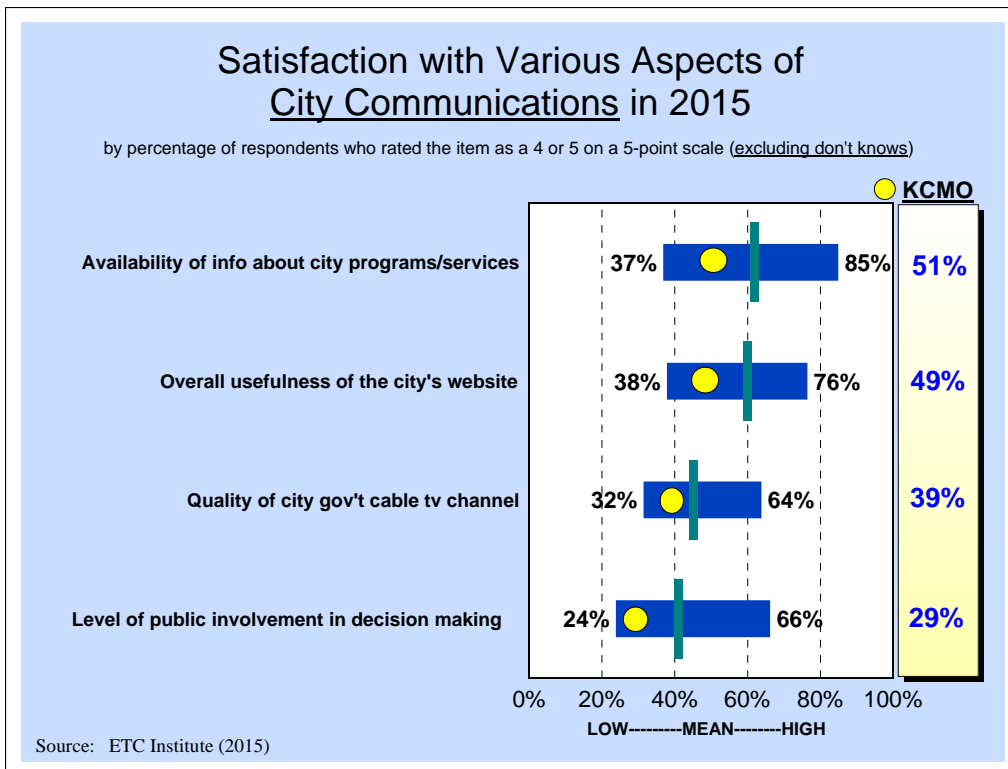
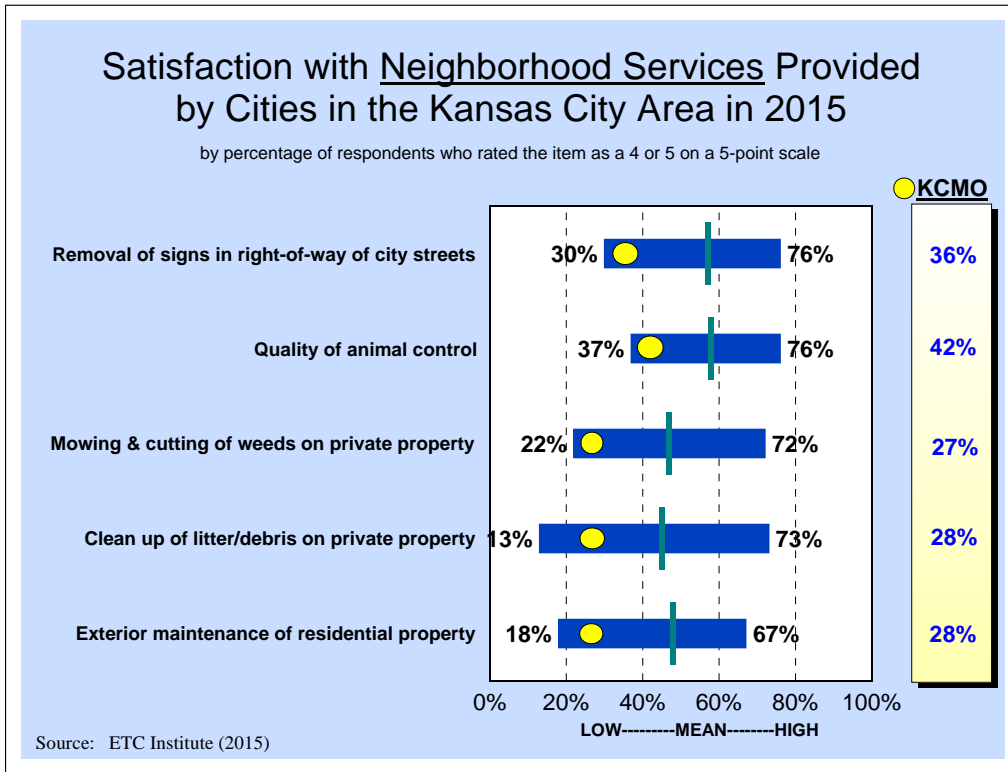
Overall Satisfaction With Major Categories of City Services in the Kansas City Area in 2015

