

# City of Kirkwood Community Survey

## Findings Report

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2018

**Submitted to the City of Kirkwood, Missouri**

**By:**  
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# 2018 City of Kirkwood Community Survey

## Executive Summary

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### Purpose and Methodology

ETC Institute administered a survey to residents of the City of Kirkwood during the summer of 2018. The purpose of the survey was to help the City of Kirkwood ensure that the city's priorities continue to match the needs and desires of residents. This is the third time ETC Institute has administered the *DirectionFinder*® survey for the City of Kirkwood. The first survey was conducted in 2014 and the second in 2016.

The six-page survey, cover letter, and postage paid return envelope were mailed to a random sample of households in the City of Kirkwood. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Kirkwood from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 550 residents. The goal was exceeded with a total of 752 residents completing the survey. The overall results for the sample of 752 households have a precision of at least  $\pm 3.5\%$  at the 95% level of confidence.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Kirkwood with the results from other communities in ETC Institute's *DirectionFinder*® database. Since the number of "don't know" responses often reflect the utilization and awareness of city services, the percentage of "don't know" responses have been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion.*"

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2014, 2016, and 2018 community surveys,
- benchmarking data that shows how the results for Kirkwood compare to other communities,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

## Overall Satisfaction with 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 provided by the City (97%), Parks & Recreation programs and facilities provided by the City (88%), Kirkwood Electric service (88%), and Kirkwood Water (87%). Kirkwood performed well in 7 out of the 9 items surveyed, ranking above communities nationally and in the Kansas and Missouri Region. The top three most significant rankings were: Kirkwood ranked 24% above the national average for Park & Recreation programs and facilities provided by the City (88% Kirkwood versus 64% the United States) and Kirkwood ranked 20% above the national average for public safety services provided by the City (97% Kirkwood versus 77% the United States). The top four rated City services that should receive the most emphasis over the next two years, were: condition of City streets (65%), condition of City sidewalks (40%), solid waste services (40%), and the flow of traffic and congestion management in Kirkwood (34%).

## Overall Satisfaction with the Perceptions of the City

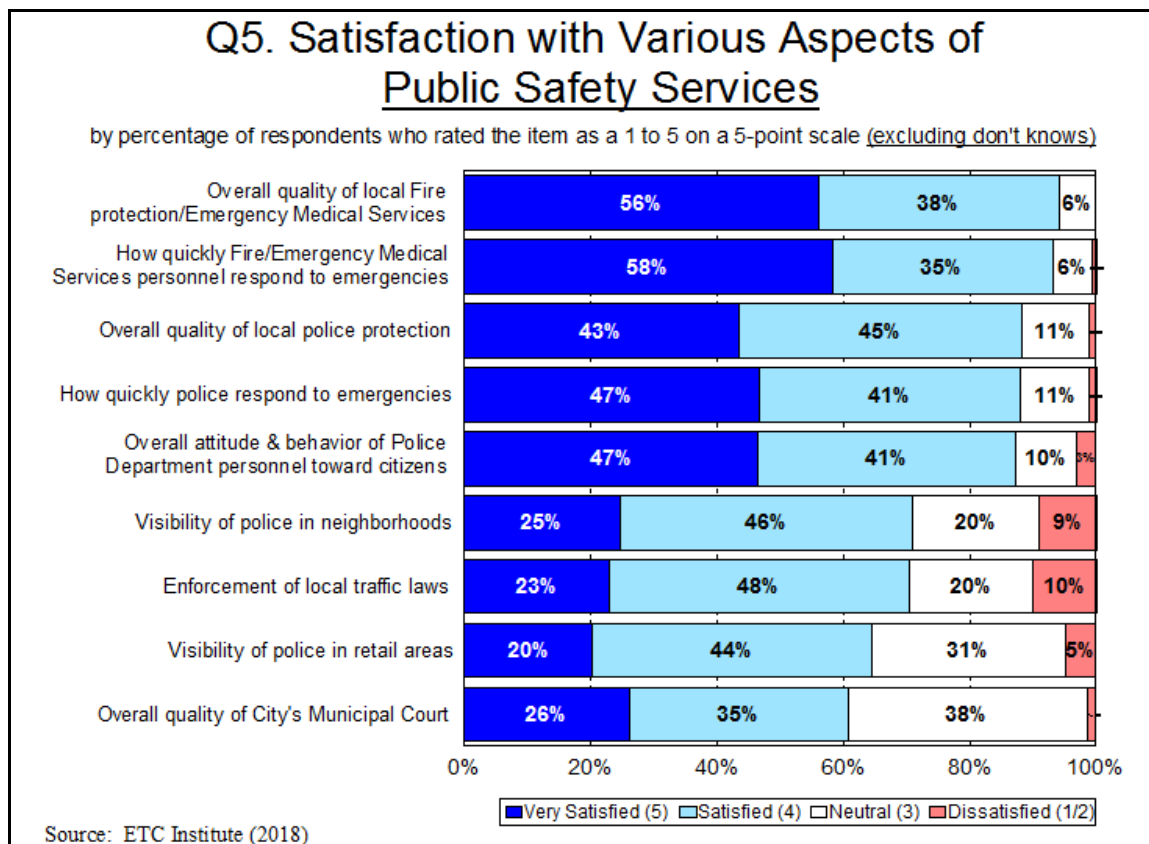
**Perception of the City.** Overall satisfaction with the perceptions of the City that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall quality of life in the City (94%), overall feeling of safety in the City (91%), and overall quality of services provided by the City of Kirkwood (87%). When compared to the national average and the average of communities in the Kansas and Missouri Region, Kirkwood performed very well; Kirkwood ranked 21% above the national average for the overall quality of life in the City (94% Kirkwood versus 73% the United States), Kirkwood ranked 22% above the national average for the overall feeling of safety in the City (91% Kirkwood versus 69% the United States), and Kirkwood ranked 39% above the national average for the overall quality of services provided by the City of Kirkwood (88% Kirkwood versus 49% the United States).

**Perceptions of Safety.** The perceptions of safety, that respondents have of the City, that had the highest levels of satisfaction, based upon the combined percentage of “very safe” and “safe” responses among residents *who had an opinion*, were: in Downtown Kirkwood during the day

(99%), walking in the neighborhood during the day (98%), and in City parks during the day (97%). Overall, residents who completed the survey have a positive perception of the safety in the City.

## Satisfaction with Specific City Services

- Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall quality of local Fire protection/Emergency Medical Services (94%), how quickly Fire/Emergency Medical Services personnel respond to emergencies (93%), the overall quality of local police protection (88%), how quickly police respond to emergencies (88%), and the overall attitude and behavior of the Police Department personnel toward citizens (88%). How quickly police respond to emergencies ranked 23% above the national average (88% Kirkwood versus 65% the United States). The three public safety services that respondents indicated should receive the most emphasis over the next two years were: visibility of police in neighborhoods (45%), visibility of police in retail areas (34%), and the enforcement of local traffic laws (26%).



- Water Services.** The highest levels of satisfaction with water services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of tap water (91%), the overall quality of water service (83%), and water pressure on a typical day (81%). The top two water services that

respondents indicated should receive the most emphasis over the next two years, were: the overall quality of tap water (40%) and what is being charged for water (34%).

- **Sanitation Services.** The highest levels of satisfaction with sanitation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of residential trash collection services (84%), quality of recycling collection services (80%), and the value received for cost of trash and recycling collection services (70%). The City of Kirkwood ranked 11% above the national average for the quality of residential trash collection services (84% Kirkwood versus 73% the United States) and Kirkwood ranked 11% above the national average for the quality of recycling collection services (80% Kirkwood versus 69% the United States). The two sanitation service items that respondents indicated should receive the most emphasis over the next two years, were: the quality of recycling collection services (46%) and the value received for the cost of yard waste bags/stickers (34%).
- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of business property (66%), the maintenance of residential property (65%), and enforcing codes designed to protect public health and safety (63%).
- **Parks and Recreation.** The highest levels of satisfaction with Parks and Recreation, 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 (87%), the quality of the City’s indoor ice rink (79%), and the quality of the City’s outdoor aquatic center (79%). The City of Kirkwood ranked 24% above the national average for the maintenance of City parks (94% Kirkwood versus 70% the United States) and Kirkwood ranked 20% above the national average for the quality of outdoor athletic fields (87% Kirkwood versus 57% the United States). The three Parks and Recreation items that respondents indicated they believe should receive the most emphasis over the next two years, were: the maintenance of City parks (40%), the quality and condition of community center facilities (38%), and City recreation programs such as classes, senior activities, athletic leagues, and day camps (26%).
- **Communication.** The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of the City’s Parks & Recreation program guide (84%), the quality of the City’s citizen newsletter (75%), and the availability of information about City programs and services (75%). Kirkwood did very well when compared to the national average and the Kansas and Missouri Region’s average; ranking 21% above the national average for the City’s efforts to keep the community informed about local issues (67% Kirkwood versus 46% the United States). The top three communication items that respondents indicated should receive the most emphasis over the next two years, were: the City’s efforts to keep the community informed about local issues (45%), the level of public

involvement in local decision making (39%), and the availability of information about City programs and services (29%).

- The primary sources that are most used by respondent households, to learn about City issues, services and events, were: Webster Kirkwood Times articles (75%), “Eye on Kirkwood” monthly newsletter appearing in Webster Kirkwood Times (53%), friends/neighbors (48%), and the Parks & Recreation program guide in the Webster Kirkwood Times (39%).

## Additional Findings and Recommendations

- **Sidewalks.** The highest levels of satisfaction with City sidewalks, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the distance of sidewalk from roadway and moving vehicles (63%) and the extent that sidewalks are clear of weeds, brush, and overhanging limbs (49%). Sixty-four percent (64%) of respondents indicated they think the City should “fill in the gaps” in the City’s current sidewalk system for better public access and connectivity in front of homes, even if residents have indicated they do not want sidewalks. However, sixty-three percent (63%) of respondents do not think the City should “fill in the gaps” in the City’s current sidewalk system if that means healthy and mature public trees will be removed so that sidewalks could be connected.
- Eighty percent (80%) of respondent households indicated they are a Kirkwood Electric Customer. Of the percentage of households that are a Kirkwood Electric customer, the highest levels of satisfaction with their service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of electric service provided (94%) and how quickly Kirkwood Electric responds to service outages (81%).
- **Billing.** The highest levels of satisfaction with billing items, 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 (89%), the accuracy of the bill (87%), and the overall quality of the City’s billing customer service (83%).
- Sixty-two percent (62%) of respondents indicated that the overgrown lots, abandoned cars, graffiti, and dilapidated buildings are “not a problem” in their neighborhood. This is a 6% decrease from 2014 to 2018 (68% in 2014 and 62% in 2018).



## How the City of Kirkwood Compares to Other Communities Nationally

Satisfaction ratings for the City of Kirkwood **rated the same as or above the U.S. average in 32 of the 35 areas** that were assessed. The City of Kirkwood rated significantly higher than the U.S. average (difference of 5% or more) in 28 of these areas. Listed below are the comparisons between the City of Kirkwood and the U.S. average:

Service	Kirkwood	United States	Difference	Category
Overall quality of services provided by City of Kirkwood	88%	49%	39%	Perceptions
Quality of customer service you receive from City employees	81%	47%	34%	Major Category
Quality of outdoor athletic fields	87%	57%	30%	Parks and Recreation
Availability of information about City programs & services	75%	46%	29%	Communication
Overall value that you receive for your City tax & fees	64%	38%	26%	Perceptions
Maintenance of City parks	94%	70%	24%	Parks and Recreation
Kirkwood Water	87%	63%	24%	Major Category
Parks & Recreation programs & facilities provided by City	88%	64%	24%	Major Category
How quickly police respond to emergencies	88%	65%	23%	Public Safety
Effectiveness of City communication with the public	70%	47%	23%	Major Category
Overall feeling of safety in City	91%	69%	22%	Perceptions
Maintenance of residential property (exterior of building itself)	64%	43%	21%	Code Enforcement
City efforts to keep you informed about local issues	67%	46%	21%	Communication
Overall quality of life in City	94%	73%	21%	Perceptions
Overall appearance of City	84%	64%	20%	Perceptions
Public safety services provided by City (e.g. police, fire, & emergency medical services)	97%	77%	20%	Major Category
Overall quality of local police protection	88%	70%	18%	Public Safety
Level of public involvement in local decision making	49%	33%	16%	Communication
How quickly Fire/Emergency Medical Services personnel respond to emergencies	93%	78%	15%	Public Safety
Overall quality of local Fire protection/Emergency Medical Services	94%	80%	14%	Public Safety
Maintenance of business property	66%	52%	14%	Code Enforcement
Enforcing mowing & trimming of lawns on private property	55%	41%	14%	Code Enforcement
Visibility of police in neighborhoods	71%	59%	12%	Public Safety
Ease of registering for programs	74%	62%	12%	Parks and Recreation
Quality of residential trash collection services	84%	73%	11%	Sanitation Services
Quality of recycling collection services	80%	69%	11%	Sanitation Services
Flow of traffic & congestion management in Kirkwood	60%	51%	9%	Major Category
Enforcement of local traffic laws	71%	64%	6%	Public Safety
Quality of City's website	66%	62%	4%	Communication
Visibility of police in retail areas	65%	61%	4%	Public Safety
Quality of yard waste collection services	70%	66%	4%	Sanitation Services
Enforcement of City codes & ordinances	52%	52%	0%	Major Category
Quality & condition of community center facilities	67%	68%	-1%	Parks and Recreation
Condition of City sidewalks	37%	47%	-10%	Major Category
Condition of City streets	35%	50%	-15%	Major Category



## How the City of Kirkwood Compares to Other Communities Regionally

Satisfaction ratings for the City of Kirkwood **rated the same or above the average for the Kansas & Missouri Region in 32 of the 35 areas** that were assessed. The City of Kirkwood rated significantly higher than this average (difference of 5% or more) in 28 of these areas. Listed below are the comparisons between the City of Kirkwood and the average for the Kansas & Missouri Region:

Service	Kirkwood	Kansas & Missouri Region	Difference	Category
Overall quality of services provided by City of Kirkwood	88%	46%	42%	Perceptions
Overall feeling of safety in City	91%	61%	30%	Perceptions
Quality of customer service you receive from City employees	81%	53%	28%	Major Category
Overall quality of life in City	94%	66%	28%	Perceptions
Overall appearance of City	84%	58%	26%	Perceptions
Availability of information about City programs & services	75%	50%	25%	Communication
Overall value that you receive for your City tax & fees	64%	40%	24%	Perceptions
How quickly police respond to emergencies	88%	65%	23%	Public Safety
Effectiveness of City communication with the public	70%	47%	23%	Major Category
Overall quality of local police protection	88%	66%	22%	Public Safety
Kirkwood Water	87%	65%	22%	Major Category
Maintenance of residential property (exterior of building itself)	64%	43%	21%	Code Enforcement
Public safety services provided by City (e.g. police, fire, & emergency medical services)	97%	76%	21%	Major Category
Parks & Recreation programs & facilities provided by City	88%	67%	21%	Major Category
Quality of outdoor athletic fields	87%	66%	21%	Parks and Recreation
Maintenance of City parks	94%	75%	19%	Parks and Recreation
Level of public involvement in local decision making	49%	35%	14%	Communication
Maintenance of business property	66%	53%	13%	Code Enforcement
Visibility of police in neighborhoods	71%	58%	13%	Public Safety
Enforcing mowing & trimming of lawns on private property	55%	42%	13%	Code Enforcement
Overall quality of local Fire protection/Emergency Medical Services	94%	82%	12%	Public Safety
Ease of registering for programs	74%	62%	12%	Parks and Recreation
Quality of residential trash collection services	84%	73%	11%	Sanitation Services
City efforts to keep you informed about local issues	67%	56%	11%	Communication
Flow of traffic & congestion management in Kirkwood	60%	50%	10%	Major Category
How quickly Fire/Emergency Medical Services personnel respond to emergencies	93%	84%	9%	Public Safety
Quality of recycling collection services	80%	72%	8%	Sanitation Services
Quality of City's website	66%	59%	7%	Communication
Visibility of police in retail areas	65%	61%	4%	Public Safety
Enforcement of City codes & ordinances	52%	50%	2%	Major Category
Enforcement of local traffic laws	71%	70%	1%	Public Safety
Quality of yard waste collection services	70%	70%	0%	Sanitation Services
Quality & condition of community center facilities	67%	72%	-5%	Parks and Recreation
Condition of City sidewalks	37%	46%	-9%	Major Category
Condition of City streets	35%	55%	-20%	Major Category

## 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 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 Section 3 of this report.

**Overall Priorities for the City by Major Category.** This 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 priorities for investment over the next two years to raise the City's overall satisfaction rating are listed below:

- Condition of City streets (IS Rating=0.4245)
- Condition of City sidewalks (IS Rating=0.2518)

The table below shows the importance-satisfaction rating for all 11 major categories of City services that were rated.

2018 Importance-Satisfaction Rating Kirkwood, MO Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Condition of City streets	65%	1	35%	11	0.4245	1
Condition of City sidewalks	40%	2	37%	10	0.2518	2
<b>High Priority (IS .10-.20)</b>						
Flow of traffic & congestion management in Kirkwood	34%	4	60%	8	0.1334	3
Enforcement of City codes & ordinances	23%	5	52%	9	0.1123	4
Solid waste services (e.g. trash, recycling)	40%	3	73%	6	0.1093	5
<b>Medium Priority (IS &lt;.10)</b>						
Effectiveness of City communication with the public	13%	8	70%	7	0.0375	6
Parks & Recreation programs & facilities provided by City	16%	7	88%	2	0.0191	7
Kirkwood Electric service	6%	9	87%	3	0.0081	8
Kirkwood Water	6%	10	87%	4	0.0075	9
Public safety services provided by City (e.g. police, fire, & emergency medical services)	19%	6	97%	1	0.0060	10
Quality of customer service you receive from City employees	3%	11	81%	5	0.0051	11

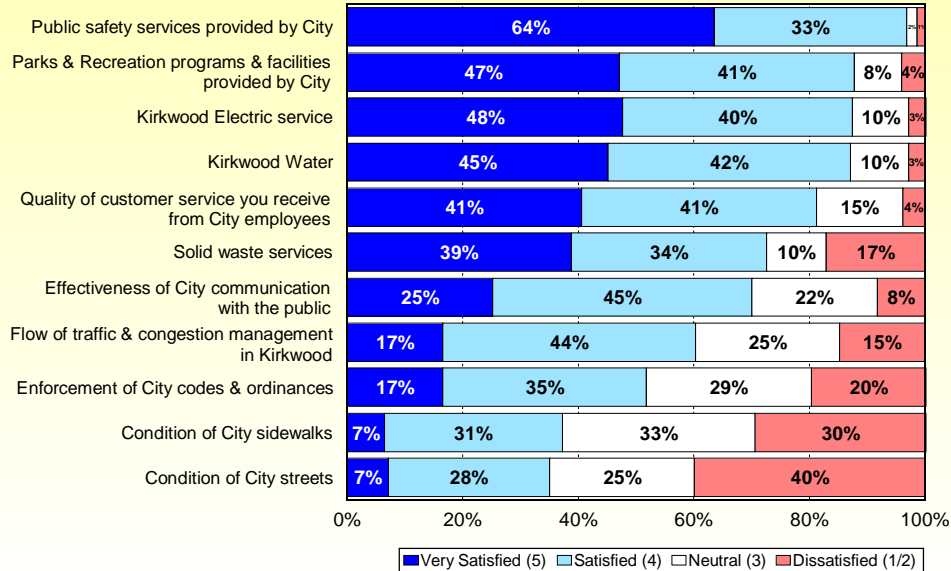
# Section 1

## *Charts and Graphs*

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## Q1. Overall Satisfaction with City Services by Major Category

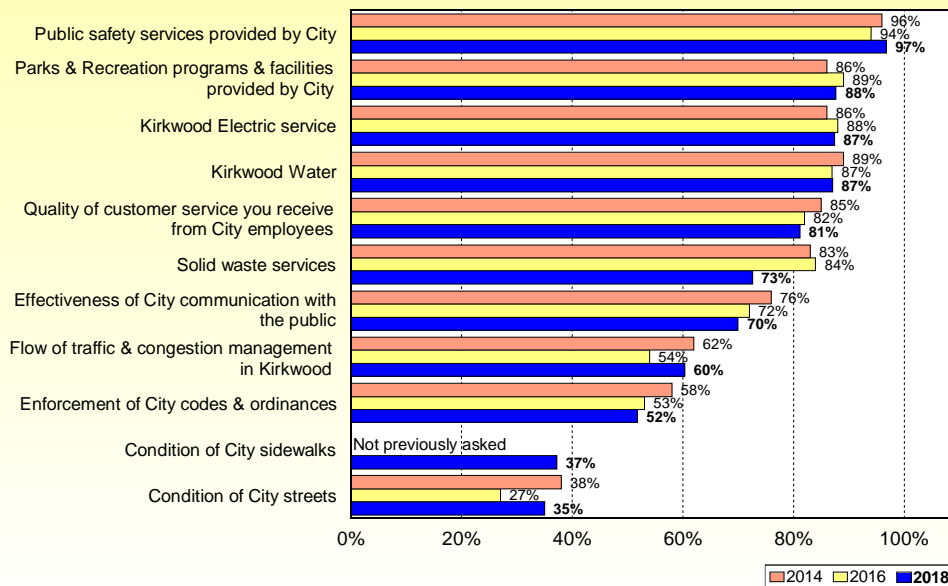
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

## TRENDS: Overall Satisfaction with City Services by Major Category - 2014 vs. 2016 vs. 2018

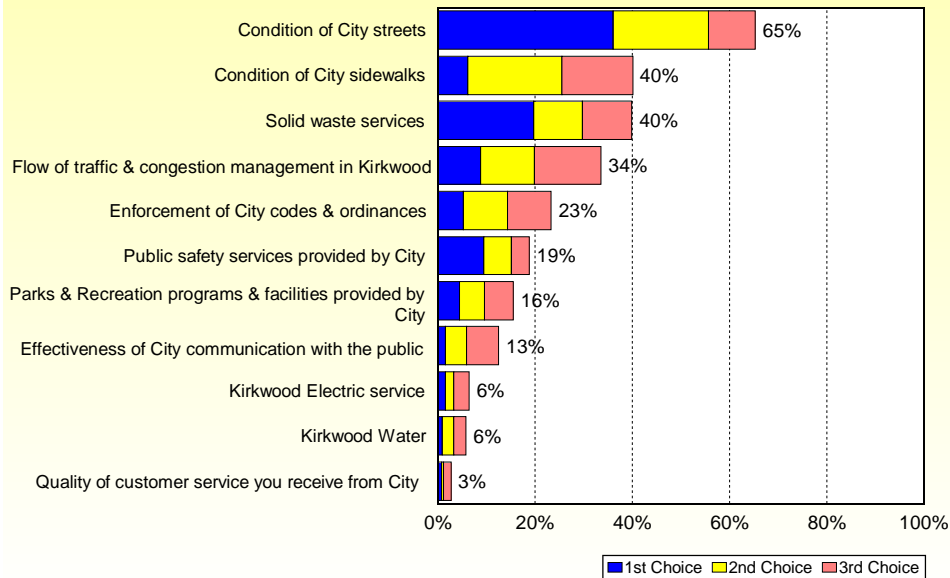
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

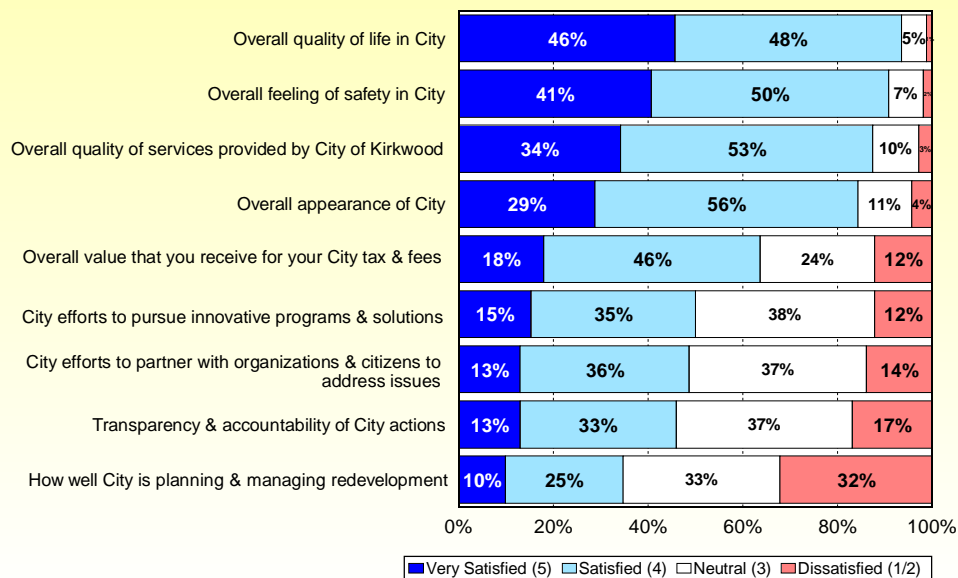
## Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



