

**Performance Audit
Kansas City Citizen Survey Report
Fiscal Year 2011**

August 2011

City Auditor's Office

City of Kansas City, Missouri



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Honorable Mayor and Members of the City Council:

This report provides the annual compilation of results from our quarterly satisfaction surveys completed by 4,978 residents during fiscal year 2011. This report also includes survey results from metropolitan area communities, large regional U.S. cities, and a national survey to provide city leaders with some context and comparisons for citizen satisfaction with services provided by Kansas City, Missouri, and similar services provided in other cities and communities.

Kansas Citizens' overall satisfaction with city services improved this year. Residents' satisfaction with 19 of 70 services had statistically significant increases this year while only 6 had statistically significant decreases compared to last year's results.

Fire protection and rescue services was again the top rated city service. More than 70 percent of respondents were also satisfied or very satisfied with the overall quality of police, fire, and ambulance services; how quickly fire and EMS personnel respond to emergencies; the city's airport facilities; and the ambulance service. The overall quality of the city's bulky item pickup services and the quality of the city's outdoor athletic fields had the largest satisfaction increases (10 percentage points) this year.

The overall effectiveness of appointed boards and commissions and the overall quality of leadership provided by elected officials were the two lowest rated services. Additionally, less than 23 percent of respondents were satisfied or very satisfied with the smoothness of city streets; enforcement and prosecution of illegal dumping; and enforcement of mowing and weed cutting on private property. The overall quality of city water utilities and timeliness of the removal of abandoned vehicles from public property had the largest satisfaction decreases (6 percentage points) this year.

The survey results confirm the continuing importance that citizens place on basic services. Maintenance of city streets, buildings, and facilities continues to receive respondents' highest rating for a major service area that should receive added emphasis from city leaders and one of the lowest satisfaction scores among the major city services. Code enforcement activities, stormwater management, and public transportation were also identified as major service areas needing more emphasis over the next two years.

Compared to the metropolitan area communities and national survey results for cities with populations greater than 250,000, Kansas Citizens' satisfaction was higher for only 4 of 50 benchmarked services. Citizen satisfaction with public transportation and recycling collection services was higher than the metropolitan area average and satisfaction with the quality of customer service received from city employees and the overall flow of traffic was higher than the national survey results. Additionally,

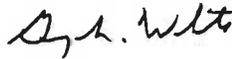
citizen satisfaction with public safety services (police, fire, and ambulance) was higher than the large regional U.S. cities average while the other four benchmarked services were lower.

Over half of those surveyed were satisfied with the overall quality of life in the city and respondents' satisfaction with the city's image reflected a statistically significant increase (7 percentage points) over last year. The majority of respondents rated the city as a good or excellent place to live (68%) and work (62%) and half rated the city as a good or excellent place to raise children. Compared to last year, a statistically significant greater number of respondents reported feeling safe in city parks at night and downtown during the day and night.

A higher percentage of Kansas Citians rated the city as a good or excellent place to work than the metropolitan area average and satisfaction with the overall quality of services provided by the city was higher than the national results.

About 83 percent of the respondents replied "Yes" when asked if they thought they would be living in Kansas City, Missouri, in five years.

We hope this report encourages public discussion about performance, city goals, and resident expectations. The audit team for this project was Jason Phillips, Vivien Zhi, and Douglas Jones.



Gary L. White
City Auditor

Kansas City Citizen Survey Report Fiscal Year 2011

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Introduction

Objectives

The purpose of this report is to compile and present annual results from quarterly citizen satisfaction surveys conducted in fiscal year 2011 and to encourage public discussion about city performance, city goals, and residents' expectations for performance.

We conducted this performance audit pursuant to Article II, Section 216 of the Charter of Kansas City, Missouri, which establishes the Office of the City Auditor and outlines the city auditor's primary duties and Resolution 090340¹, which requires the city auditor to prepare quarterly citizen satisfaction surveys and report the results to Mayor and City Council.

A performance audit provides assurance or conclusions based on an evaluation of sufficient, appropriate evidence against stated criteria. Performance audits provide objective analysis so that management and those charged with governance and oversight can use the information to improve program performance and operations, reduce costs, facilitate decision making, and contribute to public accountability.²

Scope and Background

We contracted with ETC Institute, a market research firm, to conduct a survey to measure citizen satisfaction with city services and identify which services citizens think should receive the most emphasis over the next two years; and to provide results from other metropolitan area communities, large regional U.S. cities, and a national survey.

During fiscal year 2011, our survey contractor conducted quarterly surveys in June 2010; September 2010; December 2010; and March 2011. Over the last fiscal year, residents from 4,978 households completed the survey. The overall response rate was 62 percent. The survey results citywide have a 95 percent confidence level and a margin of error of up to +/- 1.38 percent. (See Appendix A for a description of our methodology.)

We compare citizen satisfaction with services provided by Kansas City, Missouri, and similar services provided in other cities and communities to

¹ Resolution 090340, April 30, 2009.

² Comptroller General of the United States, *Government Auditing Standards* (Washington, DC: U.S. Government Printing Office, 2007), p. 17.

provide city leaders with some context for the survey results. We use the survey results from the metropolitan area communities, large regional U.S. cities, and national survey results for cities with populations greater than 250,000 for these comparisons. We also report survey results by four geographic areas in the city.

We conducted this performance audit in accordance with generally accepted government auditing standards. Those standards require that we plan and perform the audit to obtain sufficient, appropriate evidence to provide a reasonable basis for our findings and conclusions based on our audit objectives. We believe that the evidence obtained provides a reasonable basis for our findings and conclusions based on our audit objectives. No information was omitted from this report because it was deemed privileged or confidential.

How to Read the Survey Graphs

We show the citywide results of citizen surveys for calendar years 2005 through 2008 and fiscal years 2010 through 2011.³ The results exclude “Don’t Know” responses. The graphs and tables throughout the report generally show the percent of respondents reporting that they are “satisfied” or “very satisfied” with a service. The graphs show the results of the current year and compare results over time. We also note if the change in results between surveys was statistically significant.⁴ See Appendix B for the survey results.

In the fiscal year 2011 survey, 47 percent of the respondents were satisfied or very satisfied with the quality of services provided by the city.

You can see whether satisfaction with a service experienced a statistically significant change compared to the prior year’s survey. An up arrow indicates a statistically significant increase and a down arrow indicates a statistically significant decrease. No arrow means there was either no change or the change was not statistically significant.

Question	2005-2008, 2010-2011	Satisfied/Very Satisfied	Statistically Significant Change 2010 to 2011
Overall quality of services provided by the City of Kansas City, Missouri	■■■■■■■	47%	↑
Overall quality of city water utilities	■■■■■■■	52%	↓
Quality of facilities such as picnic shelters and playgrounds in city parks	■	50%	

You can look at responses over time.

Satisfaction with the quality of park facilities only has one bar because we asked this question for the first time in fiscal year 2011.

³ Due to the change to conducting quarterly surveys, we did not prepare a report for calendar year 2009.

⁴ A result is considered statistically significant if it is unlikely to have occurred by chance.

Appendix C shows the fiscal year 2011 survey results by four geographic areas of the city – north, south, east, and west – and citywide. See page 43 for a map showing these areas.

We compare respondents' use or non-use of a service to their opinion about the related service or other services to determine the impact on satisfaction. These cross tabulations show differences between respondents who experienced or used a city service and those who had not.

This is an experience question. Some tables may have more than one experience question that touch on a number of the same services.

	<i>Have you called the police in the last year?</i>		<i>Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?</i>	
	Yes	No	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with...</i>				
...the quality of local police protection	57%	66%	45%	66%
...how quickly police respond to emergencies	53%	59%	44%	59%
<i>Respondents indicating they felt safe or very safe...</i>				
...at home during the day	76%	87%	69%	86%
...in their neighborhood at night	51%	67%	42%	65%

These are the questions asking about satisfaction with a service related to the experience question.

Of the respondents answering "Yes" when asked whether they had called the police, 53% said they were satisfied or very satisfied with how quickly police respond to emergencies. Of the respondents answering "No" when asked whether they had called the police, 59% said they were satisfied or very satisfied with how quickly police respond to emergencies.

Survey Results

Summary

Citizens' overall perceptions of the city improved. Fifty-three percent of respondents indicated they were satisfied with the overall quality of life in the city. Satisfaction with the overall quality of city services, city image, and value received for tax dollars and fees all experienced statistically significant increases this year. The percent of respondents rating the city as a good or excellent place to live, work, or raise children showed some improvement compared to last year. Eighty-three percent of respondents thought they would be living in Kansas City, Missouri, in five years.

Kansas Citizens' overall satisfaction with city services also improved this year. Satisfaction scores for 19 of 70 services had statistically significant increases and fewer services (6) had statistically significant decreases compared to last year's survey results (12).

Citizens continue to think maintenance should receive more emphasis from city leaders. Among the major city service categories, maintenance of city streets, buildings, and facilities continues to receive the lowest satisfaction score and the highest emphasis rating from citizens. Other major city services with low satisfaction and high citizen emphasis include stormwater management, codes enforcement, and public transportation.

Satisfaction with maintenance, streets, and solid waste services showed some improvement this year. The overall quality of the city's bulky item pick-up services was one of two services with the largest increase (10 percentage points) in satisfaction this year. Four services in this area experienced statistically significant improved scores and one service had a statistically significant decrease this year. Although there has been some improvement, a number of these services have satisfaction scores below 40 percent.

Satisfaction with public safety services was mixed this year, but respondents reported feeling safer. Although fire protection and rescue services was the top rated service in this year's survey, it also had a statistically significant decreased satisfaction score. Even with this year's mixed results, satisfaction with public safety services has been generally improving since 2005. Additionally, respondent feelings of

safety improved with three of eight measures showing statistically significant increased scores.

Overall, citizens' satisfaction with parks and recreation services improved this year. The overall quality of the city's outdoor athletic fields was one of two services with the largest satisfaction increase (10 percentage points) this year. Satisfaction scores for five parks and recreation services had statistically significant improvements this year.

Citizens continue to have low satisfaction with the city's code enforcement services. Since 2005, services in this area have consistently received low satisfaction scores ranging from 18 to 36 percent. Compared to last year, satisfaction with two code enforcement services had statistically significant decreases and one service showed statistically significant improvement.

Satisfaction with communication and leadership services improved this year. Six city communication and leadership services had statistically significant increased satisfaction scores compared to last year. Satisfaction with the overall effectiveness of the city manager and appointed staff and how ethically the city conducts business showed the most improvement in this area.

Kansas City residents continue to have below average satisfaction with city services compared to results from other cities and communities. Compared to metropolitan area communities and national survey results for cities with populations greater than 250,000, Kansas Citizens' satisfaction was higher for only 4 of 50 benchmarked services. Citizen satisfaction with public transportation and recycling collection services was higher than the metropolitan area average and the quality of customer service received from city employees and the overall flow of traffic was higher than the national results.

Compared to large regional U.S. cities, Kansas Citizens' satisfaction was higher for only one of five benchmarked services. Citizen satisfaction with public safety services (police, fire, and ambulance) was higher than the large regional U.S. cities average.

A higher percentage of Kansas Citizens rated the city higher as a good or excellent place to work than the metropolitan area average and the overall quality of services provided by the city was higher than the national results.

We also asked respondents whether they or someone in their household had experienced a variety of city services or amenities. In the last year:

- 70 percent had visited a city park.
- Almost half had called the city's 311 Action Center.
- About 40 percent had watched or attended a public meeting.
- Over 45 percent had visited the city's website.
- A little over 40 percent had used the bulky item pick-up service.
- Over 60 percent had visited downtown for entertainment or dining.

Overall Perceptions of the City

Citizens' perceptions of the city improved. Satisfaction with three of the six items that may influence citizen perceptions of the city experienced statistically significant increases this year. (See Exhibit 1.)

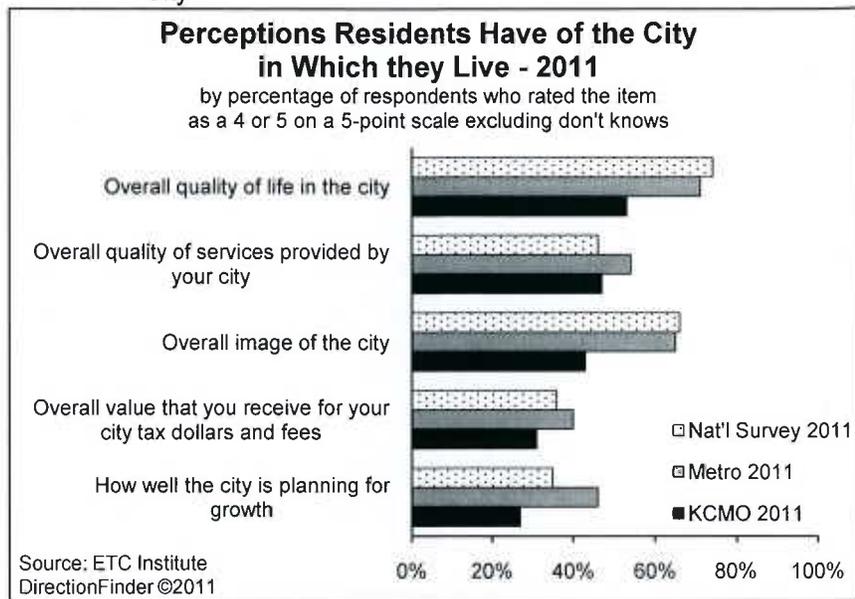
Exhibit 1. Satisfaction with Items That May Influence Citizen Perceptions of the City

Question	2005-2008, 2010-2011	Satisfied/ Very Satisfied	Statistically Significant Change 2010 to 2011
Overall quality of life in the city	■■■■■	53%	
Overall quality of services provided by the City of Kansas City, Missouri	■■■■■	47%	↑
Overall image of the city	■■■■■	43%	↑
Overall feeling of safety in the city	■■■■■	36%	
Overall value that you receive for your city tax dollars and fees	■■■■■	31%	↑
How well the city is planning for growth	■■■■■	27%	

Kansas City Compared to Benchmark Communities

Compared to other metropolitan area communities and national survey results, Kansas Citians' satisfaction with items that may influence citizen perceptions of the city was generally lower. However, satisfaction with the quality of services provided by the city was slightly higher than the national survey results. (See Exhibit 2.) Citizens' satisfaction with items that may influence their perceptions of the city have been below the metropolitan area averages since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 2. Comparison with Benchmarks – Overall Perceptions of the City



Quality of Life

The majority of respondents rated the city as a good or excellent place to live and work and half rated the city as a good or excellent place to raise children. (See Exhibit 3.) Although not statistically significant, all three scores increased compared to last year.

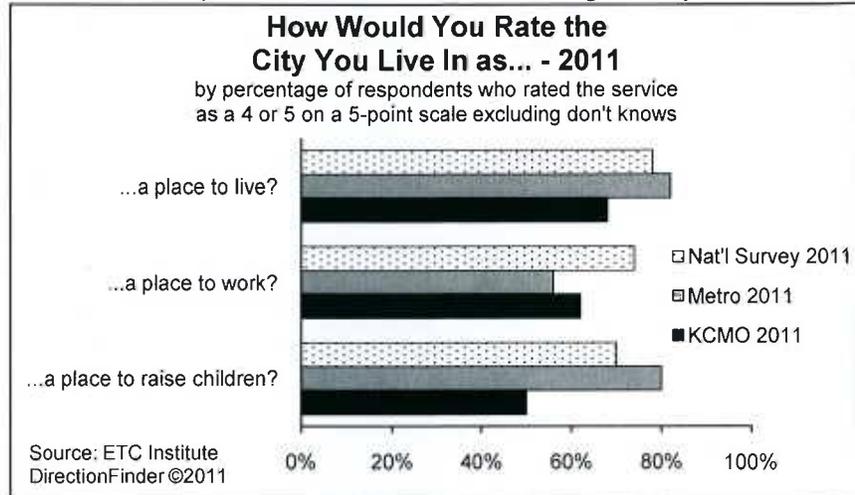
Exhibit 3. How Would You Rate Kansas City, Missouri, as...

Question	2005-2008, 2010-2011	Good or Excellent	Statistically Significant Change 2010 to 2011
... a place to live?	■■■■■■■	68%	
... a place to work?	■■■■■■■	62%	
... a place to raise children?	■■■■■■■	50%	

Kansas City Compared to Benchmark Communities

Compared to metropolitan area communities, a higher percentage of Kansas Citians rated the city as a good or excellent place to work, but a lower percentage rated it as a good or excellent place to live or raise children. Compared to national survey results, a lower percentage of respondents rated the city as a good or excellent place to live, work, or raise children. (See Exhibit 4.)

Exhibit 4. Comparison with Benchmarks – Rating the City You Live In



Satisfaction Related to Experience – Living in Kansas City

We asked respondents whether they thought they would be living in Kansas City, Missouri, five years from now and 83 percent replied “Yes.” A higher percentage of them were generally satisfied with items that may influence citizen perceptions of the city and a higher percentage also rated the city good or excellent as a place to live, work, and raise children than those who did not think they would be living in Kansas City five years from now. (See Exhibit 5.)

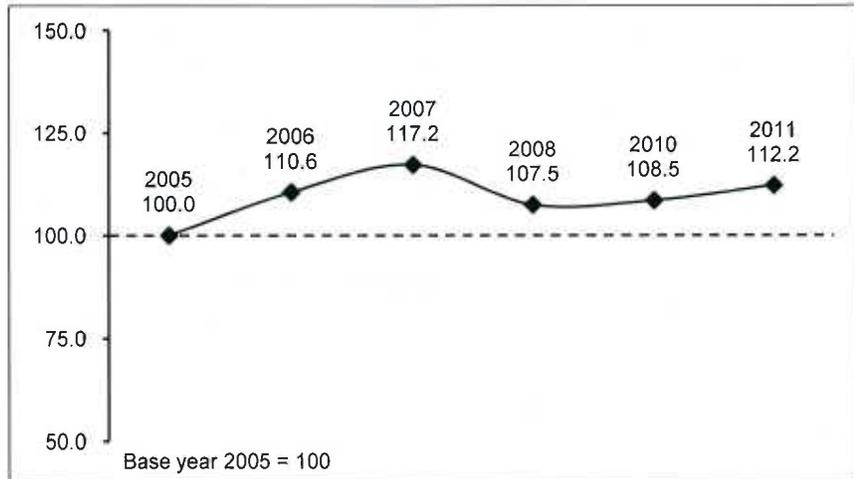
Exhibit 5. Satisfaction and Living in Kansas City Five Years from Now

Questions	Do you think you will be living in Kansas City, Missouri, five years from now?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the overall...</i>		
...quality of life in the city	58%	28%
...quality of services provided by the City of Kansas City, Missouri	51%	27%
...image of the city	47%	24%
...feeling of safety in the city	40%	18%
...value received for city tax dollars and fees	35%	16%
...how well the city is planning growth	30%	15%
<i>Respondents rating Kansas City, Missouri, as a good or excellent...</i>		
...place to live	75%	37%
...place to work	68%	37%
...place to raise children	57%	23%

Overall Satisfaction with City Services

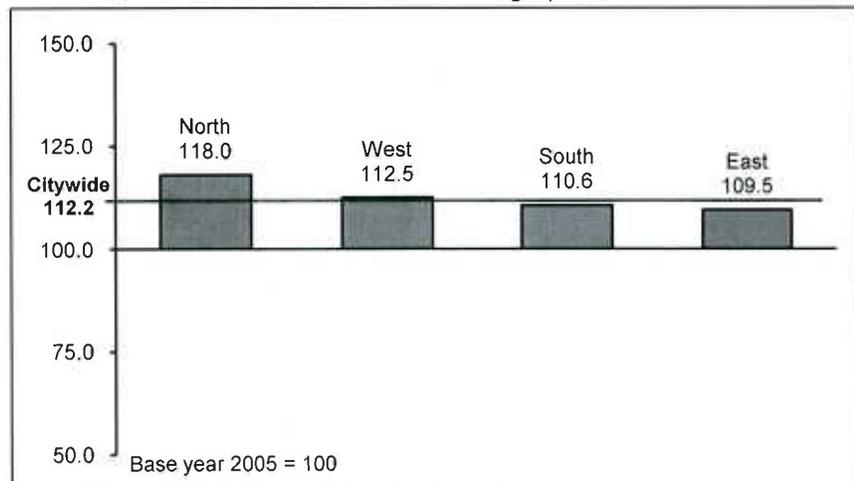
Overall satisfaction with city services has improved. The overall satisfaction index is based on the average rating (satisfied/very satisfied) for all 52 service-related questions asked every year since 2005. The overall satisfaction index increased from about 109 in fiscal year 2010 to 112 in fiscal year 2011. Since 2005, the city's overall satisfaction index has increased 12 points. (See Exhibit 6.)

Exhibit 6. Overall Satisfaction Index – Citywide 2005 - 2011



We also calculated an overall satisfaction index for each geographic area of the city. Compared to the citywide overall satisfaction index, the north area results indicated a higher overall level of satisfaction with city services while the east area had lower overall satisfaction with city services. (See Exhibit 7.)

Exhibit 7. Overall Satisfaction Index – Geographic Areas 2011



Major Service Categories

Citizen satisfaction with major city service categories was mixed this year. There were statistically significant improvements in satisfaction with three major services and statistically significant decreases for two. This year half of the major services received satisfaction scores equal to or greater than 50 percent. (See Exhibit 8.) Last year, only a third of the major services had satisfaction scores equal to or greater than 50 percent.

Overall satisfaction with the quality of police, fire, and ambulance services as well as the quality of airport facilities received the highest satisfaction scores of the major services. Maintenance of city streets, buildings, and facilities was the lowest rated major service.