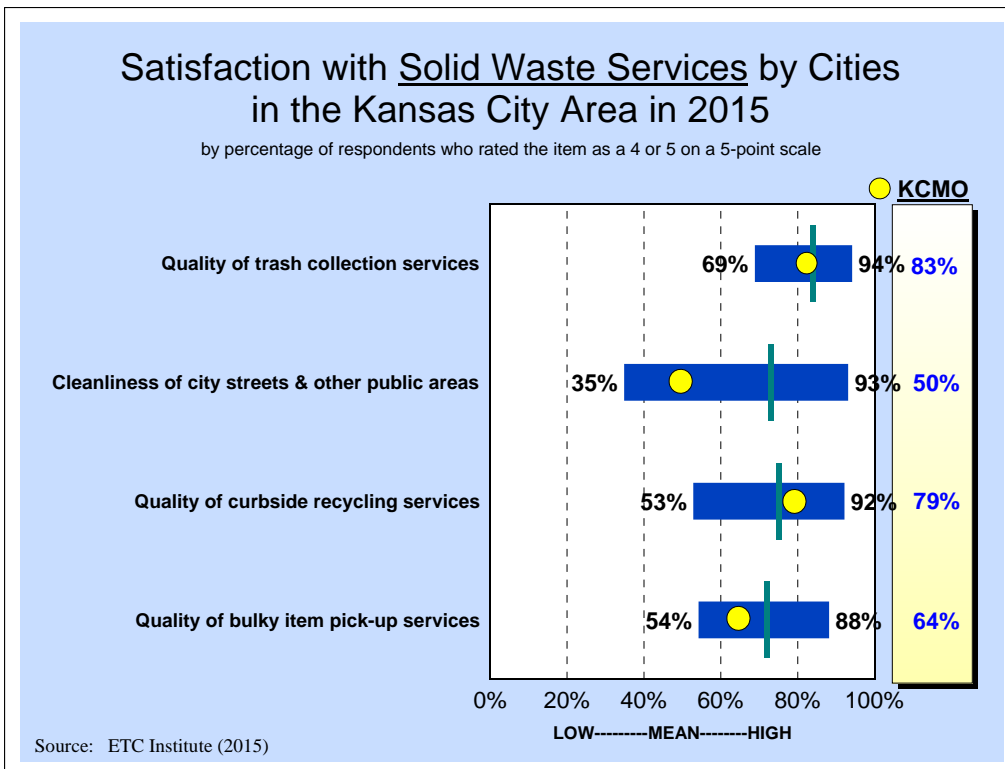
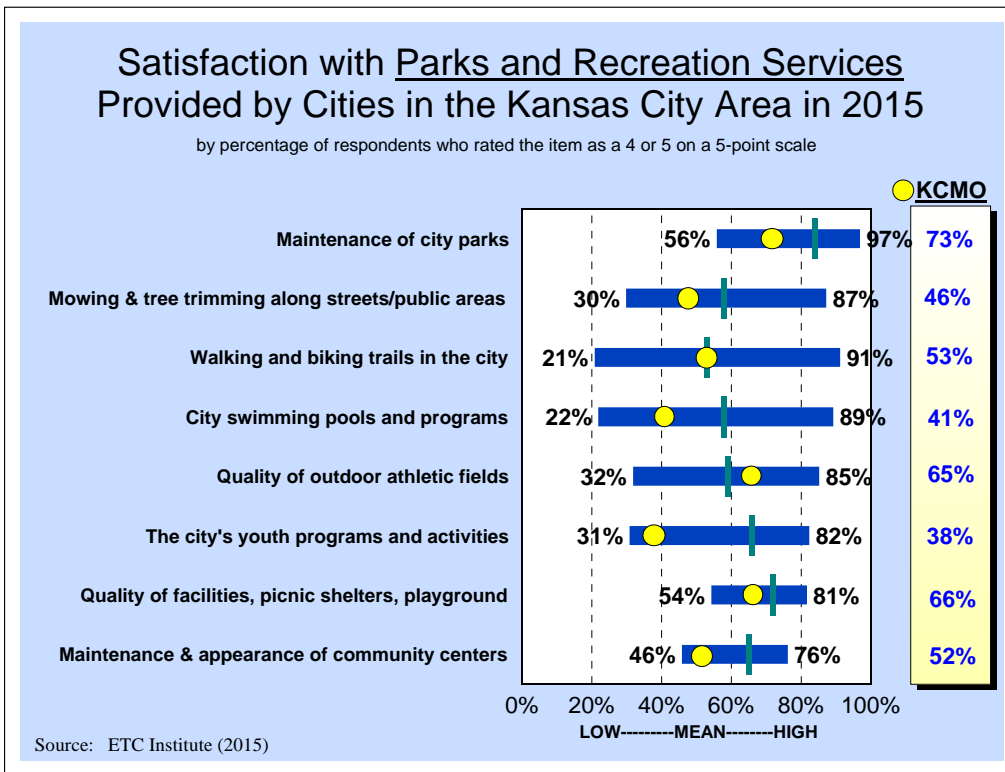
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2015)







Section 4:
Tabular Data

ASKED ALL YEAR

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:

(N=4030)

	Excellent	Good	Neutral	Below average	Poor	Don't know
A. As a place to live	23.8	55.6	13.4	4.4	1.9	0.9
B. As a place to raise children	16.0	37.8	21.1	11.3	5.5	8.4
C. As a place to work	18.6	48.7	19.2	6.2	2.7	4.6

WITHOUT DON'T KNOW

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:(Without "Don't Know")

(N=4030)

	Excellent	Good	Neutral	Below average	Poor
A. As a place to live	24.0	56.1	13.5	4.5	1.9
B. As a place to raise children	17.4	41.3	23.0	12.3	6.0
C. As a place to work	19.5	51.0	20.1	6.5	2.9

ASKED ALL YEAR

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
A. Overall quality of services provided by the City	8.6	50.5	25.3	10.2	3.3	2.0
B. Overall value that you receive for your City tax dollars and fees	5.6	34.9	30.7	19.0	7.2	2.5
C. Overall image of the City	14.3	47.7	24.9	9.1	2.4	1.7
D. Overall quality of life in the City	15.0	51.3	22.4	7.5	2.2	1.6
E. Overall feeling of safety in the City	7.5	37.2	30.1	17.3	6.7	1.3
F. How safe you feel in your neighborhood	21.1	43.3	19.2	9.9	5.0	1.5
G. Overall quality of education system within the City	4.9	16.3	22.0	22.8	25.5	8.5

ASKED ALL YEAR

WITHOUT DON'T KNOW

2. 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=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of services provided by the City	8.8	51.5	25.9	10.4	3.4
B. Overall value that you receive for your City tax dollars and fees	5.8	35.8	31.5	19.5	7.4
C. Overall image of the City	14.5	48.5	25.4	9.2	2.4
D. Overall quality of life in the City	15.3	52.2	22.8	7.6	2.2
E. Overall feeling of safety in the City	7.6	37.7	30.5	17.6	6.7
F. How safe you feel in your neighborhood	21.4	44.0	19.5	10.0	5.1
G. Overall quality of education system within the City	5.4	17.8	24.0	25.0	27.9

ASKED ALL YEAR

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
A. Overall quality of police services	14.8	48.3	20.8	7.4	4.1	4.5
B. Overall quality of fire and ambulance services	20.8	47.8	16.4	3.0	1.1	10.9
C. Overall maintenance of city streets, sidewalks, and infrastructure	5.3	24.3	27.5	29.1	12.0	1.7
D. Overall quality of solid waste services (e.g. residential trash and recycling collection)	20.0	47.1	17.9	8.3	4.6	2.1
E. Overall quality of City water utilities	15.2	43.8	22.4	10.6	6.3	1.7
F. Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	8.1	35.5	29.7	13.9	7.0	5.9
G. Overall quality of City parks and recreation programs and facilities	13.7	46.0	24.8	6.8	2.6	6.2
H. Overall quality of Health Department services	10.7	33.3	25.9	3.2	2.0	24.9
I. Overall quality of airport facilities	22.2	41.2	19.5	4.6	2.3	10.2
J. Overall quality of the city's 311 service	15.5	33.7	21.6	4.8	2.7	21.7
K. Overall quality of municipal court services	7.0	23.8	28.5	5.3	3.2	32.2
L. Overall quality of customer service you receive from city employees	10.0	32.9	29.9	9.1	4.5	13.7
M. Overall effectiveness of city communication with the public	7.8	34.6	34.9	11.0	4.6	7.0

ASKED ALL YEAR

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
N. Overall quality of the City's stormwater runoff/stormwater management system	6.2	31.5	31.9	12.8	7.3	10.3
O. Overall quality of public transportation	6.7	24.5	28.2	13.6	6.2	20.8

ASKED ALL YEAR

WITHOUT DON'T KNOW

3. 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=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of police services	15.5	50.6	21.8	7.7	4.3
B. Overall quality of fire and ambulance services	23.3	53.6	18.4	3.3	1.3
C. Overall maintenance of city streets, sidewalks, and infrastructure	5.4	24.8	28.0	29.6	12.2
D. Overall quality of solid waste services (e.g. residential trash and recycling collection)	20.4	48.1	18.3	8.5	4.7
E. Overall quality of City water utilities	15.4	44.6	22.8	10.8	6.4
F. Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	8.6	37.7	31.5	14.8	7.4
G. Overall quality of City parks and recreation programs and facilities	14.6	49.0	26.4	7.2	2.8
H. Overall quality of Health Department services	14.3	44.3	34.5	4.3	2.6
I. Overall quality of airport facilities	24.7	45.9	21.7	5.1	2.5
J. Overall quality of the city's 311 service	19.8	43.0	27.6	6.1	3.4
K. Overall quality of municipal court services	10.3	35.1	42.1	7.8	4.8
L. Overall quality of customer service you receive from city employees	11.5	38.1	34.6	10.5	5.3
M. Overall effectiveness of city communication with the public	8.4	37.2	37.5	11.9	5.0
N. Overall quality of the City's stormwater runoff/stormwater management system	6.9	35.1	35.6	14.3	8.2
O. Overall quality of public transportation	8.4	31.0	35.6	17.2	7.8

ASKED ALL YEAR

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?

