2017-18 KANSAS CITY MISSOURI CITIZEN SURVEY

FINAL REPORT

Submitted to:

The City of Kansas City, Missouri

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2017-18 Kansas City, Missouri Citizen Survey Executive Summary Report

OVERVIEW AND METHODOLOGY

Overview. ETC Institute administered a community survey for the City of Kansas City, Missouri for the purpose of objectively assessing resident satisfaction with the delivery of city services and to gather input about priorities for the City.

Methodology. The 2017-18 DirectionFinder® Survey for the City of Kansas City, Missouri involved the administration of the survey by mail, Internet and telephone to a random sample of 4,377 households in the City of Kansas City, Missouri. Although ETC Institute has administered a community survey for Kansas City, Missouri since 2001, the questions for the 2017-18 survey were similar to those that have been used since the 2005 version. For this reason, the 2005 results serve as the base year when comparing the 2017-18 data for trend purposes. From 2001 to 2008, the survey data was conducted at one time. Since the 2009-10 survey, the survey has been administered to one-fourth of the sample every three months to allow the City to assess seasonal differences in survey results.

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

During the first week of August 2017, November 2017, February 2018, and April 2018, a copy of the survey instrument, a cover letter from the City, and a postage-paid return reply envelope were mailed to each of the 2,250 households in the target sample that was selected for the quarter. Only one person per household was selected. A total of 9,000 households were selected to receive the survey over the course of the year.

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

Households that did not respond to the survey by mail were contacted by phone/e-mail follow-up and asked to complete the survey by phone or online. Of the 9,000 households that received the survey, 3,137 completed the survey by mail, 871 completed the survey online and 369 completed the survey by phone. The total number of households that completed the survey by mail, Internet or phone was 4,377 (a 49% response rate). The results for the random sample of 4,377 surveys have a precision of at least +/-1.5%.

Don't Knows. The percentage of "don't know" and "no opinion" responses has been excluded from many of the graphs that show trends from 2005, 2016-17 and 2017-18 to facilitate valid comparisons. Since the number of "don't know" and "no opinion" responses often reflects the utilization and awareness of city services, the percentage of "don't know" and "no opinion" responses has been provided in section 4 (tabular data).

This summary report contains:

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

MAJOR FINDINGS

Major Categories of City Services

- **Residents were Generally Satisfied with the Major Categories of Services Provided by the City of Kansas City, Missouri**. The overall major categories of city services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: the quality of fire and ambulance services (75%), city parks and recreation programs and facilities (62%), the quality of solid waste services (61%), and the quality of police services (60%). Residents were least satisfied with the overall maintenance of streets, sidewalks and infrastructure (23%).

  Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with various categories of major services that are provided by the City from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percent changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and red boxes indicate a significant decrease in satisfaction).*

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

Overall Satisfaction With Major Category of City Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Quality of fire & ambulance services	N/A	N/A	75.1	75.6	76.9	79.2	77.1	74.9	N/A	-2.2
Quality of airport facilities	71.5	73.5	73.8	73.7	70.6	69.0	67.3	52.6	-18.9	-14.7
Quality of solid waste services	N/A	N/A	68.5	67.7	68.5	66.6	61.1	60.7	N/A	-0.4
Overall quality of police services	N/A	N/A	63.9	63.1	66.1	67.1	64.9	60.0	N/A	-4.9
City parks/recreation programs/facilities	51.2	59.4	58.2	61.4	63.6	63.7	64.8	62.3	11.1	-2.5
Quality of the city's 311 service	N/A	57.3	58.2	60.8	62.8	60.8	58.4	59.0	N/A	0.6
Quality of city water utilities	55.1	51.5	56.6	58.2	60.0	59.0	54.8	50.9	-4.2	-3.9
Quality of Health Department services	N/A	N/A	55.0	56.0	58.6	54.1	53.8	51.7	N/A	-2.1
Quality of customer service from city employees	39.1	49.8	44.1	47.8	49.7	46.5	47.8	47.5	8.4	-0.3
Quality of neighborhood services	N/A	N/A	43.4	45.3	46.3	45.3	45.0	40.6	N/A	-4.4
Quality of municipal court services	34.3	36.7	41.2	44.0	45.4	41.9	40.9	39.2	4.9	-1.7
Effectiveness of city communication with public	30.7	39.2	39.8	43.5	45.6	44.6	44.0	41.5	10.8	-2.5
Quality of city's stormwater runoff/mgmt system	32.1	36.3	36.7	41.0	42.0	39.1	38.5	34.2	2.1	-4.3
Quality of public transportation	N/A	42.8	36.5	40.1	39.4	39.0	43.9	40.7	N/A	-3.2
Maintenance of streets, sidewalks & infrastructure	N/A	N/A	25.1	27.8	30.2	25.9	24.5	22.8	N/A	-1.7

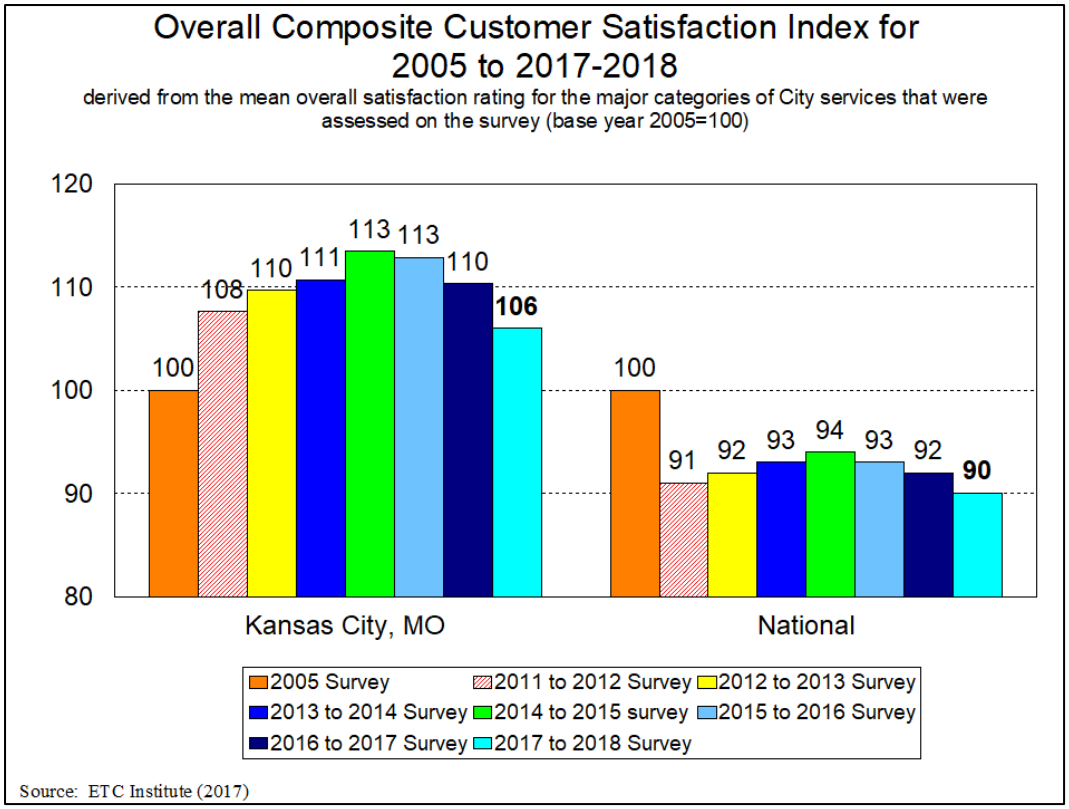
Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in five (5) major city services that were rated in both 2005 and 2017-18. The significant increases are listed below.

- City parks/recreation programs/facilities (+11.1%)
- Effectiveness of city communication with the public (+10.8%)
- Quality of customer service from city employees (+8.4%)
- Quality of municipal court services (+4.9%)
- Quality of city's stormwater runoff/management system (+2.1%)

Significant Changes Since the 2016-17 Survey. There were no significant increases in satisfaction ratings in major city services that were rated in both 2016-17 and 2017-18.

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

  The chart on the following page shows the Composite Customer Satisfaction Index for 2005 and each year since 2011-12 for the City of Kansas City and the National Index. The Composite Satisfaction Index for the City of Kansas City decreased 4 points from 2016-17 and increased 6 points from 2005. The National Index decreased 2 points from 2016-17 and was 8 points below the base year rating of 100 in 2005.



- **<u>Major Categories of City Services that Residents Thought Were Most Important.</u>** The three major City services that residents thought were the most important for the City to provide were: (1) the maintenance of City streets, sidewalks and infrastructure, (2) the quality of police services and (3) the quality of public transportation.

Perceptions of Kansas City, Missouri as a Community

- **<u>Most Residents Were Satisfied with the Feeling of Safety in Their Neighborhood and the Quality of Life in Kansas City, Missouri</u>**. Sixty-four percent (64%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of life in Kansas City, Missouri; 25% gave a neutral response, and 11% were dissatisfied. Fifty-eight percent (58%) indicated that they were satisfied with feeling of safety in their neighborhood; 23% gave a neutral response, and 19% were dissatisfied.

  Trends: The table on the following page shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with items related to residents' perceptions of Kansas City, Missouri as a community from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction with Items that Influence Residents Perceptions of KCMO as a Community Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Feeling of safety in your neighborhood	N/A	N/A	63.3	65.6	65.3	61.2	60.7	58.2	N/A	-2.5
Overall quality of life in the city	50.7	54.1	61.2	62.8	67.4	66.9	67.3	64.1	13.4	-3.2
Overall image of the city	36.9	45.3	53.2	56.5	63.0	66.8	65.9	61.0	24.1	-4.9
Quality of services provided by KCMO	41.4	50.0	52.1	55.5	60.3	59.5	57.7	55.8	14.4	-1.9
Overall feeling of safety in the city	29.9	36.8	38.5	40.7	45.2	42.1	40.8	34.6	4.7	-6.2
Value received for city tax dollars and fees	24.8	32.1	35.2	37.2	41.6	40.8	40.6	39.5	14.7	-1.1

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all five (5) of the perception items that were rated in both 2005 and 2017-18. The significant increases are listed below:

- Overall image of the city (+24.1%)
- Value received for city tax dollars and fees (+14.7%)
- Quality of services provided by the city (+14.4%)
- Overall quality of life in the city (+13.4%)
- Overall feeling of safety in the city (+4.7%)

Significant Changes Since the 2016-17 Survey. There were no significant increases in satisfaction ratings in perception items that were rated in both 2016-17 and 2017-18.

Overall Ratings of Kansas City, Missouri

- **Overall Ratings**. Seventy-nine percent (79%) of those surveyed, who had an opinion, indicated that they were satisfied (combination of "excellent" and "good" responses) with Kansas City as a place to live; 15% gave a neutral response, and 6% were dissatisfied (combination of "below average" and "poor"). Seventy-two percent (72%) of those surveyed, who had an opinion, indicated that they were satisfied (combination of "excellent" and "good" responses) with Kansas City as a place to work; 20% gave a neutral response, and 8% were dissatisfied (combination of "below average" and "poor").

Trends: The table on the following page shows the levels of satisfaction (combination of "excellent" and "good" responses) with overall ratings of the City from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Overall Ratings of the City Combination of "Excellent" and "Good" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
As a place to live	69.2	69.8	75.2	75.9	80.1	79.4	79.3	78.8	**9.6**	-0.5
As a place to work	63.3	62.3	65.0	65.3	70.5	71.2	72.0	71.9	**8.6**	-0.1
As a place to raise children	51.5	50.4	54.6	56.6	58.7	59.7	60.1	58.4	**6.9**	**-1.7**

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

Significant Changes Since the 2005 Survey. There were significant increases in positive ratings in all three (3) of the quality of life items that were rated in both 2005 and 2017-18. The significant increases are listed below:

- As a place to live (+9.6%)
- As a place to work (+8.6%)
- As a place to raise children (+6.9%)

Significant Changes Since the 2016-17 Survey. There were no increases in ratings in any of the three (3) quality of life items that were rated in both 2016-17 and 2017-18.

Police Services

- **Police Services**. The police services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: the effectiveness of local police protection (55%), the enforcement of local traffic laws (48%), and parking enforcement services (44%).

Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with police services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Police Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Effectiveness of local police protection	N/A	N/A	62.0	61.5	66.1	63.0	60.4	55.4	N/A	**-5.0**
How quickly police respond to emergencies	N/A	57.8	51.8	54.4	56.5	52.0	48.0	44.1	N/A	**-3.9**
Enforcement of local traffic laws	47.3	51.7	51.5	52.0	53.0	51.8	51.2	47.6	0.3	**-3.6**
Visibility of police in neighborhoods	39.0	48.9	47.6	51.5	48.8	47.7	43.4	39.6	0.6	**-3.8**
Parking enforcement services	N/A	48.5	47.4	47.8	47.6	47.3	46.1	44.2	N/A	**-1.9**
City's overall efforts to prevent crime	31.2	40.7	41.1	44.3	50.5	44.7	39.4	32.6	1.4	**-6.8**

Significant Changes Since the 2005 Survey. There were no significant increases in satisfaction ratings in any of the police services that were rated in both 2005 and 2017-18.

Significant Changes Since the 2016-17 Survey. There were no increases in satisfaction ratings in any of the police services that were rated in both 2016-17 and 2017-18.

- **Police Services Residents Thought Were Most Important**. The two police services that residents thought were the most important for the City to provide were: (1) the City's overall efforts to prevent crime and (2) the visibility of police in neighborhoods.

Fire and Emergency Medical Services

- **Fire and Emergency Medical Services**. The fire and emergency medical services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: the overall quality of local fire protection and rescue (80%) and how quickly fire and rescue personnel respond to emergencies (77%).

Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with fire and emergency medical services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Fire and Emergency Medical Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Overall quality of local fire protection & rescue	78.9	78.6	80.1	81.7	82.1	82.8	81.6	80.4	**1.5**	-1.2
How quickly fire & rescue respond to emergencies	N/A	78.5	77.5	80.4	79.4	80.2	79.9	77.1	**N/A**	**-2.8**
Quality of local emergency medical service	67.2	69.4	68.6	73.3	75.9	76.1	75.9	75.2	**8.0**	-0.7
How quickly emergency medical personnel respond	N/A	68.7	68.6	72.7	75.2	76.2	74.8	74.1	**N/A**	-0.7

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in both of the fire and emergency medical services that were rated in both 2005 and 2017-18. The significant increases are listed below:

- Quality of local emergency medical service (+8%)
- Overall quality of local fire protection and rescue (+1.5%)

Significant Changes Since the 2016-17 Survey. There were no increases in satisfaction ratings in any of the fire and emergency medical services that were rated in both 2016-17 and 2017-18.

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

City Streets, Sidewalks and Infrastructure Services

- **City Streets, Sidewalks and Infrastructure Services**. The highest levels of satisfaction with City streets, sidewalks and infrastructure services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: snow removal on major city streets during the past 12 months (58%), the maintenance of street signs and traffic signals (57%), and the adequacy of city street lighting (57%).

Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with City streets, sidewalks and infrastructure services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With City Streets, Sidewalks and Infrastructure Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Adequacy of city street lighting	60.2	57.0	61.6	60.2	59.9	58.7	57.0	57.1	-3.1	0.1
Snow removal on major city streets past 12 months	54.5	56.1	59.1	61.7	62.4	59.9	57.1	58.2	3.7	1.1
Maintenance of street signs & traffic signals	N/A	52.4	54.9	57.0	60.2	59.5	58.7	57.1	N/A	-1.6
Access to Streets/sidewalks/buildings for people with disabilities	N/A	N/A	44.4	45.9	45.7	42.6	39.6	37.0	N/A	-2.6
Maintenance of streets in your neighborhood	35.2	35.8	40.4	39.5	41.5	38.1	36.6	33.4	-1.8	-3.2
Snow removal on residential streets past 12 months	36.8	37.4	39.6	39.8	44.6	40.8	38.3	38.3	1.5	0.0
Condition of sidewalks in your neighborhood	N/A	N/A	36.9	34.9	36.1	33.3	33.4	30.6	N/A	-2.8
Maintenance of city streets	21.2	23.8	26.9	28.0	27.3	25.3	24.3	21.6	0.4	-2.7
On-street bicycle infrastructure	N/A	N/A	N/A	N/A	N/A	27.5	28.4	26.0	N/A	-2.4
Condition of sidewalks in the city	18.8	22.7	23.9	26.0	25.2	24.2	22.7	20.0	1.2	-2.7

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

Significant Changes Since the 2005 Survey. There were significant increases in the satisfaction ratings of two (2) of the City streets, sidewalks and infrastructure services that were rated in both 2005 and 2017-18. The significant increases are listed below:

- Snow removal on major city streets during the past 12 months (+3.7%)
- Snow removal on residential streets during the past 12 months (+1.5%)

Significant Changes Since the 2016-17 Survey. There were no significant increases in satisfaction ratings in any of the City streets, sidewalks and infrastructure services that were rated in both 2016-17 and 2017-18.

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

Neighborhood Services

- **Neighborhood Services**. The highest levels of satisfaction with neighborhood services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: animal shelter operations & adoption efforts (51%) and the enforcement of trash/weeds/exterior maintenance in neighborhoods (38%). Residents were least satisfied with the demolishing of vacant structures in the dangerous building inventory (18%).

Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with neighborhood services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Neighborhood Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Exterior maintenance of residential property	22.3	24.0	25.0	27.9	27.9	26.5	27.8	24.3	**2.0**	**-3.5**
Clean up of trash/debris on private property	20.6	23.1	26.7	28.8	27.9	28.8	30.1	26.3	**5.7**	**-3.8**
Mowing/cutting of weeds on private property	19.7	22.4	24.8	27.7	27.0	26.6	28.1	25.1	**5.4**	**-3.0**
Animal shelter operations & adoption efforts	N/A	N/A	N/A	N/A	N/A	50.6	52.8	50.6	**N/A**	**-2.2**
Enforcing trash/weeds/ext. maint. in neighborhood	N/A	N/A	N/A	N/A	N/A	39.8	39.8	38.3	**N/A**	**-1.5**
Customer service from animal control officers	N/A	N/A	N/A	N/A	N/A	38.5	40.2	37.2	**N/A**	**-3.0**
Enforcement of animal code	N/A	N/A	N/A	N/A	N/A	38.4	40.9	36.9	**N/A**	**-4.0**
Boarding up vacant structures open to entry	N/A	N/A	N/A	N/A	N/A	23.7	25.8	23.4	**N/A**	**-2.4**
Demolishing vacant structures in dangerous building inventory	N/A	N/A	N/A	N/A	N/A	17.7	20.3	18	**N/A**	**-2.3**

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

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all three (3) of the neighborhood services that were rated in both 2005 and 2017-18. The significant increases are listed below:

- Clean-up of trash and debris on private property (+5.7%)
- Mowing/cutting of weeds on private property (+5.4%)

- Exterior maintenance of residential property (+2%)

Significant Changes Since the 2016-17 Survey. There were no increases in satisfaction ratings in any of the neighborhood services that were rated in both 2016-17 and 2017-18.

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

311 Call Center Services

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

Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with 311 call center services from each survey since 2012-13. It also shows short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With the 311 Call Center Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Courtesy/professionalism of 311 calltakers	N/A	N/A	64.3	68.4	68.9	67.9	66.3	69.2	N/A	2.9
Ease of utilizing 311 services via phone	N/A	N/A	62.9	68.4	68.6	67.9	67.0	68.8	N/A	1.8
How well question/issue were resolved via 311	N/A	N/A	56.4	62.0	62.7	59.5	59.3	61.3	N/A	2.0
Ease of utilizing 311 services via web/mobile app	N/A	N/A	47.9	56.2	52.8	55.7	55.9	55.7	N/A	-0.2

Significant Changes Since the 2005 Survey. Long-term trend data is not available for 311 call center services because the items were not rated on the 2005 survey.

Significant Changes Since the 2016-17 Survey. There was a significant increase in the satisfaction rating of one (1) of the 311 call center services that were rated in both 2016-17 and 2017-18. The significant increase is listed below:

- Clean-up of trash and debris on private property (+2.9%)

Communication Services

- **Communication**. The highest levels of satisfaction with communication services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the overall usefulness of the city's web-site (49%) and the availability of information about city programs and services (47%).

  Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with communication services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Communication Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Overall usefulness of the city's website	N/A	N/A	45.1	53.4	49.2	47.2	48.2	48.5	N/A	0.3
Availability of info about city programs/services	31.8	42.7	47.1	53.2	50.7	47.3	48.3	46.5	**14.7**	-1.8
Content in the City's magazine, KCMore	N/A	N/A	40.1	45.5	39.9	41.4	44.0	38.4	N/A	**-5.6**
City's use of social media	N/A	N/A	N/A	N/A	N/A	45.9	45.1	39.2	N/A	**-5.9**
Quality of video programming/web streaming	N/A	N/A	N/A	N/A	N/A	42.4	40.4	35.3	N/A	**-5.1**
Opportunity to engage/provide input into decisions	N/A	N/A	N/A	N/A	N/A	30.3	30.4	28.8	N/A	-1.6

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

Significant Changes Since the 2005 Survey. There was one significant increase in satisfaction ratings in the communication services that were rated on the 2005 and 2017-18 survey: availability of information about city programs/services (+14.7%).

Significant Changes Since the 2016-17 Survey. There was no significant increases in satisfaction ratings in any of the communication services that were rated in both 2016-17 and 2017-18.

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

Parks and Recreation Services

- **Parks and Recreation**. The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: the maintenance of city parks (70%), the quality of facilities, picnic shelters, and playgrounds (62%) and the quality of outdoor athletic fields (60%). Residents were least satisfied with the quality of communication from Parks and Recreation (39%), City swimming pools and programs (36%), and the city's youth athletic programs and activities (34%).

  Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with parks and recreation services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Parks and Recreation Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Maintenance of city parks	48.9	60.8	68.9	71.1	72.7	70.7	67.6	69.8	**20.9**	**2.2**
Quality of facilities, picnic shelters, playgrounds	N/A	55.2	63.9	65.8	65.7	63.7	60.9	61.9	N/A	1.0
Maintenance of boulevards & parkways	48.6	55.8	64.2	65.7	67.3	62.3	60.5	59.2	**10.6**	-1.3
Quality of outdoor athletic fields	41.0	52.3	58.7	63.0	65.4	63.3	59.7	60.1	**19.1**	0.4
Walking and biking trails in the city	36.8	46.3	52.8	55.0	53.1	50.9	49.9	51.5	**14.7**	1.6
Maintenance & appearance of community centers	35.2	49.7	53.3	54.5	52.4	51.7	50.1	48.9	**13.7**	-1.2
Tree trimming & other tree care along city streets and other public areas	34.3	37.4	48.1	49.4	45.6	41.7	42.3	40.7	**6.4**	-1.6
Customer service from Parks/Recreation employees	N/A	N/A	45.1	49.1	45.7	44.3	44.4	45.4	N/A	1.0
Programs & activities at community centers	N/A	43.7	47.4	48.2	48.3	46.1	42.9	45.4	N/A	**2.5**
Quality of communication from Parks and Recreation	N/A	N/A	40.8	41.4	41.1	41.2	39.1	39.1	N/A	0.0
City swimming pools and programs	27.4	32.7	38.6	40.7	41.1	41.3	36.9	35.6	**8.2**	-1.3
The city's youth programs and activities	32.0	32.2	35.7	40.4	38.3	39.6	34.9	34.2	**2.2**	-0.7

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in all eight (8) of the parks and recreation services that were rated on both the 2005 and 2017-18 survey. The significant increases are listed below:

- Maintenance of city parks (+20.9%)
- Quality of outdoor athletic fields (+19.1%)
- Walking and biking trails in the city (+14.7%)
- Maintenance & appearance of community centers (+13.7%)
- Maintenance of boulevards & parkways (+10.6%)
- City swimming pools and programs (+8.2%)
- Tree trimming & other tree care along city streets and other public areas (+6.4%)
- The city's youth programs and activities (+2.2%)

Significant Changes Since the 2016-17 Survey. There were two (2) significant increases in satisfaction ratings in the parks and recreation services that were rated in both 2016-17 and 2017-18. The significant increases are listed below:

- Programs and activities at community centers (+2.5%)
- Maintenance of city parks (+2.2%)

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

Solid Waste Services

- **Solid Waste Services**. The solid waste services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: the quality of trash collection services (72%) and the quality of curbside recycling services (67%). Residents were least satisfied with city efforts to clean-up illegal dumping sites (24%).

Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with solid waste services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Solid Waste Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Quality of trash collection services	57.8	72.2	82.7	80.8	83.1	79.7	69.1	71.6	**13.8**	**2.5**
Quality of curbside recycling services	N/A	74.0	81.2	77.9	79.0	76.5	67.8	66.7	N/A	-1.1
Quality of bulky item pick-up services	N/A	55.0	60.1	61.2	64.4	53.0	50.3	52.8	N/A	**2.5**
Overall quality of leaf & brush pick-up services	N/A	N/A	50.1	53.9	56.9	52.0	47.1	51.3	N/A	**4.2**
Cleanliness of city streets & other public areas	29.9	37.8	46.1	47.4	50.2	43.1	36.9	37.8	**7.9**	0.9
City efforts to clean-up illegal dumping sites	N/A	N/A	26.3	29.5	28.1	28.0	23.0	23.8	N/A	0.8
Quality of recycling drop-off centers	N/A	N/A	N/A	N/A	N/A	59.7	54.6	54.7	N/A	0.1
Quality of leaf & brush drop-off centers	N/A	N/A	N/A	N/A	N/A	54.7	51.3	53.3	N/A	2.0

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction ratings in both of the solid waste services that were rated in 2005 and 2017-18. The significant increases are listed below:

- Quality of trash collection services (+13.8%)
- Cleanliness of city streets & other public areas (+7.9%)

Significant Changes Since the 2016-17 Survey. There were three (3) significant increases in satisfaction ratings in the solid waste services that were rated in both 2016-17 and 2017-18. The significant increases are listed below:

- Quality of leaf & brush pick-up services (4.2%)
- Quality of trash collection services (+2.5%)
- Quality of bulky item pick-up services (+2.5%)

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

Airport Services

- **Airport Services**. The airport services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents, who had an opinion, were: the ease of moving through airport security (70%) and the availability of parking (65%).

  Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with airport services from each survey since 2012-13. It also shows short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Airport Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Ease of moving through airport security	N/A	N/A	74.5	76.3	73.3	72.7	72.3	69.6	N/A	**-2.7**
Cleanliness of facilities	N/A	N/A	77.6	75.9	70.3	70.4	69.7	59.1	N/A	**-10.6**
Availability of parking	N/A	N/A	74.5	72.7	68.0	67.8	67.7	65.2	N/A	**-2.5**
Food, beverage, and other concessions	N/A	N/A	40.9	42.3	42.1	45.2	39.7	27.8	N/A	**-11.9**

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

  Significant Changes Since the 2016-17 Survey. There were no increases in satisfaction ratings in any of the airport services that were rated in both 2016-17 and 2017-18.

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

City Leadership

- **City Leadership**. Forty-seven percent (47%) of those surveyed, who had an opinion, indicated that they were satisfied with the leadership provided by the city's elected officials; 31% gave a neutral response, and 22% were dissatisfied.

  Trends: The table below shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with various aspects of leadership in the City from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 2.14% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With City Leadership Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Leadership provided by city's elected officials	25.6	39.3	50.5	48.9	53.7	55.9	51.0	46.9	**21.3**	**-4.1**
Effectiveness of the city manager & app. staff	29.8	36.0	47.3	45.6	51.0	52.0	48.1	44.3	**14.5**	**-3.8**
How ethically the city conducts business	N/A	31.5	41.2	41.0	44.8	46.5	43.0	37.6	N/A	**-5.4**

Significant Changes Since the 2005 Survey. There were significant increases in satisfaction in both of the leadership items rated in 2005 and 2017-18. The increases in satisfaction ratings are listed below:

- Leadership provided by city's elected officials (+21.3%)
- Effectiveness of the city manager & appointed staff (+14.5%)

Significant Changes Since the 2016-17 Survey. There were no increases in satisfaction ratings in any of the city leadership items that were rated in both 2016-17 and 2017-18.

Water Services

- **Water Services**. Forty-seven percent (47%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of Water Services Customer Service; 33% gave a neutral response, and 20% were dissatisfied. Forty-five percent (45%) of those surveyed, who had an opinion, indicated they were satisfied with the condition of catch basins in their neighborhood; 25% gave a neutral response, and 29% were dissatisfied.

  Trends: The table on the following page shows the levels of satisfaction (combination of "very satisfied" and "satisfied" responses) with water services from the 2005 survey and each survey since 2011-12. It also shows the long-term percentage changes (2005 to 2017-18) and the short-term percentage changes (2016-17 to 2017-18). **Note:** *Significant changes are +/- 1.5% (Blue boxes indicate a significant increase in satisfaction and Red boxes indicate a significant decrease in satisfaction).*

Satisfaction With Water Services Combination of "Very Satisfied" and "Satisfied" Responses (Excluding Don't Knows)	2005 Survey	2011-12 Survey	2012-13 Survey	2013-14 Survey	2014-15 Survey	2015-16 Survey	2016-17 Survey	2017-18 Survey	Percentage Change from 2005 to (2017-18)	Percentage Change from (2016-17) to (2017-18)
Condition of catch basins in your neighborhood	N/A	43.0	49.7	50.8	51.5	48.3	44.9	45.4	N/A	0.5
Quality of Water Services customer service	N/A	N/A	47.1	49.6	52.2	51.6	45.5	46.6	N/A	1.1
Timeliness of water/sewer line break repairs	N/A	33.3	37.5	41.4	44.3	39.8	39.4	40.3	N/A	0.9

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

Significant Changes Since the 2016-17 Survey. There were no increases in satisfaction in any of the water services that were rated in 2016-17 and 2017-18.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the City's 2017-18 survey and the subsequent analysis of the survey data, ETC Institute has reached the following conclusions:

- **Satisfaction with Quality of Life in Kansas City Remains High.** Despite a 4-point decrease in the Composite Customer Satisfaction Index for Kansas City since the 2016-17 survey, ratings as a place to live and work remain high.

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

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

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

- **Priorities for Major City Services**. The first level of analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:

  - Overall maintenance of streets, sidewalks and infrastructure (IS Rating=0.4478)
  - Overall quality of police services (IS Rating=0.1400)

- **Priorities Within Departments**: The second level of analysis reviewed the importance of and satisfaction of services within departments. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department are listed below.

  - **Police Services**: The city's overall efforts to prevent crime and visibility of police in neighborhoods

  - **Fire and Emergency Medical Services**: How quickly emergency medical personnel respond to emergencies

  - **City Streets, Sidewalks and Infrastructure**: Maintenance of city streets and condition of sidewalks in the city

  - **Neighborhood Services**: enforcing the clean-up of trash and debris on private property and demolishing vacant structures in dangerous building inventory

  - **Communication Services**: opportunity to engage/provide input into decisions and the availability of information about city programs and services

  - **Parks and Recreation Services**: tree trimming and other tree care along city streets and other public areas and the city's youth programs and activities

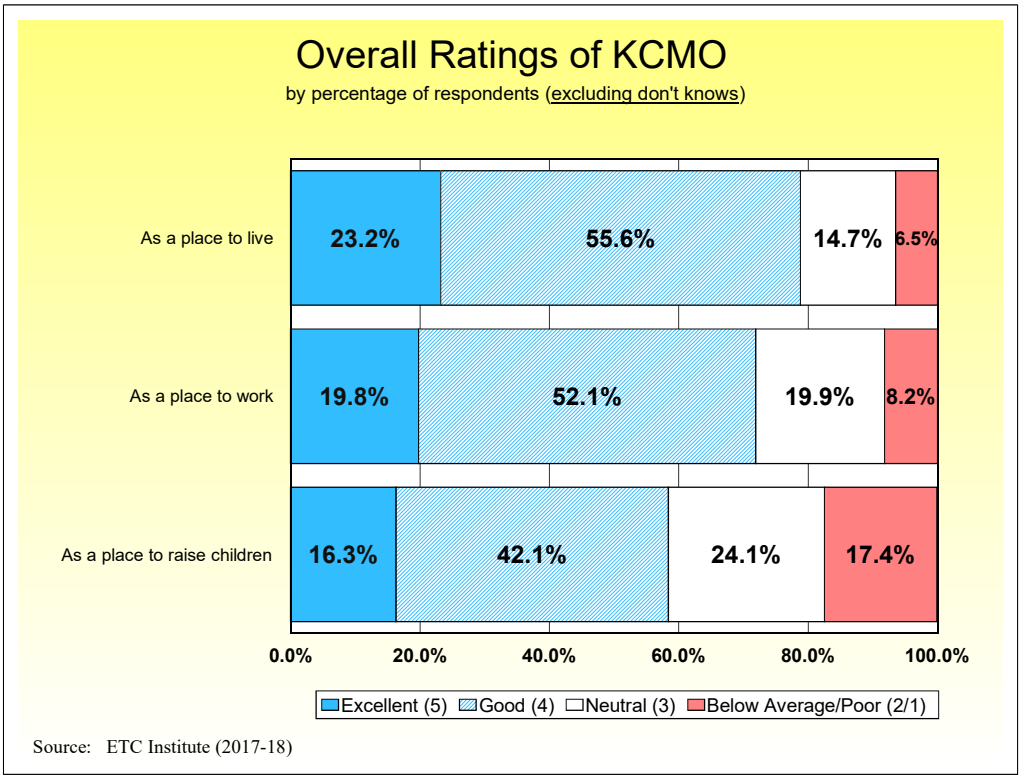
  - **Solid Waste Services**: city efforts to clean-up illegal dumping sites and cleanliness of streets and other public areas

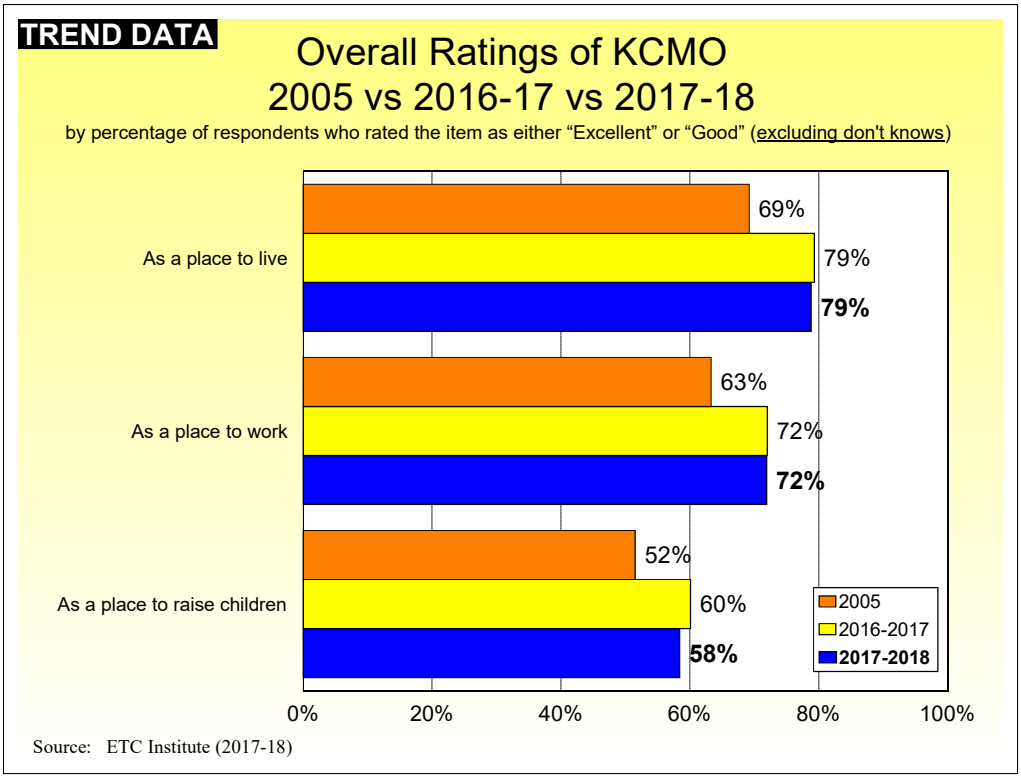
  - **Airport Services**: Food, beverage, and other concessions and availability of seating near departure gates

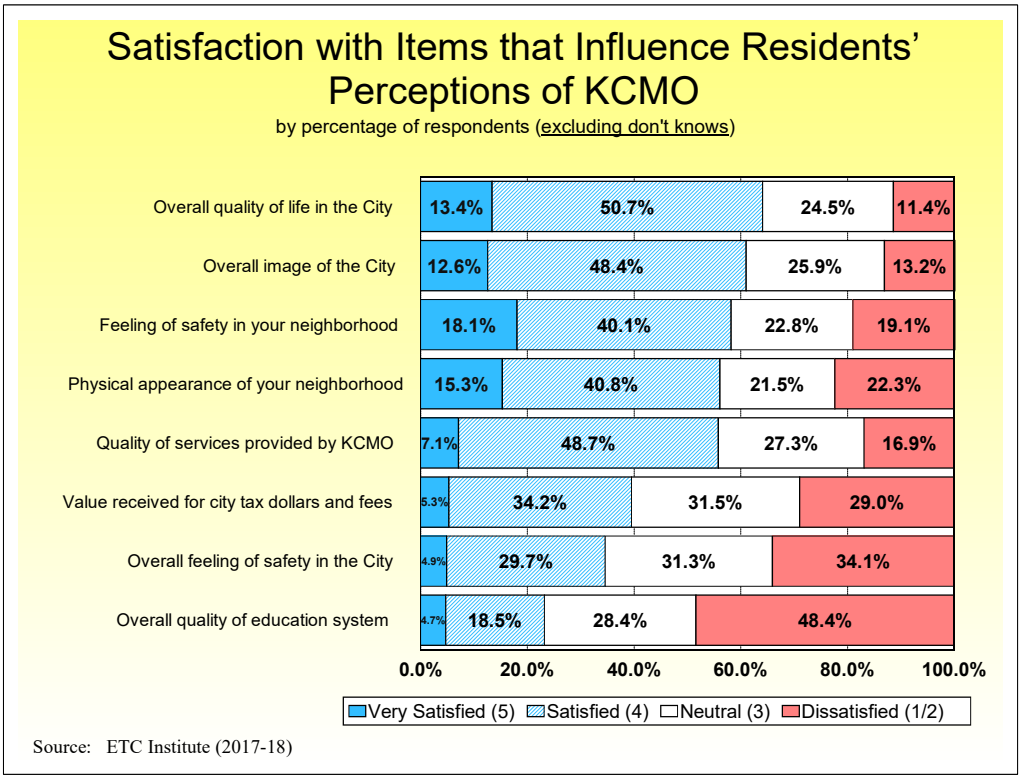
By emphasizing improvements in the areas listed above, the City of Kansas City should be able to continue to improve levels of customer satisfaction in future years and increase satisfaction in areas where improvements are needed.

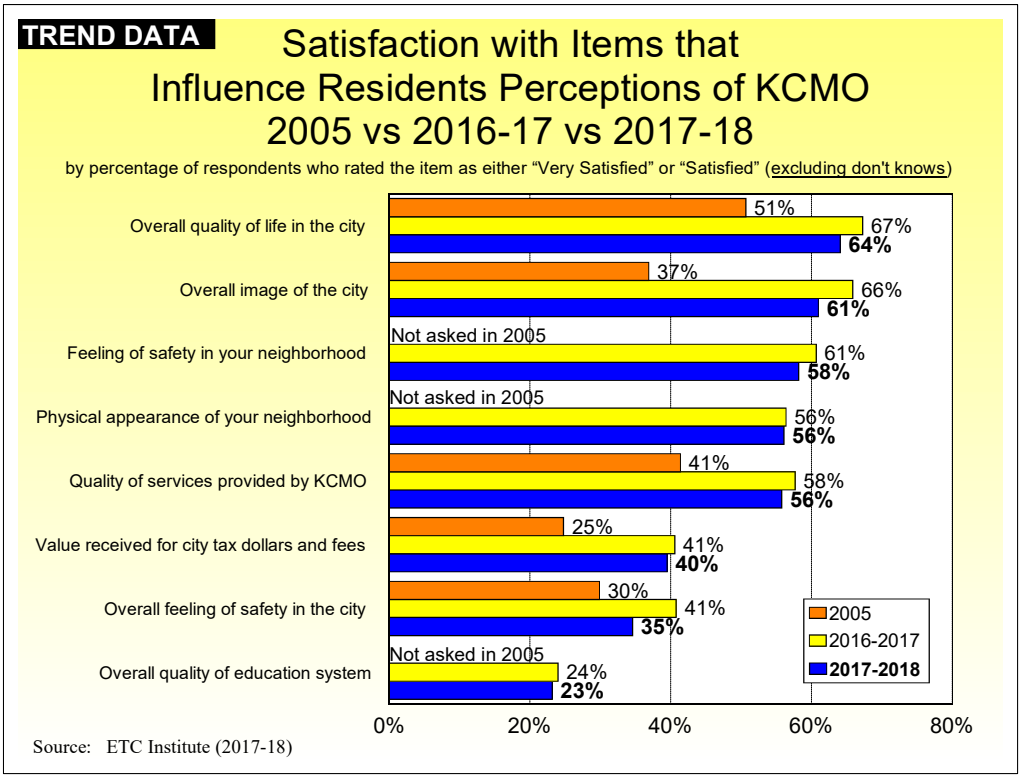
Section 1:

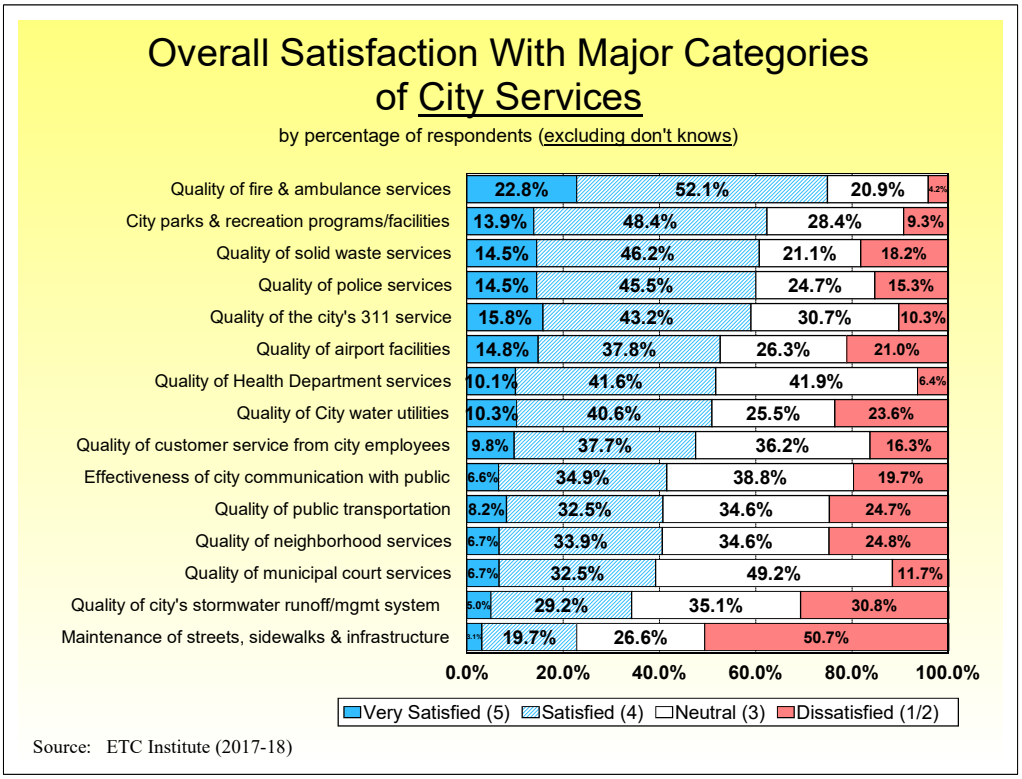
Charts and Graphs

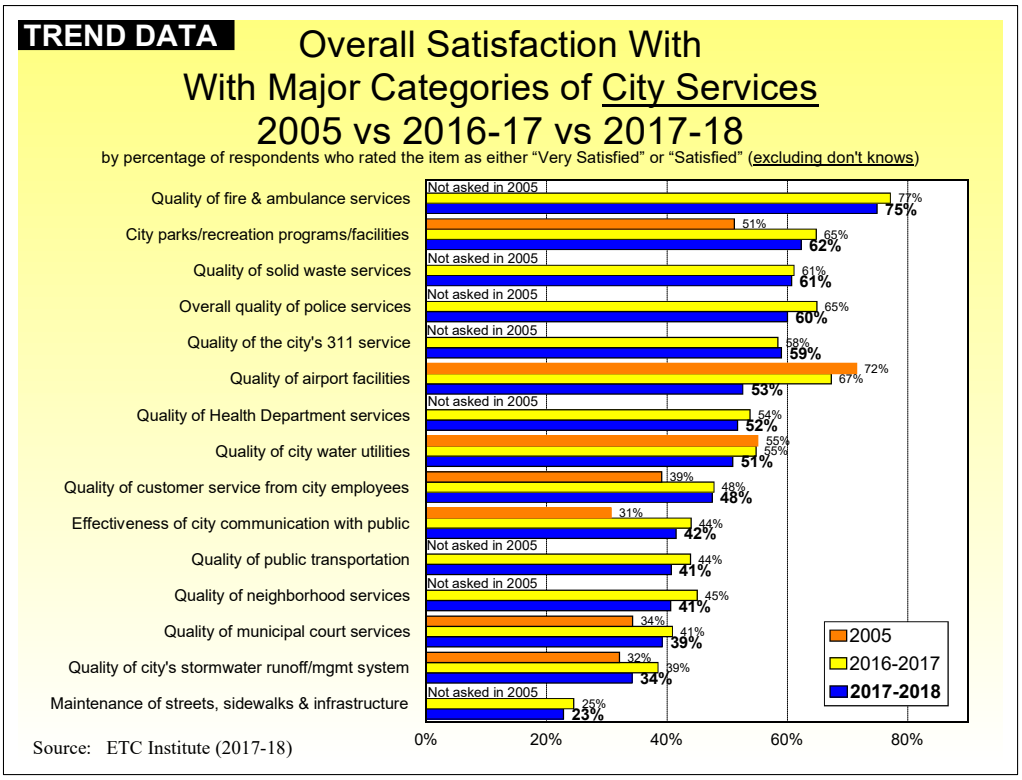

Overall Ratings of KCMO
by percentage of respondents (excluding don't knows)
As a place to live
23.2%
55.6%
14.7%
6.5%
As a place to work
19.8%
52.1%
19.9%
8.2%
As a place to raise children
16.3%
42.1%
24.1%
17.4%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Excellent (5)
Good (4)
Neutral (3)
Below Average/Poor (2/1)
Source: ETC Institute (2017-18)

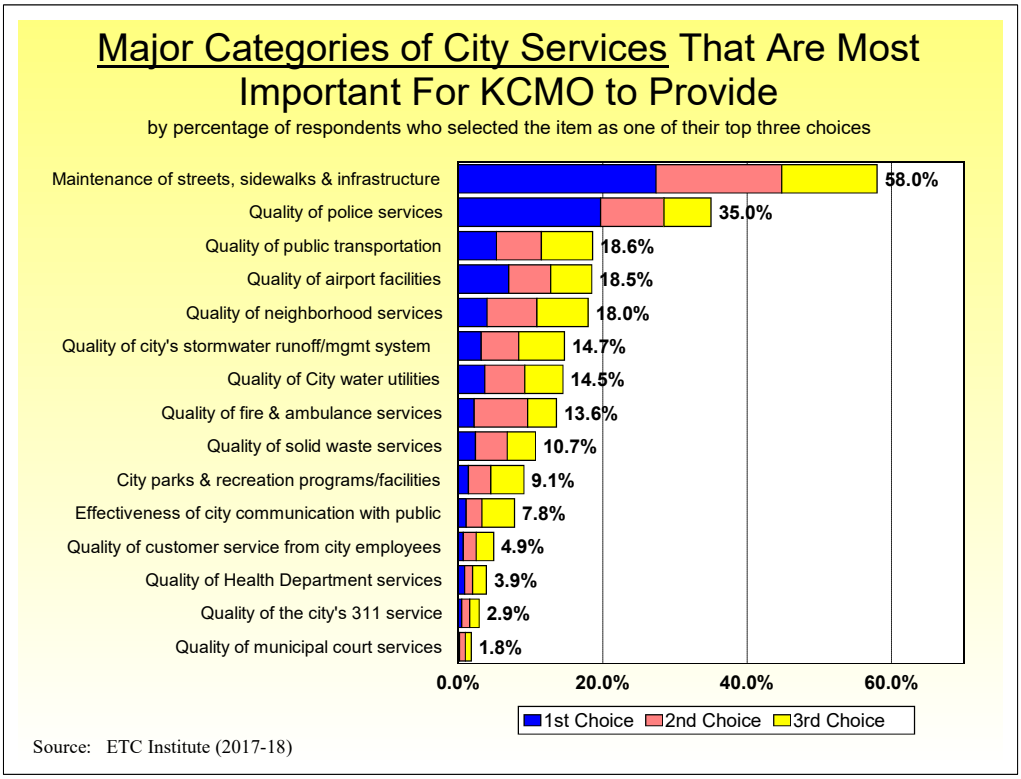

TREND DATA
Overall Ratings of KCMO
2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Excellent" or "Good" (excluding don't knows)
As a place to live
69%
79%
79%
As a place to work
63%
72%
72%
As a place to raise children
52%
60%
58%
2005
2016-2017
2017-2018
0%
20%
40%
60%
80%
100%
Source: ETC Institute (2017-18)

