

***Year 2005***  
***DirectionFinder Citizen Survey***  
**City of Columbia**

by  
**ETC Institute**

May 2005

# Agenda

- ) Review Methodology
- ) Review Major Findings
- ) Questions

# Methodology

- ) Random sample of 613 households
- ) Administered by mail/phone
- ) Confidence Interval: 95%
- ) Precision: +/- 4%
- ) Conducted during April/May 2003
- ) Benchmarking data
- ) GIS Mapping

# Benchmarking Cities

- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri\*
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas\*
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas\*
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Shoreline, Washington
- San Bernardino, California
- West Des Moines, Iowa

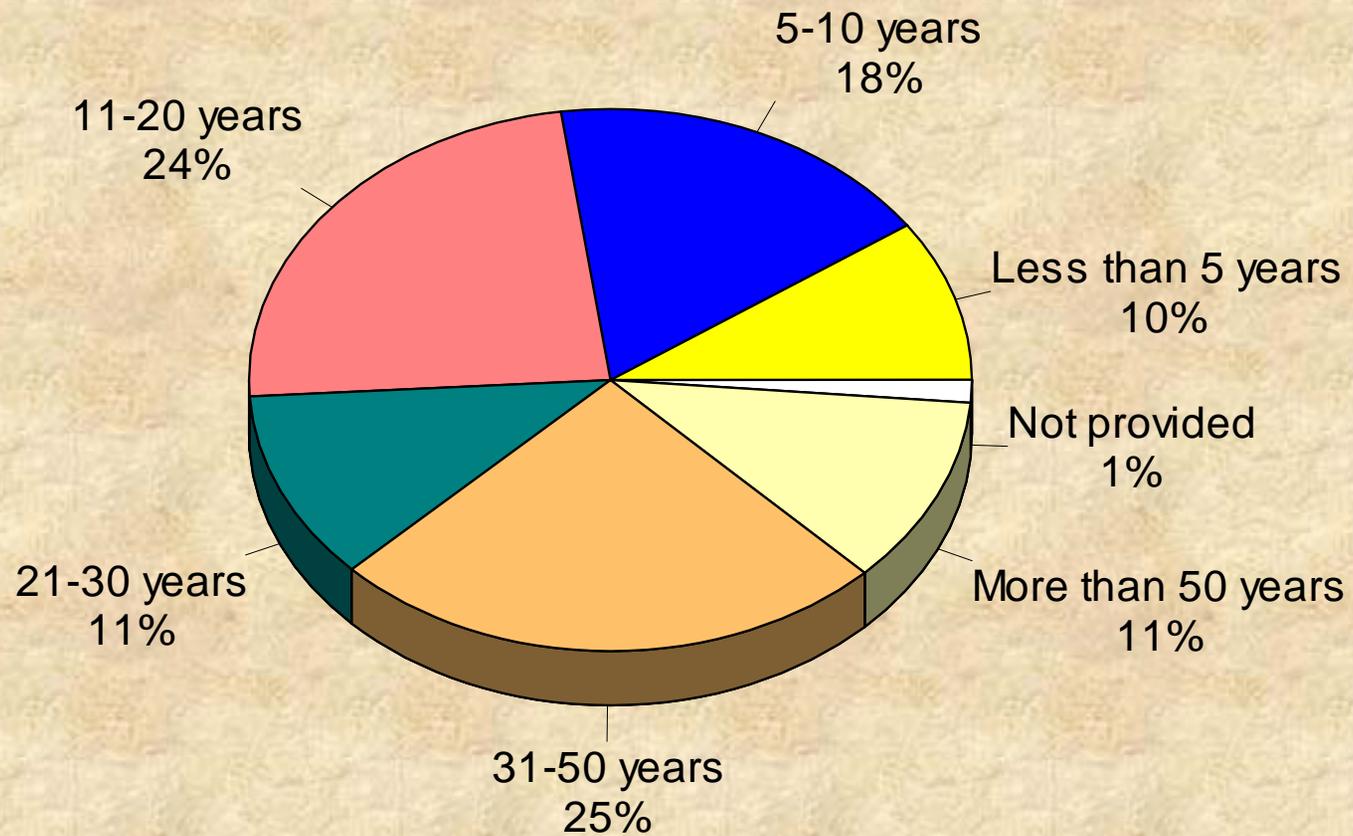
\* Cities with a major university



# Demographic Data

# Demographics: Age of Residence

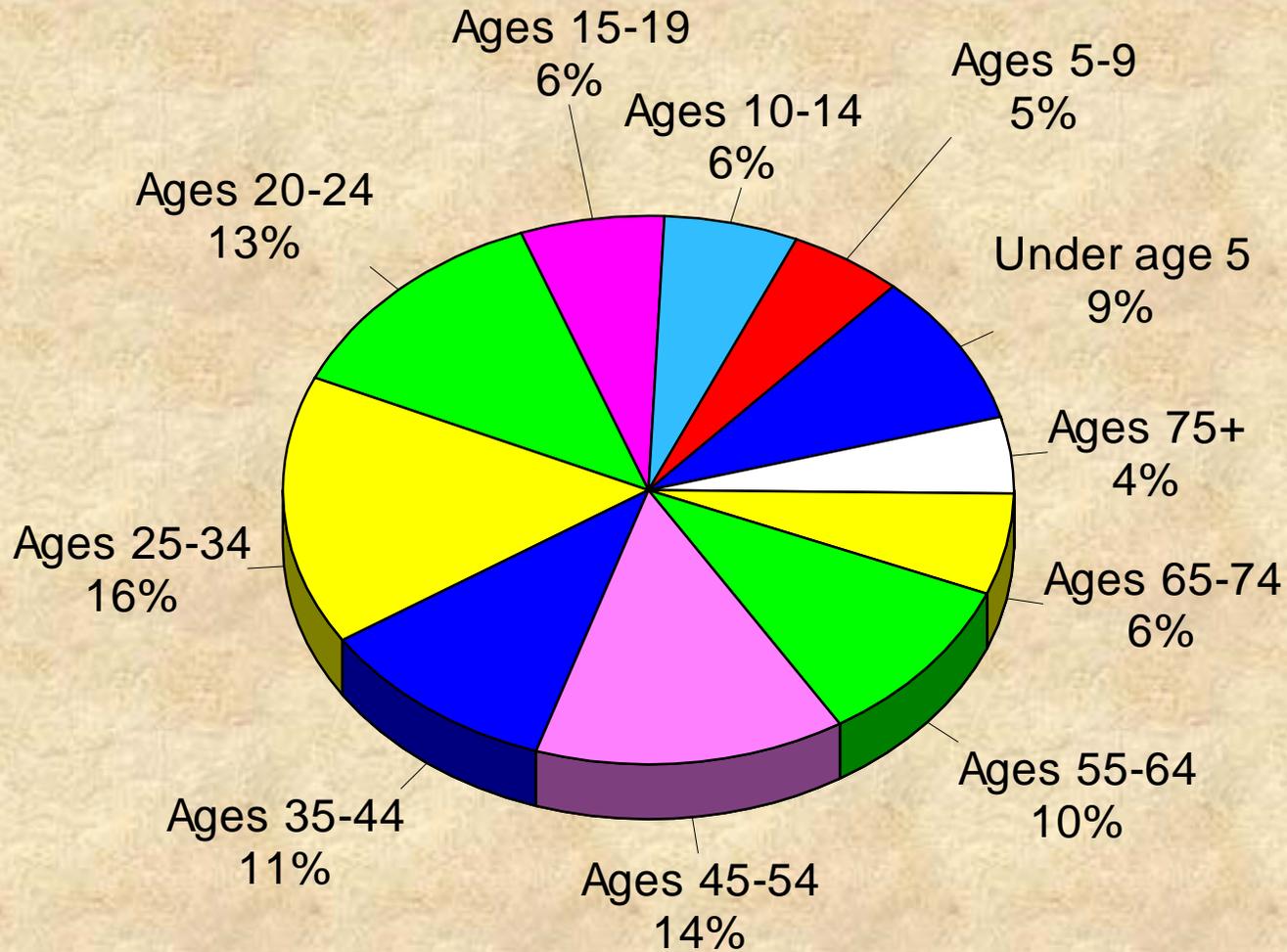
by percentage of respondents



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

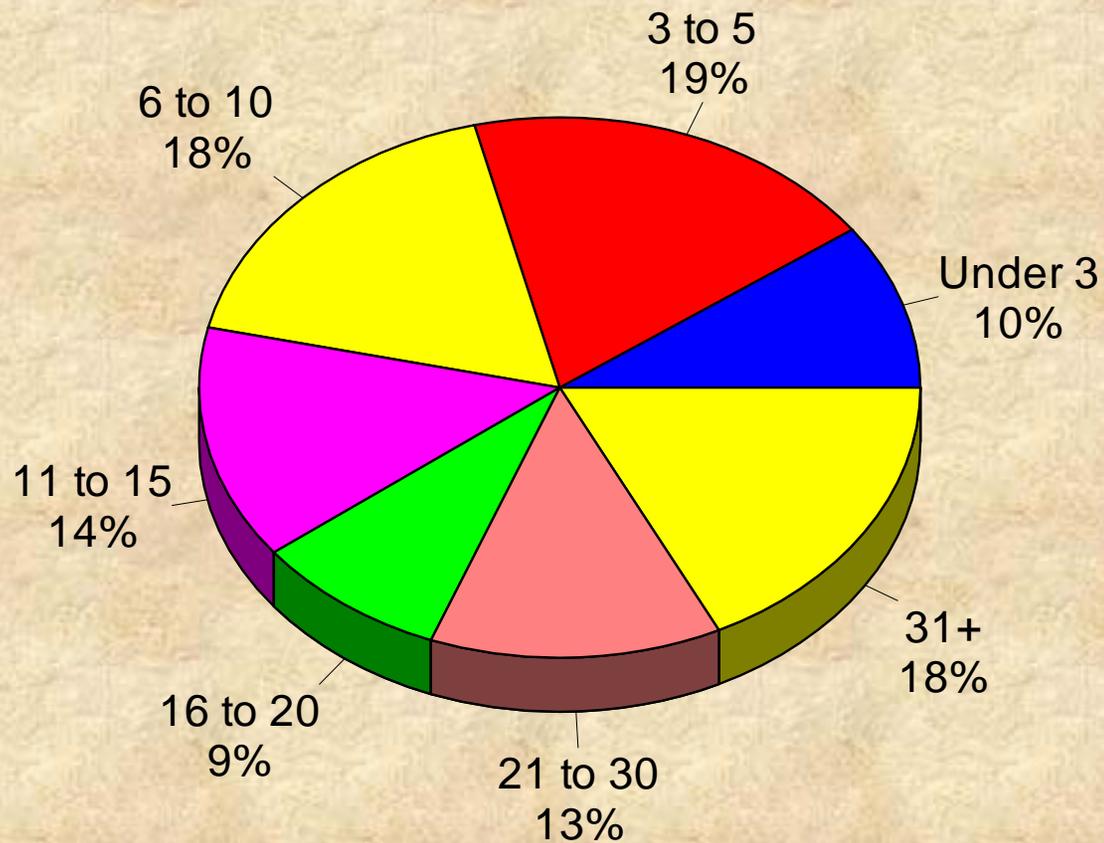
# Demographics: Ages of Household Occupants

by percentage of all persons in the households surveyed



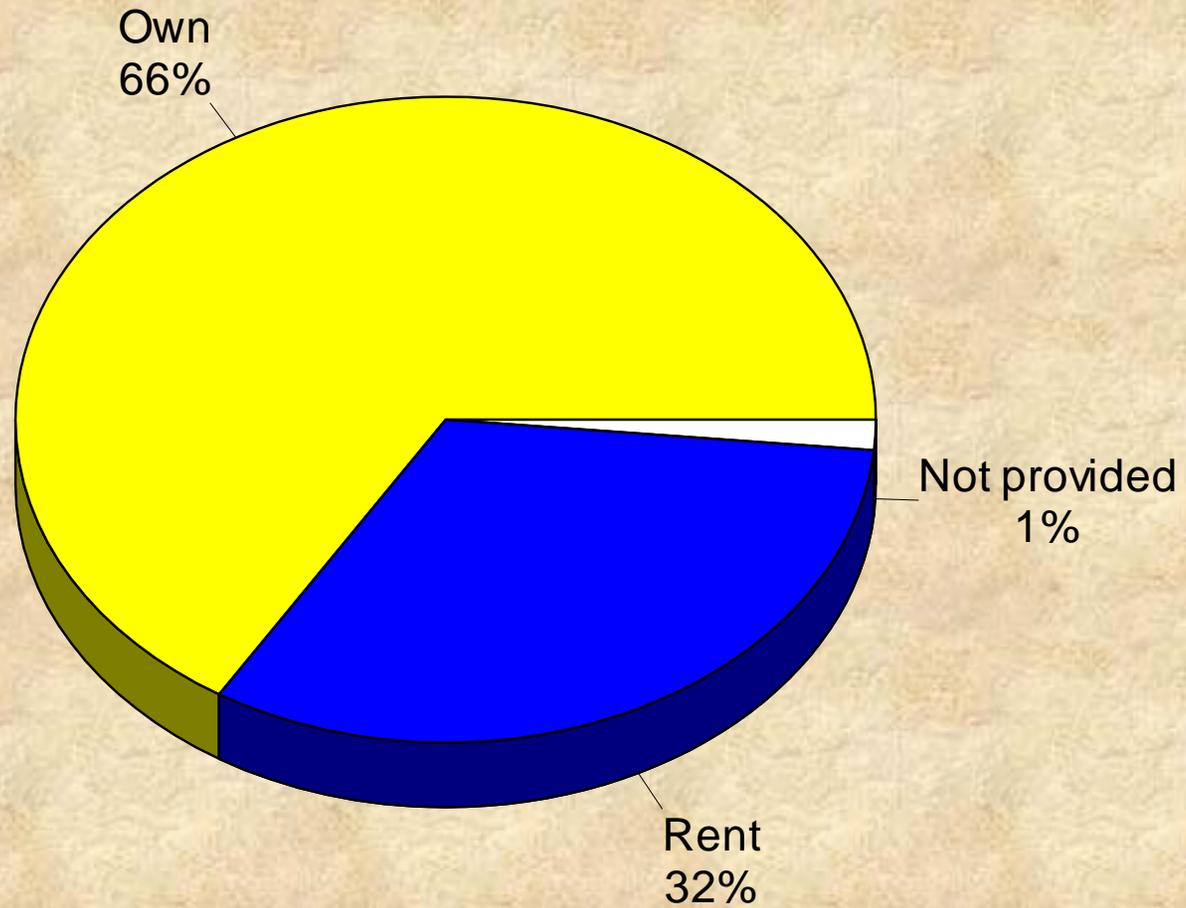
# Demographics: Number of Years Residents Have Lived in the City of Columbia

by percentage of respondents



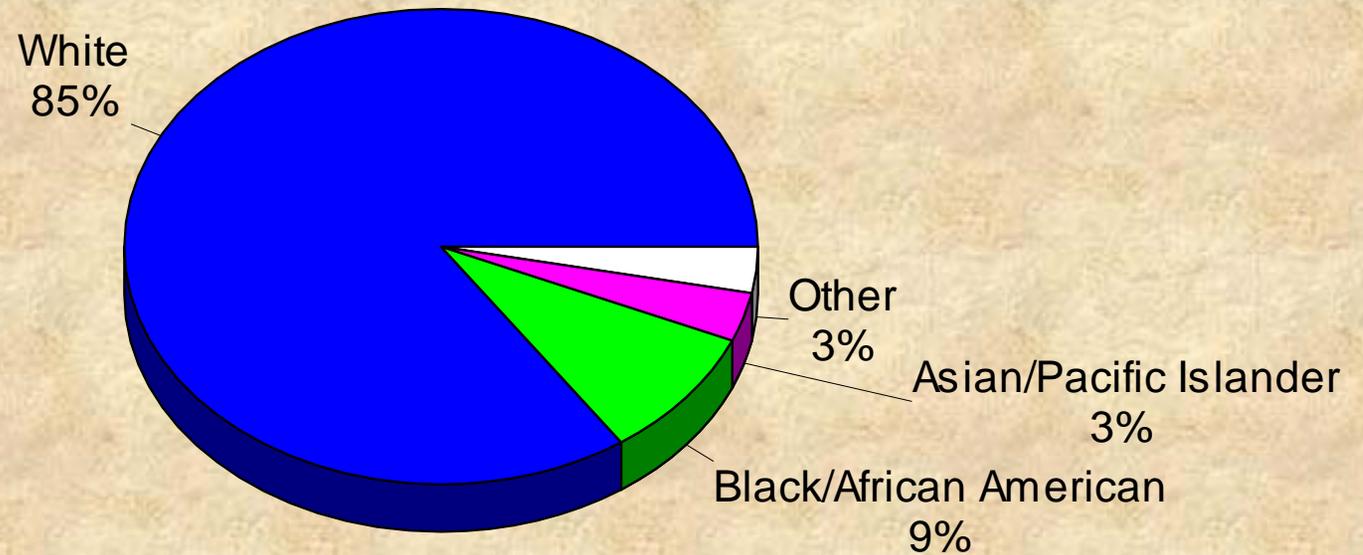
# Demographics: Do You Own Or Rent Your Current Residence?

by percentage of respondents



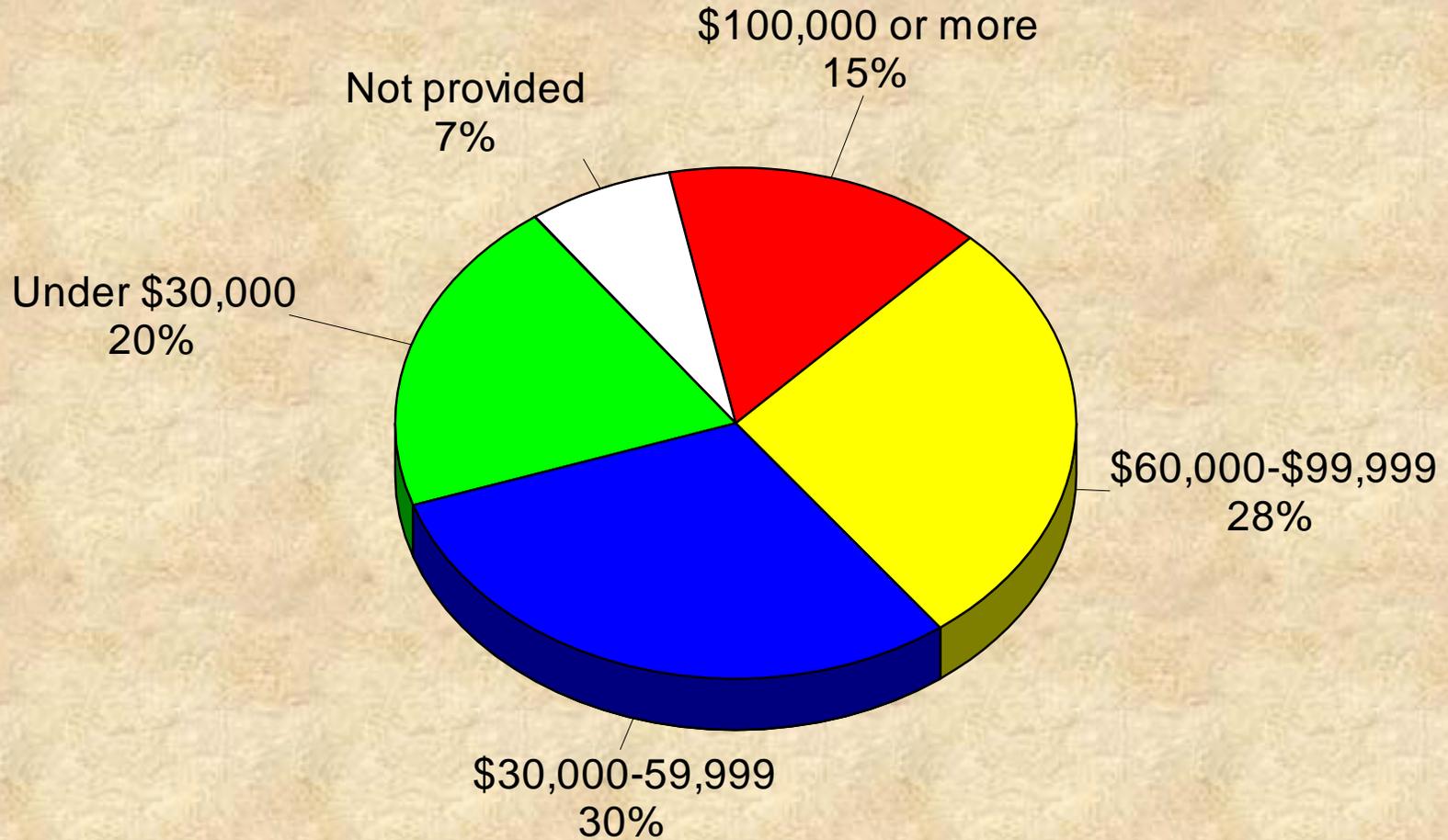
# Demographics: Race/Ethnicity

by percentage of respondents



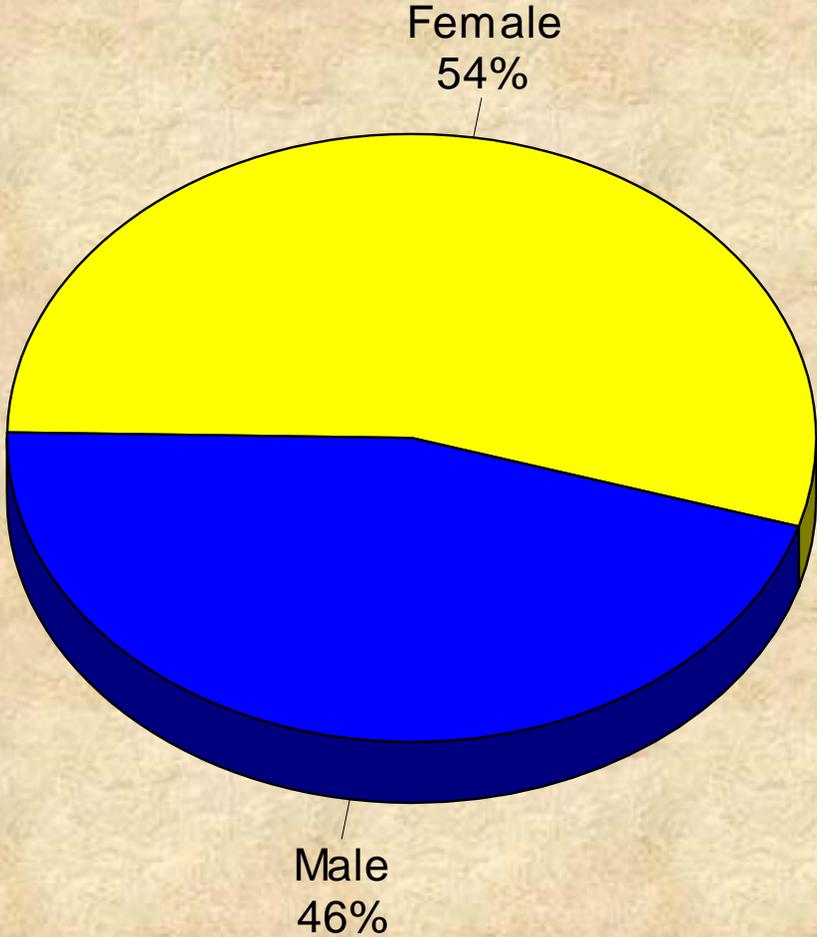
# Demographics: Total Annual Household Income

by percentage of respondents



# Demographics: Gender of the Respondents

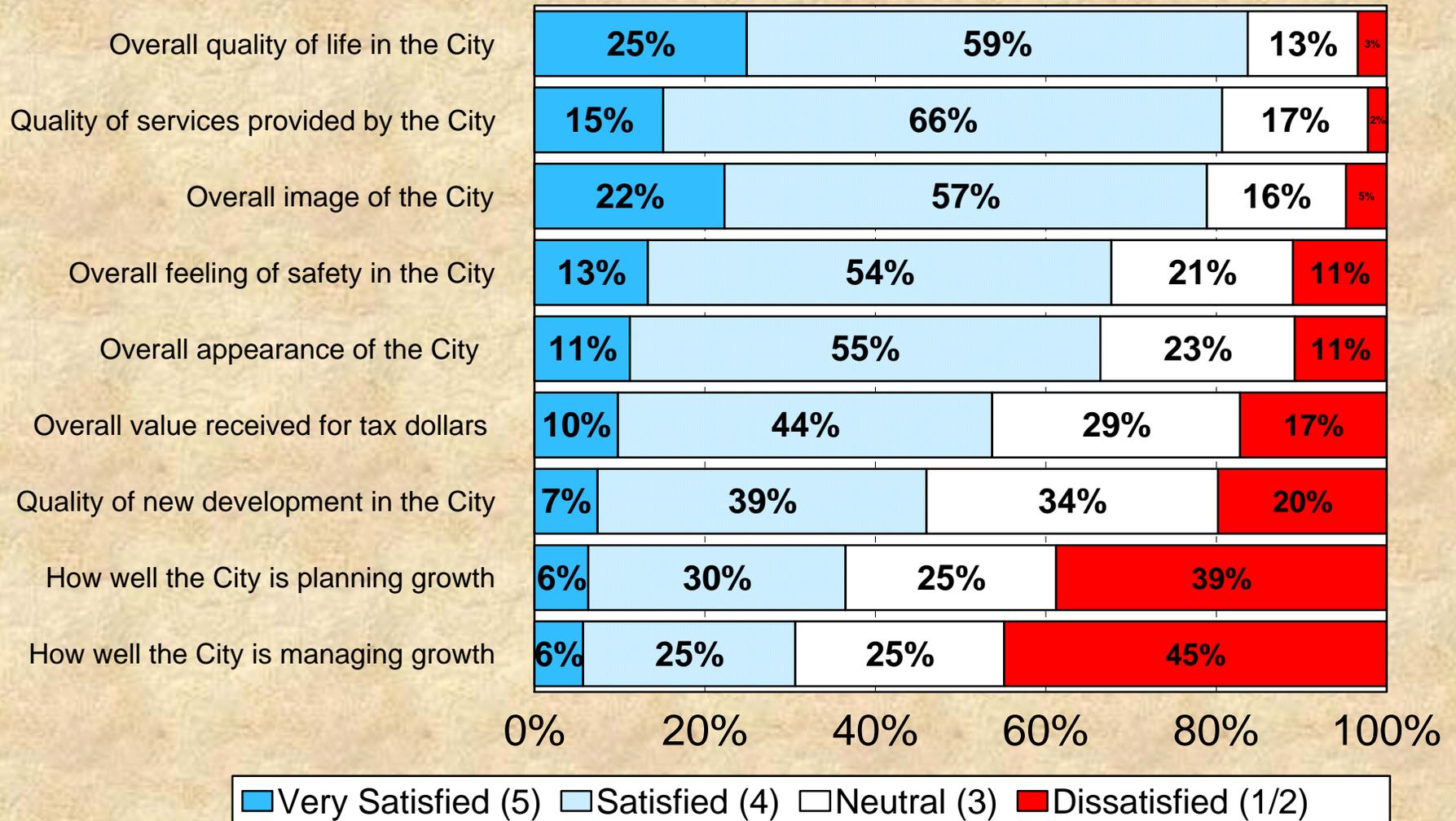
by percentage of respondents



# Perceptions of the City

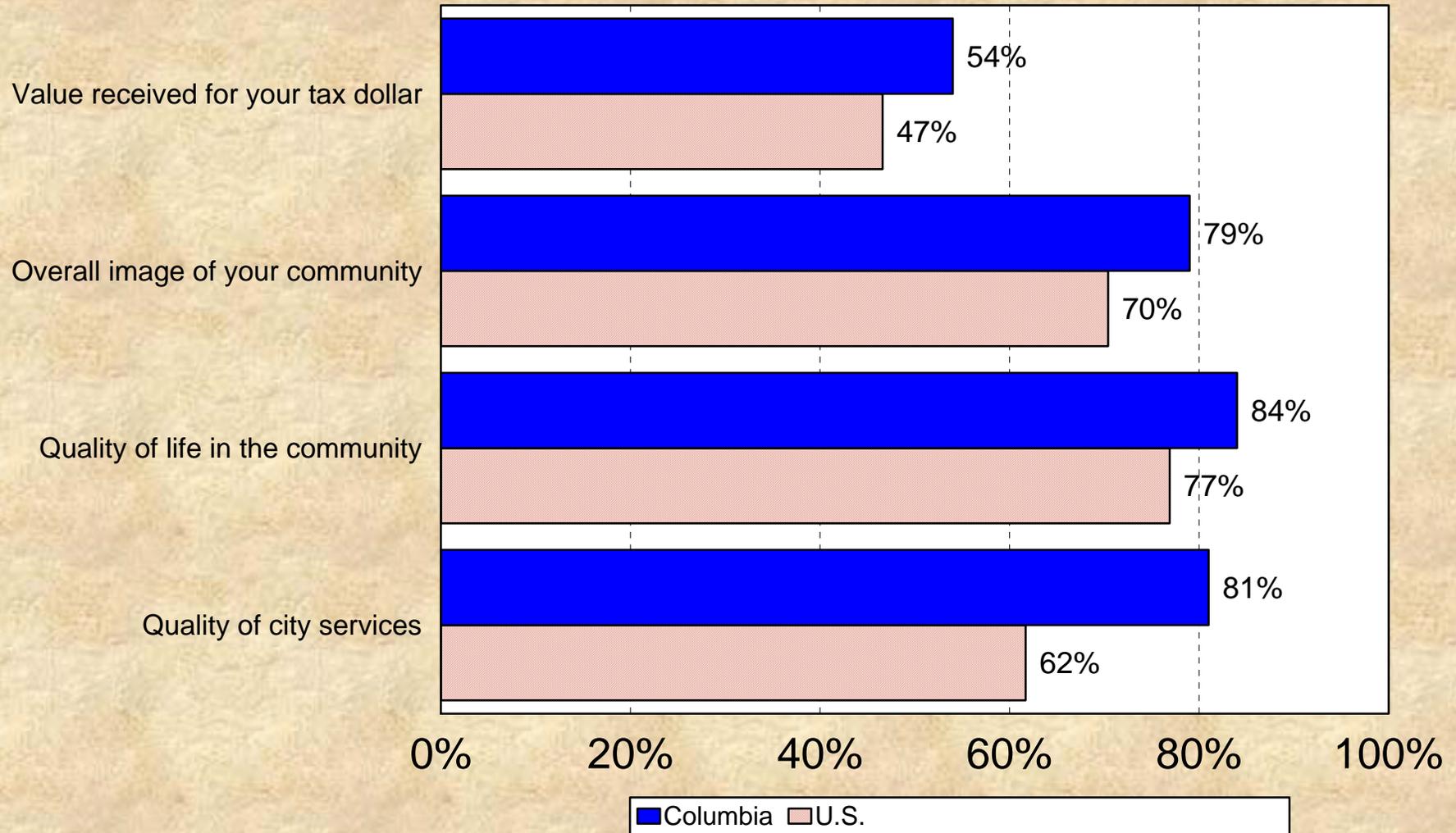
# Satisfaction With Items That Influence the Perception Residents Have of the City

