

# *2013 City of Columbia DirectionFinder® Survey*

## **Final Report**

*Submitted to*

*The City of Columbia, MO*



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## **Final Report**

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# 2013 City of Columbia DirectionFinder<sup>®</sup> Survey

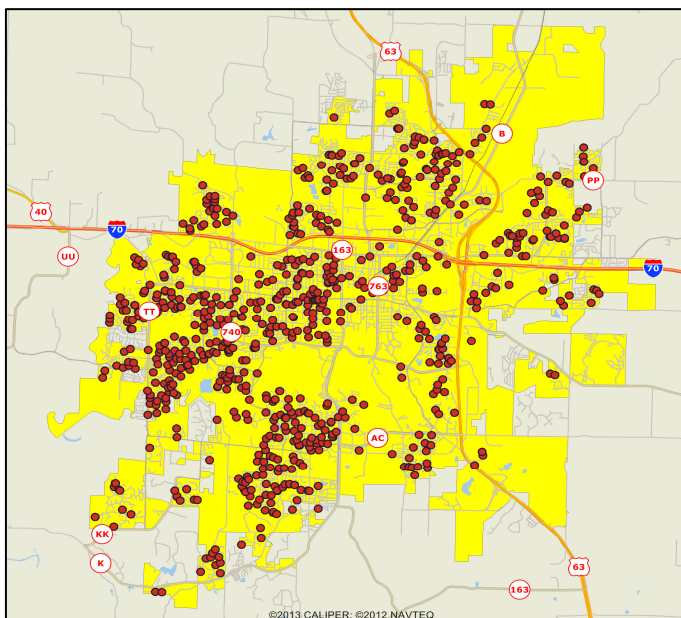
## Executive Summary

### Overview and Methodology

The City of Columbia conducted its fifth *DirectionFinder* survey during the spring of 2013. The City's first *DirectionFinder* survey was conducted in the spring of 2003. The purpose of this survey was to assist the City in its on-going effort to identify and respond to resident concerns while also assessing citizen satisfaction with the delivery of major city services, helping determine priorities for the community and measuring strategic performance.

The survey packet, which included a cover letter, the seven-page survey and a postage paid return envelope, was mailed to a random sample of 1,800 households in the City of Columbia. The cover letter explained the purpose of the survey and encouraged residents to return their surveys via mail or online at [www.Columbia2013Survey.org](http://www.Columbia2013Survey.org). Approximately 10 days after the surveys were mailed, residents who received the survey were also contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 1,800 households that received a survey, a total of 811 completed the survey. In addition to the 811 surveys, the survey was also completed online by 64 stakeholders; these results were not included with the random sample and are published in a separate appendix.

The results for the random sample of 811 households have a 95% level of confidence with a precision of at least  $\pm 3.4\%$ . There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail vs. online). In order to better understand how well services are being delivered by the city, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



In addition to the Executive Summary, this report contains:

- charts depicting the overall results of the survey (Section 1)
- benchmarking data that shows how the survey results for Columbia compared to other communities (Section 2)
- importance satisfaction analysis (Section 3)
- tabular data for all questions on the survey (Section 4)
- a copy of the survey instrument (Section 5)
- GIS Maps that show the results of selected questions on maps of the City (Appendix A)

**Interpretation of “Don’t Know” Responses.** The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is 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.*”

### Perceptions of Columbia

Seventy-nine percent (79%) of the residents surveyed, *who had an opinion*, were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of life in the City; 61% of residents were satisfied with the overall feeling of safety in the City and 56% were satisfied with the overall value received for City taxes and fees. Residents were least satisfied with how well the City is planning for growth (34%).

### Overall Satisfaction with City Services

Eighty percent (80%) of the residents surveyed, *who had an opinion*, were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of services provided by the City; 16% were neutral and only 4% of residents were dissatisfied with the overall quality of City services. The major categories of City services with the highest satisfaction ratings, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the quality of City parks and recreation programs/facilities (86%), City utility services (84%), solid waste services (83%) and public safety services provided by the City (76%). Residents were least satisfied with the condition of City streets (24%).

### Overall Priorities

The major categories of City services that residents thought were most important for the City to provide were: 1) public safety services, 2) City utility services (water, electric and sewer), 3) the condition of City streets and 4) solid waste services.

Residents were also asked to rank the **community priorities** they felt were most important issues for the City. The community priorities that residents felt were most important, based upon their combined top five choices, were: 1) protecting residents and businesses from crime, 2) maintaining City streets and infrastructure, 3) maintaining a balanced City budget, 4) minimizing congestion on City streets and 5) promoting economic development and job creation.

## Satisfaction by Specific City Services

- **Public Safety Services.** The public safety services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the overall quality of City fire protection (88%) and how quickly fire department personnel respond to emergencies (87%). The public safety services that residents thought were most important for the City to provide were: 1) crime prevention, 2) how quickly police respond to emergencies and 3) how quickly fire department personnel respond to emergencies.
- **Streets and Sidewalks.** The streets and sidewalks services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: snow removal on major City streets (70%) and the overall cleanliness and appearance of City streets (59%). Residents were least satisfied with snow removal on neighborhood streets (30%) and traffic calming efforts (31%). The street and sidewalk service that residents felt was most important for the City to provide was the maintenance of major City streets (83%); residents also felt it was important for the City to provide snow removal on major City streets (47%) and the maintenance of neighborhood streets (31%).
- **Code Enforcement and Neighborhood Services.** The code enforcement and neighborhood services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the clean-up of trash and litter (58%) and animal regulations (57%). The code enforcement and neighborhood services that residents thought were most important for the City to provide were: 1) the maintenance of residential property, 2) the clean-up of trash and litter and 3) the maintenance of business property.
- **City Customer Service.** Residents were asked to rate their level of agreement with various statements related to their interactions with City employees during the past year. The statements that residents agreed with most, based upon the combined percentage of residents who “strongly agreed” or “agreed” among those *who had an opinion*, were: the City employee who helped me was courteous and polite (81%), the hours that City employees were available met my needs (80%) and City employees were knowledgeable (70%).



- **City Communication.** The communication services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the usefulness of the information that is available on the City’s website (61%) and how easy it is to use (or navigate) the City’s website (53%).
- **Cultural Affairs.** The cultural affairs services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: music, film and festivals (81%), public safety measures and efforts at large events throughout the City (76%) and the quality and organization of concerts in public spaces (74%).
- **Public Health.** The public health services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: City efforts to prevent the spread of infectious disease and protect the public from new health threats such as anthrax, small pox, and the West Nile virus (72%) and City efforts to guard against food poisoning through restaurant inspections (74%). The public health services that residents felt were most important for the City to provide were: 1) prevent the spread of infectious disease and protect the public from new health threats, 2) guard against food poisoning through restaurant inspections and 3) guard against exposure to environmental risks.
- **Utility Services.** Residents were generally satisfied with the quality of utility services provided by the City; 86% or more of the residents surveyed were satisfied with all five of the utility services rated. The utility services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: residential trash collection service (95%), city electric service (93%) and curbside recycling service (92%).
- **Transportation.** The transportation services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: how easy it is to get to/from home to downtown Columbia (81%), how easy it is to get to/from home and major shopping areas (79%) and how easy it is to get to/from work (77%). The transportation services that residents felt were most important for the City to provide were: 1) how easy it is for you to get to/from work, 2) the availability of bus service in the City and 3) the ease of getting to/from home and major shopping areas.

## Other Findings

- The areas of the City where residents felt safest, based upon the combined percentage of residents who felt “very safe” or “safe” among those *who had an opinion*, were: walking alone in neighborhoods during the day (92%), in downtown Columbia during the day (87%) and in City parks during the day (81%). Residents felt least safe in City parks at night (19%).
- Sixty-eight percent (68%) of residents did NOT think that overgrown lots, abandoned cars, graffiti and dilapidated buildings were a problem in their neighborhood; 18% felt this was “only a small problem,” 10% felt it was “somewhat of a problem,” 2% felt it was a “major problem” and 2% did not know.
- More than two-thirds (67%) of the residents surveyed *who had an opinion* either “strongly agreed” or “agreed” that City government is a trusted source of information.
- The top sources where residents receive information about City issues, services and events were: television news (70%) and the local newspaper (64%). Residents were also asked to indicate how often they used various communication services provided by the City; the results showed that the services residents used most often, based upon the combined percentage of residents who indicated they “always,” “often” or “sometimes” use the service, were: read the City newsletter (60%) and visit the City’s website (54%).
- The adult health issues that residents felt were the biggest problems in the City, based upon the combined percentage of residents who rated the issue as a “very big” or “big problem” among those *who had an opinion*, were: overweight/obesity/lack of exercise/unhealthy eating (47%) and substance abuse (43%).
- The health issues for children that residents felt were the biggest problems in the City, based upon the combined percentage of residents who rated the issues as a “very big” or “big problem” among those *who had an opinion*, were: substance abuse (45%), overweight/obesity/lack of exercise/unhealthy eating (44%) and violence (39%).

## Trends in Satisfaction Ratings

Even though overall satisfaction with the quality of City services stayed the same from 2011 to 2013, there were significant changes (changes of 4% or more) in satisfaction ratings in several of the specific City services rated. The most significant changes in satisfaction ratings from 2011 to 2013 are listed on the following page:

**Most Significant Increases from 2011 to 2013:**

- Clean-up of trash and litter (+15%)
- Snow removal on major City streets (+11%)
- Maintenance of major City streets (+10%)
- Snow removal on neighborhood streets (+8%)
- Maintenance of streets in your neighborhood (+7%)
- City's stormwater runoff/stormwater system (+6%)

**Most Significant Decreases from 2011 to 2013:**

- Usefulness of programming on the City's cable TV channel (-14%)
- Condition of City sidewalks (-7%)
- Usefulness of information on City website (-7%)
- How easy it is to use the City's website (-7%)
- Feeling of safety in City parks during the day (-6%)
- How quickly police respond to emergencies (-6%)
- Police efforts to prevent crime (-6%)
- City information is communicated clearly, accurately and in a form that meets my needs (-6%)



# **Section 1:**

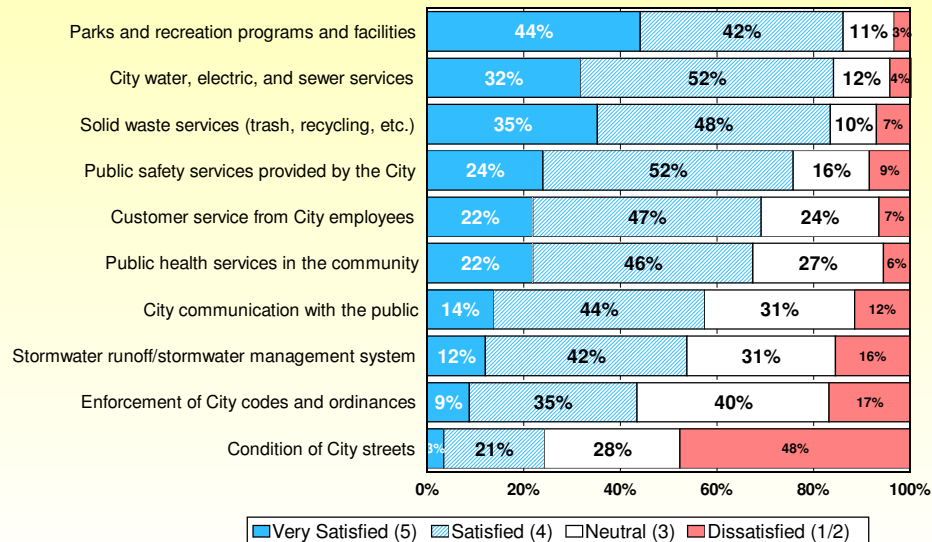
# **Charts and Graphs**

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# **City of Columbia** **2013 DirectionFinder** **Survey Results**

## **Overall Satisfaction with City Services** **by Major Category**

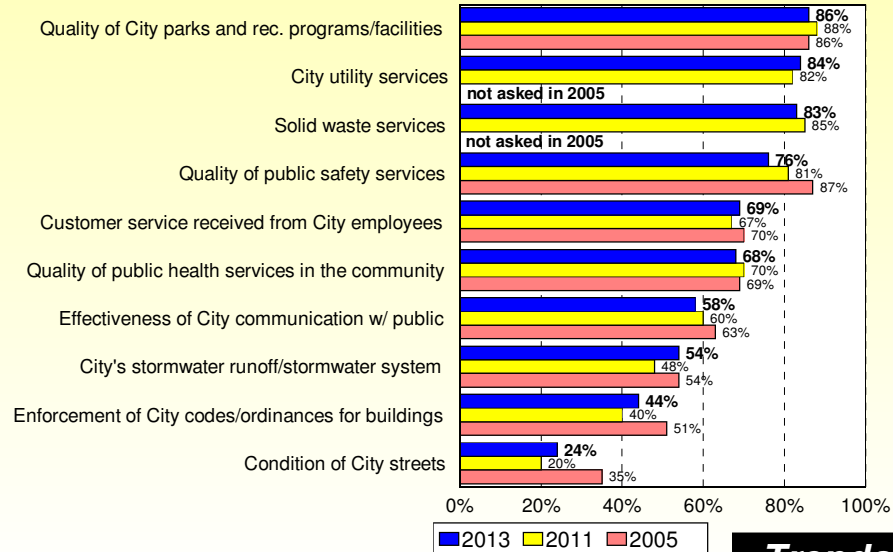
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

## Overall Satisfaction with City Services by Major Category - 2013 vs. 2011 vs. 2005

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

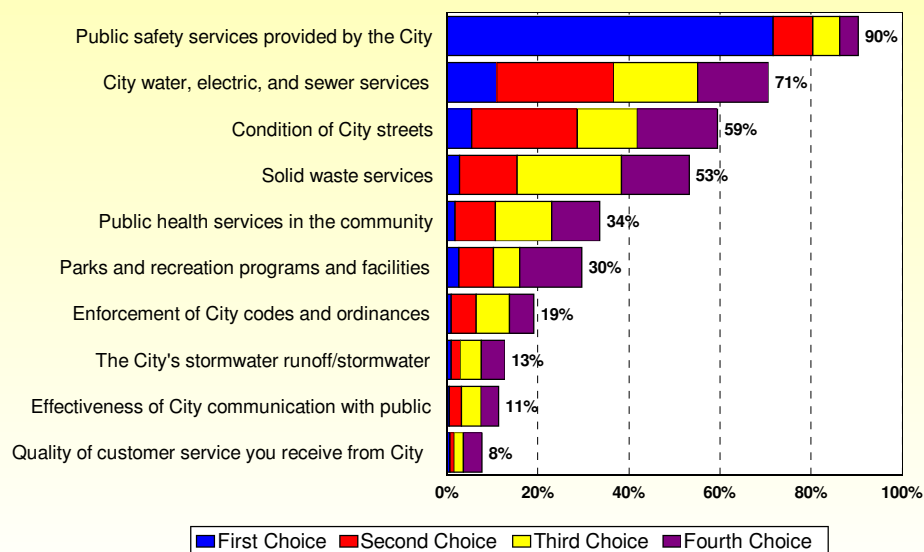


Source: ETC Institute (2013)

**Trends**

## Major City Services That Residents Think are Most Important for the City to Provide

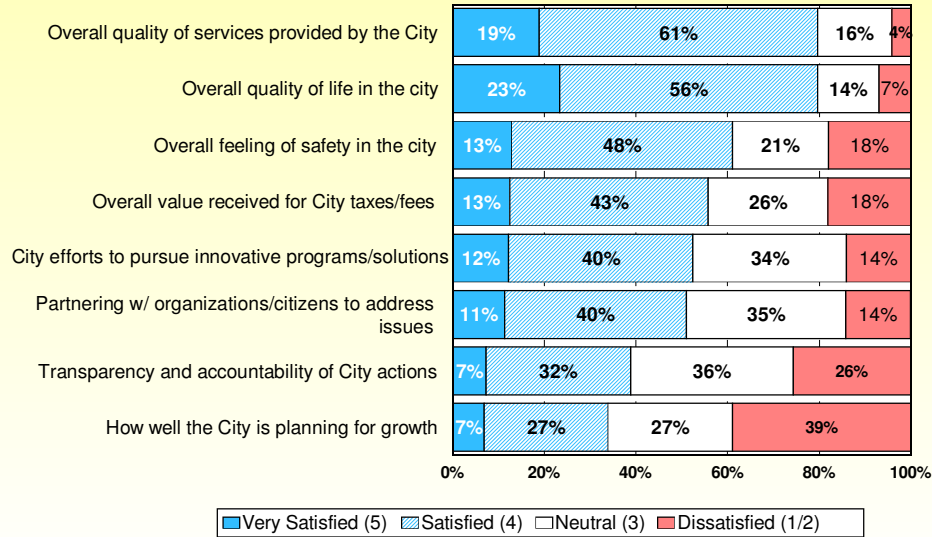
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2013)

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

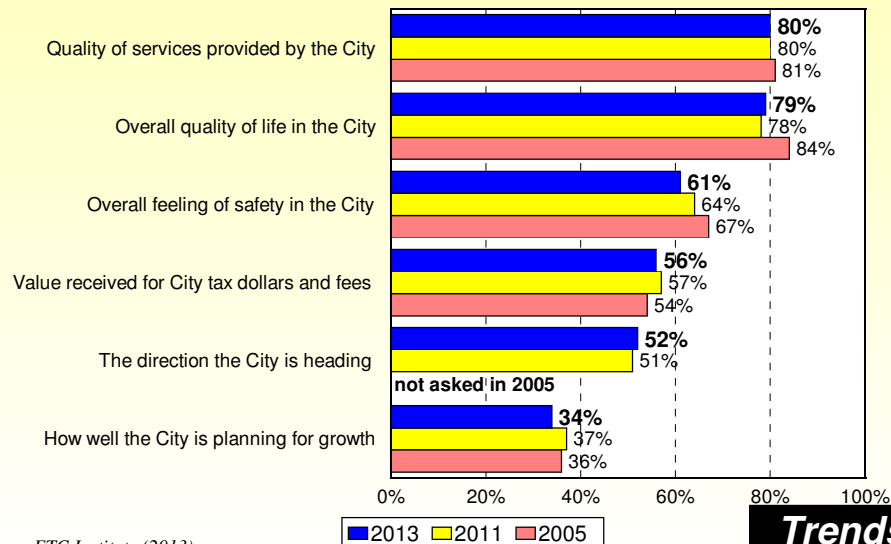
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

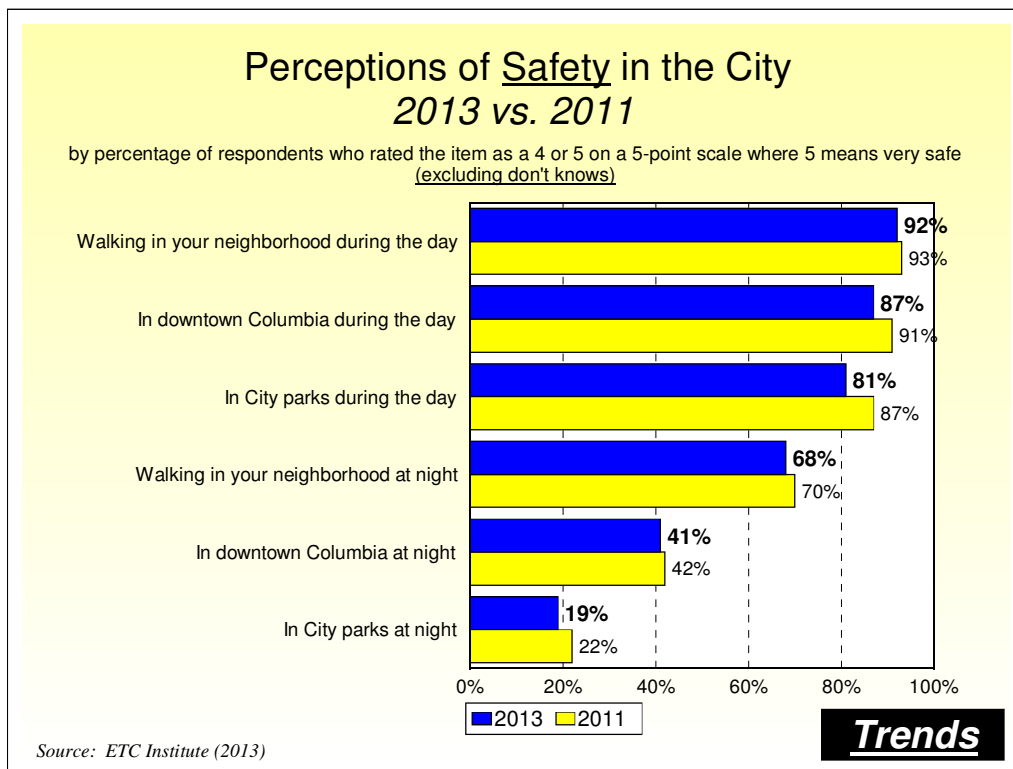
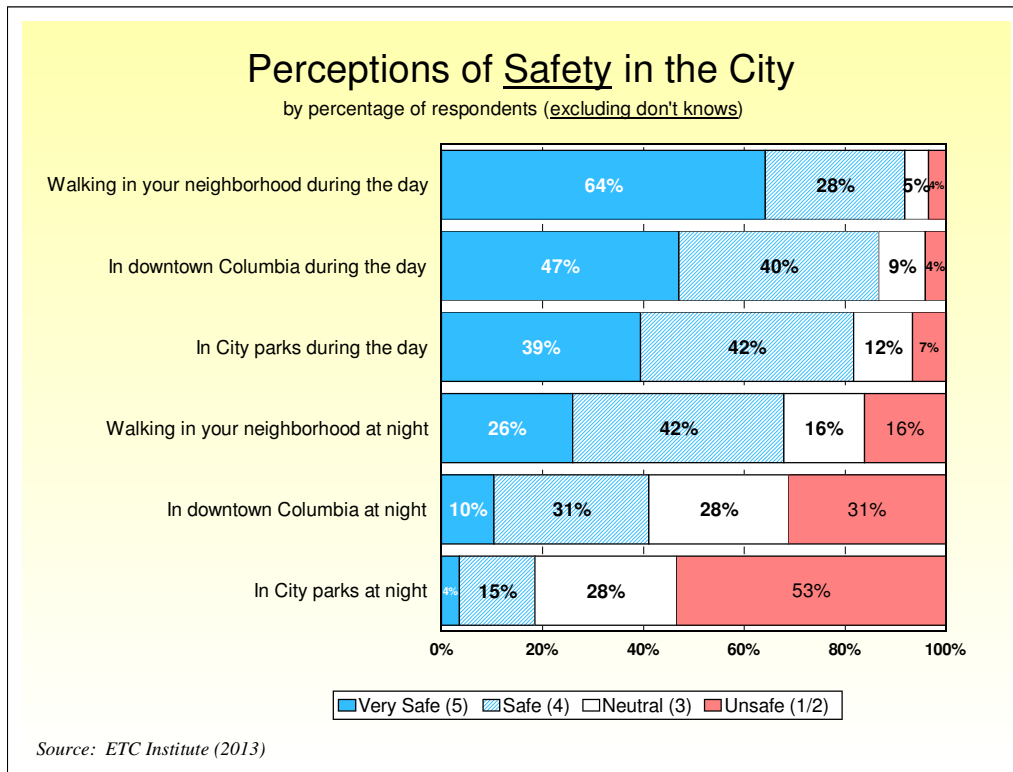
## Satisfaction with Items That Influence Perception Residents Have of the City 2013 vs. 2011 vs. 2005

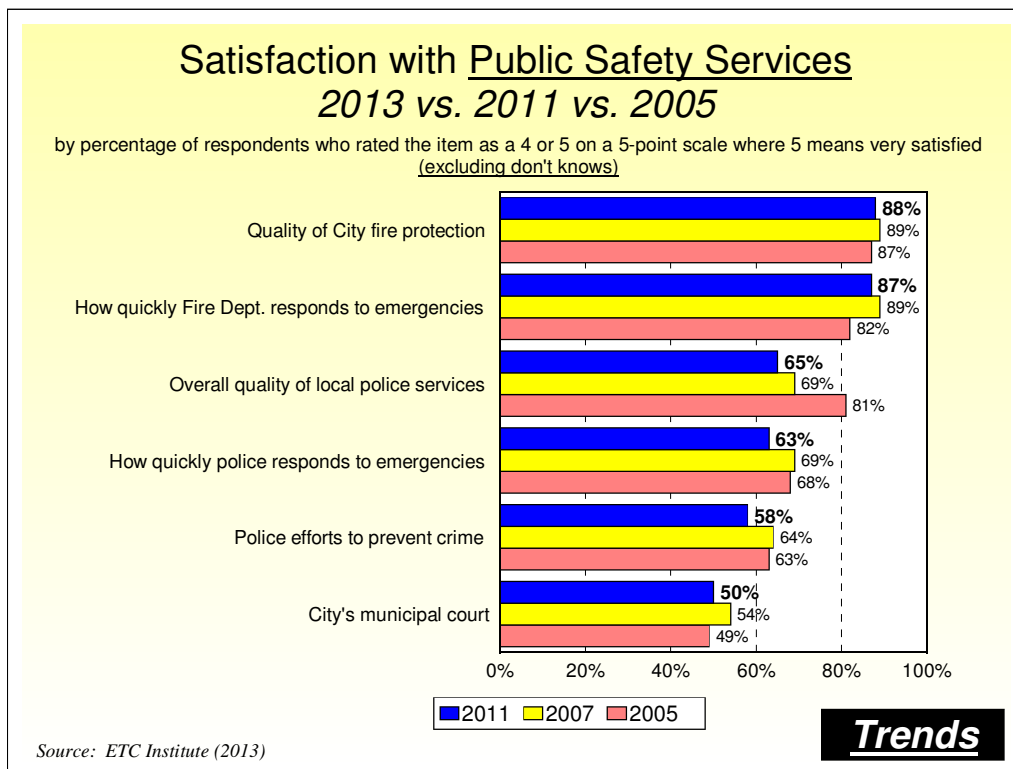
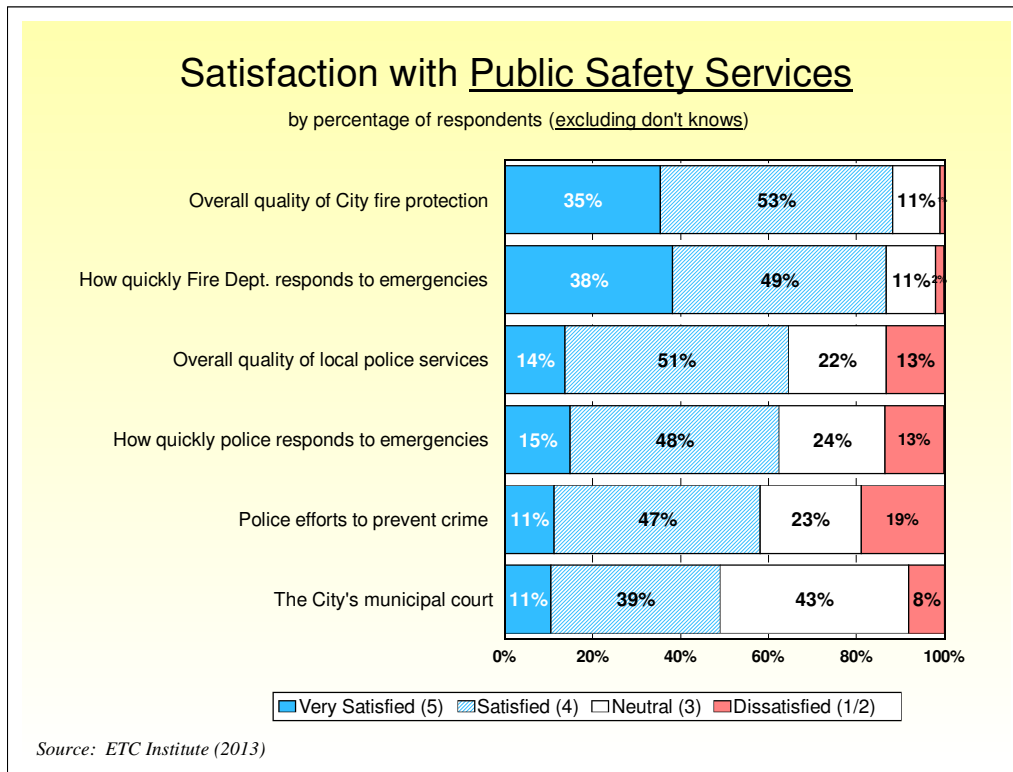
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied (excluding don't knows)



Source: ETC Institute (2013)

**Trends**

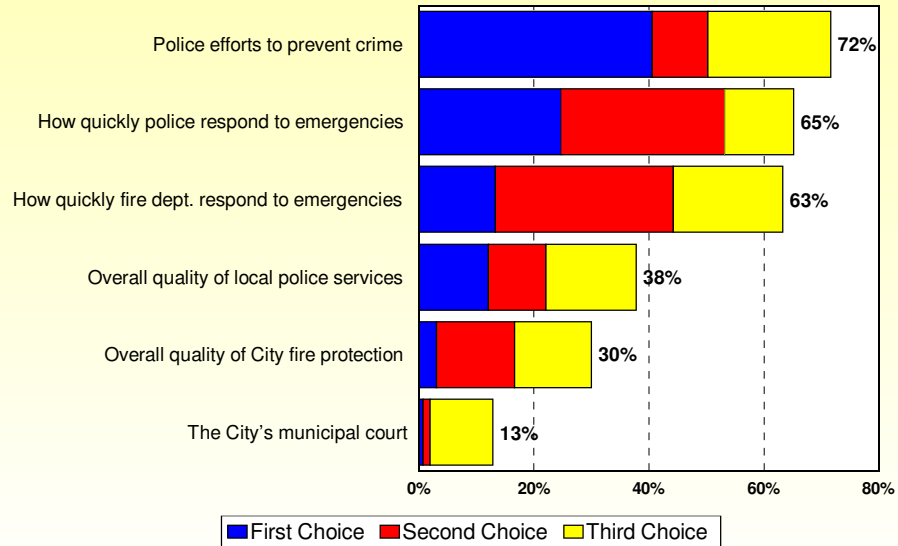






## Public Safety Services That Residents Think are Most Important for the City to Provide

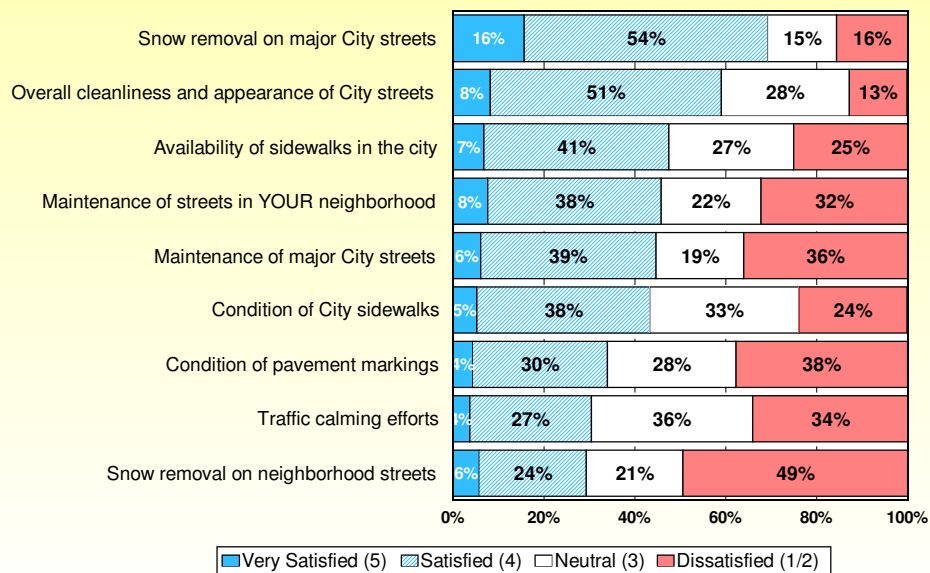
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2013)