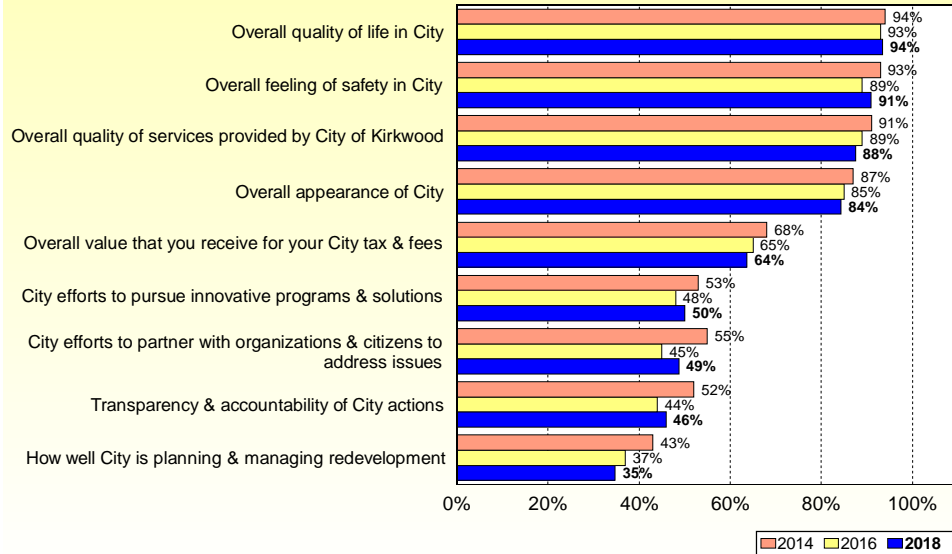
## Q3. Satisfaction with Items That Influence Perceptions Residents Have of the City

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



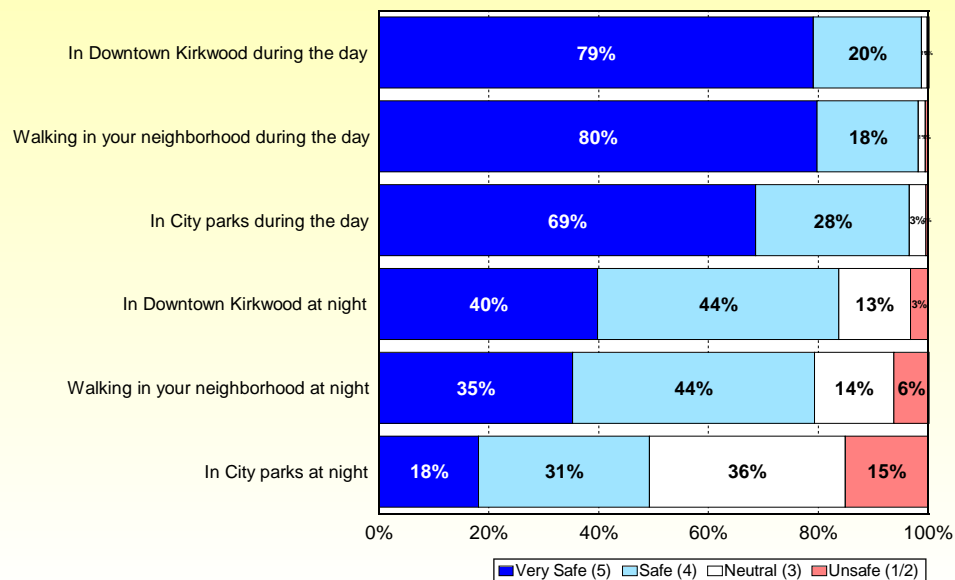
## TRENDS: Satisfaction with Items That Influence Perceptions Residents Have of the City - 2014 vs. 2016 vs. 2018

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



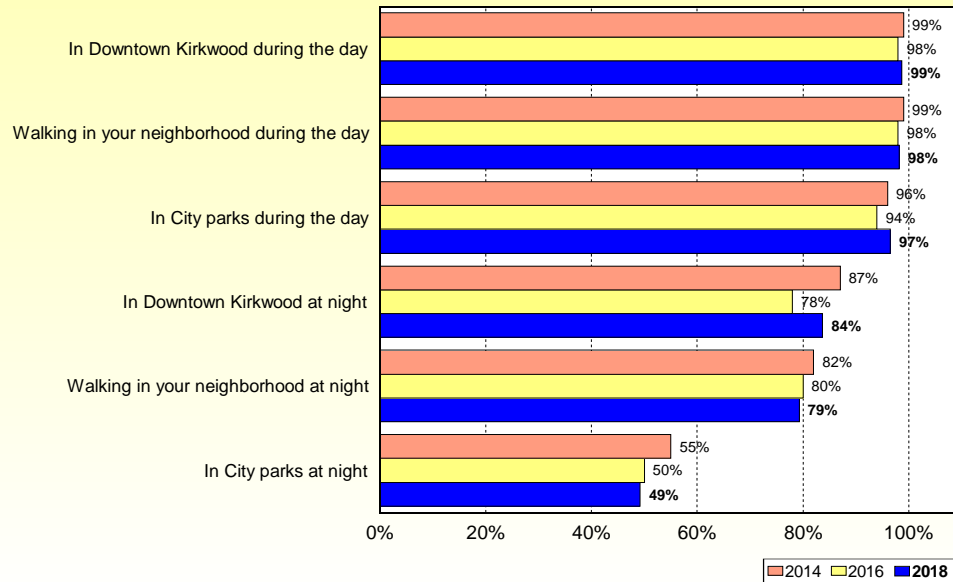
## Q4. Perceptions of Safety Residents Feel in Various Situations

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



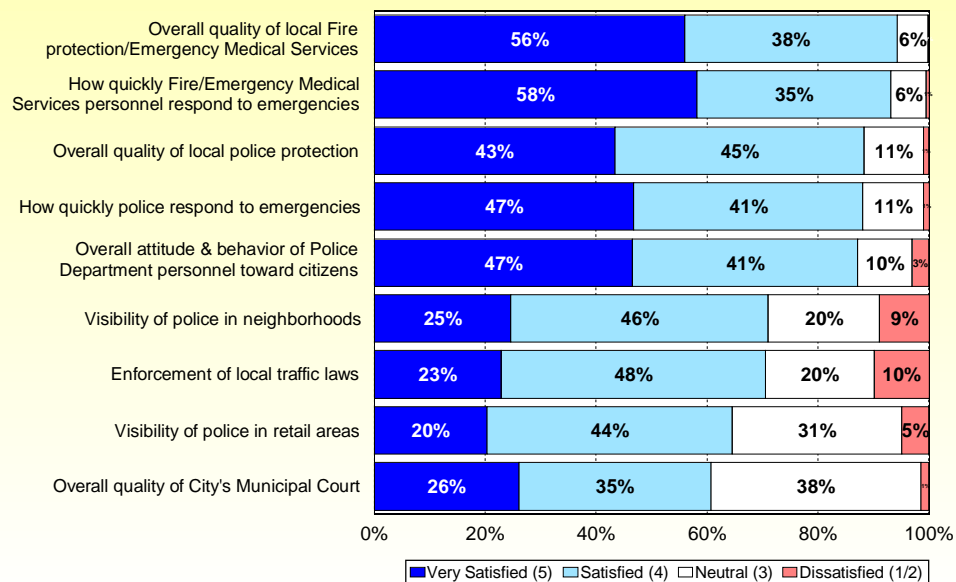
## TRENDS: Perceptions of Safety Residents Feel in Various Situations - 2014 vs. 2016 vs. 2018

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



## Q5. Satisfaction with Various Aspects of Public Safety

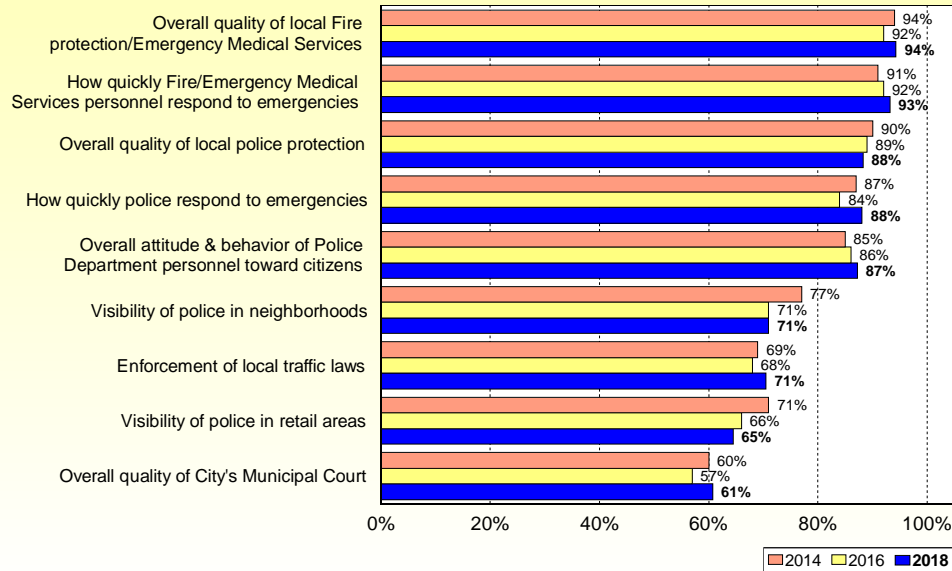
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)





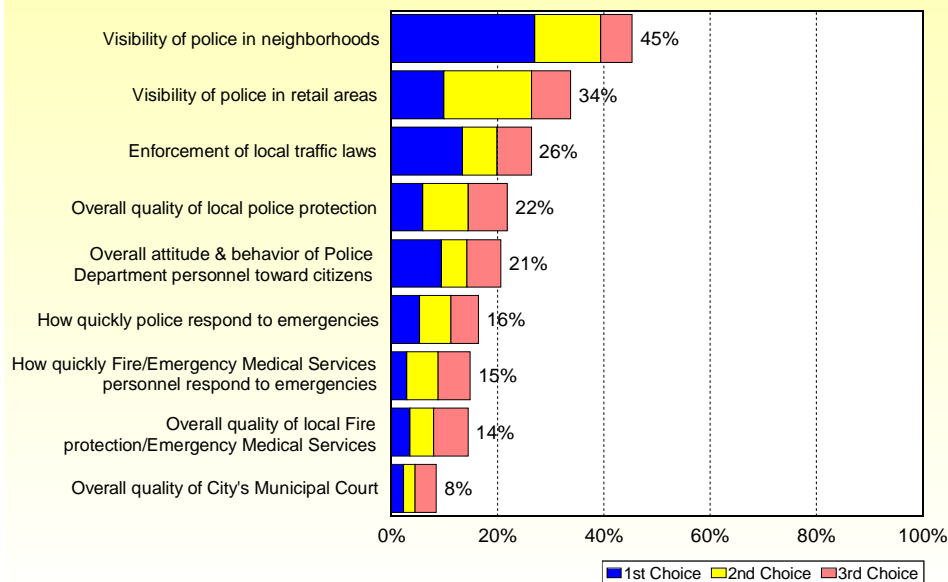
## TRENDS: Satisfaction with Various Aspects of Public Safety - 2014 vs. 2016 vs. 2018

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



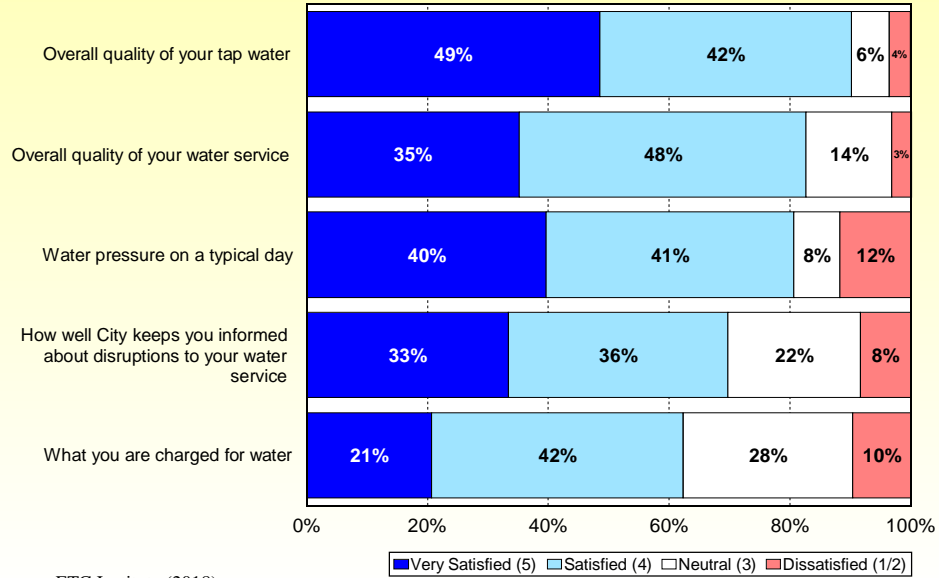
## Q6. Public Safety Items That Should Receive the Most Emphasis Over the Next Two Years

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



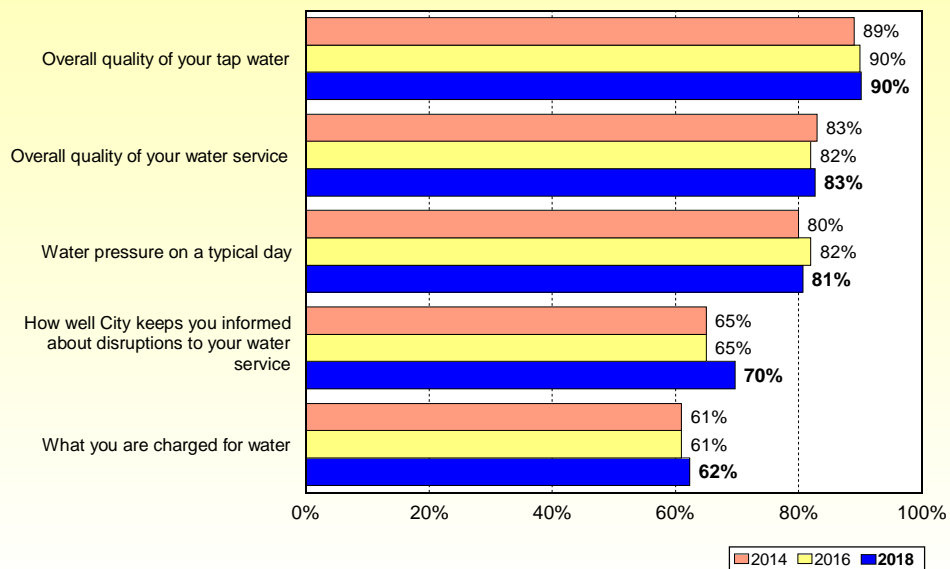
## Q7. Satisfaction with Various Aspects of Water Services

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



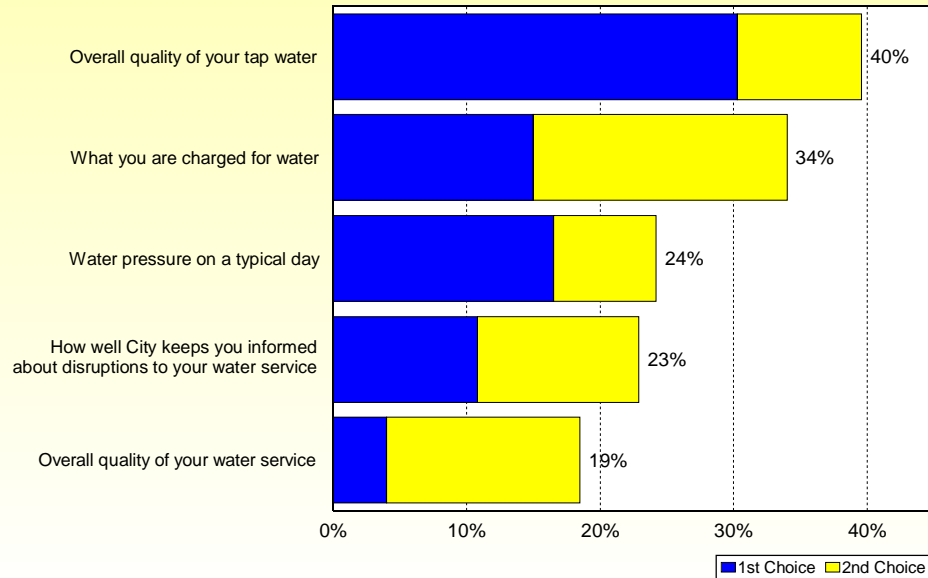
## TRENDS: Satisfaction with Various Aspects of Water Services - 2014 vs. 2016 vs. 2018

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



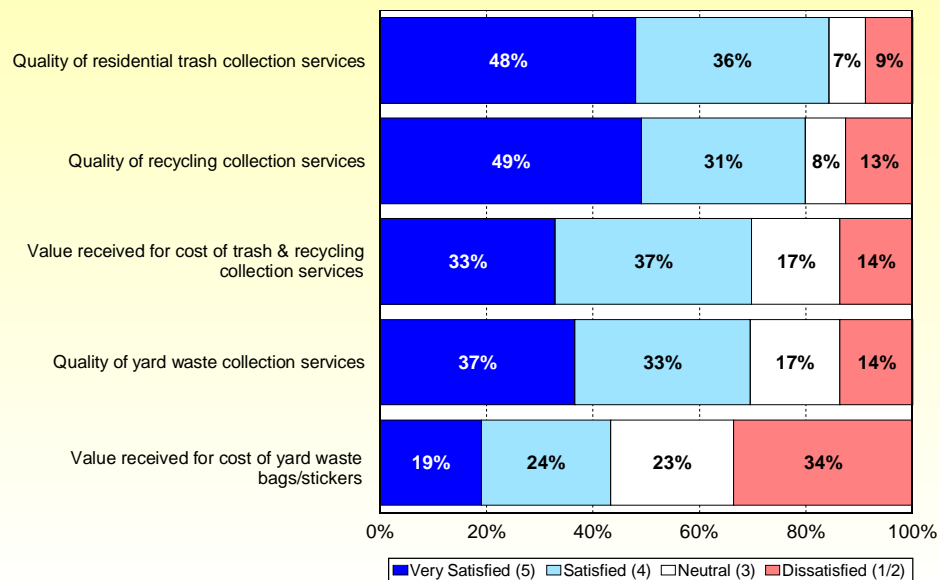
### Q8. Water Services That Should Receive the Most Emphasis Over the Next Two Years

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



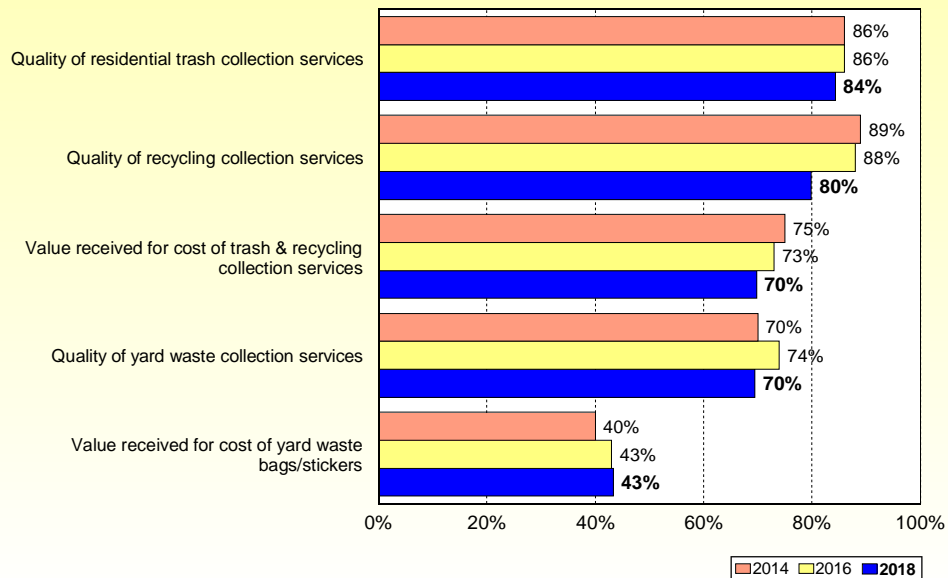
### Q9. Satisfaction with Various Aspects of Sanitation Services

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



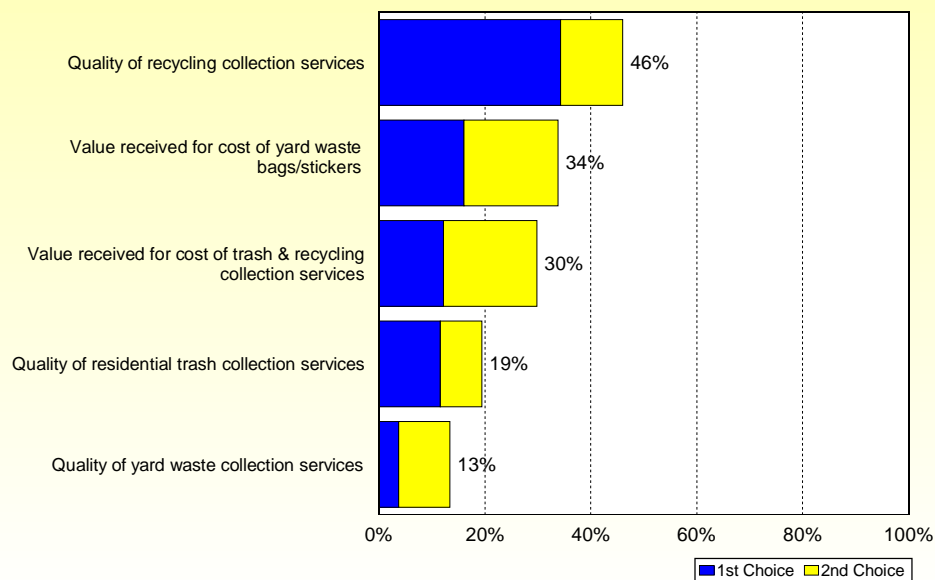
## TRENDS: Satisfaction with Various Aspects of Sanitation Services - 2014 vs. 2016 vs. 2018

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



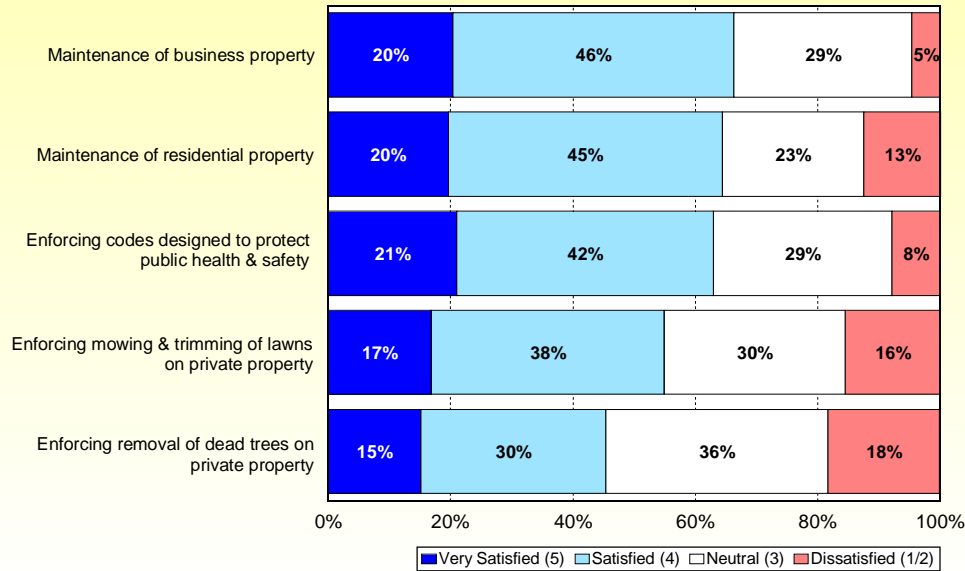
## Q10. Sanitation Services That Should Receive the Most Emphasis Over the Next Two Years

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



## Q11. Satisfaction with Various Aspects of Code Enforcement

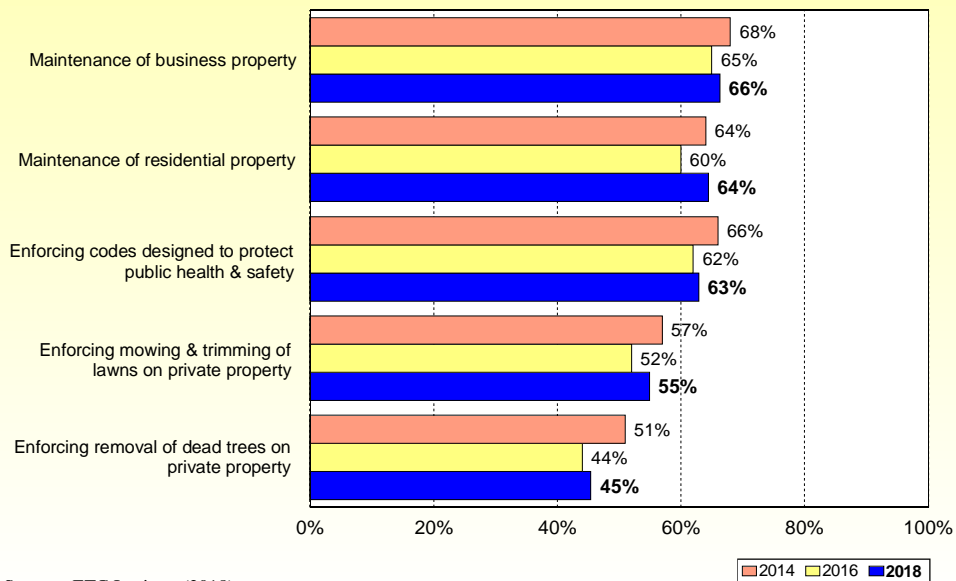
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

