

**Performance Audit
Kansas City Citizen Survey Report
Fiscal Year 2010**

August 2010

City Auditor's Office

City of Kansas City, Missouri

August 19, 2010

Honorable Mayor and Members of the City Council:

This report provides the results of our survey of residents, along with comparisons to other large U.S. cities and metropolitan area communities. Quarterly surveys were completed by 4,637 households during fiscal year 2010.

Overall, Kansas City residents' satisfaction with 67 city services is mixed, but improved. Compared to 2008, satisfaction with 18 of 67 services had statistically significant increases while satisfaction with 12 city services had statistically significant decreases. In 2008, about half of the services had statistically significant decreased levels of citizen satisfaction compared to the 2007 citizen survey.

Citizens gave relatively high scores to fire, ambulance, and police services as well as recycling and trash collection services. More than 60 percent of respondents were satisfied or very satisfied with these city services. Fire protection and rescue services was the top rated service and the overall quality of trash collection services had the largest satisfaction increase in this year's survey.

Citizens expressed relatively low satisfaction with the leadership and effectiveness of elected officials, appointed boards, and the city manager; code enforcement activities; and maintenance of city streets, buildings, and facilities. Less than 30 percent of respondents were satisfied or very satisfied with services in these areas. The overall quality of leadership provided by elected officials and the overall effectiveness of appointed boards and commissions were the two lowest rated services and the overall effectiveness of the city manager and appointed staff had the largest satisfaction decrease in the fiscal year 2010 survey.

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

Compared to the benchmark cities and communities, Kansas Citizens' satisfaction was below average for all but 2 of 44 benchmarked services. Citizen satisfaction with the city's ambulance service equaled the metropolitan area average and satisfaction with public safety services (police, fire, and ambulance) is higher than the large regional U.S. cities average. Compared to the benchmark cities, many of Kansas City's satisfaction scores have generally been below benchmark averages for the last five years.

Only half of those surveyed were satisfied with the overall quality of life in the city. The majority of respondents rated the city as a good or excellent place to live (65%) and work (59%). But, a little less

than half rated the city as a good or excellent place to raise children. All of these ratings reflected a statistically significant decrease from the 2008 survey and are below the metropolitan area benchmark averages. Compared to 2008, a statistically significant fewer number of respondents reported feeling safe at home or in their neighborhoods during the day, and downtown during the day or night.

Even with these significant decreases in citizens' overall perceptions of the city, about 82 percent of the respondents replied "Yes" when asked if they thought they would be living in Kansas City, Missouri, in five years.

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

Gary L. White
City Auditor

Kansas City Citizen Survey Report Fiscal Year 2010

Table of Contents

Introduction	1
Objectives	1
Scope and Background	1
How to Read the Survey Graphs	3
Survey Results	5
Summary	5
Overall Perceptions of the City	7
Major Service Categories	10
Maintenance, Streets, and Solid Waste	13
Public Safety	18
Parks and Recreation	22
Code Enforcement	27
Communication and Leadership	29
Appendices	35
Appendix A: Methodology	35
Appendix B: Citizen Survey Results (2005-2008 and 2010)	43
Appendix C: Fiscal Year 2010 Citizen Survey Results by Geographic Area	59
Appendix D: Kansas City and Benchmark Communities Satisfaction Trends (2005 – 2008 and 2010)	75

Kansas City Citizen Survey Report Fiscal Year 2010

List of Exhibits

Exhibit 1: Benchmark Communities and Cities	2
Exhibit 2: Satisfaction with Items That May Influence Citizen Perceptions of the City	7
Exhibit 3: Comparison with Metro Area Communities – Overall Perceptions of the City	8
Exhibit 4: How Would You Rate Kansas City, Missouri as...	8
Exhibit 5: Satisfaction and Living in Kansas City Five Years from Now	9
Exhibit 6: Satisfaction with Major Services Provided by the City	10
Exhibit 7: Comparison with Metro Area Communities – Overall Satisfaction with Major City Services	11
Exhibit 8: Major Services – Citizen Emphasis Compared to Citizen Satisfaction	12
Exhibit 9: Satisfaction with Maintenance, Streets, and Solid Waste Services	14
Exhibit 10: Comparison with Metro Area Communities – Satisfaction with Maintenance Services	15
Exhibit 11: Comparison with U.S. Regional Cities – Overall Satisfaction with Maintenance	15
Exhibit 12: Satisfaction and Experience – Visiting Downtown	16
Exhibit 13: Satisfaction and Experience – Using Bulky Item Pick-Up	17
Exhibit 14: Satisfaction with Public Safety Services	18
Exhibit 15: Comparison with Metro Area Communities – Satisfaction with Public Safety Services	19
Exhibit 16: Comparison with U.S. Regional Cities – Overall Satisfaction with Public Safety	20
Exhibit 17: How safe do you feel...	20
Exhibit 18: Satisfaction and Experience – Using Public Safety Services	21
Exhibit 19: Satisfaction with Parks and Recreation Services and Programs	22
Exhibit 20: Comparison with Metro Area Communities – Satisfaction with Parks and Recreation Services and Programs	23
Exhibit 21: Comparison with U.S. Regional Cities – Overall Satisfaction with Parks and Recreation	24
Exhibit 22: Satisfaction and Experience – Visiting City Parks	24
Exhibit 23: Satisfaction and Experience – Visiting City Community Centers	25
Exhibit 24: Satisfaction and Experience – Receiving Park Programs and Activities Notifications	26
Exhibit 25: Satisfaction with Code Enforcement Services	27
Exhibit 26: Comparison with Metro Area Communities – Satisfaction with Code Enforcement Services	28
Exhibit 27: Comparison with U.S. Regional Cities – Overall Satisfaction with Code Enforcement	28
Exhibit 28: Satisfaction with City Communication and City Leadership Services	29
Exhibit 29: Comparison with Metro Area Communities – Satisfaction with City Communication Services	30
Exhibit 30: Comparison with U.S. Regional Cities – Overall Satisfaction with City Communications	31
Exhibit 31: Satisfaction and Experience – Calling 311	31
Exhibit 32: Satisfaction and Experience – Attending or Watching Public Meetings	32
Exhibit 33: Satisfaction and Experience – Using the City’s Website	33

Introduction

Objectives

The purpose of this report is to provide results of the 2010 citizen survey along with comparison with 25 metropolitan area communities and 13 large regional U.S. cities. This report also includes survey results by four geographic areas in the city. We hope this report encourages public discussion about city performance and residents' expectations for performance.

We conducted this performance audit pursuant to Article II, Section 216 of the Charter of Kansas City, Missouri, which establishes the Office of the City Auditor and outlines the city auditor's primary duties.

A performance audit provides assurance or conclusions based on an evaluation of sufficient, appropriate evidence against stated criteria. Performance audits provide objective analysis so that management and those charged with governance and oversight can use the information to improve program performance and operations, reduce costs, facilitate decision making, and contribute to public accountability.¹

Scope and Background

On April 30, 2009, the City Council passed Resolution 090340, which required the city auditor to conduct citizen satisfaction surveys on a quarterly basis. During fiscal year 2010, our survey contractor conducted quarterly surveys in June and July 2009; September and October 2009; December 2009; and March 2010.

Over the last fiscal year, members from 4,637 households responded to the survey with an overall response rate of 58 percent. The survey results citywide have a 95 percent confidence level and a margin of error of up to +/- 1.43 percent. This means that out of 100 samples drawn in the same manner, we would expect 95 to yield results within the specified error range. Appendix A describes our methodology.

We contracted with ETC Institute, a market research firm, to conduct a survey to measure citizen satisfaction with city services and identify which

¹ Comptroller General of the United States, *Government Auditing Standards* (Washington, DC: U.S. Government Printing Office, 2007), p. 17.

services citizens think should receive the most emphasis over the next two years; and to provide survey results from 38 other jurisdictions - 25 metropolitan area communities and 13 large regional U.S. cities. (See Exhibit 1.) The survey results from these other cities provide city leaders with some context or understanding of how citizen satisfaction with Kansas City, Missouri, city services compares to similar services provided in benchmark cities.

Exhibit 1. Benchmark Communities and Cities

Metropolitan Area Communities		
Blue Springs, MO	Lee's Summit, MO	Raymore, MO
Bonner Springs, KS	Lenexa, KS	Raytown, MO
Butler, MO	Liberty, MO	Riverside, MO
Excelsior Springs, MO	Merriam, KS	Roeland Park, KS
Gardner, KS	Mission, KS	Shawnee, KS
Gladstone, MO	Olathe, KS	Spring Hill, KS
Independence, MO	Overland Park, KS	Unified Government of
Johnson County, KS	Platte City, MO	Kansas City, KS &
Leawood, KS	Platte County, MO	Wyandotte County
Large Regional U.S. Cities		
Arlington, TX	Houston, TX	San Antonio, TX
Dallas, TX	Indianapolis, IN	St. Louis, MO
Denver, CO	Minneapolis, MN	Tulsa, OK
Des Moines, IA	Oklahoma City, OK	Wichita, KS
Fort Worth, TX		

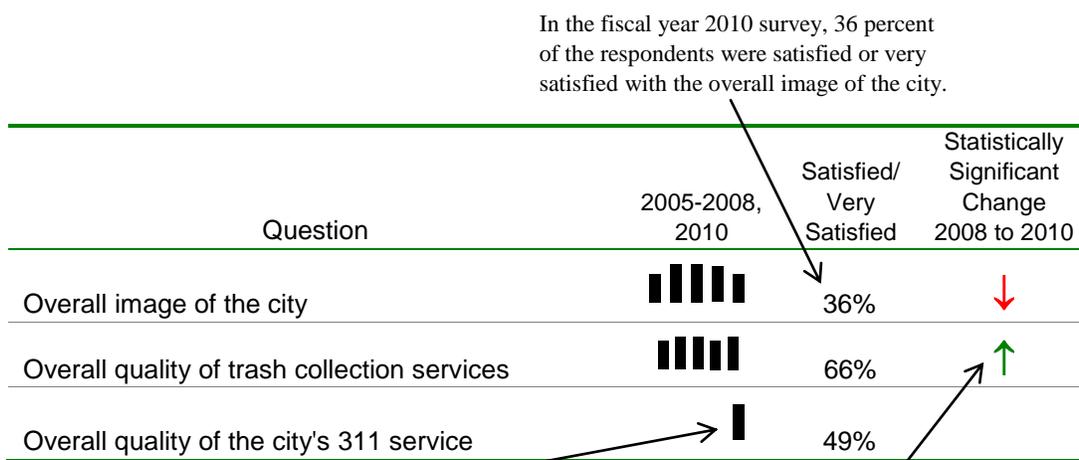
In 2000, the city joined approximately 20 other cities in the metropolitan area as a charter member of DirectionFinder, a regional citizen survey initiative developed by the ETC Institute. DirectionFinder enables the city to compare its survey results to those of other communities in the region and the United States.

We conducted this performance audit in accordance with generally accepted government auditing standards with the exception of reporting the views of management concerning the audit because we do not make any recommendations. We do not believe the absence of a response affects the audit results.

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

How to Read the Survey Graphs

We show the citywide results of citizen surveys for calendar years 2005 through 2008 and fiscal year 2010.² The results exclude “Don’t Know” responses. The graphs and tables throughout the report generally show the percent of respondents reporting that they are “satisfied” or “very satisfied” with a service. The graphs show the results of the current year and compare results over time. We also note if the change in results between surveys was statistically significant.³ See Appendix B for the survey results for calendar years 2005 through 2008 and fiscal year 2010.



You can look at responses over time. Satisfaction with the city’s 311 service only has one bar because we asked this question for the first time in fiscal year 2010.

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

Appendix C shows the fiscal year 2010 survey results by four geographic areas of the city – north, south, east, and west – and citywide. A map showing these areas is on page 41.

² With the change to conducting quarterly surveys, an annual survey was not conducted for calendar year 2009.

³ A result is considered statistically significant if it is unlikely to have occurred by chance.

This report also includes a number of tables that compare respondents' experience with a service to their opinion about the related service or services.

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

	<i>Have you called the police in the last year?</i>		<i>Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?</i>	
	Yes	No	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with...</i>				
...the quality of local police protection	55%	66%	46%	65%
...how quickly public safety personnel respond to emergencies	60%	69%	55%	68%
<i>Respondents indicating they felt safe or very safe...</i>				
...at home during the day	73%	85%	67%	84%
...in their neighborhood at night	47%	66%	40%	63%

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

Of the respondents answering "Yes" when asked if they had called the police, 55% said they were satisfied or very satisfied with the quality of local police protection. Of the respondents answering "No" when asked if they had called the police, 66% said they were satisfied or very satisfied with the quality of local police protection.

Survey Results

Summary

Only 50 percent of respondents indicated they were satisfied with the overall quality of life in the city – a statistically significant decrease from 2008. The percent of respondents rating the city as a good or excellent place to live, work, or raise children also experienced statistically significant decreases this year. Even with these decreases in citizens' perceptions of the city, about 82 percent of the respondents replied “Yes” when asked if they thought they would be living in Kansas City, Missouri, in five years.

Overall, Kansas Citians' satisfaction with city services was mixed this year as satisfaction scores for 18 of 67 services had statistically significant increases and satisfaction with 12 other services had statistically significant decreases. This is an improvement compared to the 2008 survey results, which had 36 services with significantly decreased satisfaction scores.

Among the major city service categories, maintenance of city streets, buildings, and facilities continues to receive the lowest satisfaction score and the highest priority rating from citizens.

Satisfaction with six of the maintenance, streets, and solid waste services experienced statistically significant improved scores this year, but many of these services still have satisfaction scores below 40 percent. The overall quality of trash collection services had the largest increase in satisfaction this year.

Five public safety services had statistically significant improved satisfaction scores compared to 2008. Fire protection and rescue services along with ambulance service were the top two rated services in this year's survey. Satisfaction with public safety services has been generally improving since 2005. Although satisfaction with public safety services improved, fewer respondents are feeling safe as four of eight measures of safety had statistically significant decreases this year.

Citizen satisfaction with the maintenance of city parks and community centers and ease of registering for Parks and Recreation programs also showed statistically significant improvements this year.

Satisfaction with the various code enforcement services changed little between 2008 and 2010. Since 2005, services in this area have consistently received low satisfaction scores.

Five city communication and leadership services had statistically significant decreased satisfaction scores this year. All of the services in this area have been declining since 2007. Satisfaction with the overall effectiveness of the city manager and appointed staff had the largest decrease. The overall quality of leadership provided by elected officials and the overall effectiveness of appointed boards and commissions were the two lowest rated services in the fiscal year 2010 survey.

Compared to the benchmark cities, Kansas Citizens' satisfaction was below average for all but 2 of 44 benchmarked services. Citizen satisfaction with the city's ambulance service equaled the metropolitan area average and satisfaction with public safety services (police, fire, and ambulance) is higher than the large regional U.S. cities average.

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

- About three-quarters had visited a city park.
- Almost 40 percent had watched or attended a public meeting.
- About half had called 311 (up from 25 percent in 2007).
- A little over 40 percent had visited the city's website.
- Almost half had used the bulky item pick-up service.
- Over 60 percent had visited downtown for entertainment or dining.

Overall Perceptions of the City

Satisfaction with four of the six items that may influence citizen perceptions of the city experienced statistically significant decreases this year. (See Exhibit 2.)

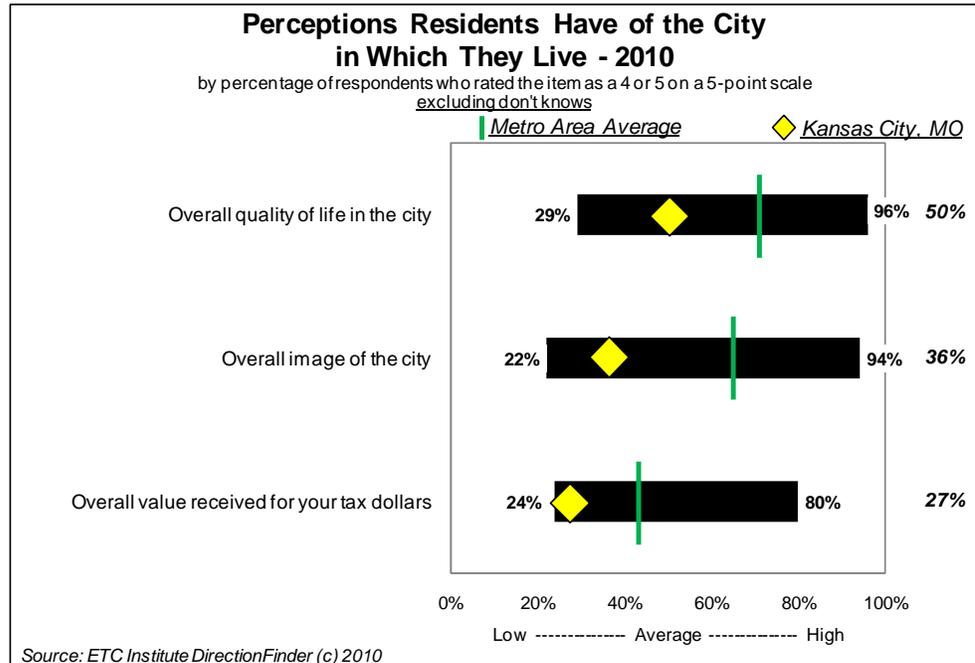
Exhibit 2. Satisfaction with Items That May Influence Citizen Perceptions of the City

Question	2005-2008, 2010	Satisfied/ Very Satisfied	Statistically Significant Change 2008 to 2010
Overall quality of life in the city		50%	↓
Overall quality of services provided by the City of Kansas City, Missouri		43%	↓
Overall image of the city		36%	↓
Overall feeling of safety in the city		35%	
Overall value that you receive for your city tax dollars and fees		27%	
How well the city is planning growth		25%	↓

Kansas City Compared to Benchmark Communities

Compared to other area communities, Kansas Citizens' satisfaction was below the metropolitan area benchmark averages in categories related to the perception residents have of their city. (See Exhibit 3.) Citizens' perceptions of the city have been below the metropolitan benchmark averages since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 3. Comparison with Metro Area Communities – Overall Perceptions of the City



Compared to the 2008 survey, there was a statistically significant decrease in the percent of respondents rating Kansas City as a good or excellent place to live, work, or raise children. (See Exhibit 4.)

Exhibit 4. How Would You Rate Kansas City, Missouri as...

Question	2005-2008, 2010	Good or Excellent	Statistically Significant Change 2008 to 2010
...a place to live?		65%	↓
...a place to work?		59%	↓
...a place to raise children?		49%	↓

Satisfaction Related to Experience – Living in Kansas City

We asked respondents if they thought they would be living in Kansas City, Missouri, five years from now and 82 percent replied “Yes.” A higher percentage of them were generally satisfied with items that may influence citizen perceptions of the city and a higher percentage also rated the city good or excellent as a place to live, raise children, and work than those who did not think they would be living in Kansas City five years from now. (See Exhibit 5.)

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

Questions	Do you think you will be living in Kansas City, Missouri, five years from now?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the overall...</i>		
...quality of life in the city	56%	27%
...quality of services provided by the city of Kansas City, Missouri	47%	27%
...image of the city	40%	20%
...feeling of safety in the city	38%	20%
...value received for city tax dollars and fees	30%	14%
<i>Respondents rating Kansas City, Missouri, as a good or excellent...</i>		
...place to live	72%	36%
...place to work	65%	37%
...place to raise children	55%	25%

Major Service Categories

Changes in citizen satisfaction with major city service categories were mixed this year. There were statistically significant improvements in satisfaction with four major services and statistically significant decreases for two. Only 4 of the 13 major services received satisfaction scores equal or greater than 50 percent in fiscal year 2010. (See Exhibit 6.)

Overall satisfaction with the quality of police, fire, and ambulance services received the highest satisfaction score of the major services and maintenance of city streets, buildings, and facilities was the lowest rated major service.