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



# Overall Satisfaction with the City Columbia 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 (May 2005)

National Benchmarking Data - All Communities

# Overall Satisfaction with the Quality of City Services (Q3a)

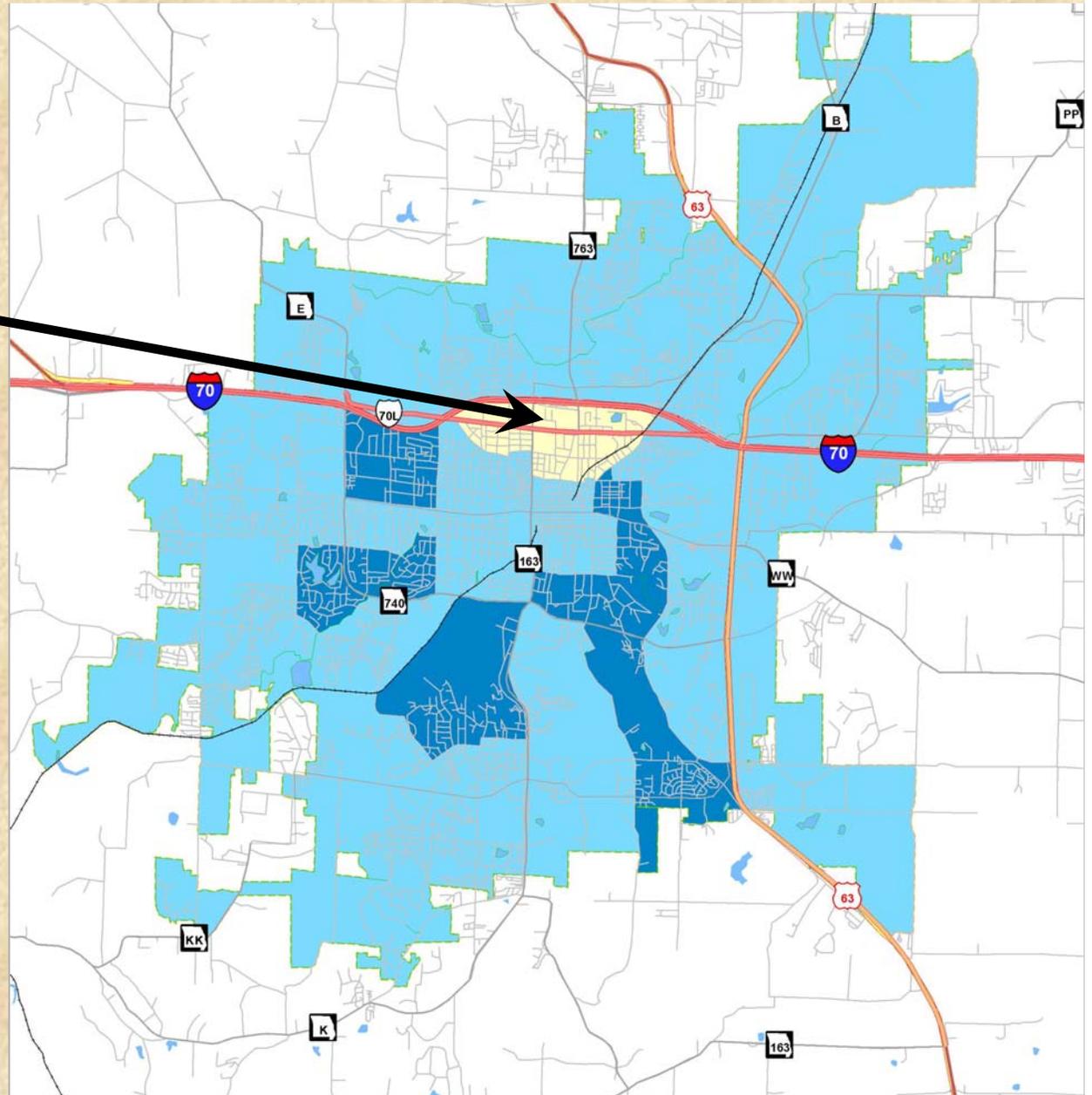
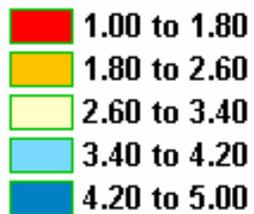
*2005 Columbia  
Community Survey*

Potential Areas of  
Concern

## Mean Rating

1=very unsatisfied  
5=very satisfied

### LEGEND:



# Overall Feeling of safety in the City (Q3g)

*2005 Columbia  
Community Survey*

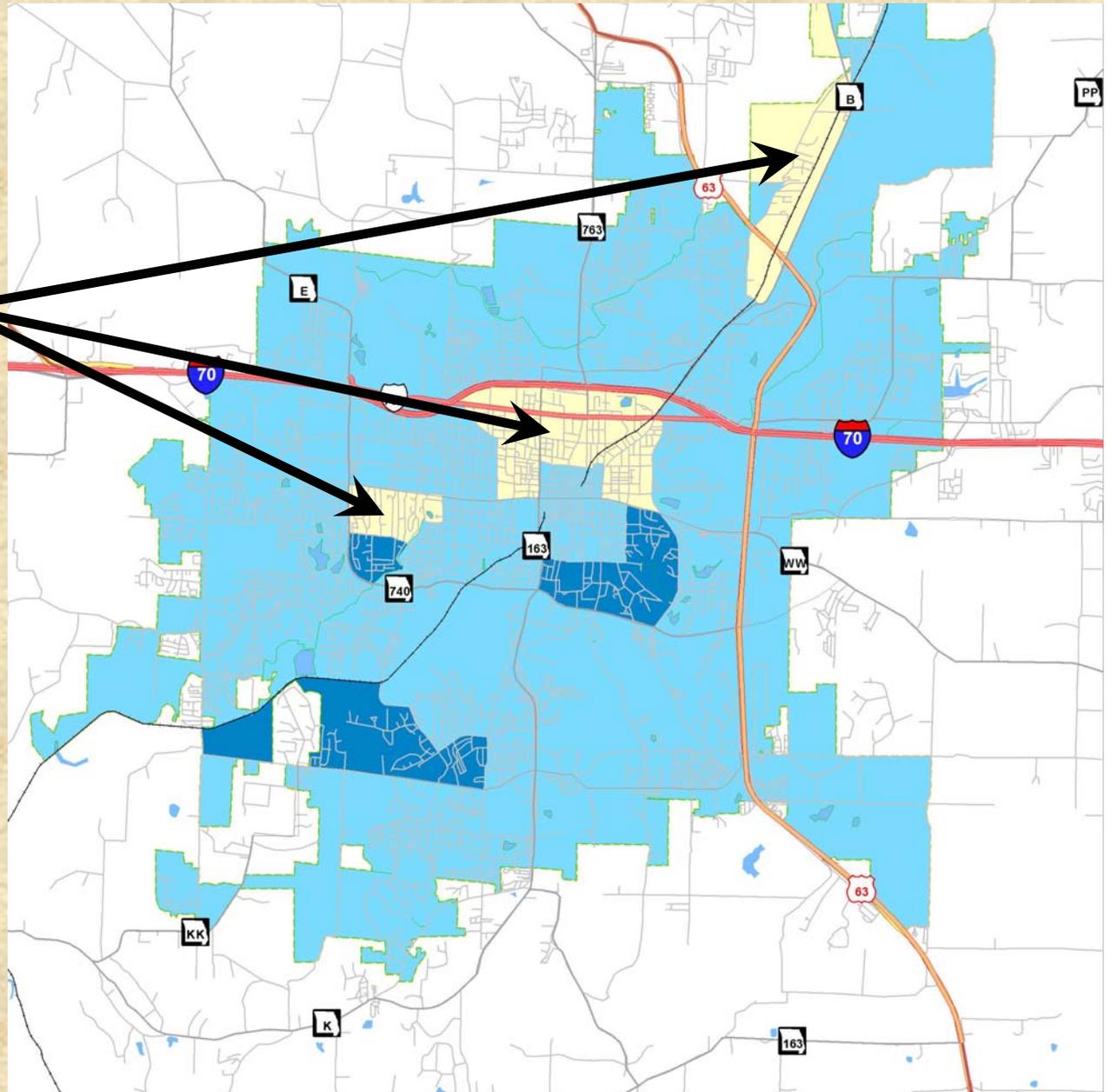
Potential Areas of  
Concern

## Mean Rating

1=very unsatisfied  
5=very satisfied

### LEGEND:

	1.00 to 1.80
	1.80 to 2.60
	2.60 to 3.40
	3.40 to 4.20
	4.20 to 5.00



# Overall Quality of New Development in the City (Q3h)

*2005 Columbia  
Community Survey*

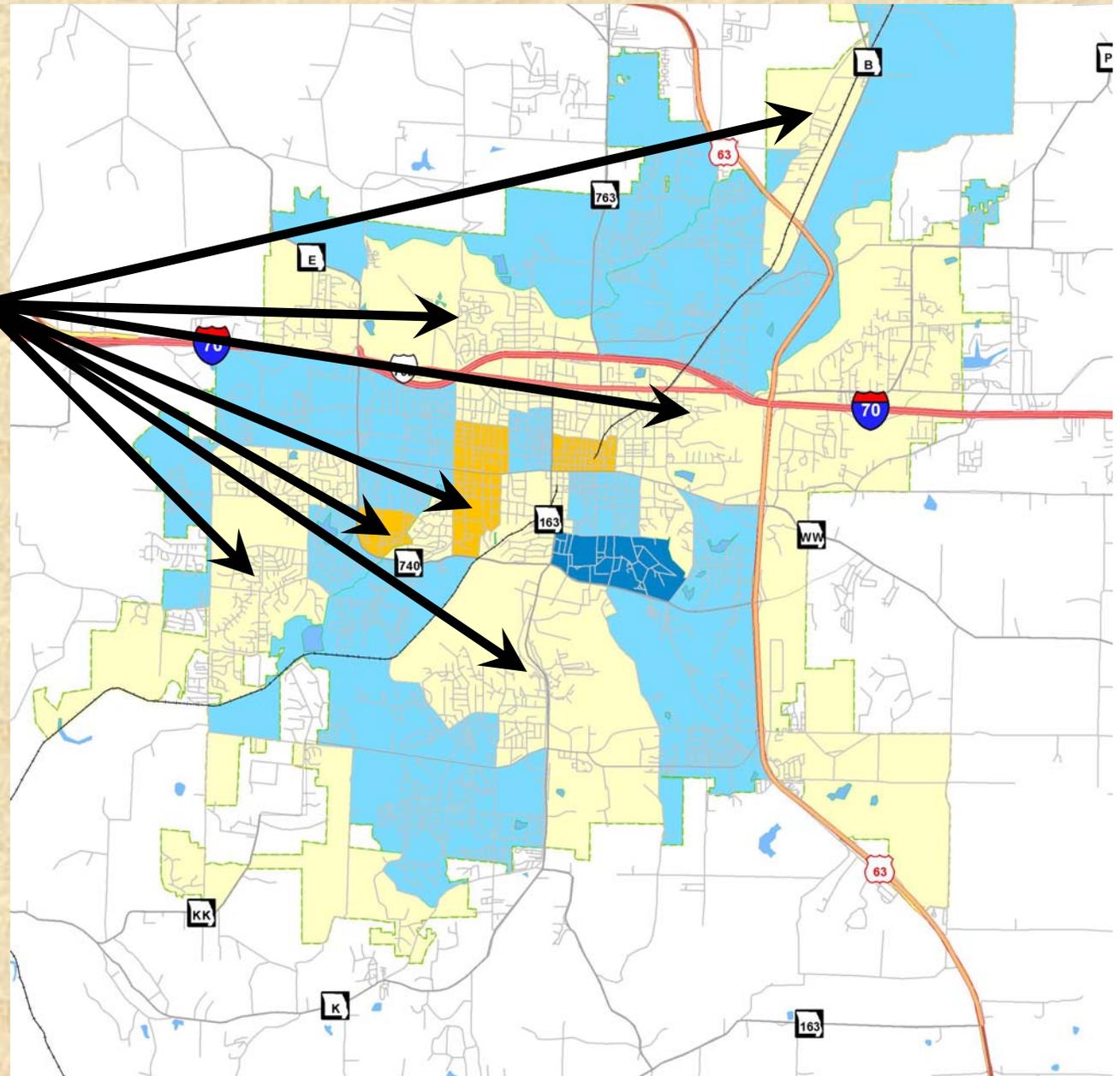
Potential Areas of  
Concern

## Mean Rating

1=very unsatisfied  
5=very satisfied

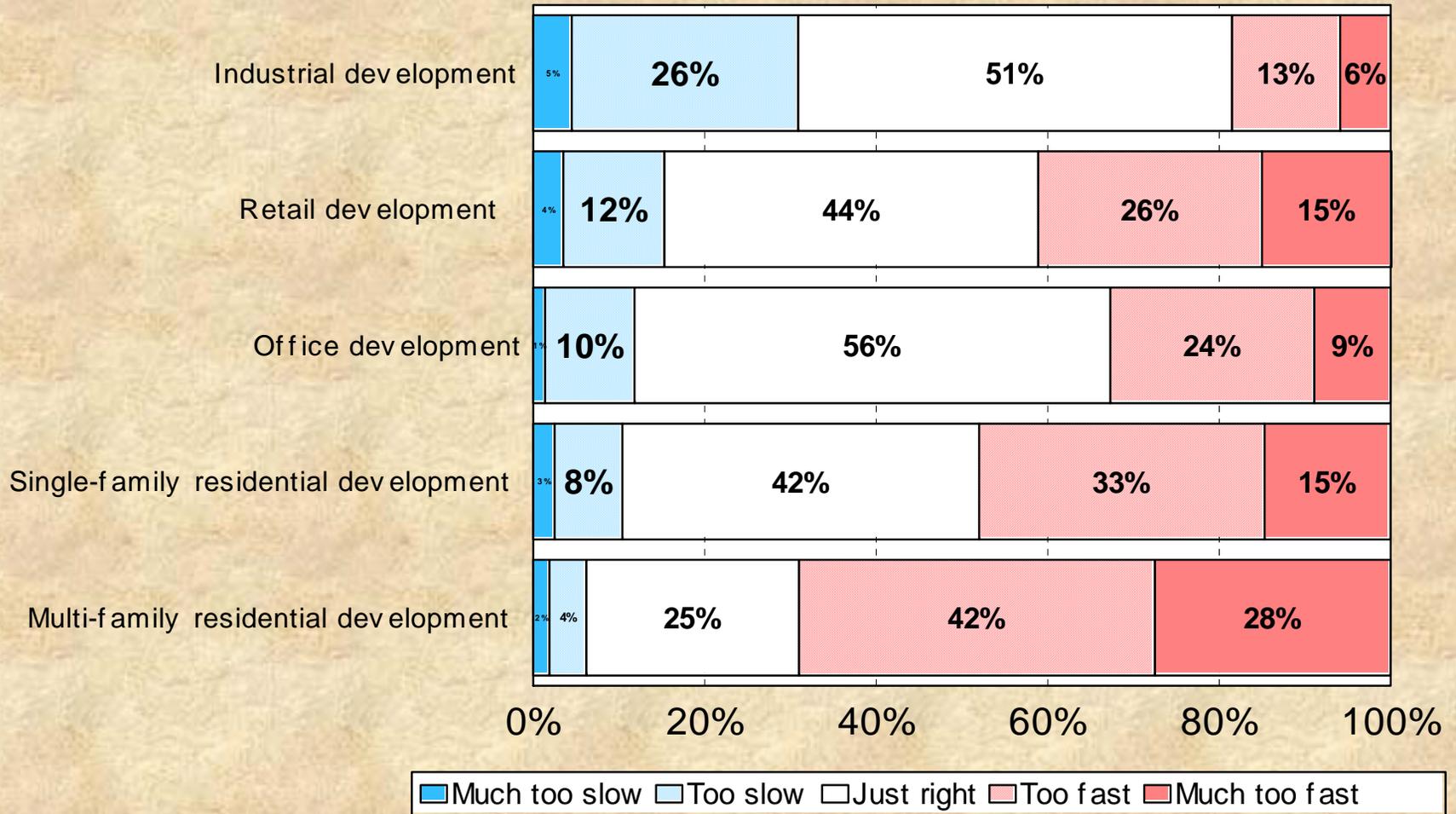
### LEGEND:

	1.00 to 1.80
	1.80 to 2.60
	2.60 to 3.40
	3.40 to 4.20
	4.20 to 5.00



# How Residents Rated the City's Current Pace of Development in Various Areas

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

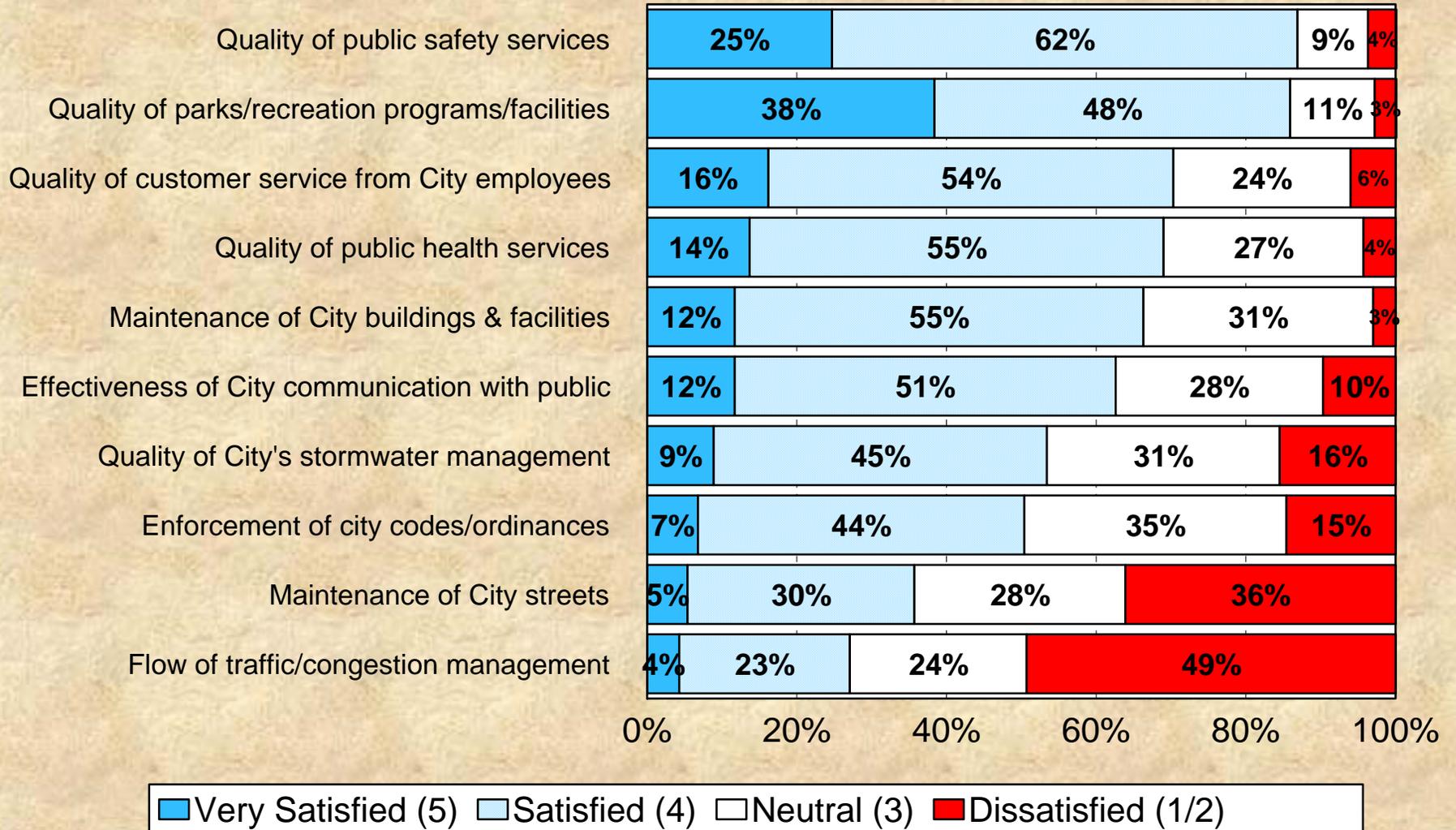


Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# **Overall Satisfaction with Major City Services**

# Overall Satisfaction With City Services by Major Category

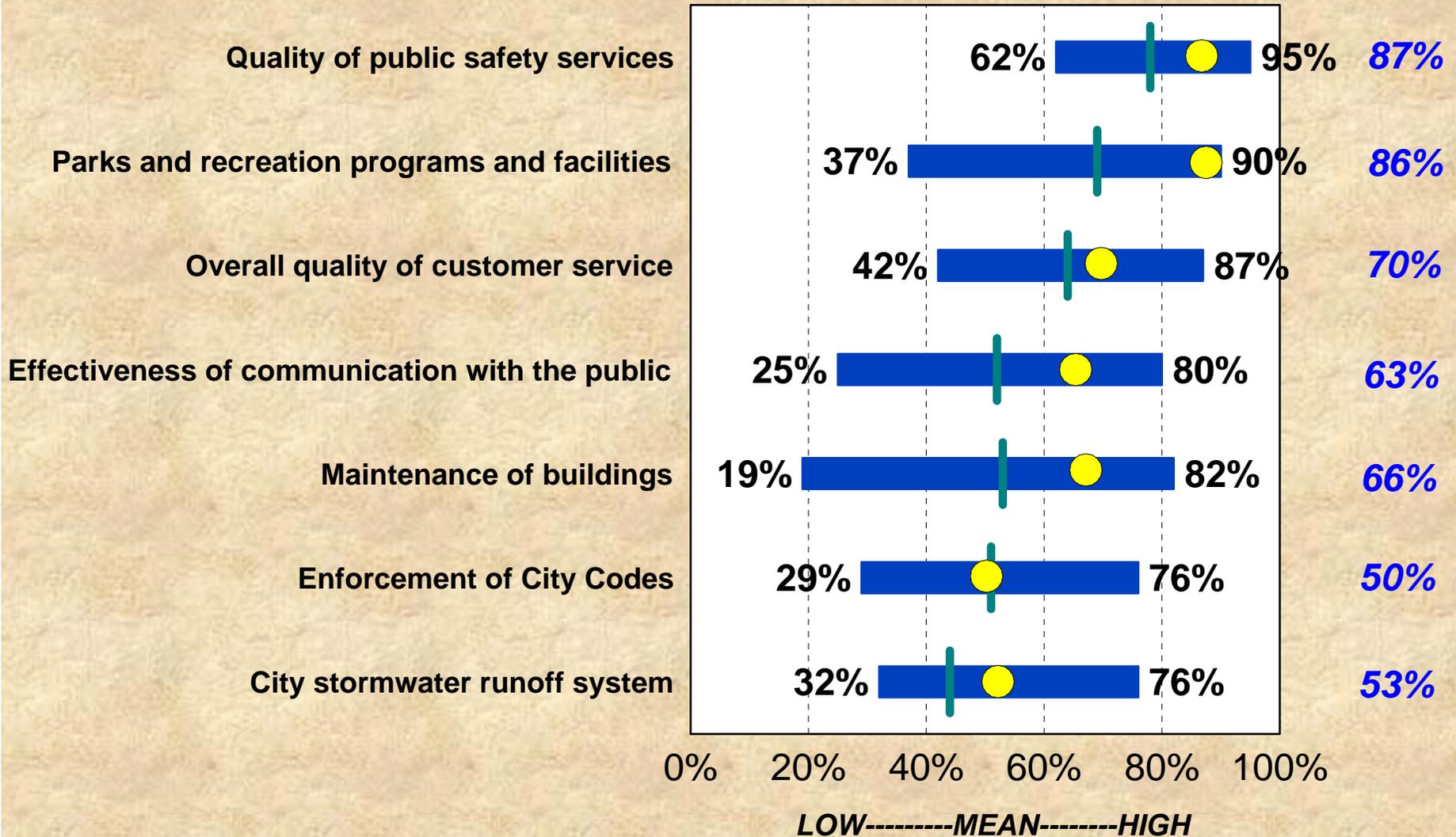
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
excluding don't knows



