

2010 DirectionFinder® Survey

Final Report

Submitted to

The City of Independence, MO

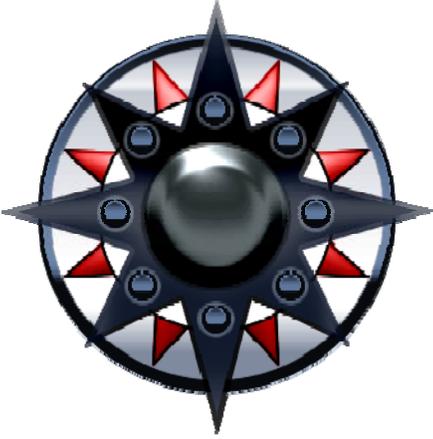


725 W. Frontier Circle

Olathe, KS 66061

(913) 829- 1215

November 2010



Contents

Executive Summary	Exec Summary - 1
Section 1: Charts and Graphs	1
Section 2: Importance-Satisfaction Analysis	24
Importance-Satisfaction Matrix Analysis	29
Section 3: Tabular Data	32
Section 4: Survey Instrument	75
Appendix A: Benchmarking Data.....	A-1
Appendix B: GIS Maps	B-1



DirectionFinder[®] Survey

Executive Summary Report

Overview and Methodology

The City of Independence conducted a citizen survey during 2010 to help determine priorities for the community as part of the City's on-going strategic planning process. This is the sixth time the City has administered the DirectionFinder[®] Survey. The survey was also conducted in the fall of 2000, 2002, 2004, 2006, and 2008.

The seven-page survey was mailed to a random sample of 2,400 households in the City of Independence. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 2,500 households that received a survey, a total of 640 households completed surveys.

The results for the random sample of 640 households have a 95% level of confidence with a precision of at least +/- 3.7%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

This report contains:

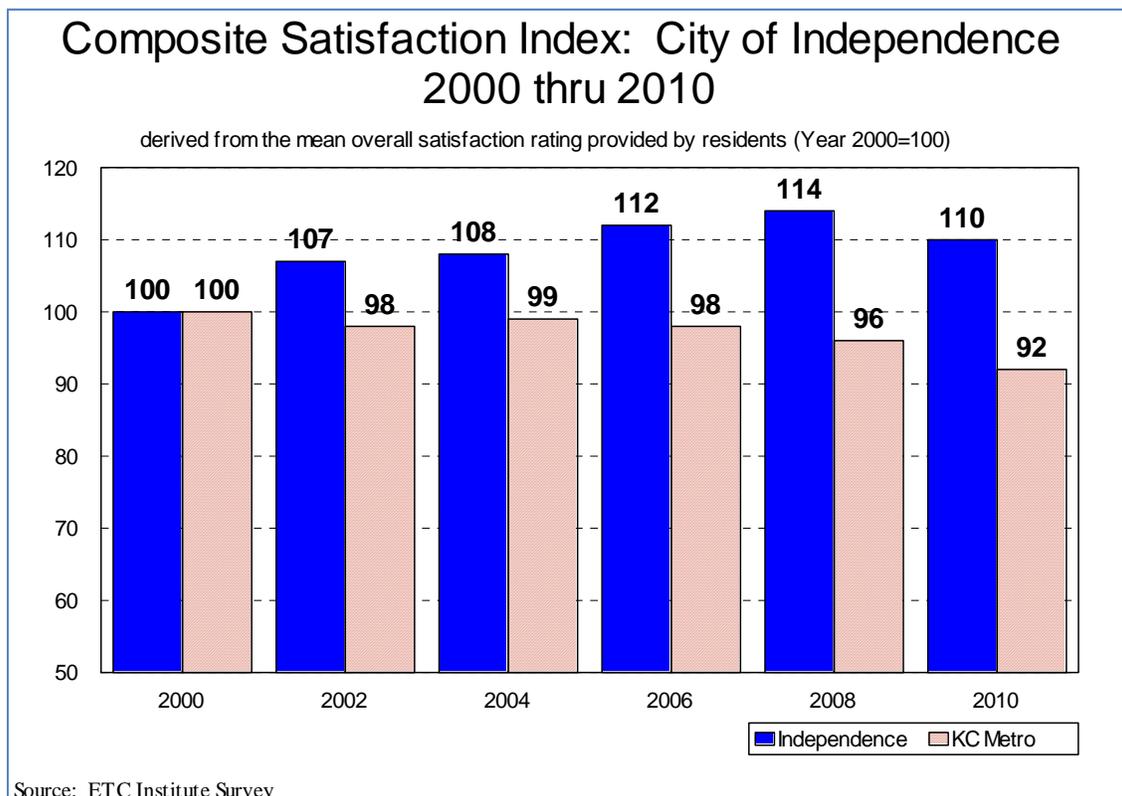
- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- benchmarking data that shows how the survey results compare to other cities
- importance satisfaction analysis
- GIS maps that show the results for selected questions on maps of the City
- tabular data for all questions on the survey
- a copy of the survey instrument.

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in Section 5 of this report. When the “don’t know” responses have been excluded, the text of the executive summary will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

Major Findings

Composite Satisfaction Index. The Composite Satisfaction Index is derived from the mean overall rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2000) and then multiplying the result by 100.

The change in the Composite Satisfaction Index for the City of Independence from 2008 to 2010 was the same as the change in the Composite Satisfaction Index for the metropolitan Kansas City area. Both indices declined by 4 points. As a result, the City’s Overall Satisfaction Index remains 18 points above the regional average. In addition, the City’s current index is still 10 points higher than it was when the survey was first administered in 2000. The chart below shows how the Composite Satisfaction Index has changed since 2000.



- **Residents were generally satisfied with the overall quality of services provided by the City of Independence.** Most of the residents surveyed *who had an opinion* were satisfied with the quality of fire services (85%), police services (71%), and the quality of park programs and facilities (73%). It is also interesting to note that when speaking about fire services, that category also had the lowest level of dissatisfaction with only 1.4% saying they were dissatisfied with fire service. Residents were least satisfied with overall public transportation in Independence (42%). However, that category also had the highest level of "neutral" responses, suggesting that many respondents may not be familiar with or use public transportation.
- **Services residents thought were most important for the City to emphasize over the next two years.** The three major areas residents thought were most important for the City to emphasize over the next two years were: (1) maintenance of City streets, buildings and facilities (51%), (2) the quality of police services (41%), and (3) the flow of traffic and congestion management (32%).
- **Residents were generally satisfied with the overall quality of life in the City of Independence.** Sixty-two percent (62%) of those surveyed *who had an opinion* indicated that they were satisfied with the quality of life in Independence; 27% gave neutral responses; 11% were dissatisfied.
- **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 the overall quality of local fire protection (80%), how quickly fire personnel respond to emergencies (78%) and the City's efforts to prevent fires (65%).
- **City Water, Sewer, and Electric Utilities.** The highest levels of satisfaction with water, sewer and electrical utility services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were the overall reliability of electric service (86%), the taste of tap water (83%) and water pressure in your home (83%).
- **Enforcement of City Codes and Ordinances.** The highest level of satisfaction with City codes and ordinances services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, was the enforcement of food safety at City restaurants (60%). Residents were least satisfied with the enforcement of maintenance of rental properties in their neighborhood (33%).
- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion* were: the maintenance and preservation of Independence Square (76%), the maintenance of City buildings (75%) and the maintenance of traffic signals (72%). Residents were least satisfied with the snow removal on residential streets (38%).

