

North Kansas City Community Survey

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Findings Report

Submitted to North Kansas City, Missouri

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725 W. Frontier Lane,
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2017 North Kansas City Community Survey Executive Summary

Purpose and Methodology

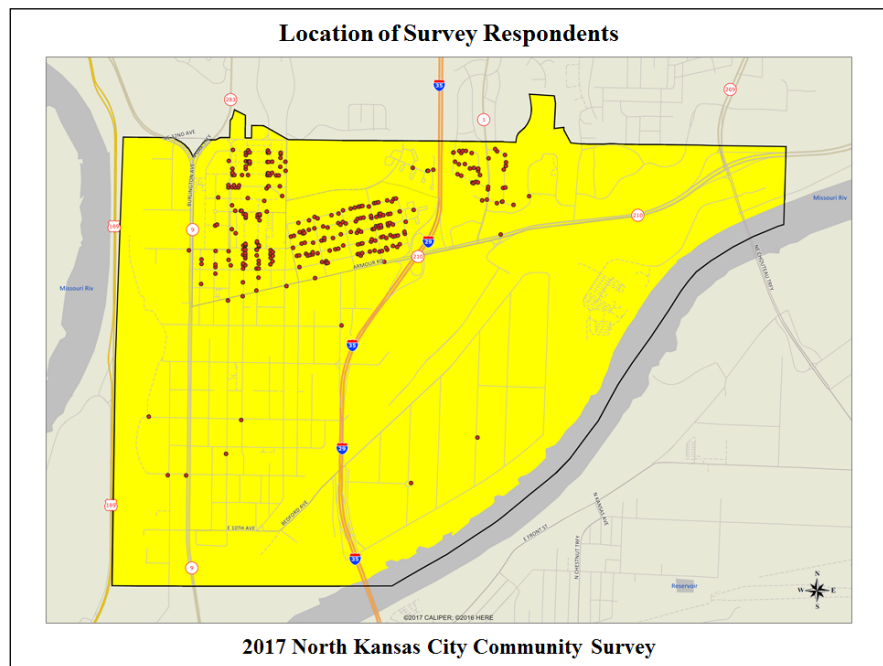
ETC Institute administered a survey to residents of North Kansas City during the spring of 2017. The purpose of the survey is to use resident input as a part of the City’s on-going efforts to improve the quality of city services. A previous community survey was conducted in 2012.

The six-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in North Kansas City. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of North Kansas City from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 300 residents. The goal was exceeded with a total of 340 residents completing the survey. The overall results for the sample of 340 households have a precision of at least +/-5.3% at the 95% level of confidence. The map to the right shows the location of survey respondents.

The percentage of “don’t know” responses has been excluded from many of the



graphs shown in this report to facilitate valid comparisons of the results from North Kansas City with the results from other communities in ETC Institute's *DirectionFinder*® database. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion.*"

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2012 community survey,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- benchmarking data that shows how the results for North Kansas City compare to other communities,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions of the City

Ninety-one percent (91%) of the residents surveyed, *who had an opinion*, indicated they were "very satisfied" or "satisfied" with the overall quality life in the City this figure is significantly more than the 2012 survey results. Ninety-one percent (91%) of those surveyed, *who had an opinion*, indicated they were "very satisfied" or "satisfied" with the overall quality of services provided by the city. North Kansas City should be proud that they have improved, since 2012, in all seven categories regarding items that may influence respondent's perceptions of the city, and they performed far better than national and regional averages in the three items that were comparable. Eighty-six percent (86%) of respondents indicated they believe it is "very important" or "important" for the City to make investments that enhance the visual attractiveness of North Kansas City.

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: fire and emergency medical services (93%), library services (92%), othe city's parks and recreation system (91%), and police services (91%). All 12 of the major categories of City services that were rated 65% or more of residents *who had an opinion* were "very satisfied" or "satisfied", City leaders have done a great job of ensuring overall satisfaction among residents is very high.

Perceptions of Safety

Ninety-four percent (94%) of respondents, *who had an opinion*, felt either "very safe" or "safe"

when rating their overall feeling of safety in their neighborhood during the day. Ninety percent (90%) of residents, *who had an opinion*, indicated felt either “very safe” or “safe” when rating the overall feeling of safety in city parks. Overall, a majority of respondents indicated felt either “very safe” or “safe” in all four items that were on the survey.

Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of local police protection (92%), the overall quality of local ambulance service (92%), and the overall quality of local fire protection (91%). The aspect of public safety services that respondents were least satisfied with is the quality of animal control (63%). The satisfaction figures for public safety services saw an upward trend from the 2012 survey results.
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance and appearance of existing city parks (90%), the number of city parks (88%), and the mowing and trimming of public areas (87%). The three parks and recreation services respondents indicated they felt were most important for the city to provide were the number of maintenance and appearance of existing city parks, walking and biking trails in the city, and the mowing and trimming of public areas.
- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of mowing on commercial property (69%), enforcing the maintenance of commercial properties (67%), and enforcing the clean-up of litter and debris (66%).
- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of city buildings such as City Hall (93%), the maintenance of major city streets (89%), and the cleanliness of city streets and other public areas (86%). The two items respondents feel are most important for the city to provide were; the maintenance of major city streets, and maintenance of streets in your neighborhood.
- **Solid Waste and Utility Services.** The highest levels of satisfaction with City solid waste and utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: drinking water services (82%), wastewater (sewer) services (81%), and residential trash (garbage) collection services (80%).

- **City Communication.** The highest levels of satisfaction with City Communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the City Newsletter, North Kansas City Connection (83%), and city efforts to keep you informed (62%).
 - Respondents were asked to indicate what sources they use to get information about the City. The most selected sources were the City Newsletter, North Kansas City Connection (80%) City Website (43%), and television news (34%).
 - Respondents were also asked to indicate what types of information they would like to see emphasized in the City Newsletter. Highlights of special events and happenings, highlights of City services and programs, and development issues were the three most selected items.

Additional Findings

- Forty-four percent of respondents indicated they have called, emailed, or visited the City with a question, problem, or complaint during the past year. Of those who indicated they had called, emailed, or visited the City 51% said it was “very easy”, 30% said it was “easy”, 14% said it was “difficult”, and 5% said it was “very difficult” to contact the person they needed to reach.
- Respondents who contacted the City during the past year were asked to indicate how often the employee they contacted exhibited four different behaviors. Based on the combined percentage of “always” and “usually” responses the most exhibited behavior was that employees were courteous and polite (86%).
- Thirty-three percent (33%) of respondents indicated that someone in their household would be interested in class or program that focuses on city operations, finances, and other information like a Citizens Academy.
- Ninety-four percent (94%) of respondents indicated they were aware of Snake Saturday, and 50% of those who were aware of the event participated in it last year. Eighty-one percent (81%) of respondents indicated they were aware of Fridays in the Park, 41% of those who were aware of the event participated in it last year. Sixty-three percent (63%) of respondents indicated they were aware of the Mayor’s Christmas Tree Lighting, 21% of those who were aware of the event participated in it last year. Forty-six percent (46%) of respondents indicated they were aware of the Swift Mile Street Festival, 21% of those who were aware of the event participated in it last year.
- Sixty-six percent (66%) of respondents indicated that prior to receiving this survey they knew that since 2000 the City of North Kansas City has contract with the Kansas City Area Transportation Authority (KCATA) to provide low cost, on-demand transportation service in North Kansas City. Of those who knew about this service prior to the receiving the survey, 26% have used it.

How North Kansas City Compares to Other Communities Nationally

Satisfaction ratings North Kansas City **rated the same as or above the U.S. average in 47 of the 50 areas** that were assessed. North Kansas City rated significantly higher than the U.S. average (difference of 5% or more) in all 47 of these areas. Listed below are the comparisons between North Kansas City and the U.S. average:

Service	NKC	U.S.	Difference	Category
Overall quality of services provided by the City	91%	49%	42%	Perceptions
Overall value you receive for City taxes and fees	79%	38%	41%	Perceptions
Maintenance of major City streets	89%	50%	39%	Maintenance
Maintenance of City streets and sidewalks	76%	41%	35%	Major Services
Maintenance of streets in your neighborhood	83%	48%	35%	Maintenance
Mowing and trimming of public areas	87%	54%	33%	Parks and Recreation
Customer service provided by City employees	77%	47%	30%	Major Services
The visibility of police in your neighborhood	86%	59%	27%	Public Safety Services
The City's parks and recreation system	91%	64%	27%	Major Services
Snow removal on major City streets	85%	58%	27%	Maintenance
Condition of sidewalks in the City	73%	47%	26%	Maintenance
Snow removal on neighborhood streets	74%	48%	26%	Maintenance
Enforcing the clean-up of litter & debris	66%	41%	25%	Code Enforcement
City's efforts to prevent crime	81%	56%	25%	Public Safety Services
City communication with the public	71%	47%	24%	Major Services
Cleanliness of City streets and other public areas	86%	62%	24%	Maintenance
Bulky item pick up/removal services	74%	51%	23%	Solid Waste/Utilities
Overall quality of local police protection	92%	70%	22%	Public Safety Services
Enforcing mowing on residential property	63%	41%	22%	Code Enforcement
The visibility of police in retail areas	82%	61%	21%	Public Safety Services
Number of City parks	88%	68%	20%	Parks and Recreation
City water and wastewater services	86%	66%	20%	Major Services
Maintenance and appearance of existing City parks	90%	70%	20%	Parks and Recreation
Adequacy of City street lighting	75%	56%	19%	Maintenance
Library services	93%	74%	19%	Major Services
Walking and biking trails in the City	78%	59%	19%	Parks and Recreation
City efforts to involve residents in local decisions	51%	33%	18%	Communications
Overall quality of life in the City	91%	73%	18%	Perceptions
Management of stormwater runoff & flood prevention	73%	56%	17%	Major Services
City efforts to keep you informed	62%	46%	16%	Communications
Enforcement of local traffic laws	80%	64%	16%	Public Safety Services
Enforcing the maintenance of commercial properties	67%	52%	15%	Code Enforcement
Enforcement of City codes and ordinances	67%	52%	15%	Major Services
Quality-outdoor/baseball/tennis/soccer/facilities	80%	65%	15%	Parks and Recreation
Enforcing maintenance of residential properties	56%	43%	13%	Code Enforcement
Enforcing sign regulations	64%	51%	13%	Code Enforcement
Quality of local ambulance service	92%	80%	12%	Public Safety Services
Quality of adult recreation programs	66%	54%	12%	Parks and Recreation
Recycling services	80%	69%	11%	Solid Waste/Utilities
Wastewater (sewer) services	81%	71%	10%	Solid Waste/Utilities
Yard waste pick up	76%	66%	10%	Solid Waste/Utilities
Enforcement of City codes and ordinances	62%	52%	10%	Major Services
Trash/recycling/yard waste collection services	79%	69%	10%	Major Services
Overall quality of local fire protection	91%	83%	8%	Public Safety Services
Residential trash (garbage) collection services	80%	73%	7%	Solid Waste/Utilities
Quality of youth recreation programs	66%	60%	6%	Parks and Recreation
Quality of animal control	63%	58%	5%	Public Safety Services
The City's website	59%	62%	-3%	Communications
The City's Television channel	48%	51%	-3%	Communications
Content on the City's social media sites	51%	56%	-5%	Communications

How North Kansas City Compares to Other Communities Regionally

Satisfaction ratings for North Kansas City rated the same or above the average for Missouri and Kansas Communities in 48 of the 50 areas that were assessed. North Kansas City rated significantly higher than this average (difference of 5% or more) in 47 of these areas. Listed below are the comparisons between North Kansas City and the average for Missouri and Kansas Communities:

Service	NKC	MO/KS	Difference	Category
Overall quality of services provided by the City	91%	46%	45%	Perceptions
Overall value you receive for City taxes and fees	79%	40%	39%	Perceptions
Mowing and trimming of public areas	87%	51%	36%	Parks and Recreation
Maintenance of City streets and sidewalks	76%	42%	34%	Major Services
Maintenance of major City streets	89%	55%	34%	Maintenance
Maintenance of streets in your neighborhood	83%	54%	29%	Maintenance
The visibility of police in your neighborhood	86%	58%	28%	Public Safety Services
City's efforts to prevent crime	81%	53%	28%	Public Safety Services
Condition of sidewalks in the City	73%	46%	27%	Maintenance
Overall quality of local police protection	92%	66%	26%	Public Safety Services
Overall quality of life in the City	91%	66%	25%	Perceptions
City communication with the public	71%	47%	24%	Major Services
The City's parks and recreation system	91%	67%	24%	Major Services
Cleanliness of City streets and other public areas	86%	62%	24%	Maintenance
Enforcing the clean-up of litter & debris	66%	42%	24%	Code Enforcement
Customer service provided by City employees	77%	53%	24%	Major Services
Adequacy of City street lighting	75%	52%	23%	Maintenance
Snow removal on neighborhood streets	74%	51%	23%	Maintenance
Snow removal on major City streets	85%	62%	23%	Maintenance
Library services	93%	70%	23%	Major Services
City water and wastewater services	86%	64%	22%	Major Services
Walking and biking trails in the City	78%	56%	22%	Parks and Recreation
The visibility of police in retail areas	82%	61%	21%	Public Safety Services
Enforcing mowing on residential property	63%	42%	21%	Code Enforcement
Management of stormwater runoff & flood prevention	73%	53%	20%	Major Services
Bulky item pick up/removal services	74%	55%	19%	Solid Waste/Utilities
Enforcing sign regulations	64%	46%	18%	Code Enforcement
Enforcement of City codes and ordinances	67%	50%	17%	Major Services
Number of City parks	88%	72%	16%	Parks and Recreation
Trash/recycling/yard waste collection services	79%	63%	16%	Major Services
City efforts to involve residents in local decisions	51%	35%	16%	Communications
Maintenance and appearance of existing City parks	90%	75%	15%	Parks and Recreation
Quality-outdoor/baseball/tennis/soccer/facilities	80%	65%	15%	Parks and Recreation
Quality of adult recreation programs	66%	51%	15%	Parks and Recreation
Enforcing the maintenance of commercial properties	67%	53%	14%	Code Enforcement
Enforcing maintenance of residential properties	56%	43%	13%	Code Enforcement
Enforcement of City codes and ordinances	62%	50%	12%	Major Services
Wastewater (sewer) services	81%	71%	10%	Solid Waste/Utilities
Quality of local ambulance service	92%	82%	10%	Public Safety Services
Enforcement of local traffic laws	80%	70%	10%	Public Safety Services
Recycling services	80%	72%	8%	Solid Waste/Utilities
Residential trash (garbage) collection services	80%	73%	7%	Solid Waste/Utilities
Quality of animal control	63%	56%	7%	Public Safety Services
Overall quality of local fire protection	91%	84%	7%	Public Safety Services
Yard waste pick up	76%	70%	6%	Solid Waste/Utilities
Quality of youth recreation programs	66%	60%	6%	Parks and Recreation
City efforts to keep you informed	62%	56%	6%	Communications
The City's website	59%	59%	0%	Communications
Content on the City's social media sites	51%	56%	-5%	Communications
The City's Television channel	48%	58%	-10%	Communications

Investment Priorities

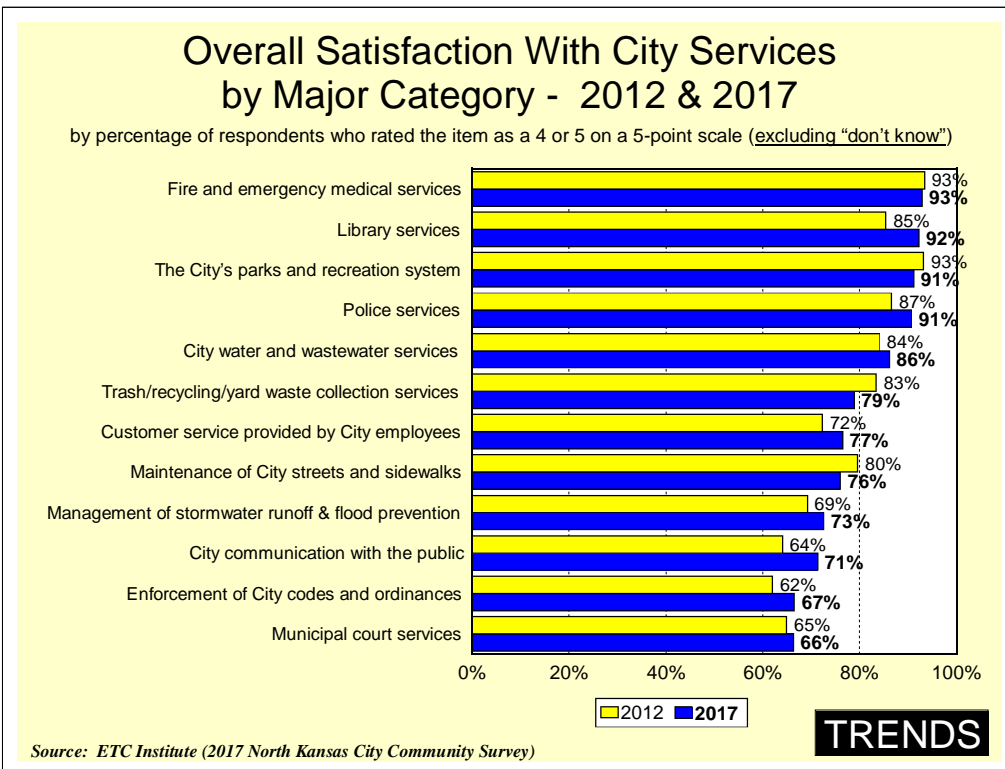
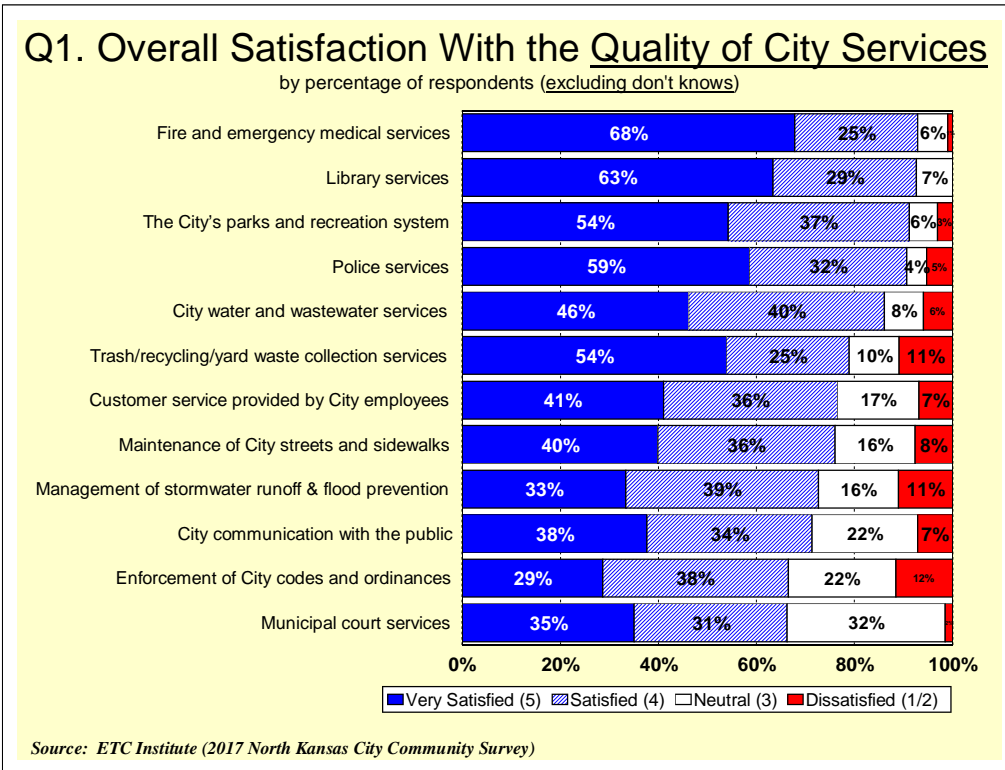
Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the 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, there were no major services that are recommended as very high or high priorities for investment over the next two years in order to raise the City’s overall satisfaction rating. North Kansas City continues to do a great job satisfying the needs of residents. The table below shows the importance-satisfaction rating for all 12 major categories of City services that were rated.