# Overall Satisfaction With City Services 2005

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

● Columbia, MO

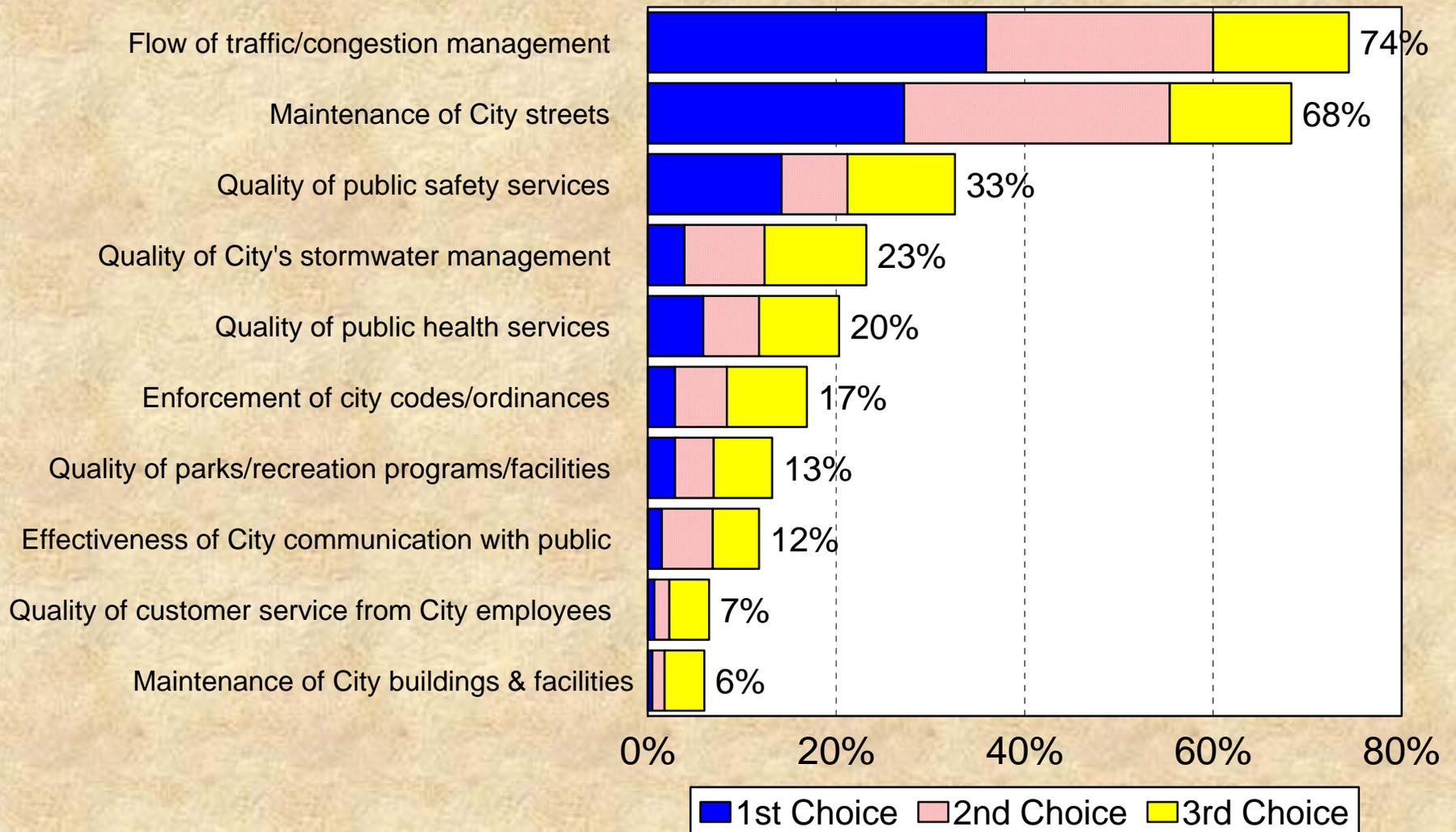


Source: ETC Institute Survey (May 2005)

# **Community Priorities**

# 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



# Importance-Satisfaction Rating

## City of Columbia

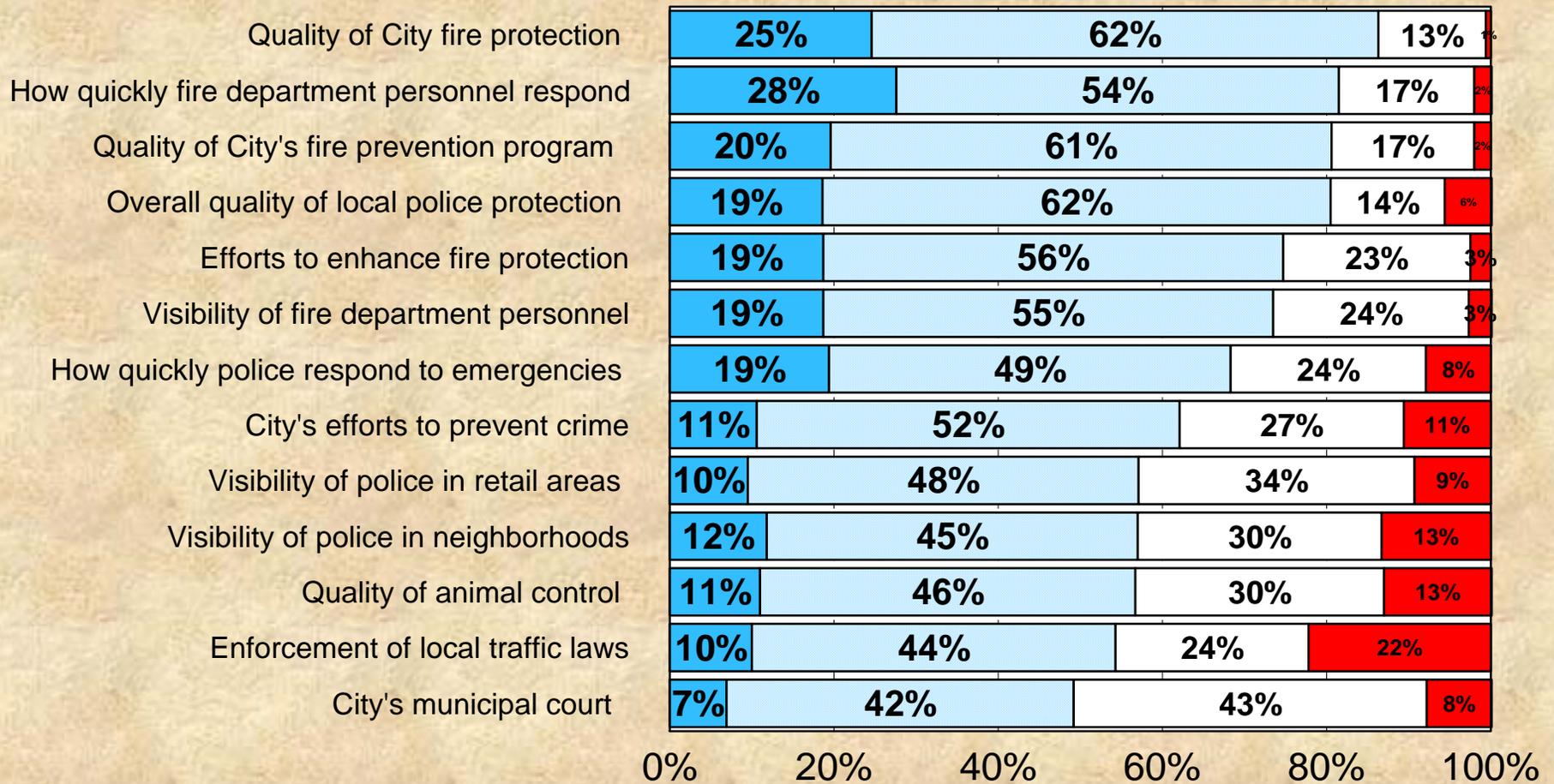
### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; .20)</u></b>						
Flow of traffic/congestion management	74%	1	27%	10	0.5402	1
Maintenance of City streets	68%	2	36%	9	0.4352	2
<b><u>High Priority (IS .10-.20)</u></b>						
Stormwater runoff/management	23%	4	53%	7	0.1081	3
<b><u>Medium Priority (IS &lt; .10)</u></b>						
City codes and ordinances	17%	6	50%	8	0.0850	4
Quality of public health services	20%	5	69%	4	0.0620	5
City communication	12%	8	63%	6	0.0444	6
Quality public safety services	33%	3	87%	1	0.0429	7
Customer service	7%	9	70%	3	0.0210	8
Maintenance of City buildings	6%	10	66%	5	0.0204	9
Parks and recreation	13%	7	86%	2	0.0182	10

# Public Safety

# Satisfaction with Various Aspects of Public Safety

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

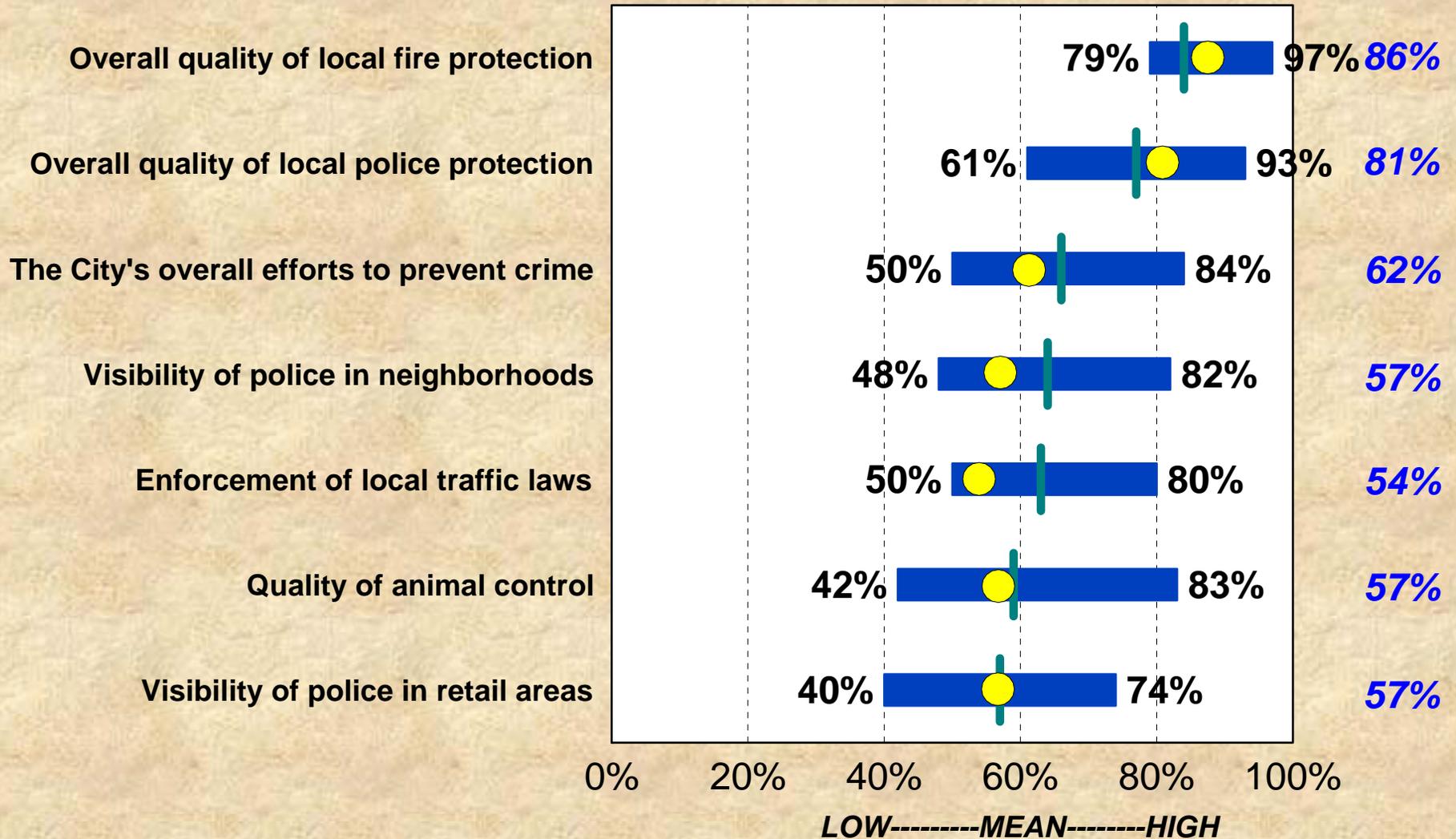


■ Very Satisfied (5) 
 ■ Satisfied (4) 
 ■ Neutral (3) 
 ■ Dissatisfied (1/2)

# Satisfaction with Public Safety 2005

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

● Columbia, MO



Source: ETC Institute Survey (May 2005)

# Satisfaction with the Visibility of Police in Neighborhoods (Q4b)

*2005 Columbia  
Community Survey*

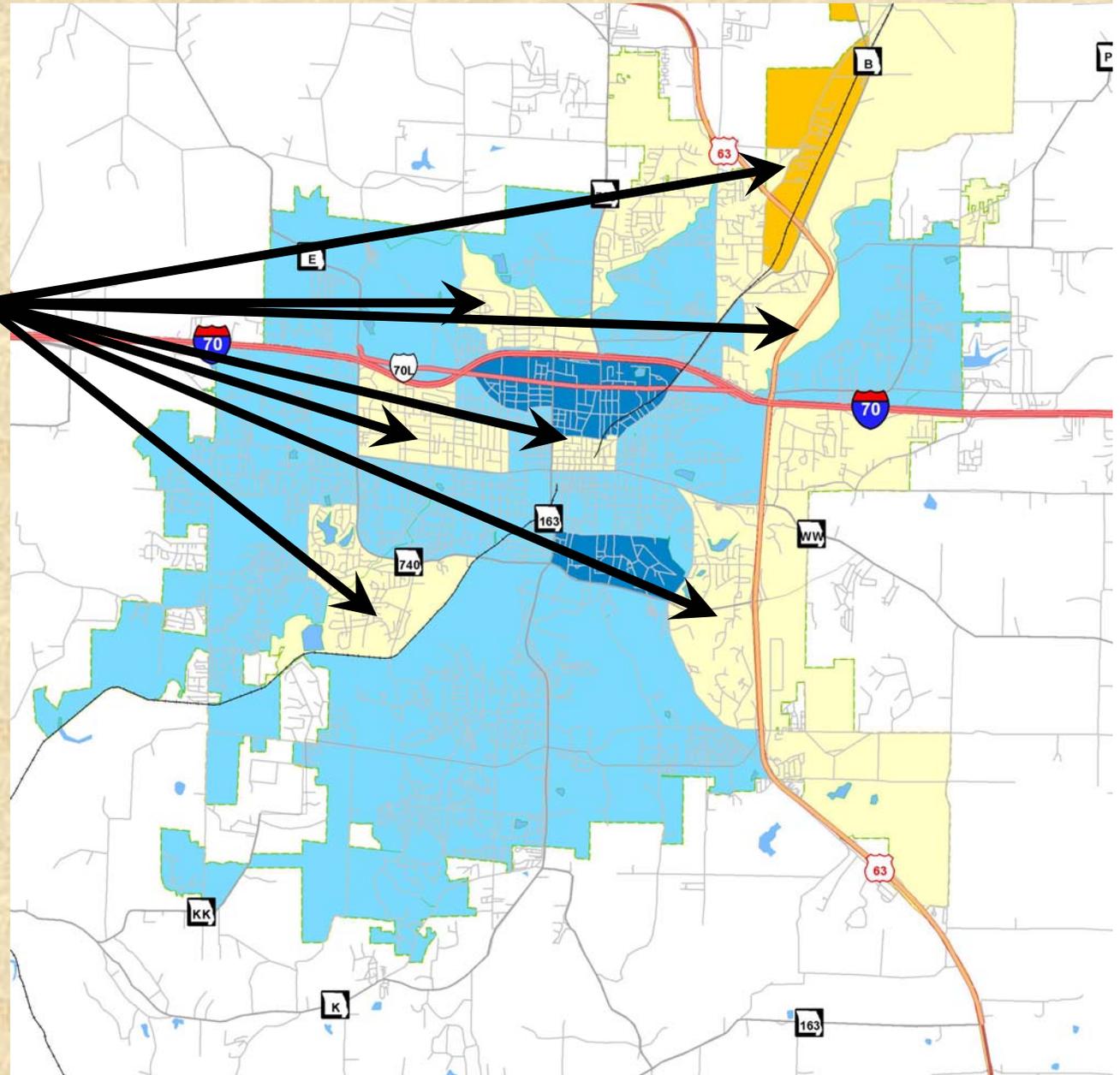
Potential Areas of  
Concern

## Mean Rating

1=very unsatisfied  
5=very satisfied

### LEGEND:

	1.00 to 1.80
	1.80 to 2.60
	2.60 to 3.40
	3.40 to 4.20
	4.20 to 5.00



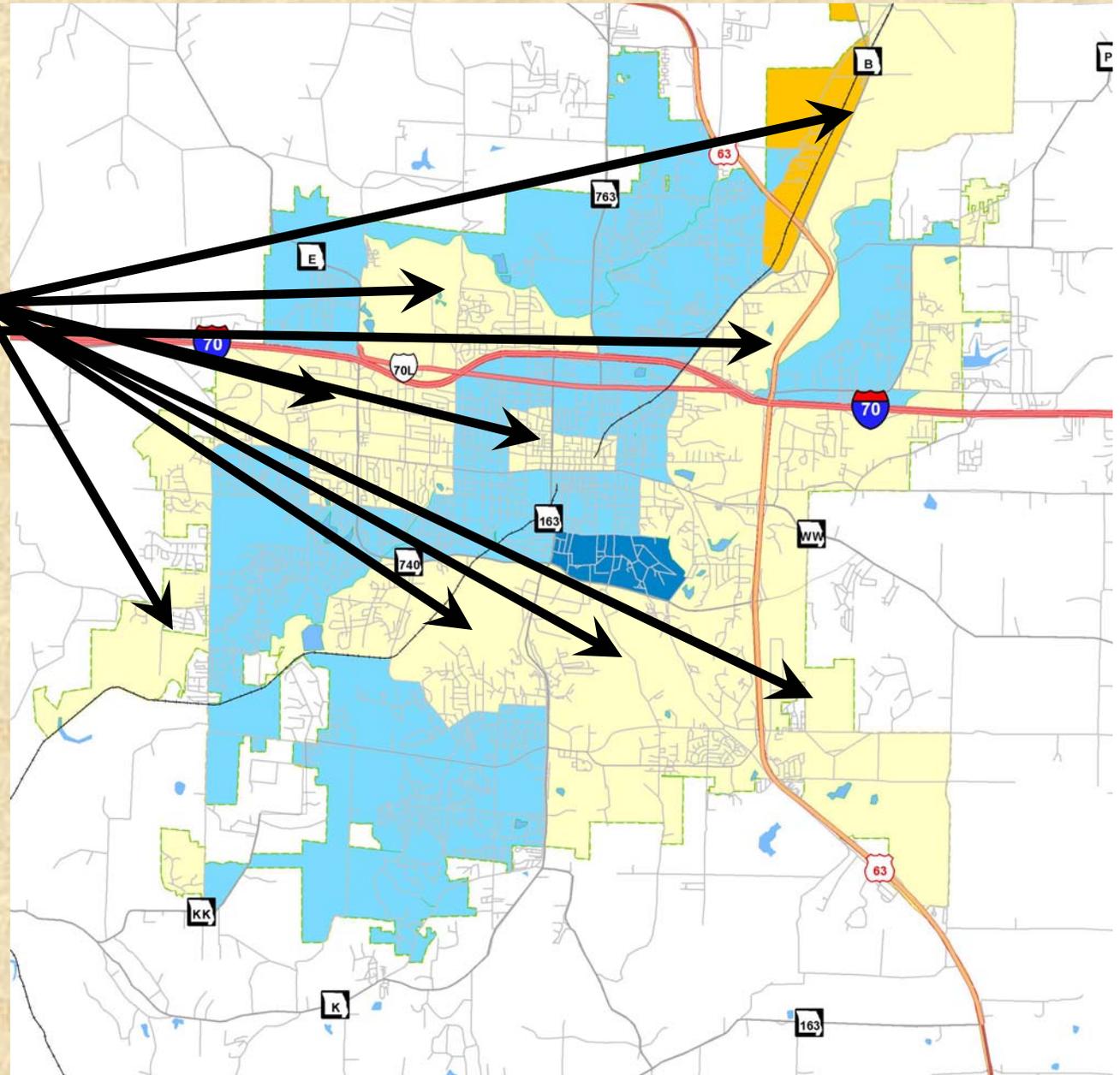
# Satisfaction with the Enforcement of Local Traffic Laws (Q4f)

*2005 Columbia Community Survey*

Potential Areas of Concern

**Mean Rating**  
1=very unsatisfied  
5=very satisfied

**LEGEND:**



# Satisfaction with the Quality of Fire Protection (Q4j)

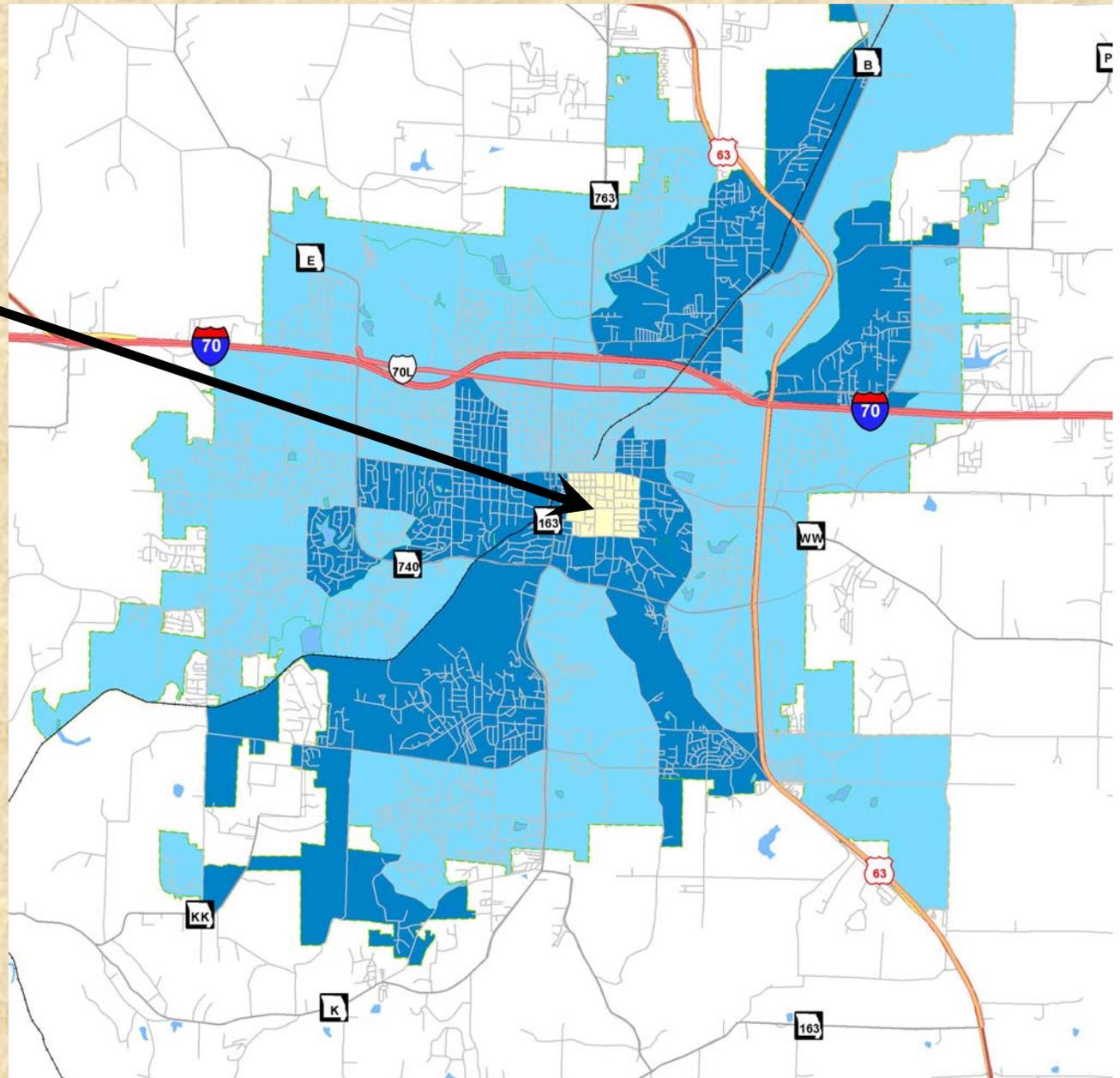
## 2005 Columbia Community Survey

Potential Areas of Concern

### Mean Rating

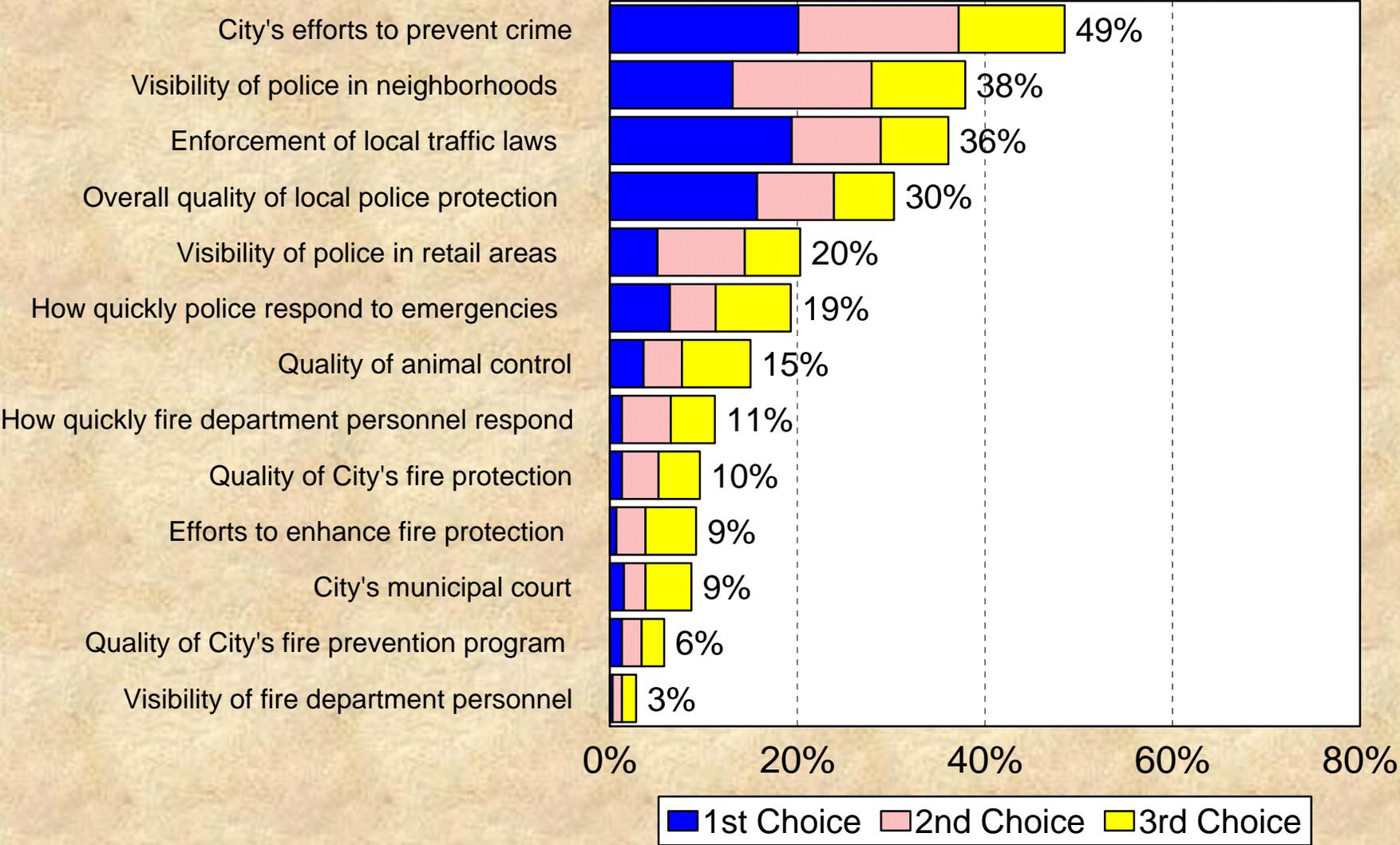
1=very unsatisfied  
5=very satisfied

#### LEGEND:



# Public Safety Services That Residents Thought 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 (2005 - Columbia, MO)