<u>Q4. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	591	14.7
Overall quality of fire and ambulance services	125	3.1
Overall maintenance of city streets, sidewalks, and infrastructure	1183	29.4
Overall quality of solid waste services (e.g. residential trash and recycling collection)	107	2.7
Overall quality of City water utilities	187	4.6
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	186	4.6
Overall quality of City parks and recreation programs and facilities	134	3.3
Overall quality of Health Department services	37	0.9
Overall quality of airport facilities	63	1.6
Overall quality of the city's 311 service	19	0.5
Overall quality of municipal court services	18	0.4
Overall quality of customer service you receive from city employees	48	1.2
Overall effectiveness of city communication with the public	45	1.1
Overall quality of the City's stormwater runoff/stormwater management system	112	2.8
Overall quality of public transportation	253	6.3
<u>None chosen</u>	<u>922</u>	<u>22.9</u>
Total	4030	100.0

ASKED ALL YEAR

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?

<u>Q4. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	273	6.8
Overall quality of fire and ambulance services	288	7.1
Overall maintenance of city streets, sidewalks, and infrastructure	573	14.2
Overall quality of solid waste services (e.g. residential trash and recycling collection)	147	3.6
Overall quality of City water utilities	241	6.0
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	343	8.5
Overall quality of City parks and recreation programs and facilities	210	5.2
Overall quality of Health Department services	51	1.3
Overall quality of airport facilities	104	2.6
Overall quality of the city's 311 service	43	1.1
Overall quality of municipal court services	54	1.3
Overall quality of customer service you receive from city employees	87	2.2
Overall effectiveness of city communication with the public	107	2.7
Overall quality of the City's stormwater runoff/stormwater management system	203	5.0
Overall quality of public transportation	233	5.8
<u>None chosen</u>	<u>1073</u>	<u>26.6</u>
Total	4030	100.0

ASKED ALL YEAR

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?

<u>Q4. 3rd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	239	5.9
Overall quality of fire and ambulance services	146	3.6
Overall maintenance of city streets, sidewalks, and infrastructure	417	10.3
Overall quality of solid waste services (e.g. residential trash and recycling collection)	115	2.9
Overall quality of City water utilities	183	4.5
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	295	7.3
Overall quality of City parks and recreation programs and facilities	214	5.3
Overall quality of Health Department services	65	1.6
Overall quality of airport facilities	104	2.6
Overall quality of the city's 311 service	57	1.4
Overall quality of municipal court services	66	1.6
Overall quality of customer service you receive from city employees	134	3.3
Overall effectiveness of city communication with the public	162	4.0
Overall quality of the City's stormwater runoff/stormwater management system	254	6.3
Overall quality of public transportation	283	7.0
<u>None chosen</u>	<u>1296</u>	<u>32.2</u>
Total	4030	100.0

ASKED ALL YEAR

4. The Sum of the Top 3 Choices

<u>Q4. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of city streets, sidewalks, and infrastructure	2173	53.9
Overall quality of police services	1103	27.4
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	824	20.4
Overall quality of public transportation	769	19.1
Overall quality of City water utilities	611	15.2
Overall quality of the City's stormwater runoff/stormwater management system	569	14.1
Overall quality of fire and ambulance services	559	13.9
Overall quality of City parks and recreation programs and facilities	558	13.8
Overall quality of solid waste services (e.g. residential trash and recycling collection)	369	9.2
Overall effectiveness of city communication with the public	314	7.8
Overall quality of airport facilities	271	6.7
Overall quality of customer service you receive from city employees	269	6.7
Overall quality of Health Department services	153	3.8
Overall quality of municipal court services	138	3.4
Overall quality of the city's 311 service	119	3.0
Total	8799	

ASKED ALL YEAR

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
A. Effectiveness of local police protection	15.4	46.8	21.9	7.2	2.8	6.0
B. The visibility of police in neighborhoods	12.3	34.6	28.9	15.0	5.3	3.9
C. The city's overall efforts to prevent crime	10.2	37.1	29.0	12.9	4.6	6.2
D. Enforcement of local traffic laws	9.8	40.0	29.7	9.9	4.5	6.1
E. Parking enforcement services	8.0	31.0	32.5	6.9	3.5	18.0
F. How quickly police respond to emergencies	11.4	33.8	22.0	8.2	4.6	19.9

WITHOUT DON'T KNOW

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Effectiveness of local police protection	16.4	49.8	23.3	7.7	2.9
B. The visibility of police in neighborhoods	12.8	36.0	30.0	15.6	5.5
C. The city's overall efforts to prevent crime	10.9	39.6	30.9	13.7	4.9
D. Enforcement of local traffic laws	10.4	42.6	31.6	10.5	4.8
E. Parking enforcement services	9.8	37.8	39.7	8.4	4.3
F. How quickly police respond to emergencies	14.2	42.3	27.5	10.2	5.8

ASKED ALL YEAR

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?

<u>Q6. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Effectiveness of local police protection	579	14.4
The visibility of police in neighborhoods	930	23.1
The city's overall efforts to prevent crime	963	23.9
Enforcement of local traffic laws	186	4.6
Parking enforcement services	70	1.7
How quickly police respond to emergencies	594	14.7
None Chosen	708	17.6
Total	4030	100.0

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?

<u>Q6. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Effectiveness of local police protection	531	13.2
The visibility of police in neighborhoods	778	19.3
The city's overall efforts to prevent crime	859	21.3
Enforcement of local traffic laws	247	6.1
Parking enforcement services	125	3.1
How quickly police respond to emergencies	568	14.1
None Chosen	922	22.9
Total	4030	100.0

6. The Sum of the Top 2 Choices - Police Services

<u>Q6. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
The city's overall efforts to prevent crime	1822	45.2
The visibility of police in neighborhoods	1708	42.4
How quickly police respond to emergencies	1162	28.8
Effectiveness of local police protection	1110	27.5
Enforcement of local traffic laws	433	10.7
Parking enforcement services	195	4.8
Total	6430	

ASKED ALL YEAR

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
A. Overall quality of local fire protection and rescue services	23.4	42.7	12.9	1.0	0.5	19.5
B. How quickly fire and rescue personnel respond to emergencies	23.9	36.1	13.3	1.5	0.7	24.5
C. Quality of local ambulance service	19.8	36.9	15.3	1.9	0.8	25.4
D. How quickly ambulance personnel respond to emergencies	20.3	34.7	15.2	2.1	0.9	26.9

WITHOUT DON'T KNOW

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of local fire protection and rescue services	29.1	53.0	16.0	1.3	0.6
B. How quickly fire and rescue personnel respond to emergencies	31.6	47.7	17.7	2.0	1.0
C. Quality of local ambulance service	26.5	49.4	20.5	2.5	1.1
D. How quickly ambulance personnel respond to emergencies	27.8	47.4	20.7	2.8	1.2

ASKED ALL YEAR

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?