2017 Importance-Satisfaction Rating						
North Kansas City						
Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Maintenance of City streets and sidewalks	41%	5	76%	8	0.0974	1
Trash/recycling/yard waste collection services	46%	3	79%	6	0.0962	2
Police services	74%	1	91%	4	0.0689	3
Enforcement of City codes and ordinances	18%	7	67%	11	0.0590	4
City water and wastewater services	42%	4	86%	5	0.0577	5
Fire and emergency medical services	73%	2	93%	1	0.0520	6
Management of stormwater runoff & flood prevention	16%	8	73%	9	0.0444	7
City communication with the public	11%	10	71%	10	0.0304	8
The City's parks and recreation system	26%	6	91%	3	0.0231	9
Customer service provided by City employees	7%	11	77%	7	0.0153	10
Municipal court services	3%	12	66%	12	0.0098	11
Library services	11%	9	93%	2	0.0083	12

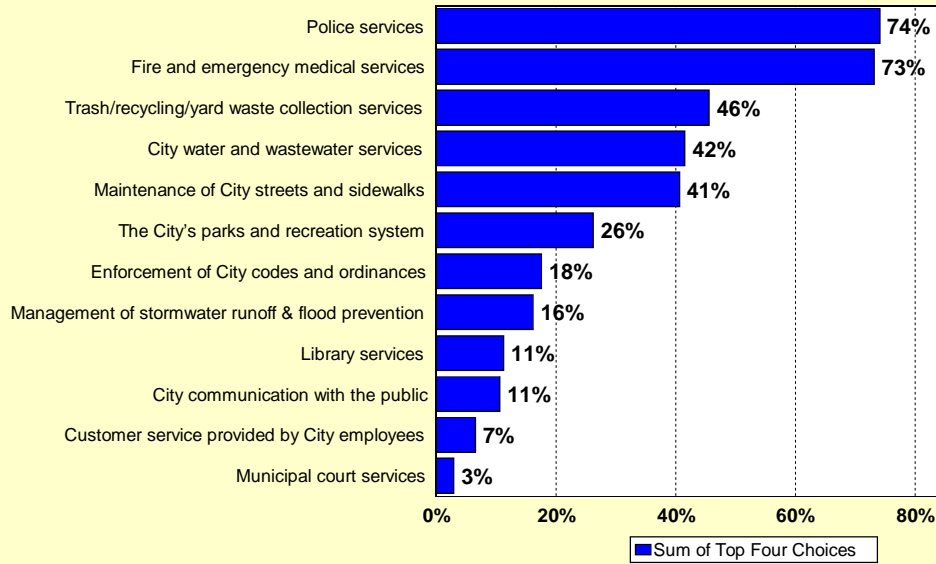
Section 1

Charts and Graphs



Q2. Overall City Services That Residents Felt Were Most Important For the City to Provide

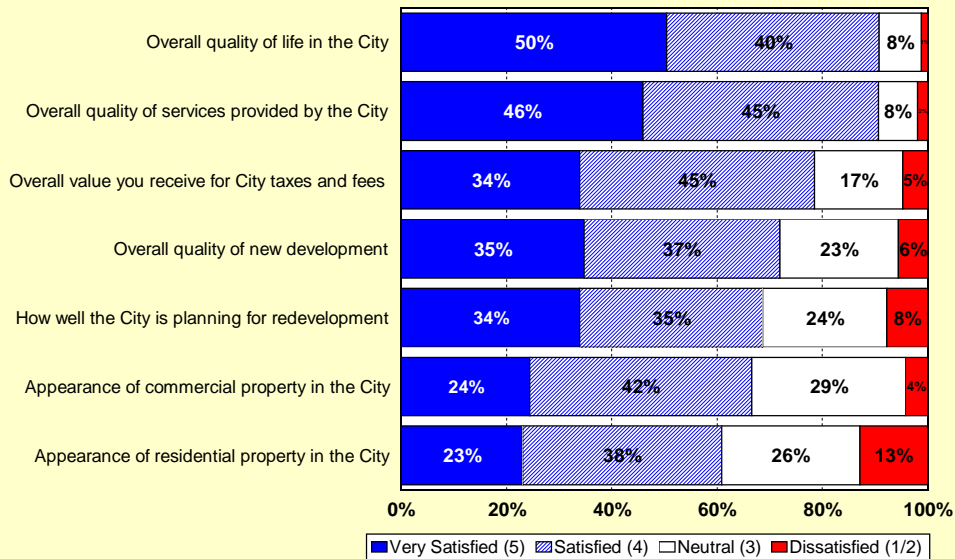
by percentage of respondents surveyed who selected the item as one of their top four choices



Source: ETC Institute (2017 North Kansas City Community Survey)

Q3. Satisfaction With Items That Influence Perceptions of North Kansas City

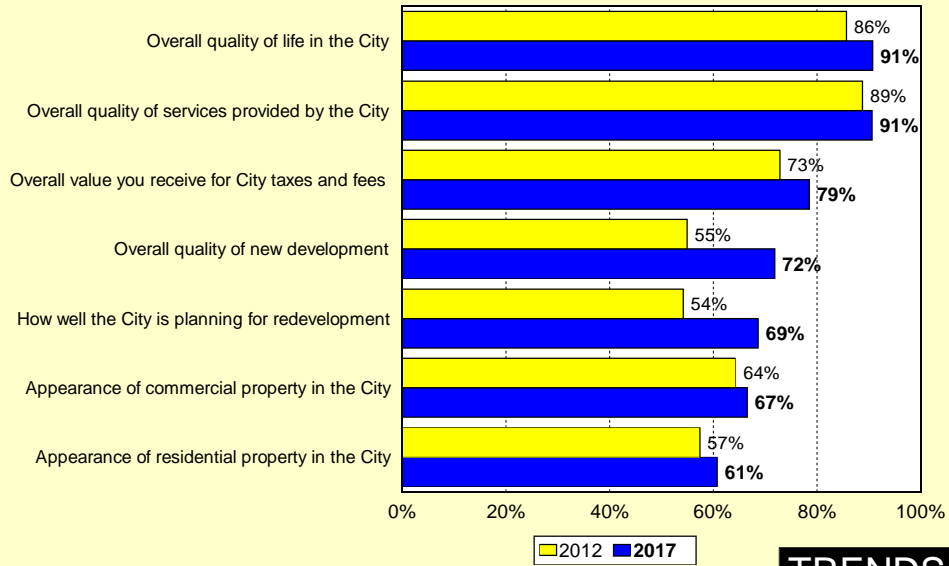
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2017 North Kansas City Community Survey)

Overall Satisfaction With Items That Influence Perceptions - 2012 & 2017

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

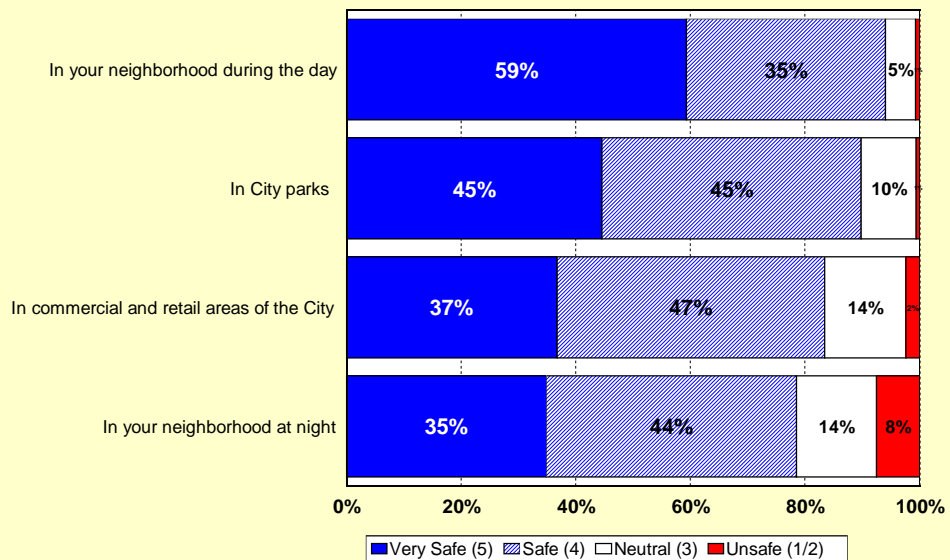


Source: ETC Institute (2017 North Kansas City Community Survey)

TRENDS

Q4. Perceptions of Safety in North Kansas City

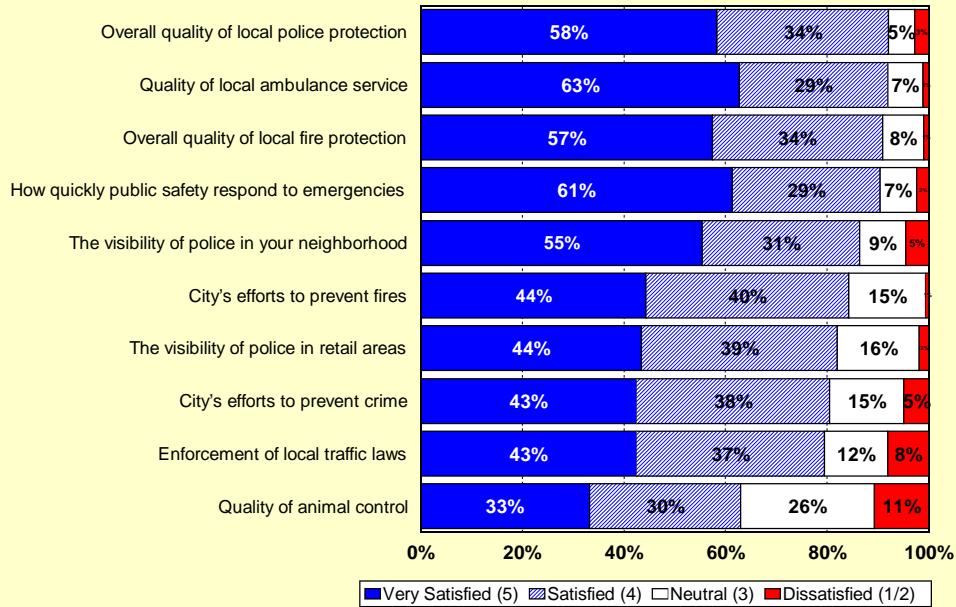
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2017 North Kansas City Community Survey)

Q5. Satisfaction With Public Safety Services

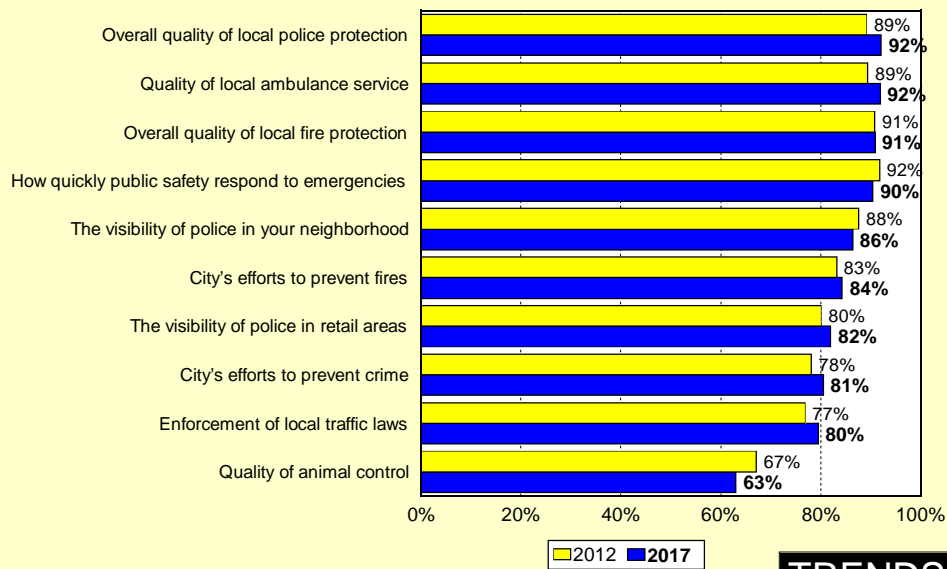
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2017 North Kansas City Community Survey)

Overall Satisfaction With Public Safety Services - 2012 & 2017

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

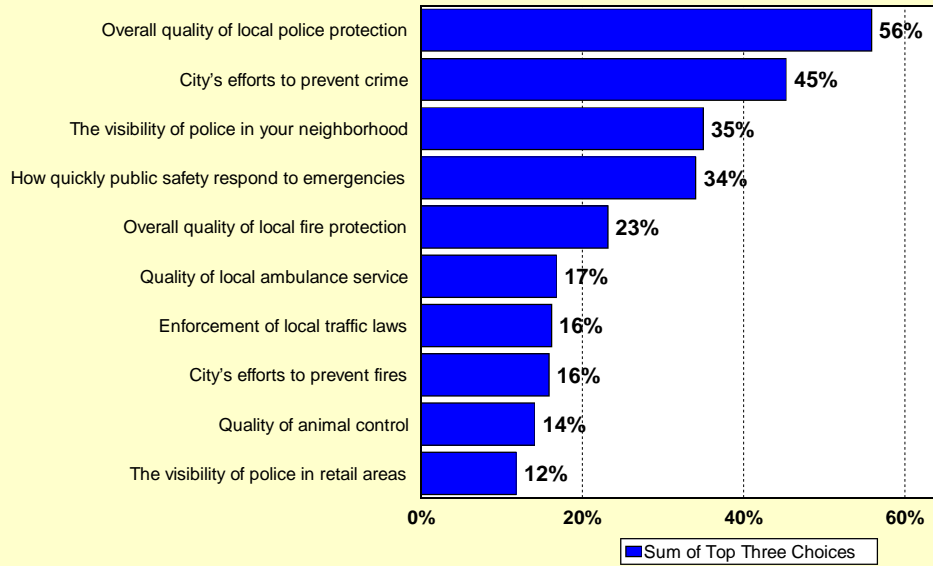


Source: ETC Institute (2017 North Kansas City Community Survey)

TRENDS

Q6. Public Safety Services That Residents Felt Were Most Important For the City To Provide

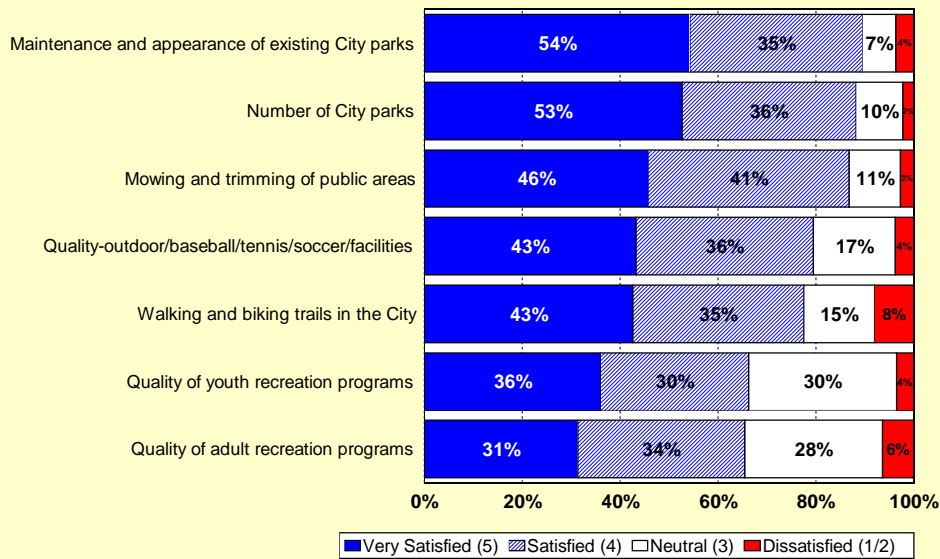
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2017 North Kansas City Community Survey)

Q7. Satisfaction with Various Aspects of Parks and Recreation

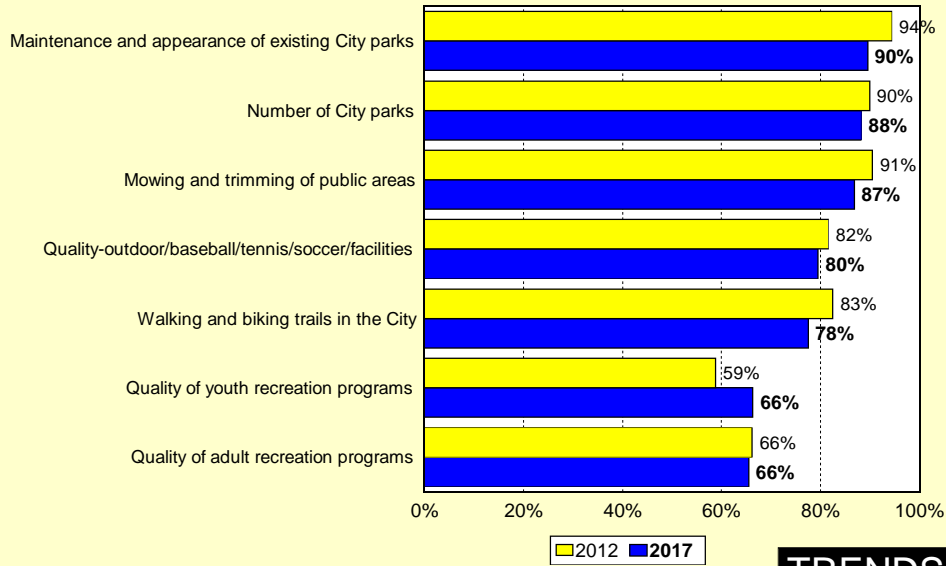
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2017 North Kansas City Community Survey)

Overall Satisfaction With Parks and Recreation - 2012 & 2017

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

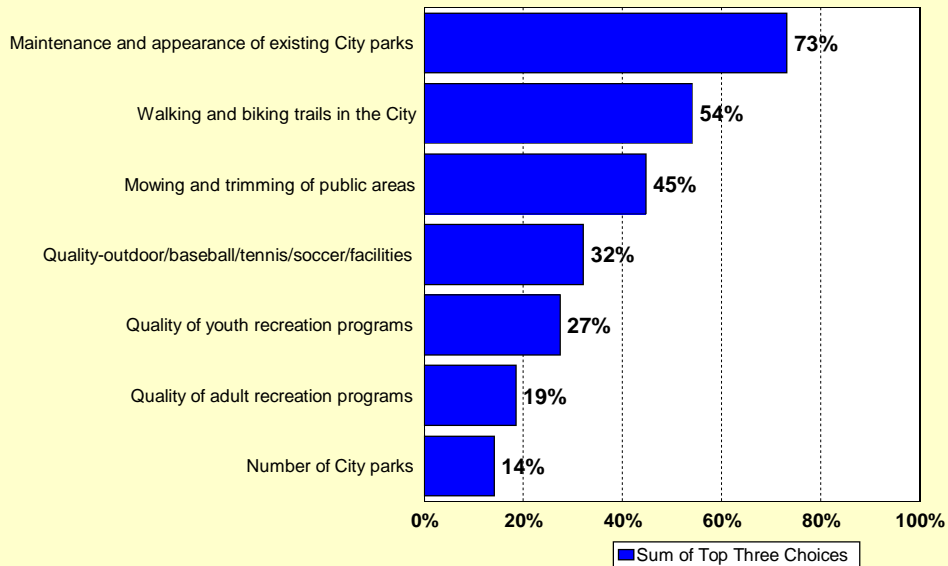


Source: ETC Institute (2017 North Kansas City Community Survey)

TRENDS

Q8. Parks and Recreation Services That Residents Felt Were Most Important For the City To Provide

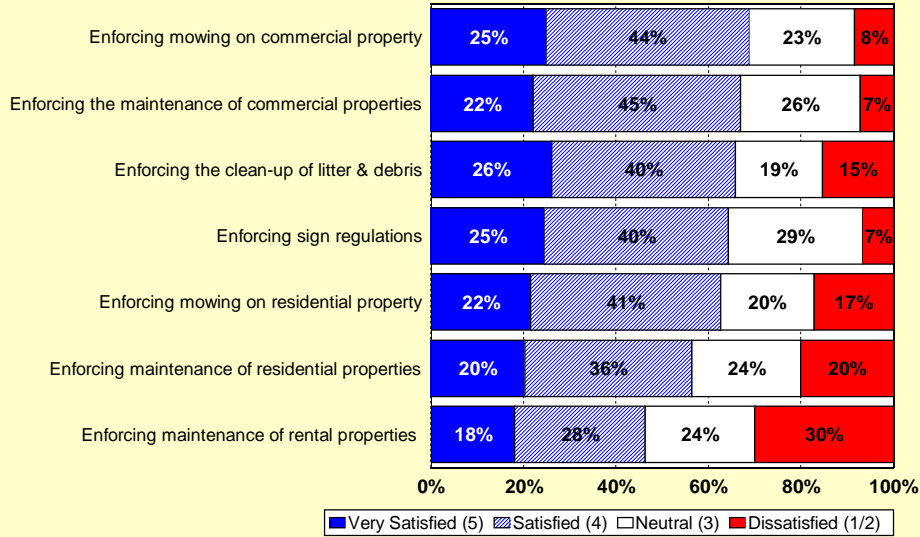
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2017 North Kansas City Community Survey)

Q9. Satisfaction with Various Aspects of Code Enforcement

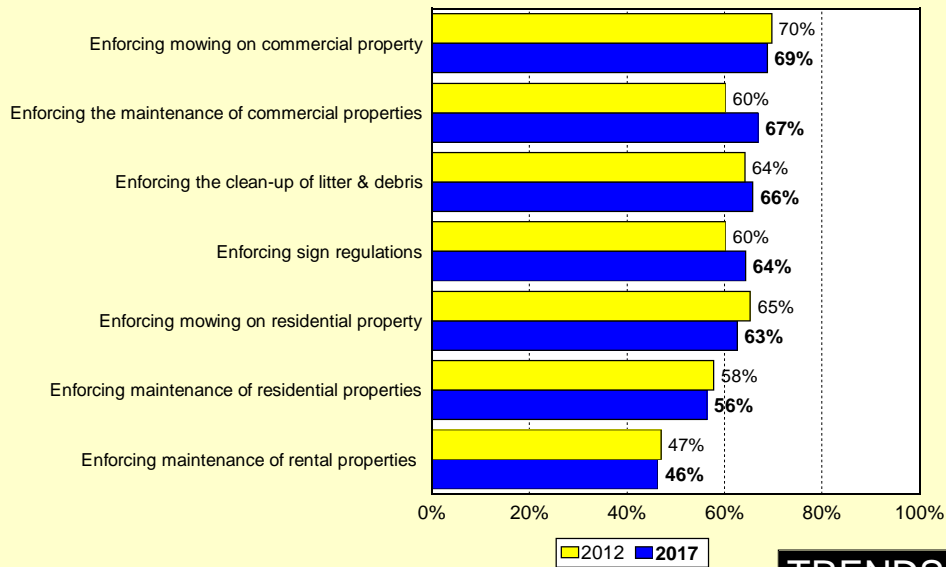
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2017 North Kansas City Community Survey)

Overall Satisfaction With Code Enforcement - 2012 & 2017

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

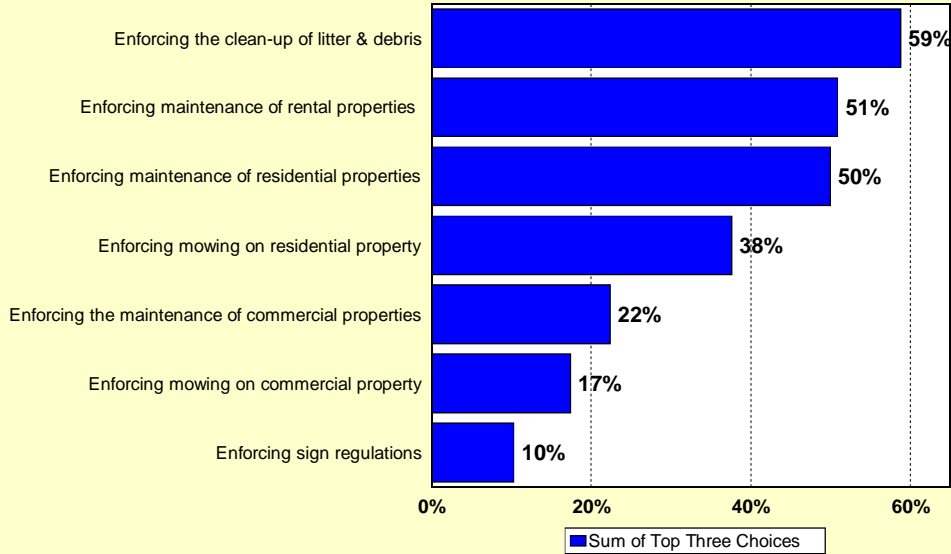


Source: ETC Institute (2017 North Kansas City Community Survey)

TRENDS

Q10. Code Enforcement Services That Residents Felt Were Most Important For the City To Provide

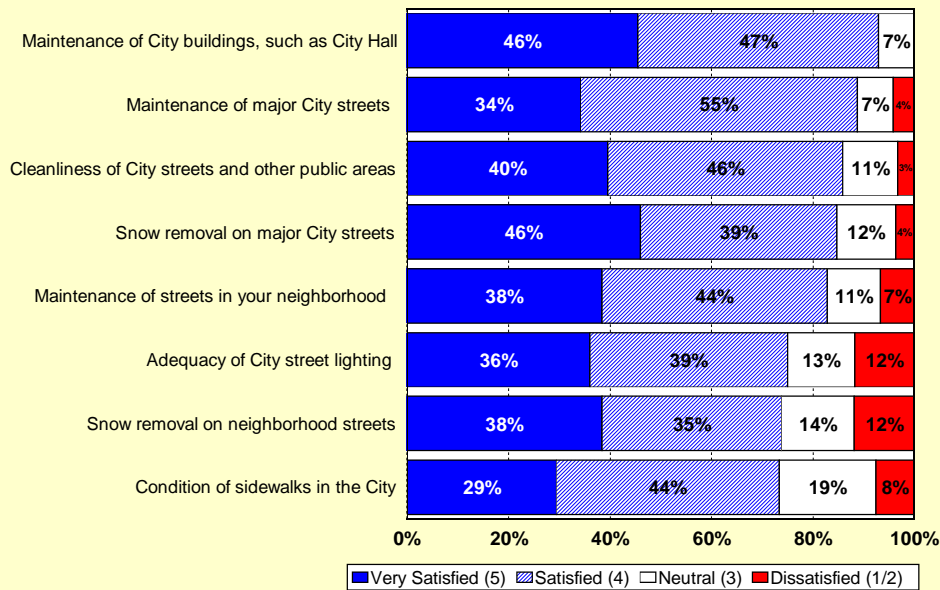
by percentage of respondents surveyed who selected the item as one of their top three choices