# Importance-Satisfaction Rating

## City of Columbia

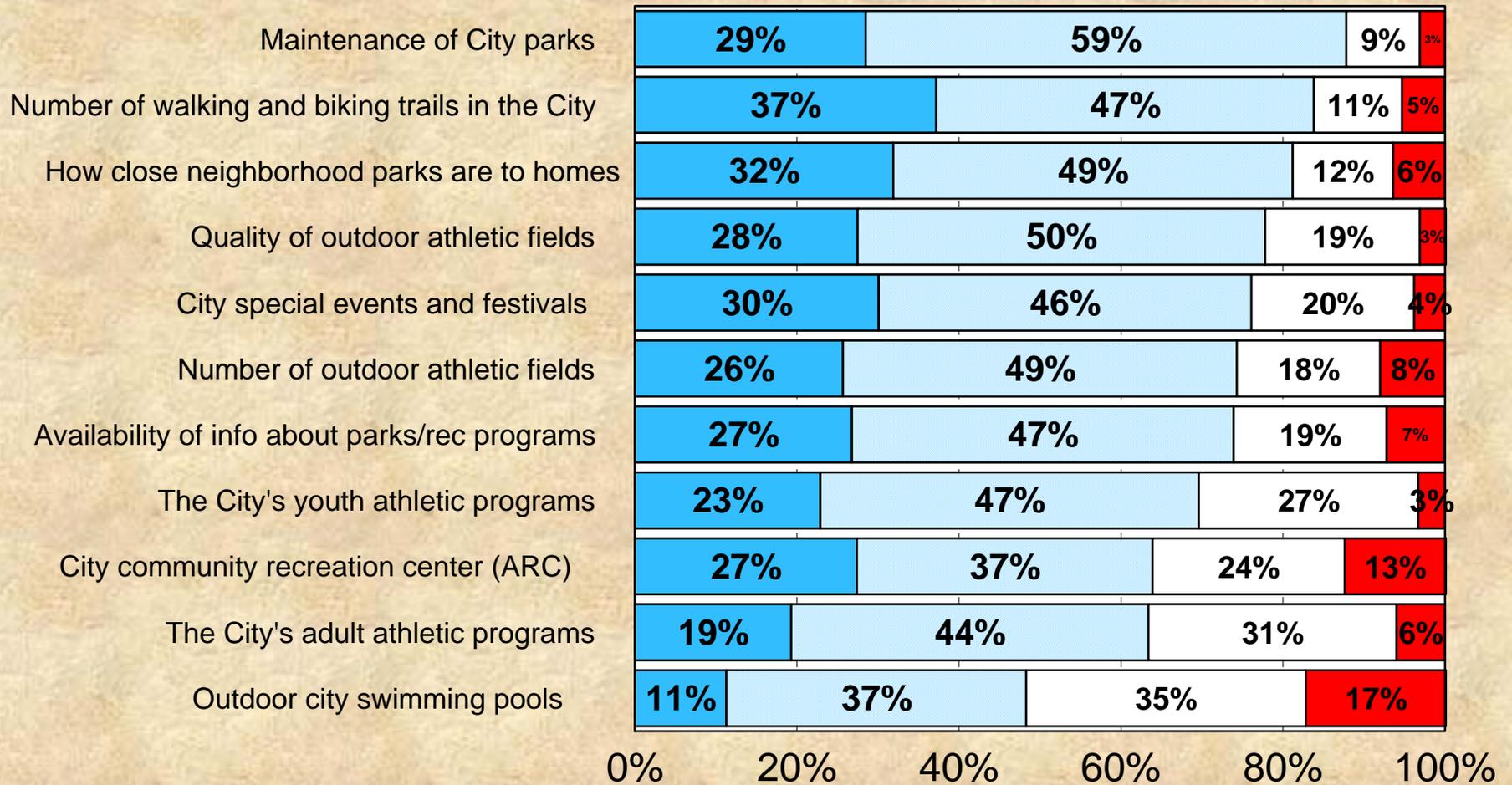
### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Overall efforts to prevent crime	49%	1	62%	8	0.1862	1
Enforcement of local traffic laws	36%	3	54%	12	0.1656	2
Visibility of police in neighborhoods	38%	2	57%	10	0.1634	3
<b><i>Medium Priority (IS &lt; .10)</i></b>						
Visibility of police in retail areas	20%	5	57%	9	0.0860	4
Quality of animal control	15%	7	57%	11	0.0645	5
How quickly police respond	19%	6	68%	7	0.0608	6
Quality of local police protection	30%	4	81%	4	0.0570	7
City's municipal court	9%	11	49%	13	0.0459	8
Visibility of fire department personnel	3%	13	74%	6	0.0286	9
Efforts to enhance fire protection	9%	10	75%	5	0.0225	10
How quickly fire fighters respond	11%	8	82%	2	0.0198	11
Overall quality of City fire protection	10%	9	86%	1	0.0140	12
Quality of City's fire prevention program	6%	12	81%	3	0.0114	13

# **Parks and Recreation**

# Satisfaction with Various Aspects of Parks and Recreation

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

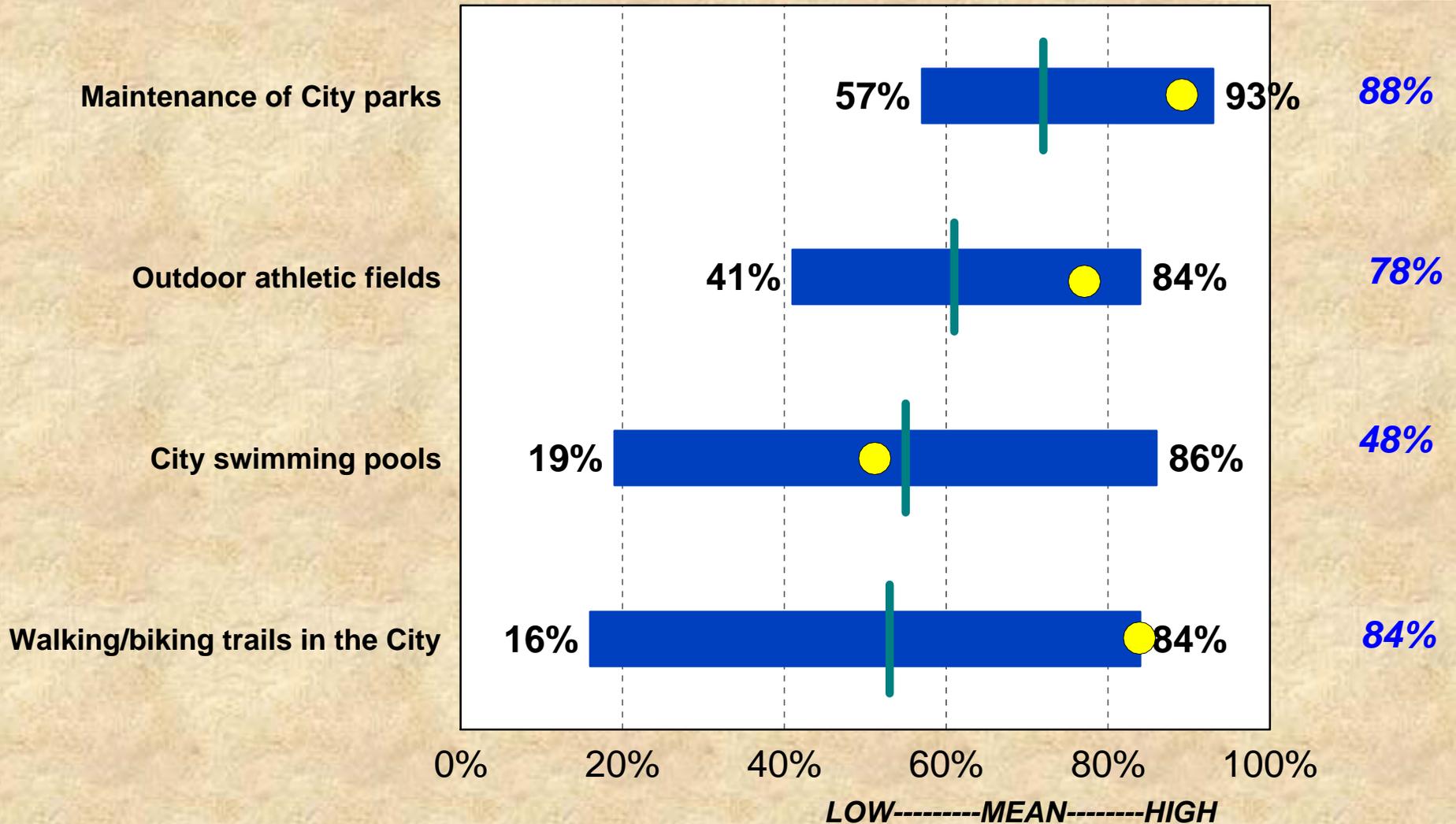


■ Very Satisfied (5) 
 ■ Satisfied (4) 
 ■ Neutral (3) 
 ■ Dissatisfied (1/2)

# Satisfaction with Parks and Recreation 2005

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

● Columbia, MO



Source: ETC Institute Survey (May 2005)

# Satisfaction with the Maintenance of City Parks (Q6a)

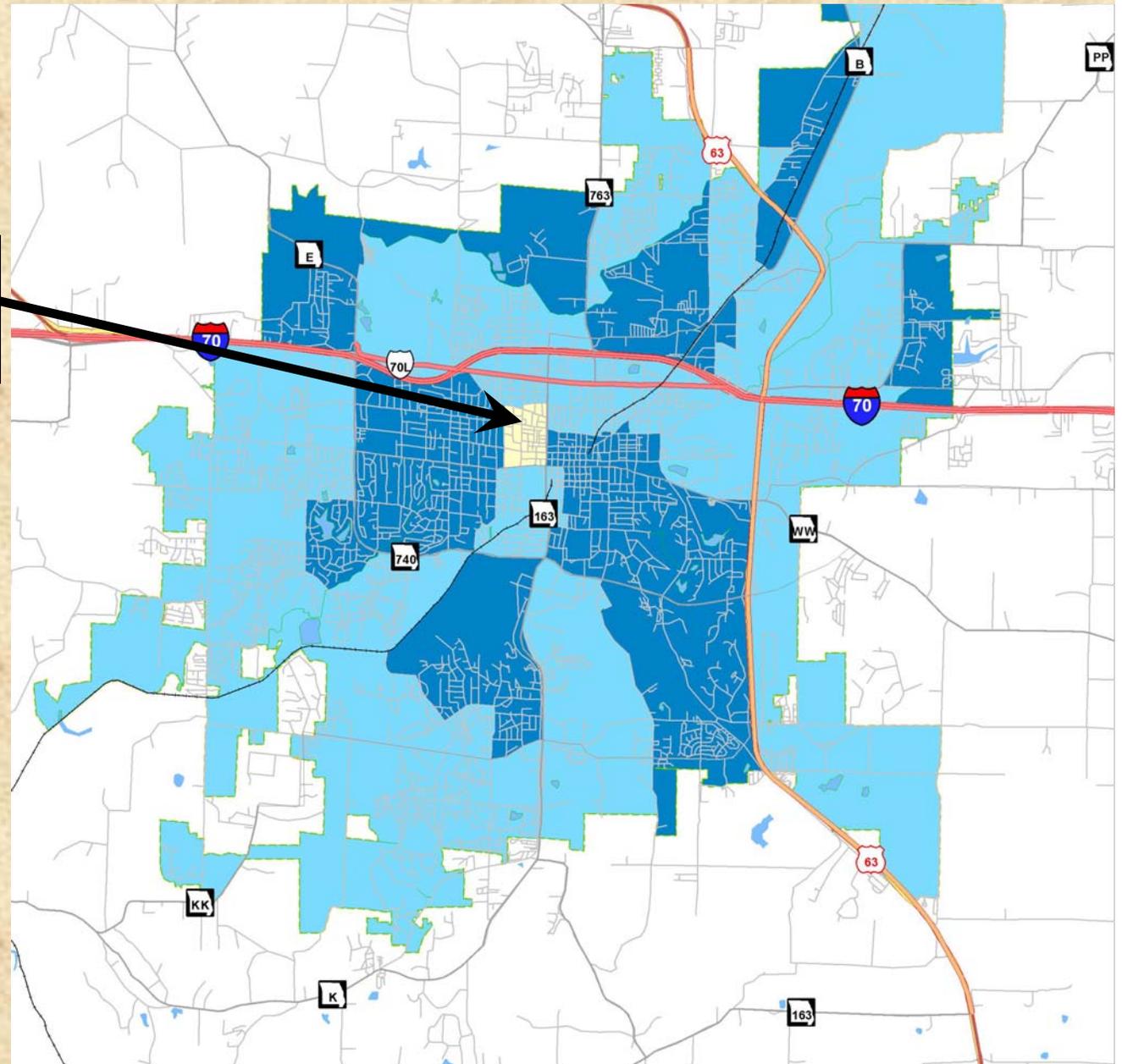
*2005 Columbia  
Community Survey*

Potential Areas of  
Concern

## Mean Rating

1=very unsatisfied  
5=very satisfied

### LEGEND:



# Satisfaction with How Close Neighborhood Parks Are to Resident's Homes (Q6b)

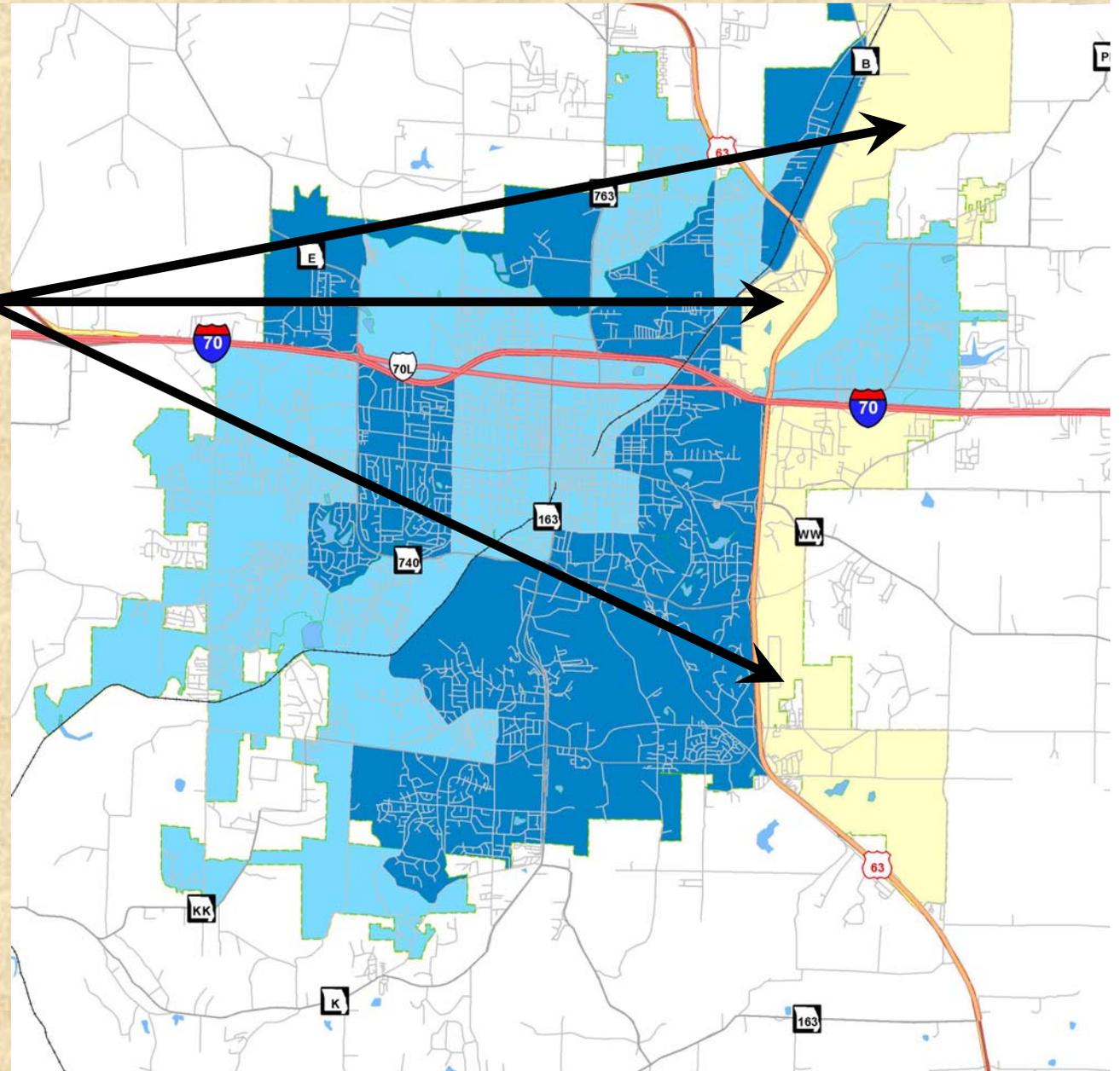
*2005 Columbia Community Survey*

Potential Areas of Concern

**Mean Rating**  
1=very unsatisfied  
5=very satisfied

**LEGEND:**

- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00



# Satisfaction with the Number of Walking and Biking Trails in the City (Q6c)

*2005 Columbia Community Survey*

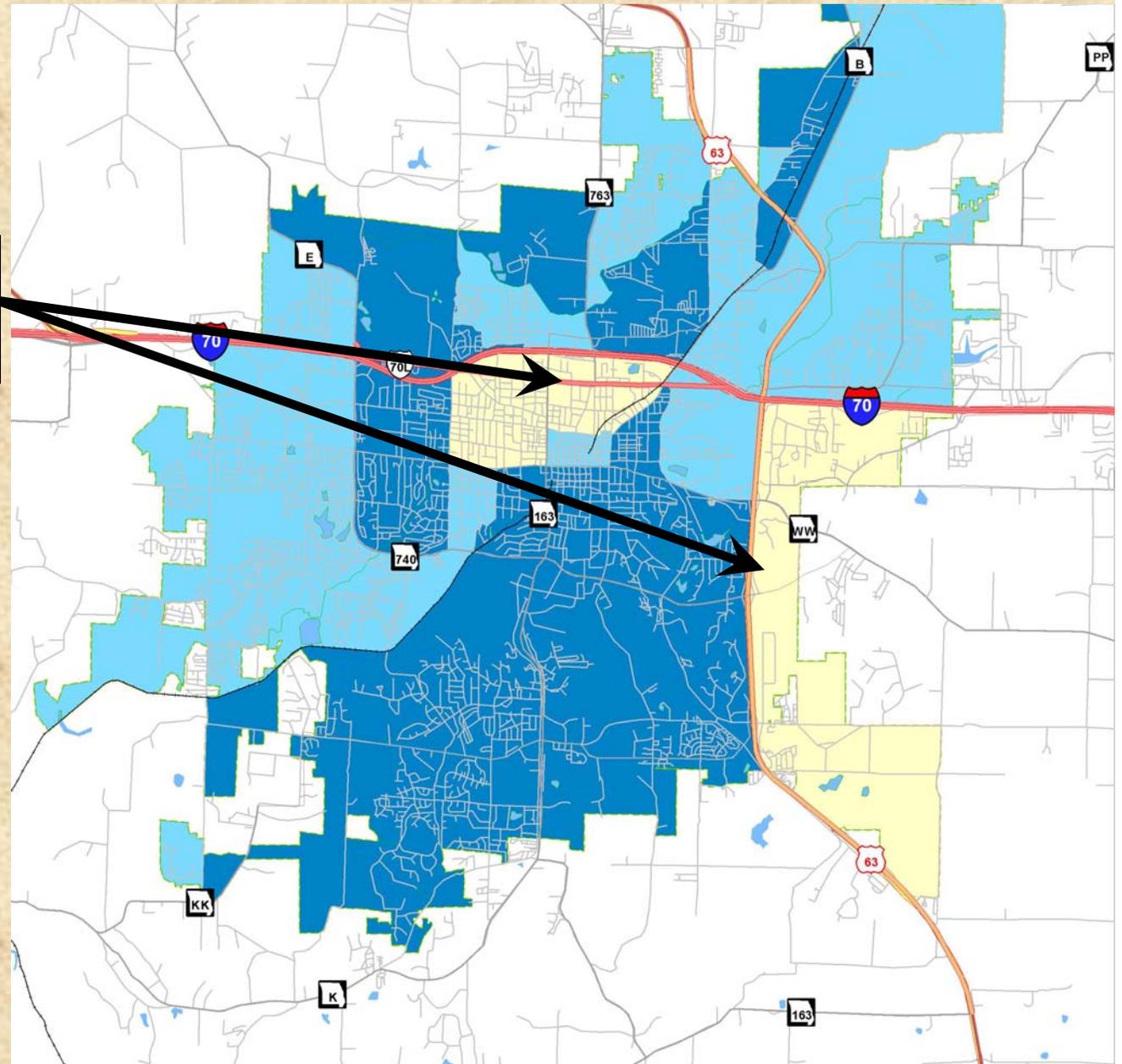
Potential Areas of Concern

## Mean Rating

1=very unsatisfied  
5=very satisfied

### LEGEND:

	1.00 to 1.80
	1.80 to 2.60
	2.60 to 3.40
	3.40 to 4.20
	4.20 to 5.00



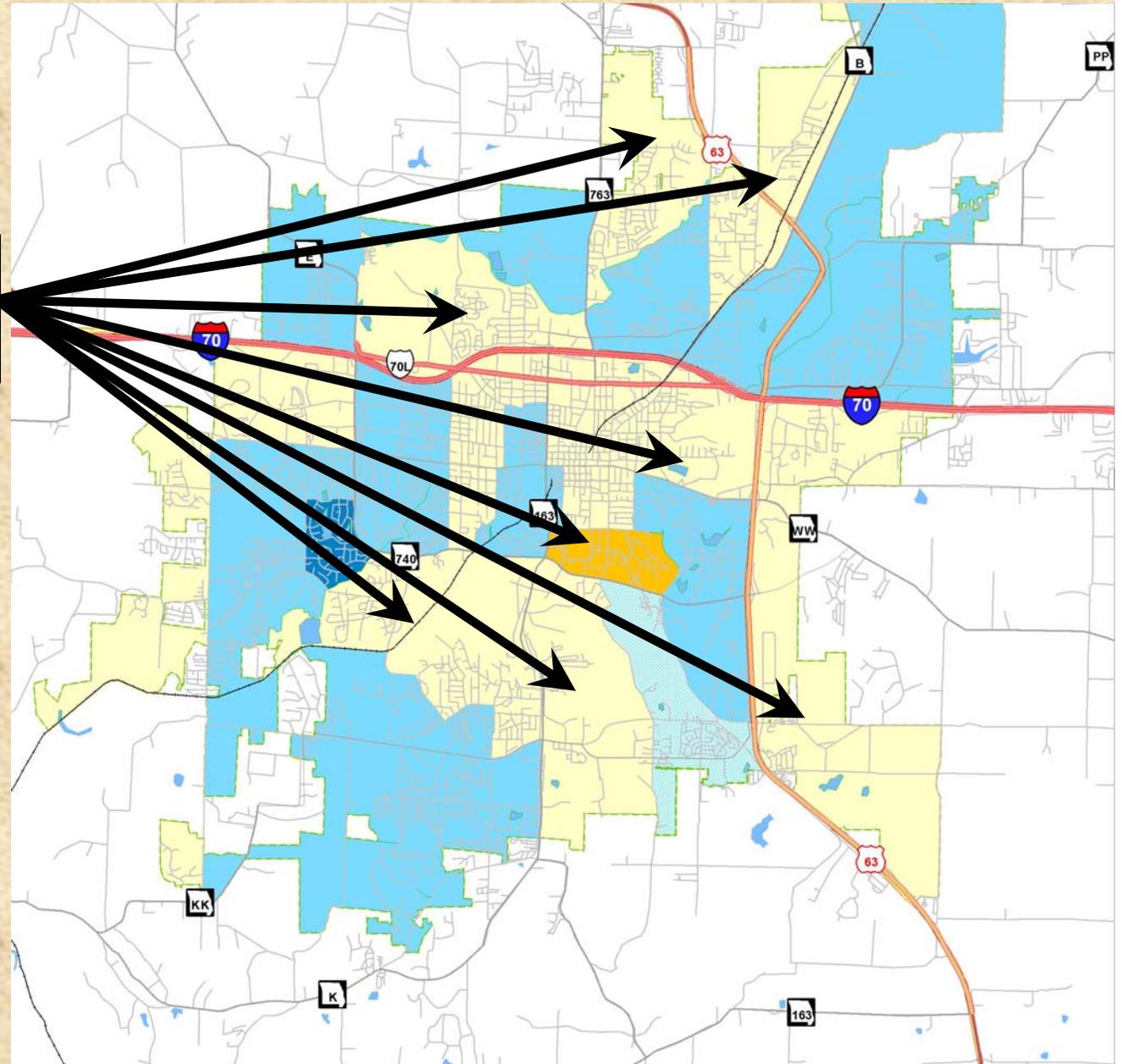
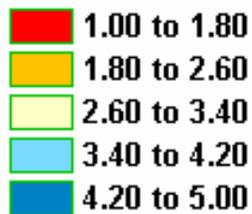
# Satisfaction with the City's Outdoor Swimming Pools (Q6j)

*2005 Columbia  
Community Survey*

Potential Areas of  
Concern

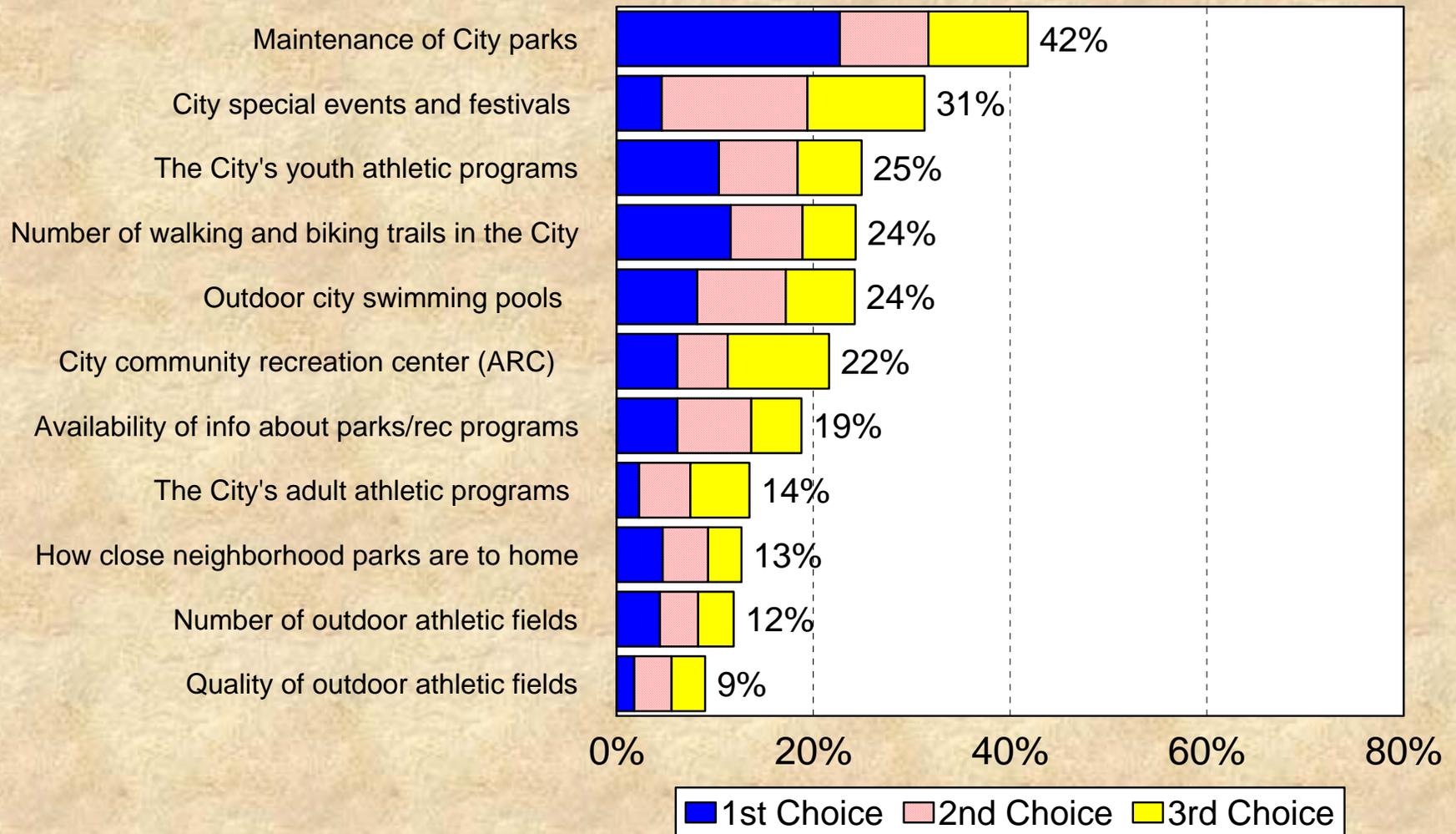
**Mean Rating**  
1=very unsatisfied  
5=very satisfied