- **City Communications.** 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 availability of information about City services (52%) and the City’s efforts to keep residents informed on local issues (47%). Residents were least satisfied with the frequency with which officials seek out views (22%).
- **Parks and Recreation.** The highest levels of satisfaction with Parks and Recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: the maintenance of City parks (76%), the number of City parks (71%), and the quality of baseball fields (56%). Residents were least satisfied with the affordability of recreation programs (48%).
- **Support for a Public Safety Sales Tax.** A majority (58%) of those surveyed indicated that they would support a dedicated ¼ cent sales tax to fund additional police officers, support staff, detectives and expanded police patrol districts in the western and central areas of Independence. Twenty percent (20%) were not supportive, and 23% were neutral or did not have an opinion. [note: the percentages exceed 100% due to rounding]

Other Findings

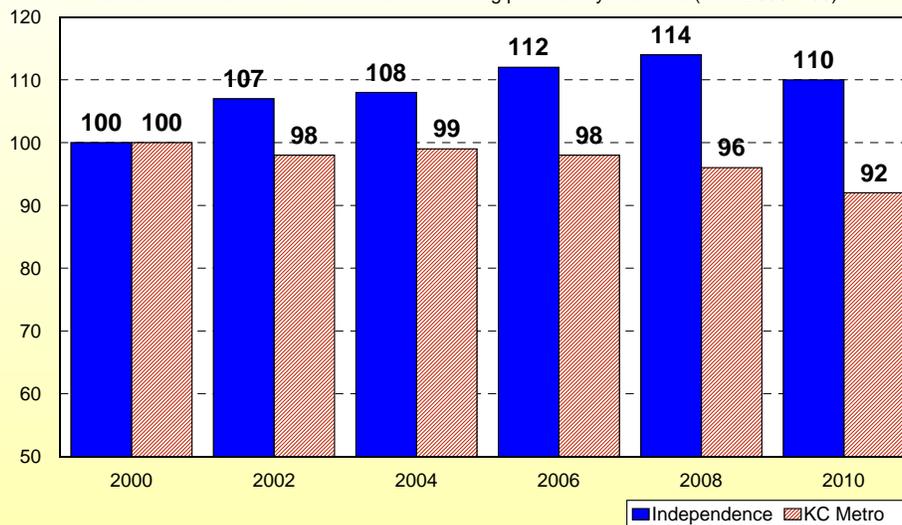
- 92% of residents surveyed thought it was important to preserve historic sites in the City of Independence.
- 90% of residents surveyed thought it was important to maintain The Square in the City of Independence.
- 80% of the respondents surveyed were satisfied with access to grocery stores and drug stores in their neighborhood.
- The most important reasons residents plan to stay in Independence for the next 10 years were: affordability of housing (57%), being near family or friends (51%) and the variety of shopping/entertainment (46%).
- The three issues that residents thought should receive the highest priority in the City’s Long Range Plan were: (1) the need for single-family residential development (48%), (2) the need for retail development (46%) and, (3) the need for industrial development (46%).
- About half (51%) of the respondents felt that the pace at which industrial development is growing is either “too slow” or “much too slow” in the City of Independence.
- 73% of the respondents have read the City’s newsletter and 65% have read an article in the Examiner.

Section 1:
Charts and Graphs

2010 City of Independence Citizen Survey

Composite Satisfaction Index: City of Independence 2000 thru 2010

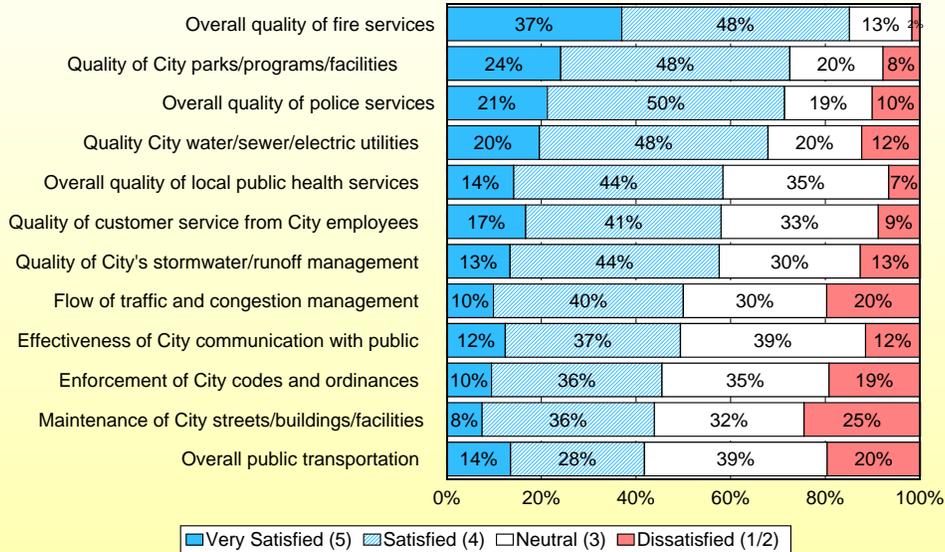
derived from the mean overall satisfaction rating provided by residents (Year 2000=100)



