

# City of North Kansas City Business Survey

## Findings Report

*...helping organizations make better decisions since 1982*

# 2020

**Submitted to the City of North Kansas City, MO**

**by:**

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**April 2020**





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# 2020 City of North Kansas City Business Survey

## Executive Summary

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### Purpose and Methodology

ETC Institute conducted a survey of businesses for the City of North Kansas City during March and April of 2020. The purpose of the survey was to identify the importance of various issues to businesses and to identify expansion/retention plans of businesses in the future.

The survey was administered by mail to all businesses in the City of North Kansas City. A total of 104 businesses completed the survey. The results for the random sample of 104 businesses have a precision of at least +/- 9.6% at the 95% level of confidence.

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts depicting the overall results of the survey,
- Importance-Satisfaction analysis used to determine priority actions for the City,
- tables that show the results of the survey,
- a copy of the survey instrument.

### Respondent Profile

**Business Sector:** Respondents were asked to indicate, from a list of 22 possible descriptors, which one best describes their business/organization's sector. Nineteen percent (19%) of respondents indicated their business is in the management sector, 15% are in the wholesaler/distributor sector, 15% are in the construction sector, 10% are in the professional, scientific, and technical services sector, 9% are in the retail trade sector, and the remaining 32% are in various other sectors.

**Length of Time Business has Been Located in the City of North Kansas City:** Respondents were asked to indicate how many years their business has been located in North Kansas City. More than one-third (34%) indicated they have been in the City of North Kansas City for 21 years or more, 29% have been in North Kansas City between 11 and 20 years, 18% have been in North Kansas City between 6 and 10 years, and 21% have been in North Kansas City 5 years or less.

**Own or Rent/Lease Facility:** Respondents were asked to indicate whether they own or rent/lease their facility. Thirty-one percent (31%) of respondents indicated they own their facility, and 69% rent/lease their facility.

**Number of Employees:** Respondents were asked to indicate how many employees their company employs at the location where the survey was received. When asked about full-time workers, 68% of respondents indicated they have fewer than 10 employees, 16% have between 10 and 24 employees, 11% have between 25 and 49 employees, and 5% have 50 or more employees. When asked about part-time workers, most of the respondents (96%) indicated they have no more than 5 employees, 2% have between 6 and 10 employees, and 2% have 11 or more employees.

**Anticipated Organizational Change Over the Next 12 Months:** Nearly half of the respondents (46%) indicated their business/organization does not plan to take any of the actions listed over the next three years.

Thirty-three percent (33%) of respondents indicated they are planning to hire additional staff in North Kansas City over the next 12 months, 12% plan to relocate to another location outside North Kansas City, 11% plan to expand/renovate in North Kansas City, 8% plan to relocate to another location in North Kansas City, 4% plan to downsize, and 2% of respondents indicated they plan to close their business in the next 12 months.

## Major Findings

**Perceptions of Doing Business in the City of North Kansas City:** Overall, 89% of respondents indicated the City of North Kansas City is either an “excellent” (41%) or “good” (48%) place to do business. When asked to rate their satisfaction with various perceptions of the City, 95% were either “very satisfied” or “satisfied” with access to highways, 90% were satisfied with access to the airport, 86% were satisfied with quality of life in the City, 86% were satisfied with the overall feeling of safety in the City, and 84% were satisfied with the quality of services provided by the City. Respondents were least satisfied with the availability of trained employees (50%).

**Reasons to do Business in the City of Kansas City, Missouri:** Respondents were asked to indicate which items would have the most impact on their decision to keep their business in the City of North Kansas City for the next 10 years. Based on the sum of their top four choices, the items having the most impact include: 1) affordability of North Kansas City to operate a business, 2) overall feeling of safety in the City, 3) access to highways, 4) image of the City, and 5) overall value received for local taxes and fees.

**Rating City Services:** Ninety-four percent (94%) of respondents indicated they were either “very satisfied” or “satisfied” with Fire/EMS services, 92% were satisfied with Police services, and 80% were satisfied with the quality of customer service provided by City employees. Police services (80%), street maintenance (49%), and fire/EMS services (48%) were the three most important city services to businesses in North Kansas City.

**Rating the Workforce:** Respondents gave “excellent” or “good” ratings for the availability of workers (56%), the quality of workers (55%), the stability of workers (54%), and the education/technical skills of workers (50%).

**Interaction With Department Staff:** Respondents were asked to indicate whether their business had interacted with staff of various departments in the City of North Kansas City during the past year. Those who had interacted with staff were then asked to rate the department's performance. All respondents (100%) who interacted with Fire/EMS during the past year rated the department as "excellent" or "good." Other departments that were given "excellent" or "good" ratings by businesses include: City Administrator's Office (98%), Police (89%), Water/Sewer Billing (89%), and Business Licensing (88%).

**Interaction With Various Areas/Services:** Respondents were asked to indicate whether their business had contact with four different areas/services in the City of North Kansas City during the past year. Those who had contact with the area/service were then asked to rate the City's performance. Areas that were given "excellent" or "good" ratings by businesses include: fire inspections (94%), business licensing (90%), construction/building permits or inspections (66%), and zoning/development review (50%)

## Additional Findings

- Eighty-one percent (81%) of respondents indicated that if the City were to expand its daily customer service operating hours, no change in hours would be the most convenient.
- Eighty percent (80%) of respondents indicated they are "very likely" or "likely" to recommend the City of North Kansas City as a business location to friends, family, co-workers, colleagues, and other business.
- More than three-fourths (77%) of respondents indicated the overall business atmosphere in the City of North Kansas City is "better" or "no change, but good" compared to two years ago.
- Seventy-three percent (73%) of respondents described the cost of doing business in the City of North Kansas City as "average." Twenty percent (20%) described the cost of doing business as "low," and 7% described the cost as "high" or "extremely high."

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance respondents placed on City services and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services in the future. The City should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major service that is recommended as the top priority for investment in order to raise overall satisfaction ratings is listed below:

- Street maintenance, including sidewalks, medians and curbs (I-S Rating=0.1576)

The table below shows the Importance-Satisfaction rating for all major categories of City services that were rated.

<b>2020 Importance-Satisfaction Rating City of North Kansas City Business Survey Major Categories of City Services</b>						
<b>Category of Service</b>	<b>Most Important %</b>	<b>Most Important Rank</b>	<b>Satisfaction %</b>	<b>Satisfaction Rank</b>	<b>Importance-Satisfaction Rating</b>	<b>I-S Rating Rank</b>
<b>High Priority (IS .10-.20)</b>						
Street maintenance, including sidewalks, medians and curbs	49%	2	68%	7	0.1576	1
<b>Medium Priority (IS &lt;.10)</b>						
Effectiveness of City communication with businesses	23%	4	68%	8	0.0746	2
Police services	80%	1	92%	2	0.0614	3
Stormwater drainage/flood management	16%	6	64%	9	0.0584	4
Street sweeping/cleanliness of public areas	19%	5	79%	4	0.0396	5
Fire/EMS services	48%	3	94%	1	0.0303	6
Enforcement of codes and ordinances	11%	7	75%	6	0.0262	7
Street lighting	10%	9	79%	5	0.0200	8
Quality of customer service provided by City employees	10%	8	80%	3	0.0194	9

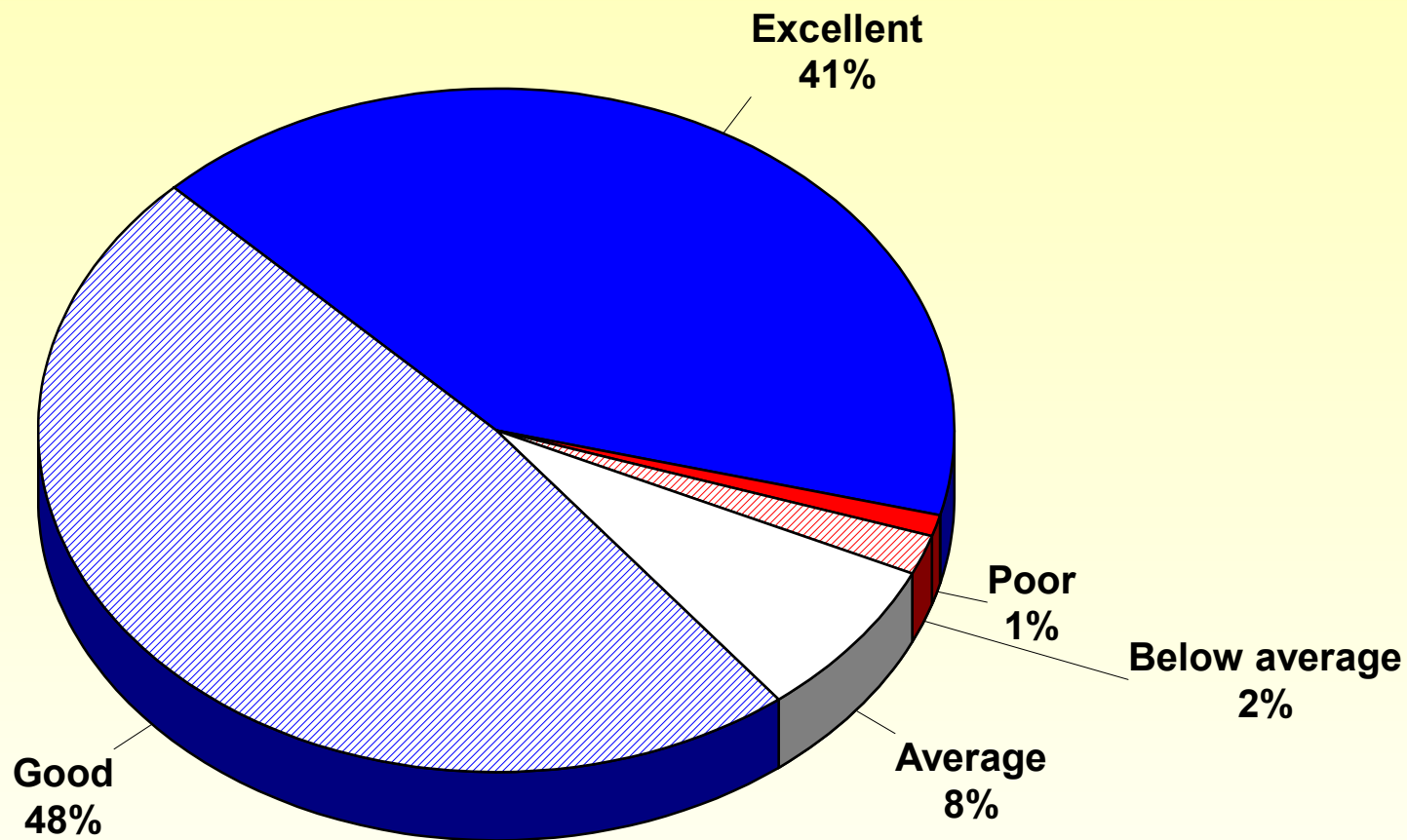
# **Section 1**

## ***Charts and Graphs***

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# Q1. How would you rate the City of North Kansas City overall as a place to do business?

by percentage of respondents

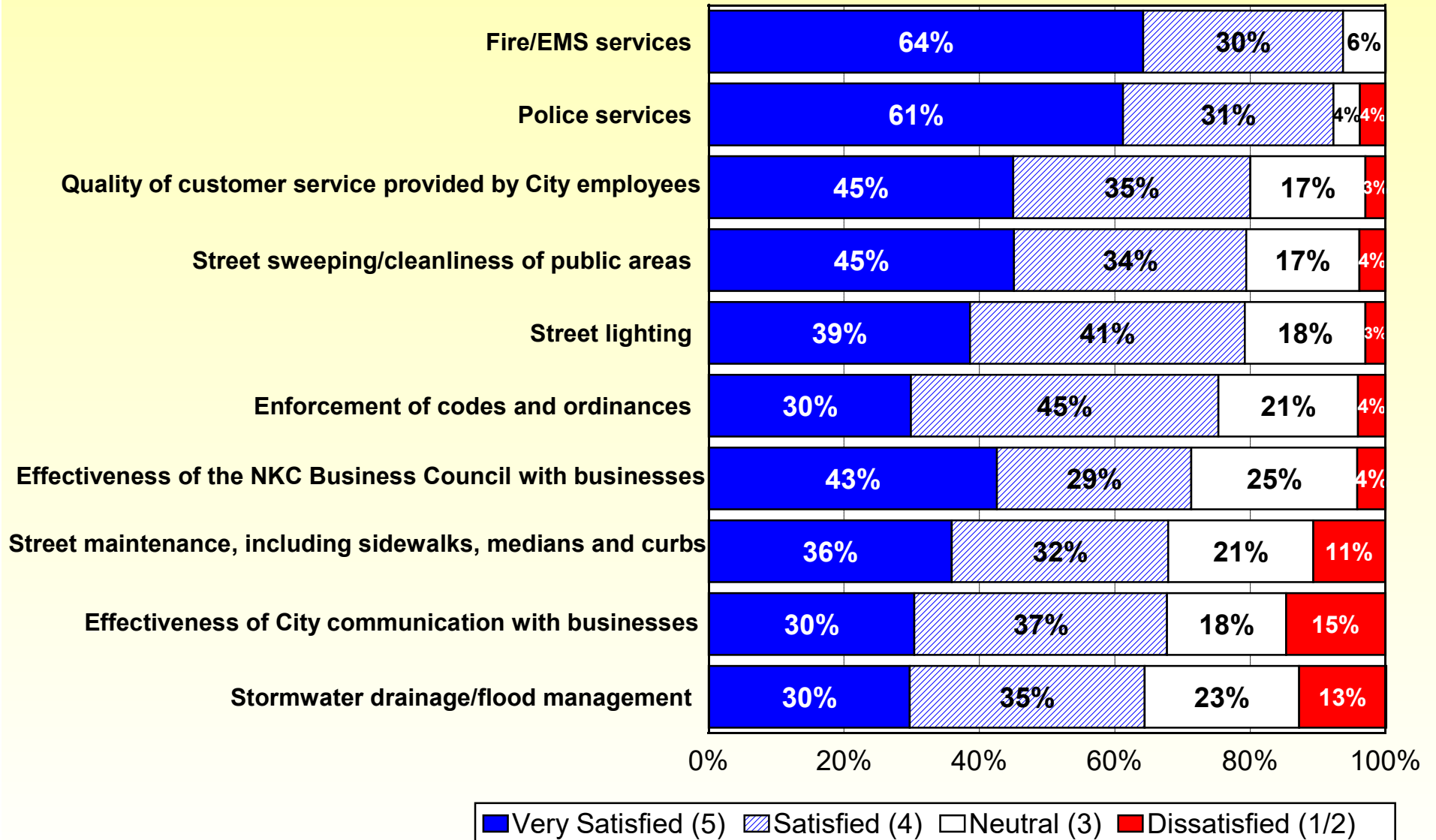


Source: ETC Institute (2020)



## Q2. Please rate your satisfaction with the following:

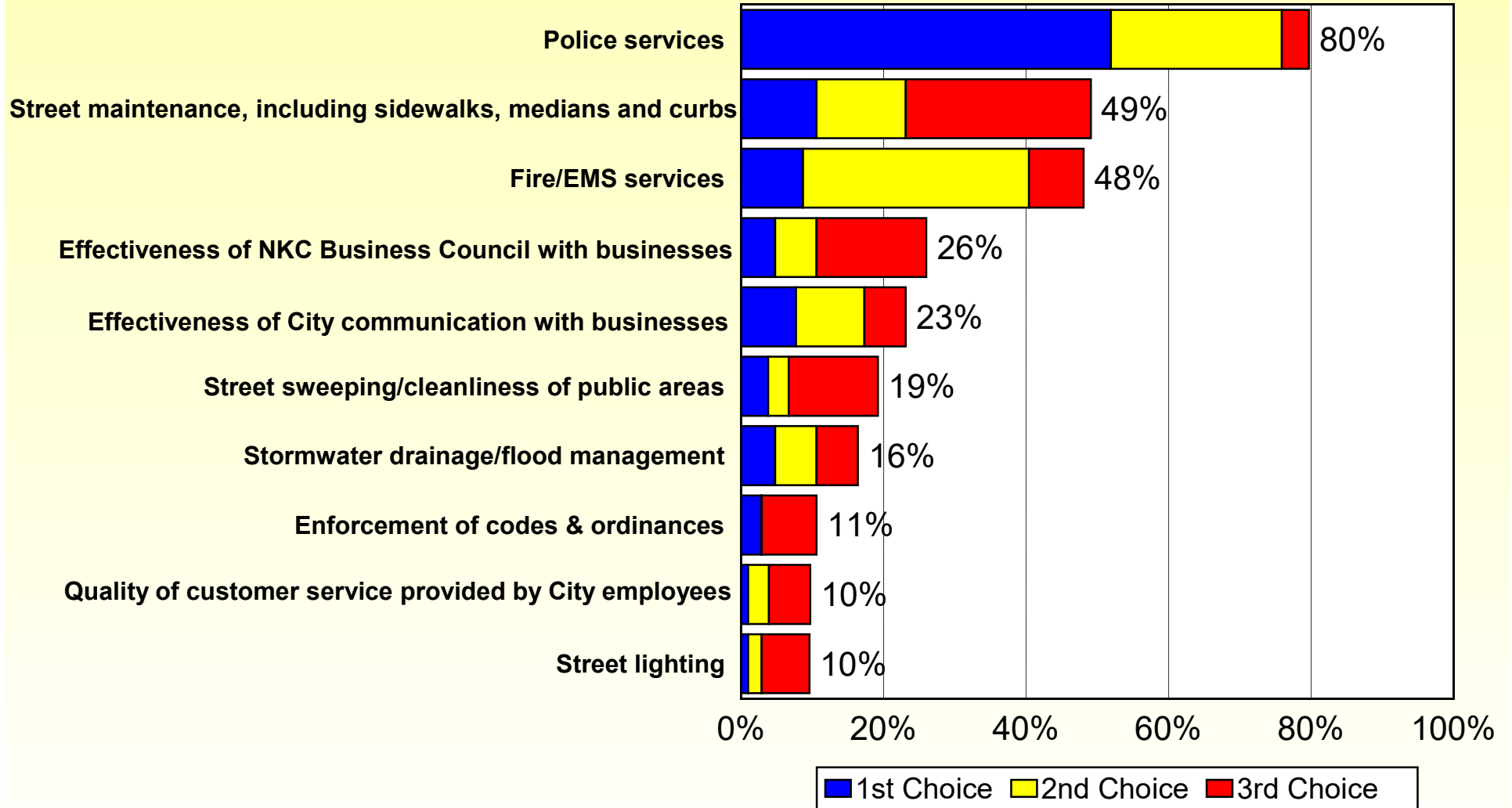
by percentage of respondents (excluding “don't know” responses)



Source: ETC Institute (2020)

## Q3. Which THREE of these City services are most important to your business?

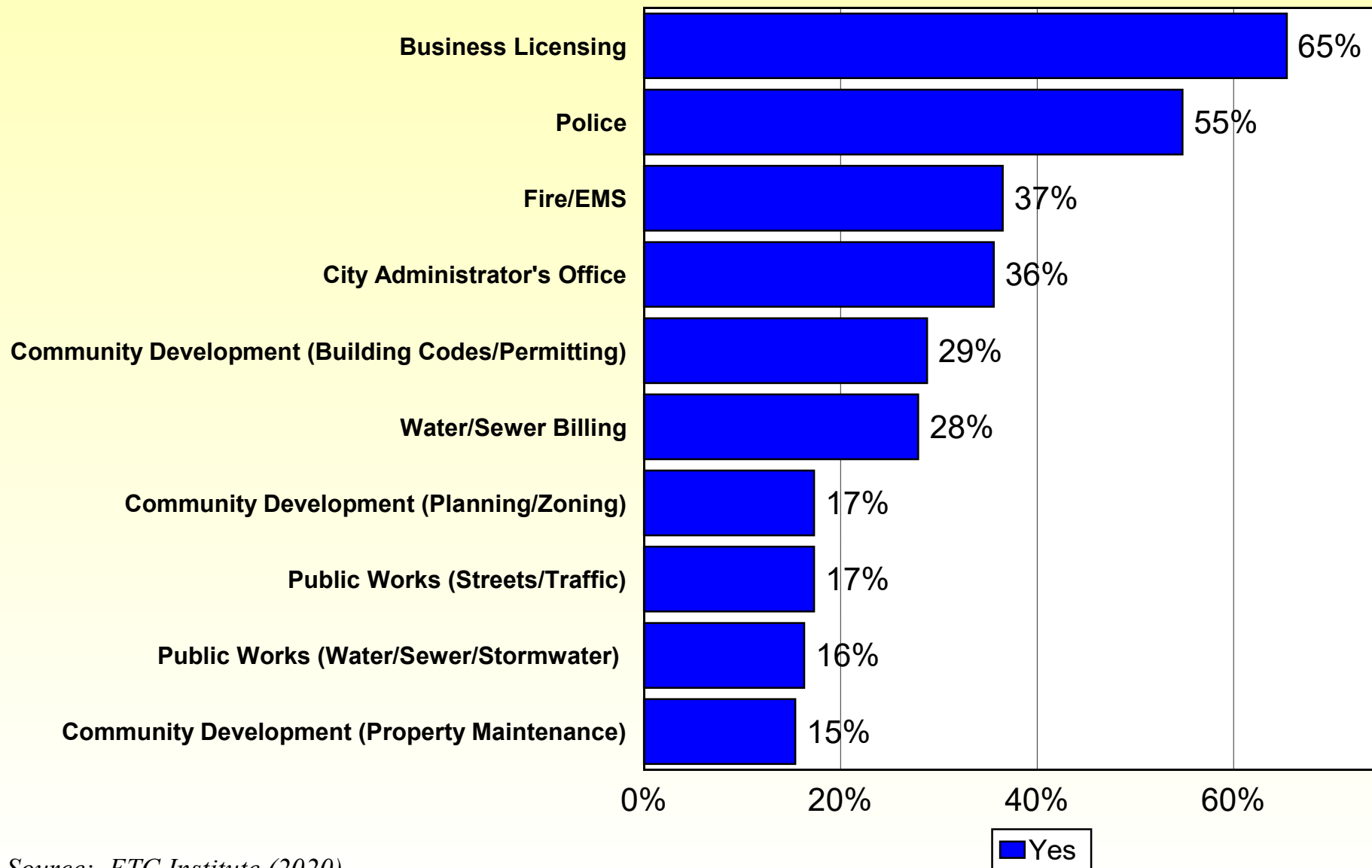
by percentage of respondents who selected the item as one of their top three choices  
(excluding "none chosen")



Source: ETC Institute (2020)