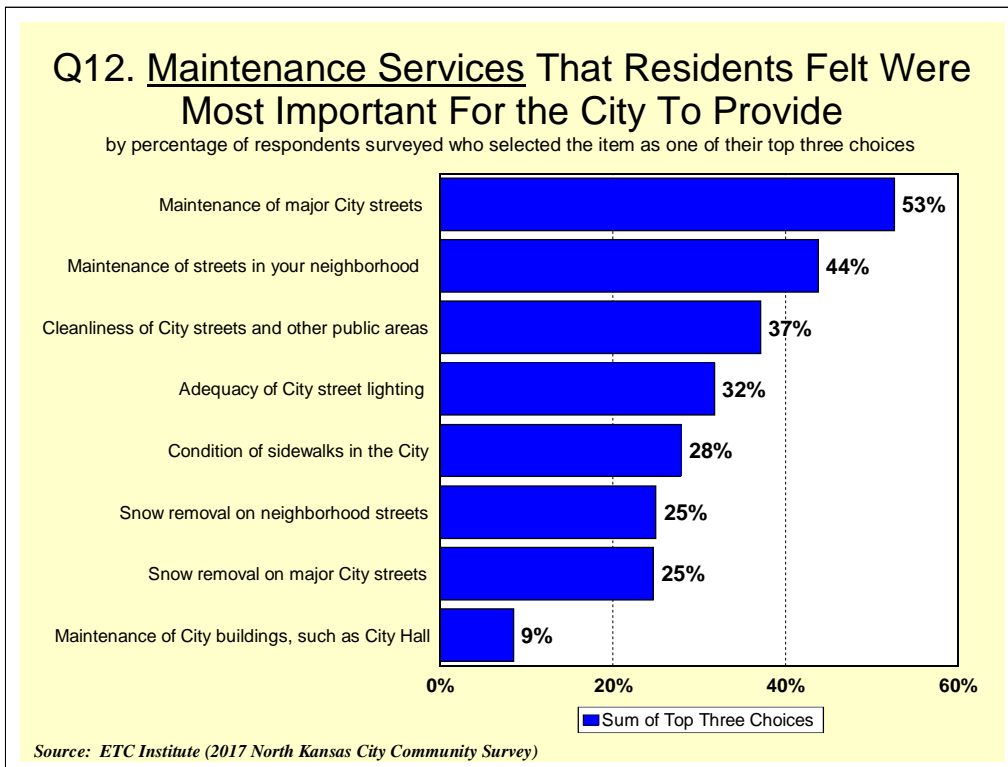
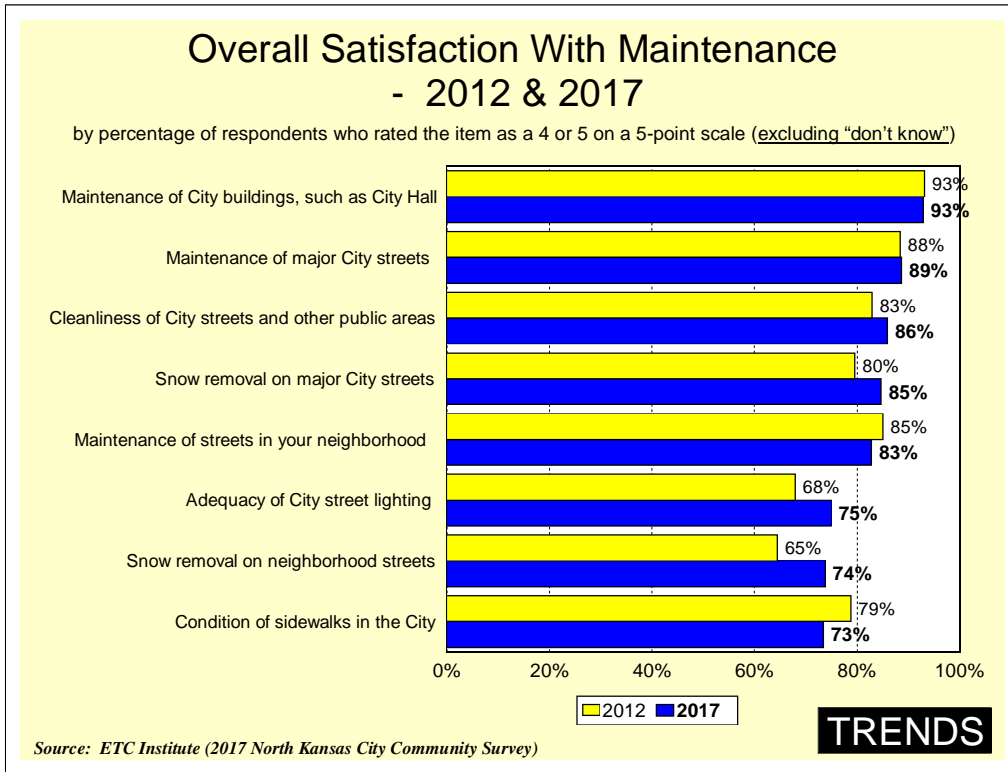
Source: ETC Institute (2017 North Kansas City Community Survey)

Q11. Satisfaction with Various Aspects of Maintenance

by percentage of respondents (excluding don't knows)

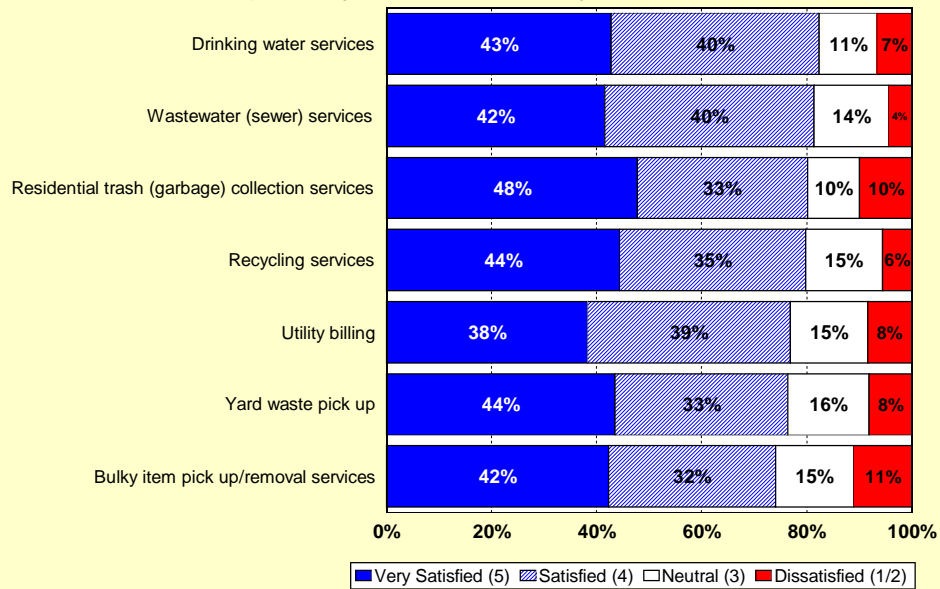


Source: ETC Institute (2017 North Kansas City Community Survey)



Q13. Satisfaction with Solid Waste/Utility Services

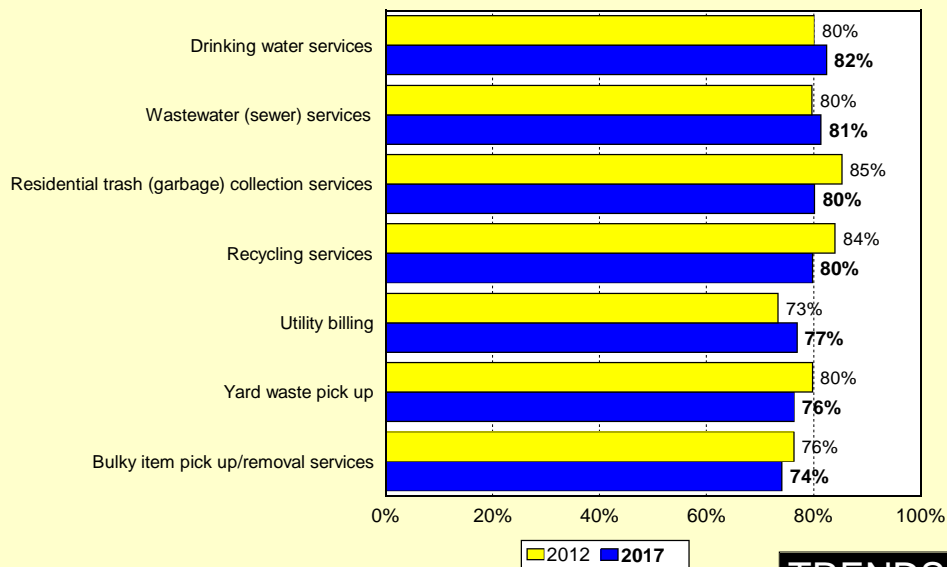
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2017 North Kansas City Community Survey)

Overall Satisfaction With Solid Waste/Utility Services - 2012 & 2017

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

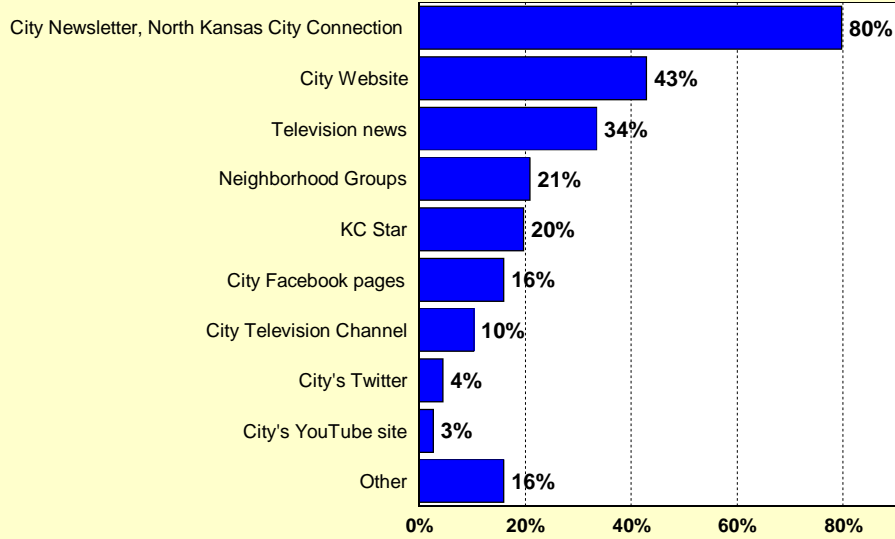


Source: ETC Institute (2017 North Kansas City Community Survey)

TRENDS

Q14. Sources Where Residents Currently Get Information About the City

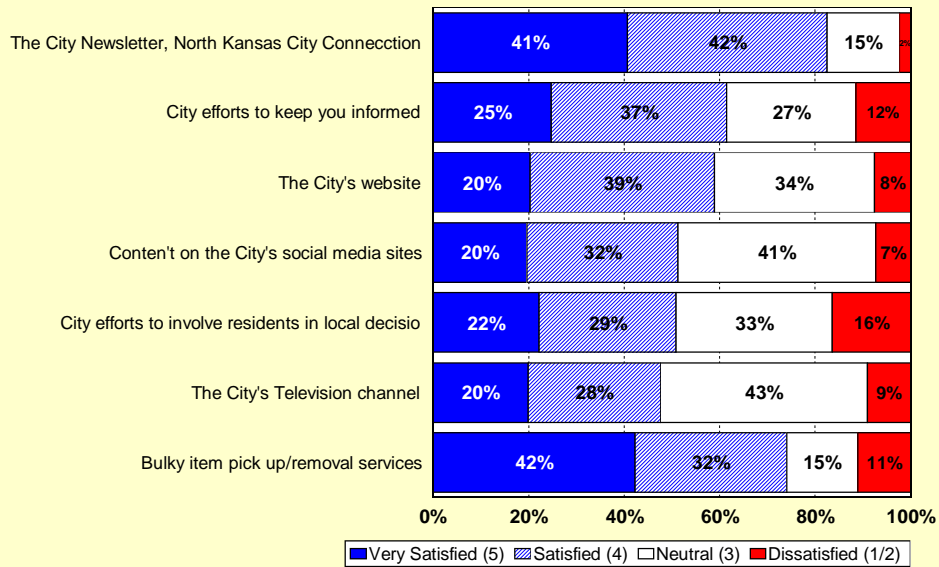
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2017 North Kansas City Community Survey)

Q15. Satisfaction with City Communication

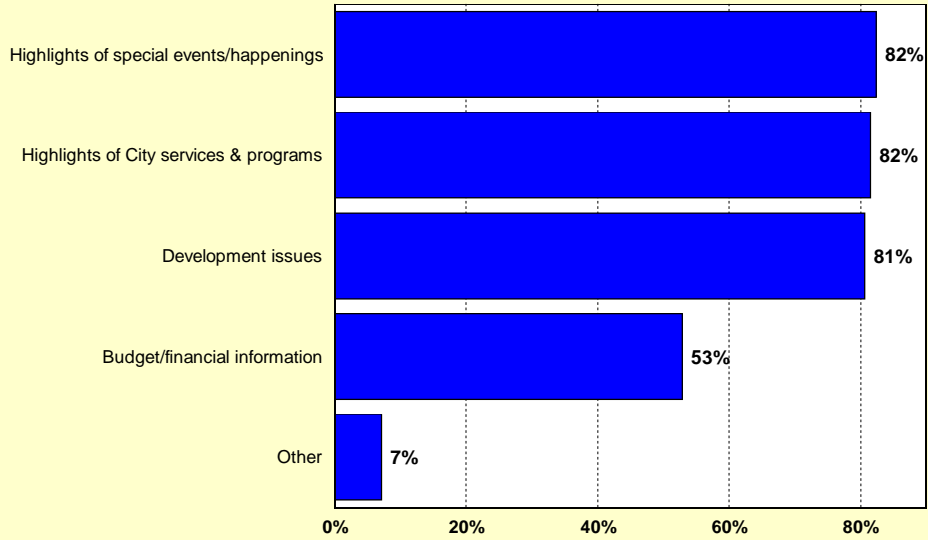
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2017 North Kansas City Community Survey)

Q16. Types of Information Would Like to See Emphasized in the Newsletter

by percentage of respondents who selected the item (multiple selections were allowed)

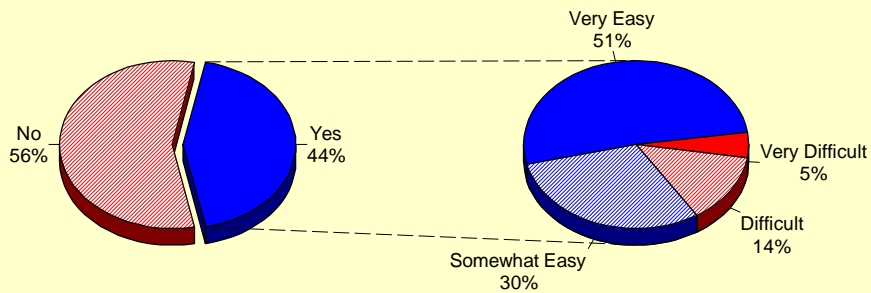


Source: ETC Institute (2017 North Kansas City Community Survey)

Q17. Have you called, emailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents

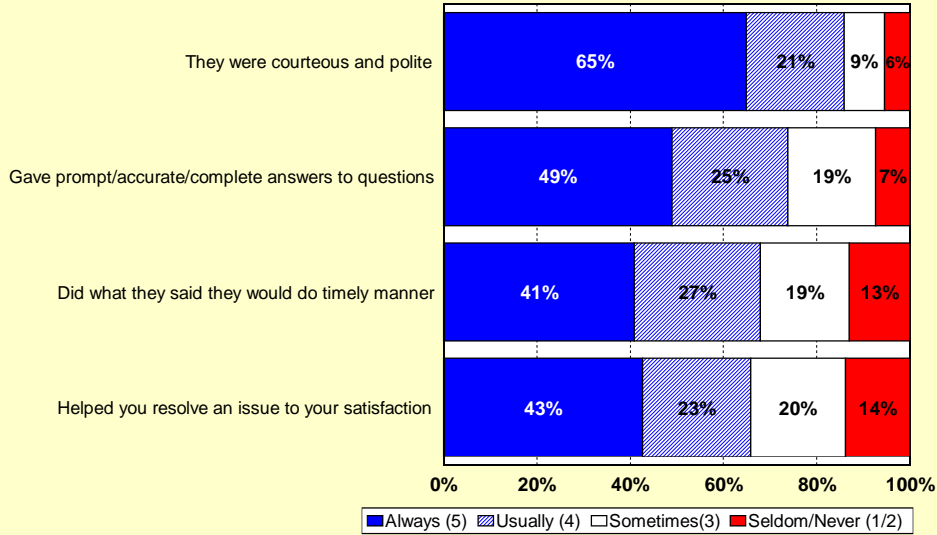
Q17a. If yes, how easy was it to contact the person you needed to reach?



Source: ETC Institute (2017 North Kansas City Community Survey)

Q17b-e. Satisfaction with the Customer Service Received from City Employees

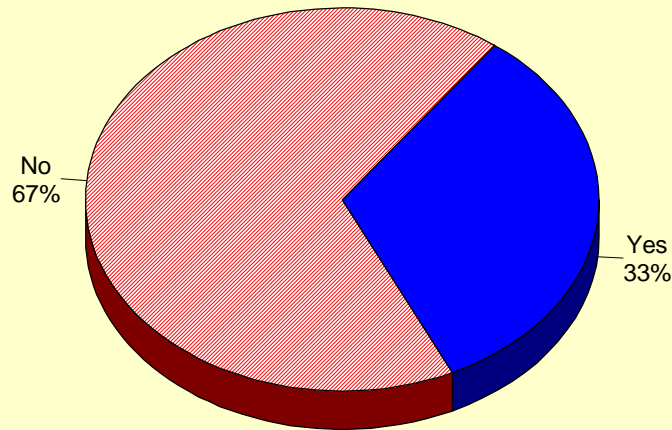
by percentage of respondents who contacted the City (excluding don't knows)



Source: ETC Institute (2017 North Kansas City Community Survey)

Q18. Would you or anyone in your home be interested in a class/program that focuses on city operations, finances and other information similar to a Citizens Academy?

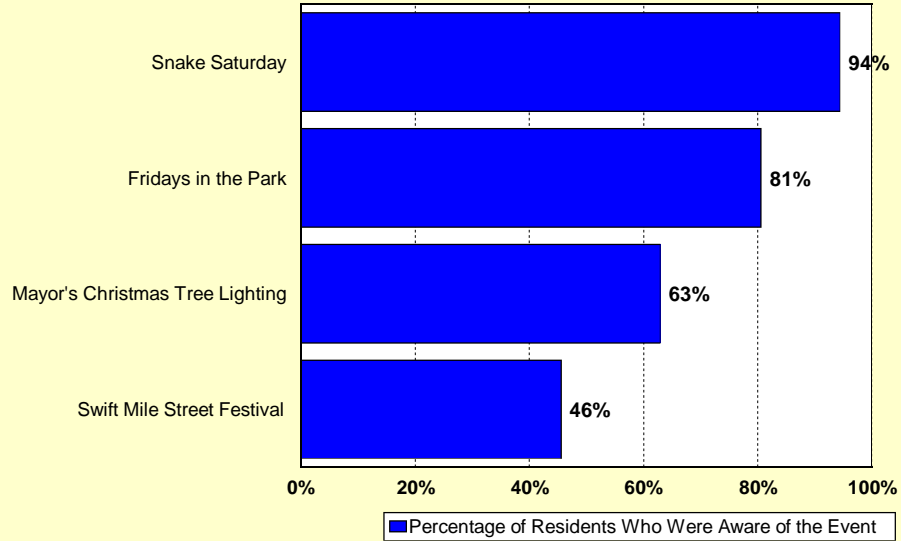
by percentage of respondents



Source: ETC Institute (2017 North Kansas City Community Survey)

Q19. Percent of Residents Who Were Aware of Various Events Offered or Supported by North Kansas City

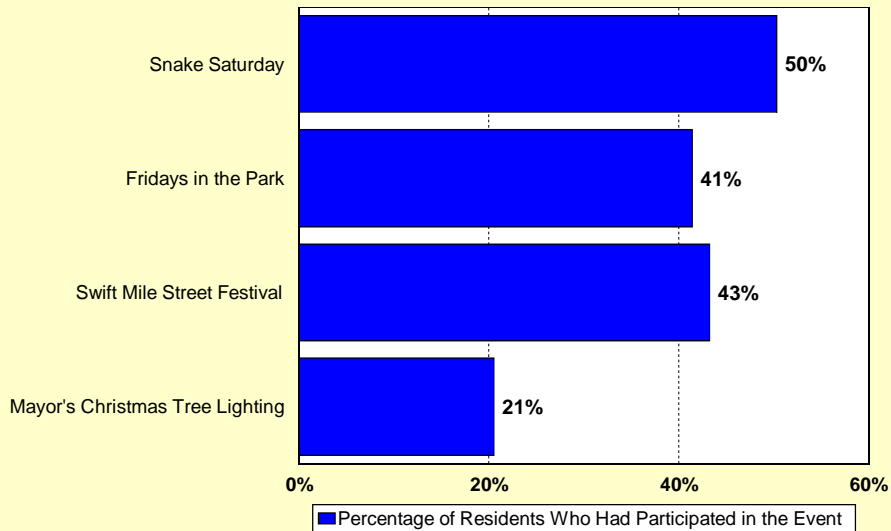
percentage of respondents who indicated they were AWARE of the event



Source: ETC Institute (2017 North Kansas City Community Survey)

Q20. Percent of Residents Who Had Participated in Various Events Offered or Supported by North Kansas City During the Past Year

percentage of respondents who had PARTICIPATED in the event during the past year

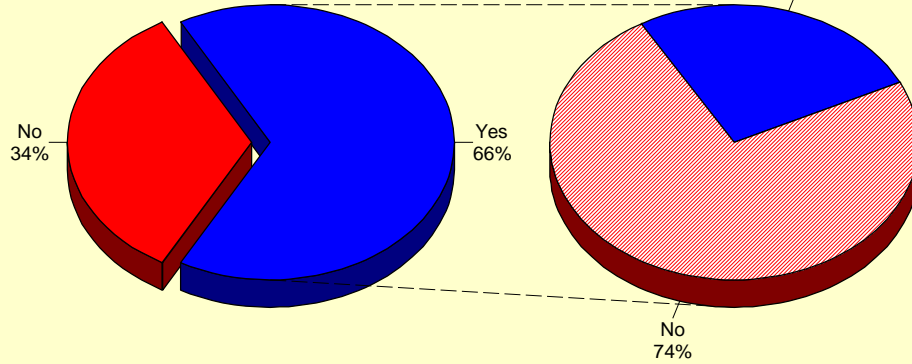


Source: ETC Institute (2017 North Kansas City Community Survey)

Q20. Prior to receiving this survey, did you know that since 2000 the City has contracted with KCATA to provide low cost, on-demand transportation service within North Kansas City?

by percentage of respondents

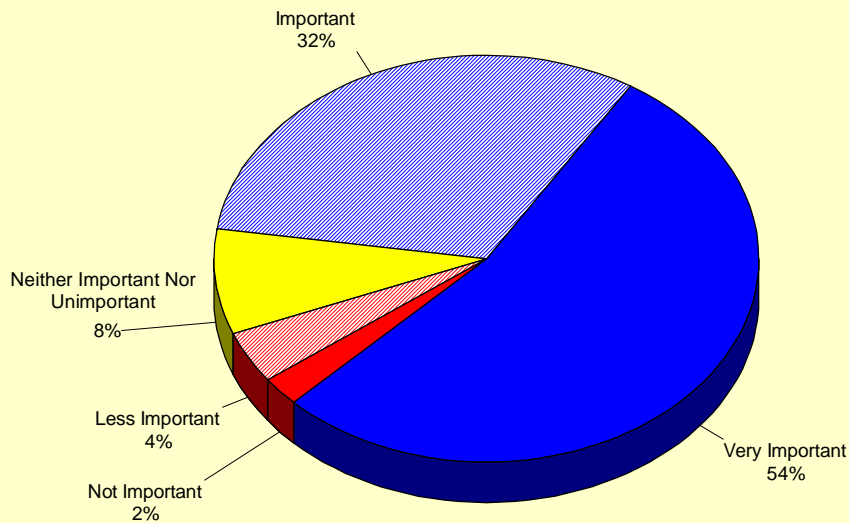
Q25a. Have you ever used the service?



