

City of Kirkwood 2016 Community Survey

...helping organizations make better decisions since 1982

Findings
Report

Submitted to the City of Kirkwood, Missouri by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

August 2016





Contents

Executive Summary	i
Section 1: Charts and Graphs.....	1
Section 2: Benchmarking Analysis	23
Section 3: Importance-Satisfaction Analysis	34
Section 4: Tabular Data.....	44
Section 5: Survey Instrument.....	78
Appendix A: GIS Maps	A-1

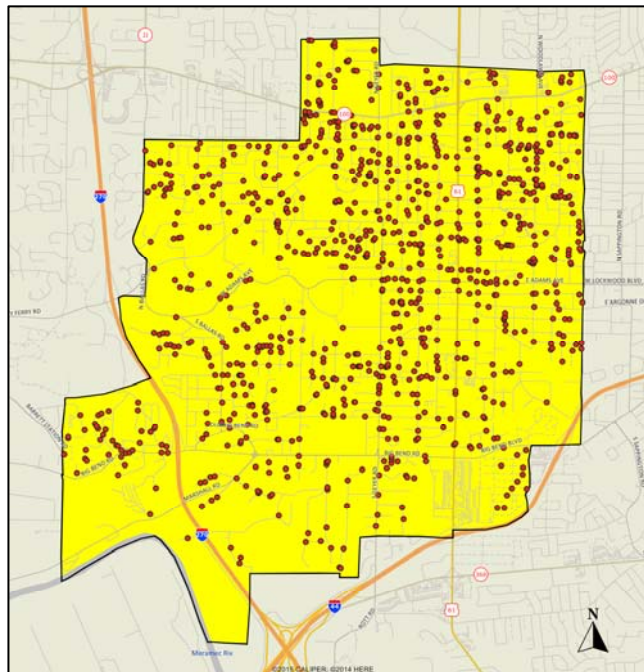
City of Kirkwood 2016 Community Survey Executive Summary Report

Overview and Methodology

Overview. During May and June of 2016, ETC Institute administered a community survey for the City of Kirkwood, Missouri. The purpose of the survey was to assess satisfaction with the delivery of major City services to help set community priorities so that tax dollars are spent wisely. This is the second survey that ETC Institute has administered for the City of Kirkwood; the first survey was conducted in 2014.

Methodology. A six-page survey was mailed to a random sample of households throughout the City of Kirkwood. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys via mail or online. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail or completed it online were given the option of completing it by phone.

The goal was to receive at least 550 completed surveys. This goal was far exceeded, with a total of 1,021 households completing a survey. The results for the random sample of 1,021 households have a 95% level of confidence with a precision of at least +/- 3.1%. 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.



Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 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.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey, including trends (Section 1)
- benchmarking data that shows how the results for the City of Kirkwood compare to other U.S. cities (Section 2)
- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)
- GIS maps that show the results of selected questions on maps of the City (Appendix A)

Major Findings

Major Categories of City Services

- The major categories of city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: public safety services (94%), parks and recreation programs and facilities (89%), Kirkwood electric service (88%), and water services (87%).
- Based on the sum of their top three choices, the areas that residents feel should receive the most emphasis from City leaders over the next two years were: (1) the condition of city streets, (2) the condition of city sidewalks, and (3) the flow of traffic and congestion management.

Perceptions of the City

- Most residents have a positive perception of the City of Kirkwood. Ninety-three percent (93%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of life in City; 89% were satisfied with the overall quality of services provided by the City, 89% were satisfied with the overall feeling of safety in the City, and 85% were satisfied with the overall appearance of the City.

Public Safety Services

- The public safety services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of local fire protection/emergency medical services (92%), how quickly fire/EMS personnel respond to emergencies (92%), and the overall quality of local police protection (89%).
- Based on the sum of their top three choices, the public safety services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) visibility of police in neighborhoods, (2) the visibility of police in retail areas, and (3) enforcement of local traffic laws.

Water Services

- The water services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of tap water (90%) and water pressure on a typical day (82%).
- Based on the sum of their top two choices, the water services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) what residents are charged for water and (2) the overall quality of tap water.

Waste Collection Services

- The waste collection services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of recycling collection services (88%) and residential trash collection services (86%).
- Based on the sum of their top two choices, the waste collection services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) the value received for cost of yard waste bags and stickers and (2) the value received for the cost of trash and recycling services.

Code Enforcement

- The code enforcement areas that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: maintenance of business property (65%) and enforcing codes to protect public health and safety (62%).
- Based on the sum of their top two choices, the code enforcement areas that residents feel should receive the most emphasis from City leaders over the next two years were: (1) the maintenance of residential property and (2) enforcing mowing and trimming on private property.

Sidewalks

- The aspects of sidewalks in Kirkwood that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the distance of the sidewalk from the roadway and moving vehicles (58%) and the extent the sidewalks are clear of weeds, brush, and overhanging limbs (47%).

Kirkwood Electric

- The Kirkwood Electric services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of electric services provided (92%) and how quickly Kirkwood Electric responds to outages (82%).

Parks and Recreation Services

- The parks and recreation services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: maintenance of city parks (94%), the quality of outdoor athletic fields (84%), and the quality of the City’s outdoor aquatic center (81%).
- Based on the sum of their top three choices, the parks and recreation services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) maintenance of city parks, (2) the quality and condition of community center facilities, and (3) city recreation programs.

Billing

- The aspects of billings that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: how easy the bill is to understand (90%) and the accuracy of the bill (89%).

Communication

- The aspects of communication that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of the parks and recreation program guide (80%), the availability of information about City programs and services (78%), and the quality of the City’s citizen newsletter – Eye on Kirkwood (73%).
- Based on the sum of their top two choices, the communication items that residents feel should receive the most emphasis from City leaders over the next two years were: (1) public involvement in local decision making, (2) City efforts to keep residents informed on local issues, and (3) the availability of information about City programs and services.

Other Findings

- 98% of residents surveyed, who had an opinion, feel “very safe” or “safe” walking in their neighborhood during the day, and 98% also feel “very safe” or “safe” in Downtown Kirkwood during the day.
- 63% of residents do not feel that overgrown lots, abandoned cars, graffiti, and dilapidated buildings are a problem in their neighborhood.
- 82% of residents indicated Webster Kirkwood Times articles as one of their primary sources of information about City issues, services, and events. The other most frequently mentioned sources of information about City issues, services, and events were: Eye on Kirkwood (60%), friends/neighbors (47%), and parks and recreation program guide (39%).
- 26% of residents are aware of the new “Kirkwood Konnect” mobile application for customer service requests; 15% of those who are aware of the “Kirkwood Konnect” customer service request system have used it.
- 66% of residents surveyed indicated that the number of events taking place in Downtown Kirkwood is sufficient; 18% believe the City needs more large events in Downtown Kirkwood, and only 2% feel there are too many events in Downtown Kirkwood. The remaining 14% did not have an opinion.
- 26% of residents surveyed would support the development of City regulations to govern if and when property owners may remove trees on commercial and residential properties; 46% would not support the development of these regulations, and 27% did not have an opinion.

How Kirkwood Compares to Other Communities

Kirkwood **rated at or above the national average** in 34 of the 38 areas that were assessed. Kirkwood rated significantly higher than the national average (4% or more above) in 27 of these areas. The areas in which Kirkwood rated the most significantly above the national average are listed below:

- Quality of outdoor aquatic center (+37%)
- Quality of City services provided (+34%)
- Overall customer service (+29%)
- City communication with the public (+23%)
- Availability of information on City programs and services (+23%)

- Parks and recreation programs and facilities (+20%)
- Overall appearance of the City (+19%)
- Overall quality of life in the City (+17%)
- Value received for City tax dollars and fees (+17%)
- Maintenance of city parks (+17%)
- City efforts to keep residents informed on local issues (+17%)
- Overall quality of local police services (16%)
- Quality of outdoor athletic fields (+16%)

Kirkwood **rated below the national average** in only 4 of the 38 areas that were assessed. Kirkwood rate significantly lower than the national average (4% or more below) in one area: condition of city streets (-12%).

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

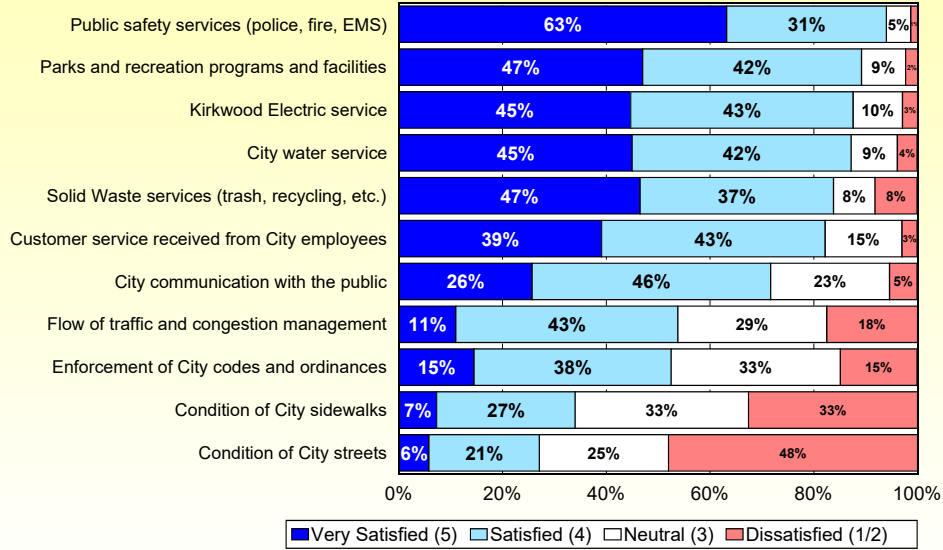
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Condition of City streets (IS Rating= 0.5402)
 - Condition of City sidewalks (IS Rating=0.3036)
 - Flow of traffic and congestion management (IS Rating=0. 1840)

- **Priorities within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each area over the next two years are listed below:
 - **Public Safety Services:** visibility of police in neighborhoods and visibility of police in retail areas
 - **Water Services:** what residents are charged for water
 - **Waste Collection Services:** value received for cost of yard waste bags/stickers
 - **Code Enforcement:** enforcing the removal of dead trees, enforcing mowing and trimming on private property, and maintenance of residential property
 - **Parks and Recreation:** quality and condition of community center facilities
 - **Communication:** public involvement in local decision making and City efforts to keep residents informed on local issues

Section 1:
Charts and Graphs

Q1. Overall Satisfaction with City Services by Major Category

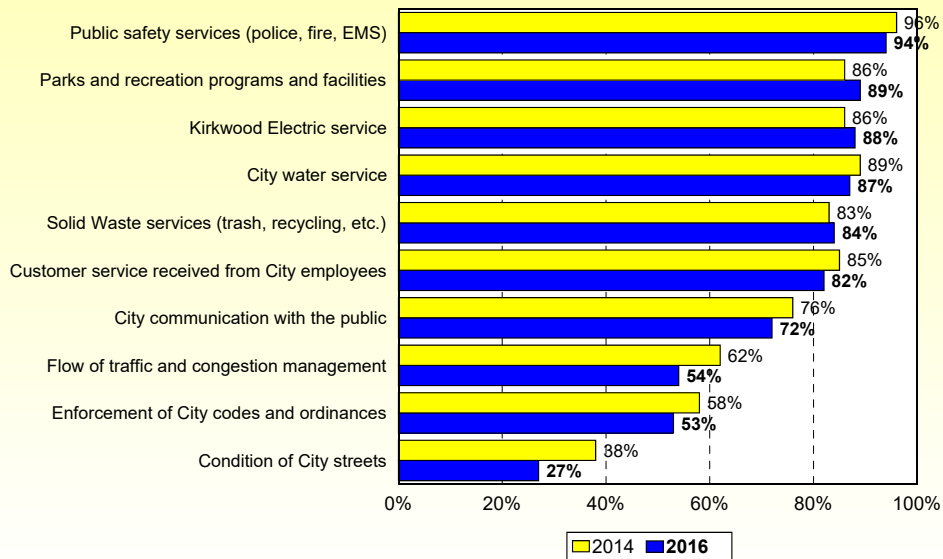
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Overall Satisfaction with City Services by Major Category - 2014 vs. 2016

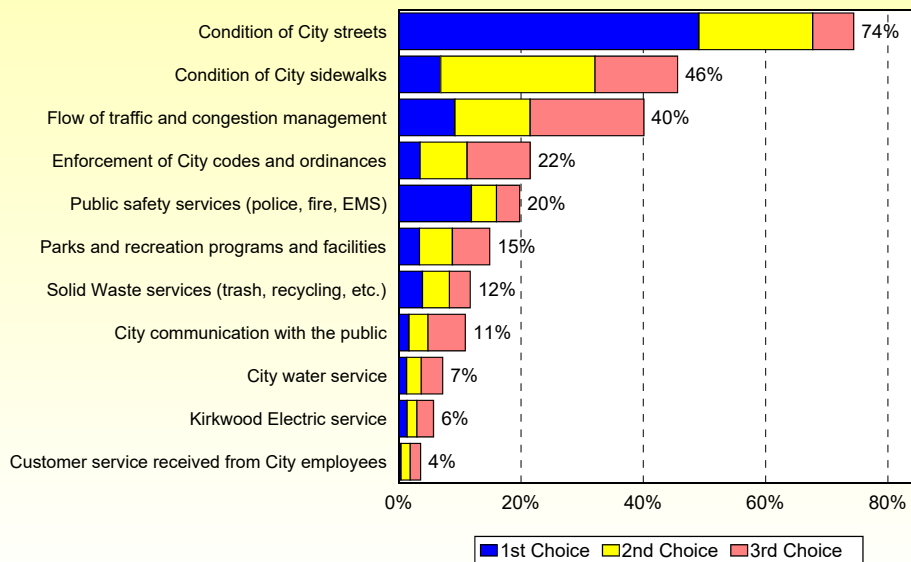
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

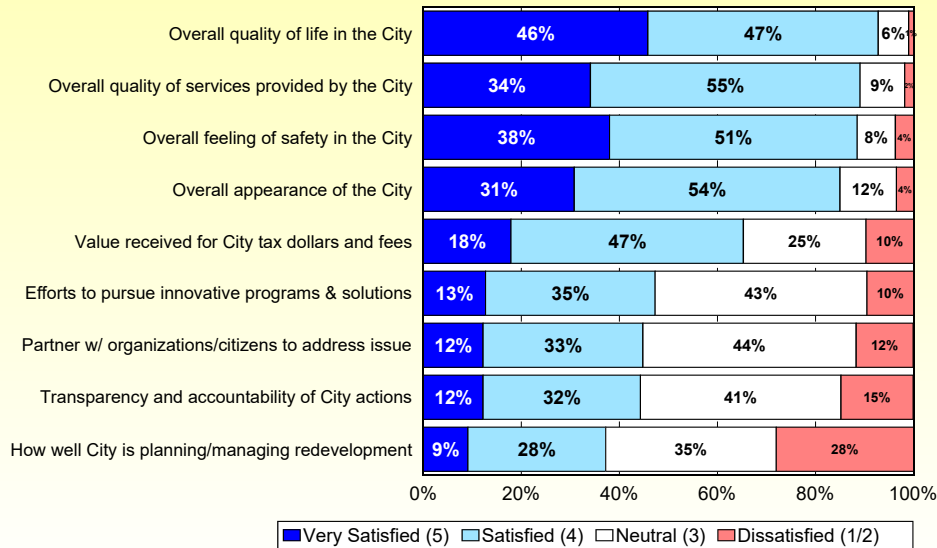
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

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

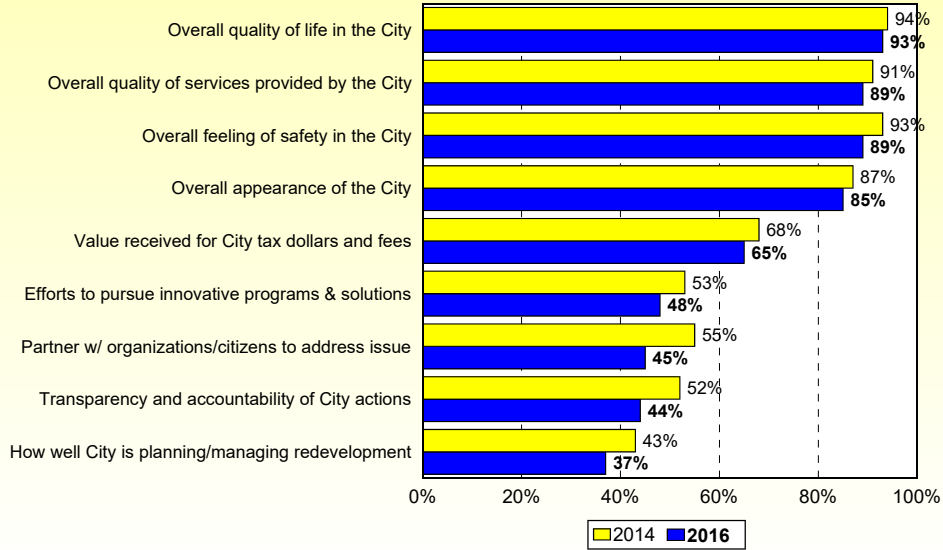
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Satisfaction with Items That Influence Perceptions Residents Have of the City - 2014 vs. 2016

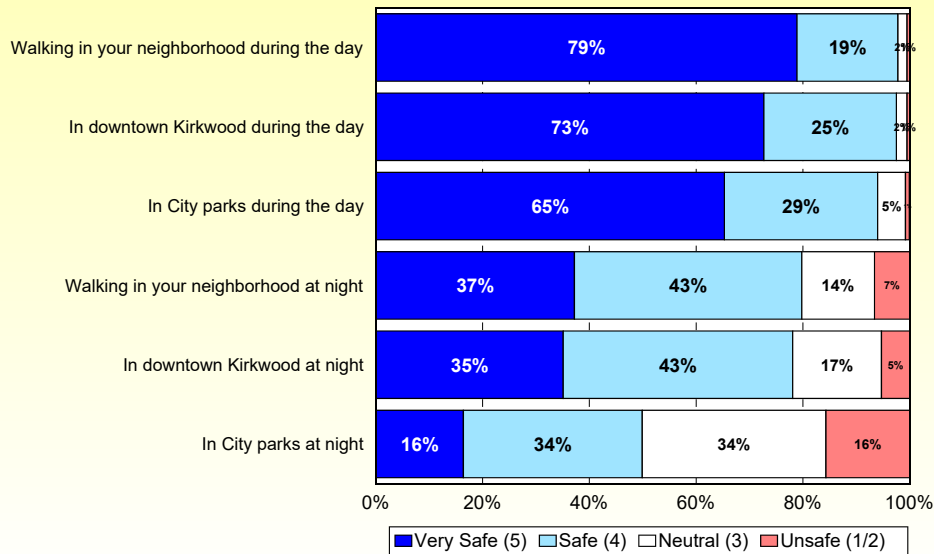
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q4. Perceptions of Safety Residents Feel in Various Situations

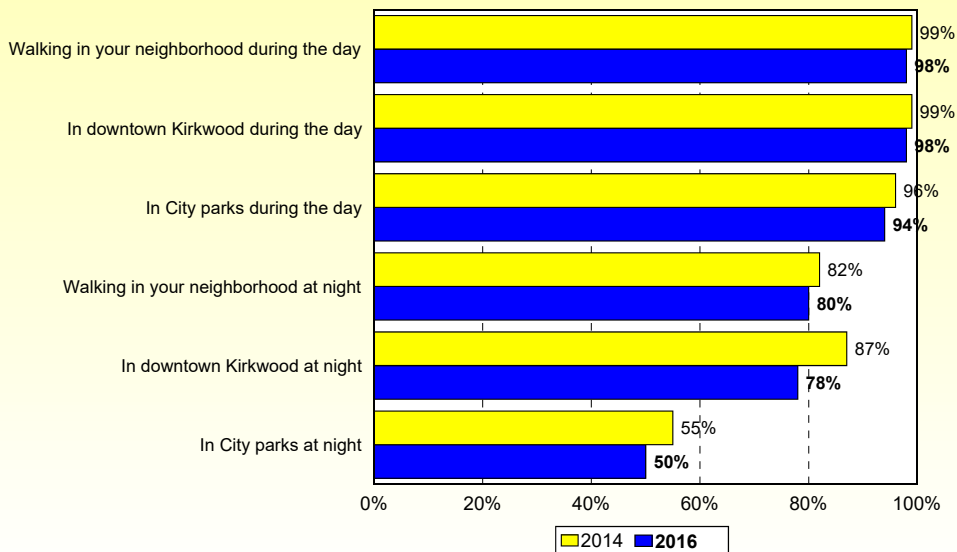
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Perceptions of Safety Residents Feel in Various Situations - 2014 vs. 2016

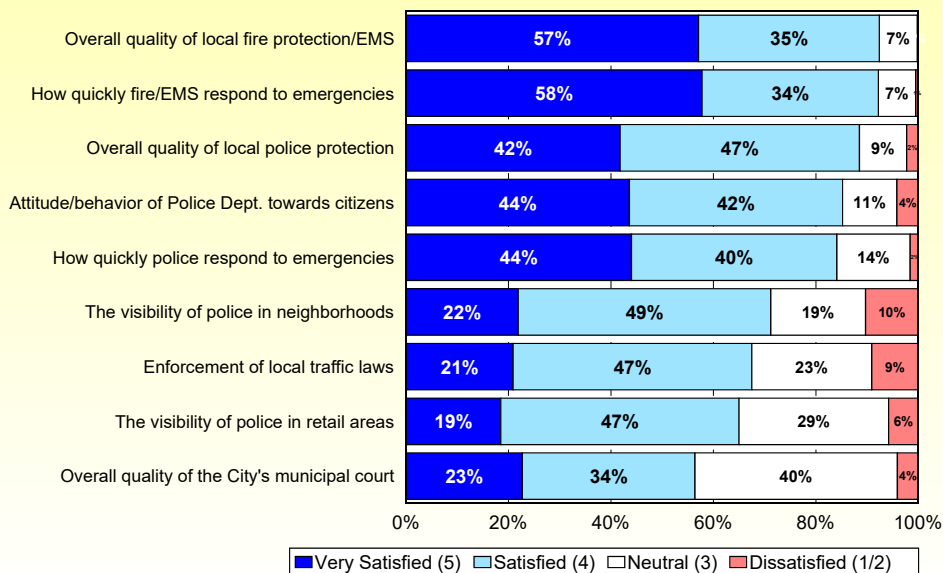
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



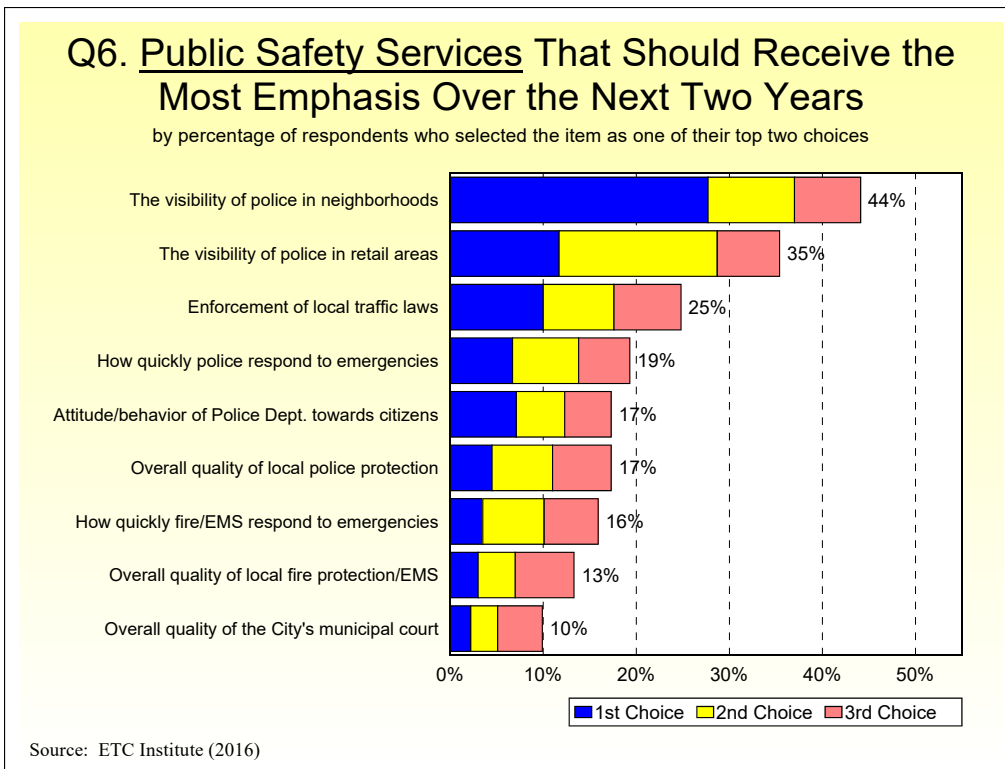
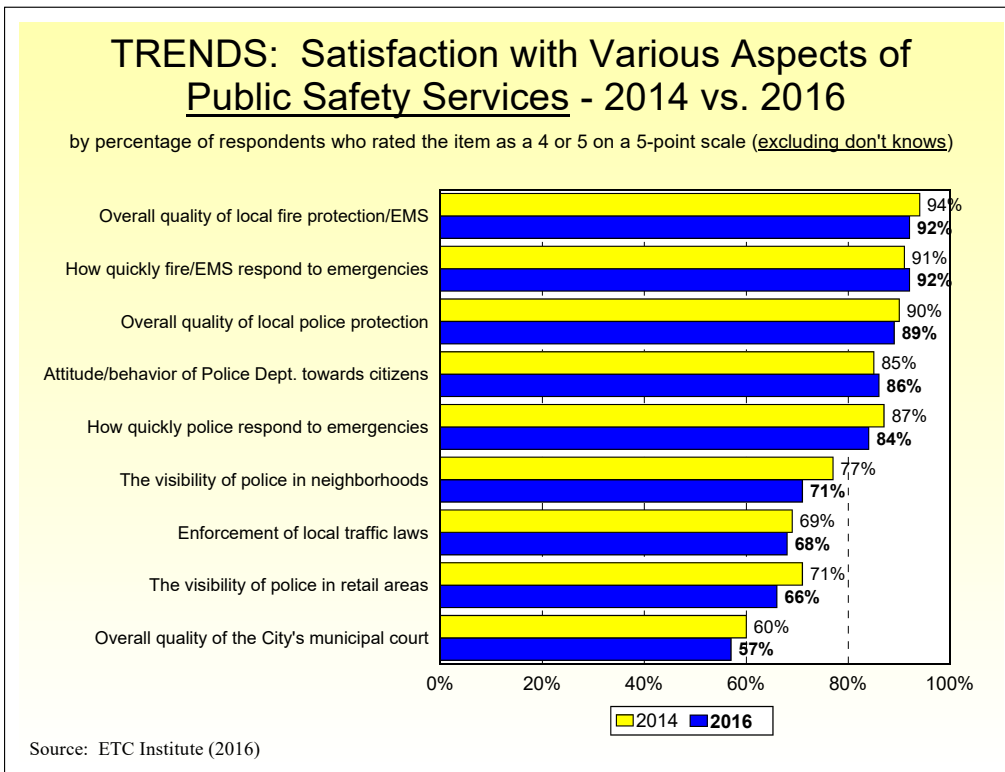
Source: ETC Institute (2016)

Q5. Satisfaction with Various Aspects of Public Safety Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

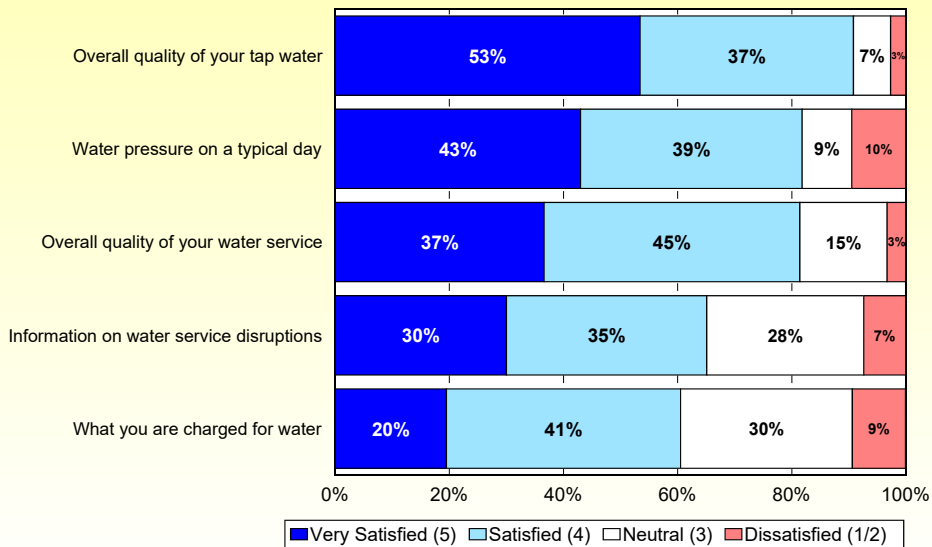


Source: ETC Institute (2016)



Q7. Satisfaction with Various Aspects of Water Services

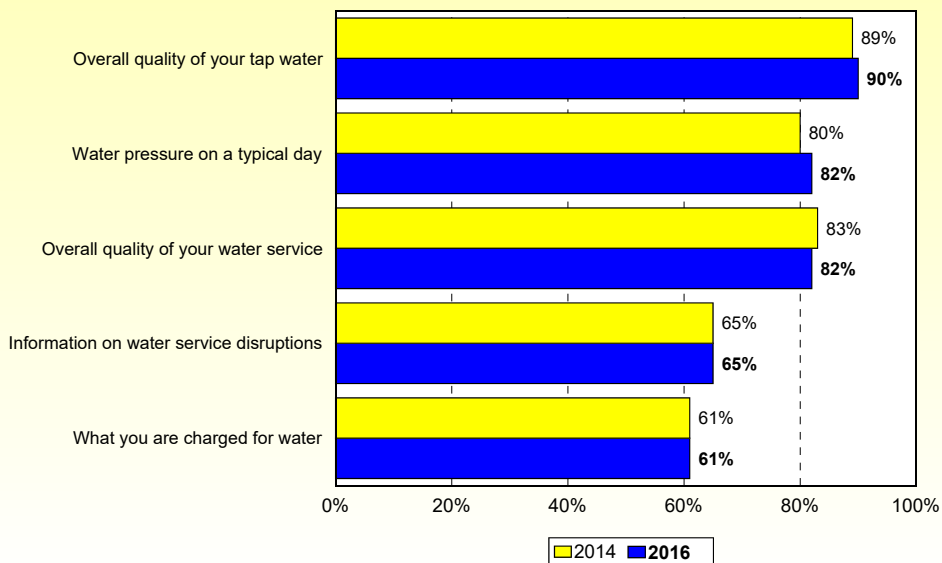
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Satisfaction with Various Aspects of Water Services - 2014 vs. 2016

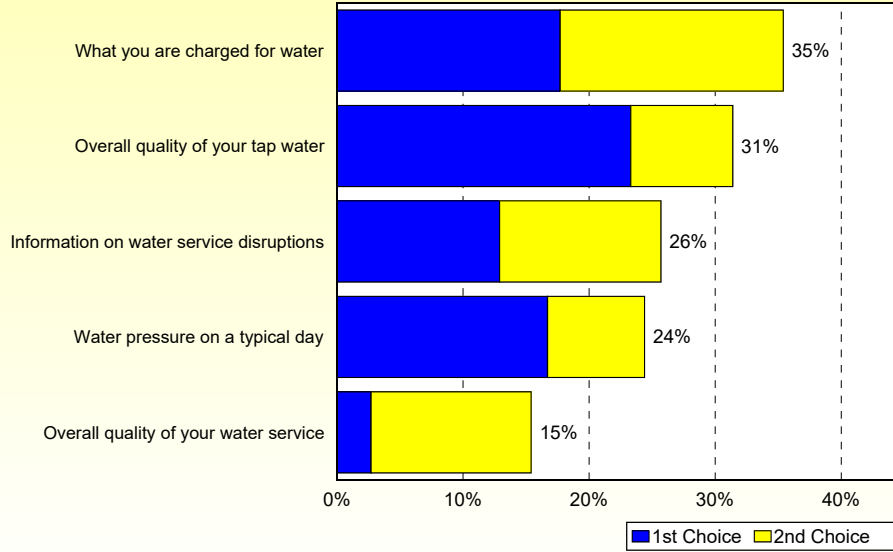
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q8. Water Services That Should Receive the Most Emphasis Over the Next Two Years

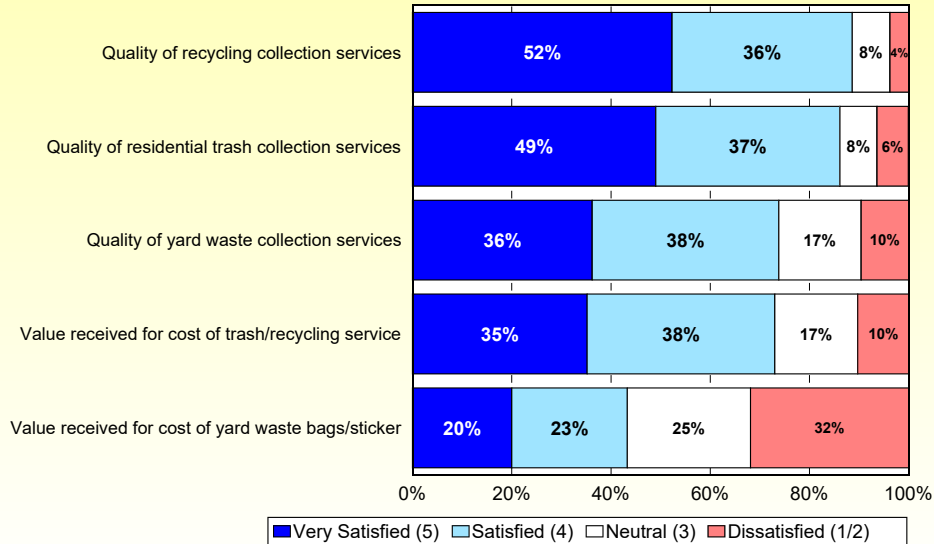
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016)

Q9. Satisfaction with Various Aspects of Waste Collection Services

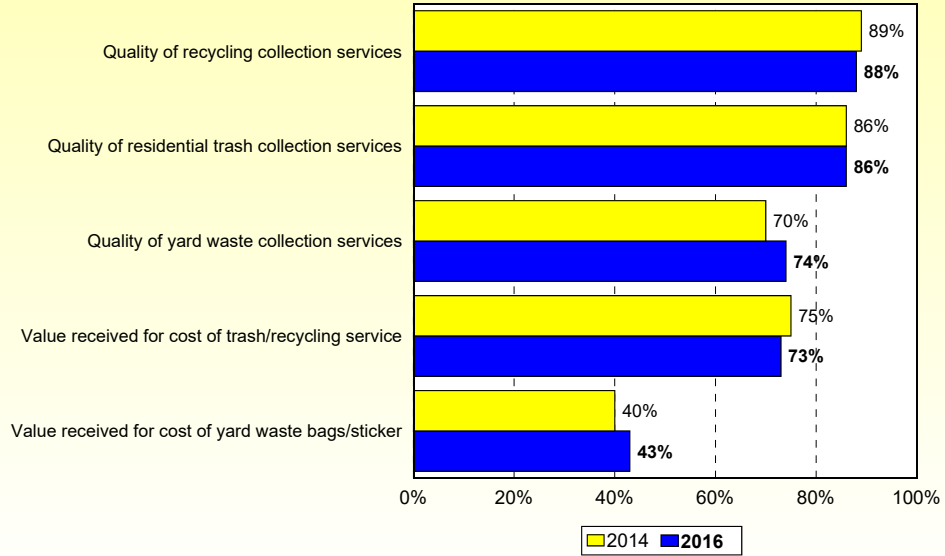
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Satisfaction with Various Aspects of Waste Collection Services - 2014 vs. 2016

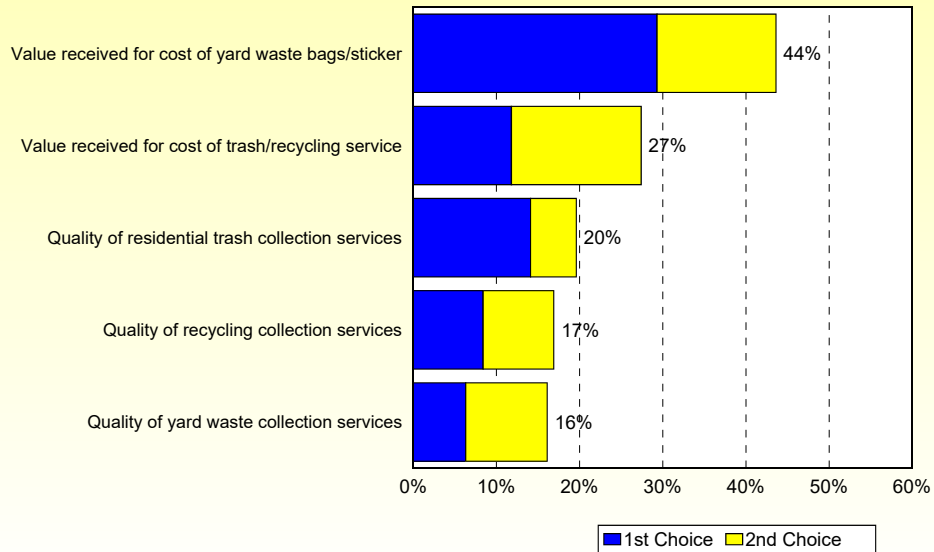
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q10. Waste Collection Services That Should Receive the Most Emphasis Over the Next Two Years

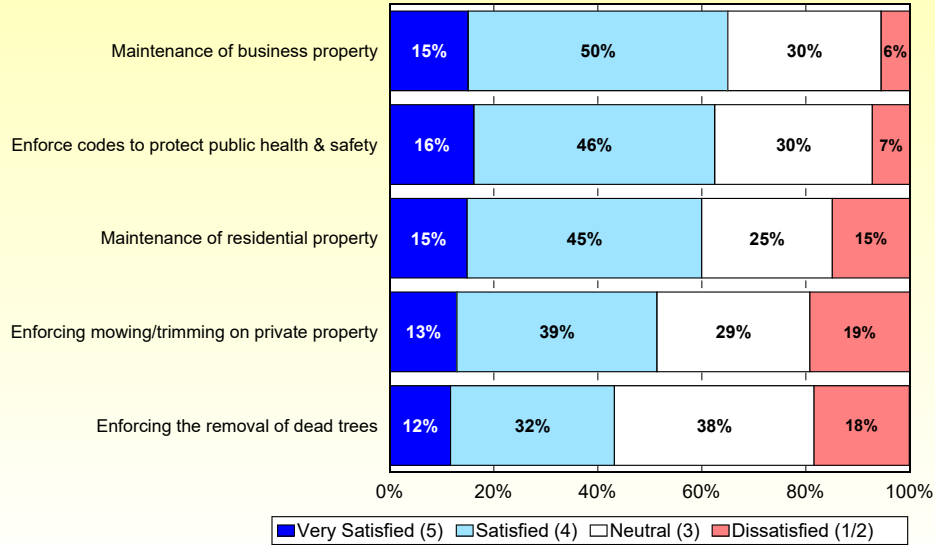
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016)

Q11. Satisfaction with Various Aspects of Code Enforcement

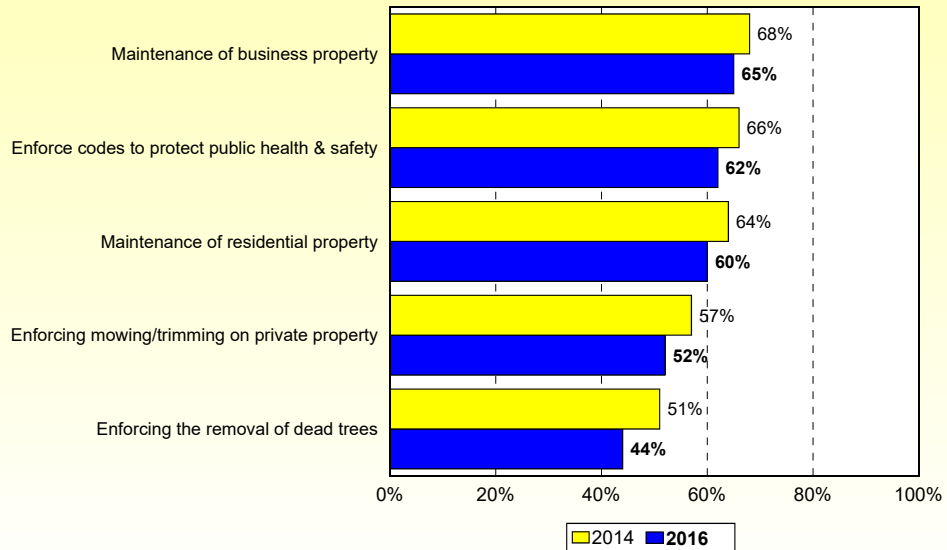
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Satisfaction with Various Aspects of Code Enforcement - 2014 vs. 2016

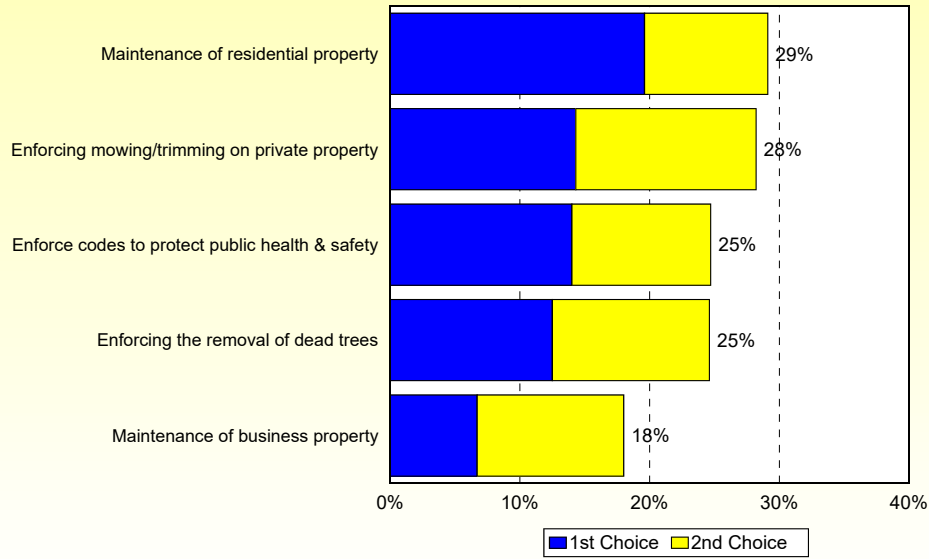
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q12. Code Enforcement Items That Should Receive the Most Emphasis Over the Next Two Years

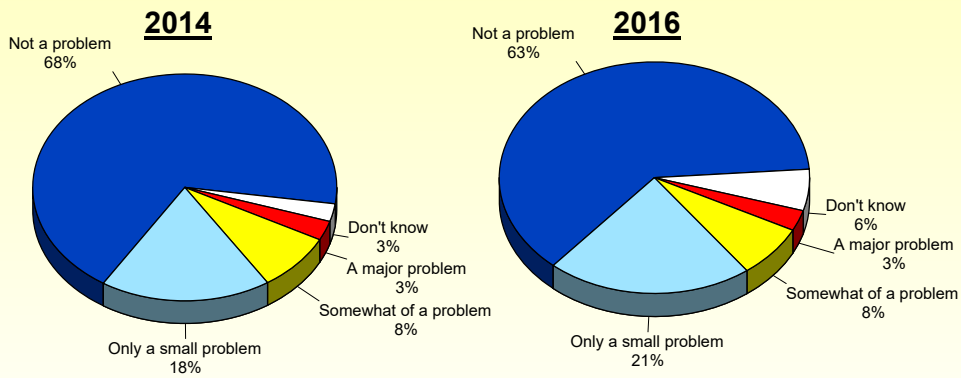
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016)

Q13. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood?

