



*2011 City of Columbia  
DirectionFinder® Survey*

**Final Report**

*Submitted to*

*The City of Columbia, MO*

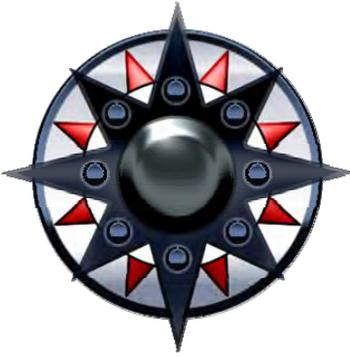


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June 2011



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## **Final Report**

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etc  
Institute

# Columbia 2011 DirectionFinder® Survey

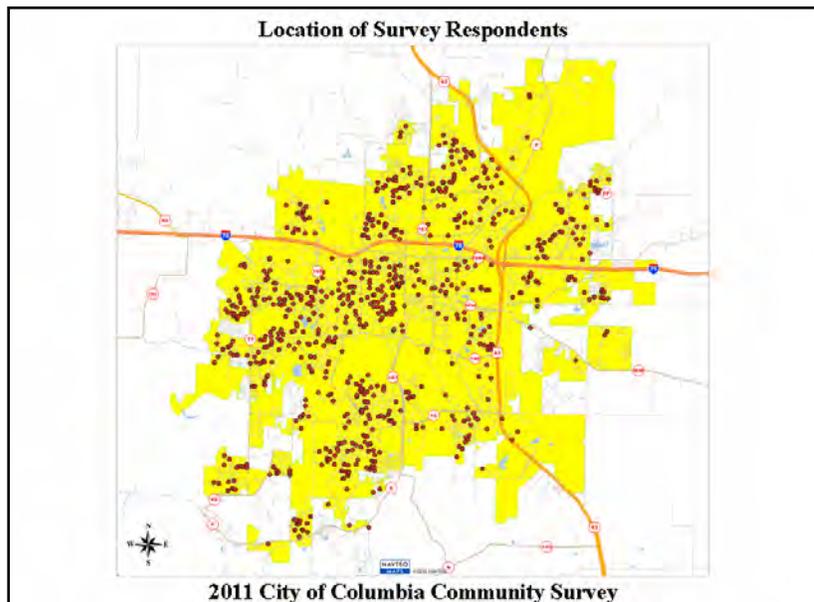
## Executive Summary

### Overview and Methodology

The City of Columbia conducted its fourth *DirectionFinder* survey during the spring of 2011. The City's first *DirectionFinder* survey was conducted in the spring of 2003. The purpose of this survey was to assist in the on-going effort to identify and respond to resident concerns while also assessing citizen satisfaction with the delivery of major city services and to help determine priorities for the community.

The seven-page survey was mailed to a random sample of 1,800 households in the City of Columbia. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 1,800 households that received a survey, a total of 834 completed the survey.

The results for the random sample of 834 households have a 95% level of confidence with a precision of at least +/- 3.4%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). 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 location of their home.



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)
- Additional comments (Appendix B)

**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.**”

## **Major Findings**

- **Overall Satisfaction with Perceptions of Columbia.** Eighty percent (80%) of those surveyed *who had an opinion* were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of services in Columbia and 78% were also satisfied with the overall quality of life in the City. Residents were least satisfied with how well the City is planning for growth (37%).
- **Overall Satisfaction with Major City Services.** Eighty-eight percent (88%) of those surveyed *who had an opinion* were satisfied (ratings of 4 or 5 on a 5-point scale) with the quality of City parks and recreation programs/facilities; 85% were satisfied with the solid waste services, 82% were satisfied with City utility services, and 81% were satisfied with public safety services. Residents were least satisfied with the condition of City streets (20%).



- **Major City Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Columbia over the next two years were: (1) public safety services, (2) City utility services, and (3) the condition of City streets.
- **Public Safety Services.** Eighty-nine percent (89%) of those surveyed, *who had an opinion*, indicated that they were satisfied (ratings of 4 or 5 on a 5-point scale) with how quickly the fire department respond to emergencies. Eighty-eight percent (88%) indicated they were satisfied with the overall quality of the City fire protection and 69% were satisfied with the overall quality of local police services. Residents were least satisfied with the City's municipal court (54%). The public safety service that residents thought should receive the most emphasis over the next two years was the police department's efforts to prevent crime.
- **Streets and Sidewalks.** Sixty-five percent (65%) of those surveyed, who had an opinion, were satisfied (ratings of 4 or 5 on a 5-point scale) with the maintenance of City street lighting. Sixty-three percent (63%) indicated that they were satisfied with the overall maintenance of street signs/traffic signals and 60% indicated satisfaction with the adequacy of City street lighting.
- **Code Enforcement and Neighborhood Services.** Fifty-eight (58%) of those surveyed, *who had an opinion*, were satisfied with the maintenance of business property; 57% were satisfied with animal regulations, and 51% were satisfied the maintenance of residential property. The clean-up of litter and debris on private property is the code enforcement and neighborhood service that residents think is most important for the City to provide.
- **City Communication.** Seventy-one percent (71%) of those surveyed, *who had an opinion*, agreed with the statement that the City government is a trusted source of information about programs/services; 58% of those surveyed agreed with the statement information is communicated clearly, accurately and in a form that meets my needs. Residents least agreed with the statement that it is easy to get information needed from City government (54%).



**Other Findings.**

- **Change Over Next Two Years.** Respondents feel that the level of enforcement of City codes and ordinances should either “be slightly increased” (37%) or “be greatly increased” (13%) over the next two years.
- **Use of City’s Website.** Seventy-two percent (72%) of respondents indicated that they use the City’s website at least once a year.
- **Funding of Stormwater Improvements.** Eighty-seven percent (87%) of respondents indicated that it is either “important” (31%), “very important” (29%) or “extremely important” (27%) for the City of Columbia to fund stormwater improvements that will help prevent flooding and protect the quality of water in
- **Usage of City Services.** The percentage of residents who indicated they had used various services provided by the City of Columbia is listed below:
  - 94% City water service
  - 97% Residential trash collection service
  - 88% City electric service
  - 87% Curbside recycling
  - 47% Drop-off recycling

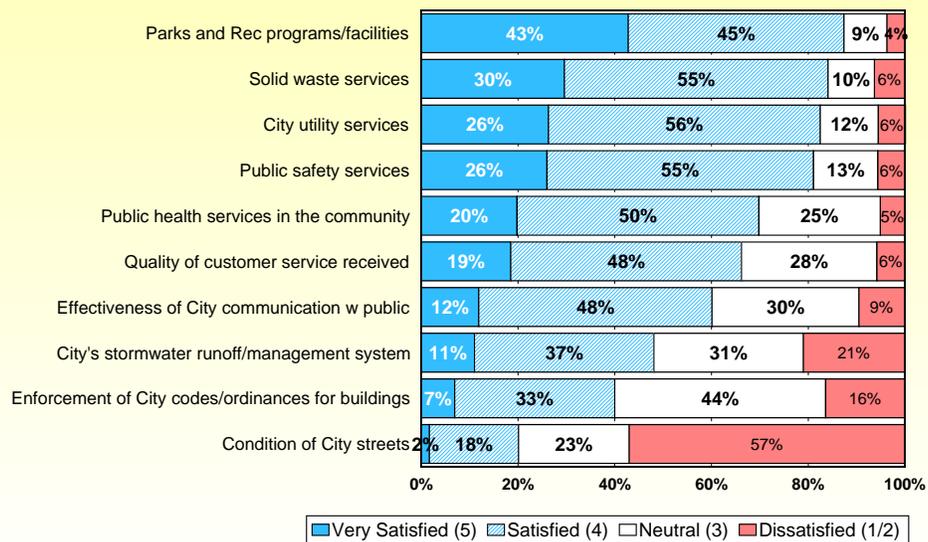
# Section 1: Charts and Graphs

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# *City of Columbia* 2011 DirectionFinder Survey Results

## Overall Satisfaction with City Services by Major Category

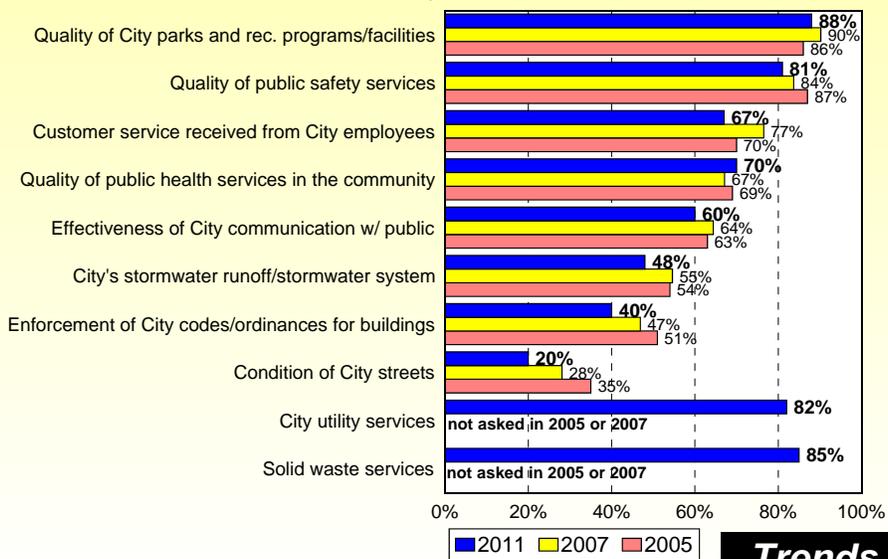
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011)

## Overall Satisfaction with City Services by Major Category 2011 vs. 2007 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)

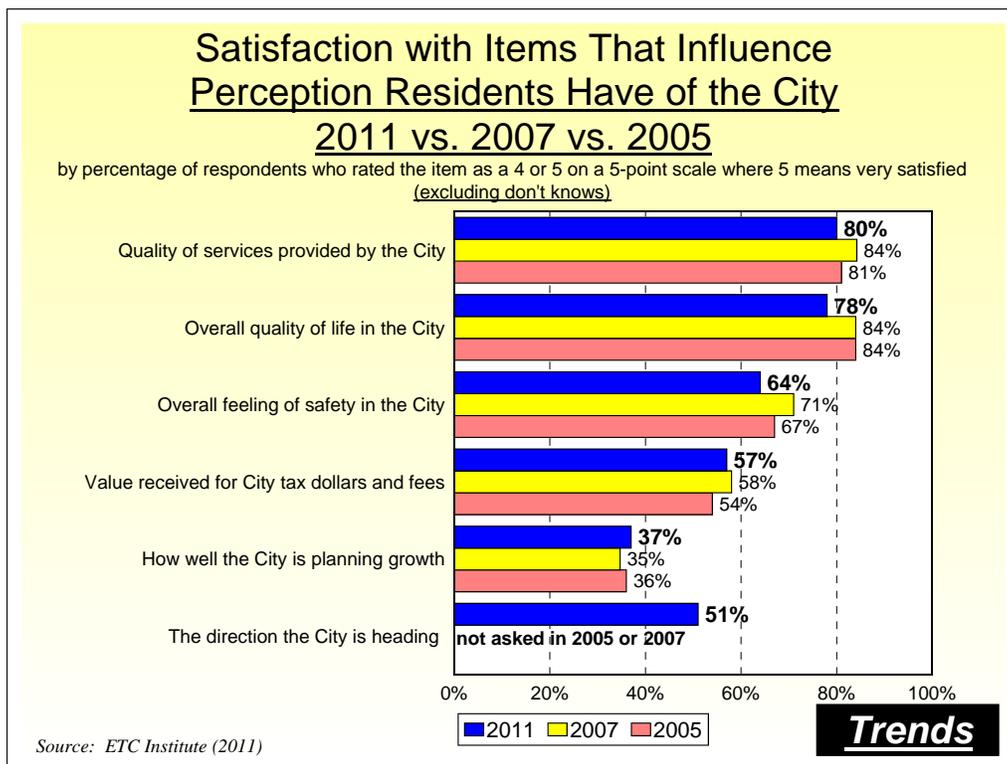
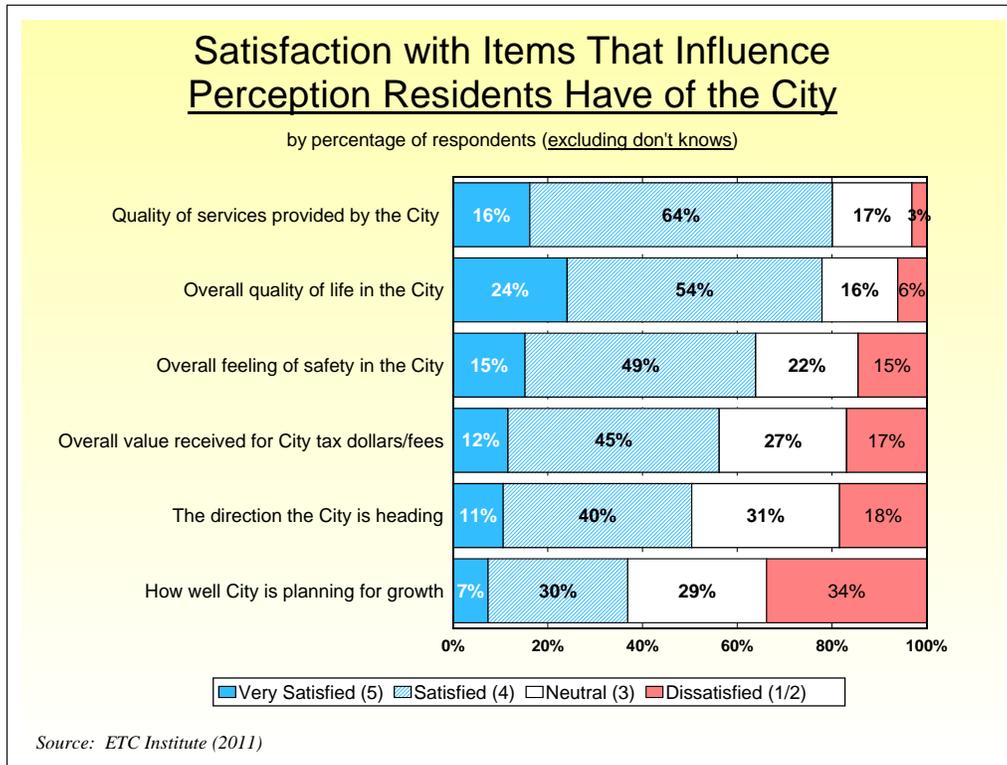


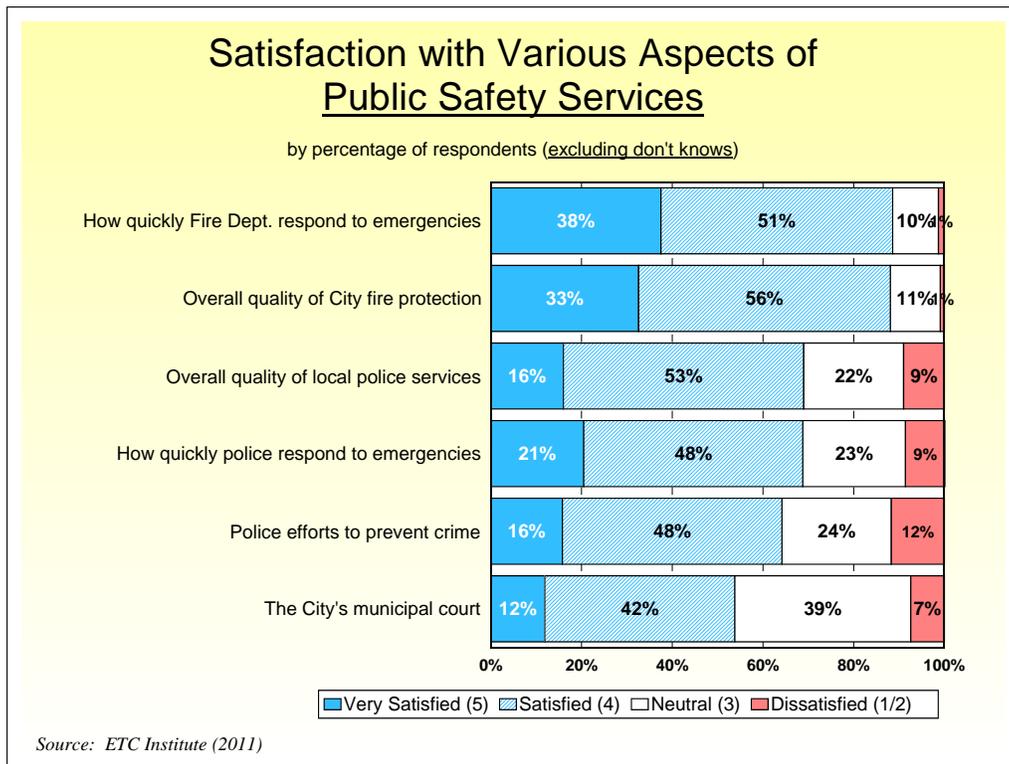
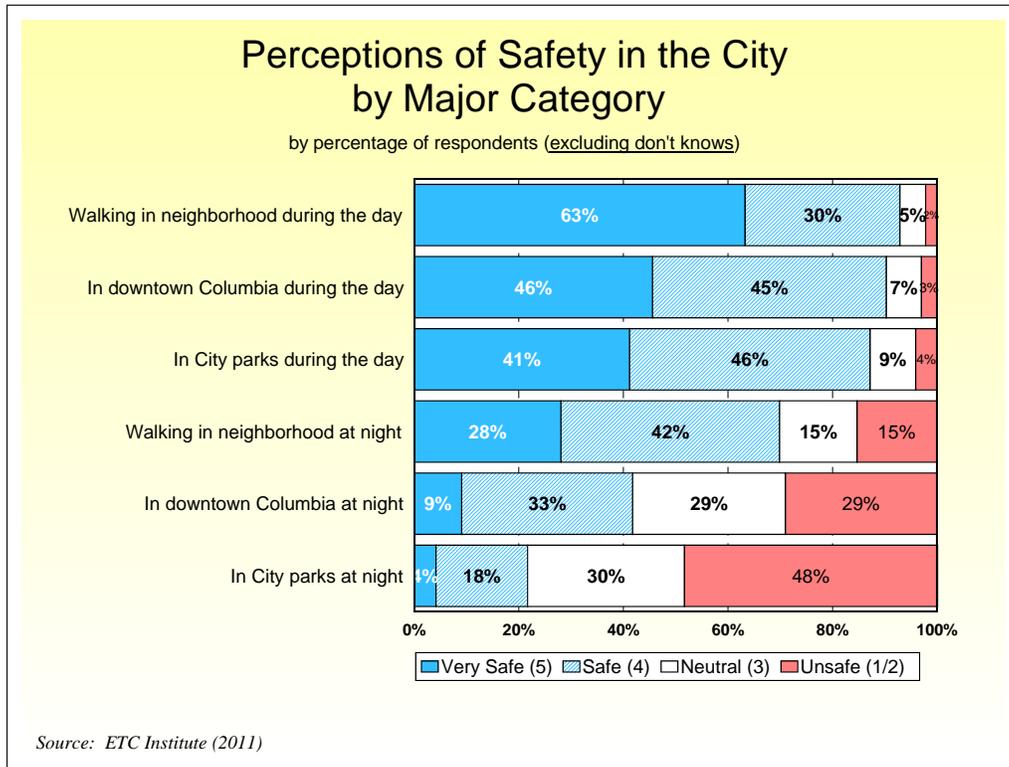
**Trends**

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

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

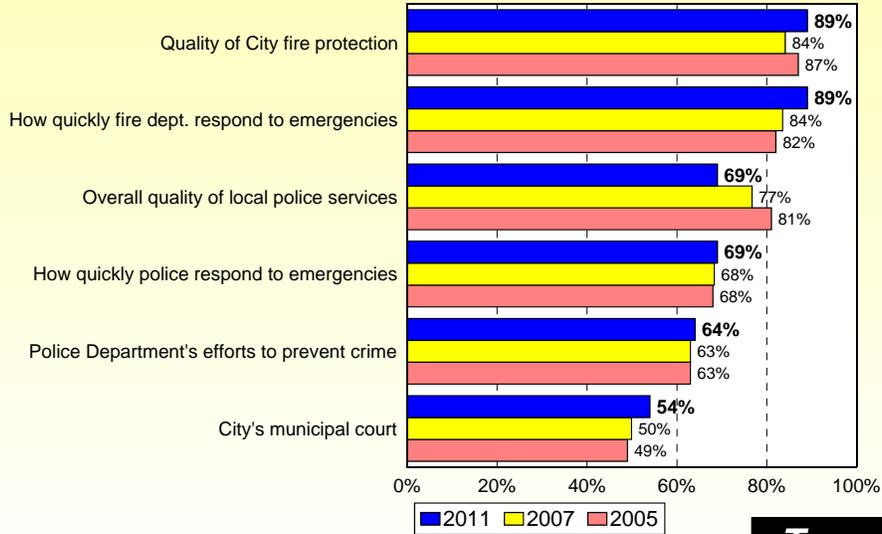






### Satisfaction with Various Aspects of Public Safety Services 2011 vs. 2007 vs. 2005

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)

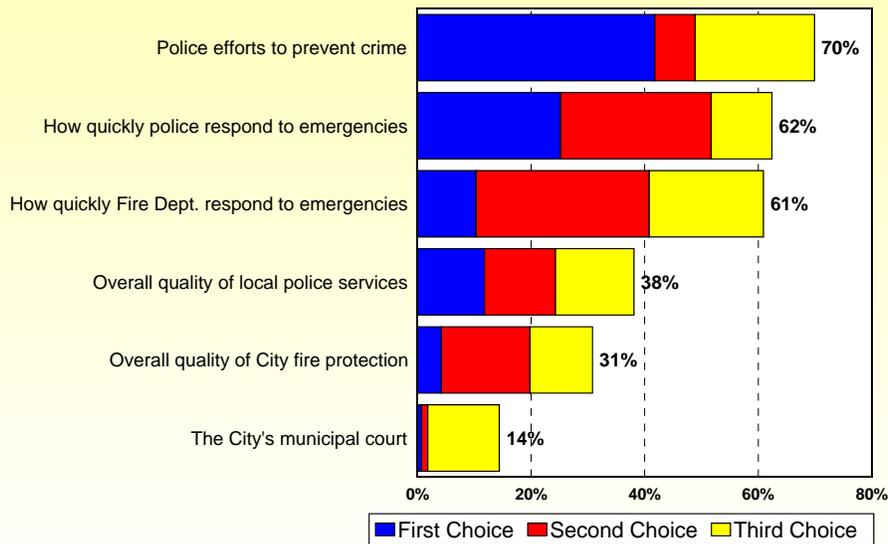


Source: ETC Institute (2011)

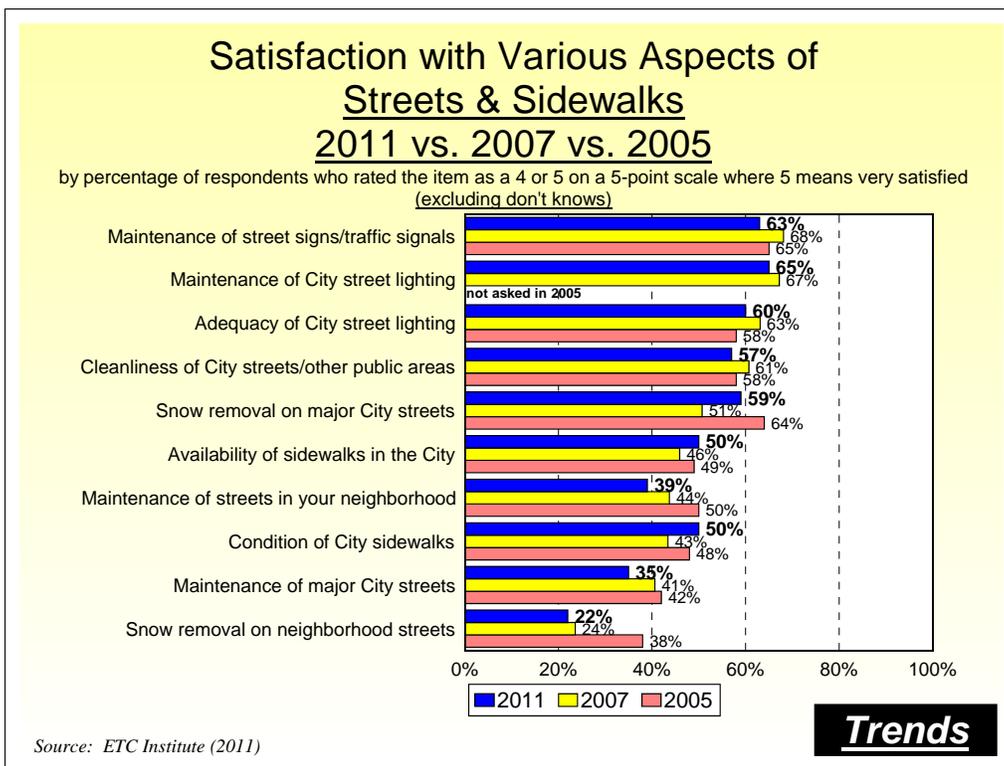
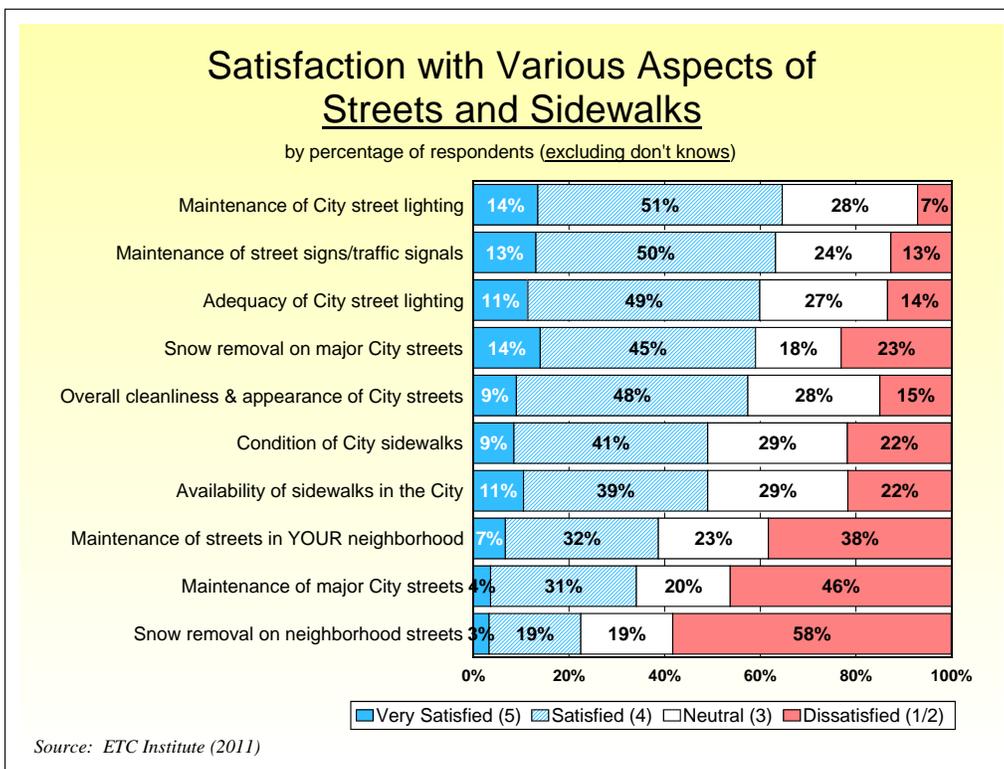


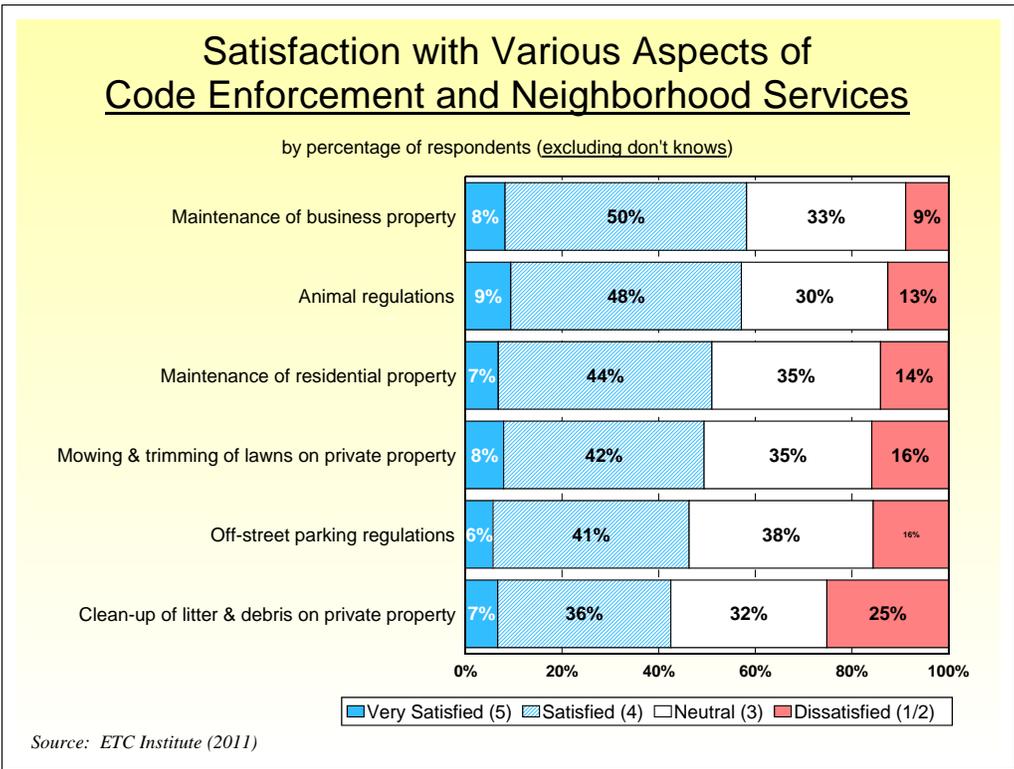
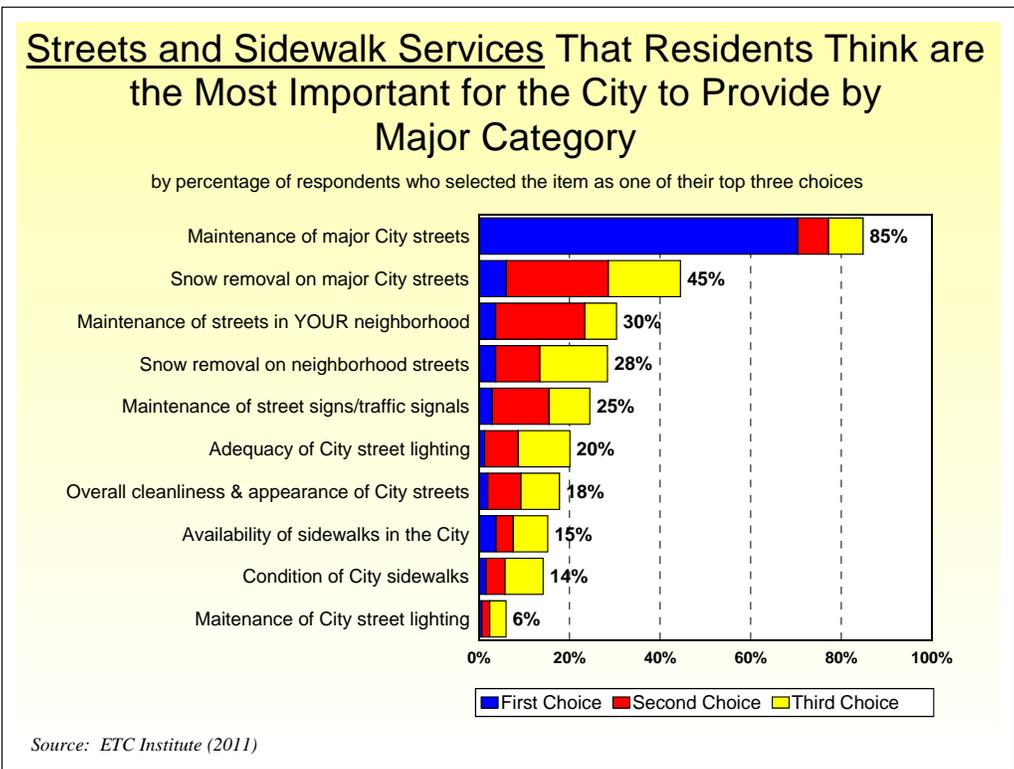
### Public Safety Services That Residents Think are the Most Important Services for the City to Provide by Major Category

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



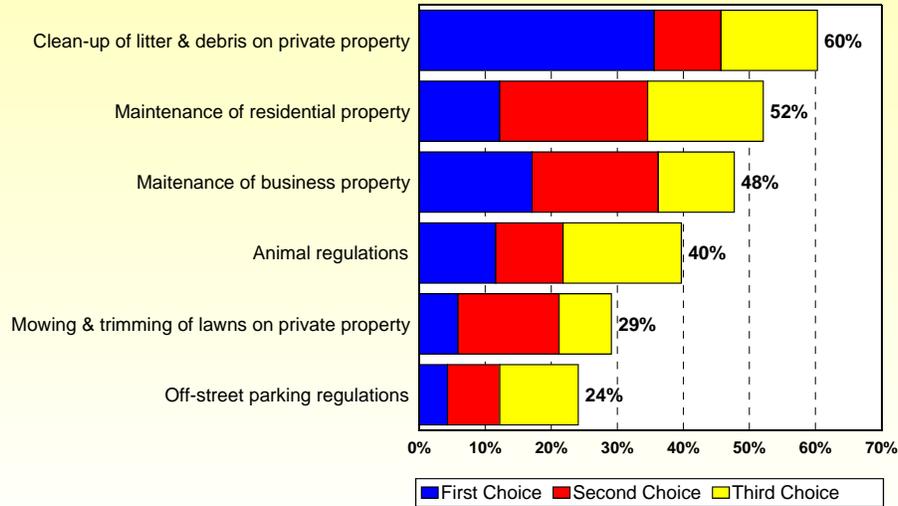
Source: ETC Institute (2011)





### Code Enforcement and Neighborhood Services That Residents Think are the Most Important for the City to Provide by Major Category

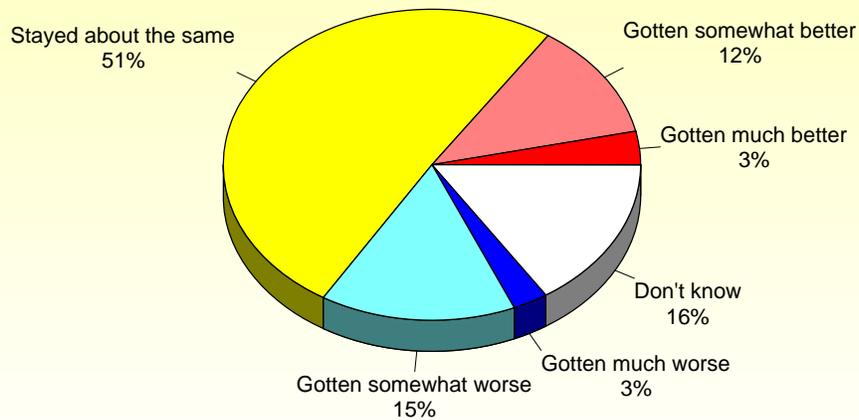
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2011)

### How Respondent Would Rate the Quality of Their Neighborhood Compared to Five Years Ago

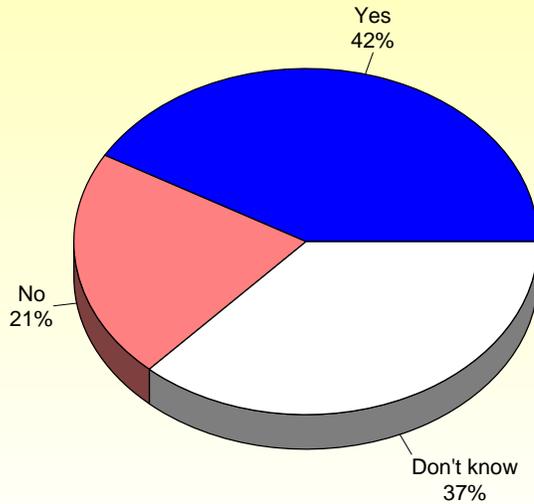
by percentage of respondents



Source: ETC Institute (2011)

### Whether Respondents Feel the City of Columbia is Usually Responsive to the Concerns Their Neighborhood

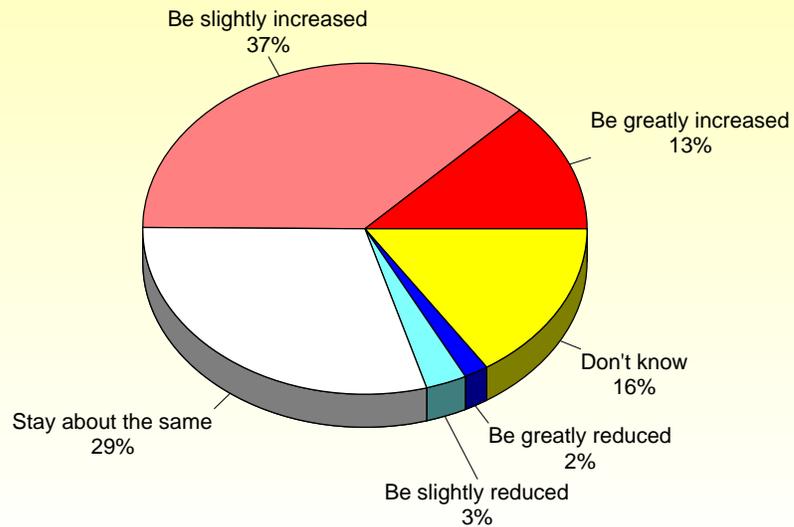
by percentage of respondents



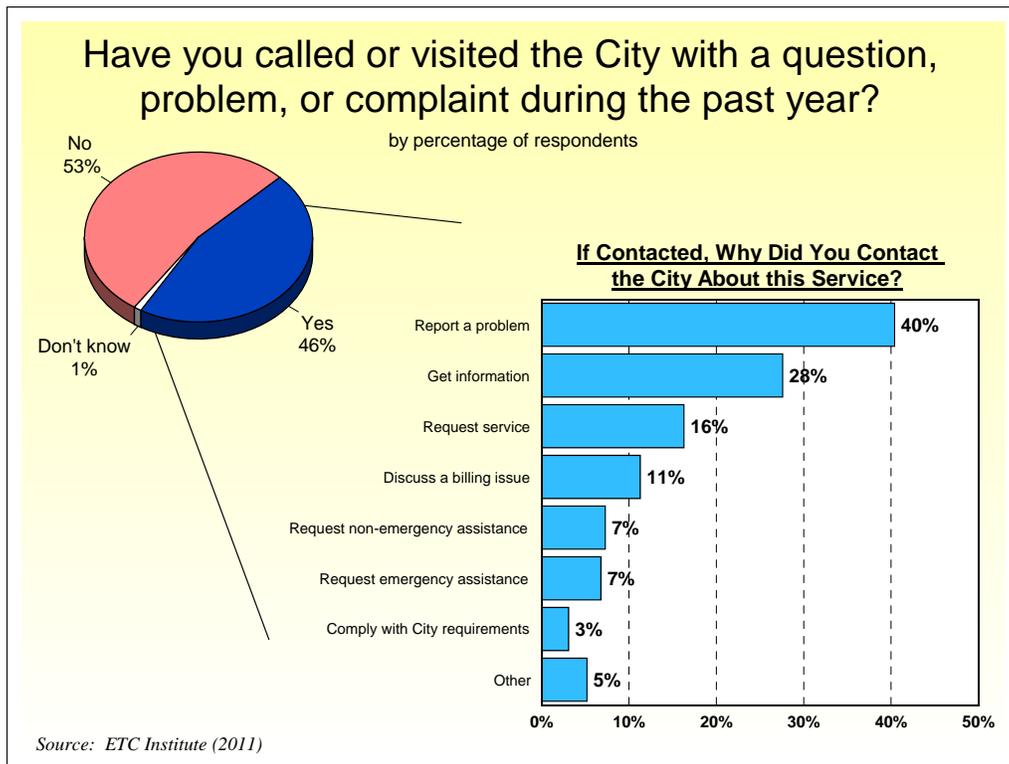
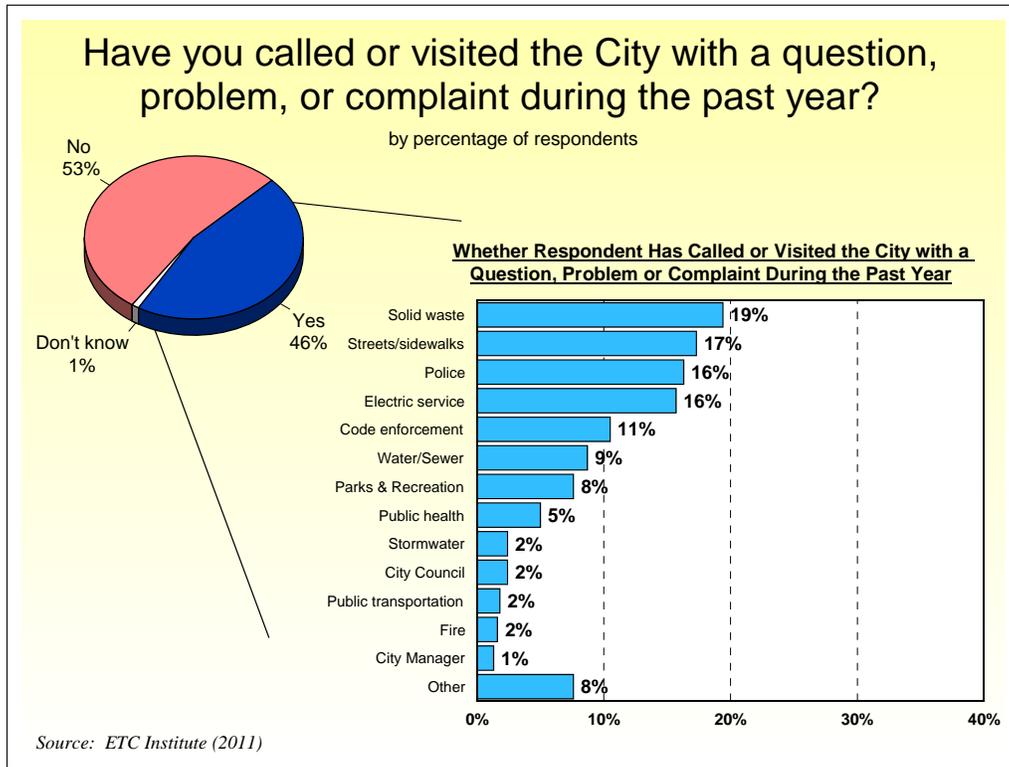
Source: ETC Institute (2011)

### How Respondents Think the Level of Enforcement of City Codes & Ordinances Should Change Over the Next Two Years

by percentage of respondents

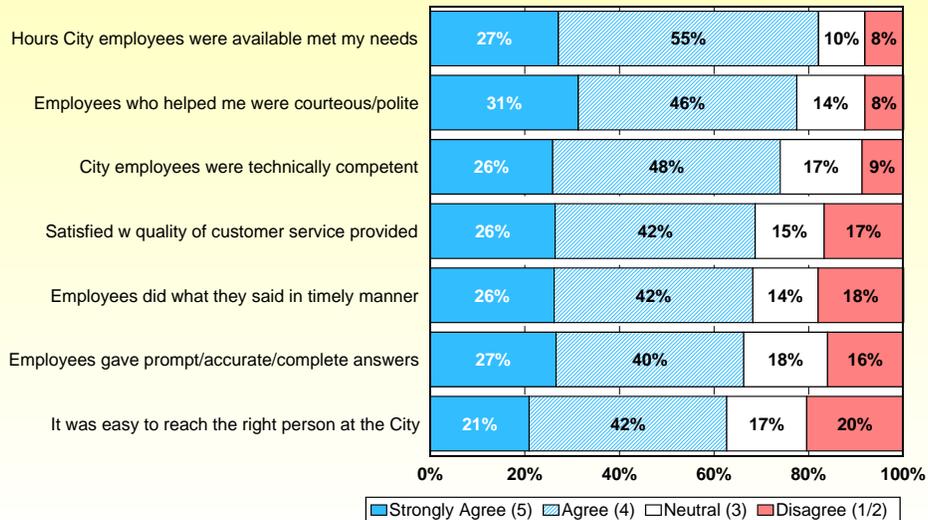


Source: ETC Institute (2011)



### Level of Agreement with Statements About the Quality of Service Received from City Employees the Last Time Respondents Contacted the City

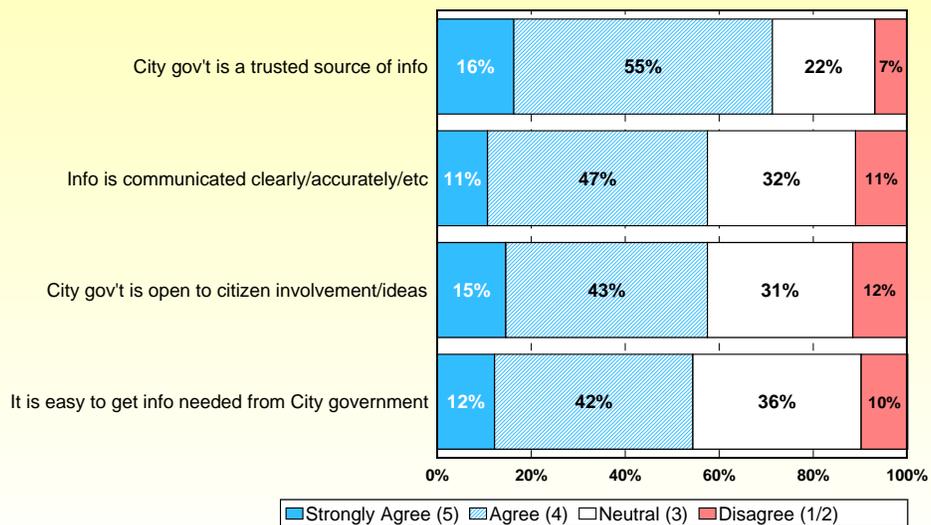
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011)

### Level of Agreement with Statements About Communication

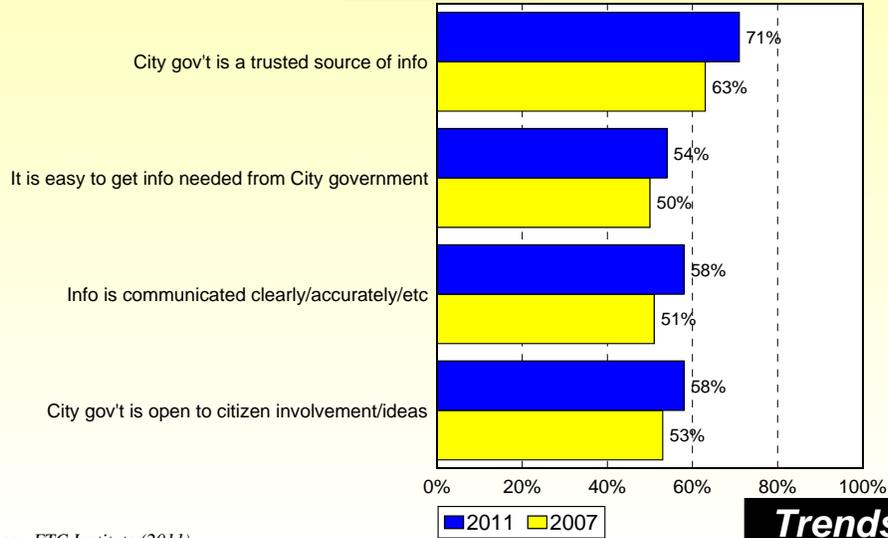
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011)

## Level of Agreement with Various Statements About Communication 2011 vs 2007

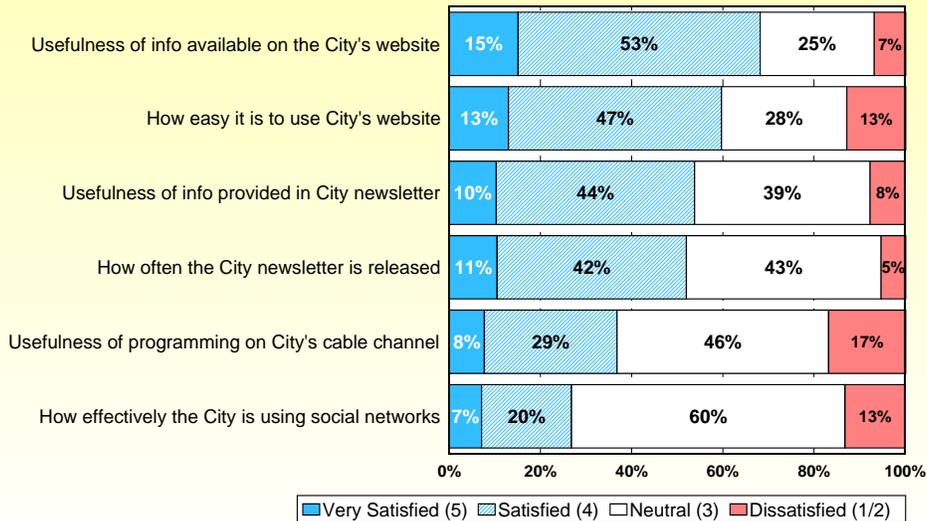
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied  
(excluding don't knows)



Source: ETC Institute (2011)

## Satisfaction with Various Statements About Communication

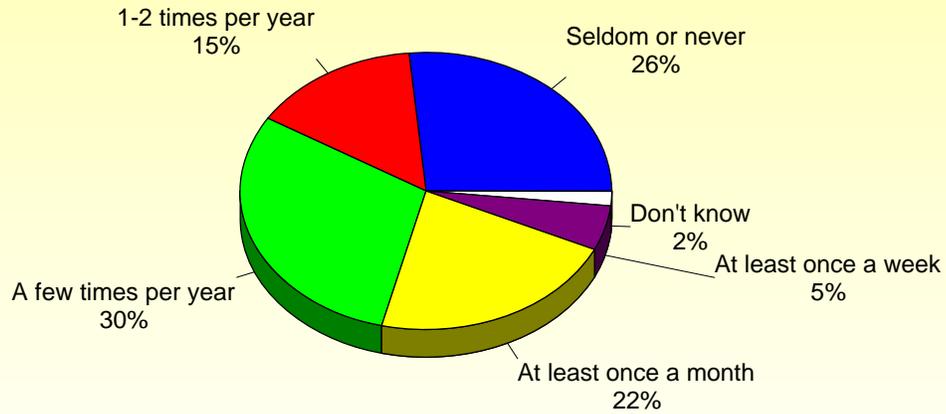
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2011)

### How Often Respondents Use the City's Website

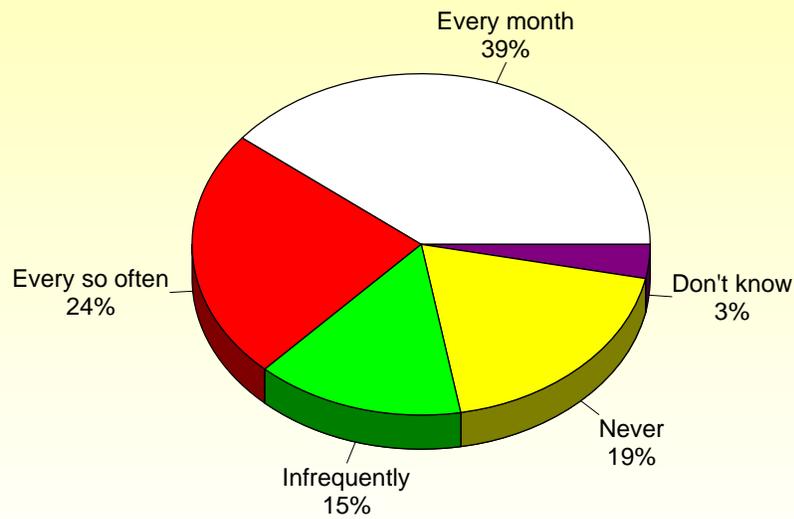
by percentage of respondents



Source: ETC Institute (2011)

### How Often Respondents Read the City Newsletter that is Distributed with the City's Monthly Utility Bill

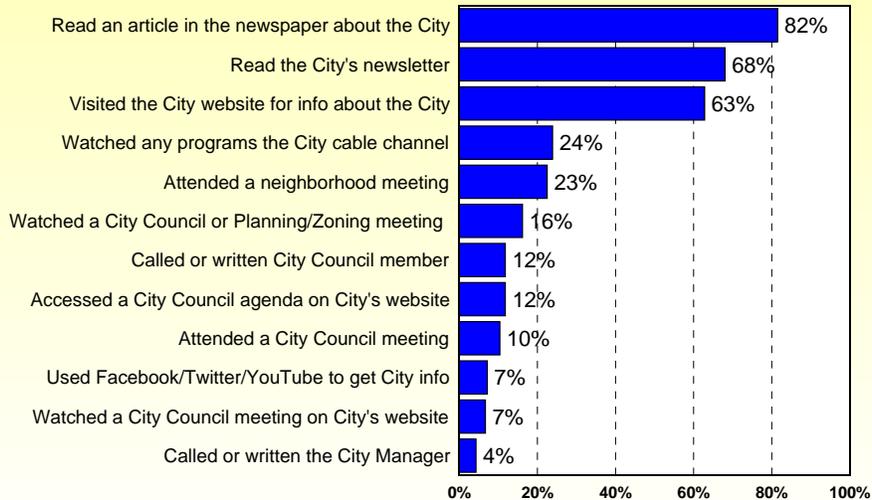
by percentage of respondents



Source: ETC Institute (2011)

## Whether Respondents Have Done Any of the Following During the Past Year

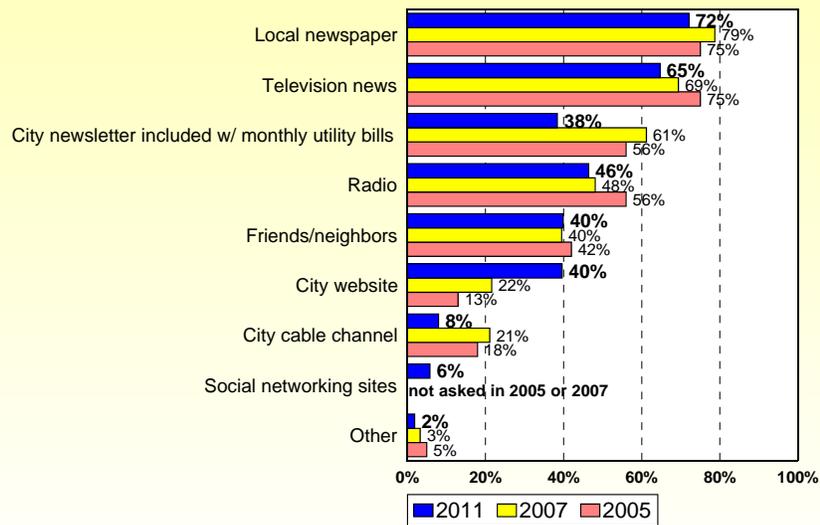
by percentage of respondents (multiple choices allowed)