Exhibit 8. Satisfaction with Major Services Provided by the City

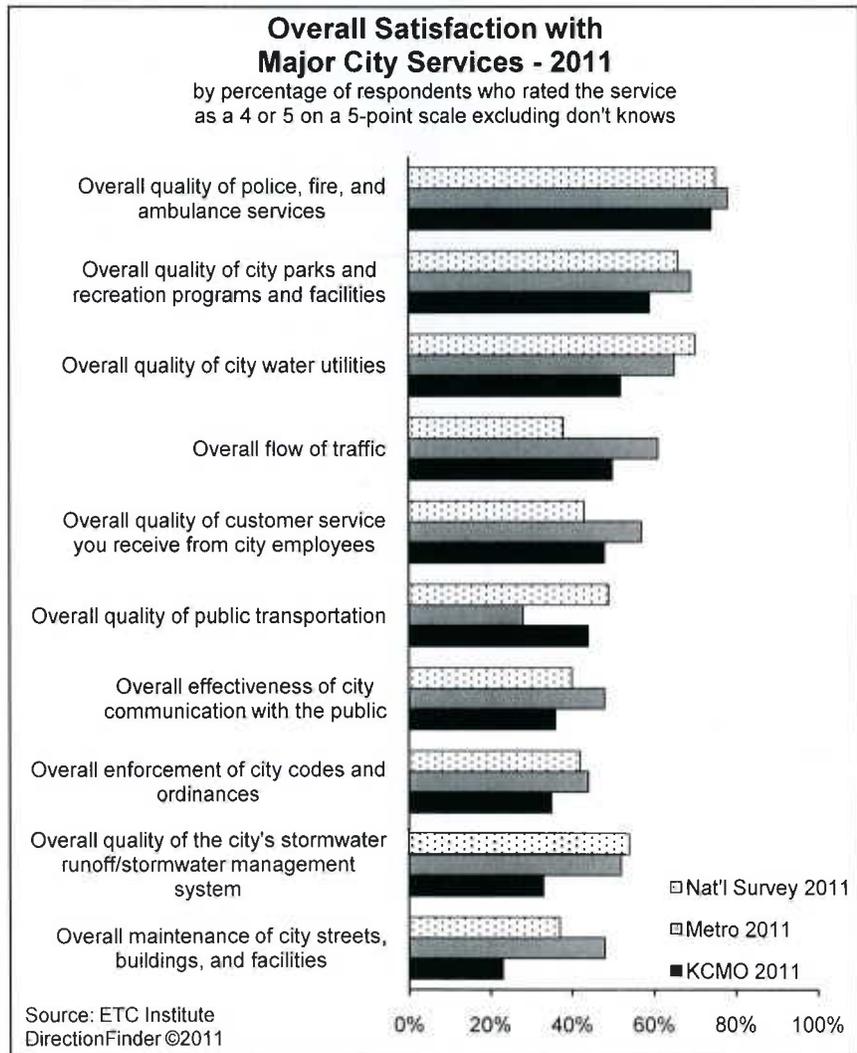
Question	2005-2008, 2010-2011	Satisfied/ Very Satisfied	Statistically Significant Change 2010 to 2011
Overall quality of police, fire, and ambulance services	■■■■■	74%	
Overall quality of airport facilities ⁵	■■■■■	74%	
Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)	■■■■■	64%	↑
Overall quality of city parks and recreation programs and facilities	■■■■■	59%	
Overall quality of the city's 311 service	■■	54%	↑
Overall quality of city water utilities	■■■■■	52%	↓
Overall flow of traffic	■■■■■	50%	
Overall quality of customer service you receive from city employees	■■■■■	48%	
Overall quality of the city's public health services	■■■■■	47%	
Overall quality of public transportation	■■	44%	↑
Overall effectiveness of city communication with the public	■■■■■	36%	
Overall enforcement of city codes and ordinances	■■■■■	35%	
Overall quality of the city's stormwater runoff/stormwater management system	■■■■■	33%	↓
Overall maintenance of city streets, buildings, and facilities	■■■■■	23%	

⁵ We did not ask this question in fiscal year 2010.

Kansas City Compared to Benchmark Communities

Compared to other metropolitan area communities and national survey results, Kansas Citians’ overall satisfaction with major city services was generally lower. However, satisfaction with public transportation was higher than the metropolitan area average and the overall flow of traffic and quality of customer service received from city employees were above the national survey results. (See Exhibit 9.)

Exhibit 9. Comparison with Benchmarks – Overall Satisfaction with Major City Services

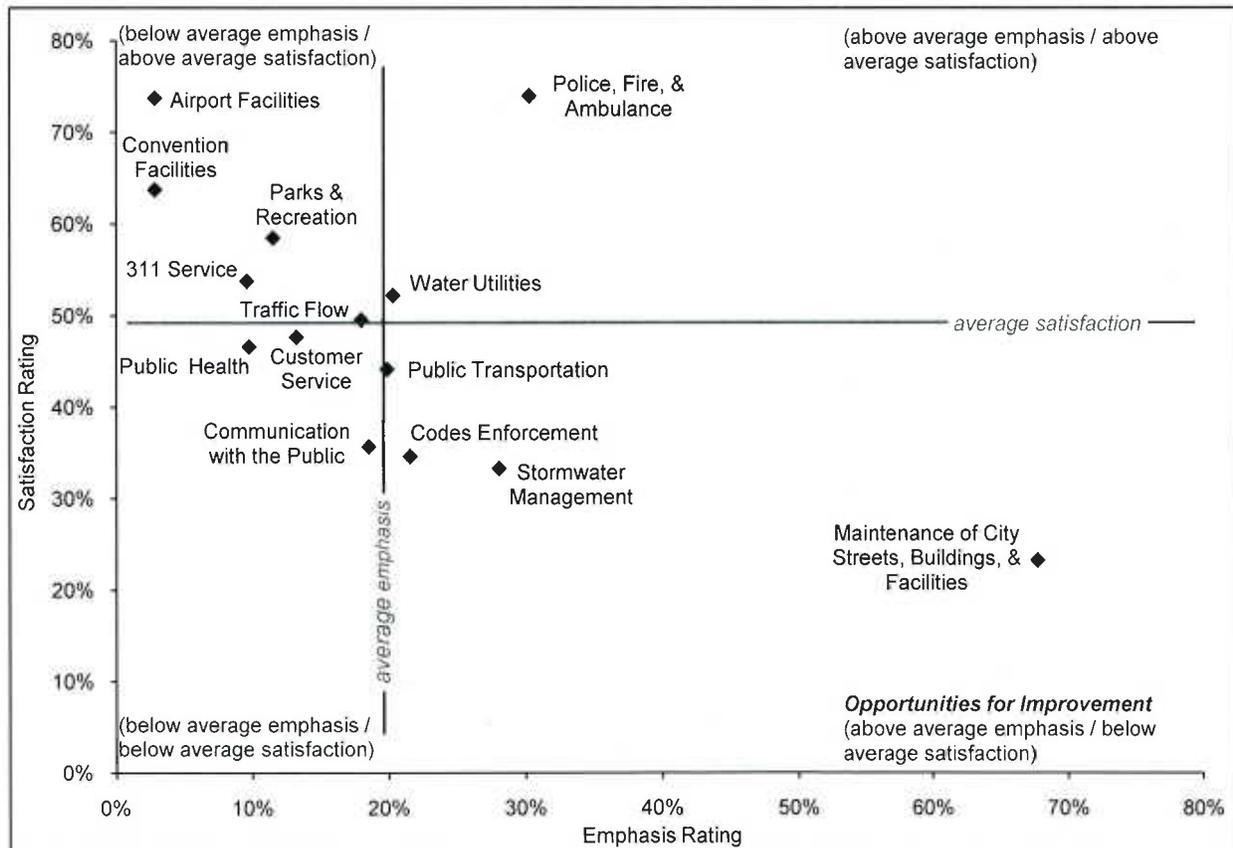


Citizens' Priorities

As with the past ten surveys, citizens rated maintenance of city streets, buildings, and facilities as their highest priority for emphasis in the next two years. This service area also had the lowest satisfaction score among the major service categories. (See Exhibit 10.)

The graph below plots satisfaction with the major service categories and the percentage of respondents who indicated the service should receive more emphasis from city leaders over the next two years. Services in the lower right quadrant represent opportunities for improvement as this area of the graph shows where the city is not performing as well as residents expect the city to perform. For example, while less than a fourth of respondents were satisfied with city maintenance efforts, about two-thirds said maintenance of city streets, buildings, and facilities should receive more emphasis.

Exhibit 10. Major Services – Citizen Emphasis Compared to Citizen Satisfaction Fiscal Year 2011



Maintenance, Streets, and Solid Waste

Overall maintenance of city streets, buildings, and facilities received the lowest citizen satisfaction rating (23%) among the major services. (See Exhibit 8.) Citizens also identified overall maintenance a major service needing more emphasis from the city. (See Exhibit 10.) In addition to the major service question, we also asked citizens more specific questions about their satisfaction with a number of city maintenance, streets, and solid waste services.

Overall, satisfaction with services in this area showed some improvement this year. There was statistically significant improvement in satisfaction with 4 of 17 maintenance, streets, and solid waste services and a statistically significant decrease for 1 service. (See Exhibit 11.) The overall quality of the city's bulky item pick-up services had the largest satisfaction increase (10 percentage points) among these services as well as tied for the largest citywide increase among all city services. Although there has been improvement, half of the services in this area have satisfaction scores below 40 percent.

Recycling and trash collection were the highest rated services in this area and the smoothness of streets, maintenance of city streets, and the condition of sidewalks were the lowest rated services.

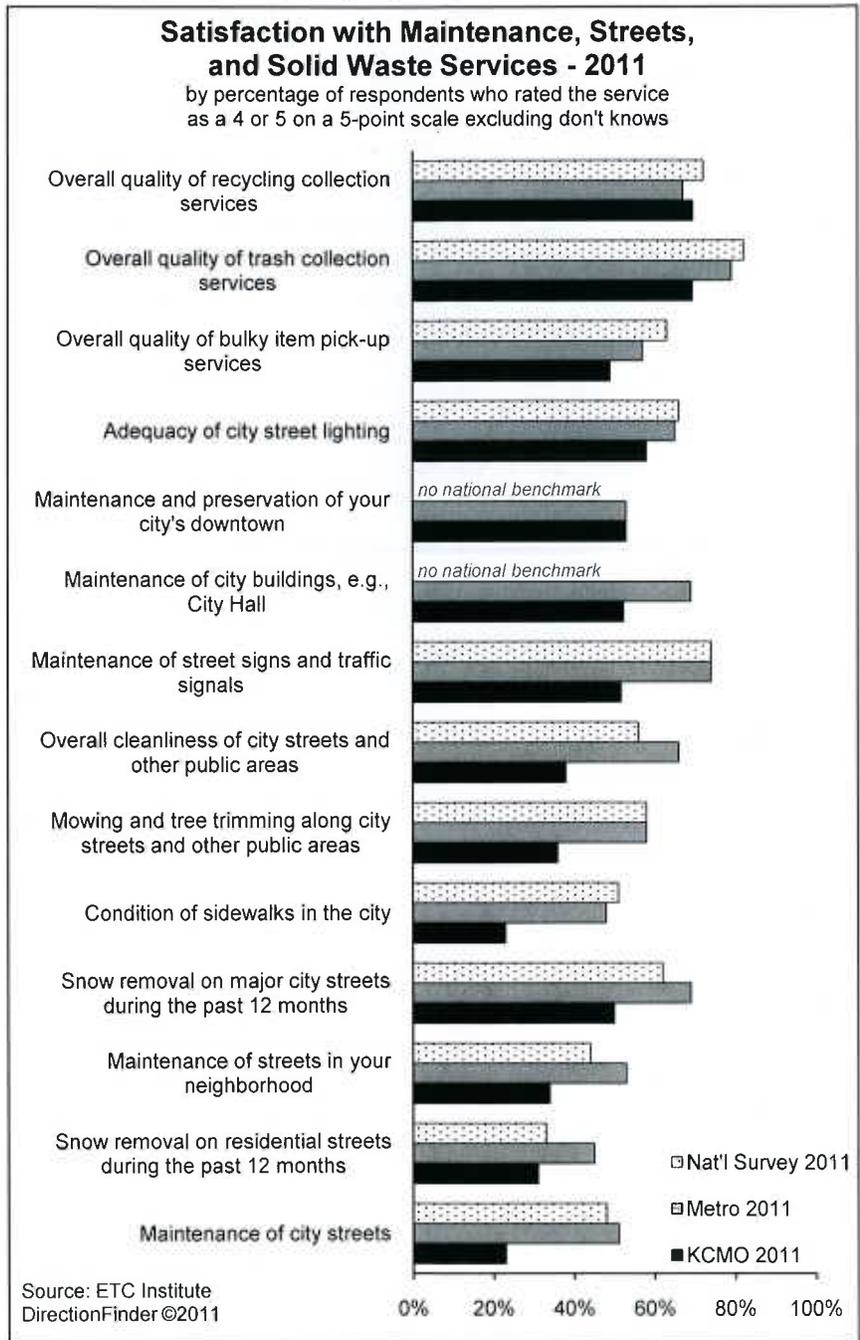
Exhibit 11. Satisfaction with Maintenance, Streets, and Solid Waste Services

Question	2005-2008, 2010-2011	Satisfied/ Very Satisfied	Statistically Significant Change 2010 to 2011
Solid Waste Services			
Overall quality of recycling collection services	■ ■	69%	↑
Overall quality of trash collection services	■ ■ ■ ■ ■ ■	69%	↑
Overall quality of bulky item pick-up services	■ ■	49%	↑
Maintenance Services			
Adequacy of city street lighting	■ ■ ■ ■ ■ ■	58%	
Maintenance and preservation of downtown Kansas City, Missouri	■ ■ ■ ■ ■ ■	53%	↑
Maintenance of city buildings, e.g., City Hall	■ ■ ■ ■ ■ ■	52%	
Maintenance of street signs and traffic signals	■	52%	
Condition of catch basins (storm drains) in your neighborhood	■	40%	
Overall cleanliness of city streets and other public areas	■ ■ ■ ■ ■ ■	38%	
Mowing and tree trimming along city streets and other public areas	■ ■ ■ ■ ■ ■	36%	
Timeliness of water/sewer line break repairs	■ ■	33%	
Condition of sidewalks in the city	■ ■ ■ ■ ■ ■	23%	
Street Services			
Snow removal on major city streets during the past 12 months	■ ■ ■ ■ ■ ■	50%	↓
Maintenance of streets in your neighborhood	■ ■ ■ ■ ■ ■	34%	
Snow removal on residential streets during the past 12 months	■ ■ ■ ■ ■ ■	31%	
Maintenance of city streets	■ ■ ■ ■ ■ ■	23%	
The smoothness of city streets	■ ■ ■ ■ ■ ■	21%	

Kansas City Compared to Benchmark Communities

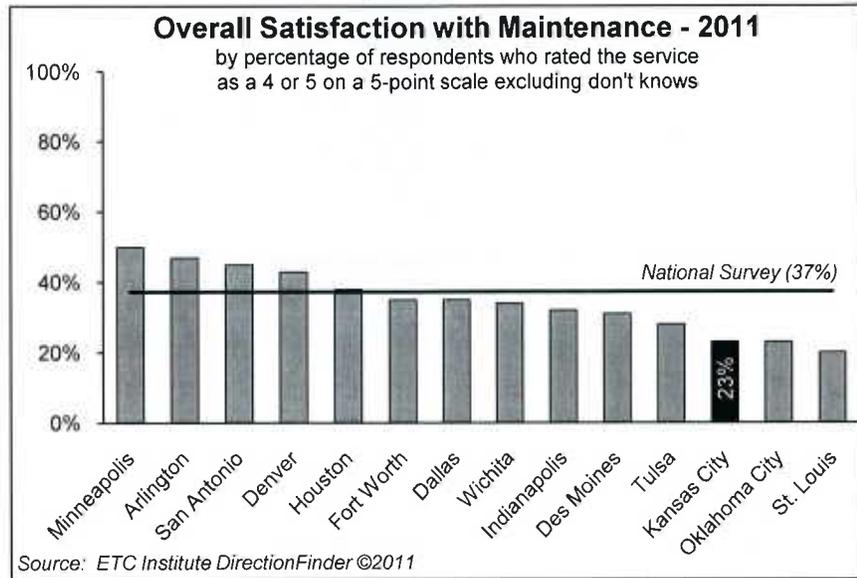
Kansas Citians' satisfaction with recycling services and the maintenance and preservation of downtown was higher or equal to the metropolitan area averages. However, satisfaction with services in this area was generally lower compared to other metropolitan area communities and national survey results. (See Exhibit 12.) Since 2005, satisfaction with maintenance services has generally been below the metropolitan area averages. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 12. Comparison with Benchmarks – Satisfaction with Maintenance, Streets, and Solid Waste Services



Compared to the large regional U.S. cities, Kansas City was tied for the second lowest overall satisfaction with maintenance services. Kansas Citians' overall satisfaction with maintenance services was also lower than the national survey results. (See Exhibit 13.) Citizens' satisfaction with maintenance has been consistently below the large regional U.S. cities average since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 13. Comparison with Large Regional U.S. Cities and National Survey Cities with Populations > 250,000 – Overall Satisfaction with Maintenance



Satisfaction Related to Experience – Visiting Downtown

Respondents who visited downtown were generally more satisfied with downtown amenities and felt safer downtown. We asked respondents whether they had visited downtown Kansas City, Missouri, for entertainment, dining, or shopping in the last year and 64 percent said “Yes.” A higher percentage of the respondents who visited downtown were satisfied with the maintenance and preservation of downtown, quality of city convention facilities, and overall quality of life in the city. A higher percentage of those visiting downtown also felt safe in downtown during the day and at night than respondents who did not visit downtown in the last year. (See Exhibit 14.)

Exhibit 14. Satisfaction and Experience – Visiting Downtown

Questions	Have you visited downtown Kansas City, Missouri, for entertainment, dining or shopping in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
... maintenance and preservation of downtown Kansas City, Missouri	56%	47%
... overall quality of city convention facilities	67%	57%
... overall quality of life in the city	55%	48%
<i>Respondents indicating they felt safe or very safe in downtown Kansas City, Missouri ...</i>		
... during the day	75%	58%
... at night	35%	24%

Satisfaction Related to Experience – Bulky Item Pick-Up

Respondents who used the city's bulky item pick-up service were generally more satisfied with the city's solid waste services. About 43 percent of the survey respondents reported using the city's bulky item pick-up service in the last year, a statistically significant decrease from the prior year. A higher percentage of respondents who used the service were satisfied with the quality of the bulky item service as well as the city's 311 service, which residents can use to schedule bulky item pick-up. (See Exhibit 15.)

Exhibit 15. Satisfaction and Experience – Using Bulky Item Pick-Up Services

Questions	Have you used the bulky item pick-up service in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
... overall quality of bulky item pick-up services	54%	45%
... overall quality of recycling collection services	71%	68%
... overall quality of trash collection services	69%	70%
... overall quality of the city's 311 service	55%	52%

Public Safety

As a major service area, the overall quality of police, fire, and ambulance services received a satisfaction score of 74 percent; the highest rating among the 14 major service categories in the fiscal year 2011 survey. (See Exhibit 8.) We also asked citizens questions about their satisfaction with specific public safety services.

Overall, respondents' satisfaction with public safety services changed very little this year. Although fire protection and rescue services was the top rated service in this year's survey it also had a statistically significant decreased satisfaction score compared last year. (See Exhibit 16.)

Exhibit 16. Satisfaction with Public Safety Services

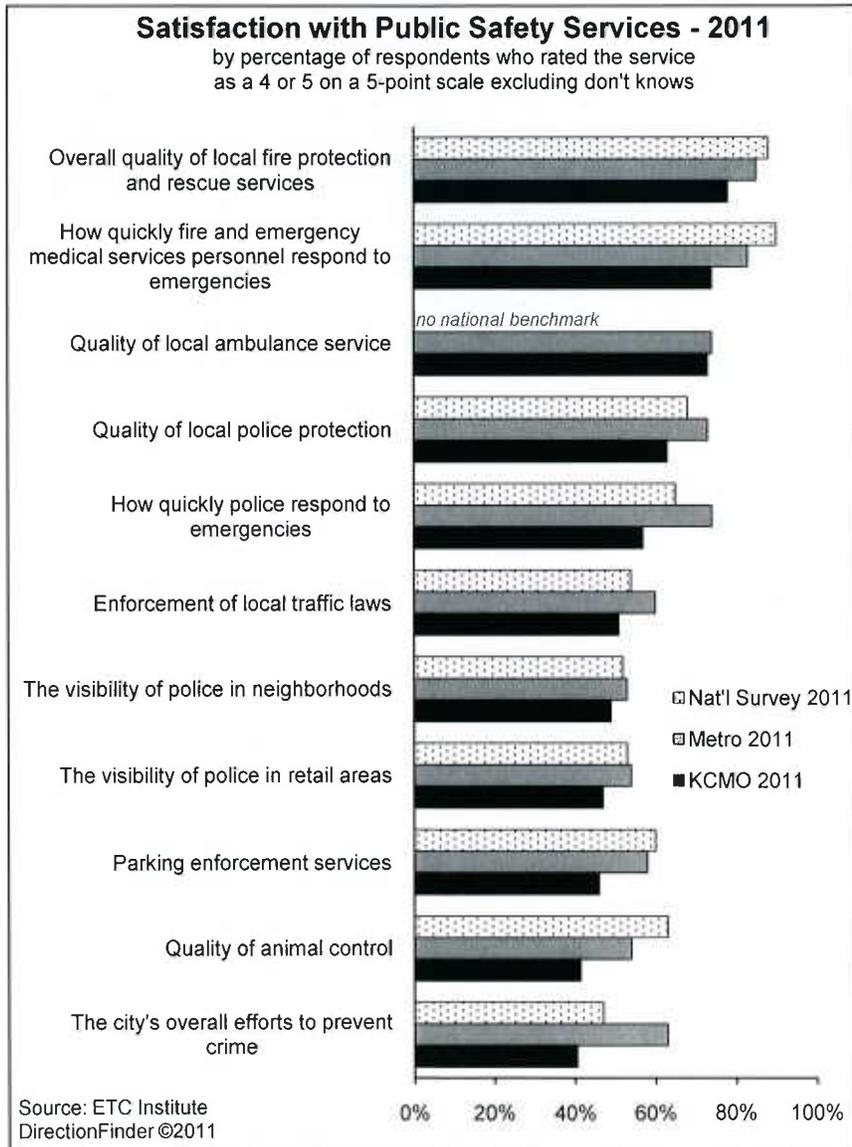
Question	2005-2008, 2010-2011	Satisfied/ Very Satisfied	Statistically Significant Change 2010 to 2011
Overall quality of local fire protection and rescue services		78%	↓
How quickly fire and emergency medical services personnel respond to emergencies		74%	
Quality of local ambulance service		73%	
Quality of local police protection		63%	
Overall quality of police services		60%	
How quickly police respond to emergencies		57%	
Enforcement of local traffic laws		51%	
The visibility of police in neighborhoods		49%	
The visibility of police in retail areas		47%	
Parking enforcement services		46%	
The city's overall efforts to prevent crime		41%	
Quality of animal control		41%	
The city's municipal court ⁶		38%	

⁶ We did not ask this question in fiscal year 2010.