## TRENDS: Satisfaction with Various Aspects of Code Enforcement - 2014 vs. 2016 vs. 2018

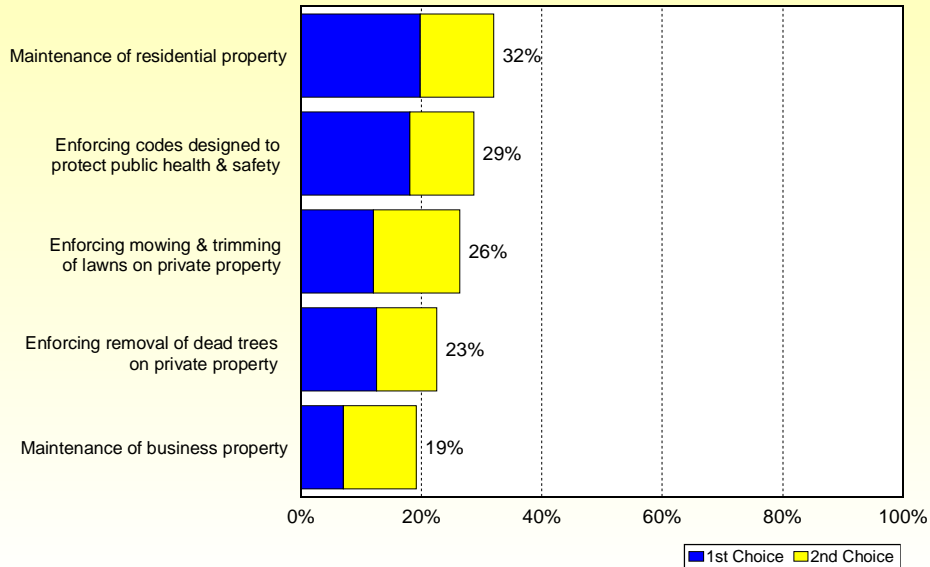
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

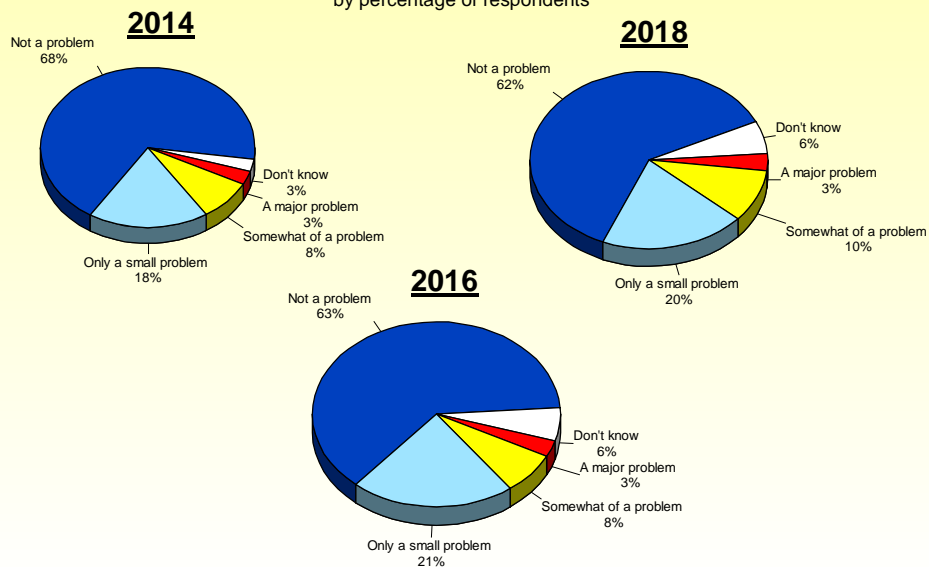
## Q12. Code Enforcement Items That Should Receive the Most Emphasis Over the Next Two Years

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



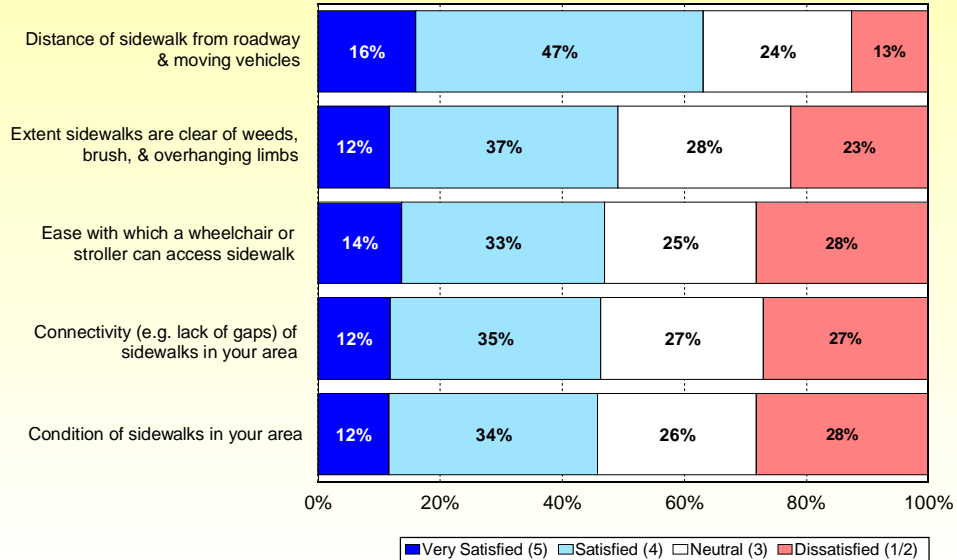
## Q13. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood?

by percentage of respondents



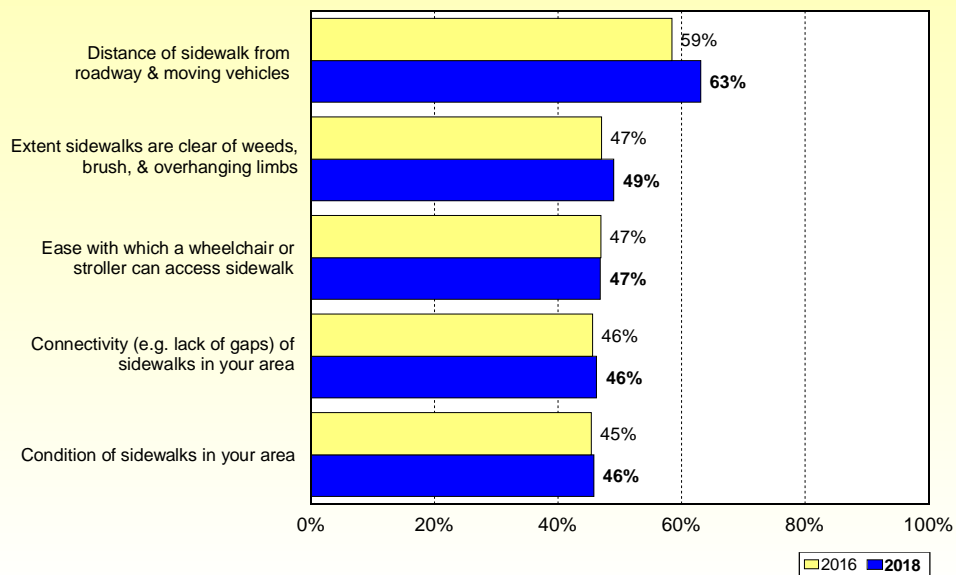
## Q14. Satisfaction with Various Aspects of Sidewalks

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



## TRENDS: Satisfaction with Various Aspects of Sidewalks - 2016 vs. 2018

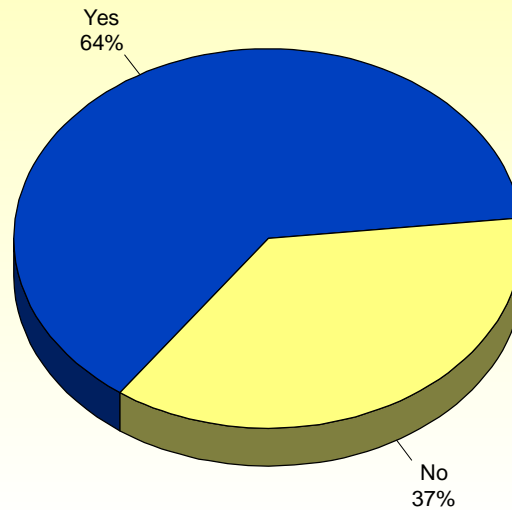
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)





**Q15. Do you think the City should "fill in the gaps" in the City's current sidewalk system for better public access and connectivity in front of homes, even where residents have indicated they do not want sidewalks?**

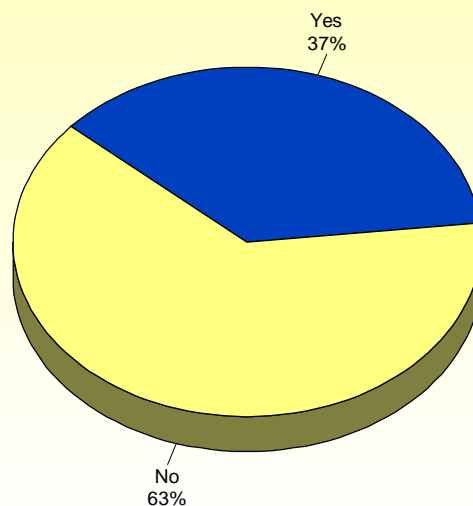
by percentage of respondents



Source: ETC Institute (2018)

**Q16. Do you think the City should "fill in the gaps" in the City's current sidewalk system for better public access and connectivity in front of homes, even when healthy mature public trees will need to be removed?**

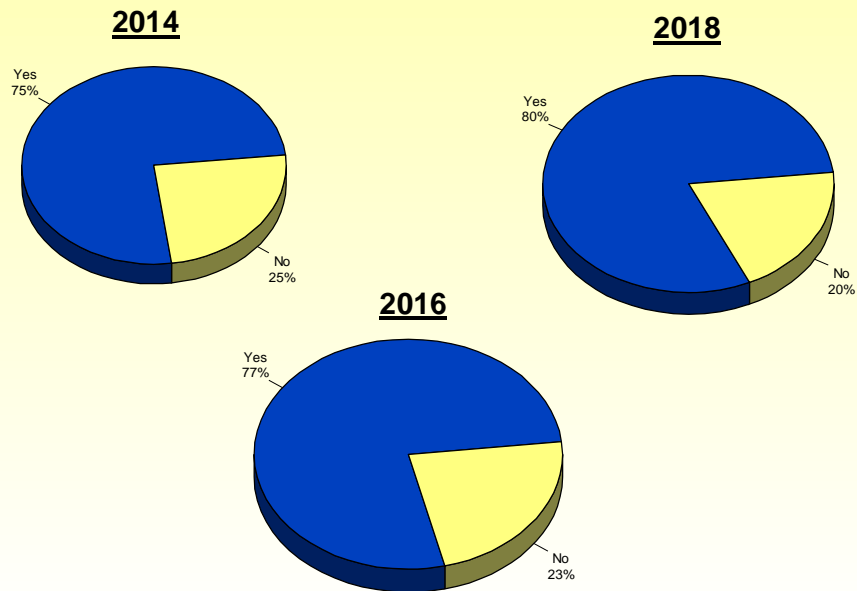
by percentage of respondents



Source: ETC Institute (2018)

## Q17. Are you a Kirkwood Electric Customer?

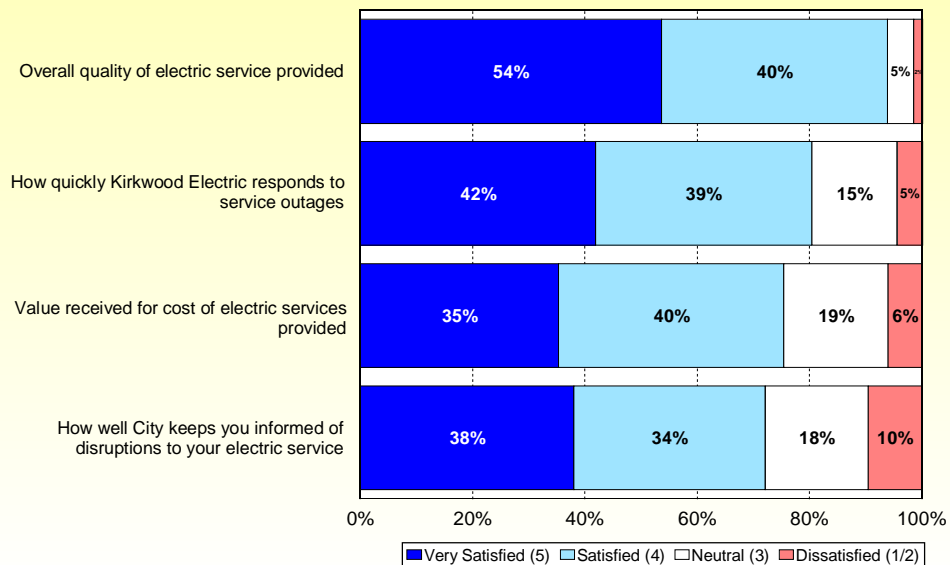
by percentage of respondents



Source: ETC Institute (2018)

## Q17a. Satisfaction with Various Aspects of Kirkwood Electric

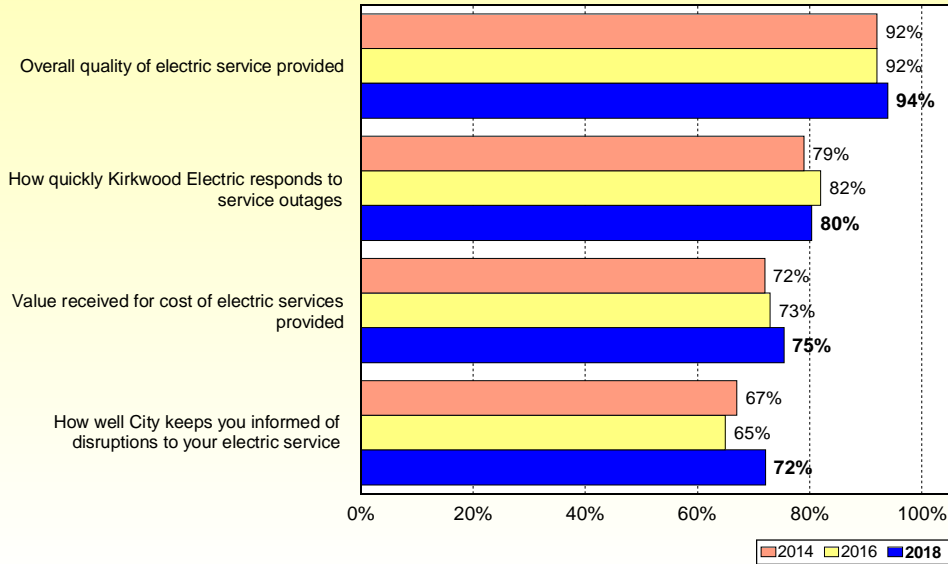
by percentage of respondents who are Kirkwood Electric Customers who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

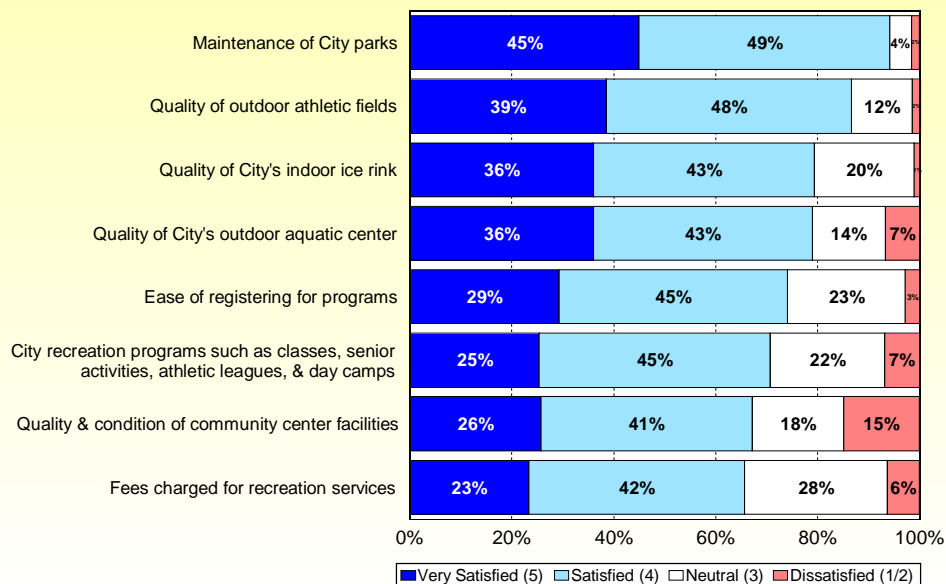
## TRENDS: Satisfaction with Various Aspects of Kirkwood Electric - 2014 vs. 2016 vs. 2018

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)



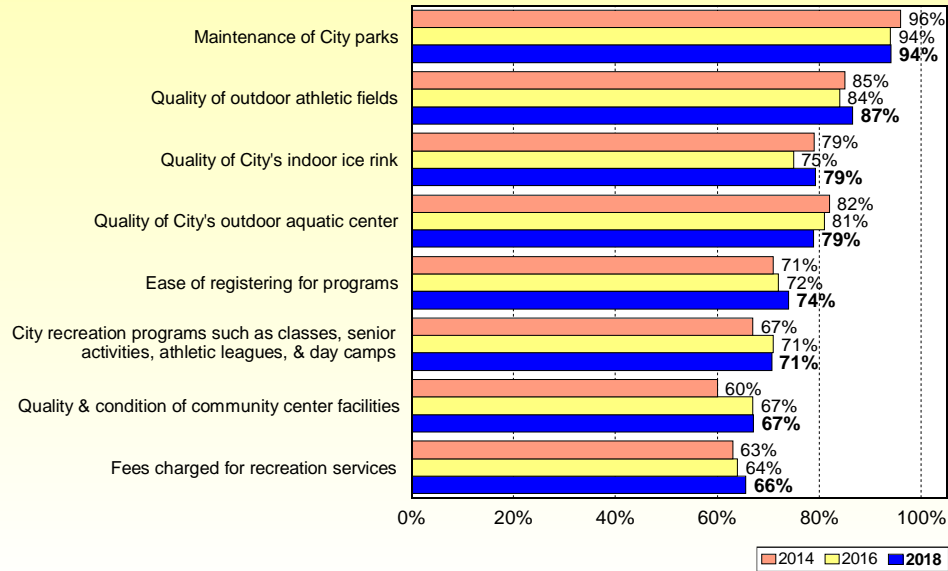
## Q18. Satisfaction with Various Aspects of Parks and Recreation

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



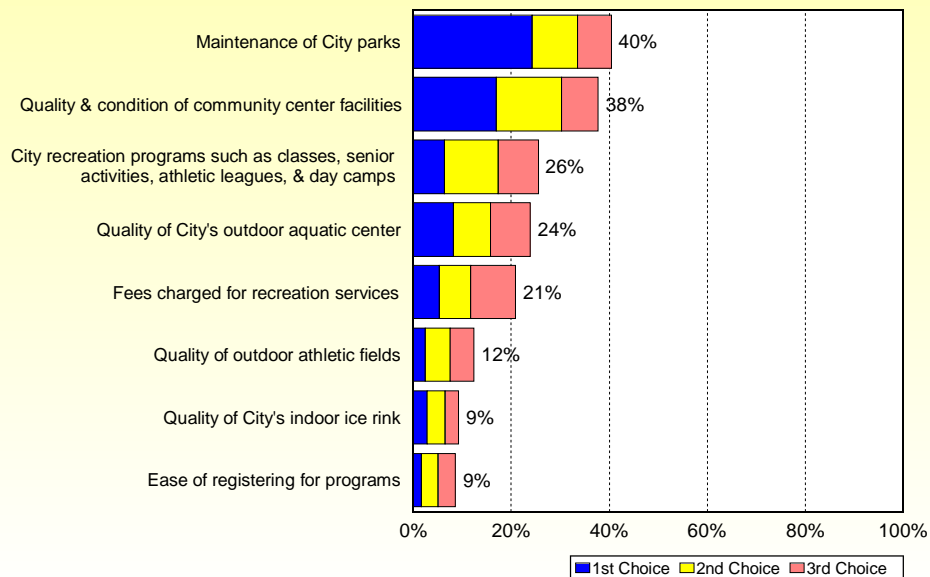
## TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2014 vs. 2016 vs. 2018

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



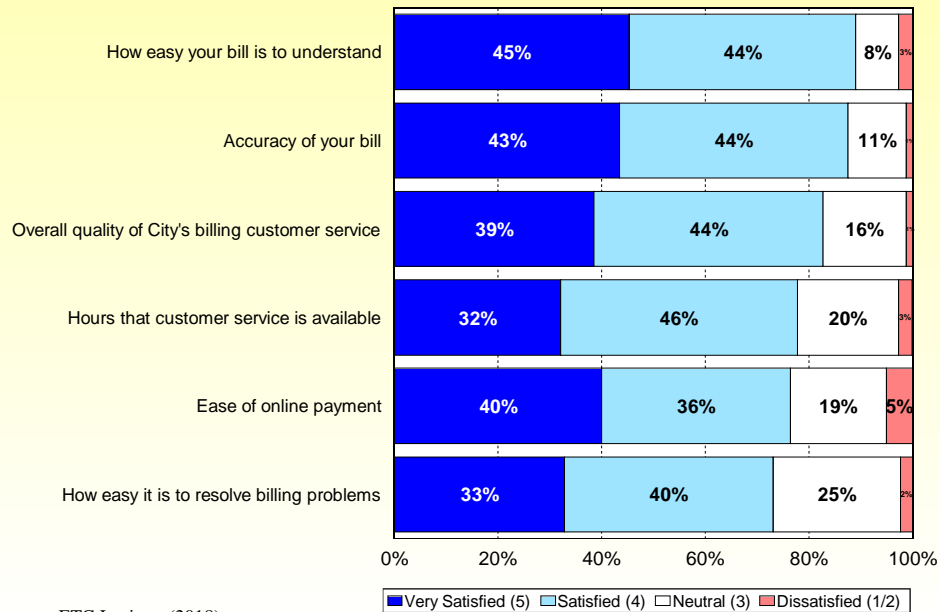
## Q19. Parks and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

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



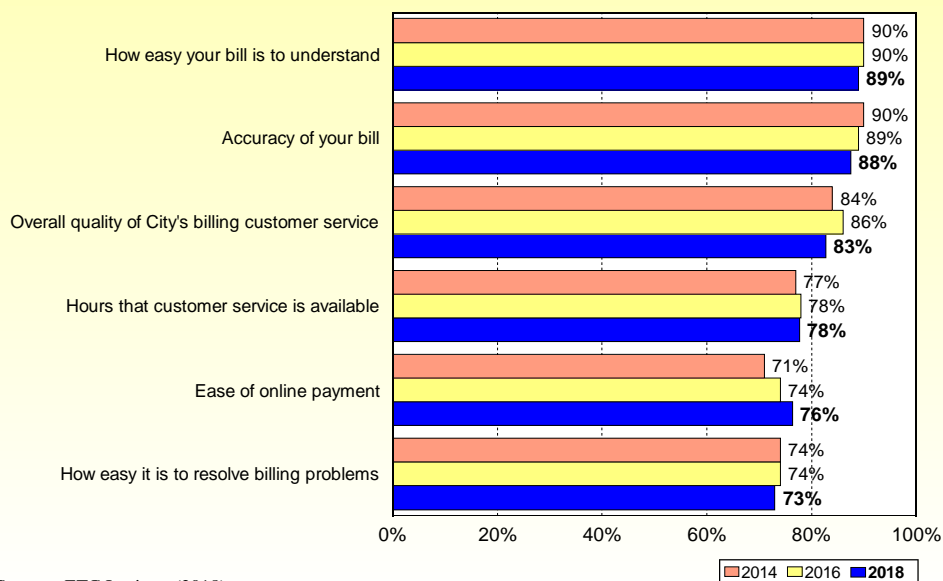
## Q20. Satisfaction with Various Aspects of Billing