<u>Q8. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local fire protection and rescue services	769	19.1
How quickly fire and rescue personnel respond to emergencies	802	19.9
Quality of local ambulance service	511	12.7
How quickly ambulance personnel respond to emergencies	638	15.8
<u>None Chosen</u>	<u>1310</u>	<u>32.5</u>
Total	4030	100.0

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?

<u>Q8. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local fire protection and rescue services	298	7.4
How quickly fire and rescue personnel respond to emergencies	683	16.9
Quality of local ambulance service	596	14.8
How quickly ambulance personnel respond to emergencies	1024	25.4
<u>None Chosen</u>	<u>1429</u>	<u>35.5</u>
Total	4030	100.0

8. The Sum of the Top 2 Choices - Fire and Emergency Medical Services

<u>Q8. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
How quickly ambulance personnel respond to emergencies	1662	41.2
How quickly fire and rescue personnel respond to emergencies	1485	36.8
Quality of local ambulance service	1107	27.5
<u>Overall quality of local fire protection and rescue services</u>	<u>1067</u>	<u>26.5</u>
Total	5321	

ASKED ALL YEAR

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
A. Maintenance of city streets	2.9	23.6	28.7	30.3	11.7	2.8
B. Maintenance of streets in YOUR neighborhood	7.1	33.5	23.6	21.7	12.0	2.1
C. Condition of sidewalks in the city	2.9	20.6	31.4	26.4	12.0	6.7
D. Condition of sidewalks in YOUR neighborhood	6.2	27.2	22.6	21.0	15.4	7.5
E. Maintenance of street signs and traffic signals	9.8	48.1	26.8	7.7	3.8	3.7
F. Snow removal on major city streets during the past 12 months	14.5	46.0	19.5	10.2	6.6	3.2
G. Snow removal on residential streets during the past 12 months	9.5	33.4	21.5	19.1	12.7	3.8
H. Adequacy of city street lighting	12.7	45.1	24.6	9.8	4.3	3.5
I. Accessibility of streets, sidewalks, & bldgs for people with disabilities	7.4	28.0	26.6	10.4	5.1	22.3
J. On-street bicycle infrastructure (bike lanes/signs/sharrows)	4.8	20.1	30.6	17.5	9.3	17.6

ASKED ALL YEAR

WITHOUT DON'T KNOW

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Maintenance of city streets	3.0	24.3	29.5	31.1	12.0
B. Maintenance of streets in YOUR neighborhood	7.2	34.3	24.1	22.1	12.2
C. Condition of sidewalks in the city	3.1	22.1	33.7	28.3	12.8
D. Condition of sidewalks in YOUR neighborhood	6.7	29.5	24.4	22.7	16.7
E. Maintenance of street signs and traffic signals	10.2	50.0	27.9	8.0	4.0
F. Snow removal on major city streets during the past 12 months	14.9	47.5	20.2	10.6	6.8
G. Snow removal on residential streets during the past 12 months	9.9	34.7	22.4	19.8	13.2
H. Adequacy of city street lighting	13.1	46.7	25.5	10.2	4.5
I. Accessibility of streets, sidewalks, & bldgs for people with disabilities	9.6	36.1	34.2	13.5	6.6
J. On-street bicycle infrastructure (bike lanes/signs/sharrows)	5.8	24.5	37.1	21.3	11.3

ASKED ALL YEAR

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?

<u>Q10. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city streets	1302	32.3
Maintenance of streets in YOUR neighborhood	361	9.0
Condition of sidewalks in the city	226	5.6
Condition of sidewalks in YOUR neighborhood	335	8.3
Maintenance of street signs and traffic signals	61	1.5
Snow removal on major city streets during the past 12 months	185	4.6
Snow removal on residential streets during the past 12 months	398	9.9
Adequacy of city street lighting	122	3.0
Accessibility of streets, sidewalks, & bldgs for people with disabilities	171	4.2
On-street bicycle infrastructure (bike lanes/signs/sharrows)	240	6.0
<u>None chosen</u>	<u>629</u>	<u>15.6</u>
Total	4030	100.0

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?

<u>Q10. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city streets	416	10.3
Maintenance of streets in YOUR neighborhood	366	9.1
Condition of sidewalks in the city	488	12.1
Condition of sidewalks in YOUR neighborhood	372	9.2
Maintenance of street signs and traffic signals	126	3.1
Snow removal on major city streets during the past 12 months	276	6.8
Snow removal on residential streets during the past 12 months	519	12.9
Adequacy of city street lighting	190	4.7
Accessibility of streets, sidewalks, & bldgs for people with disabilities	185	4.6
On-street bicycle infrastructure (bike lanes/signs/sharrows)	306	7.6
<u>None chosen</u>	<u>786</u>	<u>19.5</u>
Total	4030	100.0

10. The Sum of the Top 2 Choices - Street, Sidewalk, and Infrastructure Services

<u>Q10. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city streets	1718	42.6
Snow removal on residential streets during the past 12 months	917	22.8
Maintenance of streets in YOUR neighborhood	727	18.0
Condition of sidewalks in the city	714	17.7
Condition of sidewalks in YOUR neighborhood	707	17.5
On-street bicycle infrastructure (bike lanes/signs/sharrows)	546	13.5
Snow removal on major city streets during the past 12 months	461	11.4
Accessibility of streets, sidewalks, & bldgs for people with disabilities	356	8.8
Adequacy of city street lighting	312	7.7
<u>Maintenance of street signs and traffic signals</u>	<u>187</u>	<u>4.6</u>
Total	6645	

ASKED ALL YEAR

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
A. Enforcing the clean-up of litter and debris on private property	3.9	19.8	26.9	22.3	12.0	15.1
B. Enforcing the mowing and cutting of weeds on private property	3.5	19.5	26.1	23.3	12.6	15.0
C. Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	3.3	20.5	30.9	20.5	10.1	14.7
D. Enforcing the clean-up of litter, mowing of weeds, and exterior maintenance of residential property in YOUR neighborhood	7.0	29.1	25.3	15.9	11.0	11.6
E. Enforcing the removal of signs in the right of way of city streets	4.6	22.7	33.8	9.9	5.5	23.5
F. City efforts to clean-up illegal dumping sites	3.6	17.7	27.9	16.9	9.7	24.2
G. Timeliness of the removal of abandoned cars from public property	3.6	18.7	29.1	9.8	6.4	32.5
H. Enforcing property maintenance of vacant structures	2.7	12.9	24.5	20.9	14.2	24.8
I. Quality of animal control	6.1	27.8	29.3	10.0	6.9	19.9