Kansas City Compared to Benchmark Communities

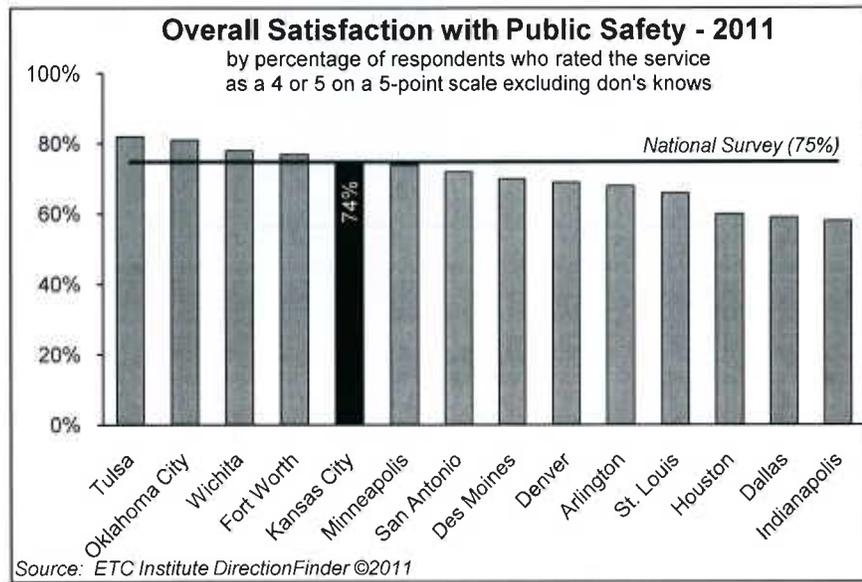
Citizen satisfaction with public safety services was lower than the metropolitan area and national survey results (See Exhibit 17.) While satisfaction with public safety services has improved since 2005, these services have generally been rated near or below the metropolitan benchmark averages. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 17. Comparison with Benchmarks – Satisfaction with Public Safety Services



Compared to the large regional U.S. cities, Kansas City has the fifth highest overall satisfaction with public safety services. Kansas Citians' overall satisfaction with public safety services was only slightly lower than the national survey results. (See Exhibit 18.) Since 2005, overall satisfaction with public safety has been close to or slightly above the average satisfaction level of the large regional U.S. cities. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 18. Comparison with Large Regional U.S. Cities and National Survey Cities with Populations > 250,000 – Overall Satisfaction with Public Safety



Feeling Safe in Kansas City

The majority of residents reported feeling safe in most areas of the city. There was a statistically significant increase in the percentage of residents reporting they felt safe or very safe on three of the eight measures related to feelings of safety. (See Exhibit 19.)

Exhibit 19. How safe do you feel...

Question	2005-2008, 2010-2011	Safe or Very Safe	Statistically Significant Change 2010 to 2011
... at home during the day?	■■■■■■■	83%	
... at home at night?	■■■■■■■	72%	
... in your neighborhood during the day?	■■■■■■■	80%	
... in your neighborhood at night?	■■■■■■■	62%	
... in downtown Kansas City, Missouri, during the day?	■■■■■	70%	↑
... in downtown Kansas City, Missouri, at night?	■■■■	32%	↑
... in city parks during the day?	■■■■■■■	61%	
... in city parks at night?	-----	16%	↑

Satisfaction Related to Experience – Using Public Safety Services

Citizens who called the police or were crime victims were consistently less satisfied with police related activities and services and also felt less safe in the city. About 32 percent of the survey respondents called the police in the last year and about 14 percent of the respondents reported that they or a member of their household were a victim of a crime in the city during the past year. A lower percentage of the respondents in both groups were satisfied with the quality of local police protection or felt safe at home and in their neighborhoods than respondents who did not call the police or those households that had not been a victim of a crime. (See Exhibit 20.)

Exhibit 20. Satisfaction and Experience – Using Public Safety Services

Questions	Have you called the police in the last year?		Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?	
	Yes	No	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>				
...overall quality of police, fire, and ambulance services	68%	77%	58%	77%
...quality of local police protection	57%	66%	45%	66%
...overall quality of police services	54%	63%	45%	63%
...how quickly police respond to emergencies	53%	59%	44%	59%
...enforcement of local traffic laws	47%	53%	46%	52%
...visibility of police in neighborhoods	44%	51%	37%	51%
...parking enforcement services	44%	47%	42%	47%
...visibility of police in retail area	43%	50%	38%	49%
...city's overall efforts to prevent crime	35%	43%	29%	42%
...overall feeling of safety in the city	30%	40%	21%	39%
<i>Respondents indicating they felt safe or very safe...</i>				
...at home during the day	76%	87%	69%	86%
...at home at night	62%	77%	51%	75%
...in their neighborhood during the day	72%	84%	64%	83%
...in their neighborhood at night	51%	67%	42%	65%

Parks and Recreation

The overall quality of city parks and recreation programs and facilities was one of seven major services receiving a satisfaction score from citizens that was 50 percent or higher (59%). (See Exhibit 8.) We also asked citizens more specific questions about their satisfaction with a range of parks and recreation services and programs.

Citizens' satisfaction with parks and recreation services improved this year. Satisfaction with five services in this area had statistically significant increases. However, only 3 of 12 parks and recreation services had satisfaction scores of 50 percent or more. (See Exhibit 21.) The overall quality of the city's outdoor athletic fields had the largest satisfaction increase (10 percentage points) in this area and tied for the largest increase among all city services.

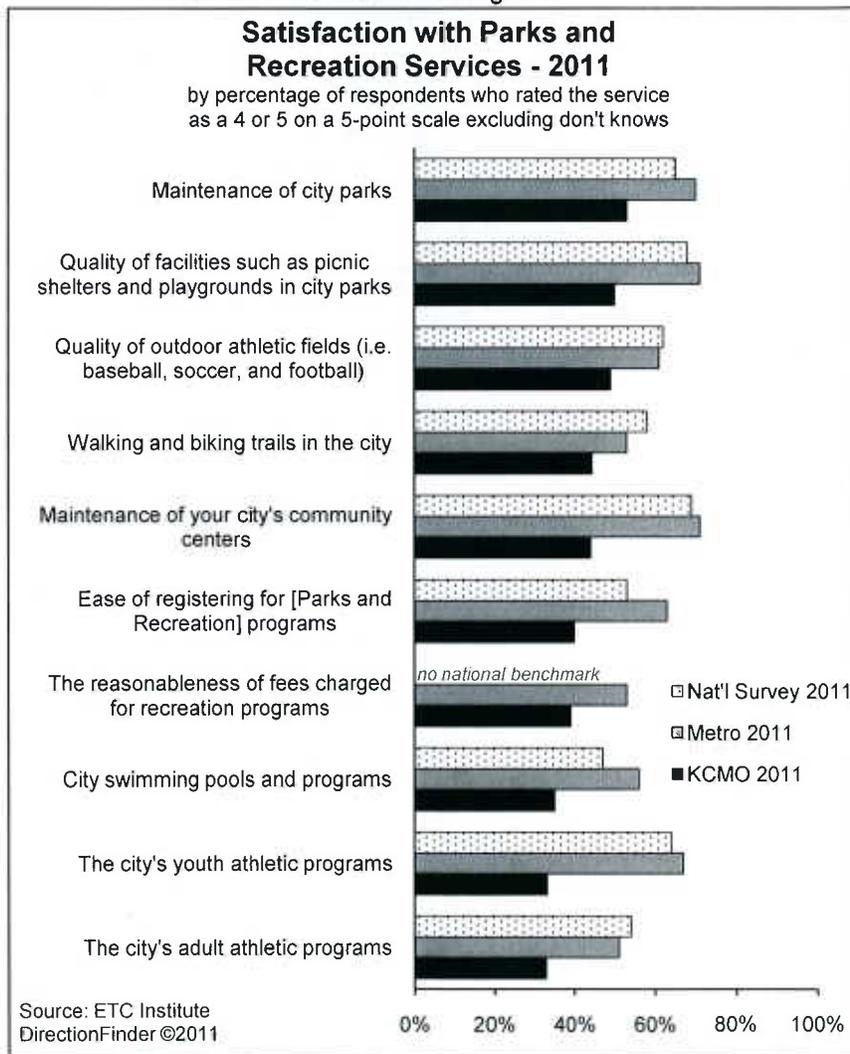
Exhibit 21. Satisfaction with Parks and Recreation Services and Programs

Question	2005-2008, 2010-2011	Satisfied/ Very Satisfied	Statistically Significant Change 2010 to 2011
Maintenance of city parks	■■■■■■■	53%	
Maintenance of boulevards and parkways	■■■■■■■	52%	
Quality of facilities such as picnic shelters and playgrounds in city parks	■	50%	
Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	■■■■■■■	49%	↑
Walking and biking trails in the city	■■■■■■■	44%	↑
Maintenance of Kansas City, Missouri, community centers	■■■■■■■	44%	
Programs and activities at Kansas City, Missouri, community centers	■■	42%	↑
Ease of registering for [Parks and Recreation] programs	■■■■■■■	40%	↑
The reasonableness of fees charged for recreation programs	■■■■■■■	39%	↑
City swimming pools and programs	■■■■■■■	35%	
The city's youth athletic programs	■■■■■■■	33%	
The city's adult athletic programs	■■■■■■■	33%	

Kansas City Compared to Benchmark Communities

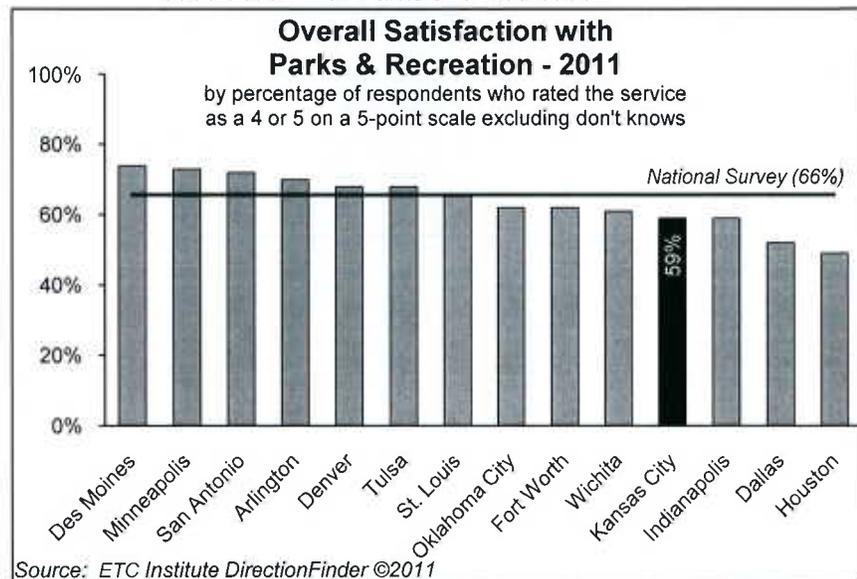
Compared to other metropolitan area communities and national survey results, Kansas City residents' satisfaction with parks and recreation services and programs was lower. (See Exhibit 22.) Satisfaction with parks and recreation has been below the metropolitan area averages since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 22. Comparison with Benchmarks – Satisfaction with Parks and Recreation Services and Programs



This year Kansas City was tied for the third lowest rating for overall satisfaction with parks and recreation services among the large regional U.S. cities. Kansas Citians' overall satisfaction with parks and recreation services was also lower than the national survey results. (See Exhibit 23.) Kansas Citians' overall satisfaction with parks and recreation has been consistently below the large regional U.S. city average since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 23. Comparison with Large Regional U.S. Cities and National Survey Cities with Populations > 250,000 – Overall Satisfaction with Parks and Recreation



Satisfaction Related to Experience – Visiting City Parks

Respondents who visited parks had higher levels of satisfaction with city parks and facilities and felt safer in city parks. A little over two-thirds of the survey respondents reported that a member of their household had visited a city park in the last year, a statistically significant decrease from last year. A higher percentage of the respondents who had a household member visit a park were satisfied with the maintenance of city parks, quality of facilities such as picnic shelters and playgrounds, and walking and biking trails than respondents who had not. A higher percentage of the respondents who had a household member visit a city park also felt safe in city parks during the day than those who did not. (See Exhibit 24.)

Exhibit 24. Satisfaction and Experience – Visiting City Parks

Questions	Have you or any members of your household visited any parks in Kansas City, Missouri, in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
... maintenance of city parks	54%	49%
... quality of facilities such as picnic shelters and playgrounds in city parks	52%	45%
... walking and biking trails in the city	45%	42%
<i>Respondents indicating they felt safe or very safe...</i>		
... in city parks during the day?	65%	46%
... in city parks at night?	17%	15%

Satisfaction Related to Experience – Visiting City Community Centers

Respondents who visited city community centers generally had higher levels of satisfaction with the centers and related programs. About one-third of the respondents visited a city community center in the last year. A higher percentage of the respondents who visited a community center were satisfied with the maintenance of city community centers, programs and activities at the community centers; ease of registering for programs; and fees charged for recreation programs than respondents who had not. (See Exhibit 25.)

Exhibit 25. Satisfaction and Experience – Visiting City Community Centers

Questions	Have you visited a Kansas City, Missouri community center in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
... maintenance of city community centers	52%	36%
... programs and activities at city community centers	49%	36%
... ease of registering for [Parks and Recreation] programs	48%	32%
... reasonableness of fees charged for recreation programs	45%	33%
... city's swimming pools and programs	38%	32%
... city's youth athletic programs	37%	30%
... city's adult athletic programs	36%	38%

Satisfaction Related to Experience – Receiving Notification of Parks Programs and Activities

Respondents who received notification about parks programs and activities had higher levels of satisfaction with parks and recreation programs and facilities than those who had not. (See Exhibit 26.) About 41 percent of the respondents reported that a member of their

household had received notification about Parks and Recreation Department programs or activities in the last year.

Additionally, of the survey respondents who reported that a member of their household had received notification about Parks and Recreation Department programs or activities in the last year, 80 percent of them reported that a member of their household had visited a city park in the last year and 41 percent visited a city community center.

Exhibit 26. Satisfaction and Experience – Receiving Park Programs and Activities Notifications

Questions	<i>Have any members of your household received notification of Kansas City, Missouri, Parks and Recreation Department programs or activities in the last year?</i>	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
...overall quality of city parks and recreation programs and facilities	64%	54%
...maintenance of city parks	58%	49%
...quality of facilities such as picnic shelters and playgrounds in city parks	57%	45%
...quality of outdoor athletic fields	56%	43%
...maintenance of city community centers	52%	37%
...programs and activities at city community centers	51%	35%
...walking and biking trails in the city	49%	41%
...reasonableness of fees charged for recreation programs	48%	30%
...ease of registering for [Parks and Recreation] programs	48%	33%
...city's swimming pools and programs	40%	30%
...city's adult athletic programs	40%	27%
...city's youth athletic programs	40%	28%

Code Enforcement

With a satisfaction score of 35 percent, the overall enforcement of city codes and ordinances received the third lowest rating among the major city services. (See Exhibit 8.) Citizens also identified code enforcement as a major service needing more emphasis from the city. (See Exhibit 10.) We also asked citizens more specific questions about their satisfaction with a number of city code enforcement services.

Although several services showed some improvement, citizens continue to have low satisfaction with the city's code enforcement services. Compared to last year, satisfaction with one service had a statistically significant increase and two services had statistically significant decreases in satisfaction. (See Exhibit 27.) Since 2005, services in this area have consistently received low satisfaction scores ranging from 18 to 36 percent.

Exhibit 27. Satisfaction with Code Enforcement Services

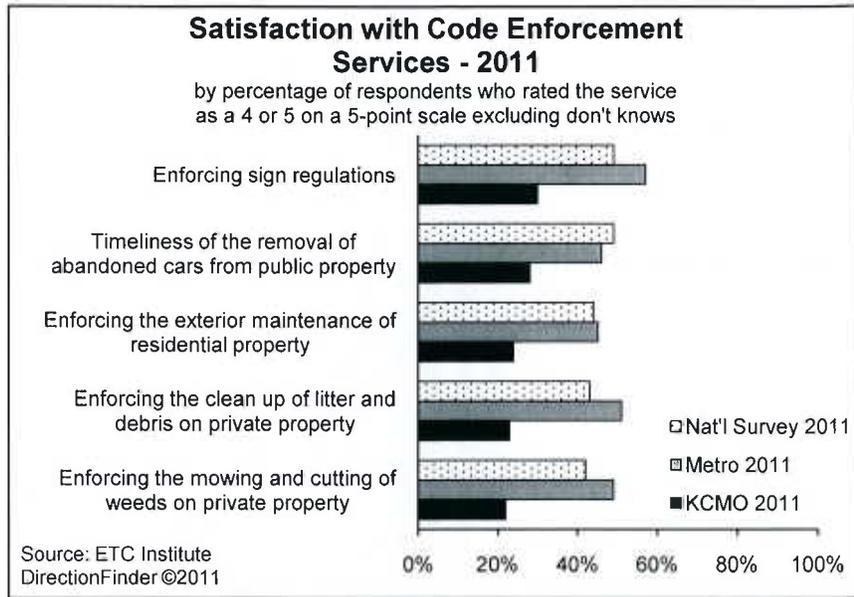
Question	2005-2008, 2010-2011	Satisfied/ Very Satisfied	Statistically Significant Change 2010 to 2011
Enforcing sign regulations	■■■■■	30%	↓
Timeliness of the removal of abandoned cars from public property	■■■■■	28%	↓ ⁷
Enforcing the exterior maintenance of residential property	■■■■■	24%	
Enforcing the clean up of litter and debris on private property	■■■■■	23%	↑
Enforcing the mowing and cutting of weeds on private property	■■■■■	22%	
Enforcing and prosecuting illegal dumping	■■■■■	21%	

Kansas City Compared to Benchmark Communities

Kansas Citizens' satisfaction with code enforcement services was below the metropolitan area and national results. (See Exhibit 28.) Satisfaction with code enforcement services has been consistently well below the metropolitan area averages since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

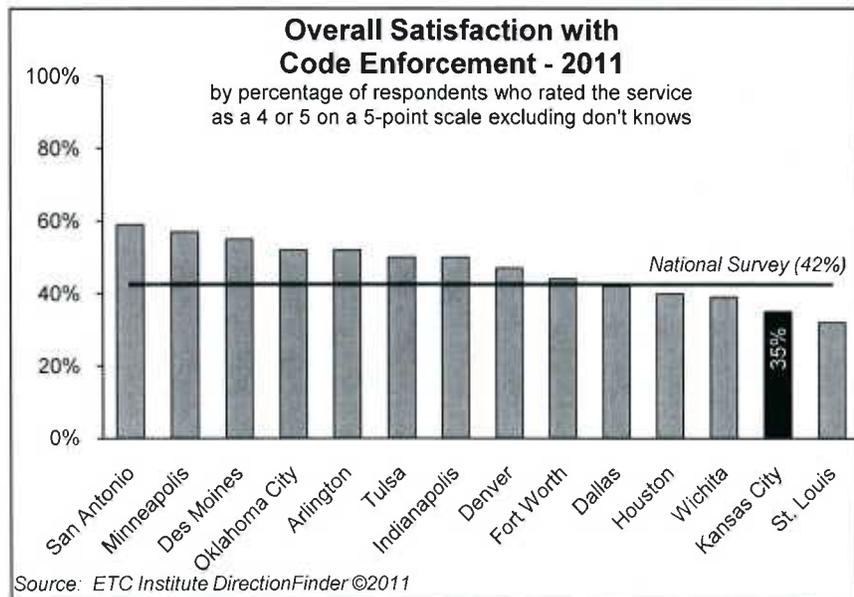
⁷ Based on a comparison of the 2008 results to the 2011 results because this question was not asked in 2010.

