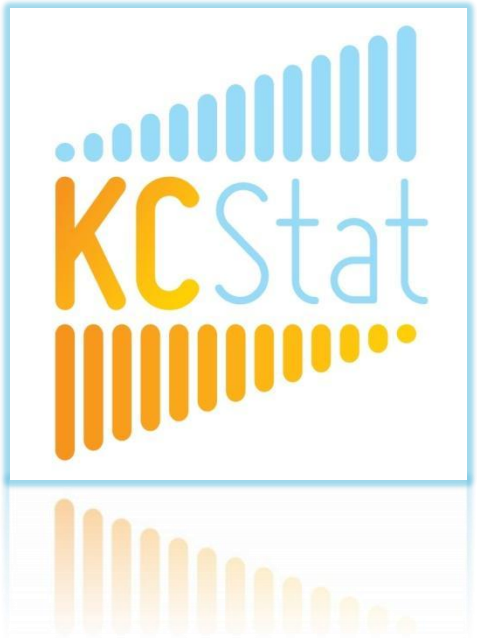


HEALTHY COMMUNITIES

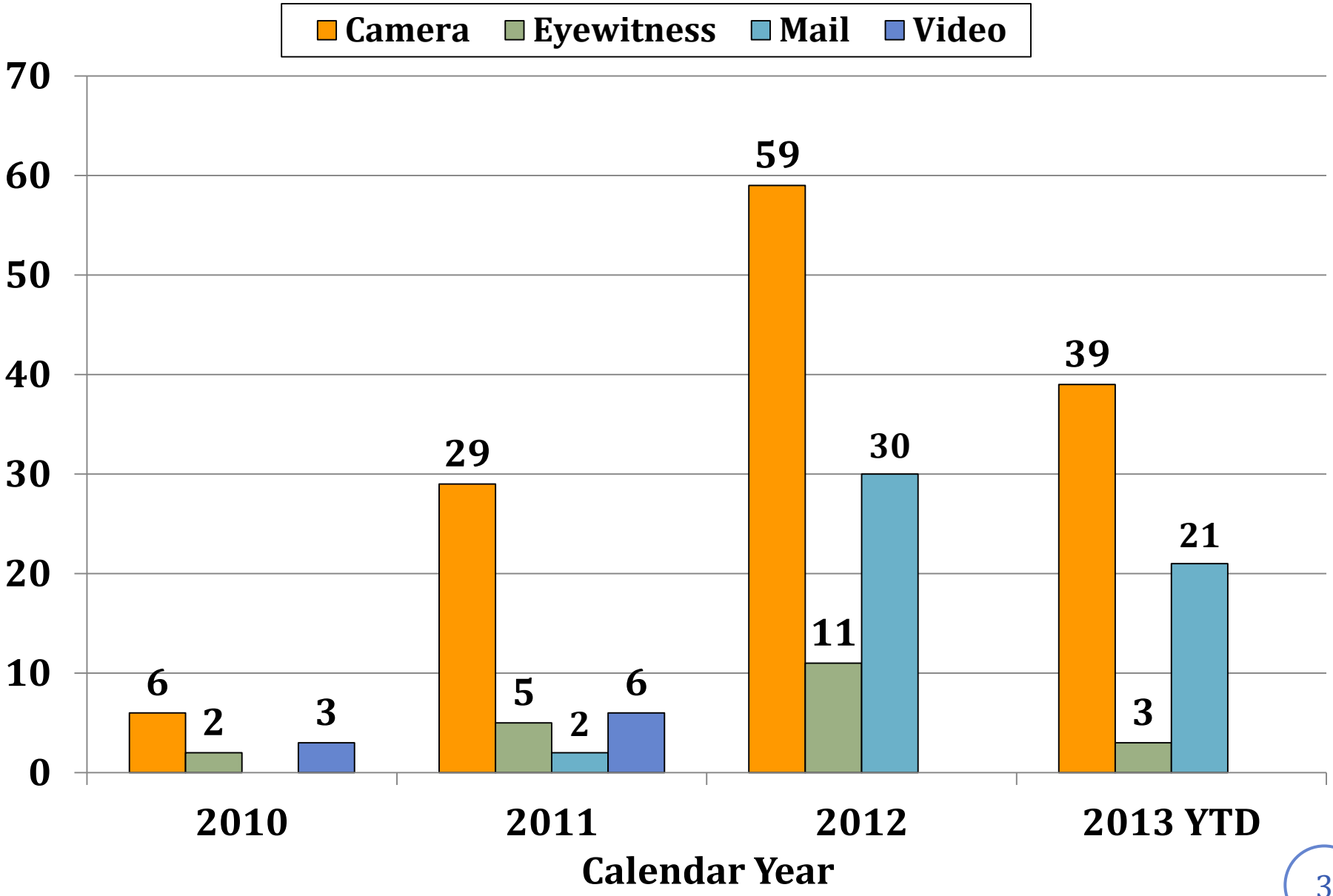
SEPTEMBER 3, 2013

PRIORITY	INDICATORS
Reduce Illegal Dumping	1. **% of citizens satisfied with cleanliness of city streets and public areas** 2. **% of neighborhoods in which litter index is maintained or reduced**

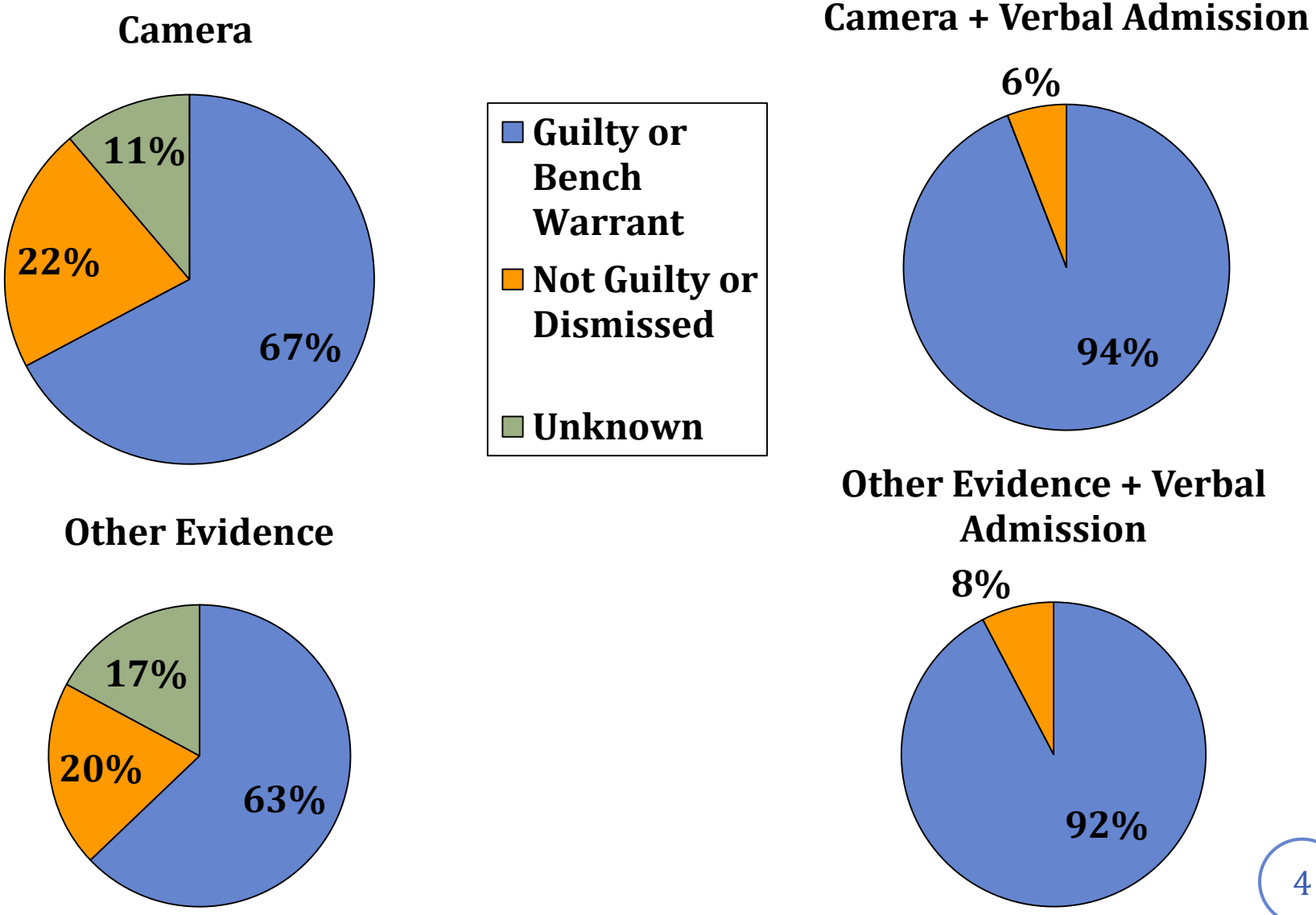
Additional Indicators to inform discussion:

1. **Illegal Dumping Tonnage**

ILLEGAL DUMPING INVESTIGATION: IMPACT OF CAMERAS



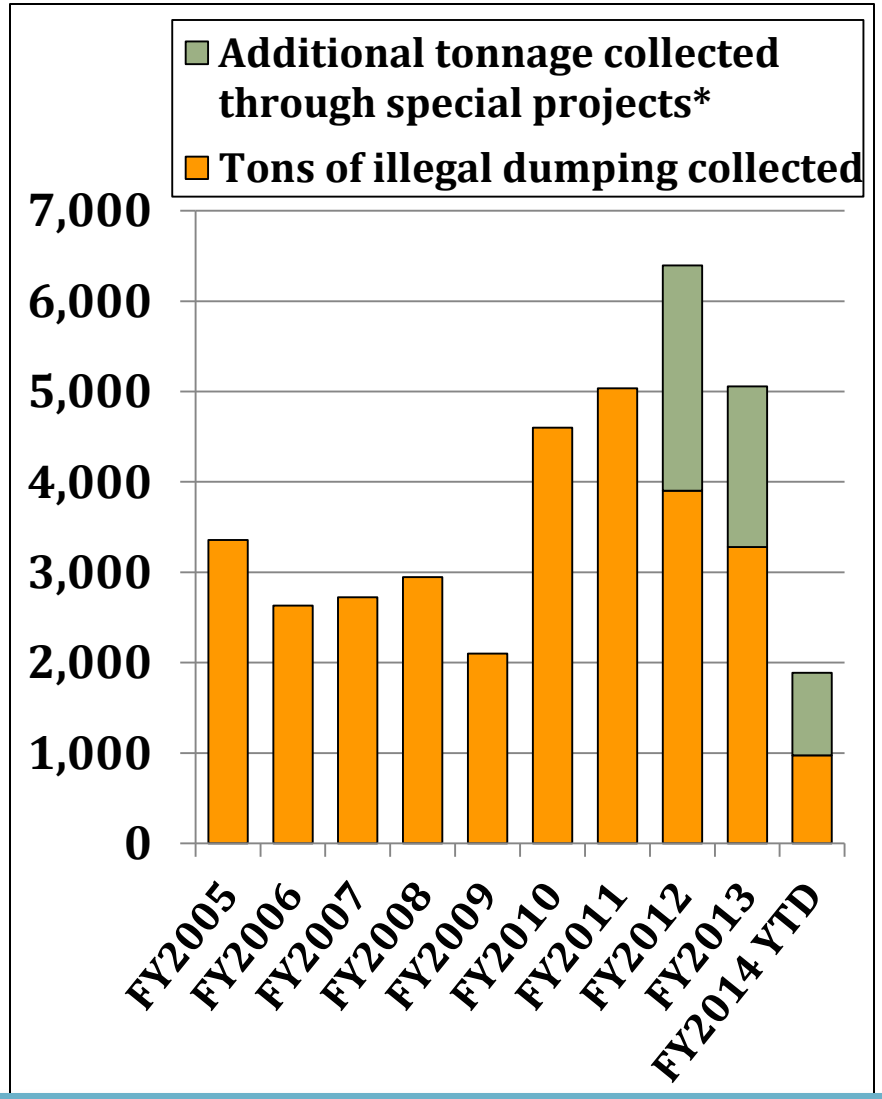
ILLEGAL DUMPING DISPOSITION BY EVIDENCE TYPE

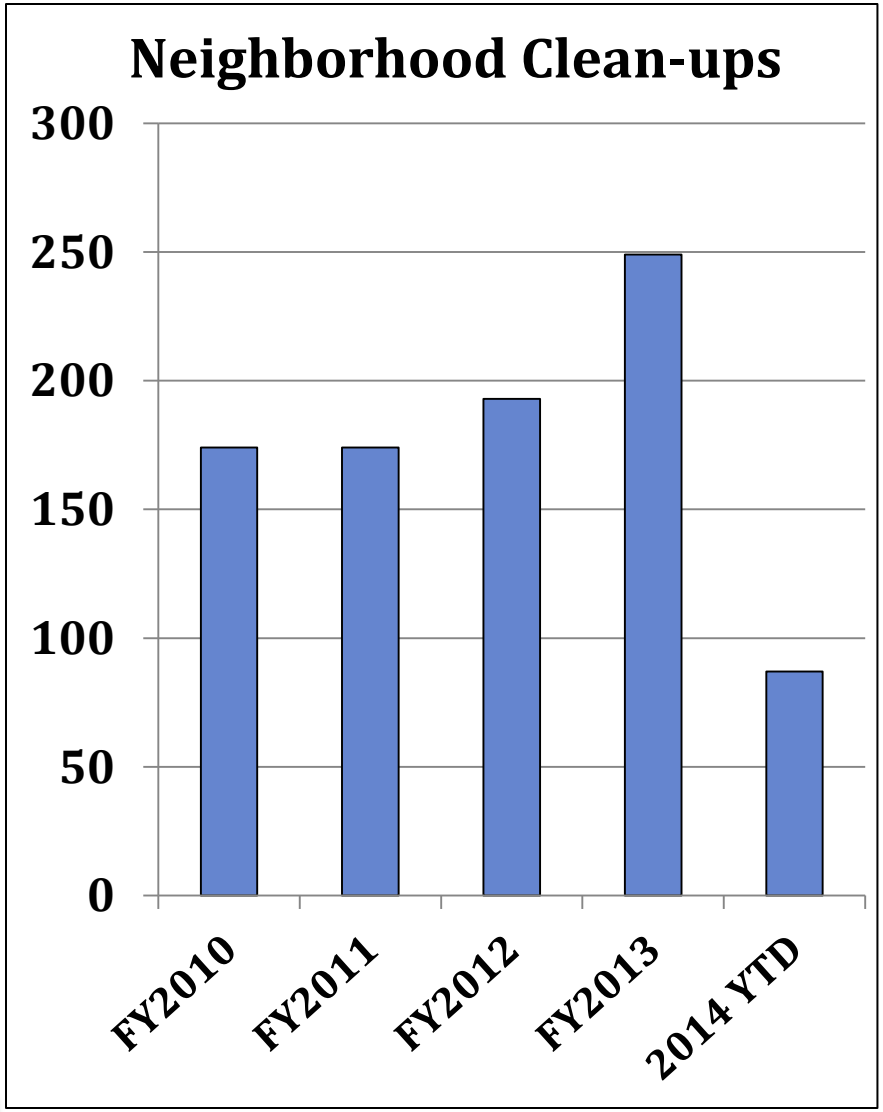


CAMERA OUTCOMES

- **13% of prosecutions with camera evidence were accompanied by verbal admission (compared to 6% of prosecutions with mail evidence)**
- **Total fines issued from camera-related prosecutions since 2010 = $32,400. (Total amount = $45,825)**
- **Based on this data analysis, which was undertaken earlier this summer, funding was allocated to buy an additional 25 cameras**

ILLEGAL DUMPING ABATEMENT AND NEIGHBORHOOD CLEAN-UPS





*** Note: in FY12, SW began tracking collection separately for other activities (i.e. sweeps)**

OTHER EFFORTS TO COMBAT ILLEGAL DUMPING

- **Fifty Truck Clean-ups**
  - On average 3 per year over the last 4 years
  - The target area boundaries are River (N) to Bannister (S) from Troost (W) to Blue Ridge (E)
  - Additional target area: I-470 (N) to Longview (S) from Bennington (W) to Longview Parkway (E)
  - Usually yields on average about 250 tons of improper setout trash per sweep
- **Code 16 – collection of excess trash, improper trash set outs, etc.**
- **Christmas in October**
- **Neighborhood Dumpster Program**
- **NCS abatements**
- **Crimes commission**
- **Special projects such as CID clean ups, Homeless Camp cleanups, East Patrol Project**

ILLEGAL DUMPING SITE CLEAN UPS

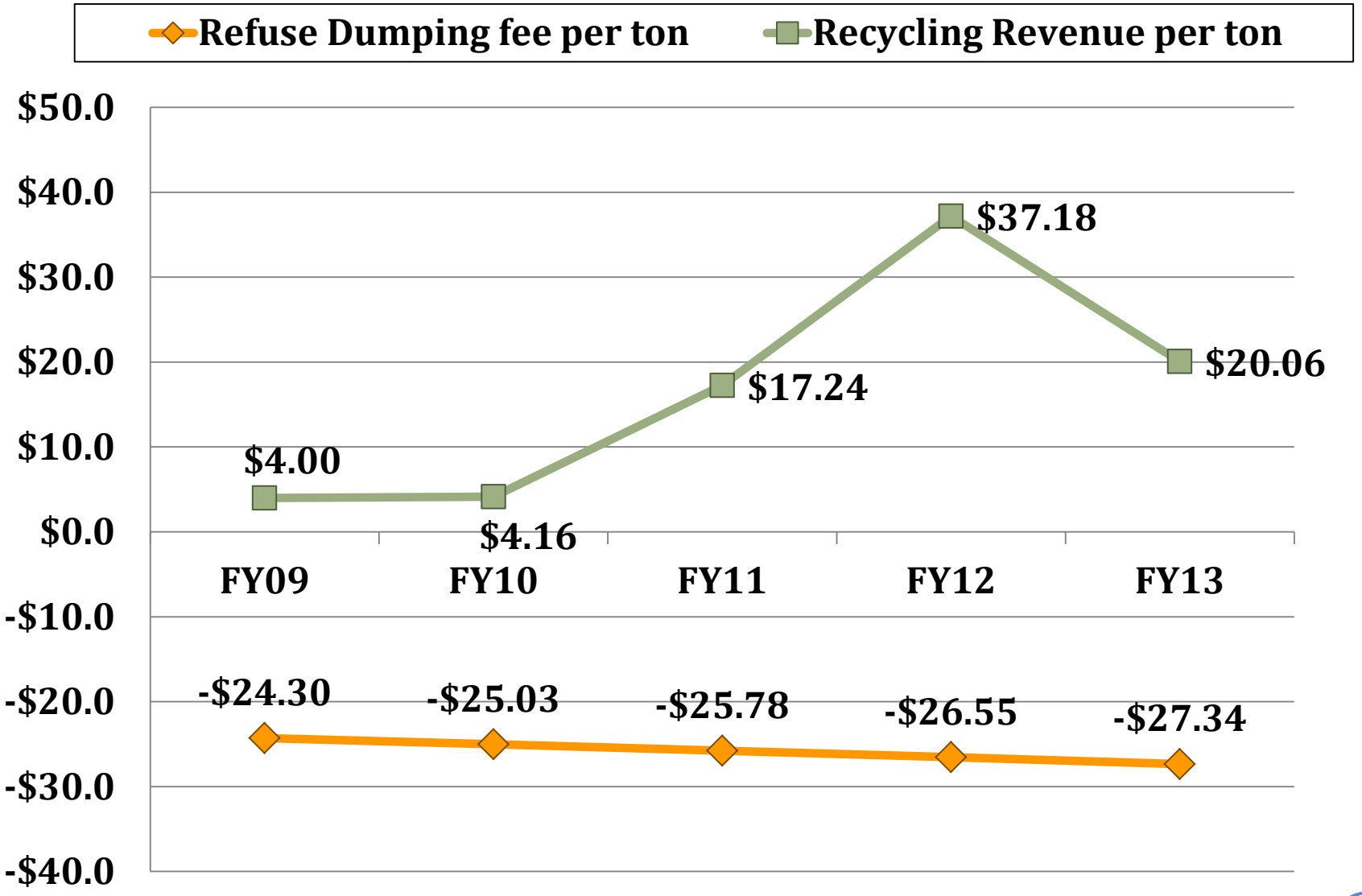
ADOPT-A-STREET

Program has been revised for standardization and oversight

- **Minimum ½ mile sections of street must be adopted for 3 year timeframe**
- **Street adopters requested to pick up trash along the roadway every 45 days**
- **City provides trash bags and prompt pick-up of full bags after clean-up, along with signs recognizing the adoption**
- **Currently, 154 organizations have adopted 112 lane miles**

Next Steps: Coordinating volunteer activity across all "adoption" programs in the city