Source: ETC Institute (2011)

## Primary Sources of Information about City Issues, Services, and Events 2011 vs 2007 vs 2005

by percentage of respondents (multiple answers allowed)

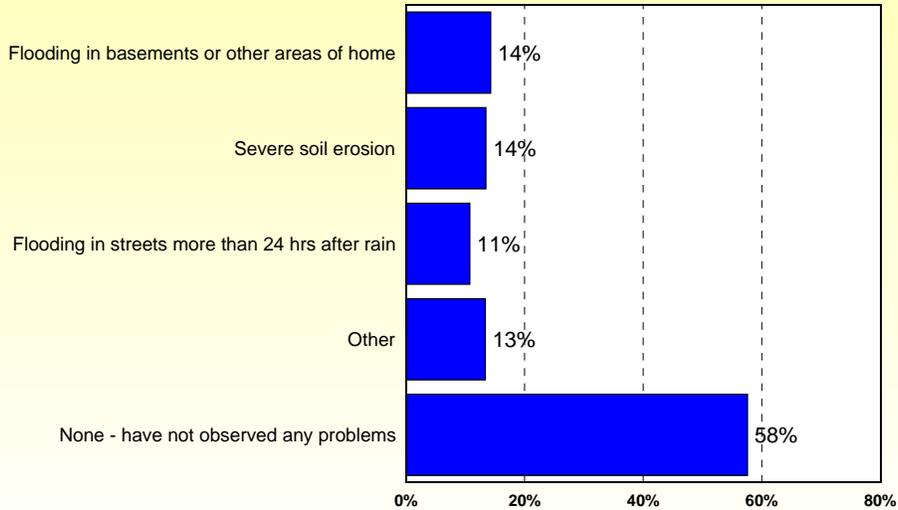


Source: ETC Institute (2011)

**Trends**

### Problems Respondents Had In the Neighborhood Where They Live During the Past 24 Months

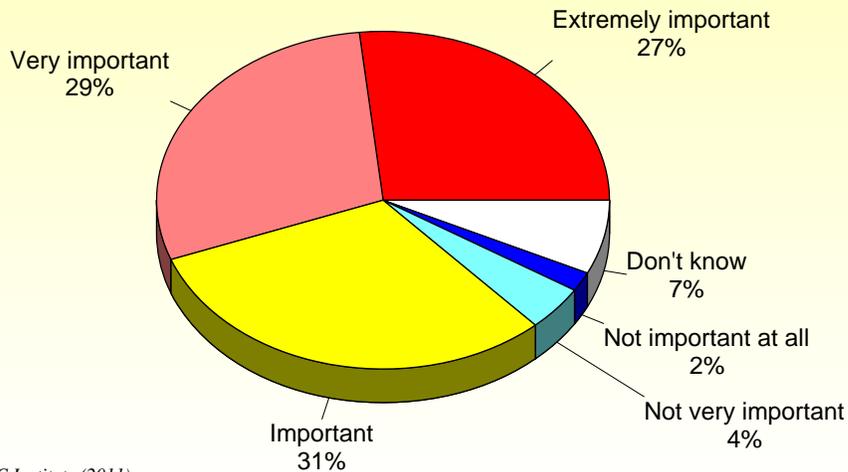
by percentage of respondents (multiple choices were allowed)



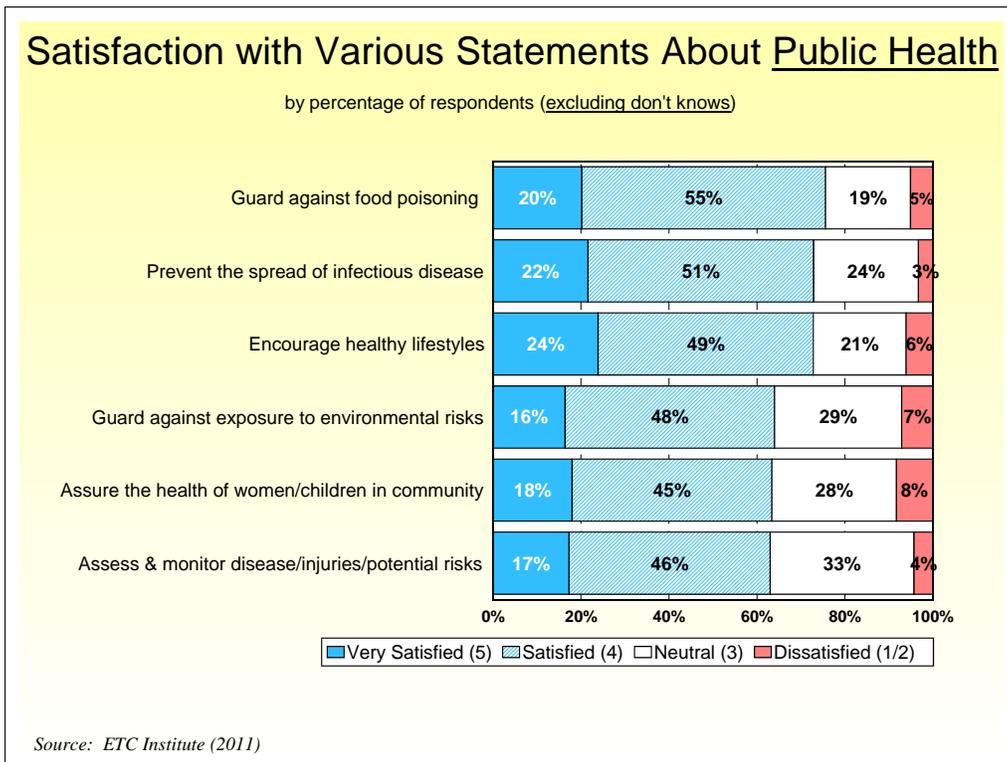
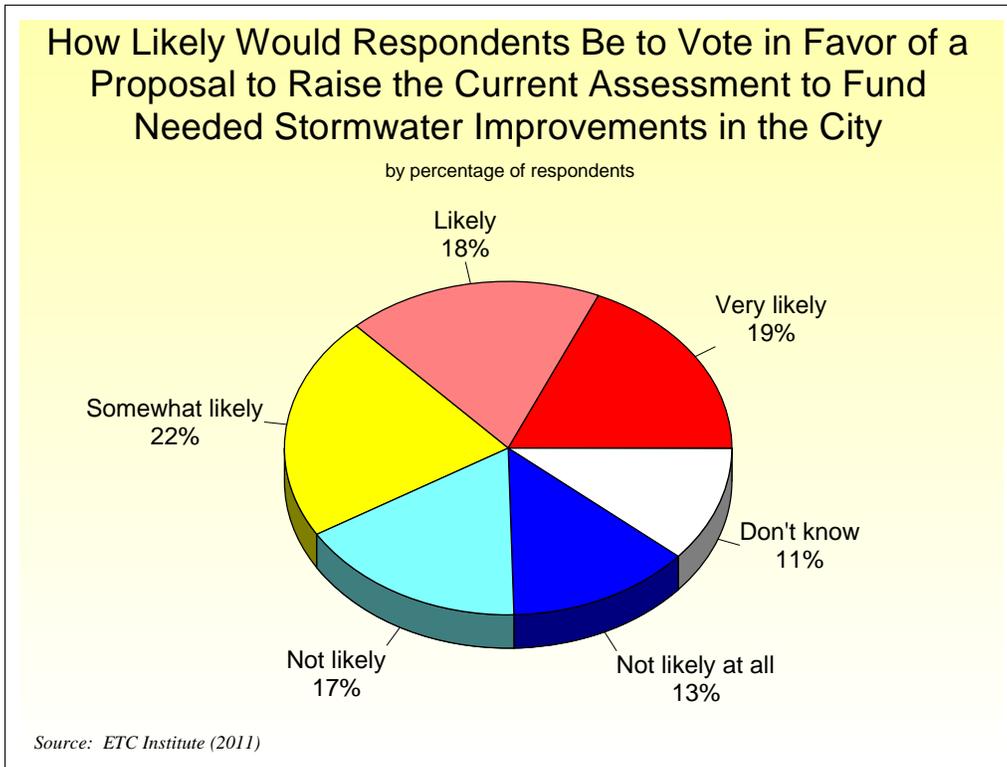
Source: ETC Institute (2011)

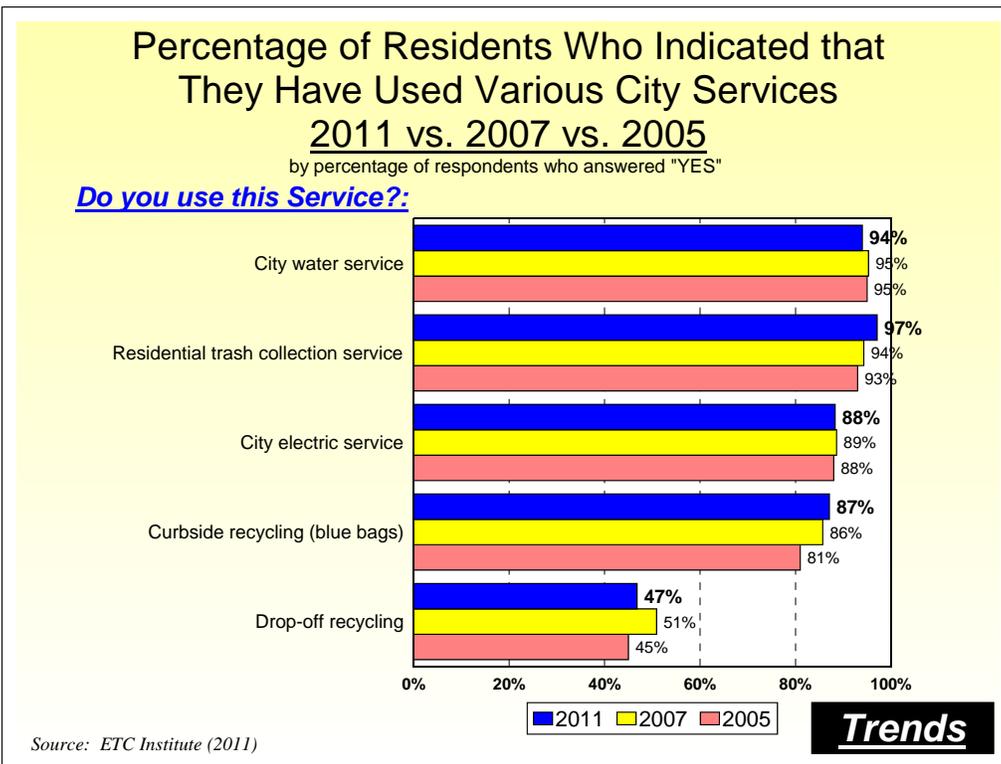
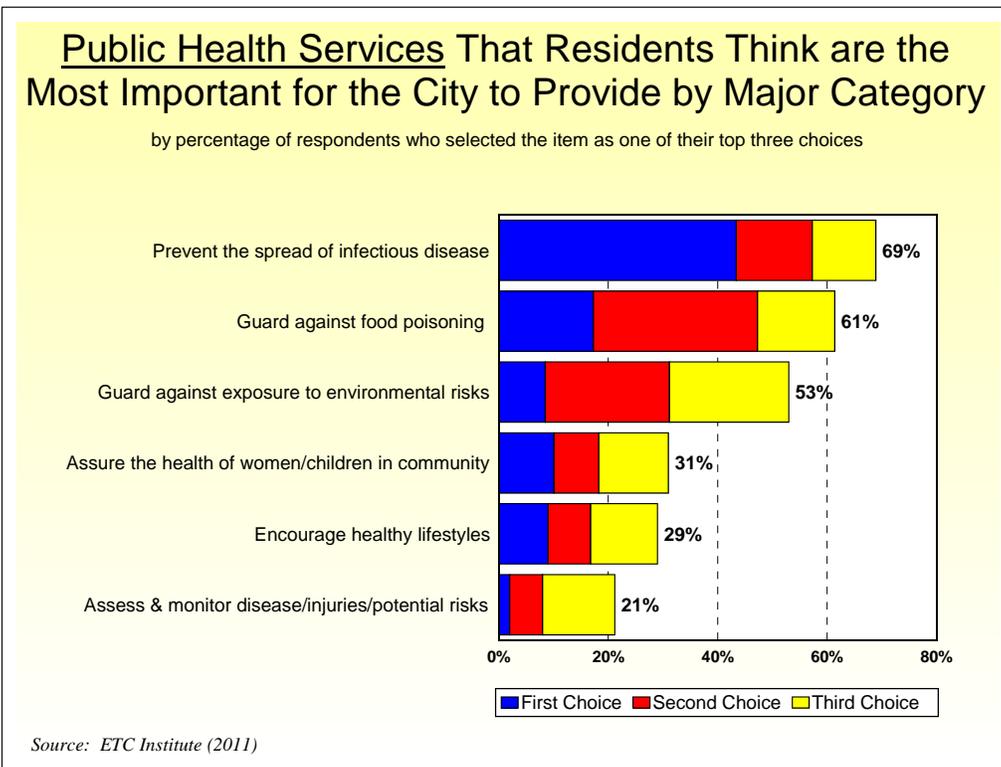
### How Important Respondents Think It Is for the City of Columbia to Fund Stormwater Improvements that Will Help Prevent Flooding and Protect the Quality of Water in Lakes, Rivers, and Streams

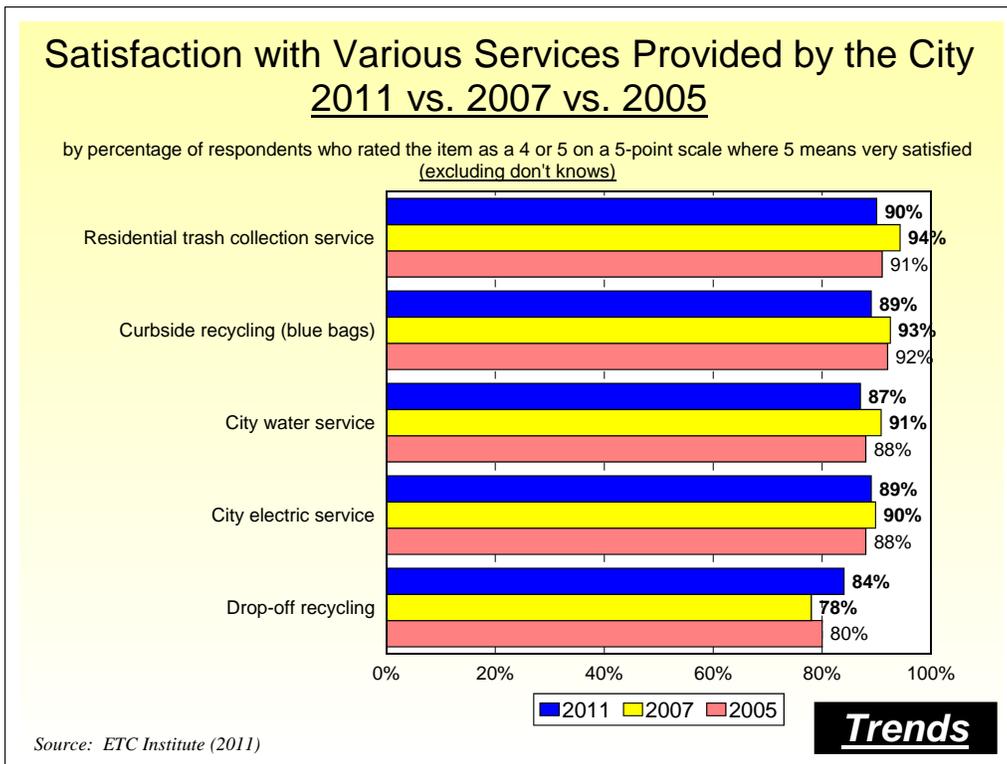
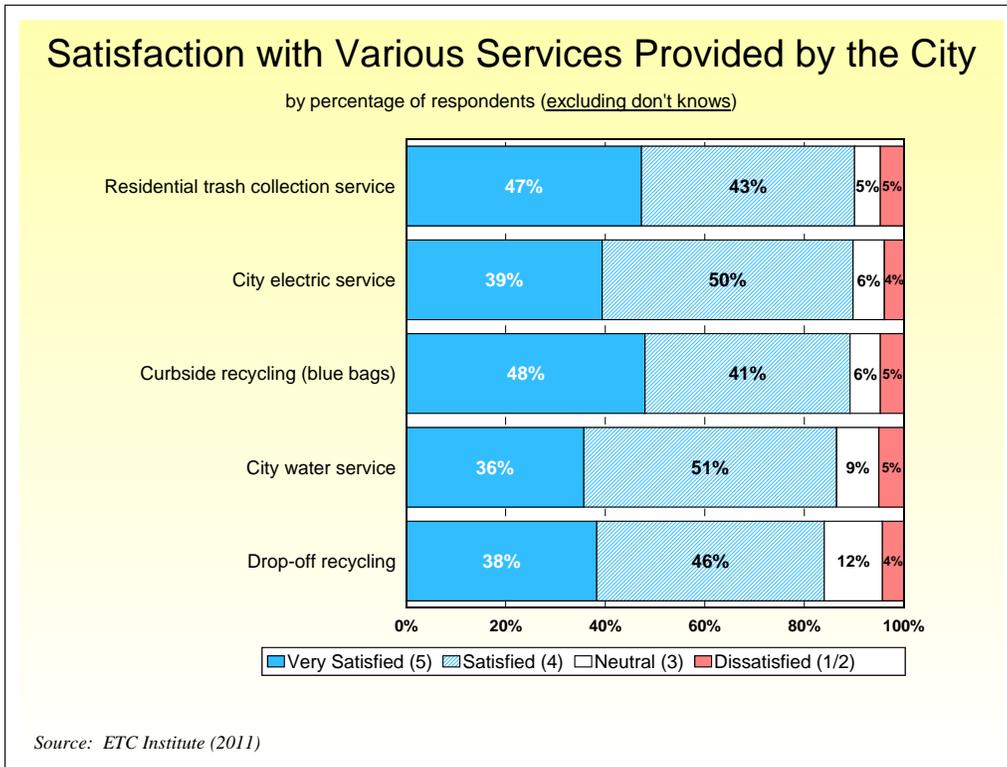
by percentage of respondents



Source: ETC Institute (2011)

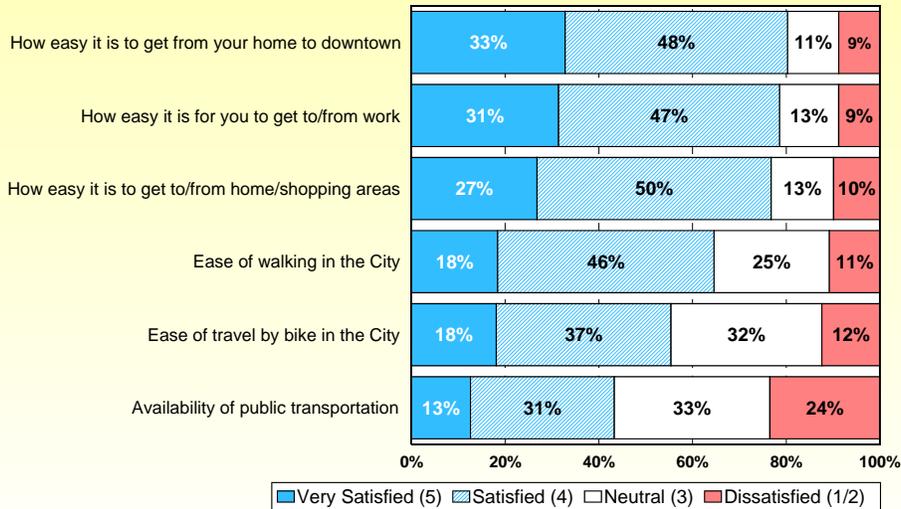






## Satisfaction with Various Statements About Transportation

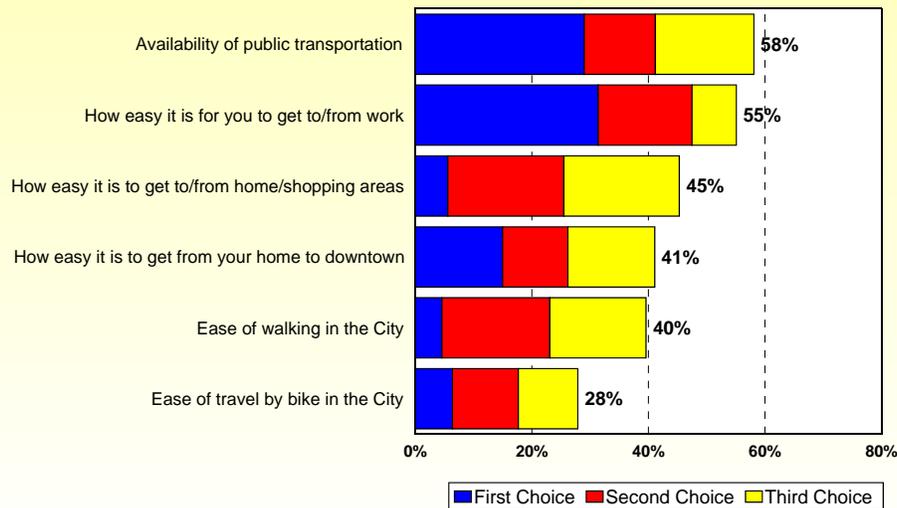
by percentage of respondents (excluding don't knows)



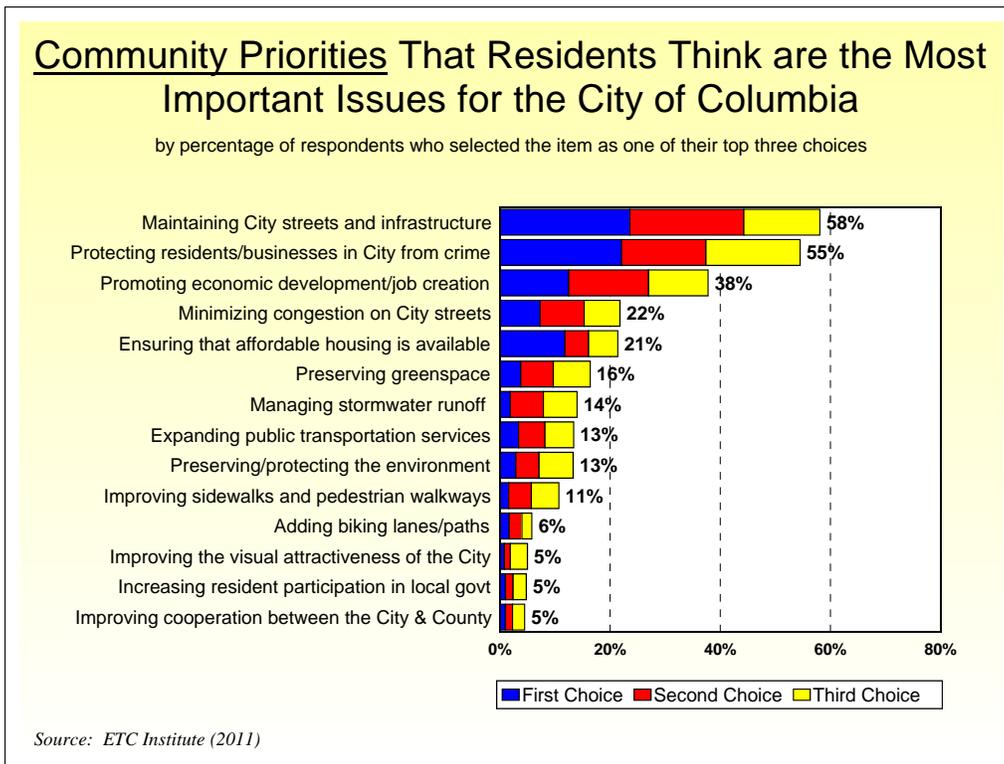
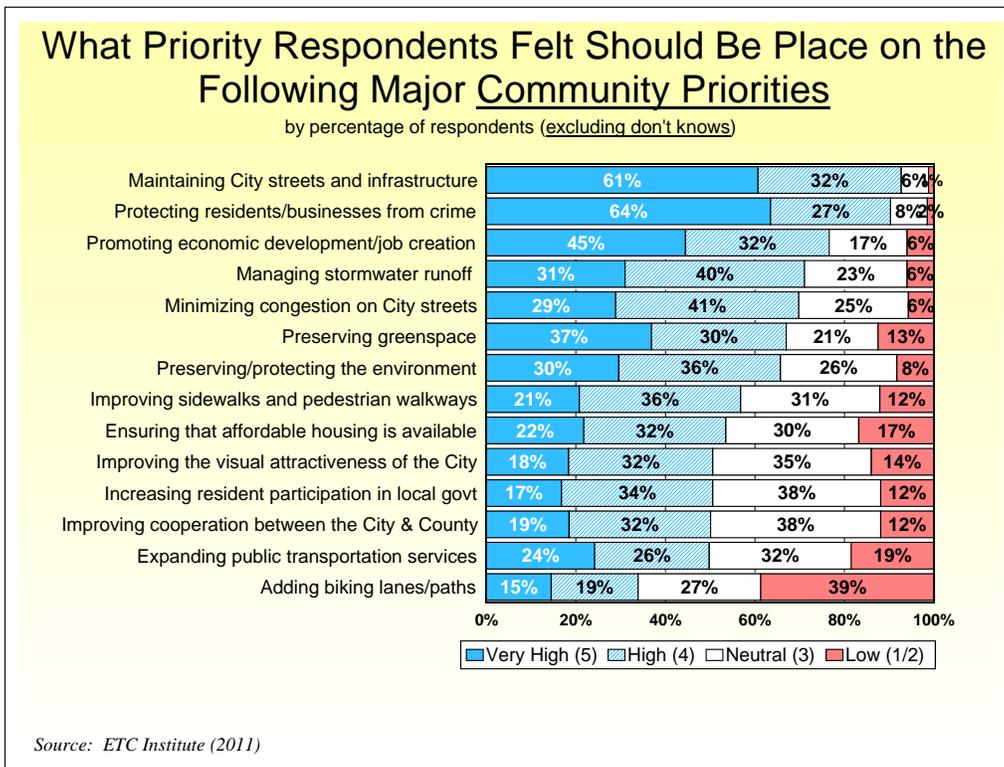
Source: ETC Institute (2011)

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

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

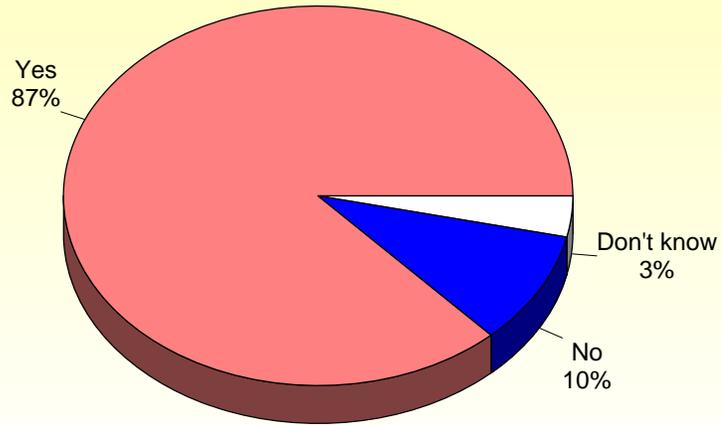


Source: ETC Institute (2011)



### Whether Respondents Think It Is Important for the City of Columbia to Support Sustainability Programs That Help Reduce Pollution, Conserve Energy, and Protect Water Resources

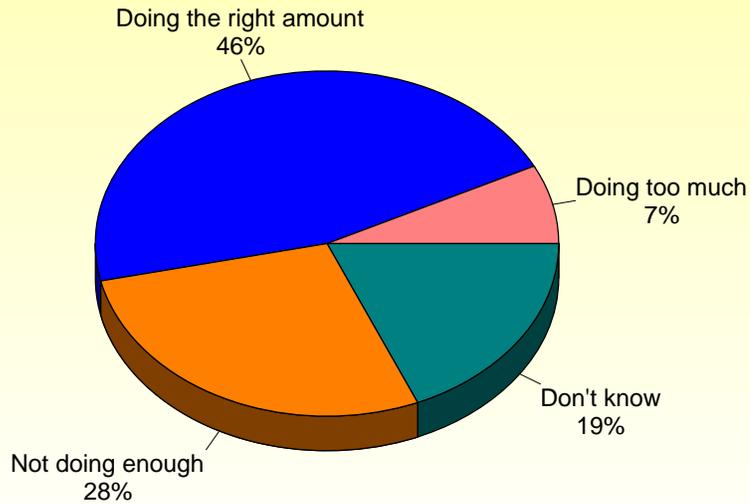
by percentage of respondents



Source: ETC Institute (2011)

### How Would You Describe the City's Efforts to Promote Water, Energy and Natural Resource Conservation?

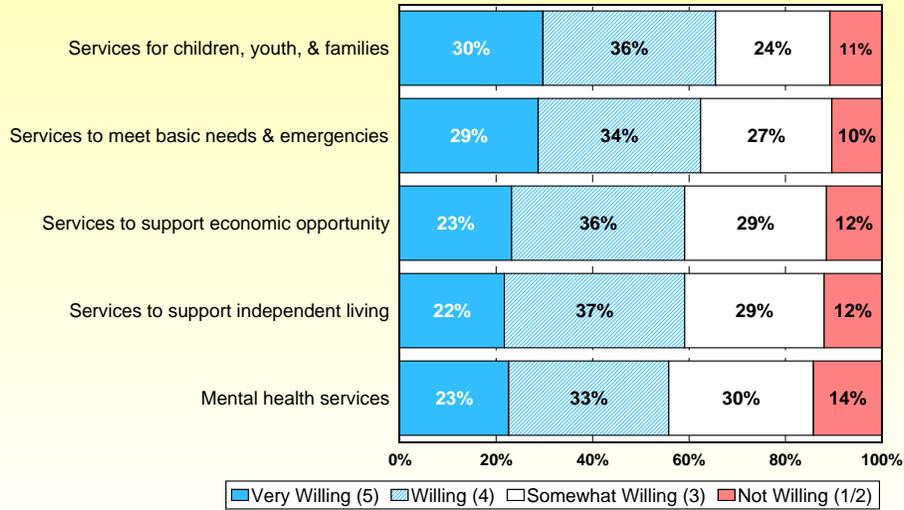
by percentage of respondents



Source: ETC Institute (2011)

### How Willing Respondent Is to Have City Taxes Used to Support Various Social Services

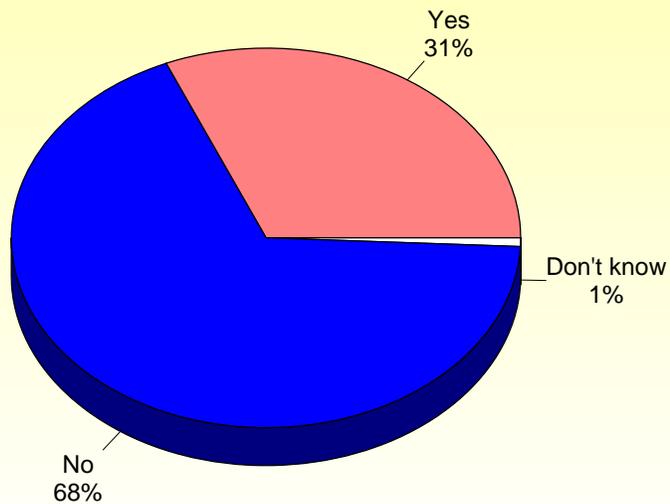
by percentage of respondents (excluding don't knows)



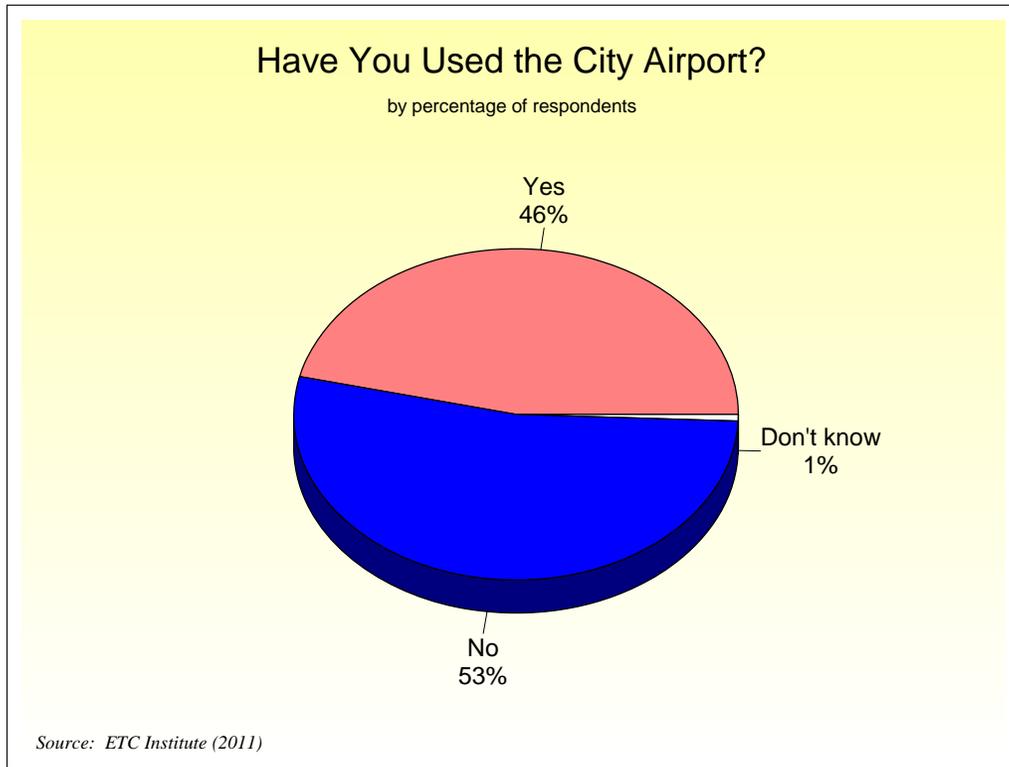
Source: ETC Institute (2011)

### Have You Used Public Transportation Services in Columbia?

by percentage of respondents

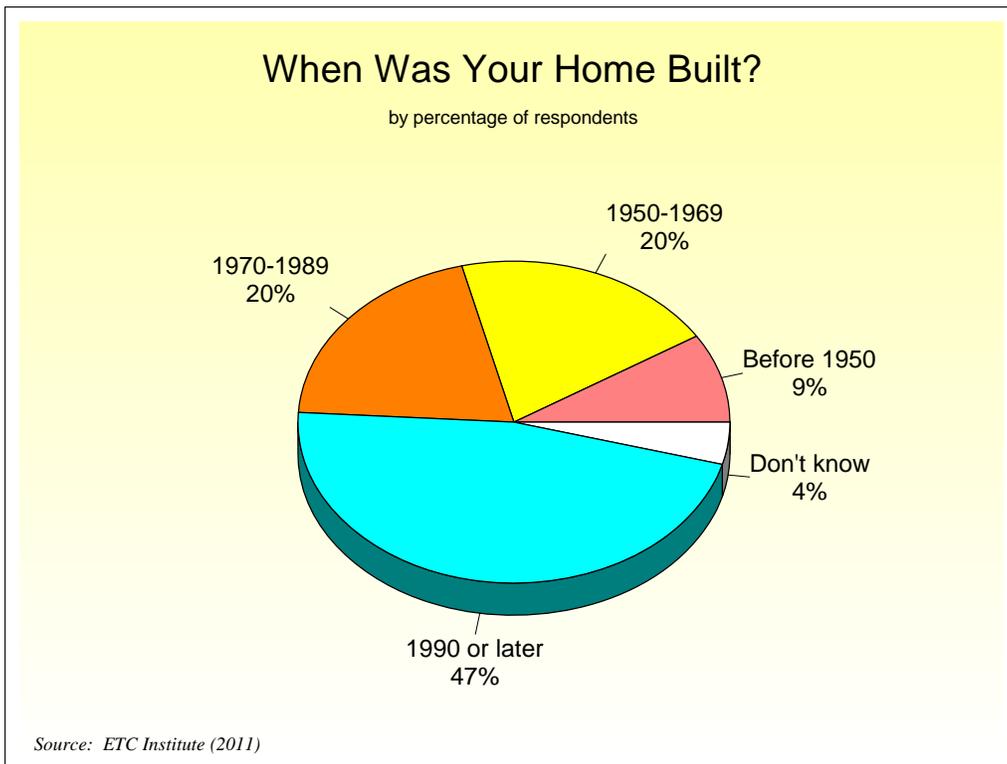
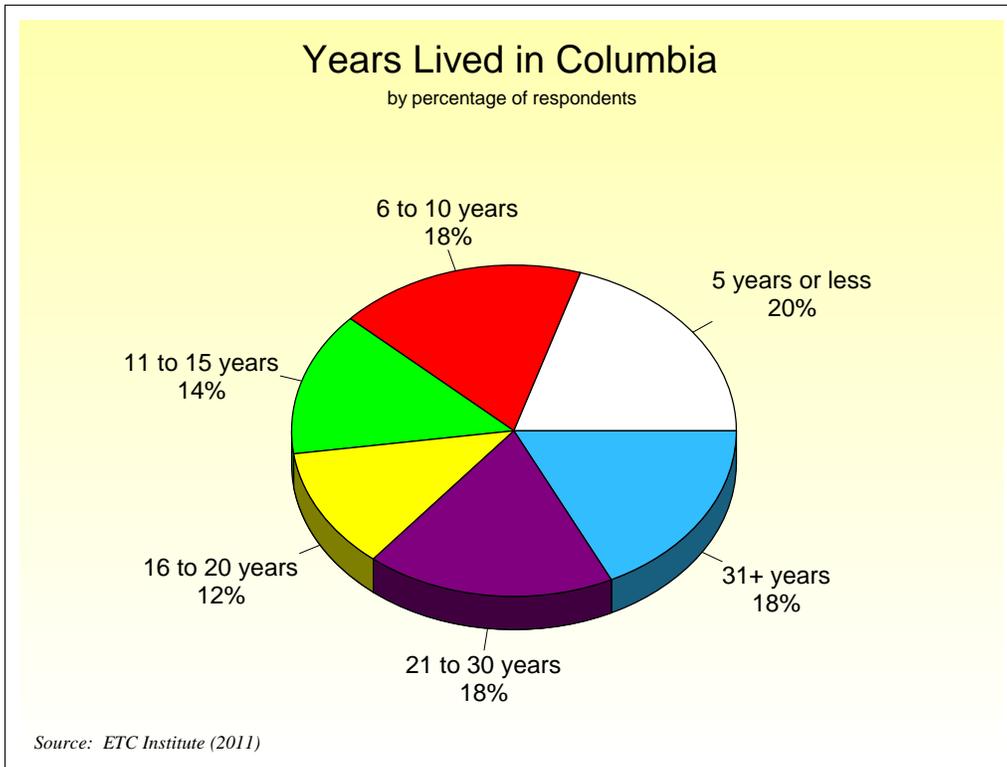


Source: ETC Institute (2011)



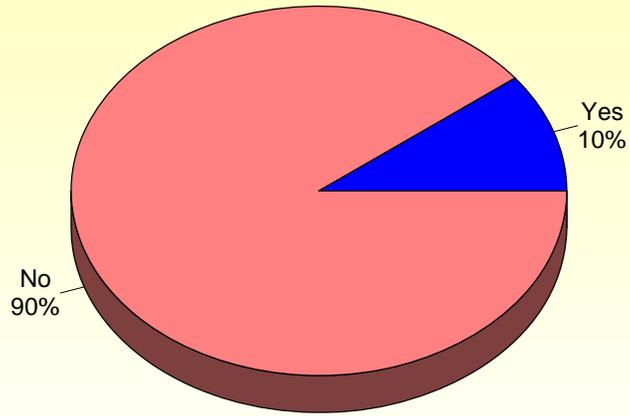
# Demographics

Source: ETC Institute (2011)



### Are You a Student In a College or University?

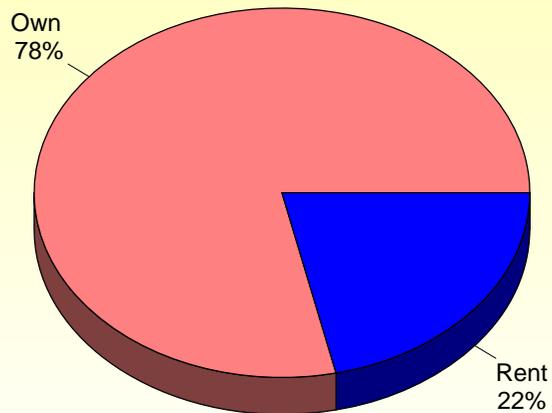
by percentage of respondents



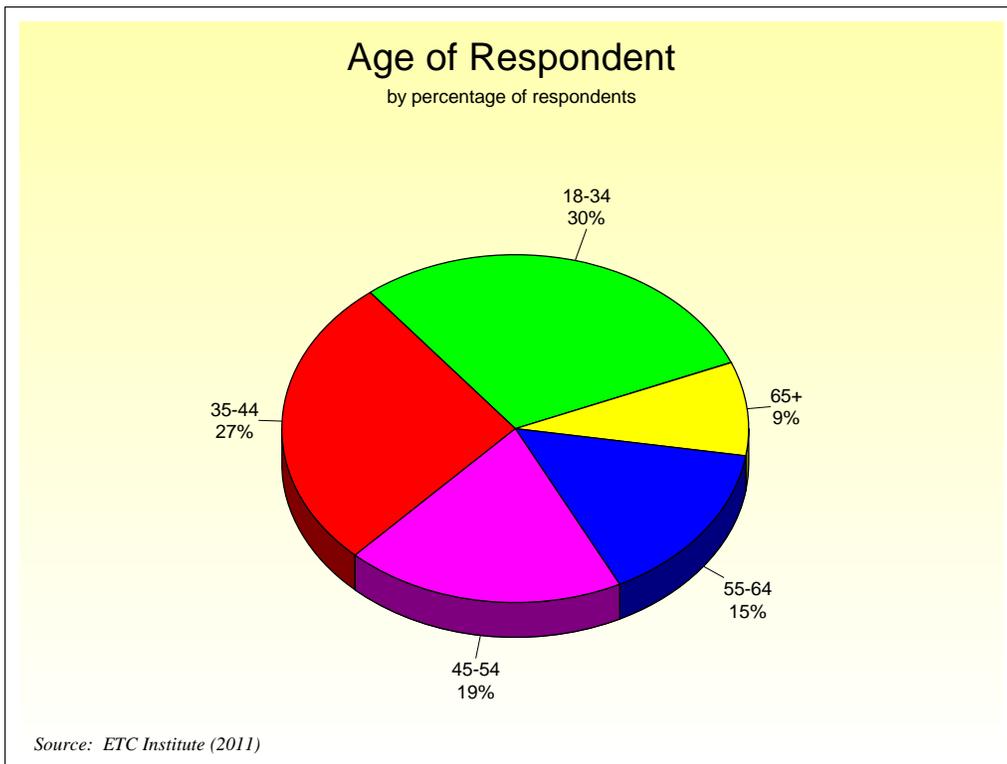
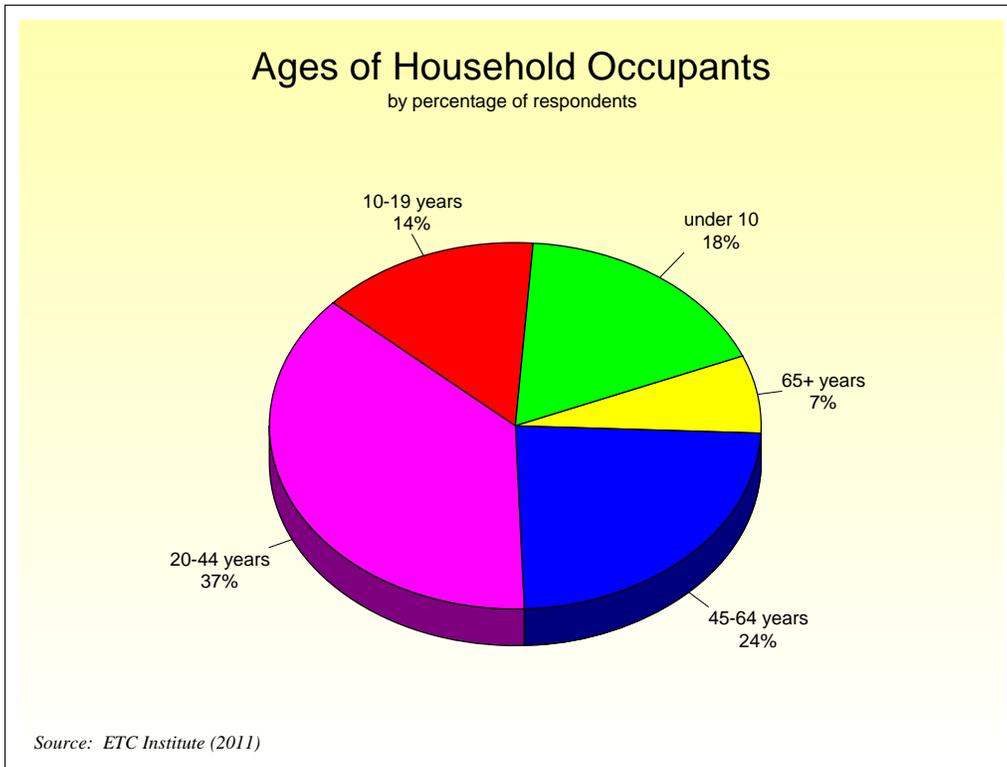
Source: ETC Institute (2011)

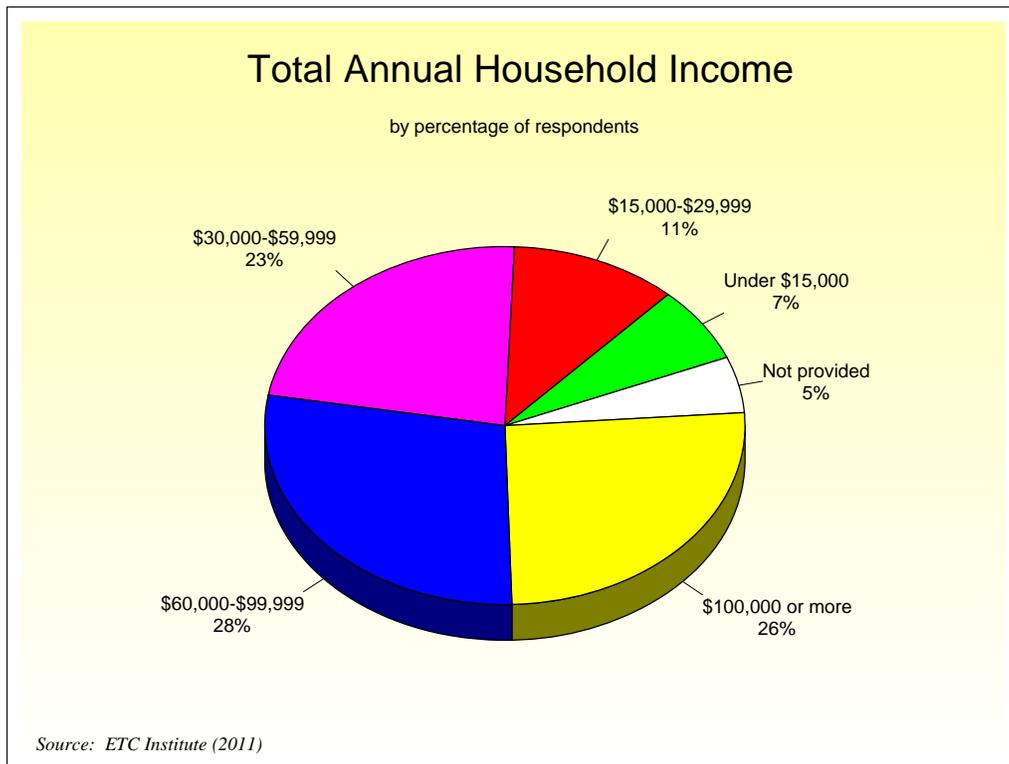
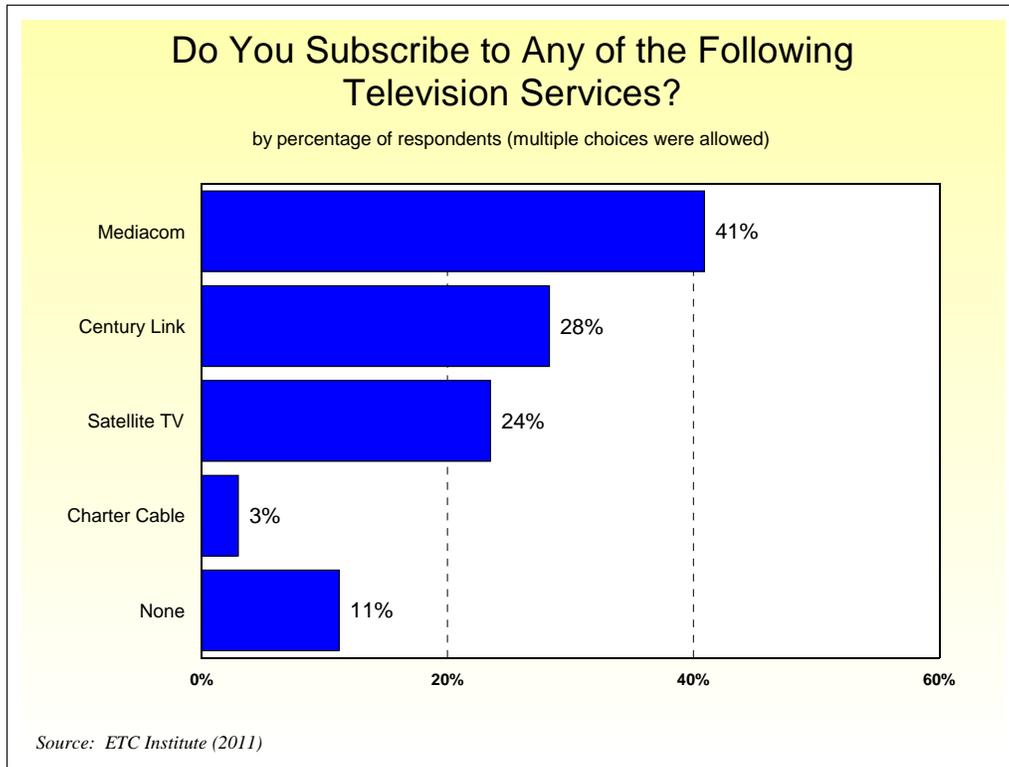
### Do You Own or Rent Your Current Residence?

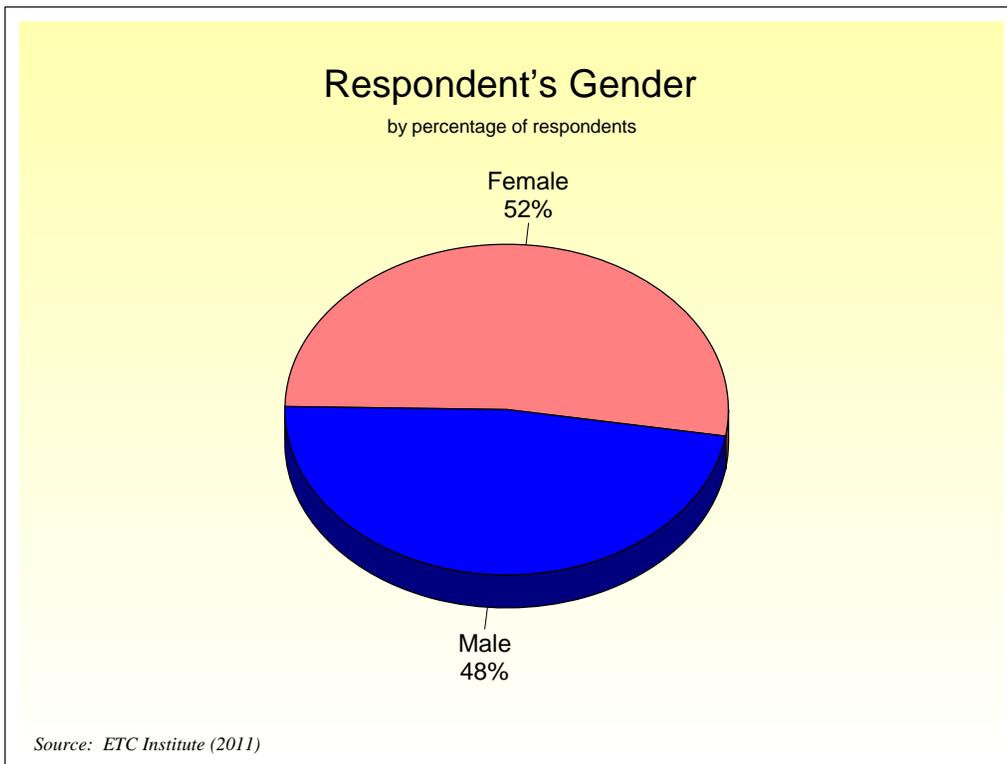
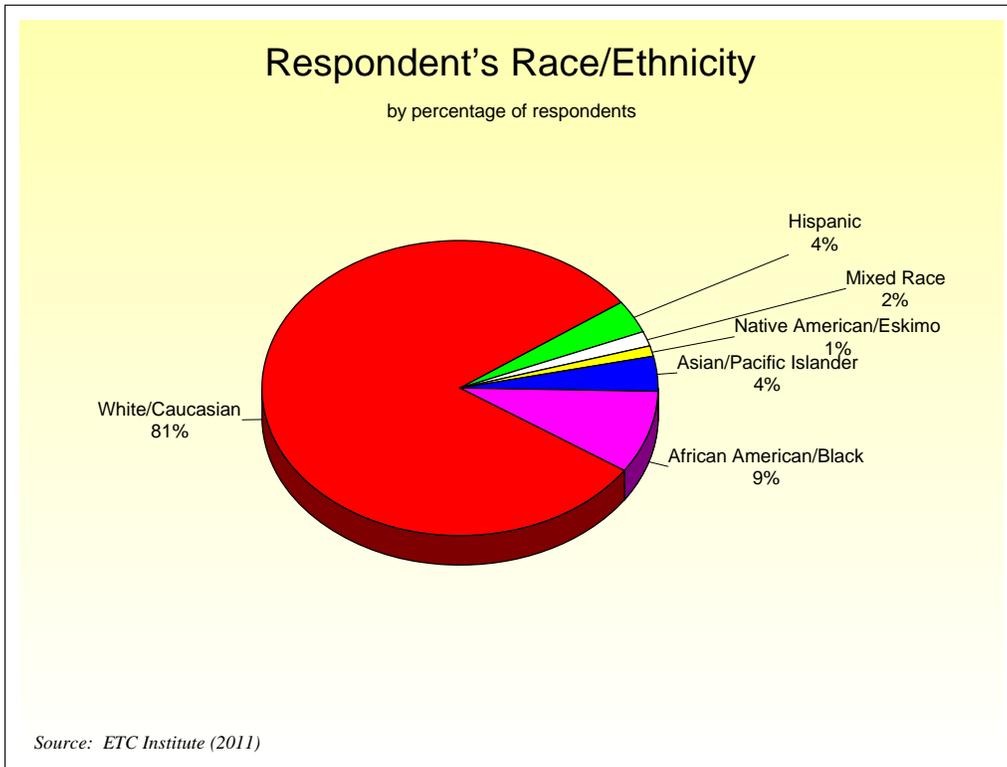
by percentage of respondents



Source: ETC Institute (2011)







## Section 2: **Benchmarking Data**

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# *DirectionFinder® Survey*

## *Year 2011 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 three sources: (1) a national survey that was administered by ETC Institute in the Spring of 2010 to a random sample of more than 4,300 residents in the continental United States (2) a regional survey that was administered by ETC Institute in the Spring of 2010 to a random sample of 437 residents in Kansas and Missouri communities and (3) surveys that have been administered by ETC Institute in 33 communities in the Kansas City metro area between January 2008 and May 2011. The Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Clayton, 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
- Rolla, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

**National Benchmarks.** The first set of charts on the following pages show how the overall results for Columbia compare to the national average and the Kansas/Missouri average. These are based on the results of the survey that was administered by ETC Institute to a random sample of 4,377 U.S. residents and to 437 residents in Kansas and Missouri communities.