# Q4[1]. Has your business interacted with City staff from the following departments during the past year?

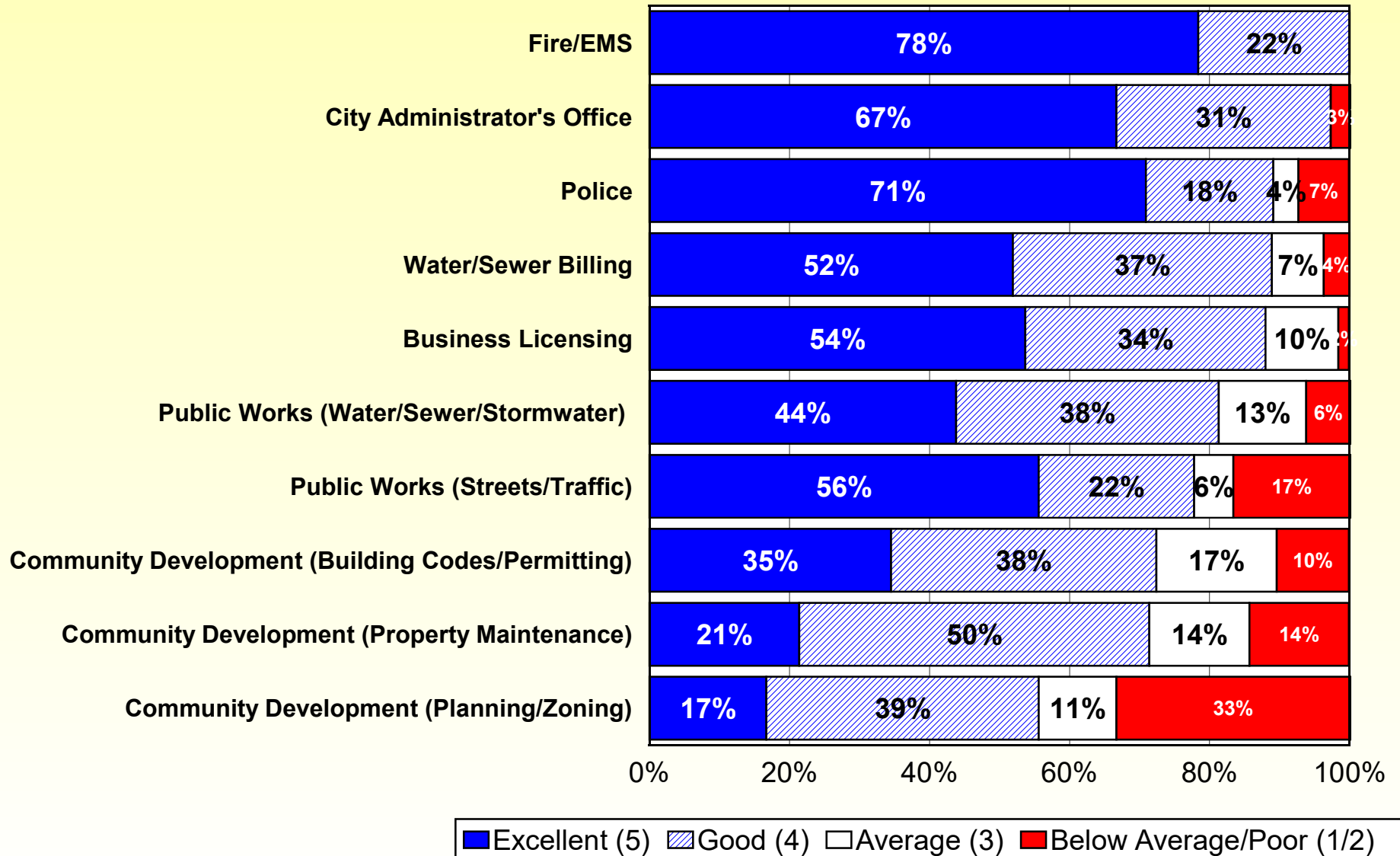
by percentage of respondents who answered "yes"



Source: ETC Institute (2020)

## Q4[2]. Please rate the City's performance in the following departments:

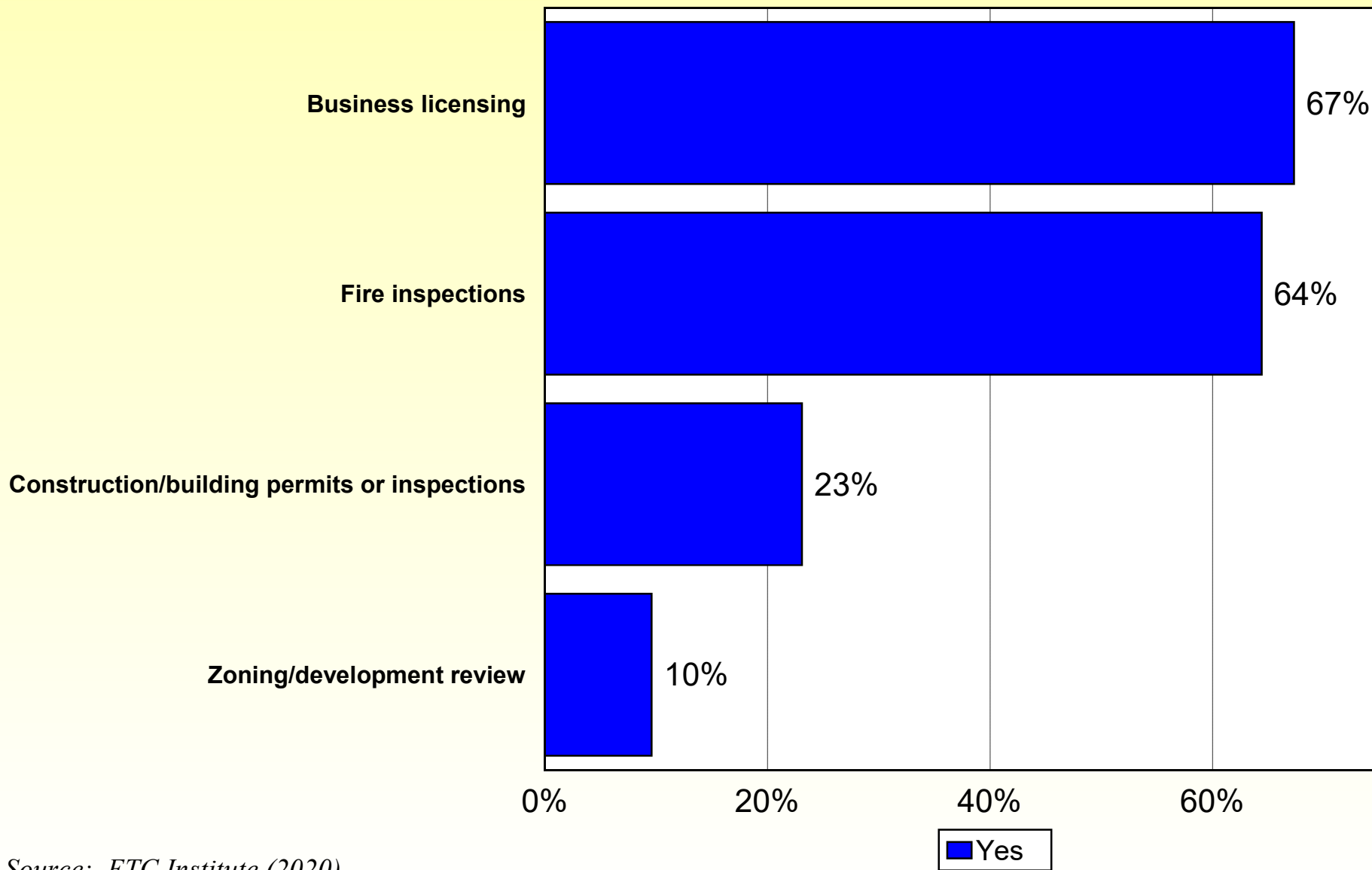
by percentage of respondents who have interacted with City staff during the past year  
(excluding "don't know" responses)



Source: ETC Institute (2020)

# Q5[1]. Has your business interacted with the following City of North Kansas City departments during the past year?

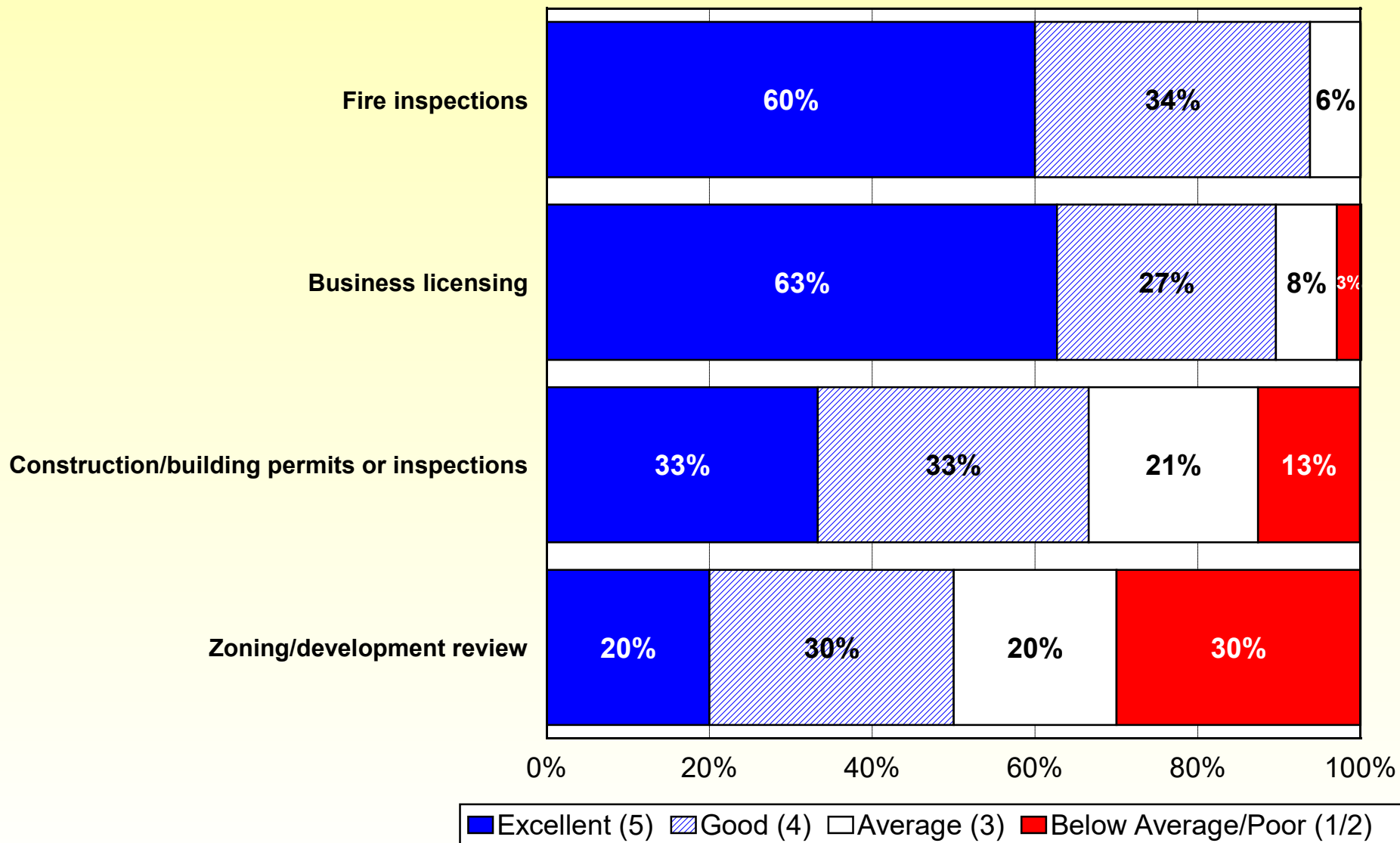
by percentage of respondents who answered "yes"



Source: ETC Institute (2020)

## Q5[2]. Please rate the following City services:

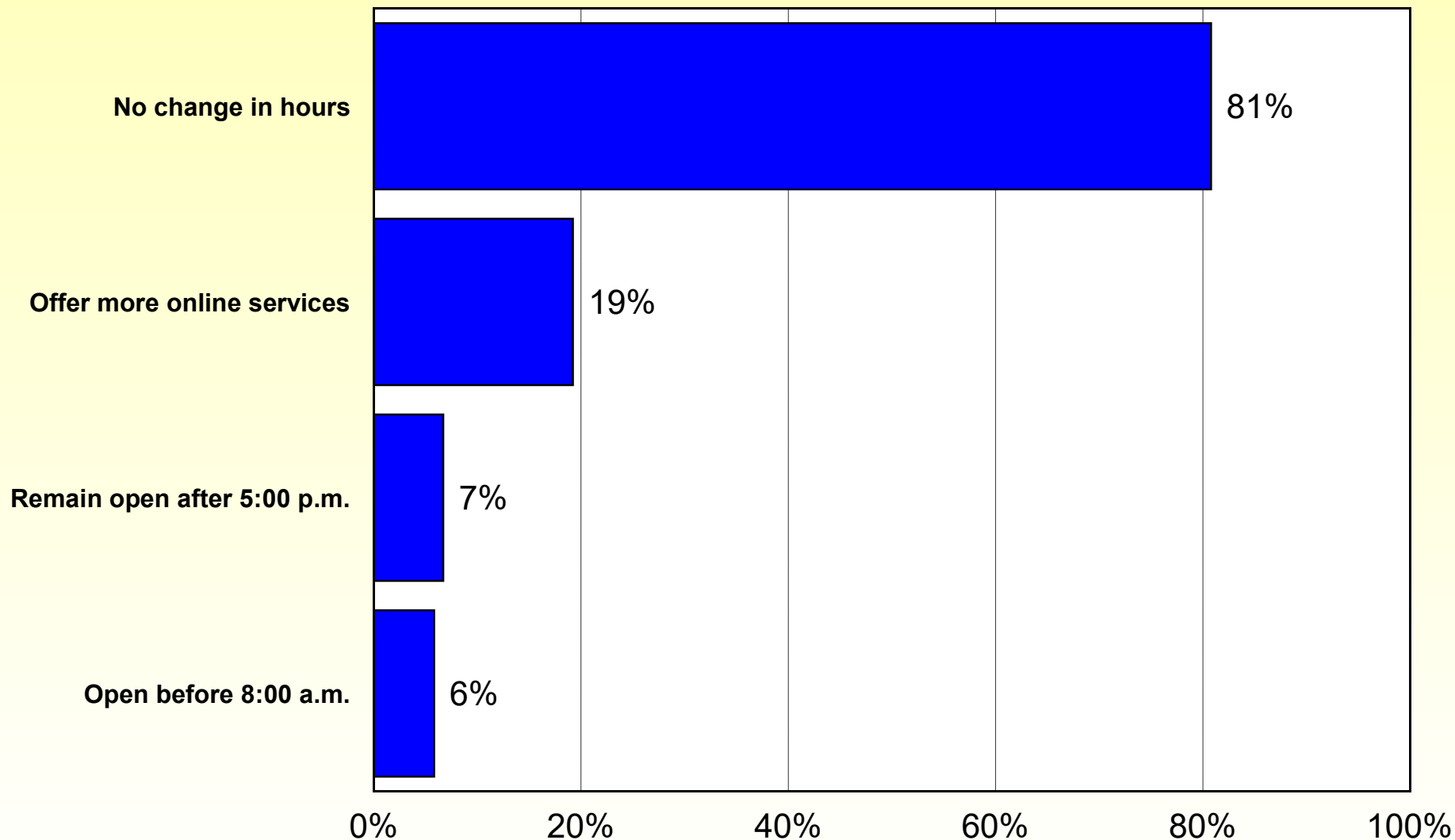
by percentage of respondents who have interacted with the department during the past year  
(excluding “don't know” responses)



Source: ETC Institute (2020)

## Q6. If the City were to expand its daily customer service operating hours, which of the following would be most convenient for you?

by percentage of respondents (multiple selections could be made)



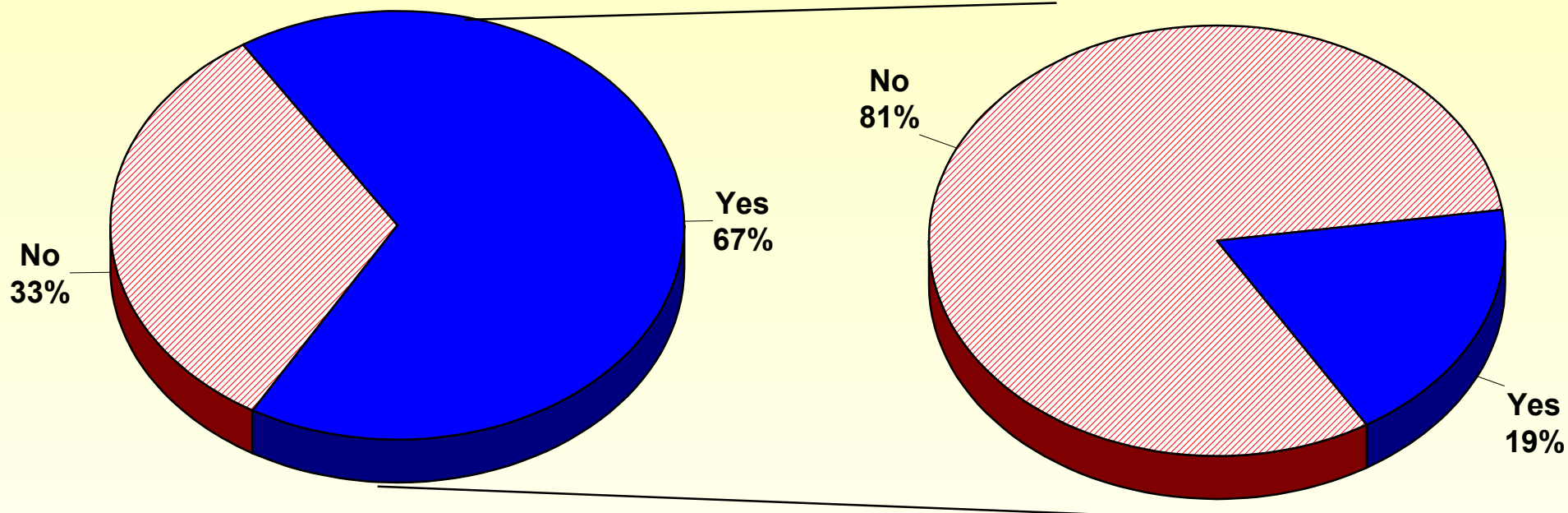
Source: ETC Institute (2020)

# Q8. Were you aware of any of the public meetings or open houses the City has hosted in the last two years?

by percentage of respondents

## Q8a. Have you attend a public meeting or open house in the last two years?

by percentage of respondents who were aware of public meetings/open houses hosted by the City in the last two years

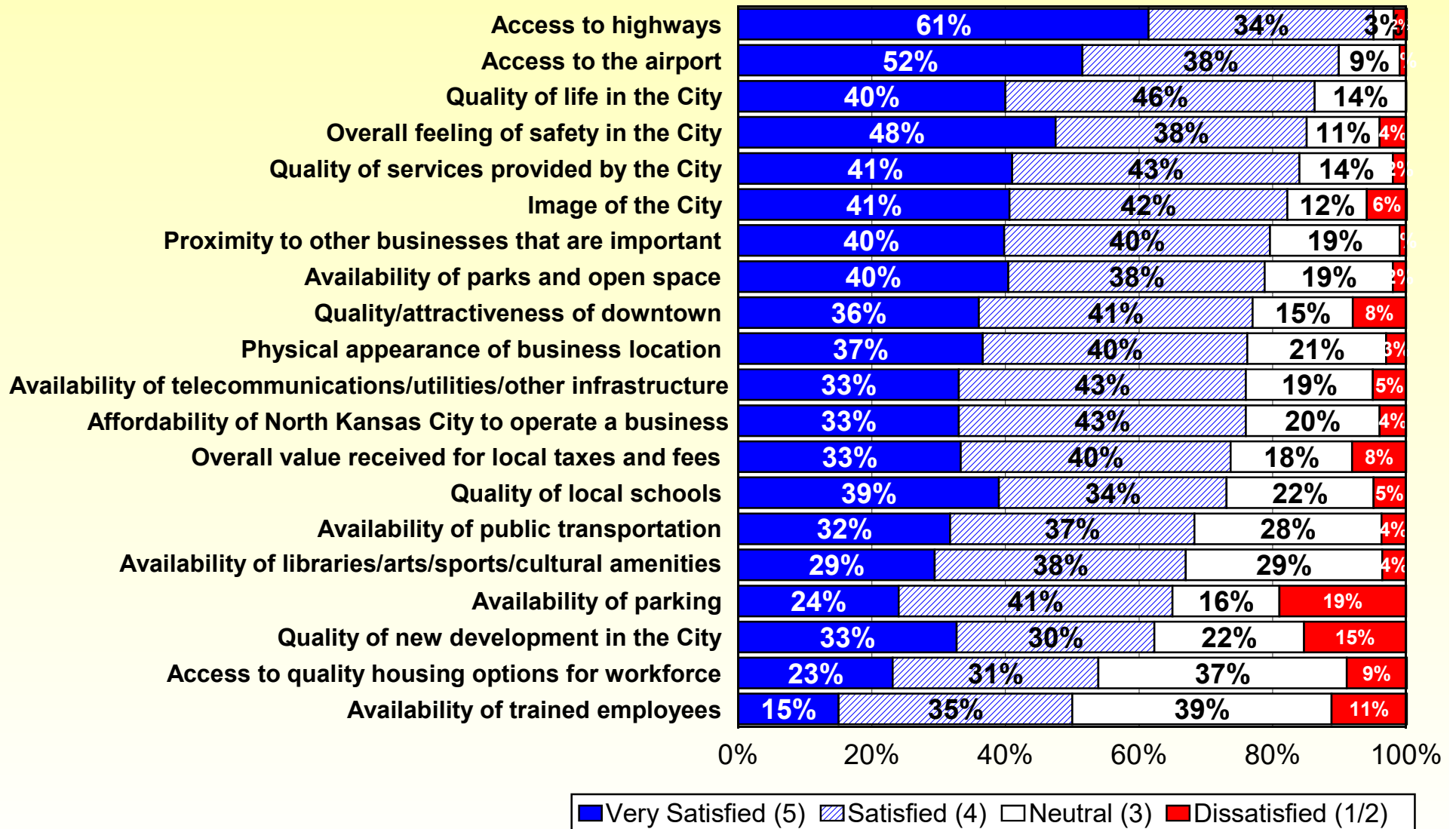


Source: ETC Institute (2020)



## Q9. Satisfaction With the Following in the City of North Kansas City

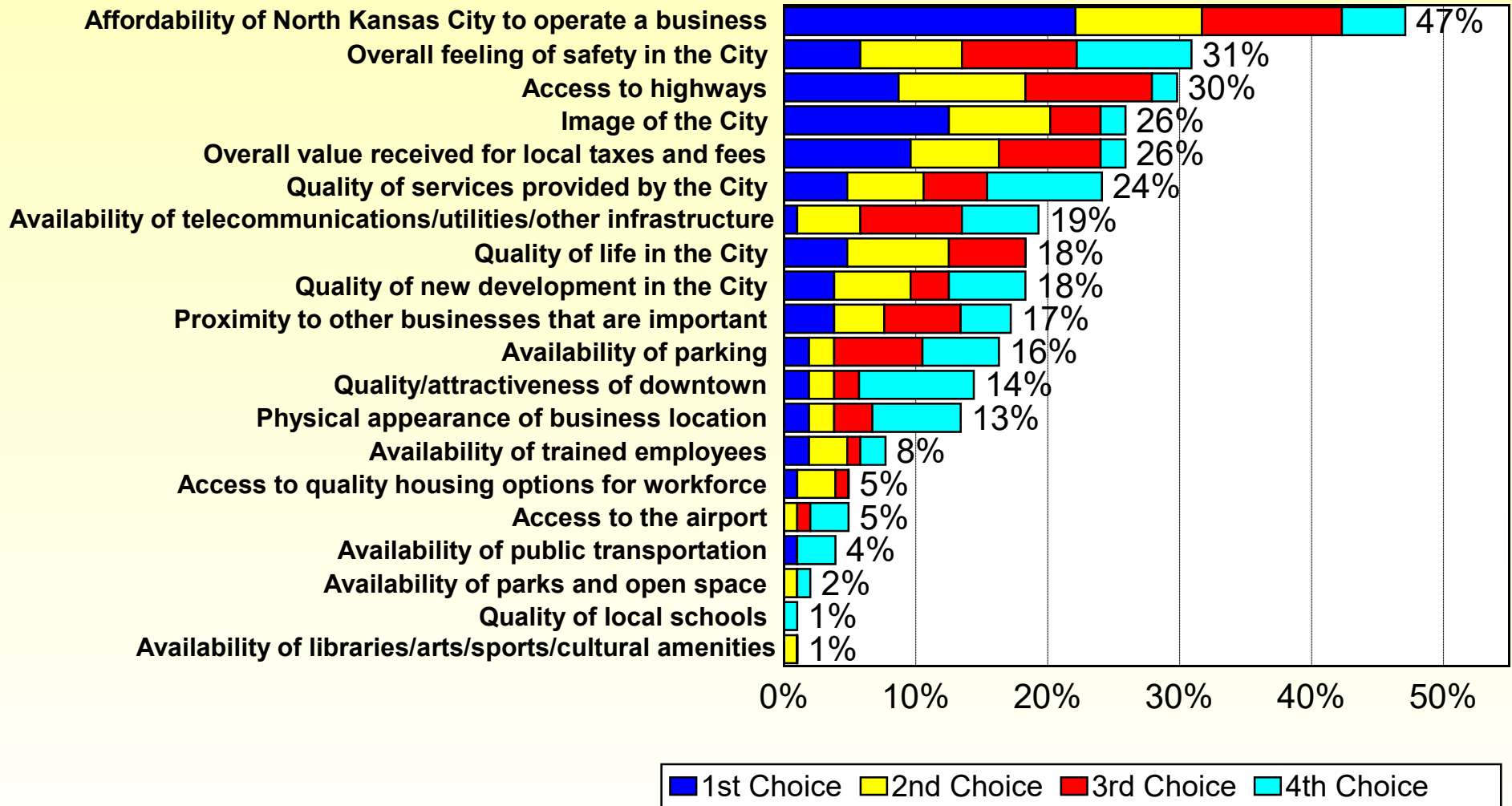
by percentage of respondents (excluding “don't know” responses)



Source: ETC Institute (2020)

# Q10. Which FOUR of these items will have the most impact on your decision to stay in the City of North Kansas City for the next 10 years?