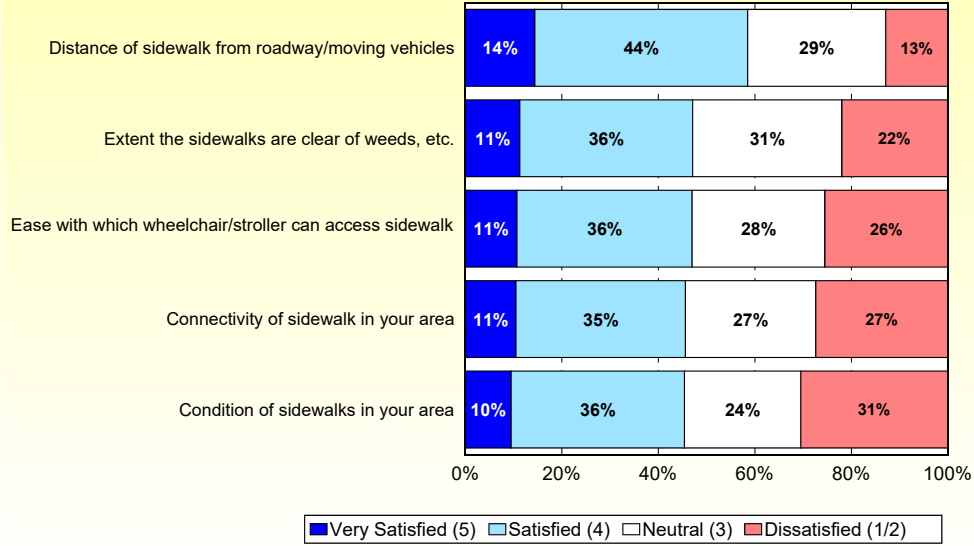
by percentage of respondents



Source: ETC Institute (2016)

Q14. Satisfaction with Various Aspects of Sidewalks

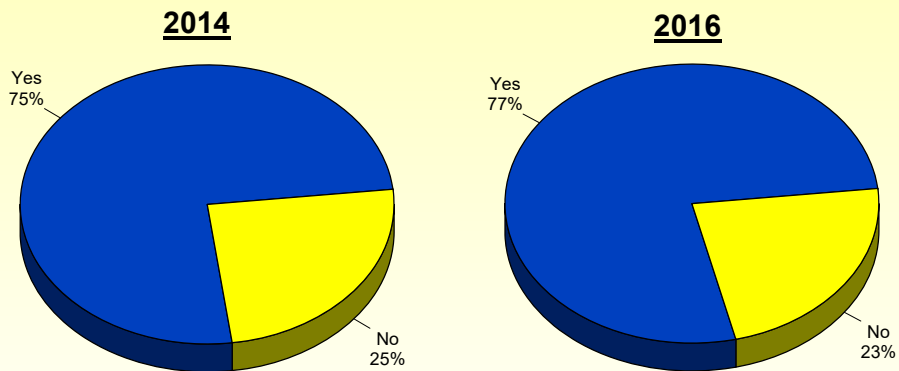
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q15. Are you a Kirkwood Electric Customer?

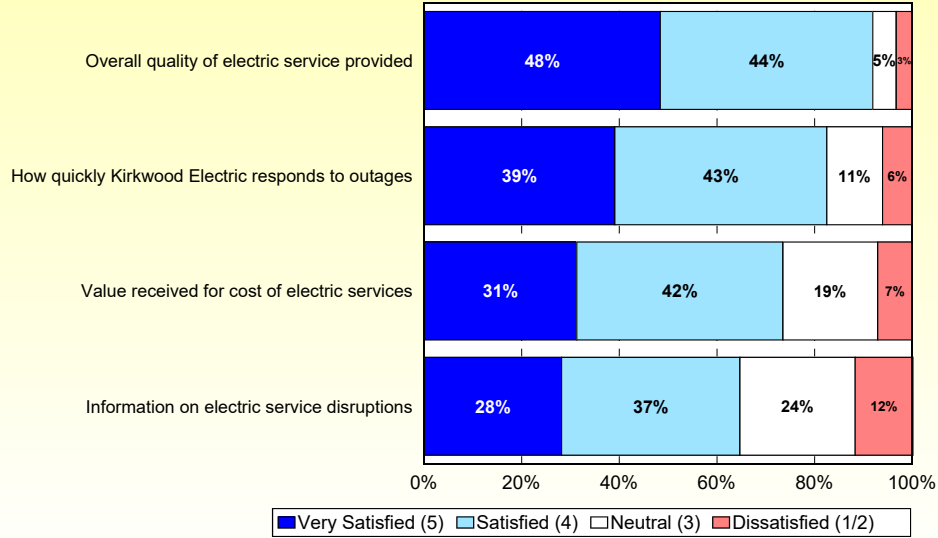
by percentage of respondents



Source: ETC Institute (2016)

Q16. Satisfaction with Various Aspects of Kirkwood Electric

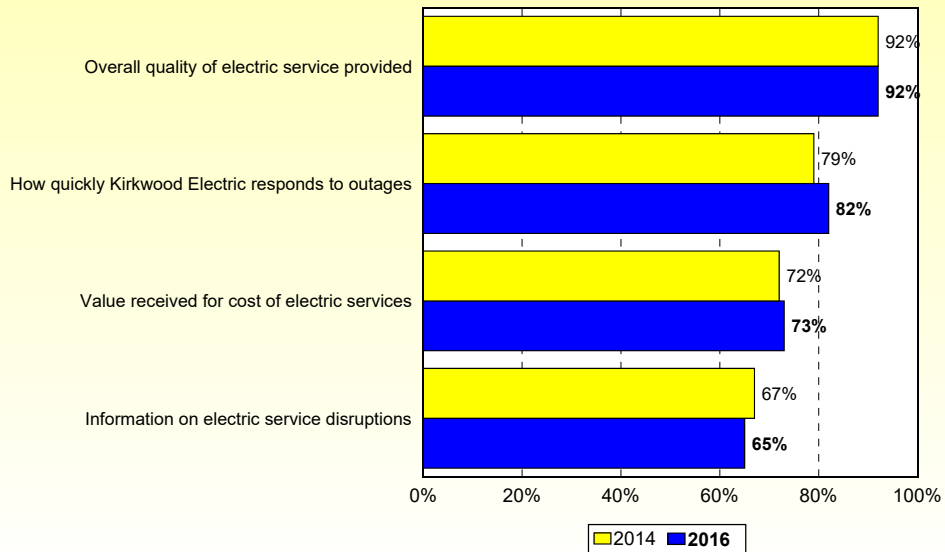
by percentage of respondents who are Kirkwood Electric Customers who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Satisfaction with Various Aspects of Kirkwood Electric - 2014 vs. 2016

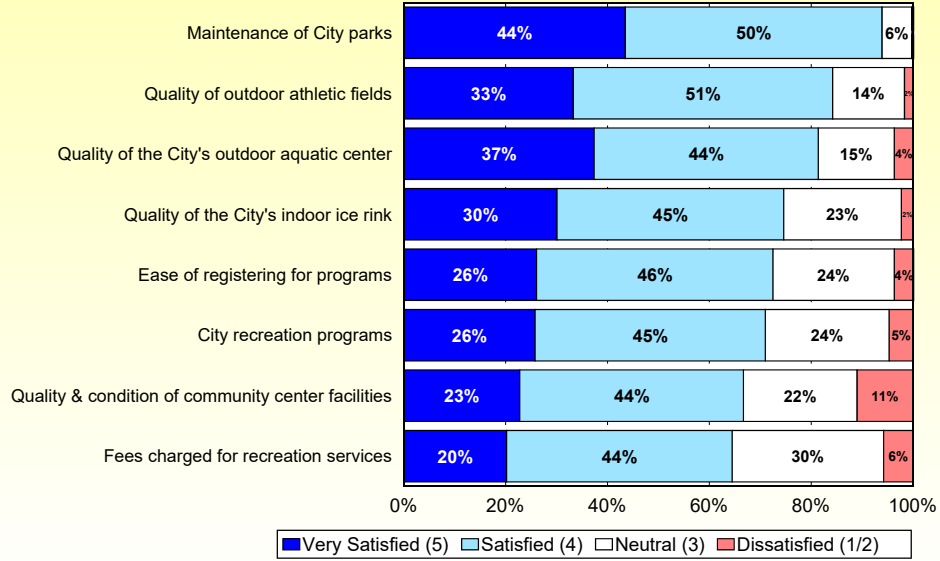
by percentage of respondents who are Kirkwood Electric Customers who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q17. Satisfaction with Various Aspects of Parks and Recreation Services

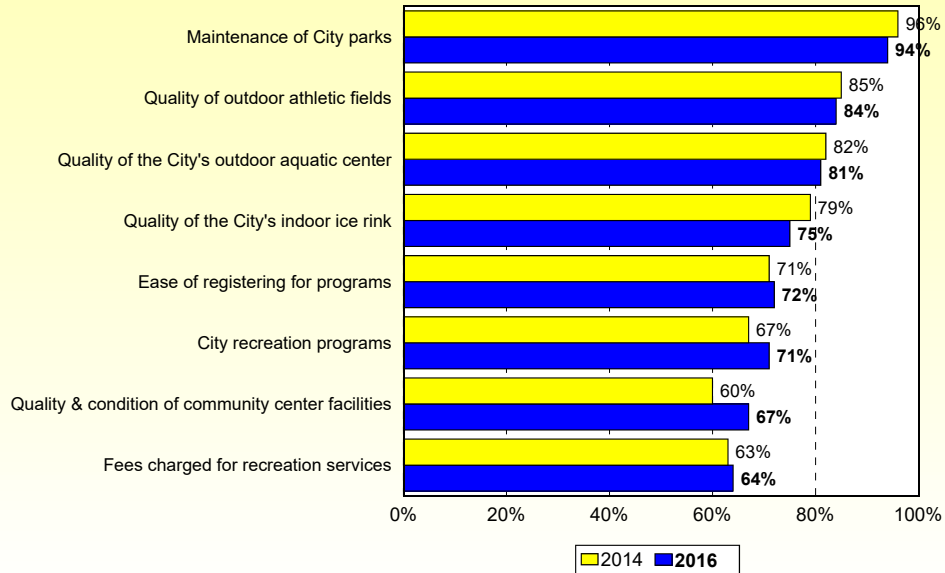
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Satisfaction with Various Aspects of Parks and Recreation Services - 2014 vs. 2016

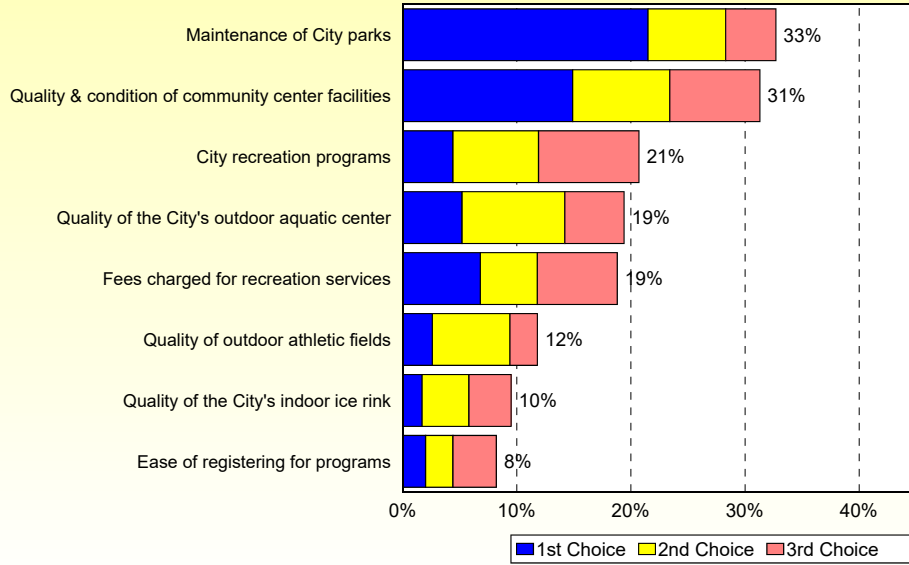
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q18. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

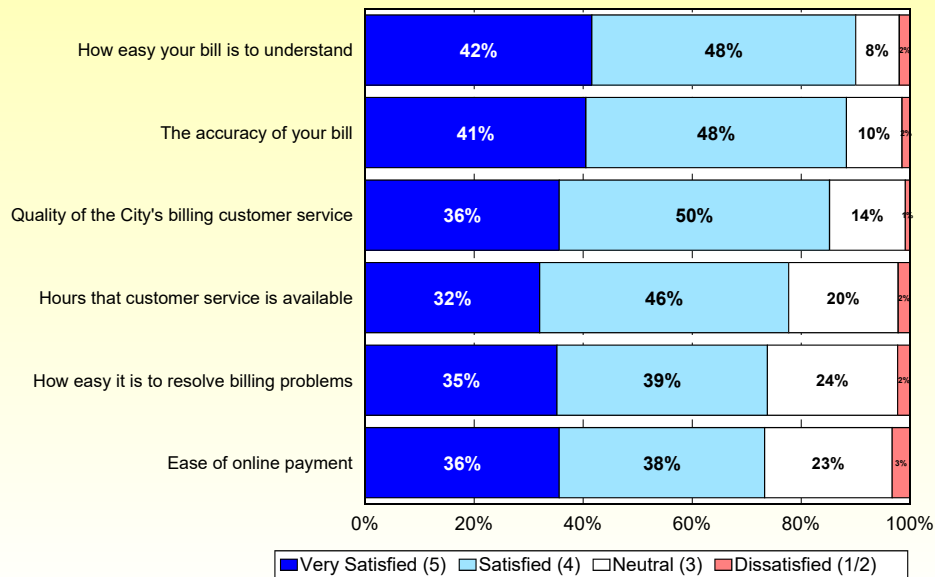
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q19. Satisfaction with Various Aspects of Billing

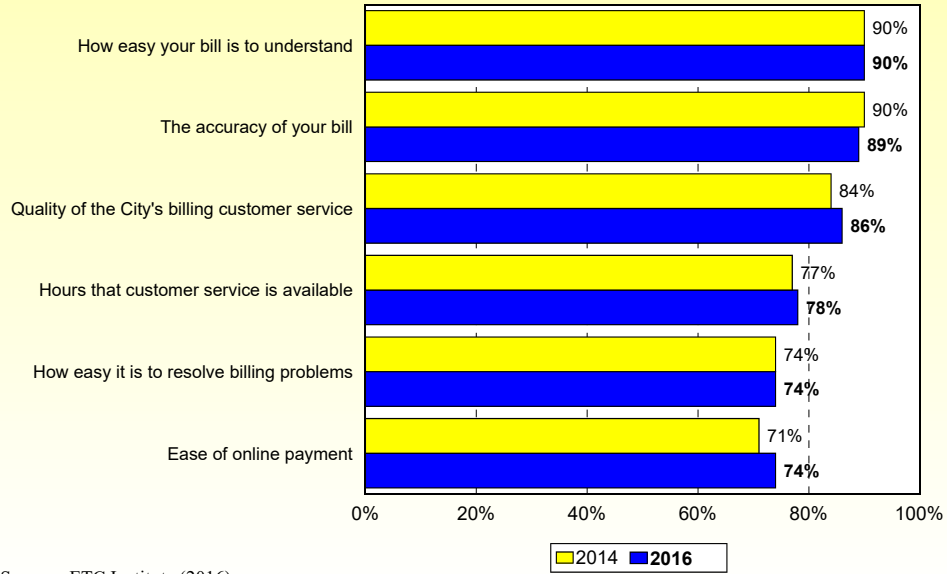
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Satisfaction with Various Aspects of Billing 2014 vs. 2016

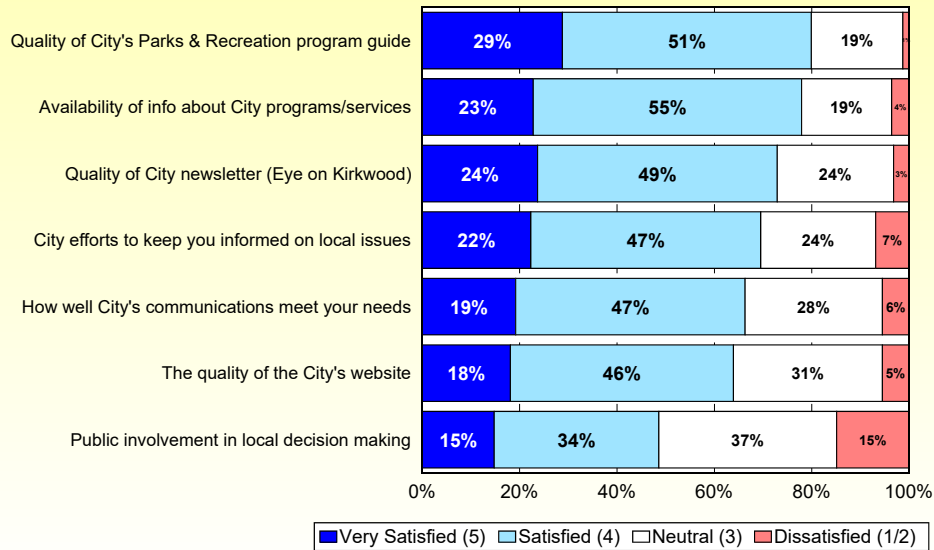
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q20. Satisfaction with Various Aspects of Communication

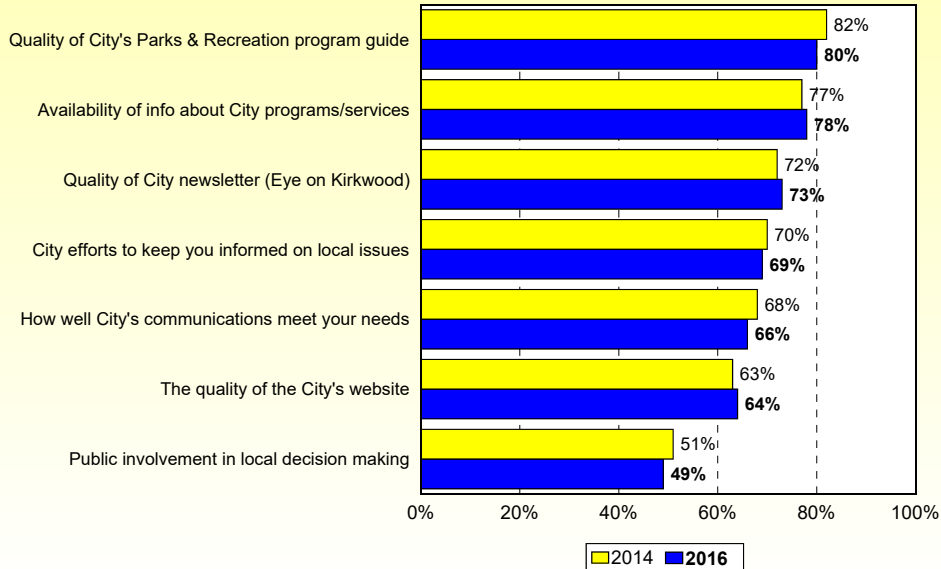
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

TRENDS: Satisfaction with Various Aspects of Communication - 2014 vs. 2016

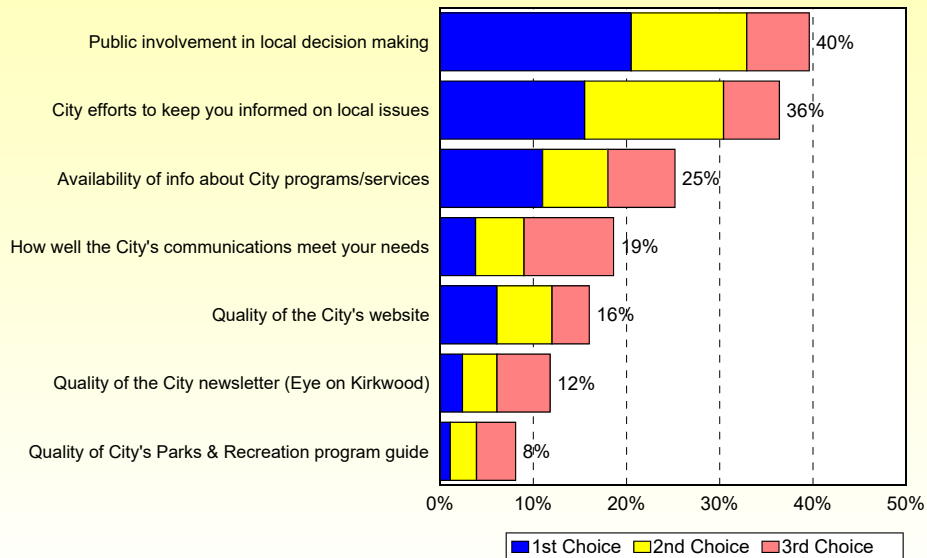
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



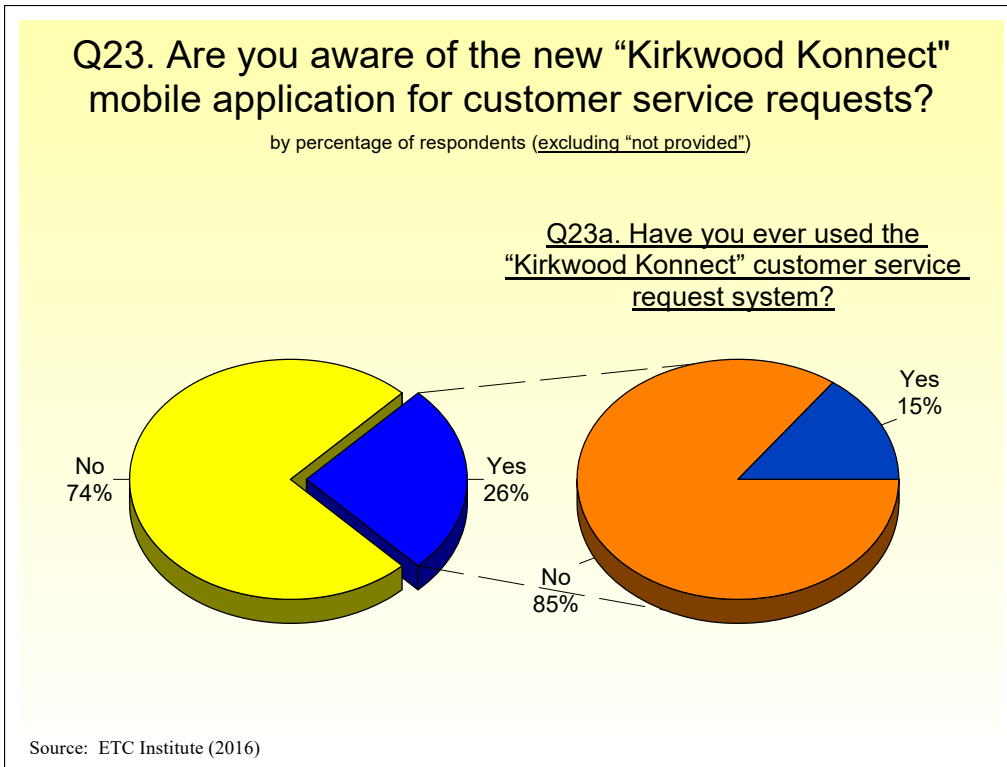
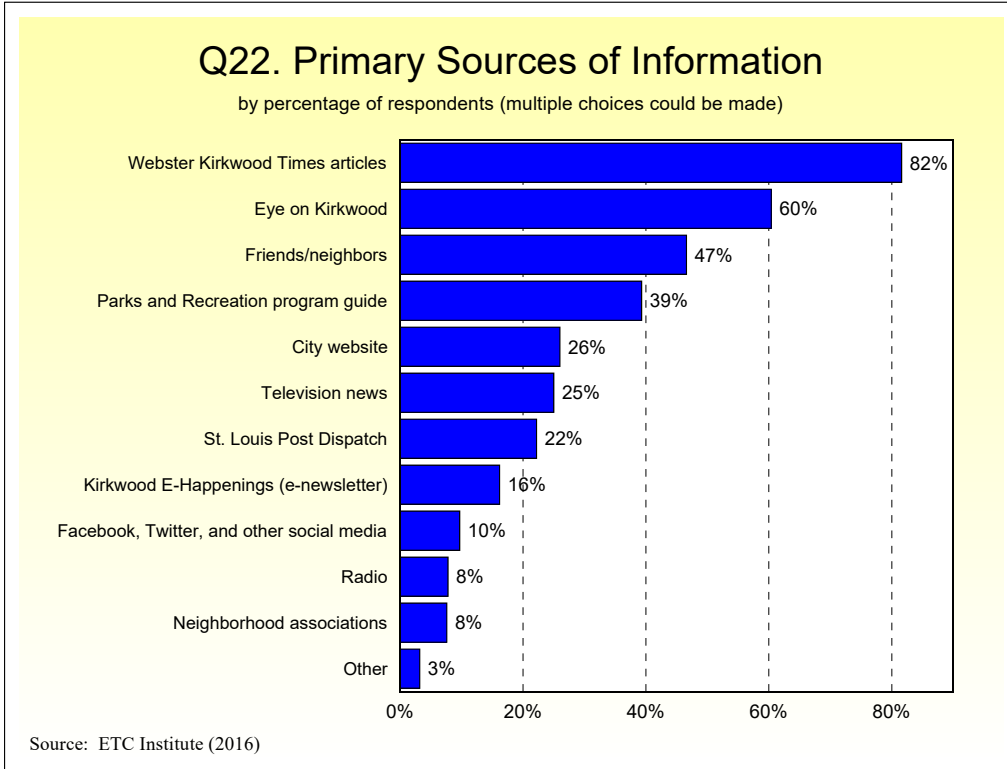
Source: ETC Institute (2016)

Q21. Communication Items That Should Receive the Most Emphasis Over the Next Two Years

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

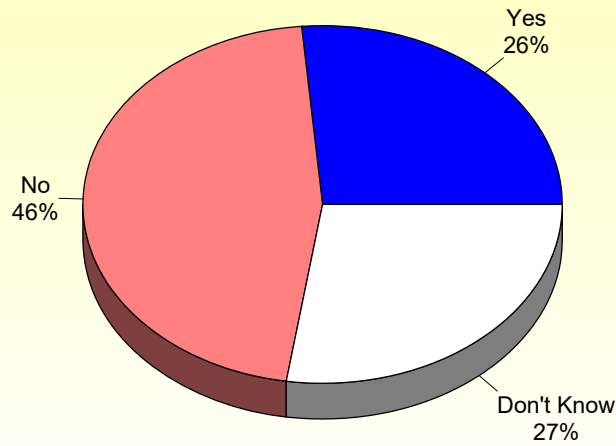


Source: ETC Institute (2016)



Q24. Would you support the development of City regulations to govern if and when property owners may remove trees on commercial and residential properties?

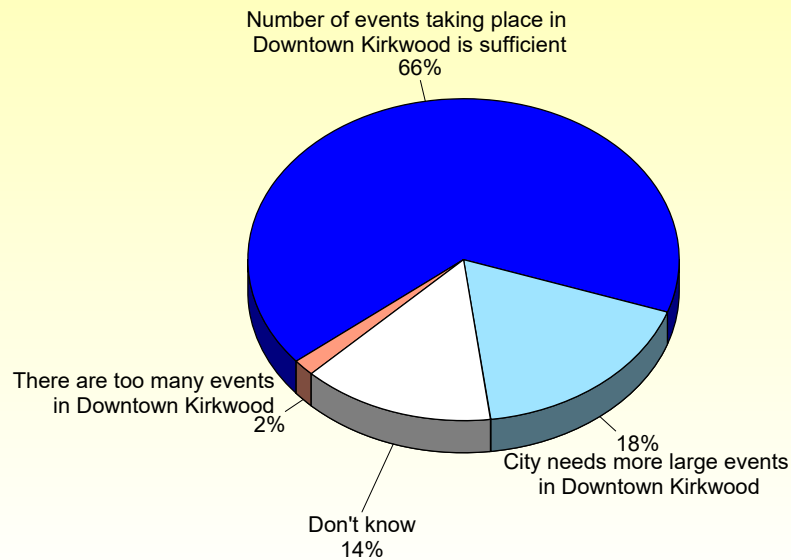
by percentage of respondents



Source: ETC Institute (2016)

Q25. Which of the following statements BEST describes your opinion about the number of events in Downtown Kirkwood?

by percentage of respondents



Source: ETC Institute (2016)

Q26. Demographics: How many years have you lived in the City of Kirkwood?

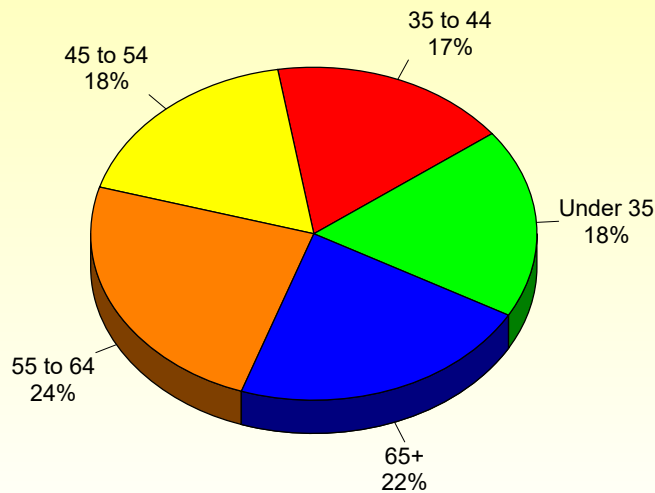
by percentage of respondents



Source: ETC Institute (2016)

Q27. Demographics: What is your age?

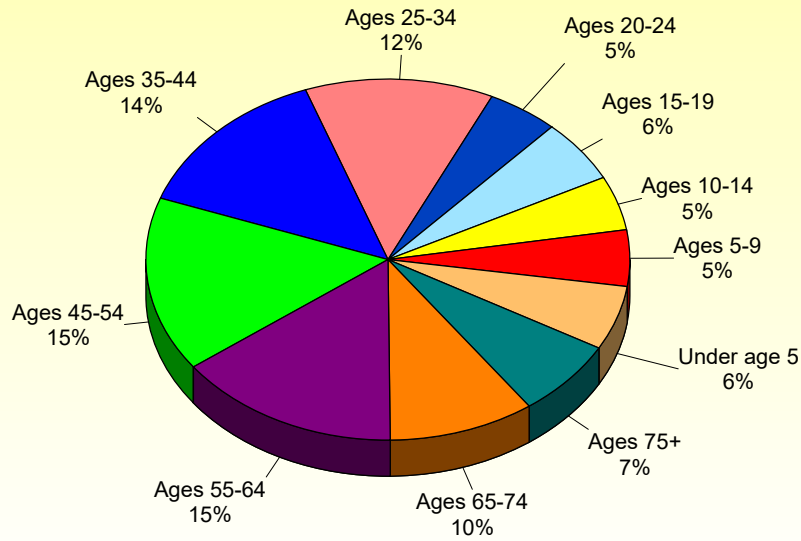
by percentage of respondents



Source: ETC Institute (2016)

Q28. Demographics: Number of People in Household

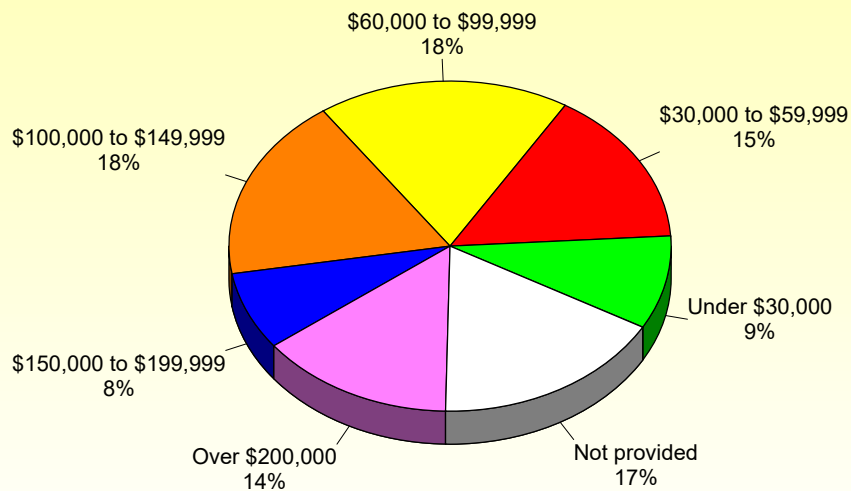
by percentage of household occupants



Source: ETC Institute (2016)

Q29. Demographics: Annual Household Income

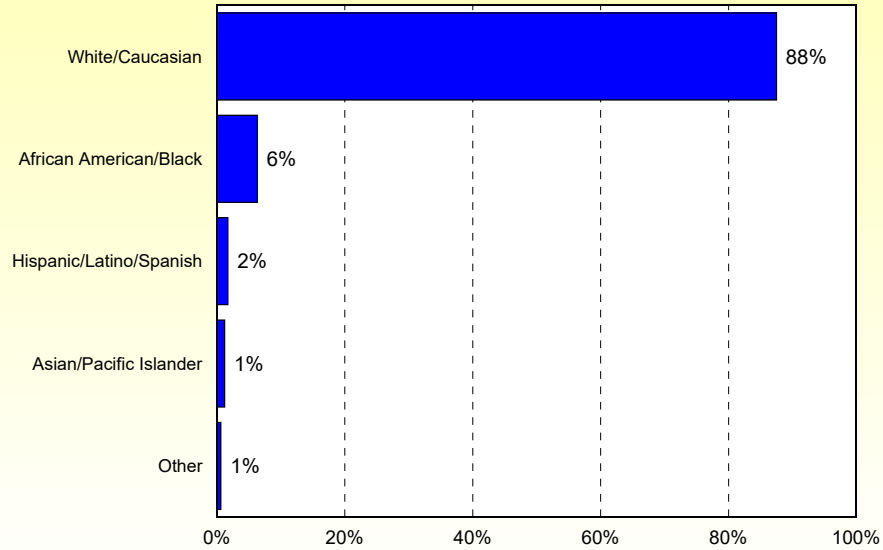
by percentage of respondents



Source: ETC Institute (2016)

Q30. Demographics: Which of the following best describes your race/ethnicity?

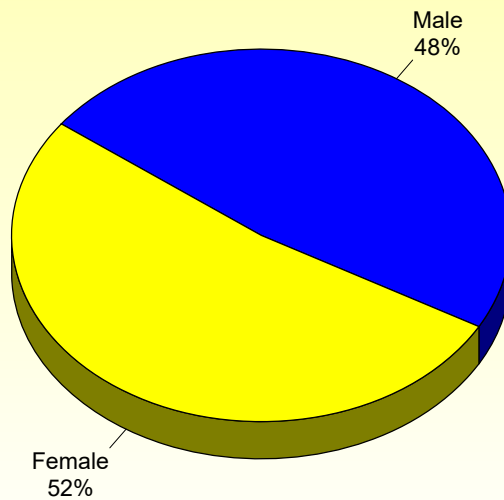
by percentage of respondents



Source: ETC Institute (2016)

Q31. Demographics: Gender

by percentage of respondents



Source: ETC Institute (2016)

Section 2:
Benchmarking Analysis

DirectionFinder® Survey

Year 2016 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 225 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 Kirkwood 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 over 4,000 U.S. residents.

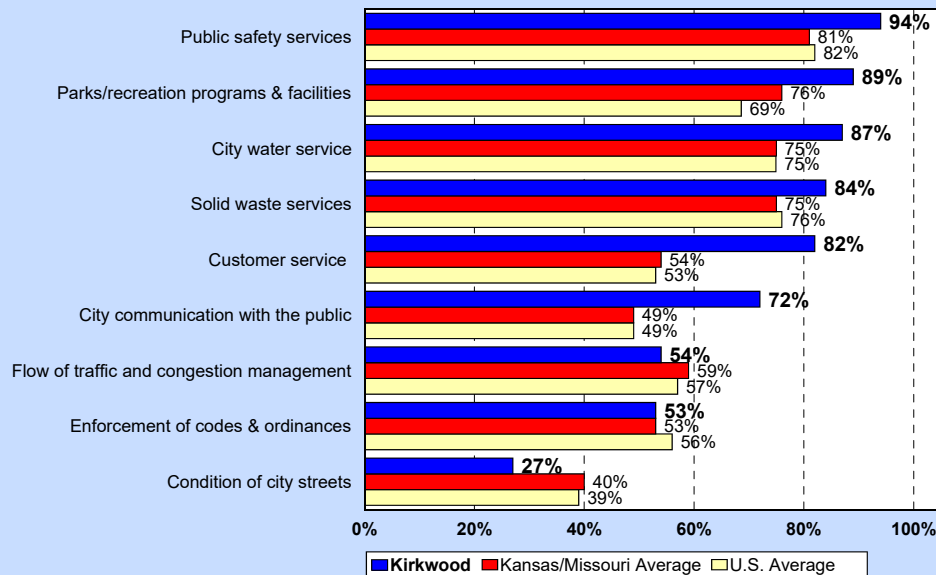
Kansas and Missouri Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 33 communities listed above. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for Kansas and Missouri communities. The actual ratings for Kirkwood are listed to the right of each chart. The dot on each bar shows how the results for Kirkwood compare to the other communities in Kansas and Missouri where the *DirectionFinder*® survey has been administered.