## Satisfaction with Streets and Sidewalks

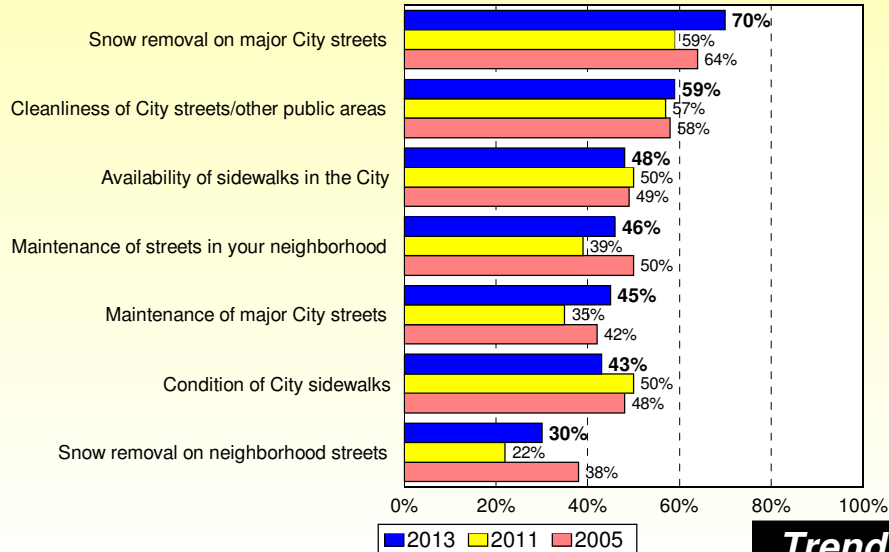
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

## Satisfaction with Streets and Sidewalks 2013 vs. 2011 vs. 2005

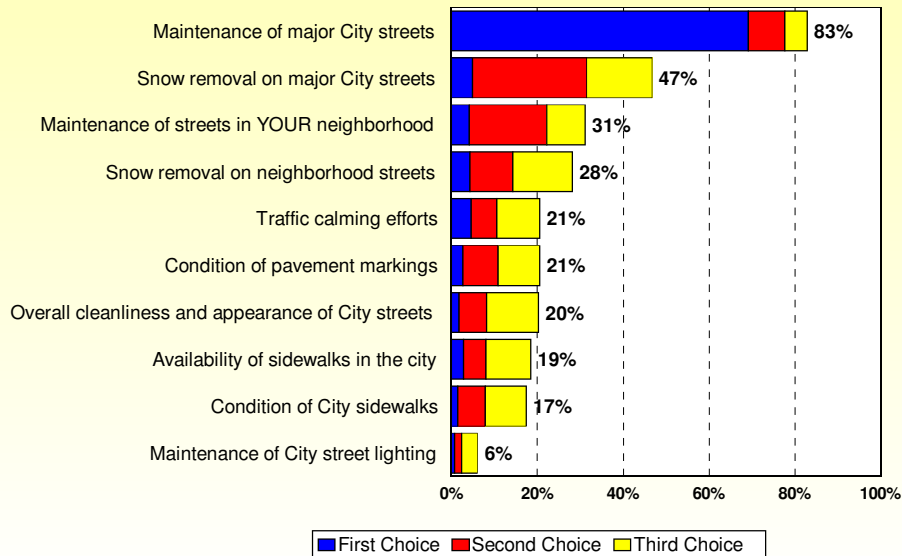
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding don't knows)



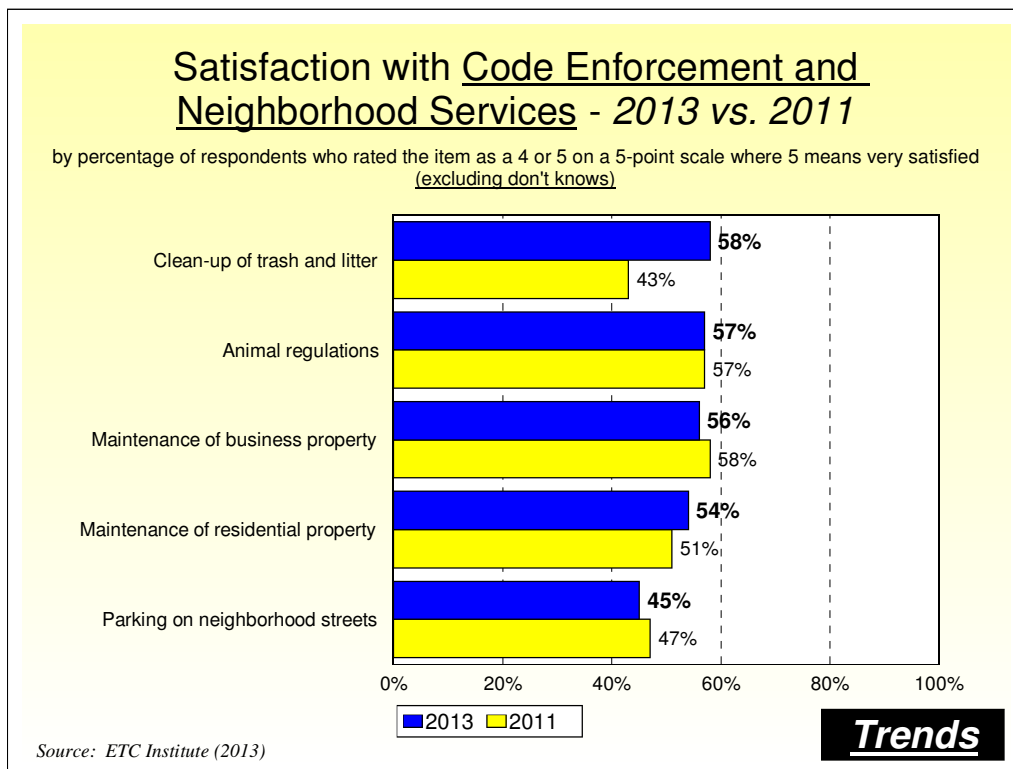
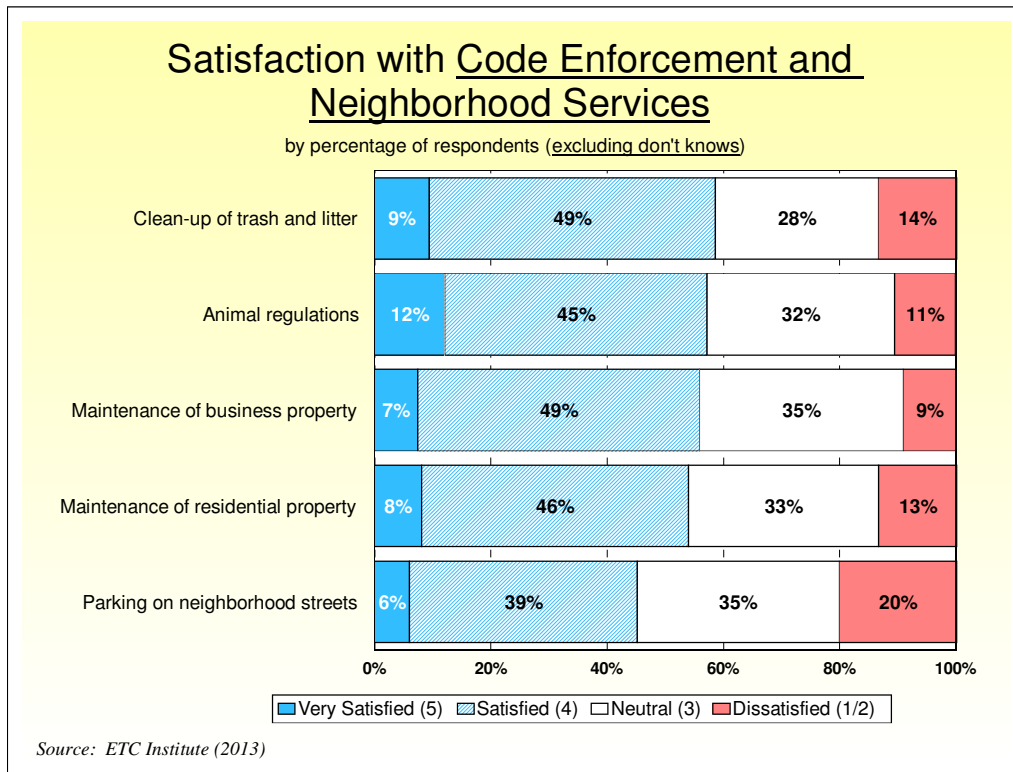
Source: ETC Institute (2013)

## Streets and Sidewalk Services That Residents Think Are Most Important for the City to Provide

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

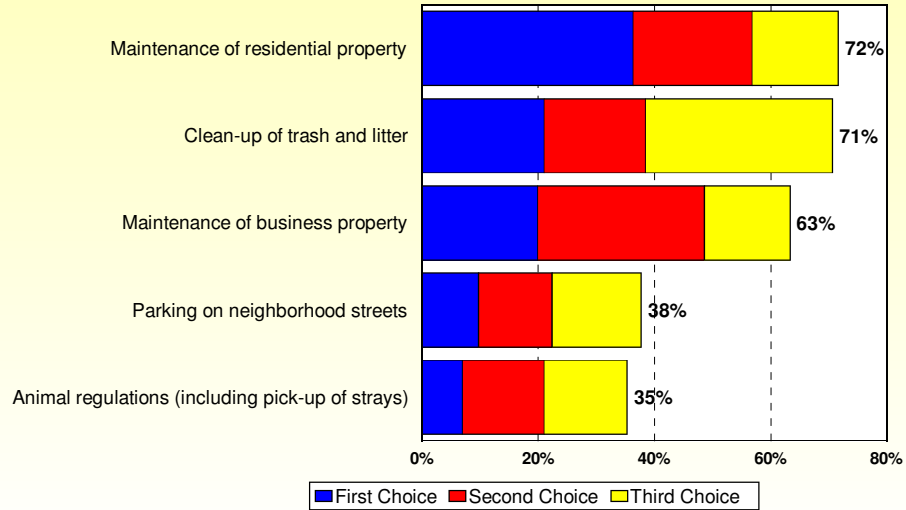


Source: ETC Institute (2013)



## Code Enforcement and Neighborhood Services That Residents Think Are Most Important for the City to Provide

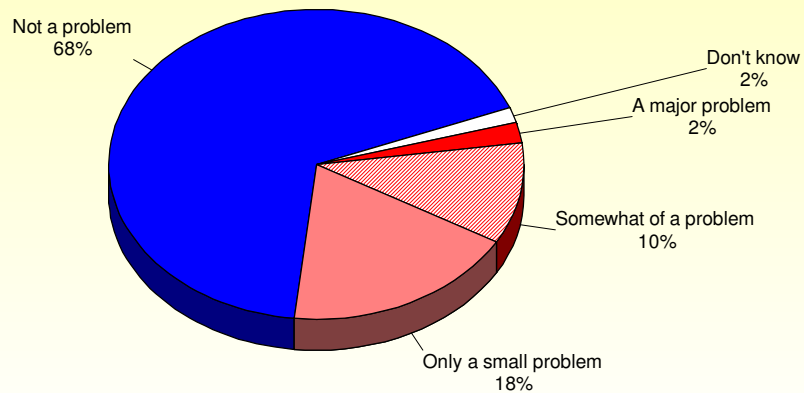
by percentage of respondents who selected the item as one of their top three choices



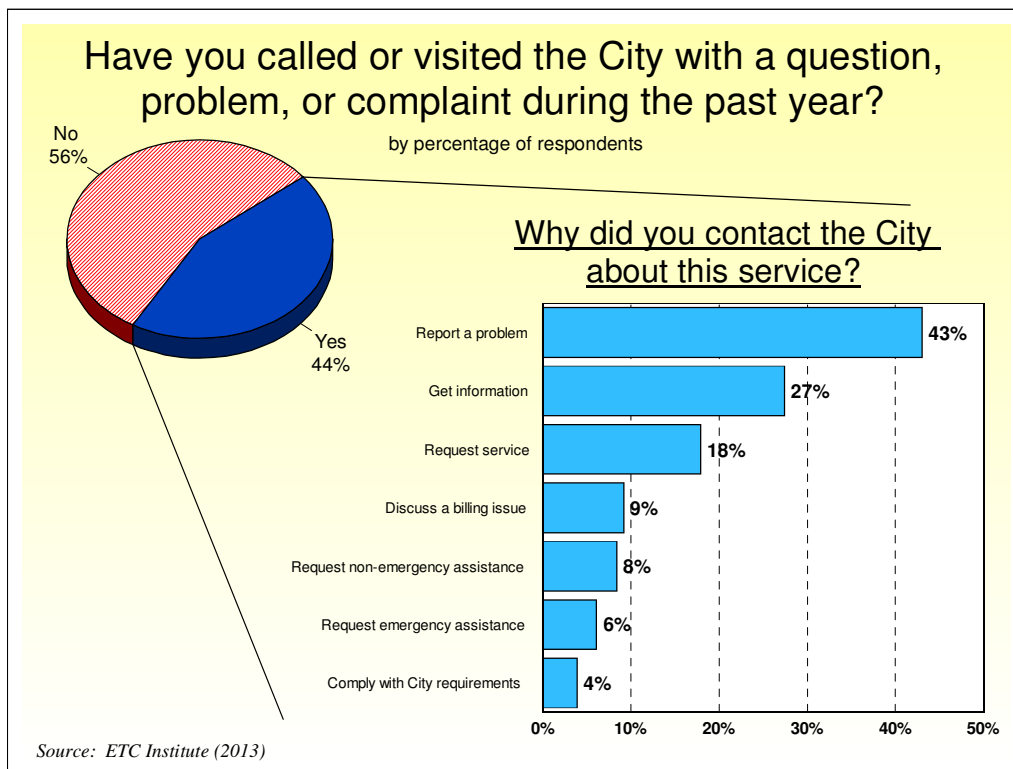
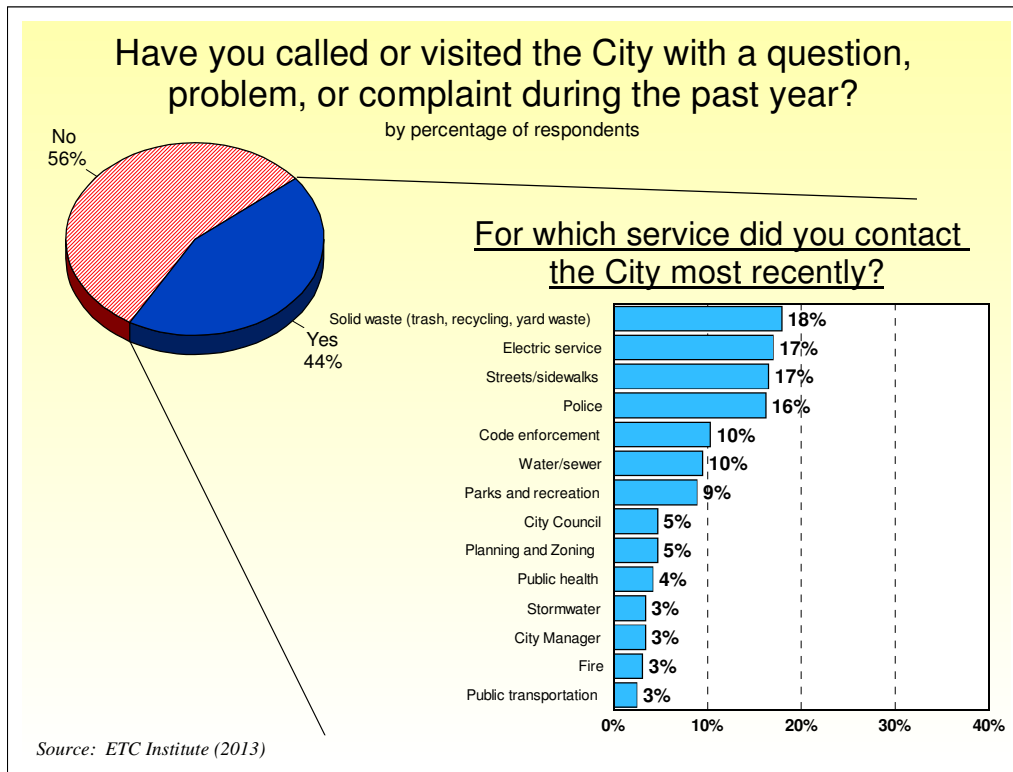
Source: ETC Institute (2013)

## To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood?

by percentage of respondents

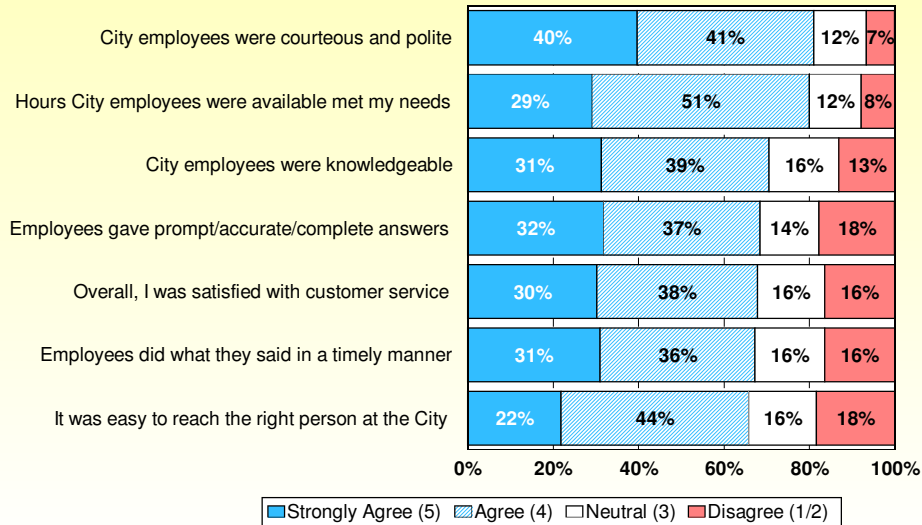


Source: ETC Institute (2013)



## Level of Agreement with Statements About the Quality of Customer Service Received from City Employees

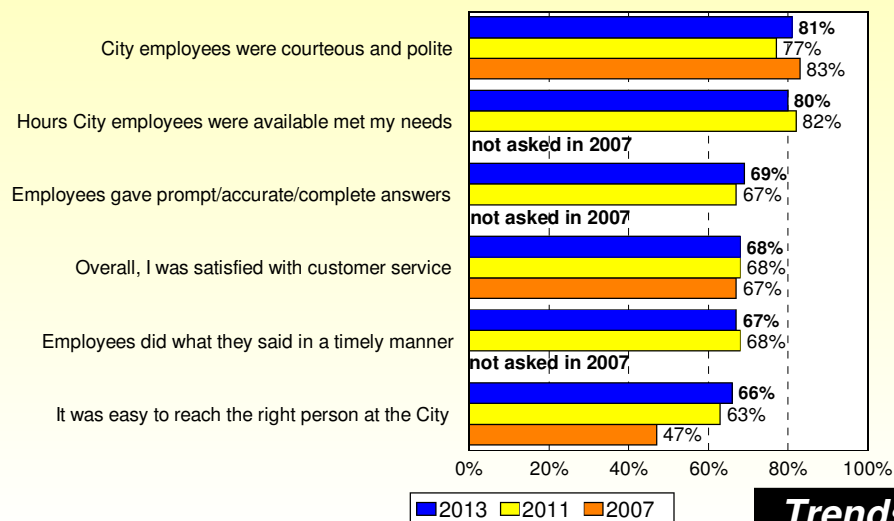
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

## Level of Agreement with Statements About the Quality of Customer Service Received from City Employees 2013 vs 2011 vs 2007

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



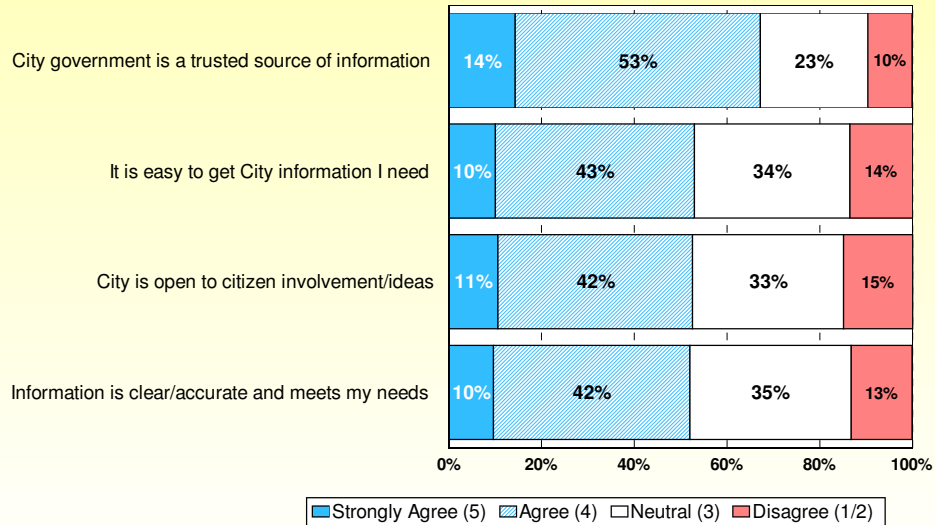
Source: ETC Institute (2013)

**Trends**



## Level of Agreement with Statements About Communication

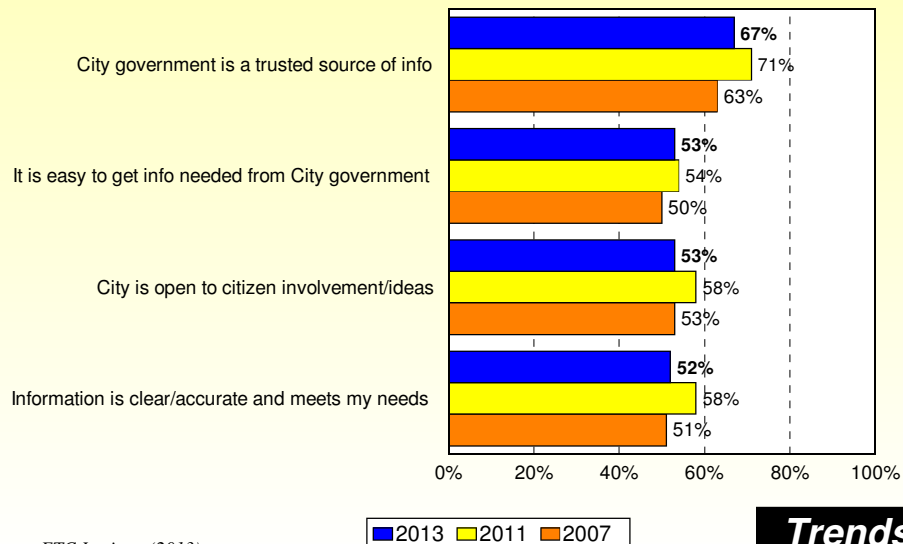
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

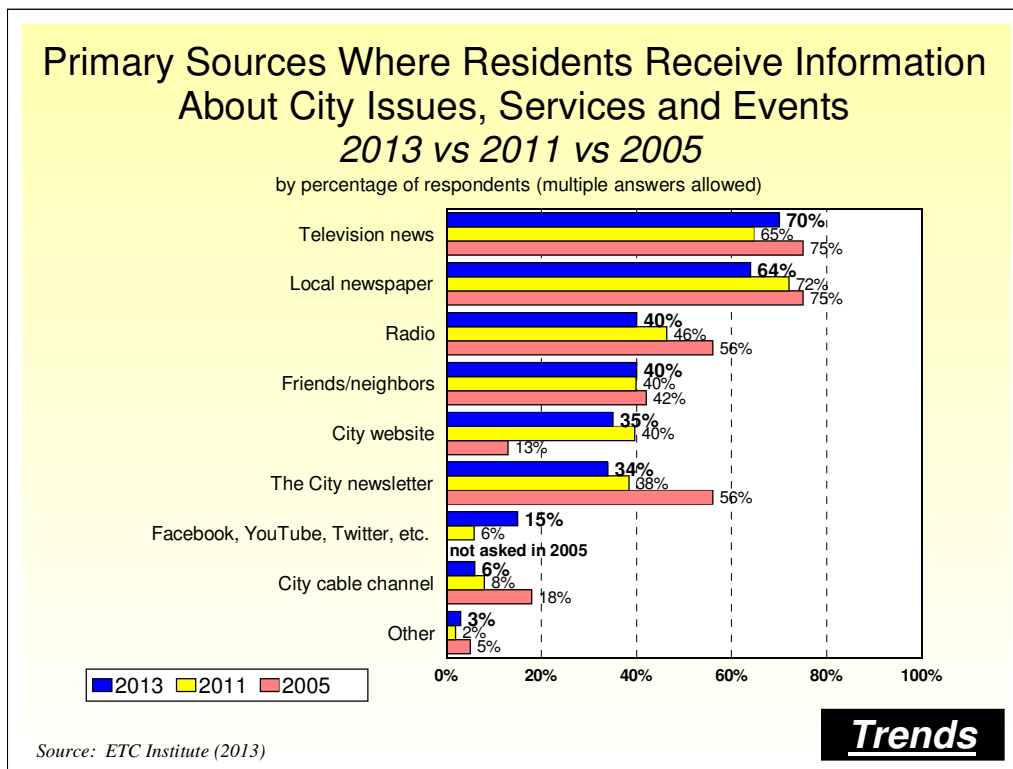
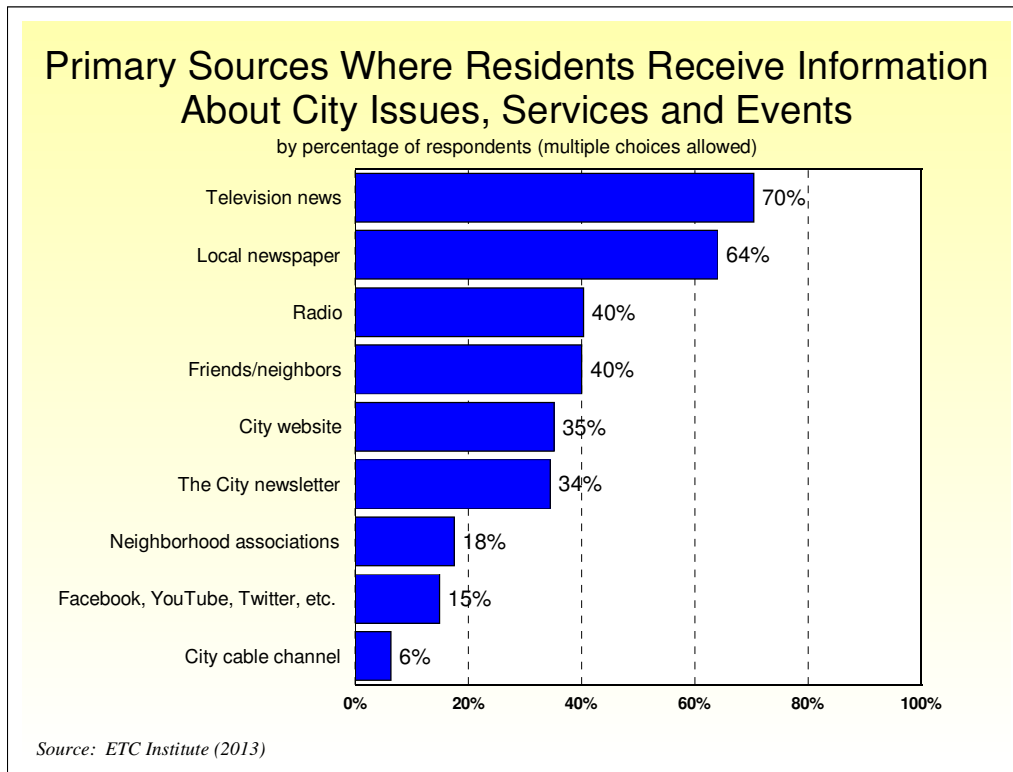
## Agreement with Statements About Communication 2013 vs 2011 vs 2007

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



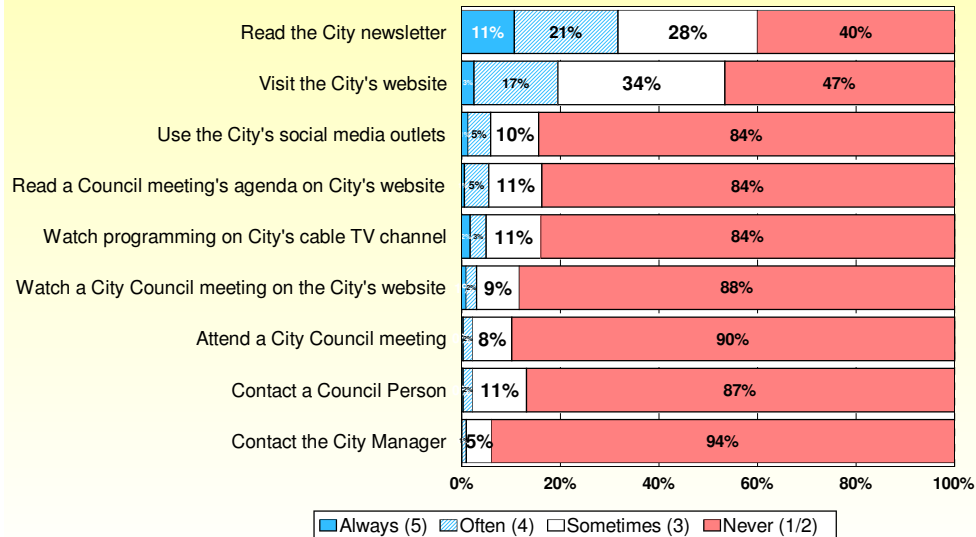
Source: ETC Institute (2013)

**Trends**



## How Often Residents Used Various City Communication Services

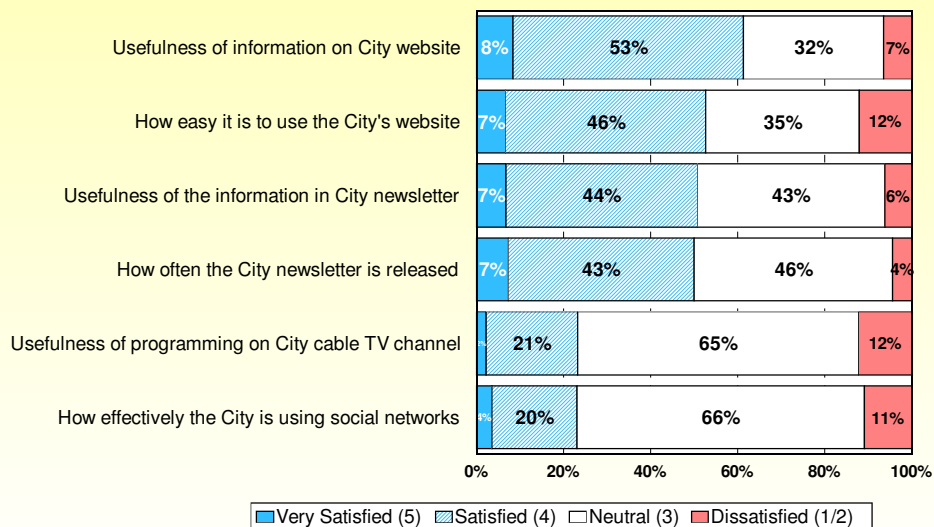
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

## Satisfaction with Various Statements About Communication

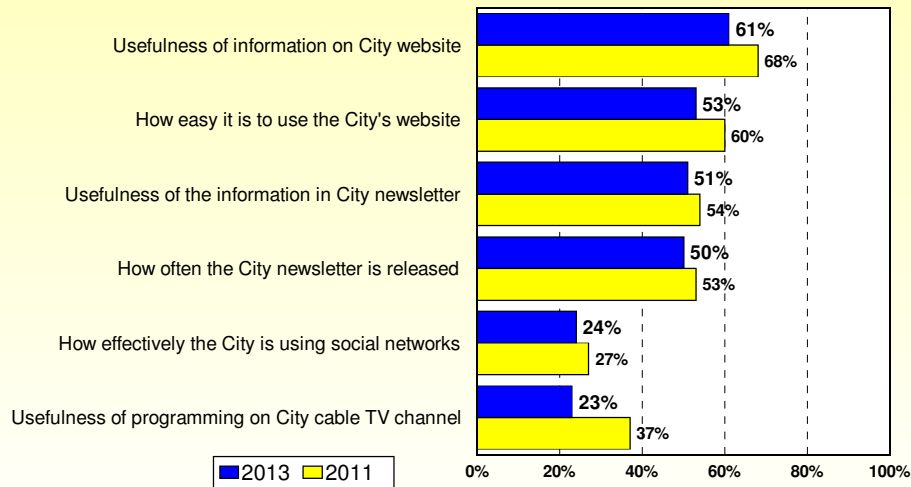
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

