

2015-16 KANSAS CITY MISSOURI CITIZEN SURVEY

FINAL REPORT

Submitted to:

The City of Kansas City, Missouri

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2015-16 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 2015-16 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 4,215 households in the City of Kansas City, Missouri. Although ETC Institute has administered a community survey for Kansas City, Missouri since 2001, the questions for the 2015-16 survey were similar to those that have been used since the 2005 version. For this reason, the 2005 results serve as the base year when comparing the 2015-16 data for trend purposes. From 2001 to 2008, the survey data was conducted at one time. Since the 2009-10 survey, the survey has been administered to one-fourth of the sample every three months to allow the City to assess seasonal differences in survey results.

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

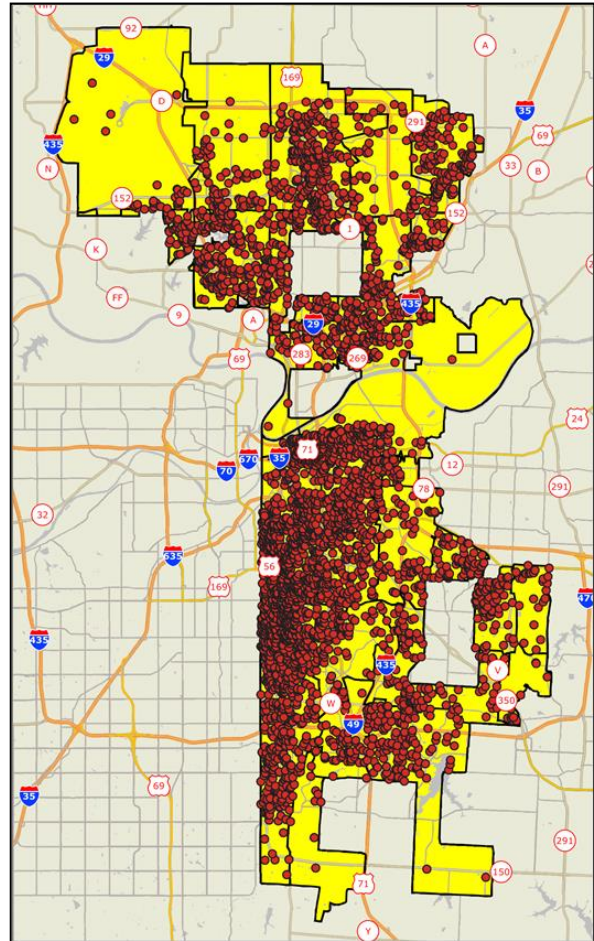
During the first week of August 2015, November 2015, February 2016, and April 2016, a copy of the survey instrument, a cover letter from the City, and a postage-paid return reply envelope were mailed to each of the 2,250 households in the target sample that was selected for the quarter. Only one person 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, 2,484 completed the survey by mail, 243 completed the survey online and 1,488 completed the survey by phone. The total number of households that completed the survey by mail, Internet or phone was 4,215 (a 47% response rate). The results for the random sample of 4,215 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, 2014-15 and 2015-16 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 (79%), the overall quality of airport facilities (69%), the overall quality of police services (67%) and the overall quality of solid waste services (67%). Residents were least satisfied with the overall maintenance of streets, sidewalks and infrastructure (26%).

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, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percent changes (2014-15 to 2015-16). **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	2015-16 Survey	Percentage Change from 2005 to (2015-16)	Percentage Change from (2014-15) to (2015-16)
Quality of fire & ambulance services	N/A	N/A	75.1	75.6	76.9	79.2	N/A	2.3
Quality of airport facilities	71.5	73.5	73.8	73.7	70.6	69.0	-2.5	-1.6
Quality of solid waste services	N/A	N/A	68.5	67.7	68.5	66.6	N/A	-1.9
Overall quality of police services	N/A	N/A	63.9	63.1	66.1	67.1	N/A	1.0
City parks/recreation programs/facilities	51.2	59.4	58.2	61.4	63.6	63.7	12.5	0.1
Quality of the city's 311 service	N/A	57.3	58.2	60.8	62.8	60.8	N/A	-2.0
Quality of city water utilities	55.1	51.5	56.6	58.2	60.0	59.0	3.9	-1.0
Quality of Health Department services	N/A	N/A	55.0	56.0	58.6	54.1	N/A	-4.5
Quality of customer service from city employees	39.1	49.8	44.1	47.8	49.7	46.5	7.4	-3.2
Quality of neighborhood services	N/A	N/A	43.4	45.3	46.3	45.3	N/A	-1.0
Quality of municipal court services	34.3	36.7	41.2	44.0	45.4	41.9	7.6	-3.5
Effectiveness of city communication with public	30.7	39.2	39.8	43.5	45.6	44.6	13.9	-1.0
Quality of city's stormwater runoff/mgmt system	32.1	36.3	36.7	41.0	42.0	39.1	7.0	-2.9
Quality of public transportation	N/A	42.8	36.5	40.1	39.4	39.0	N/A	-0.4

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 2015-16. The significant increases are listed on the following page.

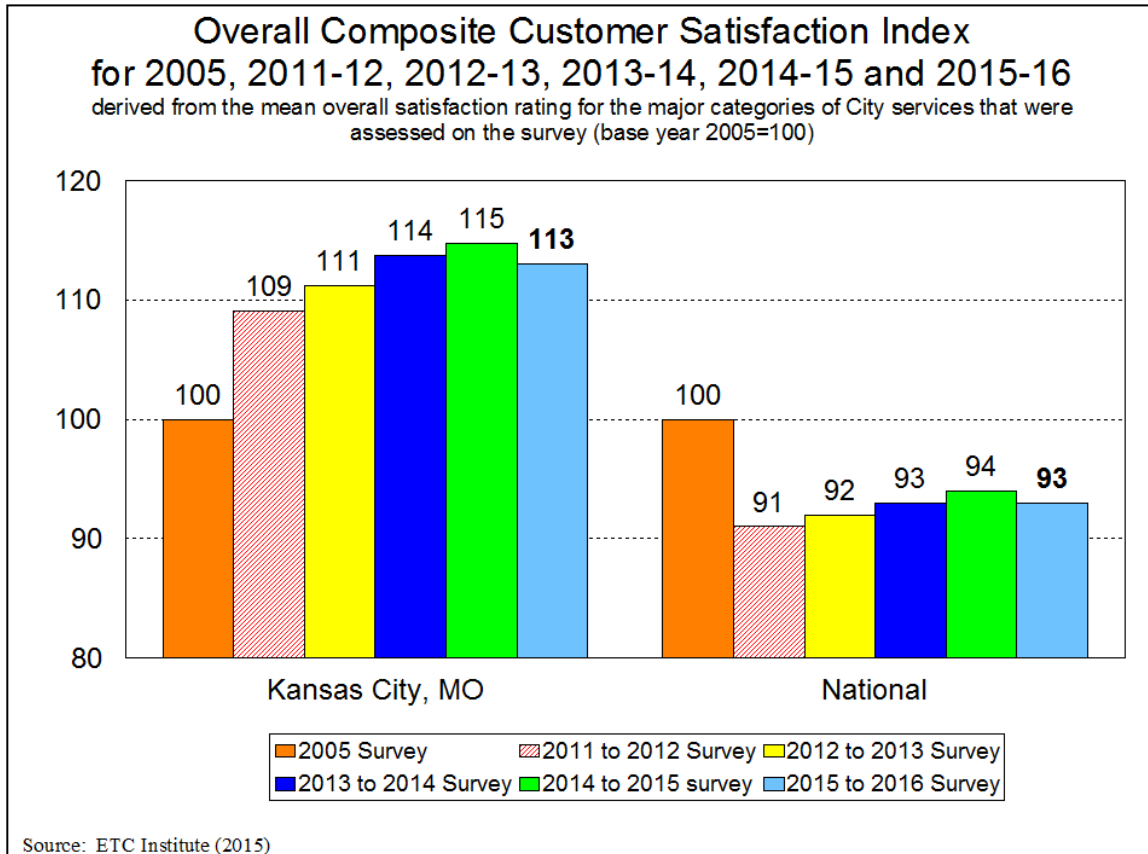
- Effectiveness of city communication with the public (+13.9%)
- City parks/recreation programs/facilities (+12.5%)
- Quality of municipal court services (+7.6%)
- Quality of customer service from city employees (+7.4%)

- Quality of city's stormwater runoff/management system (+7%)
- Quality of city water utilities (+3.9%)

Significant Changes Since the 2014-15 Survey. There was one significant increase in satisfaction ratings in major city services that were rated in both 2014-15 and 2015-16: quality of fire and ambulance services (+2.3%)

- **Overall Satisfaction With City Services.** To assess the change in overall satisfaction from previous years, ETC Institute developed a Composite Customer Satisfaction Index for the City. The Composite Customer Satisfaction Index is derived from the mean rating given for the overall major categories of City services that were assessed in 2005, 2011-12, 2012-13, 2013-14, 2014-15 and 2015-16. The index is calculated by dividing the mean rating from the current year by the mean rating from 2005 and then multiplying the result by 100.

The chart below shows the Composite Customer Satisfaction Index for 2005, 2011-12, 2012-13, 2013-14, 2014-15 and 2015-16 for the City of Kansas City and the National Index. The Composite Satisfaction Index for the City of Kansas City decreased 2 point from 2014-15 and increased 13 points from 2005. The National Index decreased 1 point from 2014-15 and was 7 points below the base year rating of 100 in 2005.



- **Major Categories of City Services that Residents Thought Were Most Important.** The three major City services that residents thought were the most important for the City to provide were: (1) the maintenance of City streets, sidewalks and infrastructure, (2) the quality of police services and (3) the quality of 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-one percent (61%) indicated that they were satisfied with feeling of safety in their neighborhood; 22% gave a neutral response, and 17% were dissatisfied.

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with 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, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction with Items that Influence Residents Perceptions of KCMO as a Community Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	Percentage Change from 2005 to (2015-16)	Percentage Change from (2014-15) to (2015-16)
	Survey	Survey	Survey	Survey	Survey	Survey		
Feeling of safety in your neighborhood	N/A	N/A	63.3	65.6	65.3	61.2	N/A	-4.1
Overall quality of life in the city	50.7	54.1	61.2	62.8	67.4	66.9	16.2	-0.5
Overall image of the city	36.9	45.3	53.2	56.5	63.0	66.8	29.9	3.8
Quality of services provided by KCMO	41.4	50.0	52.1	55.5	60.3	59.5	18.1	-0.8
Overall feeling of safety in the city	29.9	36.8	38.5	40.7	45.2	42.1	12.2	-3.1
Value received for city tax dollars and fees	24.8	32.1	35.2	37.2	41.6	40.8	16.0	-0.8

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 2015-16. The significant increases are listed below:

- Overall image of the city (+29.9%)
- Quality of services provided by the city (+18.1%)
- Overall quality of life in the city (+16.2%)
- Value received for city tax dollars and fees (+16%)
- Overall feeling of safety in the city (+12.2%)

Significant Changes Since the 2014-15 Survey. There was one significant increase in satisfaction ratings in perception items that were rated in both 2014-15 and 2015-16: overall image of the city (+3.8%).

Overall Ratings of Kansas City, Missouri

- **Overall Ratings.** Seventy-nine percent (79%) of those surveyed, who had an opinion, indicated that they were satisfied (combination of “excellent” and “good” responses) with Kansas City as a place to live; 14% gave a neutral response, and 7% 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, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **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							Percentage Change from 2005 to (2015-16)	Percentage Change from (2014-15) to (2015-16)
Combination of "Excellent" and "Good" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey		
As a place to live	69.2	69.8	75.2	75.9	80.1	79.4	10.2	-0.7
As a place to work	63.3	62.3	65.0	65.3	70.5	71.2	7.9	0.7
As a place to raise children	51.5	50.4	54.6	56.6	58.7	59.7	8.2	1.0

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

Significant Changes Since the 2005 Survey. There were significant increases in positive ratings in all three (3) of the quality of life items that were rated in both 2005 and 2015-16 survey. The significant increases are listed below:

- As a place to live (+10.2%)
- As a place to raise children (+8.2%)
- As a place to work (+7.9%)

Significant Changes Since the 2014-15 Survey. There were no significant changes in ratings in any of the three (3) quality of life items that were rated in both 2014-15 and 2015-16.

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 (63%), how quickly police respond to emergencies (52%), and the enforcement of local traffic laws (52%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with police services from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **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	2015-16 Survey	Percentage Change from 2005 to (2015-16)	Percentage Change from (2014-15) to (2015-16)
Effectiveness of local police protection	N/A	N/A	62.0	61.5	66.1	63.0	N/A	-3.1
How quickly police respond to emergencies	N/A	57.8	51.8	54.4	56.5	52.0	N/A	-4.5
Enforcement of local traffic laws	47.3	51.7	51.5	52.0	53.0	51.8	4.5	-1.2
Visibility of police in neighborhoods	39.0	48.9	47.6	51.5	48.8	47.7	8.7	-1.1
Parking enforcement services	N/A	48.5	47.4	47.8	47.6	47.3	N/A	-0.3
City's overall efforts to prevent crime	31.2	40.7	41.1	44.3	50.5	44.7	13.5	-5.8

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 2015-16. The significant increases are listed below:

- City's overall efforts to prevent crime (+13.5%)
- Visibility of police in neighborhoods (+8.7%)
- Enforcement of local traffic laws (+4.5%)

Significant Changes Since the 2014-15 Survey. There were no increases in satisfaction ratings in any of the police services that were rated in both 2014-15 and 2015-16.

- 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 (83%) and how quickly fire and rescue personnel respond to emergencies (80%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with fire and emergency medical services from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **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	2015-16	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2015-16)	Change from (2014-15) to (2015-16)
Overall quality of local fire protection & rescue	78.9	78.6	80.1	81.7	82.1	82.8	3.9	0.7
How quickly fire & rescue respond to emergencies	N/A	78.5	77.5	80.4	79.4	80.2	N/A	0.8
Quality of local emergency medical service	67.2	69.4	68.6	73.3	75.9	76.1	8.9	0.2
How quickly emergency medical personnel respond	N/A	68.7	68.6	72.7	75.2	76.2	N/A	1.0

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 2015-16. The significant increases are listed below:

- Quality of local emergency medical service (+8.9%)
- Overall quality of local fire protection and rescue (+3.9%)

Significant Changes Since the 2014-15 Survey. There were no significant increases in satisfaction ratings in any of the fire and emergency medical services that were rated in both 2014-15 and 2015-16.

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

City Streets, Sidewalks and Infrastructure Services

- City Streets, Sidewalks and Infrastructure Services.** The highest levels of satisfaction with City streets, sidewalks and infrastructure services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: snow removal on major city streets during the past 12 months (60%), the maintenance of street signs and traffic signals (60%) and the adequacy of city street lighting (59%).

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, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction With City Streets, Sidewalks and Infrastructure Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2015-16)	Change from (2014-15) to (2015-16)
Adequacy of city street lighting	60.2	57.0	61.6	60.2	59.9	58.7	-1.5	-1.2
Snow removal on major city streets past 12 months	54.5	56.1	59.1	61.7	62.4	59.9	5.4	-2.5
Maintenance of street signs & traffic signals	N/A	52.4	54.9	57.0	60.2	59.5	N/A	-0.7
Access to Streets/sidewalks/buildings for people with disabilities	N/A	N/A	44.4	45.9	45.7	42.6	N/A	-3.1
Maintenance of streets in your neighborhood	35.2	35.8	40.4	39.5	41.5	38.1	2.9	-3.4
Snow removal on residential streets past 12 months	36.8	37.4	39.6	39.8	44.6	40.8	4.0	-3.8
Condition of sidewalks in your neighborhood	N/A	N/A	36.9	34.9	36.1	33.3	N/A	-2.8
Maintenance of city streets	21.2	23.8	26.9	28.0	27.3	25.3	4.1	-2.0
Condition of sidewalks in the city	18.8	22.7	23.9	26.0	25.2	24.2	5.4	-1.0

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 2015-16. The significant increases are listed below:

- Snow removal on major city streets during the past 12 months (+5.4%)
- Condition of sidewalks in the city (+5.4%)
- Maintenance of city streets (+4.1%)
- Snow removal on residential streets during the past 12 months (+4%)
- Maintenance of streets in your neighborhood (+2.9%)

Significant Changes Since the 2014-15 Survey. There were no increases in satisfaction ratings in any of the City streets, sidewalks and infrastructure services that were rated in both 2014-15 and 2015-16.

- **City Streets, Sidewalks and Infrastructure Services Residents Thought Were Most Important.** The two City streets, sidewalks and infrastructure services that residents thought were the most important for the City to provide were: (1) the maintenance of city streets and (2) snow removal on residential streets during the past 12 months.

Neighborhood Services

- **Neighborhood Services.** The highest levels of satisfaction with neighborhood services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: animal shelter operations & adoption efforts (51%) and the enforcement of trash, weeds, and exterior maintenance in your neighborhood (40%). Residents were least satisfied with the demolishing of vacant structures in the dangerous building inventory (18%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with neighborhood services from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction With Neighborhood Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	Percentage Change from 2005 to (2015-16)	Percentage Change from (2014-15) to (2015-16)
Exterior maintenance of residential property	22.3	24.0	25.0	27.9	27.9	26.5	4.2	-1.4
Clean up of trash/debris on private property	20.6	23.1	26.7	28.8	27.9	28.8	8.2	0.9
Mowing/cutting of weeds on private property	19.7	22.4	24.8	27.7	27.0	26.6	6.9	-0.4

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 three (3) of the neighborhood services that were rated in both 2005 and 2015-16. The significant increases are listed below:

- Clean-up of trash and debris on private property (+8.2%)
- Mowing/cutting of weeds on private property (+6.9%)
- Exterior maintenance of residential property (+4.2%)

Significant Changes Since the 2014-15 Survey. There were no significant changes in satisfaction ratings in any of the neighborhood services that were rated in both 2014-15 and 2015-16.

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

Health Department Services

- **Health Department Services.** The Health Department services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: communicating public health concerns (57%), protection from new or unusual health threats (56%), and guarding against food poisoning through restaurant inspections (55%).

Trends: The table below shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with health department services from the 2012-13 survey, 2013-14 survey, 2014-15 survey, and the current survey. It also shows short-term percentage changes (2014-15 to 2015-16). **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	2015-16 Survey	Percentage Change from 2005 to (2015-16)	Percentage Change from (2014-15) to (2015-16)
Preventing the spread of infectious diseases	N/A	N/A	59.2	64.8	57.9	48.2	N/A	-9.7
Protection from new or unusual health threats	N/A	N/A	55.8	62.5	57.1	56.2	N/A	-0.9
Communication regarding public health concerns	N/A	N/A	57.3	61.6	58.1	57.1	N/A	-1.0
Guarding against food poisoning through restaurant inspections	N/A	N/A	55.7	59.8	57.1	55.2	N/A	-1.9
Encouraging access to healthy fruits/vegetables and safe places to exercise	N/A	N/A	50.6	54.6	52.3	43.4	N/A	-8.9
Protection from exposure to environmental risks	N/A	N/A	50.2	50.8	47.4	49.3	N/A	1.9

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 2014-15 Survey. There were no significant increases in satisfaction ratings in any of the health department services that were rated in both 2014-15 and 2015-16.

- **Health Department Services Residents Thought Were Most Important.** The two Health Department services that residents thought were most important for the City to provide were: (1) providing services for families and children and (2) protection from new or unusual health threats.

311 Call Center Services

- 311 Call Center Services.** The highest levels of satisfaction with the services provided by the 311 Call Center, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the courtesy/professionalism of 311 calltakers (68%) and the ease of utilizing 311 services via phone (68%).

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, the 2014-15 survey, and the current survey. It also shows short-term percentage changes (2014-15 to 2015-16). **Note:** *Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With the 311 Call Center							Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	Change from 2005 to (2015-16)	Change from (2014-15) to (2015-16)
Courtesy/professionalism of 311 calltakers	N/A	N/A	64.3	68.4	68.9	67.9	N/A	-1.0
Ease of utilizing 311 services via phone	N/A	N/A	62.9	68.4	68.6	67.9	N/A	-0.7
How well question/issue were resolved via 311	N/A	N/A	56.4	62.0	62.7	59.5	N/A	-3.2
Ease of utilizing 311 services via web/mobile app	N/A	N/A	47.9	56.2	52.8	55.7	N/A	2.9

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 2014-15 Survey. There was one significant increase in satisfaction ratings in 311 call center services that were rated in both 2014-15 and 2015-16: ease of utilizing 311 services via web/mobile application (+2.9%).

Communication Services

- Communication.** The highest levels of satisfaction with communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the availability of information about city programs and services (47%) and the overall usefulness of the city’s web-site (47%).

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with communication services from the 2005 survey, 2011-12 survey, 2012-13 survey, 2013-14 survey, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **Note:** *Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Communication Services							Percentage Change from 2005 to (2015-16)	Percentage Change from (2014-15) to (2015-16)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey		
Overall usefulness of the city's website	N/A	N/A	45.1	53.4	49.2	47.2	N/A	-2.0
Availability of info about city programs/services	31.8	42.7	47.1	53.2	50.7	47.3	15.5	-3.4
Content in the City's magazine, KCMore	N/A	N/A	40.1	45.5	39.9	41.4	N/A	1.5

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 was one significant increase in satisfaction ratings in the communication services that were rated on the 2005 and 2015-16 survey: availability of information about city programs/services (+15.5%)

Significant Changes Since the 2014-15 Survey. There were no significant increases in satisfaction ratings in communication services that were rated in both 2014-15 and 2015-16.

- **Communication Items Residents Thought Were Most Important.** The two communication services that residents thought were the most important for the City to provide were: (1) the availability of information about city programs/services and (2) opportunity to engage/provide input into decisions made by the city.

Parks and Recreation Services

- **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: the maintenance of city parks (71%), the quality of facilities, picnic shelters, and playgrounds (64%) and the quality of outdoor athletic fields (63%). Residents were least satisfied with the City swimming pools and programs (41%), the quality of communication from Parks and Recreation (41%), and the city's youth athletic programs and activities (40%).

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, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **Note:** Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction With Parks and Recreation Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	Percentage	Percentage
	Survey	Survey	Survey	Survey	Survey	Survey	Change from 2005 to (2015-16)	Change from (2014-15) to (2015-16)
Maintenance of city parks	48.9	60.8	68.9	71.1	72.7	70.7	21.8	-2.0
Quality of facilities, picnic shelters, playgrounds	N/A	55.2	63.9	65.8	65.7	63.7	N/A	-2.0
Maintenance of boulevards & parkways	48.6	55.8	64.2	65.7	67.3	62.3	13.7	-5.0
Quality of outdoor athletic fields	41.0	52.3	58.7	63.0	65.4	63.3	22.3	-2.1
Walking and biking trails in the city	36.8	46.3	52.8	55.0	53.1	50.9	14.1	-2.2
Maintenance & appearance of community centers	35.2	49.7	53.3	54.5	52.4	51.7	16.5	-0.7
Tree trimming & other tree care along city streets and other public areas	34.3	37.4	48.1	49.4	45.6	41.7	7.4	-3.9
Customer service from Parks/Recreation employees	N/A	N/A	45.1	49.1	45.7	44.3	N/A	-1.4
Programs & activities at community centers	N/A	43.7	47.4	48.2	48.3	46.1	N/A	-2.2
Quality of communication from Parks and Recreation	N/A	N/A	40.8	41.4	41.1	41.2	N/A	0.1
City swimming pools and programs	27.4	32.7	38.6	40.7	41.1	41.3	13.9	0.2
The city's youth programs and activities	32.0	32.2	35.7	40.4	38.3	39.6	7.6	1.3

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 2015-16 survey. The significant increases are listed below:

- Quality of outdoor athletic fields (+22.3%)
- Maintenance of city parks (+21.8%)
- Maintenance & appearance of community centers (+16.5%)
- Walking and biking trails in the city (+14.1%)
- City swimming pools and programs (+13.9%)
- Maintenance of boulevards & parkways (+13.7%)
- The city's youth programs and activities (+7.6%)
- Tree trimming & other tree care along city streets and other public areas (+7.4%)

Significant Changes Since the 2014-15 Survey. There were no increases in satisfaction ratings any of the parks and recreation services that were rated in both 2014-15 and 2015-16.

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

Solid Waste Services

- **Solid Waste Services.** The solid waste services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of trash collection services (80%) and the quality of curbside recycling services (77%). Residents were least satisfied with city efforts to clean-up illegal dumping sites (28%).

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, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **Note:** Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction With Solid Waste Services							Percentage	Percentage
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005	2011-12	2012-13	2013-14	2014-15	2015-16	Change from 2005 to (2015-16)	Change from (2014-15) to (2015-16)
	Survey	Survey	Survey	Survey	Survey	Survey		
Quality of trash collection services	57.8	72.2	82.7	80.8	83.1	79.7	21.9	-3.4
Quality of curbside recycling services	N/A	74.0	81.2	77.9	79.0	76.5	N/A	-2.5
Quality of bulky item pick-up services	N/A	55.0	60.1	61.2	64.4	53.0	N/A	-11.4
Overall quality of leaf & brush pick-up services	N/A	N/A	50.1	53.9	56.9	52.0	N/A	-4.9
Cleanliness of city streets & other public areas	29.9	37.8	46.1	47.4	50.2	43.1	13.2	-7.1
City efforts to clean-up illegal dumping sites	N/A	N/A	26.3	29.5	28.1	28.0	N/A	-0.1

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 2015-16. The significant increases are listed below:

- Quality of trash collection services (+21.9%)
- Cleanliness of city streets & other public areas (+13.2%)

Significant Changes Since the 2014-15 Survey. There were no increases in satisfaction ratings in any of the solid waste services that were rated in both 2014-15 and 2015-16.

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

Airport Services

- **Airport Services.** The airport services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the ease of moving through airport security (73%), and the cleanliness of facilities (70%).

Trends: The table on the following page shows the levels of satisfaction (combination of “very satisfied” and “satisfied” responses) with airport services from the 2012-13 survey, the 2013-14 survey, the 2014-15 survey, and the current survey. It also shows short-term percentage changes (2014-15 to 2015-16). **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 (2015-16)	Percentage Change from (2014-15) to (2015-16)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey		
Ease of moving through airport security	N/A	N/A	74.5	76.3	73.3	72.7	N/A	-0.6
Cleanliness of facilities	N/A	N/A	77.6	75.9	70.3	70.4	N/A	0.1
Availability of parking	N/A	N/A	74.5	72.7	68.0	67.8	N/A	-0.2
Food, beverage, and other concessions	N/A	N/A	40.9	42.3	42.1	45.2	N/A	3.1

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 2014-15 Survey. Of the airport services that were rated in both 2014-15 and 2015-16, there was one significant increase in satisfaction ratings in the areas assessed: food, beverage, and other concessions (+3.1%).

- **Airport Services Residents Thought Were Most Important.** The two Airport services that residents thought were the most important for the City to provide were: (1) ease of moving through airport security and (2) availability of parking.

City Leadership

- **City Leadership.** Fifty-six percent (56%) 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 16% 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, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **Note:** Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction With City Leadership							Percentage Change from 2005 to (2015-16)	Percentage Change from (2014-15) to (2015-16)
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey		
Leadership provided by city's elected officials	25.6	39.3	50.5	48.9	53.7	55.9	30.3	2.2
Effectiveness of the city manager & app. staff	29.8	36.0	47.3	45.6	51.0	52.0	22.2	1.0
How ethically the city conducts business	N/A	31.5	41.2	41.0	44.8	46.5	N/A	1.7

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction in both of the leadership items rated in 2005 and 2015-16 survey. The increases in satisfaction ratings are listed below:

- Leadership provided by city's elected officials (+30.3%)
- Effectiveness of the city manager & appointed staff (+22.2%)

Significant Changes Since the 2014-15 Survey. There was one significant increase in satisfaction ratings in the city leadership items that were rated in both 2014-15 and 2015-16: leadership provided by the city’s elected officials (+2.2%).

Water Services

- **Water Services.** Over half (52%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of Water Services Customer Service; 30% gave a neutral response, and 18% were dissatisfied. Forty-eight percent (48%) of those surveyed, who had an opinion, indicated they were satisfied with the condition of catch basins in their neighborhood; 27% gave a neutral response, and 25% 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, 2014-15 survey, and the current survey. It also shows the long-term percentage changes (2005 to 2015-16) and the short-term percentage changes (2014-15 to 2015-16). **Note:** Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).

Satisfaction With Water Services							Percentage Change from	Percentage Change from
Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2005 to (2015-16)	(2014-15) to (2015-16)
Condition of catch basins in your neighborhood	N/A	43.0	49.7	50.8	51.5	48.3	N/A	-3.2
Quality of Water Services customer service	N/A	N/A	47.1	49.6	52.2	51.6	N/A	-0.6
Timeliness of water/sewer line break repairs	N/A	33.3	37.5	41.4	44.3	39.8	N/A	-4.5

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 2014-15 Survey. There were no increases in satisfaction in any of the water services that were rated in 2014-15 and 2015-16.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the City’s 2015-16 survey and the subsequent analysis of the survey data, ETC Institute has reached the following conclusions:

- **Satisfaction with Quality of Life in Kansas City Remains High.** Despite a 2-point decrease in the Composite Customer Satisfaction Index for Kansas City since the 2014-15 survey, ratings as a place to live and work remain high.

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

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

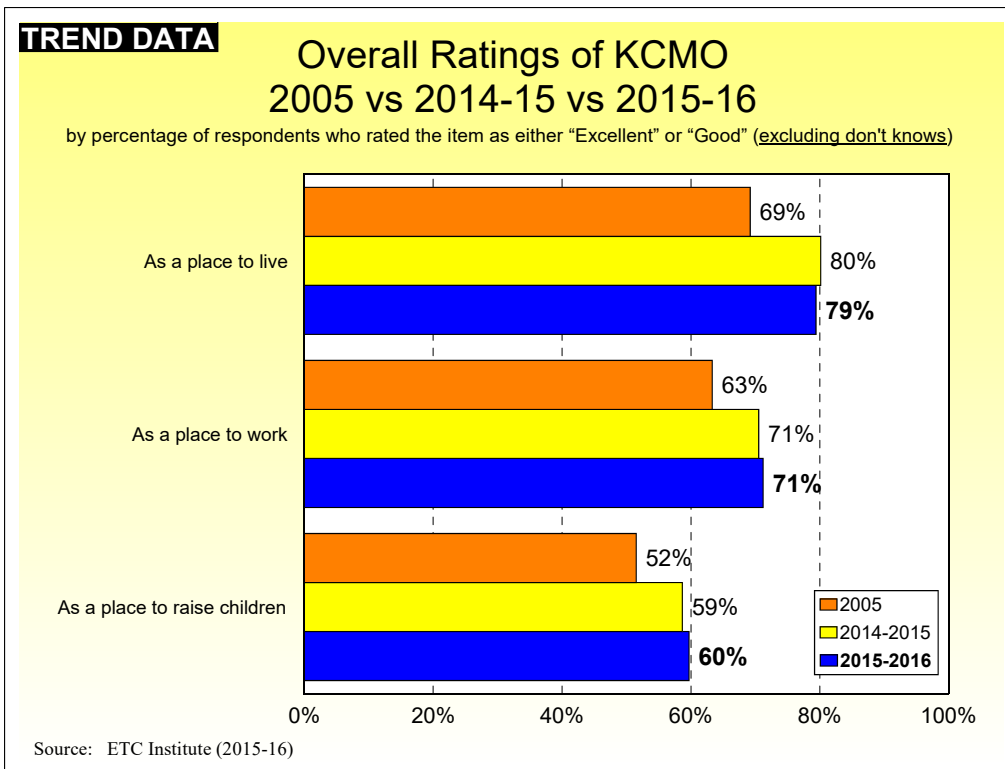
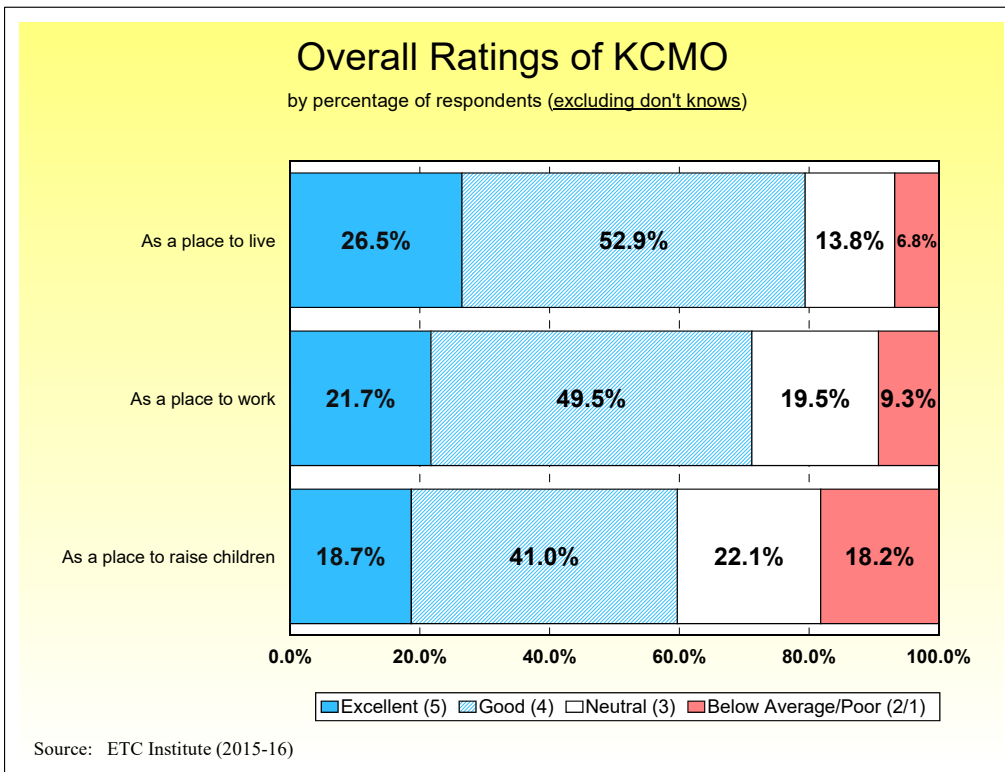
Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

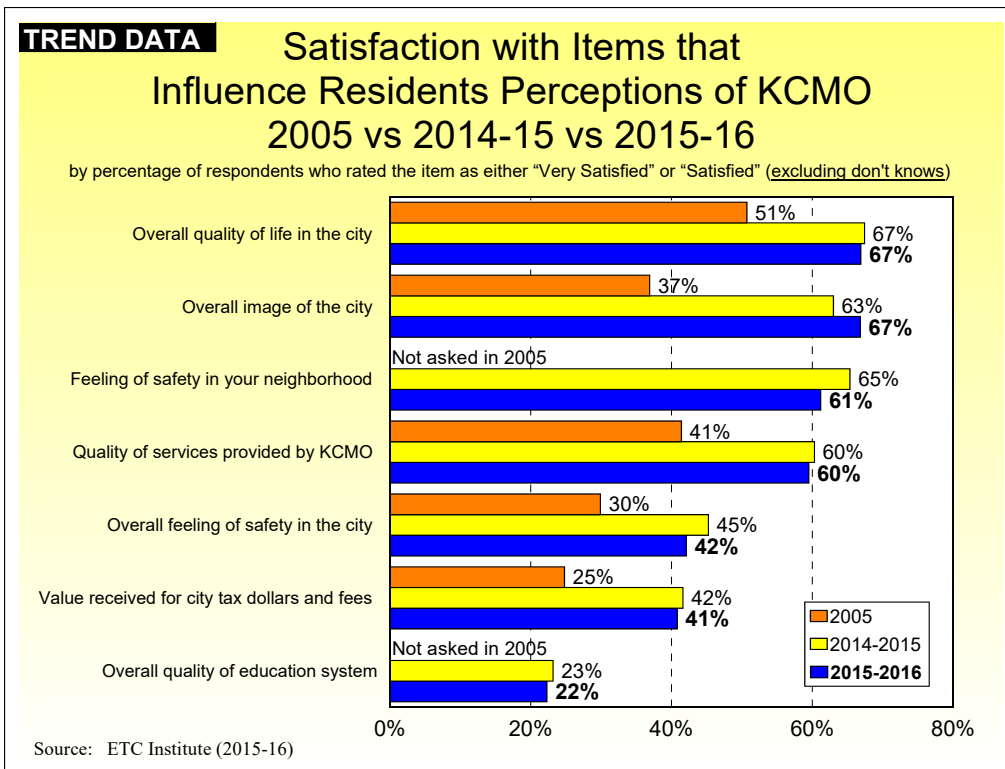
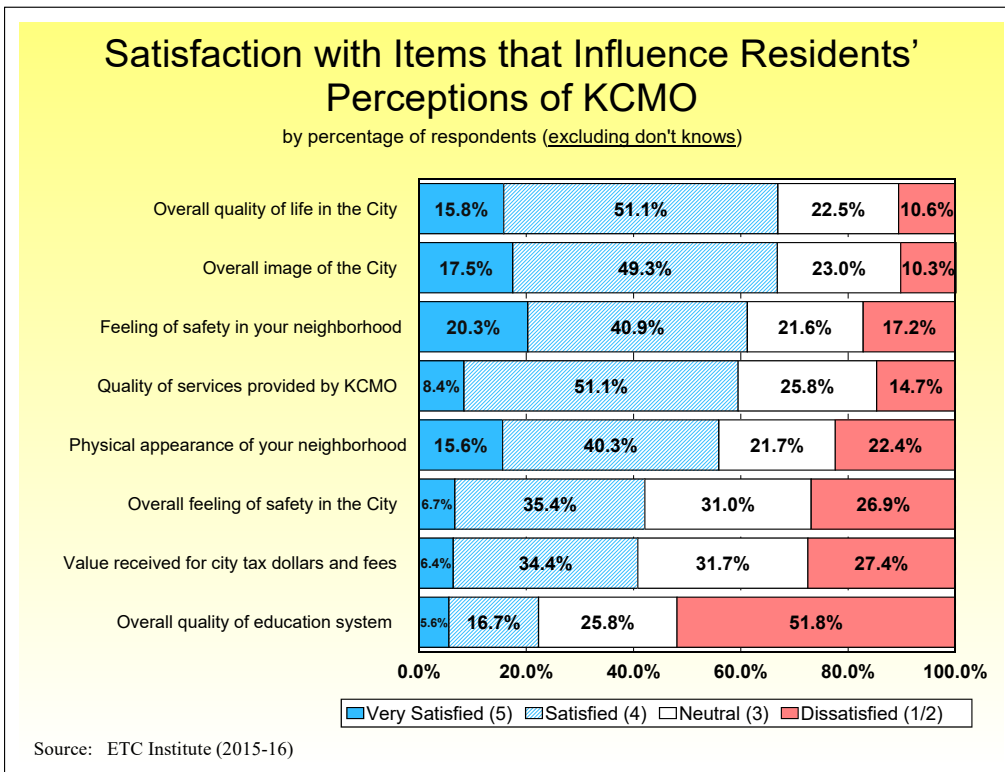
- **Priorities for Major City Services.** The first level of analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Overall maintenance of streets, sidewalks and infrastructure (IS Rating=0.3772)
 - Overall quality of neighborhood services (IS Rating=0.1045)
- **Priorities Within Departments:** The second level of analysis reviewed the importance of and satisfaction of services within departments. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department are listed below and on the following page.
 - **Police Services:** The city's overall efforts to prevent crime and visibility of police in neighborhoods
 - **Fire and Emergency Medical Services:** There were no high priorities in this category
 - **City Streets, Sidewalks and Infrastructure:** Maintenance of city streets
 - **Neighborhood Services:** demolishing vacant structures in dangerous building inventory and enforcing the clean-up of trash and debris on private property
 - **Health Department Services:** providing services for families and children