RECYCLING REVENUE AND REFUSE COST PER TON

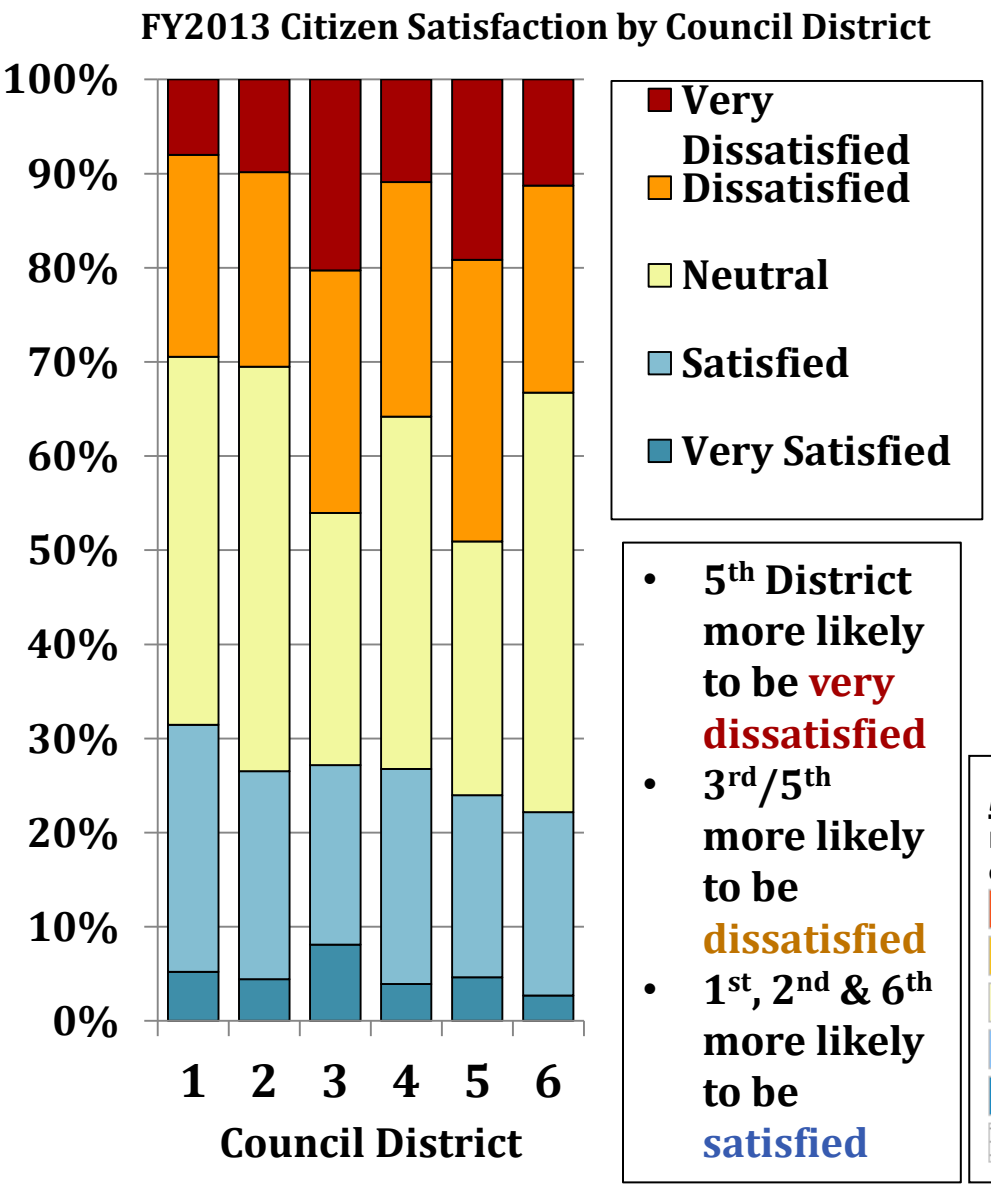


CITIZEN SATISFACTION AND EMPHASIS: ILLEGAL DUMPING

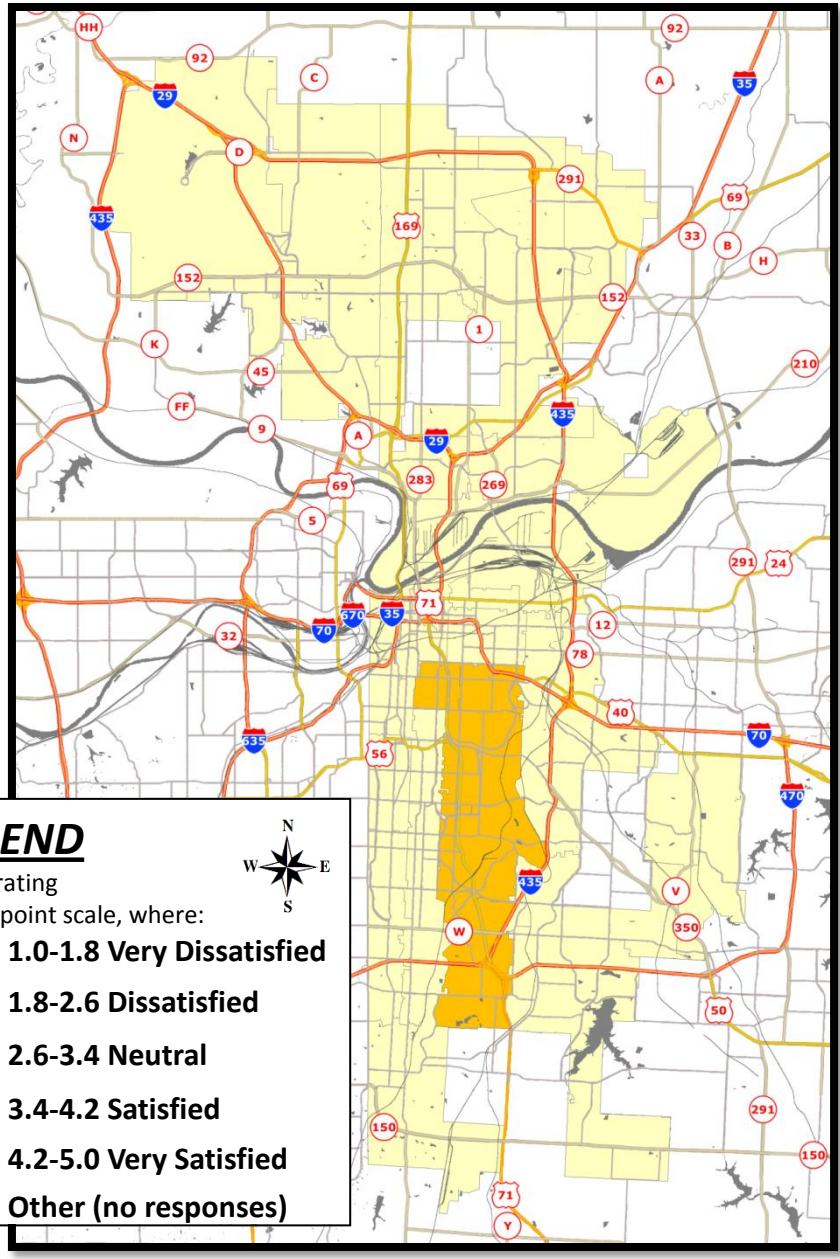
Neigh Svcs Question	Emph	Satis	IS
Enforcing prop maint of vacant structures	31%	18%	1
Enforcing litter/ debris on priv prop	29%	27%	2
Efforts to clean up illegal dump sites	**23%**	**26%**	**3**
Enforcing exterior maint of resid prop	19%	25%	4
Enforcing mowing/ weeds on priv prop	19%	25%	5
Enforcing all in YOUR neighborhood	16%	40%	6
Animal control	13%	42%	7
Timeliness of abandon car removal	5%	31%	8
Enforcing signs in ROW	5%	34%	9

Solid Waste Question	Emph	Satis	IS
Overall cleanliness of streets/public areas	**48%**	**46%**	**1**
Leaf and brush pick-up	33%	50%	2
Bulky item pick-up	28%	60%	3
Trash collection	24%	83%	4
Curbside recycling	19%	81%	5

CITIZEN SATISFACTION WITH EFFORTS TO CLEAN UP ILLEGAL DUMPING SITES BY GEOGRAPHY

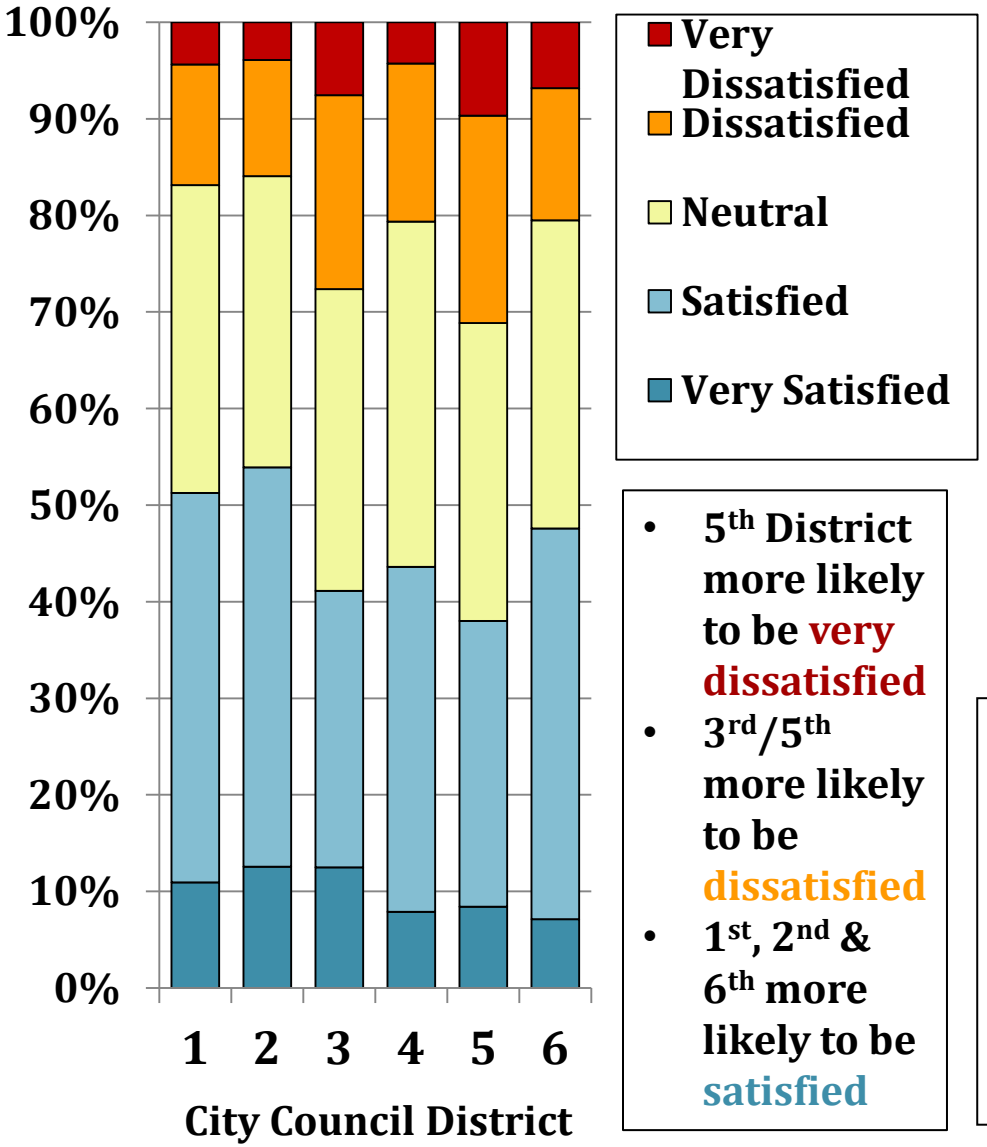


- 5th District more likely to be very dissatisfied
- 3rd/5th more likely to be dissatisfied
- 1st, 2nd & 6th more likely to be satisfied



CITIZEN SATISFACTION WITH CLEANLINESS OF CITY STREETS AND PUBLIC AREAS BY GEOGRAPHY

FY2013 Citizen Satisfaction by Council District



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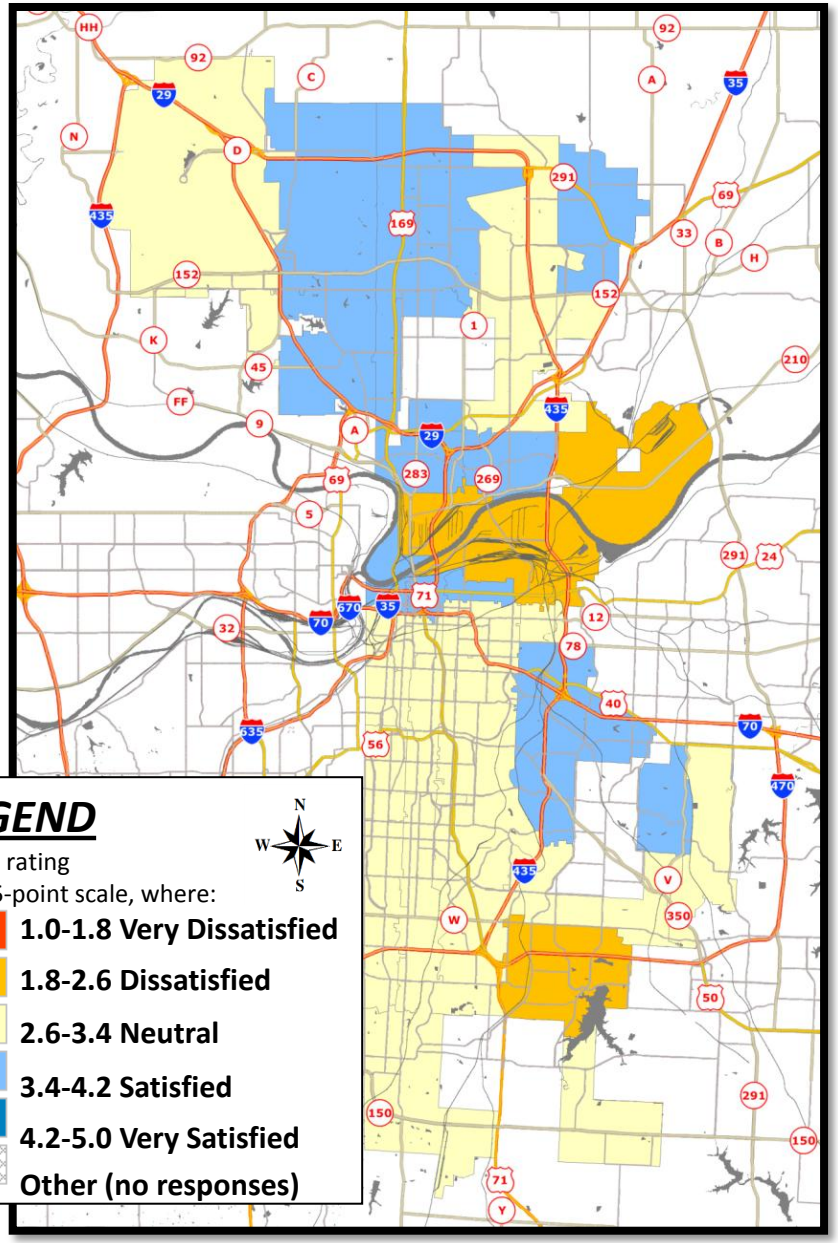
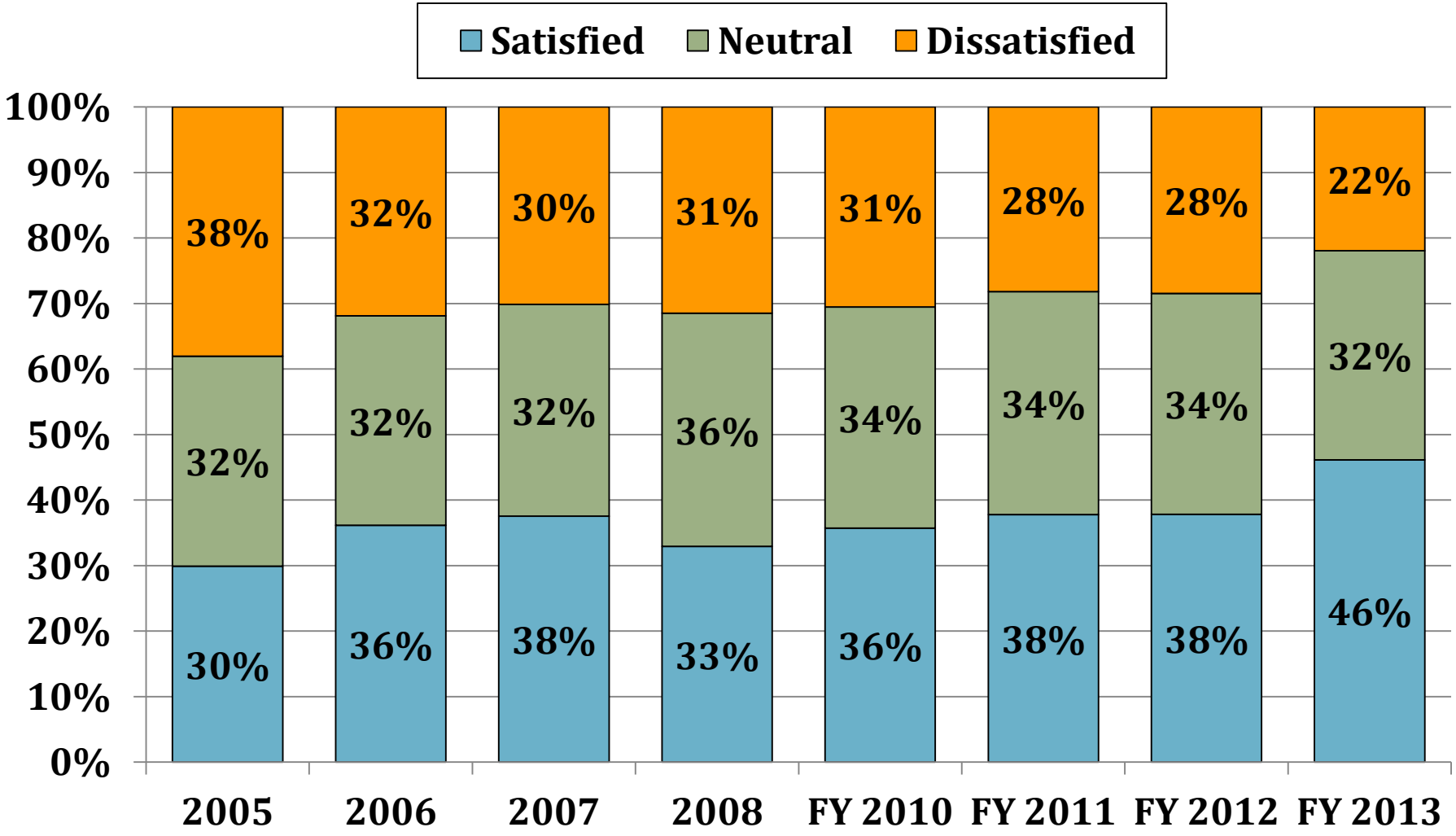
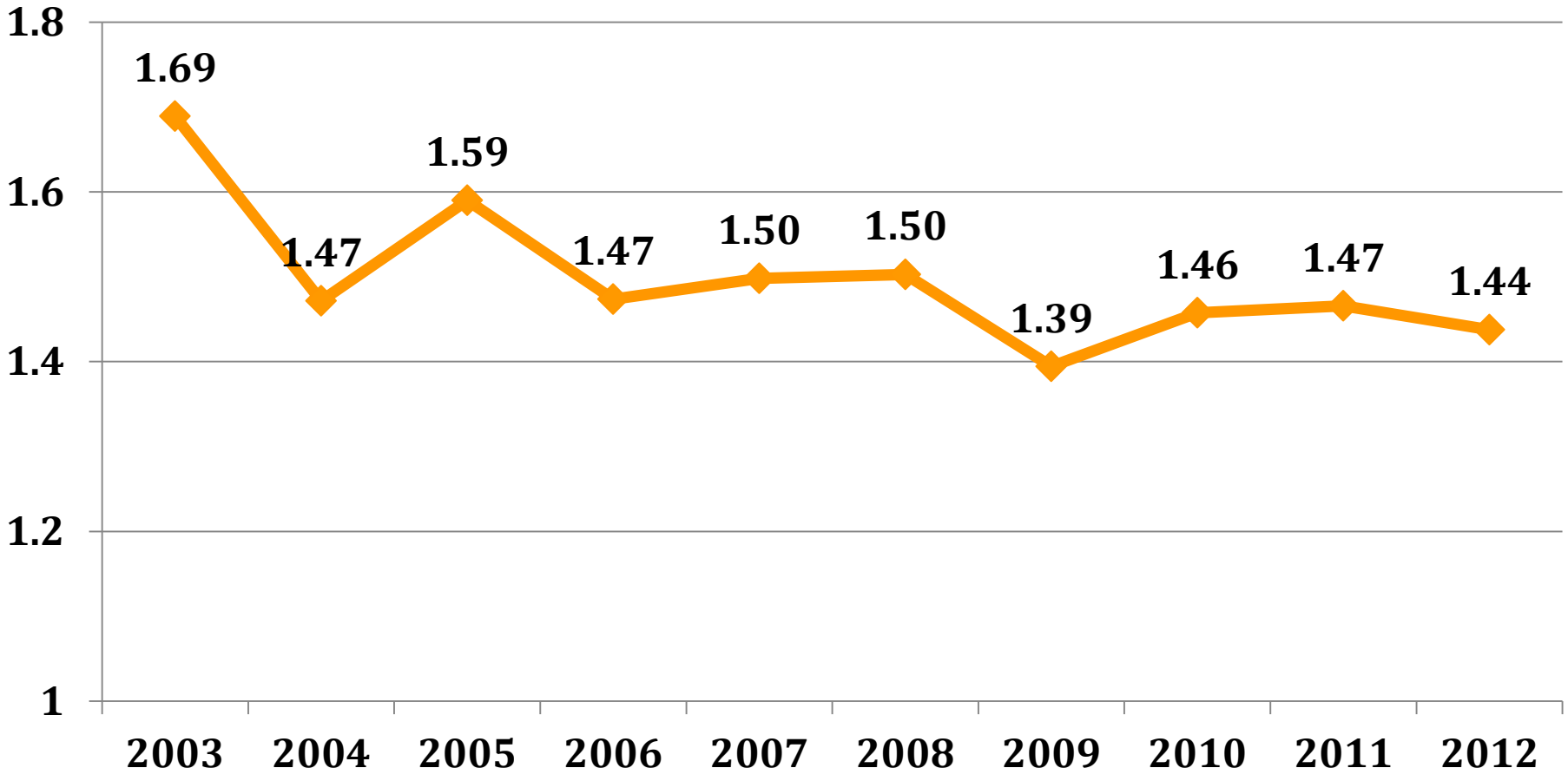