## Satisfaction with Various Statements About Communication - 2013 vs 2011

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

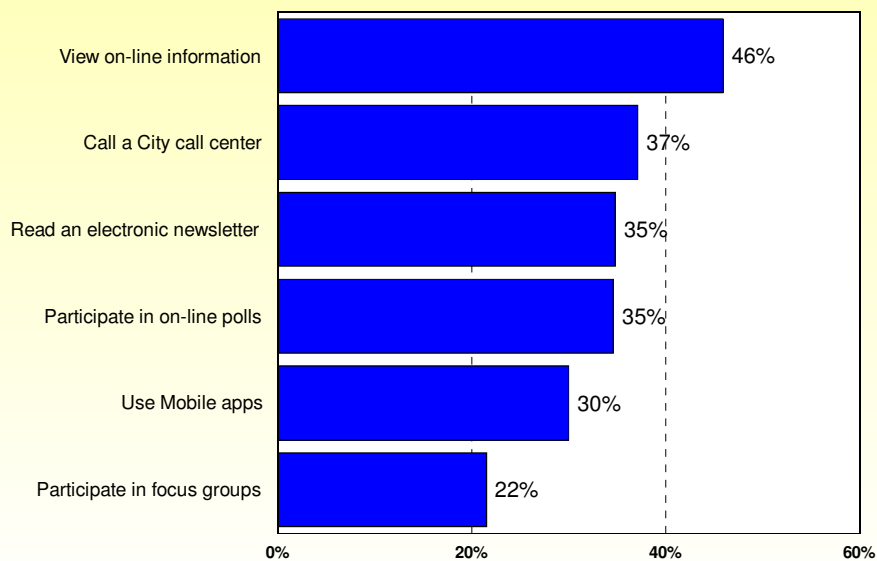


Source: ETC Institute (2013)

**Trends**

## Which of the following would you be likely to do?

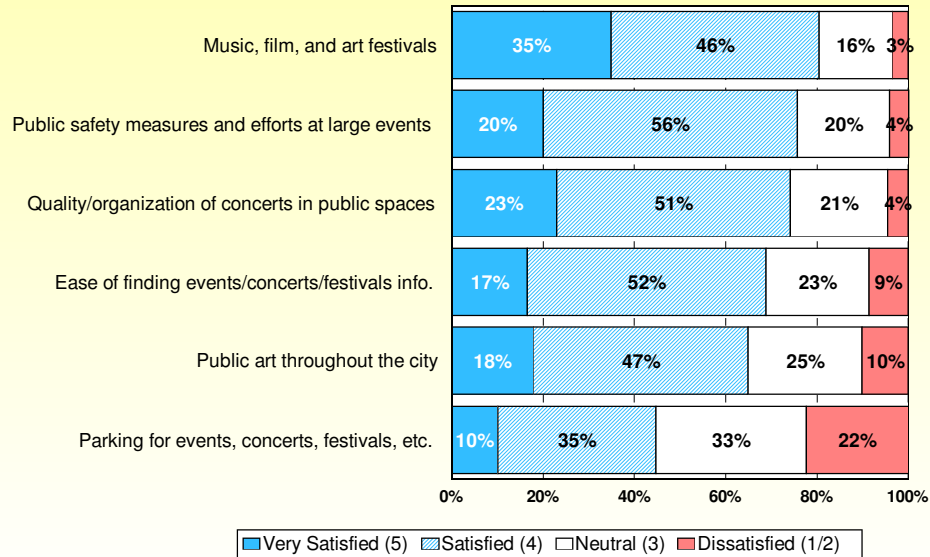
by percentage of respondents (sum of all choices selected)



Source: ETC Institute (2013)

## Satisfaction With Cultural Affairs

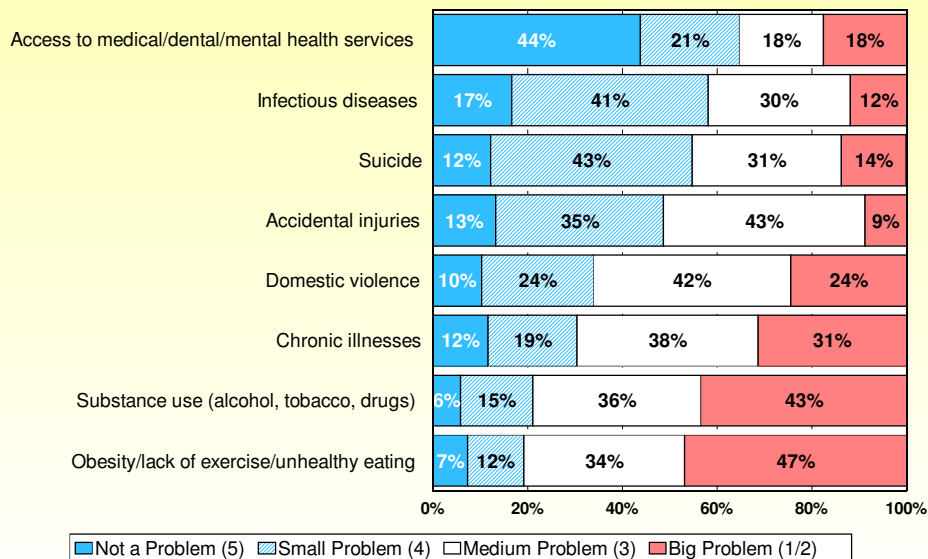
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

## How big of a problem are the following issues for Adults in the City of Columbia?

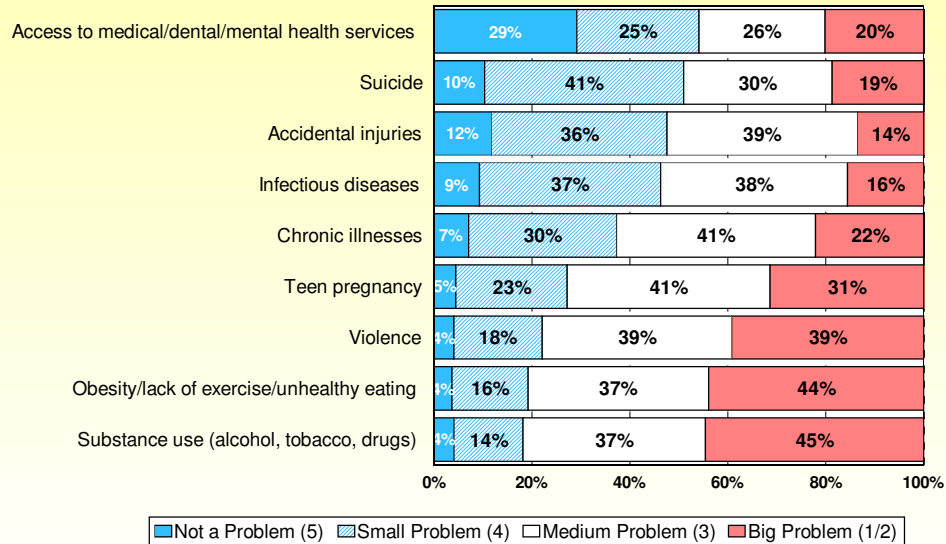
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

## How big of a problem are the following issues for Children (0-18) in the City of Columbia?

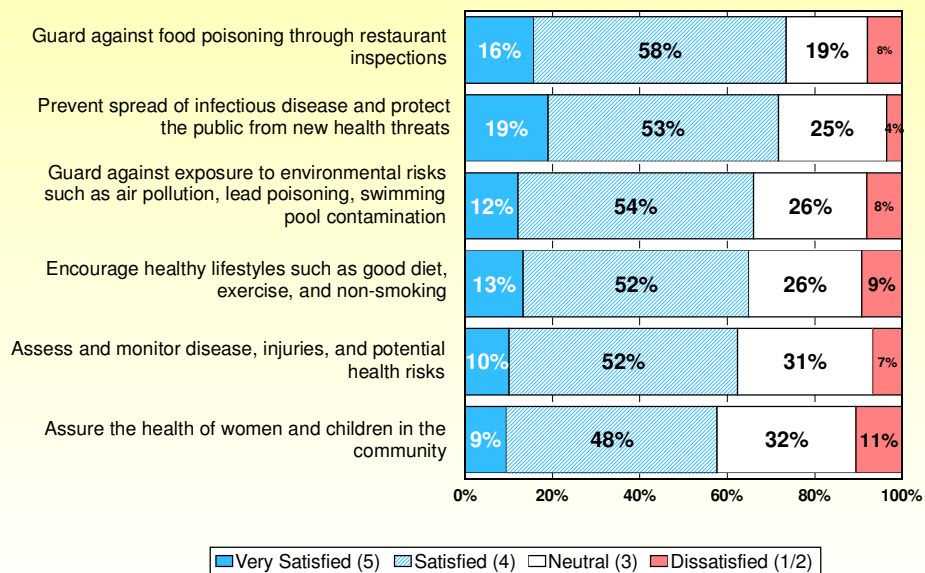
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

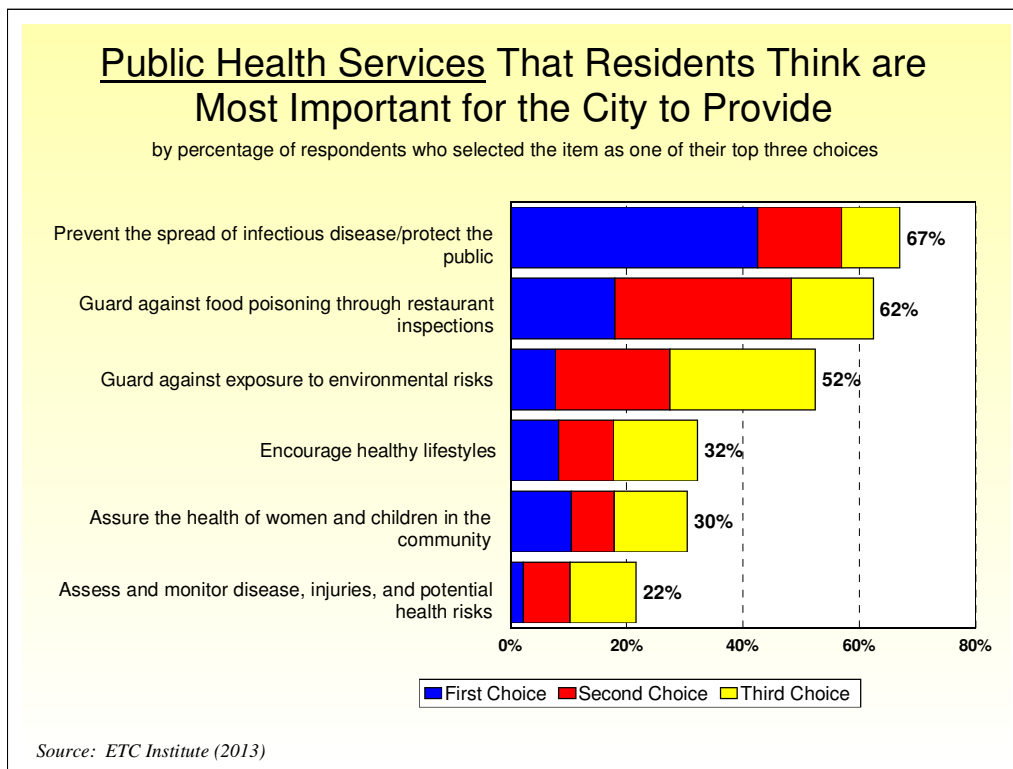
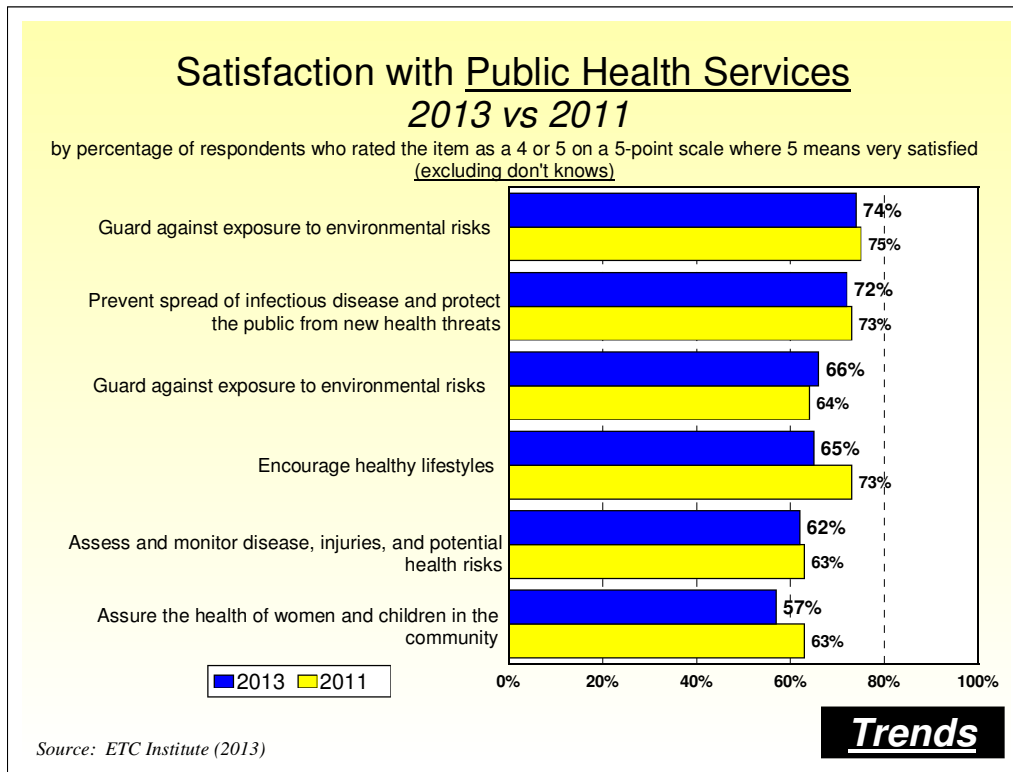
## Satisfaction with Public Health Services

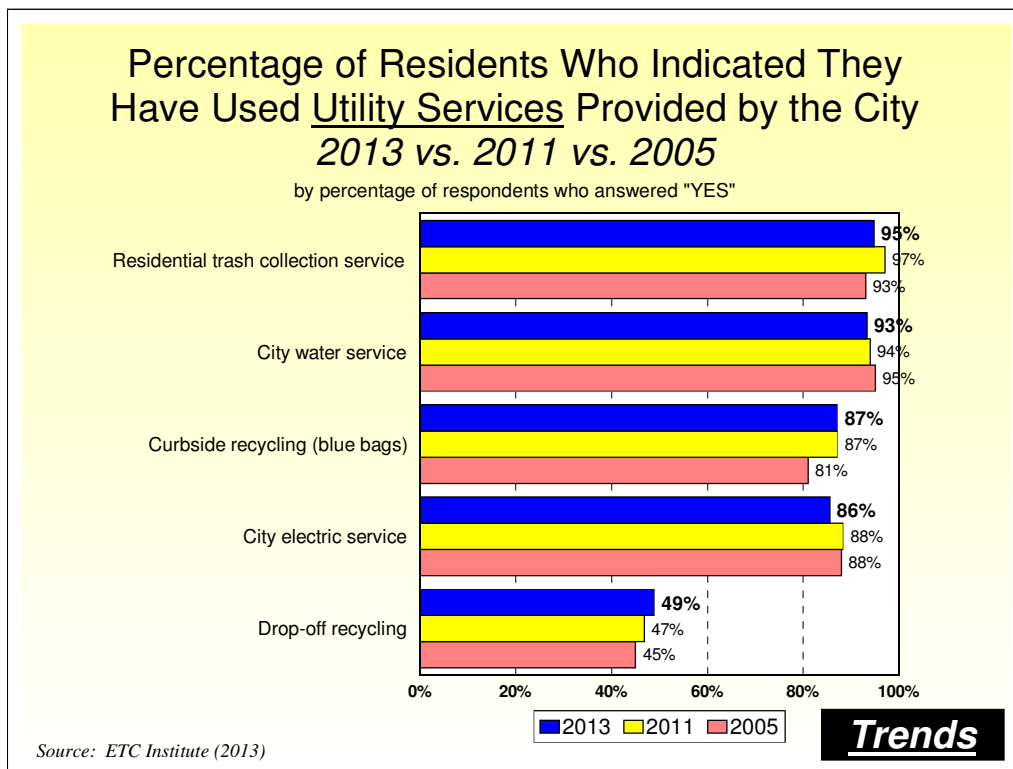
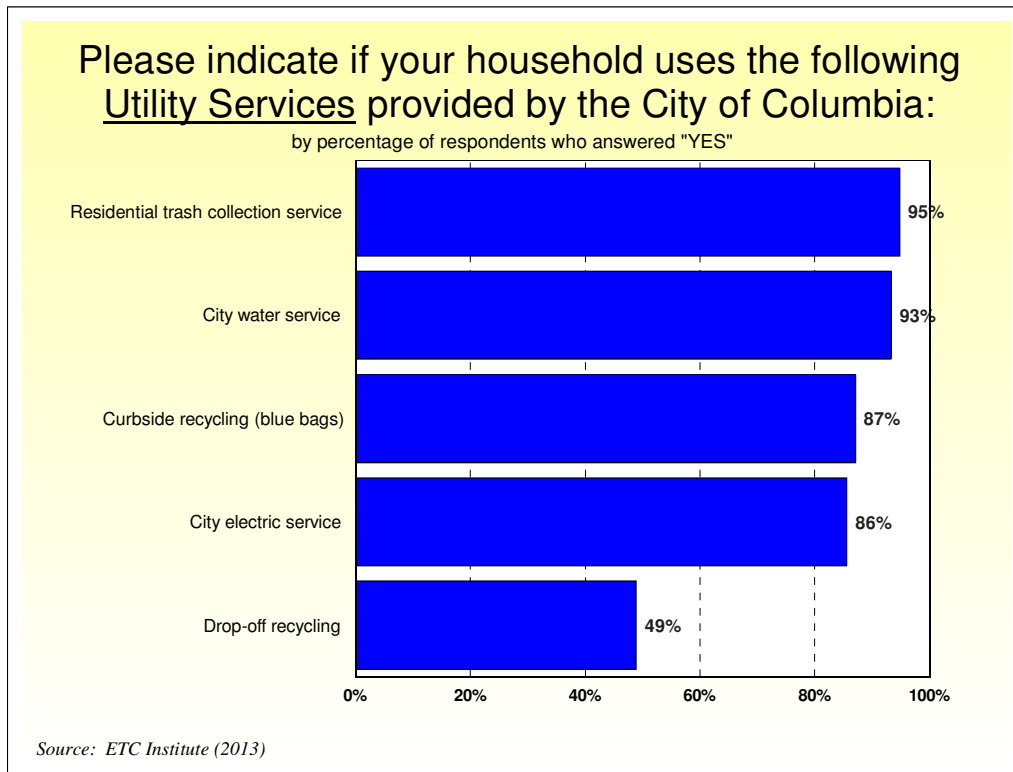
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

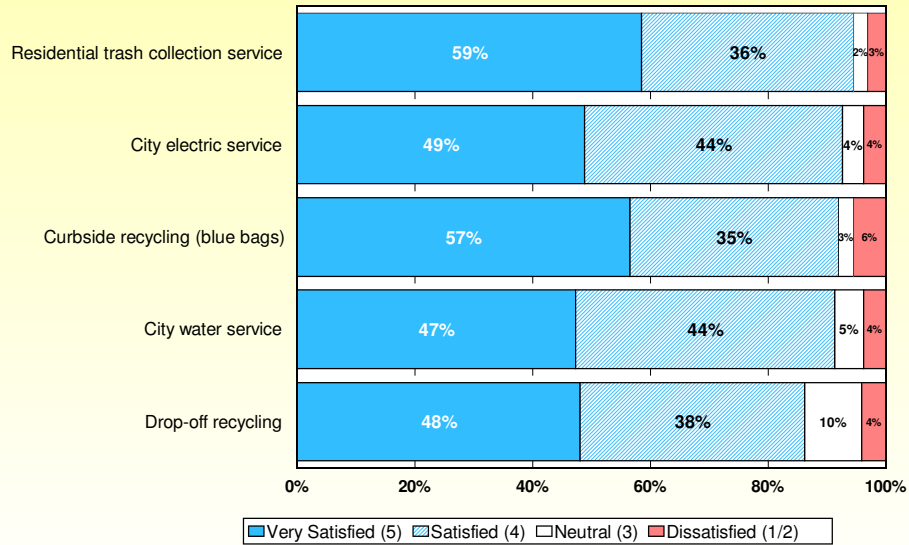






## Satisfaction with Utility Services

by percentage of respondents (excluding don't knows)

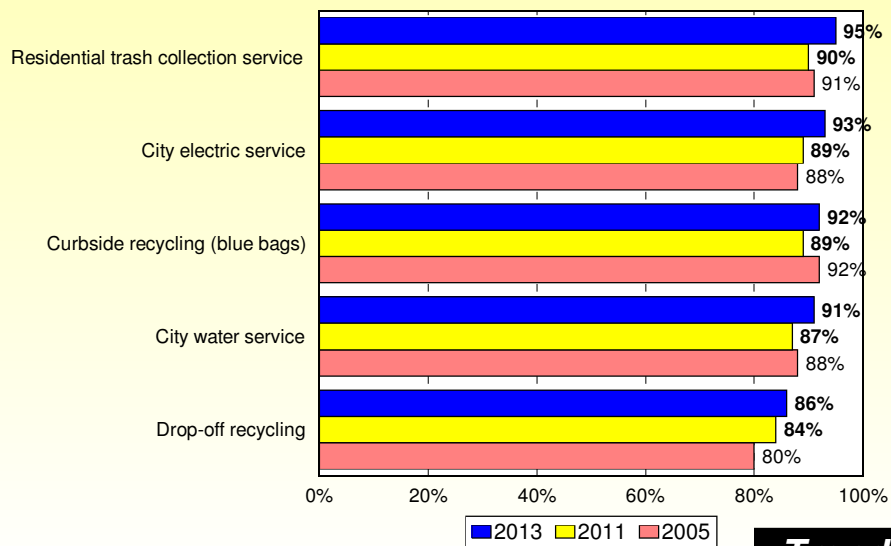


Source: ETC Institute (2013)

## Satisfaction with Utility Services

### 2013 vs. 2011 vs. 2005

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

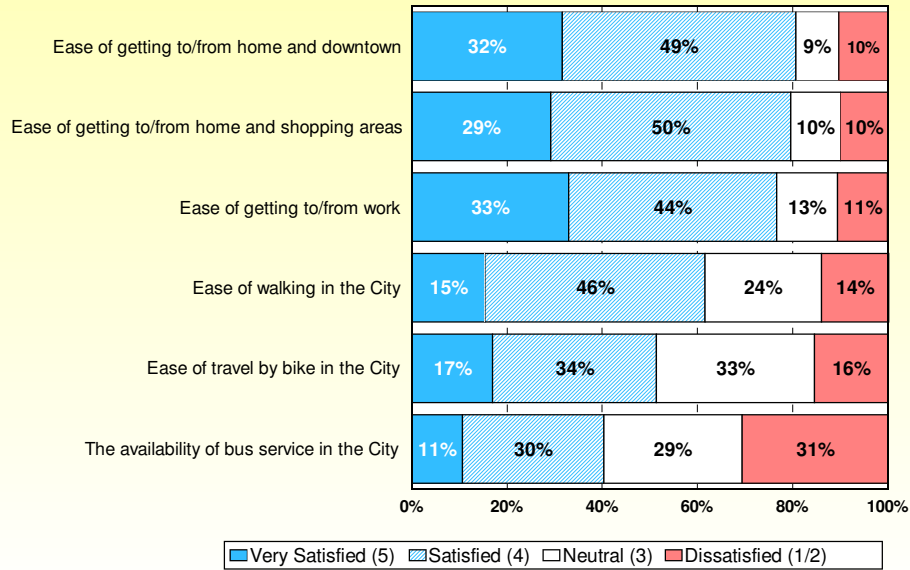


Source: ETC Institute (2013)

***Trends***

## Satisfaction with Transportation Services

by percentage of respondents (excluding don't knows)

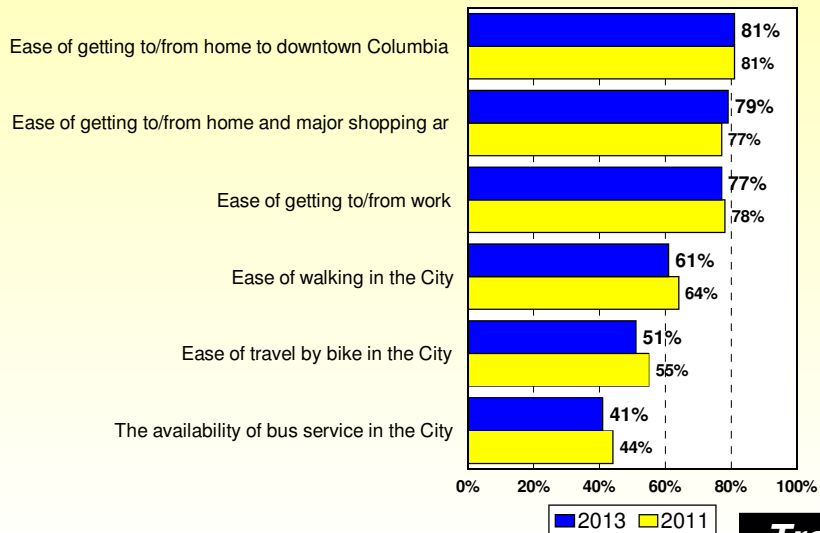


Source: ETC Institute (2013)

## Satisfaction with Transportation Services

2013 vs. 2011

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

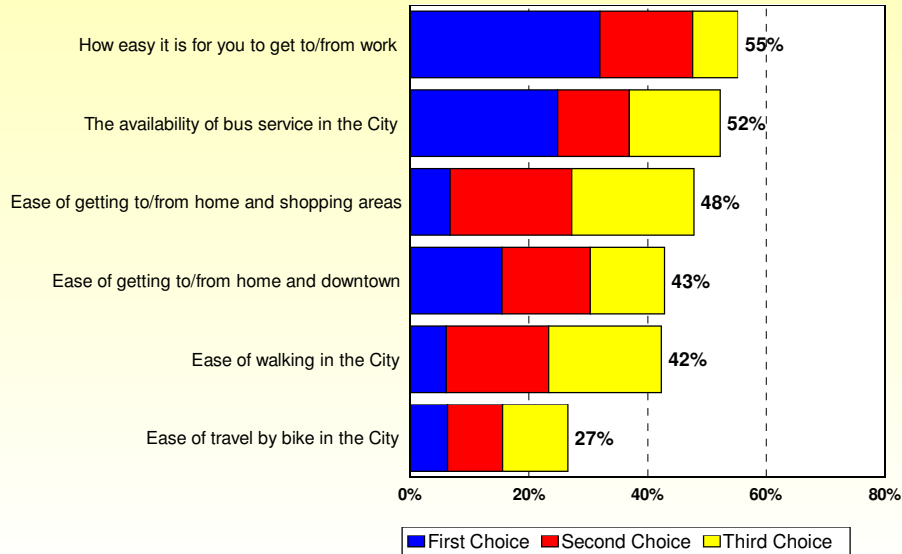


Source: ETC Institute (2013)

**Trends**

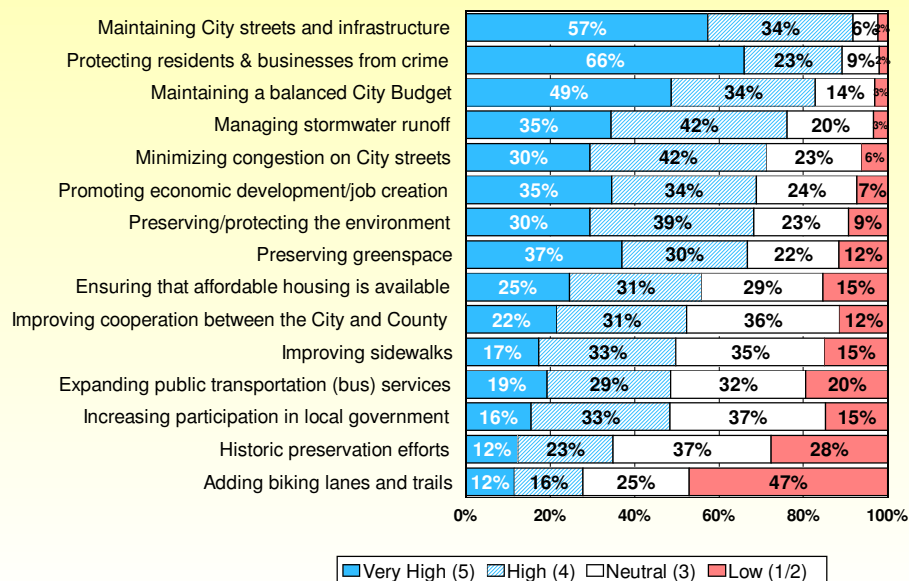
## Transportation Services That Residents Think are Most Important for the City to Provide

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



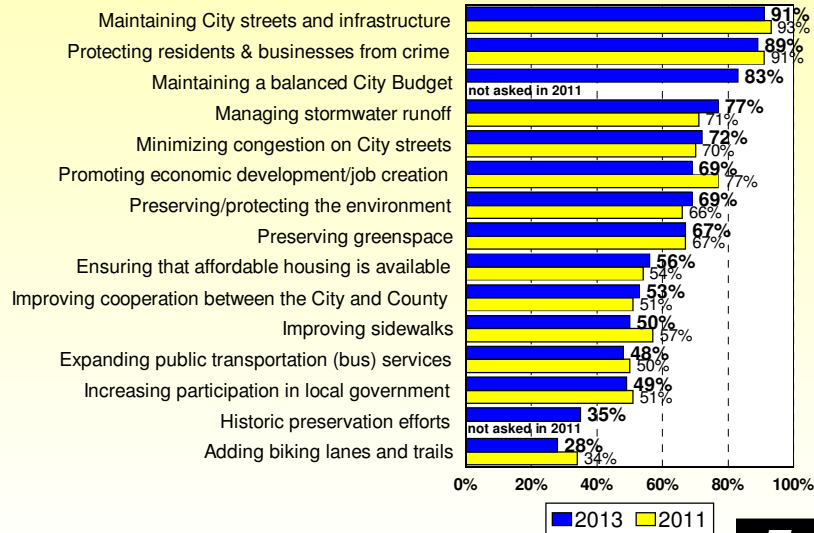
## Perceived Priority of Various Community Priorities

by percentage of respondents (excluding don't knows)



## Perceived Priority of Various Community Priorities 2013 vs. 2011

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

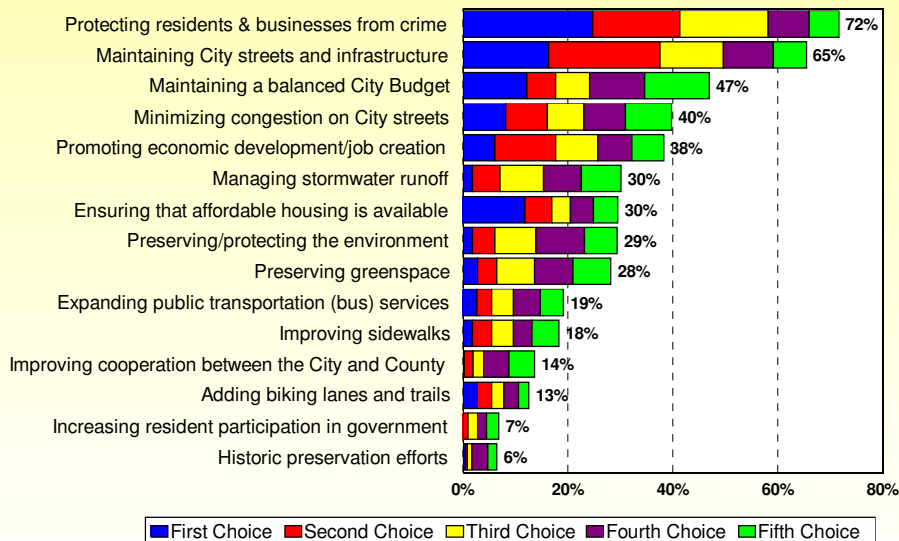


Source: ETC Institute (2013)

**Trends**

## Community Priorities That Residents Think are the Most Important Issues in Columbia

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

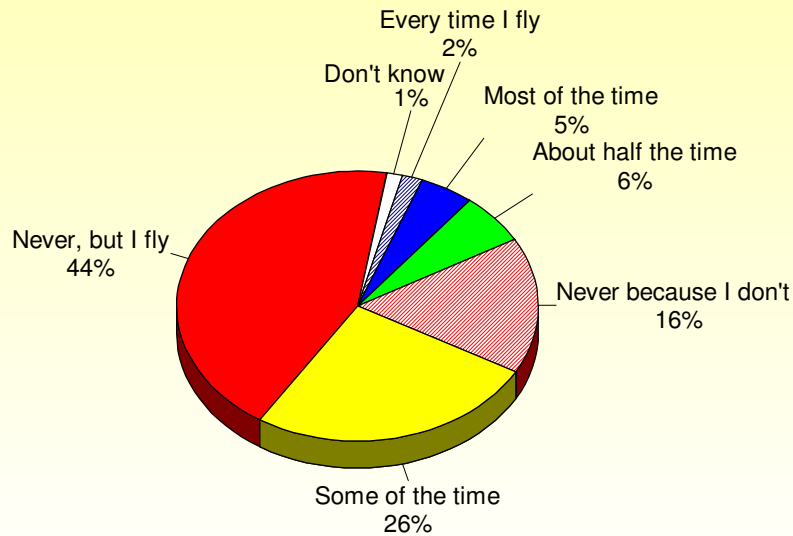


Source: ETC Institute (2013)



### When flying how often do you choose Columbia Regional Airport over other airports?

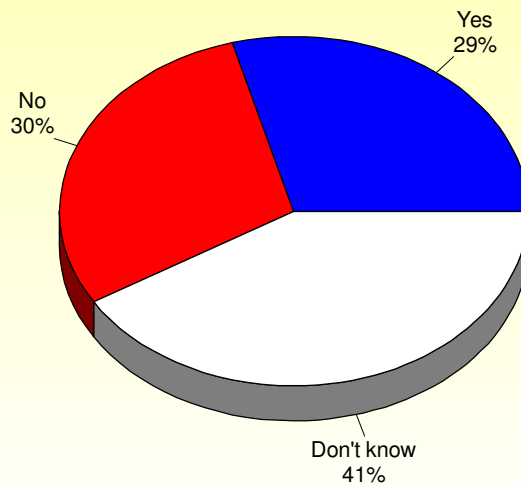
by percentage of respondents



Source: ETC Institute (2013)

### Does the Columbia Regional Airport need a new terminal?

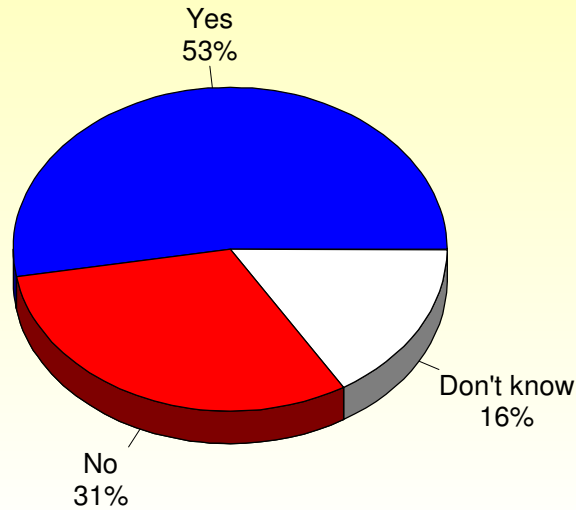
by percentage of respondents



Source: ETC Institute (2013)

Do you support raising the City's motel/hotel tax rate from 4% to 7% to help fund the construction of a new terminal at the Columbia Regional Airport?

