

DRAFT
2003 DirectionFinder Survey
Findings Report

conducted for
the City of Columbia, Missouri

by
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May 2003

DirectionFinder Survey

Executive Summary – DRAFT Report

Purpose and Methodology

The City of Columbia conducted its first *DirectionFinder* survey during the spring of 2003. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community.

An eight-page survey was mailed to a random sample of 1,200 households in the City. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 1,200 households that received a survey, 286 completed the survey by phone and 317 returned it by mail for a total of 603 completed surveys (50% response rate). The results for the random sample of 603 households have a 95% level of confidence with a precision of at least +/- 4%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

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 Columbia with the results from other communities in the *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.*

Contents of the report. This draft report contains:

- a summary of the methodology for administering the survey
- charts depicting the overall results of many questions on the survey
- benchmarking data that shows how the results for Columbia compare to other cities
- tabular data that shows the overall results for each question on the survey with and without don't know responses
- a copy of the survey instrument.

Major Findings

Most of the residents surveyed were satisfied with City services. Eighty-eight percent (88%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with parks and recreation services, 84% were satisfied with public safety services; and 75% were satisfied with the overall quality of customer service provided by city employees. ***The City of Columbia rated in the top 25% of DirectionFinder cities in Kansas and Missouri in three areas:*** (1) parks and recreations, (2) the effectiveness of city communication, and (3) the overall quality of customer service provided by the city.

Services that residents thought should receive the most increase in emphasis over the next two years. The areas that residents thought should receive the most increase in emphasis from the City over the next two years were: (1) management of traffic congestion in the city and (2) the maintenance of city streets, buildings and facilities.

Residents were generally satisfied with the overall quality of life in the City. Most (83%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in Columbia; only 3% were not satisfied; 14% gave a neutral rating.

Public Safety. Eighty-eight percent (88%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of local fire protection; only 1% were dissatisfied, and 11% gave a neutral rating. Seventy-eight percent (78%) of those surveyed were satisfied with the quality of local police protection; only 7% were dissatisfied and 15% gave a neutral rating.

Parks and Recreation. In general, residents were very satisfied with parks and recreation facilities. Eighty-seven percent (87%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of city parks, 85% were satisfied with the number of walking and biking trails in the city, and 83% were satisfied with the quality of outdoor athletic fields. ***Satisfaction with the number of walking and biking trails was higher in the City of Columbia than all other DirectionFinder cities.***

City Maintenance. The areas of city maintenance that were rated best included: overall satisfaction with the maintenance of city buildings (76%), maintenance of street signs and traffic signals (72%), and maintenance/preservation of downtown Columbia (70%). Residents were generally least satisfied with the maintenance of city streets and the quality of snow removal on neighborhood streets.

City Communications. Seventy-one percent (71%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the content of the City Newsletter; 70% were satisfied with the availability of information about City programs, and 65% were satisfied with city efforts to keep residents informed.

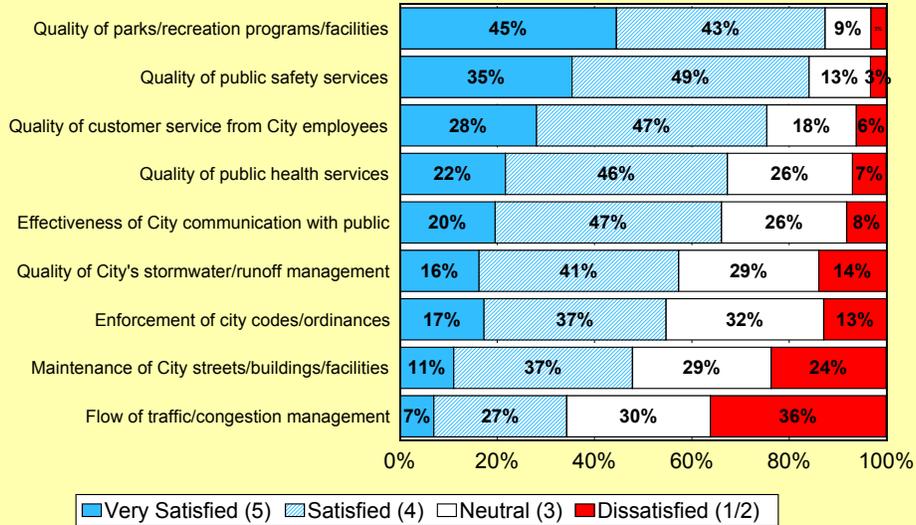
Other Findings.

- 70% of the adults surveyed had used the Internet at home during the past week; 45% of those who had used the Internet during the past week had made purchases on the Internet during the past 3 months.
- 55% of those surveyed thought the City's efforts to promote economic development in Columbia should be much greater or somewhat greater over the next five years; 25% thought they should stay about the same; only 3% thought they should be reduced, and 17% did not have an opinion.
- 65% of those surveyed supported the use of incentives to attract new businesses or expand existing businesses in Columbia; 14% were not supportive, and 21% did not have an opinion.
- 48% of those surveyed indicated that they would be very likely to vote in favor of continuing the City's 1/4 cent sales tax for capital improvements; 23% were somewhat likely; 16% were not likely, and 13% did not have an opinion.
- 46% of those surveyed indicated that they would be very likely to vote in favor of continuing the City's 1/8 cent sales tax for parks; 21% were somewhat likely; 21% were not likely, and 12% did not have an opinion.
- 55% of those surveyed had either watched a program or a meeting on the City's cable television channel.
- 28% of these surveyed had accessed the City's website.
- 31% of those surveyed had contacted the City with a question, problem, or complaint. Most were satisfied with the service they received from City employees.
- Most of the residents surveyed thought it was very important for the City to provide a wide range of public health services, particularly those that guard against food poisoning and help prevent the spread of infectious disease.

Charts and Graph

Overall Satisfaction With City Services by Major Category

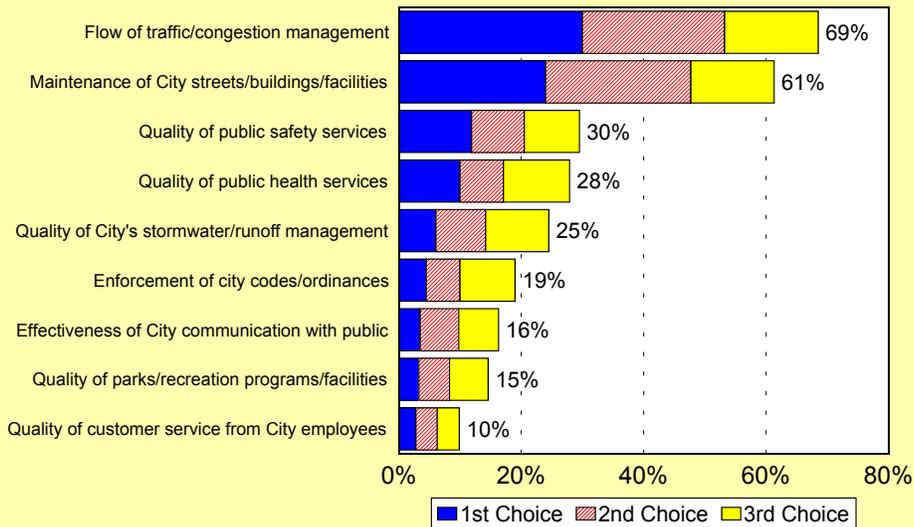
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

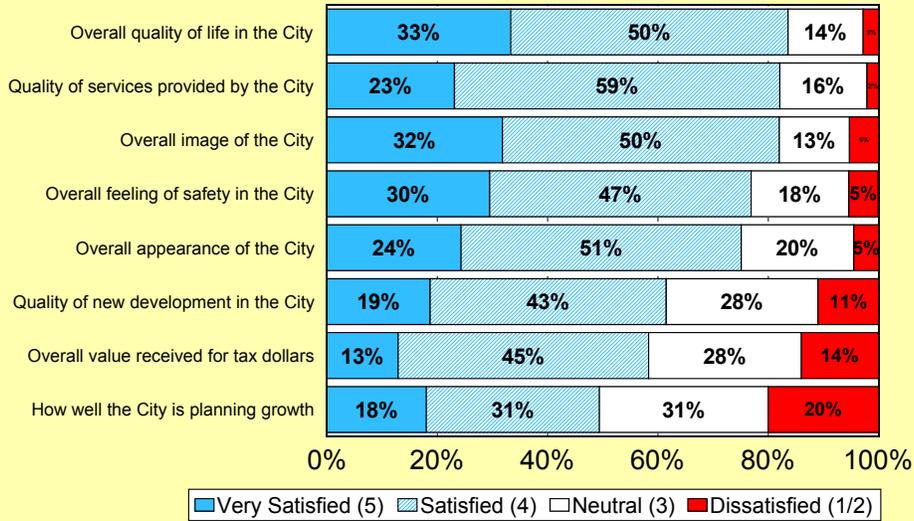
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Satisfaction With Items That Influence the Perception Residents Have of the City

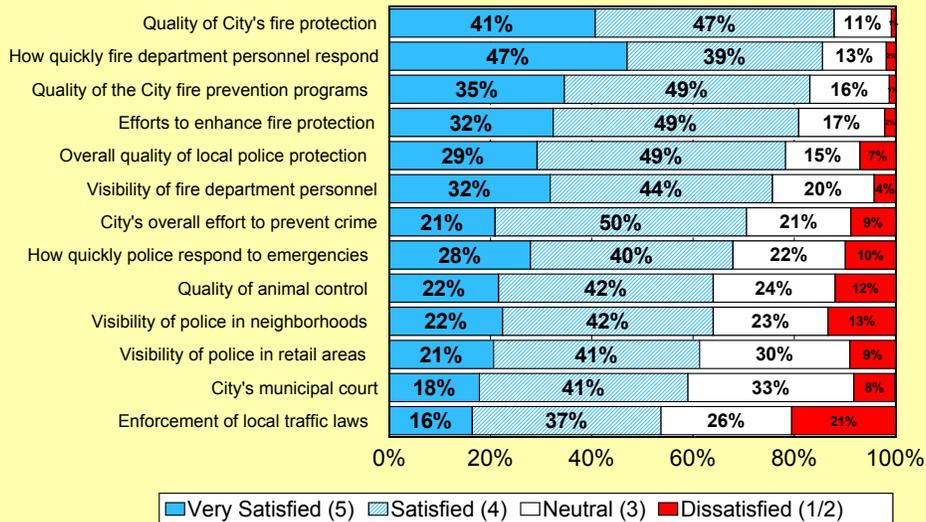
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Satisfaction with Various Aspects of Public Safety

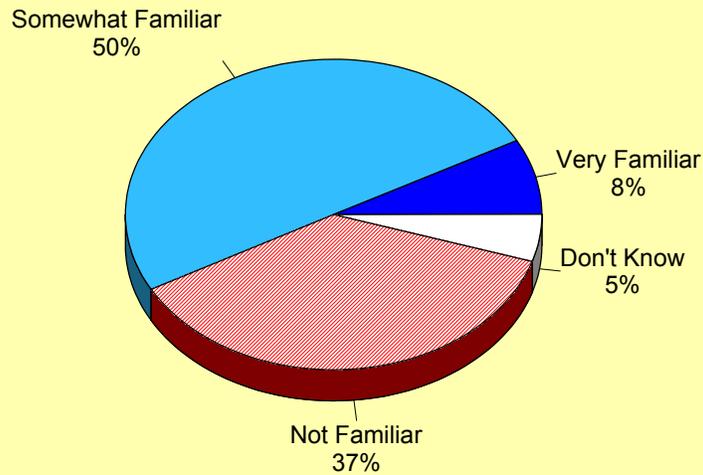
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Overall Familiarity with the City's Community Policing Program

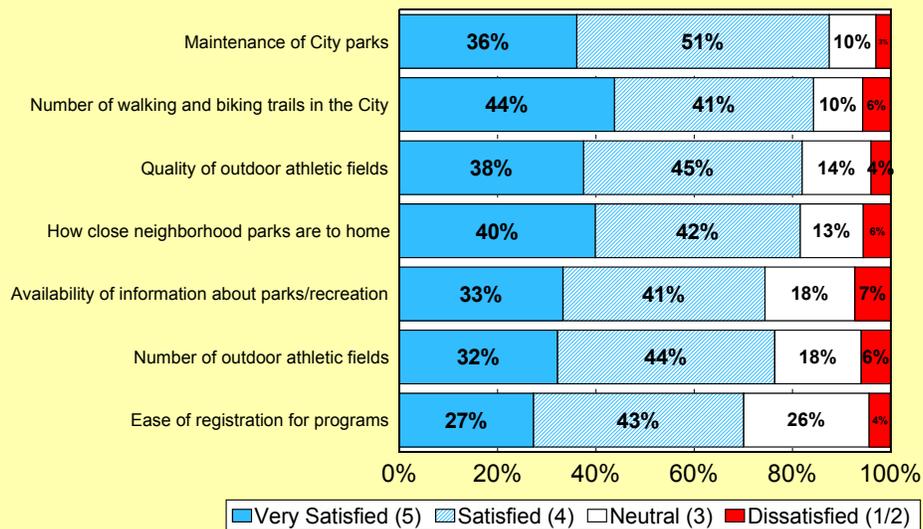
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Satisfaction with Various Aspects of Parks and Recreation

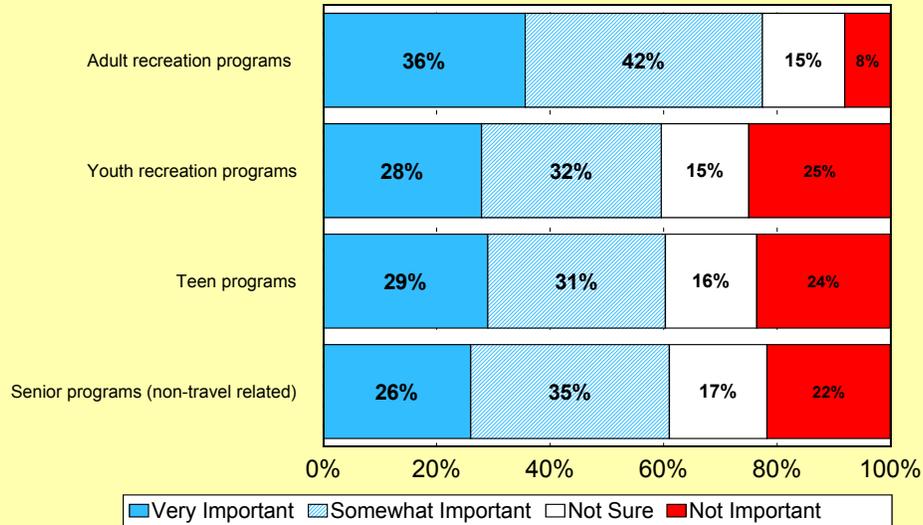
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Importance of Recovering the Cost of Various Types of Parks and Recreation Programs Through User Fees