ASKED ALL YEAR

WITHOUT DON'T KNOW

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

(N=4030)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Enforcing the clean-up of litter and debris on private property	4.6	23.3	31.7	26.3	14.1
B. Enforcing the mowing and cutting of weeds on private property	4.1	22.9	30.7	27.4	14.8
C. Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	3.9	24.0	36.2	24.0	11.9
D. Enforcing the clean-up of litter, mowing of weeds, and exterior maintenance of residential property in YOUR neighborhood	8.0	32.9	28.7	18.0	12.5
E. Enforcing the removal of signs in the right of way of city streets	6.0	29.7	44.2	12.9	7.2
F. City efforts to clean-up illegal dumping sites	4.8	23.3	36.8	22.3	12.8
G. Timeliness of the removal of abandoned cars from public property	5.3	27.7	43.0	14.5	9.5
H. Enforcing property maintenance of vacant structures	3.6	17.1	32.6	27.7	18.9
I. Quality of animal control	7.6	34.7	36.6	12.5	8.7

ASKED ALL YEAR

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?

<u>Q12. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean-up of litter and debris on private property	736	18.3
Enforcing the mowing and cutting of weeds on private property	326	8.1
Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	313	7.8
Enforcing the clean-up of litter, mowing of weeds, and exterior maintenance of residential property in YOUR neighborhood	323	8.0
Enforcing the removal of signs in the right of way of city streets	105	2.6
City efforts to clean-up illegal dumping sites	514	12.8
Timeliness of the removal of abandoned cars from public property	72	1.8
Enforcing property maintenance of vacant structures	561	13.9
Quality of animal control	227	5.6
None chosen	853	21.2
Total	4030	100.0

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?

<u>Q12. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean-up of litter and debris on private property	405	10.0
Enforcing the mowing and cutting of weeds on private property	516	12.8
Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	350	8.7
Enforcing the clean-up of litter, mowing of weeds, and exterior maintenance of residential property in YOUR neighborhood	328	8.1
Enforcing the removal of signs in the right of way of city streets	103	2.6
City efforts to clean-up illegal dumping sites	387	9.6
Timeliness of the removal of abandoned cars from public property	123	3.1
Enforcing property maintenance of vacant structures	554	13.7
Quality of animal control	236	5.9
None chosen	1028	25.5
Total	4030	100.0

ASKED ALL YEAR

12. The Sum of the Top 2 Choices - Neighborhood Services

<u>Q12. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing the clean-up of litter and debris on private property	1141	28.3
Enforcing property maintenance of vacant structures	1115	27.7
City efforts to clean-up illegal dumping sites	901	22.4
Enforcing the mowing and cutting of weeds on private property	842	20.9
Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	663	16.5
Enforcing the clean-up of litter, mowing of weeds, and exterior maintenance of residential property in YOUR neighborhood	651	16.2
Quality of animal control	463	11.5
Enforcing the removal of signs in the right of way of city streets	208	5.2
Timeliness of the removal of abandoned cars from public property	195	4.8
Total	6179	

ASKED IN 1Q AND 3Q

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

(N=2014)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
A. Protecting the public from new or unusual health threats or outbreaks	8.7	32.7	26.7	2.6	1.9	27.4
B. Guarding against food poisoning through restaurant inspections	8.0	37.3	25.5	6.2	2.3	20.6
C. Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, and swimming pool contamination	6.7	28.1	31.6	5.2	1.8	26.6
D. Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	10.2	32.2	26.8	9.2	2.7	18.8
E. Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, and maternal and child health	10.9	37.7	27.3	6.0	1.8	16.3
F. Preventing the spread of infectious diseases through childhood vaccination programs, STD/HIV treatment and prevention services, and tuberculosis (TB) and hepatitis control	11.0	32.5	25.7	4.3	1.8	24.8

ASKED IN 1Q AND 3Q

WITHOUT DON'T KNOW

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

(N=2014)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Protecting the public from new or unusual health threats or outbreaks	12.0	45.1	36.7	3.6	2.6
B. Guarding against food poisoning through restaurant inspections	10.1	47.0	32.1	7.8	2.9
C. Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, and swimming pool contamination	9.1	38.3	43.0	7.1	2.5
D. Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments	12.5	39.7	33.0	11.4	3.4
E. Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, and maternal and child health	13.0	45.1	32.6	7.1	2.2
F. Preventing the spread of infectious diseases through childhood vaccination programs, STD/HIV treatment and prevention services, and tuberculosis (TB) and hepatitis control	14.7	43.2	34.1	5.7	2.4

ASKED IN 1Q AND 3Q

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?

<u>Q14. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Protecting the public from new or unusual health threats or outbreaks	371	18.4
Guarding against food poisoning through restaurant inspections.	257	12.8
Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, and swimming pool contamination.	178	8.8
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments.	220	10.9
Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, and maternal and child health.	144	7.1
Preventing the spread of infectious diseases through childhood vaccination programs, STD/HIV treatment and prevention services, and tuberculosis (TB) and hepatitis control.	335	16.6
<u>None chosen</u>	<u>509</u>	<u>25.3</u>
Total	2014	100.0

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?

<u>Q14. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Protecting the public from new or unusual health threats or outbreaks	183	9.1
Guarding against food poisoning through restaurant inspections.	297	14.7
Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, and swimming pool contamination.	210	10.4
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments.	161	8.0
Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, and maternal and child health.	237	11.8
Preventing the spread of infectious diseases through childhood vaccination programs, STD/HIV treatment and prevention services, and tuberculosis (TB) and hepatitis control.	322	16.0
<u>None chosen</u>	<u>604</u>	<u>30.0</u>
Total	2014	100.0

ASKED IN 1Q AND 3Q

14. The Sum of the Top 2 Choices - Health Department Services

<u>Q14. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Preventing the spread of infectious diseases through childhood vaccination programs, STD/HIV treatment and prevention services, and tuberculosis (TB) and hepatitis control.	657	32.6
Protecting the public from new or unusual health threats or outbreaks	554	27.5
Guarding against food poisoning through restaurant inspections.	554	27.5
Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, and swimming pool contamination.	388	19.3
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments.	381	18.9
Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, and maternal and child health.	381	18.9
Total	2915	

ASKED IN 1Q AND 3Q

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

(N=2014)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
A. Ease of utilizing 311 services via phone	19.6	28.6	15.0	4.0	3.1	29.6
B. Ease of utilizing 311 services via web	10.2	16.6	19.3	2.7	2.1	49.2
C. Courtesy and professionalism of 311 calltakers	20.6	27.0	16.4	3.0	2.0	31.1
D. How well your question or issue was resolved via 311	17.8	25.8	16.5	5.1	4.3	30.5

WITHOUT DON'T KNOW

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

(N=2014)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Ease of utilizing 311 services via phone	27.9	40.7	21.4	5.7	4.4
B. Ease of utilizing 311 services via web	20.0	32.7	37.9	5.3	4.1
C. Courtesy and professionalism of 311 calltakers	29.8	39.1	23.8	4.3	3.0
D. How well your question or issue was resolved via 311	25.6	37.1	23.8	7.3	6.2