CITIZEN SATISFACTION WITH CLEANLINESS OF CITY STREETS AND PUBLIC AREAS OVER TIME



KC LITTER INDEX



LITTER INDEX NEIGHBORHOOD BRIGHT SPOTS

Bridging the Gap Neighborhood	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Chouteau	1.66	1.38	1.38	1.06	1.62	1.53	1.36	1.38	1.50	1.07
Birmingham Bottoms	1.86	1.03	1.78	1.30	1.21	1.20	1.21	1.60	1.24	1.22
Little Blue Valley	1.40	1.48	1.64	1.71	1.80	1.22	1.16	1.10	1.19	1.11
Hickman Mills	2.26	1.15	1.29	1.34	1.49	1.37	1.63	1.65	1.17	1.41
Martin City	2.11	2.06	1.76	1.47	1.86	1.88	1.31	1.77	1.63	1.03

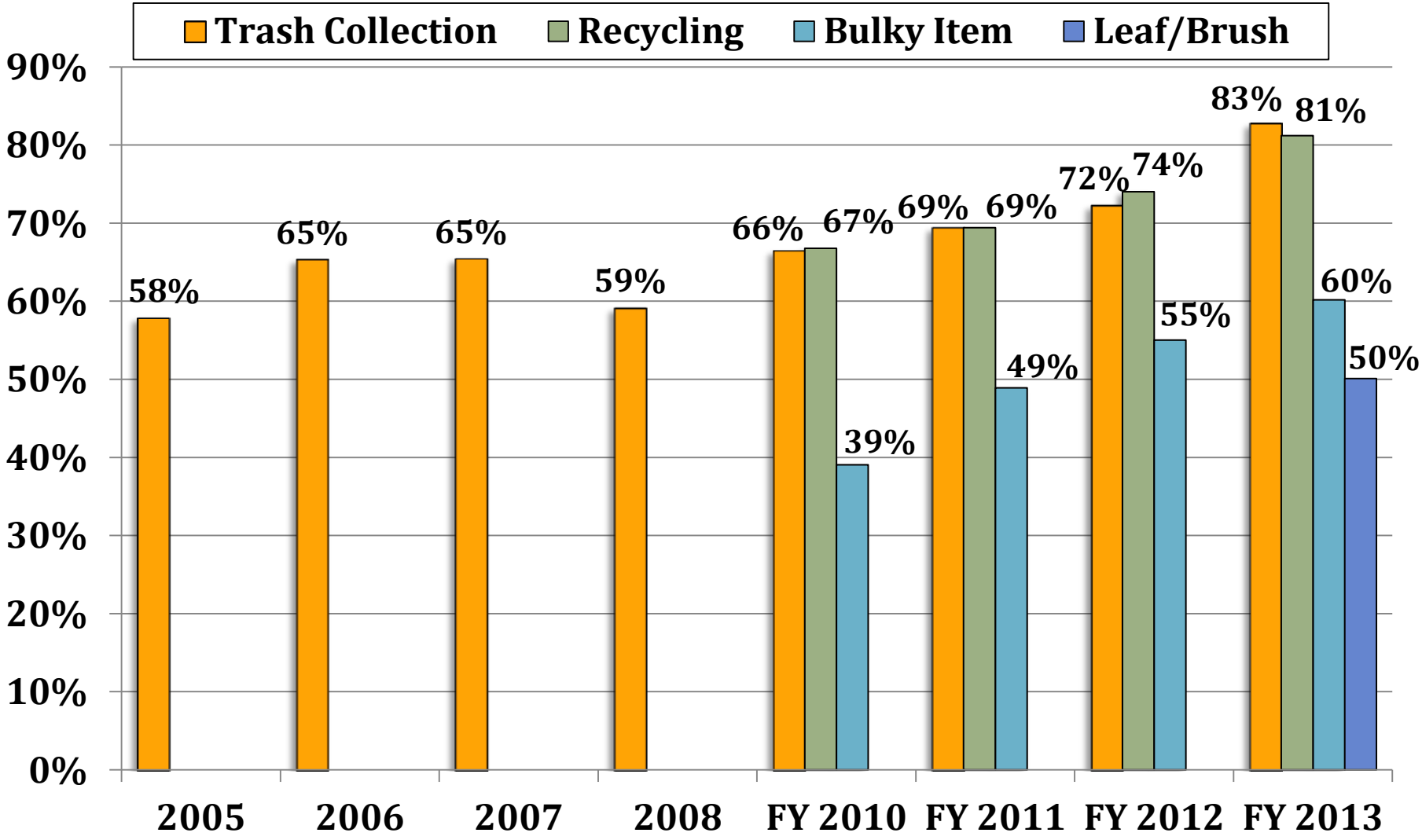
PRIORITY

Emphasize the focus on the customer across all City services; engage citizens in a meaningful dialogue about City services, processes, and priorities using strategic communication methods.

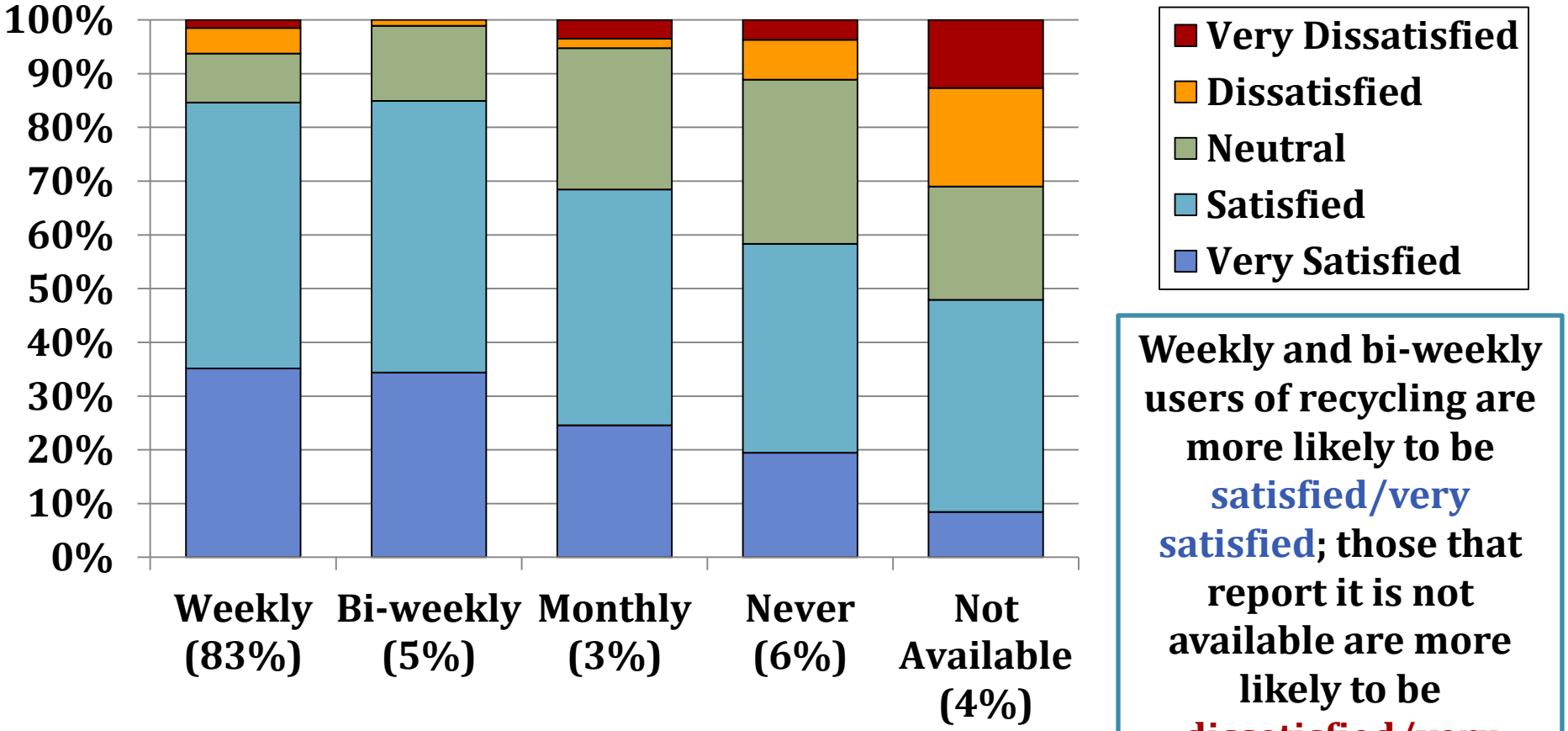
INDICATORS

1. **% of citizens satisfied with customer service**
2. **% of citizens satisfied with communication**
3. **% of businesses satisfied with City services**
4. **% of customers satisfied with 311 service request outcomes**

CITIZEN SATISFACTION WITH SOLID WASTE SERVICES OVER TIME



CITIZEN SATISFACTION WITH RECYCLING BY USERS

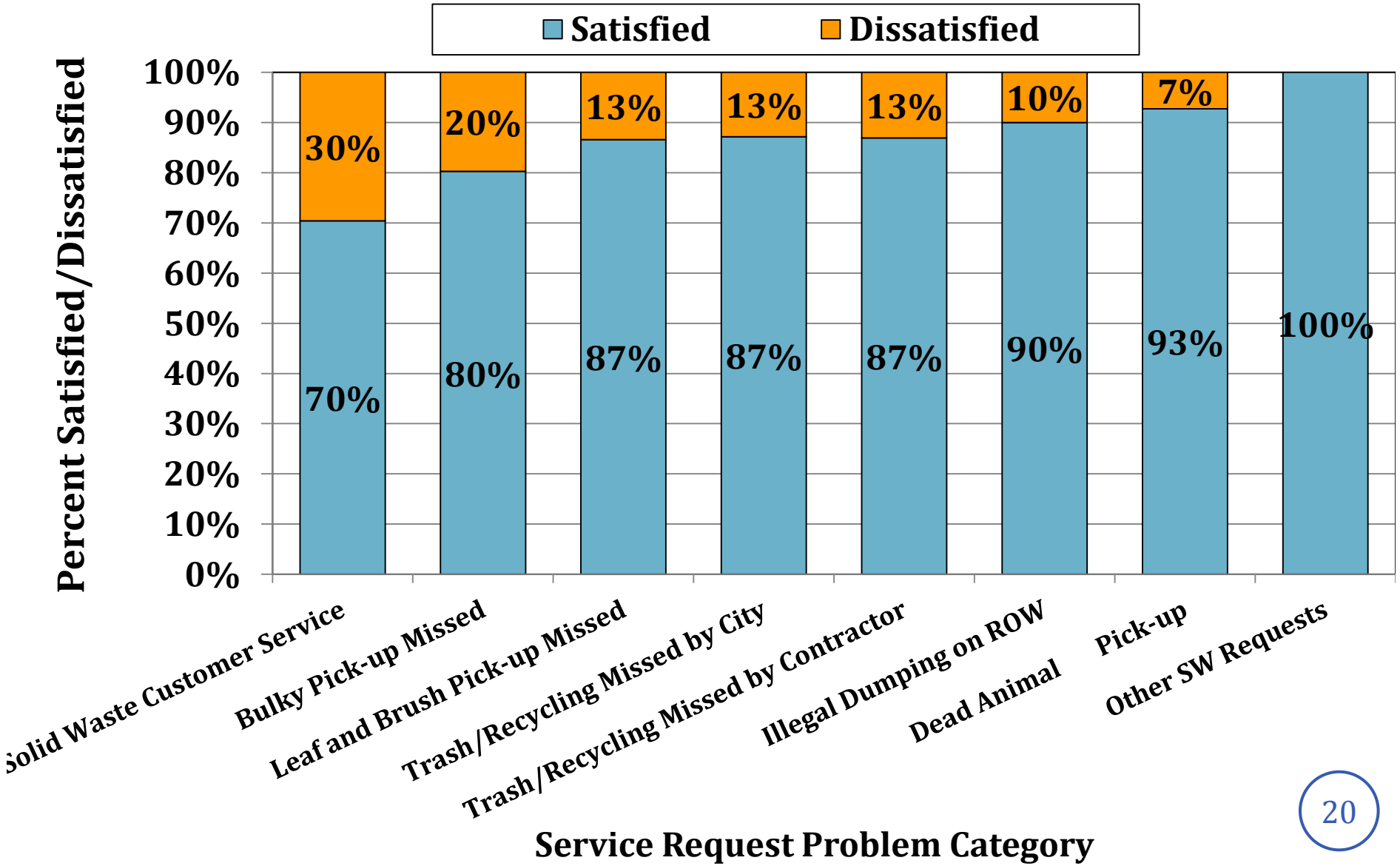


How often does your household use the city's recycling svcs?

Weekly and bi-weekly users of recycling are more likely to be satisfied/very satisfied; those that report it is not available are more likely to be dissatisfied/very dissatisfied

1st, 2nd, and 6th Districts are more likely to be weekly users of recycling
3rd and 5th Districts are more likely to never use recycling
3rd and 4th Districts are more likely to report recycling is not available

311 CUSTOMER SATISFACTION: SOLID WASTE SERVICES (AUG 2012 – JUL 2013)

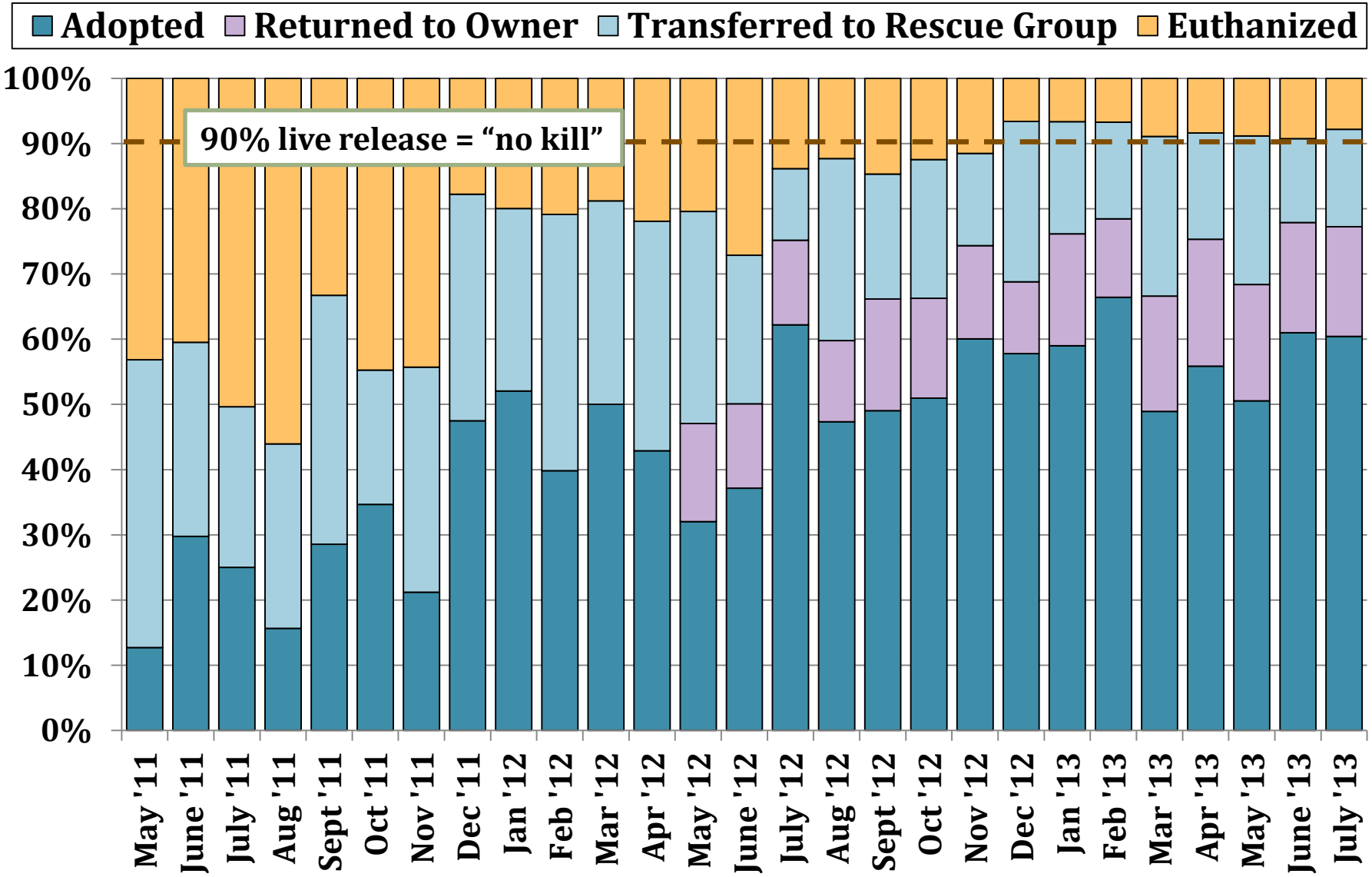


PRIORITY	INDICATORS
Ensure that any City or shared community animal shelters meet industry standards and work with the community to address issues of pet population and responsible pet ownership	**1. Live release rate from City animal shelter** **2. Number of pets licensed**

Additional Indicators to inform discussion:

1. Animal Intake by Type

OUTCOMES FOR ANIMALS IMPOUNDED AT SHELTER

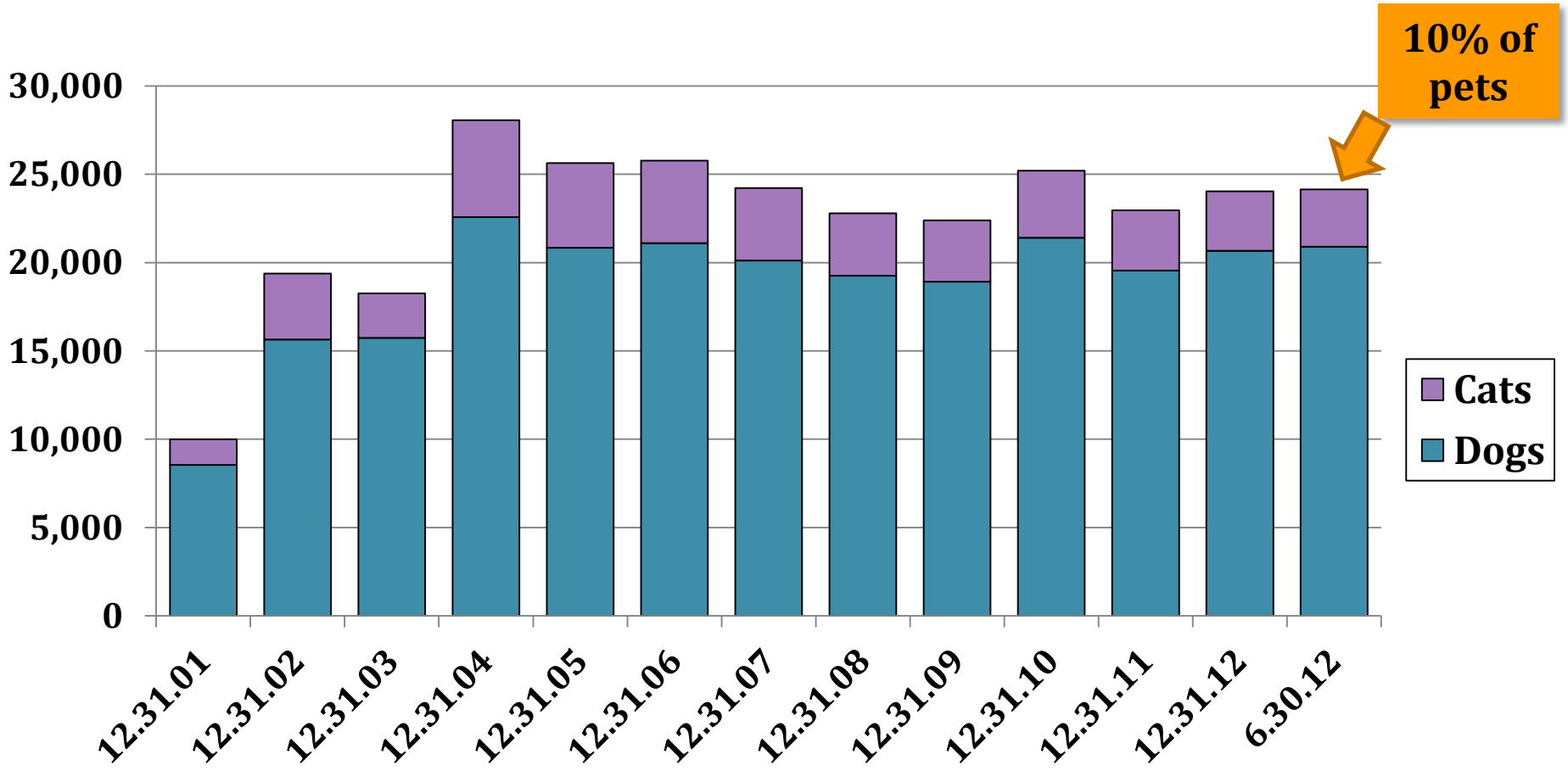


The shelter has consistently reached "no kill" status since last year.