**LEGEND:**



# Parks and Recreation Services That Residents Thought 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 (2005 - Columbia, MO)

# Importance-Satisfaction Rating

## City of Columbia

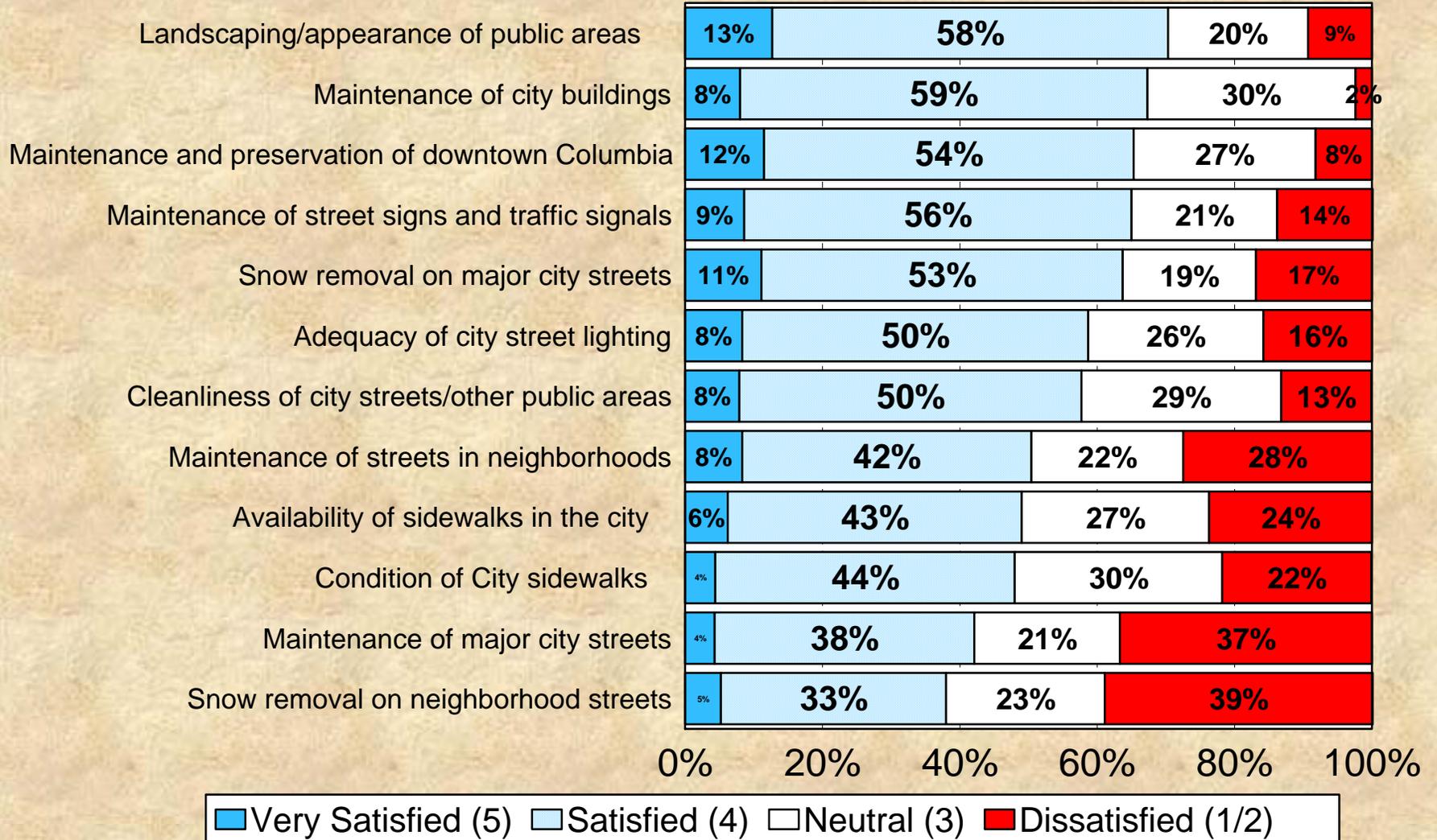
### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Outdoor City Swimming pools	24%	5	48%	11	0.1248	1
<b><i>Medium Priority (IS &lt;.10)</i></b>						
City Community Centers (ARC)	22%	6	64%	9	0.0792	2
The City's youth athletic programs	25%	3	70%	8	0.0750	3
City special events and festivals	31%	2	76%	5	0.0744	4
The City's adult athletic programs	14%	8	63%	10	0.0518	5
Maintenance of City parks	42%	1	88%	1	0.0504	6
Availability of info about parks/rec programs	19%	7	74%	7	0.0494	7
Number of walking/biking trails	24%	4	84%	2	0.0384	8
The number of outdoor athletic fields	12%	10	74%	6	0.0312	9
How close neighborhood parks are to home	13%	9	81%	3	0.0247	10
Quality of outdoor athletic fields	9%	11	78%	4	0.0198	11

# Maintenance

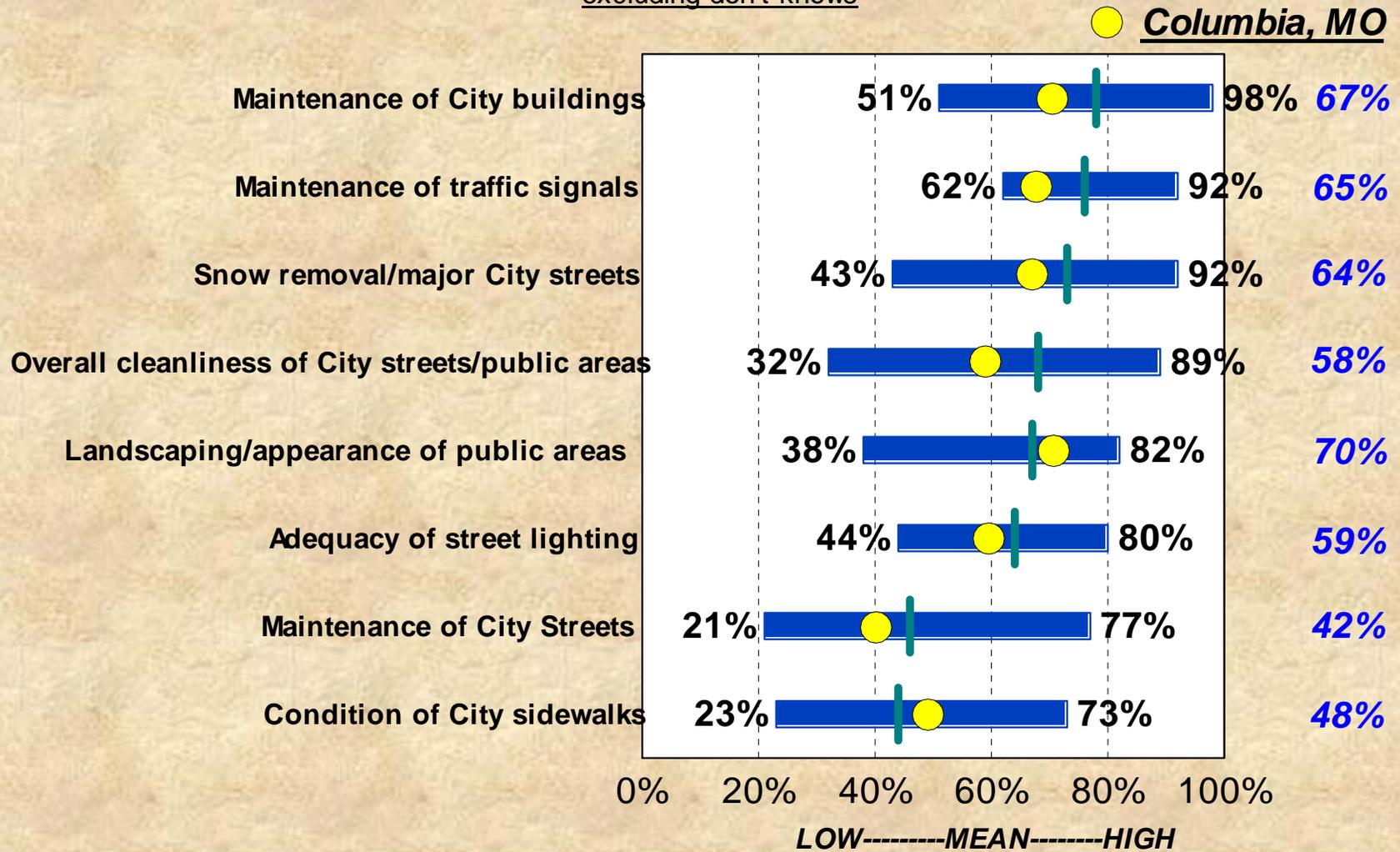
# Satisfaction with Various Aspects of City Maintenance/Public Works

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



# Satisfaction with Maintenance Services 2005

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



Source: ETC Institute Survey (May 2005)

# Satisfaction with the Maintenance of Neighborhood Streets (Q8b)

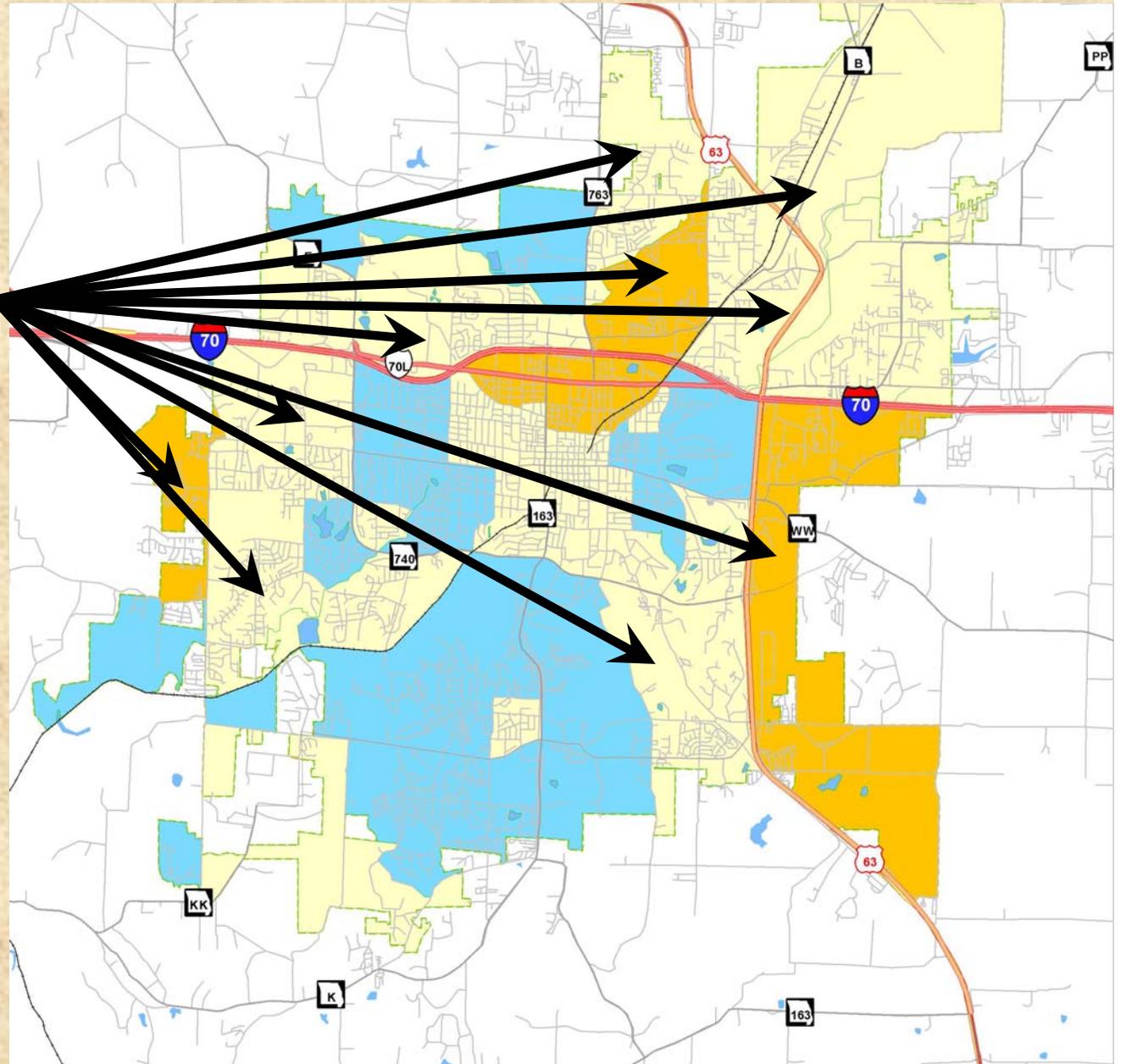
*2005 Columbia Community Survey*

Potential Areas of Concern

**Mean Rating**  
1=very unsatisfied  
5=very satisfied

**LEGEND:**

- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00



# Satisfaction with Snow Removal on Neighborhood Streets (Q8g)

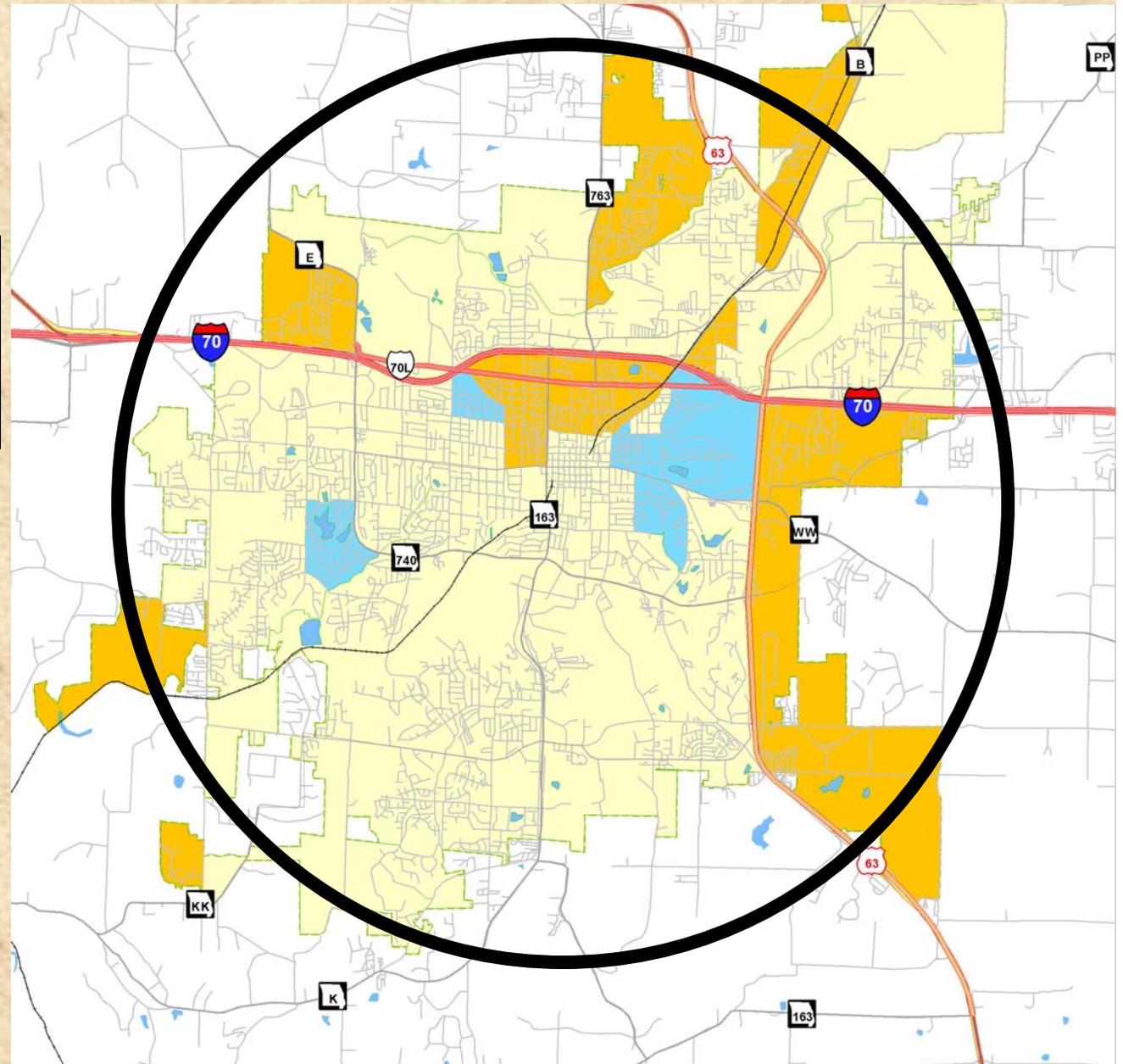
*2005 Columbia  
Community Survey*

Potential Areas of  
Concern: Much  
of the City

## Mean Rating

1=very unsatisfied  
5=very satisfied

### LEGEND:





# Satisfaction with the Condition of Sidewalks (Q8j)

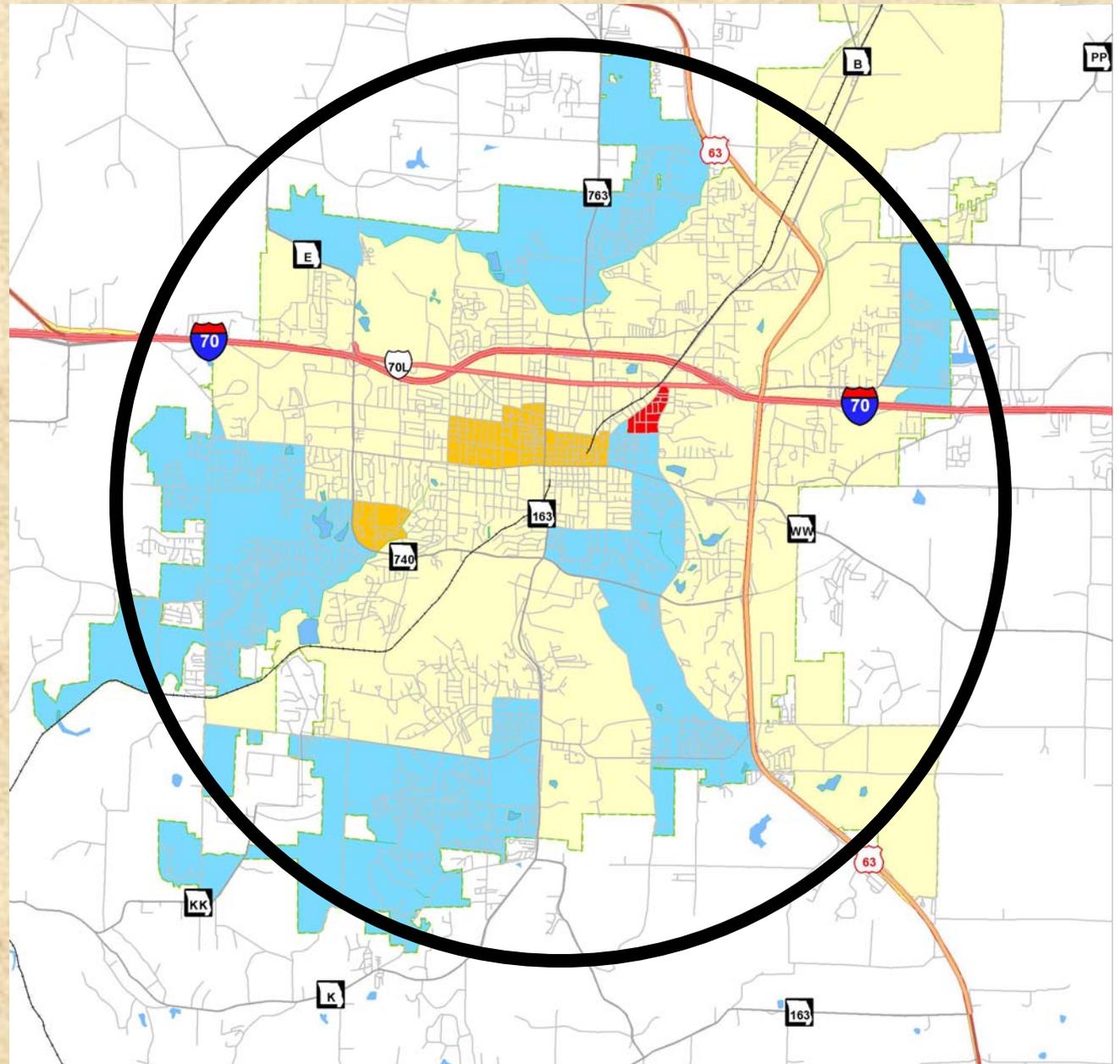
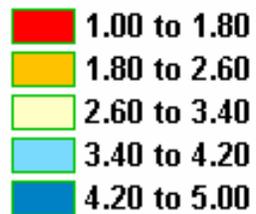
## 2005 Columbia Community Survey

Potential Areas of Concern: Much of the City

### Mean Rating

1=very unsatisfied  
5=very satisfied

#### LEGEND:



# Satisfaction with the Availability of Sidewalks (Q8k)

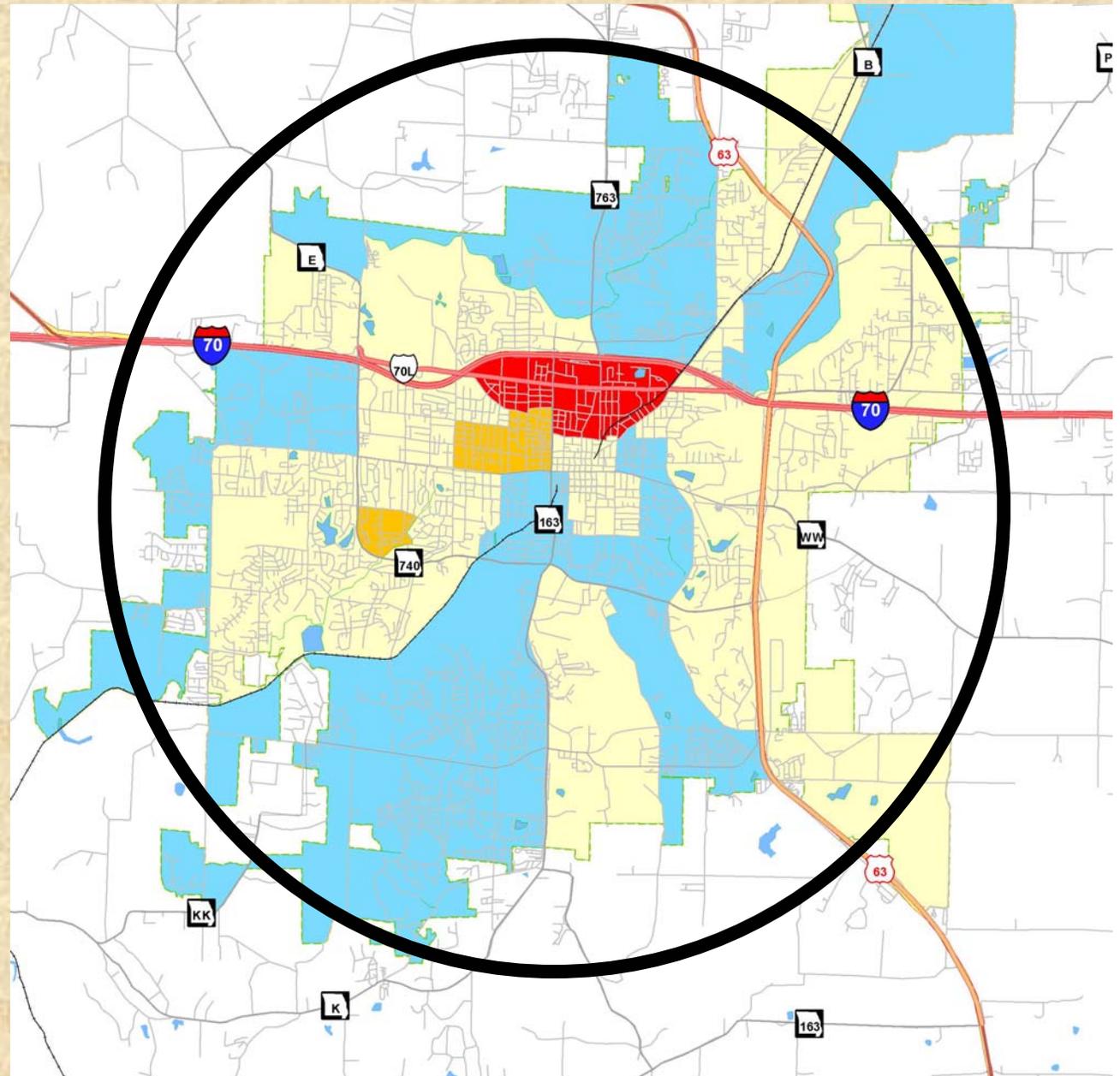
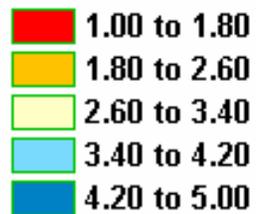
## 2005 Columbia Community Survey

