

*2015 City of Columbia
DirectionFinder® Survey*

Findings Report

Submitted to

The City of Columbia, MO



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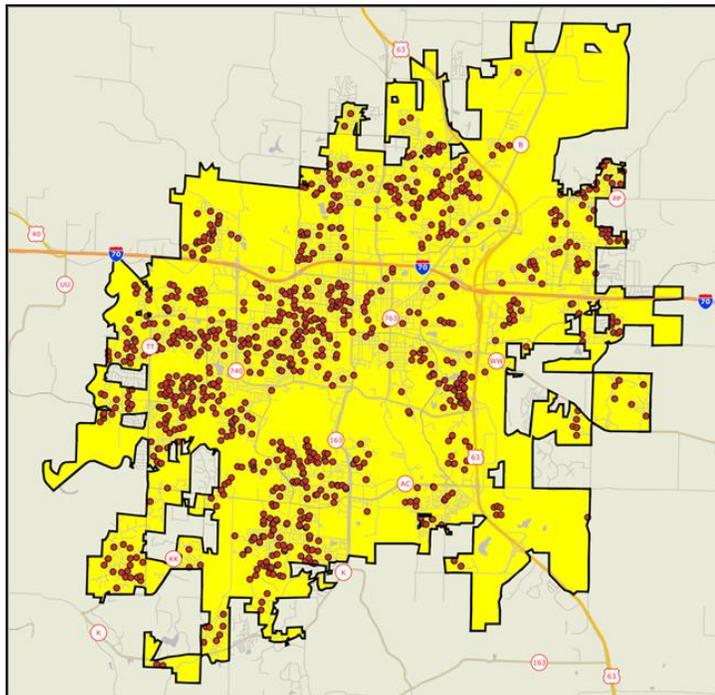
2015 City of Columbia DirectionFinder[®] Survey Executive Summary

Overview and Methodology

The City of Columbia conducted its seventh *DirectionFinder* survey during the winter of 2015. The City's first *DirectionFinder* survey was conducted in the spring of 2003. The purpose of this survey was to assist the City in its on-going effort to identify and respond to resident concerns while also assessing citizen satisfaction with the delivery of major city services, helping determine priorities for the community and measuring strategic performance.

The survey packet, which included a cover letter, the seven-page survey and a postage paid return envelope, was mailed to a random sample of households in the City of Columbia. The cover letter explained the purpose of the survey and encouraged residents to return their surveys via mail or online. Approximately 10 days after the surveys were mailed, residents who received the survey were also contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, a total of 1,016 completed the survey.

The results for the random sample of 1,016 households have a 95% level of confidence with a precision of at least +/- 3.0%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail vs. online). In order to better understand how well services are being delivered by the city, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



In addition to the Executive Summary, this report contains:

- charts depicting the overall results of the survey (Section 1)
- benchmarking data that shows how the survey results for Columbia compared to other communities (Section 2)
- importance satisfaction analysis (Section 3)
- tabular data for all questions on the survey (Section 4)
- a copy of the survey instrument (Section 5)
- a focus group summary report (Section 6)

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

Perceptions of Columbia

Seventy-nine percent (79%) of the residents surveyed, *who had an opinion*, were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of life in the City; 54% of residents were satisfied with the overall feeling of safety in the City and 55% were satisfied with the overall value received for City taxes and fees.

Overall Satisfaction with City Services

Seventy-seven percent (77%) of the residents surveyed, *who had an opinion*, were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of services provided by the City; 17% were neutral and only 6% of residents were dissatisfied with the overall quality of City services. The major categories of City services with the highest satisfaction ratings, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the quality of City parks and recreation programs/facilities (88%), solid waste services (86%), City utility services (85%), and customer service received from City employees (72%). Residents were least satisfied with the condition of City streets (32%).

Overall Priorities

The major categories of City services that residents thought were most important for the City to provide were: 1) public safety services, 2) City utility services (water, electric and sewer), 3) the condition of City streets and 4) solid waste services. These were also rated as the top four most important City services in the 2014 survey.

Satisfaction by Specific City Services

- **Public Safety Services.** The public safety services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the overall quality of City fire protection (87%) and how quickly fire department personnel respond to emergencies (86%). The public safety services that residents thought were most important for the City to provide were: 1) crime prevention, 2) how quickly police respond to emergencies and 3) how quickly fire department personnel respond to emergencies.
- **Parks and Recreation.** The parks and recreation services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: the quality of City parks (91%), the quality of walking and biking trails in the City (90%) and the quality of outdoor athletic fields (83%). The parks and recreation services that residents thought were most important for the City to provide were: 1) the quality of City parks and 2) the quality of walking and biking trails in the City.
- **Streets and Sidewalks.** The streets and sidewalks services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: snow removal on major City streets (65%), the availability of sidewalks in the city (48%), and City street cleaning services (48%). The street and sidewalk services that residents thought were most important for the City to provide were: 1) City maintenance and repair services for major City streets, 2) snow removal on major City streets and 3) City maintenance and repair services for neighborhood streets.
- **Code Enforcement and Neighborhood Services.** The code enforcement and neighborhood services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: maintenance of residential property (56%), maintenance of business property (53%), and the enforcement of residential building codes (52%). The code enforcement and neighborhood services that residents thought were most important for the City to provide were: 1) the clean-up of trash and litter, 2) the maintenance of residential property, and 3) the enforcement of residential building codes.
- **City Communication.** Residents were asked to rate their level of agreement with various statements related to City communication. The statements that residents agreed with most, based upon the combined percentage of residents who “strongly agree” or “agree” among those *who had an opinion*, were: the City’s website provides useful information (60%), the City government is a trusted source of

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information (64%) and the City newsletter provides useful information (65%).

- **City Customer Service.** Residents were asked to rate their level of agreement with various statements related to their interactions with City employees during the past year. The statements that residents agreed with most, based upon the combined percentage of residents who “strongly agreed” or “agreed” among those *who had an opinion*, were: the City employee who helped me was courteous and polite (82%), the hours that City employees were available met my needs (80%) and City employees were knowledgeable (71%).
- **Utility Services.** Residents were generally satisfied with the quality of utility services provided by the City; over 80% of the residents surveyed were satisfied with all six of the utility services rated. The utility services that residents were most satisfied with, based upon the combined percentage of residents who were “very satisfied” or “satisfied” among those *who had an opinion*, were: residential trash collection service (93%), curbside recycling (92%) and City water service (91%).

Other Findings

- Ninety-five percent (95%) of residents felt safe walking in their neighborhood during the day; 84% felt safe in Downtown Columbia during the day; and 64% felt safe walking in their neighborhood at night. When asked about their likelihood of encountering various situations in the City, 42% felt they would be likely to hear gun shots, and 37% indicated they would be likely to be a victim of property crime.
- Eighty-two percent (82%) of residents “strongly agree” or “agree” that Columbia is a great place to live, work, learn and play. Other statements in which residents either “strongly agree” or “agree” include: I earn a wage that allows me to meet basic needs (79%), Columbia is a place where I can thrive (74%), and Columbia has jobs for which I am qualified (70%).
- The top sources where residents receive information about City issues, services and events were: the City newsletter that comes with the utility bill (72%), the television news (52%), the local newspaper (51%), and the radio (31%).
- Forty-three percent (43%) of residents have called or visited the City with a question, problem, or complaint during the past year; of the 43% that have contacted the City with a question, problem, or complaint, 39% contacted the City to report a problem, 20% contacted the City to get information, and 16% contacted the City to request service.
- Seventy-eight percent (78%) of residents go to a doctor’s office when they are sick or need advice about their health; 22% go to an urgent care center.

- Ninety-four percent (94%) of residents were able to get medical care when they needed it during the past 12 months.
- Eighty-seven percent (87%) of residents were either “very satisfied” or “satisfied” with the condition of housing in the City of Columbia. Other areas where residents were “very satisfied” or “satisfied” include: overall appearance of neighborhoods (87%), overall quality of services in neighborhoods (76%), and neighborhood parks (73%).
- Eighty-five percent (85%) of residents surveyed visited a City park during the past year; 52% have visited a community recreation center, and 38% have used the Columbia Airport.

Trends in Satisfaction Ratings

Overall satisfaction with the quality of City services decreased from 81% in 2014 to 77% in 2015. There were significant changes (changes of 4% or more) in satisfaction ratings in several of the specific City services that were rated. The most significant changes in satisfaction ratings from 2014 to 2015 are listed below:

Most Significant Increases from 2014 to 2015:

- Information from the City government is clear/accurate and meets my needs (+8%)
- It’s easy to get the information I need from City government (+7%)
- Satisfaction with City water, electric, and sewer services (+4%)
- Quality of walking/biking trails in the City (+4%)
- Quality of outdoor athletic fields (+4%)
- Availability of information on City parks and recreation programs (+4%)
- The City government is a trusted source of information (+4%)

Most Significant Decreases from 2014 to 2015:

- City maintenance and repair services for major City streets (-13%)
- Stormwater runoff/stormwater management system (-6%)
- Condition of City sidewalks (-6%)
- How quickly police respond to emergencies (-6%)
- Public safety services provided by the City (-5%)
- City maintenance and repair services for neighborhood streets (-5%)
- Condition of pavement markings (-5%)
- Police efforts to prevent crime (-5%)
- Clean-up of trash and litter (-5%)

Focus Groups

ETC Institute conducted two focus groups with residents who live in the City of Columbia. The focus groups were conducted as a follow-up to the *DirectionFinder* survey that ETC administered for the City during the winter of 2015. The purpose of the focus groups was to gather more in-depth information from residents regarding issues related to public safety services provided by the City.

The focus groups were held at 5:30pm and 7:30pm on April 7th at the Activity and Recreation Center. Focus group participants were selected at random from a list of households who had previously completed a 2015 *DirectionFinder* survey for the City. The focus group was designed to gather detailed feedback about the following issues:

- 1) General Perceptions of Public Safety Services
- 2) Perceptions of Police Services
- 3) Perceptions of Safety in Columbia
- 4) Perceptions of Fire Services
- 5) Planning for Growth
- 6) Final Comments

A total of 19 residents attended the focus groups. The focus groups were each 90 minutes long and were moderated by a representative from ETC Institute.

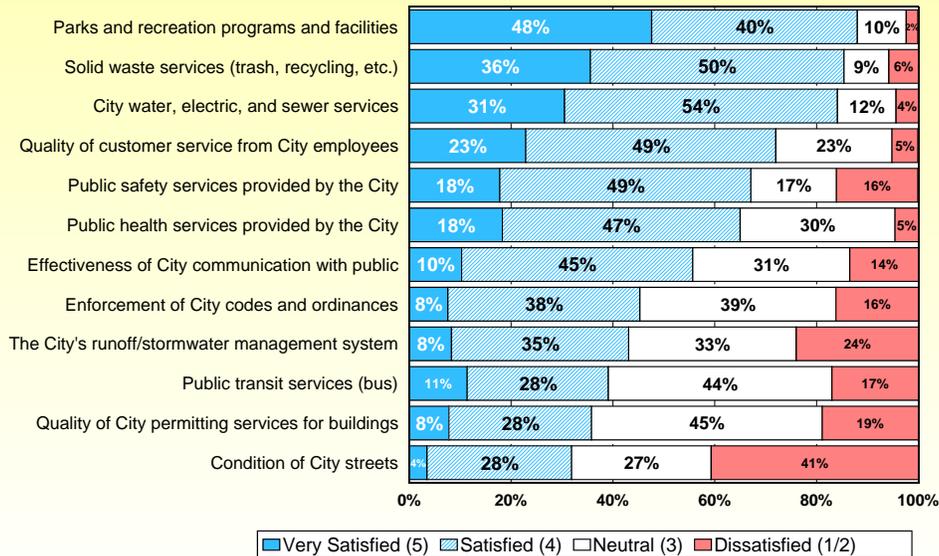
A summary of the topics and major findings of the focus group are provided in Section 6 of this report.

Section 1:
Charts and Graphs

City of Columbia 2015 DirectionFinder Survey Results

Q1. Overall Satisfaction with City Services by Major Category

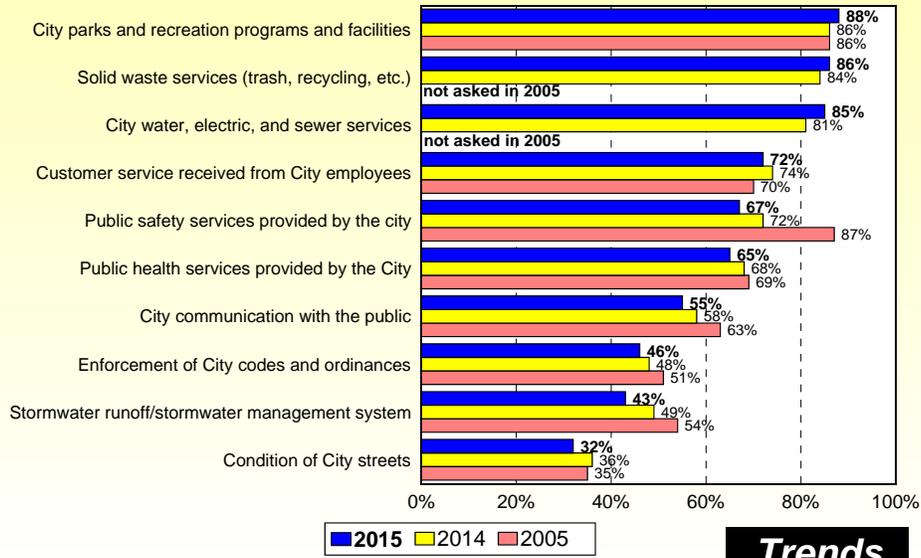
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Overall Satisfaction with City Services by Major Category - 2005 to 2015

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)

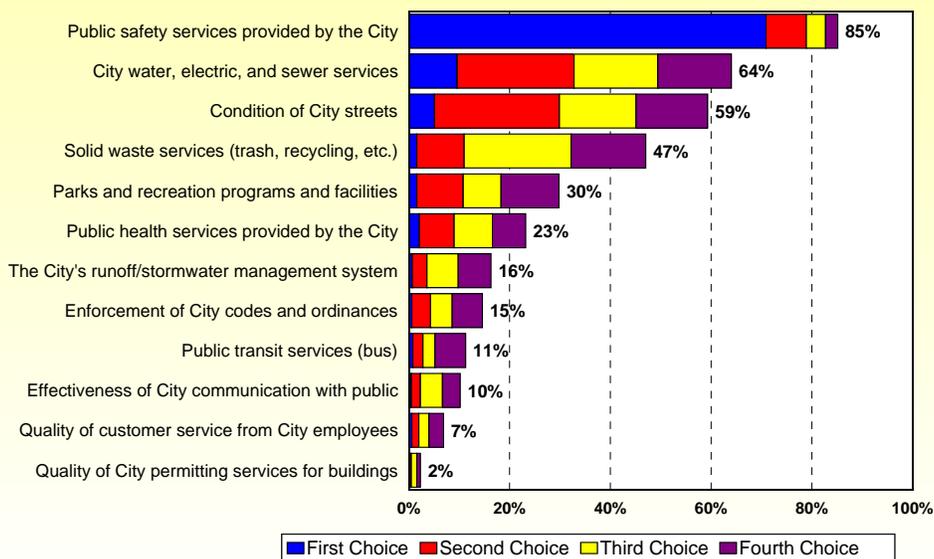


Source: ETC Institute (2015)

Trends

Q2. Major City Services That Residents Think Are Most Important for the City to Provide

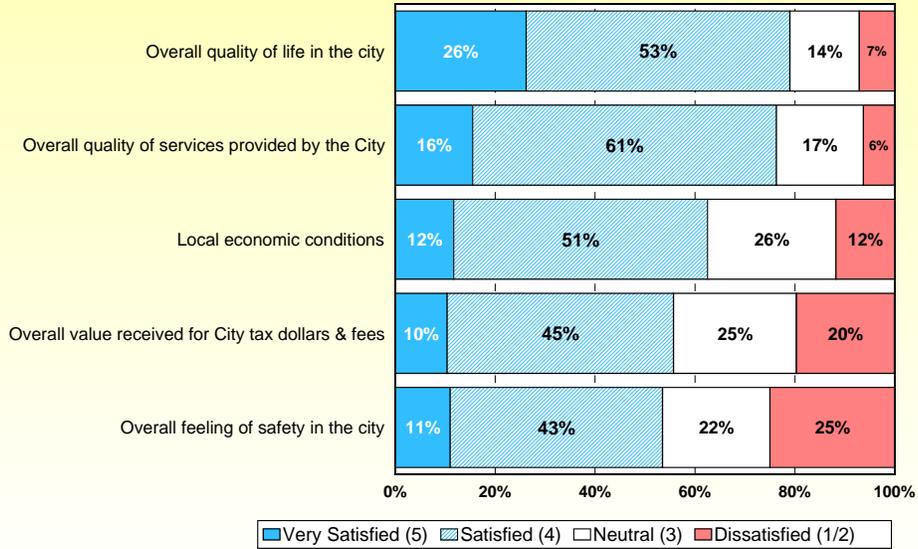
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2015)

Q3. Satisfaction with Items That Influence Perception Residents Have of the City

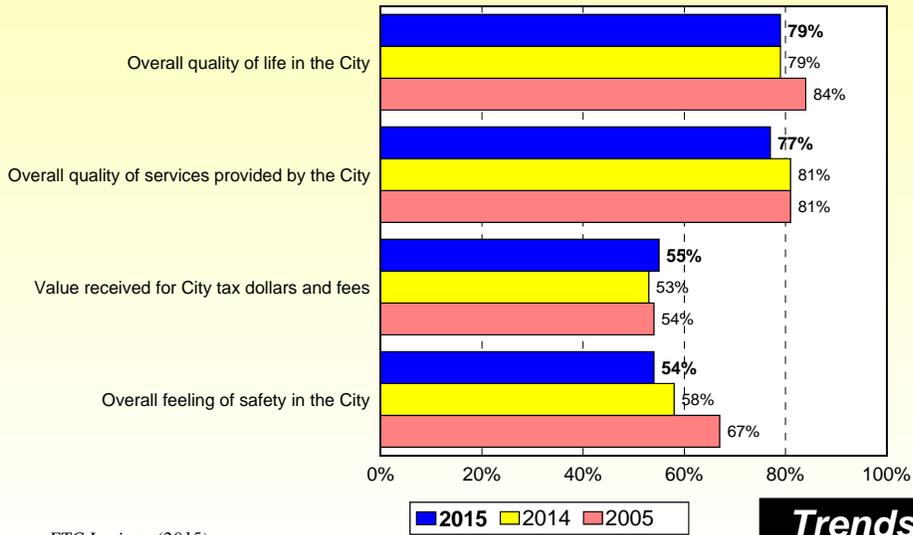
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

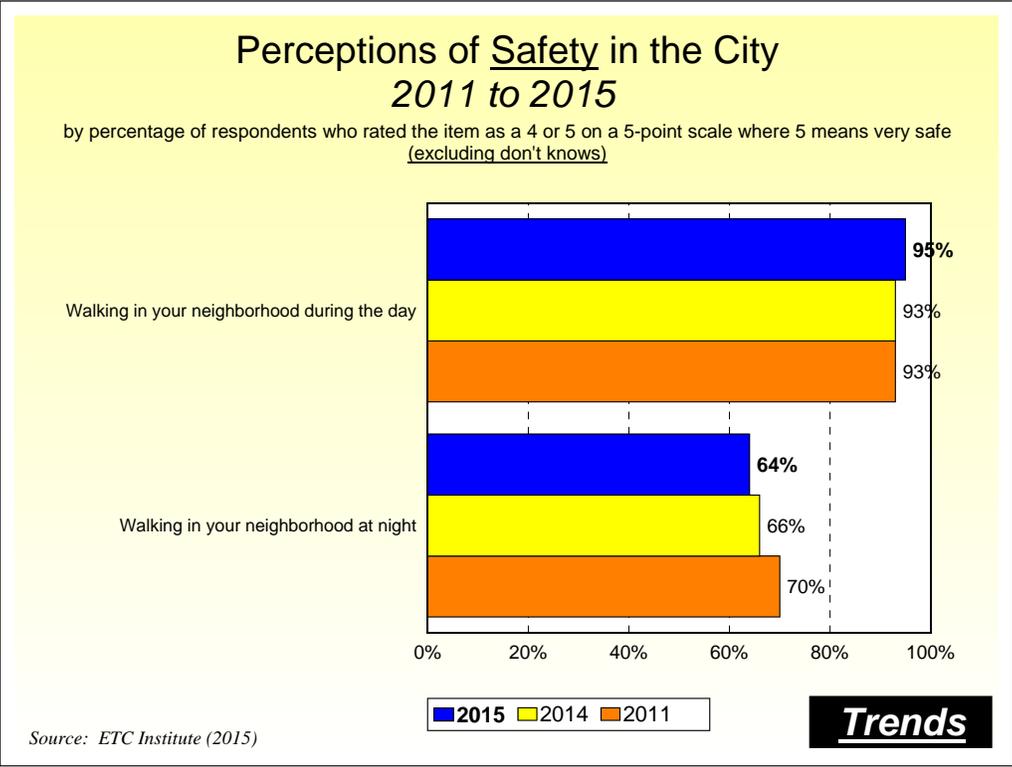
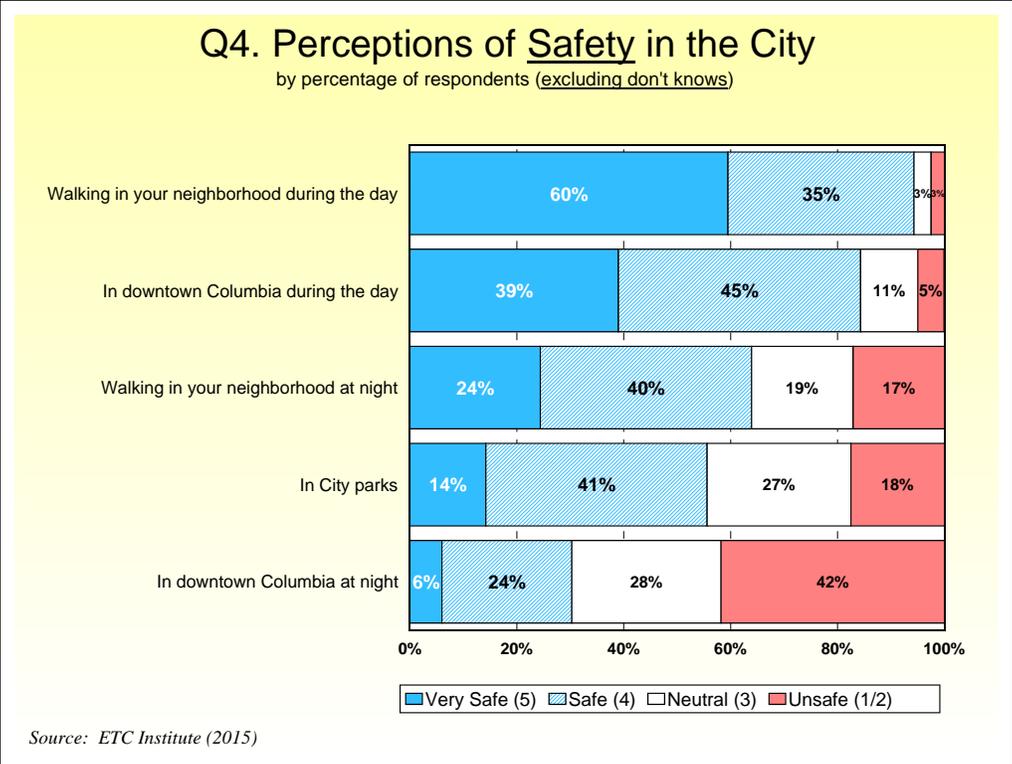
Satisfaction with Items That Influence Perception Residents Have of the City 2005 to 2015

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)



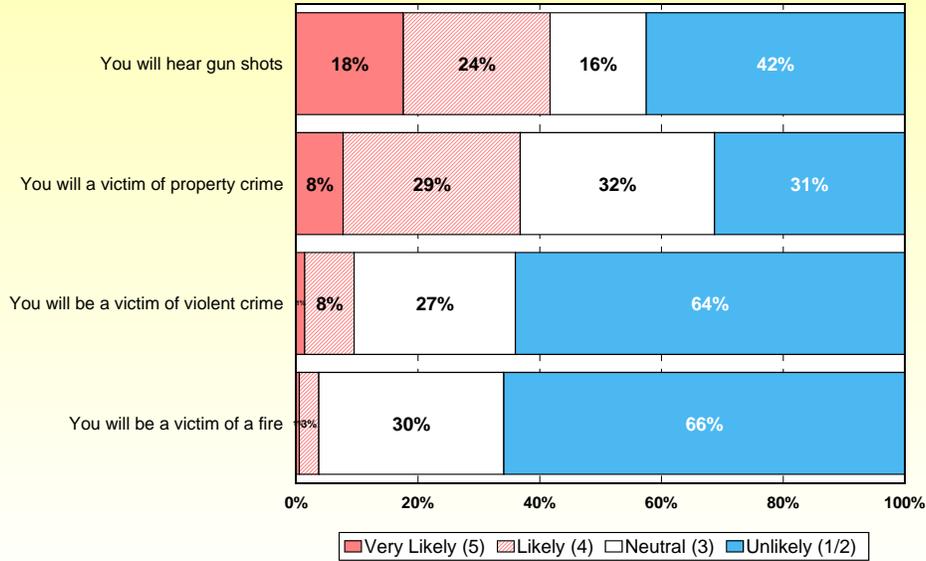
Source: ETC Institute (2015)

Trends



Q5. How Likely Residents Think the Following Will Happen to Them in the City of Columbia

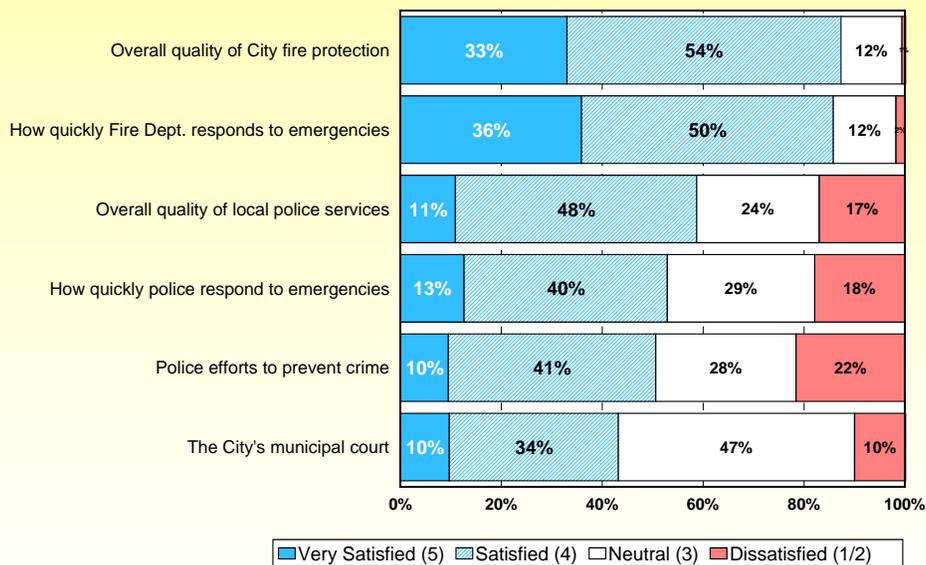
by percentage of respondents (excluding don't knows)



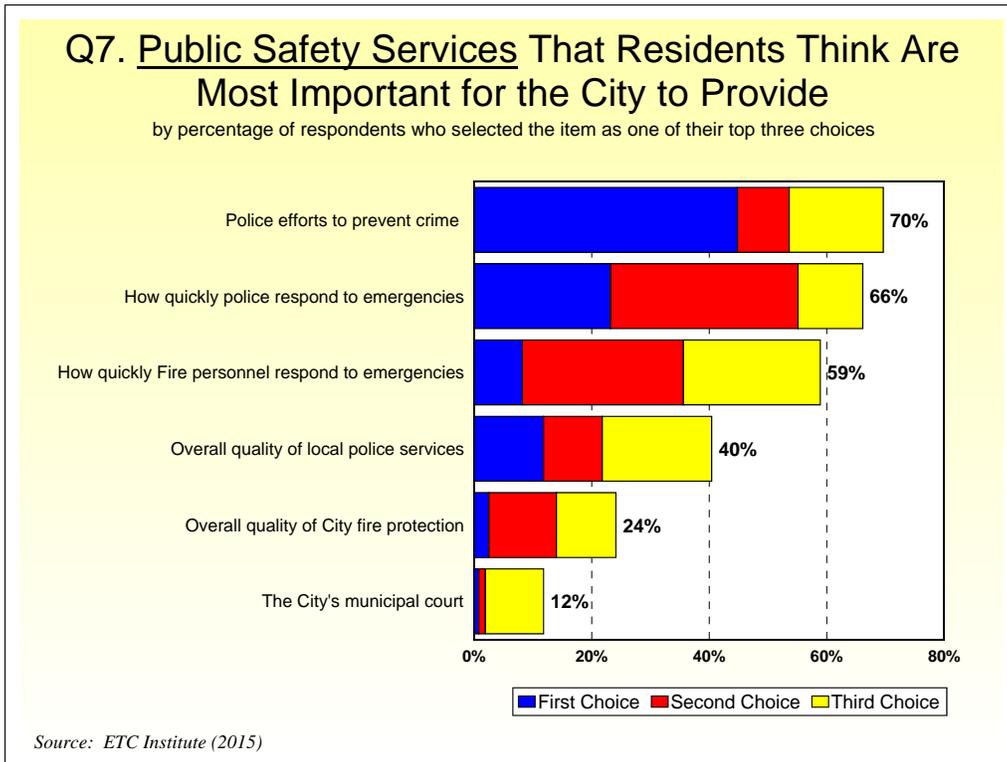
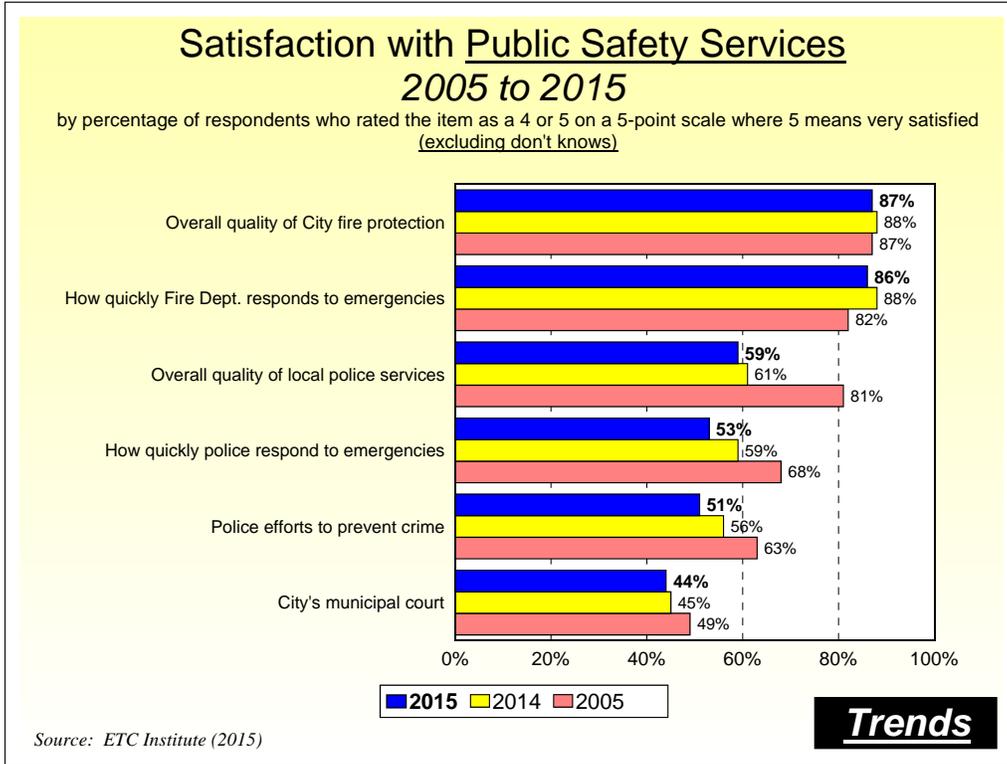
Source: ETC Institute (2015)