Source: ETC Institute Survey

Q1. Overall Satisfaction With City Services by Major Category

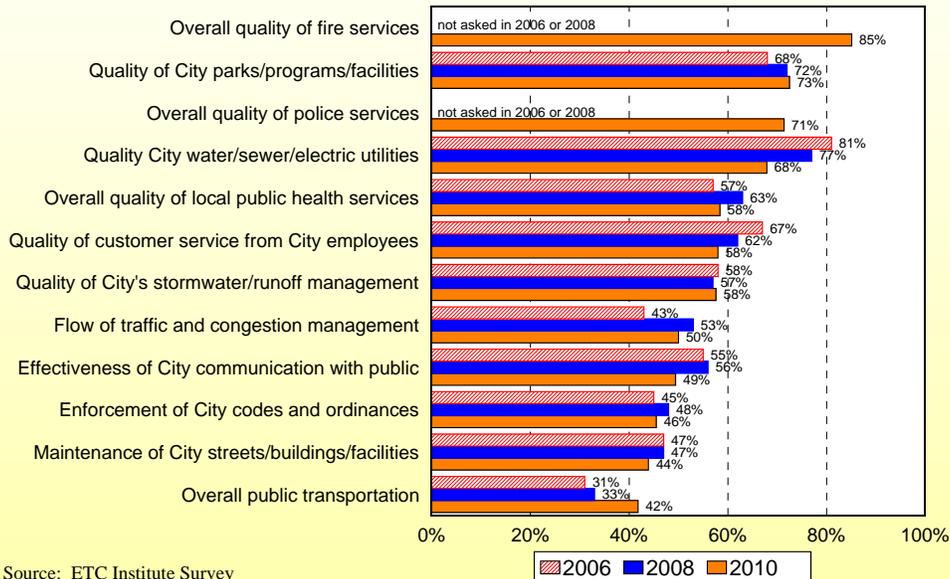
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Overall Satisfaction With City Services by Major Category: Trends 2006 - 2010

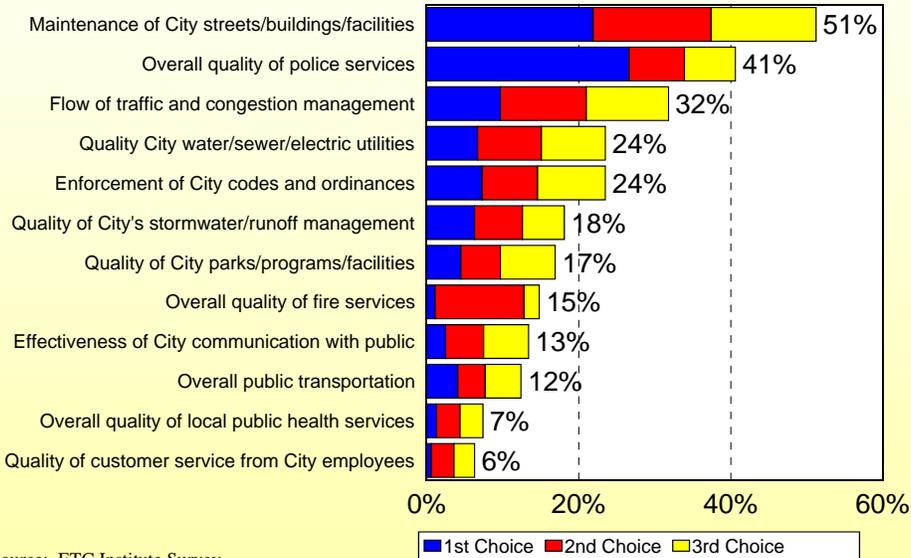
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute Survey

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

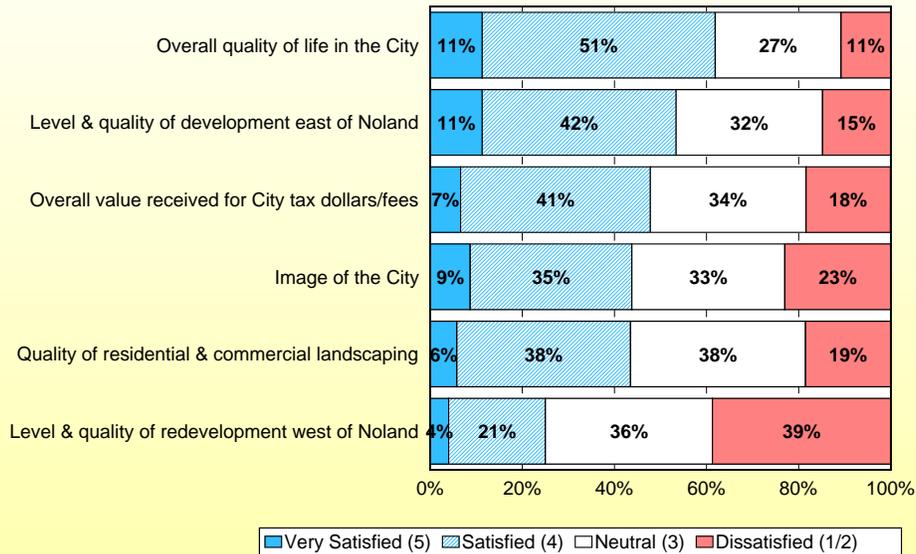
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute Survey

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

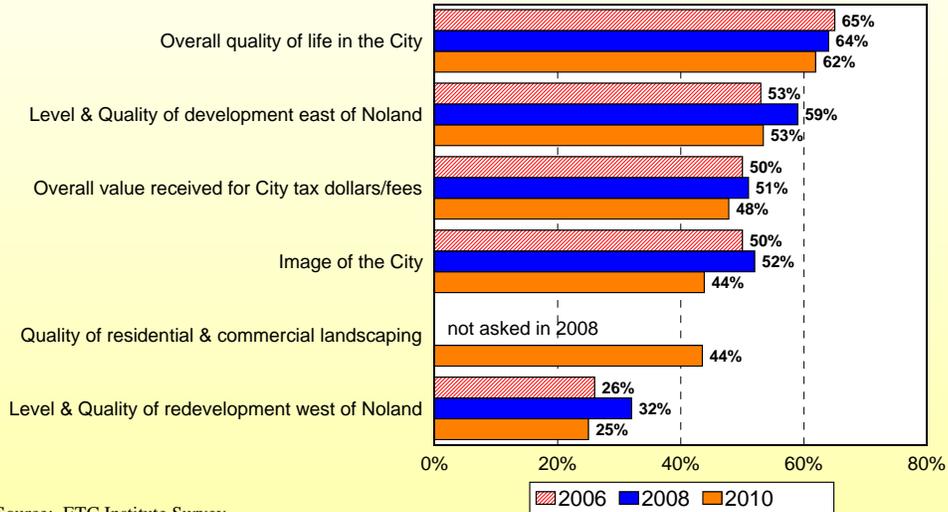
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