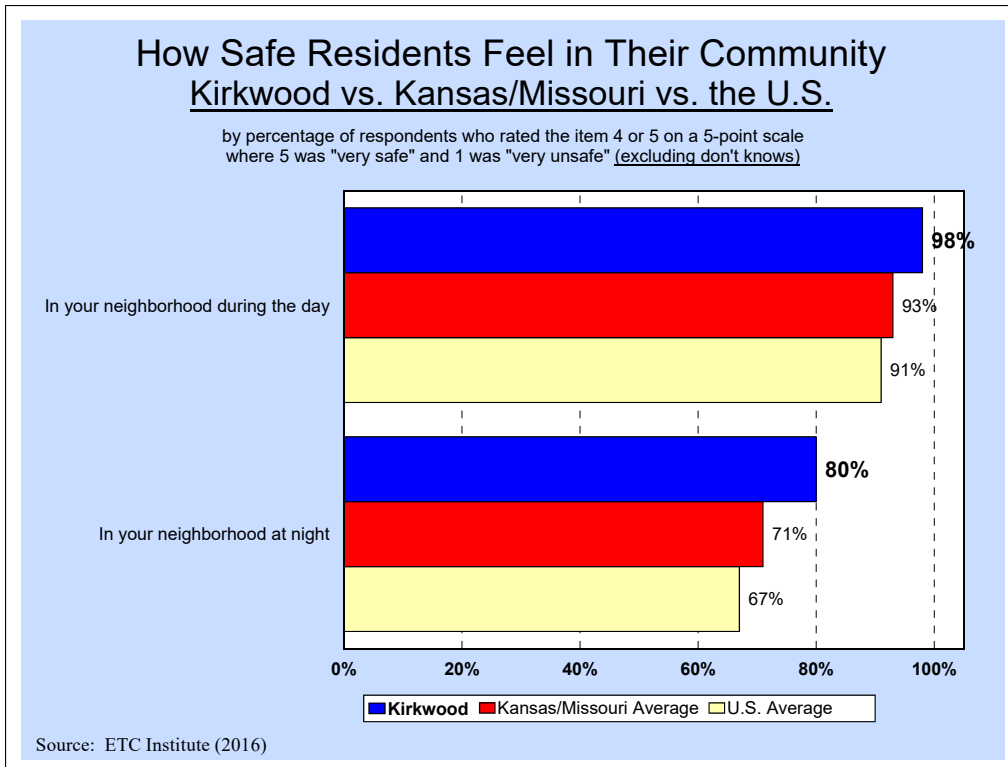
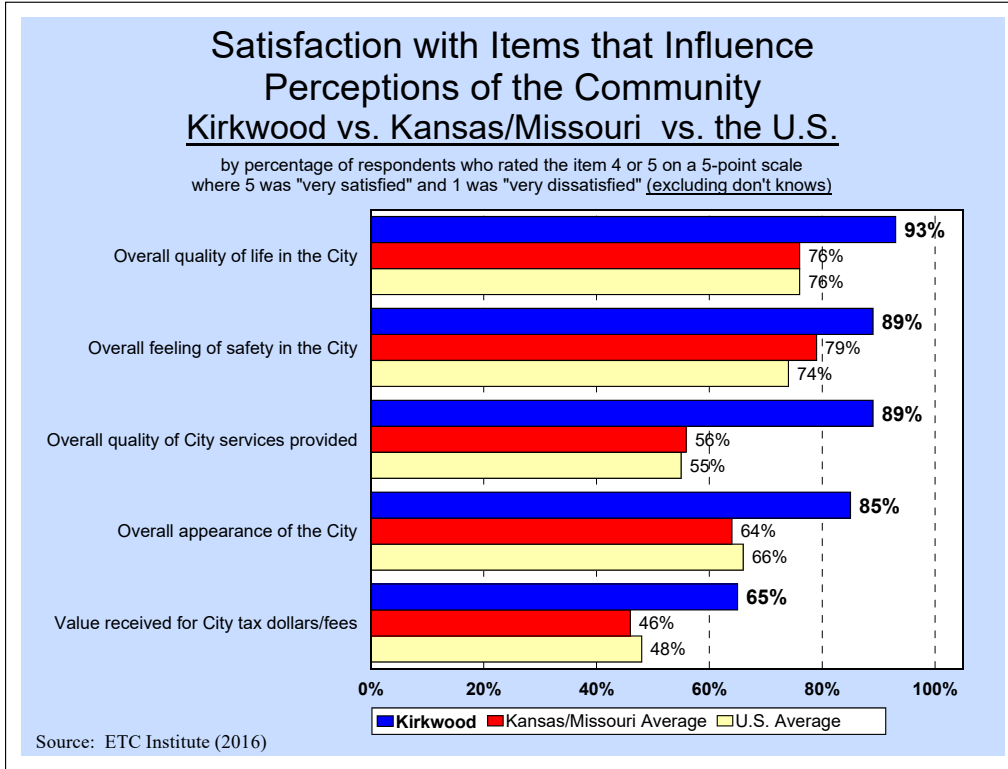
National and Regional Benchmarks

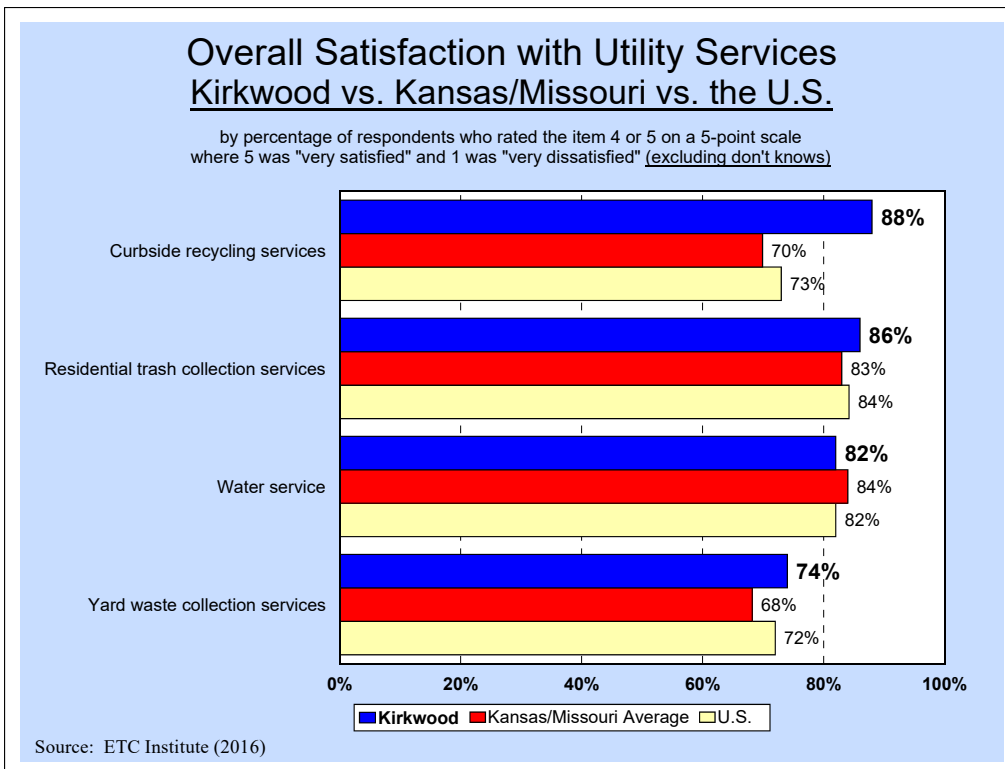
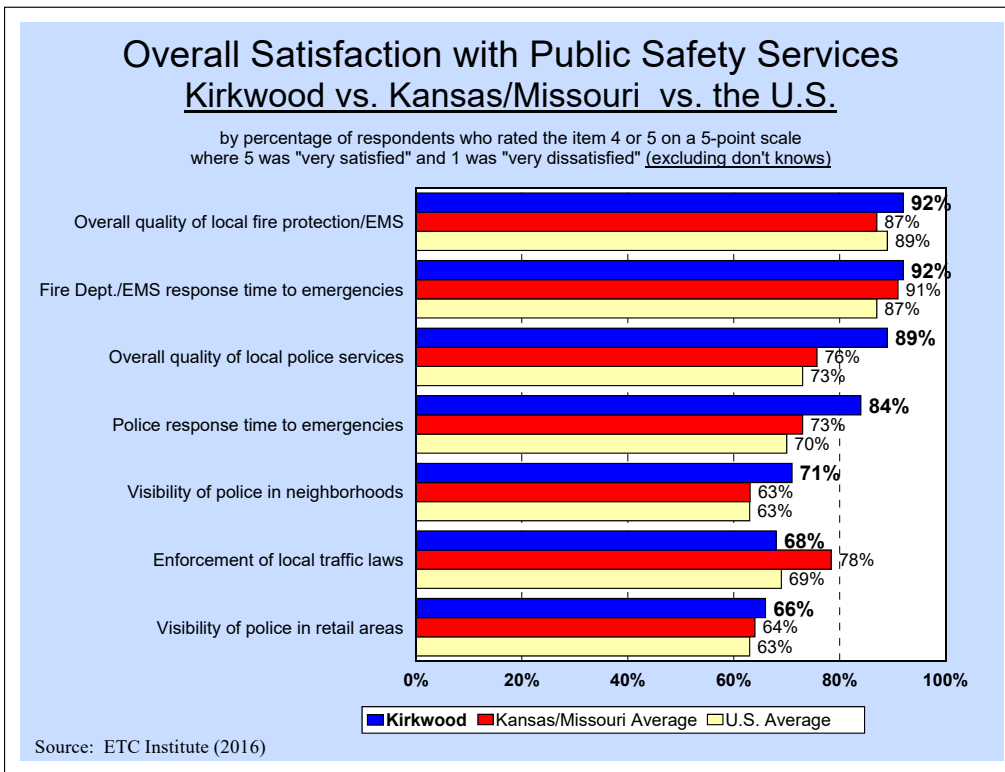
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Kirkwood is not authorized without written consent from ETC Institute.

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

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

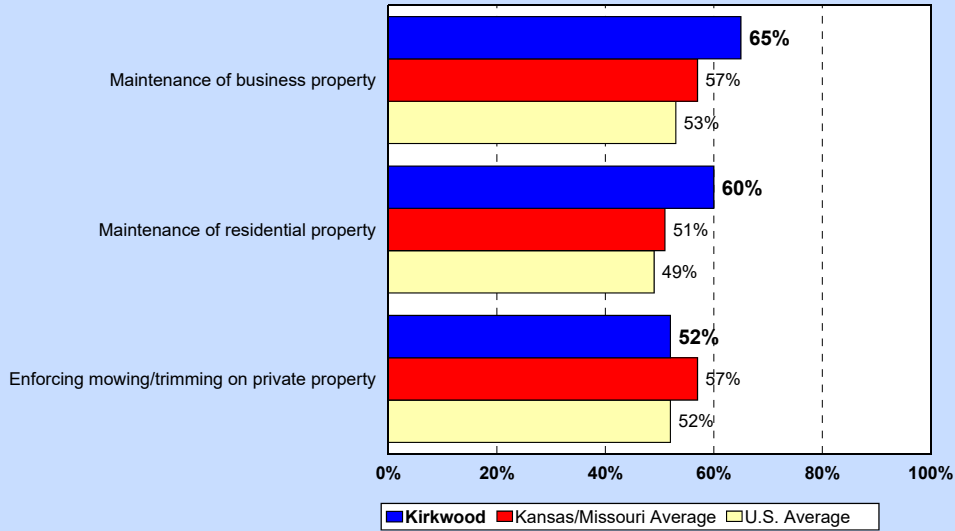






Overall Satisfaction with Code Enforcement Kirkwood vs. Kansas/Missouri vs. the U.S.

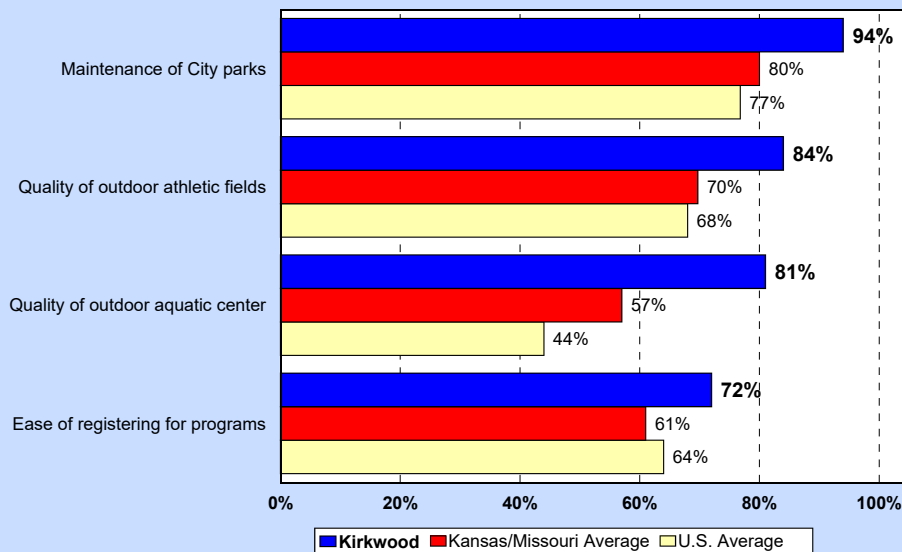
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



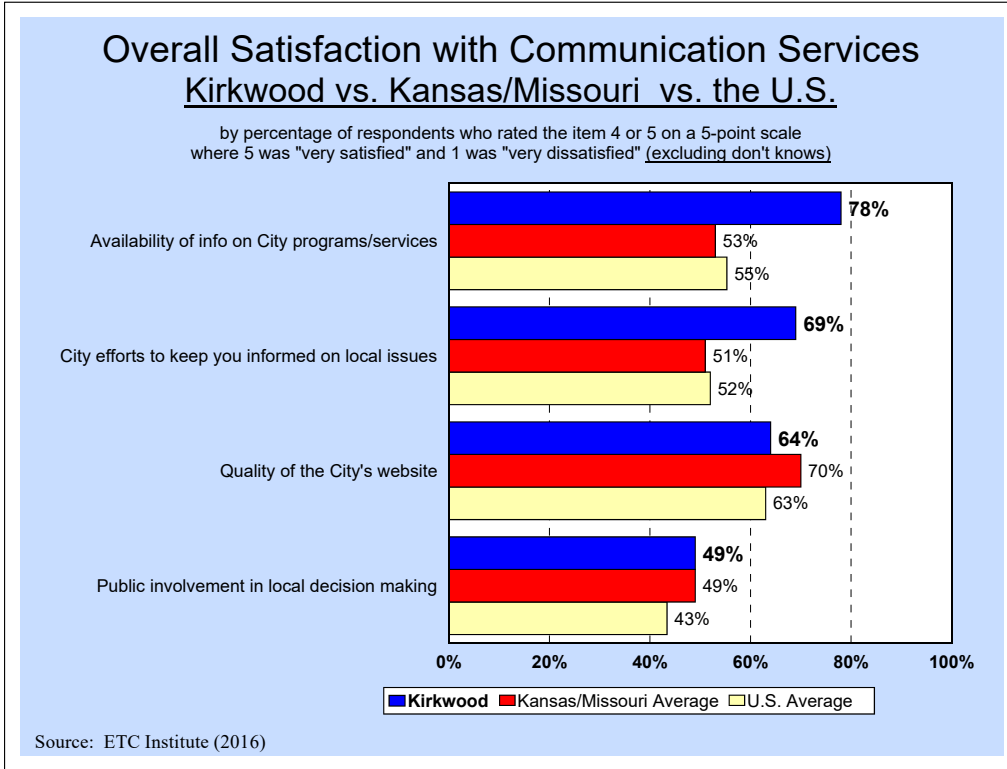
Source: ETC Institute (2016)

Overall Satisfaction with Parks and Recreation Kirkwood vs. Kansas/Missouri vs. the U.S.

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

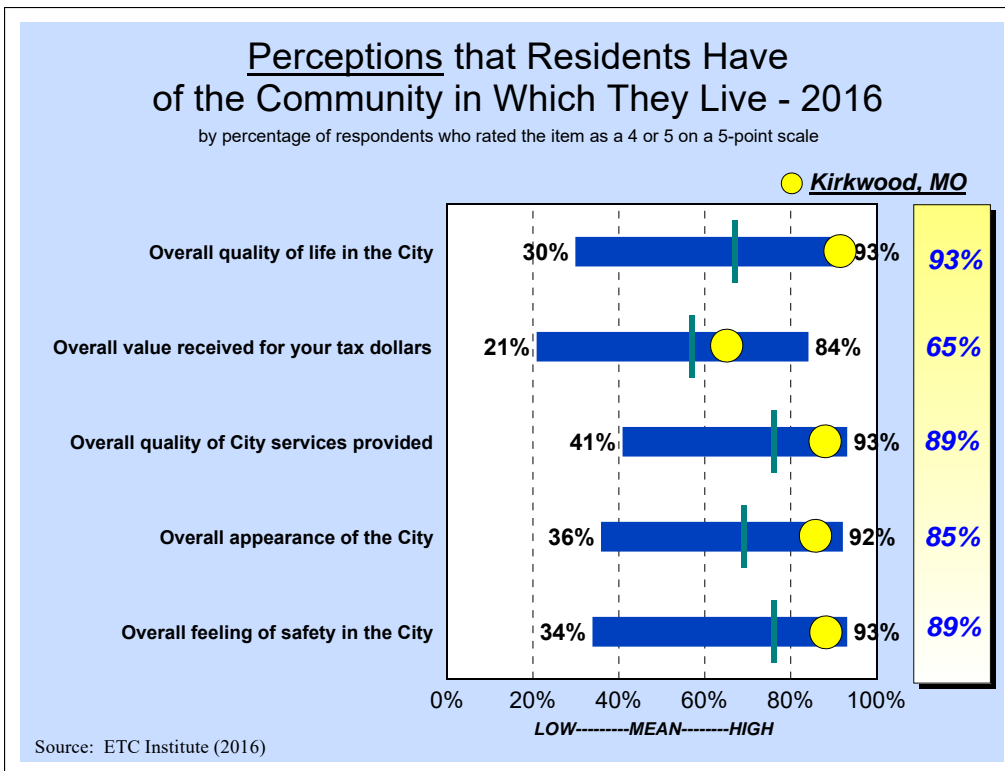
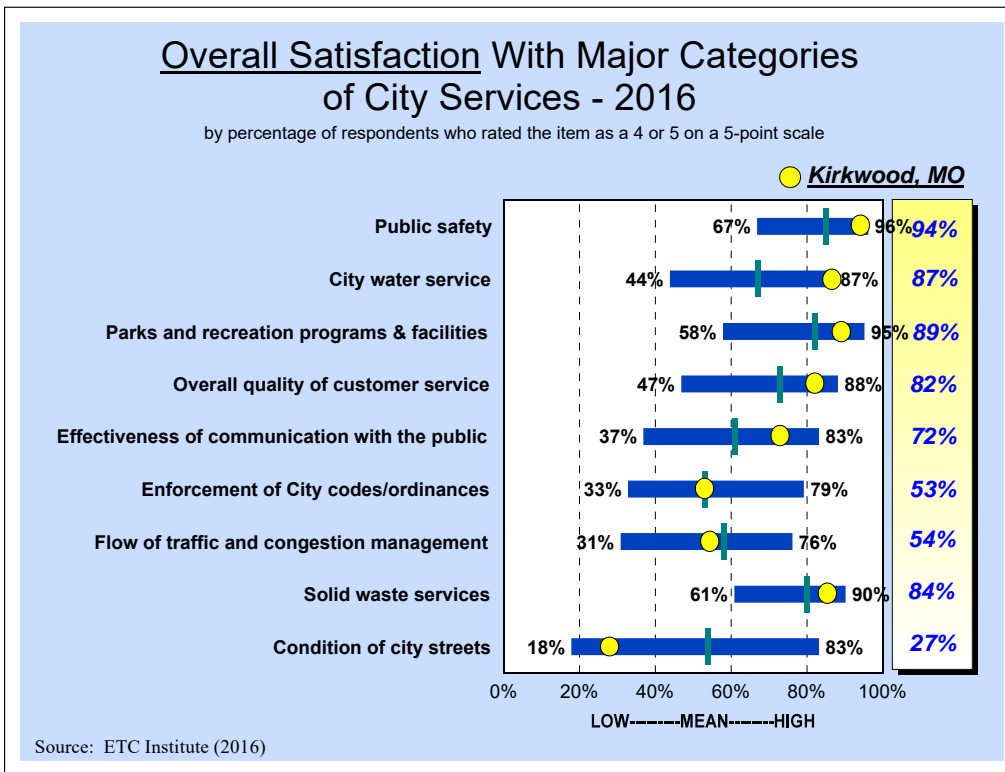


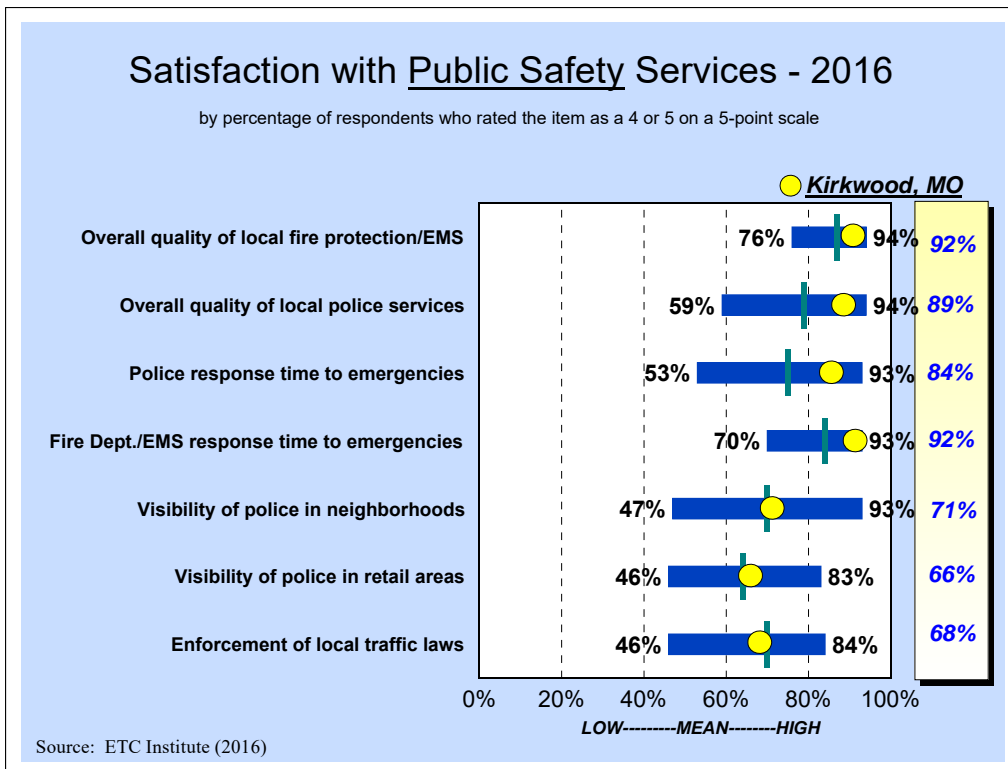
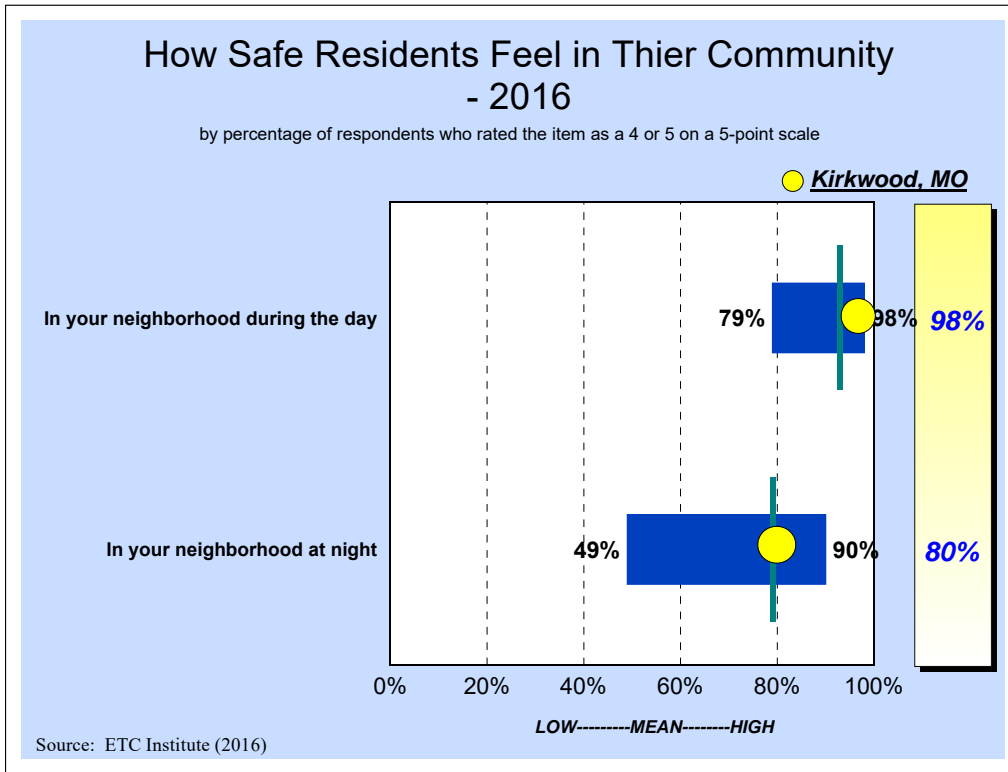
Source: ETC Institute (2016)

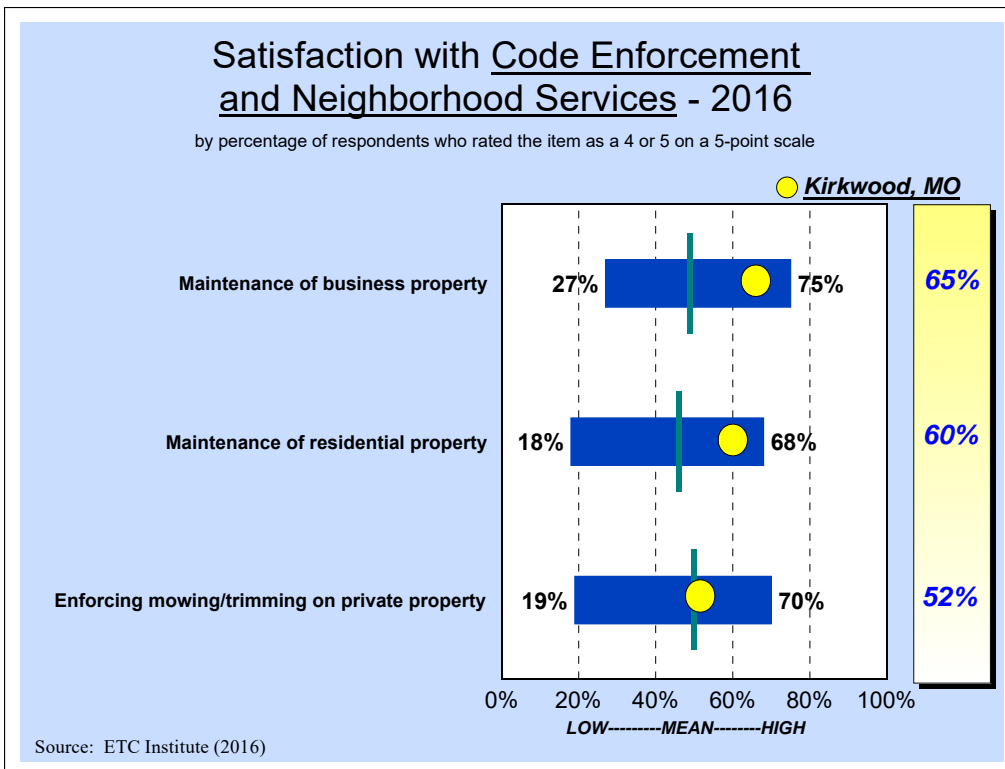
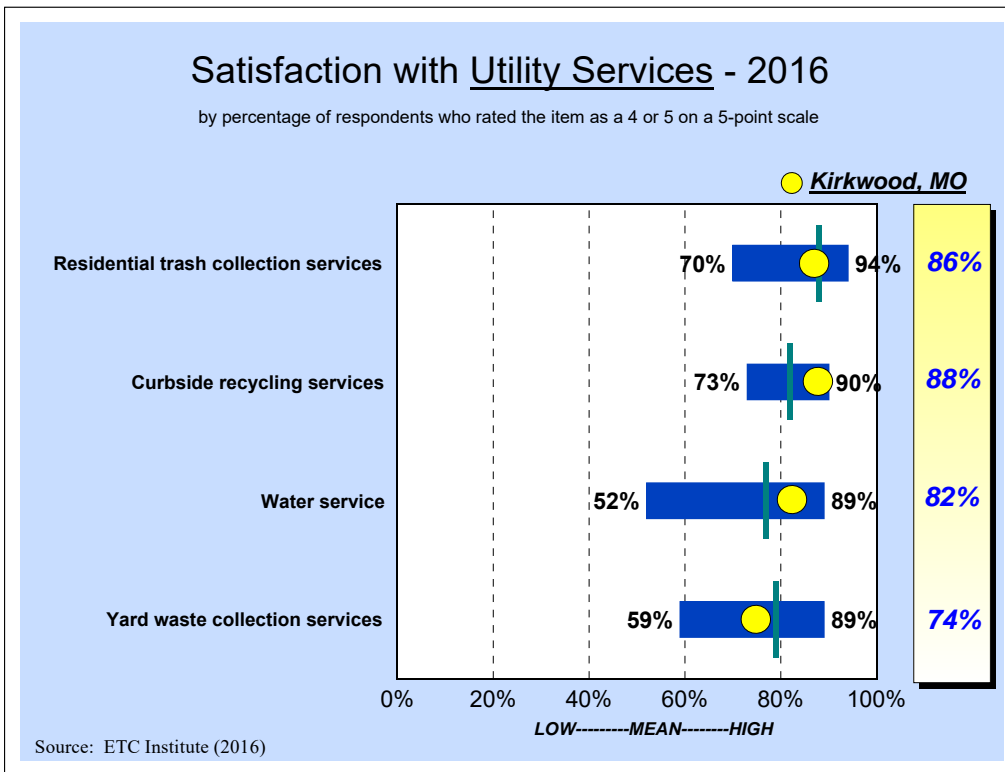


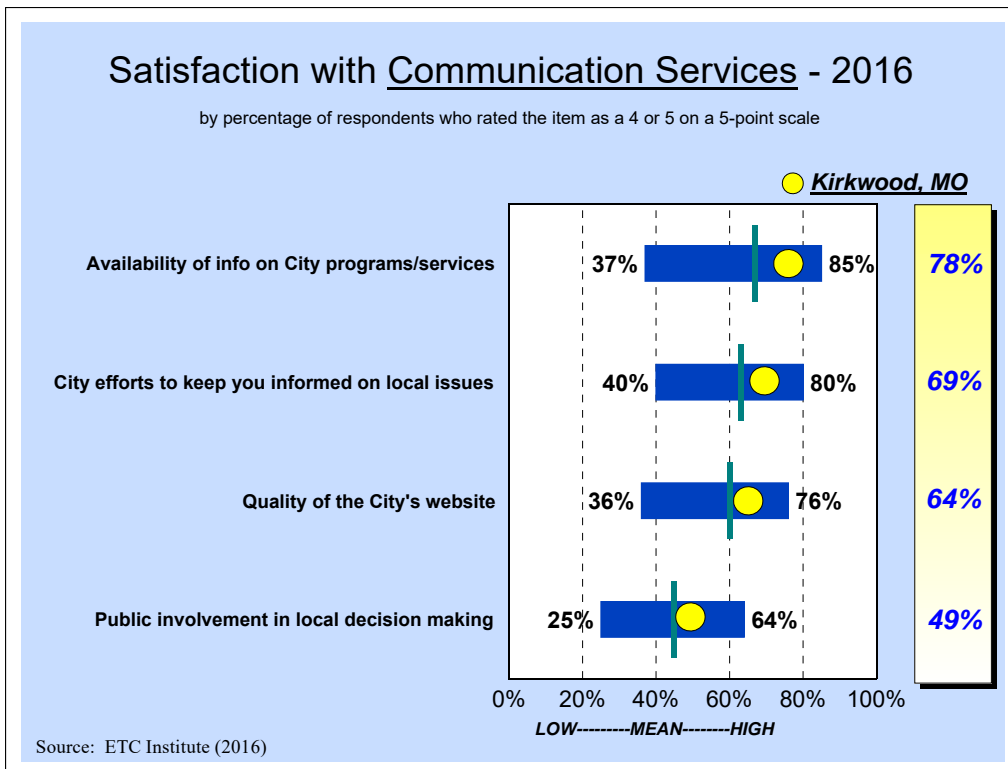
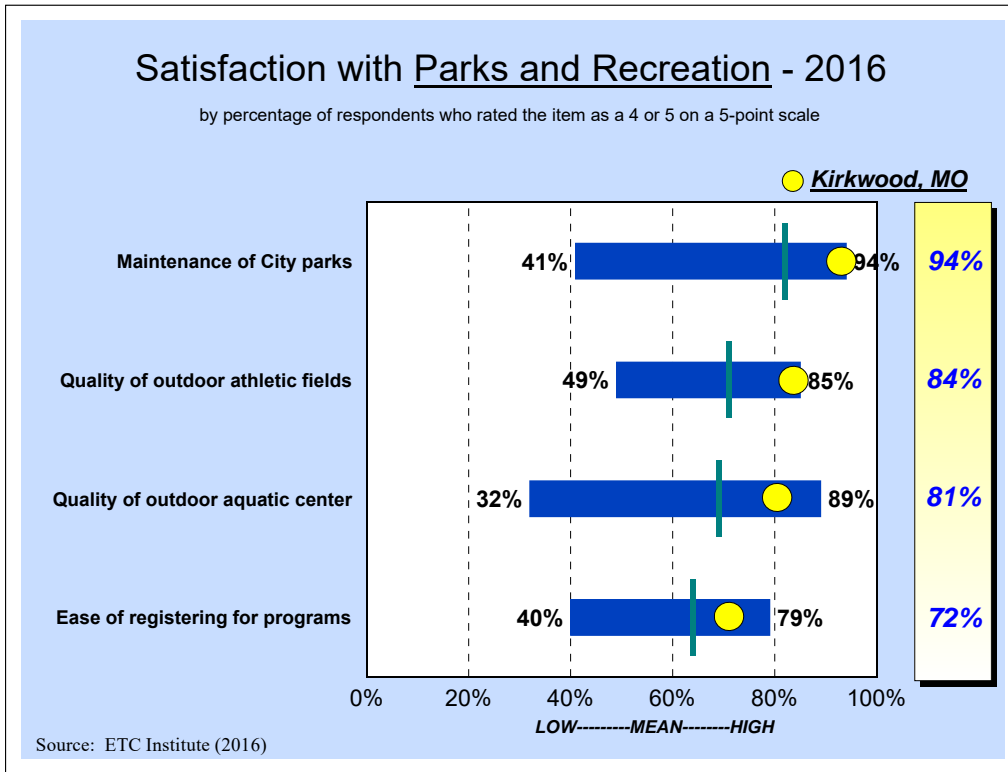
Kansas and Missouri Performance Ranges

Source: ETC Institute (2016)









Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Kirkwood, 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. Twenty-two percent (22%) selected *enforcement of codes and ordinances* as one of the most important services for the City to provide.

With regard to satisfaction, 53% of the residents surveyed rated the city's overall performance in *enforcement of codes and ordinances* 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 *enforcement of codes and ordinances* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 22% was multiplied by 47% (1-0.53). This calculation yielded an I-S rating of 0.1034, which was ranked fourth out of eleven 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 Kirkwood are provided on the following pages.

Importance-Satisfaction Rating

City of Kirkwood, Missouri

OVERALL

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	74%	1	27%	11	0.5402	1
Condition of City sidewalks	46%	2	34%	10	0.3036	2
<u>High Priority (IS .10-.20)</u>						
Flow of traffic and congestion management	40%	3	54%	8	0.1840	3
Enforcement of City codes and ordinances	22%	4	53%	9	0.1034	4
<u>Medium Priority (IS <.10)</u>						
City communication with the public	11%	8	72%	7	0.0308	5
Solid Waste services (trash, recycling, etc.)	12%	7	84%	5	0.0192	6
Parks and recreation programs and facilities	15%	6	89%	2	0.0165	7
Public safety services (police, fire, EMS)	20%	5	94%	1	0.0120	8
City water service	7%	9	87%	4	0.0091	9
Customer service received from City employees	4%	11	82%	6	0.0072	10
Kirkwood Electric service	6%	10	88%	3	0.0072	11

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Kirkwood, Missouri

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
The visibility of police in neighborhoods	44%	1	71%	6	0.1276	1
The visibility of police in retail areas	35%	2	66%	8	0.1190	2
Medium Priority (IS <.10)						
Enforcement of local traffic laws	25%	3	68%	7	0.0800	3
Overall quality of the City's municipal court	10%	9	57%	9	0.0430	4
How quickly police respond to emergencies	19%	4	84%	5	0.0304	5
Attitude/behavior of Police Dept. towards citizens	17%	5	86%	4	0.0238	6
Overall quality of local police protection	17%	6	89%	3	0.0187	7
How quickly fire/EMS respond to emergencies	16%	7	92%	2	0.0128	8
Overall quality of local fire protection/EMS	13%	8	92%	1	0.0104	9

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Kirkwood, Missouri

Water Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
What you are charged for water	35%	1	61%	5	0.1365	1
Medium Priority (IS <.10)						
Information on water service disruptions	26%	3	65%	4	0.0910	2
Water pressure on a typical day	24%	4	82%	2	0.0432	3
Overall quality of your tap water	31%	2	90%	1	0.0310	4
Overall quality of your water service	15%	5	82%	3	0.0270	5

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Kirkwood, Missouri

Waste Collection 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>						
Value received for cost of yard waste bags/stickers	44%	1	43%	5	0.2508	1
<u>Medium Priority (IS <.10)</u>						
Value received for cost of trash/recycling services	27%	2	73%	4	0.0729	2
Quality of yard waste collection services	16%	5	74%	3	0.0416	3
Quality of residential trash collection services	20%	3	86%	2	0.0280	4
Quality of recycling collection services	17%	4	88%	1	0.0204	5

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Kirkwood, Missouri

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcing the removal of dead trees	25%	4	44%	5	0.1400	1
Enforcing mowing/trimming on private property	28%	2	52%	4	0.1344	2
Maintenance of residential property	29%	1	60%	3	0.1160	3
Medium Priority (IS <.10)						
Enforce codes to protect public health & safety	25%	3	62%	2	0.0950	4
Maintenance of business property	18%	5	65%	1	0.0630	5

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Kirkwood, Missouri

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality & condition of community center facilities	31%	2	67%	7	0.1023	1
Medium Priority (IS <.10)						
Fees charged for recreation services	19%	4	64%	8	0.0684	2
City recreation programs	21%	3	71%	6	0.0609	3
Quality of the City's outdoor aquatic center	19%	5	81%	3	0.0361	4
Quality of the City's indoor ice rink	10%	7	75%	4	0.0250	5
Ease of registering for programs	8%	8	72%	5	0.0224	6
Maintenance of City parks	33%	1	94%	1	0.0198	7
Quality of outdoor athletic fields	12%	6	84%	2	0.0192	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, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

© 2016 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Kirkwood, Missouri

Communication

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>						
Public involvement in local decision making	40%	1	49%	7	0.2040	1
<u>High Priority (IS .10-.20)</u>						
City efforts to keep you informed on local issues	36%	2	69%	4	0.1116	2
<u>Medium Priority (IS <.10)</u>						
How well City's communications meet your needs	19%	4	66%	5	0.0646	3
The quality of the City's website	16%	5	64%	6	0.0576	4
Availability of info about City programs/services	25%	3	78%	2	0.0550	5
Quality of City newsletter (Eye on Kirkwood)	12%	6	73%	3	0.0324	6
Quality of City's Parks & Recreation program guide	8%	7	80%	1	0.0160	7

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

Most Important %:

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

Satisfaction %:

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

© 2016 DirectionFinder by ETC Institute

Section 4:
Tabular Data

Q1. OVERALL SATISFACTION WITH CITY SERVICES. Major categories of services provided by the City of Kirkwood 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Public safety services provided by City (e.g. police, fire, & emergency medical services)	61.2%	29.8%	4.5%	1.0%	0.3%	3.2%
Q1-2. Parks & recreation programs & facilities provided by City	44.9%	40.3%	8.1%	2.2%	0.1%	4.4%
Q1-3. Condition of City streets	5.8%	21.2%	24.7%	28.9%	18.7%	0.8%
Q1-4. Condition of City sidewalks	7.0%	25.7%	32.2%	23.6%	7.8%	3.7%
Q1-5. Enforcement of City codes & ordinances	12.4%	32.5%	27.9%	8.6%	4.0%	14.5%
Q1-6. Quality of customer service you receive from City employees	36.4%	40.2%	13.8%	2.3%	0.5%	6.9%
Q1-7. Effectiveness of City communication with the public	24.6%	44.0%	21.9%	3.9%	1.2%	4.4%
Q1-8. Solid Waste services (trash, recycling, etc.)	45.5%	36.5%	7.9%	5.7%	2.3%	2.2%
Q1-9. City water service	43.7%	41.0%	8.7%	2.8%	1.0%	2.9%
Q1-10. Kirkwood Electric service	38.8%	37.2%	8.2%	1.7%	0.9%	13.2%
Q1-11. Flow of traffic & congestion management in Kirkwood	10.8%	42.1%	28.2%	14.5%	2.7%	1.7%

WITHOUT DON'T KNOW

Q1. OVERALL SATISFACTION WITH CITY SERVICES. Major categories of services provided by the City of Kirkwood 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Public safety services provided by City (e.g. police, fire, & emergency medical services)	63.2%	30.8%	4.7%	1.0%	0.3%
Q1-2. Parks & recreation programs & facilities provided by City	47.0%	42.2%	8.5%	2.3%	0.1%
Q1-3. Condition of City streets	5.8%	21.3%	24.9%	29.1%	18.9%
Q1-4. Condition of City sidewalks	7.3%	26.7%	33.4%	24.5%	8.1%
Q1-5. Enforcement of City codes & ordinances	14.5%	38.0%	32.6%	10.1%	4.7%
Q1-6. Quality of customer service you receive from City employees	39.1%	43.1%	14.8%	2.4%	0.5%
Q1-7. Effectiveness of City communication with the public	25.7%	46.0%	22.9%	4.1%	1.2%
Q1-8. Solid Waste services (trash, recycling, etc.)	46.5%	37.3%	8.0%	5.8%	2.3%
Q1-9. City water service	45.0%	42.2%	8.9%	2.8%	1.0%
Q1-10. Kirkwood Electric service	44.7%	42.9%	9.5%	1.9%	1.0%
Q1-11. Flow of traffic & congestion management in Kirkwood	11.0%	42.8%	28.7%	14.7%	2.8%

Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q2. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g. police, fire, & emergency medical services)	121	11.9 %
Parks & recreation programs & facilities provided by City	35	3.4 %
Condition of City streets	501	49.1 %
Condition of City sidewalks	70	6.9 %
Enforcement of City codes & ordinances	36	3.5 %
Quality of customer service you receive from City employees	4	0.4 %
Effectiveness of City communication with the public	17	1.7 %
Solid Waste services (trash, recycling, etc.)	40	3.9 %
City water service	13	1.3 %
Kirkwood Electric service	14	1.4 %
Flow of traffic & congestion management in Kirkwood	94	9.2 %
<u>None chosen</u>	<u>76</u>	<u>7.4 %</u>
Total	1021	100.0 %

Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g. police, fire, & emergency medical services)	42	4.1 %
Parks & recreation programs & facilities provided by City	55	5.4 %
Condition of City streets	190	18.6 %
Condition of City sidewalks	257	25.2 %
Enforcement of City codes & ordinances	79	7.7 %
Quality of customer service you receive from City employees	15	1.5 %
Effectiveness of City communication with the public	32	3.1 %
Solid Waste services (trash, recycling, etc.)	45	4.4 %
City water service	25	2.4 %
Kirkwood Electric service	16	1.6 %
Flow of traffic & congestion management in Kirkwood	126	12.3 %
<u>None chosen</u>	<u>139</u>	<u>13.6 %</u>
Total	1021	100.0 %

Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g. police, fire, & emergency medical services)	39	3.8 %
Parks & recreation programs & facilities provided by City	62	6.1 %
Condition of City streets	69	6.8 %
Condition of City sidewalks	138	13.5 %
Enforcement of City codes & ordinances	105	10.3 %
Quality of customer service you receive from City employees	17	1.7 %
Effectiveness of City communication with the public	62	6.1 %
Solid Waste services (trash, recycling, etc.)	35	3.4 %
City water service	36	3.5 %
Kirkwood Electric service	28	2.7 %
Flow of traffic & congestion management in Kirkwood	190	18.6 %
<u>None chosen</u>	<u>240</u>	<u>23.5 %</u>
Total	1021	100.0 %

Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g. police, fire, & emergency medical services)	202	19.8 %
Parks & recreation programs & facilities provided by City	152	14.9 %
Condition of City streets	760	74.4 %
Condition of City sidewalks	465	45.5 %
Enforcement of City codes & ordinances	220	21.5 %
Quality of customer service you receive from City employees	36	3.5 %
Effectiveness of City communication with the public	111	10.9 %
Solid Waste services (trash, recycling, etc.)	120	11.8 %
City water service	74	7.2 %
Kirkwood Electric service	58	5.7 %
Flow of traffic & congestion management in Kirkwood	410	40.2 %
<u>None chosen</u>	<u>76</u>	<u>7.4 %</u>
Total	2684	

Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Kirkwood 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-1. Overall quality of services provided by City of Kirkwood	33.5%	54.1%	8.9%	1.7%	0.1%	1.7%
Q3-2. Overall value that you receive for your City tax & fees	17.5%	46.1%	24.3%	8.0%	1.4%	2.6%
Q3-3. City efforts to pursue innovative programs & solutions	11.1%	30.2%	37.6%	6.9%	1.4%	12.9%
Q3-4. How well City is planning & managing redevelopment	8.3%	25.6%	31.7%	19.2%	6.3%	8.9%
Q3-5. City efforts to partner with organizations citizens to address issues	10.1%	26.8%	35.8%	7.9%	1.7%	17.8%
Q3-6. Transparency & accountability of City actions	10.4%	27.2%	34.7%	9.9%	2.7%	15.2%
Q3-7. Overall appearance of City	30.4%	53.4%	11.4%	3.2%	0.2%	1.4%
Q3-8. Overall quality of life in City	45.4%	46.6%	6.2%	0.9%	0.1%	0.9%
Q3-9. Overall feeling of safety in City	37.7%	50.1%	7.7%	3.2%	0.4%	0.8%

WITHOUT DON'T KNOW

Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Kirkwood 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall quality of services provided by City of Kirkwood	34.1%	55.0%	9.1%	1.7%	0.1%
Q3-2. Overall value that you receive for your City tax & fees	17.9%	47.4%	25.0%	8.3%	1.4%
Q3-3. City efforts to pursue innovative programs & solutions	12.7%	34.6%	43.2%	7.9%	1.6%
Q3-4. How well City is planning & managing redevelopment	9.1%	28.1%	34.8%	21.1%	6.9%
Q3-5. City efforts to partner with organizations citizens to address issues	12.2%	32.6%	43.5%	9.6%	2.0%
Q3-6. Transparency & accountability of City actions	12.2%	32.1%	40.9%	11.6%	3.1%
Q3-7. Overall appearance of City	30.8%	54.2%	11.5%	3.3%	0.2%
Q3-8. Overall quality of life in City	45.8%	47.0%	6.2%	0.9%	0.1%
Q3-9. Overall feeling of safety in City	38.0%	50.5%	7.8%	3.3%	0.4%

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=1021)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q4-1. Walking in your neighborhood during the day	78.0%	18.7%	1.7%	0.5%	0.0%	1.1%
Q4-2. Walking in your neighborhood at night	35.9%	41.2%	13.1%	5.1%	1.3%	3.4%
Q4-3. In downtown Kirkwood during the day	71.5%	24.4%	2.0%	0.4%	0.1%	1.7%
Q4-4. In downtown Kirkwood at night	33.3%	40.8%	15.7%	4.2%	0.9%	5.1%
Q4-5. In City parks during the day	62.7%	27.6%	5.0%	0.7%	0.0%	4.0%
Q4-6. In City parks at night	13.3%	27.2%	28.0%	10.7%	2.1%	18.7%

WITHOUT DON'T KNOW

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

(N=1021)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q4-1. Walking in your neighborhood during the day	78.9%	18.9%	1.7%	0.5%	0.0%
Q4-2. Walking in your neighborhood at night	37.2%	42.6%	13.6%	5.3%	1.3%
Q4-3. In downtown Kirkwood during the day	72.7%	24.8%	2.0%	0.4%	0.1%
Q4-4. In downtown Kirkwood at night	35.1%	43.0%	16.6%	4.5%	0.9%
Q4-5. In City parks during the day	65.3%	28.7%	5.2%	0.7%	0.0%
Q4-6. In City parks at night	16.4%	33.5%	34.4%	13.2%	2.5%

Q5. PUBLIC SAFETY. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with the following public safety services provided by the City of Kirkwood.