Q6. Satisfaction with Public Safety Services

by percentage of respondents (excluding don't knows)

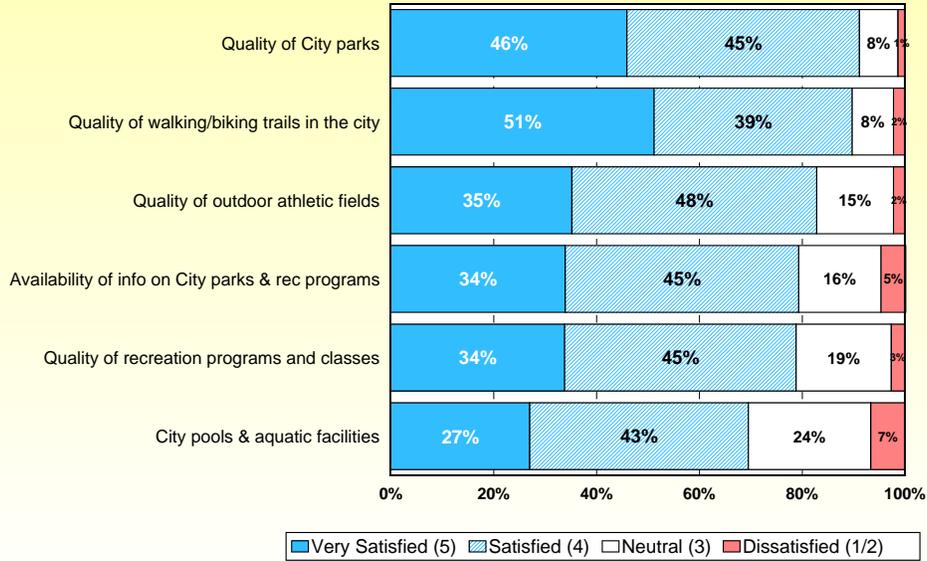


Source: ETC Institute (2015)



Q8. Satisfaction with Parks and Recreation Services

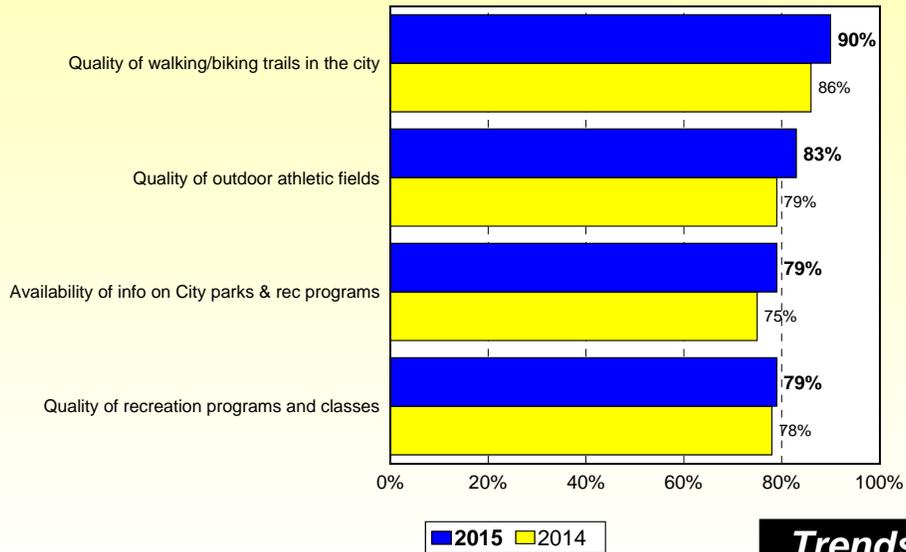
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Satisfaction with Parks and Recreation Services 2014 vs. 2015

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)

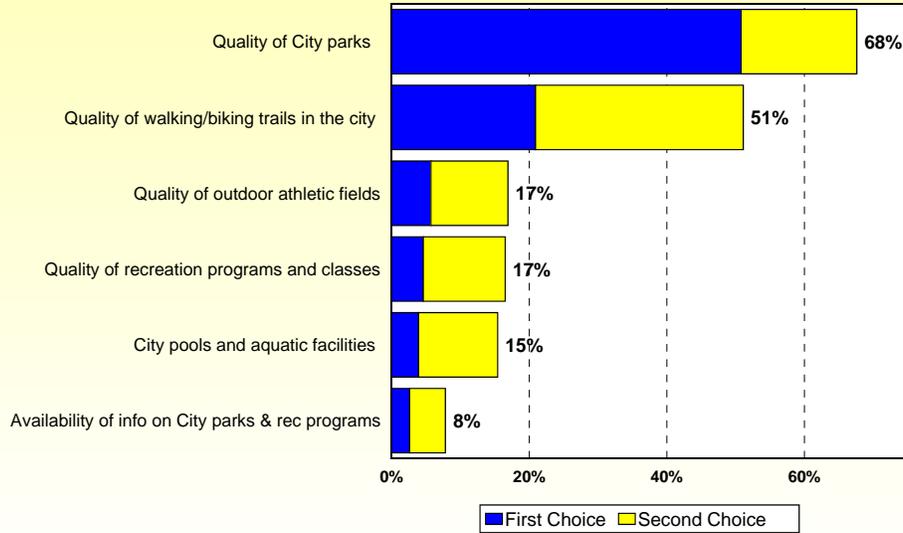


Source: ETC Institute (2015)

Trends

Q9. Parks and Recreation Services That Residents Think Are Most Important for the City to Provide

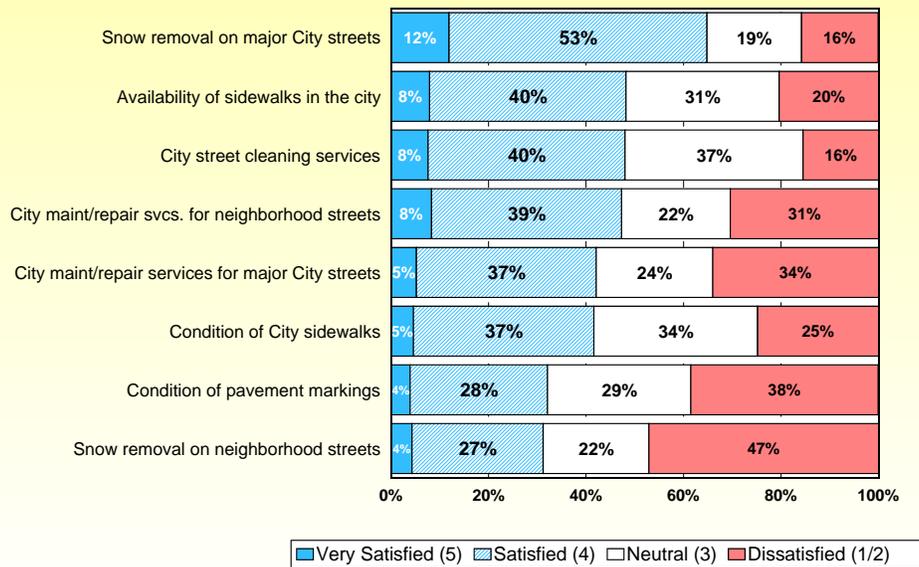
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2015)

Q10. Satisfaction with Streets and Sidewalks

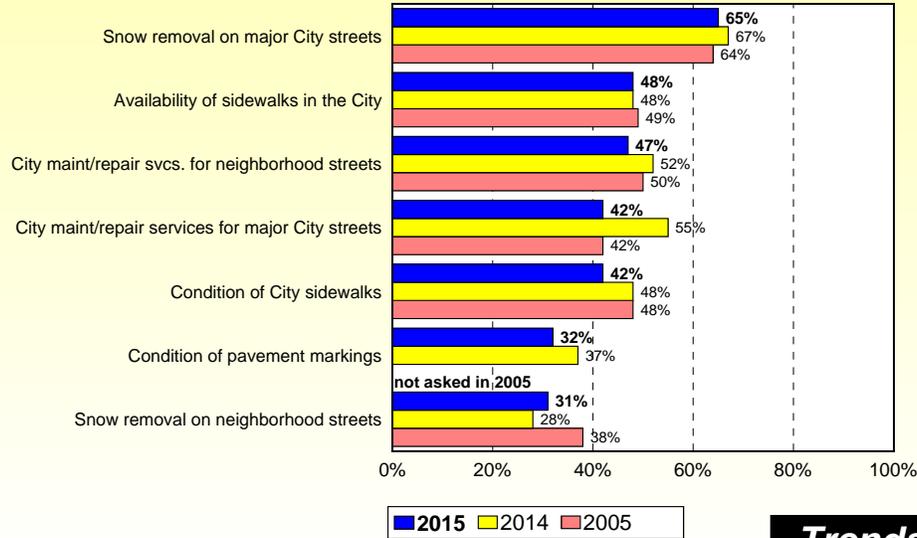
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Satisfaction with Streets and Sidewalks 2005 to 2015

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)

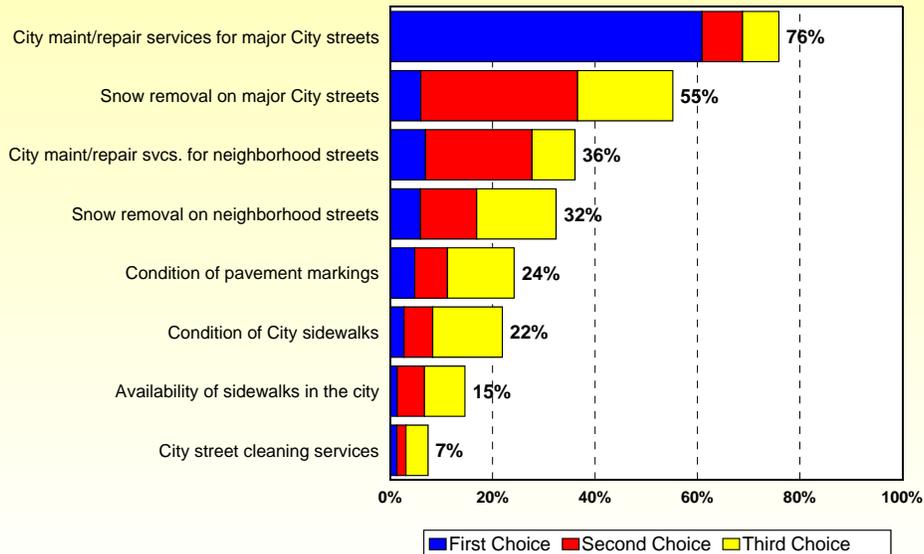


Source: ETC Institute (2015)



Q11. Streets and Sidewalk Services That Residents Think Are Most Important for the City to Provide

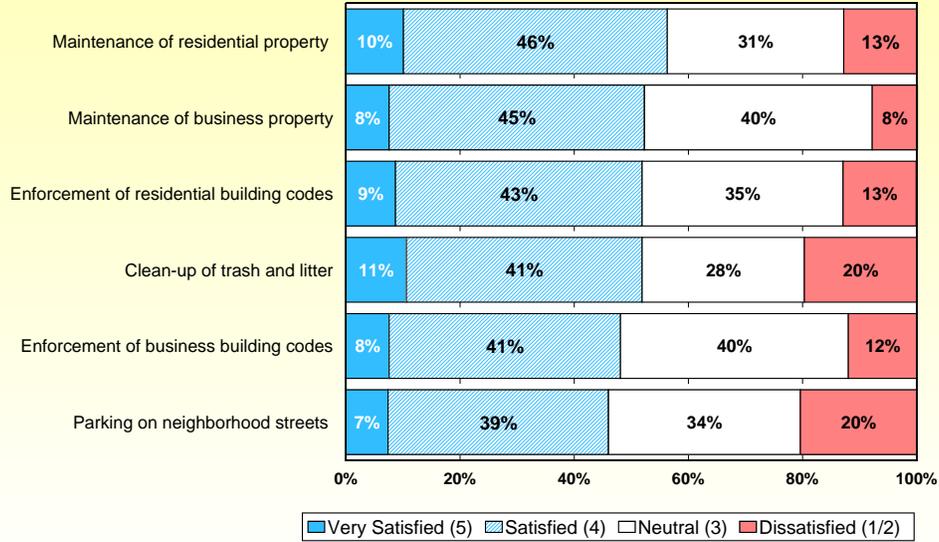
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

Q12. Satisfaction with Code Enforcement and Neighborhood Services

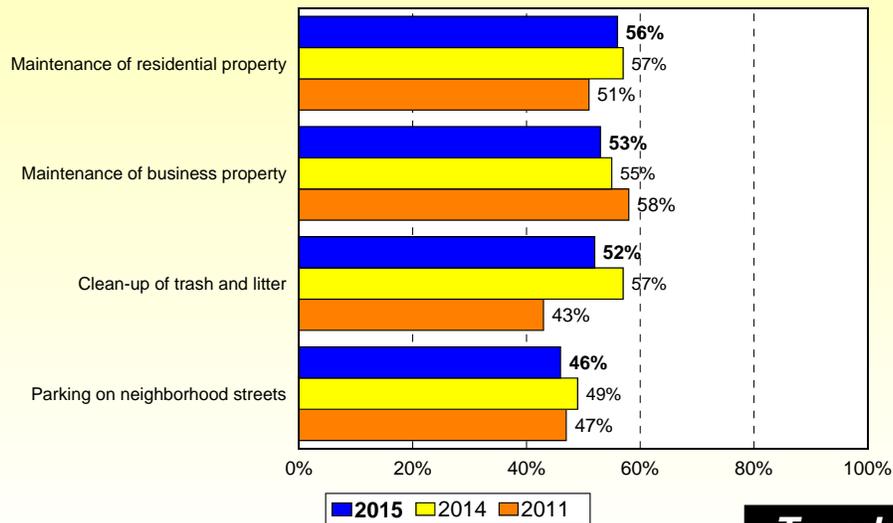
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Satisfaction with Code Enforcement and Neighborhood Services - 2011 to 2015

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)

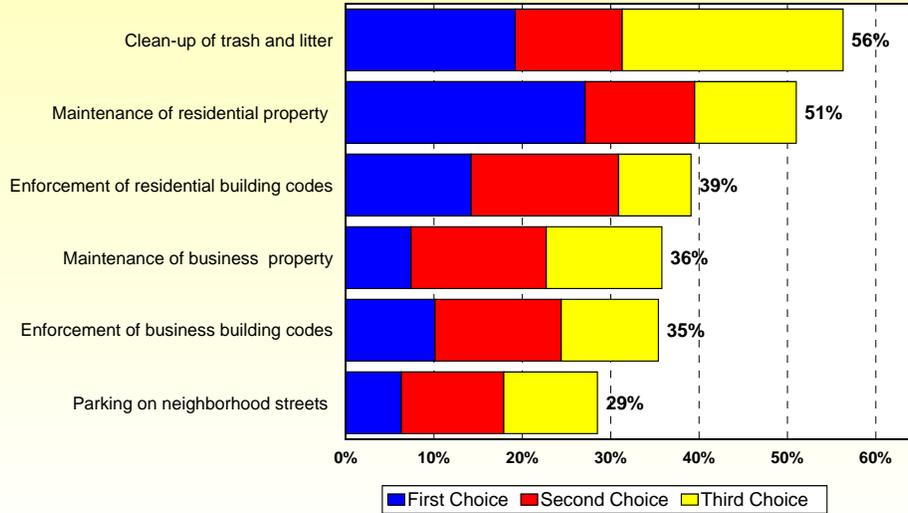


Source: ETC Institute (2015)



Q13. Code Enforcement and Neighborhood Services That Residents Think Are Most Important for the City to Provide

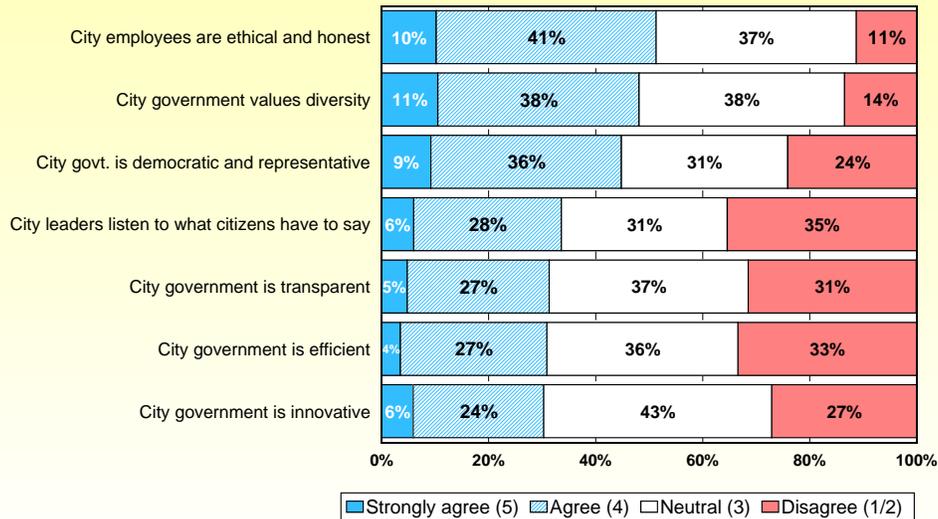
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

Q14. Agreement with Various Statements Regarding Columbia's City Government

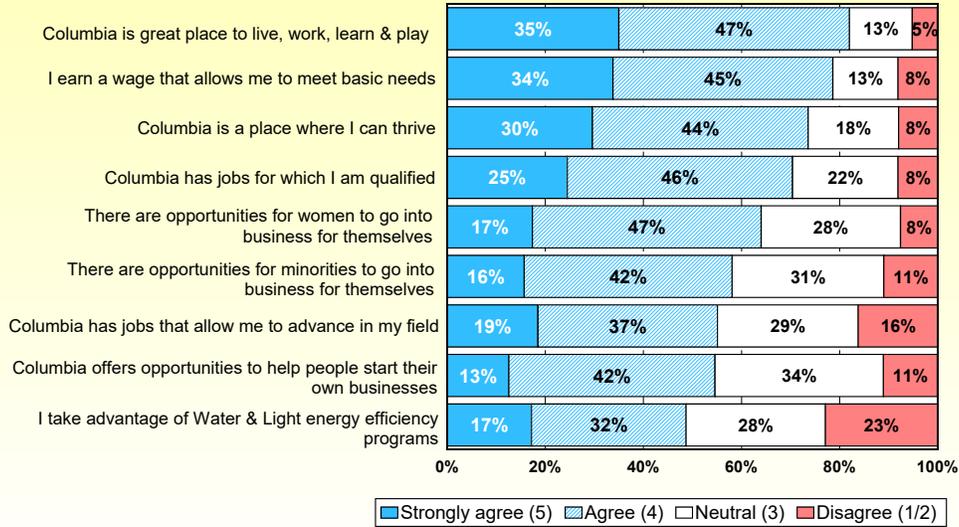
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q15. Agreement with Various Statements Regarding Personal Well-Being

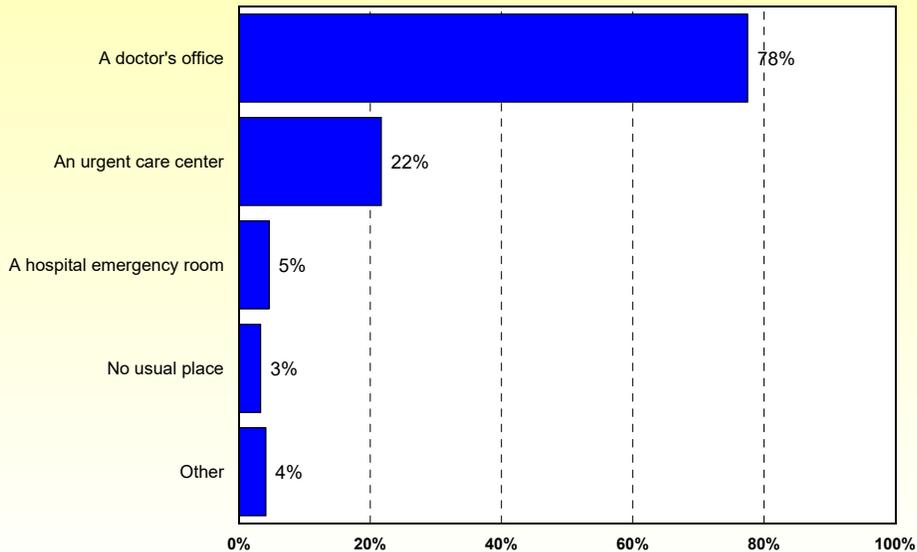
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q16. When you are sick or need advice about your health, where do you usually go?

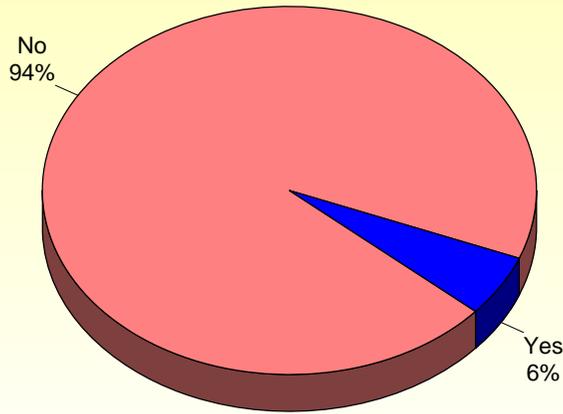
by percentage of respondents



Source: ETC Institute (2015)

Q17. Was there a time in the past 12 months when you needed medical care, but could not get it?

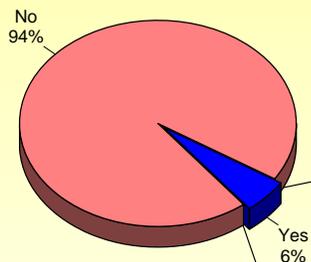
by percentage of respondents



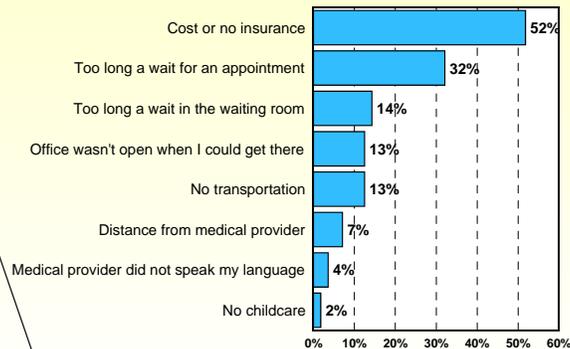
Source: ETC Institute (2015)

Q17. Was there a time in the past 12 months when you needed medical care, but could not get it?

by percentage of respondents



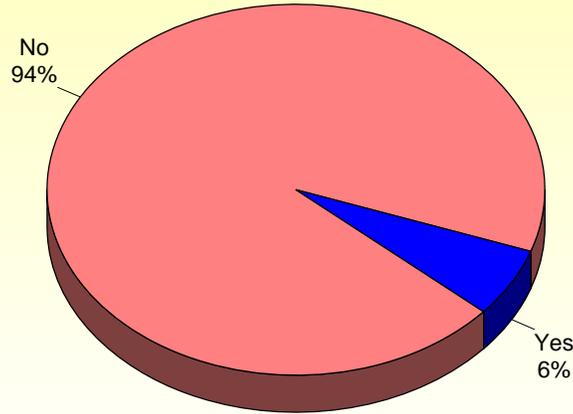
Q17-2. What was the main reason you could not get medical care?



Source: ETC Institute (2015)

Q18. Was there any time in the past 12 months when you were not able to meet your basic needs, such as paying for food, housing or utilities?

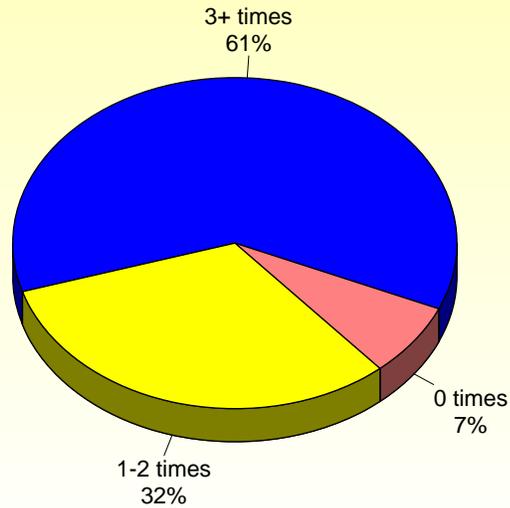
by percentage of respondents



Source: ETC Institute (2015)

Q19. During the past month, on average, how many times did you engage in physical activities or exercise each week?

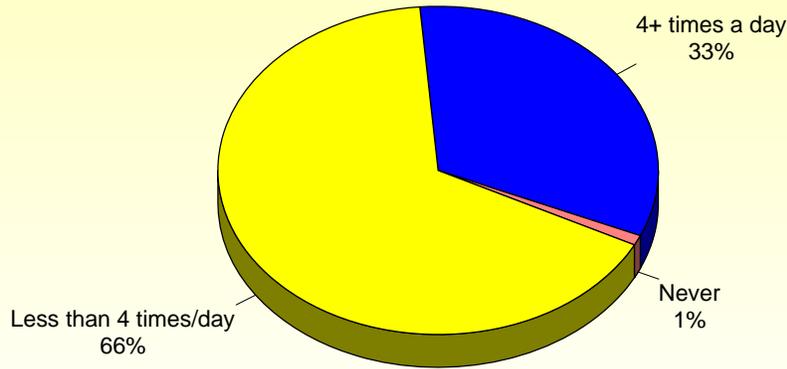
by percentage of respondents (excluding not provided)



Source: ETC Institute (2015)

Q20. During the past month, how many times per day (on average) did you eat fruit and/or vegetables?

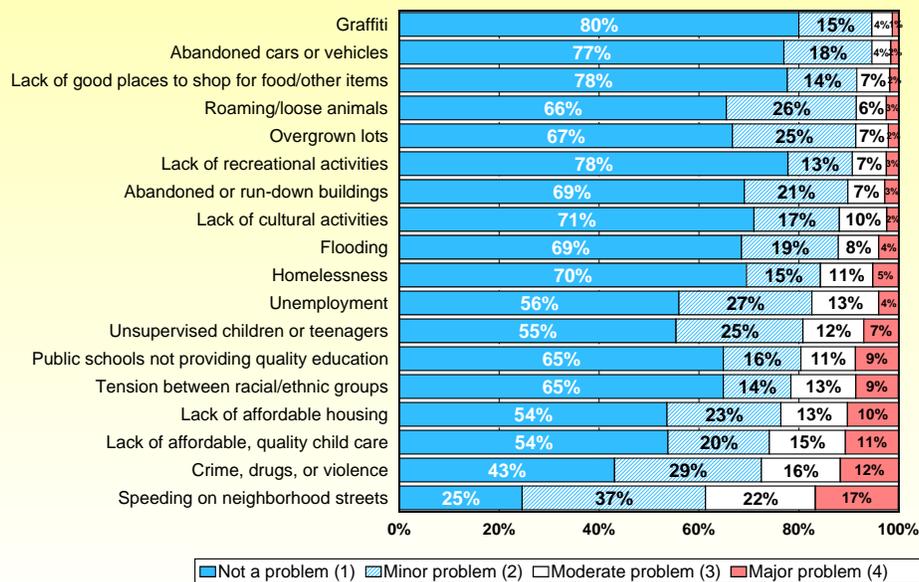
by percentage of respondents (excluding not provided)



Source: ETC Institute (2015)

Q21. Residents' Perceptions of Neighborhood Problems

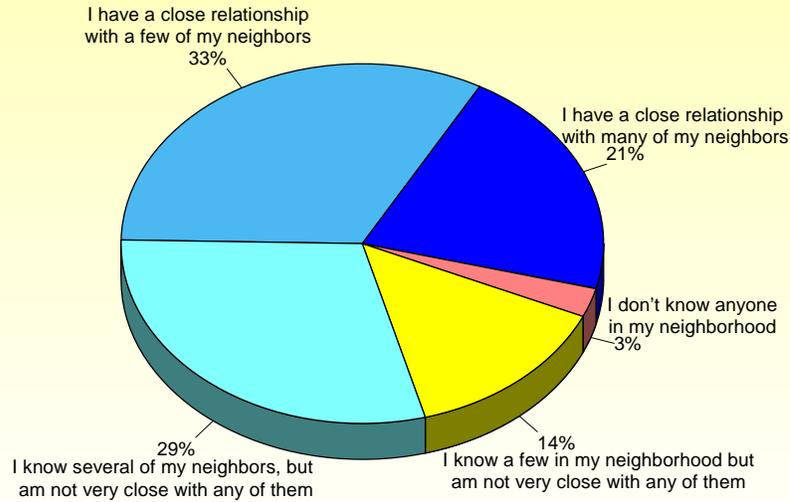
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q22. Which ONE of the following best describes your relationship with your neighbors?

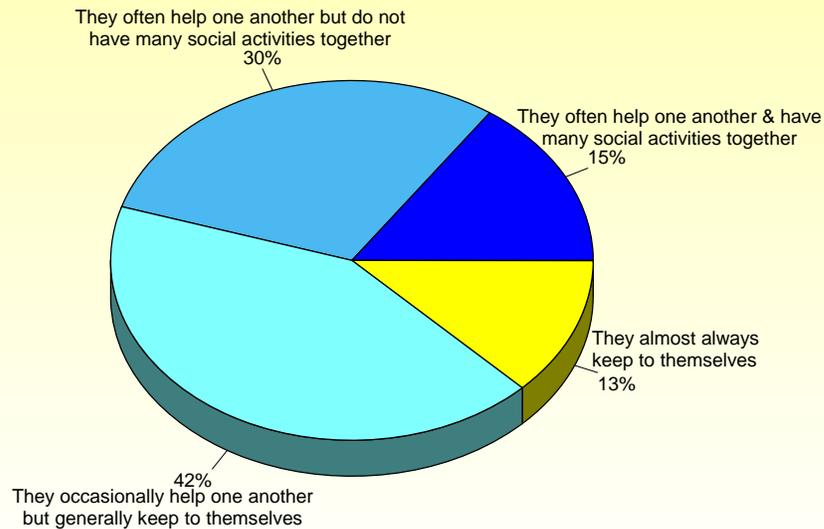
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q23. Which ONE of the following best describes how people in your neighborhood interact with one another?