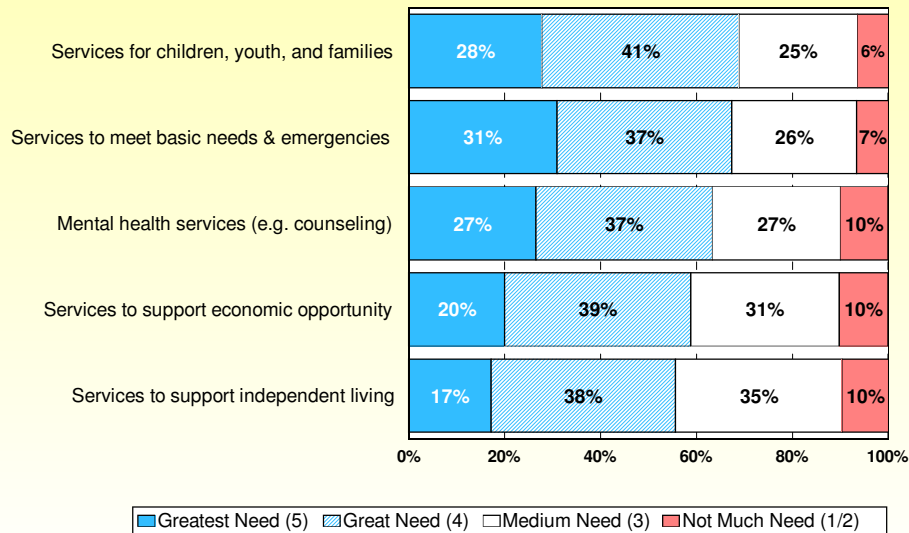
by percentage of respondents



Source: ETC Institute (2013)

### Ratings of the Need for Various Social Services in the City

by percentage of respondents (excluding don't knows)



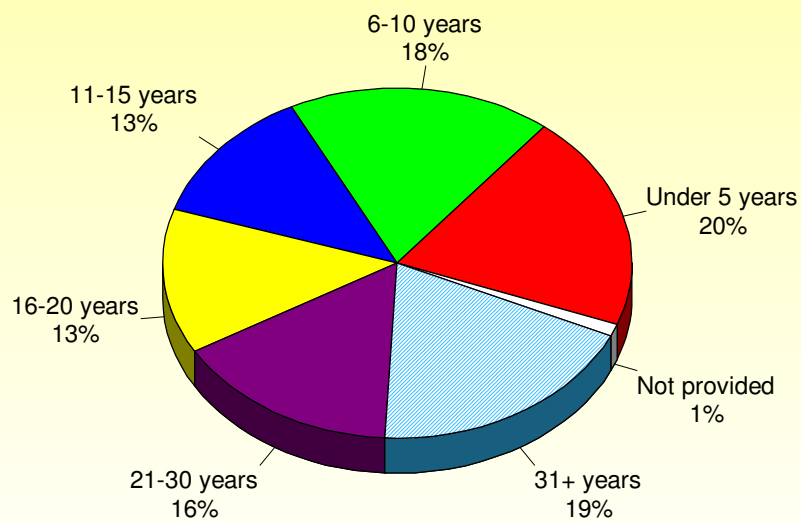
Source: ETC Institute (2013)

## Demographics

Source: ETC Institute (2013)

### Number of Years Lived in Columbia

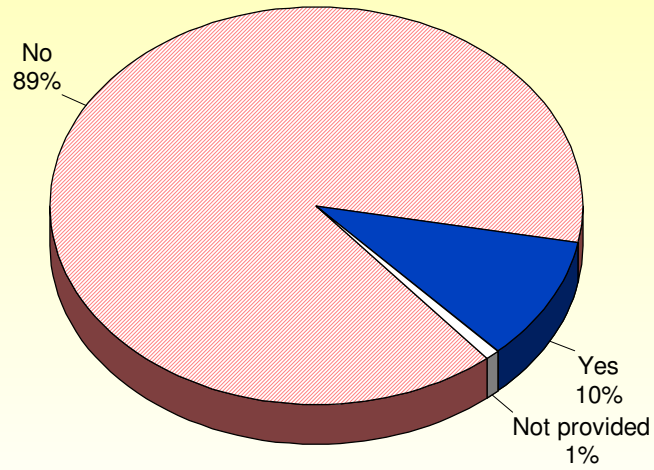
by percentage of respondents



Source: ETC Institute (2013)

### Are you a student in a college or university?

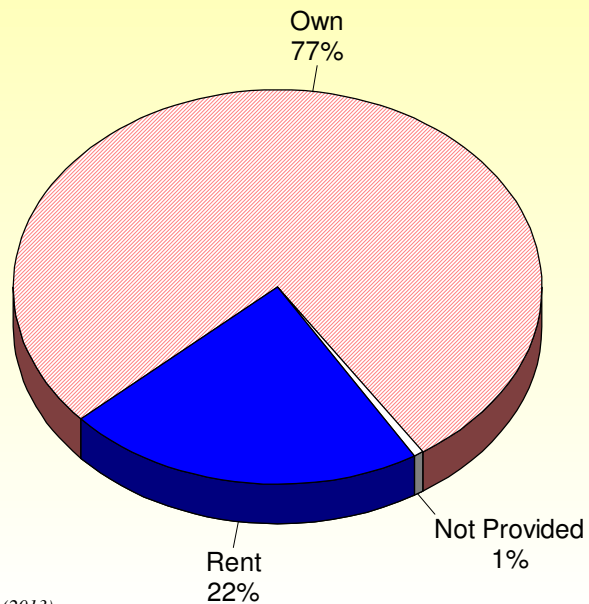
by percentage of respondents



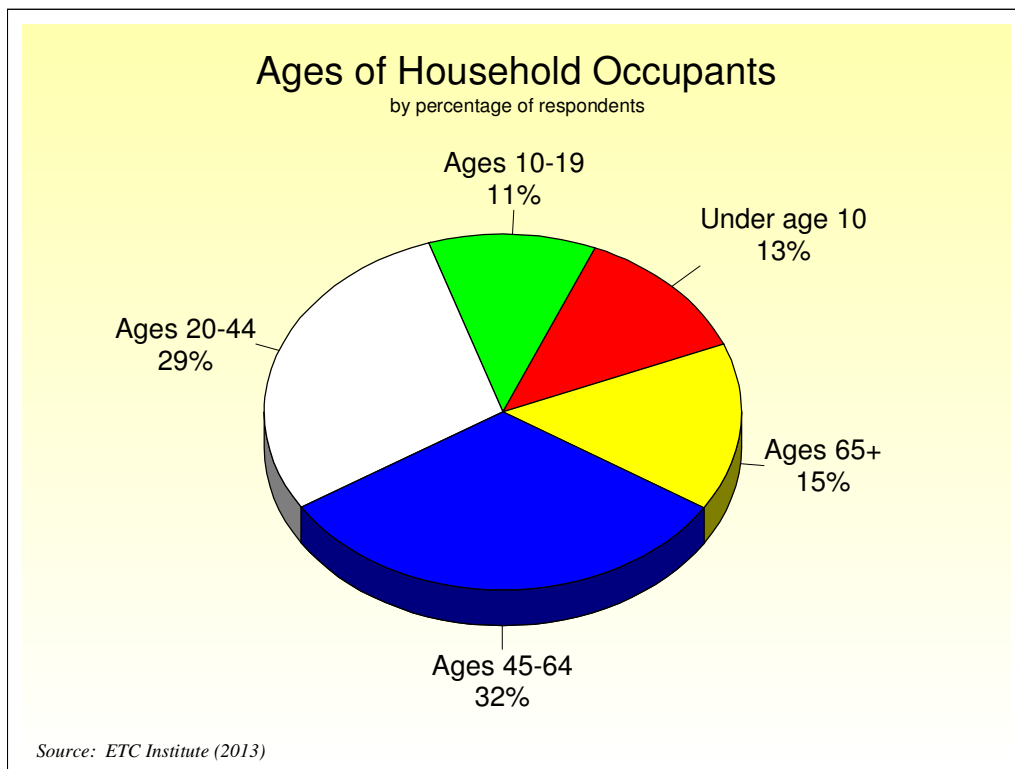
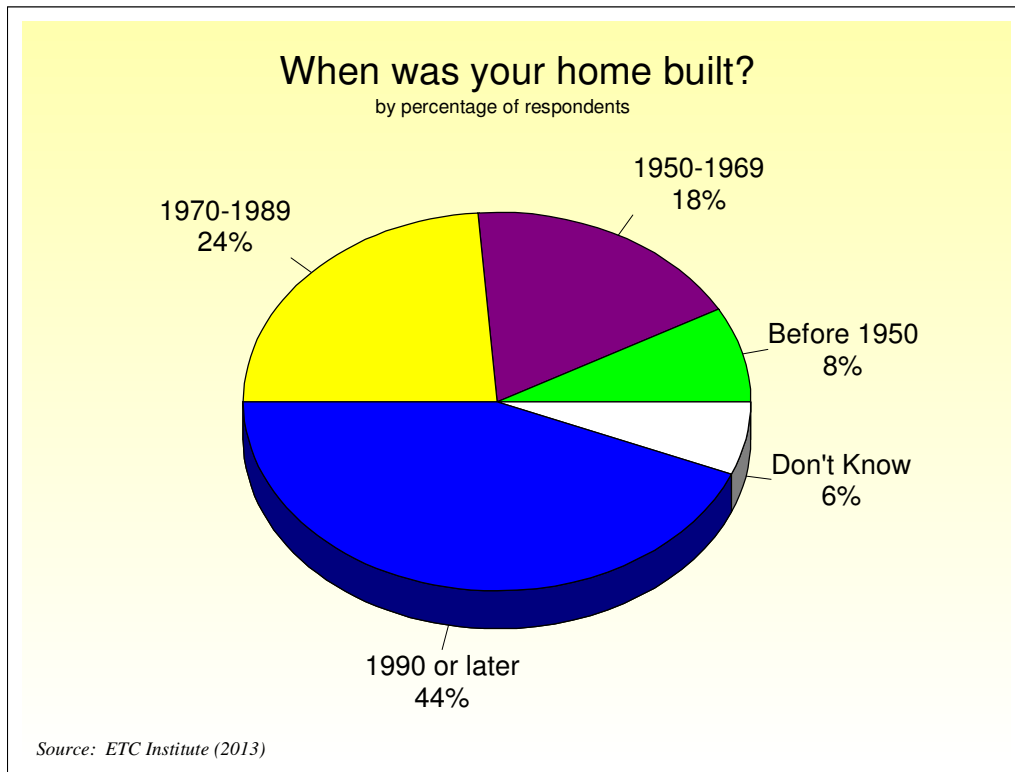
Source: ETC Institute (2013)

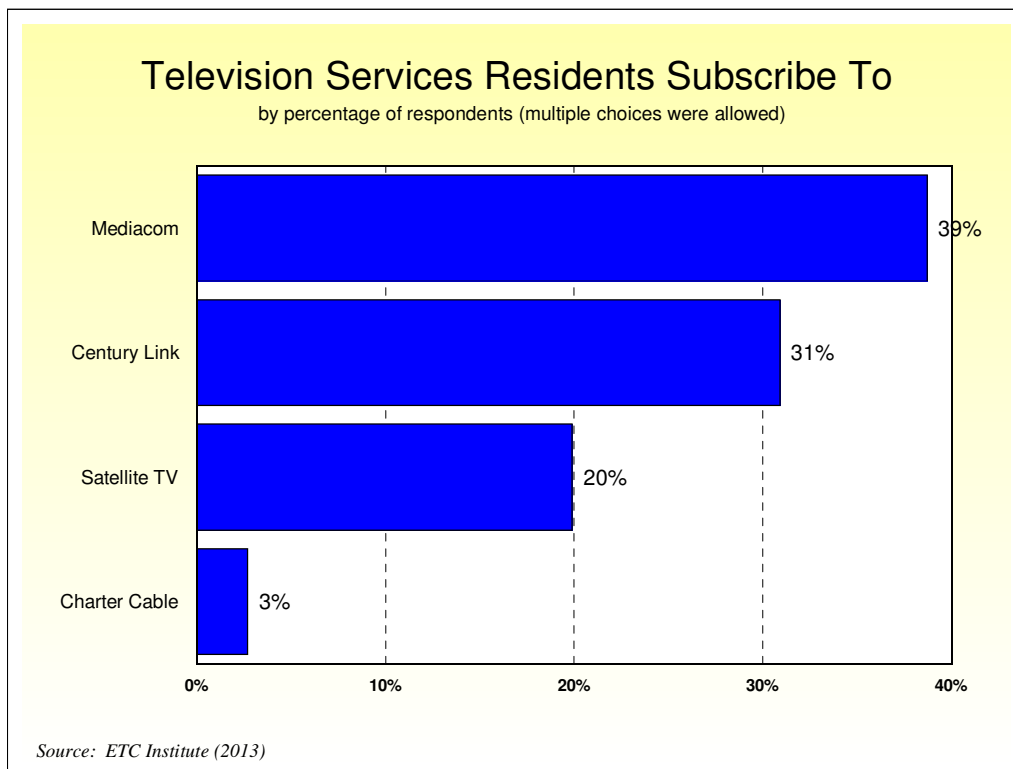
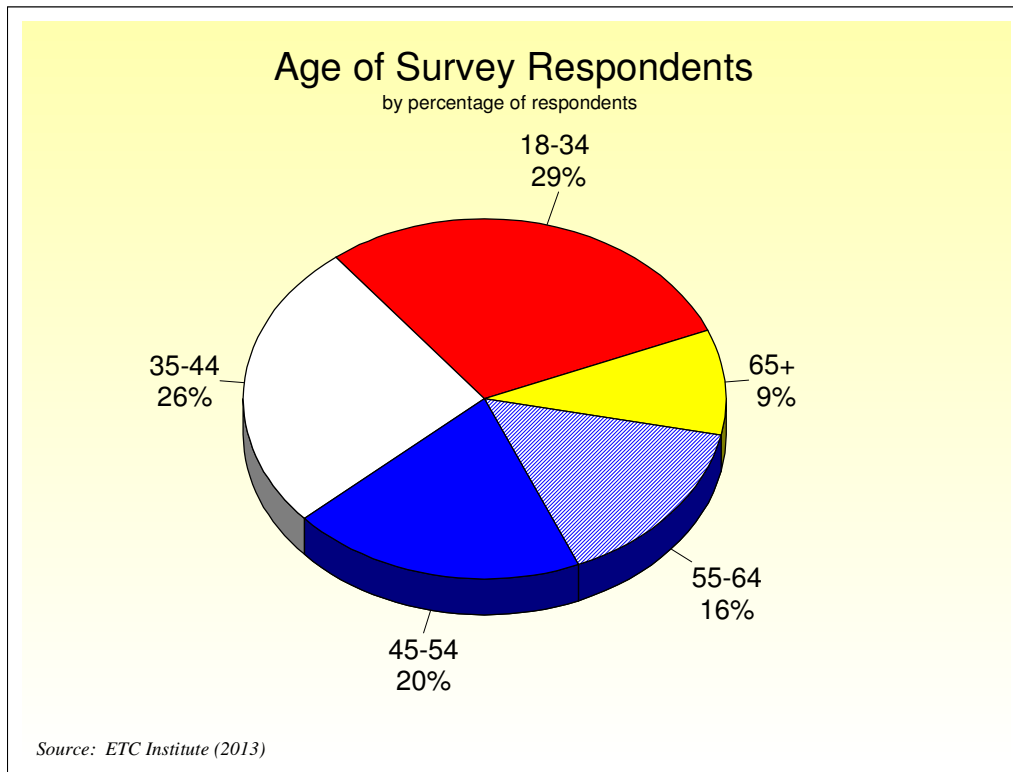
### Do you own or rent your current residence?

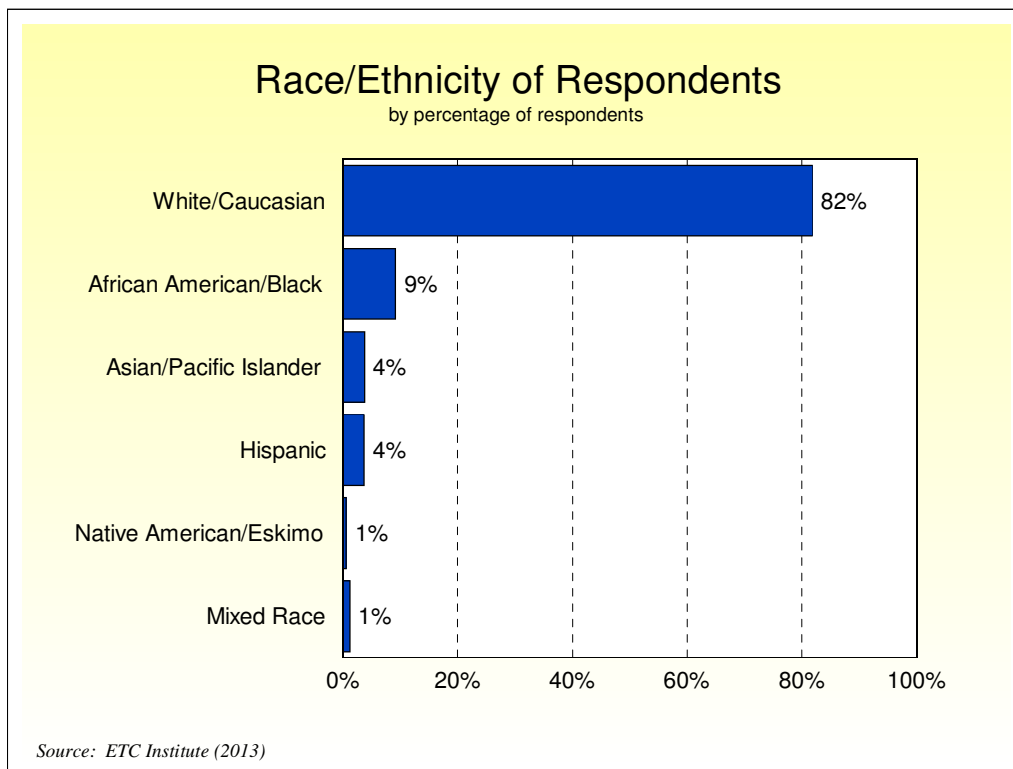
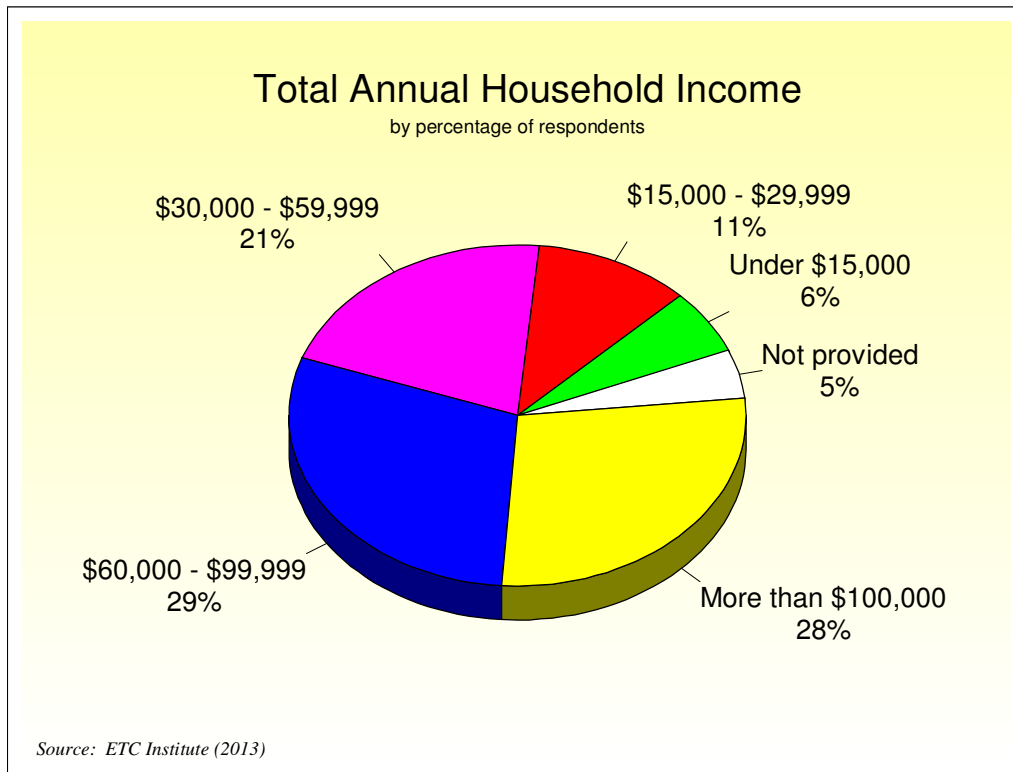
by percentage of respondents

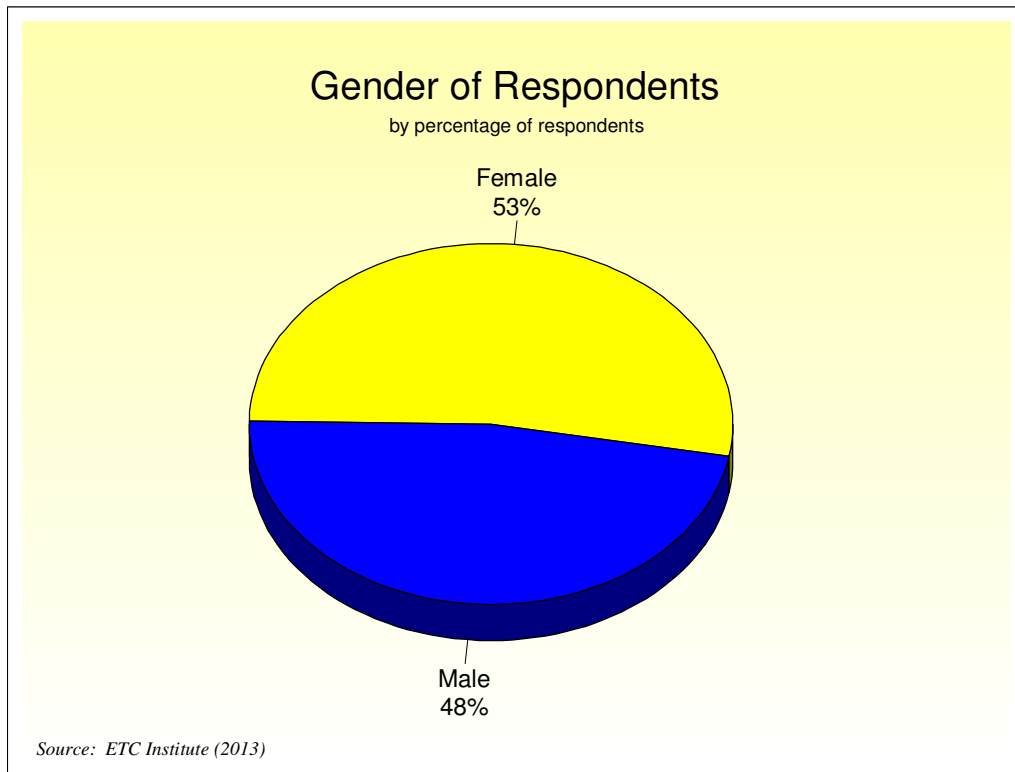


Source: ETC Institute (2013)











## **Section 2:**

# **Benchmarking Data**

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# *DirectionFinder®* Survey

## Year 2013 Benchmarking Summary Report

### Overview

ETC Institute's *DirectionFinder®* program was originally developed in 1999 to help community leaders in Kansas and Missouri use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the Summer of 2012 to a random sample of 3,926 residents in the continental United States, (2) a regional survey that was administered by ETC Institute in the Summer of 2012 to a random sample of 456 residents in Kansas and Missouri communities and (3) surveys that have been administered by ETC Institute in 30 communities in Kansas and Missouri between January 2009 and May 2013. Some of the Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Harrisonville, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

**National and Regional Benchmarks.** The first set of charts on the following pages show how the overall results for Columbia compare to the national and regional averages based on the results of a 2012 survey that was administered by ETC Institute to a random sample of 3,926 U.S. residents.

**Kansas and Missouri Benchmarks.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 30 communities listed above. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for Kansas and Missouri communities. The actual ratings for Columbia are listed to the right of each chart. The dot on each bar shows how the results for Columbia compares to the other communities in Kansas and Missouri where the *DirectionFinder®* survey has been administered.

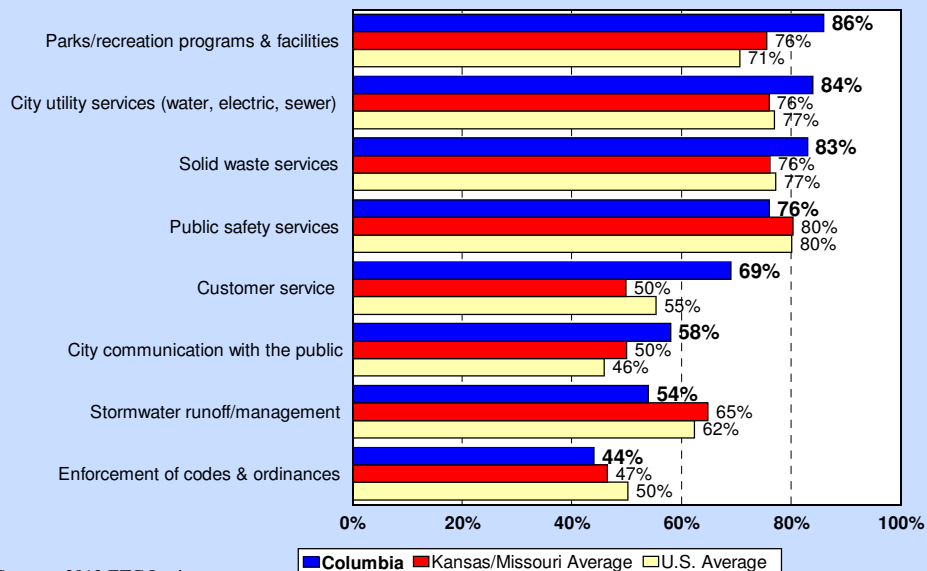
# National and Regional Benchmarks

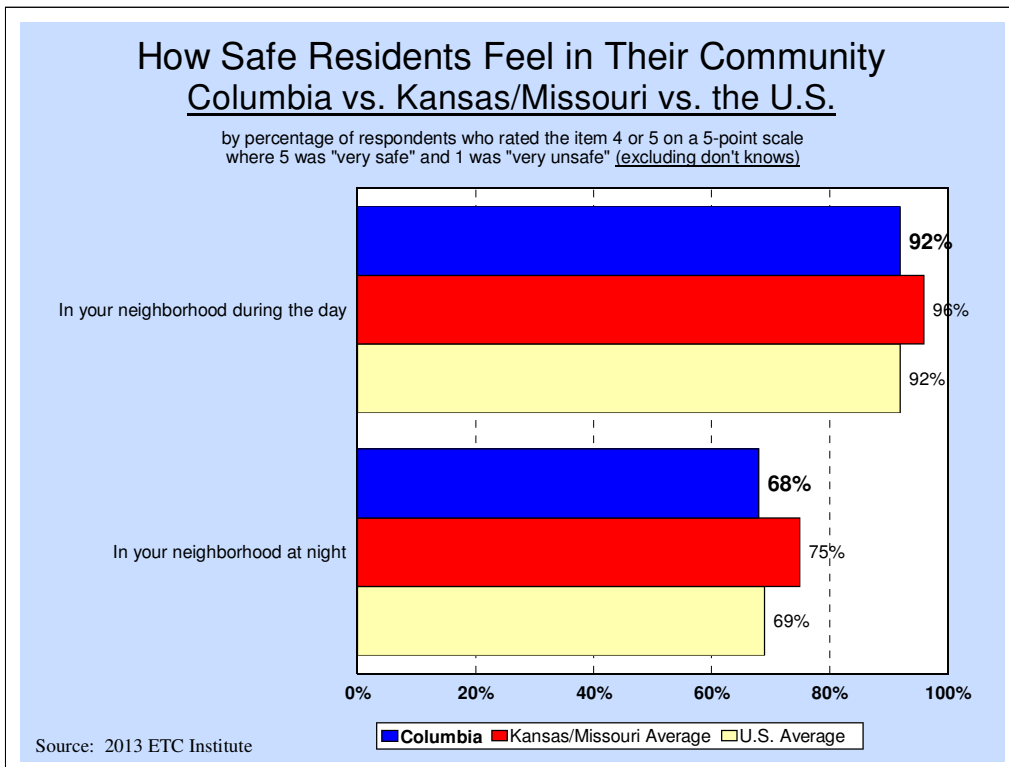
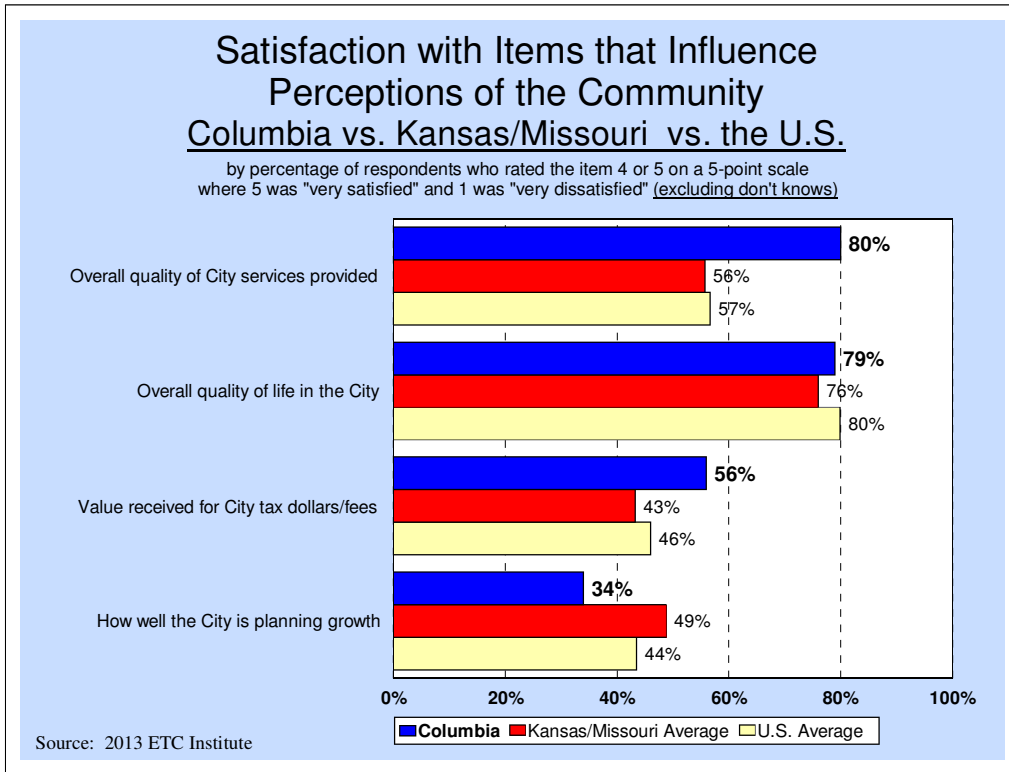
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Columbia is not authorized without written consent from ETC Institute.**