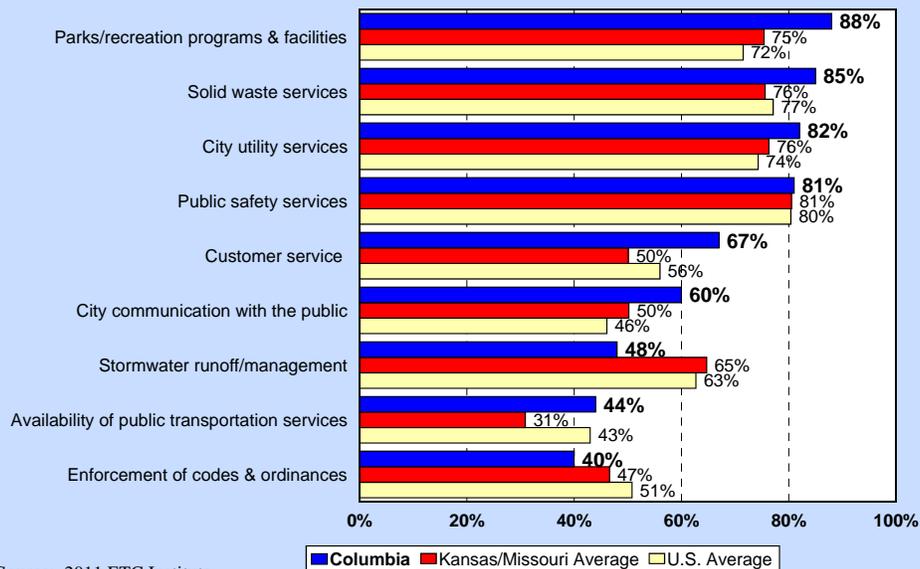
**Kansas/Missouri Benchmarks.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 33 communities, listed above, for more than 40 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction in the 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 compare to the other communities in the states of Kansas and Missouri where the DirectionFinder® survey has been administered.

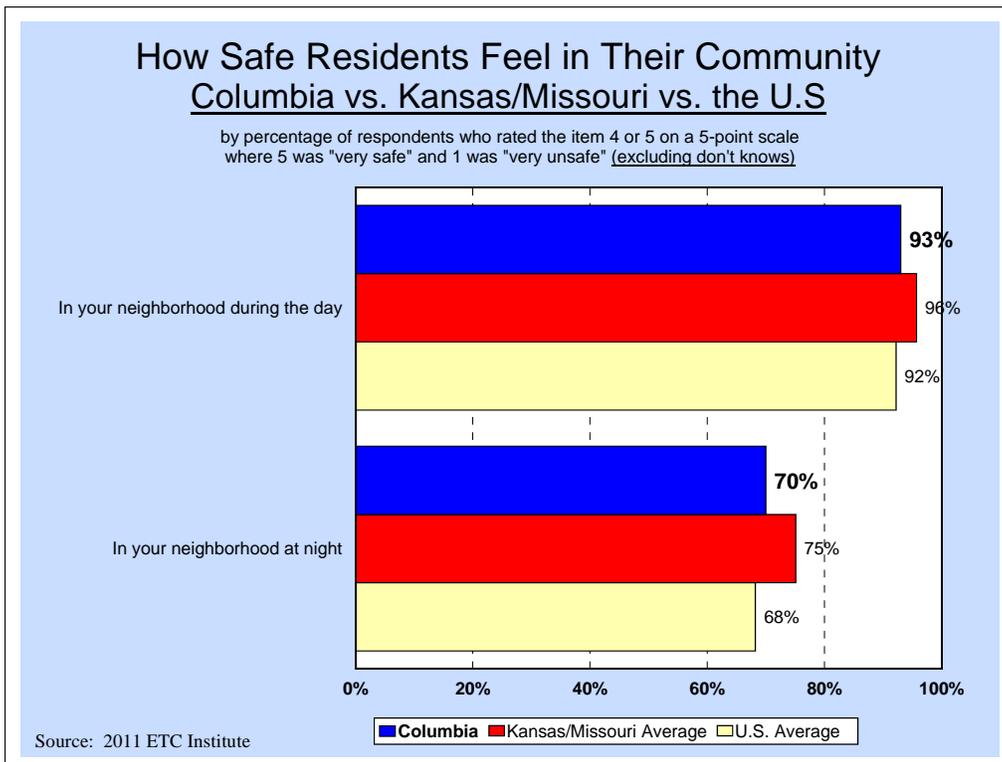
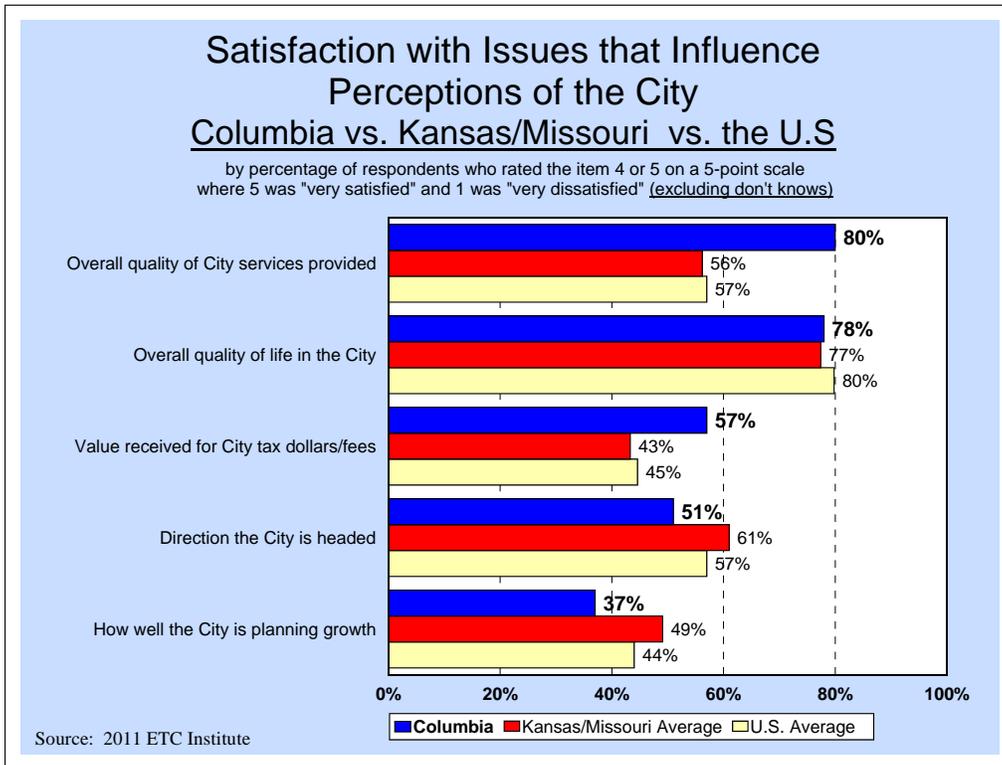
# National and Regional Benchmarks

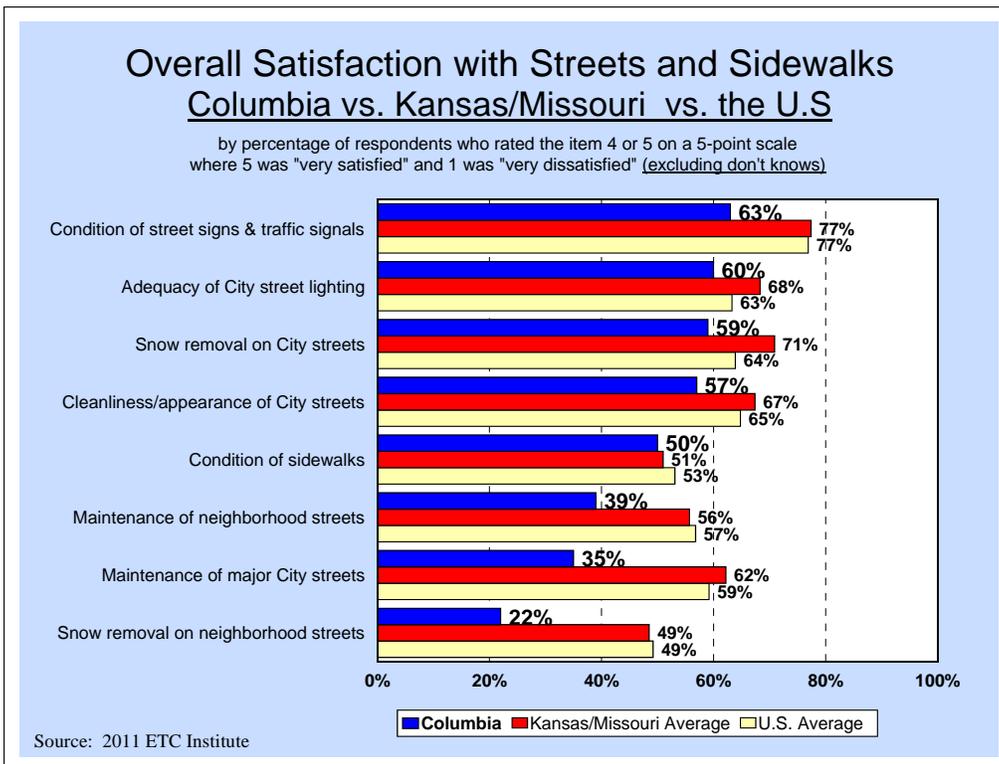
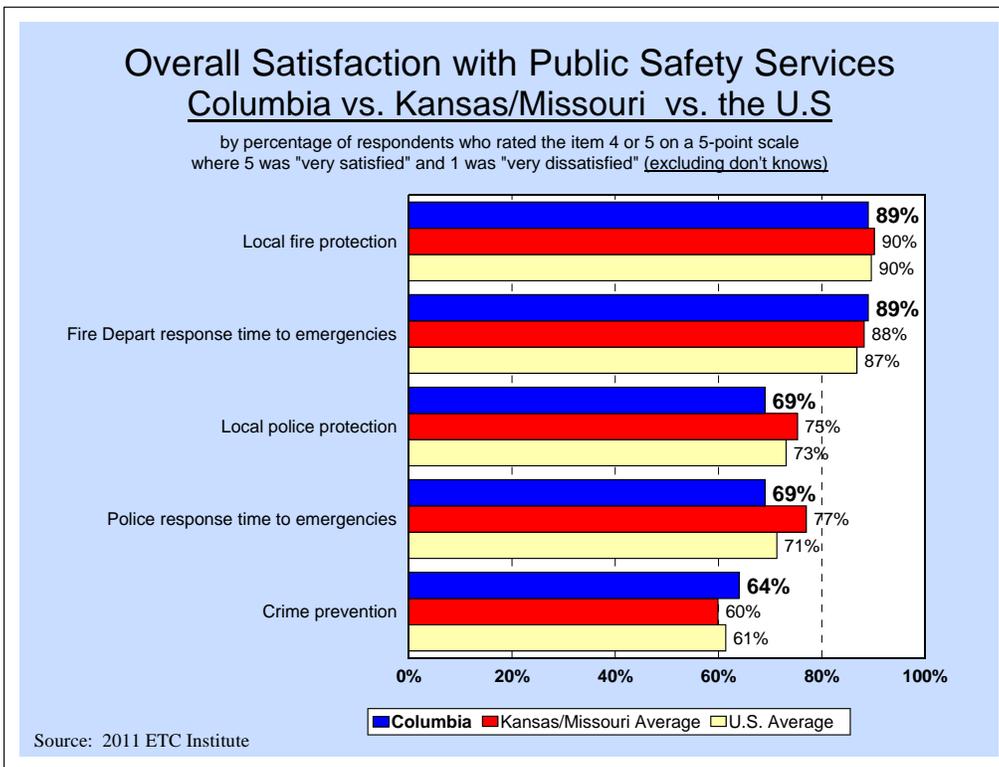
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Columbia is not authorized without written consent from ETC Institute.**

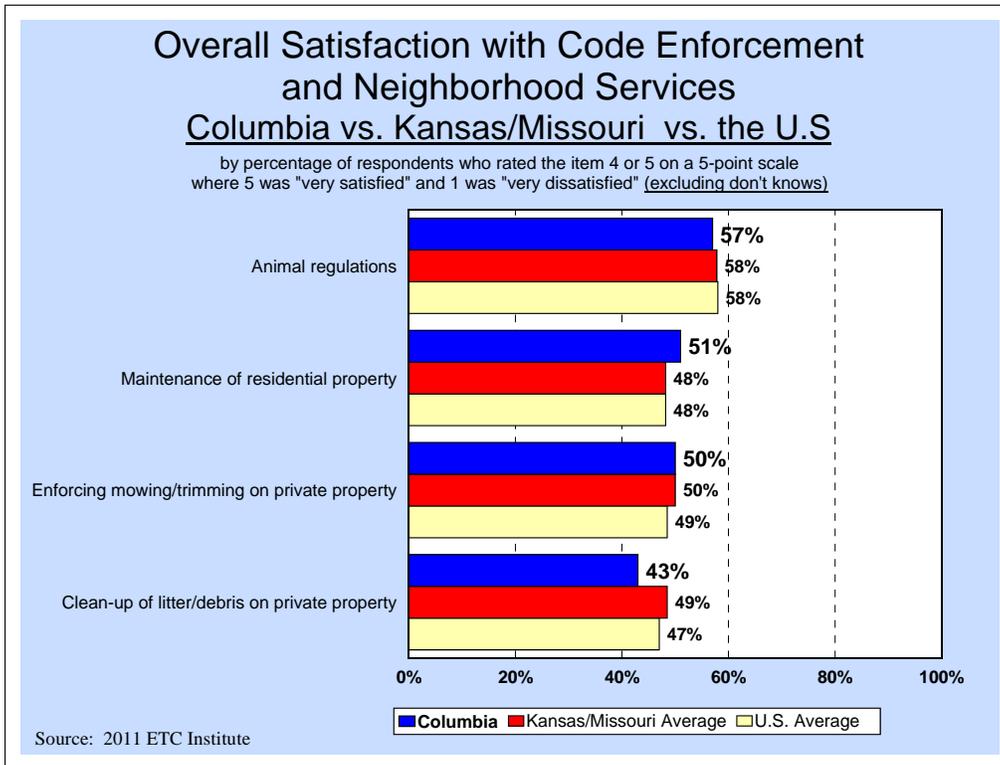
## Overall Satisfaction with Various City Services Columbia vs. Kansas/Missouri vs. the U.S

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)



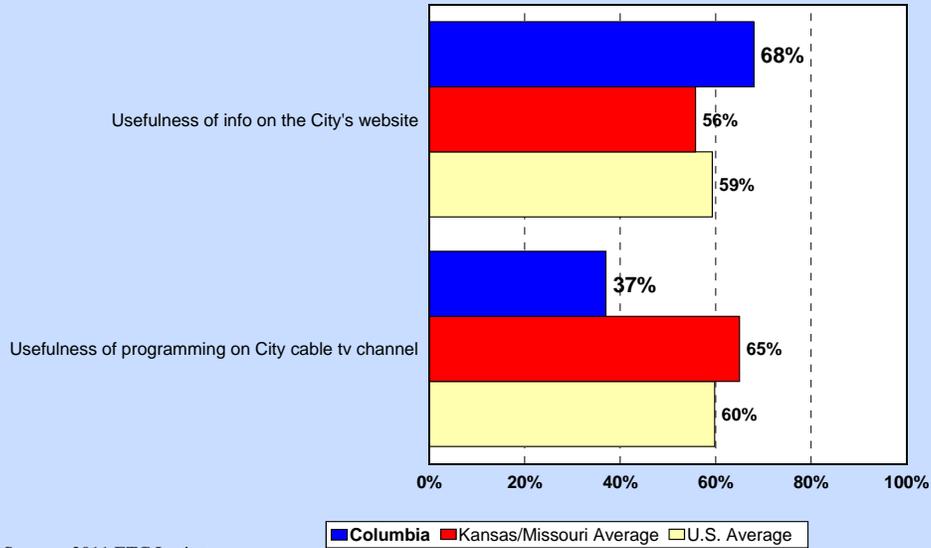






### Overall Satisfaction with Communication Columbia vs. Kansas/Missouri vs. the U.S

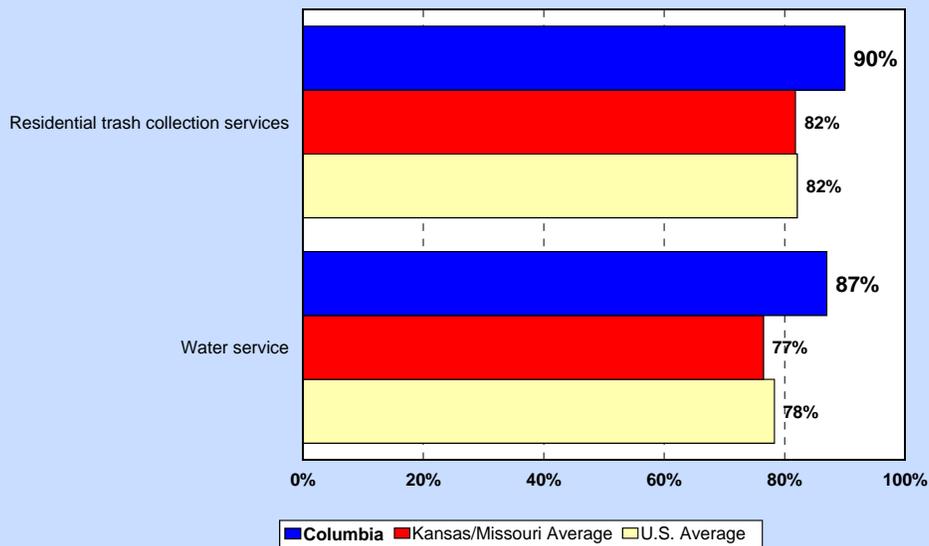
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 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)



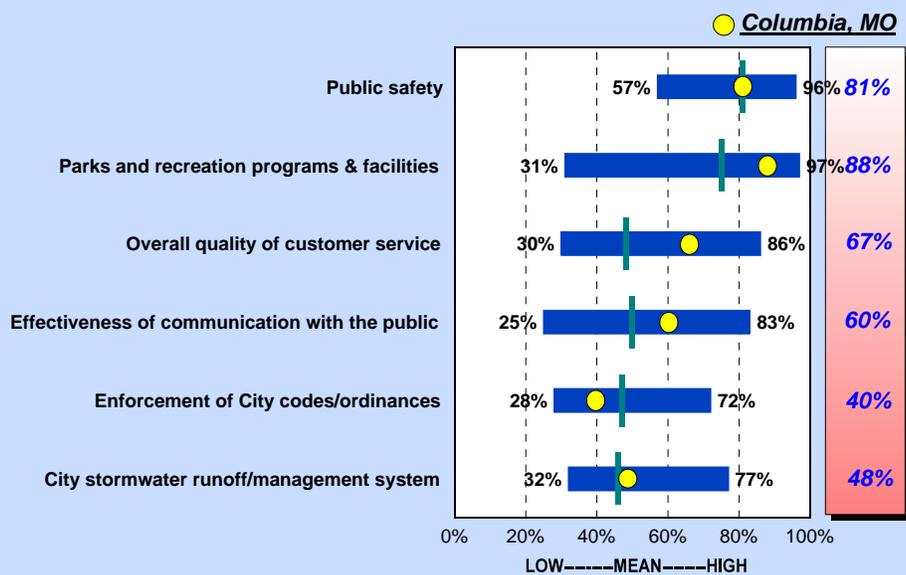
Source: 2011 ETC Institute

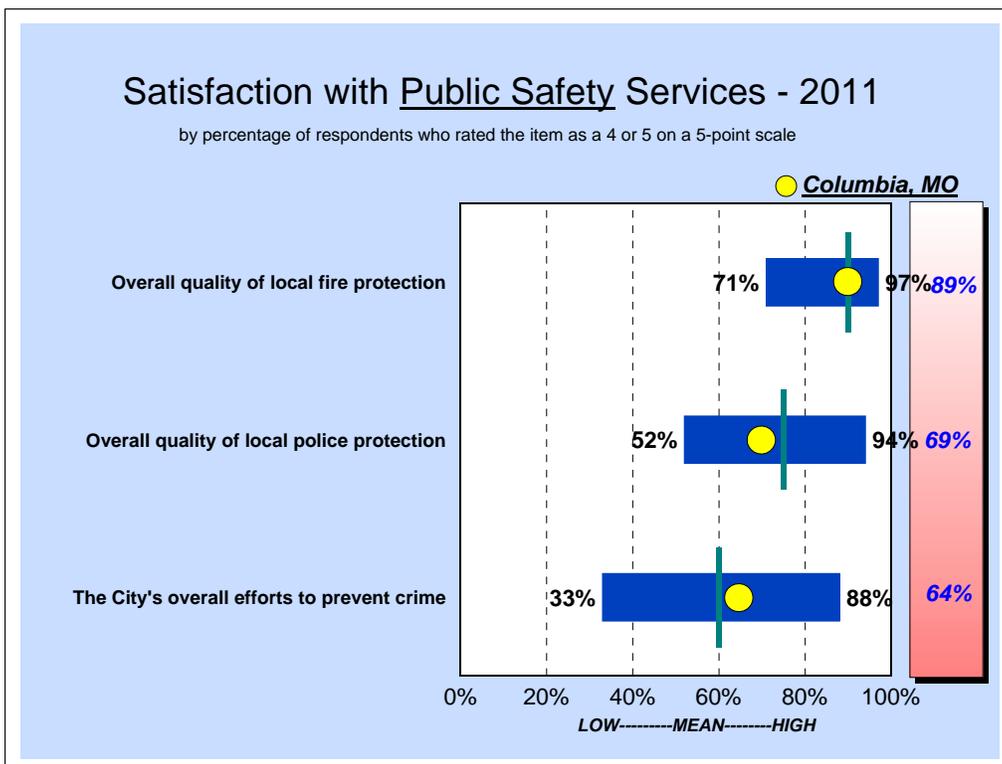
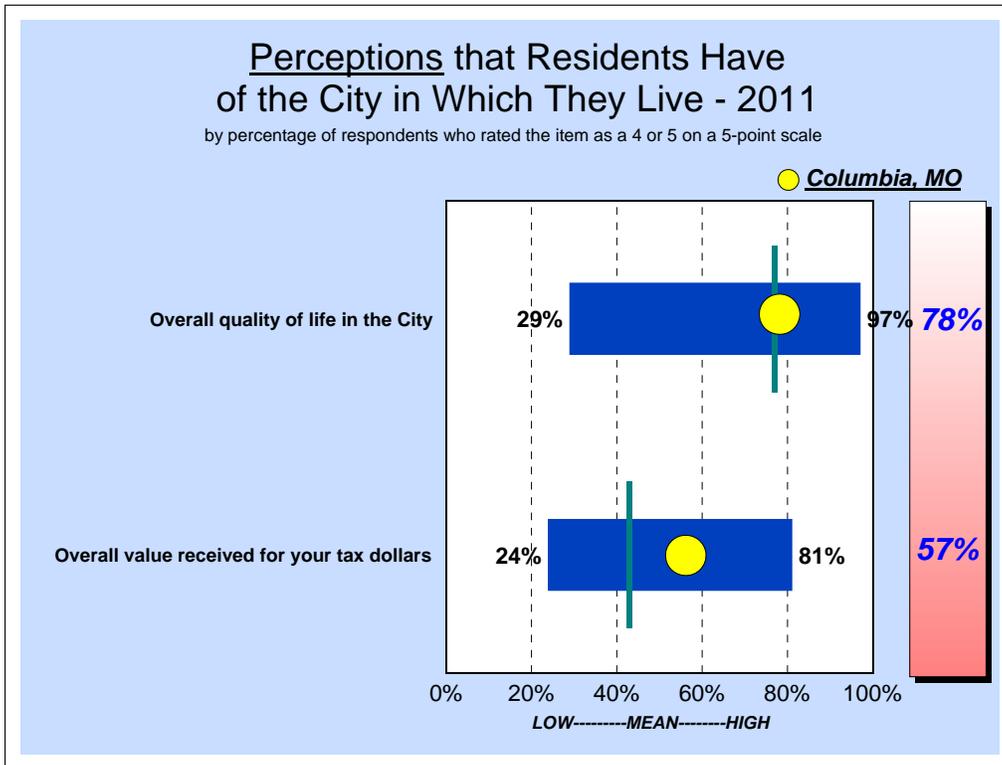
# Kansas and Missouri Performance Ranges

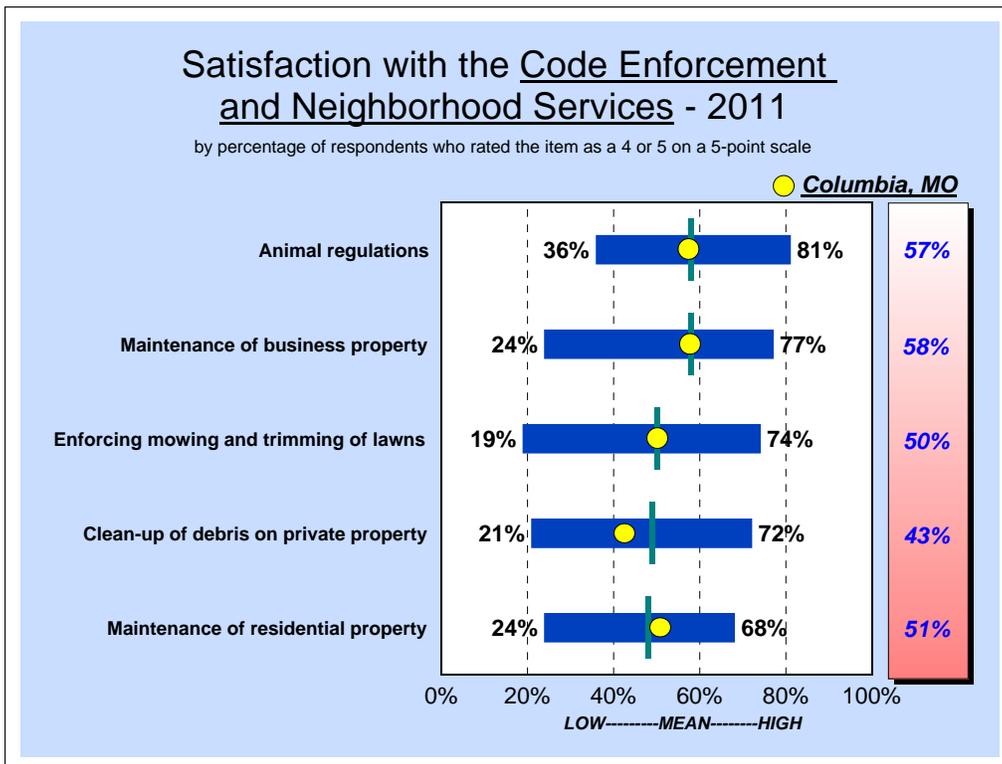
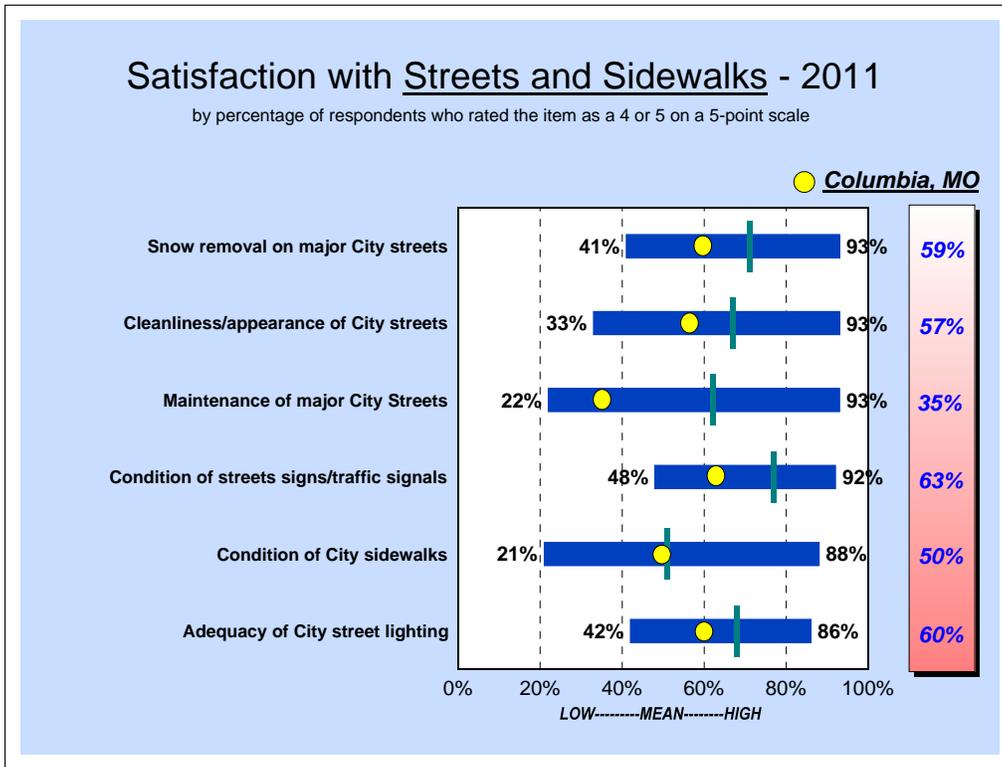
Source: ETC Institute DirectionFinder (2011)

## Overall Satisfaction With Various City Services - 2011

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







**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, and third most important services for the City to emphasize over the next two years. 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=Importance x (1-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. Nineteen percent (19%) selected *parks and recreation* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, 90% of the residents survey rated the city's overall performance in *parks and recreation* 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 *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 19% was multiplied by 10% (1-0.90). This calculation yielded an I-S rating of 0.0190, which was ranked ninth out of nine 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	45%	3	20%	10	0.3600	1
<b><u>High Priority (IS .10-.20)</u></b>						
Public safety services	80%	1	81%	4	0.1520	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
City utility services	50%	2	83%	3	0.0850	3
Public health services in the community	24%	5	70%	5	0.0720	4
Solid waste services	37%	4	84%	2	0.0592	5
City's stormwater runoff/management system	10%	7	48%	8	0.0520	6
Enforcement of City codes/ordinances for buildings	8%	9	40%	9	0.0480	7
Effectiveness of City communication w public	8%	8	60%	7	0.0320	8
Parks and Rec programs/facilities	21%	6	87%	1	0.0273	9
Quality of customer service received	3%	10	66%	6	0.0102	10

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should 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	70%	1	64%	5	0.2520	1
<b><u>High Priority (IS .10-.20)</u></b>						
How quickly police respond to emergencies	62%	2	69%	3	0.1922	2
Overall quality of local police services	38%	4	69%	4	0.1178	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How quickly Fire Dept. respond to emergencies	61%	3	89%	1	0.0671	4
The City's municipal court	14%	6	54%	6	0.0644	5
Overall quality of City fire protection	31%	5	88%	2	0.0372	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 and second 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	85%	1	34%	9	0.5610	1
Snow removal on neighborhood streets	28%	4	23%	10	0.2156	2
<b><u>High Priority (IS .10-.20)</u></b>						
Snow removal on major City streets	45%	2	59%	4	0.1845	3
Maintenance of streets in YOUR neighborhood	30%	3	39%	8	0.1830	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance of street signs/traffic signals	25%	5	63%	2	0.0925	5
Adequacy of City street lighting	20%	6	60%	3	0.0800	6
Overall cleanliness & appearance of City streets	18%	7	57%	5	0.0774	7
Availability of sidewalks in the City	15%	8	49%	6	0.0765	8
Condition of City sidewalks	14%	9	49%	7	0.0714	9
Maintenance of City street lighting	6%	10	65%	1	0.0210	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 and second 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>						
Clean-up of litter & debris on private property	60%	1	43%	6	0.3420	1
Maintenance of residential property	47%	3	51%	3	0.2303	2
Maintenance of business property	52%	2	58%	1	0.2184	3
<b><u>High Priority (IS .10-.20)</u></b>						
Animal regulations	40%	4	57%	2	0.1720	4
Mowing & trimming of lawns on private property	29%	5	49%	4	0.1479	5
Off-street parking regulations	24%	6	46%	5	0.1296	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 and second 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>						
Guard against exposure to environmental risks	53%	3	64%	4	0.1908	1
Prevent the spread of infectious disease	69%	1	73%	2	0.1863	2
Guard against food poisoning	61%	2	76%	1	0.1464	3
Assure the health of women/children in community	31%	4	63%	5	0.1147	4
<b>Medium Priority (IS &lt;.10)</b>						
Encourage healthy lifestyles	29%	5	73%	3	0.0783	5
Assess & monitor disease/injuries/potential risks	21%	6	63%	6	0.0777	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 and second 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 public transportation	58%	1	43%	6	0.3306	1
<b><u>High Priority (IS .10-.20)</u></b>						
Ease of walking in the City	40%	5	65%	4	0.1400	2
Ease of travel by bike in the City	28%	6	55%	5	0.1260	3
How easy it is for you to get to/from work	55%	2	79%	2	0.1155	4
How easy it is to get to/from home/shopping areas	45%	3	77%	3	0.1035	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How easy it is to get from your home to downtown	41%	4	80%	1	0.0820	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 and second 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 %:**

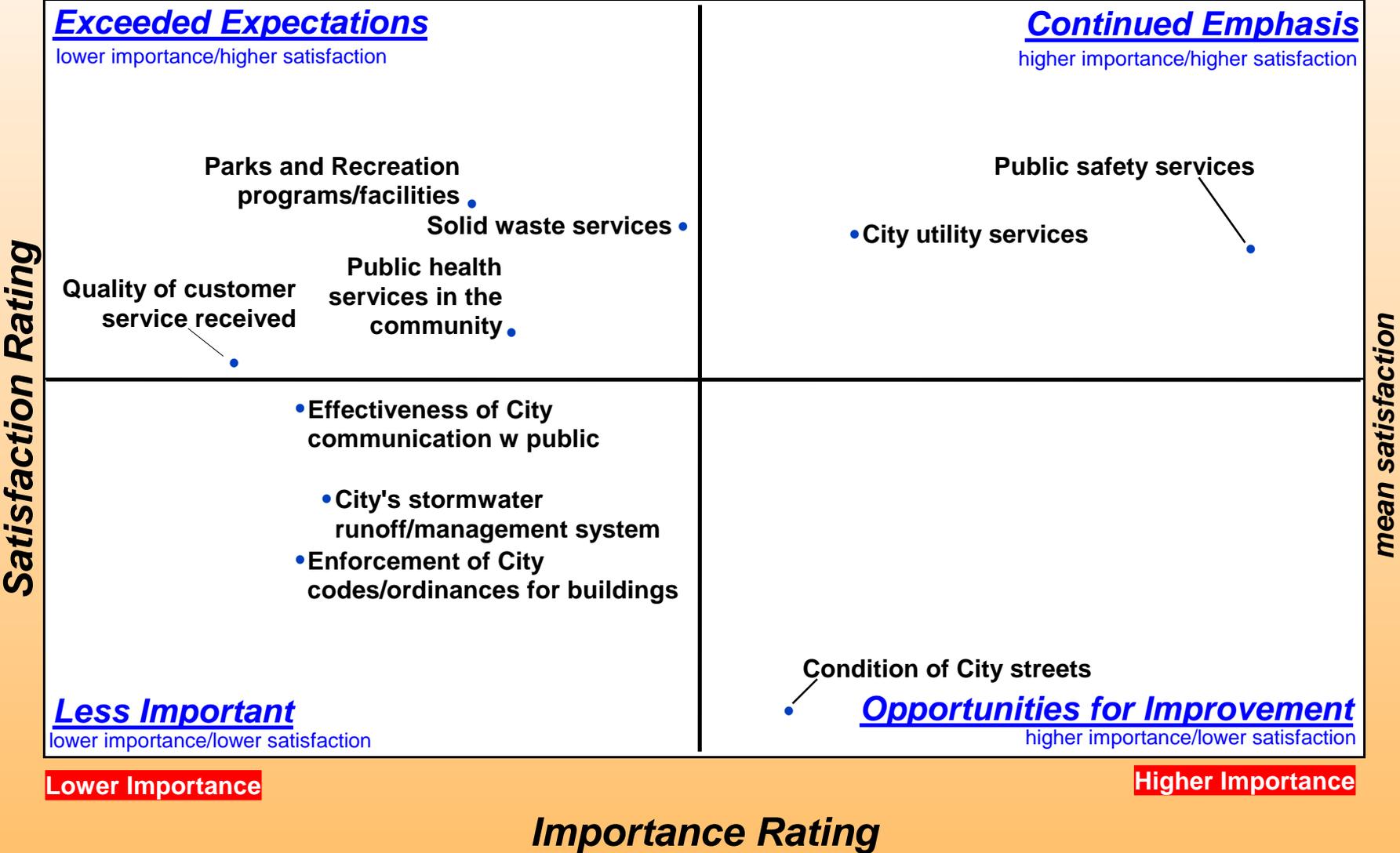
The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# 2011 City of Columbia DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

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

*mean importance*

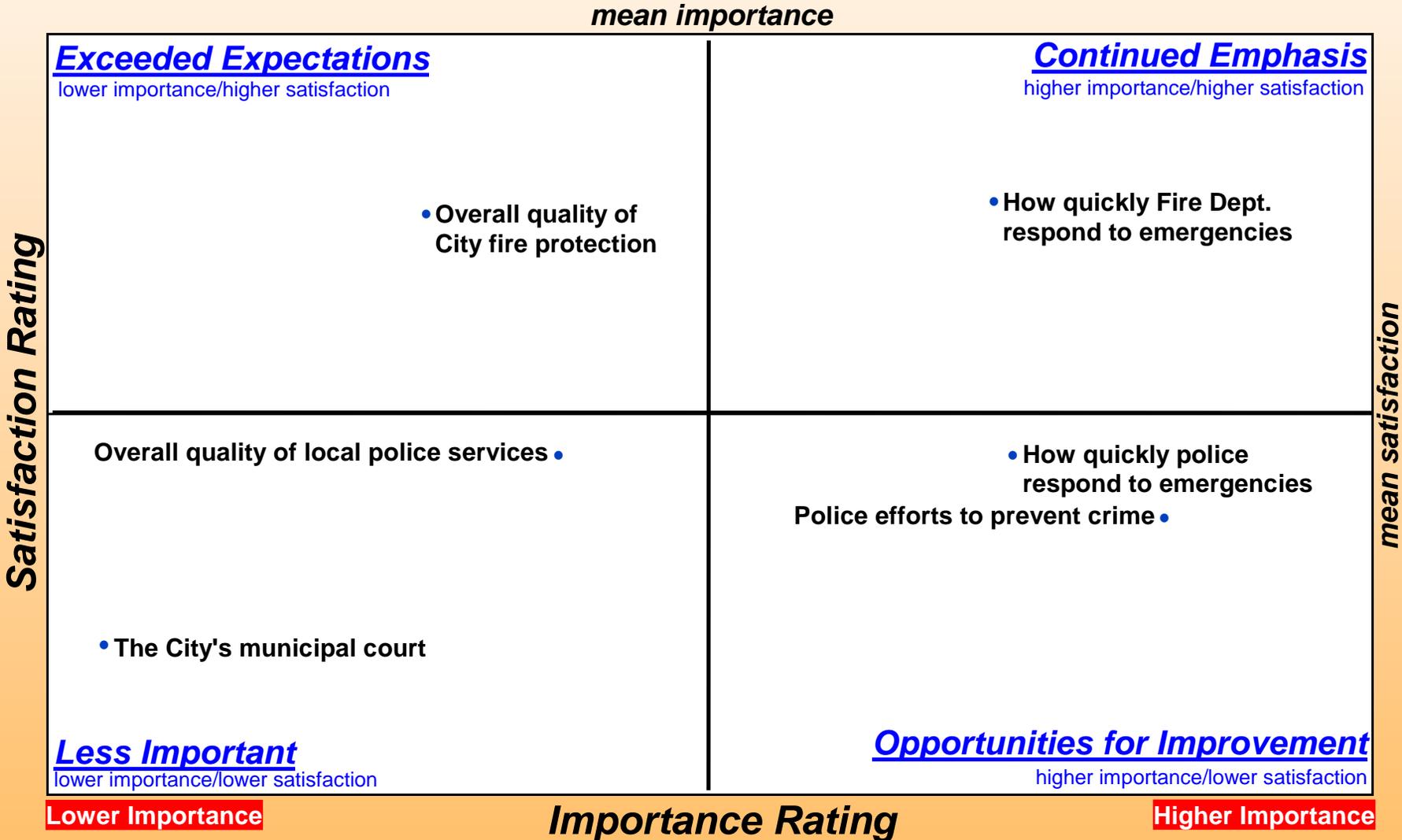


Source: ETC Institute (May 2011)

# 2011 City of Columbia DirectionFinder 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)

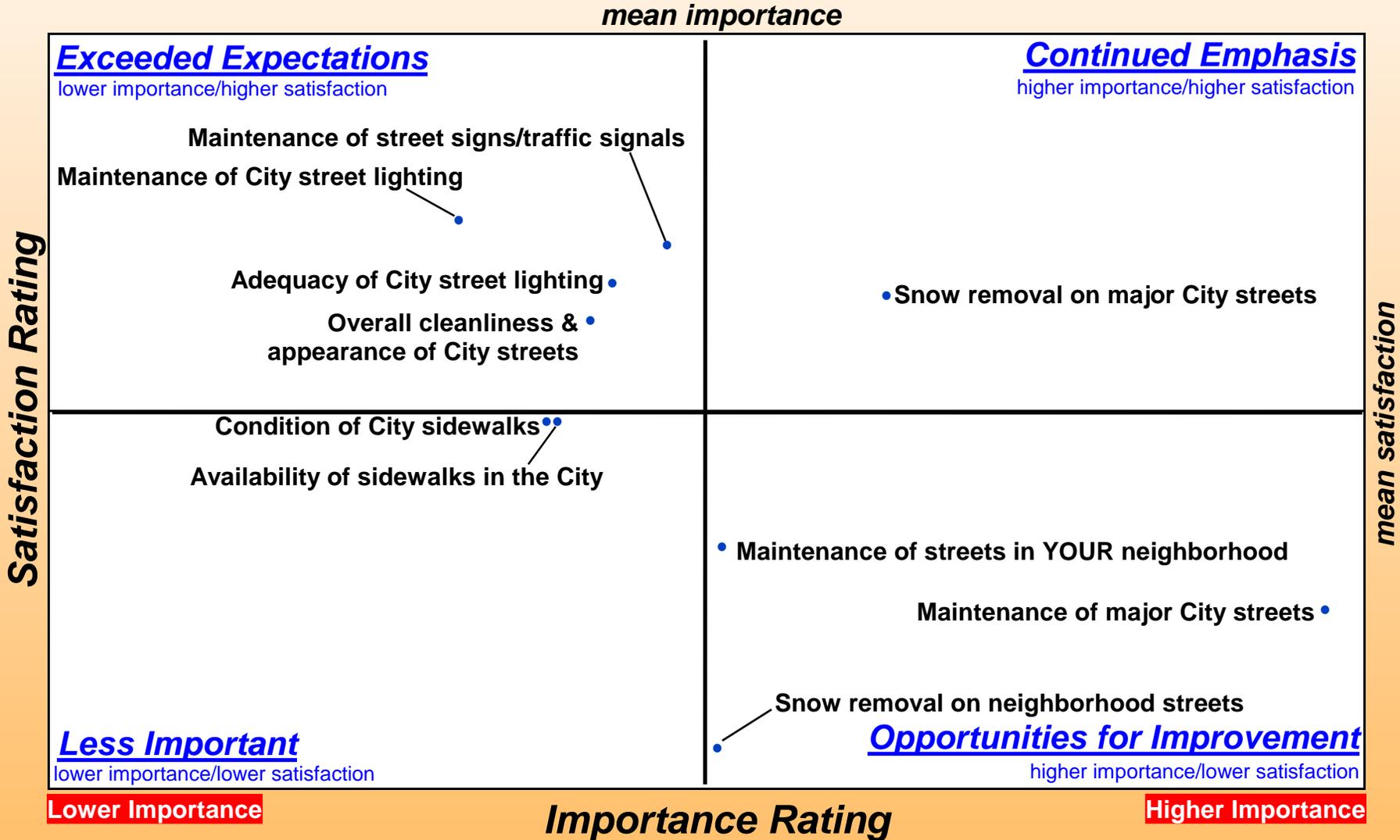


Source: ETC Institute (May 2011)

# 2011 City of Columbia DirectionFinder 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)

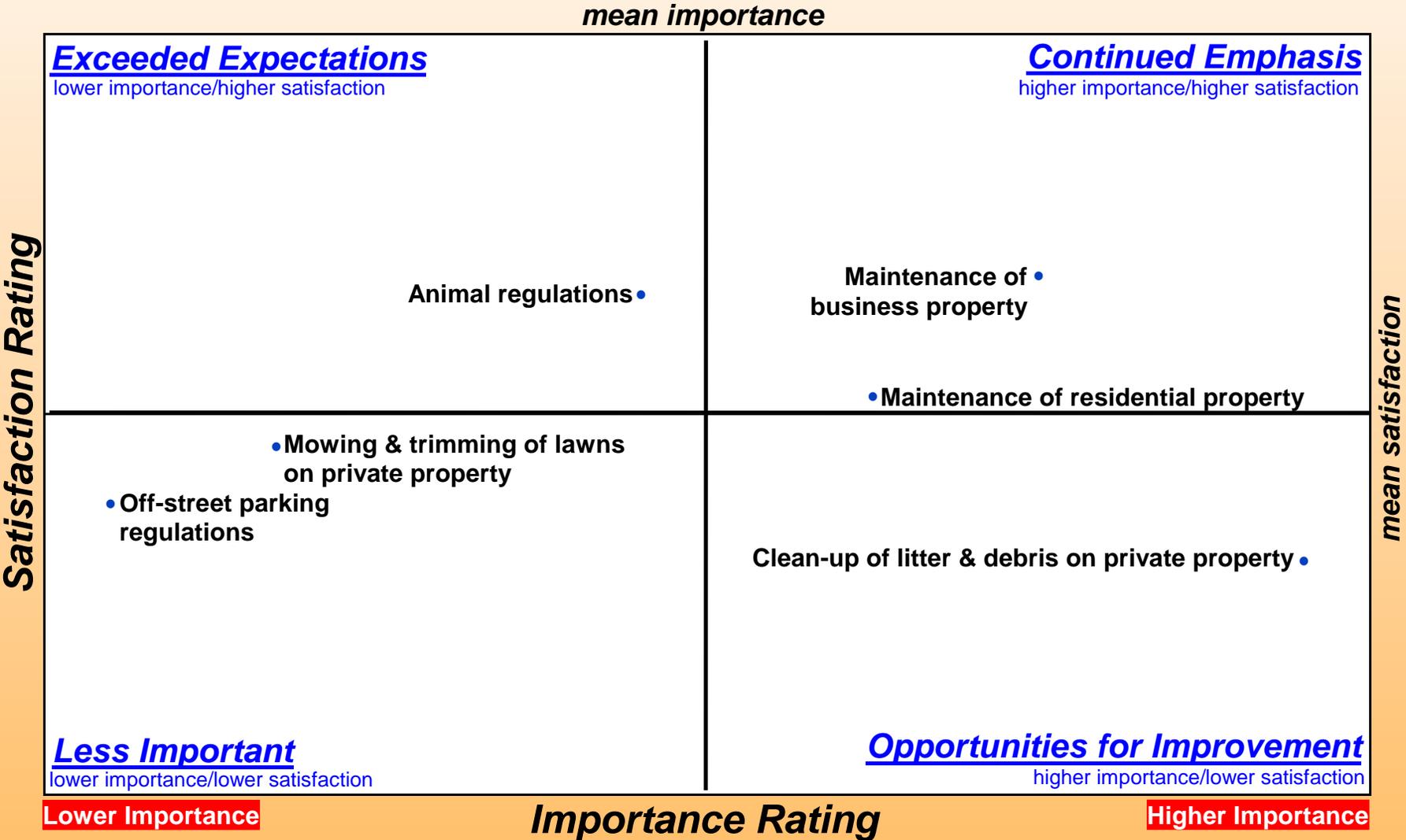


Source: ETC Institute (May 2011)  
ETC Institute (2011)

# 2011 City of Columbia DirectionFinder Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

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

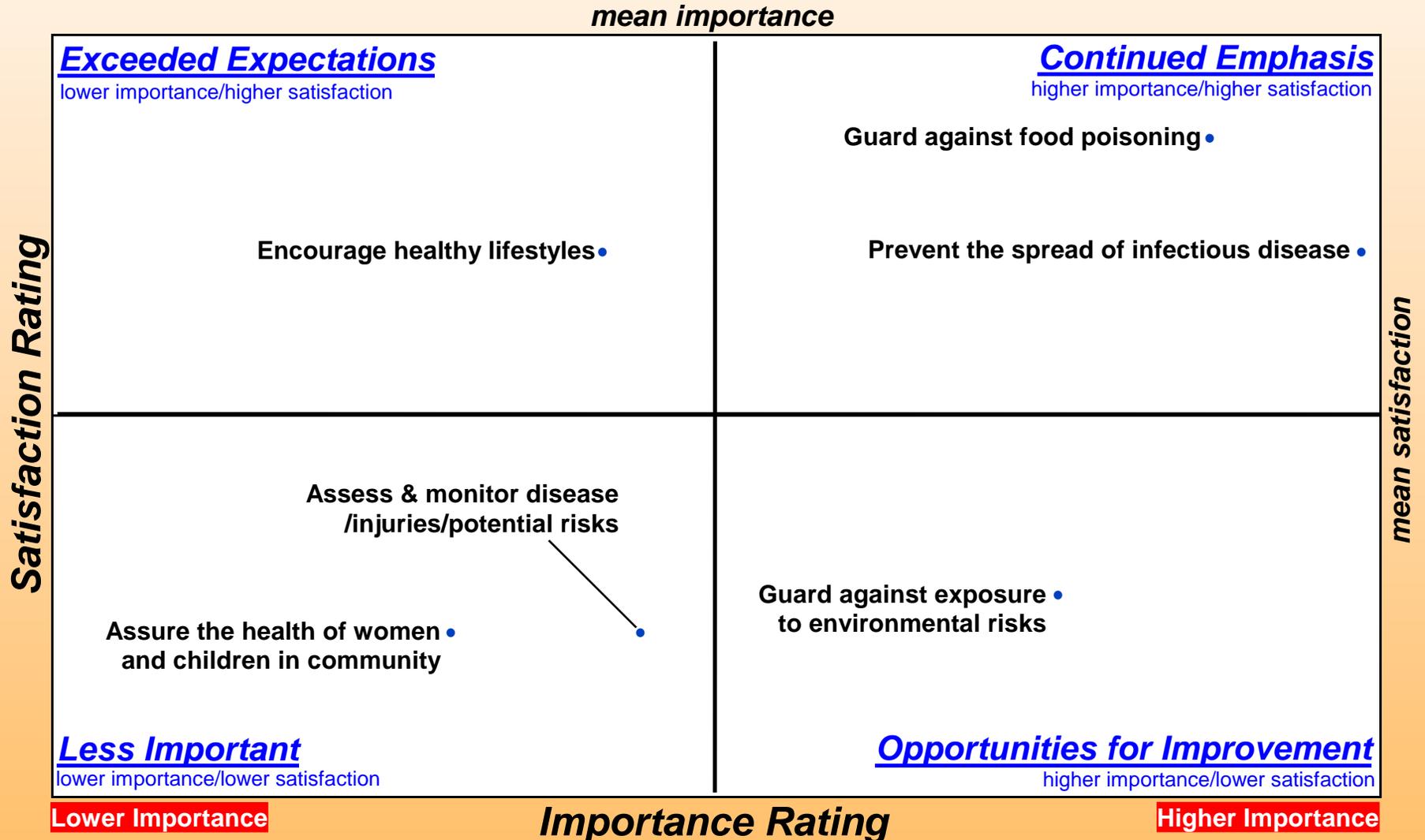


Source: ETC Institute (May 2011)  
ETC Institute (2011)