(N=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5-1. Visibility of police in neighborhoods	21.4%	48.3%	18.1%	8.6%	1.5%	2.1%
Q5-2. Visibility of police in retail areas	17.6%	44.3%	27.8%	5.0%	0.6%	4.6%
Q5-3. How quickly police respond to emergencies	35.4%	32.3%	11.5%	1.0%	0.3%	19.6%
Q5-4. Enforcement of local traffic laws	19.1%	42.6%	21.4%	6.1%	2.2%	8.6%
Q5-5. Overall attitude & behavior of Police Department personnel toward citizens	41.2%	39.3%	10.0%	2.8%	1.2%	5.5%
Q5-6. Overall quality of local police protection	39.7%	44.4%	8.8%	1.9%	0.3%	4.9%
Q5-7. Overall quality of City's municipal court	11.5%	17.1%	20.1%	1.6%	0.5%	49.3%
Q5-8. How quickly fire/emergency medical services personnel respond to emergencies	47.0%	28.0%	5.9%	0.3%	0.1%	18.7%
Q5-9. Overall quality of local fire protection/emergency medical services	48.7%	30.2%	6.3%	0.2%	0.0%	14.6%

WITHOUT DON'T KNOW

Q5. PUBLIC SAFETY. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with the following public safety services provided by the City of Kirkwood. (without "don't know")

(N=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5-1. Visibility of police in neighborhoods	21.9%	49.3%	18.5%	8.8%	1.5%
Q5-2. Visibility of police in retail areas	18.5%	46.5%	29.2%	5.2%	0.6%
Q5-3. How quickly police respond to emergencies	44.0%	40.1%	14.3%	1.2%	0.4%
Q5-4. Enforcement of local traffic laws	20.9%	46.6%	23.4%	6.7%	2.4%
Q5-5. Overall attitude & behavior of Police Department personnel toward citizens	43.6%	41.6%	10.6%	3.0%	1.2%
Q5-6. Overall quality of local police protection	41.8%	46.7%	9.2%	2.0%	0.3%
Q5-7. Overall quality of City's municipal court	22.7%	33.7%	39.5%	3.1%	1.0%
Q5-8. How quickly fire/emergency medical services personnel respond to emergencies	57.8%	34.4%	7.3%	0.4%	0.1%
Q5-9. Overall quality of local fire protection/emergency medical services	57.1%	35.3%	7.4%	0.2%	0.0%

Q6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q6. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	283	27.7 %
Visibility of police in retail areas	119	11.7 %
How quickly police respond to emergencies	68	6.7 %
Enforcement of local traffic laws	102	10.0 %
Overall attitude & behavior of Police Department personnel toward citizens	73	7.1 %
Overall quality of local police protection	46	4.5 %
Overall quality of City's municipal court	22	2.2 %
How quickly fire/emergency medical services personnel respond to emergencies	36	3.5 %
Overall quality of local fire protection/emergency medical services	31	3.0 %
<u>None chosen</u>	<u>241</u>	<u>23.6 %</u>
Total	1021	100.0 %

Q6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	95	9.3 %
Visibility of police in retail areas	174	17.0 %
How quickly police respond to emergencies	72	7.1 %
Enforcement of local traffic laws	78	7.6 %
Overall attitude & behavior of Police Department personnel toward citizens	53	5.2 %
Overall quality of local police protection	66	6.5 %
Overall quality of City's municipal court	30	2.9 %
How quickly fire/emergency medical services personnel respond to emergencies	67	6.6 %
Overall quality of local fire protection/emergency medical services	41	4.0 %
<u>None chosen</u>	<u>345</u>	<u>33.8 %</u>
Total	1021	100.0 %

Q6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	72	7.1 %
Visibility of police in retail areas	68	6.7 %
How quickly police respond to emergencies	56	5.5 %
Enforcement of local traffic laws	74	7.2 %
Overall attitude & behavior of Police Department personnel toward citizens	51	5.0 %
Overall quality of local police protection	64	6.3 %
Overall quality of City's municipal court	49	4.8 %
How quickly fire/emergency medical services personnel respond to emergencies	59	5.8 %
Overall quality of local fire protection/emergency medical services	64	6.3 %
<u>None chosen</u>	<u>464</u>	<u>45.4 %</u>
Total	1021	100.0 %

Q6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 3)

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	450	44.1 %
Visibility of police in retail areas	361	35.4 %
How quickly police respond to emergencies	196	19.2 %
Enforcement of local traffic laws	254	24.9 %
Overall attitude & behavior of Police Department personnel toward citizens	177	17.3 %
Overall quality of local police protection	176	17.2 %
Overall quality of City's municipal court	101	9.9 %
How quickly fire/emergency medical services personnel respond to emergencies	162	15.9 %
Overall quality of local fire protection/emergency medical services	136	13.3 %
<u>None chosen</u>	<u>241</u>	<u>23.6 %</u>
Total	2254	

Q7. WATER SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7-1. Water pressure on a typical day	42.5%	38.3%	8.6%	6.2%	3.2%	1.1%
Q7-2. Overall quality of your tap water	52.4%	36.6%	6.4%	1.9%	0.8%	2.0%
Q7-3. How well City keeps you informed about disruptions to your water service	25.5%	30.0%	23.5%	4.4%	1.9%	14.7%
Q7-4. What you are charged for water	18.6%	39.1%	28.7%	6.5%	2.4%	4.8%
Q7-5. Overall quality of your water service	36.0%	44.0%	15.0%	2.5%	0.7%	1.8%

WITHOUT DON'T KNOW

Q7. WATER SERVICES. For each of the items listed below, 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7-1. Water pressure on a typical day	43.0%	38.8%	8.7%	6.2%	3.3%
Q7-2. Overall quality of your tap water	53.4%	37.4%	6.5%	1.9%	0.8%
Q7-3. How well City keeps you informed about disruptions to your water service	30.0%	35.1%	27.5%	5.2%	2.2%
Q7-4. What you are charged for water	19.5%	41.0%	30.1%	6.8%	2.5%
Q7-5. Overall quality of your water service	36.6%	44.8%	15.3%	2.6%	0.7%

Q8. Which TWO of the water service items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q8. 1st choice	Number	Percent
Water pressure on a typical day	170	16.7 %
Overall quality of your tap water	238	23.3 %
How well City keeps you informed about disruptions to your water service	132	12.9 %
What you are charged for water	181	17.7 %
Overall quality of your water service	28	2.7 %
None chosen	272	26.6 %
Total	1021	100.0 %

Q8. Which TWO of the water service items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q8. 2nd choice	Number	Percent
Water pressure on a typical day	79	7.7 %
Overall quality of your tap water	83	8.1 %
How well City keeps you informed about disruptions to your water service	131	12.8 %
What you are charged for water	181	17.7 %
Overall quality of your water service	130	12.7 %
None chosen	417	40.8 %
Total	1021	100.0 %

Q8. Which TWO of the water service items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)

Q8. Sum of top 2 choices	Number	Percent
Water pressure on a typical day	249	24.4 %
Overall quality of your tap water	321	31.4 %
How well City keeps you informed about disruptions to your water service	263	25.8 %
What you are charged for water	362	35.5 %
Overall quality of your water service	158	15.5 %
None chosen	272	26.6 %
Total	1625	

Q9. WASTE COLLECTION SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9-1. Quality of residential trash collection services	47.8%	36.2%	7.3%	4.1%	2.1%	2.6%
Q9-2. Quality of recycling collection services	50.6%	35.1%	7.3%	2.7%	1.0%	3.3%
Q9-3. Value received for cost of trash & recycling collection services	33.1%	35.6%	15.7%	7.1%	2.7%	5.9%
Q9-4. Quality of yard waste collection services	32.7%	34.0%	15.0%	6.5%	2.2%	9.5%
Q9-5. Value received for cost of yard waste bags/stickers	18.1%	21.0%	22.3%	19.2%	9.4%	9.9%

WITHOUT DON'T KNOW

Q9. WASTE COLLECTION SERVICES. For each of the items listed below, 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Quality of residential trash collection services	49.0%	37.1%	7.5%	4.2%	2.1%
Q9-2. Quality of recycling collection services	52.3%	36.3%	7.6%	2.8%	1.0%
Q9-3. Value received for cost of trash & recycling collection services	35.2%	37.8%	16.7%	7.5%	2.9%
Q9-4. Quality of yard waste collection services	36.2%	37.6%	16.6%	7.2%	2.4%
Q9-5. Value received for cost of yard waste bags/stickers	20.0%	23.3%	24.8%	21.4%	10.5%

Q10. Which TWO of the waste collection service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q10. 1st choice	Number	Percent
Quality of residential trash collection services	144	14.1 %
Quality of recycling collection services	86	8.4 %
Value received for cost of trash & recycling collection services	120	11.8 %
Quality of yard waste collection services	64	6.3 %
Value received for cost of yard waste bags/stickers	299	29.3 %
None chosen	308	30.2 %
Total	1021	100.0 %

Q10. Which TWO of the waste collection service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q10. 2nd choice	Number	Percent
Quality of residential trash collection services	56	5.5 %
Quality of recycling collection services	87	8.5 %
Value received for cost of trash & recycling collection services	159	15.6 %
Quality of yard waste collection services	100	9.8 %
Value received for cost of yard waste bags/stickers	146	14.3 %
None chosen	473	46.3 %
Total	1021	100.0 %

Q10. Which TWO of the waste collection service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)

Q10. Sum of top 2 choices	Number	Percent
Quality of residential trash collection services	200	19.6 %
Quality of recycling collection services	173	16.9 %
Value received for cost of trash & recycling collection services	279	27.3 %
Quality of yard waste collection services	164	16.1 %
Value received for cost of yard waste bags/stickers	445	43.6 %
None chosen	308	30.2 %
Total	1569	

Q11. CODE ENFORCEMENT. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11-1. Maintenance of residential property (exterior of the building itself)	13.3%	40.2%	22.4%	10.8%	2.6%	10.9%
Q11-2. Enforcing mowing & trimming of lawns on private property	11.0%	32.8%	25.1%	13.1%	3.3%	14.8%
Q11-3. Enforcing removal of dead trees	9.5%	25.5%	31.1%	11.3%	3.6%	19.0%
Q11-4. Maintenance of business property	12.6%	41.7%	24.6%	3.1%	1.5%	16.5%
Q11-5. Enforcing codes designed to protect public health & safety	12.6%	36.1%	23.6%	3.5%	2.2%	22.1%

WITHOUT DON'T KNOW

Q11. CODE ENFORCEMENT. For each of the items listed below, 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Maintenance of residential property (exterior of the building itself)	14.9%	45.1%	25.1%	12.1%	2.9%
Q11-2. Enforcing mowing & trimming of lawns on private property	12.9%	38.5%	29.4%	15.4%	3.8%
Q11-3. Enforcing removal of dead trees	11.7%	31.5%	38.4%	13.9%	4.4%
Q11-4. Maintenance of business property	15.1%	49.9%	29.5%	3.7%	1.8%
Q11-5. Enforcing codes designed to protect public health & safety	16.2%	46.3%	30.3%	4.5%	2.8%

Q12. Which TWO of the code enforcement items listed in Question 11 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q12. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property (exterior of the building itself)	200	19.6 %
Enforcing mowing & trimming of lawns on private property	146	14.3 %
Enforcing removal of dead trees	128	12.5 %
Maintenance of business property	68	6.7 %
Enforcing codes designed to protect public health & safety	143	14.0 %
<u>None chosen</u>	<u>336</u>	<u>32.9 %</u>
Total	1021	100.0 %

Q12. Which TWO of the code enforcement items listed in Question 11 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property (exterior of the building itself)	97	9.5 %
Enforcing mowing & trimming of lawns on private property	142	13.9 %
Enforcing removal of dead trees	124	12.1 %
Maintenance of business property	115	11.3 %
Enforcing codes designed to protect public health & safety	109	10.7 %
<u>None chosen</u>	<u>434</u>	<u>42.5 %</u>
Total	1021	100.0 %

Q12. Which TWO of the code enforcement items listed in Question 11 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)

<u>Q12. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property (exterior of the building itself)	297	29.1 %
Enforcing mowing & trimming of lawns on private property	288	28.2 %
Enforcing removal of dead trees	252	24.7 %
Maintenance of business property	183	17.9 %
Enforcing codes designed to protect public health & safety	252	24.7 %
<u>None chosen</u>	<u>336</u>	<u>32.9 %</u>
Total	1608	

Q13. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood?

Q13. Overgrown lots, abandoned cars, graffiti, & dilapidated buildings in your neighborhood	Number	Percent
A major problem	30	2.9 %
Somewhat of a problem	77	7.5 %
Only a small problem	218	21.4 %
Not a problem	639	62.6 %
Don't know	57	5.6 %
Total	1021	100.0 %

WITHOUT DON'T KNOW

Q13. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood? (without "don't know")

Q13. Overgrown lots, abandoned cars, graffiti, & dilapidated buildings in your neighborhood	Number	Percent
A major problem	30	3.1 %
Somewhat of a problem	77	8.0 %
Only a small problem	218	22.6 %
Not a problem	639	66.3 %
Total	964	100.0 %

Q14. SIDEWALKS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14-1. Condition of sidewalks in your area	8.9%	33.6%	22.6%	21.5%	7.1%	6.4%
Q14-2. Ease with which a wheelchair or stroller can access sidewalk	8.9%	30.2%	22.8%	15.4%	5.8%	16.8%
Q14-3. Distance of sidewalk from roadway & moving vehicles	13.4%	41.1%	26.7%	9.1%	2.9%	6.7%
Q14-4. Connectivity (e.g. lack of gaps) of sidewalk in your area	9.6%	32.1%	24.6%	18.5%	6.5%	8.6%
Q14-5. Extent sidewalks are clear of weeds, brush, & overhanging limbs	10.6%	33.4%	28.9%	15.7%	4.8%	6.6%

WITHOUT DON'T KNOW

Q14. SIDEWALKS. For each of the items listed below, 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14-1. Condition of sidewalks in your area	9.5%	35.9%	24.1%	22.9%	7.6%
Q14-2. Ease with which a wheelchair or stroller can access sidewalk	10.7%	36.3%	27.5%	18.6%	7.0%
Q14-3. Distance of sidewalk from roadway & moving vehicles	14.4%	44.1%	28.6%	9.8%	3.1%
Q14-4. Connectivity (e.g. lack of gaps) of sidewalk in your area	10.5%	35.1%	27.0%	20.3%	7.1%
Q14-5. Extent sidewalks are clear of weeds, brush, & overhanging limbs	11.3%	35.8%	30.9%	16.8%	5.1%

Q15. Are you a Kirkwood Electric customer?

Q15. Are you a Kirkwood Electric customer	Number	Percent
Yes	774	75.8 %
No	231	22.6 %
Not provided	16	1.6 %
Total	1021	100.0 %

WITHOUT NOT PROVIDED

Q15. Are you a Kirkwood Electric customer? (without "not provided")

Q15. Are you a Kirkwood Electric customer	Number	Percent
Yes	774	77.0 %
No	231	23.0 %
Total	1005	100.0 %

Q16. (If YES to Question 15) For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=774)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16-1. Overall quality of electric service provided]	48.3%	43.4%	4.8%	3.0%	0.3%	0.3%
Q16-2. How well City keeps you informed of disruptions to your electric service	26.3%	34.1%	22.0%	8.4%	2.6%	6.5%
Q16-3. How quickly Kirkwood Electric responds to service outages	36.5%	40.6%	10.7%	4.4%	1.3%	6.5%
Q16-4. Value received for cost of electric services provided	30.6%	41.3%	19.0%	5.7%	1.3%	2.1%

WITHOUT DON'T KNOW

Q16. (If YES to Question 15) For each of the items listed below, 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=774)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16-1. Overall quality of electric service provided]	48.4%	43.5%	4.8%	3.0%	0.3%
Q16-2. How well City keeps you informed of disruptions to your electric service	28.2%	36.5%	23.6%	9.0%	2.8%
Q16-3. How quickly Kirkwood Electric responds to service outages	39.1%	43.4%	11.4%	4.7%	1.4%
Q16-4. Value received for cost of electric services provided	31.3%	42.2%	19.4%	5.8%	1.3%

Q17. PARKS AND RECREATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17-1. Maintenance of City parks	40.9%	47.4%	5.4%	0.4%	0.0%	5.8%
Q17-2. Quality of outdoor athletic fields	24.4%	37.3%	10.3%	1.0%	0.2%	26.8%
Q17-3. Quality of City's outdoor aquatic center	28.1%	33.0%	11.2%	2.5%	0.3%	24.9%
Q17-4. Quality of City's indoor ice rink	18.3%	27.0%	14.0%	1.4%	0.0%	39.3%
Q17-5. Quality & condition of community center facilities	17.8%	34.2%	17.4%	6.2%	2.3%	22.1%
Q17-6. City recreation programs such as classes, senior activities, athletic leagues & day camps	18.0%	31.4%	16.9%	2.5%	0.8%	30.5%
Q17-7. Fees charged for recreation services	15.2%	33.4%	22.4%	3.8%	0.6%	24.7%
Q17-8. Ease of registering for programs	18.4%	32.8%	16.8%	2.3%	0.4%	29.3%

WITHOUT DON'T KNOW

Q17. PARKS AND RECREATION. For each of the items listed below, 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17-1. Maintenance of City parks	43.5%	50.4%	5.8%	0.4%	0.0%
Q17-2. Quality of outdoor athletic fields	33.3%	50.9%	14.1%	1.4%	0.3%
Q17-3. Quality of City's outdoor aquatic center	37.4%	44.0%	14.9%	3.3%	0.4%
Q17-4. Quality of City's indoor ice rink	30.1%	44.5%	23.1%	2.3%	0.0%
Q17-5. Quality & condition of community center facilities	22.8%	43.9%	22.3%	8.0%	2.9%
Q17-6. City recreation programs such as classes, senior activities, athletic leagues & day camps	25.8%	45.2%	24.3%	3.6%	1.1%
Q17-7. Fees charged for recreation services	20.2%	44.3%	29.7%	5.0%	0.8%
Q17-8. Ease of registering for programs	26.1%	46.4%	23.8%	3.2%	0.6%

Q18. Which THREE of the parks and recreation items listed in Question 17 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q18. 1st choice	Number	Percent
Maintenance of City parks	220	21.5 %
Quality of outdoor athletic fields	27	2.6 %
Quality of City's outdoor aquatic center	53	5.2 %
Quality of City's indoor ice rink	17	1.7 %
Quality & condition of community center facilities	152	14.9 %
City recreation programs such as classes, senior activities, athletic leagues & day camps	45	4.4 %
Fees charged for recreation services	69	6.8 %
Ease of registering for programs	20	2.0 %
<u>None chosen</u>	<u>418</u>	<u>40.9 %</u>
Total	1021	100.0 %

Q18. Which THREE of the parks and recreation items listed in Question 17 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q18. 2nd choice	Number	Percent
Maintenance of City parks	69	6.8 %
Quality of outdoor athletic fields	69	6.8 %
Quality of City's outdoor aquatic center	92	9.0 %
Quality of City's indoor ice rink	42	4.1 %
Quality & condition of community center facilities	87	8.5 %
City recreation programs such as classes, senior activities, athletic leagues & day camps	77	7.5 %
Fees charged for recreation services	51	5.0 %
Ease of registering for programs	24	2.4 %
<u>None chosen</u>	<u>510</u>	<u>50.0 %</u>
Total	1021	100.0 %

Q18. Which THREE of the parks and recreation items listed in Question 17 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q18. 3rd choice	Number	Percent
Maintenance of City parks	45	4.4 %
Quality of outdoor athletic fields	24	2.4 %
Quality of City's outdoor aquatic center	53	5.2 %
Quality of City's indoor ice rink	38	3.7 %
Quality & condition of community center facilities	81	7.9 %
City recreation programs such as classes, senior activities, athletic leagues & day camps	90	8.8 %
Fees charged for recreation services	71	7.0 %
Ease of registering for programs	39	3.8 %
<u>None chosen</u>	<u>580</u>	<u>56.8 %</u>
Total	1021	100.0 %

Q18. Which THREE of the parks and recreation items listed in Question 17 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 3)

Q18. Sum of top 3 choices	Number	Percent
Maintenance of City parks	334	32.7 %
Quality of outdoor athletic fields	120	11.8 %
Quality of City's outdoor aquatic center	198	19.4 %
Quality of City's indoor ice rink	97	9.5 %
Quality & condition of community center facilities	320	31.3 %
City recreation programs such as classes, senior activities, athletic leagues & day camps	212	20.8 %
Fees charged for recreation services	191	18.7 %
Ease of registering for programs	83	8.1 %
<u>None chosen</u>	<u>418</u>	<u>40.9 %</u>
Total	1973	

Q19. BILLING. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19-1. How easy your bill is to understand	40.6%	47.3%	7.8%	1.6%	0.4%	2.3%
Q19-2. Accuracy of your bill	37.9%	44.8%	9.6%	1.1%	0.3%	6.3%
Q19-3. How easy it is to resolve billing problems	22.8%	25.0%	15.5%	1.2%	0.3%	35.2%
Q19-4. Hours that customer service is available	26.3%	37.6%	16.6%	1.6%	0.2%	17.8%
Q19-5. Ease of online payment	22.1%	23.4%	14.5%	1.6%	0.4%	38.1%
Q19-6. Overall quality of City's billing customer service	32.2%	44.9%	12.6%	0.5%	0.3%	9.5%

WITHOUT DON'T KNOW

Q19. BILLING. For each of the items listed below, 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19-1. How easy your bill is to understand	41.6%	48.4%	8.0%	1.6%	0.4%
Q19-2. Accuracy of your bill	40.5%	47.8%	10.2%	1.2%	0.3%
Q19-3. How easy it is to resolve billing problems	35.2%	38.6%	23.9%	1.8%	0.5%
Q19-4. Hours that customer service is available	32.0%	45.7%	20.1%	1.9%	0.2%
Q19-5. Ease of online payment	35.6%	37.7%	23.4%	2.6%	0.6%
Q19-6. Overall quality of City's billing customer service	35.6%	49.6%	13.9%	0.5%	0.3%

Q20. COMMUNICATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q20-1. Availability of information about City programs & services	21.7%	52.5%	17.7%	3.3%	0.1%	4.7%
Q20-2. City efforts to keep you informed about local issues	21.5%	45.5%	22.7%	6.1%	0.5%	3.7%
Q20-3. Level of public involvement in local decision making	12.7%	29.0%	31.3%	10.7%	2.1%	14.3%
Q20-4. Quality of City's website	13.6%	34.4%	23.0%	2.9%	1.2%	25.0%
Q20-5. Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	21.4%	44.4%	21.6%	2.2%	0.7%	9.8%
Q20-6. Quality of City's Parks & Recreation program guide	25.5%	45.2%	16.6%	0.8%	0.4%	11.4%
Q20-7. How well City's communications meet your needs	18.5%	45.4%	27.2%	4.3%	1.1%	3.6%

WITHOUT DON'T KNOW

Q20. COMMUNICATION. For each of the items listed below, 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=1021)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20-1. Availability of information about City programs & services	22.8%	55.1%	18.5%	3.4%	0.1%
Q20-2. City efforts to keep you informed about local issues	22.3%	47.2%	23.6%	6.4%	0.5%
Q20-3. Level of public involvement in local decision making	14.8%	33.8%	36.5%	12.5%	2.4%
Q20-4. Quality of City's website	18.1%	45.8%	30.6%	3.8%	1.6%
Q20-5. Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	23.7%	49.2%	23.9%	2.4%	0.8%
Q20-6. Quality of City's Parks & Recreation program guide	28.8%	51.1%	18.8%	0.9%	0.4%
Q20-7. How well City's communications meet your needs	19.2%	47.1%	28.2%	4.4%	1.1%

Q21. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q21. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	112	11.0 %
City efforts to keep you informed about local issues	158	15.5 %
Level of public involvement in local decision making	209	20.5 %
Quality of City's website	62	6.1 %
Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	25	2.4 %
Quality of City's Parks & Recreation program guide	11	1.1 %
How well City's communications meet your needs	39	3.8 %
None chosen	405	39.7 %
Total	1021	100.0 %

Q21. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	71	7.0 %
City efforts to keep you informed about local issues	152	14.9 %
Level of public involvement in local decision making	127	12.4 %
Quality of City's website	60	5.9 %
Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	38	3.7 %
Quality of City's Parks & Recreation program guide	29	2.8 %
How well City's communications meet your needs	53	5.2 %
None chosen	491	48.1 %
Total	1021	100.0 %

Q21. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?

<u>Q21. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	74	7.2 %
City efforts to keep you informed about local issues	62	6.1 %
Level of public involvement in local decision making	68	6.7 %
Quality of City's website	41	4.0 %
Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	58	5.7 %
Quality of City's Parks & Recreation program guide	43	4.2 %
How well City's communications meet your needs	98	9.6 %
<u>None chosen</u>	<u>577</u>	<u>56.5 %</u>
Total	1021	100.0 %

Q21. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 3)

<u>Q21. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	257	25.2 %
City efforts to keep you informed about local issues	372	36.4 %
Level of public involvement in local decision making	404	39.6 %
Quality of City's website	163	16.0 %
Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	121	11.9 %
Quality of City's Parks & Recreation program guide	83	8.1 %
How well City's communications meet your needs	190	18.6 %
<u>None chosen</u>	<u>405</u>	<u>39.7 %</u>
Total	1995	

Q22. Which of the following are your primary sources of information about City issues, services, and events?

Q22. Your primary sources of information about City issues, services, & events	Number	Percent
'Eye on Kirkwood' monthly newsletter appearing In the Webster Kirkwood Times (WKT)	617	60.4 %
St. Louis Post Dispatch	227	22.2 %
Webster Kirkwood Times articles	833	81.6 %
Kirkwood E-Happenings (e-newsletter)	165	16.2 %
Facebook, Twitter, and other social media	99	9.7 %
City website	265	26.0 %
Parks and Recreation program guide in the Webster Kirkwood Times (WKT)	401	39.3 %
Television news	255	25.0 %
Radio	80	7.8 %
Friends/neighbors	476	46.6 %
Neighborhood associations	78	7.6 %
Other	33	3.2 %
None of these	18	1.8 %
Total	3547	

Q22. Other

<u>Q22. Other</u>	<u>Number</u>	<u>Percent</u>
Phone call (automated) for urgent safety issues	1	3.0 %
Attending council meetings	1	3.0 %
flyer insert in monthly bill	1	3.0 %
Swap & Sell & Kirkwood Neighborhood News on Facebook	1	3.0 %
Signs/banners	1	3.0 %
Library Bulletin	1	3.0 %
Rotary, Kiwanis	1	3.0 %
flyer with monthly bill	1	3.0 %
Kirkwood Swap & Sell Facebook	1	3.0 %
Online police weekly report	1	3.0 %
Police e-mail per week	1	3.0 %
Kirkwood Library	1	3.0 %
Family	1	3.0 %
Signs posted near community center	1	3.0 %
note in my electric bill	1	3.0 %
signs posted	1	3.0 %
inserts in water bill	1	3.0 %
calling the city	1	3.0 %
from people involved in government	1	3.0 %
Kirkwood Patch-Internet	1	3.0 %
emails from police dept	1	3.0 %
no internet	1	3.0 %
ponnybrook	1	3.0 %
Bill insert	1	3.0 %
recreation booklet	1	3.0 %
Info that comes with the bill	1	3.0 %
relatives	1	3.0 %
kirkwood swap & sell	1	3.0 %
utility bill	1	3.0 %
recreation guide mailing	1	3.0 %
flyers/billboards	1	3.0 %
inserts in my monthly bill	1	3.0 %
want to know about issues from city not papers	1	3.0 %
Total	33	100.0 %

Q23. Are you aware of the new "Kirkwood Konnect" mobile application for customer service requests?

Q23. Are you aware of new "Kirkwood Konnect" mobile application for customer service requests	Number	Percent
Yes	258	25.3 %
No	750	73.5 %
Not provided	13	1.3 %
Total	1021	100.0 %

WITHOUT NOT PROVIDED

Q23. Are you aware of the new "Kirkwood Konnect" mobile application for customer service requests? (without "not provide")

Q23. Are you aware of new "Kirkwood Konnect" mobile application for customer service requests	Number	Percent
Yes	258	25.6 %
No	750	74.4 %
Total	1008	100.0 %

Q23a. Have you ever used the "Kirkwood Konnect" customer service request system?

Q23a. Have you ever used "Kirkwood Konnect" customer service request system	Number	Percent
Yes	38	14.7 %
No	217	84.1 %
Not provided	3	1.2 %
Total	258	100.0 %

WITHOUT NOT PROVIDED

Q23a. Have you ever used the "Kirkwood Konnect" customer service request system? (without "not provided")

Q23a. Have you ever used "Kirkwood Konnect" customer service request system	Number	Percent
Yes	38	14.9 %
No	217	85.1 %
Total	255	100.0 %

Q24. Would you support the development of City regulations to govern if and when property owners may remove trees on commercial and residential properties?

Q24. Would you support development of City regulations to govern if & when property owners may remove trees on commercial & residential properties

	Number	Percent
Yes	269	26.3 %
No	473	46.3 %
Don't know	279	27.3 %
Total	1021	100.0 %

WITHOUT DON'T KNOW

Q24. Would you support the development of City regulations to govern if and when property owners may remove trees on commercial and residential properties? (without "don't know")

Q24. Would you support development of City regulations to govern if & when property owners may remove trees on commercial & residential properties

	Number	Percent
Yes	269	36.3 %
No	473	63.7 %
Total	742	100.0 %

Q25. Which of the following statements BEST describes your opinion about the number of events in Downtown Kirkwood?

Q25. Your opinion about number of events in Downtown

Kirkwood	Number	Percent
City needs more large events in Downtown Kirkwood	183	17.9 %
Number of events taking place in Downtown Kirkwood is sufficient	674	66.0 %
There are too many events in Downtown Kirkwood	17	1.7 %
Don't know	147	14.4 %
Total	1021	100.0 %

WITHOUT DON'T KNOW

Q25. Which of the following statements BEST describes your opinion about the number of events in Downtown Kirkwood? (without "don't know")

Q25. Your opinion about number of events in Downtown

Kirkwood	Number	Percent
City needs more large events in Downtown Kirkwood	183	20.9 %
Number of events taking place in Downtown Kirkwood is sufficient	674	77.1 %
There are too many events in Downtown Kirkwood	17	1.9 %
Total	874	100.0 %

Q26. Approximately, how many years have you lived in the City of Kirkwood?

Q26. How many years have you lived in City of Kirkwood	Number	Percent
Less than 5 years	121	11.9 %
5-10 years	107	10.5 %
11-20 years	147	14.4 %
20+ years	643	63.0 %
Not provided	3	0.3 %
Total	1021	100.0 %

WITHOUT NOT PROVIDED

Q26. Approximately, how many years have you lived in the City of Kirkwood? (without "not provided")

Q26. How many years have you lived in City of Kirkwood	Number	Percent
Less than 5 years	121	11.9 %
5-10 years	107	10.5 %
11-20 years	147	14.4 %
20+ years	643	63.2 %
Total	1018	100.0 %

Q27. What is your age?

Q27. Your age	Number	Percent
18-34	183	17.9 %
35-44	173	16.9 %
45-54	181	17.7 %
55-64	243	23.8 %
65+	221	21.6 %
Not provided	20	2.0 %
Total	1021	100.0 %

WITHOUT NOT PROVIDED

Q27. What is your age? (without "not provided")

Q27. Your age	Number	Percent
18-34	183	18.3 %
35-44	173	17.3 %
45-54	181	18.1 %
55-64	243	24.3 %
65+	221	22.1 %
Total	1001	100.0 %

Q28. How many (counting yourself) people in your household are?

	Mean	Sum
number	2.25	2250
Under age 5	0.13	133
Ages 5-9	0.11	109
Ages 10-14	0.11	110
Ages 15-19	0.13	127
Ages 20-24	0.11	109
Ages 25-34	0.28	283
Ages 35-44	0.32	315
Ages 45-54	0.35	351
Ages 55-64	0.34	339
Ages 65-74	0.22	215
Ages 75+	0.16	159

Q29. Would you say your total annual household income is:

Q29. Your total annual household income	Number	Percent
Under \$30K	92	9.0 %
\$30K to \$59,999	157	15.4 %
\$60K to \$99,999	187	18.3 %
\$100K to \$149,999	183	17.9 %
\$150K to \$199,999	79	7.7 %
\$200K+	147	14.4 %
Not provided	176	17.2 %
Total	1021	100.0 %

WITHOUT NOT PROVIDED

Q29. Would you say your total annual household income is: (without "not provided")

Q29. Your total annual household income	Number	Percent
Under \$30K	92	10.9 %
\$30K to \$59,999	157	18.6 %
\$60K to \$99,999	187	22.1 %
\$100K to \$149,999	183	21.7 %
\$150K to \$199,999	79	9.3 %
\$200K+	147	17.4 %
Total	845	100.0 %

Q30. Which of the following best describes your race/ethnicity?

Q30. Your race/ethnicity	Number	Percent
White/Caucasian	893	87.5 %
African American/Black	64	6.3 %
Hispanic/Latino/Spanish	17	1.7 %
Native American/Eskimo	3	0.3 %
Asian/Pacific Islander	12	1.2 %
Other	3	0.3 %
Total	992	

Q30. Other

Q30. Other	Number	Percent
Irish American	2	66.7 %
White Jewish	1	33.3 %
Total	3	100.0 %

Q31. Your gender:

Q31. Your gender	Number	Percent
Male	489	47.9 %
Female	532	52.1 %
Total	1021	100.0 %

Section 5:
Survey Instrument



WHERE COMMUNITY AND SPIRIT MEET®

2016 City of Kirkwood Survey

May 2016

Dear Fellow Kirkwood Resident,

On behalf of the Kirkwood City Council, thank you for your on-going involvement in our community. This letter is a request for your assistance in building an even better Kirkwood. Your input on the enclosed survey is extremely important. My colleagues on the council and I are responsible for making decisions that affect City services, including public safety, parks, recreation, water, electric, code enforcement, and others. To make sure that the City's priorities are aligned with the needs of our residents, we need to know what you think.

We realize this survey will take time to complete, but every question is important.

The time you invest in the survey will influence many decisions that will be made about the City's future. Your responses also will allow City leadership and staff to identify and address many of the opportunities and challenges facing our community. Please return your completed survey sometime during the next week if possible, and return it in the enclosed postage-paid envelope. Your responses will remain confidential.

If you prefer, you may complete the survey on-line at www.kirkwoodcommunitysurvey.org.

Please call Asst. Chief Administrative Officer Georgia Ragland at 314-822-5801 with any questions. City staff will be pleased to answer them. Thank you again for taking the time to help Kirkwood remain a strong and vibrant community.

Sincerely,

Mayor Timothy E. Griffin



WHERE COMMUNITY AND SPIRIT MEET®

2016 City of Kirkwood Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. If you have questions, please call the City's Assistant Chief Administrative Officer, Georgia Ragland, at (314) 822-5801.

1. **OVERALL SATISFACTION WITH CITY SERVICES.** Major categories of services provided by the City of Kirkwood are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Public safety services provided by the City (e.g. police, fire, and emergency medical services)	5	4	3	2	1	9
02. Parks and recreation programs and facilities provided by the City	5	4	3	2	1	9
03. Condition of City streets	5	4	3	2	1	9
04. Condition of City sidewalks	5	4	3	2	1	9
05. Enforcement of City codes and ordinances	5	4	3	2	1	9
06. Quality of customer service you receive from City employees	5	4	3	2	1	9
07. Effectiveness of City communication with the public	5	4	3	2	1	9
08. Solid Waste services (trash, recycling, etc.)	5	4	3	2	1	9
09. City water service	5	4	3	2	1	9
10. Kirkwood Electric service	5	4	3	2	1	9
11. Flow of traffic and congestion management in Kirkwood	5	4	3	2	1	9

2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

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

Perceptions of the City	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City of Kirkwood	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. City efforts to pursue innovative programs and solutions	5	4	3	2	1	9
4. How well the City is planning and managing redevelopment	5	4	3	2	1	9
5. City efforts to partner with organizations and citizens to address issues	5	4	3	2	1	9
6. Transparency and accountability of City actions	5	4	3	2	1	9
7. Overall appearance of the City	5	4	3	2	1	9
8. Overall quality of life in the City	5	4	3	2	1	9
9. Overall feeling of safety in the City	5	4	3	2	1	9

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

How safe do you feel:	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 Kirkwood during the day	5	4	3	2	1	9
4. In downtown Kirkwood at night	5	4	3	2	1	9
5. In City parks during the day	5	4	3	2	1	9
6. In City parks at night	5	4	3	2	1	9

5. **PUBLIC SAFETY.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with the following public safety services provided by the City of Kirkwood.

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The visibility of police in neighborhoods	5	4	3	2	1	9
2. The visibility of police in retail areas	5	4	3	2	1	9
3. How quickly police respond to emergencies	5	4	3	2	1	9
4. Enforcement of local traffic laws	5	4	3	2	1	9
5. Overall attitude and behavior of Police Department personnel toward citizens	5	4	3	2	1	9
6. Overall quality of local police protection	5	4	3	2	1	9
7. Overall quality of the City's municipal court	5	4	3	2	1	9
8. How quickly fire/emergency medical services personnel respond to emergencies	5	4	3	2	1	9
9. Overall quality of local fire protection/emergency medical services	5	4	3	2	1	9

6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____ 3rd: ____

7. **WATER SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Water Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Water pressure on a typical day	5	4	3	2	1	9
2. Overall quality of your tap water	5	4	3	2	1	9
3. How well the City keeps you informed about disruptions to your water service	5	4	3	2	1	9
4. What you are charged for water	5	4	3	2	1	9
5. Overall quality of your water service	5	4	3	2	1	9

8. Which TWO of the water service items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____

9. **WASTE COLLECTION SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Waste Collection Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of residential trash collection services	5	4	3	2	1	9
2. Quality of recycling collection services	5	4	3	2	1	9
3. Value received for cost of trash and recycling collection services	5	4	3	2	1	9
4. Quality of yard waste collection services	5	4	3	2	1	9
5. Value received for cost of yard waste bags/stickers	5	4	3	2	1	9

10. Which TWO of the waste collection service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 9.]

1st: ____ 2nd: ____

11. **CODE ENFORCEMENT.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Code Enforcement	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of residential property (<i>exterior of the building itself</i>)	5	4	3	2	1	9
2. Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
3. Enforcing the removal of dead trees	5	4	3	2	1	9
4. Maintenance of business property	5	4	3	2	1	9
5. Enforcing codes designed to protect public health and safety	5	4	3	2	1	9

12. Which TWO of the code enforcement items listed in Question 11 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 11.]

1st: ____ 2nd: ____

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

____(4) A major problem ____ (2) Only a small problem ____ (9) Don't know
 ____ (3) Somewhat of a problem ____ (1) Not a problem

14. **SIDEWALKS.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Sidewalks	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The condition of sidewalks in your area	5	4	3	2	1	9
2. The ease with which a wheelchair or stroller can access the sidewalk	5	4	3	2	1	9
3. The distance of the sidewalk from the roadway and moving vehicles	5	4	3	2	1	9
4. The connectivity (e.g. lack of gaps) of the sidewalk in your area	5	4	3	2	1	9
5. The extent the sidewalks are clear of weeds, brush, and overhanging limbs	5	4	3	2	1	9

15. Are you a Kirkwood Electric customer? ____ (1) Yes [Answer Q16.] ____ (2) No [Skip to Q17.]

16. **[IF YOU ARE A KIRKWOOD ELECTRIC CUSTOMER]** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Kirkwood Electric	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of electric service provided	5	4	3	2	1	9
2. How well the City keeps you informed of disruptions to your electric service	5	4	3	2	1	9
3. How quickly Kirkwood Electric responds to service outages	5	4	3	2	1	9
4. Value received for cost of electric services provided	5	4	3	2	1	9

17. **PARKS AND RECREATION.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of City parks	5	4	3	2	1	9
2. Quality of outdoor athletic fields	5	4	3	2	1	9
3. Quality of the City's outdoor aquatic center	5	4	3	2	1	9
4. Quality of the City's indoor ice rink	5	4	3	2	1	9
5. Quality and Condition of community center facilities	5	4	3	2	1	9
6. City recreation programs such as classes, senior activities, athletic leagues and day camps	5	4	3	2	1	9
7. Fees charged for recreation services	5	4	3	2	1	9
8. Ease of registering for programs	5	4	3	2	1	9

18. Which **THREE** of the parks and recreation items listed in Question 17 would you recommend receive the **MOST EMPHASIS** from City leaders over the next **TWO** Years? [Write-in your answers below using the numbers from the list in Question 17.]

1st: ____ 2nd: ____ 3rd: ____

19. **BILLING.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Billing	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy your bill is to understand	5	4	3	2	1	9
2. The accuracy of your bill	5	4	3	2	1	9
3. How easy it is to resolve billing problems	5	4	3	2	1	9
4. Hours that customer service is available	5	4	3	2	1	9
5. Ease of online payment	5	4	3	2	1	9
6. Overall quality of the City's billing customer service	5	4	3	2	1	9

20. **COMMUNICATION.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about City programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. The level of public involvement in local decision making	5	4	3	2	1	9
4. The quality of the City's website	5	4	3	2	1	9
5. The quality of the City's citizen newsletter, Eye on Kirkwood (appearing monthly in the Webster Kirkwood Times)	5	4	3	2	1	9
6. The quality of the City's Parks and Recreation program guide	5	4	3	2	1	9
7. How well the City's communications meet your needs	5	4	3	2	1	9

21. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 20.]