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



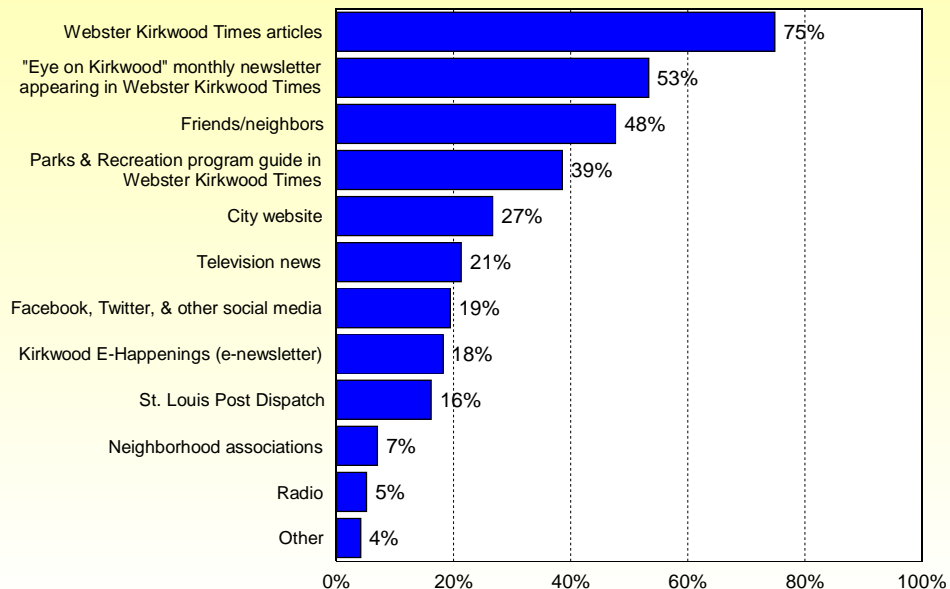
## TRENDS: Satisfaction with Various Aspects of Billing 2014 vs. 2016 vs. 2018

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



## Q21. What are your primary sources of information about City issues, services, & events?

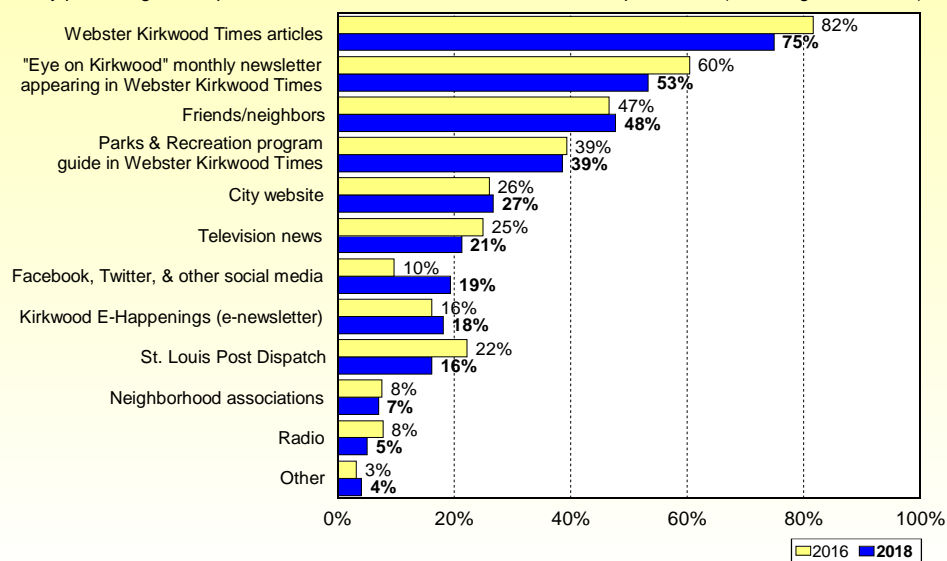
by percentage of respondents



Source: ETC Institute (2018)

## TRENDS: Primary sources Used for Information About City Issues, Services, & Events 2016 vs. 2018

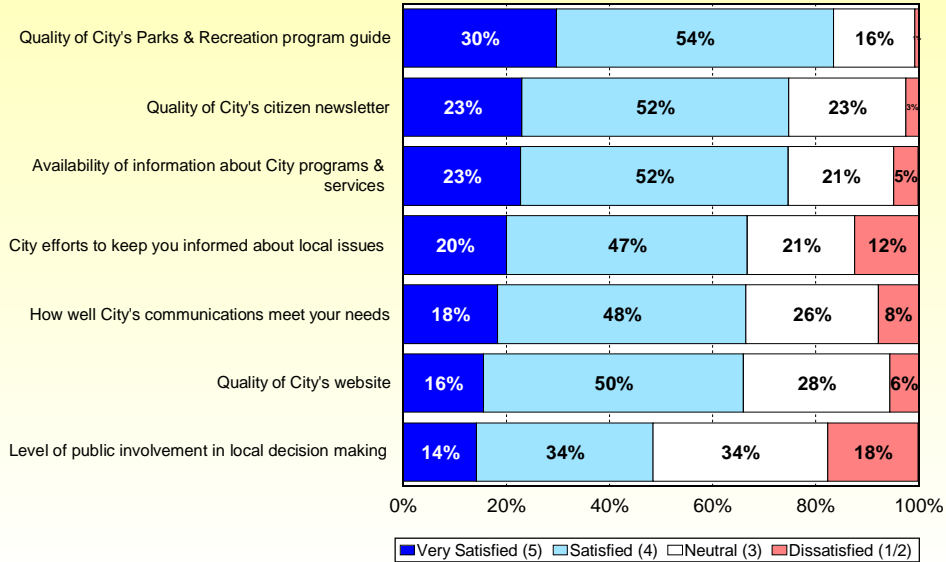
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

## Q22. Satisfaction with Various Aspects of Communication

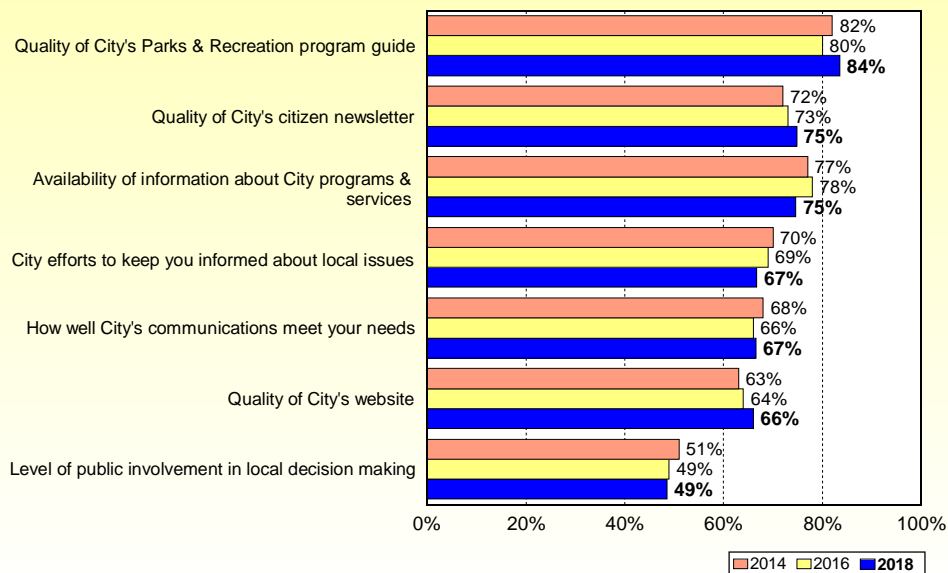
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

## TRENDS: Satisfaction with Various Aspects of Communication - 2014 vs. 2016 vs. 2018

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

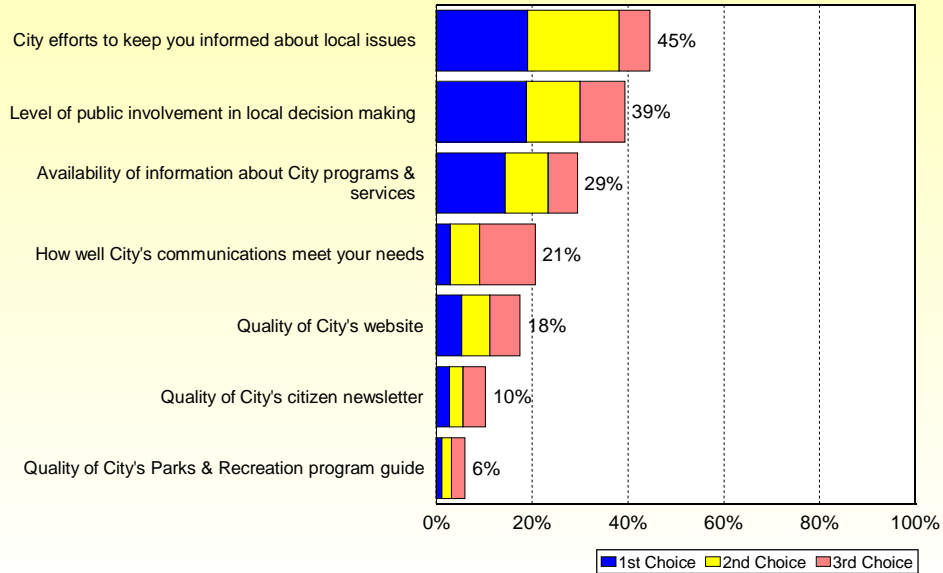


Source: ETC Institute (2018)



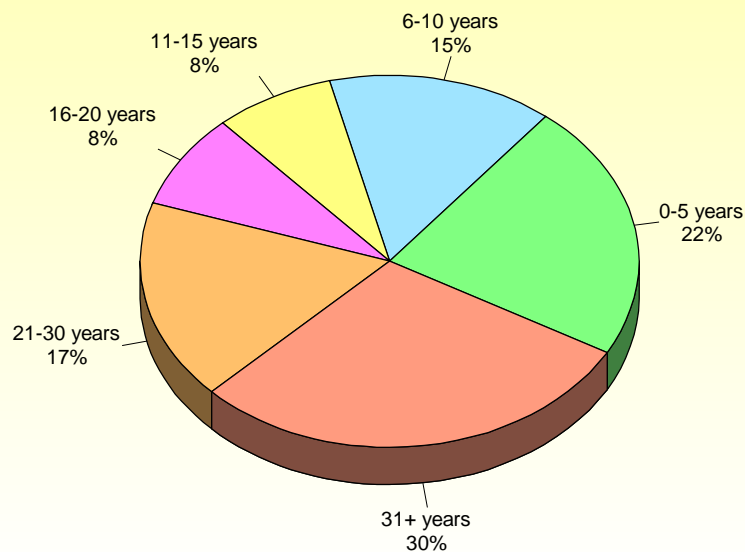
### Q23. Communication Items That Should Receive the Most Emphasis Over the Next Two Years

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



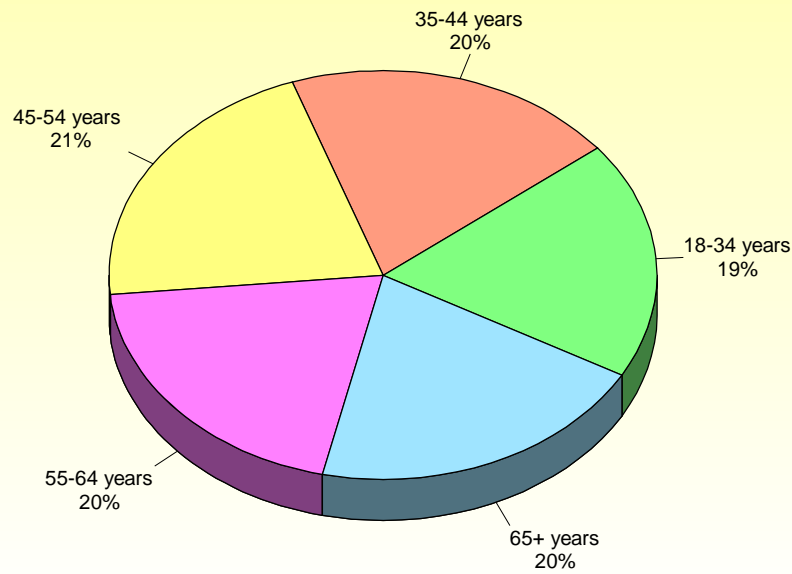
### Q24. Demographics: How many years have you lived in the City of Kirkwood?

by percentage of respondents



### Q25. Demographics: What is your age?

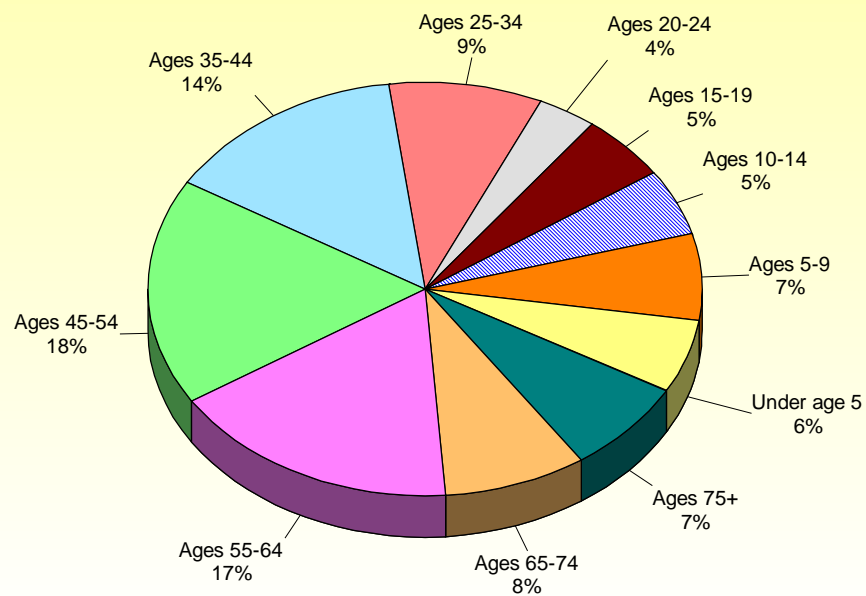
by percentage of respondents



Source: ETC Institute (2018)

### Q26. Demographics: Number of People in Household

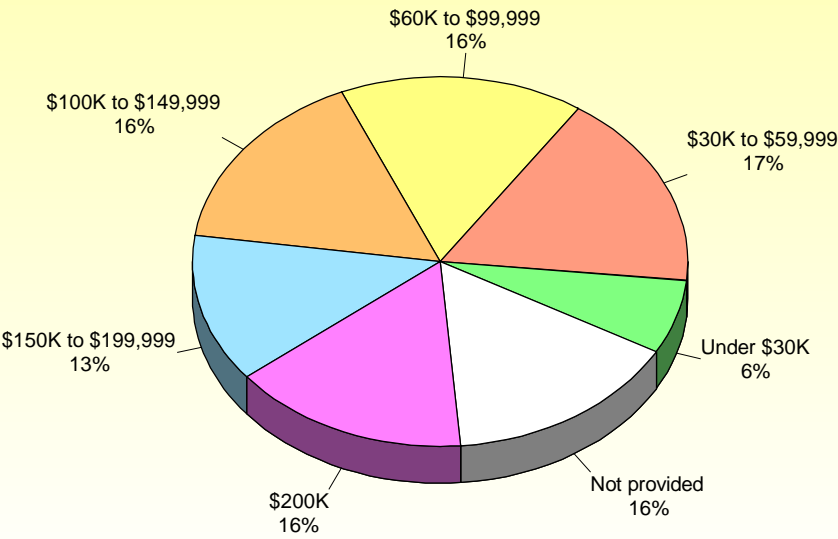
by percentage of household occupants



Source: ETC Institute (2018)

Q27. Demographics: Annual Household Income

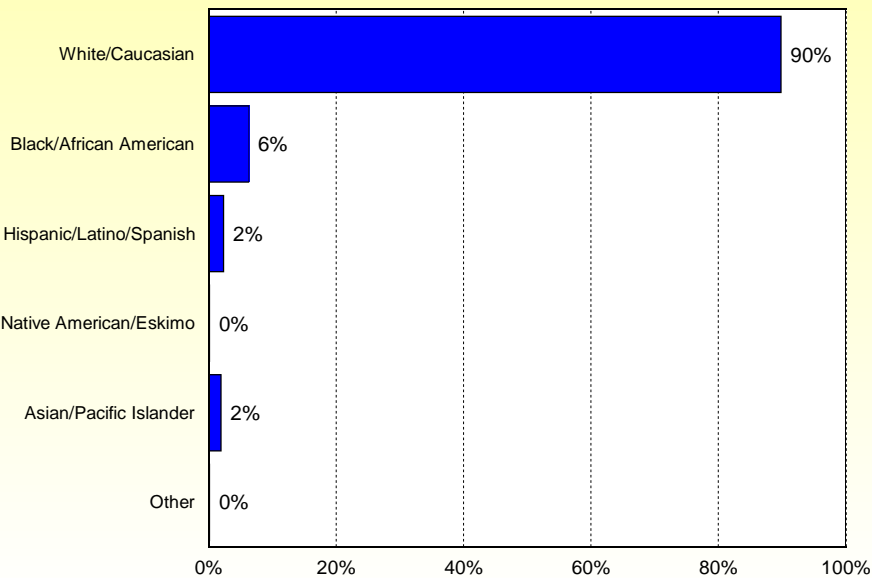
by percentage of respondents



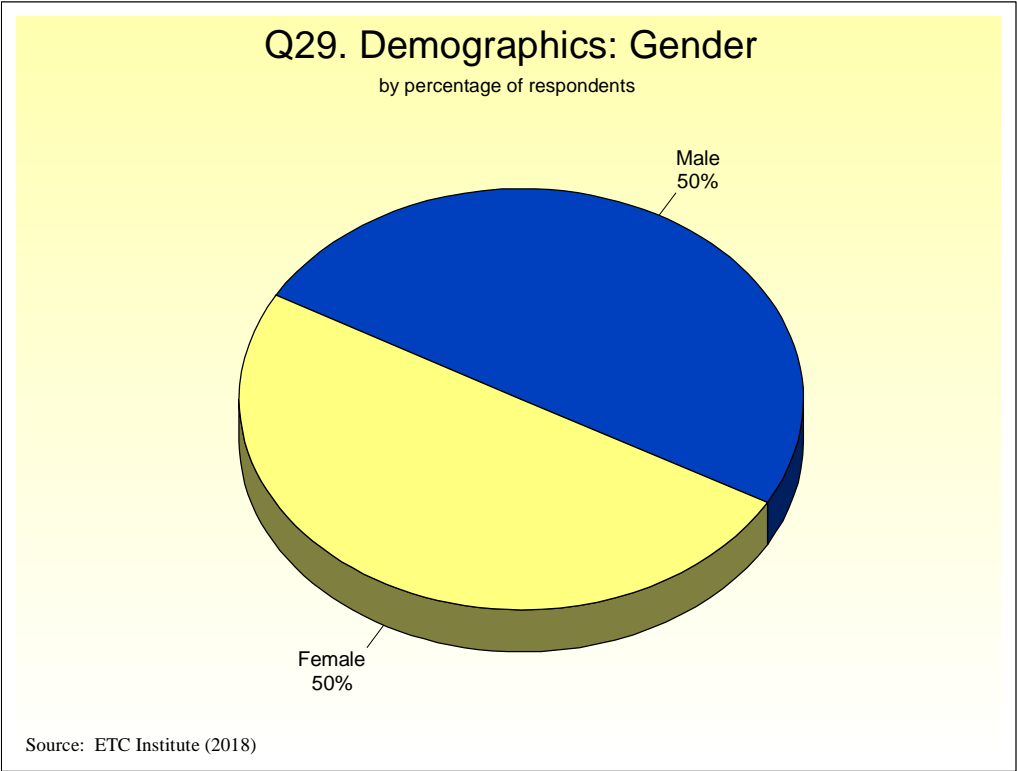
Source: ETC Institute (2018)

Q28. Demographics: Which of the following best describes your race/ethnicity?

by percentage of respondents



Source: ETC Institute (2018)



## **Section 2**

# **Benchmarking Analysis**

---



# Benchmarking Summary Report

## City of Kirkwood, Missouri

### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall of 2017 to a random sample of more than 4,000 residents across the United States, (2) a survey administered by ETC Institute in the fall of 2017 to over 350 residents living in Kansas and Missouri, and (3) from individual community surveys that were administered in 37 medium-sized cities (population of 20,000 to 60,000) between January 2015 and August 2017. The "Medium U.S. Average" shown in the performance range charts is the average rating of the 37 cities listed below:

- Auburn, CA
- Branson, MO
- Brooklyn, OH
- Camas, WA
- Cedar Hill, TX
- Chickasha, OK
- Clayton, MO
- Cleveland Heights, OH
- Fruita, CO
- Gladstone, MO
- Hallandale Beach, FL
- Hyattsville, MD
- Jackson, MO
- Johnston, IA
- Kennesaw, GA
- Kewanee, IL
- Manassas, VA
- Montrose, CO
- Mountain Brook, AL
- Newport, RI
- Oswego, IL
- Pflugerville, TX
- Pinecrest, FL
- Pinehurst, NC
- Pitkin County, CO
- Portland, TX
- Raymore, MO
- Rolla, MO
- Schertz, TX
- Smithfield, NC
- Vestavia Hills, AL
- Warrensburg, MO
- Washougal, WA
- Waxhaw, NC
- Weatherford, TX
- Wentzville, MO
- Winchester, VA



## Interpreting the Charts

**National Benchmarks.** The first set of charts on the following pages show how the overall ratings for Kirkwood compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents. The blue bar shows the ratings for Kirkwood, the red bar for the Kansas and Missouri Region, and the white bar for the United States.

**Performance Range Charts.** The second set of charts comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in mid-size communities that have participated in the DirectionFinder® Survey since January 2015. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Kirkwood compare to the medium community size national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Kirkwood rated above the mid-size national average. If the yellow dot is located to the left of the vertical dash, the City of Kirkwood rated below the mid-size community national average.

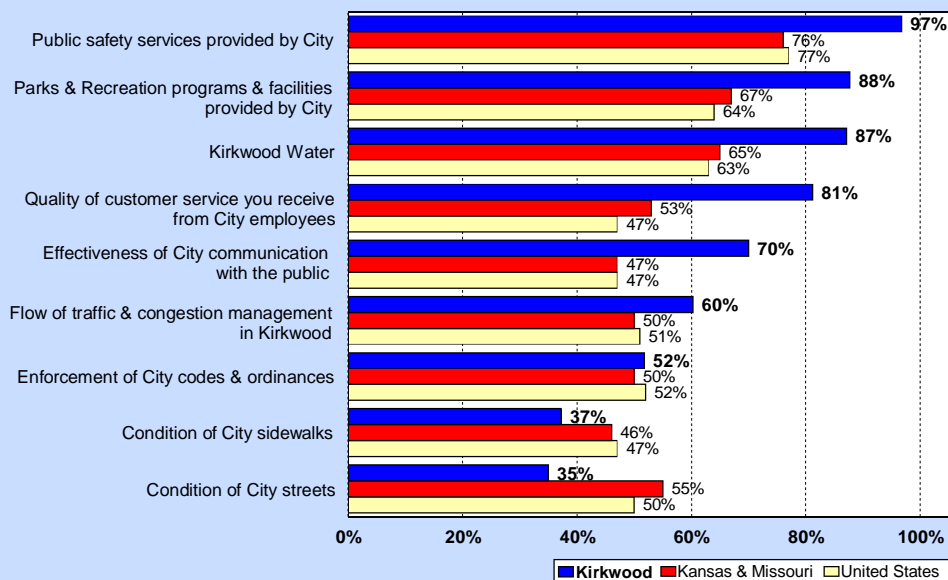


# National and Regional Benchmarks

**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.**

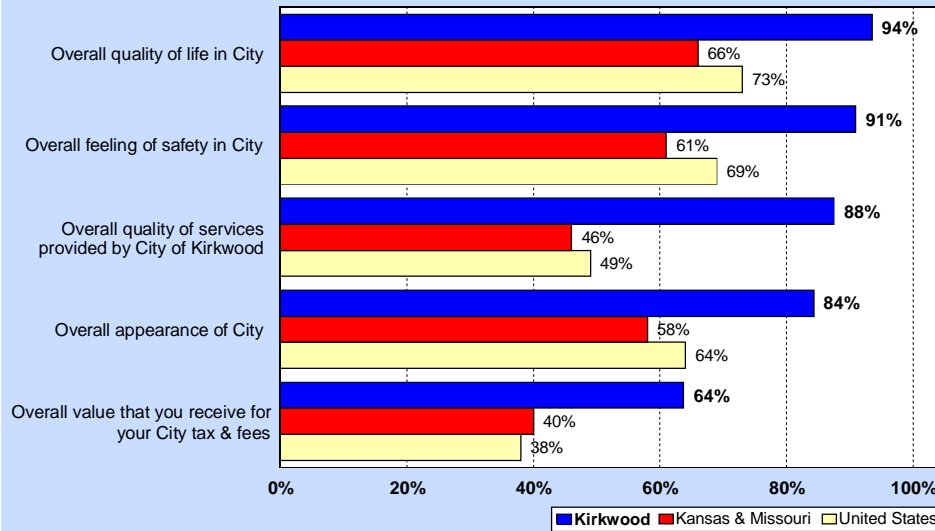
## Overall Satisfaction with Major Categories of City Services Kirkwood vs. Kansas & Missouri vs. the U.S.