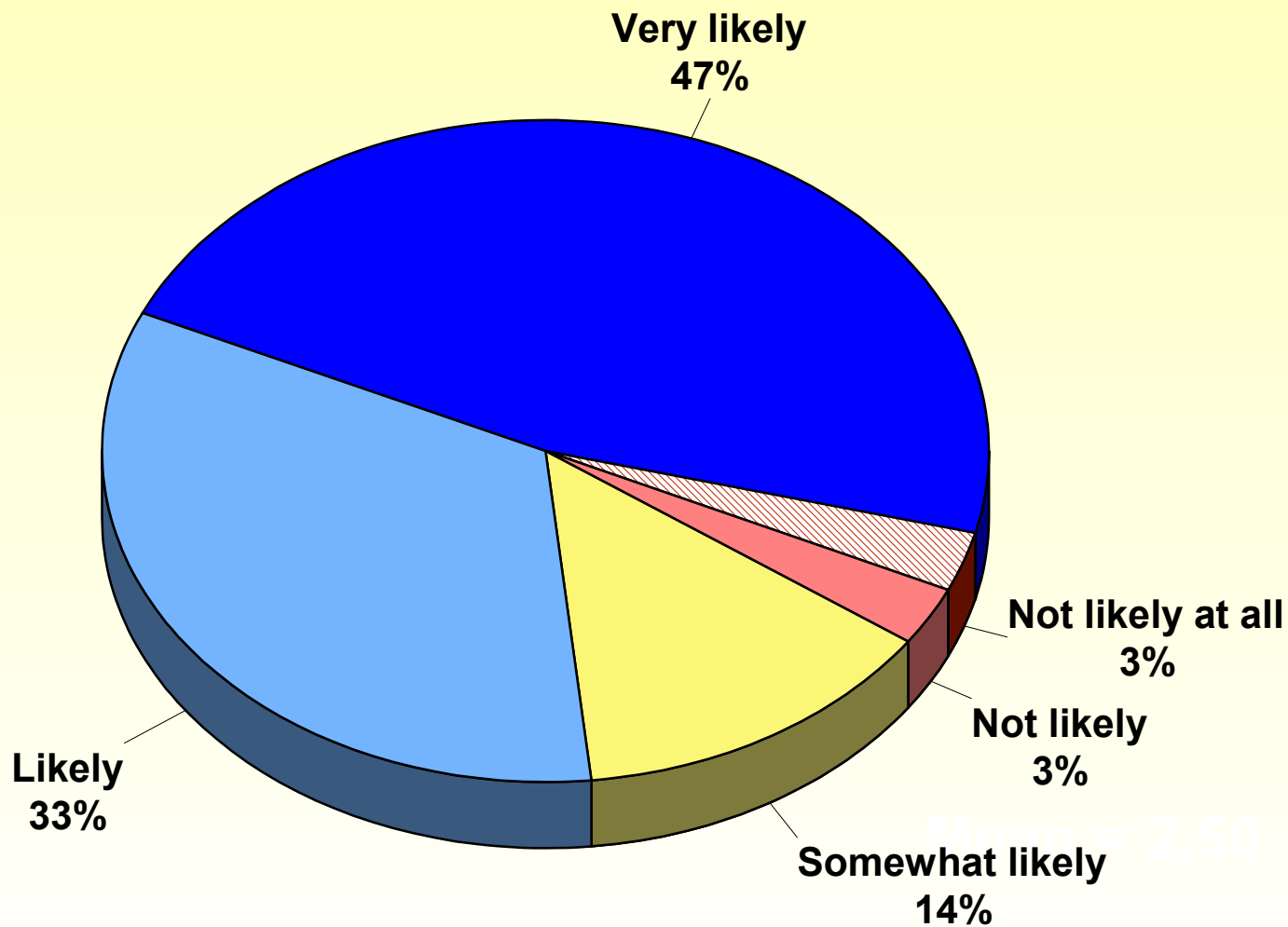
by percentage of respondents who selected the item as one of their top four choices (excluding "none chosen")



Source: ETC Institute (2020)

# Q11. Likelihood of Recommending the City of North Kansas City as a Business Location to Friends, Family, Co-Workers, Colleagues, and Other Businesses

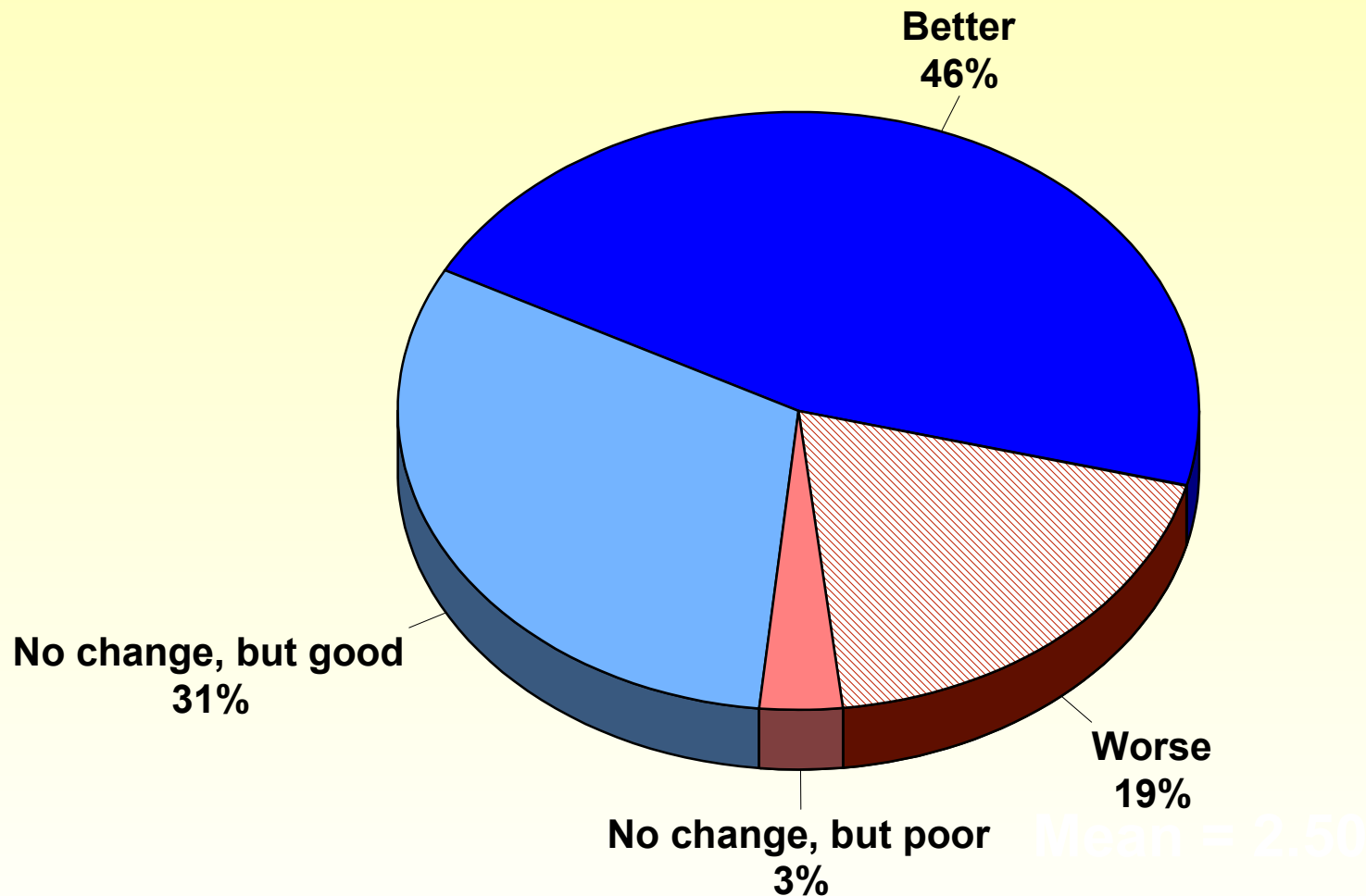
by percentage of respondents (excluding "don't know" responses)



Source: ETC Institute (2020)

## Q12. Overall Business Atmosphere in the City of North Kansas City Today Compared to Two Years Ago

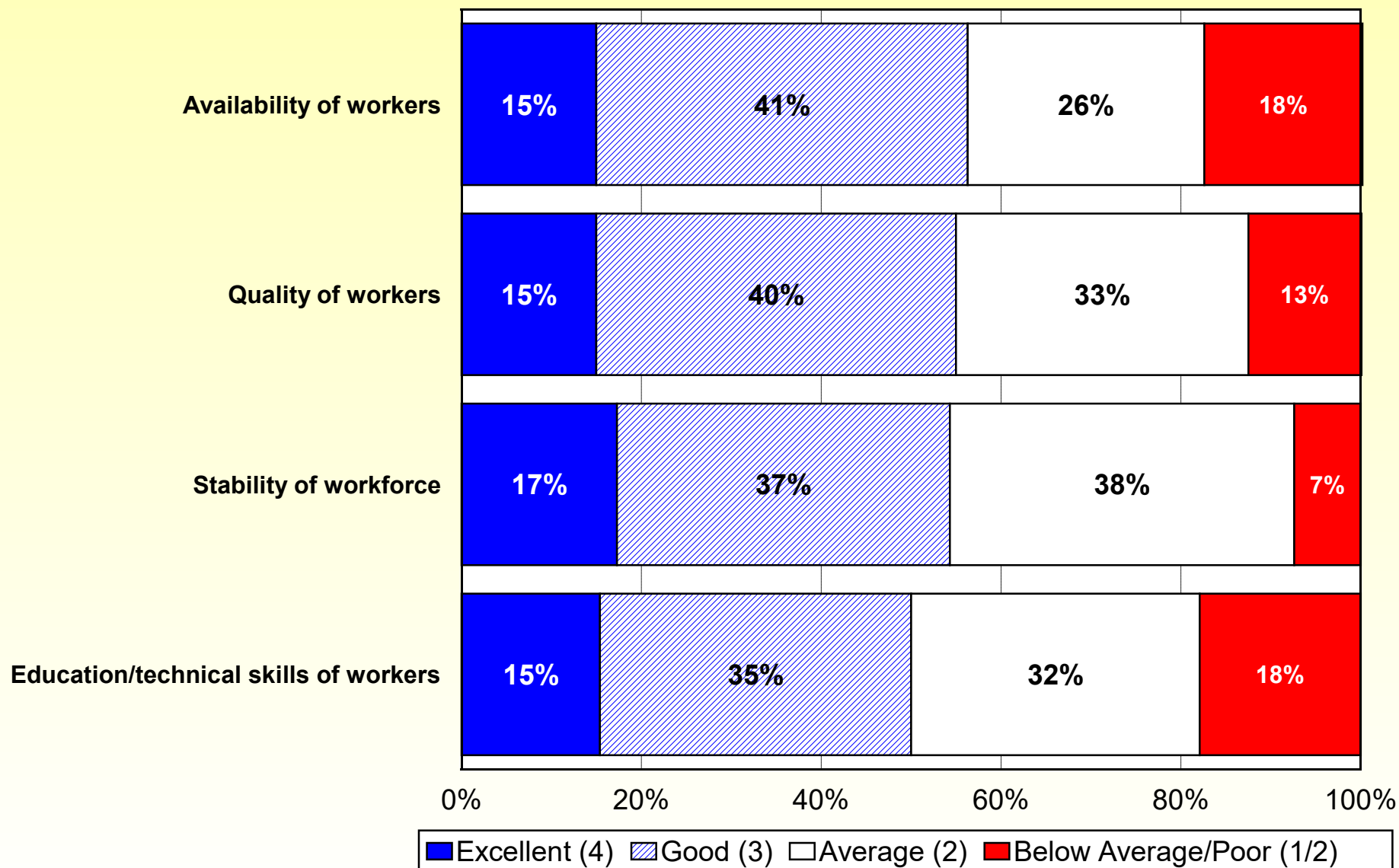
by percentage of respondents (excluding "don't know" responses)



Source: ETC Institute (2020)

## Q15. Ratings of the Workforce in the City of North Kansas City

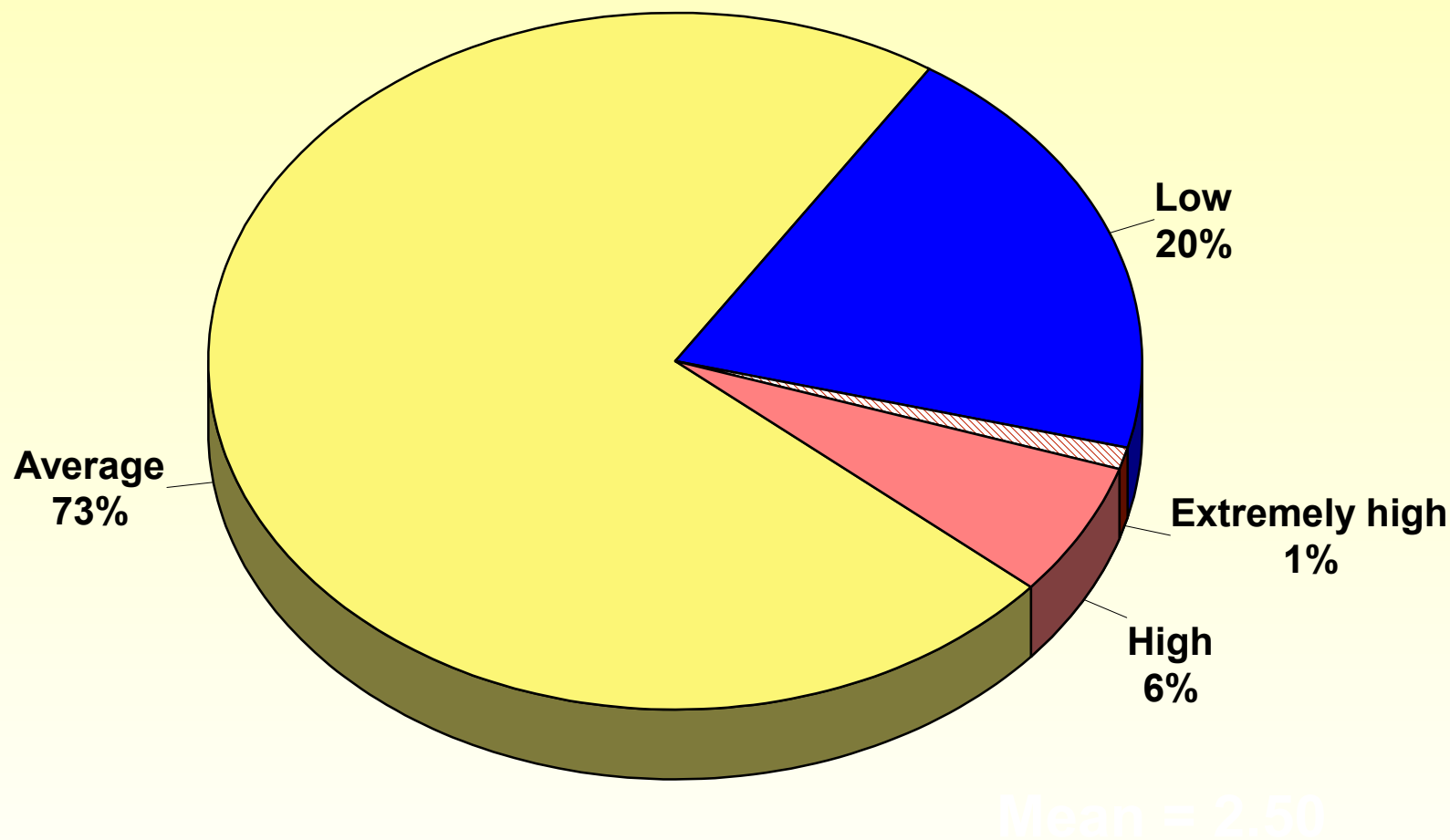
by percentage of respondents (excluding "don't know" responses)



Source: ETC Institute (2020)

# Q17. How would you best describe the cost of doing business in the City of North Kansas City?

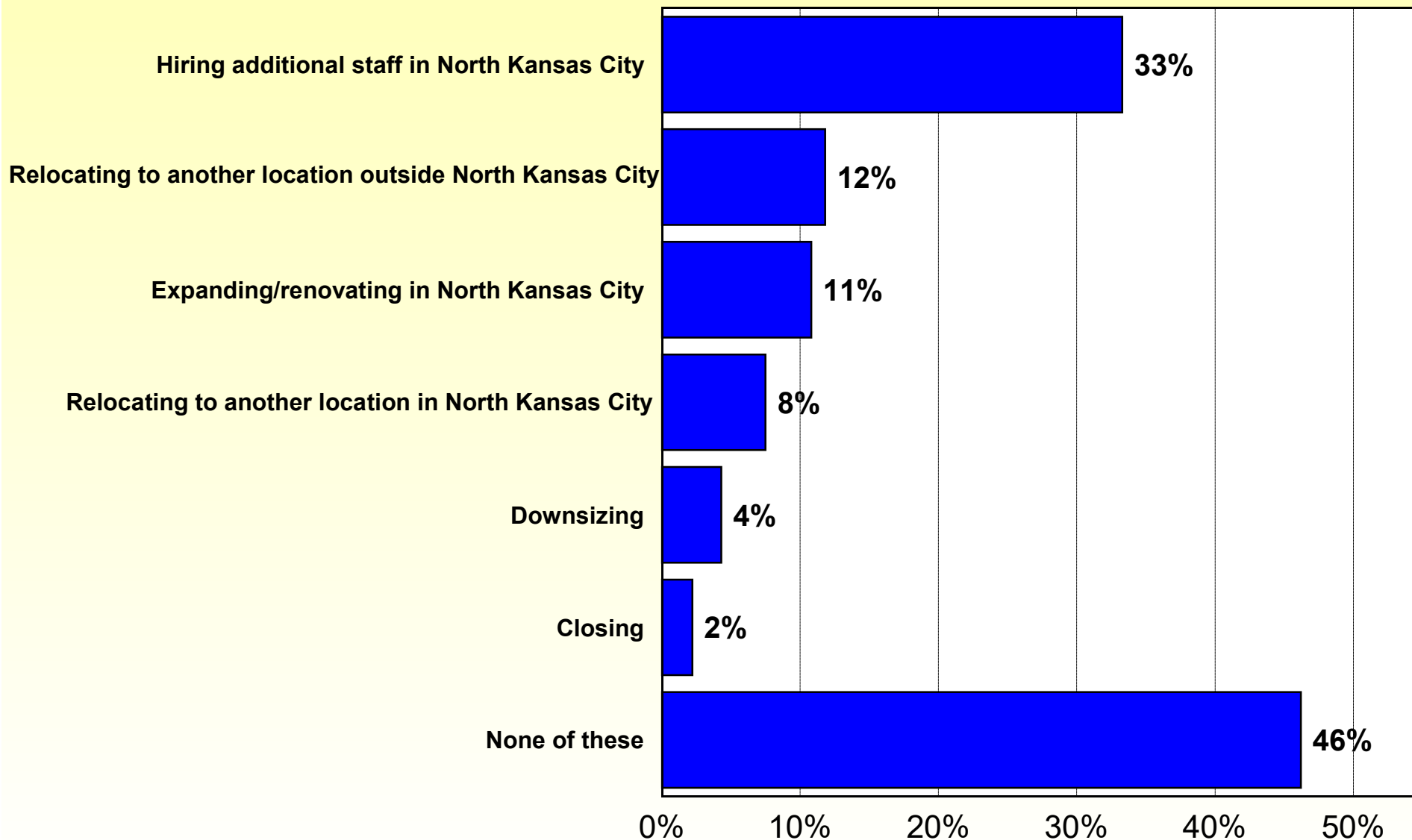
by percentage of respondents (excluding "don't know" responses)



Source: ETC Institute (2020)

## Q18. In the next 12 months, is your business considering any of the following?

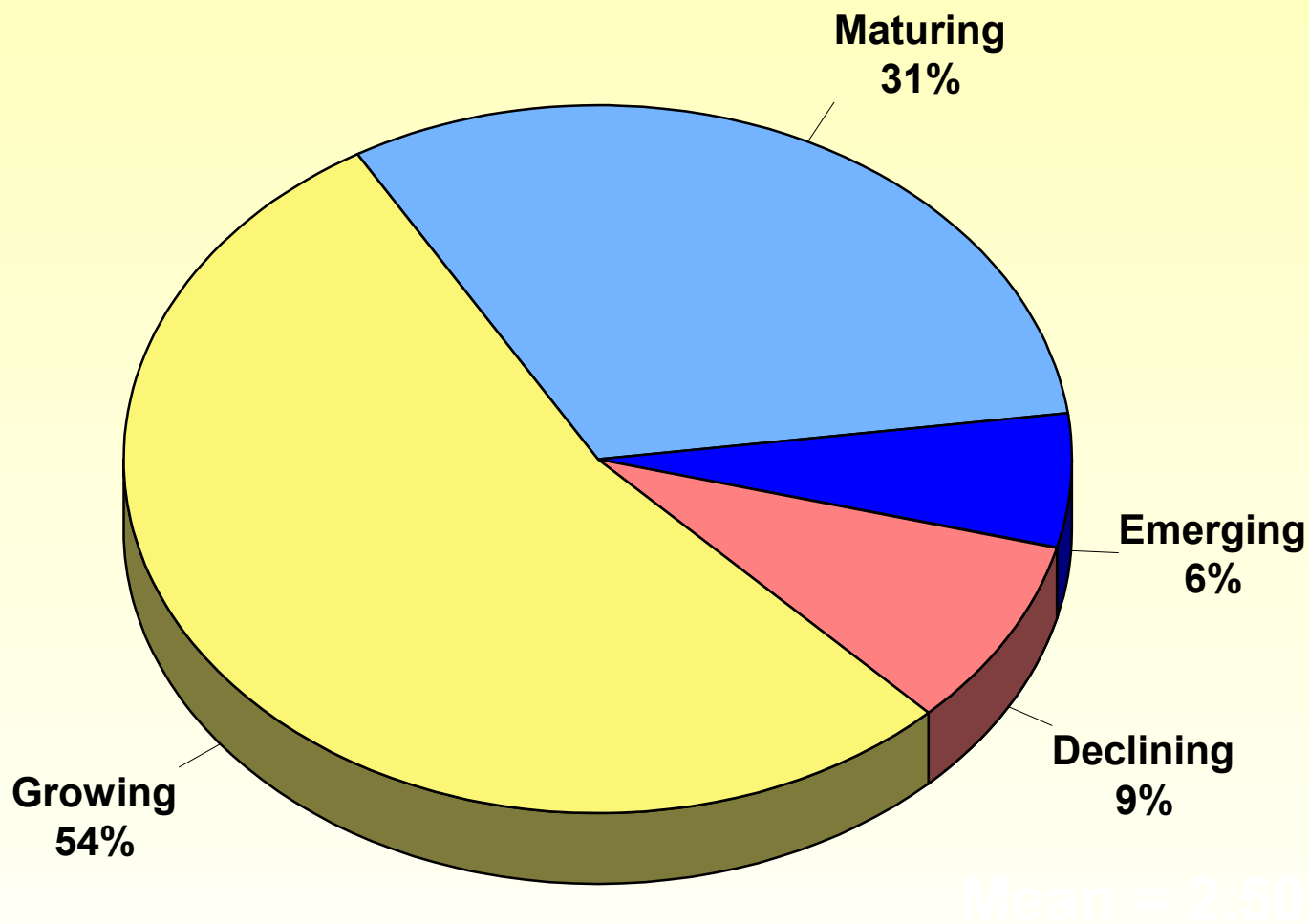
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2020)

# Q19. Where is your company's product/service in its life cycle?

by percentage of respondents (excluding "not provided" responses)