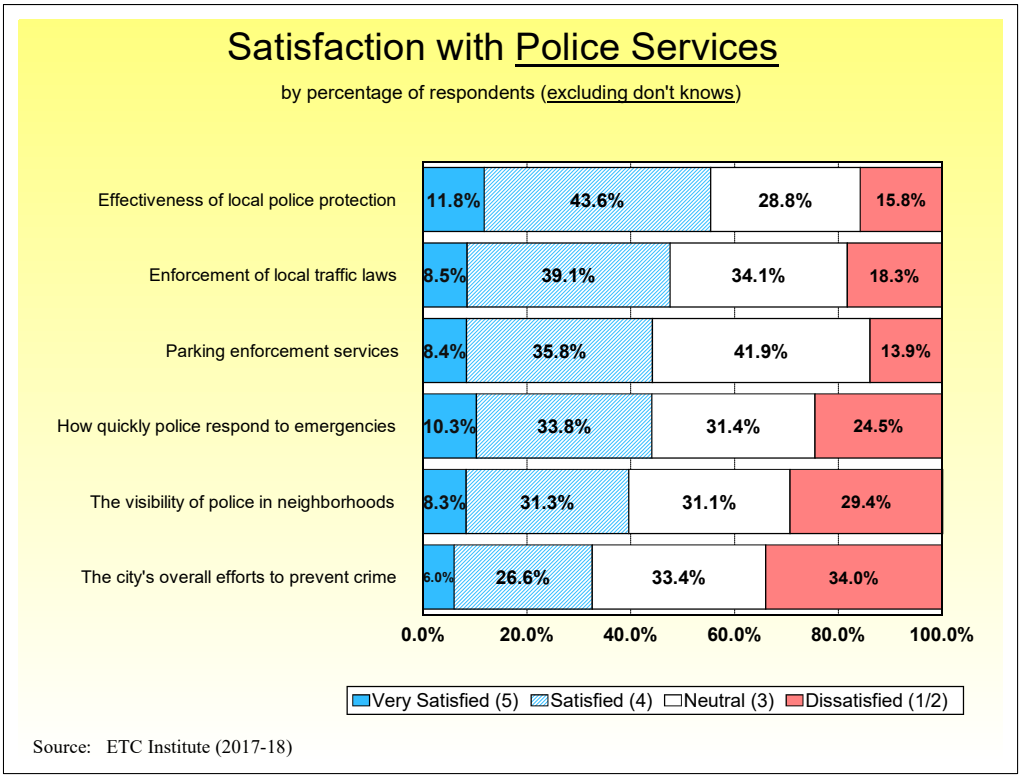

Satisfaction with Items that Influence Residents' Perceptions of KCMO
by percentage of respondents (excluding don't knows)
Overall quality of life in the City
13.4%
50.7%
24.5%
11.4%
Overall image of the City
12.6%
48.4%
25.9%
13.2%
Feeling of safety in your neighborhood
18.1%
40.1%
22.8%
19.1%
Physical appearance of your neighborhood
15.3%
40.8%
21.5%
22.3%
Quality of services provided by KCMO
7.1%
48.7%
27.3%
16.9%
Value received for city tax dollars and fees
5.3%
34.2%
31.5%
29.0%
Overall feeling of safety in the City
4.9%
29.7%
31.3%
34.1%
Overall quality of education system
4.7%
18.5%
28.4%
48.4%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)

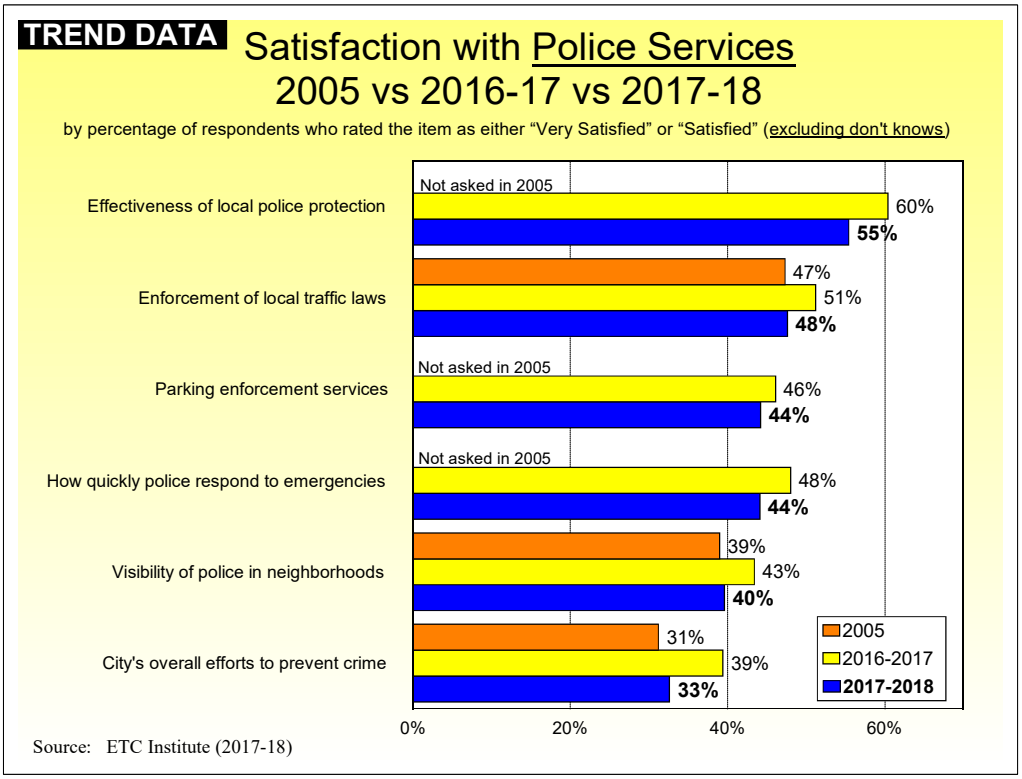

TREND DATA
Satisfaction with Items that Influence Residents Perceptions of KCMO 2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Overall quality of life in the city
51%
67%
64%
Overall image of the city
37%
66%
61%
Feeling of safety in your neighborhood
Not asked in 2005
61%
58%
Physical appearance of your neighborhood
Not asked in 2005
56%
56%
Quality of services provided by KCMO
41%
58%
56%
Value received for city tax dollars and fees
25%
41%
40%
Overall feeling of safety in the city
30%
41%
35%
Overall quality of education system
Not asked in 2005
24%
23%
2005
2016-2017
2017-2018
0%
20%
40%
60%
80%
Source: ETC Institute (2017-18)

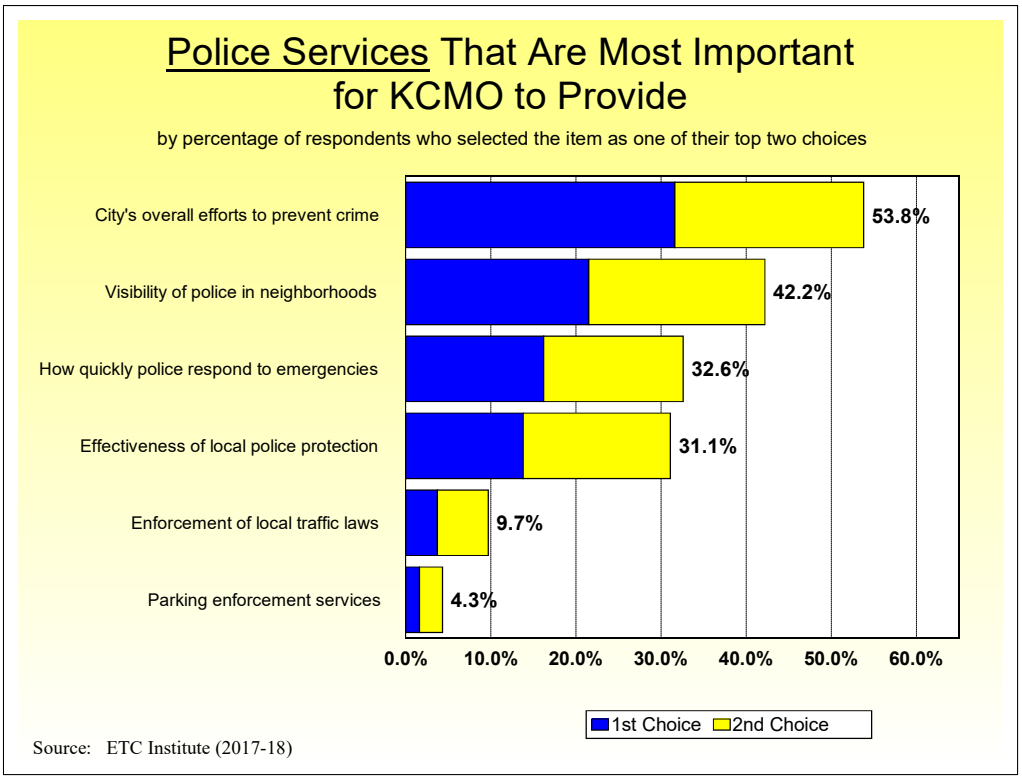

Overall Satisfaction With Major Categories of City Services
by percentage of respondents (excluding don't knows)
Quality of fire & ambulance services 22.8% 52.1% 20.9% 4.2%
City parks & recreation programs/facilities 13.9% 48.4% 28.4% 9.3%
Quality of solid waste services 14.5% 46.2% 21.1% 18.2%
Quality of police services 14.5% 45.5% 24.7% 15.3%
Quality of the city's 311 service 15.8% 43.2% 30.7% 10.3%
Quality of airport facilities 14.8% 37.8% 26.3% 21.0%
Quality of Health Department services 10.1% 41.6% 41.9% 6.4%
Quality of City water utilities 10.3% 40.6% 25.5% 23.6%
Quality of customer service from city employees 9.8% 37.7% 36.2% 16.3%
Effectiveness of city communication with public 6.6% 34.9% 38.8% 19.7%
Quality of public transportation 8.2% 32.5% 34.6% 24.7%
Quality of neighborhood services 6.7% 33.9% 34.6% 24.8%
Quality of municipal court services 6.7% 32.5% 49.2% 11.7%
Quality of city's stormwater runoff/mgmt system 5.0% 29.2% 35.1% 30.8%
Maintenance of streets, sidewalks & infrastructure 19.7% 26.6% 50.7%
0.0% 20.0% 40.0% 60.0% 80.0% 100.0%
Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (1/2)
Source: ETC Institute (2017-18)

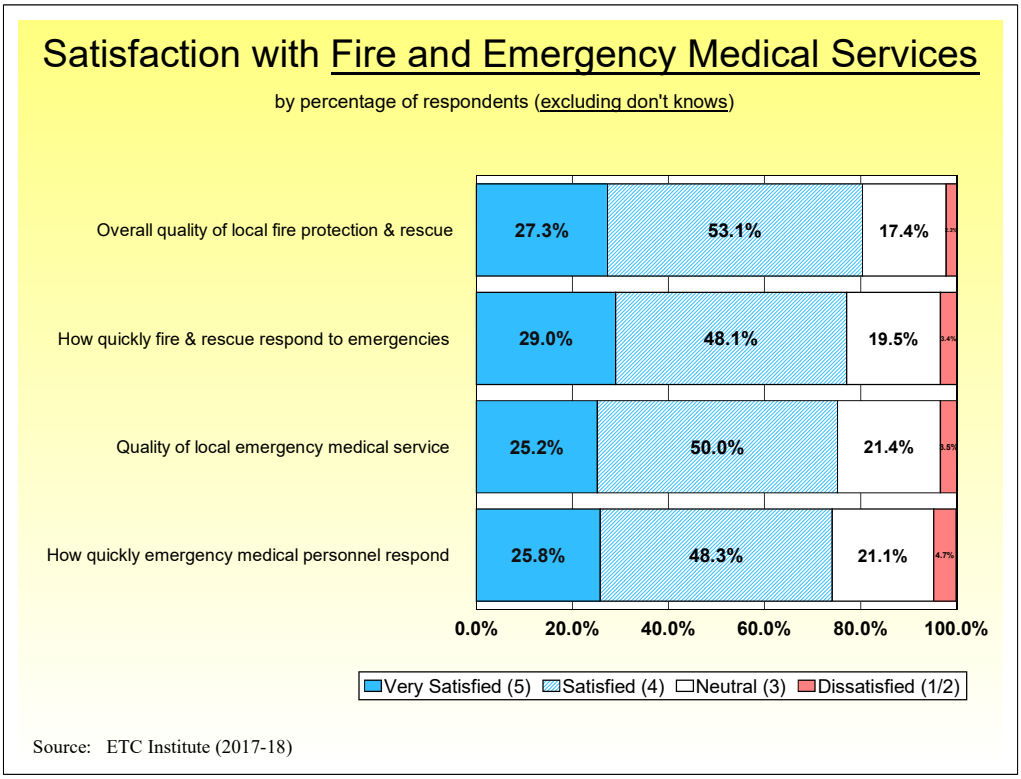

TREND DATA
Overall Satisfaction With
With Major Categories of City Services
2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Quality of fire & ambulance services Not asked in 2005 77% 75%
City parks/recreation programs/facilities 51% 65% 62%
Quality of solid waste services Not asked in 2005 61% 61%
Overall quality of police services Not asked in 2005 65% 60%
Quality of the city's 311 service Not asked in 2005 58% 59%
Quality of airport facilities 72% 67% 53%
Quality of Health Department services Not asked in 2005 54% 52%
Quality of city water utilities 55% 55% 51%
Quality of customer service from city employees 39% 48% 48%
Effectiveness of city communication with public 31% 44% 42%
Quality of public transportation Not asked in 2005 44% 41%
Quality of neighborhood services Not asked in 2005 45% 41%
Quality of municipal court services 34% 41% 39%
Quality of city's stormwater runoff/mgmt system 32% 39% 34%
Maintenance of streets, sidewalks & infrastructure Not asked in 2005 25% 23%
0% 20% 40% 60% 80%
2005
2016-2017
2017-2018
Source: ETC Institute (2017-18)

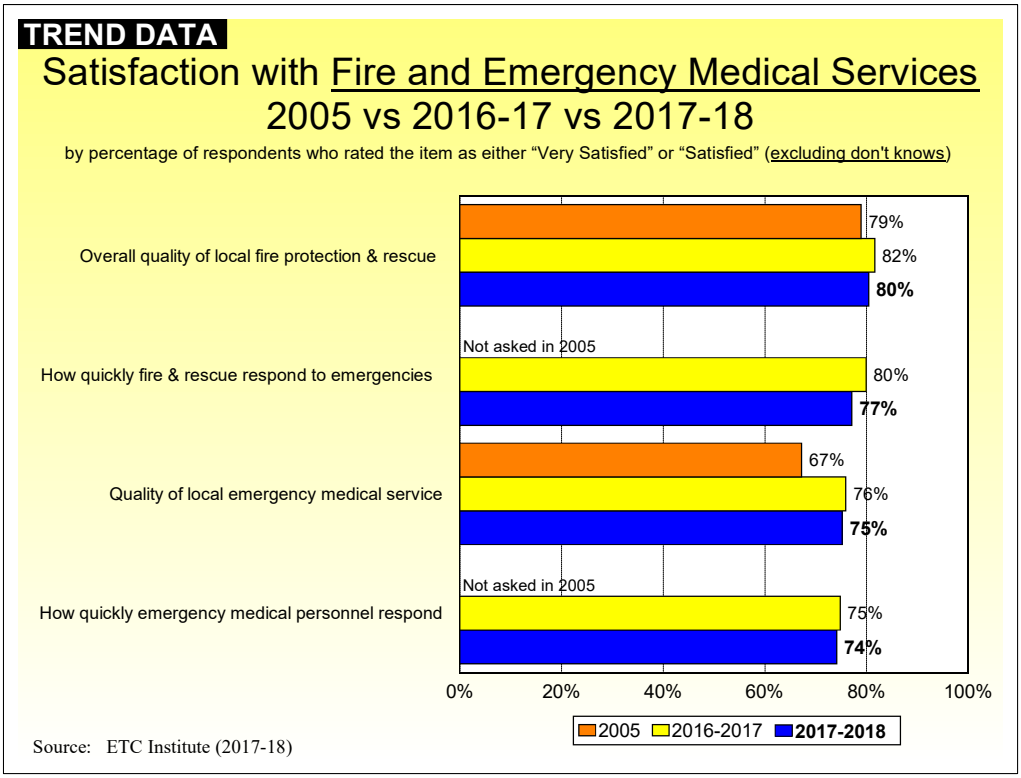

Major Categories of City Services That Are Most Important For KCMO to Provide
by percentage of respondents who selected the item as one of their top three choices
Maintenance of streets, sidewalks & infrastructure 58.0%
Quality of police services 35.0%
Quality of public transportation 18.6%
Quality of airport facilities 18.5%
Quality of neighborhood services 18.0%
Quality of city's stormwater runoff/mgmt system 14.7%
Quality of City water utilities 14.5%
Quality of fire & ambulance services 13.6%
Quality of solid waste services 10.7%
City parks & recreation programs/facilities 9.1%
Effectiveness of city communication with public 7.8%
Quality of customer service from city employees 4.9%
Quality of Health Department services 3.9%
Quality of the city's 311 service 2.9%
Quality of municipal court services 1.8%
0.0%
20.0%
40.0%
60.0%
1st Choice
2nd Choice
3rd Choice
Source: ETC Institute (2017-18)

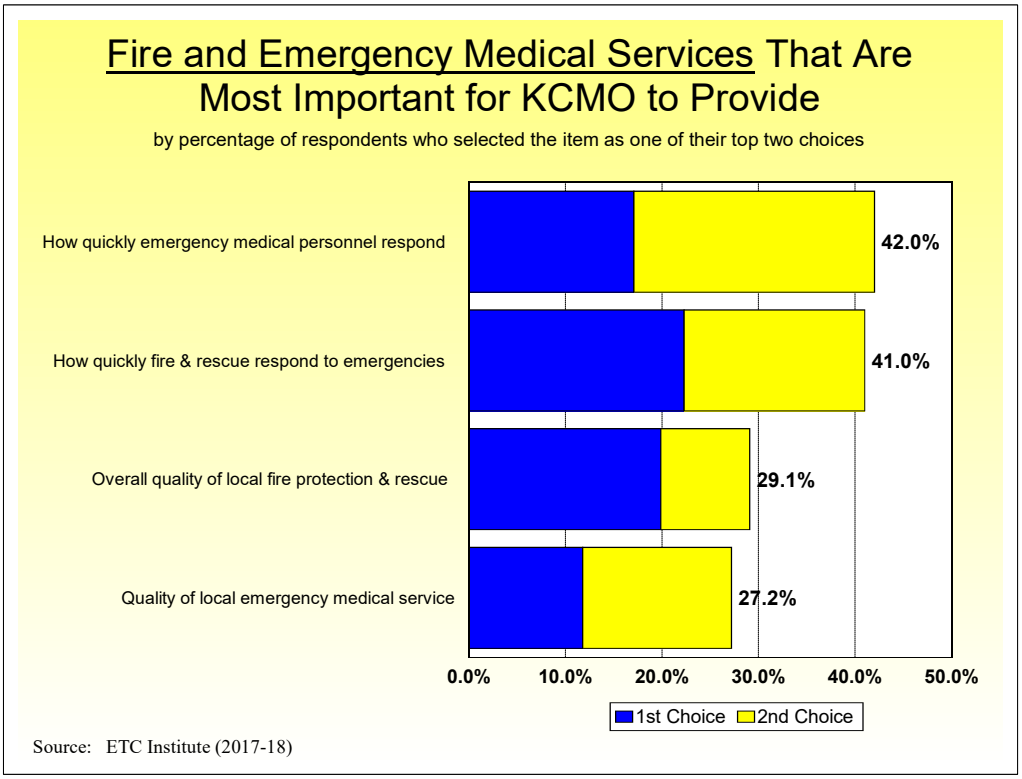

Satisfaction with Police Services
by percentage of respondents (excluding don't knows)
Effectiveness of local police protection 11.8% 43.6% 28.8% 15.8%
Enforcement of local traffic laws 8.5% 39.1% 34.1% 18.3%
Parking enforcement services 8.4% 35.8% 41.9% 13.9%
How quickly police respond to emergencies 10.3% 33.8% 31.4% 24.5%
The visibility of police in neighborhoods 8.3% 31.3% 31.1% 29.4%
The city's overall efforts to prevent crime 6.0% 26.6% 33.4% 34.0%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)

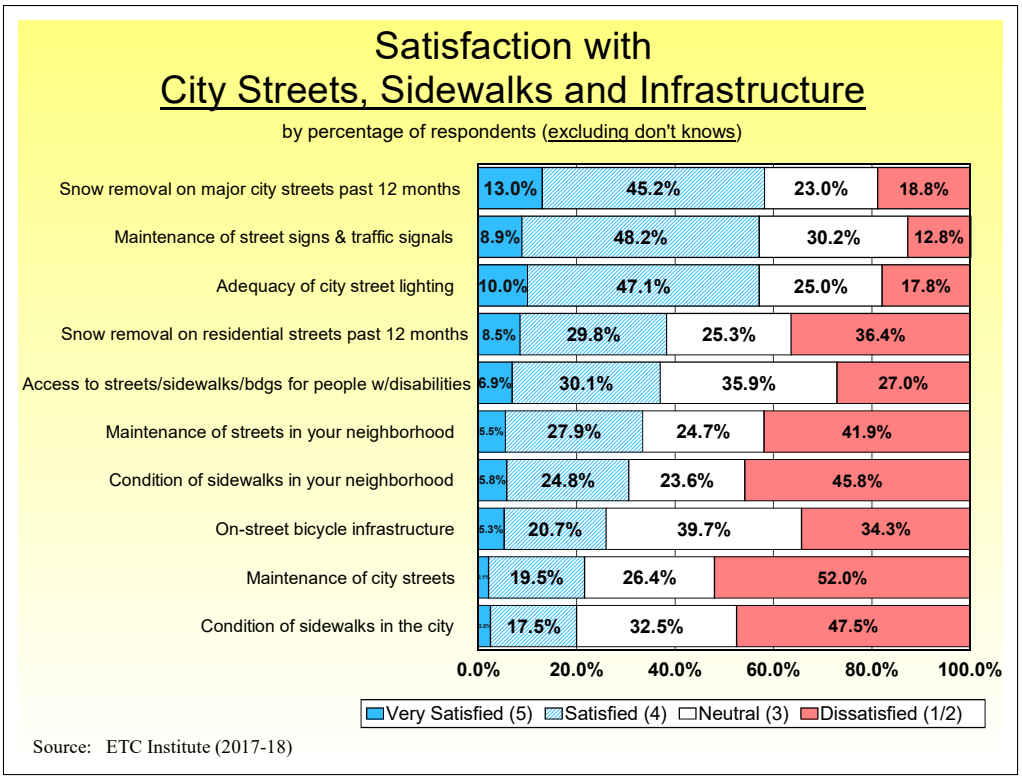

TREND DATA
Satisfaction with Police Services
2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Effectiveness of local police protection
Not asked in 2005
60%
55%
Enforcement of local traffic laws
47%
51%
48%
Parking enforcement services
Not asked in 2005
46%
44%
How quickly police respond to emergencies
Not asked in 2005
48%
44%
Visibility of police in neighborhoods
39%
43%
40%
City's overall efforts to prevent crime
31%
39%
33%
2005
2016-2017
2017-2018
0%
20%
40%
60%
Source: ETC Institute (2017-18)

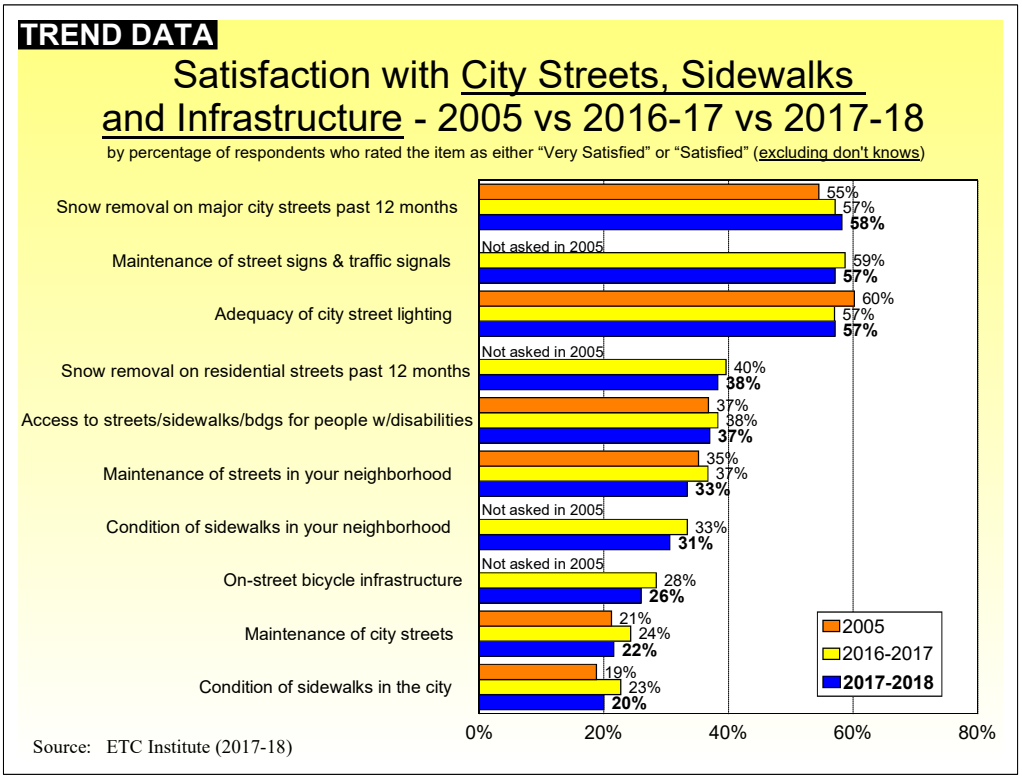

Police Services That Are Most Important
for KCMO to Provide
by percentage of respondents who selected the item as one of their top two choices
City's overall efforts to prevent crime
53.8%
Visibility of police in neighborhoods
42.2%
How quickly police respond to emergencies
32.6%
Effectiveness of local police protection
31.1%
Enforcement of local traffic laws
9.7%
Parking enforcement services
4.3%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
60.0%
1st Choice
2nd Choice
Source: ETC Institute (2017-18)

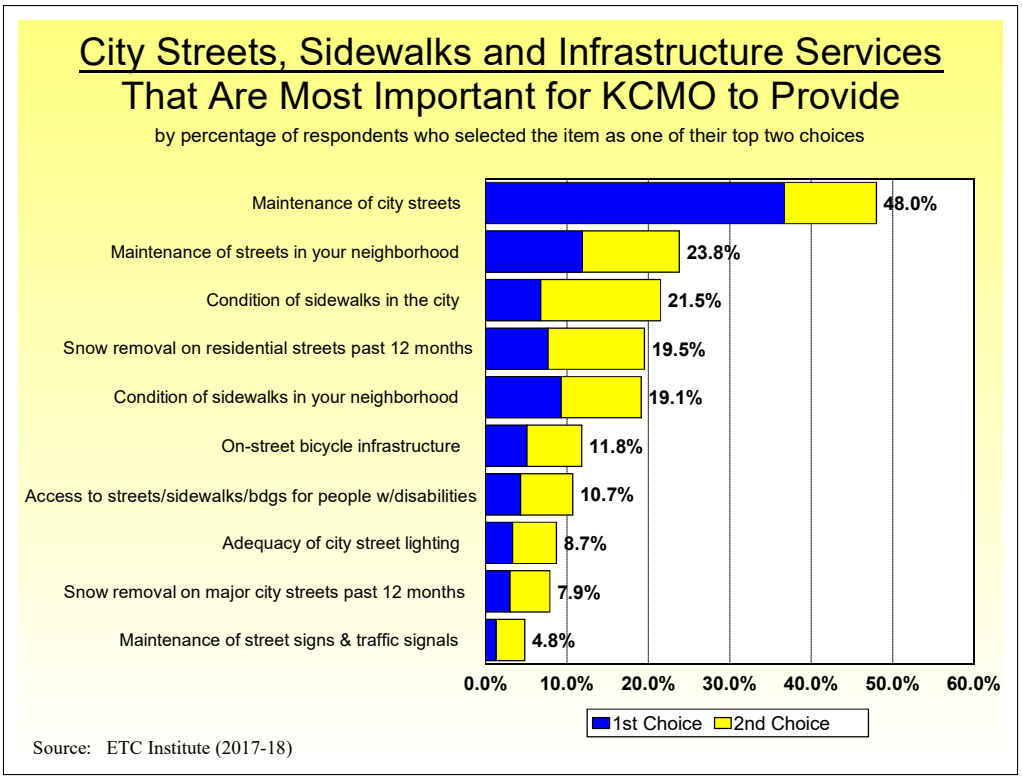

Satisfaction with Fire and Emergency Medical Services
by percentage of respondents (excluding don't knows)
Overall quality of local fire protection & rescue
27.3%
53.1%
17.4%
How quickly fire & rescue respond to emergencies
29.0%
48.1%
19.5%
Quality of local emergency medical service
25.2%
50.0%
21.4%
How quickly emergency medical personnel respond
25.8%
48.3%
21.1%
4.7%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)

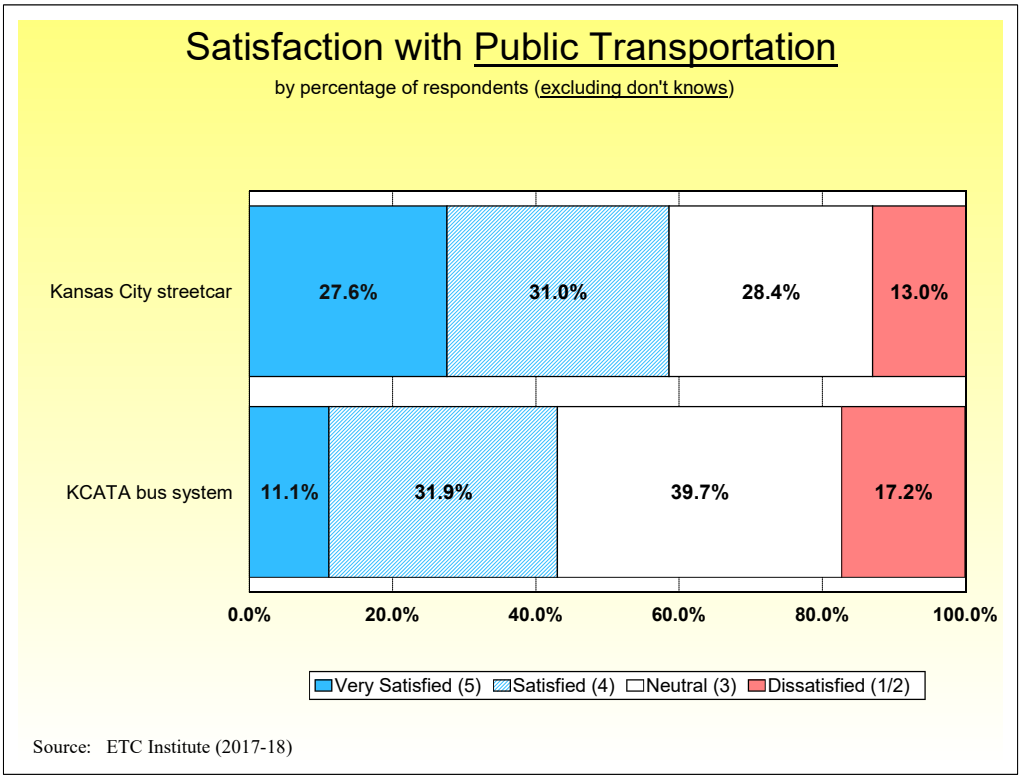

TREND DATA
Satisfaction with Fire and Emergency Medical Services
2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Overall quality of local fire protection & rescue
79%
82%
80%
How quickly fire & rescue respond to emergencies
Not asked in 2005
80%
77%
Quality of local emergency medical service
67%
76%
75%
How quickly emergency medical personnel respond
Not asked in 2005
75%
74%
0%
20%
40%
60%
80%
100%
2005
2016-2017
2017-2018
Source: ETC Institute (2017-18)

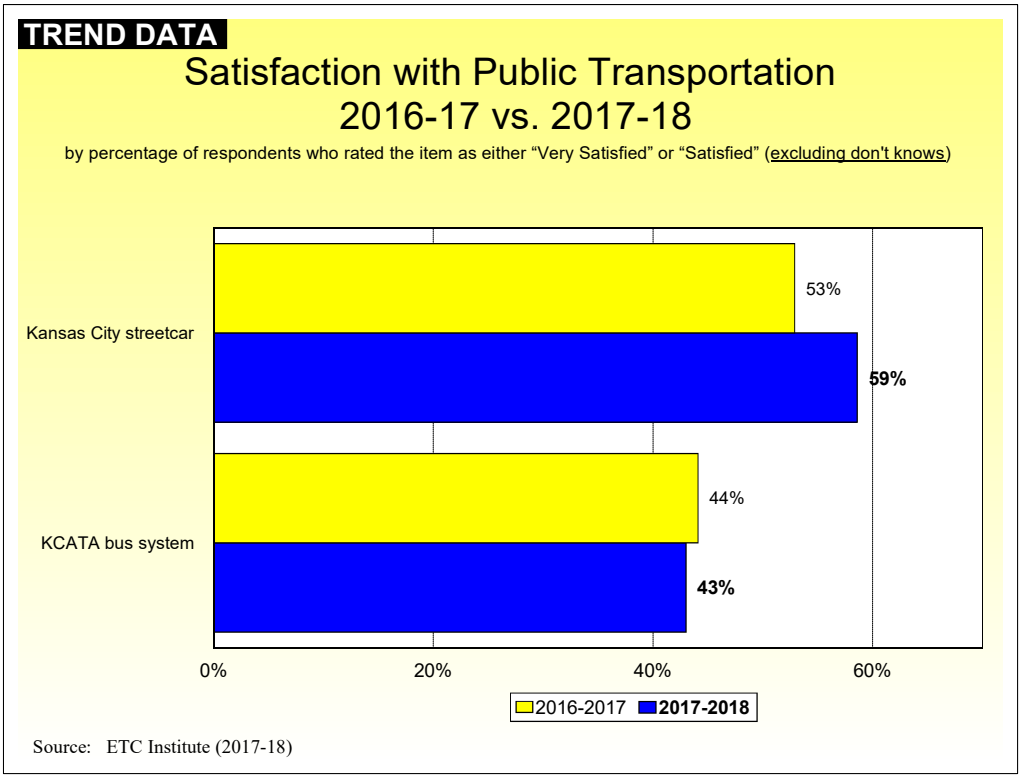

Fire and Emergency Medical Services That Are Most Important for KCMO to Provide
by percentage of respondents who selected the item as one of their top two choices
How quickly emergency medical personnel respond
42.0%
How quickly fire & rescue respond to emergencies
41.0%
Overall quality of local fire protection & rescue
29.1%
Quality of local emergency medical service
27.2%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
1st Choice
2nd Choice
Source: ETC Institute (2017-18)

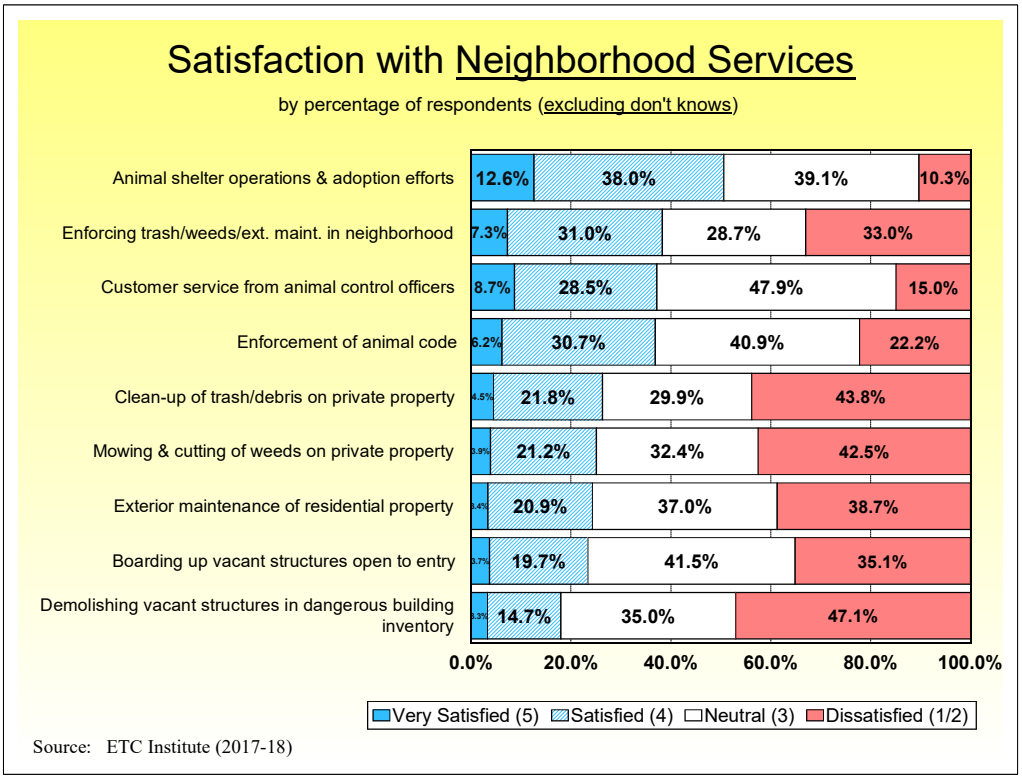

Satisfaction with City Streets, Sidewalks and Infrastructure
by percentage of respondents (excluding don't knows)
Snow removal on major city streets past 12 months
13.0%
45.2%
23.0%
18.8%
Maintenance of street signs & traffic signals
8.9%
48.2%
30.2%
12.8%
Adequacy of city street lighting
10.0%
47.1%
25.0%
17.8%
Snow removal on residential streets past 12 months
8.5%
29.8%
25.3%
36.4%
Access to streets/sidewalks/bdgs for people w/disabilities
6.9%
30.1%
35.9%
27.0%
Maintenance of streets in your neighborhood
5.5%
27.9%
24.7%
41.9%
Condition of sidewalks in your neighborhood
5.8%
24.8%
23.6%
45.8%
On-street bicycle infrastructure
5.3%
20.7%
39.7%
34.3%
Maintenance of city streets
19.5%
26.4%
52.0%
Condition of sidewalks in the city
17.5%
32.5%
47.5%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)

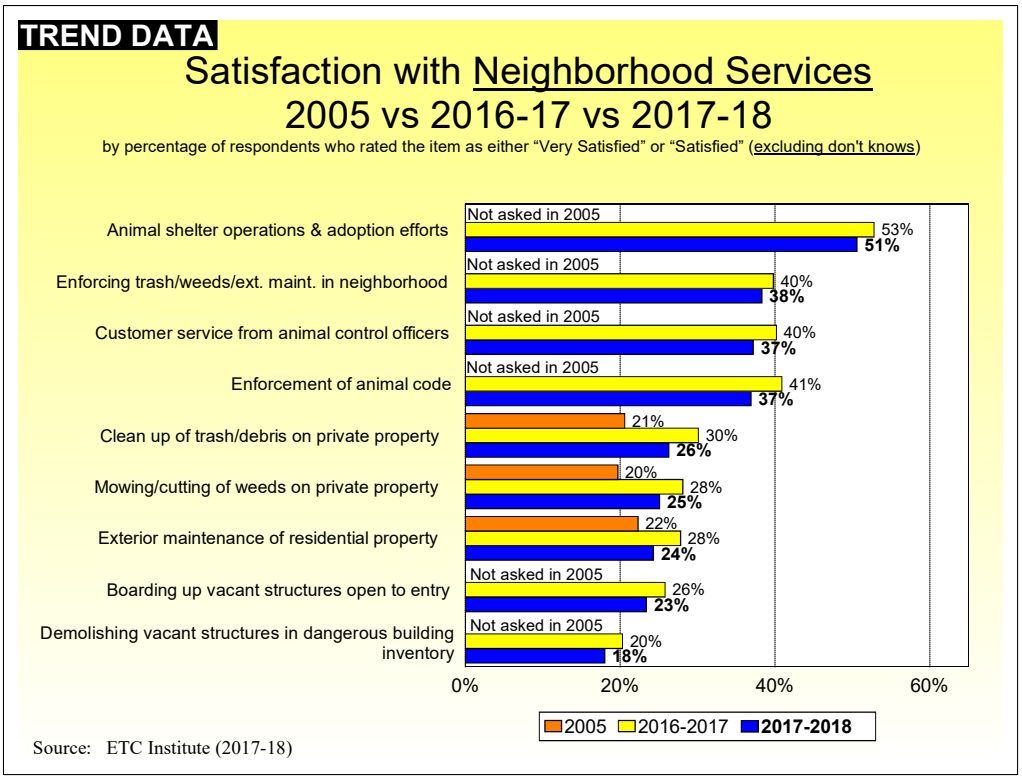

TREND DATA
Satisfaction with City Streets, Sidewalks and Infrastructure - 2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Snow removal on major city streets past 12 months
55%
57%
58%
Maintenance of street signs & traffic signals
Not asked in 2005
59%
57%
Adequacy of city street lighting
60%
57%
57%
Snow removal on residential streets past 12 months
Not asked in 2005
40%
38%
Access to streets/sidewalks/bdgs for people w/disabilities
37%
38%
37%
Maintenance of streets in your neighborhood
35%
37%
33%
Condition of sidewalks in your neighborhood
Not asked in 2005
33%
31%
On-street bicycle infrastructure
Not asked in 2005
28%
26%
Maintenance of city streets
21%
24%
22%
Condition of sidewalks in the city
19%
23%
20%
2005
2016-2017
2017-2018
0%
20%
40%
60%
80%
Source: ETC Institute (2017-18)

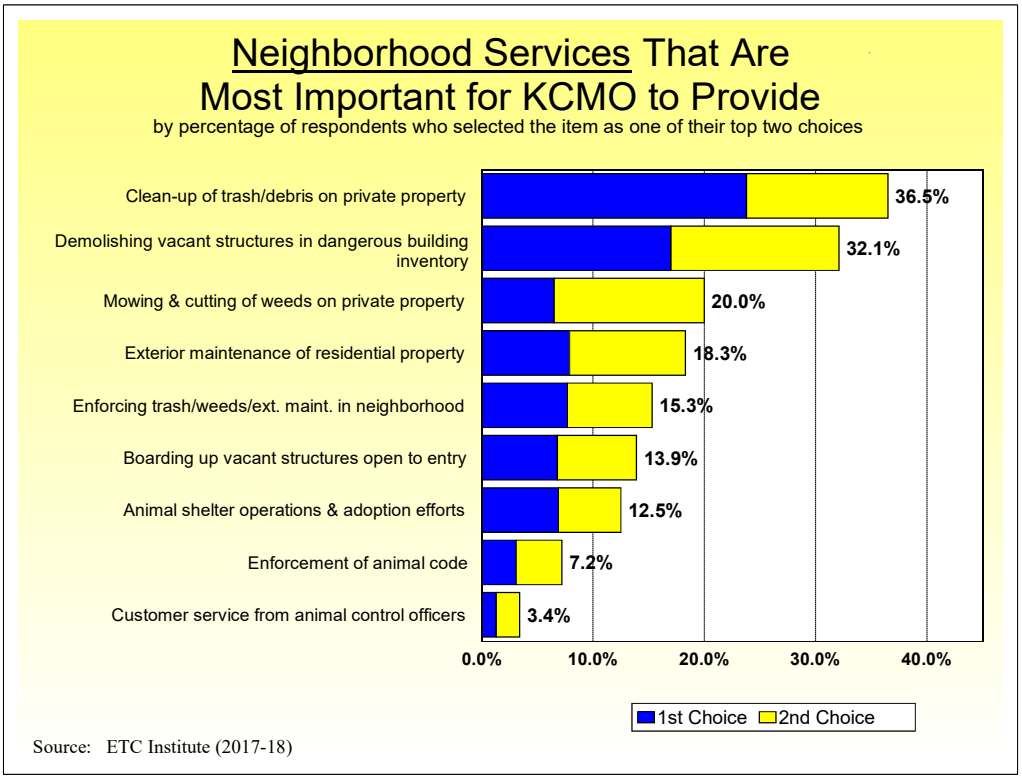

City Streets, Sidewalks and Infrastructure Services That Are Most Important for KCMO to Provide
by percentage of respondents who selected the item as one of their top two choices
Maintenance of city streets
48.0%
Maintenance of streets in your neighborhood
23.8%
Condition of sidewalks in the city
21.5%
Snow removal on residential streets past 12 months
19.5%
Condition of sidewalks in your neighborhood
19.1%
On-street bicycle infrastructure
11.8%
Access to streets/sidewalks/bdgs for people w/disabilities
10.7%
Adequacy of city street lighting
8.7%
Snow removal on major city streets past 12 months
7.9%
Maintenance of street signs & traffic signals
4.8%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
60.0%
1st Choice
2nd Choice
Source: ETC Institute (2017-18)

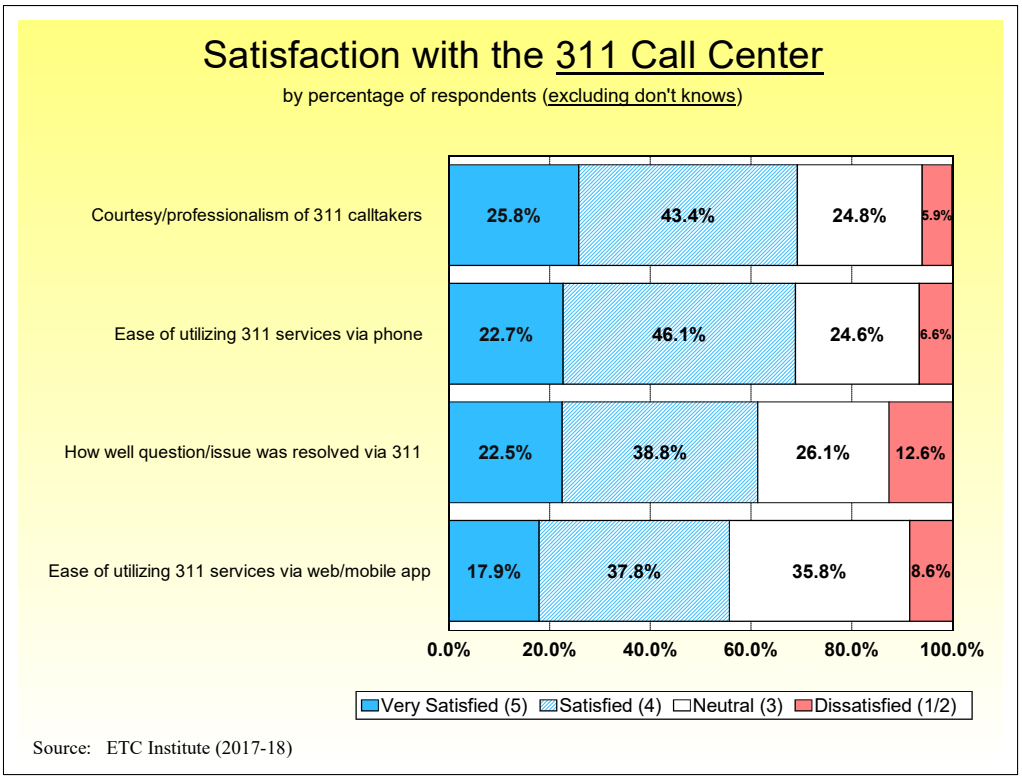

Satisfaction with Public Transportation
by percentage of respondents (excluding don't knows)
Kansas City streetcar
27.6%
31.0%
28.4%
13.0%
KCATA bus system
11.1%
31.9%
39.7%
17.2%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)