Source: 2013 ETC Institute

## Overall Satisfaction with Major Categories of City Services Columbia vs. Kansas/Missouri vs. the U.S.

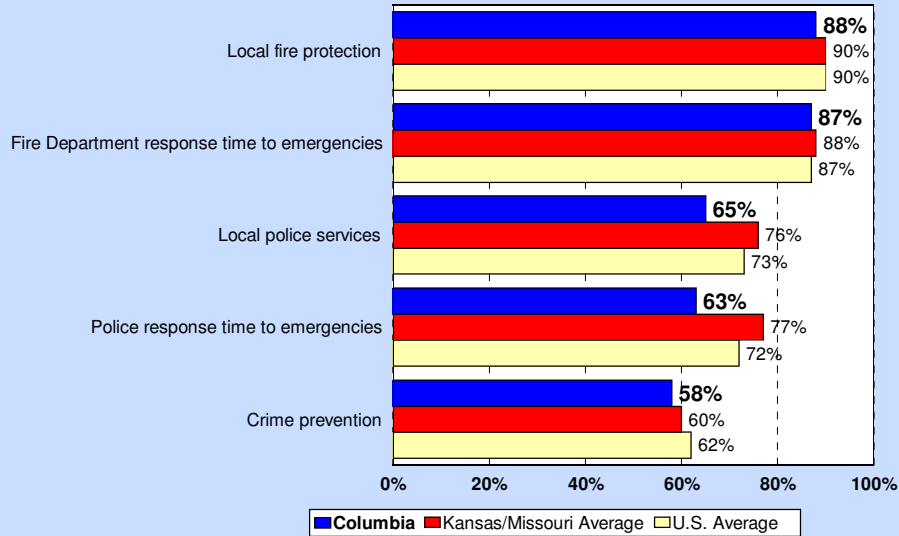
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





## Overall Satisfaction with Public Safety Services Columbia vs. Kansas/Missouri vs. the U.S.

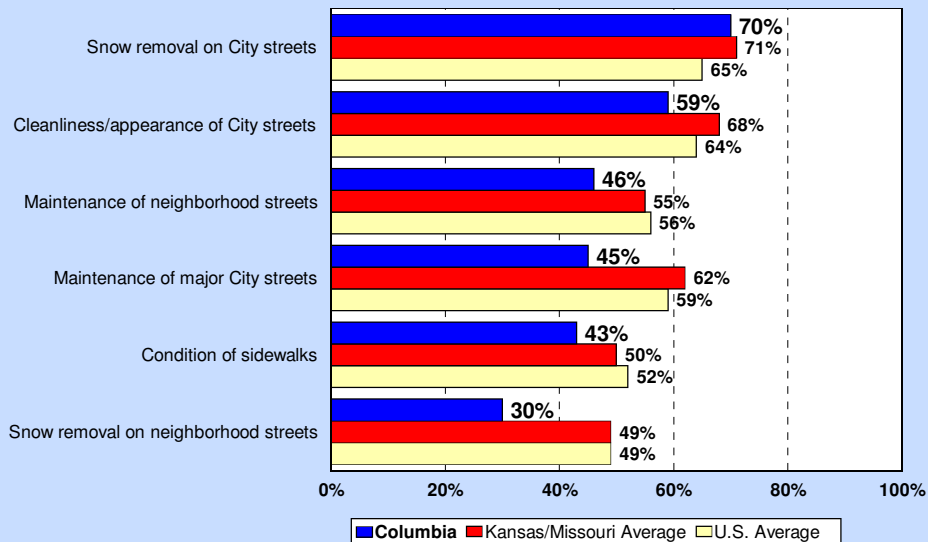
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2013 ETC Institute

## Overall Satisfaction with Streets and Sidewalks Columbia vs. Kansas/Missouri vs. the U.S.

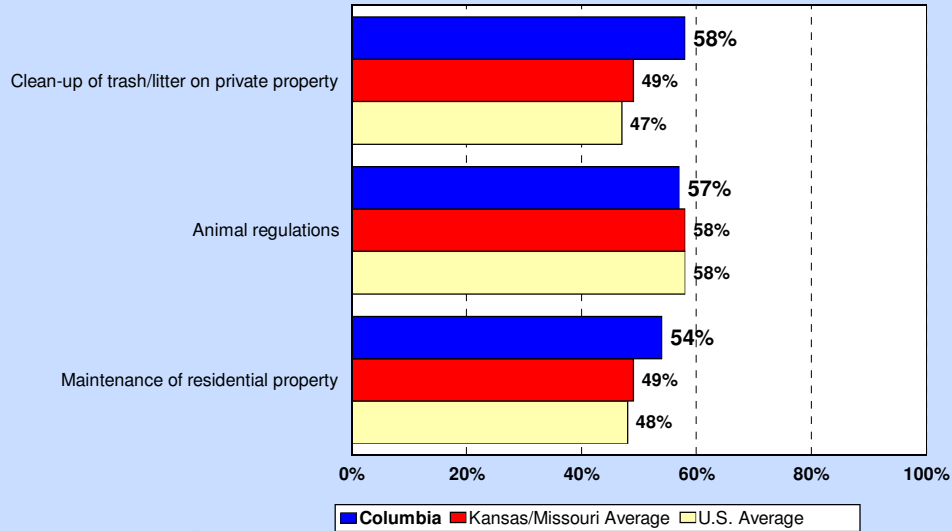
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2013 ETC Institute

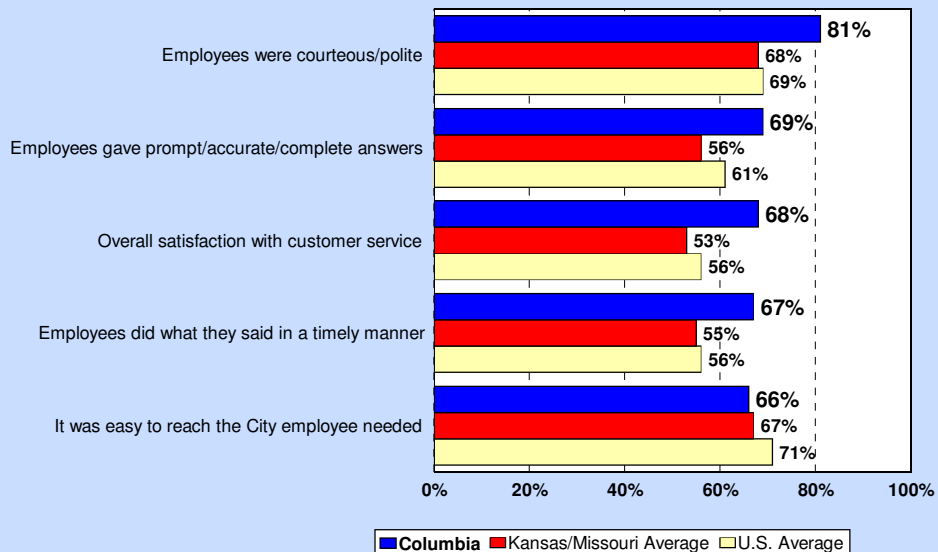
## Overall Satisfaction with Code Enforcement and Neighborhood Services Columbia vs. Kansas/Missouri vs. the U.S.

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)



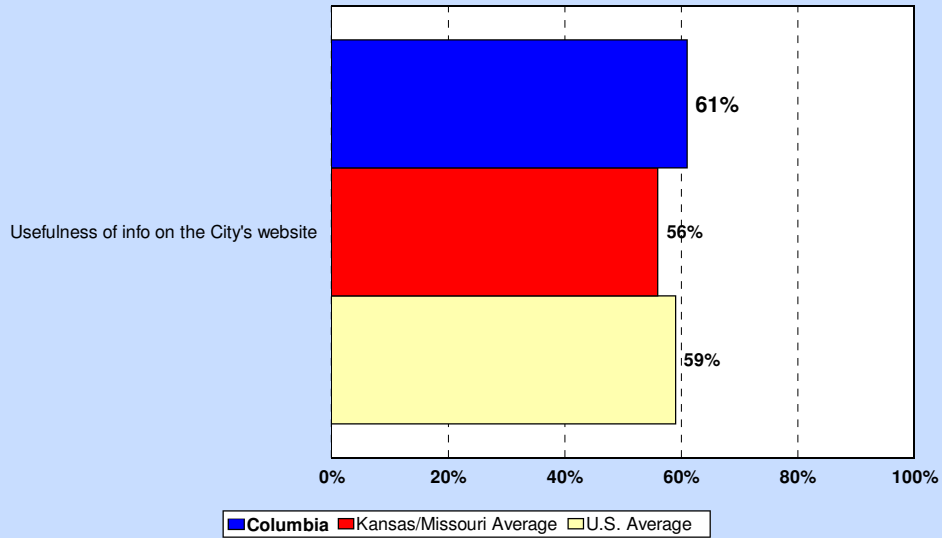
## Overall Satisfaction with Customer Service Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was a positive response and 1 was a negative response (excluding don't knows)



## Overall Satisfaction with Communication Columbia vs. Kansas/Missouri vs. the U.S.

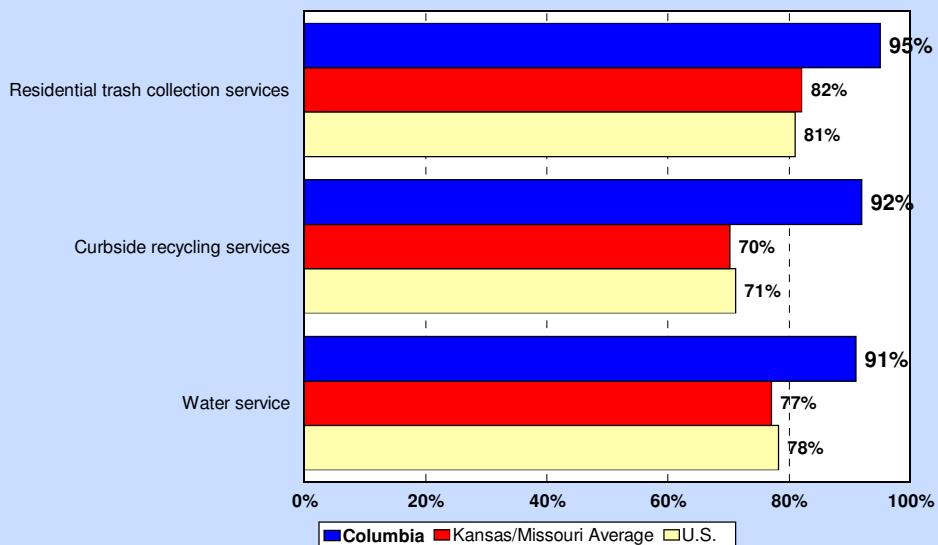
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2013 ETC Institute

## Overall Satisfaction with Utility Services Columbia vs. Kansas/Missouri vs. the 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)



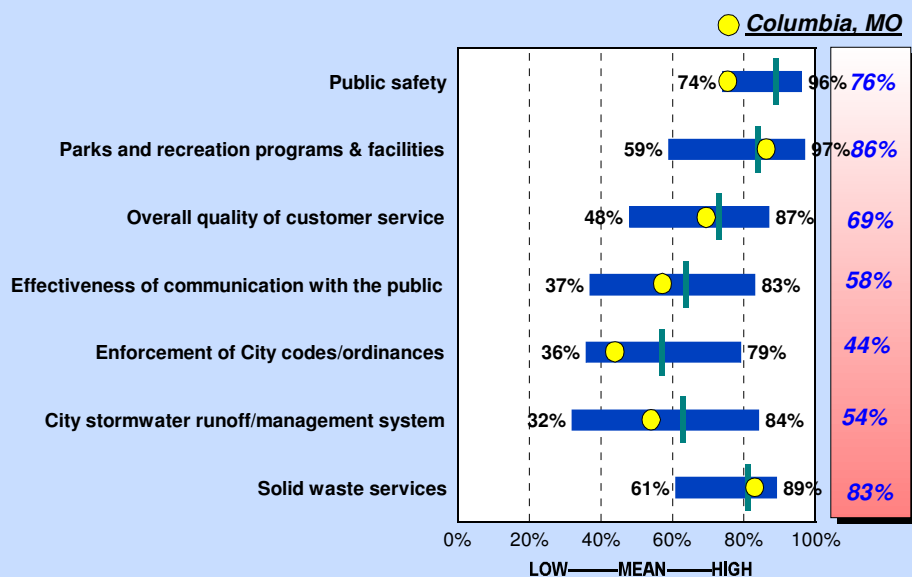
Source: 2013 ETC Institute

# Kansas and Missouri Performance Ranges

Source: 2013 ETC Institute

## Overall Satisfaction With Major Categories of City Services - 2013

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

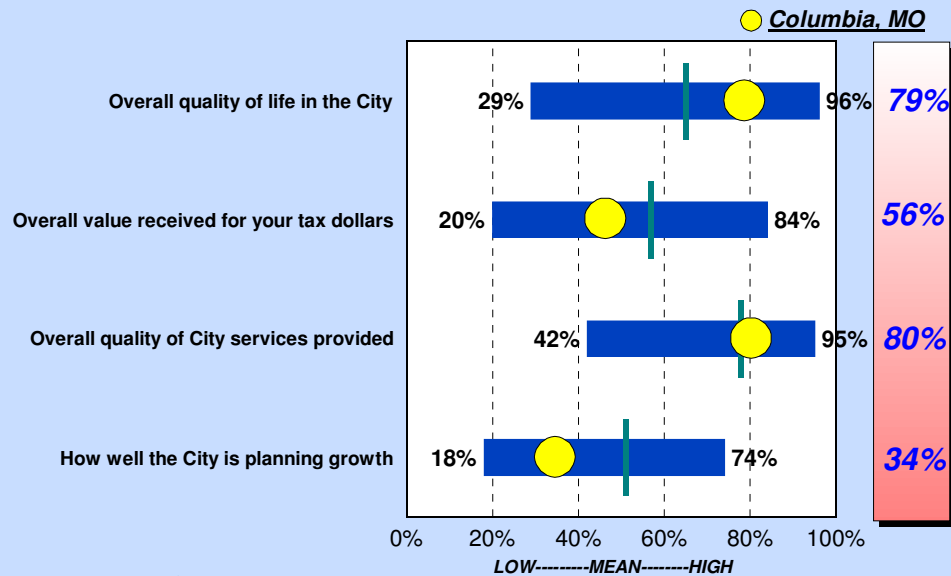


Source: 2013 ETC Institute



## Perceptions that Residents Have of the Community in Which They Live - 2013

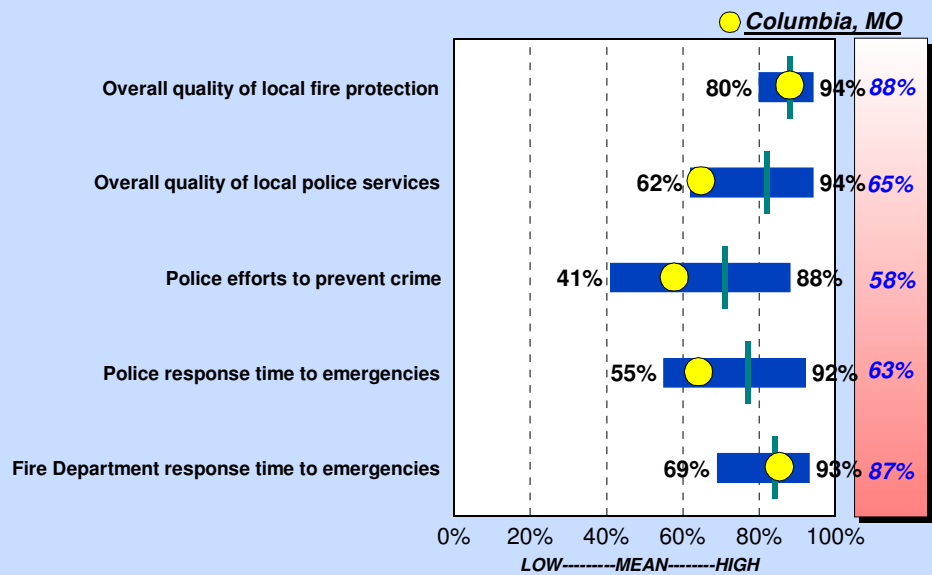
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2013 ETC Institute

## Satisfaction with Public Safety Services - 2013

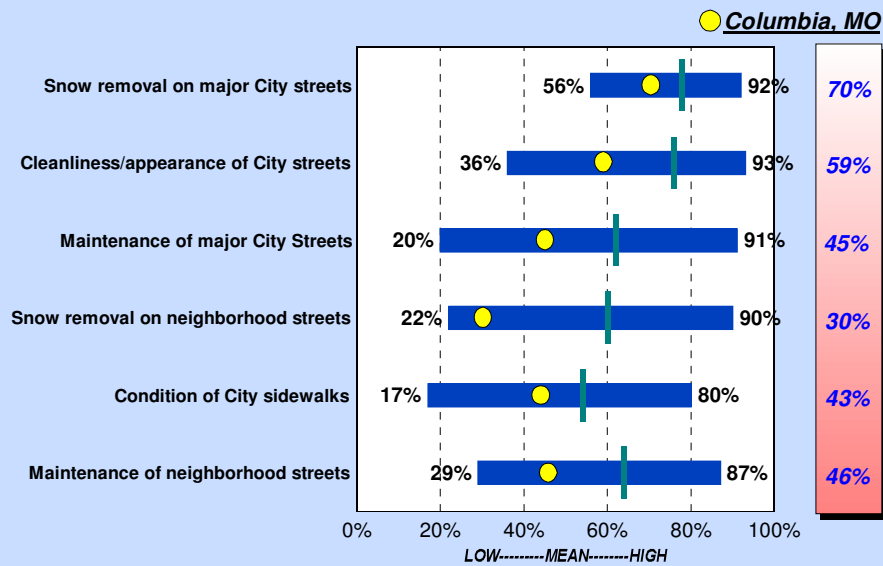
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2013 ETC Institute

## Satisfaction with Streets and Sidewalks - 2013

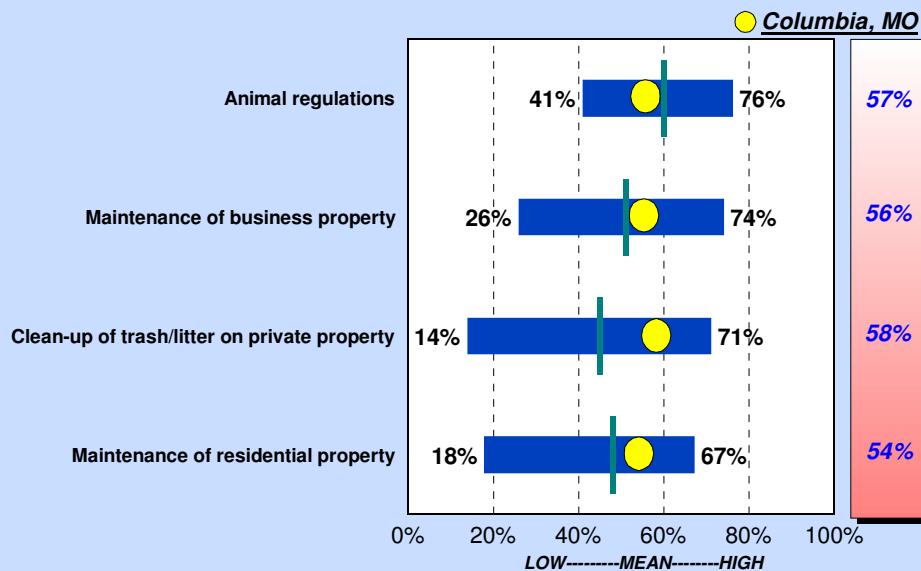
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2013 ETC Institute

## Satisfaction with Code Enforcement and Neighborhood Services - 2013

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



Source: 2013 ETC Institute

## Section 3:

# Importance-Satisfaction Analysis

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# Importance-Satisfaction Analysis

## Columbia, Missouri

### Overview

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

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

### Methodology

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

**Example of the Calculation.** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Fifty-nine percent (59%) selected *the condition of City streets* as one of the most important services for the City to provide.

With regard to satisfaction, 24% of the residents survey rated the city's overall performance in *the condition of City streets* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for *the condition of City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 59% was multiplied by 76% (1-0.24). This calculation yielded an I-S rating of 0.4484, which was ranked first out of ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

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

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

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ( $IS \geq 0.20$ )*
- *Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )*
- *Maintain Current Emphasis ( $IS < 0.10$ )*

The results for Columbia are provided on the following page.

## 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>						
Condition of City streets	59%	3	24%	10	0.4484	1
Public safety services	90%	1	76%	4	0.2160	2
<b><u>High Priority (IS .10-.20)</u></b>						
City water, electric, and sewer services	71%	2	84%	2	0.1136	3
Public health services in the community	34%	5	68%	6	0.1088	4
Enforcement of City codes/ordinances for buildings	19%	7	44%	9	0.1064	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Solid waste services	53%	4	83%	3	0.0901	6
City's stormwater runoff/management system	13%	8	54%	8	0.0598	7
Effectiveness of City communication w public	12%	9	58%	7	0.0504	8
Parks and recreation programs and facilities	30%	6	86%	1	0.0420	9
Quality of customer service received	8%	10	69%	5	0.0248	10

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

## 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><u>Very High Priority (IS &gt;.20)</u></b>						
Police efforts to prevent crime	72%	1	58%	5	0.3024	1
How quickly police respond to emergencies	65%	2	63%	4	0.2405	2
<b><u>High Priority (IS .10-.20)</u></b>						
Overall quality of local police services	38%	4	65%	3	0.1330	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How quickly Fire Department personnel respond to emergencies	63%	3	87%	2	0.0819	4
The City's municipal court	13%	6	50%	6	0.0650	5
Overall quality of City fire protection	30%	5	88%	1	0.0360	6

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### City of Columbia

### Streets and Sidewalks

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	83%	1	45%	5	0.4565	1
<b><u>High Priority (IS .10-.20)</u></b>						
Snow removal on neighborhood streets	28%	4	30%	9	0.1960	2
Maintenance of streets in YOUR neighborhood	31%	3	46%	4	0.1674	3
Traffic calming efforts	21%	5	31%	8	0.1449	4
Snow removal on major City streets	47%	2	70%	1	0.1410	5
Condition of pavement markings	21%	6	34%	7	0.1386	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Availability of sidewalks in the City	19%	8	48%	3	0.0988	7
Condition of City sidewalks	17%	9	43%	6	0.0969	8
Overall cleanliness and appearance of City streets	20%	7	59%	2	0.0820	9

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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



## Importance-Satisfaction Rating

### City of Columbia

### Code Enforcement and Neighborhood Services

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 residential property	72%	1	54%	4	0.3312	1
Clean-up of trash and litter	71%	2	58%	1	0.2982	2
Maintenance of business property	63%	3	56%	3	0.2772	3
Parking on neighborhood streets	38%	4	45%	5	0.2090	4
<b><u>High Priority (IS .10-.20)</u></b>						
Animal regulations (including pick-up of strays)	35%	5	57%	2	0.1505	5

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

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## Importance-Satisfaction Rating

### City of Columbia

### Public Health

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Prevent the spread of infectious disease/protect the public	67%	1	72%	2	0.1876	1
Guard against exposure to environmental risks	52%	3	66%	3	0.1768	2
Guard against food poisoning through restaurant inspections	62%	2	74%	1	0.1612	3
Assure the health of women and children in the community	30%	5	57%	6	0.1290	4
Encourage healthy lifestyles	32%	4	65%	4	0.1120	5
<b>Medium Priority (IS &lt;.10)</b>						
Assess and monitor disease, injuries, and potential health risks	22%	6	62%	5	0.0836	6

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years

**Satisfaction %:**

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

## Importance-Satisfaction Rating

### City of Columbia

### Transportation

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>						
Availability of bus service in the City	52%	2	41%	6	0.3068	1
<b><u>High Priority (IS .10-.20)</u></b>						
Ease of walking in the City	42%	5	61%	4	0.1638	2
Ease of travel by bike in the City	27%	6	51%	5	0.1323	3
How easy it is for you to get to/from work	55%	1	77%	3	0.1265	4
How easy it is to get to/from your home and major shopping areas in the City	48%	3	79%	2	0.1008	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How easy it is to get from your home to downtown Columbia	43%	4	81%	1	0.0817	6

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

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

### **Importance-Satisfaction Matrix Analysis.**

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

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

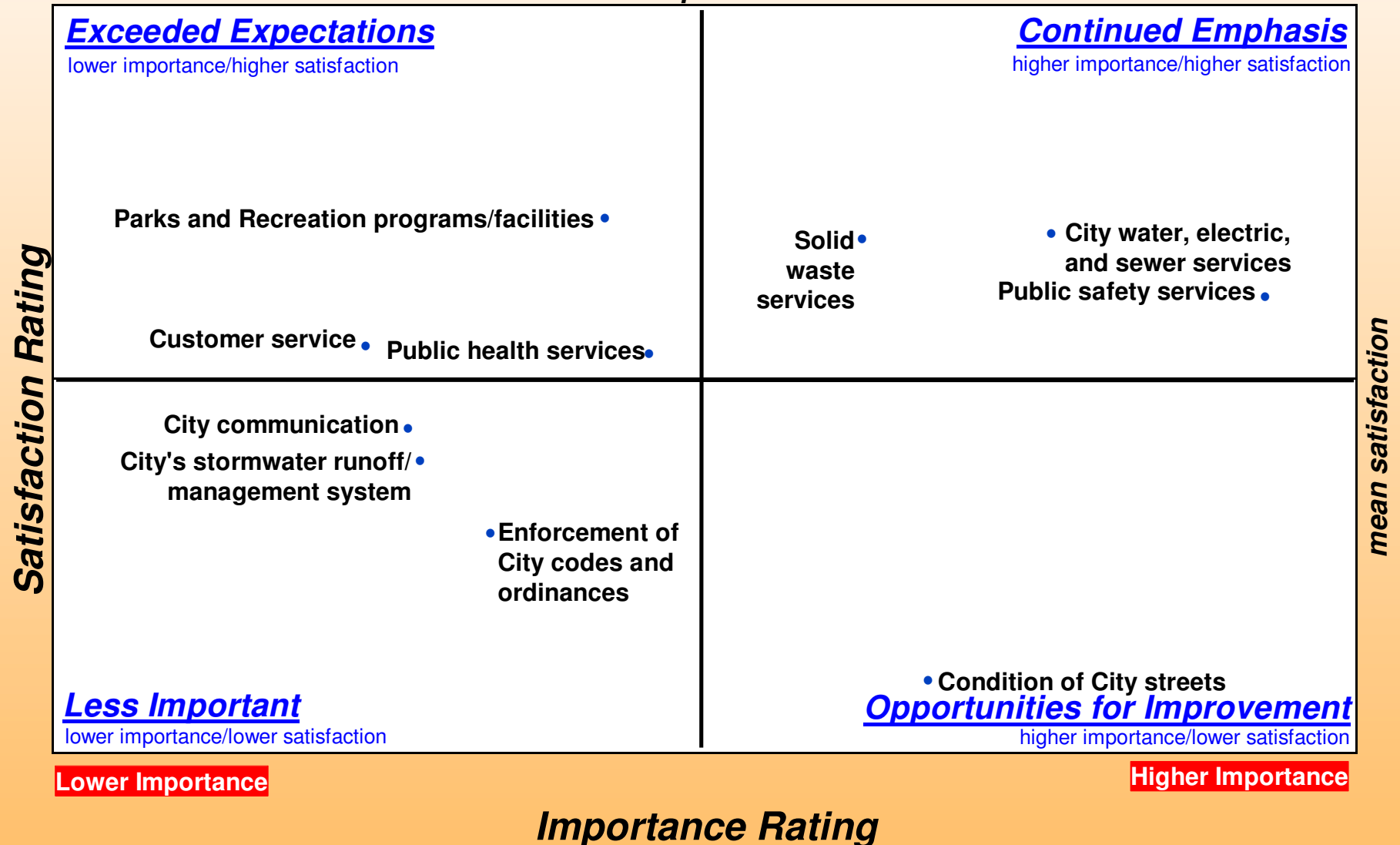
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

Matrices showing the results for Columbia are provided on the following pages.