TAG-LICENSE-CHIP CAMPAIGN OUTCOMES

Service	Units sold by Spay Neuter KC during 2013 TLC Campaign (January – August 2013)	Units sold by Spay Neuter KC in 2012 w/o TLC Campaign (January – August 2012)
City License	2,354	1,389
Rabies	5,443	3,843
Chips	4,699	645

SNAPSHOT COUNT OF PETS WITH LICENSES



2004
Publicity campaign

2006
Introduction of 3-year license

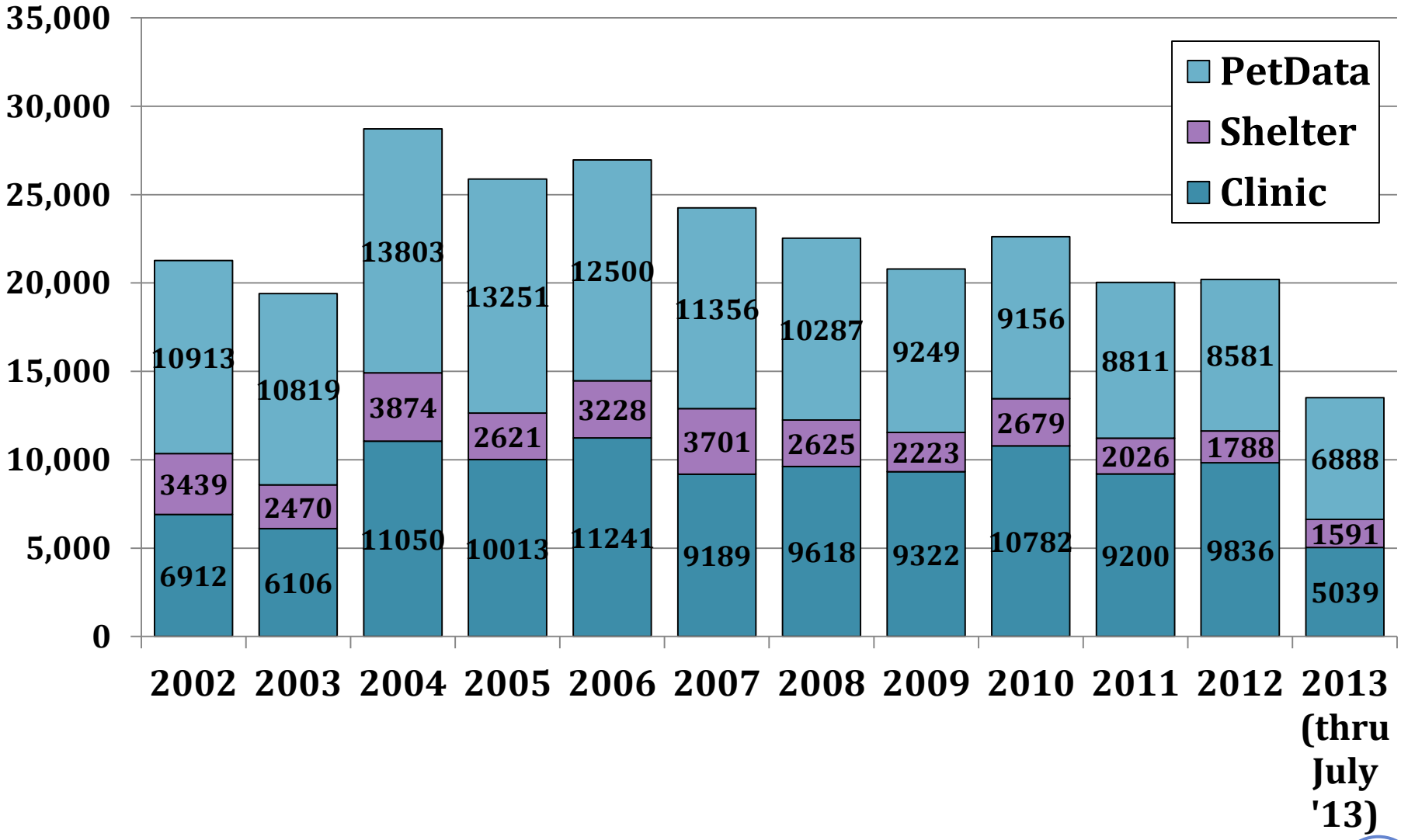
2007
Fee increase of $3/year

2008
Nationwide downturn in licensing and adoption

2010
Enforcement campaign

2012/13
TLC Campaign

LICENSE SALES BY LOCATION



CONTINUING TLC CAMPAIGN EFFORTS

What: Special TLC Event
National Night Out
When: October 1, 2013
4-7 pm
Where: Swope Park

<u>FREE</u> Rabies & Microchip with purchase of your City Pet License
<u>ONLY $10!</u>

PROJECT T.L.C
TAG·LICENSE·CHIP
Your pet's ticket home!

PRIORITY

Emphasize the focus on the customer across all City services; engage citizens in a meaningful dialogue about City services, processes, and priorities using strategic communication methods.

INDICATORS

1. **% of citizens satisfied with customer service**
2. **% of citizens satisfied with communication**
3. **% of businesses satisfied with City services**
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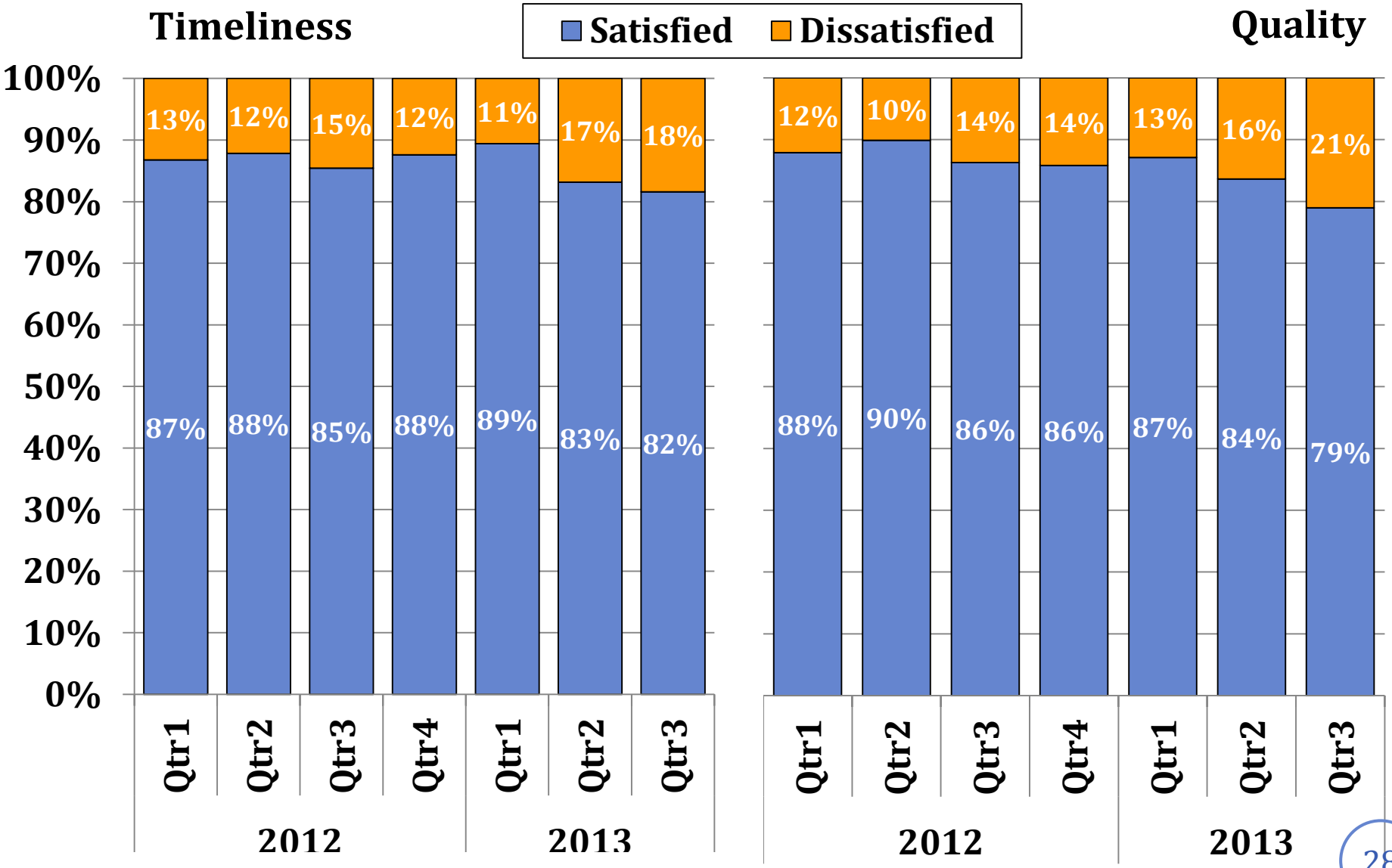
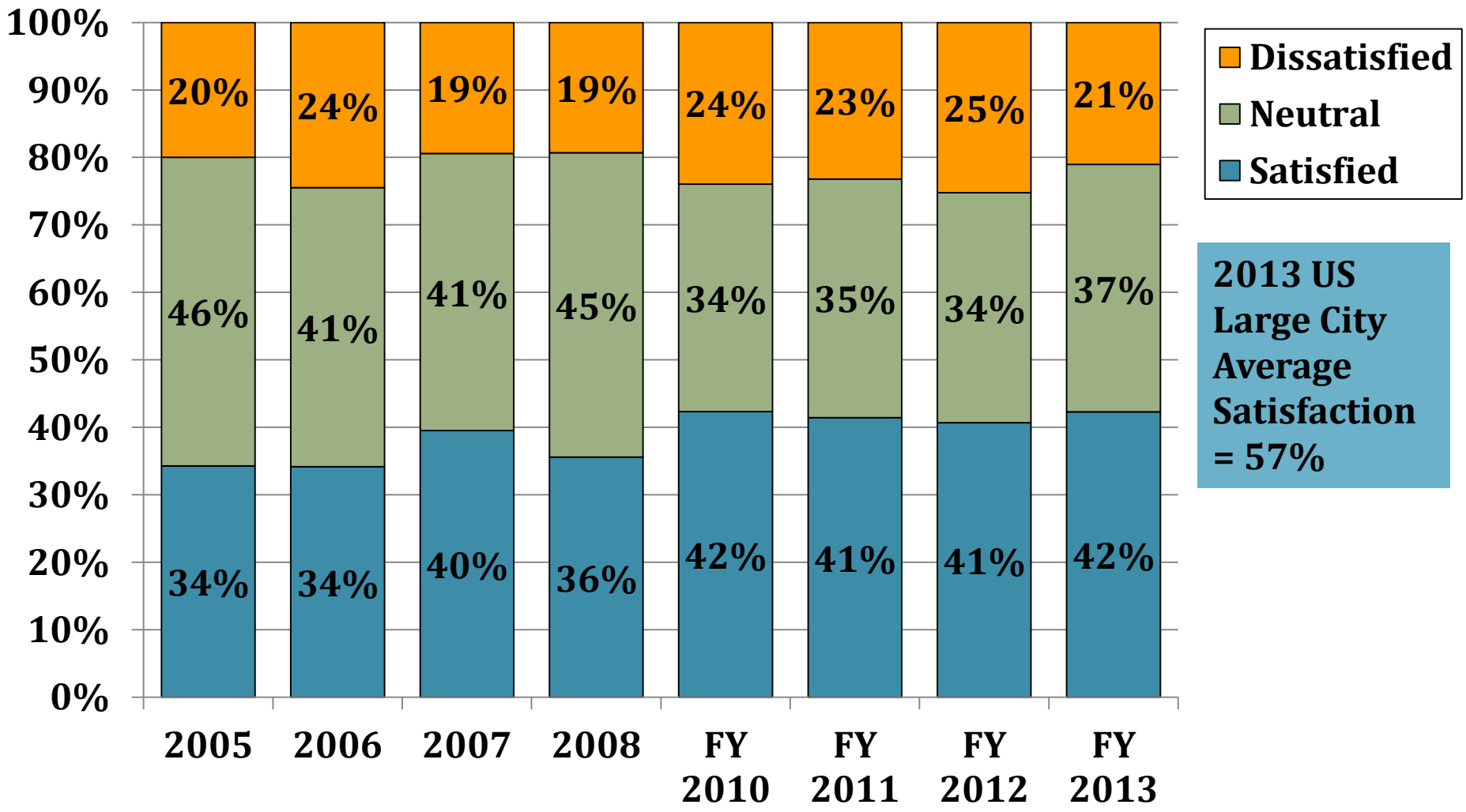
311 CUSTOMER SATISFACTION: ANIMAL CONTROL



CITIZEN SATISFACTION: ANIMAL CONTROL



PRIORITY	INDICATORS
Encourage active living and healthy eating via strategies in the KC Community Health Improvement Plan (KC CHIP)	**1. % of community without easy access to healthy eating options**

WHAT IS KC CHIP?

- **The Kansas City Community Health Improvement Plan (KC CHIP) is a five-year community-wide strategic plan that focuses on the improvement of health in Kansas City**
- **Created though 10 interactive community meetings, engaging over 95 agencies (churches, neighborhoods, non-profits, hospitals, clinics and community health agencies)**

KC CHIP targets six strategic issues:

- Ensuring access to clinical preventive services, illness care, and public health services/interventions
- Healthy equity and social determinants of health
- Ensuring a safe and healthy community environment
- Ensuring every child has a healthy start
- **Encouraging active living and healthy eating**
- Tobacco free living

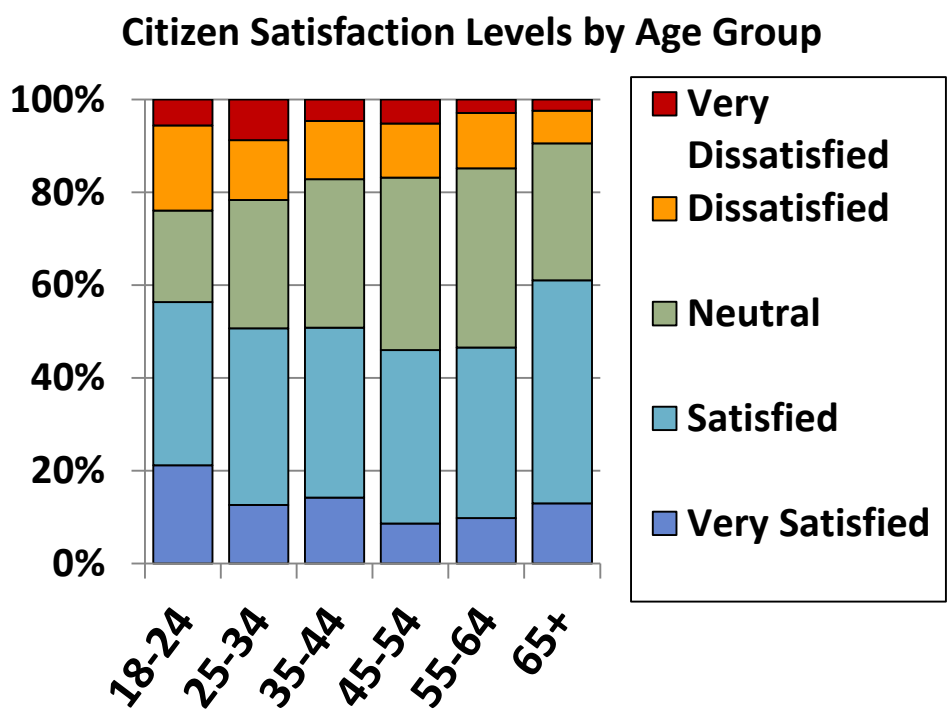
Current Council Priority focuses on: Encouraging active living and healthy eating

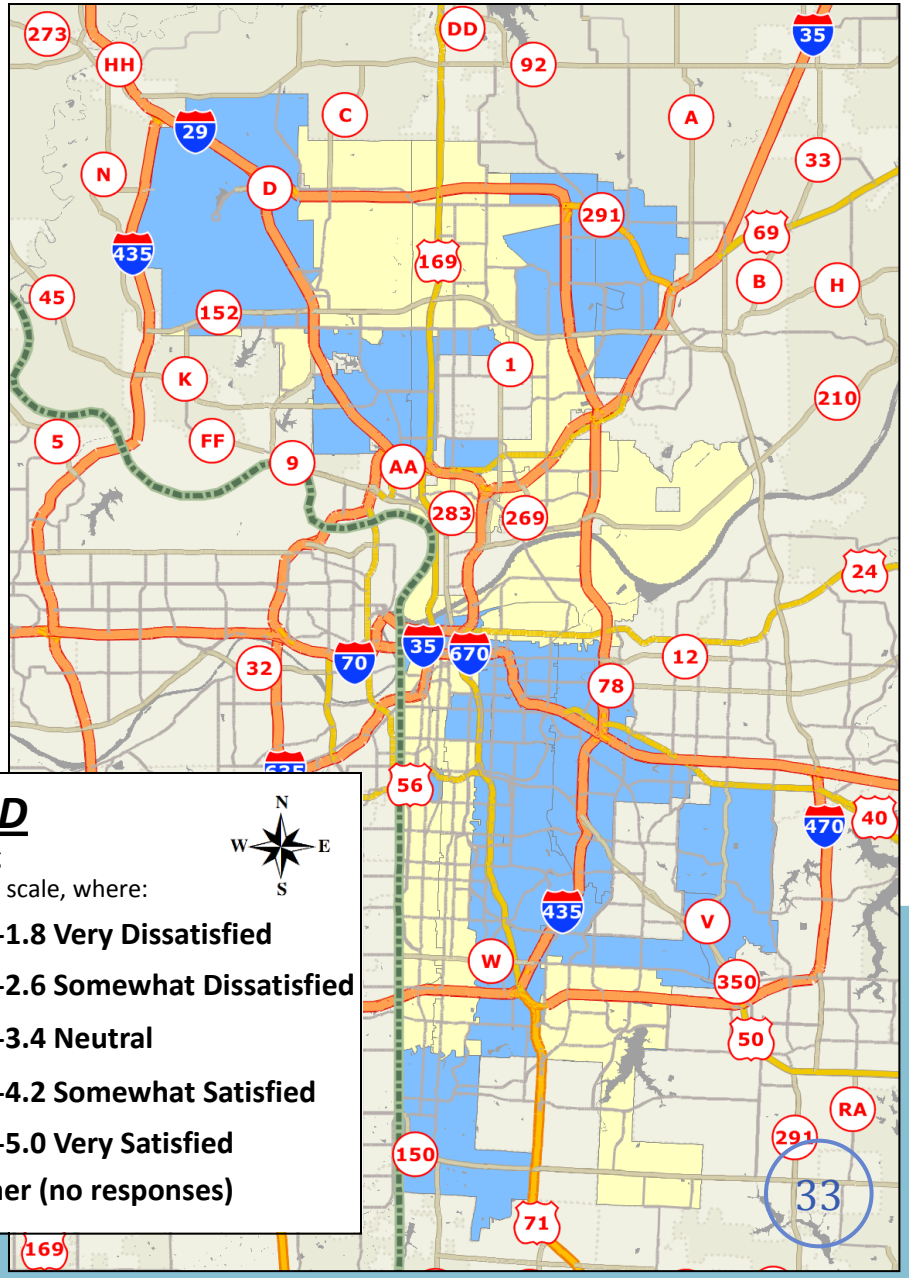
HEALTH INEQUITY IS GEOGRAPHIC: LIFE EXPECTANCY BY ZIP CODE

Zip Code*	Life expectancy (years)	Satisfaction w/ healthy eating, exercise, non-smoking (see map)	Zip Code*	Life expectancy (Years)	Satisfaction w/ healthy eating, exercise, non-smoking (see map)
64158	85		64108	76	
64112	83		64110	76	
64113	83		64111	76	
64156	83		64131	76	
64157	83		64133	76	
64151	82		64124	75	
64152	81		64134	75	
64153	81		64129	74	
64154	81		64123	73	
64114	79		64145	73	
64117	79		64106	71	
64118	79		64127	71	
64155	79		64109	70	
64116	78		64128	70	
64119	78		64132	70	
64137	78		64130	69	
64138	78				

Zip codes with population >5,000 people.