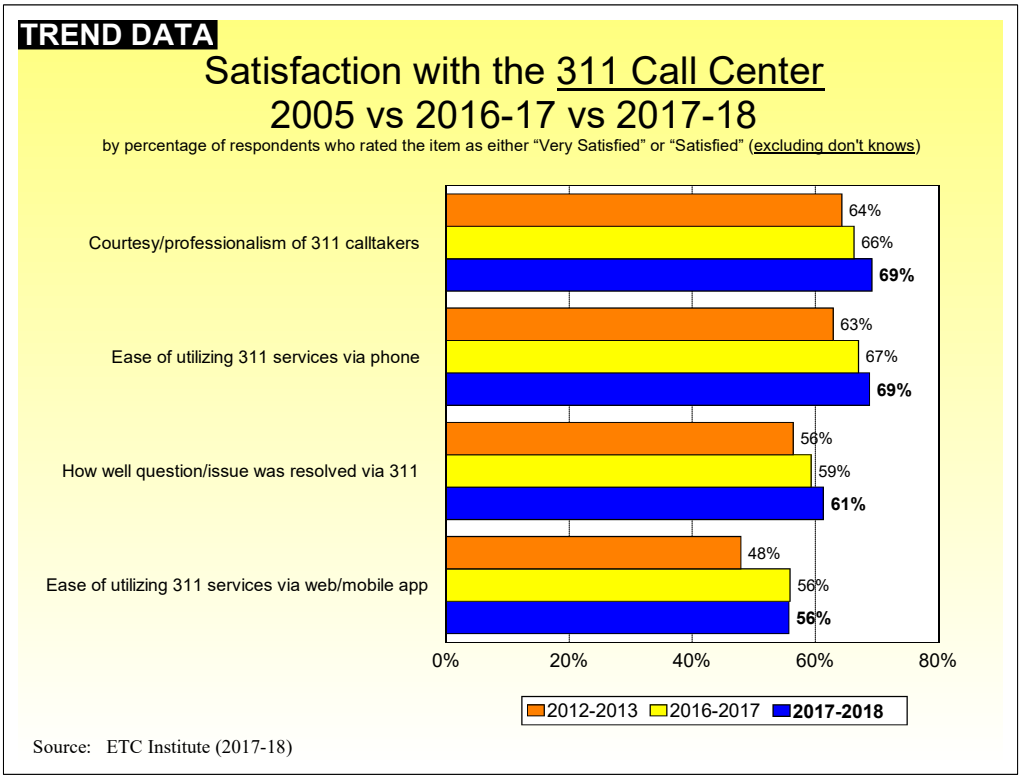

TREND DATA
Satisfaction with Public Transportation
2016-17 vs. 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Kansas City streetcar
53%
59%
KCATA bus system
44%
43%
0%
20%
40%
60%
2016-2017
2017-2018
Source: ETC Institute (2017-18)

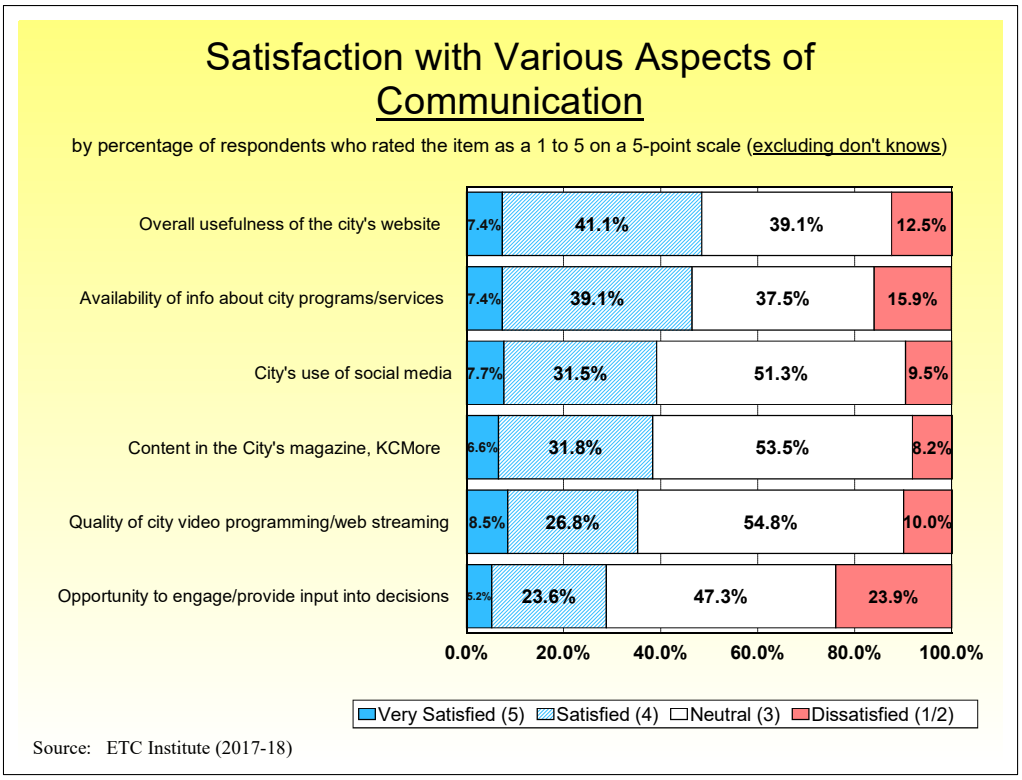

Satisfaction with Neighborhood Services
by percentage of respondents (excluding don't knows)
Animal shelter operations & adoption efforts
12.6%
38.0%
39.1%
10.3%
Enforcing trash/weeds/ext. maint. in neighborhood
7.3%
31.0%
28.7%
33.0%
Customer service from animal control officers
8.7%
28.5%
47.9%
15.0%
Enforcement of animal code
6.2%
30.7%
40.9%
22.2%
Clean-up of trash/debris on private property
4.5%
21.8%
29.9%
43.8%
Mowing & cutting of weeds on private property
3.9%
21.2%
32.4%
42.5%
Exterior maintenance of residential property
3.4%
20.9%
37.0%
38.7%
Boarding up vacant structures open to entry
3.7%
19.7%
41.5%
35.1%
Demolishing vacant structures in dangerous building inventory
3.3%
14.7%
35.0%
47.1%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)

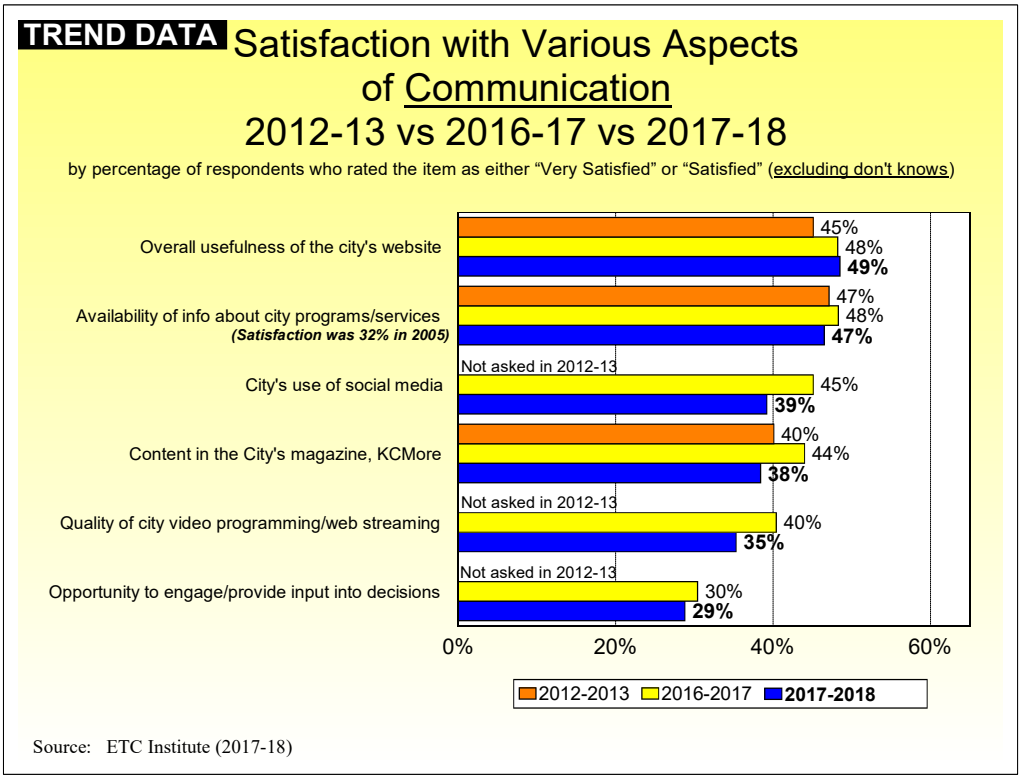

TREND DATA
Satisfaction with Neighborhood Services
2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Animal shelter operations & adoption efforts
Not asked in 2005
53%
51%
Enforcing trash/weeds/ext. maint. in neighborhood
Not asked in 2005
40%
38%
Customer service from animal control officers
Not asked in 2005
40%
37%
Enforcement of animal code
Not asked in 2005
41%
37%
Clean up of trash/debris on private property
21%
30%
26%
Mowing/cutting of weeds on private property
20%
28%
25%
Exterior maintenance of residential property
22%
28%
24%
Boarding up vacant structures open to entry
Not asked in 2005
26%
23%
Demolishing vacant structures in dangerous building inventory
Not asked in 2005
20%
18%
0%
20%
40%
60%
2005
2016-2017
2017-2018
Source: ETC Institute (2017-18)

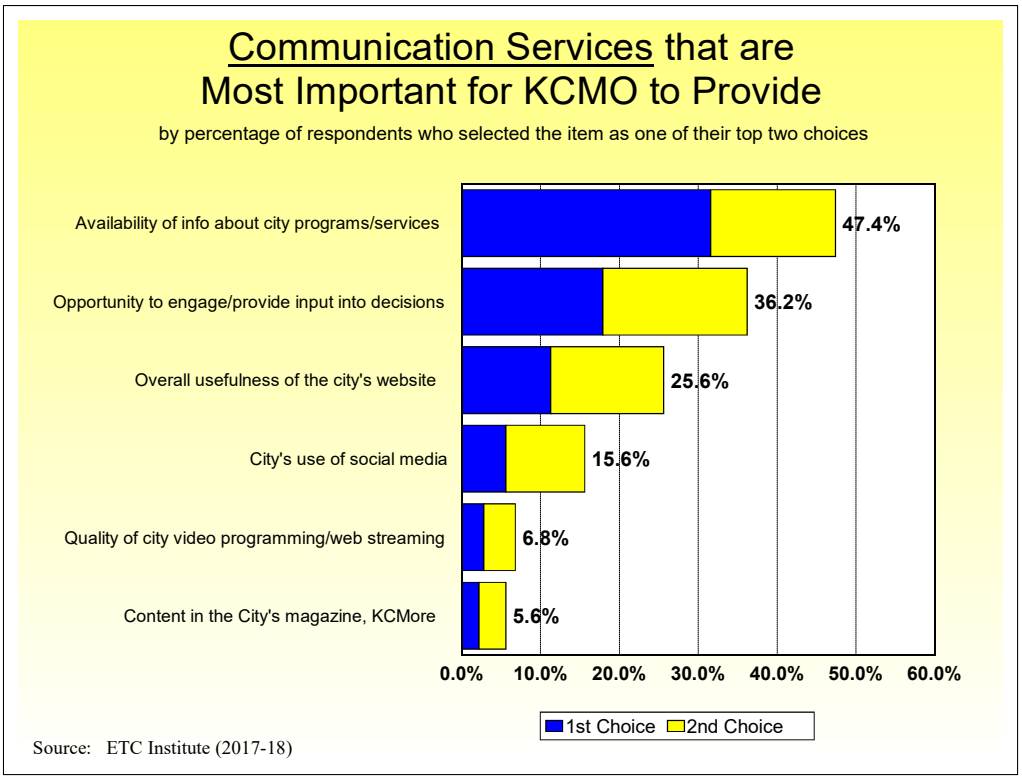

Neighborhood Services That Are
Most Important for KCMO to Provide
by percentage of respondents who selected the item as one of their top two choices
Clean-up of trash/debris on private property
36.5%
Demolishing vacant structures in dangerous building inventory
32.1%
Mowing & cutting of weeds on private property
20.0%
Exterior maintenance of residential property
18.3%
Enforcing trash/weeds/ext. maint. in neighborhood
15.3%
Boarding up vacant structures open to entry
13.9%
Animal shelter operations & adoption efforts
12.5%
Enforcement of animal code
7.2%
Customer service from animal control officers
3.4%
0.0%
10.0%
20.0%
30.0%
40.0%
1st Choice
2nd Choice
Source: ETC Institute (2017-18)


Satisfaction with the 311 Call Center
by percentage of respondents (excluding don't knows)
Courtesy/professionalism of 311 calltakers
25.8%
43.4%
24.8%
5.9%
Ease of utilizing 311 services via phone
22.7%
46.1%
24.6%
6.6%
How well question/issue was resolved via 311
22.5%
38.8%
26.1%
12.6%
Ease of utilizing 311 services via web/mobile app
17.9%
37.8%
35.8%
8.6%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)


TREND DATA
Satisfaction with the 311 Call Center
2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Courtesy/professionalism of 311 calltakers
64%
66%
69%
Ease of utilizing 311 services via phone
63%
67%
69%
How well question/issue was resolved via 311
56%
59%
61%
Ease of utilizing 311 services via web/mobile app
48%
56%
56%
0%
20%
40%
60%
80%
2012-2013
2016-2017
2017-2018
Source: ETC Institute (2017-18)

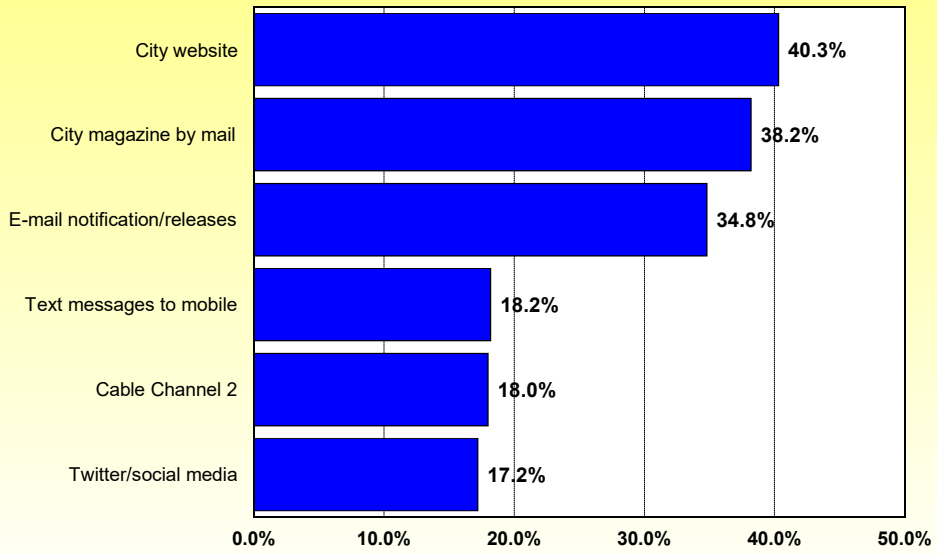

Satisfaction with Various Aspects of Communication
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)
Overall usefulness of the city's website
7.4%
41.1%
39.1%
12.5%
Availability of info about city programs/services
7.4%
39.1%
37.5%
15.9%
City's use of social media
7.7%
31.5%
51.3%
9.5%
Content in the City's magazine, KCMore
6.6%
31.8%
53.5%
8.2%
Quality of city video programming/web streaming
8.5%
26.8%
54.8%
10.0%
Opportunity to engage/provide input into decisions
5.2%
23.6%
47.3%
23.9%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)


TREND DATA
Satisfaction with Various Aspects of Communication
2012-13 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Overall usefulness of the city's website
45%
48%
49%
Availability of info about city programs/services
(Satisfaction was 32% in 2005)
47%
48%
47%
City's use of social media
Not asked in 2012-13
45%
39%
Content in the City's magazine, KCMore
40%
44%
38%
Quality of city video programming/web streaming
Not asked in 2012-13
40%
35%
Opportunity to engage/provide input into decisions
Not asked in 2012-13
30%
29%
0%
20%
40%
60%
2012-2013
2016-2017
2017-2018
Source: ETC Institute (2017-18)


Communication Services that are Most Important for KCMO to Provide
by percentage of respondents who selected the item as one of their top two choices
Availability of info about city programs/services
47.4%
Opportunity to engage/provide input into decisions
36.2%
Overall usefulness of the city's website
25.6%
City's use of social media
15.6%
Quality of city video programming/web streaming
6.8%
Content in the City's magazine, KCMore
5.6%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
60.0%
1st Choice
2nd Choice
Source: ETC Institute (2017-18)

Preferred Methods of Receiving Information From KCMO

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

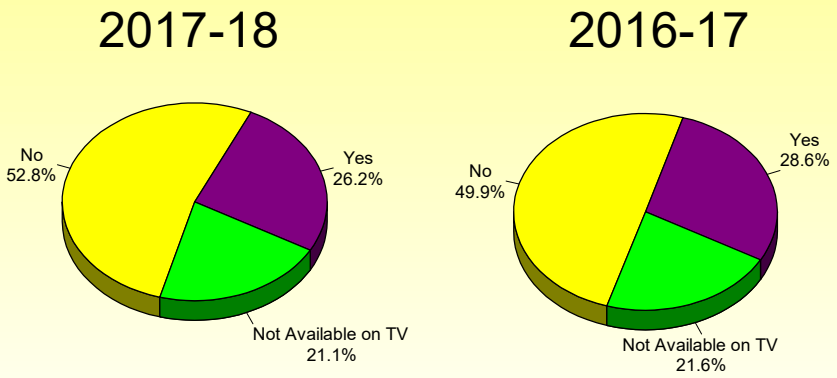


Source: ETC Institute (2017-18)

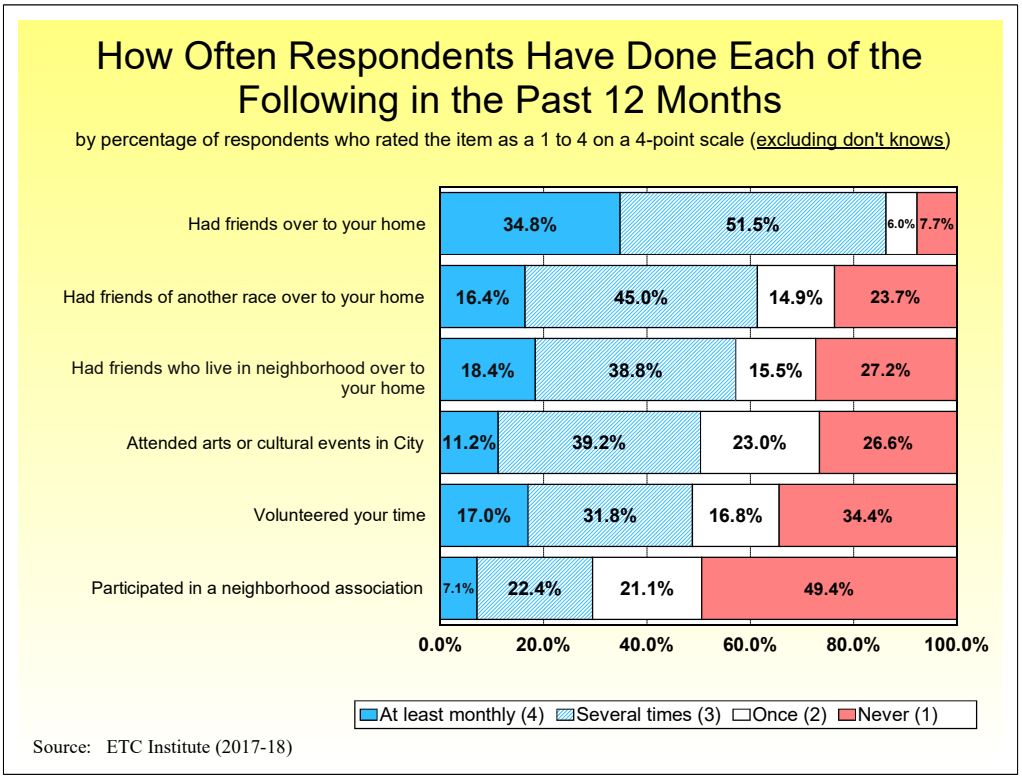
TREND DATA

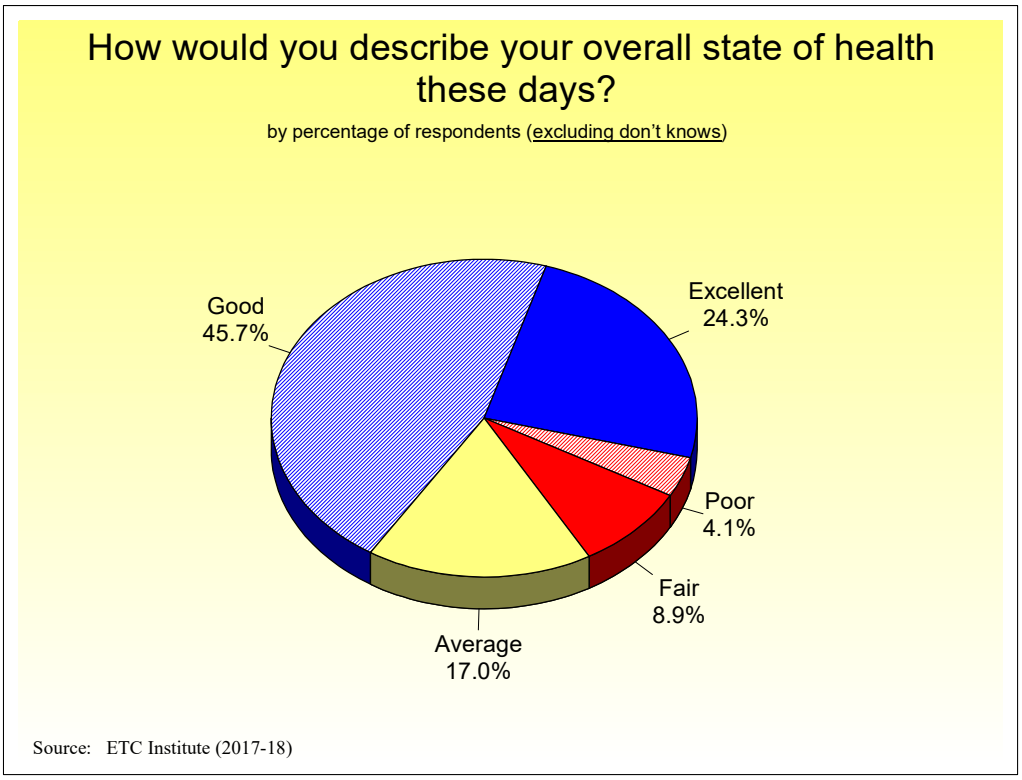
Have any members of your household watched Channel 2, KCMO's government cable television channel in the last year?

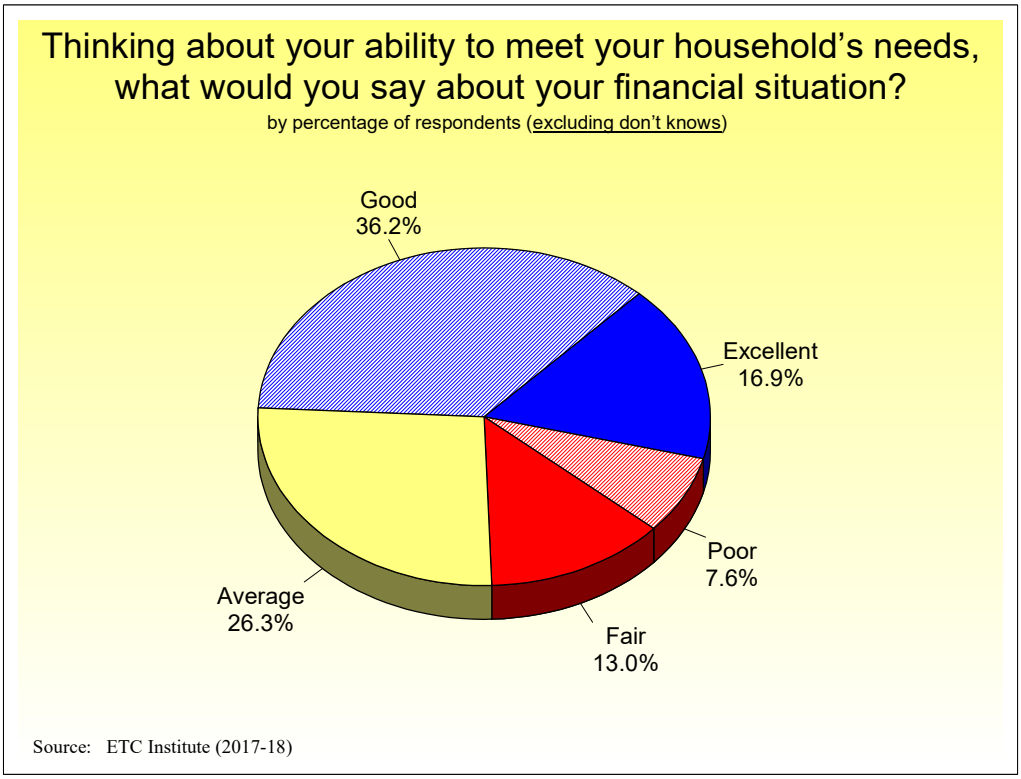
by percentage of respondents (excluding don't knows)

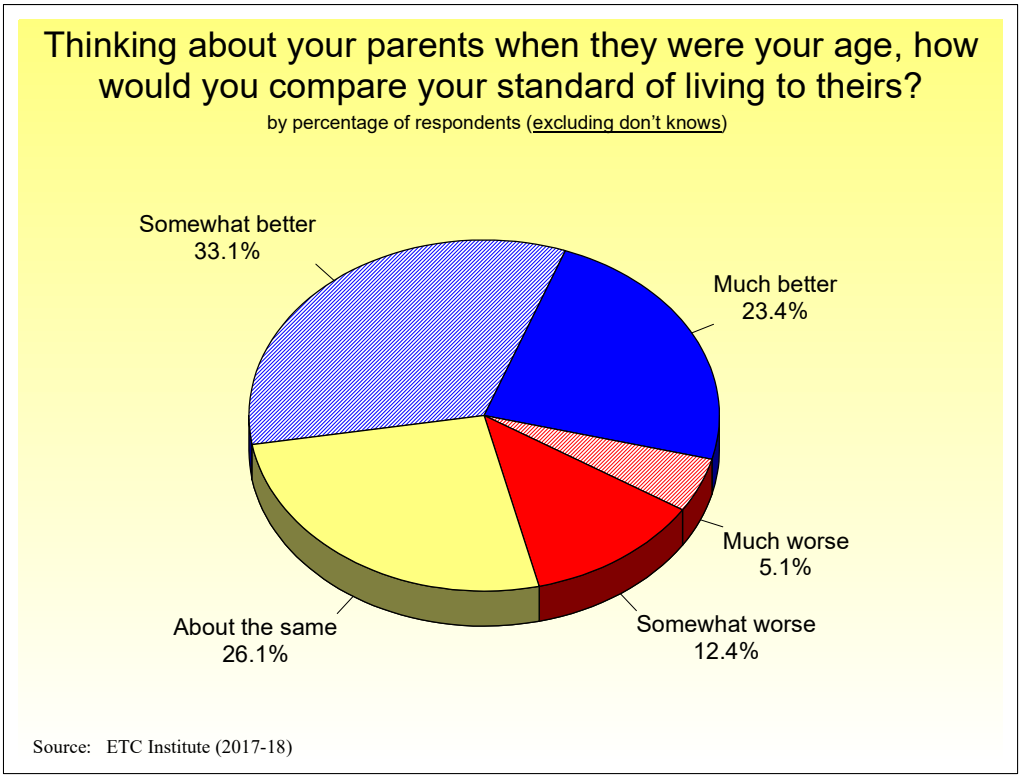


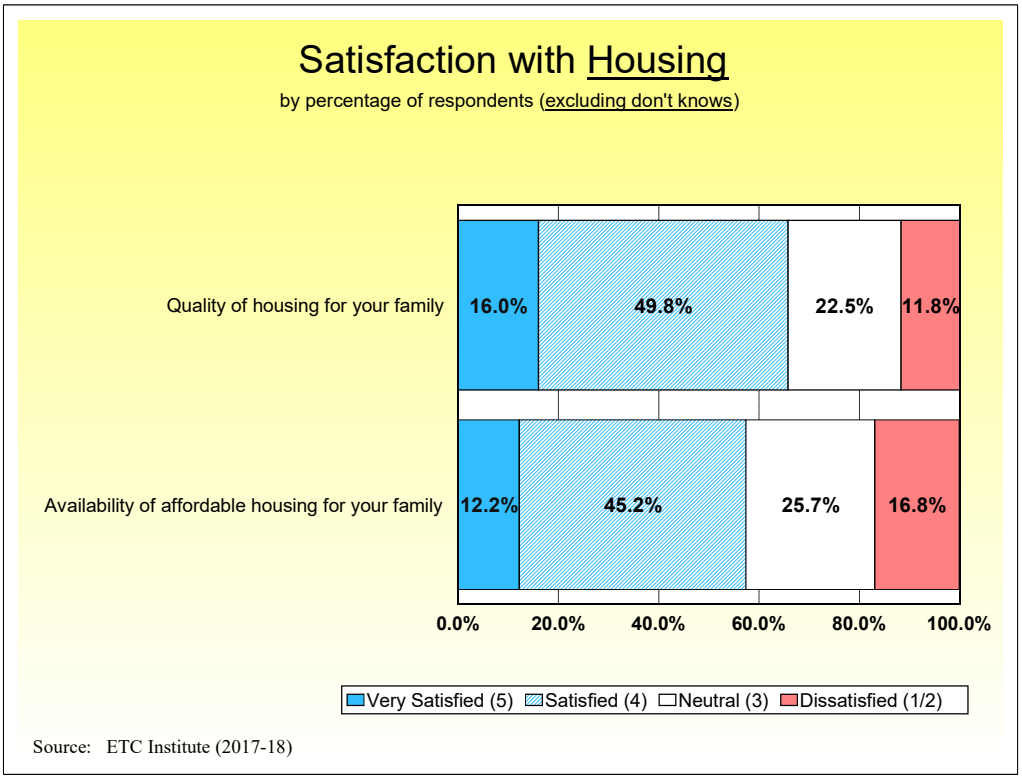
Source: ETC Institute (2017-18)

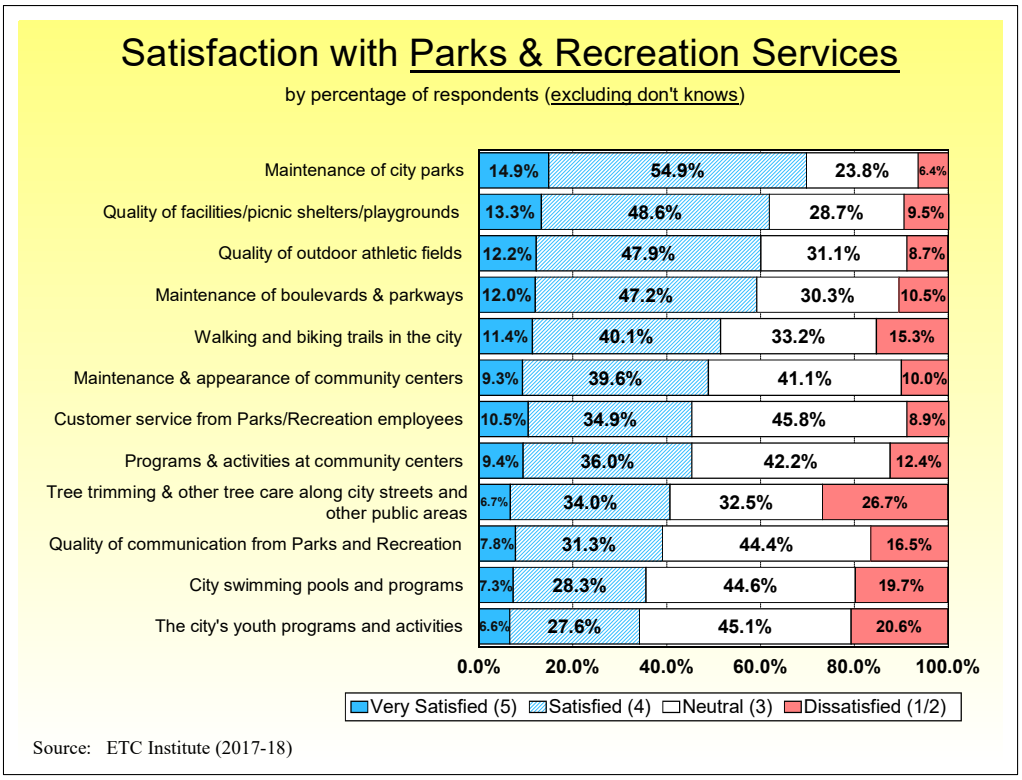

How Often Respondents Have Done Each of the Following in the Past 12 Months
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)
Had friends over to your home
34.8%
51.5%
6.0%
7.7%
Had friends of another race over to your home
16.4%
45.0%
14.9%
23.7%
Had friends who live in neighborhood over to your home
18.4%
38.8%
15.5%
27.2%
Attended arts or cultural events in City
11.2%
39.2%
23.0%
26.6%
Volunteered your time
17.0%
31.8%
16.8%
34.4%
Participated in a neighborhood association
7.1%
22.4%
21.1%
49.4%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
At least monthly (4)
Several times (3)
Once (2)
Never (1)
Source: ETC Institute (2017-18)

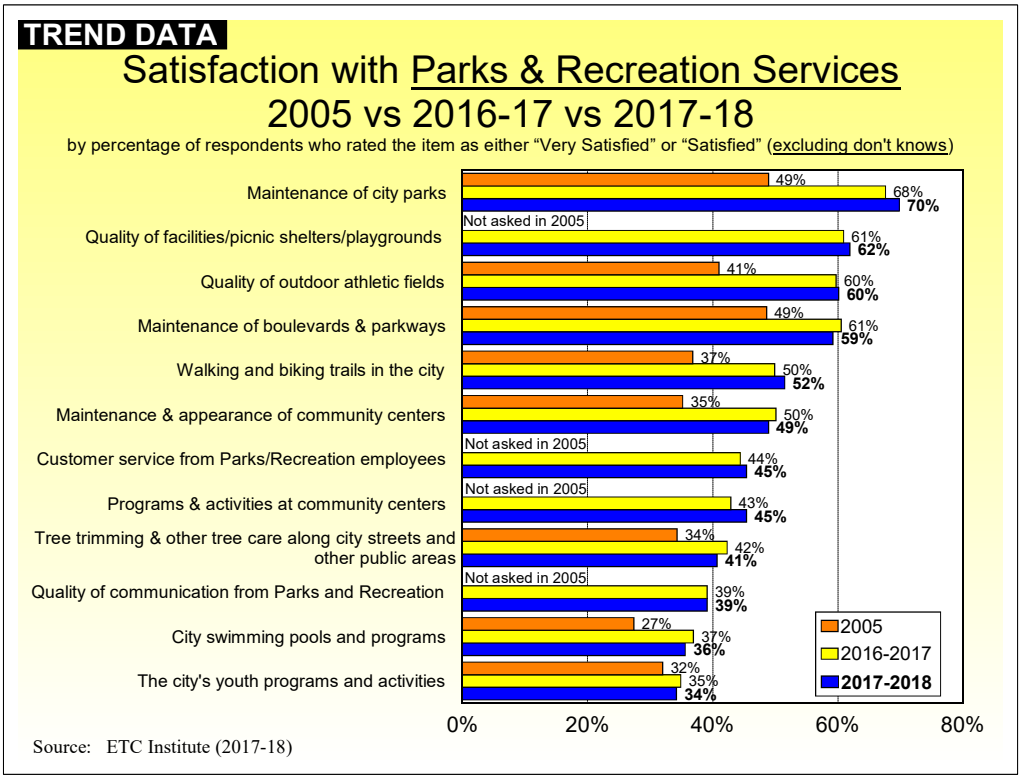

How would you describe your overall state of health these days?
by percentage of respondents (excluding don't knows)
Good
45.7%
Excellent
24.3%
Poor
4.1%
Fair
8.9%
Average
17.0%
Source: ETC Institute (2017-18)

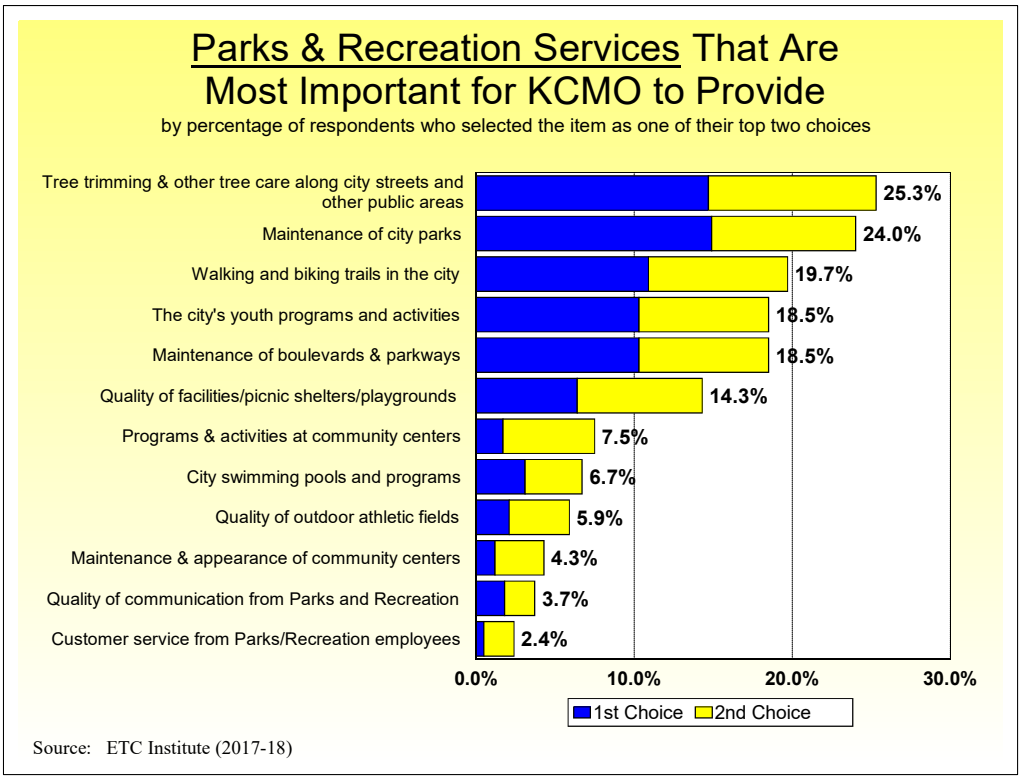

Thinking about your ability to meet your household's needs, what would you say about your financial situation?
by percentage of respondents (excluding don't knows)
Good 36.2%
Excellent 16.9%
Poor 7.6%
Fair 13.0%
Average 26.3%
Source: ETC Institute (2017-18)

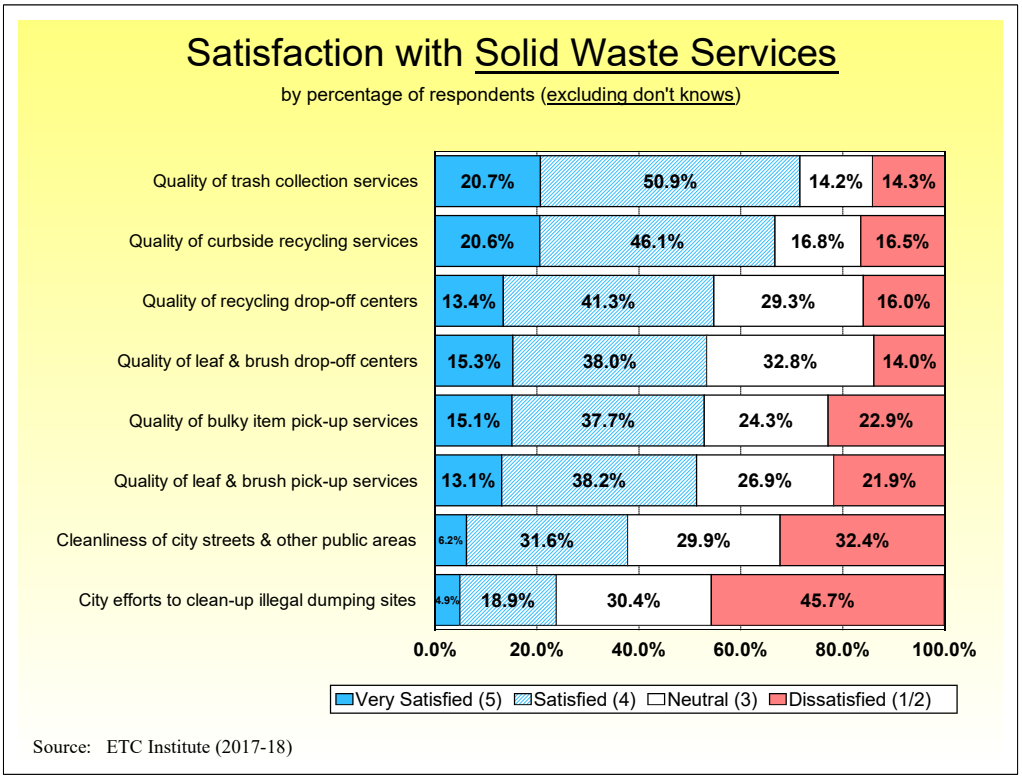

Thinking about your parents when they were your age, how would you compare your standard of living to theirs?
by percentage of respondents (excluding don't knows)
Somewhat better 33.1%
Much better 23.4%
Much worse 5.1%
Somewhat worse 12.4%
About the same 26.1%
Source: ETC Institute (2017-18)


Satisfaction with Housing
by percentage of respondents (excluding don't knows)
Quality of housing for your family
16.0%
49.8%
22.5%
11.8%
Availability of affordable housing for your family
12.2%
45.2%
25.7%
16.8%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)

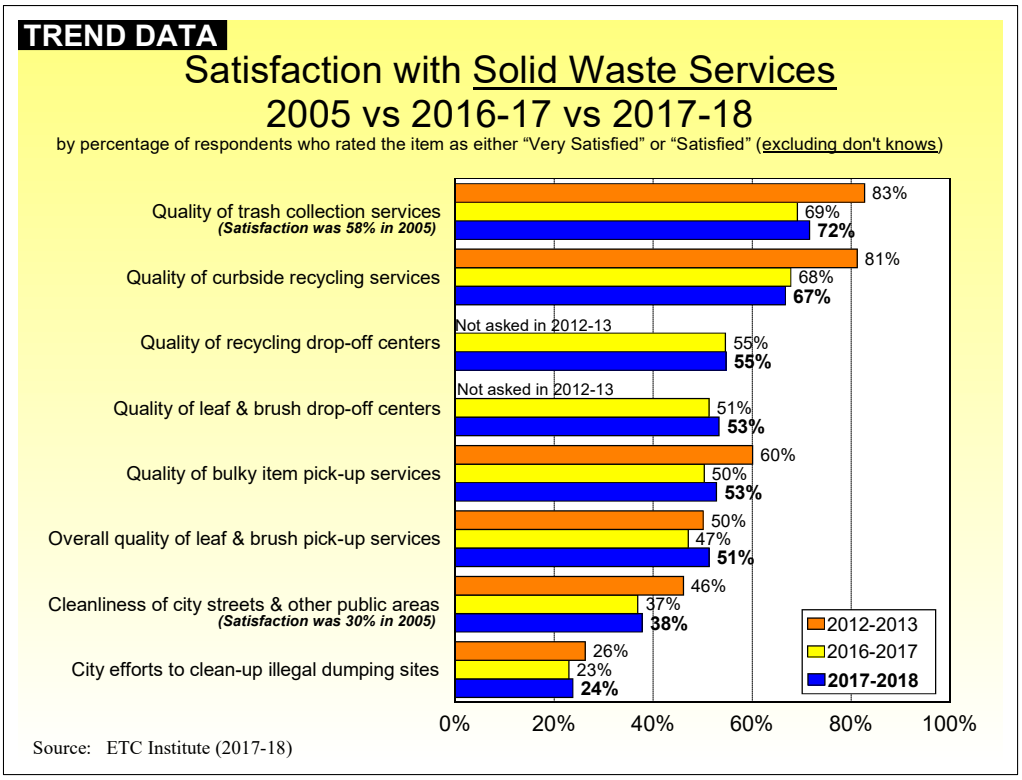

Satisfaction with Parks & Recreation Services
by percentage of respondents (excluding don't knows)
Maintenance of city parks
14.9%
54.9%
23.8%
6.4%
Quality of facilities/picnic shelters/playgrounds
13.3%
48.6%
28.7%
9.5%
Quality of outdoor athletic fields
12.2%
47.9%
31.1%
8.7%
Maintenance of boulevards & parkways
12.0%
47.2%
30.3%
10.5%
Walking and biking trails in the city
11.4%
40.1%
33.2%
15.3%
Maintenance & appearance of community centers
9.3%
39.6%
41.1%
10.0%
Customer service from Parks/Recreation employees
10.5%
34.9%
45.8%
8.9%
Programs & activities at community centers
9.4%
36.0%
42.2%
12.4%
Tree trimming & other tree care along city streets and other public areas
6.7%
34.0%
32.5%
26.7%
Quality of communication from Parks and Recreation
7.8%
31.3%
44.4%
16.5%
City swimming pools and programs
7.3%
28.3%
44.6%
19.7%
The city's youth programs and activities
6.6%
27.6%
45.1%
20.6%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)


TREND DATA
Satisfaction with Parks & Recreation Services
2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Maintenance of city parks
49%
68%
70%
Quality of facilities/picnic shelters/playgrounds
Not asked in 2005
61%
62%
Quality of outdoor athletic fields
41%
60%
60%
Maintenance of boulevards & parkways
49%
61%
59%
Walking and biking trails in the city
37%
50%
52%
Maintenance & appearance of community centers
35%
50%
49%
Customer service from Parks/Recreation employees
Not asked in 2005
44%
45%
Programs & activities at community centers
Not asked in 2005
43%
45%
Tree trimming & other tree care along city streets and other public areas
34%
42%
41%
Quality of communication from Parks and Recreation
Not asked in 2005
39%
39%
City swimming pools and programs
27%
37%
36%
The city's youth programs and activities
32%
35%
34%
2005
2016-2017
2017-2018
0%
20%
40%
60%
80%
Source: ETC Institute (2017-18)

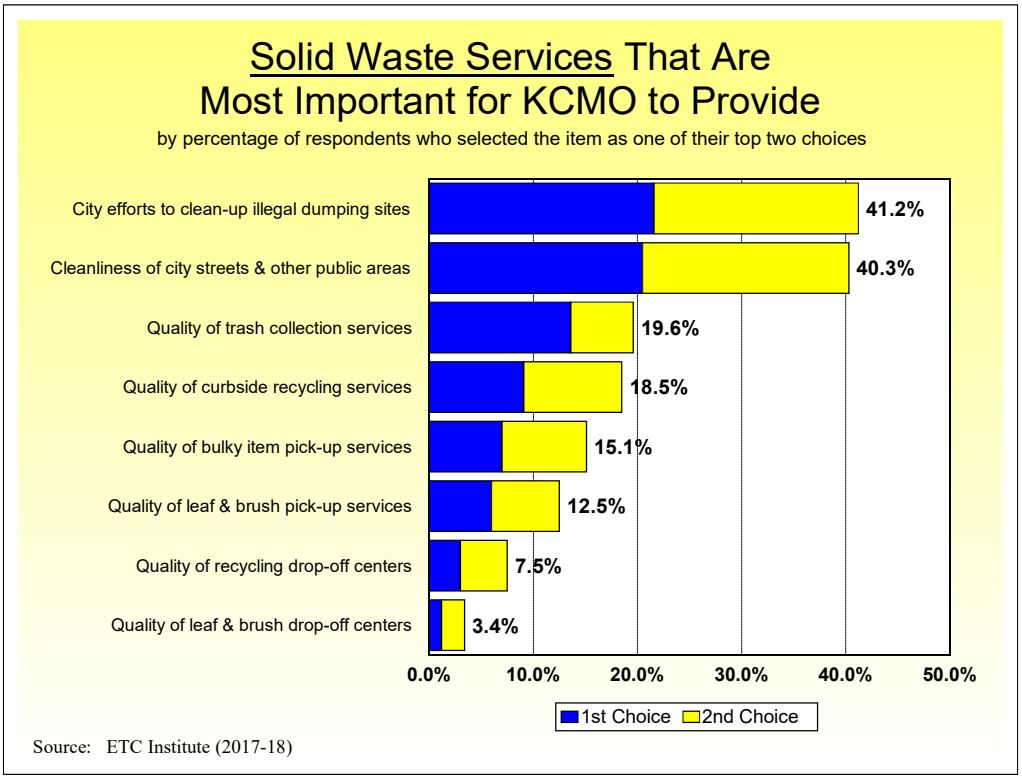

Parks & Recreation Services That Are Most Important for KCMO to Provide
by percentage of respondents who selected the item as one of their top two choices
Tree trimming & other tree care along city streets and other public areas
25.3%
Maintenance of city parks
24.0%
Walking and biking trails in the city
19.7%
The city's youth programs and activities
18.5%
Maintenance of boulevards & parkways
18.5%
Quality of facilities/picnic shelters/playgrounds
14.3%
Programs & activities at community centers
7.5%
City swimming pools and programs
6.7%
Quality of outdoor athletic fields
5.9%
Maintenance & appearance of community centers
4.3%
Quality of communication from Parks and Recreation
3.7%
Customer service from Parks/Recreation employees
2.4%
0.0%
10.0%
20.0%
30.0%
1st Choice
2nd Choice
Source: ETC Institute (2017-18)