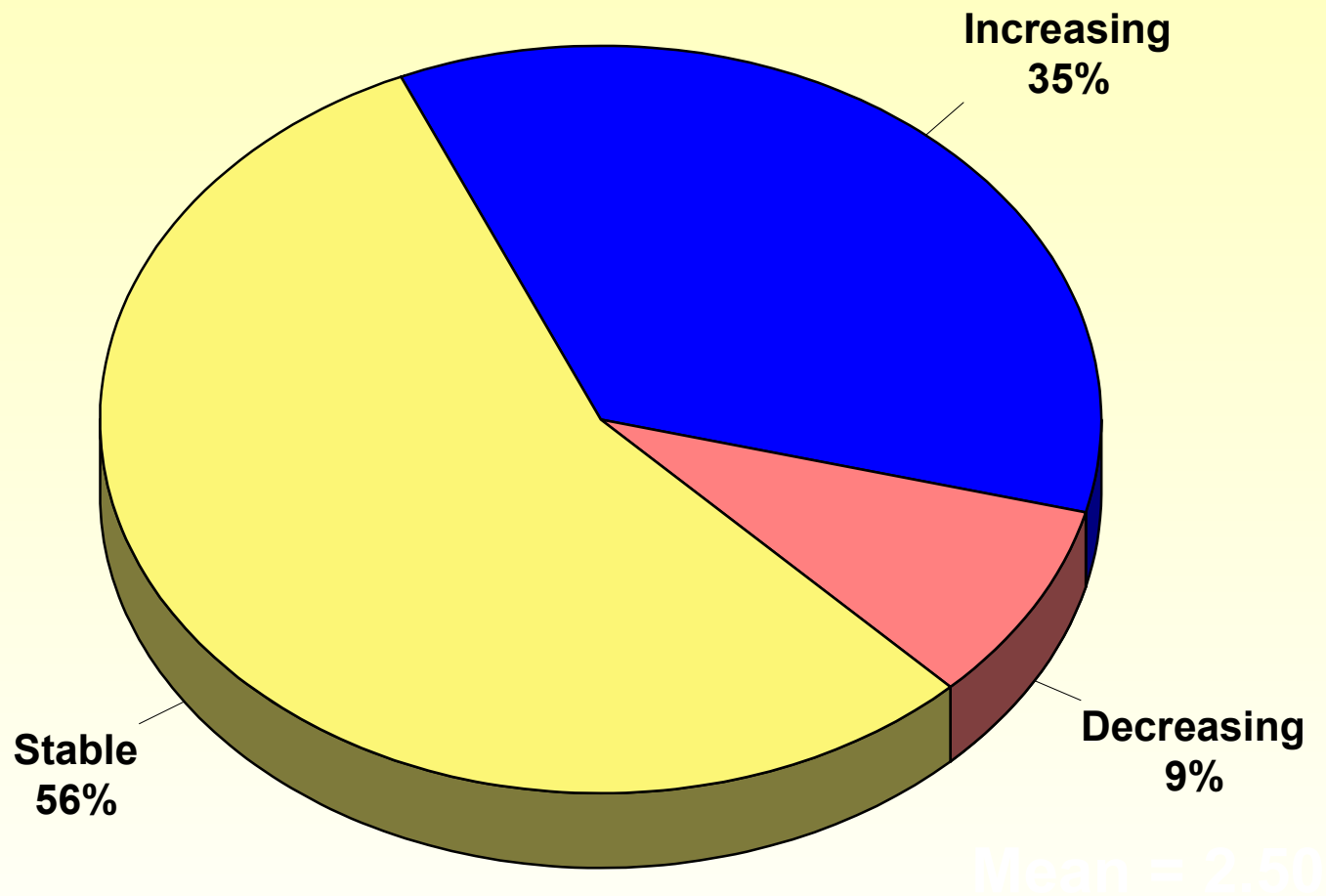


Source: ETC Institute (2020)



## Q20. What best describes your company's total sales?

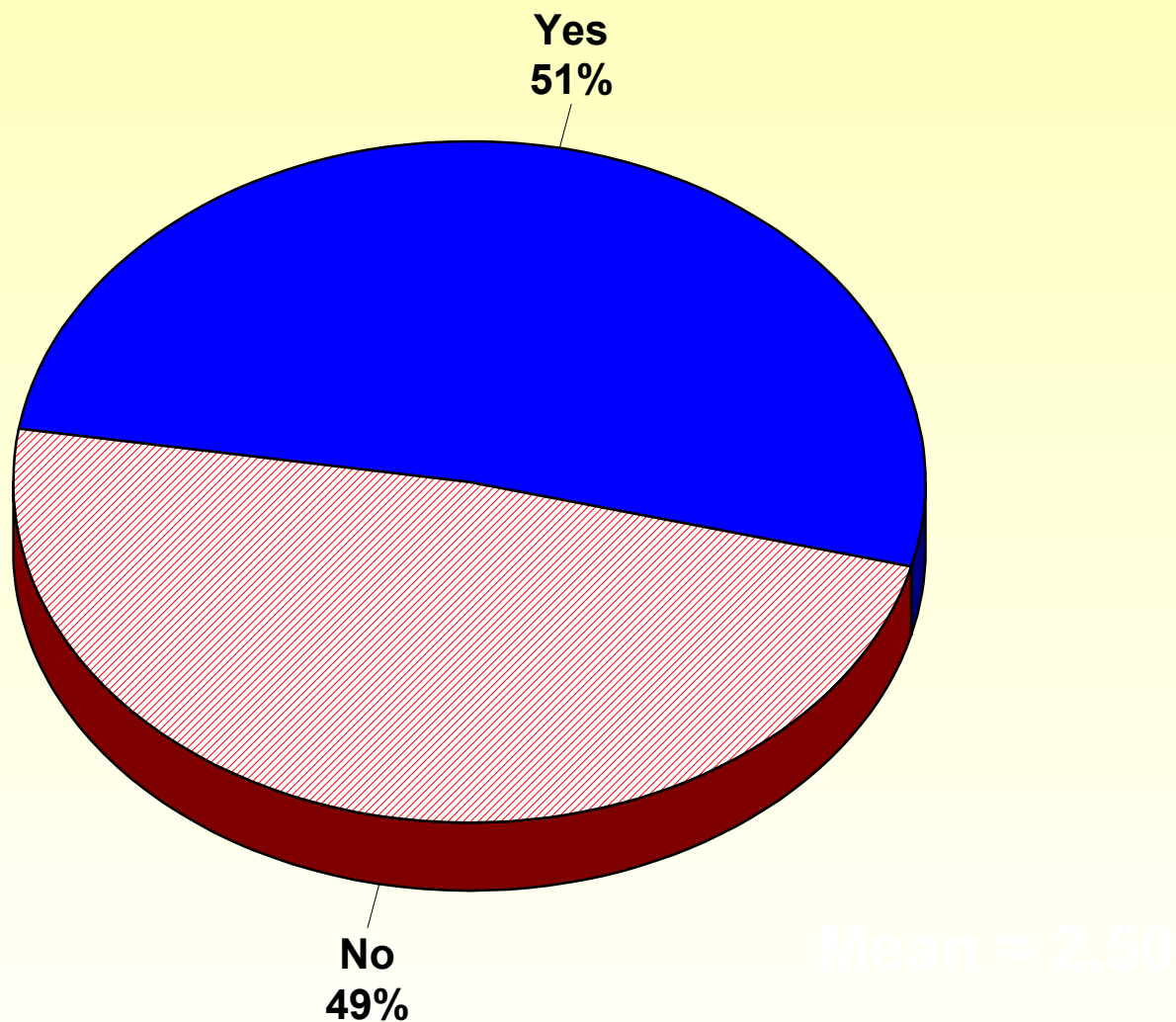
by percentage of respondents (excluding "not provided" responses)



Source: ETC Institute (2020)

## Q21. Are new products/services anticipated for your company in the next 2 years?

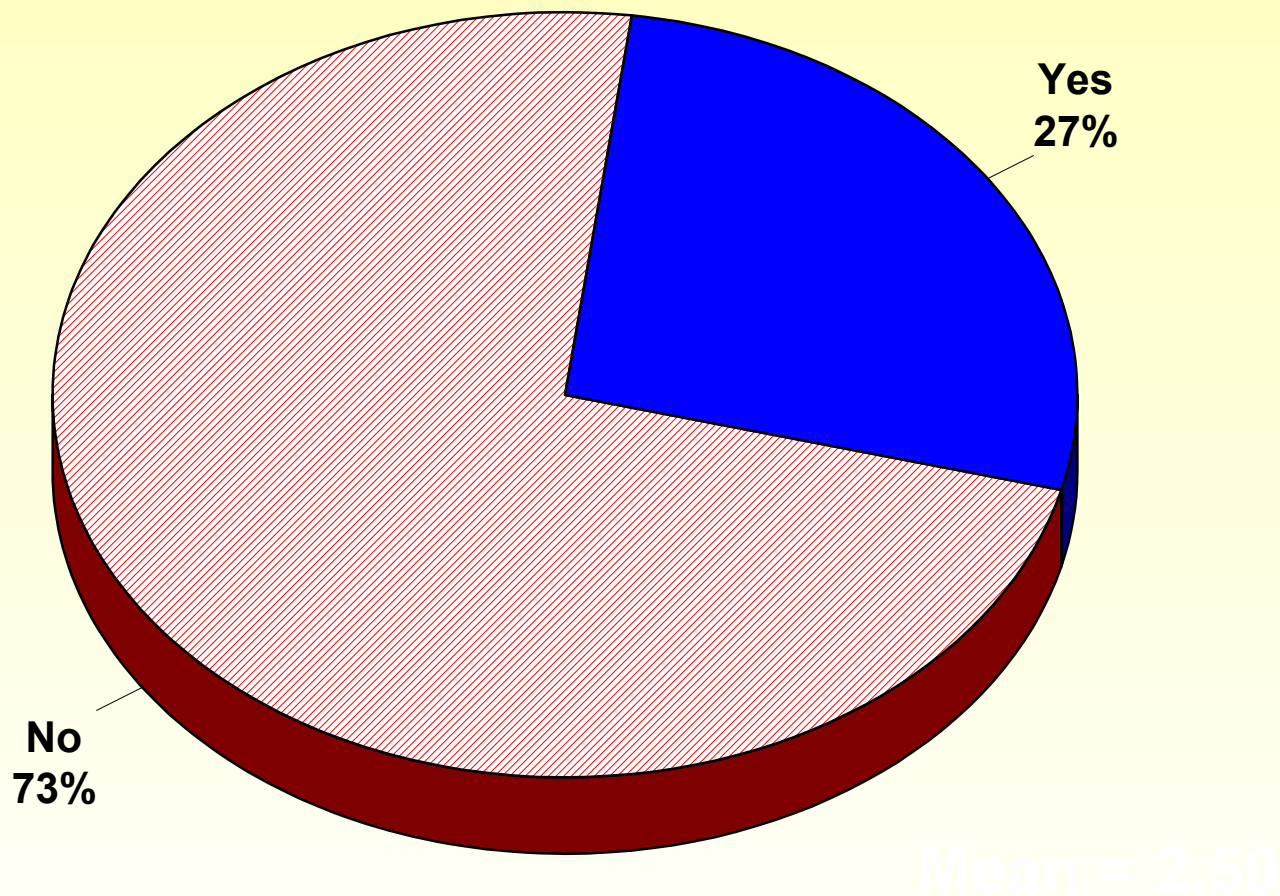
by percentage of respondents (excluding "not provided" responses)



Source: ETC Institute (2020)

## Q22. Are there any barriers to your company's growth in North Kansas City?

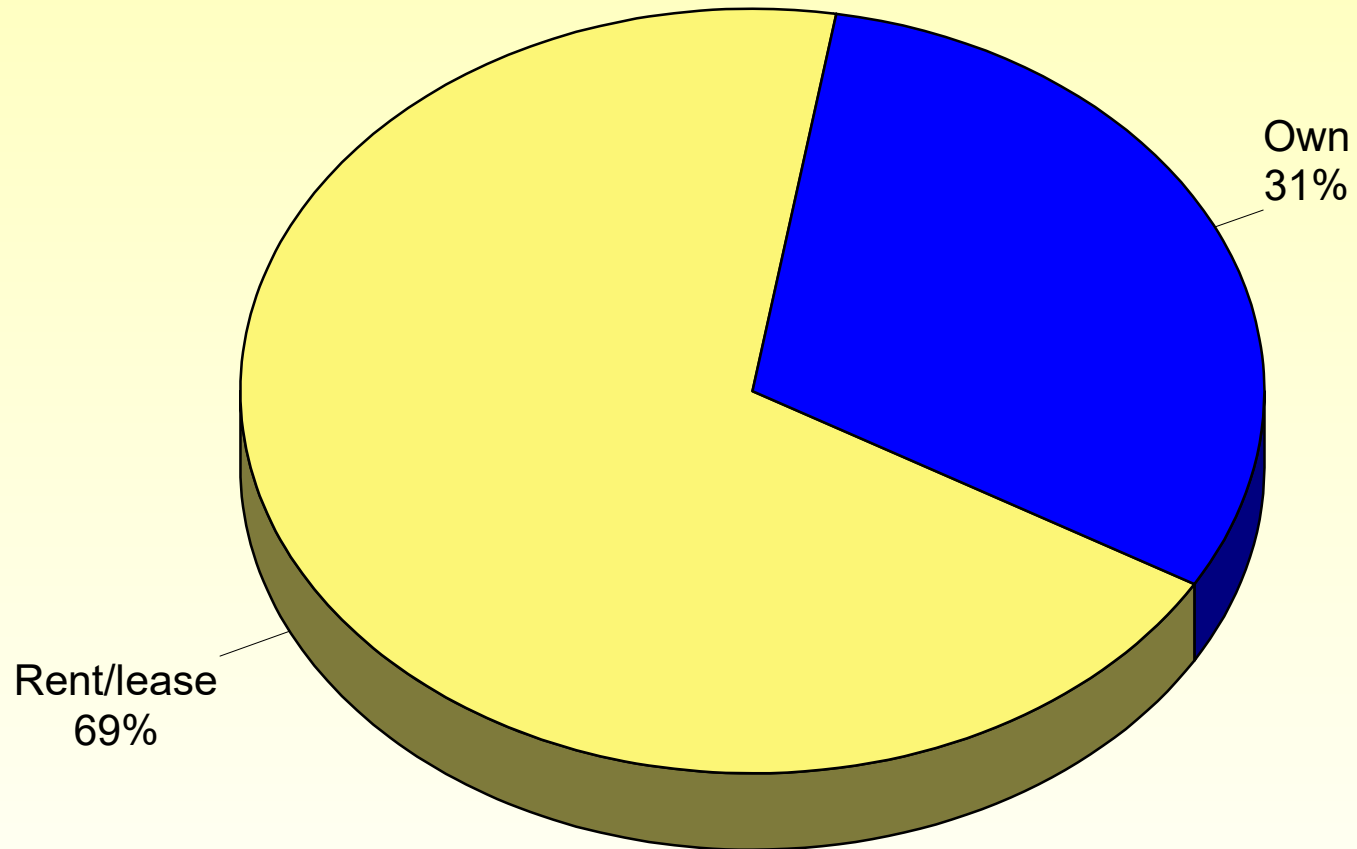
by percentage of respondents



Source: ETC Institute (2020)

## Q23. Does your business own or rent/lease the facility where your business is located?

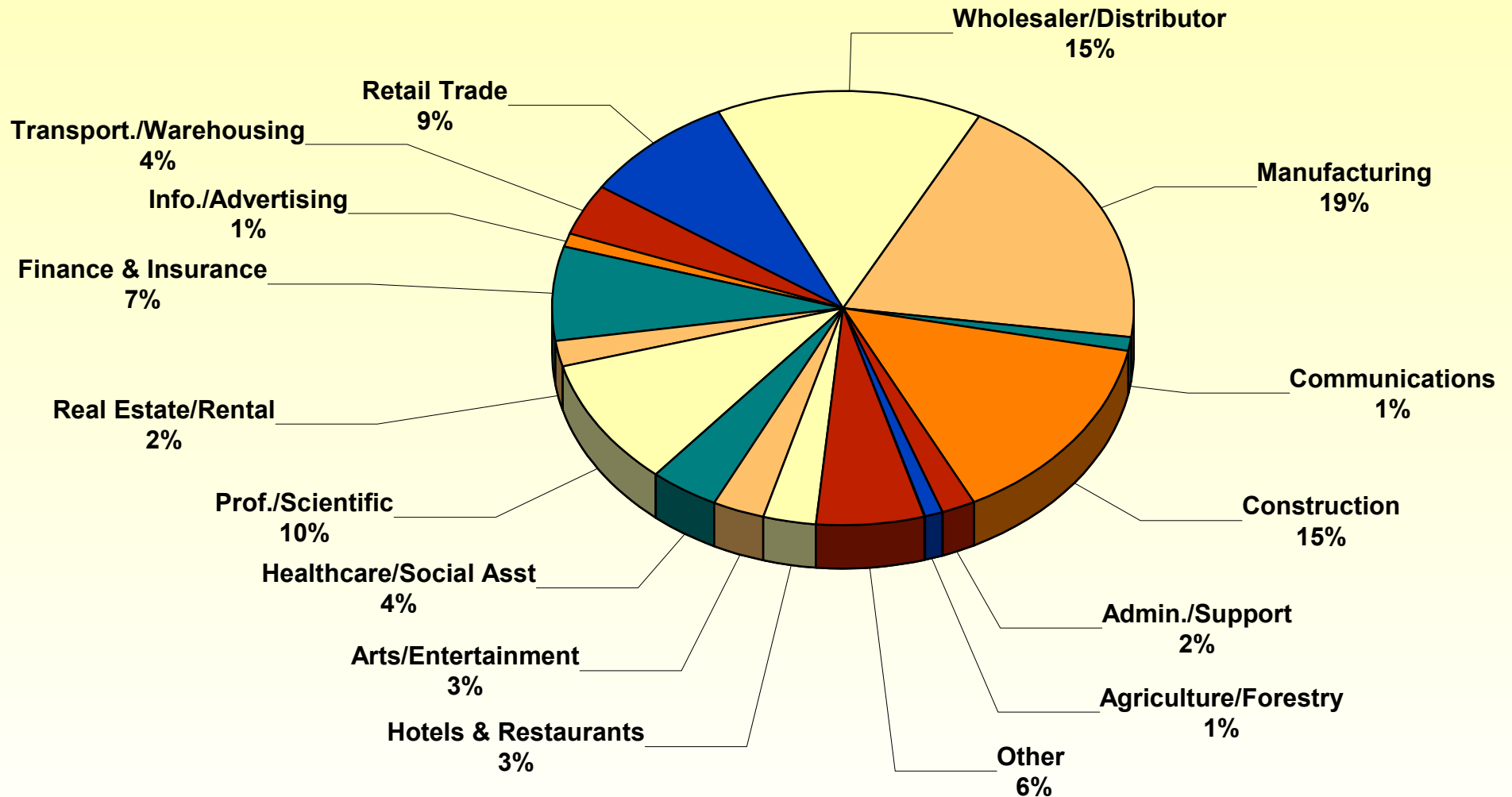
by percentage of respondents



Source: ETC Institute (2020)

## Q24. Which of the following best describes your business/organization's sector?

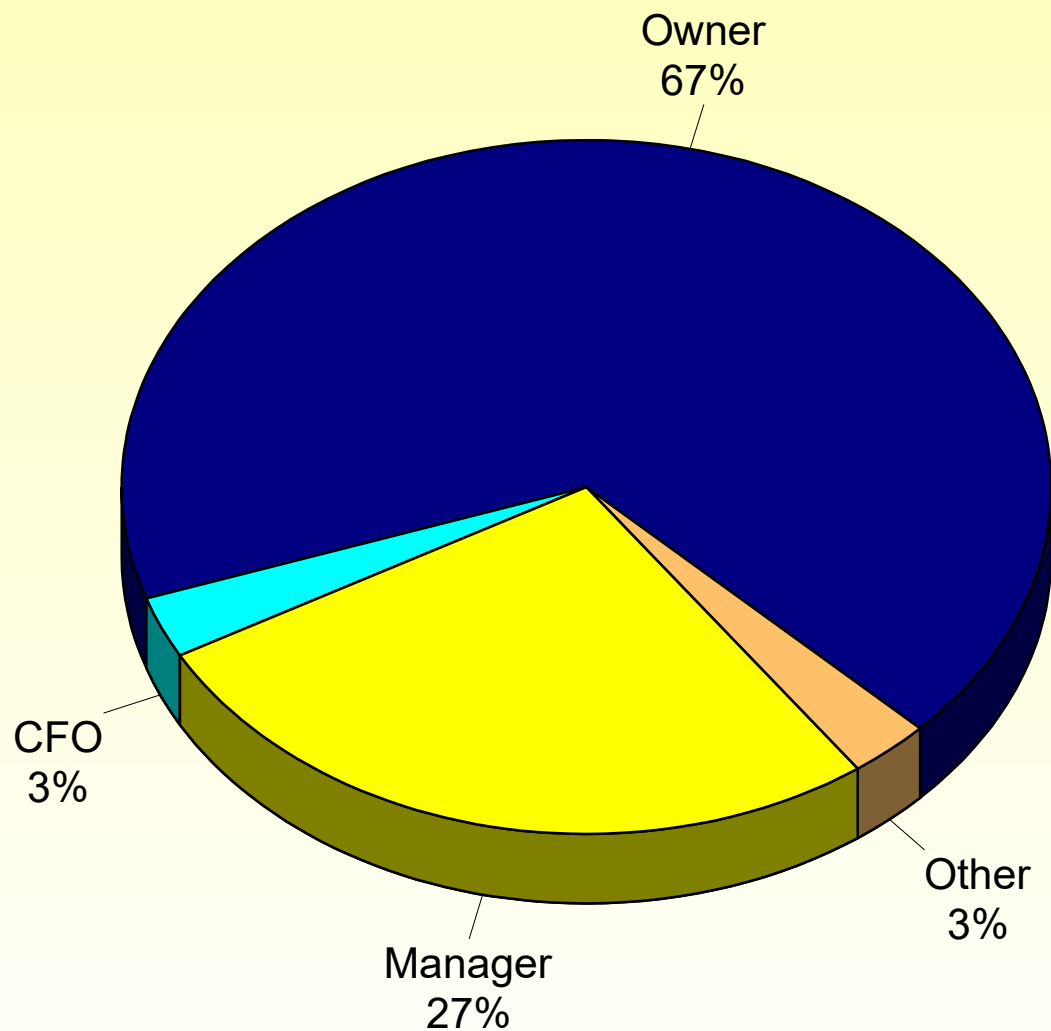
by percentage of respondents (excluding "not provided" responses)



Source: ETC Institute (2020)