# 2011 City of Columbia DirectionFinder 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)



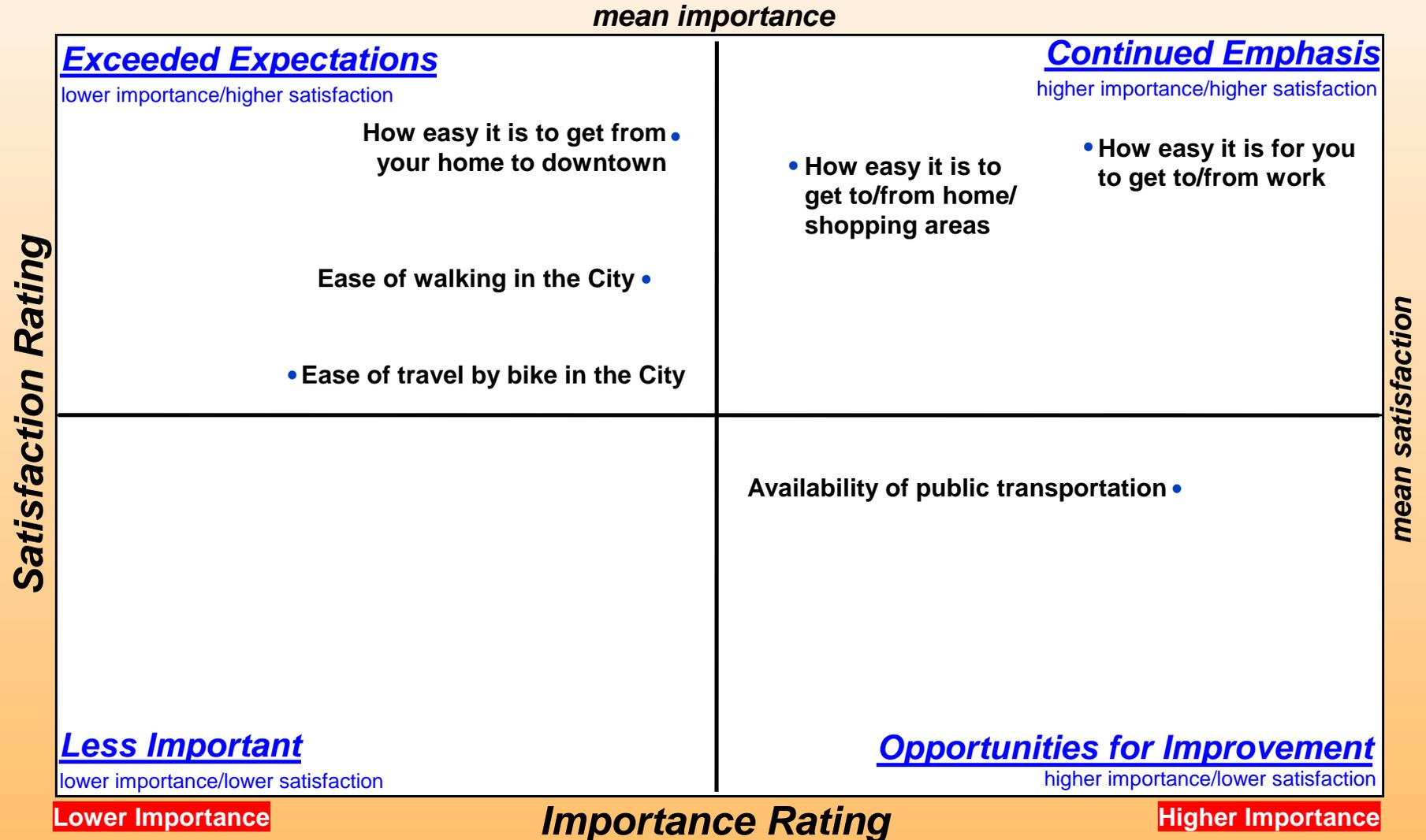
Source: ETC Institute (May 2011)

ETC Institute (2011)

# 2011 City of Columbia DirectionFinder 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 2011)

ETC Institute (2011)

## **Section 4:**

# **Tabular Data**

---

**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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Public safety services	25.1%	53.1%	12.8%	4.2%	1.2%	3.6%
Q1b. Parks & recreation programs & facilities	41.6%	43.3%	8.6%	2.6%	1.0%	2.9%
Q1c. Condition of City streets	1.7%	18.2%	22.7%	40.0%	16.4%	1.0%
Q1d. Enforcement of City codes & ordinances for building & housing	5.6%	27.2%	35.9%	10.6%	3.0%	17.7%
Q1e. Quality of customer service from City employees	16.9%	43.7%	25.7%	4.6%	0.7%	8.4%
Q1f. Effectiveness of City communication with public	11.4%	45.9%	29.0%	7.6%	1.4%	4.7%
Q1g. City's stormwater runoff/stormwater management system	9.7%	32.6%	27.2%	14.0%	4.4%	12.0%
Q1h. Public health services in community	17.3%	43.6%	21.9%	3.7%	0.7%	12.7%
Q1i. Solid waste services	29.4%	54.1%	9.5%	5.2%	1.1%	0.7%
Q1j. City utility services	25.8%	55.2%	11.8%	4.3%	1.2%	1.7%

**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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Public safety services	26.0%	55.1%	13.3%	4.4%	1.2%
Q1b. Parks & recreation programs & facilities	42.8%	44.6%	8.9%	2.7%	1.0%
Q1c. Condition of City streets	1.7%	18.4%	22.9%	40.4%	16.6%
Q1d. Enforcement of City codes & ordinances for building & housing	6.9%	33.1%	43.6%	12.8%	3.6%
Q1e. Quality of customer service from City employees	18.5%	47.7%	28.0%	5.0%	0.8%
Q1f. Effectiveness of City communication with public	11.9%	48.2%	30.4%	7.9%	1.5%
Q1g. City's stormwater runoff/stormwater management system	11.0%	37.1%	30.9%	15.9%	5.0%
Q1h. Public health services in community	19.8%	50.0%	25.1%	4.3%	0.8%
Q1i. Solid waste services	29.6%	54.5%	9.6%	5.2%	1.1%
Q1j. City utility services	26.3%	56.2%	12.0%	4.4%	1.2%

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

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	512	61.4 %
Parks & recreation programs & facilities	27	3.2 %
Condition of City streets	71	8.5 %
Enforcement of City codes & ordinances for building & housing	8	1.0 %
Quality of customer service from City employees	7	0.8 %
Effectiveness of City communication with public	11	1.3 %
Stormwater runoff/stormwater management system	5	0.6 %
Public health services in community	32	3.8 %
Solid waste services	25	3.0 %
City utility services	108	12.9 %
None chosen	28	3.4 %
Total	834	100.0 %

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

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	79	9.5 %
Parks & recreation programs & facilities	70	8.4 %
Condition of City streets	179	21.5 %
Enforcement of City codes & ordinances for building & housing	31	3.7 %
Quality of customer service from City employees	6	0.7 %
Effectiveness of City communication with public	18	2.2 %
Stormwater runoff/stormwater management system	23	2.8 %
Public health services in community	89	10.7 %
Solid waste services	133	15.9 %
City utility services	169	20.3 %
None chosen	37	4.4 %
Total	834	100.0 %

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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services	74	8.9 %
Parks & recreation programs & facilities	79	9.5 %
Condition of City streets	128	15.3 %
Enforcement of City codes & ordinances for building & housing	31	3.7 %
Quality of customer service from City employees	15	1.8 %
Effectiveness of City communication with public	33	4.0 %
Stormwater runoff/stormwater management system	55	6.6 %
Public health services in community	80	9.6 %
Solid waste services	148	17.7 %
City utility services	137	16.4 %
None chosen	54	6.5 %
Total	834	100.0 %

**Q2. Which THREE of the major City services listed above do you think are the most important services for the City to provide? (top 3)**

<u>Q2. Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
Public safety services	665	79.7 %
Parks & recreation programs & facilities	176	21.1 %
Condition of City streets	378	45.3 %
Enforcement of City codes & ordinances for building & housing	70	8.4 %
Quality of customer service from City employees	28	3.4 %
Effectiveness of City communication with public	62	7.4 %
Stormwater runoff/stormwater management system	83	10.0 %
Public health services in community	201	24.1 %
Solid waste services	306	36.7 %
City utility services	414	49.6 %
None chosen	28	3.4 %
Total	2411	

**Q3. Several items that may influence your perception of the City of Columbia are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall quality of services provided by City	15.8%	62.7%	16.4%	2.4%	0.7%	1.9%
Q3b. Overall value received for City tax & fees	11.2%	42.9%	25.8%	12.2%	4.0%	4.0%
Q3c. How well City is planning for growth	6.8%	27.3%	27.0%	22.2%	9.0%	7.7%
Q3d. Overall quality of life in City	23.8%	53.1%	15.7%	4.6%	1.4%	1.4%
Q3e. Overall feeling of safety in City	15.0%	47.9%	21.2%	10.2%	4.1%	1.6%
Q3f. Direction City is heading	10.1%	37.7%	29.5%	13.4%	4.0%	5.3%

**Q3. Several items that may influence your perception of the City of Columbia are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by City	16.2%	63.9%	16.8%	2.4%	0.7%
Q3b. Overall value received for City tax & fees	11.6%	44.6%	26.9%	12.8%	4.1%
Q3c. How well City is planning for growth	7.4%	29.5%	29.3%	24.1%	9.8%
Q3d. Overall quality of life in City	24.1%	53.8%	16.0%	4.6%	1.5%
Q3e. Overall feeling of safety in City	15.2%	48.7%	21.6%	10.4%	4.1%
Q3f. Direction City is heading	10.6%	39.8%	31.2%	14.2%	4.2%

**Q4. 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=834)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q4a. Walking in your neighborhood during the day	62.9%	29.5%	4.9%	1.4%	0.7%	0.5%
Q4b. Walking in your neighborhood at night	27.8%	41.4%	14.6%	10.9%	4.2%	1.1%
Q4c. In downtown Columbia during the day	44.8%	44.0%	6.6%	2.4%	0.6%	1.6%
Q4d. In downtown Columbia at night	8.8%	31.5%	28.2%	21.5%	6.5%	3.6%
Q4e. In City parks during the day	40.3%	45.0%	8.5%	3.5%	0.5%	2.3%
Q4f. In City parks at night	3.7%	15.6%	26.7%	31.7%	11.5%	10.8%

**Q4. 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=834)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q4a. Walking in your neighborhood during the day	63.3%	29.6%	4.9%	1.4%	0.7%
Q4b. Walking in your neighborhood at night	28.1%	41.8%	14.8%	11.0%	4.2%
Q4c. In downtown Columbia during the day	45.6%	44.7%	6.7%	2.4%	0.6%
Q4d. In downtown Columbia at night	9.1%	32.7%	29.2%	22.3%	6.7%
Q4e. In City parks during the day	41.2%	46.0%	8.7%	3.6%	0.5%
Q4f. In City parks at night	4.2%	17.5%	30.0%	35.5%	12.9%

**Q5. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Police efforts to prevent crime	15.0%	45.8%	22.8%	8.4%	2.6%	5.4%
Q5b. How quickly police respond to emergencies	16.3%	38.6%	18.0%	5.3%	1.7%	20.1%
Q5c. Overall quality of local police services	15.0%	49.7%	20.6%	5.9%	2.5%	6.2%
Q5d. How quickly Fire Department personnel respond to emergencies	29.4%	40.0%	7.9%	0.6%	0.4%	21.7%
Q5e. Overall quality of City fire protection	28.5%	48.4%	9.6%	0.2%	0.5%	12.8%
Q5f. City's municipal court	7.9%	27.8%	25.8%	3.2%	1.7%	33.6%

**Q5. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Police efforts to prevent crime	15.8%	48.4%	24.1%	8.9%	2.8%
Q5b. How quickly police respond to emergencies	20.5%	48.3%	22.6%	6.6%	2.1%
Q5c. Overall quality of local police services	16.0%	53.0%	22.0%	6.3%	2.7%
Q5d. How quickly Fire Department personnel respond to emergencies	37.5%	51.1%	10.1%	0.8%	0.5%
Q5e. Overall quality of City fire protection	32.6%	55.5%	11.0%	0.3%	0.6%
Q5f. City's municipal court	11.9%	41.9%	38.8%	4.9%	2.5%

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

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	349	41.8 %
How quickly police respond to emergencies	210	25.2 %
Quality of local police services	98	11.8 %
How quickly Fire Department personnel respond to emergencies	86	10.3 %
Quality of City fire protection	35	4.2 %
City's municipal court	6	0.7 %
None chosen	50	6.0 %
Total	834	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>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	59	7.1 %
How quickly police respond to emergencies	221	26.5 %
Quality of local police services	104	12.5 %
How quickly Fire Department personnel respond to emergencies	254	30.5 %
Quality of City fire protection	130	15.6 %
City's municipal court	9	1.1 %
None chosen	57	6.8 %
Total	834	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>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	175	21.0 %
How quickly police respond to emergencies	89	10.7 %
Quality of local police services	115	13.8 %
How quickly Fire Department personnel respond to emergencies	168	20.1 %
Quality of City fire protection	92	11.0 %
City's municipal court	105	12.6 %
None chosen	90	10.8 %
Total	834	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? (top 3)**

<u>Q6. Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	583	69.9 %
How quickly police respond to emergencies	520	62.4 %
Quality of local police services	317	38.0 %
How quickly Fire Department personnel respond to emergencies	508	60.9 %
Quality of City fire protection	257	30.8 %
City's municipal court	120	14.4 %
None chosen	50	6.0 %
Total	2355	

**Q7. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Maintenance of major City streets	3.6%	30.2%	19.4%	33.1%	12.8%	0.8%
Q7b. Maintenance of streets in your neighborhood	6.6%	31.8%	22.8%	24.3%	13.7%	0.8%
Q7c. Maintenance of street signs & traffic signals	12.9%	49.4%	23.7%	8.4%	4.2%	1.3%
Q7d. Snow removal on major City streets	13.9%	44.7%	17.8%	14.6%	8.3%	0.7%
Q7e. Snow removal on neighborhood streets	3.2%	19.1%	19.1%	29.5%	28.3%	0.8%
Q7f. Cleanliness & appearance of City streets	8.9%	47.7%	27.2%	10.3%	4.6%	1.3%
Q7g. Adequacy of City street lighting	11.2%	47.7%	26.3%	10.7%	2.5%	1.7%
Q7h. Maintenance of City street lighting	12.8%	48.7%	27.0%	4.9%	1.9%	4.7%
Q7i. Condition of City sidewalks	8.3%	39.6%	28.6%	16.0%	5.3%	2.3%
Q7j. Availability of sidewalks in City	10.2%	37.5%	28.5%	15.0%	6.1%	2.6%

**Q7. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Maintenance of major City streets	3.6%	30.5%	19.6%	33.4%	12.9%
Q7b. Maintenance of streets in your neighborhood	6.7%	32.0%	23.0%	24.5%	13.8%
Q7c. Maintenance of street signs & traffic signals	13.1%	50.1%	24.1%	8.5%	4.3%
Q7d. Snow removal on major City streets	14.0%	45.0%	17.9%	14.8%	8.3%
Q7e. Snow removal on neighborhood streets	3.3%	19.2%	19.2%	29.7%	28.5%
Q7f. Cleanliness & appearance of City streets	9.0%	48.4%	27.6%	10.4%	4.6%
Q7g. Adequacy of City street lighting	11.4%	48.5%	26.7%	10.9%	2.6%
Q7h. Maintenance of City street lighting	13.5%	51.1%	28.3%	5.2%	2.0%
Q7i. Condition of City sidewalks	8.5%	40.5%	29.2%	16.3%	5.4%
Q7j. Availability of sidewalks in City	10.5%	38.5%	29.3%	15.4%	6.3%

**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>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	587	70.4 %
Maintenance of streets in your neighborhood	31	3.7 %
Maintenance of street signs & traffic signals	25	3.0 %
Snow removal on major City streets	51	6.1 %
Snow removal on neighborhood streets	31	3.7 %
Cleanliness & appearance of City streets	17	2.0 %
Adequacy of City street lighting	11	1.3 %
Maintenance of City street lighting	6	0.7 %
Condition of City sidewalks	13	1.6 %
Availability of sidewalks	32	3.8 %
None chosen	30	3.6 %
Total	834	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>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	57	6.8 %
Maintenance of streets in your neighborhood	164	19.7 %
Maintenance of street signs & traffic signals	104	12.5 %
Snow removal on major City streets	188	22.5 %
Snow removal on neighborhood streets	82	9.8 %
Cleanliness & appearance of City streets	61	7.3 %
Adequacy of City street lighting	62	7.4 %
Maintenance of City street lighting	14	1.7 %
Condition of City sidewalks	35	4.2 %
Availability of sidewalks	32	3.8 %
None chosen	35	4.2 %
Total	834	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>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	63	7.6 %
Maintenance of streets in your neighborhood	58	7.0 %
Maintenance of street signs & traffic signals	75	9.0 %
Snow removal on major City streets	133	15.9 %
Snow removal on neighborhood streets	124	14.9 %
Cleanliness & appearance of City streets	71	8.5 %
Adequacy of City street lighting	95	11.4 %
Maintenance of City street lighting	30	3.6 %
Condition of City sidewalks	70	8.4 %
Availability of sidewalks	63	7.6 %
None chosen	52	6.2 %
Total	834	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? (top 3)**

<u>Q8. Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	707	84.8 %
Maintenance of streets in your neighborhood	253	30.3 %
Maintenance of street signs & traffic signals	204	24.5 %
Snow removal on major City streets	372	44.6 %
Snow removal on neighborhood streets	237	28.4 %
Cleanliness & appearance of City streets	149	17.9 %
Adequacy of City street lighting	168	20.1 %
Maintenance of City street lighting	50	6.0 %
Condition of City sidewalks	118	14.1 %
Availability of sidewalks	127	15.2 %
None chosen	30	3.6 %
Total	2415	

**Q9. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Cleanup of litter & debris on private property	5.6%	30.3%	27.3%	16.5%	4.8%	15.3%
Q9b. Mowing & trimming on private property	6.8%	35.7%	29.9%	10.6%	3.1%	13.9%
Q9c. Maintenance of residential property	5.9%	38.1%	30.1%	10.0%	2.2%	13.8%
Q9d. Maintenance of business property	7.0%	42.5%	28.0%	5.0%	2.5%	15.0%
Q9e. Off-street parking regulations	4.7%	33.3%	31.3%	10.0%	2.9%	17.9%
Q9f. Animal regulations	7.9%	40.2%	25.5%	7.2%	3.5%	15.7%

**Q9. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Cleanup of litter & debris on private property	6.7%	35.8%	32.3%	19.5%	5.7%
Q9b. Mowing & trimming on private property	7.9%	41.5%	34.7%	12.3%	3.6%
Q9c. Maintenance of residential property	6.8%	44.2%	34.9%	11.5%	2.5%
Q9d. Maintenance of business property	8.2%	50.0%	32.9%	5.9%	3.0%
Q9e. Off-street parking regulations	5.7%	40.6%	38.1%	12.1%	3.5%
Q9f. Animal regulations	9.4%	47.7%	30.3%	8.5%	4.1%

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

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Cleanup of litter & debris on private property	297	35.6 %
Mowing & trimming on private property	49	5.9 %
Maintenance of residential property	102	12.2 %
Maintenance of business property	143	17.1 %
Off-street parking regulations	36	4.3 %
Animal regulations	97	11.6 %
None chosen	110	13.2 %
Total	834	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>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Cleanup of litter & debris on private property	84	10.1 %
Mowing & trimming on private property	128	15.3 %
Maintenance of residential property	187	22.4 %
Maintenance of business property	159	19.1 %
Off-street parking regulations	66	7.9 %
Animal regulations	85	10.2 %
None chosen	125	15.0 %
Total	834	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>Q10. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Cleanup of litter & debris on private property	122	14.6 %
Mowing & trimming on private property	66	7.9 %
Maintenance of residential property	146	17.5 %
Maintenance of business property	96	11.5 %
Off-street parking regulations	99	11.9 %
Animal regulations	149	17.9 %
<u>None chosen</u>	<u>156</u>	<u>18.7 %</u>
Total	834	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? (top 3)**

<u>Q10. Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
Cleanup of litter & debris on private property	503	60.3 %
Mowing & trimming on private property	243	29.1 %
Maintenance of residential property	435	52.2 %
Maintenance of business property	398	47.7 %
Off-street parking regulations	201	24.1 %
Animal regulations	331	39.7 %
<u>None chosen</u>	<u>110</u>	<u>13.2 %</u>
Total	2221	

**Q11. Compared to five years ago, would you say the quality of your neighborhood has:**

<u>Q11. Quality of your neighborhood</u>	<u>Number</u>	<u>Percent</u>
Gotten much worse	23	2.8 %
Gotten somewhat worse	126	15.1 %
Stayed about the same	426	51.1 %
Gotten somewhat better	103	12.4 %
Gotten much better	28	3.4 %
Don't know	128	15.3 %
Total	834	100.0 %

**Q11. Compared to five years ago, would you say the quality of your neighborhood has: (without "don't know")**

<u>Q11. Quality of your neighborhood</u>	<u>Number</u>	<u>Percent</u>
Gotten much worse	23	3.3 %
Gotten somewhat worse	126	17.8 %
Stayed about the same	426	60.3 %
Gotten somewhat better	103	14.6 %
Gotten much better	28	4.0 %
Total	706	100.0 %

**Q12. Do you think the City of Columbia is usually responsive to the concerns of your neighborhood?**

<u>Q12. Is City responsive to your concerns</u>	<u>Number</u>	<u>Percent</u>
Yes	348	41.7 %
No	180	21.6 %
Don't know	306	36.7 %
Total	834	100.0 %

**Q13. How do you think the level of enforcement of City codes and ordinances should change over the next two years? Should it:**

Q13. How should enforcement level of City codes & ordinances change	Number	Percent
Be greatly increased	106	12.7 %
Be slightly increased	309	37.1 %
Stay about the same	247	29.6 %
Be slightly reduced	25	3.0 %
Be greatly reduced	15	1.8 %
Don't know	132	15.8 %
Total	834	100.0 %

**Q14. Have you called or visited the City with a question, problem, or complaint during the past year?**

Q14. Have you called or visited City	Number	Percent
Yes	381	45.7 %
No	444	53.2 %
Don't know	9	1.1 %
Total	834	100.0 %

**Q14a. If YES, for which service did you contact the City most recently?**

Q14a. Which service	Number	Percent
Police	62	16.3 %
Fire	6	1.6 %
Water/sewer	33	8.7 %
Stormwater	9	2.4 %
Parks & recreation	29	7.6 %
Code enforcement	40	10.5 %
City Council	9	2.4 %
City Manager	5	1.3 %
Public health	19	5.0 %
Streets/sidewalks	66	17.3 %
Electric service	60	15.7 %
Public transportation	7	1.8 %
Solid waste	74	19.4 %
Other	29	7.6 %
Total	448	

**Q14b. If YES, Why did you contact the City about this service?**

Q14b. Why	Number	Percent
Request service	62	16.3 %
Get information	105	27.6 %
Report a problem	154	40.4 %
Discuss a billing issue	43	11.3 %
Request emergency assistance	26	6.8 %
Request non-emergency assistance	28	7.3 %
Comply with City requirements	12	3.1 %
Other	20	5.2 %
Total	450	

**Q14c-i. If YES, 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.**

(N=381)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q14c. Hours City employees were available met my needs	26.2%	53.3%	9.4%	5.2%	2.6%	3.1%
Q14d. It was easy to reach right person	20.5%	40.9%	16.5%	13.1%	6.8%	2.1%
Q14e. City employees were courteous & polite	30.2%	44.6%	13.9%	4.7%	3.1%	3.4%
Q14f. City employees did what they said they would do in a timely manner	24.4%	39.1%	12.9%	9.2%	7.6%	6.8%
Q14g. City employees gave prompt, accurate & complete answers	25.7%	38.3%	17.1%	8.9%	6.6%	3.4%
Q14h. City employees were technically competent	23.6%	43.8%	15.7%	4.2%	3.7%	8.9%
Q14i. I was satisfied with customer service provided by City	25.8%	41.3%	14.2%	10.5%	5.8%	2.4%

**Q14c-i. If YES, 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. (without "don't know")**

(N=381)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q14c. Hours City employees were available met my needs	27.1%	55.0%	9.8%	5.4%	2.7%
Q14d. It was easy to reach right person	20.9%	41.8%	16.9%	13.4%	7.0%
Q14e. City employees were courteous & polite	31.3%	46.2%	14.4%	4.9%	3.3%
Q14f. City employees did what they said they would do in a timely manner	26.2%	42.0%	13.8%	9.9%	8.2%
Q14g. City employees gave prompt, accurate & complete answers	26.6%	39.7%	17.7%	9.2%	6.8%
Q14h. City employees were technically competent	25.9%	48.1%	17.3%	4.6%	4.0%
Q14i. I was satisfied with customer service provided by City	26.4%	42.3%	14.6%	10.8%	5.9%

**Q15. 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=834)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q15a. City government is a trusted source of information about programs & services	15.3%	51.3%	20.3%	5.6%	0.8%	6.6%
Q15b. It is easy to get information I need from City government	10.9%	37.7%	31.9%	6.8%	1.9%	10.7%
Q15c. Information is communicated clearly, accurately & in a form that meets my needs	9.7%	42.6%	28.7%	8.9%	1.2%	8.9%
Q15d. City government is open to citizen involvement & ideas	12.6%	37.0%	26.7%	7.7%	2.3%	13.7%

**Q15. 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=834)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q15a. City government is a trusted source of information about programs & services	16.3%	55.0%	21.8%	6.0%	0.9%
Q15b. It is easy to get information I need from City government	12.2%	42.2%	35.8%	7.7%	2.2%
Q15c. Information is communicated clearly, accurately & in a form that meets my needs	10.7%	46.8%	31.5%	9.7%	1.3%
Q15d. City government is open to citizen involvement & ideas	14.6%	42.9%	30.9%	8.9%	2.6%

**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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Usefulness of programming on City's cable television channel	4.1%	15.5%	24.7%	6.6%	2.4%	46.7%
Q16b. How easy it is to use City's website	10.6%	37.9%	22.3%	9.0%	1.4%	18.7%
Q16c. Usefulness of information that is available on City's website	12.4%	43.7%	20.6%	5.2%	0.5%	17.7%
Q16d. Usefulness of information that is provided in City newsletter	8.4%	35.5%	31.4%	4.4%	1.8%	18.5%
Q16e. How often City newsletter is released	8.4%	33.3%	34.2%	3.4%	1.0%	19.8%
Q16f. How effectively City is using social networks	2.6%	7.3%	22.4%	3.4%	1.6%	62.7%

**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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Usefulness of programming on City's cable television channel	7.7%	29.1%	46.4%	12.4%	4.5%
Q16b. How easy it is to use City's website	13.0%	46.7%	27.5%	11.1%	1.8%
Q16c. Usefulness of information that is available on City's website	15.1%	53.1%	25.0%	6.3%	0.6%
Q16d. Usefulness of information that is provided in City newsletter	10.3%	43.5%	38.5%	5.5%	2.2%
Q16e. How often City newsletter is released	10.5%	41.5%	42.7%	4.2%	1.2%
Q16f. How effectively City is using social networks	7.1%	19.7%	60.0%	9.0%	4.2%

**Q17. How often do you use the City's website?**

<u>Q17. How often do you use City's website</u>	<u>Number</u>	<u>Percent</u>
Seldom or never	220	26.4 %
1-2 times per year	124	14.9 %
A few times per year	250	30.0 %
At least once a month	183	21.9 %
At least once a week	43	5.2 %
Don't know	14	1.7 %
Total	834	100.0 %

**Q18. How often do you read the City newsletter that is distributed with the City's monthly utility bill?**

<u>Q18. How often do you read City newsletter</u>	<u>Number</u>	<u>Percent</u>
Every month	328	39.3 %
Every so often	198	23.7 %
Infrequently	122	14.6 %
Never	160	19.2 %
Don't know	26	3.1 %
Total	834	100.0 %

**Q19. Have you done the following during the past year?**

<u>Q19. Have you done the following</u>	<u>Number</u>	<u>Percent</u>
None	55	6.6 %
Called or written City Council member	98	11.8 %
Called or written City Manager	36	4.3 %
Attended City Council meeting	87	10.4 %
Attended neighborhood meeting	188	22.5 %
Read article in newspaper about City	680	81.5 %
Watched programs on City cable channel	199	23.9 %
Watched City Council or Planning & Zoning meeting on City cable channel	135	16.2 %
Watched City Council meeting on City's website	56	6.7 %
Accessed City Council agenda on City's website	98	11.8 %
Read City's newsletter	567	68.0 %
Visited City's website for information about City	524	62.8 %
Used Facebook, Twitter, or YouTube to get information	60	7.2 %
Total	2783	

**Q20. Which of the following are your primary sources of information about City issues, services and events?**

Q20. Primary sources of information about City issues, services & events

	Number	Percent
None selected	13	1.6 %
City newsletter	320	38.4 %
Local newspaper	601	72.1 %
Television news	540	64.7 %
City cable channel	67	8.0 %
City website	330	39.6 %
Radio	387	46.4 %
Social networking sites	48	5.8 %
Friends/neighbors	333	39.9 %
Other	16	1.9 %
Total	2655	

**Q21. Have you seen or experienced any of the following stormwater-related problems in the neighborhood where you live during past 24 months?**

Q21. Seen or experienced any stormwater-related problems in your neighborhood

	Number	Percent
Flooding in streets more than 24 hours after rain	90	10.8 %
Severe soil erosion	113	13.5 %
Flooding in basements or other areas of your home	119	14.3 %
Other	112	13.4 %
None-have not observed any	480	57.6 %
Total	914	

**Q21. Other**

Q21 Other

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4" OF WATER ON MY STREET  
BACK YARD LEAKS  
BACKYARD FLOODING  
BANK DRAINAGE HINKSON CREEK  
CHAPEL RIDGE CRACKING  
CONSTANT "OOZE" ON SIDEWALK  
CONTINUOUS WATER FLOW  
COVER MISSING FROM DRAIN  
DEBRIS COVER STORM DRAIN  
DRAIN DITCHES FILLED  
FLOODED YARD DUE TO DRAIN  
FLOODING IN BACK YARD  
FLOODING IN BACKYARD  
FLOODING IN DRAINAGE CREEK  
FLOODING IN MY YARD  
FLOODING IN YARD  
FLOODING IN YARD  
FLOODING IN NEIGHBORS HOME  
FLOODING IN NEIGHBORS BASEMENT  
FLOODING OF BACKYARDS  
FLOODING OF YARD  
GUTTERS OVERFLOWING  
HORRIBLE MOSQUITO PROBLEM  
LIGHT SOIL EROSION  
LINE, WITH FRONT YARD SNAKING  
LOTS OF DAMAGE TO TREES  
MASSIVE FLOODING  
MINOR SOIL EROSION  
NEIGHBORHOOD WATER RUNS  
POOR DRAINAGE OF WATER  
ROCK QUARRY & ZOE LANE CREEK  
SEWER DRAIN BACKED UP  
SIDEWALKS ALWAYS WET  
SINKING SIDEWALK  
SNOWED-IN FOR 3 DAYS  
SON TRAPPED IN CAR  
STANDING WATER  
STANDING WATER  
STANDING WATER  
STANDING WATER IN BACKYARD  
STANDING WATER IN YARDS  
STANDING WATER ON SIDEWALK  
STORM DRAIN BLOCKED  
STROM DRAIN FULL OF DEBRIS  
TRASH IN THE STREETS  
WATER IN GARAGE  
WATER NOT DRAINING  
YARD FLOODING  
YARDS FLOODING

**Q22. How important do you think it is for the City of Columbia to fund stormwater improvements that will help prevent flooding and protect the quality of water in lakes, rivers, and streams?**

Q22. How important it is for City to fund stormwater improvements	Number	Percent
Not important at all	16	1.9 %
Not very important	37	4.4 %
Important	259	31.1 %
Very important	242	29.0 %
Extremely important	222	26.6 %
Don't know	58	7.0 %
Total	834	100.0 %

**Q23. Homeowners in the City of Columbia are currently assessed \$0.65-\$1.35 per month (depending on the size of their home) for stormwater improvements. If City leaders presented voters with a proposal that would raise the current assessment to \$1.30-\$2.70 per month (depending on the size of your home) to fund needed stormwater improvements in the City, how likely would you be to vote in favor of the proposal?**

Q23. How likely would you be to vote in favor of proposal	Number	Percent
Not likely at all	112	13.4 %
Not likely	140	16.8 %
Somewhat likely	181	21.7 %
Likely	153	18.4 %
Very likely	154	18.5 %
Don't know	94	11.2 %
Total	834	100.0 %

**Q24. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q24a. Prevent spread of infectious disease & protect public from new health threats	16.5%	39.1%	18.1%	1.8%	0.7%	23.8%
Q24b. Guard against food poisoning through restaurant inspections	17.5%	48.1%	16.8%	3.6%	0.8%	13.1%
Q24c. Guard against exposure to environmental risks	13.0%	37.7%	23.0%	4.3%	1.3%	20.7%
Q24d. Encourage healthy lifestyles	21.4%	43.7%	18.8%	4.0%	1.4%	10.7%
Q24e. Assess & monitor disease, injuries, & potential health risks	13.0%	34.2%	24.5%	2.5%	0.7%	25.1%
Q24f. Assure health of women & children in community	14.2%	35.7%	22.2%	4.6%	1.9%	21.5%

**Q24. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q24a. Prevent spread of infectious disease & protect public from new health threats	21.6%	51.3%	23.8%	2.4%	0.9%
Q24b. Guard against food poisoning through restaurant inspections	20.2%	55.4%	19.3%	4.1%	1.0%
Q24c. Guard against exposure to environmental risks	16.4%	47.6%	28.9%	5.5%	1.7%
Q24d. Encourage healthy lifestyles	23.9%	48.9%	21.1%	4.4%	1.6%
Q24e. Assess & monitor disease, injuries, & potential health risks	17.3%	45.7%	32.7%	3.4%	1.0%
Q24f. Assure health of women & children in community	18.0%	45.4%	28.3%	5.8%	2.4%

**Q25. Which THREE of the public health services listed above do you think are the most important services for the City to provide?**

<u>Q25. Top choice</u>	<u>Number</u>	<u>Percent</u>
Prevent spread of infectious disease & protect public from new health threats	362	43.4 %
Guard against food poisoning through restaurant inspections	144	17.3 %
Guard against exposure to environmental risks	71	8.5 %
Encourage healthy lifestyles	75	9.0 %
Access & monitor disease, injuries & potential health risks	17	2.0 %
Assure health of women & children in community	84	10.1 %
None chosen	81	9.7 %
Total	834	100.0 %

**Q25. Which THREE of the public health services listed above do you think are the most important services for the City to provide?**

<u>Q25. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Prevent spread of infectious disease & protect public from new health threats	116	13.9 %
Guard against food poisoning through restaurant inspections	250	30.0 %
Guard against exposure to environmental risks	189	22.7 %
Encourage healthy lifestyles	65	7.8 %
Access & monitor disease, injuries & potential health risks	50	6.0 %
Assure health of women & children in community	68	8.2 %
None chosen	96	11.5 %
Total	834	100.0 %

**Q25. Which THREE of the public health services listed above do you think are the most important services for the City to provide?**

<u>Q25. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Prevent spread of infectious disease & protect public from new health threats	97	11.6 %
Guard against food poisoning through restaurant inspections	118	14.1 %
Guard against exposure to environmental risks	182	21.8 %
Encourage healthy lifestyles	102	12.2 %
Access & monitor disease, injuries & potential health risks	110	13.2 %
Assure health of women & children in community	106	12.7 %
None chosen	119	14.3 %
Total	834	100.0 %

**Q25. Which THREE of the public health services listed above do you think are the most important services for the City to provide? (top 3)**

<u>Q25. Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
Prevent spread of infectious disease & protect public from new health threats	575	68.9 %
Guard against food poisoning through restaurant inspections	512	61.4 %
Guard against exposure to environmental risks	442	53.0 %
Encourage healthy lifestyles	242	29.0 %
Access & monitor disease, injuries & potential health risks	177	21.2 %
Assure health of women & children in community	258	30.9 %
None chosen	81	9.7 %
Total	2287	

**Q26. Please indicate if your household uses the following services provided by the City of Columbia.**

(N=834)

	<u>Yes</u>	<u>No</u>
Q26a. Residential trash collection service	97.1%	2.9%
Q26b. Curbside recycling	87.1%	12.9%
Q26c. Drop-off recycling	46.8%	53.2%
Q26d. City electric service	88.3%	11.7%
Q26e. City water service	94.0%	6.0%

**Q26. 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."**

(N=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q26a. Residential trash collection service	47.1%	42.5%	5.1%	3.4%	1.3%	0.6%
Q26b. Curbside recycling	47.6%	40.9%	6.0%	3.8%	1.0%	0.7%
Q26c. Drop-off recycling	37.4%	44.7%	11.4%	3.9%	0.3%	2.3%
Q26d. City electric service	39.1%	50.1%	6.2%	2.9%	1.0%	0.7%
Q26e. City water service	35.5%	50.5%	8.4%	3.8%	1.2%	0.6%

**Q26. 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." (without "don't know")**

(N=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q26a. Residential trash collection service	47.3%	42.8%	5.2%	3.4%	1.3%
Q26b. Curbside recycling	48.0%	41.2%	6.1%	3.8%	1.0%
Q26c. Drop-off recycling	38.3%	45.7%	11.7%	4.0%	0.3%
Q26d. City electric service	39.4%	50.4%	6.3%	2.9%	1.0%
Q26e. City water service	35.7%	50.8%	8.5%	3.8%	1.2%

**Q27. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q27a. How easy it is to get from your home to downtown Columbia	32.3%	46.8%	10.7%	6.7%	1.9%	1.6%
Q27b. How easy it is for you to get to/from work	29.1%	43.7%	11.6%	6.2%	1.9%	7.4%
Q27c. How easy it is to get to/from your home & major shopping areas	26.2%	49.0%	13.0%	7.6%	2.2%	2.0%
Q27d. Ease of travel by bike	12.4%	25.5%	22.0%	6.3%	2.3%	31.6%
Q27e. Ease of walking	16.6%	41.7%	22.2%	7.6%	2.2%	9.8%
Q27f. Availability of public transportation service	8.4%	20.4%	22.1%	10.6%	5.0%	33.5%

**Q27. 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=834)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q27a. How easy it is to get from your home to downtown Columbia	32.8%	47.5%	10.9%	6.8%	2.0%
Q27b. How easy it is for you to get to/from work	31.4%	47.2%	12.6%	6.7%	2.1%
Q27c. How easy it is to get to/from your home & major shopping areas	26.8%	50.0%	13.3%	7.7%	2.2%
Q27d. Ease of travel by bike	18.1%	37.3%	32.2%	9.1%	3.3%
Q27e. Ease of walking	18.4%	46.2%	24.6%	8.4%	2.4%
Q27f. Availability of public transportation service	12.6%	30.7%	33.2%	15.9%	7.6%

**Q28. Which THREE of the transportation services listed above do you think are the most important services for the City to provide?**

<u>Q28. Top choice</u>	<u>Number</u>	<u>Percent</u>
How easy it is to get from home to Downtown	125	15.0 %
How easy it is to get to/from work	262	31.4 %
How easy it is to get to/from home & major shopping areas	47	5.6 %
Ease of travel by bike	53	6.4 %
Ease of walking	38	4.6 %
Availability of public transportation service	242	29.0 %
None chosen	67	8.0 %
Total	834	100.0 %

**Q28. Which THREE of the transportation services listed above do you think are the most important services for the City to provide?**

<u>Q28. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
How easy it is to get from home to Downtown	93	11.2 %
How easy it is to get to/from work	134	16.1 %
How easy it is to get to/from home & major shopping areas	166	19.9 %
Ease of travel by bike	94	11.3 %
Ease of walking	154	18.5 %
Availability of public transportation service	102	12.2 %
None chosen	91	10.9 %
Total	834	100.0 %

**Q28. Which THREE of the transportation services listed above do you think are the most important services for the City to provide?**

<u>Q28. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
How easy it is to get from home to Downtown	124	14.9 %
How easy it is to get to/from work	63	7.6 %
How easy it is to get to/from home & major shopping areas	165	19.8 %
Ease of travel by bike	85	10.2 %
Ease of walking	138	16.5 %
Availability of public transportation service	141	16.9 %
None chosen	118	14.1 %
Total	834	100.0 %

**Q28. Which THREE of the transportation services listed above do you think are the most important services for the City to provide? (top 3)**

<u>Q28. Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
How easy it is to get from home to Downtown	342	41.0 %
How easy it is to get to/from work	459	55.0 %
How easy it is to get to/from home & major shopping areas	378	45.3 %
Ease of travel by bike	232	27.8 %
Ease of walking	330	39.6 %
Availability of public transportation service	485	58.2 %
None chosen	67	8.0 %
Total	2293	

**Q29. Using a scale of 1 to 5, where 5 mean "Very High" priority and 1 means "Very Low" priority, please rank the importance of the following issues by circling the corresponding number below:**

(N=834)

	Very High	High	Medium	Low	Very Low	Don't Know
Q29a. Ensuring that affordable housing is available	21.4%	31.1%	29.2%	9.1%	7.3%	1.8%
Q29b. Minimizing congestion on City streets	28.5%	40.2%	24.1%	3.7%	1.8%	1.7%
Q29c. Improving sidewalks & pedestrian walkways	20.5%	35.5%	30.7%	7.9%	4.0%	1.3%
Q29d. Adding biking lanes & paths	14.2%	18.8%	26.7%	17.3%	20.4%	2.6%
Q29e. Maintaining City streets & infrastructure	60.1%	31.7%	6.0%	0.8%	0.4%	1.0%
Q29f. Managing stormwater runoff	30.6%	39.6%	22.6%	4.7%	1.2%	1.3%
Q29g. Promoting economic development/job creation	43.9%	31.7%	17.2%	4.2%	1.8%	1.2%
Q29h. Preserving greenspace	36.5%	29.8%	20.3%	7.8%	4.6%	1.1%
Q29i. Protecting residents & businesses in City from crime	62.9%	26.5%	8.2%	1.0%	0.5%	1.0%
Q29j. Increasing level of participation by residents in local government	16.4%	33.0%	36.6%	8.5%	3.1%	2.3%
Q29k. Preserving/protecting environment	29.2%	35.5%	25.6%	5.6%	2.5%	1.6%
Q29l. Expanding public transportation services	23.0%	24.4%	30.3%	10.6%	7.1%	4.7%
Q29m. Improving visual attractiveness of City	18.1%	31.7%	34.8%	10.4%	3.2%	1.7%
Q29n. Improving cooperation between City & County	16.9%	28.9%	34.8%	7.3%	3.6%	8.4%

**Q29. Using a scale of 1 to 5, where 5 mean "Very High" priority and 1 means "Very Low" priority, please rank the importance of the following issues by circling the corresponding number below: (without "don't know")**

(N=834)

	Very High	High	Medium	Low	Very Low
Q29a. Ensuring that affordable housing is available	21.8%	31.7%	29.7%	9.3%	7.5%
Q29b. Minimizing congestion on City streets	28.9%	40.9%	24.5%	3.8%	1.8%
Q29c. Improving sidewalks & pedestrian walkways	20.8%	36.0%	31.1%	8.0%	4.0%
Q29d. Adding biking lanes & paths	14.5%	19.4%	27.4%	17.8%	21.0%
Q29e. Maintaining City streets & infrastructure	60.7%	32.0%	6.1%	0.8%	0.4%
Q29f. Managing stormwater runoff	31.0%	40.1%	22.9%	4.7%	1.2%
Q29g. Promoting economic development/job creation	44.5%	32.1%	17.4%	4.3%	1.8%
Q29h. Preserving greenspace	36.9%	30.1%	20.5%	7.9%	4.6%
Q29i. Protecting residents & businesses in City from crime	63.5%	26.8%	8.2%	1.0%	0.5%
Q29j. Increasing level of participation by residents in local government	16.8%	33.8%	37.5%	8.7%	3.2%
Q29k. Preserving/protecting environment	29.6%	36.1%	26.0%	5.7%	2.6%
Q29l. Expanding public transportation services	24.2%	25.6%	31.7%	11.1%	7.4%
Q29m. Improving visual attractiveness of City	18.4%	32.2%	35.4%	10.6%	3.3%
Q29n. Improving cooperation between City & County	18.5%	31.6%	38.0%	8.0%	3.9%

**Q30. Which THREE of the issues listed above do you think are the most important issues for the City of Columbia?**

<u>Q30. Top choice</u>	<u>Number</u>	<u>Percent</u>
Ensuring affordable housing is available	98	11.8 %
Minimizing congestion on City streets	61	7.3 %
Improving sidewalks & pedestrian walkways	13	1.6 %
Adding biking lanes & paths	14	1.7 %
Maintaining City streets & infrastructure	197	23.6 %
Managing stormwater runoff	16	1.9 %
Promoting economic development/job creation	104	12.5 %
Preserving greenspace	32	3.8 %
Protecting residents & businesses from crime	184	22.1 %
Increasing level of participation by residents in local government	8	1.0 %
Preserving/protecting environment	24	2.9 %
Expanding public transportation services	28	3.4 %
Improving visual attractiveness of City	7	0.8 %
Improving cooperation between City & County	8	1.0 %
None chosen	40	4.8 %
Total	834	100.0 %

**Q30. Which THREE of the issues listed above do you think are the most important issues for the City of Columbia?**

<u>Q30. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Ensuring affordable housing is available	36	4.3 %
Minimizing congestion on City streets	67	8.0 %
Improving sidewalks & pedestrian walkways	34	4.1 %
Adding biking lanes & paths	19	2.3 %
Maintaining City streets & infrastructure	173	20.7 %
Managing stormwater runoff	50	6.0 %
Promoting economic development/job creation	121	14.5 %
Preserving greenspace	49	5.9 %
Protecting residents & businesses from crime	128	15.3 %
Increasing level of participation by residents in local government	12	1.4 %
Preserving/protecting environment	35	4.2 %
Expanding public transportation services	40	4.8 %
Improving visual attractiveness of City	9	1.1 %
Improving cooperation between City & County	11	1.3 %
None chosen	50	6.0 %
Total	834	100.0 %

**Q30. Which THREE of the issues listed above do you think are the most important issues for the City of Columbia?**

<u>Q30. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Ensuring affordable housing is available	44	5.3 %
Minimizing congestion on City streets	54	6.5 %
Improving sidewalks & pedestrian walkways	42	5.0 %
Adding biking lanes & paths	15	1.8 %
Maintaining City streets & infrastructure	115	13.8 %
Managing stormwater runoff	51	6.1 %
Promoting economic development/job creation	90	10.8 %
Preserving greenspace	56	6.7 %
Protecting residents & businesses from crime	143	17.1 %
Increasing level of participation by residents in local government	20	2.4 %
Preserving/protecting environment	52	6.2 %
Expanding public transportation services	43	5.2 %
Improving visual attractiveness of City	26	3.1 %
Improving cooperation between City & County	18	2.2 %
None chosen	65	7.8 %
Total	834	100.0 %

**Q30. Which THREE of the issues listed above do you think are the most important issues for the City of Columbia? (top 3)**

<u>Q30. Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
Ensuring affordable housing is available	178	21.3 %
Minimizing congestion on City streets	182	21.8 %
Improving sidewalks & pedestrian walkways	89	10.7 %
Adding biking lanes & paths	48	5.8 %
Maintaining City streets & infrastructure	485	58.2 %
Managing stormwater runoff	117	14.0 %
Promoting economic development/job creation	315	37.8 %
Preserving greenspace	137	16.4 %
Protecting residents & businesses from crime	455	54.6 %
Increasing level of participation by residents in local government	40	4.8 %
Preserving/protecting environment	111	13.3 %
Expanding public transportation services	111	13.3 %
Improving visual attractiveness of City	42	5.0 %
Improving cooperation between City & County	37	4.4 %
None chosen	40	4.8 %
Total	2387	

**Q31. Do you think it is important for the City of Columbia to support sustainability programs that help reduce pollution, conserve energy, and protect water resources?**

Q31. Is it important for City to support sustainability programs	Number	Percent
Yes	727	87.2 %
No	79	9.5 %
Don't Know	28	3.4 %
Total	834	100.0 %

**Q32. How would you describe the City's efforts to promote water, energy and natural resource conservation? Would you say the City is:**

Q32. Describe City's efforts to promote water, energy & natural resource conservation	Number	Percent
Doing too much	61	7.3 %
Doing the right amount	384	46.0 %
Not doing enough	233	27.9 %
Don't know	156	18.7 %
Total	834	100.0 %

**Q33. Using a scale of 1 to 5, where 5 means "Very Willing" and 1 means "Not Willing At All," please indicate how willing you are to have your City taxes used to support the following:**

(N=834)

	Very Willing	Willing	Somewhat Willing	Not Willing	Not Willing at all	Don't Know
Q33a. Services to meet basic needs & emergencies	27.4%	32.2%	25.9%	6.1%	3.8%	4.6%
Q33b. Services for children, youth, & families	28.5%	34.2%	22.7%	6.8%	3.5%	4.3%
Q33c. Services to support economic opportunity	22.2%	34.3%	28.1%	7.8%	3.1%	4.4%
Q33d. Services to support independent living	20.6%	35.5%	27.5%	8.5%	2.9%	4.9%
Q33e. Mental health services	21.6%	31.8%	28.7%	10.3%	3.2%	4.3%

**Q33. Using a scale of 1 to 5, where 5 means "Very Willing" and 1 means "Not Willing At All," please indicate how willing you are to have your City taxes used to support the following: (without "don't know")**

(N=834)

	Very Willing	Willing	Somewhat Willing	Not Willing	Not Willing at all
Q33a. Services to meet basic needs & emergencies	28.7%	33.7%	27.2%	6.4%	4.0%
Q33b. Services for children, youth, & families	29.7%	35.8%	23.7%	7.2%	3.6%
Q33c. Services to support economic opportunity	23.2%	35.9%	29.4%	8.2%	3.3%
Q33d. Services to support independent living	21.7%	37.4%	28.9%	9.0%	3.0%
Q33e. Mental health services	22.6%	33.2%	30.0%	10.8%	3.4%

**Q34. Have you used public transportation services in Columbia?**

<u>Q34. Have you used public transportation</u>	<u>Number</u>	<u>Percent</u>
Yes	261	31.3 %
No	567	68.0 %
Don't Know	6	0.7 %
Total	834	100.0 %

**Q35. Have you used the City airport?**

<u>Q35. Have you used City airport</u>	<u>Number</u>	<u>Percent</u>
Yes	388	46.5 %
No	441	52.9 %
Don't Know	5	0.6 %
Total	834	100.0 %

**Q36. Approximately how many years have you lived in Columbia?**

<u>Q36. How many years have you lived in Columbia</u>	<u>Number</u>	<u>Percent</u>
5 or less	169	20.3 %
6 to 10	149	17.9 %
11 to 15	117	14.0 %
16 to 20	100	12.0 %
21 to 30	150	18.0 %
31+	149	17.9 %
Total	834	100.0 %

**Q37. When was your home built?**

<u>Q37. When was your home built</u>	<u>Number</u>	<u>Percent</u>
Before 1950	74	8.9 %
1950-1969	166	19.9 %
1970-1989	169	20.3 %
1990 or later	390	46.8 %
Don't know	35	4.2 %
Total	834	100.0 %

**Q38. Are you a student in a college or university?**

Q38. Are you a student in a college or university	Number	Percent
Yes	87	10.4 %
No	747	89.6 %
Total	834	100.0 %

**Q39. Do you own or rent your current residence?**

Q39. Do you own or rent your residence	Number	Percent
Own	654	78.4 %
Rent	180	21.6 %
Total	834	100.0 %

**Q40. How many persons in your household (counting yourself) are in each of the following age groups?**

	Mean	Sum
Number	2.81	2082
Under 10	0.53	410
10-19	0.43	327
20-44	1.13	909
45-64	0.71	550
65+	0.20	149

**Q41. What is your age?**

Q41. Your age	Number	Percent
18-35	246	29.5 %
35 to 44	228	27.3 %
45 to 54	161	19.3 %
55 to 64	128	15.3 %
65+	71	8.5 %
Total	834	100.0 %

**Q42. Do you subscribe to any of the following television services?**

<u>Q42. Do you subscribe to television services</u>	<u>Number</u>	<u>Percent</u>
Charter Cable	25	3.0 %
Mediacom	341	40.9 %
Century Link	236	28.3 %
Satellite TV	196	23.5 %
None	93	11.2 %
Total	891	

**Q43. Would you say your total annual household income is:**

<u>Q43. Total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$15K	58	7.0 %
\$15K to \$29,999	94	11.3 %
\$30K to \$59,999	192	23.0 %
\$60K to \$99,999	234	28.1 %
\$100K+	214	25.7 %
Declined	42	5.0 %
Total	834	100.0 %

**Q44. Which of the following best describes your race/ethnicity?**

<u>Q44. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	30	3.6 %
White/Caucasian	685	82.1 %
African American/Black	73	8.8 %
Asian/Pacific Islander	30	3.6 %
Native American/Eskimo	9	1.1 %
Mixed Race	13	1.6 %
Other	3	0.4 %
Total	843	

**Q45. What is your gender?**

<u>Q45. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	399	47.8 %
Female	435	52.2 %
Total	834	100.0 %

# Section 5: Survey Instrument

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# 2011 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."

<b>How Satisfied are you with:</b>		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 for building and housing	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 utility services (electricity, water, etc.)	5	4	3	2	1	9

2. Which **THREE** 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>. \_\_\_\_

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."

<b>How Satisfied are you with:</b>		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.	How well the City is planning for growth	5	4	3	2	1	9
D.	Overall quality of life in the city	5	4	3	2	1	9
E.	Overall feeling of safety in the city	5	4	3	2	1	9
F.	The direction the City is heading	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.

<b>How Safe do you feel:</b>		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.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
D.	Snow removal on major City streets	5	4	3	2	1	9
E.	Snow removal on neighborhood streets	5	4	3	2	1	9
F.	Overall cleanliness and appearance of City streets	5	4	3	2	1	9
G.	Adequacy of City street lighting	5	4	3	2	1	9
H.	Maintenance of City street lighting	5	4	3	2	1	9
I.	Condition of City sidewalks	5	4	3	2	1	9
J.	Availability of sidewalks in the city	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.	Clean-up of litter and debris on private property	5	4	3	2	1	9
B.	Mowing and trimming of lawns on private property	5	4	3	2	1	9
C.	Maintenance of residential property	5	4	3	2	1	9
D.	Maintenance of business property	5	4	3	2	1	9
E.	Off-street parking regulations	5	4	3	2	1	9
F.	Animal regulations (including the pick-up of strays)	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. Compared to five years ago, would you say the quality of your neighborhood has:
- |                                                     |                                                    |
|-----------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> (5) Gotten much better     | <input type="checkbox"/> (2) Gotten somewhat worse |
| <input type="checkbox"/> (4) Gotten somewhat better | <input type="checkbox"/> (1) Gotten much worse     |
| <input type="checkbox"/> (3) Stayed about the same  | <input type="checkbox"/> (9) Don't know            |

12. Do you think the City of Columbia is usually responsive to the concerns of your neighborhood?
- (1) Yes  
 (2) No  
 (9) Don't know

13. How do you think the level of enforcement of City codes and ordinances should change over the next two years? Should it:
- |                                                    |                                                  |
|----------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> (1) Be greatly increased  | <input type="checkbox"/> (4) Be slightly reduced |
| <input type="checkbox"/> (2) Be slightly increased | <input type="checkbox"/> (5) Be greatly reduced  |
| <input type="checkbox"/> (3) Stay about the same   | <input type="checkbox"/> (9) Don't know          |

14. CUSTOMER SERVICE. Have you called or visited the City with a question, problem, or complaint during the past year?
- (1) Yes [answer Question 14a-i]       (2) No [go to Question 15]

- 14a. [Only if "YES" to Q#14] For which service did you contact the City most recently?
- |                                                    |                                                                          |
|----------------------------------------------------|--------------------------------------------------------------------------|
| <input type="checkbox"/> (01) Police               | <input type="checkbox"/> (08) City Manager                               |
| <input type="checkbox"/> (02) Fire                 | <input type="checkbox"/> (09) Public health                              |
| <input type="checkbox"/> (03) Water/sewer          | <input type="checkbox"/> (10) Streets/sidewalks                          |
| <input type="checkbox"/> (04) Stormwater           | <input type="checkbox"/> (11) Electric service                           |
| <input type="checkbox"/> (05) Parks and recreation | <input type="checkbox"/> (12) Public transportation                      |
| <input type="checkbox"/> (06) Code enforcement     | <input type="checkbox"/> (13) Solid waste (trash, recycling, yard waste) |
| <input type="checkbox"/> (07) City Council         | <input type="checkbox"/> (14) Other: _____                               |

- 14b. [Only if "YES" to Q#14] Why did you contact the City about this service?
- |                                                      |                                                               |
|------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> (1) Request service         | <input type="checkbox"/> (5) Request emergency assistance     |
| <input type="checkbox"/> (2) Get information         | <input type="checkbox"/> (6) Request non-emergency assistance |
| <input type="checkbox"/> (3) Report a problem        | <input type="checkbox"/> (7) Comply with City requirements    |
| <input type="checkbox"/> (4) Discuss a billing issue | <input type="checkbox"/> (8) Other: _____                     |

- 14c-i. [Only if "YES" to Q#14] **Please indicate your level of agreement with the following statements about the quality of service you received from City employees that last time you contacted the City as indicated in Question 14a by circling the corresponding number below.**

<b>Behavior of Employees</b>		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
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 technically competent	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



21. **STORMWATER.** Have you seen or experienced any of the following stormwater-related problems in the neighborhood where you live during past 24 months? (check all that apply)

- \_\_\_(1) Flooding in streets more than 24 hours after a rain
- \_\_\_(2) Severe soil erosion
- \_\_\_(3) Flooding in basements or other areas of your home
- \_\_\_(4) Other: \_\_\_\_\_
- \_\_\_(9) None – have not observed any problems

22. How important do you think it is for the City of Columbia to fund stormwater improvements that will help prevent flooding and protect the quality of water in lakes, rivers, and streams?