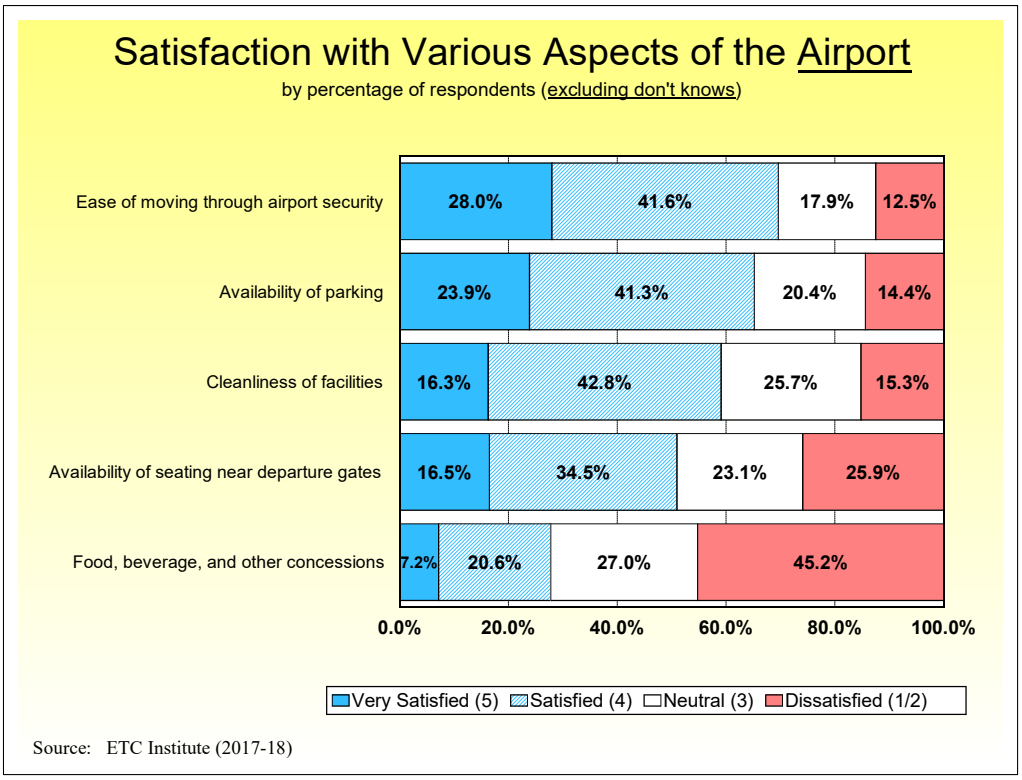


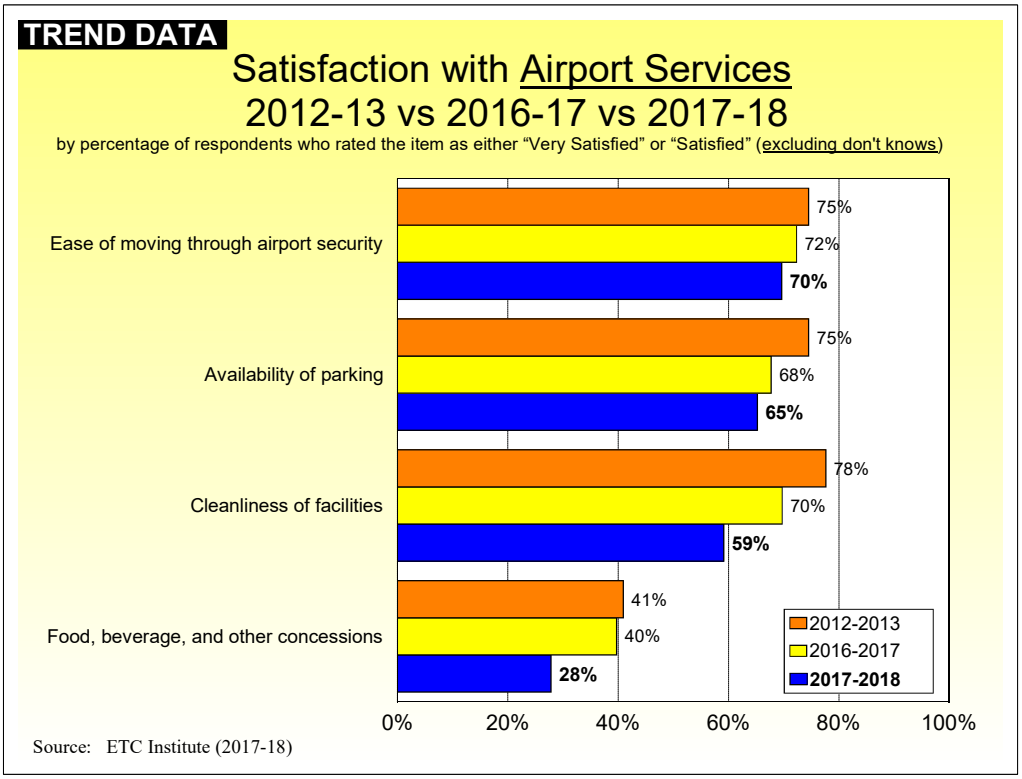
Source: ETC Institute (2017-18)

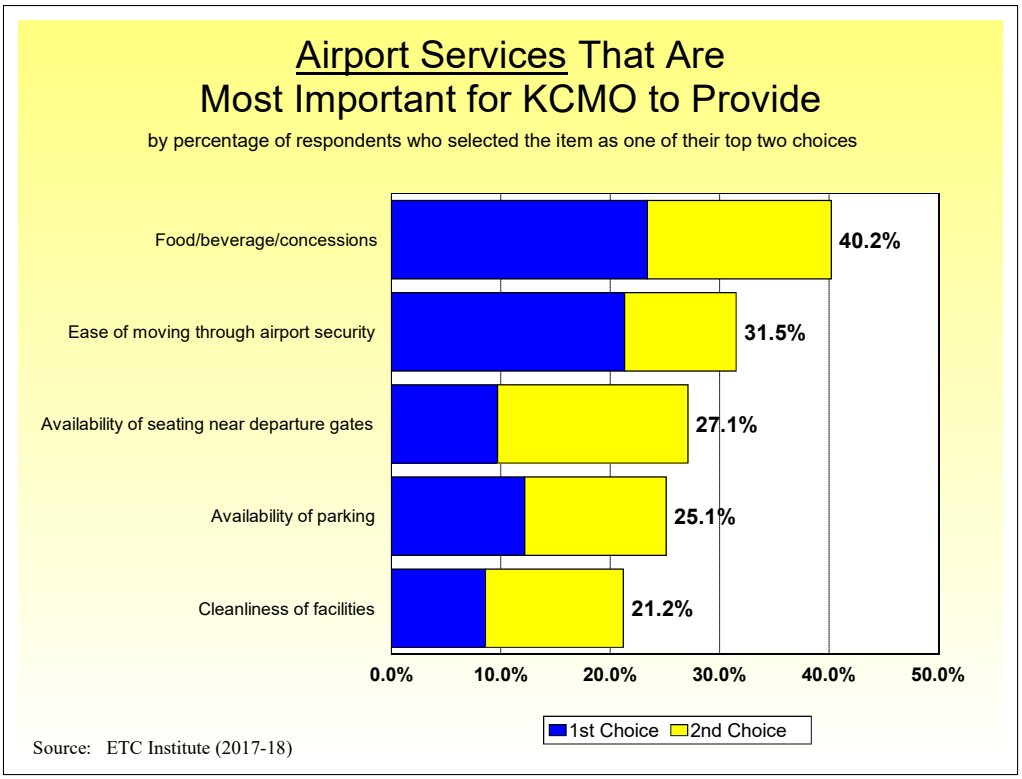


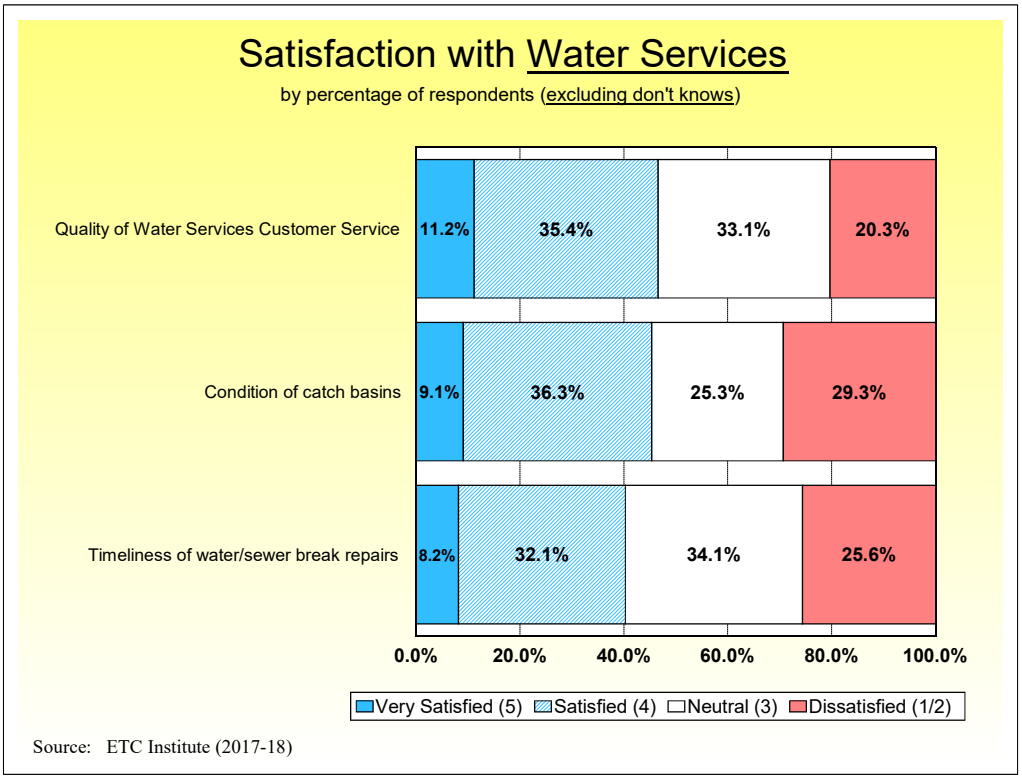
Source: ETC Institute (2017-18)

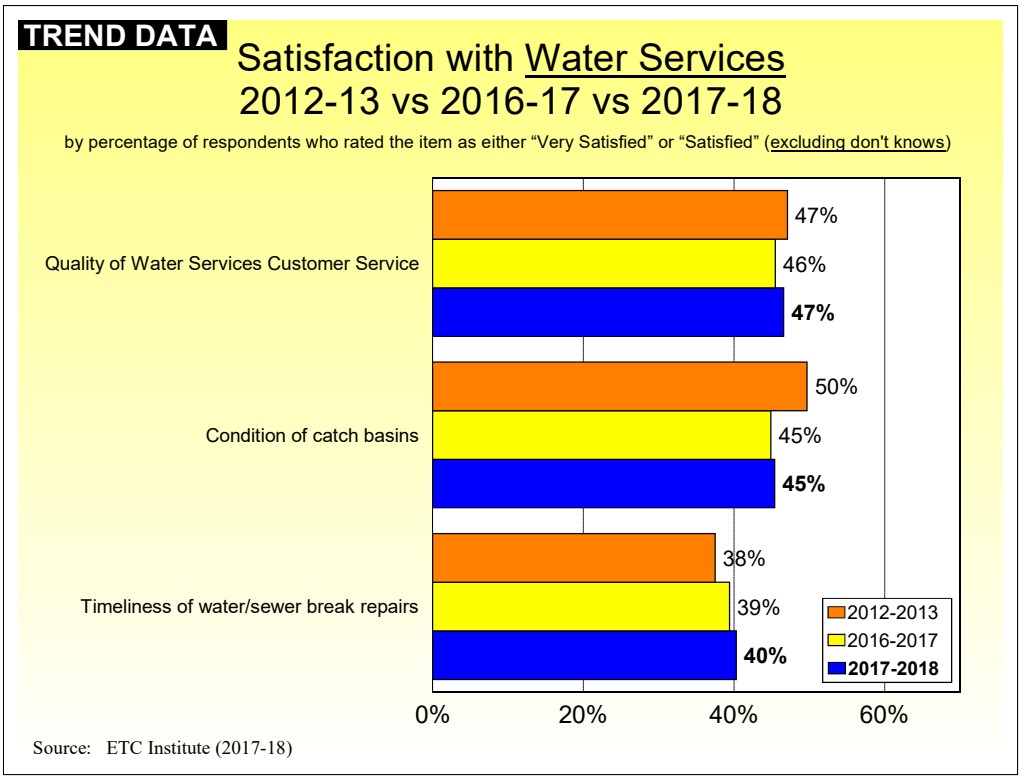

Solid Waste Services That Are
Most Important for KCMO to Provide
by percentage of respondents who selected the item as one of their top two choices
City efforts to clean-up illegal dumping sites
41.2%
Cleanliness of city streets & other public areas
40.3%
Quality of trash collection services
19.6%
Quality of curbside recycling services
18.5%
Quality of bulky item pick-up services
15.1%
Quality of leaf & brush pick-up services
12.5%
Quality of recycling drop-off centers
7.5%
Quality of leaf & brush drop-off centers
3.4%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
1st Choice
2nd Choice
Source: ETC Institute (2017-18)

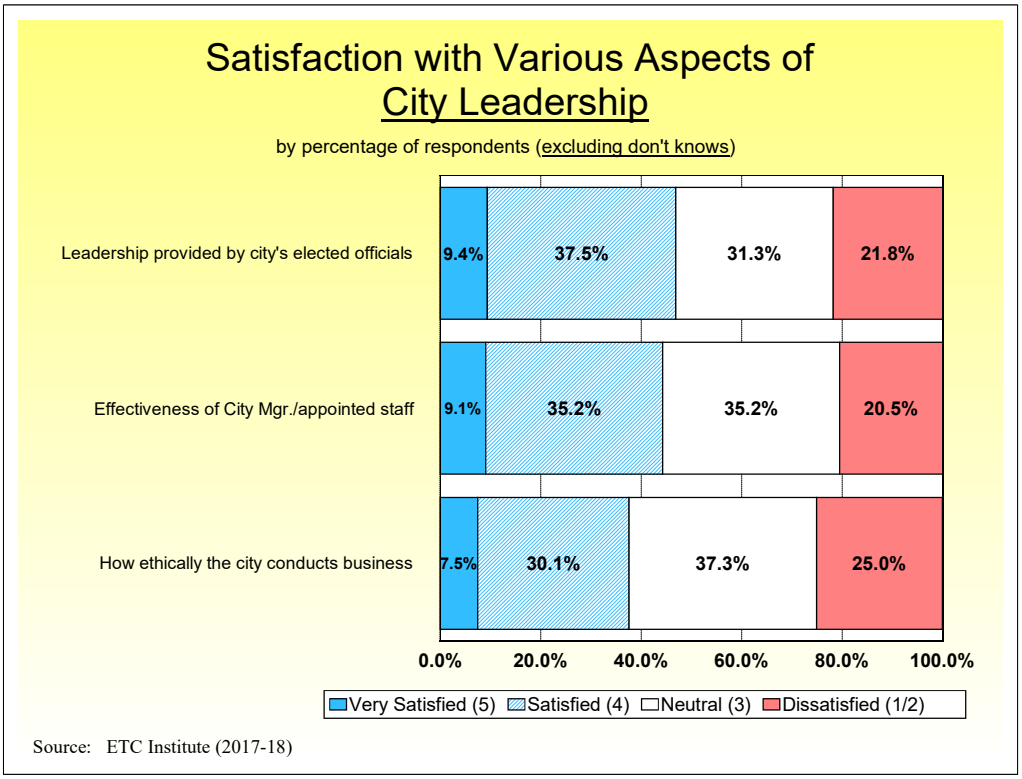

Satisfaction with Various Aspects of the Airport
by percentage of respondents (excluding don't knows)
Ease of moving through airport security
28.0%
41.6%
17.9%
12.5%
Availability of parking
23.9%
41.3%
20.4%
14.4%
Cleanliness of facilities
16.3%
42.8%
25.7%
15.3%
Availability of seating near departure gates
16.5%
34.5%
23.1%
25.9%
Food, beverage, and other concessions
7.2%
20.6%
27.0%
45.2%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)

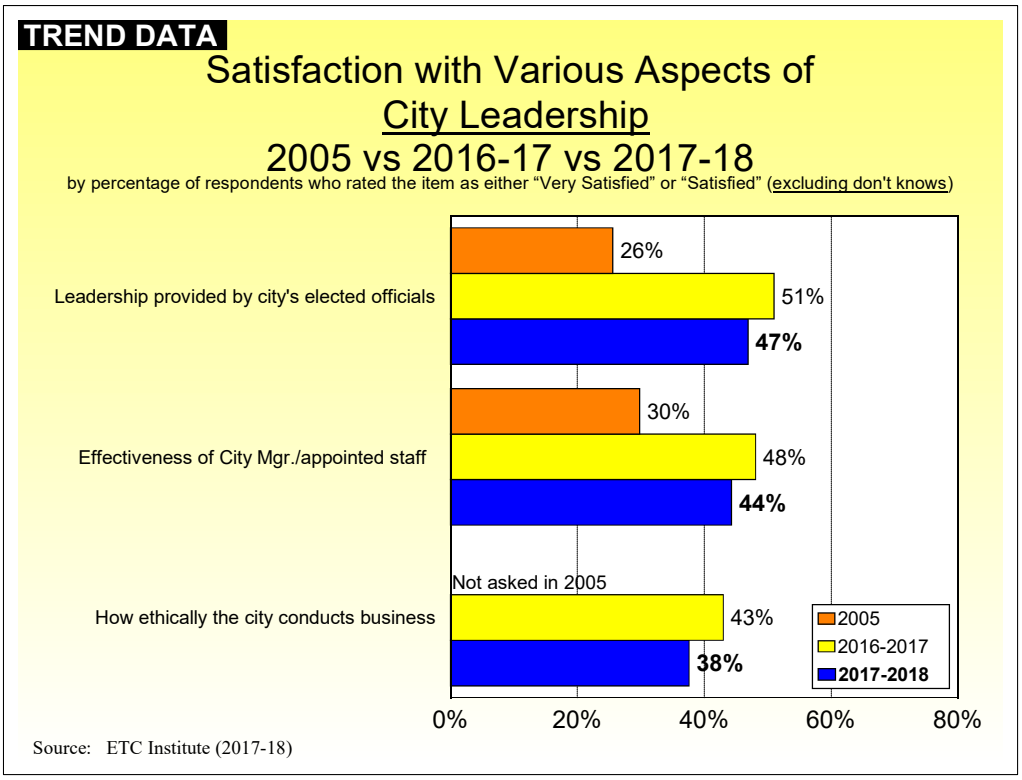

TREND DATA
Satisfaction with Airport Services
2012-13 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Ease of moving through airport security
75%
72%
70%
Availability of parking
75%
68%
65%
Cleanliness of facilities
78%
70%
59%
Food, beverage, and other concessions
41%
40%
28%
2012-2013
2016-2017
2017-2018
0%
20%
40%
60%
80%
100%
Source: ETC Institute (2017-18)

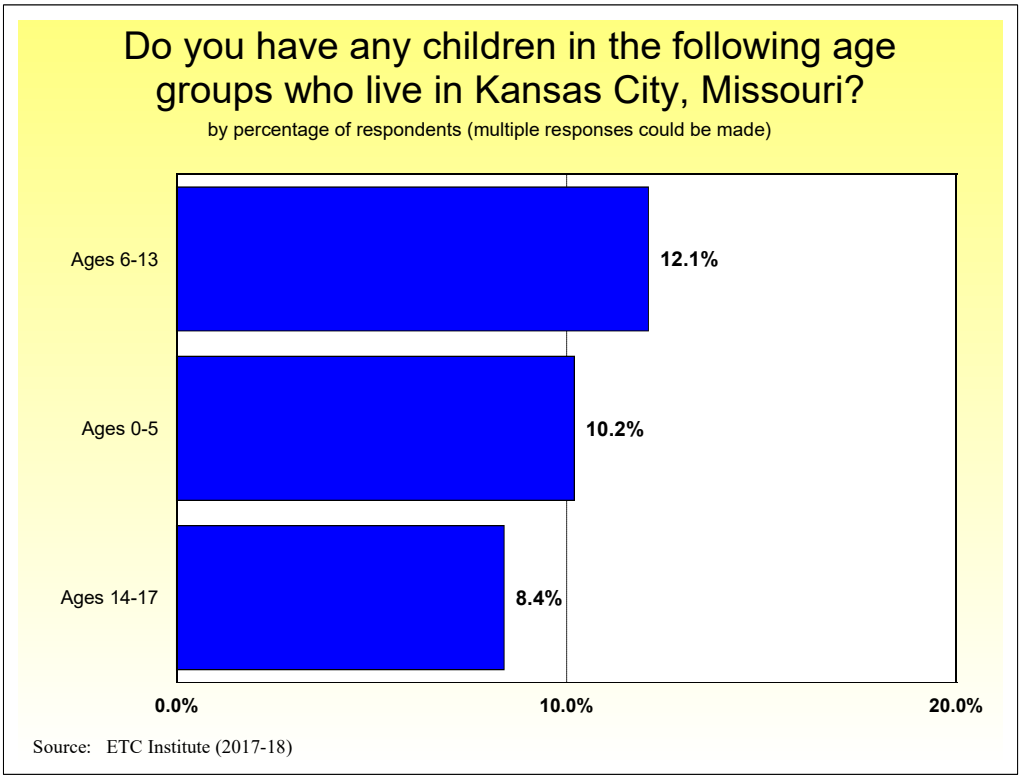

Airport Services That Are
Most Important for KCMO to Provide
by percentage of respondents who selected the item as one of their top two choices
Food/beverage/concessions
40.2%
Ease of moving through airport security
31.5%
Availability of seating near departure gates
27.1%
Availability of parking
25.1%
Cleanliness of facilities
21.2%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
1st Choice
2nd Choice
Source: ETC Institute (2017-18)

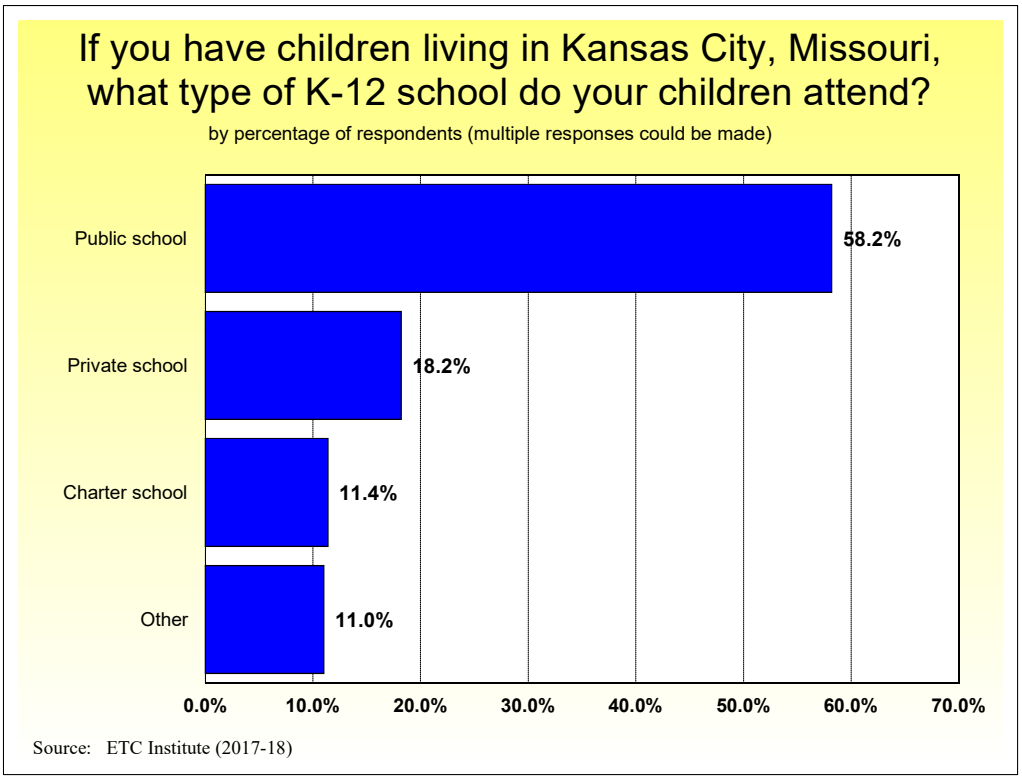

Satisfaction with Water Services
by percentage of respondents (excluding don't knows)
Quality of Water Services Customer Service
11.2%
35.4%
33.1%
20.3%
Condition of catch basins
9.1%
36.3%
25.3%
29.3%
Timeliness of water/sewer break repairs
8.2%
32.1%
34.1%
25.6%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)


TREND DATA
Satisfaction with Water Services
2012-13 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Quality of Water Services Customer Service
47%
46%
47%
Condition of catch basins
50%
45%
45%
Timeliness of water/sewer break repairs
38%
39%
40%
2012-2013
2016-2017
2017-2018
0%
20%
40%
60%
Source: ETC Institute (2017-18)


Satisfaction with Various Aspects of
City Leadership
by percentage of respondents (excluding don't knows)
Leadership provided by city's elected officials
9.4%
37.5%
31.3%
21.8%
Effectiveness of City Mgr./appointed staff
9.1%
35.2%
35.2%
20.5%
How ethically the city conducts business
7.5%
30.1%
37.3%
25.0%
0.0%
20.0%
40.0%
60.0%
80.0%
100.0%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2017-18)

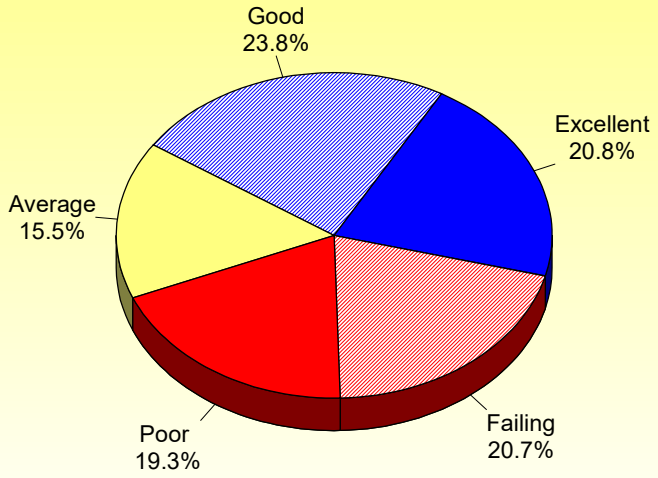

TREND DATA
Satisfaction with Various Aspects of
City Leadership
2005 vs 2016-17 vs 2017-18
by percentage of respondents who rated the item as either "Very Satisfied" or "Satisfied" (excluding don't knows)
Leadership provided by city's elected officials
26%
51%
47%
Effectiveness of City Mgr./appointed staff
30%
48%
44%
How ethically the city conducts business
Not asked in 2005
43%
38%
2005
2016-2017
2017-2018
0%
20%
40%
60%
80%
Source: ETC Institute (2017-18)


Do you have any children in the following age groups who live in Kansas City, Missouri?
by percentage of respondents (multiple responses could be made)
Ages 6-13
12.1%
Ages 0-5
10.2%
Ages 14-17
8.4%
0.0%
10.0%
20.0%
Source: ETC Institute (2017-18)


If you have children living in Kansas City, Missouri, what type of K-12 school do your children attend?
by percentage of respondents (multiple responses could be made)
Public school
58.2%
Private school
18.2%
Charter school
11.4%
Other
11.0%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
60.0%
70.0%
Source: ETC Institute (2017-18)

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

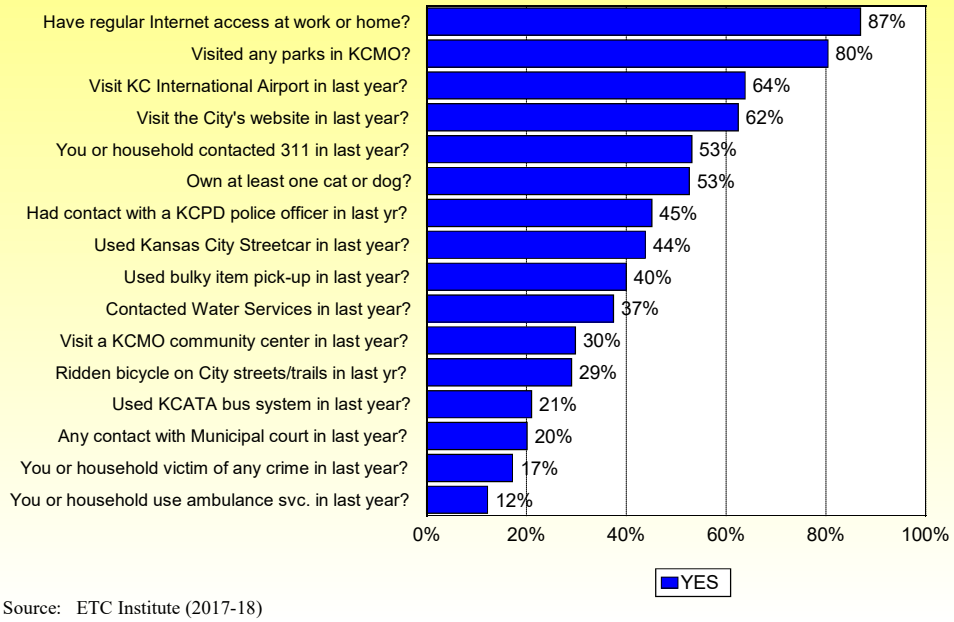
by percentage of respondents (excluding not provided)



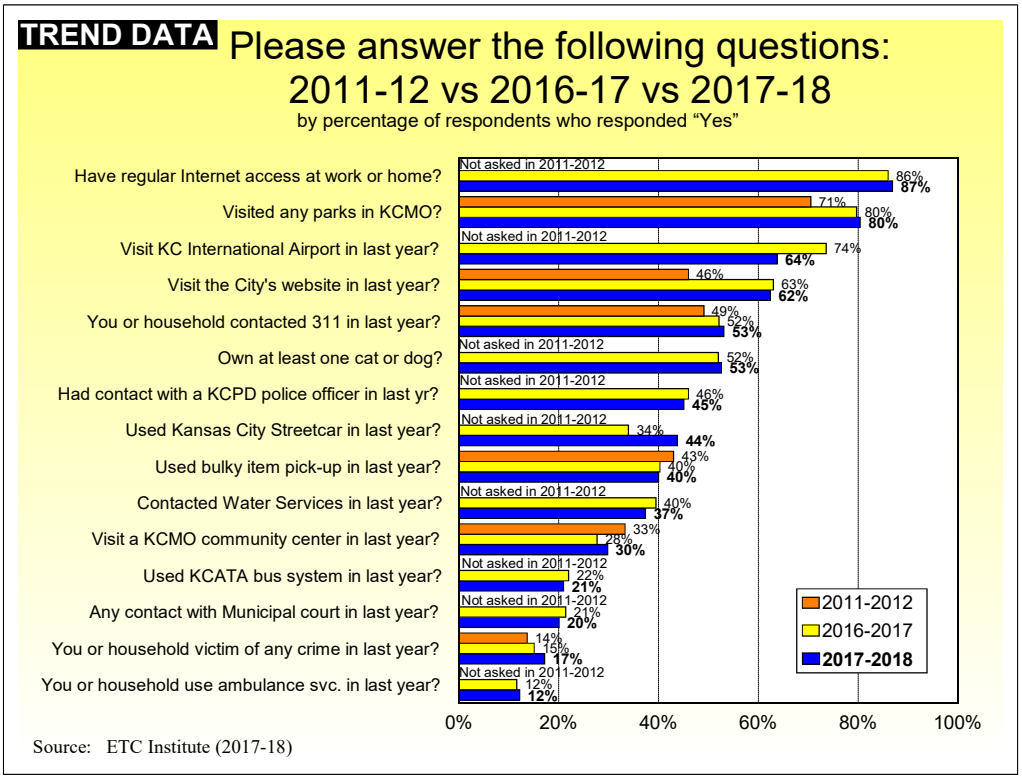
Source: ETC Institute (2017-18)

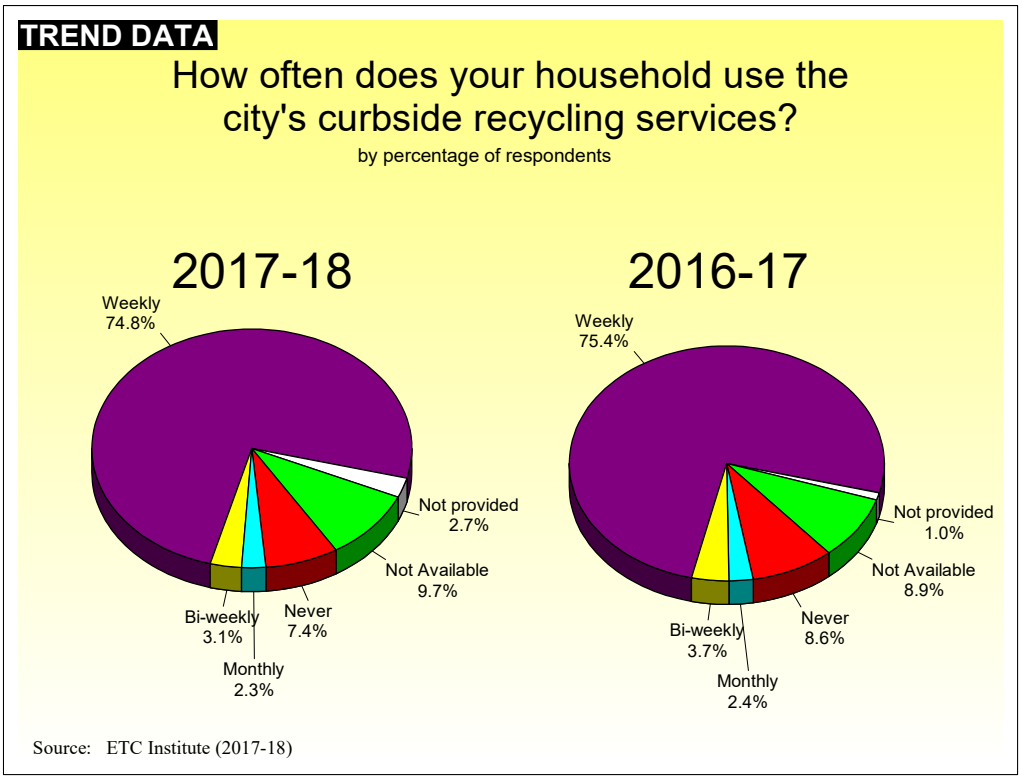
Please answer the following questions:

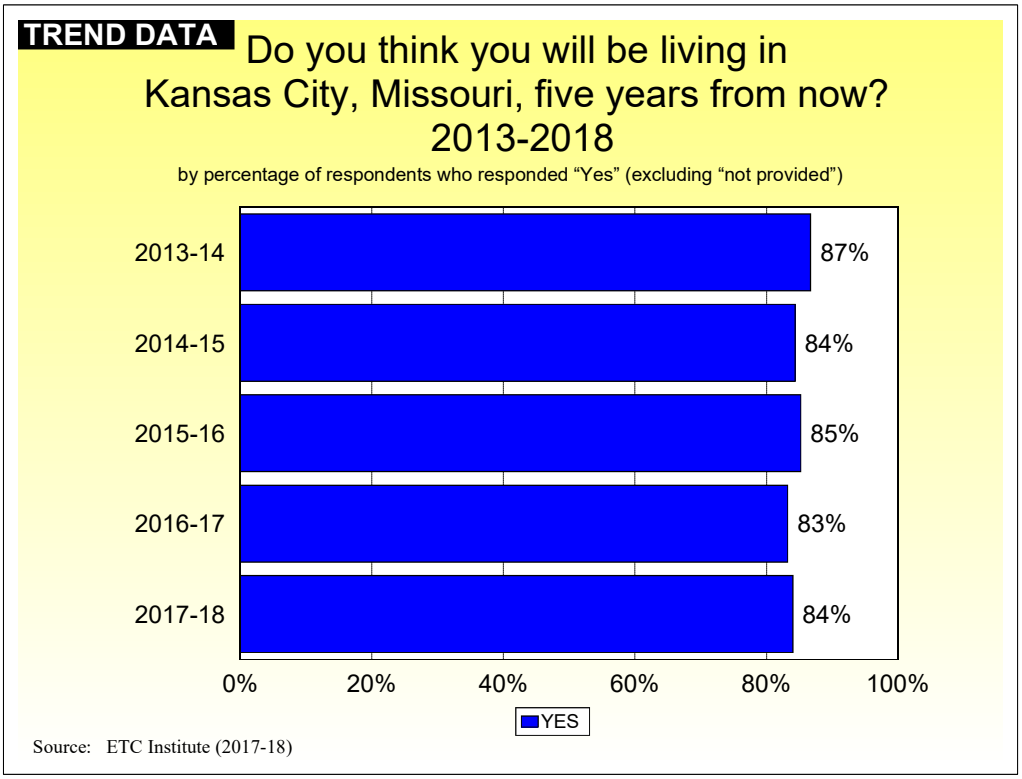
by percentage of respondents who responded "Yes" (excluding not provided)



Source: ETC Institute (2017-18)


TREND DATA
Please answer the following questions:
2011-12 vs 2016-17 vs 2017-18
by percentage of respondents who responded "Yes"
Have regular Internet access at work or home?
Visited any parks in KCMO?
Visit KC International Airport in last year?
Visit the City's website in last year?
You or household contacted 311 in last year?
Own at least one cat or dog?
Had contact with a KCPD police officer in last yr?
Used Kansas City Streetcar in last year?
Used bulky item pick-up in last year?
Contacted Water Services in last year?
Visit a KCMO community center in last year?
Used KCATA bus system in last year?
Any contact with Municipal court in last year?
You or household victim of any crime in last year?
You or household use ambulance svc. in last year?
Not asked in 2011-2012
86%
87%
71%
80%
80%
74%
64%
46%
63%
62%
49%
52%
53%
52%
53%
46%
45%
34%
44%
43%
40%
40%
40%
37%
33%
28%
30%
22%
21%
21%
20%
14%
15%
17%
12%
12%
2011-2012
2016-2017
2017-2018
0%
20%
40%
60%
80%
100%
Source: ETC Institute (2017-18)


TREND DATA
How often does your household use the
city's curbside recycling services?
by percentage of respondents
2017-18
Weekly
74.8%
Not provided
2.7%
Not Available
9.7%
Never
7.4%
Bi-weekly
3.1%
Monthly
2.3%
2016-17
Weekly
75.4%
Not provided
1.0%
Not Available
8.9%
Never
8.6%
Bi-weekly
3.7%
Monthly
2.4%
Source: ETC Institute (2017-18)


TREND DATA
Do you think you will be living in
Kansas City, Missouri, five years from now?
2013-2018
by percentage of respondents who responded "Yes" (excluding "not provided")
2013-14
87%
2014-15
84%
2015-16
85%
2016-17
83%
2017-18
84%
0%
20%
40%
60%
80%
100%
YES
Source: ETC Institute (2017-18)

Section 2:
Importance-Satisfaction Matrix Analysis

Importance-Satisfaction Analysis
Kansas City, Missouri

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they felt were most important for the City to provide. Fifty-eight percent (58%) of residents selected "*maintenance of streets, sidewalks & infrastructure*" as the most important city service for the City to provide.

With regard to satisfaction, 22.8% of those surveyed rated *"maintenance of streets, sidewalks & infrastructure* as a "4" or a "5" on a 5-point scale excluding "don't know" responses. The I-S rating for *"maintenance of streets, sidewalks & infrastructure"* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 58% was multiplied by 77.2% (1-0.228). This calculation yielded an I-S rating of 0.4478, which was first out of the fifteen major categories of city services that were assessed.

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

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

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

Interpreting the Ratings

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

- *Definitely Increase Emphasis (IS>=0.20)*
- *Increase Current Emphasis (0.10<=IS<0.20)*
- *Maintain Current Emphasis (IS<0.10)*

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

Importance-Satisfaction Rating
Kansas City, MO
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of streets, sidewalks & infrastructure	58.0%	**1**	22.8%	**15**	0.4478	**1**
High Priority (IS .10-.20)						
Quality of police services	35.0%	**2**	60.0%	**4**	0.1400	**2**
Quality of public transportation	18.6%	**3**	40.7%	**11**	0.1103	**3**
Quality of neighborhood services	18.0%	**5**	40.6%	**12**	0.1069	**4**
Medium Priority (IS <.10)						
Quality of city's stormwater runoff/mgmt system	14.7%	**6**	34.2%	**14**	0.0967	**5**
Quality of airport facilities	18.5%	**4**	52.6%	**6**	0.0877	**6**
Quality of City water utilities	14.5%	**7**	50.9%	**8**	0.0712	**7**
Effectiveness of city communication with public	7.8%	**11**	41.5%	**10**	0.0456	**8**
Quality of solid waste services	10.7%	**9**	60.7%	**3**	0.0421	**9**
City parks & recreation programs/facilities	9.1%	**10**	62.3%	**2**	0.0343	**10**
Quality of fire & ambulance services	13.6%	**8**	74.9%	**1**	0.0341	**11**
Quality of customer service from city employees	4.9%	**12**	47.5%	**9**	0.0257	**12**
Quality of Health Department services	3.9%	**13**	51.7%	**7**	0.0188	**13**
Quality of the city's 311 service	2.9%	**14**	59.0%	**5**	0.0119	**14**
Quality of municipal court services	1.8%	**15**	39.2%	**13**	0.0109	**15**

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating
Kansas City, MO
Police Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
The city's overall efforts to prevent crime	53.8%	**1**	32.6%	**6**	0.3626	**1**
The visibility of police in neighborhoods	42.2%	**2**	39.6%	**5**	0.2549	**2**
High Priority (IS .10-.20)						
How quickly police respond to emergencies	32.6%	**3**	44.1%	**4**	0.1822	**3**
Effectiveness of local police protection	31.1%	**4**	55.4%	**1**	0.1387	**4**
Medium Priority (IS <.10)						
Enforcement of local traffic laws	9.7%	**5**	47.6%	**2**	0.0508	**5**
Parking enforcement services	4.3%	**6**	44.2%	**3**	0.0240	**6**

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

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

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

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

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
None						
High Priority (IS .10-.20)						
How quickly emergency medical personnel respond	42.0%	**1**	74.1%	**4**	0.1088	**1**
Medium Priority (IS <.10)						
How quickly fire & rescue respond to emergencies	41.0%	**2**	77.1%	**2**	0.0939	**2**
Quality of local emergency medical service	27.2%	**4**	75.2%	**3**	0.0675	**3**
Overall quality of local fire protection & rescue	29.1%	**3**	80.4%	**1**	0.0570	**4**

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

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

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

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

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of city streets	48.0%	**1**	21.6%	**9**	0.3763	**1**
High Priority (IS .10-.20)						
Condition of sidewalks in the city	21.5%	**3**	20.0%	**10**	0.1720	**2**
Maintenance of streets in your neighborhood	23.8%	**2**	33.4%	**6**	0.1585	**3**
Condition of sidewalks in your neighborhood	19.1%	**5**	30.6%	**7**	0.1326	**4**
Snow removal on residential streets past 12 months	19.5%	**4**	38.3%	**4**	0.1203	**5**
Medium Priority (IS <.10)						
On-street bicycle infrastructure	11.8%	**6**	26.0%	**8**	0.0873	**6**
Access to streets/sidewalks/bdgs for people w/disabilities	10.7%	**7**	37.0%	**5**	0.0674	**7**
Adequacy of city street lighting	8.7%	**8**	57.1%	**3**	0.0373	**8**
Snow removal on major city streets past 12 months	7.9%	**9**	58.2%	**1**	0.0330	**9**
Maintenance of street signs & traffic signals	4.8%	**10**	57.1%	**2**	0.0206	**10**

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

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

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

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Importance-Satisfaction Rating
Kansas City, MO
Neighborhood Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Clean-up of trash/debris on private property	36.5%	**1**	26.3%	**5**	0.2690	**1**
Demolishing vacant structures in dangerous building inventory	32.1%	**2**	18.0%	**9**	0.2632	**2**
High Priority (IS .10-.20)						
Mowing & cutting of weeds on private property	20.0%	**3**	25.1%	**6**	0.1498	**3**
Exterior maintenance of residential property	18.3%	**4**	24.3%	**7**	0.1385	**4**
Boarding up vacant structures open to entry	13.9%	**6**	23.4%	**8**	0.1065	**5**
Medium Priority (IS <.10)						
Enforcing trash/weeds/ext. maint. in neighborhood	15.3%	**5**	38.3%	**2**	0.0944	**6**
Animal shelter operations & adoption efforts	12.5%	**7**	50.6%	**1**	0.0618	**7**
Enforcement of animal code	7.2%	**8**	36.9%	**4**	0.0454	**8**
Customer service from animal control officers	3.4%	**9**	37.2%	**3**	0.0214	**9**

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

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

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

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Importance-Satisfaction Rating

Kansas City, MO

Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Opportunity to engage/provide input into decisions	36.2%	**2**	28.8%	**6**	0.2577	**1**
Availability of info about city programs/services	47.4%	**1**	46.5%	**2**	0.2536	**2**
High Priority (IS .10-.20)						
Overall usefulness of the city's website	25.6%	**3**	48.5%	**1**	0.1318	**3**
Medium Priority (IS <.10)						
City's use of social media	15.6%	**4**	39.2%	**3**	0.0948	**4**
Quality of city video programming/web streaming	6.8%	**5**	35.3%	**5**	0.0440	**5**
Content in the City's magazine, KCMore	5.6%	**6**	38.4%	**4**	0.0345	**6**

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

Most Important %:

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

Satisfaction %:

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

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

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
None						
High Priority (IS .10-.20)						
Tree trimming & other tree care along city streets and other public areas	25.3%	**1**	40.7%	**9**	0.1500	**1**
The city's youth programs and activities	18.5%	**5**	34.2%	**12**	0.1217	**2**
Medium Priority (IS <.10)						
Walking and biking trails in the city	19.7%	**3**	51.5%	**5**	0.0955	**3**
Maintenance of boulevards & parkways	18.5%	**4**	59.2%	**4**	0.0755	**4**
Maintenance of city parks	24.0%	**2**	69.8%	**1**	0.0725	**5**
Quality of facilities/picnic shelters/playgrounds	14.3%	**6**	61.9%	**2**	0.0545	**6**
City swimming pools and programs	6.7%	**8**	35.6%	**11**	0.0431	**7**
Programs & activities at community centers	7.5%	**7**	45.4%	**8**	0.0410	**8**
Quality of outdoor athletic fields	5.9%	**9**	60.1%	**3**	0.0235	**9**
Quality of communication from Parks and Recreation	3.7%	**11**	39.1%	**10**	0.0225	**10**
Maintenance & appearance of community centers	4.3%	**10**	48.9%	**6**	0.0220	**11**
Customer service from Parks/Recreation employees	2.4%	**12**	45.4%	**7**	0.0131	**12**

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

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

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

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Importance-Satisfaction Rating
Kansas City, MO
Solid Waste Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
City efforts to clean-up illegal dumping sites	41.2%	**1**	23.8%	**8**	0.3139	**1**
Cleanliness of city streets & other public areas	40.3%	**2**	37.8%	**7**	0.2507	**2**
High Priority (IS .10-.20)						
None						
Medium Priority (IS <.10)						
Quality of bulky item pick-up services	15.1%	**5**	52.8%	**5**	0.0713	**3**
Quality of curbside recycling services	18.5%	**4**	66.7%	**2**	0.0616	**4**
Quality of leaf & brush pick-up services	12.5%	**6**	51.3%	**6**	0.0609	**5**
Quality of trash collection services	19.6%	**3**	71.6%	**1**	0.0557	**6**
Quality of recycling drop-off centers	7.5%	**7**	54.7%	**3**	0.0340	**7**
Quality of leaf & brush drop-off centers	3.4%	**8**	53.3%	**4**	0.0159	**8**

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating
Kansas City, MO
Airport

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Food, beverage, and other concessions	40.2%	**1**	27.8%	**5**	0.2902	**1**
High Priority (IS .10-.20)						
Availability of seating near departure gates	27.1%	**3**	51.0%	**4**	0.1328	**2**
Medium Priority (IS <.10)						
Ease of moving through airport security	31.5%	**2**	69.6%	**1**	0.0958	**3**
Availability of parking	25.1%	**4**	65.2%	**2**	0.0873	**4**
Cleanliness of facilities	21.2%	**5**	59.1%	**3**	0.0867	**5**

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

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

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

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Importance-Satisfaction Matrix Analysis

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

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

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

- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.