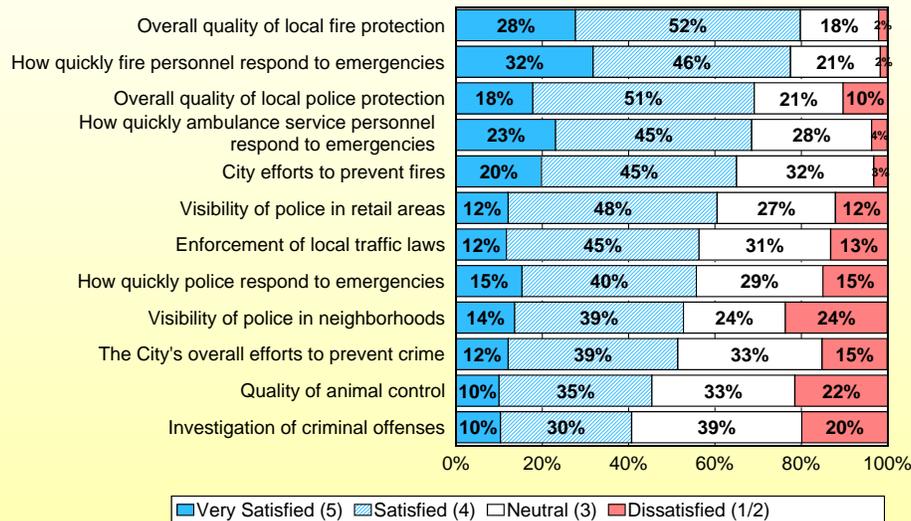
Satisfaction With Items That Influence the Perception Residents Have of the City: Trends 2006 - 2010

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



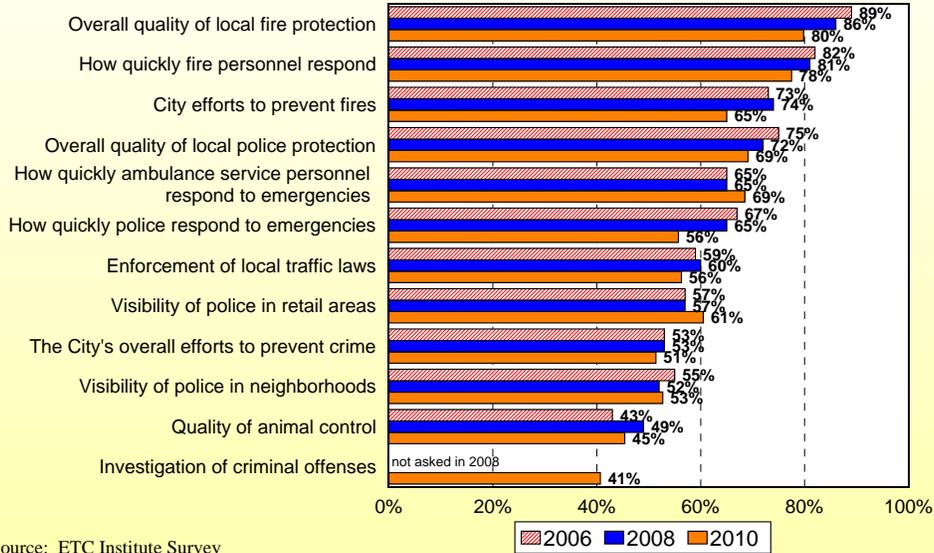
Q4. Satisfaction with Various Aspects of Public Safety

by percentage of respondents (excluding don't knows)



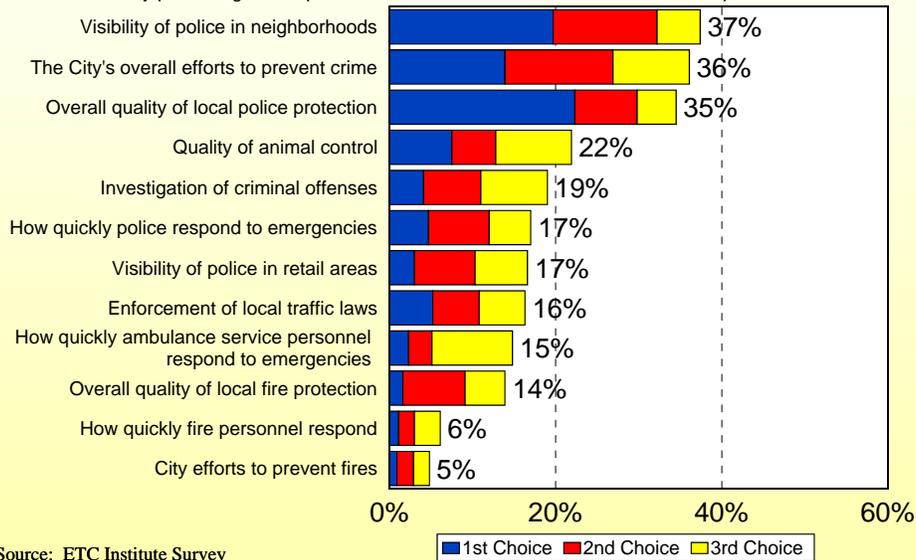
Satisfaction with Various Aspects of Public Safety: Trends 2006 - 2010

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



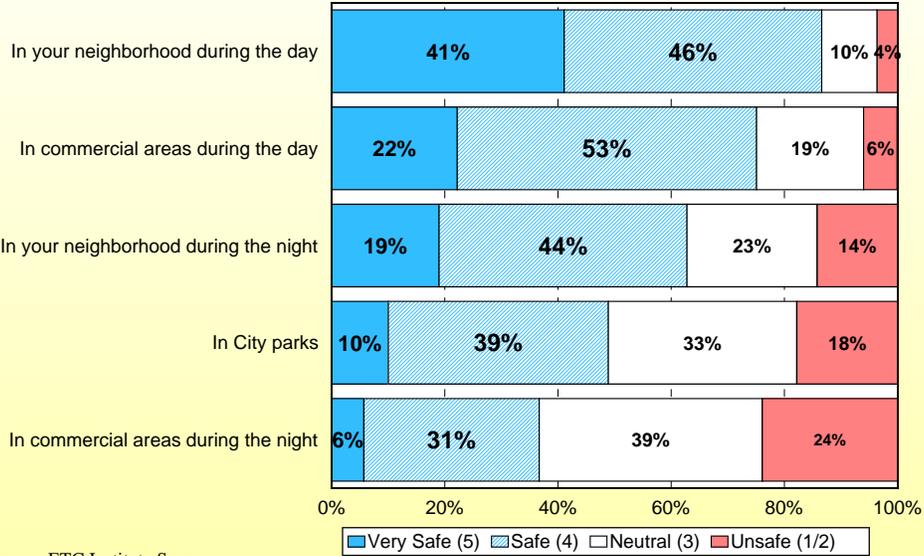
Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