- \_\_\_(5) Extremely important
- \_\_\_(4) Very important
- \_\_\_(3) Important
- \_\_\_(2) Not very important
- \_\_\_(1) Not important at all
- \_\_\_(9) Don't know

23. Homeowners in the City of Columbia are currently assessed \$0.65-\$1.35 per month (depending on the size of their home) for stormwater improvements. If City leaders presented voters with a proposal that would raise the current assessment to \$1.30-\$2.70 per month (depending on the size of your home) to fund needed stormwater improvements in the City, how likely would you be to vote in favor of the proposal?

- \_\_\_(5) Very likely
- \_\_\_(4) Likely
- \_\_\_(3) Somewhat likely
- \_\_\_(2) Not likely
- \_\_\_(1) Not likely at all
- \_\_\_(9) Don't know

24. **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.”

<i>How Satisfied are you with City efforts to:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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

25. 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 24 above.]

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

26. **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.”

<i>DO YOU USE THE SERVICE?</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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

**27. 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>How Satisfied are you with:</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 public transportation (bus) service in the City	5	4	3	2	1	9

**28. Which THREE of the transportation 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 27 above.]

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

**29. COMMUNITY PRIORITIES.** Using a scale of 1 to 5, where 5 mean “very high priority” and 1 means “very low priority,” please rank the importance of the following issues by circling the corresponding number below:

<b>What Priority Should Be Placed on the Following:</b>		Very High	High	Medium	Low	Very Low	Don't Know
A.	Ensuring that affordable housing is available in Columbia	5	4	3	2	1	9
B.	Minimizing congestion on City streets	5	4	3	2	1	9
C.	Improving sidewalks and pedestrian walkways to make it easier to walk in the city	5	4	3	2	1	9
D.	Adding biking lanes and paths to make it easier to bike in the city	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 and businesses in the city 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.	Improving the visual attractiveness of the city	5	4	3	2	1	9
N.	Improving cooperation between the City and County	5	4	3	2	1	9

**30. Which THREE 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 29 above.]

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

31. **SUSTAINABILITY.** Do you think it is important for the City of Columbia to support sustainability programs that help reduce pollution, conserve energy, and protect water resources?

\_\_\_(1) Yes \_\_\_(2) No

32. How would you describe the City's efforts to promote water, energy and natural resource conservation? Would you say the City is:

\_\_\_(1) Doing too much \_\_\_(2) Doing the right amount \_\_\_(3) Not doing enough \_\_\_(9) Don't know

33. **SOCIAL SERVICES.** Using a scale of 1 to 5, where 5 means "very willing" and 1 means "not willing at all," please indicate how willing you are to have your City taxes used to support the following:

<i>How willing are you to have City taxes used to support the following services:</i>		Very Willing	Willing	Somewhat Willing	Not Willing	Not Willing At All	Don't Know
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

34. Have you used public transportation services in Columbia? \_\_\_(1) Yes \_\_\_(2) No

35. Have you used the City airport? \_\_\_(1) Yes \_\_\_(2) No

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

37. When was your home built?

\_\_\_(1) Before 1950 \_\_\_(2) 1950-1969 \_\_\_(3) 1970-1989 \_\_\_(4) 1990 or later

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

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

40. 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+ \_\_\_\_\_

41. What is your age? \_\_\_\_\_ years

42. 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

43. 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

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

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

45. 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.Columbia2011Survey.org](http://www.Columbia2011Survey.org)



*2011 City of Columbia  
DirectionFinder® Survey*

**Appendices**

*Submitted to*

*The City of Columbia, MO*

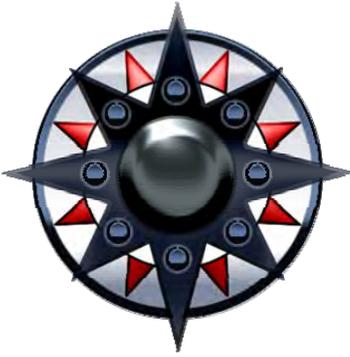


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Olathe, KS 66061

(913) 829- 1215

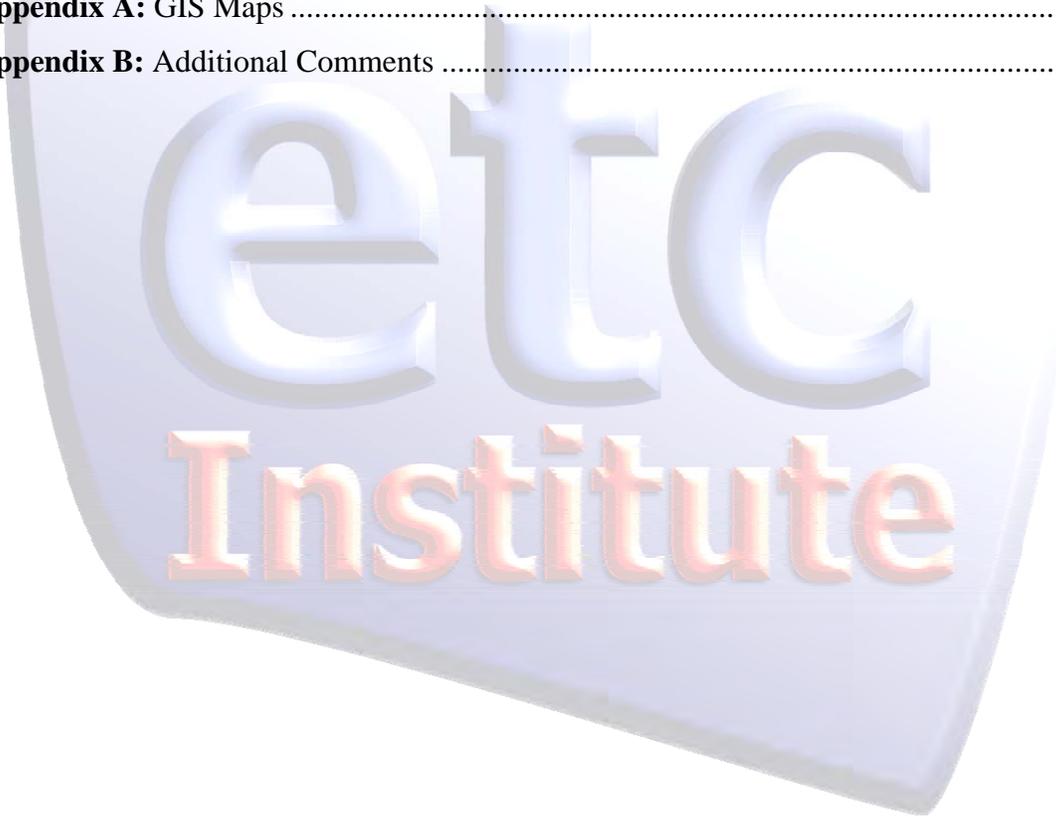
June 2011



# Contents

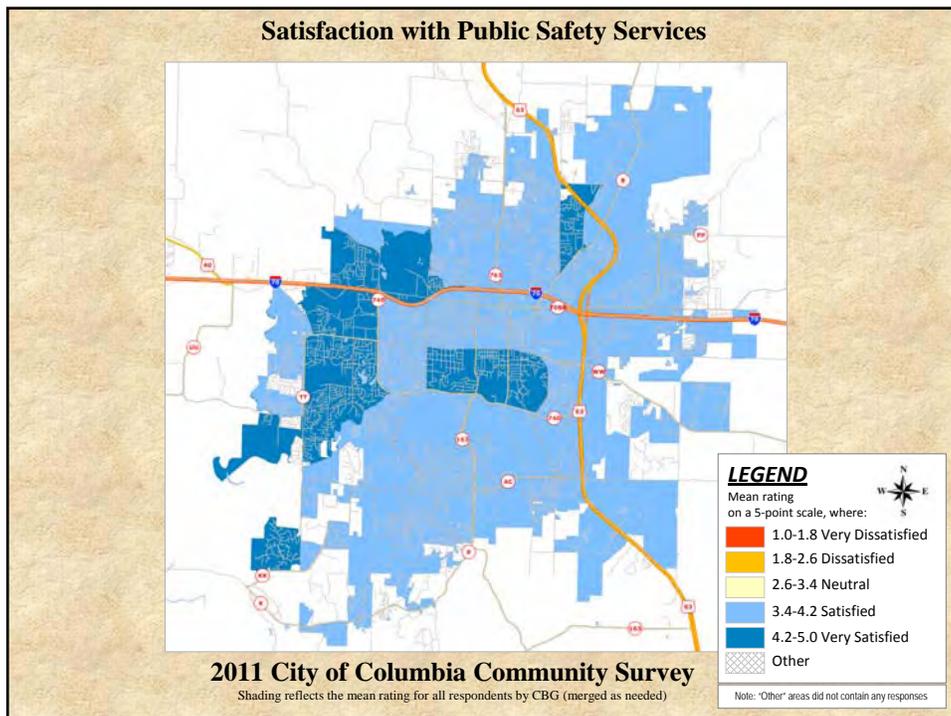
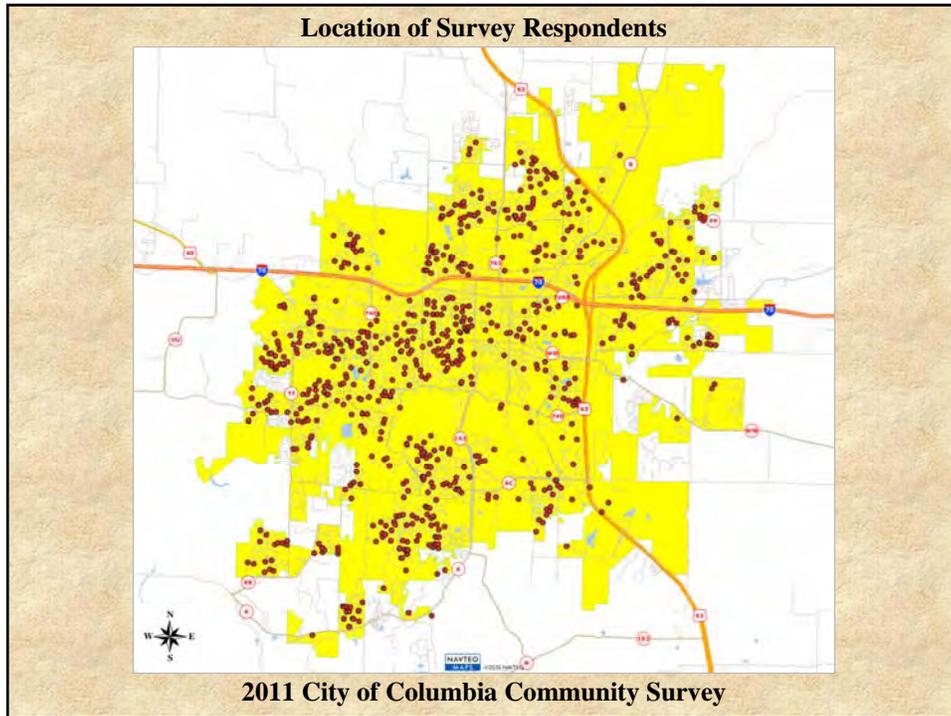
## **Final Report: Appendices**

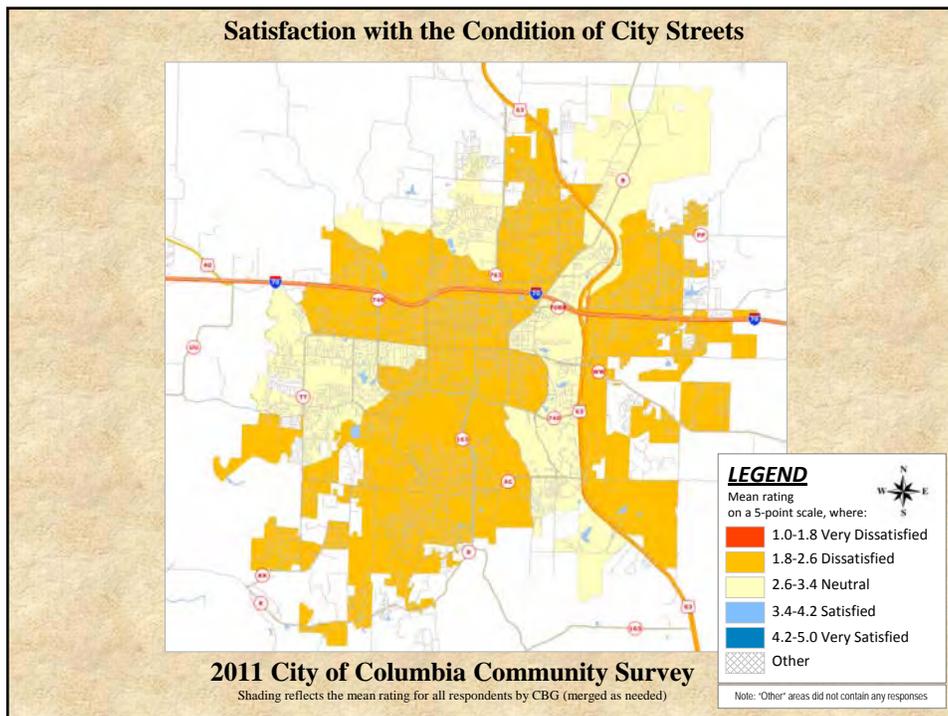
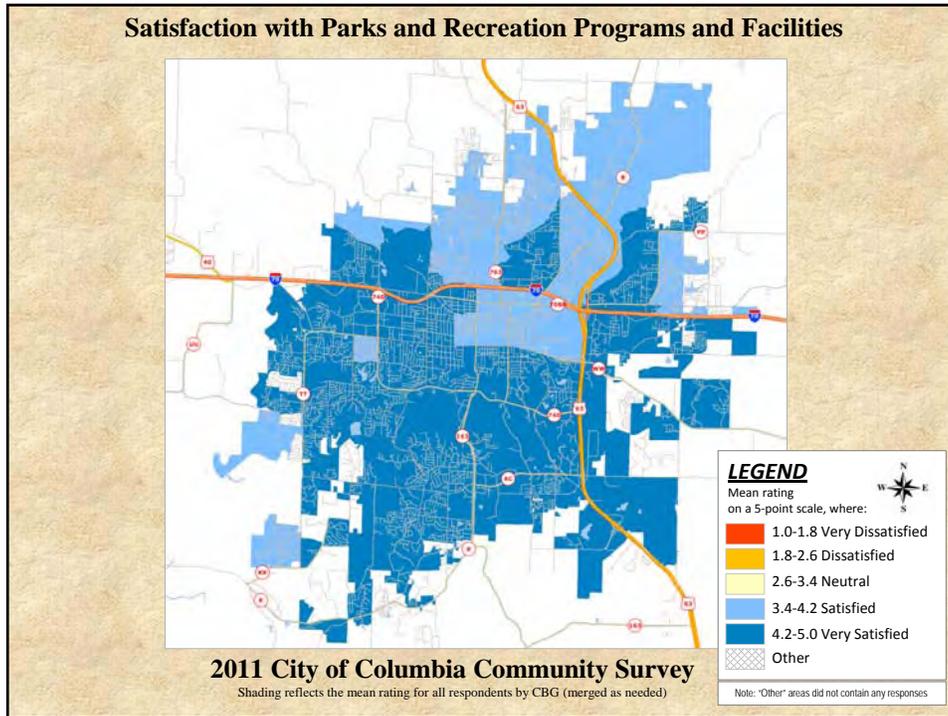
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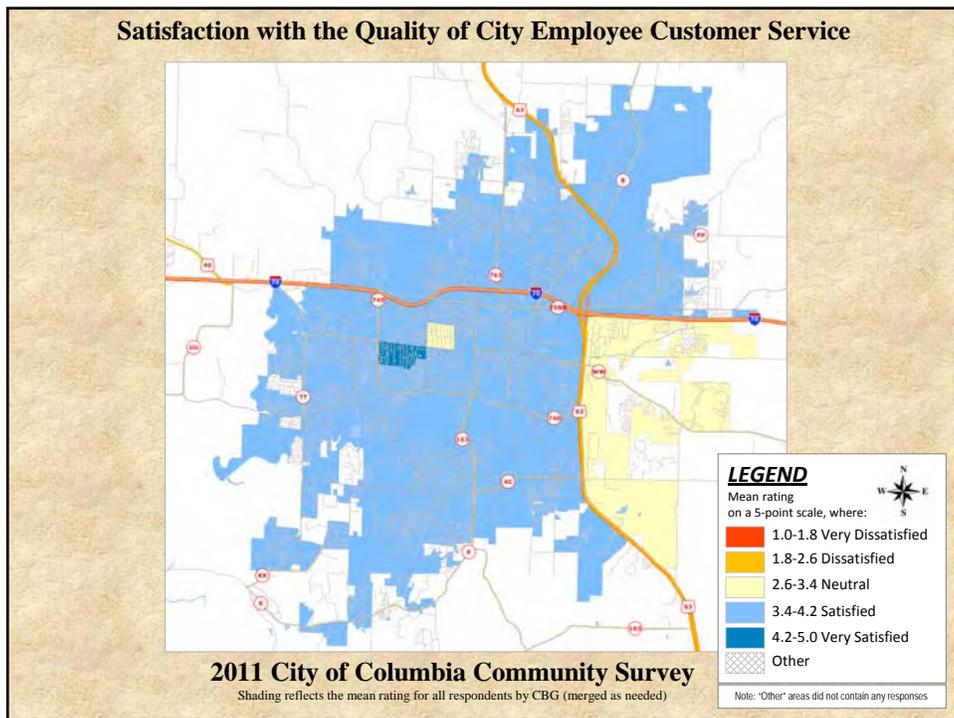
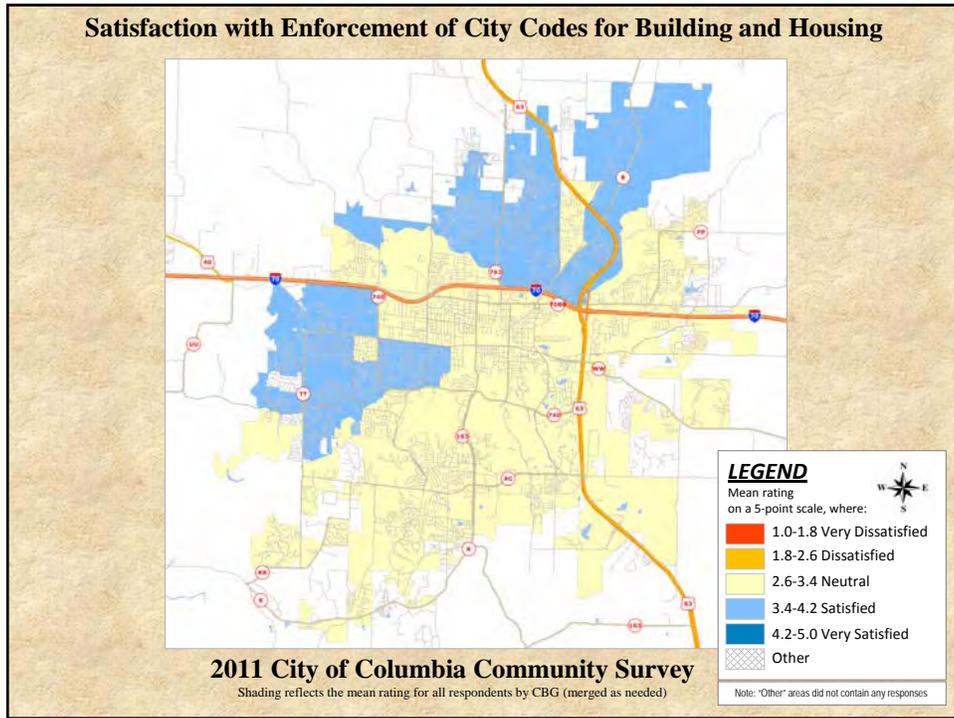


# Appendix A: GIS Maps

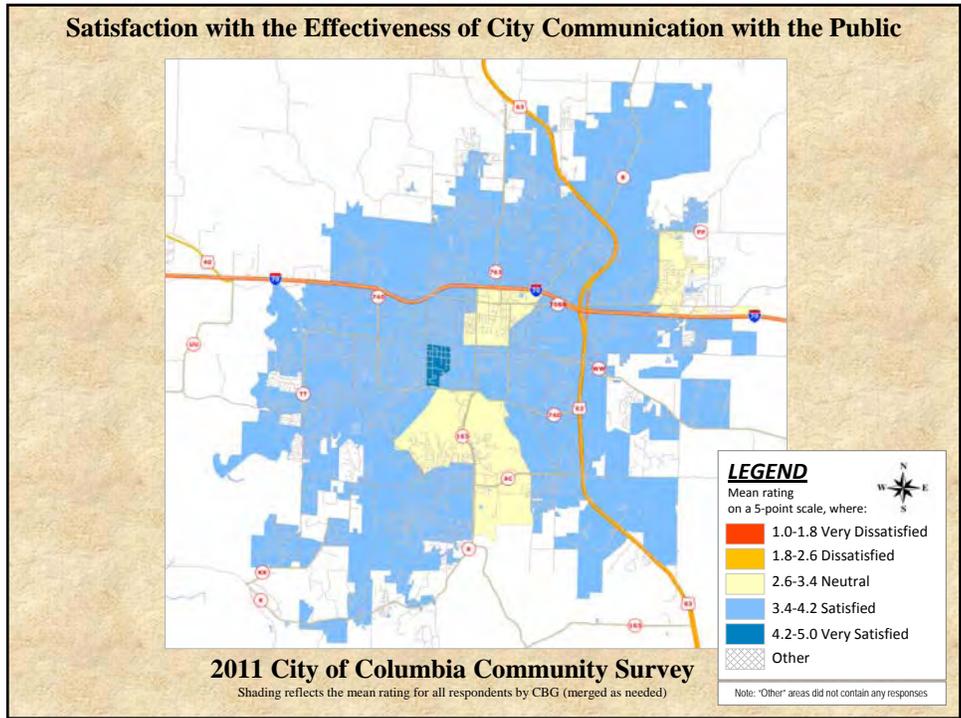
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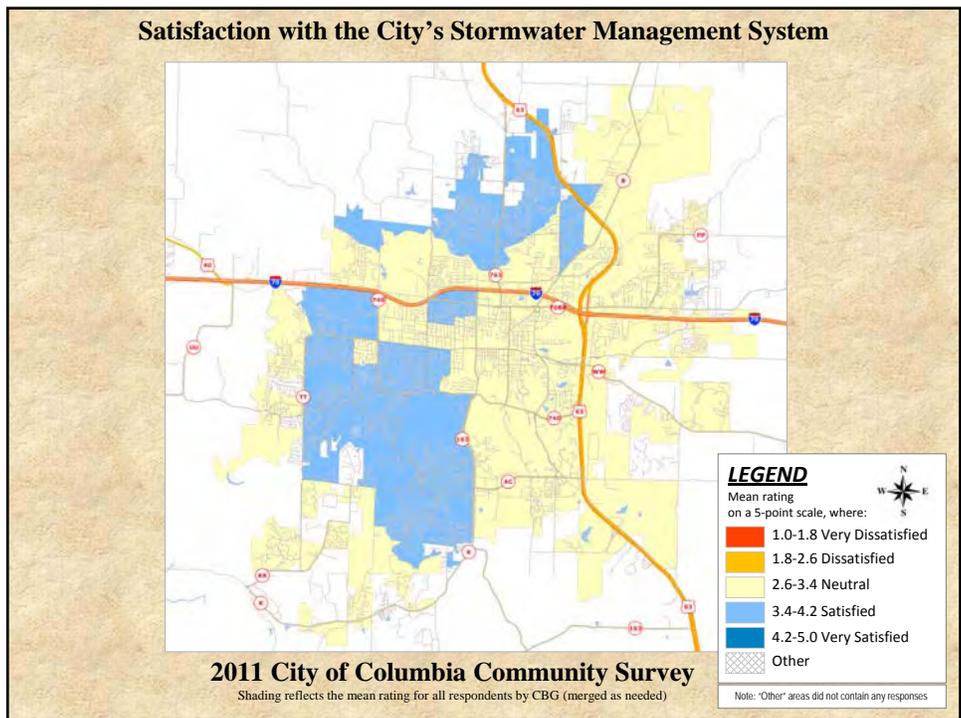


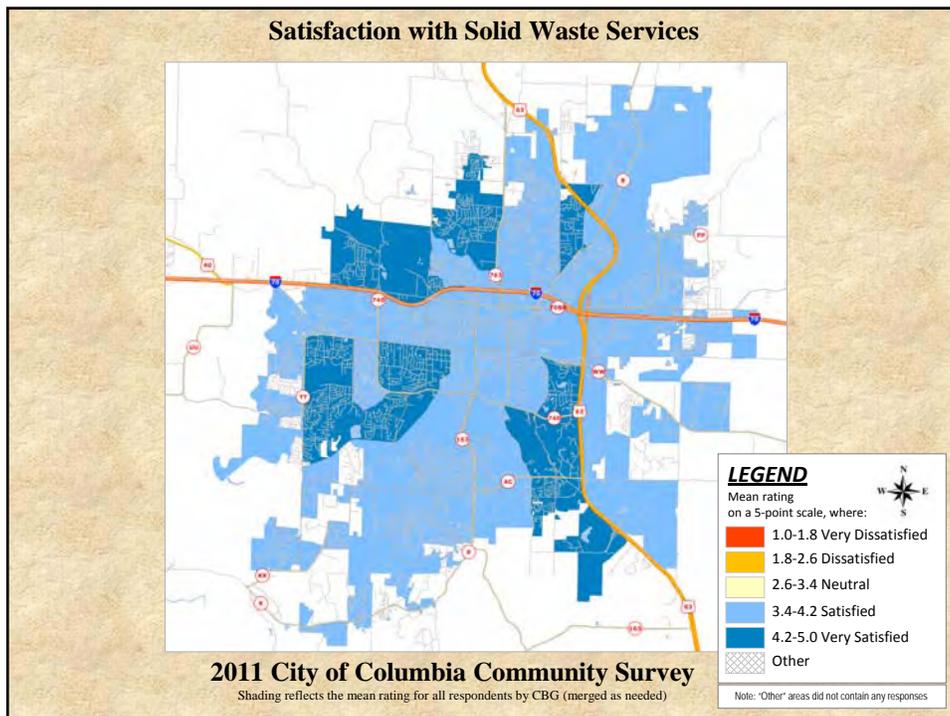
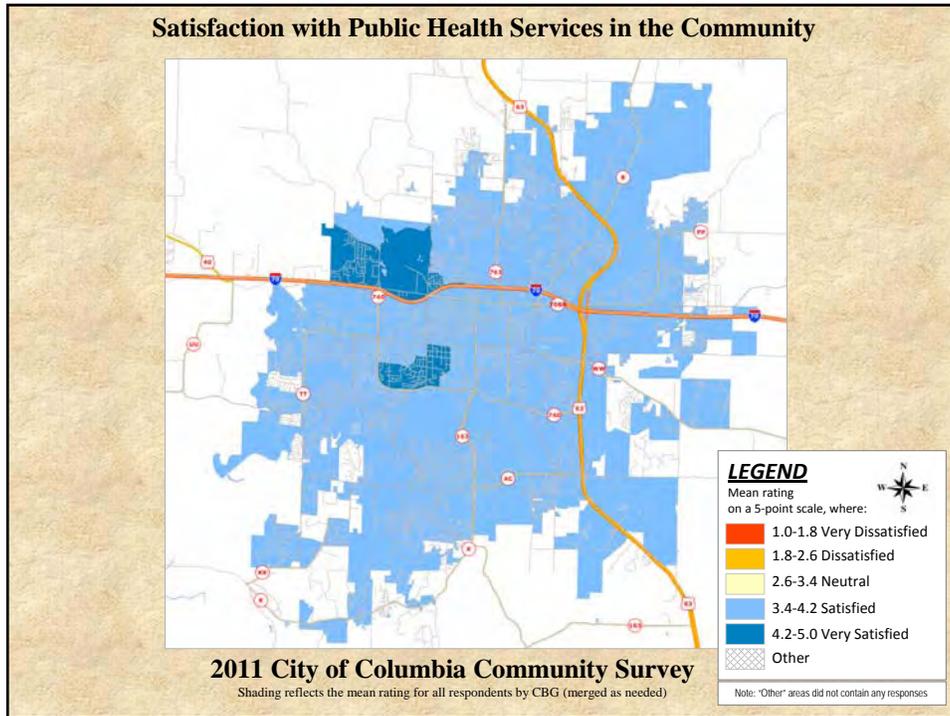


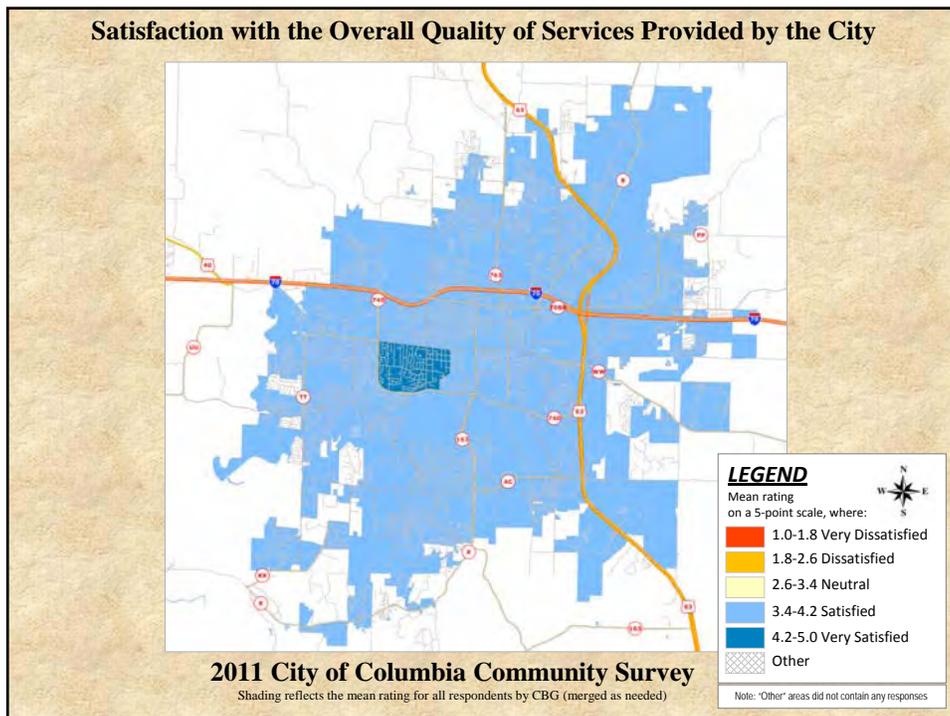
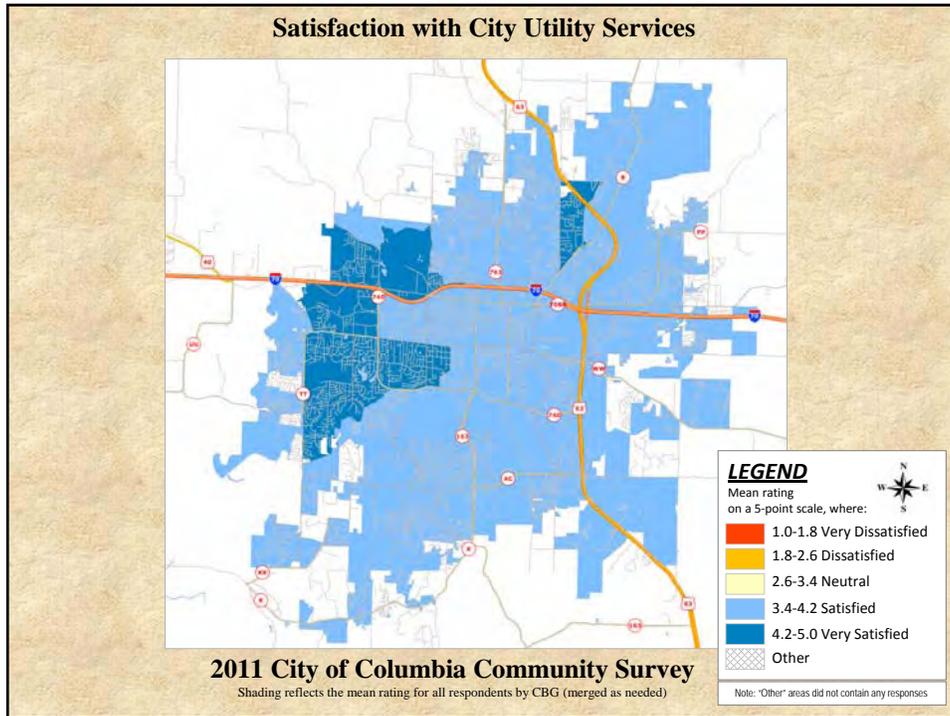
**Satisfaction with the Effectiveness of City Communication with the Public**



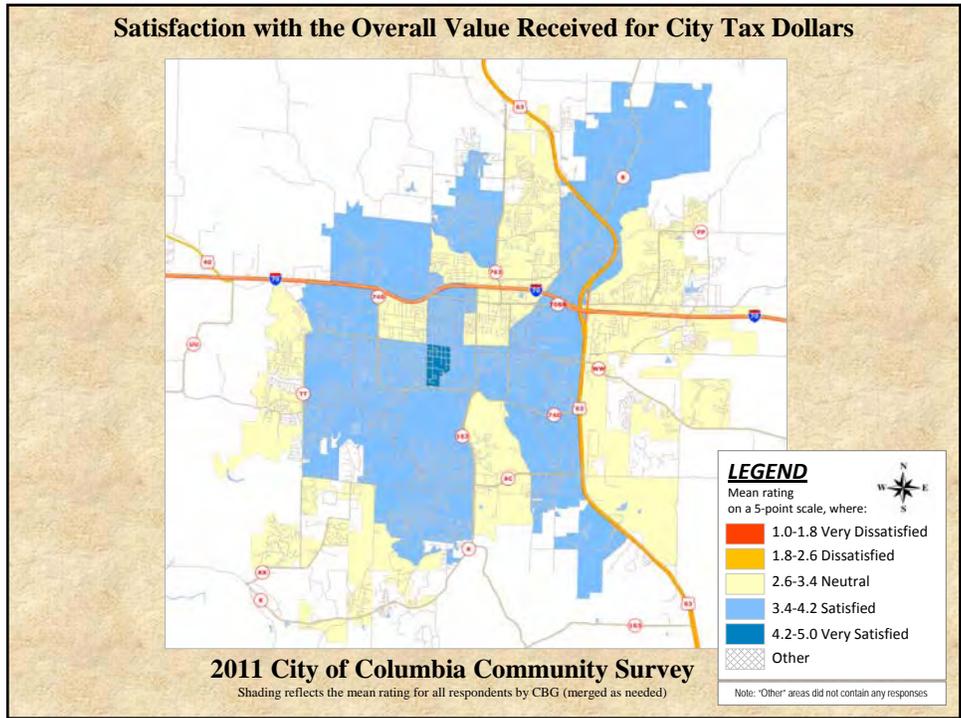
**Satisfaction with the City's Stormwater Management System**



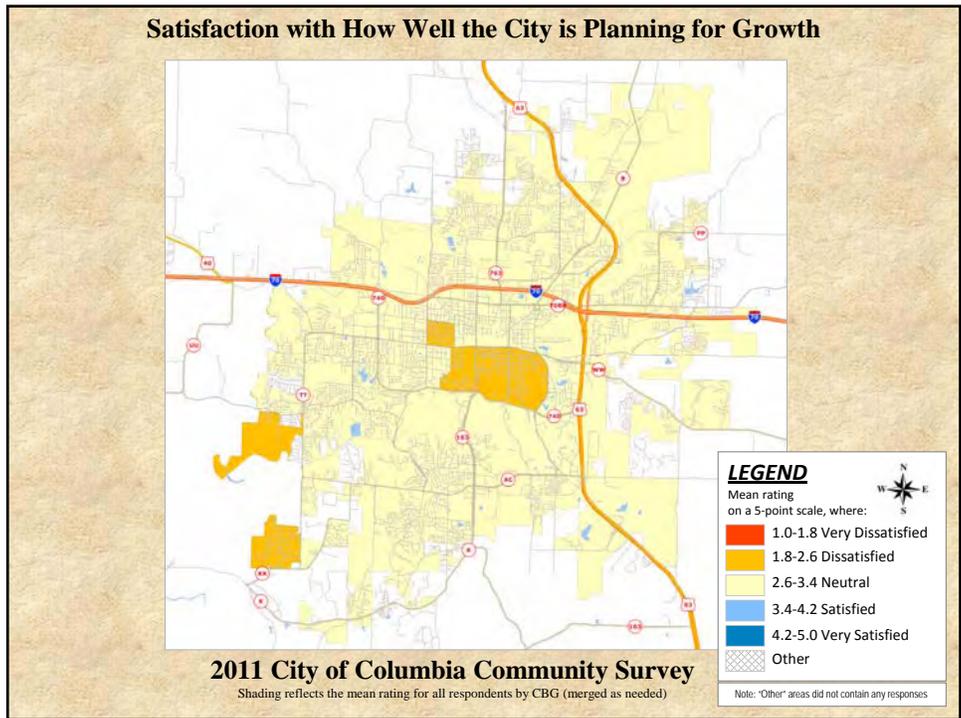


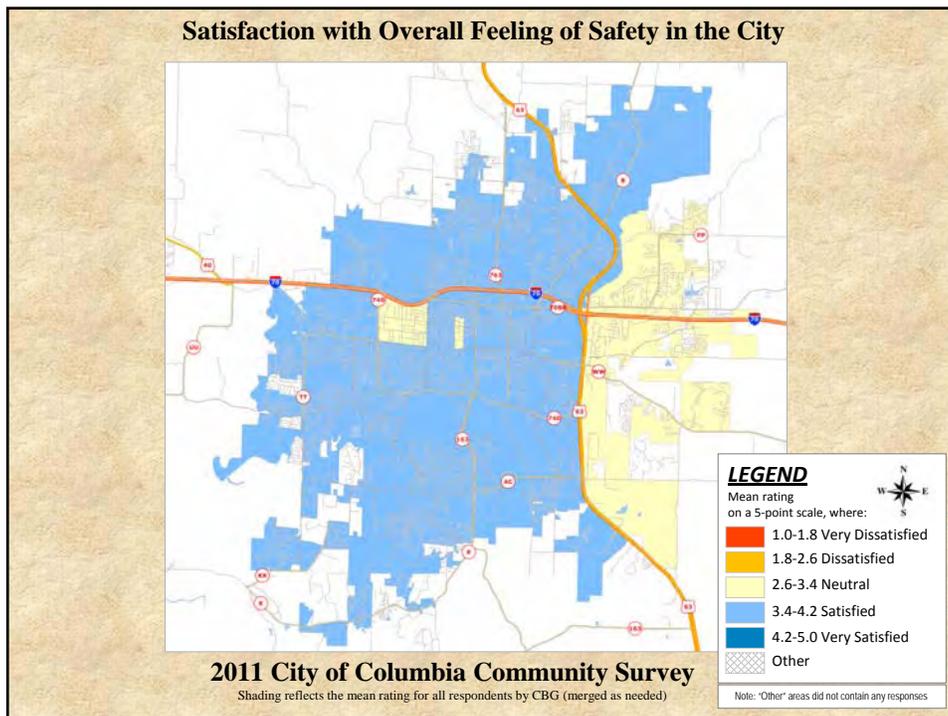
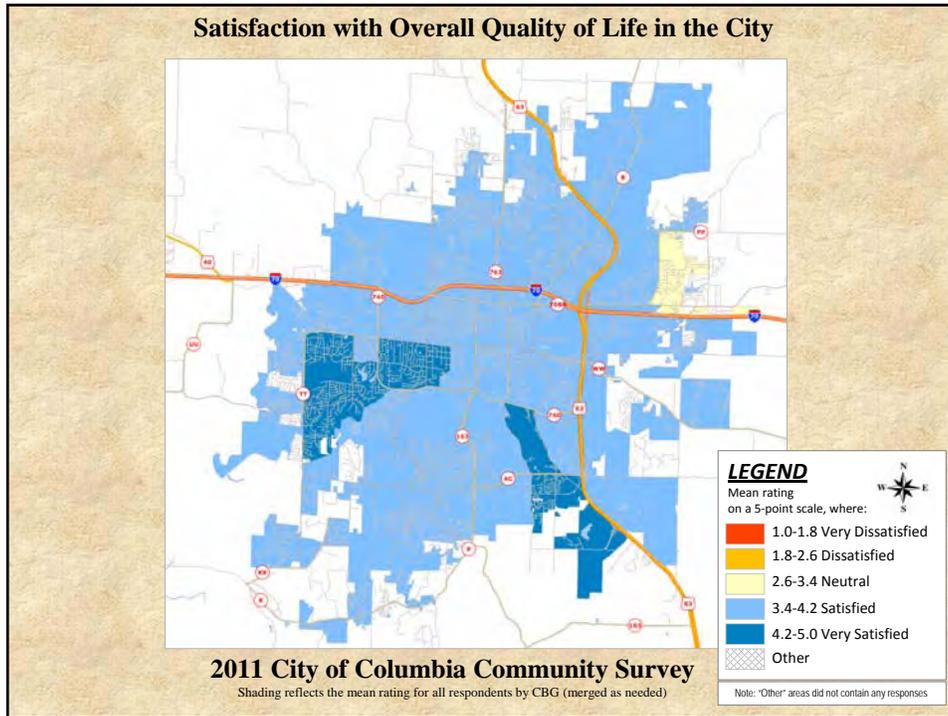


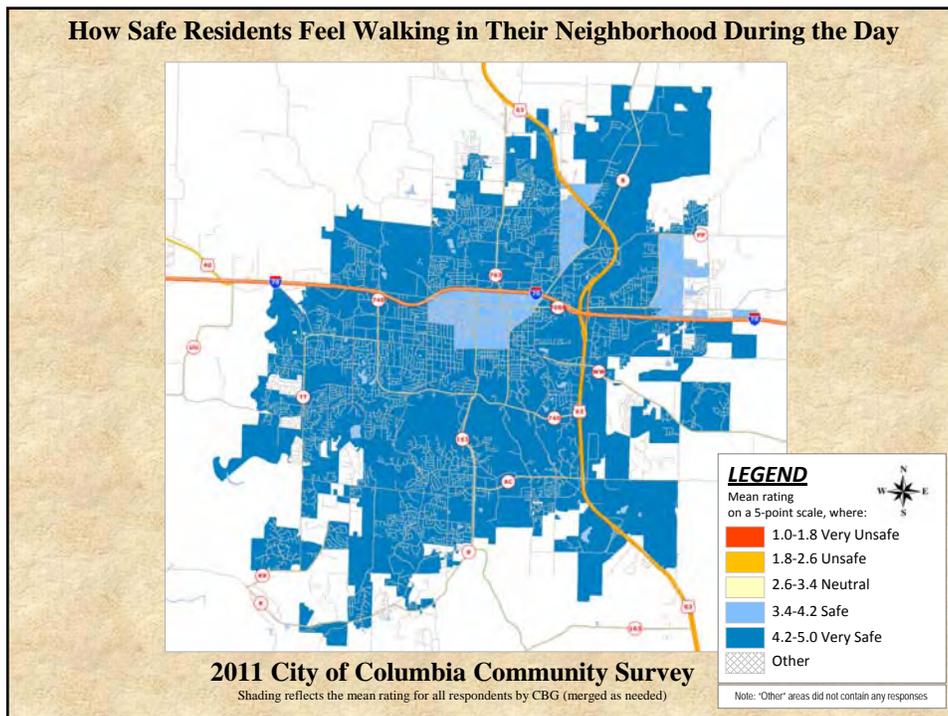
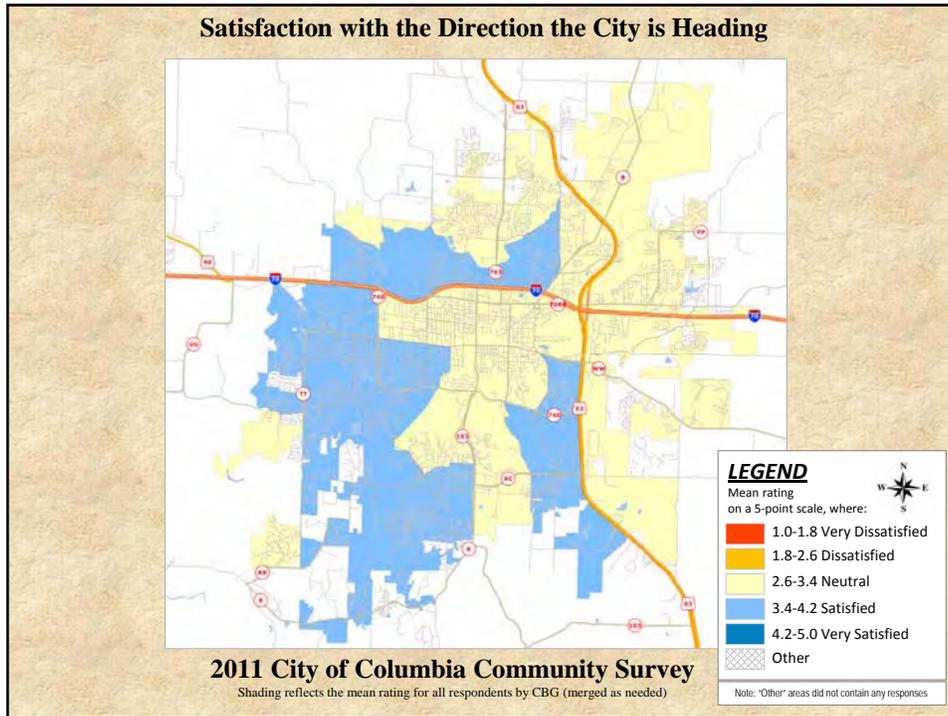
**Satisfaction with the Overall Value Received for City Tax Dollars**



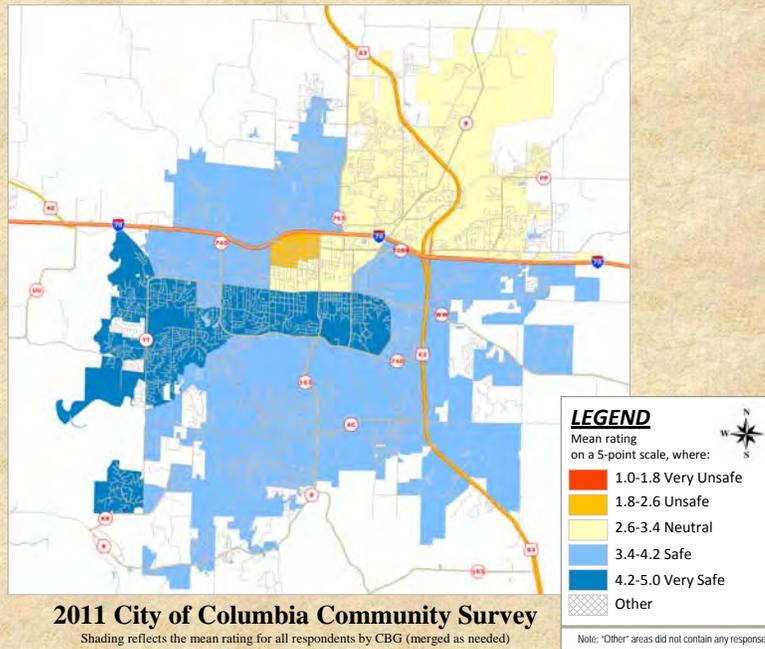
**Satisfaction with How Well the City is Planning for Growth**



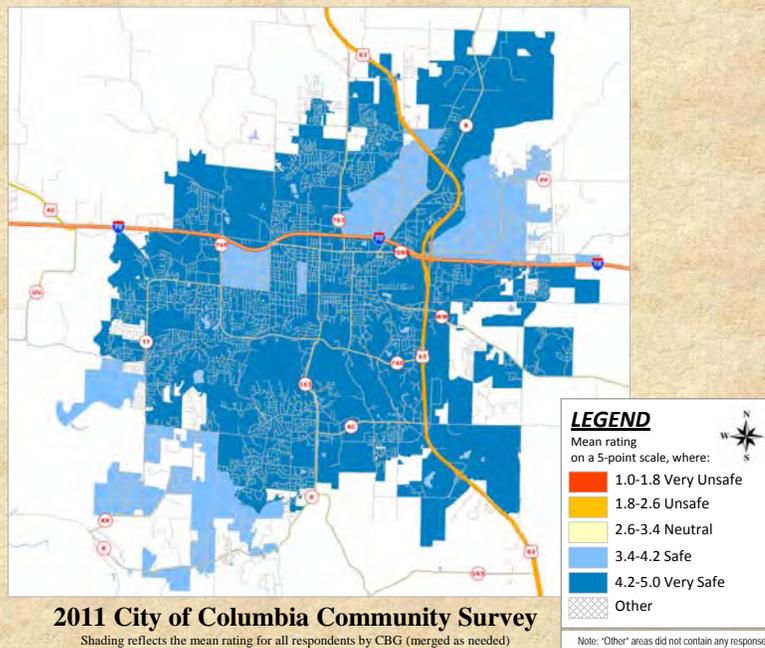


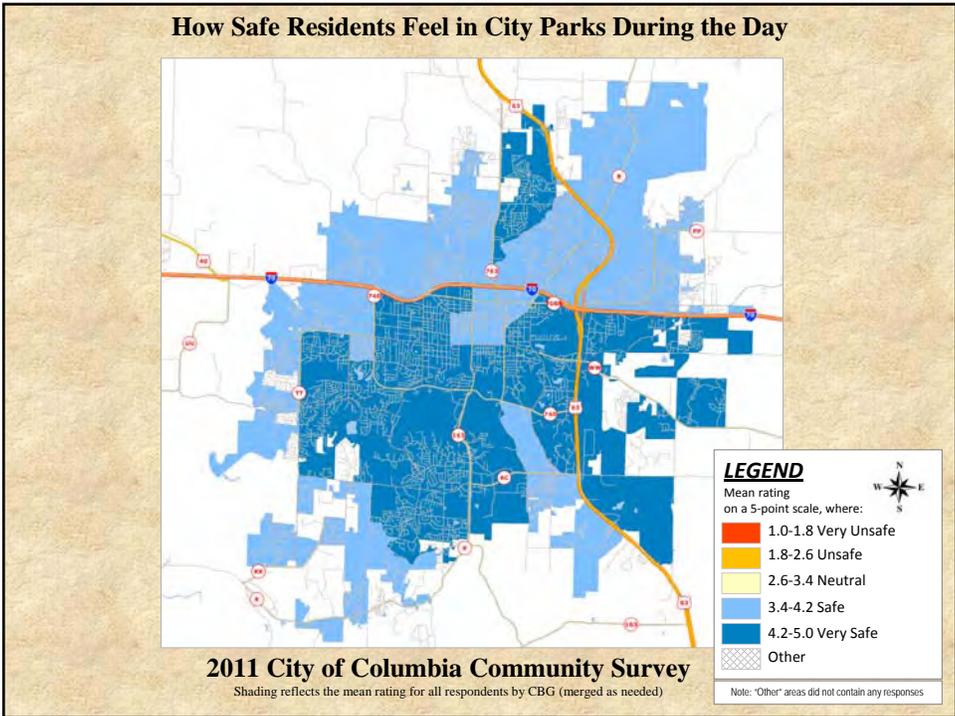
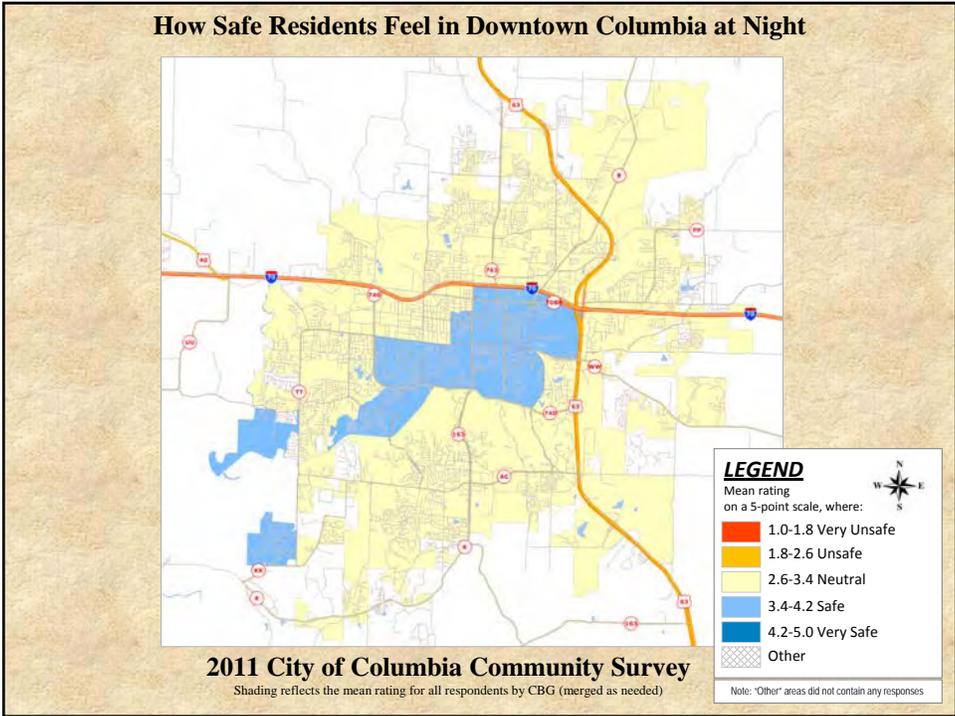