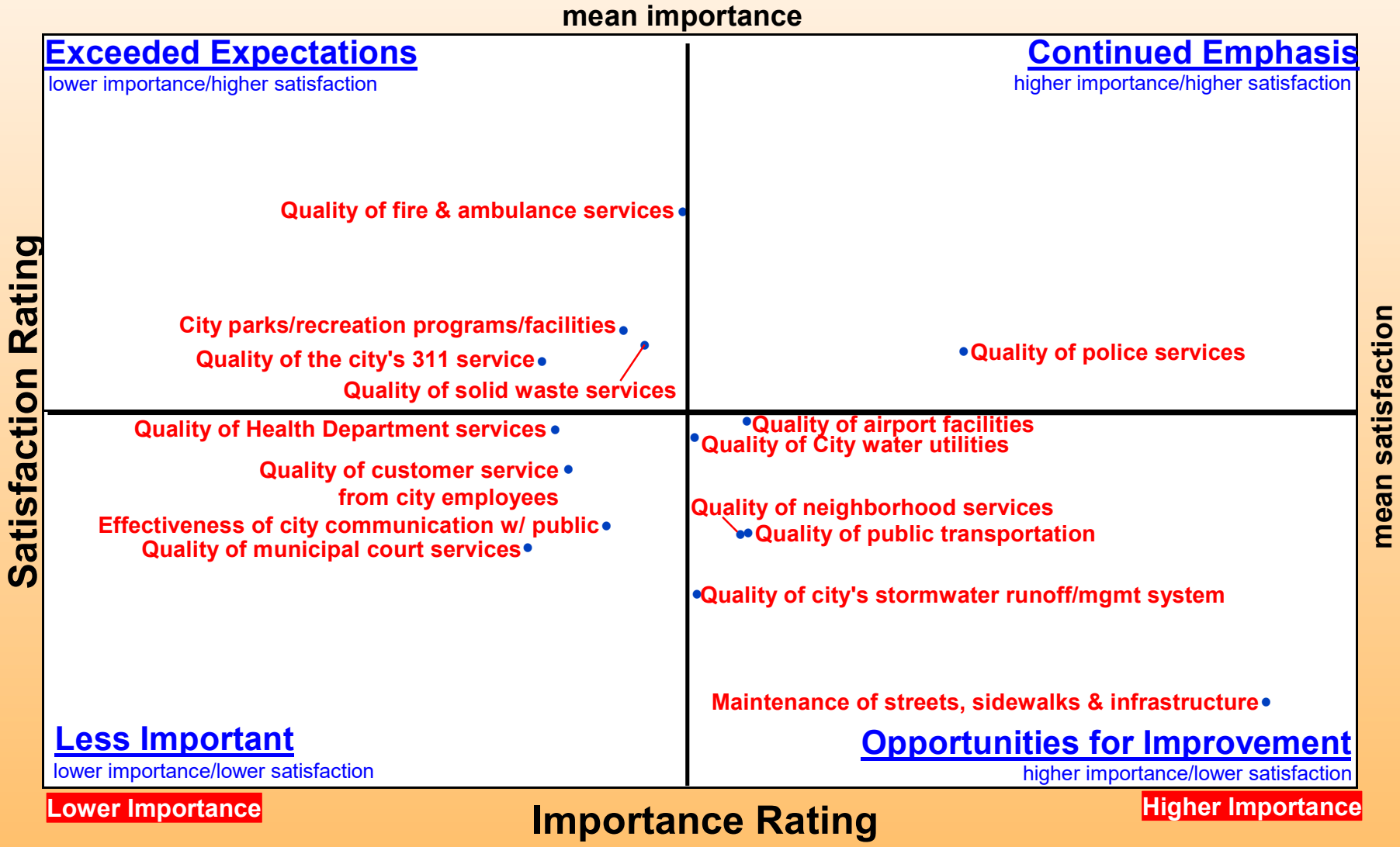
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.

- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

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

2018 KCMO DirectionFinder
Importance-Satisfaction Assessment Matrix
-Overall-

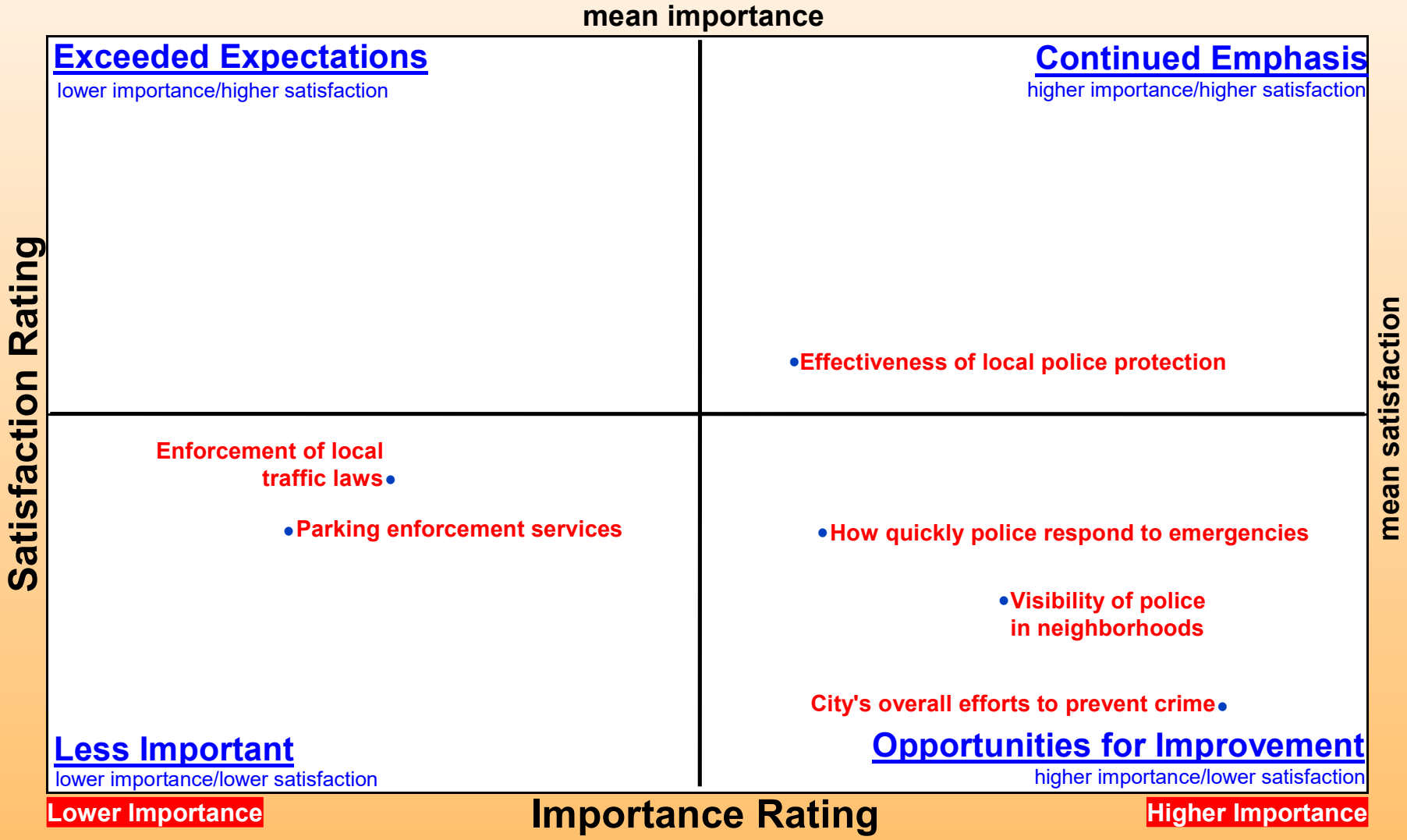
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

2018 KCMO DirectionFinder
Importance-Satisfaction Assessment Matrix
-Police Services-

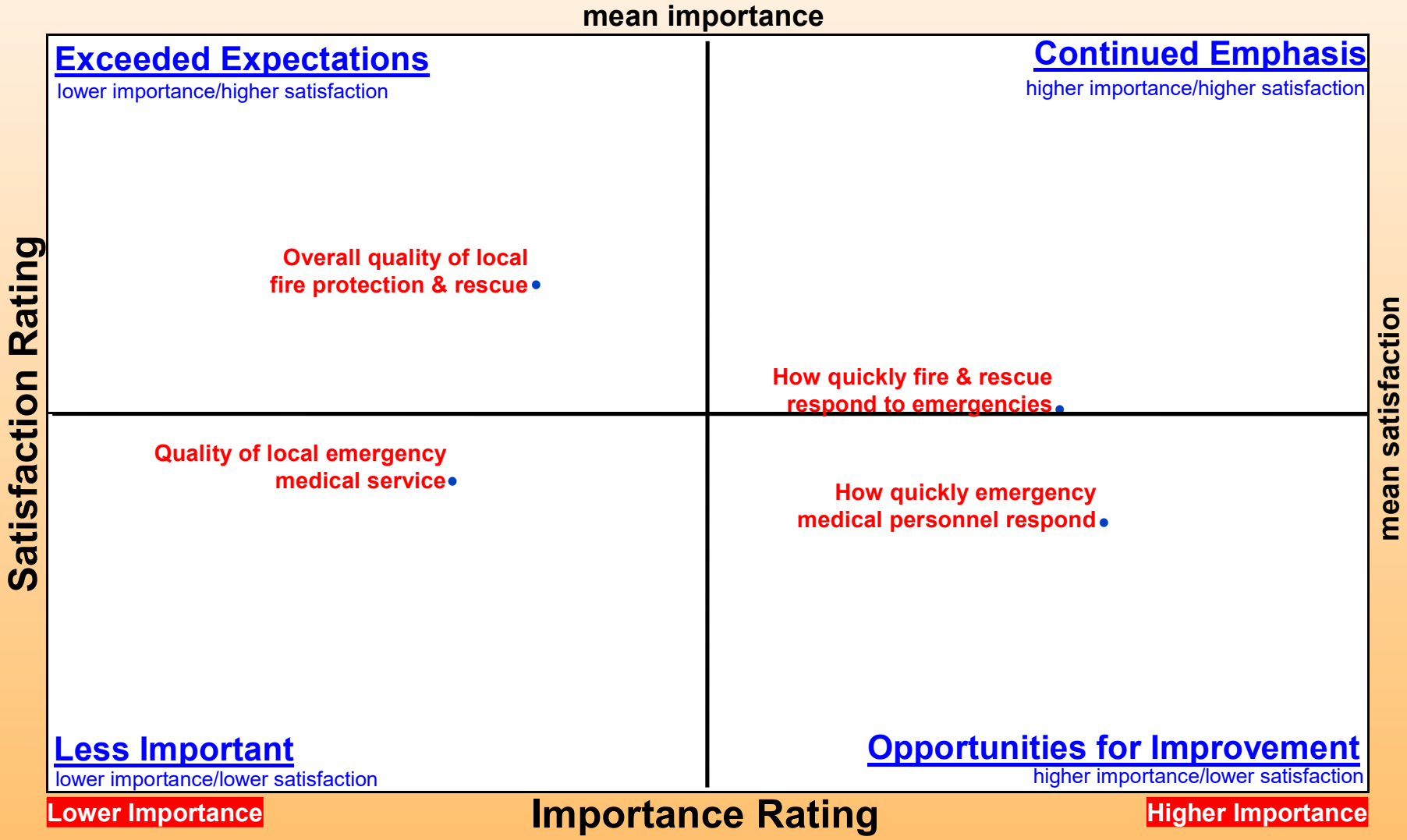
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

2018 KCMO DirectionFinder
Importance-Satisfaction Assessment Matrix
-Fire and Emergency Medical Services-

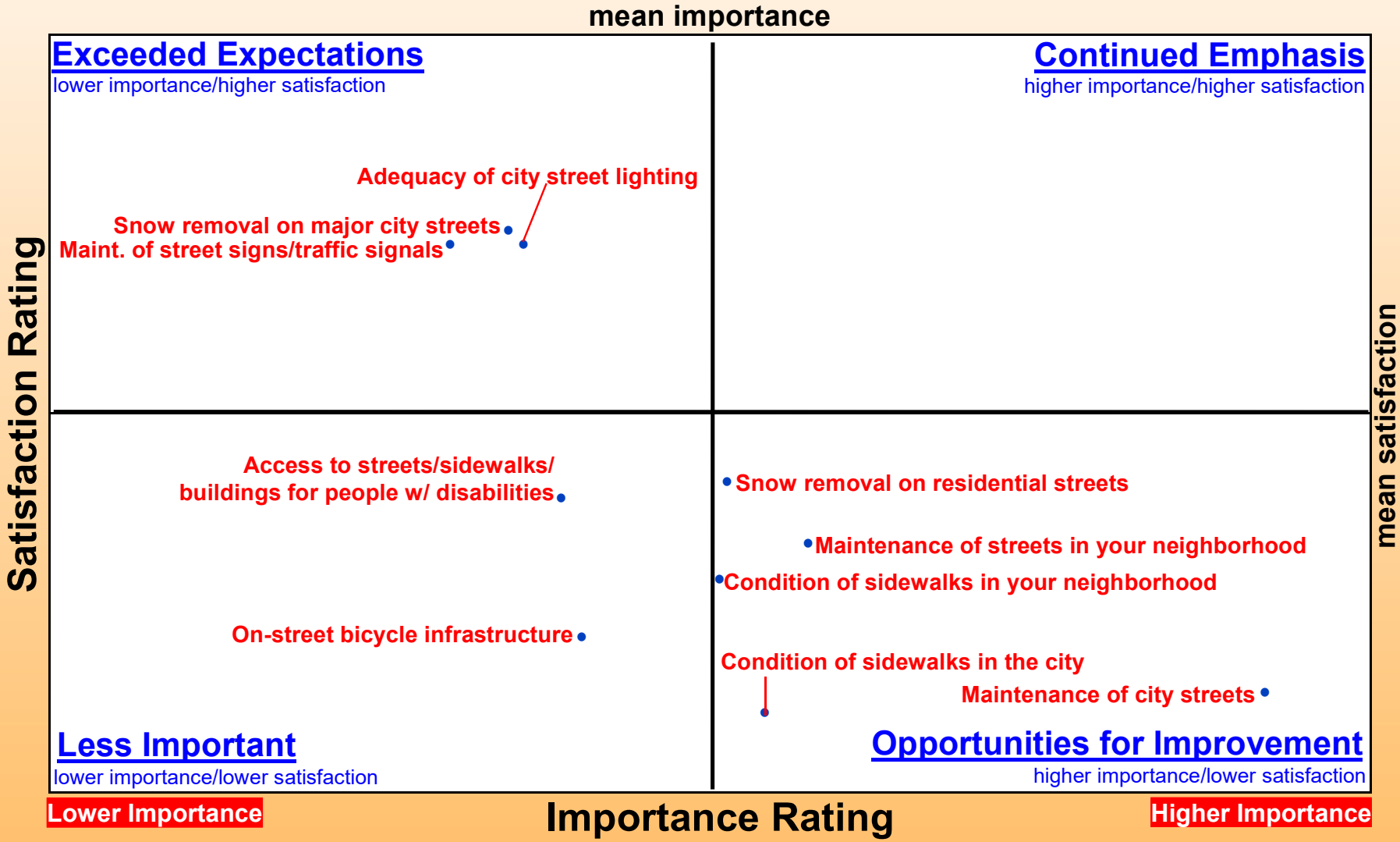
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

2018 KCMO DirectionFinder
Importance-Satisfaction Assessment Matrix
-City Streets, Sidewalks and Infrastructure-

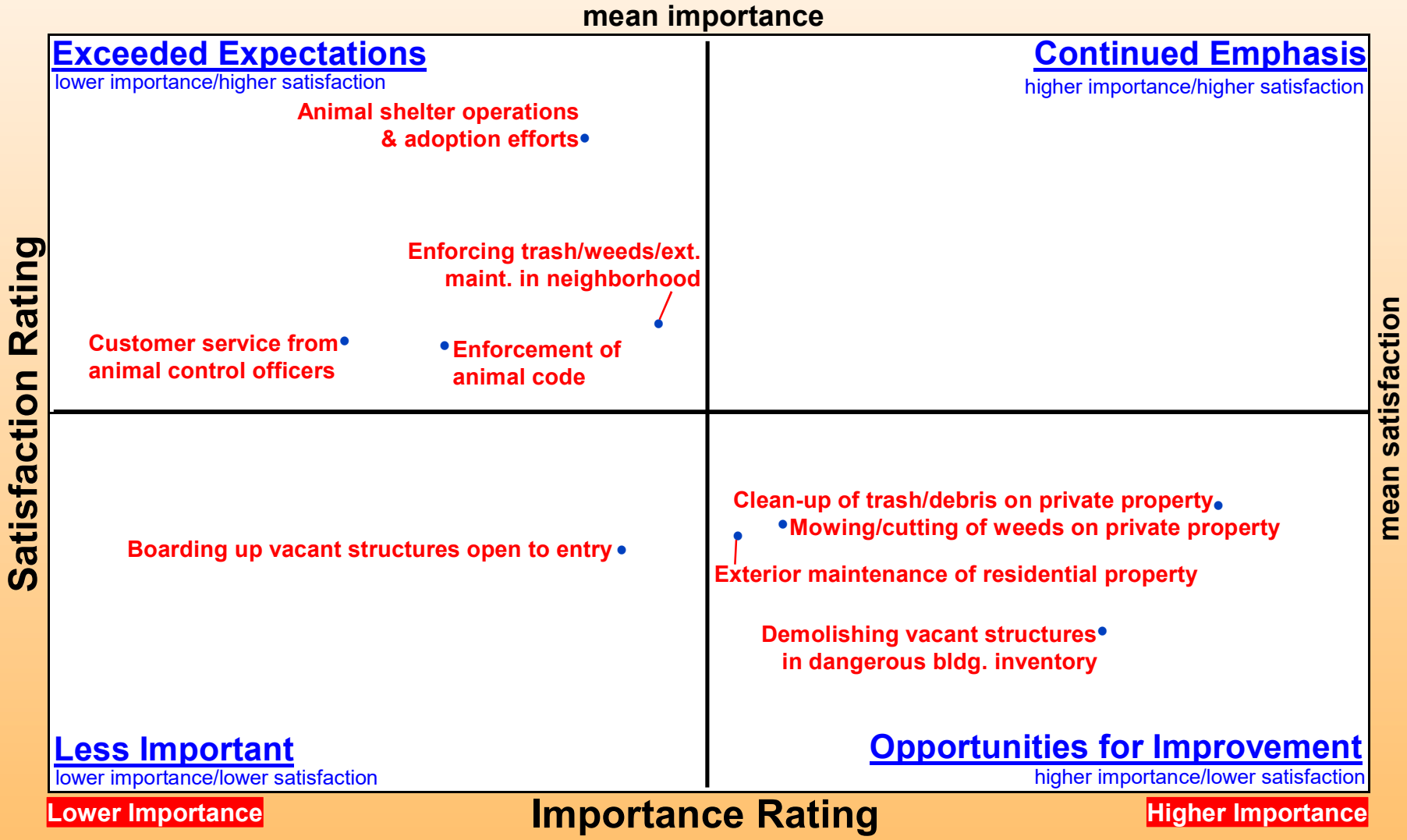
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

2018 KCMO DirectionFinder
Importance-Satisfaction Assessment Matrix
-Neighborhood Services-

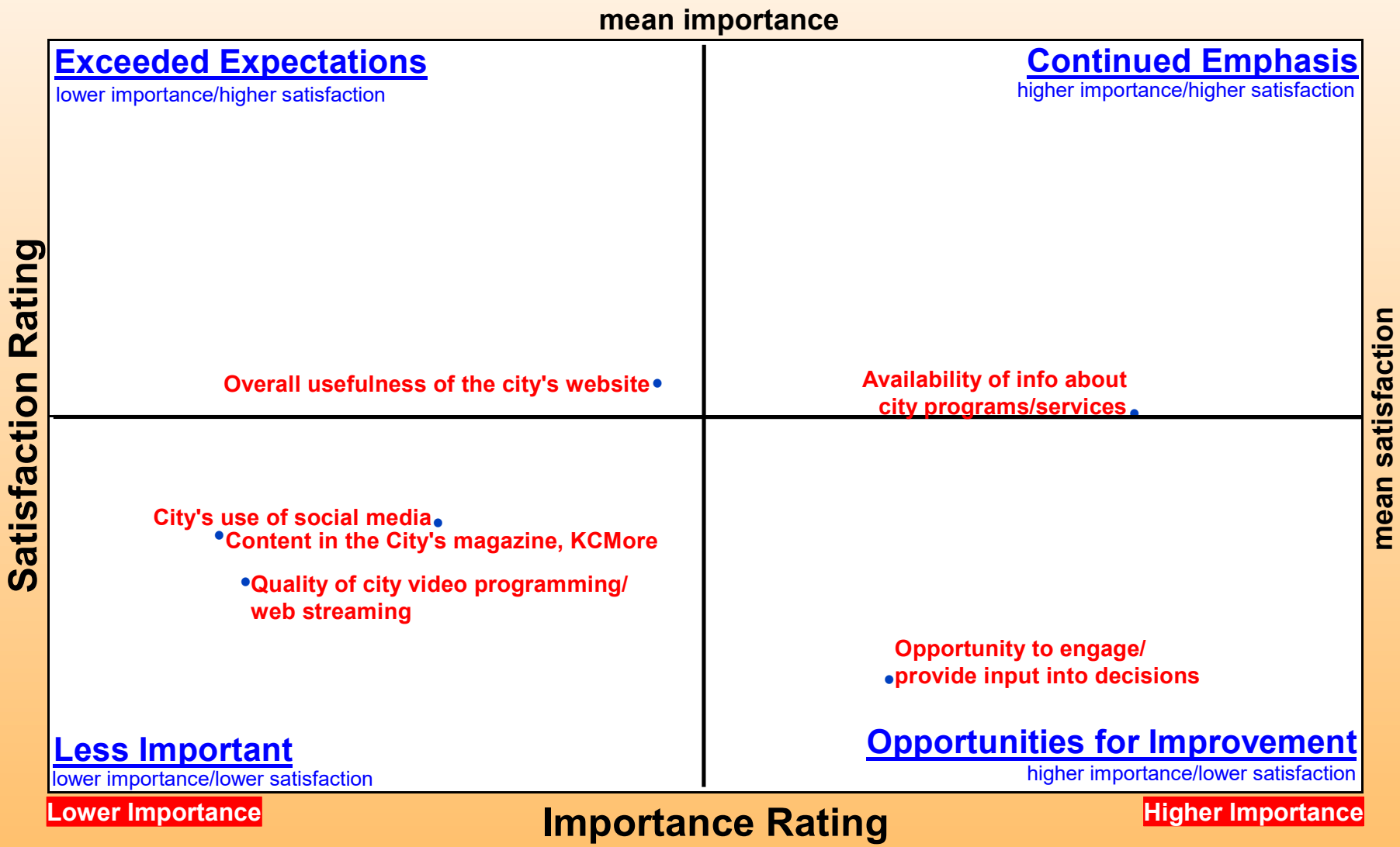
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

2018 KCMO DirectionFinder
Importance-Satisfaction Assessment Matrix
-Communication-

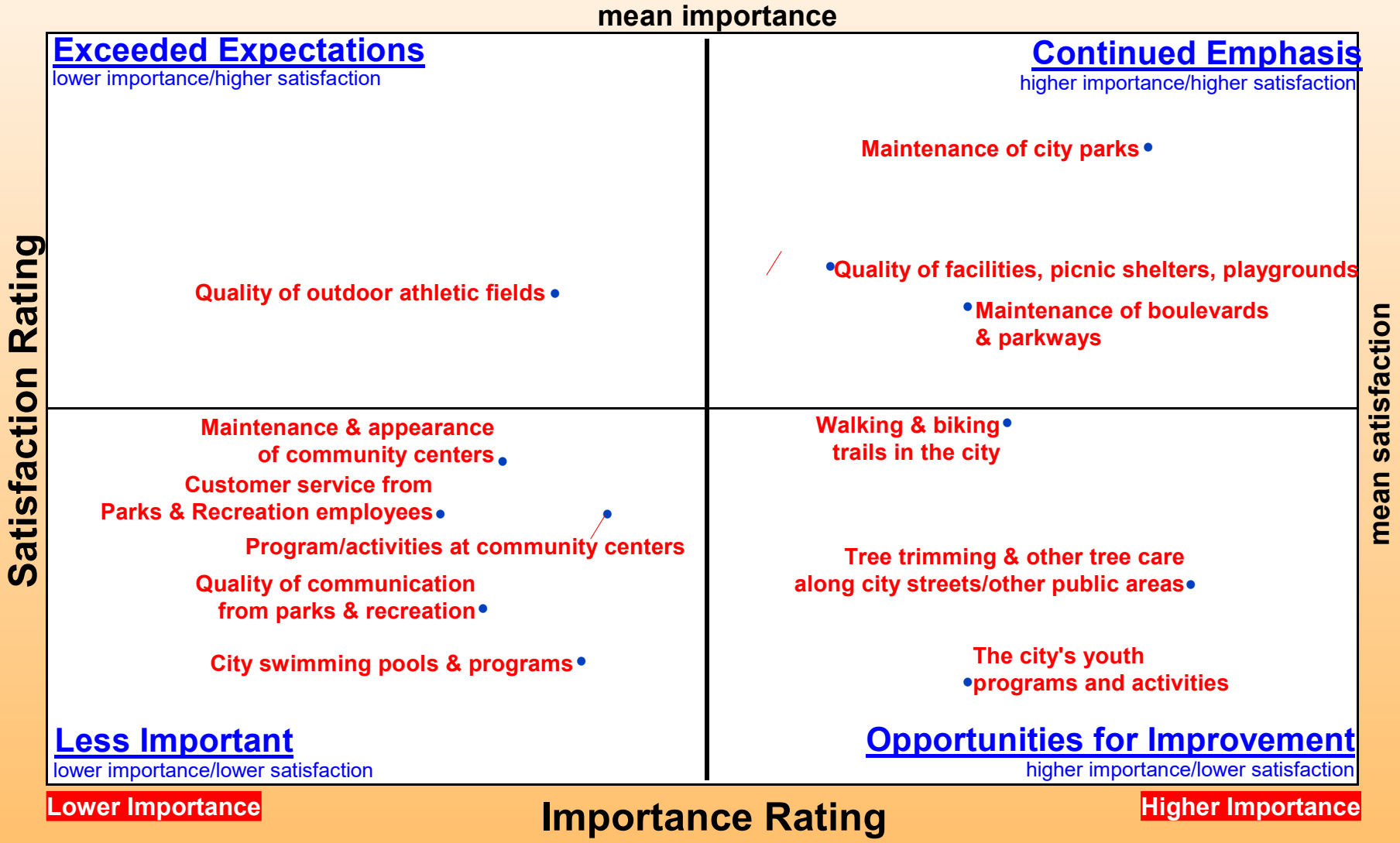
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

2018 KCMO DirectionFinder
Importance-Satisfaction Assessment Matrix
-Parks and Recreation-

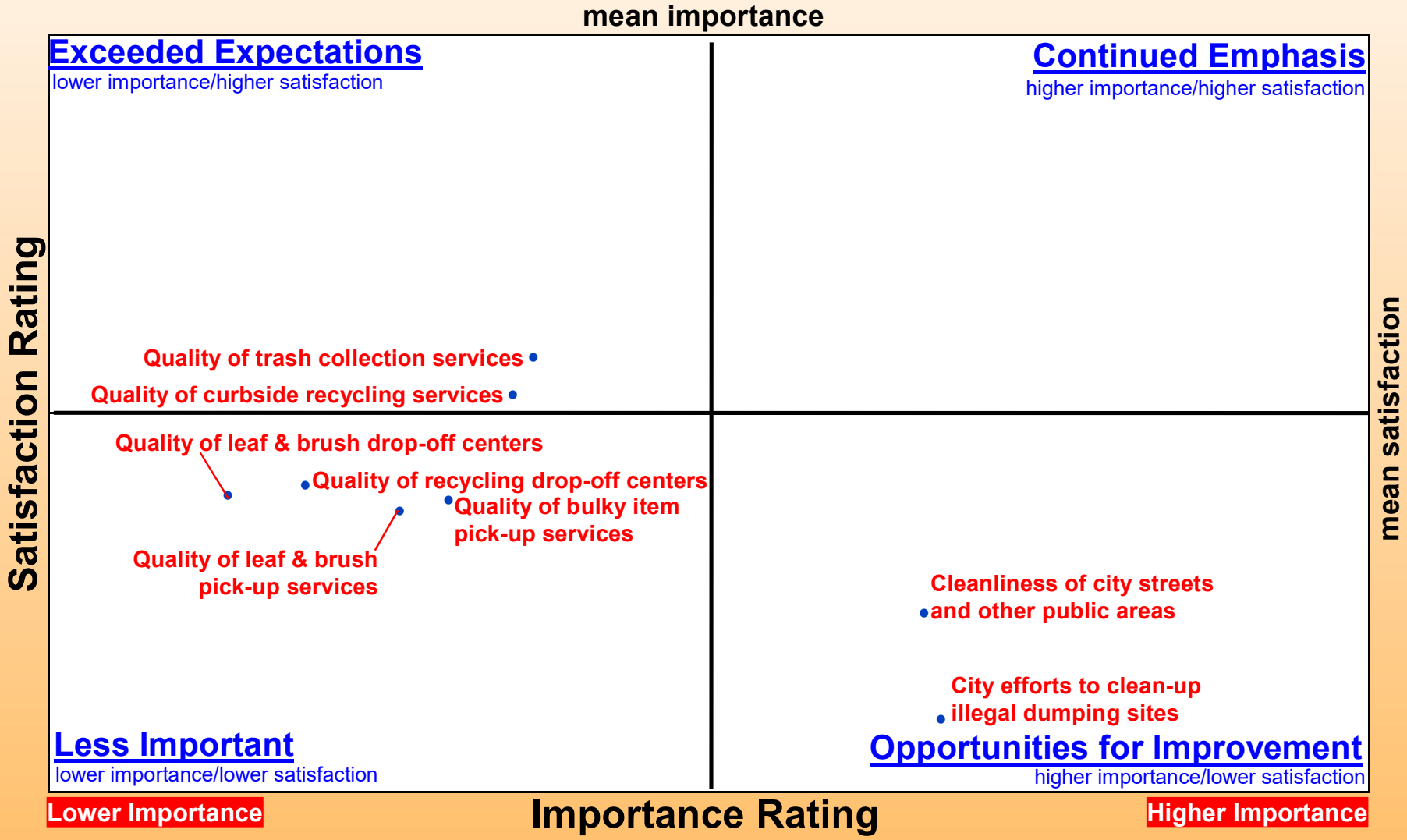
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

2018 KCMO DirectionFinder
Importance-Satisfaction Assessment Matrix
-Solid Waste Services-

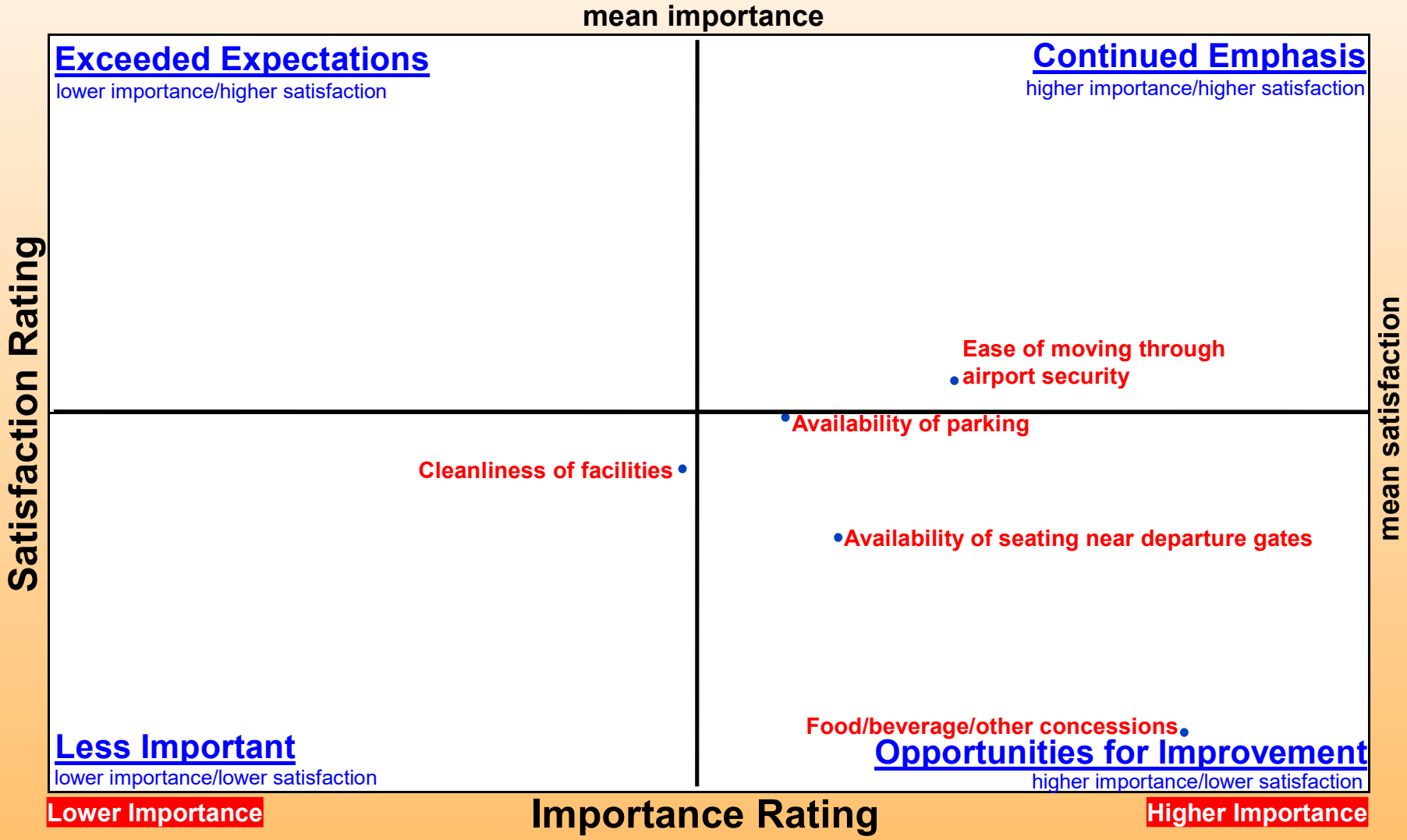
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2018)

2018 KCMO DirectionFinder
Importance-Satisfaction Assessment Matrix
-Airport-

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



Source: ETC Institute (2018)

Section 3:

Benchmarking Data

DirectionFinder® Survey

Year 2017-18 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from the following sources: (1) a national survey that was administered by ETC Institute during the summer of 2016 to a random sample more than 500 residents in the continental United States living in cities with a population of 250,000 or more, (2) a regional survey that was administered by ETC Institute during the summer of 2016 to a random sample of nearly 400 residents living in Kansas and Missouri, (3) the results from individual central U.S. cities where the DirectionFinder® Survey has been conducted over the past two years were used as the basis for developing some selected head-to-head comparisons and (4) surveys that have been administered by ETC Institute in 28 communities in the Kansas and Missouri Region. Some of the Kansas and Missouri communities represented in this report include:

- Branson, Missouri
- Clayton, Missouri
- Columbia, Missouri
- Des Peres, Missouri
- Gladstone, Missouri
- Independence, Missouri
- Jackson, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Kirkwood, Missouri
- Lawrence, Kansas
- Lenexa, Kansas
- Mission, Kansas
- North Kansas City, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Perryville, Missouri
- Platte City, Missouri
- Raymore, Missouri
- Roeland Park, Kansas
- Rolla, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Spring Hill, Kansas
- St. Joseph, Missouri
- Warrensburg, Missouri
- Wentzville, Missouri
- Unified Government of Kansas City and Wyandotte County, Kansas

National/Regional Benchmarks. The first set of charts on the following pages show how the overall results for the City of Kansas City, Missouri compares to the national average for large cities (population of 250,000 or more) based on the results of a survey that was administered by ETC Institute to a random sample of more than 500 U.S. residents. This set of charts also shows how the City of Kansas City, Missouri compares to residents living in Kansas and Missouri (MO/KS) based on the results of a survey that was administered by ETC Institute to a random sample of nearly 400 residents living in Kansas and Missouri.

Selected Head-to-Head Comparisons. The second set of charts on the following pages show how selected results for the City of Kansas City, Missouri compare to other similar-sized cities in the central U.S. where ETC Institute has conducted its DirectionFinder® survey over the past two years.

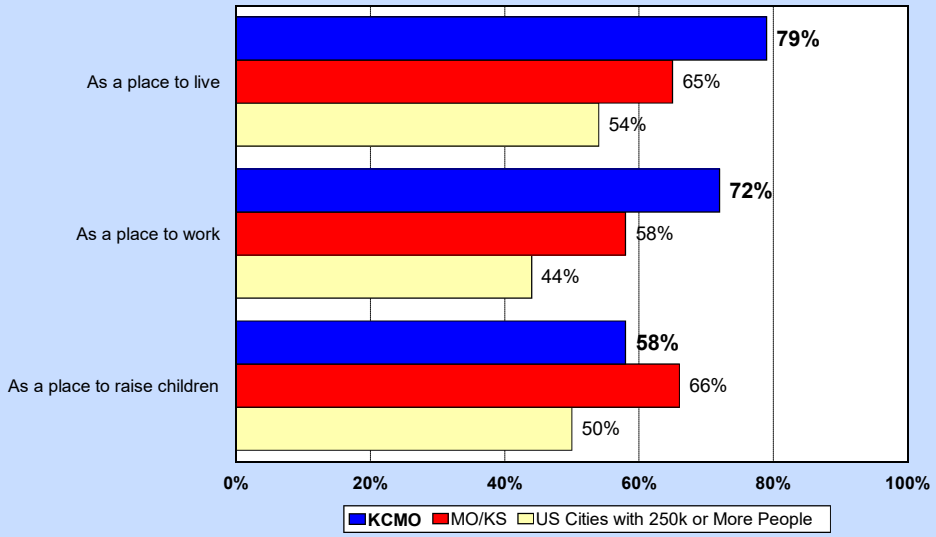
Kansas City Metro Benchmarks. The third set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 28 communities listed on the previous page for several areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the Kansas and Missouri communities listed on the previous page. The actual ratings for the City of Kansas City, Missouri are listed to the right of each chart. The dot on each bar shows how the results for the City of Kansas City, Missouri compare to the other communities in the Kansas and Missouri region where the DirectionFinder® survey has been administered.

National and Regional Benchmarks

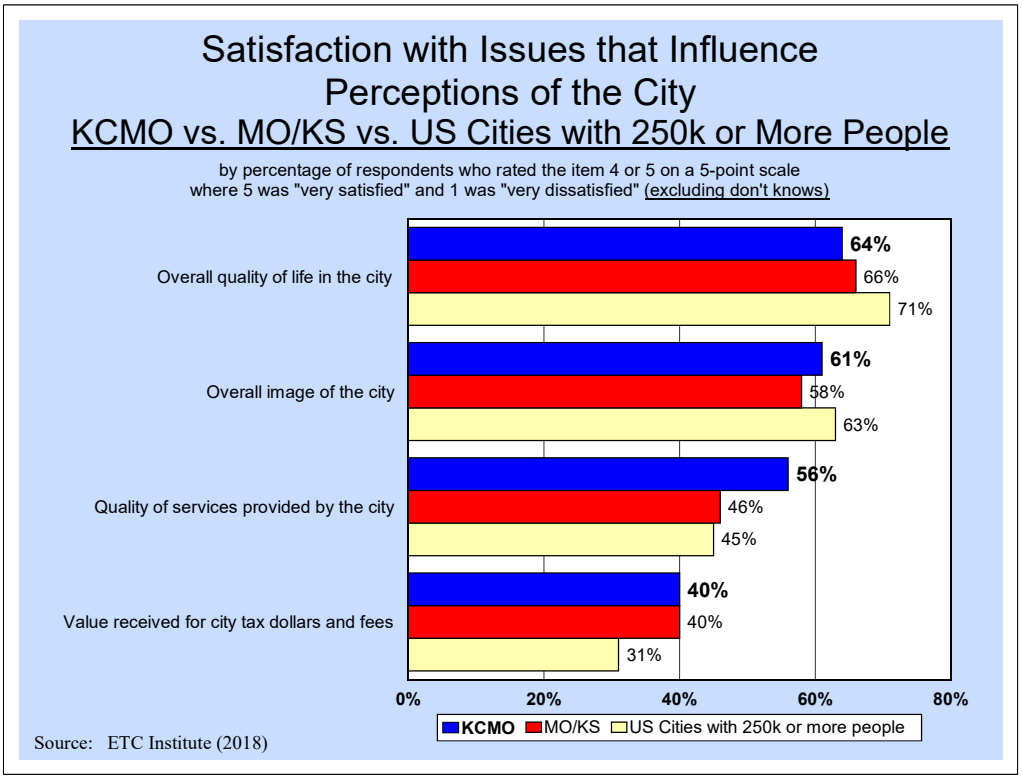
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of KCMO is not authorized without written consent from ETC Institute.

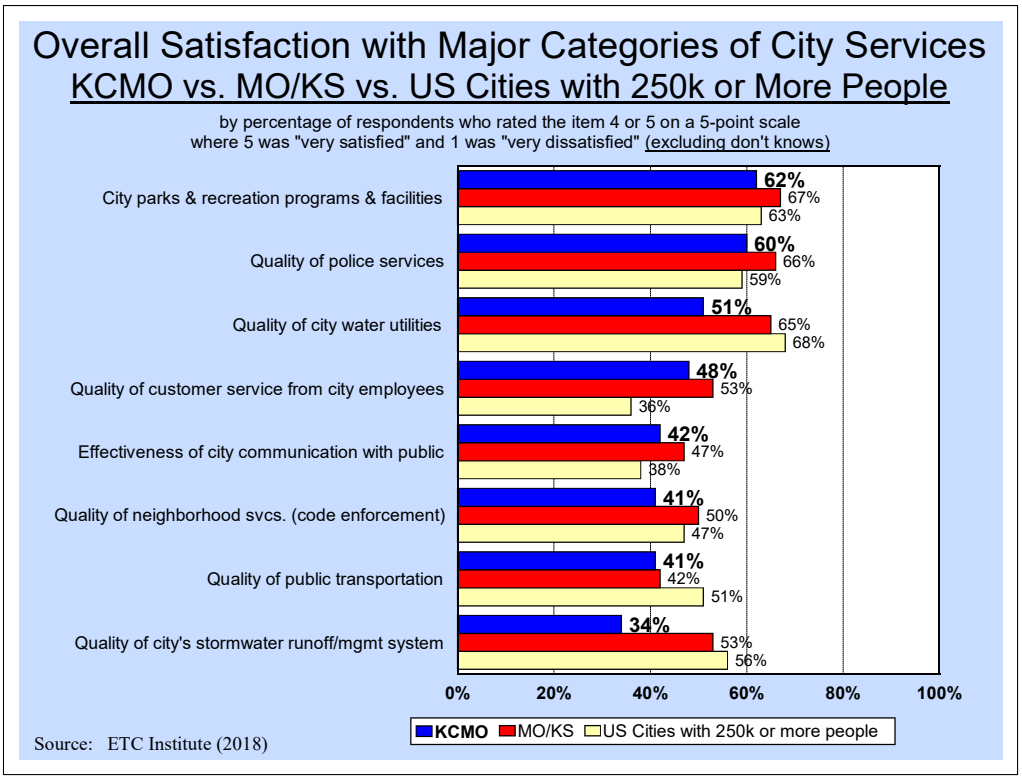
Overall Ratings of the Community
KCMO vs. MO/KS vs. US Cities with 250k or More People

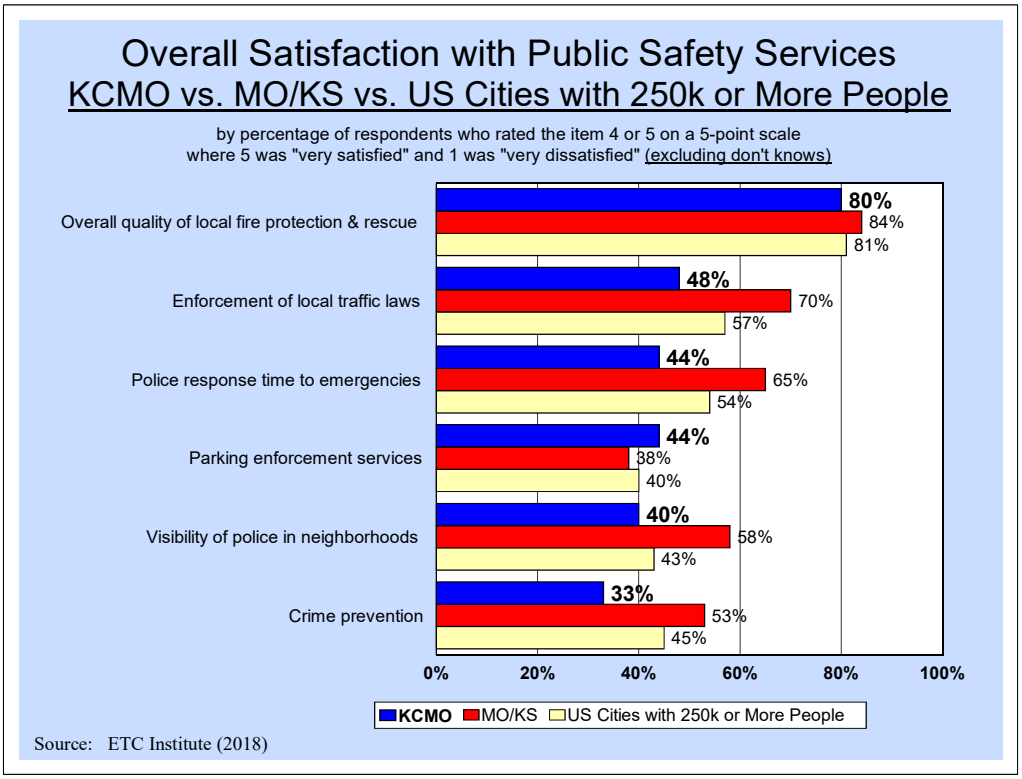
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)

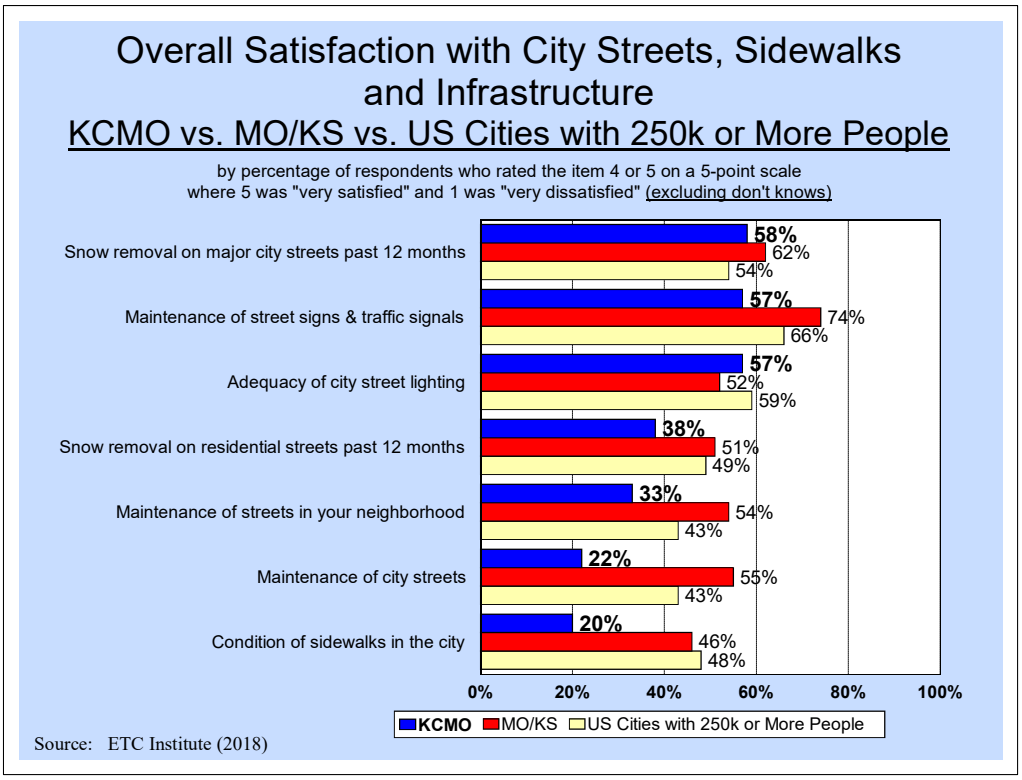


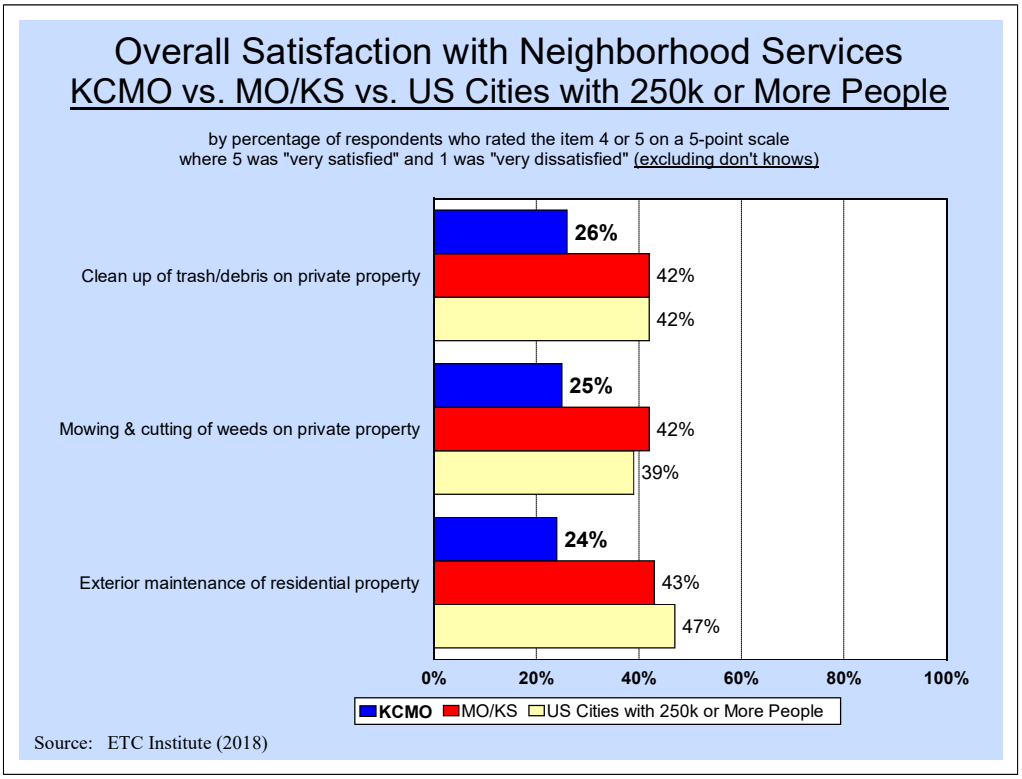
Source: ETC Institute (2018)