Exhibit 28. Comparison with Benchmarks – Satisfaction with Code Enforcement Services



Kansas City has the second lowest satisfaction rating for codes enforcement among the large regional U.S. cities. Kansas Citizens' overall satisfaction with code enforcement services was also lower than the national survey results. (See Exhibit 29.) Citizens' satisfaction with code enforcement has also been consistently below the large regional U.S. city average since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 29. Comparison with Large Regional U.S. Cities and National Survey Cities with Populations > 250,000 – Overall Satisfaction with Code Enforcement



Communication and Leadership

A little more than one-third of the citizens responding to the survey were satisfied with the overall effectiveness of city communications as a major city service, the fourth lowest satisfaction score among the major services. (See Exhibit 8.) We also asked citizens more specific questions about their satisfaction with city communication and leadership.

Satisfaction with communication and leadership services improved this year. Satisfaction scores for six of eight services in this area had statistically significant increases. Satisfaction with the overall effectiveness of the city manager and appointed staff had the largest increase (7 percentage points) in this area. Although the overall quality of leadership provided by elected officials and the overall effectiveness of appointed boards and commissions had statistically significant improvements this year, these were the two lowest rated services. (See Exhibit 30.)

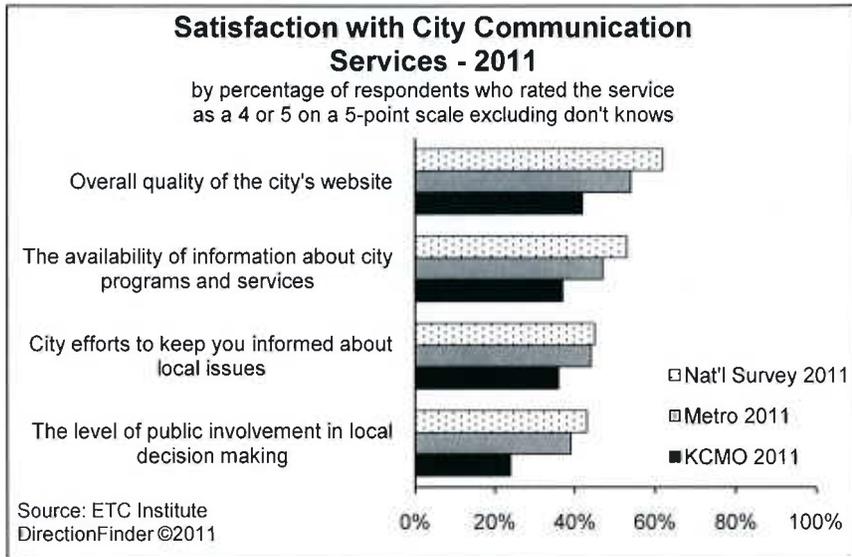
Exhibit 30. Satisfaction with City Communication and City Leadership Services

Question	2005-2008, 2010-2011	Satisfied/ Very Satisfied	Statistically Significant Change 2010 to 2011
Overall quality of the city's website	■ ■	42%	↑
The availability of information about city programs and services	■ ■ ■ ■ ■ ■	37%	
City efforts to keep you informed about local issues	■ ■ ■ ■ ■ ■	36%	
The level of public involvement in local decision making	■ ■ ■ ■ ■ ■	24%	↑
Overall effectiveness of the city manager and appointed staff	■ ■ ■ ■ ■ ■	24%	↑
How ethically the city conducts business	■ ■ ■	23%	↑
Overall quality of leadership provided by the city's elected officials	■ ■ ■ ■ ■ ■	20%	↑
Overall effectiveness of appointed boards and commissions	■ ■ ■ ■ ■ ■	20%	↑

Kansas City Compared to Benchmark Communities

Kansas City residents' satisfaction with city communication services was lower than the metropolitan area and national survey results.⁸ (See Exhibit 31.) Additionally, satisfaction with city communication services has been below the metropolitan area averages since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

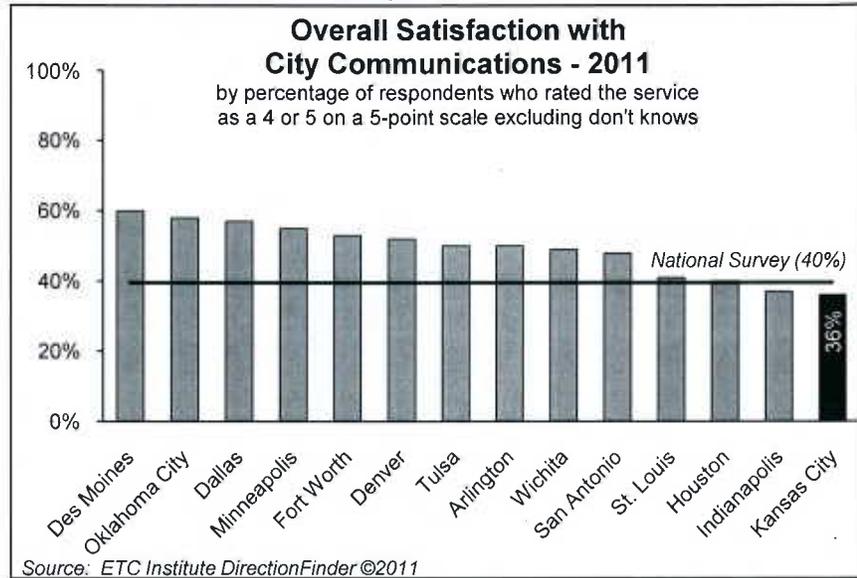
Exhibit 31. Comparison with Benchmarks – Satisfaction with City Communication Services



Kansas City has the lowest satisfaction rating for city communications among the large regional U.S. cities. Kansas Citians' overall satisfaction with city communications was also lower than the national survey results. (See Exhibit 32.) Kansas Citians' satisfaction with city communications has been consistently below the large regional U.S. cities average since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

⁸ Surveys in other cities and communities do not include questions about leadership services.

Exhibit 32. Comparison with Large Regional U.S. Cities and National Survey Cities with Populations > 250,000 – Overall Satisfaction with City Communications



Satisfaction Related to Experience – Calling 311

Almost half of the survey respondents called 311 in the last year, a statistically significant increase over last year. A higher percentage of the respondents who called 311 were satisfied with the quality of the 311 service than respondents who did not call. A lower percentage of those who called 311 were satisfied with the quality of city services and the value they received for their tax dollars. (See Exhibit 33.)

Exhibit 33. Satisfaction and Experience – Calling 311

Questions	Have you called 311 in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
...overall quality of the city's 311 service	56%	50%
...overall quality of customer service received from city employees	47%	48%
...overall quality of services provided by the city	43%	50%
...overall value received for city tax dollars and fees	29%	34%

Satisfaction Related to Experience – Attending or Watching Public Meetings

Respondents who reported watching or attending a city public meeting were generally less satisfied with communication and leadership services. Thirty-eight percent of the survey respondents reported that a member of their household had attended or watched a Kansas City, Missouri, public meeting in the last year. A lower percentage of these

respondents were satisfied with city communication efforts, leadership by elected officials, and their perceptions of the city than respondents who did not have a household member attend or watch any of the city's public meetings in the last year. (See Exhibit 34.)

Exhibit 34. Satisfaction and Experience – Attending or Watching Public Meetings

Questions	<i>Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?</i>	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with...</i>		
...the overall quality of services provided by the city	41%	50%
...the overall image of the city	38%	45%
...availability of information about city programs and services	36%	38%
...the city's efforts to keep you informed about local issues	34%	37%
...the overall effectiveness of city communication with the public	33%	37%
...the overall value received for city tax dollars and fees	29%	33%
...the overall effectiveness of the city manager and appointed staff	25%	24%
...how well the city is planning for growth	24%	29%
...the level of public involvement in local decision making	24%	25%
...how ethically the city conducts business	22%	24%
...the overall effectiveness of appointed boards and commissions	19%	21%
...the overall quality of leadership provided by the city's elected officials	18%	22%

Satisfaction Related to Experience – Using the City's Website

More respondents used the city's website this year and they were generally less satisfied with city communication services. Forty-six percent of the survey respondents visited the city's website in the last year. A higher percentage of them were satisfied with the quality of the city's website than those who did not visit the city's website. However, a lower percentage of website users were satisfied with the overall effectiveness of city communication with the public, and the city's efforts to keep them informed about local issues than those who had not visited the city's website. (See Exhibit 35.)

Exhibit 35. Satisfaction and Experience – Using the City’s Website

Questions	Have you visited the city's website in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
...overall quality of city's website	46%	34%
...availability of information about city programs and services	37%	38%
...city's efforts to keep them informed about local issues	33%	38%
...overall effectiveness of city communication with the public	33%	38%
...level of public involvement in local decision making	24%	25%

Appendix A

Methodology

Methodology

We contracted with ETC Institute, a market research firm, to conduct quarterly surveys to measure citizen satisfaction with city services; to identify which major service categories citizens think should receive the most emphasis over the next two years; and to provide survey data from Kansas City metropolitan area communities, large regional U.S. cities, and a national survey for benchmarking purposes. In 2000, the city joined approximately 20 other communities in the metropolitan area as a charter member of DirectionFinder, a regional citizen survey initiative developed by the ETC Institute. DirectionFinder enables the city to compare its survey results to those of other communities in the region and the United States.

A copy of the survey instrument, a cover letter, and a postage-paid return envelop were mailed to a random sample of 2,000 households each quarter.⁹ Telephone surveys were administered to households that did not respond to the survey by mail.

The goal is to administer approximately half of the surveys by phone and half by mail to minimize any potential bias that may be introduced based on either method. Beginning in 2005, we started conducting the citizen survey using both mail and phone surveys. Our 2011 contract with ETC required them to complete at least 4,000 surveys (1,000 from each geographic area of the city) by a combination of mail and phone with at least 2,000 surveys completed by each method.

During fiscal year 2011, surveys were sent to 8,000 Kansas City, Missouri, households. Surveys were completed by 4,978 households; 46 percent were conducted by phone (2,283) and 54 percent by mail (2,695).

Survey Dates – Fiscal Year 2011

Quarter	Survey Mailed	Last Mail Survey Received	Phone Survey Initiated	Phone Survey Completed
First	06/21/2010	07/22/2010	07/06/2010	07/20/2010
Second	09/07/2010	09/21/2010	09/14/2010	09/26/2010
Third	12/01/2010	12/22/2010	12/10/2010	12/28/2010
Fourth	03/01/2011	03/23/2011	03/09/2011	03/29/2011

The fiscal year 2011 survey has an overall response rate of about 62 percent. The survey results citywide have a 95 percent confidence level and a margin of error of up to +/- 1.38 percent. This means that out of

⁹ A random sample of 8,000 households was selected at the beginning of the survey cycle. Surveys were mailed each quarter of the fiscal year to 2,000 of these households.

100 samples drawn in the same manner, we would expect 95 to yield results within the specified error range.

We changed our survey reporting methodology in fiscal year 2010 to exclude “Don’t Know” responses to match the benchmark survey data. For that reason, survey reports prior to the fiscal year 2010 report should not be used for comparisons with this and future survey reports because the results in older citizen survey reports include “Don’t Know” responses. In this report, survey results for calendar years 2005 through 2008 also exclude “Don’t Know” responses.

We report fiscal year 2011 survey results compared to the results from previous years. (See Appendix B for the survey results.) Surveys conducted between calendar years 2005 through 2010 had a 95 percent confidence level and margins of error of up to +/- 1.53 percent. Small differences between responses on the surveys could be due to sampling error.

Compared to the 2000 Census for the city as a whole, the survey fairly represents respondents in gender and race categories.

Comparison of Respondent Gender to 2000 Census

Source	Male	Female
Census	48.3%	51.7%
2011 Survey	48.1%	51.9%

Comparison of Respondent Race to 2000 Census

Source	Black/African		
	White	American	Other
Census	60.7%	31.2%	8.1%
2011 Survey	68.5%	24.5%	7.0%

Benchmarking Data

Along with the survey results, ETC Institute provided comparative benchmarking information that it obtained by conducting similar citizen surveys for other metropolitan area communities and large regional U.S. cities. ETC also provided comparative benchmarking information from a national citizen survey it conducted (using mail and phone surveys) between February and April 2011. The national survey information included survey results for cities with populations greater than 250,000.

We compared the results of our citizen survey to the most recent survey results from the metropolitan area communities, large regional U.S. cities, and the national survey results for cities with populations greater than 250,000. The benchmarking information permits comparisons

between Kansas City’s results and those of other cities and communities. (See Appendix D for Kansas City and benchmark community satisfaction trends.)

Metropolitan Area Communities and Survey Methodology

Blue Springs, MO	Mail/phone	Mission, KS	Mail/phone
Bonner Springs, KS	Phone	Olathe, KS	Mail/phone
Butler, MO	Phone	Overland Park, KS	Phone
Excelsior Springs, MO	Phone	Parkville, MO	Mail/phone
Gardner, KS	Mail/phone	Platte City, MO	Mail/phone
Grain Valley, MO	Mail/phone	Raymore, MO	Phone
Independence, MO	Mail/phone	Riverside, MO	Mail/phone
Johnson County, KS	Mail/phone	Roeland Park, KS	Mail/phone
Kansas City, MO	Mail/phone	Shawnee, KS	Phone
Leawood, KS	Phone	Spring Hill, KS	Phone
Lee's Summit, MO	Mail/phone	Unified Government of	Phone
Lenexa, KS	Mail/phone	Kansas City, KS &	
Liberty, MO	Phone	Wyandotte County	
Merriam, KS	Phone		

Large Regional U.S. Cities and Survey Methodology

Arlington, TX	Phone	Kansas City, MO	Mail/phone
Dallas, TX	Phone	Minneapolis, MN	Phone
Denver, CO	Phone	Oklahoma City, OK	Mail/phone
Des Moines, IA	Mail/phone	San Antonio, TX	Phone
Fort Worth, TX	Phone	St. Louis, MO	Phone
Houston, TX	Mail/phone	Tulsa, OK	Phone
Indianapolis, IN	Phone	Wichita, KS	Phone

Overall Satisfaction Index

We developed an overall satisfaction index to show overall satisfaction and compare current survey results to prior years. The overall satisfaction index is based on the average rating (satisfied/very satisfied) for all 52 service-related questions asked every year since 2005. We calculated the index by dividing the average rating for the current year by the average rating for the base year and multiplying the results by 100. We also calculated an overall satisfaction index for each geographic area of the city and compared them to the citywide overall satisfaction index.

Survey Results by Geographic Area

We divided the city into four areas: north, south, east, and west, based on the following criteria:

- Geographically different
- Approximately similar number of residents

North: The north area includes all zip codes located in the Kansas City area north of the Missouri River. It contains about 27 percent of the city’s population and 26 percent of the survey respondents.

South: The south area contains 11 zip codes and is located in the area from Gregory/63rd Street (excluding Raytown) to the city’s south border. It has 27 percent of the city’s total population and about 25 percent of the survey respondents.

East: The east area contains 11 zip codes and is located in the area from the Missouri River on the north to Gregory/63rd on the south (excluding Raytown); from Woodland/Prospect on the west to the city’s east border. It contains 28 percent of the city’s total population and about 24 percent of the survey respondents.

West: The west area contains 10 zip codes and is bordered by the Missouri river on the north, Gregory and 63rd on the south, State Line on the west, and Woodland/Prospect on the east. It includes 19 percent of the city’s total population and 26 percent of the survey respondents.

Geographical Areas by Zip Code

Area	Zip Codes	Population ¹⁰	Survey Respondents	Margin of Error *
North	64116, 64117, 64118, 64119, 64151, 64152, 64153, 64154, 64155, 64156, 64157, 64158, 64161, 64163, 64164, 64165, 64166, 64167	118,497 (26.9%)	1,247 (25.5%)	+/- 2.76%
South	64114, 64131, 64132, 64134, 64137, 64138, 64139, 64145, 64146, 64147, 64149	117,868 (26.7%)	1,216 (24.9%)	+/- 2.80%
East	64120, 64123, 64124, 64125, 64126, 64127, 64128, 64129, 64130, 64133, 64136	121,607 (27.6%)	1,149 (23.5%)	+/- 2.88%
West	64101, 64102, 64105, 64106, 64108, 64109, 64110, 64111, 64112, 64113	83,235 (18.9%)	1,277 (26.1%)	+/- 2.72%
City-wide		441,207	4,889 ¹¹	+/- 1.38%

* 95% confidence, p=50%

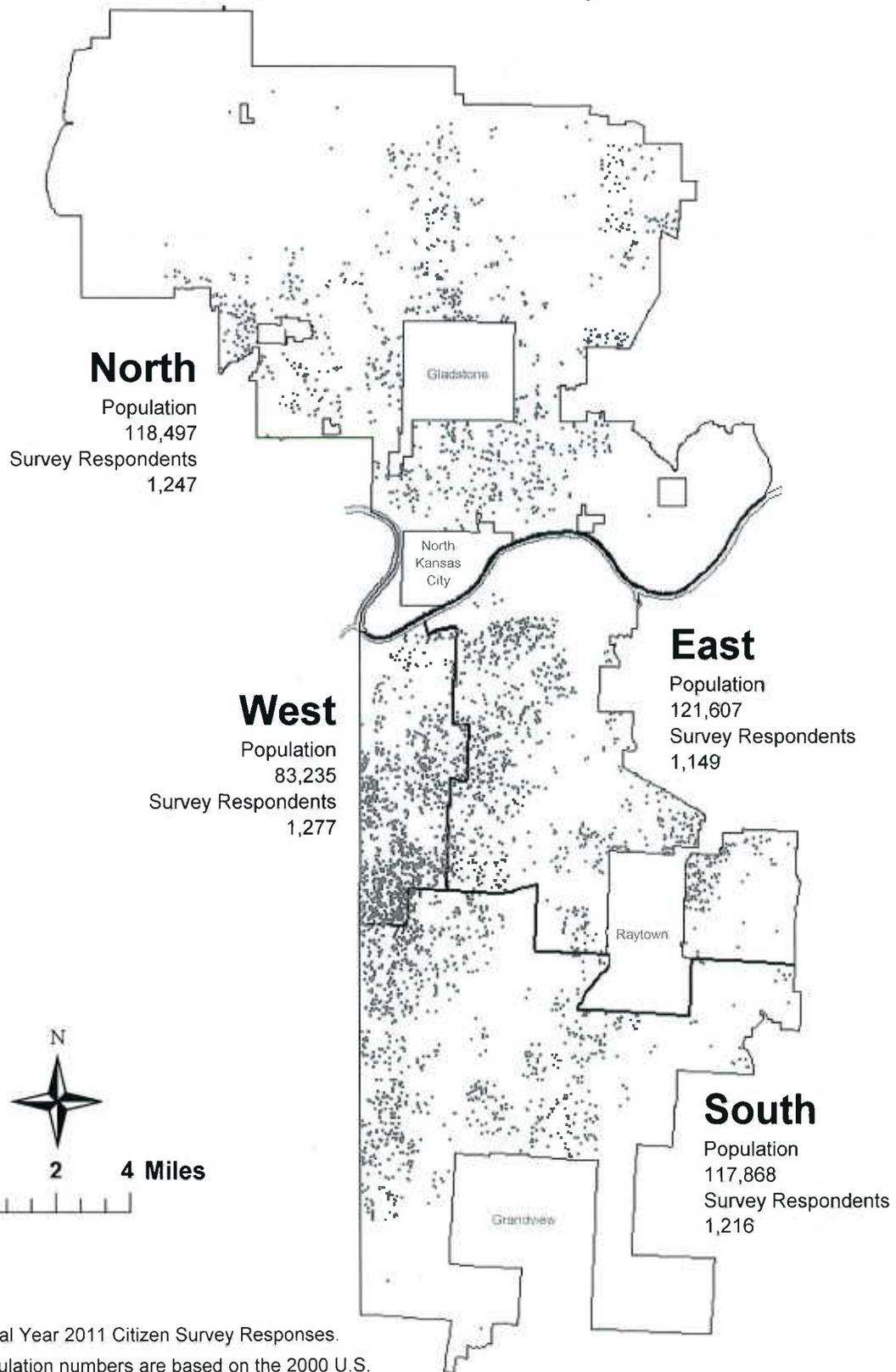
Source: City Planning & Development Department and ETC Institute 2010 DirectionFinder Survey.

Appendix C contains the results of the fiscal year 2011 survey by geographic area.

¹⁰ Population numbers are based on the 2000 U.S. Census.

¹¹ Surveys were received from 4,978 households, however, 89 did not include the information needed to place them in a ZIP code.

General Concentration of Responses to Fiscal Year 2011 Citizen Survey



Sources: Fiscal Year 2011 Citizen Survey Responses.
Population numbers are based on the 2000 U.S. Census.

Appendix B

Citizen Survey Results (Calendar Years 2005 - 2008 and Fiscal Years 2010 - 2011)

Kansas City Citizen Survey Results

* A shaded figure indicates a statistically significant difference from the 2010 results or if a question was not asked in 2010, a statistically significant difference from the 2008 results.