ASKED IN 1Q AND 3Q

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

(N=2014)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
A. The availability of information about city programs and services	8.5	35.8	29.3	10.5	3.4	12.5
B. Overall usefulness of the city's website	6.6	28.6	26.9	6.9	2.7	28.5
C. The level of public involvement in local decision making	4.0	18.8	32.5	14.7	8.3	21.7
D. The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	4.4	17.6	26.0	5.1	2.7	44.2
E. The content in the City's magazine KCMore	3.9	15.8	24.5	3.0	2.1	50.7

WITHOUT DON'T KNOW

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

(N=2014)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. The availability of information about city programs and services	9.7	41.0	33.5	12.0	3.9
B. Overall usefulness of the city's website	9.2	39.9	37.5	9.6	3.7
C. The level of public involvement in local decision making	5.1	24.0	41.5	18.8	10.7
D. The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	7.9	31.5	46.6	9.2	4.8
E. The content in the City's magazine KCMore	7.9	32.1	49.8	6.0	4.2

ASKED IN 1Q AND 3Q

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?

<u>Q17. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
The availability of information about city programs and services	617	30.6
Overall usefulness of the city's website	239	11.9
The level of public involvement in local decision making	521	25.9
The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	84	4.2
The content in the City's magazine KCMORE	59	2.9
None Chosen	494	24.5
Total	2014	100.0

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?

<u>Q17. 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
The availability of information about city programs and services	394	19.6
Overall usefulness of the city's website	287	14.3
The level of public involvement in local decision making	434	21.5
The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	118	5.9
The content in the City's magazine KCMORE	107	5.3
None Chosen	674	33.5
Total	2014	100.0

17. The sum of Two Emphasis on Communication Services

<u>Q17. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
The availability of information about city programs and services	1011	50.2
The level of public involvement in local decision making	955	47.4
Overall usefulness of the city's website	526	26.1
The quality of Kansas City, Missouri's, government cable television channel (Channel 2)	202	10.0
The content in the City's magazine KCMORE	166	8.2
Total	2860	

ASKED IN 1Q AND 3Q

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

Q18. Top 2 Preferred Methods	Number	Percent
City magazine by mail	999	49.6
City website	913	45.3
City magazine by email	468	23.2
Cable Channel 2	463	23.0
Text messages mobile	256	12.7
Twitter/social media	236	11.7
Total	3335	

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

Q19. Have any members of your household watched Channel 2?	Number	Percent
Yes	625	31.0
No	992	49.3
Not available on my television	369	18.3
Don't know	28	1.4
Total	2014	100.0

WITHOUT DON'T KNOW

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

Q19. Have any members of your household watched Channel 2?	Number	Percent
Yes	625	31.5
No	992	49.9
Not available on my television	369	18.6
Total	1986	100.0

ASKED IN 2Q AND 4Q

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

(N=2016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q13a Maint of City parks	14.4	51.0	20.2	3.5	0.9	9.9
Q13b Shelters/playgrounds-parks	12.2	45.2	23.7	5.1	1.2	12.6
Q13c Outdoor athletic fields	11.8	40.1	22.4	3.8	1.3	20.5
Q13d Maint blvd and parkways	13.3	48.4	23.0	5.6	1.4	8.3
Q13e Walking/biking trails	9.5	34.1	26.4	9.1	3.0	17.9
Q13f City swimming pools/programs	5.5	20.2	25.4	8.5	3.0	37.4
Q13g City youth program/activities	4.7	18.8	25.5	9.3	3.2	38.5
Q13h Maint/appearance community centers	7.2	29.3	26.3	5.1	1.8	30.2
Q13i Programs/activities community ctrs	6.5	25.0	26.1	5.3	2.3	34.8
Q13j Tree trimming/other tree care	7.4	33.1	29.0	13.9	5.5	11.2
Q13k Communications from Parks & Rec	5.9	24.5	31.6	8.9	3.1	26.1
Q13l Customer service from employees	6.9	23.2	29.1	4.3	2.3	34.2

ASKED IN 2Q AND 4Q

WITHOUT DON'T KNOW

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

(N=2016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a Maint of City parks	16.0	56.6	22.4	3.9	1.0
Q13b Shelters/playgrounds-parks	13.9	51.8	27.1	5.8	1.4
Q13c Outdoor athletic fields	14.9	50.5	28.2	4.8	1.6
Q13d Maint blvd and parkways	14.5	52.8	25.1	6.1	1.5
Q13e Walking/biking trails	11.6	41.5	32.2	11.1	3.6
Q13f City swimming pools/programs	8.7	32.3	40.6	13.6	4.8
Q13g City youth program/activities	7.7	30.6	41.5	15.1	5.2
Q13h Maint/appearance community centers	10.4	42.0	37.7	7.3	2.6
Q13i Programs/activities community ctrs	10.0	38.3	40.1	8.1	3.5
Q13j Tree trimming/other tree care	8.3	37.2	32.6	15.6	6.2
Q13k Communications from Parks & Rec	8.0	33.1	42.8	12.0	4.2
Q13l Customer service from employees	10.6	35.2	44.2	6.6	3.5

ASKED IN 2Q AND 4Q

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?

Q14 Most Emphasis	Number	Percent
Maint parks	292	14.5
Qual of faciliti	91	4.5
Athletic fields	38	1.9
Maint blvd/pkwys	138	6.8
Walk/bike trls	199	9.9
Swim pools/prog	77	3.8
Youth prog/activ	261	12.9
Maint comm ctrs	27	1.3
Prg/act comm ctr	44	2.2
Trim trees stre	267	13.2
Comm from P&R	46	2.3
Cust Svc employ	23	1.1
None chosen	513	25.4
Total	2016	100.0

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?

Q14 2nd Most Emphasis	Number	Percent
Maint parks	164	8.1
Qual of faciliti	120	6.0
Athletic fields	66	3.3
Maint blvd/pkwys	161	8.0
Walk/bike trls	151	7.5
Swim pools/prog	79	3.9
Youth prog/activ	170	8.4
Maint comm ctrs	60	3.0
Prg/act comm ctr	118	5.9
Trim trees stre	177	8.8
Comm from P&R	76	3.8
Cust Svc employ	43	2.1
None chosen	631	31.3
Total	2016	100.0

ASKED IN 2Q AND 4Q

14. The Sum of the Top 2 Choices - Parks and Recreation Services

<u>Q14 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Maint parks	456	22.6
Trim trees stre	444	22.0
Youth prog/activ	431	21.4
Walk/bike trls	350	17.4
Maint blvd/pkwys	299	14.8
Qual of faciliti	211	10.5
Prg/act comm ctr	162	8.0
Swim pools/prog	156	7.7
Comm from P&R	122	6.1
Athletic fields	104	5.2
Maint comm ctrs	87	4.3
Cust Svc employ	66	3.3
Total	2888	

ASKED IN 2Q AND 4Q

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

(N=2016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q15a Trash collection services	30.4	49.7	10.3	3.8	2.2	3.7
Q15b Curbside recycling services	29.6	45.5	11.7	5.5	2.8	4.9
Q15c Bulky item pick-up services	20.3	35.8	18.0	9.1	3.9	12.9
Q15d Leaf & brush pick-up services	17.0	32.7	21.1	12.0	4.5	12.6
Q15e Cleanliness of streets/ public areas	10.3	37.8	29.4	13.0	5.5	4.1

WITHOUT DON'T KNOW

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

(N=2016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a Trash collection services	31.5	51.5	10.7	4.0	2.3
Q15b Curbside recycling services	31.1	47.8	12.3	5.8	2.9
Q15c Bulky item pick-up services	23.3	41.1	20.7	10.5	4.4
Q15d Leaf & brush pick-up services	19.5	37.5	24.2	13.7	5.2
Q15e Cleanliness of streets/public areas	10.7	39.5	30.6	13.5	5.7

ASKED IN 2Q AND 4Q

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?