Potential Areas of Concern: Much of the City

### Mean Rating

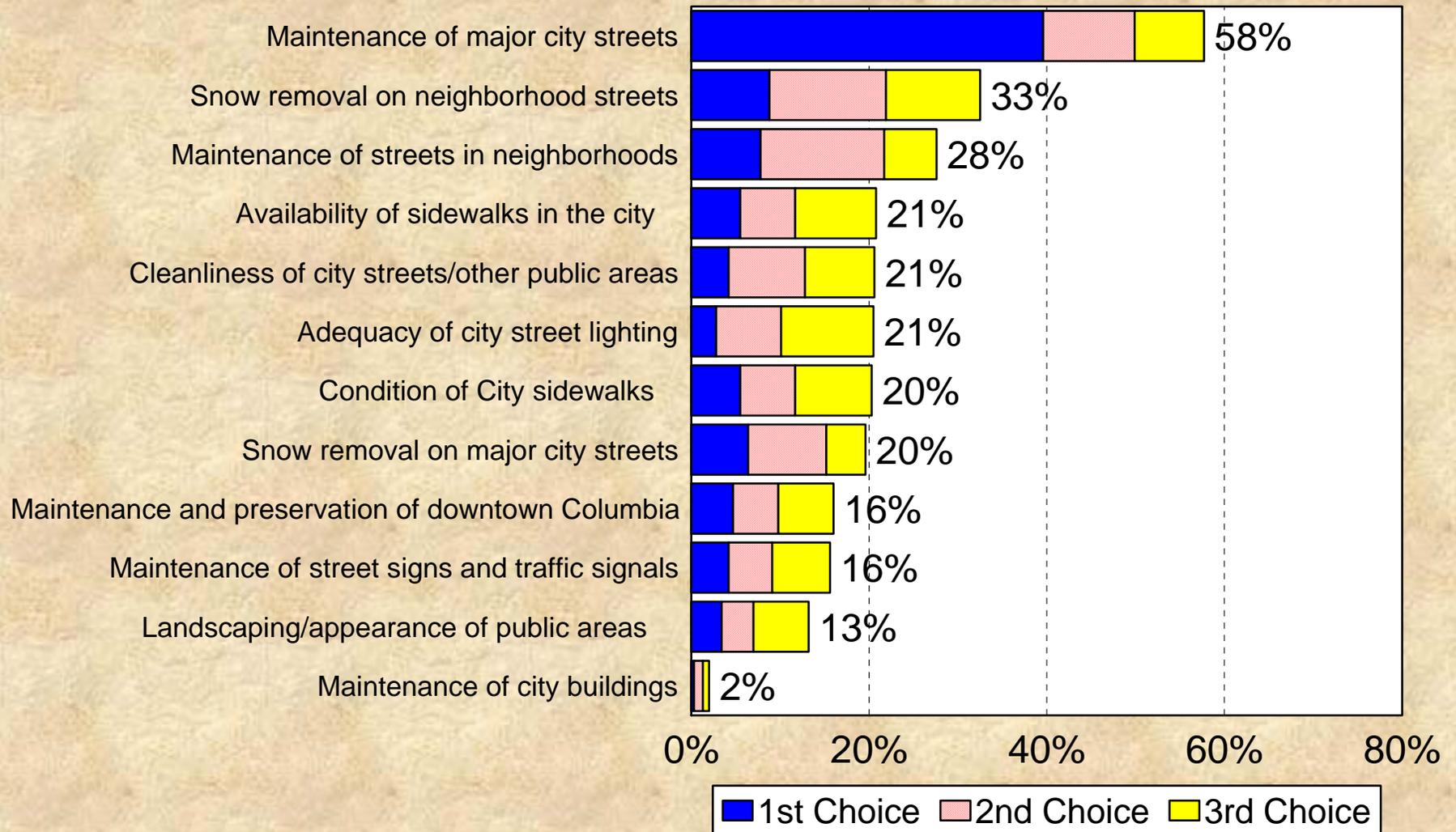
1=very unsatisfied  
5=very satisfied

#### LEGEND:



# City Maintenance/Public Works Services That Residents Thought 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 (2005 - Columbia, MO)

# Importance-Satisfaction Rating

## City of Columbia

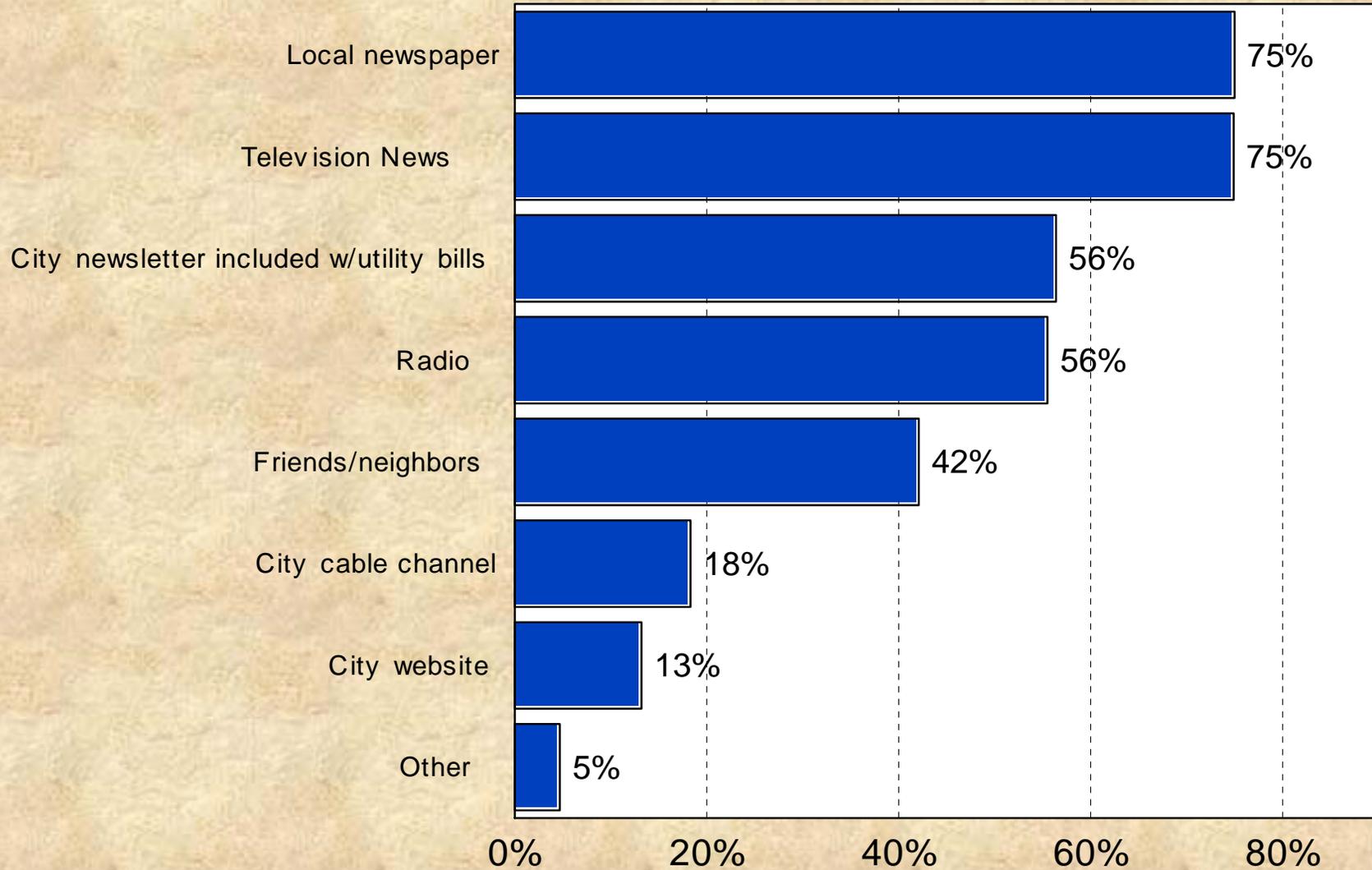
### CITY MAINTENANCE/PUBLIC WORKS

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of major City streets	58%	1	42%	11	0.3364	1
Snow removal on neighborhood streets	33%	2	38%	12	0.2046	2
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of neighborhood streets	28%	3	50%	8	0.1400	3
Availability of sidewalks in the City	21%	4	49%	9	0.1071	4
Condition of sidewalks	20%	7	48%	10	0.1040	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Cleanliness of public areas	21%	5	58%	7	0.0882	6
Adequacy of City street lighting	21%	6	59%	6	0.0861	7
Snow removal on major city streets	20%	8	64%	5	0.0720	8
Maintenance of street signs/signals	16%	10	65%	4	0.0560	9
Maintenance/preservation of downtown	16%	9	65%	3	0.0560	10
Landscaping of public areas	13%	11	70%	1	0.0390	11
Maintenance of City buildings	2%	12	67%	2	0.0066	12

# Communications

# How Residents Get Information About City Issues

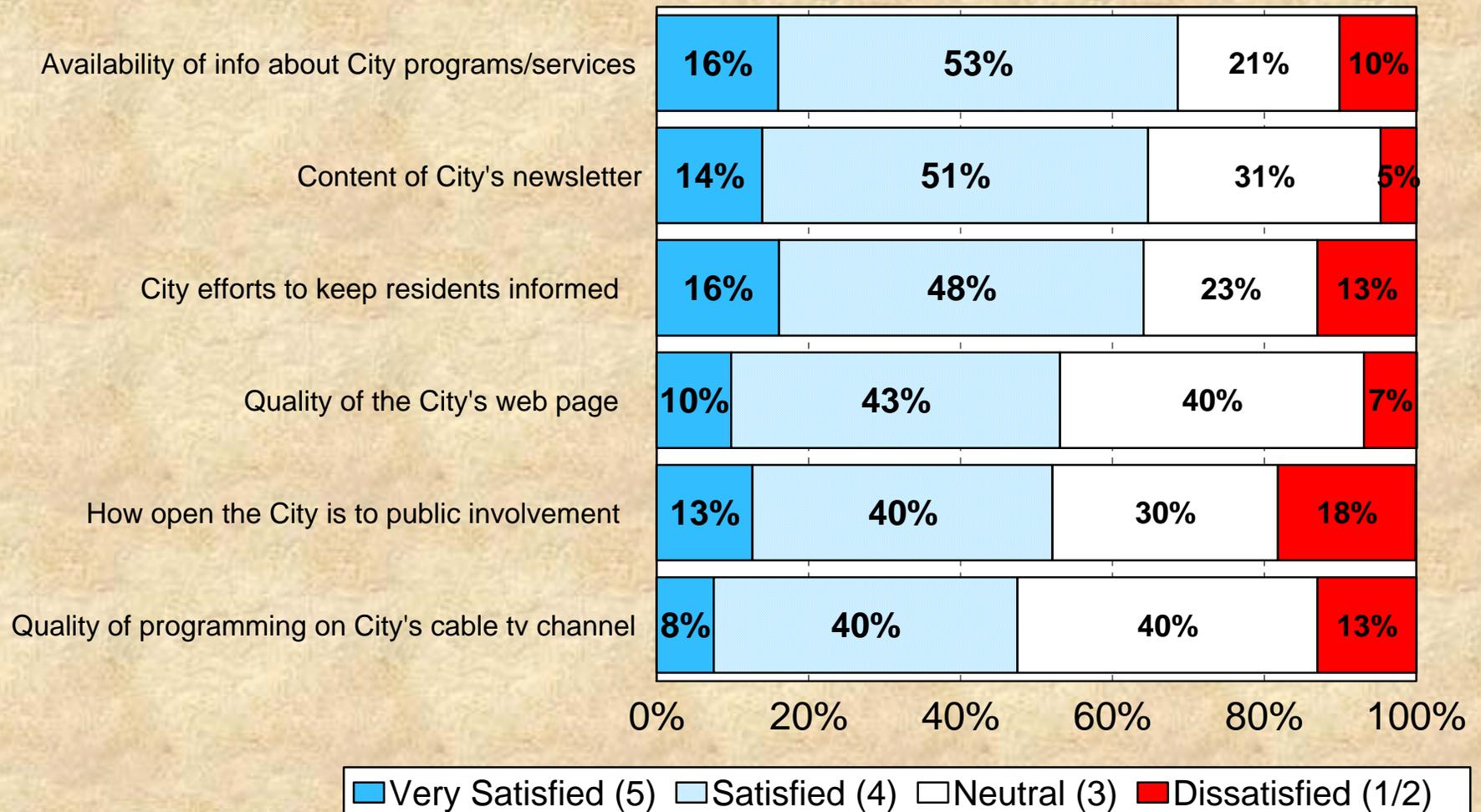
by percentage of respondents  
multiple choices could be made



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# Satisfaction with Various Aspects of City Communications

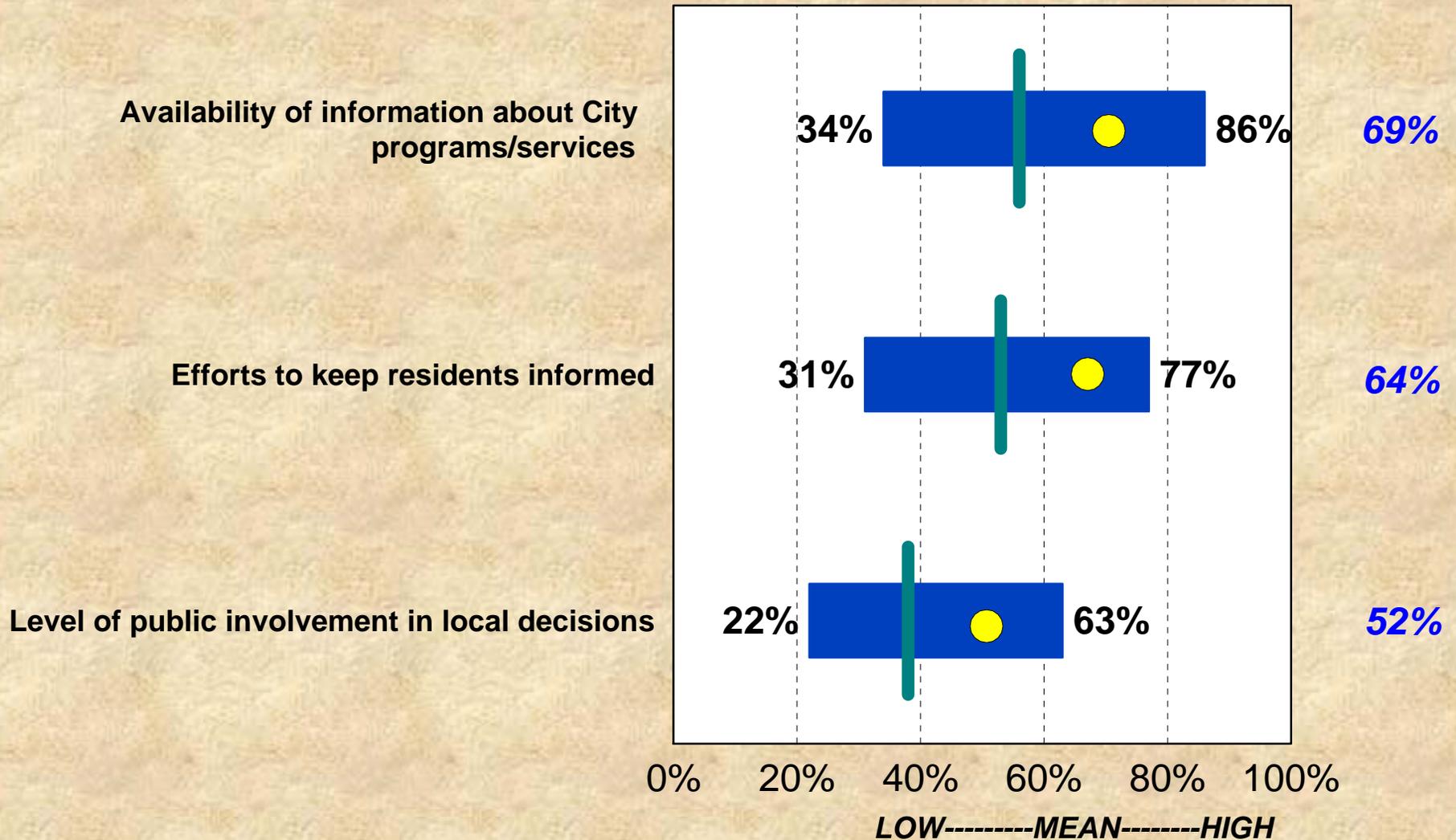
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
excluding don't knows



# Satisfaction with City Communications 2005

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

● Columbia, MO



Source: ETC Institute Survey (May 2005)

# Satisfaction with City's Public Involvement Efforts (Q12c)

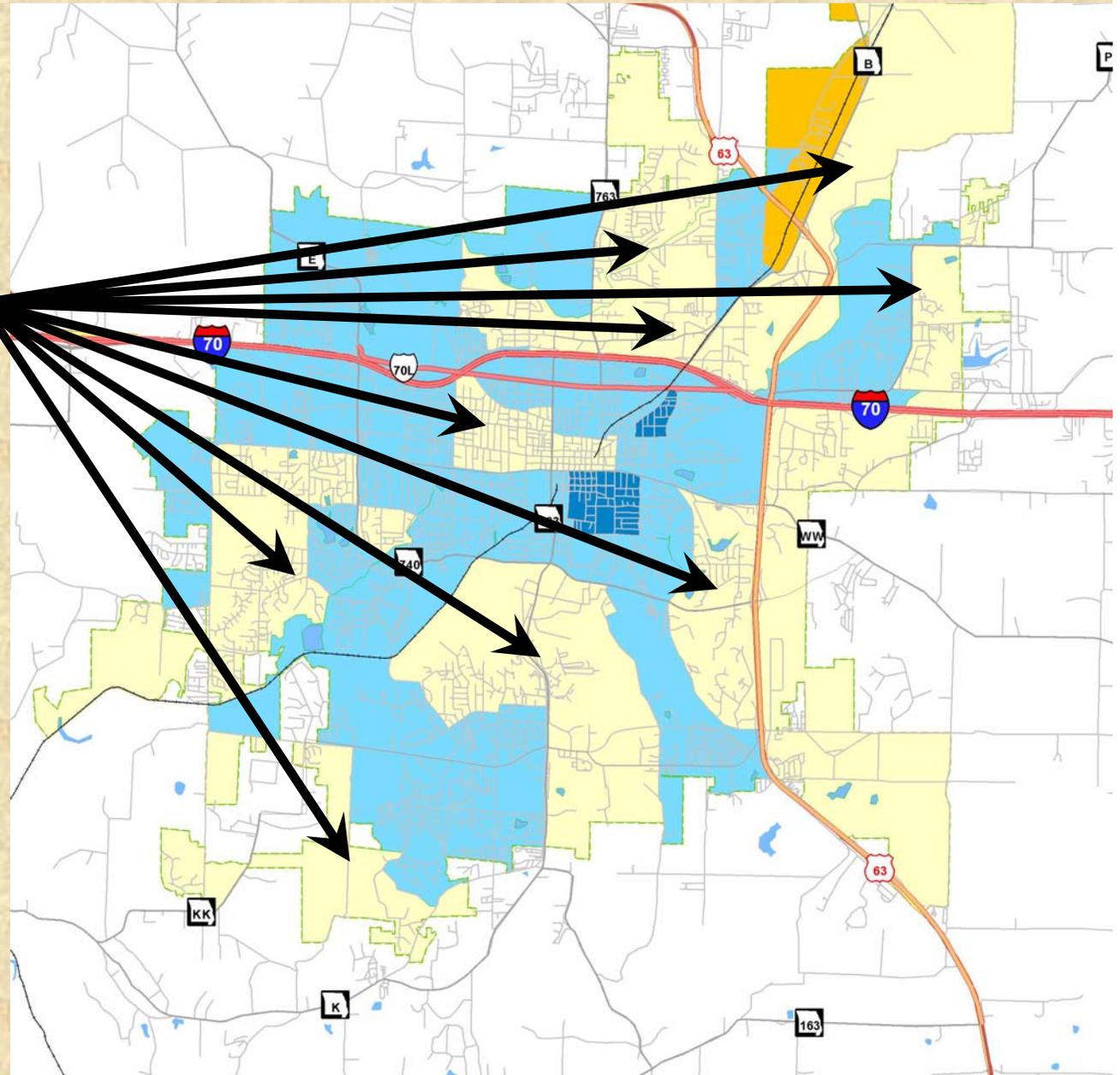
*2005 Columbia  
Community Survey*

Potential Areas of  
Concern

**Mean Rating**  
1=very unsatisfied  
5=very satisfied

**LEGEND:**

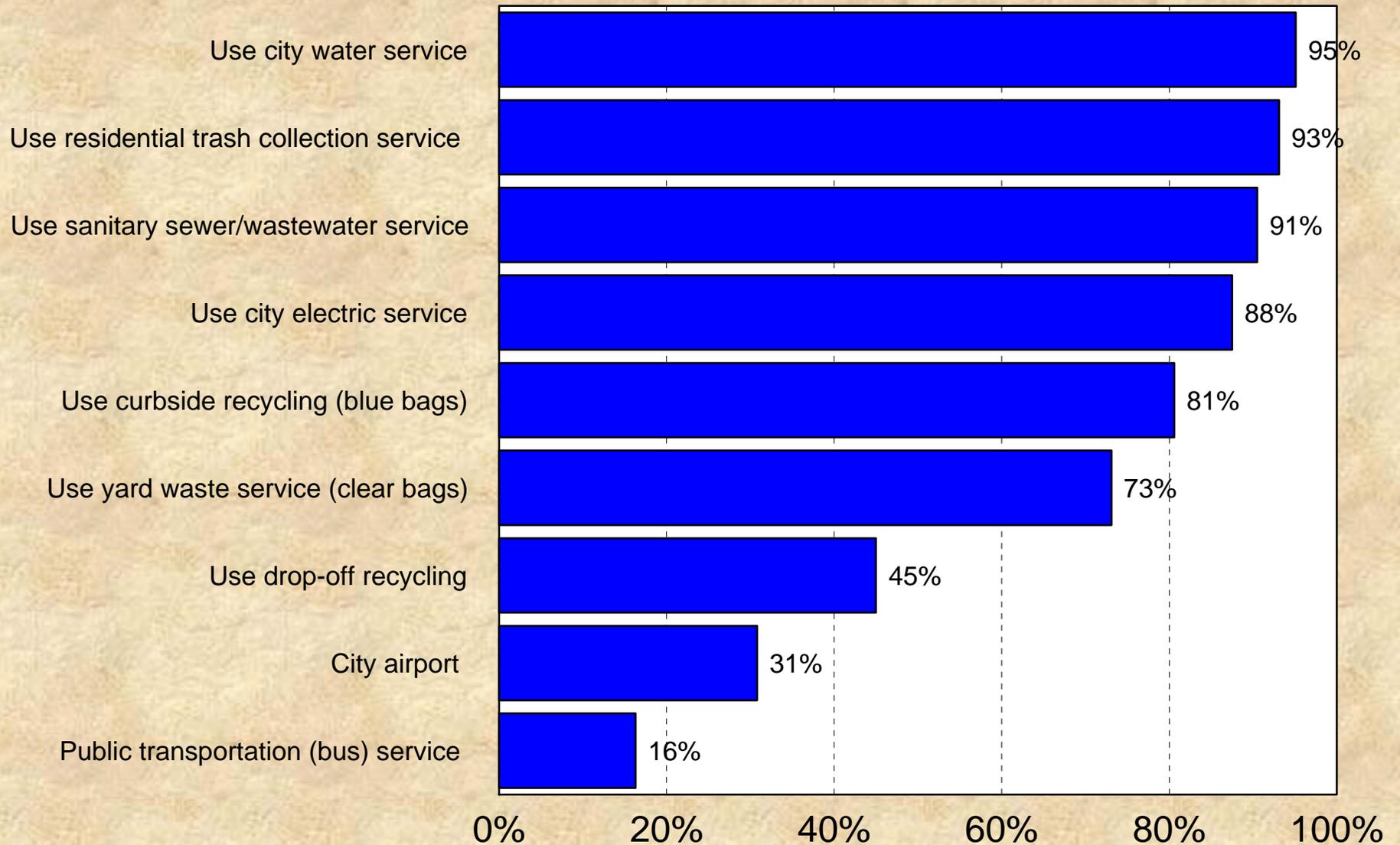
	1.00 to 1.80
	1.80 to 2.60
	2.60 to 3.40
	3.40 to 4.20
	4.20 to 5.00



# **Municipal Services and Utilities**

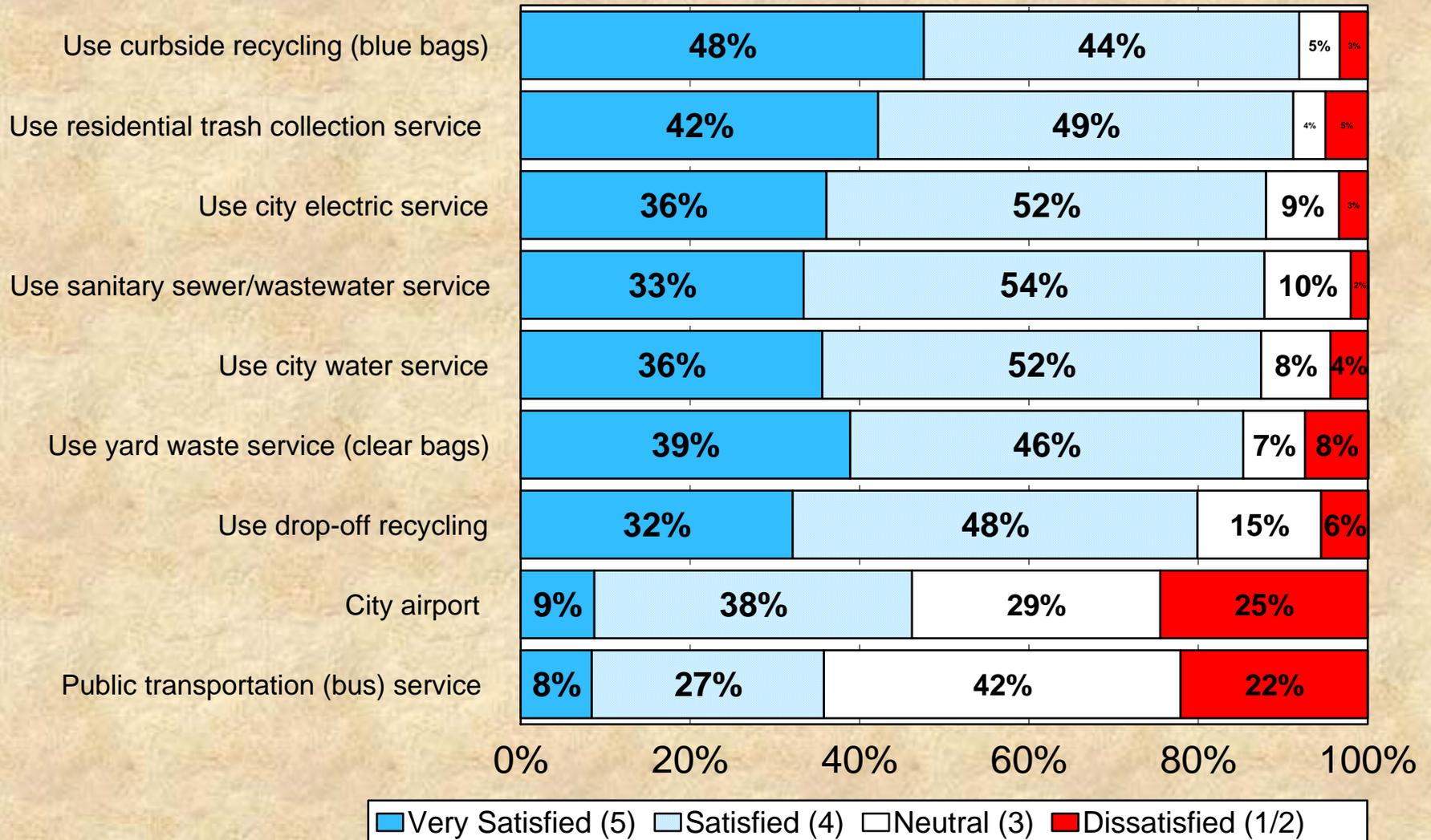
# Percentage of Columbia Households that Use Various Services Provided by the City