	2005 N=4395	2006 N=4105	2007 N=4091	2008 N=4748	2010 N= 4637	2011 N= 4978
Major Service Categories						
Q1a Overall quality of police, fire, and ambulance services						
Satisfied/Very Satisfied	67%	71%	70%	71%	74%	74%
Neutral	22%	21%	21%	21%	19%	18%
Dissatisfied/Very Dissatisfied	10%	9%	9%	8%	7%	8%
Q1b Overall quality of city parks and recreation programs and facilities						
Satisfied/Very Satisfied	51%	57%	55%	54%	56%	59%
Neutral	31%	29%	30%	31%	30%	29%
Dissatisfied/Very Dissatisfied	18%	14%	15%	15%	14%	13%
Q1c Overall maintenance of city streets, buildings, and facilities						
Satisfied/Very Satisfied	16%	22%	24%	19%	22%	23%
Neutral	23%	29%	30%	29%	29%	29%
Dissatisfied/Very Dissatisfied	62%	49%	46%	52%	49%	48%
Q1d Overall quality of city water utilities						
Satisfied/Very Satisfied	55%	60%	63%	59%	58%	52%
Neutral	25%	23%	22%	25%	24%	26%
Dissatisfied/Very Dissatisfied	20%	17%	15%	16%	18%	22%
Q1e Overall enforcement of city codes and ordinances						
Satisfied/Very Satisfied	32%	35%	36%	32%	32%	35%
Neutral	36%	36%	36%	36%	37%	36%
Dissatisfied/Very Dissatisfied	33%	29%	29%	32%	31%	29%
Q1f Overall quality of customer service you receive from city employees						
Satisfied/Very Satisfied	39%	46%	50%	48%	48%	48%
Neutral	35%	33%	30%	32%	30%	31%
Dissatisfied/Very Dissatisfied	26%	21%	19%	20%	22%	22%
Q1g Overall effectiveness of city communication with the public						
Satisfied/Very Satisfied	31%	37%	39%	37%	33%	36%
Neutral	38%	38%	36%	38%	36%	37%
Dissatisfied/Very Dissatisfied	31%	25%	25%	25%	31%	27%
Q1h Overall quality of the city's stormwater runoff/stormwater management system						
Satisfied/Very Satisfied	32%	38%	40%	32%	36%	33%
Neutral	31%	32%	30%	33%	32%	32%
Dissatisfied/Very Dissatisfied	37%	30%	30%	35%	32%	35%

	2005	2006	2007	2008	2010	2011
Q1i Overall quality of the city's public health services						
Satisfied/Very Satisfied	41%	46%	48%	45%	44%	47%
Neutral	43%	38%	36%	40%	41%	39%
Dissatisfied/Very Dissatisfied	16%	15%	15%	15%	15%	14%
Q1j Overall flow of traffic						
Satisfied/Very Satisfied	34%	40%	40%	44%	48%	50%
Neutral	31%	34%	33%	33%	31%	32%
Dissatisfied/Very Dissatisfied	35%	26%	27%	23%	21%	18%
Q1k Overall quality of airport facilities						
Satisfied/Very Satisfied	72%	74%	74%	73%	<i>not asked</i>	74%
Neutral	21%	19%	19%	20%		20%
Dissatisfied/Very Dissatisfied	8%	7%	7%	8%		7%
Q1l Overall quality of public transportation						
Satisfied/Very Satisfied					37%	44%
Neutral					34%	33%
Dissatisfied/Very Dissatisfied					29%	23%
Q1m Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)						
Satisfied/Very Satisfied	53%	61%	68%	59%	55%	64%
Neutral	37%	32%	25%	32%	34%	29%
Dissatisfied/Very Dissatisfied	10%	7%	7%	10%	11%	7%
Q1n Overall quality of the city's 311 service						
Satisfied/Very Satisfied					49%	54%
Neutral					30%	28%
Dissatisfied/Very Dissatisfied					21%	18%
Emphasis for Major Service Categories						
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 1st Choice						
Police, fire, and ambulance services	15%	16%	14%	14%	19%	19%
Parks and recreation programs and facilities	4%	5%	5%	5%	4%	3%
Maintenance of city streets, buildings, and facilities	46%	43%	42%	42%	35%	36%
Water utilities	3%	5%	4%	4%	5%	6%
Enforcement of codes and ordinances	7%	7%	7%	8%	6%	6%
Customer service	3%	3%	3%	3%	3%	3%
Communication with the public	3%	3%	4%	4%	4%	4%
Stormwater management	7%	6%	8%	9%	6%	8%
Public health services	3%	4%	3%	3%	3%	2%
Traffic flow	8%	7%	7%	5%	4%	4%
Airport facilities	1%	1%	1%	1%	<i>not asked</i>	1%
Public transportation					7%	6%
Convention facilities	1%	1%	1%	1%	1%	1%
311 service					4%	3%

	2005	2006	2007	2008	2010	2011
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 2nd Choice						
Police, fire, and ambulance services	8%	7%	7%	7%	7%	7%
Parks and recreation programs and facilities	6%	6%	8%	6%	5%	4%
Maintenance of city streets, buildings, and facilities	23%	22%	21%	23%	25%	24%
Water utilities	7%	7%	6%	7%	7%	8%
Enforcement of codes and ordinances	10%	13%	11%	12%	10%	9%
Customer service	7%	7%	7%	6%	5%	5%
Communication with the public	7%	8%	9%	8%	8%	8%
Stormwater management	12%	11%	11%	13%	9%	12%
Public health services	4%	5%	5%	4%	4%	4%
Traffic flow	13%	11%	12%	10%	7%	7%
Airport facilities	1%	1%	2%	1%	<i>not asked</i>	1%
Public transportation					7%	7%
Convention facilities	1%	1%	1%	2%	1%	1%
311 service					4%	3%

Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 3rd Choice						
Police, fire, and ambulance services	8%	6%	8%	6%	6%	6%
Parks and recreation programs and facilities	8%	8%	8%	7%	7%	5%
Maintenance of city streets, buildings, and facilities	10%	11%	12%	13%	12%	12%
Water utilities	7%	6%	5%	6%	5%	8%
Enforcement of codes and ordinances	9%	10%	10%	11%	9%	9%
Customer service	9%	8%	7%	7%	7%	6%
Communication with the public	12%	14%	12%	12%	12%	9%
Stormwater management	11%	11%	12%	13%	9%	11%
Public health services	6%	7%	7%	6%	6%	5%
Traffic flow	14%	15%	15%	12%	9%	9%
Airport facilities	2%	3%	2%	3%	<i>not asked</i>	2%
Public transportation					10%	9%
Convention facilities	4%	2%	2%	4%	3%	2%
311 service					6%	5%

Items That May Influence Citizen Perceptions of the City

Q3a Overall quality of services provided by the City of Kansas City, Missouri

Satisfied/Very Satisfied	41%	49%	52%	46%	43%	47%
Neutral	38%	36%	34%	37%	37%	35%
Dissatisfied/Very Dissatisfied	20%	15%	14%	17%	20%	18%

Q3b Overall value that you receive for your city tax dollars and fees

Satisfied/Very Satisfied	25%	30%	32%	28%	27%	31%
Neutral	31%	34%	33%	33%	32%	31%
Dissatisfied/Very Dissatisfied	44%	37%	36%	38%	41%	37%

	2005	2006	2007	2008	2010	2011
Q3c Overall image of the city						
Satisfied/Very Satisfied	37%	48%	48%	45%	36%	43%
Neutral	33%	32%	32%	33%	31%	32%
Dissatisfied/Very Dissatisfied	30%	19%	20%	22%	33%	26%
Q3d How well the city is planning for growth						
Satisfied/Very Satisfied	32%	42%	44%	33%	25%	27%
Neutral	34%	33%	31%	38%	35%	37%
Dissatisfied/Very Dissatisfied	34%	26%	25%	29%	40%	35%
Q3e Overall quality of life in the city						
Satisfied/Very Satisfied	51%	56%	57%	56%	50%	53%
Neutral	31%	29%	29%	28%	31%	30%
Dissatisfied/Very Dissatisfied	18%	16%	15%	15%	20%	17%
Q3f Overall feeling of safety in the city						
Satisfied/Very Satisfied	30%	33%	36%	37%	35%	36%
Neutral	28%	30%	31%	30%	31%	30%
Dissatisfied/Very Dissatisfied	42%	36%	33%	33%	35%	34%

Living in Kansas City, Missouri

Q4 Do you think you will be living in Kansas City, Missouri, five years from now?

Yes	82%	83%
No	18%	17%

Public Safety Services

Q5a Quality of local police protection

Satisfied/Very Satisfied	54%	57%	60%	60%	62%	63%
Neutral	26%	23%	22%	25%	23%	24%
Dissatisfied/Very Dissatisfied	20%	20%	18%	16%	14%	13%

Q5b The visibility of police in neighborhoods

Satisfied/Very Satisfied	39%	41%	46%	44%	48%	49%
Neutral	28%	28%	26%	30%	25%	26%
Dissatisfied/Very Dissatisfied	33%	32%	28%	26%	26%	25%

Q5c The visibility of police in retail areas

Satisfied/Very Satisfied	39%	41%	45%	45%	47%	47%
Neutral	37%	34%	33%	36%	33%	33%
Dissatisfied/Very Dissatisfied	24%	25%	22%	20%	20%	19%

Q5d The city's overall efforts to prevent crime

Satisfied/Very Satisfied	31%	35%	40%	39%	39%	41%
Neutral	32%	33%	33%	34%	32%	33%
Dissatisfied/Very Dissatisfied	37%	32%	27%	27%	29%	27%

	2005	2006	2007	2008	2010	2011
Q5e Enforcement of local traffic laws						
Satisfied/Very Satisfied	47%	48%	50%	50%	52%	51%
Neutral	30%	30%	29%	32%	31%	32%
Dissatisfied/Very Dissatisfied	23%	23%	21%	19%	18%	17%
Q5f Parking enforcement services						
Satisfied/Very Satisfied					<i>new in 2011</i>	46%
Neutral						40%
Dissatisfied/Very Dissatisfied						14%
Q5g Overall quality of police services						
Satisfied/Very Satisfied			57%	56%	58%	60%
Neutral			29%	31%	29%	28%
Dissatisfied/Very Dissatisfied			14%	13%	13%	12%
Q5h How quickly police respond to emergencies						
Satisfied/Very Satisfied					<i>new in 2011</i>	57%
Neutral						26%
Dissatisfied/Very Dissatisfied						16%
Q5i Overall quality of local fire protection and rescue services						
Satisfied/Very Satisfied	79%	81%	79%	77%	81%	78%
Neutral	18%	16%	18%	21%	16%	18%
Dissatisfied/Very Dissatisfied	3%	3%	3%	3%	3%	4%
Q5j Quality of local ambulance service						
Satisfied/Very Satisfied	67%	72%	70%	68%	74%	73%
Neutral	27%	22%	24%	27%	22%	23%
Dissatisfied/Very Dissatisfied	6%	5%	6%	5%	4%	5%
Q5k How quickly fire and emergency medical services personnel respond to emergencies						
Satisfied/Very Satisfied					<i>new in 2011</i>	74%
Neutral						21%
Dissatisfied/Very Dissatisfied						6%
Q5l Quality of animal control						
Satisfied/Very Satisfied	39%	39%	42%	40%	42%	41%
Neutral	35%	33%	31%	35%	34%	35%
Dissatisfied/Very Dissatisfied	27%	28%	27%	25%	24%	23%
Q5m The city's municipal court						
Satisfied/Very Satisfied	34%	34%	40%	36%	<i>not asked</i>	38%
Neutral	46%	41%	41%	45%		43%
Dissatisfied/Very Dissatisfied	20%	24%	19%	19%		19%

	2005	2006	2007	2008	2010	2011
Parks and Recreation Programs and Services						
Q5n Maintenance of city parks						
Satisfied/Very Satisfied	49%	55%	55%	49%	52%	53%
Neutral	32%	29%	29%	34%	31%	32%
Dissatisfied/Very Dissatisfied	19%	16%	16%	17%	16%	15%
Q5o Quality of facilities such as picnic shelters and playgrounds in city parks						
Satisfied/Very Satisfied					<i>new in 2011</i>	50%
Neutral						34%
Dissatisfied/Very Dissatisfied						16%
Q5p Quality of outdoor athletic fields (i.e. baseball, soccer, and football)						
Satisfied/Very Satisfied	41%	43%	46%	44%	39%	49%
Neutral	44%	40%	38%	42%	42%	37%
Dissatisfied/Very Dissatisfied	15%	17%	16%	13%	19%	14%
Q5q Maintenance of boulevards and parkways						
Satisfied/Very Satisfied	49%	55%	55%	49%	50%	52%
Neutral	29%	27%	27%	31%	31%	32%
Dissatisfied/Very Dissatisfied	22%	18%	18%	19%	19%	17%
Q5r Walking and biking trails in the city						
Satisfied/Very Satisfied	37%	40%	40%	36%	36%	44%
Neutral	32%	31%	30%	33%	33%	33%
Dissatisfied/Very Dissatisfied	31%	29%	31%	31%	30%	23%
Q5s City swimming pools and programs						
Satisfied/Very Satisfied	27%	31%	35%	33%	32%	35%
Neutral	44%	42%	39%	44%	43%	41%
Dissatisfied/Very Dissatisfied	29%	27%	26%	23%	25%	24%
Q5t The city's youth athletic programs						
Satisfied/Very Satisfied	32%	35%	39%	35%	33%	33%
Neutral	48%	44%	41%	46%	45%	45%
Dissatisfied/Very Dissatisfied	20%	21%	21%	19%	23%	22%
Q5u The city's adult athletic programs						
Satisfied/Very Satisfied	28%	33%	35%	30%	31%	33%
Neutral	52%	46%	44%	50%	46%	46%
Dissatisfied/Very Dissatisfied	20%	21%	21%	20%	23%	21%
Q5v Maintenance of Kansas City, Missouri, community centers						
Satisfied/Very Satisfied	35%	42%	43%	40%	43%	44%
Neutral	47%	41%	39%	45%	42%	41%
Dissatisfied/Very Dissatisfied	18%	17%	18%	15%	15%	15%

	2005	2006	2007	2008	2010	2011
Q5w Programs and activities at Kansas City, Missouri, community centers						
Satisfied/Very Satisfied					37%	42%
Neutral					47%	43%
Dissatisfied/Very Dissatisfied					15%	15%
Q5x Ease of registering for [Parks and Recreation] programs						
Satisfied/Very Satisfied	30%	35%	38%	33%	36%	40%
Neutral	53%	48%	46%	50%	48%	46%
Dissatisfied/Very Dissatisfied	17%	18%	16%	18%	16%	15%
Q5y The reasonableness of fees charged for recreation programs						
Satisfied/Very Satisfied	32%	34%	37%	34%	36%	39%
Neutral	50%	47%	44%	49%	46%	45%
Dissatisfied/Very Dissatisfied	18%	18%	19%	17%	18%	17%
Communication and Leadership Services						
Q5z The availability of information about city programs and services						
Satisfied/Very Satisfied	32%	37%	40%	37%	35%	37%
Neutral	36%	33%	31%	36%	35%	35%
Dissatisfied/Very Dissatisfied	33%	29%	29%	28%	30%	27%
Q5aa City efforts to keep you informed about local issues						
Satisfied/Very Satisfied	33%	35%	39%	36%	33%	36%
Neutral	33%	33%	31%	35%	33%	34%
Dissatisfied/Very Dissatisfied	34%	32%	30%	29%	34%	30%
Q5bb Overall quality of the city's website						
Satisfied/Very Satisfied					37%	42%
Neutral					44%	39%
Dissatisfied/Very Dissatisfied					19%	19%
Q5cc The level of public involvement in local decision making						
Satisfied/Very Satisfied	22%	23%	26%	23%	21%	24%
Neutral	36%	37%	37%	39%	35%	39%
Dissatisfied/Very Dissatisfied	43%	40%	38%	38%	45%	37%
Q5dd Overall quality of leadership provided by the city's elected officials						
Satisfied/Very Satisfied	26%	30%	31%	24%	16%	20%
Neutral	35%	35%	36%	37%	25%	31%
Dissatisfied/Very Dissatisfied	39%	35%	33%	38%	58%	48%
Q5ee Overall effectiveness of appointed boards and commissions						
Satisfied/Very Satisfied	20%	24%	26%	21%	16%	20%
Neutral	41%	39%	38%	40%	34%	38%
Dissatisfied/Very Dissatisfied	39%	36%	35%	39%	50%	42%

	2005	2006	2007	2008	2010	2011
Q5ff Overall effectiveness of the city manager and appointed staff						
Satisfied/Very Satisfied	30%	34%	34%	27%	17%	24%
Neutral	39%	38%	38%	41%	32%	39%
Dissatisfied/Very Dissatisfied	31%	28%	28%	33%	51%	37%

Q5gg How ethically the city conducts business						
Satisfied/Very Satisfied				25%	17%	23%
Neutral				42%	33%	36%
Dissatisfied/Very Dissatisfied				33%	50%	40%

Maintenance, Streets, and Solid Waste Services

Q6a Maintenance of city streets						
Satisfied/Very Satisfied	21%	23%	26%	18%	23%	23%
Neutral	20%	23%	23%	27%	27%	27%
Dissatisfied/Very Dissatisfied	59%	54%	51%	54%	50%	50%

Q6b Maintenance of streets in your neighborhood						
Satisfied/Very Satisfied	35%	35%	38%	34%	35%	34%
Neutral	20%	22%	21%	25%	22%	23%
Dissatisfied/Very Dissatisfied	44%	44%	41%	41%	43%	43%

Q6c The smoothness of city streets						
Satisfied/Very Satisfied	15%	21%	23%	18%	22%	21%
Neutral	19%	25%	25%	30%	28%	30%
Dissatisfied/Very Dissatisfied	66%	54%	51%	52%	50%	49%

Q6d Condition of sidewalks in the city						
Satisfied/Very Satisfied	19%	22%	24%	19%	22%	23%
Neutral	30%	27%	27%	32%	29%	29%
Dissatisfied/Very Dissatisfied	52%	50%	49%	49%	49%	48%

Q6e Maintenance of street signs and traffic signals						
Satisfied/Very Satisfied					<i>new in 2011</i>	52%
Neutral						31%
Dissatisfied/Very Dissatisfied						17%

Q6f Maintenance and preservation of downtown Kansas City, Missouri						
Satisfied/Very Satisfied	32%	44%	53%	54%	50%	53%
Neutral	35%	33%	30%	31%	35%	33%
Dissatisfied/Very Dissatisfied	33%	24%	16%	14%	15%	14%

Q6g Maintenance of city buildings, e.g., City Hall						
Satisfied/Very Satisfied	45%	52%	58%	53%	50%	52%
Neutral	42%	36%	32%	38%	39%	38%
Dissatisfied/Very Dissatisfied	13%	12%	11%	9%	10%	10%

	2005	2006	2007	2008	2010	2011
Q6h Snow removal on major city streets during the past 12 months						
Satisfied/Very Satisfied	55%	58%	59%	55%	54%	50%
Neutral	23%	22%	20%	24%	21%	23%
Dissatisfied/Very Dissatisfied	22%	20%	21%	21%	24%	27%

Q6i Snow removal on residential streets during the past 12 months						
Satisfied/Very Satisfied	37%	30%	36%	35%	33%	31%
Neutral	22%	23%	23%	24%	21%	21%
Dissatisfied/Very Dissatisfied	41%	47%	41%	40%	46%	48%

Q6j Mowing and tree trimming along city streets and other public areas						
Satisfied/Very Satisfied	34%	39%	42%	34%	39%	36%
Neutral	30%	31%	30%	32%	32%	31%
Dissatisfied/Very Dissatisfied	36%	30%	28%	35%	30%	33%

Q6k Overall cleanliness of city streets and other public areas						
Satisfied/Very Satisfied	30%	36%	38%	33%	36%	38%
Neutral	32%	32%	32%	36%	34%	34%
Dissatisfied/Very Dissatisfied	38%	32%	30%	31%	31%	28%

Q6l Adequacy of city street lighting						
Satisfied/Very Satisfied	60%	61%	62%	63%	57%	58%
Neutral	25%	24%	23%	25%	27%	28%
Dissatisfied/Very Dissatisfied	15%	16%	15%	12%	16%	15%

Q6m Overall quality of trash collection services						
Satisfied/Very Satisfied	58%	65%	65%	59%	66%	69%
Neutral	20%	19%	19%	21%	18%	18%
Dissatisfied/Very Dissatisfied	22%	16%	16%	20%	15%	13%

Q6n Overall quality of recycling collection services						
Satisfied/Very Satisfied					67%	69%
Neutral					19%	19%
Dissatisfied/Very Dissatisfied					14%	12%

Q6o Overall quality of bulky item pick-up services						
Satisfied/Very Satisfied					39%	49%
Neutral					23%	25%
Dissatisfied/Very Dissatisfied					38%	26%

Q6p Condition of catch basins (storm drains) in your neighborhood						
Satisfied/Very Satisfied					<i>new in 2011</i>	40%
Neutral						29%
Dissatisfied/Very Dissatisfied						31%

Q6q Timeliness of water/sewer line break repairs						
Satisfied/Very Satisfied					35%	33%
Neutral					34%	31%
Dissatisfied/Very Dissatisfied					32%	36%

	2005	2006	2007	2008	2010	2011
Code Enforcement Services						
Q6r Enforcing the clean up of litter and debris on private property						
Satisfied/Very Satisfied	21%	22%	26%	21%	21%	23%
Neutral	30%	31%	30%	30%	29%	30%
Dissatisfied/Very Dissatisfied	50%	47%	44%	49%	51%	47%
Q6s Enforcing the mowing and cutting of weeds on private property						
Satisfied/Very Satisfied	20%	23%	26%	18%	20%	22%
Neutral	29%	30%	29%	28%	27%	29%
Dissatisfied/Very Dissatisfied	51%	47%	46%	54%	53%	49%
Q6t Enforcing the exterior maintenance of residential property						
Satisfied/Very Satisfied	22%	26%	29%	21%	23%	24%
Neutral	36%	35%	31%	34%	31%	35%
Dissatisfied/Very Dissatisfied	42%	40%	40%	45%	46%	41%
Q6u Enforcing sign regulations						
Satisfied/Very Satisfied	32%	34%	36%	35%	33%	30%
Neutral	47%	43%	42%	45%	44%	41%
Dissatisfied/Very Dissatisfied	21%	23%	22%	21%	22%	29%
Q6v Enforcing and prosecuting illegal dumping						
Satisfied/Very Satisfied	18%	20%	24%	20%	20%	21%
Neutral	29%	30%	29%	31%	27%	32%
Dissatisfied/Very Dissatisfied	53%	50%	47%	49%	53%	47%
Q6w Timeliness of the removal of abandoned cars from public property						
Satisfied/Very Satisfied	28%	31%	35%	34%	<i>not asked</i>	28%
Neutral	35%	35%	34%	39%		35%
Dissatisfied/Very Dissatisfied	37%	33%	31%	27%		37%
Respondent Experiences						
Q7a Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?						
Yes		15%	15%	15%	15%	14%
No		85%	85%	85%	85%	86%
Q7b Have you called the police in the last year?						
Yes		33%	35%	32%	33%	32%
No		67%	65%	68%	67%	68%
Q7c Have you called 311 in the last year?						
Yes			25%	33%	46%	49%
No			75%	67%	54%	51%
Q7d Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?						
Yes					38%	38%
No					62%	62%

	2005	2006	2007	2008	2010	2011
Q7e Have you visited the city's website in the last year?						
Yes					44%	46%
No					56%	54%

Q7f Have you used the city's website to make any payments in the last year?						
Yes					17%	20%
No					83%	80%

Q7g Have you used the bulky item pick-up service in the last year?						
Yes					46%	43%
No					54%	57%

Q7h Have you visited downtown Kansas City, Missouri, for entertainment, dining, or shopping in the last year?						
Yes				60%	62%	64%
No				40%	38%	36%

Q7i Have you visited a Kansas City, Missouri, community center in the last year?						
Yes					31%	33%
No					69%	67%

Q7j Have any members of your household visited any parks in Kansas City, Missouri, in the last year?						
Yes					74%	70%
No					26%	30%

Q7k Have any members of your household received notification of Kansas City, Missouri, Parks and Recreation Department programs or activities in the last year?						
Yes					39%	41%
No					61%	59%

Q7l Have you used public transportation in the last year?						
Yes					25%	26%
No					75%	74%

Q7m Have any members of your household been to a public library within the Kansas City, Missouri, city limits in the last year?						
Yes					<i>new in 2011</i>	72%
No						28%

Rating Kansas City, Missouri

Q8a How would you rate Kansas City, Missouri, as a place to live?						
Good/Excellent	69%	71%	70%	71%	65%	68%
Neutral	19%	19%	20%	19%	21%	20%
Below Average/Poor	12%	10%	9%	10%	14%	12%

Q8b How would you rate Kansas City, Missouri, as a place to raise children?						
Good/Excellent	51%	54%	54%	52%	49%	50%
Neutral	23%	23%	24%	24%	24%	23%
Below Average/Poor	25%	23%	21%	24%	27%	26%

	2005	2006	2007	2008	2010	2011
Q8c How would you rate Kansas City, Missouri, as a place to work?						
Good/Excellent	63%	65%	65%	65%	59%	62%
Neutral	23%	23%	23%	22%	26%	24%
Below Average/Poor	13%	13%	12%	13%	15%	15%

Feelings of Safety

Q9a How safe do you feel at home during the day?