- **Communication Services:** opportunity to engage/provide input into decisions and the availability of information about city programs and services
- **Parks and Recreation Services:** tree trimming and other tree care along city streets and other public areas and the city's youth programs and activities
- **Solid Waste Services:** city efforts to clean-up illegal dumping sites and cleanliness of streets and other public areas
- **Airport Services:** Food, beverage and other concessions

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

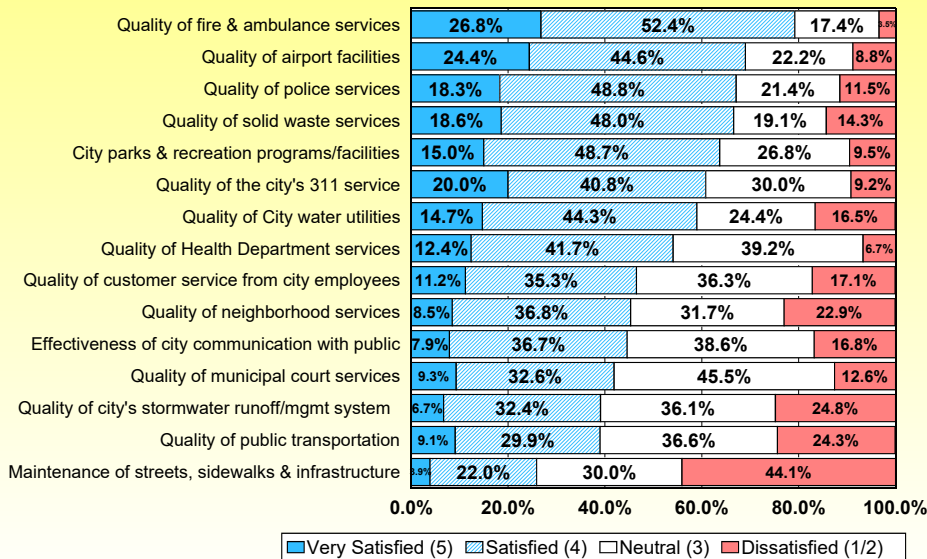
Section 1:
Charts and Graphs





Overall Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)

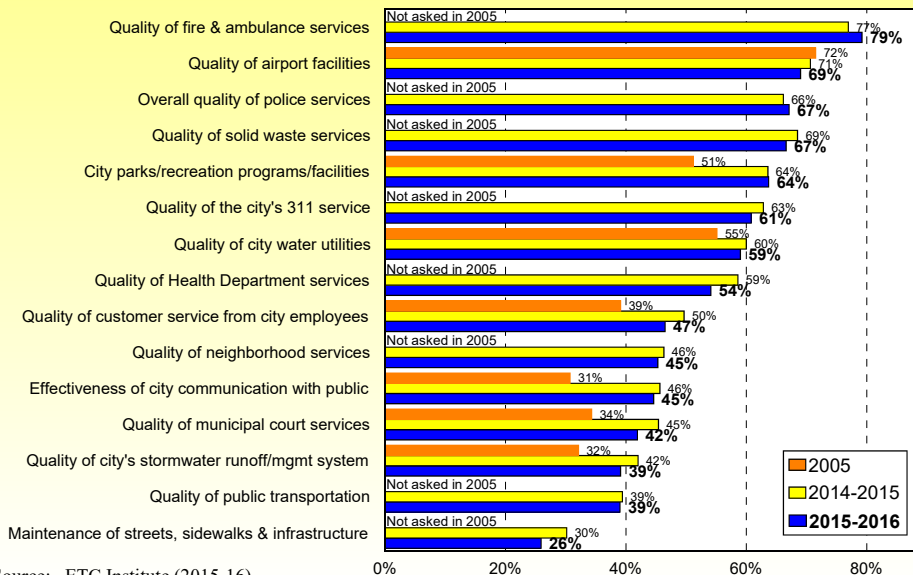


Source: ETC Institute (2015-16)

TREND DATA

Overall Satisfaction With Major Categories of City Services 2005 vs 2014-15 vs 2015-16

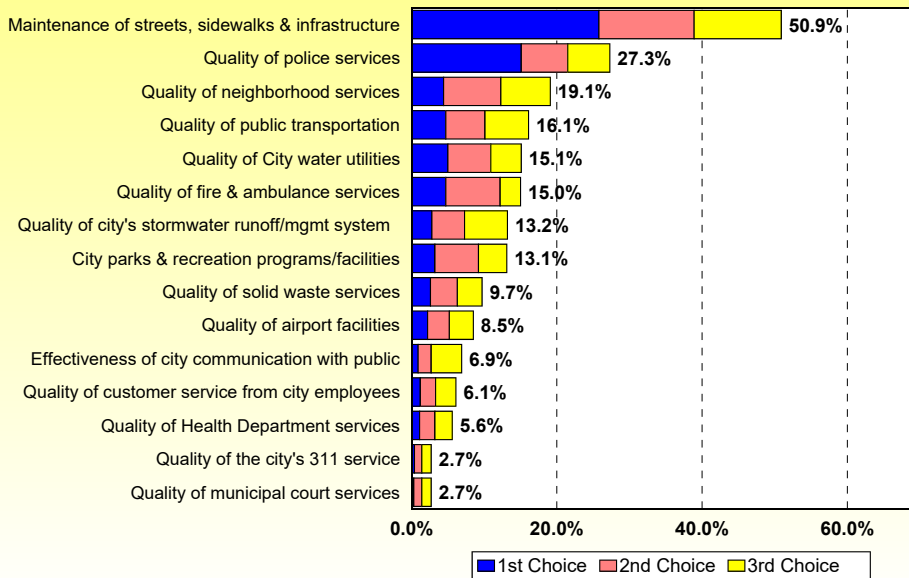
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2015-16)

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

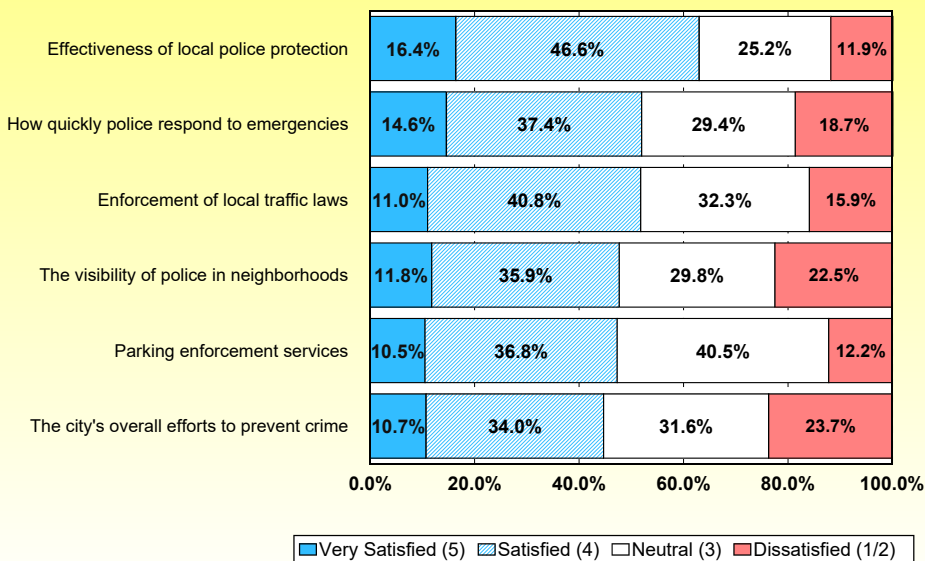
by percentage of respondents who selected the item as one of their top three choices



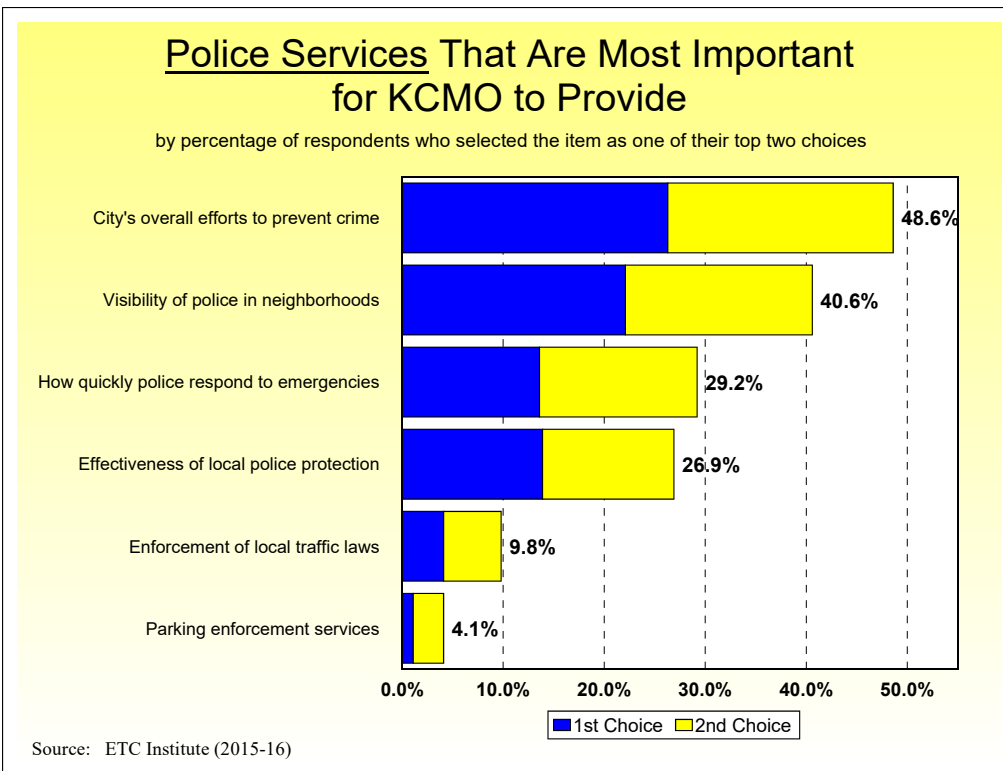
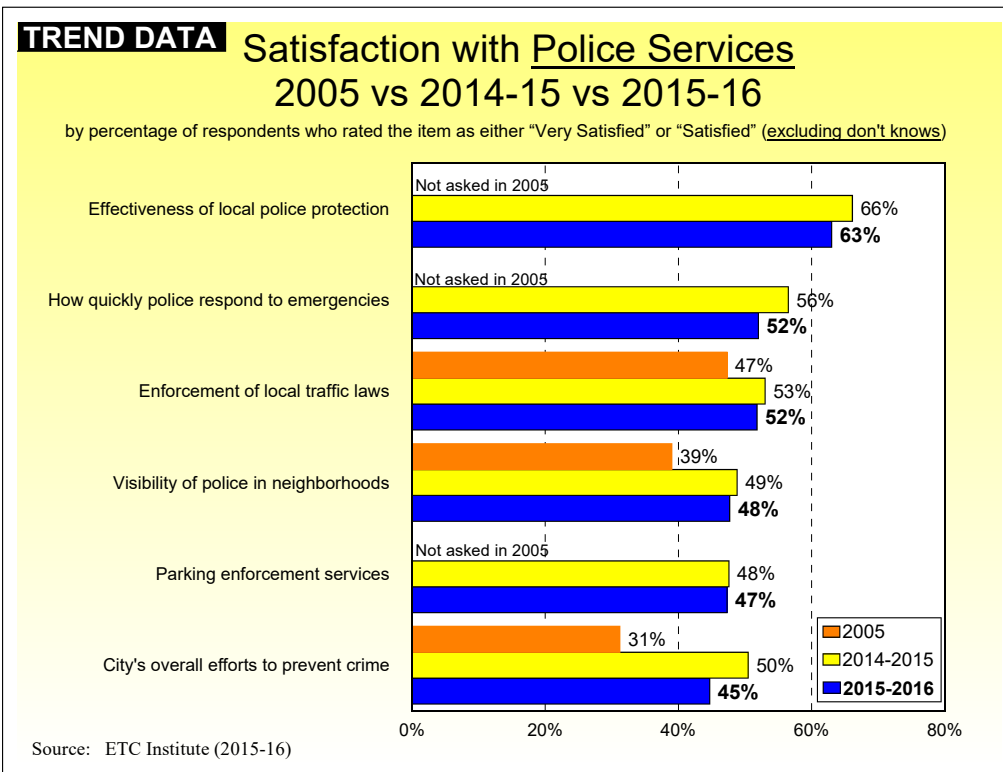
Source: ETC Institute (2015-16)

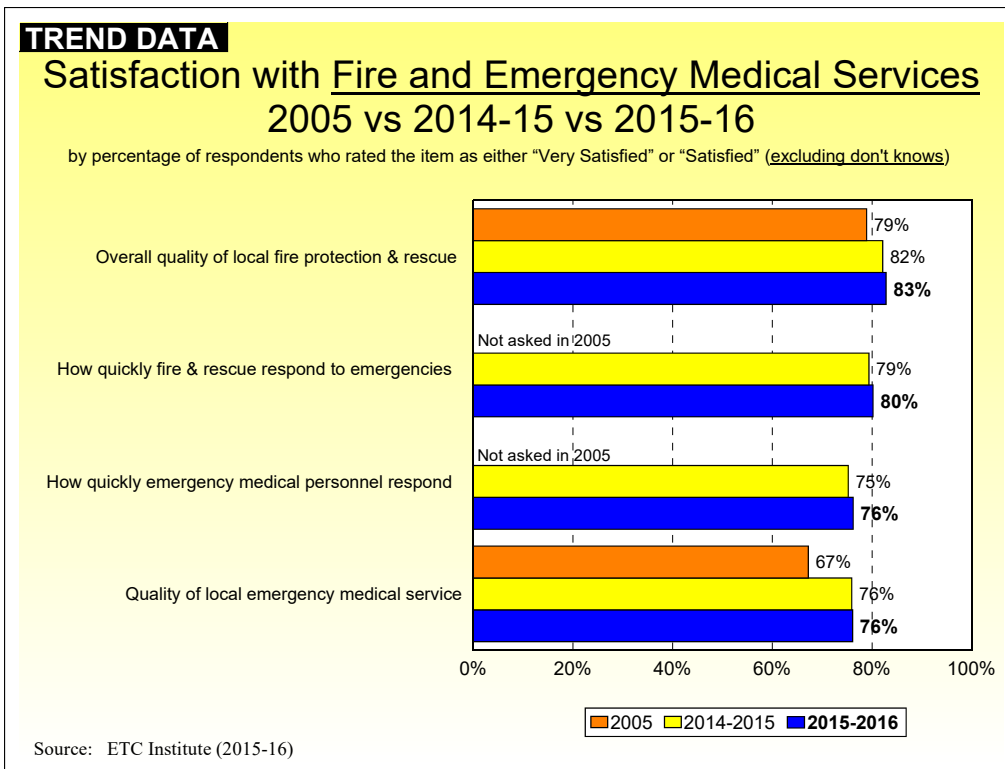
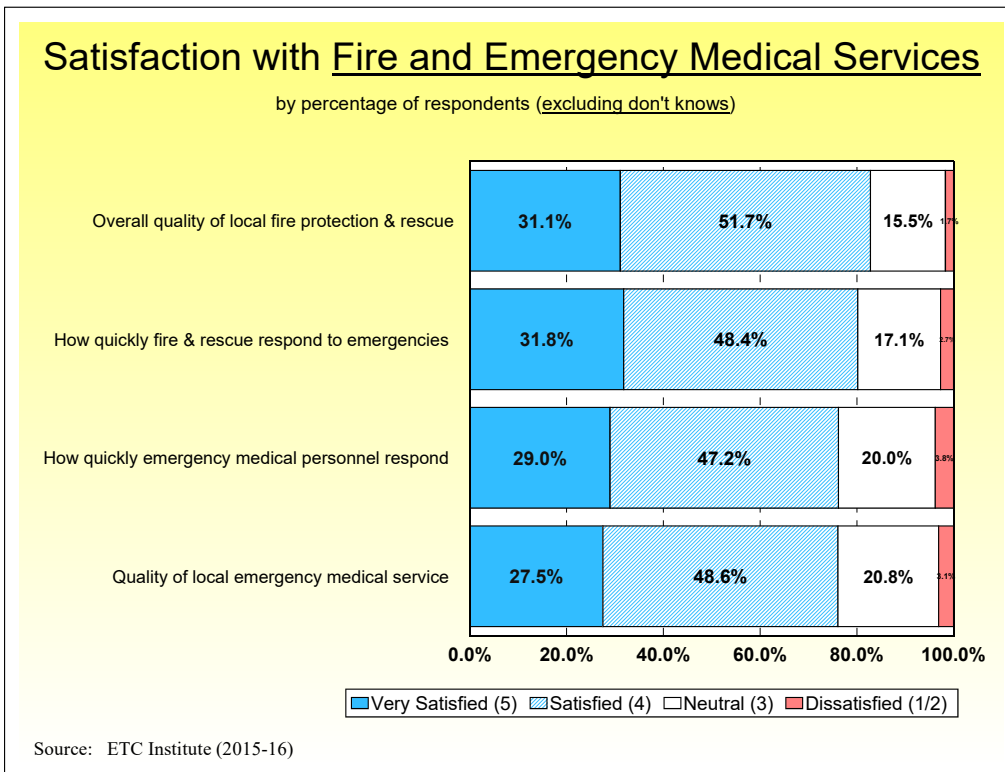
Satisfaction with Police Services

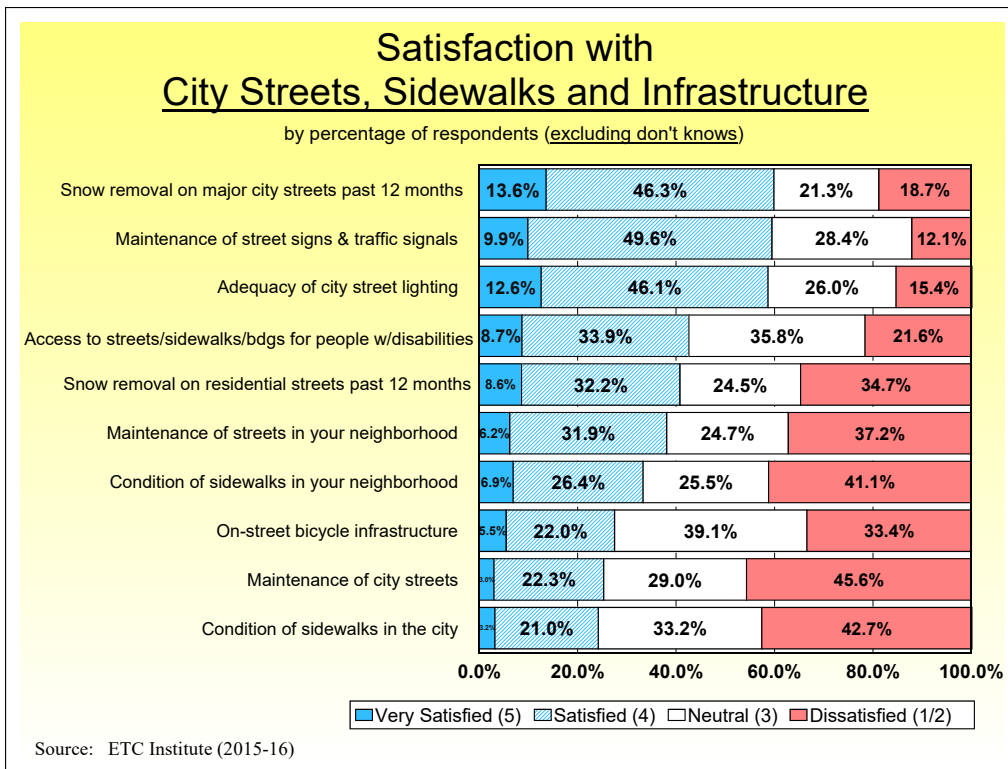
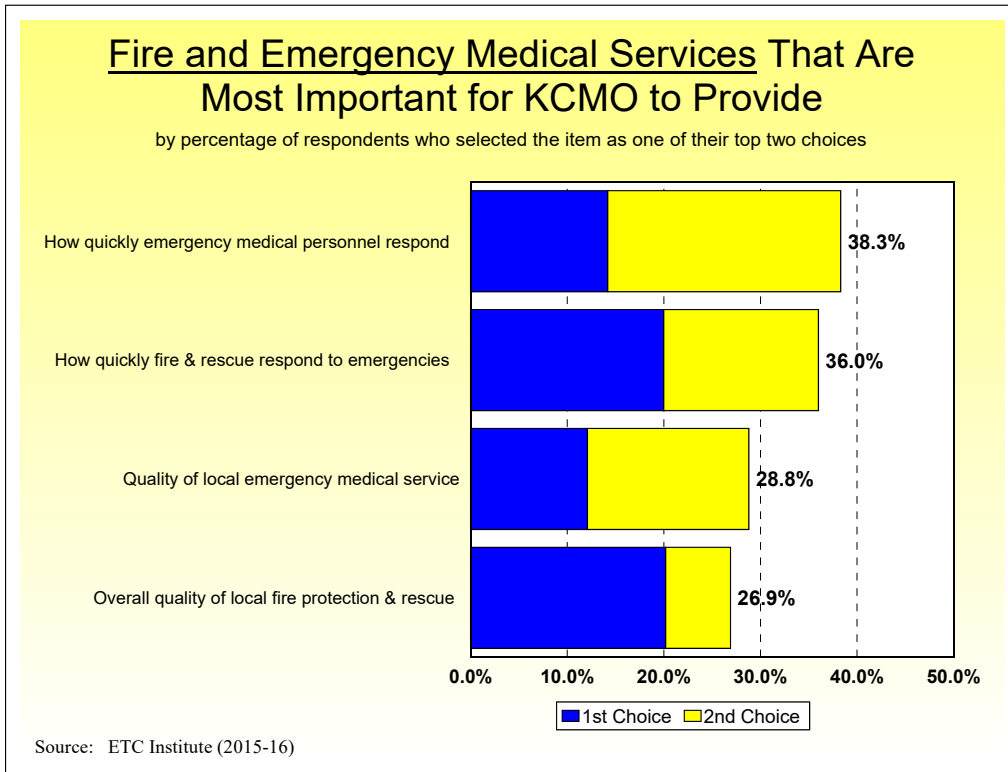
by percentage of respondents (excluding don't knows)

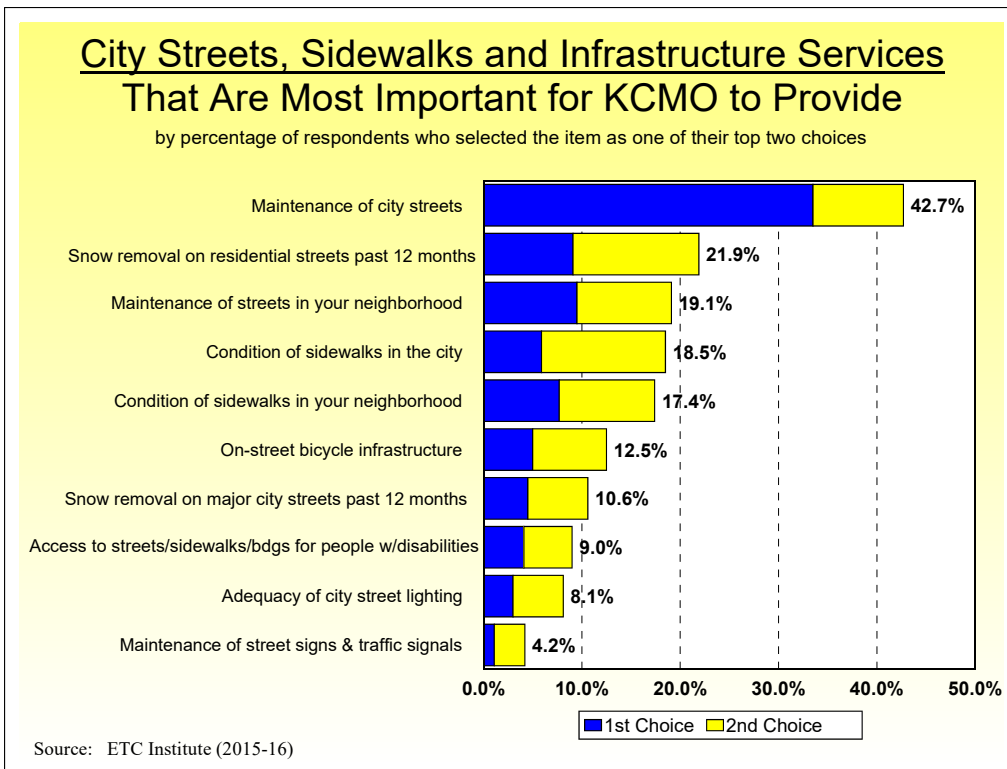
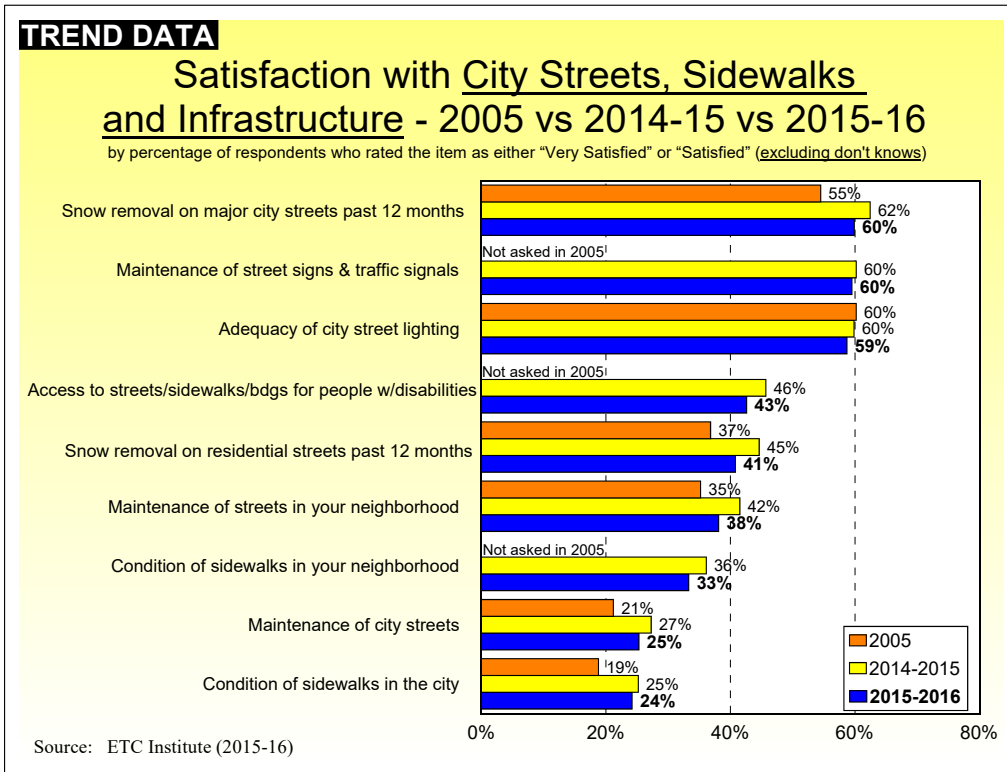


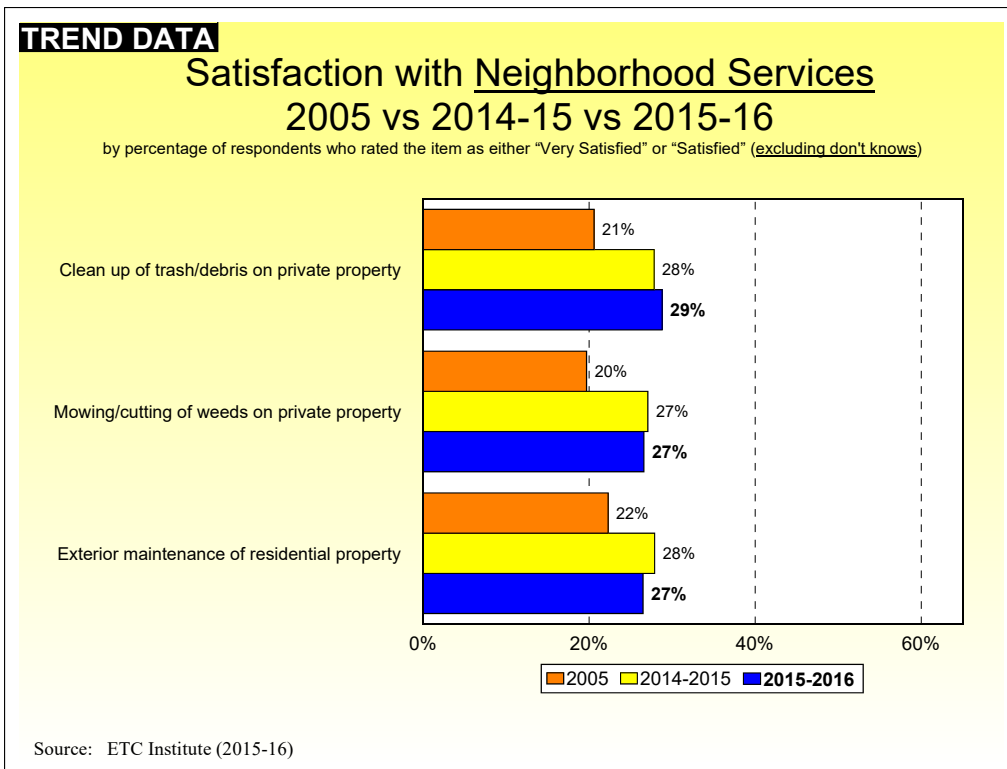
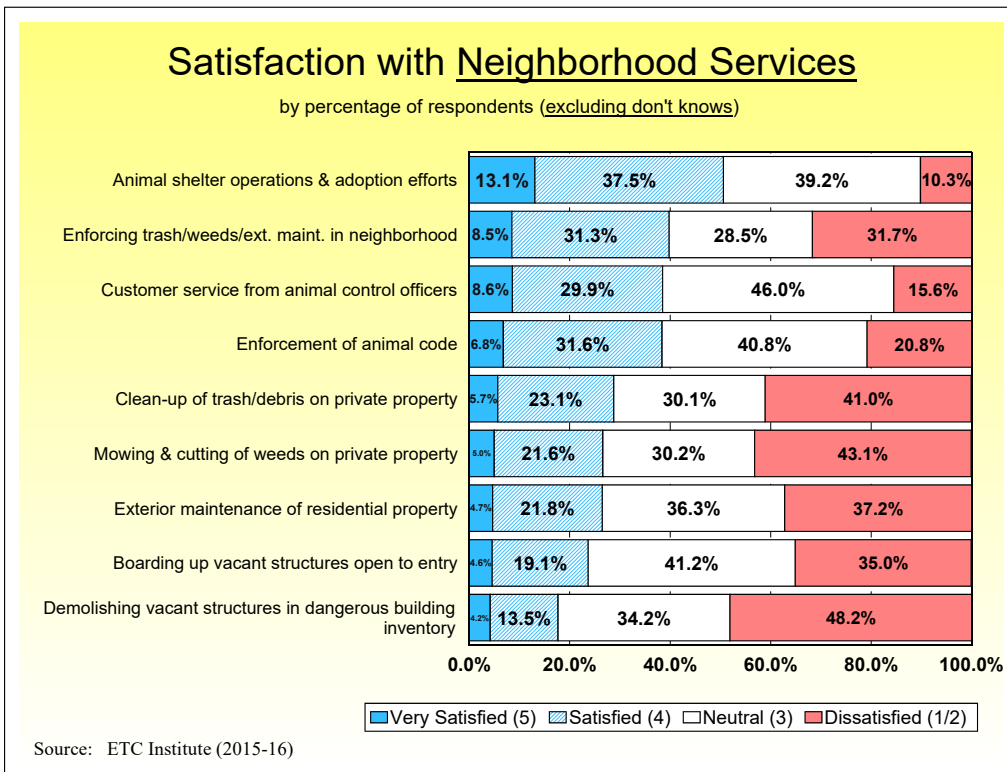
Source: ETC Institute (2015-16)

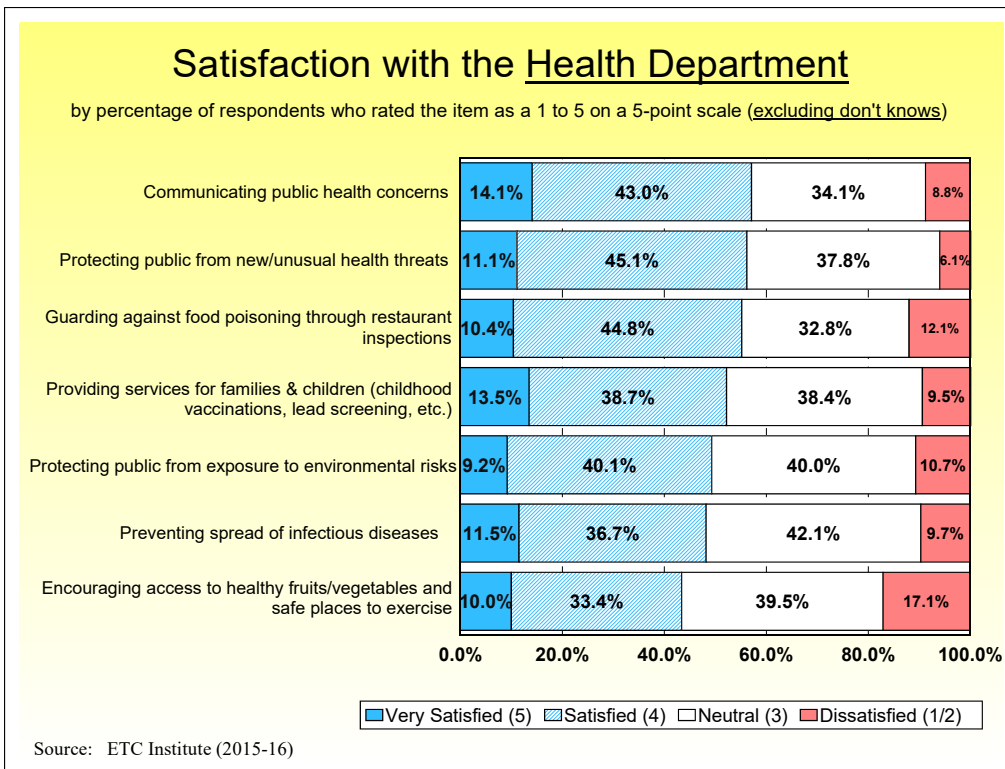
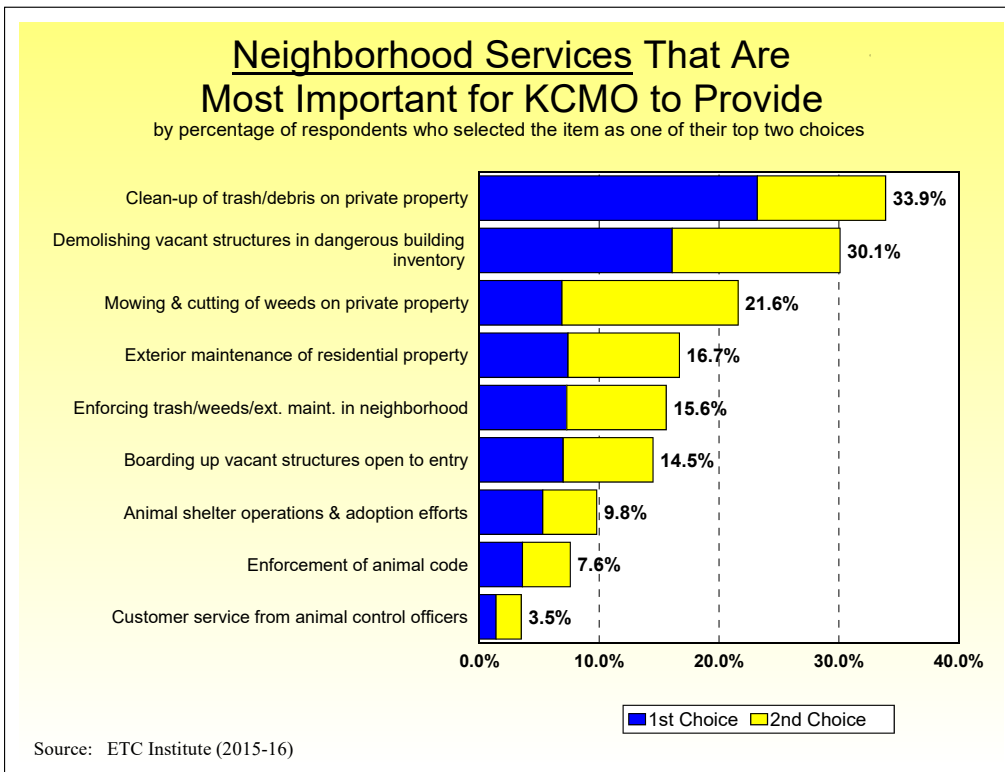