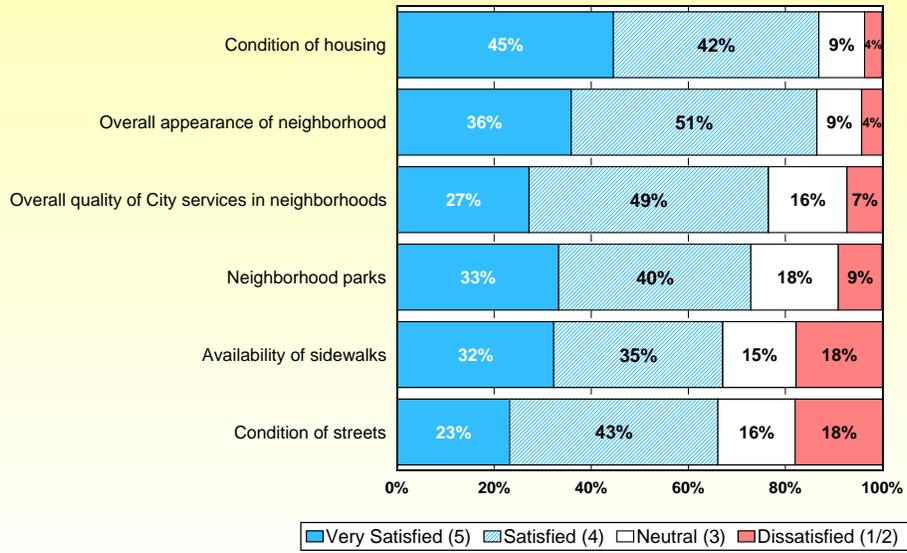
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q24. Satisfaction with Neighborhoods

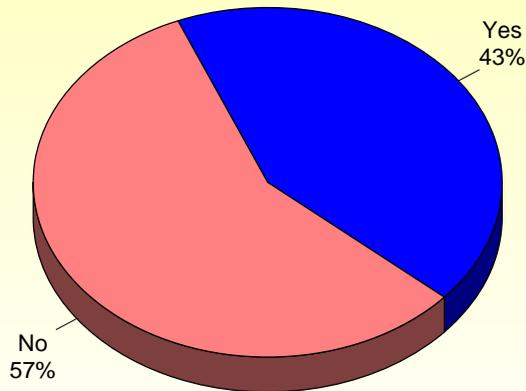
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

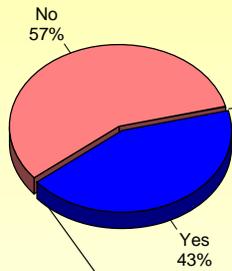
by percentage of respondents



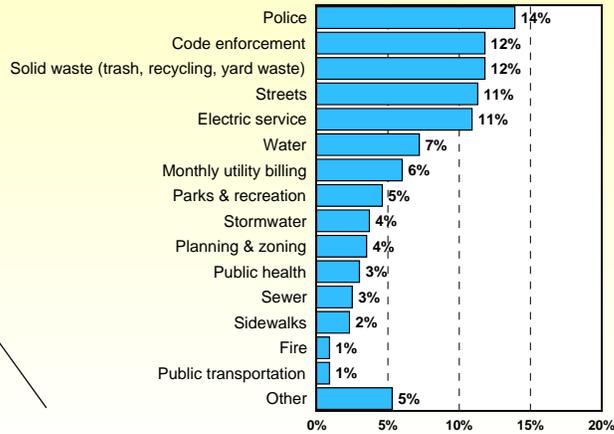
Source: ETC Institute (2015)

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents



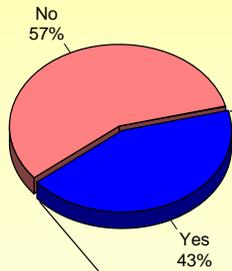
Q25-2. For which service did you contact the City most recently?



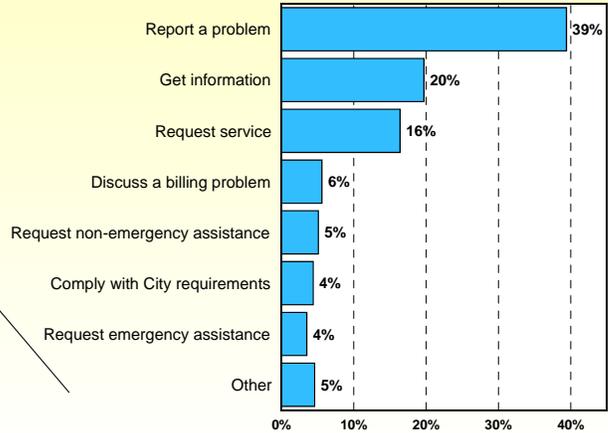
Source: ETC Institute (2015)

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents



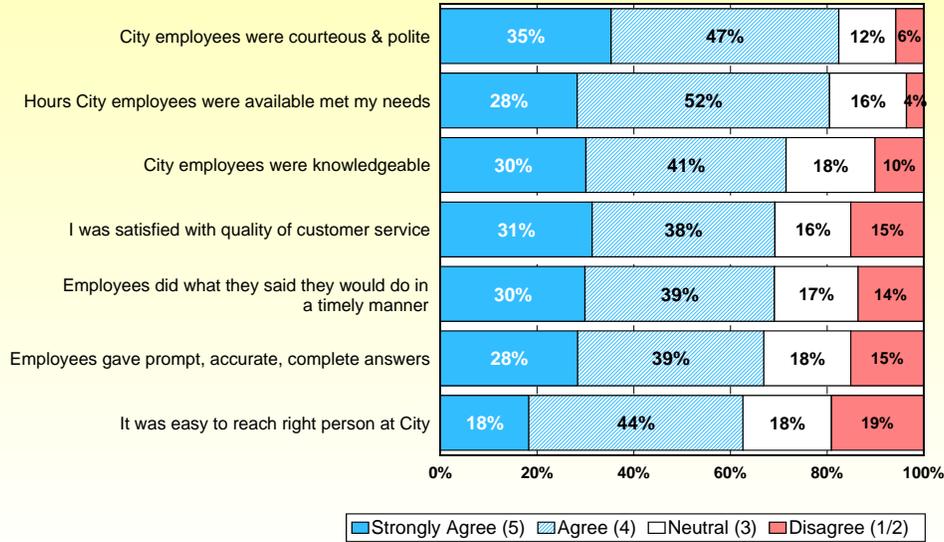
Q25-3. Why did you contact the City about this service?



Source: ETC Institute (2015)

Q25-4. Level of Agreement with Statements About the Quality of Customer Service Received from City Employees

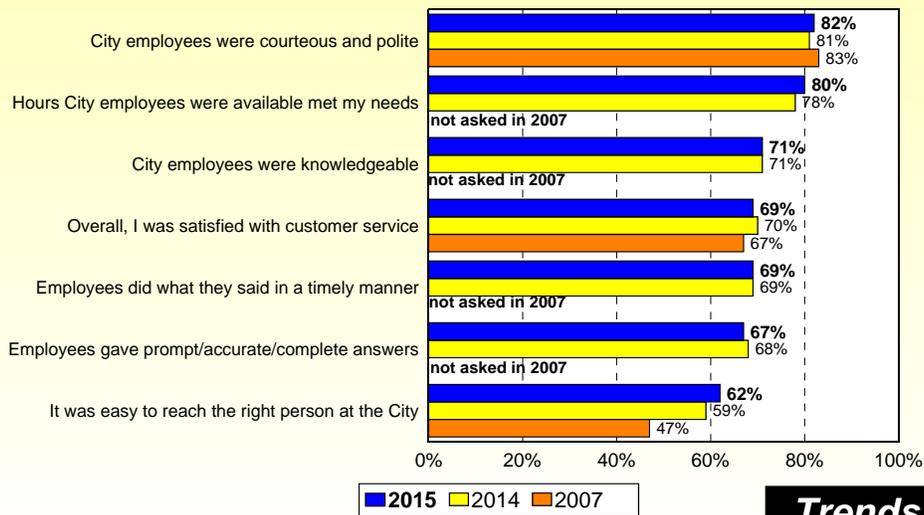
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Level of Agreement with Statements About the Quality of Customer Service Received from City Employees 2007 to 2015

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

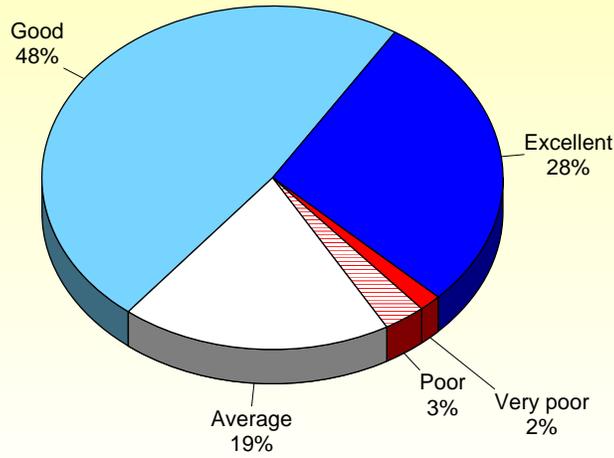


Source: ETC Institute (2015)



Q26. Ratings of Service Provided by the City's Utility Billing Office

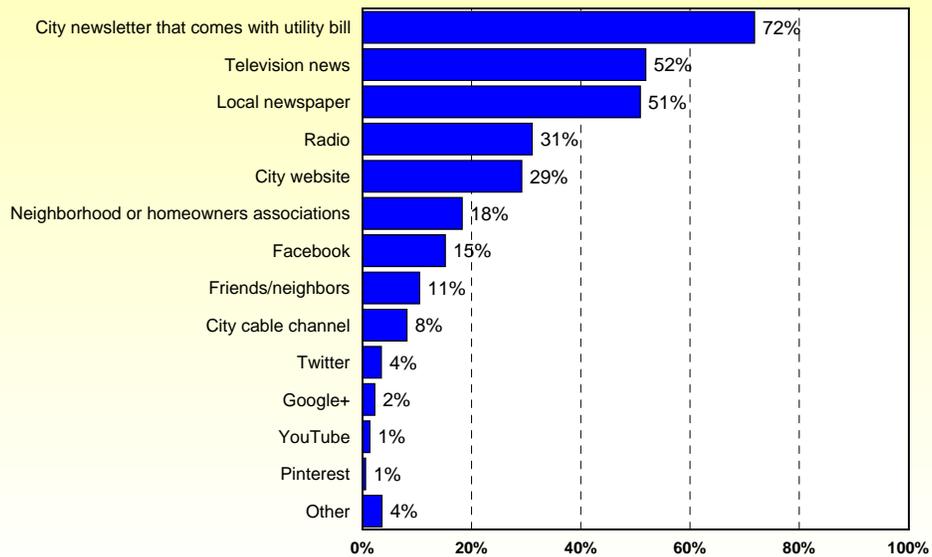
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q27. Sources Where Residents Would Like to Receive Information About City Issues, Services and Events

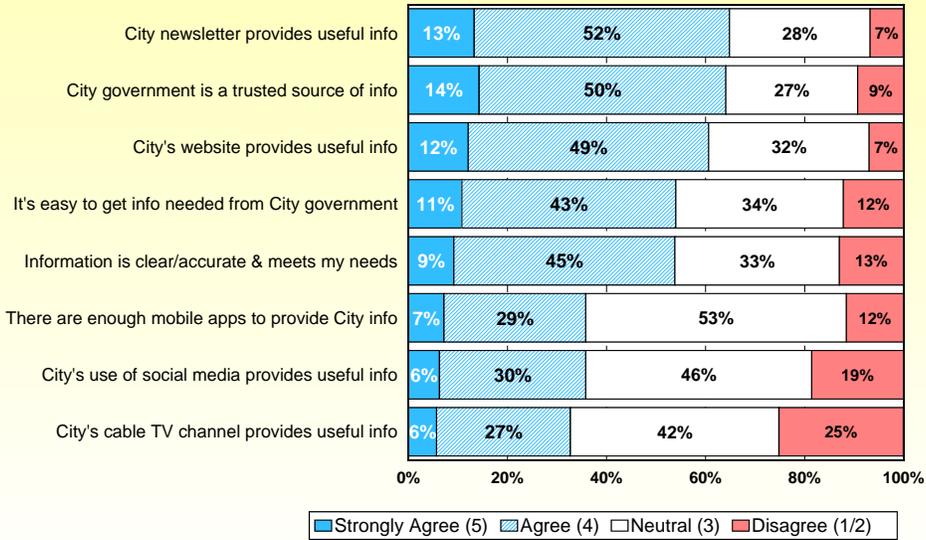
by percentage of respondents (multiple choices allowed)



Source: ETC Institute (2015)

Q28. Level of Agreement with Statements About Communication

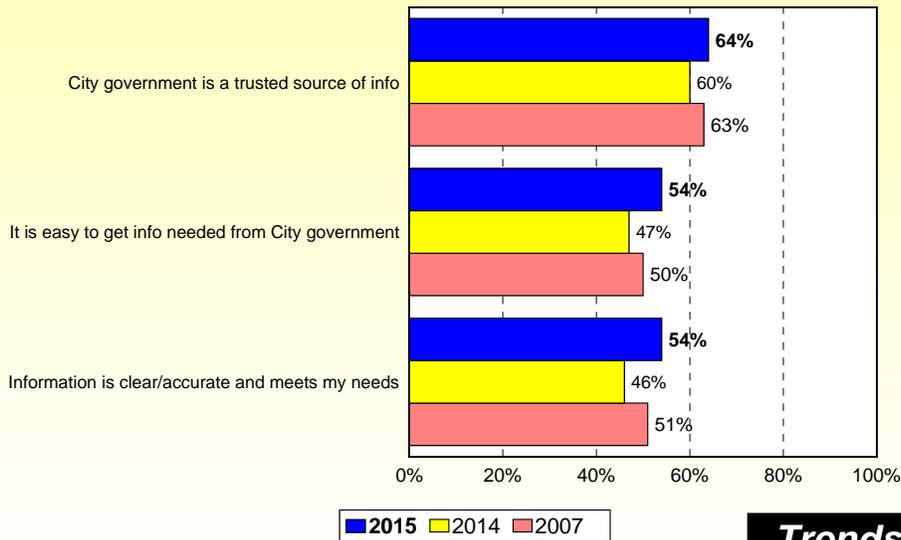
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

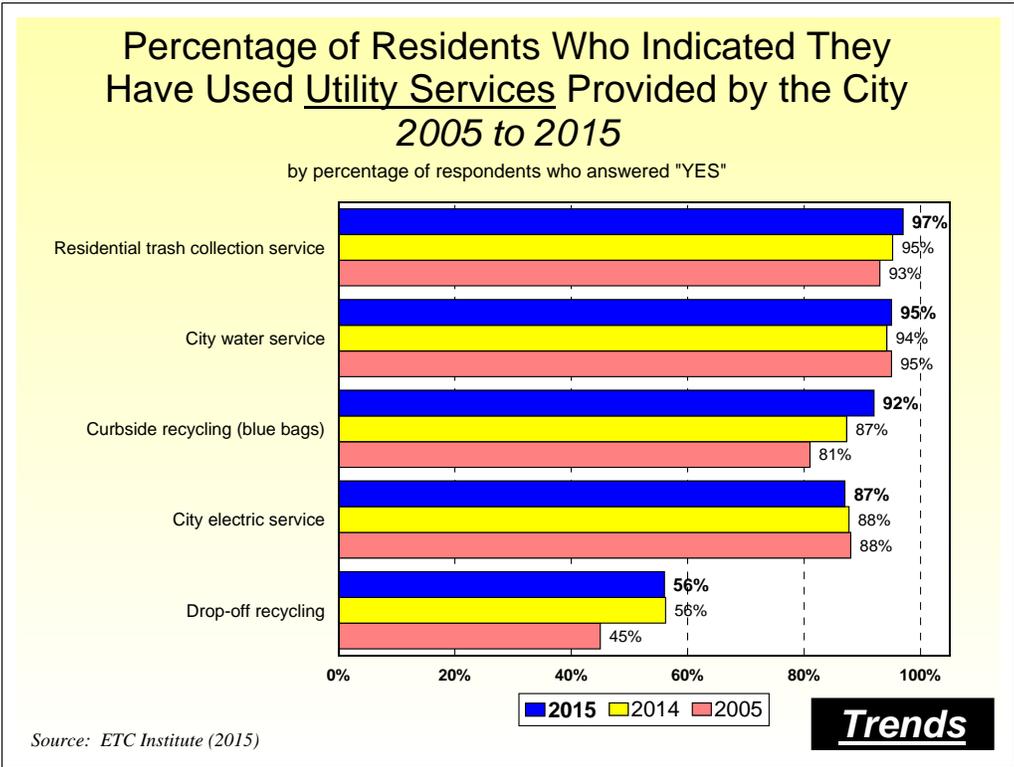
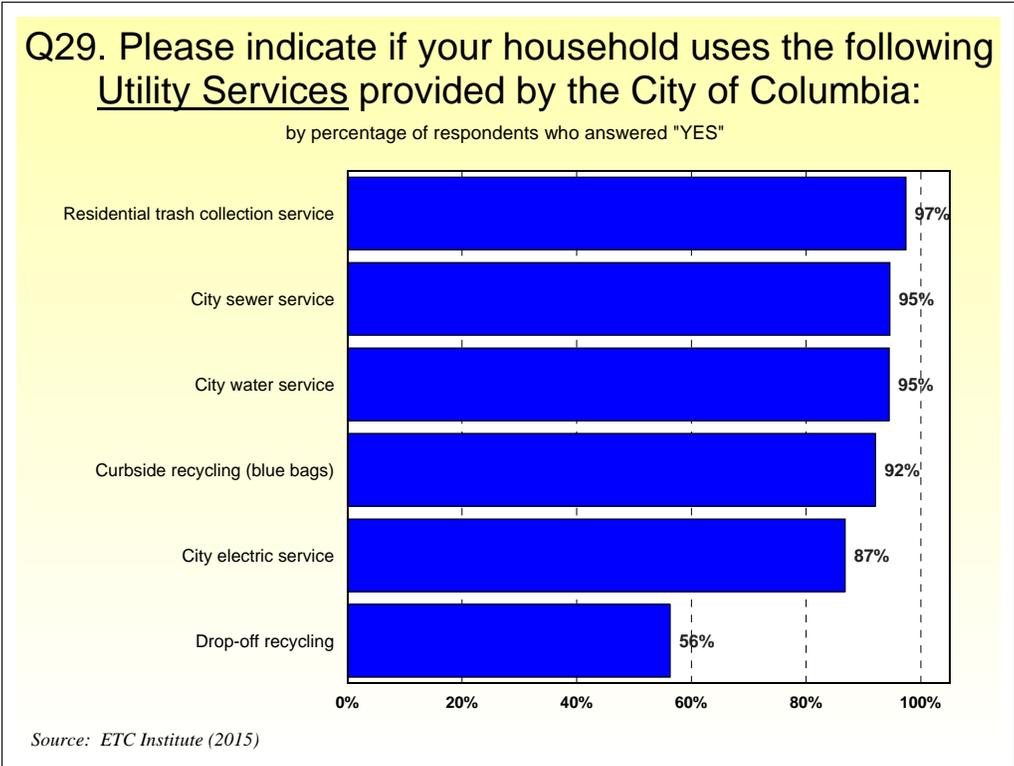
Agreement with Statements About Communication 2007 to 2015

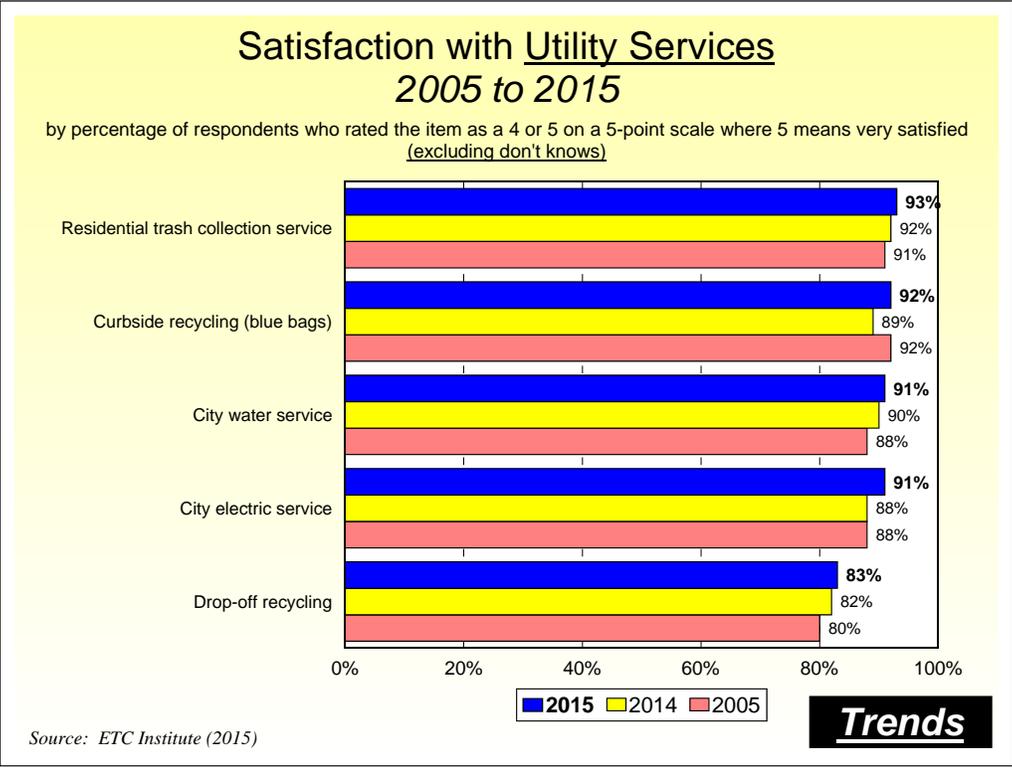
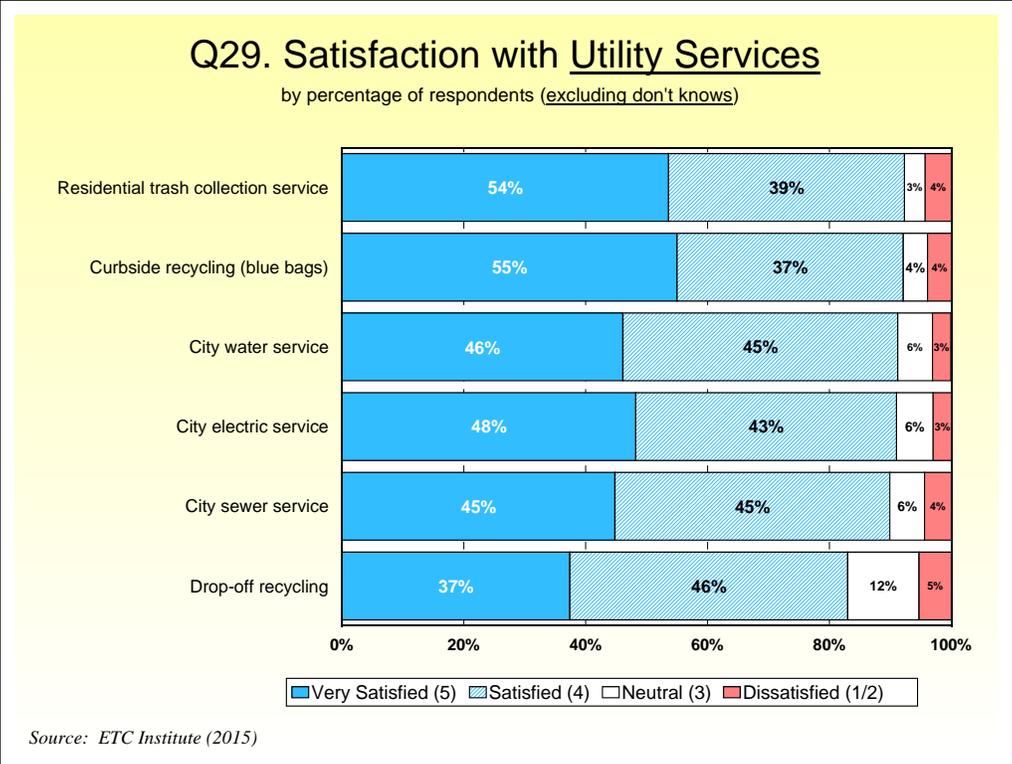
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means strongly agree (excluding don't knows)



Source: ETC Institute (2015)

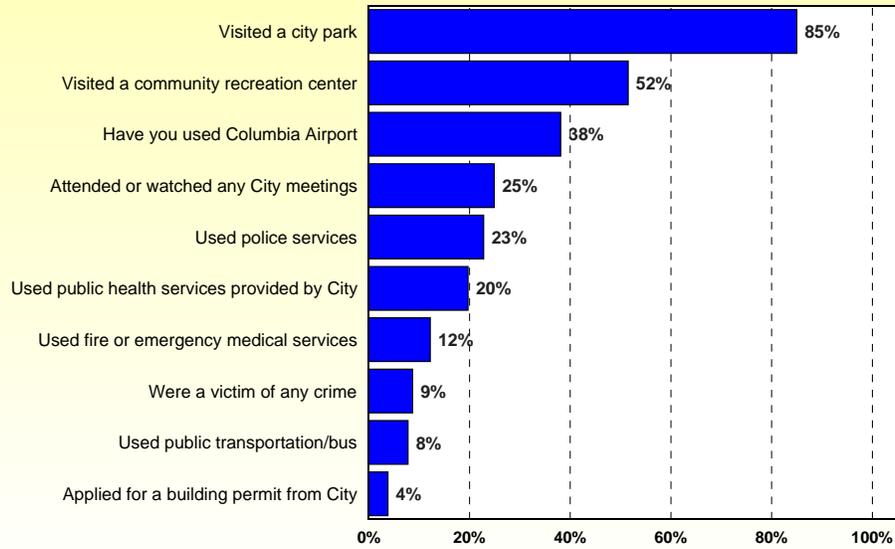






Q30. Please indicate if you've done any of the following during the past year in the City of Columbia:

by percentage of respondents who answered "YES"



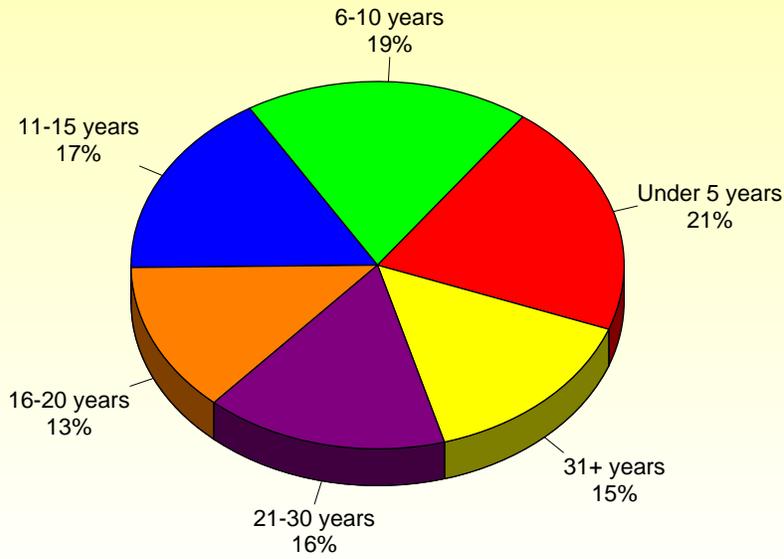
Source: ETC Institute (2015)

Demographics

Source: ETC Institute (2015)

Q31. Number of Years Lived in Columbia

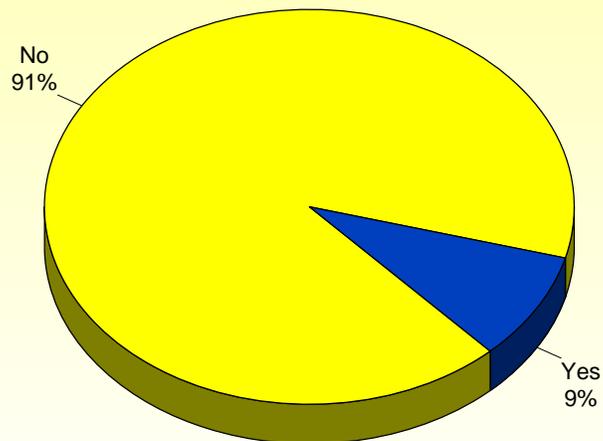
by percentage of respondents



Source: ETC Institute (2015)

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

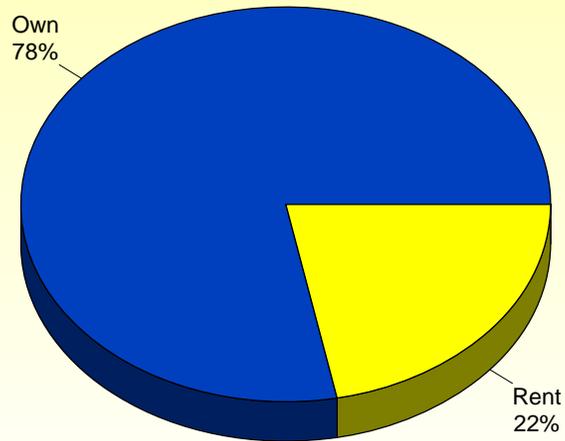
by percentage of respondents



Source: ETC Institute (2015)

Q33. Do you own or rent your current residence?