CITIZEN SATISFACTION WITH ENCOURAGING HEALTHY EATING, EXERCISE AND NON-SMOKING BY AGE AND GEOGRAPHY



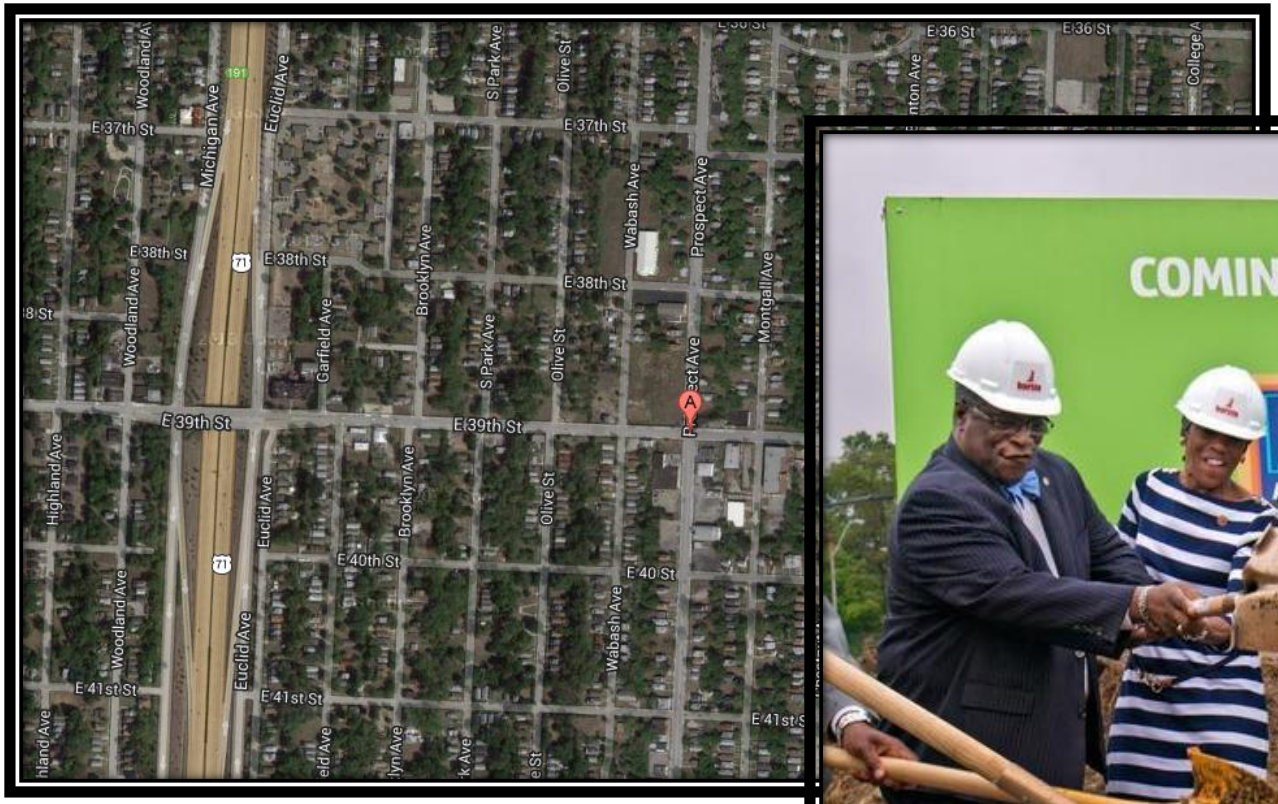


- Age group 65+ more likely to be satisfied
- Age group 25-34 more likely to be very dissatisfied
- Age groups 45-54 and 55-64 more likely to be neutral
- Age group 18-24 more likely to be both very satisfied and dissatisfied

GOALS AND STRATEGIES FOR HEALTHY EATING AND ACTIVE LIVING (HEAL)

- **Advance policy, environmental, and system changes promoting healthy eating and active living in our communities**
  - **Identify and mobilize community resources to increase availability of supermarkets in underserved areas**
  - Improve availability of affordable healthier food options using activities such as farmers markets, urban agriculture
  - Support creation and/or enhancement of places for physical activity
  - Promote livable streets
- **Advance policy, environmental, and system changes promoting healthy eating and active living in our organizations**
  - Work with employers, faith-based agencies and schools to implement policies/practices that promote access to healthy foods and beverages and physical activity

NEW GROCERY COMING TO 39TH AND PROSPECT



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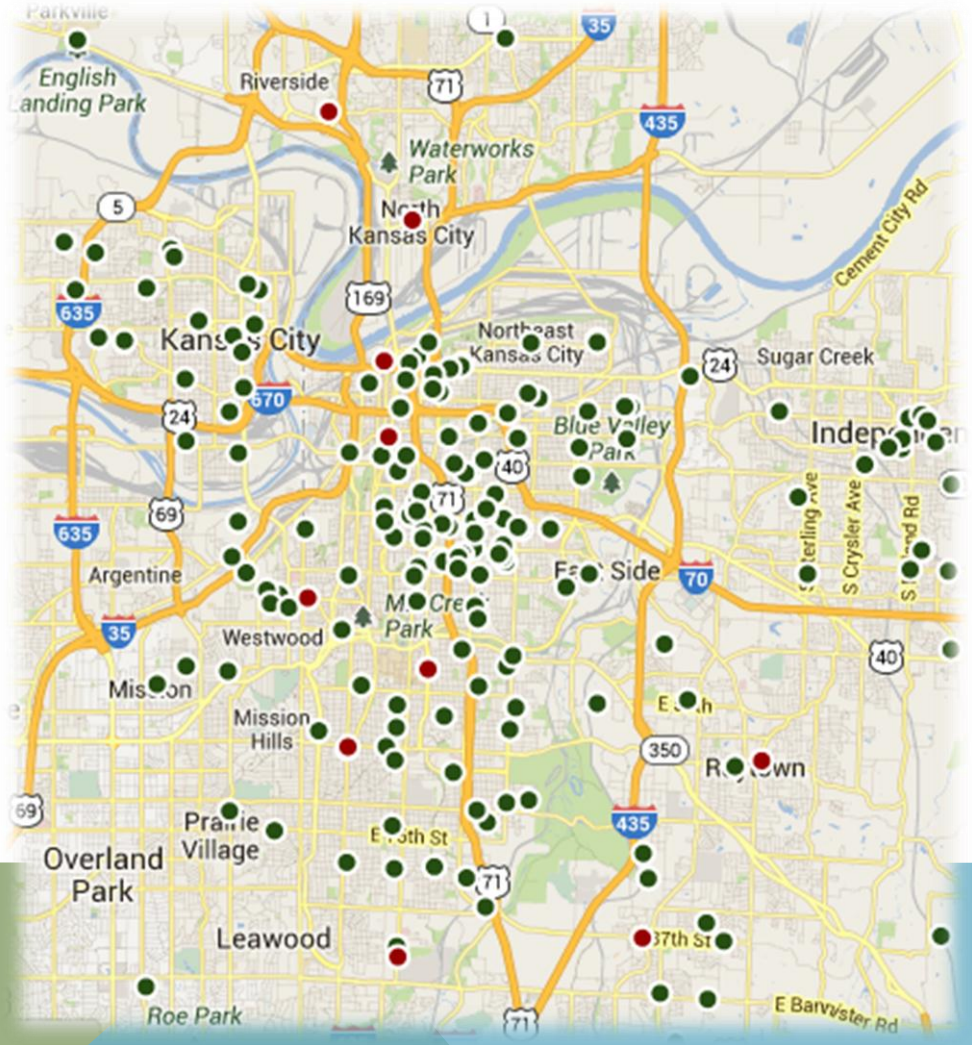
COMMUNITY GARDENS THROUGH COMMUNITY TRANSFORMATION GRANT (HEALTH DEPT)

- **CTG Goal for KCMO:** 6 new gardens by end September 2013; 25 for all of Jackson County by September 2016
- **Health Dept. in collaboration with partners Kansas City Community Gardens (KCCG):** conducted 4 workshops and 7 meetings with groups/organizations with varying levels of interest in starting a garden
- **Plans are moving forward for 4 gardens and plans at additional sites are in development**

COMMUNITY GARDENS AND FARMERS MARKETS



http://data.kcmo.org

Source data: Kansas City Community Gardens and Missouri Department of Agriculture

COMMUNITY GARDENS ON MUNICIPAL FARM

Municipal Farm Conceptual Land Use Plan

EASTWOOD HILLS COMMUNITY GARDENS: GRAND OPENING JUNE 2012

POTENTIAL NEW PROJECTS

- **Youth-development nonprofit**
- **Uses farming to teach entrepreneurship to at-risk boys ages 12-15**
- **Core values: Pride, commitment and respect**
- **5 staff members**
- **18 boys**
- **Currently farming 2 donated acres in Wyandotte County**
- **Possible move to 10 acres on the Municipal Farm**

POTENTIAL NEW PROJECTS

- **$7 Million Project**
- **100K sq. ft. Greenhouse**
- **Headquarters**
- **Production/Warehouse Building**
- **45 Jobs**
- **$37K**
- **Local ownership**

GOALS AND STRATEGIES FOR HEALTHY EATING AND ACTIVE LIVING (HEAL)

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HEALTHY VENDING IN CITY OF KCMO AND BEYOND

- **7/9 Performance Management Meeting**: Health Department staff tasked with pursuing a model healthy vending policy with the Health Care Trust, for inclusion potentially in a City Council Resolution

- Staff researched best practices, consulted with area experts and City of KCMO Wellness Staff to develop Nutritional Criteria for Healthy Vending

- **8/26**: The Health Care Trust voted unanimously in favor of including these criteria in a draft resolution to be brought to City Council by one or both Council members that sit on the Board of Trustees

Goals for Greater Kansas City efforts on healthy vending:

- **By September 2013: 5 worksites**
- **By September 2016: 12 worksites**

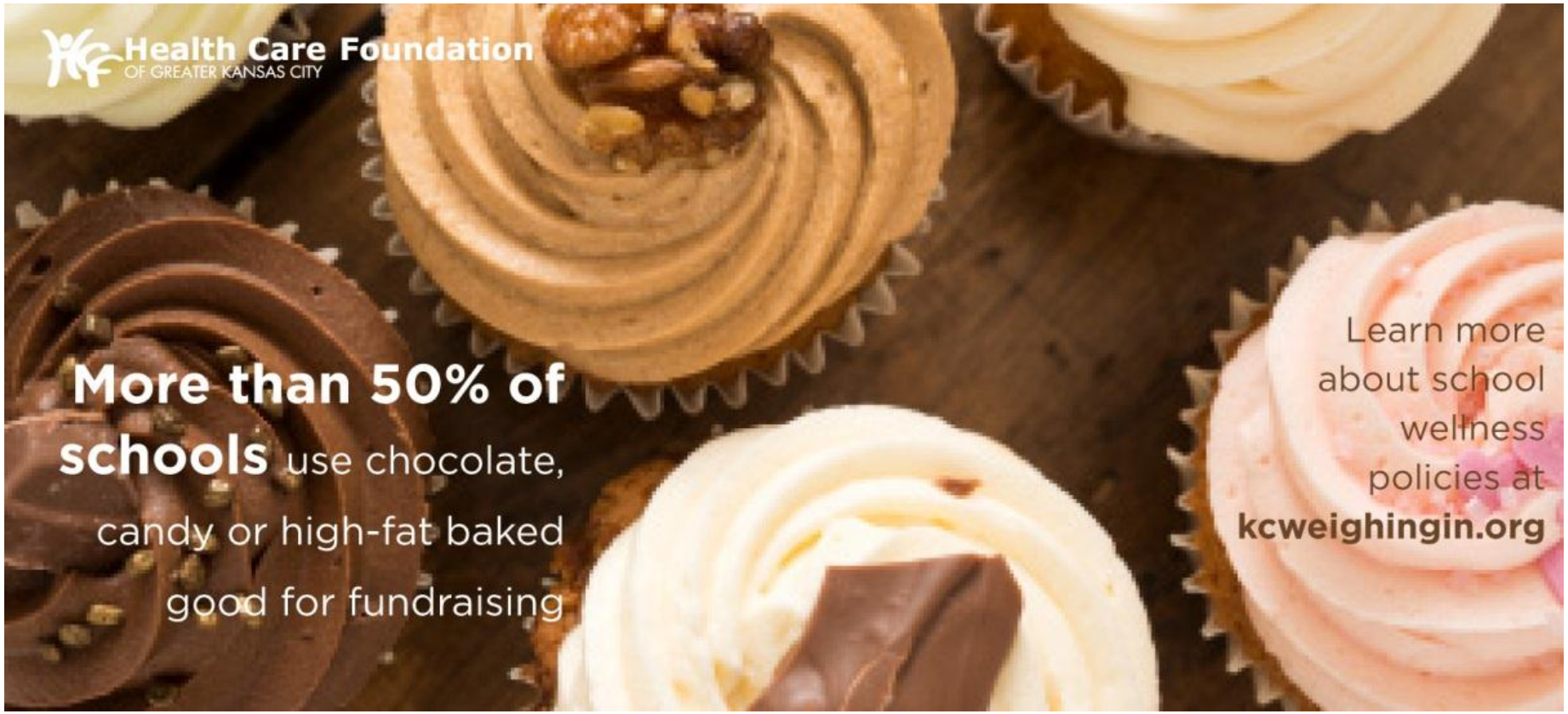
HEALTHY SCHOOLS COMMITTEE

Key Supporters Include:

- Children's Mercy Hospital
- Alliance for a Healthier Generation
- Health Care Foundation of Greater Kansas City
- Score 1 for Health
- Staff and administrators from area school districts

For the 2013-2014 school year three sub-committees will develop resources for schools

- Staff Model Healthy Behaviors
- Parent Engagement
- Change Behaviors
  - Fact sheets in 9 priority policy areas beginning with a la carte & vending
- Media Campaign beginning Fall 2013 featuring infographics



Children's Mercy weighingin
Collaborating to prevent childhood obesity

Health Care Foundation
OF GREATER KANSAS CITY

79% of schools

had policies addressing time spent doing physical activity

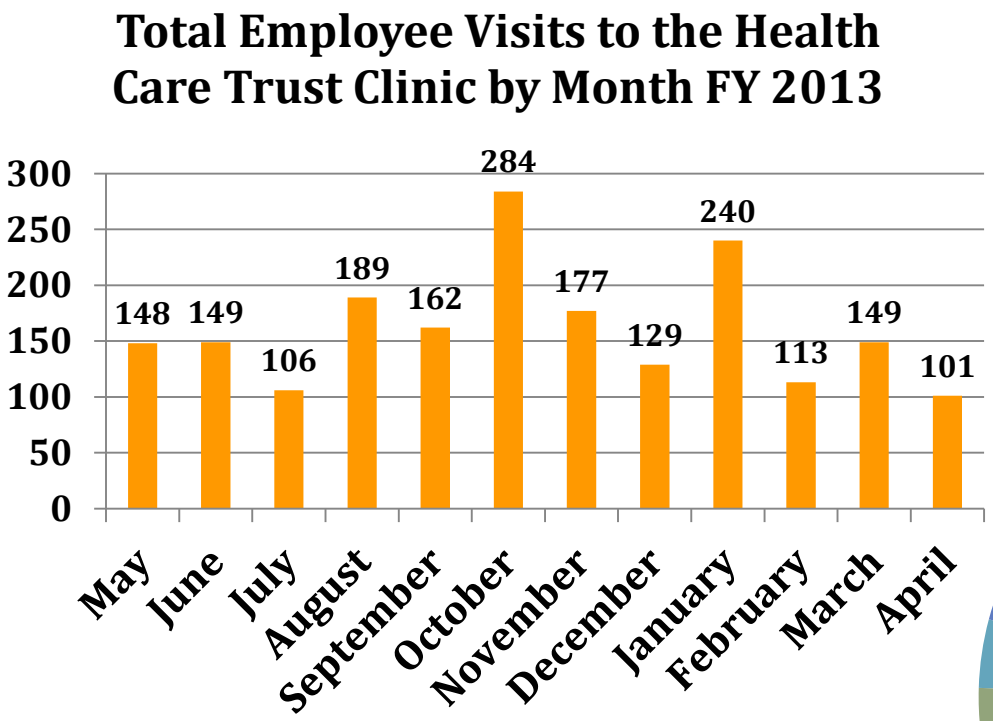
Learn more about school wellness policies at **kcweighingin.org**

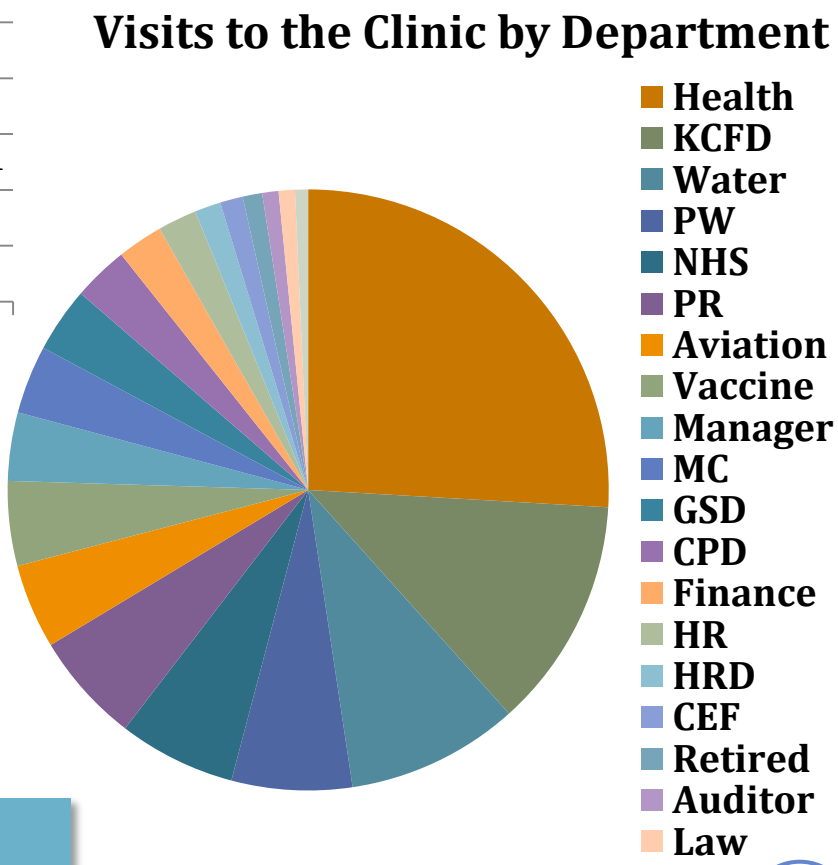
Children's Mercy
weighingin
Collaborating to prevent childhood obesity

KCMO EMPLOYEE HEALTH: PER MEMBER PER MONTH COSTS FROM HEALTH CARE TRUST

Service	May 2011 – April 2012	May 2012 – April 2013	% change
Inpatient	$70.07	$72.10	+ 2.9%
Outpatient	$101.49	$101.62	+0%
Physician	$116.70	$118.41	+1.5%
RX	$62.50	$65.21	+4.3%
Total	$350.76	$357.34	+1.9%
Total Per Member Per Month after Large Claims Adjustment	$337.02	$346.01	+2.7%
Length of Stay	5 days	4.3 days	-14%

HEALTH CARE CLINIC EMPLOYEE VISITS (AVOIDED CLAIMS)





Total visits in FY2013 = 1,947

New Hours Starting September 3 to meet customers' needs!

GOALS AND STRATEGIES FOR HEALTHY EATING AND ACTIVE LIVING (HEAL)

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ACTIVE LIVING KC INITIATIVE

GOAL: to encourage healthy lifestyles by putting regular physical activity back into our daily routines and encouraging healthy eating.