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)



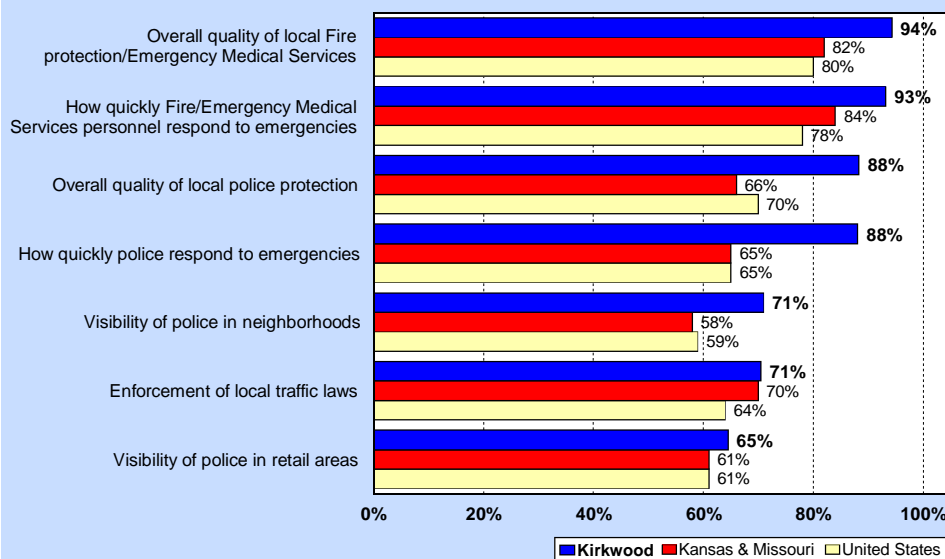
## Satisfaction with Items that Influence Perceptions of the Community Kirkwood vs. Kansas & Missouri vs. the U.S.

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)



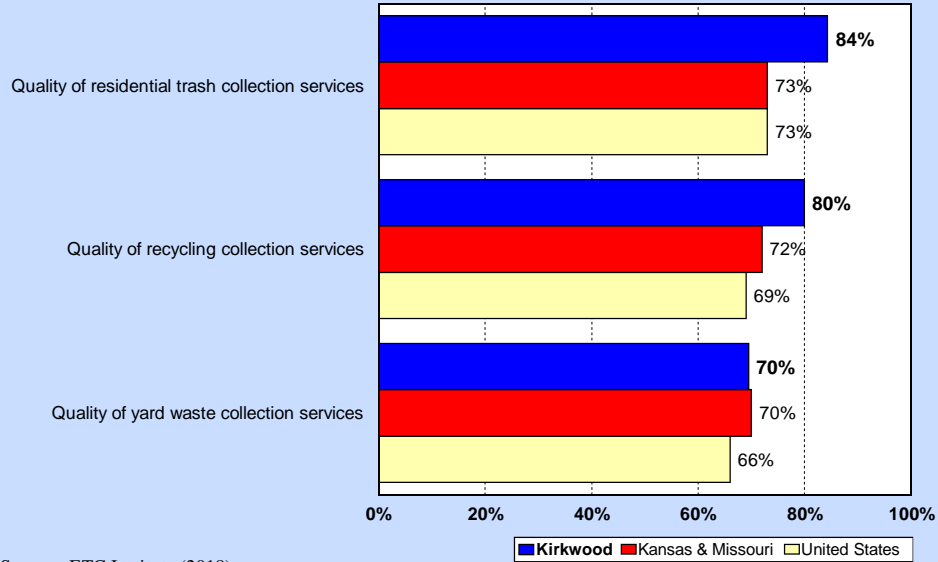
## Overall Satisfaction with Public Safety Kirkwood vs. Kansas & Missouri vs. the U.S.

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)



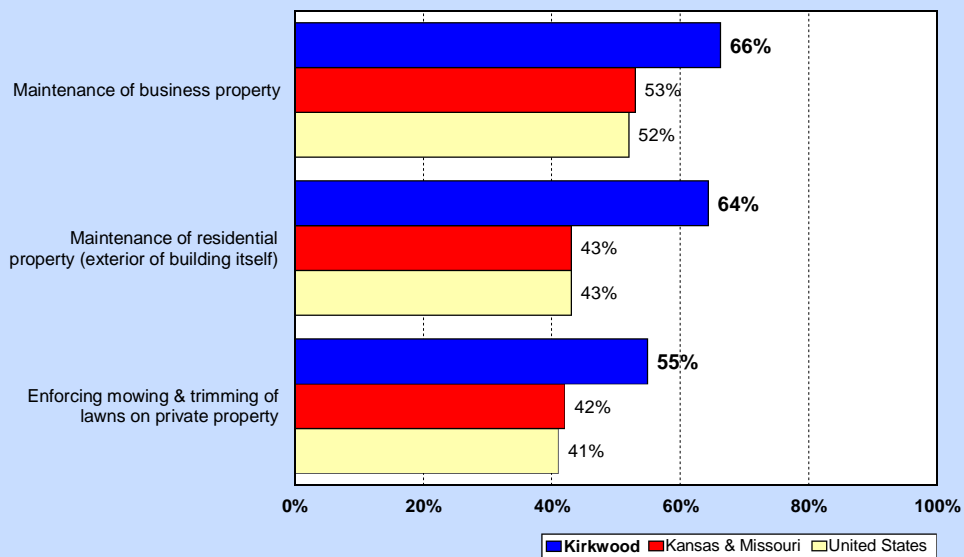
## Overall Satisfaction with Sanitation Services Kirkwood vs. Kansas & Missouri vs. the U.S.

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)



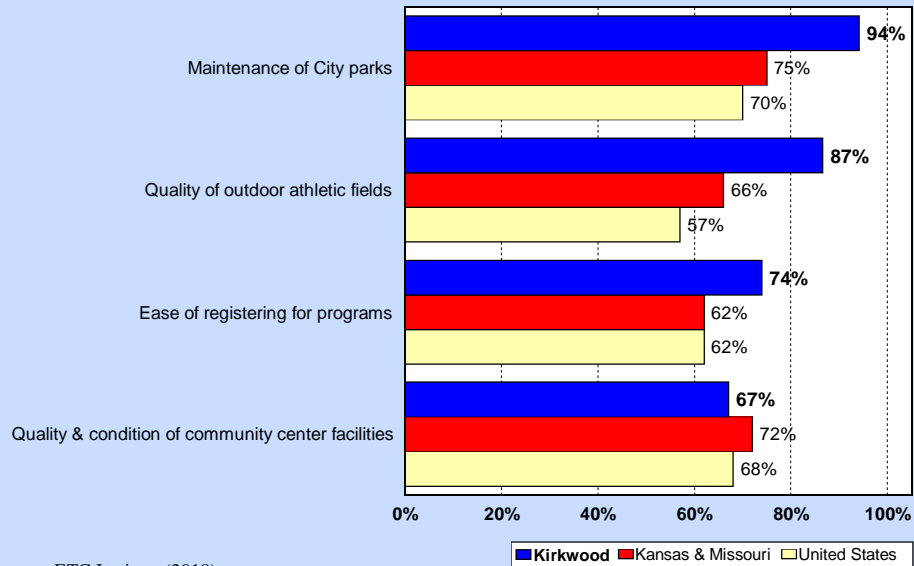
## Overall Satisfaction with Code Enforcement Kirkwood vs. Kansas & Missouri vs. the U.S.

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)



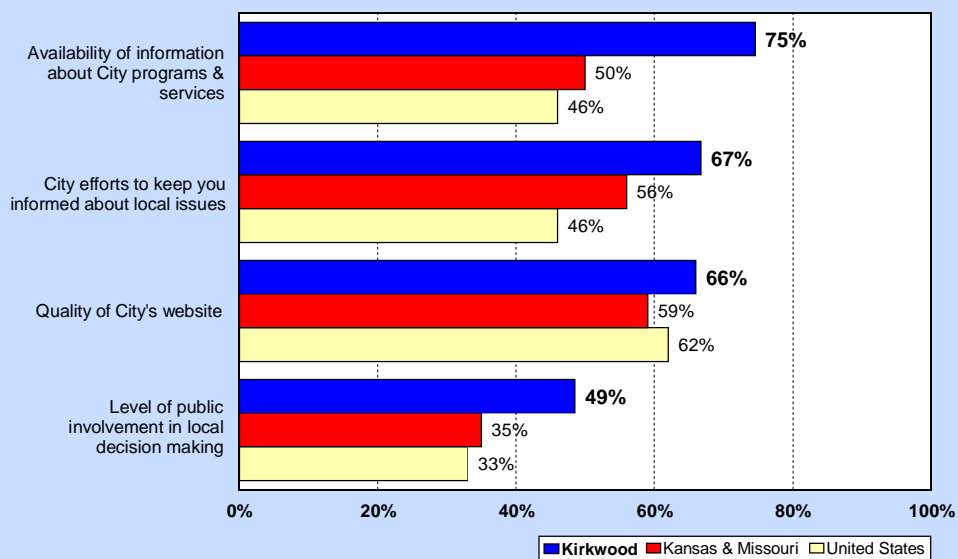
## Overall Satisfaction with Parks and Recreation Kirkwood vs. Kansas & Missouri vs. the U.S.

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)



## Overall Satisfaction with Communication 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)



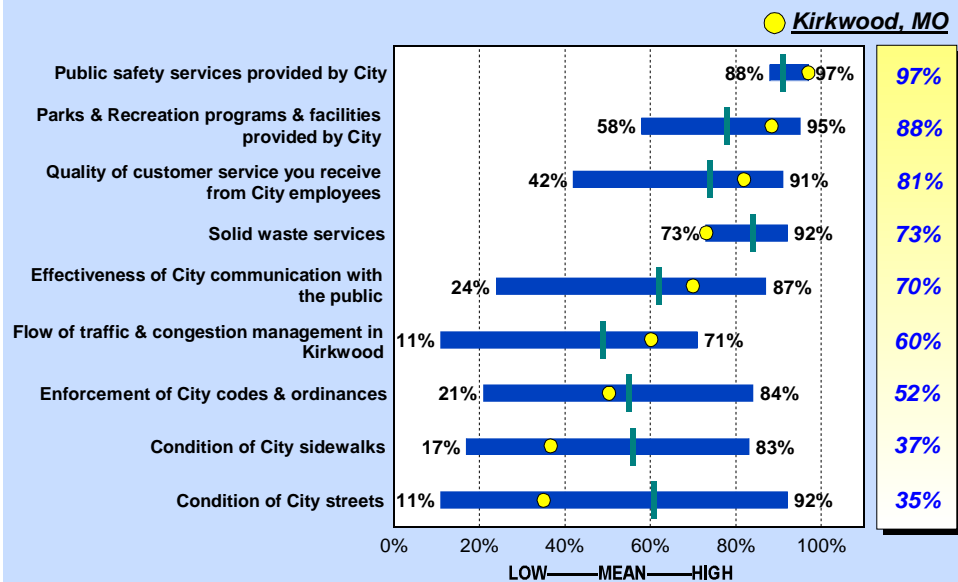
# Performance Ranges

Auburn, CA	Newport, RI
Branson, MO	Oswego, IL
Brooklyn, OH	Pflugerville, TX
Camas, WA	Pinecrest, FL
Cedar Hill, TX	Pinehurst, NC
Chickasha, OK	Pitken County, CO
Clayton, MO	Portland, TX
Cleveland Heights, OH	Raymore, MO
Fruita, CO	Rolla, MO
Gladstone, MO	Schertz, TX
Hallandale Beach, FL	Smithfield, NC
Hyattsville, MD	Vestavia Hills, AL
Jackson, MO	Warrensburg, MO
Johnston, IA	Washougal, WA
Kennesaw, GA	Waxhaw, NC
Kewanee, IL	Weatherford, TX
Manassas, VA	Wentzville, MO
Montrose, CO	Winchester, VA

Source: ETC Institute (2018)

## Overall Satisfaction With Major Categories of City Services

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

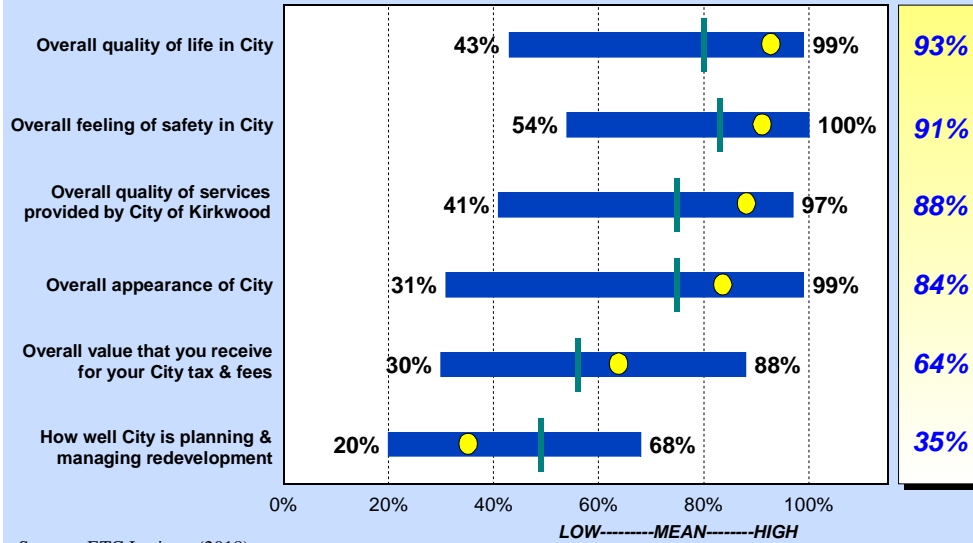


Source: ETC Institute (2018)

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

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

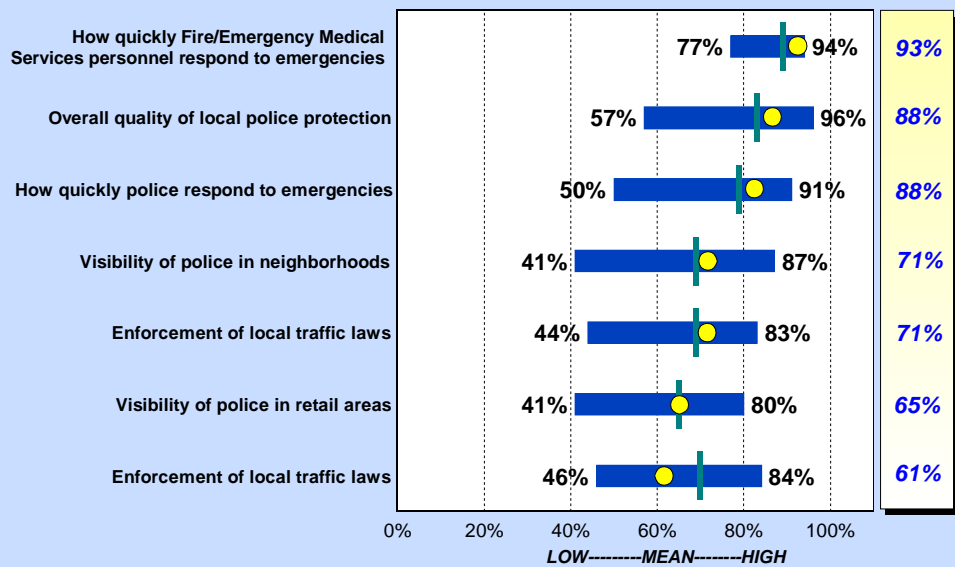
● **Kirkwood, MO**



## Overall Satisfaction with Public Safety

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

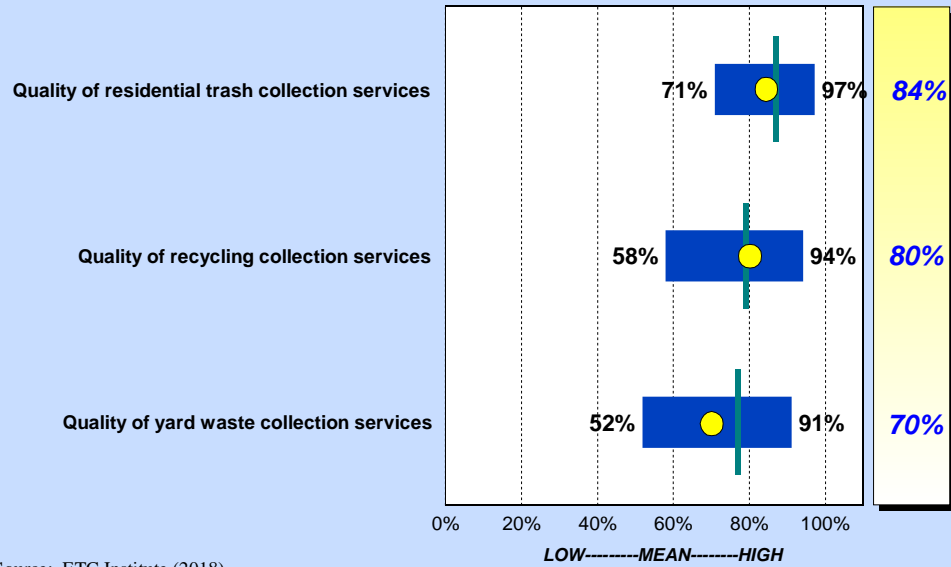
● **Kirkwood, MO**



## Overall Satisfaction with Sanitation Services

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

● **Kirkwood, MO**

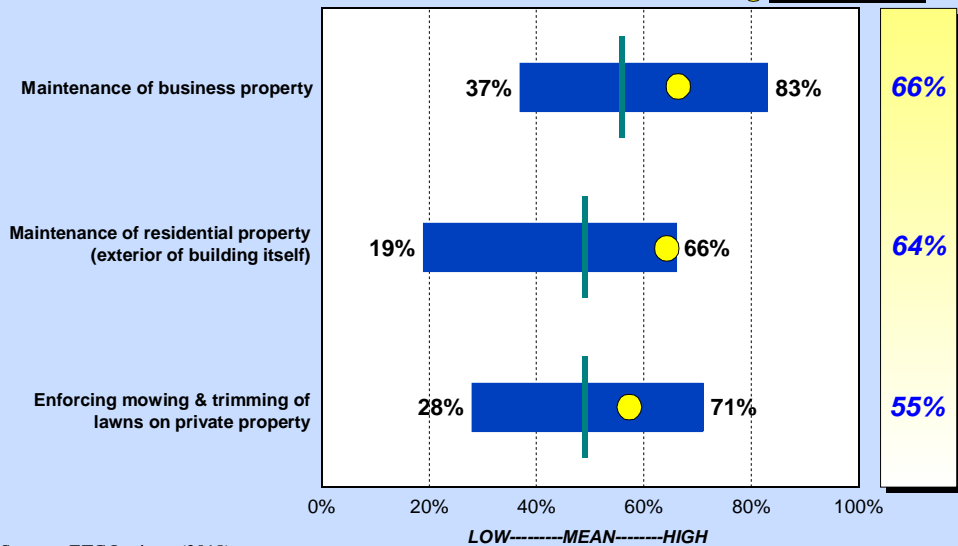


Source: ETC Institute (2018)

## Satisfaction with Code Enforcement and Neighborhood Services

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

● **Kirkwood, MO**

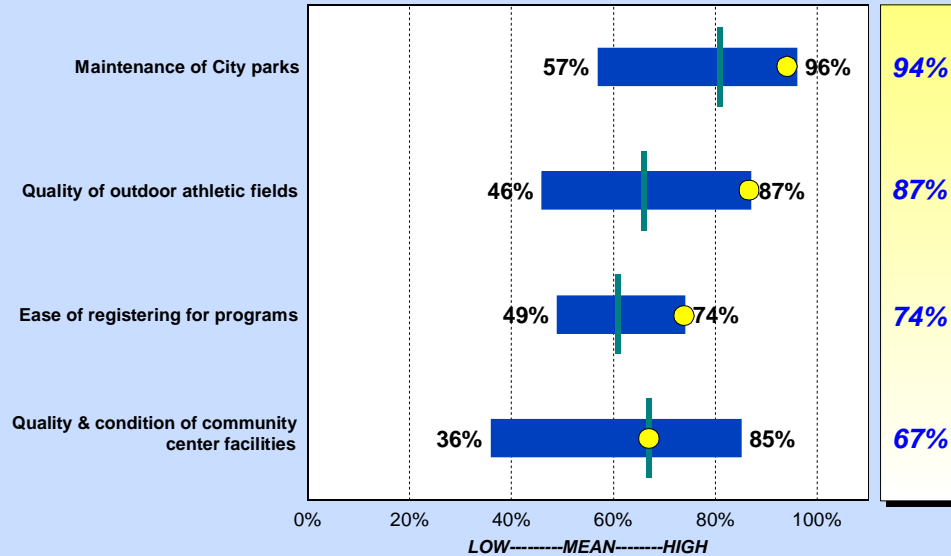


Source: ETC Institute (2018)

## Overall Satisfaction with Parks and Recreation

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

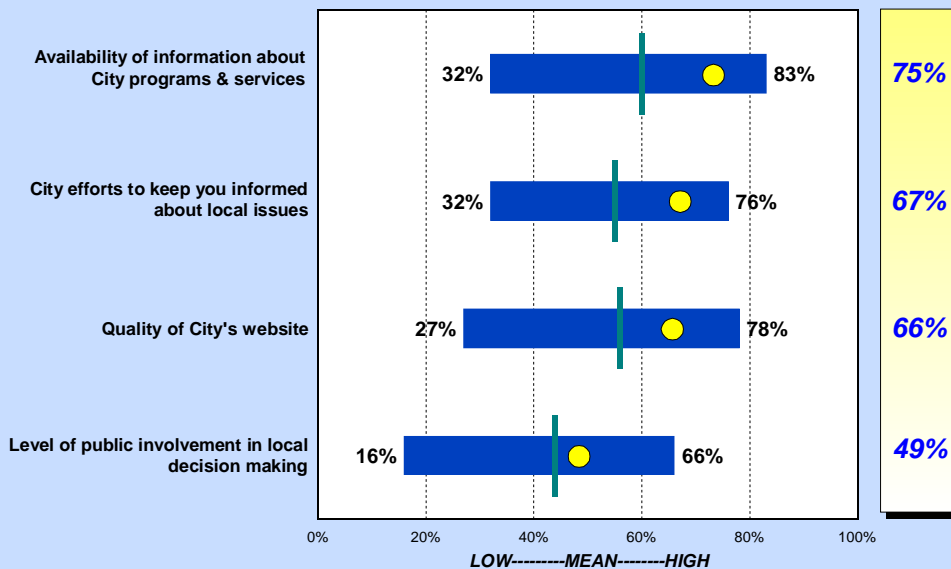
● **Kirkwood, MO**



## Overall Satisfaction with Communication Services

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

● **Kirkwood, MO**





## **Section 3**

# ***Importance-Satisfaction Analysis***

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# Importance-Satisfaction Analysis

## City of 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 public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

### Overview

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation:** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Sixty-five percent (65%) of respondents selected *condition of City streets* as one of the most important services for the City to provide.

With regard to satisfaction, 35% of respondents surveyed rated the City's overall performance in the *condition of City streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *condition of City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 65% was multiplied by 65% (1-0.35). This calculation yielded an I-S rating of 0.4245 which ranked first out of 11 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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the City of Kirkwood are provided on the following pages.

## 2018 Importance-Satisfaction Rating

### Kirkwood, MO

#### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Condition of City streets	65%	1	35%	11	0.4245	1
Condition of City sidewalks	40%	2	37%	10	0.2518	2
<b><u>High Priority (IS .10-.20)</u></b>						
Flow of traffic & congestion management in Kirkwood	34%	4	60%	8	0.1334	3
Enforcement of City codes & ordinances	23%	5	52%	9	0.1123	4
Solid waste services (e.g. trash, recycling)	40%	3	73%	6	0.1093	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Effectiveness of City communication with the public	13%	8	70%	7	0.0375	6
Parks & Recreation programs & facilities provided by City	16%	7	88%	2	0.0191	7
Kirkwood Electric service	6%	9	87%	3	0.0081	8
Kirkwood Water	6%	10	87%	4	0.0075	9
Public safety services provided by City (e.g. police, fire, & emergency medical services)	19%	6	97%	1	0.0060	10
Quality of customer service you receive from City employees	3%	11	81%	5	0.0051	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 be the City's top priorities.

**Satisfaction %:**

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

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## 2018 Importance-Satisfaction Rating

### Kirkwood, MO

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Visibility of police in neighborhoods	45%	1	71%	6	0.1314	1
Visibility of police in retail areas	34%	2	65%	8	0.1196	2
<b>Medium Priority (IS &lt;.10)</b>						
Enforcement of local traffic laws	26%	4	71%	7	0.0776	3
Overall quality of City's Municipal Court	8%	7	61%	9	0.0330	4
Overall attitude & behavior of Police Department personnel toward citizens	21%	5	87%	5	0.0264	5
Overall quality of local police protection	22%	6	88%	3	0.0255	6
How quickly police respond to emergencies	16%	3	88%	4	0.0195	7
How quickly Fire/Emergency Medical Services personnel respond to emergencies	15%	8	93%	2	0.0101	8
Overall quality of local Fire protection/Emergency Medical Services	14%	9	94%	1	0.0082	9

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

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## 2018 Importance-Satisfaction Rating

### Kirkwood, MO

### Water Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
What you are charged for water	34%	2	62%	5	0.1282	1
<b>Medium Priority (IS &lt;.10)</b>						
How well City keeps you informed about disruptions to your water service	23%	4	70%	4	0.0694	2
Water pressure on a typical day	24%	3	81%	3	0.0467	3
Overall quality of your tap water	40%	1	90%	1	0.0388	4
Overall quality of your water service	19%	5	83%	2	0.0320	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 be the City's top priorities.