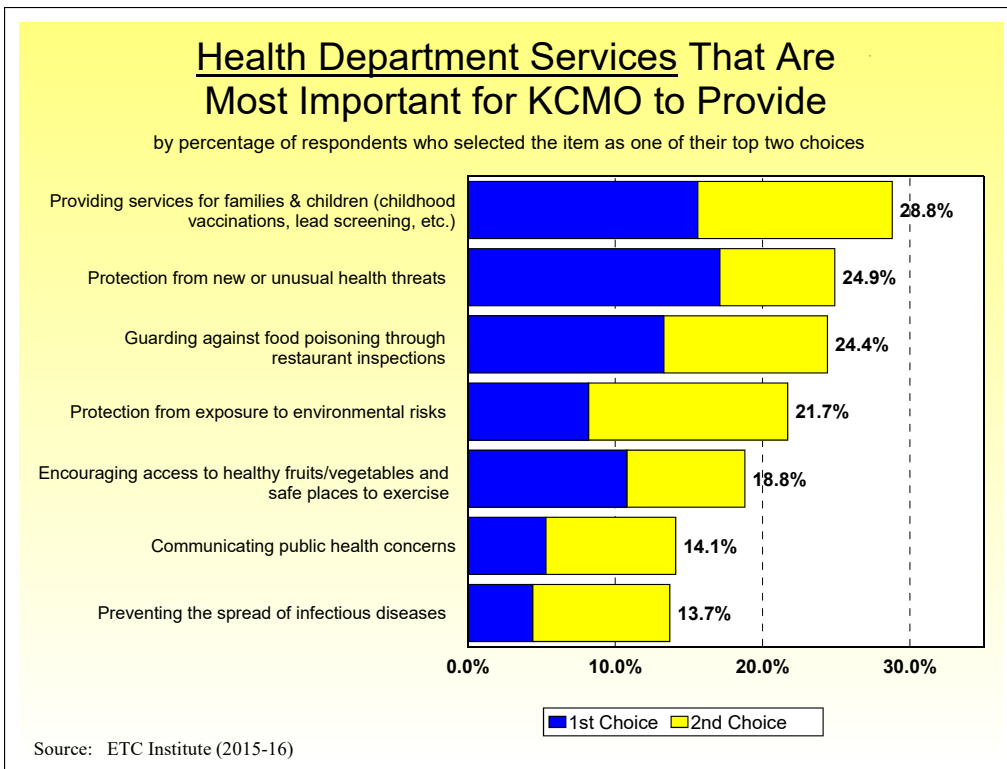
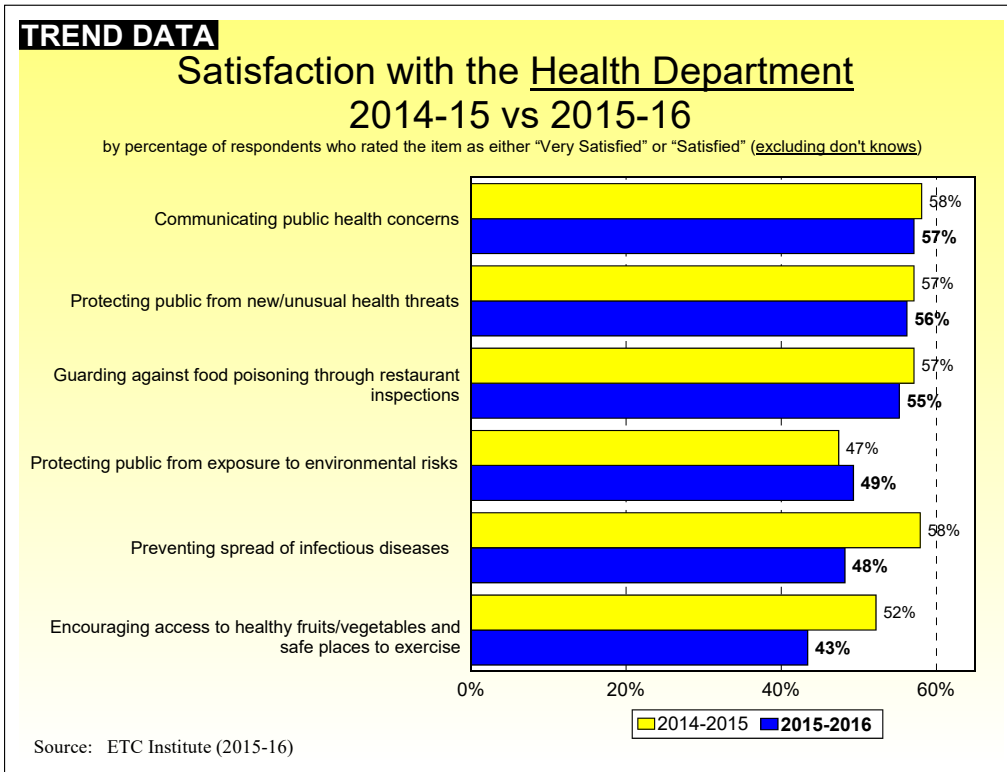


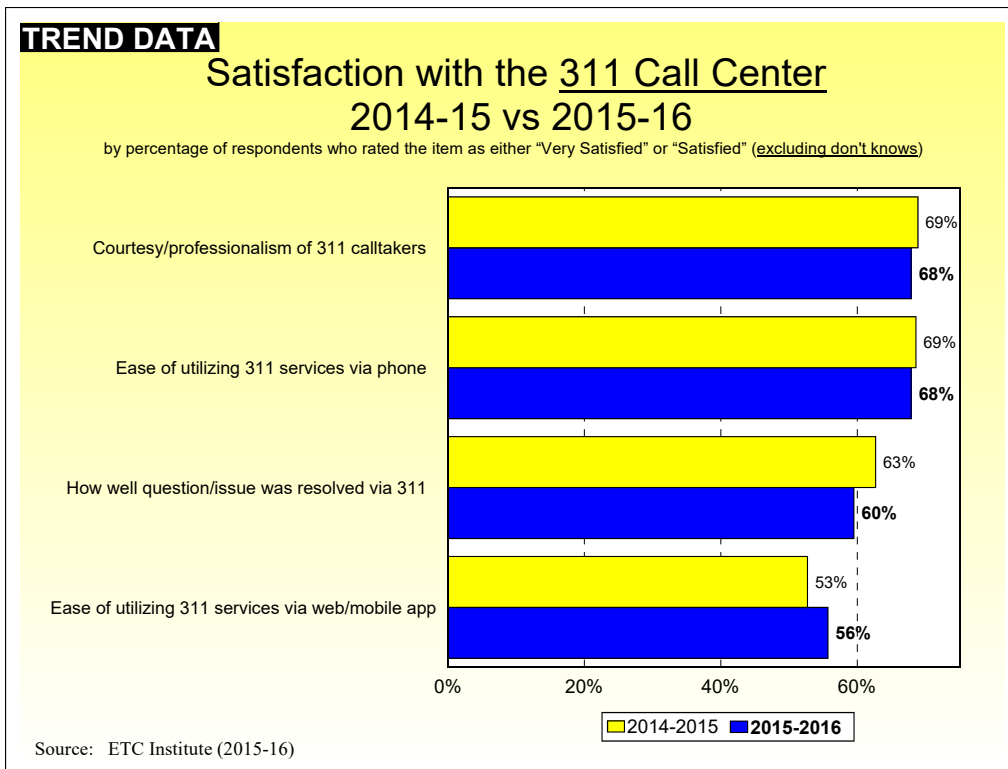
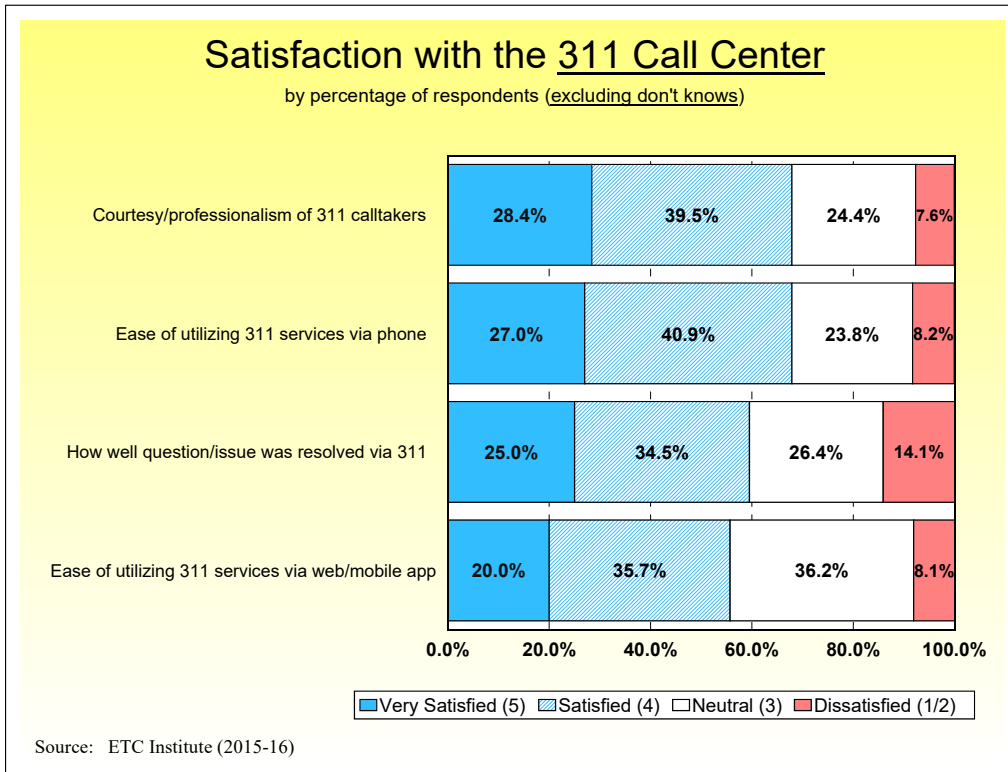


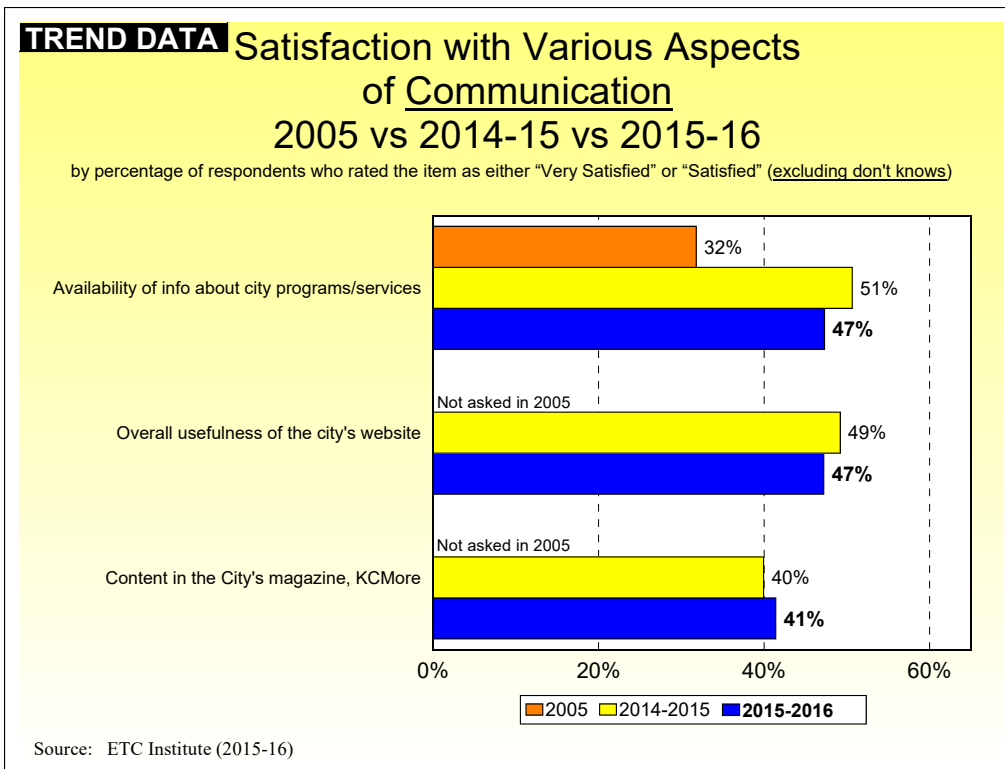
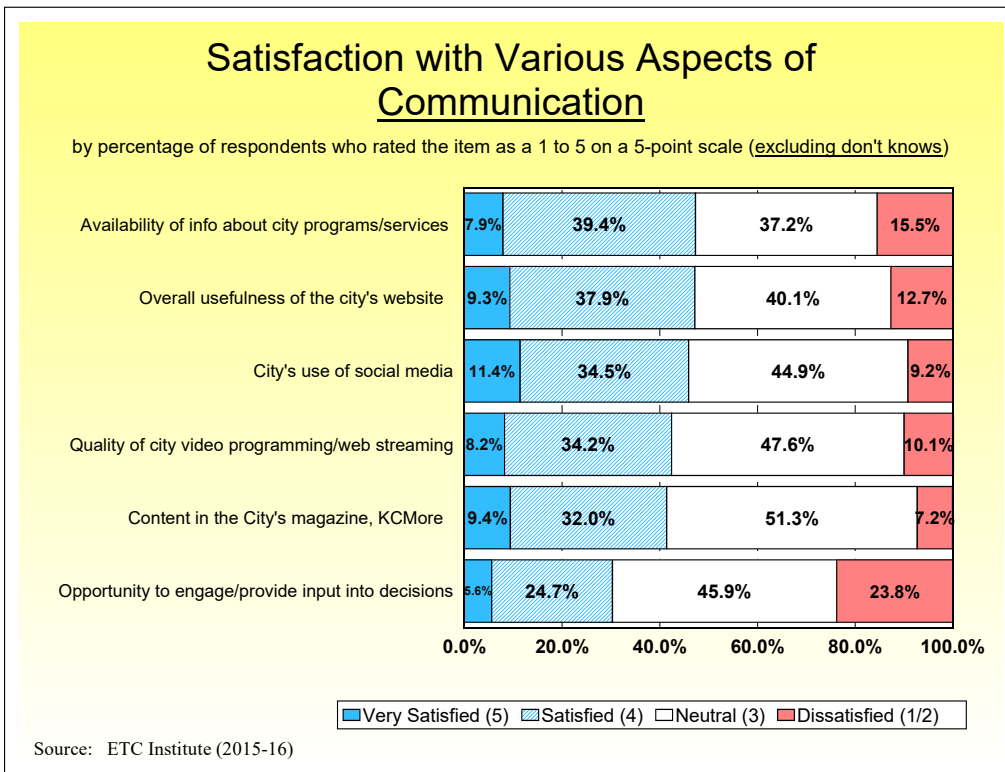


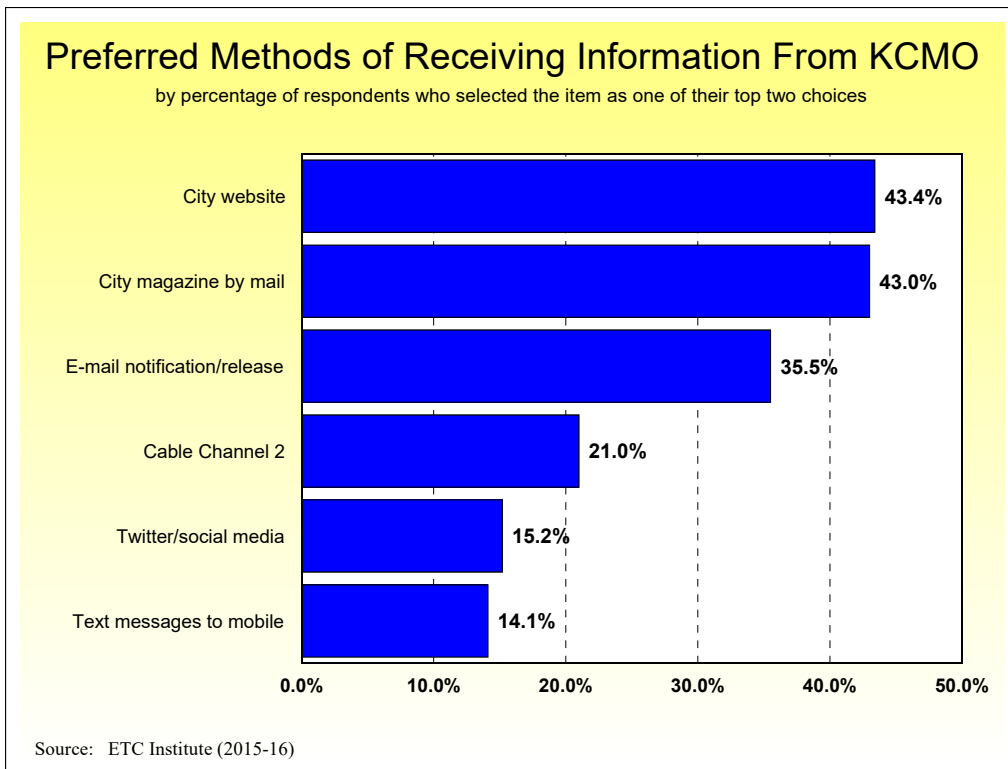
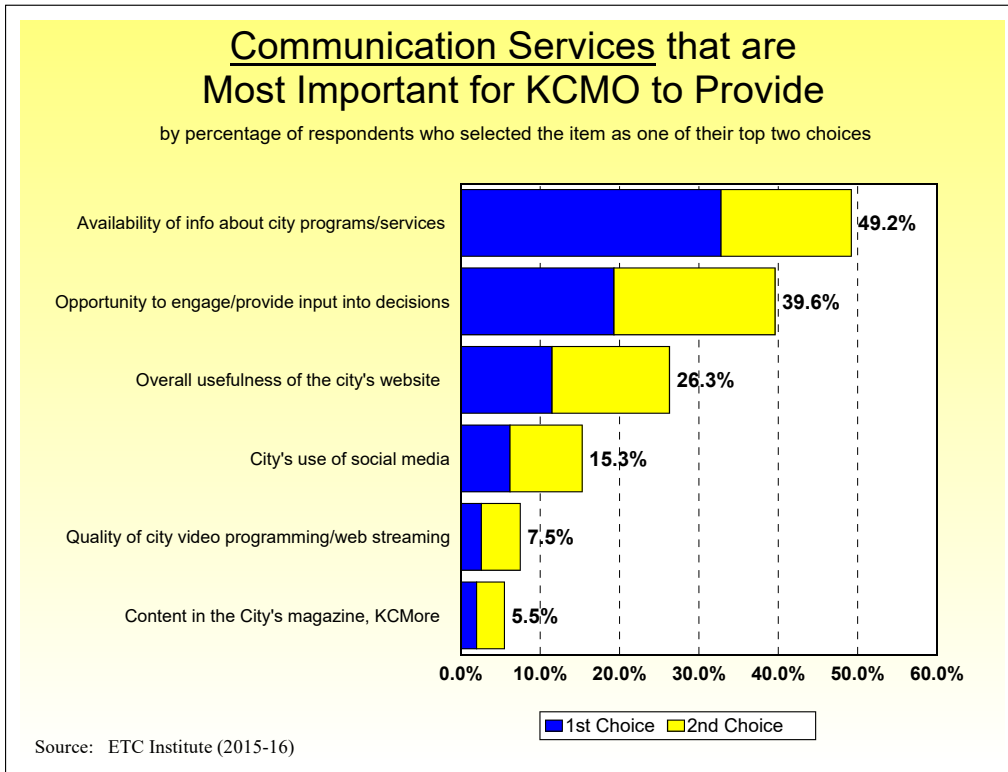








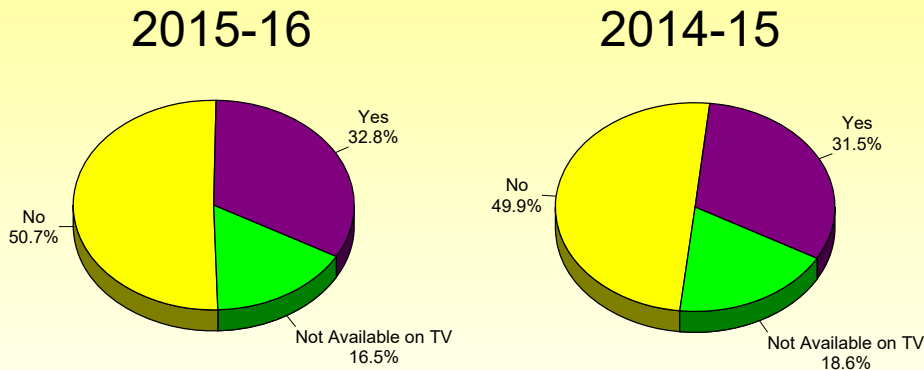




TREND DATA

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

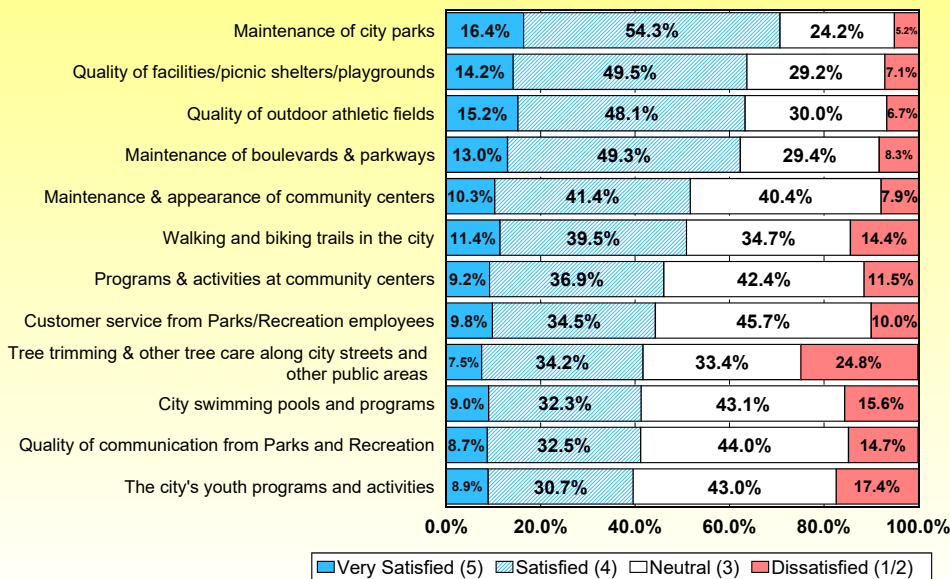
by percentage of respondents (excluding don't knows)



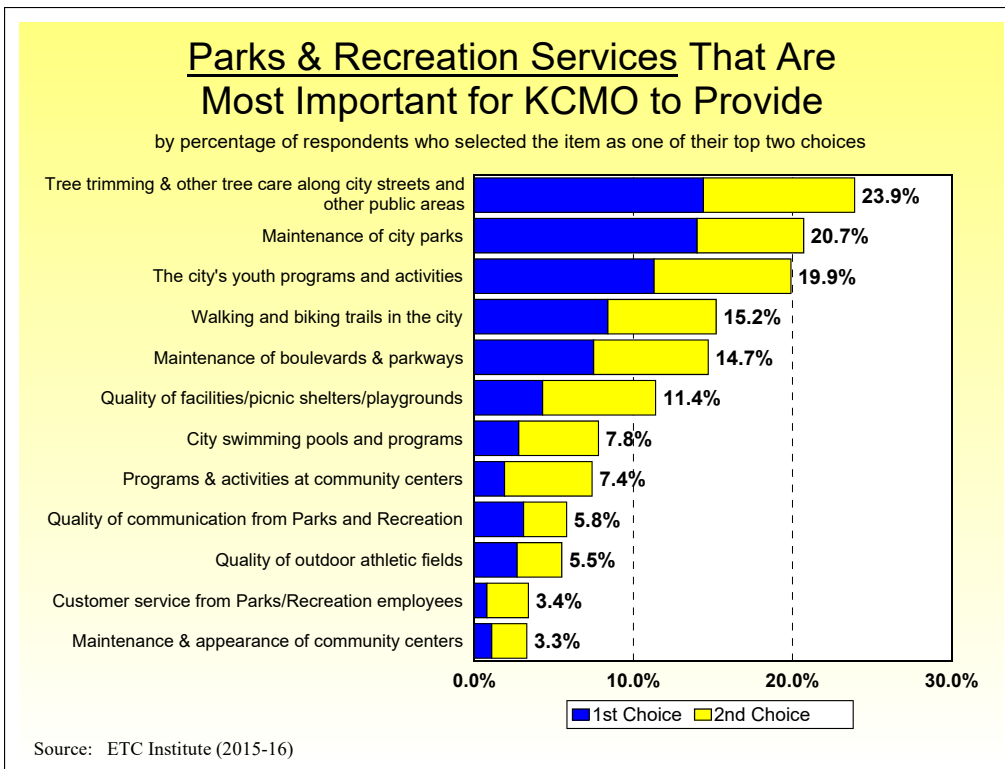
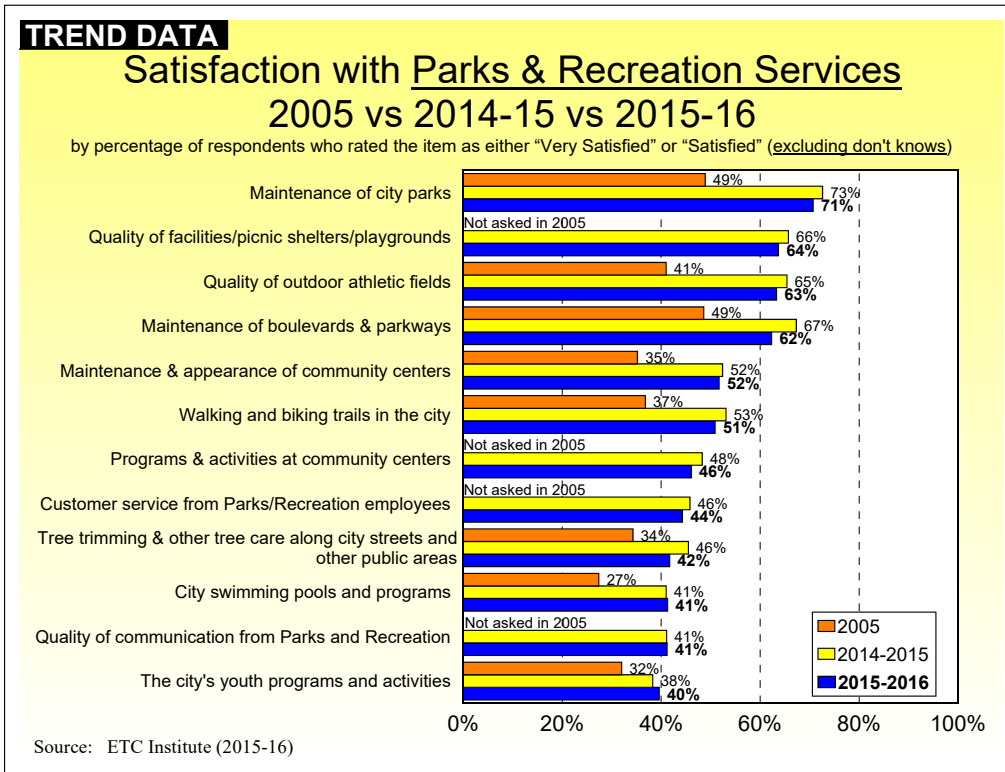
Source: ETC Institute (2015-16)

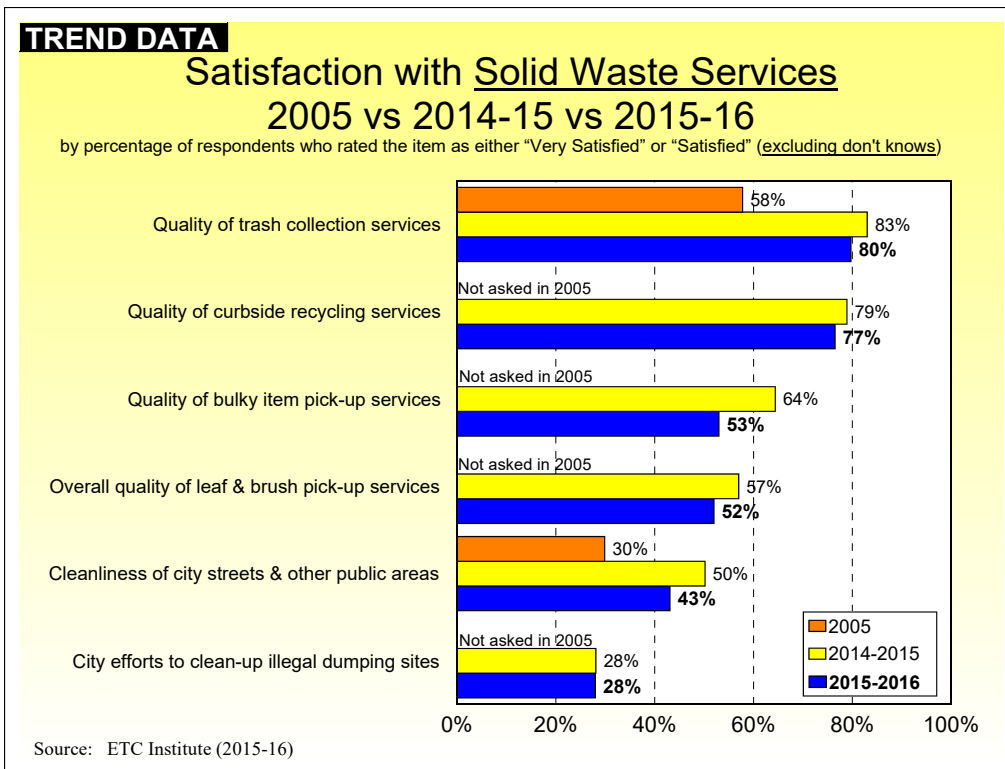
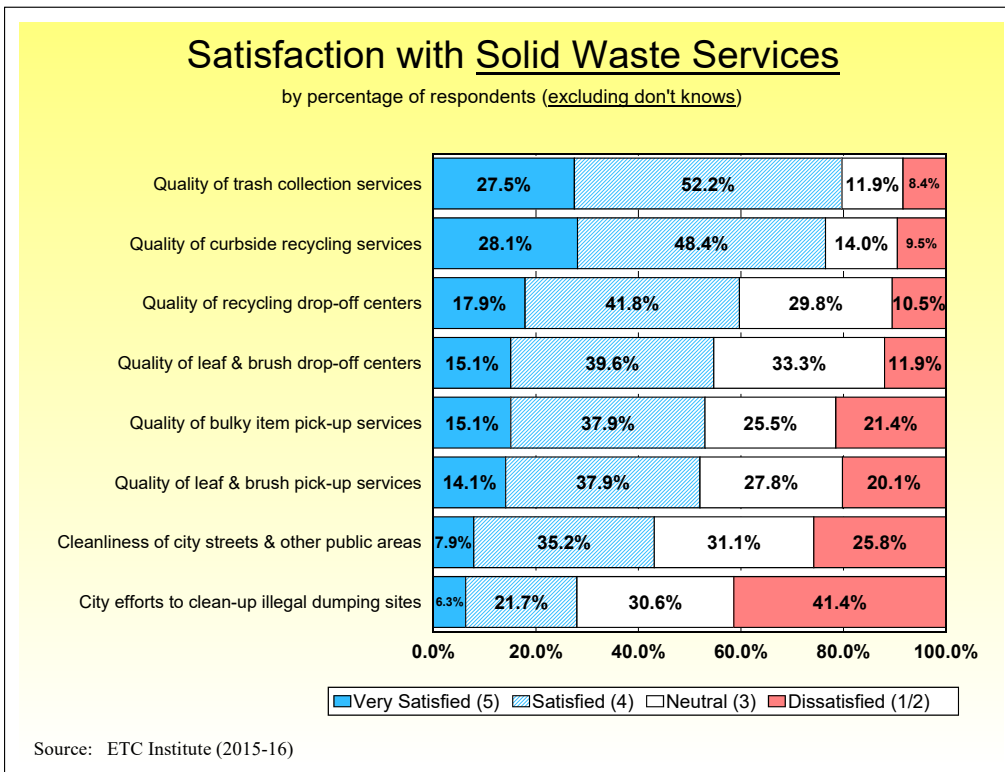
Satisfaction with Parks & Recreation Services

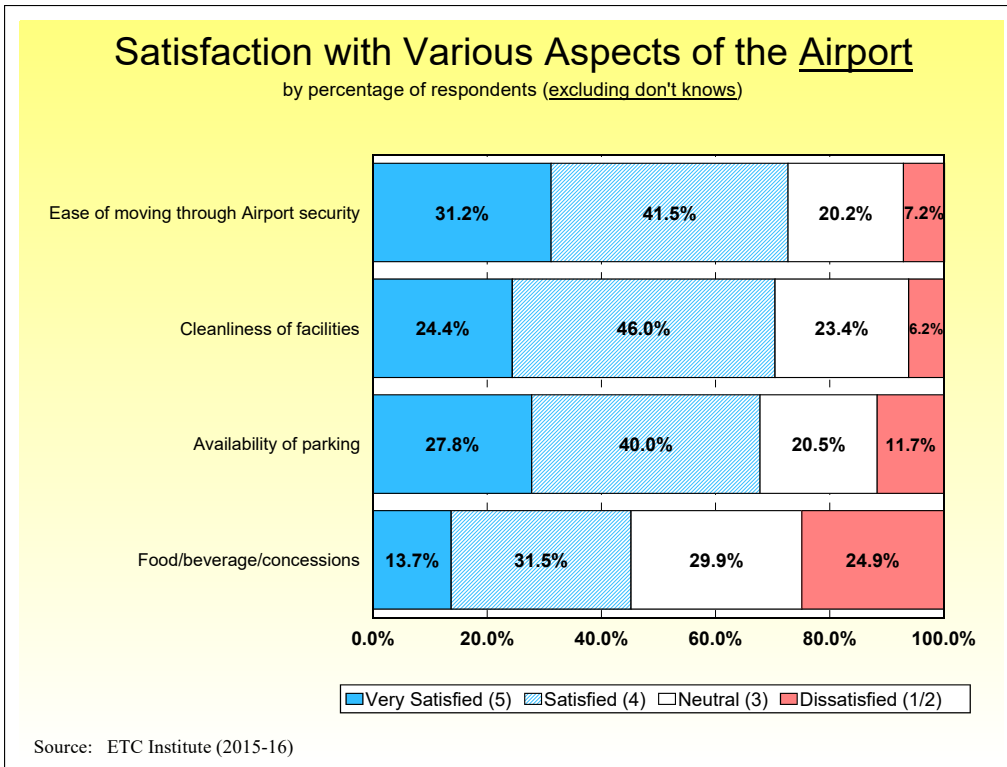
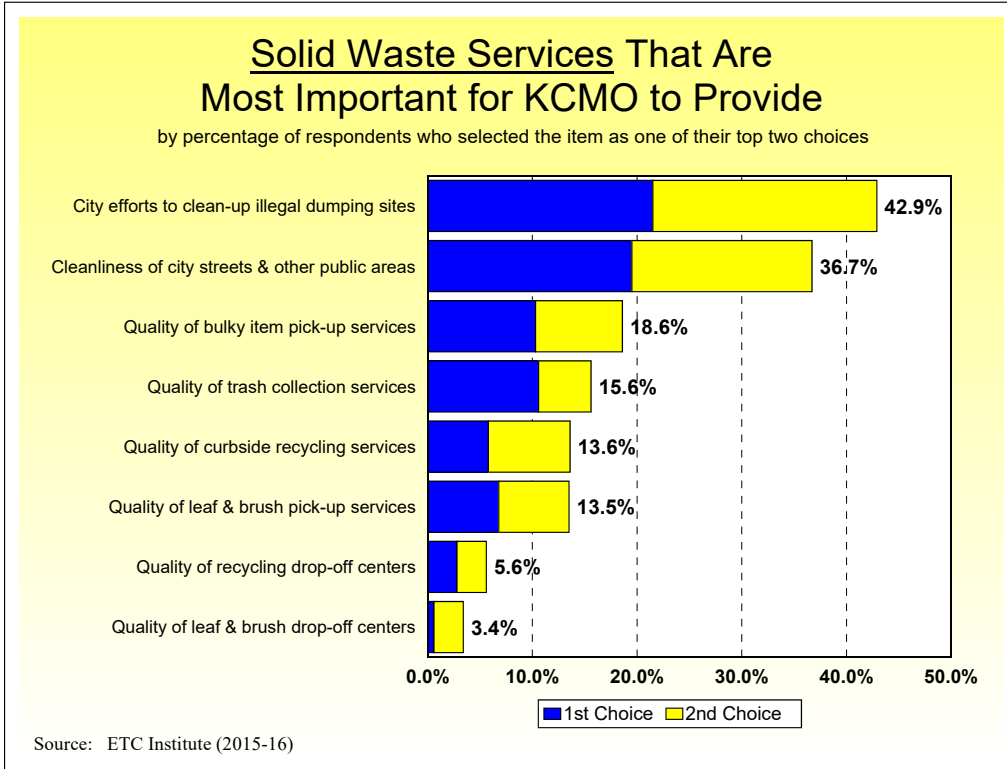
by percentage of respondents (excluding don't knows)