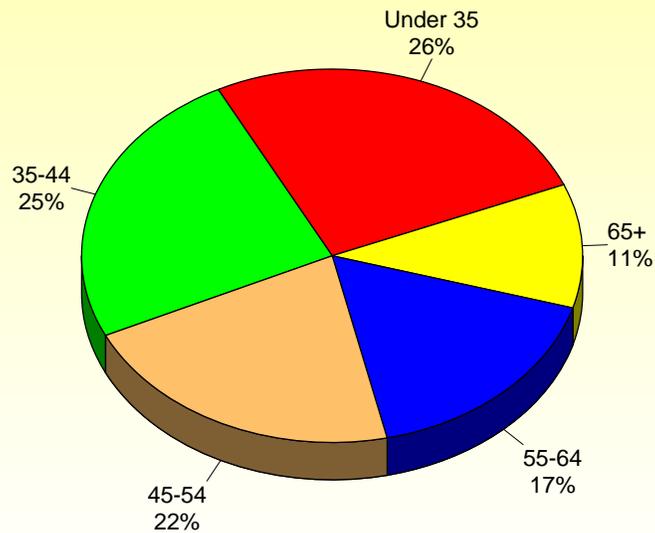
by percentage of respondents



Source: ETC Institute (2015)

Q34. Age of Survey Respondents

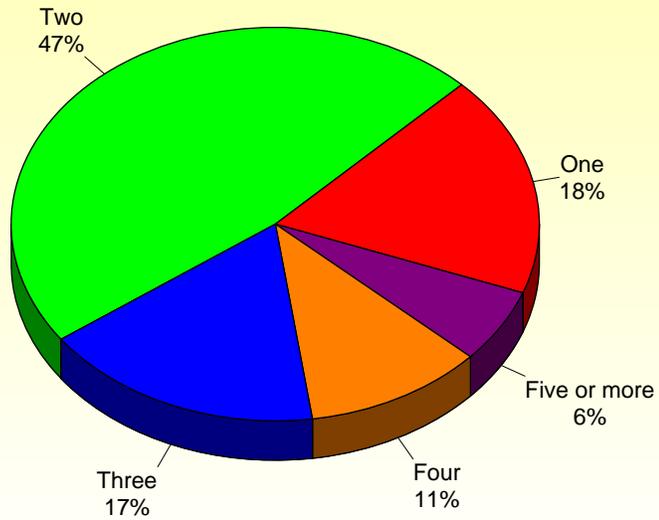
by percentage of respondents



Source: ETC Institute (2015)

Q35. Number of Residents in Household

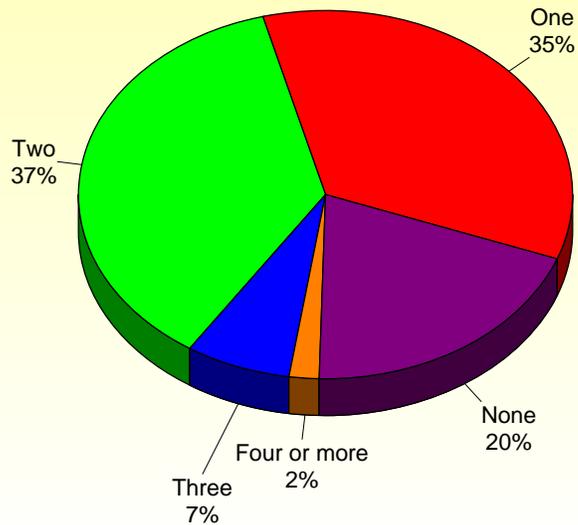
by percentage of respondents



Source: ETC Institute (2015)

Q36. Number of Employed Residents in Household

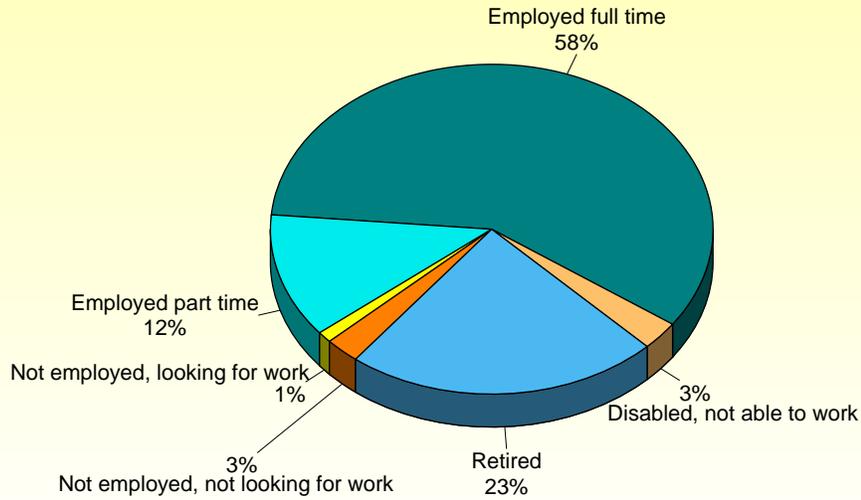
by percentage of respondents



Source: ETC Institute (2015)

Q37. Which of the following best describes your employment status?

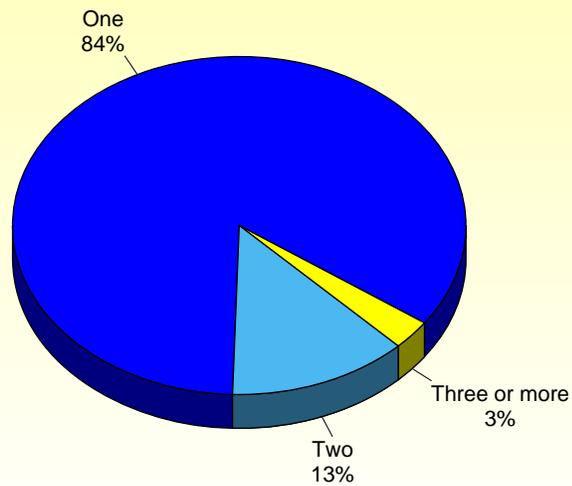
by percentage of respondents (excluding not provided)



Source: ETC Institute (2015)

Q37-2. If you are employed, how many paying jobs do you have?

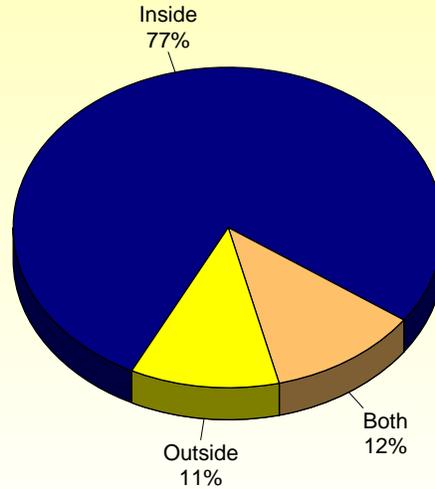
by percentage of respondents who are employed (excluding not provided)



Source: ETC Institute (2015)

Q37-3. If you are employed, do you work inside or outside the City limits of Columbia?

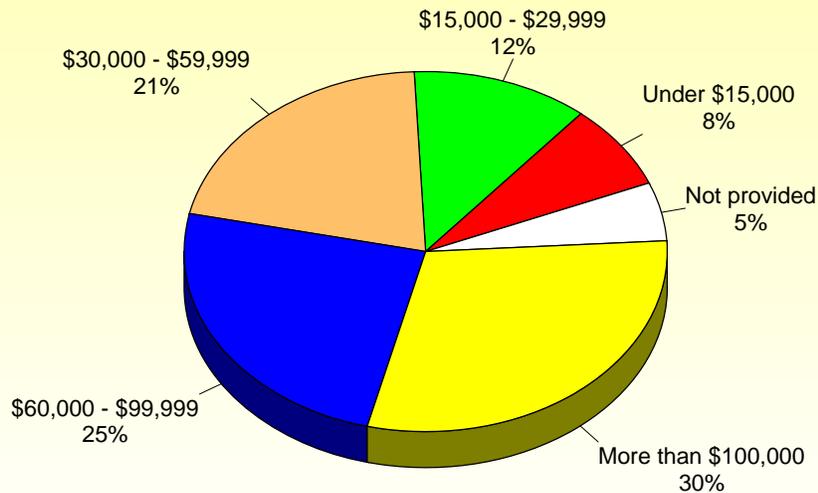
by percentage of respondents who are employed (excluding don't knows)



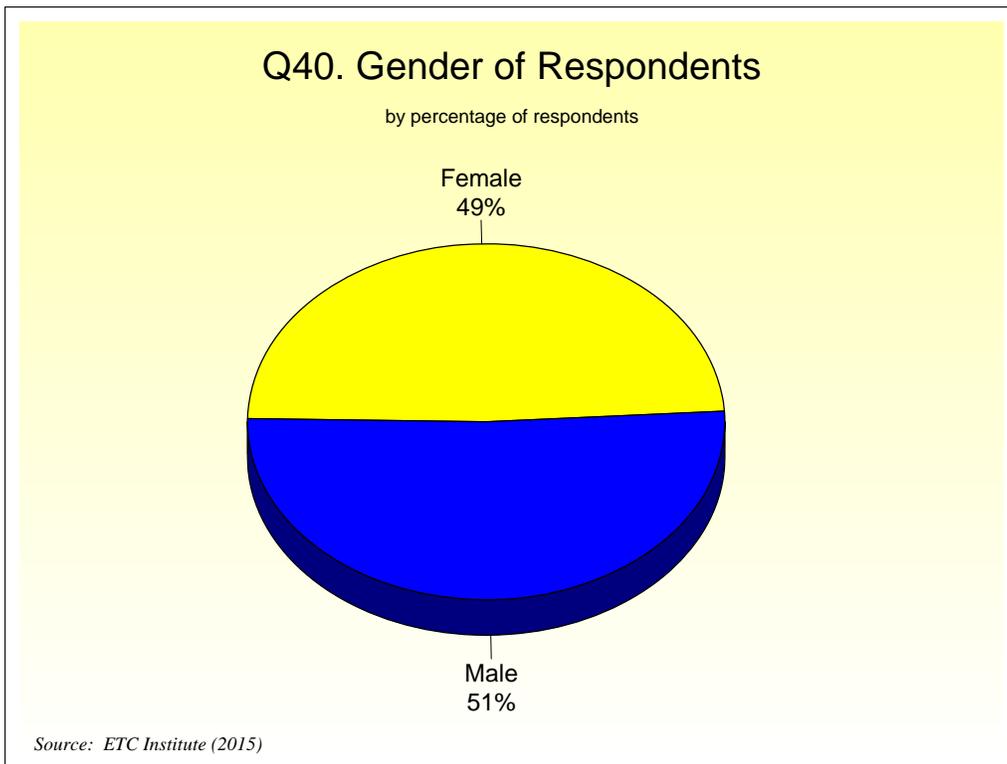
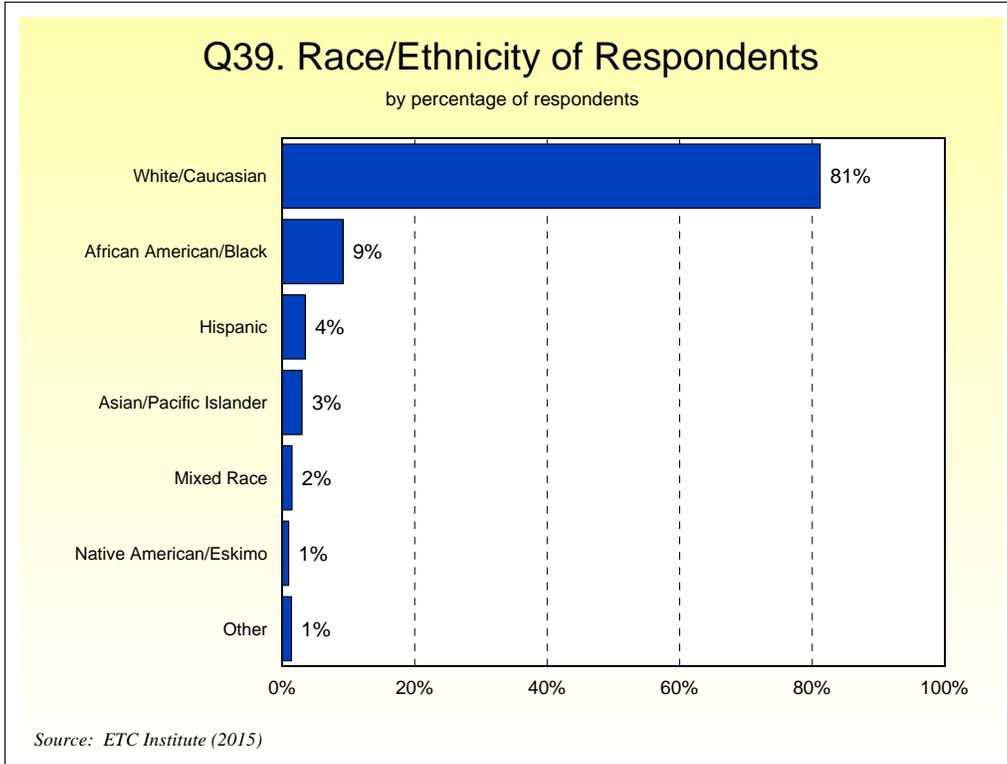
Source: ETC Institute (2015)

Q38. Total Annual Household Income

by percentage of respondents



Source: ETC Institute (2015)



Section 2: **Benchmarking Data**

DirectionFinder® Survey

Year 2015 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 230 cities and counties in 43 states. This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the Summer of 2015 to a random sample of more than 4,000 residents in the continental United States, (2) a regional survey that was administered by ETC Institute in the Summer of 2015 to a random sample of more than 400 residents in Kansas and Missouri communities and (3) surveys that have been administered by ETC Institute in 33 communities in Kansas and Missouri between January 2012 and October 2015. The Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Coffeyville, Kansas
- Columbia, Missouri
- Creve Coeur, 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
- North Kansas City, Missouri
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

National and Regional Benchmarks. The first set of charts on the following pages show how the overall results for Columbia compare to the national and regional averages based on the results of a 2015 survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

Kansas and Missouri Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 32 communities listed above. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for Kansas and Missouri communities. The actual ratings for Columbia are listed to the right of each chart. The dot on each bar shows how the results for Columbia compare to the other communities in Kansas and Missouri where the *DirectionFinder*® survey has been administered.

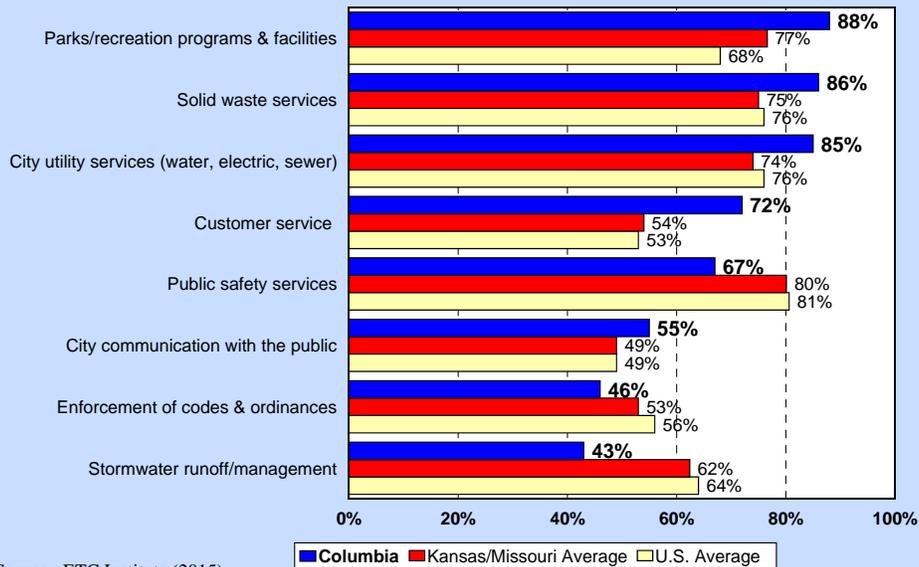
National and Regional Benchmarks

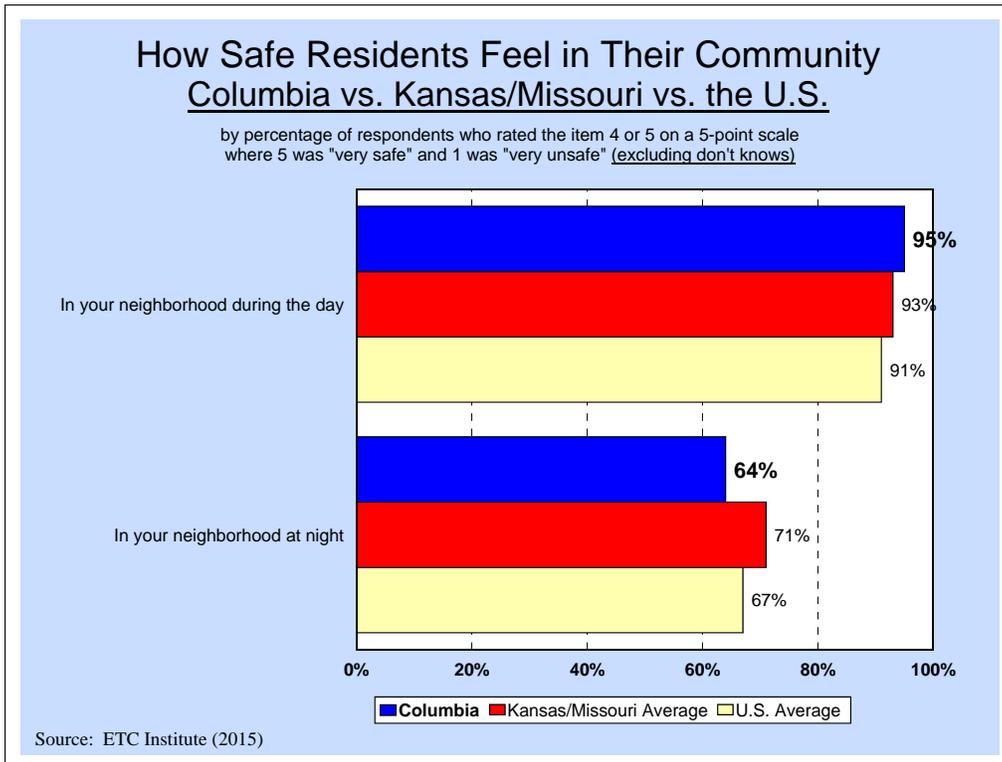
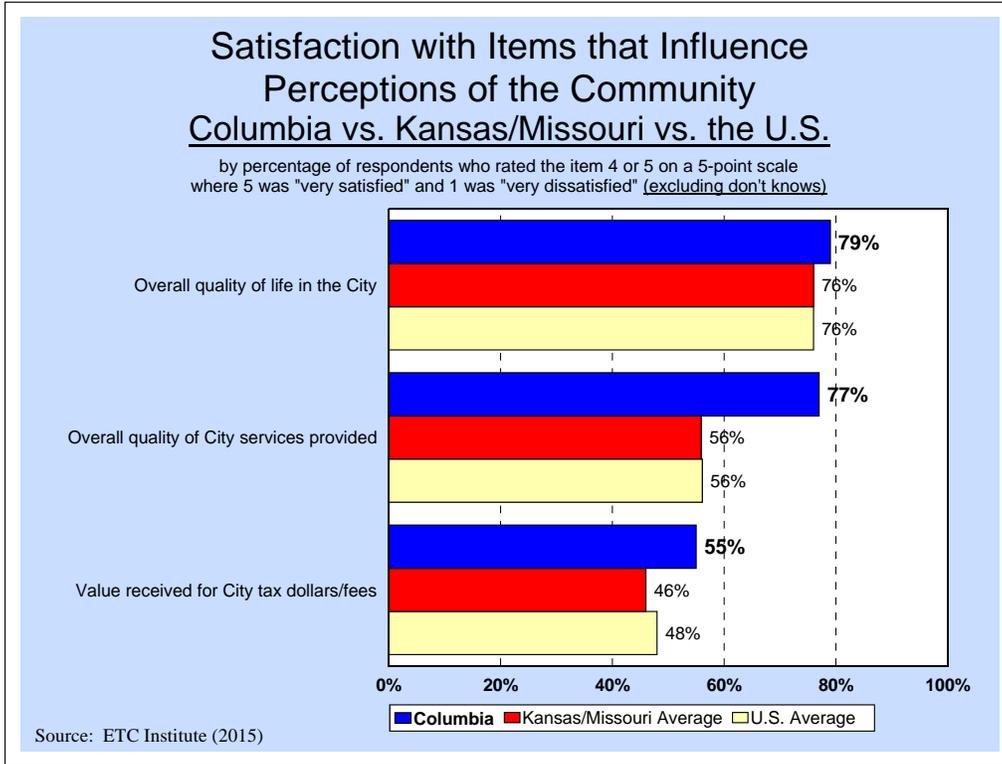
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Columbia is not authorized without written consent from ETC Institute.

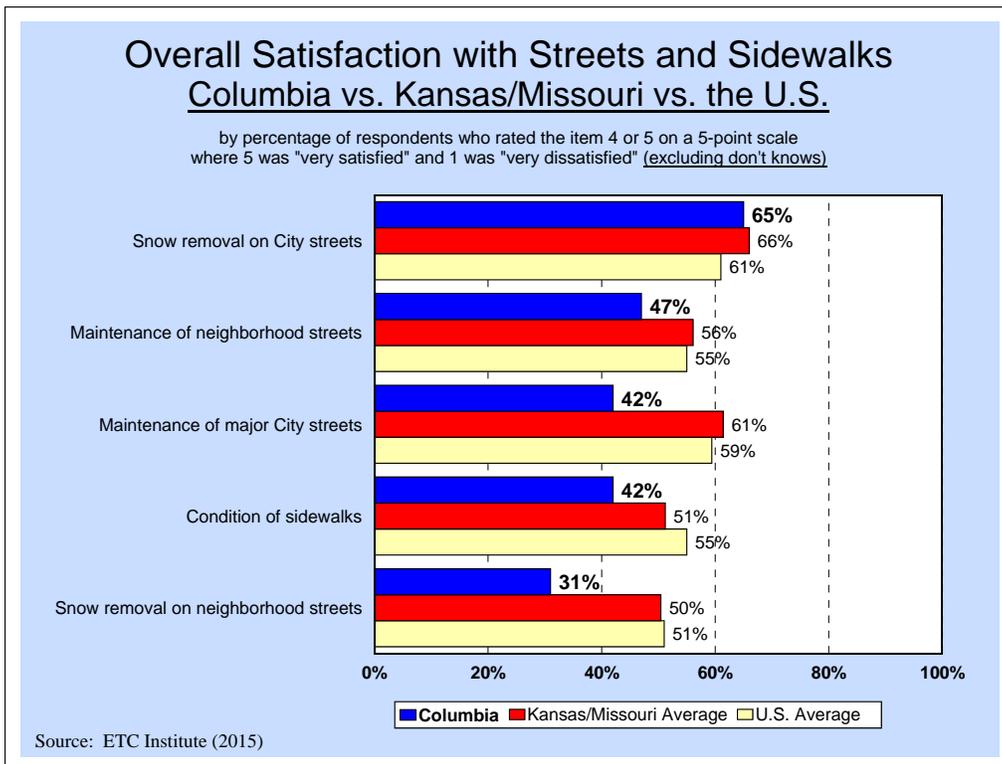
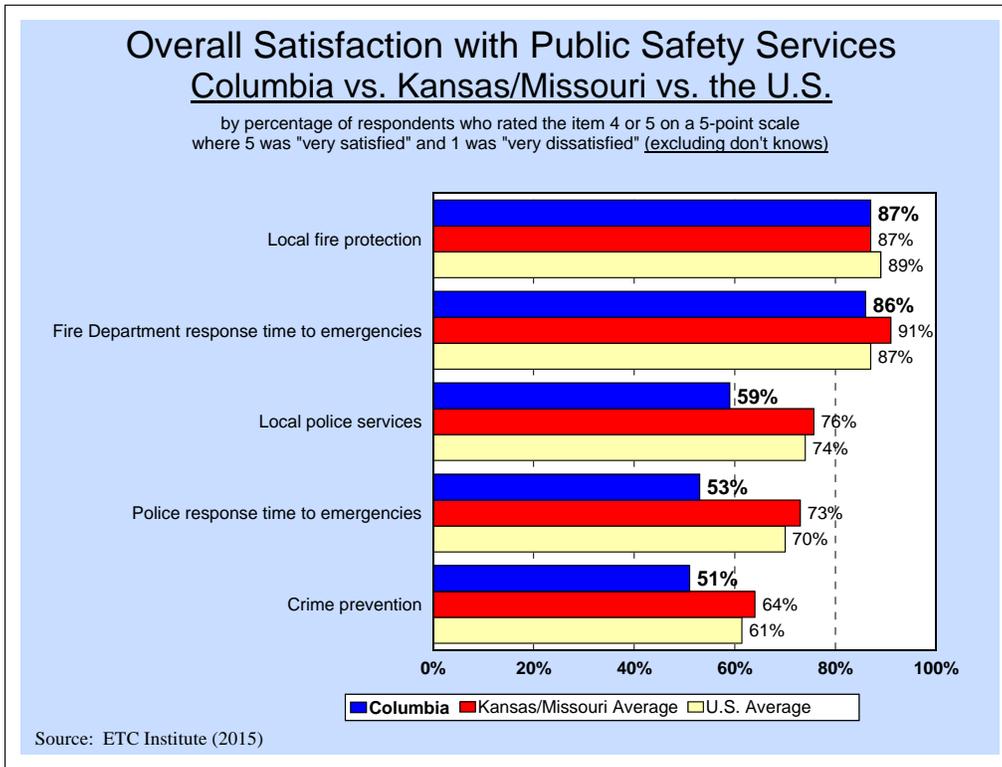
Source: ETC Institute (2015)

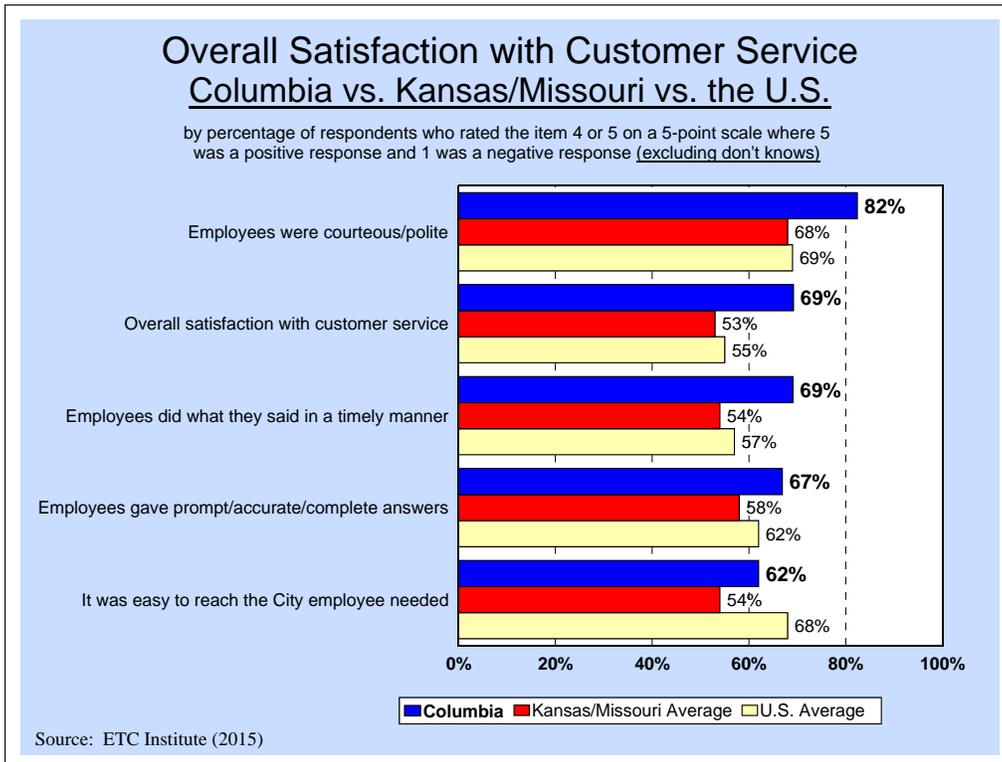
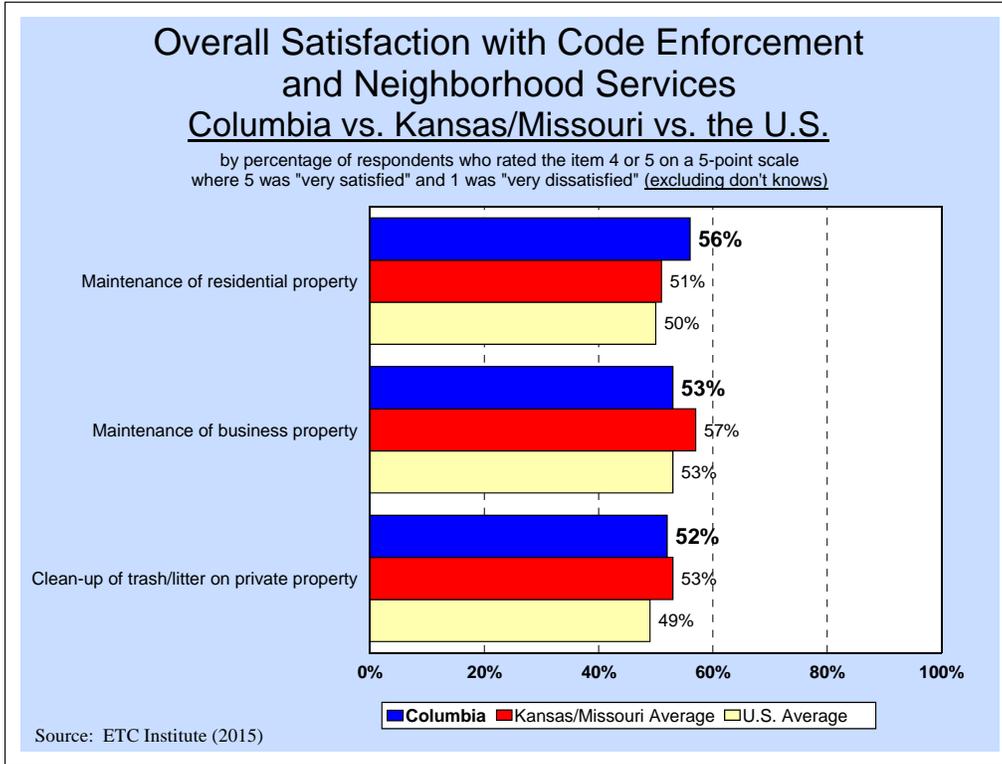
Overall Satisfaction with Major Categories of City Services Columbia vs. Kansas/Missouri vs. the U.S.