Source: ETC Institute (2017 North Kansas City Community Survey)

Q21. How important is it for the City to make investments that enhance the visual attractiveness of the City?

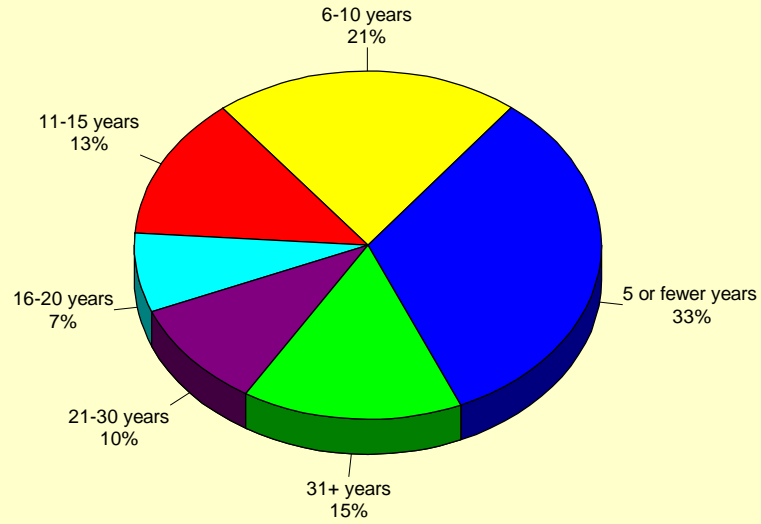
by percentage of respondents



Source: ETC Institute (2017 North Kansas City Community Survey)

Q22. Approximately how many years have you lived in North Kansas City?

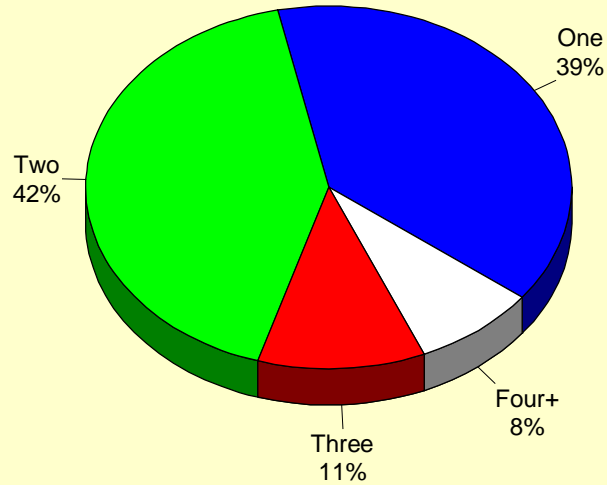
by percentage of respondents



Source: ETC Institute (2017 North Kansas City Community Survey)

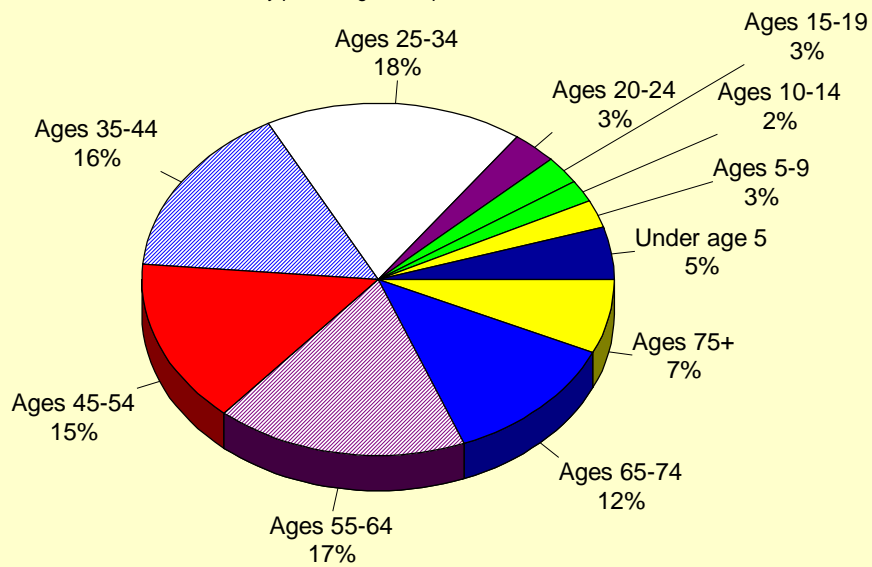
Demographics

Q23. Number of People Living in the Household by percentage of respondents



Source: ETC Institute (2017 North Kansas City Community Survey)

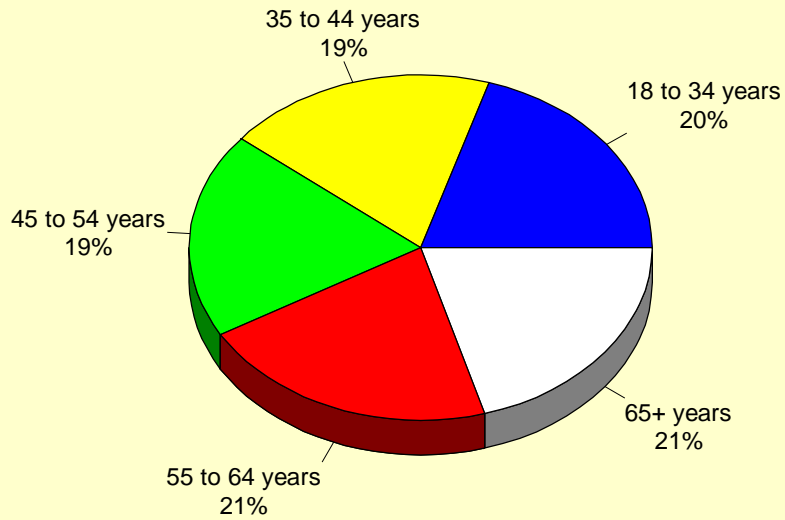
Q24. How many persons in your household are in each of the following age groups? by percentage of respondents



Source: ETC Institute (2017 North Kansas City Community Survey)

Q25. Age of Respondents

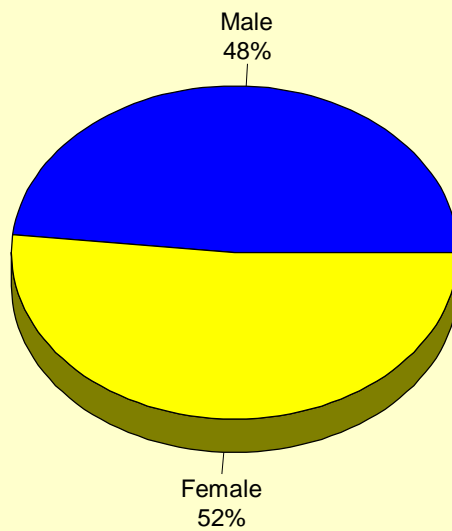
by percentage of respondents



Source: ETC Institute (2017 North Kansas City Community Survey)

Q26. Gender of Respondents

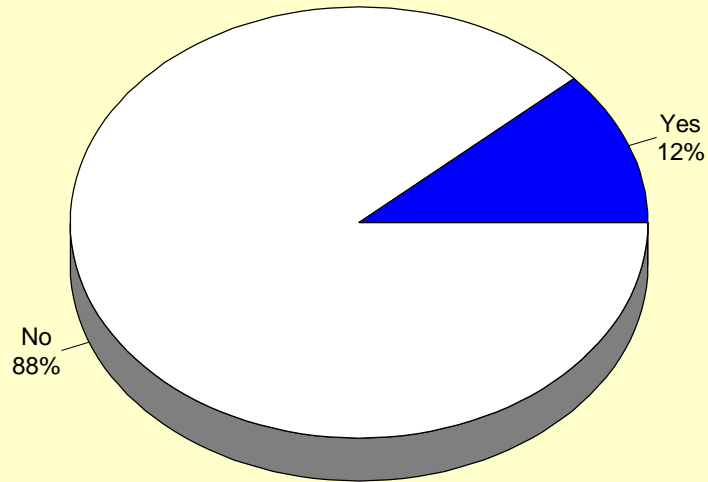
by percentage of respondents



Source: ETC Institute (2017 North Kansas City Community Survey)

Q27. Are you Hispanic or Latino?

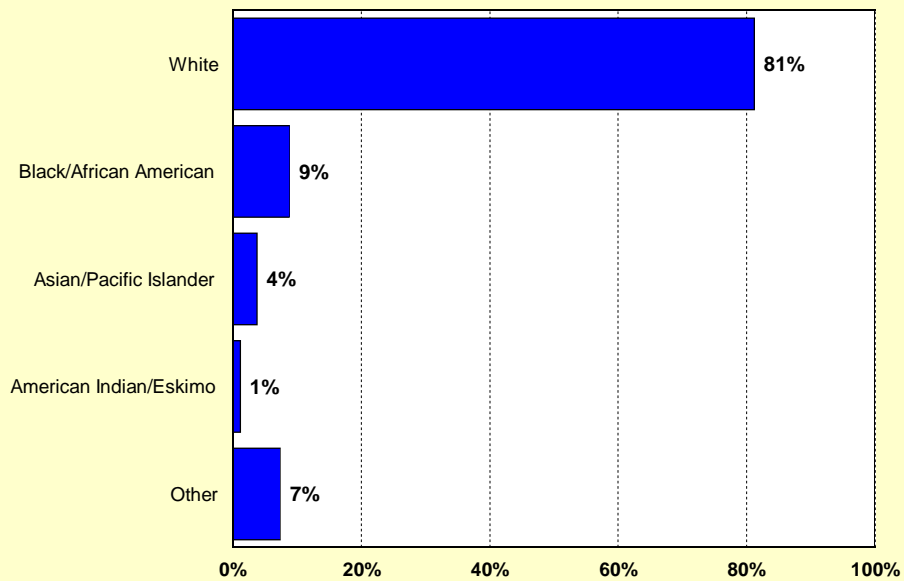
by percentage of respondents



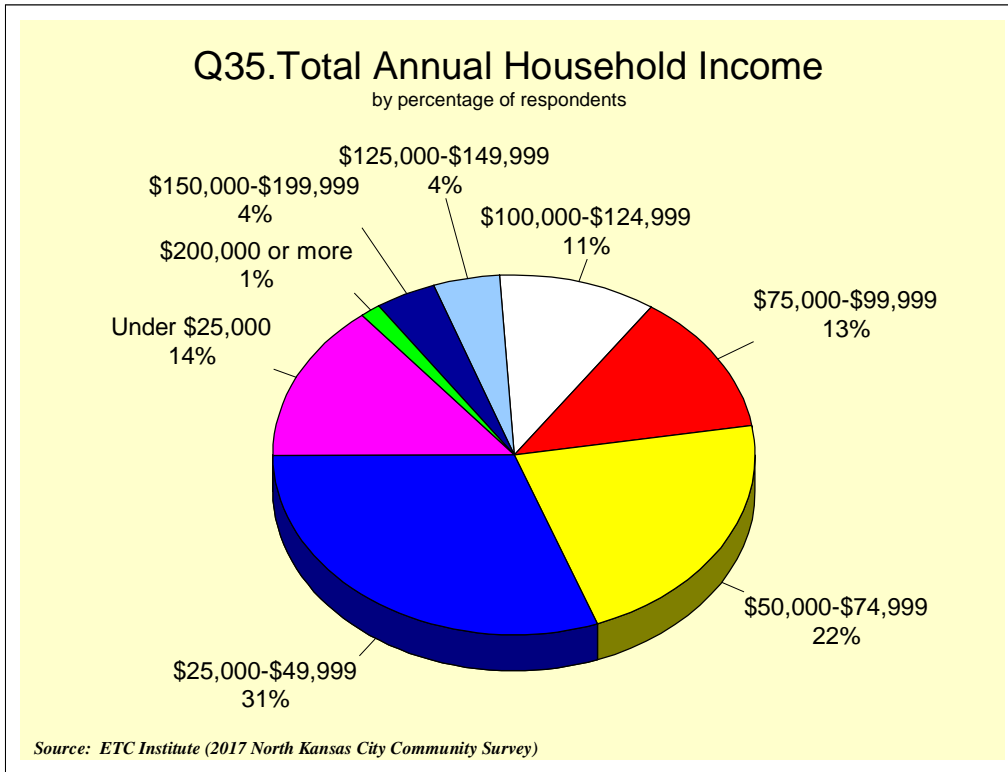
Source: ETC Institute (2017 North Kansas City Community Survey)

Q28. Race/Ethnicity of Respondents

by percentage of respondents



Source: ETC Institute (2017 North Kansas City Community Survey)



Section 2

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

North Kansas City, Missouri

Overview

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

Overview

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. 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 they thought should receive the most emphasis over the next two years. Forty-one percent (41%) of respondents selected *the maintenance of city streets and sidewalks* as one of the most important services for the City to provide.

Regarding satisfaction, 76% of respondents surveyed rated the City's overall performance in *the maintenance of city streets and sidewalks* 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 *the maintenance of city streets and sidewalks* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 41% was multiplied by 24% (1-0.76). This calculation yielded an I-S rating of 0.0974 which ranked first out of 12 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 choices to emphasize over the next two years 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 over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 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* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for North Kansas City are provided on the following pages.

2017 Importance-Satisfaction Rating

North Kansas City

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Maintenance of City streets and sidewalks	41%	5	76%	8	0.0974	1
Trash/recycling/yard waste collection services	46%	3	79%	6	0.0962	2
Police services	74%	1	91%	4	0.0689	3
Enforcement of City codes and ordinances	18%	7	67%	11	0.0590	4
City water and wastewater services	42%	4	86%	5	0.0577	5
Fire and emergency medical services	73%	2	93%	1	0.0520	6
Management of stormwater runoff & flood prevention	16%	8	73%	9	0.0444	7
City communication with the public	11%	10	71%	10	0.0304	8
The City's parks and recreation system	26%	6	91%	3	0.0231	9
Customer service provided by City employees	7%	11	77%	7	0.0153	10
Municipal court services	3%	12	66%	12	0.0098	11
Library services	11%	9	93%	2	0.0083	12

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third, and fourth 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 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2017 Importance-Satisfaction Rating North Kansas City Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
City's efforts to prevent crime	45%	2	81%	8	0.0883	1
Quality of animal control	14%	9	63%	10	0.0522	2
The visibility of police in your neighborhood	35%	3	86%	5	0.0476	3
Overall quality of local police protection	56%	1	92%	1	0.0442	4
Enforcement of local traffic laws	16%	7	80%	9	0.0332	5
How quickly public safety respond to emergencies	34%	4	90%	4	0.0327	6
City's efforts to prevent fires	16%	8	84%	6	0.0250	7
The visibility of police in retail areas	12%	10	82%	7	0.0212	8
Overall quality of local fire protection	23%	5	91%	3	0.0211	9
Quality of local ambulance service	17%	6	92%	2	0.0136	10

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

Most Important %:

The "Most Important" percentage represents the sum of the first, 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 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2017 Importance-Satisfaction Rating

North Kansas City

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Walking and biking trails in the City	54%	2	78%	5	0.1217	1
Medium Priority (IS <.10)						
Quality of youth recreation programs	27%	5	66%	6	0.0923	2
Maintenance and appearance of existing City parks	73%	1	90%	1	0.0769	3
Quality-outdoor/baseball/tennis/soccer/facilities	32%	4	80%	4	0.0658	4
Quality of adult recreation programs	19%	6	66%	7	0.0638	5
Mowing and trimming of public areas	45%	3	87%	3	0.0590	6
Number of City parks	14%	7	88%	2	0.0166	7

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 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2017 Importance-Satisfaction Rating North Kansas City Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Enforcing maintenance of rental properties	51%	2	46%	7	0.2733	1
Enforcing maintenance of residential properties	50%	3	56%	6	0.2180	2
Enforcing the clean-up of litter & debris	59%	1	66%	3	0.2011	3
High Priority (IS .10-.20)						
Enforcing mowing on residential property	38%	4	63%	5	0.1406	4
Medium Priority (IS <.10)						
Enforcing the maintenance of commercial properties	22%	5	67%	2	0.0741	5
Enforcing mowing on commercial property	17%	6	69%	1	0.0543	6
Enforcing sign regulations	10%	7	64%	4	0.0368	7

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 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2017 Importance-Satisfaction Rating

North Kansas City

City Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Adequacy of City street lighting	32%	4	75%	6	0.0795	1
Maintenance of streets in your neighborhood	44%	2	83%	5	0.0753	2
Condition of sidewalks in the City	28%	5	73%	8	0.0742	3
Snow removal on neighborhood streets	25%	6	74%	7	0.0655	4
Maintenance of major City streets	53%	1	89%	2	0.0594	5
Cleanliness of City streets and other public areas	37%	3	86%	3	0.0523	6
Snow removal on major City streets	25%	7	85%	4	0.0378	7
Maintenance of City buildings, such as City Hall	9%	8	93%	1	0.0060	8

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

Most Important %:

The "Most Important" percentage represents the sum of the first, 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 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Importance-Satisfaction Matrix Analysis

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

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

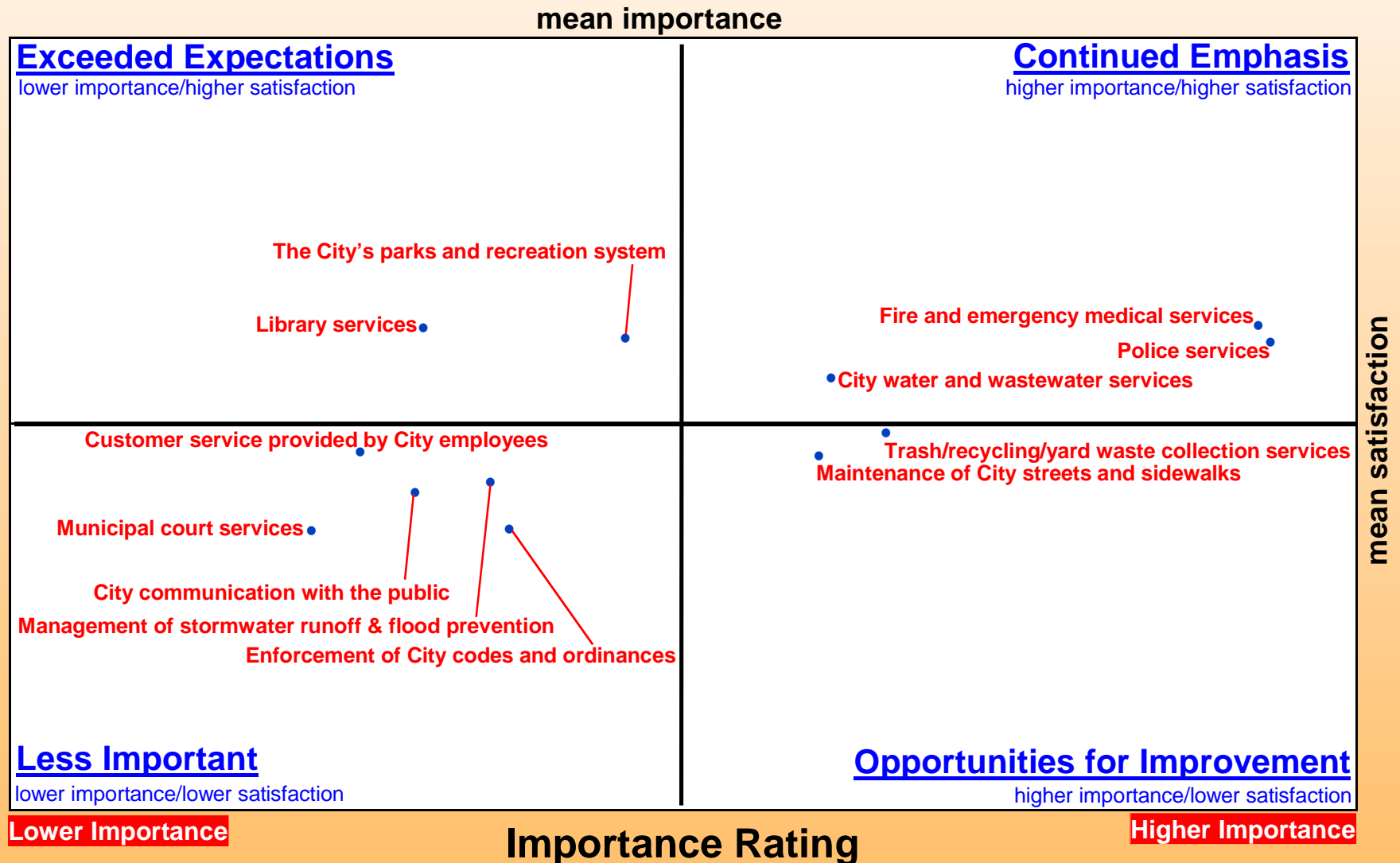
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

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

2017 North Kansas City DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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