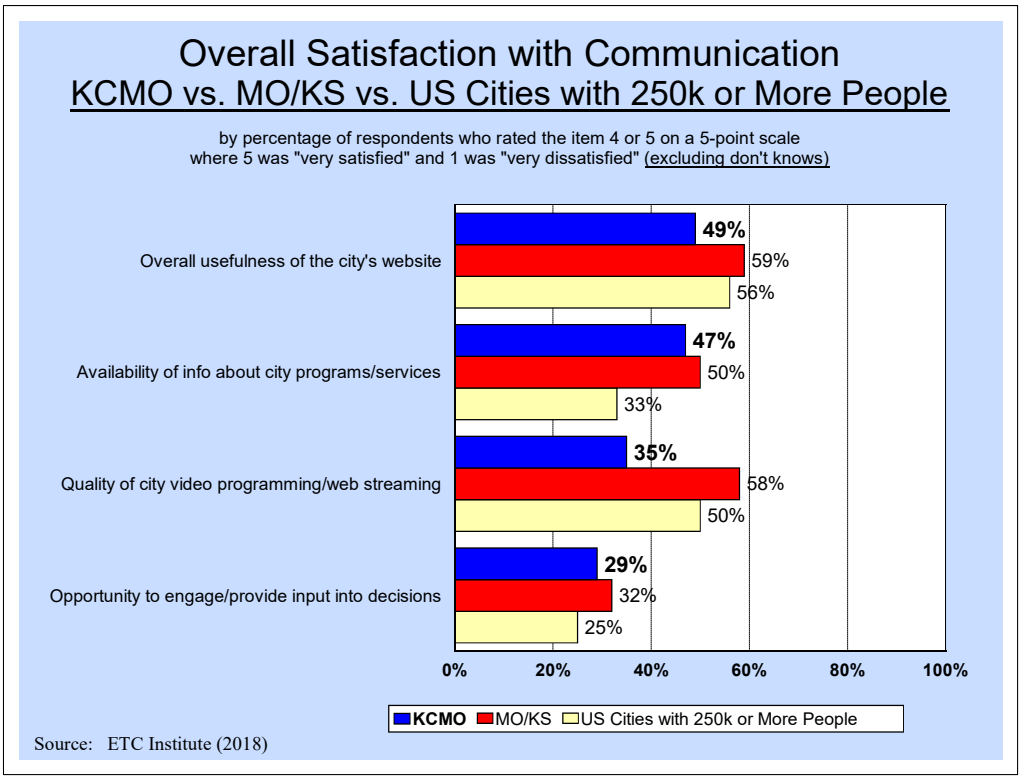

Satisfaction with Issues that Influence Perceptions of the City
KCMO vs. MO/KS vs. US Cities with 250k or More People
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Overall quality of life in the city
64%
66%
71%
Overall image of the city
61%
58%
63%
Quality of services provided by the city
56%
46%
45%
Value received for city tax dollars and fees
40%
40%
31%
0%
20%
40%
60%
80%
KCMO
MO/KS
US Cities with 250k or more people
Source: ETC Institute (2018)

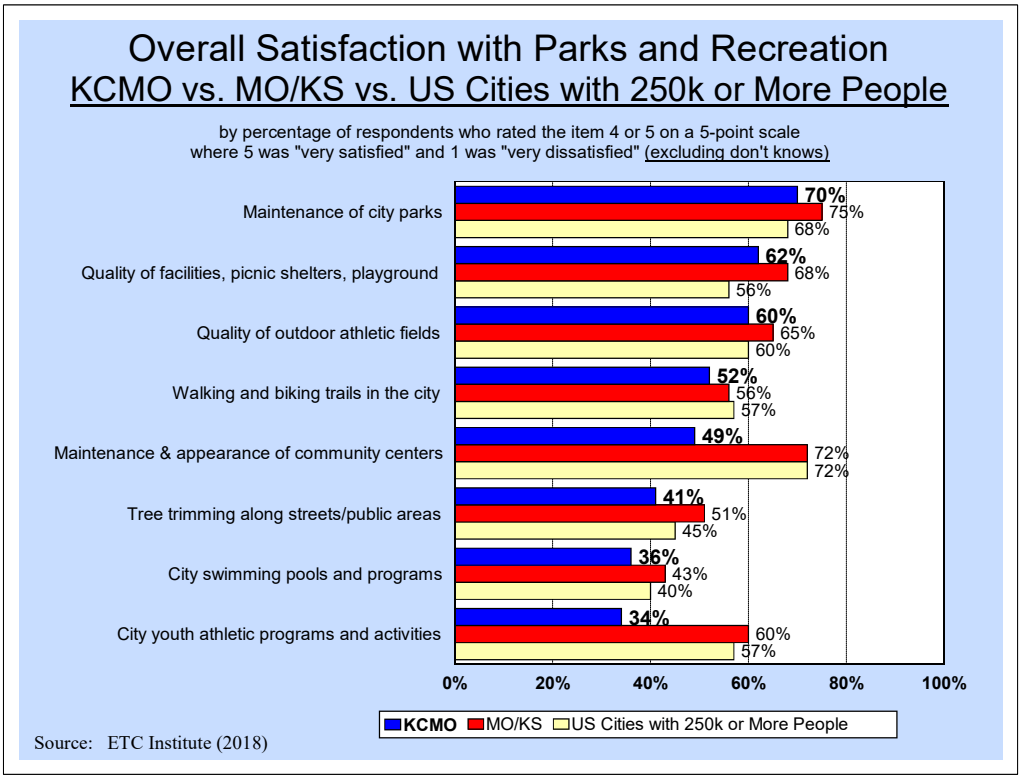

Overall Satisfaction with Major Categories of City Services
KCMO vs. MO/KS vs. US Cities with 250k or More People
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
City parks & recreation programs & facilities
62%
67%
63%
Quality of police services
60%
66%
59%
Quality of city water utilities
51%
65%
68%
Quality of customer service from city employees
48%
53%
36%
Effectiveness of city communication with public
42%
47%
38%
Quality of neighborhood svcs. (code enforcement)
41%
50%
47%
Quality of public transportation
41%
42%
51%
Quality of city's stormwater runoff/mgmt system
34%
53%
56%
0%
20%
40%
60%
80%
100%
KCMO
MO/KS
US Cities with 250k or more people
Source: ETC Institute (2018)

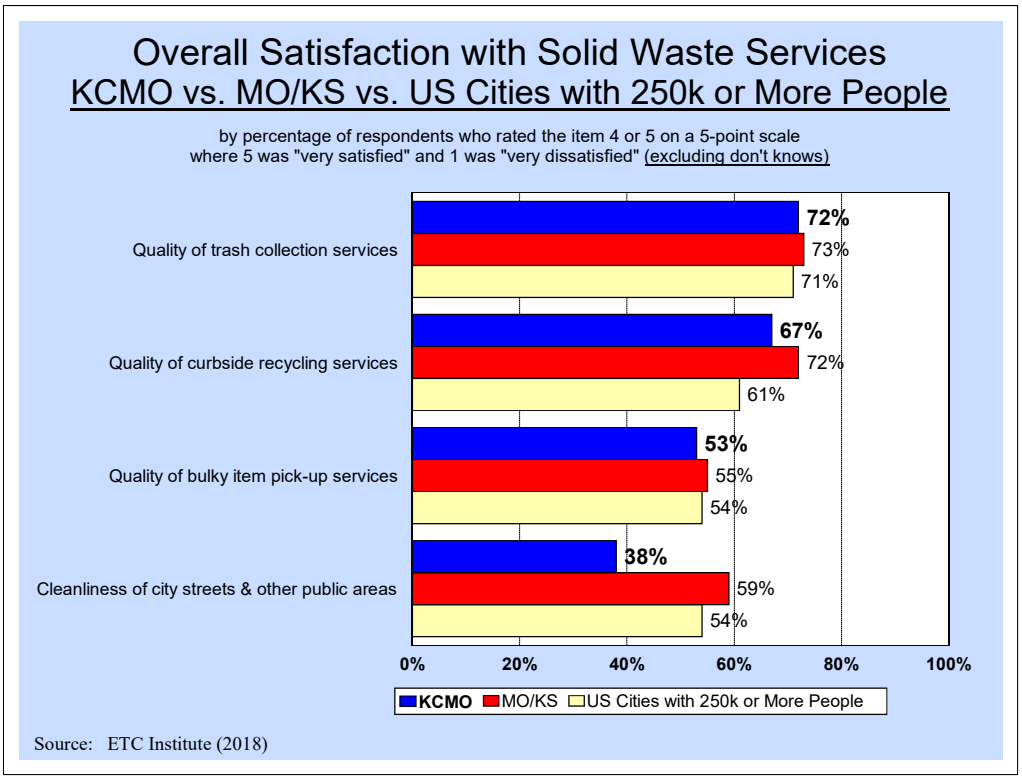

Overall Satisfaction with Public Safety Services
KCMO vs. MO/KS vs. US Cities with 250k or More People
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Overall quality of local fire protection & rescue
80%
84%
81%
Enforcement of local traffic laws
48%
70%
57%
Police response time to emergencies
44%
65%
54%
Parking enforcement services
44%
38%
40%
Visibility of police in neighborhoods
40%
58%
43%
Crime prevention
33%
53%
45%
0%
20%
40%
60%
80%
100%
KCMO
MO/KS
US Cities with 250k or More People
Source: ETC Institute (2018)


Overall Satisfaction with City Streets, Sidewalks and Infrastructure
KCMO vs. MO/KS vs. US Cities with 250k or More People
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Snow removal on major city streets past 12 months
58%
62%
54%
Maintenance of street signs & traffic signals
57%
74%
66%
Adequacy of city street lighting
57%
52%
59%
Snow removal on residential streets past 12 months
38%
51%
49%
Maintenance of streets in your neighborhood
33%
54%
43%
Maintenance of city streets
22%
55%
43%
Condition of sidewalks in the city
20%
46%
48%
0%
20%
40%
60%
80%
100%
KCMO
MO/KS
US Cities with 250k or More People
Source: ETC Institute (2018)


Overall Satisfaction with Neighborhood Services
KCMO vs. MO/KS vs. US Cities with 250k or More People
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Clean up of trash/debris on private property
26%
42%
42%
Mowing & cutting of weeds on private property
25%
42%
39%
Exterior maintenance of residential property
24%
43%
47%
0%
20%
40%
60%
80%
100%
KCMO
MO/KS
US Cities with 250k or More People
Source: ETC Institute (2018)


Overall Satisfaction with Communication
KCMO vs. MO/KS vs. US Cities with 250k or More People
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Overall usefulness of the city's website
49%
59%
56%
Availability of info about city programs/services
47%
50%
33%
Quality of city video programming/web streaming
35%
58%
50%
Opportunity to engage/provide input into decisions
29%
32%
25%
0%
20%
40%
60%
80%
100%
KCMO
MO/KS
US Cities with 250k or More People
Source: ETC Institute (2018)


Overall Satisfaction with Parks and Recreation
KCMO vs. MO/KS vs. US Cities with 250k or More People
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Maintenance of city parks
70%
75%
68%
Quality of facilities, picnic shelters, playground
62%
68%
56%
Quality of outdoor athletic fields
60%
65%
60%
Walking and biking trails in the city
52%
56%
57%
Maintenance & appearance of community centers
49%
72%
72%
Tree trimming along streets/public areas
41%
51%
45%
City swimming pools and programs
36%
43%
40%
City youth athletic programs and activities
34%
60%
57%
0%
20%
40%
60%
80%
100%
KCMO
MO/KS
US Cities with 250k or More People
Source: ETC Institute (2018)

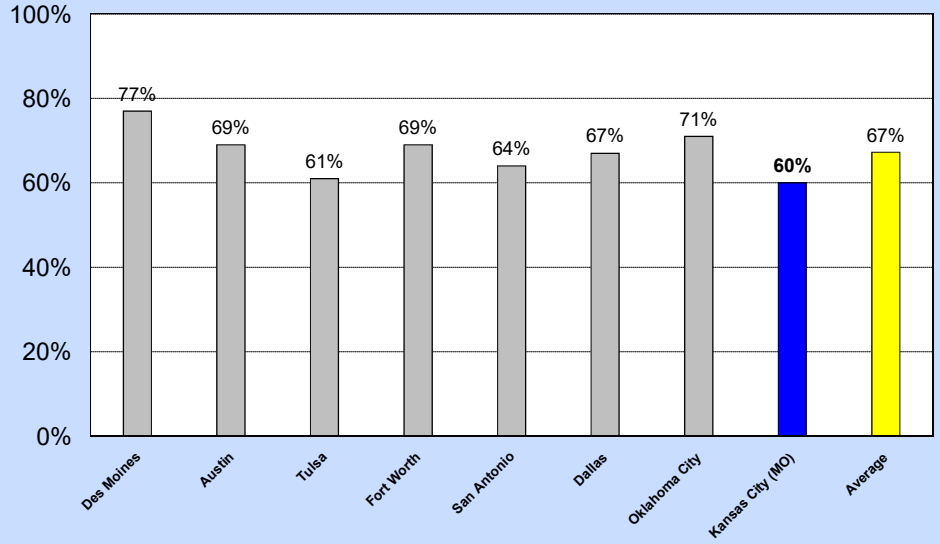

Overall Satisfaction with Solid Waste Services
KCMO vs. MO/KS vs. US Cities with 250k or More People
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Quality of trash collection services
72%
73%
71%
Quality of curbside recycling services
67%
72%
61%
Quality of bulky item pick-up services
53%
55%
54%
Cleanliness of city streets & other public areas
38%
59%
54%
0%
20%
40%
60%
80%
100%
KCMO
MO/KS
US Cities with 250k or More People
Source: ETC Institute (2018)

Selected Head-to-Head Comparisons

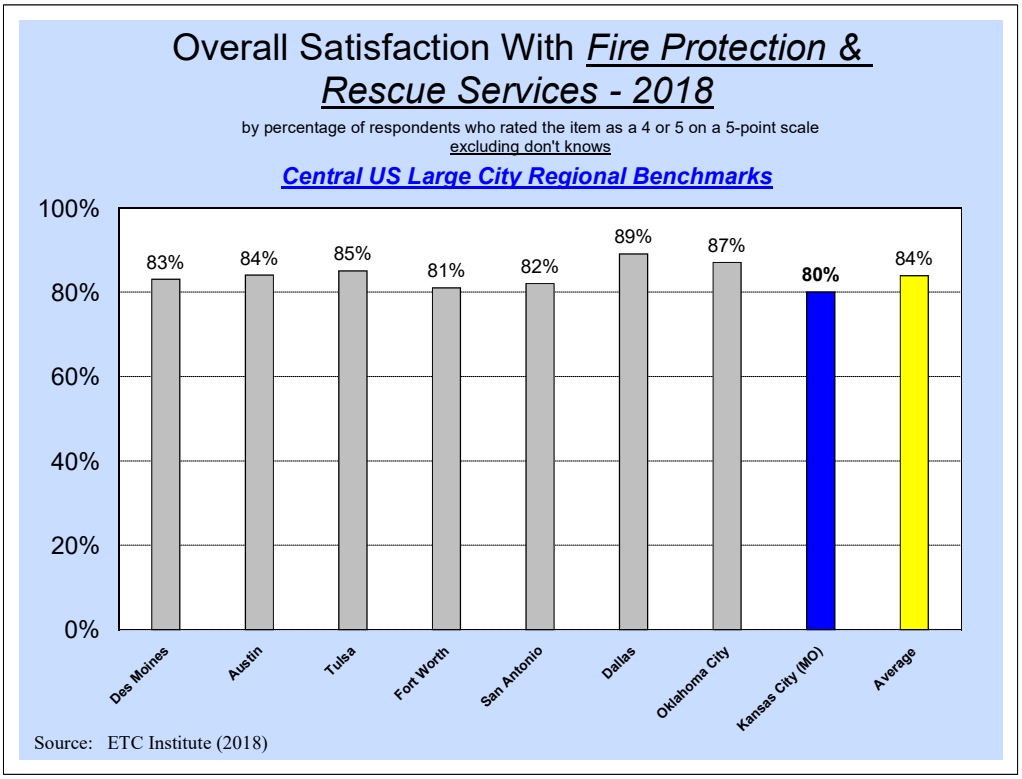
Overall Satisfaction With *Police Services - 2018*

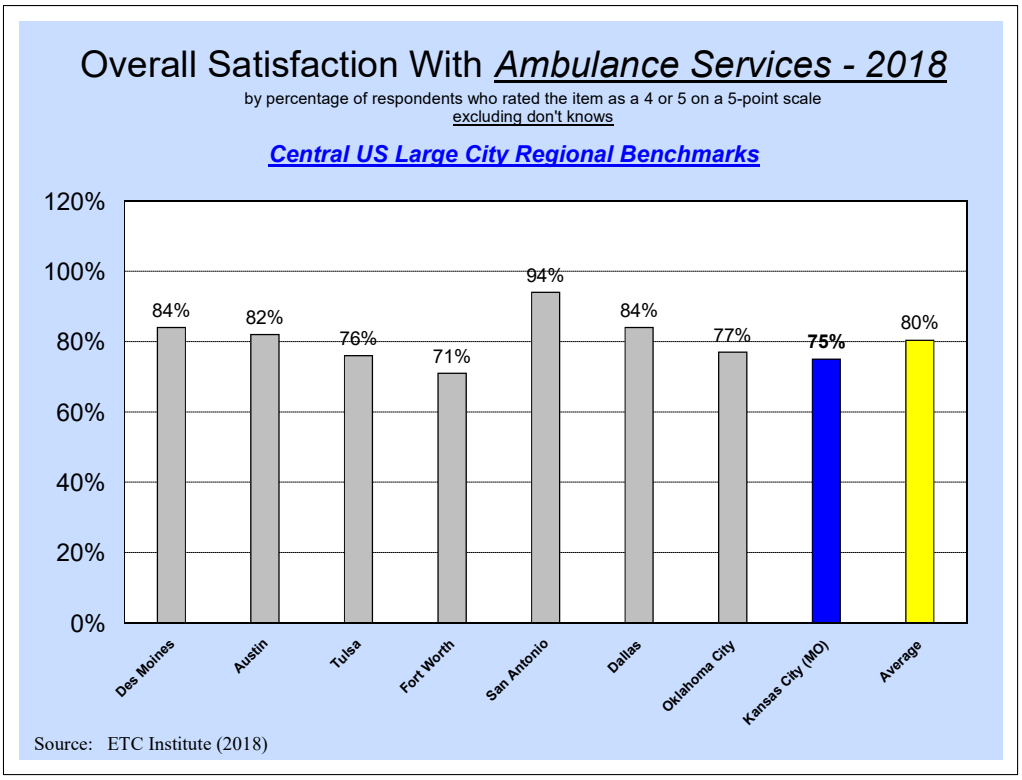
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

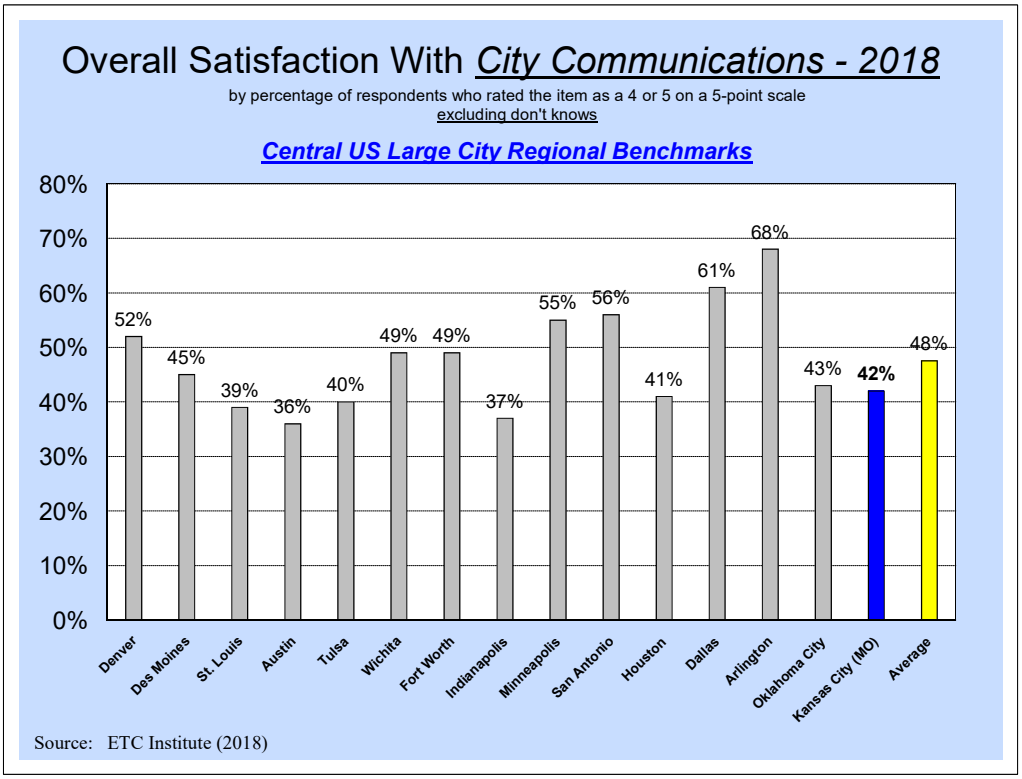
Central US Large City Regional Benchmarks

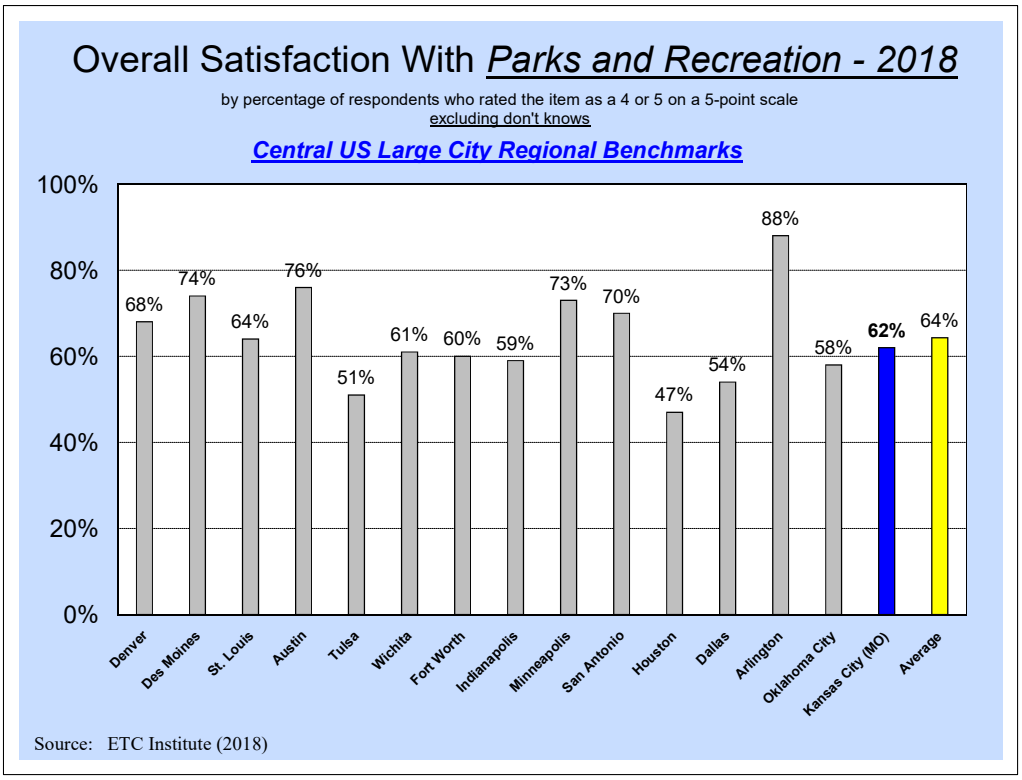


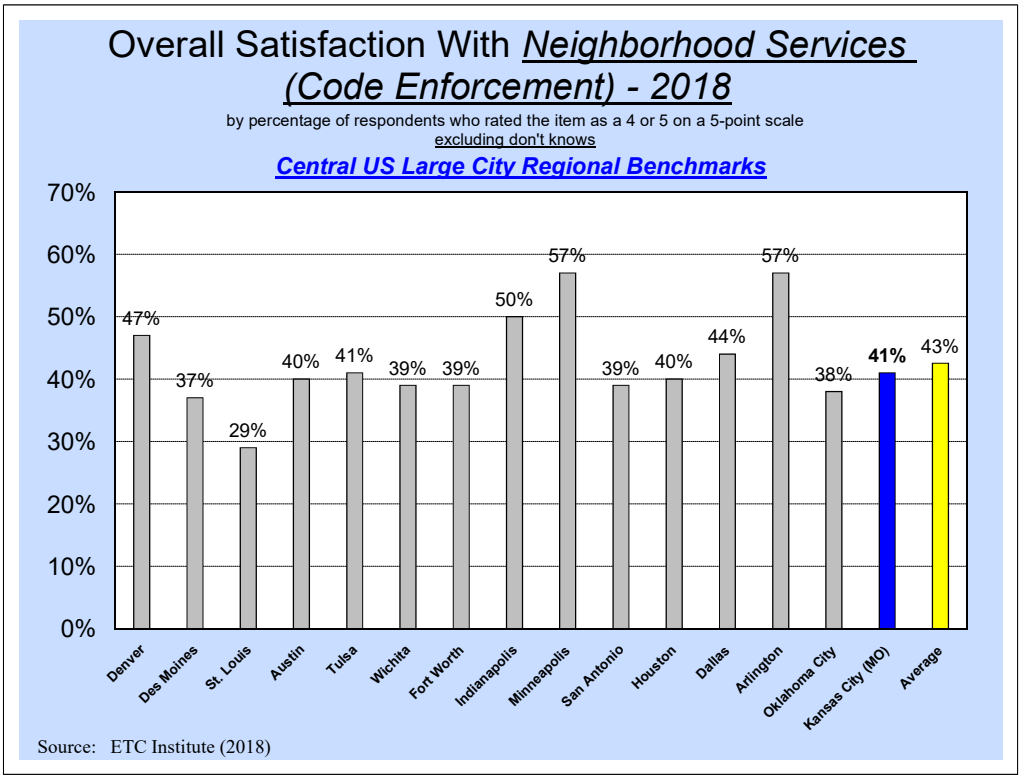
Source: ETC Institute (2018)

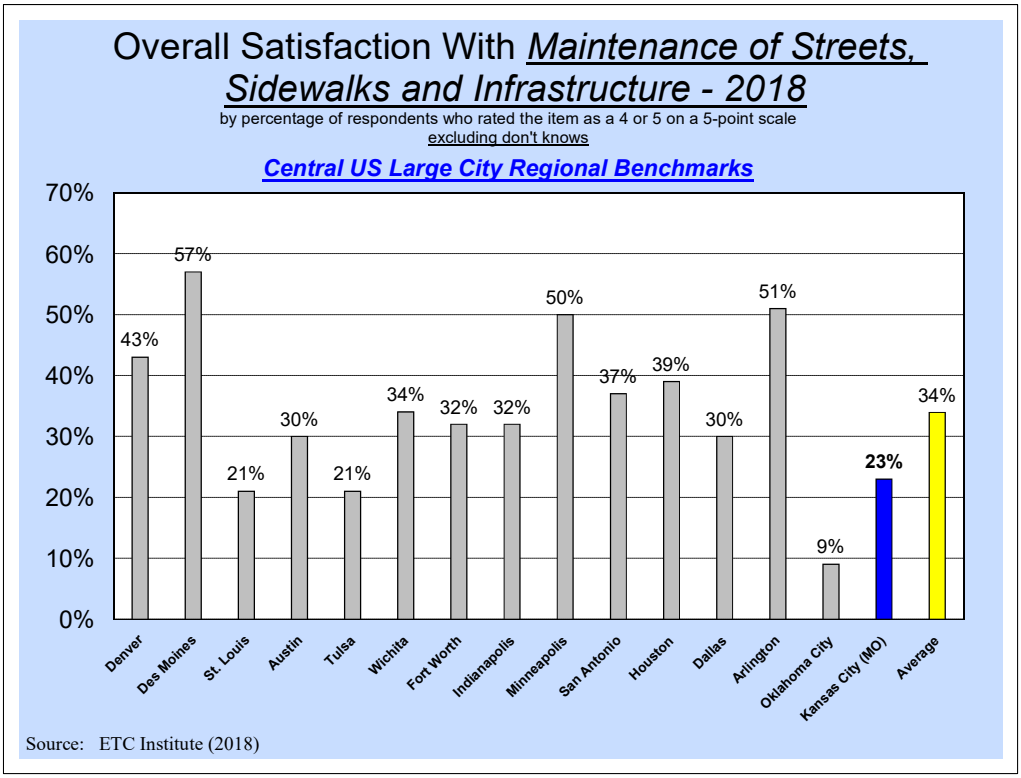

Overall Satisfaction With Fire Protection & Rescue Services - 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows
Central US Large City Regional Benchmarks
100%
80%
60%
40%
20%
0%
83%
84%
85%
81%
82%
89%
87%
80%
84%
Des Moines
Austin
Tulsa
Fort Worth
San Antonio
Dallas
Oklahoma City
Kansas City (MO)
Average
Source: ETC Institute (2018)


Overall Satisfaction With Ambulance Services - 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows
Central US Large City Regional Benchmarks
120%
100%
80%
60%
40%
20%
0%
84%
82%
76%
71%
94%
84%
77%
75%
80%
Des Moines
Austin
Tulsa
Fort Worth
San Antonio
Dallas
Oklahoma City
Kansas City (MO)
Average
Source: ETC Institute (2018)


Overall Satisfaction With City Communications - 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows
Central US Large City Regional Benchmarks
80%
70%
60%
50%
40%
30%
20%
10%
0%
52%
45%
39%
36%
40%
49%
49%
37%
55%
56%
41%
61%
68%
43%
42%
48%
Denver
Des Moines
St. Louis
Austin
Tulsa
Wichita
Fort Worth
Indianapolis
Minneapolis
San Antonio
Houston
Dallas
Arlington
Oklahoma City
Kansas City (MO)
Average
Source: ETC Institute (2018)


Overall Satisfaction With Parks and Recreation - 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows
Central US Large City Regional Benchmarks
100%
80%
60%
40%
20%
0%
68%
74%
64%
76%
51%
61%
60%
59%
73%
70%
47%
54%
88%
58%
62%
64%
Denver
Des Moines
St. Louis
Austin
Tulsa
Wichita
Fort Worth
Indianapolis
Minneapolis
San Antonio
Houston
Dallas
Arlington
Oklahoma City
Kansas City (MO)
Average
Source: ETC Institute (2018)

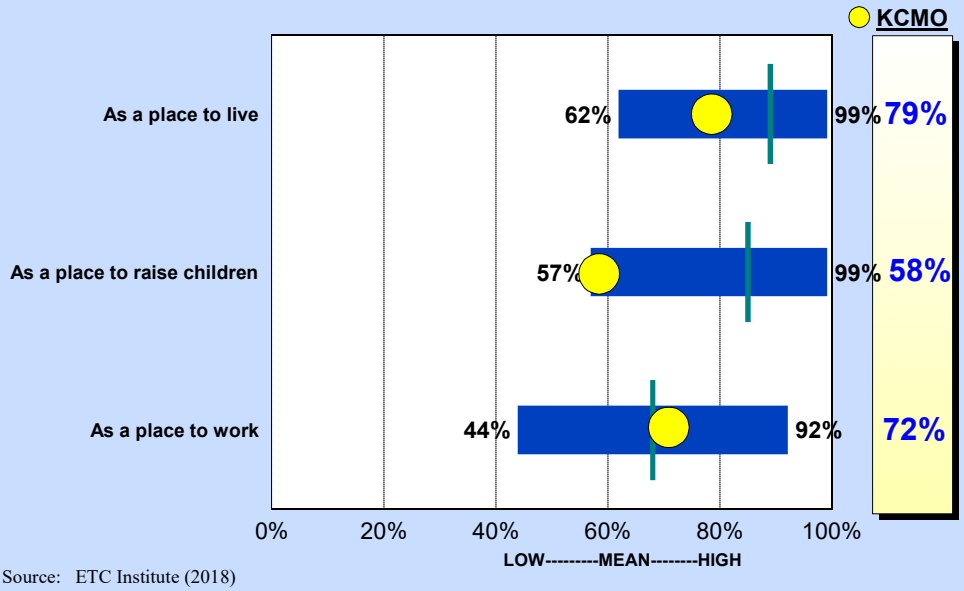

Overall Satisfaction With Neighborhood Services (Code Enforcement) - 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows
Central US Large City Regional Benchmarks
70%
60%
50%
40%
30%
20%
10%
0%
47%
37%
29%
40%
41%
39%
39%
50%
57%
39%
40%
44%
57%
38%
41%
43%
Denver
Des Moines
St. Louis
Austin
Tulsa
Wichita
Fort Worth
Indianapolis
Minneapolis
San Antonio
Houston
Dallas
Arlington
Oklahoma City
Kansas City (MO)
Average
Source: ETC Institute (2018)


Overall Satisfaction With Maintenance of Streets, Sidewalks and Infrastructure - 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows
Central US Large City Regional Benchmarks
70%
60%
50%
40%
30%
20%
10%
0%
43%
57%
21%
30%
21%
34%
32%
32%
50%
37%
39%
30%
51%
9%
23%
34%
Denver
Des Moines
St. Louis
Austin
Tulsa
Wichita
Fort Worth
Indianapolis
Minneapolis
San Antonio
Houston
Dallas
Arlington
Oklahoma City
Kansas City (MO)
Average
Source: ETC Institute (2018)

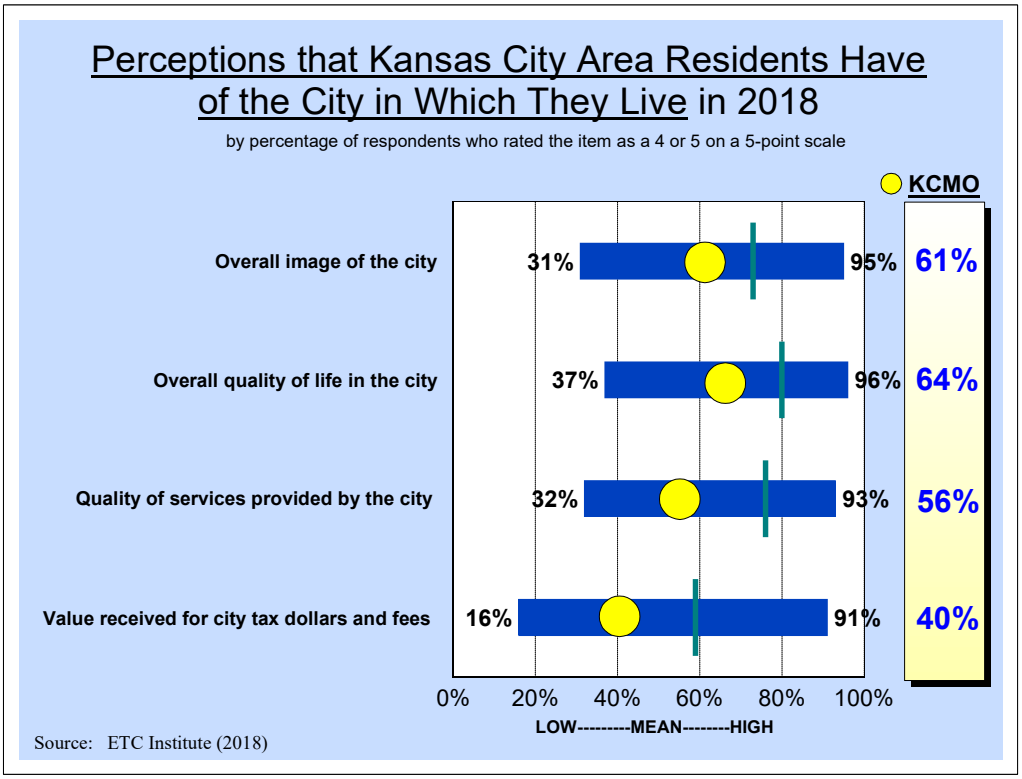
Metropolitan Kansas City Area Benchmarks

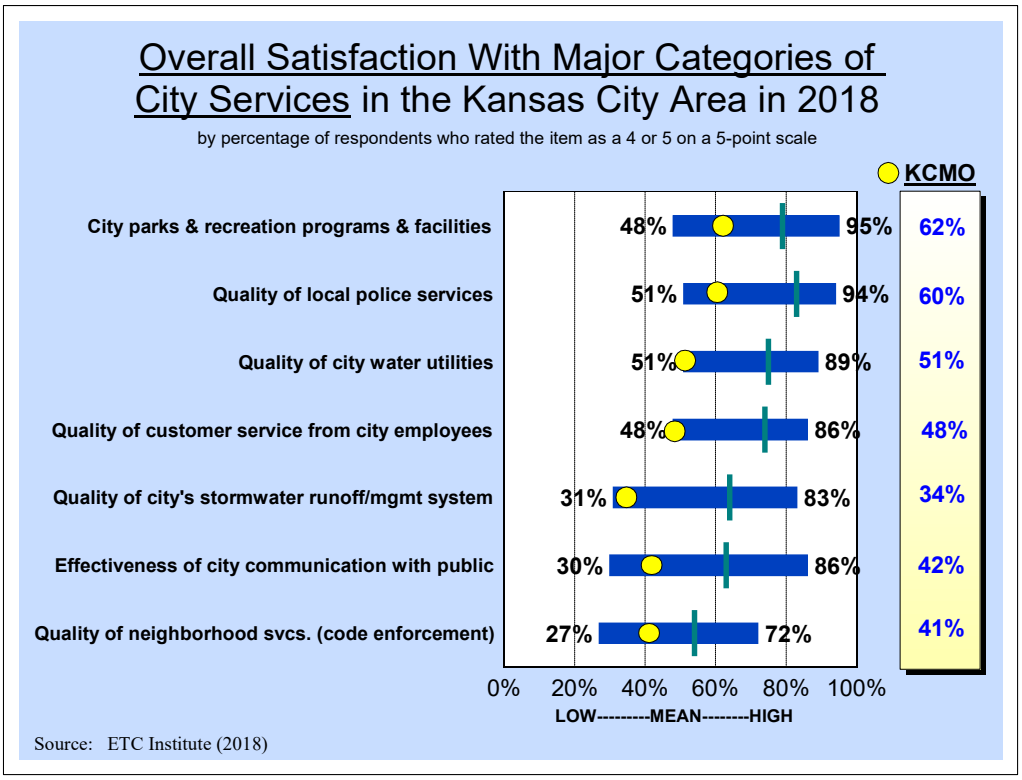
Overall Ratings Residents Have of the City in Which They Live in 2018

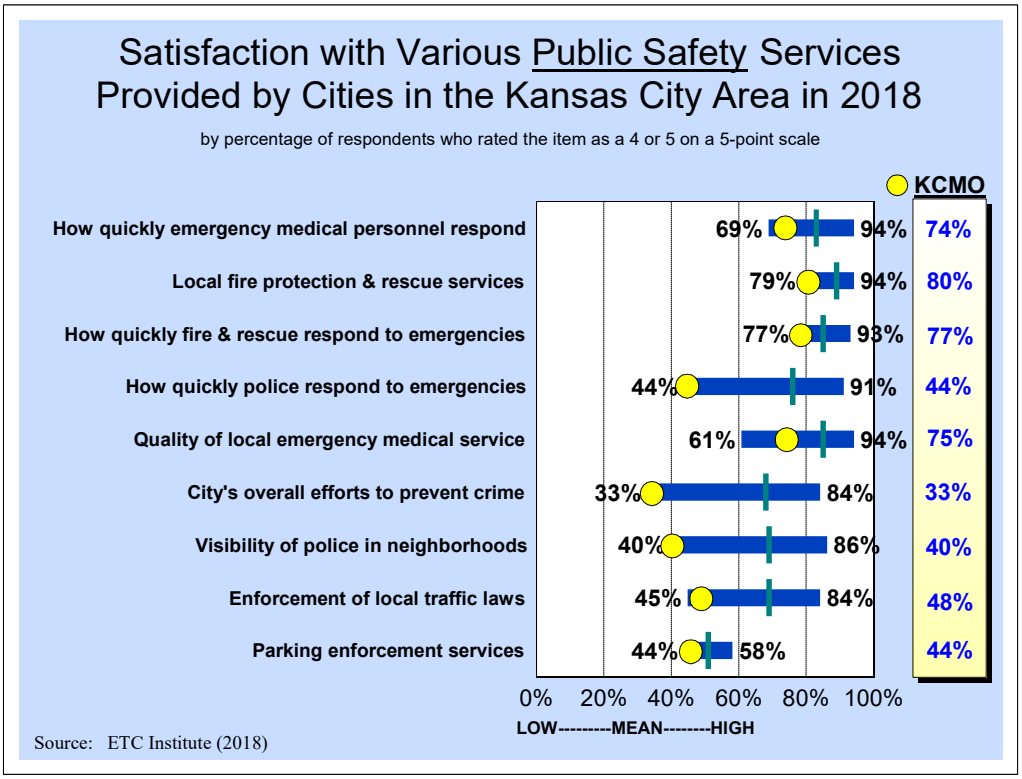
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

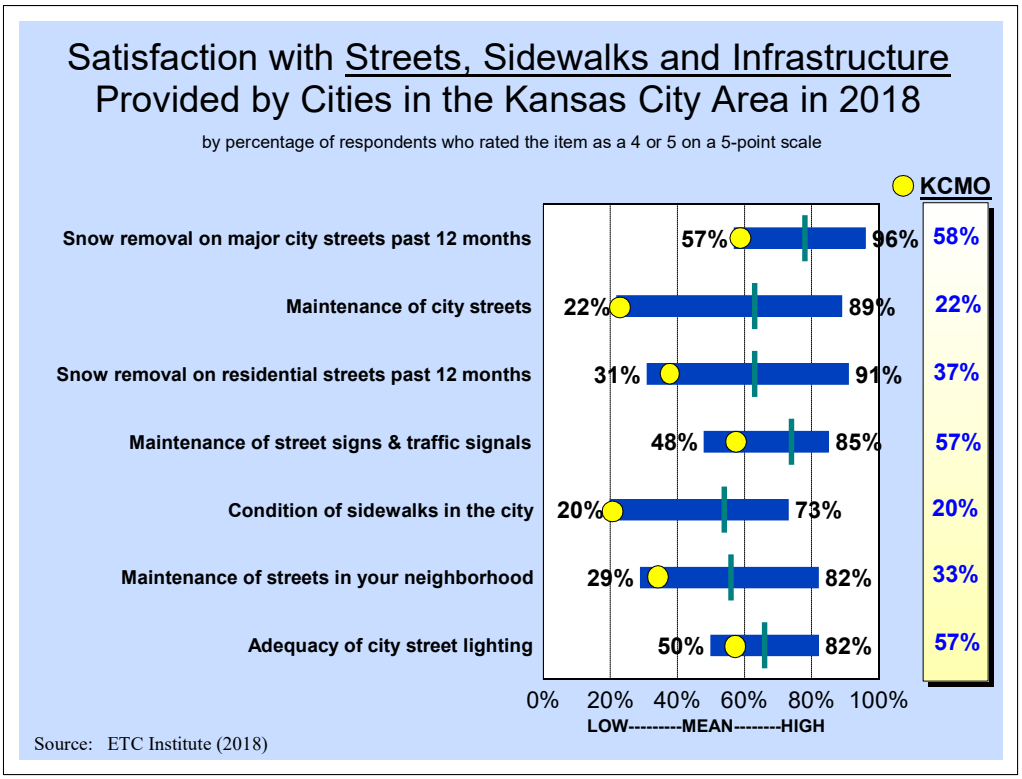


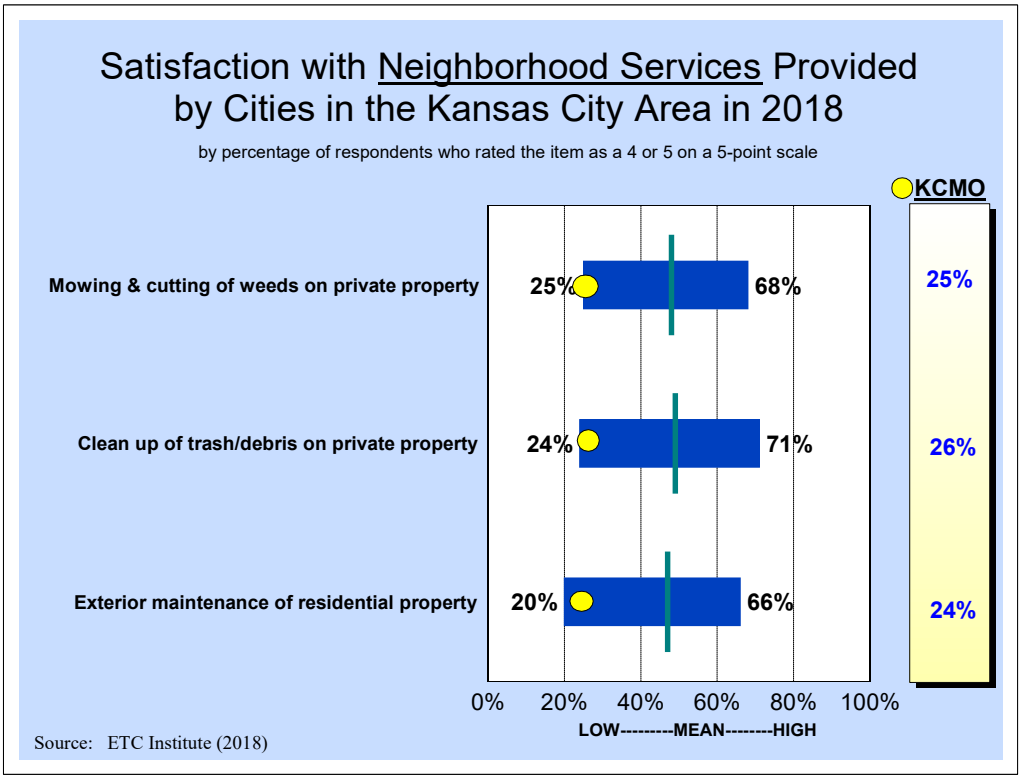
Source: ETC Institute (2018)