1st: ____ 2nd: ____ 3rd: ____

22. Which of the following are your primary sources of information about City issues, services, and events? [Check all that apply.]

- ____(01) 'Eye on Kirkwood' monthly newsletter appearing in the Webster Kirkwood Times (WKT)
- ____(02) St. Louis Post Dispatch
- ____(03) Webster Kirkwood Times articles
- ____(04) Kirkwood E-Happenings (e-newsletter)
- ____(05) Facebook, Twitter, and other social media
- ____(06) City website
- ____(07) Parks and Recreation program guide in the Webster Kirkwood Times (WKT)
- ____(08) Television news
- ____(09) Radio
- ____(10) Friends/neighbors
- ____(11) Neighborhood associations
- ____(12) Other: _____
- ____(99) None of these

23. Are you aware of the new "Kirkwood Konnect" mobile application for customer service requests?

____(1) Yes [Answer Q23-2.] ____ (2) No [Skip to Q24.]

23-2. Have you ever used the "Kirkwood Konnect" customer service request system?

____(1) Yes ____ (2) No

24. **Would you support the development of City regulations to govern if and when property owners may remove trees on commercial and residential properties?**

___(1) Yes ___(2) No ___(9) Don't know

25. **Which of the following statements BEST describes your opinion about the number of events in Downtown Kirkwood?**

- ___(1) The City needs more large events in Downtown Kirkwood
- ___(2) The number of events taking place in Downtown Kirkwood is sufficient
- ___(3) There are too many events in Downtown Kirkwood
- ___(9) Don't know

DEMOGRAPHICS

26. **Approximately, how many years have you lived in the City of Kirkwood?**

___(1) Less than 5 years ___(2) 5-10 years ___(3) 11-20 years ___(4) More than 20 years

27. **What is your age?** _____ years

28. **How many people in your household (*counting yourself*) are:**

Under age 5: ___	Ages 15-19: ___	Ages 35-44: ___	Ages 65-74: ___
Ages 5-9: ___	Ages 20-24: ___	Ages 45-54: ___	Ages 75+: ___
Ages 10-14: ___	Ages 25-34: ___	Ages 55-64: ___	

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

___(1) Under \$30,000 ___(3) \$60,000 to \$99,999 ___(5) \$150,000 to \$199,999
___(2) \$30,000 to \$59,999 ___(4) \$100,000 to \$149,999 ___(6) Over \$200,000

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

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

31. **Your gender:** ___(1) Male ___(2) Female

This concludes the survey – thank you for your time!
Please Return Your Completed Survey in the Enclosed Postage Paid Envelope to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.

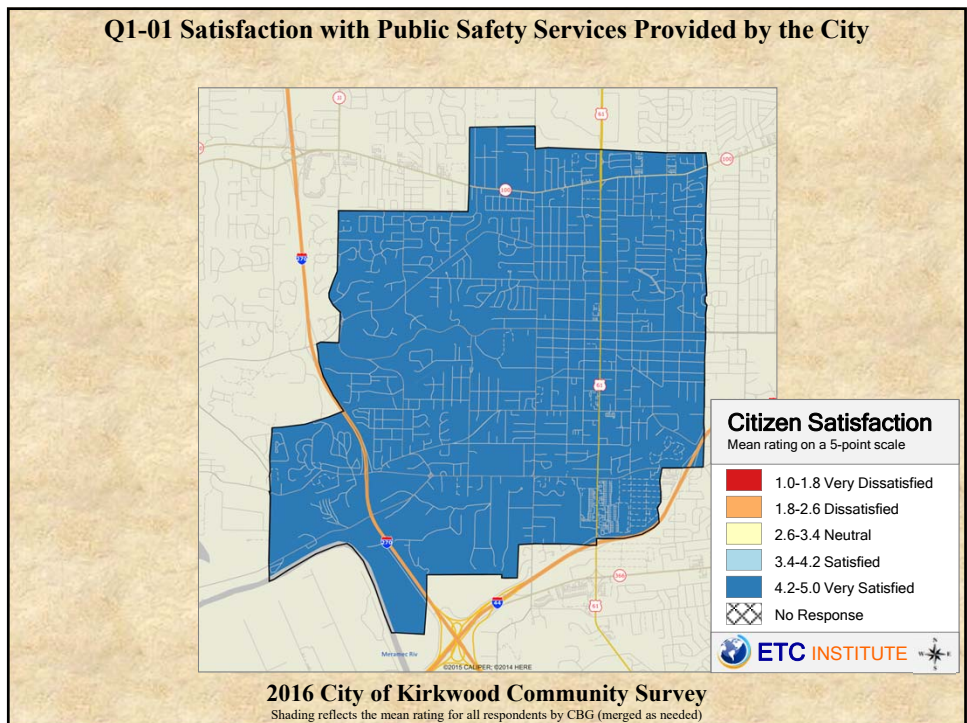
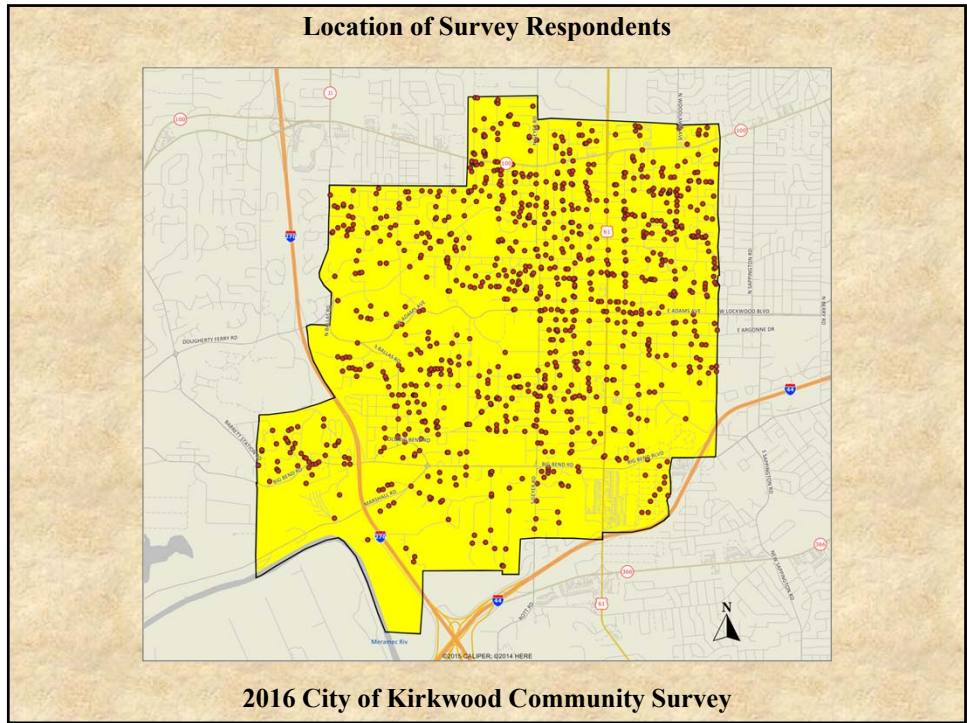
Appendix A: GIS Maps

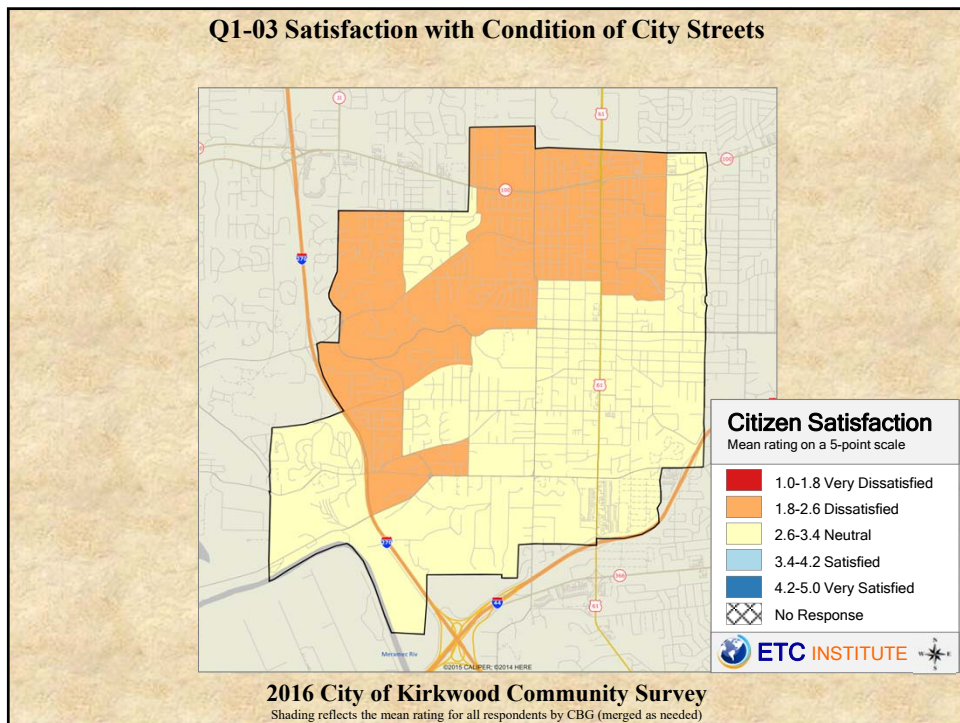
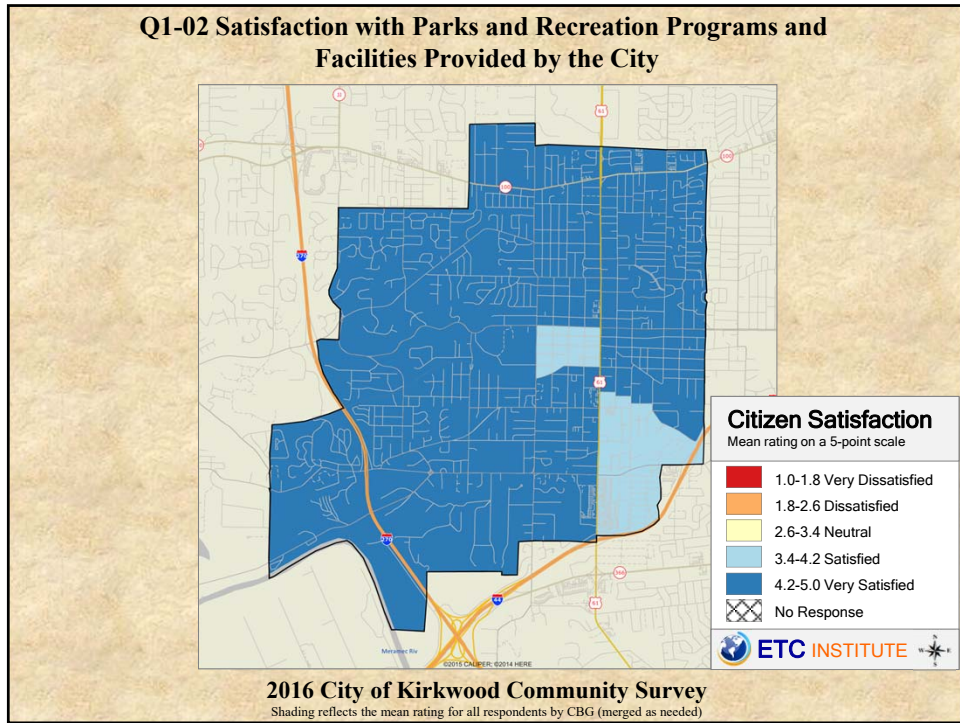
Interpreting the Maps

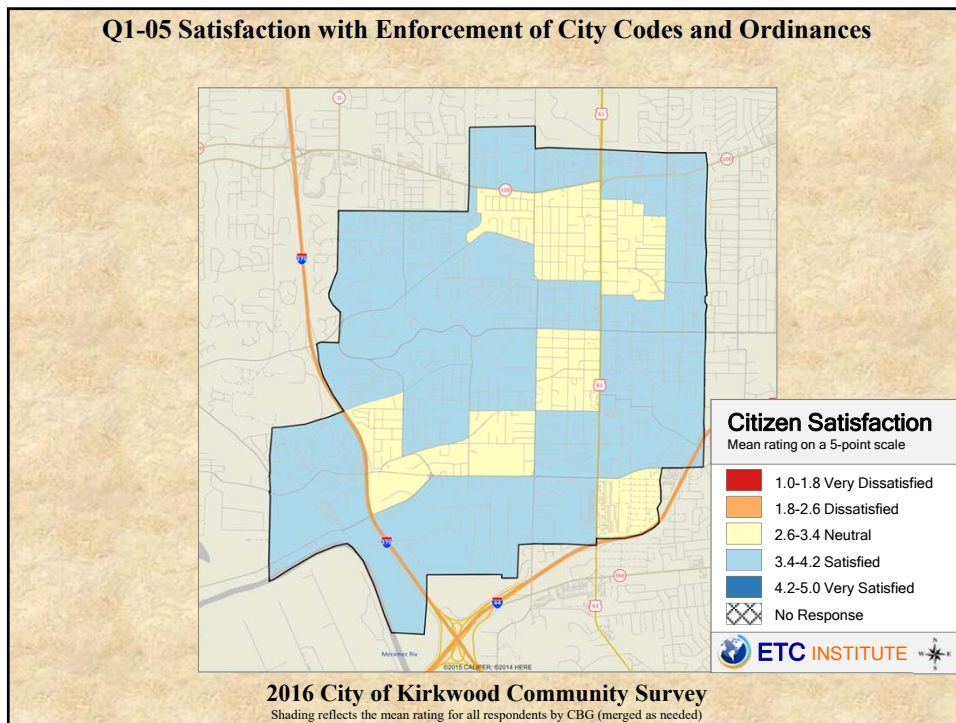
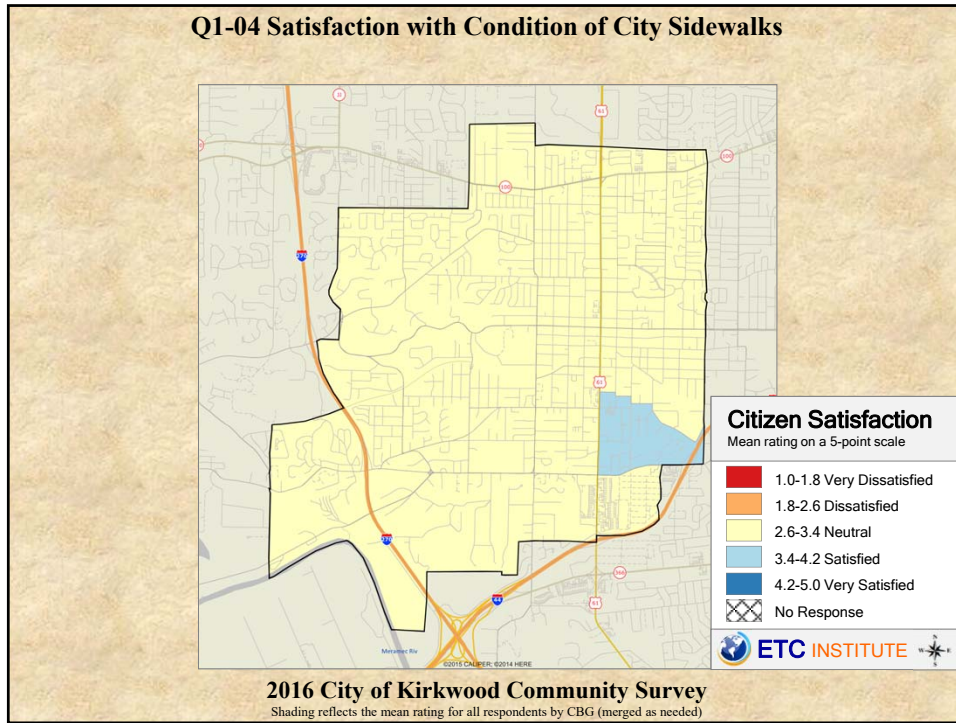
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

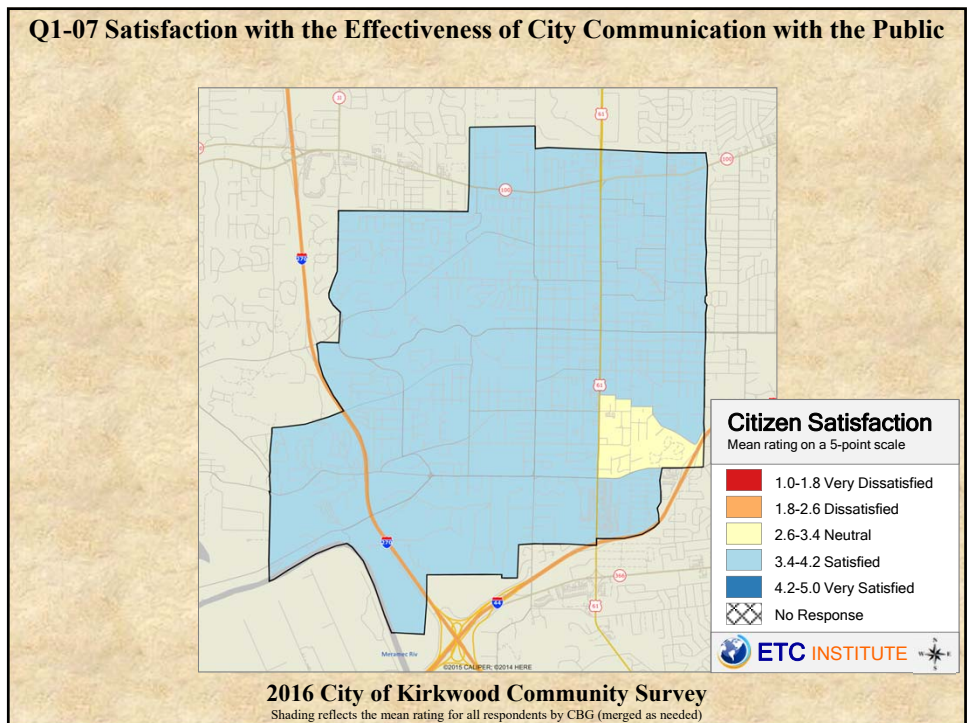
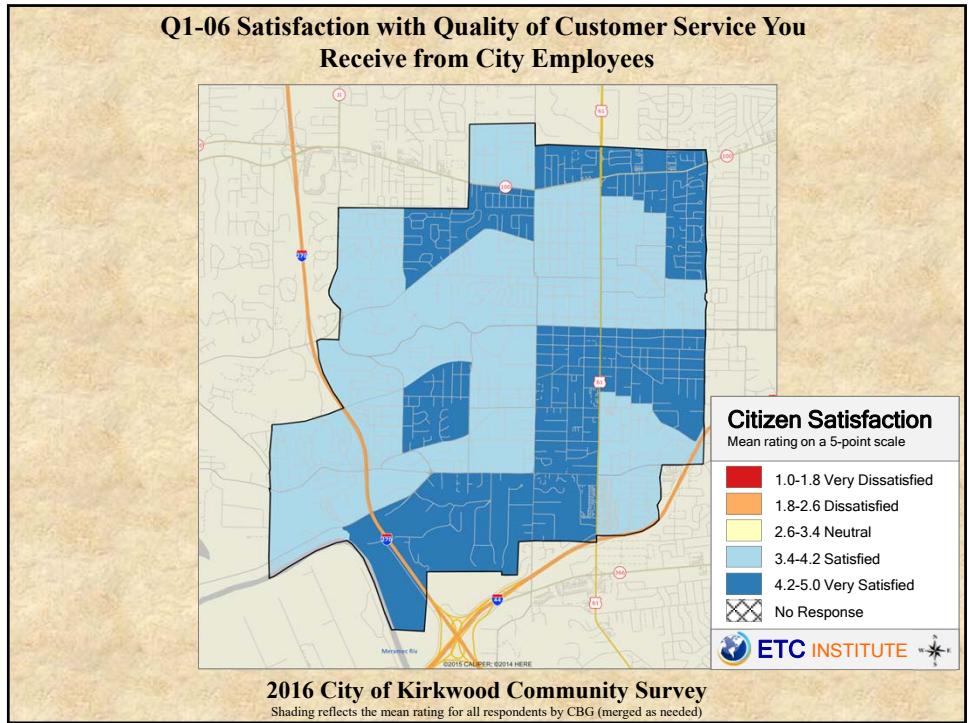
When reading the maps, please use the following color scheme as a guide:

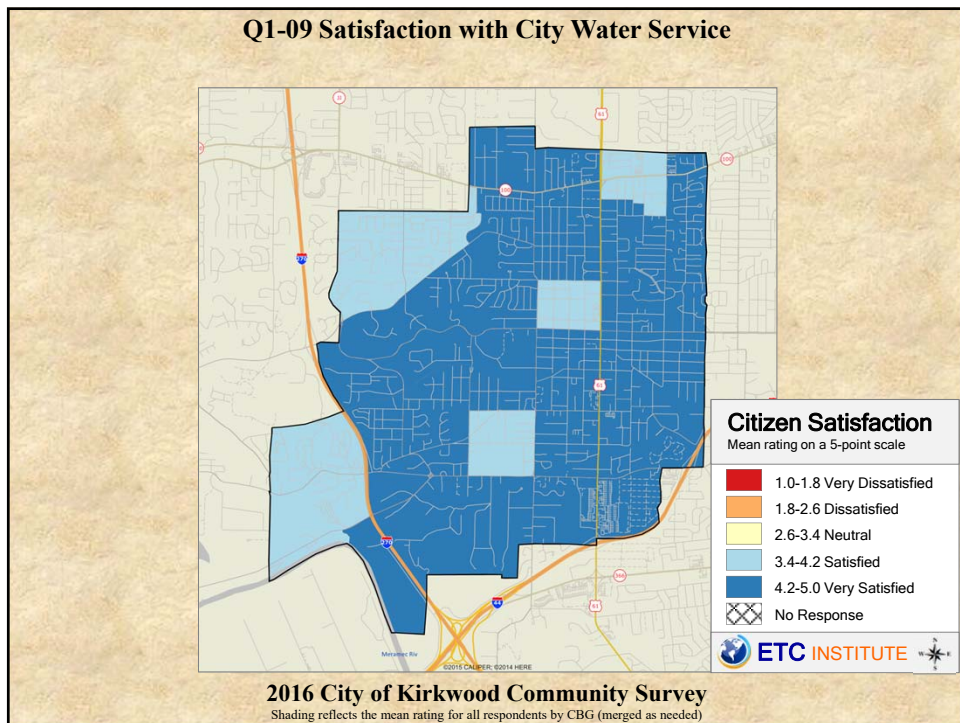
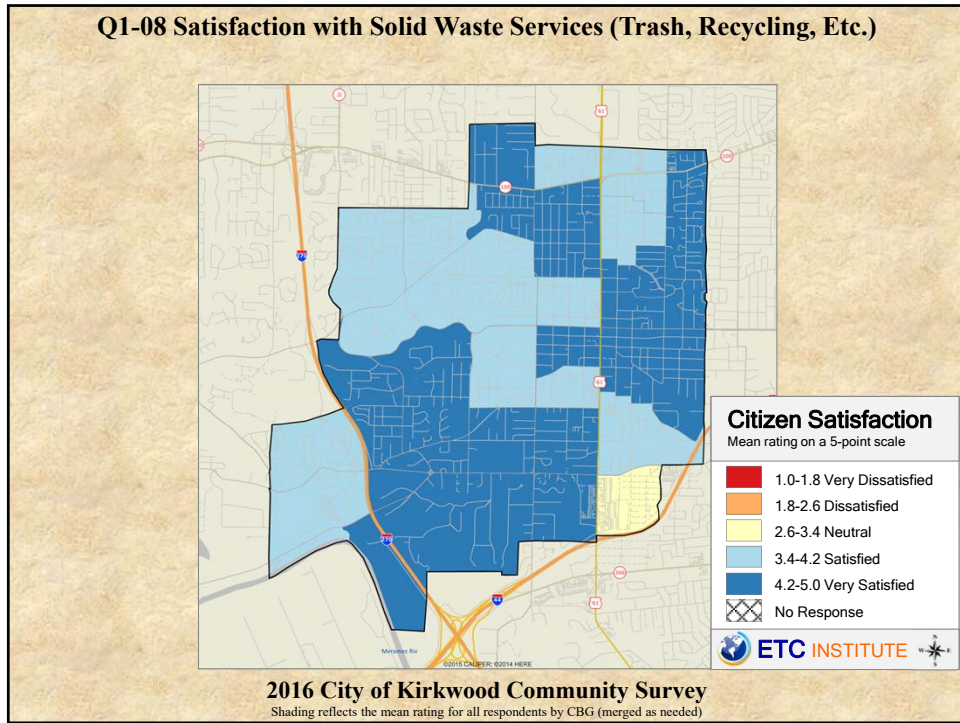
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”

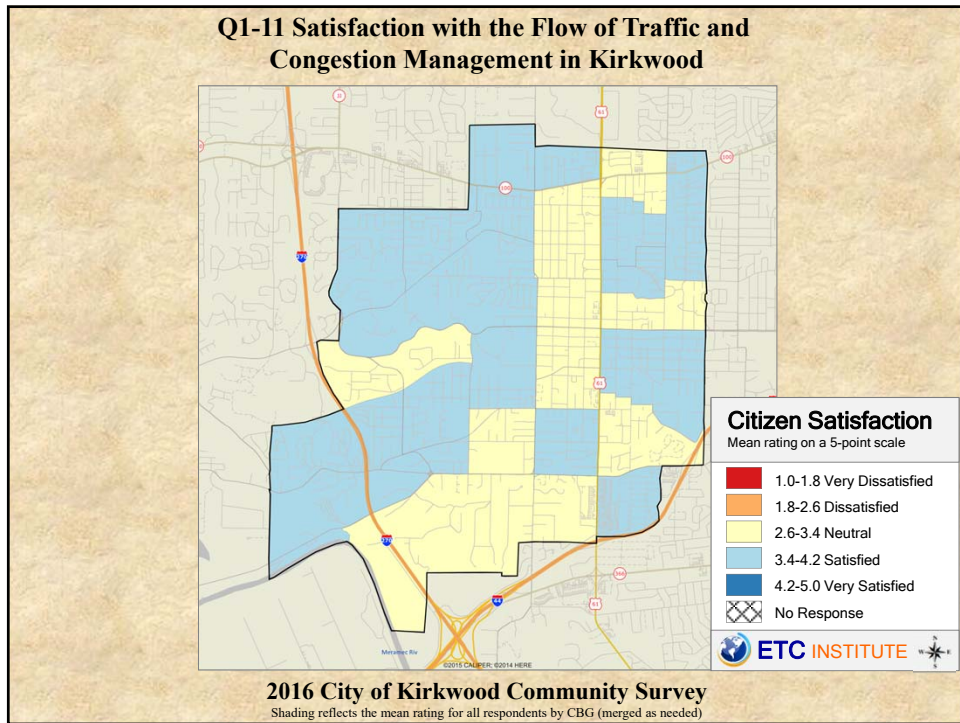
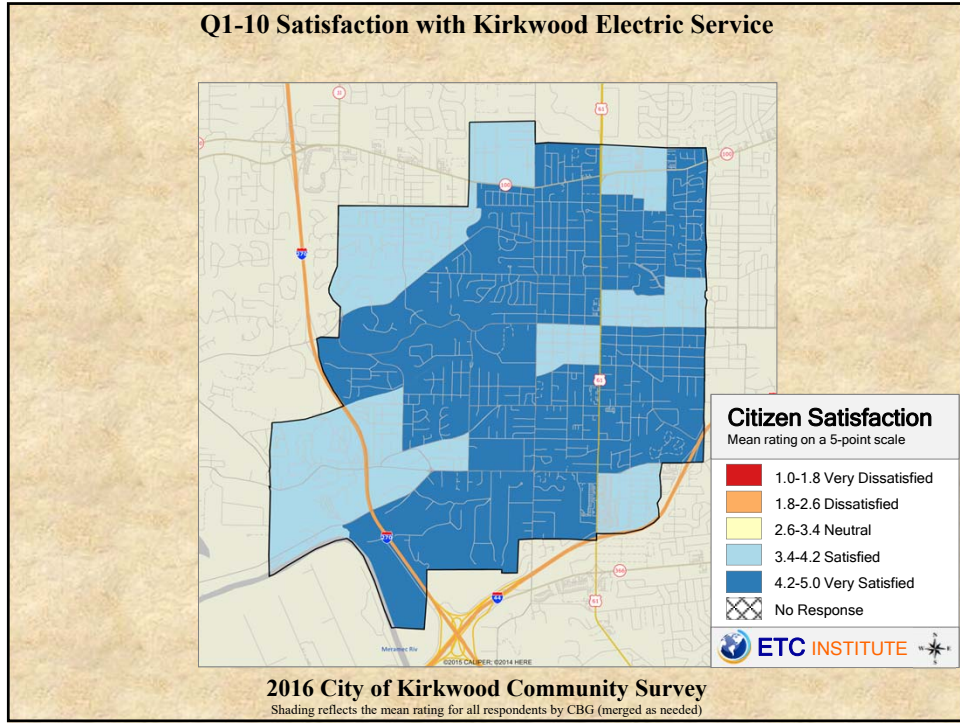


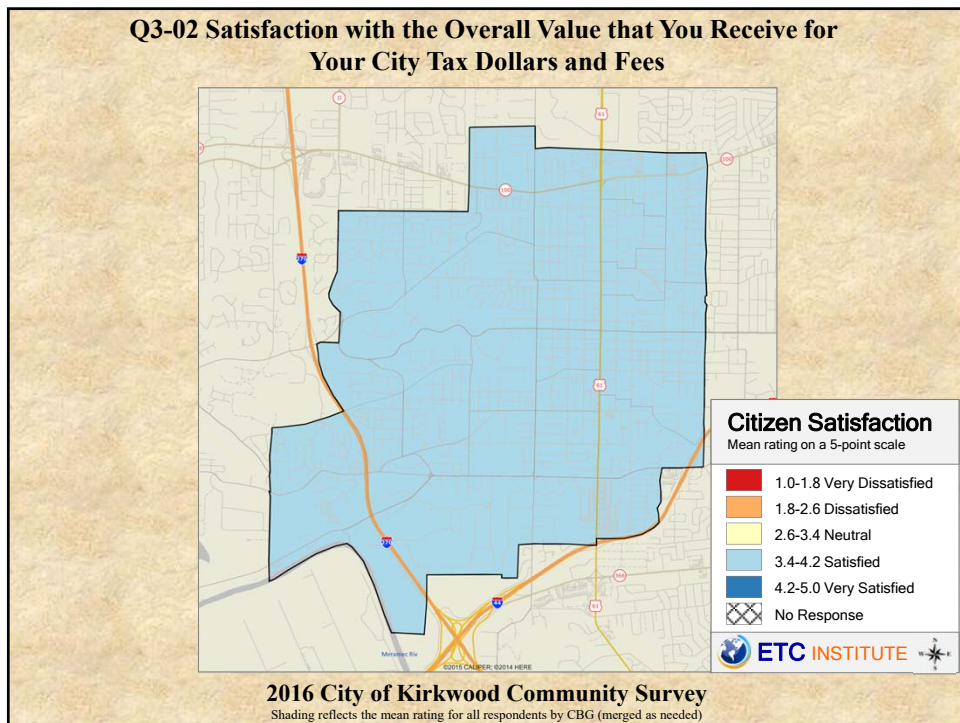
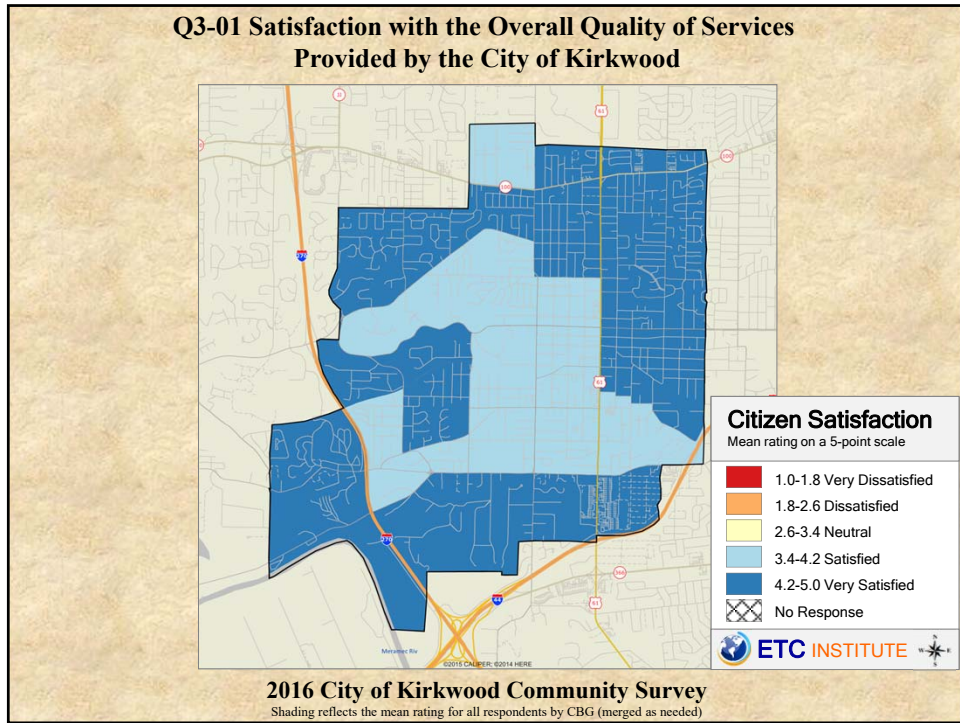


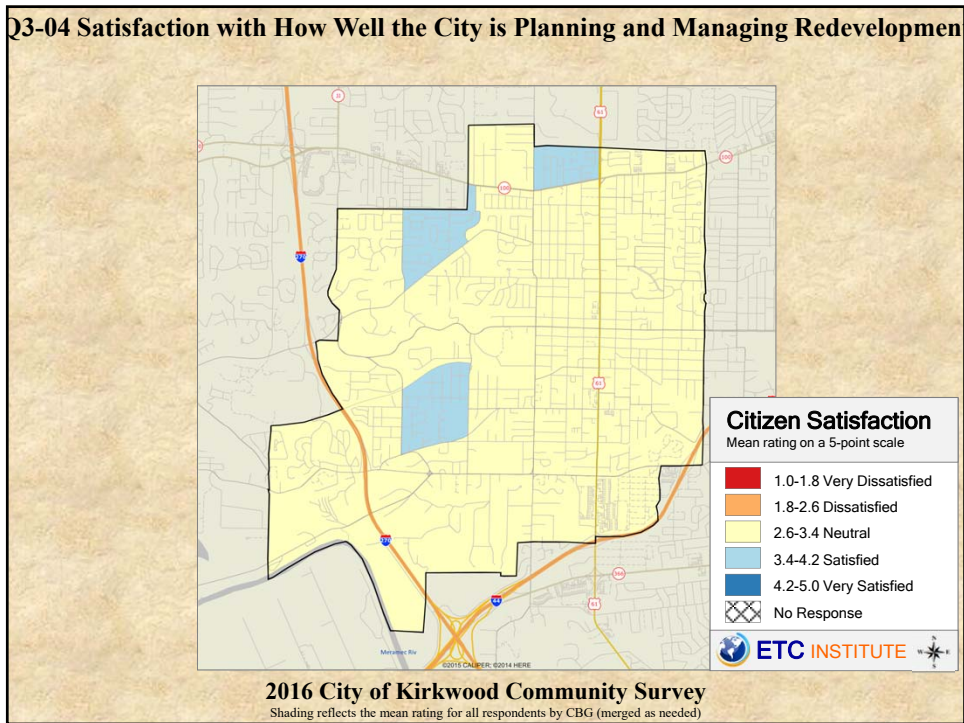
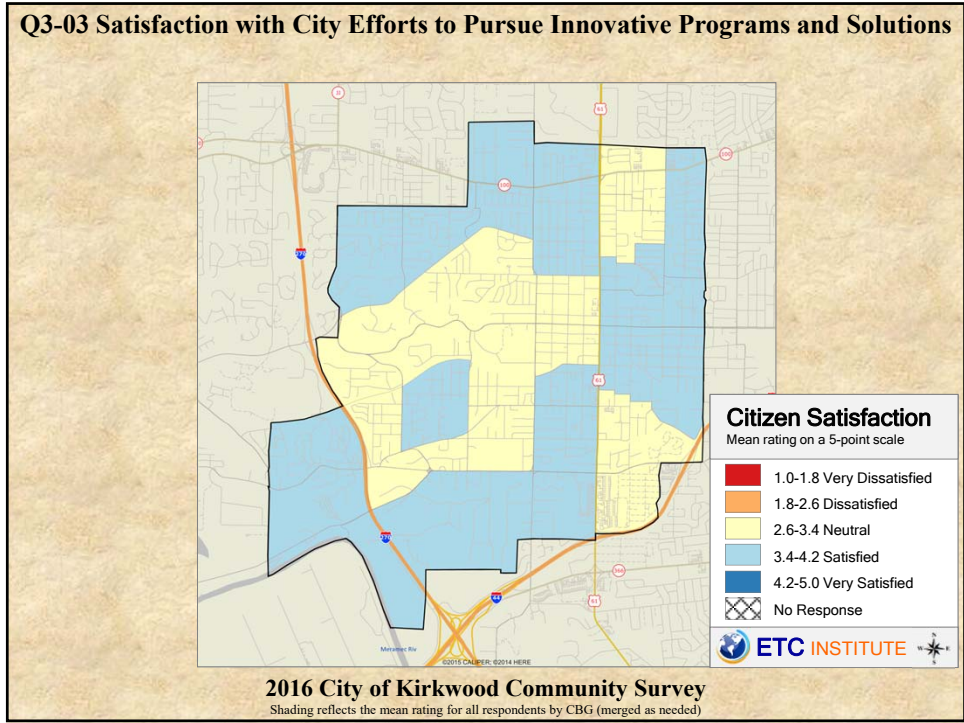


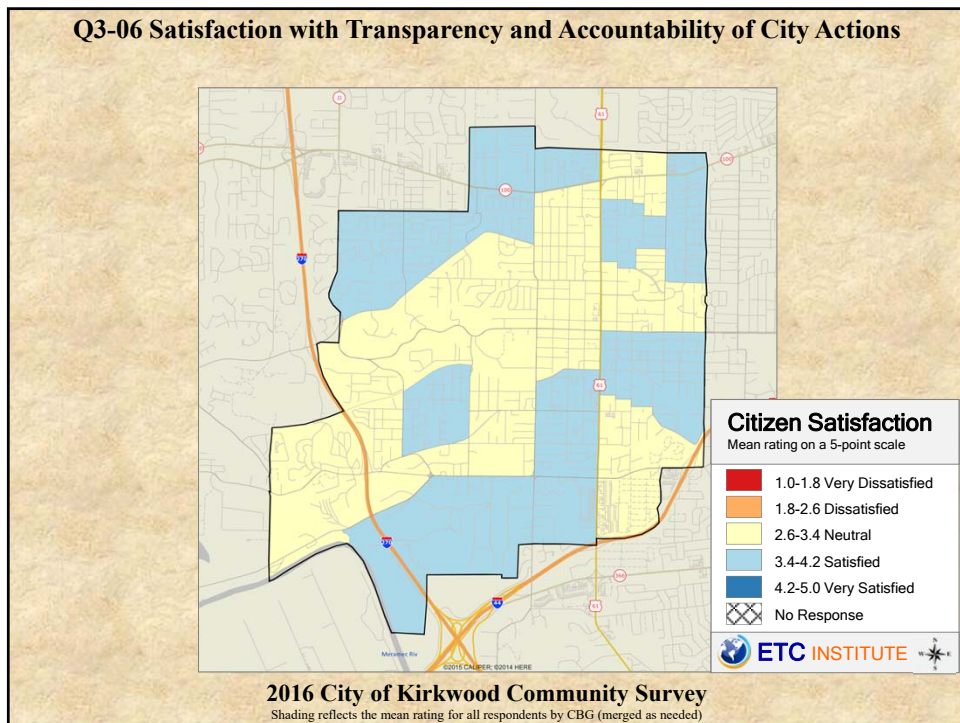
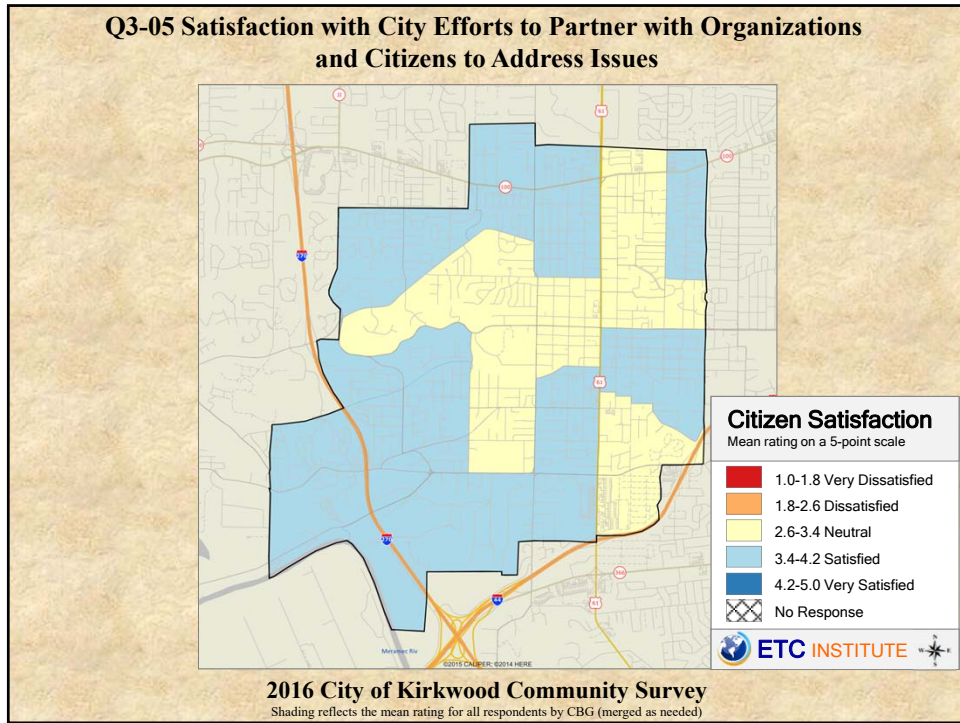