Safe/Very Safe	81%	82%	82%	84%	81%	83%
Neutral	14%	13%	13%	11%	13%	12%
Unsafe/Very Unsafe	6%	5%	6%	5%	6%	5%

Q9b How safe do you feel at home at night?

Safe/Very Safe	65%	69%	69%	72%	70%	72%
Neutral	20%	19%	17%	17%	18%	16%
Unsafe/Very Unsafe	15%	13%	13%	11%	12%	12%

Q9c How safe do you feel in your neighborhood during the day?

Safe/Very Safe	78%	79%	78%	81%	78%	80%
Neutral	15%	14%	15%	12%	15%	14%
Unsafe/Very Unsafe	7%	7%	7%	6%	7%	6%

Q9d How safe do you feel in your neighborhood at night?

Safe/Very Safe	55%	59%	59%	62%	60%	62%
Neutral	23%	23%	22%	21%	21%	20%
Unsafe/Very Unsafe	22%	19%	19%	17%	20%	18%

Q9e How safe do you feel in city parks during the day?

Safe/Very Safe	47%	53%	58%	59%	59%	61%
Neutral	31%	30%	28%	27%	26%	25%
Unsafe/Very Unsafe	22%	17%	14%	14%	16%	14%

Q9f How safe do you feel in city parks at night?

Safe/Very Safe	9%	10%	15%	13%	13%	16%
Neutral	19%	20%	24%	25%	24%	25%
Unsafe/Very Unsafe	72%	70%	61%	62%	63%	59%

Q9g How safe do you feel in downtown Kansas City, Missouri, during the day?

Safe/Very Safe			68%	71%	68%	70%
Neutral			22%	22%	22%	21%
Unsafe/Very Unsafe			10%	8%	10%	9%

Q9h How safe do you feel in downtown Kansas City, Missouri, at night?

Safe/Very Safe			27%	33%	29%	32%
Neutral			30%	32%	30%	29%
Unsafe/Very Unsafe			43%	35%	41%	39%

	2005	2006	2007	2008	2010	2011
Watching Channel 2						
Q10 Have any members of your household watched Channel 2, Kansas City, Missouri's, government cable television channel in the last year?						
Yes					<i>new in 2011</i>	49%
No						41%
Not available on my television						10%

Demographics

Q11 Do you own or rent your current residence?						
Own	83%	84%	82%	83%	83%	83%
Rent	17%	16%	18%	17%	17%	17%

Q12 Approximately how many years have you lived in Kansas City, Missouri?						
Median number of years	33	35	30	33	35	34

Q13 Respondent's race/ethnicity						
Asian/Pacific Islander	1%	2%	2%	2%	1%	1%
White	67%	64%	63%	65%	67%	69%
American Indian/Eskimo	1%	1%	1%	1%	1%	1%
Black/African American	28%	29%	27%	27%	27%	24%
Hispanic Latino			6%			
Other	3%	4%	0%	6%	4%	4%

Q14 Are you of Hispanic, Latino or other Spanish ancestry?						
Yes	6%	8%		8%	9%	9%
No	94%	92%		92%	91%	91%

Q15 Respondent's total annual household income						
Under \$30,000	30%	31%	29%	25%	30%	30%
\$30,000 to \$59,999	34%	33%	34%	35%	30%	30%
\$60,000 to \$99,999	23%	23%	24%	23%	23%	23%
\$100,000 or more	13%	14%	13%	18%	17%	17%

Q16 Respondent's gender						
Male	49%	49%	48%	47%	48%	48%
Female	51%	51%	52%	53%	52%	52%

How respondents completed the survey						
Mail	77%	53%	47%	57%	49%	54%
Phone	23%	47%	53%	43%	51%	46%

Appendix C

Fiscal Year 2011 Citizen Survey Results by Geographic Area

Fiscal Year 2011 Kansas City Citizen Survey Results by Area – Percentage

	North N=1247	South N=1216	East N=1149	West N=1277	Citywide N=4978
Major Service Categories					
Q1a Overall quality of police, fire, and ambulance services					
Satisfied/Very Satisfied	79%	76%	69%	73%	74%
Neutral	16%	17%	20%	20%	18%
Dissatisfied/Very Dissatisfied	5%	7%	12%	7%	8%
Q1b Overall quality of city parks and recreation programs and facilities					
Satisfied/Very Satisfied	59%	56%	54%	64%	59%
Neutral	31%	30%	30%	24%	29%
Dissatisfied/Very Dissatisfied	10%	14%	16%	11%	13%
Q1c Overall maintenance of city streets, buildings, and facilities					
Satisfied/Very Satisfied	25%	21%	23%	23%	23%
Neutral	31%	29%	29%	28%	29%
Dissatisfied/Very Dissatisfied	43%	50%	48%	49%	48%
Q1d Overall quality of city water utilities					
Satisfied/Very Satisfied	58%	49%	49%	53%	52%
Neutral	25%	26%	25%	27%	26%
Dissatisfied/Very Dissatisfied	17%	25%	26%	20%	22%
Q1e Overall enforcement of city codes and ordinances					
Satisfied/Very Satisfied	37%	33%	35%	34%	35%
Neutral	38%	38%	30%	39%	36%
Dissatisfied/Very Dissatisfied	25%	28%	35%	27%	29%
Q1f Overall quality of customer service you receive from city employees					
Satisfied/Very Satisfied	51%	48%	48%	45%	48%
Neutral	29%	31%	29%	34%	31%
Dissatisfied/Very Dissatisfied	20%	22%	23%	21%	22%
Q1g Overall effectiveness of city communication with the public					
Satisfied/Very Satisfied	37%	36%	35%	35%	36%
Neutral	38%	37%	35%	39%	37%
Dissatisfied/Very Dissatisfied	25%	26%	30%	27%	27%
Q1h Overall quality of the city's stormwater runoff/stormwater management system					
Satisfied/Very Satisfied	38%	31%	35%	29%	33%
Neutral	36%	31%	30%	30%	32%
Dissatisfied/Very Dissatisfied	26%	38%	34%	41%	35%

¹² Surveys were received from 4,978 households, however, the number of respondents by geographic area is 4,889 because 89 respondents did not include the information needed to place them in a ZIP code.

	North	South	East	West	Citywide
Q1i Overall quality of the city's public health services					
Satisfied/Very Satisfied	46%	46%	49%	46%	47%
Neutral	42%	40%	36%	40%	39%
Dissatisfied/Very Dissatisfied	12%	14%	16%	14%	14%
Q1j Overall flow of traffic					
Satisfied/Very Satisfied	48%	51%	47%	53%	50%
Neutral	31%	33%	33%	32%	32%
Dissatisfied/Very Dissatisfied	21%	16%	20%	15%	18%
Q1k Overall quality of airport facilities					
Satisfied/Very Satisfied	77%	72%	67%	78%	74%
Neutral	18%	22%	25%	16%	20%
Dissatisfied/Very Dissatisfied	6%	6%	8%	6%	7%
Q1l Overall quality of public transportation					
Satisfied/Very Satisfied	39%	42%	52%	43%	44%
Neutral	36%	34%	30%	31%	33%
Dissatisfied/Very Dissatisfied	25%	24%	18%	26%	23%
Q1m Overall quality of city convention facilities (Bartle Hall, Municipal Auditorium, etc.)					
Satisfied/Very Satisfied	64%	66%	60%	65%	64%
Neutral	30%	27%	31%	28%	29%
Dissatisfied/Very Dissatisfied	6%	7%	8%	6%	7%
Q1n Overall quality of the city's 311 service					
Satisfied/Very Satisfied	53%	55%	56%	52%	54%
Neutral	29%	25%	27%	30%	28%
Dissatisfied/Very Dissatisfied	18%	20%	17%	18%	18%
<u>Emphasis for Major Service Categories</u>					
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 1st Choice					
Police, fire, and ambulance services	18%	18%	21%	17%	19%
Parks and recreation programs and facilities	3%	3%	3%	4%	3%
Maintenance of city streets, buildings, and facilities	38%	37%	35%	33%	36%
Water utilities	6%	7%	7%	6%	6%
Enforcement of codes and ordinances	5%	5%	7%	5%	6%
Customer service	3%	3%	4%	3%	3%
Communication with the public	4%	3%	3%	4%	4%
Stormwater management	7%	8%	5%	11%	8%
Public health services	2%	2%	3%	3%	2%
Traffic flow	5%	4%	4%	3%	4%
Airport facilities	1%	1%	0%	1%	1%
Public transportation	5%	6%	4%	9%	6%
Convention facilities	0%	0%	1%	1%	1%
311 service	3%	3%	3%	2%	3%

	North	South	East	West	Citywide
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 2nd Choice					
Police, fire, and ambulance services	8%	7%	7%	7%	7%
Parks and recreation programs and facilities	4%	5%	4%	5%	4%
Maintenance of city streets, buildings, and facilities	25%	23%	23%	23%	24%
Water utilities	8%	10%	9%	7%	8%
Enforcement of codes and ordinances	8%	8%	13%	8%	9%
Customer service	5%	5%	7%	5%	5%
Communication with the public	7%	8%	8%	9%	8%
Stormwater management	9%	14%	9%	16%	12%
Public health services	4%	3%	3%	4%	4%
Traffic flow	11%	6%	7%	5%	7%
Airport facilities	1%	1%	1%	1%	1%
Public transportation	7%	6%	5%	8%	7%
Convention facilities	1%	1%	1%	1%	1%
311 service	2%	3%	2%	2%	3%

Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 3rd Choice					
Police, fire, and ambulance services	6%	6%	7%	7%	6%
Parks and recreation programs and facilities	5%	5%	5%	6%	5%
Maintenance of city streets, buildings, and facilities	12%	14%	11%	13%	12%
Water utilities	8%	8%	7%	7%	8%
Enforcement of codes and ordinances	7%	9%	11%	9%	9%
Customer service	6%	5%	7%	6%	6%
Communication with the public	11%	8%	11%	8%	9%
Stormwater management	10%	12%	8%	13%	11%
Public health services	4%	5%	6%	5%	5%
Traffic flow	13%	7%	9%	8%	9%
Airport facilities	2%	1%	1%	2%	2%
Public transportation	9%	9%	8%	11%	9%
Convention facilities	1%	2%	2%	1%	2%
311 service	5%	6%	7%	5%	5%

Items That May Influence Citizen Perceptions of the City

Q3a Overall quality of services provided by the City of Kansas City, Missouri

Satisfied/Very Satisfied	50%	48%	46%	44%	47%
Neutral	33%	35%	36%	38%	35%
Dissatisfied/Very Dissatisfied	16%	17%	18%	19%	18%

Q3b Overall value that you receive for your city tax dollars and fees

Satisfied/Very Satisfied	32%	30%	33%	31%	31%
Neutral	31%	33%	31%	31%	31%
Dissatisfied/Very Dissatisfied	37%	37%	36%	38%	37%

	North	South	East	West	Citywide
Q3c Overall image of the city					
Satisfied/Very Satisfied	47%	41%	42%	42%	43%
Neutral	31%	32%	32%	32%	32%
Dissatisfied/Very Dissatisfied	22%	27%	26%	27%	26%
Q3d How well the city is planning for growth					
Satisfied/Very Satisfied	28%	25%	32%	27%	27%
Neutral	40%	39%	35%	35%	37%
Dissatisfied/Very Dissatisfied	32%	37%	33%	38%	35%
Q3e Overall quality of life in the city					
Satisfied/Very Satisfied	61%	50%	41%	59%	53%
Neutral	28%	32%	34%	26%	30%
Dissatisfied/Very Dissatisfied	12%	17%	25%	15%	17%
Q3f Overall feeling of safety in the city					
Satisfied/Very Satisfied	47%	33%	29%	37%	36%
Neutral	29%	30%	28%	32%	30%
Dissatisfied/Very Dissatisfied	24%	37%	43%	31%	34%

Living in Kansas City, Missouri

Q4 Do you think you will be living in Kansas City, Missouri, five years from now?

Yes	87%	82%	80%	83%	83%
No	13%	18%	20%	17%	17%

Public Safety Services

Q5a Quality of local police protection

Satisfied/Very Satisfied	70%	64%	55%	62%	63%
Neutral	22%	23%	26%	24%	24%
Dissatisfied/Very Dissatisfied	8%	12%	18%	14%	13%

Q5b The visibility of police in neighborhoods

Satisfied/Very Satisfied	54%	48%	44%	50%	49%
Neutral	25%	26%	25%	27%	26%
Dissatisfied/Very Dissatisfied	20%	26%	30%	23%	25%

Q5c The visibility of police in retail areas

Satisfied/Very Satisfied	48%	47%	46%	50%	47%
Neutral	34%	33%	34%	33%	33%
Dissatisfied/Very Dissatisfied	18%	20%	20%	17%	19%

Q5d The city's overall efforts to prevent crime

Satisfied/Very Satisfied	46%	40%	38%	39%	41%
Neutral	34%	32%	31%	35%	33%
Dissatisfied/Very Dissatisfied	20%	28%	32%	26%	27%

	North	South	East	West	Citywide
Q5e Enforcement of local traffic laws					
Satisfied/Very Satisfied	55%	50%	47%	51%	51%
Neutral	30%	32%	34%	32%	32%
Dissatisfied/Very Dissatisfied	14%	18%	19%	17%	17%
Q5f Parking enforcement services					
Satisfied/Very Satisfied	47%	45%	44%	49%	46%
Neutral	41%	38%	40%	39%	40%
Dissatisfied/Very Dissatisfied	12%	17%	15%	13%	14%
Q5g Overall quality of police services					
Satisfied/Very Satisfied	66%	62%	56%	58%	60%
Neutral	27%	26%	30%	29%	28%
Dissatisfied/Very Dissatisfied	8%	12%	14%	13%	12%
Q5h How quickly police respond to emergencies					
Satisfied/Very Satisfied	61%	60%	51%	59%	57%
Neutral	27%	25%	28%	25%	26%
Dissatisfied/Very Dissatisfied	12%	15%	22%	16%	16%
Q5i Overall quality of local fire protection and rescue services					
Satisfied/Very Satisfied	79%	79%	77%	79%	78%
Neutral	17%	17%	19%	18%	18%
Dissatisfied/Very Dissatisfied	4%	4%	4%	3%	4%
Q5j Quality of local ambulance service					
Satisfied/Very Satisfied	72%	74%	73%	73%	73%
Neutral	23%	21%	23%	23%	23%
Dissatisfied/Very Dissatisfied	6%	4%	4%	5%	5%
Q5k How quickly fire and emergency medical services personnel respond to emergencies					
Satisfied/Very Satisfied	73%	76%	72%	75%	74%
Neutral	20%	19%	22%	20%	21%
Dissatisfied/Very Dissatisfied	7%	4%	6%	5%	6%
Q5l Quality of animal control					
Satisfied/Very Satisfied	44%	41%	41%	41%	41%
Neutral	34%	35%	33%	40%	35%
Dissatisfied/Very Dissatisfied	23%	24%	27%	19%	23%
Q5m The city's municipal court					
Satisfied/Very Satisfied	37%	38%	39%	40%	38%
Neutral	45%	43%	42%	42%	43%
Dissatisfied/Very Dissatisfied	18%	18%	20%	18%	19%

	North	South	East	West	Citywide
<u>Parks and Recreation Programs and Services</u>					
Q5n Maintenance of city parks					
Satisfied/Very Satisfied	55%	50%	49%	59%	53%
Neutral	32%	35%	33%	27%	32%
Dissatisfied/Very Dissatisfied	12%	16%	19%	15%	15%
Q5o Quality of facilities such as picnic shelters and playgrounds in city parks					
Satisfied/Very Satisfied	52%	48%	46%	56%	50%
Neutral	35%	35%	35%	31%	34%
Dissatisfied/Very Dissatisfied	13%	17%	19%	13%	16%
Q5p Quality of outdoor athletic fields (i.e. baseball, soccer, and football)					
Satisfied/Very Satisfied	52%	48%	48%	49%	49%
Neutral	37%	37%	37%	37%	37%
Dissatisfied/Very Dissatisfied	10%	15%	16%	14%	14%
Q5q Maintenance of boulevards and parkways					
Satisfied/Very Satisfied	50%	50%	48%	59%	52%
Neutral	34%	33%	33%	26%	32%
Dissatisfied/Very Dissatisfied	16%	16%	19%	16%	17%
Q5r Walking and biking trails in the city					
Satisfied/Very Satisfied	44%	46%	43%	45%	44%
Neutral	36%	31%	34%	30%	33%
Dissatisfied/Very Dissatisfied	20%	22%	23%	24%	23%
Q5s City swimming pools and programs					
Satisfied/Very Satisfied	37%	34%	35%	34%	35%
Neutral	45%	41%	39%	39%	41%
Dissatisfied/Very Dissatisfied	19%	25%	26%	28%	24%
Q5t The city's youth athletic programs					
Satisfied/Very Satisfied	37%	31%	35%	31%	33%
Neutral	48%	46%	41%	44%	45%
Dissatisfied/Very Dissatisfied	15%	24%	24%	25%	22%
Q5u The city's adult athletic programs					
Satisfied/Very Satisfied	36%	31%	34%	33%	33%
Neutral	49%	46%	41%	46%	46%
Dissatisfied/Very Dissatisfied	16%	23%	25%	21%	21%
Q5v Maintenance of Kansas City, Missouri, community centers					
Satisfied/Very Satisfied	46%	42%	44%	46%	44%
Neutral	44%	42%	38%	41%	41%
Dissatisfied/Very Dissatisfied	10%	16%	19%	13%	15%

	North	South	East	West	Citywide
Q5w Programs and activities at Kansas City, Missouri, community centers					
Satisfied/Very Satisfied	44%	42%	43%	42%	42%
Neutral	46%	41%	39%	44%	43%
Dissatisfied/Very Dissatisfied	10%	17%	17%	14%	15%
Q5x Ease of registering for [Parks and Recreation] programs					
Satisfied/Very Satisfied	43%	38%	40%	40%	40%
Neutral	48%	46%	42%	45%	46%
Dissatisfied/Very Dissatisfied	9%	16%	18%	15%	15%
Q5y The reasonableness of fees charged for recreation programs					
Satisfied/Very Satisfied	41%	37%	37%	42%	39%
Neutral	48%	44%	42%	45%	45%
Dissatisfied/Very Dissatisfied	11%	19%	21%	13%	17%
<u>Communication and Leadership Services</u>					
Q5z The availability of information about city programs and services					
Satisfied/Very Satisfied	38%	38%	37%	38%	37%
Neutral	37%	33%	34%	36%	35%
Dissatisfied/Very Dissatisfied	24%	28%	29%	27%	27%
Q5aa City efforts to keep you informed about local issues					
Satisfied/Very Satisfied	36%	37%	37%	33%	36%
Neutral	35%	34%	32%	37%	34%
Dissatisfied/Very Dissatisfied	29%	30%	31%	30%	30%
Q5bb Overall quality of the city's website					
Satisfied/Very Satisfied	44%	42%	44%	40%	42%
Neutral	40%	38%	37%	40%	39%
Dissatisfied/Very Dissatisfied	17%	19%	19%	20%	19%
Q5cc The level of public involvement in local decision making					
Satisfied/Very Satisfied	24%	25%	23%	25%	24%
Neutral	39%	38%	37%	41%	39%
Dissatisfied/Very Dissatisfied	36%	36%	39%	34%	37%
Q5dd Overall quality of leadership provided by the city's elected officials					
Satisfied/Very Satisfied	23%	20%	23%	18%	20%
Neutral	34%	29%	30%	32%	31%
Dissatisfied/Very Dissatisfied	43%	50%	47%	50%	48%
Q5ee Overall effectiveness of appointed boards and commissions					
Satisfied/Very Satisfied	21%	20%	21%	20%	20%
Neutral	42%	36%	34%	38%	38%
Dissatisfied/Very Dissatisfied	37%	44%	44%	42%	42%