**Satisfaction %:**

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

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## 2018 Importance-Satisfaction Rating

### Kirkwood, MO

### Sanitation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Value received for cost of yard waste bags/stickers	34%	2	43%	5	0.1916	1
<b>Medium Priority (IS &lt;.10)</b>						
Quality of recycling collection services	46%	1	80%	2	0.0925	2
Value received for cost of trash & recycling collection services	30%	3	70%	3	0.0900	3
Quality of yard waste collection services	13%	5	70%	4	0.0409	4
Quality of residential trash collection services	19%	4	84%	1	0.0305	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 be the City's top priorities.

**Satisfaction %:**

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

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## 2018 Importance-Satisfaction Rating

### Kirkwood, MO

### Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Enforcing removal of dead trees on private property	23%	4	45%	5	0.1229	1
Enforcing mowing & trimming of lawns on private property	26%	3	55%	4	0.1191	2
Maintenance of residential property (exterior of building itself)	32%	1	64%	2	0.1139	3
Enforcing codes designed to protect public health & safety	29%	2	63%	3	0.1065	4
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of business property	19%	5	66%	1	0.0644	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 be the City's top priorities.

**Satisfaction %:**

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

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## 2018 Importance-Satisfaction Rating

### Kirkwood, MO

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Quality & condition of community center facilities	38%	2	67%	7	0.1240	1
<b>Medium Priority (IS &lt;.10)</b>						
City recreation programs such as classes, senior activities, athletic leagues, & day camps	26%	3	71%	6	0.0747	2
Fees charged for recreation services	21%	5	66%	8	0.0719	3
Quality of City's outdoor aquatic center	24%	4	79%	4	0.0504	4
Maintenance of City parks	40%	1	94%	1	0.0238	5
Ease of registering for programs	9%	8	74%	5	0.0224	6
Quality of City's indoor ice rink	9%	7	79%	3	0.0193	7
Quality of outdoor athletic fields	12%	6	87%	2	0.0166	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 be the City's top priorities.

**Satisfaction %:**

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

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## 2018 Importance-Satisfaction Rating

### Kirkwood, MO

### Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Level of public involvement in local decision making	39%	2	49%	7	0.2024	1
<b><u>High Priority (IS .10-.20)</u></b>						
City efforts to keep you informed about local issues	45%	1	67%	4	0.1485	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Availability of information about City programs & services	29%	3	75%	3	0.0747	3
How well City's communications meet your needs	21%	4	67%	5	0.0690	4
Quality of City's website	18%	5	66%	6	0.0595	5
Quality of City's citizen newsletter, "Eye on Kirkwood" (appearing monthly in Webster Kirkwood Times)	10%	6	75%	2	0.0257	6
Quality of City's Parks & Recreation program guide	6%	7	84%	1	0.0099	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 be the City's top priorities.

**Satisfaction %:**

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

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## Importance-Satisfaction Matrix Analysis

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

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

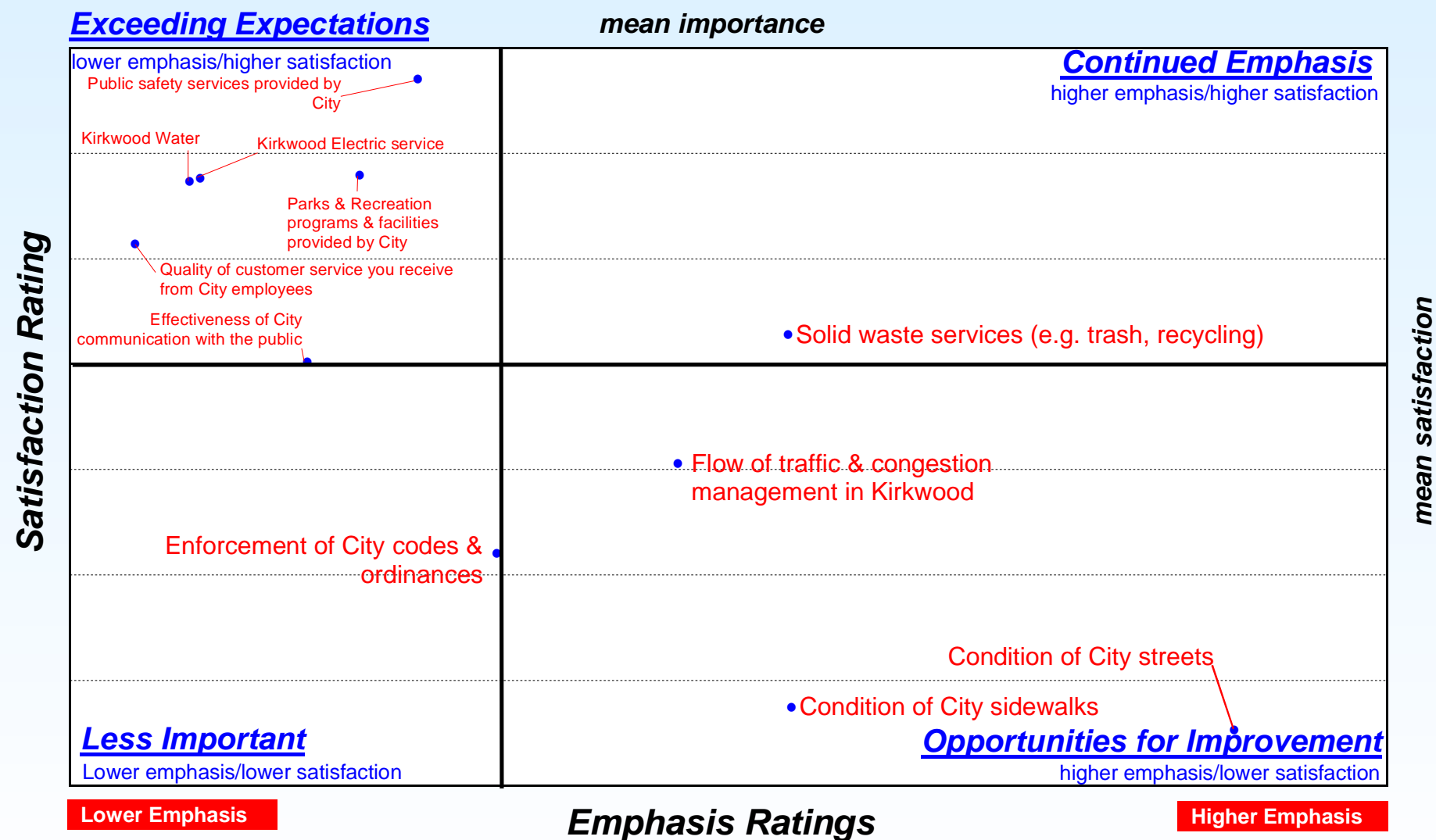
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

# City of Kirkwood 2018 Community Survey Importance-Satisfaction Assessment Matrix

## **-Major Categories of City Services-**

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

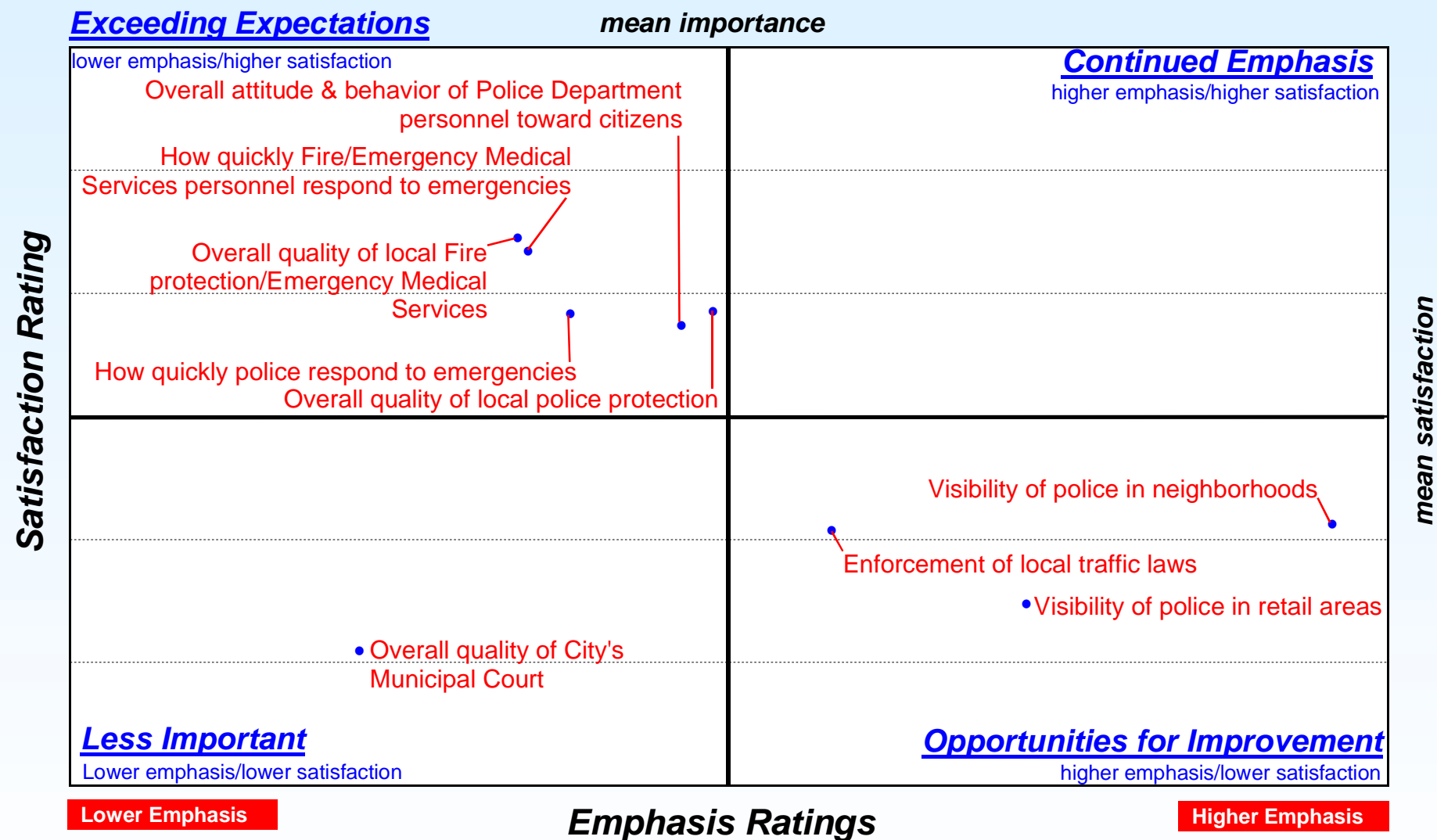


Source: ETC Institute (2018)

# City of Kirkwood 2018 Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

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

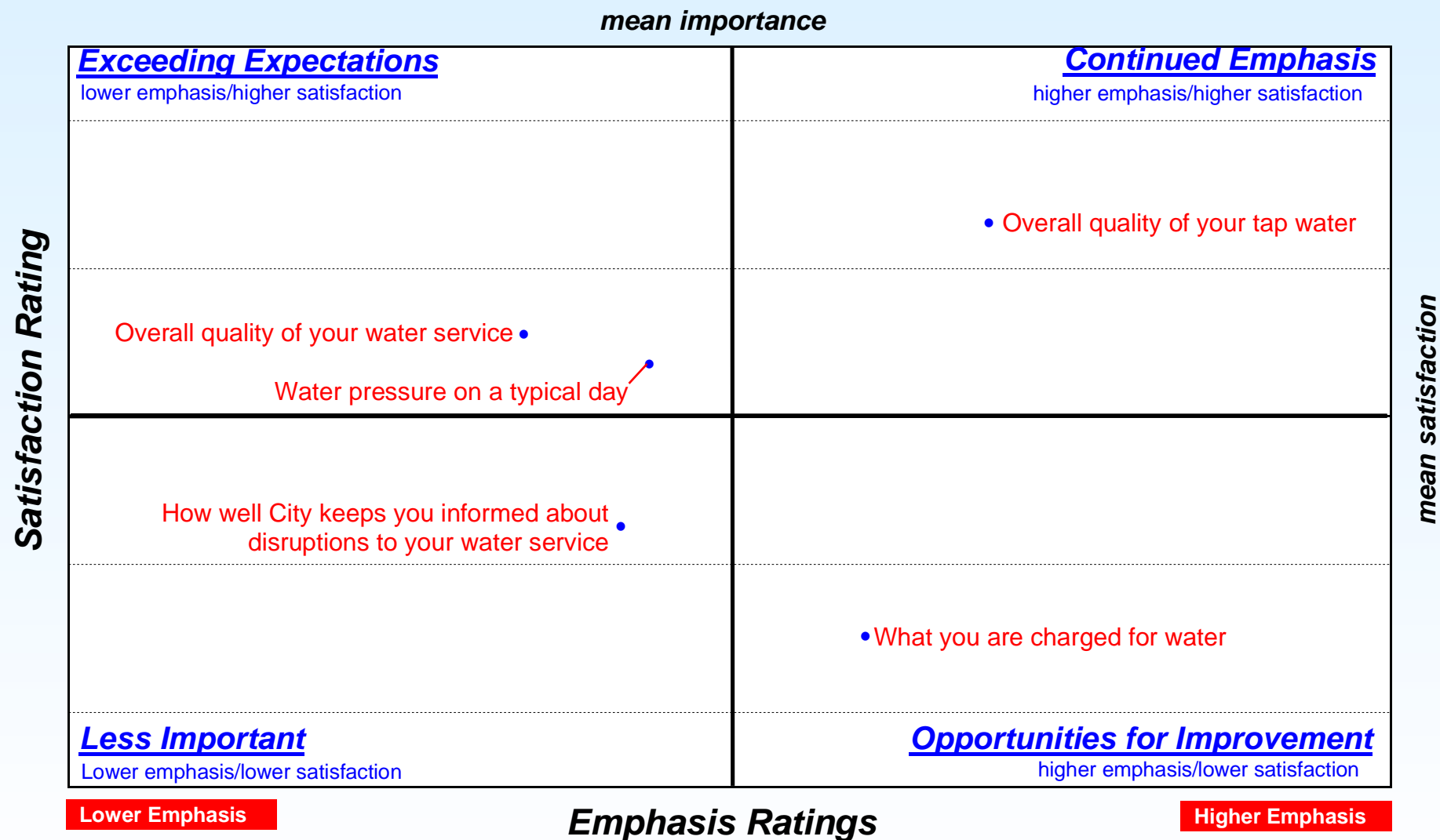


Source: ETC Institute (2018)

# City of Kirkwood 2018 Community Survey Importance-Satisfaction Assessment Matrix

## **-Water Services-**

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

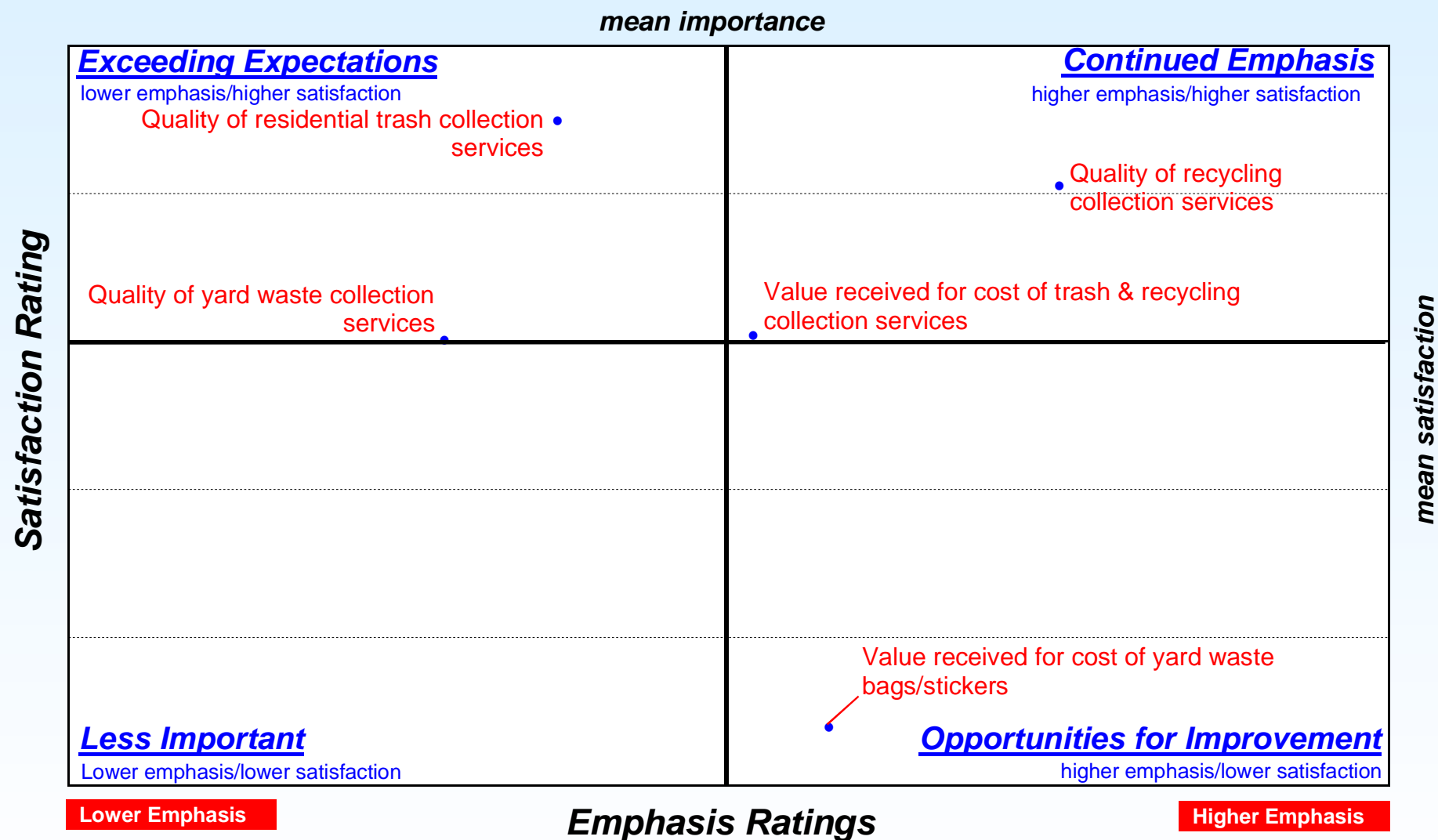


Source: ETC Institute (2018)

# City of Kirkwood 2018 Community Survey Importance-Satisfaction Assessment Matrix

## -Sanitation Services-

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

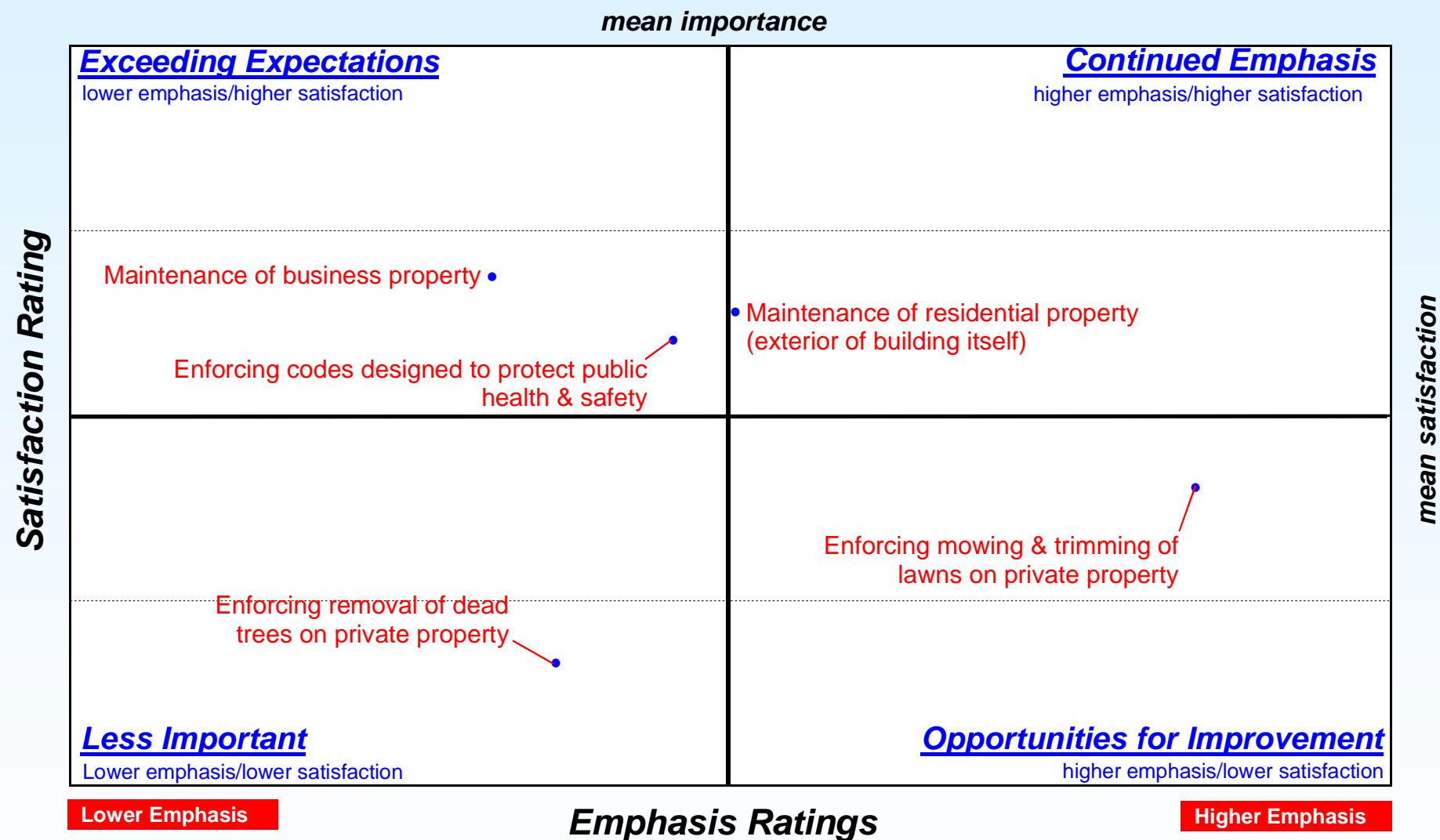


Source: ETC Institute (2018)

# City of Kirkwood 2018 Community Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

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



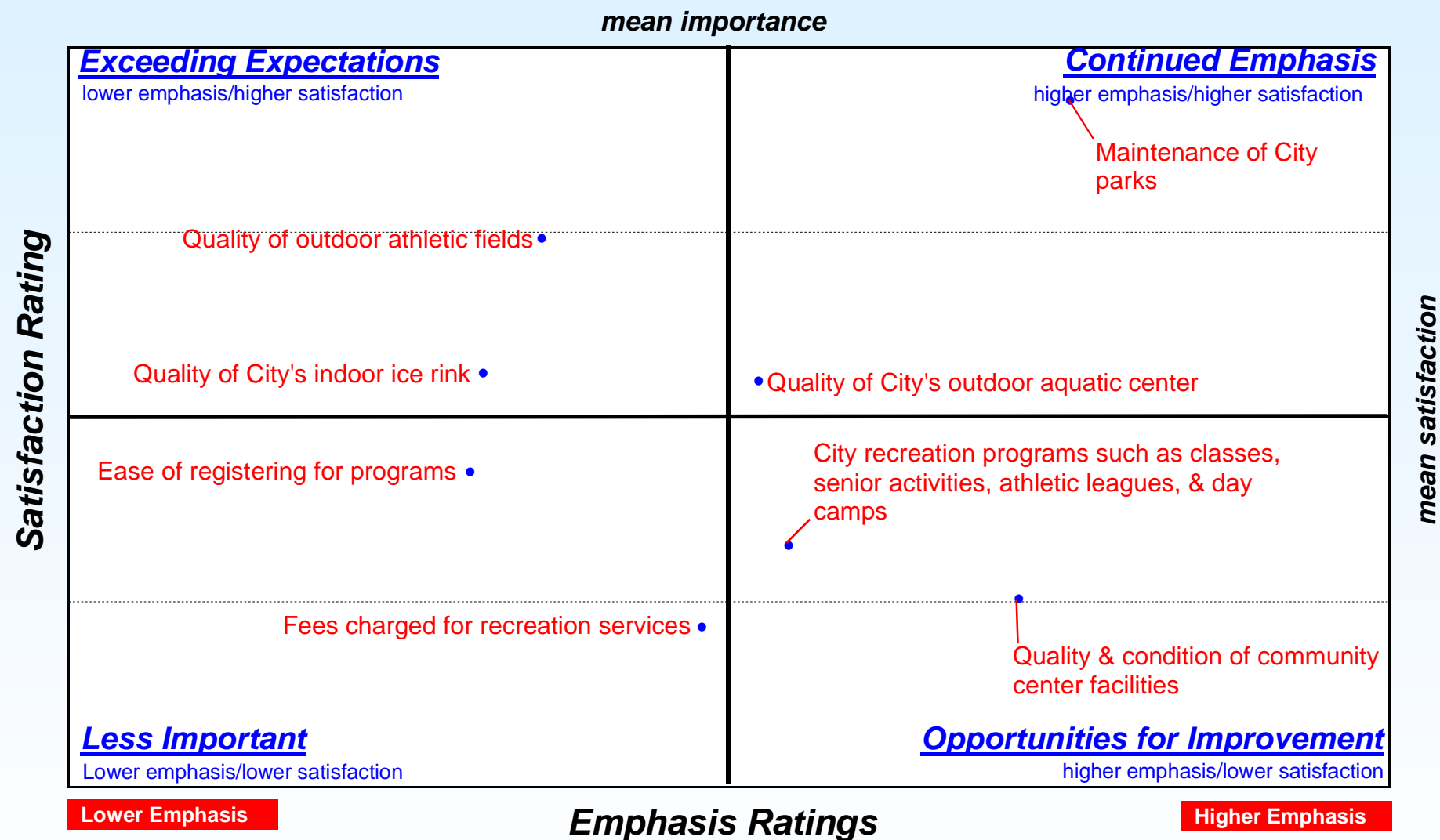
Source: ETC Institute (2018)