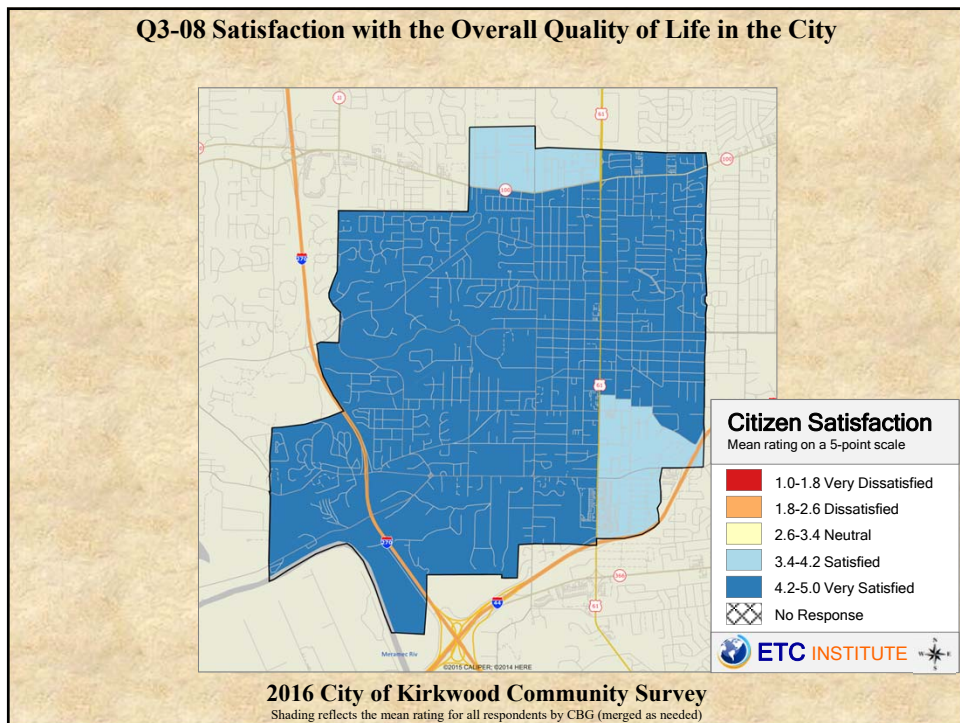
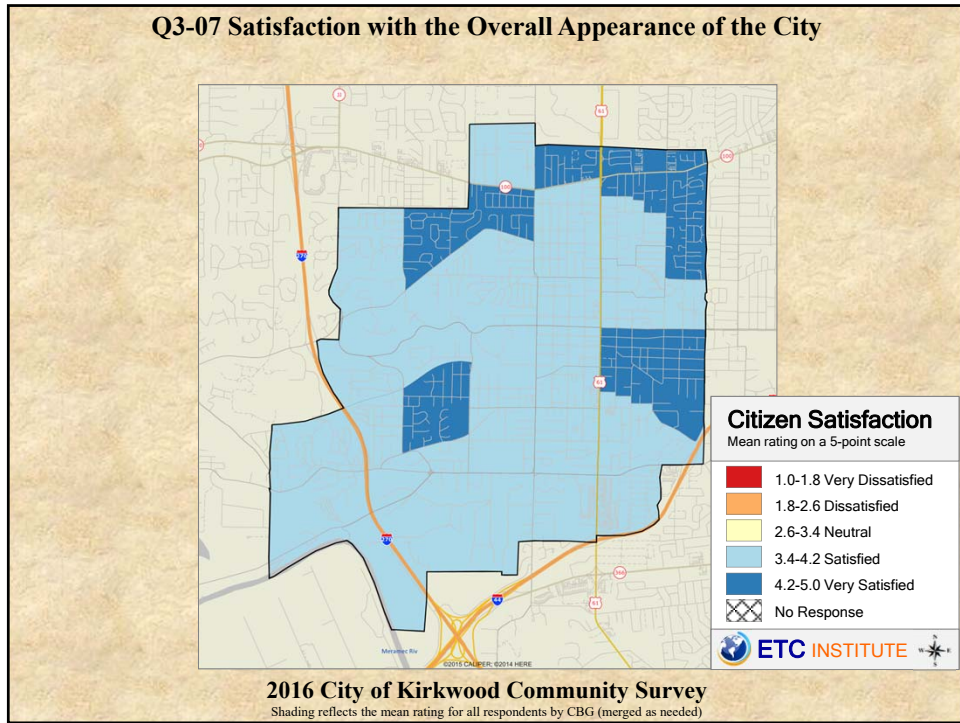


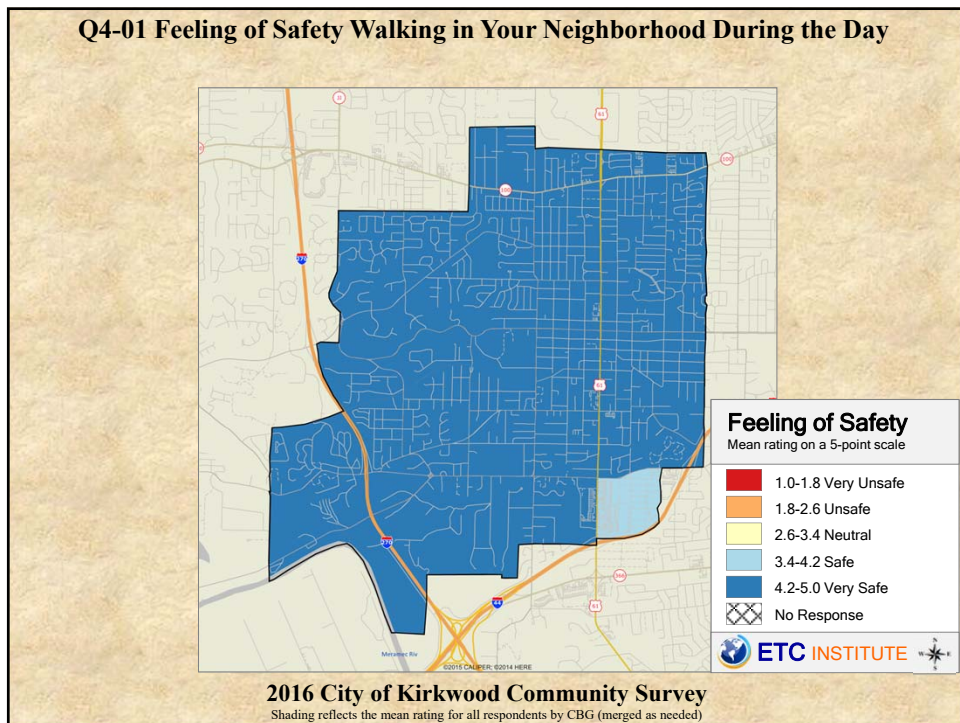
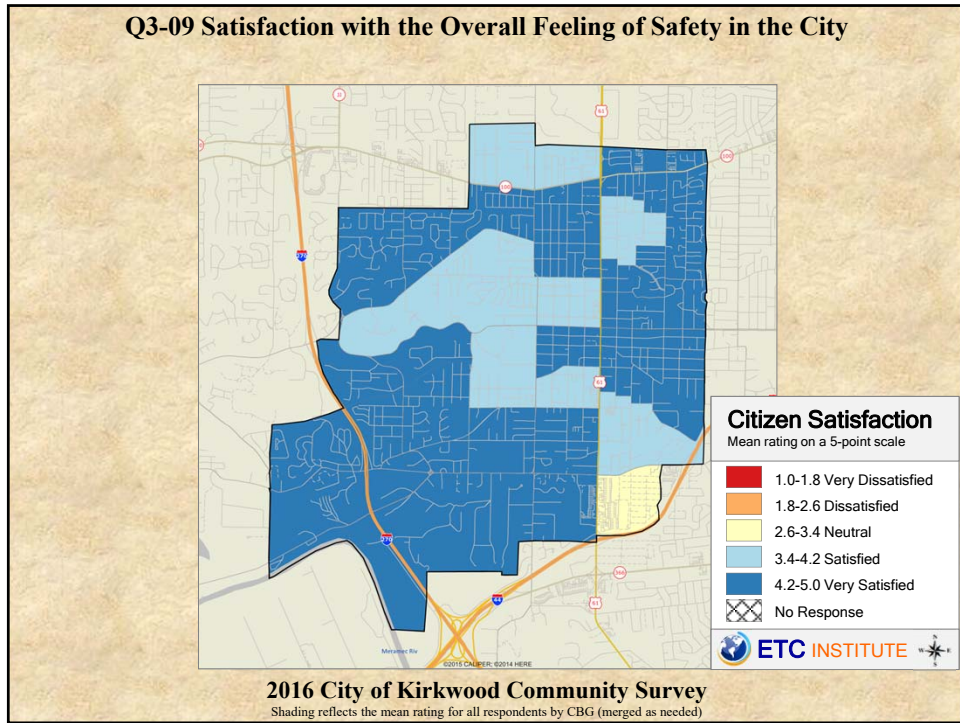




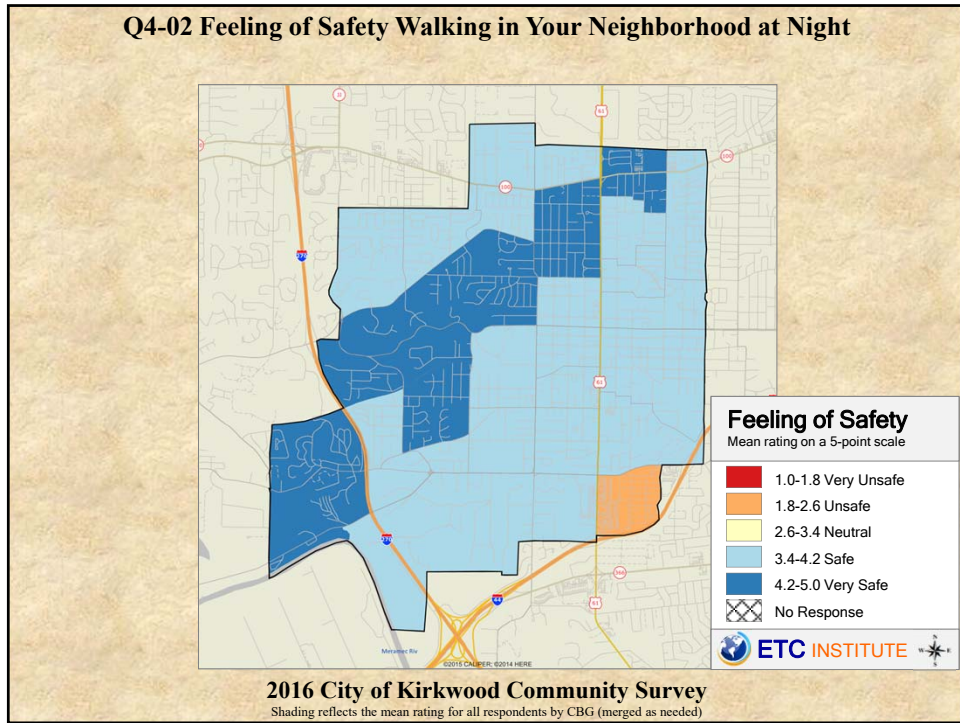




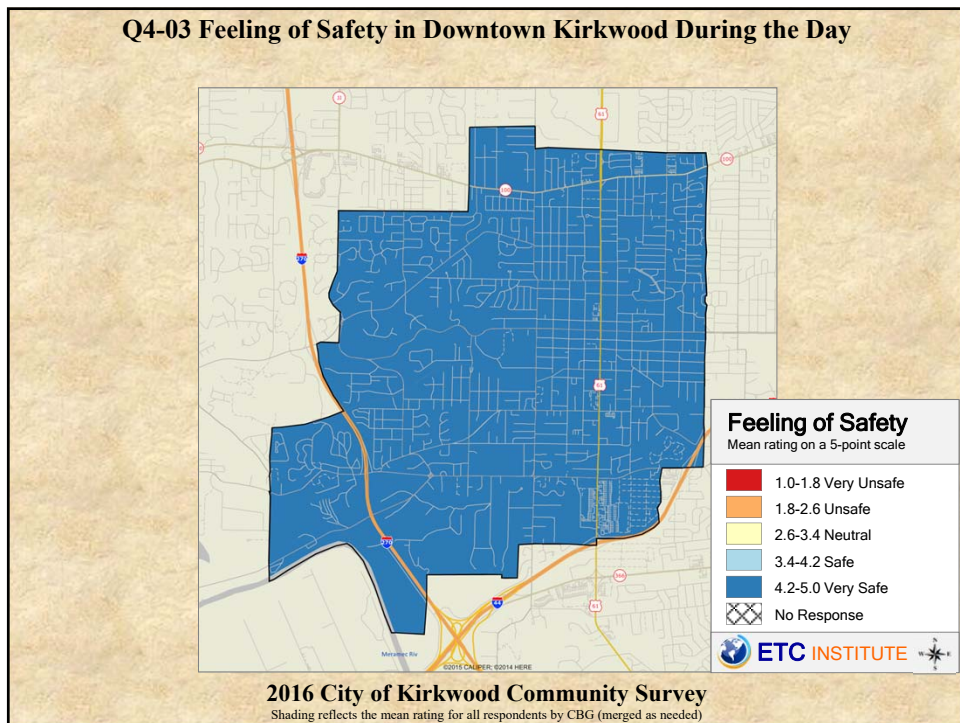


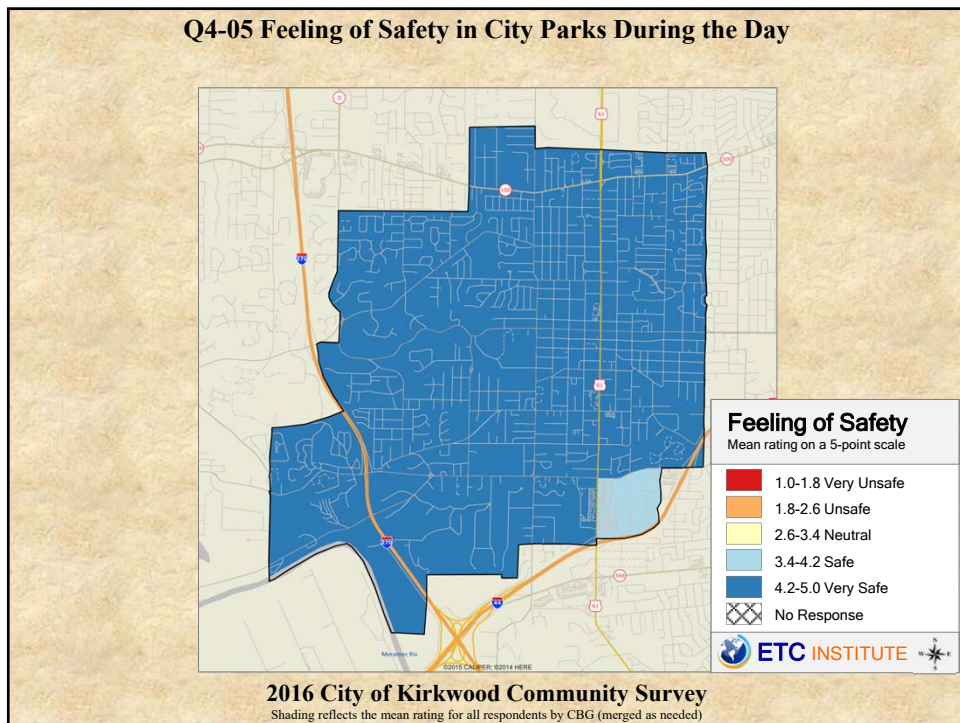
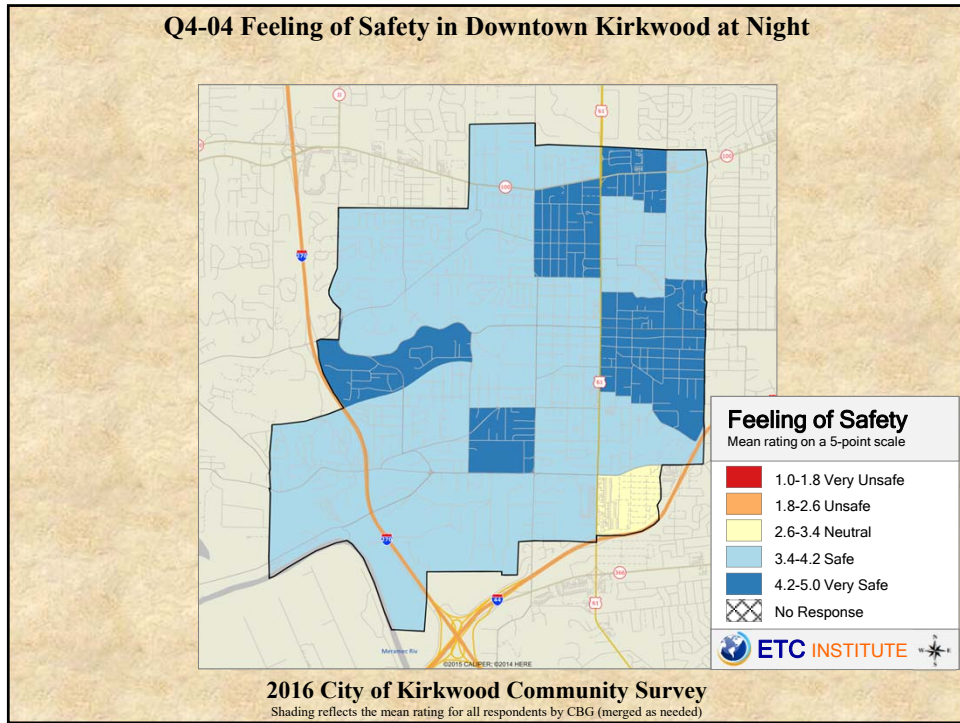


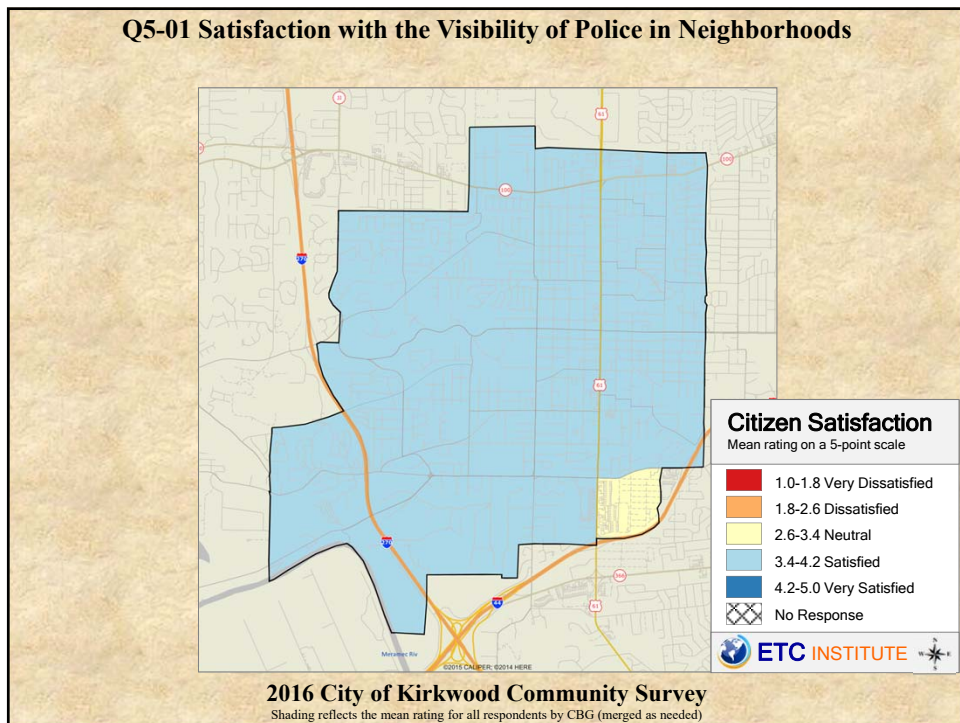
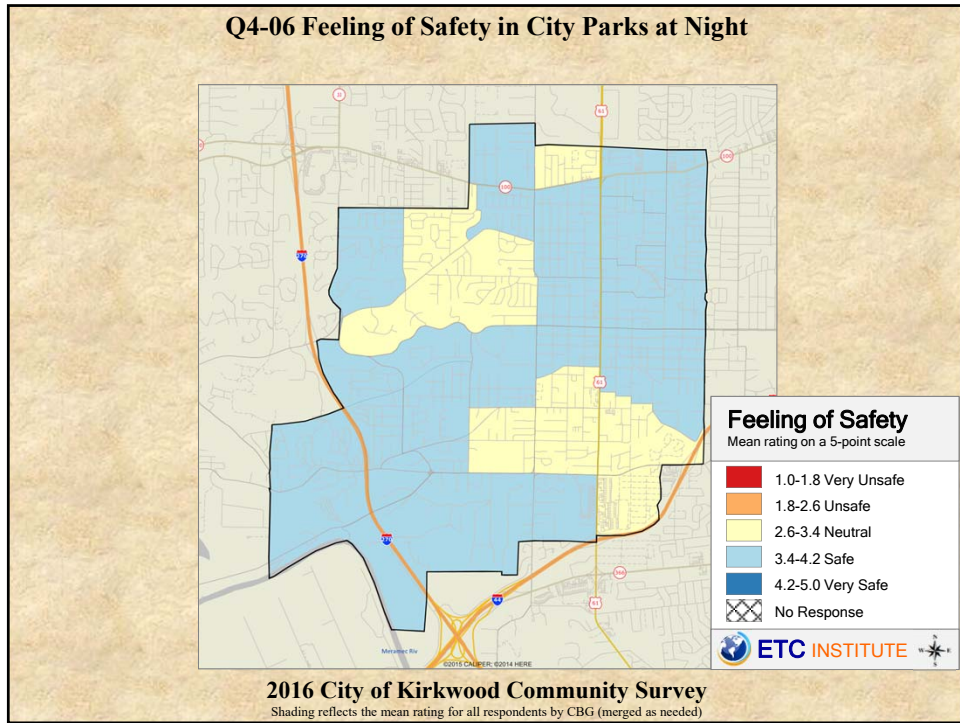
Q4-02 Feeling of Safety Walking in Your Neighborhood at Night

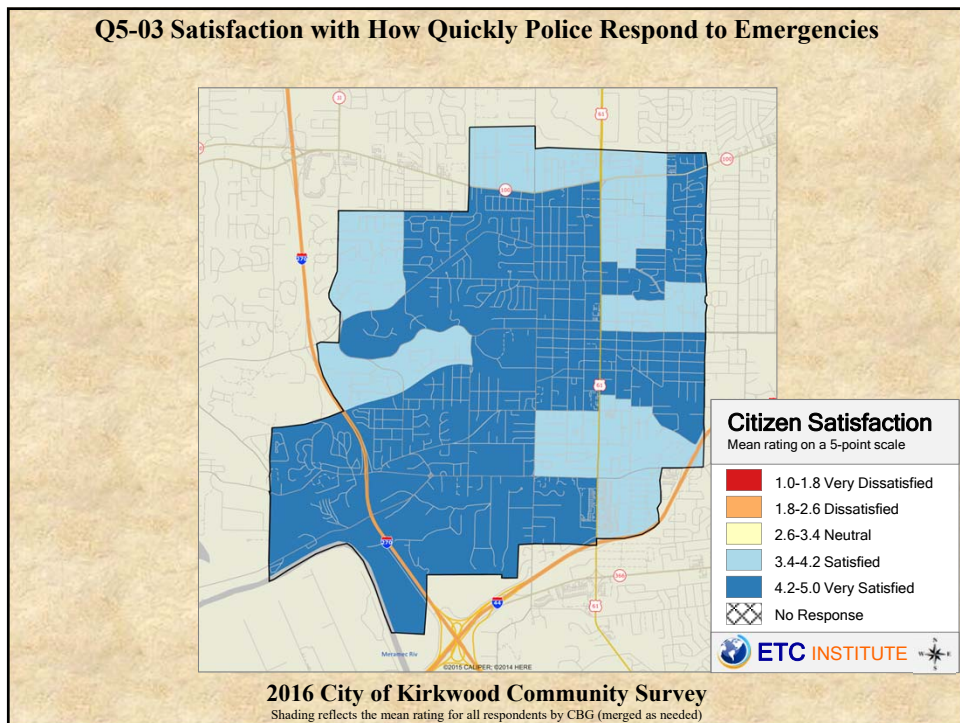
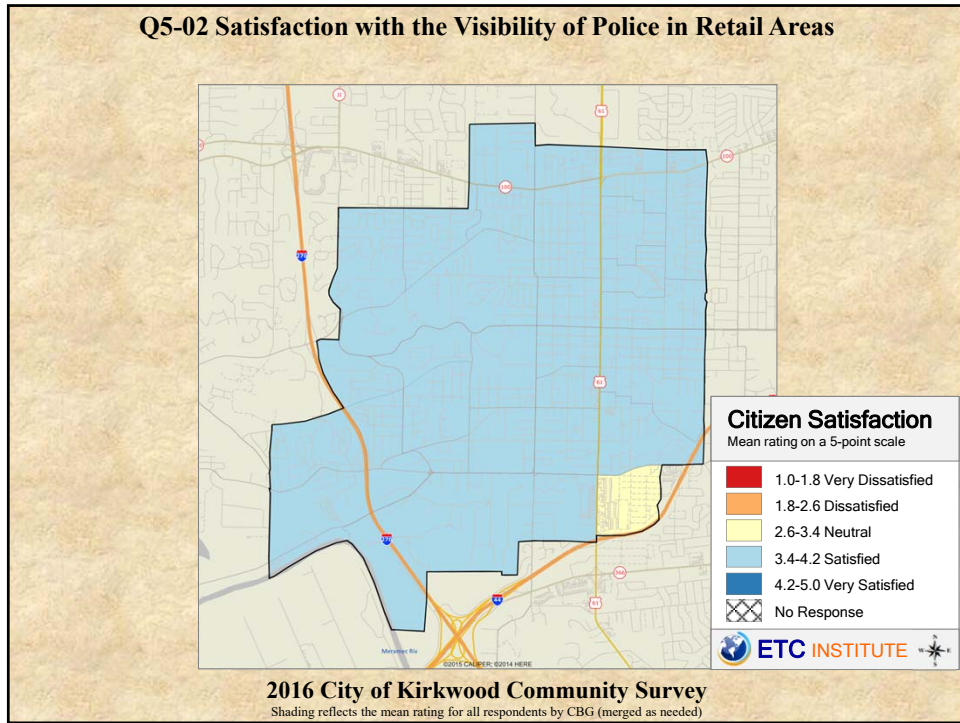


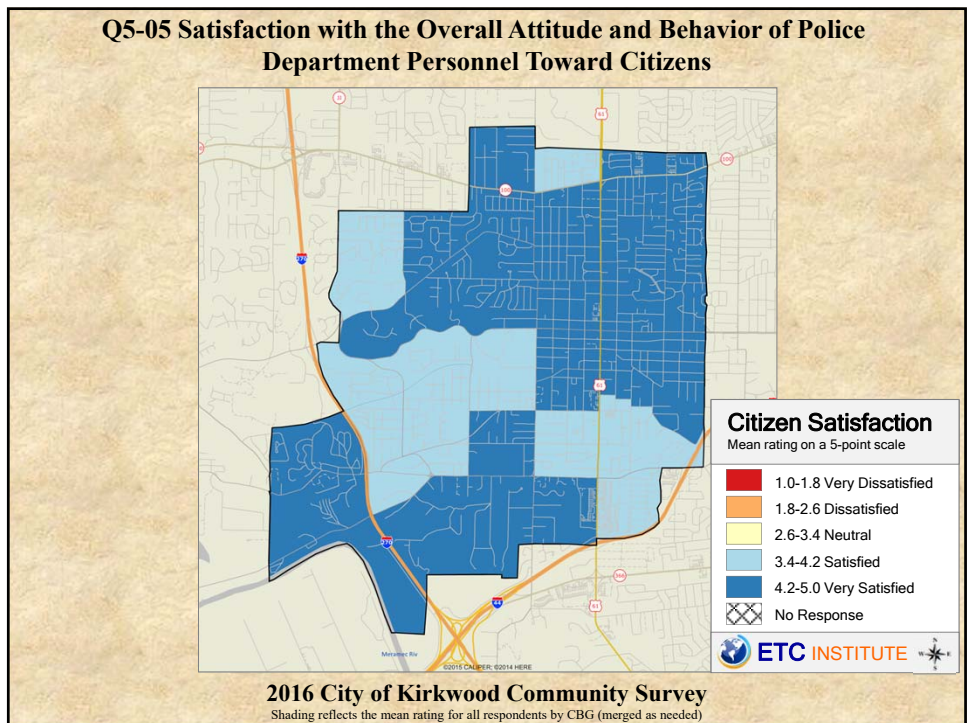
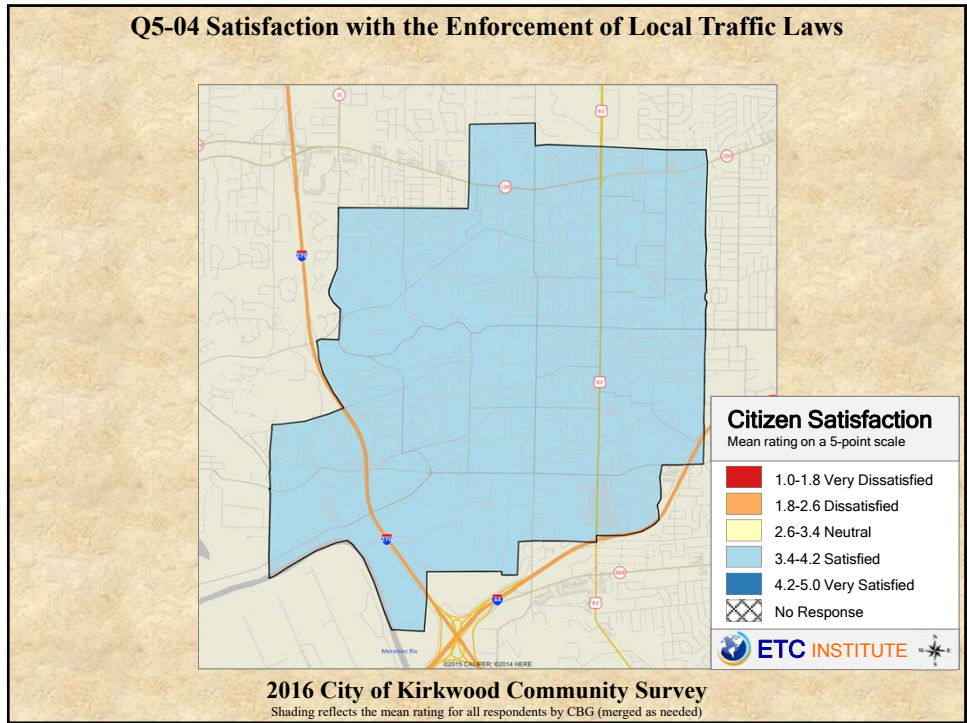
Q4-03 Feeling of Safety in Downtown Kirkwood During the Day

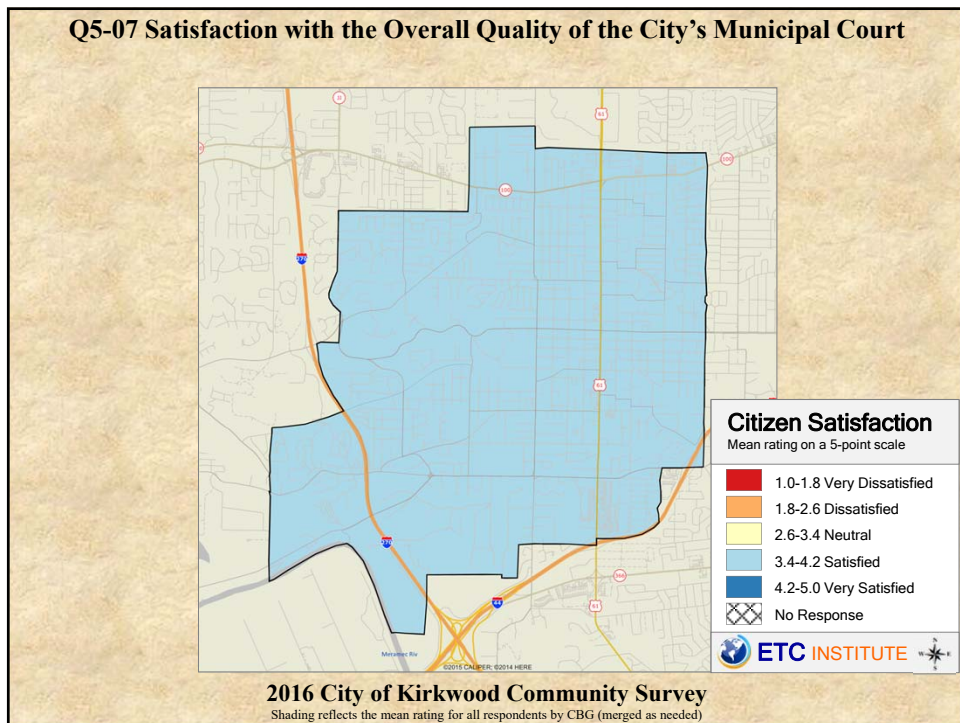
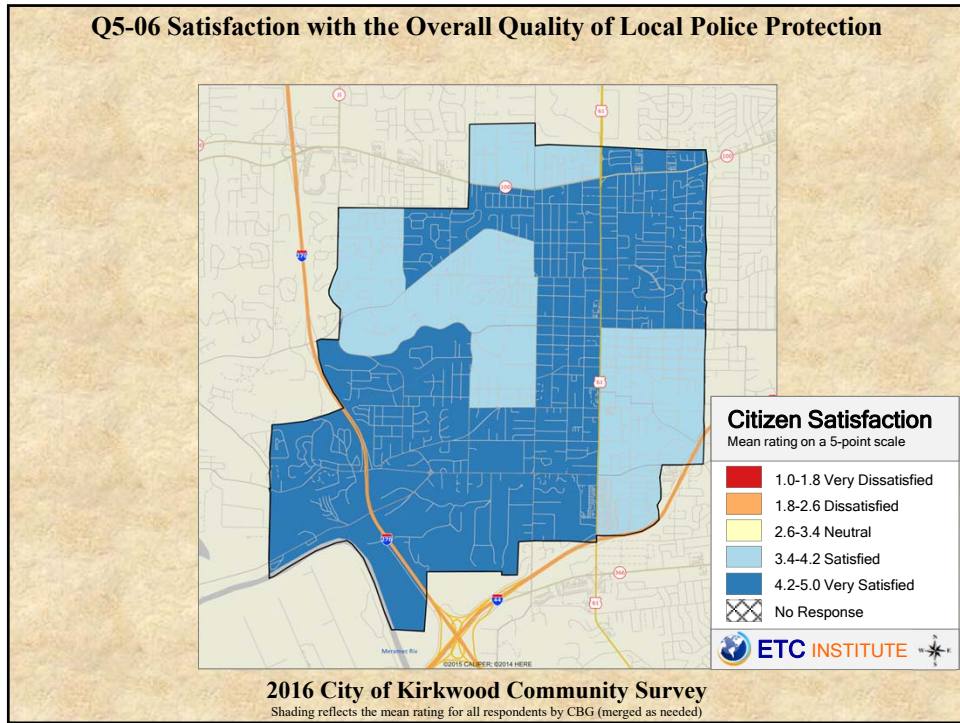


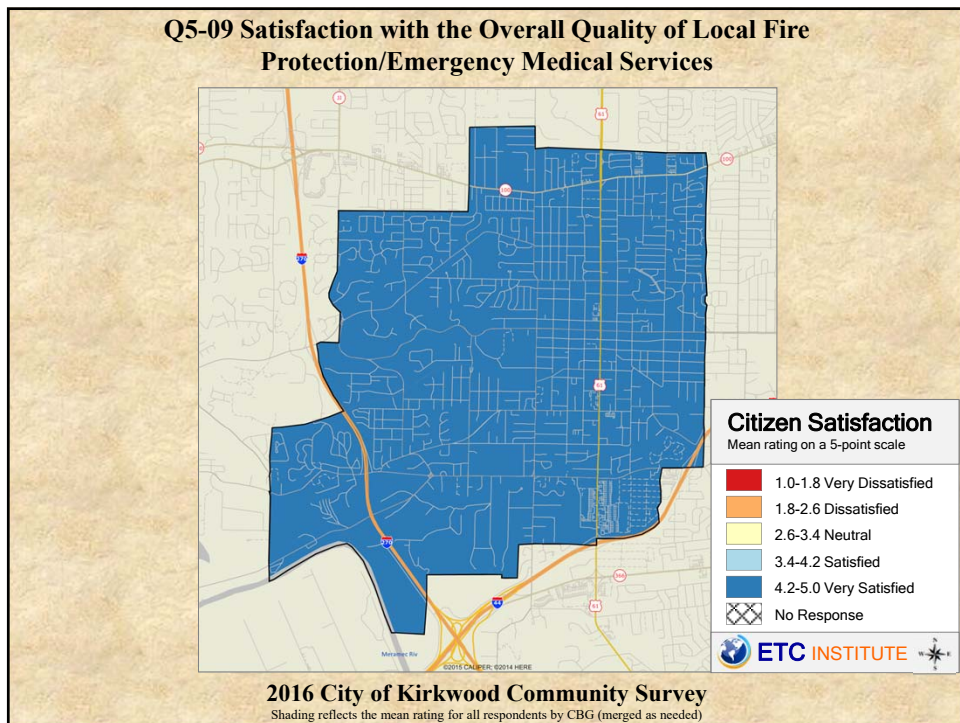
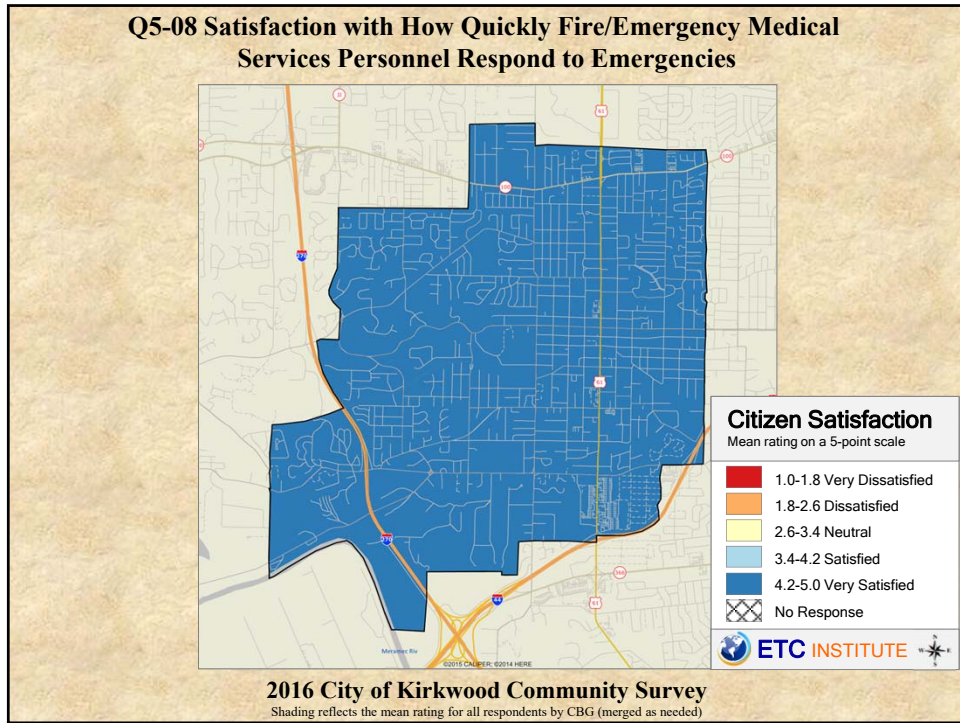


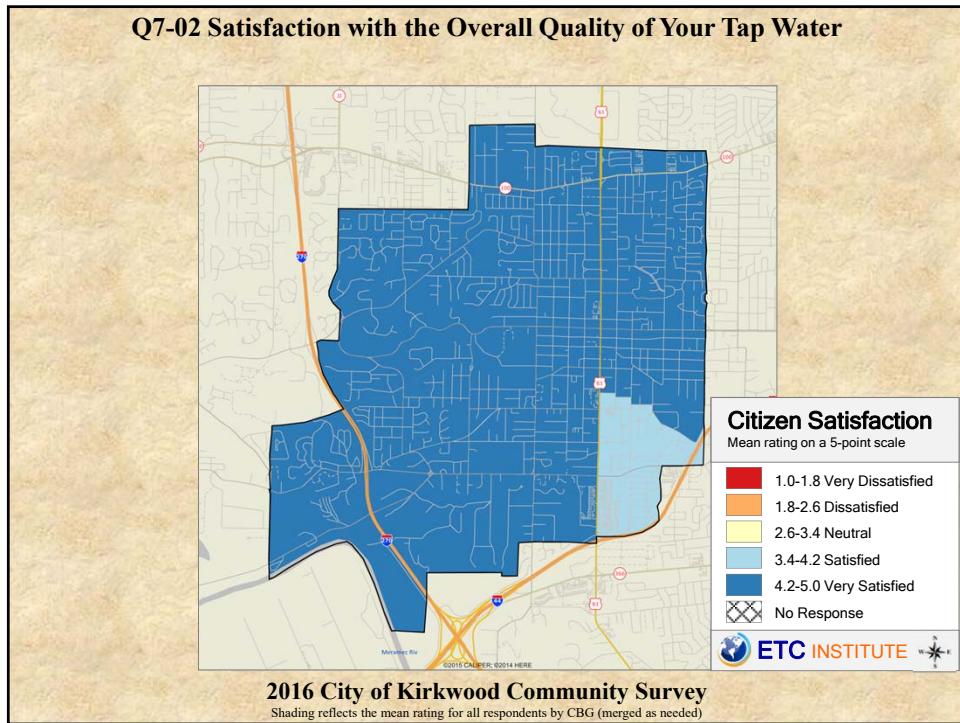
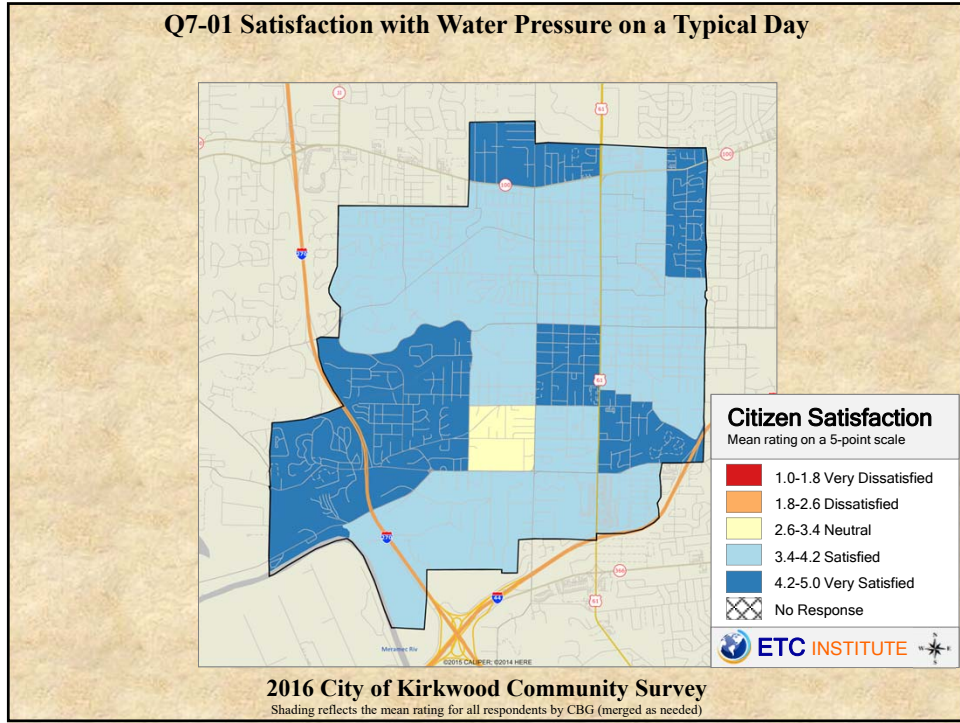