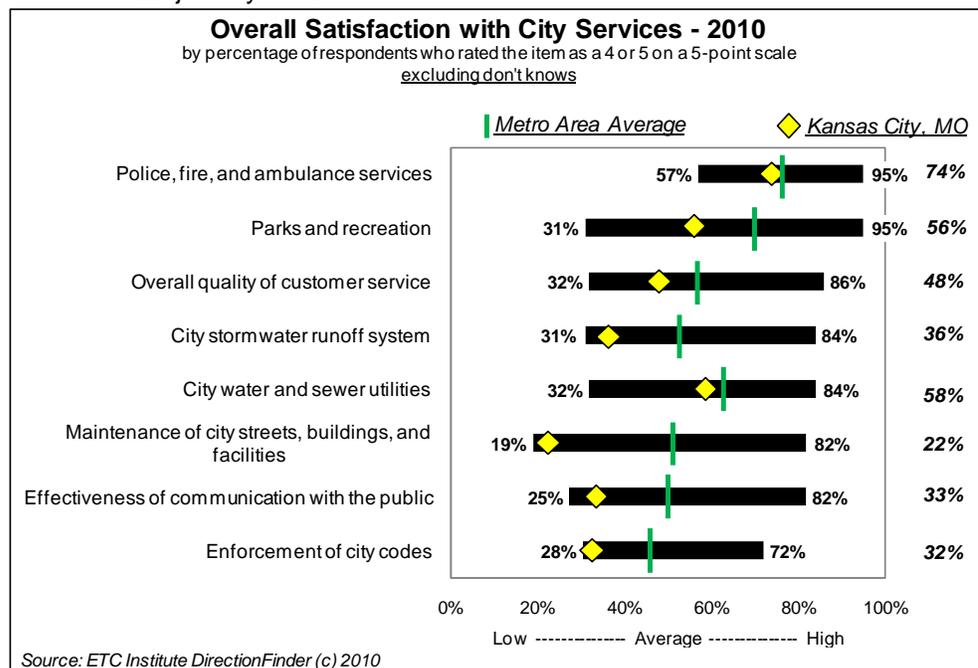
Exhibit 6. Satisfaction with Major Services Provided by the City

Question	2005-2008, 2010	Satisfied/Very Satisfied	Statistically Significant Change 2008 to 2010
Overall quality of police, fire, and ambulance services		74%	↑
Overall quality of city water utilities		58%	
Overall quality of city parks and recreation programs and facilities		56%	
Overall quality of city convention facilities		55%	↓
Overall quality of the city's 311 service		49%	
Overall quality of customer service you receive from city employees		48%	
Overall flow of traffic		48%	↑
Overall quality of the city's public health services		44%	
Overall quality of public transportation		37%	
Overall quality of the city's stormwater runoff/stormwater management system		36%	↑
Overall effectiveness of city communication with the public		33%	↓
Overall enforcement of city codes and ordinances		32%	
Overall maintenance of city streets, buildings, and facilities		22%	↑

Kansas City Compared to Benchmark Communities

Kansas Citians’ overall satisfaction with the major categories of city services is below the average of the 25 metropolitan area benchmark communities. Kansas City is near the bottom in code enforcement; streets, buildings, and facilities maintenance; and stormwater management. (See Exhibit 7.) Since 2005, satisfaction with major city service categories, with a couple of exceptions, has been below the metropolitan benchmark averages. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 7. Comparison with Metro Area Communities – Overall Satisfaction with Major City Services



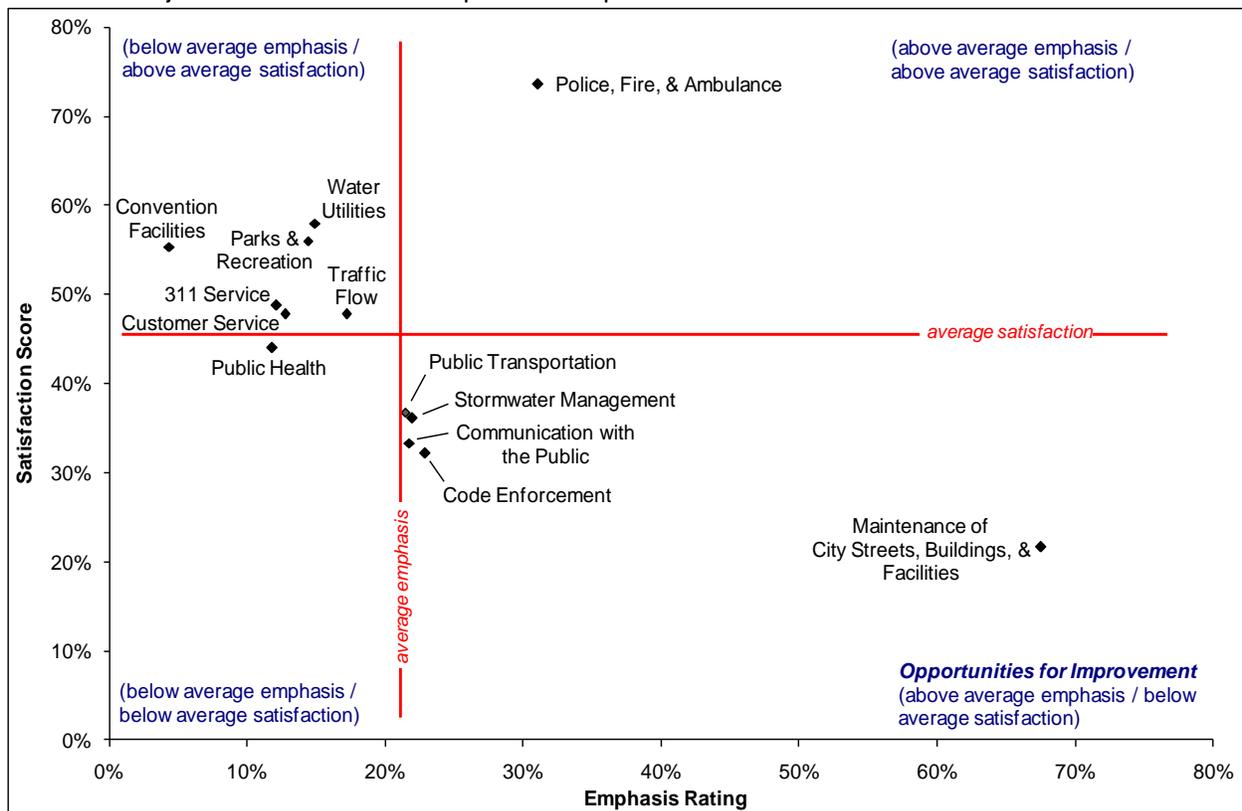
Citizens' Priorities

As with the past nine surveys, citizens rated maintenance of city streets, buildings, and facilities as their highest priority for emphasis in the next two years. This service area also had the lowest satisfaction score among the major service categories. (See Exhibit 8.)

This graph plots satisfaction with the major service categories and the percentage of respondents who indicated the service should receive more emphasis from city leaders over the next two years. Services in the lower right quadrant represent opportunities for improvement as this area shows where the city is not performing as well as residents expect the city to perform.

For example, while less than a fourth of respondents were satisfied with city maintenance efforts, about two-thirds said maintenance of city streets, buildings, and facilities should receive more emphasis.

Exhibit 8. Major Services – Citizen Emphasis Compared to Citizen Satisfaction



Maintenance, Streets, and Solid Waste

In the major services category, only 22 percent of respondents were satisfied with the overall maintenance of city streets, buildings, and facilities; 58 percent with the overall quality of water utilities; and 36 percent with the overall quality of the stormwater system. Overall maintenance of streets, buildings, and facilities received the lowest citizen satisfaction rating among the major services. (See Exhibit 6.) Citizens identified maintenance and stormwater management as two major services needing more emphasis from the city. (See Exhibit 8.)

In addition to the three major service questions, we asked citizens more specific questions about their satisfaction with a number of city maintenance, streets, and solid waste services. Compared to 2008, there was statistically significant improvement in satisfaction with 6 of 17 services and statistically significant decreases for 3 services in this area. (See Exhibit 9.)

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

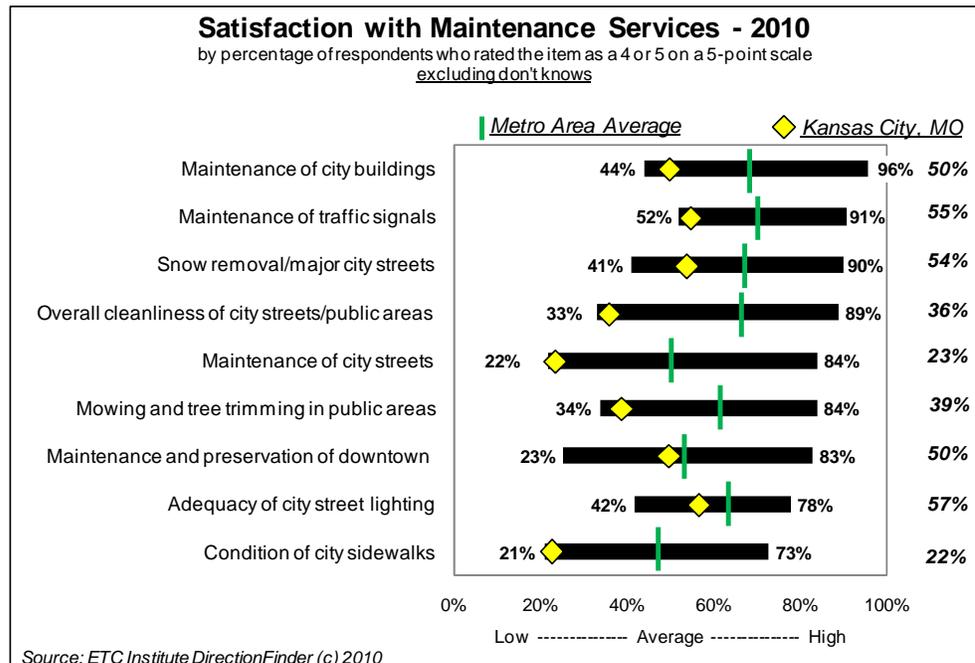
Exhibit 9. Satisfaction with Maintenance, Streets, and Solid Waste Services

Question	2005-2008, 2010	Satisfied/ Very Satisfied	Statistically Significant Change 2008 to 2010
Solid Waste Services			
Overall quality of recycling collection services		67%	
Overall quality of trash collection services		66%	↑
Overall quality of bulky item collection services		39%	
Maintenance Services			
Adequacy of city street lighting		57%	↓
Maintenance of traffic signals		55%	
Maintenance and preservation of downtown Kansas City, Missouri		50%	↓
Maintenance of city buildings		50%	↓
Mowing and tree trimming along city streets and other public areas		39%	↑
Overall cleanliness of city streets and other public areas		36%	↑
Condition of sidewalks in the city		22%	↑
Timeliness of water/sewer line break repairs		35%	
Overall quality of catch basin cleaning and repairs		27%	
Street Services			
Snow removal on major city streets during the past 12 months		54%	
Maintenance of streets in your neighborhood		35%	
Snow removal on residential streets during the past 12 months		33%	
Maintenance of city streets		23%	↑
The smoothness of city streets		22%	↑

Kansas City Compared to Benchmark Communities

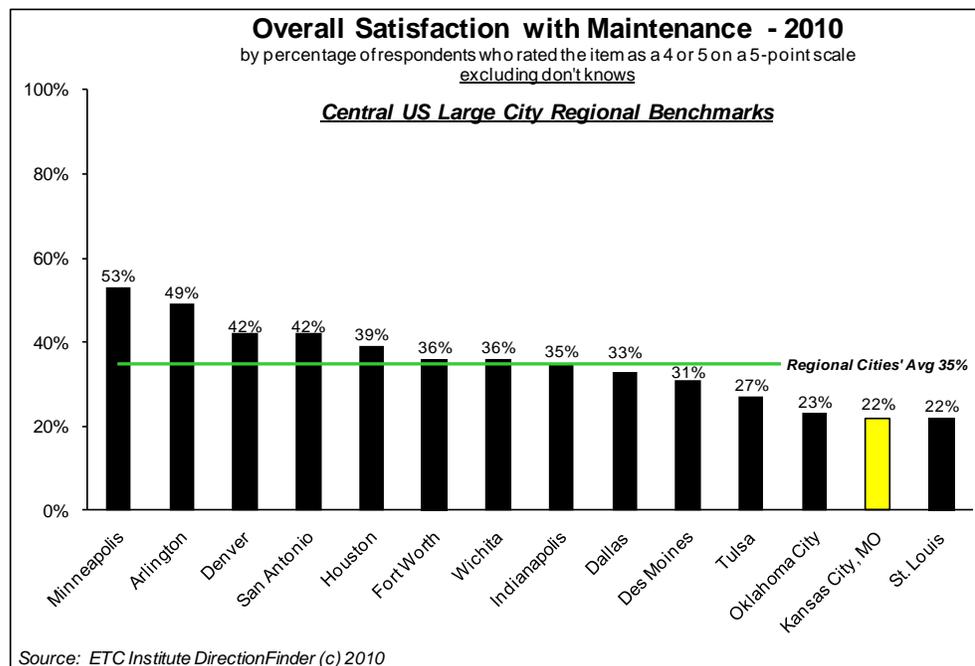
Kansas Citians' satisfaction with maintenance services is below the metropolitan benchmark averages and in some instances near the bottom compared to other area communities. (See Exhibit 10.) Since 2005, satisfaction with maintenance services, with a couple of exceptions, has been below the metropolitan benchmark averages. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 10. Comparison with Metro Area Communities – Satisfaction with Maintenance Services



Compared to the large U.S. benchmark cities, Kansas City is tied with St. Louis for the lowest overall satisfaction with maintenance services. (See Exhibit 11.) Citizens’ satisfaction with maintenance has been consistently below the large city average since 2005. (See Appendix D.)

Exhibit 11. Comparison with U.S. Regional Cities – Overall Satisfaction with Maintenance



Satisfaction Related to Experience – Visiting Downtown

We asked respondents if they had visited downtown Kansas City, Missouri, during the last year; 80 percent said they visited downtown and 62 percent said they had visited downtown for entertainment or dining in the last year. A higher percentage of the respondents who visited downtown were satisfied with the maintenance and preservation of downtown, quality of city convention facilities, and overall quality of life in the city. A higher percentage of those visiting downtown also felt safe in downtown during the day and at night than respondents who did not visit downtown in the last year. (See Exhibit 12.)

Exhibit 12. Satisfaction and Experience – Visiting Downtown

Questions	Have you visited downtown in the last year?		Have you visited downtown for entertainment or dining in the last year?	
	Yes	No	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>				
...maintenance and preservation of downtown Kansas City, Missouri	51%	45%	52%	45%
...overall quality of city convention facilities	57%	48%	59%	49%
...overall quality of life in the city	50%	47%	53%	44%
<i>Respondents indicating they felt safe or very safe in downtown Kansas City, Missouri ...</i>				
...during the day	71%	47%	73%	56%
...at night	31%	20%	33%	21%

Satisfaction Related to Experience – Bulky Item Pick-Up

About 46 percent of the survey respondents reported using the city's bulky item pick-up service in the last year. A higher percentage of respondents who used the service were satisfied with the quality of the bulky item service as well as the city's 311 service, which residents can use to schedule bulky item pick-up. However, a lower percentage of them were satisfied with the cleanliness of city streets and illegal dumping enforcement activities than respondents who had not used the bulky item pick-up service. (See Exhibit 13.)

Exhibit 13. Satisfaction and Experience – Using Bulky Item Pick-Up

Questions	<i>Have you used bulky item pick-up service in the last year?</i>	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
...overall quality of bulky item collection services	42%	36%
...overall quality of recycling collection services	67%	67%
...overall quality of trash collection services	66%	67%
...overall quality of the city's 311 service	50%	47%
...overall cleanliness of city streets and other public areas	34%	37%
...enforcement and prosecution of illegal dumping activities	18%	21%

Public Safety

As a major service area, the overall quality of police, fire, and ambulance services received a satisfaction score of 74 percent; the highest rating among the 13 major service categories in the fiscal year 2010 survey. (See Exhibit 6.)

We also asked citizens questions about their satisfaction with specific public safety services. Five of these services had statistically significant improved satisfaction scores compared to 2008. Fire protection and rescue services along with ambulance service were the top two rated services in this year's survey. (See Exhibit 14.)

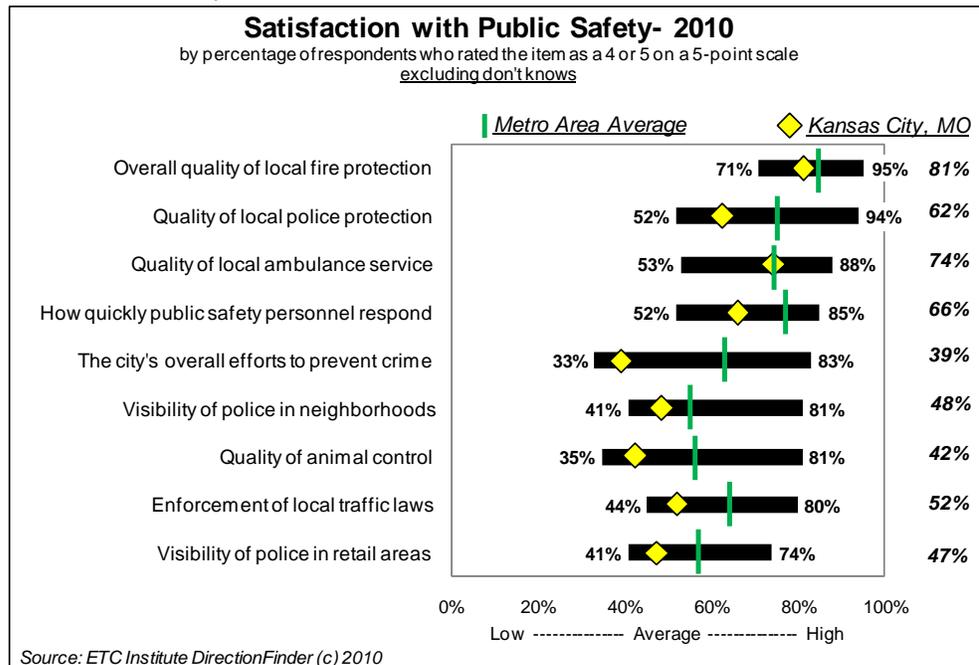
Exhibit 14. Satisfaction with Public Safety Services

Question	2005-2008, 2010	Satisfied/Very Satisfied	Statistically Significant Change 2008 to 2010
Overall quality of local fire protection and rescue services		81%	↑
Quality of local ambulance service		74%	↑
How quickly public safety personnel respond to emergencies		66%	↑
Quality of local police protection		62%	↑
Overall quality of police services		58%	
Enforcement of local traffic laws		52%	
The visibility of police in neighborhoods		48%	↑
The visibility of police in retail areas		47%	
The city's overall efforts to prevent crime		39%	
Quality of animal control		42%	

Kansas City Compared to Benchmark Communities

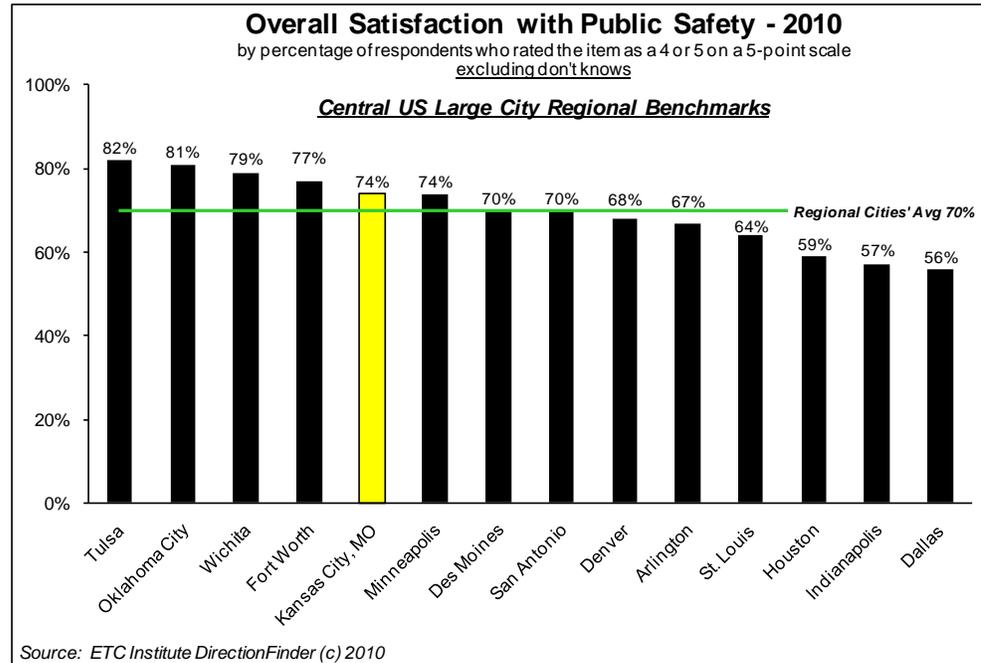
Citizen satisfaction with ambulance service equaled the metro area communities' average this year. Citizen satisfaction with the remaining services was below the metro area average. (See Exhibit 15.) Public safety services have also generally been rated near or below the metropolitan benchmark averages since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 15. Comparison with Metro Area Communities – Satisfaction with Public Safety Services



Compared to the large U.S. benchmark cities, Kansas City is rated above average on overall satisfaction with public safety services. (See Exhibit 16.) Since 2005, overall satisfaction with public safety has been close to or slightly above the average satisfaction level of the large benchmark cities. (See Appendix D.)