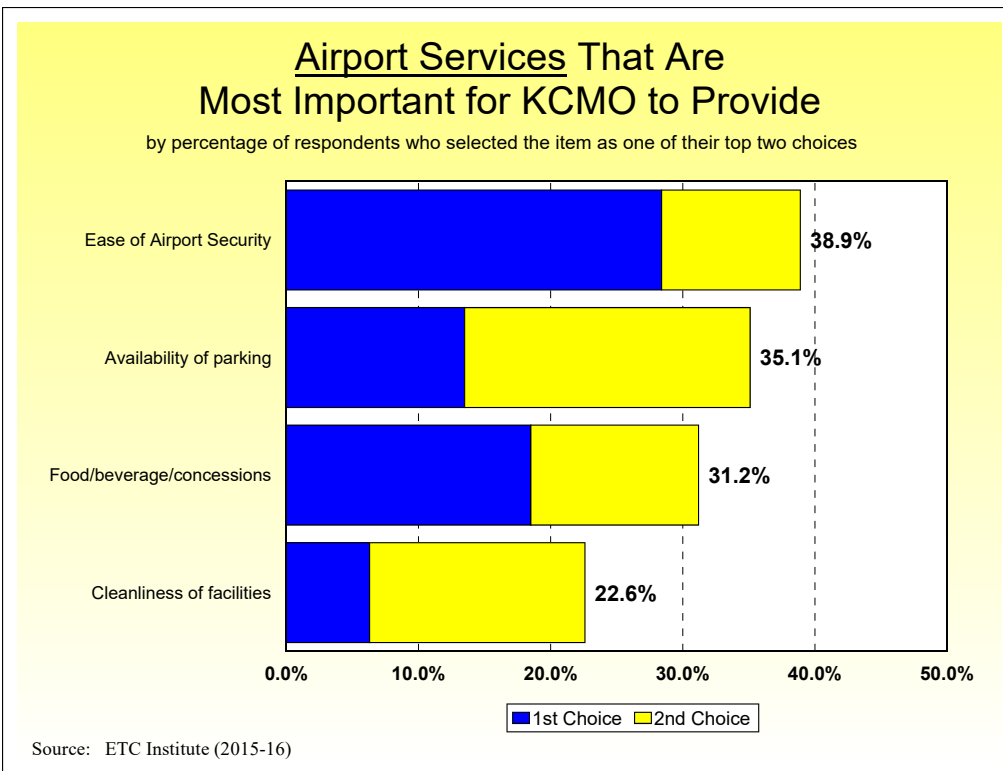
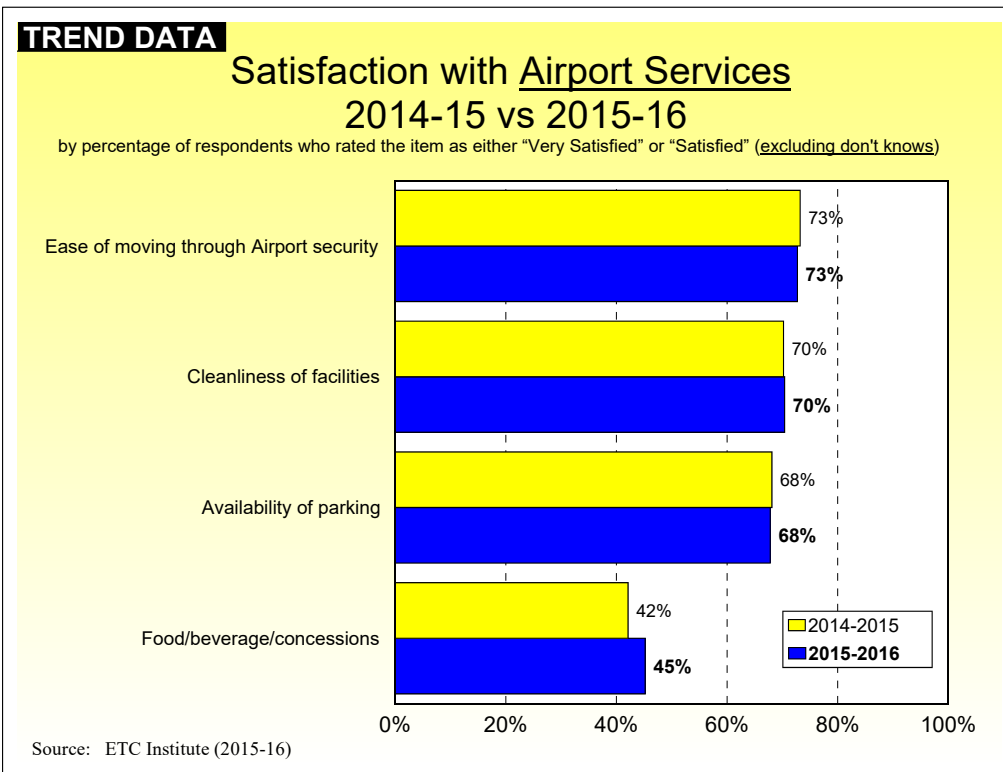


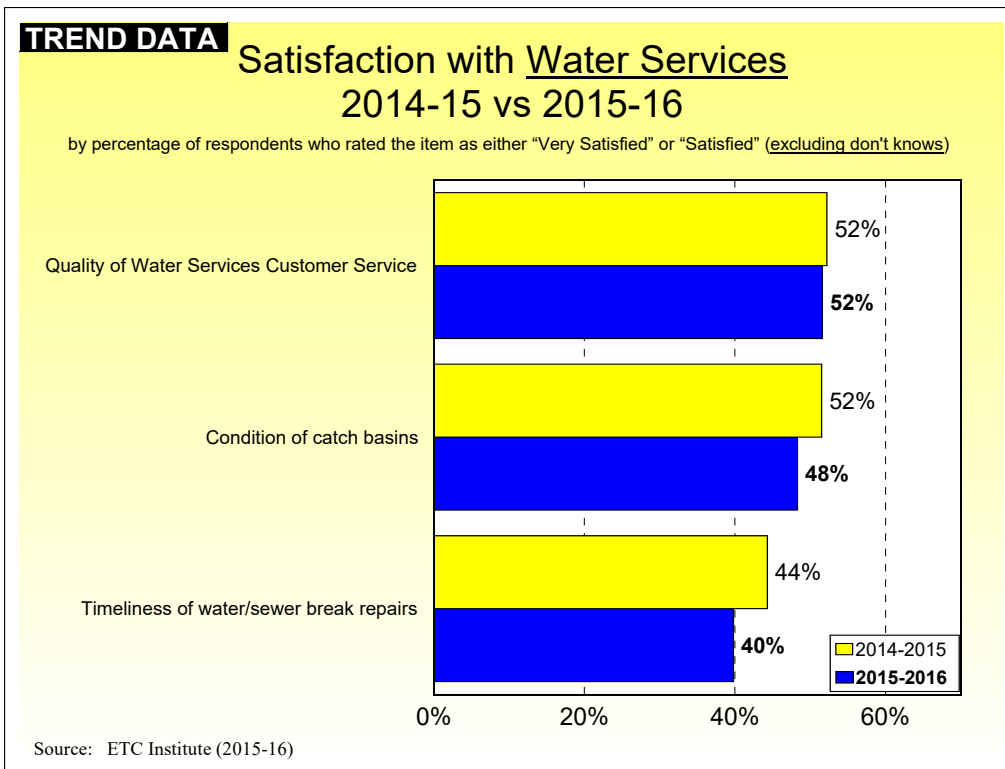
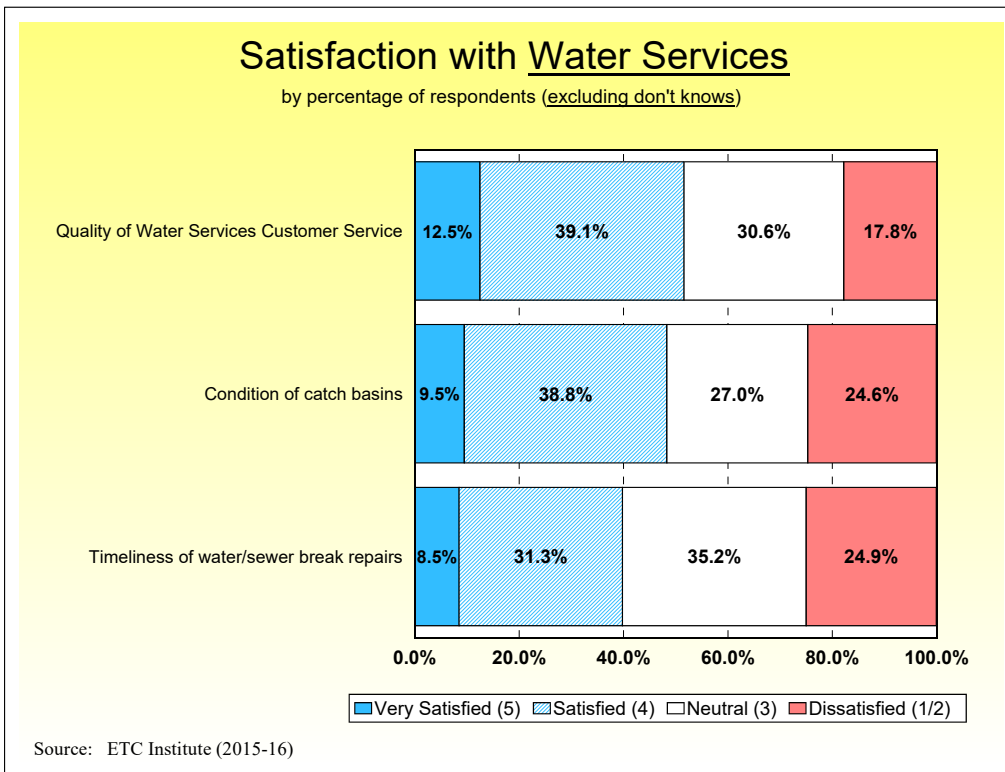
Source: ETC Institute (2015-16)

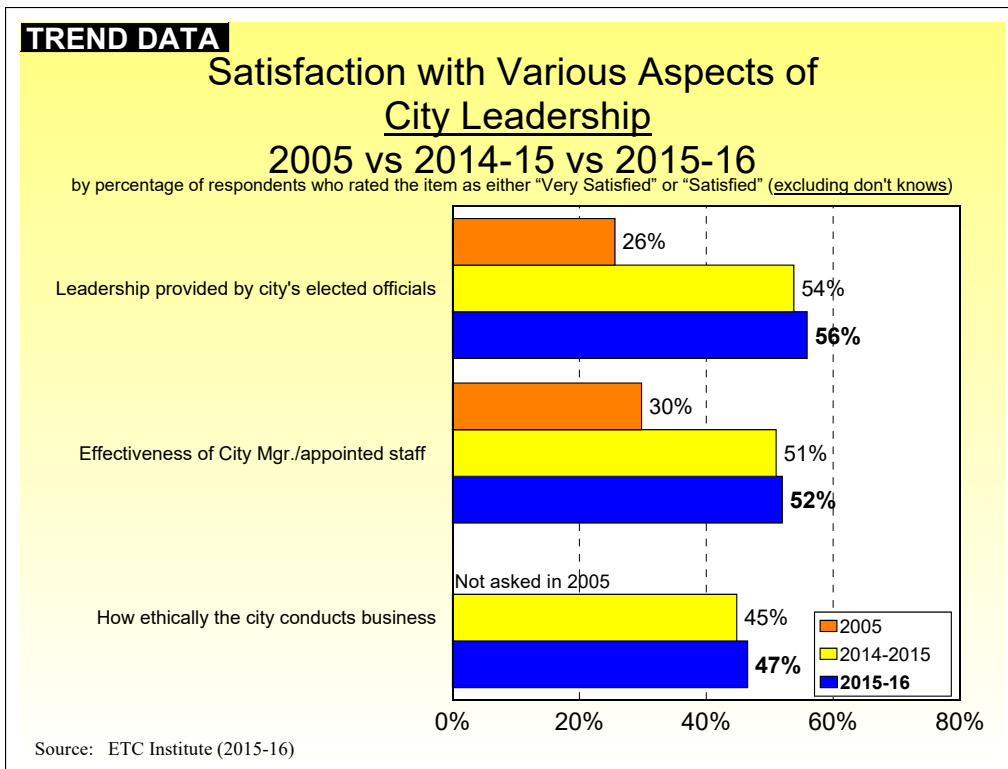
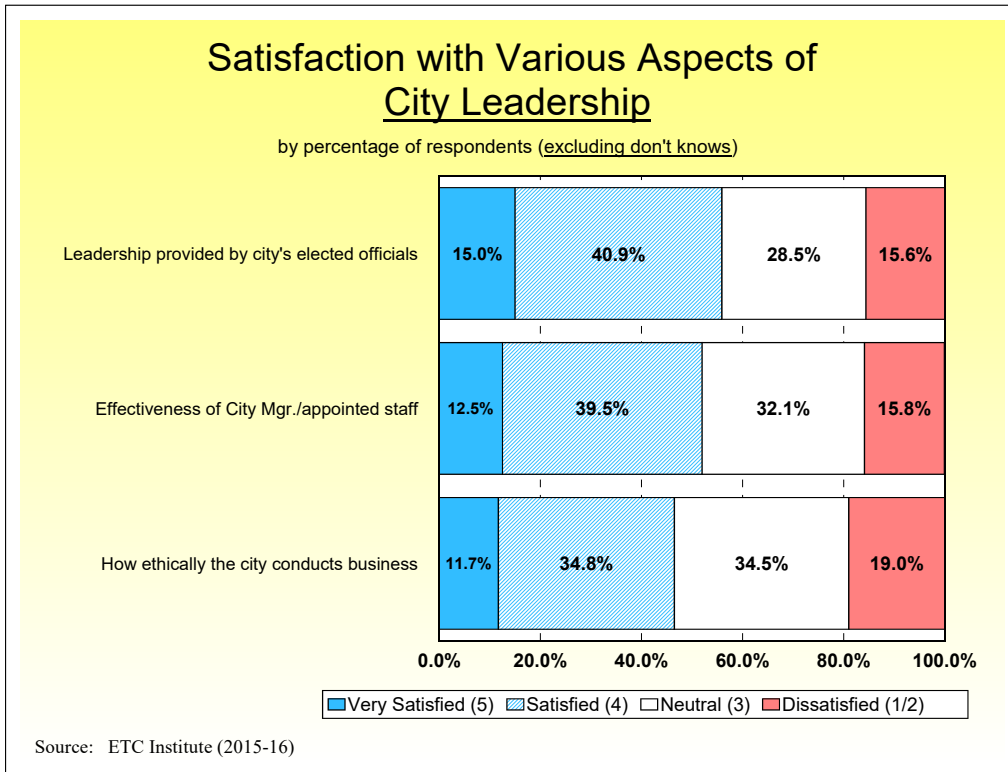


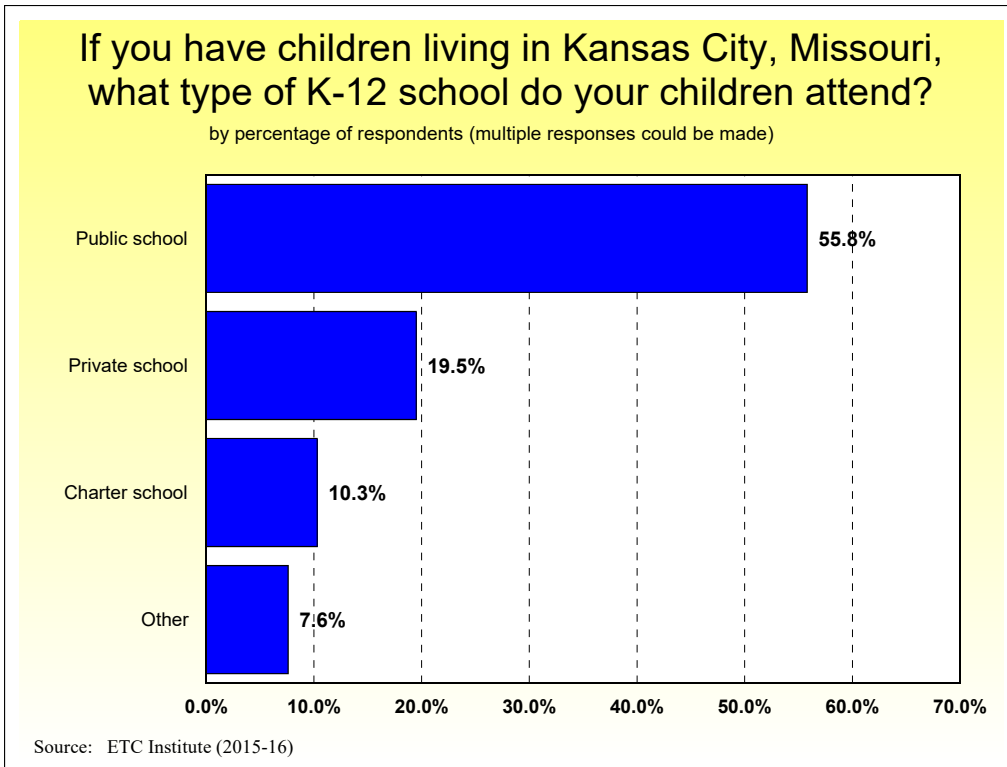
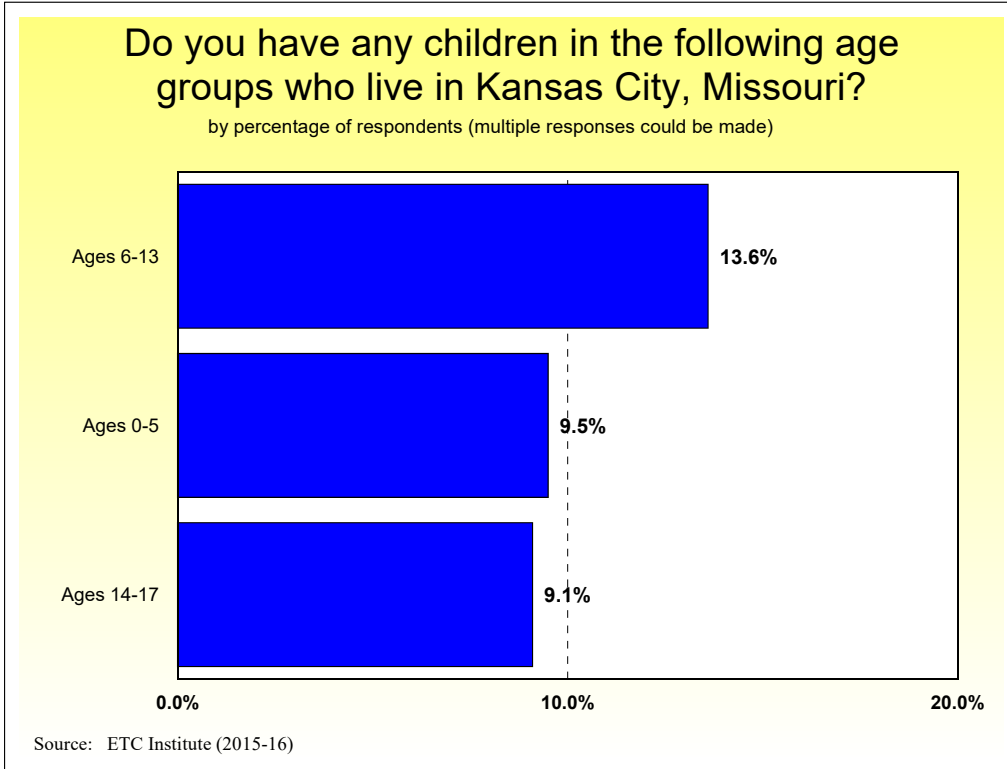






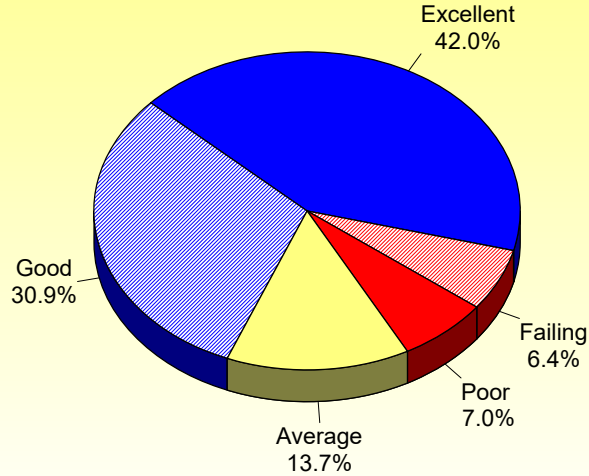






If you have children in Kansas City, Missouri, how would you grade the quality of the school your children attend?

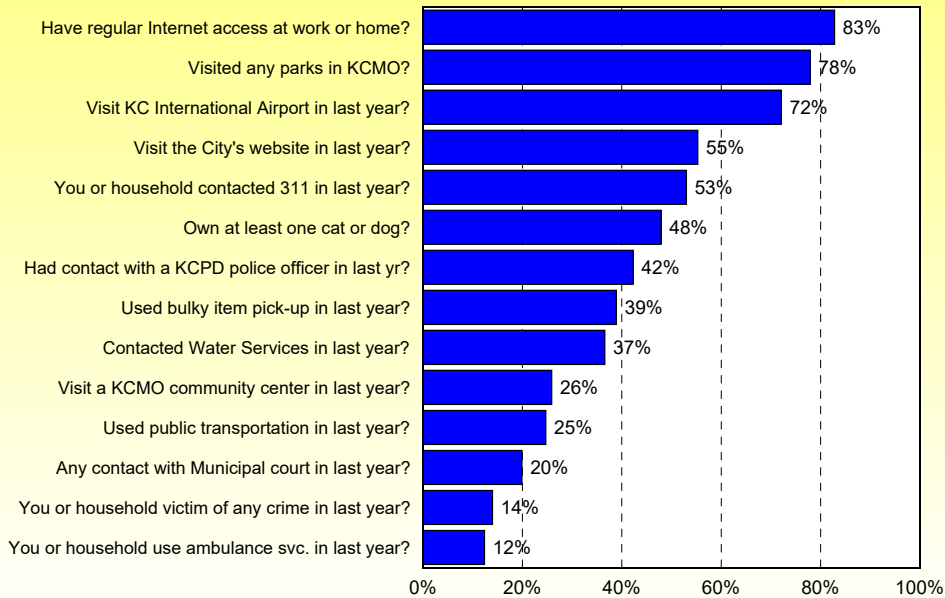
by percentage of respondents (excluding not provided)



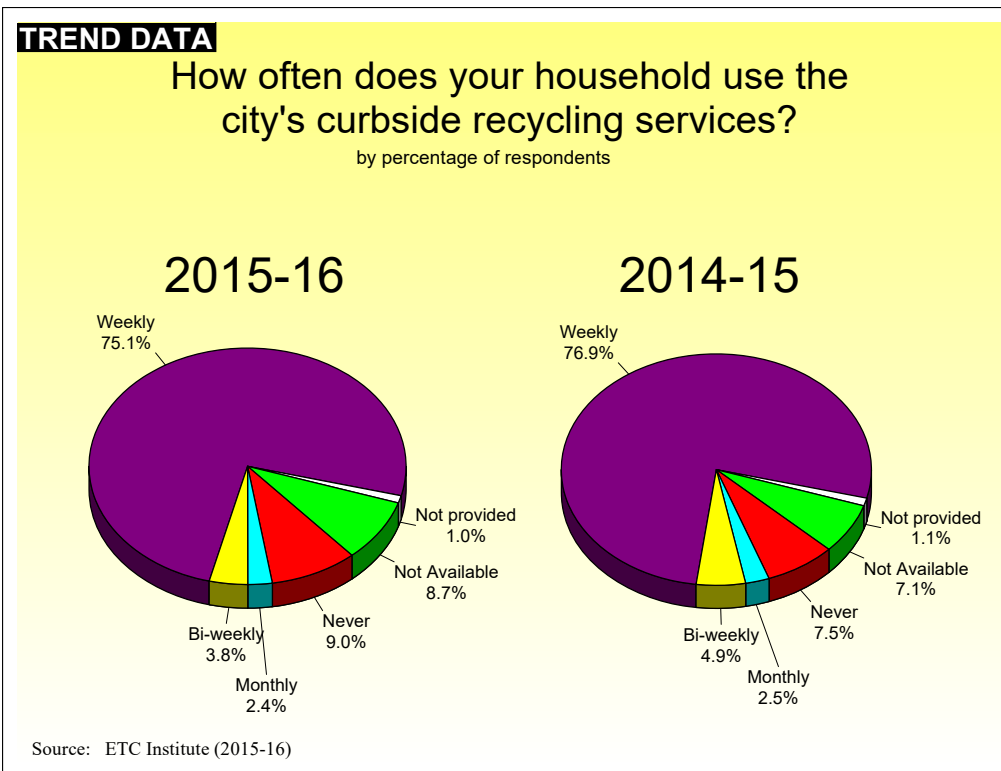
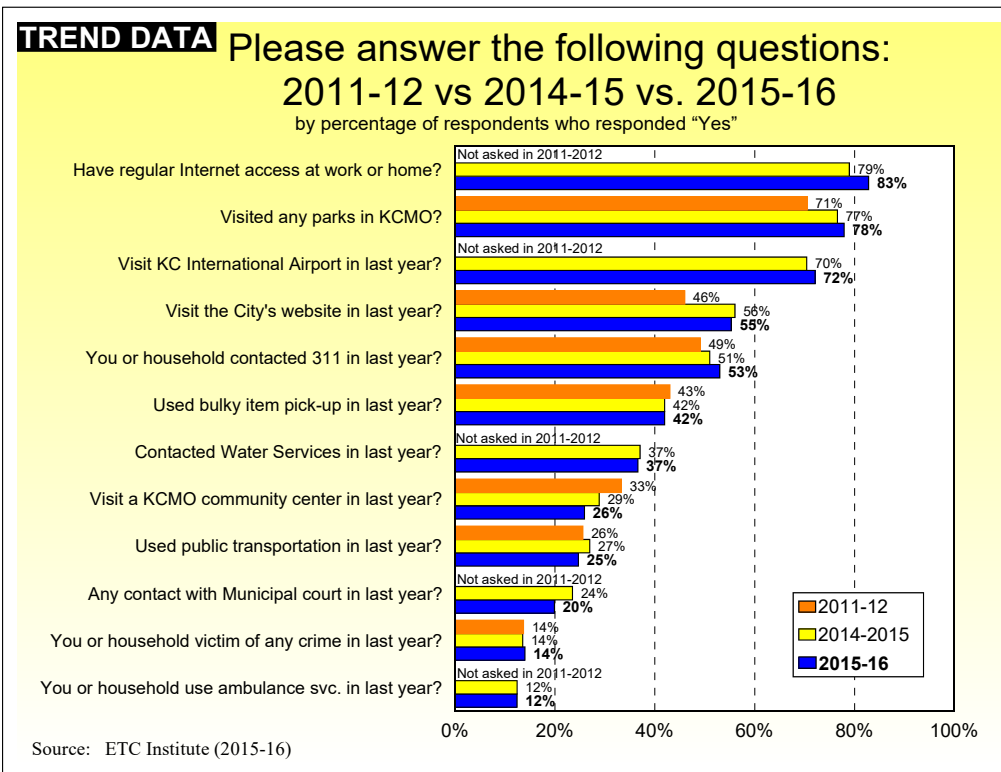
Source: ETC Institute (2015-16)

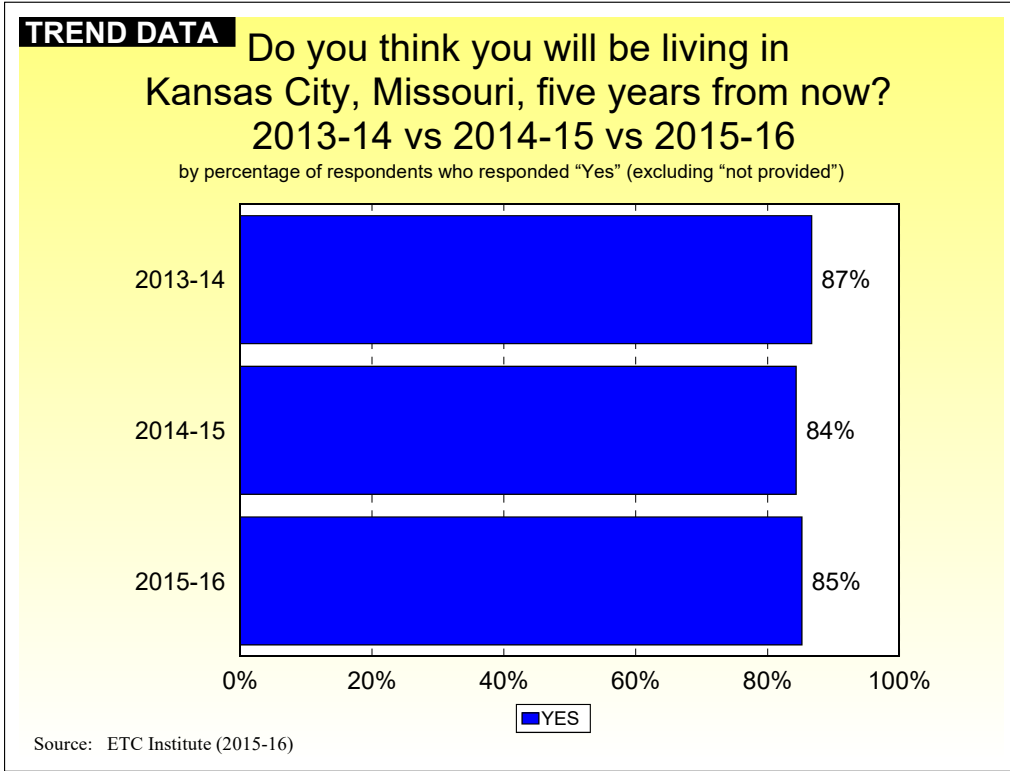
Please answer the following questions:

by percentage of respondents who responded "Yes" (excluding not provided)



Source: ETC Institute (2015-16)





Section 2:
Importance-Satisfaction
Matrix Analysis

Importance-Satisfaction Analysis

Kansas City, Missouri

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they felt were most important for the City to provide. Approximately fifty-one percent (50.9%) of residents selected "*maintenance of streets, sidewalks & infrastructure*" as the most important city service for the City to provide.

With regard to satisfaction, 25.9% 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, 50.9% was multiplied by 74.1% (1-0.259). This calculation yielded an I-S rating of 0.3772, which was first out of the fifteen major categories of city services that were assessed.

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

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

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

Interpreting the Ratings

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

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

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

Importance-Satisfaction Rating
Kansas City, MO
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of streets, sidewalks & infrastructure	50.9%	1	25.9%	15	0.3772	1
High Priority (IS .10-.20)						
Quality of neighborhood services	19.1%	3	45.3%	10	0.1045	2
Medium Priority (IS <.10)						
Quality of public transportation	16.1%	4	39.0%	14	0.0982	3
Quality of police services	27.3%	2	67.1%	3	0.0898	4
Quality of city's stormwater runoff/mgmt system	13.2%	7	39.1%	13	0.0804	5
Quality of City water utilities	15.1%	5	59.0%	7	0.0619	6
City parks & recreation programs/facilities	13.1%	8	63.7%	5	0.0476	7
Effectiveness of city communication with public	6.9%	11	44.6%	11	0.0382	8
Quality of customer service from city employees	6.1%	12	46.5%	9	0.0326	9
Quality of solid waste services	9.7%	9	66.6%	4	0.0324	10
Quality of fire & ambulance services	15.0%	6	79.2%	1	0.0312	11
Quality of airport facilities	8.5%	10	69.0%	2	0.0264	12
Quality of Health Department services	5.6%	13	54.1%	8	0.0257	13
Quality of municipal court services	2.7%	14	41.9%	12	0.0157	14
Quality of the city's 311 service	2.7%	15	60.8%	6	0.0106	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	48.6%	1	44.7%	6	0.2688	1
The visibility of police in neighborhoods	40.6%	2	47.7%	4	0.2123	2
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	29.2%	3	52.0%	2	0.1402	3
<u>Medium Priority (IS <.10)</u>						
Effectiveness of local police protection	26.9%	4	63.0%	1	0.0995	4
Enforcement of local traffic laws	9.8%	5	51.8%	3	0.0472	5
Parking enforcement services	4.1%	6	47.3%	5	0.0216	6

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

Most Important %:

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

Satisfaction %:

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

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

<u>Category of Service</u>	<u>Most Important %</u>	<u>Most Important Rank</u>	<u>Satisfaction %</u>	<u>Satisfaction Rank</u>	<u>Importance-Satisfaction Rating</u>	<u>I-S Rating Rank</u>
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
How quickly emergency medical personnel respond	38.3%	1	76.2%	3	0.0912	1
How quickly fire & rescue respond to emergencies	36.0%	2	80.2%	2	0.0713	2
Quality of local emergency medical service	28.8%	3	76.1%	4	0.0688	3
Overall quality of local fire protection & rescue	26.9%	4	82.8%	1	0.0463	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	42.7%	1	25.3%	9	0.3190	1
<u>High Priority (IS .10-.20)</u>						
Condition of sidewalks in the city	18.5%	4	24.2%	10	0.1402	2
Snow removal on residential streets past 12 months	21.9%	2	40.8%	5	0.1296	3
Maintenance of streets in your neighborhood	19.1%	3	38.1%	6	0.1182	4
Condition of sidewalks in your neighborhood	17.4%	5	33.3%	7	0.1161	5
<u>Medium Priority (IS <.10)</u>						
On-street bicycle infrastructure	12.5%	6	27.5%	8	0.0906	6
Access to streets/sidewalks/bdgs for people w/disabilities	9.0%	8	42.6%	4	0.0517	7
Snow removal on major city streets past 12 months	10.6%	7	59.9%	1	0.0425	8
Adequacy of city street lighting	8.1%	9	58.7%	3	0.0335	9
Maintenance of street signs & traffic signals	4.2%	10	59.5%	2	0.0170	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>						
Demolishing vacant structures in dangerous building inventory	30.1%	2	17.7%	9	0.2477	1
Clean-up of trash/debris on private property	33.9%	1	28.8%	5	0.2414	2
<u>High Priority (IS .10-.20)</u>						
Mowing & cutting of weeds on private property	21.6%	3	26.6%	6	0.1585	3
Exterior maintenance of residential property	16.7%	4	26.5%	7	0.1227	4
Boarding up vacant structures open to entry	14.5%	6	23.7%	8	0.1106	5
<u>Medium Priority (IS <.10)</u>						
Enforcing trash/weeds/ext. maint. in neighborhood	15.6%	5	39.8%	2	0.0939	6
Animal shelter operations & adoption efforts	9.8%	7	51.0%	1	0.0480	7
Enforcement of animal code	7.6%	8	38.4%	4	0.0468	8
Customer service from animal control officers	3.5%	9	38.5%	3	0.0215	9

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating Kansas City, MO Health Department

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
Providing services for families and children	28.8%	1	52.2%	4	0.1377	1
Protecting public from exposure to environmental risks	21.7%	4	49.3%	5	0.1100	2
Guarding against food poisoning through restaurant inspections	24.4%	3	55.2%	3	0.1093	3
Protecting public from new/unusual health threats	24.9%	2	56.2%	2	0.1091	4
Encouraging access to healthy fruits/vegetables, etc.	18.8%	5	43.4%	7	0.1064	5
<u>Medium Priority (IS <.10)</u>						
Preventing spread of infectious diseases	13.7%	7	48.2%	6	0.0710	6
Communicating public health concerns	14.1%	6	57.1%	1	0.0605	7

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating Kansas City, MO Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Opportunity to engage/provide input into decisions	39.6%	2	30.3%	6	0.2760	1
Availability of info about city programs/services	49.2%	1	47.3%	1	0.2593	2
<u>High Priority (IS .10-.20)</u>						
Overall usefulness of the city's website	26.3%	3	47.2%	2	0.1389	3
<u>Medium Priority (IS <.10)</u>						
City's use of social media	15.3%	4	45.9%	3	0.0828	4
Quality of city video programming/web streaming	7.5%	5	42.4%	4	0.0432	5
Content in the City's magazine, KCMore	5.5%	6	41.4%	5	0.0322	6

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

Most Important %:

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

Satisfaction %:

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

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

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
None						
High Priority (IS .10-.20)						
Tree trimming & other tree care along city streets and other public areas	23.9%	1	41.7%	9	0.1393	1
The city's youth programs and activities	19.9%	3	39.6%	12	0.1202	2
Medium Priority (IS <.10)						
Walking and biking trails in the city	15.2%	4	50.9%	6	0.0746	3
Maintenance of city parks	20.7%	2	70.7%	1	0.0607	4
Maintenance of boulevards & parkways	14.7%	5	62.3%	4	0.0554	5
City swimming pools and programs	7.8%	7	41.3%	10	0.0458	6
Quality of facilities/picnic shelters/playgrounds	11.4%	6	63.7%	2	0.0414	7
Programs & activities at community centers	7.4%	8	46.1%	7	0.0399	8
Quality of communication from Parks and Recreation	5.8%	9	41.2%	11	0.0341	9
Quality of outdoor athletic fields	5.5%	10	63.3%	3	0.0202	10
Customer service from Parks/Recreation employees	3.4%	11	44.3%	8	0.0189	11
Maintenance & appearance of community centers	3.3%	12	51.7%	5	0.0159	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 each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating
Kansas City, MO
Solid Waste Services

<u>Category of Service</u>	<u>Most Important %</u>	<u>Most Important Rank</u>	<u>Satisfaction %</u>	<u>Satisfaction Rank</u>	<u>Importance-Satisfaction Rating</u>	<u>I-S Rating Rank</u>
<u>Very High Priority (IS >.20)</u>						
City efforts to clean-up illegal dumping sites	42.9%	1	28.0%	8	0.3089	1
Cleanliness of city streets & other public areas	36.7%	2	43.1%	7	0.2088	2
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Quality of bulky item pick-up services	18.6%	3	53.0%	5	0.0874	3
Quality of leaf & brush pick-up services	13.5%	6	52.0%	6	0.0648	4
Quality of curbside recycling services	13.6%	5	76.5%	2	0.0320	5
Quality of trash collection services	15.6%	4	79.7%	1	0.0317	6
Quality of recycling drop-off centers	5.6%	7	59.7%	3	0.0226	7
Quality of leaf & brush drop-off centers	3.4%	8	54.7%	4	0.0154	8

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction 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	31.2%	3	45.2%	4	0.1710	1
Availability of parking	35.1%	2	67.8%	3	0.1130	2
Ease of moving through Airport security	38.9%	1	72.7%	1	0.1062	3
<u>Medium Priority (IS <.10)</u>						
Cleanliness of facilities	22.6%	4	70.4%	2	0.0669	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 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.