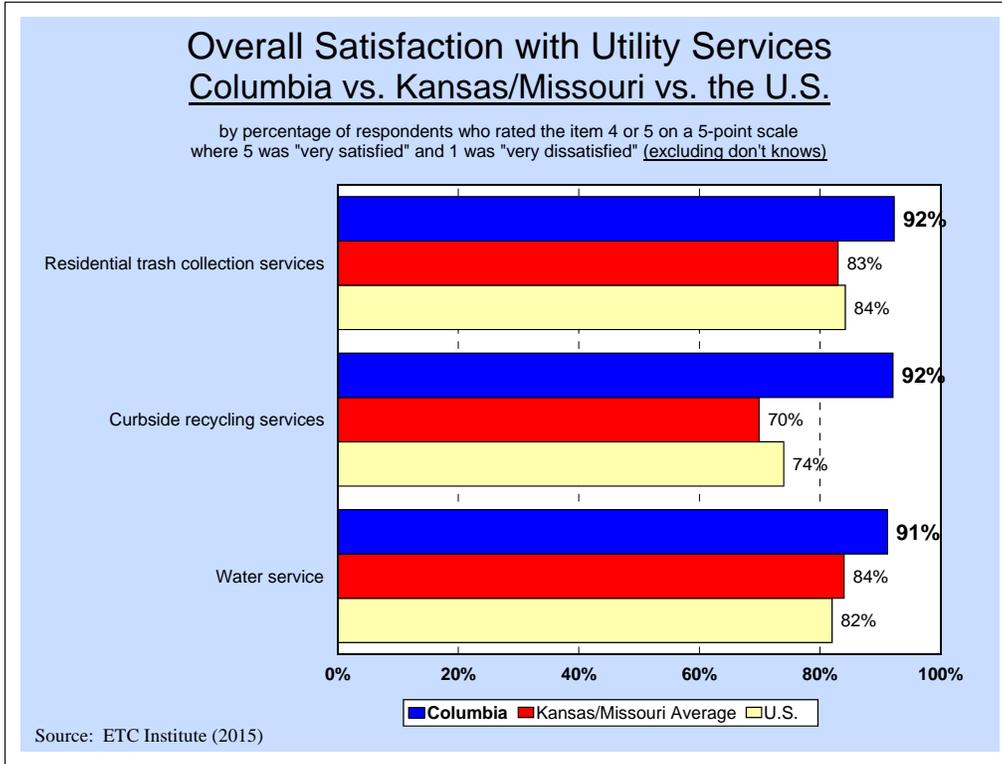
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





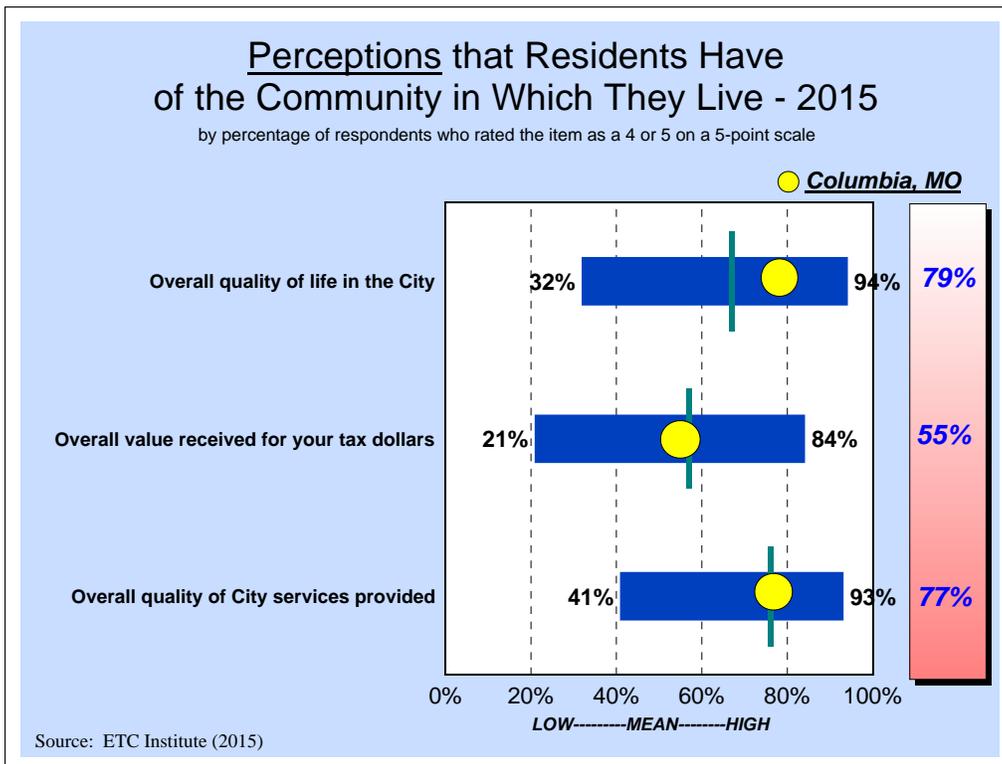
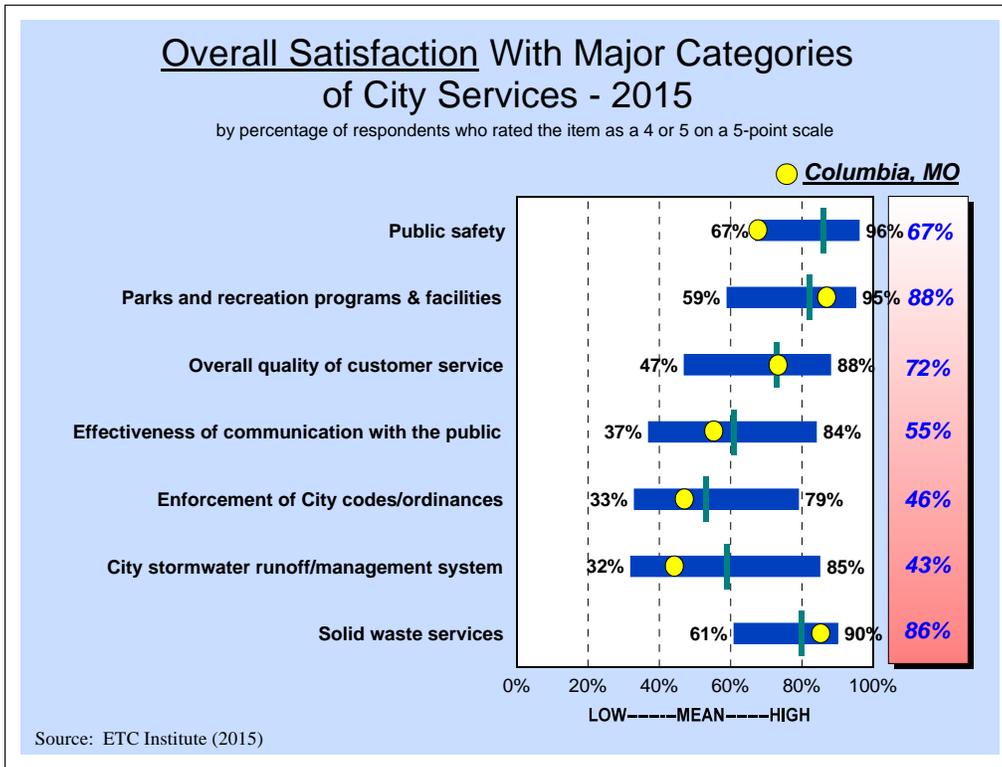


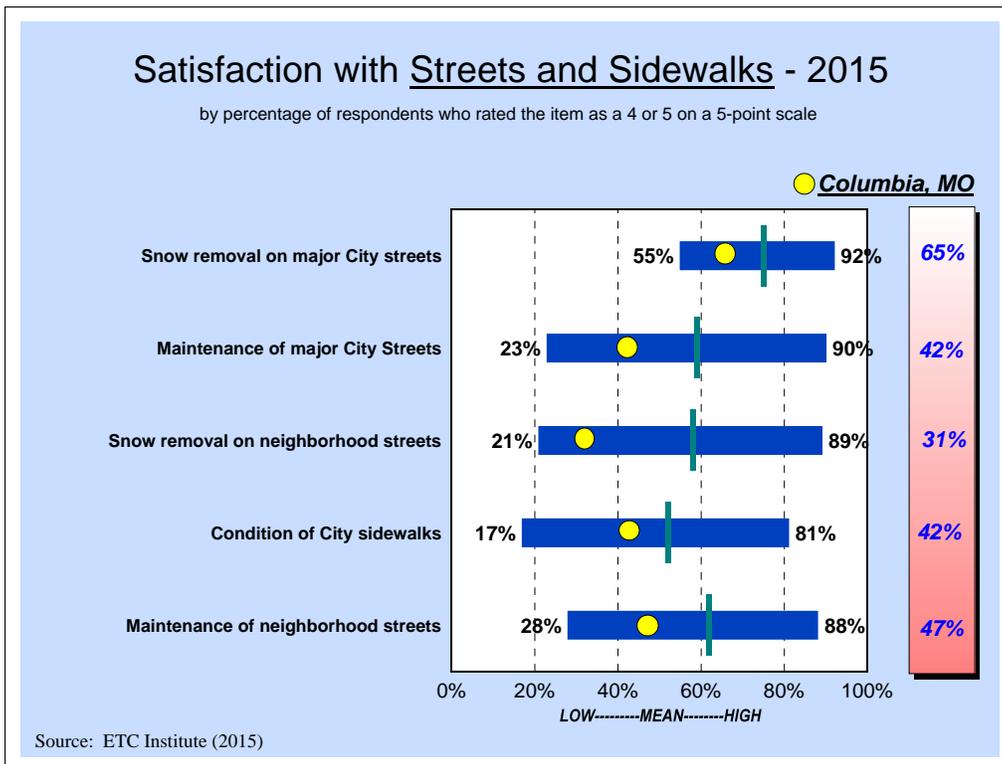
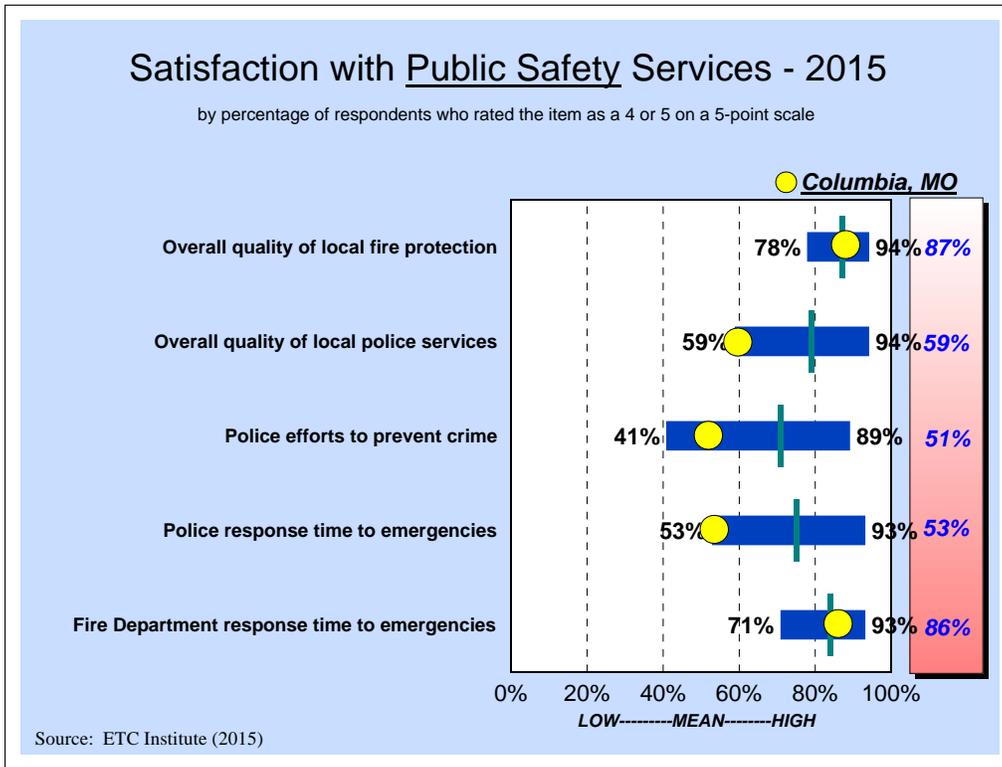


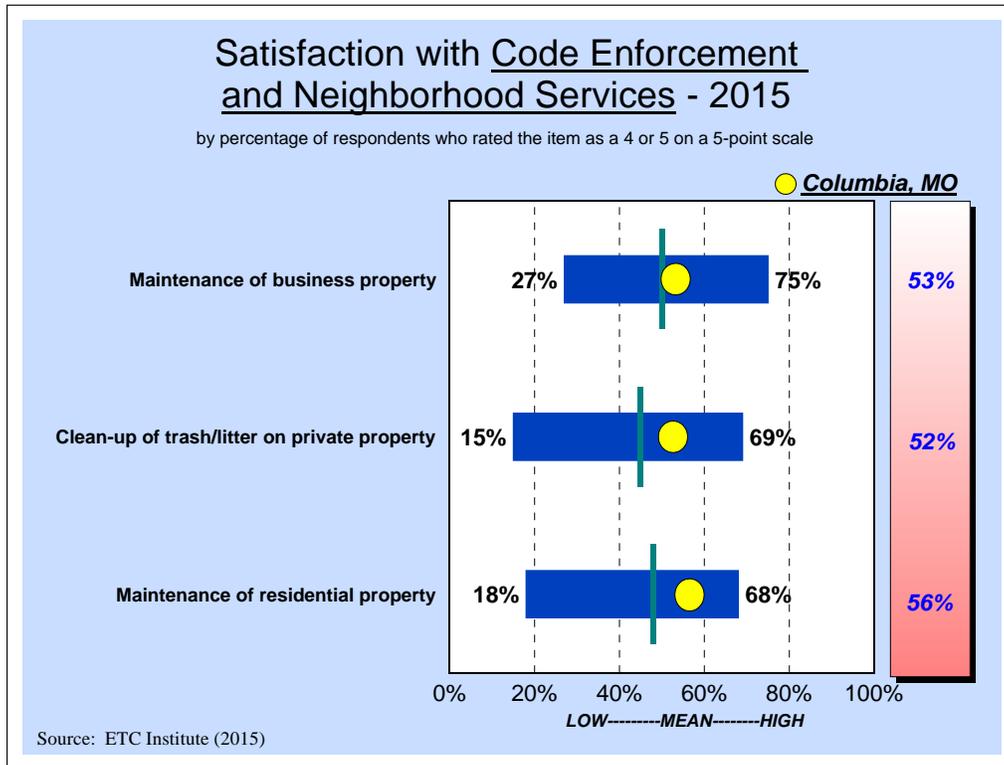


Kansas and Missouri Performance Ranges

Source: ETC Institute (2015)







Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Columbia, Missouri

Overview

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

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

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, third and fourth most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=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. Fifty-nine percent (59%) selected *the condition of City streets* as the most important service for the City to provide.

With regard to satisfaction, 32% of the residents surveyed rated the city's overall performance in *the condition of City streets* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for *the condition of City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 59% was multiplied by 68% (1-0.32). This calculation yielded an I-S rating of 0.4032, which was ranked first out of twelve 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 pages.

Importance-Satisfaction Rating City of Columbia, Missouri Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Condition of City streets	59%	3	32%	12	0.4032	1
Public safety services provided by the City	85%	1	67%	5	0.2808	2
<u>Medium Priority (IS <.10)</u>						
City water, electric, and sewer services	64%	2	85%	3	0.0960	3
The City's runoff/stormwater management system	16%	7	43%	9	0.0929	4
Public health services provided by the City	23%	6	65%	6	0.0812	5
Enforcement of City codes and ordinances	15%	8	46%	8	0.0788	6
Public transit services (bus)	11%	9	39%	10	0.0689	7
Solid waste services (trash, recycling, etc.)	47%	4	86%	2	0.0658	8
Effectiveness of City communication with public	10%	10	55%	7	0.0459	9
Parks and recreation programs and facilities	30%	5	88%	1	0.0358	10
Quality of customer service from City employees	7%	11	72%	4	0.0193	11
Quality of City permitting services for buildings	2%	12	36%	11	0.0147	12

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating						
City of Columbia, Missouri						
Public Safety						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Police efforts to prevent crime	70%	1	51%	5	0.3410	1
How quickly police respond to emergencies	66%	2	53%	4	0.3107	2
<u>High Priority (IS .10 - .20)</u>						
Overall quality of local police services	40%	4	59%	3	0.1656	3
<u>Medium Priority (IS <.10)</u>						
How quickly Fire Dept. responds to emergencies	59%	3	86%	2	0.0825	4
The City's municipal court	12%	6	44%	6	0.0661	5
Overall quality of City fire protection	24%	5	87%	1	0.0313	6

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating						
City of Columbia, Missouri						
<u>Parks and Recreation</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
Quality of City parks	68%	1	91%	1	0.0608	1
Quality of walking/biking trails in the city	51%	2	90%	2	0.0511	2
City pools & aquatic facilities	15%	5	70%	6	0.0462	3
Quality of recreation programs and classes	17%	4	79%	5	0.0347	4
Quality of outdoor athletic fields	17%	3	83%	3	0.0287	5
Availability of info on City parks & rec programs	8%	6	79%	4	0.0164	6

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating						
City of Columbia, Missouri						
<u>Streets and Sidewalks</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
City maint/repair services for major City streets	76%	1	42%	5	0.4402	1
Snow removal on neighborhood streets	32%	4	31%	8	0.2236	2
<u>High Priority (IS .10 - .20)</u>						
Snow removal on major City streets	55%	2	65%	1	0.1932	3
City maint/repair svcs. for neighborhood streets	36%	3	47%	4	0.1913	4
Condition of pavement markings	24%	5	32%	7	0.1646	5
Condition of City sidewalks	22%	6	42%	6	0.1270	6
<u>Medium Priority (IS <.10)</u>						
Availability of sidewalks in the city	15%	7	51%	2	0.0715	7
City street cleaning services	7%	8	48%	3	0.0385	8

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating City of Columbia, Missouri Code Enforcement and Neighborhood Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Clean-up of trash and litter	56%	1	52%	4	0.2702	1
Maintenance of residential property	51%	2	56%	1	0.2244	2
<u>High Priority (IS .10 - .20)</u>						
Enforcement of residential building codes	39%	3	52%	3	0.1877	3
Enforcement of business building codes	35%	5	49%	5	0.1805	4
Maintenance of business property	36%	4	53%	2	0.1683	5
Parking on neighborhood streets	29%	6	46%	6	0.1539	6

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Matrix Analysis

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

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

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

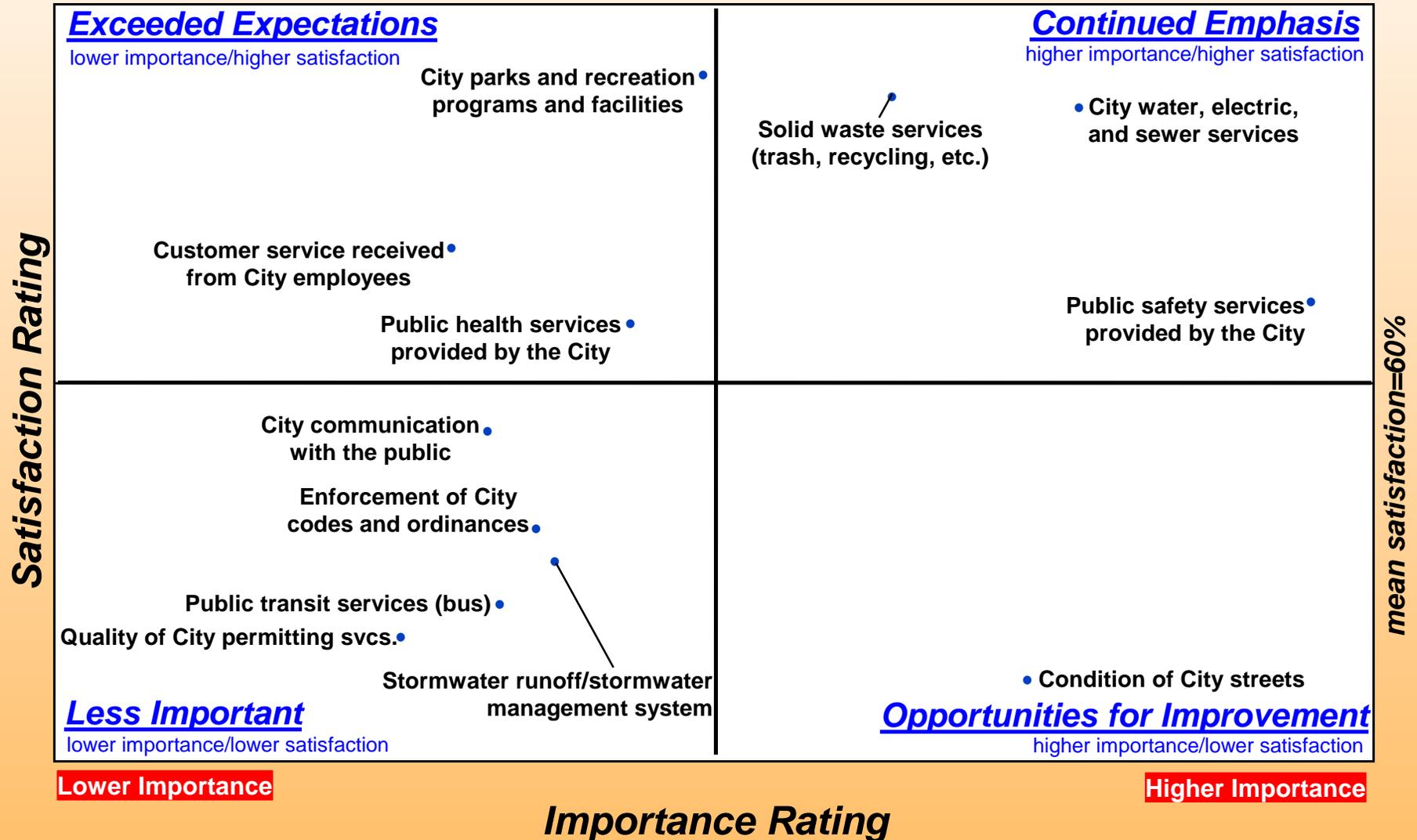
Matrices showing the results for Columbia are provided on the following pages.

2015 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

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

mean importance=31%



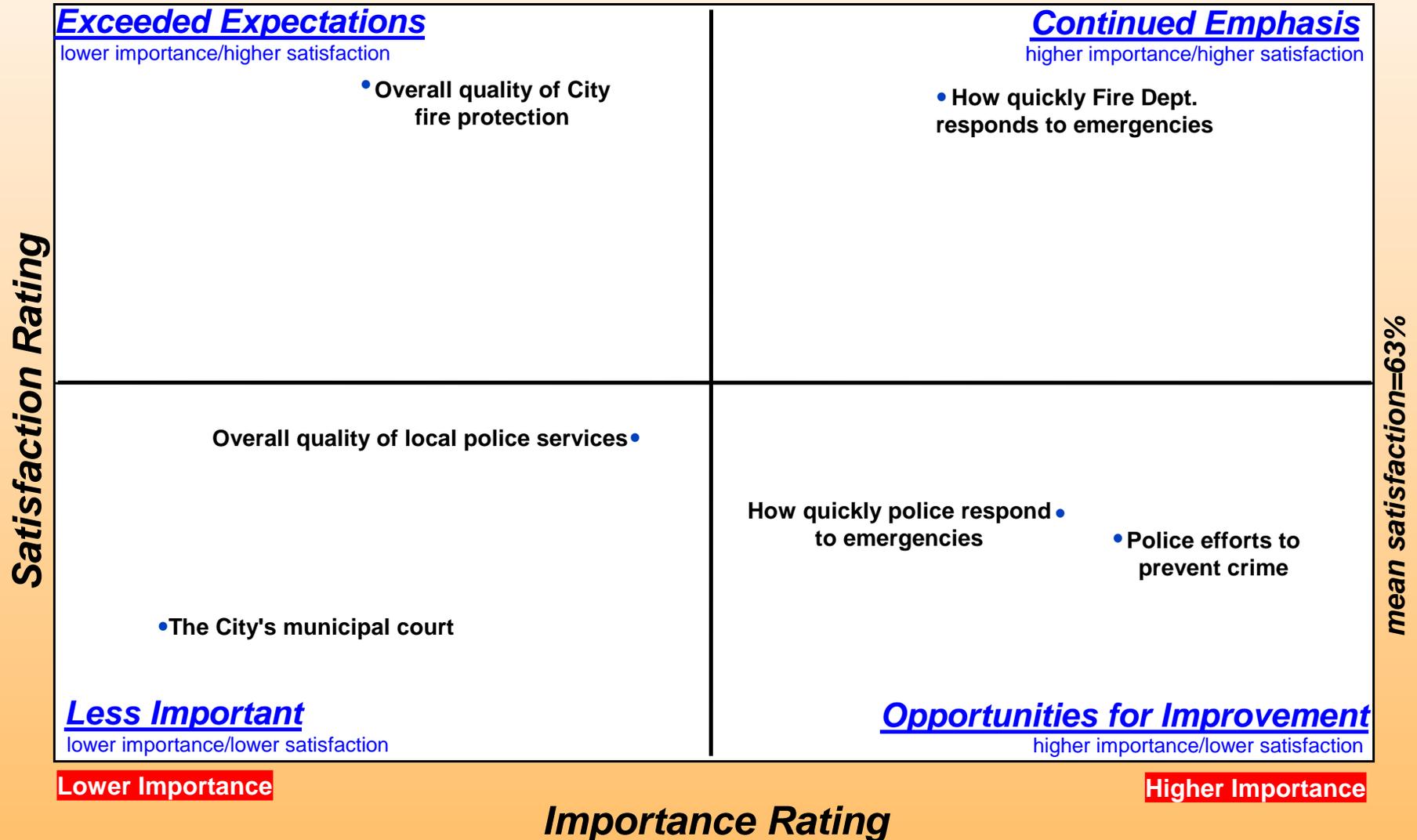
Source: ETC Institute (2015)

2015 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

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

mean importance=45%



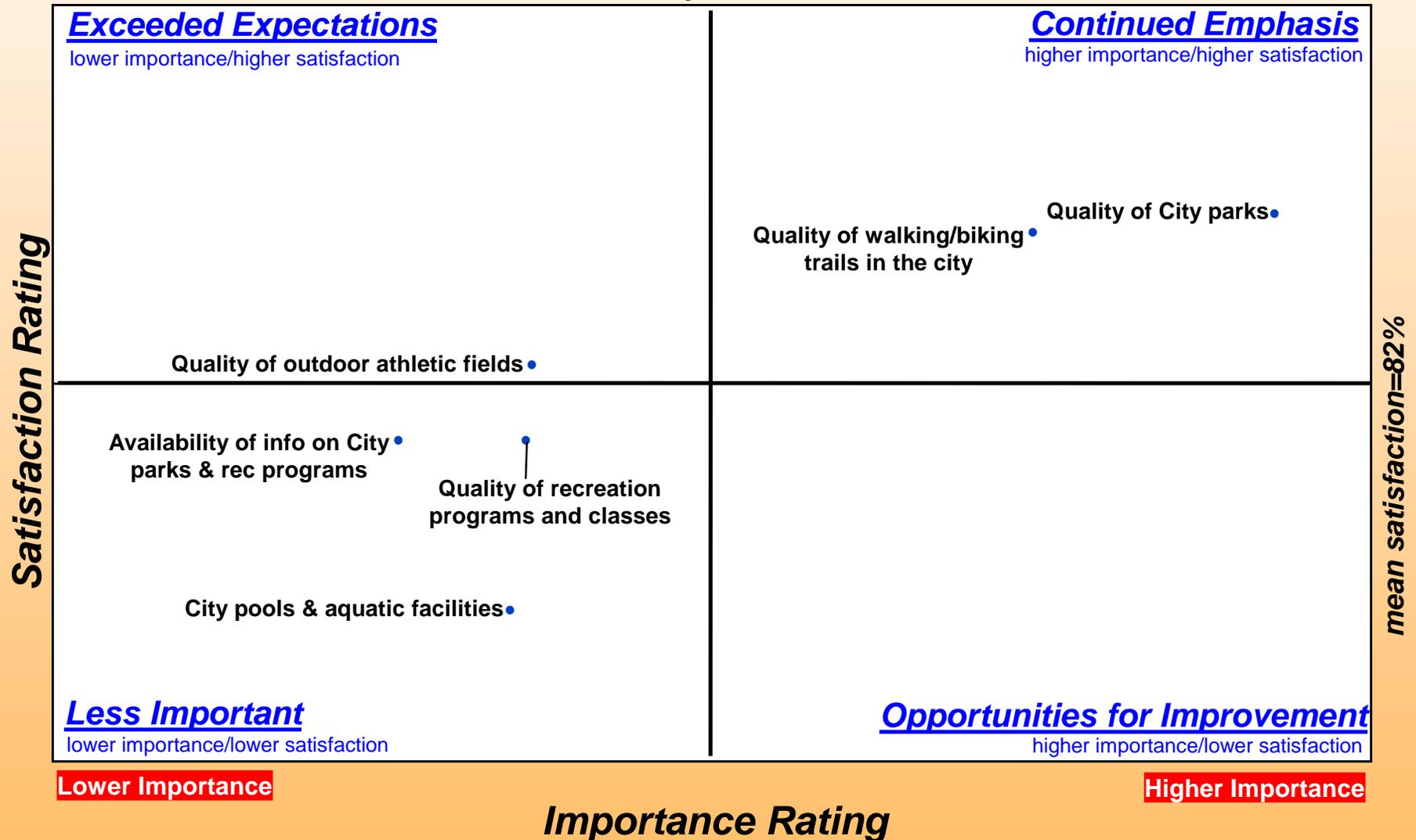
Source: ETC Institute (2015)

2015 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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

mean importance=29%



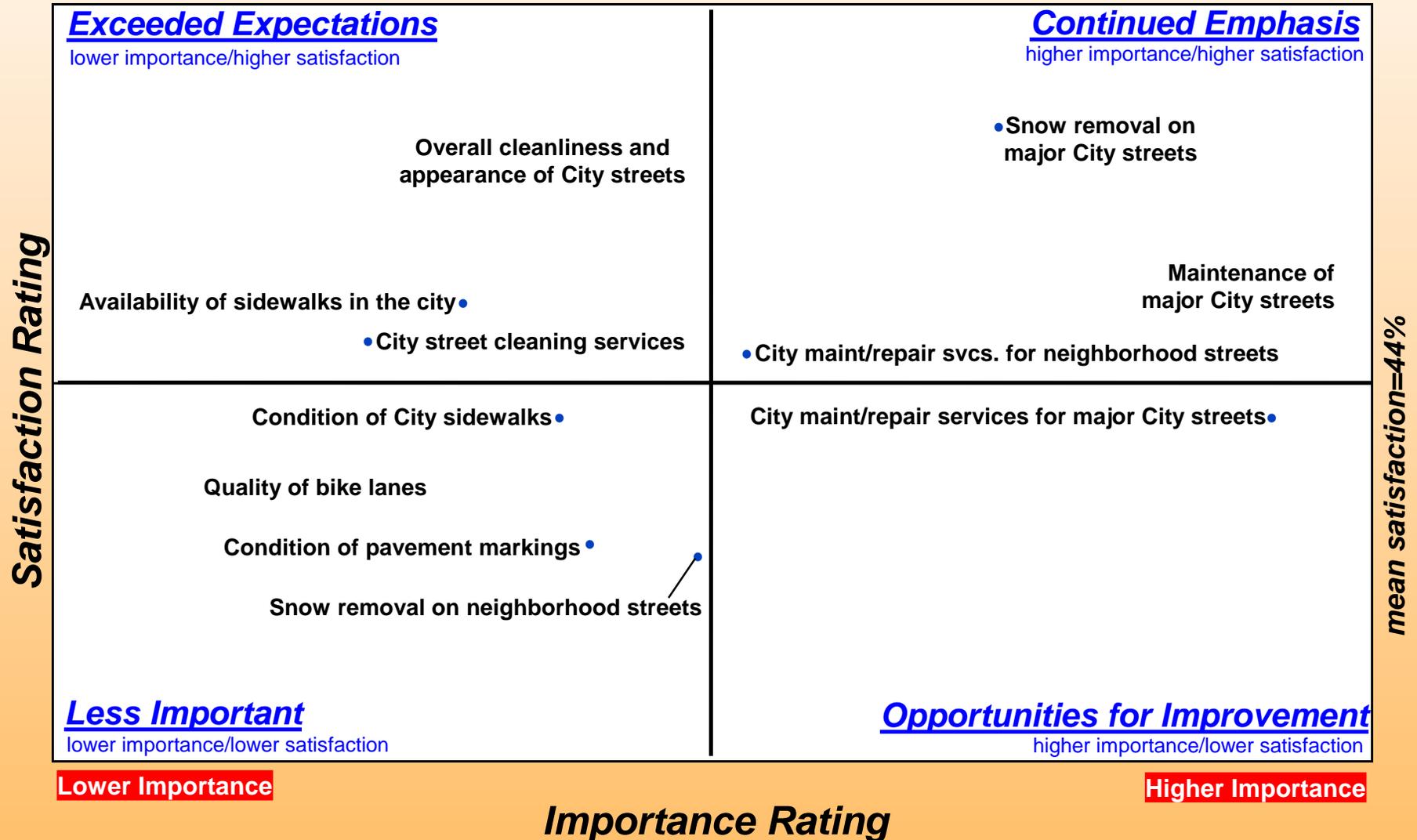
Source: ETC Institute (2015)