# City of Kirkwood 2018 Community Survey Importance-Satisfaction Assessment Matrix

## **-Parks and Recreation-**

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

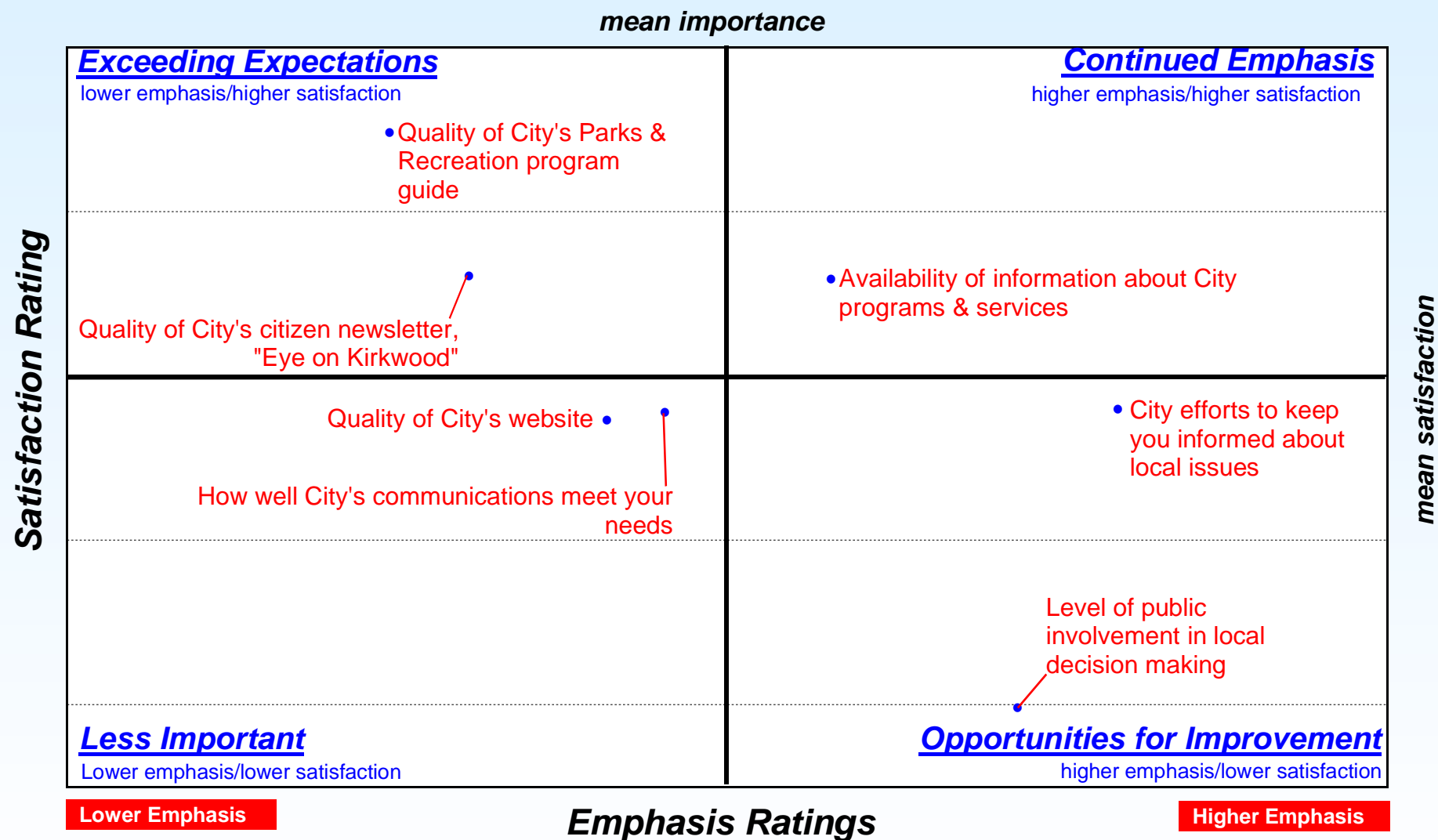


Source: ETC Institute (2018)

# City of Kirkwood 2018 Community Survey Importance-Satisfaction Assessment Matrix

## -Communication-

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



Source: ETC Institute (2018)

# Section 4

## *Tabular Data*

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**Q1. Overall Satisfaction with City Services. Please rate each of the major categories of services provided by the City of Kirkwood listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	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)	60.4%	31.6%	1.7%	1.2%	0.1%	4.9%
Q1-2. Parks & Recreation programs & facilities provided by City	45.1%	38.8%	7.8%	3.1%	0.8%	4.4%
Q1-3. Condition of City streets	7.0%	27.8%	25.0%	27.7%	12.1%	0.4%
Q1-4. Condition of City sidewalks	6.4%	30.1%	32.7%	22.2%	6.6%	2.0%
Q1-5. Enforcement of City codes & ordinances	13.8%	29.7%	23.9%	11.8%	4.8%	16.0%
Q1-6. Quality of customer service you receive from City employees	36.0%	36.0%	13.3%	2.8%	0.7%	11.2%
Q1-7. Effectiveness of City communication with the public	24.3%	43.2%	20.9%	5.9%	2.1%	3.6%
Q1-8. Solid waste services (e.g. trash, recycling)	37.4%	32.6%	10.0%	10.6%	5.9%	3.6%
Q1-9. Kirkwood Water	43.9%	40.8%	9.8%	1.5%	1.2%	2.8%
Q1-10. Kirkwood Electric service	42.2%	35.1%	8.6%	1.6%	0.9%	11.6%
Q1-11. Flow of traffic & congestion management in Kirkwood	16.4%	43.5%	24.7%	10.9%	3.7%	0.8%

**WITHOUT DON'T KNOW**

**Q1. Overall Satisfaction with City Services. Please rate each of the major categories of services provided by the City of Kirkwood listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Public safety services provided by City (e.g. police, fire, & emergency medical services)	63.5%	33.3%	1.8%	1.3%	0.1%
Q1-2. Parks & Recreation programs & facilities provided by City	47.1%	40.6%	8.2%	3.2%	0.8%
Q1-3. Condition of City streets	7.1%	27.9%	25.1%	27.8%	12.1%
Q1-4. Condition of City sidewalks	6.5%	30.7%	33.4%	22.7%	6.8%
Q1-5. Enforcement of City codes & ordinances	16.5%	35.3%	28.5%	14.1%	5.7%
Q1-6. Quality of customer service you receive from City employees	40.6%	40.6%	15.0%	3.1%	0.7%
Q1-7. Effectiveness of City communication with the public	25.2%	44.8%	21.7%	6.1%	2.2%
Q1-8. Solid waste services (e.g. trash, recycling)	38.8%	33.8%	10.3%	11.0%	6.1%
Q1-9. Kirkwood Water	45.1%	42.0%	10.1%	1.5%	1.2%
Q1-10. Kirkwood Electric service	47.7%	39.7%	9.8%	1.8%	1.1%
Q1-11. Flow of traffic & congestion management in Kirkwood	16.5%	43.8%	24.9%	11.0%	3.8%

**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?**

Q2. Top choice	Number	Percent
Public safety services provided by City (e.g. police, fire, & emergency medical services)	71	9.4 %
Parks & Recreation programs & facilities provided by City	34	4.5 %
Condition of City streets	271	36.0 %
Condition of City sidewalks	46	6.1 %
Enforcement of City codes & ordinances	40	5.3 %
Quality of customer service you receive from City employees	5	0.7 %
Effectiveness of City communication with the public	12	1.6 %
Solid waste services (e.g. trash, recycling)	148	19.7 %
Kirkwood Water	7	0.9 %
Kirkwood Electric service	12	1.6 %
Flow of traffic & congestion management in Kirkwood	66	8.8 %
None chosen	40	5.3 %
Total	752	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?**

Q2. 2nd choice	Number	Percent
Public safety services provided by City (e.g. police, fire, & emergency medical services)	43	5.7 %
Parks & Recreation programs & facilities provided by City	38	5.1 %
Condition of City streets	148	19.7 %
Condition of City sidewalks	146	19.4 %
Enforcement of City codes & ordinances	68	9.0 %
Quality of customer service you receive from City employees	3	0.4 %
Effectiveness of City communication with the public	32	4.3 %
Solid waste services (e.g. trash, recycling)	75	10.0 %
Kirkwood Water	18	2.4 %
Kirkwood Electric service	13	1.7 %
Flow of traffic & congestion management in Kirkwood	83	11.0 %
None chosen	85	11.3 %
Total	752	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?**

Q2. 3rd choice	Number	Percent
Public safety services provided by City (e.g. police, fire, & emergency medical services)	28	3.7 %
Parks & Recreation programs & facilities provided by City	44	5.9 %
Condition of City streets	72	9.6 %
Condition of City sidewalks	110	14.6 %
Enforcement of City codes & ordinances	68	9.0 %
Quality of customer service you receive from City employees	12	1.6 %
Effectiveness of City communication with the public	50	6.6 %
Solid waste services (e.g. trash, recycling)	77	10.2 %
Kirkwood Water	19	2.5 %
Kirkwood Electric service	23	3.1 %
Flow of traffic & congestion management in Kirkwood	104	13.8 %
None chosen	145	19.3 %
Total	752	100.0 %

**SUM OF TOP 3 CHOICES**

**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)**

Q2. Sum of Top 3 Choices	Number	Percent
Public safety services provided by City (e.g. police, fire, & emergency medical services)	142	18.9 %
Parks & Recreation programs & facilities provided by City	116	15.4 %
Condition of City streets	491	65.3 %
Condition of City sidewalks	302	40.2 %
Enforcement of City codes & ordinances	176	23.4 %
Quality of customer service you receive from City employees	20	2.7 %
Effectiveness of City communication with the public	94	12.5 %
Solid waste services (e.g. trash, recycling)	300	39.9 %
Kirkwood Water	44	5.9 %
Kirkwood Electric service	48	6.4 %
Flow of traffic & congestion management in Kirkwood	253	33.6 %
None chosen	40	5.3 %
Total	2026	

**Q3. Perceptions of the City. Please rate each of the following items that may influence your perception of the City of Kirkwood using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Kirkwood	33.6%	52.4%	9.6%	2.4%	0.3%	1.7%
Q3-2. Overall value that you receive for your City tax & fees	17.4%	44.7%	23.5%	9.7%	2.1%	2.5%
Q3-3. City efforts to pursue innovative programs & solutions	13.3%	30.6%	33.2%	8.6%	2.0%	12.2%
Q3-4. How well City is planning & managing redevelopment	8.8%	22.3%	29.8%	18.1%	10.8%	10.2%
Q3-5. City efforts to partner with organizations & citizens to address issues	10.4%	28.6%	29.9%	8.1%	3.1%	19.9%
Q3-6. Transparency & accountability of City actions	10.9%	27.7%	31.4%	9.7%	4.4%	16.0%
Q3-7. Overall appearance of City	28.3%	54.7%	11.2%	3.9%	0.4%	1.6%
Q3-8. Overall quality of life in City	44.9%	46.9%	5.2%	1.1%	0.1%	1.7%
Q3-9. Overall feeling of safety in City	40.0%	49.3%	7.0%	1.5%	0.4%	1.7%



**WITHOUT DON'T KNOW**

**Q3. Perceptions of the City. Please rate each of the following items that may influence your perception of the City of Kirkwood using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Kirkwood	34.2%	53.3%	9.7%	2.4%	0.3%
Q3-2. Overall value that you receive for your City tax & fees	17.9%	45.8%	24.1%	10.0%	2.2%
Q3-3. City efforts to pursue innovative programs & solutions	15.2%	34.8%	37.9%	9.8%	2.3%
Q3-4. How well City is planning & managing redevelopment	9.8%	24.9%	33.2%	20.1%	12.0%
Q3-5. City efforts to partner with organizations & citizens to address issues	13.0%	35.7%	37.4%	10.1%	3.8%
Q3-6. Transparency & accountability of City actions	13.0%	32.9%	37.3%	11.6%	5.2%
Q3-7. Overall appearance of City	28.8%	55.5%	11.4%	3.9%	0.4%
Q3-8. Overall quality of life in City	45.7%	47.8%	5.3%	1.1%	0.1%
Q3-9. Overall feeling of safety in City	40.7%	50.2%	7.2%	1.5%	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=752)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. Walking in your neighborhood during the day	78.6%	18.1%	1.2%	0.5%	0.1%	1.5%
Q4-2. Walking in your neighborhood at night	33.9%	42.4%	13.8%	5.6%	0.5%	3.7%
Q4-3. In Downtown Kirkwood during the day	77.9%	19.3%	1.1%	0.3%	0.0%	1.5%
Q4-4. In Downtown Kirkwood at night	37.9%	41.8%	12.5%	2.8%	0.3%	4.8%
Q4-5. In City parks during the day	65.4%	26.6%	2.9%	0.1%	0.3%	4.7%
Q4-6. In City parks at night	14.8%	25.4%	29.1%	10.0%	2.4%	18.4%

**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=752)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. Walking in your neighborhood during the day	79.8%	18.4%	1.2%	0.5%	0.1%
Q4-2. Walking in your neighborhood at night	35.2%	44.1%	14.4%	5.8%	0.6%
Q4-3. In Downtown Kirkwood during the day	79.1%	19.6%	1.1%	0.3%	0.0%
Q4-4. In Downtown Kirkwood at night	39.8%	43.9%	13.1%	2.9%	0.3%
Q4-5. In City parks during the day	68.6%	27.9%	3.1%	0.1%	0.3%
Q4-6. In City parks at night	18.1%	31.1%	35.7%	12.2%	2.9%

**Q5. Public Safety. Please rate your satisfaction with the following Public Safety Services provided by the City of Kirkwood using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Visibility of police in neighborhoods	23.9%	45.2%	19.5%	7.7%	1.1%	2.5%
Q5-2. Visibility of police in retail areas	18.8%	40.7%	28.2%	3.7%	0.8%	7.8%
Q5-3. How quickly police respond to emergencies	35.0%	30.9%	8.1%	0.7%	0.1%	25.3%
Q5-4. Enforcement of local traffic laws	19.9%	41.4%	17.0%	6.0%	2.7%	13.0%
Q5-5. Overall attitude & behavior of Police Department personnel toward citizens	42.0%	36.8%	8.8%	1.7%	1.1%	9.6%
Q5-6. Overall quality of local police protection	40.6%	41.9%	10.0%	0.5%	0.4%	6.6%
Q5-7. Overall quality of City's Municipal Court	12.4%	16.4%	18.0%	0.3%	0.4%	52.7%
Q5-8. How quickly Fire/Emergency Medical Services personnel respond to emergencies	44.0%	26.5%	4.8%	0.3%	0.1%	24.3%
Q5-9. Overall quality of local Fire protection/ Emergency Medical Services	45.7%	31.3%	4.5%	0.1%	0.0%	18.4%

**WITHOUT DON'T KNOW**

**Q5. Public Safety. Please rate your satisfaction with the following Public Safety Services provided by the City of Kirkwood using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Visibility of police in neighborhoods	24.6%	46.4%	20.1%	7.9%	1.1%
Q5-2. Visibility of police in retail areas	20.3%	44.2%	30.6%	4.0%	0.9%
Q5-3. How quickly police respond to emergencies	46.8%	41.3%	10.9%	0.9%	0.2%
Q5-4. Enforcement of local traffic laws	22.9%	47.6%	19.6%	6.9%	3.1%
Q5-5. Overall attitude & behavior of Police Department personnel toward citizens	46.5%	40.7%	9.7%	1.9%	1.2%
Q5-6. Overall quality of local police protection	43.4%	44.9%	10.7%	0.6%	0.4%
Q5-7. Overall quality of City's Municipal Court	26.1%	34.6%	37.9%	0.6%	0.8%
Q5-8. How quickly Fire/Emergency Medical Services personnel respond to emergencies	58.2%	35.0%	6.3%	0.4%	0.2%
Q5-9. Overall quality of local Fire protection/ Emergency Medical Services	56.0%	38.3%	5.5%	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. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	202	26.9 %
Visibility of police in retail areas	74	9.8 %
How quickly police respond to emergencies	40	5.3 %
Enforcement of local traffic laws	100	13.3 %
Overall attitude & behavior of Police Department personnel toward citizens	71	9.4 %
Overall quality of local police protection	44	5.9 %
Overall quality of City's Municipal Court	17	2.3 %
How quickly Fire/Emergency Medical Services personnel respond to emergencies	21	2.8 %
Overall quality of local Fire protection/Emergency Medical Services	26	3.5 %
<u>None chosen</u>	<u>157</u>	<u>20.9 %</u>
Total	752	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	93	12.4 %
Visibility of police in retail areas	124	16.5 %
How quickly police respond to emergencies	44	5.9 %
Enforcement of local traffic laws	49	6.5 %
Overall attitude & behavior of Police Department personnel toward citizens	36	4.8 %
Overall quality of local police protection	64	8.5 %
Overall quality of City's Municipal Court	16	2.1 %
How quickly Fire/Emergency Medical Services personnel respond to emergencies	44	5.9 %
Overall quality of local Fire protection/Emergency Medical Services	33	4.4 %
<u>None chosen</u>	<u>249</u>	<u>33.1 %</u>
Total	752	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	45	6.0 %
Visibility of police in retail areas	56	7.4 %
How quickly police respond to emergencies	39	5.2 %
Enforcement of local traffic laws	49	6.5 %
Overall attitude & behavior of Police Department personnel toward citizens	48	6.4 %
Overall quality of local police protection	56	7.4 %
Overall quality of City's Municipal Court	30	4.0 %
How quickly Fire/Emergency Medical Services personnel respond to emergencies	46	6.1 %
Overall quality of local Fire protection/Emergency Medical Services	49	6.5 %
None chosen	334	44.4 %
Total	752	100.0 %

**SUM OF TOP 3 CHOICES**

**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	340	45.2 %
Visibility of police in retail areas	254	33.8 %
How quickly police respond to emergencies	123	16.4 %
Enforcement of local traffic laws	198	26.3 %
Overall attitude & behavior of Police Department personnel toward citizens	155	20.6 %
Overall quality of local police protection	164	21.8 %
Overall quality of City's Municipal Court	63	8.4 %
How quickly Fire/Emergency Medical Services personnel respond to emergencies	111	14.8 %
Overall quality of local Fire protection/Emergency Medical Services	108	14.4 %
None chosen	157	20.9 %
Total	1673	

**Q7. Water Services. Please rate your satisfaction with each of the Water Service items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Water pressure on a typical day	39.1%	40.4%	7.4%	7.7%	3.9%	1.5%
Q7-2. Overall quality of your tap water	47.6%	41.0%	6.1%	2.7%	0.8%	1.9%
Q7-3. How well City keeps you informed about disruptions to your water service	28.5%	30.9%	18.8%	4.9%	2.1%	14.9%
Q7-4. What you are charged for water	19.4%	39.1%	26.5%	7.4%	1.6%	6.0%
Q7-5. Overall quality of your water service	34.2%	46.1%	13.8%	2.4%	0.7%	2.8%

**WITHOUT DON'T KNOW**

**Q7. Water Services. Please rate your satisfaction with each of the Water Service items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Water pressure on a typical day	39.7%	41.0%	7.6%	7.8%	3.9%
Q7-2. Overall quality of your tap water	48.5%	41.7%	6.2%	2.7%	0.8%
Q7-3. How well City keeps you informed about disruptions to your water service	33.4%	36.3%	22.0%	5.8%	2.5%
Q7-4. What you are charged for water	20.7%	41.6%	28.1%	7.9%	1.7%
Q7-5. Overall quality of your water service	35.2%	47.5%	14.2%	2.5%	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?**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Water pressure on a typical day	124	16.5 %
Overall quality of your tap water	228	30.3 %
How well City keeps you informed about disruptions to your water service	81	10.8 %
What you are charged for water	113	15.0 %
Overall quality of your water service	30	4.0 %
None chosen	176	23.4 %
Total	752	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?**

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Water pressure on a typical day	58	7.7 %
Overall quality of your tap water	70	9.3 %
How well City keeps you informed about disruptions to your water service	91	12.1 %
What you are charged for water	143	19.0 %
Overall quality of your water service	109	14.5 %
None chosen	281	37.4 %
Total	752	100.0 %

**SUM OF TOP 2 CHOICES**

**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)**

<u>Q8. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Water pressure on a typical day	182	24.2 %
Overall quality of your tap water	298	39.6 %
How well City keeps you informed about disruptions to your water service	172	22.9 %
What you are charged for water	256	34.0 %
Overall quality of your water service	139	18.5 %
None chosen	176	23.4 %
Total	1223	



**Q9. Sanitation Services. Please rate your satisfaction with each of the Sanitation items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Quality of residential trash collection services	44.7%	33.8%	6.4%	5.9%	2.4%	6.9%
Q9-2. Quality of recycling collection services	45.3%	28.5%	7.0%	6.1%	5.5%	7.6%
Q9-3. Value received for cost of trash & recycling collection services	29.8%	33.4%	15.0%	8.0%	4.4%	9.4%
Q9-4. Quality of yard waste collection services	31.4%	28.2%	14.5%	7.7%	4.0%	14.2%
Q9-5. Value received for cost of yard waste bags/stickers	16.2%	20.7%	19.7%	18.9%	9.7%	14.8%

**WITHOUT DON'T KNOW**

**Q9. Sanitation Services. Please rate your satisfaction with each of the Sanitation items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Quality of residential trash collection services	48.0%	36.3%	6.9%	6.3%	2.6%
Q9-2. Quality of recycling collection services	49.1%	30.8%	7.6%	6.6%	5.9%
Q9-3. Value received for cost of trash & recycling collection services	32.9%	36.9%	16.6%	8.8%	4.8%
Q9-4. Quality of yard waste collection services	36.6%	32.9%	16.9%	9.0%	4.7%
Q9-5. Value received for cost of yard waste bags/stickers	19.0%	24.3%	23.1%	22.2%	11.4%

**Q10. Which TWO of the Sanitation Service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of residential trash collection services	87	11.6 %
Quality of recycling collection services	258	34.3 %
Value received for cost of trash & recycling collection services	92	12.2 %
Quality of yard waste collection services	28	3.7 %
Value received for cost of yard waste bags/stickers	121	16.1 %
None chosen	166	22.1 %
Total	752	100.0 %

**Q10. Which TWO of the Sanitation Service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of residential trash collection services	59	7.8 %
Quality of recycling collection services	88	11.7 %
Value received for cost of trash & recycling collection services	132	17.6 %
Quality of yard waste collection services	73	9.7 %
Value received for cost of yard waste bags/stickers	133	17.7 %
None chosen	267	35.5 %
Total	752	100.0 %

**SUM OF TOP 2 CHOICES**

**Q10. Which TWO of the Sanitation Service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q10. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of residential trash collection services	146	19.4 %
Quality of recycling collection services	346	46.0 %
Value received for cost of trash & recycling collection services	224	29.8 %
Quality of yard waste collection services	101	13.4 %
Value received for cost of yard waste bags/stickers	254	33.8 %
None chosen	166	22.1 %
Total	1237	

**Q11. Code Enforcement. Please rate your satisfaction with each of the following Code Enforcement items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Maintenance of residential property (exterior of building itself)	17.2%	39.2%	20.2%	8.4%	2.7%	12.4%
Q11-2. Enforcing mowing & trimming of lawns on private property	14.1%	32.0%	24.9%	9.4%	3.6%	16.0%
Q11-3. Enforcing removal of dead trees on private property	12.4%	24.7%	29.7%	11.0%	3.9%	18.4%
Q11-4. Maintenance of business property	16.9%	38.0%	24.1%	3.3%	0.5%	17.2%
Q11-5. Enforcing codes designed to protect public health & safety	15.8%	31.6%	22.1%	3.7%	2.3%	24.5%