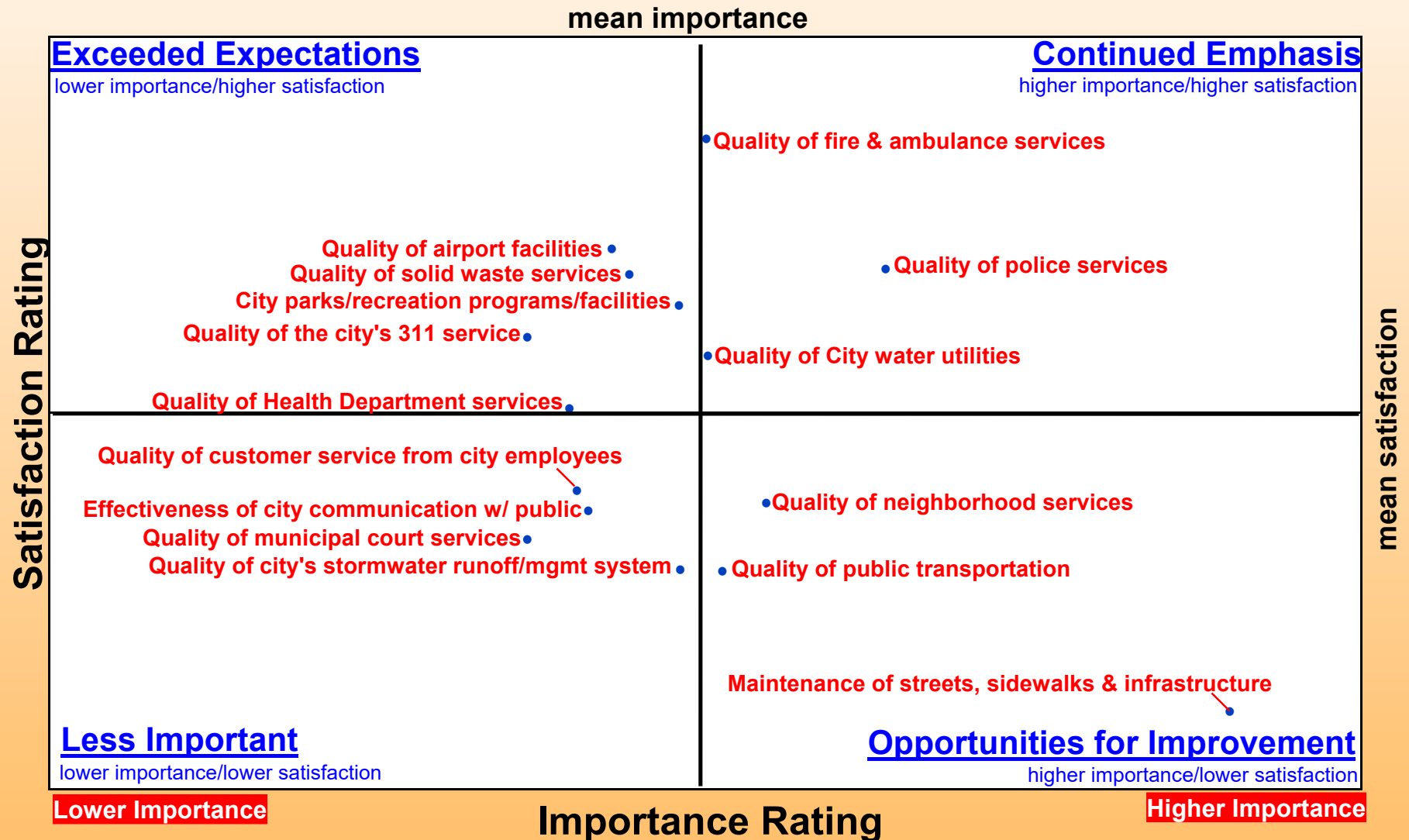
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

2016 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)

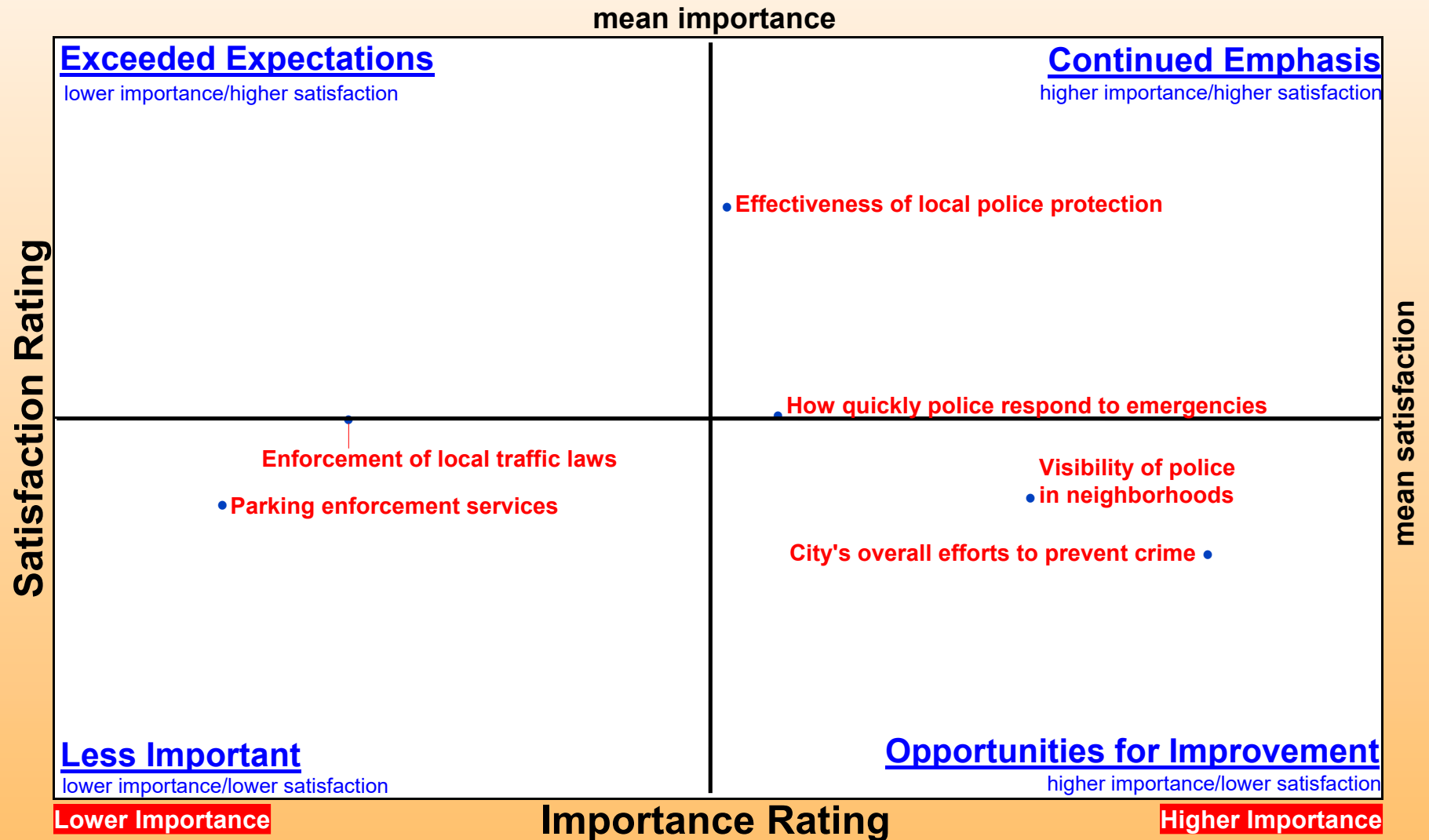


Source: ETC Institute (2016)

2016 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix

-Police Services-

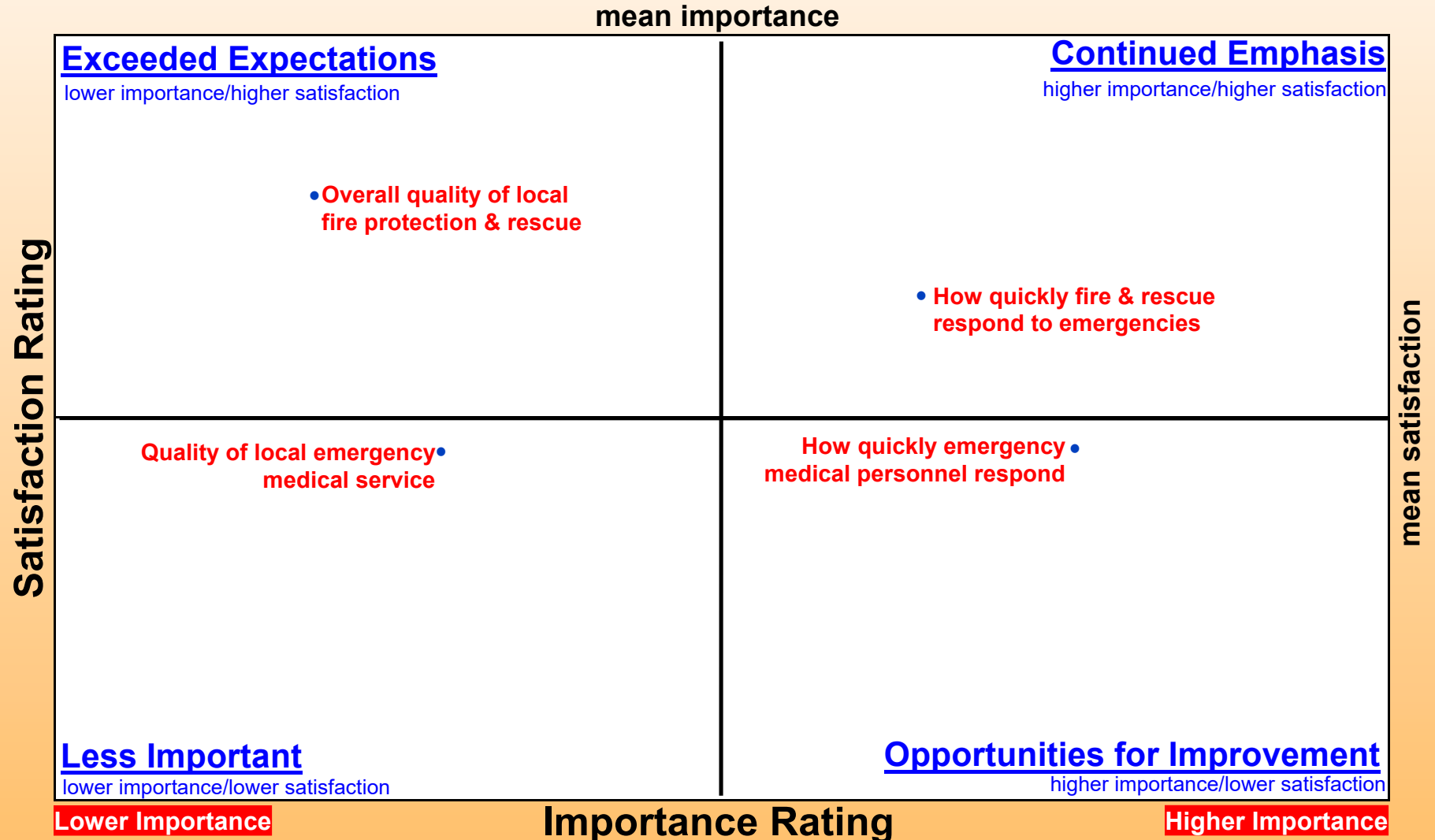
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2016)

2016 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Fire and Emergency Medical Services-

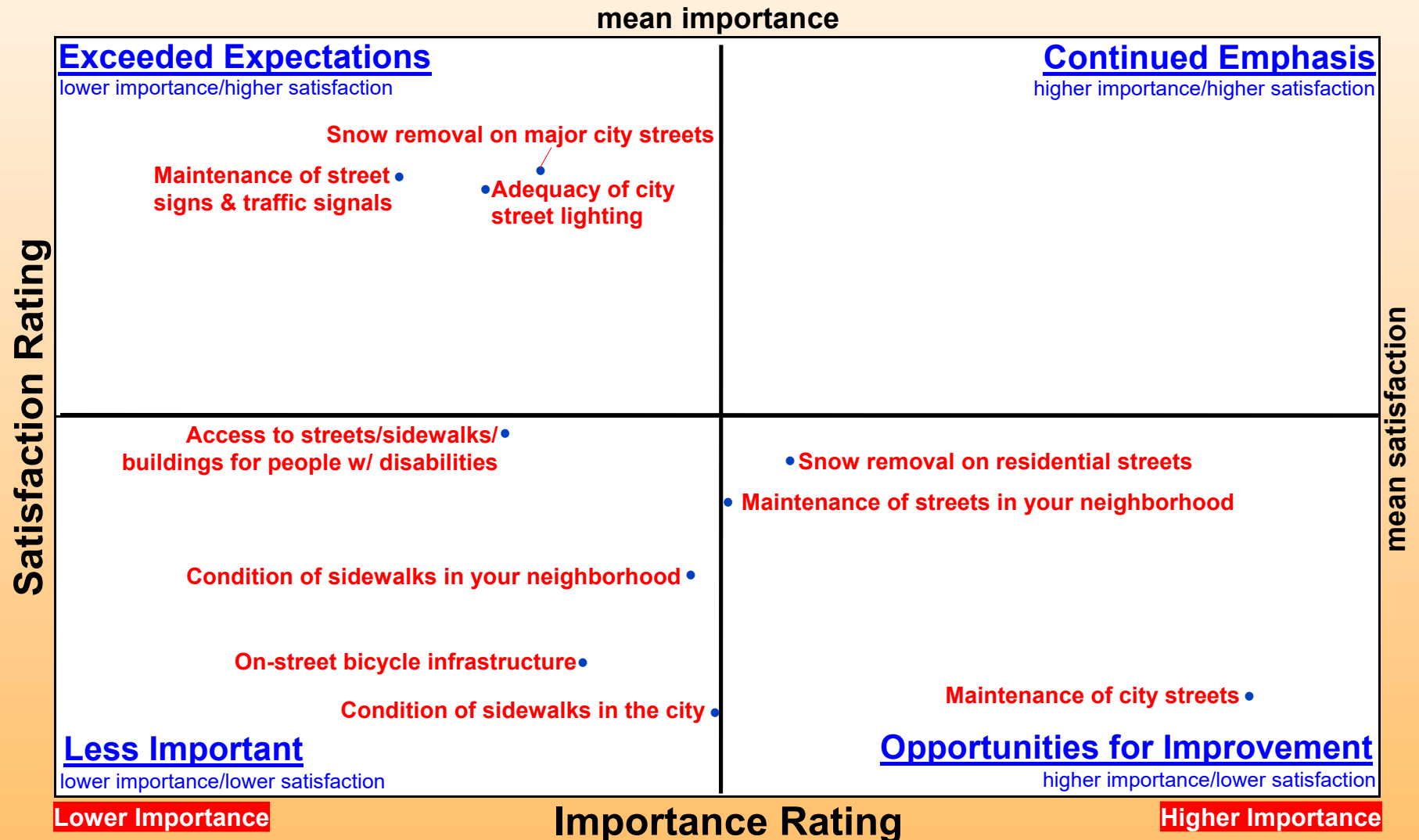
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2016)

2016 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -City Streets, Sidewalks and Infrastructure-

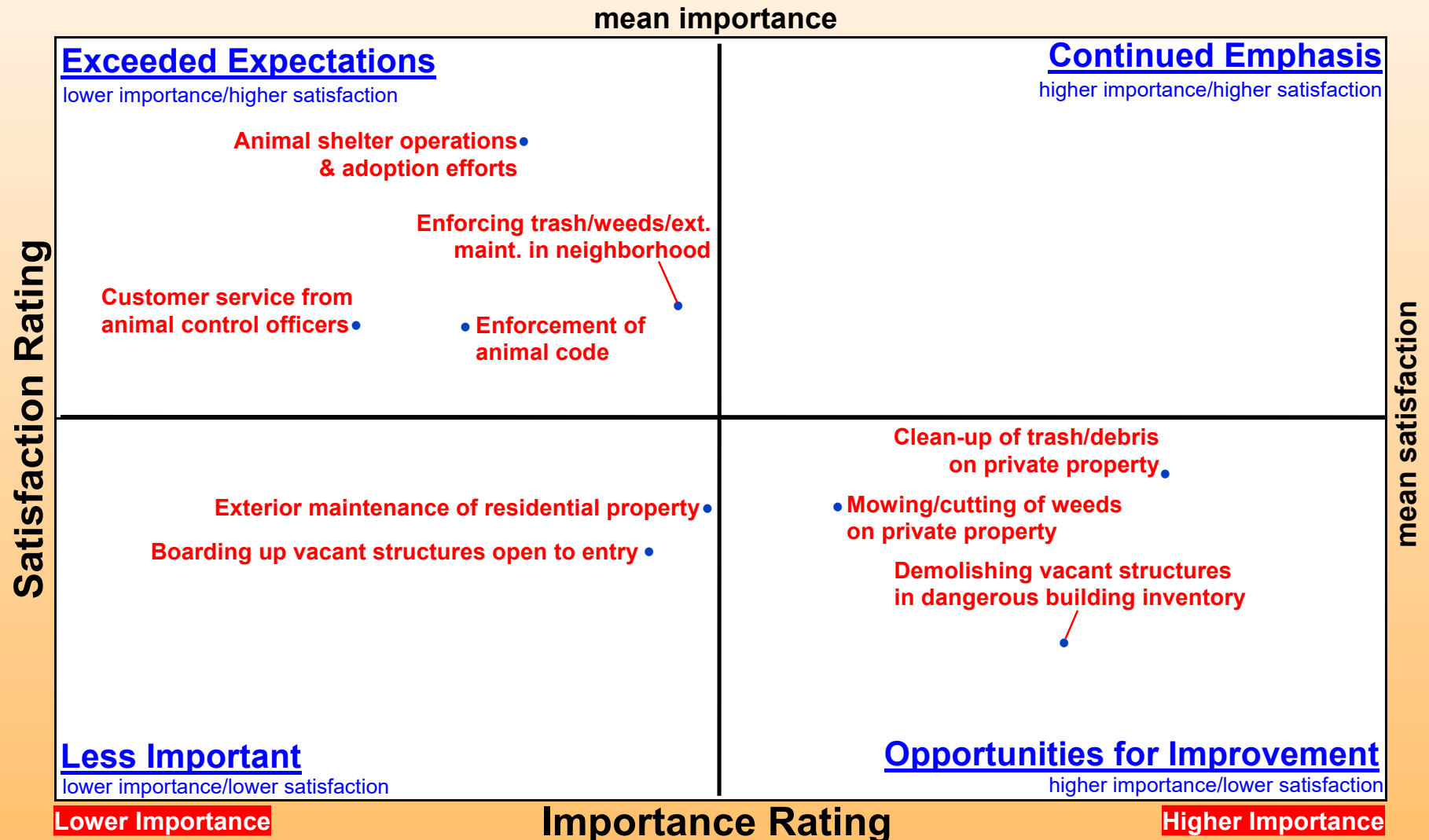
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2016)

2016 KCMO DirectionFinder Importance-Satisfaction Assessment Matrix -Neighborhood Services-

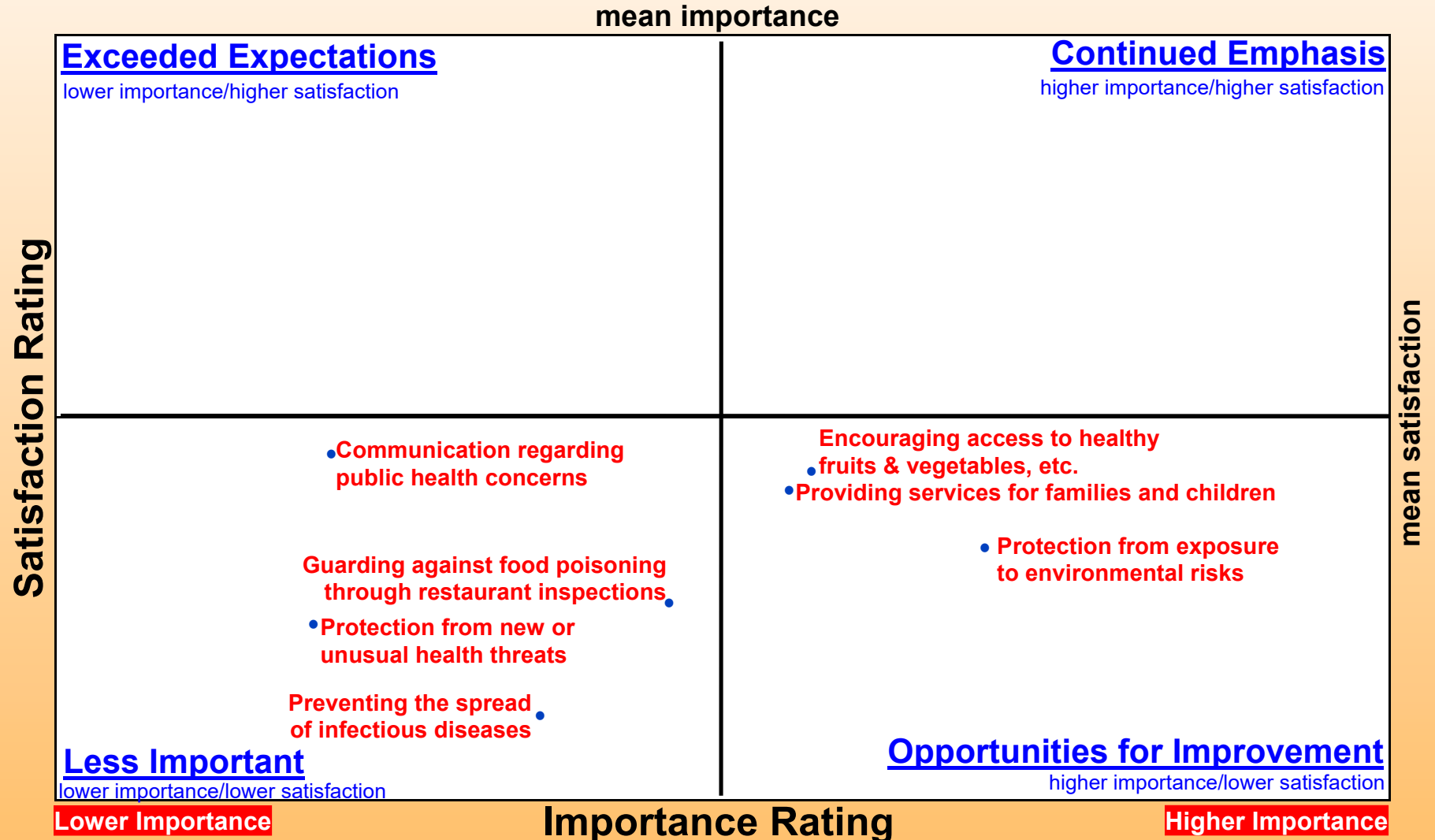
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2016)

2016 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)

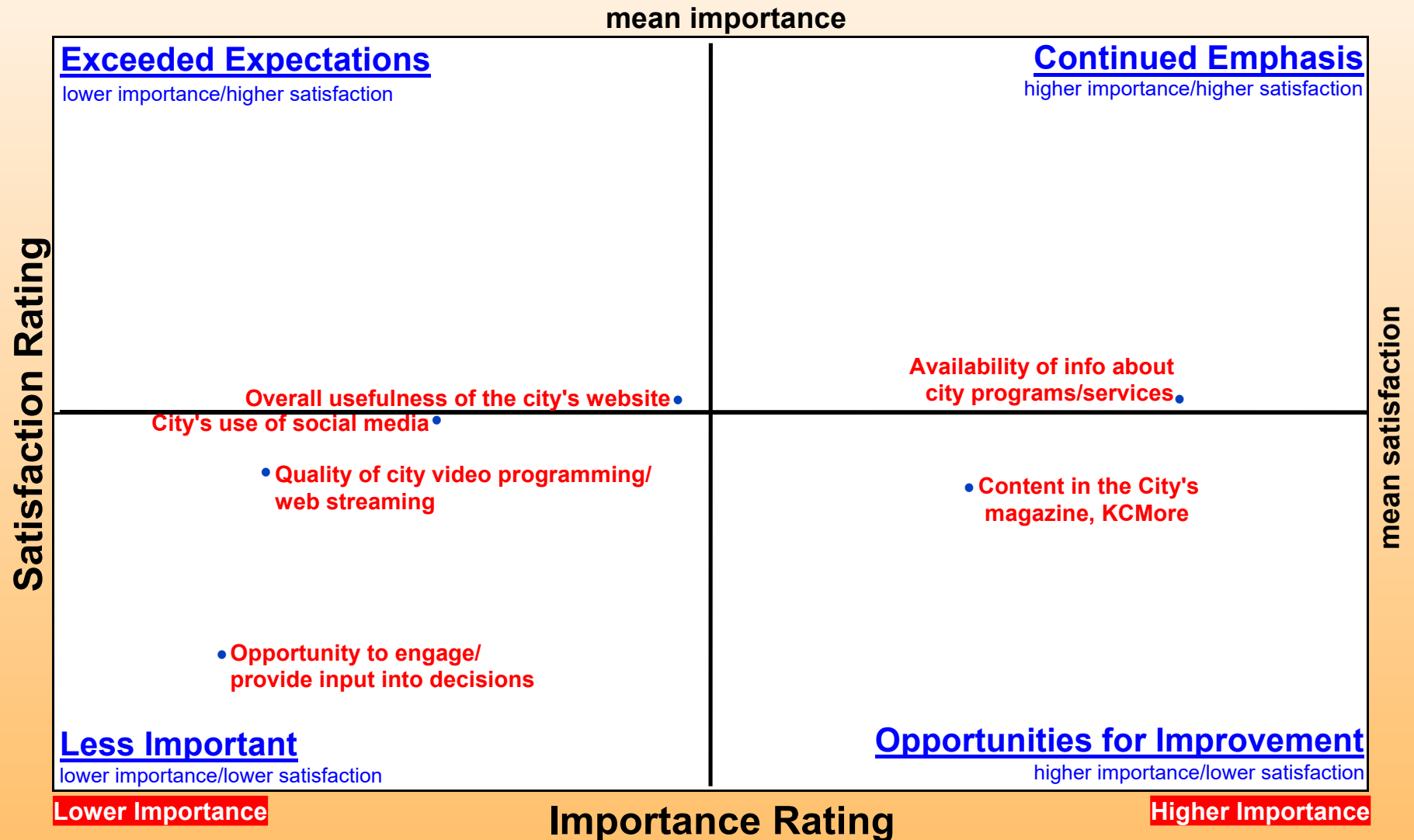


Source: ETC Institute (2016)

2016 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)

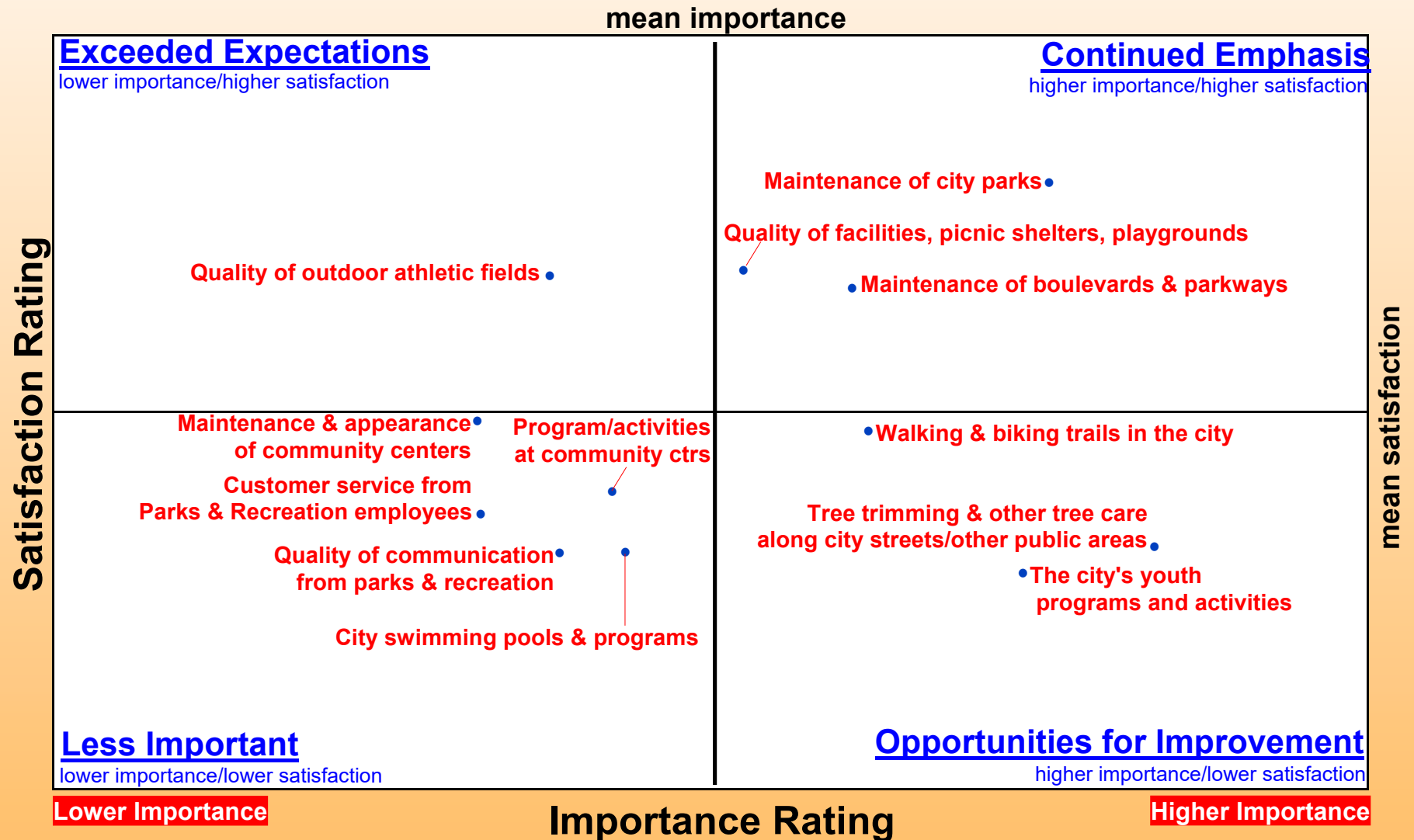


Source: ETC Institute (2016)

2016 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)

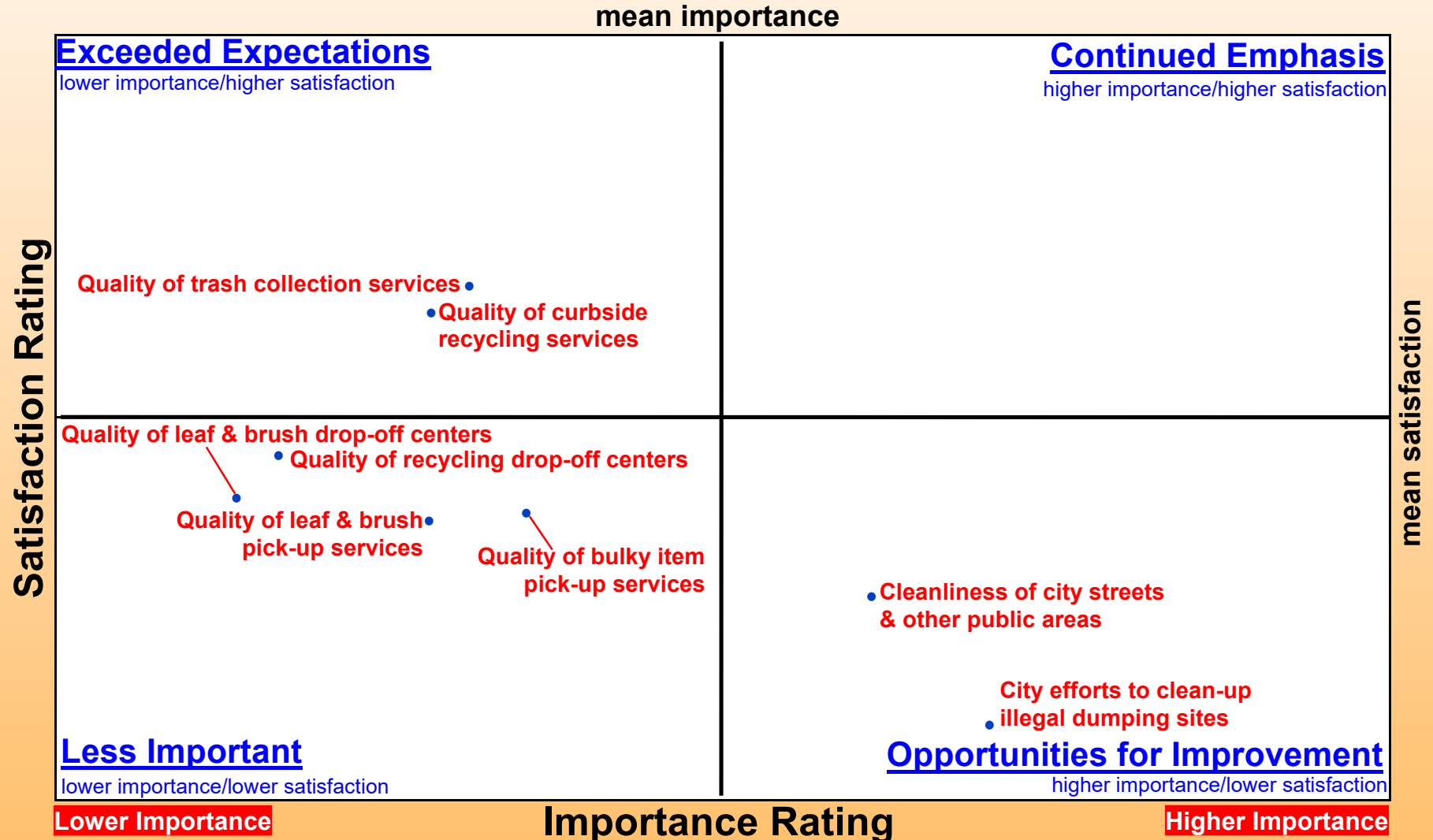


Source: ETC Institute (2016)

2016 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)

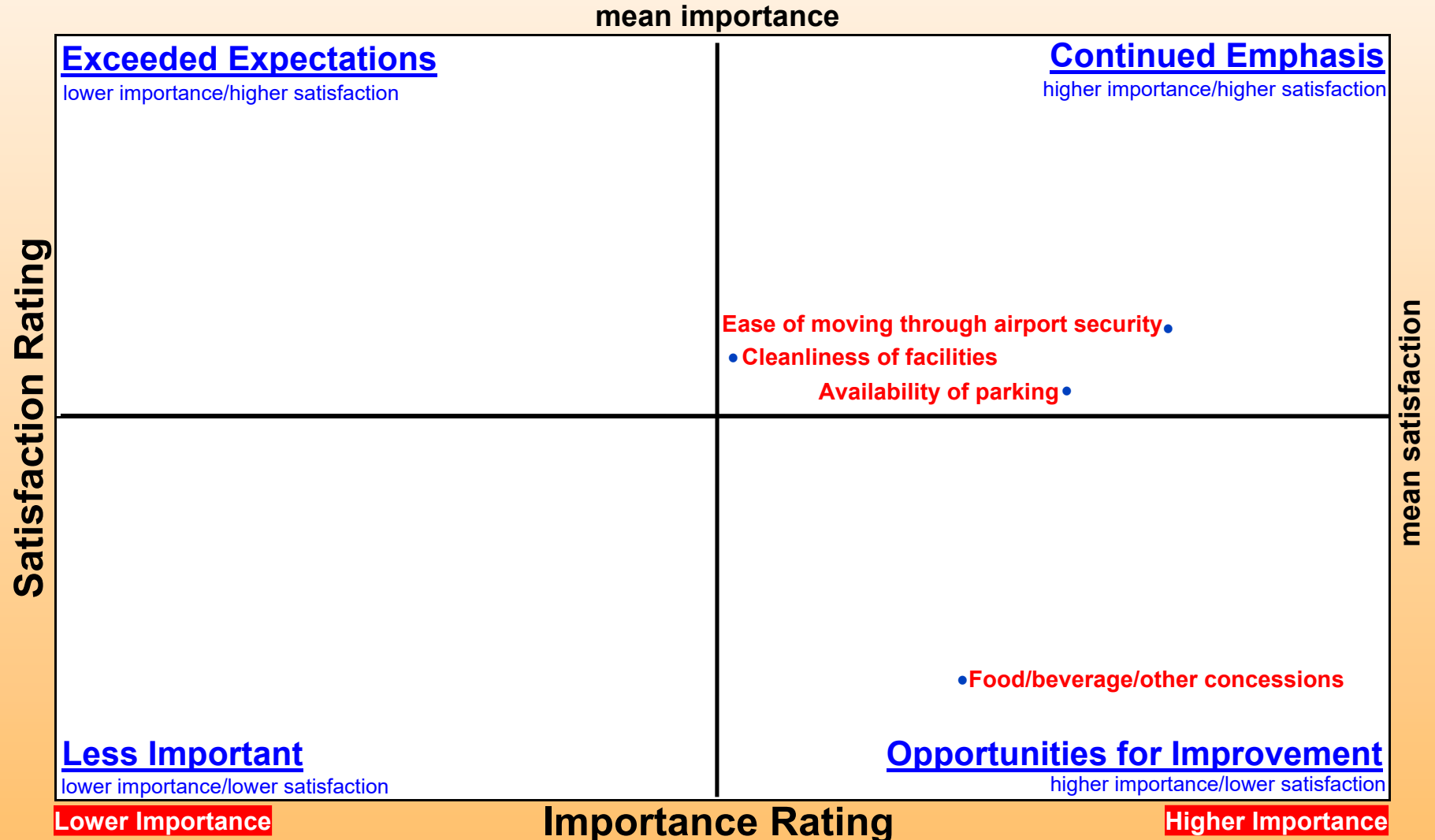


Source: ETC Institute (2016)

2016 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 (2016)

Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2016 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 2015 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 2015 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.