2015 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

-Streets and Sidewalks-

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

mean importance=33%



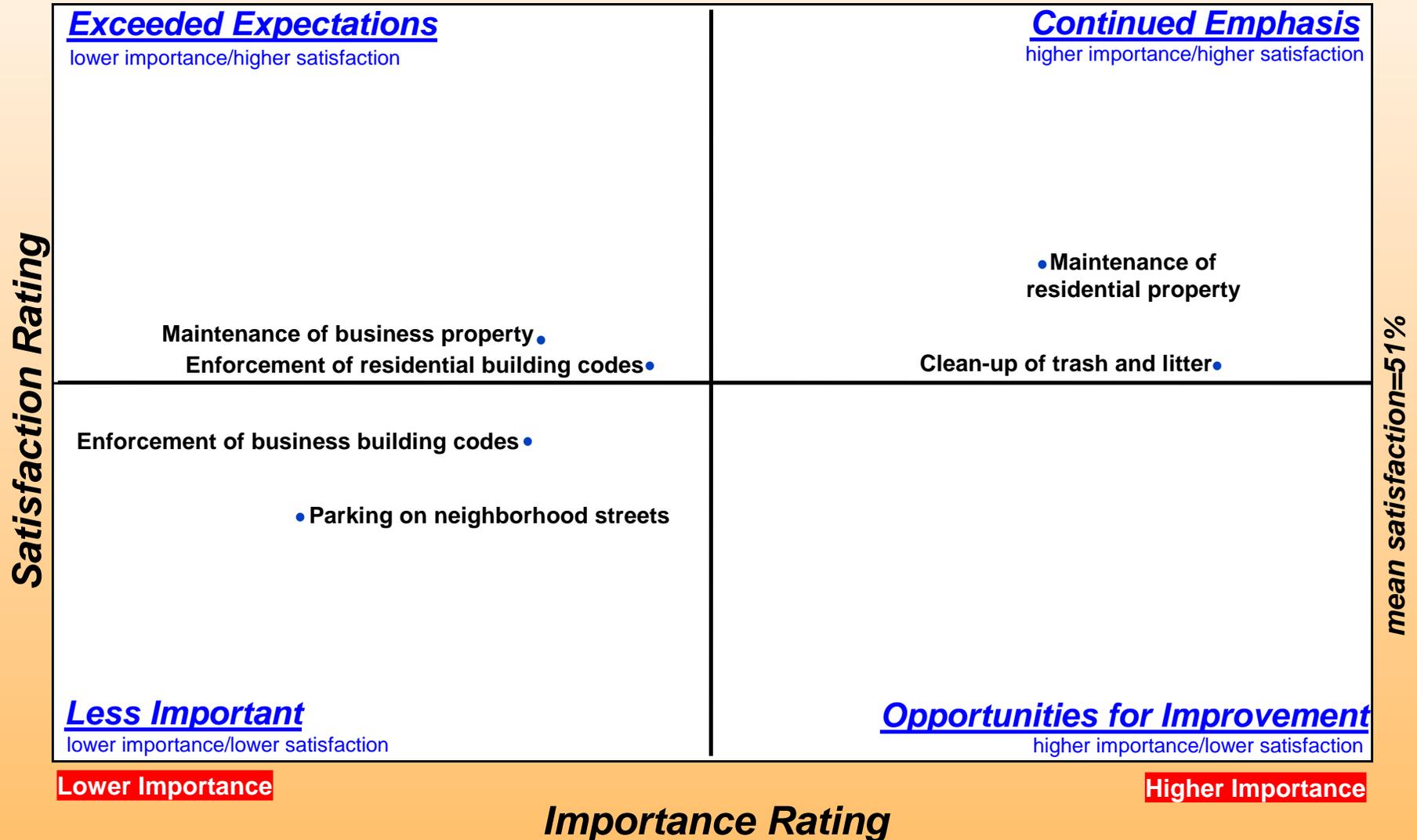
Source: ETC Institute (2015)

2015 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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

mean importance=41%



Source: ETC Institute (2015)

Section 4: **Tabular Data**

Tabular Analysis

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=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Public safety services provided by City (e.g., police & fire services)	17.4%	47.9%	16.4%	12.1%	3.5%	2.8%
Q1-2. Parks & recreation programs & facilities provided by City	46.0%	39.0%	9.3%	1.5%	0.8%	3.5%
Q1-3. Condition of City streets	3.5%	28.3%	27.3%	31.4%	9.2%	0.4%
Q1-4. Enforcement of City codes & ordinances	6.7%	33.3%	34.0%	10.9%	3.5%	11.7%
Q1-5. Quality of customer service you receive from City employees	20.9%	44.9%	20.8%	3.1%	1.7%	8.7%
Q1-6. Effectiveness of City communication with public	9.9%	43.7%	29.6%	9.3%	3.8%	3.8%
Q1-7. Quality of City permitting services for buildings	5.0%	18.2%	29.4%	8.4%	3.9%	35.1%
Q1-8. City's stormwater runoff/stormwater management system	7.2%	30.5%	28.8%	15.9%	5.0%	12.6%
Q1-9. Public health services provided by City	14.9%	38.0%	24.7%	2.6%	1.2%	18.6%
Q1-10. Solid waste services (trash, recycling, etc.)	35.4%	49.6%	8.8%	4.1%	1.7%	0.5%
Q1-11. City water, electric, & sewer services	30.2%	53.1%	11.4%	3.0%	1.4%	1.0%
Q1-12. Public transit services (bus)	7.5%	18.3%	29.1%	7.4%	3.9%	33.9%

Tabular Analysis

EXCLUDING DON'T KNOW

Q1. Major categories of services provided by the City of Columbia are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied": (without "don't know")

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Public safety services provided by City (e.g., police & fire services)	17.8%	49.3%	16.8%	12.5%	3.5%
Q1-2. Parks & recreation programs & facilities provided by City	47.6%	40.4%	9.6%	1.5%	0.8%
Q1-3. Condition of City streets	3.5%	28.4%	27.4%	31.5%	9.2%
Q1-4. Enforcement of City codes & ordinances	7.6%	37.7%	38.5%	12.3%	3.9%
Q1-5. Quality of customer service you receive from City employees	22.9%	49.1%	22.8%	3.3%	1.8%
Q1-6. Effectiveness of City communication with public	10.3%	45.4%	30.8%	9.7%	3.9%
Q1-7. Quality of City permitting services for buildings	7.8%	28.0%	45.3%	13.0%	5.9%
Q1-8. City's stormwater runoff/stormwater management system	8.3%	34.8%	32.9%	18.2%	5.8%
Q1-9. Public health services provided by City	18.3%	46.7%	30.4%	3.2%	1.5%
Q1-10. Solid waste services (trash, recycling, etc.)	35.6%	49.8%	8.8%	4.1%	1.7%
Q1-11. City water, electric, & sewer services	30.5%	53.6%	11.5%	3.0%	1.4%
Q1-12. Public transit services (bus)	11.4%	27.7%	43.9%	11.2%	5.8%

Tabular Analysis

Q2. Which FOUR of the major City services listed in Question 1 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 provided by City (police & fire services)	720	70.9 %
Parks & recreation programs & facilities provided by City	16	1.6 %
Condition of City streets	52	5.1 %
Enforcement of City codes & ordinances	6	0.6 %
Quality of customer service you receive from City employees	6	0.6 %
Effectiveness of City communication with public	5	0.5 %
Quality of City permitting services for buildings	1	0.1 %
City's stormwater runoff/stormwater management system	7	0.7 %
Public health services provided by City	21	2.1 %
Solid waste services (trash, recycling, etc.)	16	1.6 %
City water, electric, & sewer services	98	9.6 %
Public transit services (bus)	8	0.8 %
<u>None chosen</u>	<u>60</u>	<u>5.9 %</u>
Total	1016	100.0 %

Q2. Which FOUR of the major City services listed in Question 1 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 provided by City (police & fire services)	81	8.0 %
Parks & recreation programs & facilities provided by City	93	9.2 %
Condition of City streets	252	24.8 %
Enforcement of City codes & ordinances	38	3.7 %
Quality of customer service you receive from City employees	14	1.4 %
Effectiveness of City communication with public	18	1.8 %
Quality of City permitting services for buildings	4	0.4 %
City's stormwater runoff/stormwater management system	29	2.9 %
Public health services provided by City	70	6.9 %
Solid waste services (trash, recycling, etc.)	95	9.4 %
City water, electric, & sewer services	236	23.2 %
Public transit services (bus)	20	2.0 %
<u>None chosen</u>	<u>66</u>	<u>6.5 %</u>
Total	1016	100.0 %

Tabular Analysis

Q2. Which FOUR of the major City services listed in Question 1 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 provided by City (police & fire services)	39	3.8 %
Parks & recreation programs & facilities provided by City	76	7.5 %
Condition of City streets	154	15.2 %
Enforcement of City codes & ordinances	44	4.3 %
Quality of customer service you receive from City employees	20	2.0 %
Effectiveness of City communication with public	45	4.4 %
Quality of City permitting services for buildings	11	1.1 %
City's stormwater runoff/stormwater management system	63	6.2 %
Public health services provided by City	77	7.6 %
Solid waste services (trash, recycling, etc.)	215	21.2 %
City water, electric, & sewer services	169	16.6 %
Public transit services (bus)	24	2.4 %
<u>None chosen</u>	<u>79</u>	<u>7.8 %</u>
Total	1016	100.0 %

Q2. Which FOUR of the major City services listed in Question 1 above do you think are the most important services for the City to provide?

<u>Q2. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (police & fire services)	24	2.4 %
Parks & recreation programs & facilities provided by City	117	11.5 %
Condition of City streets	144	14.2 %
Enforcement of City codes & ordinances	61	6.0 %
Quality of customer service you receive from City employees	29	2.9 %
Effectiveness of City communication with public	36	3.5 %
Quality of City permitting services for buildings	7	0.7 %
City's stormwater runoff/stormwater management system	66	6.5 %
Public health services provided by City	67	6.6 %
Solid waste services (trash, recycling, etc.)	150	14.8 %
City water, electric, & sewer services	148	14.6 %
Public transit services (bus)	62	6.1 %
<u>None chosen</u>	<u>105</u>	<u>10.3 %</u>
Total	1016	100.0 %

Tabular Analysis

SUM OF THE TOP CHOICES

Q2. Which FOUR of the major City services listed in Question 1 above do you think are the most important services for the City to provide? (top 4)

Q2. Top choice	Number	Percent
Public safety services provided by City (police & fire services)	864	85.0 %
Parks & recreation programs & facilities provided by City	302	29.7 %
Condition of City streets	602	59.3 %
Enforcement of City codes & ordinances	149	14.7 %
Quality of customer service you receive from City employees	69	6.8 %
Effectiveness of City communication with public	104	10.2 %
Quality of City permitting services for buildings	23	2.3 %
City's stormwater runoff/stormwater management system	165	16.2 %
Public health services provided by City	235	23.1 %
Solid waste services (trash, recycling, etc.)	476	46.9 %
City water, electric, & sewer services	651	64.1 %
Public transit services (bus)	114	11.2 %
None chosen	60	5.9 %
Total	3814	

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

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-1. Overall quality of services provided by City of Columbia	15.3%	59.9%	17.2%	5.5%	0.6%	1.5%
Q3-2. Overall value you receive for your City tax & fees	10.2%	44.3%	24.1%	14.4%	4.8%	2.2%
Q3-3. Overall quality of life in City	26.0%	52.4%	13.8%	6.5%	0.5%	0.8%
Q3-4. Overall feeling of safety in City	11.0%	42.3%	21.4%	19.3%	5.6%	0.4%
Q3-5. Local economic conditions	11.5%	49.7%	25.2%	9.6%	2.0%	2.2%
Q3-6. City efforts to meet its financial needs & maintain a balanced budget	9.4%	35.8%	28.2%	10.6%	5.3%	10.7%

Tabular Analysis

EXCLUDING DON'T KNOW

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

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall quality of services provided by City of Columbia	15.5%	60.8%	17.4%	5.6%	0.6%
Q3-2. Overall value you receive for your City tax & fees	10.4%	45.3%	24.6%	14.7%	4.9%
Q3-3. Overall quality of life in City	26.2%	52.8%	13.9%	6.6%	0.5%
Q3-4. Overall feeling of safety in City	11.0%	42.5%	21.5%	19.3%	5.7%
Q3-5. Local economic conditions	11.7%	50.8%	25.7%	9.8%	2.0%
Q3-6. City efforts to meet its financial needs & maintain a balanced budget	10.5%	40.1%	31.6%	11.8%	6.0%

Tabular Analysis

Q4. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate your feeling of safety in the following situations in the city:

(N=1016)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. Walking in your neighborhood during the day	59.3%	34.7%	3.2%	2.1%	0.4%	0.4%
Q4-2. Walking in your neighborhood at night	24.0%	38.9%	18.7%	12.5%	4.4%	1.4%
Q4-3. In Downtown Columbia during the day	38.3%	44.5%	10.5%	3.8%	1.0%	1.8%
Q4-4. In Downtown Columbia at night	5.7%	23.0%	26.4%	27.4%	12.1%	5.4%
Q4-5. In City parks	13.3%	38.9%	25.3%	12.1%	4.4%	5.9%

EXCLUDING DON'T KNOW

Q4. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate your feeling of safety in the following situations in the city: (without "don't know")

(N=1016)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. Walking in your neighborhood during the day	59.5%	34.8%	3.2%	2.1%	0.4%
Q4-2. Walking in your neighborhood at night	24.4%	39.5%	19.0%	12.7%	4.5%
Q4-3. In Downtown Columbia during the day	39.0%	45.3%	10.7%	3.9%	1.0%
Q4-4. In Downtown Columbia at night	6.0%	24.3%	27.9%	29.0%	12.8%
Q4-5. In City parks	14.2%	41.4%	26.9%	12.8%	4.7%

Tabular Analysis

Q5. PUBLIC SAFETY CONCERNS. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Very Unlikely," please indicate how likely you think it is that the following will happen to you in the City of Columbia:

(N=1016)

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely	Don't Know
Q5-1. You will hear gun shots	17.4%	23.8%	15.6%	27.7%	14.1%	1.4%
Q5-2. You will be a victim of property crime	7.5%	28.3%	31.0%	24.4%	5.9%	2.9%
Q5-3. You will be a victim of violent crime	1.4%	7.8%	25.5%	42.3%	19.1%	4.0%
Q5-4. You will be a victim of a fire	0.5%	3.1%	29.0%	43.9%	18.9%	4.7%

EXCLUDING DON'T KNOW

Q5. PUBLIC SAFETY CONCERNS. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Very Unlikely," please indicate how likely you think it is that the following will happen to you in the City of Columbia: (without "don't know")

(N=1016)

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely
Q5-1. You will hear gun shots	17.6%	24.1%	15.8%	28.1%	14.3%
Q5-2. You will be a victim of property crime	7.7%	29.1%	31.9%	25.1%	6.1%
Q5-3. You will be a victim of violent crime	1.4%	8.1%	26.5%	44.0%	19.9%
Q5-4. You will be a victim of a fire	0.5%	3.2%	30.4%	46.1%	19.8%

Tabular Analysis**Q6. PUBLIC SAFETY SERVICES. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied":**

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6-1. Police efforts to prevent crime	9.0%	39.1%	26.4%	15.0%	5.5%	4.9%
Q6-2. How quickly police respond to emergencies	10.6%	33.8%	24.5%	10.3%	4.6%	16.1%
Q6-3. Overall quality of local police services	10.5%	45.8%	23.2%	12.5%	3.9%	4.2%
Q6-4. How quickly Fire personnel respond to emergencies	29.9%	41.5%	10.3%	1.3%	0.2%	16.8%
Q6-5. Overall quality of City fire protection	29.7%	48.9%	10.9%	0.6%	0.0%	10.0%
Q6-6. City's municipal court	6.3%	22.0%	30.8%	4.5%	2.2%	34.2%

EXCLUDING DON'T KNOW**Q6. PUBLIC SAFETY SERVICES. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied": (without "don't know")**

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6-1. Police efforts to prevent crime	9.5%	41.1%	27.8%	15.8%	5.8%
Q6-2. How quickly police respond to emergencies	12.6%	40.3%	29.2%	12.3%	5.5%
Q6-3. Overall quality of local police services	10.9%	47.8%	24.3%	13.0%	4.0%
Q6-4. How quickly Fire personnel respond to emergencies	35.9%	49.9%	12.4%	1.5%	0.2%
Q6-5. Overall quality of City fire protection	33.0%	54.3%	12.1%	0.7%	0.0%
Q6-6. City's municipal court	9.7%	33.5%	46.8%	6.8%	3.3%

Tabular Analysis**Q7. Which THREE of the public safety services listed in Question 6 above do you think are the most important services for the City to provide?**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	455	44.8 %
How quickly police respond to emergencies	236	23.2 %
Overall quality of local police services	120	11.8 %
How quickly Fire personnel respond to emergencies	83	8.2 %
Overall quality of City fire protection	25	2.5 %
City's municipal court	8	0.8 %
None chosen	89	8.8 %
Total	1016	100.0 %

Q7. Which THREE of the public safety services listed in Question 6 above do you think are the most important services for the City to provide?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	89	8.8 %
How quickly police respond to emergencies	324	31.9 %
Overall quality of local police services	102	10.0 %
How quickly Fire personnel respond to emergencies	278	27.4 %
Overall quality of City fire protection	117	11.5 %
City's municipal court	11	1.1 %
None chosen	95	9.4 %
Total	1016	100.0 %

Q7. Which THREE of the public safety services listed in Question 6 above do you think are the most important services for the City to provide?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police efforts to prevent crime	163	16.0 %
How quickly police respond to emergencies	112	11.0 %
Overall quality of local police services	189	18.6 %
How quickly Fire personnel respond to emergencies	237	23.3 %
Overall quality of City fire protection	103	10.1 %
City's municipal court	101	9.9 %
None chosen	111	10.9 %
Total	1016	100.0 %

Tabular Analysis

SUM OF THE TOP CHOICES

Q7. Which THREE of the public safety services listed in Question 6 above do you think are the most important services for the City to provide? (top 3)

Q7. Top choice	Number	Percent
Police efforts to prevent crime	707	69.6 %
How quickly police respond to emergencies	672	66.1 %
Overall quality of local police services	411	40.5 %
How quickly Fire personnel respond to emergencies	598	58.9 %
Overall quality of City fire protection	245	24.1 %
City's municipal court	120	11.8 %
None chosen	89	8.8 %
Total	2842	

Q8. PERCEPTIONS OF PARKS AND RECREATION. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied":

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8-1. Quality of City parks	44.3%	43.6%	7.2%	1.1%	0.3%	3.6%
Q8-2. Quality of walking/biking trails in City	47.8%	35.9%	7.4%	1.5%	0.7%	6.7%
Q8-3. Quality of outdoor athletic fields	28.7%	38.8%	12.2%	1.7%	0.1%	18.5%
Q8-4. Quality of recreation programs & classes	27.7%	36.9%	15.1%	1.6%	0.6%	18.0%
Q8-5. Availability of information about City parks & recreation programs	31.8%	42.5%	15.0%	3.5%	1.0%	6.2%
Q8-6. City pools & aquatic facilities	21.1%	33.2%	18.6%	3.8%	1.5%	21.9%

Tabular Analysis

EXCLUDING DON'T KNOW

Q8. PERCEPTIONS OF PARKS AND RECREATION. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied": (without "don't know")

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8-1. Quality of City parks	45.9%	45.2%	7.5%	1.1%	0.3%
Q8-2. Quality of walking/biking trails in City	51.2%	38.5%	8.0%	1.6%	0.7%
Q8-3. Quality of outdoor athletic fields	35.2%	47.6%	14.9%	2.1%	0.1%
Q8-4. Quality of recreation programs & classes	33.8%	45.0%	18.5%	1.9%	0.7%
Q8-5. Availability of information about City parks & recreation programs	33.9%	45.4%	16.0%	3.7%	1.1%
Q8-6. City pools & aquatic facilities	27.0%	42.5%	23.8%	4.8%	1.9%

Tabular Analysis**Q9. Which TWO of the parks and recreation services listed in Question 8 above do you think are the most important services for the City to provide?**

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City parks	516	50.8 %
Quality of walking/biking trails in City	212	20.9 %
Quality of outdoor athletic fields	58	5.7 %
Quality of recreation programs & classes	47	4.6 %
Availability of information about City parks & recreation programs	26	2.6 %
City pools & aquatic facilities	40	3.9 %
None chosen	117	11.5 %
Total	1016	100.0 %

Q9. Which TWO of the parks and recreation services listed in Question 8 above do you think are the most important services for the City to provide?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City parks	171	16.8 %
Quality of walking/biking trails in City	307	30.2 %
Quality of outdoor athletic fields	114	11.2 %
Quality of recreation programs & classes	121	11.9 %
Availability of information about City parks & recreation programs	53	5.2 %
City pools & aquatic facilities	117	11.5 %
None chosen	133	13.1 %
Total	1016	100.0 %

SUM OF THE TOP CHOICES**Q9. Which TWO of the parks and recreation services listed in Question 8 above do you think are the most important services for the City to provide? (top 2)**

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of City parks	687	67.6 %
Quality of walking/biking trails in City	519	51.1 %
Quality of outdoor athletic fields	172	16.9 %
Quality of recreation programs & classes	168	16.5 %
Availability of information about City parks & recreation programs	79	7.8 %
City pools & aquatic facilities	157	15.5 %
None chosen	117	11.5 %
Total	1899	

Tabular Analysis**Q10. STREETS AND SIDEWALKS. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied":**

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10-1. City maintenance & repair services for major City streets	5.1%	36.4%	23.6%	26.6%	6.9%	1.3%
Q10-2. City maintenance & repair services for streets in your neighborhood	8.2%	38.6%	22.1%	21.9%	8.3%	1.0%
Q10-3. Snow removal on major City streets	11.8%	52.1%	19.1%	10.2%	5.3%	1.6%
Q10-4. Snow removal on neighborhood streets	4.3%	26.4%	21.4%	29.4%	16.9%	1.7%
Q10-5. City street cleaning services	7.1%	37.9%	34.3%	10.6%	4.1%	6.0%
Q10-6. Condition of City sidewalks	4.5%	35.8%	32.6%	17.1%	6.8%	3.2%
Q10-7. Availability of sidewalks in City	7.7%	39.2%	30.5%	14.7%	5.0%	2.9%
Q10-8. Condition of pavement markings	3.8%	27.1%	28.2%	23.7%	13.3%	4.0%

EXCLUDING DON'T KNOW**Q10. STREETS AND SIDEWALKS. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied": (without "don't know")**

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10-1. City maintenance & repair services for major City streets	5.2%	36.9%	23.9%	27.0%	7.0%
Q10-2. City maintenance & repair services for streets in your neighborhood	8.3%	39.0%	22.3%	22.1%	8.4%
Q10-3. Snow removal on major City streets	11.9%	52.9%	19.4%	10.3%	5.4%
Q10-4. Snow removal on neighborhood streets	4.3%	26.9%	21.7%	29.9%	17.2%
Q10-5. City street cleaning services	7.6%	40.4%	36.5%	11.3%	4.3%
Q10-6. Condition of City sidewalks	4.6%	37.0%	33.6%	17.7%	7.1%
Q10-7. Availability of sidewalks in City	7.9%	40.3%	31.4%	15.2%	5.2%
Q10-8. Condition of pavement markings	3.9%	28.2%	29.4%	24.6%	13.8%

Tabular Analysis

Q11. Which THREE of the street and sidewalk services listed in Question 10 do you think are the most important services for the City to provide?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
City maintenance & repair services for major City streets	619	60.9 %
City maintenance & repair services for streets in your neighborhood	70	6.9 %
Snow removal on major City streets	61	6.0 %
Snow removal on neighborhood streets	60	5.9 %
City street cleaning services	13	1.3 %
Condition of City sidewalks	27	2.7 %
Availability of sidewalks in City	14	1.4 %
Condition of pavement markings	49	4.8 %
<u>None chosen</u>	<u>103</u>	<u>10.1 %</u>
Total	1016	100.0 %

Q11. Which THREE of the street and sidewalk services listed in Question 10 do you think are the most important services for the City to provide?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City maintenance & repair services for major City streets	80	7.9 %
City maintenance & repair services for streets in your neighborhood	211	20.8 %
Snow removal on major City streets	311	30.6 %
Snow removal on neighborhood streets	112	11.0 %
City street cleaning services	18	1.8 %
Condition of City sidewalks	57	5.6 %
Availability of sidewalks in City	54	5.3 %
Condition of pavement markings	65	6.4 %
<u>None chosen</u>	<u>108</u>	<u>10.6 %</u>
Total	1016	100.0 %

Q11. Which THREE of the street and sidewalk services listed in Question 10 do you think are the most important services for the City to provide?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
City maintenance & repair services for major City streets	72	7.1 %
City maintenance & repair services for streets in your neighborhood	85	8.4 %
Snow removal on major City streets	189	18.6 %
Snow removal on neighborhood streets	157	15.5 %
City street cleaning services	44	4.3 %
Condition of City sidewalks	138	13.6 %
Availability of sidewalks in City	80	7.9 %
Condition of pavement markings	132	13.0 %
<u>None chosen</u>	<u>119</u>	<u>11.7 %</u>
Total	1016	100.0 %

Tabular Analysis

SUM OF THE TOP CHOICES

Q11. Which THREE of the street and sidewalk services listed in Question 10 do you think are the most important services for the City to provide? (top 3)

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
City maintenance & repair services for major City streets	771	75.9 %
City maintenance & repair services for streets in your neighborhood	366	36.0 %
Snow removal on major City streets	561	55.2 %
Snow removal on neighborhood streets	329	32.4 %
City street cleaning services	75	7.4 %
Condition of City sidewalks	222	21.9 %
Availability of sidewalks in City	148	14.6 %
Condition of pavement markings	246	24.2 %
None chosen	103	10.1 %
Total	2821	

Tabular Analysis

Q12. CODE ENFORCEMENT AND NEIGHBORHOOD SERVICES. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied":

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12-1. Maintenance of residential property	8.5%	38.9%	26.0%	8.8%	2.0%	15.8%
Q12-2. Enforcement of residential building codes	6.5%	32.1%	26.1%	6.9%	2.6%	25.9%
Q12-3. Maintenance of business property	5.8%	34.0%	30.3%	4.8%	1.2%	24.0%
Q12-4. Enforcement of business building codes	5.3%	28.1%	27.7%	6.0%	2.3%	30.6%
Q12-5. Parking on neighborhood streets	6.6%	34.2%	29.8%	13.5%	4.5%	11.3%
Q12-6. Clean-up of trash & litter	9.8%	38.2%	26.3%	13.4%	4.8%	7.5%

EXCLUDING DON'T KNOW

Q12. CODE ENFORCEMENT AND NEIGHBORHOOD SERVICES. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied": (without "don't know")

(N=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12-1. Maintenance of residential property	10.1%	46.2%	30.9%	10.4%	2.4%
Q12-2. Enforcement of residential building codes	8.7%	43.2%	35.2%	9.3%	3.5%
Q12-3. Maintenance of business property	7.6%	44.7%	39.9%	6.3%	1.6%
Q12-4. Enforcement of business building codes	7.6%	40.5%	39.9%	8.6%	3.4%
Q12-5. Parking on neighborhood streets	7.4%	38.6%	33.6%	15.3%	5.1%
Q12-6. Clean-up of trash & litter	10.6%	41.3%	28.4%	14.5%	5.2%

Tabular Analysis**Q13. Which THREE of the code enforcement items listed in Question 12 above do you think are the most important services for the City to provide?**

Q13. Top choice	Number	Percent
Maintenance of residential property	275	27.1 %
Enforcement of residential building codes	144	14.2 %
Maintenance of business property	75	7.4 %
Enforcement of business building codes	103	10.1 %
Parking on neighborhood streets	64	6.3 %
Clean-up of trash & litter	195	19.2 %
None chosen	160	15.7 %
Total	1016	100.0 %

Q13. Which THREE of the code enforcement items listed in Question 12 above do you think are the most important services for the City to provide?

Q13. 2nd choice	Number	Percent
Maintenance of residential property	126	12.4 %
Enforcement of residential building codes	170	16.7 %
Maintenance of business property	155	15.3 %
Enforcement of business building codes	145	14.3 %
Parking on neighborhood streets	118	11.6 %
Clean-up of trash & litter	123	12.1 %
None chosen	179	17.6 %
Total	1016	100.0 %

Q13. Which THREE of the code enforcement items listed in Question 12 above do you think are the most important services for the City to provide?

Q13. 3rd choice	Number	Percent
Maintenance of residential property	117	11.5 %
Enforcement of residential building codes	83	8.2 %
Maintenance of business property	133	13.1 %
Enforcement of business building codes	112	11.0 %
Parking on neighborhood streets	108	10.6 %
Clean-up of trash & litter	256	25.2 %
None chosen	207	20.4 %
Total	1016	100.0 %

Tabular Analysis

SUM OF THE TOP CHOICES

Q13. Which THREE of the code enforcement items listed in Question 12 above do you think are the most important services for the City to provide? (top 3)

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property	518	51.0 %
Enforcement of residential building codes	397	39.1 %
Maintenance of business property	363	35.7 %
Enforcement of business building codes	360	35.4 %
Parking on neighborhood streets	290	28.5 %
Clean-up of trash & litter	574	56.5 %
None chosen	160	15.7 %
Total	2662	

Tabular Analysis

Q14. CITY GOVERNMENT. 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 about Columbia's City government:

(N=1016)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q14-1. Columbia City government is democratic & representative	8.3%	32.2%	28.0%	15.2%	6.6%	9.8%
Q14-2. Columbia City government is transparent	4.3%	23.9%	33.5%	20.5%	7.9%	10.0%
Q14-3. Columbia City government is efficient	3.1%	24.4%	31.8%	20.1%	9.7%	11.0%
Q14-4. Columbia City government is innovative	5.1%	21.3%	37.1%	16.9%	6.8%	12.8%
Q14-5. Columbia City government values diversity	9.2%	32.9%	33.6%	8.5%	3.3%	12.4%
Q14-6. Columbia City employees are ethical & honest	8.6%	34.6%	31.5%	6.5%	3.1%	15.7%
Q14-7. Columbia government leaders listen to what citizens have to say	5.3%	24.7%	27.7%	18.6%	13.0%	10.6%

EXCLUDING DON'T KNOW

Q14. CITY GOVERNMENT. 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 about Columbia's City government: (without "don't know")

(N=1016)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q14-1. Columbia City government is democratic & representative	9.2%	35.6%	31.1%	16.9%	7.3%
Q14-2. Columbia City government is transparent	4.8%	26.5%	37.2%	22.7%	8.7%
Q14-3. Columbia City government is efficient	3.5%	27.4%	35.7%	22.5%	10.9%
Q14-4. Columbia City government is innovative	5.9%	24.4%	42.6%	19.3%	7.8%
Q14-5. Columbia City government values diversity	10.5%	37.6%	38.4%	9.7%	3.8%
Q14-6. Columbia City employees are ethical & honest	10.2%	41.1%	37.4%	7.7%	3.7%
Q14-7. Columbia government leaders listen to what citizens have to say	6.0%	27.6%	31.0%	20.9%	14.5%

Tabular Analysis**Q15. PERSONAL WELL-BEING. 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=1016)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q15-1. Columbia is a great place to live, work, learn & play	34.8%	46.7%	12.7%	3.9%	1.2%	0.7%
Q15-2. Columbia is a place where I can thrive	29.2%	43.8%	18.0%	6.2%	1.3%	1.4%
Q15-3. I earn a living wage that allows me to meet basic needs for housing, food & utilities without assistance from others	32.9%	43.5%	12.9%	5.5%	2.3%	2.9%
Q15-4. I take advantage of Water & Light energy efficiency programs to manage my home energy use	15.7%	28.6%	25.8%	14.3%	6.5%	9.1%
Q15-5. Columbia has jobs for which I am qualified	22.0%	41.1%	19.3%	5.5%	1.8%	10.3%
Q15-6. Columbia has job opportunities that would allow me to advance myself in my field	16.4%	32.4%	25.4%	9.7%	4.7%	11.3%
Q15-7. Columbia offers opportunities to help people who want to start their own businesses	8.9%	29.7%	24.2%	5.6%	2.2%	29.4%
Q15-8. There are opportunities for women to go into business for themselves & be successful	12.4%	33.4%	20.3%	4.0%	1.4%	28.5%
Q15-9. There are opportunities for minorities to go into business for themselves & be successful	10.7%	29.0%	21.1%	5.1%	2.4%	31.7%

Tabular Analysis

EXCLUDING DON'T KNOW

Q15. PERSONAL WELL-BEING. 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=1016)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q15-1. Columbia is a great place to live, work, learn & play	35.0%	47.0%	12.8%	3.9%	1.2%
Q15-2. Columbia is a place where I can thrive	29.6%	44.5%	18.3%	6.3%	1.3%
Q15-3. I earn a living wage that allows me to meet basic needs for housing, food & utilities without assistance from others	33.8%	44.8%	13.3%	5.7%	2.4%
Q15-4. I take advantage of Water & Light energy efficiency programs to manage my home energy use	17.2%	31.5%	28.4%	15.7%	7.2%
Q15-5. Columbia has jobs for which I am qualified	24.5%	45.9%	21.5%	6.2%	2.0%
Q15-6. Columbia has job opportunities that would allow me to advance myself in my field	18.5%	36.6%	28.7%	11.0%	5.3%
Q15-7. Columbia offers opportunities to help people who want to start their own businesses	12.6%	42.0%	34.3%	7.9%	3.1%
Q15-8. There are opportunities for women to go into business for themselves & be successful	17.4%	46.6%	28.4%	5.6%	2.0%
Q15-9. There are opportunities for minorities to go into business for themselves & be successful	15.7%	42.4%	30.9%	7.5%	3.5%

Tabular Analysis**Q16. When you are sick or need advice about your health, where do you usually go?**

Q16. Where do you usually go when you are sick or need advice about your health	Number	Percent
A doctor's office	787	77.5 %
An urgent care center	220	21.7 %
A hospital emergency room	47	4.6 %
No usual place	34	3.3 %
Other	42	4.1 %
Total	1130	

Q16. Other

Q16. Other	Number	Percent
VA	8	21.1 %
internet	7	18.4 %
online	2	5.3 %
Health Dept	2	5.3 %
VA hospital	2	5.3 %
A walk-in clinic in Fulton.	1	2.6 %
Public health	1	2.6 %
Family health center	1	2.6 %
Family Health Center	1	2.6 %
STUDENT HEALTH CTR AT MU	1	2.6 %
FAMILY HEALTH CTR	1	2.6 %
public health on worley.	1	2.6 %
Computer	1	2.6 %
MY FIANCE' SHE IS A NURSE	1	2.6 %
phone nurse of insurance	1	2.6 %
I am a physician	1	2.6 %
wife rn	1	2.6 %
NOWHERE CAN'T AFFORD HEALTHCARE	1	2.6 %
I AM A NURSE AND FRIENDS	1	2.6 %
CITY HEALTH DEPT	1	2.6 %
MAYOCLINIC.COM	1	2.6 %
clinic	1	2.6 %
Total	38	100.0 %

Tabular Analysis**Q17. Was there a time in the past 12 months when you needed medical care, but could not get it?**

Q17. Was there a time in past 12 months when you needed medical care, but could not get it	Number	Percent
Yes	56	5.5 %
No	960	94.5 %
Total	1016	100.0 %

Q17-2. (If YES to Question 17) What was the main reason you could not get medical care?