ACTIVE LIVING KC: WALK & BIKE TO SCHOOL

- **International Walk to School Day, Wednesday, October 2, 2013**
- **Encourage all to bike or walk to school**
- **Check with your principal to see if your school will be hosting an organized event**
- **Resources for organizing an event at your school can be found at: *walkbiketoschool.org***

ACTIVE LIVING KC

HICKMAN MILLS COMMUNITY GUIDE AND ASSET MAP

KANSAS CITY MISSOURI

Funding for this project was provided in part by the Health Care Foundation of Greater Kansas City.

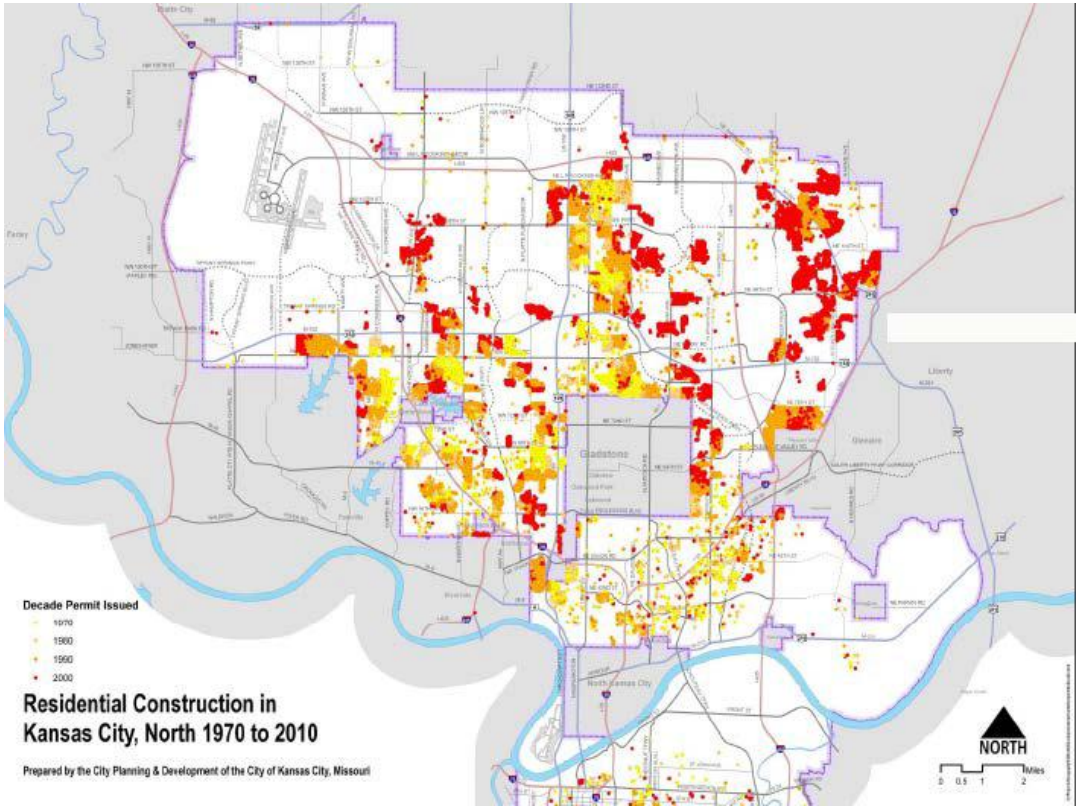
Health Care Foundation OF GREATER KANSAS CITY

Tool to identify and assess resources in Hickman Mills Neighborhood

- **Set of maps**
- **Listings by category of service**

HEALTH IMPACT ASSESSMENT– GREENFIELD DEVELOPMENT

- "Expansion at What Cost? Greenfield Development in Kansas City and its Monetary and Public Health Impacts."



HIA – GREENFIELD DEVELOPMENT

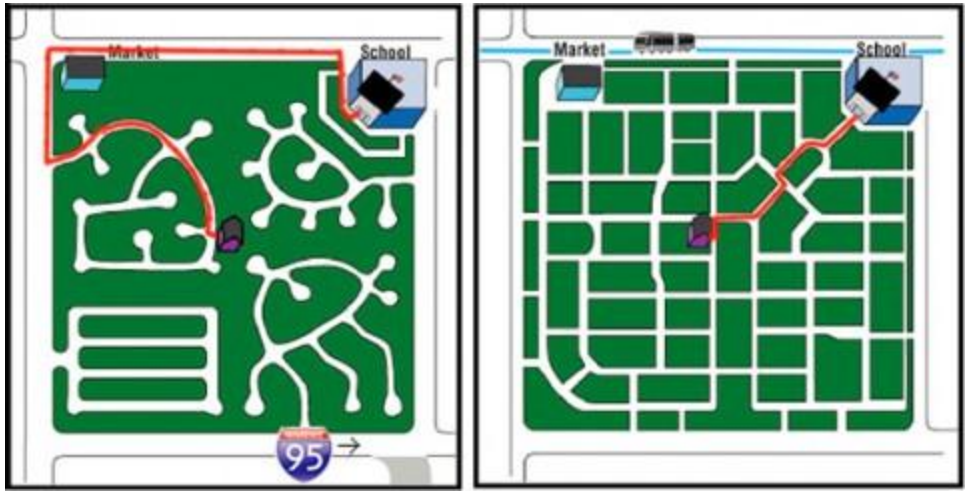
Greenfield development has several potential negative consequences:

- Makes active living difficult; **physical inactivity** is a risk factor for obesity, diabetes, hypertension, etc.
- Creates more **pollution** because people must drive practically everywhere
- Requires **expensive** investments in public infrastructure and services

HIA – GREENFIELD DEVELOPMENT

HIA Recommendations include:

- Create connectivity standards that encourage grids instead of cul-de-sacs
- Adopt long-range plans by ordinance, not resolution
- Mandate the use of a Sustainable Development Scorecard
- Incentivize Infill Development

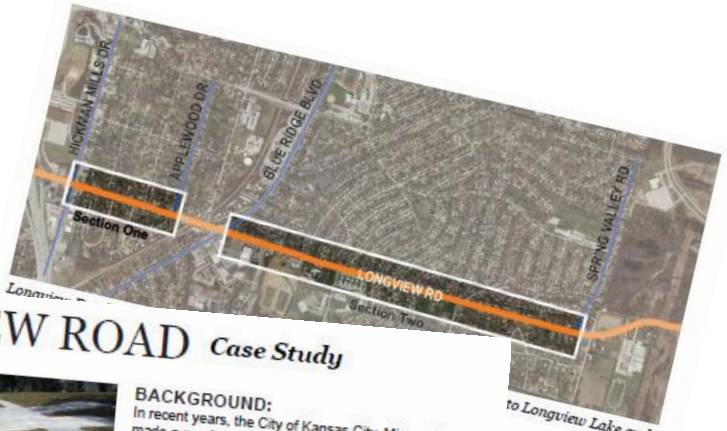


GOALS AND STRATEGIES FOR HEALTHY EATING AND ACTIVE LIVING (HEAL)

- **Advance policy, environmental, and system changes promoting healthy eating and active living in our communities**
  - Identify and mobilize community resources to increase availability of supermarkets in underserved areas
  - Improve availability of affordable healthier food options using activities such as farmers markets, urban agriculture
  - Support creation and/or enhancement of places for physical activity
  - **Promote livable streets**
- **Advance policy, environmental, and system changes promoting healthy eating and active living in our organizations**
  - Work with employers, faith-based agencies and schools to implement policies/practices that promote access to healthy foods and beverages and physical activity

LONGVIEW ROAD CASE STUDY

- **Livable Streets Resolution**
- **Walking School Bus at Ingles Elementary**
- **Bike rack installation**



LONGVIEW ROAD *Case Study*

Looking east on Section One of Longview Rd.

Looking west on Section One of Longview Rd.

BACKGROUND:
In recent years, the City of Kansas City, Missouri has made a number of efforts to make its environment more sustainable and facilitate active living. In 2007, the City hired a Bicycle Pedestrian Coordinator to focus on needed facilities improvements indicated in the Bike KC Plan (adopted in 2001); in 2008, the City adopted a Climate Protection Plan to manage greenhouse gas reductions; and in 2010, the City updated its Zoning and Development Code which includes many revisions that encourage non-motorized transportation. Furthermore, in 2011, the City passed a Livable Streets resolution calling for City support and efforts towards promoting walking and biking through infrastructure upgrades. It is with this history that the City moved to make Longview Road a livable or "complete street."

ACTION:
Originally, the improvements to Longview Road between Hickman Mills Drive and Spring Valley Road (hereby referred to as the Project Area) were slated to expand the road from two to four lanes. This planned expansion was triggered by the high volume of traffic fed onto Longview via the Highway 71 interchange and a projected increase in traffic volumes from prospective commercial development in the area. However, in 2006, MoDOT decided to move the interchange away from the Project Area, making an expansion to four lanes unwarranted. The interchange was replaced with two roundabouts that connect Longview with cross streets over the highway.

Given that Longview Road is on the Bike KC Plan—which provides that as roadway improvements are made, the right-of-way is designated for bike facilities — when it was determined that four lanes were not needed, the City moved to change the Project Area design to three lanes with bike lanes and sidewalks in both directions. This was possible partially because the process of obtaining the necessary right-of-way was already initiated when this design change was made. In the end, the Project Area will have a total right-of-way of about 70 feet: three 12 foot wide vehicle lanes, two 5 foot wide bike lanes, two five foot wide green zones, and two five foot wide sidewalks.

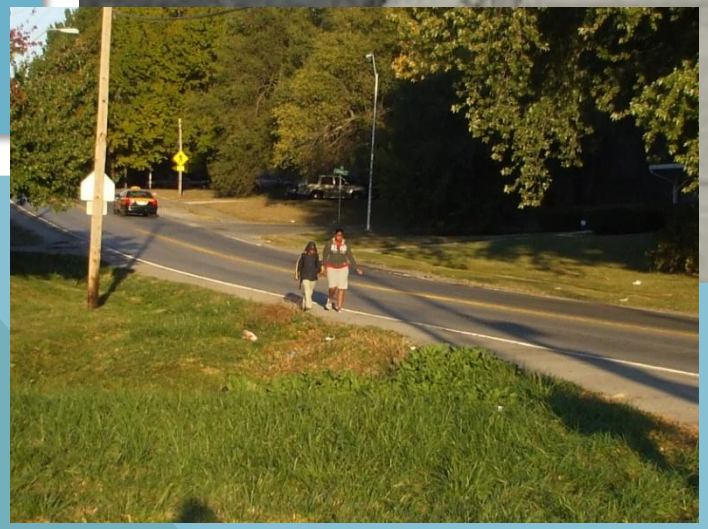
ACTIVE LIVING KC

Health Care Foundation OF GREATER KANSAS CITY

Funding for this project was provided in part by the Health Care Foundation of Greater Kansas City.

LONGVIEW ROAD IMPROVEMENTS

- **Realignment of Food Lane improve safety for children walking/biking to school**
- **New sidewalks**
- **Bike lanes**



BIKE KC INITIATIVE

BIKE KC

bike there. walk there.

Supports a more active and vibrant Kansas City by promoting cycling and walking for transportation, health, and fitness.

Kcmo.org/bikekc

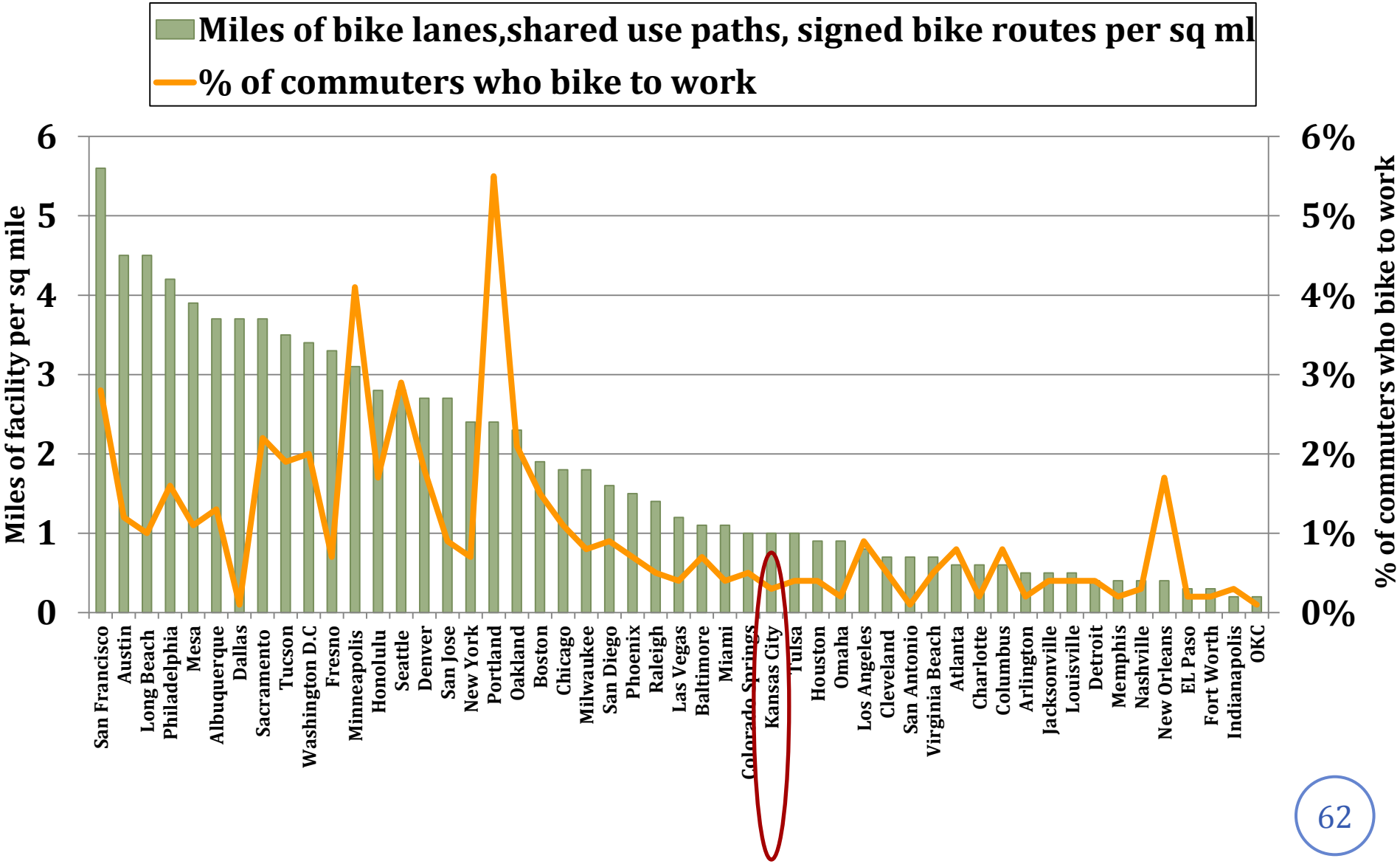
HOW DO WE COMPARE IN USE OF BIKE/PED?

Alliance for Biking & Walking's Biking and Walking Benchmark Report:

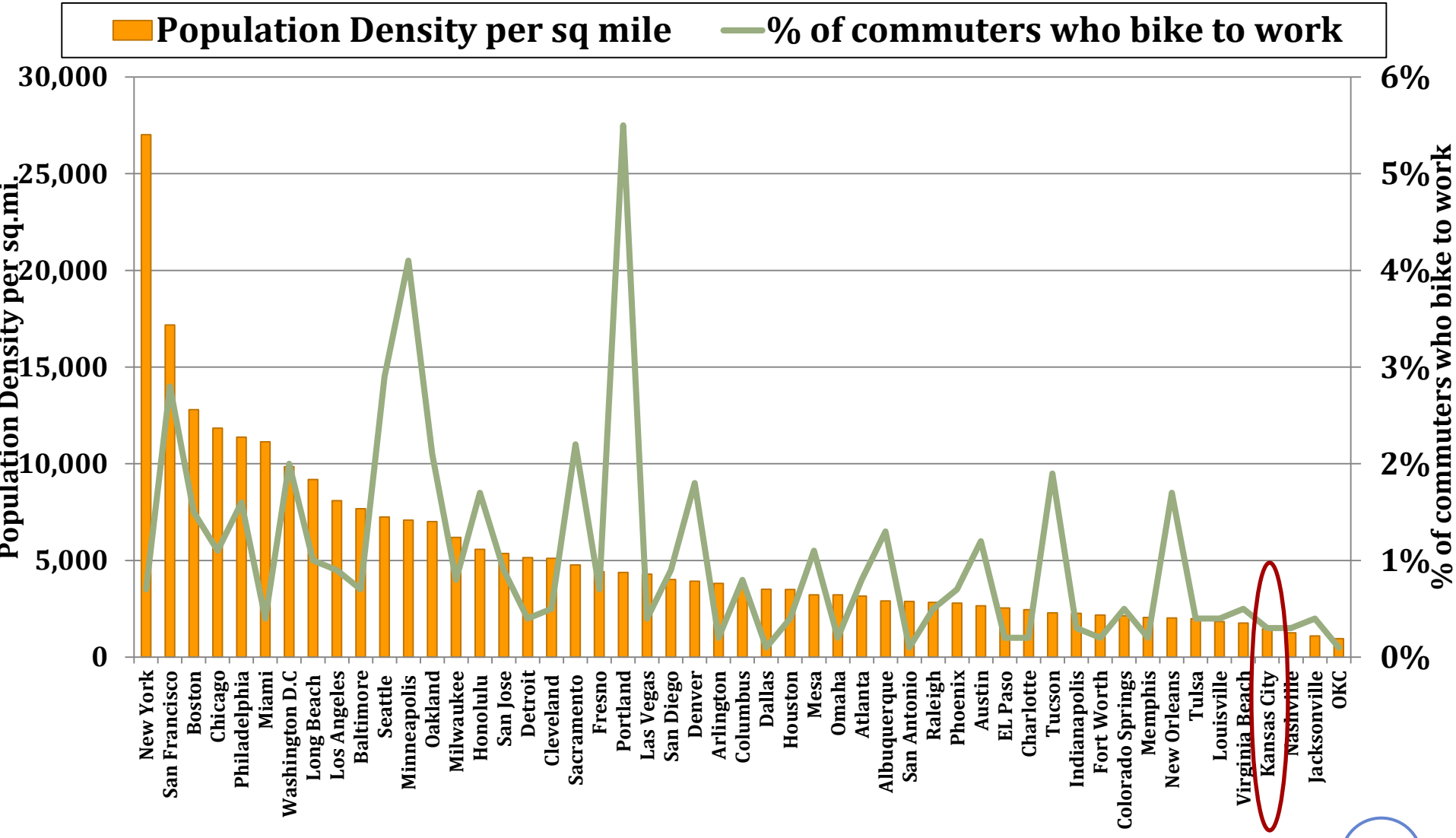
	Bicycling/Walking Levels Rank (out of 51 Major US Cities)	
Kansas City and Peer Bike/Ped Cities	**2012**	**2010**
Kansas City	#41	#37
Columbus, OH	#25	#25
Indianapolis	#39	#44
Charlotte	#44	#45
Oklahoma City	#50	#51

Indicator used for rank = % of commuters who bike or walk to work
2012 Source = average of 2007-2009 ACS Data
2010 Source = 2007 ACS Data