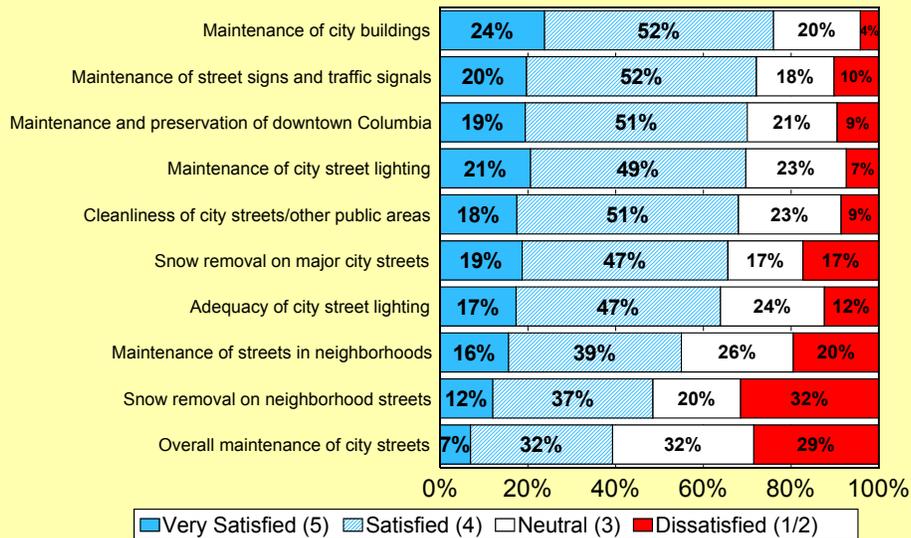
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Satisfaction with Various Aspects of City Maintenance

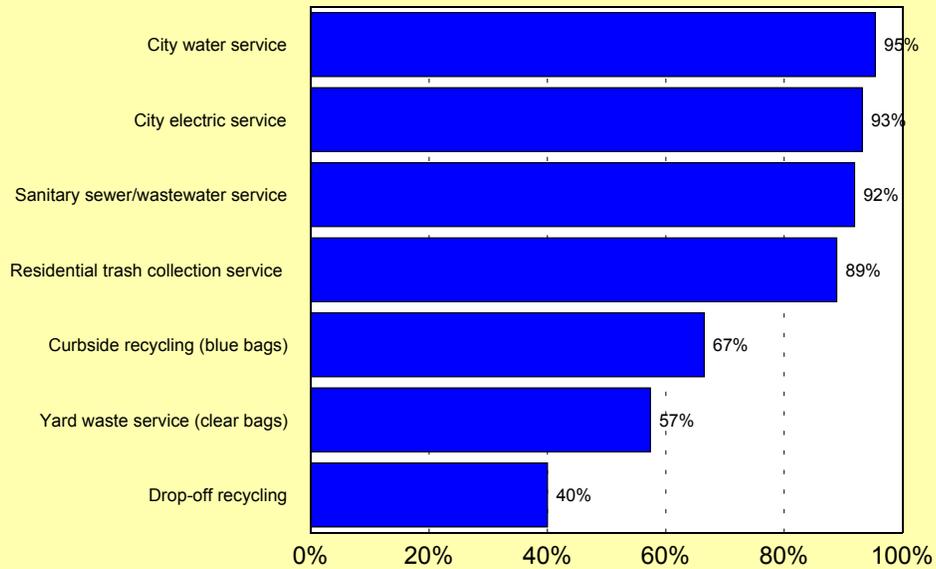
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Percentage of Columbia Households that Use Various Services Provided by the City

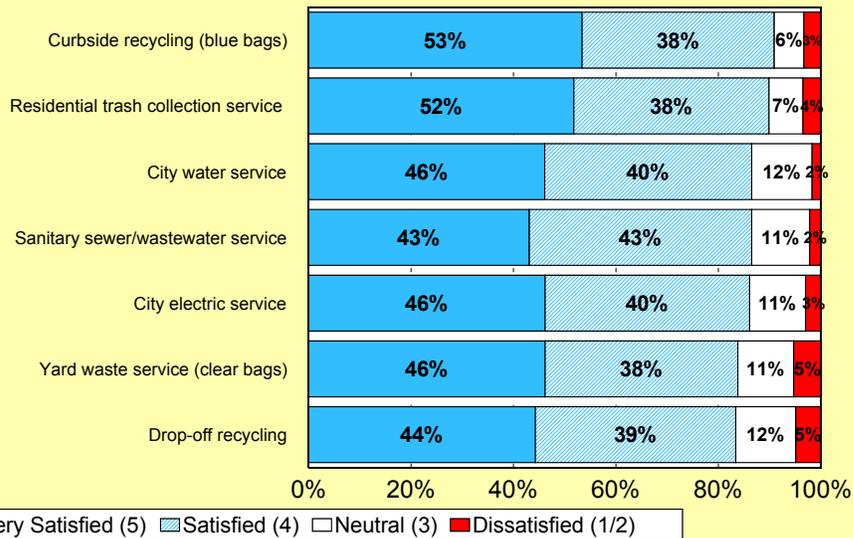
by percentage of respondents who responded "yes" to use of the service



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Overall Satisfaction with Services Provided by the City of Columbia

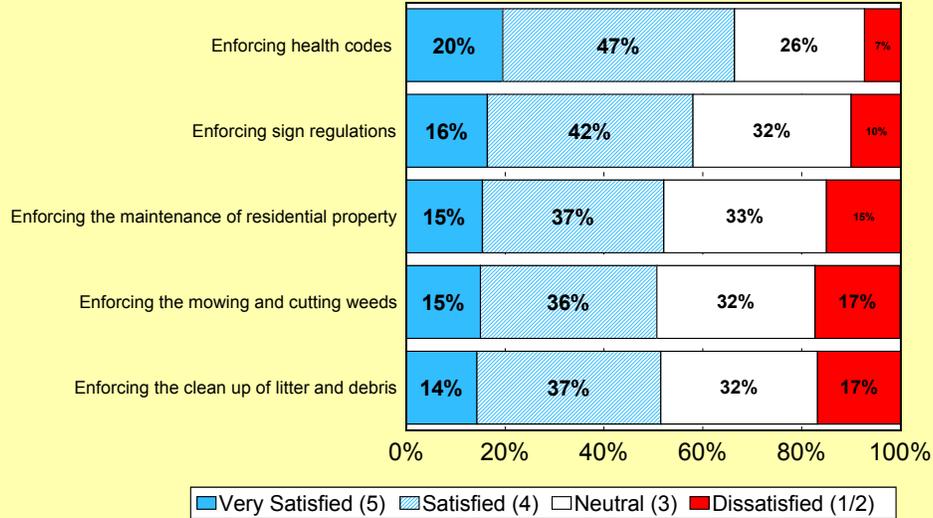
by percentage of respondents who use the service and rated it as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Satisfaction with the Enforcement of City Codes and Ordinances

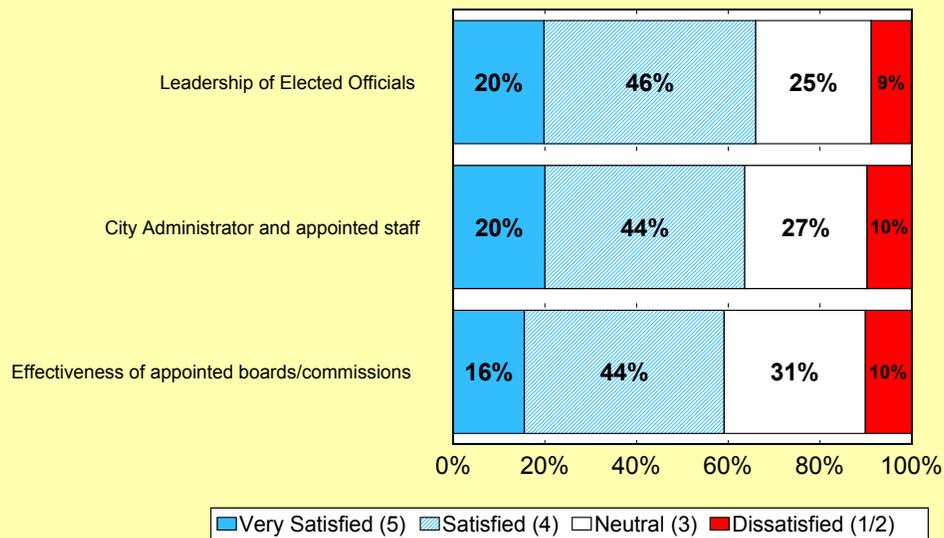
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Satisfaction with City Leadership

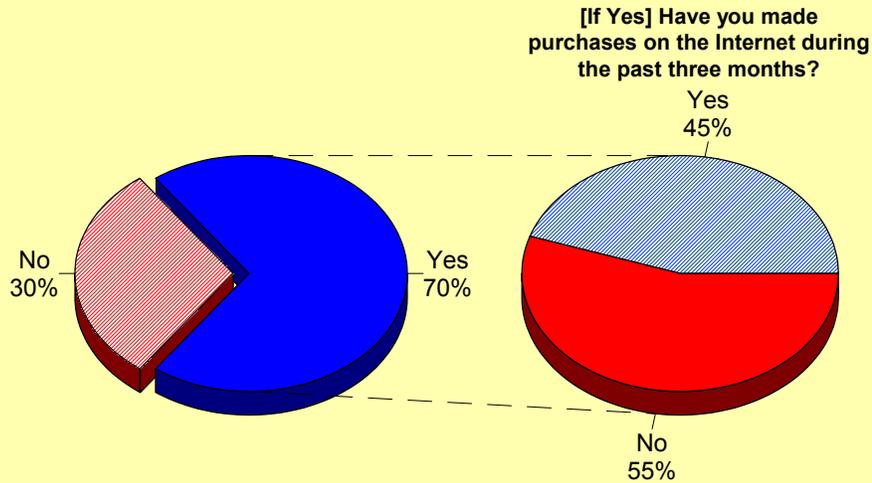
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Percentage of Columbia Adults Who Have Used the Internet at Home During the Past Week

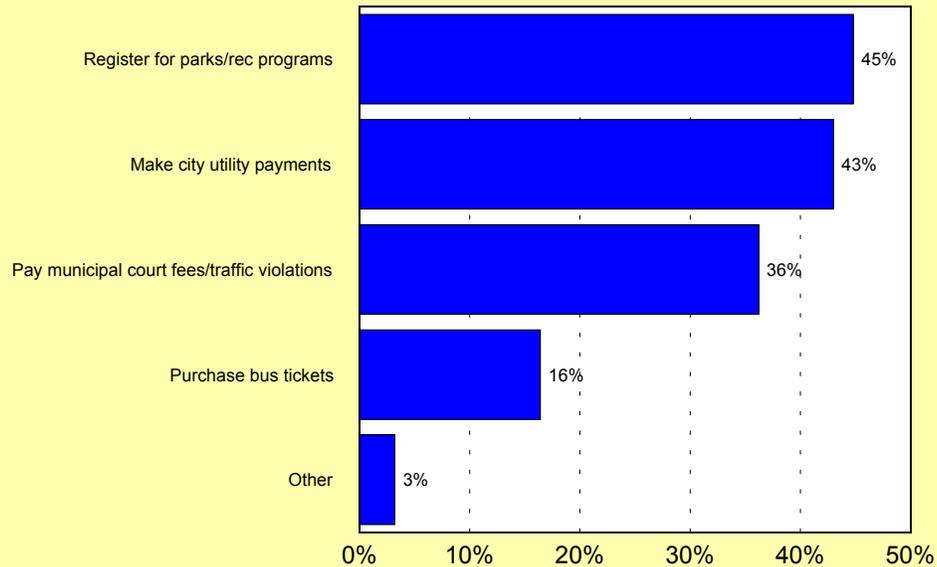
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Interest in Registering and Paying for Various City Services Over the Internet

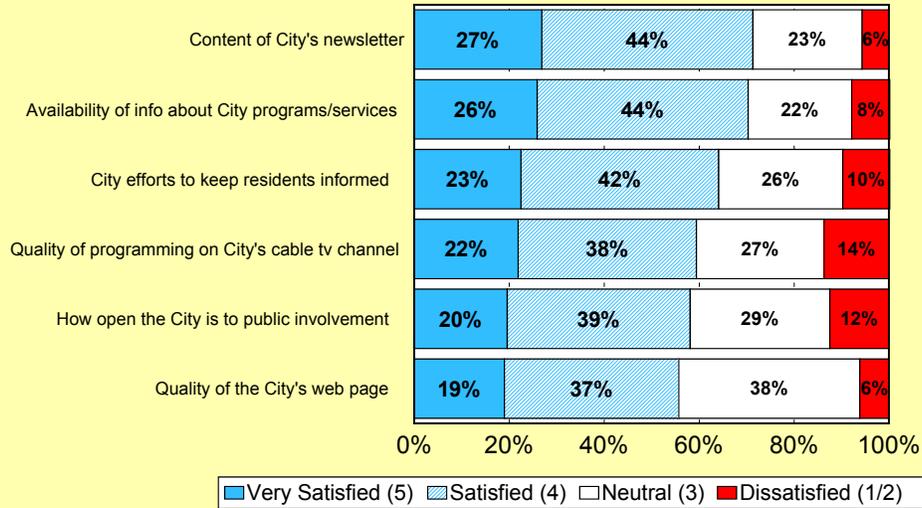
by percentage of respondents who indicated that they were interested



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Satisfaction with Various Aspects of City Communications