Exhibit 16. Comparison with U.S. Regional Cities – Overall Satisfaction with Public Safety



Feeling Safe in Kansas City

The majority of residents feel safe in most areas of the city, but compared to 2008, there was a statistically significant decline in the percentage of residents reporting they felt safe or very safe on four of the eight measures related to feelings of safety. (See Exhibit 17.)

Exhibit 17. How safe do you feel...

Question	2005-2008, 2010	Safe or Very Safe	Statistically Significant Change 2008 to 2010
... at home during the day?		81%	↓
... at home at night?		70%	
... in your neighborhood during the day?		78%	↓
... in your neighborhood at night?		60%	
... in downtown Kansas City, Missouri, during the day?		68%	↓
... in downtown Kansas City, Missouri, at night?		29%	↓
... in city parks during the day?		59%	
... in city parks at night?		13%	

Satisfaction Related to Experience – Using Public Safety Services

About 33 percent of the survey respondents called the police in the last year and about 15 percent of the respondents reported that they or a member of their household were a victim of a crime in the city during the past year. A lower percentage of the respondents in both groups were satisfied with the quality of local police protection or felt safe at home and in their neighborhoods than respondents who did not call the police or those households that had not been a victim of a crime. (See Exhibit 18.)

Exhibit 18. Satisfaction and Experience – Using Public Safety Services

Questions	Have you called the police in the last year?		Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?	
	Yes	No	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>				
...overall quality of police, fire, and ambulance services	67%	77%	58%	76%
...how quickly public safety personnel respond to emergencies	60%	69%	55%	68%
...quality of local police protection	55%	66%	46%	65%
...overall quality of police services	52%	62%	45%	61%
...visibility of police in neighborhoods	45%	50%	38%	50%
...city's overall efforts to prevent crime	34%	42%	30%	41%
...overall feeling of safety in the city	29%	37%	24%	36%
<i>Respondents indicating they felt safe or very safe...</i>				
...at home during the day	73%	85%	67%	84%
...at home at night	59%	75%	50%	73%
...in their neighborhood during the day	69%	83%	61%	81%
...in their neighborhood at night	47%	66%	40%	63%

Parks and Recreation

The overall quality of city parks and recreation programs and facilities was one of four major services receiving a satisfaction score from citizens that was 50 percent or higher (56%). (See Exhibit 6.)

We asked citizens more specific questions about their satisfaction with a range of parks and recreation services and programs. Compared to 2008, satisfaction with three services in this area had statistically significant increases and two statistically significant decreases. Only 3 out of 12 parks and recreation services had satisfaction scores greater than or equal to 50 percent. (See Exhibit 19.)

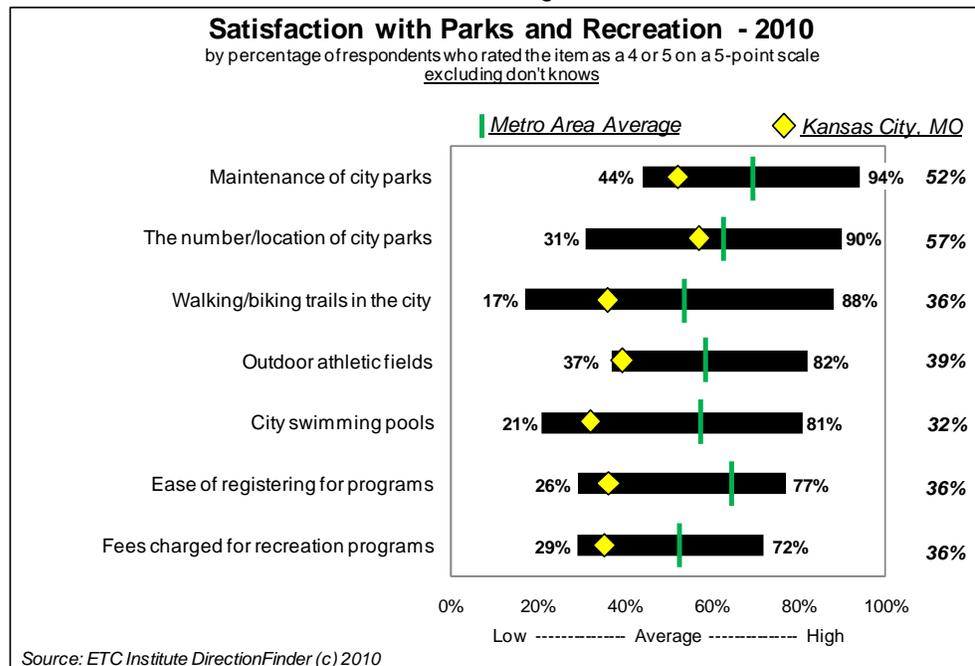
Exhibit 19. Satisfaction with Parks and Recreation Services and Programs

Question	2005-2008, 2010	Satisfied/ Very Satisfied	Statistically Significant Change 2008 to 2010
The location of city parks		57%	
Maintenance of city parks		52%	↑
Maintenance of boulevards and parkways		50%	
Maintenance of Kansas City, Missouri, community centers		43%	↑
Outdoor athletic fields		39%	↓
Programs and activities at Kansas City, Missouri, community centers		37%	
Walking and biking trails in the city		36%	
Ease of registering for Parks and Recreation programs		36%	↑
The reasonableness of fees charged for recreation programs		36%	
The city's youth athletic programs		33%	↓
City swimming pools and programs		32%	
The city's adult athletic programs		31%	

Kansas City Compared to Benchmark Communities

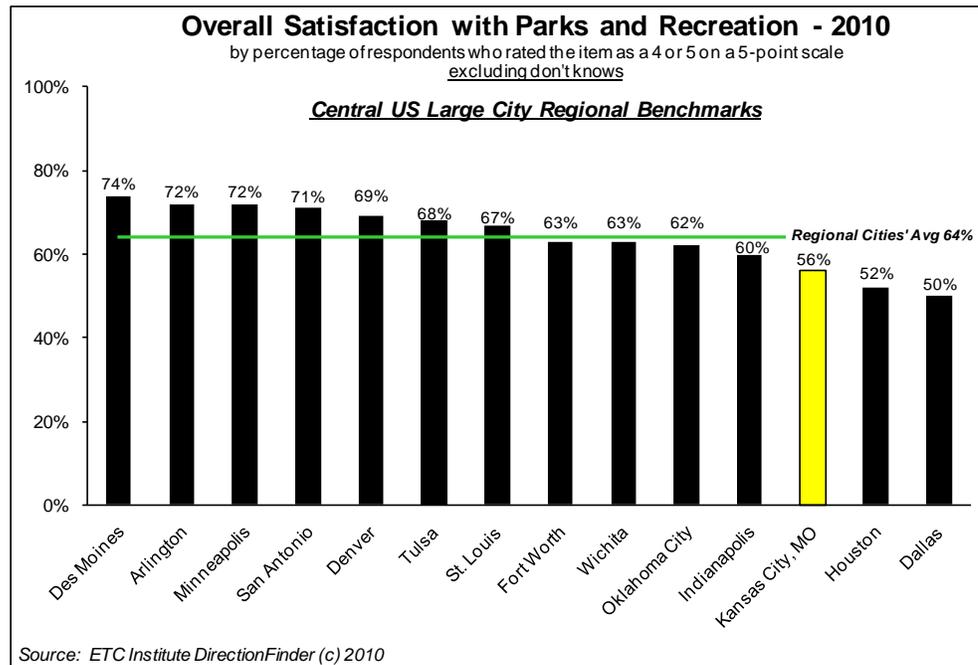
Compared to other area communities, Kansas City residents' satisfaction with parks and recreation services and programs was below the metropolitan benchmark averages. (See Exhibit 20.) Satisfaction with parks and recreation has been below the metropolitan benchmark averages since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 20. Comparison with Metro Area Communities – Satisfaction with Parks and Recreation Services and Programs



This year Kansas City has the third lowest rating for overall satisfaction with parks and recreation services among the large U.S. benchmark cities. (See Exhibit 21.) Kansas Citians' overall satisfaction with parks and recreation has been consistently below the large city average since 2005. (See Appendix D.)

Exhibit 21. Comparison with U.S. Regional Cities – Overall Satisfaction with Parks and Recreation



Satisfaction Related to Experience – Visiting City Parks

About 74 percent of the survey respondents reported that a member of their household had visited a city park in the last year. A higher percentage of the respondents who had a household member visit a park were satisfied with the maintenance of the city parks and walking and biking trails than respondents who had not had a household member visit a park in the last year. A higher percentage of the respondents who had a household member visit a city park were also satisfied with the location of city parks and felt safe in city parks during the day than those who did not have a household member visit a park in the last year. (See Exhibit 22.)

Exhibit 22. Satisfaction and Experience – Visiting City Parks

Questions	Have any members of your household visited any parks in Kansas City, Missouri, in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
...location of city parks	59%	50%
...maintenance of city parks	53%	51%
...walking and biking trails in the city	37%	33%
<i>Respondents indicating they felt safe or very safe...</i>		
...in city parks during the day?	63%	39%
...in city parks at night?	13%	12%

Satisfaction Related to Experience – Visiting City Community Centers

About 31 percent of the respondents visited a city community center in the last year. A higher percentage of the respondents who visited a community center were satisfied with the maintenance; programs and activities at the community centers; ease of registering for programs; and fees charged for recreation programs than respondents who did not visit a community center. (See Exhibit 23.)

Exhibit 23. Satisfaction and Experience – Visiting City Community Centers

Questions	Have you visited a Kansas City, Missouri, community center in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
...maintenance of Kansas City, Missouri, community centers	50%	38%
...programs and activities at Kansas City, Missouri, community centers	43%	33%
...ease of registering for Parks and Recreation programs	42%	30%
...reasonableness of fees charged for recreation programs	40%	32%
...city's swimming pools and programs	35%	30%
...city's youth athletic programs	35%	31%
...city's adult athletic programs	34%	29%

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

About 39 percent of the respondents reported that a member of their household had received notification about Parks and Recreation Department programs or activities in the last year. A higher percentage of the respondents who reported a household member received notifications were satisfied with parks and recreation services and programs than those who had not had a household member receive notifications. (See Exhibit 24.) Additionally, of the survey respondents who reported that a member of their household had received notification about Parks and Recreation Department programs or activities in the last year, 83 percent of them reported that a member of their household had visited a city park in the last year and 40 percent visited a city community center.

Exhibit 24. Satisfaction and Experience – Receiving Park Programs and Activities Notifications

Questions	Have any members of your household received notification of Kansas City, Missouri, Parks and Recreation Department programs or activities in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
...location of city parks	65%	52%
...overall quality of city parks and recreation programs and facilities	64%	51%
...maintenance of city parks	58%	49%
...maintenance of Kansas City, Missouri, community centers	52%	38%
...programs and activities at Kansas City, Missouri, community centers	49%	29%
...outdoor athletic fields	48%	33%
...ease of registering for Parks and Recreation programs	45%	29%
...reasonableness of fees charged for recreation programs	45%	29%
...walking and biking trails in the city	43%	32%
...city's swimming pools and programs	41%	27%
...city's youth athletic programs	41%	27%
...city's adult athletic programs	39%	25%

Code Enforcement

With a satisfaction score of 32 percent, the overall enforcement of city codes and ordinances received the second lowest rating among the major city services. (See Exhibit 6.) Citizens identified code enforcement as a major service needing more emphasis from the city. (See Exhibit 8.)

In addition to the major service question, we asked citizens more specific questions about their satisfaction with a number of city code enforcement services. Satisfaction with various code enforcement services this year ranged from 20 to 33 percent and reflect little change from 2008 ratings. (See Exhibit 25.) Since 2005, services in this area have received low satisfaction scores.

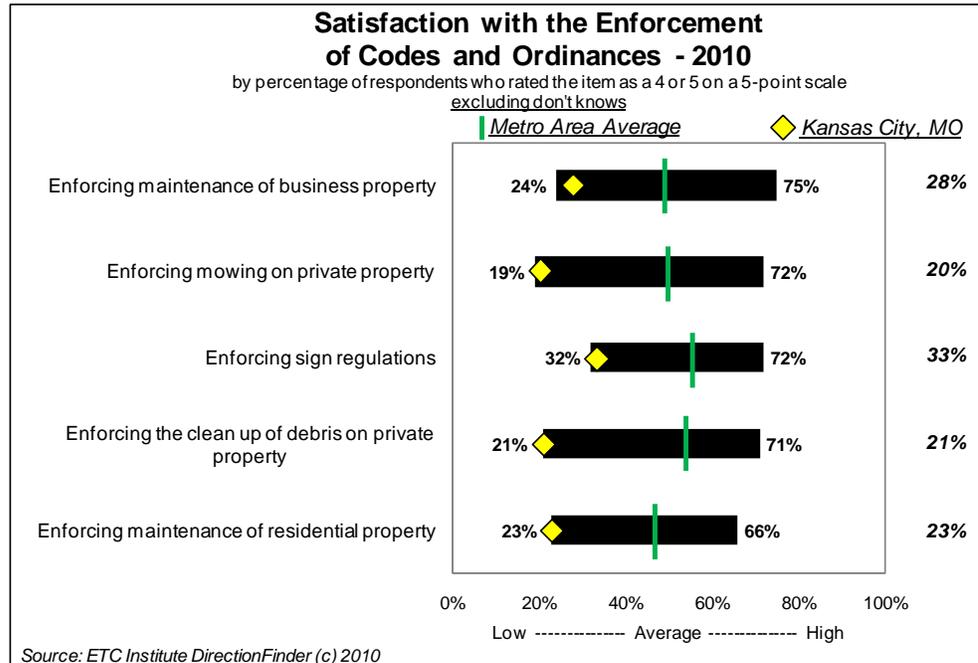
Exhibit 25. Satisfaction with Code Enforcement Services

Question	2005-2008, 2010	Satisfied/ Very Satisfied	Statistically Significant Change 2008 to 2010
Enforcing codes designed to protect public safety and public health		33%	
Enforcing sign regulations		33%	
Enforcing the exterior maintenance of business property		28%	
Enforcing the maintenance of residential property		23%	
Enforcing the clean up of litter and debris on private property		21%	
Enforcing the mowing and cutting of weeds on private property		20%	
Enforcing and prosecuting illegal dumping activities		20%	

Kansas City Compared to Benchmark Communities

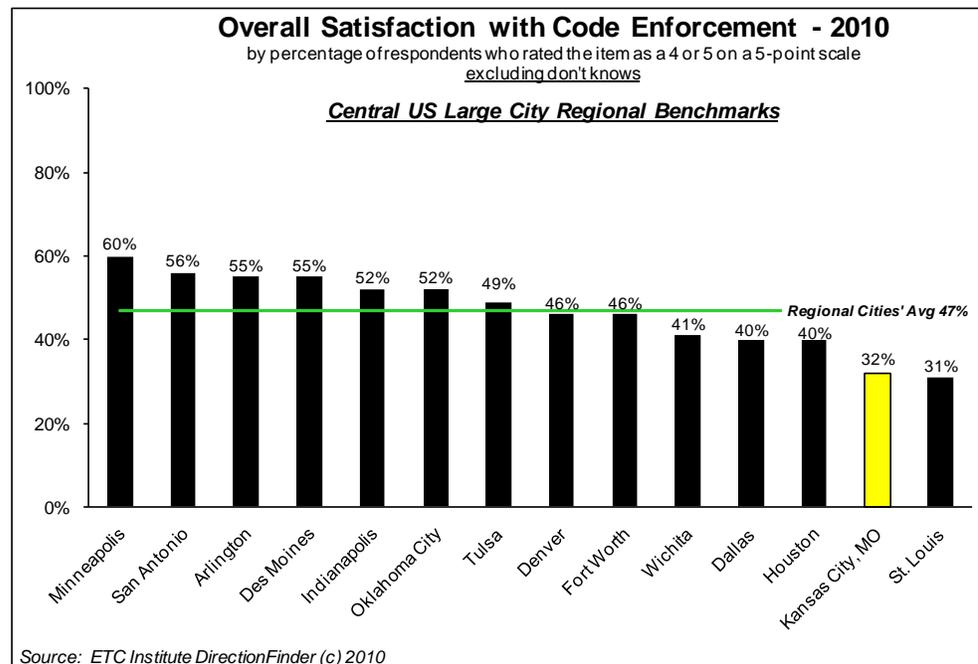
Citizens' satisfaction with code enforcement services is at or near the bottom compared to the metropolitan benchmark averages. (See Exhibit 26.) Satisfaction with code enforcement services has been consistently well below the metro averages since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 26. Comparison with Metro Area Communities – Satisfaction with Code Enforcement Services



Kansas City also has the second lowest satisfaction rating for codes enforcement among the large U.S. benchmark cities. (See Exhibit 27.) Citizens’ satisfaction with code enforcement has also been consistently below the large city average since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 27. Comparison with U.S. Regional Cities – Overall Satisfaction with Code Enforcement



Communication and Leadership

Only one-third of the citizens responding to the survey were satisfied with communication as a major city service, the third lowest satisfaction score among the major services. (See Exhibit 6.) Citizens indicated that effectiveness of city communication with the public is an area for additional emphasis from city leaders over the next two years. (See Exhibit 8.)

We asked citizens more specific questions about their satisfaction with a range of services related to city communication and leadership. Compared to 2008, satisfaction scores for five of eight services in this area had statistically significant decreases. Satisfaction with the overall effectiveness of the city manager and appointed staff had the largest decrease. The overall quality of leadership provided by elected officials and the overall effectiveness of appointed boards and commissions were the two lowest rated services in the fiscal year 2010 survey. (See Exhibit 28.) Citizens' satisfaction with communication and leadership services has been declining since 2007.