**WITHOUT DON'T KNOW**

**Q11. Code Enforcement. Please rate your satisfaction with each of the following Code Enforcement items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Maintenance of residential property (exterior of building itself)	19.6%	44.8%	23.1%	9.6%	3.0%
Q11-2. Enforcing mowing & trimming of lawns on private property	16.8%	38.1%	29.6%	11.2%	4.3%
Q11-3. Enforcing removal of dead trees on private property	15.1%	30.3%	36.3%	13.5%	4.7%
Q11-4. Maintenance of business property	20.4%	45.9%	29.1%	4.0%	0.6%
Q11-5. Enforcing codes designed to protect public health & safety	21.0%	41.9%	29.2%	4.9%	3.0%

**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. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of residential property (exterior of building itself)	149	19.8 %
Enforcing mowing & trimming of lawns on private property	90	12.0 %
Enforcing removal of dead trees on private property	94	12.5 %
Maintenance of business property	53	7.0 %
Enforcing codes designed to protect public health & safety	136	18.1 %
None chosen	230	30.6 %
Total	752	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 building itself)	92	12.2 %
Enforcing mowing & trimming of lawns on private property	108	14.4 %
Enforcing removal of dead trees on private property	75	10.0 %
Maintenance of business property	91	12.1 %
Enforcing codes designed to protect public health & safety	80	10.6 %
None chosen	306	40.7 %
Total	752	100.0 %

**SUM OF TOP 2 CHOICES**

**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 building itself)	241	32.0 %
Enforcing mowing & trimming of lawns on private property	198	26.3 %
Enforcing removal of dead trees on private property	169	22.5 %
Maintenance of business property	144	19.1 %
Enforcing codes designed to protect public health & safety	216	28.7 %
None chosen	230	30.6 %
Total	1198	

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

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

	Number	Percent
A major problem	22	2.9 %
Somewhat of a problem	73	9.7 %
Only a small problem	148	19.7 %
Not a problem	465	61.8 %
Don't know	44	5.9 %
Total	752	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. To what extent are overgrown lots, abandoned cars, graffiti, & dilapidated buildings a problem in your neighborhood

	Number	Percent
A major problem	22	3.1 %
Somewhat of a problem	73	10.3 %
Only a small problem	148	20.9 %
Not a problem	465	65.7 %
Total	708	100.0 %

**Q14. Sidewalks. Please rate your satisfaction with each of the following items concerning sidewalks using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Condition of sidewalks in your area	10.8%	31.6%	24.1%	20.3%	5.7%	7.4%
Q14-2. Ease with which a wheelchair or stroller can access sidewalk	10.6%	25.7%	19.3%	15.4%	6.4%	22.6%
Q14-3. Distance of sidewalk from roadway & moving vehicles	14.5%	42.8%	22.1%	7.4%	4.0%	9.2%
Q14-4. Connectivity (e.g. lack of gaps) of sidewalks in your area	10.8%	31.5%	24.3%	18.1%	6.6%	8.6%
Q14-5. Extent sidewalks are clear of weeds, brush, & overhanging limbs	10.8%	34.4%	26.1%	15.2%	5.6%	8.0%

**WITHOUT DON'T KNOW**

**Q14. Sidewalks. Please rate your satisfaction with each of the following items concerning sidewalks using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Condition of sidewalks in your area	11.6%	34.2%	26.0%	22.0%	6.2%
Q14-2. Ease with which a wheelchair or stroller can access sidewalk	13.7%	33.2%	24.9%	19.9%	8.2%
Q14-3. Distance of sidewalk from roadway & moving vehicles	16.0%	47.1%	24.3%	8.2%	4.4%
Q14-4. Connectivity (e.g. lack of gaps) of sidewalks in your area	11.8%	34.5%	26.6%	19.8%	7.3%
Q14-5. Extent sidewalks are clear of weeds, brush, & overhanging limbs	11.7%	37.4%	28.3%	16.5%	6.1%

**Q15. Do you think the City should "fill in the gaps" in the City's current sidewalk system for better public access and connectivity in front of homes, even where residents have indicated they do not want sidewalks?**

Q15. Should City "fill in the gaps" in City's current sidewalk system for better public access & connectivity in front of homes

	Number	Percent
Yes	370	49.2 %
No	213	28.3 %
Don't know	169	22.5 %
Total	752	100.0 %

**WITHOUT DON'T KNOW**

**Q15. Do you think the City should "fill in the gaps" in the City's current sidewalk system for better public access and connectivity in front of homes, even where residents have indicated they do not want sidewalks? (without "don't know")**

Q15. Should City "fill in the gaps" in City's current sidewalk system for better public access & connectivity in front of homes

	Number	Percent
Yes	370	63.5 %
No	213	36.5 %
Total	583	100.0 %

**Q16. Do you think the City should "fill in the gaps" in the City's current sidewalk system for better public access and connectivity in front of homes, even when healthy mature public trees will need to be removed?**

Q16. Should City "fill in the gaps" in City's current sidewalk system for better public access & connectivity in front of homes

	Number	Percent
Yes	219	29.1 %
No	375	49.9 %
Don't know	158	21.0 %
Total	752	100.0 %

**WITHOUT DON'T KNOW**

**Q16. Do you think the City should "fill in the gaps" in the City's current sidewalk system for better public access and connectivity in front of homes, even when healthy mature public trees will need to be removed? (without "don't know")**

Q16. Should City "fill in the gaps" in City's current sidewalk system for better public access & connectivity in front of homes

	Number	Percent
Yes	219	36.9 %
No	375	63.1 %
Total	594	100.0 %



**Q17. Kirkwood Electric. Are you a Kirkwood Electric customer?**

Q17. Are you a Kirkwood Electric customer	Number	Percent
Yes	593	78.9 %
No	147	19.5 %
Not provided	12	1.6 %
Total	752	100.0 %

**WITHOUT NOT PROVIDED****Q17. Kirkwood Electric. Are you a Kirkwood Electric customer? (without "not provided")**

Q17. Are you a Kirkwood Electric customer	Number	Percent
Yes	593	80.1 %
No	147	19.9 %
Total	740	100.0 %

**Q17a. Please rate your satisfaction with each of the following items regarding your Kirkwood Electric service using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=593)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17a-1. Overall quality of electric service provided	53.1%	40.0%	4.6%	0.8%	0.7%	0.8%
Q17a-2. How well City keeps you informed of disruptions to your electric service	34.6%	31.0%	16.7%	6.6%	2.2%	8.9%
Q17a-3. How quickly Kirkwood Electric responds to service outages	39.5%	36.3%	14.3%	3.4%	0.8%	5.7%
Q17a-4. Value received for cost of electric services provided	34.6%	39.3%	18.2%	4.0%	1.9%	2.0%

**WITHOUT DON'T KNOW**

**Q17a. Please rate your satisfaction with each of the following items regarding your Kirkwood Electric service using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=593)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17a-1. Overall quality of electric service provided	53.6%	40.3%	4.6%	0.9%	0.7%
Q17a-2. How well City keeps you informed of disruptions to your electric service	38.0%	34.1%	18.3%	7.2%	2.4%
Q17a-3. How quickly Kirkwood Electric responds to service outages	41.9%	38.5%	15.2%	3.6%	0.9%
Q17a-4. Value received for cost of electric services provided	35.3%	40.1%	18.6%	4.1%	1.9%

**Q18. Parks and Recreation. Please rate your satisfaction with each of the following Parks and Recreation items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Maintenance of City parks	41.9%	45.7%	4.0%	1.1%	0.4%	6.9%
Q18-2. Quality of outdoor athletic fields	26.7%	33.2%	8.2%	0.4%	0.7%	30.7%
Q18-3. Quality of City's outdoor aquatic center	26.1%	31.1%	10.4%	3.1%	1.9%	27.5%
Q18-4. Quality of City's indoor ice rink	21.7%	26.1%	11.8%	0.7%	0.0%	39.8%
Q18-5. Quality & condition of community center facilities	19.4%	31.3%	13.6%	8.0%	3.2%	24.6%
Q18-6. City recreation programs such as classes, senior activities, athletic leagues, & day camps	17.6%	31.3%	15.4%	3.5%	1.3%	31.0%
Q18-7. Fees charged for recreation services	17.4%	31.6%	21.0%	3.6%	1.1%	25.3%
Q18-8. Ease of registering for programs	20.5%	31.3%	16.2%	1.2%	0.8%	30.1%

**WITHOUT DON'T KNOW**

**Q18. Parks and Recreation. Please rate your satisfaction with each of the following Parks and Recreation items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Maintenance of City parks	45.0%	49.1%	4.3%	1.1%	0.4%
Q18-2. Quality of outdoor athletic fields	38.6%	48.0%	11.9%	0.6%	1.0%
Q18-3. Quality of City's outdoor aquatic center	36.0%	42.9%	14.3%	4.2%	2.6%
Q18-4. Quality of City's indoor ice rink	36.0%	43.3%	19.6%	1.1%	0.0%
Q18-5. Quality & condition of community center facilities	25.7%	41.4%	18.0%	10.6%	4.2%
Q18-6. City recreation programs such as classes, senior activities, athletic leagues, & day camps	25.4%	45.3%	22.4%	5.0%	1.9%
Q18-7. Fees charged for recreation services	23.3%	42.3%	28.1%	4.8%	1.4%
Q18-8. Ease of registering for programs	29.3%	44.7%	23.2%	1.7%	1.1%

**Q19. Which THREE of the Parks and Recreation items listed in Question 18 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q19. Top choice	Number	Percent
Maintenance of City parks	183	24.3 %
Quality of outdoor athletic fields	19	2.5 %
Quality of City's outdoor aquatic center	62	8.2 %
Quality of City's indoor ice rink	22	2.9 %
Quality & condition of community center facilities	128	17.0 %
City recreation programs such as classes, senior activities, athletic leagues, & day camps	48	6.4 %
Fees charged for recreation services	40	5.3 %
Ease of registering for programs	13	1.7 %
None chosen	237	31.5 %
Total	752	100.0 %

**Q19. Which THREE of the Parks and Recreation items listed in Question 18 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q19. 2nd choice	Number	Percent
Maintenance of City parks	69	9.2 %
Quality of outdoor athletic fields	38	5.1 %
Quality of City's outdoor aquatic center	57	7.6 %
Quality of City's indoor ice rink	27	3.6 %
Quality & condition of community center facilities	100	13.3 %
City recreation programs such as classes, senior activities, athletic leagues, & day camps	82	10.9 %
Fees charged for recreation services	48	6.4 %
Ease of registering for programs	25	3.3 %
None chosen	306	40.7 %
Total	752	100.0 %

**Q19. Which THREE of the Parks and Recreation items listed in Question 18 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q19. 3rd choice	Number	Percent
Maintenance of City parks	52	6.9 %
Quality of outdoor athletic fields	36	4.8 %
Quality of City's outdoor aquatic center	61	8.1 %
Quality of City's indoor ice rink	21	2.8 %
Quality & condition of community center facilities	56	7.4 %
City recreation programs such as classes, senior activities, athletic leagues, & day camps	62	8.2 %
Fees charged for recreation services	69	9.2 %
Ease of registering for programs	27	3.6 %
None chosen	368	48.9 %
Total	752	100.0 %

**SUM OF TOP 3 CHOICES**

**Q19. Which THREE of the Parks and Recreation items listed in Question 18 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q19. Sum of top 3 Choices	Number	Percent
Maintenance of City parks	304	40.4 %
Quality of outdoor athletic fields	93	12.4 %
Quality of City's outdoor aquatic center	180	23.9 %
Quality of City's indoor ice rink	70	9.3 %
Quality & condition of community center facilities	284	37.8 %
City recreation programs such as classes, senior activities, athletic leagues, & day camps	192	25.5 %
Fees charged for recreation services	157	20.9 %
Ease of registering for programs	65	8.6 %
None chosen	237	31.5 %
Total	1582	

**Q20. Billing. Please rate your satisfaction with each of the billing items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. How easy your bill is to understand	43.4%	41.8%	8.0%	2.0%	0.5%	4.4%
Q20-2. Accuracy of your bill	39.6%	40.3%	10.2%	0.9%	0.3%	8.6%
Q20-3. How easy it is to resolve billing problems	20.1%	24.6%	15.0%	0.9%	0.5%	38.8%
Q20-4. Hours that customer service is available	24.7%	35.1%	15.0%	1.7%	0.4%	23.0%
Q20-5. Ease of online payment	27.9%	25.4%	12.9%	2.5%	1.1%	30.2%
Q20-6. Overall quality of City's billing customer service	33.2%	38.2%	13.8%	1.1%	0.1%	13.6%

**WITHOUT DON'T KNOW**

**Q20. Billing. Please rate your satisfaction with each of the billing items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. How easy your bill is to understand	45.3%	43.7%	8.3%	2.1%	0.6%
Q20-2. Accuracy of your bill	43.4%	44.1%	11.2%	1.0%	0.3%
Q20-3. How easy it is to resolve billing problems	32.8%	40.2%	24.6%	1.5%	0.9%
Q20-4. Hours that customer service is available	32.1%	45.6%	19.5%	2.2%	0.5%
Q20-5. Ease of online payment	40.0%	36.4%	18.5%	3.6%	1.5%
Q20-6. Overall quality of City's billing customer service	38.5%	44.2%	16.0%	1.2%	0.2%

**Q21. Which of the following are your PRIMARY SOURCES of information about City issues, services, and events?**

Q21. What are your primary sources of information about City issues, services, & events

	Number	Percent
"Eye on Kirkwood" monthly newsletter appearing in Webster		
Kirkwood Times (WKT)	401	53.3 %
St. Louis Post Dispatch	122	16.2 %
Webster Kirkwood Times articles	563	74.9 %
Kirkwood E-Happenings (e-newsletter)	137	18.2 %
Facebook, Twitter, & other social media	146	19.4 %
City website	201	26.7 %
Television news	160	21.3 %
Parks & Recreation program guide in Webster Kirkwood Times (WKT)	290	38.6 %
Radio	38	5.1 %
Friends/neighbors	359	47.7 %
Neighborhood associations	53	7.0 %
Other	31	4.1 %
None of these	9	1.2 %
Total	2510	

**Q21-12. Other**

Q21-12. Other	Number	Percent
Bill inserts	4	12.9 %
Bulletin inside of water bills	1	3.2 %
Church	2	6.5 %
City newsletter	1	3.2 %
Councilwoman Ellen Edman	1	3.2 %
Email	1	3.2 %
Information that comes in monthly utility bills	1	3.2 %
Inserts in electric bill	3	9.7 %
Inserts in utility bill	4	12.9 %
Inserts in water bill	1	3.2 %
Internet	1	3.2 %
KW Swap & Sell (FB page)	1	3.2 %
Kirkwood Park & Rec Bulletin in mail	1	3.2 %
Mailings	1	3.2 %
Newsletter in Kirkwood Utility bill	1	3.2 %
Nextdoor	3	9.7 %
People who work closely with the city, real estate people, business owners	1	3.2 %
Police report email	1	3.2 %
Trash Talk Newsletter	1	3.2 %
Updates in electric bill	1	3.2 %
Total	31	100.0 %



**Q22. Communication. Please rate your satisfaction with each of the communication items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Availability of information about City programs & services	21.5%	48.8%	19.4%	3.7%	0.8%	5.7%
Q22-2. City efforts to keep you informed about local issues	18.9%	44.0%	19.7%	9.8%	1.9%	5.7%
Q22-3. Level of public involvement in local decision making	11.7%	28.2%	27.8%	9.7%	4.8%	17.8%
Q22-4. Quality of City's website	11.7%	37.8%	21.3%	3.9%	0.4%	25.0%
Q22-5. Quality of City's citizen newsletter, "Eye on Kirkwood" (appearing monthly in Webster Kirkwood Times)	18.0%	40.4%	17.7%	1.5%	0.5%	21.9%
Q22-6. Quality of City's Parks & Recreation program guide	25.1%	45.5%	13.3%	0.5%	0.1%	15.4%
Q22-7. How well City's communications meet your needs	16.9%	44.5%	23.7%	5.7%	1.6%	7.6%

**WITHOUT DON'T KNOW**

**Q22. Communication. Please rate your satisfaction with each of the communication items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=752)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Availability of information about City programs & services	22.8%	51.8%	20.6%	3.9%	0.8%
Q22-2. City efforts to keep you informed about local issues	20.0%	46.7%	20.9%	10.4%	2.0%
Q22-3. Level of public involvement in local decision making	14.2%	34.3%	33.8%	11.8%	5.8%
Q22-4. Quality of City's website	15.6%	50.4%	28.4%	5.1%	0.5%
Q22-5. Quality of City's citizen newsletter, "Eye on Kirkwood" (appearing monthly in Webster Kirkwood Times	23.0%	51.8%	22.7%	1.9%	0.7%
Q22-6. Quality of City's Parks & Recreation program guide	29.7%	53.8%	15.7%	0.6%	0.2%
Q22-7. How well City's communications meet your needs	18.3%	48.2%	25.6%	6.2%	1.7%

**Q23. Which THREE of the communication items listed in Question 22 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q23. Top choice	Number	Percent
Availability of information about City programs & services	108	14.4 %
City efforts to keep you informed about local issues	143	19.0 %
Level of public involvement in local decision making	141	18.8 %
Quality of City's website	40	5.3 %
Quality of City's citizen newsletter, "Eye on Kirkwood" (appearing monthly in Webster Kirkwood Times)	21	2.8 %
Quality of City's Parks & Recreation program guide	9	1.2 %
How well City's communications meet your needs	22	2.9 %
None chosen	268	35.6 %
Total	752	100.0 %

**Q23. Which THREE of the communication items listed in Question 22 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q23. 2nd choice	Number	Percent
Availability of information about City programs & services	67	8.9 %
City efforts to keep you informed about local issues	144	19.1 %
Level of public involvement in local decision making	84	11.2 %
Quality of City's website	44	5.9 %
Quality of City's citizen newsletter, "Eye on Kirkwood" (appearing monthly in Webster Kirkwood Times)	20	2.7 %
Quality of City's Parks & Recreation program guide	14	1.9 %
How well City's communications meet your needs	46	6.1 %
None chosen	333	44.3 %
Total	752	100.0 %

**Q23. Which THREE of the communication items listed in Question 22 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q23. 3rd choice	Number	Percent
Availability of information about City programs & services	46	6.1 %
City efforts to keep you informed about local issues	49	6.5 %
Level of public involvement in local decision making	70	9.3 %
Quality of City's website	47	6.3 %
Quality of City's citizen newsletter, "Eye on Kirkwood" (appearing monthly in Webster Kirkwood Times)	35	4.7 %
Quality of City's Parks & Recreation program guide	22	2.9 %
How well City's communications meet your needs	87	11.6 %
None chosen	396	52.7 %
Total	752	100.0 %

**SUM OF TOP 3 CHOICES**

**Q23. Which THREE of the communication items listed in Question 22 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q23. Sum of Top 3 Choices	Number	Percent
Availability of information about City programs & services	221	29.4 %
City efforts to keep you informed about local issues	336	44.7 %
Level of public involvement in local decision making	295	39.2 %
Quality of City's website	131	17.4 %
Quality of City's citizen newsletter, "Eye on Kirkwood" (appearing monthly in Webster Kirkwood Times)	76	10.1 %
Quality of City's Parks & Recreation program guide	45	6.0 %
How well City's communications meet your needs	155	20.6 %
None chosen	268	35.6 %
Total	1527	

**Q24. Approximately how many years have you lived in the City of Kirkwood?**

Q24. Approximately how many years have you lived in

City of Kirkwood	Number	Percent
0-5	164	21.8 %
6-10	107	14.2 %
11-15	58	7.7 %
16-20	62	8.2 %
21-30	127	16.9 %
31+	218	29.0 %
Not provided	16	2.1 %
Total	752	100.0 %

**WITHOUT NOT PROVIDED****Q24. Approximately how many years have you lived in the City of Kirkwood? (without "not provided")**

Q24. Approximately how many years have you lived in

City of Kirkwood	Number	Percent
0-5	164	22.3 %
6-10	107	14.5 %
11-15	58	7.9 %
16-20	62	8.4 %
21-30	127	17.3 %
31+	218	29.6 %
Total	736	100.0 %

**Q25. What is your age?**

Q25. Your age	Number	Percent
18-34	136	18.1 %
35-44	142	18.9 %
45-54	154	20.5 %
55-64	146	19.4 %
65+	148	19.7 %
Not provided	26	3.5 %
Total	752	100.0 %

**WITHOUT NOT PROVIDED****Q25. What is your age? (without "not provided")**

Q25. Your age	Number	Percent
18-34	136	18.7 %
35-44	142	19.6 %
45-54	154	21.2 %
55-64	146	20.1 %
65+	148	20.4 %
Total	726	100.0 %

**Q26. Including yourself, how many people in your household are...**

	Mean	Sum
number	2.28	1656
Under age 5	0.13	96
Ages 5-9	0.15	106
Ages 10-14	0.12	87
Ages 15-19	0.12	88
Ages 20-24	0.08	59
Ages 25-34	0.20	145
Ages 35-44	0.33	242
Ages 45-54	0.40	291
Ages 55-64	0.39	281
Ages 65-74	0.19	138
Ages 75+	0.17	123

**Q27. Would you say your total annual household income is...**

<u>Q27. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	49	6.5 %
\$30K to \$59,999	129	17.2 %
\$60K to \$99,999	119	15.8 %
\$100K to \$149,999	123	16.4 %
\$150K to \$199,999	97	12.9 %
\$200K	117	15.6 %
Not provided	118	15.7 %
Total	752	100.0 %

**WITHOUT NOT PROVIDED****Q27. Would you say your total annual household income is... (without "not provided")**

<u>Q27. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	49	7.7 %
\$30K to \$59,999	129	20.3 %
\$60K to \$99,999	119	18.8 %
\$100K to \$149,999	123	19.4 %
\$150K to \$199,999	97	15.3 %
\$200K	117	18.5 %
Total	634	100.0 %

**Q28. Which of the following best describes your race/ethnicity?**

<u>Q28. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	675	89.8 %
Black/African American	47	6.3 %
Hispanic/Latino/Spanish	17	2.3 %
Native American/Eskimo	1	0.1 %
Asian/Pacific Islander	14	1.9 %
Other	1	0.1 %
Total	755	

**Q29. Your gender:**

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	374	49.7 %
Female	376	50.0 %
Not provided	2	0.3 %
Total	752	100.0 %

**WITHOUT NOT PROVIDED****Q29. Your gender: (without "not provided")**

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	374	49.9 %
Female	376	50.1 %
Total	750	100.0 %



## **Section 5**

### ***Survey Instrument***

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## 2018 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. If you would prefer to take this survey online, please visit [Kirkwood2018Survey.org](http://Kirkwood2018Survey.org).

1. **Overall Satisfaction with City Services.** Please rate each of the major categories of services provided by the City of Kirkwood listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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 (e.g. trash, recycling)	5	4	3	2	1	9
09.	Kirkwood Water	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.** Please rate each of the following items that may influence your perception of the City of Kirkwood using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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 with the following Public Safety Services provided by the City of Kirkwood using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	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.** Please rate your satisfaction with each of the Water Service items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	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. **Sanitation Services.** Please rate your satisfaction with each of the Sanitation items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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 Sanitation 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.** Please rate your satisfaction with each of the following Code Enforcement items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of residential property (exterior of the building itself)	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 on private property	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?

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

14. **Sidewalks.** Please rate your satisfaction with each of the following items concerning sidewalks using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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 sidewalks 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. Do you think the City should "fill in the gaps" in the City's current sidewalk system for better public access and connectivity in front of homes, even where residents have indicated they do not want sidewalks?

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

16. Do you think the City should "fill in the gaps" in the City's current sidewalk system for better public access and connectivity in front of homes, even when healthy mature public trees will need to be removed?

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

17. **Kirkwood Electric.** Are you a Kirkwood Electric customer?

\_\_\_\_(1) Yes [Answer Q17a.]      \_\_\_\_ (2) No [Skip to Q18.]

- 17a. Please rate your satisfaction with each of the following items regarding your Kirkwood Electric service using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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

18. **Parks and Recreation.** Please rate your satisfaction with each of the following Parks and Recreation items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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

19. Which THREE of the Parks and Recreation items listed in Question 18 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 18.]

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_

- 20. Billing. Please rate your satisfaction with each of the billing items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

		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

- 21. 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)
 ☐ (08) Parks and Recreation program guide in the Webster Kirkwood Times (WKT)
- ☐ (02) St. Louis Post Dispatch
 ☐ (09) Radio
- ☐ (03) Webster Kirkwood Times articles
 ☐ (10) Friends/neighbors
- ☐ (04) Kirkwood E-Happenings (e-newsletter)
 ☐ (11) Neighborhood associations
- ☐ (05) Facebook, Twitter, and other social media
 ☐ (12) Other: \_\_\_\_\_
- ☐ (06) City website
 ☐ (99) None of these
- ☐ (07) Television news

- 22. Communication. Please rate your satisfaction with each of the communication items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

		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

- 23. Which THREE of the communication items listed in Question 22 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 22.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

### Demographics

- 24. Approximately how many years have you lived in the City of Kirkwood?** \_\_\_\_\_ years

- 25. What is your age?** \_\_\_\_\_ years

- 26. Including yourself, how many people in your household 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: \_\_\_\_\_

**27. 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

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

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

**29. 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.