Q17-2. Main reason you could not get medical care	Number	Percent
Cost or no insurance	29	51.8 %
Office wasn't open when I could get there	7	12.5 %
Too long a wait in waiting room	8	14.3 %
No Transportation	7	12.5 %
Distance from medical provider	4	7.1 %
Too long a wait for an appointment	18	32.1 %
No childcare	1	1.8 %
Medical provider did not speak my language	2	3.6 %
Total	76	

Q18. Was there any time in the past 12 months when you were not able to meet your basic needs, such as paying for food, housing or utilities?

Q18. Was there any time in past 12 months when you were not able to meet your basic needs	Number	Percent
Yes	62	6.1 %
No	954	93.9 %
Total	1016	100.0 %

Tabular Analysis

Q19. During the past month, on average, how many times did you engage in physical activities or exercise each week?

Q19. How many times did you engage in physical activities or exercise each week	Number	Percent
0 times	72	7.1 %
1-2 times	314	30.9 %
3+ times	603	59.4 %
Not provided	27	2.7 %
Total	1016	100.0 %

EXCLUDING NOT PROVIDED

Q19. During the past month, on average, how many times did you engage in physical activities or exercise each week? (without "not provided")

Q19. How many times did you engage in physical activities or exercise each week	Number	Percent
0 times	72	7.3 %
1-2 times	314	31.7 %
3+ times	603	61.0 %
Total	989	100.0 %

Q20. During the past month, how many times per day (on average) did you eat fruit and or vegetables?

Q20. How many times per day did you eat fruit and/or vegetables	Number	Percent
Four or more times a day	309	30.4 %
Less than four times a day	628	61.8 %
Never	9	0.9 %
Don't know	70	6.9 %
Total	1016	100.0 %

EXCLUDING DON'T KNOW

Q20. During the past month, how many times per day (on average) did you eat fruit and or vegetables? (without "don't know")

Q20. How many times per day did you eat fruit and/or vegetables	Number	Percent
Four or more times a day	309	32.7 %
Less than four times a day	628	66.4 %
Never	9	1.0 %
Total	946	100.0 %

Tabular Analysis**Q21. NEIGHBORHOOD PROBLEMS. Please indicate the extent to which you think each of the following is a problem in your neighborhood:**

(N=1016)

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Q21-1. Crime, drugs, or violence	41.0%	28.0%	15.0%	11.1%	5.0%
Q21-2. Unemployment	46.4%	22.0%	11.1%	3.3%	17.3%
Q21-3. Homelessness	62.2%	13.3%	9.4%	4.6%	10.6%
Q21-4. Public schools not providing quality education	56.8%	13.6%	9.6%	7.6%	12.5%
Q21-5. Lack of cultural activities	61.1%	14.7%	8.2%	2.1%	13.9%
Q21-6. Lack of recreational activities	72.2%	12.0%	6.3%	2.3%	7.2%
Q21-7. Lack of affordable, quality child care	33.6%	12.7%	9.5%	6.7%	37.4%
Q21-8. Abandoned or run-down buildings	64.8%	19.4%	6.9%	2.7%	6.2%
Q21-9. Unsupervised children or teenagers	51.4%	23.6%	11.3%	6.5%	7.3%
Q21-10. Speeding on neighborhood streets	24.1%	35.9%	21.6%	16.3%	2.2%
Q21-11. Lack of affordable housing	45.3%	19.3%	11.3%	8.7%	15.5%
Q21-12. Tension between racial/ethnic groups	58.6%	12.2%	11.7%	7.7%	9.8%
Q21-13. Lack of good places to shop for food or other items	75.4%	13.5%	6.4%	1.8%	2.9%
Q21-14. Roaming/loose animals	63.4%	25.2%	5.8%	2.4%	3.2%
Q21-15. Flooding	65.3%	18.5%	7.7%	3.8%	4.7%
Q21-16. Overgrown lots	63.7%	23.6%	6.2%	2.0%	4.5%
Q21-17. Graffiti	76.4%	13.9%	3.9%	1.3%	4.5%
Q21-18. Abandoned cars or vehicles	73.2%	16.7%	3.6%	1.6%	4.9%

Tabular Analysis

EXCLUDING DON'T KNOW

Q21. NEIGHBORHOOD PROBLEMS. Please indicate the extent to which you think each of the following is a problem in your neighborhood: (without "don't know")

(N=1016)

	Not a problem	Minor problem	Moderate problem	Major problem
Q21-1. Crime, drugs, or violence	43.1%	29.4%	15.8%	11.7%
Q21-2. Unemployment	56.0%	26.6%	13.4%	4.0%
Q21-3. Homelessness	69.5%	14.8%	10.5%	5.1%
Q21-4. Public schools not providing quality education	64.9%	15.5%	10.9%	8.7%
Q21-5. Lack of cultural activities	71.0%	17.1%	9.5%	2.4%
Q21-6. Lack of recreational activities	77.8%	12.9%	6.8%	2.5%
Q21-7. Lack of affordable, quality child care	53.8%	20.3%	15.2%	10.7%
Q21-8. Abandoned or run-down buildings	69.1%	20.7%	7.4%	2.9%
Q21-9. Unsupervised children or teenagers	55.4%	25.4%	12.2%	7.0%
Q21-10. Speeding on neighborhood streets	24.6%	36.7%	22.0%	16.6%
Q21-11. Lack of affordable housing	53.6%	22.8%	13.3%	10.3%
Q21-12. Tension between racial/ethnic groups	64.9%	13.5%	13.0%	8.5%
Q21-13. Lack of good places to shop for food or other items	77.7%	13.9%	6.6%	1.9%
Q21-14. Roaming/loose animals	65.5%	26.0%	6.0%	2.5%
Q21-15. Flooding	68.5%	19.4%	8.1%	4.0%
Q21-16. Overgrown lots	66.7%	24.7%	6.5%	2.1%
Q21-17. Graffiti	80.0%	14.6%	4.1%	1.4%
Q21-18. Abandoned cars or vehicles	77.0%	17.6%	3.8%	1.7%

Tabular Analysis**Q22. Which ONE of the following best describes your relationship with your neighbors?**

<u>Q22. Your relationship with your neighbors</u>	<u>Number</u>	<u>Percent</u>
I have a close relationship with many of my neighbors	206	20.3 %
I have a close relationship with a few of my neighbors	322	31.7 %
I know several of my neighbors but I am not very close with any of them	290	28.5 %
I know a few people in my neighborhood but I am not very close with any of them	142	14.0 %
I don't know anyone in my neighborhood	26	2.6 %
<u>Not provided</u>	<u>30</u>	<u>3.0 %</u>
Total	1016	100.0 %

EXCLUDING NOT PROVIDED**Q22. Which ONE of the following best describes your relationship with your neighbors? (without "not provided")**

<u>Q22. Your relationship with your neighbors</u>	<u>Number</u>	<u>Percent</u>
I have a close relationship with many of my neighbors	206	20.9 %
I have a close relationship with a few of my neighbors	322	32.7 %
I know several of my neighbors but I am not very close with any of them	290	29.4 %
I know a few people in my neighborhood but I am not very close with any of them	142	14.4 %
<u>I don't know anyone in my neighborhood</u>	<u>26</u>	<u>2.6 %</u>
Total	986	100.0 %

Tabular Analysis

Q23. Which ONE of the following best describes how people in your neighborhood interact with one another?

Q23. How people in your neighborhood interact with one another	Number	Percent
They often help one another & have many social activities together	147	14.5 %
They often help one another but do not have many social activities together	285	28.1 %
They occasionally help one another but generally keep to themselves	402	39.6 %
They almost always keep to themselves	119	11.7 %
Don't know	63	6.2 %
Total	1016	100.0 %

EXCLUDING DON'T KNOW

Q23. Which ONE of the following best describes how people in your neighborhood interact with one another? (without "don't know")

Q23. How people in your neighborhood interact with one another	Number	Percent
They often help one another & have many social activities together	147	15.4 %
They often help one another but do not have many social activities together	285	29.9 %
They occasionally help one another but generally keep to themselves	402	42.2 %
They almost always keep to themselves	119	12.5 %
Total	953	100.0 %

Tabular Analysis**Q24. NEIGHBORHOODS. 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=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q24-1. Condition of housing	44.1%	41.8%	9.3%	2.8%	0.8%	1.2%
Q24-2. Condition of streets	22.9%	42.5%	15.7%	13.6%	4.3%	0.9%
Q24-3. Availability of sidewalks	31.6%	34.0%	14.8%	12.0%	5.4%	2.1%
Q24-4. Neighborhood parks	31.7%	37.6%	17.1%	6.3%	2.3%	5.0%
Q24-5. Overall appearance of your neighborhood	35.6%	50.2%	9.1%	3.5%	0.8%	0.8%
Q24-6. Overall quality of City services in your neighborhood	26.5%	48.0%	15.8%	5.8%	1.3%	2.5%

EXCLUDING DON'T KNOW**Q24. NEIGHBORHOODS. 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=1016)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q24-1. Condition of housing	44.6%	42.3%	9.4%	2.8%	0.8%
Q24-2. Condition of streets	23.2%	42.9%	15.9%	13.8%	4.3%
Q24-3. Availability of sidewalks	32.3%	34.8%	15.1%	12.3%	5.5%
Q24-4. Neighborhood parks	33.3%	39.6%	18.0%	6.6%	2.4%
Q24-5. Overall appearance of your neighborhood	35.9%	50.6%	9.2%	3.5%	0.8%
Q24-6. Overall quality of City services in your neighborhood	27.2%	49.3%	16.2%	6.0%	1.3%

Tabular Analysis

Q25. CUSTOMER SERVICE. Have you called or visited the City with a question, problem, or complaint during the past year?

<u>Q25. Have you called or visited City during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	432	42.5 %
No	584	57.5 %
Total	1016	100.0 %

Q25-2. (If YES to Question 25) For which service did you contact the City most recently?

<u>Q25-2. For which service did you contact City most recently</u>	<u>Number</u>	<u>Percent</u>
Police	60	13.9 %
Fire	4	0.9 %
Water	31	7.2 %
Sewer	11	2.5 %
Stormwater	16	3.7 %
Parks & recreation	20	4.6 %
Code enforcement	51	11.8 %
Public health	13	3.0 %
Streets	49	11.3 %
Sidewalks	10	2.3 %
Electric service	47	10.9 %
Public transportation	4	0.9 %
Planning & zoning	15	3.5 %
Solid waste (trash, recycling, yard waste)	51	11.8 %
Monthly utility billing	26	6.0 %
Other	23	5.3 %
None chosen	1	0.2 %
Total	432	100.0 %

EXCLUDING NONE CHOSEN

Q25-2. (If YES to Question 25) For which service did you contact the City most recently? (without "none chosen")

<u>Q25-2. For which service did you contact City most recently</u>	<u>Number</u>	<u>Percent</u>
Police	60	13.9 %
Fire	4	0.9 %
Water	31	7.2 %
Sewer	11	2.6 %
Stormwater	16	3.7 %
Parks & recreation	20	4.6 %
Code enforcement	51	11.8 %
Public health	13	3.0 %
Streets	49	11.4 %
Sidewalks	10	2.3 %
Electric service	47	10.9 %
Public transportation	4	0.9 %
Planning & zoning	15	3.5 %
Solid waste (trash, recycling, yard waste)	51	11.8 %
Monthly utility billing	26	6.0 %
Other	23	5.3 %
Total	431	100.0 %

Tabular Analysis

Q25-2. Other

<u>Q25-2. Other</u>	<u>Number</u>	<u>Percent</u>
animal control	3	13.0 %
snow removal	3	13.0 %
HOUSE NEXT DOOR HAD TREE DOWN AND CLEAN UP	1	4.3 %
Business license	1	4.3 %
Snow removal in my neighborhood	1	4.3 %
neighborhood services HVD loan	1	4.3 %
Scam call, court appearance	1	4.3 %
UNSAFE TREES ON ELECTRICAL WIRES	1	4.3 %
Branch on power line	1	4.3 %
Assessor	1	4.3 %
EMPTY HOUSE NEXT DODOR	1	4.3 %
building code	1	4.3 %
traffic control	1	4.3 %
speed limit sign	1	4.3 %
STREET LIGHT OUT	1	4.3 %
PARKING TICKET	1	4.3 %
PARKING	1	4.3 %
street light out	1	4.3 %
tax office	1	4.3 %
Total	23	100.0 %

Q25-3. (If YES to Question 25) Why did you contact the City about this service?

<u>Q25-3. Why did you contact City about this service</u>	<u>Number</u>	<u>Percent</u>
Request service	71	16.4 %
Get information	85	19.7 %
Report a problem	170	39.4 %
Discuss a billing problem	24	5.6 %
Request emergency assistance	15	3.5 %
Request non-emergency assistance	22	5.1 %
Comply with City requirements	19	4.4 %
Other	20	4.6 %
Not provided	6	1.4 %
Total	432	100.0 %

EXCLUDING NOT PROVIDED

Q25-3. (If YES to Question 25) Why did you contact the City about this service? (without "not provided")

<u>Q25-3. Why did you contact City about this service</u>	<u>Number</u>	<u>Percent</u>
Request service	71	16.7 %
Get information	85	20.0 %
Report a problem	170	39.9 %
Discuss a billing problem	24	5.6 %
Request emergency assistance	15	3.5 %
Request non-emergency assistance	22	5.2 %
Comply with City requirements	19	4.5 %
Other	20	4.7 %
Total	426	100.0 %

Tabular Analysis

Q25-3. Other

Q25-3. Other	Number	Percent
Snow removal	1	5.0 %
REPORT TREE DOWN ON SIDEWALK	1	5.0 %
discuss volunteer projects	1	5.0 %
Went with other residents for reconsideration	1	5.0 %
PARKING METRO DOWNTOWN	1	5.0 %
discuss proposed upgrades	1	5.0 %
solid waste trash	1	5.0 %
why e-billing costs \$4.60 per month	1	5.0 %
read meter twice, both wrong	1	5.0 %
the dumping of cinders	1	5.0 %
File a report-identity theft	1	5.0 %
PAYMENT	1	5.0 %
why snow removal is impossible on a culdesac	1	5.0 %
TV DISPOSAL	1	5.0 %
THE CONDITION DEVALUES THE NEIGHBORHOOD	1	5.0 %
City responded to sewer problem on own initiative.	1	5.0 %
efficiency rebates	1	5.0 %
ENFORCEMENT	1	5.0 %
COMPLAIN ABOUT TICKETS & TIME THEY WERE GIVEN	1	5.0 %
question about personal property tax	1	5.0 %
Total	20	100.0 %

Q25-4. (If YES to Question 25) Please indicate your level of agreement with the following statements about the quality of service you received from City employees the last time you contacted the City, as indicated in Question 25-2, by circling the corresponding number below:

(N=432)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q25-4.1. Hours City employees were available met my needs	27.2%	50.2%	15.3%	2.6%	0.9%	3.8%
Q25-4.2. It was easy to reach right person at City	17.9%	43.3%	17.9%	14.8%	3.8%	2.4%
Q25-4.3. City employees who helped me were courteous & polite	34.4%	45.9%	11.5%	4.2%	1.4%	2.6%
Q25-4.4. City employees did what they said they would do in a timely manner	27.9%	36.6%	16.2%	8.0%	4.7%	6.6%
Q25-4.5. City employees gave prompt, accurate & complete answers to your questions	27.6%	37.5%	17.6%	10.1%	4.7%	2.6%
Q25-4.6. City employees were knowledgeable	28.9%	39.8%	17.6%	6.6%	3.1%	4.0%
Q25-4.7. Overall, I was satisfied with quality of customer service provided by City	31.0%	37.3%	15.5%	8.2%	6.8%	1.2%

Tabular Analysis

EXCLUDING DON'T KNOW

Q25-4. (If YES to Question 25) Please indicate your level of agreement with the following statements about the quality of service you received from City employees the last time you contacted the City, as indicated in Question 25-2, by circling the corresponding number below: (without "don't know")

(N=432)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q25-4.1. Hours City employees were available met my needs	28.3%	52.2%	15.9%	2.7%	1.0%
Q25-4.2. It was easy to reach right person at City	18.3%	44.3%	18.3%	15.2%	3.9%
Q25-4.3. City employees who helped me were courteous & polite	35.3%	47.1%	11.8%	4.3%	1.4%
Q25-4.4. City employees did what they said they would do in a timely manner	29.9%	39.2%	17.3%	8.5%	5.0%
Q25-4.5. City employees gave prompt, accurate & complete answers to your questions	28.4%	38.5%	18.0%	10.3%	4.8%
Q25-4.6. City employees were knowledgeable	30.1%	41.4%	18.4%	6.9%	3.2%
Q25-4.7. Overall, I was satisfied with quality of customer service provided by City	31.4%	37.8%	15.7%	8.3%	6.9%

Tabular Analysis**Q26. Overall, how do you rate the service provided by the City's Utility Billing Office?**

Q26. How do you rate service provided City's Utility Billing Office	Number	Percent
Excellent	237	23.3 %
Good	402	39.6 %
Average	158	15.6 %
Poor	25	2.5 %
Very Poor	13	1.3 %
Don't Know	181	17.8 %
Total	1016	100.0 %

EXCLUDING DON'T KNOW**Q26. Overall, how do you rate the service provided by the City's Utility Billing Office? (without "don't know")**

Q26. How do you rate service provided City's Utility Billing Office	Number	Percent
Excellent	237	28.4 %
Good	402	48.1 %
Average	158	18.9 %
Poor	25	3.0 %
Very Poor	13	1.6 %
Total	835	100.0 %

Tabular Analysis**Q27. How would you like to receive information about City issues, services and events?**

Q27. How would you like to receive information about City issues, services & events	Number	Percent
City newsletter that comes with utility bill	729	71.8 %
Local newspaper	517	50.9 %
Television news	527	51.9 %
City cable channel	83	8.2 %
City website	297	29.2 %
Radio	316	31.1 %
Friends/neighbors	107	10.5 %
Neighborhood or homeowners associations	186	18.3 %
Facebook	154	15.2 %
Twitter	36	3.5 %
YouTube	14	1.4 %
Pinterest	6	0.6 %
Google+	23	2.3 %
Other	37	3.6 %
Total	3032	

Q27. Other

Q27. Other	Number	Percent
email	24	64.9 %
mail	2	5.4 %
nextdoor app	2	5.4 %
poster in my neighborhood about major zoning changes	1	2.7 %
flyers	1	2.7 %
internet	1	2.7 %
A separate piece of mail (especially for survey's)	1	2.7 %
Text message	1	2.7 %
como daily.com	1	2.7 %
Text	1	2.7 %
EMPLOYERS	1	2.7 %
Bill Canten sends e-mail	1	2.7 %
Total	37	100.0 %

Tabular Analysis**Q28. 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=1016)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q28-1. City government is a trusted source of information about programs & services	13.4%	46.7%	25.0%	6.0%	2.8%	6.2%
Q28-2. It is easy to get information I need from City government	9.7%	38.7%	30.3%	9.3%	1.7%	10.4%
Q28-3. Information is communicated clearly, accurately & in a form that meets my needs	8.5%	41.0%	30.5%	9.9%	2.1%	8.1%
Q28-4. City's cable television channel provides information that is useful to me	3.0%	14.2%	22.1%	5.8%	7.4%	47.6%
Q28-5. City's website provides information that is useful to me	9.6%	38.3%	25.6%	3.9%	1.6%	21.0%
Q28-6. City newsletter provides information that is useful to me	12.0%	46.4%	25.6%	3.9%	2.2%	10.0%
Q28-7. City's use of social media provides information that is useful to me	3.7%	17.3%	26.6%	6.4%	4.5%	41.5%
Q28-8. There are enough mobile apps to provide City information I need or conduct business with City	3.3%	13.1%	24.1%	3.6%	1.7%	54.3%

Tabular Analysis

EXCLUDING DON'T KNOW

Q28. 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=1016)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q28-1. City government is a trusted source of information about programs & services	14.3%	49.8%	26.6%	6.4%	3.0%
Q28-2. It is easy to get information I need from City government	10.8%	43.2%	33.8%	10.3%	1.9%
Q28-3. Information is communicated clearly, accurately & in a form that meets my needs	9.2%	44.6%	33.2%	10.7%	2.3%
Q28-4. City's cable television channel provides information that is useful to me	5.7%	27.0%	42.1%	11.0%	14.1%
Q28-5. City's website provides information that is useful to me	12.1%	48.5%	32.4%	4.9%	2.0%
Q28-6. City newsletter provides information that is useful to me	13.3%	51.5%	28.4%	4.3%	2.4%
Q28-7. City's use of social media provides information that is useful to me	6.3%	29.5%	45.6%	10.9%	7.7%
Q28-8. There are enough mobile apps to provide City information I need or conduct business with City	7.2%	28.6%	52.6%	7.9%	3.7%

Tabular Analysis

Q29. UTILITIES. Please indicate if your household uses the following services provided by the City of Columbia.

(N=1016)

	Yes	No
Q29-1. Residential trash collection service	97.4%	2.6%
Q29-2. Curbside recycling (blue bags)	92.1%	7.9%
Q29-3. Drop-off recycling	56.3%	43.7%
Q29-4. City electric service	86.8%	13.2%
Q29-5. City water service	94.5%	5.5%
Q29-6. City sewer service	94.6%	5.4%

Q29. If you answer "YES," please rate your overall satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied":

(N=1001)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q29-1. Residential trash collection service	53.3%	38.5%	3.3%	3.0%	1.2%	0.5%
Q29-2. Curbside recycling (blue bags)	54.6%	36.8%	4.0%	2.5%	1.4%	0.8%
Q29-3. Drop-off recycling	35.9%	43.8%	11.2%	3.7%	1.4%	4.0%
Q29-4. City electric service	47.7%	42.4%	5.9%	2.7%	0.3%	0.9%
Q29-5. City water service	45.8%	44.9%	5.7%	2.3%	0.7%	0.6%
Q29-6. City sewer service	44.5%	44.8%	5.7%	3.1%	1.2%	0.7%

Tabular Analysis

EXCLUDING DON'T KNOW**Q29. Title Q29. If you answer "YES," please rate your overall satisfaction with that service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied": (without "don't know")**

(N=1001)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q29-1. Residential trash collection service	53.6%	38.7%	3.4%	3.1%	1.2%
Q29-2. Curbside recycling (blue bags)	55.0%	37.1%	4.0%	2.5%	1.4%
Q29-3. Drop-off recycling	37.4%	45.6%	11.7%	3.8%	1.5%
Q29-4. City electric service	48.2%	42.8%	6.0%	2.8%	0.3%
Q29-5. City water service	46.1%	45.1%	5.7%	2.3%	0.7%
Q29-6. City sewer service	44.8%	45.1%	5.7%	3.2%	1.2%

Q30. Please indicate if you have done any of the following during the past year in the City of Columbia.

Q30. Please indicate if you have done any of the following during past year	Number	Percent
Used police services	232	22.8 %
Were a victim of any crime	88	8.7 %
Used fire or emergency medical services	124	12.2 %
Visited a community recreation center	523	51.5 %
Visited a city park	864	85.0 %
Used public transportation/bus	79	7.8 %
Attended or watched any City meetings	253	24.9 %
Have you used Columbia Airport	387	38.1 %
Used public health services provided by City	200	19.7 %
Applied for a building permit from City	39	3.8 %
Total	2789	

Tabular Analysis**Q31. Approximately how many years have you lived at your current address?**

Q31. Approximately how many years have you lived at your current address	Number	Percent
5 or less	207	20.4 %
6 to 10	187	18.4 %
11 to 15	167	16.4 %
16 to 20	134	13.2 %
21 to 30	159	15.6 %
31+	153	15.1 %
not provided	9	0.9 %
Total	1016	100.0 %

EXCLUDING NOT PROVIDED**Q31. Approximately how many years have you lived at your current address? (excluding not provided)**

Q31. Approximately how many years have you lived at your current address	Number	Percent
5 or less	207	20.6 %
6 to 10	187	18.6 %
11 to 15	167	16.6 %
16 to 20	134	13.3 %
21 to 30	159	15.8 %
31+	153	15.2 %
Total	1007	100.0 %

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

Q32. Are you a student in a college or university	Number	Percent
Yes	92	9.1 %
No	921	90.6 %
Not provided	3	0.3 %
Total	1016	100.0 %

EXCLUDING NOT PROVIDED**Q32. Are you a student in a college or university? (excluding not provided)**

Q32. Are you a student in a college or university	Number	Percent
Yes	92	9.1 %
No	921	90.9 %
Total	1013	100.0 %

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

Q33. Do you own or rent your current residence	Number	Percent
Own	796	78.3 %
Rent	220	21.7 %
Total	1016	100.0 %

Q34. What is your age?

Q34. Your age	Number	Percent
Under 35 years	266	26.2 %
35-44 years	248	24.4 %
45-54 years	217	21.4 %
55-64 years	174	17.1 %
65+ years	106	10.4 %
Not provided	5	0.5 %
Total	1016	100.0 %

EXCLUDING NOT PROVIDED**Q34. What is your age? (excluding not provided)**

Q34. Your age	Number	Percent
Under 35 years	266	26.3 %
35-44 years	248	24.5 %
45-54 years	217	21.5 %
55-64 years	174	17.2 %
65+ years	106	10.5 %
Total	1011	100.0 %

Tabular Analysis**Q35. How many people live in your household?**

Q35. How many people live in your household	Number	Percent
Not Provided	31	3.1 %
1	178	17.5 %
2	467	46.0 %
3	170	16.7 %
4	109	10.7 %
5	44	4.3 %
6	11	1.1 %
7+	6	0.6 %
Total	1016	100.0 %

EXCLUDING NOT PROVIDED**Q35. How many people live in your household? (excluding not provided)**

Q35. How many people live in your household	Number	Percent
1	178	18.1 %
2	467	47.4 %
3	170	17.3 %
4	109	11.1 %
5	44	4.5 %
6	11	1.1 %
7+	6	0.6 %
Total	985	100.0 %

Tabular Analysis**Q36. How many people in your household are employed?**

<u>Q36. How many people in your household are employed</u>	<u>Number</u>	<u>Percent</u>
0	196	19.3 %
1	341	33.6 %
2	363	35.7 %
3	68	6.7 %
4	14	1.4 %
5	1	0.1 %
6	2	0.2 %
7+	2	0.2 %
<u>Not provided</u>	<u>29</u>	<u>2.9 %</u>
Total	1016	100.0 %

EXCLUDING NOT PROVIDED**Q36. How many people in your household are employed? (excluding not provided)**

<u>Q36. How many people in your household are employed</u>	<u>Number</u>	<u>Percent</u>
0	196	19.9 %
1	341	34.5 %
2	363	36.8 %
3	68	6.9 %
4	14	1.4 %
5	1	0.1 %
6	2	0.2 %
7+	2	0.2 %
Total	987	100.0 %

Tabular Analysis

Q37. Which of the following best describes your employment status?

<u>Q37. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed full time	585	57.6 %
Employed part time	121	11.9 %
Not employed, looking for work	11	1.1 %
Not employed, not looking for work	26	2.6 %
Retired	229	22.5 %
Disabled, not able to work	29	2.9 %
Not provided	15	1.5 %
Total	1016	100.0 %

EXCLUDING NOT PROVIDED

Q37. Which of the following best describes your employment status? (excluding not provided)

<u>Q37. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed full time	585	58.4 %
Employed part time	121	12.1 %
Not employed, looking for work	11	1.1 %
Not employed, not looking for work	26	2.6 %
Retired	229	22.9 %
Disabled, not able to work	29	2.9 %
Total	1001	100.0 %

Q37-2. (If you are employed) How many paying jobs do you have?