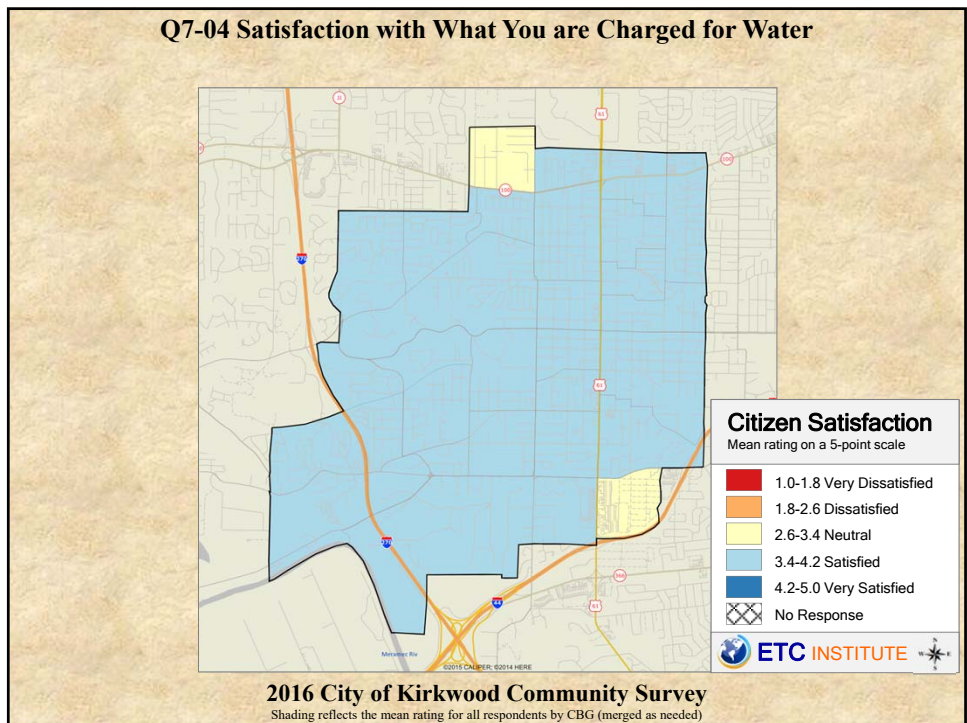
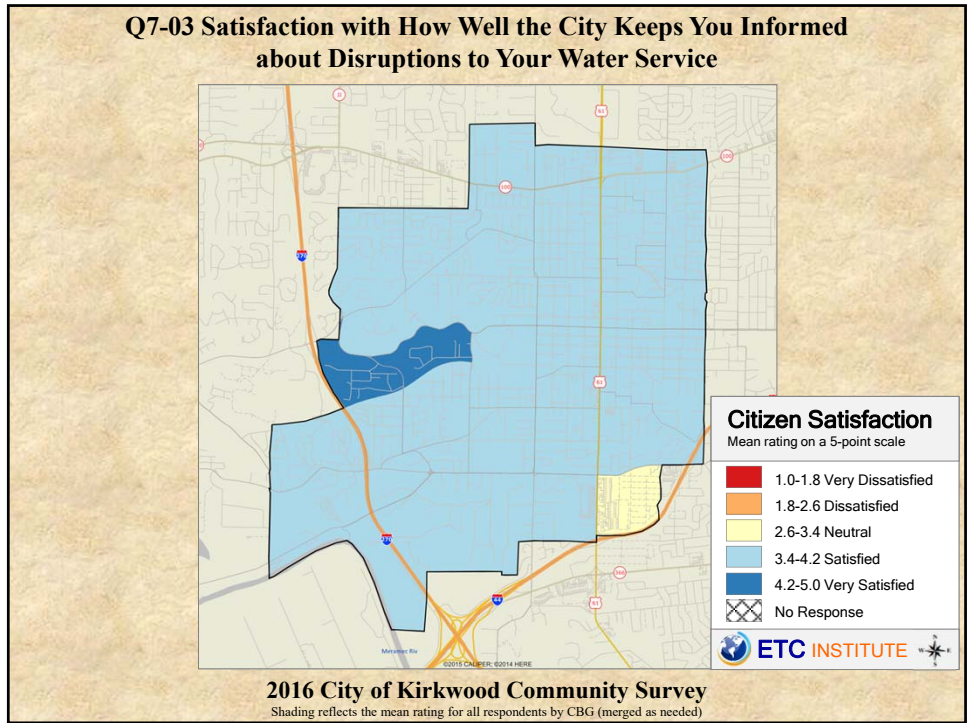


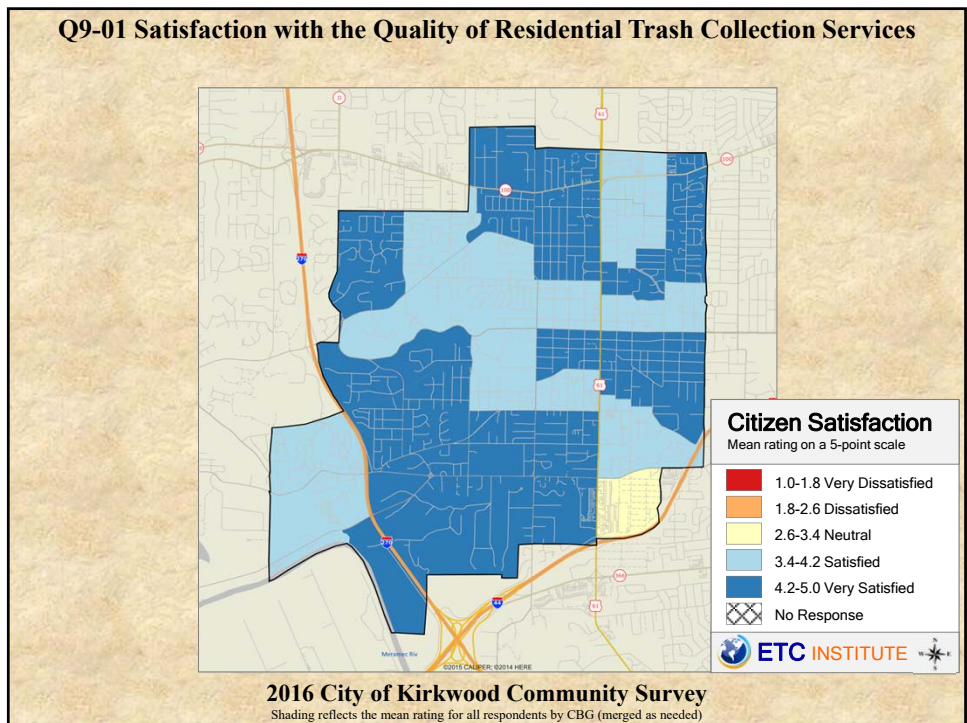
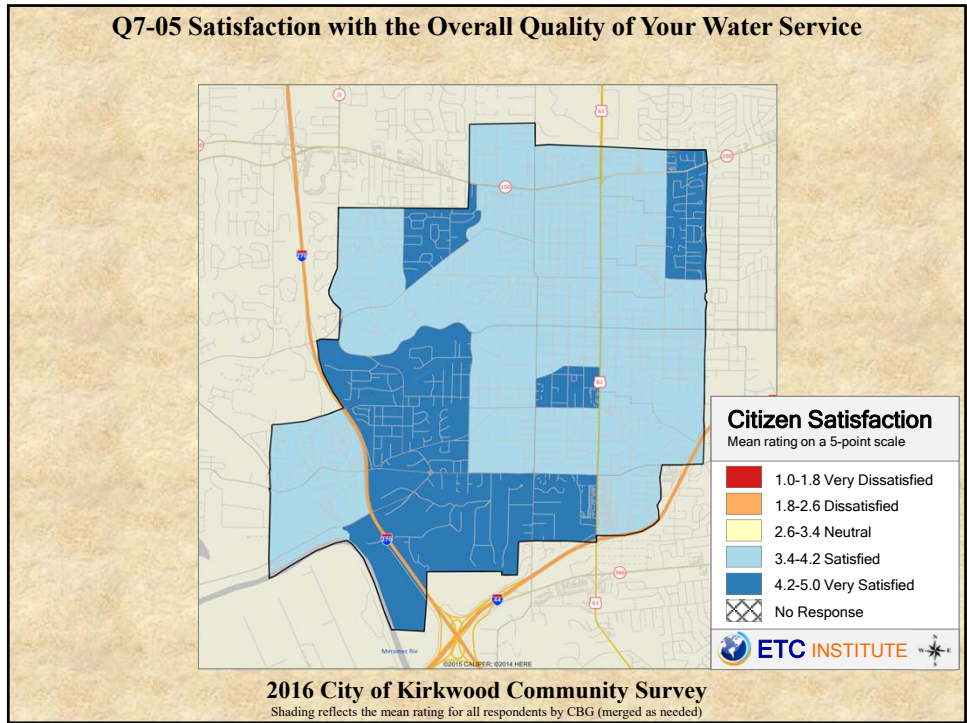


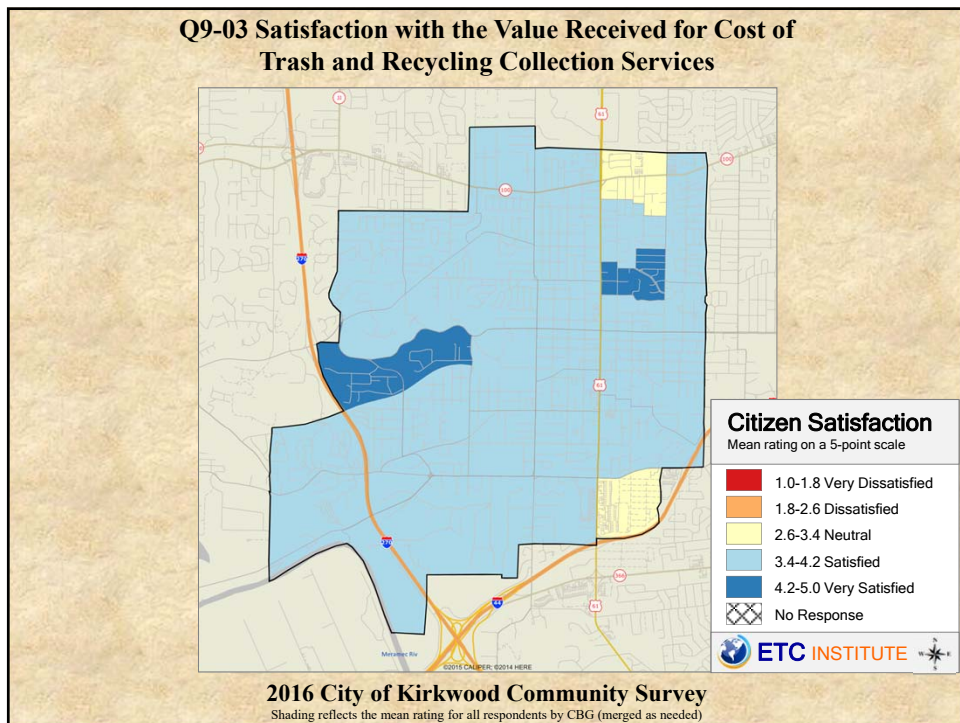
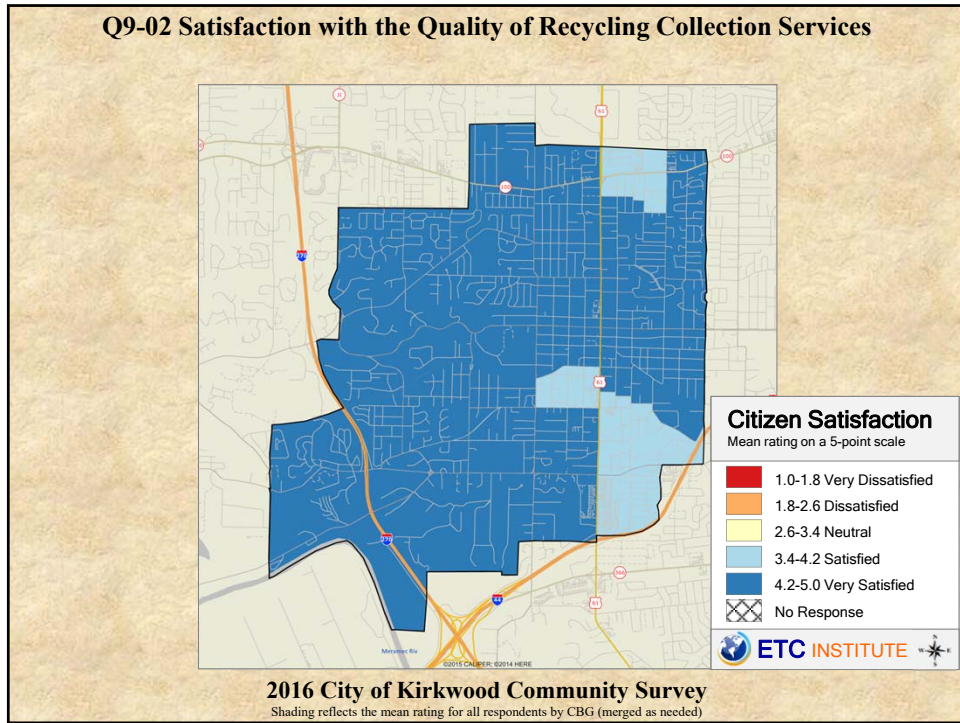




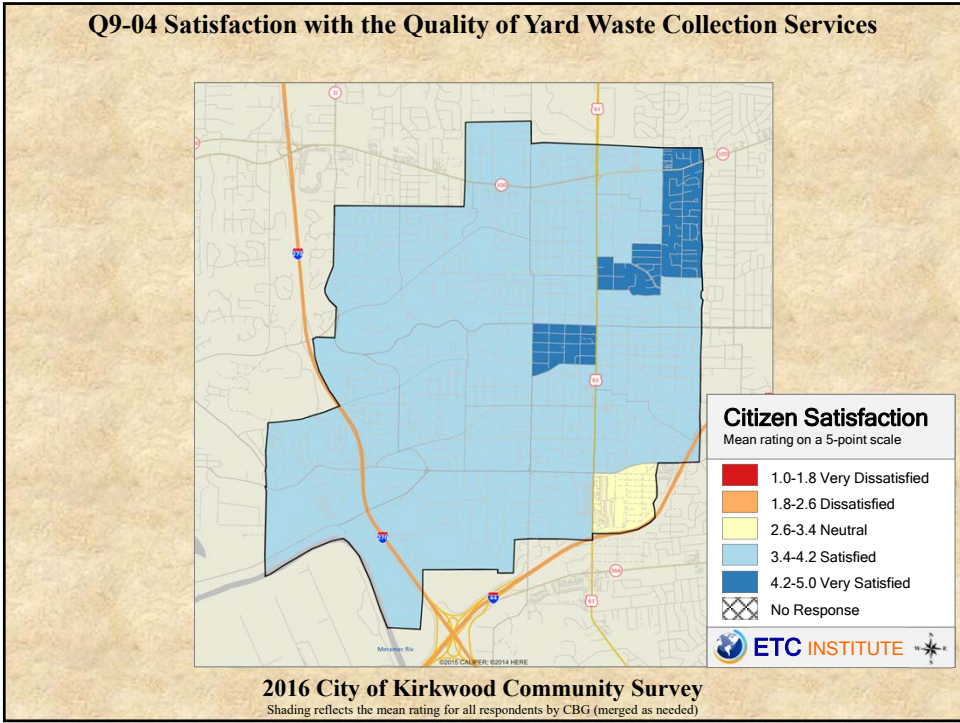




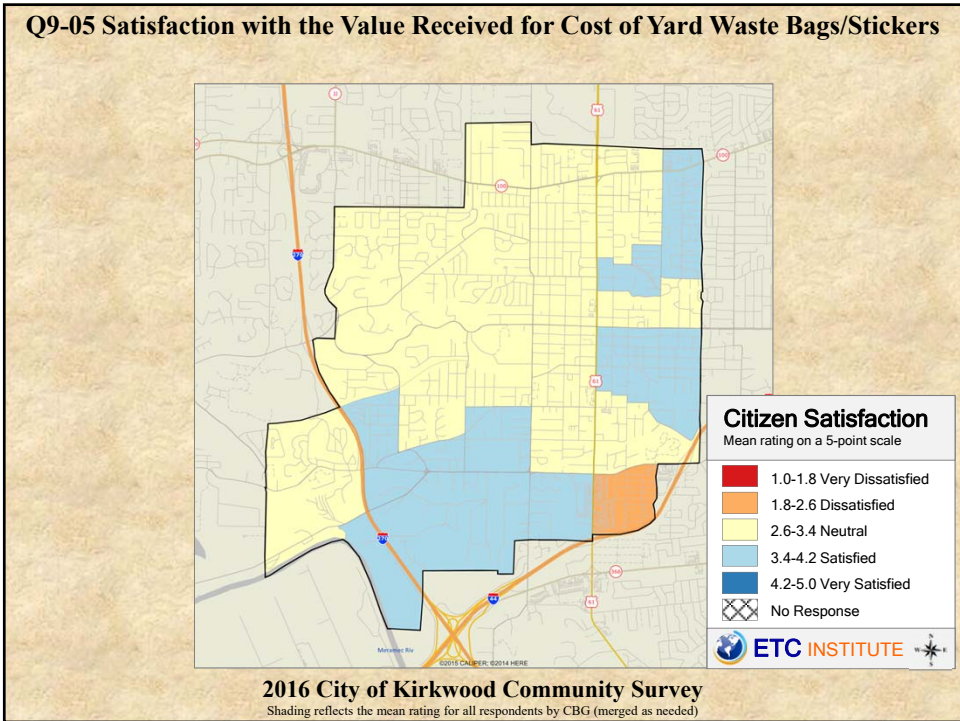


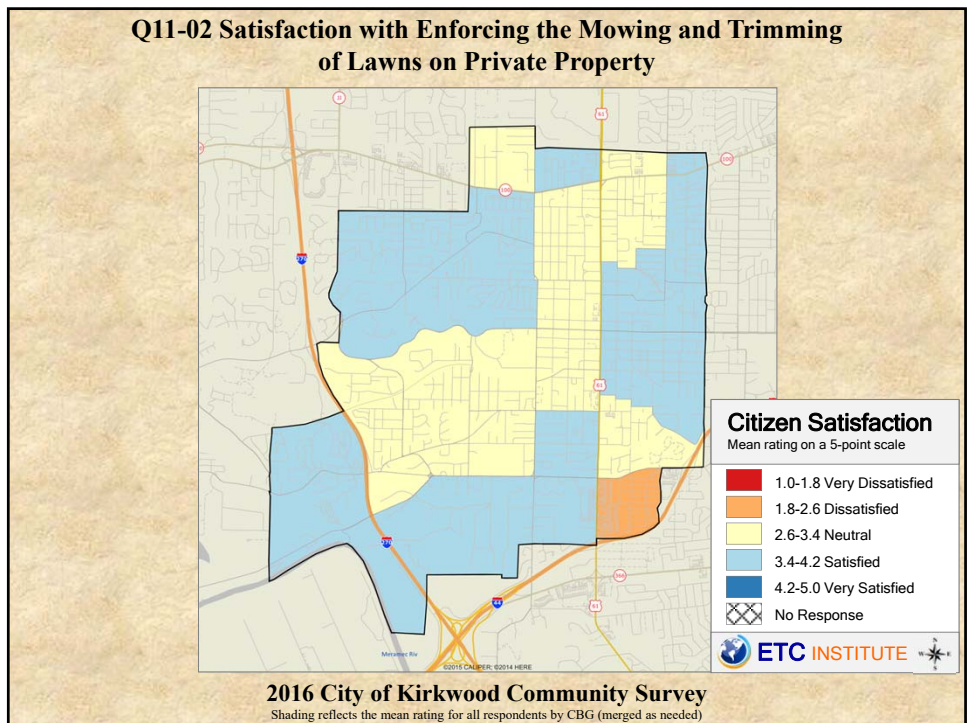
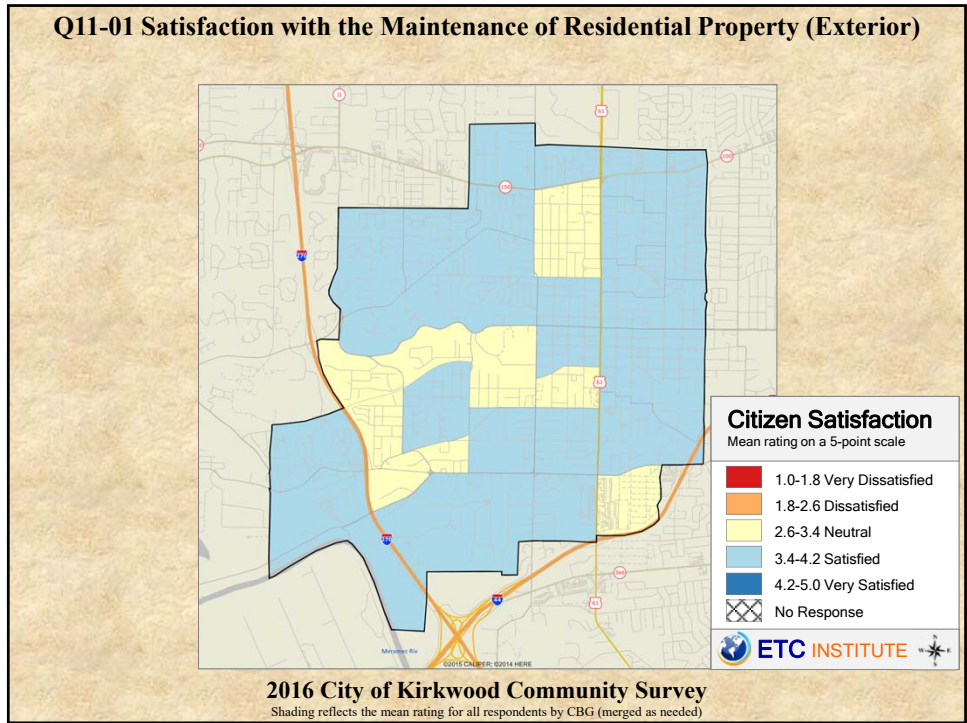


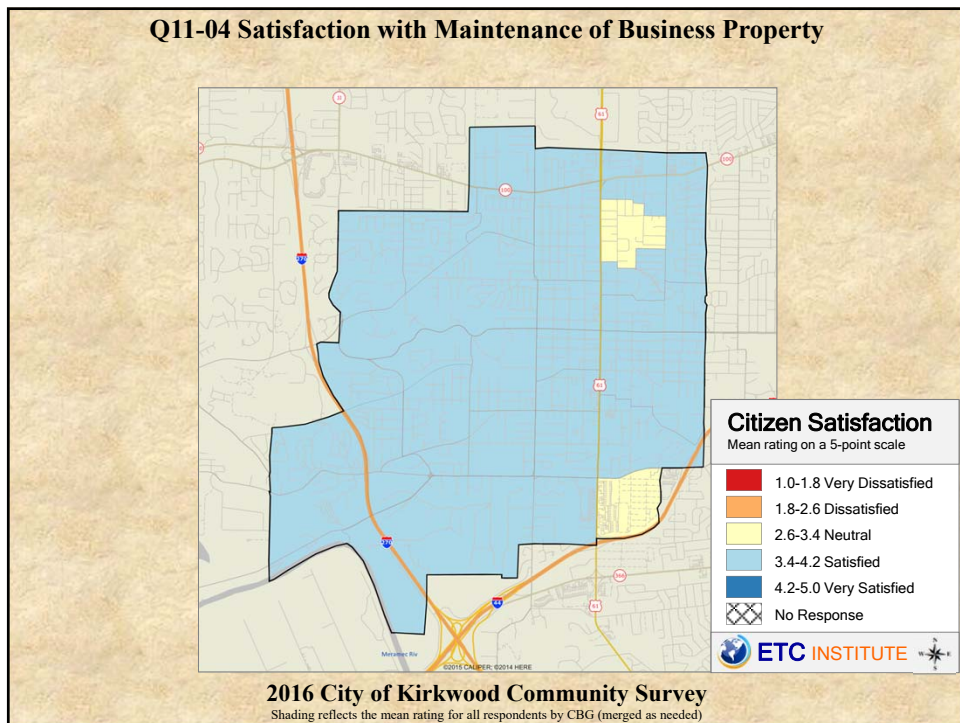
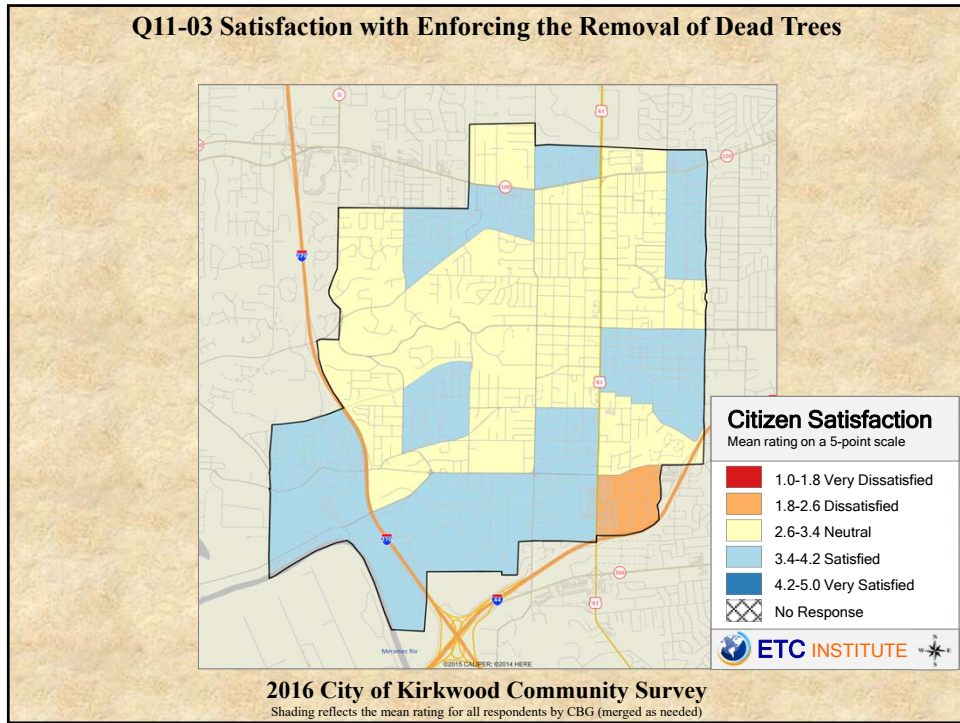
Q9-04 Satisfaction with the Quality of Yard Waste Collection Services

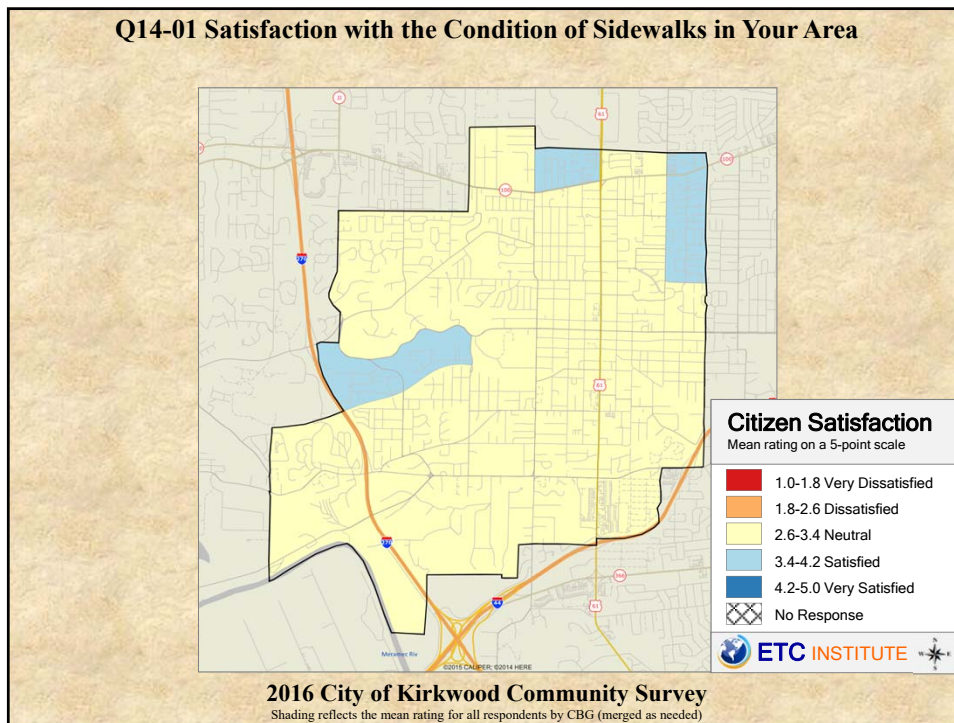
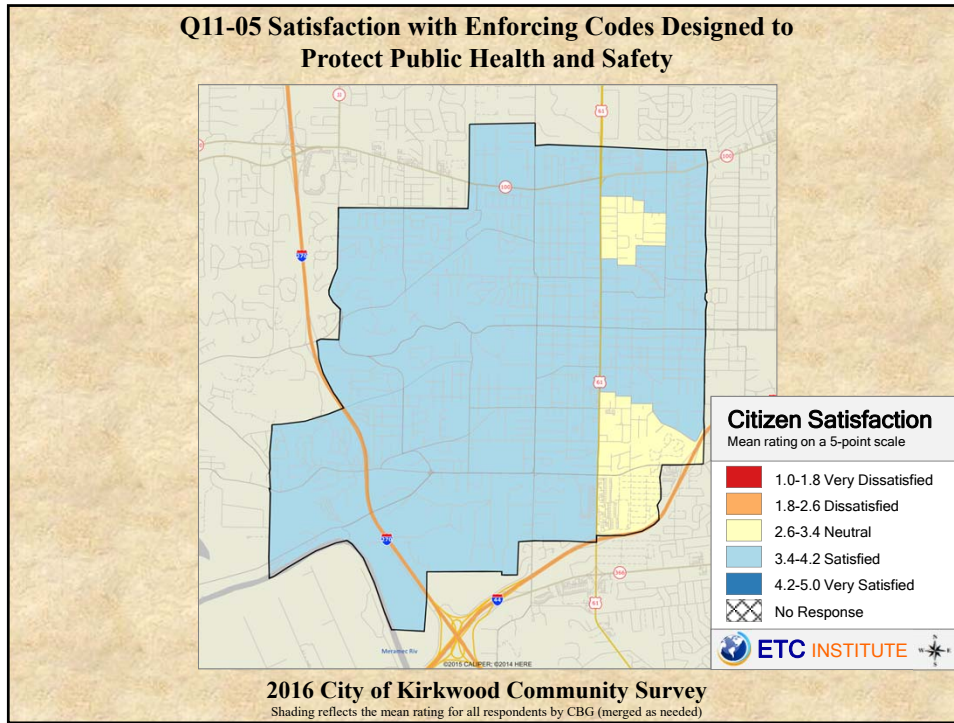


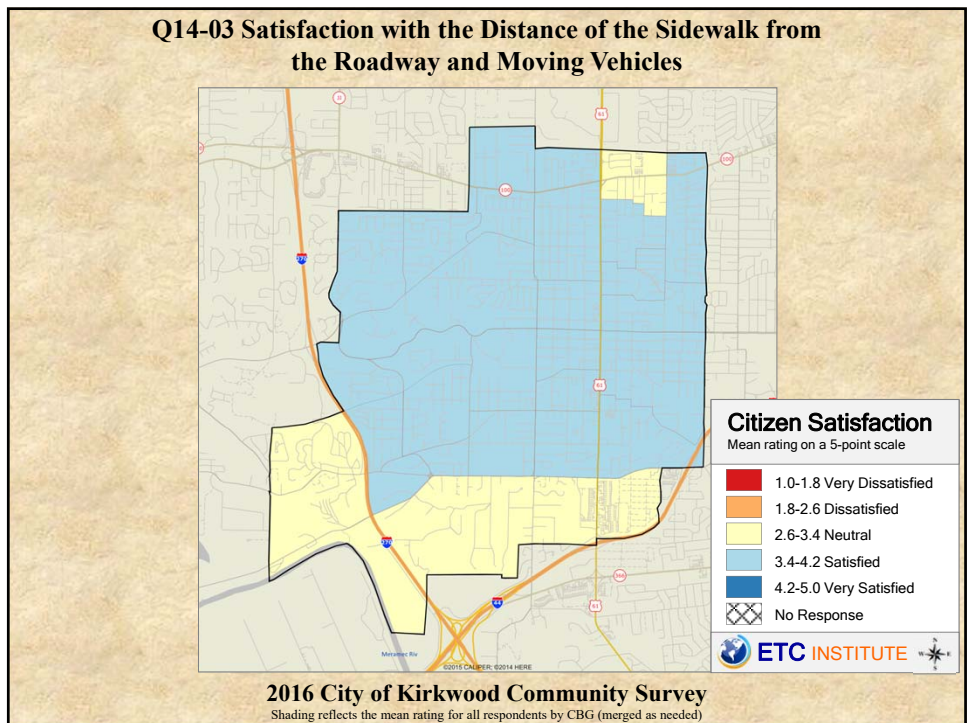
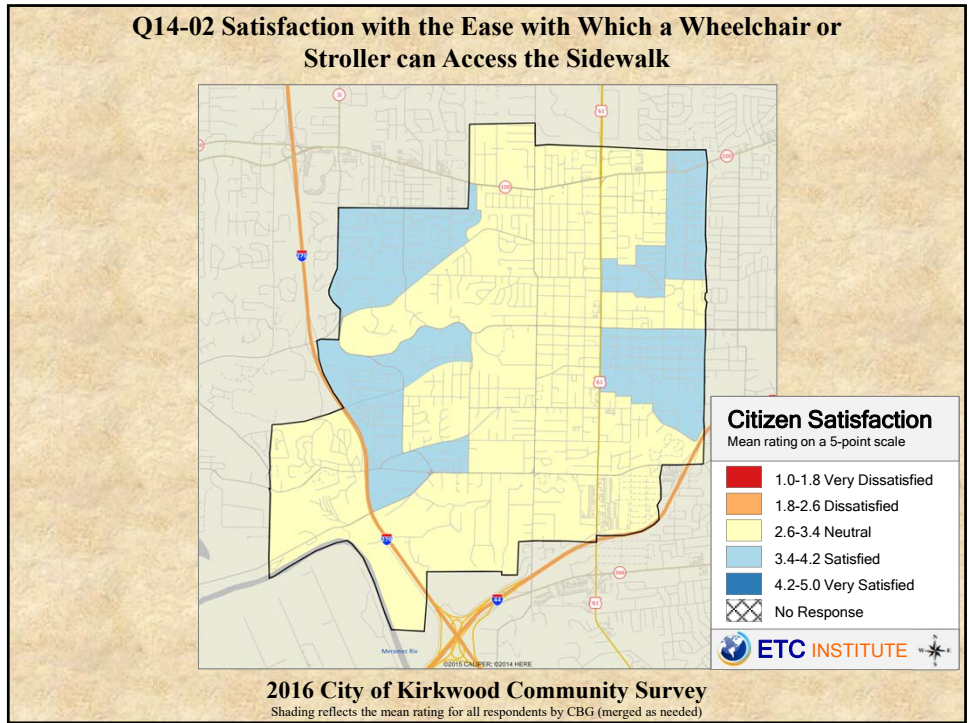
Q9-05 Satisfaction with the Value Received for Cost of Yard Waste Bags/Stickers

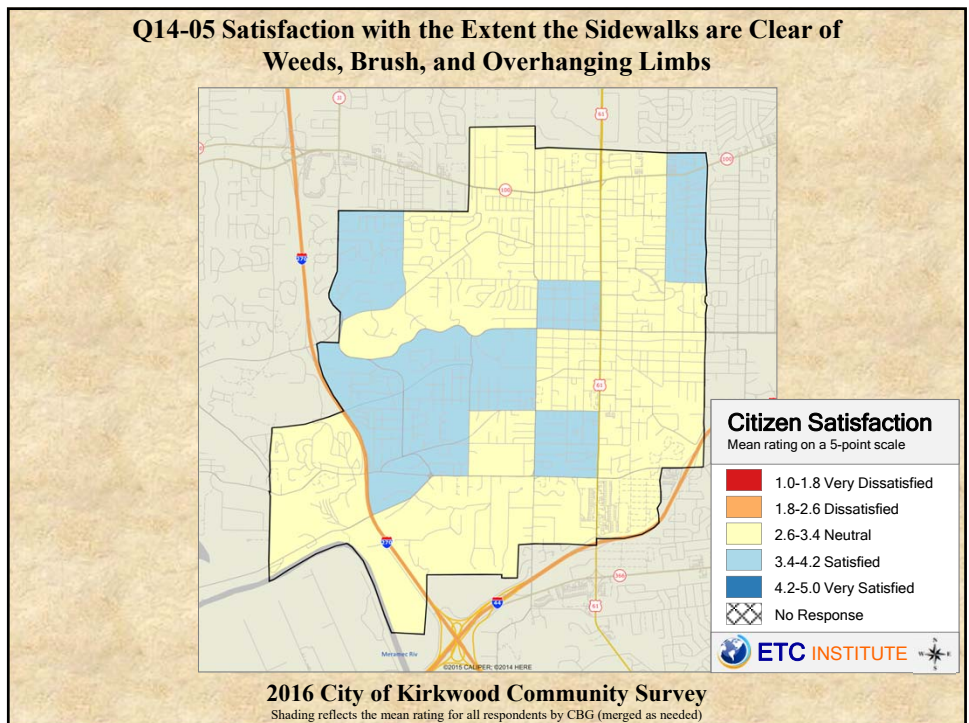
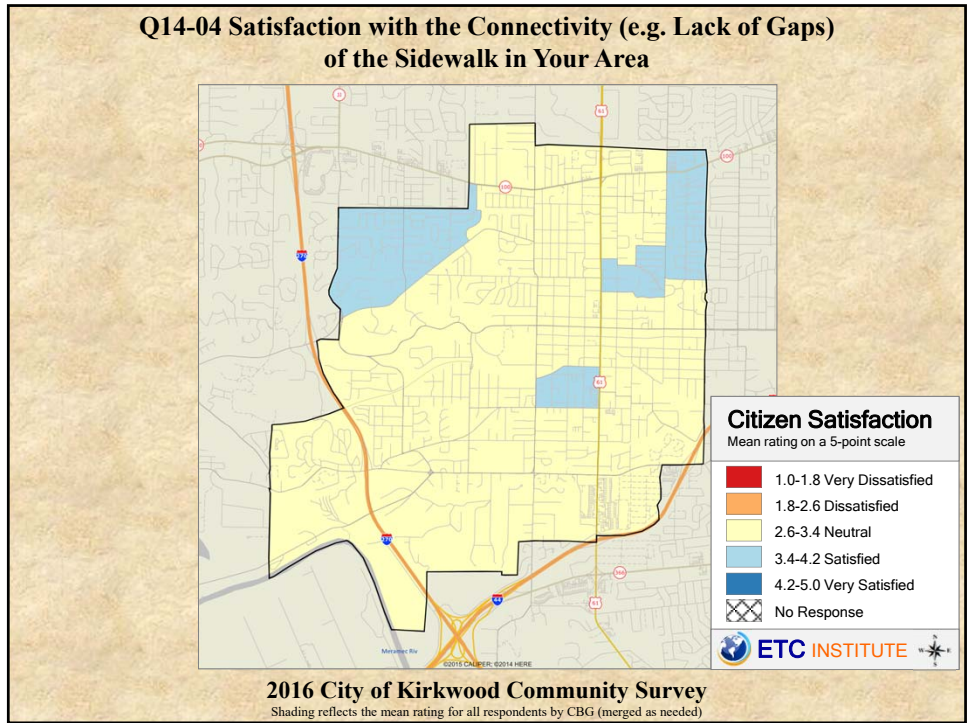