# 2013 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

**-Overall-**

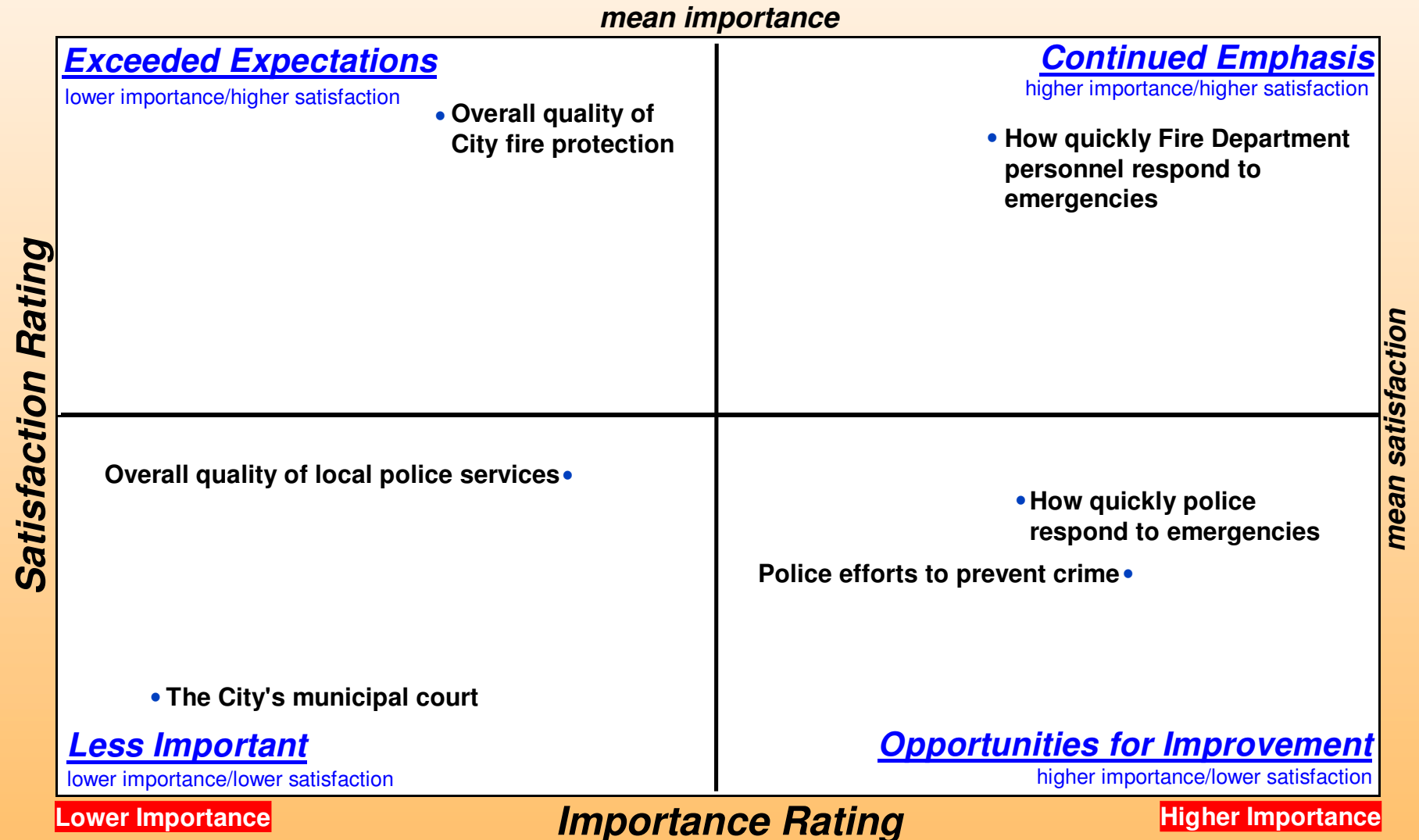
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)  
*mean importance*



# 2013 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

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



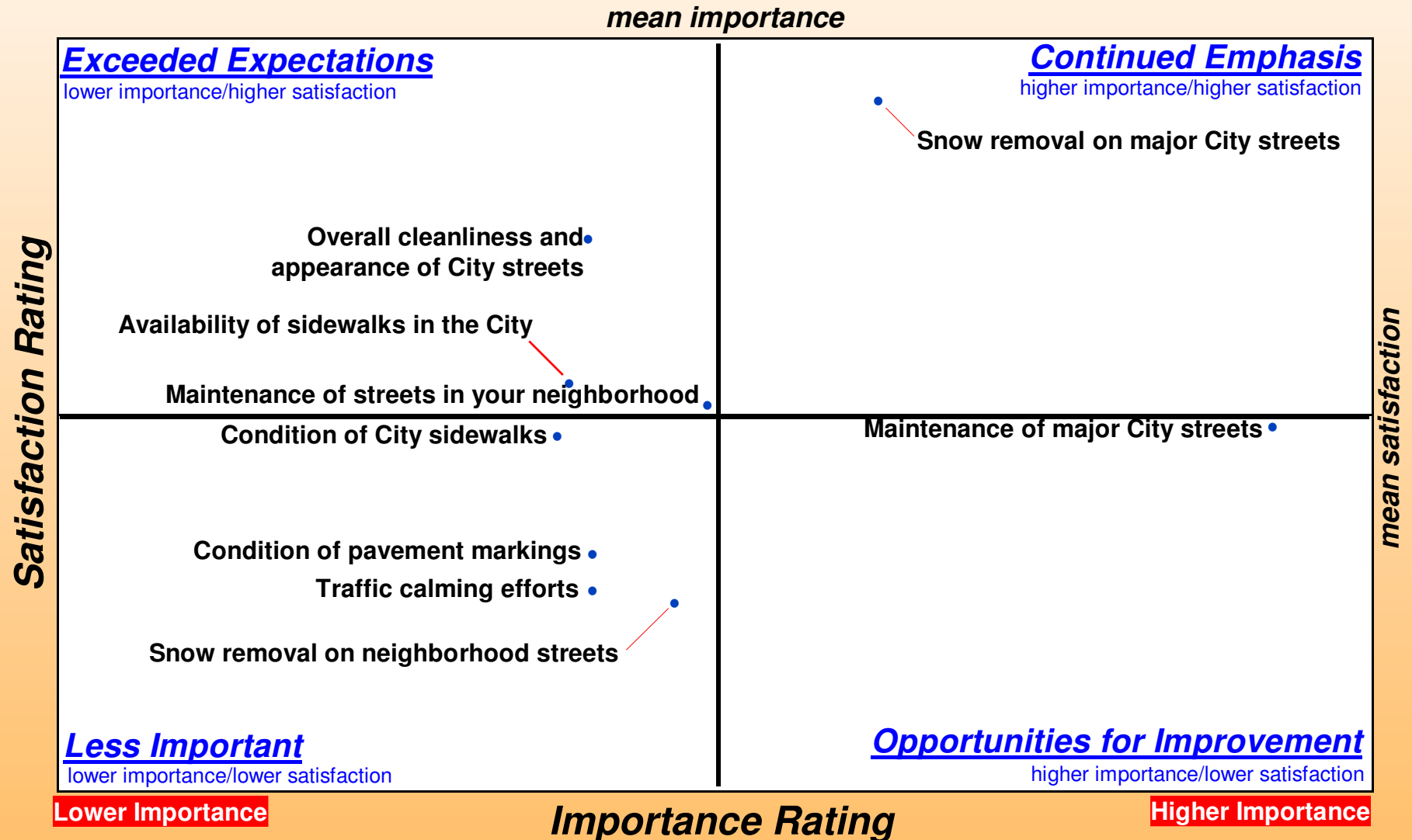
Source: ETC Institute (May 2013)

ETC Institute (2013)

# 2013 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Streets & Sidewalks-

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



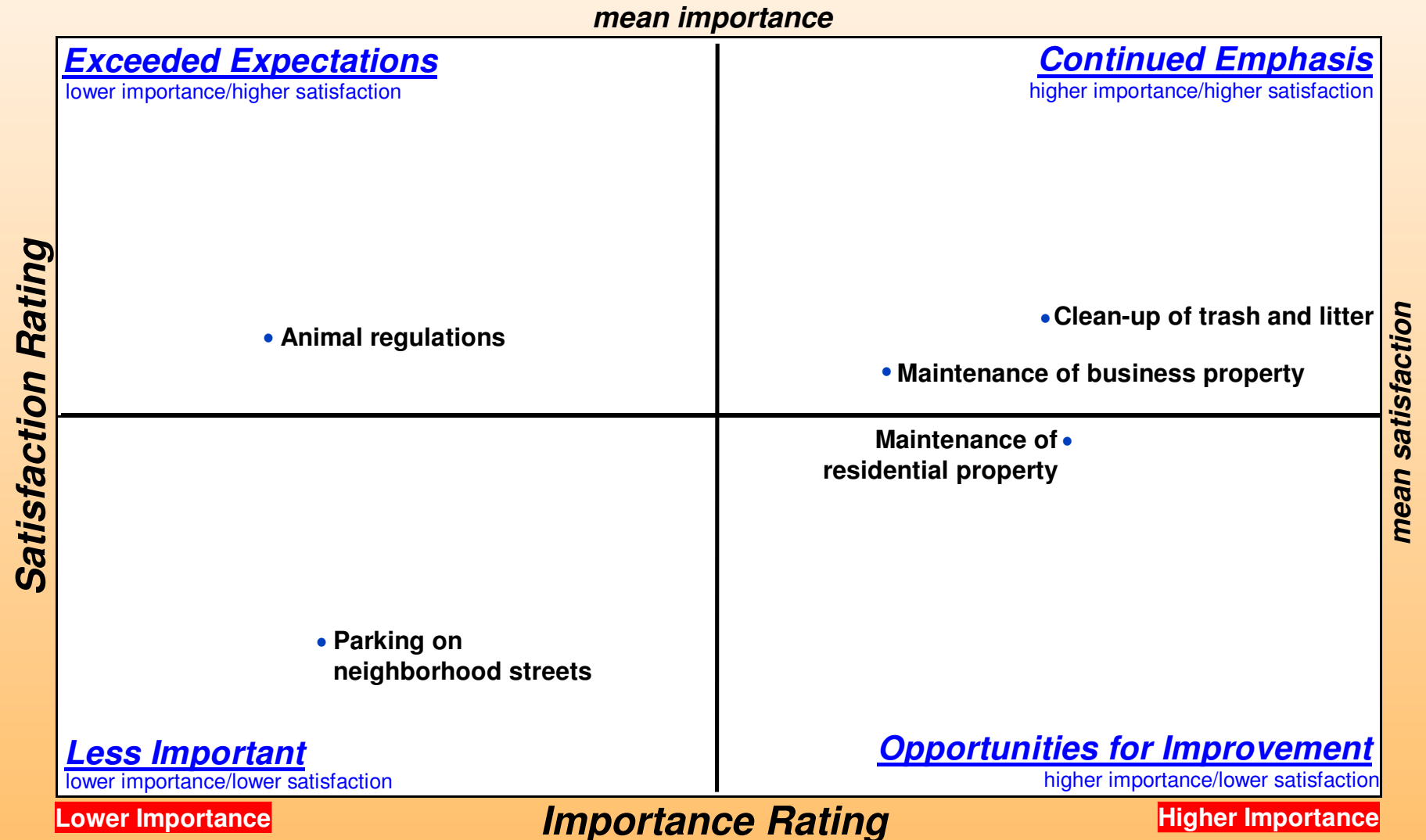
Source: ETC Institute (May 2013)

ETC Institute (2013)

# 2013 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

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



Source: ETC Institute (May 2013)

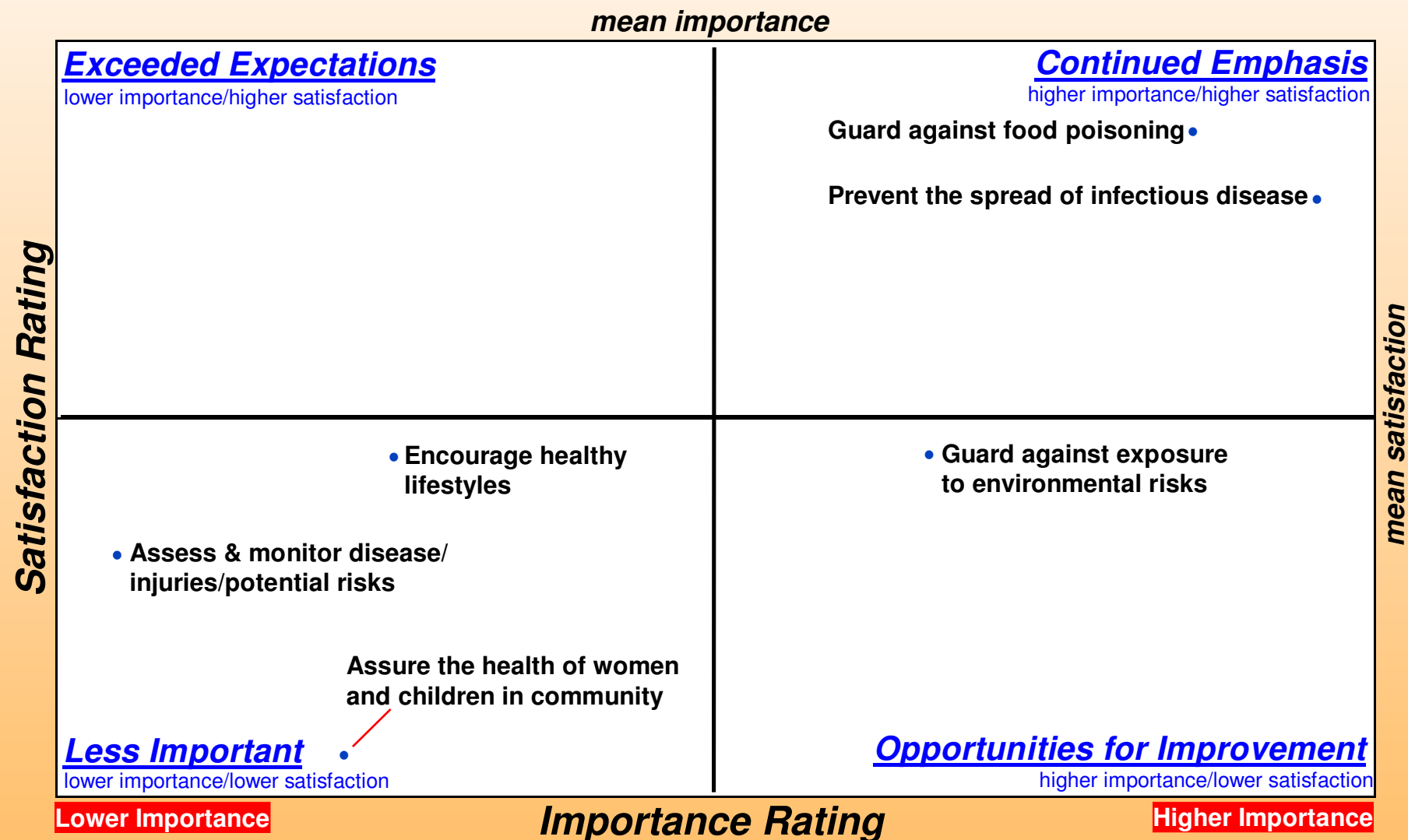
ETC Institute (2013)



# 2013 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Public Health-

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



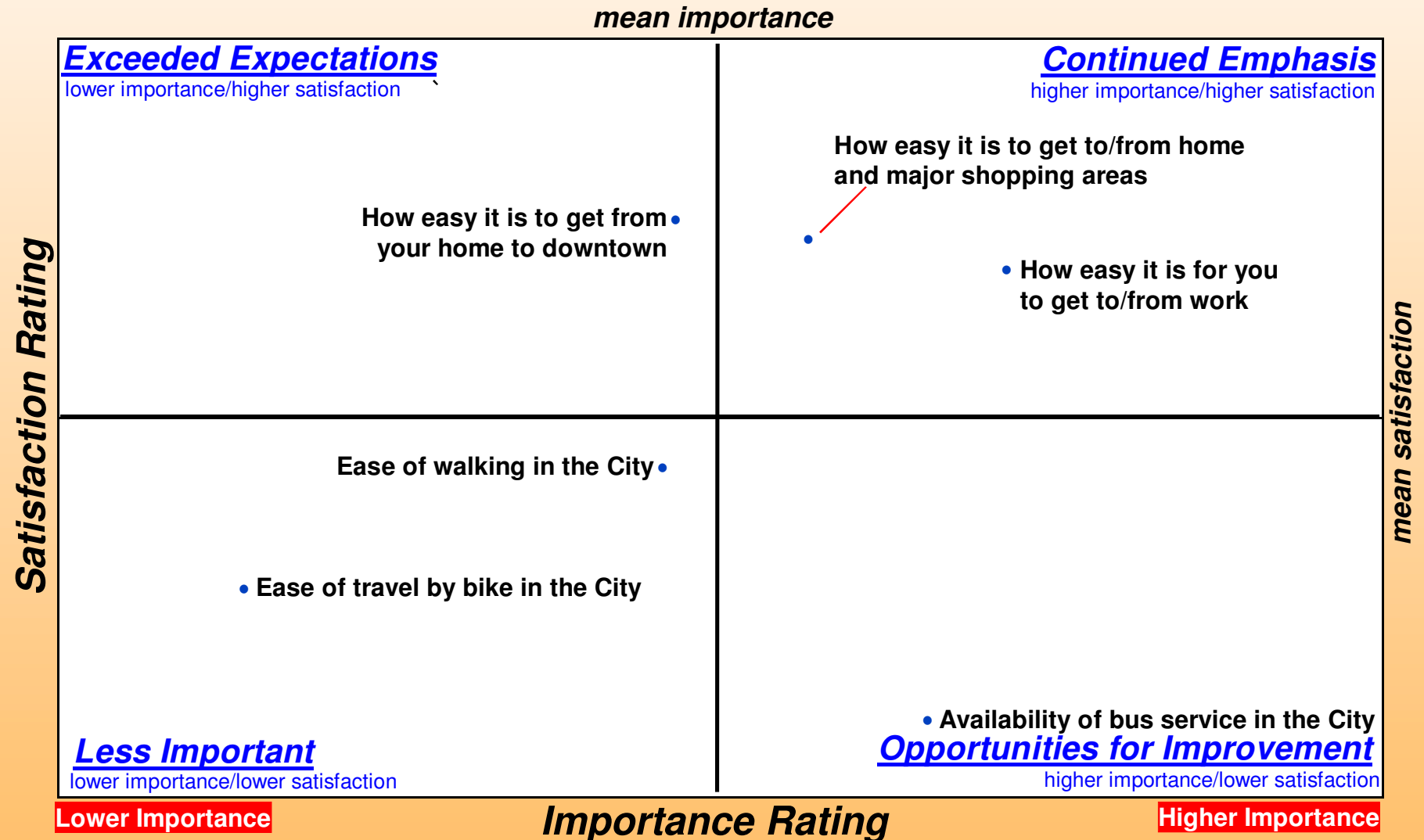
Source: ETC Institute (May 2013)

ETC Institute (2013)

# 2013 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

## -Transportation-

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



Source: ETC Institute (May 2013)

ETC Institute (2013)

## **Section 4:**

# **Tabular Data**

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**Q1. Major categories of services provided by 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=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Public safety services provided by the City	23.3%	50.1%	15.3%	6.5%	1.7%	3.1%
Q1b. Parks and recreation programs and facilities provided by the City	42.9%	40.8%	10.2%	2.3%	1.0%	2.7%
Q1c. Condition of City streets	3.3%	20.5%	27.6%	35.8%	11.3%	1.5%
Q1d. Enforcement of City codes and ordinances	7.6%	30.3%	34.8%	10.6%	4.1%	12.6%
Q1e. Quality of customer service you receive from City employees	20.1%	43.5%	22.5%	4.2%	1.7%	8.0%
Q1f. Effectiveness of City communication with the public	13.1%	41.6%	29.5%	8.8%	2.2%	4.9%
Q1g. The City's stormwater runoff/ stormwater management system	10.7%	37.4%	27.6%	10.9%	3.1%	10.4%
Q1h. Public health services in the community	19.6%	40.7%	24.2%	4.1%	0.9%	10.6%
Q1i. Solid waste services (trash, recycling, etc.)	34.4%	47.1%	9.4%	5.3%	1.5%	2.3%
Q1j. City water, electric, and sewer services	31.1%	51.4%	11.3%	2.8%	1.5%	1.8%

**WITHOUT DON'T KNOW**

**Q1. Major categories of services provided by 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." (Without "Don't Know")**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Public safety services provided by the City	24.0%	51.7%	15.8%	6.7%	1.8%
Q1b. Parks and recreation programs and facilities provided by the City	44.1%	42.0%	10.5%	2.4%	1.0%
Q1c. Condition of City streets	3.4%	20.9%	28.0%	36.3%	11.4%
Q1d. Enforcement of City codes and ordinances	8.7%	34.7%	39.8%	12.1%	4.7%
Q1e. Quality of customer service you receive from City employees	21.9%	47.2%	24.4%	4.6%	1.9%
Q1f. Effectiveness of City communication with the public	13.7%	43.7%	31.0%	9.2%	2.3%
Q1g. The City's stormwater runoff/stormwater management system	12.0%	41.7%	30.8%	12.1%	3.4%
Q1h. Public health services in the community	21.9%	45.5%	27.0%	4.6%	1.0%
Q1i. Solid waste services (trash, recycling, etc.)	35.2%	48.2%	9.6%	5.4%	1.5%
Q1j. City water, electric, and sewer services	31.7%	52.4%	11.6%	2.9%	1.5%

**Q2. Which FOUR of the major City services listed above do you think are the most important services for the City to provide?**

<u>1st Choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by the City	581	71.6 %
Parks and recreation programs and facilities	21	2.6 %
Condition of City streets	45	5.5 %
Enforcement of City codes and ordinances	7	0.9 %
Quality of customer service you receive from City employees	6	0.7 %
Effectiveness of City communication with the public	4	0.5 %
The City's stormwater runoff/stormwater	7	0.9 %
Public health services in the community	15	1.8 %
Solid waste services	23	2.8 %
City water, electric, and sewer services	89	11.0 %
None chosen	13	1.6 %
Total	811	100.0 %

**Q2. Which FOUR of the major City services listed above do you think are the most important services for the City to provide?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by the City	71	8.8 %
Parks and recreation programs and facilities	62	7.6 %
Condition of City streets	187	23.1 %
Enforcement of City codes and ordinances	45	5.5 %
Quality of customer service you receive from City employees	7	0.9 %
Effectiveness of City communication with the public	22	2.7 %
The City's stormwater runoff/stormwater	17	2.1 %
Public health services in the community	72	8.9 %
Solid waste services	102	12.6 %
City water, electric, and sewer services	208	25.6 %
None chosen	18	2.2 %
Total	811	100.0 %

**Q2. Which FOUR of the major City services listed above do you think are the most important services for the City to provide?**

<u>3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by the City	48	5.9 %
Parks and recreation programs and facilities	47	5.8 %
Condition of City streets	107	13.2 %
Enforcement of City codes and ordinances	60	7.4 %
Quality of customer service you receive from City employees	16	2.0 %
Effectiveness of City communication with the public	35	4.3 %
The City's stormwater runoff/stormwater	37	4.6 %
Public health services in the community	100	12.3 %
Solid waste services	186	22.9 %
City water, electric, and sewer services	150	18.5 %
None chosen	25	3.1 %
Total	811	100.0 %

**Q2. Which FOUR of the major City services listed above do you think are the most important services for the City to provide?**

<u>4th Choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by the City	33	4.1 %
Parks and recreation programs and facilities	110	13.6 %
Condition of City streets	143	17.6 %
Enforcement of City codes and ordinances	43	5.3 %
Quality of customer service you receive from City employees	33	4.1 %
Effectiveness of City communication with the public	32	3.9 %
The City's stormwater runoff/stormwater	41	5.1 %
Public health services in the community	86	10.6 %
Solid waste services	121	14.9 %
City water, electric, and sewer services	126	15.5 %
None chosen	43	5.3 %
Total	811	100.0 %

**Q2. Which FOUR of the major City services listed above do you think are the most important services for the City to provide? (Sum of Top Four Choices)**

<u>Sum of Top Four Choices</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by the City	733	90.4 %
Parks and recreation programs and facilities	240	29.6 %
Condition of City streets	482	59.4 %
Enforcement of City codes and ordinances	155	19.1 %
Quality of customer service you receive from City employees	62	7.6 %
Effectiveness of City communication with the public	93	11.5 %
The City's stormwater runoff/stormwater	102	12.6 %
Public health services in the community	273	33.7 %
Solid waste services	432	53.3 %
City water, electric, and sewer services	573	70.7 %
None chosen	13	1.6 %
Total	3158	



**Q3. PERCEPTIONS OF THE CITY. 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=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by the City of Columbia	18.5%	59.4%	15.9%	3.3%	0.7%	2.1%
Q3b. Overall value that you receive for your City tax dollars and fees	12.1%	41.8%	25.2%	13.9%	3.6%	3.5%
Q3c. City efforts to pursue innovative programs and solutions	11.5%	37.9%	31.7%	11.0%	2.2%	5.8%
Q3d. City efforts to partner with organizations/citizens to address issues	10.5%	36.7%	32.2%	10.7%	2.3%	7.5%
Q3e. Transparency and accountability of City actions	6.7%	28.9%	32.6%	18.6%	4.9%	8.3%
Q3f. How well the City is planning for growth	6.5%	25.5%	25.8%	26.0%	10.9%	5.3%
Q3g. Overall quality of life in the city	23.1%	55.7%	13.3%	5.8%	1.0%	1.1%
Q3h. Overall feeling of safety in the city	12.7%	48.0%	20.7%	14.2%	3.7%	0.7%

**WITHOUT DON'T KNOW**

**Q3. PERCEPTIONS OF THE CITY. 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." (Without "Don't Know")**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by the City of Columbia	18.9%	60.7%	16.2%	3.4%	0.8%
Q3b. Overall value that you receive for your City tax dollars and fees	12.5%	43.3%	26.1%	14.4%	3.7%
Q3c. City efforts to pursue innovative programs and solutions	12.2%	40.2%	33.6%	11.6%	2.4%
Q3d. City efforts to partner with organizations/citizens to address issues	11.3%	39.7%	34.8%	11.6%	2.5%
Q3e. Transparency and accountability of City actions	7.3%	31.5%	35.5%	20.3%	5.4%
Q3f. How well the City is planning for growth	6.9%	27.0%	27.2%	27.5%	11.5%
Q3g. Overall quality of life in the city	23.3%	56.3%	13.5%	5.9%	1.0%
Q3h. Overall feeling of safety in the city	12.8%	48.3%	20.9%	14.3%	3.7%

**Q4. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate your feeling of safety in the following situations in the city.**

(N=811)

	Very safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q4a. Walking in your neighborhood during the day	64.1%	27.6%	4.6%	2.3%	1.2%	0.1%
Q4b. Walking in your neighborhood at night	25.6%	41.3%	15.7%	12.2%	3.7%	1.5%
Q4c. In downtown Columbia during the day	46.8%	39.4%	9.1%	3.6%	0.5%	0.5%
Q4d. In downtown Columbia at night	10.0%	29.6%	26.8%	24.0%	6.2%	3.5%
Q4e. In City parks during the day	38.7%	41.6%	11.5%	5.2%	1.4%	1.7%
Q4f. In City parks at night	3.2%	13.8%	25.9%	35.3%	13.9%	7.9%

**WITHOUT DON'T KNOW**

**Q4. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate your feeling of safety in the following situations in the city. (Without "Don't Know")**

(N=811)

	Very safe	Safe	Neutral	Unsafe	Very Unsafe
Q4a. Walking in your neighborhood during the day	64.2%	27.7%	4.6%	2.3%	1.2%
Q4b. Walking in your neighborhood at night	26.0%	41.9%	15.9%	12.4%	3.8%
Q4c. In downtown Columbia during the day	47.1%	39.6%	9.2%	3.6%	0.5%
Q4d. In downtown Columbia at night	10.4%	30.7%	27.7%	24.8%	6.4%
Q4e. In City parks during the day	39.4%	42.3%	11.7%	5.3%	1.4%
Q4f. In City parks at night	3.5%	15.0%	28.1%	38.3%	15.1%

**Q5. PUBLIC SAFETY SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Police efforts to prevent crime	10.7%	45.1%	22.1%	13.6%	4.6%	4.0%
Q5b. How quickly police respond to emergencies	12.4%	39.4%	20.0%	8.3%	2.8%	17.1%
Q5c. Overall quality of local police services	12.8%	47.5%	20.7%	8.9%	3.5%	6.5%
Q5d. How quickly Fire Department personnel respond to emergencies	31.5%	40.0%	9.3%	1.4%	0.2%	17.7%
Q5e. Overall quality of City fire protection	31.8%	47.3%	9.6%	0.5%	0.4%	10.4%
Q5f. The City's municipal court	7.0%	25.8%	28.8%	3.6%	1.9%	32.9%

**WITHOUT DON'T KNOW**

**Q5. PUBLIC SAFETY SERVICES.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Police efforts to prevent crime	11.2%	46.9%	23.0%	14.1%	4.8%
Q5b. How quickly police respond to emergencies	14.9%	47.5%	24.1%	10.0%	3.4%
Q5c. Overall quality of local police services	13.7%	50.9%	22.2%	9.5%	3.7%
Q5d. How quickly Fire Department personnel respond to emergencies	38.2%	48.6%	11.2%	1.6%	0.3%
Q5e. Overall quality of City fire protection	35.4%	52.8%	10.8%	0.6%	0.4%
Q5f. The City's municipal court	10.5%	38.5%	42.9%	5.3%	2.8%

**Q6. Which THREE of the public safety services listed above do you think are the most important services for the City to provide?**

<u>1st Choice</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	329	40.6 %
How quickly police respond to emergencies	200	24.7 %
Overall quality of local police services	98	12.1 %
How quickly Fire Department personnel respond to emergencies	108	13.3 %
Overall quality of City fire protection	24	3.0 %
The City's municipal court	6	0.7 %
None Chosen	46	5.7 %
Total	811	100.0 %

**Q6. Which THREE of the public safety services listed above do you think are the most important services for the City to provide?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	79	9.7 %
How quickly police respond to emergencies	231	28.5 %
Overall quality of local police services	81	10.0 %
How quickly Fire Department personnel respond to emergencies	251	30.9 %
Overall quality of City fire protection	110	13.6 %
The City's municipal court	10	1.2 %
None Chosen	49	6.0 %
Total	811	100.0 %

**Q6. Which THREE of the public safety services listed above do you think are the most important services for the City to provide?**

<u>3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	173	21.3 %
How quickly police respond to emergencies	97	12.0 %
Overall quality of local police services	127	15.7 %
How quickly Fire Department personnel respond to emergencies	155	19.1 %
Overall quality of City fire protection	109	13.4 %
The City's municipal court	88	10.9 %
None Chosen	62	7.6 %
Total	811	100.0 %

**Q6. Which THREE of the public safety services listed above do you think are the most important services for the City to provide? (Sum of Three Choices)**

<u>Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	581	71.6 %
How quickly police respond to emergencies	528	65.1 %
Overall quality of local police services	306	37.7 %
How quickly Fire Department personnel respond to emergencies	514	63.4 %
Overall quality of City fire protection	243	30.0 %
The City's municipal court	104	12.8 %
None Chosen	46	5.7 %
Total	2322	

**Q7. STREETS AND SIDEWALKS. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Maintenance of major City streets	5.9%	38.3%	19.1%	27.5%	8.3%	0.9%
Q7b. Maintenance of streets in YOUR neighborhood	7.5%	37.9%	21.7%	23.8%	8.1%	1.0%
Q7c. Snow removal on major City streets	15.4%	53.0%	15.0%	11.0%	4.4%	1.1%
Q7d. Snow removal on neighborhood streets	5.7%	23.3%	21.1%	30.3%	18.4%	1.2%
Q7e. Overall cleanliness and appearance of City streets	8.1%	50.3%	27.9%	10.5%	2.2%	1.0%
Q7f. Condition of City sidewalks	5.1%	37.3%	32.1%	18.9%	4.4%	2.2%
Q7g. Availability of sidewalks in the city	6.5%	39.3%	26.5%	18.7%	5.5%	3.3%
Q7h. Condition of pavement markings	4.2%	28.6%	27.4%	25.0%	11.5%	3.3%
Q7i. Traffic calming efforts	3.1%	23.1%	30.7%	22.0%	7.5%	13.5%



**WITHOUT DON'T KNOW**

**Q7. STREETS AND SIDEWALKS. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Maintenance of major City streets	6.0%	38.6%	19.3%	27.8%	8.3%
Q7b. Maintenance of streets in YOUR neighborhood	7.6%	38.2%	21.9%	24.0%	8.2%
Q7c. Snow removal on major City streets	15.6%	53.6%	15.2%	11.1%	4.5%
Q7d. Snow removal on neighborhood streets	5.7%	23.6%	21.3%	30.7%	18.6%
Q7e. Overall cleanliness and appearance of City streets	8.2%	50.8%	28.1%	10.6%	2.2%
Q7f. Condition of City sidewalks	5.2%	38.1%	32.8%	19.3%	4.5%
Q7g. Availability of sidewalks in the city	6.8%	40.7%	27.4%	19.4%	5.7%
Q7h. Condition of pavement markings	4.3%	29.6%	28.3%	25.9%	11.9%
Q7i. Traffic calming efforts	3.6%	26.8%	35.5%	25.5%	8.7%

**Q8. Which THREE of the street and sidewalk services listed above do you think are the most important services for the City to provide?**

<u>1st Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	560	69.1 %
Maintenance of streets in YOUR neighborhood	33	4.1 %
Snow removal on major City streets	40	4.9 %
Snow removal on neighborhood streets	35	4.3 %
Overall cleanliness and appearance of City streets	15	1.8 %
Condition of City sidewalks	12	1.5 %
Availability of sidewalks in the city	23	2.8 %
Condition of pavement markings	22	2.7 %
Traffic calming efforts	37	4.6 %
None chosen	34	4.2 %
Total	811	100.0 %

**Q8. Which THREE of the street and sidewalk services listed above do you think are the most important services for the City to provide?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	69	8.5 %
Maintenance of streets in YOUR neighborhood	147	18.1 %
Snow removal on major City streets	216	26.6 %
Snow removal on neighborhood streets	81	10.0 %
Overall cleanliness and appearance of City streets	52	6.4 %
Condition of City sidewalks	52	6.4 %
Availability of sidewalks in the city	42	5.2 %
Condition of pavement markings	66	8.1 %
Traffic calming efforts	48	5.9 %
None chosen	38	4.7 %
Total	811	100.0 %

**Q8. Which THREE of the street and sidewalk services listed above do you think are the most important services for the City to provide?**

<u>3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	42	5.2 %
Maintenance of streets in YOUR neighborhood	72	8.9 %
Snow removal on major City streets	123	15.2 %
Snow removal on neighborhood streets	112	13.8 %
Overall cleanliness and appearance of City streets	97	12.0 %
Condition of City sidewalks	77	9.5 %
Availability of sidewalks in the city	85	10.5 %
Condition of pavement markings	79	9.7 %
Traffic calming efforts	82	10.1 %
None chosen	42	5.2 %
Total	811	100.0 %

**Q8. Which THREE of the street and sidewalk services listed above do you think are the most important services for the City to provide? (Sum of Three Choices)**

<u>Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	671	82.7 %
Maintenance of streets in YOUR neighborhood	252	31.1 %
Snow removal on major City streets	379	46.7 %
Snow removal on neighborhood streets	228	28.1 %
Overall cleanliness and appearance of City streets	164	20.2 %
Condition of City sidewalks	141	17.4 %
Availability of sidewalks in the city	150	18.5 %
Condition of pavement markings	167	20.6 %
Traffic calming efforts	167	20.6 %
None chosen	34	4.2 %
Total	2353	

**Q9. CODE ENFORCEMENT AND NEIGHBORHOOD SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Maintenance of residential property	7.2%	40.7%	29.0%	9.0%	2.8%	11.2%
Q9b. Maintenance of business property	6.5%	43.1%	31.1%	6.5%	1.5%	11.2%
Q9c. Parking on neighborhood streets	5.4%	35.7%	31.6%	13.8%	4.6%	8.9%
Q9d. Animal regulations (including the pick-up of strays)	10.4%	38.5%	27.5%	6.4%	2.6%	14.6%
Q9e. Clean-up of trash and litter	8.9%	46.7%	26.6%	9.6%	3.1%	5.1%

**WITHOUT DON'T KNOW**

**Q9. CODE ENFORCEMENT AND NEIGHBORHOOD SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Maintenance of residential property	8.1%	45.9%	32.7%	10.2%	3.2%
Q9b. Maintenance of business property	7.4%	48.5%	35.0%	7.4%	1.7%
Q9c. Parking on neighborhood streets	6.0%	39.2%	34.7%	15.2%	5.0%
Q9d. Animal regulations (including the pick-up of strays)	12.1%	45.1%	32.2%	7.5%	3.0%
Q9e. Clean-up of trash and litter	9.4%	49.2%	28.0%	10.2%	3.3%

**Q10. Which THREE of the code enforcement items listed above do you think are the most important services for the City to provide?**

<u>1st Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property	294	36.3 %
Maintenance of business property	161	19.9 %
Parking on neighborhood streets	79	9.7 %
Animal regulations (including the pick-up of strays)	56	6.9 %
Clean-up of trash and litter	170	21.0 %
None chosen	51	6.3 %
Total	811	100.0 %

**Q10. Which THREE of the code enforcement items listed above do you think are the most important services for the City to provide?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property	166	20.5 %
Maintenance of business property	233	28.7 %
Parking on neighborhood streets	103	12.7 %
Animal regulations (including the pick-up of strays)	114	14.1 %
Clean-up of trash and litter	141	17.4 %
None chosen	54	6.7 %
Total	811	100.0 %

**Q10. Which THREE of the code enforcement items listed above do you think are the most important services for the City to provide?**

<u>3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property	120	14.8 %
Maintenance of business property	119	14.7 %
Parking on neighborhood streets	124	15.3 %
Animal regulations (including the pick-up of strays)	116	14.3 %
Clean-up of trash and litter	261	32.2 %
None chosen	71	8.8 %
Total	811	100.0 %

**Q10. Which THREE of the code enforcement items listed above do you think are the most important services for the City to provide? (Sum of Top Three Choices)**

<u>Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property	580	71.5 %
Maintenance of business property	513	63.3 %
Parking on neighborhood streets	306	37.7 %
Animal regulations (including the pick-up of strays)	286	35.3 %
Clean-up of trash and litter	572	70.5 %
None chosen	51	6.3 %
Total	2308	

**Q11. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood?**

<u>Q11. To what extent are overgrown lots, abandoned cars, etc. problem in your neighborhood?</u>	<u>Number</u>	<u>Percent</u>
Not a problem	548	67.6 %
Only a small problem	149	18.4 %
Somewhat of a problem	84	10.4 %
A major problem	17	2.1 %
Don't Know	13	1.6 %
Total	811	100.0 %

**Q12. CUSTOMER SERVICE. Have you called or visited the City with a question, problem, or complaint during the past year?**

Q12. Have you called or visited the City during the past year?