# Q25. Which of the following best describes your position with your business?

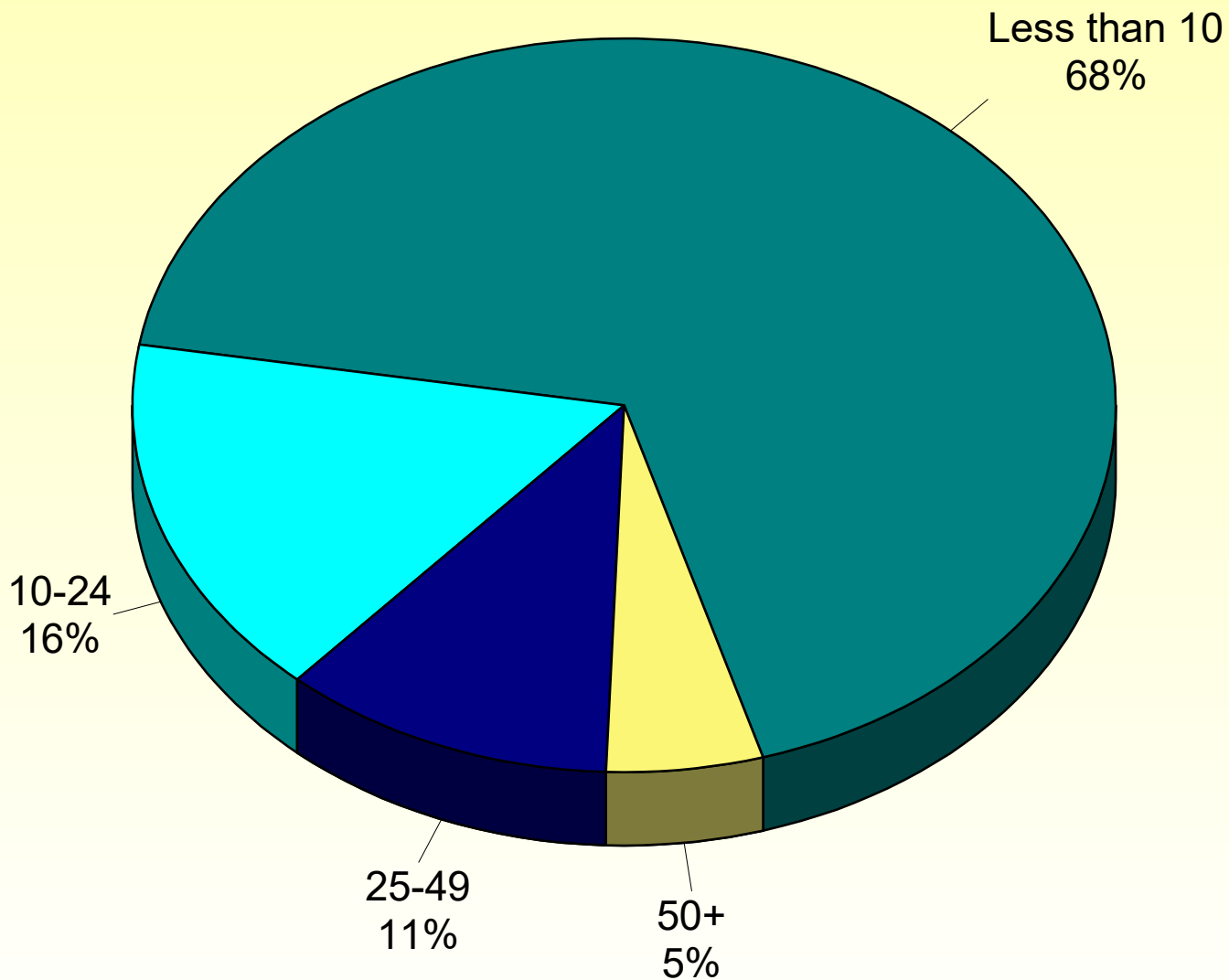
by percentage of respondents



Source: ETC Institute (2020)

# Q26[1]. How many full-time employees does your business currently employ in the City of North Kansas City?

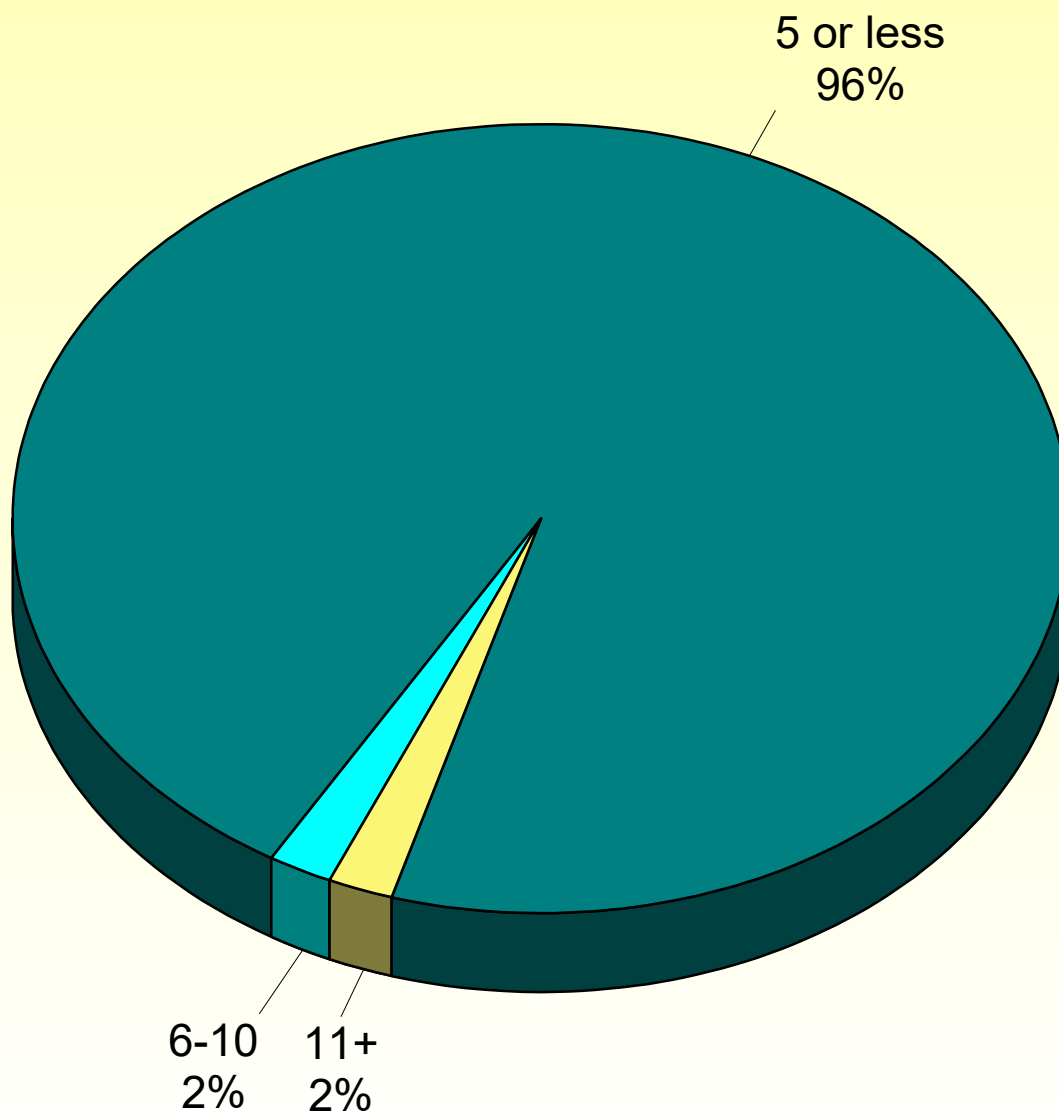
by percentage of respondents (excluding "not provided" responses)



Source: ETC Institute (2020)

# Q26[2]. How many part-time employees does your business currently employ in the City of North Kansas City?

by percentage of respondents (excluding "not provided" responses)

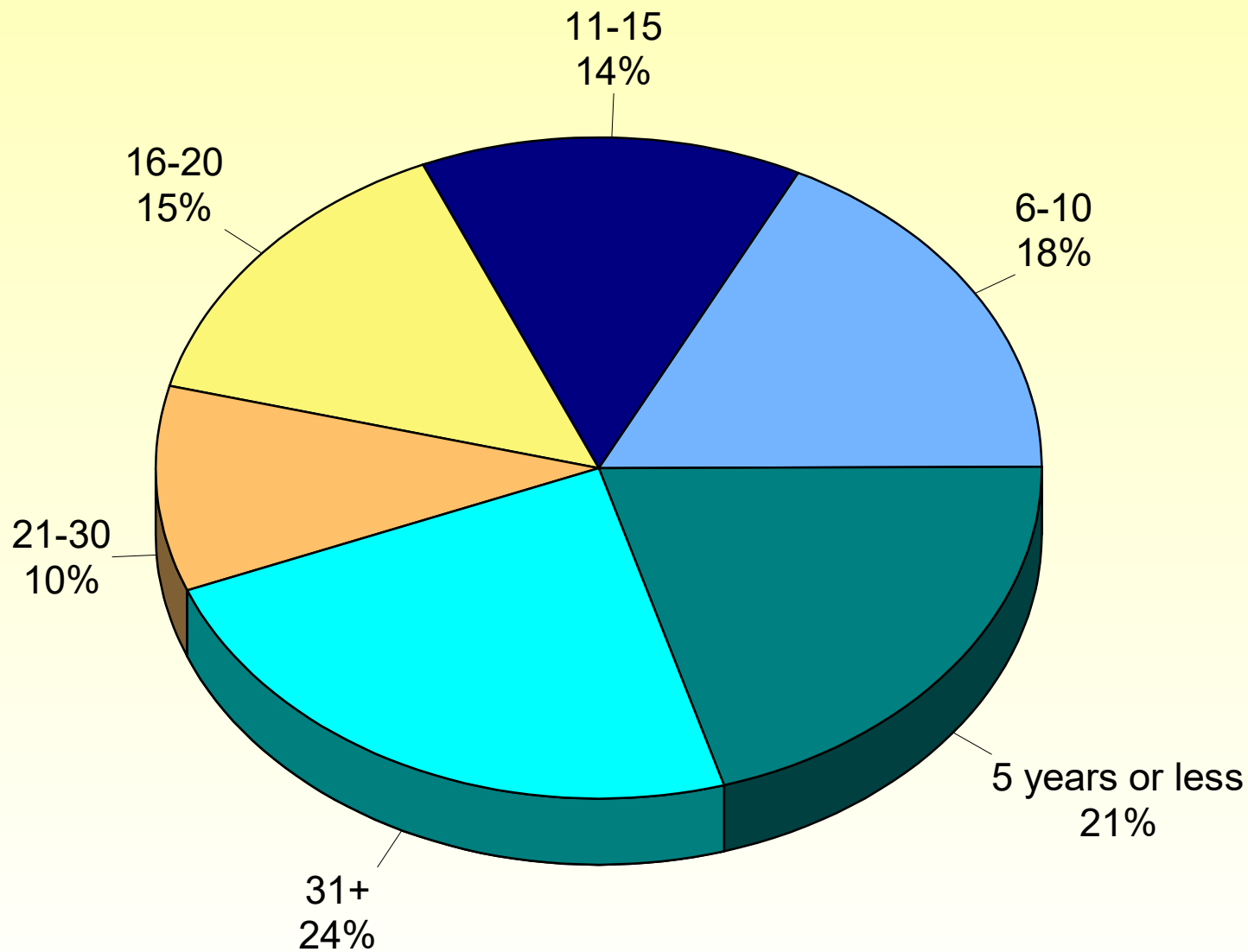


Source: ETC Institute (2020)



## Q27. How many years has your business been in the City of North Kansas City?

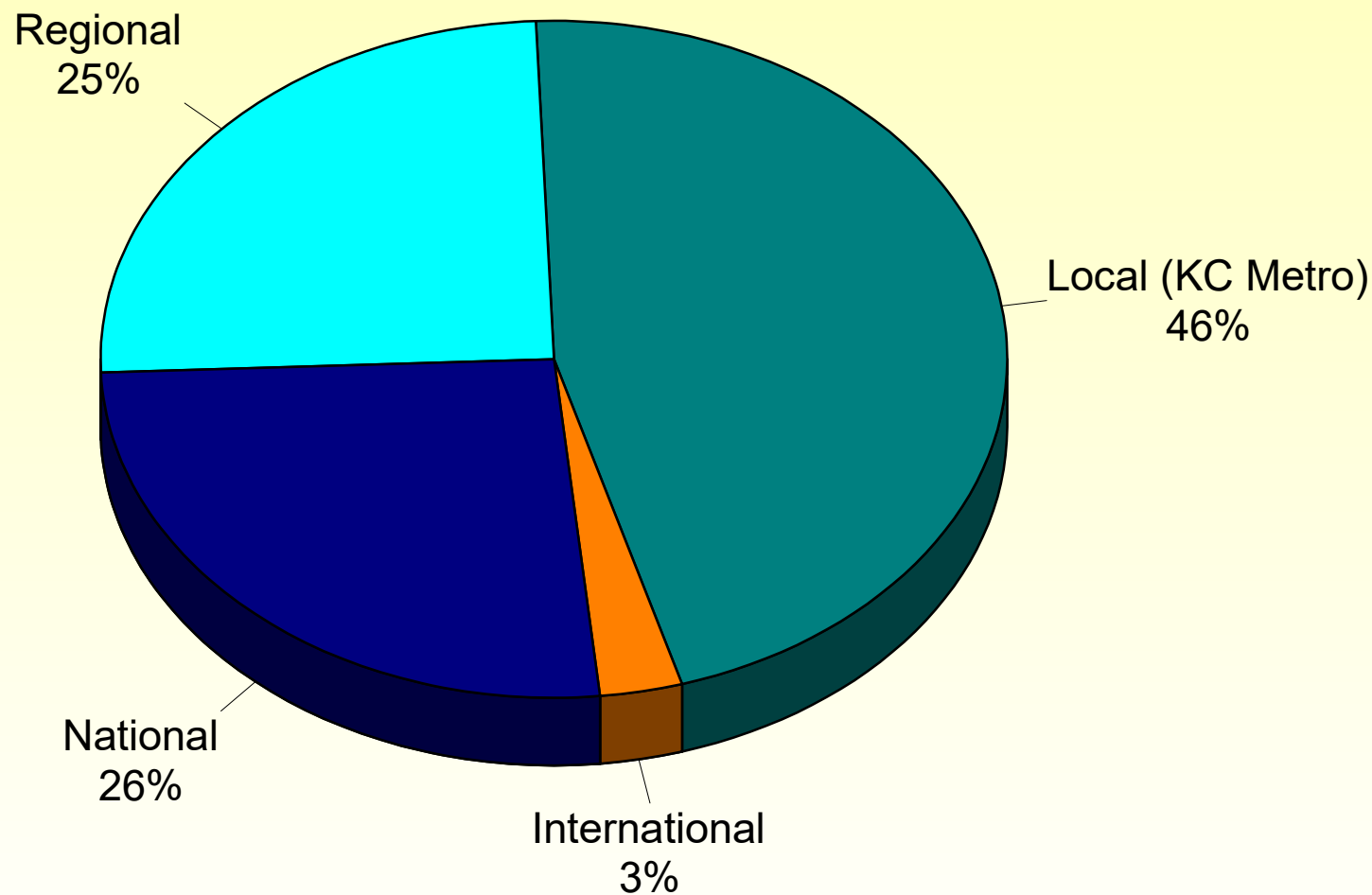
by percentage of respondents



Source: ETC Institute (2020)

## Q28. What best describes your company's primary market?

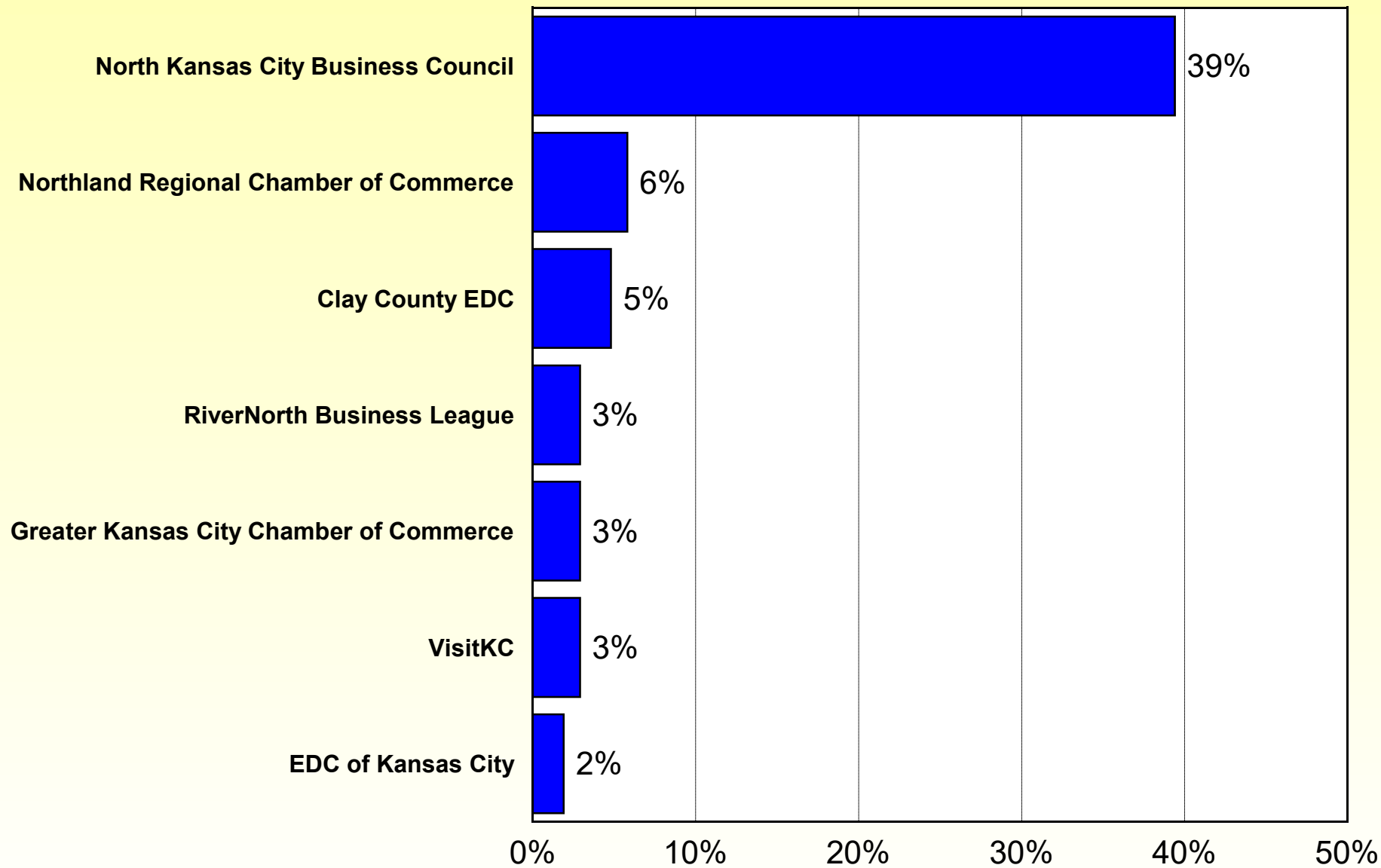
by percentage of respondents



Source: ETC Institute (2020)

## Q29. Are you a member of the following business organizations?

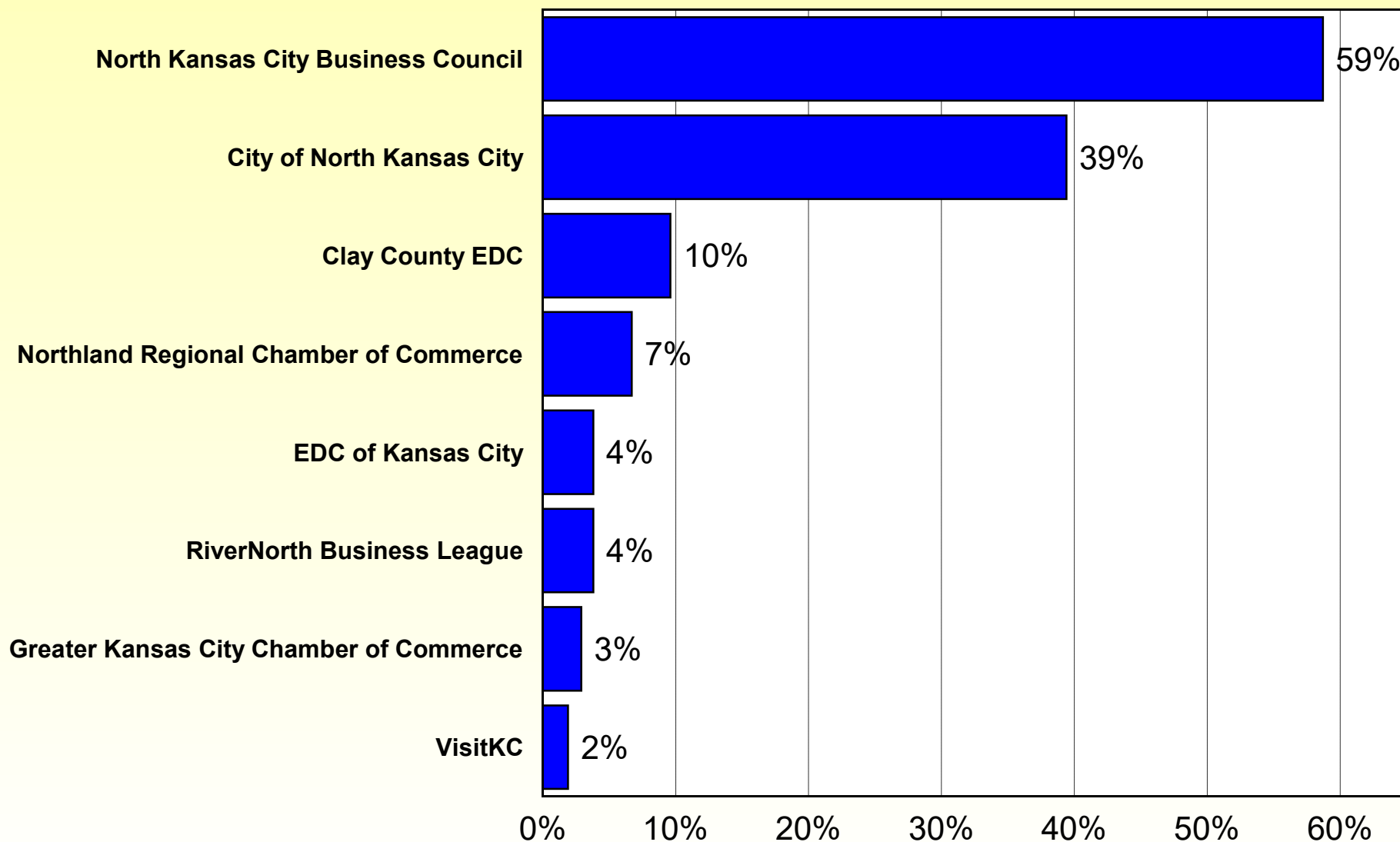
by percentage of respondents



Source: ETC Institute (2020)

# Q30. How do you find out about business-related news in North Kansas City?

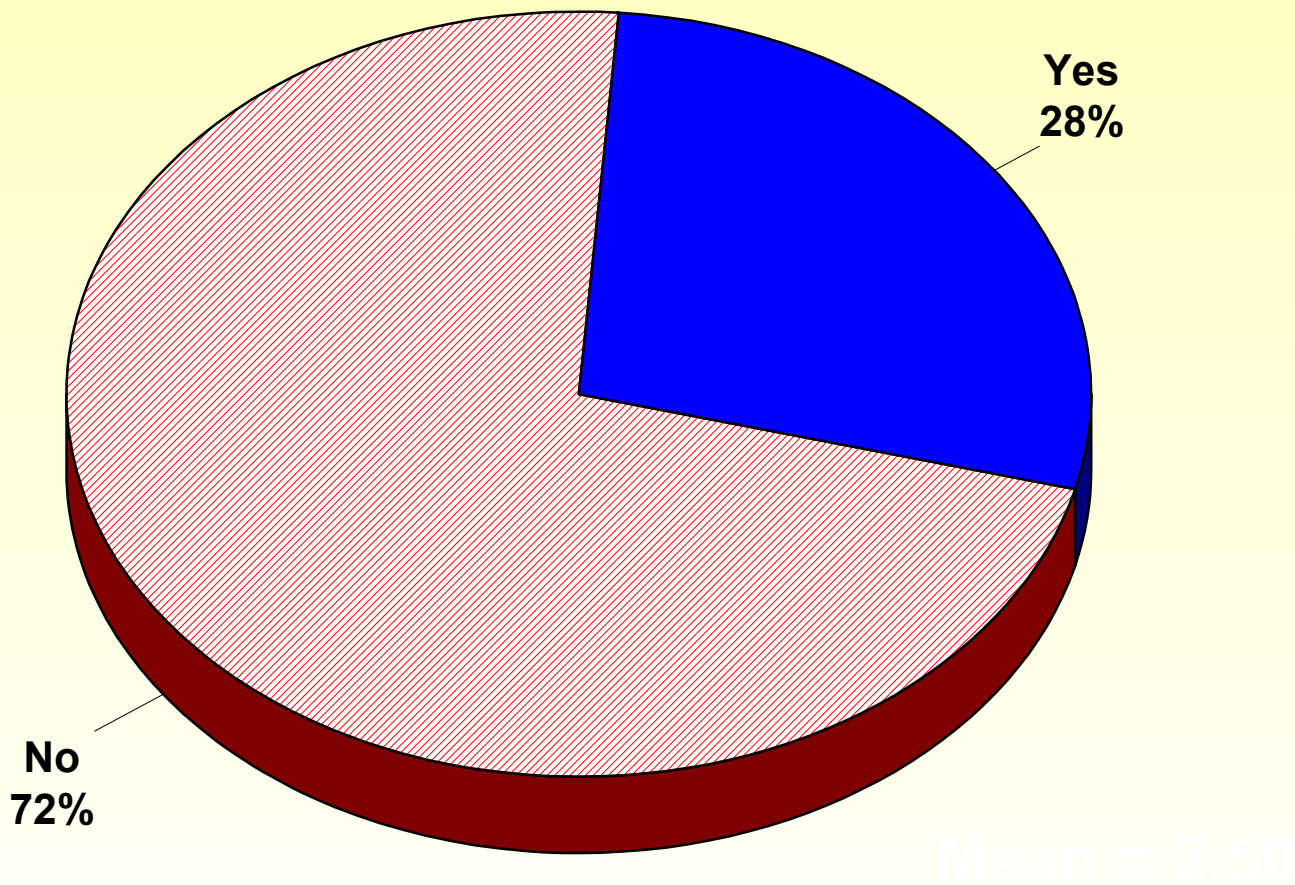
by percentage of respondents



Source: ETC Institute (2020)