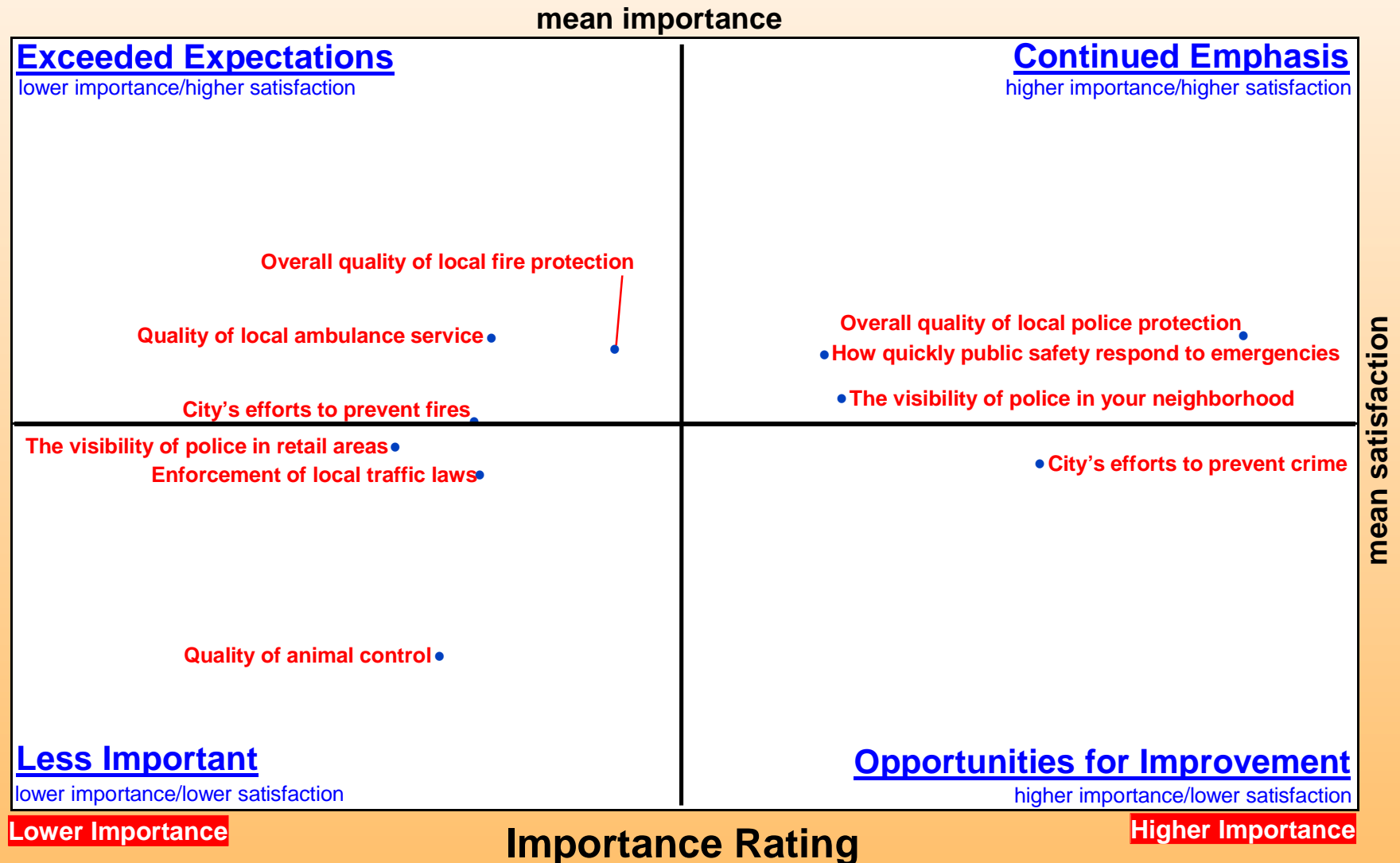


Source: ETC Institute (2017)

2017 North Kansas City DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety Services-

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

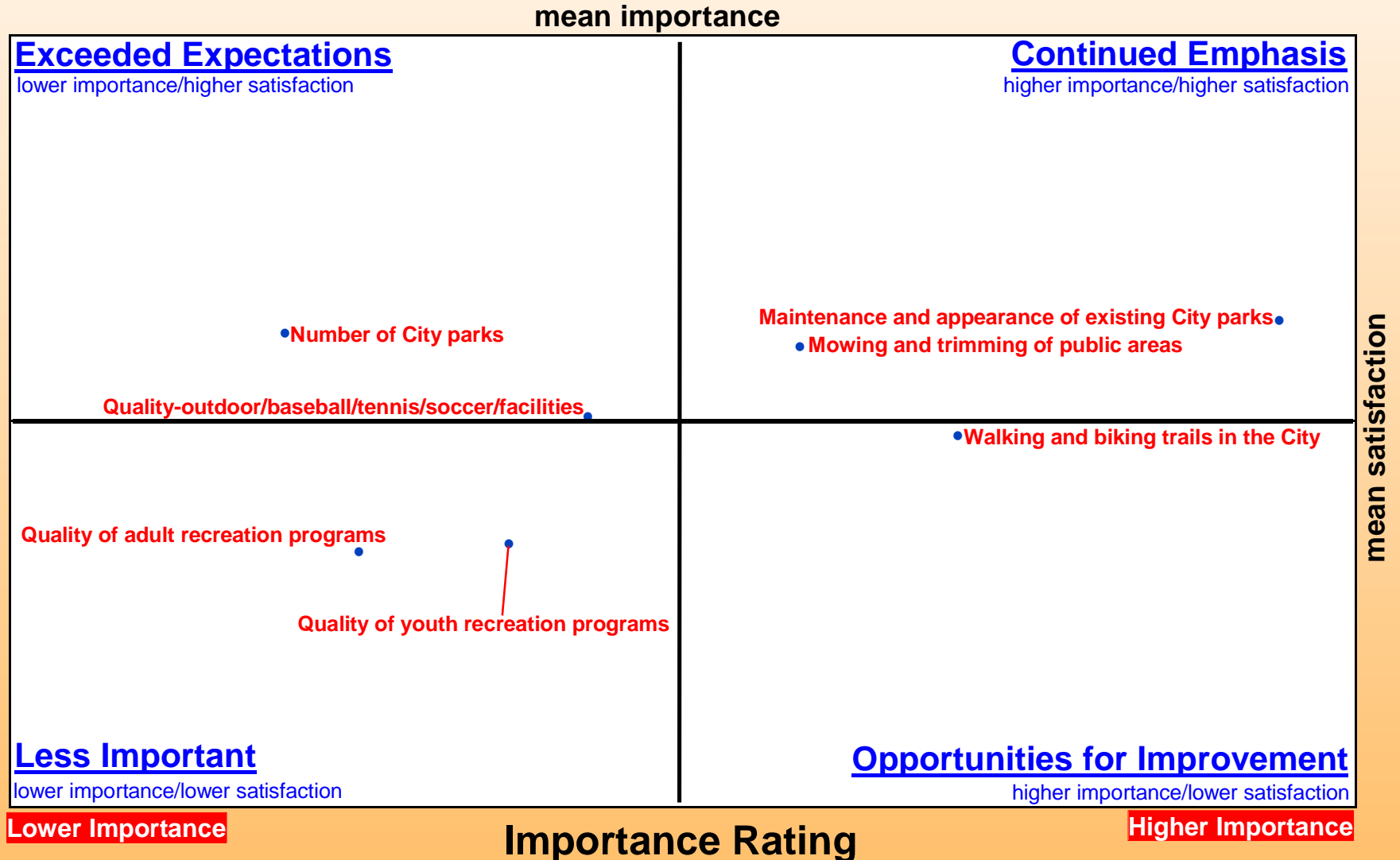


Source: ETC Institute (2017)

2017 North Kansas City DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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

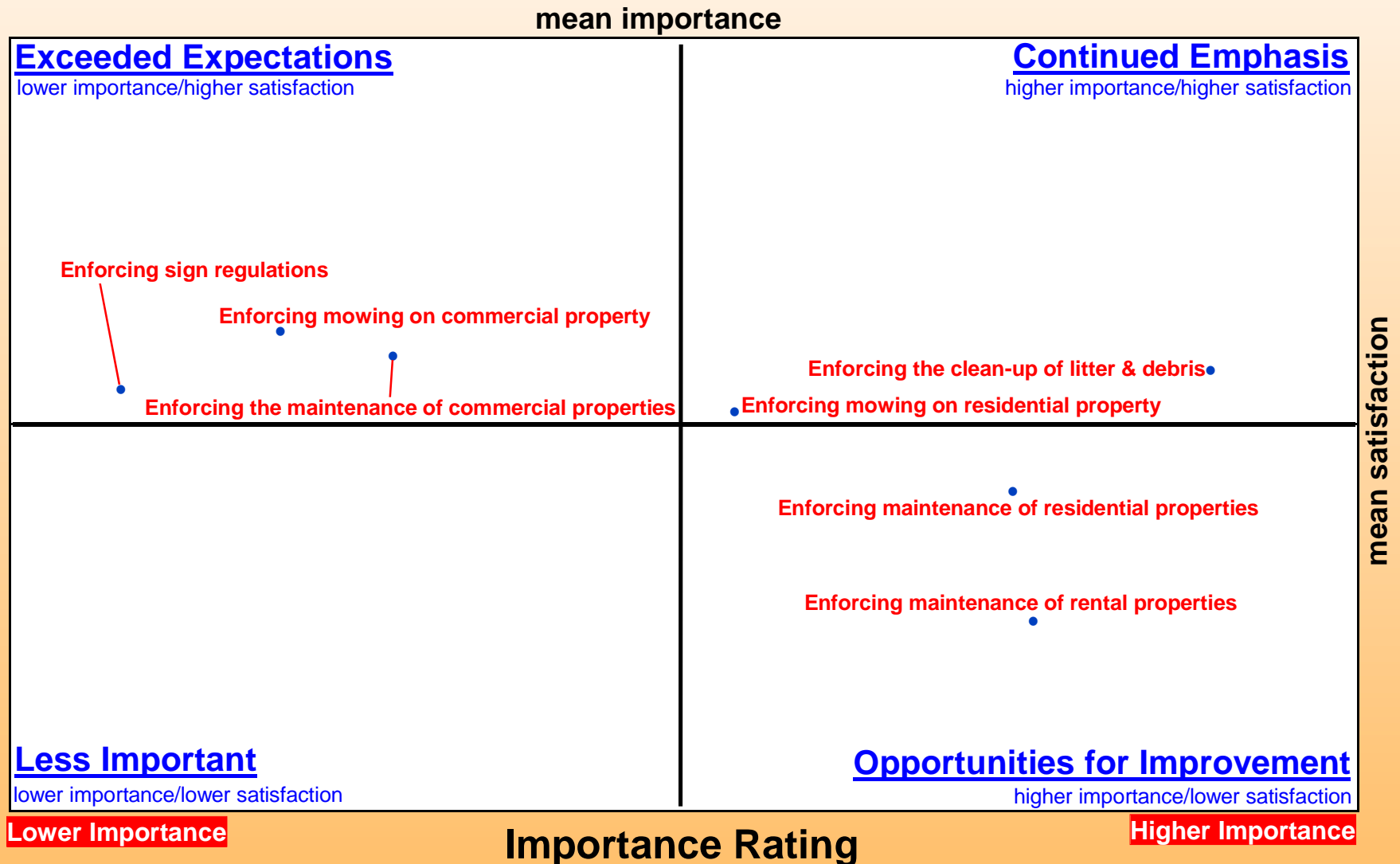


Source: ETC Institute (2017)

2017 North Kansas City DirectionFinder Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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

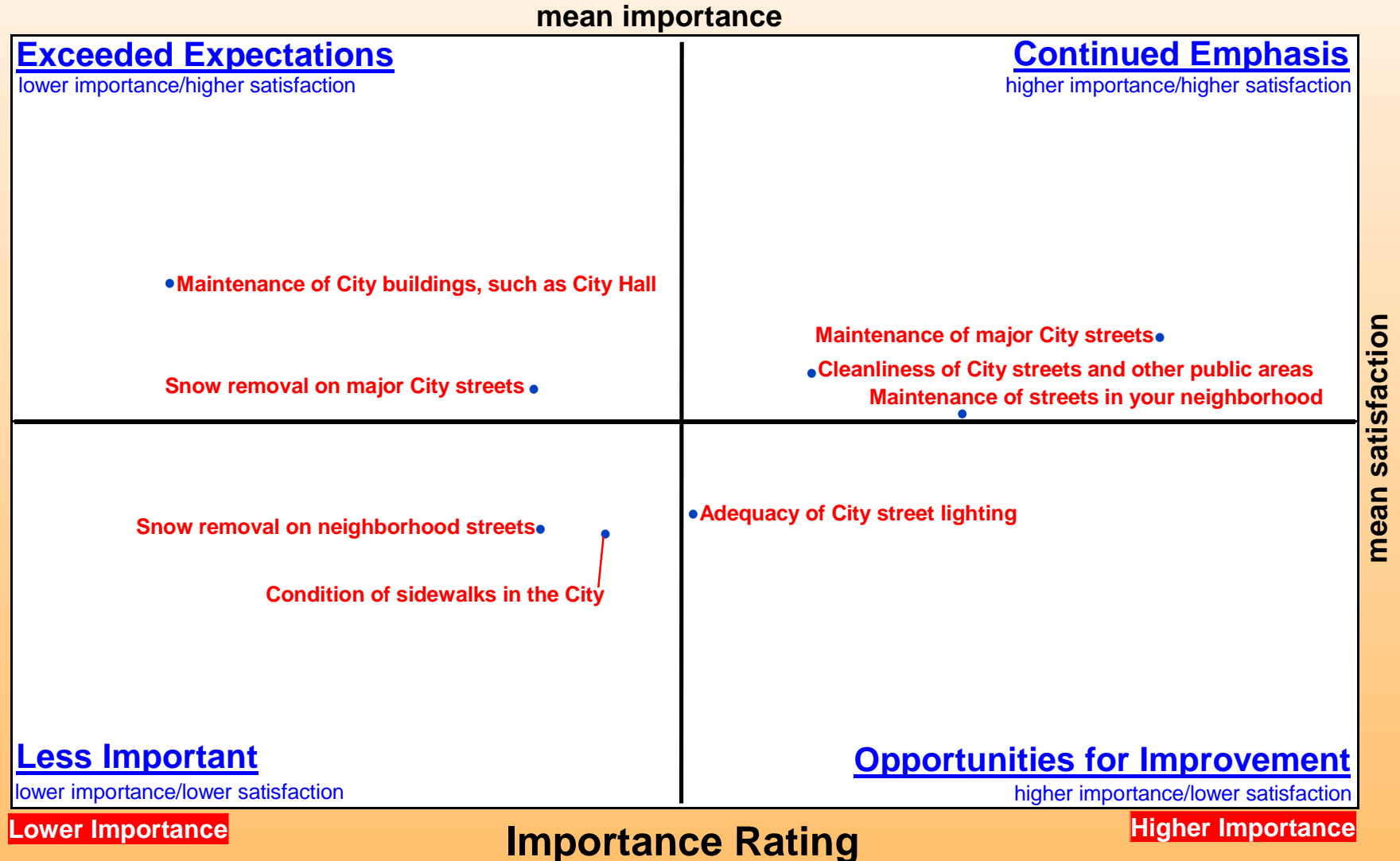


Source: ETC Institute (2017)

2017 North Kansas City DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

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



Source: ETC Institute (2017)

Section 3

Benchmarking Data

Benchmarking Summary Report

North Kansas City, Missouri

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall of 2016 to a random sample of more than 4,000 residents across the United States, (2) a regional survey administered to over 375 residents living in Missouri and Kansas communities during the fall of 2016, and (3) data compiles from surveys that have been administered by ETC Institute in 33 communities in the Kansas City metro area.

The first set of charts show how the overall results for North Kansas City compare to the United States national and regional averages based on the results of the 2016 survey that was administered by ETC institute to a random sample of over 4,000 residents across the United States, and the regional survey administered to over 375 residents living in communities in Missouri and Kansas. North Kansas City's results are shown in blue, the Missouri/Kansas averages are shown in red, and the National averages are shown in yellow.

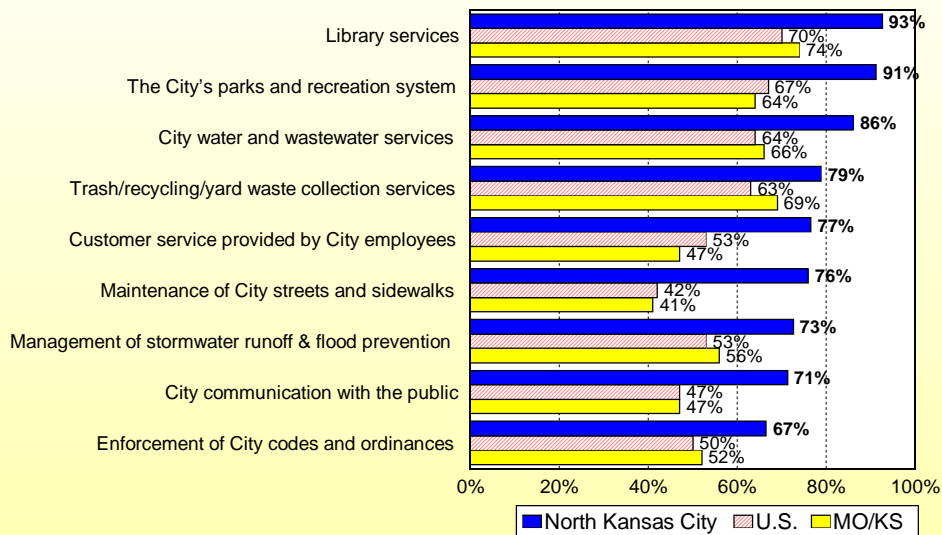
The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 33 communities within the Kansas City metro area. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area. The actual ratings for North Kansas City are listed to the right of each chart, and the dot on each bar also shows the results for North Kansas City.

National Benchmarks

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Overall Satisfaction with City Services North Kansas City vs. MO/KS vs. U.S.

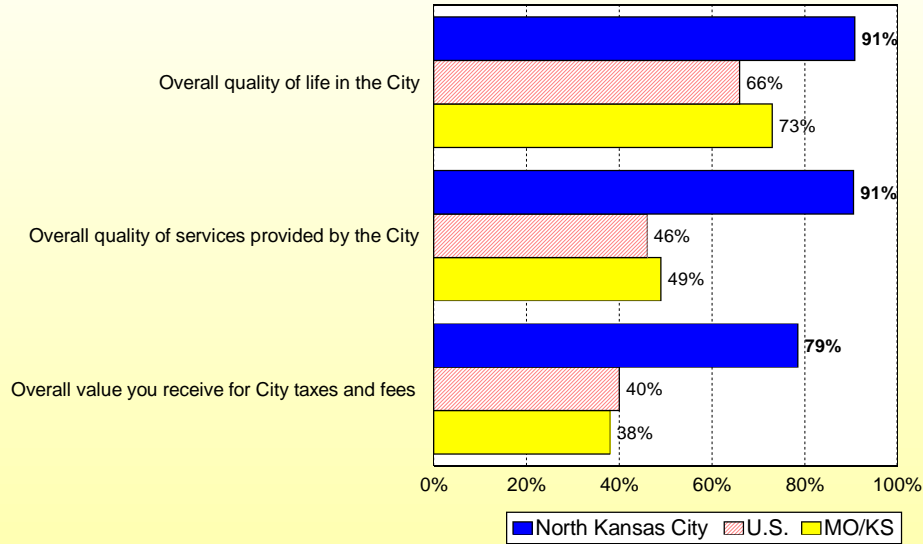
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Overall Satisfaction with Items that Influence Perceptions North Kansas City vs. MO/KS vs. U.S.

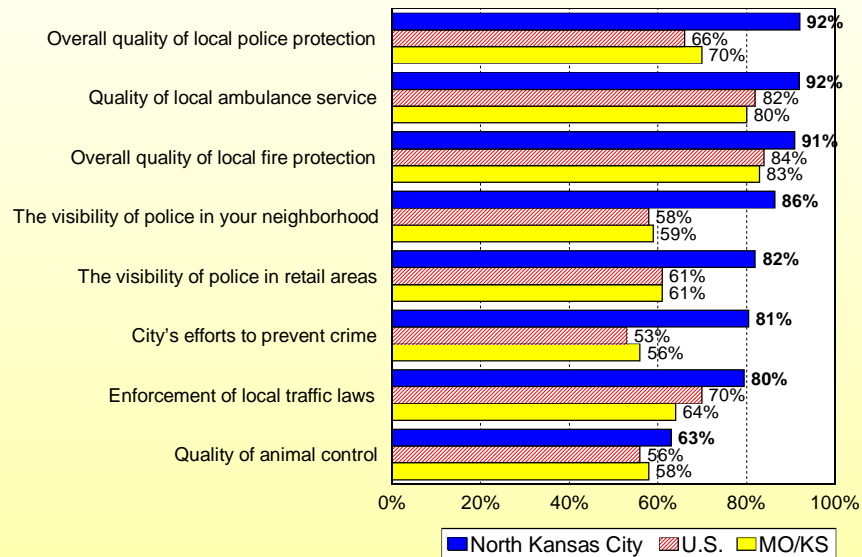
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Overall Satisfaction with Public Safety North Kansas City vs. MO/KS vs. U.S

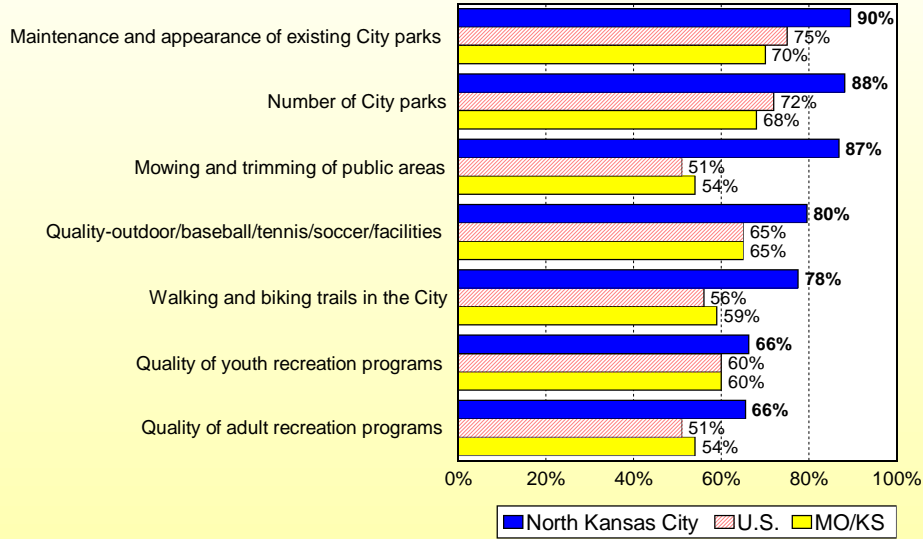
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Overall Satisfaction with Parks and Recreation Issues North Kansas City vs. MO/KS vs. U.S.