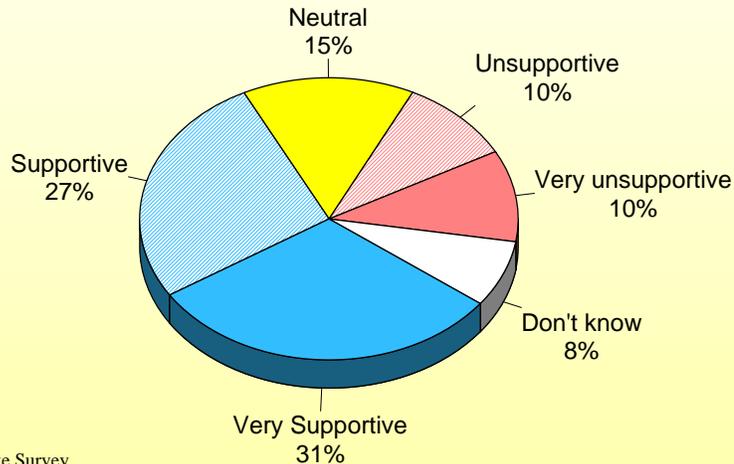
Q6. How Safe Residents Feel in the City of Independence

by percentage of respondents (excluding don't knows)



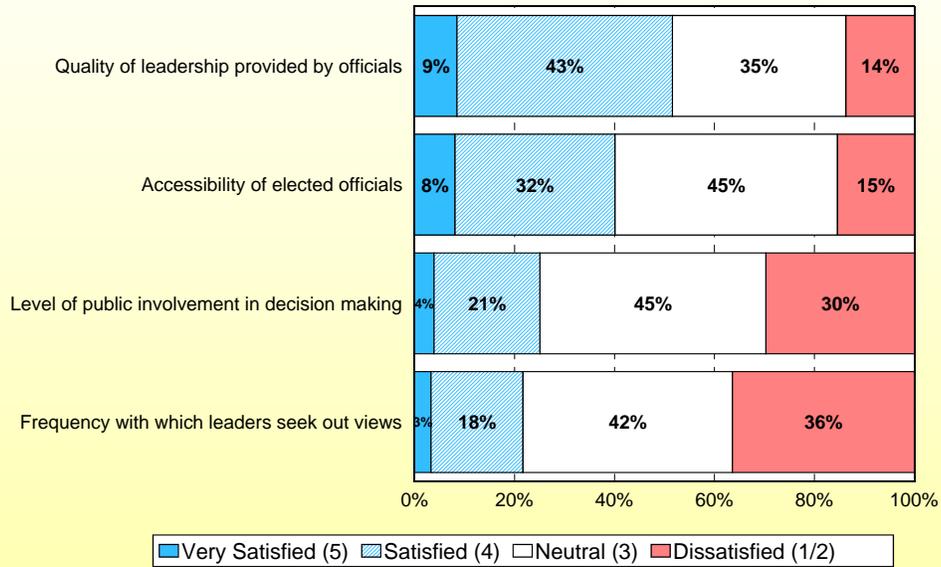
Q7. How supportive would you be of a dedicated 1/4 cent sales tax to fund additional police officers, support staff, detectives and equipment, and to expand the number of patrol districts primarily in the western and central areas of the community?

by percentage of respondents



Q8. Satisfaction with City Leadership

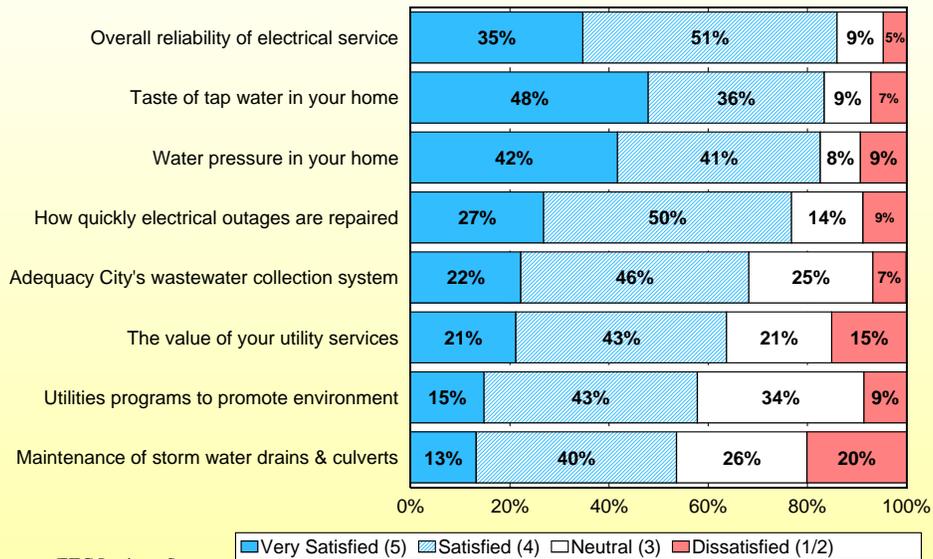
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Q9. Satisfaction with Various Aspects of Water, Sewer, and Electric Utilities

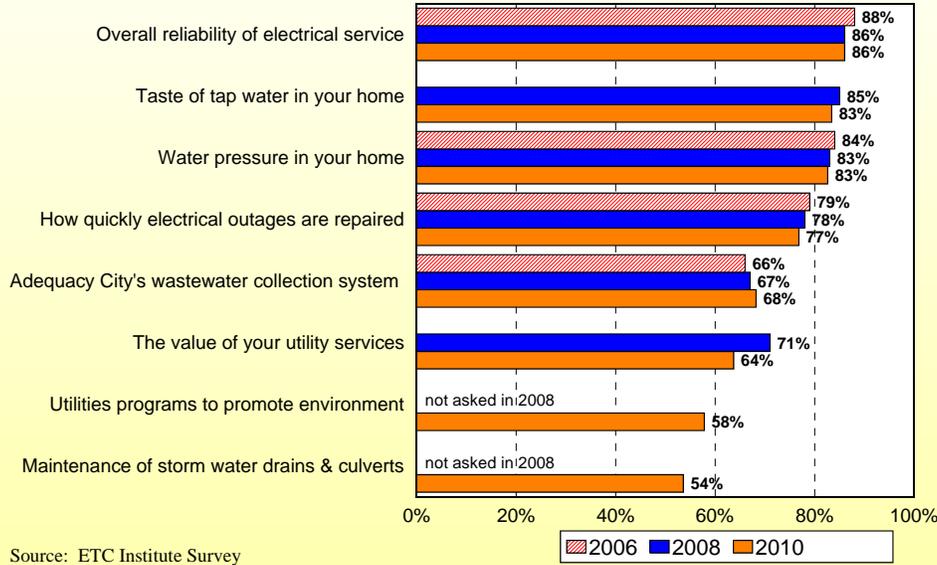
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