# Q31. Is your business located on (or immediately adjacent to) Armour Road?

by percentage of respondents (excluding "not provided" responses)



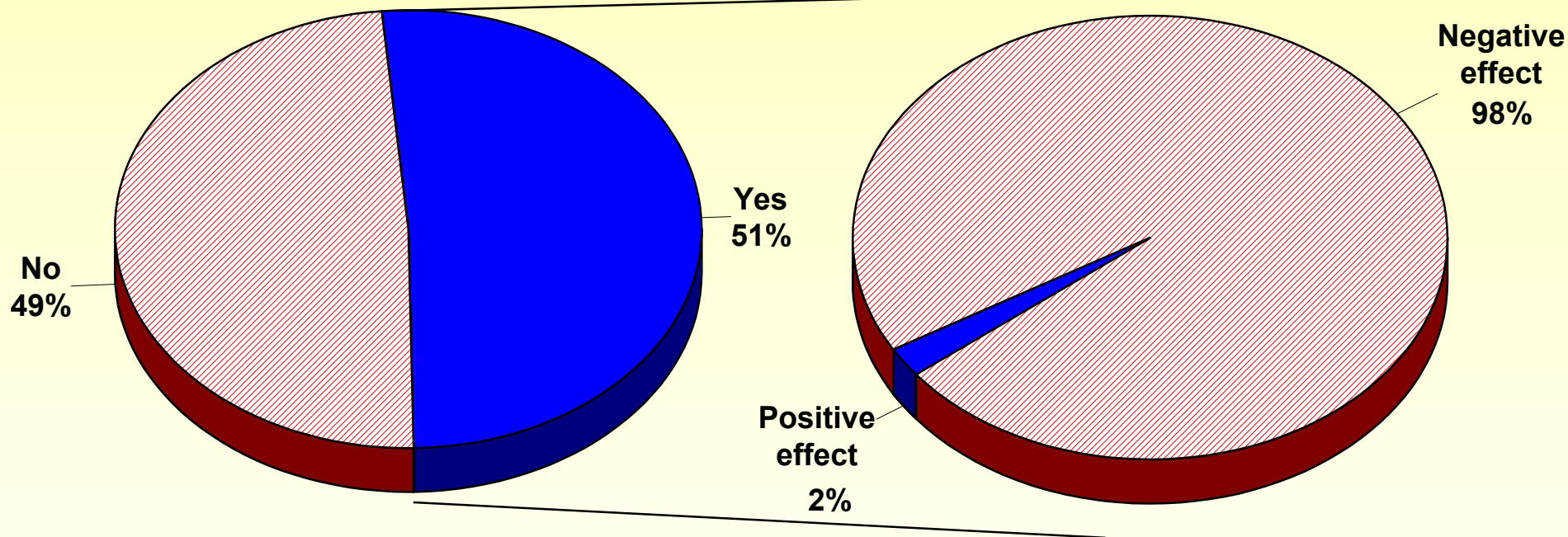
Source: ETC Institute (2020)

# Q32. Has your business been affected by the Armour Road Complete Street project?

by percentage of respondents (excluding "not provided" responses)

## Q32a. How has it been affected by these improvements?

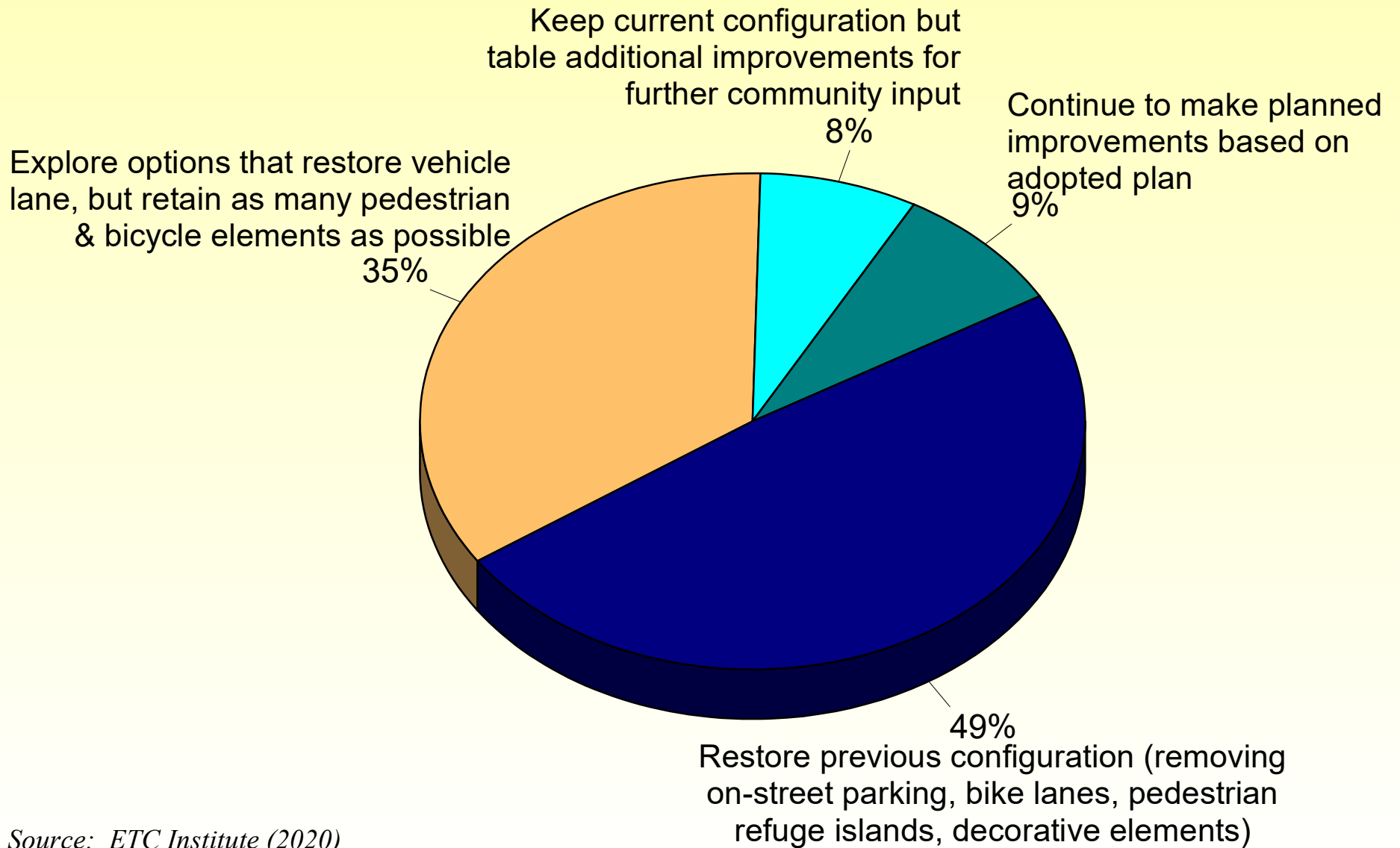
by percentage of respondents whose business has been affected by the Armour Road Complete Street project



Source: ETC Institute (2020)

## Q33. What do you think the next steps of the Armour Road Complete Street project should be?

by percentage of respondents



Source: ETC Institute (2020)

## **Section 2**

# ***Importance-Satisfaction Analysis***

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# Importance-Satisfaction Analysis

## City of North Kansas City Business Survey

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### Overview

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

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

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation:** Respondents were asked to identify the major categories of City services that are most important to their business. Nearly half (49.1%) of respondents selected *street maintenance, including sidewalks, medians and curbs* as one of the most important services to their business.

With regard to satisfaction, 67.9% of respondents surveyed rated the City's *street maintenance* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating for *street maintenance* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 49.1% was multiplied by 32.1% (1-0.679). This calculation yielded an I-S rating of 0.1576, which ranked first out of 9 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three most important and 0% indicate they are positively satisfied with the delivery of the service.



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

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

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

The results for the City of North Kansas City Business Survey are provided on the following page.

## 2020 Importance-Satisfaction Rating City of North Kansas City Business Survey Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Street maintenance, including sidewalks, medians and curbs	49%	2	68%	7	0.1576	1
<b>Medium Priority (IS &lt;.10)</b>						
Effectiveness of City communication with businesses	23%	4	68%	8	0.0746	2
Police services	80%	1	92%	2	0.0614	3
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Fire/EMS services	48%	3	94%	1	0.0303	6
Enforcement of codes and ordinances	11%	7	75%	6	0.0262	7
Street lighting	10%	9	79%	5	0.0200	8
Quality of customer service provided by City employees	10%	8	80%	3	0.0194	9

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

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## **Section 3**

### ***Tabular Data***

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**Q1. How would you rate the City of North Kansas City overall as a place to do business?**

Q1. How would you rate North Kansas City overall as a place to do business	Number	Percent
Excellent	43	41.3 %
Good	50	48.1 %
Average	8	7.7 %
Below average	2	1.9 %
Poor	1	1.0 %
Total	104	100.0 %

**Q2. Please rate your satisfaction with the following City services on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with regard to how they affect your business' ability to operate.**

(N=104)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Police services	60.6%	30.8%	3.8%	1.9%	1.9%	1.0%
Q2-2. Fire/EMS services	58.7%	26.9%	5.8%	0.0%	0.0%	8.7%
Q2-3. Street maintenance, including sidewalks, medians & curbs	35.6%	31.7%	21.2%	8.7%	1.9%	1.0%
Q2-4. Street lighting	37.5%	39.4%	17.3%	2.9%	0.0%	2.9%
Q2-5. Street sweeping/ cleanliness of public areas	44.2%	33.7%	16.3%	2.9%	1.0%	1.9%
Q2-6. Stormwater drainage/flood management	28.8%	33.7%	22.1%	9.6%	2.9%	2.9%
Q2-7. Enforcement of codes & ordinances	27.9%	42.3%	19.2%	3.8%	0.0%	6.7%
Q2-8. Effectiveness of City communication with businesses	29.8%	36.5%	17.3%	8.7%	5.8%	1.9%
Q2-9. Quality of customer service provided by City employees	43.3%	33.7%	16.3%	1.9%	1.0%	3.8%
Q2-10. Effectiveness of NKC Business Council with businesses	38.5%	26.0%	22.1%	1.9%	1.9%	9.6%

**WITHOUT "DON'T KNOW"**

**Q2. Please rate your satisfaction with the following City services on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with regard to how they affect your business' ability to operate. (without "don't know")**

(N=104)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Police services	61.2%	31.1%	3.9%	1.9%	1.9%
Q2-2. Fire/EMS services	64.2%	29.5%	6.3%	0.0%	0.0%
Q2-3. Street maintenance, including sidewalks, medians & curbs	35.9%	32.0%	21.4%	8.7%	1.9%
Q2-4. Street lighting	38.6%	40.6%	17.8%	3.0%	0.0%
Q2-5. Street sweeping/cleanliness of public areas	45.1%	34.3%	16.7%	2.9%	1.0%
Q2-6. Stormwater drainage/flood management	29.7%	34.7%	22.8%	9.9%	3.0%
Q2-7. Enforcement of codes & ordinances	29.9%	45.4%	20.6%	4.1%	0.0%
Q2-8. Effectiveness of City communication with businesses	30.4%	37.3%	17.6%	8.8%	5.9%
Q2-9. Quality of customer service provided by City employees	45.0%	35.0%	17.0%	2.0%	1.0%
Q2-10. Effectiveness of NKC Business Council with businesses	42.6%	28.7%	24.5%	2.1%	2.1%

**Q3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business?**

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	54	51.9 %
Fire/EMS services	9	8.7 %
Street maintenance, including sidewalks, medians & curbs	11	10.6 %
Street lighting	1	1.0 %
Street sweeping/cleanliness of public areas	4	3.8 %
Stormwater drainage/flood management	5	4.8 %
Enforcement of codes & ordinances	3	2.9 %
Effectiveness of City communication with businesses	8	7.7 %
Quality of customer service provided by City employees	1	1.0 %
Effectiveness of NKC Business Council with businesses	5	4.8 %
None chosen	3	2.9 %
Total	104	100.0 %

**Q3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business?**

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	25	24.0 %
Fire/EMS services	33	31.7 %
Street maintenance, including sidewalks, medians & curbs	13	12.5 %
Street lighting	2	1.9 %
Street sweeping/cleanliness of public areas	3	2.9 %
Stormwater drainage/flood management	6	5.8 %
Effectiveness of City communication with businesses	10	9.6 %
Quality of customer service provided by City employees	3	2.9 %
Effectiveness of NKC Business Council with businesses	6	5.8 %
None chosen	3	2.9 %
Total	104	100.0 %

**Q3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business?**

<u>Q3. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	4	3.8 %
Fire/EMS services	8	7.7 %
Street maintenance, including sidewalks, medians & curbs	27	26.0 %
Street lighting	7	6.7 %
Street sweeping/cleanliness of public areas	13	12.5 %
Stormwater drainage/flood management	6	5.8 %
Enforcement of codes & ordinances	8	7.7 %
Effectiveness of City communication with businesses	6	5.8 %
Quality of customer service provided by City employees	6	5.8 %
Effectiveness of NKC Business Council with businesses	16	15.4 %
None chosen	3	2.9 %
Total	104	100.0 %

**SUM OF TOP 3 CHOICES**

**Q3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business?**

**(top 3)**

<u>Q3. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Police services	83	79.8 %
Fire/EMS services	50	48.1 %
Street maintenance, including sidewalks, medians & curbs	51	49.0 %
Street lighting	10	9.6 %
Street sweeping/cleanliness of public areas	20	19.2 %
Stormwater drainage/flood management	17	16.3 %
Enforcement of codes & ordinances	11	10.6 %
Effectiveness of City communication with businesses	24	23.1 %
Quality of customer service provided by City employees	10	9.6 %
Effectiveness of NKC Business Council with businesses	27	26.0 %
None chosen	3	2.9 %
Total	306	



**Q4. Please indicate whether your business has interacted with City staff from the departments listed below during the past year.**

(N=104)

	Yes	No
Q4-1. City Administrator's Office	35.6%	64.4%
Q4-2. Business Licensing	65.4%	34.6%
Q4-3. Community Development (Planning/ Zoning)	17.3%	82.7%
Q4-4. Community Development (Building Codes/Permitting)	28.8%	71.2%
Q4-5. Community Development (Property Maintenance)	15.4%	84.6%
Q4-6. Police	54.8%	45.2%
Q4-7. Fire/EMS	36.5%	63.5%
Q4-8. Public Works (Streets/Traffic)	17.3%	82.7%
Q4-9. Public Works (Water/Sewer/ Stormwater)	16.3%	83.7%
Q4-10. Water/Sewer Billing	27.9%	72.1%

**Q4. If "YES," please rate the City's performance in that area.**

(N=92)

	Excellent	Good	Average	Below average	Poor	Don't know
Q4-1. City Administrator's Office	64.9%	29.7%	0.0%	0.0%	2.7%	2.7%
Q4-2. Business Licensing	53.7%	34.3%	10.4%	1.5%	0.0%	0.0%
Q4-3. Community Development (Planning/Zoning)	16.7%	38.9%	11.1%	27.8%	5.6%	0.0%
Q4-4. Community Development (Building Codes/Permitting)	33.3%	36.7%	16.7%	0.0%	10.0%	3.3%
Q4-5. Community Development (Property Maintenance)	20.0%	46.7%	13.3%	6.7%	6.7%	6.7%
Q4-6. Police	70.9%	18.2%	3.6%	3.6%	3.6%	0.0%
Q4-7. Fire/EMS	78.4%	21.6%	0.0%	0.0%	0.0%	0.0%
Q4-8. Public Works (Streets/Traffic)	55.6%	22.2%	5.6%	11.1%	5.6%	0.0%
Q4-9. Public Works (Water/Sewer/Stormwater)	41.2%	35.3%	11.8%	0.0%	5.9%	5.9%
Q4-10. Water/Sewer Billing	50.0%	35.7%	7.1%	0.0%	3.6%	3.6%

**WITHOUT "DON'T KNOW"****Q4. If "YES," please rate the City's performance in that area. (without "don't know")**

(N=92)

	Excellent	Good	Average	Below average	Poor
Q4-1. City Administrator's Office	66.7%	30.6%	0.0%	0.0%	2.8%
Q4-2. Business Licensing	53.7%	34.3%	10.4%	1.5%	0.0%
Q4-3. Community Development (Planning/ Zoning)	16.7%	38.9%	11.1%	27.8%	5.6%
Q4-4. Community Development (Building Codes/Permitting)	34.5%	37.9%	17.2%	0.0%	10.3%
Q4-5. Community Development (Property Maintenance)	21.4%	50.0%	14.3%	7.1%	7.1%
Q4-6. Police	70.9%	18.2%	3.6%	3.6%	3.6%
Q4-7. Fire/EMS	78.4%	21.6%	0.0%	0.0%	0.0%
Q4-8. Public Works (Streets/Traffic)	55.6%	22.2%	5.6%	11.1%	5.6%
Q4-9. Public Works (Water/Sewer/ Stormwater)	43.8%	37.5%	12.5%	0.0%	6.3%
Q4-10. Water/Sewer Billing	51.9%	37.0%	7.4%	0.0%	3.7%

**Q5. Please indicate whether your business has interacted with the City of North Kansas City during the past year related to the following services.**

(N=104)

	Yes	No
Q5-1. Zoning/development review	9.6%	90.4%
Q5-2. Construction/building permits or inspections	23.1%	76.9%
Q5-3. Fire inspections	64.4%	35.6%
Q5-4. Business licensing	67.3%	32.7%

**Q5. If "YES," please rate the City's performance in that area.**

(N=86)

	Excellent	Good	Average	Below average	Poor	Don't know
Q5-1. Zoning/development review	20.0%	30.0%	20.0%	10.0%	20.0%	0.0%
Q5-2. Construction/building permits or inspections	33.3%	33.3%	20.8%	4.2%	8.3%	0.0%
Q5-3. Fire inspections	60.0%	33.8%	6.2%	0.0%	0.0%	0.0%
Q5-4. Business licensing	61.8%	26.5%	7.4%	2.9%	0.0%	1.5%

**WITHOUT "DON'T KNOW"**

**Q5. If "YES," please rate the City's performance in that area. (without "don't know")**

(N=86)

	Excellent	Good	Average	Below average	Poor
Q5-1. Zoning/development review	20.0%	30.0%	20.0%	10.0%	20.0%
Q5-2. Construction/building permits or inspections	33.3%	33.3%	20.8%	4.2%	8.3%
Q5-3. Fire inspections	60.0%	33.8%	6.2%	0.0%	0.0%
Q5-4. Business licensing	62.7%	26.9%	7.5%	3.0%	0.0%

**Q6. City facilities are currently open Monday through Friday from 8:00 a.m. to 5:00 p.m. If the City were to expand its daily customer service operating hours, which of the following would be most convenient for you?**

Q6. What following operating hours would be most convenient for you	Number	Percent
Open before 8:00 am	6	5.8 %
Remain open after 5:00 pm	7	6.7 %
No change in hours	84	80.8 %
Offer more online services	20	19.2 %
Total	117	

**Q7. Is there an area or service you wish the City (or partner organization) would provide, which is not currently being provided to your business? If so, please explain.**

- Better internet
- ECONOMIC DEVELOPMENT, CONCERTED EFFORT TO ATTRACT PEOPLE TO NKC.
- Get rid of the bike lanes that are not used.
- Help with stormwater.
- Larger police presence, stricter traffic enforcement.
- Local marketing and support, especially now for restaurants.
- More access to internet.
- More communication with development ideas.
- Printed Newsletter, more mailings telling of services, events, postcards
- Recycle opportunities
- Snow removal from sidewalks.
- Take out the ridiculous bike lanes and add more driving lanes for traffic.
- Window cleaning and curb appeal (flowers).