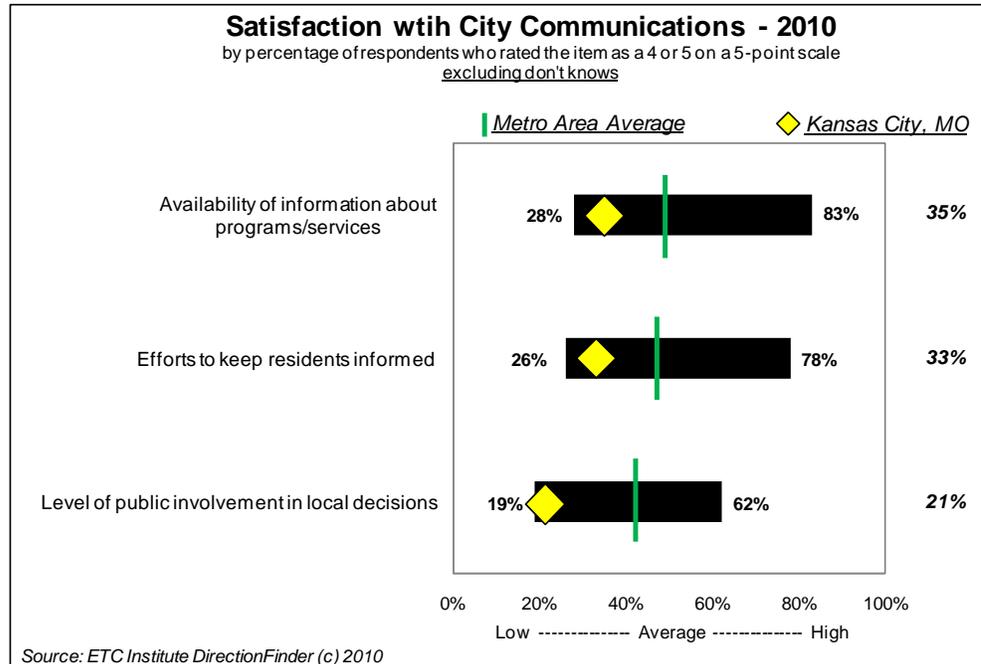
Exhibit 28. Satisfaction with City Communication and City Leadership Services

Question	2005-2008, 2010	Satisfied/ Very Satisfied	Statistically Significant Change 2008 to 2010
Overall quality of the city's website		37%	
Availability of information about city programs and services		35%	
City efforts to keep you informed about local issues		33%	↓
Level of public involvement in local decision making		21%	
Overall effectiveness of the city manager and appointed staff		17%	↓
How ethically the city conducts business		17%	↓
Overall quality of leadership provided by the city's elected officials		16%	↓
Overall effectiveness of appointed boards and commissions		16%	↓

Kansas City Compared to Benchmark Communities

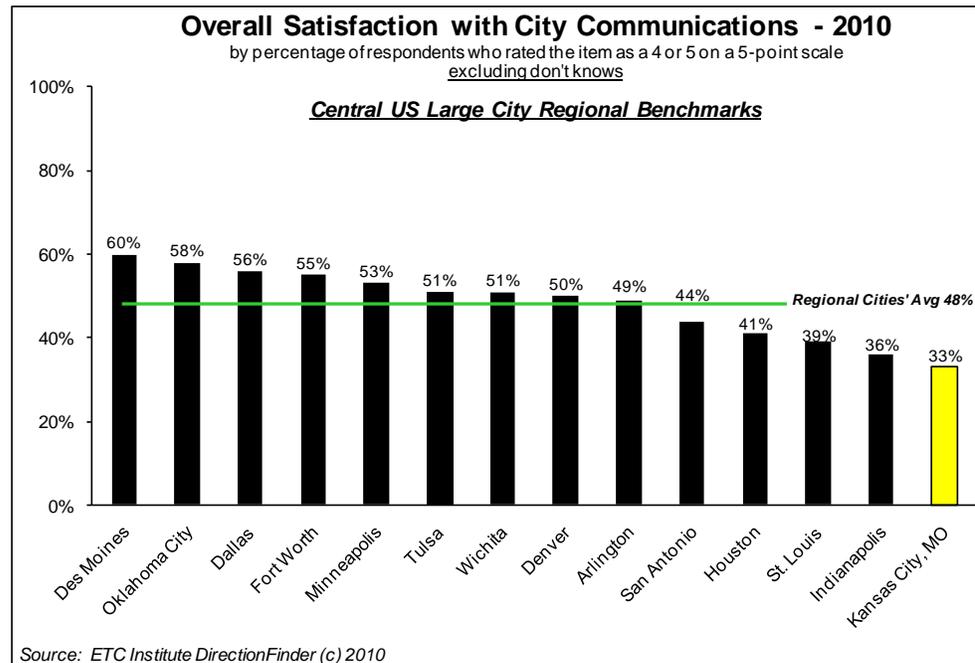
Kansas City residents' satisfaction with city communication services are well below the metropolitan benchmark averages (see Exhibit 29) and have been since 2005. (See Appendix D for Kansas City and benchmark communities satisfaction trends.)

Exhibit 29. Comparison with Metro Area Communities – Satisfaction with City Communication Services



Kansas City also has the lowest satisfaction rating for city communications among the large U.S. benchmark cities. (See Exhibit 30.) Kansas Citians' satisfaction with city communications has been consistently below the large city average since 2005. (See Appendix D.)

Exhibit 30. Comparison with U.S. Regional Cities – Overall Satisfaction with City Communications



Satisfaction Related to Experience – Calling 311

Forty-six percent of the survey respondents called 311 in the last year, up about 13 percentage points from 2008. A higher percentage of the respondents who called 311 were satisfied with the quality of the 311 service and customer service received from city employees than respondents who did not call 311 in the last year. A lower percentage of those who called 311 were satisfied with the quality of city services and the value they received for their tax dollars. (See Exhibit 31.)

Exhibit 31. Satisfaction and Experience – Calling 311

Questions	Have you called 311 in the last year?	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
...overall quality of the city's 311 service	53%	42%
...overall quality of customer service received from city employees	49%	46%
...overall quality of services provided by the city	39%	46%
...overall value received for city tax dollars and fees	23%	30%

Satisfaction Related to Experience – Attending or Watching Public Meetings

Thirty-eight percent of the survey respondents reported that a member of their household had attended or watched a Kansas City, Missouri, public meeting in the last year. A lower percentage of these respondents are

satisfied with city communication efforts, effectiveness of city leadership, and their perceptions of the city than respondents who did not have a household member attend or watch any of the city’s public meetings in the last year. (See Exhibit 32.)

Exhibit 32. Satisfaction and Experience – Attending or Watching Public Meetings

Questions	<i>Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?</i>	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with...</i>		
...the overall quality of life in the city	44%	54%
...availability of information about city programs and services	33%	36%
...city efforts to keep them informed about local issues	30%	35%
...the overall image of the city	30%	40%
...the overall effectiveness of city communication with the public	28%	36%
...the overall value received for city tax dollars and fees	22%	29%
...the level of public involvement in local decision making	18%	22%
...the overall effectiveness of the city manager and appointed staff	15%	19%
...how ethically the city conducts business	14%	20%
...the overall quality of leadership provided by the city's elected officials	13%	18%
...the overall effectiveness of appointed boards and commissions	13%	18%

Satisfaction Related to Experience – Using the City’s Website

Forty-four percent of the survey respondents visited the city’s website in the last year. A higher percentage of them were satisfied with the quality of the city’s website than those who did not visit the city’s website. However, a lower percentage of website users were satisfied with the quality of city services, availability of information about city programs and services, the city’s efforts to keep them informed about local issues, and the level of public involvement in decision making than those who had not visited the city’s website. (See Exhibit 33.)

Seventeen percent of the survey respondent used the city’s website to make payments in the last year. A higher percentage of them were satisfied with the quality of the city’s website than those who did not use the city’s website to make payments in the last year.

Exhibit 33. Satisfaction and Experience – Using the City's Website

Questions	<i>Have you visited the city's website in the last year?</i>	
	Yes	No
<i>Respondents indicating they were satisfied or very satisfied with the...</i>		
...overall quality of the city's website	41%	28%
...overall quality of services provided by the City of Kansas City, Missouri	38%	47%
...availability of information about city programs and services	33%	36%
...overall effectiveness of city communication with the public	30%	36%
...city's efforts to keep them informed about local issues	29%	37%
...level of public involvement in local decision making	17%	23%

Appendix A

Methodology

Methodology

Council Resolution 090340 directs the city auditor to prepare quarterly citizen satisfaction surveys. With the change to quarterly surveys, the survey period is now a fiscal year and no annual survey for calendar year 2009 was conducted. The results from the quarterly surveys were compiled to develop the annual survey report for fiscal year 2010.

We contracted with ETC Institute, a market research firm, to conduct quarterly surveys to measure citizen satisfaction with city services; to identify which major service categorizes citizens think should receive the most emphasis over the next two years; and to provide survey data from 38 other jurisdictions. In 2000, the city joined approximately 20 other communities in the metropolitan area as a charter member of DirectionFinder, a regional citizen survey initiative developed by the ETC Institute. DirectionFinder enables the city to compare its survey results to those of other communities in the region and the United States.

A copy of the survey instrument, a cover letter, and a postage-paid return envelop were mailed to a random sample of 2,000 households each quarter.⁴ Telephone surveys were administered to households that did not respond to the survey by mail.

Survey Dates – Fiscal Year 2010

Quarter	Survey Mailed	Last Mail Survey Received	Phone Survey Initiated	Phone Survey Completed
First	06/26/09	07/27/09	07/05/09	07/10/09
Second	09/01/09	09/22/09	09/07/09	10/11/09
Third	11/30/09	12/19/09	12/03/09	12/23/09
Fourth	03/01/10	03/22/10	03/07/10	03/25/10

The goal is to administer approximately half of the surveys by phone and half by mail to minimize any potential bias that may be introduced based on either method. Beginning in 2005, we started conducting the citizen survey using both mail and phone surveys. Our 2010 contract with ETC required them to complete at least 4,000 surveys (1,000 from each area) by a combination of mail and phone with at least 2,000 surveys conducted by each method.

During fiscal year 2010, surveys were sent to 8,000 Kansas City, Missouri, households. Surveys were completed by 4,637 households; 51 percent were conducted by phone (2,365) and 49 percent by mail (2,272).

⁴ A random sample of 8,000 households was selected; surveys were mailed each quarter to 2,000 of these households.

The fiscal year 2010 survey has an overall response rate of about 58 percent. The survey results citywide have a 95 percent confidence level and a margin of error of up to +/- 1.43 percent. This means that out of 100 samples drawn in the same manner, we would expect 95 to yield results within the specified error range.

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

We report fiscal year 2010 survey results compared to the results from previous years. (See Appendix B for the survey results.) Surveys conducted between calendar years 2005 and 2008 had a 95 percent confidence level and margins of error of up to +/- 1.53 percent. Small differences between responses on the surveys could be due to sampling error.

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

Comparison of Respondent Gender to 2000 Census

Source	Male	Female
Census	48.3%	51.7%
2010 Survey	47.9%	52.1%

Comparison of Respondent Race to 2000 Census

Source	Black/African		
	White	American	Other
Census	60.7%	31.2%	8.1%
2010 Survey	67.0%	26.6%	6.4%

Benchmarking Data

Along with the survey results, ETC Institute provided comparative benchmarking information that it obtained by conducting similar citizen surveys for other metropolitan area and regional cities. We compared the results of the fiscal year 2010 citizen survey to the most recent survey results from 25 metropolitan area communities and 13 large regional U.S. cities. The benchmarking information compares the percentage of survey respondents in Kansas City with those of other cities who rated a service satisfactory or very satisfactory. The percentage was calculated

based on the total number of respondents answering the question excluding those who responded “Don’t Know.” (See Appendix D for Kansas City and benchmark community satisfaction trends for 2005 – 2008 and 2010.)

Kansas City Area Communities and Survey Methodology

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

Large Regional U.S. Cities and Survey Methodology

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

Survey Results by Geographic Area

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

- Geographically different
- Approximately similar number of residents

North: The north area includes all zip codes located in the Kansas City area north of the Missouri River. It contains about 27 percent of the city’s population and 25 percent of the survey respondents.

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

East: The east area contains 11 zip codes and is located in the area from the Missouri River on the north to Gregory/63rd on the south (excluding Raytown); from Woodland/Prospect on the west to the city’s east border. It contains 28 percent of the city’s total population and 25 percent of the survey respondents.

West: The west area contains 10 zip codes and is bordered by the Missouri river on the north, Gregory and 63rd on the south, State Line on the west, and Woodland/Prospect on the east. It includes 19 percent of the city’s total population and 25 percent of the survey respondents.

Geographical Areas by Zip Code

Area	Zip Codes	Population ⁵	Survey Respondents	Margin of Error *
North	64116, 64117, 64118, 64119, 64151, 64152, 64153, 64154, 64155, 64156, 64157, 64158, 64160, 64161, 64163, 64164, 64165, 64166, 64167	118,497 (26.9%)	1,135 (24.9%)	+/- 2.89%
South	64114, 64131, 64132, 64134, 64137, 64138, 64139, 64145, 64146, 64147, 64149	117,868 (26.7%)	1,121 (24.6%)	+/- 2.91%
East	64120, 64123, 64124, 64125, 64126, 64127, 64128, 64129, 64130, 64133, 64136	121,607 (27.6%)	1,151 (25.2%)	+/- 2.87%
West	64101, 64102, 64105, 64106, 64108, 64109, 64110, 64111, 64112, 64113	83,235 (18.9%)	1,158 (25.4%)	+/- 2.86%
City-wide		441,207	4,565 ⁶	+/- 1.43%

* 95% confidence, p=50%

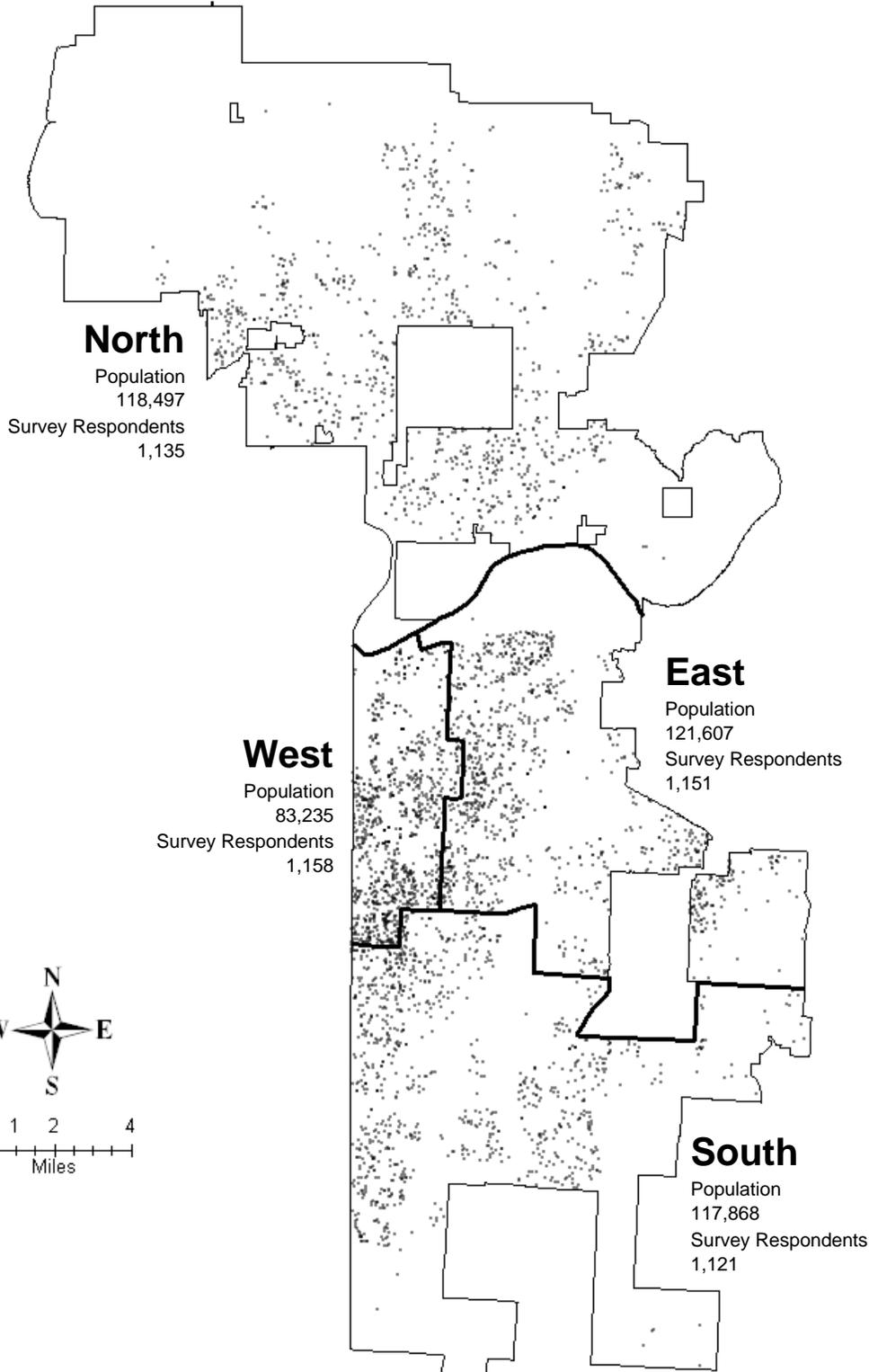
Source: City Planning & Development Department and ETC Institute 2010 DirectionFinder Survey.

Appendix C contains the results of the fiscal year 2010 survey by geographic area.

⁵ Population numbers are based on the 2000 U.S. Census.

⁶ Surveys were received from 4,637 households, however, 72 did not include the information needed to place them in a ZIP code.

General Concentration of Responses to Fiscal Year 2010 Citizen Survey



Sources: Fiscal Year 2010 Citizen Survey Responses
Population numbers are based on the 2000 U.S. Census.

Appendix B

Citizen Survey Results (2005-2008 and 2010)

Kansas City Citizen Survey Results (2005 – 2008, and 2010)

* A shaded figure indicates a statistically significant difference from the previous year.