	Number	Percent
Yes	358	44.1 %
No	453	55.9 %
Total	811	100.0 %

**Q12a. For which service did you contact the City most recently?**

Most contacted Service	Number	Percent
Police	58	16.2 %
Fire	11	3.1 %
Water/sewer	34	9.5 %
Stormwater	12	3.4 %
Parks and recreation	32	8.9 %
Code enforcement	37	10.3 %
City Council	17	4.7 %
City Manager	12	3.4 %
Public health	15	4.2 %
Streets/sidewalks	59	16.5 %
Electric service	61	17.0 %
Public transportation	9	2.5 %
Planning and Zoning	17	4.7 %
Solid waste (trash, recycling, yard waste)	64	17.9 %
Other	30	8.4 %
None chosen	11	3.1 %
Total	479	

**Q12b. Why did you contact the City about this service?**

Most Contacted reason	Number	Percent
Request service	64	17.9 %
Get information	98	27.4 %
Report a problem	154	43.0 %
Discuss a billing issue	33	9.2 %
Request emergency assistance	22	6.1 %
Request non-emergency assistance	30	8.4 %
Comply with City requirements	14	3.9 %
Other	36	10.1 %
Don't Know	8	2.2 %
Total	459	

**Q12(c-i). Please indicate your level of agreement with the following statements about the quality of service you received from City employees the last time you contacted the City as indicated in Question 12a by circling the corresponding number below.**

(N=358)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q12c. The hours City employees were available met my needs	27.7%	48.3%	11.5%	5.0%	2.5%	5.0%
Q12d. It was easy to reach the right person at the City	20.9%	41.9%	15.1%	11.2%	6.4%	4.5%
Q12e. City employees who helped me were courteous and polite	36.9%	38.5%	11.5%	3.9%	2.2%	7.0%
Q12f. City employees did what they said they would do in a timely manner	27.9%	32.7%	14.8%	7.5%	7.3%	9.8%
Q12g. City employees gave prompt, accurate and complete answers to your questions	29.6%	34.1%	12.8%	8.9%	7.5%	7.0%
Q12h. City employees were knowledgeable	28.9%	36.1%	15.1%	7.0%	5.0%	7.8%
Q12i. Overall, I was satisfied with the quality of customer service provided by the City	29.3%	36.6%	15.4%	8.4%	7.5%	2.8%



**WITHOUT DON'T KNOW**

**Q12(c-i). Please indicate your level of agreement with the following statements about the quality of service you received from City employees the last time you contacted the City as indicated in Question 12a by circling the corresponding number below. (Without "Don't Know")**

(N=358)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q12c. The hours City employees were available met my needs	29.1%	50.9%	12.1%	5.3%	2.6%
Q12d. It was easy to reach the right person at the City	21.9%	43.9%	15.8%	11.7%	6.7%
Q12e. City employees who helped me were courteous and polite	39.6%	41.4%	12.3%	4.2%	2.4%
Q12f. City employees did what they said they would do in a timely manner	31.0%	36.2%	16.4%	8.4%	8.0%
Q12g. City employees gave prompt, accurate and complete answers to your questions	31.8%	36.6%	13.8%	9.6%	8.1%
Q12h. City employees were knowledgeable	31.3%	39.2%	16.4%	7.6%	5.5%
Q12i. Overall, I was satisfied with the quality of customer service provided by the City	30.2%	37.6%	15.8%	8.6%	7.8%

**Q13. COMMUNICATION. Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree", please rate your level of agreement with the following statements.**

(N=811)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q13a. City government is a trusted source of information about programs and services	13.2%	48.8%	21.4%	6.2%	2.6%	7.8%
Q13b. It is easy to get the information I need from City government	8.8%	37.7%	29.4%	8.4%	3.5%	12.2%
Q13c. Information is communicated clearly, accurately and in a form that meets my needs	8.7%	38.1%	31.3%	8.9%	2.8%	10.3%
Q13d. City government is open to citizen involvement and ideas	9.0%	35.9%	27.8%	8.5%	4.2%	14.5%

**WITHOUT DON'T KNOW**

**Q13. COMMUNICATION. Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree", please rate your level of agreement with the following statements. (Without "Don't Know")**

(N=811)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q13a. City government is a trusted source of information about programs and services	14.3%	52.9%	23.2%	6.7%	2.8%
Q13b. It is easy to get the information I need from City government	10.0%	43.0%	33.5%	9.6%	3.9%
Q13c. Information is communicated clearly, accurately and in a form that meets my needs	9.6%	42.4%	34.8%	9.9%	3.2%
Q13d. City government is open to citizen involvement and ideas	10.6%	42.0%	32.6%	10.0%	4.9%

**Q14. Which of the following are your primary sources of information about City issues, services and events? (Top Primary Sources)**

<u>Primary Source</u>	<u>Number</u>	<u>Percent</u>
The City newsletter	279	34.4 %
Local newspaper	519	64.0 %
Television news	571	70.4 %
City cable channel	51	6.3 %
City website	285	35.1 %
Radio	327	40.3 %
Facebook, YouTube, Twitter, etc.	121	14.9 %
Friends/neighbors	324	40.0 %
Neighborhood associations	142	17.5 %
Other	23	2.8 %
None chosen	13	1.6 %
Total	2655	

**Q15. Using a scale of 1 to 5 where 5 means "Always" and 1 means "never," please rate how frequently you use the following communication services & opportunities for participation provided by the City.**

(N=811)

	Always	Often	Sometimes	Seldom	Never	Don't Know
Q15a. Watch programming on the City's cable TV channel	1.7%	3.1%	10.9%	22.2%	60.0%	2.1%
Q15b. Visit the City's website	2.5%	16.5%	32.9%	24.2%	21.1%	2.8%
Q15c. Read the City newsletter	10.4%	20.3%	27.4%	18.8%	19.9%	3.2%
Q15d. Use the City's social media outlets (Facebook, Twitter, You Tube, etc.)	1.2%	4.4%	9.5%	12.1%	69.3%	3.5%
Q15e. Attend a City Council meeting	0.2%	1.8%	7.8%	19.5%	67.7%	3.0%
Q15f. Contact a Council Person	0.2%	1.8%	10.7%	23.2%	61.2%	2.8%
Q15g. Contact the City Manager	0.1%	0.9%	4.9%	10.7%	80.4%	3.0%
Q15h. Watch a City Council meeting on the City's Website	0.9%	2.1%	8.4%	17.1%	68.8%	2.7%
Q15i. Read a Council meeting's agenda on the City's website	0.6%	4.7%	10.4%	14.1%	66.2%	4.1%

**WITHOUT DON'T KNOW**

**Q15. Using a scale of 1 to 5 where 5 means "Always" and 1 means "never," please rate how frequently you use the following communication services & opportunities for participation provided by the City. (Without "Don't Know")**

(N=811)

	Always	Often	Sometimes	Seldom	Never
Q15a. Watch programming on the City's cable TV channel	1.8%	3.2%	11.1%	22.7%	61.3%
Q15b. Visit the City's website	2.5%	17.0%	33.9%	24.9%	21.7%
Q15c. Read the City newsletter	10.7%	21.0%	28.3%	19.4%	20.6%
Q15d. Use the City's social media outlets (Facebook, Twitter, You Tube, etc.)	1.3%	4.6%	9.8%	12.5%	71.8%
Q15e. Attend a City Council meeting	0.3%	1.9%	8.0%	20.1%	69.8%
Q15f. Contact a Council Person	0.3%	1.9%	11.0%	23.9%	62.9%
Q15g. Contact the City Manager	0.1%	0.9%	5.1%	11.1%	82.8%
Q15h. Watch a City Council meeting on the City's Website	0.9%	2.2%	8.6%	17.6%	70.7%
Q15i. Read a Council meeting's agenda on the City's website	0.6%	4.9%	10.8%	14.7%	69.0%

**Q16. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the following communication services provided by the City.**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. The usefulness of programming on the City's cable television channel	1.0%	9.6%	29.6%	2.3%	3.3%	54.1%
Q16b. How easy it is to use (or navigate) the City's website	5.1%	34.6%	26.5%	7.5%	1.6%	24.7%
Q16c. The usefulness of information that is available on the City's website	6.3%	39.7%	24.2%	3.6%	1.4%	24.9%
Q16d. The usefulness of the information that is provided in the City newsletter	4.9%	31.7%	30.9%	2.5%	2.0%	28.0%
Q16e. How often the City newsletter is released	4.9%	29.0%	31.0%	1.4%	1.6%	32.1%
Q16f. How effectively the City is using social networks, such as Facebook and Twitter	1.4%	7.5%	25.5%	2.0%	2.2%	61.4%

**WITHOUT DON'T KNOW**

**Q16. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the following communication services provided by the City. (Without "Don't Know")**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. The usefulness of programming on the City's cable television channel	2.2%	21.0%	64.5%	5.1%	7.3%
Q16b. How easy it is to use (or navigate) the City's website	6.7%	46.0%	35.2%	10.0%	2.1%
Q16c. The usefulness of information that is available on the City's website	8.4%	52.9%	32.2%	4.8%	1.8%
Q16d. The usefulness of the information that is provided in the City newsletter	6.8%	44.0%	43.0%	3.4%	2.7%
Q16e. How often the City newsletter is released	7.3%	42.7%	45.6%	2.0%	2.4%
Q16f. How effectively the City is using social networks, such as Facebook and Twitter	3.5%	19.6%	66.0%	5.1%	5.8%

**Q17. Which of the following would you be likely to do? (Sum of Top Six Choices)**

Most likely to do	Number	Percent
Call a City call center	301	37.1 %
Use Mobile apps	243	30.0 %
Read an electronic newsletter	282	34.8 %
Participate in on-line polls	281	34.6 %
Participate in focus groups	174	21.5 %
View on-line information	372	45.9 %
Don't Know	119	14.7 %
Total	1772	

**Q18. CULTURAL AFFAIRS. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Public art throughout the City	16.8%	44.2%	23.5%	6.2%	3.2%	6.1%
Q18b. Music, film, and art festivals (True/False, Roots and Blues, Art in the Park, etc.)	33.0%	43.0%	15.2%	2.2%	1.0%	5.6%
Q18c. Quality and organization of concerts in public spaces (9th Street, Stephens Amphitheater, etc.)	21.0%	46.7%	19.4%	2.6%	1.5%	8.8%
Q18d. Public safety measures and efforts at large events throughout the City	18.0%	50.1%	18.2%	2.8%	0.9%	10.0%
Q18e. Ease of finding information about events, concerts, festivals, etc.	15.7%	49.3%	21.4%	5.9%	2.1%	5.6%
Q18d. Parking for events, concerts, festivals, etc.	9.2%	31.3%	29.8%	15.5%	4.8%	9.4%



**WITHOUT DON'T KNOW**

**Q18. CULTURAL AFFAIRS. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Public art throughout the City	17.9%	47.0%	25.0%	6.6%	3.4%
Q18b. Music, film, and art festivals (True/False, Roots and Blues, Art in the Park, etc.)	34.9%	45.5%	16.1%	2.4%	1.0%
Q18c. Quality and organization of concerts in public spaces (9th Street, Stephens Amphitheater, etc.)	23.0%	51.2%	21.3%	2.8%	1.6%
Q18d. Public safety measures and efforts at large events throughout the City	20.1%	55.6%	20.2%	3.2%	1.0%
Q18e. Ease of finding information about events, concerts, festivals, etc.	16.6%	52.2%	22.6%	6.3%	2.2%
Q18d. Parking for events, concerts, festivals, etc.	10.1%	34.6%	32.9%	17.1%	5.3%

**Q19. PUBLIC HEALTH. Please rate the following health issues affecting Columbia.**

(N=811)

	Not a Problem at All	Small Problem	Medium Problem	Big Problem	Very Big problem	Don't Know
Q19a. Access to medical, dental, and mental health services	36.5%	17.4%	14.8%	9.9%	4.7%	16.7%
Q19b. Domestic violence	6.2%	14.1%	25.0%	11.5%	3.1%	40.1%
Q19c. Infectious diseases	11.0%	27.4%	20.0%	5.8%	2.0%	33.8%
Q19d. Substance use (alcohol, tobacco, drugs)	4.3%	11.3%	26.2%	22.0%	10.0%	26.1%
Q19e. Chronic illnesses (examples: heart disease, diabetes, stroke, arthritis, asthma and cancer)	8.2%	13.1%	26.8%	16.3%	5.6%	30.0%
Q19f. Overweight/obesity/lack of exercise/unhealthy eating	5.7%	9.3%	26.5%	26.4%	10.3%	21.8%
Q19g. Accidental injuries	8.1%	21.5%	25.8%	3.8%	1.5%	39.3%
Q19h. Suicide	6.1%	21.2%	15.6%	5.2%	1.6%	50.3%

**WITHOUT DON'T KNOW****Q19. PUBLIC HEALTH. Please rate the following health issues affecting Columbia. (Without "Don't Know")**

(N=811)

	Not a Problem at All	Small Problem	Medium Problem	Big Problem	Very Big problem
Q19a. Access to medical, dental, and mental health services	43.8%	20.9%	17.8%	11.9%	5.6%
Q19b. Domestic violence	10.3%	23.6%	41.7%	19.2%	5.2%
Q19c. Infectious diseases	16.7%	41.4%	30.1%	8.8%	3.0%
Q19d. Substance use (alcohol, tobacco, drugs)	5.9%	15.2%	35.5%	29.8%	13.6%
Q19e. Chronic illnesses (examples: heart disease, diabetes, stroke, arthritis, asthma and cancer)	11.7%	18.7%	38.3%	23.3%	8.0%
Q19f. Overweight/obesity/lack of exercise/unhealthy eating	7.3%	11.9%	33.9%	33.8%	13.2%
Q19g. Accidental injuries	13.3%	35.4%	42.5%	6.3%	2.5%
Q19h. Suicide	12.2%	42.6%	31.4%	10.5%	3.2%

**Q19. How big of a problem are the following issues for CHILDREN (ages 0-18) in the City of Columbia?**

(N=811)

	Not a Problem at All	Small Problem	Medium Problem	Big Problem	Very Big problem	Don't Know
Q19i. Access to medical, dental, and mental health services	20.0%	17.2%	17.7%	9.3%	4.7%	31.1%
Q19j. Violence (bullying, teen partner violence, abuse & neglect, person on person)	2.6%	11.8%	25.2%	17.8%	7.7%	34.9%
Q19k. Infectious diseases (examples: influenza, whooping cough, TB, sexually transmitted diseases and foodborne illnesses)	5.2%	20.8%	21.4%	6.8%	2.0%	43.8%
Q19l. Substance use (alcohol, tobacco, drugs)	2.7%	9.4%	24.8%	21.8%	7.9%	33.4%
Q19m. Teen pregnancy	2.7%	13.6%	24.9%	13.6%	5.2%	40.0%
Q19n. Chronic illnesses (examples: diabetes & asthma)	4.0%	17.1%	22.9%	10.7%	1.9%	43.5%
Q19o. Overweight/obesity/lack of exercise/unhealthy eating	2.6%	10.8%	25.7%	22.1%	8.7%	30.2%
Q19p. Accidental injuries	6.1%	18.6%	20.1%	5.8%	1.2%	48.1%
Q19q. Suicide	4.6%	18.1%	13.5%	6.2%	2.2%	55.3%

**WITHOUT DON'T KNOW****Q19. How big of a problem are the following issues for CHILDREN (ages 0-18) in the City of Columbia? (Without "Don't Know")**

(N=811)

	Not a Problem at All	Small Problem	Medium Problem	Big Problem	Very Big problem
Q19i. Access to medical, dental, and mental health services	29.1%	25.0%	25.7%	13.5%	6.8%
Q19j. Violence (bullying, teen partner violence, abuse & neglect, person on person)	4.0%	18.1%	38.7%	27.4%	11.8%
Q19k. Infectious diseases (examples: influenza, whooping cough, TB, sexually transmitted diseases and foodborne illnesses)	9.3%	37.0%	38.1%	12.1%	3.5%
Q19l. Substance use (alcohol, tobacco, drugs)	4.1%	14.1%	37.2%	32.7%	11.9%
Q19m. Teen pregnancy	4.5%	22.7%	41.4%	22.7%	8.7%
Q19n. Chronic illnesses (examples: diabetes & asthma)	7.0%	30.3%	40.6%	18.9%	3.3%
Q19o. Overweight/obesity/lack of exercise/unhealthy eating	3.7%	15.5%	36.8%	31.6%	12.4%
Q19p. Accidental injuries	11.7%	35.9%	38.8%	11.2%	2.4%
Q19q. Suicide	10.3%	40.6%	30.3%	13.9%	5.0%

**Q20. PUBLIC HEALTH. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20a. Prevent the spread of infectious disease and protect the public from new health threats such as anthrax, small pox, and the West Nile virus	13.9%	38.4%	17.9%	2.0%	0.6%	27.2%
Q20b. Guard against food poisoning through restaurant inspections	13.7%	50.5%	16.2%	5.7%	1.2%	12.6%
Q20c. Guard against exposure to environmental risks such as air pollution, lead poisoning, swimming pool contamination	9.8%	43.6%	20.9%	5.0%	1.6%	19.2%
Q20d. Encourage healthy lifestyles such as good diet, exercise, and non-smoking	11.8%	45.5%	22.8%	6.8%	1.4%	11.8%
Q20e. Assess and monitor disease, injuries, and potential health risks	7.3%	37.7%	22.4%	3.8%	1.0%	27.7%
Q20f. Assure the health of women and children in the community	7.1%	36.3%	23.8%	6.2%	1.7%	24.9%

**WITHOUT DON'T KNOW**

**Q20. PUBLIC HEALTH.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a. Prevent the spread of infectious disease and protect the public from new health threats such as anthrax, small pox, and the West Nile virus	19.0%	52.7%	24.7%	2.7%	0.9%
Q20b. Guard against food poisoning through restaurant inspections	15.7%	57.8%	18.6%	6.5%	1.4%
Q20c. Guard against exposure to environmental risks such as air pollution, lead poisoning, swimming pool contamination	12.1%	53.9%	25.9%	6.1%	2.0%
Q20d. Encourage healthy lifestyles such as good diet, exercise, and non-smoking	13.3%	51.6%	25.8%	7.7%	1.5%
Q20e. Assess and monitor disease, injuries, and potential health risks	10.1%	52.2%	31.0%	5.3%	1.4%
Q20f. Assure the health of women and children in the community	9.4%	48.3%	31.7%	8.3%	2.3%

**Q21. Which THREE of the public health services listed above do you think are the most important services for the City to provide?**

<u>1st Choice</u>	<u>Number</u>	<u>Percent</u>
Prevent the spread of infectious disease/protect the public	345	42.5 %
Guard against food poisoning through restaurant inspections	146	18.0 %
Guard against exposure to environmental risks	63	7.8 %
Encourage healthy lifestyles	67	8.3 %
Assess and monitor disease, injuries, and potential health risks	18	2.2 %
Assure the health of women and children in the community	85	10.5 %
None chosen	87	10.7 %
Total	811	100.0 %

**Q21. Which THREE of the public health services listed above do you think are the most important services for the City to provide?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Prevent the spread of infectious disease/protect the public	118	14.5 %
Guard against food poisoning through restaurant inspections	246	30.3 %
Guard against exposure to environmental risks	159	19.6 %
Encourage healthy lifestyles	76	9.4 %
Assess and monitor disease, injuries, and potential health risks	66	8.1 %
Assure the health of women and children in the community	60	7.4 %
None chosen	86	10.6 %
Total	811	100.0 %



**Q21. Which THREE of the public health services listed above do you think are the most important services for the City to provide?**

<u>3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Prevent the spread of infectious disease/protect the public	81	10.0 %
Guard against food poisoning through restaurant inspections	114	14.1 %
Guard against exposure to environmental risks	203	25.0 %
Encourage healthy lifestyles	118	14.5 %
Assess and monitor disease, injuries, and potential health risks	92	11.3 %
Assure the health of women and children in the community	101	12.5 %
None chosen	102	12.6 %
Total	811	100.0 %

**Q21. Which THREE of the public health services listed above do you think are the most important services for the City to provide? (Sum of Top Three Choices)**

<u>Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Prevent the spread of infectious disease/protect the public	544	67.1 %
Guard against food poisoning through restaurant inspections	506	62.4 %
Guard against exposure to environmental risks	425	52.4 %
Encourage healthy lifestyles	261	32.2 %
Assess and monitor disease, injuries, and potential health risks	176	21.7 %
Assure the health of women and children in the community	246	30.3 %
None chosen	87	10.7 %
Total	2245	

**Q22. UTILITIES. Please indicate if your household uses the following services provided by the City of Columbia.**

(N=811)

	Yes	No
Q22a. Residential trash collection service	94.8%	5.2%
Q22b. Curbside recycling (blue bags)	87.1%	12.9%
Q22c. Drop-off recycling	48.9%	51.1%
Q22d. City electric service	85.6%	14.4%
Q22e. City water service	93.3%	6.7%

**Q22. please rate your overall satisfaction with the services on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q22a. Residential trash collection service	55.8%	34.4%	2.3%	2.3%	0.6%	4.5%
Q22b. Curbside recycling (blue bags)	49.9%	31.3%	2.3%	4.0%	0.8%	11.7%
Q22c. Drop-off recycling	23.8%	18.8%	4.8%	1.4%	0.6%	50.5%
Q22d. City electric service	42.0%	37.6%	3.1%	2.3%	0.9%	14.0%
Q22e. City water service	43.9%	40.7%	4.5%	1.9%	1.7%	7.3%

**WITHOUT DON'T KNOW****Q22. please rate your overall satisfaction with the services on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q22a. Residential trash collection service	58.5%	36.0%	2.4%	2.4%	0.7%
Q22b. Curbside recycling (blue bags)	56.5%	35.4%	2.6%	4.6%	0.9%
Q22c. Drop-off recycling	48.1%	38.1%	9.7%	2.8%	1.3%
Q22d. City electric service	48.8%	43.8%	3.6%	2.7%	1.1%
Q22e. City water service	47.3%	44.0%	4.9%	2.0%	1.8%

**Q23. TRANSPORTATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q23a. How easy it is to get from your home to downtown Columbia	30.8%	47.8%	8.9%	7.7%	2.3%	2.5%
Q23b. How easy it is for you to get to/from work	29.5%	39.1%	11.5%	8.2%	1.2%	10.5%
Q23c. How easy it is to get to/from your home and major shopping areas in the City	28.4%	49.2%	10.1%	8.2%	1.6%	2.5%
Q23d. Ease of travel by bike in the City	11.1%	22.5%	21.6%	8.0%	2.1%	34.6%
Q23e. Ease of walking in the City	13.3%	40.0%	21.1%	9.6%	2.6%	13.2%
Q23f. The availability of bus service in the City	6.6%	18.4%	18.0%	11.1%	7.8%	38.1%

**WITHOUT DON'T KNOW**

**Q23. TRANSPORTATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=811)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q23a. How easy it is to get from your home to downtown Columbia	31.6%	49.0%	9.1%	7.9%	2.4%
Q23b. How easy it is for you to get to/from work	33.0%	43.6%	12.8%	9.1%	1.4%
Q23c. How easy it is to get to/from your home and major shopping areas in the City	29.2%	50.4%	10.4%	8.4%	1.6%
Q23d. Ease of travel by bike in the City	17.0%	34.4%	33.1%	12.3%	3.2%
Q23e. Ease of walking in the City	15.4%	46.2%	24.4%	11.1%	3.0%
Q23f. The availability of bus service in the City	10.6%	29.7%	29.1%	18.0%	12.6%

**Q24. Which THREE of the transportation issues listed above do you think are the most important issues for the City to address?**

<u>1st Choice</u>	<u>Number</u>	<u>Percent</u>
How easy it is to get from your home to downtown	125	15.4 %
How easy it is for you to get to/from work	259	31.9 %
How easy it is to get to/from your home and major shopping areas in the City	54	6.7 %
Ease of travel by bike in the City	51	6.3 %
Ease of walking in the City	49	6.0 %
The availability of bus service in the City	201	24.8 %
None Chosen	72	8.9 %
Total	811	100.0 %

**Q24. Which THREE of the transportation issues listed above do you think are the most important issues for the City to address?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
How easy it is to get from your home to downtown	121	14.9 %
How easy it is for you to get to/from work	127	15.7 %
How easy it is to get to/from your home and major shopping areas in the City	166	20.5 %
Ease of travel by bike in the City	75	9.2 %
Ease of walking in the City	140	17.3 %
The availability of bus service in the City	98	12.1 %
None Chosen	84	10.4 %
Total	811	100.0 %

**Q24. Which THREE of the transportation issues listed above do you think are the most important issues for the City to address?**

<u>3rd Choice</u>	<u>Number</u>	<u>Percent</u>
How easy it is to get from your home to downtown	101	12.5 %
How easy it is for you to get to/from work	62	7.6 %
How easy it is to get to/from your home and major shopping areas in the City	167	20.6 %
Ease of travel by bike in the City	89	11.0 %
Ease of walking in the City	154	19.0 %
The availability of bus service in the City	124	15.3 %
None Chosen	114	14.1 %
Total	811	100.0 %

**Q24. Which THREE of the transportation issues listed above do you think are the most important issues for the City to address? (Sum of Top Three Choices)**

<u>Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
How easy it is to get from your home to downtown	347	42.8 %
How easy it is for you to get to/from work	448	55.2 %
How easy it is to get to/from your home and major shopping areas in the City	387	47.7 %
Ease of travel by bike in the City	215	26.5 %
Ease of walking in the City	343	42.3 %
The availability of bus service in the City	423	52.2 %
None Chosen	72	8.9 %
Total	2235	

**Q25. COMMUNITY PRIORITIES. Using a scale of 1 to 5, where 5 mean "very high priority" and 1 means "very low priority," rank the importance of the following issues:**

(N=811)

	Very High	High	Medium	Low	Very Low	Don't Know
Q25a. Ensuring that affordable housing is available	23.4%	29.7%	27.2%	9.8%	4.8%	5.1%
Q25b. Minimizing congestion on City streets	28.8%	40.8%	22.1%	5.1%	1.0%	2.2%
Q25c. Improving sidewalks	16.9%	31.6%	34.2%	12.4%	2.2%	2.6%
Q25d. Adding biking lanes and trails	11.1%	15.8%	24.4%	18.5%	27.1%	3.1%
Q25e. Maintaining City streets and infrastructure	56.2%	33.5%	5.8%	1.6%	0.7%	2.1%
Q25f. Managing stormwater runoff to prevent floods and minimize water pollution	33.7%	40.8%	19.9%	2.7%	0.6%	2.2%
Q25g. Promoting economic development/job creation	33.7%	33.4%	23.1%	5.0%	2.2%	2.6%
Q25h. Preserving greenspace to ensure some areas of the city are not developed	36.2%	29.0%	21.3%	8.3%	3.0%	2.2%
Q25i. Protecting residents & businesses from crime	64.9%	22.8%	8.7%	1.6%	0.4%	1.7%
Q25j. Increasing the level of participation by residents in local government	15.0%	31.8%	35.6%	11.0%	3.3%	3.3%
Q25k. Preserving/protecting the environment	28.7%	37.6%	21.9%	6.3%	2.7%	2.7%
Q25l. Expanding public transportation (bus) services	18.3%	27.8%	30.3%	10.0%	8.4%	5.2%
Q25m. Historic preservation efforts	12.0%	21.8%	36.2%	16.9%	9.9%	3.1%
Q25n. Improving cooperation between the City and County	20.0%	28.7%	33.7%	7.9%	2.8%	6.8%
Q25o. Maintaining a balanced City Budget	47.1%	33.0%	13.6%	2.0%	1.1%	3.2%

**WITHOUT DON'T KNOW**

**Q25. COMMUNITY PRIORITIES.** Using a scale of 1 to 5, where 5 mean "very high priority" and 1 means "very low priority," rank the importance of the following issues: (Without "Don't Know")

(N=811)

	Very High	High	Medium	Low	Very Low
Q25a. Ensuring that affordable housing is available	24.6%	31.3%	28.7%	10.3%	5.1%
Q25b. Minimizing congestion on City streets	29.5%	41.7%	22.6%	5.2%	1.0%
Q25c. Improving sidewalks	17.3%	32.5%	35.2%	12.7%	2.3%
Q25d. Adding biking lanes and trails	11.5%	16.3%	25.1%	19.1%	27.9%
Q25e. Maintaining City streets and infrastructure	57.4%	34.3%	5.9%	1.6%	0.8%
Q25f. Managing stormwater runoff to prevent floods and minimize water pollution	34.5%	41.7%	20.4%	2.8%	0.6%
Q25g. Promoting economic development/job creation	34.6%	34.3%	23.8%	5.1%	2.3%
Q25h. Preserving greenspace to ensure some areas of the city are not developed	37.0%	29.7%	21.7%	8.5%	3.0%
Q25i. Protecting residents & businesses from crime	66.0%	23.2%	8.8%	1.6%	0.4%
Q25j. Increasing the level of participation by residents in local government	15.5%	32.9%	36.8%	11.4%	3.5%
Q25k. Preserving/protecting the environment	29.5%	38.7%	22.5%	6.5%	2.8%
Q25l. Expanding public transportation (bus) services	19.3%	29.3%	31.9%	10.6%	8.9%
Q25m. Historic preservation efforts	12.4%	22.5%	37.4%	17.4%	10.2%
Q25n. Improving cooperation between the City and County	21.5%	30.8%	36.2%	8.5%	3.1%
Q25o. Maintaining a balanced City Budget	48.7%	34.1%	14.1%	2.0%	1.2%