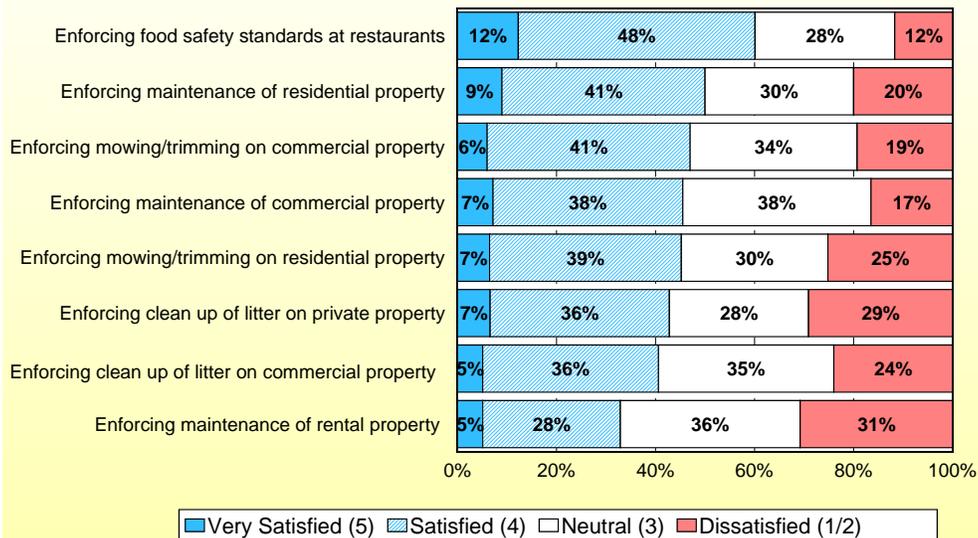
Satisfaction with Various Aspects of Water, Sewer, and Electric Utilities: Trends 2006 - 2010

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



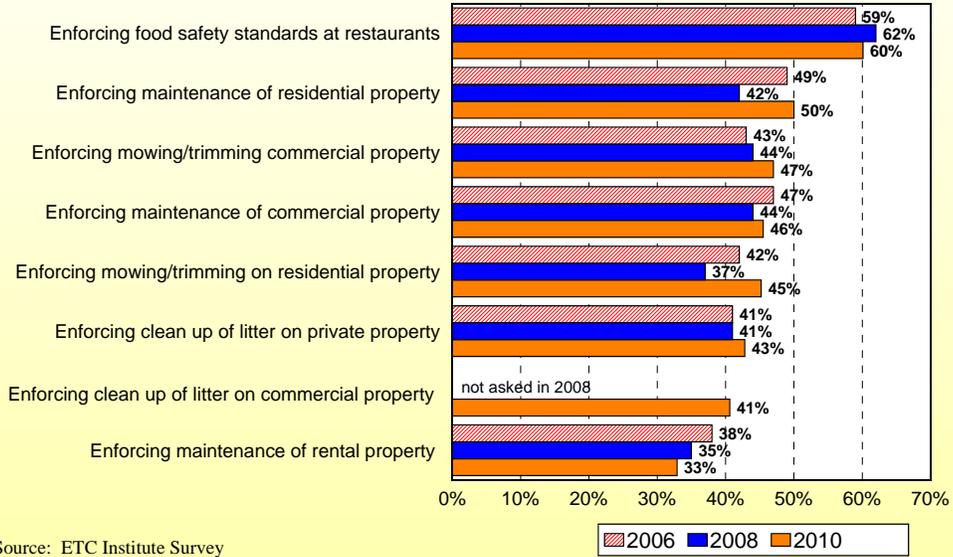
Q10. Satisfaction with Enforcement of City Codes and Ordinances

by percentage of respondents (excluding don't knows)



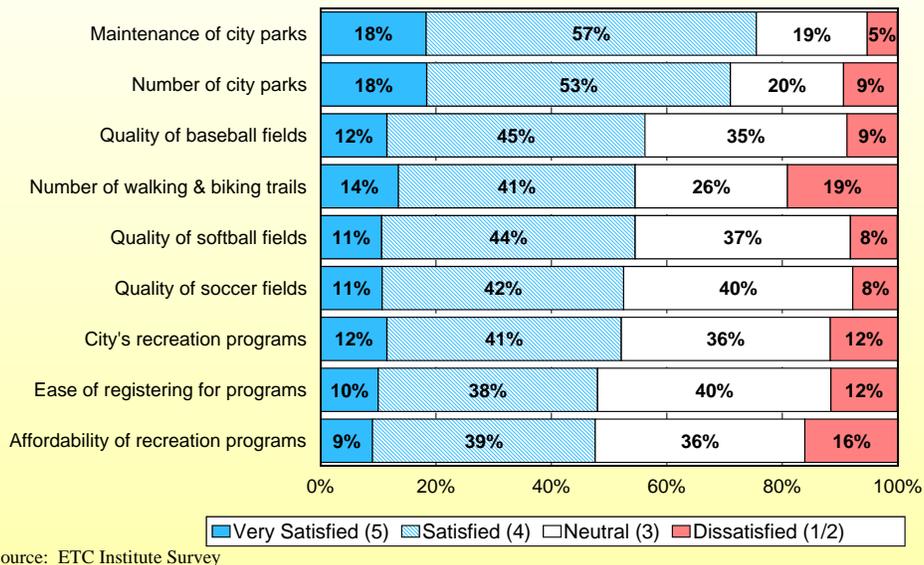
Satisfaction with Enforcement of City Codes and Ordinances: Trends 2006 - 2010

