

Benchmarking Data

DirectionFinder Survey

Year 2003 Benchmarking Summary Report

Overview

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

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

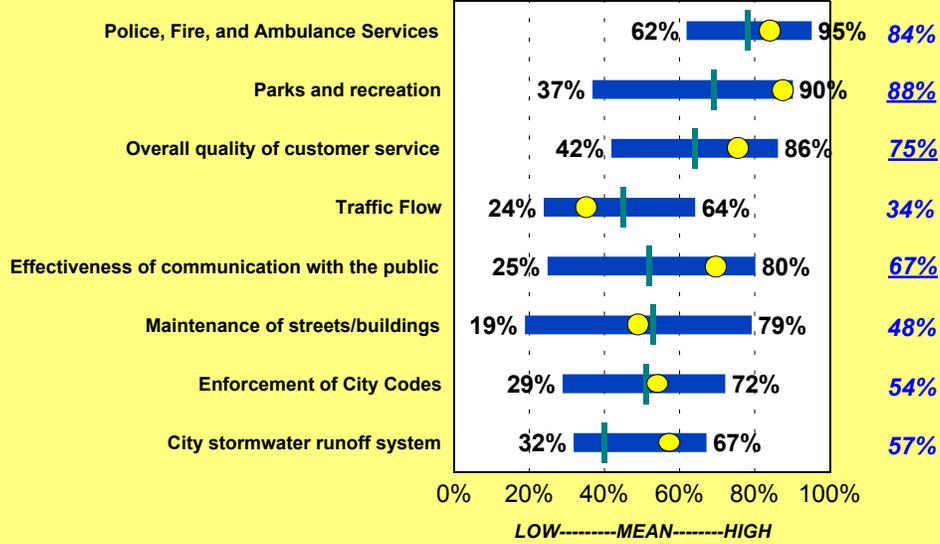
- ° Blue Springs, Missouri
- ° Butler, Missouri
- ° Burbank, California
- ° Bridgeport, Connecticut
- ° Casper, Wyoming
- ° DeKalb County, Georgia
- ° Gardner, Kansas
- ° Grandview, Missouri
- ° Gladstone, Missouri
- ° Glendale, Arizona
- ° Independence, Missouri
- ° Johnson County, Kansas
- ° Joplin,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