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

	2005	2006	2007	2008	2010
Q1i Overall quality of the city's public health services					
Satisfied/Very Satisfied	41%	46%	48%	45%	44%
Neutral	43%	38%	36%	40%	41%
Dissatisfied/Very Dissatisfied	16%	15%	15%	15%	15%

Q1j Overall flow of traffic					
Satisfied/Very Satisfied	34%	40%	40%	44%	48%
Neutral	31%	34%	33%	33%	31%
Dissatisfied/Very Dissatisfied	35%	26%	27%	23%	21%

Q1k Overall quality of public transportation					
Satisfied/Very Satisfied	<i>new in 2010</i>				37%
Neutral					34%
Dissatisfied/Very Dissatisfied					29%

Q1l Overall quality of city convention facilities					
Satisfied/Very Satisfied	53%	61%	68%	59%	55%
Neutral	37%	32%	25%	32%	34%
Dissatisfied/Very Dissatisfied	10%	7%	7%	10%	11%

Q1m Overall quality of the city's 311 service					
Satisfied/Very Satisfied	<i>new in 2010</i>				49%
Neutral					30%
Dissatisfied/Very Dissatisfied					21%

Emphasis for Major Service Categories

Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 1st Choice

Police, fire, and ambulance	15%	16%	14%	14%	19%
Parks and recreation	4%	5%	5%	5%	4%
Maintenance of city streets, buildings, and facilities	46%	43%	42%	42%	35%
Water utilities	3%	5%	4%	4%	5%
Enforcement of codes and ordinances	7%	7%	7%	8%	6%
Customer service	3%	3%	3%	3%	3%
Communication with the public	3%	3%	4%	4%	4%
Stormwater management	7%	6%	8%	9%	6%
Public health	3%	4%	3%	3%	3%
Traffic flow	8%	7%	7%	5%	4%
Public transportation	<i>new in 2010</i>				7%
Convention facilities	1%	1%	1%	1%	1%
311 service	<i>new in 2010</i>				4%

	2005	2006	2007	2008	2010
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 2nd Choice					
Police, fire, and ambulance	8%	7%	7%	7%	7%
Parks and recreation	6%	6%	8%	6%	5%
Maintenance of city streets, buildings, and facilities	23%	22%	21%	23%	25%
Water utilities	7%	7%	6%	7%	7%
Enforcement of codes and ordinances	10%	13%	11%	12%	10%
Customer service	7%	7%	7%	6%	5%
Communication with the public	7%	8%	9%	8%	8%
Stormwater management	12%	11%	11%	13%	9%
Public health	4%	5%	5%	4%	4%
Traffic flow	13%	11%	12%	10%	7%
Public transportation	<i>new in 2010</i>				7%
Convention facilities	1%	1%	1%	2%	1%
311 service	<i>new in 2010</i>				4%

Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 3rd Choice

Police, fire, and ambulance	8%	6%	8%	6%	6%
Parks and recreation	8%	8%	8%	7%	7%
Maintenance of city streets, buildings, and facilities	10%	11%	12%	13%	12%
Water utilities	7%	6%	5%	6%	5%
Enforcement of codes and ordinances	9%	10%	10%	11%	9%
Customer service	9%	8%	7%	7%	7%
Communication with the public	12%	14%	12%	12%	12%
Stormwater management	11%	11%	12%	13%	9%
Public health	6%	7%	7%	6%	6%
Traffic flow	14%	15%	15%	12%	9%
Public transportation	<i>new in 2010</i>				10%
Convention facilities	4%	2%	2%	4%	3%
311 service	<i>new in 2010</i>				6%

Items That May Influence Citizen Perceptions of the City

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

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

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

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

Q3c Overall image of the city

Satisfied/Very Satisfied	37%	48%	48%	45%	36%
Neutral	33%	32%	32%	33%	31%
Dissatisfied/Very Dissatisfied	30%	19%	20%	22%	33%

	2005	2006	2007	2008	2010
Q3d How well the city is planning growth					
Satisfied/Very Satisfied	32%	42%	44%	33%	25%
Neutral	34%	33%	31%	38%	35%
Dissatisfied/Very Dissatisfied	34%	26%	25%	29%	40%
Q3e Overall quality of life in the city					
Satisfied/Very Satisfied	51%	56%	57%	56%	50%
Neutral	31%	29%	29%	28%	31%
Dissatisfied/Very Dissatisfied	18%	16%	15%	15%	20%
Q3f Overall feeling of safety in the city					
Satisfied/Very Satisfied	30%	33%	36%	37%	35%
Neutral	28%	30%	31%	30%	31%
Dissatisfied/Very Dissatisfied	42%	36%	33%	33%	35%
<u>Living in Kansas City, Missouri</u>					
Q4 Do you think you will be living in Kansas City, Missouri, five years from now?					
Yes	<i>new in 2010</i>				82%
No					18%
<u>Public Safety Services</u>					
Q5a Quality of local police protection					
Satisfied/Very Satisfied	54%	57%	60%	60%	62%
Neutral	26%	23%	22%	25%	23%
Dissatisfied/Very Dissatisfied	20%	20%	18%	16%	14%
Q5b The visibility of police in neighborhoods					
Satisfied/Very Satisfied	39%	41%	46%	44%	48%
Neutral	28%	28%	26%	30%	25%
Dissatisfied/Very Dissatisfied	33%	32%	28%	26%	26%
Q5c The visibility of police in retail areas					
Satisfied/Very Satisfied	39%	41%	45%	45%	47%
Neutral	37%	34%	33%	36%	33%
Dissatisfied/Very Dissatisfied	24%	25%	22%	20%	20%
Q5d The city's overall efforts to prevent crime					
Satisfied/Very Satisfied	31%	35%	40%	39%	39%
Neutral	32%	33%	33%	34%	32%
Dissatisfied/Very Dissatisfied	37%	32%	27%	27%	29%
Q5e Enforcement of local traffic laws					
Satisfied/Very Satisfied	47%	48%	50%	50%	52%
Neutral	30%	30%	29%	32%	31%
Dissatisfied/Very Dissatisfied	23%	23%	21%	19%	18%

	2005	2006	2007	2008	2010
Q5f Overall quality of police services					
Satisfied/Very Satisfied			57%	56%	58%
Neutral			29%	31%	29%
Dissatisfied/Very Dissatisfied			14%	13%	13%
Q5g Overall quality of local fire protection and rescue services					
Satisfied/Very Satisfied	79%	81%	79%	77%	81%
Neutral	18%	16%	18%	21%	16%
Dissatisfied/Very Dissatisfied	3%	3%	3%	3%	3%
Q5h Quality of local ambulance service					
Satisfied/Very Satisfied	67%	72%	70%	68%	74%
Neutral	27%	22%	24%	27%	22%
Dissatisfied/Very Dissatisfied	6%	5%	6%	5%	4%
Q5i How quickly public safety personnel respond to emergencies					
Satisfied/Very Satisfied	56%	63%	62%	63%	66%
Neutral	29%	24%	25%	26%	24%
Dissatisfied/Very Dissatisfied	15%	14%	13%	11%	10%
Q5j Quality of animal control					
Satisfied/Very Satisfied	39%	39%	42%	40%	42%
Neutral	35%	33%	31%	35%	34%
Dissatisfied/Very Dissatisfied	27%	28%	27%	25%	24%
<u>Parks and Recreation Programs and Services</u>					
Q5k Maintenance of city parks					
Satisfied/Very Satisfied	49%	55%	55%	49%	52%
Neutral	32%	29%	29%	34%	31%
Dissatisfied/Very Dissatisfied	19%	16%	16%	17%	16%
Q5l Maintenance of boulevards and parkways					
Satisfied/Very Satisfied	49%	55%	55%	49%	50%
Neutral	29%	27%	27%	31%	31%
Dissatisfied/Very Dissatisfied	22%	18%	18%	19%	19%
Q5m The location of city parks					
Satisfied/Very Satisfied	51%	58%	56%	56%	57%
Neutral	33%	29%	29%	32%	31%
Dissatisfied/Very Dissatisfied	15%	13%	15%	12%	12%
Q5n Walking and biking trails in the city					
Satisfied/Very Satisfied	37%	40%	40%	36%	36%
Neutral	32%	31%	30%	33%	33%
Dissatisfied/Very Dissatisfied	31%	29%	31%	31%	30%

	2005	2006	2007	2008	2010
Q5o Maintenance of Kansas City, Missouri, community centers					
Satisfied/Very Satisfied	35%	42%	43%	40%	43%
Neutral	47%	41%	39%	45%	42%
Dissatisfied/Very Dissatisfied	18%	17%	18%	15%	15%
Q5p City swimming pools and programs					
Satisfied/Very Satisfied	27%	31%	35%	33%	32%
Neutral	44%	42%	39%	44%	43%
Dissatisfied/Very Dissatisfied	29%	27%	26%	23%	25%
Q5q Outdoor athletic fields (i.e. baseball, soccer, and flag football)					
Satisfied/Very Satisfied	41%	43%	46%	44%	39%
Neutral	44%	40%	38%	42%	42%
Dissatisfied/Very Dissatisfied	15%	17%	16%	13%	19%
Q5r The city's youth athletic programs					
Satisfied/Very Satisfied	32%	35%	39%	35%	33%
Neutral	48%	44%	41%	46%	45%
Dissatisfied/Very Dissatisfied	20%	21%	21%	19%	23%
Q5s The city's adult athletic programs					
Satisfied/Very Satisfied	28%	33%	35%	30%	31%
Neutral	52%	46%	44%	50%	46%
Dissatisfied/Very Dissatisfied	20%	21%	21%	20%	23%
Q5t Programs and activities at Kansas City, Missouri, community centers					
Satisfied/Very Satisfied	<i>new in 2010</i>				37%
Neutral					47%
Dissatisfied/Very Dissatisfied					15%
Q5u Ease of registering for [Parks and Recreation] programs					
Satisfied/Very Satisfied	30%	35%	38%	33%	36%
Neutral	53%	48%	46%	50%	48%
Dissatisfied/Very Dissatisfied	17%	18%	16%	18%	16%
Q5v The reasonableness of fees charged for recreation programs					
Satisfied/Very Satisfied	32%	34%	37%	34%	36%
Neutral	50%	47%	44%	49%	46%
Dissatisfied/Very Dissatisfied	18%	18%	19%	17%	18%
<u>Communication and Leadership Services</u>					
Q5w The availability of information about city programs and services					
Satisfied/Very Satisfied	32%	37%	40%	37%	35%
Neutral	36%	33%	31%	36%	35%
Dissatisfied/Very Dissatisfied	33%	29%	29%	28%	30%

	2005	2006	2007	2008	2010
Q5x City efforts to keep you informed about local issues					
Satisfied/Very Satisfied	33%	35%	39%	36%	33%
Neutral	33%	33%	31%	35%	33%
Dissatisfied/Very Dissatisfied	34%	32%	30%	29%	34%
Q5y The level of public involvement in local decision making					
Satisfied/Very Satisfied	22%	23%	26%	23%	21%
Neutral	36%	37%	37%	39%	35%
Dissatisfied/Very Dissatisfied	43%	40%	38%	38%	45%
Q5z Overall quality of leadership provided by the city's elected officials					
Satisfied/Very Satisfied	26%	30%	31%	24%	16%
Neutral	35%	35%	36%	37%	25%
Dissatisfied/Very Dissatisfied	39%	35%	33%	38%	58%
Q5aa Overall effectiveness of appointed boards and commissions					
Satisfied/Very Satisfied	20%	24%	26%	21%	16%
Neutral	41%	39%	38%	40%	34%
Dissatisfied/Very Dissatisfied	39%	36%	35%	39%	50%
Q5bb Overall effectiveness of the city manager and appointed staff					
Satisfied/Very Satisfied	30%	34%	34%	27%	17%
Neutral	39%	38%	38%	41%	32%
Dissatisfied/Very Dissatisfied	31%	28%	28%	33%	51%
Q5cc How ethically the city conducts business					
Satisfied/Very Satisfied				25%	17%
Neutral				42%	33%
Dissatisfied/Very Dissatisfied				33%	50%
Q5dd Overall quality of the city's website					
Satisfied/Very Satisfied			<i>new in 2010</i>		37%
Neutral					44%
Dissatisfied/Very Dissatisfied					19%
<u>Maintenance, Streets, and Solid Waste Services</u>					
Q6a Maintenance of city streets					
Satisfied/Very Satisfied	21%	23%	26%	18%	23%
Neutral	20%	23%	23%	27%	27%
Dissatisfied/Very Dissatisfied	59%	54%	51%	54%	50%
Q6b Maintenance of streets in your neighborhood					
Satisfied/Very Satisfied	35%	35%	38%	34%	35%
Neutral	20%	22%	21%	25%	22%
Dissatisfied/Very Dissatisfied	44%	44%	41%	41%	43%

	2005	2006	2007	2008	2010
Q6c The smoothness of city streets					
Satisfied/Very Satisfied	15%	21%	23%	18%	22%
Neutral	19%	25%	25%	30%	28%
Dissatisfied/Very Dissatisfied	66%	54%	51%	52%	50%
Q6d Condition of sidewalks in the city					
Satisfied/Very Satisfied	19%	22%	24%	19%	22%
Neutral	30%	27%	27%	32%	29%
Dissatisfied/Very Dissatisfied	52%	50%	49%	49%	49%
Q6e Maintenance of traffic signals					
Satisfied/Very Satisfied	53%	55%	59%	55%	55%
Neutral	31%	30%	27%	31%	30%
Dissatisfied/Very Dissatisfied	16%	15%	14%	13%	15%
Q6f Maintenance and preservation of downtown Kansas City, Missouri					
Satisfied/Very Satisfied	32%	44%	53%	54%	50%
Neutral	35%	33%	30%	31%	35%
Dissatisfied/Very Dissatisfied	33%	24%	16%	14%	15%
Q6g Maintenance of city buildings (e.g. City Hall)					
Satisfied/Very Satisfied	45%	52%	58%	53%	50%
Neutral	42%	36%	32%	38%	39%
Dissatisfied/Very Dissatisfied	13%	12%	11%	9%	10%
Q6h Snow removal on major city streets during the past 12 months					
Satisfied/Very Satisfied	55%	58%	59%	55%	54%
Neutral	23%	22%	20%	24%	21%
Dissatisfied/Very Dissatisfied	22%	20%	21%	21%	24%
Q6i Snow removal on residential streets during the past 12 months					
Satisfied/Very Satisfied	37%	30%	36%	35%	33%
Neutral	22%	23%	23%	24%	21%
Dissatisfied/Very Dissatisfied	41%	47%	41%	40%	46%
Q6j Mowing and tree trimming along city streets and other public areas					
Satisfied/Very Satisfied	34%	39%	42%	34%	39%
Neutral	30%	31%	30%	32%	32%
Dissatisfied/Very Dissatisfied	36%	30%	28%	35%	30%
Q6k Overall cleanliness of city streets and other public areas					
Satisfied/Very Satisfied	30%	36%	38%	33%	36%
Neutral	32%	32%	32%	36%	34%
Dissatisfied/Very Dissatisfied	38%	32%	30%	31%	31%
Q6l Adequacy of city street lighting					
Satisfied/Very Satisfied	60%	61%	62%	63%	57%
Neutral	25%	24%	23%	25%	27%
Dissatisfied/Very Dissatisfied	15%	16%	15%	12%	16%

	2005	2006	2007	2008	2010
Q6m Overall quality of trash collection services					
Satisfied/Very Satisfied	58%	65%	65%	59%	66%
Neutral	20%	19%	19%	21%	18%
Dissatisfied/Very Dissatisfied	22%	16%	16%	20%	15%
Q6n Overall quality of recycling collection services					
Satisfied/Very Satisfied	<i>new in 2010</i>				67%
Neutral					19%
Dissatisfied/Very Dissatisfied					14%
Q6o Overall quality of bulky item collection services					
Satisfied/Very Satisfied	<i>new in 2010</i>				39%
Neutral					23%
Dissatisfied/Very Dissatisfied					38%
Q6p Overall quality of catch basin cleaning and repairs					
Satisfied/Very Satisfied	<i>new in 2010</i>				27%
Neutral					40%
Dissatisfied/Very Dissatisfied					33%
Q6q Timeliness of water/sewer line break repairs					
Satisfied/Very Satisfied	<i>new in 2010</i>				35%
Neutral					34%
Dissatisfied/Very Dissatisfied					32%
<u>Code Enforcement Services</u>					
Q6r Enforcing the clean up of litter and debris on private property					
Satisfied/Very Satisfied	21%	22%	26%	21%	21%
Neutral	30%	31%	30%	30%	29%
Dissatisfied/Very Dissatisfied	50%	47%	44%	49%	51%
Q6s Enforcing the mowing and cutting of weeds on private property					
Satisfied/Very Satisfied	20%	23%	26%	18%	20%
Neutral	29%	30%	29%	28%	27%
Dissatisfied/Very Dissatisfied	51%	47%	46%	54%	53%
Q6t Enforcing the maintenance of residential property					
Satisfied/Very Satisfied	22%	26%	29%	21%	23%
Neutral	36%	35%	31%	34%	31%
Dissatisfied/Very Dissatisfied	42%	40%	40%	45%	46%
Q6u Enforcing the exterior maintenance of business property					
Satisfied/Very Satisfied	26%	31%	32%	28%	28%
Neutral	44%	40%	38%	43%	38%
Dissatisfied/Very Dissatisfied	30%	30%	30%	30%	34%

	2005	2006	2007	2008	2010
Q6v Enforcing codes designed to protect public safety and public health					
Satisfied/Very Satisfied	32%	34%	37%	33%	33%
Neutral	45%	42%	39%	42%	41%
Dissatisfied/Very Dissatisfied	24%	23%	24%	25%	26%
Q6w Enforcing sign regulations					
Satisfied/Very Satisfied	32%	34%	36%	35%	33%
Neutral	47%	43%	42%	45%	44%
Dissatisfied/Very Dissatisfied	21%	23%	22%	21%	22%
Q6x Enforcing and prosecuting illegal dumping activities					
Satisfied/Very Satisfied	18%	20%	24%	20%	20%
Neutral	29%	30%	29%	31%	27%
Dissatisfied/Very Dissatisfied	53%	50%	47%	49%	53%

Respondent Experiences

Q7a Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?

Yes	15%	15%	15%	15%
No	85%	85%	85%	85%

Q7b Have you called the police in the last year?

Yes	33%	35%	32%	33%
No	67%	65%	68%	67%

Q7c Have you called 311 in the last year?

Yes	25%	33%	46%
No	75%	67%	54%

Q7d Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?

Yes	<i>new in 2010</i>	38%
No		62%

Q7e Have you visited the city's website in the last year?

Yes	<i>new in 2010</i>	44%
No		56%

Q7f Have you used the city's website to make any payments in the last year?

Yes	<i>new in 2010</i>	17%
No		83%

Q7g Have you used the bulky item pick-up service in the last year?

Yes	<i>new in 2010</i>	46%
No		54%

Q7h Have you visited downtown in the last year?

Yes	78%	81%	80%
No	22%	19%	20%

	2005	2006	2007	2008	2010
Q7i Have you visited downtown for entertainment or dining in the last year?					
Yes				60%	62%
No				40%	38%

Q7j Have you visited a Kansas City, Missouri, community center in the last year?					
Yes		<i>new in 2010</i>			31%
No					69%

Q7k Have any members of your household visited any parks in Kansas City, Missouri, in the last year?					
Yes		<i>new in 2010⁷</i>			74%
No					26%

Q7l Have any members of your household received notification of Kansas City, Missouri, Parks and Recreation Department programs or activities in the last year?					
Yes		<i>new in 2010</i>			39%
No					61%

Q7m Have you used public transportation in the last year?					
Yes		<i>new in 2010</i>			25%
No					75%

Rating Kansas City, Missouri

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

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

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

Feelings of Safety

Q9a How safe do you feel at home during the day?					
Safe/Very Safe	81%	82%	82%	84%	81%
Neutral	14%	13%	13%	11%	13%
Unsafe/Very Unsafe	6%	5%	6%	5%	6%

⁷ In prior years we asked respondents how frequently they had visited a city park during the last 12 months – weekly, a few times a month, monthly, less than once a month, or seldom/never.

	2005	2006	2007	2008	2010
Q9b How safe do you feel at home at night?					
Safe/Very Safe	65%	69%	69%	72%	70%
Neutral	20%	19%	17%	17%	18%
Unsafe/Very Unsafe	15%	13%	13%	11%	12%

Q9c How safe do you feel in your neighborhood during the day?					
Safe/Very Safe	78%	79%	78%	81%	78%
Neutral	15%	14%	15%	12%	15%
Unsafe/Very Unsafe	7%	7%	7%	6%	7%

Q9d How safe do you feel in your neighborhood at night?					
Safe/Very Safe	55%	59%	59%	62%	60%
Neutral	23%	23%	22%	21%	21%
Unsafe/Very Unsafe	22%	19%	19%	17%	20%

Q9e How safe do you feel in city parks during the day?					
Safe/Very Safe	47%	53%	58%	59%	59%
Neutral	31%	30%	28%	27%	26%
Unsafe/Very Unsafe	22%	17%	14%	14%	16%

Q9f How safe do you feel in city parks at night?					
Safe/Very Safe	9%	10%	15%	13%	13%
Neutral	19%	20%	24%	25%	24%
Unsafe/Very Unsafe	72%	70%	61%	62%	63%

Q9g How safe do you feel in downtown Kansas City, Missouri, during the day?					
Safe/Very Safe			68%	71%	68%
Neutral			22%	22%	22%
Unsafe/Very Unsafe			10%	8%	10%

Q9h How safe do you feel in downtown Kansas City, Missouri, at night?					
Safe/Very Safe			27%	33%	29%
Neutral			30%	32%	30%
Unsafe/Very Unsafe			43%	35%	41%

Watching Channel 2

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

Yes	<i>new in 2010</i>	34%
No		54%
Not available on my television		11%

	2005	2006	2007	2008	2010
<u>Demographics</u>					
Q11 Do you own or rent your current residence?					
Own	83%	84%	82%	83%	83%
Rent	17%	16%	18%	17%	17%
Q12 Approximately how many years have you lived in Kansas City, Missouri?					
Median	33	35	30	33	35
Q13 Respondent's race/ethnicity					
Asian/Pacific Islander	1%	2%	2%	2%	1%
White	67%	64%	63%	65%	67%
American Indian/Eskimo	1%	1%	1%	1%	1%
Black/African American	28%	29%	27%	27%	27%
Hispanic/Latino			6% ⁸		
Other	3%	4%	0% ⁸	6%	4%
Q14 Are you or any members of your household of Hispanic, Latino, or other Spanish ancestry?					
Yes	6%	8%	na ⁸	8%	9%
No	94%	92%	na	92%	91%
Q15 Respondent's total annual household income					
Under \$30,000	30%	31%	29%	25%	30%
\$30,000 to \$59,999	34%	33%	34%	35%	30%
\$60,000 to \$99,999	23%	23%	24%	23%	23%
\$100,000 or more	13%	14%	13%	18%	17%
Q18 Respondent's gender					
Male	49%	49%	48%	47%	48%
Female	51%	51%	52%	53%	52%
How respondents completed the survey					
Mail	77%	53%	47%	57%	49%
Phone	23%	47%	53%	43%	51%

⁸ In 2007, this demographic question was not asked in a way that was compatible with the 2000 Census.