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



# Overall Satisfaction with Services Provided by the City of Columbia

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



# Satisfaction with Residential Trash Collection Services (Q10a)

*2005 Columbia  
Community Survey*

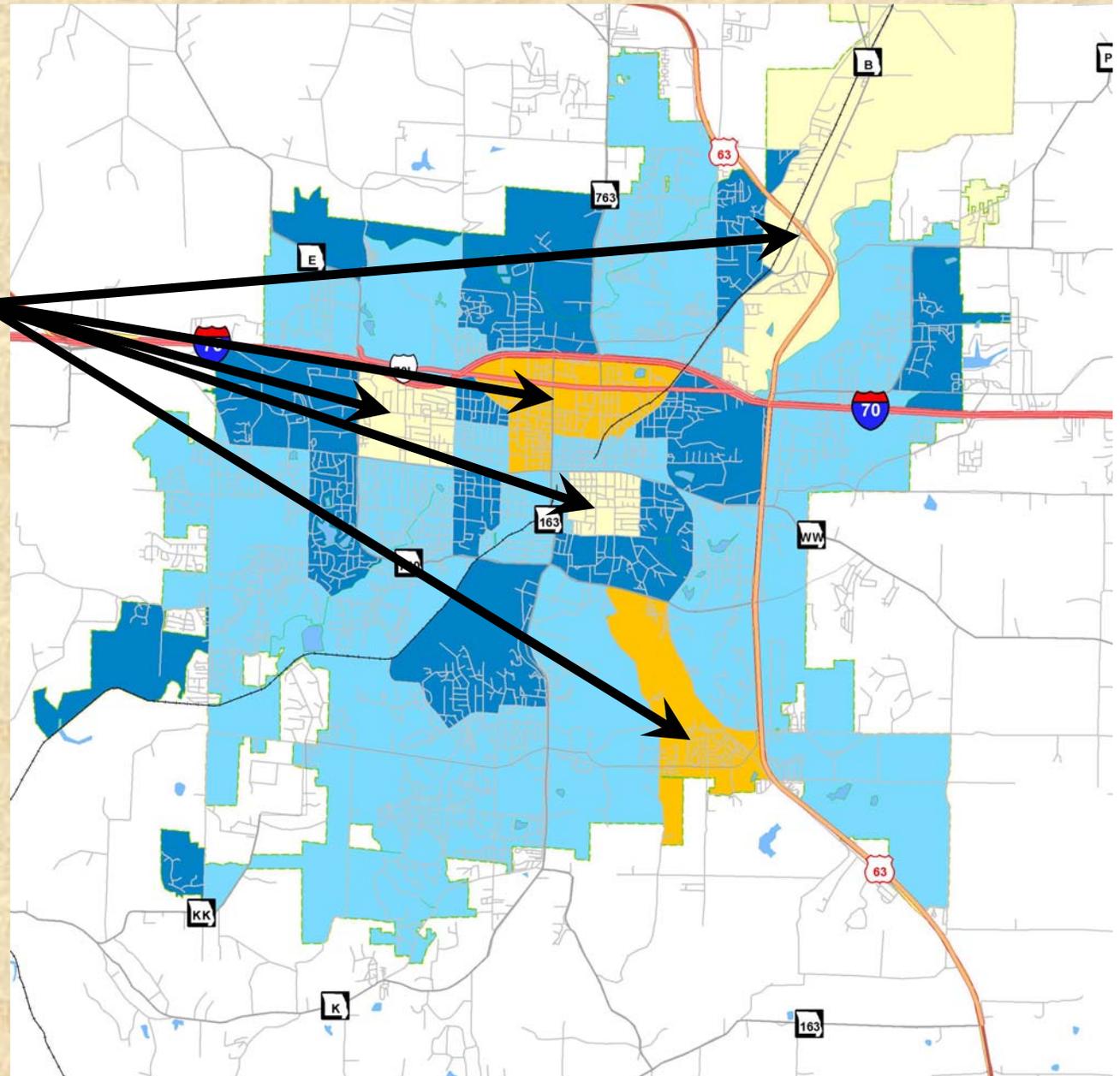
Potential Areas of  
Concern

## Mean Rating

1=very unsatisfied  
5=very satisfied

### LEGEND:

	1.00 to 1.80
	1.80 to 2.60
	2.60 to 3.40
	3.40 to 4.20
	4.20 to 5.00



# Satisfaction with Electrical Utility Services (Q10e)

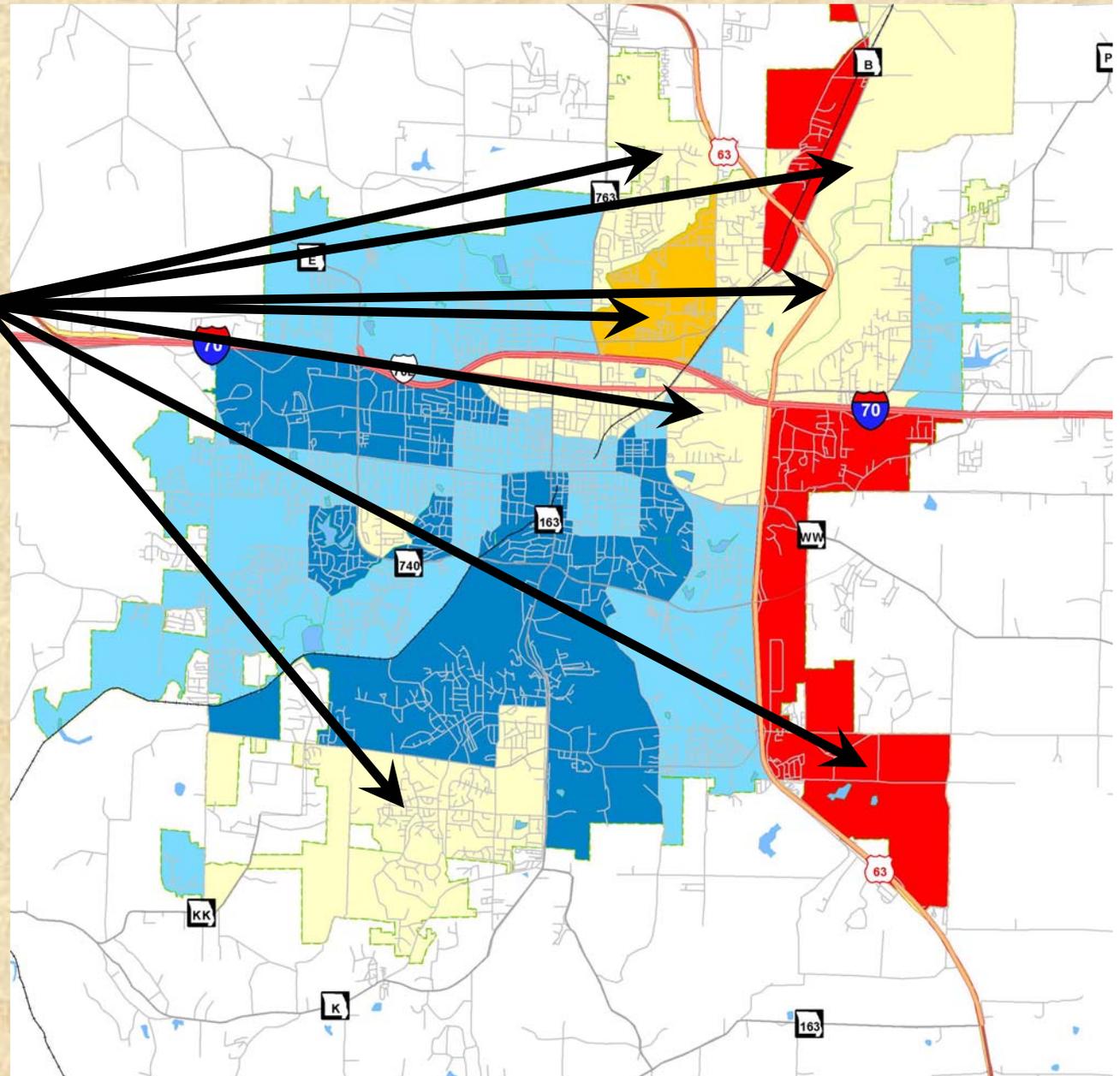
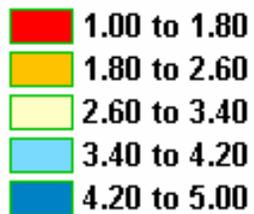
*2005 Columbia  
Community Survey*

Potential Areas of  
Concern

## Mean Rating

1=very unsatisfied  
5=very satisfied

### LEGEND:



# Satisfaction with Water Utility Services (Q10f)

*2005 Columbia  
Community Survey*

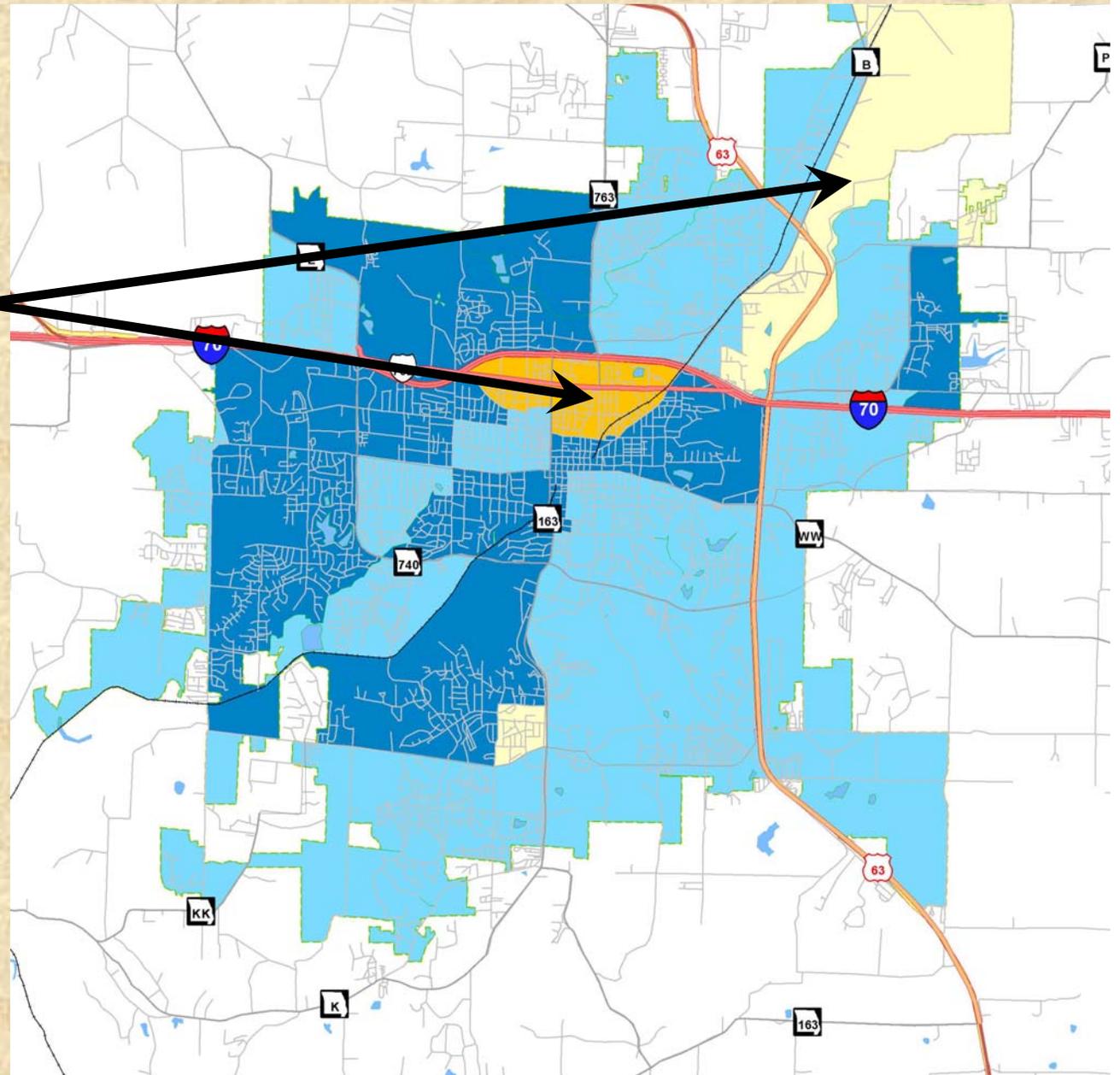
Potential Areas of  
Concern

## Mean Rating

1=very unsatisfied  
5=very satisfied

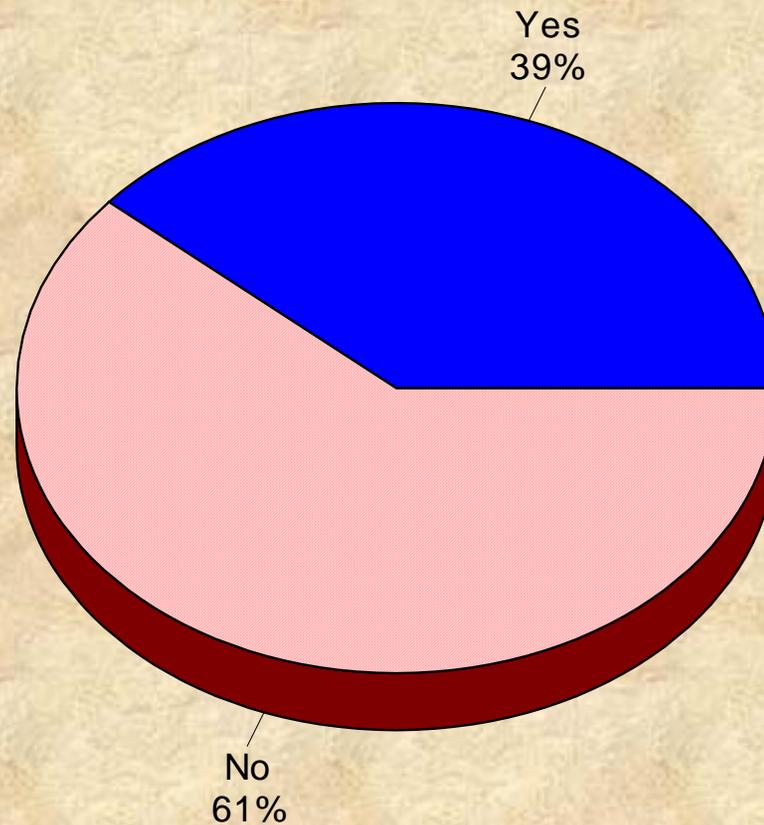
### LEGEND:

	1.00 to 1.80
	1.80 to 2.60
	2.60 to 3.40
	3.40 to 4.20
	4.20 to 5.00



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

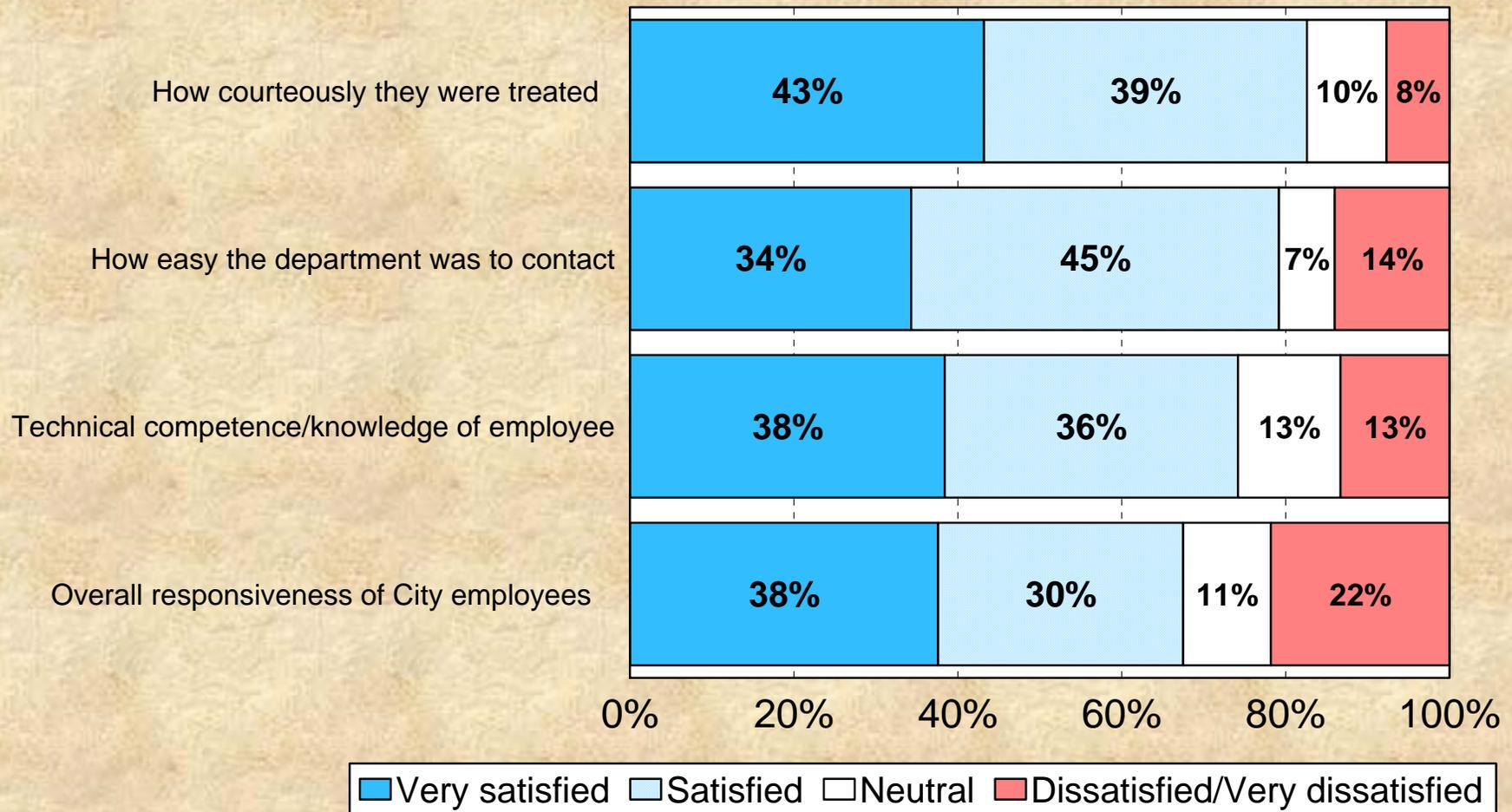
by percentage of respondents



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# Factors that Influence the Perception Residents Have of the Quality of Customer Service They Receive from City Employees

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

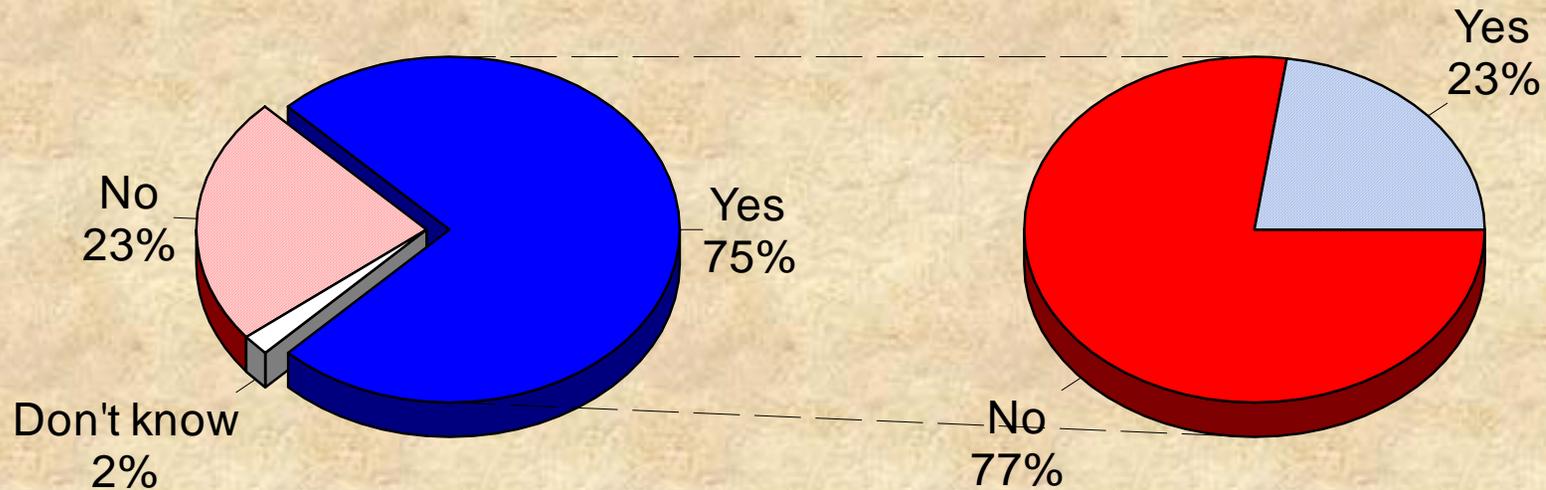


Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# Did You Know that You Can Register for Parks and Recreation Programs and Pay City Utility Bills Over the Internet?

by percentage of respondents

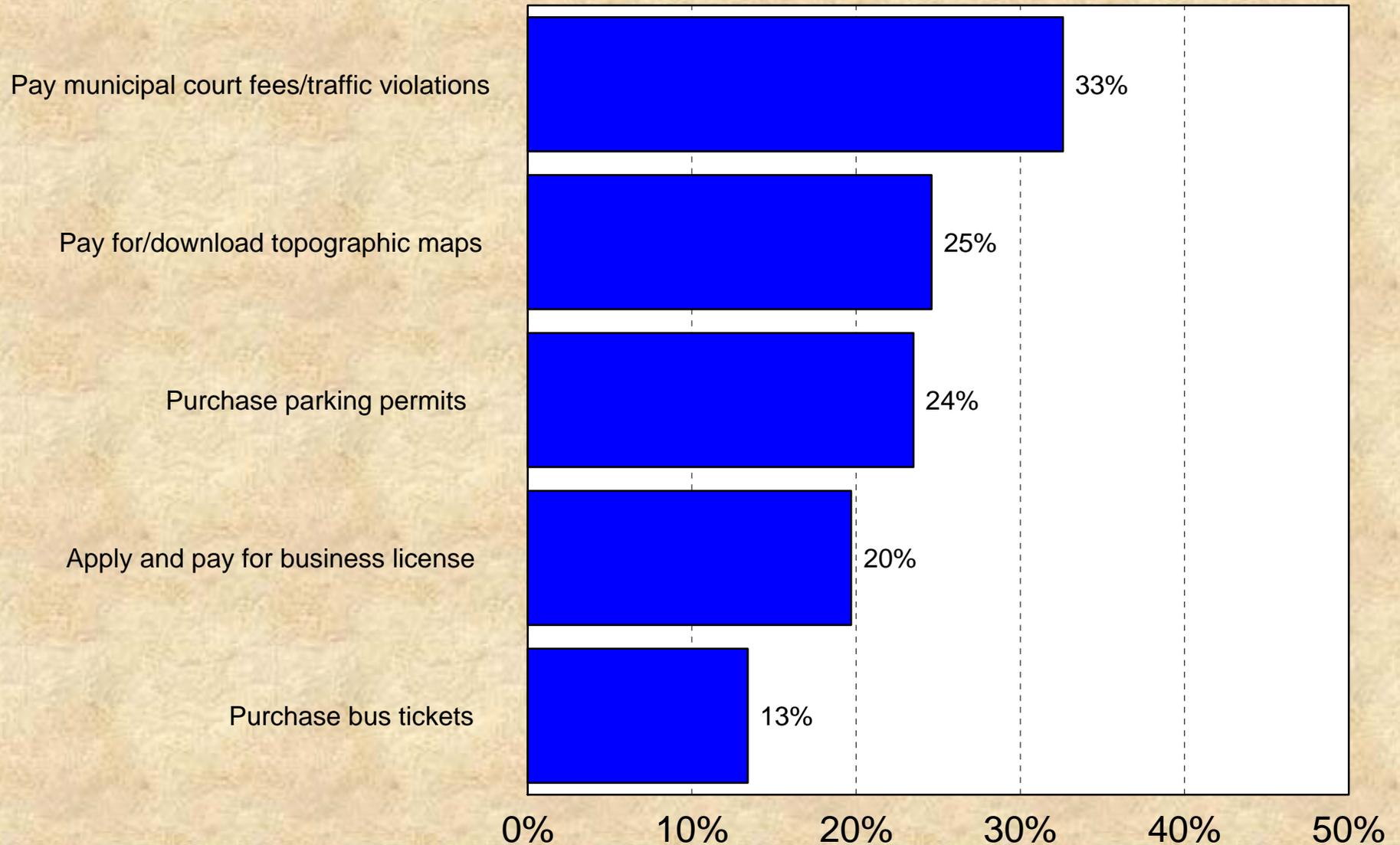
## Have you ever registered or paid over the Internet?