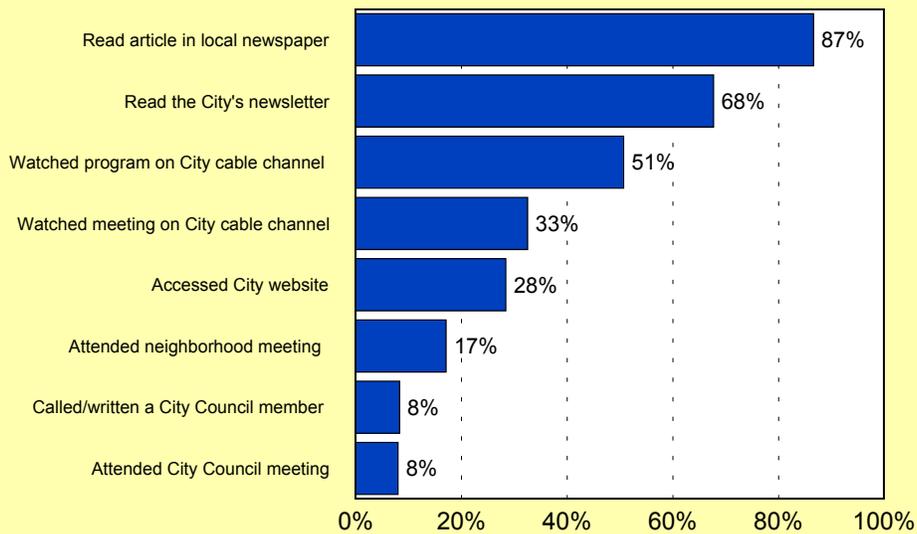
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Percentage of Residents Who Have Done Various Activities

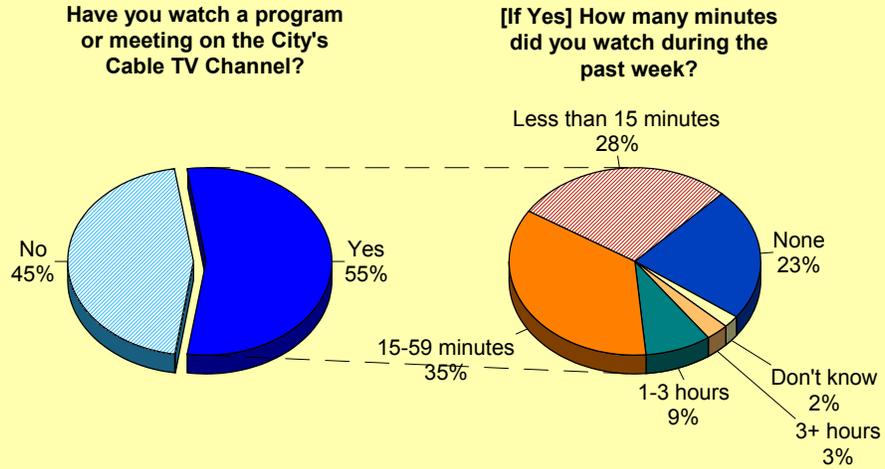
by percentage of respondents (multiple responses)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Number of Minutes Residents Watched the City Cable Channel During the Past Week

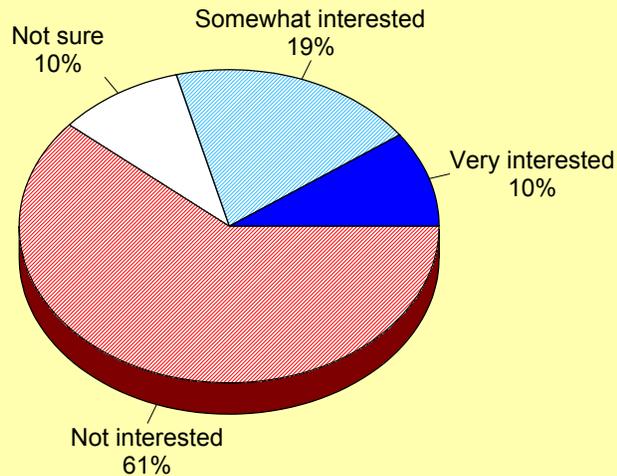
adjusted to reflect the percentage of all respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Interest in Receiving the City's Monthly Newsletter Via E-mail

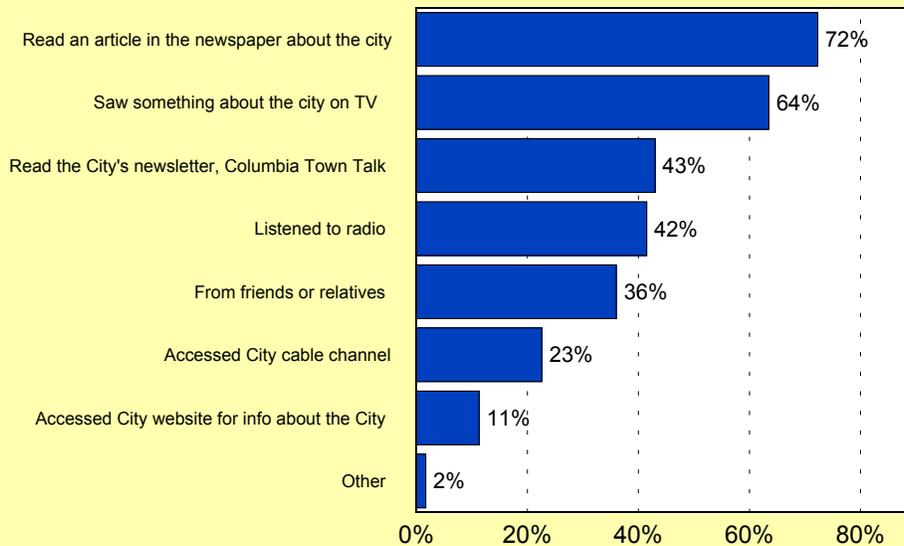
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

How Residents Get Information About City Issues

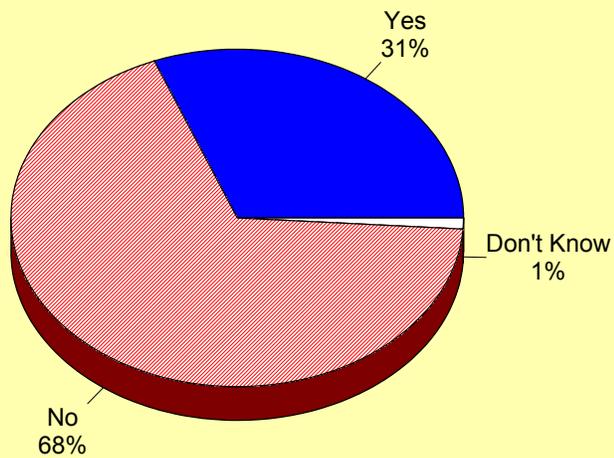
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Percentage of Residents Who Have Called or Visited the City with a Question, Problem, or Complaint During the Past Year

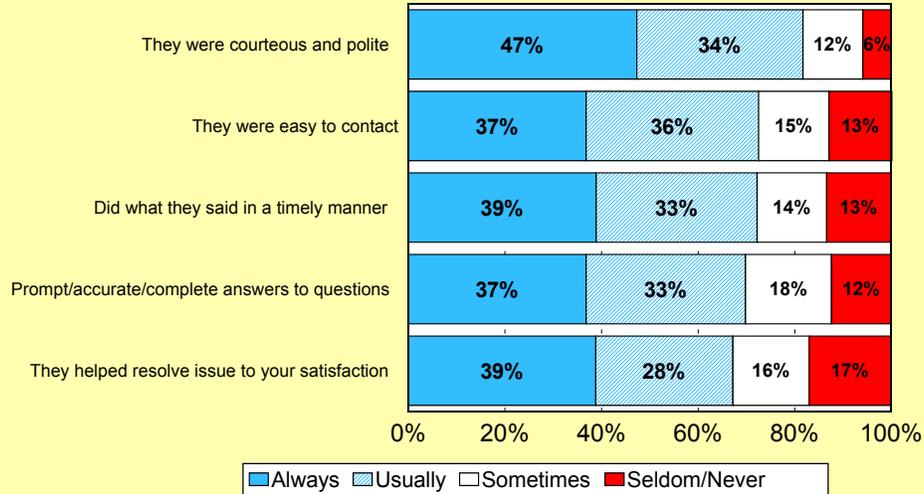
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

How Often Residents Think City Employees Meet Their Expectations for Customer Service

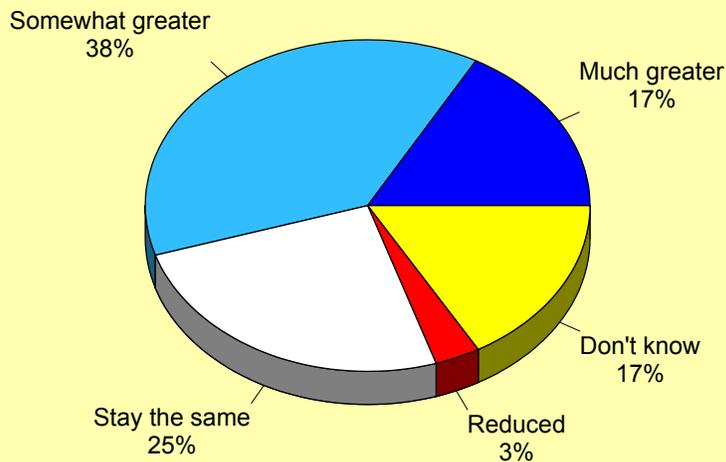
by percentage of respondents who had contacted the city during the last year (excluding don't knows)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

How Residents Think the City's Efforts to Promote Economic Development in the Community Should Change Over the Next Five Years

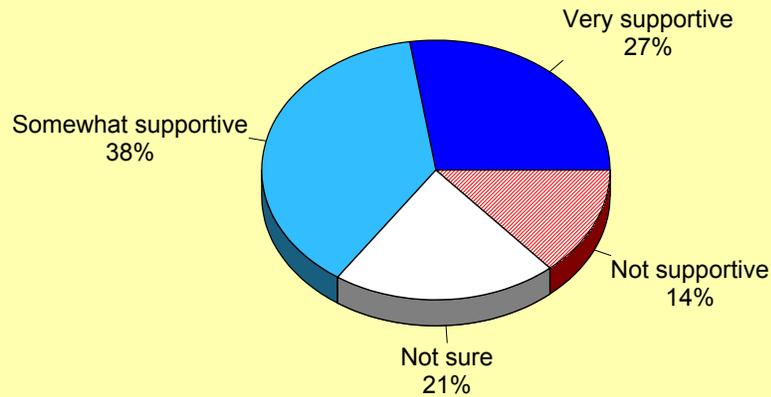
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Support for the Use of Incentives to Attract New Businesses and Expand Existing Business in Columbia

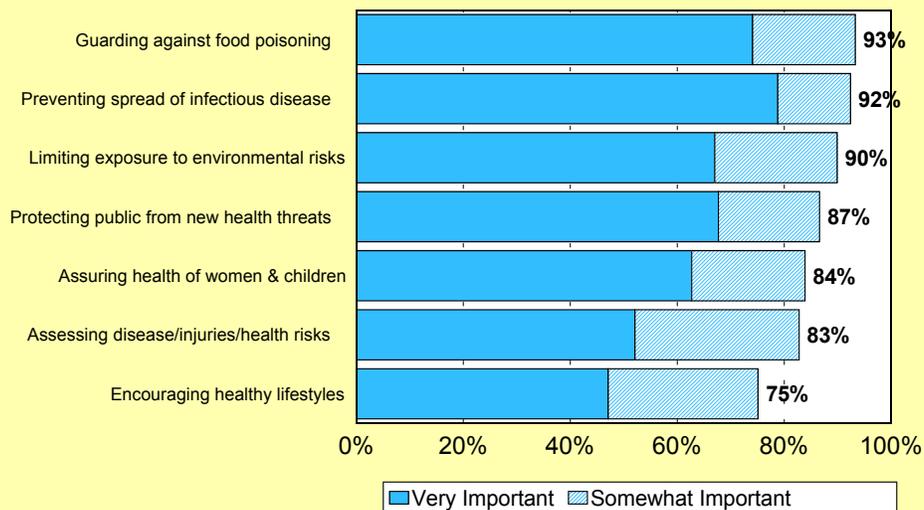
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Importance of Various Public Health Services

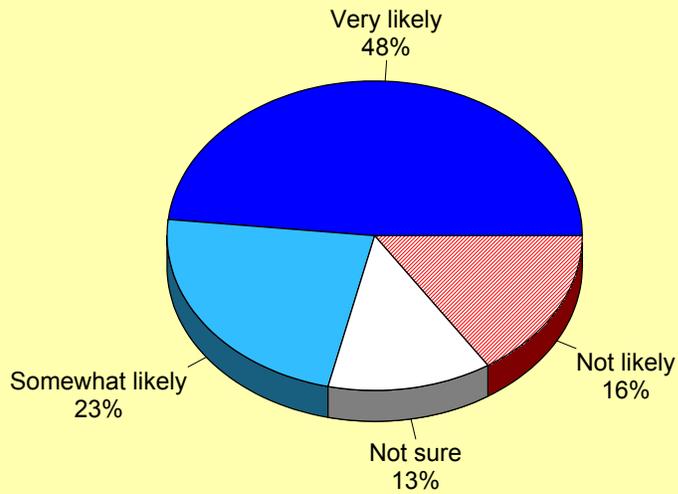
by percentage of respondents who rated the item as very or somewhat important



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

How Likely Residents Would Be to Vote in Favor of Continuing the 1/4 Cent Capital Improvements Tax For Five Years