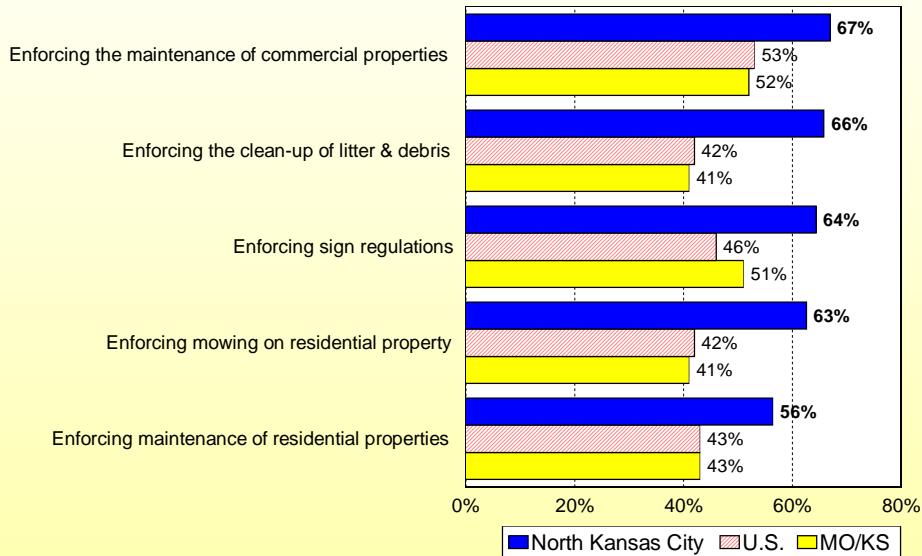
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Overall Satisfaction with Code Enforcement North Kansas City vs. MO/KS vs. U.S.

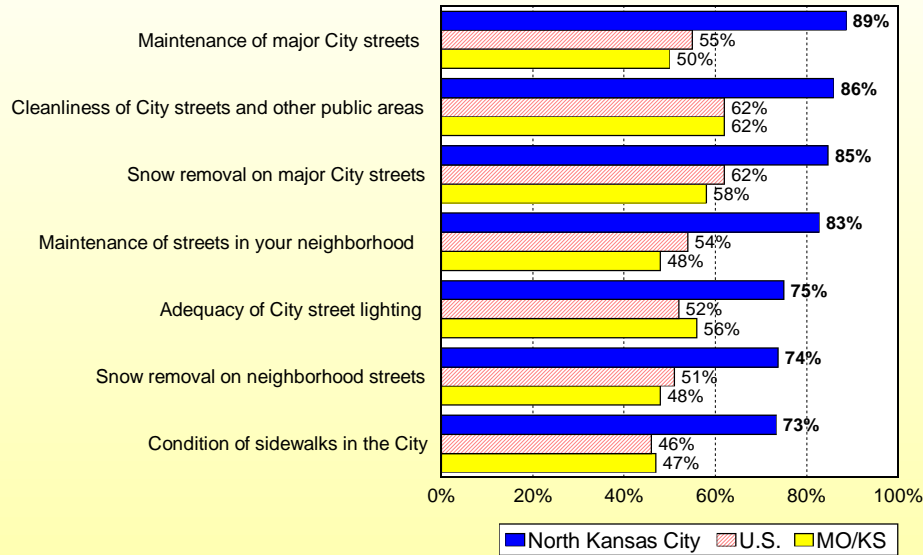
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Overall Satisfaction with Maintenance North Kansas City vs. MO/KS vs. U.S.

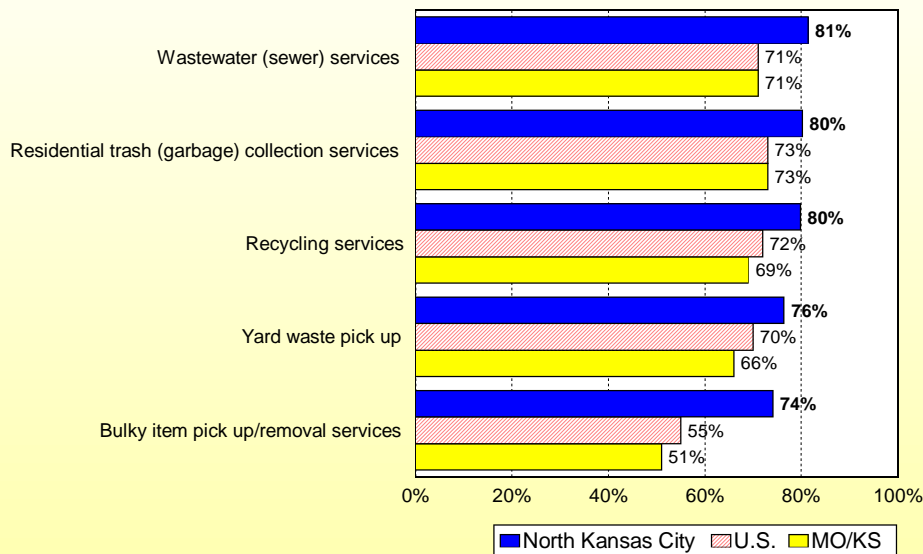
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Overall Satisfaction with Utilities North Kansas City vs. MO/KS vs. U.S.

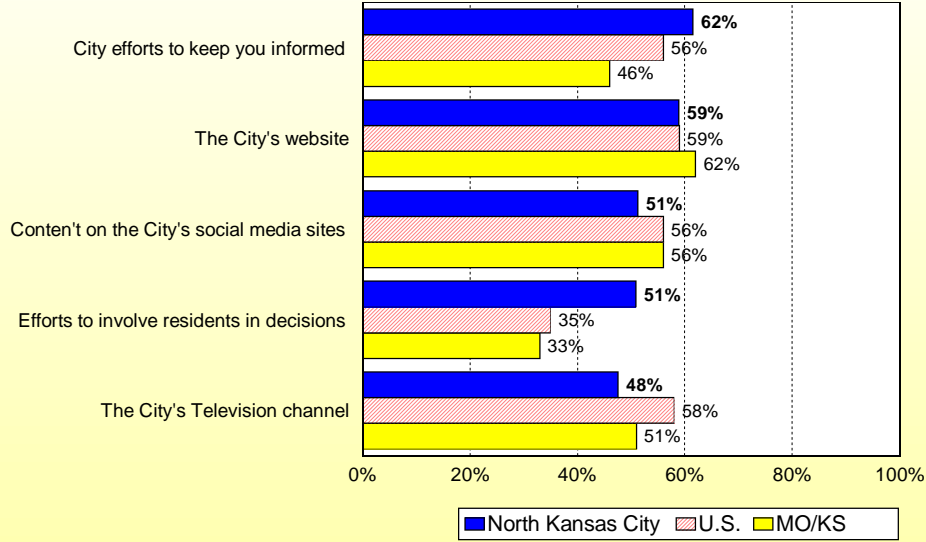
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Overall Satisfaction with City Communication North Kansas City vs. MO/KS vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"

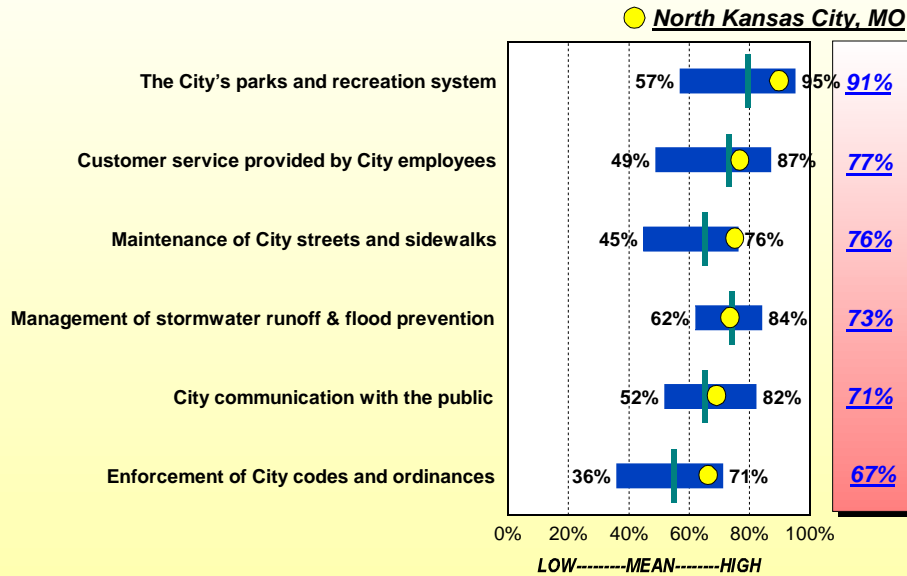


Source: ETC Institute Survey (2017 - North Kansas City, MO)

Kansas City Metro Area Benchmarks

Overall Satisfaction With City Services Provided by Cities in the MO/KS Area in 2017

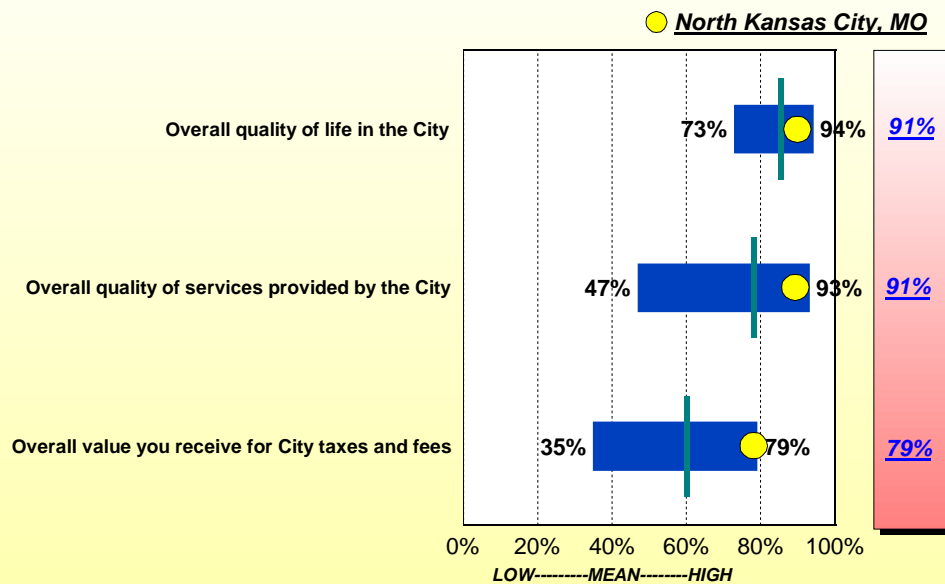
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Perceptions that MO/KS Area Residents Have of the City in Which They Live in 2017

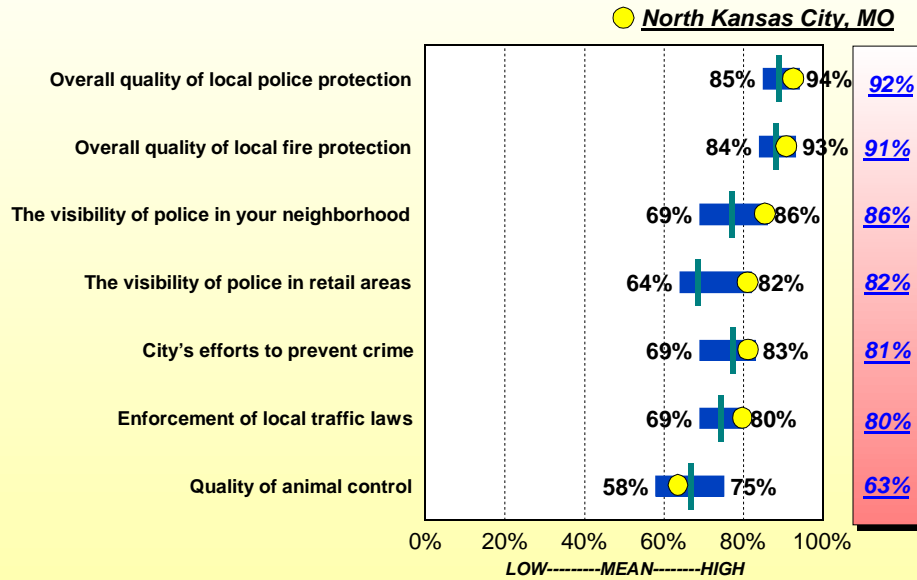
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Satisfaction with Various Public Safety Services Provided by Cities in the MO/KS Area in 2017

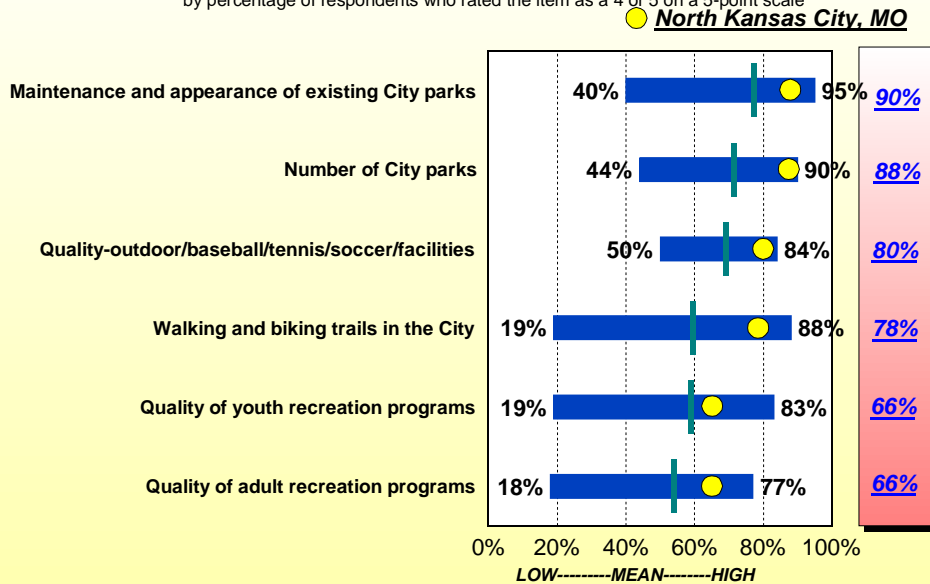
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Satisfaction with Parks and Recreation Facilities and Services Provided by Cities in the MO/KS Area in 2017

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

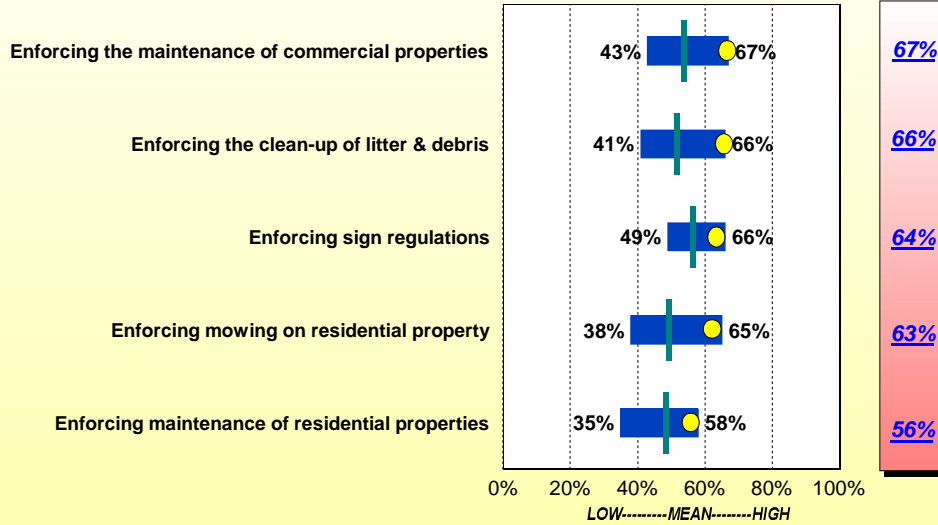


Source: ETC Institute Survey (2017 - North Kansas City, MO)

Satisfaction with Codes and Ordinance Enforcement Provided by Cities in the MO/KS Area in 2017

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

● **North Kansas City, MO**

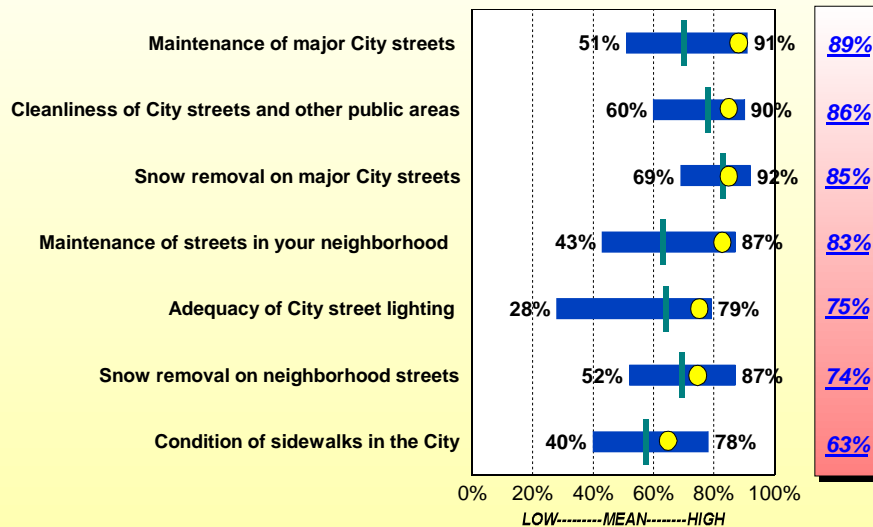


Source: ETC Institute Survey (2017 - North Kansas City, MO)

Satisfaction with Maintenance Services Provided by Cities in the MO/KS Area in 2017

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

● **North Kansas City, MO**

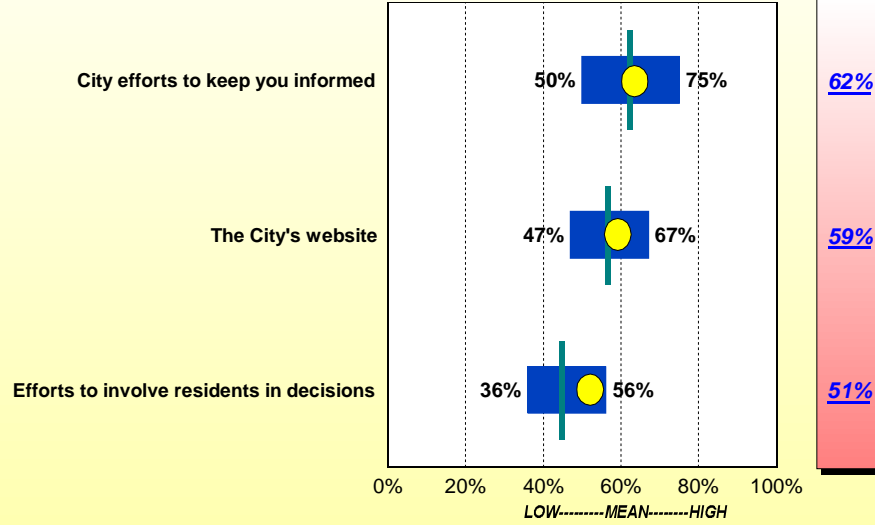


Source: ETC Institute Survey (2017 - North Kansas City, MO)

Satisfaction with Communication Services Provided by Cities in the MO/KS Area in 2017

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

● **North Kansas City, MO**



Source: ETC Institute Survey (2017 - North Kansas City, MO)

Section 4

Tabular Data

Q1. Overall Quality of City Services: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of North Kansas City.

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. City's parks & recreation system	52.9%	36.2%	5.6%	1.8%	1.2%	2.4%
Q1b. City water & wastewater services	45.0%	38.8%	7.6%	3.2%	2.6%	2.6%
Q1c. Fire & emergency medical services	62.1%	22.9%	5.6%	0.3%	0.6%	8.5%
Q1d. Enforcement of City codes & ordinances	25.3%	33.5%	19.4%	7.4%	2.9%	11.5%
Q1e. Library services	57.6%	26.2%	6.8%	0.3%	0.0%	9.1%
Q1f. Maintenance of City streets & sidewalks	39.7%	35.9%	16.2%	6.2%	1.5%	0.6%
Q1g. Management of stormwater runoff & flood prevention	30.6%	35.9%	15.0%	6.8%	3.2%	8.5%
Q1h. Municipal court services	21.2%	18.8%	19.4%	0.3%	0.6%	39.7%
Q1i. Police services	55.3%	30.3%	3.8%	3.2%	1.8%	5.6%
Q1j. Trash, recycling, & yard waste collection services	52.6%	24.4%	10.0%	8.2%	2.4%	2.4%
Q1k. City communication with the public	35.9%	32.1%	20.6%	4.1%	2.6%	4.7%
Q1l. Customer service provided by City employees	37.1%	32.1%	15.0%	4.7%	1.5%	9.7%

WITHOUT DON'T KNOW

Q1. Overall Quality of City Services: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the overall quality of the following services provided by the City of North Kansas City. (without "don't know")

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. City's parks & recreation system	54.2%	37.0%	5.7%	1.8%	1.2%
Q1b. City water & wastewater services	46.2%	39.9%	7.9%	3.3%	2.7%
Q1c. Fire & emergency medical services	67.8%	25.1%	6.1%	0.3%	0.6%
Q1d. Enforcement of City codes & ordinances	28.6%	37.9%	21.9%	8.3%	3.3%
Q1e. Library services	63.4%	28.8%	7.4%	0.3%	0.0%
Q1f. Maintenance of City streets & sidewalks	39.9%	36.1%	16.3%	6.2%	1.5%
Q1g. Management of stormwater runoff & flood prevention	33.4%	39.2%	16.4%	7.4%	3.5%
Q1h. Municipal court services	35.1%	31.2%	32.2%	0.5%	1.0%
Q1i. Police services	58.6%	32.1%	4.0%	3.4%	1.9%
Q1j. Trash, recycling, & yard waste collection services	53.9%	25.0%	10.2%	8.4%	2.4%
Q1k. City communication with the public	37.7%	33.6%	21.6%	4.3%	2.8%
Q1l. Customer service provided by City employees	41.0%	35.5%	16.6%	5.2%	1.6%

Q2. Which FOUR of the City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
City's parks & recreation system	20	5.9 %
City water & wastewater services	27	7.9 %
Fire & emergency medical services	77	22.6 %
Enforcement of City codes & ordinances	5	1.5 %
Library services	6	1.8 %
Maintenance of City streets & sidewalks	15	4.4 %
Management of stormwater runoff & flood prevention	6	1.8 %
Municipal court services	1	0.3 %
Police services	136	40.0 %
Trash, recycling, & yard waste collection services	16	4.7 %
City communication with the public	5	1.5 %
Customer service provided by City employees	2	0.6 %
<u>None chosen</u>	<u>24</u>	<u>7.1 %</u>
Total	340	100.0 %

Q2. Which FOUR of the City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City's parks & recreation system	12	3.5 %
City water & wastewater services	32	9.4 %
Fire & emergency medical services	119	35.0 %
Enforcement of City codes & ordinances	10	2.9 %
Library services	6	1.8 %
Maintenance of City streets & sidewalks	14	4.1 %
Management of stormwater runoff & flood prevention	11	3.2 %
Municipal court services	1	0.3 %
Police services	71	20.9 %
Trash, recycling, & yard waste collection services	30	8.8 %
City communication with the public	4	1.2 %
Customer service provided by City employees	2	0.6 %
<u>None chosen</u>	<u>28</u>	<u>8.2 %</u>
Total	340	100.0 %

Q2. Which FOUR of the City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
City's parks & recreation system	19	5.6 %
City water & wastewater services	53	15.6 %
Fire & emergency medical services	31	9.1 %
Enforcement of City codes & ordinances	26	7.6 %
Library services	15	4.4 %
Maintenance of City streets & sidewalks	50	14.7 %
Management of stormwater runoff & flood prevention	16	4.7 %
Municipal court services	4	1.2 %
Police services	34	10.0 %
Trash, recycling, & yard waste collection services	46	13.5 %
City communication with the public	10	2.9 %
Customer service provided by City employees	7	2.1 %
<u>None chosen</u>	<u>29</u>	<u>8.5 %</u>
Total	340	100.0 %