**Q8. Were you aware of any of the public meetings or open houses the City has hosted in the last two years?**

Q8. Were you aware of any public meetings or open houses City has hosted in last two years	Number	Percent
Yes	70	67.3 %
No	34	32.7 %
Total	104	100.0 %

**Q8a. Have you attended a public meeting or open house in the last two years?**

Q8a. Have you attended a public meeting or open house in last two years	Number	Percent
Yes	13	18.6 %
No	57	81.4 %
Total	70	100.0 %

**Q9. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of North Kansas City.**

(N=104)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Image of City	39.4%	40.4%	11.5%	3.8%	1.9%	2.9%
Q9-2. Quality of life in City	36.5%	42.3%	12.5%	0.0%	0.0%	8.7%
Q9-3. Quality of services provided by City	39.4%	41.3%	13.5%	1.9%	0.0%	3.8%
Q9-4. Overall value your company receives for your local taxes & fees	31.7%	38.5%	17.3%	6.7%	1.0%	4.8%
Q9-5. Overall feeling of safety in City	46.2%	36.5%	10.6%	3.8%	0.0%	2.9%
Q9-6. Quality of new development in City	30.8%	27.9%	21.2%	8.7%	5.8%	5.8%
Q9-7. Quality of local schools	30.8%	26.9%	17.3%	1.9%	1.9%	21.2%
Q9-8. Availability of parking for your business	23.1%	39.4%	15.4%	12.5%	5.8%	3.8%
Q9-9. Access to quality housing options for your workforce	17.3%	23.1%	27.9%	5.8%	1.0%	25.0%
Q9-10. Availability of trained employees	11.5%	26.9%	29.8%	5.8%	2.9%	23.1%
Q9-11. Access to highways	59.6%	32.7%	2.9%	1.0%	1.0%	2.9%
Q9-12. Access to airport	49.0%	36.5%	8.7%	0.0%	1.0%	4.8%
Q9-13. Proximity to other businesses that are important to your business	37.5%	37.5%	18.3%	1.0%	0.0%	5.8%
Q9-14. Availability of public transportation	25.0%	28.8%	22.1%	1.0%	1.9%	21.2%

**Q9. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of North Kansas City.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-15. Availability of libraries, arts, sports, & cultural amenities (quality of life)	24.0%	30.8%	24.0%	2.9%	0.0%	18.3%
Q9-16. Availability of telecommunications, utilities, & other infrastructure	31.7%	41.3%	18.3%	4.8%	0.0%	3.8%
Q9-17. Availability of parks & open space	38.5%	36.5%	18.3%	1.0%	1.0%	4.8%
Q9-18. Quality/ attractiveness of Downtown	34.6%	39.4%	14.4%	4.8%	2.9%	3.8%
Q9-19. Physical appearance of your business location	35.6%	38.5%	20.2%	2.9%	0.0%	2.9%
Q9-20. Affordability of North Kansas City to operate a business	31.7%	41.3%	19.2%	1.9%	1.9%	3.8%

**WITHOUT "DON'T KNOW"**

**Q9. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of North Kansas City. (without "don't know")**

(N=104)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Image of City	40.6%	41.6%	11.9%	4.0%	2.0%
Q9-2. Quality of life in City	40.0%	46.3%	13.7%	0.0%	0.0%
Q9-3. Quality of services provided by City	41.0%	43.0%	14.0%	2.0%	0.0%
Q9-4. Overall value your company receives for your local taxes & fees	33.3%	40.4%	18.2%	7.1%	1.0%
Q9-5. Overall feeling of safety in City	47.5%	37.6%	10.9%	4.0%	0.0%
Q9-6. Quality of new development in City	32.7%	29.6%	22.4%	9.2%	6.1%
Q9-7. Quality of local schools	39.0%	34.1%	22.0%	2.4%	2.4%
Q9-8. Availability of parking for your business	24.0%	41.0%	16.0%	13.0%	6.0%
Q9-9. Access to quality housing options for your workforce	23.1%	30.8%	37.2%	7.7%	1.3%
Q9-10. Availability of trained employees	15.0%	35.0%	38.8%	7.5%	3.8%
Q9-11. Access to highways	61.4%	33.7%	3.0%	1.0%	1.0%
Q9-12. Access to airport	51.5%	38.4%	9.1%	0.0%	1.0%
Q9-13. Proximity to other businesses that are important to your business	39.8%	39.8%	19.4%	1.0%	0.0%
Q9-14. Availability of public transportation	31.7%	36.6%	28.0%	1.2%	2.4%
Q9-15. Availability of libraries, arts, sports, & cultural amenities (quality of life)	29.4%	37.6%	29.4%	3.5%	0.0%
Q9-16. Availability of telecommunications, utilities, & other infrastructure	33.0%	43.0%	19.0%	5.0%	0.0%
Q9-17. Availability of parks & open space	40.4%	38.4%	19.2%	1.0%	1.0%
Q9-18. Quality/attractiveness of Downtown	36.0%	41.0%	15.0%	5.0%	3.0%
Q9-19. Physical appearance of your business location	36.6%	39.6%	20.8%	3.0%	0.0%
Q9-20. Affordability of North Kansas City to operate a business	33.0%	43.0%	20.0%	2.0%	2.0%



**Q10. Which FOUR of the items listed in Question 9 will have the MOST IMPACT on your decision to stay in the City of North Kansas City for the next 10 years?**

Q10. Top choice	Number	Percent
Image of City	13	12.5 %
Quality of life in City	5	4.8 %
Quality of services provided by City	5	4.8 %
Overall value your company receives for your local taxes & fees	10	9.6 %
Overall feeling of safety in City	6	5.8 %
Quality of new development in City	4	3.8 %
Availability of parking for your business	2	1.9 %
Access to quality housing options for your workforce	1	1.0 %
Availability of trained employees	2	1.9 %
Access to highways	9	8.7 %
Proximity to other businesses that are important to your business	4	3.8 %
Availability of public transportation	1	1.0 %
Availability of telecommunications, utilities, & other infrastructure	1	1.0 %
Quality/attractiveness of Downtown	2	1.9 %
Physical appearance of your business location	2	1.9 %
Affordability of North Kansas City to operate a business	23	22.1 %
None chosen	14	13.5 %
Total	104	100.0 %

**Q10. Which FOUR of the items listed in Question 9 will have the MOST IMPACT on your decision to stay in the City of North Kansas City for the next 10 years?**

Q10. 2nd choice	Number	Percent
Image of City	8	7.7 %
Quality of life in City	8	7.7 %
Quality of services provided by City	6	5.8 %
Overall value your company receives for your local taxes & fees	7	6.7 %
Overall feeling of safety in City	8	7.7 %
Quality of new development in City	6	5.8 %
Availability of parking for your business	2	1.9 %
Access to quality housing options for your workforce	3	2.9 %
Availability of trained employees	3	2.9 %
Access to highways	10	9.6 %
Access to airport	1	1.0 %
Proximity to other businesses that are important to your business	4	3.8 %
Availability of libraries, arts, sports, & cultural amenities (quality of life)	1	1.0 %
Availability of telecommunications, utilities, & other infrastructure	5	4.8 %
Availability of parks & open space	1	1.0 %
Quality/attractiveness of Downtown	2	1.9 %
Physical appearance of your business location	2	1.9 %
Affordability of North Kansas City to operate a business	10	9.6 %
None chosen	17	16.3 %
Total	104	100.0 %

**Q10. Which FOUR of the items listed in Question 9 will have the MOST IMPACT on your decision to stay in the City of North Kansas City for the next 10 years?**

Q10. 3rd choice	Number	Percent
Image of City	4	3.8 %
Quality of life in City	6	5.8 %
Quality of services provided by City	5	4.8 %
Overall value your company receives for your local taxes & fees	8	7.7 %
Overall feeling of safety in City	9	8.7 %
Quality of new development in City	3	2.9 %
Availability of parking for your business	7	6.7 %
Access to quality housing options for your workforce	1	1.0 %
Availability of trained employees	1	1.0 %
Access to highways	10	9.6 %
Access to airport	1	1.0 %
Proximity to other businesses that are important to your business	6	5.8 %
Availability of telecommunications, utilities, & other infrastructure	8	7.7 %
Quality/attractiveness of Downtown	2	1.9 %
Physical appearance of your business location	3	2.9 %
Affordability of North Kansas City to operate a business	11	10.6 %
None chosen	19	18.3 %
Total	104	100.0 %

**Q10. Which FOUR of the items listed in Question 9 will have the MOST IMPACT on your decision to stay in the City of North Kansas City for the next 10 years?**

Q10. 4th choice	Number	Percent
Image of City	2	1.9 %
Quality of services provided by City	9	8.7 %
Overall value your company receives for your local taxes & fees	2	1.9 %
Overall feeling of safety in City	9	8.7 %
Quality of new development in City	6	5.8 %
Quality of local schools	1	1.0 %
Availability of parking for your business	6	5.8 %
Availability of trained employees	2	1.9 %
Access to highways	2	1.9 %
Access to airport	3	2.9 %
Proximity to other businesses that are important to your business	4	3.8 %
Availability of public transportation	3	2.9 %
Availability of telecommunications, utilities, & other infrastructure	6	5.8 %
Availability of parks & open space	1	1.0 %
Quality/attractiveness of Downtown	9	8.7 %
Physical appearance of your business location	7	6.7 %
Affordability of North Kansas City to operate a business	5	4.8 %
None chosen	27	26.0 %
Total	104	100.0 %

**SUM OF TOP 4 CHOICES****Q10. Which FOUR of the items listed in Question 9 will have the MOST IMPACT on your decision to stay in the City of North Kansas City for the next 10 years? (top 4)**

<u>Q10. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Image of City	27	26.0 %
Quality of life in City	19	18.3 %
Quality of services provided by City	25	24.0 %
Overall value your company receives for your local taxes & fees	27	26.0 %
Overall feeling of safety in City	32	30.8 %
Quality of new development in City	19	18.3 %
Quality of local schools	1	1.0 %
Availability of parking for your business	17	16.3 %
Access to quality housing options for your workforce	5	4.8 %
Availability of trained employees	8	7.7 %
Access to highways	31	29.8 %
Access to airport	5	4.8 %
Proximity to other businesses that are important to your business	18	17.3 %
Availability of public transportation	4	3.8 %
Availability of libraries, arts, sports, & cultural amenities (quality of life)	1	1.0 %
Availability of telecommunications, utilities, & other infrastructure	20	19.2 %
Availability of parks & open space	2	1.9 %
Quality/attractiveness of Downtown	15	14.4 %
Physical appearance of your business location	14	13.5 %
Affordability of North Kansas City to operate a business	49	47.1 %
None chosen	14	13.5 %
Total	353	

**Q11. Thinking generally about North Kansas City, how likely would you be to recommend the City of North Kansas City as a business location to friends, family, co-workers, colleagues, and other businesses?**

Q11. How likely would you be to recommend North Kansas City as a business location to friends, family, co-workers, colleagues, & other businesses

	Number	Percent
Very likely	48	46.2 %
Likely	34	32.7 %
Somewhat likely	14	13.5 %
Not likely	3	2.9 %
Not likely at all	3	2.9 %
Don't know	2	1.9 %
Total	104	100.0 %

**WITHOUT "DON'T KNOW"**

**Q11. Thinking generally about North Kansas City, how likely would you be to recommend the City of North Kansas City as a business location to friends, family, co-workers, colleagues, and other businesses? (without "don't know")**

Q11. How likely would you be to recommend North Kansas City as a business location to friends, family, co-workers, colleagues, & other businesses

	Number	Percent
Very likely	48	47.1 %
Likely	34	33.3 %
Somewhat likely	14	13.7 %
Not likely	3	2.9 %
Not likely at all	3	2.9 %
Total	102	100.0 %

**Q12. Which of the following best describes the overall business atmosphere in the City of North Kansas City today, compared to two years ago?**

Q12. What best describes overall business atmosphere in North Kansas City today compared to two years ago	Number	Percent
Better	43	41.3 %
No change, but good	29	27.9 %
No change, but poor	3	2.9 %
Worse	18	17.3 %
Don't know/unsure	11	10.6 %
Total	104	100.0 %

**WITHOUT "DON'T KNOW / UNSURE"**

**Q12. Which of the following best describes the overall business atmosphere in the City of North Kansas City today, compared to two years ago? (without "don't know/unsure")**

Q12. What best describes overall business atmosphere in North Kansas City today compared to two years ago	Number	Percent
Better	43	46.2 %
No change, but good	29	31.2 %
No change, but poor	3	3.2 %
Worse	18	19.4 %
Total	93	100.0 %

**Q13. What are the community's strengths as a place to do business?**

- ACCESS AND COMMUNITY OUTREACH.
- Access to highway.
- Access to highways and downtown KC.
- Affordability
- Affordability and growing activities (breweries).
- Affordability, resource availability.
- Affordable to do business in NKC. Exciting new developments in city.
- business friendly
- Central to metro of KC. Lots of small, locally owned businesses. The NKCRC.
- CENTRALLY LOCATED FOR OTHER MUNICIPALITIES.
- Centrally located.
- Close to highways and restaurants.
- DECISIONS MAKERS ARE ACCESSIBLE.
- Ease of access from other parts of the metro.
- EASE OF COMMUNICATION WITH CITY AND CITY SERVICES, LOCATION AND ACCESS, GROWING RESIDENTIAL SECTOR.
- EASY ACCESS TO DOWNTOWN AIRPORT.
- Easy access to highway and airport.

**Q13. What are the community's strengths as a place to do business? (cont.)**

- Easy to get to.
- EMERGING AREA, REASONABLY PRICED, SAFE LOCATION.
- Feels small town, yet most needs can be easily met.
- Great location in the Midwest.
- Great location without hassles of downtown KC
- Great location, great cost to do business.
- Great location.
- GREAT LOCATION.
- Great proximity
- Growing businesses to support lunch and shopping for employees. Good response from police and fire services.
- High concentration of businesses, small, medium and large.
- It is easy to communicate with city hall.
- Less red tape than KC, no 1% tax.
- Location
- Location and the affordability with available work force in the area.
- Location and warehouse space.
- Location, amenities, safety/crime.
- Location, fire, police and highways.
- Location. No 1% fee. Great people/businesses to work/partner with.
- Low tax base. Proximity to highway. Lots of LT. Biz spaces.
- Low tax rate.
- More down to earth folks.
- No earnings on tax.
- No e-Tax, close to related businesses.
- No E-tax, proximity to downtown KC, proximity to the interstate. Excellent communications infrastructure.
- Other small businesses to work with.
- Plenty of highway access.
- POLICE/FIRE DEPARTMENT.
- Proximity to the core of the city. Low cost to conduct business. Police presence.
- Quick access to highways, proximity to Greater KC and business friendly
- Quiet.
- Safe place and growing.
- Safe, easy access and friendly.
- Safe, easy to get around town. Easy to get to the highway. Centrally located.
- Sense of community.
- Small and personable people and businesses.
- Small hometown community with easy access.
- Small town feel
- Small town feel. Easy access to downtown KC.
- Small, friendly area.
- Taxes, location, access to major interstates
- Twenty minutes from everywhere.
- Walkability of downtown.

**Q14. What are the community's weaknesses as a place to do business?**

- Armour Rd.
- Armour Road is so confusing and hard to drive on that we have to tell customers how to get to our business without driving on Armour Road. Customers have complained about the mess on Armour Road.
- Armour road was compromised due to addition of bike lanes. People are avoiding the area due to traffic by single lanes and lights.
- Armour Road, looks like a ghost town. Loosing businesses.
- Bike lanes, traffic congestion and terrible planning.
- CHANGES TO ARMOUR ROAD TRAFFIC FLOW AFFECT FIRE AND EMERGENCY SERVICES, TRAFIC FLOW IS IMPACTED.
- Clay County raised our taxes on our building 244% in 2019. Reason was breweries and bike lanes.
- Crazy driving stunt course downtown.
- Decrease in lanes through busy part of the city. Crime.
- Destroying roads for bicycles.
- Dishonest public works administrator. Armour Road street modifications.
- empty business locations, street improvement on Armour Road - bad idea
- Homeless presence south of 14th Street.
- I wish the city would help with landscaping.
- Inconsistent zoning enforcement. Constantly changing codes and zoning. Lack of communication between community development-codes and city attorney.
- Increase in property taxes
- Increased traffic congestion.
- Industrial town, very slow on weekends. No real walk-in traffic for the retailers.
- It appears warehousing and manufacturing are less welcome than in the past.
- It was understood it was a commercial community. Now it seems we are becoming a Microbrewery hang out.
- Lack of other businesses. Lack of public transportation.
- LANE CHANGES TO ARMOUR ROAD. LACK OF GROCERY STORE OPTIONS.
- MAIN STREET CONGESTION.
- My delivery vans constantly get vandalized. Cost me a lot of money.
- Need better grocery options.
- Need economic development person. Need new business that is not retail.
- NEW ROAD CONFIGURATION DIFFICULT TO MANEUVER PLUS UNSAFE.
- NKC streets, parking on Armour Road.
- No Anchor Hardware store or Target.
- No grocery store.
- Not enough signage to tell what are retail outlets. Need more variety of shops.
- Not too fond of Armour Lane
- Parking
- Parking and new lane changes on Armour Road.
- Parking and the streets. Bike lane was not a good idea.
- Parking on Armour
- Parking, downtown travel
- Parking-most important they have adequate parking for customers.

**Q14. What are the community's weaknesses as a place to do business? (cont.)**

- Poor housing stock. Needs more market-rate housing and apartments to generate retail commercial development. New, younger workers, prefer to live close to their work and prefer to have amenities close to where they work/live. We need less non-consumer businesses in prominent entertainment areas, and more consumer-facing businesses (bars, retail, restaurants, etc.).
- Poor inter-business community.
- Promoting businesses.
- Property for sale and parking.
- Property taxes just took a big jump. Parking is horrible. Availability of properties to buy opposed to lease.
- RELUCTANCE TO EMBRACE AND UNDERSTAND VALUE AND NEED FOR CHANGES TO OCCUR(IMPROVEMENTS).
- Remove the obnoxious bike lanes. Have only seen 3-4 bike riders per week, tens of thousands of cars trying to get around the bike lanes.
- Restaurants closings. Property tax hike. I hate the changes to Armour Road.
- Roads fail quickly, drainage in our area. Railroad crossings are rough, gives the impression of poor maintenance. The new bike route on Armour is the worst idea ever. Never go there again.
- Seems like small businesses do not get as much attention as the big businesses.
- Slower traffic on Armour Road
- Stupid re-work of Armour Road.
- Sufficient parking.
- Taxed from all sides. Police ineffective at controlling thefts at night.
- The bike lanes on Armour Rd.
- The change of Armour Road from a 4-lane business district main street to a foolish, 2-lane, bike-enabled choke point.
- THE LACK OF GOOD ROADS TO HANDLE TRUCK TRAFFIC.
- The parking is a big issue right now. Bicycle lanes seem to be utterly ridiculous.
- The recent street improvement projects on east Armour Road; this work is a disaster and embarrassing. Any time signs are required to advise visitors "how to park" on the street is not a good situation.
- Theft, cleanliness, road conditions, stormwater issues. Where does the water go?
- Time limits on side street parking. Good grocery store (we need one!) We lost our coffee shop.
- TO MANY TRANSIENT PEOPLE.
- TOO MUCH COMMERCIAL PROPERTY IS OWNED BY TOO FEW AND THOSE OWNERS HAVE WAY TOO MUCH INFLUENCE ON THE CITY IN GENERAL.
- Traffic
- Utility access, not enough options.
- What has been done to street on North Oak. This isn't Arizona, looks and feels horrible!
- Would like more parking options near downtown. Would be nice to have streetcar go thru NKC



**Q15. Please rate the workforce in the City of North Kansas City in the following areas.**

(N=104)

	Excellent	Good	Average	Below average	Poor	Don't know
Q15-1. Availability of workers	11.5%	31.7%	20.2%	10.6%	2.9%	23.1%
Q15-2. Quality of workers	11.5%	30.8%	25.0%	8.7%	1.0%	23.1%
Q15-3. Stability of workforce	13.5%	28.8%	29.8%	3.8%	1.9%	22.1%
Q15-4. Education/technical skills of workers	11.5%	26.0%	24.0%	10.6%	2.9%	25.0%

**WITHOUT "DON'T KNOW"**

**Q15. Please rate the workforce in the City of North Kansas City in the following areas. (without "don't know")**

(N=104)

	Excellent	Good	Average	Below average	Poor
Q15-1. Availability of workers	15.0%	41.3%	26.3%	13.8%	3.8%
Q15-2. Quality of workers	15.0%	40.0%	32.5%	11.3%	1.3%
Q15-3. Stability of workforce	17.3%	37.0%	38.3%	4.9%	2.5%
Q15-4. Education/technical skills of workers	15.4%	34.6%	32.1%	14.1%	3.8%

**Q16. Using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied," please rate your satisfaction with the following City codes and regulations.**

(N=104)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Zoning/land use	18.3%	28.8%	27.9%	1.0%	1.9%	22.1%
Q16-2. Landscaping requirements	15.4%	36.5%	20.2%	2.9%	1.0%	24.0%
Q16-3. Requirements for business property maintenance	18.3%	29.8%	27.9%	2.9%	1.0%	20.2%
Q16-4. Business signage regulations	14.4%	29.8%	35.6%	1.9%	1.0%	17.3%
Q16-5. Business parking regulations	11.5%	24.0%	29.8%	9.6%	6.7%	18.3%
Q16-6. Interactions with City Hall	18.3%	30.8%	24.0%	3.8%	2.9%	20.2%

**WITHOUT "DON'T KNOW"**

**Q16. Using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied," please rate your satisfaction with the following City codes and regulations. (without "don't know")**

(N=104)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Zoning/land use	23.5%	37.0%	35.8%	1.2%	2.5%
Q16-2. Landscaping requirements	20.3%	48.1%	26.6%	3.8%	1.3%
Q16-3. Requirements for business property maintenance	22.9%	37.3%	34.9%	3.6%	1.2%
Q16-4. Business signage regulations	17.4%	36.0%	43.0%	2.3%	1.2%
Q16-5. Business parking regulations	14.1%	29.4%	36.5%	11.8%	8.2%
Q16-6. Interactions with City Hall	22.9%	38.6%	30.1%	4.8%	3.6%

**Q17. How would you best describe the cost of doing business in the City of North Kansas City?**

Q17. How would you best describe cost of doing business in North Kansas City	Number	Percent
Low	19	18.3 %
Average	70	67.3 %
High	6	5.8 %
Extremely high	1	1.0 %
Don't know	8	7.7 %
Total	104	100.0 %

**WITHOUT "DON'T KNOW"**

**Q17. How would you best describe the cost of doing business in the City of North Kansas City? (without "don't know")**

Q17. How would you best describe cost of doing business in North Kansas City	Number	Percent
Low	19	19.8 %
Average	70	72.9 %
High	6	6.3 %
Extremely high	1	1.0 %
Total	96	100.0 %

**Q18. In the next 12 months, is your business considering any of the following?**

Q18. Is your business considering any following in next 12 months	Number	Percent
Expanding/renovating in North Kansas City	11	10.6 %
Hiring additional staff in North Kansas City	32	30.8 %
Relocating to another location in North Kansas City	7	6.7 %
Relocating to another location outside North Kansas City	12	11.5 %
Downsizing	4	3.8 %
Closing	2	1.9 %
None of these	43	41.3 %
<u>Don't know</u>	<u>11</u>	<u>10.6 %</u>
Total	122	

**WITHOUT "DON'T KNOW"****Q18. In the next 12 months, is your business considering any of the following? (without "don't know")**

Q18. Is your business considering any following in next 12 months	Number	Percent
Expanding/renovating in North Kansas City	10	10.8 %
Hiring additional staff in North Kansas City	31	33.3 %
Relocating to another location in North Kansas City	7	7.5 %
Relocating to another location outside North Kansas City	11	11.8 %
Downsizing	4	4.3 %
Closing	2	2.2 %
<u>None of these</u>	<u>43</u>	<u>46.2 %</u>
Total	108	

**Q19. Where is your company's primary product/service in its life cycle?**

Q19. Where is your company's primary product/service in its life cycle	Number	Percent
Emerging	6	5.8 %
Maturing	32	30.8 %
Growing	55	52.9 %
Declining	9	8.7 %
Not provided	2	1.9 %
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q19. Where is your company's primary product/service in its life cycle? (without "not provided")**

Q19. Where is your company's primary product/service in its life cycle	Number	Percent
Emerging	6	5.9 %
Maturing	32	31.4 %
Growing	55	53.9 %
Declining	9	8.8 %
Total	102	100.0 %

**Q20. What best describes your company's total sales?**

Q20. What best describes your company's total sales	Number	Percent
Increasing	36	34.6 %
Stable	57	54.8 %
Decreasing	9	8.7 %
Not provided	2	1.9 %
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q20. What best describes your company's total sales? (without "not provided")**

Q20. What best describes your company's total sales	Number	Percent
Increasing	36	35.3 %
Stable	57	55.9 %
Decreasing	9	8.8 %
Total	102	100.0 %

**Q21. Are new products/services anticipated for your company in the next two (2) years?**

Q21. Are new products/services anticipated for your company in next two years	Number	Percent
Yes	52	50.0 %
No	49	47.1 %
Not provided	3	2.9 %
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q21. Are new products/services anticipated for your company in the next two (2) years? (without "not provided")**

Q21. Are new products/services anticipated for your company in next two years	Number	Percent
Yes	52	51.5 %
No	49	48.5 %
Total	101	100.0 %

**Q22. Are there any barriers to your company's growth in North Kansas City?**

Q22. Are there any barriers to your company's growth in North Kansas City	Number	Percent
Yes	28	26.9 %
No	76	73.1 %
Total	104	100.0 %

**Q22a. What are the barriers to your company’s growth?**

- Access to skilled and trained staff who will look favorably on North Kansas City as a place to work.
- Availability of workers
- Clay County charges too much for property taxes and bike lanes.
- Corp of Engineers River Management.
- Finding qualified employees.
- Flex buildings, 10,000-20,000 SF.
- I have always been held back by the wholesalers. They work against me-charge me double amount of cost for membership.
- Lack of opportunity to expand.
- Land availability.
- Larger space to purchase, tired of leasing.
- LIMITED AVAILABILITY OF DIVERSE PROPERTY OWNERS, MOST COMMERCIAL PROPERTY IN THE HANDS OF VERY FEW.
- Need new business that is not retail
- No longer business friendly. Bicycles seem to have the priority over traffic flow.
- Parking and traffic.
- Quality employees.
- Reasonable priced lease properties very high per square foot.
- RELOCATING OUT OF STATE, WISH I COULD TAKE NKC WITH ME.
- Remove the bike lanes!
- ROADS TO HANDLE TRUCK TRAFFIC. TOO MUCH CRIME AND TOO MANY HOMELESS PEOPLE.
- Room in building, ceiling is too low.
- Shutting roads down for bicycles.
- size of our current location
- Taking away our access to shop.
- There is little commercial real estate for sale. NT owns the entire town (for better or worse)
- Traffic issues.
- We need a BIG effort for local support to recover a restaurant from the virus situation. We have no money for marketing.