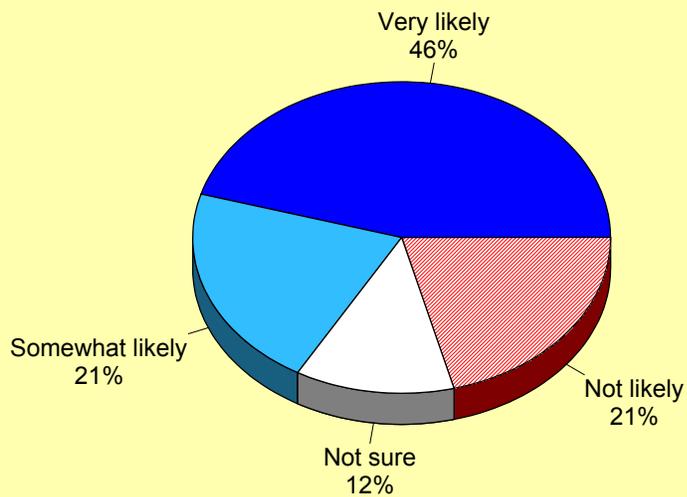
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

How Likely Residents Would Be to Vote in Favor of Continuing the 1/8 Cent Sales Tax for Parks For Five Years

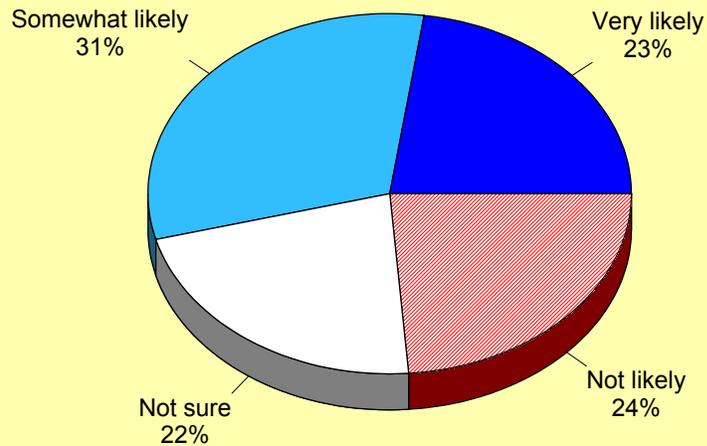
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

How Likely Residents Would Be to Support Increasing the Surcharge for Excessive Water Usage During Summer Months to Offset Future Rate Increases

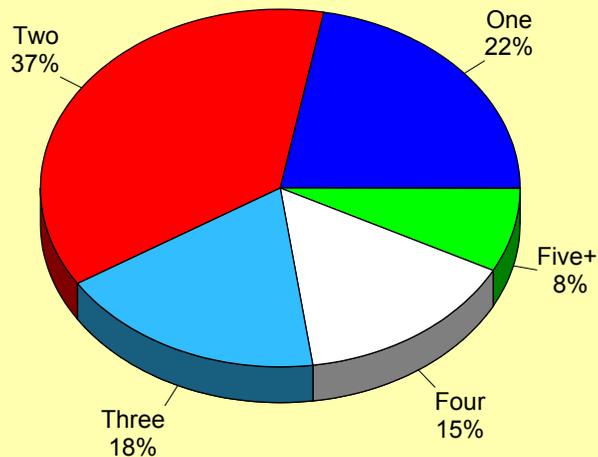
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Number of Household Occupants

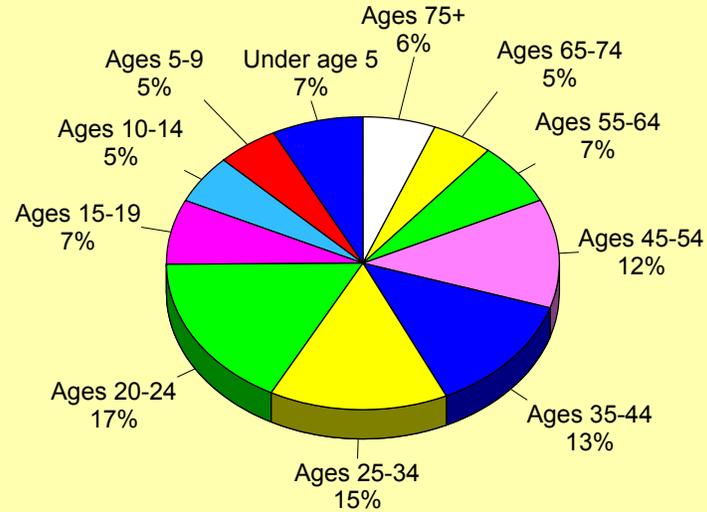
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Ages of Household Occupants

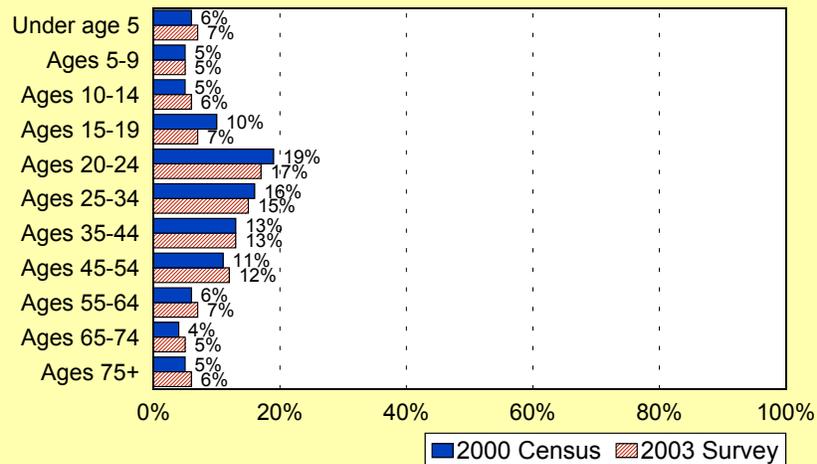
by percentage of all persons in the households surveyed



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Ages of Household Occupants 2000 Census vs. 2003 Survey

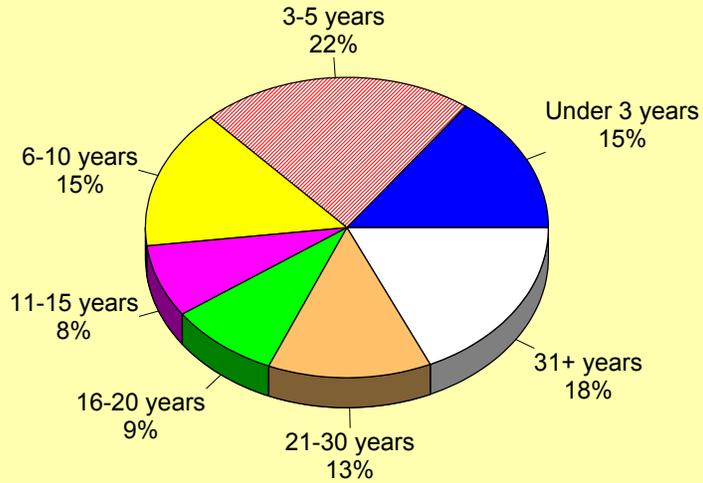
by percentage of all occupants in the households surveyed



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Number of Years Residents Have Lived in the City of Columbia

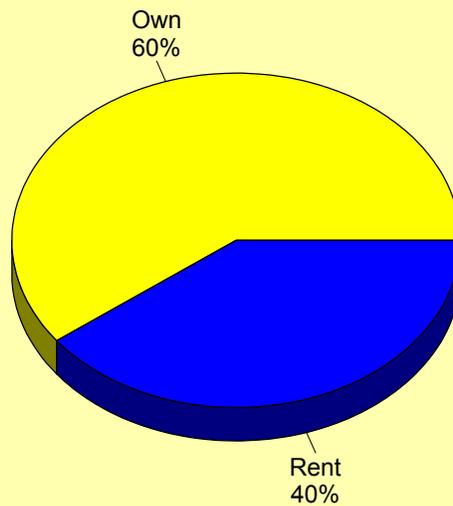
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Do You Own Or Rent Your Current Residence?

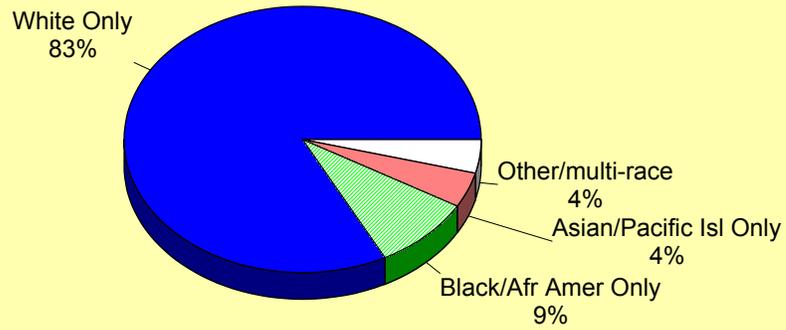
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Race/Ethnicity

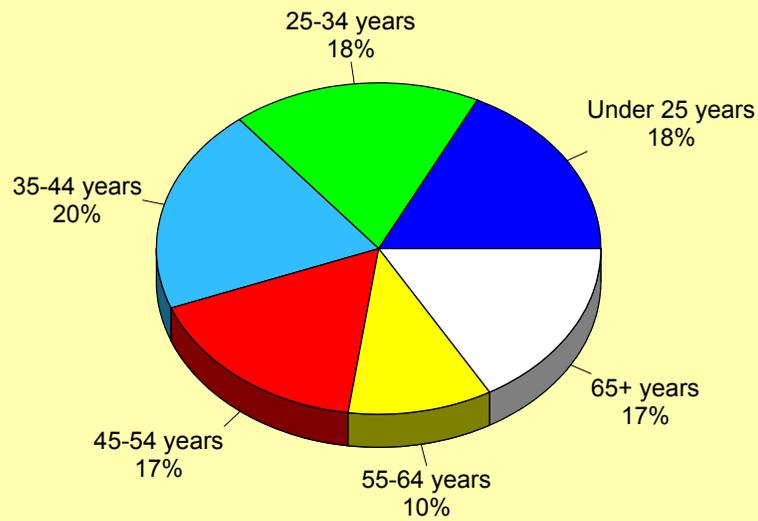
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Age of Respondents

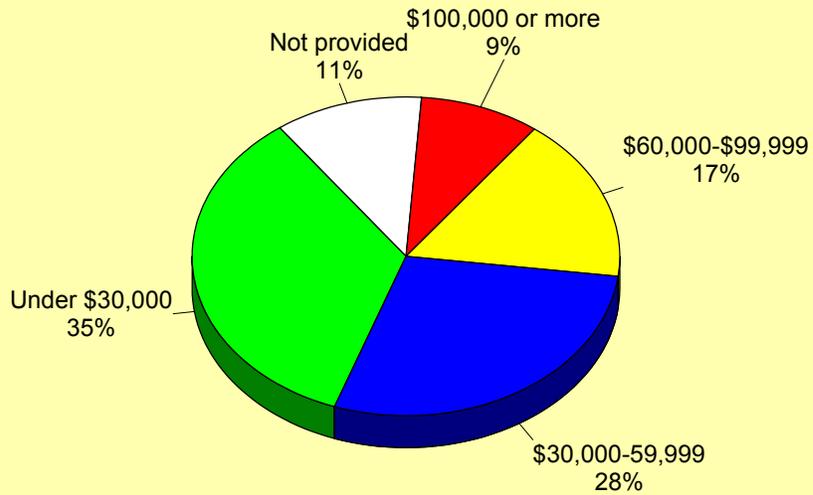
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Total Annual Household Income

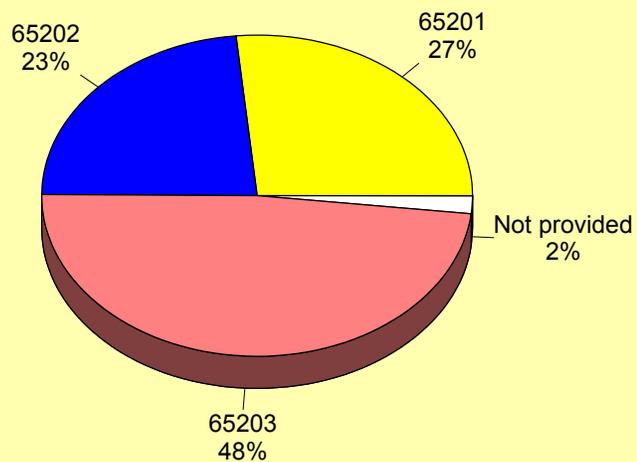
by percentage of respondents (excluding those who refused to provide response)



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Home Zip Code

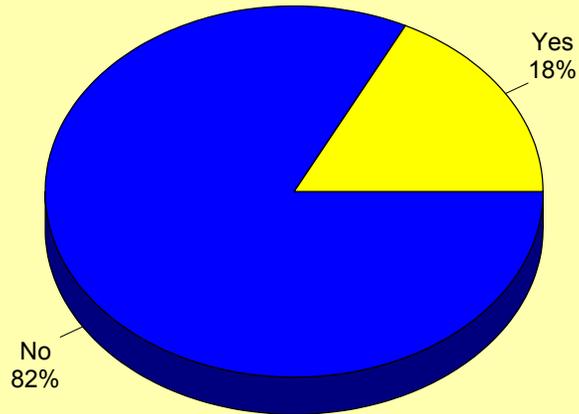
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Percentage of Respondents Who Were Full-time College Students

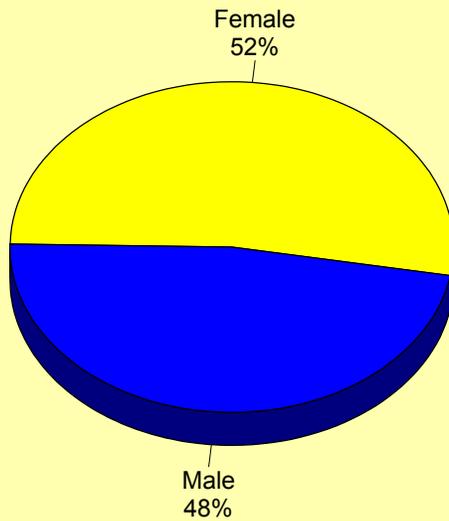
by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (2003 - Columbia, MO)

Benchmarking Data

DirectionFinder Survey

Year 2003 Benchmarking Summary Report

Overview

This is the first year the City of Columbia participated in ETC Institute's *DirectionFinder* program. The program was originally developed in 1999 to help community leaders in the Kansas City area use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 70 cities in twelve states. This report contains benchmarking data for 30 medium sized and/or suburban communities in nine states where the survey was administered between July 2000 and December 2002. The communities represented in this report include:

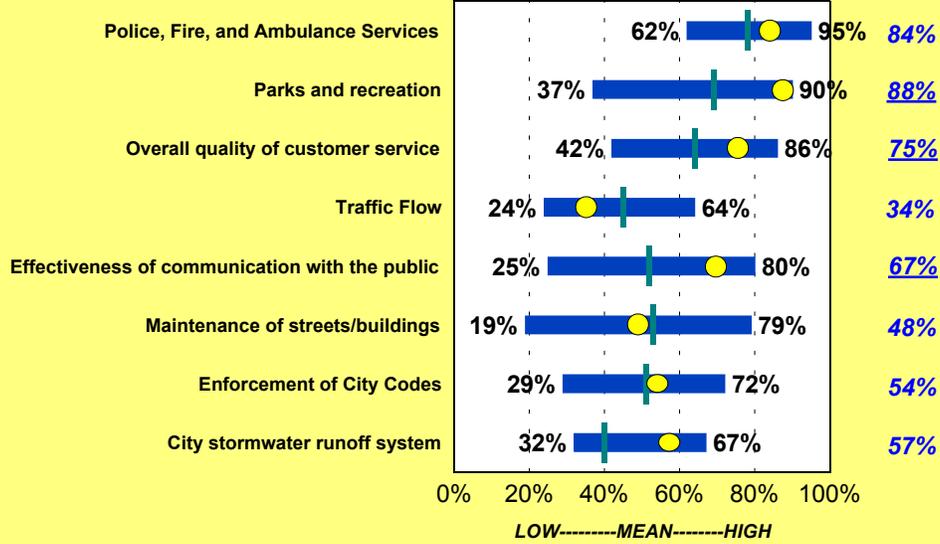
- ° Blue Springs, Missouri
- ° Butler, Missouri
- ° Burbank, California
- ° Bridgeport, Connecticut
- ° Casper, Wyoming
- ° DeKalb County, Georgia
- ° Gardner, Kansas
- ° Grandview, Missouri
- ° Gladstone, Missouri
- ° Glendale, Arizona
- ° Independence, Missouri
- ° Johnson County, Kansas
- ° Joplin, Missouri
- ° Kansas City, Kansas
- ° Lawrence, Kansas
- ° Leawood, Kansas
- ° Lee's Summit, Missouri
- ° Lenexa, Kansas
- ° Liberty, Missouri
- ° Merriam, Kansas
- ° Mesa, Arizona
- ° Olathe, Kansas
- ° Overland Park, Kansas
- ° Platte City, Missouri
- ° Prairie Village, Kansas
- ° Pasadena, California
- ° Rolla, Missouri
- ° Shawnee, Kansas
- ° Tempe, Arizona
- ° West Des Moines, Iowa
- ° Woodinville, Washington

The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for several areas of municipal service delivery. The actual ratings for Columbia are listed to the right of each chart. Percentages that are underlined indicate that Columbia ranked among the top 25% of cities in Kansas and Missouri in that area. The dot on each bar shows how the results for Columbia compare to the other communities that were surveyed.

Overall Satisfaction With City Services 2003

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

Underlined items Rated Among the Top 25% of Cities in Kansas and Missouri ● **Columbia**

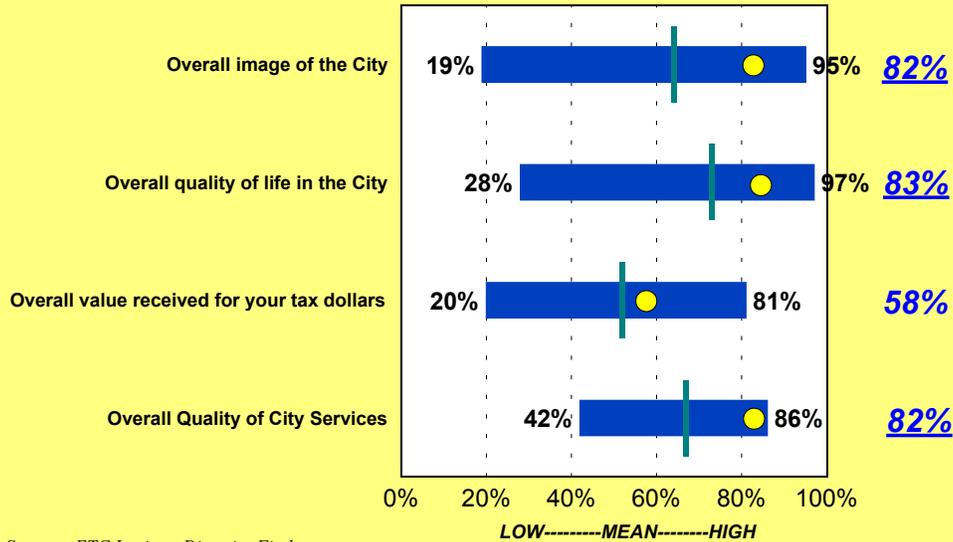


Source: ETC Institute DirectionFinder

Perceptions Residents Have of the City in Which They Live - 2003

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

Underlined items Rated Among the Top 25% of Cities in Kansas and Missouri ● **Columbia**

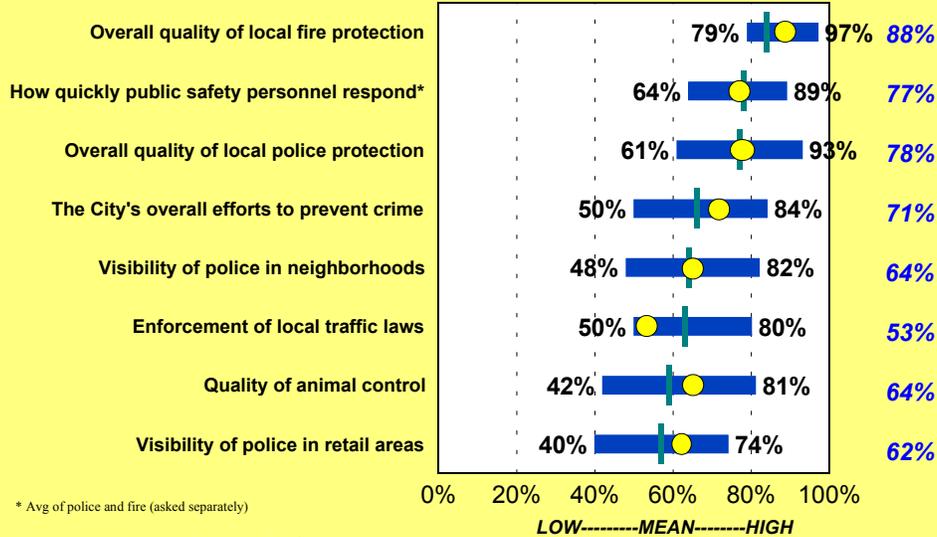


Source: ETC Institute DirectionFinder

Satisfaction with Public Safety 2003

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

● **Columbia**



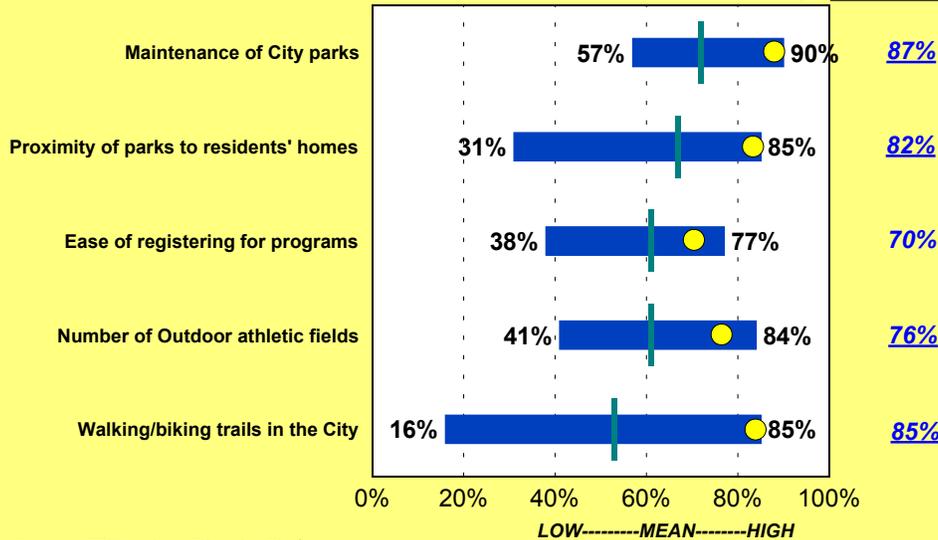
Source: ETC Institute DirectionFinder

Satisfaction with Parks and Recreation 2003

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

Underlined items Rated Among the Top 25% of Cities in Kansas and Missouri

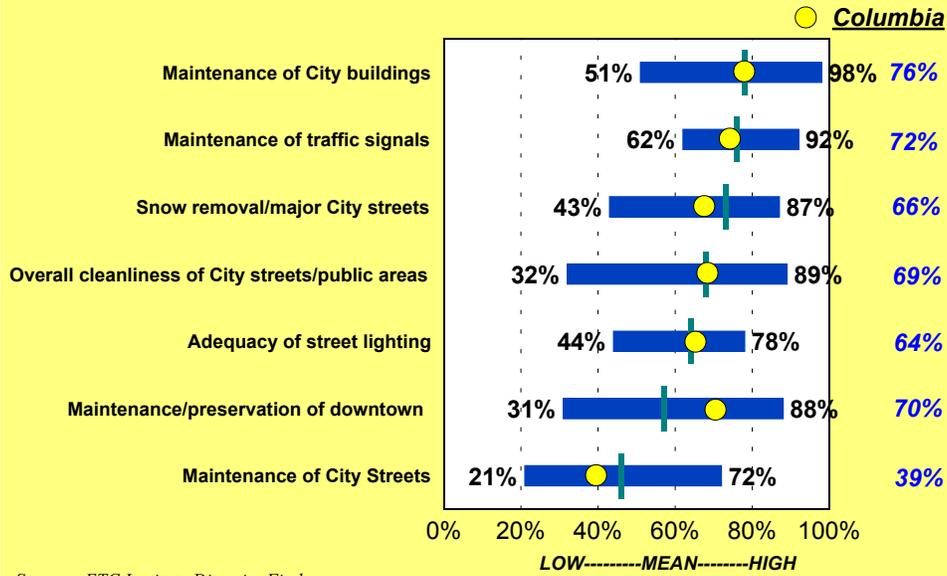
● **Columbia**



Source: ETC Institute DirectionFinder

Satisfaction with Maintenance Services 2003

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

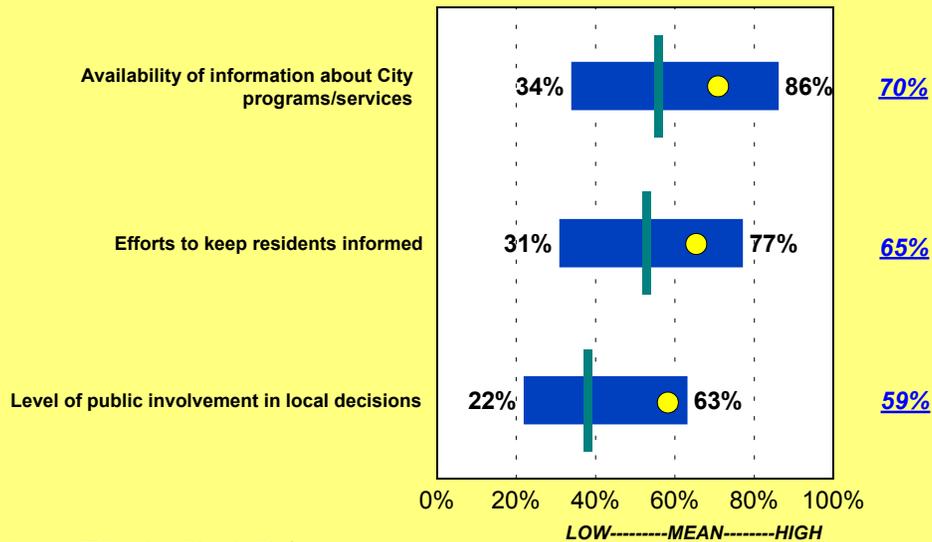


Satisfaction with City Communications 2003

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

Underlined items Rated Among the Top 25% of Cities in Kansas and Missouri

● **Columbia**



Tabular Data

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Columbia on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q1a Quality of public safety services	1.2%	2.0%	12.3%	47.4%	34.5%	2.7%
Q1b Quality of city parks and rec programs & facilities	1.0%	2.0%	9.0%	40.8%	42.3%	5.0%
Q1c Maintenance of city streets, buildings & facilities	6.1%	17.2%	28.2%	36.3%	10.9%	1.2%
Q1d Enforcement of city codes and ordinances	3.5%	6.8%	25.7%	29.7%	13.8%	20.6%
Q1e Quality of customer service you receive	1.7%	4.1%	17.2%	44.3%	26.4%	6.3%
Q1f Effectiveness of city communication with the public	1.7%	6.0%	24.0%	43.6%	18.4%	6.3%
Q1g Quality of the city's stormwater runoff/mgmt system	3.3%	8.8%	25.2%	35.8%	14.3%	12.6%
Q1h Flow of traffic & congestion management	10.3%	25.7%	29.4%	27.2%	7.0%	0.5%
Q1i Quality of public health services	1.3%	4.6%	22.1%	39.1%	18.6%	14.3%

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Columbia on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q1a Quality of public safety services	1.2%	2.0%	12.6%	48.7%	35.4%
Q1b Quality of city parks and rec programs & facilities	1.0%	2.1%	9.4%	42.9%	44.5%
Q1c Maintenance of city streets, buildings & facilities	6.2%	17.4%	28.5%	36.7%	11.1%
Q1d Enforcement of city codes and ordinances	4.4%	8.6%	32.4%	37.4%	17.3%
Q1e Quality of customer service you receive	1.8%	4.4%	18.4%	47.3%	28.1%
Q1f Effectiveness of city communication with the public	1.8%	6.4%	25.7%	46.5%	19.6%
Q1g Quality of the city's stormwater runoff/mgmt system	3.8%	10.1%	28.8%	41.0%	16.3%
Q1h Flow of traffic & congestion management	10.3%	25.8%	29.5%	27.3%	7.0%
Q1i Quality of public health services	1.5%	5.4%	25.7%	45.6%	21.7%