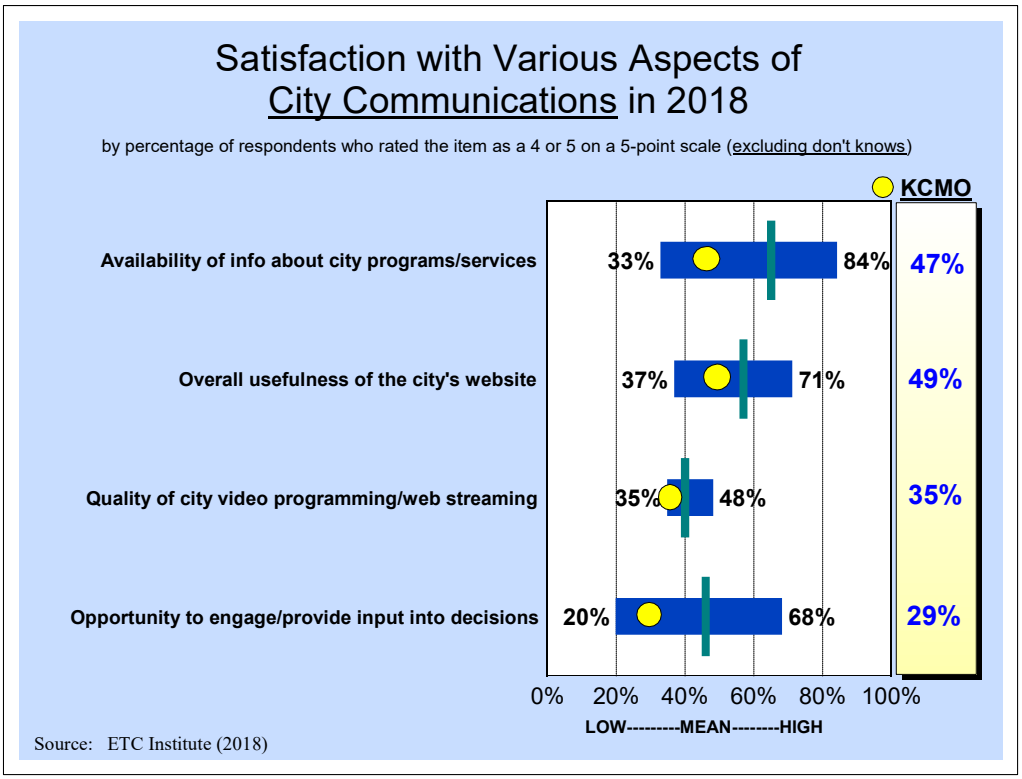

Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
KCMO
Overall image of the city
31%
95%
61%
Overall quality of life in the city
37%
96%
64%
Quality of services provided by the city
32%
93%
56%
Value received for city tax dollars and fees
16%
91%
40%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2018)

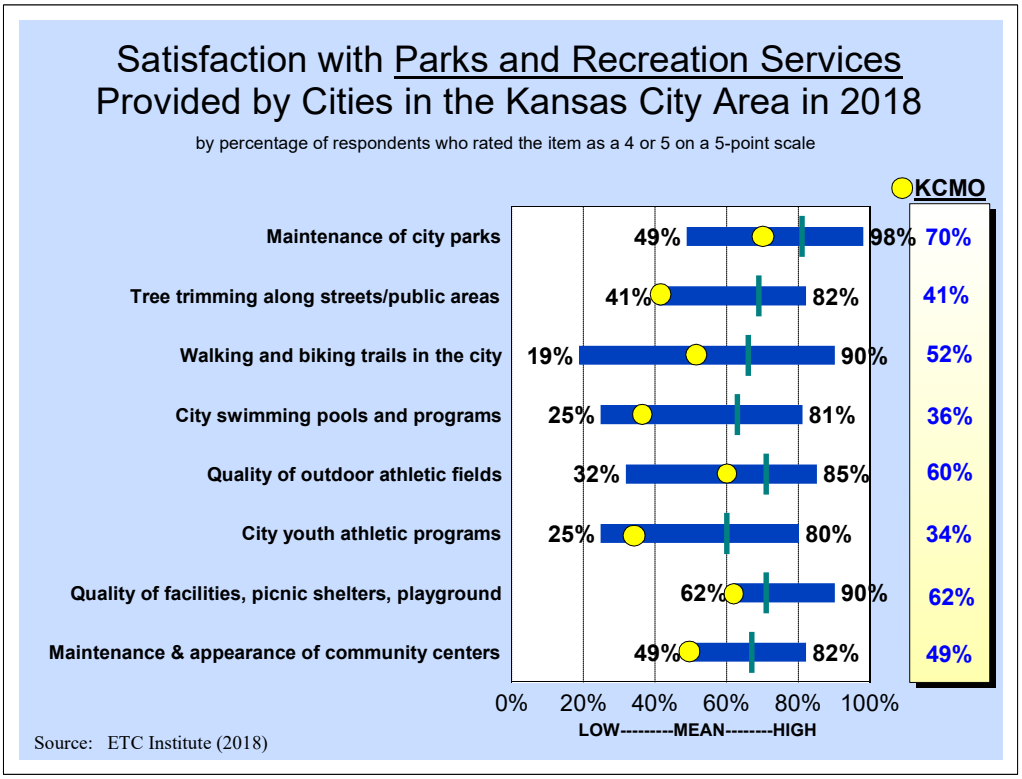

Overall Satisfaction With Major Categories of City Services in the Kansas City Area in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
KCMO
City parks & recreation programs & facilities
48%
95%
62%
Quality of local police services
51%
94%
60%
Quality of city water utilities
51%
89%
51%
Quality of customer service from city employees
48%
86%
48%
Quality of city's stormwater runoff/mgmt system
31%
83%
34%
Effectiveness of city communication with public
30%
86%
42%
Quality of neighborhood svcs. (code enforcement)
27%
72%
41%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2018)

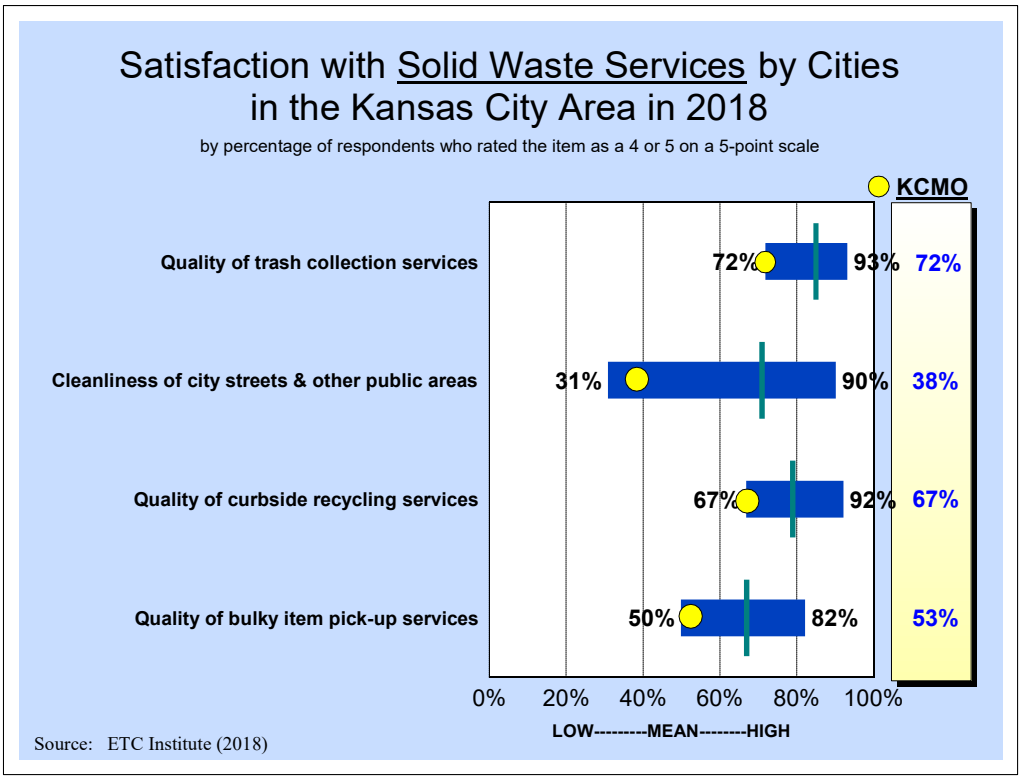

Satisfaction with Various Public Safety Services
Provided by Cities in the Kansas City Area in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
KCMO
How quickly emergency medical personnel respond 69% 94% 74%
Local fire protection & rescue services 79% 94% 80%
How quickly fire & rescue respond to emergencies 77% 93% 77%
How quickly police respond to emergencies 44% 91% 44%
Quality of local emergency medical service 61% 94% 75%
City's overall efforts to prevent crime 33% 84% 33%
Visibility of police in neighborhoods 40% 86% 40%
Enforcement of local traffic laws 45% 84% 48%
Parking enforcement services 44% 58% 44%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2018)


Satisfaction with Streets, Sidewalks and Infrastructure
Provided by Cities in the Kansas City Area in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
KCMO
Snow removal on major city streets past 12 months 57% 96% 58%
Maintenance of city streets 22% 89% 22%
Snow removal on residential streets past 12 months 31% 91% 37%
Maintenance of street signs & traffic signals 48% 85% 57%
Condition of sidewalks in the city 20% 73% 20%
Maintenance of streets in your neighborhood 29% 82% 33%
Adequacy of city street lighting 50% 82% 57%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2018)


Satisfaction with Neighborhood Services Provided by Cities in the Kansas City Area in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
KCMO
Mowing & cutting of weeds on private property
25%
68%
25%
Clean up of trash/debris on private property
24%
71%
26%
Exterior maintenance of residential property
20%
66%
24%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2018)


Satisfaction with Various Aspects of City Communications in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
KCMO
Availability of info about city programs/services
33%
84%
47%
Overall usefulness of the city's website
37%
71%
49%
Quality of city video programming/web streaming
35%
48%
35%
Opportunity to engage/provide input into decisions
20%
68%
29%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2018)


Satisfaction with Parks and Recreation Services
Provided by Cities in the Kansas City Area in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
KCMO
Maintenance of city parks 49% 98% 70%
Tree trimming along streets/public areas 41% 82% 41%
Walking and biking trails in the city 19% 90% 52%
City swimming pools and programs 25% 81% 36%
Quality of outdoor athletic fields 32% 85% 60%
City youth athletic programs 25% 80% 34%
Quality of facilities, picnic shelters, playground 62% 90% 62%
Maintenance & appearance of community centers 49% 82% 49%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2018)


Satisfaction with Solid Waste Services by Cities
in the Kansas City Area in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
KCMO
Quality of trash collection services 72% 93% 72%
Cleanliness of city streets & other public areas 31% 90% 38%
Quality of curbside recycling services 67% 92% 67%
Quality of bulky item pick-up services 50% 82% 53%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: ETC Institute (2018)

Section 4:
Tabular Data

ASKED ALL YEAR

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

(N=4377)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	22.9%	54.9%	14.5%	4.6%	1.8%	1.2%
Q1-2. As a place to raise children	14.8%	38.1%	21.8%	11.2%	4.5%	9.6%
Q1-3. As a place to work	18.9%	49.6%	19.0%	5.5%	2.3%	4.7%

WITHOUT "DON'T KNOW"

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

(N=4377)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	23.2%	55.6%	14.7%	4.7%	1.8%
Q1-2. As a place to raise children	16.3%	42.1%	24.1%	12.4%	5.0%
Q1-3. As a place to work	19.8%	52.1%	19.9%	5.8%	2.4%

ASKED ALL YEAR

Q2. PERCEPTIONS OF THE COMMUNITY. Please rate your satisfaction with each of the following items that may influence your perception of the City of Kansas City, Missouri.

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of services provided by City	6.9%	47.6%	26.6%	13.4%	3.2%	2.3%
Q2-2. Overall value you receive for your City tax & fees	5.1%	33.1%	30.6%	21.0%	7.1%	3.1%
Q2-3. Overall image of City	12.3%	47.5%	25.3%	10.5%	2.4%	2.0%
Q2-4. Overall quality of life in City	13.1%	49.8%	24.1%	8.6%	2.5%	1.9%
Q2-5. Overall feeling of safety in City	4.8%	29.2%	30.7%	23.6%	9.8%	1.8%
Q2-6. How safe you feel in your neighborhood	17.8%	39.4%	22.4%	12.5%	6.3%	1.7%
Q2-7. Qverall quality of education system within City	4.2%	16.3%	25.1%	23.1%	19.6%	11.7%
Q2-8. Physical appearance of neighborhood	15.1%	40.3%	21.2%	14.4%	7.6%	1.4%

ASKED ALL YEAR

WITHOUT "DON'T KNOW"

Q2. PERCEPTIONS OF THE COMMUNITY. Please rate your satisfaction with each of the following items that may influence your perception of the City of Kansas City, Missouri. (without "don't know")

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of services provided by City	7.1%	48.7%	27.3%	13.7%	3.2%
Q2-2. Overall value you receive for your City tax & fees	5.3%	34.2%	31.5%	21.6%	7.4%
Q2-3. Overall image of City	12.6%	48.4%	25.9%	10.7%	2.5%
Q2-4. Overall quality of life in City	13.4%	50.7%	24.5%	8.8%	2.6%
Q2-5. Overall feeling of safety in City	4.9%	29.7%	31.3%	24.1%	10.0%
Q2-6. How safe you feel in your neighborhood	18.1%	40.1%	22.8%	12.7%	6.4%
Q2-7. Qverall quality of education system within City	4.7%	18.5%	28.4%	26.2%	22.2%
Q2-8. Physical appearance of neighborhood	15.3%	40.8%	21.5%	14.6%	7.7%

ASKED ALL YEAR

Q3. QUALITY OF CITY SERVICES. Please rate your satisfaction with the overall quality of the following major categories of services provided by the City of Kansas City, Missouri.

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Police services	13.6%	42.8%	23.3%	10.0%	4.4%	5.9%
Q3-2. Fire & ambulance services	19.9%	45.4%	18.2%	2.6%	1.1%	12.8%
Q3-3. Maintenance of City streets, sidewalks, & infrastructure	3.0%	19.4%	26.2%	33.5%	16.3%	1.6%
Q3-4. Solid waste services (e.g. residential trash/recycling collection)	14.1%	44.9%	20.5%	11.8%	6.0%	2.7%
Q3-5. City water utilities	10.0%	39.5%	24.8%	13.7%	9.3%	2.8%
Q3-6. Neighborhood services (e. g. code enforcement, property preservation, animal control)	6.2%	31.2%	31.9%	14.6%	8.2%	7.9%
Q3-7. City parks & recreation programs/facilities	12.9%	45.0%	26.4%	6.6%	2.2%	6.9%
Q3-8. Health Department services	7.2%	29.5%	29.8%	3.2%	1.4%	28.9%
Q3-9. Airport facilities	13.7%	35.0%	24.4%	12.7%	6.8%	7.3%
Q3-10. City's 311 service	12.2%	33.3%	23.6%	5.1%	2.8%	22.9%
Q3-11. Quality of municipal court services	4.2%	20.5%	31.1%	4.4%	2.9%	36.7%
Q3-12. Customer service you receive from City employees	8.3%	31.8%	30.5%	8.8%	4.9%	15.6%
Q3-13. Overall effectiveness of City communication with the public	6.1%	32.2%	35.8%	12.7%	5.5%	7.7%
Q3-14. City's stormwater runoff/ stormwater management system	4.4%	25.9%	31.1%	16.9%	10.4%	11.2%
Q3-15. Public transportation	6.5%	25.9%	27.6%	13.5%	6.2%	20.3%

ASKED ALL YEAR

WITHOUT "DON'T KNOW"

Q3. QUALITY OF CITY SERVICES. Please rate your satisfaction with the overall quality of the following major categories of services provided by the City of Kansas City, Missouri. (without "don't know")

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Police services	14.5%	45.5%	24.7%	10.6%	4.7%
Q3-2. Fire & ambulance services	22.8%	52.1%	20.9%	3.0%	1.2%
Q3-3. Maintenance of City streets, sidewalks, & infrastructure	3.1%	19.7%	26.6%	34.1%	16.6%
Q3-4. Solid waste services (e.g. residential trash/recycling collection)	14.5%	46.2%	21.1%	12.1%	6.1%
Q3-5. City water utilities	10.3%	40.6%	25.5%	14.1%	9.5%
Q3-6. Neighborhood services (e.g. code enforcement, property preservation, animal control)	6.7%	33.9%	34.6%	15.8%	9.0%
Q3-7. City parks & recreation programs/facilities	13.9%	48.4%	28.4%	7.0%	2.3%
Q3-8. Health Department services	10.1%	41.6%	41.9%	4.5%	1.9%
Q3-9. Airport facilities	14.8%	37.8%	26.3%	13.7%	7.3%
Q3-10. City's 311 service	15.8%	43.2%	30.7%	6.7%	3.6%
Q3-11. Quality of municipal court services	6.7%	32.5%	49.2%	7.0%	4.7%
Q3-12. Customer service you receive from City employees	9.8%	37.7%	36.2%	10.5%	5.8%
Q3-13. Overall effectiveness of City communication with the public	6.6%	34.9%	38.8%	13.8%	5.9%
Q3-14. City's stormwater runoff/stormwater management system	5.0%	29.2%	35.1%	19.0%	11.8%
Q3-15. Public transportation	8.2%	32.5%	34.6%	16.9%	7.8%

ASKED ALL YEAR

Q4. Which THREE of the major categories of City services listed in Question 3 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q4. Top choice	Number	Percent
Police services	864	19.7 %
Fire & ambulance services	97	2.2 %
Maintenance of City streets, sidewalks, & infrastructure	1200	27.4 %
Solid waste services (e.g. residential trash/recycling collection)	106	2.4 %
City water utilities	163	3.7 %
Neighborhood services (e.g. code enforcement, property preservation, animal control)	173	4.0 %
City parks & recreation programs/facilities	61	1.4 %
Health Department services	39	0.9 %
Airport facilities	307	7.0 %
City's 311 service	21	0.5 %
Quality of municipal court services	9	0.2 %
Customer service you receive from City employees	29	0.7 %
Overall effectiveness of City communication with the public	49	1.1 %
City stormwater runoff/stormwater management system	142	3.2 %
Public transportation	234	5.3 %
None chosen	883	20.2 %
Total	4377	100.0 %

Q4. Which THREE of the major categories of City services listed in Question 3 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q4. 2nd choice	Number	Percent
Police services	384	8.8 %
Fire & ambulance services	323	7.4 %
Maintenance of City streets, sidewalks, & infrastructure	760	17.4 %
Solid waste services (e.g. residential trash/recycling collection)	193	4.4 %
City water utilities	241	5.5 %
Neighborhood services (e.g. code enforcement, property preservation, animal control)	304	6.9 %
City parks & recreation programs/facilities	134	3.1 %
Health Department services	48	1.1 %
Airport facilities	256	5.8 %
City's 311 service	47	1.1 %
Quality of municipal court services	34	0.8 %
Customer service you receive from City employees	77	1.8 %
Overall effectiveness of City communication with the public	95	2.2 %
City stormwater runoff/stormwater management system	227	5.2 %
Public transportation	273	6.2 %
None chosen	981	22.4 %
Total	4377	100.0 %

ASKED ALL YEAR

Q4. Which THREE of the major categories of City services listed in Question 3 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q4. 3rd choice	Number	Percent
Police services	286	6.5 %
Fire & ambulance services	177	4.0 %
Maintenance of City streets, sidewalks, & infrastructure	579	13.2 %
Solid waste services (e.g. residential trash/recycling collection)	171	3.9 %
City water utilities	231	5.3 %
Neighborhood services (e.g. code enforcement, property preservation, animal control)	310	7.1 %
City parks & recreation programs/facilities	202	4.6 %
Health Department services	83	1.9 %
Airport facilities	251	5.7 %
City's 311 service	59	1.3 %
Quality of municipal court services	33	0.8 %
Customer service you receive from City employees	103	2.4 %
Overall effectiveness of City communication with the public	195	4.5 %
City stormwater runoff/stormwater management system	275	6.3 %
Public transportation	309	7.1 %
None chosen	1113	25.4 %
Total	4377	100.0 %

SUM OF TOP 3 CHOICES

Q4. Which THREE of the major categories of City services listed in Question 3 do you think should receive the MOST EMPHASIS from The City over the next TWO years? (top 3)

Q4. Sum of top 3 choices	Number	Percent
Police services	1534	35.0 %
Fire & ambulance services	597	13.6 %
Maintenance of City streets, sidewalks, & infrastructure	2539	58.0 %
Solid waste services (e.g. residential trash/recycling collection)	470	10.7 %
City water utilities	635	14.5 %
Neighborhood services (e.g. code enforcement, property preservation, animal control)	787	18.0 %
City parks & recreation programs/facilities	397	9.1 %
Health Department services	170	3.9 %
Airport facilities	814	18.6 %
City's 311 service	127	2.9 %
Quality of municipal court services	76	1.7 %
Customer service you receive from City employees	209	4.8 %
Overall effectiveness of City communication with the public	339	7.7 %
City stormwater runoff/stormwater management system	644	14.7 %
Public transportation	816	18.6 %
None chosen	883	20.2 %
Total	11037	

ASKED ALL YEAR

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

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Effectiveness of local police protection	10.9%	40.2%	26.6%	10.3%	4.3%	7.8%
Q5-2. Visibility of police in neighborhoods	8.0%	30.1%	29.9%	19.8%	8.5%	3.8%
Q5-3. City's overall efforts to prevent crime	5.6%	24.7%	31.0%	22.0%	9.5%	7.2%
Q5-4. Enforcement of local traffic laws	8.0%	36.5%	31.8%	11.1%	5.9%	6.6%
Q5-5. Parking enforcement services	6.9%	29.3%	34.2%	6.9%	4.4%	18.3%
Q5-6. How quickly police respond to emergencies	8.1%	26.5%	24.6%	11.0%	8.2%	21.6%

WITHOUT "DON'T KNOW"

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

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Effectiveness of local police protection	11.8%	43.6%	28.8%	11.1%	4.7%
Q5-2. Visibility of police in neighborhoods	8.3%	31.3%	31.1%	20.6%	8.8%
Q5-3. City's overall efforts to prevent crime	6.0%	26.6%	33.4%	23.7%	10.3%
Q5-4. Enforcement of local traffic laws	8.5%	39.1%	34.1%	11.9%	6.4%
Q5-5. Parking enforcement services	8.4%	35.8%	41.9%	8.5%	5.4%
Q5-6. How quickly police respond to emergencies	10.3%	33.8%	31.4%	14.0%	10.5%

ASKED ALL YEAR

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

Q6. Top choice	Number	Percent
Effectiveness of local police protection	604	13.8 %
Visibility of police in neighborhoods	939	21.5 %
City's overall efforts to prevent crime	1382	31.6 %
Enforcement of local traffic laws	160	3.7 %
Parking enforcement services	69	1.6 %
How quickly police respond to emergencies	710	16.2 %
None chosen	513	11.7 %
Total	4377	100.0 %

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

Q6. 2nd choice	Number	Percent
Effectiveness of local police protection	758	17.3 %
Visibility of police in neighborhoods	908	20.7 %
City's overall efforts to prevent crime	973	22.2 %
Enforcement of local traffic laws	262	6.0 %
Parking enforcement services	118	2.7 %
How quickly police respond to emergencies	716	16.4 %
None chosen	642	14.7 %
Total	4377	100.0 %

SUM OF TOP 2 CHOICES

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

Q6. Sum of top 2 choices	Number	Percent
Effectiveness of local police protection	1362	31.1 %
Visibility of police in neighborhoods	1847	42.2 %
City's overall efforts to prevent crime	2355	53.8 %
Enforcement of local traffic laws	422	9.6 %
Parking enforcement services	187	4.3 %
How quickly police respond to emergencies	1426	32.6 %
None chosen	513	11.7 %
Total	8112	

ASKED ALL YEAR

Q7. FIRE AND EMERGENCY MEDICAL SERVICES. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall quality of local fire protection & rescue services	21.7%	42.1%	13.8%	1.2%	0.6%	20.7%
Q7-2. How quickly fire & rescue personnel respond to emergencies	21.6%	35.7%	14.5%	1.8%	0.8%	25.7%
Q7-3. Quality of local emergency medical service	18.6%	36.9%	15.8%	1.7%	0.8%	26.2%
Q7-4. How quickly emergency medical personnel respond to emergencies	18.8%	35.2%	15.4%	2.4%	1.1%	27.2%

WITHOUT "DON'T KNOW"

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

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall quality of local fire protection & rescue services	27.3%	53.1%	17.4%	1.5%	0.8%
Q7-2. How quickly fire & rescue personnel respond to emergencies	29.0%	48.1%	19.5%	2.4%	1.0%
Q7-3. Quality of local emergency medical service	25.2%	50.0%	21.4%	2.4%	1.1%
Q7-4. How quickly emergency medical personnel respond to emergencies	25.8%	48.3%	21.1%	3.2%	1.5%

ASKED ALL YEAR

Q8. Which TWO of the Fire and Emergency Medical services listed in Question 8 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q8. Top choice	Number	Percent
Overall quality of local fire protection & rescue services	872	19.9 %
How quickly fire & rescue personnel respond to emergencies	977	22.3 %
Quality of local emergency medical service	515	11.8 %
How quickly emergency medical personnel respond to emergencies	747	17.1 %
None chosen	1266	28.9 %
Total	4377	100.0 %

Q8. Which TWO of the Fire and Emergency Medical services listed in Question 8 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q8. 2nd choice	Number	Percent
Overall quality of local fire protection & rescue services	401	9.2 %
How quickly fire & rescue personnel respond to emergencies	820	18.7 %
Quality of local emergency medical service	673	15.4 %
How quickly emergency medical personnel respond to emergencies	1090	24.9 %
None chosen	1393	31.8 %
Total	4377	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the Fire and Emergency Medical services listed in Question 8 do you think should receive the MOST EMPHASIS from The City over the next TWO years? (top 2)

Q8. Sum of top 2 choices	Number	Percent
Overall quality of local fire protection & rescue services	1273	29.1 %
How quickly fire & rescue personnel respond to emergencies	1797	41.1 %
Quality of local emergency medical service	1188	27.1 %
How quickly emergency medical personnel respond to emergencies	1837	42.0 %
None chosen	1266	28.9 %
Total	7361	

ASKED ALL YEAR

Q9. STREETS, SIDEWALKS, AND INFRASTRUCTURE. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of City streets	2.0%	19.1%	25.9%	35.6%	15.3%	2.0%
Q9-2. Maintenance of streets in your neighborhood	5.4%	27.4%	24.3%	25.9%	15.3%	1.7%
Q9-3. Condition of sidewalks in City	2.3%	16.4%	30.5%	30.2%	14.2%	6.4%
Q9-4. Condition of sidewalks in your neighborhood	5.4%	23.0%	22.0%	22.8%	19.7%	7.1%
Q9-5. Maintenance of street signs & traffic signals	8.6%	46.7%	29.2%	8.3%	4.0%	3.2%
Q9-6. Snow removal on major City streets during past 12 months	12.5%	43.4%	22.0%	10.8%	7.2%	4.1%
Q9-7. Snow removal on residential streets during past 12 months	8.2%	28.4%	24.2%	21.0%	13.7%	4.6%
Q9-8. Adequacy of City street lighting	9.8%	45.9%	24.3%	12.2%	5.2%	2.7%
Q9-9. Accessibility of streets, sidewalks, & buildings for people with disabilities	5.3%	23.0%	27.5%	13.2%	7.5%	23.6%
Q9-10. On-street bicycle infrastructure (bike lanes/ wayfinding signs)	4.3%	16.9%	32.4%	17.2%	10.8%	18.4%

ASKED ALL YEAR

WITHOUT "DON'T KNOW"

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

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of City streets	2.1%	19.5%	26.4%	36.4%	15.6%
Q9-2. Maintenance of streets in your neighborhood	5.5%	27.9%	24.7%	26.4%	15.5%
Q9-3. Condition of sidewalks in City	2.5%	17.5%	32.5%	32.3%	15.2%
Q9-4. Condition of sidewalks in your neighborhood	5.8%	24.8%	23.6%	24.6%	21.2%
Q9-5. Maintenance of street signs & traffic signals	8.9%	48.2%	30.2%	8.6%	4.2%
Q9-6. Snow removal on major City streets during past 12 months	13.0%	45.2%	23.0%	11.3%	7.5%
Q9-7. Snow removal on residential streets during past 12 months	8.5%	29.8%	25.3%	22.0%	14.4%
Q9-8. Adequacy of City street lighting	10.0%	47.1%	25.0%	12.5%	5.3%
Q9-9. Accessibility of streets, sidewalks, & buildings for people with disabilities	6.9%	30.1%	35.9%	17.2%	9.8%
Q9-10. On-street bicycle infrastructure (bike lanes/wayfinding signs)	5.3%	20.7%	39.7%	21.1%	13.2%

ASKED ALL YEAR

Q10. Which TWO of the street, sidewalk, and infrastructure services listed in Question 9 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q10. Top choice	Number	Percent
Maintenance of City streets	1608	36.7 %
Maintenance of streets in your neighborhood	519	11.9 %
Condition of sidewalks in City	296	6.8 %
Condition of sidewalks in your neighborhood	406	9.3 %
Maintenance of street signs & traffic signals	57	1.3 %
Snow removal on major City streets during past 12 months	131	3.0 %
Snow removal on residential streets during past 12 months	335	7.7 %
Adequacy of City street lighting	145	3.3 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	188	4.3 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	222	5.1 %
None chosen	470	10.7 %
Total	4377	100.0 %

Q10. Which TWO of the street, sidewalk, and infrastructure services listed in Question 9 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q10. 2nd choice	Number	Percent
Maintenance of City streets	496	11.3 %
Maintenance of streets in your neighborhood	523	11.9 %
Condition of sidewalks in City	642	14.7 %
Condition of sidewalks in your neighborhood	430	9.8 %
Maintenance of street signs & traffic signals	152	3.5 %
Snow removal on major City streets during past 12 months	216	4.9 %
Snow removal on residential streets during past 12 months	515	11.8 %
Adequacy of City street lighting	238	5.4 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	279	6.4 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	294	6.7 %
None chosen	592	13.5 %
Total	4377	100.0 %

ASKED ALL YEAR

SUM OF TOP 2 CHOICES

Q10. Which TWO of the street, sidewalk, and infrastructure services listed in Question 9 do you think should receive the MOST EMPHASIS from The City over the next TWO years? (top 2)

Q10. Sum of top 2 choices	Number	Percent
Maintenance of City streets	2104	48.1 %
Maintenance of streets in your neighborhood	1042	23.8 %
Condition of sidewalks in City	938	21.4 %
Condition of sidewalks in your neighborhood	836	19.1 %
Maintenance of street signs & traffic signals	209	4.8 %
Snow removal on major City streets during past 12 months	347	7.9 %
Snow removal on residential streets during past 12 months	850	19.4 %
Adequacy of City street lighting	383	8.8 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	467	10.7 %
On-street bicycle infrastructure (bike lanes/wayfinding signs)	516	11.8 %
None chosen	470	10.7 %
Total	8162	

Q11. PUBLIC TRANSPORTATION. Please rate your satisfaction with the following services.

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. KCATA bus system	6.5%	18.8%	23.3%	6.5%	3.6%	41.2%
Q11-2. Kansas City streetcar	18.4%	20.7%	18.9%	3.3%	5.3%	33.4%

WITHOUT "DON'T KNOW"

Q11. PUBLIC TRANSPORTATION. Please rate your satisfaction with the following services. (without "don't know")

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. KCATA bus system	11.1%	31.9%	39.7%	11.1%	6.1%
Q11-2. Kansas City streetcar	27.6%	31.0%	28.4%	5.0%	8.0%

ASKED ALL YEAR

Q12. NEIGHBORHOOD SERVICES. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Enforcing clean-up of trash & debris on private property	3.8%	18.6%	25.4%	24.1%	13.0%	15.1%
Q12-2. Enforcing mowing & cutting of weeds on private property	3.3%	17.9%	27.4%	23.5%	12.3%	15.6%
Q12-3. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	2.9%	17.6%	31.2%	21.7%	11.0%	15.5%
Q12-4. Enforcing trash, weeds, & exterior maintenance in your neighborhood	6.4%	27.3%	25.3%	17.3%	11.8%	11.9%
Q12-5. Boarding up vacant structures that are open to entry	2.6%	13.5%	28.6%	14.6%	9.6%	31.1%
Q12-6. Demolishing vacant structures that are in the dangerous building inventory	2.3%	10.2%	24.4%	19.2%	13.7%	30.2%
Q12-7. Enforcement of animal code (e.g. animal welfare & pet licensing)	4.7%	23.3%	31.0%	9.9%	6.9%	24.1%
Q12-8. Customer service from animal control officers	5.0%	16.3%	27.4%	4.3%	4.2%	42.7%
Q12-9. Animal shelter operations & adoption efforts	8.5%	25.5%	26.2%	4.2%	2.7%	32.9%

ASKED ALL YEAR

WITHOUT "DON'T KNOW"

Q12. NEIGHBORHOOD SERVICES. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri. (without "don't know")

(N=4377)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Enforcing clean-up of trash & debris on private property	4.5%	21.8%	29.9%	28.4%	15.4%
Q12-2. Enforcing mowing & cutting of weeds on private property	3.9%	21.2%	32.4%	27.9%	14.6%
Q12-3. Enforcing exterior maintenance of residential property (e.g. condition of buildings)	3.4%	20.9%	37.0%	25.7%	13.0%
Q12-4. Enforcing trash, weeds, & exterior maintenance in your neighborhood	7.3%	31.0%	28.7%	19.6%	13.4%
Q12-5. Boarding up vacant structures that are open to entry	3.7%	19.7%	41.5%	21.1%	14.0%
Q12-6. Demolishing vacant structures that are in the dangerous building inventory	3.3%	14.7%	35.0%	27.5%	19.6%
Q12-7. Enforcement of animal code (e.g. animal welfare & pet licensing)	6.2%	30.7%	40.9%	13.0%	9.2%
Q12-8. Customer service from animal control officers	8.7%	28.5%	47.9%	7.6%	7.4%
Q12-9. Animal shelter operations & adoption efforts	12.6%	38.0%	39.1%	6.3%	4.0%

ASKED ALL YEAR

Q13. Which TWO of the neighborhood services listed in Question 12 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q13. Top choice	Number	Percent
Enforcing clean-up of trash & debris on private property	1040	23.8 %
Enforcing mowing & cutting of weeds on private property	283	6.5 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	347	7.9 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	337	7.7 %
Boarding up vacant structures that are open to entry	298	6.8 %
Demolishing vacant structures that are in the dangerous building inventory	745	17.0 %
Enforcement of animal code (e.g. animal welfare & pet licensing)	136	3.1 %
Customer service from animal control officers	57	1.3 %
Animal shelter operations & adoption efforts	304	6.9 %
None chosen	830	19.0 %
Total	4377	100.0 %

Q13. Which TWO of the neighborhood services listed in Question 12 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q13. 2nd choice	Number	Percent
Enforcing clean-up of trash & debris on private property	554	12.7 %
Enforcing mowing & cutting of weeds on private property	590	13.5 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	454	10.4 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	333	7.6 %
Boarding up vacant structures that are open to entry	311	7.1 %
Demolishing vacant structures that are in the dangerous building inventory	662	15.1 %
Enforcement of animal code (e.g. animal welfare & pet licensing)	181	4.1 %
Customer service from animal control officers	92	2.1 %
Animal shelter operations & adoption efforts	244	5.6 %
None chosen	956	21.8 %
Total	4377	100.0 %

ASKED ALL YEAR

SUM OF TOP 2 CHOICES

Q13. Which TWO of the neighborhood services listed in Question 12 do you think should receive the MOST EMPHASIS from The City over the next TWO years? (top 2)

Q13. Sum of top 2 choices	Number	Percent
Enforcing clean-up of trash & debris on private property	1594	36.4 %
Enforcing mowing & cutting of weeds on private property	873	19.9 %
Enforcing exterior maintenance of residential property (e.g. condition of buildings)	801	18.3 %
Enforcing trash, weeds, & exterior maintenance in your neighborhood	670	15.3 %
Boarding up vacant structures that are open to entry	609	13.9 %
Demolishing vacant structures that are in the dangerous building inventory	1407	32.1 %
Enforcement of animal code (e.g. animal welfare & pet licensing)	317	7.2 %
Customer service from animal control officers	149	3.4 %
Animal shelter operations & adoption efforts	548	12.5 %
None chosen	830	19.0 %
Total	7798	

ASKED IN 1Q AND 3Q

Q14. 311 CALL CENTER. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

(N=2324)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Ease of utilizing 311 services via phone	15.6%	31.6%	16.9%	2.8%	1.7%	31.3%
Q14-2. Ease utilizing 311 via web/mobile	9.8%	20.7%	19.6%	3.0%	1.7%	45.3%
Q14-3. Courtesy/professionalism of 311 call taker	17.5%	29.4%	16.8%	2.2%	1.9%	32.2%
Q14-4. How well your question or issue was resolved via 311	15.5%	26.7%	18.0%	4.9%	3.8%	31.2%

WITHOUT "DON'T KNOW"

Q14. 311 CALL CENTER. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri. (without "don't know")

(N=2324)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Ease of utilizing 311 services via phone	22.7%	46.1%	24.6%	4.1%	2.5%
Q14-2. Ease utilizing 311 via web/mobile	17.9%	37.8%	35.8%	5.5%	3.1%
Q14-3. Courtesy/professionalism of 311 call taker	25.8%	43.4%	24.8%	3.2%	2.7%
Q14-4. How well your question or issue was resolved via 311	22.5%	38.8%	26.1%	7.1%	5.5%

ASKED IN 1Q AND 3Q

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

(N=2324)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of information about City programs & services	6.4%	33.7%	32.4%	11.1%	2.7%	13.8%
Q15-2. Overall usefulness of City's website	5.5%	30.5%	29.0%	7.1%	2.2%	25.7%
Q15-3. Opportunity to engage/ provide input into decisions made by City	4.0%	17.9%	35.8%	11.9%	6.2%	24.2%
Q15-4. Quality of City video programming including City television channel (Channel 2) & web streaming	4.6%	14.7%	30.0%	3.7%	1.8%	45.2%
Q15-5. Content in City's magazine, KCMore	3.5%	16.8%	28.3%	2.6%	1.7%	47.1%
Q15-6. City's use of social media	4.6%	19.0%	30.9%	3.6%	2.2%	39.7%

WITHOUT "DON'T KNOW"

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

(N=2324)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of information about City programs & services	7.4%	39.1%	37.5%	12.8%	3.1%
Q15-2. Overall usefulness of City's website	7.4%	41.1%	39.1%	9.6%	2.9%
Q15-3. Opportunity to engage/provide input into decisions made by City	5.2%	23.6%	47.3%	15.7%	8.2%
Q15-4. Quality of City video programming including City television channel (Channel 2) & web streaming	8.5%	26.8%	54.8%	6.7%	3.3%
Q15-5. Content in City's magazine, KCMore	6.6%	31.8%	53.5%	4.9%	3.3%
Q15-6. City's use of social media	7.7%	31.5%	51.3%	5.9%	3.6%

ASKED IN 1Q AND 3Q

Q16. Which TWO of the communication services listed in Question 15 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q16. Top choice	Number	Percent
Availability of information about City programs & services	735	31.6 %
Overall usefulness of City's website	263	11.3 %
Opportunity to engage/provide input into decisions made by City	417	17.9 %
Quality of City video programming including City television channel (Channel 2) & web streaming	64	2.8 %
Content in City's magazine, KCMore	50	2.2 %
City's use of social media	131	5.6 %
None chosen	664	28.6 %
Total	2324	100.0 %

Q16. Which TWO of the communication services listed in Question 15 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q16. 2nd choice	Number	Percent
Availability of information about City programs & services	368	15.8 %
Overall usefulness of City's website	332	14.3 %
Opportunity to engage/provide input into decisions made by City	426	18.3 %
Quality of City video programming including City television channel (Channel 2) & web streaming	93	4.0 %
Content in City's magazine, KCMore	79	3.4 %
City's use of social media	232	10.0 %
None chosen	794	34.2 %
Total	2324	100.0 %

SUM OF TOP 2 CHOICES

Q16. Which TWO of the communication services listed in Question 15 do you think should receive the MOST EMPHASIS from The City over the next TWO years? (top 2)

Q16. Sum of top 2 choices	Number	Percent
Availability of information about City programs & services	1103	47.5 %
Overall usefulness of City's website	595	25.6 %
Opportunity to engage/provide input into decisions made by City	843	36.3 %
Quality of City video programming including City television channel (Channel 2) & web streaming	157	6.8 %
Content in City's magazine, KCMore	129	5.6 %
City's use of social media	363	15.6 %
None chosen	664	28.6 %
Total	3854	

ASKED IN 1Q AND 3Q

Q17. Which are your top 2 preferred methods of receiving information from The City?

Q17. Top choice	Number	Percent
City website	580	25.0 %
Text messages to mobile	234	10.1 %
Cable Channel 2	208	9.0 %
Twitter/social media	188	8.1 %
City magazine by mail	483	20.8 %
Email notification/releases	357	15.4 %
None chosen	274	11.8 %
Total	2324	100.0 %

Q17. Which are your top 2 preferred methods of receiving information from The City?

Q17. 2nd choice	Number	Percent
City website	356	15.3 %
Text messages to mobile	189	8.1 %
Cable Channel 2	211	9.1 %
Twitter/social media	211	9.1 %
City magazine by mail	404	17.4 %
Email notification/releases	451	19.4 %
None chosen	502	21.6 %
Total	2324	100.0 %

SUM OF TOP 2 CHOICES

Q17. Which are your top 2 preferred methods of receiving information from The City? (top 2)

Q17. Sum of top 2 choices	Number	Percent
City website	936	40.3 %
Text messages to mobile	423	18.2 %
Cable Channel 2	419	18.0 %
Twitter/social media	399	17.2 %
City magazine by mail	887	38.2 %
Email notification/releases	808	34.8 %
None chosen	274	11.8 %
Total	4146	

ASKED IN 1Q AND 3Q

Q18. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel, in the last year?

Q18. Have any members of your household watched Channel 2 in last year?	Number	Percent
Yes	589	25.3 %
No	1187	51.1 %
Not available on my television	474	20.4 %
Not provided	74	3.2 %
Total	2324	100.0 %

WITHOUT "NOT PROVIDED"

Q18. Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel, in the last year? (without "not provided")

Q18. Have any members of your household watched Channel 2 in last year?	Number	Percent
Yes	589	26.2 %
No	1187	52.8 %
Not available on my television	474	21.1 %
Total	2250	100.0 %

ASKED IN 1Q AND 3Q

Q19. Please indicate about how many times in the past 12 months you have done each of the following.

(N=2324)

	At least monthly	Several times	Once	Never	Don't know
Q19-1. Attended an arts or cultural event in City	10.5%	36.6%	21.5%	24.8%	6.5%
Q19-2. Participated in a neighborhood association, like a block association, a homeowner or tenant association, or a crime watch group	6.6%	20.9%	19.7%	46.1%	6.8%
Q19-3. Volunteered your time	15.7%	29.5%	15.6%	31.9%	7.2%
Q19-4. Had friends over to your home	33.3%	49.1%	5.7%	7.4%	4.5%
Q19-5. Had friends who live in your neighborhood over to your home	17.3%	36.6%	14.6%	25.6%	5.9%
Q19-6. Had friends of another race over to your home	14.8%	40.4%	13.3%	21.3%	10.2%

WITHOUT "DON' T KNOW"

Q19. Please indicate about how many times in the past 12 months you have done each of the following. (without "don't know")

(N=2324)

	At least monthly	Several times	Once	Never
Q19-1. Attended an arts or cultural event in City	11.2%	39.2%	23.0%	26.6%
Q19-2. Participated in a neighborhood association, like a block association, a homeowner or tenant association, or a crime watch group	7.1%	22.4%	21.1%	49.4%
Q19-3. Volunteered your time	17.0%	31.8%	16.8%	34.4%
Q19-4. Had friends over to your home	34.8%	51.5%	6.0%	7.7%
Q19-5. Had friends who live in your neighborhood over to your home	18.4%	38.8%	15.5%	27.2%
Q19-6. Had friends of another race over to your home	16.4%	45.0%	14.9%	23.7%

ASKED IN 1Q AND 3Q

Q20. How would you describe your overall state of health these days? Would you say it is:

Q20. How would you describe your overall state of health these days?	Number	Percent
Excellent	552	23.8 %
Good	1035	44.5 %
Average	386	16.6 %
Fair	202	8.7 %
Poor	92	4.0 %
Don't know	57	2.5 %
Total	2324	100.0 %

WITHOUT "DON' T KNOW"

Q20. How would you describe your overall state of health these days? Would you say it is: (without "don't know")

Q20. How would you describe your overall state of health these days?	Number	Percent
Excellent	552	24.3 %
Good	1035	45.7 %
Average	386	17.0 %
Fair	202	8.9 %
Poor	92	4.1 %
Total	2267	100.0 %

ASKED IN 1Q AND 3Q

Q21. Thinking about your ability to meet your household's needs, would you say your financial situation is:

Q21. What would you say about your financial situation?	Number	Percent
Excellent	382	16.4 %
Good	820	35.3 %
Average	596	25.6 %
Fair	295	12.7 %
Poor	173	7.4 %
Don't know	58	2.5 %
Total	2324	100.0 %

WITHOUT "DON' T KNOW"

Q21. Thinking about your ability to meet your household's needs, would you say your financial situation is: (without "don't know")

Q21. What would you say about your financial situation?	Number	Percent
Excellent	382	16.9 %
Good	820	36.2 %
Average	596	26.3 %
Fair	295	13.0 %
Poor	173	7.6 %
Total	2266	100.0 %

ASKED IN 1Q AND 3Q

Q22. Thinking about your parents when they were your age, how would you compare your standard of living to theirs? Would you say your standard of living is:

Q22. What would you say about your standard of living?	Number	Percent
Much better	525	22.6 %
Somewhat better	741	31.9 %
About the same	585	25.2 %
Somewhat worse	277	11.9 %
Much worse	114	4.9 %
Don't know	82	3.5 %
Total	2324	100.0 %

WITHOUT "DON' T KNOW"

Q22. Thinking about your parents when they were your age, how would you compare your standard of living to theirs? Would you say your standard of living is: (without "don't know")

Q22. What would you say about your standard of living?	Number	Percent
Much better	525	23.4 %
Somewhat better	741	33.1 %
About the same	585	26.1 %
Somewhat worse	277	12.4 %
Much worse	114	5.1 %
Total	2242	100.0 %

ASKED IN 1Q AND 3Q

Q23. HOUSING. Please rate your satisfaction with the following items concerning housing in Kansas City, Missouri.