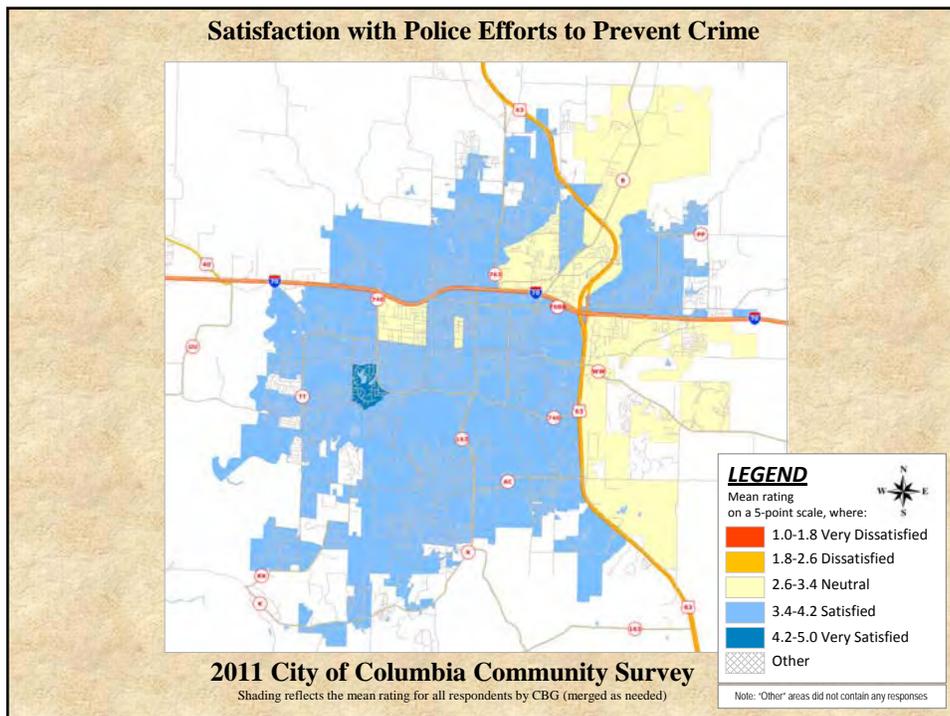
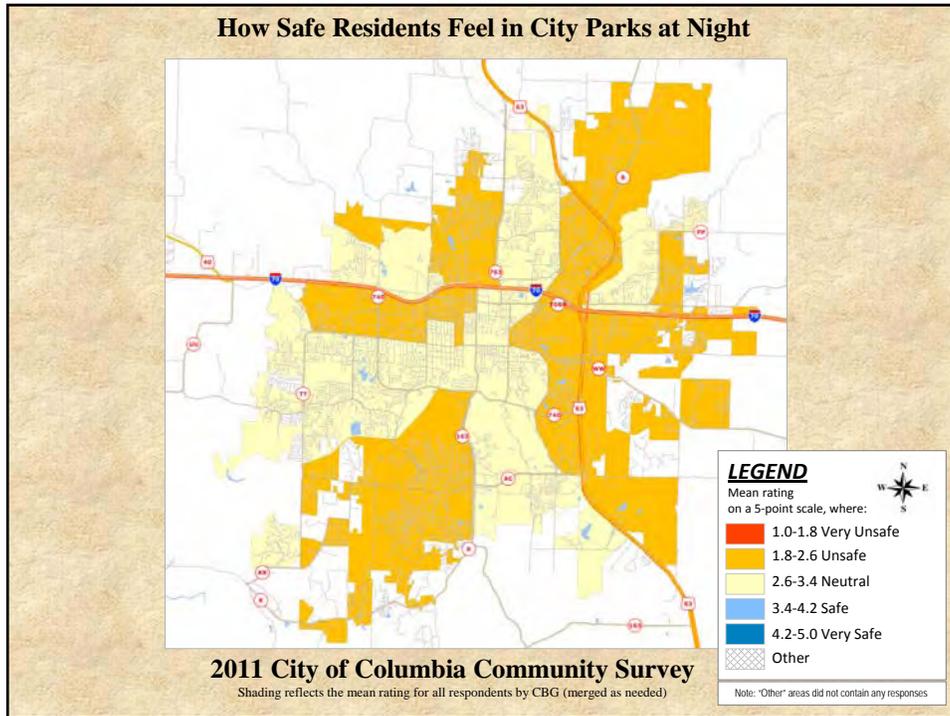
**How Safe Residents Feel Walking in Their Neighborhood at Night**

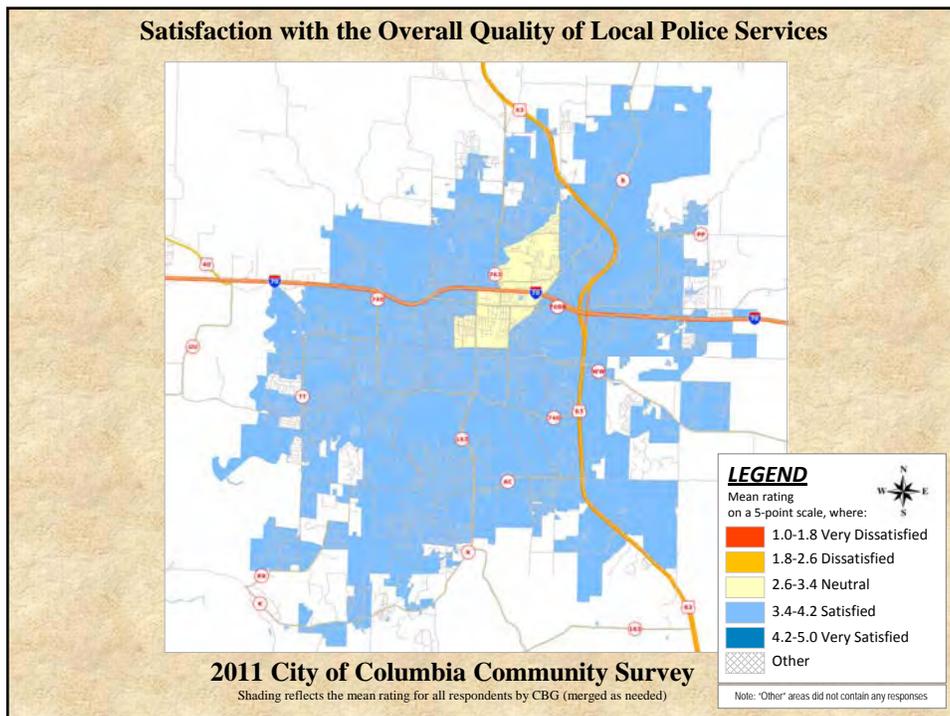
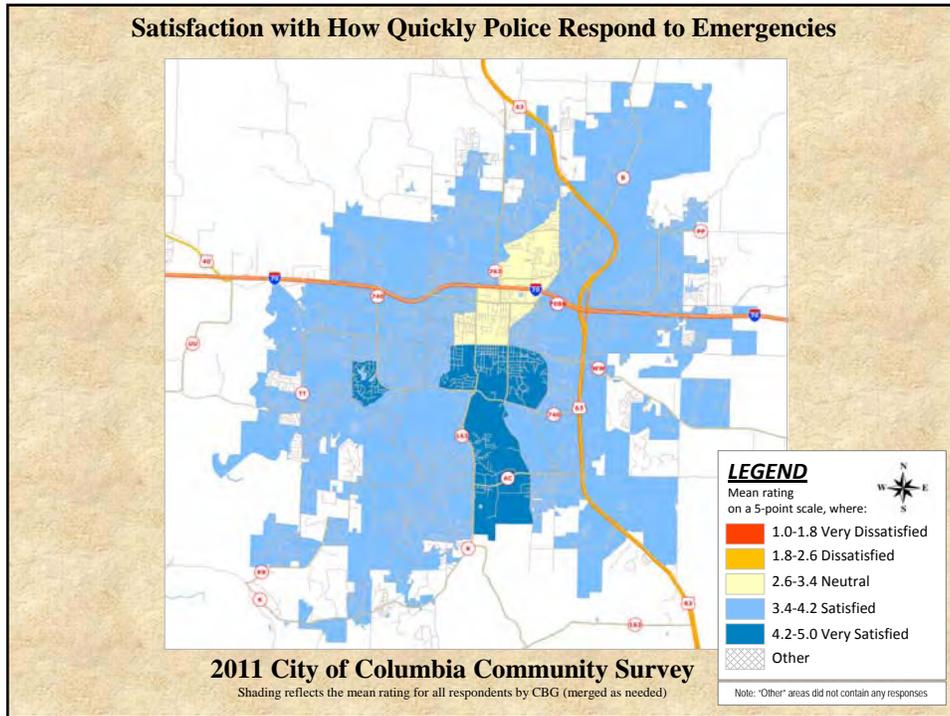


**How Safe Residents Feel in Downtown Columbia During the Day**

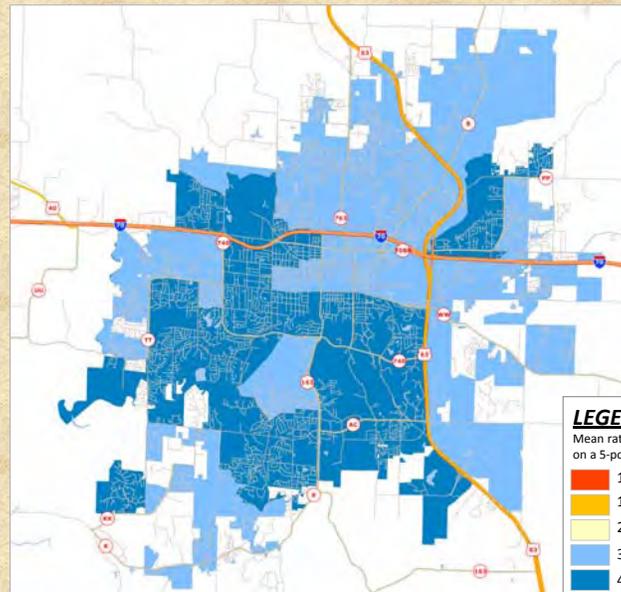








**Satisfaction with How Quickly Fire Department Responds to Emergencies**



**2011 City of Columbia Community Survey**

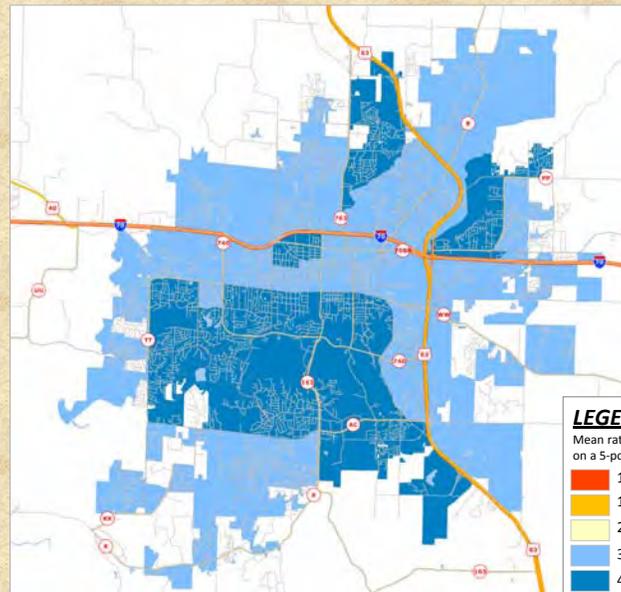
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

**Satisfaction with the Overall Quality of City Fire Protection**



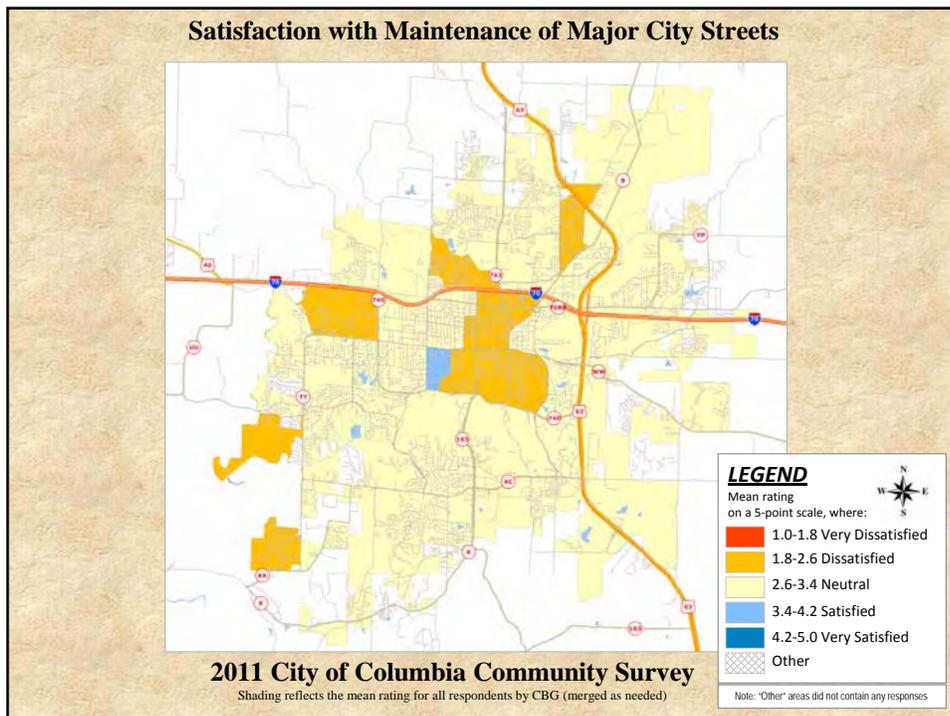
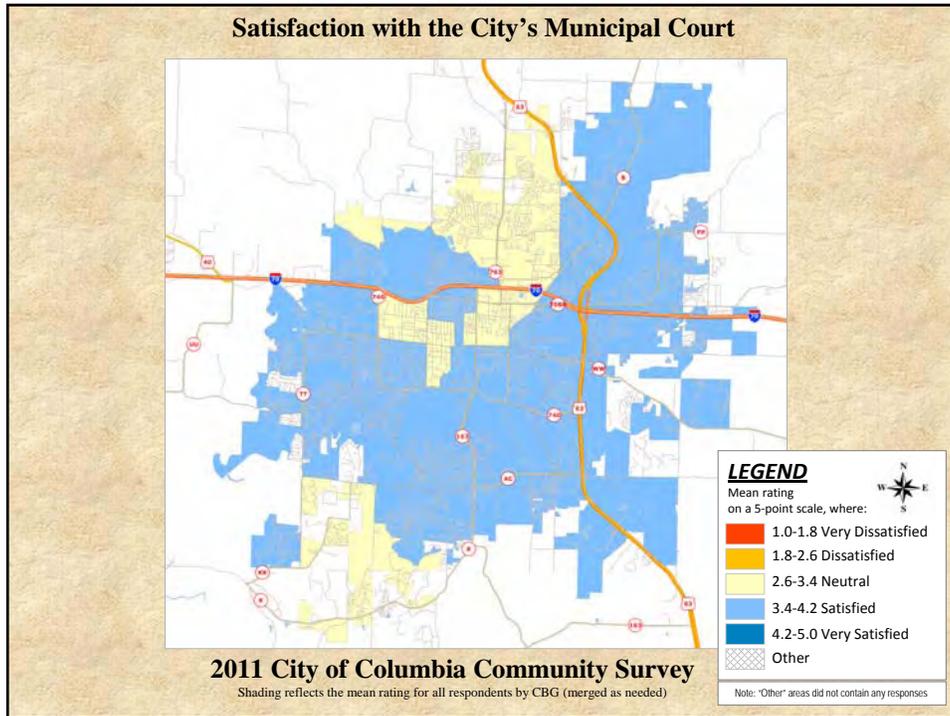
**2011 City of Columbia Community Survey**

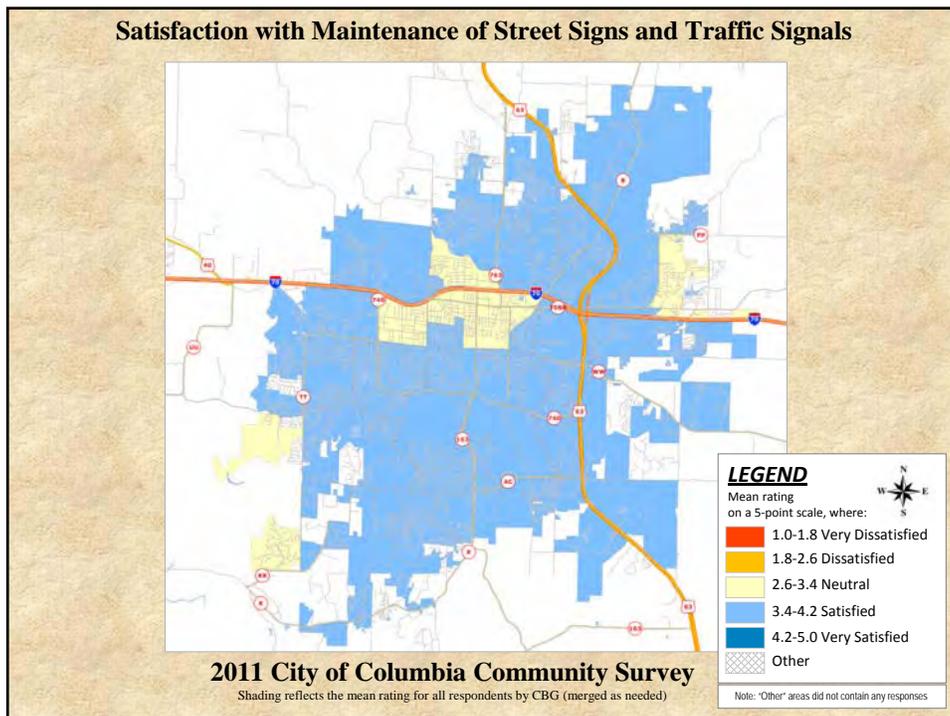
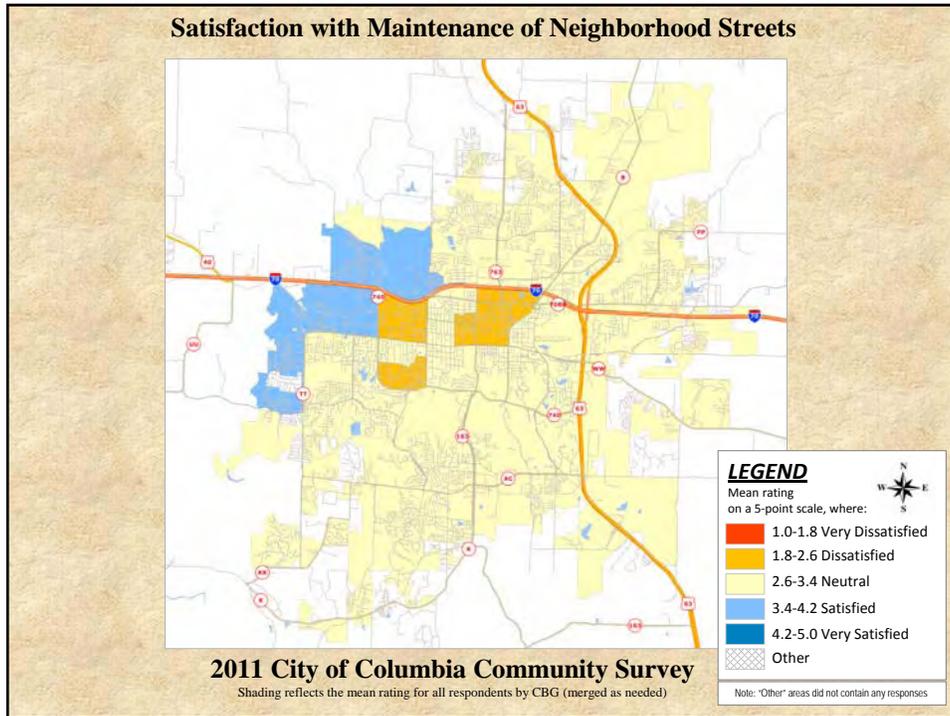
Shading reflects the mean rating for all respondents by CBG (merged as needed)

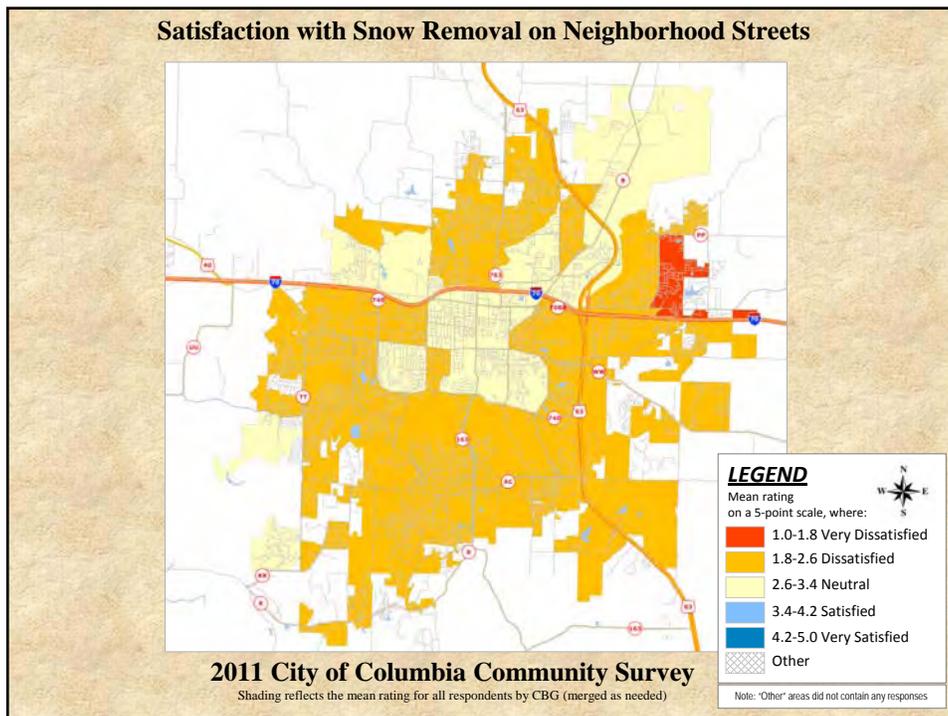
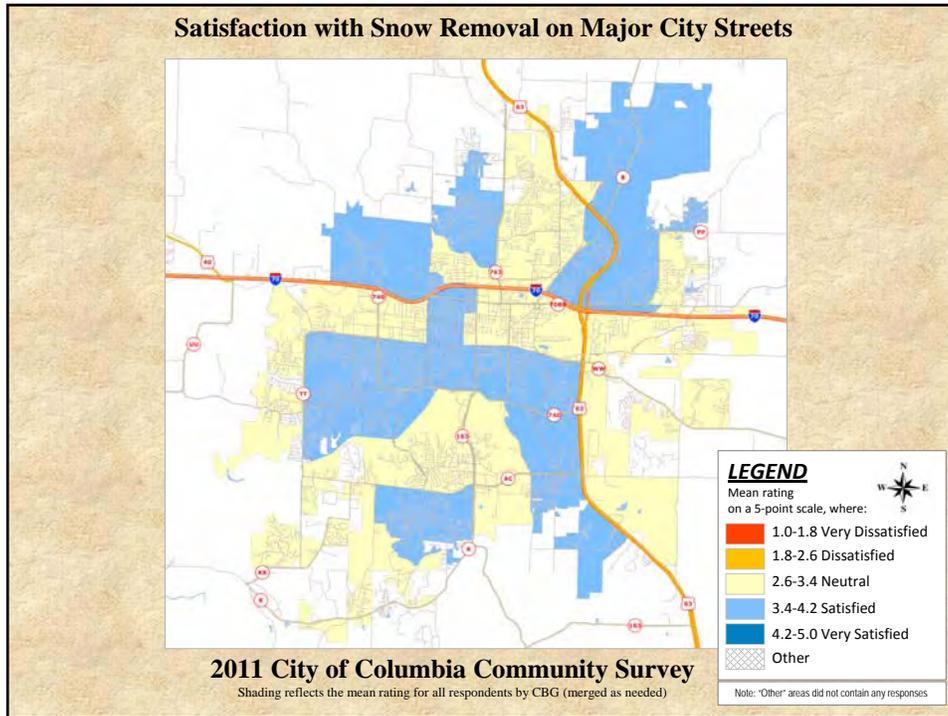
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

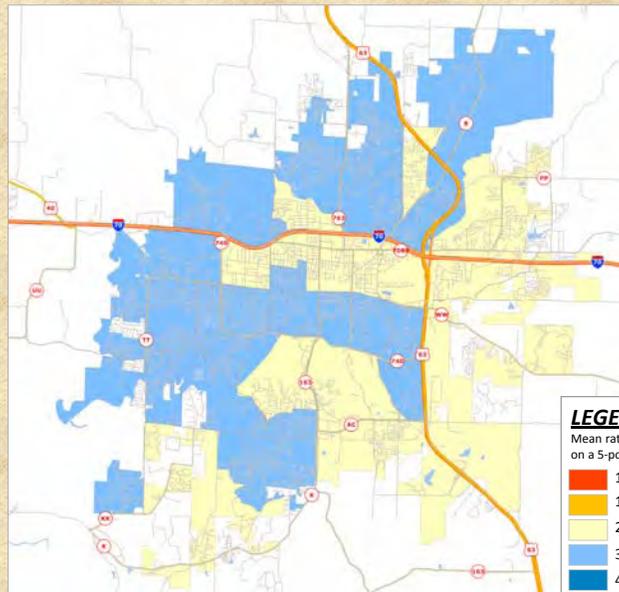
Note: "Other" areas did not contain any responses







**Satisfaction with Overall Cleanliness and Appearance of City Streets**



**2011 City of Columbia Community Survey**

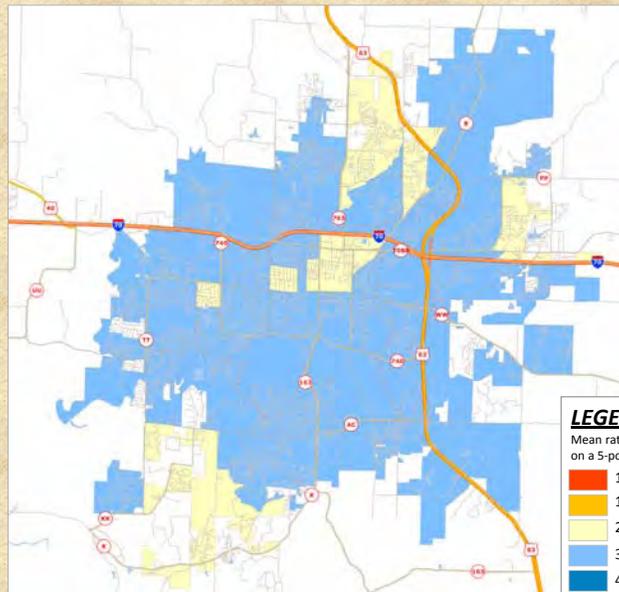
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

**Satisfaction with the Adequacy of City Street Lighting**



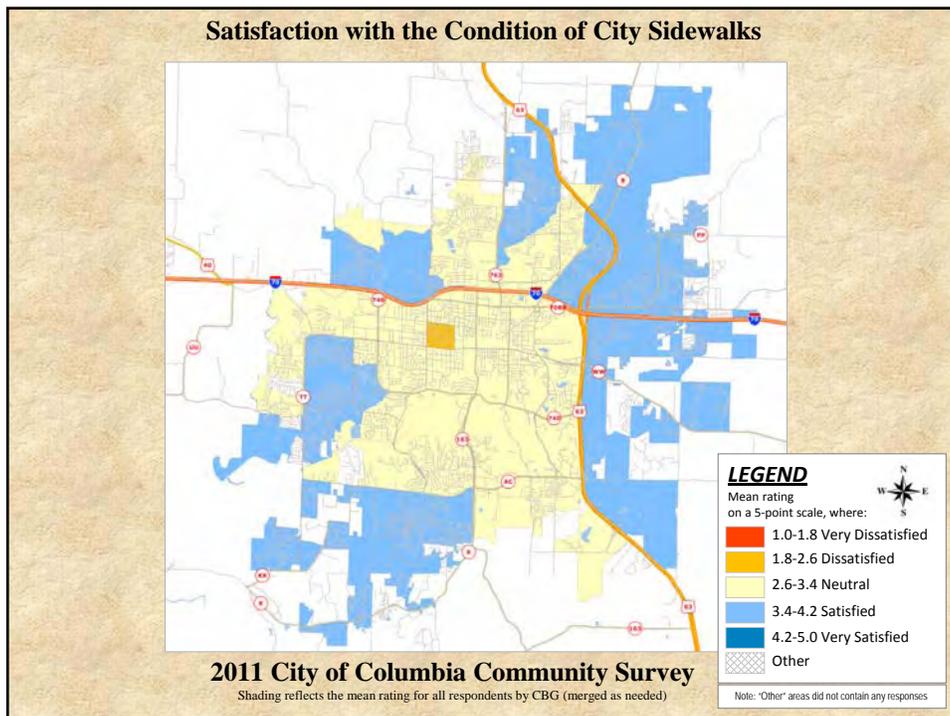
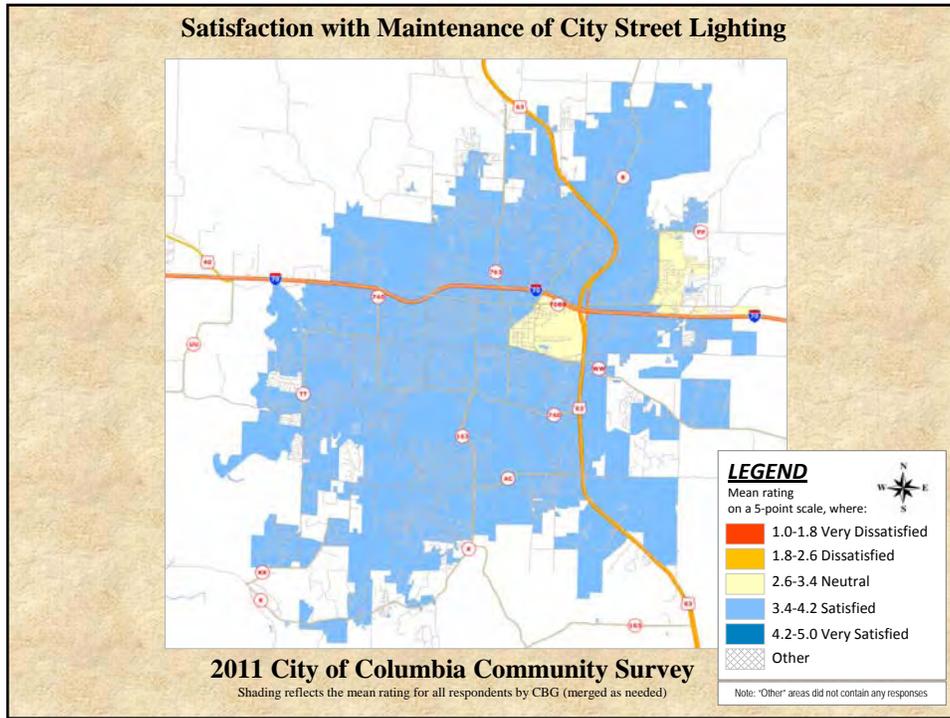
**2011 City of Columbia Community Survey**

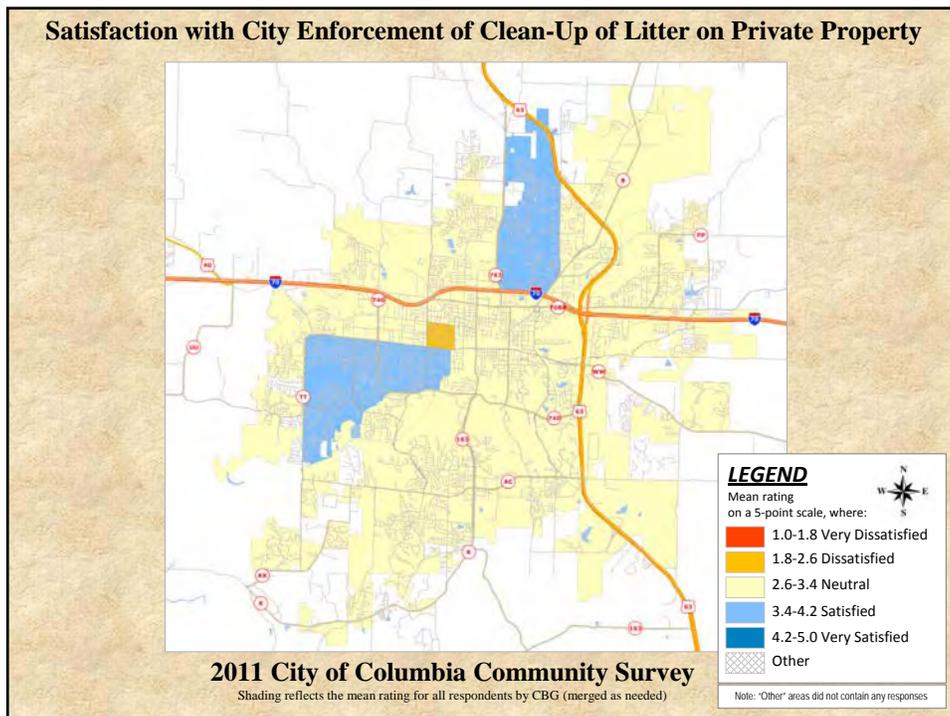
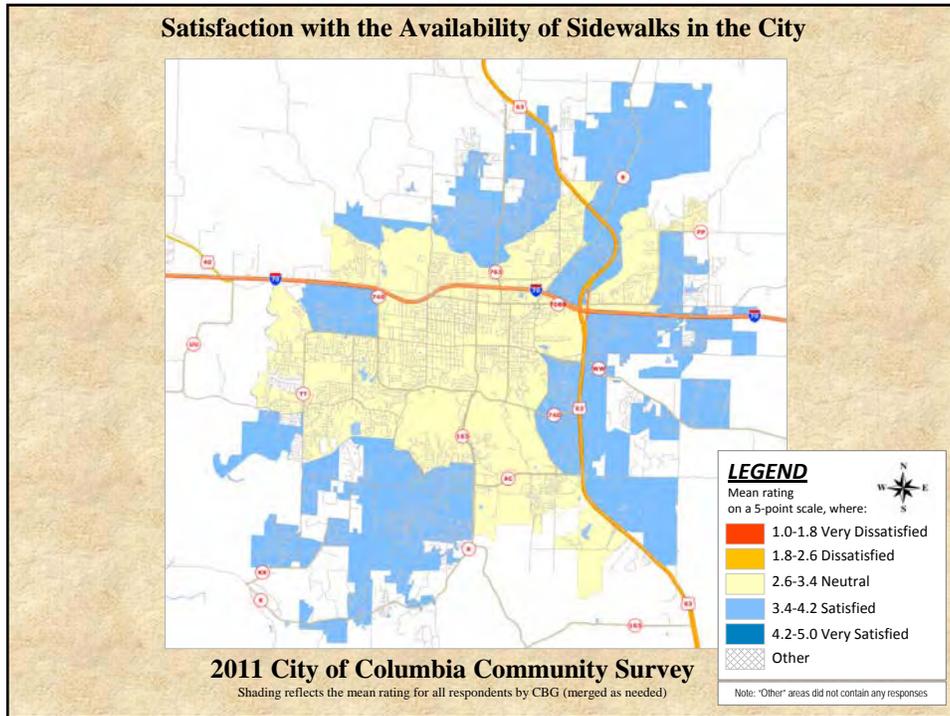
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
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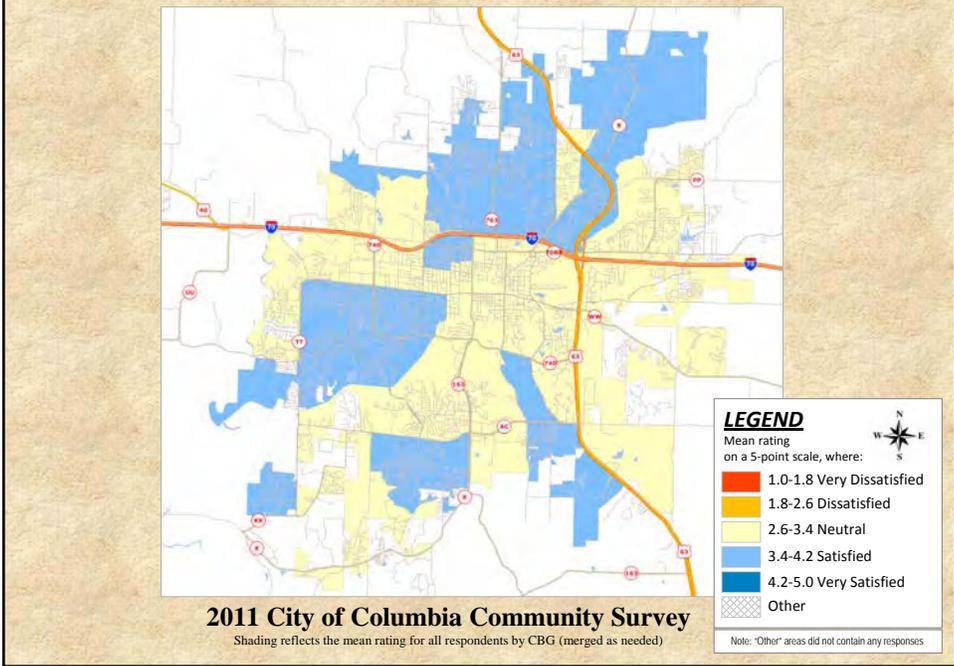
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

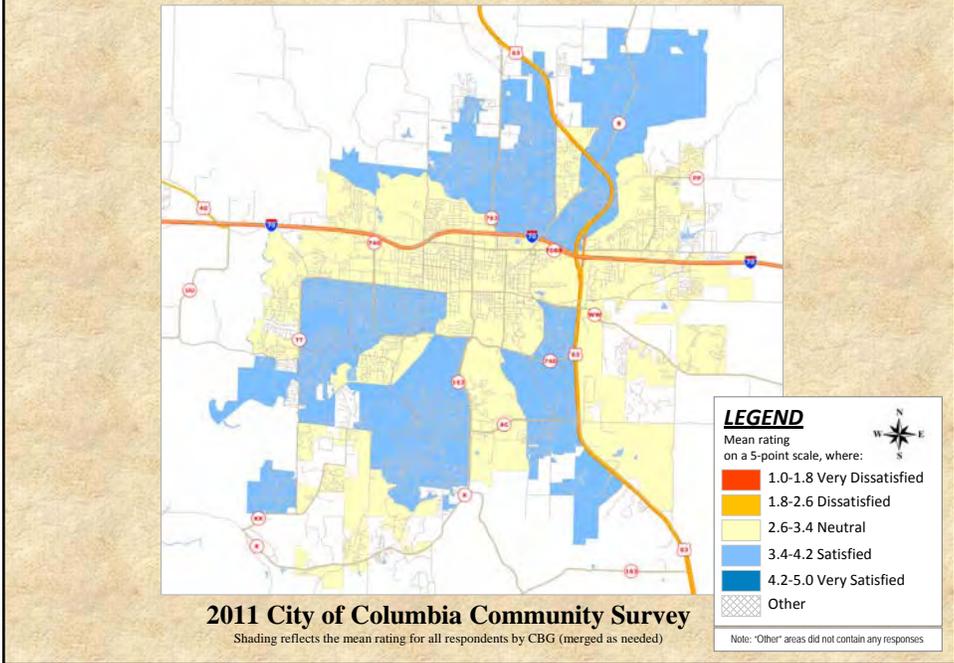


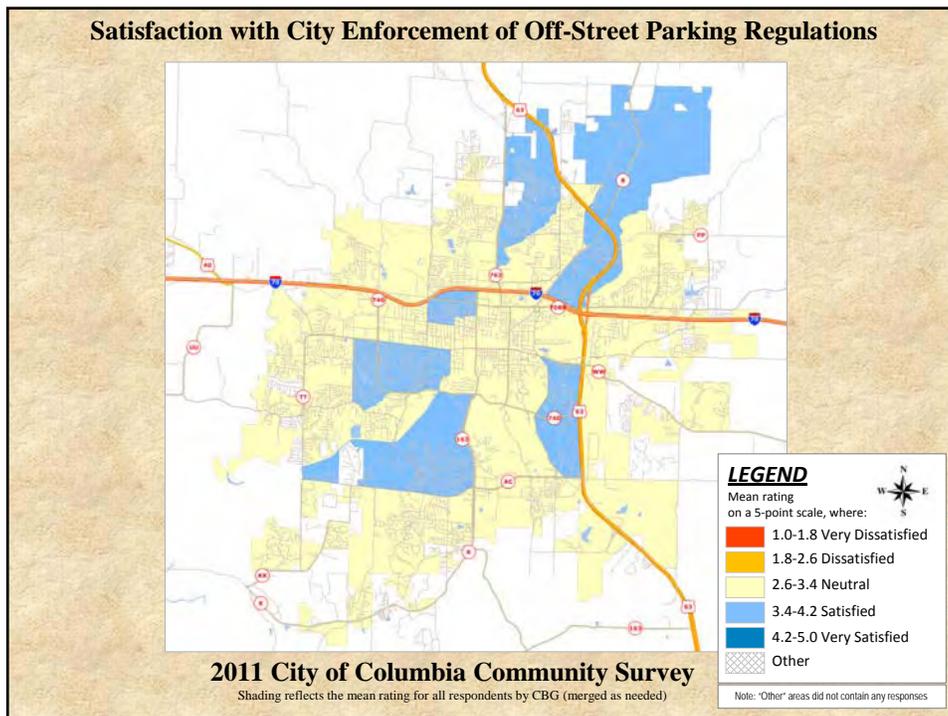
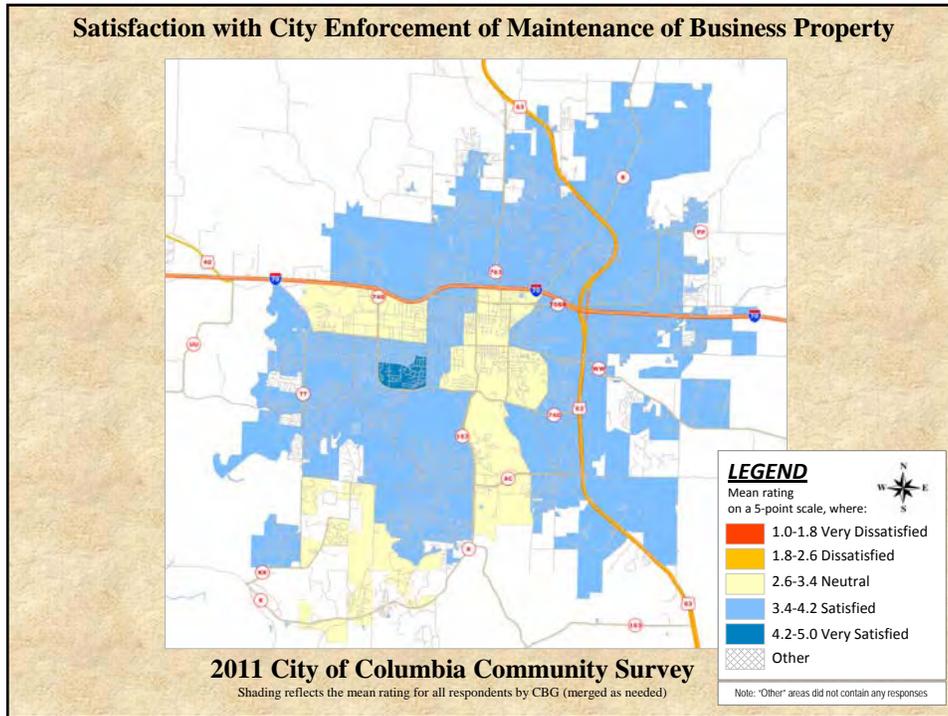


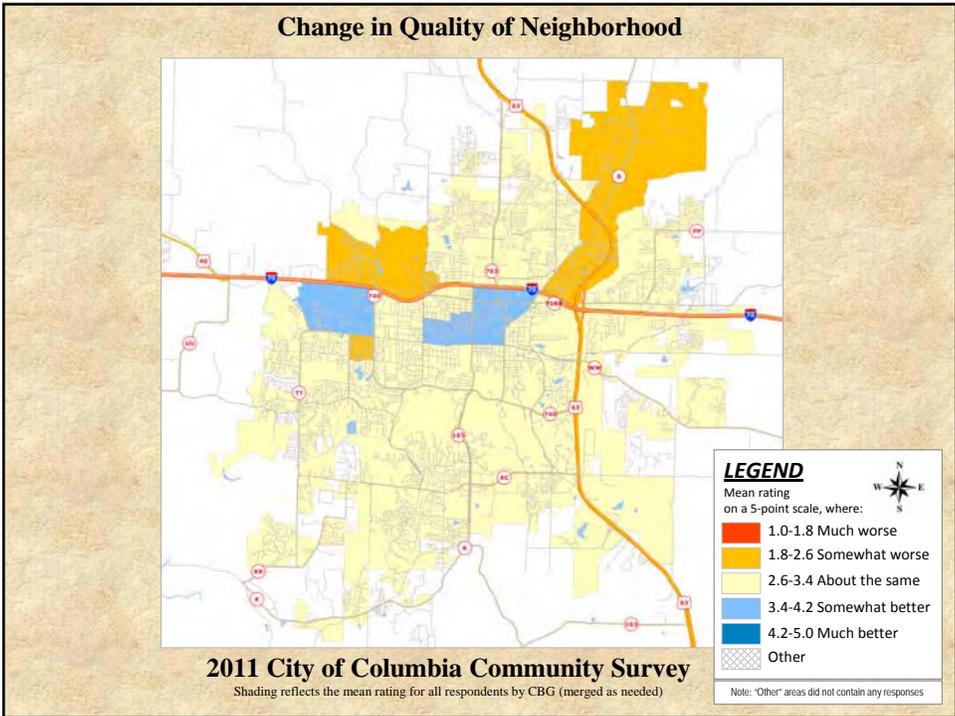
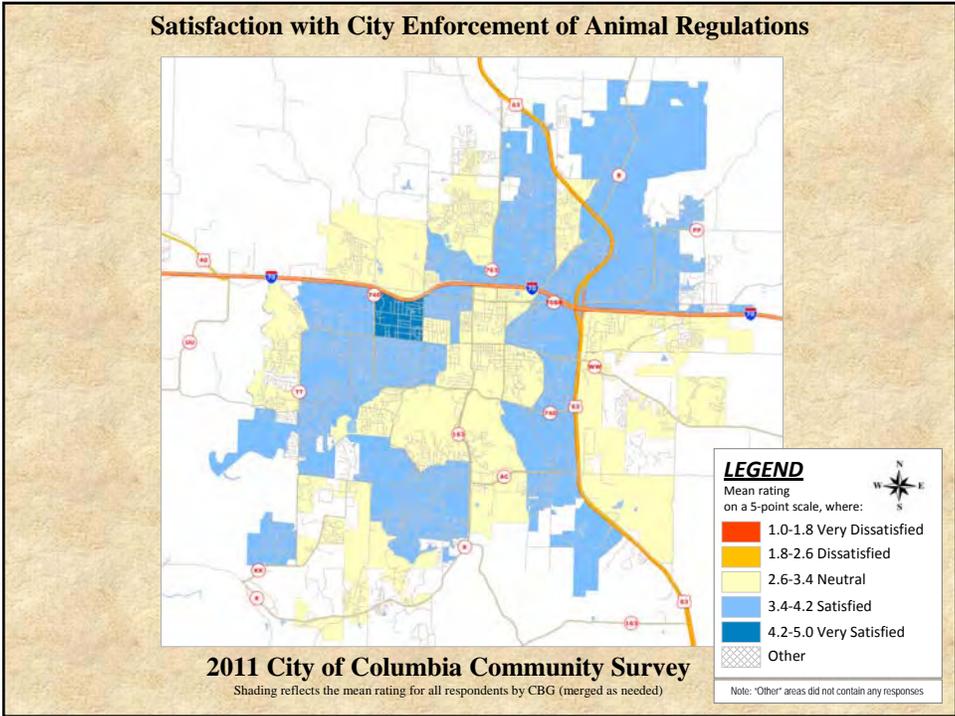
**Satisfaction with City Enforcement of Mowing and Trimming of Lawns on Private Property**

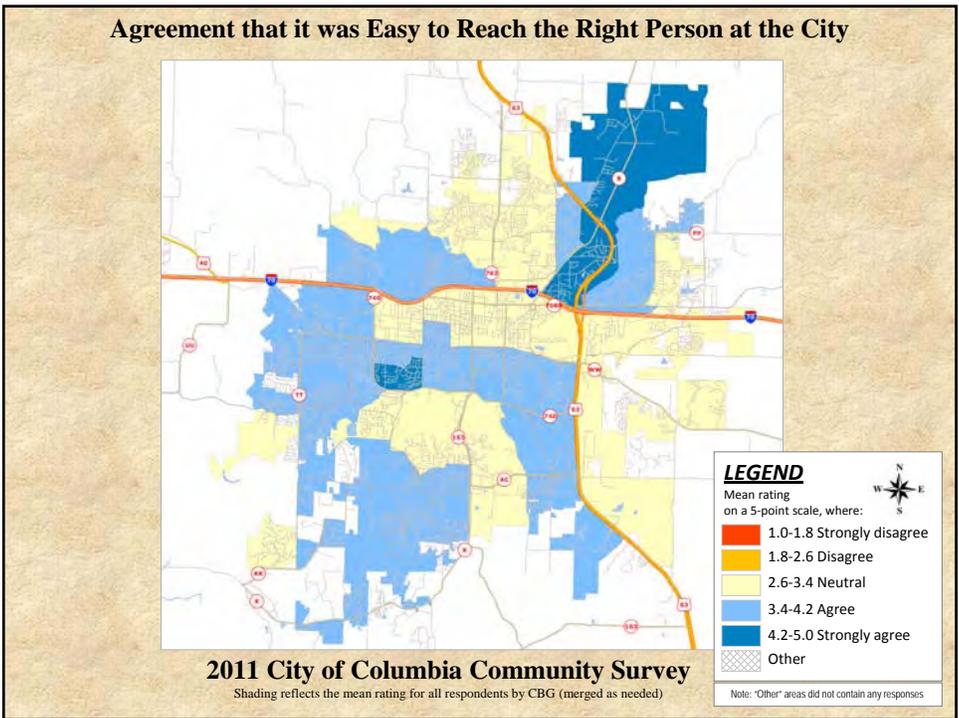
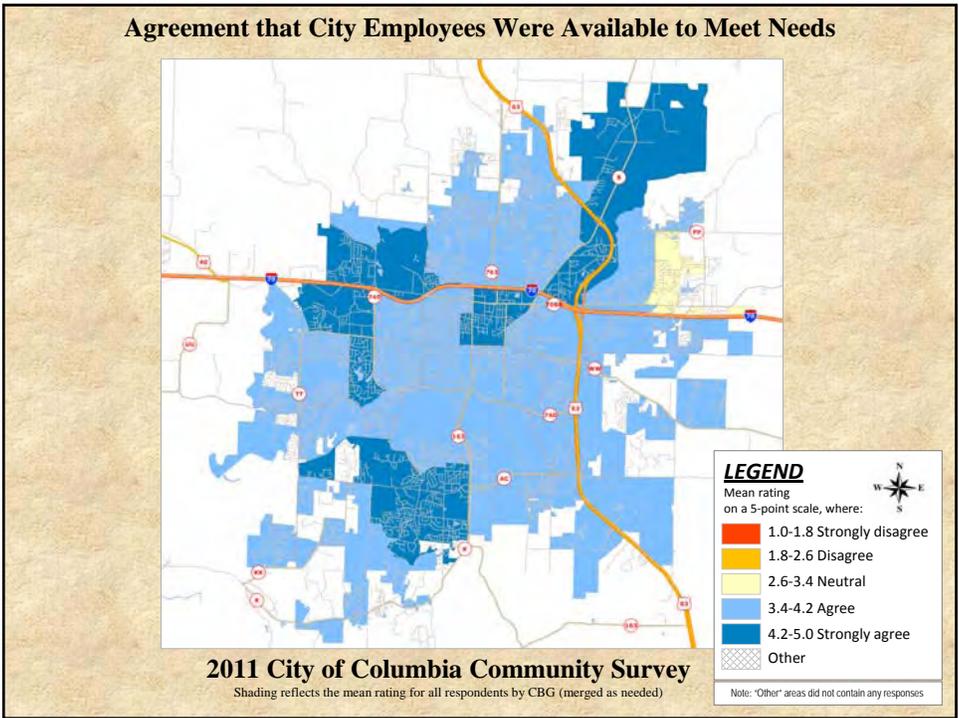


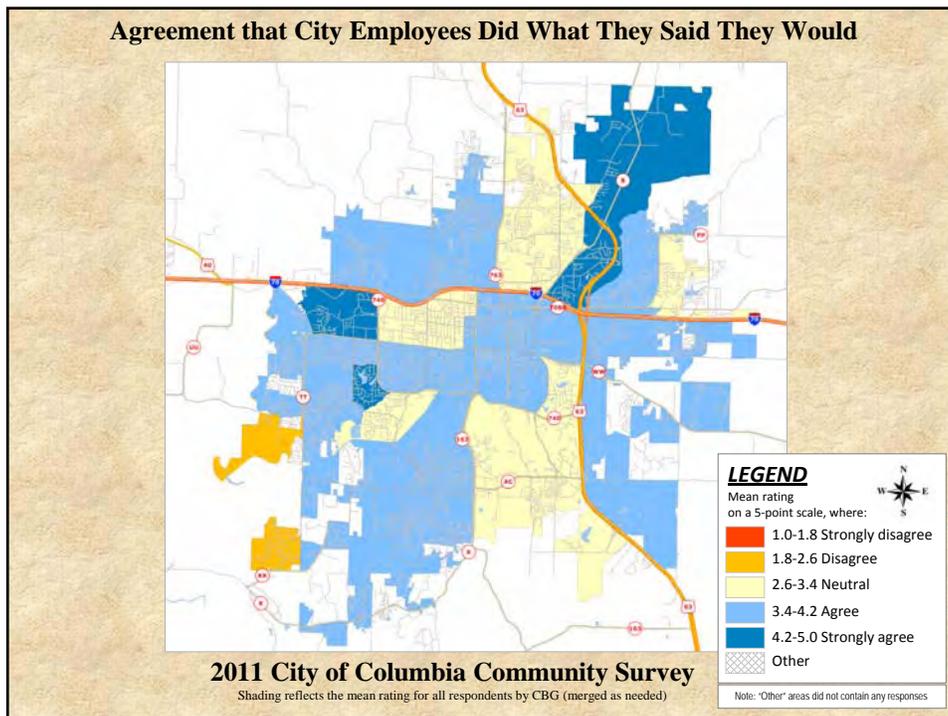
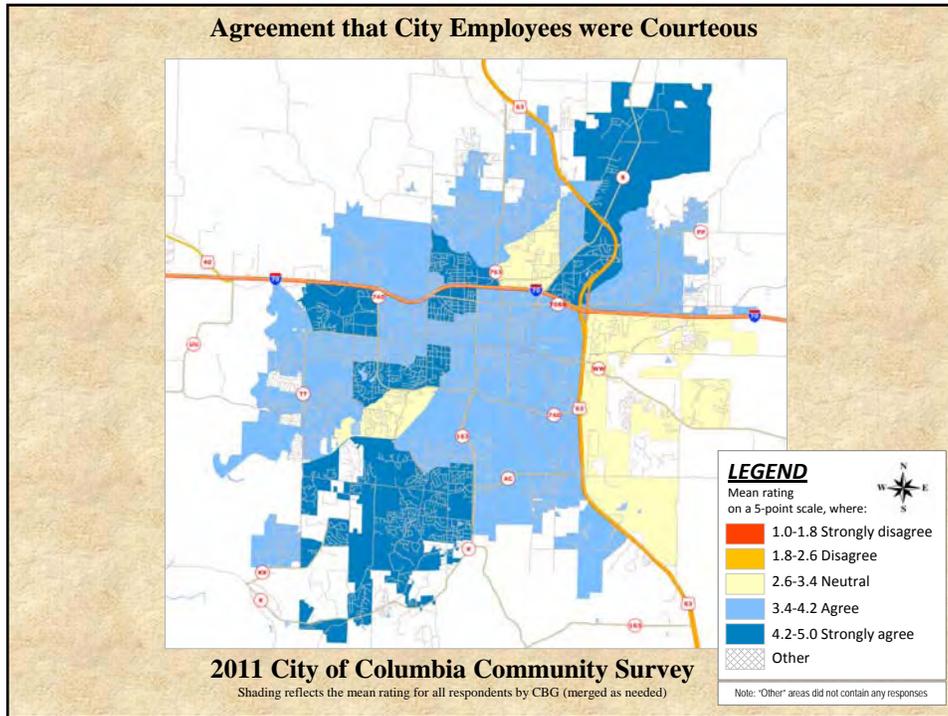
**Satisfaction with City Enforcement of Maintenance of Residential Property**