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	72	11.9 %
B=City parks & rec programs & facilities	20	3.3 %
C=Maintenance city streets/buildings/facilities	145	24.0 %
D=Enforcement city codes for building	27	4.5 %
E=Customer service	17	2.8 %
F=City communication	21	3.5 %
G=Stormwater runoff/management system	37	6.1 %
H=Flow of traffic	181	30.0 %
I=Public health services	60	10.0 %
Z=No 1 st choice	23	3.8 %
Total	603	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	52	8.6 %
B=City parks & rec programs & facilities	30	5.0 %
C=Maintenance city streets/buildings/facilities	143	23.7 %
D=Enforcement city codes for building	33	5.5 %
E=Customer service	21	3.5 %
F=City communication	39	6.5 %
G=Stormwater runoff/management system	49	8.1 %
H=Flow of traffic	140	23.2 %
I=Public health services	43	7.1 %
Z=No 2 nd choice	53	8.8 %
Total	603	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	54	9.0 %
B=City parks & rec programs & facilities	38	6.3 %
C=Maintenance city streets/buildings/facilities	82	13.6 %
D=Enforcement city codes for building	54	9.0 %
E=Customer service	22	3.6 %
F=City communication	39	6.5 %
G=Stormwater runoff/management system	62	10.3 %
H=Flow of traffic	92	15.3 %
I=Public health services	65	10.8 %
Z=No 3 rd choice	95	15.8 %
Total	603	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (all three selections)

<u>Q2 Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
A = Public safety services	178	29.5 %
B = City parks & rec programs & facilities	88	14.6 %
C = Maintenance city streets/buildings/facilities	370	61.4 %
D = Enforcement city codes for building	114	18.9 %
E = Customer service	60	10.0 %
F = City communication	99	16.4 %
G = Stormwater runoff/management system	148	24.5 %
H = Flow of traffic	413	68.5 %
I = Public health services	168	27.9 %
Z = No 1 st choice selected	23	3.8 %
Total	1661	

Q3. Several items that may influence your perception of the City of Columbia 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=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q3a Quality of services provided by the City of Columbia	0.5%	1.7%	15.4%	57.7%	22.6%	2.2%
Q3b Value that you receive for your city tax dollars & fees	4.8%	8.6%	26.7%	43.8%	12.4%	3.6%
Q3c Overall image of the city	1.0%	4.3%	12.6%	49.9%	31.7%	0.5%
Q3d How well city is planning growth	2.8%	15.3%	27.7%	28.4%	16.3%	9.6%
Q3e Overall quality of life in the city	1.2%	1.7%	13.4%	49.8%	33.0%	1.0%
Q3f Overall feeling of safety in city	1.5%	3.8%	17.6%	47.1%	29.4%	0.7%
Q3g Quality of new development in the city	3.2%	7.1%	25.5%	39.8%	17.4%	7.0%
Q3h Overall appearance of the city	1.0%	3.5%	20.2%	50.2%	24.0%	1.0%

Q3. Several items that may influence your perception of the City of Columbia are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q3a Quality of services provided by the City of Columbia	0.5%	1.7%	15.8%	59.0%	23.1%
Q3b Value that you receive for your city tax dollars & fees	5.0%	9.0%	27.7%	45.4%	12.9%
Q3c Overall image of the city	1.0%	4.3%	12.7%	50.2%	31.8%
Q3d How well city is planning growth	3.1%	16.9%	30.6%	31.4%	18.0%
Q3e Overall quality of life in the city	1.2%	1.7%	13.6%	50.3%	33.3%
Q3f Overall feeling of safety in city	1.5%	3.8%	17.7%	47.4%	29.5%
Q3g Quality of new development in the city	3.4%	7.7%	27.5%	42.8%	18.7%
Q3h Overall appearance of the city	1.0%	3.5%	20.4%	50.8%	24.3%

Q4. Public safety. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q4a Quality of local police protection	3.3%	3.5%	14.3%	47.6%	28.4%	3.0%
Q4b Visibility of police in neighborhoods	3.6%	9.3%	22.1%	40.5%	21.7%	2.8%
Q4c Visibility of police in retail areas	2.0%	6.5%	27.7%	38.0%	19.2%	6.6%
Q4d City's efforts to prevent crime	2.7%	5.6%	19.4%	46.9%	19.7%	5.6%
Q4e How quickly police respond to emergencies	3.2%	4.3%	16.7%	30.2%	21.1%	24.5%
Q4f Enforcement of Local Traffic Laws	4.5%	14.8%	24.2%	35.0%	15.4%	6.1%
Q4g Quality of the city's fire prevention programs	0.2%	0.8%	12.8%	39.5%	28.2%	18.6%
Q4h Visibility of fire department personnel	0.5%	3.3%	18.2%	39.8%	28.9%	9.3%
Q4i How quickly fire department personnel respond	0.3%	1.0%	9.0%	27.5%	33.5%	28.7%
Q4j Quality of city fire protection	0.2%	0.5%	9.8%	41.0%	35.3%	13.3%
Q4k Efforts to enhance fire protection	0.2%	1.5%	13.4%	38.3%	25.5%	21.1%
Q4l Quality of animal control	2.7%	7.6%	20.7%	36.5%	18.6%	13.9%
Q4m City's municipal court	2.7%	2.5%	20.7%	26.0%	11.3%	36.8%

**Q4. Public safety. How satisfied are you with:
(excluding don't knows)**

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q4a Quality of local police protection	3.4%	3.6%	14.7%	49.1%	29.2%
Q4b Visibility of police in neighborhoods	3.8%	9.6%	22.7%	41.6%	22.4%
Q4c Visibility of police in retail areas	2.1%	6.9%	29.7%	40.7%	20.6%
Q4d City's efforts to prevent crime	2.8%	6.0%	20.6%	49.7%	20.9%
Q4e How quickly police respond to emergencies	4.2%	5.7%	22.2%	40.0%	27.9%
Q4f Enforcement of Local Traffic Laws	4.8%	15.7%	25.8%	37.3%	16.4%
Q4g Quality of the city's fire prevention programs	0.2%	1.0%	15.7%	48.5%	34.6%
Q4h Visibility of fire department personnel	0.5%	3.7%	20.1%	43.9%	31.8%
Q4i How quickly fire department personnel respond	0.5%	1.4%	12.6%	38.6%	47.0%
Q4j Quality of city fire protection	0.2%	0.6%	11.3%	47.2%	40.7%
Q4k Efforts to enhance fire protection	0.2%	1.9%	17.0%	48.5%	32.4%
Q4l Quality of animal control	3.1%	8.9%	24.1%	42.4%	21.6%
Q4m City's municipal court	4.2%	3.9%	32.8%	41.2%	17.8%

Q5. Overall, how familiar are you with the City's community policing programs?

<u>Q5 Familiar with community policing program</u>	<u>Number</u>	<u>Percent</u>
1=Very Familiar	47	7.8 %
2=Somewhat	302	50.1 %
3=Not Familiar	225	37.3 %
9=No answer	29	4.8 %
Total	603	100.0 %

Q6. Parks and recreation. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q6a Maintenance of city parks	0.5%	2.3%	9.0%	48.4%	34.0%	5.8%
Q6b How close neighborhood parks are to your home	1.2%	4.1%	12.1%	39.5%	37.8%	5.3%
Q6c Number of walking/biking trails	1.8%	3.5%	9.5%	38.1%	41.3%	5.8%
Q6d Quality of outdoor athletic fields	1.0%	2.3%	11.8%	37.5%	31.5%	15.9%
Q6e Number of outdoor athletic fields	1.2%	3.8%	14.6%	36.7%	26.7%	17.1%
Q6f Ease of registering for recreation programs	0.5%	2.5%	17.4%	29.2%	18.6%	31.8%
Q6g Availability of information about city parks & rec programs	1.2%	5.3%	16.3%	36.5%	29.5%	11.3%

Q6. Parks and recreation. How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q6a Maintenance of city parks	0.5%	2.5%	9.5%	51.4%	36.1%
Q6b How close neighborhood parks are to your home	1.2%	4.4%	12.8%	41.7%	39.9%
Q6c Number of walking/ biking trails	1.9%	3.7%	10.0%	40.5%	43.8%
Q6d Quality of outdoor athletic fields	1.2%	2.8%	14.0%	44.6%	37.5%
Q6e Number of outdoor athletic fields	1.4%	4.6%	17.6%	44.2%	32.2%
Q6f Ease of registering for recreation programs	0.7%	3.6%	25.5%	42.8%	27.3%
Q6g Availability of information about city parks & rec programs	1.3%	6.0%	18.3%	41.1%	33.3%

Q7. How important do you think it is for the City of Columbia to recover the cost of providing the following types of parks and recreation programs through user fees:

(N=603)

	Not Important 1	Not Sure 2	Somewhat 3	Very Important 4
Q7a Adult recreation programs	8.1%	14.6%	41.8%	35.5%
Q7b Youth recreation programs	25.0%	15.4%	31.7%	27.9%
Q7c Teen programs	23.5%	16.1%	31.3%	29.0%
Q7d Senior programs (non-travel related)	21.7%	17.2%	35.0%	26.0%

Q8. City maintenance. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q8a Overall maintenance of city streets	8.1%	20.1%	31.8%	32.0%	6.8%	1.2%
Q8b Maintenance of streets in your neighborhood	6.0%	13.4%	25.2%	39.0%	15.4%	1.0%
Q8c Maintenance of street signs and traffic signals	2.0%	8.0%	17.4%	51.6%	19.4%	1.7%
Q8d Maintenance & preservation of downtown Columbia	1.7%	7.5%	19.7%	48.8%	18.7%	3.6%
Q8e Maintenance of city buildings	1.0%	2.8%	17.9%	47.3%	21.6%	9.5%
Q8f Snow removal on major city streets	5.3%	11.4%	16.6%	45.4%	18.1%	3.2%
Q8g Snow removal on neighborhood streets	11.3%	19.2%	19.4%	35.3%	11.6%	3.2%
Q8h Cleanliness of city streets & other public areas	1.7%	6.8%	23.1%	49.8%	17.2%	1.5%
Q8i Adequacy of city street lighting	3.6%	8.5%	23.2%	45.6%	16.9%	2.2%
Q8j Maintenance of city street lighting	2.2%	4.8%	21.6%	46.3%	19.4%	5.8%

Q8. City maintenance. How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q8a Overall maintenance of city streets	8.2%	20.3%	32.2%	32.4%	6.9%
Q8b Maintenance of streets in your neighborhood	6.0%	13.6%	25.5%	39.4%	15.6%
Q8c Maintenance of street signs and traffic signals	2.0%	8.1%	17.7%	52.4%	19.7%
Q8d Maintenance & preservation of downtown Columbia	1.7%	7.7%	20.5%	50.6%	19.4%
Q8e Maintenance of city buildings	1.1%	3.1%	19.8%	52.2%	23.8%
Q8f Snow removal on major city streets	5.5%	11.8%	17.1%	46.9%	18.7%
Q8g Snow removal on neighborhood streets	11.6%	19.9%	20.0%	36.5%	12.0%
Q8h Cleanliness of city streets & other public areas	1.7%	6.9%	23.4%	50.5%	17.5%
Q8i Adequacy of city street lighting	3.7%	8.6%	23.7%	46.6%	17.3%
Q8j Maintenance of city street lighting	2.3%	5.1%	22.9%	49.1%	20.6%

Q9. Please indicate if your household uses the following services provided by the City of Columbia.

(N=603)

	Yes 1	No 2	No Answ- er 9
Q9a Use residential trash collection service	88.9%	10.4%	0.7%
Q9b Use curbside recycling (blue bags)	66.5%	32.5%	1.0%
Q9c Use drop-off recycling	40.0%	57.4%	2.7%
Q9d Use yard waste service (clear bags)	57.4%	41.3%	1.3%
Q9e Use city electric service	93.2%	5.6%	1.2%
Q9f Use city water service	95.4%	3.6%	1.0%
Q9g Use sanitary sewer/wastewater service	91.9%	5.8%	2.3%

Q9. If you answer "YES," please rate your overall satisfaction with the service on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=603)

	Very dissatisfi- ed 1	Dissatisfi- ed 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q9a Residential trash collection service	1.1%	2.4%	6.5%	37.9%	51.5%	0.6%
Q9b Curbside recycling (blue bags)	1.0%	2.2%	5.7%	37.2%	52.9%	1.0%
Q9c Drop-off recycling	1.7%	2.9%	11.2%	37.3%	42.3%	4.6%
Q9d Yard waste service (clear bags)	2.3%	2.9%	10.7%	36.7%	45.1%	2.3%
Q9e City electric service	1.2%	1.8%	10.9%	39.7%	45.9%	0.5%
Q9f City water service	0.9%	0.9%	11.7%	40.0%	45.7%	0.9%
Q9g Sanitary sewer/wastewater service	0.9%	1.3%	11.2%	43.0%	42.6%	1.1%

Q9. If you answer "YES," please rate your overall satisfaction with the service on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q9a Residential trash collection service	1.1%	2.4%	6.6%	38.1%	51.8%
Q9b Curbside recycling (blue bags)	1.0%	2.3%	5.8%	37.5%	53.4%
Q9c Drop-off recycling	1.7%	3.0%	11.7%	39.1%	44.3%
Q9d Yard waste service (clear bags)	2.4%	3.0%	10.9%	37.6%	46.2%
Q9e City electric service	1.3%	1.8%	10.9%	39.9%	46.2%
Q9f City water service	0.9%	0.9%	11.8%	40.4%	46.1%
Q9g Sanitary sewer/wastewater service	0.9%	1.3%	11.3%	43.4%	43.1%

Q10. Enforcement of city codes and ordinances. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q10a Enforcing clean up of litter & debris-private property	3.6%	10.4%	26.5%	31.2%	11.9%	16.3%
Q10b Enforcing mowing & cutting weeds-private property	4.1%	10.4%	27.2%	30.3%	12.8%	15.1%
Q10c Enforcing maintenance of residential property	3.5%	9.0%	27.2%	30.3%	12.8%	17.2%
Q10d Enforcing sign regulations	3.2%	4.6%	24.9%	32.3%	12.8%	22.2%
Q10e Enforcing health codes	1.8%	3.5%	19.2%	34.3%	14.3%	26.9%

Q10. Enforcement of city codes and ordinances. How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q10a Enforcing clean up of litter & debris-private property	4.4%	12.5%	31.7%	37.2%	14.3%
Q10b Enforcing mowing & cutting weeds-private property	4.9%	12.3%	32.0%	35.7%	15.0%
Q10c Enforcing maintenance of residential property	4.2%	10.8%	32.9%	36.7%	15.4%
Q10d Enforcing sign regulations	4.1%	6.0%	32.0%	41.6%	16.4%
Q10e Enforcing health codes	2.5%	4.8%	26.3%	46.9%	19.5%

Q11. City leadership. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q11a Quality of leadership provided by elected officials	3.0%	4.6%	21.9%	40.1%	17.2%	13.1%
Q11b Effectiveness of appointed boards & commissions	2.0%	6.1%	24.7%	35.0%	12.4%	19.7%
Q11c Effectiveness of city manager & appointed staff	2.2%	6.0%	22.4%	36.5%	16.7%	16.3%

Q11. City leadership. How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q11a Quality of leadership provided by elected officials	3.4%	5.3%	25.2%	46.2%	19.8%
Q11b Effectiveness of appointed boards & commissions	2.5%	7.6%	30.8%	43.6%	15.5%
Q11c Effectiveness of city manager & appointed staff	2.6%	7.1%	26.7%	43.6%	20.0%

Q12. Have you or other adult members of your household used the Internet from your home during the past week?