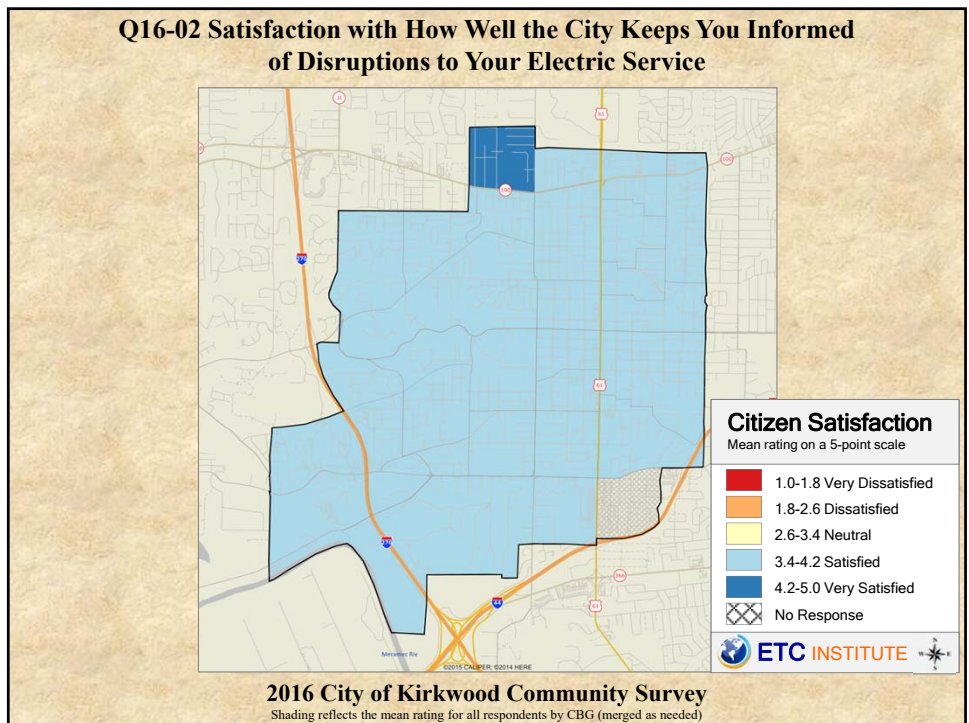
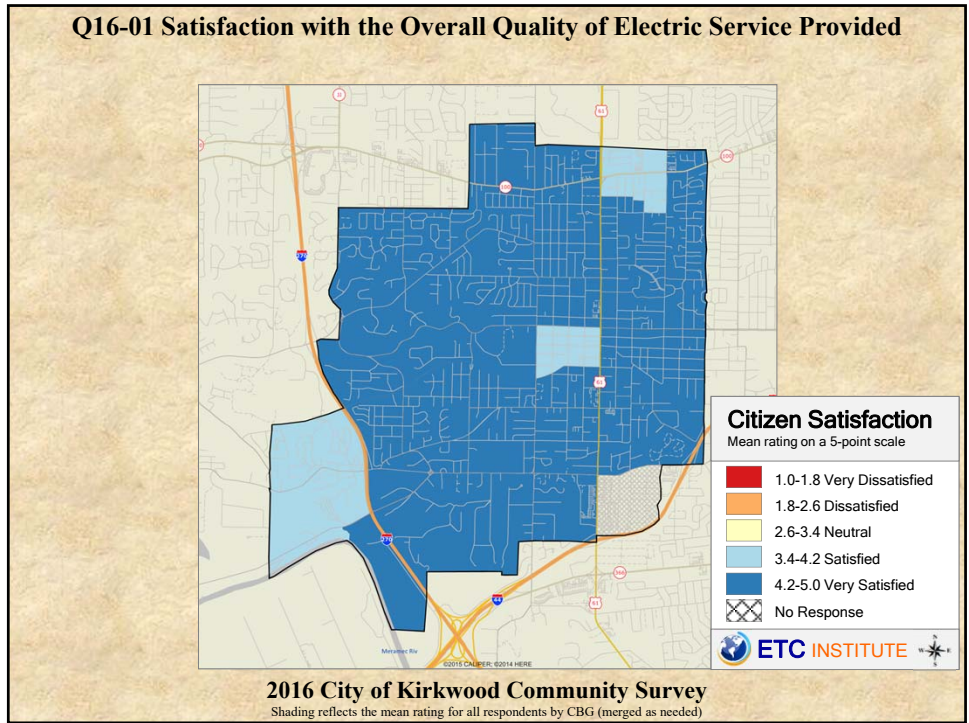


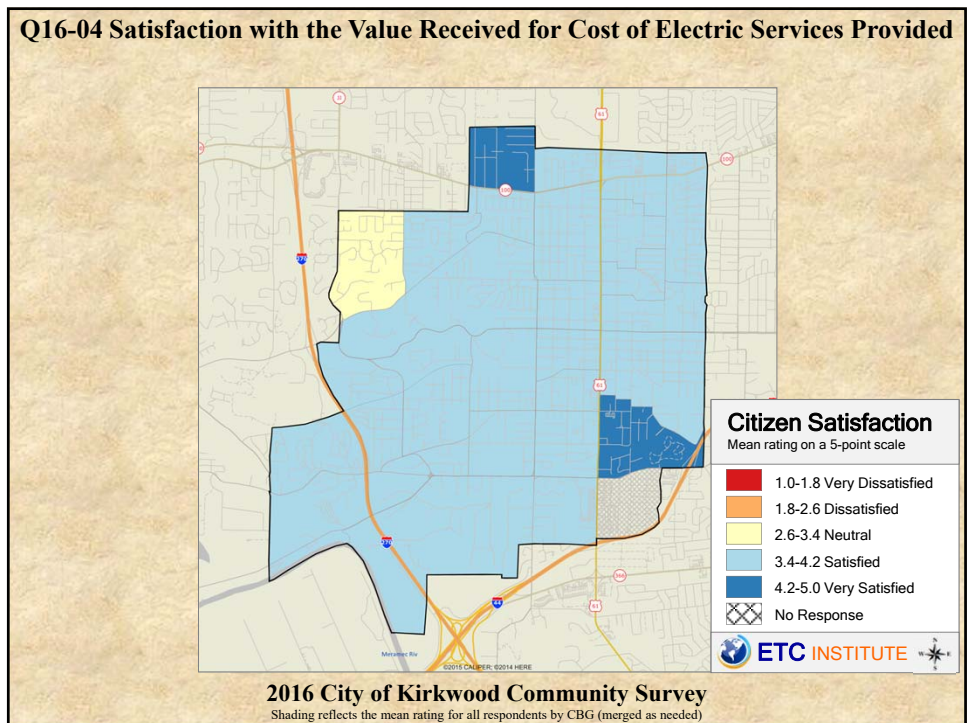
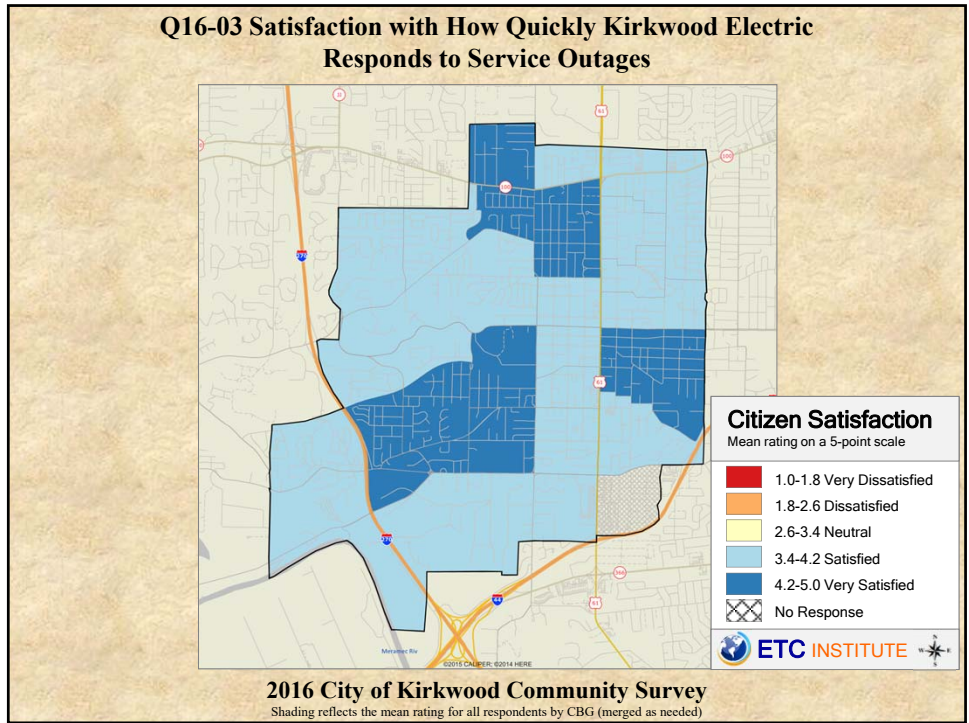


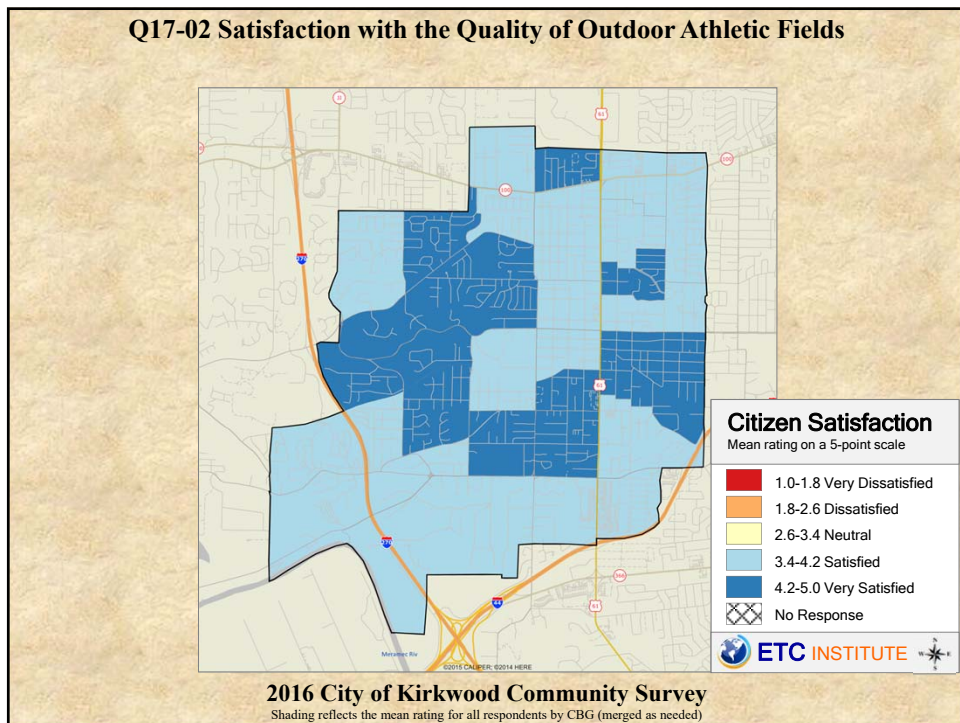
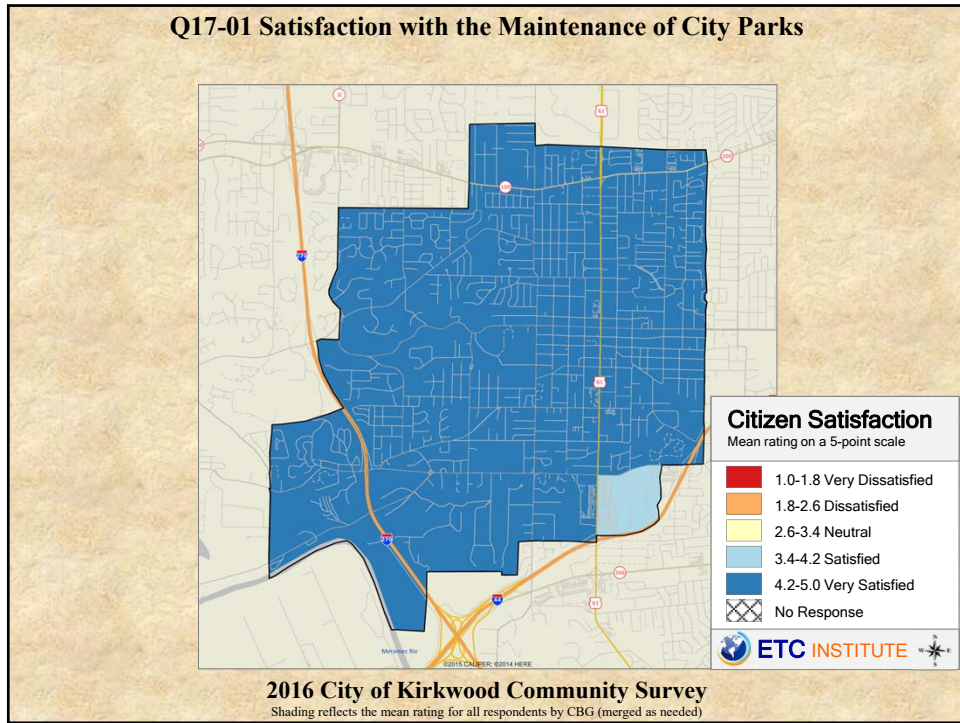




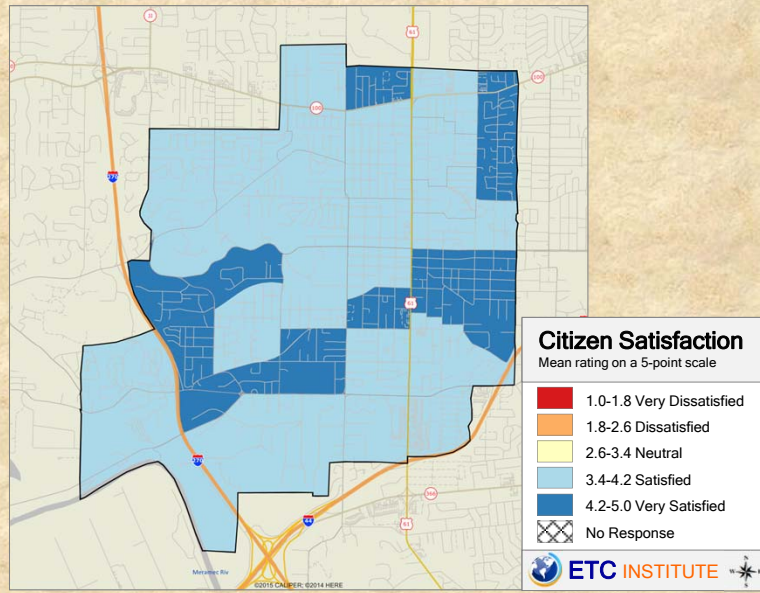






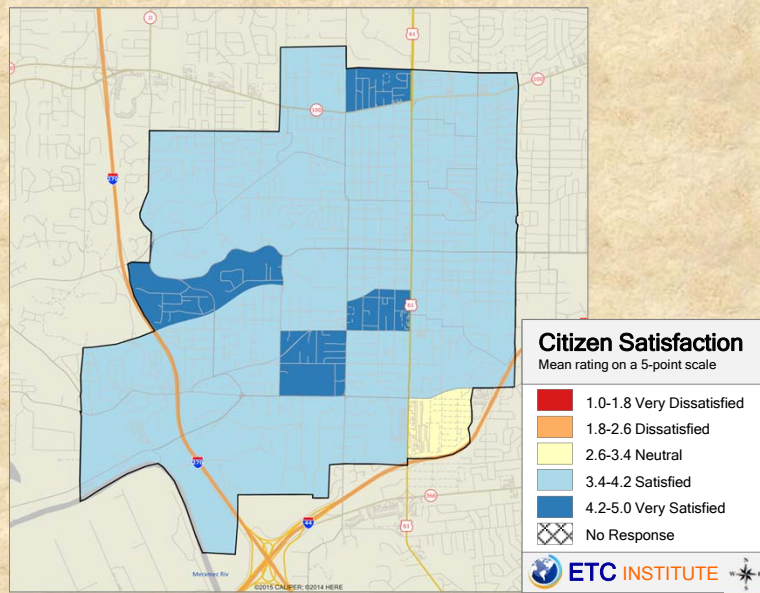


Q17-03 Satisfaction with the Quality of the City's Outdoor Aquatic Center



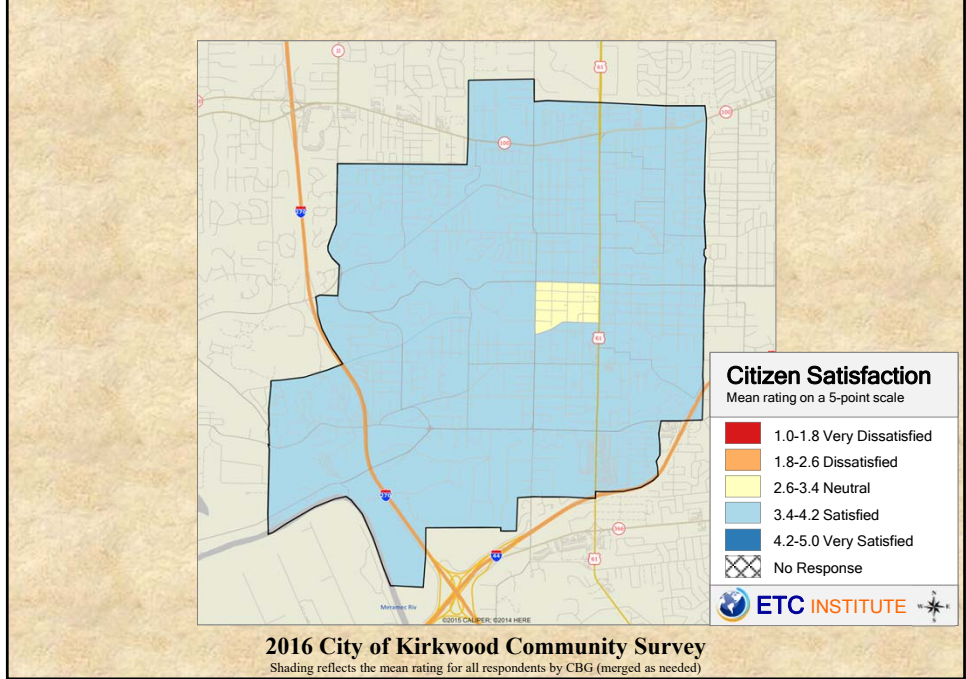
2016 City of Kirkwood Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q17-04 Satisfaction with the Quality of the City's Indoor Ice Rink

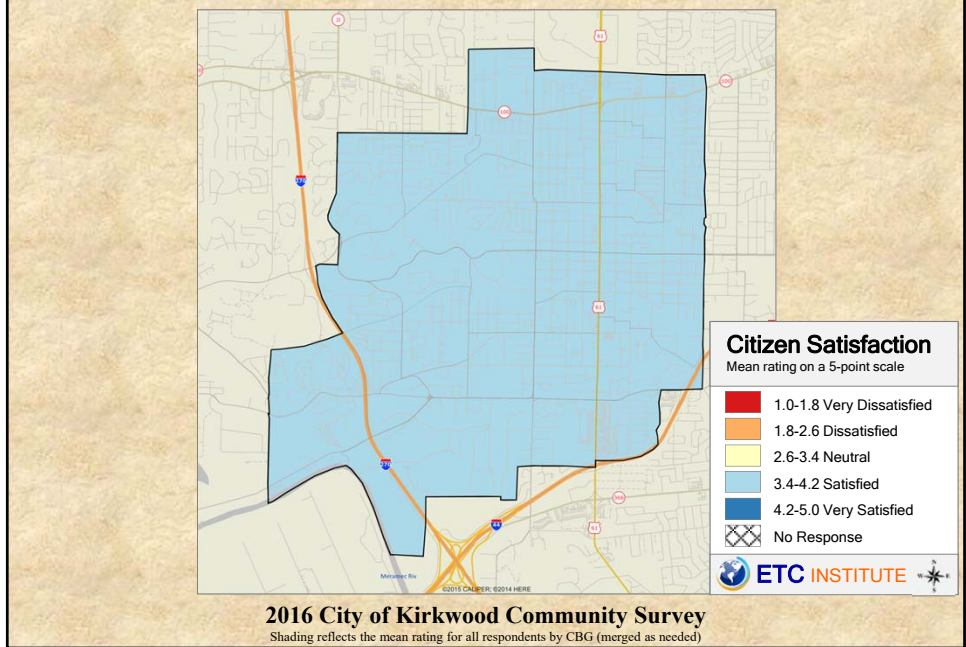


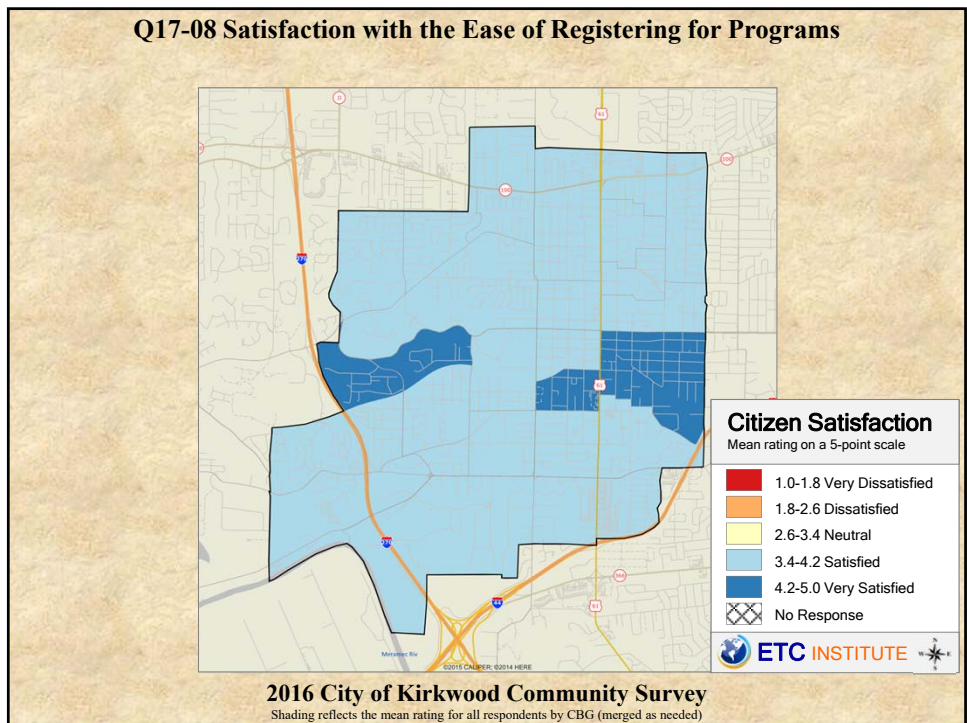
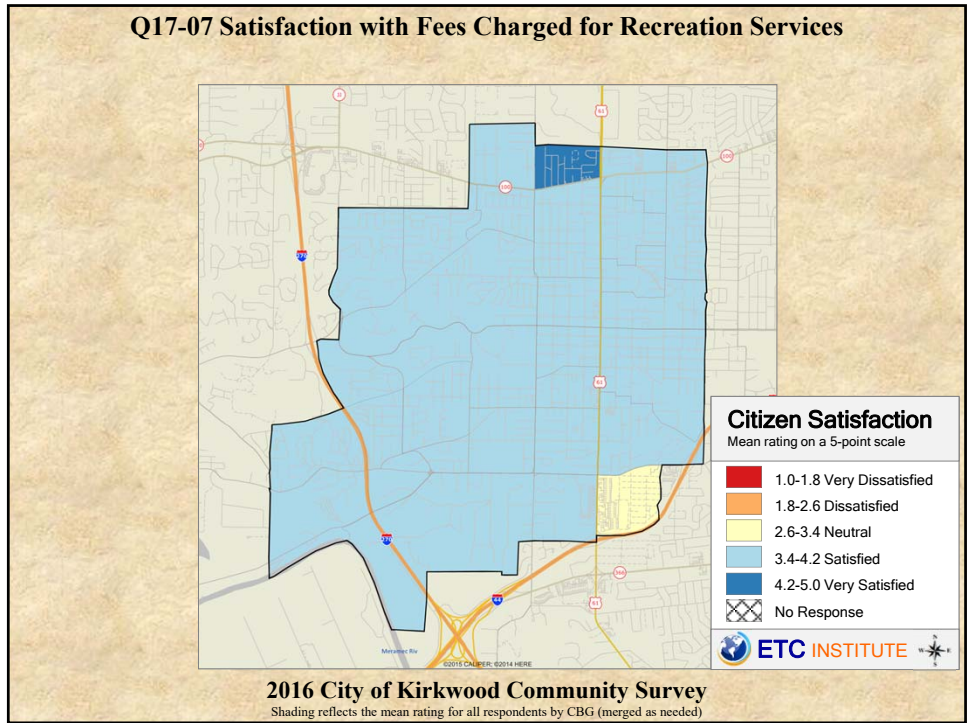
2016 City of Kirkwood Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

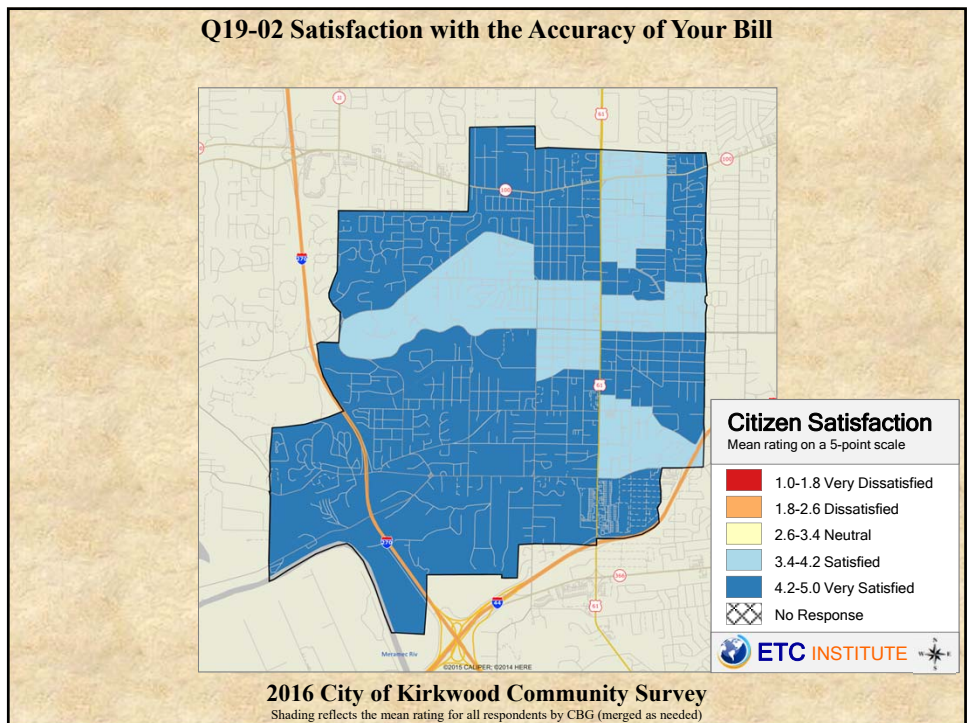
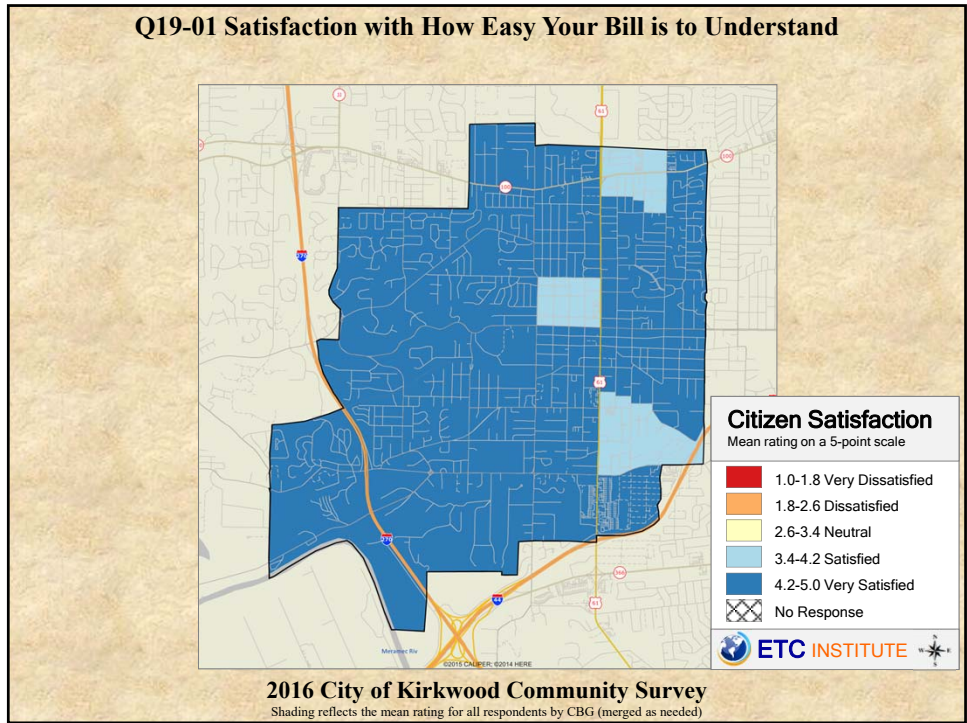
Q17-05 Satisfaction with the Quality and Condition of Community Center Facilities

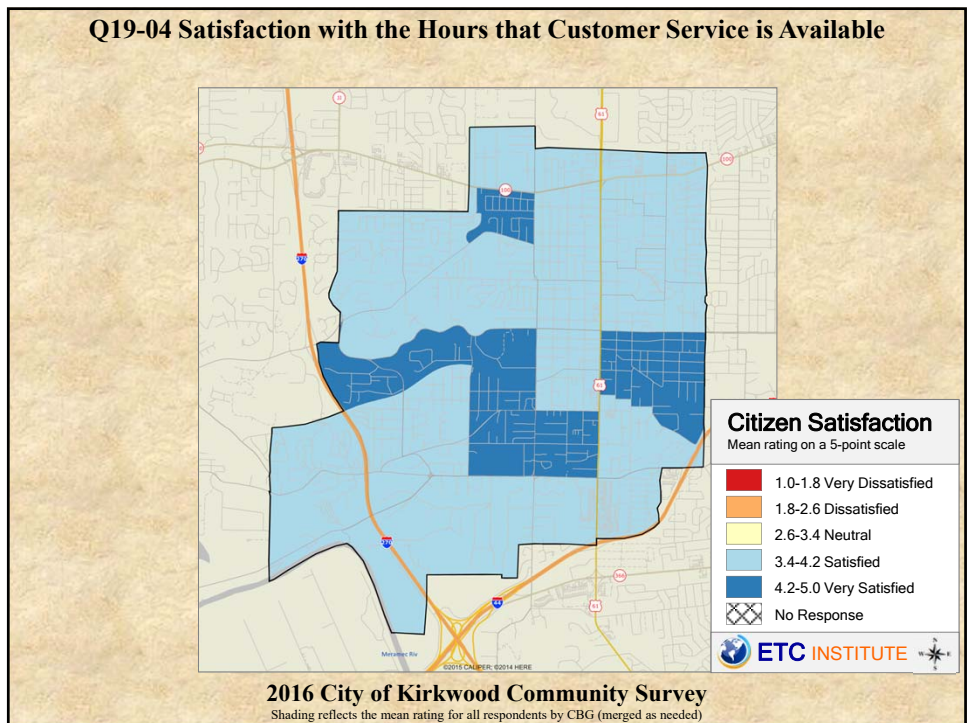
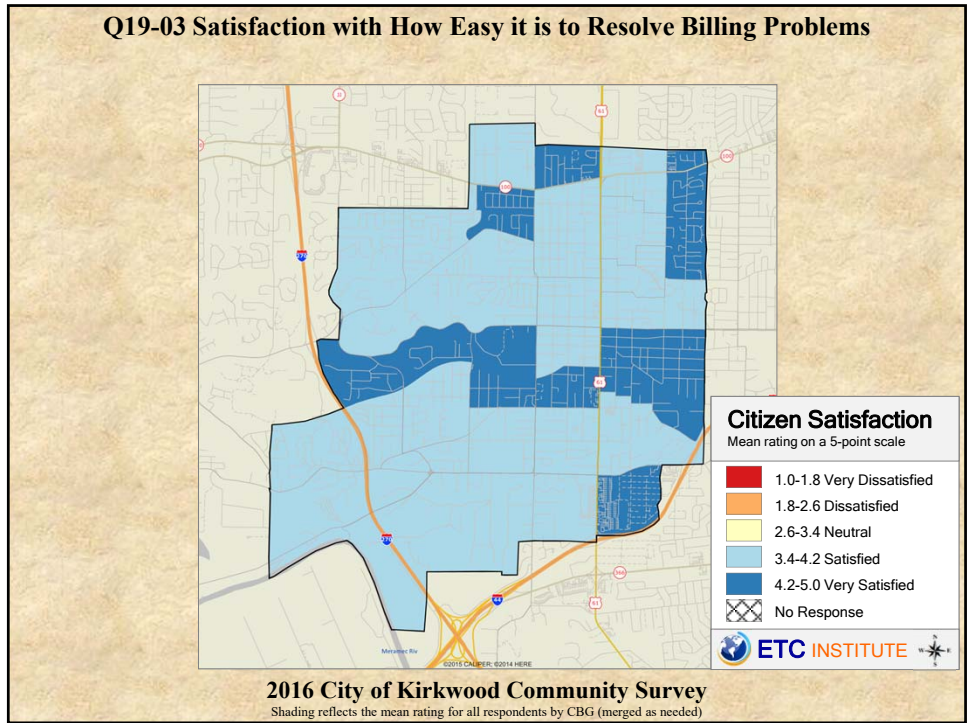


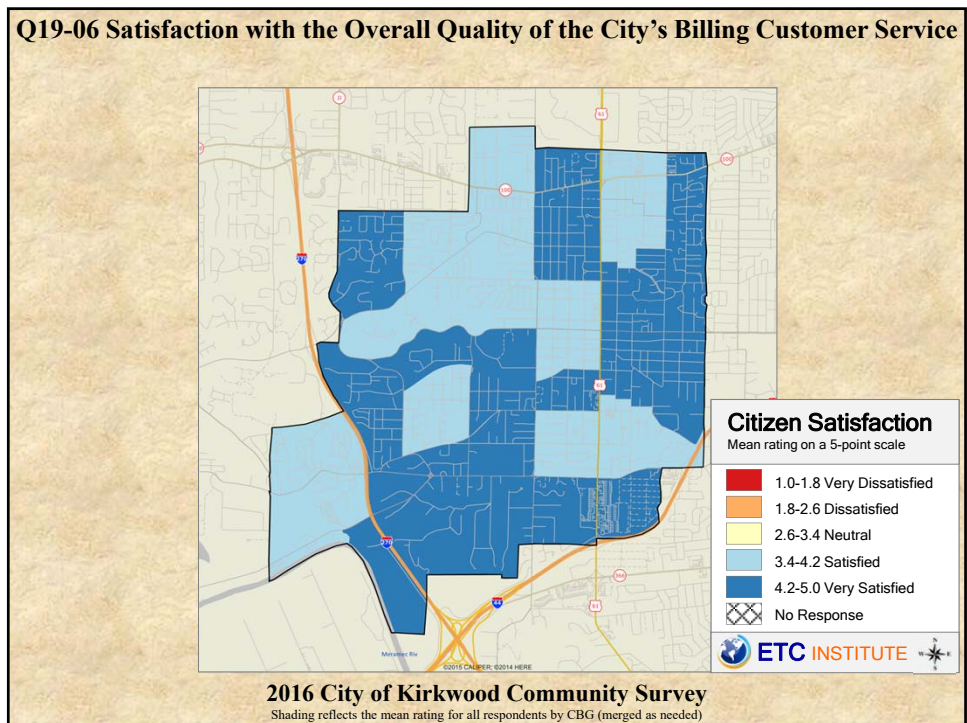
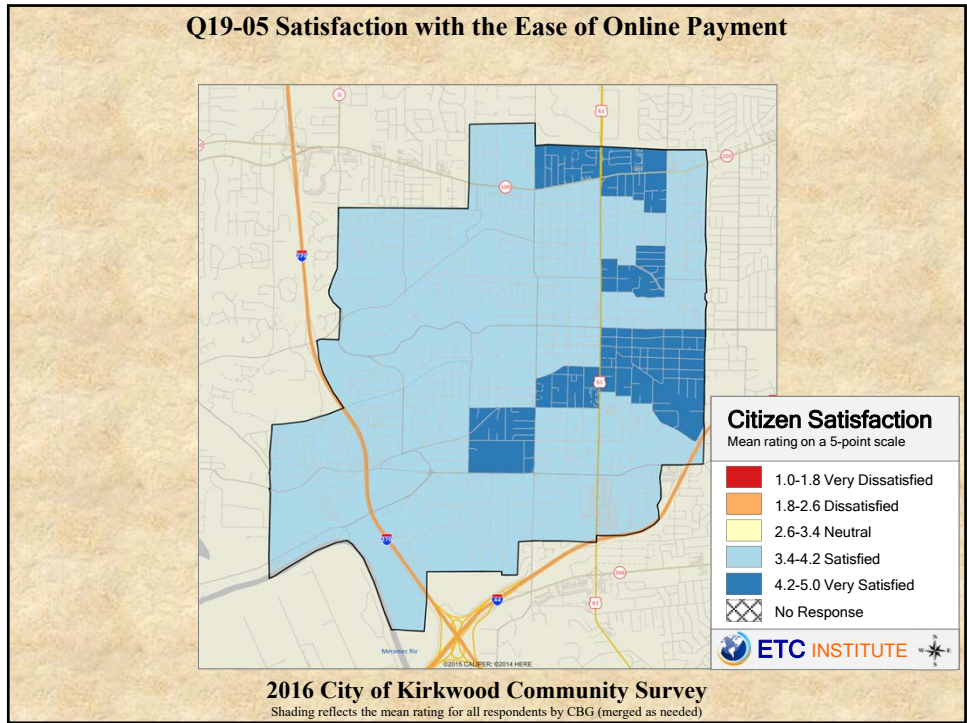
Q17-06 Satisfaction with the City Recreation Programs Such as Classes, Senior Activities, Athletic Leagues and Day Camps

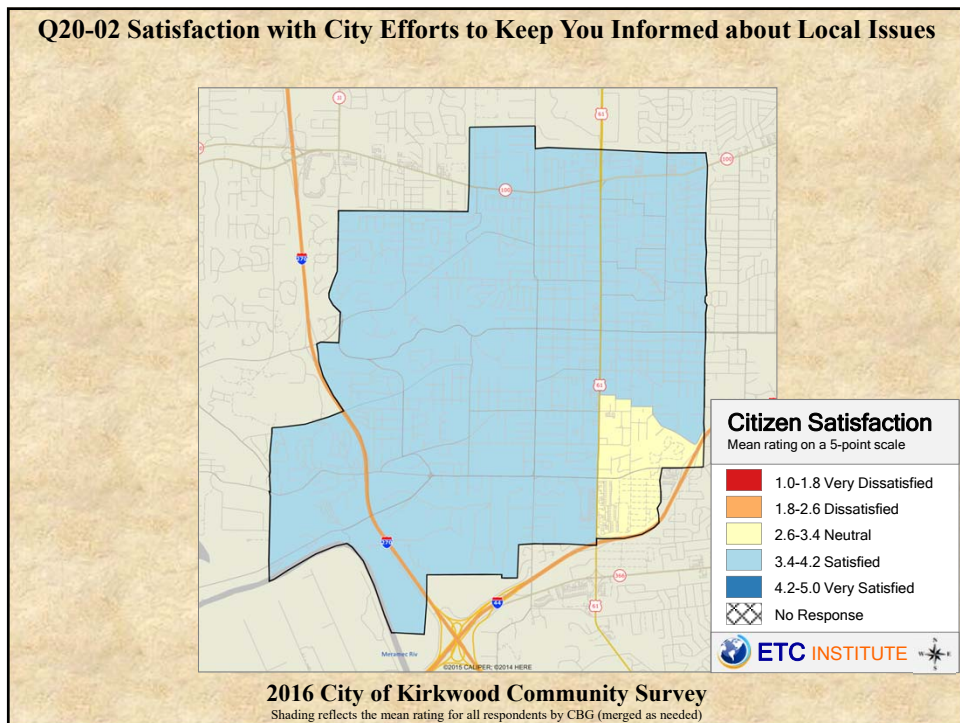
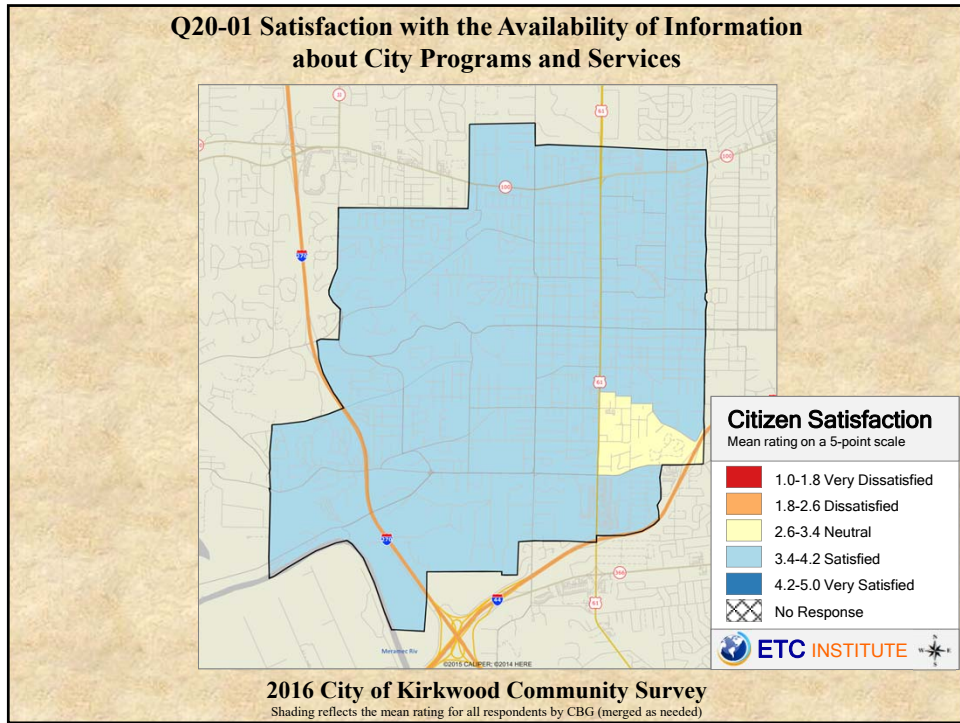




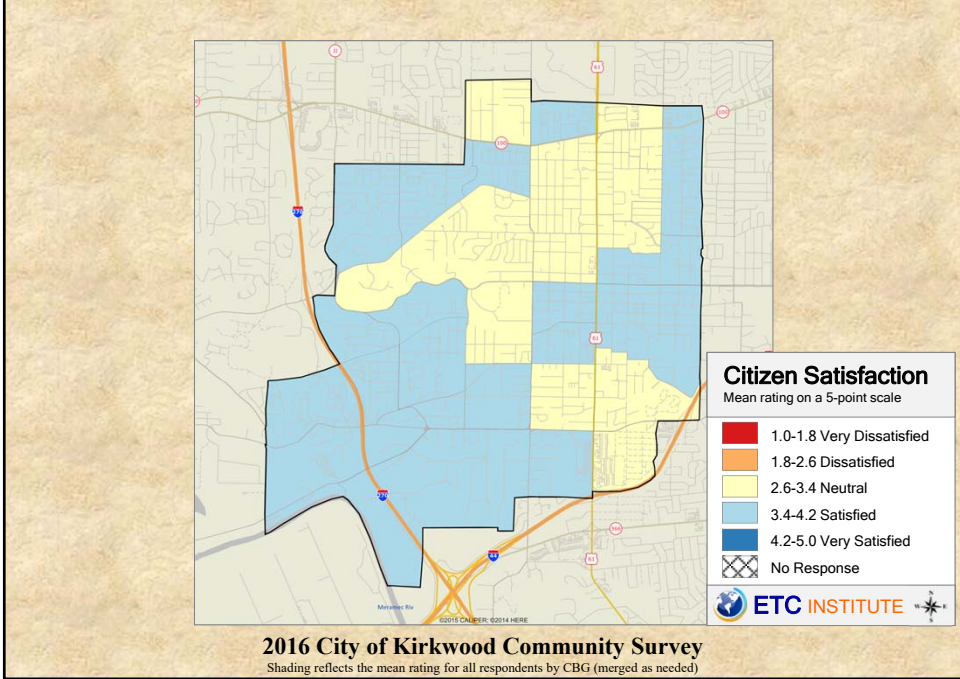








Q20-03 Satisfaction with the Level of Public Involvement in Local Decision Making



Q20-04 Satisfaction with the Quality of the City's Website