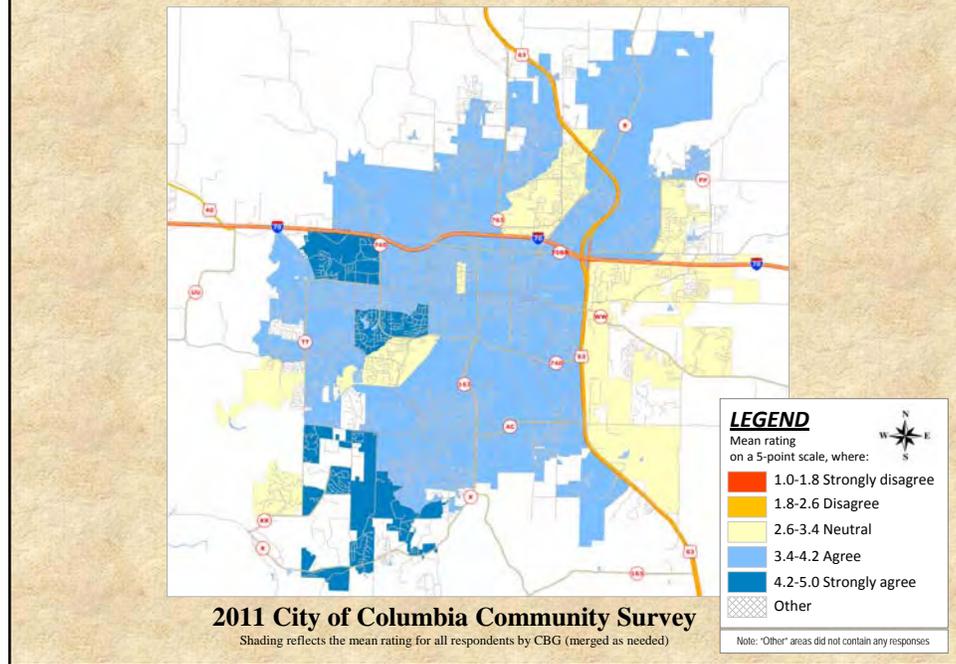




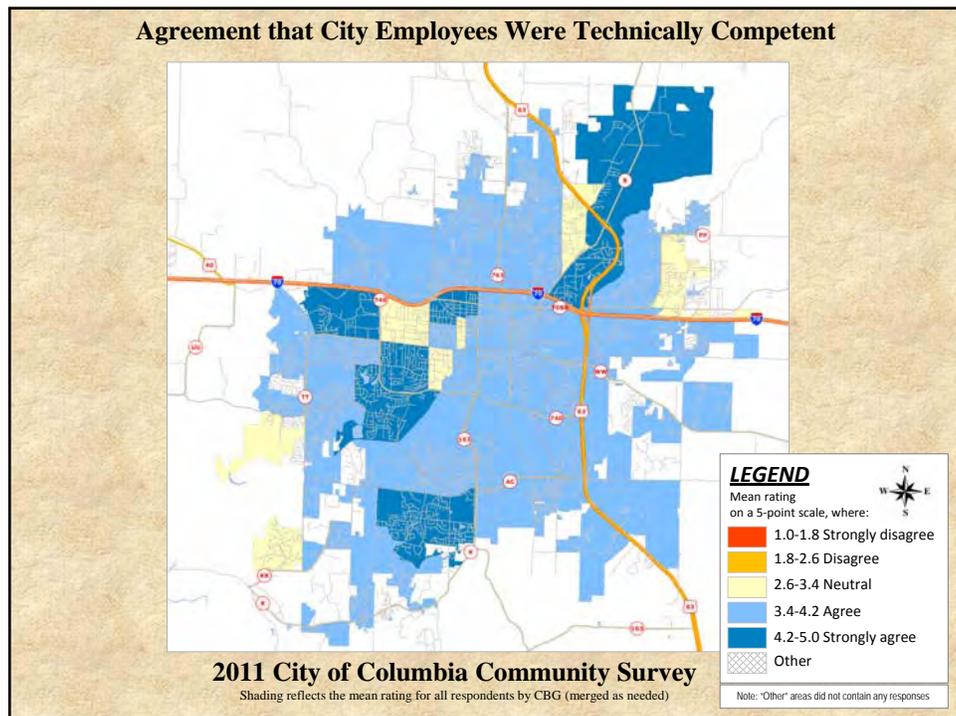




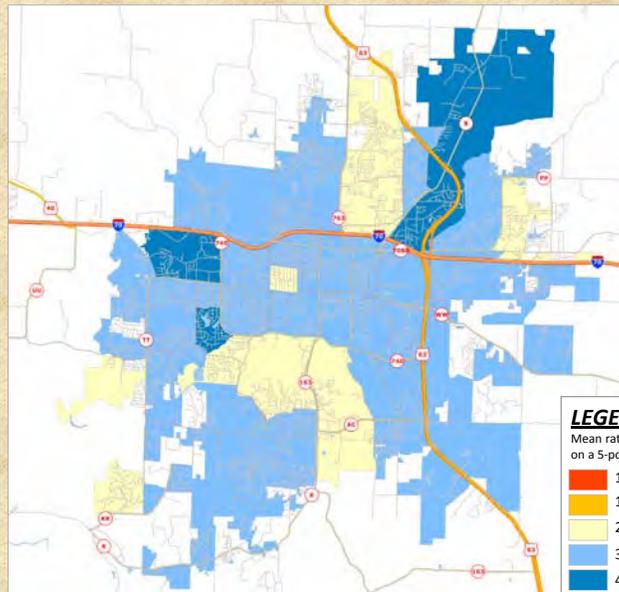
**Agreement that City Employees Gave Prompt, Accurate, and Complete Answers to Questions**



**Agreement that City Employees Were Technically Competent**



**Agreement that Resident was Satisfied with City Customer Service**



**2011 City of Columbia Community Survey**

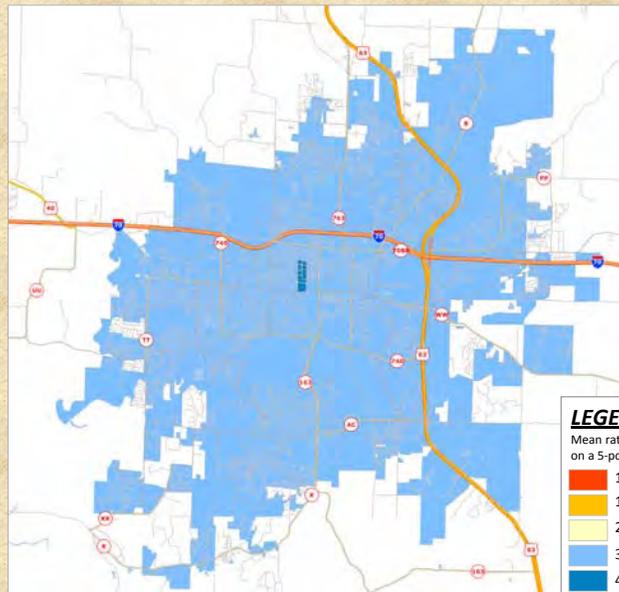
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Strongly disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly agree
- Other

Note: "Other" areas did not contain any responses

**Agreement that City Government is a Trusted Source of Information**



**2011 City of Columbia Community Survey**

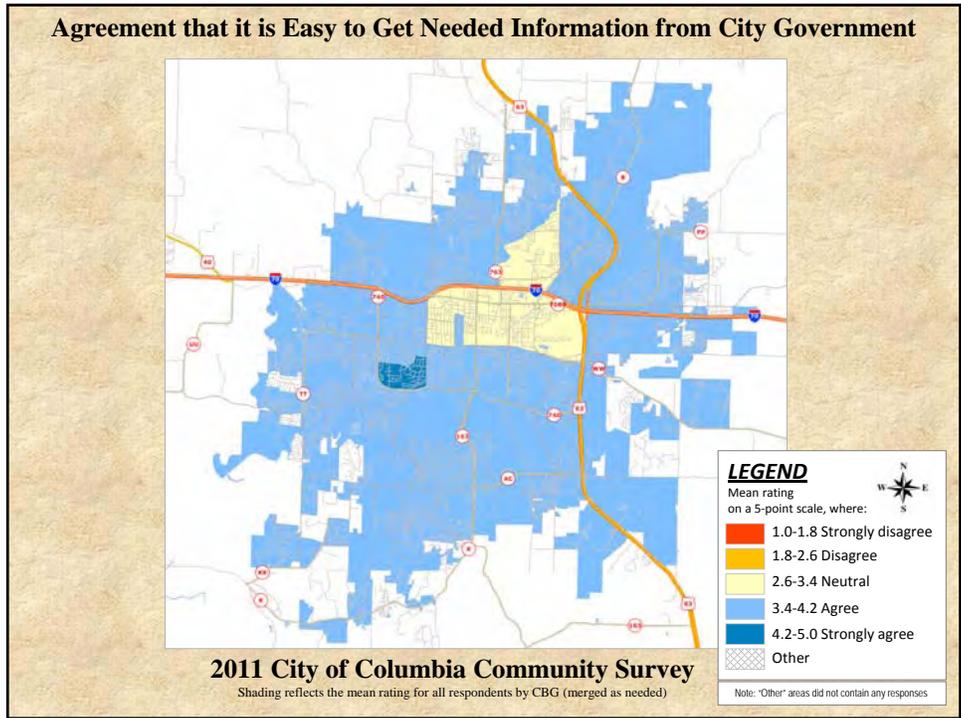
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
 Mean rating on a 5-point scale, where:

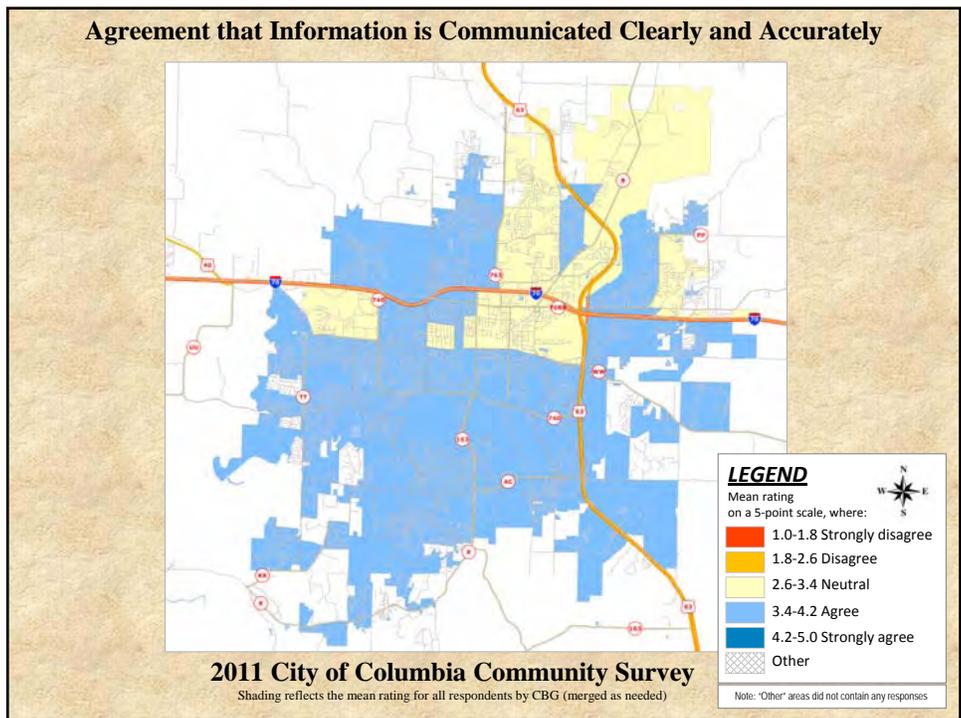
- 1.0-1.8 Strongly disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly agree
- Other

Note: "Other" areas did not contain any responses

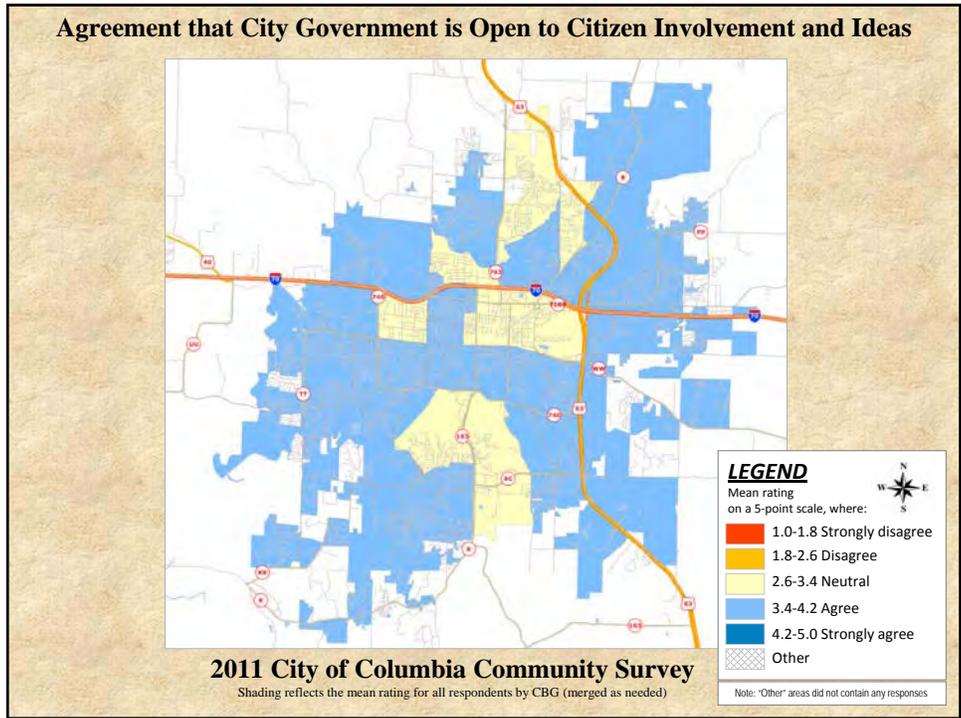
**Agreement that it is Easy to Get Needed Information from City Government**



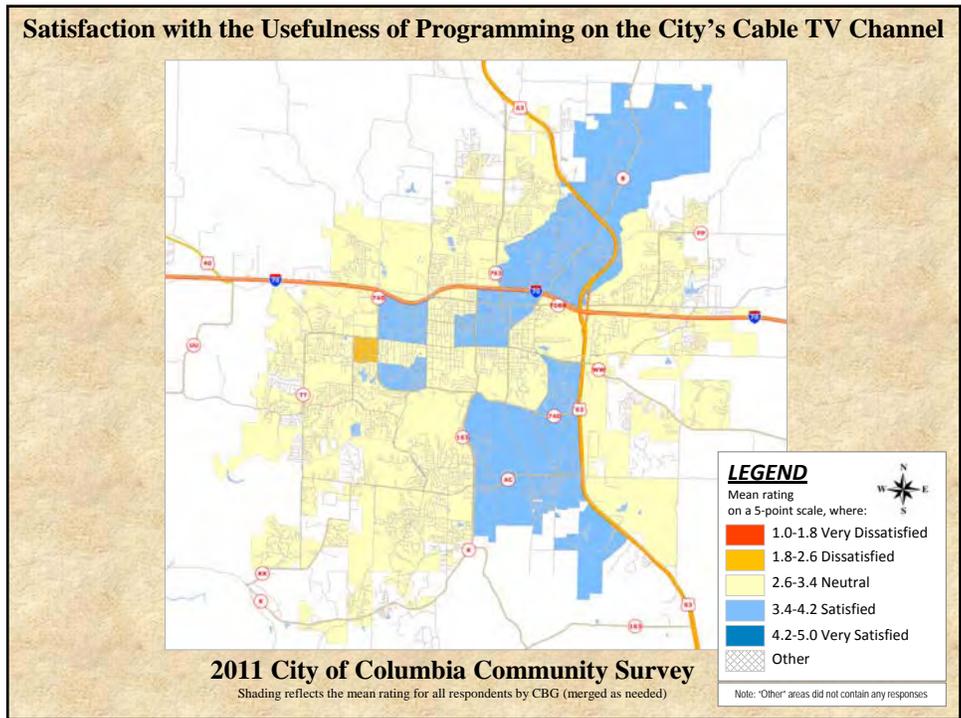
**Agreement that Information is Communicated Clearly and Accurately**

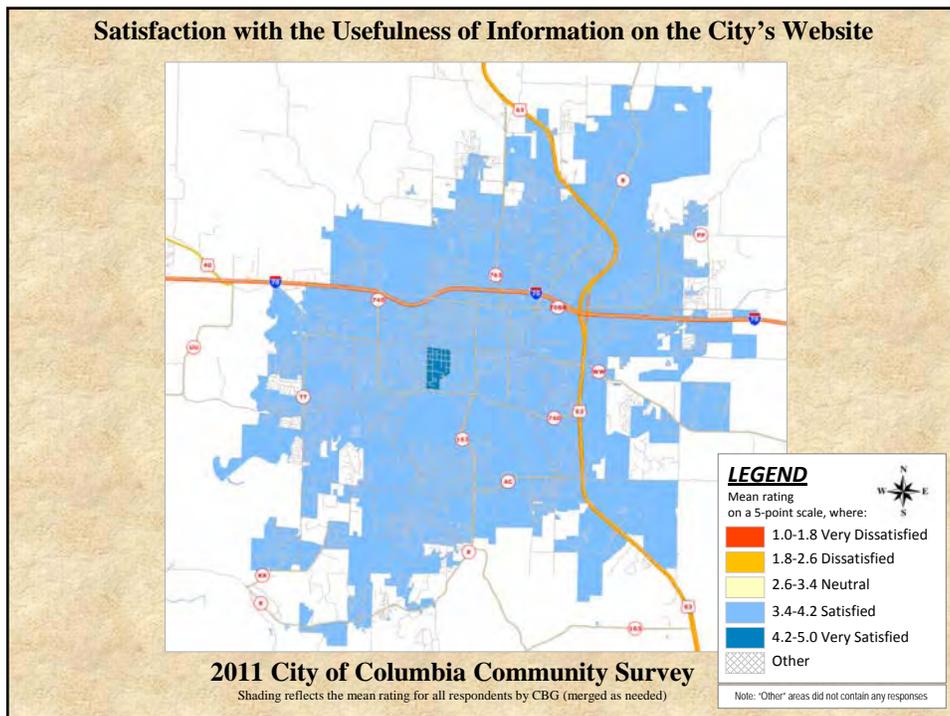
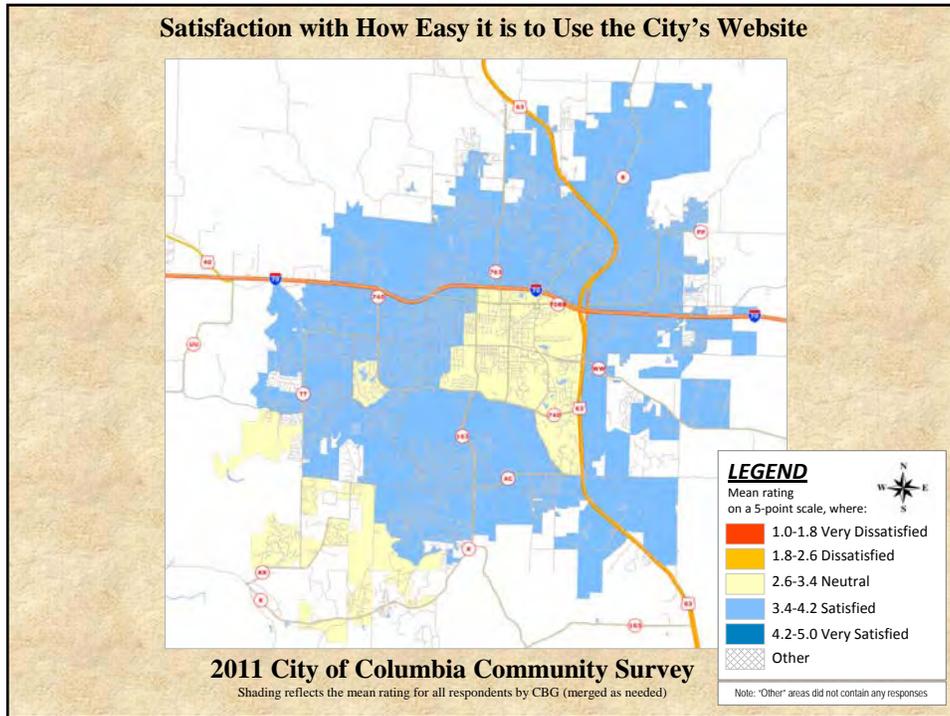


**Agreement that City Government is Open to Citizen Involvement and Ideas**

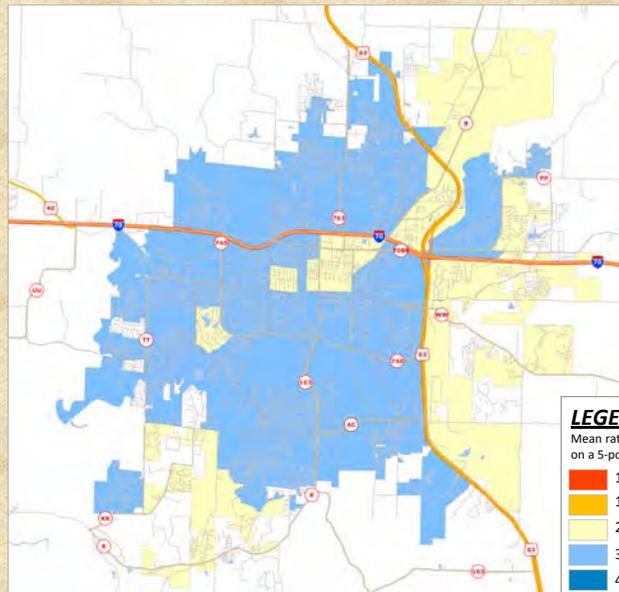


**Satisfaction with the Usefulness of Programming on the City's Cable TV Channel**





**Satisfaction with the Usefulness of Information in the City Newsletter**



**2011 City of Columbia Community Survey**

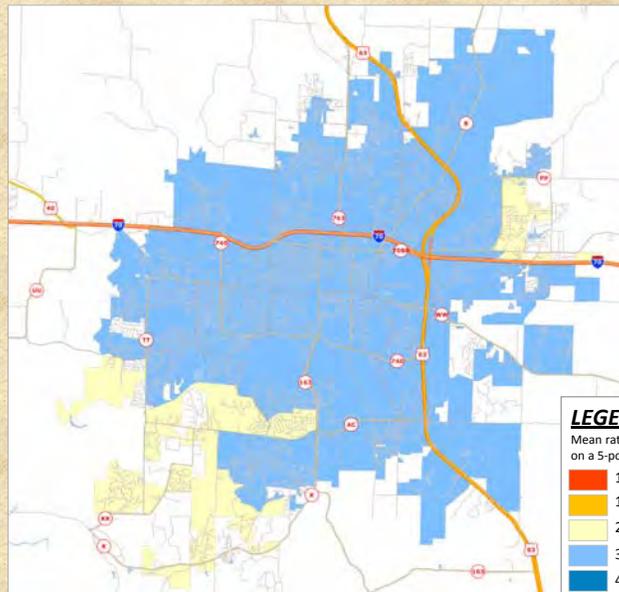
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

**Satisfaction with How Often the City Newsletter is Released**



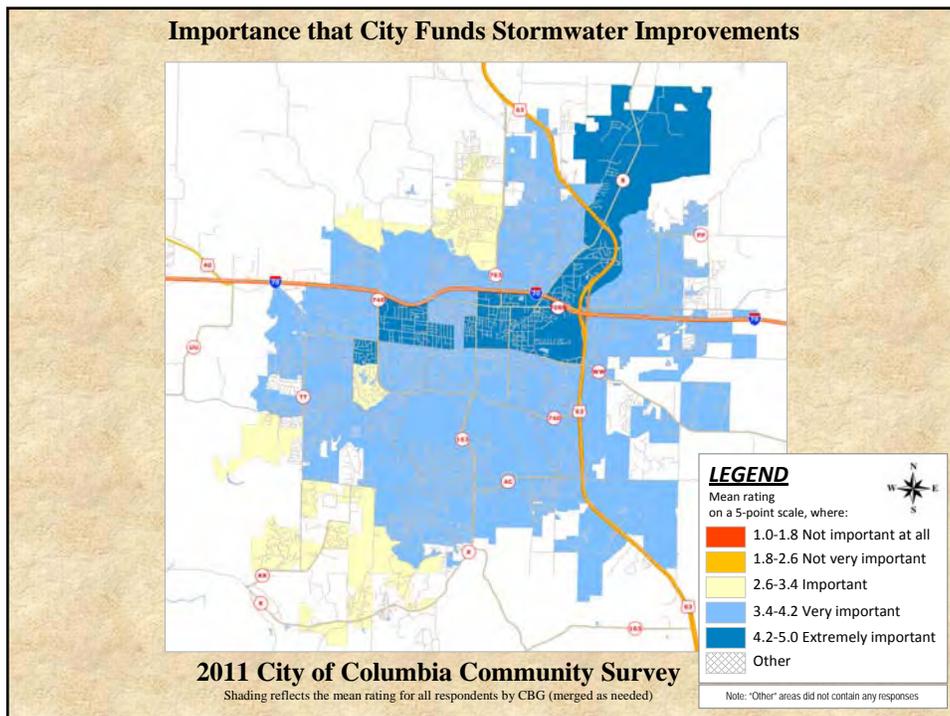
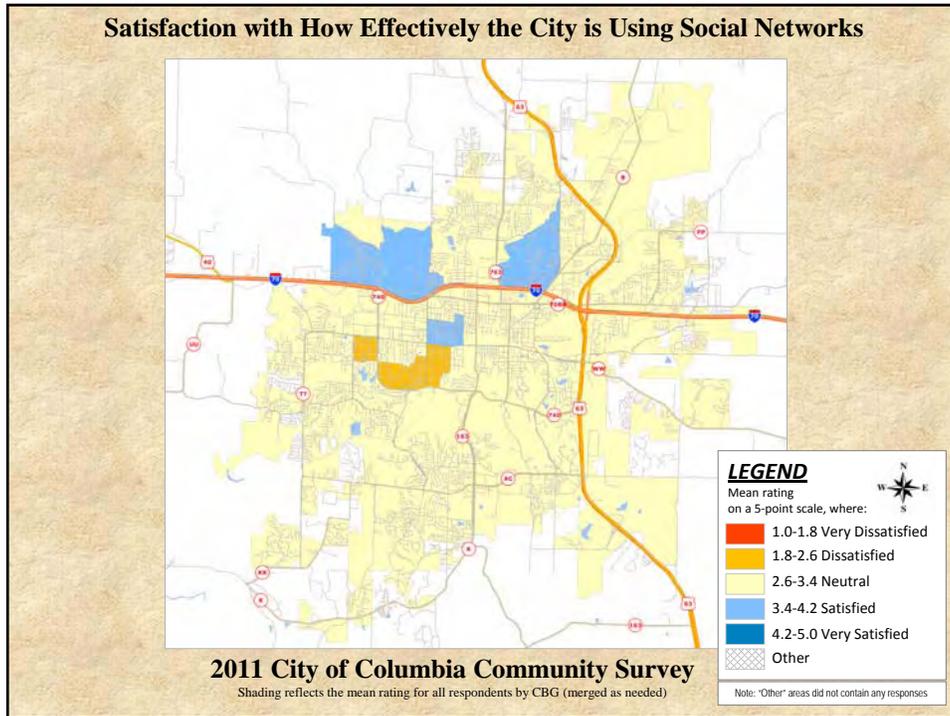
**2011 City of Columbia Community Survey**

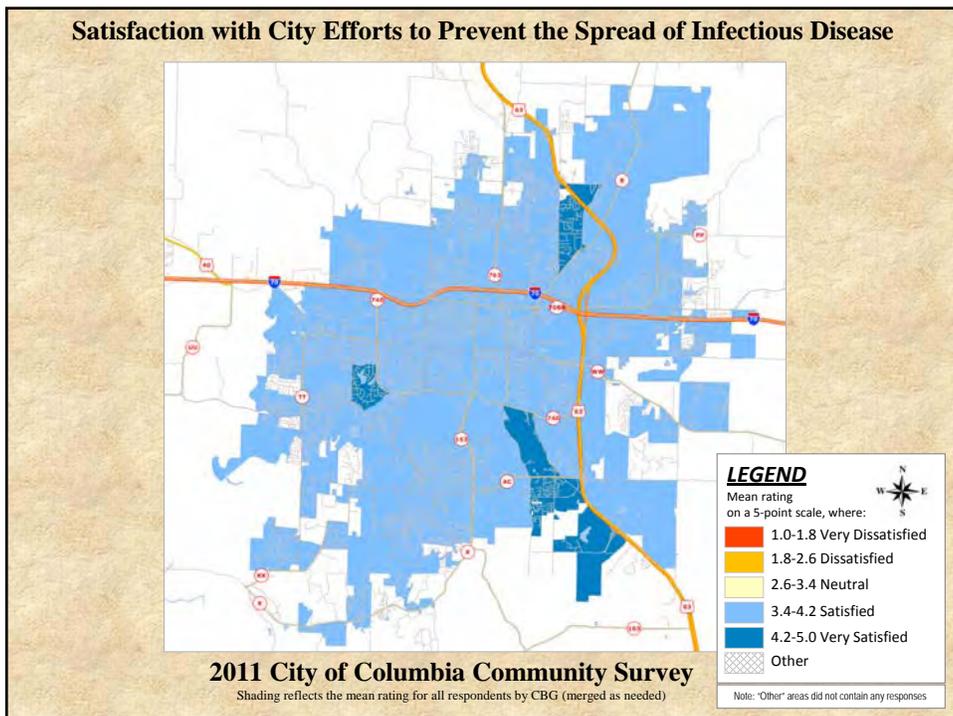
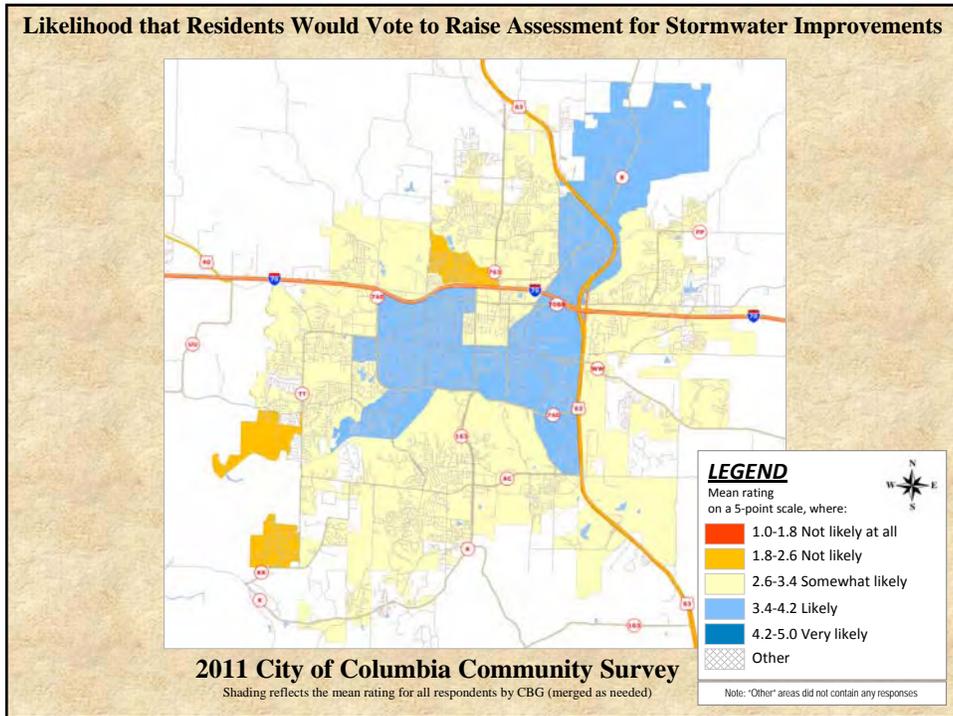
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**LEGEND**  
 Mean rating on a 5-point scale, where:

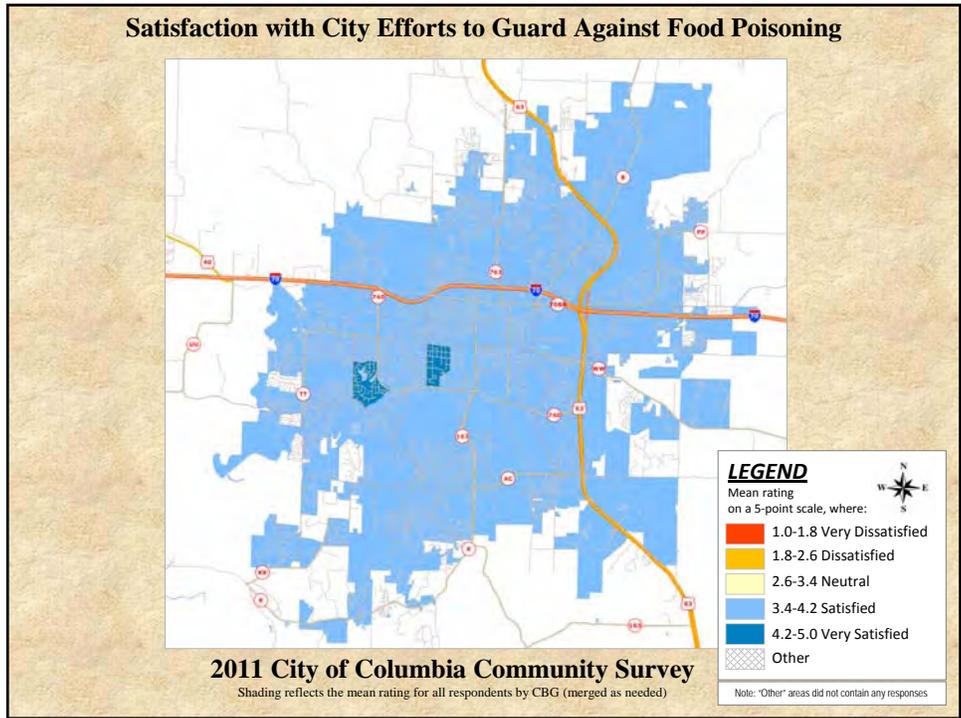
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

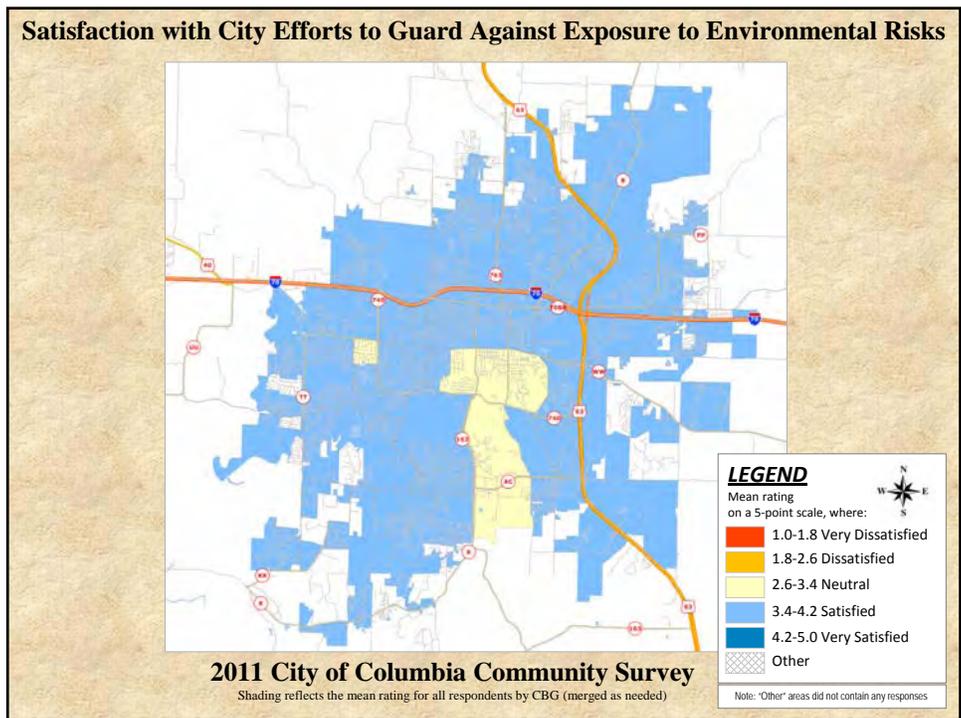


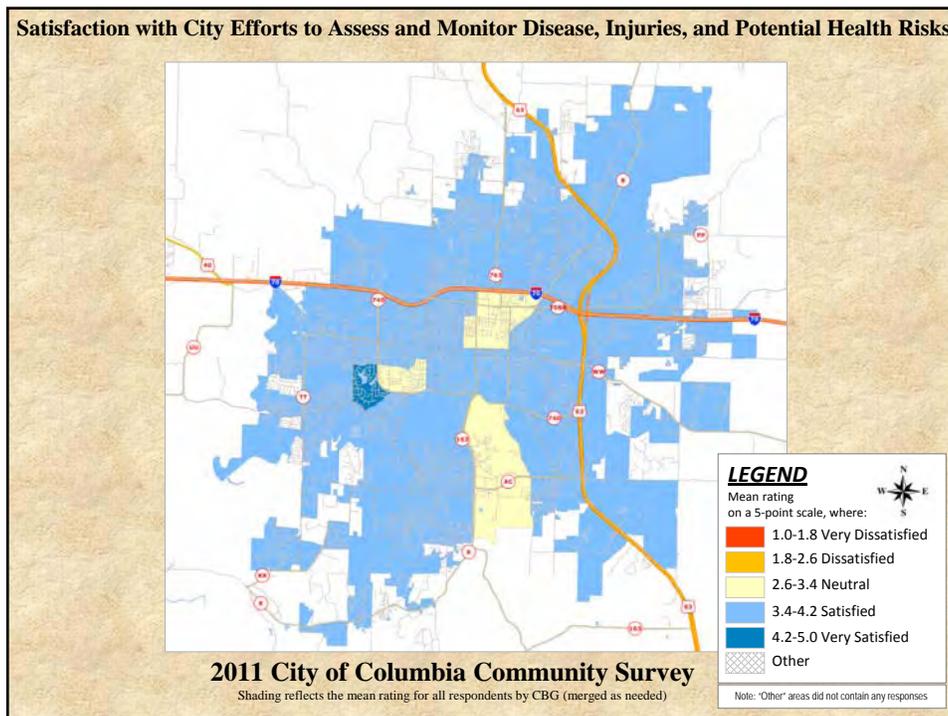
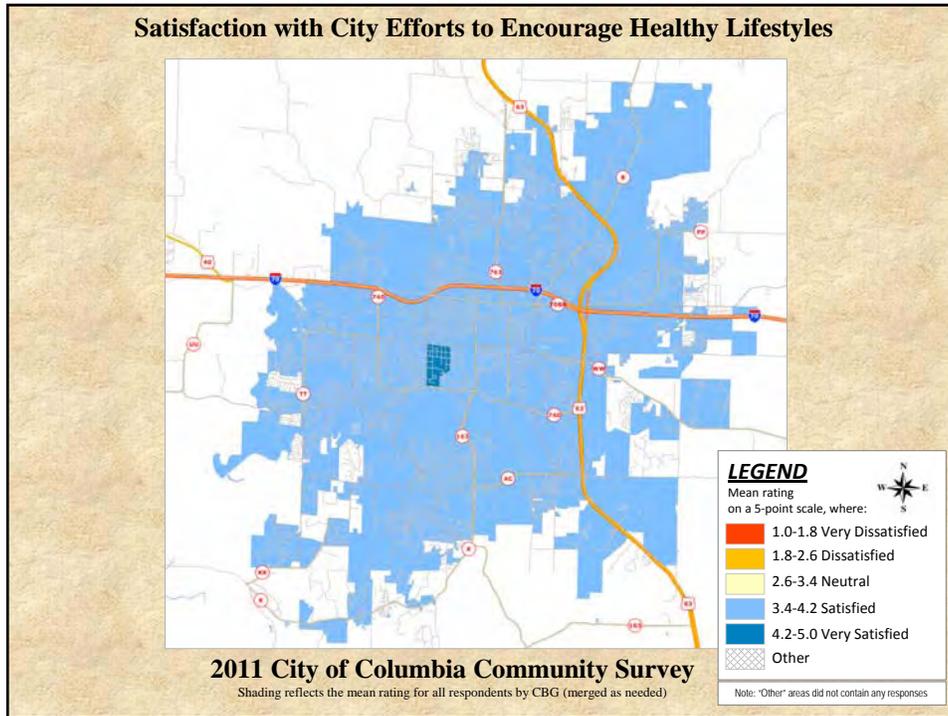


**Satisfaction with City Efforts to Guard Against Food Poisoning**

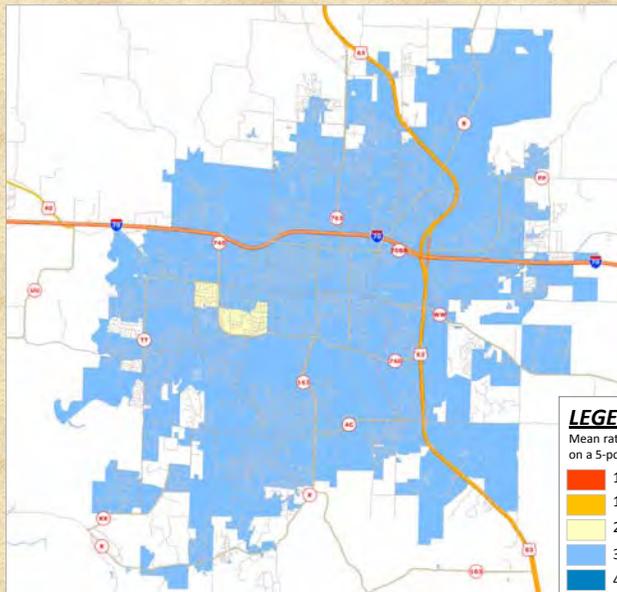


**Satisfaction with City Efforts to Guard Against Exposure to Environmental Risks**





**Satisfaction with City Efforts to Assure the Health of Women and Children**



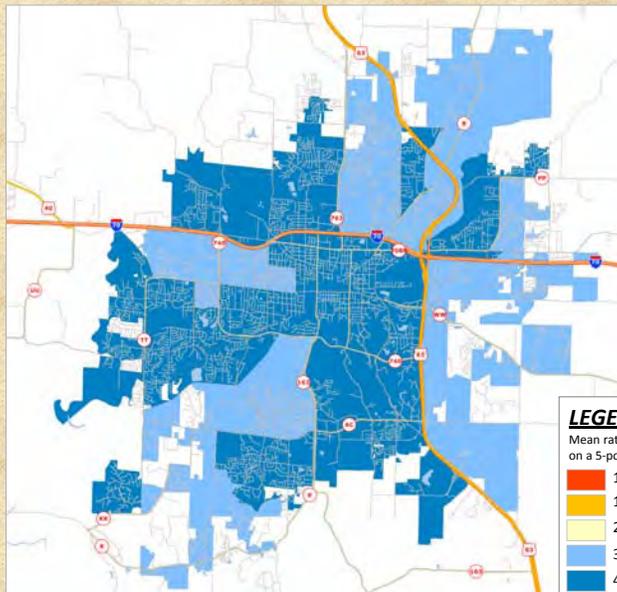
**LEGEND**  
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

**2011 City of Columbia Community Survey**  
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Satisfaction with Residential Trash Collection**

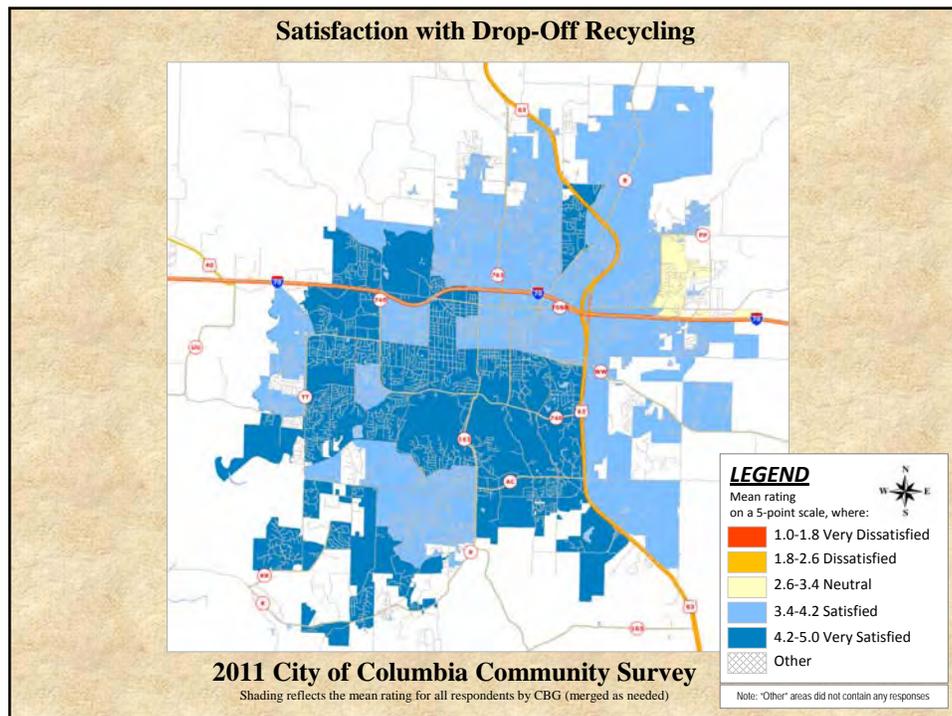
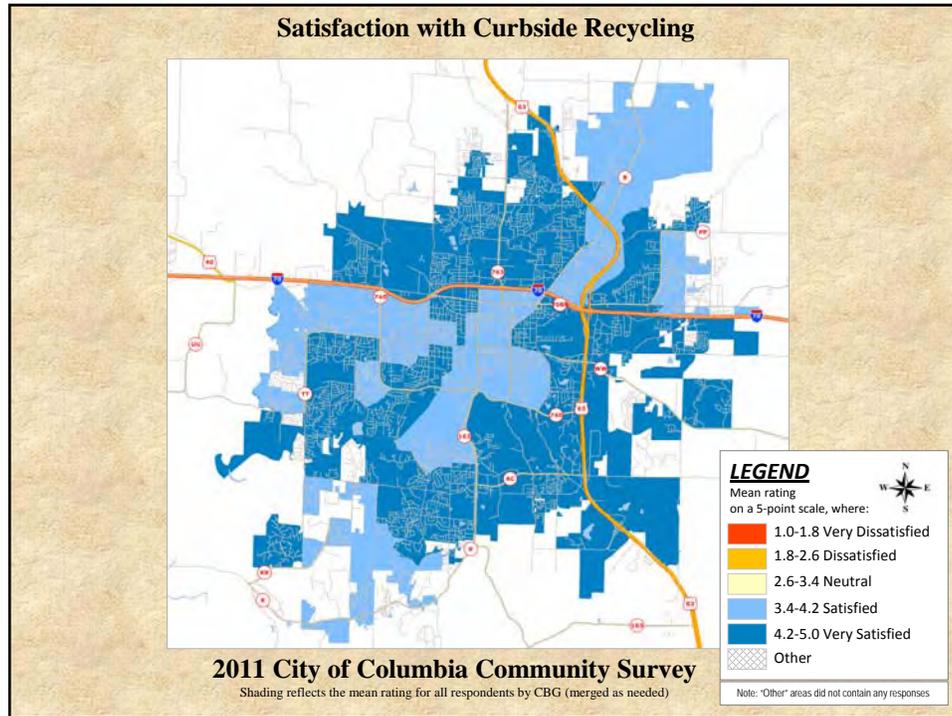


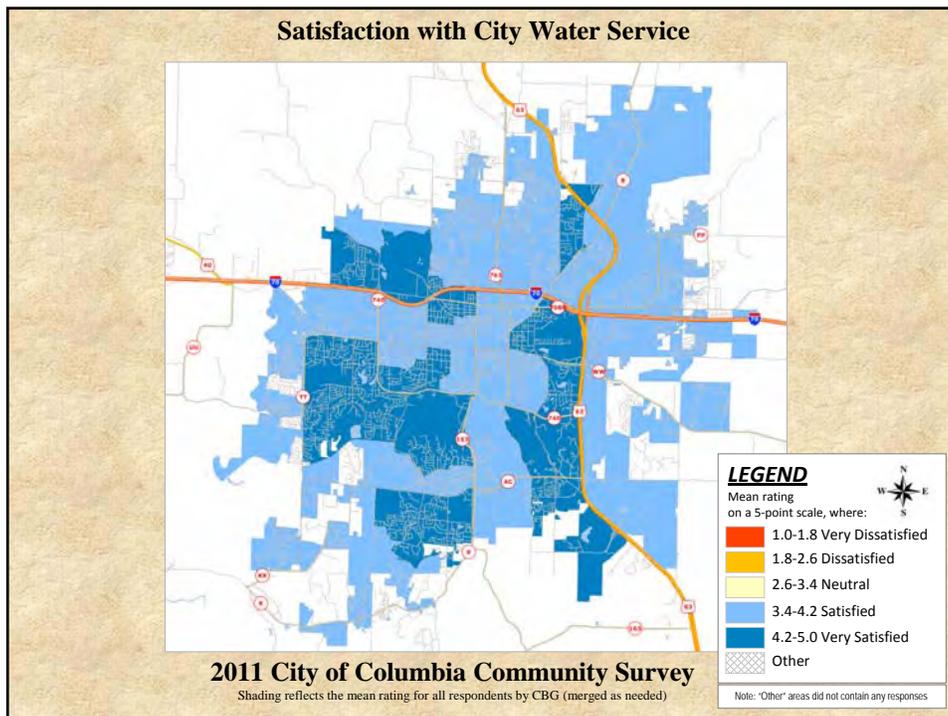
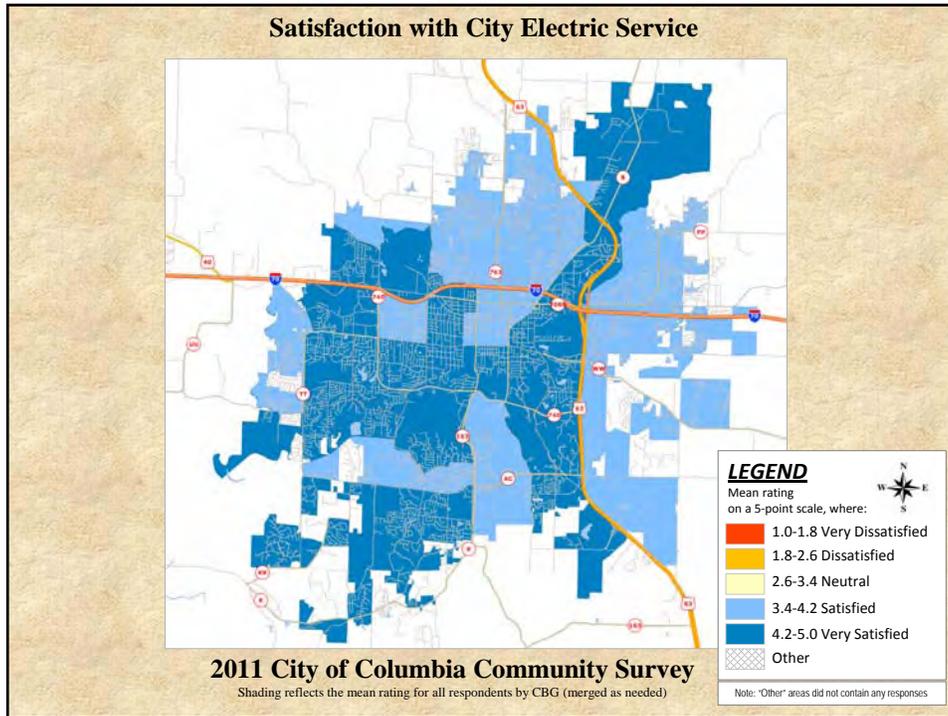
**LEGEND**  
 Mean rating on a 5-point scale, where:

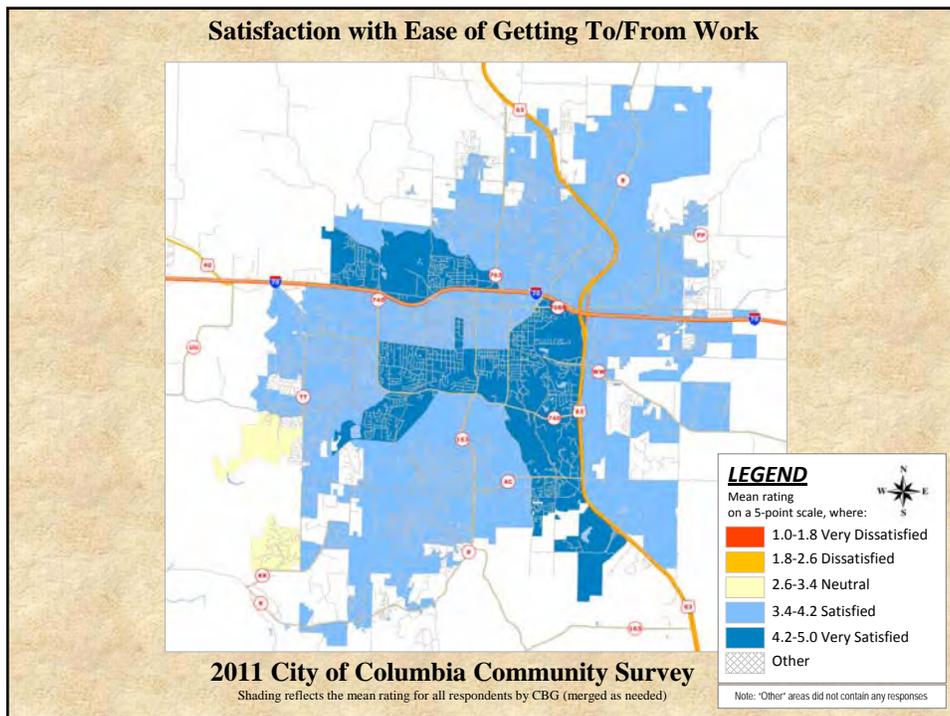
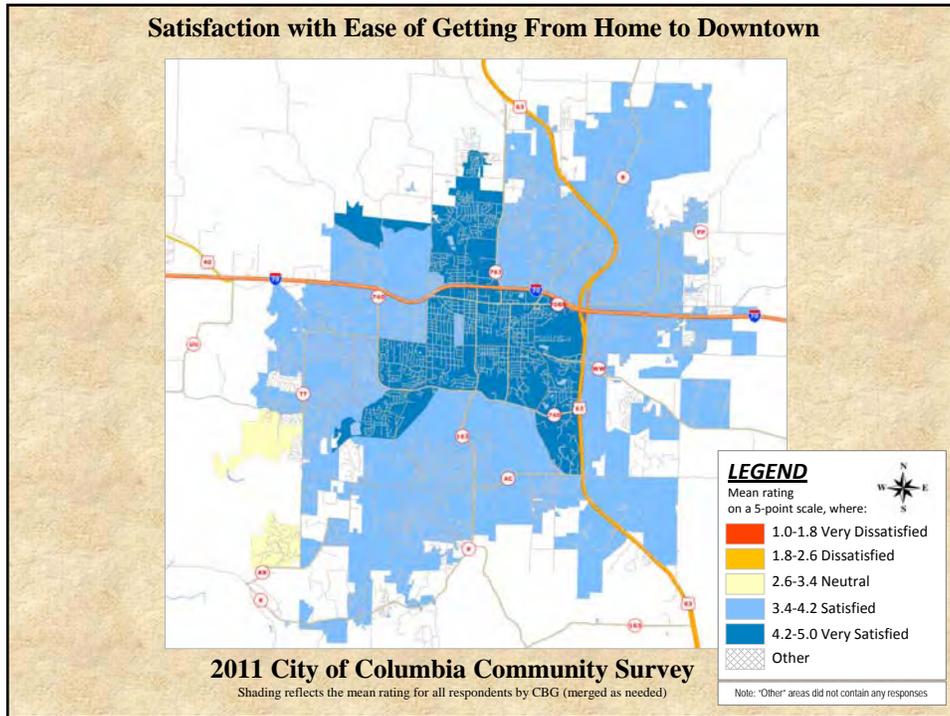
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

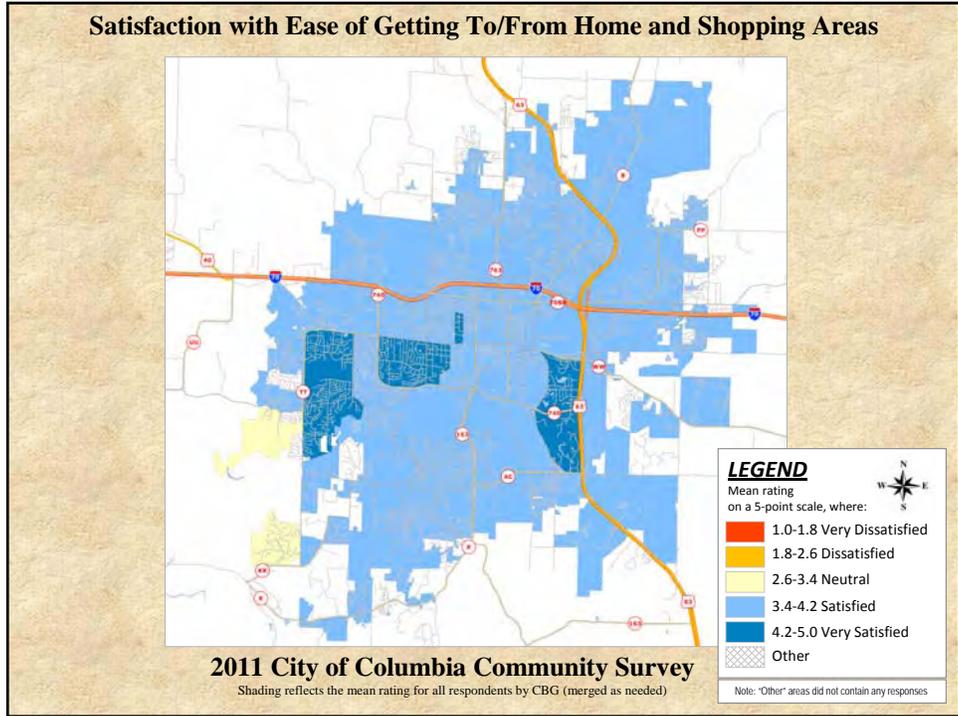
**2011 City of Columbia Community Survey**  
 Shading reflects the mean rating for all respondents by CBG (merged as needed)



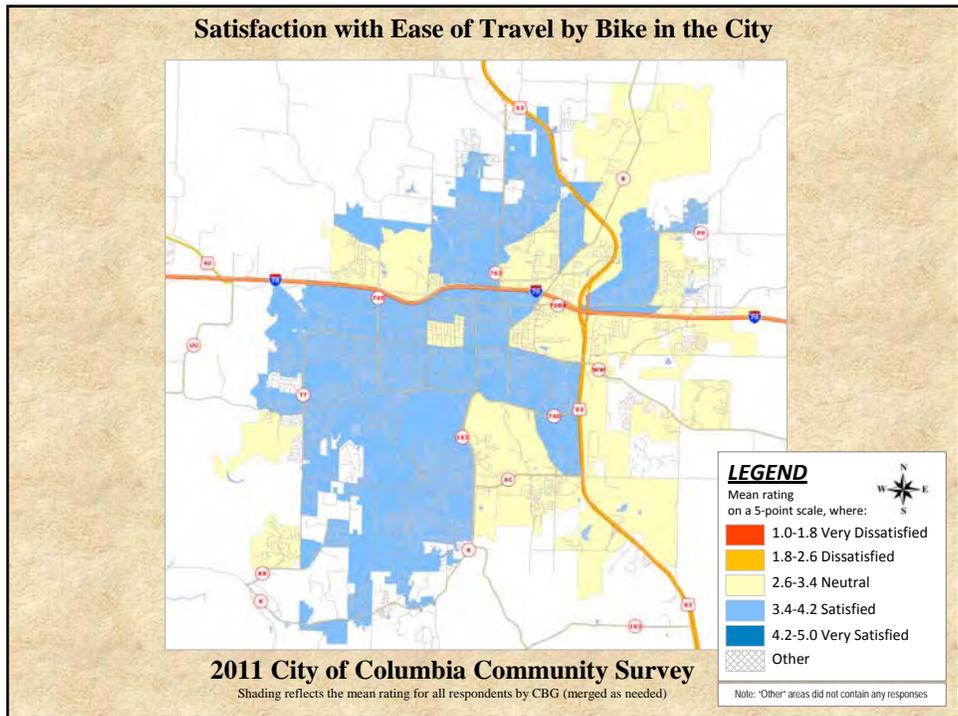


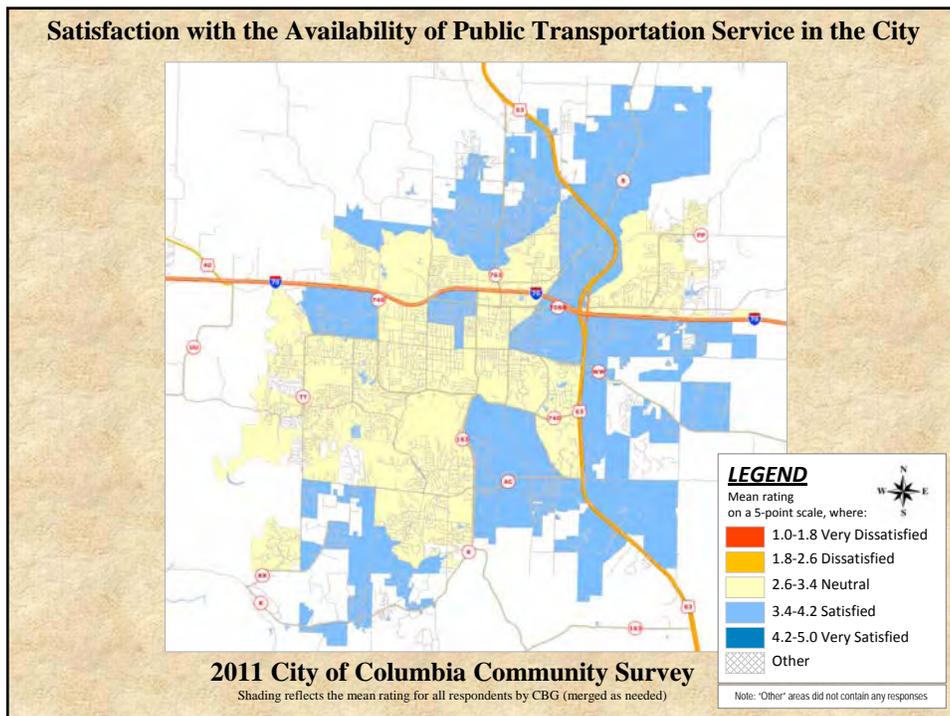
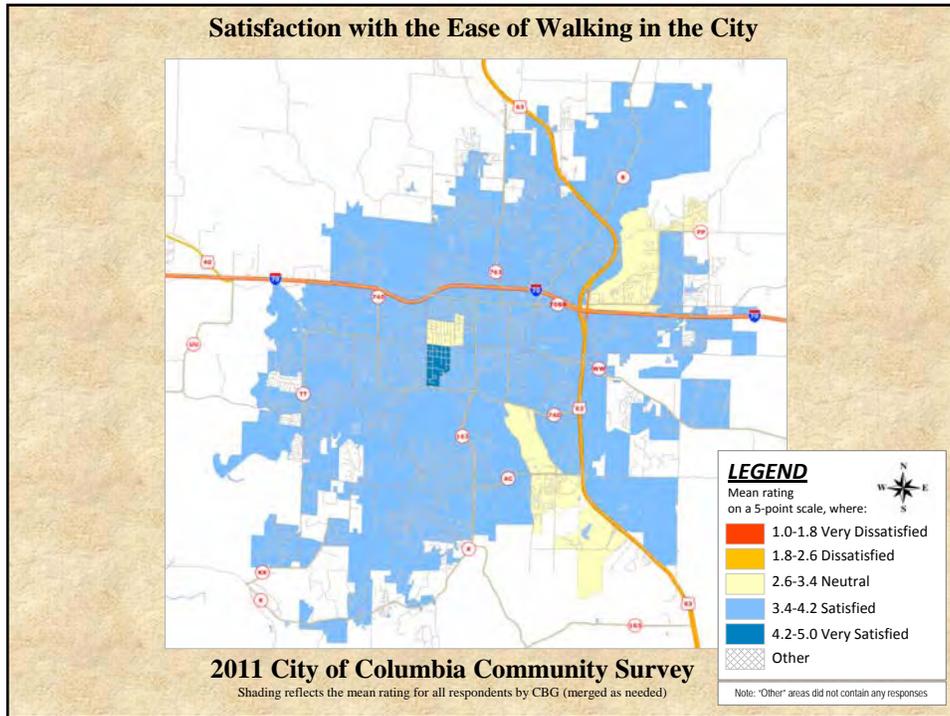


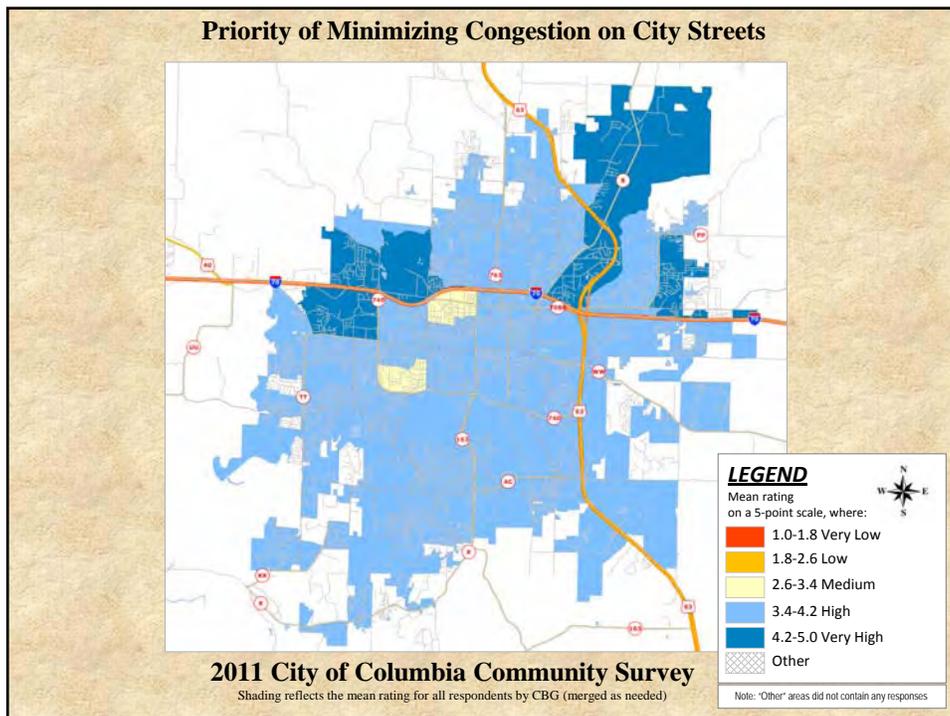
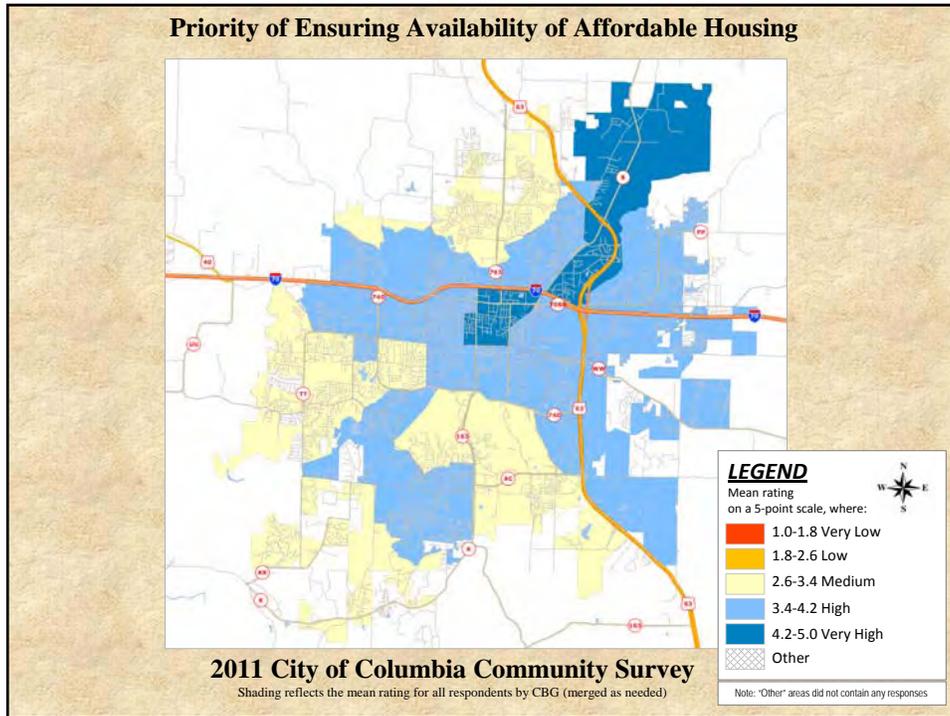
**Satisfaction with Ease of Getting To/From Home and Shopping Areas**

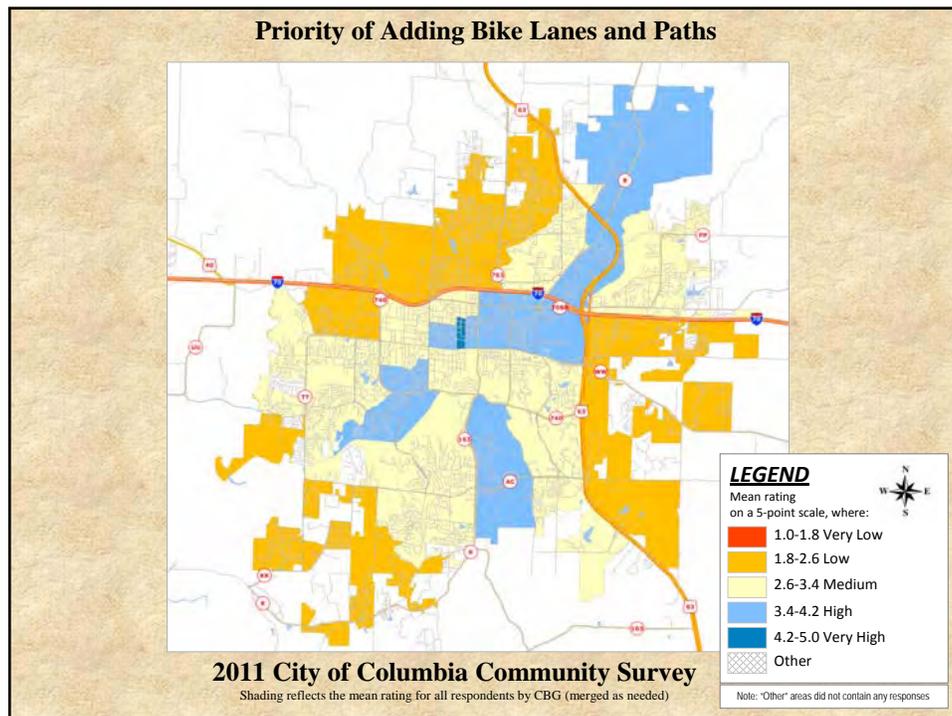
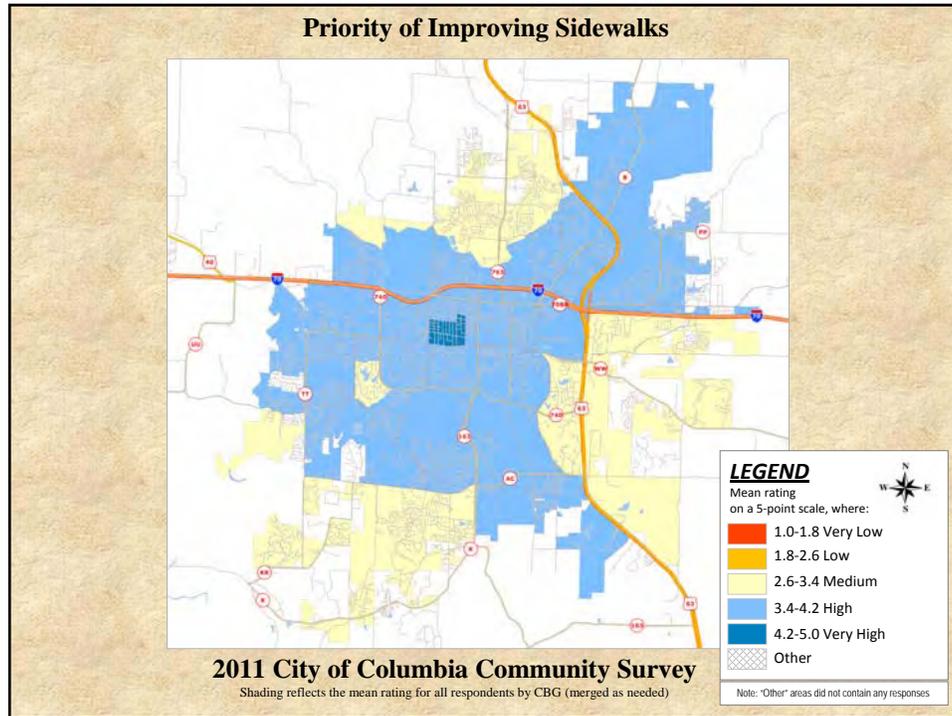


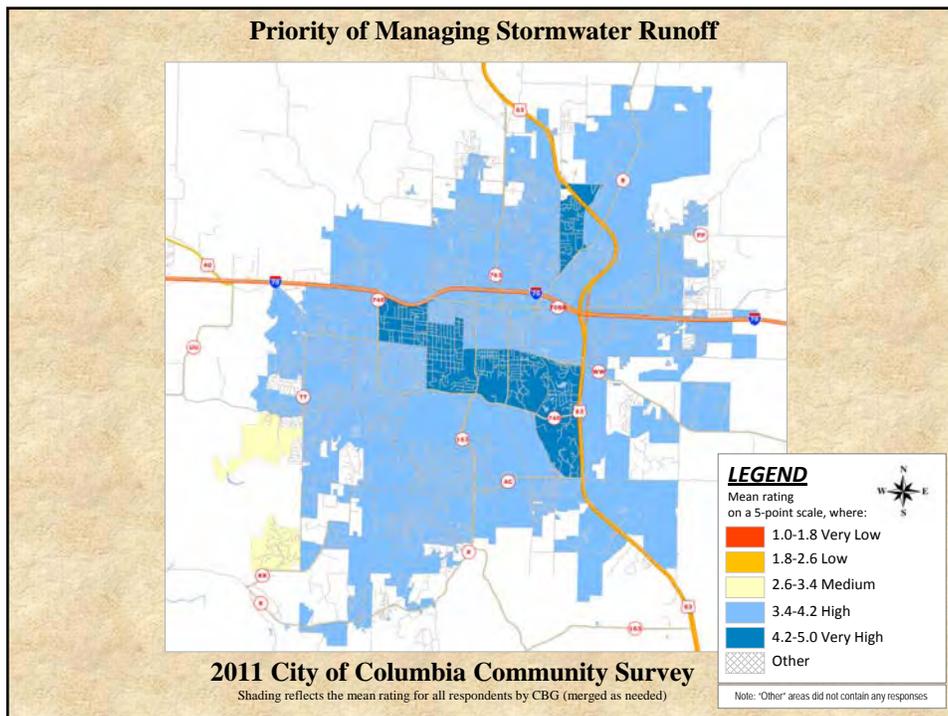
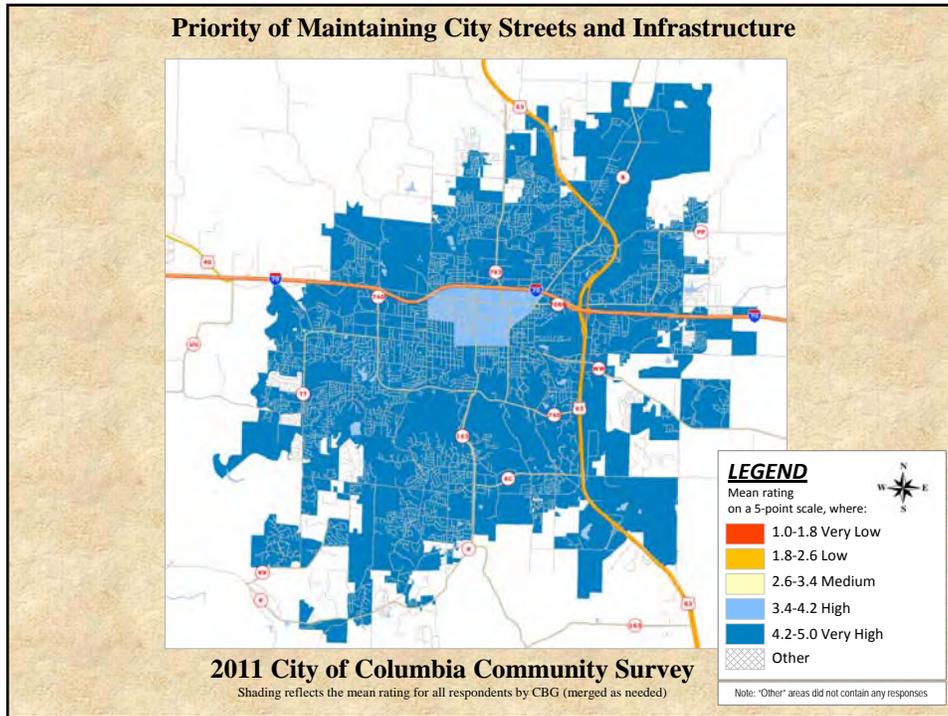
**Satisfaction with Ease of Travel by Bike in the City**



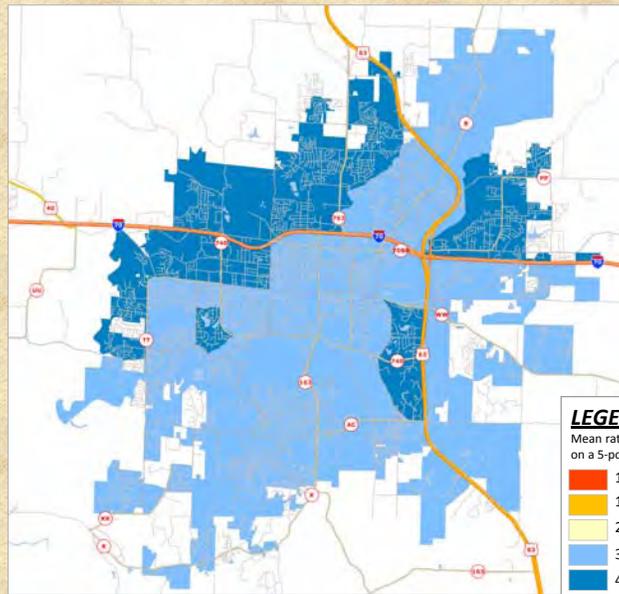








**Priority of Promoting Economic Development/Job Creation**



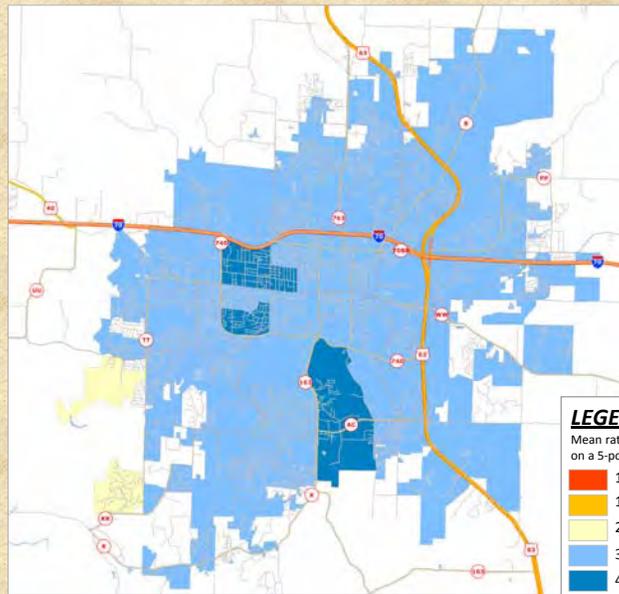
**LEGEND**  
 Mean rating on a 5-point scale, where:

1.0-1.8	Very Low
1.8-2.6	Low
2.6-3.4	Medium
3.4-4.2	High
4.2-5.0	Very High
Other	Other

Note: "Other" areas did not contain any responses

**2011 City of Columbia Community Survey**  
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Priority of Preserving Greenspace**



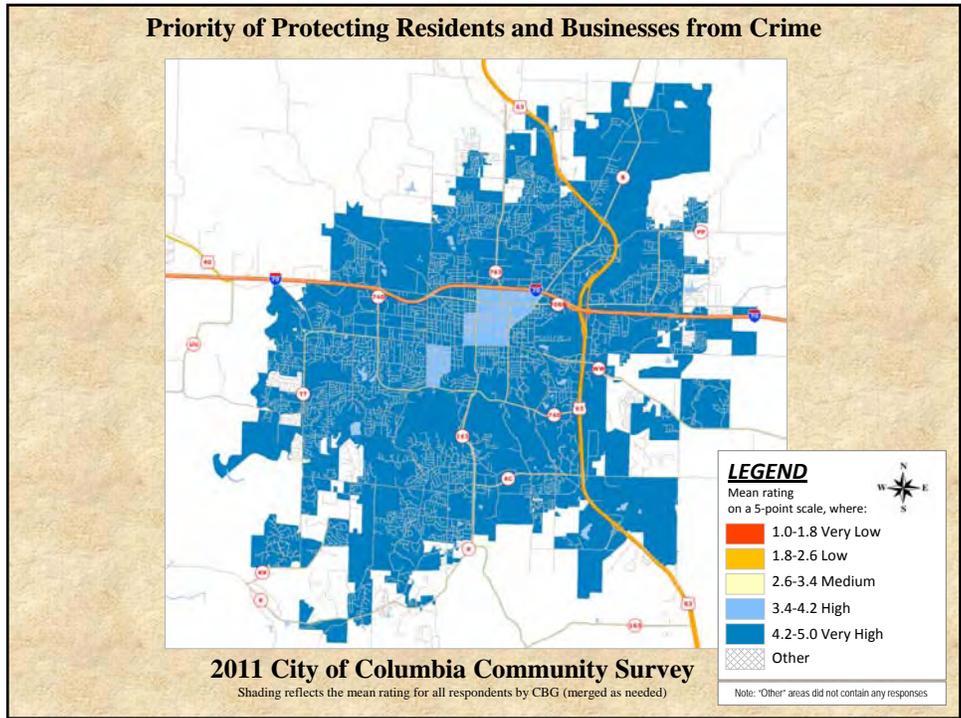
**LEGEND**  
 Mean rating on a 5-point scale, where:

1.0-1.8	Very Low
1.8-2.6	Low
2.6-3.4	Medium
3.4-4.2	High
4.2-5.0	Very High
Other	Other

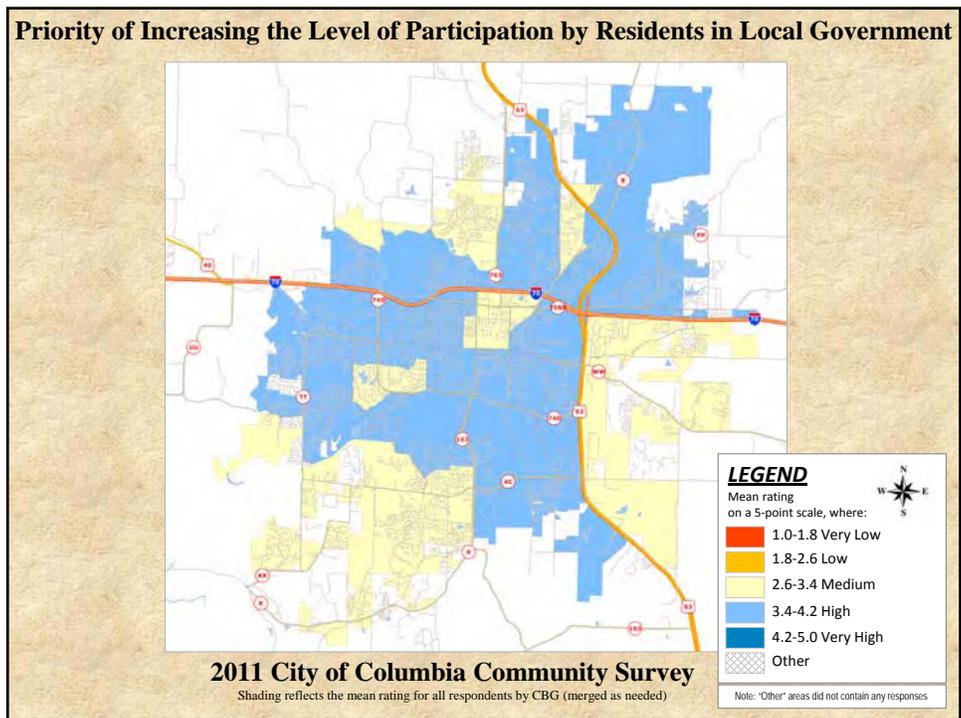
Note: "Other" areas did not contain any responses

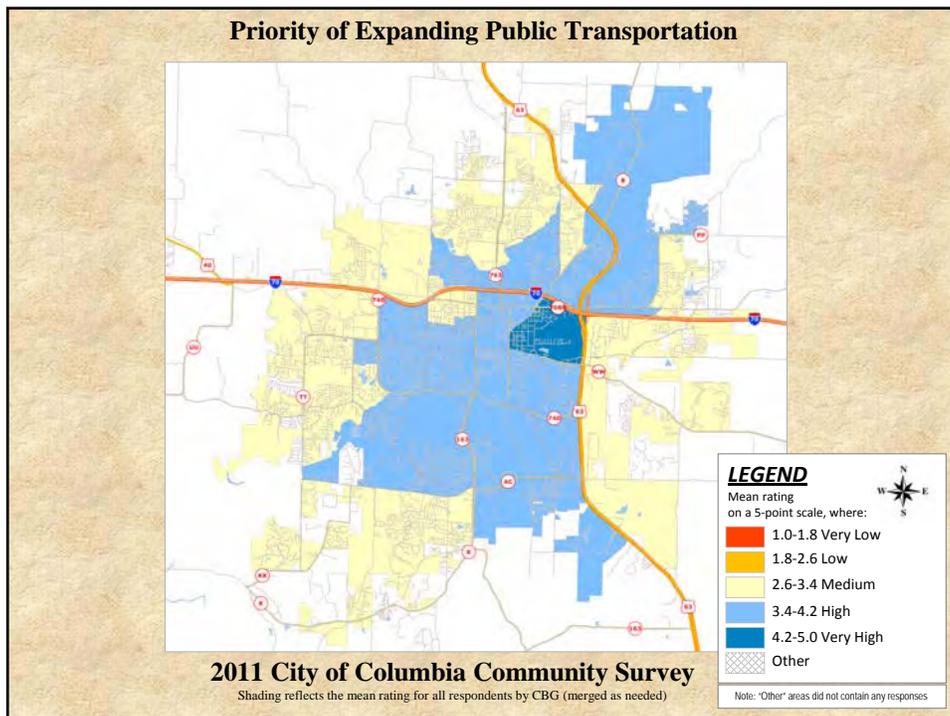
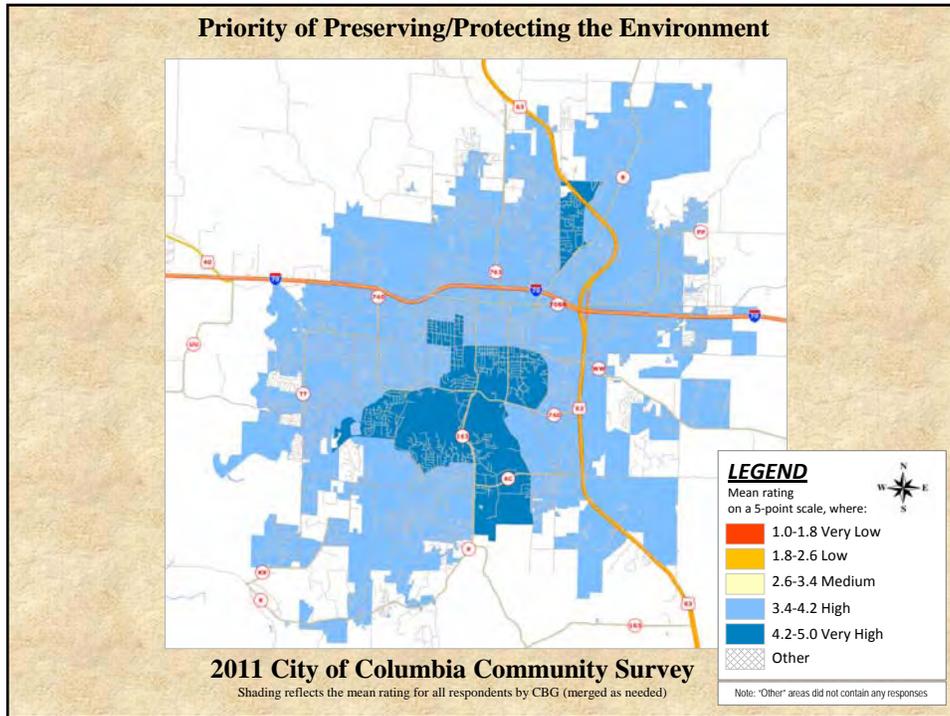
**2011 City of Columbia Community Survey**  
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

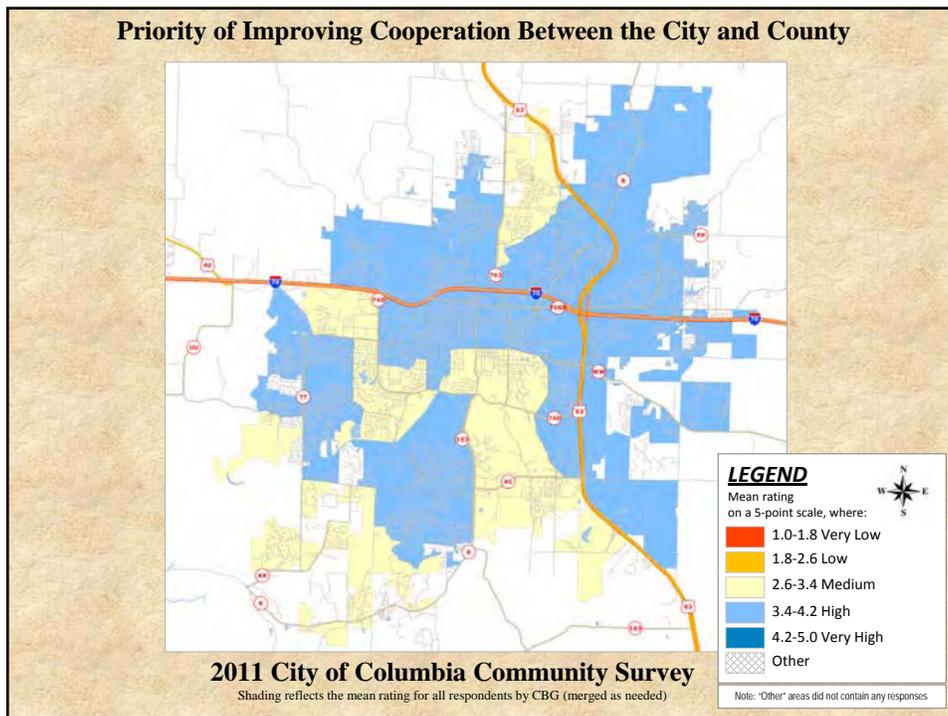
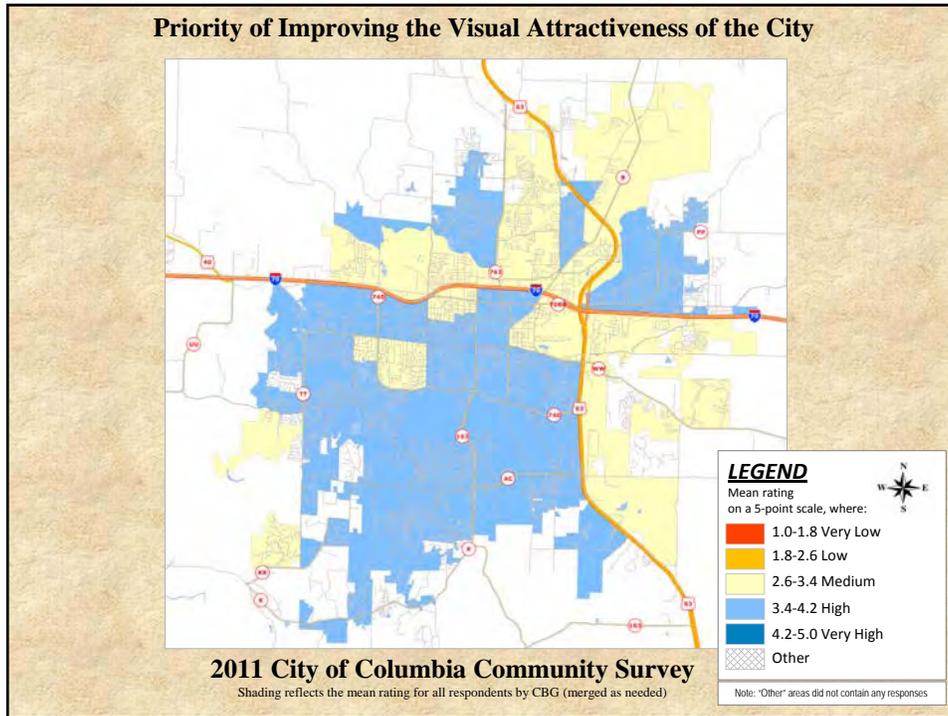
**Priority of Protecting Residents and Businesses from Crime**

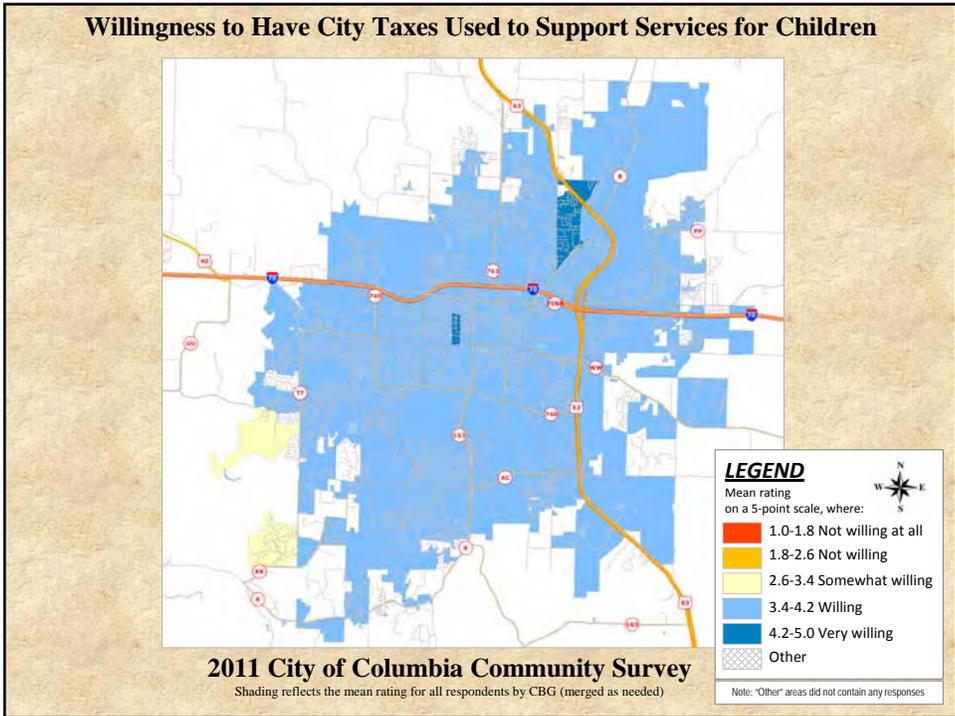
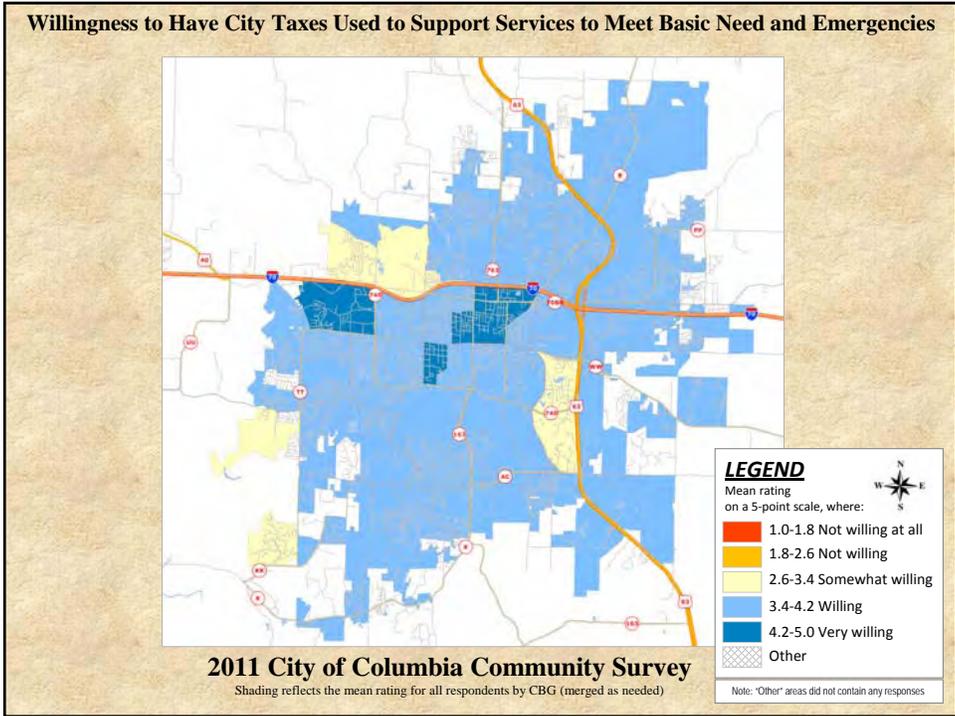


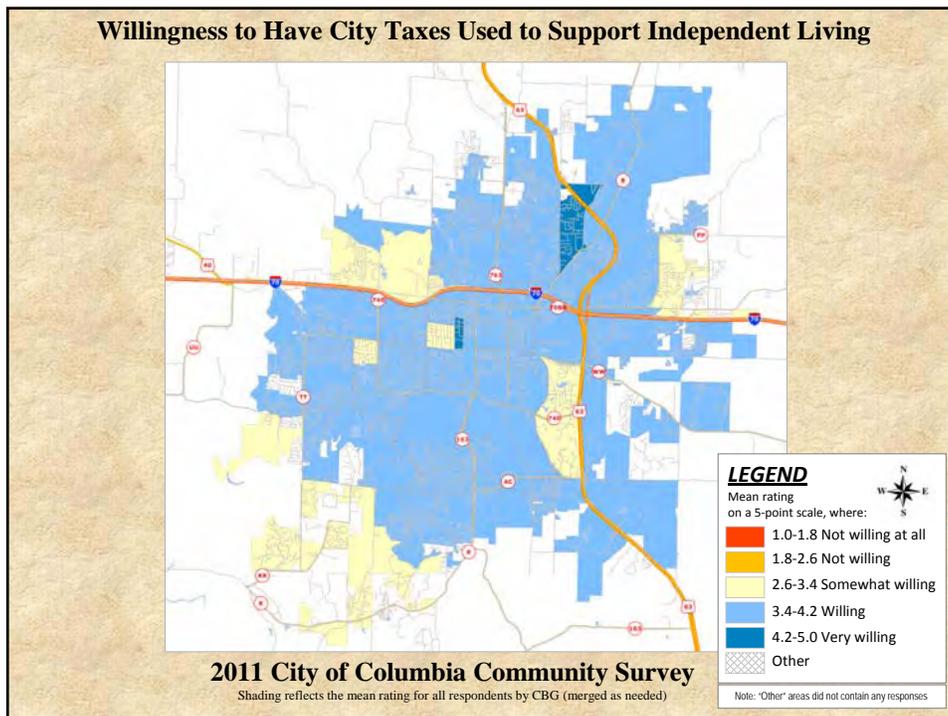
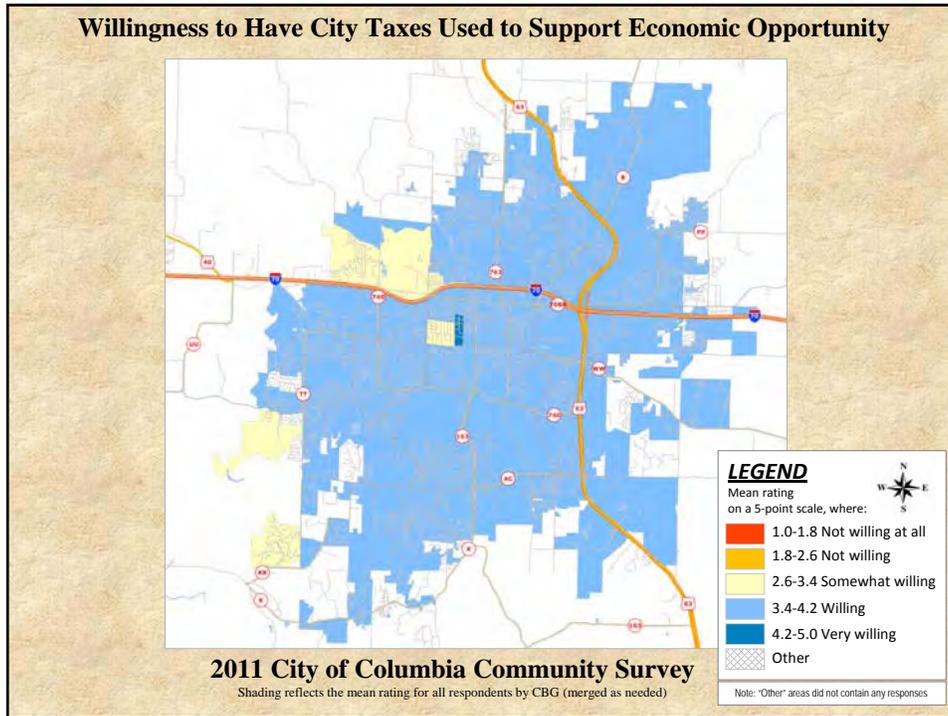
**Priority of Increasing the Level of Participation by Residents in Local Government**

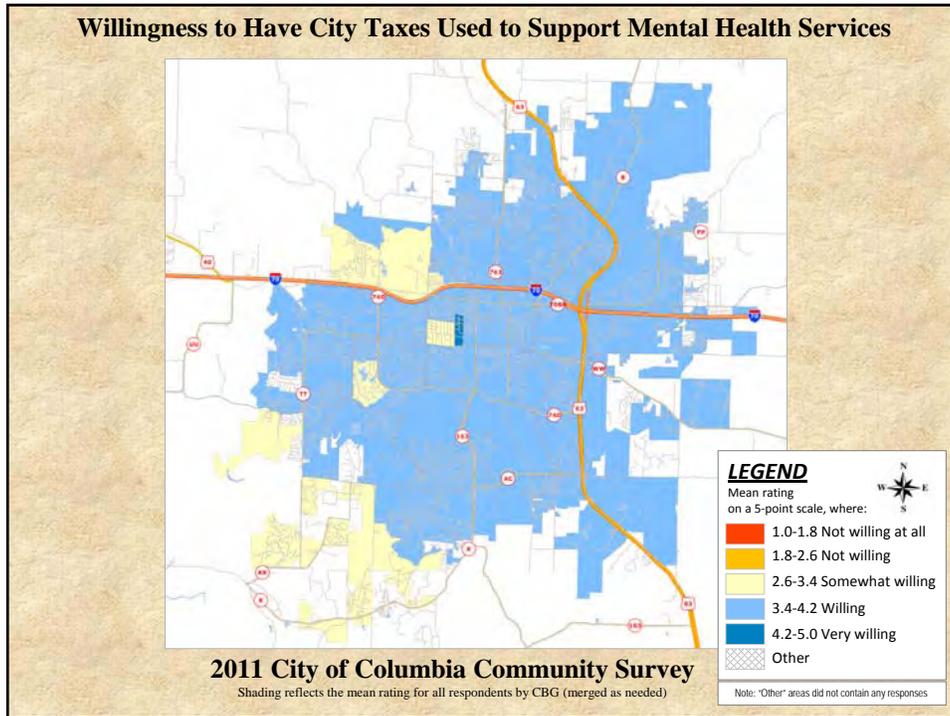












# **Appendix B: Additional Comments**

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### City Of Columbia Survey Comments

- Hope I helped, I was glad to! Good luck with everything.
- *[With regard to participating in City-sponsored focus groups]:* I would be interested in the future, but cannot now, due to school.
- Grace Lane and Richland Road are full of potholes!
- My family has participated in many "Clean Up Columbia" events over the years. It is so frustrating picking up other people's trash. Suggestion: kids and adults who get in trouble should have to go to streams to pick up trash! The streams are the worst place, in my opinion, to collect trash. Thank you.
- I would be more than happy to pay more in taxes if it meant snow removal would rise to adequate levels. The public works folks need to find out how other cities are able to clear their streets and apply those methods here. Current practices are unacceptable. Also, the city needs to enforce shoveling ordinances, especially in front of businesses and apartment complexes. It's uncivilized to make people walk in the streets and dangerous when those streets are not plowed.
- Get rid of duplexes. Too much Section 8 housing in too many areas of the city.
- The bus service in the 90s was horrific. They were doing a better job until they changed the routes. They used to go down Providence Road South and I could catch it at Kentucky Avenue. Now I must walk a mile in extreme heat or cold to Stewart Road to catch the 101 South. They did this about the time I moved to a south location and it has really hampered my ability to get home in 45 minutes. Sometimes it is an hour and twenty minutes. They need a bus after 4:30 p.m. that goes south like it does before 11:30 a.m. Also, they need to have more surveillance in high-crime areas or in areas where crime has increased – and not worry so much about petty crimes. Finally, the streets in Columbia are the worst I have seen for a city this size. The potholes are really bad.
- As soon as my house sells I am moving AWAY.
- Complaint: I have lived in my house over 5 years now and the sidewalk behind my house exists, but that is it. No sidewalk extending beyond. I think we need to focus on completing the neighborhood sidewalks around town. Positive: one thing that attracts us to Columbia is the number of nature areas and walking trails around town along with the number of family-friendly events happening around town!
- Need an I-170 entrance somewhere south of Stadium -- Stadium I-70, too! Busy!! Stadium by mall needs to be 3-lane!
- Need a survey where you can write in why you chose the number for the rating given, so the city can hear specifically why the citizens are unhappy.

- Reduce bicycle facilities. Improve roadways in the city. City should look into other builders of roads in Columbia. Should create more houses. Crime is escalated by Moberly Correctional Facility prisoners because they all come to Columbia instead of their own society.
- Emergency response is very good.
- Could do better in storm water management and environmental problems/issues. City is moving in the right direction, but improvements need to be made. Walking school bus program needs to be expanded to more grades.
- Survey is too long.
- Bike paths are out of control.
- Need more specific surveys.
- Pay more attention to Ward 1. More people need to pick up trash. Better inspection by the city is needed.
- Need more volunteer work for police.
- My wife and I wish that we could've moved here 30 years ago. We love this city. I think you guys are doing a wonderful job!
- Snow removal improvements are needed.