(N=2324)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Availability of affordable housing for your family	10.9%	40.5%	23.0%	10.7%	4.4%	10.4%
Q23-2. Quality of housing for your family	14.7%	45.8%	20.7%	7.7%	3.1%	8.0%

WITHOUT "DON' T KNOW"

Q23. HOUSING. Please rate your satisfaction with the following items concerning housing in Kansas City, Missouri. (without "don't know")

(N=2324)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Availability of affordable housing for your family	12.2%	45.2%	25.7%	11.9%	4.9%
Q23-2. Quality of housing for your family	16.0%	49.8%	22.5%	8.4%	3.4%

ASKED IN 2Q AND 4Q

Q14. PARKS AND RECREATION SERVICES. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Maintenance of City parks	13.3%	49.0%	21.2%	4.7%	1.0%	10.7%
Q14-2. Quality of facilities such as picnic shelters & playgrounds in City parks	11.5%	42.3%	25.0%	6.4%	1.8%	12.9%
Q14-3. Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	9.4%	37.0%	24.1%	5.4%	1.3%	22.7%
Q14-4. Maintenance of boulevards & parkways	10.9%	43.0%	27.6%	7.3%	2.3%	9.0%
Q14-5. Walking & biking trails in City	9.5%	33.5%	27.8%	9.2%	3.6%	16.4%
Q14-6. City swimming pools & programs	4.2%	16.4%	25.8%	7.9%	3.6%	42.2%
Q14-7. City's youth programs & activities	3.6%	14.9%	24.3%	7.2%	3.9%	46.2%
Q14-8. Maintenance & appearance of City community centers	6.2%	26.4%	27.4%	4.7%	2.0%	33.3%
Q14-9. Programs & activities at City community centers	5.6%	21.2%	24.9%	5.1%	2.2%	41.1%
Q14-10. Tree trimming & other tree care along City streets & other public areas	6.0%	30.5%	29.2%	16.4%	7.6%	10.2%
Q14-11. Quality of communication from Parks & Recreation	5.3%	21.1%	30.0%	7.2%	3.9%	32.5%
Q14-12. Quality of customer service from Parks & Recreation employees	6.0%	20.1%	26.4%	2.8%	2.3%	42.3%

ASKED IN 2Q AND 4Q

WITHOUT "DON' T KNOW"

Q14. PARKS AND RECREATION SERVICES. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri. (without "don't know")

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Maintenance of City parks	14.9%	54.9%	23.8%	5.3%	1.1%
Q14-2. Quality of facilities such as picnic shelters & playgrounds in City parks	13.3%	48.6%	28.7%	7.4%	2.1%
Q14-3. Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	12.2%	47.9%	31.1%	7.0%	1.7%
Q14-4. Maintenance of boulevards & parkways	12.0%	47.2%	30.3%	8.0%	2.5%
Q14-5. Walking & biking trails in City	11.4%	40.1%	33.2%	11.0%	4.3%
Q14-6. City swimming pools & programs	7.3%	28.3%	44.6%	13.6%	6.1%
Q14-7. City's youth programs & activities	6.6%	27.6%	45.1%	13.3%	7.3%
Q14-8. Maintenance & appearance of City community centers	9.3%	39.6%	41.1%	7.0%	3.0%
Q14-9. Programs & activities at City community centers	9.4%	36.0%	42.2%	8.6%	3.8%
Q14-10. Tree trimming & other tree care along City streets & other public areas	6.7%	34.0%	32.5%	18.2%	8.5%
Q14-11. Quality of communication from Parks & Recreation	7.8%	31.3%	44.4%	10.7%	5.8%
Q14-12. Quality of customer service from Parks & Recreation employees	10.5%	34.9%	45.8%	4.8%	4.1%

ASKED IN 2Q AND 4Q

Q15. Which TWO of the Parks and Recreation services listed in Question 14 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q15. Top choice	Number	Percent
Maintenance of City parks	305	14.9 %
Quality of facilities such as picnic shelters & playgrounds in City parks	131	6.4 %
Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	44	2.1 %
Maintenance of boulevards & parkways	211	10.3 %
Walking & biking trails in City	223	10.9 %
City swimming pools & programs	63	3.1 %
City's youth programs & activities	211	10.3 %
Maintenance & appearance of City community centers	25	1.2 %
Programs & activities at City community centers	35	1.7 %
Tree trimming & other tree care along City streets & other public areas	302	14.7 %
Quality of communication from Parks & Recreation	37	1.8 %
Quality of customer service from Parks & Recreation employees	10	0.5 %
None chosen	456	22.2 %
Total	2053	100.0 %

Q15. Which TWO of the Parks and Recreation services listed in Question 14 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q15. 2nd choice	Number	Percent
Maintenance of City parks	187	9.1 %
Quality of facilities such as picnic shelters & playgrounds in City parks	162	7.9 %
Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	78	3.8 %
Maintenance of boulevards & parkways	168	8.2 %
Walking & biking trails in City	180	8.8 %
City swimming pools & programs	74	3.6 %
City's youth programs & activities	169	8.2 %
Maintenance & appearance of City community centers	63	3.1 %
Programs & activities at City community centers	120	5.8 %
Tree trimming & other tree care along City streets & other public areas	217	10.6 %
Quality of communication from Parks & Recreation	40	1.9 %
Quality of customer service from Parks & Recreation employees	35	1.7 %
None chosen	560	27.3 %
Total	2053	100.0 %

ASKED IN 2Q AND 4Q

SUM OF TOP 2 CHOICES

Q15. Which TWO of the Parks and Recreation services listed in Question 14 do you think should receive the MOST EMPHASIS from The City over the next TWO years? (top 2)

Q15. Sum of top 2 choices	Number	Percent
Maintenance of City parks	492	24.0 %
Quality of facilities such as picnic shelters & playgrounds in City parks	293	14.3 %
Quality of outdoor athletic fields (i.e. baseball, soccer, & football)	122	5.9 %
Maintenance of boulevards & parkways	379	18.5 %
Walking & biking trails in City	403	19.6 %
City swimming pools & programs	137	6.7 %
City's youth programs & activities	380	18.5 %
Maintenance & appearance of City community centers	88	4.3 %
Programs & activities at City community centers	155	7.5 %
Tree trimming & other tree care along City streets & other public areas	519	25.3 %
Quality of communication from Parks & Recreation	77	3.8 %
Quality of customer service from Parks & Recreation employees	45	2.2 %
None chosen	456	22.2 %
Total	3546	

ASKED IN 2Q AND 4Q

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

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Overall quality of trash collection services	19.9%	48.9%	13.6%	8.8%	4.9%	3.8%
Q16-2. Overall quality of curbside recycling services	19.2%	42.9%	15.7%	10.0%	5.3%	6.9%
Q16-3. Overall quality of recycling drop-off centers	9.4%	29.1%	20.7%	7.7%	3.6%	29.5%
Q16-4. Overall quality of bulky item pick-up services	12.1%	30.3%	19.5%	11.9%	6.5%	19.7%
Q16-5. Overall quality of leaf & brush pick-up services	10.6%	30.8%	21.7%	11.9%	5.7%	19.3%
Q16-6. Overall quality of leaf & brush drop-off centers	9.9%	24.7%	21.3%	5.7%	3.4%	34.9%
Q16-7. Overall cleanliness of City streets & other public areas	5.9%	30.2%	28.6%	21.5%	9.4%	4.3%
Q16-8. City efforts to clean-up illegal dumping sites	3.6%	13.8%	22.2%	19.7%	13.6%	27.2%

ASKED IN 2Q AND 4Q

WITHOUT "DON' T KNOW"

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

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Overall quality of trash collection services	20.7%	50.9%	14.2%	9.2%	5.1%
Q16-2. Overall quality of curbside recycling services	20.6%	46.1%	16.8%	10.8%	5.7%
Q16-3. Overall quality of recycling drop-off centers	13.4%	41.3%	29.3%	10.9%	5.1%
Q16-4. Overall quality of bulky item pick-up services	15.1%	37.7%	24.3%	14.8%	8.1%
Q16-5. Overall quality of leaf & brush pick-up services	13.1%	38.2%	26.9%	14.8%	7.1%
Q16-6. Overall quality of leaf & brush drop-off centers	15.3%	38.0%	32.8%	8.8%	5.2%
Q16-7. Overall cleanliness of City streets & other public areas	6.2%	31.6%	29.9%	22.5%	9.9%
Q16-8. City efforts to clean-up illegal dumping sites	4.9%	18.9%	30.4%	27.0%	18.7%

ASKED IN 2Q AND 4Q

Q17. Which TWO of the solid waste services listed in Question 16 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q17. Top choice	Number	Percent
Overall quality of trash collection services	280	13.6 %
Overall quality of curbside recycling services	186	9.1 %
Overall quality of recycling drop-off centers	62	3.0 %
Overall quality of bulky item pick-up services	144	7.0 %
Overall quality of leaf & brush pick-up services	124	6.0 %
Overall quality of leaf & brush drop-off centers	25	1.2 %
Overall cleanliness of City streets & other public areas	420	20.5 %
City efforts to clean-up illegal dumping sites	443	21.6 %
None chosen	369	18.0 %
Total	2053	100.0 %

Q17. Which TWO of the solid waste services listed in Question 16 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q17. 2nd choice	Number	Percent
Overall quality of trash collection services	123	6.0 %
Overall quality of curbside recycling services	194	9.4 %
Overall quality of recycling drop-off centers	93	4.5 %
Overall quality of bulky item pick-up services	166	8.1 %
Overall quality of leaf & brush pick-up services	134	6.5 %
Overall quality of leaf & brush drop-off centers	45	2.2 %
Overall cleanliness of City streets & other public areas	406	19.8 %
City efforts to clean-up illegal dumping sites	402	19.6 %
None chosen	490	23.9 %
Total	2053	100.0 %

SUM OF TOP 2 CHOICES

Q17. Which TWO of the solid waste services listed in Question 16 do you think should receive the MOST EMPHASIS from The City over the next TWO years? (top 2)

Q17. Top choice	Number	Percent
Overall quality of trash collection services	403	19.6 %
Overall quality of curbside recycling services	380	18.5 %
Overall quality of recycling drop-off centers	155	7.5 %
Overall quality of bulky item pick-up services	310	15.1 %
Overall quality of leaf & brush pick-up services	258	12.6 %
Overall quality of leaf & brush drop-off centers	70	3.4 %
Overall cleanliness of City streets & other public areas	826	40.2 %
City efforts to clean-up illegal dumping sites	845	41.2 %
None chosen	369	18.0 %
Total	3616	

ASKED IN 2Q AND 4Q

Q18. AIRPORT. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Ease of moving through airport security	24.3%	36.2%	15.6%	7.3%	3.6%	13.1%
Q18-2. Availability of parking	20.8%	35.9%	17.7%	8.3%	4.2%	13.1%
Q18-3. Food, beverage, & other concessions	6.3%	17.9%	23.4%	22.9%	16.3%	13.2%
Q18-4. Cleanliness of facilities	14.4%	37.8%	22.7%	9.1%	4.4%	11.6%
Q18-5. Availability of seating near departure gates	14.5%	30.4%	20.4%	13.7%	9.2%	11.8%

WITHOUT "DON' T KNOW"

Q18. AIRPORT. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri. (without "don't know")

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Ease of moving through airport security	28.0%	41.6%	17.9%	8.4%	4.1%
Q18-2. Availability of parking	23.9%	41.3%	20.4%	9.5%	4.9%
Q18-3. Food, beverage, & other concessions	7.2%	20.6%	27.0%	26.4%	18.8%
Q18-4. Cleanliness of facilities	16.3%	42.8%	25.7%	10.3%	5.0%
Q18-5. Availability of seating near departure gates	16.5%	34.5%	23.1%	15.5%	10.4%

ASKED IN 2Q AND 4Q

Q19. Which TWO of the airport services listed in Question 18 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q19. Top choice	Number	Percent
Ease of moving through airport security	438	21.3 %
Availability of parking	250	12.2 %
Food, beverage, & other concessions	480	23.4 %
Cleanliness of facilities	177	8.6 %
Availability of seating near departure gates	199	9.7 %
None chosen	509	24.8 %
Total	2053	100.0 %

Q19. Which TWO of the airport services listed in Question 18 do you think should receive the MOST EMPHASIS from The City over the next TWO years?

Q19. 2nd choice	Number	Percent
Ease of moving through airport security	210	10.2 %
Availability of parking	265	12.9 %
Food, beverage, & other concessions	345	16.8 %
Cleanliness of facilities	259	12.6 %
Availability of seating near departure gates	358	17.4 %
None chosen	616	30.0 %
Total	2053	100.0 %

SUM OF TOP 2 CHOICES

Q19. Which TWO of the airport services listed in Question 18 do you think should receive the MOST EMPHASIS from The City over the next TWO years? (top 2)

Q19. Sum of top 2 choices	Number	Percent
Ease of moving through airport security	648	31.6 %
Availability of parking	515	25.1 %
Food, beverage, & other concessions	825	40.2 %
Cleanliness of facilities	436	21.2 %
Availability of seating near departure gates	557	27.1 %
None chosen	509	24.8 %
Total	3490	

ASKED IN 2Q AND 4Q

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

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Condition of catch basins (storm drains) in your neighborhood	7.9%	31.6%	22.0%	16.0%	9.5%	13.1%
Q20-2. Timeliness water/sewer line break repairs	6.0%	23.5%	24.9%	11.6%	7.1%	26.9%
Q20-3. Quality of Water Services customer service	8.8%	28.0%	26.2%	8.3%	7.7%	20.9%

WITHOUT "DON'T KNOW"

Q20. WATER SERVICES. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri. (without "don't know")

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Condition of catch basins (storm drains) in your neighborhood	9.1%	36.3%	25.3%	18.4%	10.9%
Q20-2. Timeliness water/sewer line break repairs	8.2%	32.1%	34.1%	15.9%	9.7%
Q20-3. Quality of Water Services customer service	11.2%	35.4%	33.1%	10.5%	9.8%

ASKED IN 2Q AND 4Q

Q21. LEADERSHIP. Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri.

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Overall quality of leadership provided by City's elected officials	8.3%	33.1%	27.7%	12.9%	6.4%	11.6%
Q21-2. Overall effectiveness of City Manager & appointed staff	7.6%	29.4%	29.4%	11.4%	5.7%	16.5%
Q21-3. How ethically City conducts business	6.1%	24.3%	30.1%	12.4%	7.8%	19.3%

WITHOUT "DON'T KNOW"

Q21. LEADERSHIP. Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri. (without "don't know")

(N=2053)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Overall quality of leadership provided by City's elected officials	9.4%	37.5%	31.3%	14.5%	7.3%
Q21-2. Overall effectiveness of City Manager & appointed staff	9.1%	35.2%	35.2%	13.7%	6.8%
Q21-3. How ethically City conducts business	7.5%	30.1%	37.3%	15.3%	9.7%

ASKED ALL YEAR

Q24a. Do you have any children in the following age groups who live in Kansas City, Missouri?

Q24a. Do you have children in the following age groups who live in Kansas City, Missouri?	Number	Percent
No children/no children in KCMO	3217	73.5 %
Ages 0-5	428	9.8 %
Ages 6-13	508	11.6 %
Ages 14-17	353	8.1 %
Not provided	179	4.1 %
Total	4685	

WITHOUT "NOT PROVIDED"

Q24a. Do you have any children in the following age groups who live in Kansas City, Missouri? (without "not provided")

Q24a. Do you have children in the following age groups who live in Kansas City, Missouri?	Number	Percent
No children/no children in KCMO	3217	76.6 %
Ages 0-5	428	10.2 %
Ages 6-13	508	12.1 %
Ages 14-17	353	8.4 %
Total	4506	

ASKED ALL YEAR

Q24b. If you have children living in Kansas City, Missouri, what type of K-12 school do your children attend?

Q24b. What type of K-12 school do your children attend?	Number	Percent
Public	567	57.8 %
Charter	111	11.3 %
Private	177	18.0 %
Other	107	10.9 %
Not provided	7	0.7 %
Total	969	

WITHOUT "NOT PROVIDED"

Q24b. If you have children living in Kansas City, Missouri, what type of K-12 school do your children attend? (without "not provided")

Q24b. What type of K-12 school do your children attend?	Number	Percent
Public	567	58.2 %
Charter	111	11.4 %
Private	177	18.2 %
Other	107	11.0 %
Total	962	

ASKED ALL YEAR

Q24c. If you have children in Kansas City, Missouri, how would you grade the quality of the school(s) your children attend?

Q24c. How would you grade quality of schools your children attend?	Number	Percent
Excellent	180	18.3 %
Good	206	21.0 %
Average	134	13.7 %
Poor	167	17.0 %
Failing	179	18.2 %
Not provided	115	11.7 %
Total	981	100.0 %

WITHOUT "NOT PROVIDED"

Q24c. If you have children in Kansas City, Missouri, how would you grade the quality of the school(s) your children attend? (without "not provided")

Q24c. How would you grade quality of schools your children attend?	Number	Percent
Excellent	180	20.8 %
Good	206	23.8 %
Average	134	15.5 %
Poor	167	19.3 %
Failing	179	20.7 %
Total	866	100.0 %

ASKED ALL YEAR

Q25. Please answer the following questions by circling "Yes" or "No."

(N=4377)

	Yes	No	Not provided
Q25-1. Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during last year	17.0%	81.9%	1.1%
Q25-2. Have you had contact with a KCPD police officer during last year	44.6%	54.4%	1.0%
Q25-3. Have any members of your household used Kansas City, Missouri, ambulance service in last year	12.1%	86.9%	0.9%
Q25-4. Have you or anyone in your household contacted City's 311 Call Center in last year	52.5%	46.4%	1.0%
Q25-5. Have you visited City's website (kcmo.gov) in last year	61.7%	37.1%	1.1%
Q25-6. Have you used the bulky item pick-up service in last year	39.5%	59.2%	1.2%
Q25-7. Have you or anyone in your household visited a Kansas City, Missouri, community center in last year	29.4%	69.3%	1.2%
Q25-8. Have any members of your household visited any parks in Kansas City, Missouri, in last year	79.5%	19.4%	1.1%
Q25-9. Have you used KCATA bus system in last year	20.8%	78.2%	1.0%
Q25-10. Have you used Kansas City Streetcar in last year	43.3%	55.6%	1.1%
Q25-11. Do you have regular access to internet at home	85.9%	12.9%	1.1%
Q25-12. Have you had contact with Municipal Court in last year	19.9%	79.0%	1.1%
Q25-13. Have you flown out of Kansas City International Airport in last year	63.1%	35.8%	1.1%
Q25-14. Have you contacted Water Services regarding your account in last year	37.0%	62.0%	1.0%
Q25-15. Do you own at least one cat or dog	51.7%	46.7%	1.6%
Q25-16. Have you ridden a bicycle on City streets or trails in last year	28.6%	70.2%	1.2%

ASKED ALL YEAR

WITHOUT "NOT PROVIDED"

Q25. Please answer the following questions by circling "Yes" or "No." (without "not provided")

(N=4377)

	Yes	No
Q25-1. Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during last year	17.2%	82.8%
Q25-2. Have you had contact with a KCPD police officer during last year	45.1%	54.9%
Q25-3. Have any members of your household used Kansas City, Missouri, ambulance service in last year	12.2%	87.8%
Q25-4. Have you or anyone in your household contacted City's 311 Call Center in last year	53.1%	46.9%
Q25-5. Have you visited City's website (kcmo.gov) in last year	62.4%	37.6%
Q25-6. Have you used the bulky item pick-up service in last year	40.0%	60.0%
Q25-7. Have you or anyone in your household visited a Kansas City, Missouri, community center in last year	29.8%	70.2%
Q25-8. Have any members of your household visited any parks in Kansas City, Missouri, in last year	80.4%	19.6%
Q25-9. Have you used KCATA bus system in last year	21.0%	79.0%
Q25-10. Have you used Kansas City Streetcar in last year	43.8%	56.2%
Q25-11. Do you have regular access to internet at home	86.9%	13.1%
Q25-12. Have you had contact with Municipal Court in last year	20.1%	79.9%
Q25-13. Have you flown out of Kansas City International Airport in last year	63.8%	36.2%
Q25-14. Have you contacted Water Services regarding your account in last year	37.4%	62.6%
Q25-15. Do you own at least one cat or dog	52.6%	47.4%
Q25-16. Have you ridden a bicycle on City streets or trails in last year	29.0%	71.0%

ASKED ALL YEAR

Q26. How often does your household use The City's curbside recycling services?

Q26. How often does your household use City's curbside recycling services?	Number	Percent
Weekly	3273	74.8 %
Bi-weekly	137	3.1 %
Monthly	100	2.3 %
Never	325	7.4 %
Not available at my residence	425	9.7 %
Not provided	117	2.7 %
Total	4377	100.0 %

WITHOUT "NOT PROVIDED"

Q26. How often does your household use The City's curbside recycling services? (without "not provided")

Q26. How often does your household use City's curbside recycling services?	Number	Percent
Weekly	3273	76.8 %
Bi-weekly	137	3.2 %
Monthly	100	2.3 %
Never	325	7.6 %
Not available at my residence	425	10.0 %
Total	4260	100.0 %

Q27. Do you think you will be living in Kansas City, Missouri, five years from now?

Q27. Will you be living in Kansas City, Missouri, five years from now?	Number	Percent
Yes	3549	81.1 %
No	674	15.4 %
Not provided	154	3.5 %
Total	4377	100.0 %

WITHOUT "NOT PROVIDED"

Q27. Do you think you will be living in Kansas City, Missouri, five years from now? (without "not provided")

Q27. Will you be living in Kansas City, Missouri, five years from now?	Number	Percent
Yes	3549	84.0 %
No	674	16.0 %
Total	4223	100.0 %

ASKED ALL YEAR

Q28. Do you own or rent your current residence?

Q28. Do you own or rent your current residence?	Number	Percent
Own	3460	79.0 %
Rent	891	20.4 %
Not provided	26	0.6 %
Total	4377	100.0 %

WITHOUT "NOT PROVIDED"

Q28. Do you own or rent your current residence? (without "not provided")

Q28. Do you own or rent your current residence?	Number	Percent
Own	3460	79.5 %
Rent	891	20.5 %
Total	4351	100.0 %

Q29. What type of dwelling do you live in?

Q29. What type of dwelling do you live in?	Number	Percent
Single family house (detached from other houses)	3494	79.8 %
Duplex or townhome	248	5.7 %
Apartment or condominium building	539	12.3 %
Other	53	1.2 %
Not provided	43	1.0 %
Total	4377	100.0 %

WITHOUT "NOT PROVIDED"

Q29. What type of dwelling do you live in? (without "not provided")

Q29. What type of dwelling do you live in?	Number	Percent
Single family house (detached from other houses)	3494	80.6 %
Duplex or townhome	248	5.7 %
Apartment or condominium building	539	12.4 %
Other	53	1.2 %
Total	4334	100.0 %

ASKED ALL YEAR

Q30. Approximately how many years have you lived in Kansas City, Missouri?

Q30. How many years have you lived in Kansas City, Missouri?	Number	Percent
0-5	772	17.6 %
6-10	471	10.8 %
11-15	314	7.2 %
16-20	329	7.5 %
21-30	610	13.9 %
31+	1737	39.7 %
Not provided	144	3.3 %
Total	4377	100.0 %

WITHOUT "NOT PROVIDED"

Q30. Approximately how many years have you lived in Kansas City, Missouri? (without "not provided")

Q30. How many years have you lived in Kansas City, Missouri?	Number	Percent
0-5	772	18.2 %
6-10	471	11.1 %
11-15	314	7.4 %
16-20	329	7.8 %
21-30	610	14.4 %
31+	1737	41.0 %
Total	4233	100.0 %

Q31. Which of the following best describes your race/ethnicity?

Q31. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	81	1.9 %
White	3005	68.7 %
American Indian/Eskimo	63	1.4 %
Black/African American	1136	26.0 %
Other	120	2.7 %
Not provided	28	0.6 %
Total	4433	

WITHOUT "NOT PROVIDED"

Q31. Which of the following best describes your race/ethnicity? (without "not provided")

Q31. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	81	1.9 %
White	3005	69.1 %
American Indian/Eskimo	63	1.4 %
Black/African American	1136	26.1 %
Other	120	2.8 %
Total	4405	

ASKED ALL YEAR

Q31. Other

Q31. Other	Number	Percent
Hispanic	32	29.1 %
Mixed	27	24.5 %
Latino	8	7.3 %
Mexican	5	4.5 %
Italian	3	2.7 %
Puerto Rican	3	2.7 %
MIDDLE EASTERN	3	2.7 %
IRISH	2	1.8 %
American	2	1.8 %
German	2	1.8 %
White-Indian	1	0.9 %
Hebrew	1	0.9 %
Half Brazilian	1	0.9 %
American Indian/White	1	0.9 %
prefer not to say	1	0.9 %
WHITE/HISPANIC	1	0.9 %
Native American/Causian/Unknown	1	0.9 %
Irish, Scottish, English, Indian	1	0.9 %
Native American	1	0.9 %
Afro American Indian	1	0.9 %
Cuban	1	0.9 %
White and Black	1	0.9 %
EUROPEAN AMERICAN	1	0.9 %
Dutch Irish	1	0.9 %
SPANISH	1	0.9 %
Black/African/Mexican	1	0.9 %
ARABIC	1	0.9 %
Latin	1	0.9 %
Haitian	1	0.9 %
Black American	1	0.9 %
multi-cultural	1	0.9 %
MOOR	1	0.9 %
Colombian American	1	0.9 %
Total	110	100.0 %

ASKED ALL YEAR

Q32. Are you of Hispanic, Latino, or other Spanish ancestry?

Q32. Are you of Hispanic, Latino, or other Spanish ancestry?	Number	Percent
Yes	376	8.6 %
No	3824	87.4 %
Not provided	177	4.0 %
Total	4377	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")

Q32. Are you of Hispanic, Latino, or other Spanish ancestry?	Number	Percent
Yes	376	9.0 %
No	3824	91.0 %
Total	4200	100.0 %

Q33. Would you say your total annual household income is:

Q33. Your total annual household income	Number	Percent
Under $30K	948	21.7 %
$30K to $59,999	1023	23.4 %
$60K to $99,999	968	22.1 %
$100K+	1016	23.2 %
Not provided	422	9.6 %
Total	4377	100.0 %

WITHOUT "NOT PROVIDED"

Q33. Would you say your total annual household income is: (without "not provided")

Q33. Your total annual household income	Number	Percent
Under $30K	948	24.0 %
$30K to $59,999	1023	25.9 %
$60K to $99,999	968	24.5 %
$100K+	1016	25.7 %
Total	3955	100.0 %

ASKED ALL YEAR

Q34. What is your age?

Q34. Your age	Number	Percent
18-24	109	2.5 %
25-34	840	19.2 %
35-44	859	19.6 %
45-54	874	20.0 %
55-64	825	18.8 %
65+	800	18.3 %
Not provided	70	1.6 %
Total	4377	100.0 %

WITHOUT "NOT PROVIDED"
Q34. What is your age? (without "not provided")

Q34. Your age	Number	Percent
18-24	109	2.5 %
25-34	840	19.5 %
35-44	859	19.9 %
45-54	874	20.3 %
55-64	825	19.2 %
65+	800	18.6 %
Total	4307	100.0 %

Q35. What is your gender identity?

Q35. Your gender	Number	Percent
Male	2159	49.3 %
Female	2201	50.3 %
Other	9	0.2 %
Not provided	8	0.2 %
Total	4377	100.0 %

WITHOUT "NOT PROVIDED"
Q35. What is your gender identity? (without "not provided")

Q35. Your gender	Number	Percent
Male	2159	49.4 %
Female	2201	50.4 %
Other	9	0.2 %
Total	4369	100.0 %

ASKED ALL YEAR

Q37. What is your home zip code?

Q37. Your home zip code	Number	Percent
64102	1	0.0 %
64105	51	1.2 %
64106	58	1.3 %
64108	76	1.7 %
64109	112	2.6 %
64110	164	3.7 %
64111	181	4.1 %
64112	107	2.4 %
64113	202	4.6 %
64114	316	7.2 %
64116	113	2.6 %
64117	102	2.3 %
64118	212	4.8 %
64119	180	4.1 %
64120	1	0.0 %
64123	33	0.8 %
64124	68	1.6 %
64125	10	0.2 %
64126	36	0.8 %
64127	110	2.5 %
64128	95	2.2 %
64129	85	1.9 %
64130	155	3.5 %
64131	219	5.0 %
64132	91	2.1 %
64133	209	4.8 %
64134	116	2.7 %
64136	15	0.3 %
64137	78	1.8 %
64138	109	2.5 %
64139	23	0.5 %
64141	1	0.0 %
64145	52	1.2 %
64146	18	0.4 %
64149	5	0.1 %
64151	197	4.5 %
64152	58	1.3 %
64153	27	0.6 %
64154	90	2.1 %
64155	335	7.7 %
64156	34	0.8 %
64157	149	3.4 %
64158	30	0.7 %
64161	1	0.0 %
64163	1	0.0 %
64164	2	0.0 %
64165	4	0.1 %
64166	5	0.1 %
Not provided	40	0.9 %
Total	4377	100.0 %

ASKED ALL YEAR

Q37. What is your home zip code? (without "not provided")

Q37. Your home zip code	Number	Percent
64102	1	0.0 %
64105	51	1.2 %
64106	58	1.3 %
64108	76	1.8 %
64109	112	2.6 %
64110	164	3.8 %
64111	181	4.2 %
64112	107	2.5 %
64113	202	4.7 %
64114	316	7.3 %
64116	113	2.6 %
64117	102	2.4 %
64118	212	4.9 %
64119	180	4.2 %
64120	1	0.0 %
64123	33	0.8 %
64124	68	1.6 %
64125	10	0.2 %
64126	36	0.8 %
64127	110	2.5 %
64128	95	2.2 %
64129	85	2.0 %
64130	155	3.6 %
64131	219	5.0 %
64132	91	2.1 %
64133	209	4.8 %
64134	116	2.7 %
64136	15	0.3 %
64137	78	1.8 %
64138	109	2.5 %
64139	23	0.5 %
64141	1	0.0 %
64145	52	1.2 %
64146	18	0.4 %
64149	5	0.1 %
64151	197	4.5 %
64152	58	1.3 %
64153	27	0.6 %
64154	90	2.1 %
64155	335	7.7 %
64156	34	0.8 %
64157	149	3.4 %
64158	30	0.7 %
64161	1	0.0 %
64163	1	0.0 %
64164	2	0.0 %
64165	4	0.1 %
64166	5	0.1 %
Total	4337	100.0 %

ASKED ALL YEAR

Q38. Do you live inside the City limits of Kansas City, Missouri?

Q38. Do you live inside City limits of Kansas City, Missouri?	Number	Percent
Yes	4377	100.0 %
Total	4377	100.0 %

Council District

Council District	Number	Percent
1	676	15.4 %
2	772	17.6 %
3	688	15.7 %
4	732	16.7 %
5	669	15.3 %
6	840	19.2 %
Total	4377	100.0 %

Section 5:
Survey Instrument

City of Kansas City, Missouri

Office of the Mayor

Office of the City Manager

Dear Kansas City Resident:

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

Please complete and return the survey in the enclosed postage-paid envelope. If you prefer to complete the survey online, you can do so at the following web address: http://www.kcmosurvey.org. Any information that could be used to identify individual survey responses will remain confidential.

We contract with ETC Institute to administer this survey – they are a national leader in resident survey administration and data analysis whose extensive experience allows Kansas City to compare ourselves to other large U.S. cities and metropolitan communities.

A summary report of survey results will be published and made available to the public. We use these survey results to evaluate and continually improve the services that we provide.

Thank you for providing us with your feedback. If you have any questions, please call the City Manager's Office at (816) 513-1408 or email us at resident.survey@kcmo.org.

Sincerely,

Sylvester "Sly" James Jr.
Mayor

Troy M. Schulte
City Manager

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

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

City of Kansas City, Missouri Resident Survey - **Q1/Q3**

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident concerns. You may complete the survey by returning it in the postage-paid envelope that has been provided, or online at *www.kcmosurvey.org*. Any information that could be used to identify individual survey responses will remain confidential. If you have questions, please call the City Manager's office at 513-1408.

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

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

2. PERCEPTIONS OF THE COMMUNITY. Please rate your satisfaction with each of the following items that may influence your perception of the City of Kansas City, Missouri.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City	5	4	3	2	1	9
2. Overall value you receive for your City tax dollars and fees	5	4	3	2	1	9
3. Overall image of the City	5	4	3	2	1	9
4. Overall quality of life in the City	5	4	3	2	1	9
5. Overall feeling of safety in the City	5	4	3	2	1	9
6. How safe you feel in your neighborhood	5	4	3	2	1	9
7. Overall quality of education system within the City	5	4	3	2	1	9
8. Physical appearance of your neighborhood	5	4	3	2	1	9

3. QUALITY OF CITY SERVICES. Please rate your satisfaction with the overall quality of the following major categories of services provided by the City of Kansas City, Missouri.

How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Police services	5	4	3	2	1	9
02. Fire and ambulance services	5	4	3	2	1	9
03. The maintenance of city streets, sidewalks, and infrastructure	5	4	3	2	1	9
04. Solid waste services (e.g. residential trash/recycling collection)	5	4	3	2	1	9
05. City water utilities	5	4	3	2	1	9
06. Neighborhood services (e.g. code enforcement, property preservation, animal control)	5	4	3	2	1	9
07. City parks and recreation programs/facilities	5	4	3	2	1	9
08. Health Department services	5	4	3	2	1	9
09. Airport facilities	5	4	3	2	1	9
10. the City's 311 service	5	4	3	2	1	9
11. Municipal court services	5	4	3	2	1	9
12. Customer service you receive from city employees	5	4	3	2	1	9
13. Overall effectiveness of city communication with the public	5	4	3	2	1	9
14. the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
15. Public transportation	5	4	3	2	1	9

4. Which THREE of the major categories of city services listed in Question 3 do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 3.]*

1st: ____ 2nd: ____ 3rd: ____

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5. <u>POLICE SERVICES.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Effectiveness of local police protection	5	4	3	2	1	9
2.	The visibility of police in neighborhoods	5	4	3	2	1	9
3.	the City's overall efforts to prevent crime	5	4	3	2	1	9
4.	Enforcement of local traffic laws	5	4	3	2	1	9
5.	Parking enforcement services	5	4	3	2	1	9
6.	How quickly police respond to emergencies	5	4	3	2	1	9

6. Which TWO of the Police services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 5.]*

1st: ____ 2nd: ____

7. <u>FIRE AND EMERGENCY MEDICAL SERVICES.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of local fire protection and rescue services	5	4	3	2	1	9
2.	How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
3.	Quality of local emergency medical service	5	4	3	2	1	9
4.	How quickly emergency medical personnel respond to emergencies	5	4	3	2	1	9

8. Which TWO of the Fire and Emergency Medical services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 7.]*

1st: ____ 2nd: ____

9. <u>STREETS, SIDEWALKS, AND INFRASTRUCTURE.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of city streets	5	4	3	2	1	9
02.	Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
03.	Condition of sidewalks in the City	5	4	3	2	1	9
04.	Condition of sidewalks in YOUR neighborhood	5	4	3	2	1	9
05.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
06.	Snow removal on major city streets during the past 12 months	5	4	3	2	1	9
07.	Snow removal on residential streets during the past 12 months	5	4	3	2	1	9
08.	Adequacy of city street lighting	5	4	3	2	1	9
09.	Accessibility of streets, sidewalks, and buildings for people with disabilities	5	4	3	2	1	9
10.	On-street bicycle infrastructure (bike lanes/wayfinding signs)	5	4	3	2	1	9

10. Which TWO of the street, sidewalk, and infrastructure services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 9.]*

1st: ____ 2nd: ____

11. PUBLIC TRANSPORTATION. Please rate your satisfaction with the following services.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	KCATA bus system	5	4	3	2	1	9
2.	Kansas City streetcar	5	4	3	2	1	9

12. NEIGHBORHOOD SERVICES. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the clean-up of trash and debris on private property	5	4	3	2	1	9
2.	Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
3.	Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	5	4	3	2	1	9
4.	Enforcing trash, weeds, and exterior maintenance in YOUR neighborhood	5	4	3	2	1	9
5.	Boarding up vacant structures that are open to entry	5	4	3	2	1	9
6.	Demolishing vacant structures that are in the dangerous building inventory	5	4	3	2	1	9
7.	Enforcement of animal code (e.g. animal welfare and pet licensing)	5	4	3	2	1	9
8.	Customer service from animal control officers	5	4	3	2	1	9
9.	Animal shelter operations and adoption efforts	5	4	3	2	1	9

13. Which TWO of the neighborhood services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 12.]*

1st: ____ 2nd: ____

14. 311 CALL CENTER. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of utilizing 311 services via phone	5	4	3	2	1	9
2.	Ease of utilizing 311 services via web or mobile application	5	4	3	2	1	9
3.	Courtesy and professionalism of 311 call takers	5	4	3	2	1	9
4.	How well your question or issue was resolved via 311	5	4	3	2	1	9

15. <u>COMMUNICATION.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about city programs and services	5	4	3	2	1	9
2.	Overall usefulness of the City's website	5	4	3	2	1	9
3.	Opportunity to engage/provide input into decisions made by the City	5	4	3	2	1	9
4.	Quality of city video programming including city television channel (Channel 2) and web streaming	5	4	3	2	1	9
5.	The content in the City's magazine, KCMore	5	4	3	2	1	9
6.	the City's use of social media	5	4	3	2	1	9

16. Which TWO of the communication services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 15.]*

1st: ____ 2nd: ____

17. Which are your top 2 preferred methods of receiving information from the City? *[Write-in your answers using the numbers from the list below.]*

1. City website
2. Text messages to mobile
3. Cable Channel 2
4. Twitter/social media
5. City magazine by mail
6. Email notification/releases

1st: ____ 2nd: ____

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

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

19. Please indicate about how many times in the past 12 months you have done each of the following.

	How often have you...	At least monthly	Several times	Once	Never	Don't Know
1.	Attended an arts or cultural event in the City	4	3	2	1	9
2.	Participated in a neighborhood association, like a block association, a homeowner or tenant association, or a crime watch group	4	3	2	1	9
3.	Volunteered your time	4	3	2	1	9
4.	Had friends over to your home	4	3	2	1	9
5.	Had friends who live in your neighborhood over to your home	4	3	2	1	9
6.	Had friends of another race over to your home	4	3	2	1	9

20. How would you describe your overall state of health these days? Would you say it is:

____(5) Excellent ____(3) Average ____(1) Poor
____(4) Good ____(2) Fair ____(9) Don't Know

21. Thinking about your ability to meet your household's needs, would you say your financial situation is:

____(5) Excellent ____(3) Average ____(1) Poor
____(4) Good ____(2) Fair ____(9) Don't Know

22. Thinking about your parents when they were your age, how would you compare your standard of living to theirs? Would you say your standard of living is:

____(5) Much better ____(3) About the same ____(1) Much worse
____(4) Somewhat better ____(2) Somewhat worse ____(9) Don't Know

23. HOUSING. Please rate your satisfaction with the following items concerning housing in Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of affordable housing for your family	5	4	3	2	1	9
2.	The quality of housing for your family	5	4	3	2	1	9

24. NON-CITY SERVICES - SCHOOLS. Please answer the following questions about education in KCMO (which is not a City-provided service):

24a. Do you have any children in the following age groups who live in Kansas City, Missouri? *[Check all that apply.]*

____(1) No Children/No Children in KCMO
____(2) Ages 0-5
____(3) Ages 6-13
____(4) Ages 14-17

24b. *If you have children living in Kansas City, Missouri*, what type of K-12 school do your children attend? *[Check all that apply.]*

____(1) Public
____(2) Charter
____(3) Private
____(4) Other

24c. *If you have children in Kansas City, Missouri*, how would you grade the quality of the school(s) your children attend?

____(5) Excellent
____(4) Good
____(3) Average
____(2) Poor
____(1) Failing

25. Please answer the following questions by circling "Yes" or "No."

		Yes	No
01.	Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?	1	2
02.	Have you had contact with a KCPD police officer during the last year?	1	2
03.	Have any members of your household used the Kansas City, Missouri, ambulance service in the last year?	1	2
04.	Have you or anyone in your household contacted the City's 311 Call Center in the last year?	1	2
05.	Have you visited the City's website (kcmo.gov) in the last year?	1	2
06.	Have you used the bulky item pick-up service in the last year?	1	2
07.	Have you or anyone in your household visited a Kansas City, Missouri, community center in the last year?	1	2
08.	Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	1	2
09.	Have you used the KCATA bus system in the last year?	1	2
10.	Have you used the Kansas City Streetcar in the last year?	1	2
11.	Do you have regular access to the internet at home?	1	2
12.	Have you had contact with the Municipal Court in the last year?	1	2
13.	Have you flown out of Kansas City International Airport in the last year?	1	2
14.	Have you contacted Water Services regarding your account in the last year?	1	2
15.	Do you own at least one cat or dog?	1	2
16.	Have you ridden a bicycle on city streets or trails in the last year?	1	2

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

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

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

____(1) Yes ____(2) No

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

29. What type of dwelling do you live in?

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

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

31. Which of the following best describes your race/ethnicity? *[Check all that apply.]*

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

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

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

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

34. What is your age?

____(1) 18-24 ____(2) 25-34 ____(3) 35-44 ____(4) 45-54 ____(5) 55-64 ____(6) 65+

35. What is your gender identity? ____(1) Male ____(2) Female ____(3) Other

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

_____

37. What is your home zip code? _____

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

This concludes the survey – Thank you for your time!

Please return your survey in the postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information shown to the right will ONLY be used to help ensure the survey results are statistically representative of residents in the area. Thank you.

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City of Kansas City, Missouri Resident Survey - **Q2/Q4**

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident concerns. You may complete the survey by returning it in the postage-paid envelope that has been provided, or online at *www.kcmosurvey.org*. Any information that could be used to identify individual survey responses will remain confidential. If you have questions, please call the City Manager's office at 513-1408.

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

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

2. PERCEPTIONS OF THE COMMUNITY. Please rate your satisfaction with each of the following items that may influence your perception of the City of Kansas City, Missouri.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City	5	4	3	2	1	9
2. Overall value you receive for your City tax dollars and fees	5	4	3	2	1	9
3. Overall image of the City	5	4	3	2	1	9
4. Overall quality of life in the City	5	4	3	2	1	9
5. Overall feeling of safety in the City	5	4	3	2	1	9
6. How safe you feel in your neighborhood	5	4	3	2	1	9
7. Overall quality of education system within the City	5	4	3	2	1	9
8. Physical appearance of your neighborhood	5	4	3	2	1	9

3. QUALITY OF CITY SERVICES. Please rate your satisfaction with the overall quality of the following major categories of services provided by the City of Kansas City, Missouri.

How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Police services	5	4	3	2	1	9
02. Fire and ambulance services	5	4	3	2	1	9
03. The maintenance of city streets, sidewalks, and infrastructure	5	4	3	2	1	9
04. Solid waste services (e.g. residential trash/recycling collection)	5	4	3	2	1	9
05. City water utilities	5	4	3	2	1	9
06. Neighborhood services (e.g. code enforcement, property preservation, animal control)	5	4	3	2	1	9
07. City parks and recreation programs/facilities	5	4	3	2	1	9
08. Health Department services	5	4	3	2	1	9
09. Airport facilities	5	4	3	2	1	9
10. the City's 311 service	5	4	3	2	1	9
11. Municipal court services	5	4	3	2	1	9
12. Customer service you receive from city employees	5	4	3	2	1	9
13. Overall effectiveness of city communication with the public	5	4	3	2	1	9
14. the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
15. Public transportation	5	4	3	2	1	9

4. Which THREE of the major categories of city services listed in Question 3 do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 3.]*

1st: ____ 2nd: ____ 3rd: ____

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5. <u>POLICE SERVICES.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Effectiveness of local police protection	5	4	3	2	1	9
2.	The visibility of police in neighborhoods	5	4	3	2	1	9
3.	the City's overall efforts to prevent crime	5	4	3	2	1	9
4.	Enforcement of local traffic laws	5	4	3	2	1	9
5.	Parking enforcement services	5	4	3	2	1	9
6.	How quickly police respond to emergencies	5	4	3	2	1	9

6. Which TWO of the Police services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 5.]*

1st: ____ 2nd: ____

7. <u>FIRE AND EMERGENCY MEDICAL SERVICES.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of local fire protection and rescue services	5	4	3	2	1	9
2.	How quickly fire and rescue personnel respond to emergencies	5	4	3	2	1	9
3.	Quality of local emergency medical service	5	4	3	2	1	9
4.	How quickly emergency medical personnel respond to emergencies	5	4	3	2	1	9

8. Which TWO of the Fire and Emergency Medical services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 7.]*

1st: ____ 2nd: ____

9. <u>STREETS, SIDEWALKS, AND INFRASTRUCTURE.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of city streets	5	4	3	2	1	9
02.	Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
03.	Condition of sidewalks in the City	5	4	3	2	1	9
04.	Condition of sidewalks in YOUR neighborhood	5	4	3	2	1	9
05.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
06.	Snow removal on major city streets during the past 12 months	5	4	3	2	1	9
07.	Snow removal on residential streets during the past 12 months	5	4	3	2	1	9
08.	Adequacy of city street lighting	5	4	3	2	1	9
09.	Accessibility of streets, sidewalks, and buildings for people with disabilities	5	4	3	2	1	9
10.	On-street bicycle infrastructure (bike lanes/wayfinding signs)	5	4	3	2	1	9

10. Which TWO of the street, sidewalk, and infrastructure services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 9.]*

1st: ____ 2nd: ____

11. PUBLIC TRANSPORTATION. Please rate your satisfaction with the following services.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	KCATA bus system	5	4	3	2	1	9
2.	Kansas City streetcar	5	4	3	2	1	9

12. NEIGHBORHOOD SERVICES. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the clean-up of trash and debris on private property	5	4	3	2	1	9
2.	Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
3.	Enforcing the exterior maintenance of residential property (e.g. condition of buildings)	5	4	3	2	1	9
4.	Enforcing trash, weeds, and exterior maintenance in YOUR neighborhood	5	4	3	2	1	9
5.	Boarding up vacant structures that are open to entry	5	4	3	2	1	9
6.	Demolishing vacant structures that are in the dangerous building inventory	5	4	3	2	1	9
7.	Enforcement of animal code (e.g. animal welfare and pet licensing)	5	4	3	2	1	9
8.	Customer service from animal control officers	5	4	3	2	1	9
9.	Animal shelter operations and adoption efforts	5	4	3	2	1	9

13. Which TWO of the neighborhood services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 12.]*

1st: ____ 2nd: ____

14. PARKS AND RECREATION SERVICES. Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of City parks	5	4	3	2	1	9
02.	Quality of facilities such as picnic shelters & playgrounds in city parks	5	4	3	2	1	9
03.	Quality of outdoor athletic fields (i.e. baseball, soccer, and football)	5	4	3	2	1	9
04.	Maintenance of boulevards and parkways	5	4	3	2	1	9
05.	Walking and biking trails in the City	5	4	3	2	1	9
06.	City swimming pools and programs	5	4	3	2	1	9
07.	the City's youth programs and activities	5	4	3	2	1	9
08.	Maintenance and appearance of City community centers	5	4	3	2	1	9
09.	Programs and activities at City community centers	5	4	3	2	1	9
10.	Tree trimming & other tree care along city streets and other public areas	5	4	3	2	1	9
11.	Quality of communication from Parks and Recreation	5	4	3	2	1	9
12.	Quality of customer service from Parks and Recreation employees	5	4	3	2	1	9

15. Which TWO of the Parks and Recreation services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 14.]*

1st: ____ 2nd: ____

16. <u>SOLID WASTE SERVICES.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of trash collection services	5	4	3	2	1	9
2.	Overall quality of curbside recycling services	5	4	3	2	1	9
3.	Overall quality of recycling drop-off centers	5	4	3	2	1	9
4.	Overall quality of bulky item pick-up services	5	4	3	2	1	9
5.	Overall quality of leaf and brush pick-up services	5	4	3	2	1	9
6.	Overall quality of leaf and brush drop-off centers	5	4	3	2	1	9
7.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
8.	City efforts to clean-up illegal dumping sites	5	4	3	2	1	9

17. Which TWO of the solid waste services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 16.]*

1st: ____ 2nd: ____

18. <u>AIRPORT.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of moving through airport security	5	4	3	2	1	9
2.	Availability of parking	5	4	3	2	1	9
3.	Food, beverage, and other concessions	5	4	3	2	1	9
4.	Cleanliness of facilities	5	4	3	2	1	9
5.	Availability of seating near departure gates	5	4	3	2	1	9

19. Which TWO of the airport services listed above do you think should receive the MOST EMPHASIS from the City over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 18.]*

1st: ____ 2nd: ____

20. <u>WATER SERVICES.</u> Please rate your satisfaction with the following services provided by the City of Kansas City, Missouri.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Condition of catch basins (storm drains) in your neighborhood	5	4	3	2	1	9
2.	Timeliness of water/sewer line break repairs	5	4	3	2	1	9
3.	Quality of Water Services customer service	5	4	3	2	1	9

21. <u>LEADERSHIP.</u> Please rate your satisfaction with the following aspects of City Leadership in Kansas City, Missouri.

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

22. <u>NON-CITY SERVICES - SCHOOLS.</u> Please answer the following questions about education in KCMO (which is not a City-provided service):

22a. Do you have any children in the following age groups who live in Kansas City, Missouri? *[Check all that apply.]*

____(1) No Children/No Children in KCMO
____(2) Ages 0-5
____(3) Ages 6-13
____(4) Ages 14-17

22b. *If you have children living in Kansas City, Missouri,* what type of K-12 school do your children attend? *[Check all that apply.]*

____(1) Public
____(2) Charter
____(3) Private
____(4) Other

22c. *If you have children in Kansas City, Missouri,* how would you grade the quality of the school(s) your children attend?

____(1) Excellent
____(2) Good
____(3) Average
____(4) Poor
____(5) Failing

23. Please answer the following questions by circling "Yes" or "No."

		Yes	No
01.	Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?	1	2
02.	Have you had contact with a KCPD police officer during the last year?	1	2
03.	Have any members of your household used the Kansas City, Missouri, ambulance service in the last year?	1	2
04.	Have you or anyone in your household contacted the City's 311 Call Center in the last year?	1	2
05.	Have you visited the City's website (kcmo.gov) in the last year?	1	2
06.	Have you used the bulky item pick-up service in the last year?	1	2
07.	Have you or anyone in your household visited a Kansas City, Missouri, community center in the last year?	1	2
08.	Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	1	2
09.	Have you used the KCATA bus system in the last year?	1	2
10.	Have you used the Kansas City Streetcar in the last year?	1	2
11.	Do you have regular access to the internet at home?	1	2
12.	Have you had contact with the Municipal Court in the last year?	1	2
13.	Have you flown out of Kansas City International Airport in the last year?	1	2
14.	Have you contacted Water Services regarding your account in the last year?	1	2
15.	Do you own at least one cat or dog?	1	2
16.	Have you ridden a bicycle on city streets or trails in the last year?	1	2

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

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

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

____(1) Yes ____(2) No

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

27. What type of dwelling do you live in?

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

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

29. Which of the following best describes your race/ethnicity? *[Check all that apply.]*

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

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

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

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

32. What is your age?

____(1) 18-24 ____(2) 25-34 ____(3) 35-44 ____(4) 45-54 ____(5) 55-64 ____(6) 65+

33. What is your gender identity? ____(1) Male ____(2) Female ____(3) Other

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

_____

35. What is your home zip code? _____

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

This concludes the survey – Thank you for your time!

Please return your survey in the postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information shown to the right will ONLY be used to help ensure the survey results are statistically representative of residents in the area. Thank you.

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