Appendix C

Fiscal Year 2010 Citizen Survey Results by Geographic Area

Fiscal Year 2010 Kansas City Citizen Survey Results by Area – Percentage

	North (N=1135)	South (N=1121)	East (N=1151)	West (N=1158)	Citywide (N=4637)
Major Service Categories					
Q1a Overall quality of police, fire and ambulance services					
Satisfied/Very Satisfied	78%	73%	69%	76%	74%
Neutral	16%	19%	21%	18%	19%
Dissatisfied/Very Dissatisfied	5%	8%	10%	7%	7%
Q1b Overall quality of city parks and recreation programs and facilities					
Satisfied/Very Satisfied	59%	54%	52%	60%	56%
Neutral	30%	32%	30%	27%	30%
Dissatisfied/Very Dissatisfied	12%	14%	18%	12%	14%
Q1c Overall maintenance of city streets, buildings and facilities					
Satisfied/Very Satisfied	24%	19%	22%	22%	22%
Neutral	31%	31%	27%	29%	29%
Dissatisfied/Very Dissatisfied	45%	50%	51%	49%	49%
Q1d Overall quality of city water utilities					
Satisfied/Very Satisfied	62%	56%	54%	60%	58%
Neutral	23%	25%	25%	24%	24%
Dissatisfied/Very Dissatisfied	15%	19%	21%	16%	18%
Q1e Overall enforcement of city codes and ordinances					
Satisfied/Very Satisfied	32%	31%	34%	33%	32%
Neutral	40%	37%	31%	37%	37%
Dissatisfied/Very Dissatisfied	28%	31%	34%	30%	31%
Q1f Overall quality of customer service you receive from city employees					
Satisfied/Very Satisfied	49%	48%	52%	44%	48%
Neutral	29%	30%	28%	35%	30%
Dissatisfied/Very Dissatisfied	23%	23%	20%	21%	22%
Q1g Overall effectiveness of city communication with the public					
Satisfied/Very Satisfied	35%	31%	37%	31%	33%
Neutral	35%	37%	32%	40%	36%
Dissatisfied/Very Dissatisfied	30%	31%	31%	29%	31%
Q1h Overall quality of the city's stormwater runoff/stormwater management system					
Satisfied/Very Satisfied	40%	34%	36%	36%	36%
Neutral	31%	35%	31%	32%	32%
Dissatisfied/Very Dissatisfied	29%	32%	33%	33%	32%

⁹ Surveys were received from 4,637 households, however, the number of respondents by geographic area is 4,565 because 72 respondents did not include the information needed to place them in a ZIP code.

	North	South	East	West	Citywide
Q1i Overall quality of the city's public health services					
Satisfied/Very Satisfied	44%	38%	49%	45%	44%
Neutral	44%	46%	35%	40%	41%
Dissatisfied/Very Dissatisfied	11%	16%	16%	15%	15%
Q1j Overall flow of traffic					
Satisfied/Very Satisfied	44%	49%	47%	52%	48%
Neutral	32%	32%	32%	30%	31%
Dissatisfied/Very Dissatisfied	24%	19%	21%	18%	21%
Q1k Overall quality of public transportation					
Satisfied/Very Satisfied	30%	34%	46%	37%	37%
Neutral	38%	37%	33%	30%	34%
Dissatisfied/Very Dissatisfied	31%	29%	21%	34%	29%
Q1l Overall quality of city convention facilities					
Satisfied/Very Satisfied	56%	54%	54%	58%	55%
Neutral	32%	36%	32%	34%	34%
Dissatisfied/Very Dissatisfied	12%	10%	13%	8%	11%
Q1m Overall quality of the city's 311 service					
Satisfied/Very Satisfied	46%	47%	53%	50%	49%
Neutral	30%	32%	26%	31%	30%
Dissatisfied/Very Dissatisfied	23%	21%	21%	19%	21%

Emphasis for Major Service Categories

Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 1st Choice

Police, fire, and ambulance	18%	20%	21%	19%	19%
Parks and recreation	4%	4%	4%	3%	4%
Maintenance of city streets, buildings, and facilities	36%	35%	35%	34%	35%
Water utilities	4%	5%	4%	5%	5%
Enforcement of codes and ordinances	5%	6%	8%	6%	6%
Customer service	3%	2%	2%	2%	3%
Communication with the public	4%	4%	5%	4%	4%
Stormwater management	4%	6%	5%	8%	6%
Public health	2%	3%	3%	3%	3%
Traffic flow	6%	3%	3%	3%	4%
Public transportation	8%	6%	4%	10%	7%
Convention facilities	1%	1%	1%	1%	1%
311 service	4%	5%	5%	3%	4%

	North	South	East	West	Citywide
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 2nd Choice					
Police, fire, and ambulance	9%	6%	6%	7%	7%
Parks and recreation	5%	5%	6%	5%	5%
Maintenance of city streets, buildings, and facilities	24%	25%	23%	27%	25%
Water utilities	7%	8%	7%	5%	7%
Enforcement of codes and ordinances	8%	10%	13%	9%	10%
Customer service	6%	6%	4%	4%	5%
Communication with the public	7%	10%	9%	8%	8%
Stormwater management	9%	9%	9%	10%	9%
Public health	4%	5%	5%	4%	4%
Traffic flow	10%	5%	7%	7%	7%
Public transportation	7%	7%	5%	9%	7%
Convention facilities	2%	1%	1%	1%	1%
311 service	4%	4%	4%	3%	4%

Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 3rd Choice

Police, fire, and ambulance	5%	6%	7%	6%	6%
Parks and recreation	7%	7%	7%	7%	7%
Maintenance of city streets, buildings, and facilities	13%	12%	11%	12%	12%
Water utilities	4%	5%	6%	5%	5%
Enforcement of codes and ordinances	10%	8%	10%	9%	9%
Customer service	7%	7%	6%	7%	7%
Communication with the public	13%	12%	11%	12%	12%
Stormwater management	9%	9%	8%	10%	9%
Public health	5%	5%	7%	6%	6%
Traffic flow	10%	10%	7%	7%	9%
Public transportation	7%	11%	10%	12%	10%
Convention facilities	4%	3%	2%	2%	3%
311 service	4%	6%	8%	5%	6%

Items That May Influence Citizen Perceptions of the City

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

Satisfied/Very Satisfied	48%	43%	42%	41%	43%
Neutral	36%	37%	36%	40%	37%
Dissatisfied/Very Dissatisfied	16%	20%	22%	19%	20%

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

Satisfied/Very Satisfied	27%	25%	29%	26%	27%
Neutral	33%	34%	29%	32%	32%
Dissatisfied/Very Dissatisfied	40%	41%	42%	42%	41%

Q3c Overall image of the city

Satisfied/Very Satisfied	40%	34%	36%	36%	36%
Neutral	31%	32%	30%	30%	31%
Dissatisfied/Very Dissatisfied	29%	34%	34%	33%	33%

	North	South	East	West	Citywide
Q3d How well the city is planning growth					
Satisfied/Very Satisfied	26%	23%	29%	24%	25%
Neutral	36%	35%	34%	34%	35%
Dissatisfied/Very Dissatisfied	38%	41%	37%	42%	40%
Q3e Overall quality of life in the city					
Satisfied/Very Satisfied	57%	47%	39%	58%	50%
Neutral	31%	31%	33%	27%	31%
Dissatisfied/Very Dissatisfied	12%	21%	28%	15%	20%
Q3f Overall feeling of safety in the city					
Satisfied/Very Satisfied	44%	32%	28%	37%	35%
Neutral	31%	31%	30%	31%	31%
Dissatisfied/Very Dissatisfied	25%	38%	42%	32%	35%
<u>Living in Kansas City, Missouri</u>					
Q4 Do you think you will be living in Kansas City, Missouri, five years from now?					
Yes	83%	79%	82%	84%	82%
No	17%	21%	18%	16%	18%
<u>Public Safety Services</u>					
Q5a Quality of local police protection					
Satisfied/Very Satisfied	72%	62%	56%	62%	62%
Neutral	19%	23%	25%	24%	23%
Dissatisfied/Very Dissatisfied	9%	15%	19%	14%	14%
Q5b The visibility of police in neighborhoods					
Satisfied/Very Satisfied	53%	45%	46%	50%	48%
Neutral	25%	27%	22%	26%	25%
Dissatisfied/Very Dissatisfied	22%	28%	31%	24%	26%
Q5c The visibility of police in retail areas					
Satisfied/Very Satisfied	49%	43%	47%	51%	47%
Neutral	34%	34%	32%	33%	33%
Dissatisfied/Very Dissatisfied	17%	23%	21%	17%	20%
Q5d The city's overall efforts to prevent crime					
Satisfied/Very Satisfied	44%	36%	37%	41%	39%
Neutral	33%	34%	29%	32%	32%
Dissatisfied/Very Dissatisfied	23%	31%	34%	27%	29%
Q5e Enforcement of local traffic laws					
Satisfied/Very Satisfied	58%	48%	51%	50%	52%
Neutral	27%	32%	30%	33%	31%
Dissatisfied/Very Dissatisfied	15%	20%	18%	17%	18%

	North	South	East	West	Citywide
Q5f Overall quality of police services					
Satisfied/Very Satisfied	65%	56%	54%	58%	58%
Neutral	26%	31%	29%	30%	29%
Dissatisfied/Very Dissatisfied	9%	13%	17%	12%	13%
Q5g Overall quality of local fire protection and rescue services					
Satisfied/Very Satisfied	83%	81%	82%	79%	81%
Neutral	14%	16%	15%	19%	16%
Dissatisfied/Very Dissatisfied	2%	2%	3%	2%	3%
Q5h Quality of local ambulance service					
Satisfied/Very Satisfied	75%	73%	75%	75%	74%
Neutral	20%	23%	20%	23%	22%
Dissatisfied/Very Dissatisfied	5%	4%	5%	3%	4%
Q5i How quickly public safety personnel respond to emergencies					
Satisfied/Very Satisfied	70%	64%	66%	65%	66%
Neutral	22%	25%	23%	24%	24%
Dissatisfied/Very Dissatisfied	8%	11%	11%	10%	10%
Q5j Quality of animal control					
Satisfied/Very Satisfied	43%	41%	42%	44%	42%
Neutral	35%	34%	30%	36%	34%
Dissatisfied/Very Dissatisfied	22%	24%	27%	20%	24%
<u>Parks and Recreation Programs and Services</u>					
Q5k Maintenance of city parks					
Satisfied/Very Satisfied	53%	48%	50%	59%	52%
Neutral	33%	36%	30%	27%	31%
Dissatisfied/Very Dissatisfied	14%	16%	20%	14%	16%
Q5l Maintenance of boulevards and parkways					
Satisfied/Very Satisfied	47%	48%	48%	58%	50%
Neutral	34%	33%	30%	25%	31%
Dissatisfied/Very Dissatisfied	19%	19%	21%	17%	19%
Q5m The location of city parks					
Satisfied/Very Satisfied	51%	56%	55%	68%	57%
Neutral	33%	32%	32%	25%	31%
Dissatisfied/Very Dissatisfied	16%	12%	14%	8%	12%
Q5n Walking and biking trails in the city					
Satisfied/Very Satisfied	33%	38%	34%	41%	36%
Neutral	34%	34%	36%	29%	33%
Dissatisfied/Very Dissatisfied	32%	28%	30%	30%	30%

	North	South	East	West	Citywide
Q5o Maintenance of Kansas City, Missouri, community centers					
Satisfied/Very Satisfied	43%	40%	47%	45%	43%
Neutral	44%	45%	38%	42%	42%
Dissatisfied/Very Dissatisfied	14%	15%	16%	13%	15%
Q5p City swimming pools and programs					
Satisfied/Very Satisfied	37%	25%	37%	31%	32%
Neutral	42%	47%	39%	43%	43%
Dissatisfied/Very Dissatisfied	21%	28%	24%	26%	25%
Q5q Outdoor athletic fields (i.e. baseball, soccer, and flag football)					
Satisfied/Very Satisfied	43%	34%	40%	40%	39%
Neutral	42%	46%	39%	41%	42%
Dissatisfied/Very Dissatisfied	15%	20%	21%	19%	19%
Q5r The city's youth athletic programs					
Satisfied/Very Satisfied	38%	26%	35%	32%	33%
Neutral	45%	50%	41%	43%	45%
Dissatisfied/Very Dissatisfied	16%	24%	24%	25%	23%
Q5s The city's adult athletic programs					
Satisfied/Very Satisfied	36%	27%	32%	30%	31%
Neutral	48%	51%	42%	45%	46%
Dissatisfied/Very Dissatisfied	16%	22%	26%	25%	23%
Q5t Programs and activities at Kansas City, Missouri, community centers					
Satisfied/Very Satisfied	41%	32%	41%	36%	37%
Neutral	48%	52%	40%	49%	47%
Dissatisfied/Very Dissatisfied	11%	16%	19%	14%	15%
Q5u Ease of registering for [Parks and Recreation] programs					
Satisfied/Very Satisfied	40%	30%	38%	37%	36%
Neutral	49%	55%	42%	48%	48%
Dissatisfied/Very Dissatisfied	11%	15%	21%	16%	16%
Q5v The reasonableness of fees charged for recreation programs					
Satisfied/Very Satisfied	38%	31%	37%	38%	36%
Neutral	49%	53%	39%	47%	46%
Dissatisfied/Very Dissatisfied	13%	17%	25%	15%	18%
<u>Communication and Leadership Services</u>					
Q5w The availability of information about city programs and services					
Satisfied/Very Satisfied	36%	33%	39%	33%	35%
Neutral	34%	37%	31%	38%	35%
Dissatisfied/Very Dissatisfied	30%	31%	30%	29%	30%

	North	South	East	West	Citywide
Q5x City efforts to keep you informed about local issues					
Satisfied/Very Satisfied	33%	32%	37%	31%	33%
Neutral	32%	35%	30%	35%	33%
Dissatisfied/Very Dissatisfied	35%	34%	33%	34%	34%
Q5y The level of public involvement in local decision making					
Satisfied/Very Satisfied	21%	17%	24%	22%	21%
Neutral	33%	38%	32%	36%	35%
Dissatisfied/Very Dissatisfied	46%	45%	44%	42%	45%
Q5z Overall quality of leadership provided by the city's elected officials					
Satisfied/Very Satisfied	17%	15%	19%	15%	16%
Neutral	26%	27%	27%	24%	25%
Dissatisfied/Very Dissatisfied	57%	59%	55%	61%	58%
Q5aa Overall effectiveness of appointed boards and commissions					
Satisfied/Very Satisfied	17%	13%	19%	16%	16%
Neutral	33%	37%	32%	34%	34%
Dissatisfied/Very Dissatisfied	50%	50%	49%	50%	50%
Q5bb Overall effectiveness of the city manager and appointed staff					
Satisfied/Very Satisfied	17%	15%	21%	18%	17%
Neutral	31%	34%	31%	33%	32%
Dissatisfied/Very Dissatisfied	52%	52%	48%	49%	51%
Q5cc How ethically the city conducts business					
Satisfied/Very Satisfied	17%	16%	20%	18%	17%
Neutral	34%	33%	32%	34%	33%
Dissatisfied/Very Dissatisfied	49%	51%	49%	48%	50%
Q5dd Overall quality of the city's website					
Satisfied/Very Satisfied	37%	35%	37%	39%	37%
Neutral	46%	44%	43%	43%	44%
Dissatisfied/Very Dissatisfied	17%	21%	20%	18%	19%
<u>Maintenance, Streets, and Solid Waste Services</u>					
Q6a Maintenance of city streets					
Satisfied/Very Satisfied	24%	23%	25%	21%	23%
Neutral	28%	25%	27%	27%	27%
Dissatisfied/Very Dissatisfied	48%	52%	48%	52%	50%
Q6b Maintenance of streets in your neighborhood					
Satisfied/Very Satisfied	40%	35%	31%	36%	35%
Neutral	21%	24%	22%	23%	22%
Dissatisfied/Very Dissatisfied	39%	42%	47%	41%	43%

	North	South	East	West	Citywide
Q6c The smoothness of city streets					
Satisfied/Very Satisfied	24%	20%	23%	21%	22%
Neutral	30%	29%	27%	28%	28%
Dissatisfied/Very Dissatisfied	47%	51%	50%	51%	50%
Q6d Condition of sidewalks in the city					
Satisfied/Very Satisfied	27%	18%	21%	23%	22%
Neutral	33%	30%	28%	27%	29%
Dissatisfied/Very Dissatisfied	39%	53%	51%	50%	49%
Q6e Maintenance of traffic signals					
Satisfied/Very Satisfied	60%	55%	52%	56%	55%
Neutral	29%	31%	30%	30%	30%
Dissatisfied/Very Dissatisfied	10%	14%	19%	15%	15%
Q6f Maintenance and preservation of downtown Kansas City, Missouri					
Satisfied/Very Satisfied	46%	46%	53%	56%	50%
Neutral	39%	38%	33%	31%	35%
Dissatisfied/Very Dissatisfied	16%	16%	14%	13%	15%
Q6g Maintenance of city buildings (e.g. City Hall)					
Satisfied/Very Satisfied	48%	47%	55%	53%	50%
Neutral	43%	43%	34%	38%	39%
Dissatisfied/Very Dissatisfied	10%	10%	11%	9%	10%
Q6h Snow removal on major city streets during the past 12 months					
Satisfied/Very Satisfied	56%	54%	56%	51%	54%
Neutral	20%	22%	21%	22%	21%
Dissatisfied/Very Dissatisfied	23%	24%	22%	27%	24%
Q6i Snow removal on residential streets during the past 12 months					
Satisfied/Very Satisfied	33%	35%	36%	31%	33%
Neutral	18%	22%	22%	21%	21%
Dissatisfied/Very Dissatisfied	49%	43%	42%	48%	46%
Q6j Mowing and tree trimming along city streets and other public areas					
Satisfied/Very Satisfied	40%	37%	35%	43%	39%
Neutral	33%	32%	30%	32%	32%
Dissatisfied/Very Dissatisfied	27%	31%	35%	25%	30%
Q6k Overall cleanliness of city streets and other public areas					
Satisfied/Very Satisfied	39%	33%	31%	41%	36%
Neutral	38%	36%	29%	33%	34%
Dissatisfied/Very Dissatisfied	24%	31%	41%	25%	31%
Q6l Adequacy of city street lighting					
Satisfied/Very Satisfied	57%	58%	54%	60%	57%
Neutral	28%	28%	26%	25%	27%
Dissatisfied/Very Dissatisfied	15%	14%	20%	15%	16%