**Q23. Does your business own or rent/lease the facility where your business is located?**

Q23. Does your business own or rent/lease the facility where your business is located	Number	Percent
Own	32	30.8 %
Rent/lease	72	69.2 %
Total	104	100.0 %

**Q24. Which of the following best describes your business/organization's sector?**

Q24. What best describes your business/organization's sector	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	1.0 %
Administrative Support Services	2	1.9 %
Construction	15	14.4 %
Communications	1	1.0 %
Manufacturing	20	19.2 %
Wholesaler/Distributor	15	14.4 %
Retail Trade	9	8.7 %
Transportation/Warehousing	4	3.8 %
Information & Advertising	1	1.0 %
Finance & Insurance	7	6.7 %
Real Estate & Rental Leasing	2	1.9 %
Professional, Scientific, & Technical Services	10	9.6 %
Health Care & Social Assistance	4	3.8 %
Arts, Entertainment, & Recreation	3	2.9 %
Hotels & Restaurants	3	2.9 %
Other	6	5.8 %
Not provided	1	1.0 %
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"****Q24. Which of the following best describes your business/organization's sector? (without "not provided")**

Q24. What best describes your business/organization's sector	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	1.0 %
Administrative Support Services	2	1.9 %
Construction	15	14.6 %
Communications	1	1.0 %
Manufacturing	20	19.4 %
Wholesaler/Distributor	15	14.6 %
Retail Trade	9	8.7 %
Transportation/Warehousing	4	3.9 %
Information & Advertising	1	1.0 %
Finance & Insurance	7	6.8 %
Real Estate & Rental Leasing	2	1.9 %
Professional, Scientific, & Technical Services	10	9.7 %
Health Care & Social Assistance	4	3.9 %
Arts, Entertainment, & Recreation	3	2.9 %
Hotels & Restaurants	3	2.9 %
Other	6	5.8 %
Total	103	100.0 %



**Q24-22. Other**

<u>Q24-22. Other</u>	<u>Number</u>	<u>Percent</u>
Service	1	16.7 %
Printing	1	16.7 %
Cosmetology services	1	16.7 %
Copying and scanning	1	16.7 %
Salon	1	16.7 %
Graphic art/desktop publishing	1	16.7 %
Total	6	100.0 %

**Q25. Which of the following best describes your position with your business?**

<u>Q25. What best describes your position with your business</u>	<u>Number</u>	<u>Percent</u>
Owner	70	67.3 %
CFO	3	2.9 %
Manager	28	26.9 %
Other	3	2.9 %
Total	104	100.0 %

**Q25-4. Other**

<u>Q25-4. Other</u>	<u>Number</u>	<u>Percent</u>
President	1	33.3 %
COO	1	33.3 %
Controller	1	33.3 %
Total	3	100.0 %

**Q26. How many full time employees does your business currently employ in the City of North Kansas City?**

<u>Q26. Total number of full time employees</u>	<u>Number</u>	<u>Percent</u>
Less than 10	68	65.4 %
10-24	16	15.4 %
25-49	11	10.6 %
50+	5	4.8 %
<u>Not provided</u>	<u>4</u>	<u>3.8 %</u>
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q26. How many full time employees does your business currently employ in the City of North Kansas City? (without "not provided")**

<u>Q26. Total number of full time employees</u>	<u>Number</u>	<u>Percent</u>
Less than 10	68	68.0 %
10-24	16	16.0 %
25-49	11	11.0 %
50+	5	5.0 %
Total	100	100.0 %

**Q26. How many part time employees does your business currently employ in the City of North Kansas City?**

<u>Q26. Total number of part time employees</u>	<u>Number</u>	<u>Percent</u>
5 or less	48	46.2 %
6-10	1	1.0 %
11+	1	1.0 %
<u>Not provided</u>	<u>54</u>	<u>51.9 %</u>
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q26. How many part time employees does your business currently employ in the City of North Kansas City? (without "not provided")**

<u>Q26. Total number of part time employees</u>	<u>Number</u>	<u>Percent</u>
5 or less	48	96.0 %
6-10	1	2.0 %
11+	1	2.0 %
Total	50	100.0 %

**Q27. How many years has your business been in the City of North Kansas City?**

Q27. How many years has your business been in North Kansas City		
	Number	Percent
0-5	21	20.2 %
6-10	18	17.3 %
11-15	14	13.5 %
16-20	15	14.4 %
21-30	10	9.6 %
31+	24	23.1 %
Not provided	2	1.9 %
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"****Q27. How many years has your business been in the City of North Kansas City? (without "not provided")**

Q27. How many years has your business been in North Kansas City		
	Number	Percent
0-5	21	20.6 %
6-10	18	17.6 %
11-15	14	13.7 %
16-20	15	14.7 %
21-30	10	9.8 %
31+	24	23.5 %
Total	102	100.0 %

**Q28. What best describes your company's primary market?**

Q28. What best describes your company's primary market		
	Number	Percent
Local (KC Metro)	48	46.2 %
Regional	26	25.0 %
National	27	26.0 %
International	3	2.9 %
Total	104	100.0 %

**Q29. Are you a member of these business organizations?**

Q29. Are you a member of following business organizations		
	Number	Percent
North Kansas City Business Council	41	39.4 %
Northland Regional Chamber of Commerce	6	5.8 %
EDC of Kansas City	2	1.9 %
RiverNorth Business League	3	2.9 %
Greater Kansas City Chamber of Commerce	3	2.9 %
Clay County EDC	5	4.8 %
VisitKC	3	2.9 %
Total	63	

**Q30. How do you find out about business-related news in North Kansas City?**

Q30. How do you find out about business-related news in North Kansas City	Number	Percent
North Kansas City Business Council	61	58.7 %
Northland Regional Chamber of Commerce	7	6.7 %
EDC of Kansas City	4	3.8 %
City of North Kansas City	41	39.4 %
RiverNorth Business League	4	3.8 %
Greater Kansas City Chamber of Commerce	3	2.9 %
Clay County EDC	10	9.6 %
VisitKC	2	1.9 %
Total	132	

**Q31. Is your business located on (or immediately adjacent to) Armour Road?**

Q31. Is your business located on (or immediately adjacent to) Armour Road	Number	Percent
Yes	28	26.9 %
No	73	70.2 %
Not provided	3	2.9 %
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q31. Is your business located on (or immediately adjacent to) Armour Road? (without "not provided")**

Q31. Is your business located on (or immediately adjacent to) Armour Road	Number	Percent
Yes	28	27.7 %
No	73	72.3 %
Total	101	100.0 %

**Q32. Has your business been affected by the Armour Road Complete Street Project project?**

Q32. Has your business been affected by Armour Road Complete Street Project project	Number	Percent
Yes	45	43.3 %
No	43	41.3 %
Not provided	16	15.4 %
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q32. Has your business been affected by the Armour Road Complete Street Project project? (without "not provided")**

Q32. Has your business been affected by Armour Road Complete Street Project project	Number	Percent
Yes	45	51.1 %
No	43	48.9 %
Total	88	100.0 %

**Q32a. How has it been affected by these improvements?**

Q32a. How has it been affected by these improvements	Number	Percent
Positive	1	2.2 %
Negative	44	97.8 %
Total	45	100.0 %

**Q32b. Please explain why your business has been affected by the Armour Road Complete Street project.**

- Access for customers to get to us, we have many complaints.
- Access to business and services we use has been made more difficult by this bad decision. More traffic equals lost time.
- Access to North bound I-29/I-55 North, takes longer and longer, time is money.
- Armour Road is confusing and hard to drive one-it's also hard to figure out where to stop at street lights for walkers and people driving.
- Bike lanes was a total waste of taxpayer money. Traffic flow needs improvement.
- Bikes on sidewalks. Customers complaining about the bikes.
- Customers complain about the confusion of the layout.
- Delays in the total confusion of what lane is a lane and what is a parking space.
- Do not like. I think it is dangerous, very easy to get hit or create accident.
- Driving to and from work is much more of a problem. The reduced lanes on Armour road are a problem.

**Q32b. Please explain why your business has been affected by the Armour Road Complete Street project (cont.)**

- Drop in walk-in business because of unnecessary traffic. Thus, the area is being avoided due to traffic and congestion.
- Hard for customers to know how to get into our business due to road detours, blockages.
- Hard to get to post office. Traffic does not move.
- Harder for customers to get around 95% of my clients complain about the road.
- Impossible to use during high traffic due to lane closures.
- It has made getting to our office frustrating for visitors. It is hard to turn left on Armour road unless you are at a light.
- It is so hard to get to I-29 now. I absolutely had the removal of the driving lanes!
- Longer commutes, pedestrian safety
- Lunch time people from I-35 cannot get down Armour in a timely fashion for lunch. Design for this is horrible.
- MORE TRAFFIC CONGESTION, BAD PARKING EXPOSING CARS TO MORE ACCIDENTS.
- Most of our employees avoid Armour Rd. at all costs now. Complete disaster to make it a one lane road.
- Parking is very odd and seems very dangerous for those parking. I feel unsafe traveling down that road.
- PARKING, FLOW OF TRAFFIC IS NOT GOOD. EMERGENCY SERVICES IMPACTED NEGATIVELY.
- People look for another way here to avoid Armour Road.
- People now know traffic is jammed up, barriers for businesses.
- Please stop referring to the Armour Rd. fiasco as "IMPROVEMENTS". They are an embarrassment to the community.
- Takes longer to move and longer for my customers to get to my business.
- The bike lane has made it hard to access our business.
- The bike lanes have clogged traffic. As much as I enjoy biking to work, the traffic congestion this has created is not worth it.
- The changes to Armour forced some of the east-west traffic to 16th Avenue, closer to our business.
- The improvements make Armour Road use more difficult which discourages use.
- THE ON STREET PARKING IS DANGEROUS. PEOPLE FLING THEIR DOORS OPEN TO TRAFFIC. THE NARROWING OF ROADS HAS CAUSED CONGESTED TRAFFIC AND DIFFICULT TO TURN FROM ARMOUR TO SIDE STREETS.
- The traffic flow with the bike lanes hampers the traffic flow.
- The traffic through Armour Road is worse than before. One lane each way causes backup.
- Traffic congestion even after construction was finished.
- Traffic is awful. 10% of the parking is used. No one uses the bike lanes.
- Traffic is terrible, I have been stuck at lights for 3 full cycles. This has never happened before the bike lanes, plus I never see bikes on Armour!
- Traffic.
- Travel is inconvenient in this area.
- Very poor design for traffic and access to side streets.
- We avoid Armour Road as much as possible, the bike lanes are more important than the traffic flow.
- WE NO LONGER TRAVEL DOWN ARMOUR ROAD.

**Q33. What do you think the next steps of the Armour Road Complete Street project should be?**

Q33. What should next steps of Armour Road Complete Street project be	Number	Percent
Continue to make planned improvements based on adopted plan	8	7.7 %
Keep current configuration but table additional improvements for further community input	7	6.7 %
Explore options that restore vehicle lane, but retain as many pedestrian & bicycle elements as possible	32	30.8 %
Restore previous configuration (removing on-street parking, bike lanes, pedestrian refuge islands, decorative elements)	45	43.3 %
Not provided	12	11.5 %
Total	104	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q33. What do you think the next steps of the Armour Road Complete Street project should be? (without "not provided")**

Q33. What should next steps of Armour Road Complete Street project be	Number	Percent
Continue to make planned improvements based on adopted plan	8	8.7 %
Keep current configuration but table additional improvements for further community input	7	7.6 %
Explore options that restore vehicle lane, but retain as many pedestrian & bicycle elements as possible	32	34.8 %
Restore previous configuration (removing on-street parking, bike lanes, pedestrian refuge islands, decorative elements)	45	48.9 %
Total	92	100.0 %

## **Section 4**

# ***Survey Instrument***

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March 2020

Dear North Kansas City Business:

The City Council has authorized a survey of our business community, which you will find enclosed. The survey is designed, distributed, and analyzed by a professional survey company, ETC Institute. We are working with ETC as our survey professionals. While they are located in the Kansas City area, ETC conducts surveys such as this for municipalities nationwide. In addition to the beneficial information we will receive from each of you, ETC's participation gives us the added benefit of comparing NKC business responses with those of businesses in other cities, further assisting in the analysis of what our business community thinks about the City and the services it provides.

On behalf of the City Council, I ask for your help by taking a few minutes to complete the enclosed survey. As only one survey can be received per business, we urge you to participate in this survey of the business community. Please be assured that the City will never see any individual survey, and that your survey response will be held in complete confidence by ETC. Your feedback is critical to us as we seek to obtain a better understanding of your impressions of the North Kansas City community.

You can return the survey in the enclosed postage-paid envelope to ETC INSTITUTE, 725 W Frontier Circle, Olathe, KS 66061. If you prefer, you can complete the survey online at [www.nkcbusinesssurvey.org](http://www.nkcbusinesssurvey.org). If you have questions, please contact Crystal Doss, City Clerk at (816) 274-6000 or via e-mail at [cdoss@nkc.org](mailto:cdoss@nkc.org).

We thank you in advance for taking part in making North Kansas City a better community.

Sincerely,



Don Stielow  
Mayor

# 2020 City of North Kansas City Business Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's effort to involve the business community in City decision-making. You may return this survey in the enclosed postage-paid envelope or complete the survey online at [www.NKCBusinessSurvey.org](http://www.NKCBusinessSurvey.org).

## Part 1: City Service Delivery

1. How would you rate the City of North Kansas City overall as a place to do business?

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

2. Please rate your satisfaction with the following City services on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with regard to how they affect your business' ability to operate.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Police services	5	4	3	2	1	9
02. Fire/EMS services	5	4	3	2	1	9
03. Street maintenance, including sidewalks, medians and curbs	5	4	3	2	1	9
04. Street lighting	5	4	3	2	1	9
05. Street sweeping/cleanliness of public areas	5	4	3	2	1	9
06. Stormwater drainage/flood management	5	4	3	2	1	9
07. Enforcement of codes and ordinances	5	4	3	2	1	9
08. Effectiveness of City communication with businesses	5	4	3	2	1	9
09. Quality of customer service provided by City employees	5	4	3	2	1	9
10. Effectiveness of the NKC Business Council with businesses	5	4	3	2	1	9

3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business?  
*[Write in your answers below using the numbers from the list in Question 2.]*

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_

4. Please indicate whether your business has interacted with City staff from the departments listed below during the past year. If "Yes", please rate their performance in that area.

Type of Staff/Department	Have you had contact with staff in this department?		If "Yes", please rate the City's performance					
	Yes	No	Excellent	Good	Average	Below Average	Poor	Don't Know
01. City Administrator's Office	Yes	No	5	4	3	2	1	9
02. Business Licensing	Yes	No	5	4	3	2	1	9
03. Community Development (Planning/Zoning)	Yes	No	5	4	3	2	1	9
04. Community Development (Building Codes/Permitting)	Yes	No	5	4	3	2	1	9
05. Community Development (Property Maintenance)	Yes	No	5	4	3	2	1	9
06. Police	Yes	No	5	4	3	2	1	9
07. Fire/EMS	Yes	No	5	4	3	2	1	9
08. Public Works (Streets/Traffic)	Yes	No	5	4	3	2	1	9
09. Public Works (Water/Sewer/Stormwater) Yes	Yes	No	5	4	3	2	1	9
10. Water/Sewer Billing	Yes	No	5	4	3	2	1	9

5. Please indicate whether your business has interacted with the City of North Kansas City during the past year related to the following services. If "Yes," please rate the City's performance in that area.

Type/Area of Contact	Have you had this type of contact with the City?		If "Yes", please rate the City's performance						
	Yes	No	Excellent	Good	Average	Below Average	Poor	Don't Know	
1. Zoning/development review	Yes	No	5	4	3	2	1	9	
2. Construction/building permits or inspections	Yes	No	5	4	3	2	1	9	
3. Fire inspections	Yes	No	5	4	3	2	1	9	
4. Business licensing	Yes	No	5	4	3	2	1	9	

6. City facilities are currently open Monday through Friday from 8:00 a.m. to 5:00 p.m. If the City were to expand its daily customer service operating hours, which of the following would be most convenient for you? [Check all that apply.]

- (1) Open before 8:00 a.m.                       (3) No change in hours  
 (2) Remain open after 5:00 p.m.                       (4) Offer more online services

7. Is there an area or service you wish the City (or partner organization) would provide, which is not currently being provided to your business? If so, please explain.

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8. Were you aware of any of the public meetings or open houses the City has hosted in the last two years?

- (1) Yes [Answer Q8a.]                       (2) No [Go to Q9.]

8a. Have you attended a public meeting or open house in the last two years?

- (1) Yes                       (2) No

**Part 2: Perceptions of the Community**

9. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate your satisfaction with the following in the City of North Kansas City.

How satisfied is your business with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Image of the City	5	4	3	2	1	9
02. Quality of life in the City	5	4	3	2	1	9
03. Quality of services provided by the City	5	4	3	2	1	9
04. Overall value your company receives for your local taxes and fees	5	4	3	2	1	9
05. Overall feeling of safety in the City	5	4	3	2	1	9
06. Quality of new development in the City	5	4	3	2	1	9
07. Quality of local schools	5	4	3	2	1	9
08. Availability of parking for your business	5	4	3	2	1	9
09. Access to quality housing options for your workforce	5	4	3	2	1	9
10. Availability of trained employees	5	4	3	2	1	9
11. Access to highways	5	4	3	2	1	9
12. Access to the airport	5	4	3	2	1	9
13. Proximity to other businesses that are important to your business	5	4	3	2	1	9
14. Availability of public transportation	5	4	3	2	1	9
15. Availability of libraries, arts, sports, and cultural amenities (quality of life)	5	4	3	2	1	9
16. Availability of telecommunications, utilities, and other infrastructure	5	4	3	2	1	9
17. Availability of parks and open space	5	4	3	2	1	9
18. Quality/attractiveness of downtown	5	4	3	2	1	9
19. The physical appearance of your business location	5	4	3	2	1	9
20. The affordability of North Kansas City to operate a business	5	4	3	2	1	9

10. Which **FOUR** of the items listed in Question 9 will have the **MOST IMPACT** on your decision to stay in the City of North Kansas City for the next 10 years? [Write in your answers below using the numbers from the list in Question 9.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_

11. Thinking generally about North Kansas City, how likely would you be to recommend the City of North Kansas City as a business location to friends, family, co-workers, colleagues, and other businesses?

\_\_\_\_(1) Very Likely      \_\_\_\_ (3) Somewhat Likely      \_\_\_\_ (5) Not Likely at All  
 \_\_\_\_ (2) Likely      \_\_\_\_ (4) Not Likely      \_\_\_\_ (9) Don't Know

12. Which of the following best describes the overall business atmosphere in the City of North Kansas City today, compared to two years ago?

\_\_\_\_ (1) Better      \_\_\_\_ (3) No change, but poor      \_\_\_\_ (9) Don't Know/Unsure  
 \_\_\_\_ (2) No change, but good      \_\_\_\_ (4) Worse

13. What are the community's strengths as a place to do business?

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14. What are the community's weaknesses as a place to do business?

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**Part 3: Workforce Issues**

15. Please rate the workforce in the City of North Kansas City in the following areas.

How does your business rate...	Excellent	Good	Average	Below Average	Poor	Don't Know
1. The availability of workers	5	4	3	2	1	9
2. The quality of workers	5	4	3	2	1	9
3. The stability of the workforce	5	4	3	2	1	9
4. The education/technical skills of workers	5	4	3	2	1	9

**Part 4: Codes and Regulations**

16. Using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied," please rate your satisfaction with the following City codes and regulations.

How satisfied is your business with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Zoning/Land Use	5	4	3	2	1	9
2. Landscaping requirements	5	4	3	2	1	9
3. Requirements for business property maintenance	5	4	3	2	1	9
4. Business signage regulations	5	4	3	2	1	9
5. Business parking regulations	5	4	3	2	1	9
6. Interactions with City Hall	5	4	3	2	1	9

17. How would you best describe the cost of doing business in the City of North Kansas City?

\_\_\_\_ (1) Extremely low      \_\_\_\_ (3) Average      \_\_\_\_ (5) Extremely high  
 \_\_\_\_ (2) Low      \_\_\_\_ (4) High      \_\_\_\_ (9) Don't Know

**Part 5: Future Plans**

**18. In the next 12 months, is your business considering any of the following? [Check all that apply.]**

- (1) Expanding/renovating in the City of North Kansas City
- (2) Hiring additional staff in the City of North Kansas City
- (3) Relocating to another location in the City of North Kansas City
- (4) Relocating to another location outside the City of North Kansas City
- (5) Downsizing
- (6) Closing
- (7) None of these
- (9) Don't know

**19. Where is your company's primary product/service in its life cycle?**

- (1) Emerging
- (2) Maturing
- (3) Growing
- (4) Declining

**20. What best describes your company's total sales?**

- (1) Increasing
- (2) Stable
- (3) Decreasing

**21. Are new products/services anticipated for your company in the next two (2) years?**

- (1) Yes
- (2) No

**22. Are there any barriers to your company's growth in North Kansas City?**

- (1) Yes [Answer Q22a.]
- (2) No [Skip to Q23.]

**22a. If yes, what are they?** \_\_\_\_\_

**Demographics**

**23. Does your business own or rent/lease the facility where your business is located?**

- (1) Own
- (2) Rent/Lease
- (9) Don't Know

**24. Which of the following best describes your business/organization's sector?**

- (01) Agriculture, Forestry, Fishing & Hunting
- (02) Administrative Support Services
- (03) Utilities
- (04) Construction
- (05) Communications
- (06) Manufacturing
- (07) Wholesaler/Distributor
- (08) Retail Trade
- (09) Transportation/Warehousing
- (10) Information and Advertising
- (11) Finance and Insurance
- (12) Real Estate and Rental Leasing
- (13) Professional, Scientific, and Technical Services
- (14) Management of Companies and Enterprises
- (15) Waste Management, Remediation Services
- (16) Educational Services
- (17) Health Care and Social Assistance
- (18) Arts, Entertainment, and Recreation
- (19) Developer
- (20) Public Administration
- (21) Hotels and Restaurants
- (22) Other: \_\_\_\_\_

**25. Which of the following best describes your position with your business?**

- (1) Owner
- (2) CFO
- (3) Manager
- (4) Other: \_\_\_\_\_

**26. How many people does your business currently employ in the City of North Kansas City?**

Total # Full Time: \_\_\_\_\_ Total # Part Time: \_\_\_\_\_

**27. How many years has your business been in the City of North Kansas City?** \_\_\_\_\_ years

**28. What best describes your company's primary market?**

- (1) Local (KC Metro)
- (2) Regional
- (3) National
- (4) International

**29. Are you a member of these business organizations? [Check all that apply.]**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) North Kansas City Business Council     | <input type="checkbox"/> (5) Greater Kansas City Chamber of Commerce |
| <input type="checkbox"/> (2) Northland Regional Chamber of Commerce | <input type="checkbox"/> (6) Clay County EDC                         |
| <input type="checkbox"/> (3) EDC of Kansas City                     | <input type="checkbox"/> (7) VisitKC                                 |
| <input type="checkbox"/> (4) RiverNorth Business League             |  |

**30. How do you find out about business-related news in North Kansas City? [Check all that apply.]**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) North Kansas City Business Council     | <input type="checkbox"/> (5) RiverNorth Business League              |
| <input type="checkbox"/> (2) Northland Regional Chamber of Commerce | <input type="checkbox"/> (6) Greater Kansas City Chamber of Commerce |
| <input type="checkbox"/> (3) EDC of Kansas City                     | <input type="checkbox"/> (7) Clay County EDC                         |
| <input type="checkbox"/> (4) City of North Kansas City              | <input type="checkbox"/> (8) Visit KC                                |

**Armour Road Complete Street Questions**

**In the Summer of 2019, North Kansas City made improvements to Armour Road (between Linn and Fayette Streets) to make it a Complete Street. Complete streets are planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. The project added crosswalks, pedestrian refuge islands, on-street parking, bicycle lanes, and improved bus stops. Construction also included landscaping and decorative crosswalks at Armour Road and Iron Street.**

**31. Is your business located on (or immediately adjacent to) Armour Road?**     (1) Yes     (2) No

**32. Has your business been affected by the Armour Road Complete Street Project project?**

- (1) Yes [Answer Q32.]     (2) No [Skip to Q33.]     (3) Unsure [Skip to Q33.]

**32a. How has it been affected by these improvements?**     (1) Positive     (2) Negative

**32b. Please explain.**

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**33. What do you think the next steps of the Armour Road Complete Street project should be?**

- (1) Continue to make planned improvements based on the adopted plan
- (2) Keep the current configuration but table additional improvements for further community input
- (3) Explore options that restore the vehicle lane, but retain as many pedestrian and bicycle elements as possible
- (4) Restore the previous configuration (removing the on-street parking, bike lanes, pedestrian refuge islands, decorative elements)

**To receive future communication from the City of North Kansas City, please provide your contact information below.**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Business Name: \_\_\_\_\_ Email: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**  
Please return your completed survey in the enclosed return-reply envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The address information printed to the right will ONLY be used to help identify areas with specific needs. Thank you.