<u>Q12 Used internet from home in last week</u>	<u>Number</u>	<u>Percent</u>
1=Yes	423	70.1 %
2=No	176	29.2 %
9=No Answer	4	0.7 %
Total	603	100.0 %

Q13. Have you made any purchases on the Internet during the past three months?

<u>Q13 Made purchases on internet-last 3 months</u>	<u>Number</u>	<u>Percent</u>
1=Yes	274	45.4 %
2=No	324	53.7 %
9=No Answer	5	0.8 %
Total	603	100.0 %

Q14. If the City of Columbia developed a system that allows residents to register and pay for city services over the Internet, which of the following items would you be likely to use the Internet to do?

Multiple Responses Allowed

<u>Q14 Items likely to use internet for</u>	<u>Number</u>	<u>Percent</u>
1 = City utility payments	259	43.0 %
2 = Register for parks/rec programs	270	44.8 %
3 = Pay municipal court fees/traffic violations	218	36.2 %
4 = Purchase bus tickets	99	16.4 %
5 = Other	19	3.2 %
6 = Would not use internet for any of these	237	39.3 %
Total	1102	

Q14a. [Answer Only If You Selected at least one of the services listed in Question #14] Would you be willing to have a \$1 convenience fee added to your bill to help cover the cost of providing the service?

<u>Q14a Add \$1 convenience fee to bill</u>	<u>Number</u>	<u>Percent</u>
1=Yes	142	39.3 %
2=No	201	55.7 %
9=No answer	18	5.0 %
Total	361	100.0 %

Q15. City Communication - How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q15a Availability of information about city programs & services	2.0%	5.6%	20.9%	42.6%	24.9%	4.0%
Q15b City efforts to keep you informed about local issues	2.0%	7.5%	25.0%	40.0%	21.6%	4.0%
Q15c How open the City is to public involvement & input	3.2%	8.0%	26.2%	34.3%	17.4%	10.9%
Q15d Quality of programming on the City's cable tv channel	3.0%	6.6%	18.9%	26.4%	15.4%	29.7%
Q15e Quality of the City's web page	0.7%	2.3%	18.2%	17.6%	9.1%	52.1%
Q15f Content of the City's newsletter	0.5%	4.5%	20.1%	38.8%	23.5%	12.6%

Q15. City Communication - How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q15a Availability of information about city programs & services	2.1%	5.9%	21.8%	44.4%	25.9%
Q15b City efforts to keep you informed about local issues	2.1%	7.8%	26.1%	41.6%	22.5%
Q15c How open the City is to public involvement & input	3.5%	8.9%	29.4%	38.5%	19.6%
Q15d Quality of programming on the City's cable tv channel	4.2%	9.4%	26.9%	37.5%	21.9%
Q15e Quality of the City's web page	1.4%	4.8%	38.1%	36.7%	19.0%
Q15f Content of the City's newsletter	0.6%	5.1%	23.0%	44.4%	26.9%

Q16. Have you done any of the following?

Multiple Responses Allowed

<u>Q16 Done any of the following</u>	<u>Number</u>	<u>Percent</u>
1 = Called/wrote City Council member	50	8.3 %
2 = Attended City Council meeting	48	8.0 %
3 = Attended neighborhood meeting	103	17.1 %
4 = Read article in newspaper	522	86.6 %
5 = watched program on City cable channel	306	50.7 %
6 = Watched meeting on City cable channel	196	32.5 %
7 = Read City's newsletter	408	67.7 %
8 = Accessed City website	171	28.4 %
9 = No answer	28	4.6 %
Total	1832	

Q16a. [If you watched the City cable channel] During the past week, approximately how many minutes did you or other members of your household watch the City's cable television?

Q16a How many minutes watched City cable television	Number	Percent
1=Zero	75	22.8 %
2=Less than 15 minutes	93	28.3 %
3=15-59 minutes	116	35.3 %
4=1-3 hours	28	8.5 %
5=More than 3 hours	10	3.0 %
9=don't remember	7	2.1 %
Total	329	100.0 %

Q17. How interested would you be in receiving the city's monthly newsletter via e-mail?

Q17 Interest in receiving city newsletter via E-mail	Number	Percent
1=Very interested	59	9.8 %
2=Somewhat	118	19.6 %
3=Not sure	59	9.8 %
4=Not interested	367	60.9 %
Total	603	100.0 %

Q18. Which of the following are your primary sources of information about City issues, services, and events?

Multiple Responses Allowed

Q18 Primary source of city information	Number	Percent
1 = City newsletter	259	43.0 %
2 = Local newspaper	436	72.3 %
3 = Television news	383	63.5 %
4 = City cable channel	136	22.6 %
5 = City website	68	11.3 %
6 = Radio	250	41.5 %
7 = Friends/neighbors	217	36.0 %
9 = Other	10	1.7 %
Total	1759	

Q19. Have you contacted the City with a question, problem, or complaint during the past year?

Q19 Contacted city during past year	Number	Percent
1=Yes	186	30.8 %
2=No	410	68.0 %
9=No answer	7	1.2 %
Total	603	100.0 %

Q19. [If YES to #19] 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=186)

	Never 1	Seldom 2	Somet- imes 3	Usually 4	Always 5	Don't Know 9
Q19a They were easy to contact	3.8%	9.1%	14.5%	35.5%	36.6%	0.5%
Q19b They were courteous & polite	3.2%	2.7%	12.4%	34.4%	47.3%	0.0%
Q19c Gave prompt accurate and complete answers	5.4%	7.0%	17.7%	32.8%	36.6%	0.5%
Q19d Did what they said they would do in timely manner	8.1%	4.8%	14.0%	32.3%	37.6%	3.2%
Q19e Helped you resolve issue to your satisfaction	11.8%	4.8%	15.6%	28.0%	38.2%	1.6%

Q19. [If Yes to #19] 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."

(excluding don't knows)

(N=186)

	Never 1	Seldom 2	Sometimes 3	Usually 4	Always 5
Q19a They were easy to contact	3.8%	9.2%	14.6%	35.7%	36.8%
Q19b They were courteous & polite	3.2%	2.7%	12.4%	34.4%	47.3%
Q19c Gave prompt accurate and complete answers	5.4%	7.0%	17.8%	33.0%	36.8%
Q19d Did what they said they would do in timely manner	8.3%	5.0%	14.4%	33.3%	38.9%
Q19e Helped you resolve issue to your satisfaction	12.0%	4.9%	15.8%	28.4%	38.8%

Q20. In general, how do you think the City's efforts to promote economic development in the community should change over the next five years?

<u>Q20 Efforts to promote economic development</u>	<u>Number</u>	<u>Percent</u>
1=Much greater	102	16.9 %
2=Somewhat greater	226	37.5 %
3=Stay the same	154	25.5 %
4=Reduced	20	3.3 %
9=Don't know	101	16.7 %
Total	603	100.0 %

Q21. In general, how supportive are you of having the city use incentives to attract new businesses and the expansion of existing business in Columbia?

<u>Q21 Support of use of incentives to attract new business</u>	<u>Number</u>	<u>Percent</u>
1=Very supportive	164	27.2 %
2=Somewhat	232	38.5 %
3=Not sure	125	20.7 %
4=Not supportive	82	13.6 %
Total	603	100.0 %

Q22. On a scale of 1-5, where 5 means very important and 1 means not important, how important do you think the following public health services are?

(N=603)

	Not important 1	Somewhat unimportant 2	Neutral 3	Somewhat important 4	Very important 5	Don't know 9
Q22a Preventing the spread of infectious disease	1.0%	0.7%	3.0%	13.6%	78.8%	3.0%
Q22b Protecting the public from new health threats	1.8%	1.8%	7.3%	18.9%	67.7%	2.5%
Q22c Guarding against food poisoning	0.3%	0.3%	3.3%	19.2%	74.1%	2.7%
Q22d Guarding against exposure to environmental risks	0.8%	1.3%	5.6%	22.9%	67.0%	2.3%
Q22e Encouraging health lifestyles	4.8%	4.6%	12.8%	28.0%	47.1%	2.7%
Q22f Assessing & monitoring disease/injuries/health risks	2.0%	2.0%	10.3%	30.7%	52.1%	3.0%
Q22g Assuring health of women & children	1.7%	2.0%	9.3%	21.2%	62.7%	3.2%

Q23. The City currently has a 1/4th of a cent sales tax for capital improvements. How likely would you be to vote in favor of continuing this tax for five years to fund improvements to public safety, transportation, and other city facilities (e.g., streets/sidewalk repairs, fire stations, etc.)?

Q23 Vote to continue 1/4 tax for 5 years	Number	Percent
1=Very likely	292	48.4 %
2=Somewhat	139	23.1 %
3=Not sure	76	12.6 %
4=Not likely	96	15.9 %
Total	603	100.0 %

Q24. The city currently has a 1/8th of a cent sales tax for parks. How likely would you be to vote in favor of continuing this tax for five years to fund the acquisition and development of parks, trails and greenbelts?

Q24 Vote to continue 1/8 tax for 5 years	Number	Percent
1=Very likely	275	45.6 %
2=Somewhat	128	21.2 %
3=Not sure	73	12.1 %
4=Not likely	127	21.1 %
Total	603	100.0 %

Q25. The City currently has a surcharge for excessive water usage during summer months to help reduce demand during peak periods. How supportive would you be of increasing this surcharge to offset rate increases that may be required to meet future demand?

Q25 Increase surcharge to offset rate increase	Number	Percent
1=Very likely	137	22.7 %
2=Somewhat	190	31.5 %
3=Not sure	133	22.1 %
4=Not likely	143	23.7 %
Total	603	100.0 %

Q26. Counting yourself, how many people regularly live in your household?

Q26 How many people in household	Number	Percent
01=1	134	22.2 %
02=2	221	36.7 %
03=3	110	18.2 %
04=4	93	15.4 %
05=5+	45	7.5 %
Total	603	100.0 %

Q27. How many (counting yourself), are?

	Mean	Total	Sum
Q26 How many people in household	2.56	601	1537
Q27 Under age 5	0.19	599	114
Q27 Ages 5-9	0.13	599	78
Q27 Ages 10-14	0.14	599	85
Q27 Ages 15-19	0.18	599	107
Q27 Ages 20-24	0.44	599	264
Q27 Ages 25-34	0.37	599	222
Q27 Ages 35-44	0.34	599	203
Q27 Ages 45-54	0.30	599	179
Q27 Ages 55-64	0.18	599	105
Q27 Ages 65-74	0.13	599	80
Q27 Ages 75+	0.15	599	89

Q28. Approximately how many years have you lived in the City of Columbia?

Q28 Years lived in Columbia	Number	Percent
2=Under 3	90	14.9 %
5=3 to 5	131	21.7 %
10=6 to 10	90	14.9 %
15=11 to 15	47	7.8 %
20=16 to 20	50	8.3 %
30=21 to 30	77	12.8 %
31=31+	110	18.2 %
not provided	8	1.3 %
Total	603	100.0 %

Q29. Do you own or rent your current residence?

<u>Q29 Own or rent current residence</u>	<u>Number</u>	<u>Percent</u>
1=Own	360	59.7 %
2=Rent	238	39.5 %
9=not provided	5	0.8 %
Total	603	100.0 %

Q30. Which of the following best describes your race/ethnicity (check all that apply)?

Multiple Responses Allowed

<u>Q30 Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
1 = Asian/Pacific Islander	26	4.3 %
2 = White	501	83.1 %
3 = American Indian/Eskimo	9	1.5 %
4 = Black/African American	56	9.3 %
5 = Hispanic	6	1.0 %
6 = Other	9	1.5 %
9 = No Answer	6	1.0 %
Total	613	

Q31. What is your age?

<u>Q31 What is your age</u>	<u>Number</u>	<u>Percent</u>
1=Under 25	107	17.7 %
2=25-34	108	17.9 %
3=35-44	120	19.9 %
4=45-54	103	17.1 %
5=55-64	62	10.3 %
6=65+	101	16.7 %
9=not provided	2	0.3 %
Total	603	100.0 %

Q32. Would you say your total annual household income is:

Q32 Total annual household income	Number	Percent
1=Under \$30,000	209	34.7 %
2=\$30,000-\$59,999	171	28.4 %
3=\$60,000-\$99,999	101	16.7 %
4=More than \$100,000	55	9.1 %
9=not provided	67	11.1 %
Total	603	100.0 %

Q33. Do you live inside the city limits of the City of Columbia?

Q33 Live inside city limits	Number	Percent
1=Yes	603	100.0 %
Total	603	100.0 %

Q34. What is the zip code for your home?