	North	South	East	West	Citywide
Q5ff Overall effectiveness of the city manager and appointed staff					
Satisfied/Very Satisfied	26%	26%	23%	24%	24%
Neutral	39%	37%	36%	43%	39%
Dissatisfied/Very Dissatisfied	35%	38%	42%	34%	37%
Q5gg How ethically the city conducts business					
Satisfied/Very Satisfied	25%	22%	24%	23%	23%
Neutral	37%	36%	34%	38%	36%
Dissatisfied/Very Dissatisfied	38%	41%	42%	39%	40%
<u>Maintenance, Streets, and Solid Waste Services</u>					
Q6a Maintenance of city streets					
Satisfied/Very Satisfied	26%	22%	25%	20%	23%
Neutral	28%	28%	27%	27%	27%
Dissatisfied/Very Dissatisfied	47%	51%	48%	53%	50%
Q6b Maintenance of streets in your neighborhood					
Satisfied/Very Satisfied	39%	32%	31%	31%	34%
Neutral	22%	24%	22%	26%	23%
Dissatisfied/Very Dissatisfied	39%	44%	47%	43%	43%
Q6c The smoothness of city streets					
Satisfied/Very Satisfied	24%	20%	22%	19%	21%
Neutral	31%	29%	30%	29%	30%
Dissatisfied/Very Dissatisfied	46%	52%	47%	52%	49%
Q6d Condition of sidewalks in the city					
Satisfied/Very Satisfied	28%	19%	24%	21%	23%
Neutral	34%	28%	29%	26%	29%
Dissatisfied/Very Dissatisfied	39%	53%	47%	53%	48%
Q6e Maintenance of street signs and traffic signals					
Satisfied/Very Satisfied	57%	51%	50%	49%	52%
Neutral	29%	30%	30%	34%	31%
Dissatisfied/Very Dissatisfied	14%	19%	20%	17%	17%
Q6f Maintenance and preservation of downtown Kansas City, Missouri					
Satisfied/Very Satisfied	52%	52%	56%	55%	53%
Neutral	34%	34%	30%	33%	33%
Dissatisfied/Very Dissatisfied	14%	14%	14%	12%	14%
Q6g Maintenance of city buildings, e.g., City Hall					
Satisfied/Very Satisfied	51%	52%	56%	52%	52%
Neutral	41%	38%	33%	38%	38%
Dissatisfied/Very Dissatisfied	8%	10%	11%	10%	10%

	North	South	East	West	Citywide
Q6h Snow removal on major city streets during the past 12 months					
Satisfied/Very Satisfied	52%	50%	52%	47%	50%
Neutral	23%	23%	20%	24%	23%
Dissatisfied/Very Dissatisfied	25%	27%	28%	29%	27%
Q6i Snow removal on residential streets during the past 12 months					
Satisfied/Very Satisfied	32%	32%	32%	29%	31%
Neutral	21%	21%	21%	23%	21%
Dissatisfied/Very Dissatisfied	48%	47%	47%	48%	48%
Q6j Mowing and tree trimming along city streets and other public areas					
Satisfied/Very Satisfied	36%	37%	31%	40%	36%
Neutral	32%	32%	29%	31%	31%
Dissatisfied/Very Dissatisfied	32%	31%	40%	28%	33%
Q6k Overall cleanliness of city streets and other public areas					
Satisfied/Very Satisfied	41%	36%	32%	42%	38%
Neutral	37%	35%	30%	34%	34%
Dissatisfied/Very Dissatisfied	22%	29%	38%	24%	28%
Q6l Adequacy of city street lighting					
Satisfied/Very Satisfied	59%	57%	54%	60%	58%
Neutral	29%	27%	27%	27%	28%
Dissatisfied/Very Dissatisfied	11%	15%	19%	13%	15%
Q6m Overall quality of trash collection services					
Satisfied/Very Satisfied	70%	69%	68%	70%	69%
Neutral	19%	18%	18%	18%	18%
Dissatisfied/Very Dissatisfied	11%	13%	13%	12%	13%
Q6n Overall quality of recycling collection services					
Satisfied/Very Satisfied	72%	70%	68%	68%	69%
Neutral	17%	19%	21%	20%	19%
Dissatisfied/Very Dissatisfied	11%	11%	11%	12%	12%
Q6o Overall quality of bulky item pick-up services					
Satisfied/Very Satisfied	54%	46%	52%	46%	49%
Neutral	24%	24%	24%	26%	25%
Dissatisfied/Very Dissatisfied	22%	30%	24%	28%	26%
Q6p Condition of catch basins (storm drains) in your neighborhood					
Satisfied/Very Satisfied	50%	36%	41%	34%	40%
Neutral	29%	29%	28%	30%	29%
Dissatisfied/Very Dissatisfied	21%	35%	32%	36%	31%
Q6q Timeliness of water/sewer line break repairs					
Satisfied/Very Satisfied	40%	28%	34%	30%	33%
Neutral	32%	30%	30%	31%	31%
Dissatisfied/Very Dissatisfied	29%	42%	35%	38%	36%

	North	South	East	West	Citywide
<u>Code Enforcement Services</u>					
Q6r Enforcing the clean up of litter and debris on private property					
Satisfied/Very Satisfied	27%	23%	23%	21%	23%
Neutral	32%	29%	28%	31%	30%
Dissatisfied/Very Dissatisfied	41%	48%	49%	48%	47%
Q6s Enforcing the mowing and cutting of weeds on private property					
Satisfied/Very Satisfied	26%	20%	22%	21%	22%
Neutral	31%	31%	23%	30%	29%
Dissatisfied/Very Dissatisfied	43%	50%	54%	49%	49%
Q6t Enforcing the exterior maintenance of residential property					
Satisfied/Very Satisfied	27%	23%	24%	23%	24%
Neutral	37%	36%	32%	34%	35%
Dissatisfied/Very Dissatisfied	35%	41%	44%	43%	41%
Q6u Enforcing sign regulations					
Satisfied/Very Satisfied	35%	30%	28%	29%	30%
Neutral	42%	41%	38%	43%	41%
Dissatisfied/Very Dissatisfied	24%	29%	34%	28%	29%
Q6v Enforcing and prosecuting illegal dumping					
Satisfied/Very Satisfied	24%	21%	20%	21%	21%
Neutral	38%	30%	26%	33%	32%
Dissatisfied/Very Dissatisfied	39%	49%	54%	46%	47%
Q6w Timeliness of the removal of abandoned cars from public property					
Satisfied/Very Satisfied	29%	27%	29%	28%	28%
Neutral	40%	36%	30%	36%	35%
Dissatisfied/Very Dissatisfied	31%	37%	41%	36%	37%
<u>Respondent Experiences</u>					
Q7a Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?					
Yes	9%	13%	18%	16%	14%
No	91%	87%	82%	84%	86%
Q7b Have you called the police in the last year?					
Yes	25%	32%	38%	35%	32%
No	75%	68%	62%	65%	68%
Q7c Have you called 311 in the last year?					
Yes	47%	52%	52%	46%	49%
No	53%	48%	48%	54%	51%
Q7d Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?					
Yes	34%	37%	38%	41%	38%
No	66%	63%	62%	59%	62%

	North	South	East	West	Citywide
Q7e Have you visited the city's website in the last year?					
Yes	49%	43%	37%	54%	46%
No	51%	57%	63%	46%	54%

Q7f Have you used the city's website to make any payments in the last year?					
Yes	17%	22%	17%	23%	20%
No	83%	78%	83%	77%	80%

Q7g Have you used the bulky item pick-up service in the last year?					
Yes	49%	45%	40%	39%	43%
No	51%	55%	60%	61%	57%

Q7h Have you visited downtown Kansas City, Missouri, for entertainment, dining, or shopping in the last year?					
Yes	68%	58%	55%	76%	64%
No	32%	42%	45%	24%	36%

Q7i Have you visited a Kansas City, Missouri, community center in the last year?					
Yes	30%	31%	39%	35%	33%
No	70%	69%	61%	65%	67%

Q7j Have any members of your household visited any parks in Kansas City, Missouri, in the last year?					
Yes	69%	68%	63%	81%	70%
No	31%	32%	37%	19%	30%

Q7k Have any members of your household received notification of Kansas City, Missouri, Parks and Recreation Department programs or activities in the last year?					
Yes	40%	41%	38%	45%	41%
No	60%	59%	62%	55%	59%

Q7l Have you used public transportation in the last year?					
Yes	11%	24%	28%	40%	26%
No	89%	76%	72%	60%	74%

Q7m Have any members of your household been to a public library within the Kansas City, Missouri, city limits in the last year?					
Yes	68%	71%	67%	81%	72%
No	32%	29%	33%	19%	28%

Rating Kansas City, Missouri

Q8a How would you rate Kansas City, Missouri, as a place to live?					
Good/Excellent	75%	66%	57%	73%	68%
Neutral	16%	22%	25%	18%	20%
Below Average/Poor	8%	13%	17%	10%	12%

	North	South	East	West	Citywide
Q8b How would you rate Kansas City, Missouri, as a place to raise children?					
Good/Excellent	68%	45%	42%	46%	50%
Neutral	20%	24%	27%	23%	23%
Below Average/Poor	13%	31%	32%	31%	26%

Q8c How would you rate Kansas City, Missouri, as a place to work?					
Good/Excellent	70%	60%	51%	66%	62%
Neutral	19%	26%	28%	22%	24%
Below Average/Poor	11%	14%	21%	12%	15%

Feelings of Safety

Q9a How safe do you feel at home during the day?					
Safe/Very Safe	91%	81%	74%	87%	83%
Neutral	7%	13%	17%	10%	12%
Unsafe/Very Unsafe	2%	6%	9%	3%	5%

Q9b How safe do you feel at home at night?					
Safe/Very Safe	83%	69%	62%	73%	72%
Neutral	11%	17%	19%	18%	16%
Unsafe/Very Unsafe	5%	14%	18%	9%	12%

Q9c How safe do you feel in your neighborhood during the day?					
Safe/Very Safe	91%	79%	68%	82%	80%
Neutral	7%	14%	20%	13%	14%
Unsafe/Very Unsafe	2%	7%	13%	5%	6%

Q9d How safe do you feel in your neighborhood at night?					
Safe/Very Safe	80%	60%	50%	56%	62%
Neutral	13%	22%	23%	24%	20%
Unsafe/Very Unsafe	7%	18%	28%	20%	18%

Q9e How safe do you feel in city parks during the day?					
Safe/Very Safe	65%	55%	51%	70%	61%
Neutral	26%	27%	26%	21%	25%
Unsafe/Very Unsafe	9%	18%	22%	9%	14%

Q9f How safe do you feel in city parks at night?					
Safe/Very Safe	19%	14%	16%	16%	16%
Neutral	29%	23%	22%	24%	25%
Unsafe/Very Unsafe	52%	63%	61%	60%	59%

Q9g How safe do you feel in downtown Kansas City, Missouri, during the day?					
Safe/Very Safe	68%	67%	65%	80%	70%
Neutral	22%	23%	23%	15%	21%
Unsafe/Very Unsafe	9%	10%	12%	5%	9%

	North	South	East	West	Citywide
Q9h How safe do you feel in downtown Kansas City, Missouri, at night?					
Safe/Very Safe	27%	30%	30%	40%	32%
Neutral	28%	32%	29%	29%	29%
Unsafe/Very Unsafe	45%	37%	41%	31%	39%

Watching Channel 2**Q10 Have any members of your household watched Channel 2, Kansas City, Missouri's, government cable television channel in the last year?**

Yes	46%	51%	50%	48%	49%
No	45%	39%	39%	44%	41%
Not available on my television	10%	11%	11%	8%	10%

Demographics**Q11 Do you own or rent your current residence?**

Own	90%	83%	80%	79%	83%
Rent	10%	17%	20%	21%	17%

Q12 Approximately how many years have you lived in Kansas City, Missouri?

Median number of years	27	38	41	30	34
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Q13 Respondent's race/ethnicity

Asian/Pacific Islander	2%	1%	1%	2%	1%
White	86%	68%	46%	71%	69%
American Indian/Eskimo	1%	1%	2%	1%	1%
Black/African American	8%	26%	44%	22%	24%
Other	3%	3%	7%	4%	4%

Q14 Are you of Hispanic, Latino or other Spanish ancestry?

Yes	7%	7%	12%	9%	9%
No	93%	93%	88%	91%	91%

Q15 Respondent's total annual household income

Under \$30,000	17%	29%	48%	26%	30%
\$30,000 to \$59,999	32%	35%	30%	25%	30%
\$60,000 to \$99,999	32%	25%	15%	20%	23%
\$100,000 or more	19%	11%	6%	29%	17%

Q16 Respondent's gender

Male	52%	48%	43%	48%	48%
Female	48%	52%	57%	52%	52%

How respondents completed the survey

Mail	56%	56%	45%	56%	54%
Phone	44%	44%	55%	44%	46%

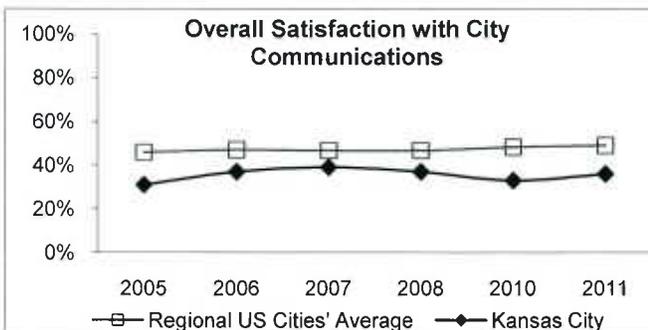
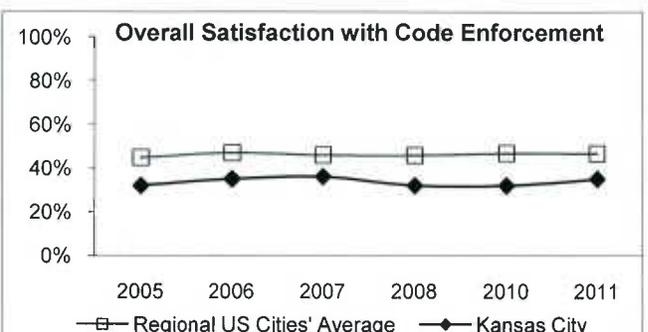
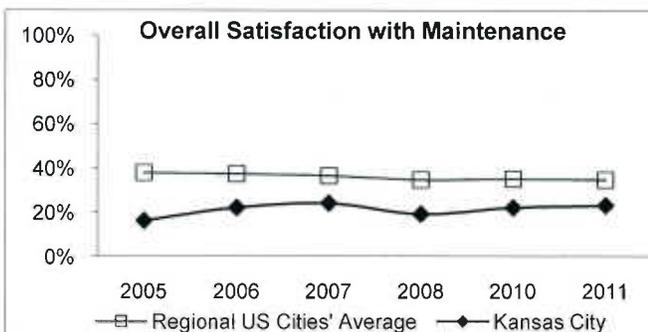
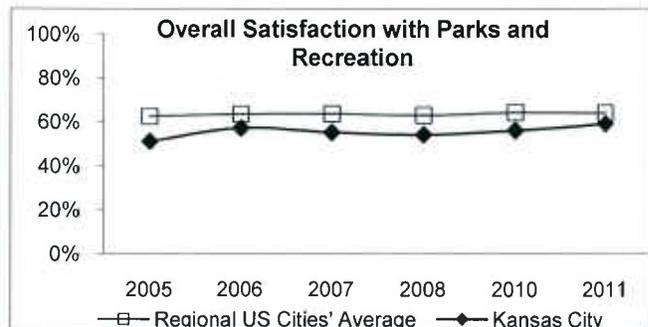
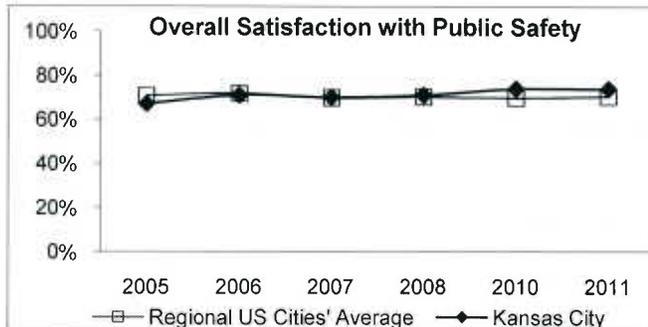
Appendix D

Kansas City and Benchmark Cities and Communities Satisfaction Trends (Calendar Years 2005 - 2008 and Fiscal Years 2010 - 2011)

Large Regional U.S. Cities

Based on percentage of respondents who rated the item as "Satisfied" or "Very Satisfied"
 Excludes "Don't Know" responses.

Source: ETC Institute DirectionFinder (2005-2008 and 2010-2011)

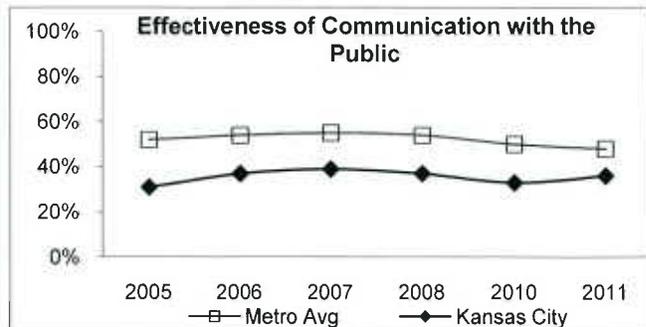
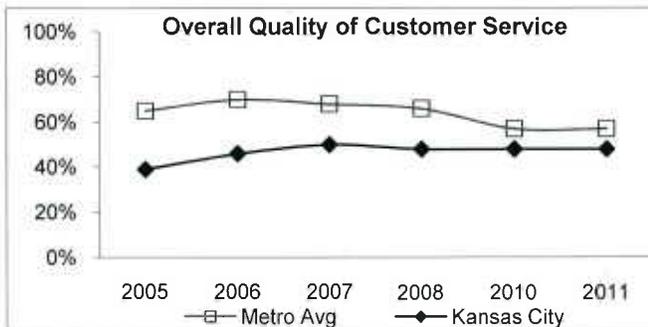
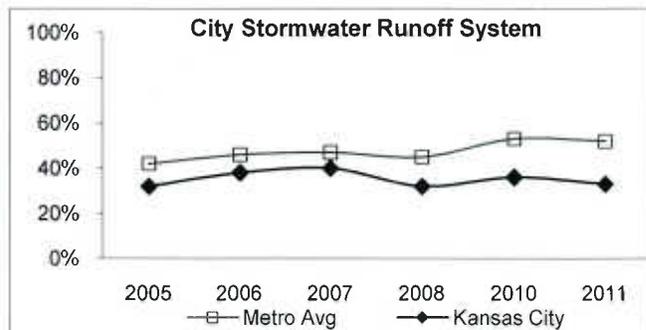
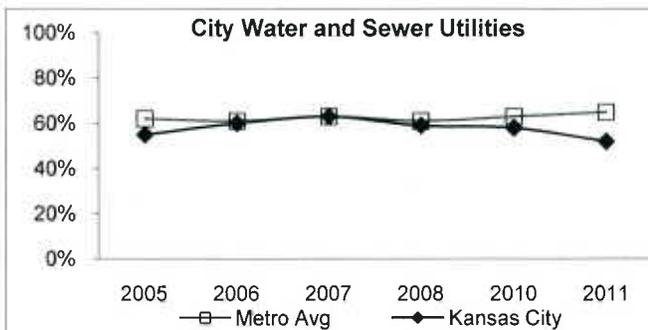
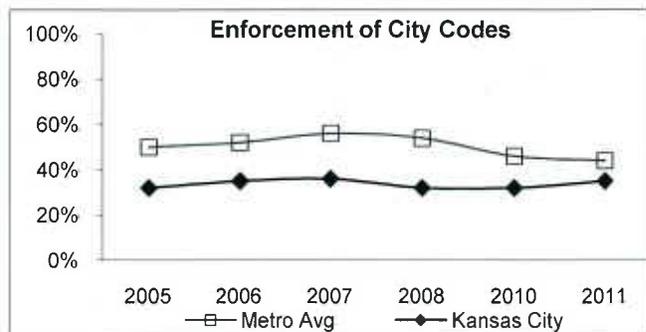
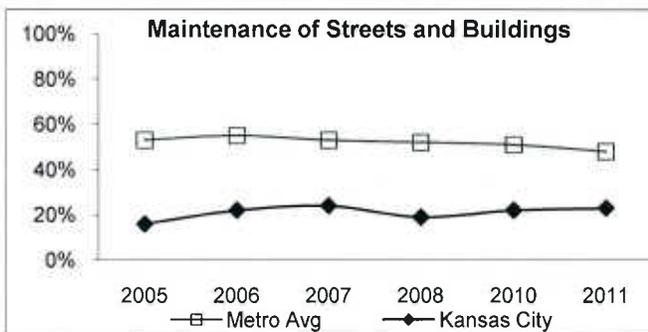
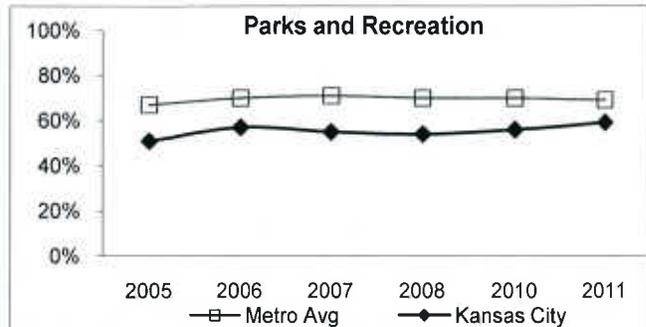
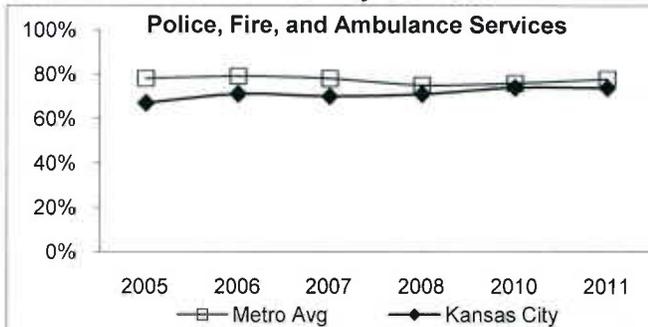