<u>Q16 Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Trash collection	322	16.0
Curbside recycle	195	9.7
Bulk item pickup	231	11.5
Leaf pickup	247	12.3
Clean streets/public areas	536	26.6
None chosen	485	24.1
Total	2016	100.0

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?

<u>Q16 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Trash collection	165	8.2
Curbside recycle	247	12.3
Bulk item pickup	264	13.1
Leaf pickup	316	15.7
Clean streets/public areas	348	17.3
None chosen	676	33.5
Total	2016	100.0

16. The Sum of the Top 2 Choices - Solid Waste Services

<u>Q16 Most important Solid Waste</u>	<u>Number</u>	<u>Percent</u>
Clean streets/public areas	884	43.8
Leaf pickup	563	27.9
Bulk item pickup	495	24.6
Trash collection	487	24.2
Curbside recycle	442	21.9
Total	2871	

ASKED IN 2Q AND 4Q

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

(N=2016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q17a Ease of moving thru airport security	25.8	36.7	16.3	4.7	1.8	14.7
Q17b Availability of parking	23.0	35.7	16.4	7.9	3.3	13.6
Q17c Price of parking	13.9	28.7	22.7	13.8	6.2	14.7
Q17d Helpful signs/other directions	17.9	41.9	20.7	5.5	1.1	13.0
Q17e Food/beverage/concessions	8.7	26.6	25.5	17.0	6.2	15.9
Q17f Cleanliness of facilities	17.6	43.5	19.3	5.1	1.4	13.1

WITHOUT DON'T KNOW

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

(N=2016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a Ease of moving thru airport security	30.2	43.0	19.1	5.5	2.1
Q17b Availability of parking	26.7	41.4	19.0	9.1	3.8
Q17c Price of parking	16.3	33.7	26.6	16.2	7.2
Q17d Helpful signs/other directions	20.5	48.1	23.8	6.3	1.3
Q17e Food/beverage/concessions	10.4	31.7	30.4	20.2	7.3
Q17f Cleanliness of facilities	20.2	50.0	22.2	5.9	1.7

ASKED IN 2Q AND 4Q

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?

<u>Q18 Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Airport security	399	19.8
Available parking	216	10.7
Price of parking	330	16.4
Signs/directions	82	4.1
Food/bev/concess	315	15.6
Clean facilities	112	5.6
None chosen	562	27.9
Total	2016	100.0

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?

<u>Q18 2nd Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Airport security	147	7.3
Available parking	217	10.8
Price of parking	300	14.9
Signs/directions	141	7.0
Food/bev/concess	288	14.3
Clean facilities	217	10.8
None chosen	706	35.0
Total	2016	100.0

18. The Sum of the Top 2 Choices - Airport Services

<u>Q18 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Price of parking	630	31.3
Food/bev/concess	603	29.9
Airport security	546	27.1
Available parking	433	21.5
Clean facilities	329	16.3
Signs/directions	223	11.1
Total	2764	

ASKED IN 2Q AND 4Q

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

(N=2016)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19a Condition catch basins-neighborhood	9.1	36.1	23.0	13.3	6.2	12.3
Q19b Timeliness water/sewer repairs	6.7	27.8	25.0	12.0	6.5	22.0
Q19c Water Services customer service	9.5	32.4	25.4	7.4	5.6	19.7

WITHOUT DON'T KNOW

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

(N=2016)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19a Condition catch basins-neighborhood	10.4	41.1	26.2	15.2	7.1
Q19b Timeliness water/sewer repairs	8.6	35.7	32.0	15.3	8.4
Q19c Water Services customer service	11.8	40.4	31.6	9.3	6.9

ASKED IN 2Q AND 4Q

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

(N=2016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q20a Leadership-city officials	10.8	38.4	25.9	10.7	5.8	8.5
Q20b Effectiveness City mgr & staff	9.1	35.2	28.0	9.6	5.0	13.1
Q20c How ethical City Conducts business	7.5	29.7	28.1	10.7	7.1	16.8

WITHOUT DON'T KNOW

20. Please rate your satisfaction with the following aspects of City leadership in Kansas City, Missouri: (Without "Don't Know")

(N=2016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a Leadership-city officials	11.8	42.0	28.3	11.7	6.3
Q20b Effectiveness City mgr & staff	10.5	40.5	32.2	11.1	5.7
Q20c How ethical City conducts business	9.1	35.7	33.8	12.9	8.6

ASKED ALL YEAR

21a. Please answer the following questions about education in KCMO (which is not a City-provided service):

A. Do you have any children in the following age

groups?	Number	Percent
Ages 14 - 17	365	9.1
Ages 6 - 13	518	12.9
Ages 0 - 5	353	8.8
No Children/No Children in KCMO	2975	73.8
Total	4211	

21b. If you have children living in Kansas City, Missouri, what type of K-12 school do your children attend? (circle all that apply)

B. What type of K-12 school do your children attend?	Number	Percent
Public school	515	48.8
Private school	226	21.4
Charter school	101	9.6
Other	74	7.0
Not provided	3	0.3
Total	919	

WITHOUT NOT PROVIDED

21c. If you have children in Kansas City, Missouri, how would you grade the quality of the school your children attend? (Without "Not Provided")

C. How would you grade the quality of the school your children attend?

	Number	Percent
Excellent	349	42.8
Good	232	28.5
Average	129	15.8
Poor	55	6.7
Failing	50	6.1
Total	815	100.0

ASKED ALL YEAR

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

(N=4030)

	Yes	No	Not provided
A. Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?	13.4	85.8	0.8
B. Have any members of your household used the Kansas City, Missouri, ambulance service in the last year?	12.4	87.2	0.5
C. Have you or anyone in your household contacted the city's 311 Action Center in the last year?	50.8	48.8	0.4
D. Have you visited the city's website (kcmo.gov) in the last year?	55.8	43.7	0.5
E. Have you used the bulky item pick-up service in the last year?	41.8	57.8	0.5
F. Have you visited a Kansas City, Missouri, community center in the last year?	28.7	70.8	0.4
G. Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	76.2	23.3	0.4
H. Have you used public transportation in Kansas City, Missouri in the last year?	26.8	72.7	0.4
I. Have any members of your household attended or watched any Kansas City, Missouri public meeting in the last year?	28.9	70.5	0.5
J. Do you have regular access to the internet at home or work?	78.5	20.9	0.5
K. Have you had contact with the Municipal Court in the last year?	23.4	76.2	0.4
L. Have you visited Kansas City International Airport in the last year?	70.1	29.5	0.5
M. Have you contacted Water Services regarding your account in the last year?	36.8	62.6	0.5
N. Did you vote in any Kansas City, Missouri, municipal election during the last TWO years?	81.9	17.6	0.5
O. Do you own at least one cat or dog?	51.1	48.3	0.6