Q34 Home zip code	Number	Percent
not provided	10	1.7 %
65201=	160	26.5 %
65202=	141	23.4 %
65203=	292	48.4 %
Total	603	100.0 %

Q36. About how old is your residence?

Q36 About how old is residence	Number	Percent
1=Less than 5 years	74	12.3 %
2=5-10 years	94	15.6 %
3=11-20 years	123	20.4 %
4=21-30 years	86	14.3 %
5=31-50 years	132	21.9 %
6=More than 50 years	62	10.3 %
9=No answer	32	5.3 %
Total	603	100.0 %

Q37. Have you ever applied for a city building or other permit?

<u>Q37 Ever applied for city building permit</u>	<u>Number</u>	<u>Percent</u>
1=Yes	118	19.6 %
2=No	482	79.9 %
9=No answer	3	0.5 %
Total	603	100.0 %

Q38. Are you a full-time college student?

<u>Q38 Full-time college student</u>	<u>Number</u>	<u>Percent</u>
1=Yes	107	17.7 %
2=No	495	82.1 %
9=No answer	1	0.2 %
Total	603	100.0 %

Q39. Your gender:

<u>Q39 Your gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	287	47.6 %
2=Female	316	52.4 %
Total	603	100.0 %

Survey Instrument

2003 Columbia Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long range planning and investment decisions. If you have questions, please call Bill Watkins at 874-7214.

1. Please rate your overall satisfaction with major categories of services provided by the City of Columbia on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<u>How satisfied are you with:</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) Overall quality of public safety services (e.g., police and fire services)	5	4	3	2	1	9
(B) Overall quality of city parks and recreation programs and facilities	5	4	3	2	1	9
(C) Overall maintenance of city streets, buildings and facilities	5	4	3	2	1	9
(D) Overall enforcement of city codes and ordinances for building and housing	5	4	3	2	1	9
(E) Overall quality of customer service you receive from city employees	5	4	3	2	1	9
(F) Overall effectiveness of city communication with the public	5	4	3	2	1	9
(G) Overall quality of the city's stormwater runoff/stormwater management system	5	4	3	2	1	9
(H) Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
(I) Overall quality of public health services in the community	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above].

1st

2nd

3rd

3. Several items that may influence your perception of the City of Columbia are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<u>How satisfied are you with:</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) Overall quality of services provided by the City of Columbia	5	4	3	2	1	9
(B) Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
(C) Overall image of the City	5	4	3	2	1	9
(D) How well the City is planning growth	5	4	3	2	1	9
(E) Overall quality of life in the City	5	4	3	2	1	9
(F) Overall feeling of safety in the City	5	4	3	2	1	9
(G) Quality of new development in the City	5	4	3	2	1	9
(H) Overall appearance of the City	5	4	3	2	1	9

The next series of questions will ask you to rate your satisfaction with specific services and facilities provided by the City of Columbia. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
4. <u>Public safety.</u> How satisfied are you with:						
(A) Overall quality of local police protection.....	5	4	3	2	1	9
(B) The visibility of police in neighborhoods	5	4	3	2	1	9
(C) The visibility of police in retail areas.....	5	4	3	2	1	9
(D) The City’s efforts to prevent crime	5	4	3	2	1	9
(E) How quickly police respond to emergencies.....	5	4	3	2	1	9
(F) Enforcement of local traffic laws	5	4	3	2	1	9
(G) Quality of the City’s fire prevention programs.....	5	4	3	2	1	9
(H) Visibility of fire department personnel	5	4	3	2	1	9
(I) How quickly fire department personnel respond to emergencies	5	4	3	2	1	9
(J) Overall quality of city fire protection.....	5	4	3	2	1	9
(K) City efforts to enhance fire protection	5	4	3	2	1	9
(L) Quality of animal control	5	4	3	2	1	9
(M) The City’s municipal court.....	5	4	3	2	1	9

5. Overall, how familiar are you with the City’s community policing programs?

___(1) very familiar ___(2) somewhat familiar ___(3) not familiar

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
6. <u>Parks and recreation</u> How satisfied are you with:						
(A) Maintenance of City parks	5	4	3	2	1	9
(B) How close neighborhood parks are to your home	5	4	3	2	1	9
(C) Number of walking/biking trails	5	4	3	2	1	9
(D) Quality of outdoor athletic fields	5	4	3	2	1	9
(E) Number of outdoor athletic fields	5	4	3	2	1	9
(F) Ease of registering for recreation programs	5	4	3	2	1	9
(G) Availability of information about city parks and recreation programs.....	5	4	3	2	1	9

7. How important do you think it is for City of Columbia to recover the cost of providing the following types of parks and recreation programs through user fees:

	Very Important	Somewhat Important	Not Sure	Not Important
(A) Adult recreation programs.....	4	3	2	1
(B) Youth recreation programs.....	4	3	2	1
(C) Teen programs.....	4	3	2	1
(D) Senior programs (non-travel related)	4	3	2	1

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
8. <u>City maintenance.</u> How satisfied are you with:						
(A) Overall maintenance of City streets	5	4	3	2	1	9
(B) Maintenance of streets in YOUR neighborhood.....	5	4	3	2	1	9
(C) Maintenance of street signs and traffic signals.....	5	4	3	2	1	9
(D) Maintenance and preservation of downtown Columbia	5	4	3	2	1	9
(E) Maintenance of city buildings, such as City Hall	5	4	3	2	1	9
(F) Snow removal on major City streets	5	4	3	2	1	9
(G) Snow removal on neighborhood streets	5	4	3	2	1	9
(H) Overall cleanliness of City streets and other public areas.....	5	4	3	2	1	9
(I) Adequacy of City street lighting	5	4	3	2	1	9
(J) Maintenance of City street lighting.....	5	4	3	2	1	9

9. Please indicate if your household uses the following services provided by the City of Columbia. If you answer “YES,” please rate your overall satisfaction with the service on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
<u>DO YOU USE THE SERVICE?</u>						
YES NO (A) Residential trash collection service ...	5	4	3	2	1	9
YES NO (B) Curbside recycling (blue bags)	5	4	3	2	1	9
YES NO (C) Drop-off recycling	5	4	3	2	1	9
YES NO (D) Yard waste service (clear bags)	5	4	3	2	1	9
YES NO (E) City electric service.....	5	4	3	2	1	9
YES NO (F) City water service.....	5	4	3	2	1	9
YES NO (G) Sanitary sewer/wastewater service ...	5	4	3	2	1	9

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
10. <u>Enforcement of city codes and ordinances.</u> How satisfied are you with:						
(A) Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
(B) Enforcing the mowing and cutting of weeds on private property.....	5	4	3	2	1	9
(C) Enforcing the maintenance of residential property.....	5	4	3	2	1	9
(D) Enforcing sign regulations.....	5	4	3	2	1	9
(E) Enforcing health codes.....	5	4	3	2	1	9

Very Satisfied Somewhat Satisfied Neutral Somewhat Dissatisfied Very Dissatisfied Don't Know

11. City leadership. How satisfied are you with:

- (A) Overall quality of leadership provided by the City's elected officials 5 4 3 2 1 9
- (B) Overall effectiveness of appointed boards and commissions 5 4 3 2 1 9
- (C) Overall effectiveness of the city manager and appointed staff 5 4 3 2 1 9

CITY COMMUNICATION

12. Have you or other adult members of your household used the Internet from your home during the past week?

___(1) Yes ___(2) No

13. Have you made any purchases on the Internet during the past three months?

___(1) Yes ___(2) No

14. If the City of Columbia developed a system that allows residents to register and pay for city services over the Internet, which of the following items would you be likely to use the Internet to do? [Check all that apply]

- ___ (1) Make city utility payments
- ___ (2) Register for parks/recreation programs
- ___ (3) Pay municipal court fees and traffic violations
- ___ (4) Purchase bus tickets
- ___ (5) Other: _____
- ___ (6) None of these, I would not use the Internet for any of these city services

14a. [Answer Only If You Selected at least one of the services listed in Question #14] Would you be willing to have a \$1 convenience fee added to your bill to help cover the cost of providing the service?

___(1) Yes
___(2) No

Very Satisfied Somewhat Satisfied Neutral Somewhat Dissatisfied Very Dissatisfied Don't Know

15. How satisfied are you with:

- (A) The availability of information about City programs and services 5 4 3 2 1 9
- (B) City efforts to keep you informed about local issues 5 4 3 2 1 9
- (C) How open the city is to public involvement and input from residents 5 4 3 2 1 9
- (D) The quality of programming on the City's cable television channel 5 4 3 2 1 9
- (E) The quality of the City's web page 5 4 3 2 1 9
- (F) The content of the City's newsletter that is distributed with monthly utility bills 5 4 3 2 1 9

16. Have you done any of the following during the past year?

- (1) called or wrote a City Council member
- (2) attended a City Council meeting
- (3) attended a neighborhood meeting
- (4) read an article in the newspaper about the city
- (5) watched any programs on the City cable channel
- (6) watched a city council, planning, or zoning meeting on the City cable channel
- (7) read the City's newsletter
- (8) accessed City website for information about the City

16a. [If you watched the City cable channel] During the past week, approximately how many minutes did you or other members of your household watch the City's cable television?

- (1) zero/did not watch at all
- (2) less than 15 minutes
- (3) 15-59 minutes
- (4) 1-3 hours
- (5) more than 3 hours

17. How interested would you be in receiving the city's monthly newsletter via e-mail?

- (1) Very interested
- (2) Somewhat interested
- (3) Not sure
- (4) Not interested

18. Which of the following are your primary sources of information about City issues, services, and events? (check all that apply)

- (1) The city newsletter
- (2) Local newspaper
- (3) Television News
- (4) City cable channel
- (5) City website
- (6) Radio
- (7) Friends/neighbors
- (9) Other: _____

19. Have you contacted the City with a question, problem, or complaint during the past year?

- (1) Yes [ask Q19a-e]
- (2) No [go to Q20]

[Only if YES to Q#19] **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."**

	Always	Usually	Sometimes	Seldom	Never	Don't Know
(A) They were easy to contact	5	4	3	2	1	9
(B) They were courteous and polite.....	5	4	3	2	1	9
(C) They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
(D) They did what they said they would do in a timely manner	5	4	3	2	1	9
(E) They helped you resolve an issue to your satisfaction.....	5	4	3	2	1	9

20. In general, how do you think the City's efforts to promote economic development in the community should change over the next five years?

- ___ (1) Should be much greater
- ___ (2) Should be somewhat greater
- ___ (3) Stay about the same
- ___ (4) Should be reduced
- ___ (9) Don't know

21. In general, how supportive are you of having the city use incentives to attract new businesses and the expansion of existing business in Columbia?

- ___ (1) Very supportive
- ___ (2) Somewhat supportive
- ___ (3) Not sure
- ___ (4) Not supportive

22. On a scale of 1-5, where 5 means very important and 1 means not important, how important do you think the following public health services are?

	Very <u>Important</u>	Somewhat <u>Important</u>	<u>Neutral</u>	Somewhat <u>Unimportant</u>	Not <u>Important</u>	Don't <u>Know</u>
(A) Preventing the spread of infectious disease such as flu, tuberculosis, measles, AIDS, etc.	5	4	3	2	1	9
(B) Protecting the public from new health threats such as anthrax, small pox, and the West Nile virus	5	4	3	2	1	9
(C) Guarding against food poisoning through restaurant inspections	5	4	3	2	1	9
(D) Guarding against exposure to environmental risks such as air pollution, lead poisoning, swimming pool contamination	5	4	3	2	1	9
(E) Encouraging healthy lifestyles such as good diet, exercise, and non-smoking	5	4	3	2	1	9
(F) Assessing and monitoring disease, injuries, and potential health risks	5	4	3	2	1	9
(G) Assuring the health of women and children in the community	5	4	3	2	1	9

23. The City currently has a 1/4th of a cent sales tax for capital improvements. How likely would you be to vote in favor of continuing this tax for five years to fund improvements to public safety, transportation, and other city facilities (e.g., streets/sidewalk repairs, fire stations, etc.)?

- ___ (1) Very likely
- ___ (2) Somewhat likely
- ___ (3) Not sure
- ___ (4) Not likely

24. The city currently has a 1/8th of a cent sales tax for parks. How likely would you be to vote in favor of continuing this tax for five years to fund the acquisition and development of parks, trails and greenbelts?

- ___ (1) Very likely
- ___ (2) Somewhat likely
- ___ (3) Not sure
- ___ (4) Not likely

25. **The City currently has a surcharge for excessive water usage during summer months to help reduce demand during peak periods. How supportive would you be of increasing this surcharge to offset rate increases that may be required to meet future demand?**
 (1) Very supportive (3) Not sure
 (2) Somewhat supportive (4) Not supportive
26. **Counting yourself, how many people regularly live in your household?** _____
27. **How many (counting yourself), are?**
 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
28. **Approximately how many years have you lived in the City of Columbia?** _____ years
29. **Do you own or rent your current residence?** (1) Own (2) Rent
30. **Which of the following best describes your race/ethnicity (check all that apply)?**
 (1) Asian/Pacific Islander (4) Black/African American
 (2) White (5) Hispanic
 (3) American Indian/Eskimo (6) Other: _____
31. **What is your age?**
 (1) under 25 (4) 45 to 54
 (2) 25 to 34 (5) 55 to 64
 (3) 35 to 44 (6) 65+
32. **Would you say your total annual household income is:**
 (1) Under \$30,000 (3) \$60,000 to \$99,999
 (2) \$30,000 to \$59,999 (4) more than \$100,000
33. **Do you live inside the city limits of the City of Columbia?** (1) Yes (2) No
34. **What is the zip code for your home?** _____
35. **(optional) What is your street address?** _____
36. **About how old is your residence?**
 (1) less than 5 years (4) 21-30 years
 (2) 5-10 years (5) 31-50 years
 (3) 11-20 years (6) more than 50 years old
37. **Have you ever applied for a city building or other permit?** (1) Yes (2) No
38. **Are you a full-time college student?** (1) Yes (2) No
39. **Your gender:** (1) Male (2) Female

The City of Columbia Thanks You for Your Time. This Concludes the Survey.
Please Return Your Completed Survey in the Enclosed Postage-Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061