<u>Q37-2. How many paying jobs do you have</u>	<u>Number</u>	<u>Percent</u>
1	545	77.2 %
2	83	11.8 %
3+	19	2.7 %
Not provided	59	8.4 %
Total	706	100.0 %

EXCLUDING NOT PROVIDED

Q37-2. (If you are employed) How many paying jobs do you have? (excluding not provided)

<u>Q37-2. How many paying jobs do you have</u>	<u>Number</u>	<u>Percent</u>
1	545	84.2 %
2	83	12.8 %
3+	19	2.9 %
Total	647	100.0 %

Tabular Analysis**Q37-3. (If you are employed) Do you work inside or outside the city limits of Columbia?**

Q37-3. Do you work inside or outside City limits of Columbia	Number	Percent
Inside	502	71.1 %
Outside	71	10.1 %
Both	75	10.6 %
Don't know	58	8.2 %
Total	706	100.0 %

EXCLUDING DON'T KNOW**Q37-3. (If you are employed) Do you work inside or outside the city limits of Columbia? (excluding don't know)**

Q37-3. Do you work inside or outside City limits of Columbia	Number	Percent
Inside	502	77.5 %
Outside	71	11.0 %
Both	75	11.6 %
Total	648	100.0 %

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

Q38. Your total annual household income	Number	Percent
Under \$15K	79	7.8 %
\$15K to \$29,999	120	11.8 %
\$30K to \$59,999	213	21.0 %
\$60K to \$99,999	249	24.5 %
\$100K+	302	29.7 %
Not provided	53	5.2 %
Total	1016	100.0 %

EXCLUDING NOT PROVIDED**Q38. Would you say your total annual household income is: (excluding not provided)**

Q38. Your total annual household income	Number	Percent
Under \$15K	79	8.2 %
\$15K to \$29,999	120	12.5 %
\$30K to \$59,999	213	22.1 %
\$60K to \$99,999	249	25.9 %
\$100K+	302	31.4 %
Total	963	100.0 %

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

<u>Q39. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	36	3.5 %
White/Caucasian	825	81.2 %
African American/Black	93	9.2 %
Asian/Pacific Islander	30	3.0 %
Native American/Eskimo	10	1.0 %
Mixed Race	15	1.5 %
Other	14	1.4 %
Not provided	7	0.7 %
Total	1030	

EXCLUDING NOT PROVIDED**Q39. Which of the following best describes your race/ethnicity? (excluding not provided)**

<u>Q39. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	36	3.5 %
White/Caucasian	825	81.2 %
African American/Black	93	9.2 %
Asian/Pacific Islander	30	3.0 %
Native American/Eskimo	10	1.0 %
Mixed Race	15	1.5 %
Other	14	1.4 %
Total	1023	

Q40. What is your gender identity?

<u>Q40. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	520	51.2 %
Female	496	48.8 %
Total	1016	100.0 %

Section 5:
Survey Instrument



CITY OF COLUMBIA, MISSOURI

OFFICE OF MAYOR AND COUNCIL

November 16, 2015

Dear Columbia Citizen:

On behalf of the City Council, thank you for your ongoing involvement in this community. We hope you will help us by taking a few minutes to respond to the enclosed survey. Our last citizen survey was in 2014.

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

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

Please return your completed survey in the next 10 days in the enclosed, postage-paid envelope. If you prefer, you may complete the survey online at www.Columbia2015Survey.org.

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

Sincerely,

Bob McDavid
Mayor



1. Major categories of services provided by the City of Columbia are listed below. Please rate each item on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”:

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Public safety services provided by the City (e.g., police and fire services)	5	4	3	2	1	9
2.	Parks and recreation programs and facilities provided by the City	5	4	3	2	1	9
3.	Condition of City streets	5	4	3	2	1	9
4.	Enforcement of City codes and ordinances	5	4	3	2	1	9
5.	Quality of customer service you receive from City employees	5	4	3	2	1	9
6.	Effectiveness of City communication with the public	5	4	3	2	1	9
7.	Quality of City permitting services for buildings	5	4	3	2	1	9
8.	The City's runoff/stormwater management system	5	4	3	2	1	9
9.	Public health services provided by the City	5	4	3	2	1	9
10.	Solid waste services (trash, recycling, etc.)	5	4	3	2	1	9
11.	City water, electric, and sewer services	5	4	3	2	1	9
12.	Public transit services (bus)	5	4	3	2	1	9

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

1st. ____ 2nd. ____ 3rd. ____ 4th. ____

3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Columbia are listed below. Please rate each item on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”:

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the City of Columbia	5	4	3	2	1	9
2.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3.	Overall quality of life in the city	5	4	3	2	1	9
4.	Overall feeling of safety in the city	5	4	3	2	1	9
5.	Local economic conditions	5	4	3	2	1	9
6.	City efforts to meet its financial needs & maintain a balanced budget	5	4	3	2	1	9

4. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5, where 5 means “Very Safe” and 1 means “Very Unsafe,” please rate your feeling of safety in the following situations in the city:

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

5. **PUBLIC SAFETY CONCERNS.** Using a scale of 1 to 5, where 5 means “Very Likely” and 1 means “Very Unlikely,” please indicate how likely you think it is that the following will happen to you in the City of Columbia:

<i>How likely do you think these will happen to you in the City of Columbia:</i>		Very Likely	Likely	Neutral	Unlikely	Very Unlikely	Don't Know
1.	You will hear gun shots	5	4	3	2	1	9
2.	You will be a victim of property crime	5	4	3	2	1	9
3.	You will be a victim of violent crime	5	4	3	2	1	9
4.	You will be a victim of a fire	5	4	3	2	1	9

6. **PUBLIC SAFETY SERVICES.** For each of the following, please rate your satisfaction 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
1.	Police efforts to prevent crime	5	4	3	2	1	9
2.	How quickly police respond to emergencies	5	4	3	2	1	9
3.	Overall quality of local police services	5	4	3	2	1	9
4.	How quickly Fire personnel respond to emergencies	5	4	3	2	1	9
5.	Overall quality of City fire protection	5	4	3	2	1	9
6.	The City's municipal court	5	4	3	2	1	9

7. 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 numbers below using the numbers from the list in Question 6.]

1st. ____ 2nd. ____ 3rd. ____

8. **PERCEPTIONS OF PARKS AND RECREATION.** For each of the following, please rate your satisfaction 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
1.	Quality of City parks	5	4	3	2	1	9
2.	Quality of walking/biking trails in the city	5	4	3	2	1	9
3.	Quality of outdoor athletic fields	5	4	3	2	1	9
4.	Quality of recreation programs and classes	5	4	3	2	1	9
5.	Availability of information about City parks and recreation programs	5	4	3	2	1	9
6.	City pools and aquatic facilities	5	4	3	2	1	9

9. Which TWO of the parks and recreation services listed above do you think are the most important services for the City to provide? [Write in the numbers below using the numbers from the list in Question 8.]

1st. ____ 2nd. ____

10. **STREETS AND SIDEWALKS.** For each of the following, please rate your satisfaction 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
1.	City maintenance and repair services for major City streets	5	4	3	2	1	9
2.	City maintenance and repair services for streets in YOUR neighborhood	5	4	3	2	1	9
3.	Snow removal on major City streets	5	4	3	2	1	9
4.	Snow removal on neighborhood streets	5	4	3	2	1	9
5.	City street cleaning services	5	4	3	2	1	9
6.	Condition of City sidewalks	5	4	3	2	1	9
7.	Availability of sidewalks in the city	5	4	3	2	1	9
8.	Condition of pavement markings	5	4	3	2	1	9

11. Which **THREE** of the street and sidewalk services listed on the previous page do you think are the most important services for the City to provide? [Write in the numbers below using the numbers from the list in Question 10]

1st. ____ 2nd. ____ 3rd. ____

12. **CODE ENFORCEMENT AND NEIGHBORHOOD SERVICES.** For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”:

How Satisfied are you with City efforts to enforce the following:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of residential property	5	4	3	2	1	9
2.	Enforcement of residential building codes	5	4	3	2	1	9
3.	Maintenance of business property	5	4	3	2	1	9
4.	Enforcement of business building codes	5	4	3	2	1	9
5.	Parking on neighborhood streets	5	4	3	2	1	9
6.	Clean-up of trash and litter	5	4	3	2	1	9

13. 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 numbers below using the numbers from the list in Question 12.]

1st. ____ 2nd. ____ 3rd. ____

14. **CITY GOVERNMENT.** 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 about Columbia’s City government:

How strongly do you agree or disagree with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Columbia City government is democratic and representative	5	4	3	2	1	9
2.	Columbia City government is transparent	5	4	3	2	1	9
3.	Columbia City government is efficient	5	4	3	2	1	9
4.	Columbia City government is innovative	5	4	3	2	1	9
5.	Columbia City government values diversity	5	4	3	2	1	9
6.	Columbia City employees are ethical and honest	5	4	3	2	1	9
7.	Columbia government leaders listen to what citizens have to say	5	4	3	2	1	9

15. **PERSONAL WELL-BEING.** 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:

How strongly do you agree or disagree with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Columbia is a great place to live, work, learn and play	5	4	3	2	1	9
2.	Columbia is a place where I can thrive	5	4	3	2	1	9
3.	I earn a living wage that allows me to meet basic needs for housing, food and utilities without assistance from others	5	4	3	2	1	9
4.	I take advantage of Water & Light energy efficiency programs to manage my home energy use	5	4	3	2	1	9
5.	Columbia has jobs for which I am qualified	5	4	3	2	1	9
6.	Columbia has job opportunities that would allow me to advance myself in my field	5	4	3	2	1	9
7.	Columbia offers opportunities to help people who want to start their own businesses	5	4	3	2	1	9
8.	There are opportunities for women to go into business for themselves and be successful	5	4	3	2	1	9
9.	There are opportunities for minorities to go into business for themselves and be successful	5	4	3	2	1	9

23. Which ONE of the following best describes how people in your neighborhood interact with one another?

- (1) They often help one another and have many social activities together
- (2) They often help one another but do not have many social activities together
- (3) They occasionally help one another but generally keep to themselves
- (4) They almost always keep to themselves
- (9) Don't know

24. **NEIGHBORHOODS.** 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":

How satisfied are you with the following items in your neighborhood:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Condition of housing	5	4	3	2	1	9
2.	Condition of streets	5	4	3	2	1	9
3.	Availability of sidewalks	5	4	3	2	1	9
4.	Neighborhood parks	5	4	3	2	1	9
5.	Overall appearance of your neighborhood	5	4	3	2	1	9
6.	Overall quality of City services in your neighborhood	5	4	3	2	1	9

25. **CUSTOMER SERVICE.** Have you called or visited the City with a question, problem, or complaint during the past year? (1) Yes (2) No [Skip to Q26]

25-2. [If "YES" to Q25] For which service did you contact the City most recently?

- (01) Police
- (02) Fire
- (03) Water
- (04) Sewer
- (05) Stormwater
- (06) Parks & recreation
- (07) Code enforcement
- (08) Public health
- (09) Streets
- (10) Sidewalks
- (11) Electric service
- (12) Public transportation
- (13) Planning and Zoning
- (14) Solid waste (trash, recycling, yard waste)
- (15) Monthly utility billing
- (16) Other: _____

25-3. [If "YES" to Q25] Why did you contact the City about this service?

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

25-4. [If "YES" to Q25] Please indicate your level of agreement with the following statements about the quality of service you received from City employees the last time you contacted the City, as indicated in Question 25-2, by circling the corresponding number below:

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

26. Overall, how do you rate the service provided by the City's Utility Billing Office?

- (1) Excellent
- (2) Good
- (3) Average
- (4) Poor
- (5) Very Poor
- (9) Don't Know

27. How would you like to receive information about City issues, services and events?

[Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) The City newsletter that comes with utility bill | <input type="checkbox"/> (08) Neighborhood or homeowners associations |
| <input type="checkbox"/> (02) Local newspaper | <input type="checkbox"/> (09) Facebook |
| <input type="checkbox"/> (03) Television news | <input type="checkbox"/> (10) Twitter |
| <input type="checkbox"/> (04) City cable channel | <input type="checkbox"/> (11) YouTube |
| <input type="checkbox"/> (05) City website | <input type="checkbox"/> (12) Pinterest |
| <input type="checkbox"/> (06) Radio | <input type="checkbox"/> (13) Google+ |
| <input type="checkbox"/> (07) Friends/neighbors | <input type="checkbox"/> (14) Other: _____ |

28. 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:

How strongly do you agree or disagree with the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	City government is a trusted source of information about programs and services	5	4	3	2	1	9
2.	It is easy to get the information I need from City government	5	4	3	2	1	9
3.	Information is communicated clearly, accurately and in a form that meets my needs	5	4	3	2	1	9
4.	The City's cable television channel provides information that is useful to me	5	4	3	2	1	9
5.	The City's website provides information that is useful to me	5	4	3	2	1	9
6.	The City newsletter provides information that is useful to me	5	4	3	2	1	9
7.	The City's use of social media provides information that is useful to me	5	4	3	2	1	9
8.	There are enough mobile apps to provide the City information I need or conduct business with the City	5	4	3	2	1	9

29. 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 that service on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”:

Do you use this service?			Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
YES	NO	(1) Residential trash collection service	5	4	3	2	1	9
YES	NO	(2) Curbside recycling (blue bags)	5	4	3	2	1	9
YES	NO	(3) Drop-off recycling	5	4	3	2	1	9
YES	NO	(4) City electric service	5	4	3	2	1	9
YES	NO	(5) City water service	5	4	3	2	1	9
YES	NO	(6) City sewer service	5	4	3	2	1	9

30. Please indicate if you have done any of the following during the past year in the City of Columbia by circling YES or NO:

1.	Used police services?	YES	NO
2.	Were a victim of any crime?	YES	NO
3.	Used fire or emergency medical services?	YES	NO
4.	Visited a community recreation center?	YES	NO
5.	Visited a city park?	YES	NO
6.	Used public transportation/bus?	YES	NO
7.	Attended or watched any City meetings?	YES	NO
8.	Have you used the Columbia Airport?	YES	NO
9.	Used public health services provided by the City?	YES	NO
10.	Applied for a building permit from the City?	YES	NO

31. Approximately how many years have you lived at your current address? _____ years

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

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

34. What is your age? _____ years

35. How many people live in your household? _____ people

36. How many people in your household are employed? _____ people

37. Which of the following best describes your employment status?

- ___(1) Employed full time [answer Q37-2 and Q37-3] ___(4) Not employed, NOT looking for work
___(2) Employed part time [answer Q37-2 and Q37-3] ___(5) Retired
___(3) Not employed, looking for work ___(6) Disabled, not able to work

37-2. [If you are employed] How many paying jobs do you have? _____

37-3. [If you are employed] Do you work inside or outside the city limits of Columbia?

- ___(1) Inside ___(2) Outside ___(3) Both ___(9) Don't know

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

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

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

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

40. What is your gender identity? ___(1) Male ___(2) Female ___(3) Other

This concludes the survey. Thank you for your time!

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 complete the survey and provide comments on-line at www.Columbia2015Survey.org.

Please return your completed survey to: ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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

Section 6:
Focus Group Summary
Report

City of Columbia, Missouri

Focus Group Summary Report

OVERVIEW

ETC Institute conducted two focus groups with residents who live in the City of Columbia. The focus groups were conducted as a follow-up to a citizen satisfaction survey that ETC had previously administered for the City. The purpose of the focus groups was to gather more in-depth information from residents regarding issues related to public safety services provided by the City.

METHODOLOGY

The focus groups were held at 5:30pm and 7:30pm on April 7th at the Activity and Recreation Center. Focus group participants were selected at random from a list of households who had previously completed a citizen satisfaction survey for the City. The focus group was designed to gather detailed feedback about the following issues:

- 1) General Perceptions of Public Safety Services
- 2) Perceptions of Police Services
- 3) Perceptions of Safety in Columbia
- 4) Perceptions of Fire Services
- 5) Planning for Growth
- 6) Final Comments

A total of 19 residents attended the focus groups. The focus groups were each 90 minutes long and were moderated by a representative from ETC Institute.

A summary of the topics and major findings of the focus group are provided on the following pages.

FOCUS GROUP FINDINGS BY TOPIC

Topic #1: General Perceptions of Public Safety Services

General Perceptions of Public Safety Services

Focus group participants were asked to indicate what types of services come to mind when they think “public safety services”. Listed below are the services that were mentioned:

- 9-1-1 Dispatch
- Ambulance
- City maintenance
- Community relationships
- Community policing
- Emergency medical services
- Fire
- Laws and regulations
- Local emergency planning
- Neighborhood watch & social media groups
- Police
- Protection of rights and livelihood
- Road services
- Sanitation
- School safety
- Street lights
- Water services

Participants were then asked which item from the list they feel is the most important to their overall satisfaction with the quality of public safety services provide by the City. Thirteen (13) of the 19 participants listed “police” as the most important service; 3 participants listed “fire” as the most important service, and water, community relationships, and neighborhood watch and social media each had 1 participant list it as the most important.

Contact with City Public Safety Officials

Focus group participants were asked if they’ve had contact with public safety officials in Columbia in the past year. Eleven participants indicated they have had contact with public safety officials in the past year. Of the 11 participants that have had contact with public safety officials, nearly all of them described their experience as “positive”. Listed on the following page are a summary of the comments that were provided.

- Our house was broken into. The officers that come out to our house were very willing to help and answer any questions we had.
- We took our kids to a fire safety education class, and the firefighters did a great job working with the kids. The class was very informative.
- We called the police when our house was robbed. Officers came to our house quickly and were very professional and friendly. They did a great job.
- Some mailboxes in our neighborhood were knocked over, so the police were called to investigate. I thought they were very helpful and did a great job.

Topic #2: Perceptions of Police Services

Satisfaction with Police Services

Focus group participants were asked to indicate overall how satisfied they are with the police services provided by the City. A total of 7 participants are “very satisfied”, 5 are “satisfied”, 5 indicated “neutral”, and 2 are “dissatisfied”.

Listed below are a summary of the comments that were provided by those who are “very satisfied” with police services.

- In my neighborhood the police are visible, respond quickly, and are very helpful and friendly.
- In my experience, the police are always quick to respond when needed.
- I’ve had nothing but very positive interactions with the police.
- I recently moved to a new part of the City, and I feel more safe and comfortable than I ever have before because the police are very visible.
- The police are always very nice and willing to help.
- The police do a great job working with our neighborhood watch group. They’re very supportive and willing to answer any questions we have.
- Police officers have a lot of really tough situation to deal with, and overall I think they do a great job.

Listed below and on the following page are a summary of the comments that were provided by those who are “satisfied” with police services.

- Overall the police response time is very good, but there have been times when it could have been better.
- I feel like the commitment from police officers is there, but sometimes the resources they need aren’t available.

- My interactions with police have always been very positive; I just think a City of this size needs a larger police force.
- I think the police officers to a good job overall, but I don't feel they get enough support from upper management.

Listed below are a summary of the comments that were provided by those who rated police services as “neutral”.

- The perception I get from the media is that morale is low among police officers. It doesn't seem like there's very good leadership.
- Sometimes it takes a while for police officers to show up when there's been a crime committed. In this case, the crime was destruction of property.
- I feel like the leadership is “top heavy”; it seems like there are more commanders and not as many officers as there should be.
- Generally I think the police do a pretty good job, but I do know of an incident where there was an altercation between family members, and one of the officers used too much force.
- It seems like crime related to drugs has increases, and it's not as safe to go out at night as it used to be.

Listed below are a summary of the comments that were provided by those who are “dissatisfied” with police services.

- The response time to a robbery in our neighborhood was unacceptable (it took an hour for an officer to show up), and the officer that showed up was new and inexperienced.
- I feel like there's too much going on at night, and not enough of a police presence to manage it all. There's a lot of drugs in the parks and no police around. I think the police department is understaffed.

Police Efforts to Prevent Crime

The moderator informed focus group participants that on the citizen satisfaction survey recently conducted for the City, “police efforts to prevent crime” was rated by citizens as the number one public safety priority. Participants were then asked if they have any concerns with the City's efforts to prevent crime. A total of 10 participants indicated they do have concerns with efforts to prevent crime, and 9 participants do not have concerns. Listed on the following page are a summary of the comments that were provided by those who have concerns about the City's efforts to prevent crimes.

- It seems to me that the police department is understaffed. The City keeps growing, but it doesn't seem like the size of the police department has kept up.
- I feel like there are too many guns in the City.
- I would like to know the crime statistics for the City. This information should be available.
- I would like to know how many illegal immigrants are in the county and in the City.
- I feel like the City has a shortage of police officers, and I think it's caused delayed response times.
- It seems like there's a perception that it's better for a police officer to work for Boone County rather than the City of Columbia.
- I feel like there's a disconnect between upper management and the officers. I think this has led to problems with morale among police officers.

How Quickly Police Respond to Emergencies

The moderator informed focus group participants that on the citizen satisfaction survey recently conducted for the City, "how quickly police respond to emergencies" was rated by citizens as the second highest public safety priority. Participants were then asked if they have any concerns with how quickly police respond to emergencies. A total of 12 participants indicated they do have concerns with how quickly police respond to emergencies, and 7 participants do not have concerns. Listed below are a summary of the comments that were provided by those who have concerns with how quickly police respond to emergencies.

- Now a lot of times I see two police officers per car instead of one, which means fewer cars on the streets. Was this change necessary? Has it changed for safety reasons?
- Sometimes I wonder if officers are taking more time on calls to give the appearance that they need more officers.
- Response times are especially slow when there's a traffic accident and a police report needs to be filed.
- Dispatch many times will affect how quickly police respond. If the dispatcher doesn't categorize the calls correctly, this has a domino effect on how quickly police respond.
- Sometimes the response time seems pretty good, other times it seems slow. Needs to be more consistent.

Trusting Police Officers

Focus group participants were asked if they trust City of Columbia police officers. Fifteen of the 19 participants indicated that they trust City police officers. Listed below is a summary of the comments that were provided.

- My interactions with police officers have always been great.
- It depends on the officer. Most police officers seem trustworthy, but I can't say that all of them are.
- They've always seemed trustworthy to me.
- I think diversity among the police force needs improvement. There also needs to be more diversity training provided for police officers.
- I think the police officers do a great job, and I trust them completely.
- I would like to see more transparency regarding arrests, and the demographics behind them. More statistics would be great.

Topic #3: Perceptions of Safety in Columbia

Victim of Crime

Focus group participants were asked if they or anyone they know has been a victim of a crime in the City of Columbia in the past two years. Seven of the 19 participants indicated that they or someone they know have been a victim of crime in the City in the past two years. Listed below are a summary of the comments that were provided.

- Our house was broken into. They rifled through drawers and beat on the gun safe, but luckily they couldn't get it open. They took a container of loose change. The police came and filed a report, and were professional.
- A car was broken into in our neighborhood at night.
- Our son's windshield and back window were smashed in with a brick.
- Some mailboxes in our neighborhood were vandalized.

Feeling Safe in Your Neighborhood at Night

Focus group participants were asked if they feel safe in their neighborhood at night. Fourteen of the 19 participants indicated they feel safe in their neighborhood at night. Listed below and on the following page are a summary of the comments that were provided for those who don't feel safe in their neighborhood at night.

- I sometimes hear strange noises at night, and see people walking around that look suspicious. There have been times when things that were left outside have been moved to a different spot by morning.

- I don't necessarily feel unsafe, but there have been car thefts in our neighborhoods at night.
- I don't feel as safe in our neighborhood at night as I used to. I used to take our dogs for a walk as late as 10:00pm, but I don't feel safe doing that anymore.
- The area around our house is wooded, and you never know what's going to pop out.
- I've occasionally heard gunfire in our neighborhood. Our neighborhood has become more unsafe in the past 5 years. I no longer feel safe going out alone at night.

Feeling Safe in City Parks

Focus group participants were asked if they feel safe in City parks. Most of the participants indicated they feel safe in parks during the day, but not at night. Listed below are a summary of the comments that were provided.

- I feel safe in most parks during the day, but unsafe in most parks at night.
- Most parks have people around during the day so they feel safe. But at night I only see suspicious people at parks, and I rarely see police officers, so it doesn't feel safe.
- We need more lights not just at parks, but throughout the City.
- Parks are great during the day, but I avoid them at night.

Feeling Safe Downtown at Night

Focus group participants were asked if they feel safe in Downtown Columbia at night. Twelve of the 19 participants indicated they feel safe in Downtown Columbia at night. Listed below are a summary of the comments that were provided by those who don't feel Downtown at night.

- There are too many panhandlers and other random people walking around downtown at night.
- There's not enough of a police presence Downtown at night.
- Most areas of downtown are safe, with the exception being parking garages. Parking garages are dangerous at night, as there is a lot of drug dealing taking place there.
- Downtown is safe most of the time, but after 10pm intoxicated students sometimes make the area feel unsafe.
- If there were more lights and/or a greater police presence Downtown I would feel safer.

Media Influence on Perception of Safety

Focus group participants were asked if they think the local media has influenced their perception of safety in Columbia. Thirteen of the 19 participants indicated that the local media has influenced their perception of safety in Columbia. Participants were also asked if they think that news stories in other communities have influenced their perception of safety in Columbia. Four participants feel that news stories in other communities have influenced their perception of safety. Listed below are a summary of the comments that were provided.

- The ABC affiliate in Columbia seems to report on crime more than any other station. There's a sense of exaggeration in their reporting of events.
- For a City of this size, I feel like we're heavily covered in the media, with 3 major networks and 2 newspapers. Because of this level of exposure, I'm sure the media has some influence of peoples' perception of safety in the City.
- The media always reports crimes, but they never provide any statistics, so there's no real context to the report. Are these crimes isolated incidents, or is this a common problem?
- Because of the media I feel like there's a perception that crime is increasing when it really isn't.
- In a mall a fight broke out and shots were fired. Of course the story was covered everywhere.
- There always seems to be a "dramatic" reporting of events.
- Obviously the events on campus last year were a huge story not just in Columbia, but nationwide. I think it had a negative impact on peoples' perception of safety in the City.
- I think the Ferguson situation definitely had an influence on some City residents in a negative way.
- The mass shootings across the country have an impact on my feeling of safety in public areas, especially schools. I think about this more often than I used to.
- Obviously the media spends a lot of time covering crimes. It's hard to avoid hearing about it.

Topic #4: Perceptions of Fire Services

Satisfaction with Fire Services

Focus group participants were asked to indicate overall how satisfied they are with the fire services provided by the City. All 19 participants are either "very satisfied"

(15) or “satisfied” (4) with fire services in the City. Focus group participants were also asked if they trust fire fighters, and all 19 participants said that they do. Listed below are a summary of the comments that were provided.

- All of the firefighters I’ve encountered try very hard to do the best job they can; as a group they really seem to take pride in their job.
- The fire department has a very positive impact on our community. They host family events, educate the public on fire safety, and provide free smoke detectors.
- There were two separate calls placed to a residence in a short period of time, and both times the situation was handled very well by the fire department.
- The fire department has a long tradition of providing updated equipment and resources to the firefighters. I think this is mainly thanks to a very aggressive fire chief.
- The response time is always really good.
- I haven’t personally had much interaction with the fire department, but I never hear anything negative at all.
- The perception of the fire department is definitely very good.
- One time our kitchen caught on fire, and they came out very quickly, and were very professional and nice. They did a great job.
- The fire education and community outreach they provide is excellent.
- The entire department seems to be well-trained and have exceptional people skills.
- The response time is always very good, and they are fast and competent. It’s clear they know what they’re doing.
- For the police department I feel like the public perception is that the police officers do a great job, but they’re shorthanded and aren’t provided with adequate resources. For the fire department I feel like the perception is that the firefighters also do a great job, and they do have the equipment and resources they need. The perception is that firefighters receive more support from upper management than police officers.
- I’ve always found fire department personnel to be very professional and nice.
- At a class I recently attended they provided some information on hazardous materials that I thought was very useful.

Topic #5: Planning for Growth

Familiarity with Plans for Growth

Focus group participants were asked to indicate how familiar they are with the City's plans for growth. Seven of the 19 participants indicated they are somewhat familiar with the City's plans for growth, and 12 participants indicated they are not familiar with the City's plans for growth. No participants felt they are very familiar with the City's plans for growth. Participants were then asked where they've heard about City plans for growth. Listed below are the sources that were mentioned:

- City planning meetings
- City's website
- Community meetings (2)
- Fliers in utility bills
- "Lunch and learn" events
- Media – multiple outlets (2)
- News stories

How Well the City Is Doing Planning for Growth

Focus group participants were asked to indicate if they feel the City is doing a good job planning for growth. Ten of the 19 participants do not feel the City is doing a good job planning for growth, 6 participants feel the City is doing a good job, and 3 participants feel the City is doing an okay job. Listed below and on the following page are a summary of the comments that were provided.

- I think infrastructure needs improvement, but there's new development taking place downtown. The priorities need to change.
- The fact that the population keeps increasing is a by-product of good planning. Everybody wants to live in Columbia, so the City must be doing something right.
- While certain aspects of growth are being addressed, such as education, other areas such as public safety and infrastructure have suffered.
- Roads, sewers, and streets are all badly in need of updating.
- The unemployment rate isn't as bad in Columbia as it is in other cities.
- The sewer system really needs to be updated.
- There's no maintenance of infrastructure. The City is taking a "Band-Aid" approach to fixing roads. I guess this is okay for now, but it's not going to work long-term.
- Some highway exits are poorly designed. I'd like to see the City partner with MODOT to make road improvements.

- There's a CVS being built downtown, which makes no sense, when there are high rises and parking lots in other areas.
- Overall I think the City is doing a good job. The population continues to increase, and yet the services are still good.
- Roads and traffic are really becoming a big problem. As the City continues to grow, these problems will only get worse unless the City addresses them.

Biggest Growth Related Issues for the Next 5 Years

Focus group participants were asked to indicate what they feel will be the biggest growth-related problems for the City over the next 5 years. Listed below are a summary of the comments that were provided.

- I think public safety could become a big problem, especially considering that the police department is already understaffed.
- Taking care of baby boomers is going to be a big issue the City will have to face.
- As the City continues to grow, I'd like to see citizens be more proactive with neighborhood watch groups. Our neighborhood has a very strong watch group. Everyone in our neighborhood participates, and we watch out for each other. If the City could encourage and provide support for these groups, there might not be a need to more police officers.
- In addition to neighborhood watch groups, I'd like to see a neighborhood social media page.
- Roads, sewers, and streets are all badly in need of improvement
- Infrastructure improvements will need to be made.

Planning and Accommodating for Growth

Focus group participants were asked to indicate what one thing the City could do better plan for and accommodate growth. Listed below and on the following page are a summary of the comments that were provided.

- I'd like to see better community relationships and outreach.
- I would like to see more green space development. The City has lost a lot of green space over the past 15 years.
- Infrastructure improvements are definitely needed.
- I'd like to see the City establish a real growth management policy. I don't think the City has one right now, and the City's going to continue to grow, so there needs to be a plan in place.
- The City should focus on improving on what already exists.

- I think there's a need to plan for and be prepared to fund future growth. I feel like the City is in a reactive mode rather proactive when it comes to planning for growth.
- As the City continues to grow, I think more focus should be placed on preventing crime and making the City more safe.

Topic #6: Final Comments

Focus group participants were given the opportunity to provide any final comments before the focus group ended. Listed below are a summary of the comments that were provided.

- I would like to see more information on how our tax dollars are being spent.
- Overall I think the City does a great job. I love living in Columbia, and my kids love it also.
- There needs to be more places in Columbia for families to visit.
- I think the police department is understaffed, but just hiring more people isn't the answer. Morale in the police department needs to improve.
- I'd like to see improved communication from the City. I feel like there's a disconnect between residents and City Hall. Maybe there could be more public meetings?
- There's always room for improvement, but I think the City is doing a great job overall.
- I think that staffing the police department should be a priority. The police department is understaffed now, and as the City continues this will become a very important issue.
- Infrastructure improvements will need to be made.