**Q26. Which FIVE of the issues listed above do you think are the most important issues for the City of Columbia?**

<u>1st Choice</u>	<u>Number</u>	<u>Percent</u>
Ensuring that affordable housing is available	96	11.8 %
Minimizing congestion on City streets	66	8.1 %
Improving sidewalks	15	1.8 %
Adding biking lanes and trails	22	2.7 %
Maintaining City streets and infrastructure	132	16.3 %
Managing stormwater runoff to prevent floods and minimize water pollution	15	1.8 %
Promoting economic development/job creation	49	6.0 %
Preserving greenspace to ensure some areas of the city are not developed	23	2.8 %
Protecting residents & businesses from crime	200	24.7 %
Preserving/protecting the environment	15	1.8 %
Expanding public transportation (bus) services	21	2.6 %
Historic preservation efforts	3	0.4 %
Improving cooperation between the City and County	2	0.2 %
Maintaining a balanced City Budget	98	12.1 %
None chosen	54	6.7 %
Total	811	100.0 %

**Q26. Which FIVE of the issues listed above do you think are the most important issues for the City of Columbia?**

<u>2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Ensuring that affordable housing is available	41	5.1 %
Minimizing congestion on City streets	64	7.9 %
Improving sidewalks	29	3.6 %
Adding biking lanes and trails	23	2.8 %
Maintaining City streets and infrastructure	172	21.2 %
Managing stormwater runoff to prevent floods and minimize water pollution	42	5.2 %
Promoting economic development/job creation	94	11.6 %
Preserving greenspace to ensure some areas of the city are not developed	29	3.6 %
Protecting residents & businesses from crime	135	16.6 %
Increasing the level of participation by residents in local government	7	0.9 %
Preserving/protecting the environment	34	4.2 %
Expanding public transportation (bus) services	23	2.8 %
Historic preservation efforts	3	0.4 %
Improving cooperation between the City and County	14	1.7 %
Maintaining a balanced City Budget	45	5.5 %
None chosen	56	6.9 %
Total	811	100.0 %

**Q26. Which FIVE of the issues listed above do you think are the most important issues for the City of Columbia?**

<u>3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Ensuring that affordable housing is available	28	3.5 %
Minimizing congestion on City streets	57	7.0 %
Improving sidewalks	34	4.2 %
Adding biking lanes and trails	18	2.2 %
Maintaining City streets and infrastructure	98	12.1 %
Managing stormwater runoff to prevent floods and minimize water pollution	67	8.3 %
Promoting economic development/job creation	66	8.1 %
Preserving greenspace to ensure some areas of the city are not developed	58	7.2 %
Protecting residents & businesses from crime	136	16.8 %
Increasing the level of participation by residents in local government	15	1.8 %
Preserving/protecting the environment	64	7.9 %
Expanding public transportation (bus) services	34	4.2 %
Historic preservation efforts	7	0.9 %
Improving cooperation between the City and County	16	2.0 %
Maintaining a balanced City Budget	53	6.5 %
None chosen	60	7.4 %
Total	811	100.0 %

**Q26. Which FIVE of the issues listed above do you think are the most important issues for the City of Columbia?**

<u>4th Choice</u>	<u>Number</u>	<u>Percent</u>
Ensuring that affordable housing is available	36	4.4 %
Minimizing congestion on City streets	64	7.9 %
Improving sidewalks	28	3.5 %
Adding biking lanes and trails	23	2.8 %
Maintaining City streets and infrastructure	77	9.5 %
Managing stormwater runoff to prevent floods and minimize water pollution	58	7.2 %
Promoting economic development/job creation	53	6.5 %
Preserving greenspace to ensure some areas of the city are not developed	59	7.3 %
Protecting residents & businesses from crime	63	7.8 %
Increasing the level of participation by residents in local government	15	1.8 %
Preserving/protecting the environment	75	9.2 %
Expanding public transportation (bus) services	41	5.1 %
Historic preservation efforts	24	3.0 %
Improving cooperation between the City and County	39	4.8 %
Maintaining a balanced City Budget	85	10.5 %
None chosen	71	8.8 %
Total	811	100.0 %

**Q26. Which FIVE of the issues listed above do you think are the most important issues for the City of Columbia?**

<u>5th Choice</u>	<u>Number</u>	<u>Percent</u>
Ensuring that affordable housing is available	38	4.7 %
Minimizing congestion on City streets	71	8.8 %
Improving sidewalks	41	5.1 %
Adding biking lanes and trails	16	2.0 %
Maintaining City streets and infrastructure	51	6.3 %
Managing stormwater runoff to prevent floods and minimize water pollution	62	7.6 %
Promoting economic development/job creation	49	6.0 %
Preserving greenspace to ensure some areas of the city are not developed	58	7.2 %
Protecting residents & businesses from crime	46	5.7 %
Increasing the level of participation by residents in local government	19	2.3 %
Preserving/protecting the environment	50	6.2 %
Expanding public transportation (bus) services	36	4.4 %
Historic preservation efforts	15	1.8 %
Improving cooperation between the City and County	40	4.9 %
Maintaining a balanced City Budget	100	12.3 %
None chosen	119	14.7 %
Total	811	100.0 %

**Q26. Which FIVE of the issues listed above do you think are the most important issues for the City of Columbia? (Sum of Top Five Choices)**

<u>Sum of Top Five Choices</u>	<u>Number</u>	<u>Percent</u>
Ensuring that affordable housing is available	239	29.5 %
Minimizing congestion on City streets	322	39.7 %
Improving sidewalks	147	18.1 %
Adding biking lanes and trails	102	12.6 %
Maintaining City streets and infrastructure	530	65.4 %
Managing stormwater runoff to prevent floods and minimize water pollution	244	30.1 %
Promoting economic development/job creation	311	38.3 %
Preserving greenspace to ensure some areas of the city are not developed	227	28.0 %
Protecting residents & businesses from crime	580	71.5 %
Increasing the level of participation by residents in local government	56	6.9 %
Preserving/protecting the environment	238	29.3 %
Expanding public transportation (bus) services	155	19.1 %
Historic preservation efforts	52	6.4 %
Improving cooperation between the City and County	111	13.7 %
Maintaining a balanced City Budget	381	47.0 %
None chosen	54	6.7 %
Total	3749	

**Q27. COLUMBIA REGIONAL AIRPORT. When flying how often do you choose Columbia Regional Airport over other airports, such as St. Louis or Kansas City?**

<u>Q27 How often chose CRA</u>	<u>Number</u>	<u>Percent</u>
Every time I fly	15	1.8 %
Most of the time	40	4.9 %
About half the time	50	6.2 %
Some of the time	211	26.0 %
Never, but I fly	353	43.5 %
Never because I don't fly	131	16.2 %
Don't Know	11	1.4 %
Total	811	100.0 %

**Q28. Do you think the Columbia Regional Airport needs a new terminal?**

<u>Q28. Do you think the Columbia Regional Airport needs a new terminal?</u>	<u>Number</u>	<u>Percent</u>
Yes	236	29.1 %
No	239	29.5 %
Don't Know	336	41.4 %
Total	811	100.0 %

**Q29. Please indicate if you would support raising the City's motel/hotel tax rate from 4% to 7% to help fund the construction of a new terminal at the Columbia Regional Airport. This tax would only be paid by people who spend the night at hotels and motels in the City.**

<u>Q29. Please indicate if you would support raising the City's motel/hotel tax rate from 4% to 7%?</u>	<u>Number</u>	<u>Percent</u>
Yes	427	52.7 %
No	252	31.1 %
Don't Know	132	16.3 %
Total	811	100.0 %

**Q30. SOCIAL SERVICES. Please rank the following social services funding areas using a scale of 1 to 5, where 5 is the area of the greatest need and 1 is the area with the least need.**

(N=811)

	Greatest Need	Great Need	Medium Need	Not Much of a Need	Least Need	Don't Know
Q30a. Services to meet basic needs & emergencies	28.5%	33.7%	24.0%	4.2%	1.9%	7.8%
Q30b. Services for children, youth, and families	25.4%	37.5%	22.5%	3.7%	2.1%	8.8%
Q30c. Services to support economic opportunity	18.4%	35.8%	28.6%	5.4%	3.8%	7.9%
Q30d. Services to support independent living	15.5%	34.5%	31.3%	5.1%	3.6%	10.0%
Q30e. Mental health services (e.g. counseling)	24.0%	33.4%	24.3%	5.2%	3.8%	9.3%

**WITHOUT DON'T KNOW**

**Q30. SOCIAL SERVICES. Please rank the following social services funding areas using a scale of 1 to 5, where 5 is the area of the greatest need and 1 is the area with the least need. (Without "Don't Know")**

(N=811)

	Greatest Need	Great Need	Medium Need	Not Much of a Need	Least Need
Q30a. Services to meet basic needs & emergencies	30.9%	36.5%	26.0%	4.6%	2.0%
Q30b. Services for children, youth, and families	27.8%	41.1%	24.7%	4.1%	2.3%
Q30c. Services to support economic opportunity	20.0%	38.8%	31.0%	5.9%	4.2%
Q30d. Services to support independent living	17.2%	38.4%	34.8%	5.6%	4.0%
Q30e. Mental health services (e.g. counseling)	26.5%	36.8%	26.7%	5.7%	4.2%



**Q31. Approximately how many years have you lived in Columbia?**

Q31. Approximately how many years have you lived in Columbia?	Number	Percent
Under 5 years	160	19.7 %
6-10 years	151	18.6 %
11-15 years	103	12.7 %
16-20 years	106	13.1 %
21-30 years	128	15.8 %
31+ years	154	19.0 %
Not provided	9	1.1 %
Total	811	100.0 %

**Q32. Are you a student in a college or university?**

Q32. Are you a student in a college or university?	Number	Percent
Yes	83	10.2 %
No	721	88.9 %
Not Provided	7	0.9 %
Total	811	100.0 %

**Q33. Do you own or rent your current residence?**

Q33. Do you own or rent your current residence?	Number	Percent
Own	629	77.6 %
Rent	177	21.8 %
Not Provided	5	0.6 %
Total	811	100.0 %

**Q34. How many persons in your household (counting yourself) are in each of the following age groups?**

	<u>Mean</u>
number	2.52
Q35 Under age 10	0.32
Ages 10-19	0.28
Ages 20-44	0.73
Ages 45-64	0.81
Ages 65+	0.38

**Q35. In what year was your home built?**

<u>Q34. In what year was your home built?</u>	<u>Number</u>	<u>Percent</u>
Before 1950	66	8.1 %
1950-1969	148	18.2 %
1970-1989	189	23.3 %
1990 or later	358	44.1 %
Not Provided	50	6.2 %
Total	811	100.0 %

**Q36. What is your age?**

<u>Q36. What is your age?</u>	<u>Number</u>	<u>Percent</u>
18-34 years	239	29.5 %
35-44 years	208	25.6 %
45-54 years	157	19.4 %
55-64 years	125	15.4 %
65+ years	74	9.1 %
Not Provided	8	1.0 %
Total	811	100.0 %

**Q37. Do you subscribe to any of the following television services:**

Q37 Subscribe to any of the following	Number	Percent
Charter Cable	22	2.7 %
Mediacom	314	38.7 %
Century Link	251	30.9 %
Satellite TV	161	19.9 %
Not provided	79	9.7 %
Total	827	

**Q38. Would you say your total annual household income is:**

Q38. Would you say your total annual household income is:	Number	Percent
Under \$15,000	51	6.3 %
\$15,000 - \$29,999	90	11.1 %
\$30,000 - \$59,999	171	21.1 %
\$60,000 - \$99,999	238	29.3 %
More than \$100,000	224	27.6 %
Not provided	37	4.6 %
Total	811	100.0 %

**Q39. Which of the following best describes your race/ethnicity?**

Q39 Best describes your race	Number	Percent
Hispanic	30	3.7 %
White/Caucasian	663	81.8 %
African American/Black	75	9.2 %
Asian/Pacific Islander	31	3.8 %
Native American/Eskimo	5	0.6 %
Mixed Race	10	1.2 %
Other	2	0.2 %
Not provided	4	0.5 %
Total	820	

**Q40. What is your gender?**

Q40 Gender	Number	Percent
Male	385	47.5 %
Female	426	52.5 %
Total	811	100.0 %

## **Section 5:**

# **Survey Instrument**

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## CITY OF COLUMBIA, MISSOURI

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OFFICE OF MAYOR AND COUNCIL

BOB McDAVID, MAYOR

April 1, 2013

Dear Columbia Citizen:

On behalf of the City Council, thank you for your ongoing involvement in this community. We hope you will help us by taking a few minutes to respond to the enclosed survey. Our last citizen survey was in 2011.

Your answers are important, and we value your opinion. To make sure that the City's priorities are in step with the needs of Columbia's residents, we need to know what you think. Your responses will remain confidential.

ETC Institute is helping us with this survey and will submit a public report to the City in a few weeks. The report will not identify anyone who responds to the survey.

Please return your completed survey in the next 10 days in the enclosed, postage-paid envelope. If you prefer, you may complete the survey online at [www.Columbia2013Survey.org](http://www.Columbia2013Survey.org).

Feel free to contact Toni Messina at 573-874-7660 or at [trmessin@gocolumbiamo.com](mailto:trmessin@gocolumbiamo.com) if you have questions. Thanks, again, for helping with this important work.

Sincerely,

Bob McDavid  
Mayor



## 2013 City of Columbia Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to resident concerns. If you have questions, please call Toni Messina at 874-7660.

1. Major categories of services provided by 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."

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Public safety services provided by the City (e.g., police and fire services)	5	4	3	2	1	9
B.	Parks and recreation programs and facilities provided by the City	5	4	3	2	1	9
C.	Condition of City streets	5	4	3	2	1	9
D.	Enforcement of City codes and ordinances	5	4	3	2	1	9
E.	Quality of customer service you receive from City employees	5	4	3	2	1	9
F.	Effectiveness of City communication with the public	5	4	3	2	1	9
G.	The City's stormwater runoff/stormwater management system	5	4	3	2	1	9
H.	Public health services in the community	5	4	3	2	1	9
I.	Solid waste services (trash, recycling, etc.)	5	4	3	2	1	9
J.	City water, electric, and sewer services	5	4	3	2	1	9

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

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_

3. **PERCEPTIONS OF THE CITY.** 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."

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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.	City efforts to pursue innovative programs and solutions	5	4	3	2	1	9
D.	City efforts to partner with organizations and citizens to address issues	5	4	3	2	1	9
E.	Transparency and accountability of City actions	5	4	3	2	1	9
F.	How well the City is planning for growth	5	4	3	2	1	9
G.	Overall quality of life in the city	5	4	3	2	1	9
H.	Overall feeling of safety in the city	5	4	3	2	1	9

4. **PERCEPTIONS OF SAFETY.** Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate your feeling of safety in the following situations in the city.

<i>How Safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	Walking in your neighborhood during the day	5	4	3	2	1	9
B.	Walking in your neighborhood at night	5	4	3	2	1	9
C.	In downtown Columbia during the day	5	4	3	2	1	9
D.	In downtown Columbia at night	5	4	3	2	1	9
E.	In City parks during the day	5	4	3	2	1	9
F.	In City parks at night	5	4	3	2	1	9

5. **PUBLIC SAFETY SERVICES.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Police efforts to prevent crime	5	4	3	2	1	9
B.	How quickly police respond to emergencies	5	4	3	2	1	9
C.	Overall quality of local police services	5	4	3	2	1	9
D.	How quickly Fire Department personnel respond to emergencies	5	4	3	2	1	9
E.	Overall quality of City fire protection	5	4	3	2	1	9
F.	The City's municipal court	5	4	3	2	1	9

6. Which **THREE** of the public safety services listed above do you think are the most important services for the City to provide? [Write in the letters below using the letters from the list in Question 5 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

7. **STREETS AND SIDEWALKS.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of major City streets	5	4	3	2	1	9
B.	Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
C.	Snow removal on major City streets	5	4	3	2	1	9
D.	Snow removal on neighborhood streets	5	4	3	2	1	9
E.	Overall cleanliness and appearance of City streets	5	4	3	2	1	9
F.	Condition of City sidewalks	5	4	3	2	1	9
G.	Availability of sidewalks in the city	5	4	3	2	1	9
H.	Condition of pavement markings	5	4	3	2	1	9
I.	Traffic calming efforts	5	4	3	2	1	9

8. Which **THREE** of the street and sidewalk services listed above do you think are the most important services for the City to provide? [Write in the letters below using the letters from the list in Question 7 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

9. **CODE ENFORCEMENT AND NEIGHBORHOOD SERVICES.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with City efforts to enforce the following:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of residential property	5	4	3	2	1	9
B.	Maintenance of business property	5	4	3	2	1	9
C.	Parking on neighborhood streets	5	4	3	2	1	9
D.	Animal regulations (including the pick-up of strays)	5	4	3	2	1	9
E.	Clean-up of trash and litter	5	4	3	2	1	9

10. Which **THREE** of the code enforcement items listed above do you think are the most important services for the City to provide? [Write in the letters below using the letters from the list in Question 9 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

11. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood?

\_\_\_\_ (1) Not a problem

\_\_\_\_ (2) Only a small problem

\_\_\_\_ (3) Somewhat of a problem

\_\_\_\_ (4) A major problem

\_\_\_\_ (5) Don't know

**12. CUSTOMER SERVICE.** Have you called or visited the City with a question, problem, or complaint during the past year?

\_\_\_(1) Yes [answer Question 12a-i] \_\_\_(2) No [go to Question 13]

**12a.** [Only if “YES” to Q#12] For which service did you contact the City most recently?

- |                              |  |
|------------------------------|--|
| ___(01) Police               | ___(09) Public health                              |
| ___(02) Fire                 | ___(10) Streets/sidewalks                          |
| ___(03) Water/sewer          | ___(11) Electric service                           |
| ___(04) Stormwater           | ___(12) Public transportation                      |
| ___(05) Parks and recreation | ___(13) Planning and Zoning                        |
| ___(06) Code enforcement     | ___(14) Solid waste (trash, recycling, yard waste) |
| ___(07) City Council         | ___(15) Other: _____                               |
| ___(08) City Manager         |  |

**12b.** [Only if “YES” to Q#12] Why did you contact the City about this service?

- |                                |   |
|--------------------------------|---|
| ___(1) Request service         | ___(5) Request emergency assistance     |
| ___(2) Get information         | ___(6) Request non-emergency assistance |
| ___(3) Report a problem        | ___(7) Comply with City requirements    |
| ___(4) Discuss a billing issue | ___(8) Other: _____                     |

**12c-i.**[Only if “YES” to Q#12] Please indicate your level of agreement with the following statements about the quality of service you received from City employees the last time you contacted the City as indicated in Question 12a by circling the corresponding number below.

<b>Behavior of Employees</b>		<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Don't Know</b>
C.	The hours City employees were available met my needs	5	4	3	2	1	9
D.	It was easy to reach the right person at the City	5	4	3	2	1	9
E.	City employees who helped me were courteous and polite	5	4	3	2	1	9
F.	City employees did what they said they would do in a timely manner	5	4	3	2	1	9
G.	City employees gave prompt, accurate and complete answers to your questions	5	4	3	2	1	9
H.	City employees were knowledgeable	5	4	3	2	1	9
I.	Overall, I was satisfied with the quality of customer service provided by the City	5	4	3	2	1	9

**13. COMMUNICATION.** Using a scale of 1 to 5 where 5 means “strongly agree” and 1 means “strongly disagree”, please rate your level of agreement with the following statements.

<b>How strongly do you agree or disagree with the following statements::</b>		<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Don't Know</b>
A.	City government is a trusted source of information about programs and services	5	4	3	2	1	9
B.	It is easy to get the information I need from City government	5	4	3	2	1	9
C.	Information is communicated clearly, accurately and in a form that meets my needs	5	4	3	2	1	9
D.	City government is open to citizen involvement and ideas	5	4	3	2	1	9

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

- |                             |  |
|-----------------------------|--|
| ___(01) The City newsletter | ___(07) Social networking sites (Facebook, YouTube, Twitter, etc.) |
| ___(02) Local newspaper     | ___(08) Friends/neighbors  |
| ___(03) Television news     | ___(09) Neighborhood associations                                  |
| ___(04) City cable channel  | ___(10) Other: _____   |
| ___(05) City website        |  |
| ___(06) Radio               |  |



15. Using a scale of 1 to 5 where 5 means “Always” and 1 means “never,” please rate how frequently you use the following communication services & opportunities for participation provided by the City.

<i>How frequently do you:</i>		Always	Often	Sometimes	Seldom	Never	Don't Know
A.	Watch programming on the City's cable TV channel	5	4	3	2	1	9
B.	Visit the City's website	5	4	3	2	1	9
C.	Read the City newsletter	5	4	3	2	1	9
D.	Use the City's social media outlets (Facebook, Twitter, You Tube, etc.)	5	4	3	2	1	9
E.	Attend a City Council meeting	5	4	3	2	1	9
F.	Contact a Council Person	5	4	3	2	1	9
G.	Contact the City Manager	5	4	3	2	1	9
H.	Watch a City Council meeting on the City's Website	5	4	3	2	1	9
I.	Read a Council meeting's agenda on the City's website	5	4	3	2	1	9

16. Using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with the following communication services provided by the City.

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The usefulness of programming on the City's cable television channel	5	4	3	2	1	9
B.	How easy it is to use (or navigate) the City's website	5	4	3	2	1	9
C.	The usefulness of information that is available on the City's website	5	4	3	2	1	9
D.	The usefulness of the information that is provided in the City newsletter	5	4	3	2	1	9
E.	How often the City newsletter is released	5	4	3	2	1	9
F.	How effectively the City is using social networks, such as Facebook and Twitter	5	4	3	2	1	9

17. Which of the following would you be likely to do? (check all that apply)

- ☐ (1) Call a City call center to get information about the City  
☐ (2) Use Mobile apps to get information about the City  
☐ (3) Read an electronic newsletter from the City  
☐ (4) Participate in on-line polls sponsored by the City  
☐ (5) Participate in focus groups sponsored by the City  
☐ (6) View on-line information about the City's performance

18. **CULTURAL AFFAIRS.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Public art throughout the City	5	4	3	2	1	9
B.	Music, film, and art festivals (True/False, Roots and Blues, Art in the Park, etc.)	5	4	3	2	1	9
C.	Quality and organization of concerts in public spaces (9 <sup>th</sup> Street, Stephens Amphitheater, etc.)	5	4	3	2	1	9
D.	Public safety measures and efforts at large events throughout the City	5	4	3	2	1	9
E.	Ease of finding information about events, concerts, festivals, etc.	5	4	3	2	1	9
F.	Parking for events, concerts, festivals, etc.	5	4	3	2	1	9

**19. PUBLIC HEALTH.** Please rate the following health issues affecting Columbia.

<b>Health Issues in Columbia</b>		<b>Not a Problem at All</b>	<b>Small Problem</b>	<b>Medium Problem</b>	<b>Big Problem</b>	<b>Very Big Problem</b>	<b>Don't Know</b>
<b>How big of a problem are the following issues for ADULTS in the City of Columbia?</b>							
A.	Access to medical, dental, and mental health services	5	4	3	2	1	9
B.	Domestic violence	5	4	3	2	1	9
C.	Infectious diseases ( <i>examples: influenza, whooping cough, TB, sexually transmitted diseases and foodborne illnesses</i> )	5	4	3	2	1	9
D.	Substance use (alcohol, tobacco, drugs)	5	4	3	2	1	9
E.	Chronic illnesses ( <i>examples: heart disease, diabetes, stroke, arthritis, asthma and cancer</i> )	5	4	3	2	1	9
F.	Overweight/obesity/lack of exercise/unhealthy eating	5	4	3	2	1	9
G.	Accidental injuries	5	4	3	2	1	9
H.	Suicide	5	4	3	2	1	9
<b>How big of a problem are the following issues for CHILDREN (ages 0-18) in the City of Columbia?</b>							
I.	Access to medical, dental, and mental health services	5	4	3	2	1	9
J.	Violence ( <i>bullying, teen partner violence, abuse &amp; neglect, person on person</i> )	5	4	3	2	1	9
K.	Infectious diseases ( <i>examples: influenza, whooping cough, TB, sexually transmitted diseases and foodborne illnesses</i> )	5	4	3	2	1	9
L.	Substance use (alcohol, tobacco, drugs)	5	4	3	2	1	9
M.	Teen pregnancy	5	4	3	2	1	9
N.	Chronic illnesses ( <i>examples: diabetes &amp; asthma</i> )	5	4	3	2	1	9
O.	Overweight/obesity/lack of exercise/unhealthy eating	5	4	3	2	1	9
P.	Accidental injuries	5	4	3	2	1	9
Q.	Suicide	5	4	3	2	1	9

**20. PUBLIC HEALTH.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<b>How Satisfied are you with:</b>		<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>Don't Know</b>
A.	Prevent the spread of infectious disease and protect the public from new health threats such as anthrax, small pox, and the West Nile virus	5	4	3	2	1	9
B.	Guard against food poisoning through restaurant inspections	5	4	3	2	1	9
C.	Guard against exposure to environmental risks such as air pollution, lead poisoning, swimming pool contamination	5	4	3	2	1	9
D.	Encourage healthy lifestyles such as good diet, exercise, and non-smoking	5	4	3	2	1	9
E.	Assess and monitor disease, injuries, and potential health risks	5	4	3	2	1	9
F.	Assure the health of women and children in the community	5	4	3	2	1	9

**21. Which THREE of the public health services listed above do you think are the most important services for the City to provide?** [Write in the letters below using the letters from the list in Question 20 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

22. **UTILITIES.** 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 services on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

				Very				Very	Don't
<u><b>DO YOU USE THE SERVICE?</b></u>				<u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Dissatisfied</u>	<u>Know</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)	City electric service .....	5	4	3	2	1	9
YES	NO	(E)	City water service .....	5	4	3	2	1	9

23. **TRANSPORTATION.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<b><i>How Satisfied are you with:</i></b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	How easy it is to get from your home to downtown Columbia	5	4	3	2	1	9
B.	How easy it is for you to get to/from work	5	4	3	2	1	9
C.	How easy it is to get to/from your home and major shopping areas in the City	5	4	3	2	1	9
D.	Ease of travel by bike in the City	5	4	3	2	1	9
E.	Ease of walking in the City	5	4	3	2	1	9
F.	The availability of bus service in the City	5	4	3	2	1	9

24. Which **THREE** of the transportation issues listed above do you think are the most important issues for the City to address? [Write in the letters below using the letters from the list in Question 23 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

25. **COMMUNITY PRIORITIES.** Using a scale of 1 to 5, where 5 mean “very high priority” and 1 means “very low priority,” rank the importance of the following issues:

<b><i>What Priority Should Be Placed on the Following:</i></b>		Very High	High	Medium	Low	Very Low	Don't Know
A.	Ensuring that affordable housing is available	5	4	3	2	1	9
B.	Minimizing congestion on City streets	5	4	3	2	1	9
C.	Improving sidewalks	5	4	3	2	1	9
D.	Adding biking lanes and trails	5	4	3	2	1	9
E.	Maintaining City streets and infrastructure	5	4	3	2	1	9
F.	Managing stormwater runoff to prevent floods and minimize water pollution	5	4	3	2	1	9
G.	Promoting economic development/job creation	5	4	3	2	1	9
H.	Preserving greenspace to ensure some areas of the city are not developed	5	4	3	2	1	9
I.	Protecting residents & businesses from crime	5	4	3	2	1	9
J.	Increasing the level of participation by residents in local government	5	4	3	2	1	9
K.	Preserving/protecting the environment	5	4	3	2	1	9
L.	Expanding public transportation (bus) services	5	4	3	2	1	9
M.	Historic preservation efforts	5	4	3	2	1	9
N.	Improving cooperation between the City and County	5	4	3	2	1	9
O.	Maintaining a balanced City Budget	5	4	3	2	1	9

26. Which **FIVE** of the issues listed above do you think are the most important issues for the City of Columbia? [Write in the letters below using the letters from the list in Question 25 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_ 4<sup>th</sup>. \_\_\_\_\_ 5<sup>th</sup>. \_\_\_\_\_

27. **COLUMBIA REGIONAL AIRPORT.** When flying how often do you choose Columbia Regional Airport over other airports, such as St. Louis or Kansas City?

- \_\_\_\_(1) Every time I fly      \_\_\_\_ (3) About half the time      \_\_\_\_ (5) Never, but I fly  
 \_\_\_\_ (2) Most of the time      \_\_\_\_ (4) Some of the time      \_\_\_\_ (6) Never because I don't fly

28. **Do you think the Columbia Regional Airport needs a new terminal?**

- \_\_\_\_ (1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

29. **Please indicate if you would you support raising the City's motel/hotel tax rate from 4% to 7% to help fund the construction of a new terminal at the Columbia Regional Airport. This tax would only be paid by people who spend the night at hotels and motels in the City.**

- \_\_\_\_ (1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

30. **SOCIAL SERVICES.** Please rank the following social services funding areas using a scale of 1 to 5, where 5 is the area of the greatest need and 1 is the area with the least need.

<b>Rank the Need for the Following:</b>		<b>Greatest Need</b>	<b>Great Need</b>	<b>Medium Need</b>	<b>Not Much of a Need</b>	<b>Least Need</b>	<b>Don't Know</b>
A.	Services to meet basic needs & emergencies (e.g. homeless shelter, food pantry)	5	4	3	2	1	9
B.	Services for children, youth, and families (e.g. parenting, after school programming, mentoring)	5	4	3	2	1	9
C.	Services to support economic opportunity (e.g. life skills, job preparation)	5	4	3	2	1	9
D.	Services to support independent living (e.g. home delivered meals, adult day care)	5	4	3	2	1	9
E.	Mental health services (e.g. counseling)	5	4	3	2	1	9

31. **Approximately how many years have you lived in Columbia?** \_\_\_\_\_ years

32. **Are you a student in a college or university?** \_\_\_\_ (1) Yes      \_\_\_\_ (2) No

33. **Do you own or rent your current residence?** \_\_\_\_ (1) Own      \_\_\_\_ (2) Rent

34. **In what year was your home built?** \_\_\_\_\_ (write the approximate year if you do not know)

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

Under 10 \_\_\_\_ Ages 10-19 \_\_\_\_ Ages 20-44 \_\_\_\_ Ages 45-64 \_\_\_\_ Ages 65+ \_\_\_\_

36. **What is your age?** \_\_\_\_\_ years

37. **Do you subscribe to any of the following television services: (check all that apply)**

\_\_\_\_ (1) Charter Cable      \_\_\_\_ (2) Mediacom      \_\_\_\_ (3) Century Link      \_\_\_\_ (4) Satellite TV

38. **Would you say your total annual household income is:**

\_\_\_\_ (1) Under \$15,000      \_\_\_\_ (3) \$30,000 to \$59,999      \_\_\_\_ (5) more than \$100,000  
 \_\_\_\_ (2) \$15,000 to \$29,999      \_\_\_\_ (4) \$60,000 to \$99,999

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

\_\_\_\_ (1) Hispanic      \_\_\_\_ (4) Asian/Pacific Islander      \_\_\_\_ (7) Other \_\_\_\_\_  
 \_\_\_\_ (2) White/Caucasian      \_\_\_\_ (5) Native American/Eskimo  
 \_\_\_\_ (3) African American/Black      \_\_\_\_ (6) Mixed Race

40. **What is your gender?** \_\_\_\_ (1) Male      \_\_\_\_ (2) Female

**OPTIONAL: If you would be willing to participate in City-sponsored focus groups in the future to provide more input to improve the quality of City services, please provide your contact information below:**

**Your Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

If you have any additional comments, please write them on a separate piece of paper and return them with your completed survey. You may also provide comments on-line at [www.Columbia2013Survey.org](http://www.Columbia2013Survey.org)

**This concludes the survey. Thank you for your time!**

**Please Return Your Completed Survey to: ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061**

Individual responses to the survey will remain confidential. The information printed on the sticker to the right will ONLY be used by the City to understand differences in the experience based on geography. If your address is not correct, please provide the correct information