Q2. Which FOUR of the City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 4th choice</u>	<u>Number</u>	<u>Percent</u>
City's parks & recreation system	38	11.2 %
City water & wastewater services	29	8.5 %
Fire & emergency medical services	22	6.5 %
Enforcement of City codes & ordinances	19	5.6 %
Library services	11	3.2 %
Maintenance of City streets & sidewalks	59	17.4 %
Management of stormwater runoff & flood prevention	22	6.5 %
Municipal court services	4	1.2 %
Police services	11	3.2 %
Trash, recycling, & yard waste collection services	63	18.5 %
City communication with the public	17	5.0 %
Customer service provided by City employees	11	3.2 %
<u>None chosen</u>	<u>34</u>	<u>10.0 %</u>
Total	340	100.0 %

SUM OF TOP 4 CHOICES**Q2. Which FOUR of the City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide? (top 4)**

<u>Q2. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
City's parks & recreation system	89	26.2 %
City water & wastewater services	141	41.5 %
Fire & emergency medical services	249	73.2 %
Enforcement of City codes & ordinances	60	17.6 %
Library services	38	11.2 %
Maintenance of City streets & sidewalks	138	40.6 %
Management of stormwater runoff & flood prevention	55	16.2 %
Municipal court services	10	2.9 %
Police services	252	74.1 %
Trash, recycling, & yard waste collection services	155	45.6 %
City communication with the public	36	10.6 %
Customer service provided by City employees	22	6.5 %
None chosen	24	7.1 %
Total	1269	

Q3. Perceptions of the City: Items that may influence your perception of the City of North Kansas City are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by City	45.0%	43.8%	7.4%	1.8%	0.0%	2.1%
Q3b. How well City is planning for redevelopment	30.9%	31.8%	21.5%	5.6%	1.5%	8.8%
Q3c. Overall quality of life in City	50.0%	40.0%	7.9%	0.9%	0.3%	0.9%
Q3d. Overall value you receive for City taxes & fees	32.6%	42.9%	16.2%	3.5%	0.9%	3.8%
Q3e. Overall quality of new development	32.6%	35.0%	21.2%	3.8%	1.5%	5.9%
Q3f. Appearance of residential property in City	22.6%	37.1%	25.9%	10.9%	1.8%	1.8%
Q3g. Appearance of commercial property in City	23.8%	41.2%	28.5%	3.5%	0.6%	2.4%

WITHOUT DON'T KNOW

Q3. Perceptions of the City: Items that may influence your perception of the City of North Kansas City are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by City	45.9%	44.7%	7.5%	1.8%	0.0%
Q3b. How well City is planning for redevelopment	33.9%	34.8%	23.5%	6.1%	1.6%
Q3c. Overall quality of life in City	50.4%	40.4%	8.0%	0.9%	0.3%
Q3d. Overall value you receive for City taxes & fees	33.9%	44.6%	16.8%	3.7%	0.9%
Q3e. Overall quality of new development	34.7%	37.2%	22.5%	4.1%	1.6%
Q3f. Appearance of residential property in City	23.1%	37.7%	26.3%	11.1%	1.8%
Q3g. Appearance of commercial property in City	24.4%	42.2%	29.2%	3.6%	0.6%

Q4. Perceptions of Safety: Using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations:

(N=340)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4a. In City parks	43.8%	44.4%	9.4%	0.6%	0.0%	1.8%
Q4b. In your neighborhood during the day	58.8%	34.4%	5.3%	0.6%	0.0%	0.9%
Q4c. In your neighborhood at night	34.4%	42.9%	13.8%	7.1%	0.3%	1.5%
Q4d. In commercial & retail areas of City	35.9%	45.6%	13.8%	2.4%	0.0%	2.4%

WITHOUT DON'T KNOW

Q4. Perceptions of Safety: Using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations: (without "don't know")

(N=340)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4a. In City parks	44.6%	45.2%	9.6%	0.6%	0.0%
Q4b. In your neighborhood during the day	59.3%	34.7%	5.3%	0.6%	0.0%
Q4c. In your neighborhood at night	34.9%	43.6%	14.0%	7.2%	0.3%
Q4d. In commercial & retail areas of City	36.7%	46.7%	14.2%	2.4%	0.0%

Q5. Public Safety Services. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of local police protection	56.8%	32.9%	5.0%	2.1%	0.6%	2.6%
Q5b. Visibility of police in your neighborhood	54.7%	30.6%	9.1%	2.9%	1.5%	1.2%
Q5c. Visibility of police in retail areas	40.6%	35.9%	15.0%	1.5%	0.3%	6.8%
Q5d. City's efforts to prevent crime	38.5%	34.4%	13.2%	2.9%	1.5%	9.4%
Q5e. City's efforts to prevent fires	39.1%	35.3%	13.2%	0.0%	0.6%	11.8%
Q5f. Enforcement of local traffic laws	40.3%	35.0%	11.8%	4.4%	3.2%	5.3%
Q5g. Overall quality of local fire protection	52.4%	30.6%	7.4%	0.0%	0.9%	8.8%
Q5h. Quality of local ambulance service	52.4%	24.4%	5.9%	0.0%	0.9%	16.5%
Q5i. How quickly public safety personnel respond to emergencies	52.6%	25.0%	6.2%	0.9%	1.2%	14.1%
Q5j. Quality of animal control	28.2%	25.3%	22.4%	7.1%	2.1%	15.0%

WITHOUT DON'T KNOW

Q5. Public Safety Services. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of local police protection	58.3%	33.8%	5.1%	2.1%	0.6%
Q5b. Visibility of police in your neighborhood	55.4%	31.0%	9.2%	3.0%	1.5%
Q5c. Visibility of police in retail areas	43.5%	38.5%	16.1%	1.6%	0.3%
Q5d. City's efforts to prevent crime	42.5%	38.0%	14.6%	3.2%	1.6%
Q5e. City's efforts to prevent fires	44.3%	40.0%	15.0%	0.0%	0.7%
Q5f. Enforcement of local traffic laws	42.5%	37.0%	12.4%	4.7%	3.4%
Q5g. Overall quality of local fire protection	57.4%	33.5%	8.1%	0.0%	1.0%
Q5h. Quality of local ambulance service	62.7%	29.2%	7.0%	0.0%	1.1%
Q5i. How quickly public safety personnel respond to emergencies	61.3%	29.1%	7.2%	1.0%	1.4%
Q5j. Quality of animal control	33.2%	29.8%	26.3%	8.3%	2.4%

Q6. Which THREE of the public safety items listed in Question 5 above do you think should receive the MOST EMPHASIS from City Leaders over the next two years?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	124	36.5 %
Visibility of police in your neighborhood	43	12.6 %
Visibility of police in retail areas	8	2.4 %
City's efforts to prevent crime	65	19.1 %
City's efforts to prevent fires	7	2.1 %
Enforcement of local traffic laws	20	5.9 %
Overall quality of local fire protection	10	2.9 %
Quality of local ambulance service	6	1.8 %
How quickly public safety personnel respond to emergencies	22	6.5 %
Quality of animal control	6	1.8 %
None chosen	29	8.5 %
Total	340	100.0 %

Q6. Which THREE of the public safety items listed in Question 5 above do you think should receive the MOST EMPHASIS from City Leaders over the next two years?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	40	11.8 %
Visibility of police in your neighborhood	50	14.7 %
Visibility of police in retail areas	18	5.3 %
City's efforts to prevent crime	55	16.2 %
City's efforts to prevent fires	29	8.5 %
Enforcement of local traffic laws	17	5.0 %
Overall quality of local fire protection	41	12.1 %
Quality of local ambulance service	23	6.8 %
How quickly public safety personnel respond to emergencies	26	7.6 %
Quality of animal control	6	1.8 %
None chosen	35	10.3 %
Total	340	100.0 %

Q6. Which THREE of the public safety items listed in Question 5 above do you think should receive the MOST EMPHASIS from City Leaders over the next two years?

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	26	7.6 %
Visibility of police in your neighborhood	26	7.6 %
Visibility of police in retail areas	14	4.1 %
City's efforts to prevent crime	34	10.0 %
City's efforts to prevent fires	18	5.3 %
Enforcement of local traffic laws	18	5.3 %
Overall quality of local fire protection	28	8.2 %
Quality of local ambulance service	28	8.2 %
How quickly public safety personnel respond to emergencies	68	20.0 %
Quality of animal control	36	10.6 %
None chosen	44	12.9 %
Total	340	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the public safety items listed in Question 5 above do you think should receive the MOST EMPHASIS from City Leaders over the next two years? (top 3)

<u>Q6. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	190	55.9 %
Visibility of police in your neighborhood	119	35.0 %
Visibility of police in retail areas	40	11.8 %
City's efforts to prevent crime	154	45.3 %
City's efforts to prevent fires	54	15.9 %
Enforcement of local traffic laws	55	16.2 %
Overall quality of local fire protection	79	23.2 %
Quality of local ambulance service	57	16.8 %
How quickly public safety personnel respond to emergencies	116	34.1 %
Quality of animal control	48	14.1 %
None chosen	29	8.5 %
Total	941	

Q7. Parks and Recreation: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Maintenance & appearance of existing City parks	53.5%	34.7%	6.8%	2.9%	0.6%	1.5%
Q7b. Number of City parks	51.5%	34.7%	9.4%	1.8%	0.3%	2.4%
Q7c. Walking & biking trails in City	40.6%	33.2%	13.8%	7.1%	0.6%	4.7%
Q7d. Quality of youth recreation programs	24.1%	20.3%	20.3%	2.1%	0.3%	32.9%
Q7e. Quality of adult recreation programs	24.4%	26.5%	21.8%	4.1%	0.9%	22.4%
Q7f. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	38.5%	32.4%	15.0%	2.6%	0.6%	10.9%
Q7g. Mowing & trimming of public areas	45.0%	40.3%	10.3%	1.5%	1.2%	1.8%

WITHOUT DON'T KNOW

Q7. Parks and Recreation: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Maintenance & appearance of existing City parks	54.3%	35.2%	6.9%	3.0%	0.6%
Q7b. Number of City parks	52.7%	35.5%	9.6%	1.8%	0.3%
Q7c. Walking & biking trails in City	42.6%	34.9%	14.5%	7.4%	0.6%
Q7d. Quality of youth recreation programs	36.0%	30.3%	30.3%	3.1%	0.4%
Q7e. Quality of adult recreation programs	31.4%	34.1%	28.0%	5.3%	1.1%
Q7f. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	43.2%	36.3%	16.8%	3.0%	0.7%
Q7g. Mowing & trimming of public areas	45.8%	41.0%	10.5%	1.5%	1.2%

Q8. Which THREE of the parks and recreation services listed in Question 7 above do you think are MOST IMPORTANT for the City to provide?

Q8. Top choice	Number	Percent
Maintenance & appearance of existing City parks	180	52.9 %
Number of City parks	10	2.9 %
Walking & biking trails in City	33	9.7 %
Quality of youth recreation programs	28	8.2 %
Quality of adult recreation programs	12	3.5 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	13	3.8 %
Mowing & trimming of public areas	28	8.2 %
None chosen	36	10.6 %
Total	340	100.0 %

Q8. Which THREE of the parks and recreation services listed in Question 7 above do you think are MOST IMPORTANT for the City to provide?

Q8. 2nd choice	Number	Percent
Maintenance & appearance of existing City parks	40	11.8 %
Number of City parks	18	5.3 %
Walking & biking trails in City	87	25.6 %
Quality of youth recreation programs	36	10.6 %
Quality of adult recreation programs	25	7.4 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	35	10.3 %
Mowing & trimming of public areas	58	17.1 %
None chosen	41	12.1 %
Total	340	100.0 %

Q8. Which THREE of the parks and recreation services listed in Question 7 above do you think are MOST IMPORTANT for the City to provide?

Q8. 3rd choice	Number	Percent
Maintenance & appearance of existing City parks	29	8.5 %
Number of City parks	20	5.9 %
Walking & biking trails in City	64	18.8 %
Quality of youth recreation programs	29	8.5 %
Quality of adult recreation programs	26	7.6 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	61	17.9 %
Mowing & trimming of public areas	66	19.4 %
None chosen	45	13.2 %
Total	340	100.0 %

SUM OF TOP 3 CHOICES

Q8. Which THREE of the parks and recreation services listed in Question 7 above do you think are MOST IMPORTANT for the City to provide? (top 3)

Q8. Sum of Top 3 Choices	Number	Percent
Maintenance & appearance of existing City parks	249	73.2 %
Number of City parks	48	14.1 %
Walking & biking trails in City	184	54.1 %
Quality of youth recreation programs	93	27.4 %
Quality of adult recreation programs	63	18.5 %
Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	109	32.1 %
Mowing & trimming of public areas	152	44.7 %
None chosen	36	10.6 %
Total	934	

Q9. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Enforcing clean-up of litter & debris	23.8%	36.2%	17.1%	10.9%	3.2%	8.8%
Q9b. Enforcing mowing of tall grass & weeds on residential property	19.1%	36.5%	17.9%	10.9%	4.4%	11.2%
Q9c. Enforcing mowing of tall grass & weeds on commercial property	21.8%	38.5%	20.0%	5.9%	1.5%	12.4%
Q9d. Enforcing maintenance of residential property in your neighborhood	18.2%	32.4%	21.2%	13.8%	4.1%	10.3%
Q9e. Enforcing maintenance of commercial property	18.8%	38.2%	22.1%	5.6%	0.6%	14.7%
Q9f. Enforcing sign regulations	19.4%	31.5%	22.9%	3.5%	1.8%	20.9%
Q9g. Enforcing maintenance of rental properties in your neighborhood	15.3%	23.8%	20.0%	14.1%	11.2%	15.6%

WITHOUT DON'T KNOW

Q9. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (without "don't know")

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Enforcing clean-up of litter & debris	26.1%	39.7%	18.7%	11.9%	3.5%
Q9b. Enforcing mowing of tall grass & weeds on residential property	21.5%	41.1%	20.2%	12.3%	5.0%
Q9c. Enforcing mowing of tall grass & weeds on commercial property	24.8%	44.0%	22.8%	6.7%	1.7%
Q9d. Enforcing maintenance of residential property in your neighborhood	20.3%	36.1%	23.6%	15.4%	4.6%
Q9e. Enforcing maintenance of commercial property	22.1%	44.8%	25.9%	6.6%	0.7%
Q9f. Enforcing sign regulations	24.5%	39.8%	29.0%	4.5%	2.2%
Q9g. Enforcing maintenance of rental properties in your neighborhood	18.1%	28.2%	23.7%	16.7%	13.2%

Q10. Which THREE of the code enforcement services listed in Question 9 above do you think is MOST IMPORTANT for the City to provide?

Q10. Top choice	Number	Percent
Enforcing clean-up of litter & debris	111	32.6 %
Enforcing mowing of tall grass & weeds on residential property	23	6.8 %
Enforcing mowing of tall grass & weeds on commercial property	6	1.8 %
Enforcing maintenance of residential property in your neighborhood	36	10.6 %
Enforcing maintenance of commercial property	13	3.8 %
Enforcing sign regulations	9	2.6 %
Enforcing maintenance of rental properties in your neighborhood	88	25.9 %
None chosen	54	15.9 %
Total	340	100.0 %

Q10. Which THREE of the code enforcement services listed in Question 9 above do you think is MOST IMPORTANT for the City to provide?

Q10. 2nd choice	Number	Percent
Enforcing clean-up of litter & debris	45	13.2 %
Enforcing mowing of tall grass & weeds on residential property	59	17.4 %
Enforcing mowing of tall grass & weeds on commercial property	19	5.6 %
Enforcing maintenance of residential property in your neighborhood	73	21.5 %
Enforcing maintenance of commercial property	29	8.5 %
Enforcing sign regulations	16	4.7 %
Enforcing maintenance of rental properties in your neighborhood	42	12.4 %
None chosen	57	16.8 %
Total	340	100.0 %

Q10. Which THREE of the code enforcement services listed in Question 9 above do you think is MOST IMPORTANT for the City to provide?

Q10. 3rd choice	Number	Percent
Enforcing clean-up of litter & debris	44	12.9 %
Enforcing mowing of tall grass & weeds on residential property	46	13.5 %
Enforcing mowing of tall grass & weeds on commercial property	34	10.0 %
Enforcing maintenance of residential property in your neighborhood	61	17.9 %
Enforcing maintenance of commercial property	34	10.0 %
Enforcing sign regulations	10	2.9 %
Enforcing maintenance of rental properties in your neighborhood	43	12.6 %
None chosen	68	20.0 %
Total	340	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the code enforcement services listed in Question 9 above do you think is MOST IMPORTANT for the City to provide? (top 3)

Q10. Sum of Top 3 Choices	Number	Percent
Enforcing clean-up of litter & debris	200	58.8 %
Enforcing mowing of tall grass & weeds on residential property	128	37.6 %
Enforcing mowing of tall grass & weeds on commercial property	59	17.4 %
Enforcing maintenance of residential property in your neighborhood	170	50.0 %
Enforcing maintenance of commercial property	76	22.4 %
Enforcing sign regulations	35	10.3 %
Enforcing maintenance of rental properties in your neighborhood	173	50.9 %
None chosen	54	15.9 %
Total	895	

Q11. Maintenance: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Maintenance of major City streets	33.8%	53.8%	7.1%	3.5%	0.6%	1.2%
Q11b. Maintenance of streets in your neighborhood	37.6%	43.5%	10.3%	5.6%	0.9%	2.1%
Q11c. Maintenance of City buildings, such as City Hall	43.2%	45.0%	6.5%	0.3%	0.0%	5.0%
Q11d. Cleanliness of City streets & other public areas	38.8%	45.6%	10.6%	2.6%	0.6%	1.8%
Q11e. Condition of sidewalks in City	28.2%	42.4%	18.2%	5.0%	2.4%	3.8%
Q11f. Snow removal on major City streets	44.4%	37.4%	11.2%	2.9%	0.6%	3.5%
Q11g. Snow removal on neighborhood streets	37.1%	34.1%	13.8%	9.1%	2.4%	3.5%
Q11h. Adequacy of City street lighting	35.3%	38.2%	12.9%	10.0%	1.5%	2.1%

WITHOUT DON'T KNOW

Q11. Maintenance: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Maintenance of major City streets	34.2%	54.5%	7.1%	3.6%	0.6%
Q11b. Maintenance of streets in your neighborhood	38.4%	44.4%	10.5%	5.7%	0.9%
Q11c. Maintenance of City buildings, such as City Hall	45.5%	47.4%	6.8%	0.3%	0.0%
Q11d. Cleanliness of City streets & other public areas	39.5%	46.4%	10.8%	2.7%	0.6%
Q11e. Condition of sidewalks in City	29.4%	44.0%	19.0%	5.2%	2.4%
Q11f. Snow removal on major City streets	46.0%	38.7%	11.6%	3.0%	0.6%
Q11g. Snow removal on neighborhood streets	38.4%	35.4%	14.3%	9.5%	2.4%
Q11h. Adequacy of City street lighting	36.0%	39.0%	13.2%	10.2%	1.5%

Q12. Which THREE of the maintenance items listed in Question 11 above do you think are MOST IMPORTANT for the City to provide?

Q12. Top choice	Number	Percent
Maintenance of major City streets	127	37.4 %
Maintenance of streets in your neighborhood	39	11.5 %
Maintenance of City buildings, such as City Hall	6	1.8 %
Cleanliness of City streets & other public areas	25	7.4 %
Condition of sidewalks in City	23	6.8 %
Snow removal on major City streets	13	3.8 %
Snow removal on neighborhood streets	18	5.3 %
Adequacy of City street lighting	37	10.9 %
None chosen	52	15.3 %
Total	340	100.0 %

Q12. Which THREE of the maintenance items listed in Question 11 above do you think are MOST IMPORTANT for the City to provide?

Q12. 2nd choice	Number	Percent
Maintenance of major City streets	30	8.8 %
Maintenance of streets in your neighborhood	83	24.4 %
Maintenance of City buildings, such as City Hall	9	2.6 %
Cleanliness of City streets & other public areas	49	14.4 %
Condition of sidewalks in City	30	8.8 %
Snow removal on major City streets	40	11.8 %
Snow removal on neighborhood streets	29	8.5 %
Adequacy of City street lighting	15	4.4 %
None chosen	55	16.2 %
Total	340	100.0 %

Q12. Which THREE of the maintenance items listed in Question 11 above do you think are MOST IMPORTANT for the City to provide?

Q12. 3rd choice	Number	Percent
Maintenance of major City streets	22	6.5 %
Maintenance of streets in your neighborhood	27	7.9 %
Maintenance of City buildings, such as City Hall	14	4.1 %
Cleanliness of City streets & other public areas	52	15.3 %
Condition of sidewalks in City	42	12.4 %
Snow removal on major City streets	31	9.1 %
Snow removal on neighborhood streets	38	11.2 %
Adequacy of City street lighting	56	16.5 %
None chosen	58	17.1 %
Total	340	100.0 %

SUM OF TOP 3 CHOICES

Q12. Which THREE of the maintenance items listed in Question 11 above do you think are MOST IMPORTANT for the City to provide? (top 3)

Q12. Sum of Top 3 Choices	Number	Percent
Maintenance of major City streets	179	52.6 %
Maintenance of streets in your neighborhood	149	43.8 %
Maintenance of City buildings, such as City Hall	29	8.5 %
Cleanliness of City streets & other public areas	126	37.1 %
Condition of sidewalks in City	95	27.9 %
Snow removal on major City streets	84	24.7 %
Snow removal on neighborhood streets	85	25.0 %
Adequacy of City street lighting	108	31.8 %
None chosen	52	15.3 %
Total	907	

Q13. Solid Waste/Utility Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Residential trash (garbage) collection services	45.3%	30.9%	9.4%	7.4%	2.1%	5.0%
Q13b. Bulky item pick up/removal services (old furniture, appliances, limbs, etc.)	37.9%	28.5%	13.2%	8.5%	1.5%	10.3%
Q13c. Yard waste pick up	39.7%	30.0%	14.1%	5.9%	1.5%	8.8%
Q13d. Recycling services	42.1%	33.5%	13.8%	3.8%	1.5%	5.3%
Q13e. Drinking water services	40.0%	37.1%	10.3%	2.9%	3.2%	6.5%
Q13f. Wastewater (sewer) services	38.8%	37.4%	13.2%	2.6%	1.5%	6.5%
Q13g. Utility billing	36.2%	36.5%	13.8%	4.4%	3.5%	5.6%

WITHOUT DON'T KNOW

Q13. Solid Waste/Utility Services: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Residential trash (garbage) collection services	47.7%	32.5%	9.9%	7.7%	2.2%
Q13b. Bulky item pick up/removal services (old furniture, appliances, limbs, etc.)	42.3%	31.8%	14.8%	9.5%	1.6%
Q13c. Yard waste pick up	43.5%	32.9%	15.5%	6.5%	1.6%
Q13d. Recycling services	44.4%	35.4%	14.6%	4.0%	1.6%
Q13e. Drinking water services	42.8%	39.6%	11.0%	3.1%	3.5%
Q13f. Wastewater (sewer) services	41.5%	39.9%	14.2%	2.8%	1.6%
Q13g. Utility billing	38.3%	38.6%	14.6%	4.7%	3.7%

Q14. From which of the following sources do you currently get information about the City of North Kansas City?