	North	South	East	West	Citywide
Q6m Overall quality of trash collection services					
Satisfied/Very Satisfied	70%	67%	62%	68%	66%
Neutral	16%	18%	19%	19%	18%
Dissatisfied/Very Dissatisfied	14%	16%	18%	13%	15%
Q6n Overall quality of recycling collection services					
Satisfied/Very Satisfied	70%	68%	66%	64%	67%
Neutral	17%	19%	20%	19%	19%
Dissatisfied/Very Dissatisfied	13%	13%	14%	17%	14%
Q6o Overall quality of bulky item collection services					
Satisfied/Very Satisfied	41%	36%	43%	37%	39%
Neutral	21%	24%	22%	25%	23%
Dissatisfied/Very Dissatisfied	37%	41%	35%	37%	38%
Q6p Overall quality of catch basin cleaning and repairs					
Satisfied/Very Satisfied	32%	25%	27%	28%	27%
Neutral	41%	42%	41%	36%	40%
Dissatisfied/Very Dissatisfied	27%	34%	32%	36%	33%
Q6q Timeliness of water/sewer line break repairs					
Satisfied/Very Satisfied	38%	31%	37%	34%	35%
Neutral	35%	34%	32%	35%	34%
Dissatisfied/Very Dissatisfied	27%	35%	31%	31%	32%
<u>Code Enforcement Services</u>					
Q6r Enforcing the clean up of litter and debris on private property					
Satisfied/Very Satisfied	21%	18%	22%	23%	21%
Neutral	31%	28%	26%	29%	29%
Dissatisfied/Very Dissatisfied	48%	54%	52%	48%	51%
Q6s Enforcing the mowing and cutting of weeds on private property					
Satisfied/Very Satisfied	22%	17%	20%	22%	20%
Neutral	28%	28%	24%	30%	27%
Dissatisfied/Very Dissatisfied	49%	55%	56%	48%	53%
Q6t Enforcing the maintenance of residential property					
Satisfied/Very Satisfied	23%	20%	25%	25%	23%
Neutral	34%	32%	28%	32%	31%
Dissatisfied/Very Dissatisfied	43%	48%	47%	43%	46%
Q6u Enforcing the exterior maintenance of business property					
Satisfied/Very Satisfied	31%	25%	29%	29%	28%
Neutral	39%	40%	36%	38%	38%
Dissatisfied/Very Dissatisfied	30%	35%	35%	34%	34%

	North	South	East	West	Citywide
Q6v Enforcing codes designed to protect public safety and public health					
Satisfied/Very Satisfied	36%	31%	33%	32%	33%
Neutral	42%	43%	37%	42%	41%
Dissatisfied/Very Dissatisfied	21%	26%	30%	25%	26%
Q6w Enforcing sign regulations					
Satisfied/Very Satisfied	36%	31%	33%	36%	33%
Neutral	44%	47%	41%	44%	44%
Dissatisfied/Very Dissatisfied	20%	22%	26%	20%	22%
Q6x Enforcing and prosecuting illegal dumping activities					
Satisfied/Very Satisfied	21%	17%	20%	21%	20%
Neutral	29%	27%	23%	30%	27%
Dissatisfied/Very Dissatisfied	49%	56%	57%	50%	53%

Respondent Experiences

Q7a Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?

Yes	10%	13%	19%	18%	15%
No	90%	87%	81%	82%	85%

Q7b Have you called the police in the last year?

Yes	26%	32%	38%	36%	33%
No	74%	68%	62%	64%	67%

Q7c Have you called 311 in the last year?

Yes	42%	49%	49%	45%	46%
No	58%	51%	51%	55%	54%

Q7d Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?

Yes	32%	41%	39%	39%	38%
No	68%	59%	61%	61%	62%

Q7e Have you visited the City's website in the last year?

Yes	46%	46%	31%	51%	44%
No	54%	54%	69%	49%	56%

Q7f Have you used the City's website to make any payments in the last year?

Yes	16%	17%	13%	21%	17%
No	84%	83%	87%	79%	83%

Q7g Have you used the bulky item pick-up service in the last year?

Yes	48%	48%	46%	42%	46%
No	52%	52%	54%	58%	54%

Q7h Have you visited downtown in the last year?

Yes	81%	76%	72%	89%	80%
No	19%	24%	28%	11%	20%

	North	South	East	West	Citywide
Q7i Have you visited downtown for entertainment or dining in the last year?					
Yes	68%	58%	47%	75%	62%
No	32%	42%	53%	25%	38%

Q7j Have you visited a Kansas City, Missouri, community center in the last year?					
Yes	25%	30%	38%	32%	31%
No	75%	70%	62%	68%	69%

Q7k Have any members of your household visited any parks in Kansas City, Missouri, in the last year?					
Yes	73%	73%	66%	84%	74%
No	27%	27%	34%	16%	26%

Q7l Have any members of your household received notification of Kansas City, Missouri, Parks and Recreation Department programs or activities in the last year?					
Yes	40%	37%	38%	40%	39%
No	60%	63%	62%	60%	61%

Q7m Have you used public transportation in the last year?					
Yes	10%	21%	31%	39%	25%
No	90%	79%	69%	61%	75%

Rating Kansas City, Missouri

Q8a How would you rate Kansas City, Missouri as a place to live?					
Good/Excellent	73%	62%	54%	73%	65%
Neutral	18%	23%	26%	17%	21%
Below Average/Poor	9%	15%	19%	11%	14%

Q8b How would you rate Kansas City, Missouri as a place to raise children?					
Good/Excellent	65%	44%	42%	46%	49%
Neutral	22%	26%	27%	20%	24%
Below Average/Poor	13%	30%	31%	34%	27%

Q8c How would you rate Kansas City, Missouri as a place to work?					
Good/Excellent	64%	58%	53%	64%	59%
Neutral	23%	27%	29%	23%	26%
Below Average/Poor	12%	15%	19%	13%	15%

Feelings of Safety

Q9a How safe do you feel at home during the day?					
Safe/Very Safe	89%	79%	74%	84%	81%
Neutral	8%	16%	16%	11%	13%
Unsafe/Very Unsafe	2%	6%	10%	5%	6%

Q9b How safe do you feel at home at night?					
Safe/Very Safe	81%	67%	61%	71%	70%
Neutral	14%	19%	20%	18%	18%
Unsafe/Very Unsafe	5%	14%	18%	11%	12%

	North	South	East	West	Citywide
Q9c How safe do you feel in your neighborhood during the day?					
Safe/Very Safe	90%	75%	69%	81%	78%
Neutral	8%	18%	19%	13%	15%
Unsafe/Very Unsafe	2%	7%	12%	6%	7%

Q9d How safe do you feel in your neighborhood at night?					
Safe/Very Safe	76%	58%	51%	55%	60%
Neutral	15%	23%	22%	21%	21%
Unsafe/Very Unsafe	8%	19%	27%	24%	20%

Q9e How safe do you feel in city parks during the day?					
Safe/Very Safe	61%	54%	48%	71%	59%
Neutral	26%	27%	30%	20%	26%
Unsafe/Very Unsafe	13%	19%	22%	9%	16%

Q9f How safe do you feel in city parks at night?					
Safe/Very Safe	15%	12%	14%	13%	13%
Neutral	27%	22%	20%	25%	24%
Unsafe/Very Unsafe	58%	67%	66%	62%	63%

Q9g How safe do you feel in downtown Kansas City, Missouri, during the day?					
Safe/Very Safe	65%	64%	65%	77%	68%
Neutral	24%	25%	23%	18%	22%
Unsafe/Very Unsafe	11%	11%	12%	5%	10%

Q9h How safe do you feel in downtown Kansas City, Missouri, at night?					
Safe/Very Safe	21%	28%	33%	36%	29%
Neutral	30%	30%	26%	32%	30%
Unsafe/Very Unsafe	49%	41%	41%	32%	41%

Watching Channel 2

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

Yes	30%	39%	36%	33%	34%
No	59%	50%	51%	57%	54%
Not available on my television	11%	10%	13%	10%	11%

	North	South	East	West	Citywide
<u>Demographics</u>					
Q11 Do you own or rent your current residence?					
Own	88%	85%	78%	80%	83%
Rent	12%	15%	22%	20%	17%
Q12 Approximately how many years have you lived in Kansas City, Missouri?					
Median	25	40	40	30	35
Q13 Respondent's race/ethnicity					
Asian/Pacific Islander	1%	1%	1%	1%	1%
White	88%	69%	39%	72%	67%
American Indian/Eskimo	0%	1%	2%	1%	1%
Black/African American	7%	27%	52%	21%	27%
Other	3%	2%	6%	5%	4%
Q14 Are you or any members of your household of Hispanic, Latino, or other Spanish ancestry?					
Yes	8%	7%	11%	10%	9%
No	92%	93%	89%	90%	91%
Q15 Respondent's total annual household income					
Under \$30,000	18%	26%	51%	24%	30%
\$30,000 to \$59,999	30%	35%	30%	26%	30%
\$60,000 to \$99,999	31%	24%	15%	21%	23%
\$100,000 or more	21%	14%	4%	28%	17%
Q18 Respondent's gender					
Male	50%	48%	41%	52%	48%
Female	50%	52%	59%	48%	52%
How respondents completed the survey					
Mail	49%	47%	44%	54%	49%
Phone	51%	53%	56%	46%	51%

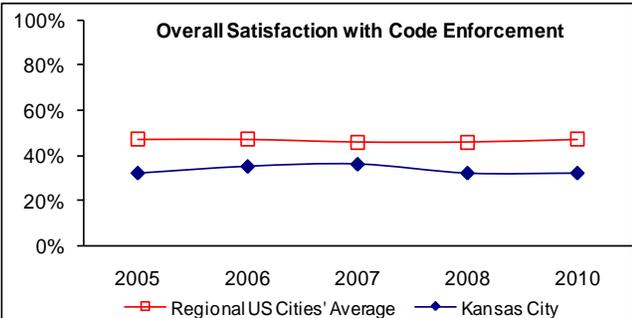
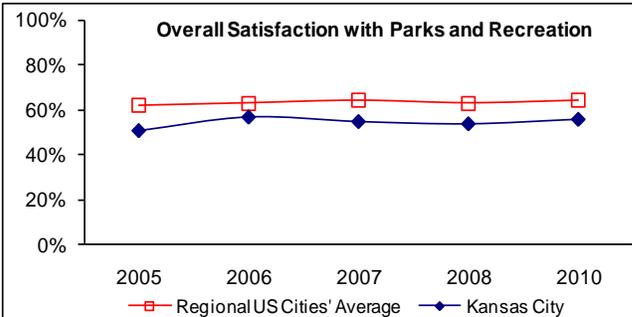
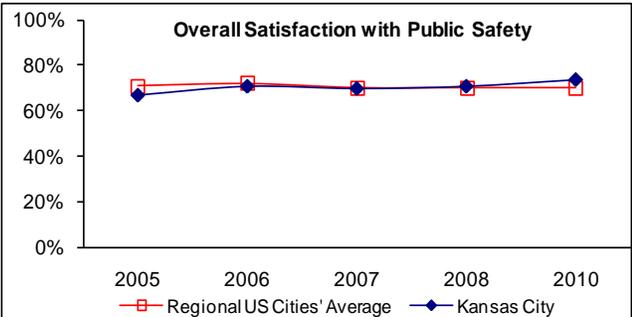
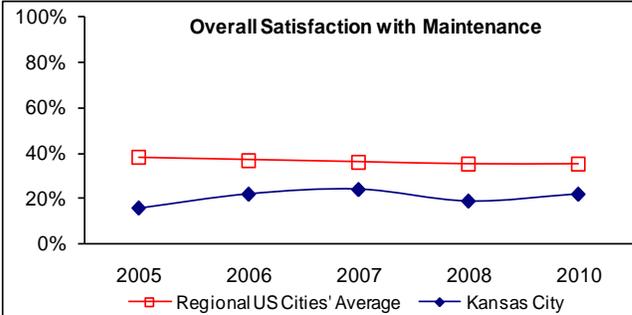
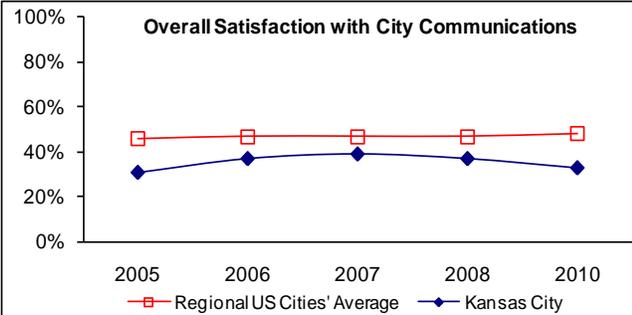
Appendix D

Kansas City and Benchmark Communities Satisfaction Trends (2005 – 2008 and 2010)

Large U.S. Regional Benchmark Cities

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

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

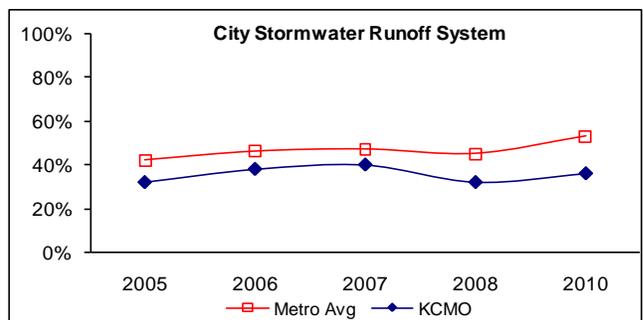
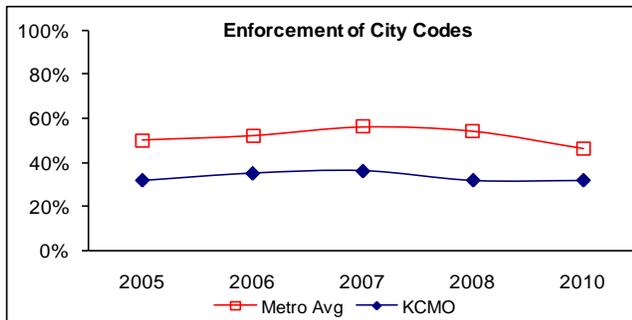
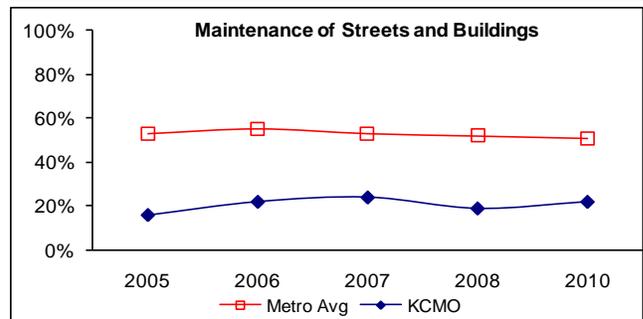
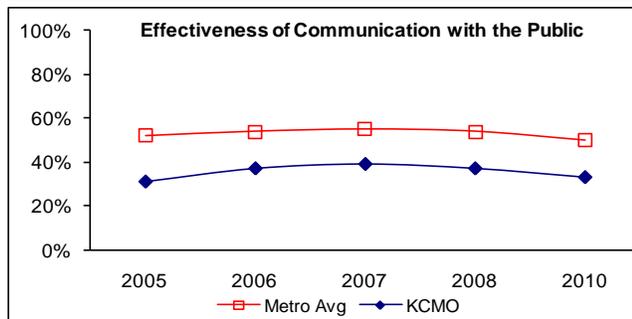
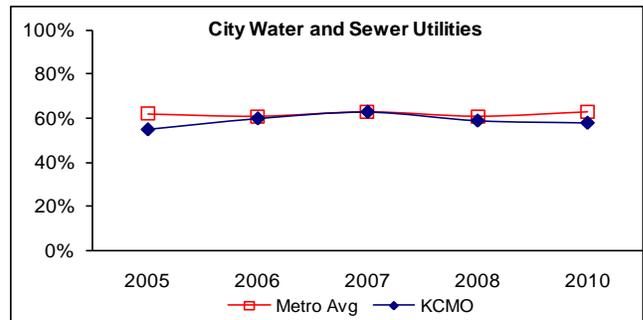
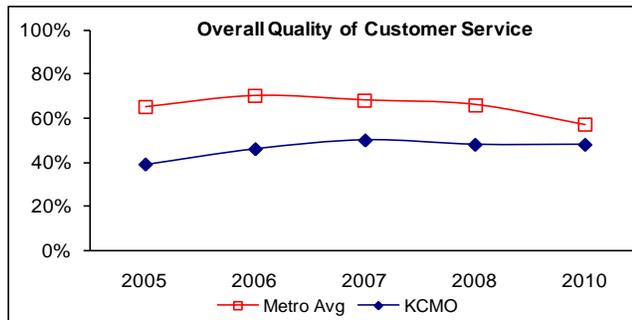
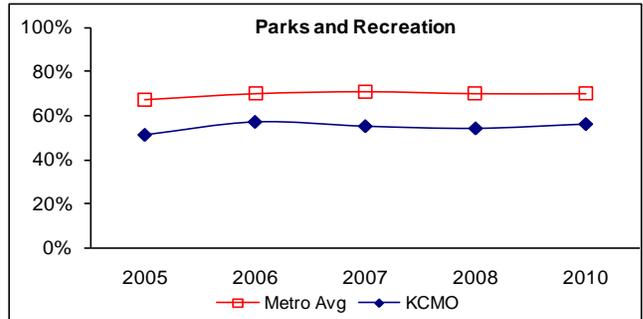
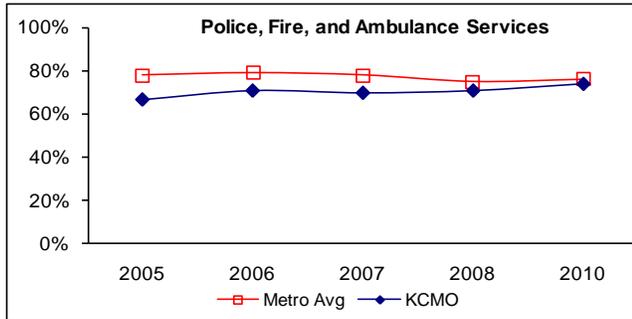


Kansas City Metropolitan Area Benchmark Communities

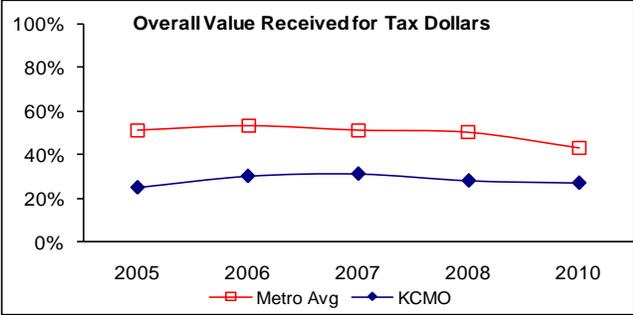
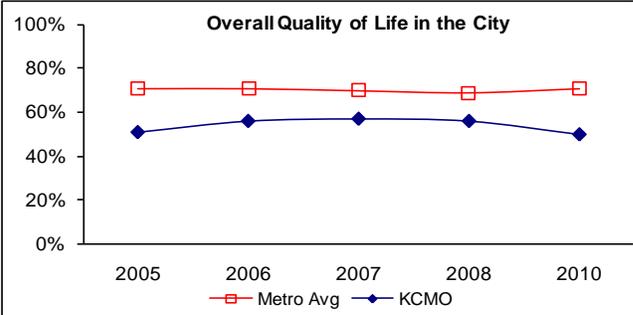
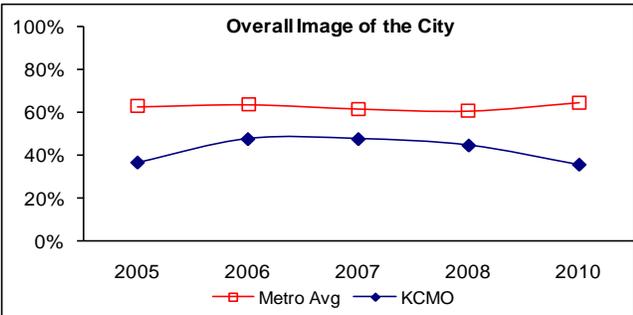
Based on percentage of respondents who rated the item as “Satisfactory” or “Very Satisfactory”.
 Excludes "Don't Know" responses.