ASKED ALL YEAR

WITHOUT NOT PROVIDED

22. Please answer the following questions by circling YES or NO.(Without "Not Provided")

(N=4030)

	Yes	No
A. Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?	13.5	86.5
B. Have any members of your household used the Kansas City, Missouri, ambulance service in the last year?	12.4	87.6
C. Have you or anyone in your household contacted the city's 311 Action Center in the last year?	51.0	49.0
D. Have you visited the city's website (kcmo.gov) in the last year?	56.0	44.0
E. Have you used the bulky item pick-up service in the last year?	42.0	58.0
F. Have you visited a Kansas City, Missouri, community center in the last year?	28.9	71.1
G. Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	76.6	23.4
H. Have you used public transportation in Kansas City, Missouri in the last year?	27.0	73.0
I. Have any members of your household attended or watched any Kansas City, Missouri public meeting in the last year?	29.1	70.9
J. Do you have regular access to the internet at home or work?	78.9	21.1
K. Have you had contact with the Municipal Court in the last year?	23.5	76.5
L. Have you visited Kansas City International Airport in the last year?	70.4	29.6
M. Have you contacted Water Services regarding your account in the last year?	37.0	63.0
N. Did you vote in any Kansas City, Missouri, municipal election during the last TWO years?	82.3	17.7
O. Do you own at least one cat or dog?	51.4	48.6

ASKED ALL YEAR

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

<u>Q23. How often does your household use?</u>	<u>Number</u>	<u>Percent</u>
Weekly	3099	76.9
Bi-weekly	198	4.9
Monthly	99	2.5
Never	303	7.5
Not available at my residence	288	7.1
Not provided	43	1.1
Total	4030	100.0

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

<u>Q24. Do you think you will be living in Kansas City</u>	<u>Number</u>	<u>Percent</u>
Yes	3399	84.3
No	539	13.4
Don't Know	92	2.3
Total	4030	100.0

25. Do you own or rent your current residence?

<u>Q25. Do you own or rent your current residence?</u>	<u>Number</u>	<u>Percent</u>
Own	3218	79.9
Rent	767	19.0
Not provided	45	1.1
Total	4030	100.0

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

<u>Q26. Approximately how many years have you lived</u>	<u>Number</u>	<u>Percent</u>
5 or fewer years	422	10.5
6-10 years	416	10.3
11-15 years	353	8.8
16-20 years	308	7.6
21-25 years	324	8.0
26-30 years	348	8.6
Over 30 years	1761	43.7
Not Provided	98	2.4
Total	4030	100.0

ASKED ALL YEAR

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

<u>Q27. Best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	88	2.2
White	2689	66.7
American Indian/Eskimo	76	1.9
Black/African American	990	24.6
Other	199	4.9
<u>Not provided</u>	<u>100</u>	<u>2.5</u>
Total	4142	

ASKED ALL YEAR

27. Other

Q27 Other

AMERICAN INDIAN

APPALECHIAN AMERICAN

ASIAN INDIAN

BI-RACIAL

BI-RACIAL

BRITISH ENGLISH

CREOLE

EUROPEAN AMERICAN

EUROPEAN AMERICAN

FINNISH

GERMAN

GERMAN GREEK AMERICA

GERMAN IRISH

GREEK

GUYANESE

HEBREW

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ASKED ALL YEAR

27. Other

Q27 Other

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LATINO

LATINO

LATINO

ASKED ALL YEAR

27. Other

Q27 Other

MEXICAN

MEXICAN

MEXICAN

MEXICAN

MEXICAN

MEXICAN

MEXICAN AMERICAN

MEXICAN AMERICAN

MEXICAN AMERICAN

MEXICAN AMERICAN

MEXICAN AMERICAN

MIX

MIX

MIX

MIXED

MIXED

MULTI RACIAL

MULTI RACIAL

NOT PROVIDED

NOT PROVIDED

SICILIAN

SPANISH

SPANISH

SPANISH AMERICAN

ASKED ALL YEAR

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

Q28. Are you of Hispanic, Latino, or other Spanish ancestry?	Number	Percent
Yes	344	8.5
No	3551	88.1
Not provided	135	3.3
Total	4030	100.0

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

Q29. Would you say your total annual household income is:	Number	Percent
Under \$30,000	896	22.2
\$30,000 to \$59,999	934	23.2
\$60,000 to \$99,999	962	23.9
\$100,000 or More	867	21.5
Not provided	371	9.2
Total	4030	100.0

30. What is your age?

Q30. What is your age?	Number	Percent
18 - 24	118	2.9
25 - 34	669	16.6
35 - 44	800	19.9
45 - 54	891	22.1
55 - 64	921	22.9
65+	555	13.8
Not provided	76	1.9
Total	4030	100.0

31. Your gender:

Q31. Your gender:	Number	Percent
Male	1984	49.2
Female	2044	50.7
Not provided	2	0.0
Total	4030	100.0

Section 5:
Survey Instrument



City of Kansas City, Missouri

Office of the Mayor

Office of the City Manager

Dear Kansas City Resident:

We want to know what you think about the quality of city services 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,

Sylvester "Sly" James Jr.
Mayor

Troy M. Schulte
City Manager

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

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



KANSAS CITY
MISSOURI

City of Kansas City, Missouri Citizen Survey

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

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

How would you rate Kansas City, Missouri:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
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
G.	Overall quality of education system within the City	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 emergency medical service	5	4	3	2	1	9
D.	How quickly emergency medical 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 streets, sidewalks, & bldgs for people with disabilities	5	4	3	2	1	9
J.	On-street bicycle infrastructure (bike lanes/signs/sharrows)	5	4	3	2	1	9

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

1st: _____ 2nd: _____

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

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

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

1st: _____ 2nd: _____

1Q (AUG) and 3Q (FEB)

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

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

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

1st: _____ 2nd: _____

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

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

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

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

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

1st: _____ 2nd: _____

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

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

1st: _____ 2nd: _____

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

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

2Q (NOV) and 4Q (MAY)

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

PARKS AND RECREATION SERVICES		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Quality of facilities such as picnic shelters & 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 programs and activities	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.	Tree trimming & other tree care along city streets and other public areas	5	4	3	2	1	9
K.	Quality of communication from Parks and Recreation	5	4	3	2	1	9
L.	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? [Use 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? [Use 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? [Use the letters from the list in Question 17 above].

1st: _____ 2nd: _____

19. 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

20. 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

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

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

22. 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 (kcmo.gov) 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 Kansas City, Missouri 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
O.	Do you own at least one cat or dog?	YES	NO

23. 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

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

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

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

27. 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

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

29. 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

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

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

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

33. What is your home zip code: _____

34. If you would be willing to participate in on-line surveys that may be conducted by the City in the future, please provide your e-mail address:

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey In the Postage-Paid Envelope that Was Provided.