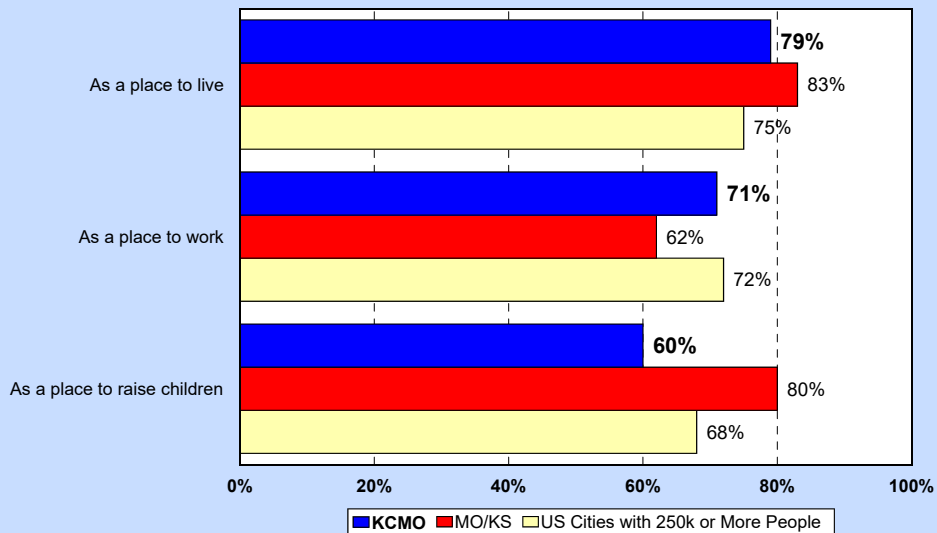
Kansas City Metro Benchmarks. The third set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 31 communities listed on the previous page for several areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction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

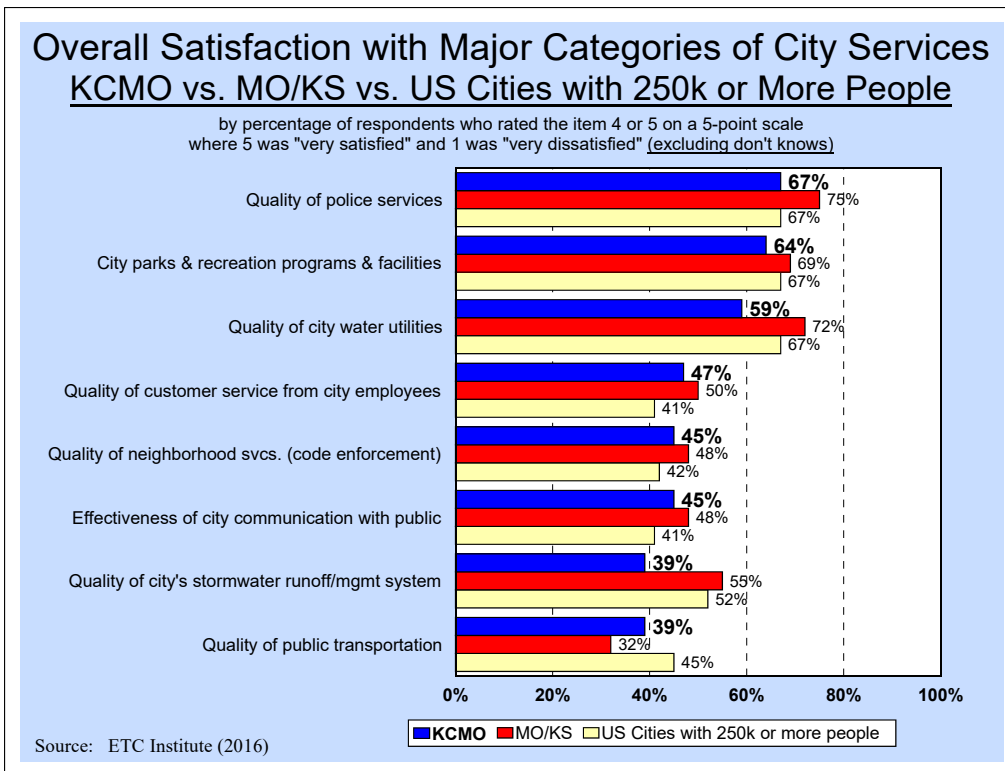
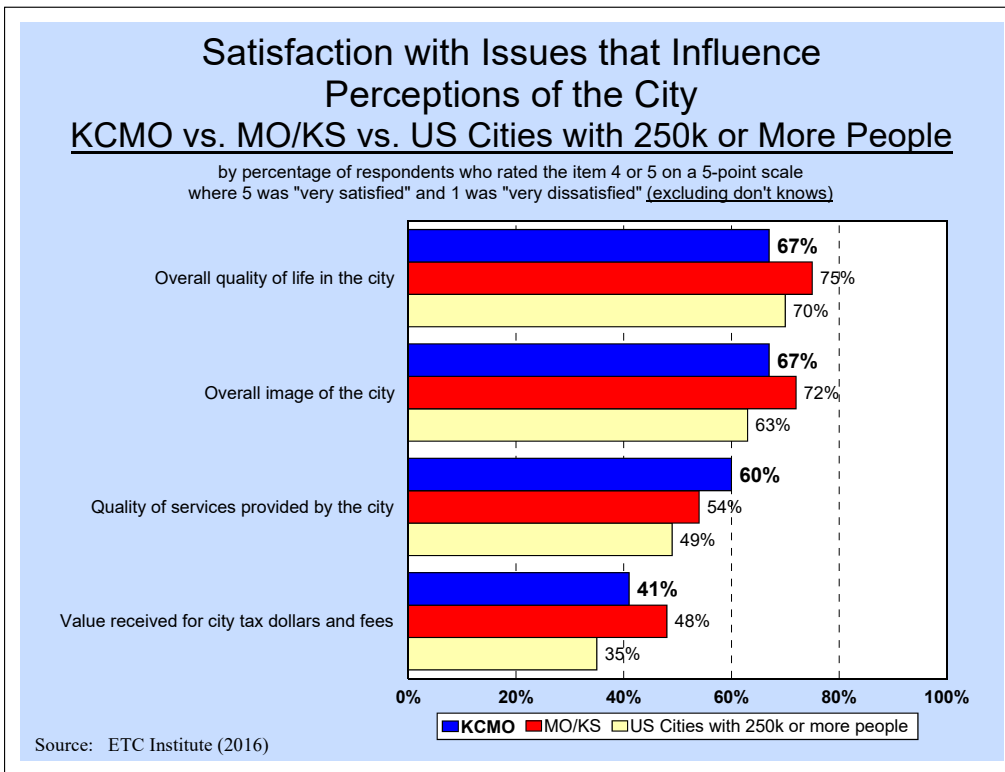
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of KCMO is not authorized without written consent from ETC Institute.

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)

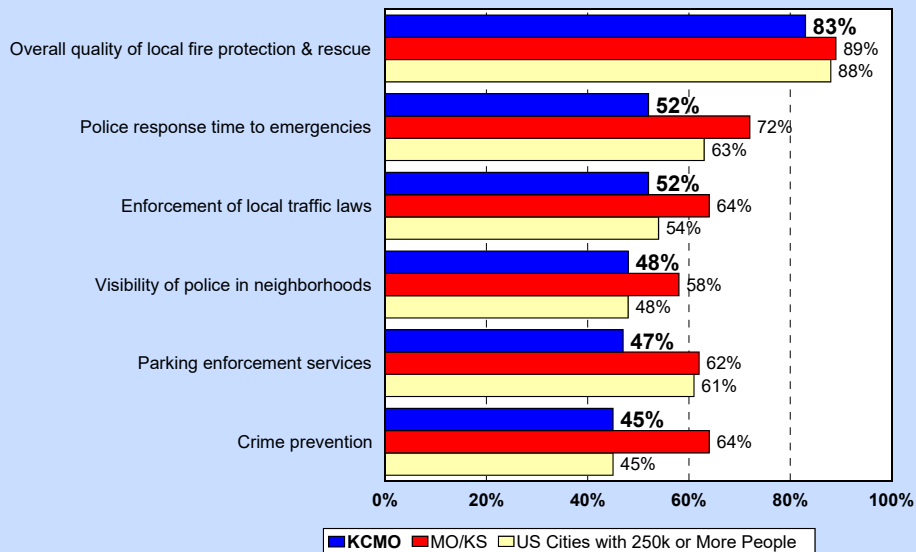


Source: ETC Institute (2016)



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

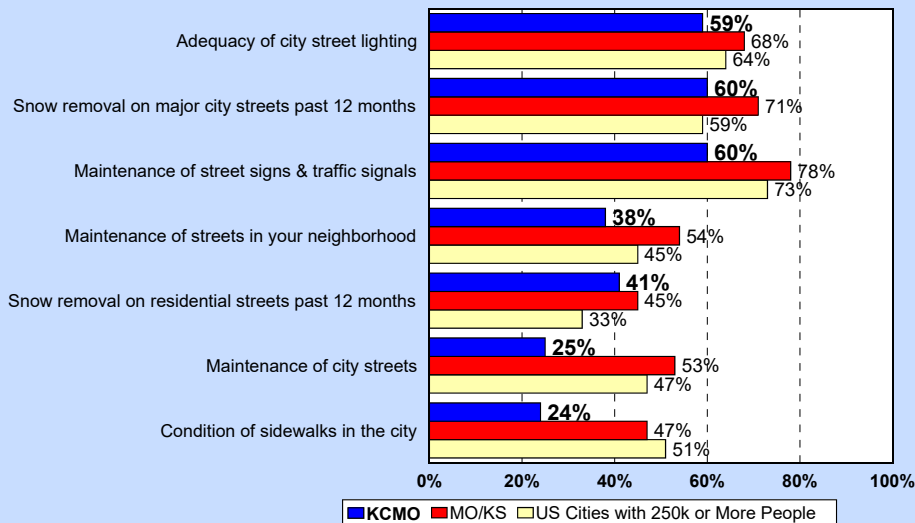
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016)

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

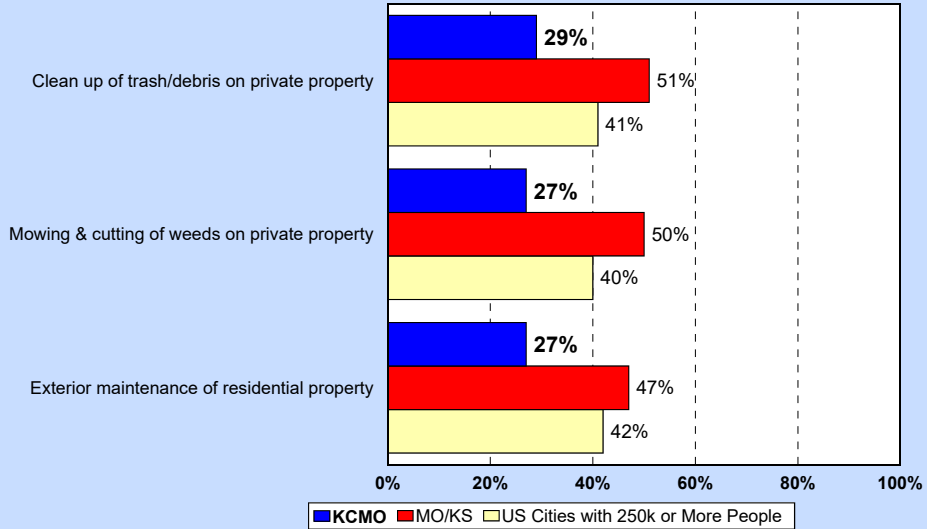
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016)

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

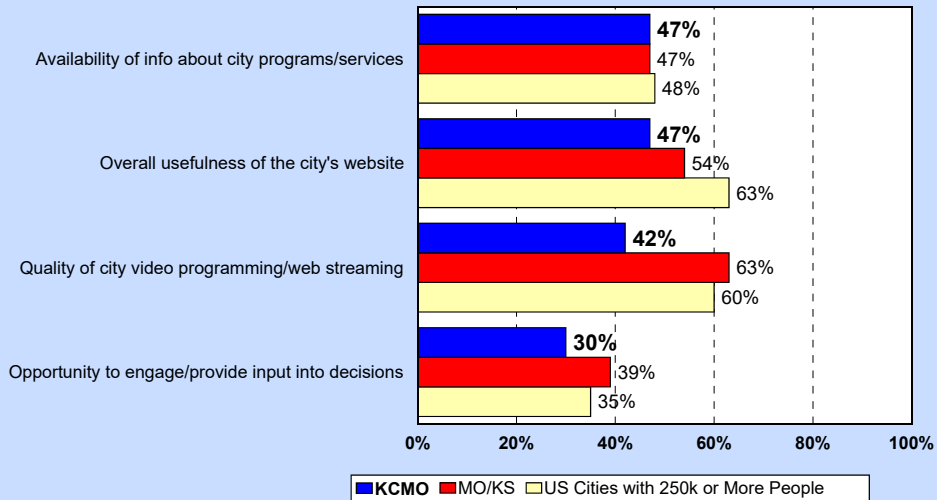
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016)

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

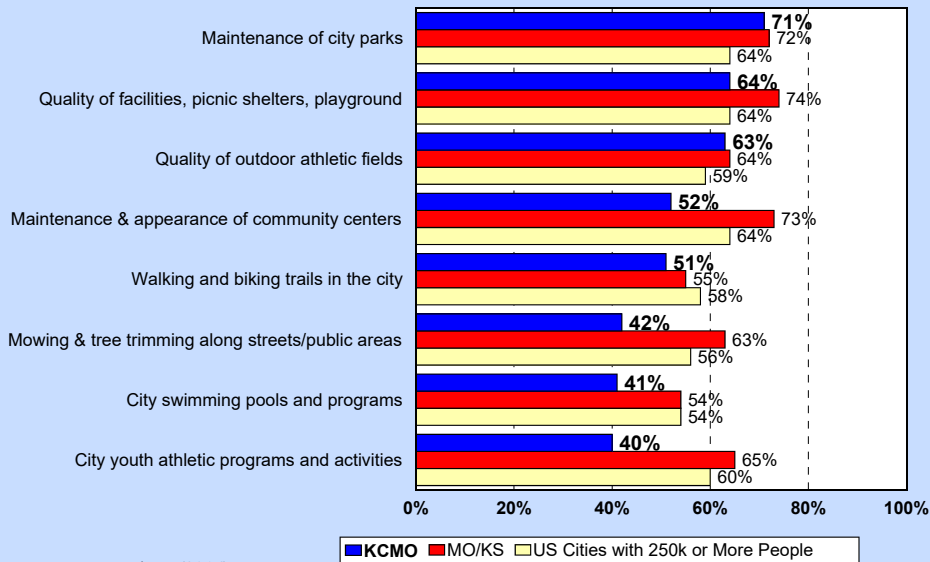
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016)

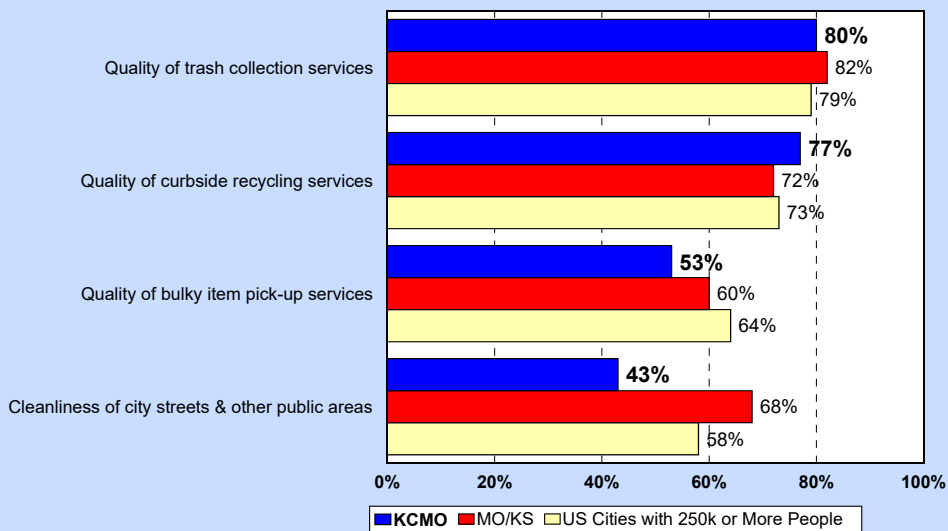
Overall Satisfaction with Parks and Recreation KCMO vs. MO/KS vs. US Cities with 250k or More People

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

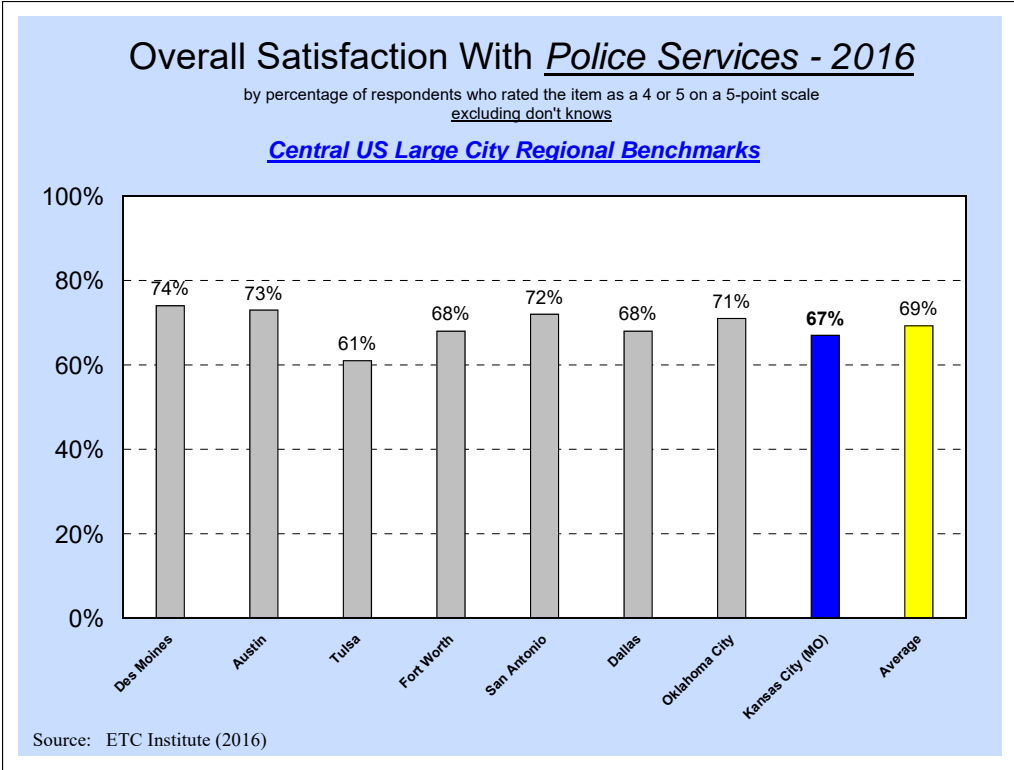


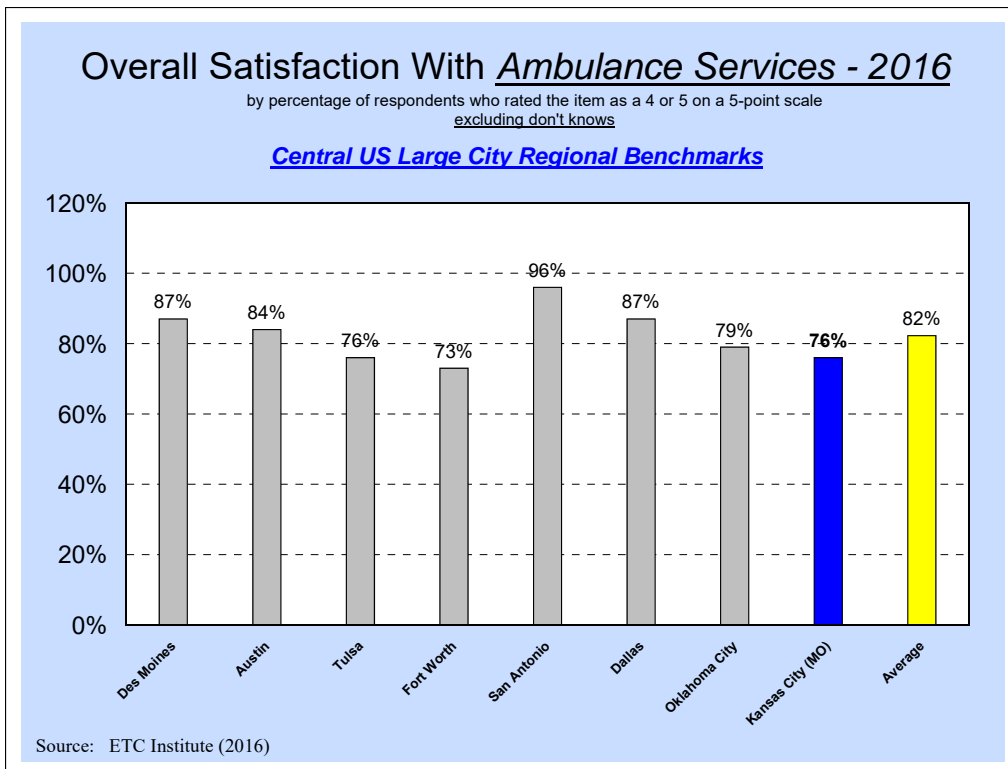
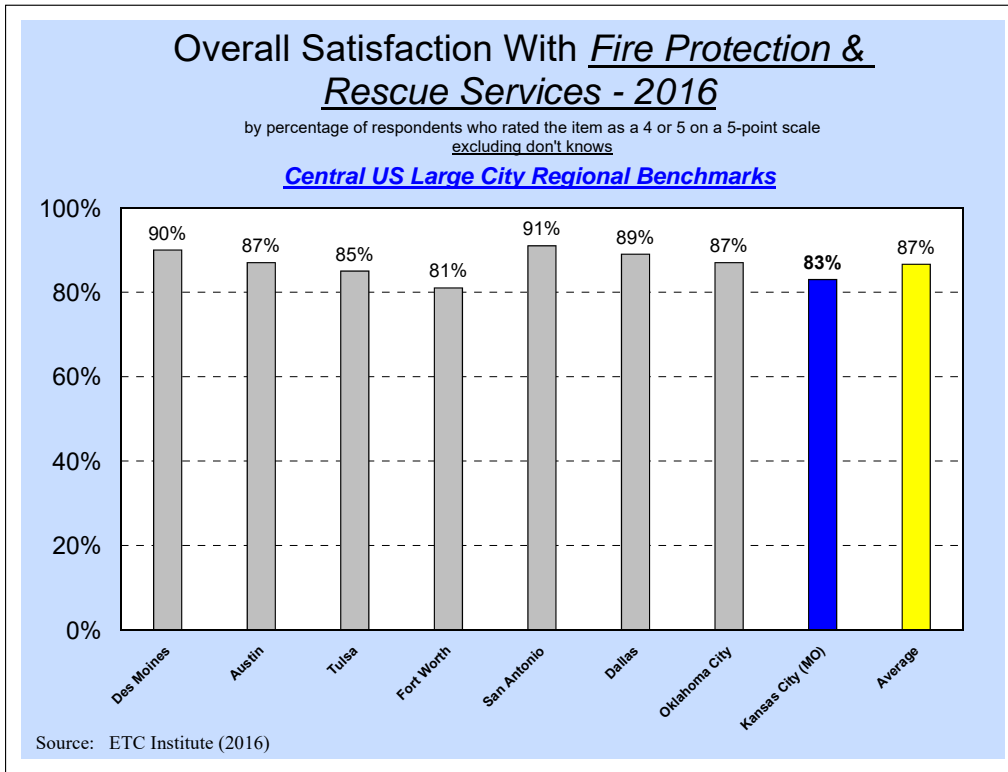
Overall Satisfaction with Solid Waste Services KCMO vs. MO/KS vs. US Cities with 250k or More People

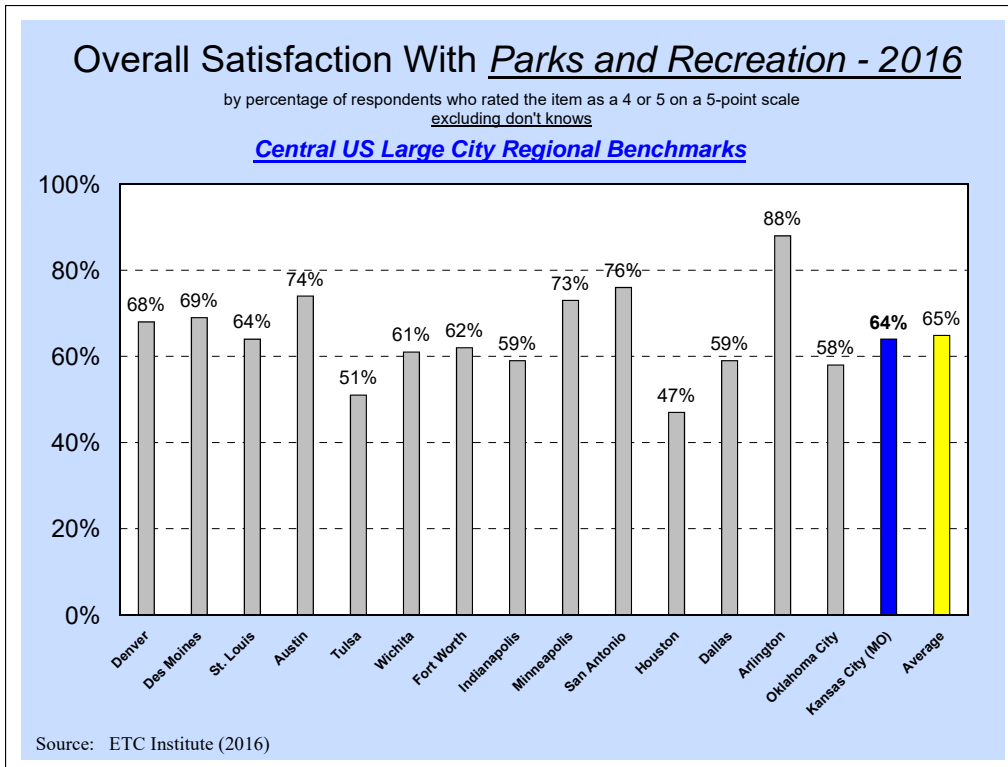
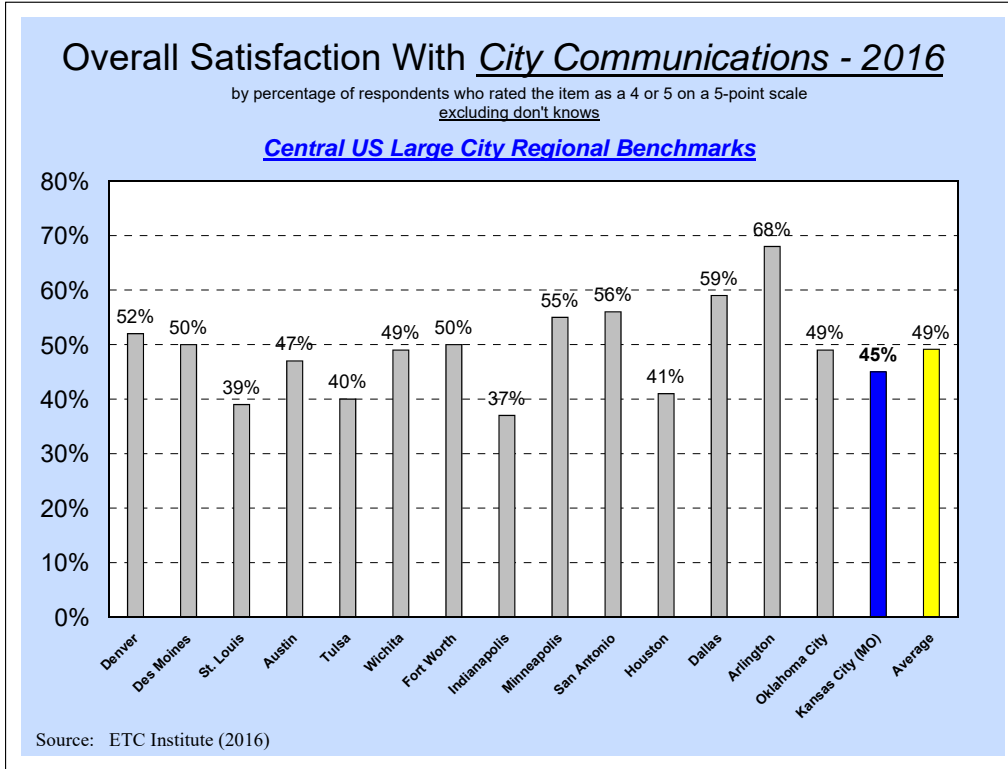
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

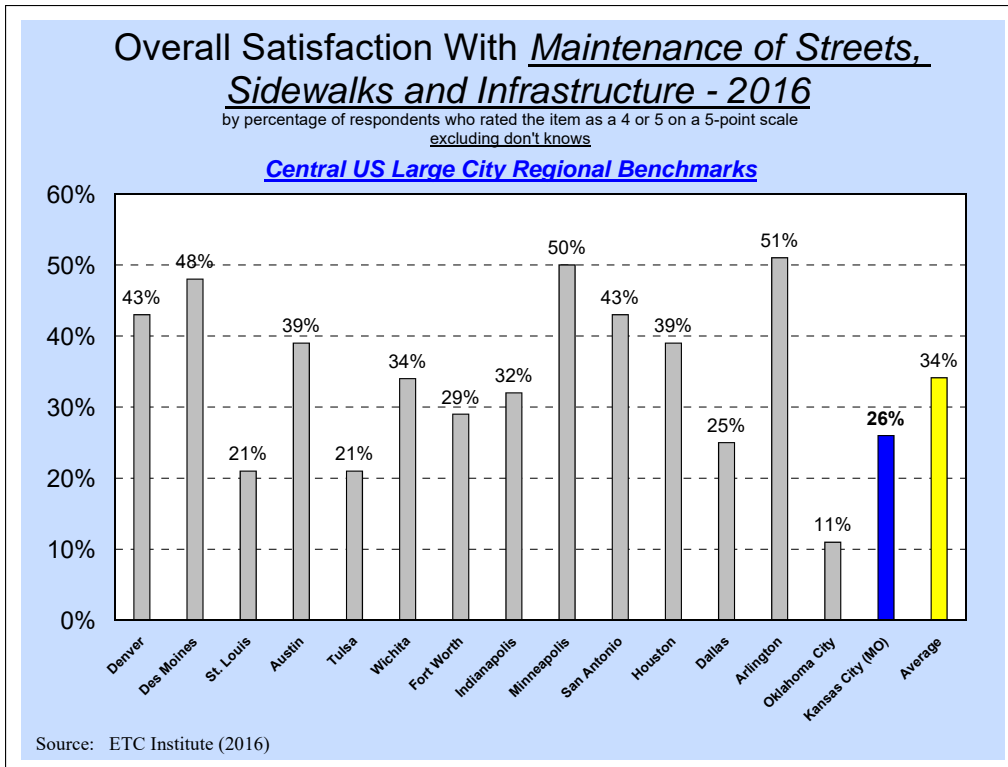
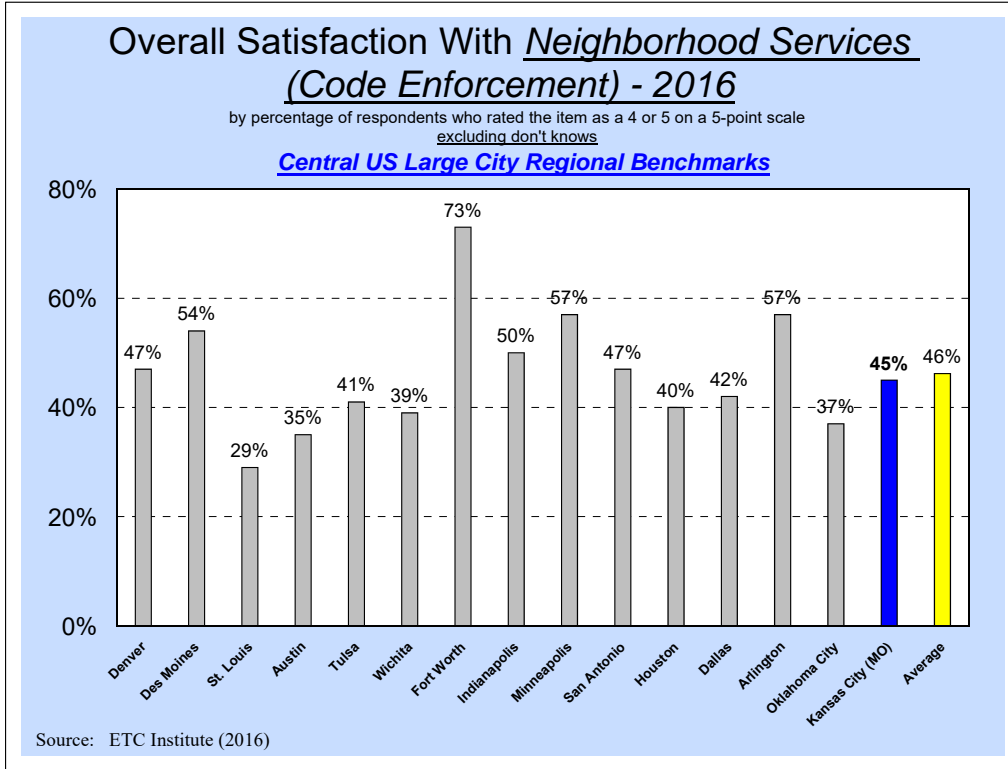


Selected Head-to-Head Comparisons







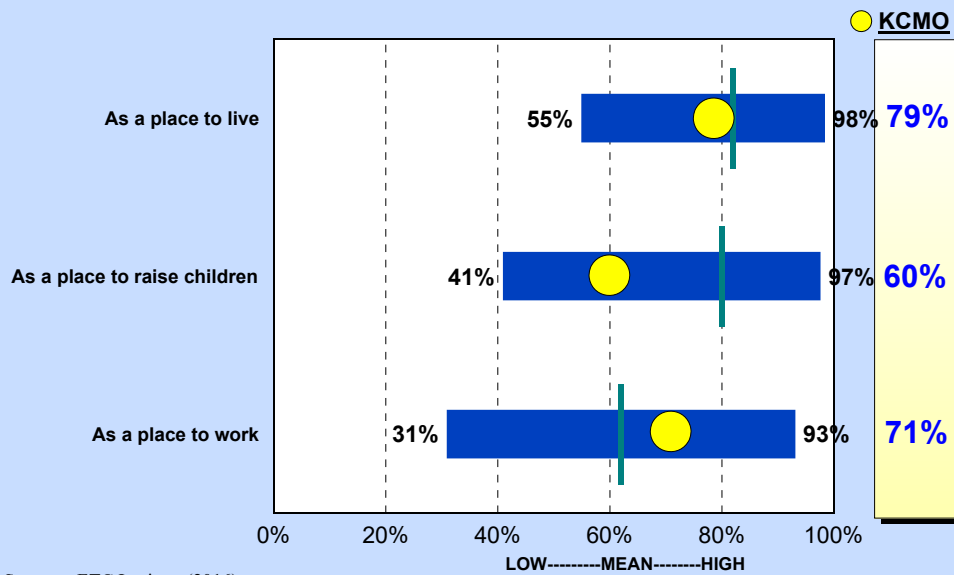


Metropolitan Kansas City Area Benchmarks

Source: ETC Institute (2015)

Overall Ratings Residents Have of the City in Which They Live in 2016

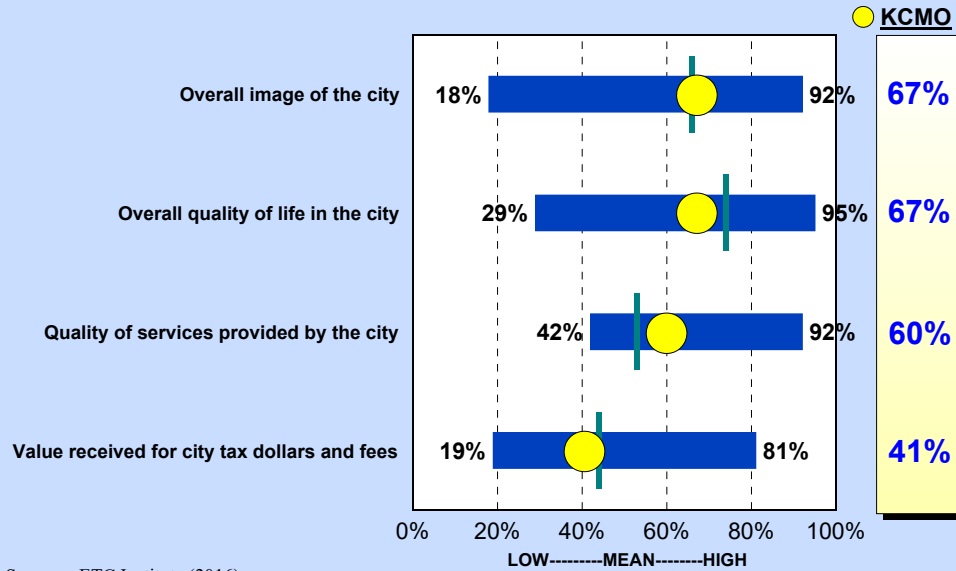
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2016)

Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2016

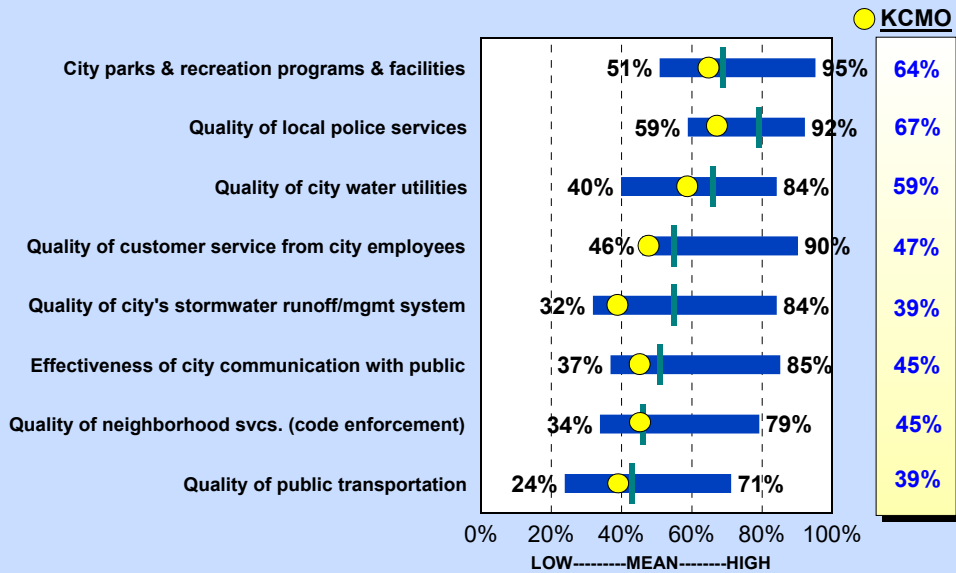
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