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

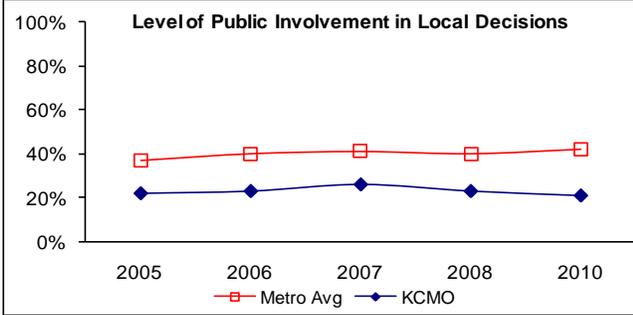
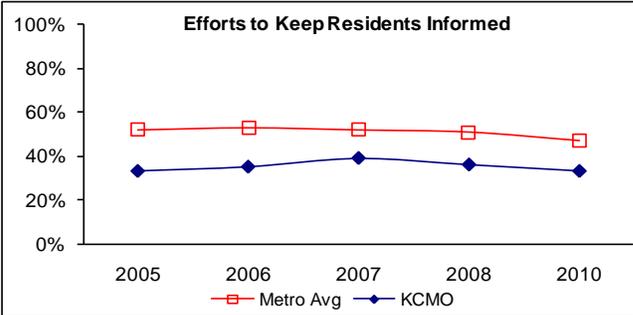
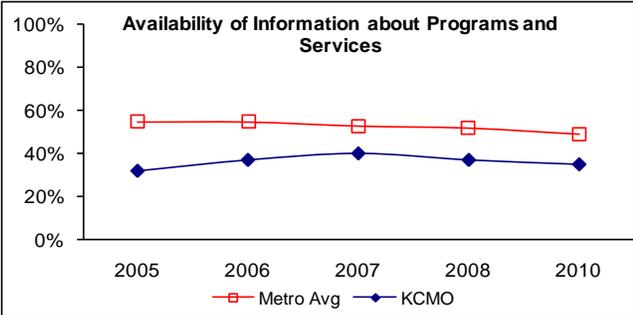
Overall Satisfaction with City Services



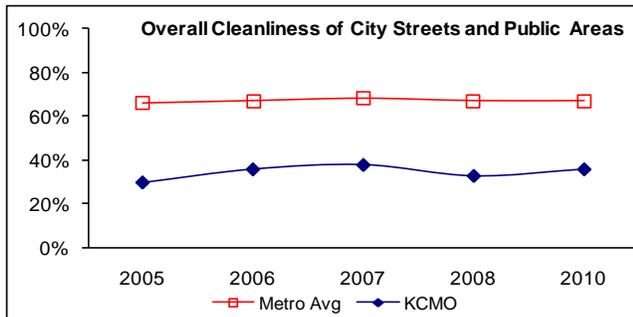
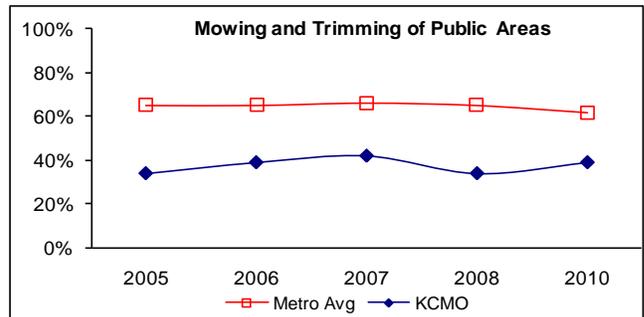
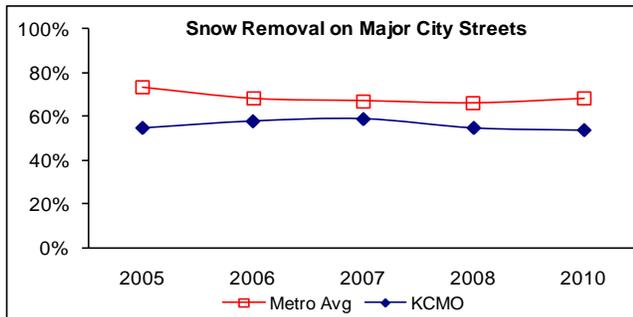
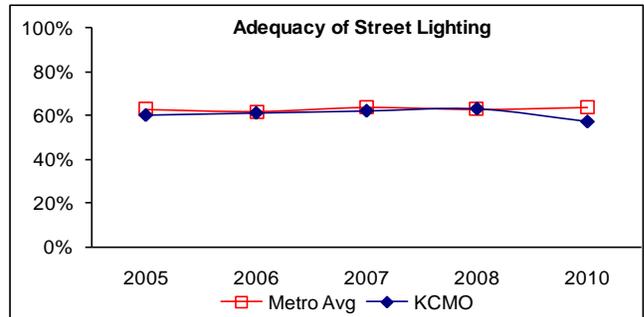
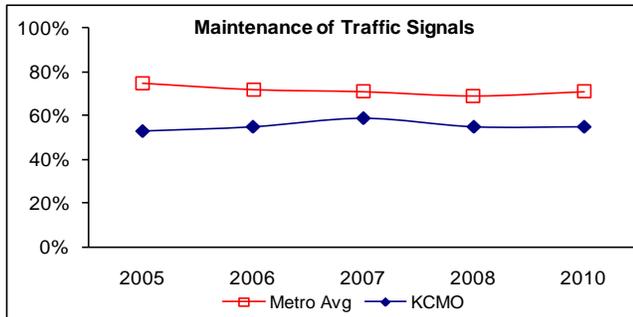
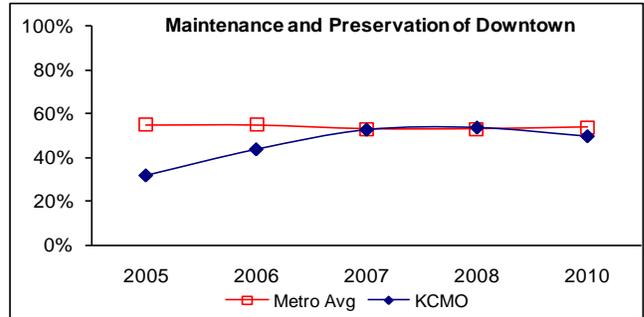
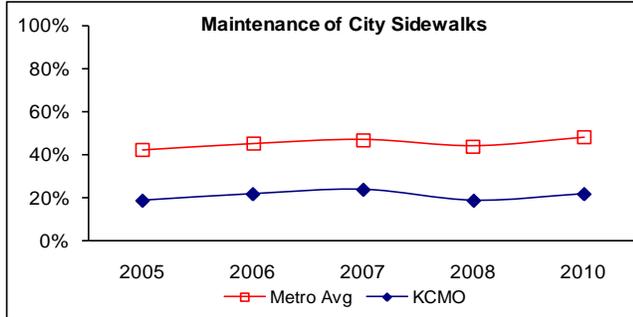
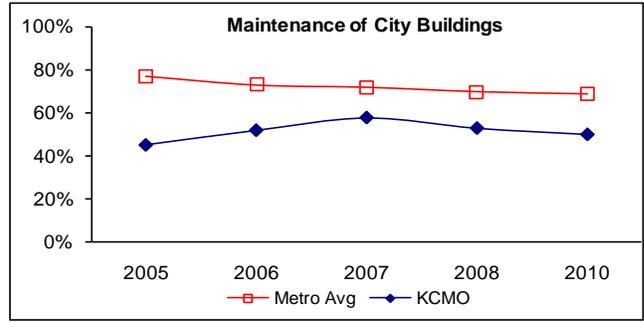
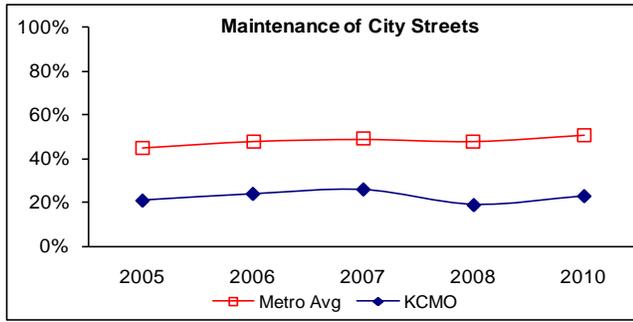
Perceptions Residents Have of the City in Which They Live



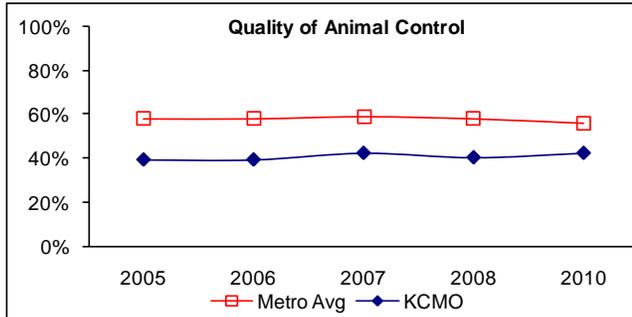
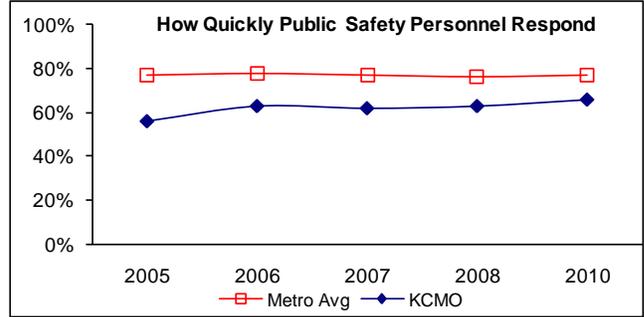
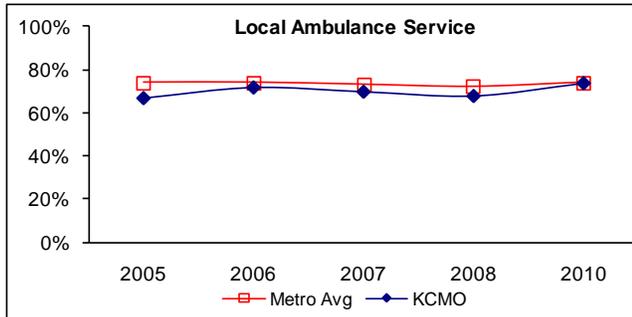
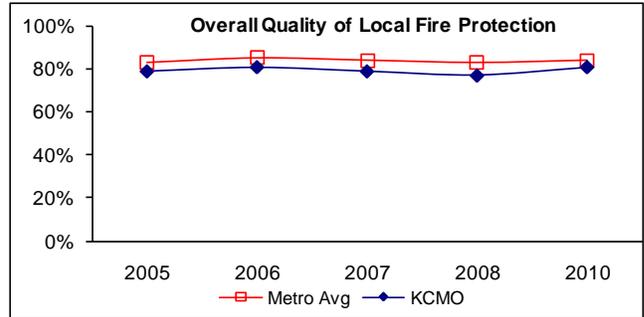
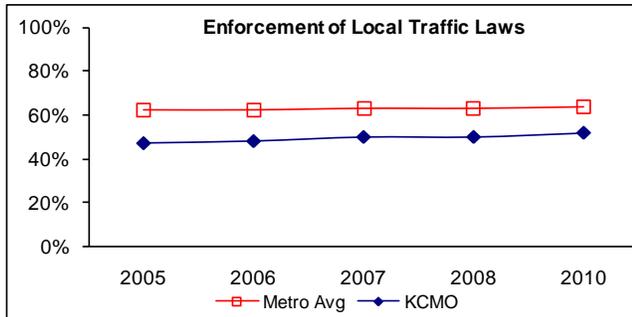
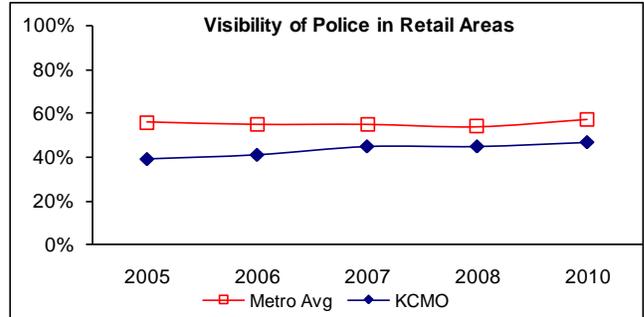
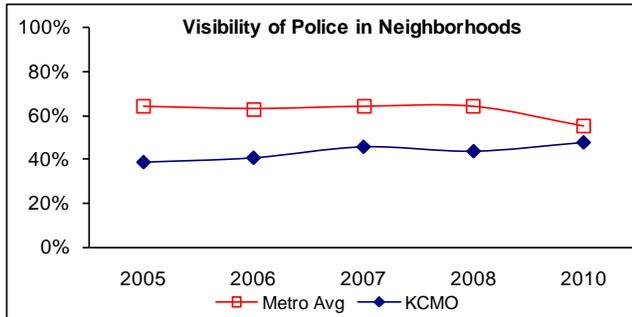
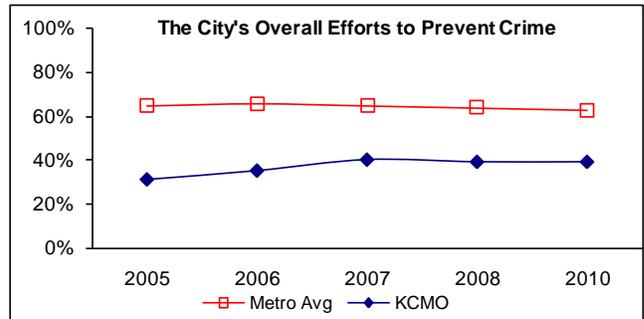
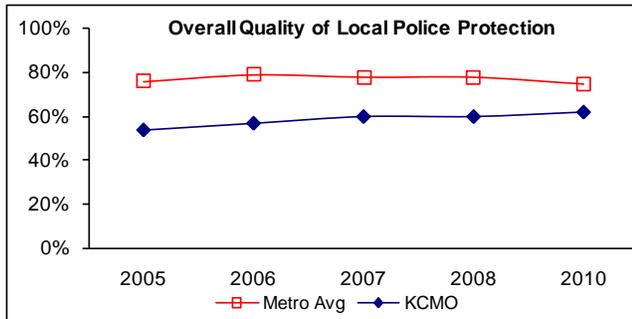
Satisfaction with City Communications



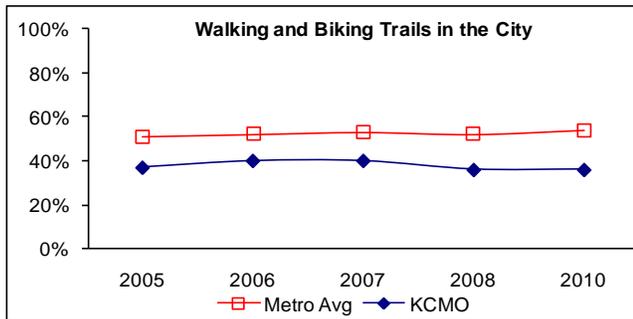
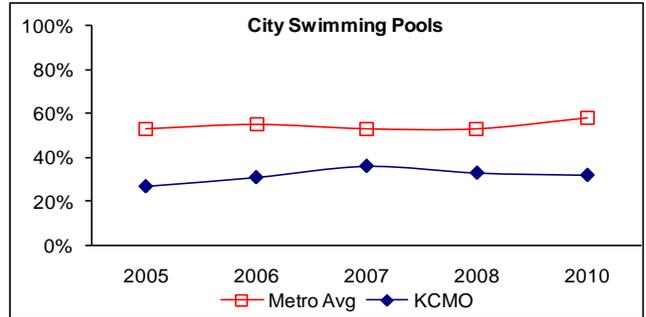
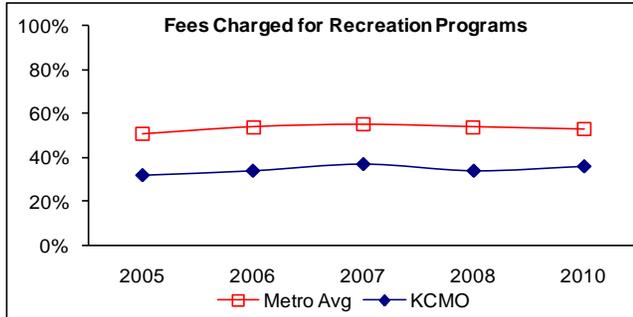
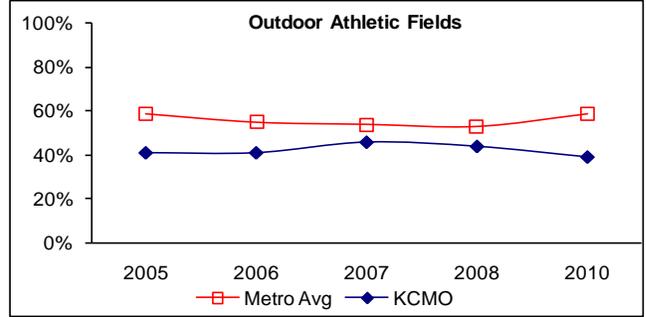
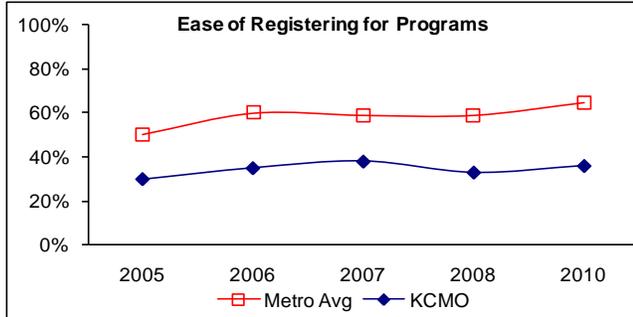
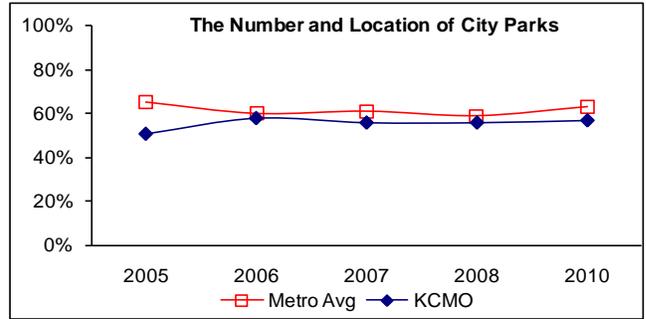
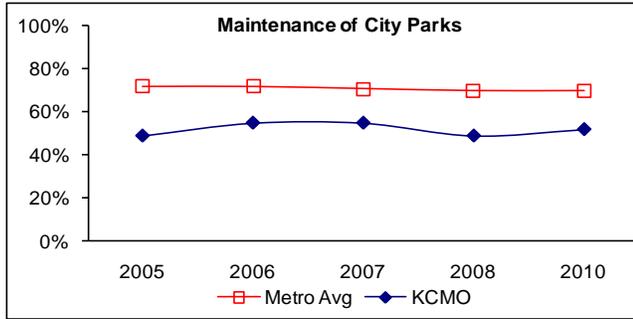
Satisfaction with Maintenance Services



Satisfaction with Public Safety



Satisfaction with Parks and Recreation



Satisfaction with the Enforcement of Codes and Ordinances