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



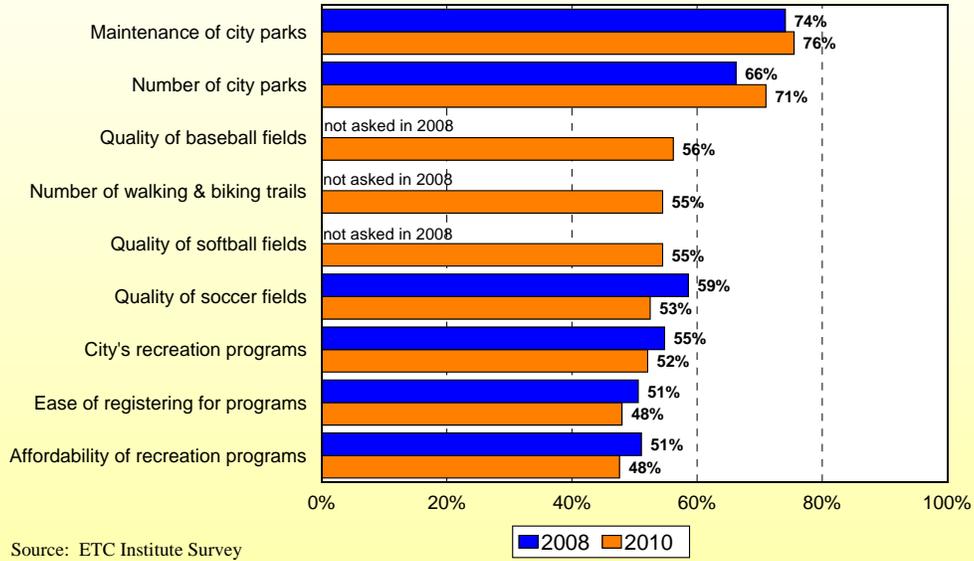
Q11. Satisfaction with Various Aspects of City Parks & Recreation

by percentage of respondents (excluding don't knows)



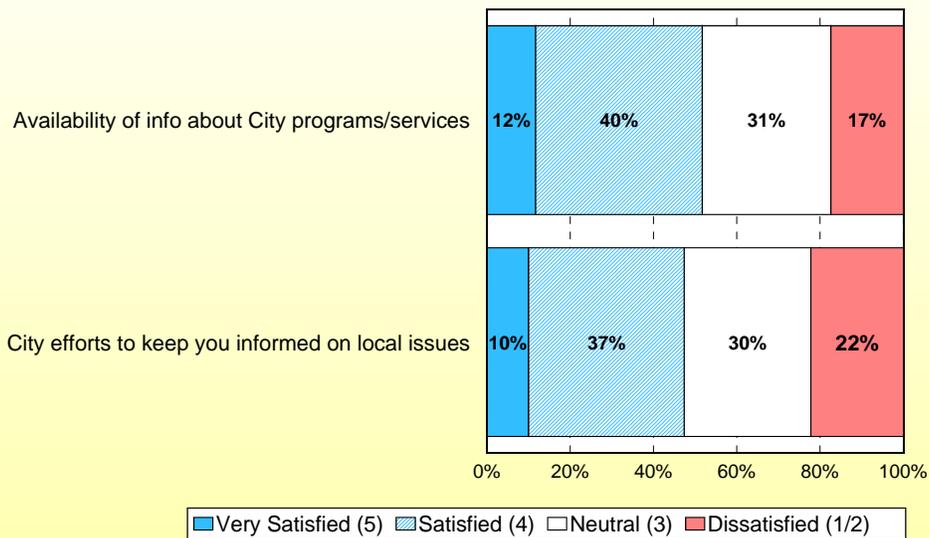
Satisfaction with Parks and Recreation: Trends 2008 - 2010

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



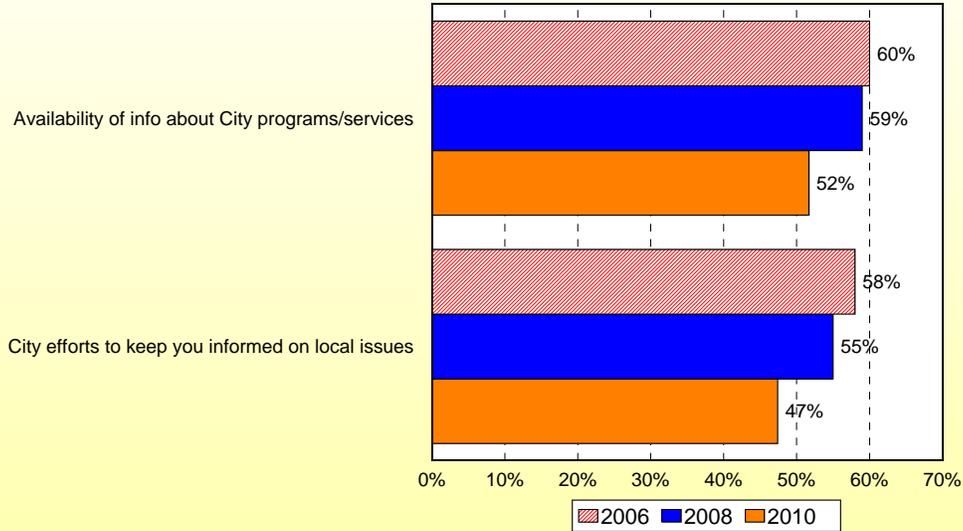
Q12. Satisfaction with Various Aspects of City Communications

by percentage of respondents (excluding don't knows)



Satisfaction with Various Aspects of City Communications: Trends 2006 - 2010

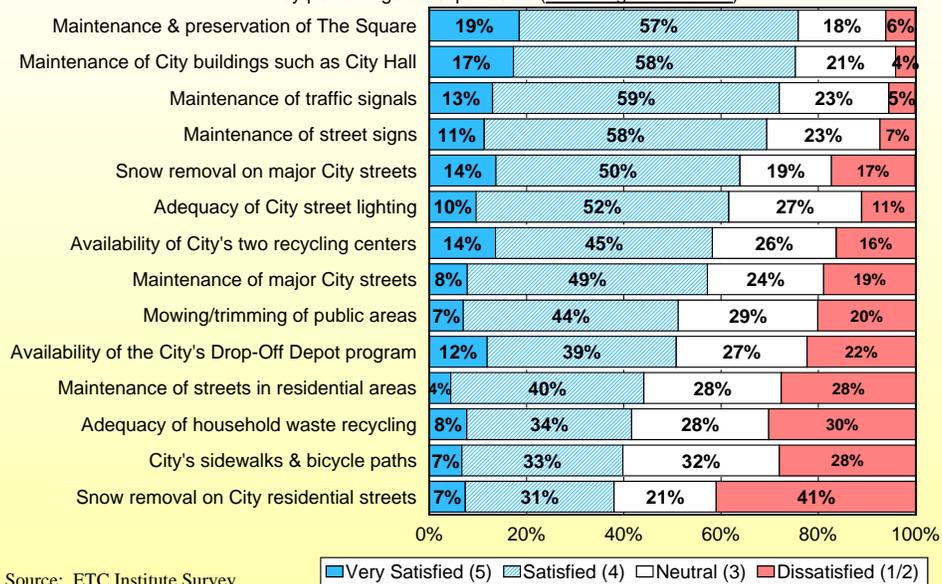
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute Survey