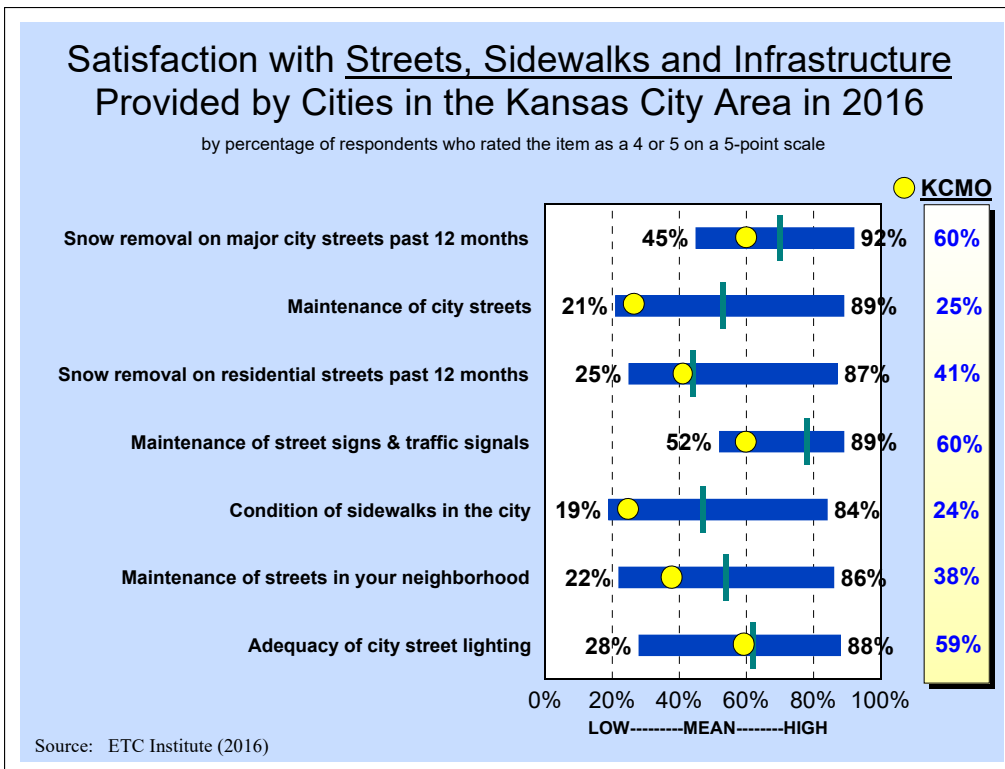
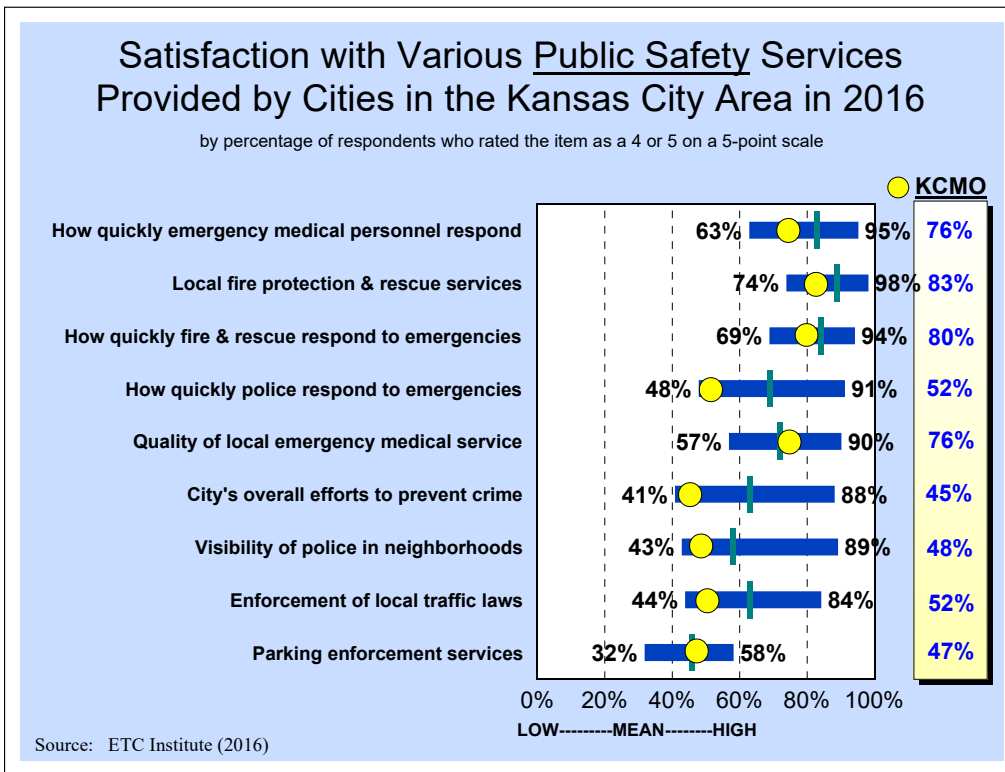
Source: ETC Institute (2016)

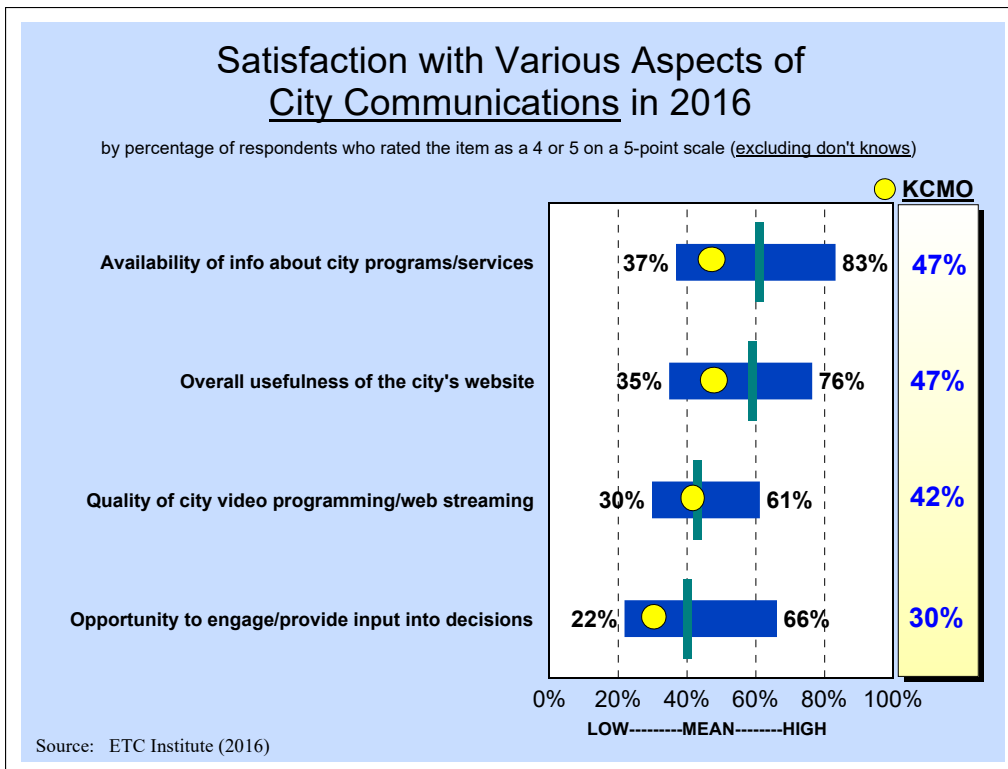
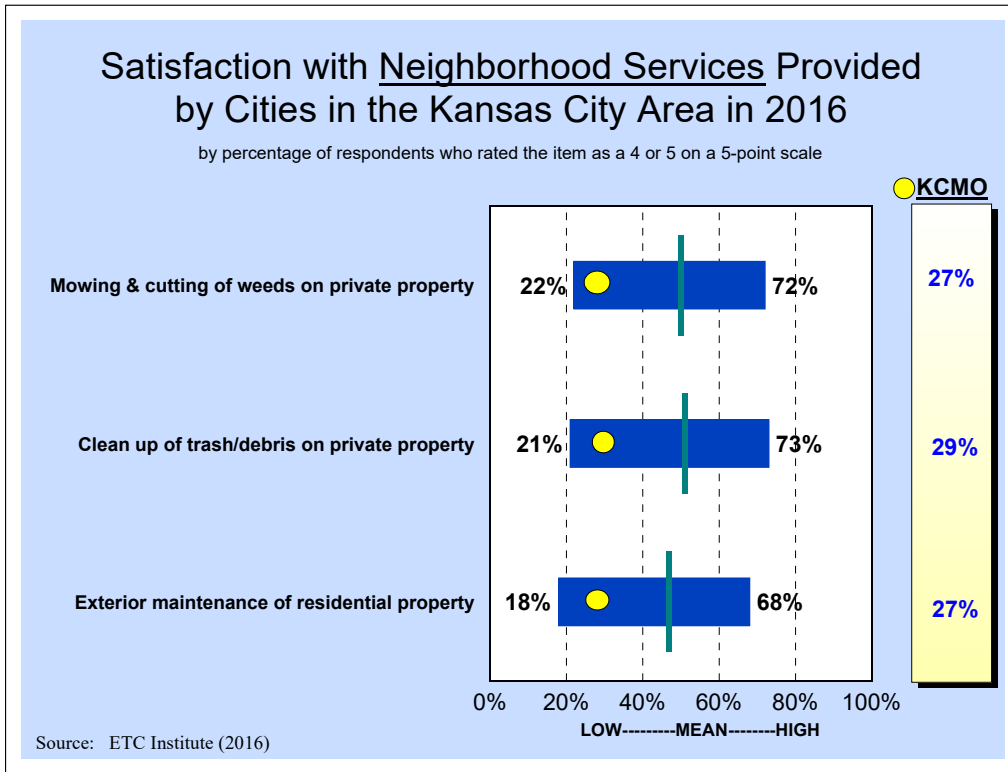
Overall Satisfaction With Major Categories of City Services in the Kansas City Area in 2016

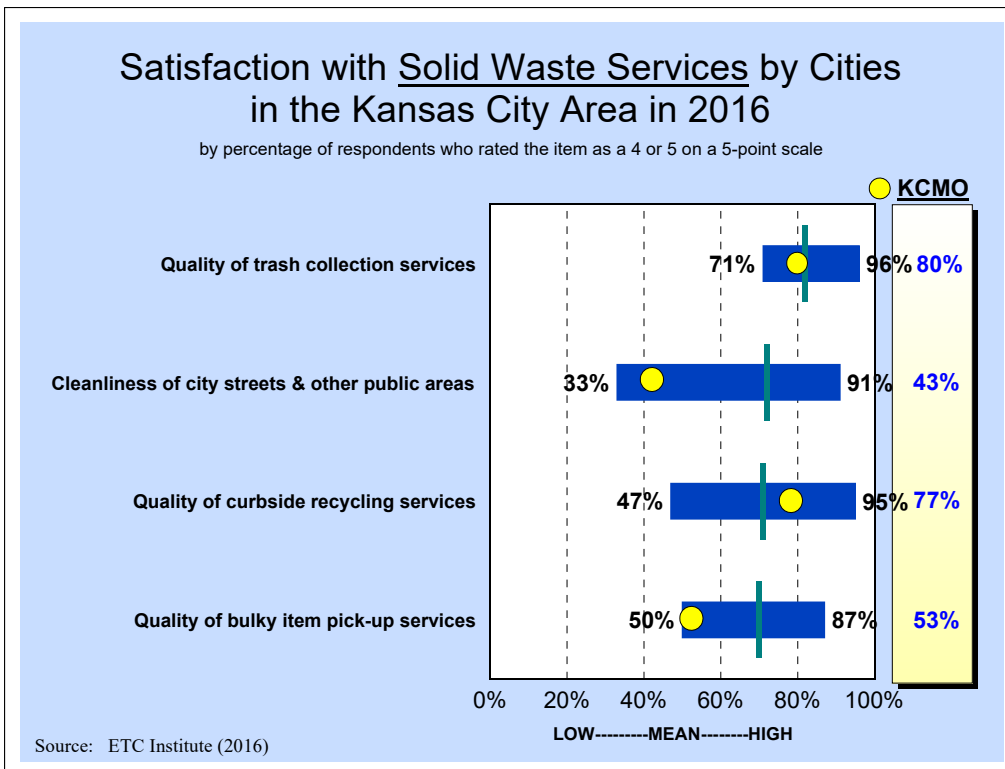
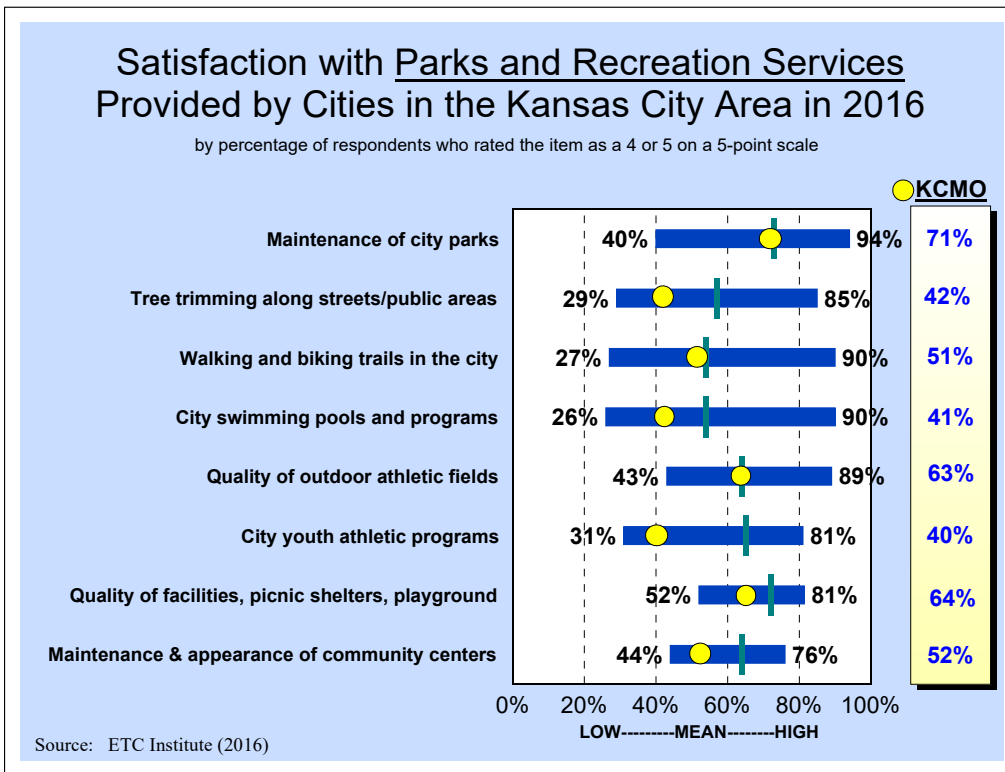
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute (2016)







Section 4:
Tabular Data

ASKED ALL YEAR

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

(N=4215)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q1a. As a place to live	26.2%	52.3%	13.7%	4.8%	2.0%	1.1%
Q1b. As a place to raise children	17.1%	37.5%	20.2%	11.9%	4.8%	8.6%
Q1c. As a place to work	20.7%	47.2%	18.6%	6.1%	2.8%	4.6%

WITHOUT DON'T KNOW

Q1. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate Kansas City, Missouri, with regard to each of the following: (without "don't know")

(N=4215)

	Excellent	Good	Neutral	Below Average	Poor
Q1a. As a place to live	26.5%	52.9%	13.8%	4.8%	2.0%
Q1b. As a place to raise children	18.7%	41.0%	22.1%	13.0%	5.2%
Q1c. As a place to work	21.7%	49.5%	19.5%	6.4%	2.9%

ASKED ALL YEAR

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q2a. Overall quality of services provided by the City	8.2%	49.9%	25.2%	11.0%	3.3%	2.4%
Q2b. Overall value that you receive for your City tax & fees	6.2%	33.4%	30.8%	19.5%	7.0%	3.1%
Q2c. Overall image of the City	17.2%	48.5%	22.6%	7.4%	2.7%	1.7%
Q2d. Overall quality of life in the City	15.6%	50.4%	22.2%	7.7%	2.7%	1.5%
Q2e. Overall feeling of safety in the City	6.6%	34.9%	30.5%	18.8%	7.7%	1.4%
Q2f. How safe you feel in your neighborhood	20.0%	40.4%	21.4%	11.3%	5.6%	1.3%
Q2g. Overall quality of education system within the City	5.1%	15.1%	23.3%	23.6%	23.2%	9.7%
Q2h. Physical appearance of your neighborhood	15.4%	39.9%	21.5%	14.4%	7.8%	0.9%

WITHOUT DON'T KNOW

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q2a. Overall quality of services provided by the City	8.4%	51.1%	25.8%	11.3%	3.4%
Q2b. Overall value that you receive for your City tax & fees	6.4%	34.4%	31.7%	20.1%	7.3%
Q2c. Overall image of the City	17.5%	49.3%	23.0%	7.5%	2.8%
Q2d. Overall quality of life in the City	15.8%	51.1%	22.5%	7.9%	2.7%
Q2e. Overall feeling of safety in the City	6.7%	35.4%	31.0%	19.1%	7.8%
Q2f. How safe you feel in your neighborhood	20.3%	40.9%	21.6%	11.5%	5.7%
Q2g. Overall quality of education system within the City	5.6%	16.7%	25.8%	26.1%	25.7%
Q2h. Physical appearance of your neighborhood	15.6%	40.3%	21.7%	14.5%	7.9%

ASKED ALL YEAR

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of police services	17.4%	46.4%	20.4%	7.2%	3.7%	4.9%
Q3b. Overall quality of fire & ambulance services	23.7%	46.4%	15.3%	1.9%	1.1%	11.6%
Q3c. Overall maintenance of city streets, sidewalks, & infrastructure	3.8%	21.7%	29.6%	29.8%	13.7%	1.4%
Q3d. Overall quality of solid waste services (e.g. residential trash & recycling collection)	18.3%	47.1%	18.7%	9.3%	4.7%	1.8%
Q3e. Overall quality of City water utilities	14.4%	43.3%	23.9%	10.0%	6.2%	2.1%
Q3f. Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	8.0%	34.8%	29.9%	14.2%	7.5%	5.6%
Q3g. Overall quality of City parks & recreation programs & facilities	14.1%	45.7%	25.1%	6.6%	2.3%	6.2%
Q3h. Overall quality of Health Department services	9.1%	30.5%	28.7%	3.2%	1.8%	26.8%
Q3i. Overall quality of airport facilities	22.4%	40.9%	20.4%	5.5%	2.6%	8.2%
Q3j. Overall quality of the city's 311 service	15.6%	32.0%	23.5%	4.6%	2.6%	21.6%
Q3k. Overall quality of municipal court services	6.2%	21.9%	30.5%	5.4%	3.0%	32.9%
Q3l. Overall quality of customer service you receive from city employees	9.8%	30.7%	31.6%	9.8%	5.1%	13.0%
Q3m. Overall effectiveness of city communication with the public	7.3%	33.8%	35.6%	10.5%	5.0%	7.7%
Q3n. Overall quality of the City's stormwater runoff/stormwater management system	6.0%	28.9%	32.2%	14.2%	7.9%	10.7%
Q3o. Overall quality of public transportation	7.1%	23.3%	28.6%	12.6%	6.3%	22.0%

ASKED ALL YEAR

WITHOUT DON'T KNOW

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of police services	18.3%	48.8%	21.4%	7.6%	3.9%
Q3b. Overall quality of fire & ambulance services	26.8%	52.4%	17.4%	2.2%	1.3%
Q3c. Overall maintenance of city streets, sidewalks, & infrastructure	3.9%	22.0%	30.0%	30.2%	13.9%
Q3d. Overall quality of solid waste services (e.g. residential trash & recycling collection)	18.6%	48.0%	19.1%	9.5%	4.8%
Q3e. Overall quality of City water utilities	14.7%	44.3%	24.4%	10.2%	6.3%
Q3f. Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	8.5%	36.8%	31.7%	15.0%	7.9%
Q3g. Overall quality of City parks & recreation programs & facilities	15.0%	48.7%	26.8%	7.1%	2.4%
Q3h. Overall quality of Health Department services	12.4%	41.7%	39.2%	4.3%	2.4%
Q3i. Overall quality of airport facilities	24.4%	44.6%	22.2%	6.0%	2.8%
Q3j. Overall quality of the city's 311 service	20.0%	40.8%	30.0%	5.8%	3.4%
Q3k. Overall quality of municipal court services	9.3%	32.6%	45.5%	8.1%	4.5%
Q3l. Overall quality of customer service you receive from city employees	11.2%	35.3%	36.3%	11.3%	5.8%
Q3m. Overall effectiveness of city communication with the public	7.9%	36.7%	38.6%	11.4%	5.4%
Q3n. Overall quality of the City's stormwater runoff/stormwater management system	6.7%	32.4%	36.1%	15.9%	8.9%
Q3o. Overall quality of public transportation	9.1%	29.9%	36.6%	16.2%	8.1%

ASKED ALL YEAR

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

Q4. 1st choice	Number	Percent
Overall quality of police services	638	15.1 %
Overall quality of fire & ambulance services	200	4.7 %
Overall maintenance of city streets, sidewalks, & infrastructure	1086	25.8 %
Overall quality of solid waste services (e.g. residential trash & recycling collection)	111	2.6 %
Overall quality of City water utilities	212	5.0 %
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	186	4.4 %
Overall quality of City parks & recreation programs & facilities	134	3.2 %
Overall quality of Health Department services	46	1.1 %
Overall quality of airport facilities	92	2.2 %
Overall quality of the city's 311 service	15	0.4 %
Overall quality of municipal court services	13	0.3 %
Overall quality of customer service you receive from city employees	52	1.2 %
Overall effectiveness of city communication with the public	39	0.9 %
Overall quality of the City's stormwater runoff/stormwater management system	117	2.8 %
Overall quality of public transportation	197	4.7 %
None chosen	1077	25.6 %
Total	4215	100.0 %

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

Q4. 2nd choice	Number	Percent
Overall quality of police services	271	6.4 %
Overall quality of fire & ambulance services	315	7.5 %
Overall maintenance of city streets, sidewalks, & infrastructure	554	13.1 %
Overall quality of solid waste services (e.g. residential trash & recycling collection)	156	3.7 %
Overall quality of City water utilities	247	5.9 %
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	331	7.9 %
Overall quality of City parks & recreation programs & facilities	252	6.0 %
Overall quality of Health Department services	88	2.1 %
Overall quality of airport facilities	128	3.0 %
Overall quality of the city's 311 service	43	1.0 %
Overall quality of municipal court services	46	1.1 %
Overall quality of customer service you receive from city employees	87	2.1 %
Overall effectiveness of city communication with the public	76	1.8 %
Overall quality of the City's stormwater runoff/stormwater management system	190	4.5 %
Overall quality of public transportation	229	5.4 %
None chosen	1202	28.5 %
Total	4215	100.0 %

ASKED ALL YEAR

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

Q4. 3rd choice	Number	Percent
Overall quality of police services	245	5.8 %
Overall quality of fire & ambulance services	119	2.8 %
Overall maintenance of city streets, sidewalks, & infrastructure	507	12.0 %
Overall quality of solid waste services (e.g. residential trash & recycling collection)	144	3.4 %
Overall quality of City water utilities	175	4.2 %
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	286	6.8 %
Overall quality of City parks & recreation programs & facilities	164	3.9 %
Overall quality of Health Department services	102	2.4 %
Overall quality of airport facilities	139	3.3 %
Overall quality of the city's 311 service	56	1.3 %
Overall quality of municipal court services	55	1.3 %
Overall quality of customer service you receive from city employees	118	2.8 %
Overall effectiveness of city communication with the public	179	4.2 %
Overall quality of the City's stormwater runoff/stormwater management system	247	5.9 %
Overall quality of public transportation	255	6.0 %
None chosen	1424	33.8 %
Total	4215	100.0 %

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

Q4. Sum of top 3 choices	Number	Percent
Overall quality of police services	1154	27.4 %
Overall quality of fire & ambulance services	634	15.0 %
Overall maintenance of city streets, sidewalks, & infrastructure	2147	50.9 %
Overall quality of solid waste services (e.g. residential trash & recycling collection)	411	9.8 %
Overall quality of City water utilities	634	15.0 %
Overall quality of neighborhood services (e.g. code enforcement, property preservation, animal control)	803	19.1 %
Overall quality of City parks & recreation programs & facilities	550	13.0 %
Overall quality of Health Department services	236	5.6 %
Overall quality of airport facilities	359	8.5 %
Overall quality of the city's 311 service	114	2.7 %
Overall quality of municipal court services	114	2.7 %
Overall quality of customer service you receive from city employees	257	6.1 %
Overall effectiveness of city communication with the public	294	7.0 %
Overall quality of the City's stormwater runoff/stormwater management system	554	13.1 %
Overall quality of public transportation	681	16.2 %
None chosen	1077	25.6 %
Total	10019	

ASKED ALL YEAR

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Effectiveness of local police protection	15.2%	43.3%	23.4%	7.5%	3.6%	7.0%
Q5b. The visibility of police in neighborhoods	11.3%	34.5%	28.7%	15.6%	6.0%	3.9%
Q5c. The city's overall efforts to prevent crime	9.9%	31.7%	29.5%	15.3%	6.9%	6.7%
Q5d. Enforcement of local traffic laws	10.2%	38.0%	30.1%	9.3%	5.6%	6.8%
Q5e. Parking enforcement services	8.7%	30.6%	33.7%	5.9%	4.3%	16.9%
Q5f. How quickly police respond to emergencies	11.5%	29.6%	23.3%	8.4%	6.3%	20.8%

WITHOUT DON'T KNOW

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Effectiveness of local police protection	16.4%	46.6%	25.2%	8.1%	3.8%
Q5b. The visibility of police in neighborhoods	11.8%	35.9%	29.8%	16.2%	6.3%
Q5c. The city's overall efforts to prevent crime	10.7%	34.0%	31.6%	16.4%	7.3%
Q5d. Enforcement of local traffic laws	11.0%	40.8%	32.3%	9.9%	6.0%
Q5e. Parking enforcement services	10.5%	36.8%	40.5%	7.1%	5.1%
Q5f. How quickly police respond to emergencies	14.6%	37.4%	29.4%	10.7%	8.0%

ASKED ALL YEAR

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

Q6. 1st choice	Number	Percent
Effectiveness of local police protection	587	13.9 %
The visibility of police in neighborhoods	931	22.1 %
The city's overall efforts to prevent crime	1109	26.3 %
Enforcement of local traffic laws	171	4.1 %
Parking enforcement services	47	1.1 %
How quickly police respond to emergencies	574	13.6 %
None chosen	796	18.9 %
Total	4215	100.0 %

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

Q6. 2nd choice	Number	Percent
Effectiveness of local police protection	547	13.0 %
The visibility of police in neighborhoods	779	18.5 %
The city's overall efforts to prevent crime	939	22.3 %
Enforcement of local traffic laws	241	5.7 %
Parking enforcement services	127	3.0 %
How quickly police respond to emergencies	656	15.6 %
None chosen	926	22.0 %
Total	4215	100.0 %

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

Q6. Sum of top 2 choices	Number	Percent
Effectiveness of local police protection	1134	26.9 %
The visibility of police in neighborhoods	1710	40.6 %
The city's overall efforts to prevent crime	2048	48.6 %
Enforcement of local traffic laws	412	9.8 %
Parking enforcement services	174	4.1 %
How quickly police respond to emergencies	1230	29.2 %
None chosen	796	18.9 %
Total	7504	

ASKED ALL YEAR

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Overall quality of local fire protection & rescue services	25.1%	41.7%	12.5%	0.7%	0.6%	19.4%
Q7b. How quickly fire & rescue personnel respond to emergencies	24.2%	36.7%	13.0%	1.1%	0.9%	24.1%
Q7c. Quality of local emergency medical service	20.5%	36.2%	15.5%	1.4%	0.9%	25.4%
Q7d. How quickly emergency medical personnel respond to emergencies	21.3%	34.7%	14.7%	1.6%	1.2%	26.5%

WITHOUT DON'T KNOW

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Overall quality of local fire protection & rescue services	31.1%	51.7%	15.5%	0.9%	0.8%
Q7b. How quickly fire & rescue personnel respond to emergencies	31.8%	48.4%	17.1%	1.5%	1.2%
Q7c. Quality of local emergency medical service	27.5%	48.6%	20.8%	1.9%	1.2%
Q7d. How quickly emergency medical personnel respond to emergencies	29.0%	47.2%	20.0%	2.2%	1.6%

ASKED ALL YEAR

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

<u>Q8. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local fire protection & rescue services	853	20.2 %
How quickly fire & rescue personnel respond to emergencies	844	20.0 %
Quality of local emergency medical service	511	12.1 %
How quickly emergency medical personnel respond to emergencies	599	14.2 %
<u>None chosen</u>	<u>1408</u>	<u>33.4 %</u>
Total	4215	100.0 %

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

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local fire protection & rescue services	280	6.6 %
How quickly fire & rescue personnel respond to emergencies	675	16.0 %
Quality of local emergency medical service	702	16.7 %
How quickly emergency medical personnel respond to emergencies	1016	24.1 %
<u>None chosen</u>	<u>1542</u>	<u>36.6 %</u>
Total	4215	100.0 %

Q8. Which TWO of the Fire and Emergency Medical Services listed in Question 7 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

<u>Q8. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local fire protection & rescue services	1133	26.9 %
How quickly fire & rescue personnel respond to emergencies	1519	36.0 %
Quality of local emergency medical service	1213	28.8 %
How quickly emergency medical personnel respond to emergencies	1615	38.3 %
<u>None chosen</u>	<u>1408</u>	<u>33.4 %</u>
Total	6888	

ASKED ALL YEAR

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Maintenance of city streets	3.0%	21.8%	28.3%	31.5%	13.1%	2.4%
Q9b. Maintenance of streets in your neighborhood	6.1%	31.3%	24.2%	23.4%	13.0%	1.9%
Q9c. Condition of sidewalks in the city	3.0%	19.7%	31.1%	26.9%	13.0%	6.4%
Q9d. Condition of sidewalks in your neighborhood	6.4%	24.5%	23.7%	21.8%	16.5%	7.2%
Q9e. Maintenance of street signs & traffic signals	9.6%	47.9%	27.4%	8.0%	3.7%	3.4%
Q9f. Snow removal on major city streets during past 12 months	13.1%	44.5%	20.5%	10.8%	7.3%	3.8%
Q9g. Snow removal on residential streets during past 12 months	8.3%	30.8%	23.4%	19.6%	13.6%	4.2%
Q9h. Adequacy of city street lighting	12.2%	44.8%	25.2%	10.6%	4.4%	2.8%
Q9i. Accessibility of streets, sidewalks, & bldgs for people with disabilities	6.7%	26.2%	27.6%	10.2%	6.4%	22.8%
Q9j. On-street bicycle infrastructure (bike lanes/signs/sharrows)	4.5%	18.1%	32.1%	16.9%	10.4%	18.0%

ASKED ALL YEAR

WITHOUT DON'T KNOW

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Maintenance of city streets	3.0%	22.3%	29.0%	32.2%	13.4%
Q9b. Maintenance of streets in your neighborhood	6.2%	31.9%	24.7%	23.9%	13.3%
Q9c. Condition of sidewalks in the city	3.2%	21.0%	33.2%	28.8%	13.9%
Q9d. Condition of sidewalks in your neighborhood	6.9%	26.4%	25.5%	23.4%	17.7%
Q9e. Maintenance of street signs & traffic signals	9.9%	49.6%	28.4%	8.3%	3.8%
Q9f. Snow removal on major city streets during past 12 months	13.6%	46.3%	21.3%	11.2%	7.5%
Q9g. Snow removal on residential streets during past 12 months	8.6%	32.2%	24.5%	20.5%	14.2%
Q9h. Adequacy of city street lighting	12.6%	46.1%	26.0%	10.9%	4.5%
Q9i. Accessibility of streets, sidewalks, & bldgs for people with disabilities	8.7%	33.9%	35.8%	13.3%	8.3%
Q9j. On-street bicycle infrastructure (bike lanes/signs/sharrows)	5.5%	22.0%	39.1%	20.7%	12.7%

ASKED ALL YEAR

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

<u>Q10. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city streets	1415	33.6 %
Maintenance of streets in your neighborhood	402	9.5 %
Condition of sidewalks in the city	249	5.9 %
Condition of sidewalks in your neighborhood	324	7.7 %
Maintenance of street signs & traffic signals	46	1.1 %
Snow removal on major city streets during past 12 months	188	4.5 %
Snow removal on residential streets during past 12 months	385	9.1 %
Adequacy of city street lighting	125	3.0 %
Accessibility of streets, sidewalks, & bldgs for people with disabilities	174	4.1 %
On-street bicycle infrastructure (bike lanes/signs/sharrows)	210	5.0 %
None chosen	697	16.5 %
Total	4215	100.0 %

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

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city streets	386	9.2 %
Maintenance of streets in your neighborhood	402	9.5 %
Condition of sidewalks in the city	531	12.6 %
Condition of sidewalks in your neighborhood	411	9.8 %
Maintenance of street signs & traffic signals	130	3.1 %
Snow removal on major city streets during past 12 months	260	6.2 %
Snow removal on residential streets during past 12 months	538	12.8 %
Adequacy of city street lighting	216	5.1 %
Accessibility of streets, sidewalks, & bldgs for people with disabilities	205	4.9 %
On-street bicycle infrastructure (bike lanes/signs/sharrows)	316	7.5 %
None chosen	820	19.5 %
Total	4215	100.0 %

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

<u>Q10. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of city streets	1801	42.7 %
Maintenance of streets in your neighborhood	804	19.1 %
Condition of sidewalks in the city	780	18.5 %
Condition of sidewalks in your neighborhood	735	17.4 %
Maintenance of street signs & traffic signals	176	4.2 %
Snow removal on major city streets during past 12 months	448	10.6 %
Snow removal on residential streets during past 12 months	923	21.9 %
Adequacy of city street lighting	341	8.1 %
Accessibility of streets, sidewalks, & bldgs for people with disabilities	379	9.0 %
On-street bicycle infrastructure (bike lanes/signs/sharrows)	526	12.5 %
None chosen	697	16.5 %
Total	7610	

ASKED ALL YEAR

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Enforcing clean-up of trash & debris on private property	5.0%	20.1%	26.2%	22.5%	13.2%	12.9%
Q11b. Enforcing mowing & cutting of weeds on private property	4.4%	18.7%	26.2%	24.0%	13.3%	13.5%
Q11c. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	4.1%	18.9%	31.5%	21.3%	11.0%	13.3%
Q11d. Enforcing trash, weeds, & exterior maintenance in your neighborhood	7.7%	28.2%	25.7%	17.0%	11.6%	9.8%
Q11e. Boarding up vacant structures that are open to entry	3.3%	13.9%	29.9%	15.5%	9.9%	27.5%
Q11f. Demolishing vacant structures that are in the dangerous building inventory	3.0%	9.8%	24.8%	19.8%	15.2%	27.4%
Q11g. Enforcement of animal code (e.g. animal welfare and pet licensing)	5.3%	24.6%	31.6%	9.2%	7.0%	22.4%
Q11h. Customer service from animal control officers	5.4%	18.8%	28.9%	5.5%	4.2%	37.1%
Q11i. Animal shelter operations & adoption efforts	8.9%	25.5%	26.6%	4.0%	3.0%	32.0%

ASKED ALL YEAR

WITHOUT DON'T KNOW

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

(N=4215)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Enforcing clean-up of trash & debris on private property	5.7%	23.1%	30.1%	25.8%	15.2%
Q11b. Enforcing mowing & cutting of weeds on private property	5.0%	21.6%	30.2%	27.7%	15.4%
Q11c. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	4.7%	21.8%	36.3%	24.5%	12.7%
Q11d. Enforcing trash, weeds, & exterior maintenance in your neighborhood	8.5%	31.3%	28.5%	18.8%	12.9%
Q11e. Boarding up vacant structures that are open to entry	4.6%	19.1%	41.2%	21.4%	13.6%
Q11f. Demolishing vacant structures that are in the dangerous building inventory	4.2%	13.5%	34.2%	27.3%	20.9%
Q11g. Enforcement of animal code (e.g. animal welfare and pet licensing)	6.8%	31.6%	40.8%	11.8%	9.0%
Q11h. Customer service from animal control officers	8.6%	29.9%	46.0%	8.8%	6.8%
Q11i. Animal shelter operations & adoption efforts	13.1%	37.5%	39.2%	5.9%	4.4%

ASKED ALL YEAR

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

<u>Q12. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	977	23.2 %
Enforcing mowing & cutting of weeds on private property	289	6.9 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	310	7.4 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	309	7.3 %
Boarding up vacant structures that are open to entry	295	7.0 %
Demolishing vacant structures that are in the dangerous building inventory	680	16.1 %
Enforcement of animal code (e.g. animal welfare and pet licensing)	151	3.6 %
Customer service from animal control officers	58	1.4 %
Animal shelter operations & adoption efforts	224	5.3 %
None chosen	922	21.9 %
Total	4215	100.0 %

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

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	452	10.7 %
Enforcing mowing & cutting of weeds on private property	621	14.7 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	395	9.4 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	347	8.2 %
Boarding up vacant structures that are open to entry	318	7.5 %
Demolishing vacant structures that are in the dangerous building inventory	590	14.0 %
Enforcement of animal code (e.g. animal welfare and pet licensing)	170	4.0 %
Customer service from animal control officers	89	2.1 %
Animal shelter operations & adoption efforts	187	4.4 %
None chosen	1046	24.8 %
Total	4215	100.0 %