Kansas City Metropolitan Area Communities

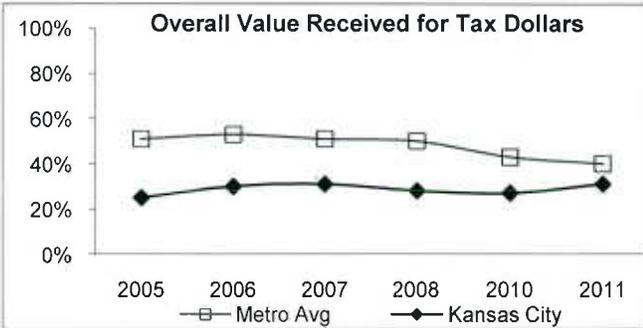
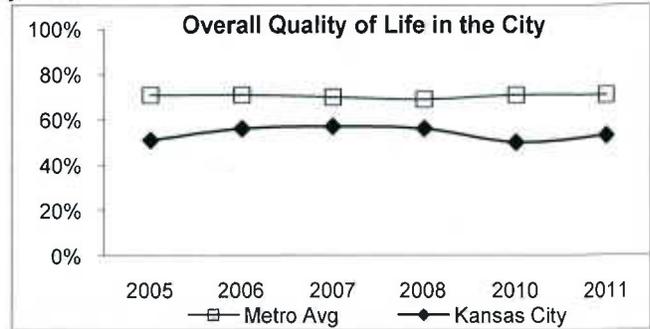
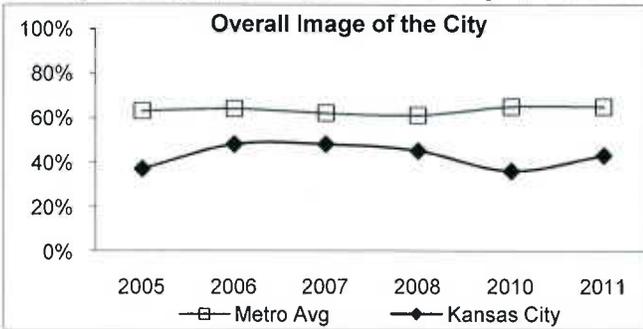
Based on percentage of respondents who rated the item as "Satisfied" or "Very Satisfied"
 Excludes "Don't Know" responses.

Source: ETC Institute DirectionFinder (2005-2008 and 2010-2011)

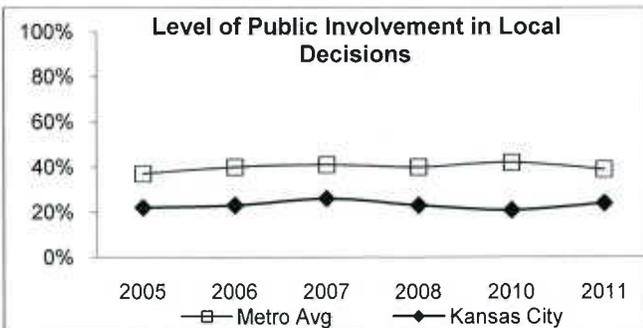
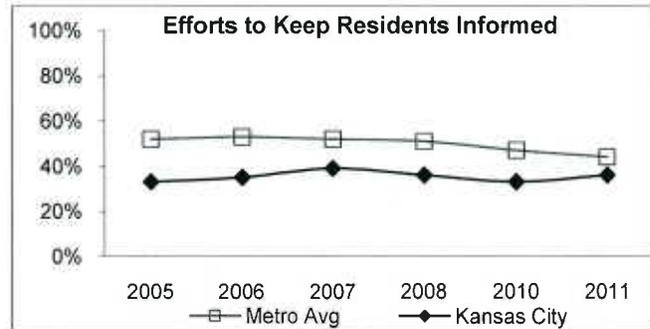
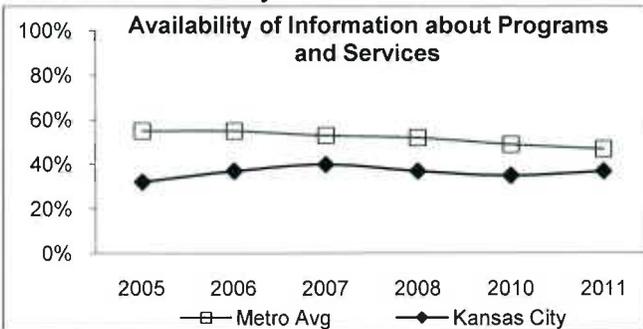
Overall Satisfaction with City Services



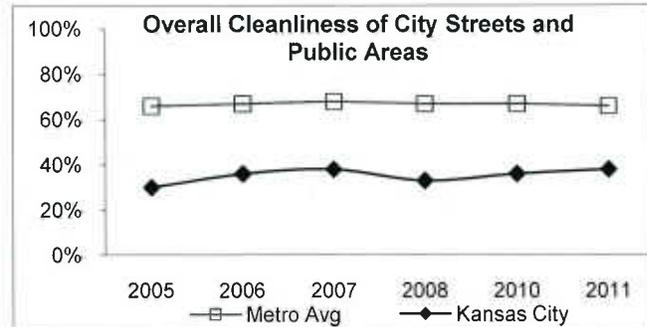
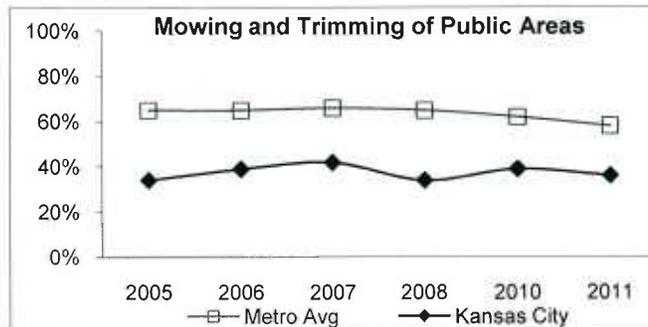
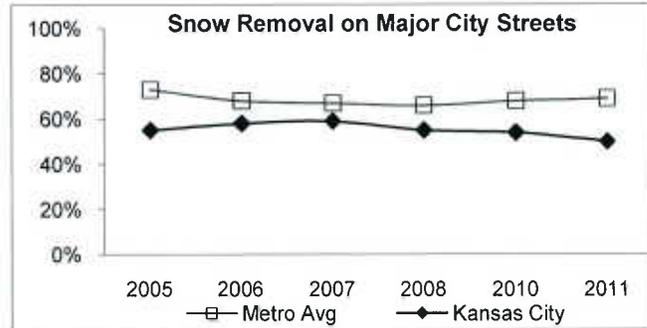
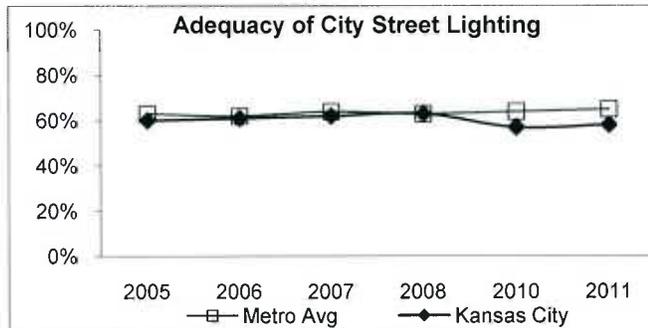
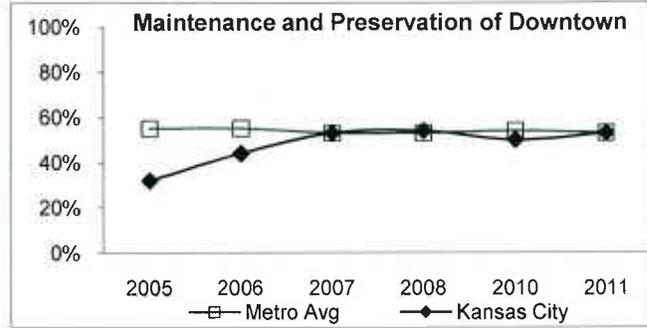
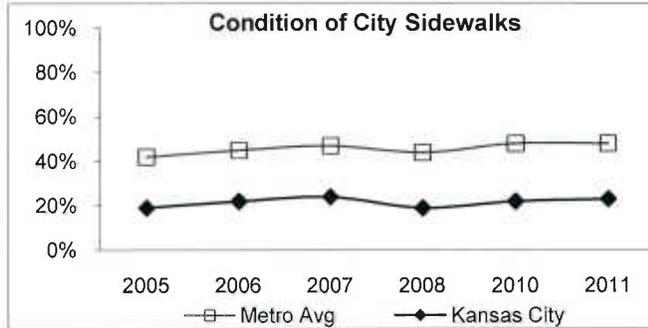
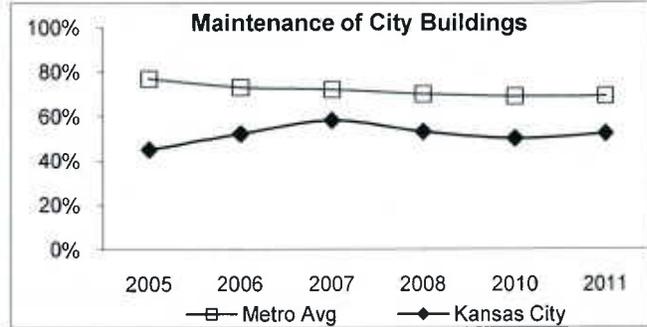
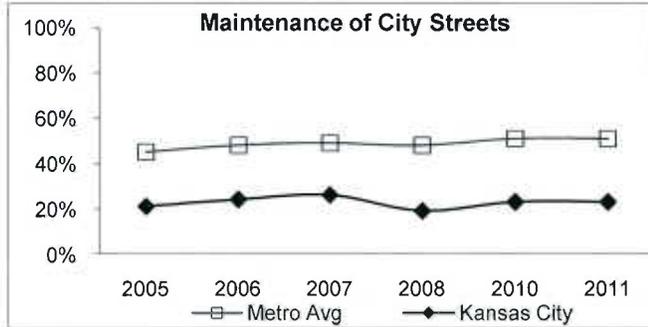
Perceptions Residents Have of the City in Which They Live



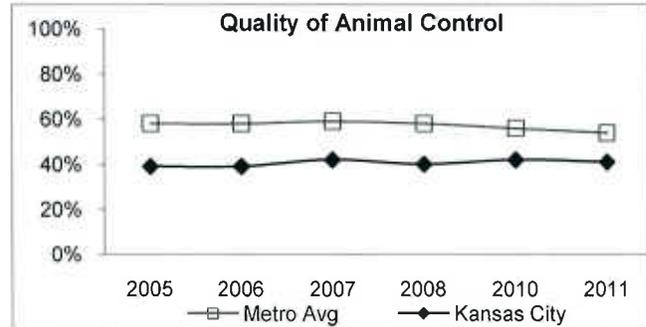
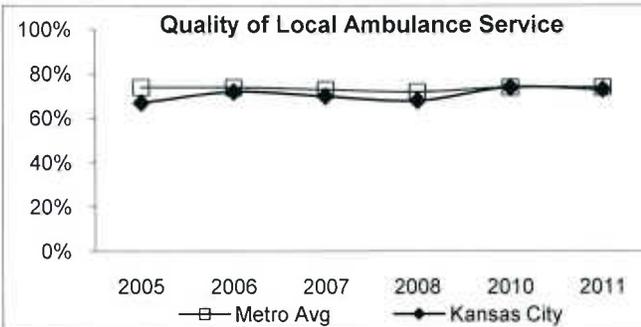
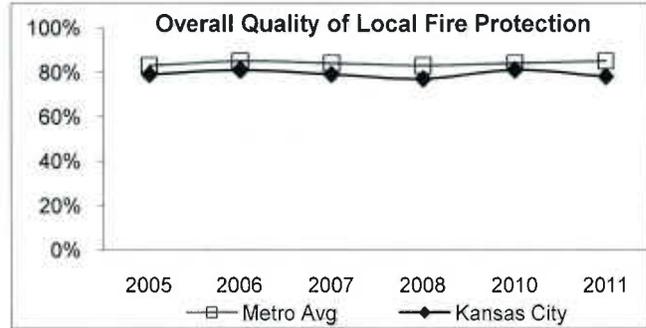
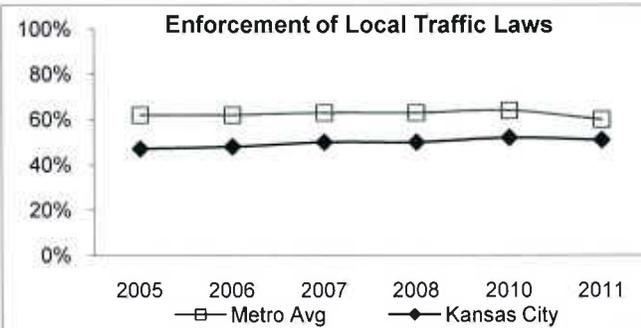
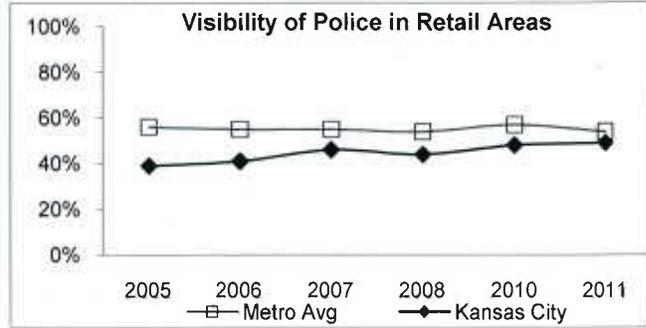
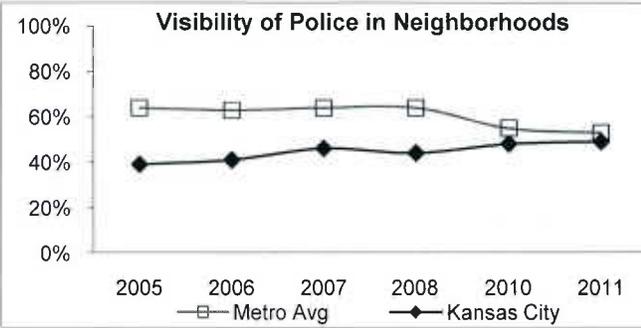
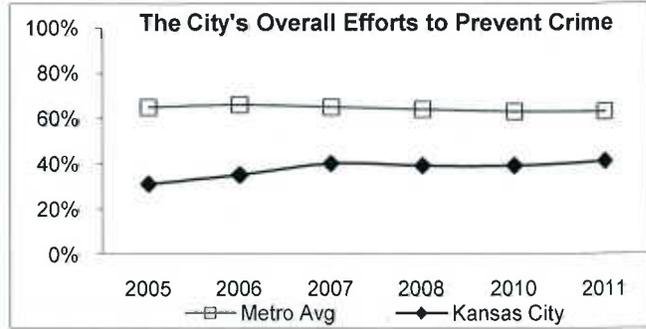
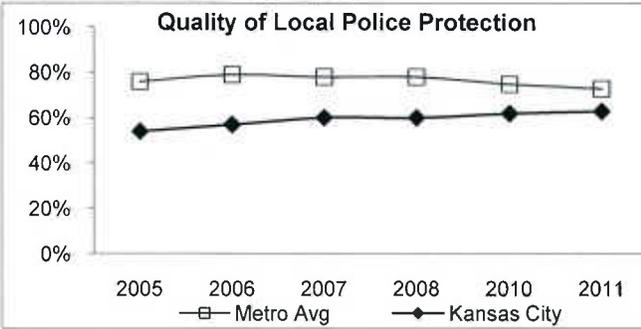
Satisfaction with City Communications



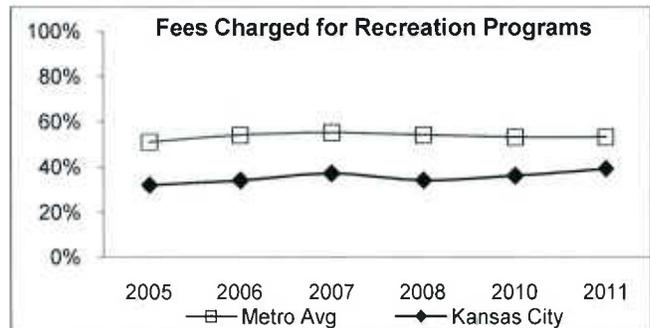
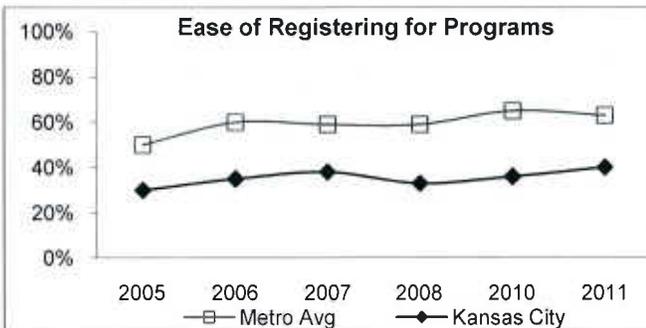
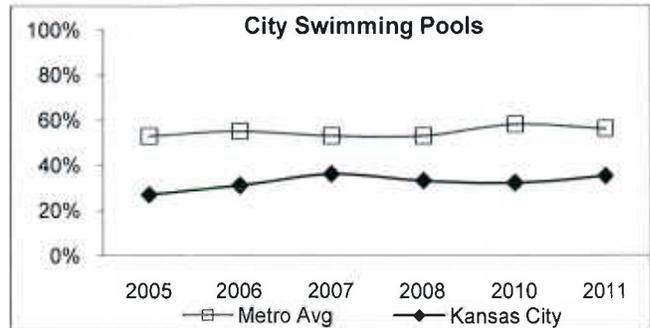
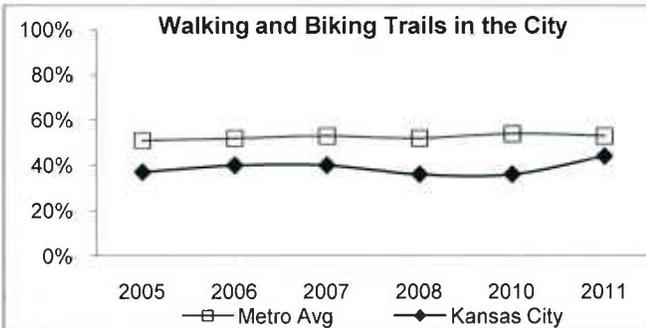
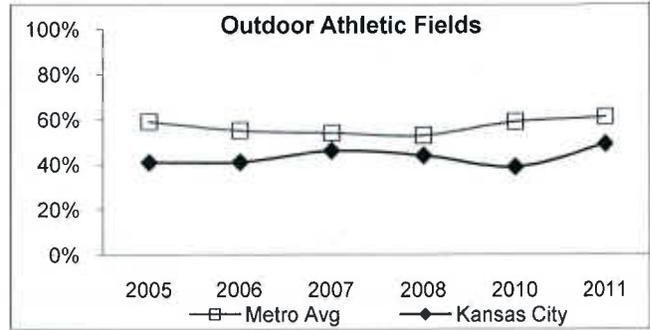
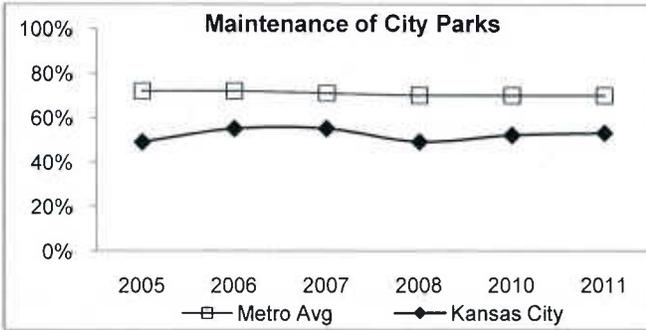
Satisfaction with Maintenance Services



Satisfaction with Public Safety



Satisfaction with Parks and Recreation



Satisfaction with the Enforcement of Codes and Ordinances