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# Percentage of Households the Would Be Interested in Registering and Paying for Various City Services Over the Internet

by percentage of respondents

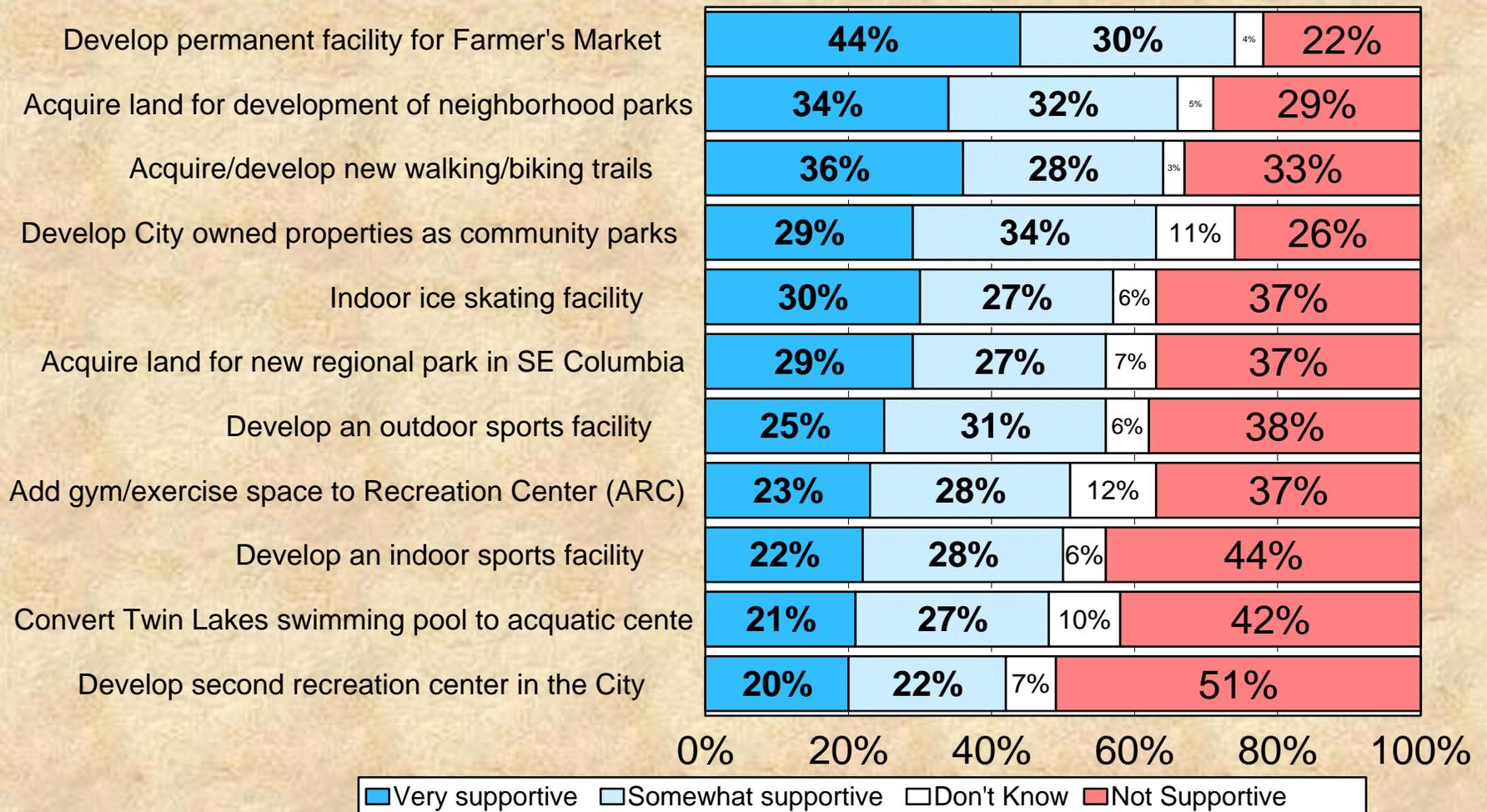


Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# **Parks and Recreation Investment Priorities and Funding Issues**

# How Supportive Residents Would Be of Continuing the 1/8 Cent Parks and Recreation Sales Tax to Fund Various Projects

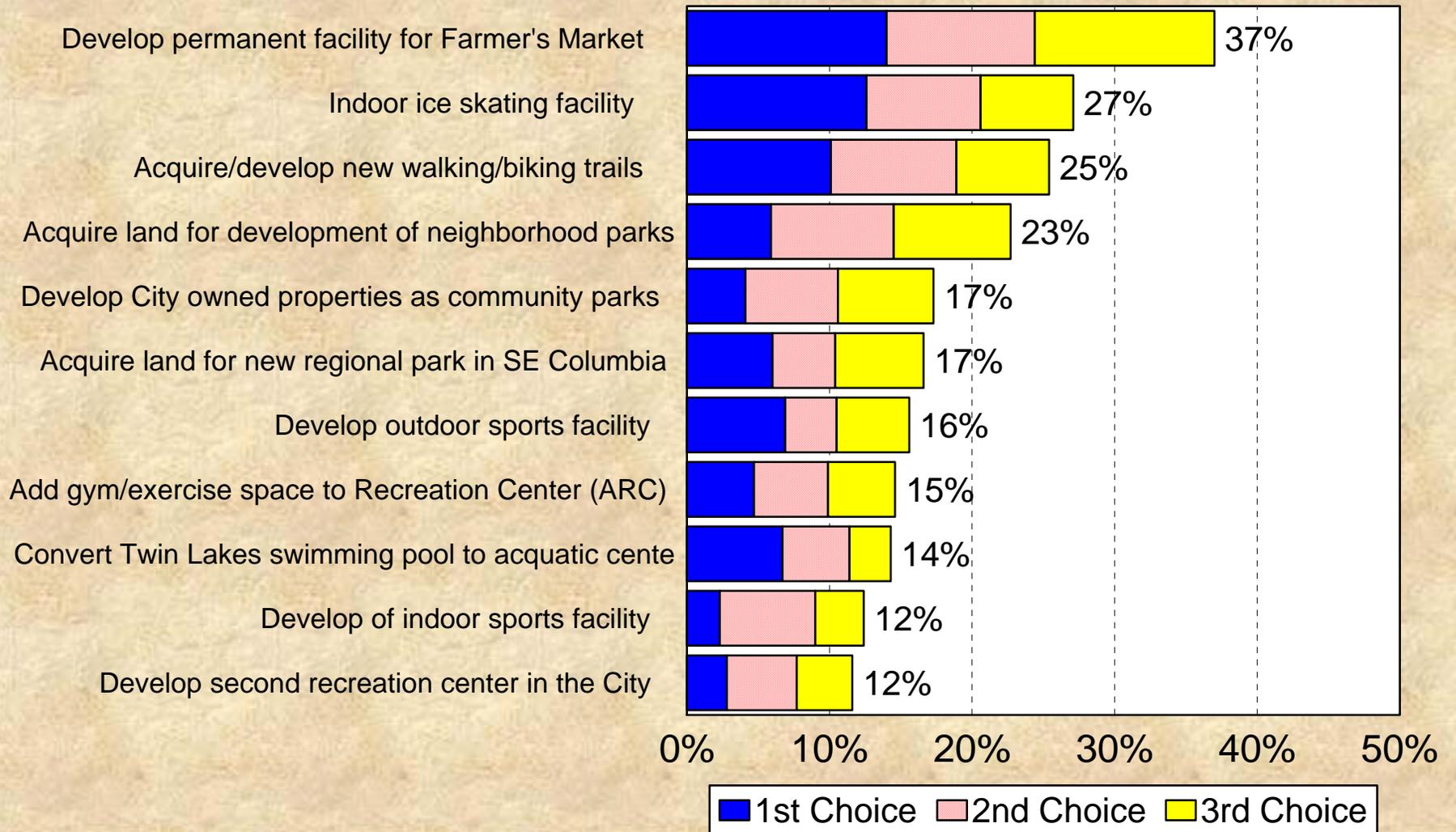
by percentage of respondents



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# Parks Improvements that Residents Thought Were Most Important to Fund with a Renewal of the City's 1/8th Cent Sales Tax for Parks & Recreation

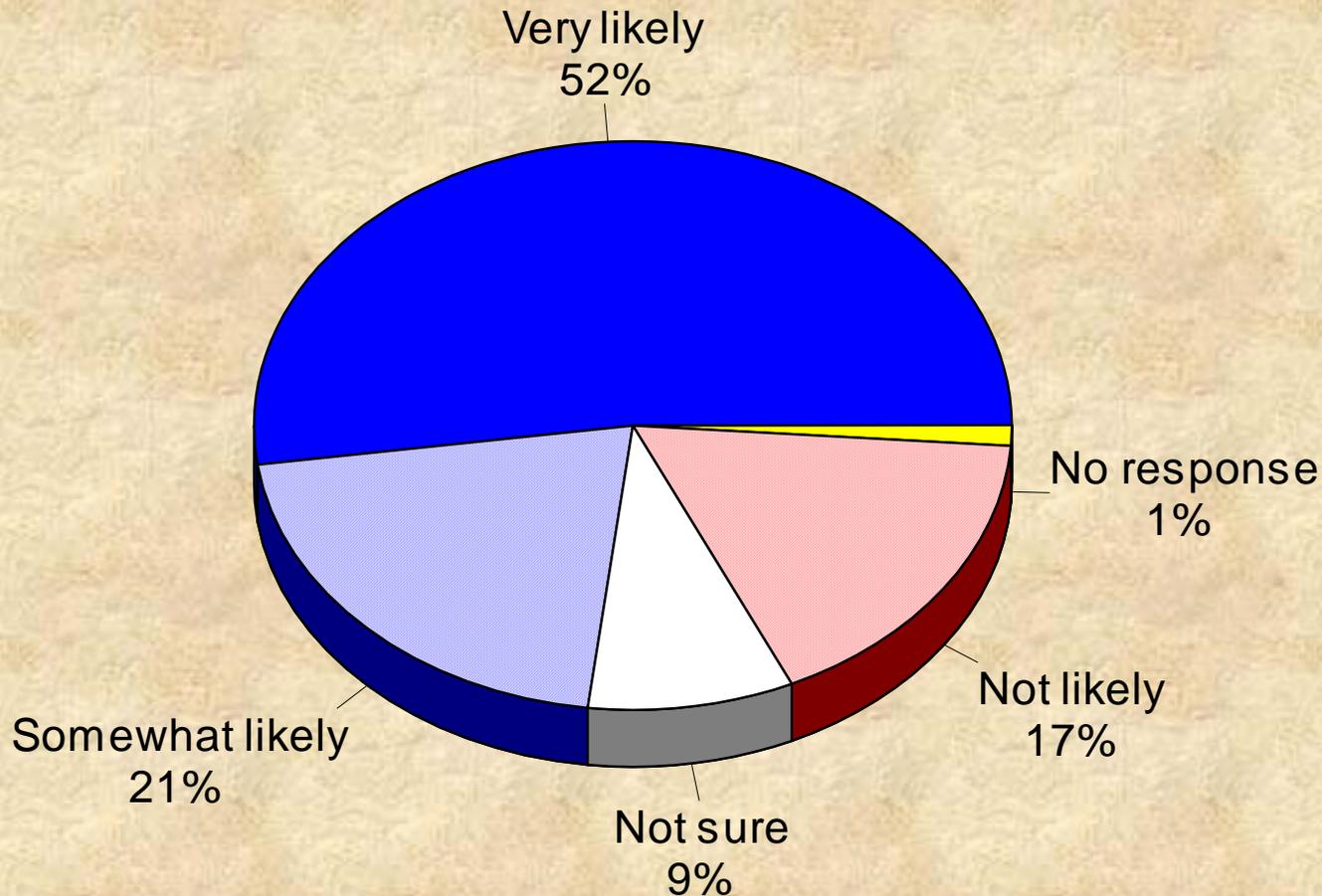
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# If the Projects You Thought Were Most Important Were Funded, How Likely Would You Be to Vote In Favor of Continuing the 1/8th Cent Parks Sales Tax?

by percentage of respondents

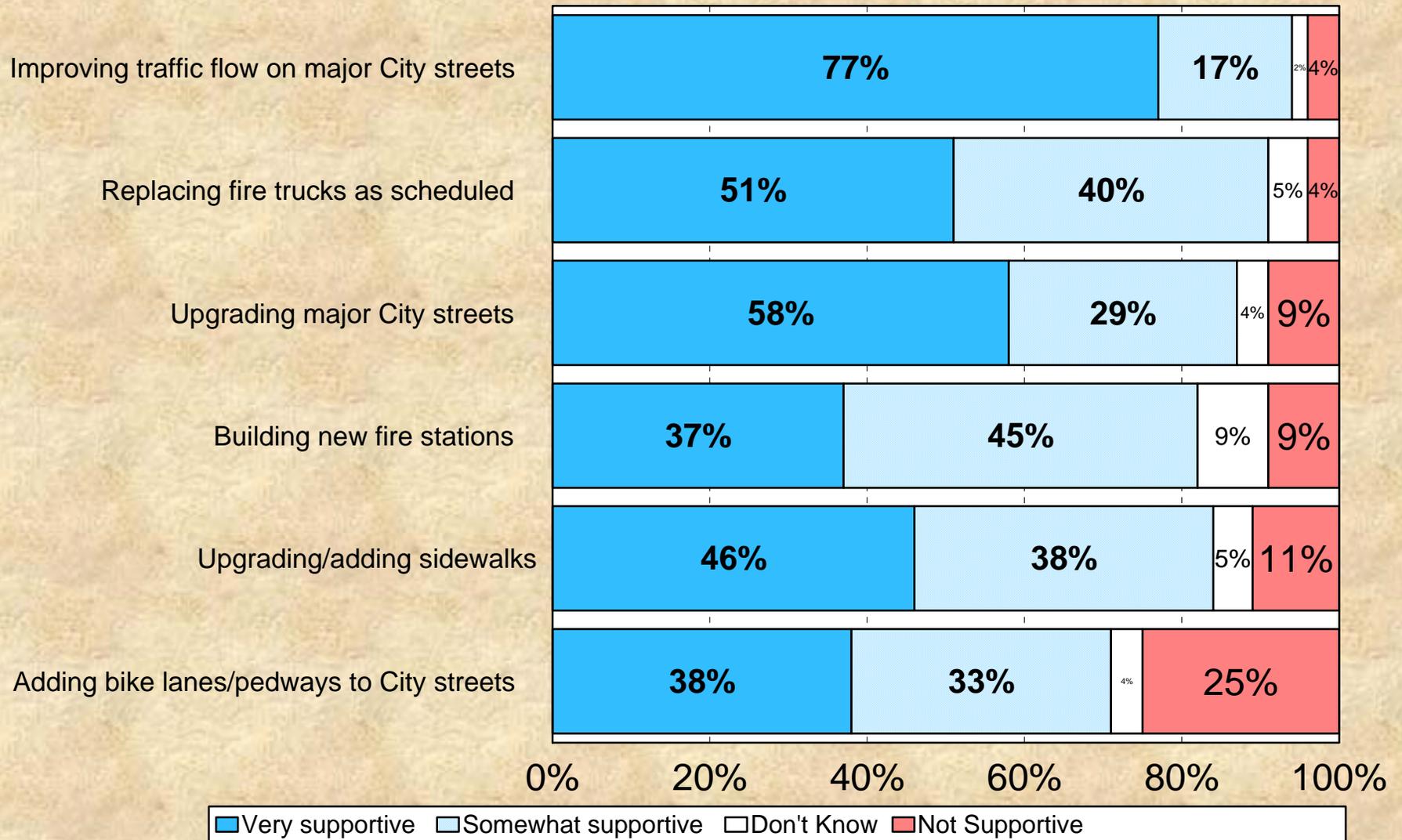


Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

**Other Capital  
Improvement  
Investment Priorities  
and Funding Issues**

# How Supportive Residents Would Be of Having the City Invest in Various Capital Improvements

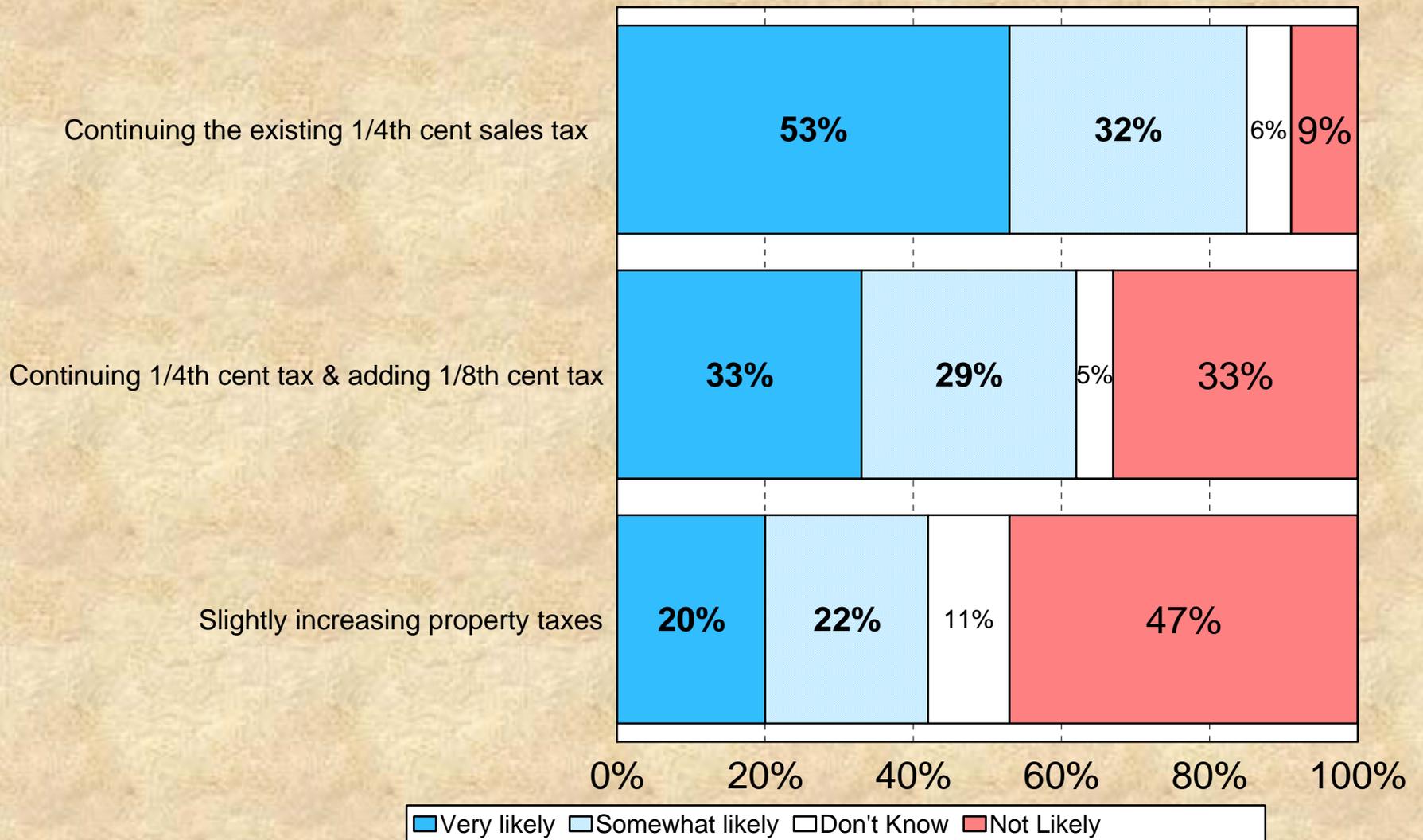
by percentage of respondents



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# How Likely Residents Would Be to Vote for Funding of Various Capital Improvements

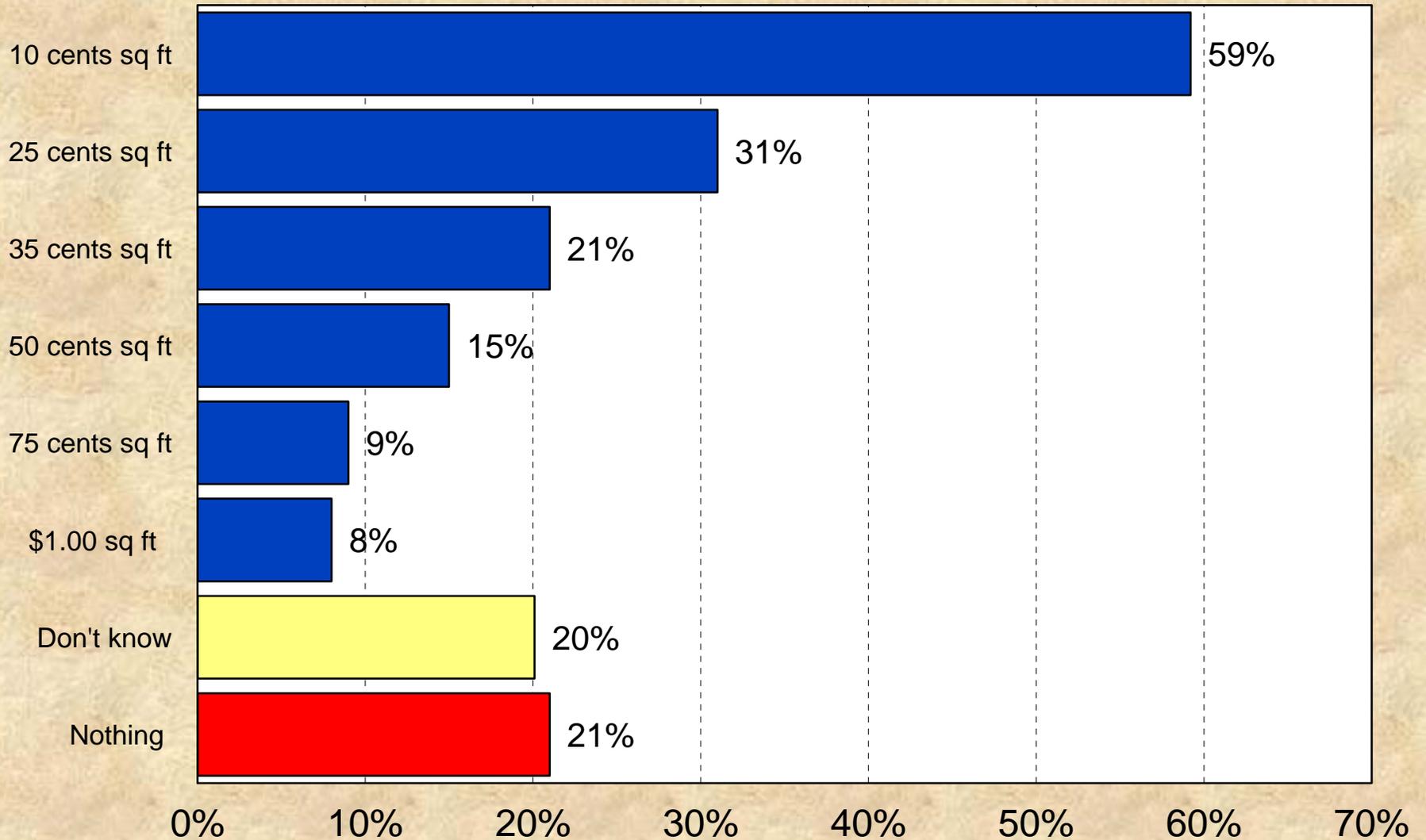
by percentage of respondents



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# Maximum Increase in Development Fees that Residents Would Support

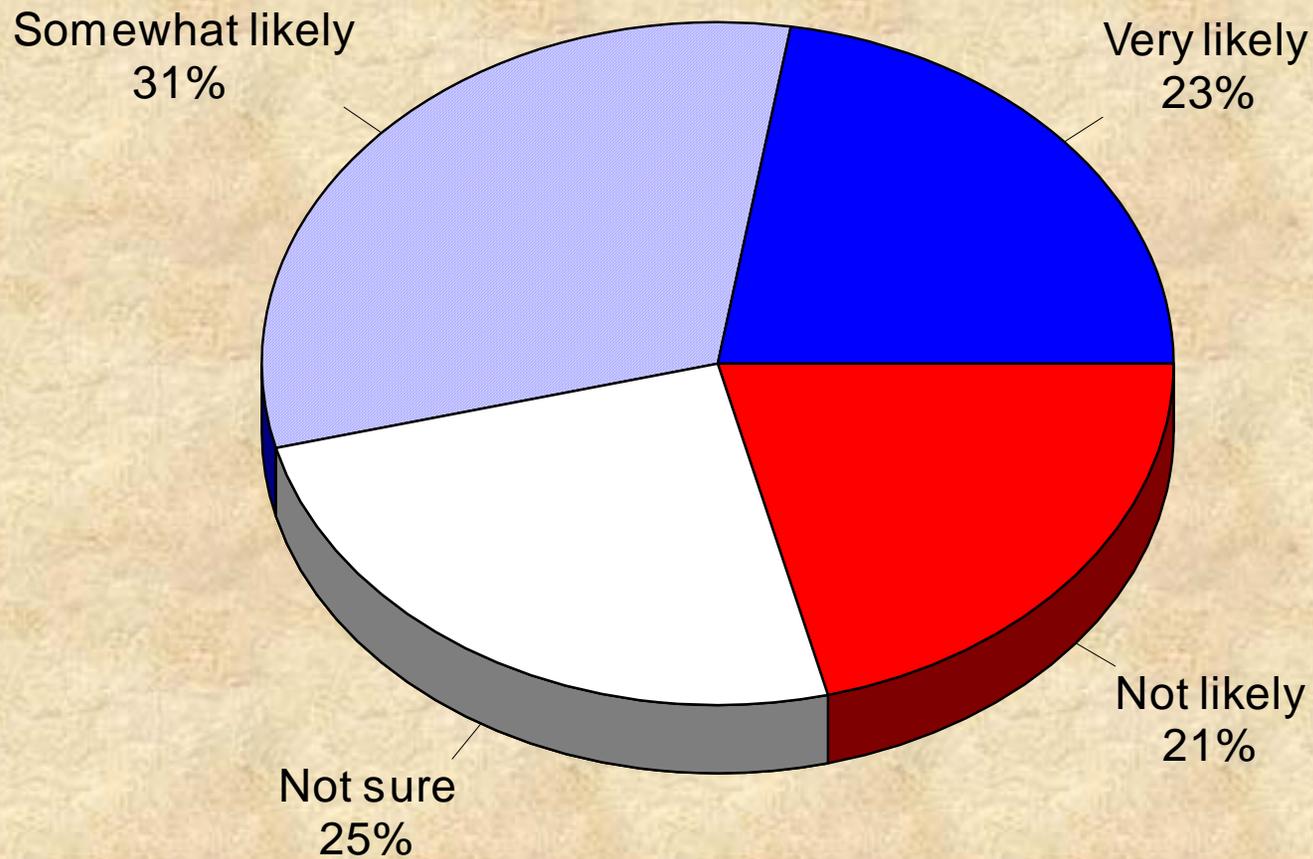
by percentage of respondents



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# How Likely Residents Would Be to Vote in Favor of a Comprehensive Capital Improvement Plan Funded by Sales Tax Increase, Bond Issue, and an Increase in Development Fees

by percentage of respondents

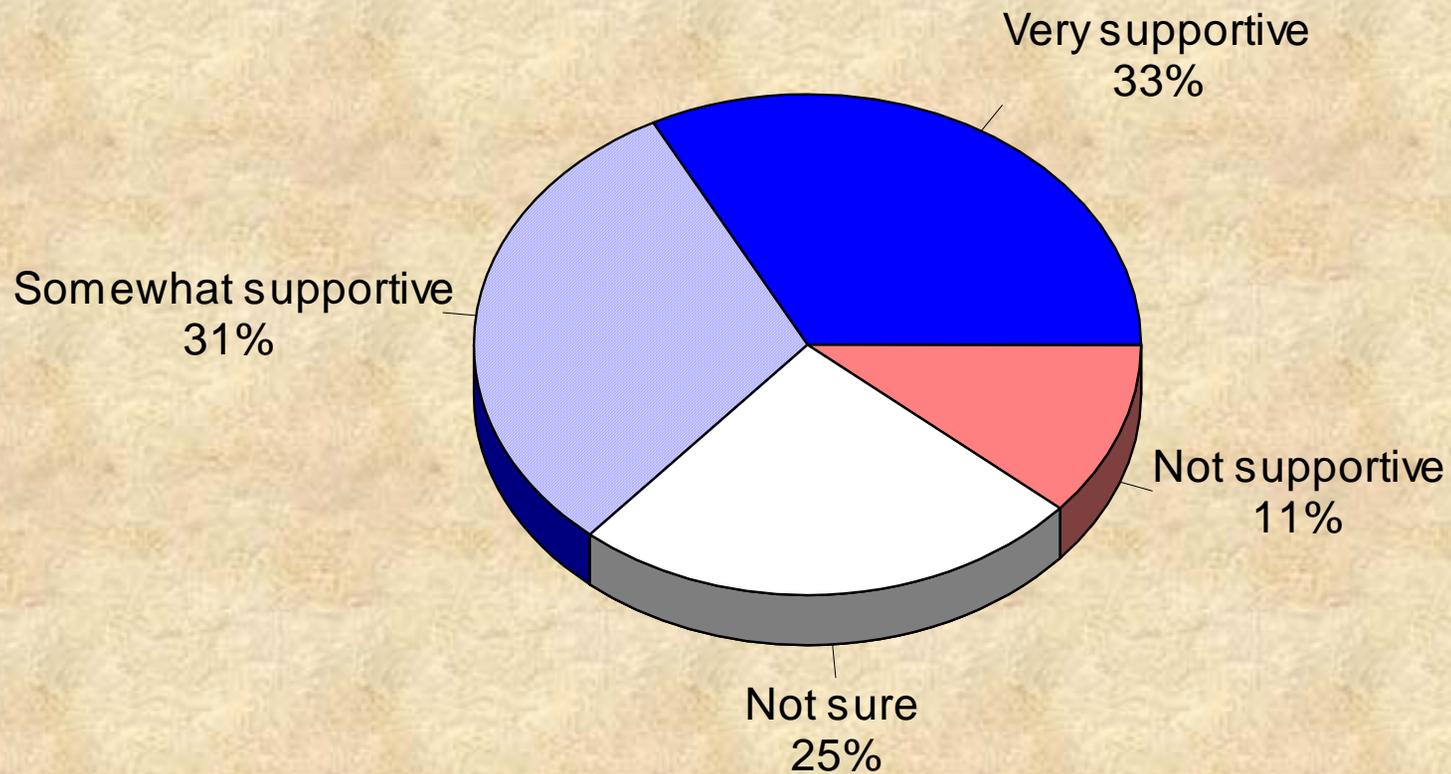


Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# **Other Issues**

# Support for Having the City Use Incentives to Attract and Expand Life Science, Research and Development, Manufacturing and Regional Office Companies

by percentage of respondents



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)

# Conclusions/Recommendations

- **The City is generally do a very good job providing city services:**
  - Satisfaction with the value for city taxes was 7% above the national average
  - Satisfaction with the overall quality of city services was 19% above the national average
  - The City's park system rated 16% above the national average
    - walking and biking trails received the **highest overall rating**
  - Communication ratings are significantly **BETTER** than other communities
- **Areas to emphasize:**
  - Improvements to traffic flow
  - Street maintenance
  - Enforcement of local traffic laws
  - Outdoor swimming pools
  - Snow removal on neighborhood streets
- **Support for Future Funding:**
  - Relatively strong support for continuing the 1/8<sup>th</sup> cent sales tax for parks and recreation
  - Relatively strong support for continuing the 1/4<sup>th</sup> cent sales tax for capital improvements
  - Residents generally do not support increases in property taxes
  - Residents willing to consider some increase in development fees

**Questions ???**