Q14. From what sources do you currently get information about City

	Number	Percent
Television news	114	33.5 %
KC Star	67	19.7 %
City website	146	42.9 %
Neighborhood groups	71	20.9 %
City newsletter, North Kansas City Connection	271	79.7 %
City Television Channel	35	10.3 %
City Facebook pages	54	15.9 %
City's Twitter	15	4.4 %
City's YouTube site	9	2.6 %
Other	54	15.9 %
Total	836	

Q14. Other

<u>Q14. Other</u>	<u>Number</u>	<u>Percent</u>
App & test service	1	2.0 %
Banners over Armour Rd	1	2.0 %
Business council	1	2.0 %
City Council meetings	3	6.0 %
City Councilman's weekly emails	3	6.0 %
City council meetings	1	2.0 %
City council rep	1	2.0 %
City emails	1	2.0 %
Council person's email updates	1	2.0 %
Councilman	2	4.0 %
Councilman Clevenger	1	2.0 %
Emails from Zach Clevenger	2	4.0 %
Instagram	1	2.0 %
Mail	1	2.0 %
NKC BY COUNCIL	1	2.0 %
NKC business council e-mails	1	2.0 %
NKC news feed subject on Google (on smartphone app)	1	2.0 %
Neighbors	4	8.0 %
Next Door Neighborhood App/Social Media	1	2.0 %
North Kansas City Business Council	1	2.0 %
Northgate village newsletter	1	2.0 %
PERSONAL OBSERVATION	1	2.0 %
SORRY DO NOT GET NKC NEWS ON TV OR KC STAR	1	2.0 %
Text program	1	2.0 %
Word of mouth	8	16.0 %
Zach Clevenger updates	1	2.0 %
asking city official	1	2.0 %
board meetings	1	2.0 %
council member weekly report	1	2.0 %
councilman newsletter/email	1	2.0 %
internet	1	2.0 %
letters	1	2.0 %
neighbor/city councilman	1	2.0 %
ward 4 monthly meetings	1	2.0 %
Total	50	100.0 %

Q15. City Communication: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following:

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. City's website	14.1%	26.8%	23.2%	4.1%	1.2%	30.6%
Q15b. City newsletter, North Kansas City Connection	35.6%	36.5%	13.2%	1.8%	0.3%	12.6%
Q15c. City's Television Channel	8.2%	11.5%	17.9%	1.5%	2.4%	58.5%
Q15d. Content on City's social media sites (Facebook, Twitter, YouTube, etc.)	8.8%	14.1%	18.5%	2.9%	0.3%	55.3%
Q15e. City efforts to keep you informed	21.5%	31.8%	23.2%	6.8%	3.2%	13.5%
Q15f. City efforts to involve residents in local decisions	17.9%	23.2%	26.5%	7.9%	5.3%	19.1%

WITHOUT DON'T KNOW

Q15. City Communication: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following: (without "don't know")

(N=340)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. City's website	20.3%	38.6%	33.5%	5.9%	1.7%
Q15b. City newsletter, North Kansas City Connection	40.7%	41.8%	15.2%	2.0%	0.3%
Q15c. City's Television Channel	19.9%	27.7%	43.3%	3.5%	5.7%
Q15d. Content on City's social media sites (Facebook, Twitter, YouTube, etc.)	19.7%	31.6%	41.4%	6.6%	0.7%
Q15e. City efforts to keep you informed	24.8%	36.7%	26.9%	7.8%	3.7%
Q15f. City efforts to involve residents in local decisions	22.2%	28.7%	32.7%	9.8%	6.5%

Q16. The City offers a newsletter every three months. In order to provide the most beneficial information to the residents, which of the following types of information would you like to see emphasized in the newsletter?

Q16. What types of information would you like to see emphasized in the newsletter	Number	Percent
Development issues	274	80.6 %
Budget/financial information	180	52.9 %
Highlights of City services & programs	277	81.5 %
Highlights of special events/happenings in the community	280	82.4 %
Other	24	7.1 %
Total	1035	

Q16. Other

Q16. Other	Number	Percent
Be informed of events before they occur	1	4.5 %
Crime	1	4.5 %
FEATURED NEW BUSINESS	1	4.5 %
FORWARD MATERIALS NO PAST HISTORY	1	4.5 %
LONG TERM PLANS	1	4.5 %
Let us know if a crime has been solved	1	4.5 %
Let's hear what you are doing, not thoughts or suggestions	1	4.5 %
Major projects impacting residents	1	4.5 %
Notification of events that are going to happen	1	4.5 %
Programs for youth & adult	1	4.5 %
Public safety/awareness info page	1	4.5 %
Public transit, library services, entertainment, farmers market	1	4.5 %
Report of crime in the area	1	4.5 %
TRUTH	1	4.5 %
WANT IT MORE TIMELY AND OFTEN FIND OUT TOO LATE	1	4.5 %
accurate library information (classes, etc.)	1	4.5 %
jobs	1	4.5 %
like to get newsletter	1	4.5 %
notification before community events	1	4.5 %
police crime report	1	4.5 %
respond to questions	1	4.5 %
ways to bring community together	1	4.5 %
Total	22	100.0 %

Q17. Have you called, emailed or visited the City with a question, problem, or complaint during the past year?

Q17. Have you called, emailed, or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	149	43.8 %
No	191	56.2 %
Total	340	100.0 %

Q17a. (Only if YES to Question 17) How easy was it to contact the person you needed to reach?

Q17a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	76	51.0 %
Somewhat easy	46	30.9 %
Difficult	20	13.4 %
Very difficult	7	4.7 %
Total	149	100.0 %

Q17b. (Only if YES to Question 17) Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=149)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q17b-a. They were courteous & polite	64.4%	20.8%	8.7%	4.0%	1.3%	0.7%
Q17b-b. They gave prompt, accurate, & complete answers to questions	49.0%	24.8%	18.8%	4.7%	2.7%	0.0%
Q17b-c. They did what they said they would do in a timely manner	37.6%	24.8%	17.4%	6.7%	5.4%	8.1%
Q17b-d. They helped you resolve an issue to your satisfaction	40.9%	22.1%	19.5%	6.0%	7.4%	4.0%

WITHOUT DON'T KNOW

Q17b. (Only if YES to Question 17) Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=149)

	Always	Usually	Sometimes	Seldom	Never
Q17b-a. They were courteous & polite	64.9%	20.9%	8.8%	4.1%	1.4%
Q17b-b. They gave prompt, accurate, & complete answers to questions	49.0%	24.8%	18.8%	4.7%	2.7%
Q17b-c. They did what they said they would do in a timely manner	40.9%	27.0%	19.0%	7.3%	5.8%
Q17b-d. They helped you resolve an issue to your satisfaction	42.7%	23.1%	20.3%	6.3%	7.7%

Q18. Would you or anyone in your home be interested in a class/program that focuses on city operations, finances and other information similar to a Citizens Academy?

Q18. Would you be interested in a class/program that focuses on City operations, finances, & other information similar to a Citizens Academy

	Number	Percent
Yes	106	31.2 %
No	211	62.1 %
Not provided	23	6.8 %
Total	340	100.0 %

Q19. Please indicate if you are aware of the following events that are offered or supported by the City of North Kansas City.

(N=340)

	Yes	No
Q19a. Mayor's Christmas Tree Lighting	62.9%	37.1%
Q19b. Snake Saturday	94.4%	5.6%
Q19c. Fridays in the Park	80.6%	19.4%
Q19d. Swift Mile Street Festival	45.6%	54.4%

Q19. If you are aware of an event, please indicate if you have participated in the event during the past year.

(N=327)

	Yes	No
Q19a. Mayor's Christmas Tree Lighting	20.5%	79.5%
Q19b. Snake Saturday	50.3%	49.7%
Q19c. Fridays in the Park	41.4%	58.6%
Q19d. Swift Mile Street Festival	43.2%	56.8%

Q20. Prior to receiving this survey, did you know that since 2000 the City of North Kansas City has contracted with the Kansas City Area Transportation Authority (KCATA) to provide low cost, on-demand transportation service within North Kansas City? The service is also known as the "Metro-Flex" or "mini bus," and the cost to riders is currently 25 cents per ride.

Q20. Did you know that since 2000 City of North Kansas City has contracted with Kansas City Area Transportation Authority (KCATA) to provide low cost, on-demand transportation service within North Kansas City

	Number	Percent
Yes	221	65.0 %
No	114	33.5 %
Not provided	5	1.5 %
Total	340	100.0 %

Q20a. (If YES to Question 20) Have you ever used the service?

Q20a. Have you ever used the service	Number	Percent
Yes	58	26.2 %
No	163	73.8 %
Total	221	100.0 %

Q21. How important do you think it is for the City to make investments that enhance the visual attractiveness of the City?

Q21. How important is it for City to make investments that enhance visual attractiveness of City

	Number	Percent
Very important	178	52.4 %
Important	104	30.6 %
Neither important nor unimportant	27	7.9 %
Less important	14	4.1 %
Not important	8	2.4 %
Don't know	9	2.6 %
Total	340	100.0 %

Q22. Approximately how many years have you lived in North Kansas City?

Q22. How many years have you lived in North

Kansas City	Number	Percent
5 or less	110	32.4 %
6 to 10	70	20.6 %
11 to 15	44	12.9 %
16 to 20	24	7.1 %
21 to 30	34	10.0 %
31+	50	14.7 %
Not provided	8	2.4 %
Total	340	100.0 %

Q23. Counting yourself, how many people regularly live in your household?

Q23. How many people regularly live in your household

	Number	Percent
1	131	38.5 %
2	143	42.1 %
3	37	10.9 %
4+	29	8.5 %
Total	340	100.0 %

Q24. How many persons in your household (counting yourself), are in each of the following age groups?

	Mean	Sum
number	1.94	645
Under age 5	0.09	31
Ages 5-9	0.05	17
Ages 10-14	0.04	14
Ages 15-19	0.05	17
Ages 20-24	0.06	21
Ages 25-34	0.34	114
Ages 35-44	0.31	104
Ages 45-54	0.29	95
Ages 55-64	0.33	109
Ages 65-74	0.24	81
Ages 75+	0.13	42

Q25. What is your age?

<u>Q25. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	66	19.4 %
35-44	61	17.9 %
45-54	64	18.8 %
55-64	68	20.0 %
65+	67	19.7 %
Not provided	14	4.1 %
Total	340	100.0 %

Q26. What is your gender?

<u>Q26. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	164	48.2 %
Female	175	51.5 %
Not provided	1	0.3 %
Total	340	100.0 %

Q27. Are you Hispanic or Latino?

<u>Q27. Are you of Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	39	11.5 %
No	297	87.4 %
Not provided	4	1.2 %
Total	340	100.0 %

Q28. Which of the following best describes your race/ethnicity?

<u>Q28. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	13	3.8 %
American Indian/Eskimo	4	1.2 %
Black/African American	30	8.8 %
White	276	81.2 %
Other	25	7.4 %
Total	348	

Q28. Other

<u>Q28. Other</u>	<u>Number</u>	<u>Percent</u>
Hispanic	24	96.0 %
Mexican American	1	4.0 %
Total	25	100.0 %

Q29. Would you say your total annual household income is:

<u>Q29. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	42	12.4 %
\$25K to \$49,999	90	26.5 %
\$50K to \$74,999	65	19.1 %
\$75K to \$99,999	38	11.2 %
\$100K to \$124,999	31	9.1 %
\$125K to \$149,999	13	3.8 %
\$150K to \$199,999	12	3.5 %
\$200+	4	1.2 %
Not provided	45	13.2 %
Total	340	100.0 %

Section 5

Survey Instrument

April 10, 2017

Dear North Kansas City Resident:

The City Council has authorized a survey of our residents, 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 resident responses with those of residents of other cities, further assisting in the analysis of what our residents think 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 household, we urge all of the members of your household to participate in the response. 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 Frontier Circle, Olathe, KS 66061. If you prefer, you can complete the survey online at www.nkc2017survey.org. If you have questions, please contact Crystal Doss, City Clerk at (816) 274-6000 or via e-mail at cdoss@nkc.org.

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

Sincerely,



Don Stielow
Mayor



2017 North Kansas City Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to improve the quality of city services. If you have questions, please contact Crystal Doss at (816) 274-6000.

1. **Overall Quality of City Services:** Using a scale of 1 to 5 where “5” means “Very Satisfied” and “1” means “Very Dissatisfied,” please rate your satisfaction with the overall quality of the following services provided by the City of North Kansas City.

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The City's parks and recreation system	5	4	3	2	1	9
02.	City water and wastewater services	5	4	3	2	1	9
03.	Fire and emergency medical services	5	4	3	2	1	9
04.	Enforcement of city codes and ordinances	5	4	3	2	1	9
05.	Library services	5	4	3	2	1	9
06.	Maintenance of city streets and sidewalks	5	4	3	2	1	9
07.	Management of stormwater runoff and flood prevention	5	4	3	2	1	9
08.	Municipal court services	5	4	3	2	1	9
09.	Police services	5	4	3	2	1	9
10.	Trash, recycling, and yard waste collection services	5	4	3	2	1	9
11.	City communication with the public	5	4	3	2	1	9
12.	Customer service provided by city employees	5	4	3	2	1	9

2. **Which FOUR of the City services listed above do you think are MOST IMPORTANT for the City to provide?** [Write in the numbers below using the numbers from the list in Question 1 above].

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

3. **Perceptions of the City:** Items that may influence your perception of the City of North Kansas City are listed below. Please rate each item on a scale of 1 to 5 where “5” means “Very Satisfied” and “1” means “Very Dissatisfied.”

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the City	5	4	3	2	1	9
2.	How well the City is planning for redevelopment	5	4	3	2	1	9
3.	Overall quality of life in the City	5	4	3	2	1	9
4.	Overall value you receive for city taxes and fees	5	4	3	2	1	9
5.	Overall quality of new development	5	4	3	2	1	9
6.	Appearance of residential property in the City	5	4	3	2	1	9
7.	Appearance of commercial property in the City	5	4	3	2	1	9

4. Perceptions of Safety: Using a scale of 1 to 5 where “5” means “Very Safe” and “1” means “Very Unsafe,” please indicate how safe you feel in the following situations:

<i>How safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In City parks	5	4	3	2	1	9
2.	In your neighborhood during the day	5	4	3	2	1	9
3.	In your neighborhood at night	5	4	3	2	1	9
4.	In commercial and retail areas of the City	5	4	3	2	1	9

5. Public Safety Services. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where “5” means “Very Satisfied” and “1” means “Very Dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of local police protection	5	4	3	2	1	9
02.	The visibility of police in your neighborhood	5	4	3	2	1	9
03.	The visibility of police in retail areas	5	4	3	2	1	9
04.	City's efforts to prevent crime	5	4	3	2	1	9
05.	City's efforts to prevent fires	5	4	3	2	1	9
06.	Enforcement of local traffic laws	5	4	3	2	1	9
07.	Overall quality of local fire protection	5	4	3	2	1	9
08.	Quality of local ambulance service	5	4	3	2	1	9
09.	How quickly public safety personnel respond to emergencies	5	4	3	2	1	9
10.	Quality of animal control	5	4	3	2	1	9

6. Which THREE of the public safety items listed above do you think should receive the MOST EMPHASIS from City Leaders over the next two years? [Write in the numbers below using the numbers from the list in Question 5 above].

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

7. Parks and Recreation: Using a scale of 1 to 5, where “5” means “Very Satisfied” and “1” means “Very Dissatisfied,” please rate your satisfaction with each of the following:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance and appearance of existing city parks	5	4	3	2	1	9
2.	Number of city parks	5	4	3	2	1	9
3.	Walking and biking trails in the City	5	4	3	2	1	9
4.	Quality of youth recreation programs	5	4	3	2	1	9
5.	Quality of adult recreation programs	5	4	3	2	1	9
6.	Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	5	4	3	2	1	9
7.	Mowing and trimming of public areas	5	4	3	2	1	9

8. Which THREE of the parks and recreation services listed above do you think are MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers from the list in Question 7 above].

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

9. Code Enforcement: Using a scale of 1 to 5, where “5” means “Very Satisfied” and “1” means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the clean-up of litter & debris	5	4	3	2	1	9
2.	Enforcing the mowing of tall grass and weeds on residential property	5	4	3	2	1	9
3.	Enforcing the mowing of tall grass and weeds on commercial property	5	4	3	2	1	9
4.	Enforcing the maintenance of residential property in your neighborhood	5	4	3	2	1	9
5.	Enforcing the maintenance of commercial property	5	4	3	2	1	9
6.	Enforcing sign regulations	5	4	3	2	1	9
7.	Enforcing the maintenance of rental properties in your neighborhood	5	4	3	2	1	9

10. Which THREE of the code enforcement services listed above do you think is MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers from the list in Question 9 above].

1st: _____ 2nd: _____ 3rd: _____

11. Maintenance: Using a scale of 1 to 5, where “5” means “Very Satisfied” and “1” means “Very Dissatisfied,” please rate your satisfaction with each of the following:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of major city streets	5	4	3	2	1	9
2.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
3.	Maintenance of city buildings, such as City Hall	5	4	3	2	1	9
4.	Cleanliness of city streets and other public areas	5	4	3	2	1	9
5.	Condition of sidewalks in the City	5	4	3	2	1	9
6.	Snow removal on major city streets	5	4	3	2	1	9
7.	Snow removal on neighborhood streets	5	4	3	2	1	9
8.	Adequacy of city street lighting	5	4	3	2	1	9

12. Which THREE of the maintenance items listed above do you think are MOST IMPORTANT for the City to provide? [Write in the numbers below using the numbers from the list in Question 11 above].

1st: _____ 2nd: _____ 3rd: _____

13. Solid Waste/Utility Services: Using a scale of 1 to 5, where “5” means “Very Satisfied” and “1” means “Very Dissatisfied,” please rate your satisfaction with each of the following:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Residential trash (garbage) collection services	5	4	3	2	1	9
2.	Bulky item pick up/removal services (old furniture, appliances, limbs, etc.)	5	4	3	2	1	9
3.	Yard waste pick up	5	4	3	2	1	9
4.	Recycling services	5	4	3	2	1	9
5.	Drinking water services	5	4	3	2	1	9
6.	Wastewater (sewer) services	5	4	3	2	1	9
7.	Utility billing	5	4	3	2	1	9

14. From which of the following sources do you currently get information about the City of North Kansas City? (Check all that apply)

- (01) Television News
- (02) KC Star
- (03) City Website
- (04) Neighborhood Groups
- (05) City Newsletter, *North Kansas City Connection*
- (06) City Television Channel
- (07) City Facebook pages
- (08) City's Twitter
- (09) City's YouTube site
- (10) Other: _____

15. City Communication: Using a scale of 1 to 5, where “5” means “Very Satisfied” and “1” means “Very Dissatisfied,” please rate your satisfaction with each of the following:

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The City's website	5	4	3	2	1	9
2.	The City Newsletter, <i>North Kansas City Connection</i>	5	4	3	2	1	9
3.	The City's Television channel	5	4	3	2	1	9
4.	Content on the City's social media sites (Facebook, Twitter, YouTube, etc.)	5	4	3	2	1	9
5.	City efforts to keep you informed	5	4	3	2	1	9
6.	City efforts to involve residents in local decisions	5	4	3	2	1	9

16. The City offers a newsletter every three months. In order to provide the most beneficial information to the residents, which of the following types of information would you like to see emphasized in the newsletter? (Check all that apply)

- (1) Development issues
- (2) Budget/financial information
- (3) Highlights of City services and programs
- (4) Highlights of special events/happenings in the community
- (5) Other: _____

17. Have you called, emailed or visited the City with a question, problem, or complaint during the past year? (1) Yes [Answer questions 17a-b] (2) No [Go to question 18]

17a. [Only if YES to #17] How easy was it to contact the person you needed to reach?

- (4) Very Easy
- (3) Somewhat Easy
- (2) Difficult
- (1) Very Difficult
- (9) Don't Know

17b. [Only if YES to #17] Several factors that may influence your perception of the quality of customer service you receive from city employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means “Always” and 1 means “Never.”

Behavior of Employees		Always	Usually	Sometimes	Seldom	Never	Don't Know
1.	They were courteous and polite	5	4	3	2	1	9
2.	They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3.	They did what they said they would do in a timely manner	5	4	3	2	1	9
4.	They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

- 18. Would you or anyone in your home be interested in a class/program that focuses on city operations, finances and other information similar to a Citizens Academy?**
 ___ (1) Yes ___ (2) No
- 19. Please indicate if you are aware of the following events that are offered or supported by the City of North Kansas City. If you are aware of an event, please indicate if you have participated in the event during the past year.**
- Are you aware of this event? If you are aware, did you participate last year?
- (A) Mayor's Christmas Tree Lighting..... YES..... NOYESNO
 (B) Snake Saturday..... YES..... NOYESNO
 (C) Fridays in the Park..... YES..... NOYESNO
 (D) Swift Mile Street Festival..... YES..... NOYESNO
- 20. Prior to receiving this survey, did you know that since 2000 the City of North Kansas City has contracted with the Kansas City Area Transportation Authority (KCATA) to provide low cost, on-demand transportation service within North Kansas City? The service is also known as the "Metro-Flex" or "mini bus," and the cost to riders is currently 25 cents per ride.**
 ___(1) Yes ___(2) No
- 20a. [If YES to #20] Have you ever used the service?**
 ___ (1) Yes ___(2) No
- 21. How important do you think it is for the City to make investments that enhance the visual attractiveness of the City?**
 ___ (5) Very Important ___ (2) Less Important
 ___ (4) Important ___ (1) Not Important
 ___ (3) Neither Important nor Unimportant ___ (9) Don't Know
- 22. Approximately how many years have you lived in North Kansas City? _____ years**
- 23. Counting yourself, how many people regularly live in your household? _____**
- 24. How many persons in your household (counting yourself), are in each of the following age groups?**
- | | | |
|--------------------|-------------------|-------------------|
| Under age 5 ___ | Ages 20-24 ___ | Ages 55-64 ___ |
| Ages 5-9 ___ | Ages 25-34 ___ | Ages 65-74 ___ |
| Ages 10-14 ___ | Ages 35-44 ___ | Ages 75+ ___ |
| Ages 15-19 ___ | Ages 45-54 ___ | |
- 25. What is your age? _____ years**
- 26. What is your gender?**
 ___ (1) Male
 ___ (2) Female
- 27. Are you Hispanic or Latino?**
 ___ (1) Yes
 ___ (2) No

28. Which of the following best describes your race/ethnicity? (Check all that apply)

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

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

- (1) Under \$25,000
- (2) \$25,000 to \$49,999
- (3) \$50,000 to \$74,999
- (4) \$75,000 to \$99,999
- (5) \$100,000 to \$124,999
- (6) \$125,000 to \$149,999
- (7) \$150,000 to \$199,999
- (8) \$200,000 or more

30. If you have any suggestions for improving City services, please write your suggestions in the space below.

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:

ETC Institute,
725 W. Frontier Circle,
Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the right will ONLY be used to help identify which geographical areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank You.