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

Overall Satisfaction With City Services 2003

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

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

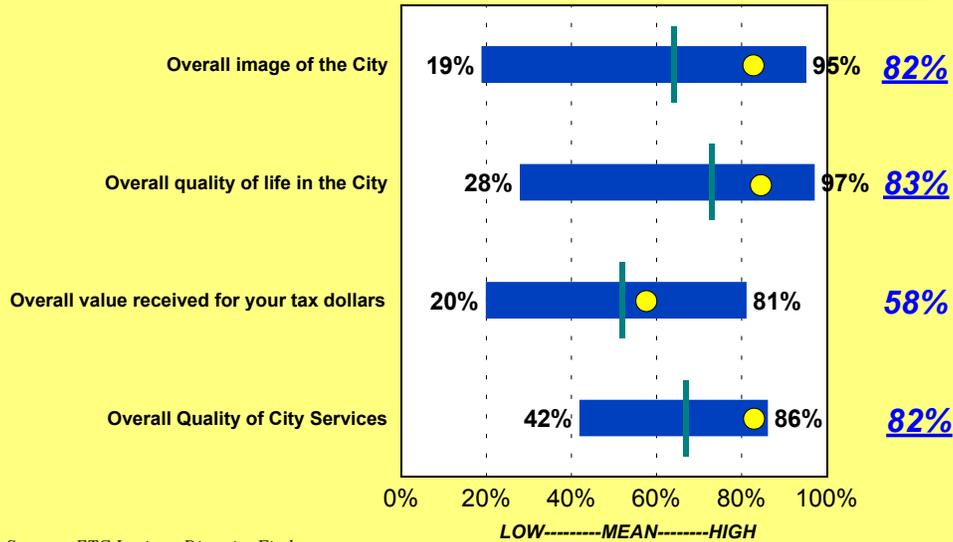


Source: ETC Institute DirectionFinder

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

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

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

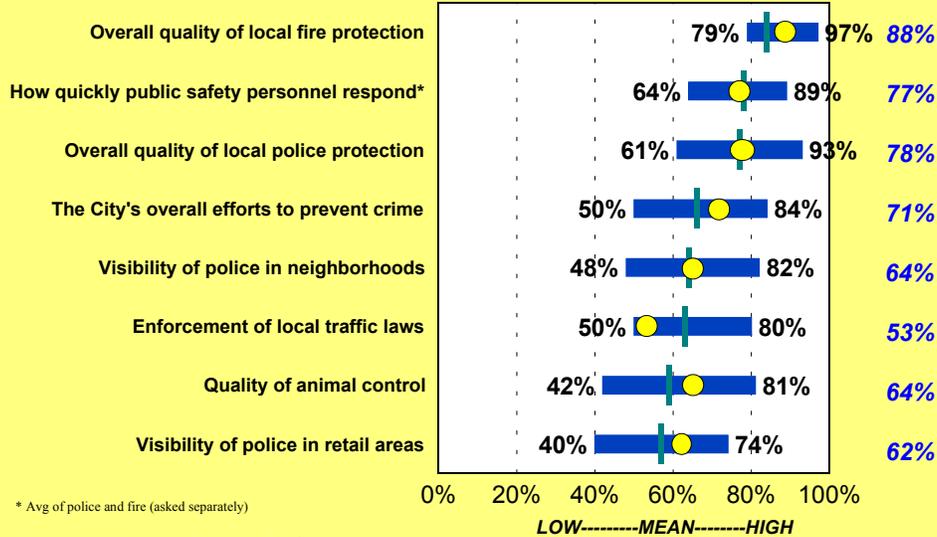


Source: ETC Institute DirectionFinder

Satisfaction with Public Safety 2003

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

● **Columbia**

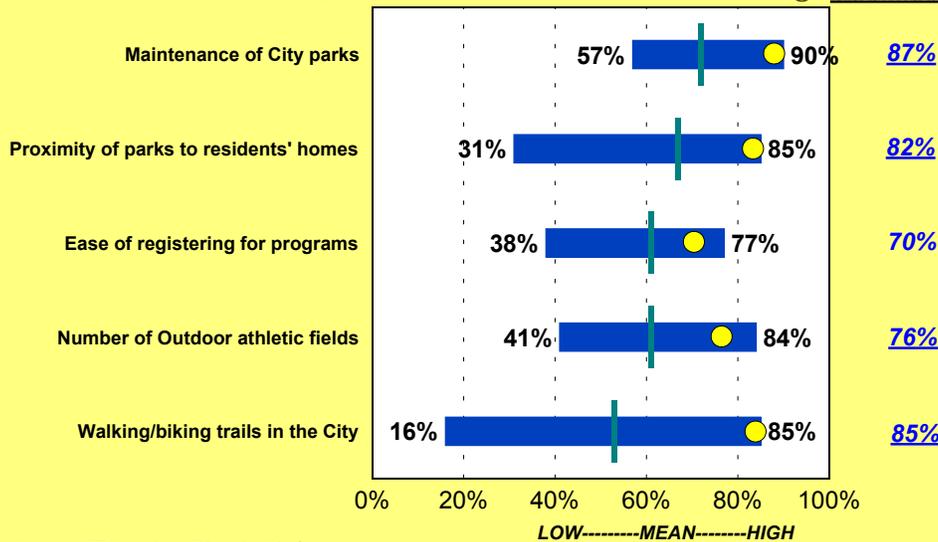


Satisfaction with Parks and Recreation 2003

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

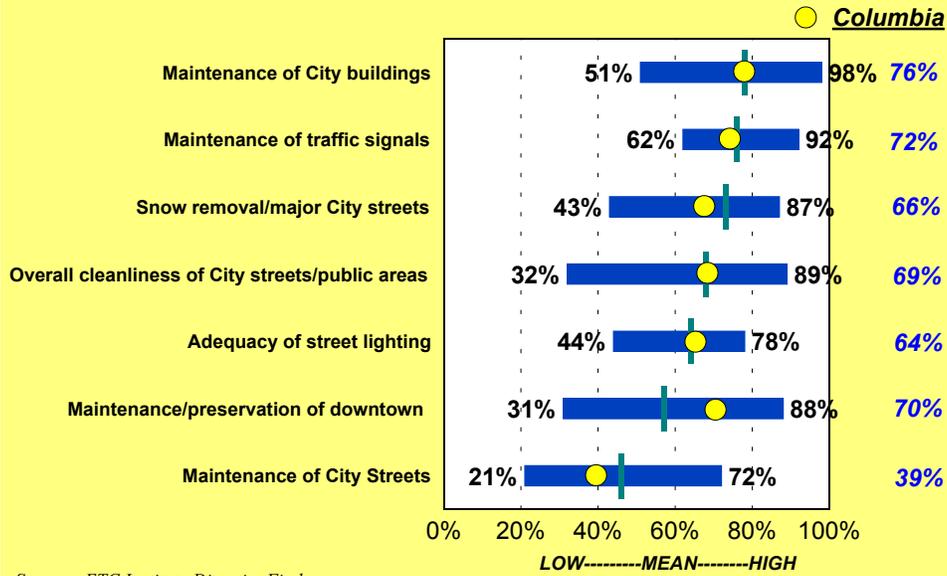
Underlined items Rated Among the Top 25% of Cities in Kansas and Missouri

● **Columbia**



Satisfaction with Maintenance Services 2003

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



Satisfaction with City Communications 2003

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

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

● **Columbia**