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

<u>Q12. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of trash & debris on private property	1429	33.9 %
Enforcing mowing & cutting of weeds on private property	910	21.6 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	705	16.7 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	656	15.6 %
Boarding up vacant structures that are open to entry	613	14.5 %
Demolishing vacant structures that are in the dangerous building inventory	1270	30.1 %
Enforcement of animal code (e.g. animal welfare and pet licensing)	321	7.6 %
Customer service from animal control officers	147	3.5 %
Animal shelter operations & adoption efforts	411	9.8 %
None chosen	922	21.9 %
Total	7384	

ASKED IN 1Q AND 3Q

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

(N=2144)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Protecting public from new or unusual health threats or communicable disease outbreaks	7.8%	31.8%	26.6%	3.2%	1.0%	29.6%
Q13b. Guarding against food poisoning through restaurant inspections	8.3%	35.8%	26.3%	7.7%	1.9%	20.0%
Q13c. Protecting public from exposure to environmental risks such as air pollution, lead poisoning, rat infestation, & swimming pool contamination	6.9%	30.3%	30.2%	6.2%	1.9%	24.4%
Q13d. Encouraging access to healthy fruits & vegetables & safe places to exercise	8.1%	27.1%	32.0%	10.9%	3.0%	18.8%
Q13e. Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	11.9%	36.2%	28.7%	5.7%	1.7%	15.7%
Q13f. Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	7.8%	24.9%	28.5%	4.6%	2.1%	32.1%
Q13g. Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	9.4%	26.8%	26.6%	4.6%	1.9%	30.6%

ASKED IN 1Q AND 3Q

WITHOUT DON'T KNOW

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

(N=2144)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Protecting public from new or unusual health threats or communicable disease outbreaks	11.1%	45.1%	37.8%	4.6%	1.5%
Q13b. Guarding against food poisoning through restaurant inspections	10.4%	44.8%	32.8%	9.7%	2.4%
Q13c. Protecting public from exposure to environmental risks such as air pollution, lead poisoning, rat infestation, & swimming pool contamination	9.2%	40.1%	40.0%	8.2%	2.5%
Q13d. Encouraging access to healthy fruits & vegetables & safe places to exercise	10.0%	33.4%	39.5%	13.4%	3.7%
Q13e. Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	14.1%	43.0%	34.1%	6.8%	2.0%
Q13f. Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	11.5%	36.7%	42.1%	6.7%	3.0%
Q13g. Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	13.5%	38.7%	38.4%	6.7%	2.8%

ASKED IN 1Q AND 3Q

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

<u>Q14. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Protecting public from new or unusual health threats or communicable disease outbreaks	366	17.1 %
Guarding against food poisoning through restaurant inspections	286	13.3 %
Protecting public from exposure to environmental risks such as air pollution, lead poisoning, rat infestation, & swimming pool contamination	175	8.2 %
Encouraging access to healthy fruits & vegetables & safe places to exercise	231	10.8 %
Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	113	5.3 %
Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	95	4.4 %
Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	335	15.6 %
<u>None chosen</u>	<u>543</u>	<u>25.3 %</u>
Total	2144	100.0 %

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

<u>Q14. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Protecting public from new or unusual health threats or communicable disease outbreaks	168	7.8 %
Guarding against food poisoning through restaurant inspections	238	11.1 %
Protecting public from exposure to environmental risks such as air pollution, lead poisoning, rat infestation, & swimming pool contamination	291	13.6 %
Encouraging access to healthy fruits & vegetables & safe places to exercise	173	8.1 %
Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	189	8.8 %
Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	198	9.2 %
Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	283	13.2 %
<u>None chosen</u>	<u>604</u>	<u>28.2 %</u>
Total	2144	100.0 %

ASKED IN 1Q AND 3Q

Q14. Which TWO of the Health Department Services listed in Question 13 above do you think should receive the MOST EMPHASIS from the City over the next two years? (top 2)

Q14. Sum of top 2 choices	Number	Percent
Protecting public from new or unusual health threats or communicable disease outbreaks	534	24.9 %
Guarding against food poisoning through restaurant inspections	524	24.4 %
Protecting public from exposure to environmental risks such as air pollution, lead poisoning, rat infestation, & swimming pool contamination	466	21.7 %
Encouraging access to healthy fruits & vegetables & safe places to exercise	404	18.8 %
Communicating information regarding public health concerns such as excessive heat, second hand smoke, violence prevention, & maternal & child health	302	14.1 %
Preventing spread of infectious diseases through STD/HIV treatment & prevention services & tuberculosis (TB) & hepatitis control	293	13.7 %
Providing services for families & children such as childhood vaccinations, lead screening, & healthy home inspections	618	28.8 %
None chosen	543	25.3 %
Total	3684	

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

(N=2144)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Ease of utilizing 311 services via phone	19.0%	28.8%	16.7%	3.7%	2.1%	29.6%
Q15b. Ease of utilizing 311 services via web or mobile application	11.4%	20.3%	20.6%	2.8%	1.9%	43.1%
Q15c. Courtesy & professionalism of 311 call takers	19.7%	27.4%	16.9%	2.9%	2.4%	30.7%
Q15d. How well your question or issue was resolved via 311	17.4%	24.0%	18.3%	5.4%	4.5%	30.5%

ASKED IN 1Q AND 3Q

WITHOUT DON'T KNOW

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

(N=2144)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Ease of utilizing 311 services via phone	27.0%	40.9%	23.8%	5.2%	3.0%
Q15b. Ease of utilizing 311 services via web or mobile application	20.0%	35.7%	36.2%	4.8%	3.3%
Q15c. Courtesy & professionalism of 311 call takers	28.4%	39.5%	24.4%	4.2%	3.4%
Q15d. How well your question or issue was resolved via 311	25.0%	34.5%	26.4%	7.7%	6.4%

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

(N=2144)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Availability of information about city programs & services	6.9%	34.3%	32.4%	10.0%	3.5%	12.8%
Q16b. Overall usefulness of city's website	7.2%	29.2%	30.9%	7.2%	2.6%	22.9%
Q16c. Opportunity to engage/provide input into decisions made by city	4.3%	19.0%	35.4%	11.7%	6.6%	23.0%
Q16d. Quality of city video programming including city television channel (Channel 2) & web streaming	4.9%	20.5%	28.5%	3.8%	2.3%	40.0%
Q16e. Content in City's magazine KCMORE	5.1%	17.4%	27.9%	2.2%	1.7%	45.6%
Q16f. City's use of social media	5.2%	15.7%	20.4%	2.4%	1.8%	54.5%

ASKED IN 1Q AND 3Q

WITHOUT DON'T KNOW

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

(N=2144)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Availability of information about city programs & services	7.9%	39.4%	37.2%	11.5%	4.0%
Q16b. Overall usefulness of city's website	9.3%	37.9%	40.1%	9.4%	3.3%
Q16c. Opportunity to engage/provide input into decisions made by city	5.6%	24.7%	45.9%	15.2%	8.6%
Q16d. Quality of city video programming including city television channel (Channel 2) & web streaming	8.2%	34.2%	47.6%	6.3%	3.8%
Q16e. Content in City's magazine KCMORE	9.4%	32.0%	51.3%	4.0%	3.2%
Q16f. City's use of social media	11.4%	34.5%	44.9%	5.3%	3.9%

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

Q17. 1st choice	Number	Percent
Availability of information about city programs & services	704	32.8 %
Overall usefulness of city's website	247	11.5 %
Opportunity to engage/provide input into decisions made by city	413	19.3 %
Quality of city video programming including city television channel (Channel 2) & web streaming	55	2.6 %
Content in City's magazine KCMORE	42	2.0 %
City's use of social media	132	6.2 %
None chosen	551	25.7 %
Total	2144	100.0 %

ASKED IN 1Q AND 3Q

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

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about city programs & services	350	16.3 %
Overall usefulness of city's website	316	14.7 %
Opportunity to engage/provide input into decisions made by city	435	20.3 %
Quality of city video programming including city television channel (Channel 2) & web streaming	106	4.9 %
Content in City's magazine KCMORE	75	3.5 %
City's use of social media	195	9.1 %
<u>None chosen</u>	<u>667</u>	<u>31.1 %</u>
Total	2144	100.0 %

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

<u>Q17. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about city programs & services	1054	49.2 %
Overall usefulness of city's website	563	26.3 %
Opportunity to engage/provide input into decisions made by city	848	39.6 %
Quality of city video programming including city television channel (Channel 2) & web streaming	161	7.5 %
Content in City's magazine KCMORE	117	5.5 %
City's use of social media	327	15.3 %
<u>None chosen</u>	<u>551</u>	<u>25.7 %</u>
Total	3621	

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

<u>Q18. 1st choice</u>	<u>Number</u>	<u>Percent</u>
City website	587	27.4 %
Text messages to mobile	178	8.3 %
Cable Channel 2	207	9.7 %
Twitter/social media	139	6.5 %
City magazine by mail	528	24.6 %
Email notification/release	302	14.1 %
<u>None chosen</u>	<u>203</u>	<u>9.5 %</u>
Total	2144	100.0 %

ASKED IN 1Q AND 3Q

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

Q18. 2nd choice	Number	Percent
City website	344	16.0 %
Text messages to mobile	125	5.8 %
Cable Channel 2	244	11.4 %
Twitter/social media	186	8.7 %
City magazine by mail	393	18.3 %
Email notification/release	459	21.4 %
None chosen	393	18.3 %
Total	2144	100.0 %

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

Q18. Sum of top 2 choices	Number	Percent
City website	931	43.4 %
Text messages to mobile	303	14.1 %
Cable Channel 2	451	21.0 %
Twitter/social media	325	15.2 %
City magazine by mail	921	43.0 %
Email notification/release	761	35.5 %
None chosen	203	9.5 %
Total	3895	

Q19. 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 in last year	Number	Percent
Yes	684	31.9 %
No	1056	49.3 %
Not available on my television	344	16.0 %
Not provided	60	2.8 %
Total	2144	100.0 %

WITHOUT NOT PROVIDED

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

Q19. Have any members of your household watched Channel 2 in last year	Number	Percent
Yes	684	32.8 %
No	1056	50.7 %
Not available on my television	344	16.5 %
Total	2084	100.0 %

ASKED IN 2Q AND 4Q

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

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Maintenance of City parks	14.7%	48.7%	21.7%	3.3%	1.3%	10.3%
Q13b. Quality of facilities such as picnic shelters & playgrounds in city parks	12.4%	43.1%	25.4%	4.8%	1.4%	12.9%
Q13c. Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	12.0%	38.1%	23.8%	3.9%	1.4%	20.7%
Q13d. Maintenance of boulevards & parkways	11.9%	45.1%	26.9%	5.8%	1.8%	8.5%
Q13e. Walking & biking trails in the City	9.4%	32.4%	28.5%	8.9%	2.9%	17.9%
Q13f. City swimming pools & programs	5.6%	20.3%	27.1%	6.7%	3.1%	37.2%
Q13g. City's youth programs & activities	5.3%	18.4%	25.7%	7.5%	2.9%	40.1%
Q13h. Maintenance & appearance of City community centers	7.0%	27.9%	27.2%	3.8%	1.5%	32.6%
Q13i. Programs & activities at City community centers	5.8%	23.3%	26.8%	5.0%	2.3%	36.8%
Q13j. Tree trimming & other tree care along city streets & other public areas	6.8%	30.7%	29.9%	16.2%	6.1%	10.4%
Q13k. Quality of communication from Parks & Recreation	6.2%	23.0%	31.2%	6.6%	3.9%	29.1%
Q13l. Quality of customer service from Parks & Recreation employees	6.3%	22.0%	29.2%	4.0%	2.4%	36.2%

ASKED IN 2Q AND 4Q

WITHOUT DON'T KNOW

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

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Maintenance of City parks	16.4%	54.3%	24.2%	3.7%	1.5%
Q13b. Quality of facilities such as picnic shelters & playgrounds in city parks	14.2%	49.5%	29.2%	5.5%	1.6%
Q13c. Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	15.2%	48.1%	30.0%	4.9%	1.8%
Q13d. Maintenance of boulevards & parkways	13.0%	49.3%	29.4%	6.3%	2.0%
Q13e. Walking & biking trails in the City	11.4%	39.5%	34.7%	10.8%	3.6%
Q13f. City swimming pools & programs	9.0%	32.3%	43.1%	10.7%	4.9%
Q13g. City's youth programs & activities	8.9%	30.7%	43.0%	12.5%	4.9%
Q13h. Maintenance & appearance of City community centers	10.3%	41.4%	40.4%	5.7%	2.2%
Q13i. Programs & activities at City community centers	9.2%	36.9%	42.4%	7.9%	3.6%
Q13j. Tree trimming & other tree care along city streets & other public areas	7.5%	34.2%	33.4%	18.0%	6.8%
Q13k. Quality of communication from Parks & Recreation	8.7%	32.5%	44.0%	9.3%	5.4%
Q13l. Quality of customer service from Parks & Recreation employees	9.8%	34.5%	45.7%	6.2%	3.8%

ASKED IN 2Q AND 4Q

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

Q14. 1st choice	Number	Percent
Maintenance of City parks	289	14.0 %
Quality of facilities such as picnic shelters & playgrounds in city parks	89	4.3 %
Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	55	2.7 %
Maintenance of boulevards & parkways	156	7.5 %
Walking & biking trails in the City	174	8.4 %
City swimming pools & programs	59	2.8 %
City's youth programs & activities	235	11.3 %
Maintenance & appearance of City community centers	23	1.1 %
Programs & activities at City community centers	39	1.9 %
Tree trimming & other tree care along city streets & other public areas	299	14.4 %
Quality of communication from Parks & Recreation	65	3.1 %
Quality of customer service from Parks & Recreation employees	17	0.8 %
None chosen	571	27.6 %
Total	2071	100.0 %

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

Q14. 2nd choice	Number	Percent
Maintenance of City parks	139	6.7 %
Quality of facilities such as picnic shelters & playgrounds in city parks	148	7.1 %
Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	59	2.8 %
Maintenance of boulevards & parkways	148	7.1 %
Walking & biking trails in the City	141	6.8 %
City swimming pools & programs	102	4.9 %
City's youth programs & activities	178	8.6 %
Maintenance & appearance of City community centers	46	2.2 %
Programs & activities at City community centers	115	5.6 %
Tree trimming & other tree care along city streets & other public areas	197	9.5 %
Quality of communication from Parks & Recreation	56	2.7 %
Quality of customer service from Parks & Recreation employees	54	2.6 %
None chosen	688	33.2 %
Total	2071	100.0 %

ASKED IN 2Q AND 4Q

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

Q14. Sum of top 2 choices	Number	Percent
Maintenance of City parks	428	20.7 %
Quality of facilities such as picnic shelters & playgrounds in city parks	237	11.4 %
Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	114	5.5 %
Maintenance of boulevards & parkways	304	14.7 %
Walking & biking trails in the City	315	15.2 %
City swimming pools & programs	161	7.8 %
City's youth programs & activities	413	19.9 %
Maintenance & appearance of City community centers	69	3.3 %
Programs & activities at City community centers	154	7.4 %
Tree trimming & other tree care along city streets & other public areas	496	23.9 %
Quality of communication from Parks & Recreation	121	5.8 %
Quality of customer service from Parks & Recreation employees	71	3.4 %
None chosen	571	27.6 %
Total	3454	

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

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Overall quality of trash collection services	26.4%	50.2%	11.4%	5.6%	2.5%	4.0%
Q15b. Overall quality of curbside recycling services	26.3%	45.2%	13.1%	5.7%	3.0%	6.7%
Q15c. Overall quality of recycling drop-off centers	13.7%	31.9%	22.8%	5.4%	2.6%	23.6%
Q15d. Overall quality of bulky item pick-up services	12.7%	31.8%	21.4%	11.5%	6.5%	16.1%
Q15e. Overall quality of leaf & brush pick-up services	12.0%	32.2%	23.6%	10.6%	6.5%	15.1%
Q15f. Overall quality of leaf & brush drop-off centers	10.8%	28.4%	23.9%	5.7%	2.9%	28.3%
Q15g. Overall cleanliness of city streets & other public areas	7.5%	33.6%	29.6%	17.7%	7.0%	4.5%
Q15h. City efforts to clean-up illegal dumping sites	4.7%	16.3%	22.9%	19.7%	11.2%	25.2%

ASKED IN 2Q AND 4Q

WITHOUT DON'T KNOW

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

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Overall quality of trash collection services	27.5%	52.2%	11.9%	5.8%	2.6%
Q15b. Overall quality of curbside recycling services	28.1%	48.4%	14.0%	6.2%	3.3%
Q15c. Overall quality of recycling drop-off centers	17.9%	41.8%	29.8%	7.1%	3.4%
Q15d. Overall quality of bulky item pick-up services	15.1%	37.9%	25.5%	13.7%	7.7%
Q15e. Overall quality of leaf & brush pick-up services	14.1%	37.9%	27.8%	12.5%	7.6%
Q15f. Overall quality of leaf & brush drop-off centers	15.1%	39.6%	33.3%	7.9%	4.0%
Q15g. Overall cleanliness of city streets & other public areas	7.9%	35.2%	31.1%	18.5%	7.3%
Q15h. City efforts to clean-up illegal dumping sites	6.3%	21.7%	30.6%	26.4%	15.0%

ASKED IN 2Q AND 4Q

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

Q16. 1st choice	Number	Percent
Overall quality of trash collection services	220	10.6 %
Overall quality of curbside recycling services	120	5.8 %
Overall quality of recycling drop-off centers	58	2.8 %
Overall quality of bulky item pick-up services	214	10.3 %
Overall quality of leaf & brush pick-up services	141	6.8 %
Overall quality of leaf & brush drop-off centers	13	0.6 %
Overall cleanliness of city streets & other public areas	404	19.5 %
City efforts to clean-up illegal dumping sites	445	21.5 %
None chosen	456	22.0 %
Total	2071	100.0 %

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

Q16. 2nd choice	Number	Percent
Overall quality of trash collection services	103	5.0 %
Overall quality of curbside recycling services	162	7.8 %
Overall quality of recycling drop-off centers	59	2.8 %
Overall quality of bulky item pick-up services	171	8.3 %
Overall quality of leaf & brush pick-up services	139	6.7 %
Overall quality of leaf & brush drop-off centers	57	2.8 %
Overall cleanliness of city streets & other public areas	357	17.2 %
City efforts to clean-up illegal dumping sites	443	21.4 %
None chosen	580	28.0 %
Total	2071	100.0 %

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

Q16. Sum of top 2 choices	Number	Percent
Overall quality of trash collection services	323	15.6 %
Overall quality of curbside recycling services	282	13.6 %
Overall quality of recycling drop-off centers	117	5.6 %
Overall quality of bulky item pick-up services	385	18.6 %
Overall quality of leaf & brush pick-up services	280	13.5 %
Overall quality of leaf & brush drop-off centers	70	3.4 %
Overall cleanliness of city streets & other public areas	761	36.7 %
City efforts to clean-up illegal dumping sites	888	42.9 %
None chosen	456	22.0 %
Total	3562	

ASKED IN 2Q AND 4Q

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

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a. Ease of moving through airport security	26.6%	35.3%	17.2%	4.3%	1.8%	14.8%
Q17b. Availability of parking	23.9%	34.4%	17.6%	7.2%	2.8%	14.1%
Q17c. Food, beverage, & other concessions	11.5%	26.5%	25.1%	13.8%	7.1%	16.0%
Q17d. Cleanliness of facilities	21.2%	40.0%	20.4%	3.9%	1.4%	13.1%

WITHOUT DON'T KNOW

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

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Ease of moving through airport security	31.2%	41.5%	20.2%	5.1%	2.1%
Q17b. Availability of parking	27.8%	40.0%	20.5%	8.4%	3.3%
Q17c. Food, beverage, & other concessions	13.7%	31.5%	29.9%	16.4%	8.5%
Q17d. Cleanliness of facilities	24.4%	46.0%	23.4%	4.5%	1.7%

ASKED IN 2Q AND 4Q

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

Q18. 1st choice	Number	Percent
Ease of moving through airport security	588	28.4 %
Availability of parking	279	13.5 %
Food, beverage, & other concessions	384	18.5 %
Cleanliness of facilities	131	6.3 %
None chosen	689	33.3 %
Total	2071	100.0 %

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

Q18. 2nd choice	Number	Percent
Ease of moving through airport security	218	10.5 %
Availability of parking	448	21.6 %
Food, beverage, & other concessions	262	12.7 %
Cleanliness of facilities	337	16.3 %
None chosen	806	38.9 %
Total	2071	100.0 %

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

Q18. Sum of top 2 choices	Number	Percent
Ease of moving through airport security	806	38.9 %
Availability of parking	727	35.1 %
Food, beverage, & other concessions	646	31.2 %
Cleanliness of facilities	468	22.6 %
None chosen	689	33.3 %
Total	3336	

ASKED IN 2Q AND 4Q

Q19. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri:

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Condition of catch basins (storm drains) in your neighborhood	8.3%	33.8%	23.6%	14.9%	6.6%	12.8%
Q19b. Timeliness of water/sewer line break repairs	6.5%	24.0%	26.9%	12.7%	6.5%	23.4%
Q19c. Quality of Water Services customer service	10.2%	31.9%	25.0%	8.0%	6.5%	18.5%

WITHOUT DON'T KNOW

Q19. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri: (without "don't know")

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Condition of catch basins (storm drains) in your neighborhood	9.5%	38.8%	27.0%	17.1%	7.5%
Q19b. Timeliness of water/sewer line break repairs	8.5%	31.3%	35.2%	16.5%	8.4%
Q19c. Quality of Water Services customer service	12.5%	39.1%	30.6%	9.8%	8.0%

ASKED IN 2Q AND 4Q

Q20. Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri:

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20a. Overall quality of leadership provided by city's elected officials	13.7%	37.4%	26.0%	9.9%	4.3%	8.7%
Q20b. Overall effectiveness of city manager & appointed staff	10.9%	34.4%	27.9%	9.5%	4.2%	13.0%
Q20c. How ethically city conducts business	9.7%	28.7%	28.5%	9.8%	5.9%	17.5%

WITHOUT DON'T KNOW

Q20. Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri: (without "don't know")

(N=2071)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a. Overall quality of leadership provided by city's elected officials	15.0%	40.9%	28.5%	10.9%	4.7%
Q20b. Overall effectiveness of city manager & appointed staff	12.5%	39.5%	32.1%	10.9%	4.9%
Q20c. How ethically city conducts business	11.7%	34.8%	34.5%	11.9%	7.1%

ASKED ALL YEAR

Q21a. Do you have any children in the following age groups who live in Kansas City, Missouri?

Q21a. Do you have any children in following age groups who live in Kansas City, Missouri	Number	Percent
No children/No children in KCMO	3028	71.8 %
Ages 0-5	391	9.3 %
Ages 6-13	557	13.2 %
Ages 14-17	372	8.8 %
Not provided	112	2.7 %
Total	4460	

WITHOUT NOT PROVIDED

Q21a. Do you have any children in the following age groups who live in Kansas City, Missouri? (without "not provided")

Q21a. Do you have any children in following age groups who live in Kansas City, Missouri	Number	Percent
No children/No children in KCMO	3028	73.8 %
Ages 0-5	391	9.5 %
Ages 6-13	557	13.6 %
Ages 14-17	372	9.1 %
Total	4348	

Q21b. If you have children living in Kansas City, Missouri, what type of K-12 school do your children attend?

Q21b. What type of K-12 school do your children attend	Number	Percent
Yes-public	564	52.5 %
Yes-charter	104	9.7 %
Yes-private	197	18.3 %
Yes-other	77	7.2 %
Not provided	65	6.0 %
Total	1007	

WITHOUT NOT PROVIDED

Q21b. If you have children living in Kansas City, Missouri, what type of K-12 school do your children attend? (without "not provided")

Q21b. What type of K-12 school do your children attend	Number	Percent
Yes-public	564	55.8 %
Yes-charter	104	10.3 %
Yes-private	197	19.5 %
Yes-other	77	7.6 %
Total	942	

ASKED ALL YEAR

Q21c. If you have children in Kansas City, Missouri, how would you grade the quality of the school your children attend?

Q21c. How would you grade quality of school your children attend	Number	Percent
Excellent	361	33.6 %
Good	266	24.7 %
Average	118	11.0 %
Poor	60	5.6 %
Failing	55	5.1 %
Not provided	215	20.0 %
Total	1075	100.0 %

WITHOUT NOT PROVIDED

Q21c. If you have children in Kansas City, Missouri, how would you grade the quality of the school your children attend? (without "not provided")

Q21c. How would you grade quality of school your children attend	Number	Percent
Excellent	361	42.0 %
Good	266	30.9 %
Average	118	13.7 %
Poor	60	7.0 %
Failing	55	6.4 %
Total	860	100.0 %

ASKED ALL YEAR

Q22. Please answer the following questions by circling YES or NO.

(N=4215)

	Yes	No	Not provided
Q22a. Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during last year	13.9%	85.5%	0.6%
Q22b. Have you had contact with a KCPD police officer during last year	42.1%	57.5%	0.5%
Q22c. Have any members of your household used Kansas City, Missouri, ambulance service in last year	12.4%	87.2%	0.5%
Q22d. Have you or anyone in your household contacted city's 311 Call Center in last year	52.7%	46.8%	0.5%
Q22e. Have you visited city's website (kcmo.gov) in last year	55.0%	44.5%	0.5%
Q22f. Have you used bulky item pick-up service in last year	38.7%	60.8%	0.4%
Q22g. Have you or anyone in your household visited a Kansas City, Missouri, community center in last year	25.8%	73.8%	0.4%
Q22h. Have any members of your household visited any parks in Kansas City, Missouri, in last year	77.6%	22.0%	0.5%
Q22i. Have you used public transportation in Kansas City, Missouri in last year	24.6%	74.9%	0.5%
Q22j. Do you have regular access to internet at home	82.3%	17.1%	0.5%
Q22k. Have you had contact with Municipal Court in last year	19.8%	79.7%	0.5%
Q22l. Have you visited Kansas City International Airport in last year	71.8%	27.8%	0.4%
Q22m. Have you contacted Water Services regarding your account in last year	36.4%	63.1%	0.5%
Q22n. Do you own at least one cat or dog	47.6%	51.8%	0.5%

ASKED ALL YEAR

WITHOUT NOT PROVIDED

Q22. Please answer the following questions by circling YES or NO. (without "not provided")

(N=4215)

	Yes	No
Q22a. Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during last year	14.0%	86.0%
Q22b. Have you had contact with a KCPD police officer during last year	42.3%	57.7%
Q22c. Have any members of your household used Kansas City, Missouri, ambulance service in last year	12.4%	87.6%
Q22d. Have you or anyone in your household contacted city's 311 Call Center in last year	53.0%	47.0%
Q22e. Have you visited city's website (kcmo.gov) in last year	55.3%	44.7%
Q22f. Have you used bulky item pick-up service in last year	38.9%	61.1%
Q22g. Have you or anyone in your household visited a Kansas City, Missouri, community center in last year	25.9%	74.1%
Q22h. Have any members of your household visited any parks in Kansas City, Missouri, in last year	77.9%	22.1%
Q22i. Have you used public transportation in Kansas City, Missouri in last year	24.7%	75.3%
Q22j. Do you have regular access to internet at home	82.8%	17.2%
Q22k. Have you had contact with Municipal Court in last year	19.9%	80.1%
Q22l. Have you visited Kansas City International Airport in last year	72.1%	27.9%
Q22m. Have you contacted Water Services regarding your account in last year	36.6%	63.4%
Q22n. Do you own at least one cat or dog	47.9%	52.1%

ASKED ALL YEAR

Q23. How often does your household use the City's curbside recycling services?

Q23. How often does your household use city's curbside recycling services	Number	Percent
Weekly	3164	75.1 %
Bi-weekly	161	3.8 %
Monthly	101	2.4 %
Never	379	9.0 %
Not available at my residence	367	8.7 %
Not provided	43	1.0 %
Total	4215	100.0 %

WITHOUT NOT PROVIDED

Q23. How often does your household use the City's curbside recycling services? (without "not provided")

Q23. How often does your household use city's curbside recycling services	Number	Percent
Weekly	3164	75.8 %
Bi-weekly	161	3.9 %
Monthly	101	2.4 %
Never	379	9.1 %
Not available at my residence	367	8.8 %
Total	4172	100.0 %

Q24. Do you think you will be living in Kansas City, Missouri, five years from now?

Q24. Will you be living in Kansas City, Missouri, five years from now	Number	Percent
Yes	3503	83.1 %
No	610	14.5 %
Not provided	102	2.4 %
Total	4215	100.0 %

WITHOUT NOT PROVIDED

Q24. Do you think you will be living in Kansas City, Missouri, five years from now? (without "not provided")

Q24. Will you be living in Kansas City, Missouri, five years from now	Number	Percent
Yes	3503	85.2 %
No	610	14.8 %
Total	4113	100.0 %

ASKED ALL YEAR

Q25. 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	3415	81.0 %
Rent	756	17.9 %
Not provided	44	1.0 %
Total	4215	100.0 %

WITHOUT NOT PROVIDED

Q25. Do you own or rent your current residence? (without "not provided")

<u>Q25. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	3415	81.9 %
Rent	756	18.1 %
Total	4171	100.0 %

Q26. What type of dwelling do you live in?

<u>Q26. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	3437	81.5 %
Duplex or townhome	246	5.8 %
Apartment or condominium building	452	10.7 %
Other	57	1.4 %
Not provided	23	0.5 %
Total	4215	100.0 %

WITHOUT NOT PROVIDED

Q26. What type of dwelling do you live in? (without "not provided")

<u>Q26. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	3437	82.0 %
Duplex or townhome	246	5.9 %
Apartment or condominium building	452	10.8 %
Other	57	1.4 %
Total	4192	100.0 %

ASKED ALL YEAR

Q26. Other

<u>Q26. Other</u>	<u>Number</u>	<u>Percent</u>
MOBILE HOME	1	33.3 %
SENIOR RSIDENCES	1	33.3 %
TRAILOR HOUSE	1	33.3 %
Total	3	100.0 %

Q27. Approximately how many years have you lived in Kansas City, Missouri?

<u>Q27. How many years have you lived in Kansas City, Missouri</u>	<u>Number</u>	<u>Percent</u>
5 or less	523	12.7 %
6 to 10	413	10.1 %
11 to 15	341	8.3 %
16 to 20	355	8.6 %
21 to 30	599	14.6 %
31+	1876	45.7 %
Total	4107	100.0 %

Q28. Which of the following best describes your race/ethnicity?

<u>Q28. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	86	2.0 %
White	2807	66.6 %
American Indian/Eskimo	72	1.7 %
Black/African American	1023	24.3 %
Other	224	5.3 %
Not provided	90	2.1 %
Total	4302	

WITHOUT NOT PROVIDED

Q28. Which of the following best describes your race/ethnicity? (without "not provided")

<u>Q28. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
White	2807	68.0 %
Black/African American	1023	24.8 %
Other	224	5.4 %
Asian/Pacific Islander	86	2.1 %
American Indian/Eskimo	72	1.7 %
Total	4212	

ASKED ALL YEAR

Q28. Other

Q28. Other	Number	Percent
HISPANIC	67	50.4 %
MIXED	7	5.3 %
MEXICAN AMERICAN	6	4.5 %
LATINO	5	3.8 %
MIDDLE EASTERN	3	2.3 %
MEXICAN	3	2.3 %
EUROPEAN AMERICAN	3	2.3 %
HEBREW	2	1.5 %
INDIAN	2	1.5 %
AMERICAN	2	1.5 %
NATIVE AMERICAN	2	1.5 %
HISPANIC/LATINO	2	1.5 %
ITALIAN	2	1.5 %
IRISH, INDIAN	1	0.8 %
IRISH/GERMAN	1	0.8 %
PAKISTANI	1	0.8 %
HISPANIC/WHITE	1	0.8 %
JEWISH	1	0.8 %
FRENCH	1	0.8 %
IRANIAN AMERICAN	1	0.8 %
EUROPEAN AMERICAN	1	0.8 %
VICTIMS PROTECT PRG	1	0.8 %
N AFRICAN	1	0.8 %
HONDURAN	1	0.8 %
IRISH AMERICAN	1	0.8 %
CAUCASIAN	1	0.8 %
FRENCH/ENGLISH	1	0.8 %
FRENCH/IRISH	1	0.8 %
RUSSIAN	1	0.8 %
SPANISH	1	0.8 %
BLACK/WHITE	1	0.8 %
TRINIDADIAN	1	0.8 %
PORTGUESE	1	0.8 %
SCOTCH IRISH/GERMAN	1	0.8 %
EUROPEAN	1	0.8 %
CHEROKEE	1	0.8 %
PROFESSIONAL	1	0.8 %
ITALIAN/IRISH	1	0.8 %
PUERTO RICAN	1	0.8 %
VIET NAMESE	1	0.8 %
Total	133	100.0 %

ASKED ALL YEAR

Q29. Are you of Hispanic, Latino, or other Spanish ancestry?

Q29. Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	340	8.1 %
No	3738	88.7 %
Not provided	137	3.3 %
Total	4215	100.0 %

WITHOUT NOT PROVIDED

Q29. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")

Q29. Hispanic, Latino, or other Spanish ancestry	Number	Percent
Yes	340	8.3 %
No	3738	91.7 %
Total	4078	100.0 %

Q30. Would you say your total annual household income is:

Q30. Your total annual household income	Number	Percent
Under \$30K	880	20.9 %
\$30K to \$59,999	1060	25.1 %
\$60K to \$99,999	954	22.6 %
\$100K+	956	22.7 %
Not provided	365	8.7 %
Total	4215	100.0 %

WITHOUT NOT PROVIDED

Q30. Would you say your total annual household income is: (without "not provided")

Q30. Your total annual household income	Number	Percent
Under \$30K	880	22.9 %
\$30K to \$59,999	1060	27.5 %
\$60K to \$99,999	954	24.8 %
\$100K+	956	24.8 %
Total	3850	100.0 %

ASKED ALL YEAR

Q31. What is your age?

<u>Q31. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24	117	2.8 %
25-34	675	16.0 %
35-44	827	19.6 %
45-54	864	20.5 %
55-64	921	21.9 %
65+	717	17.0 %
Not provided	94	2.2 %
Total	4215	100.0 %

WITHOUT NOT PROVIDED

Q31. What is your age? (without "not provided")

<u>Q31. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24	117	2.8 %
25-34	675	16.4 %
35-44	827	20.1 %
45-54	864	21.0 %
55-64	921	22.3 %
65+	717	17.4 %
Total	4121	100.0 %

Q32. Your gender:

<u>Q32. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	2025	48.0 %
Female	2190	52.0 %
Total	4215	100.0 %

Section 5:
Survey Instrument



City of Kansas City, Missouri

Office of the Mayor

Office of the City Manager

Dear Kansas City Resident:

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

Please complete and return the survey in the enclosed postage-paid envelope. If you prefer to complete the survey online, you can do so at the following web address: <http://www.kcmosurvey.org>. We contract with ETC Institute to administer this survey – they are a national leader in citizen survey administration and data analysis whose extensive experience allows Kansas City to compare ourselves to other large U.S. cities and metropolitan communities.

A summary report of survey results will be published and made available to the public. Any information that could be used to identify 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
H.	Physical appearance of your neighborhood	5	4	3	2	1	9

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

Satisfaction with the Overall Quality of City Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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 question 3 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 trash 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 trash, weeds, and exterior maintenance in YOUR neighborhood	5	4	3	2	1	9
E.	Boarding up vacant structures that are open to entry	5	4	3	2	1	9
F.	Demolishing vacant structures that are in the dangerous building inventory	5	4	3	2	1	9
G.	Enforcement of animal code (e.g. animal welfare and pet licensing)	5	4	3	2	1	9
H.	Customer service from animal control officers	5	4	3	2	1	9
I.	Animal shelter operations and adoption efforts	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 communicable disease 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, rat infestation, and swimming pool contamination	5	4	3	2	1	9
D.	Encouraging access to healthy fruits and vegetables and safe places to exercise	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 STD/HIV treatment and prevention services and tuberculosis (TB) and hepatitis control	5	4	3	2	1	9
G.	Providing services for families and children such as childhood vaccinations, lead screening, and healthy home inspections	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 or mobile application	5	4	3	2	1	9
C.	Courtesy and professionalism of 311 call takers	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.	Opportunity to engage/provide input into decisions made by the city	5	4	3	2	1	9
D.	Quality of city video programming including city television channel (Channel 2) and web streaming	5	4	3	2	1	9
E.	The content in the City's magazine KCMORE	5	4	3	2	1	9
F.	The city's use of social media	5	4	3	2	1	9

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

1st: _____ 2nd: _____

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

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

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 (APR)

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 recycling drop-off centers	5	4	3	2	1	9
D.	Overall quality of bulky item pick-up services	5	4	3	2	1	9
E.	Overall quality of leaf and brush pick-up services	5	4	3	2	1	9
F.	Overall quality of leaf and brush drop-off centers	5	4	3	2	1	9
G.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
H.	City efforts to clean-up illegal dumping sites	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.	Food, beverage, and other concessions	5	4	3	2	1	9
D.	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	YES – Charter	YES – Private	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 you had contact with a KCPD police officer during the last year?	YES	NO
C.	Have any members of your household used the Kansas City, Missouri, ambulance service in the last year?	YES	NO
D.	Have you or anyone in your household contacted the city's 311 Call Center in the last year?	YES	NO
E.	Have you visited the city's website (kcmo.gov) in the last year?	YES	NO
F.	Have you used the bulky item pick-up service in the last year?	YES	NO
G.	Have you or anyone in your household visited a Kansas City, Missouri, community center in the last year?	YES	NO
H.	Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	YES	NO
I.	Have you used public transportation in Kansas City, Missouri in the last year?	YES	NO
J.	Do you have regular access to the internet at home?	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.	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. What type of dwelling do you live in?

___(1) Single family house (detached from other houses) ___(3) Apartment or condominium building
___(2) Duplex or townhome ___(4) Other

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

28. 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

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

30. 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

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

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

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

34. What is your home zip code: _____

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

This concludes the survey. Thank you for your time!

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