BIKE FACILITIES AND BIKING BY COMMUTERS



DENSITY AND BIKING BY COMMUTERS

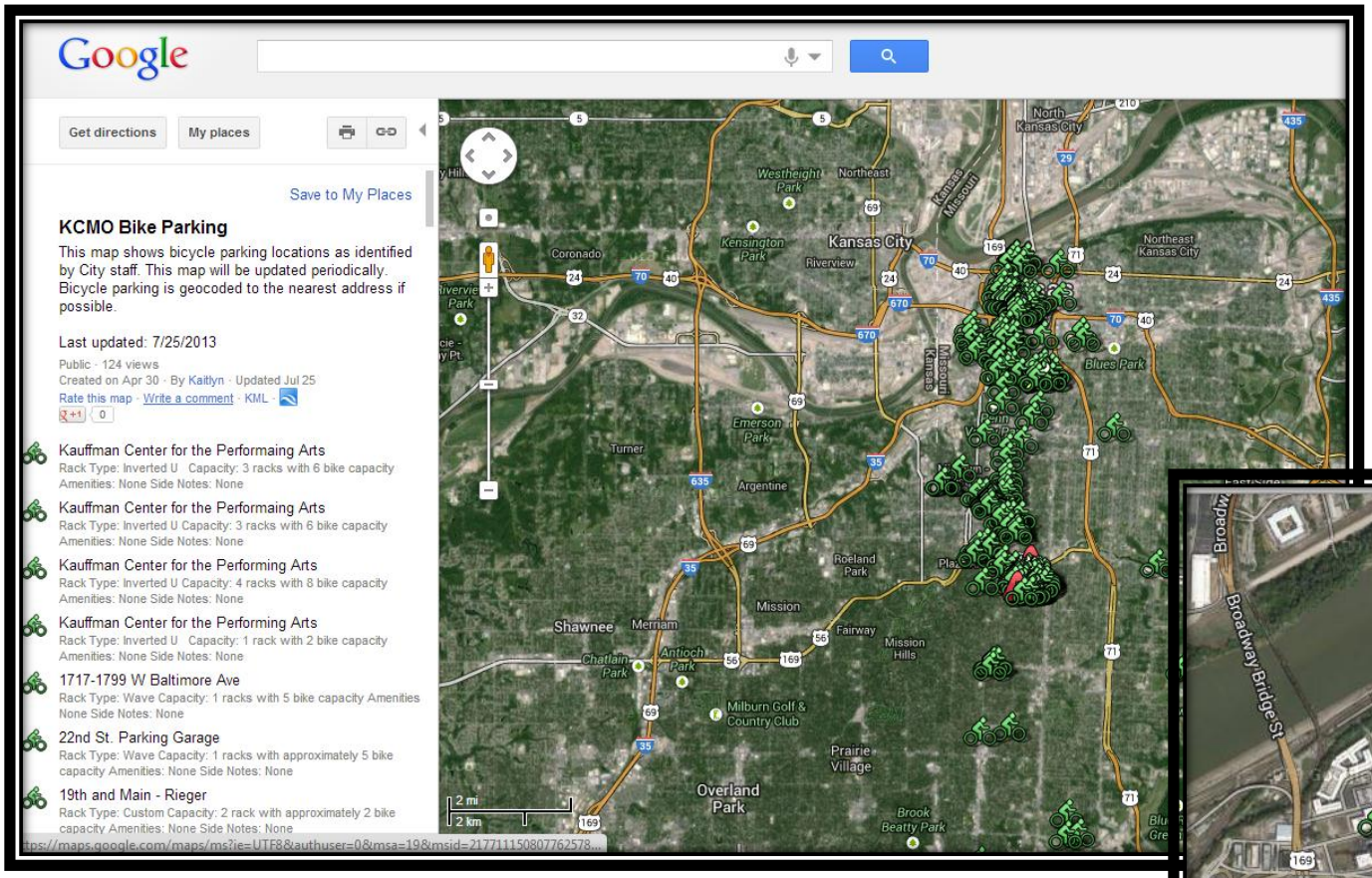


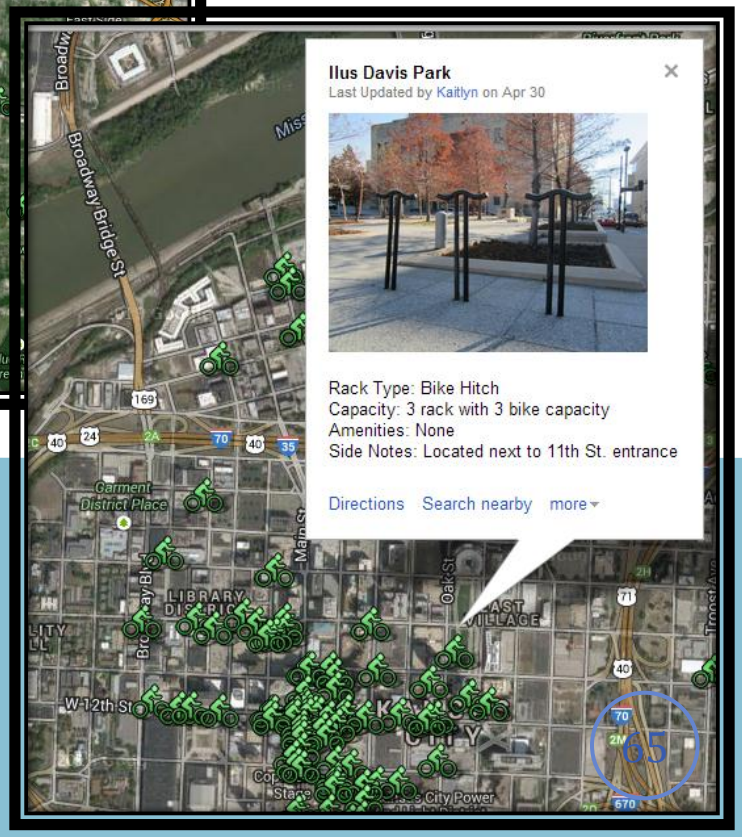
BIKE KC INITIATIVE: BIKE RACK LOCATION MAP

kcmo.org/bikekc
Click: Bike Parking Map

- **Google map of all current bike rack locations in the City.:**
  - **502 Racks = 1,358 spaces**
- **Tracking new development bike parking requirement:**
  - **March 2012 to May 2013**
  - **1,593 short term spaces**
  - **1,477 long term spaces**

BIKE RACK MAP AND PHOTOS





Visit:
www.kcmo.org/bikekc

BIKE MASTER PLAN

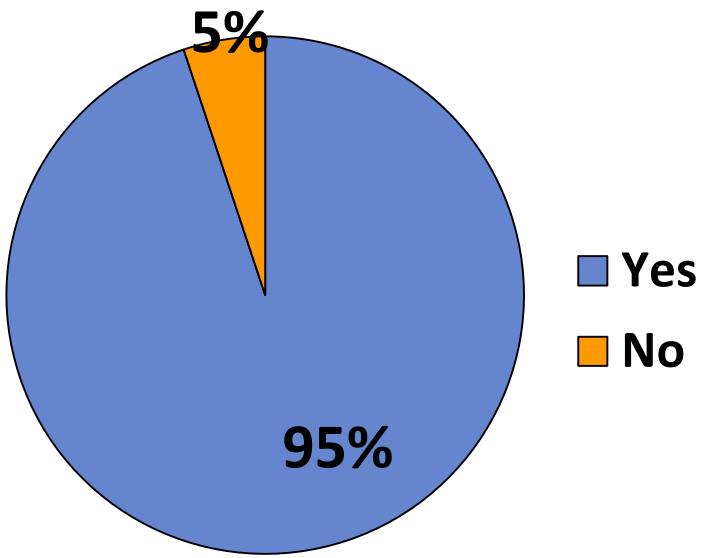
- Creation of comprehensive bicycle facilities plan.
- HDR Engineering consultant hired
- 2 public meetings
- **Bike KC Survey LIVE at kcmo.org**

Go take the survey!!!

SURVEY PRELIMINARY RESULTS

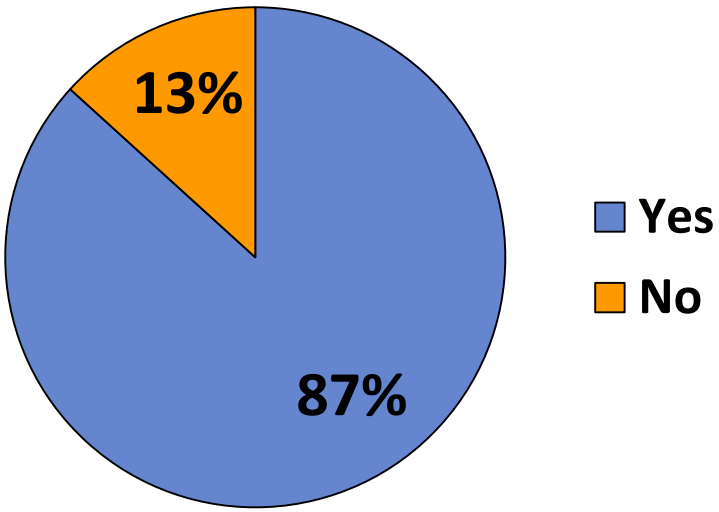
DO YOU OWN A BIKE?

Q4: Do you own a bicycle?



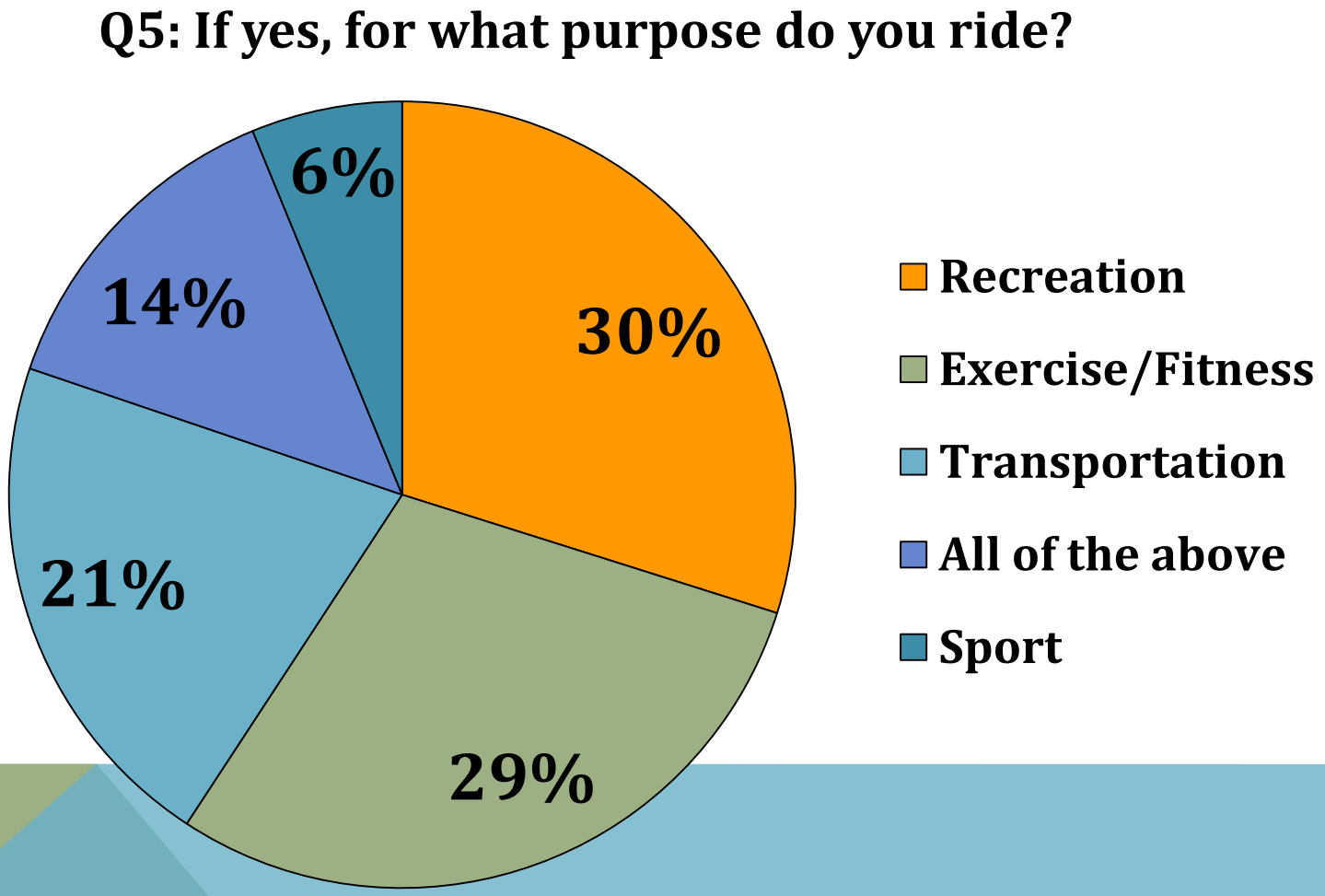
DO YOU CURRENTLY RIDE?

Q5: Do you currently ride?



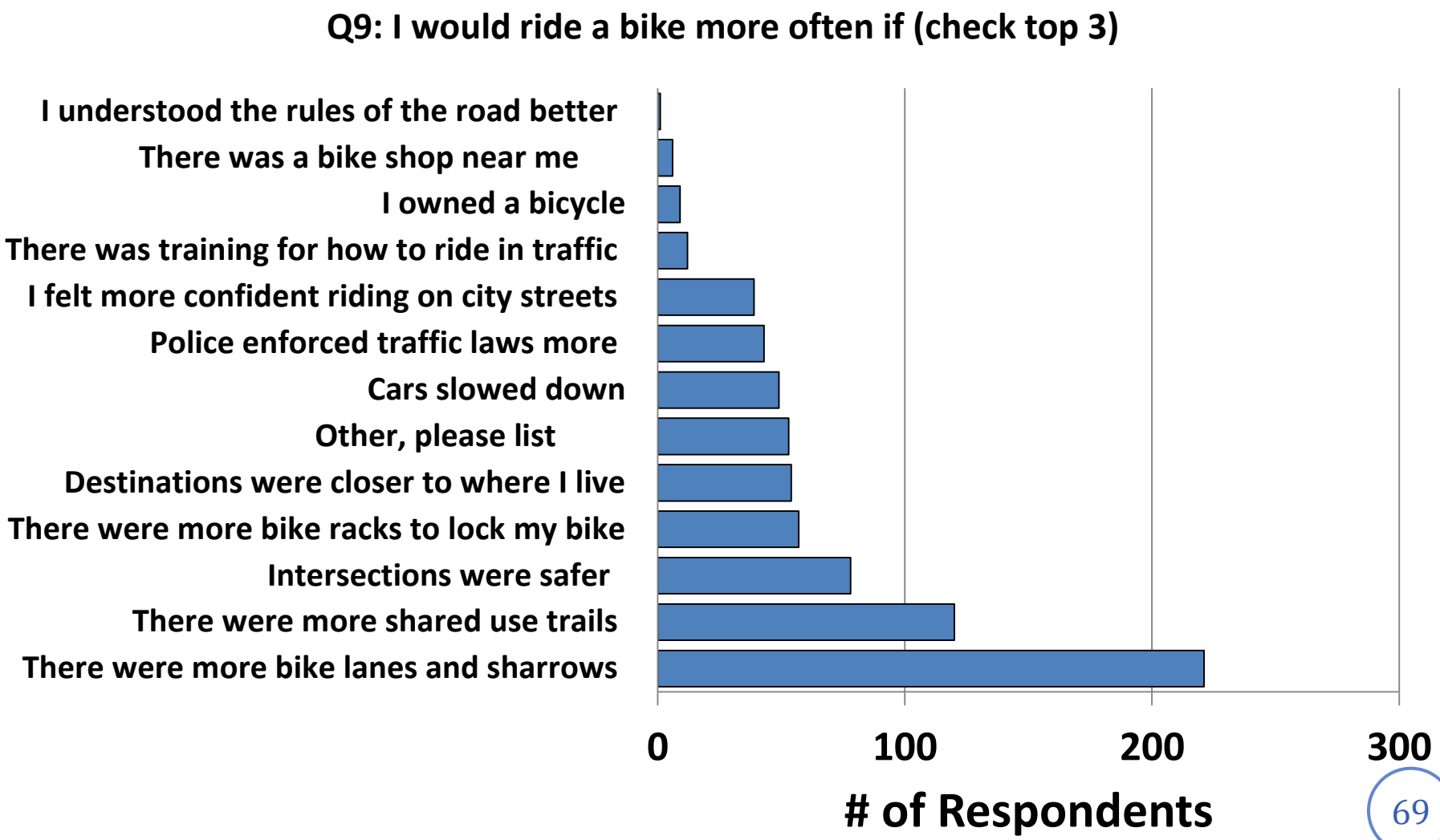
# of respondents as of 8.26.13 = 297

SURVEY PRELIMINARY RESULTS



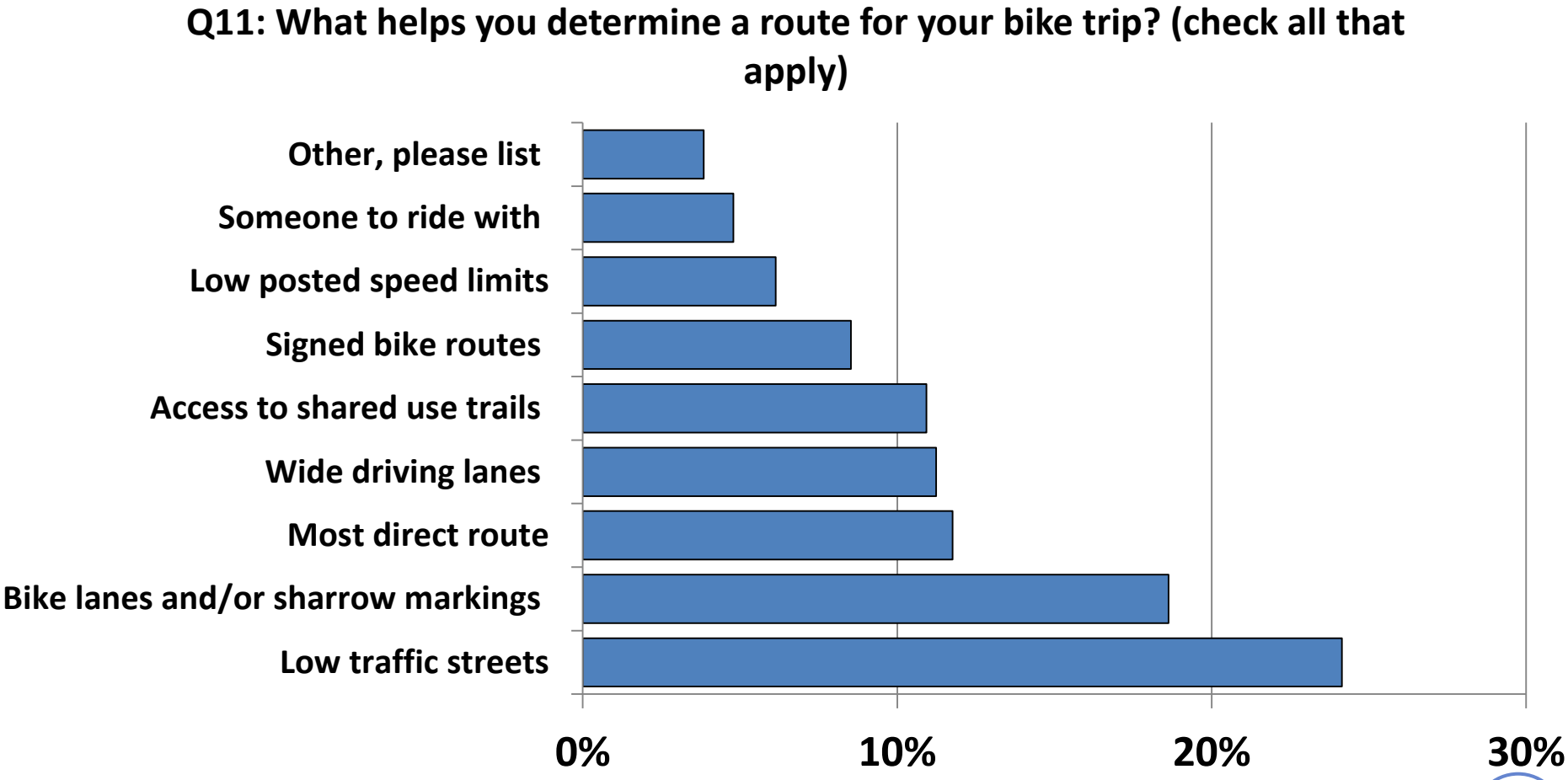
SURVEY PRELIMINARY RESULTS

I would ride more often if:

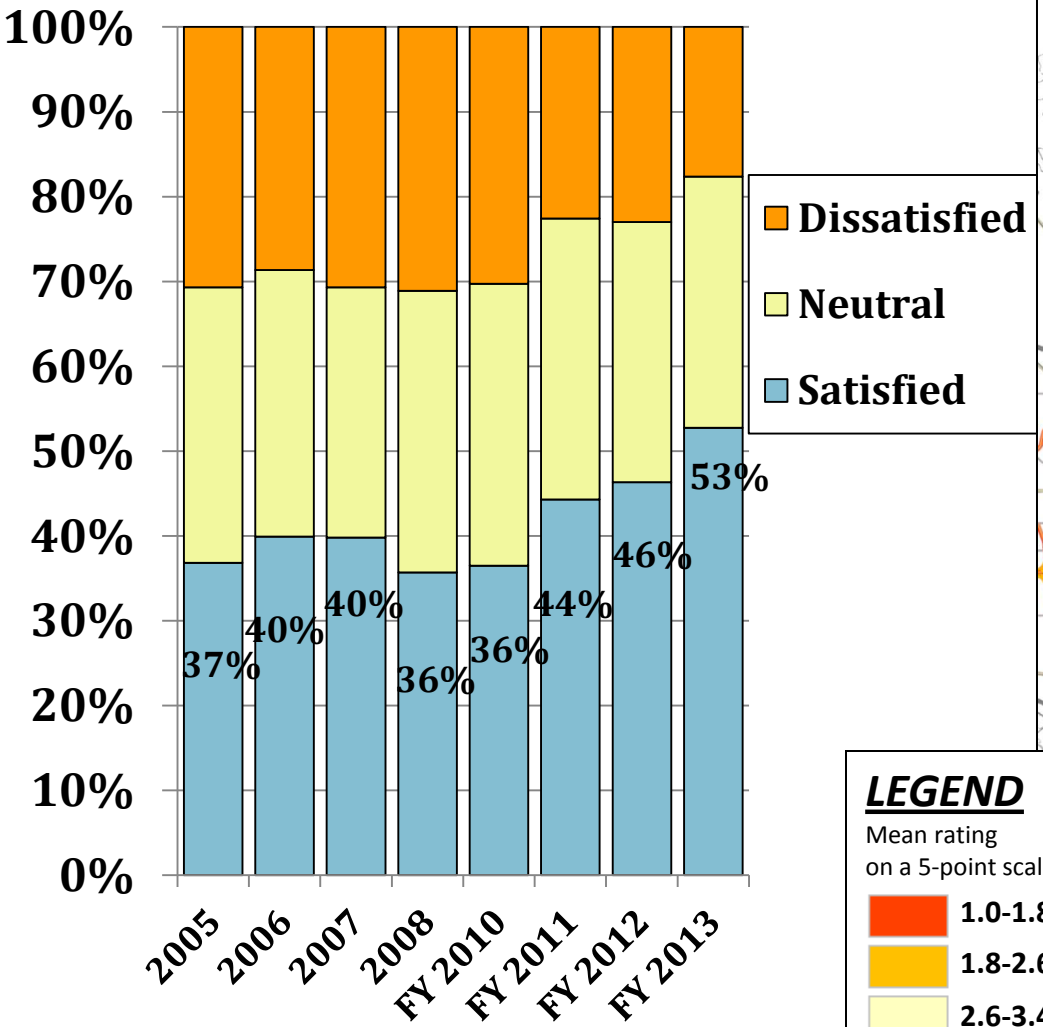


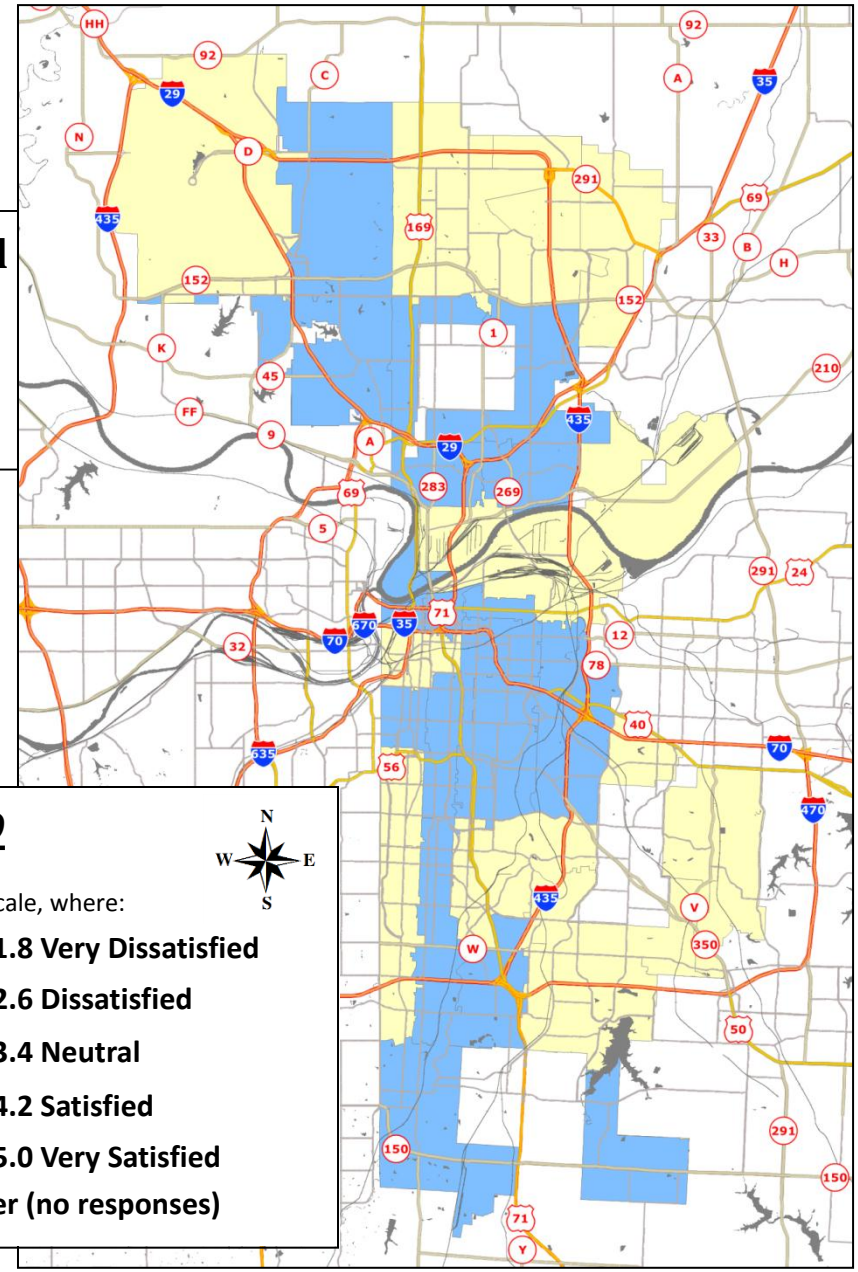
SURVEY PRELIMINARY RESULTS

What helps you determine your route?



CITIZEN SATISFACTION WITH BIKING/WALKING TRAILS





US Large Cities Avg = 59%
Regional MO/KS Avg = 54%

PRIORITY	INDICATORS
Emphasize the focus on the customer across all City services; engage citizens in a meaningful dialogue about City services, processes, and priorities using strategic communication methods.	**1. % of citizens satisfied with customer service** **2. % of citizens satisfied with communication** **3. % of businesses satisfied with City services** **4. % of customers satisfied with 311 service request outcomes**

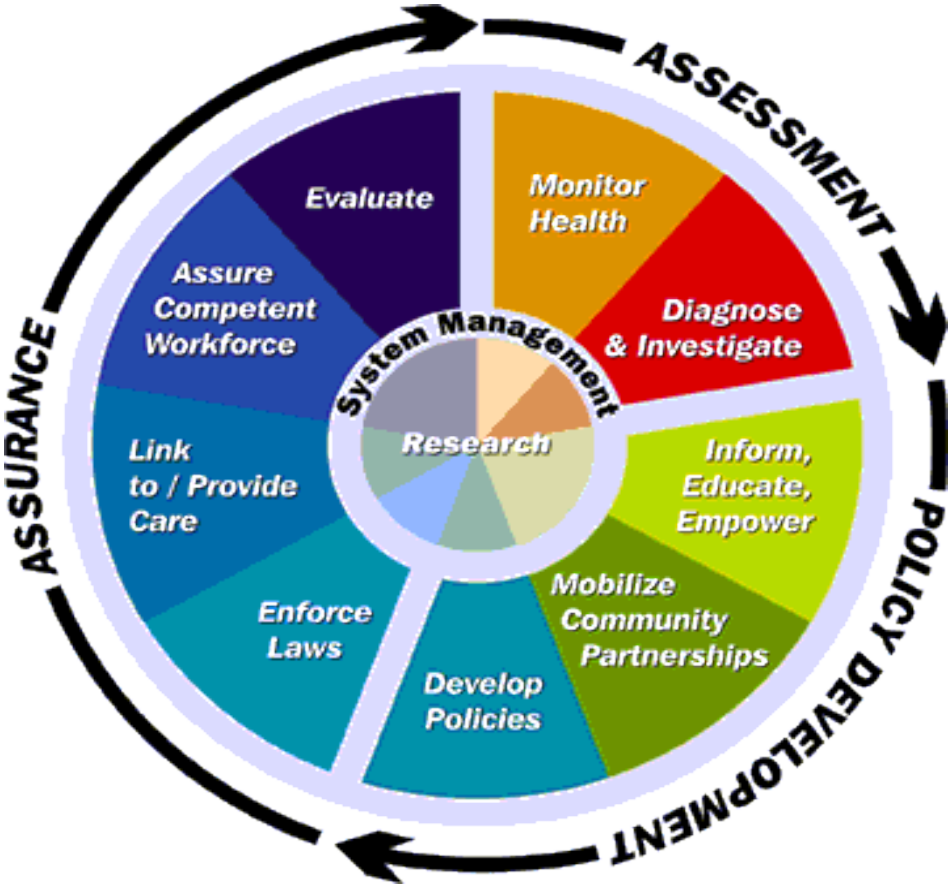
Additional Indicators to inform discussion:

1. **Food Handler MOA**

HEALTH DEPARTMENT ACCREDITATION

PHAB 12 DOMAINS

BASED ON CORE FUNCTIONS OF PUBLIC HEALTH & TEN ESSENTIAL PUBLIC HEALTH SERVICES



The goal of a voluntary national accreditation program is to improve and protect the health of the public by advancing the quality and performance of state, local, tribal and territorial public health departments.

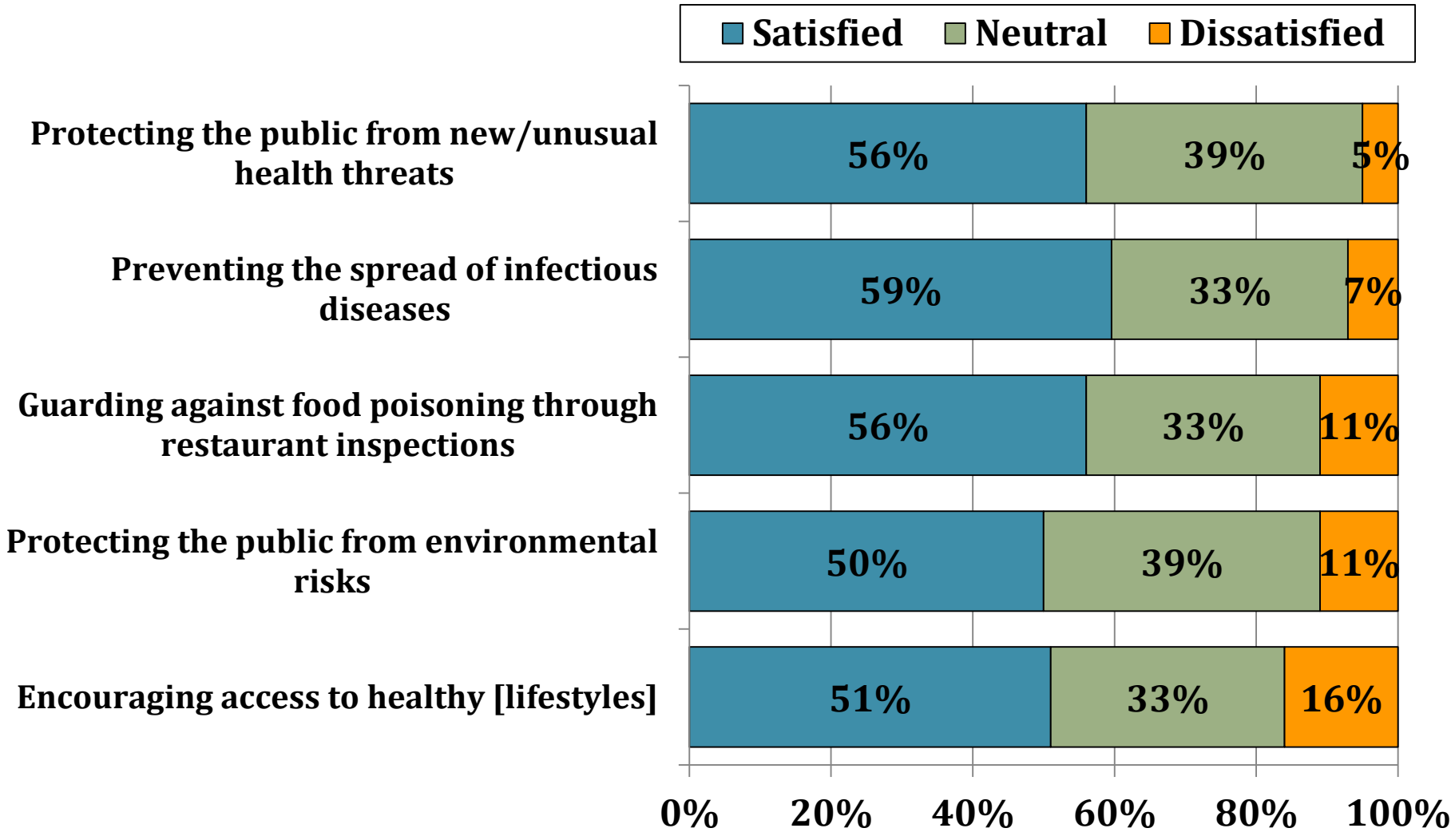
BENEFITS OF ACCREDITATION
(INDIVIDUALLY AND COLLECTIVELY)

- **Increased accountability**
- **Increased visibility and credibility**
- **Potential access to new funds**
- **Potential streamlined reporting**
- **Access to knowledgeable peers for review and comment on performance**
- **Opportunity to leave the health department and it's community better than you found it!**

HEALTH DEPARTMENT COLLABORATIONS

- **Food Handler Reciprocity Agreement**
- **Aramark Memorandum of Agreement**
- **Food Sharing Permit**
- **Food Advisory Board Changes**
- **Online Food Handler Applications**

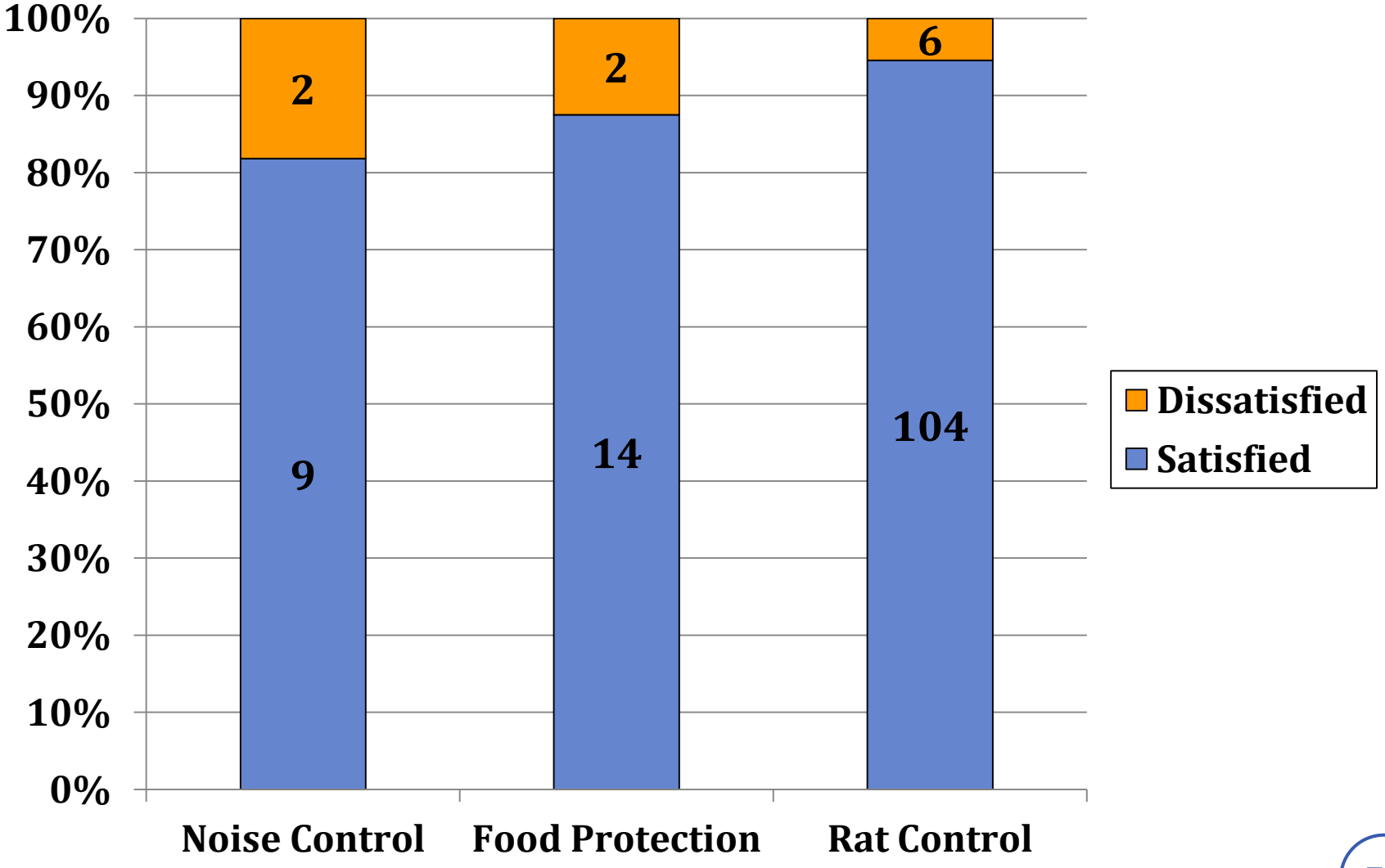
CITIZEN SATISFACTION: HEALTH DEPARTMENT SERVICES



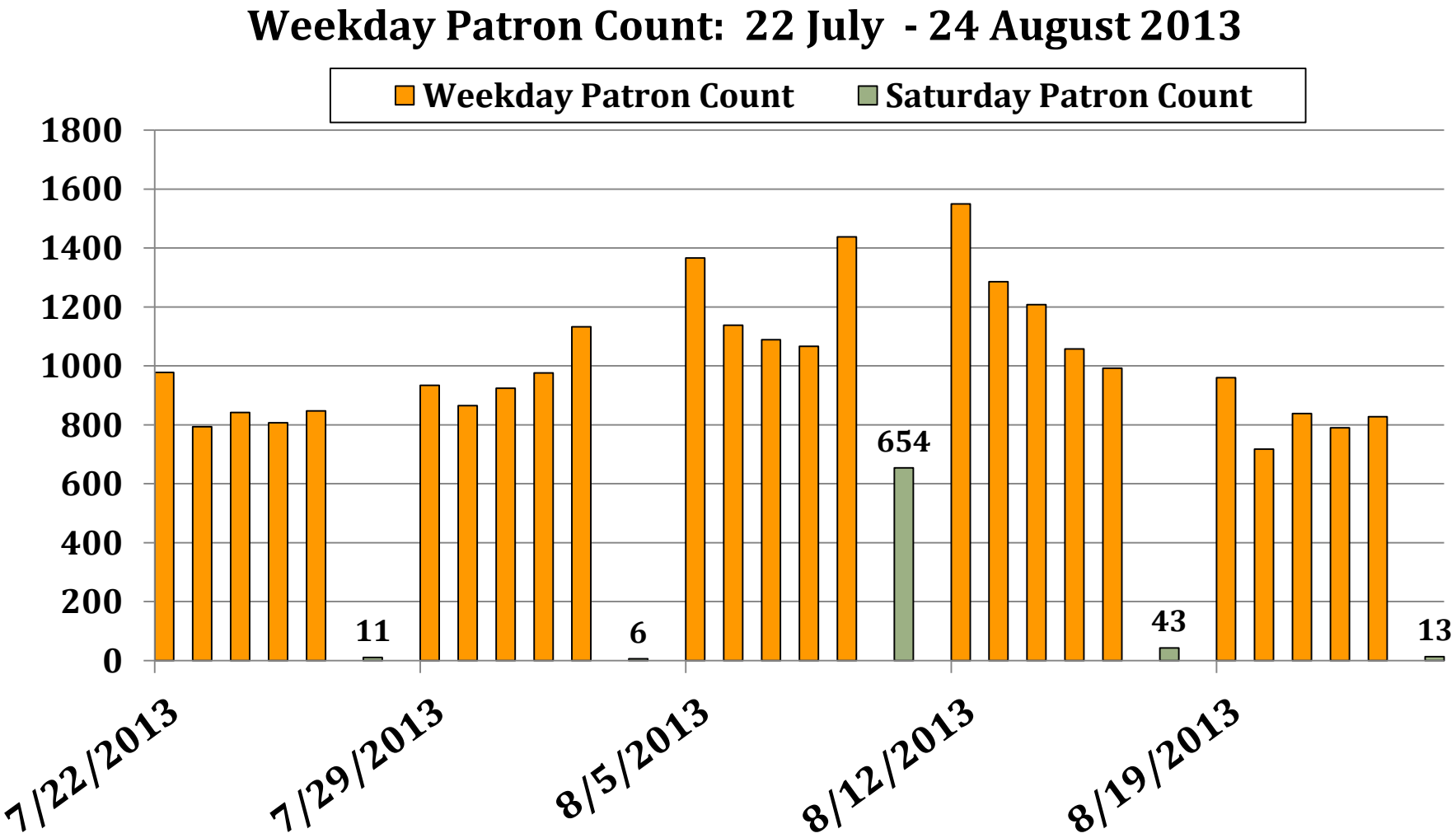
CITIZEN SATISFACTION AND EMPHASIS WITH HEALTH DEPARTMENT SERVICES

Health Department Category	Importance	Satisfaction	I-S Rank
Protecting the public from new or unusual health threats	32%	56%	1
Preventing the spread of infectious diseases	34%	59%	2
Guarding against food poisoning through restaurant inspections.	29%	56%	3
Protecting the public from exposure to environmental risks	21%	50%	4
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments.	19%	51%	5
Communicating information regarding public health concerns	22%	57%	6

311 CUSTOMER SATISFACTION: HEALTH SERVICES (SEPT 2012 – AUG 2013)



VISITORS TO HEALTH DEPARTMENT



Final Thoughts or Questions?