Q13. Satisfaction with Various Aspects of City Maintenance

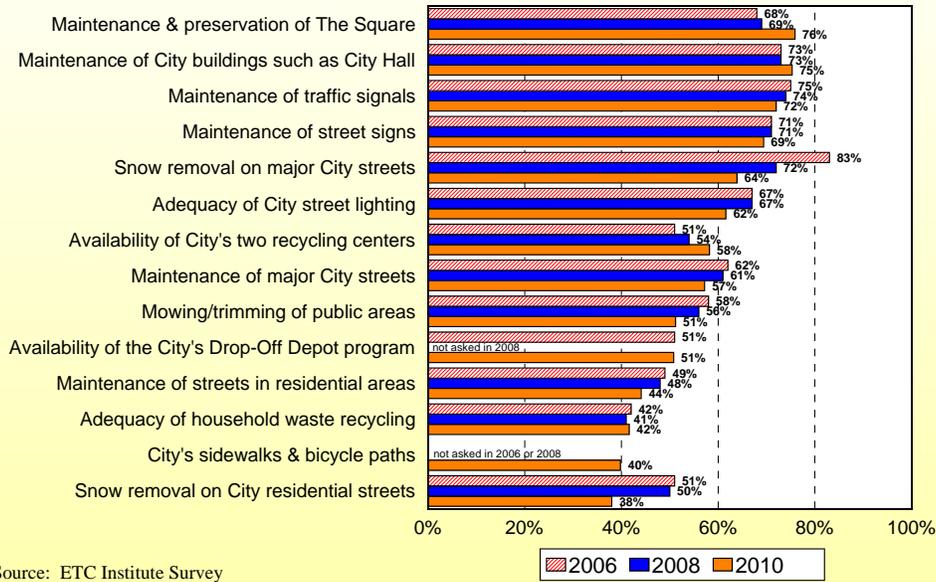
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Satisfaction with Various Aspects of City Maintenance: Trends 2006 - 2010

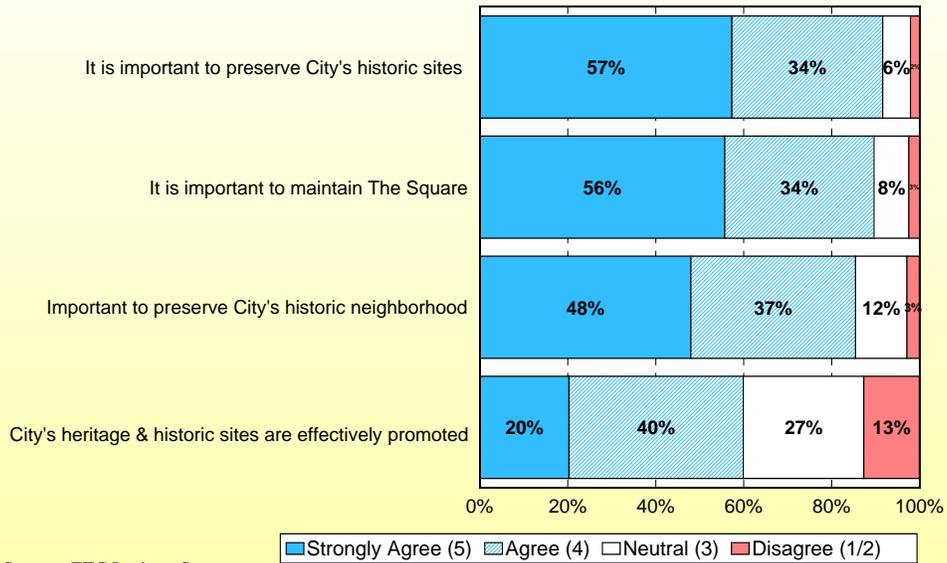
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute Survey

Q14. Agreement with Various Issues About Independence As a Historic City

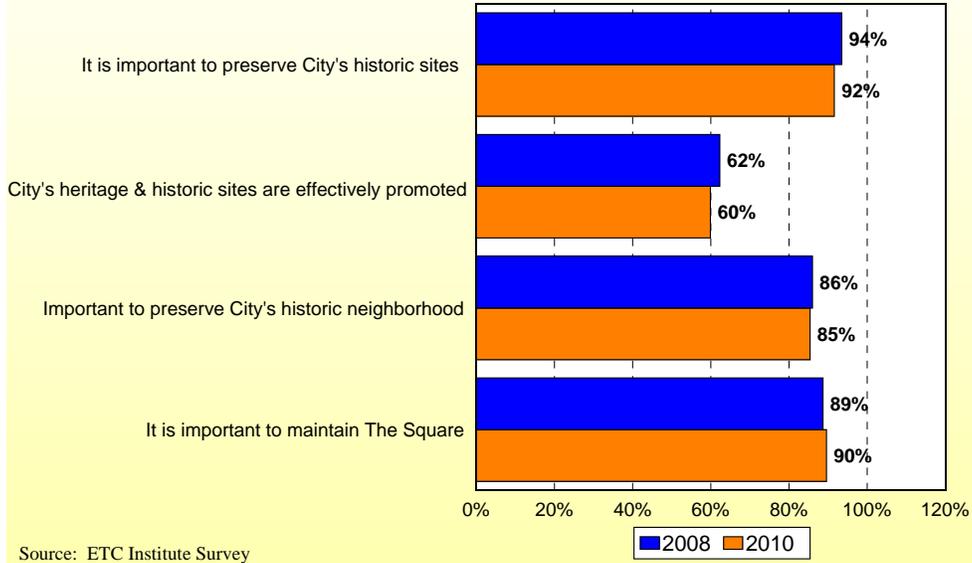
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

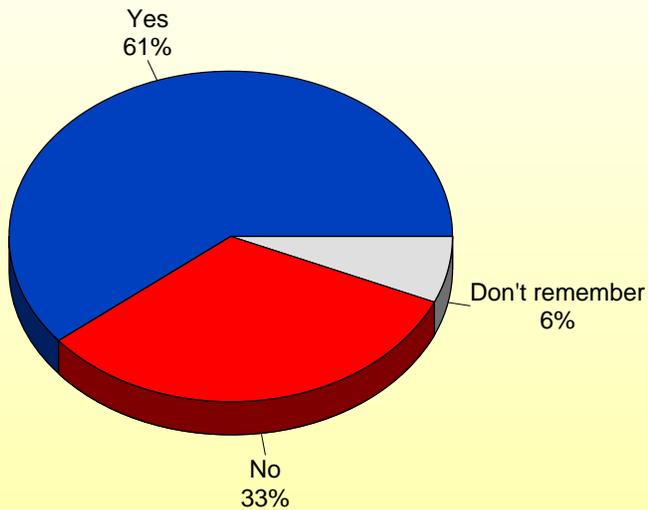
Agreement with Various Issues About the City of Independence: Trends 2008 - 2010

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



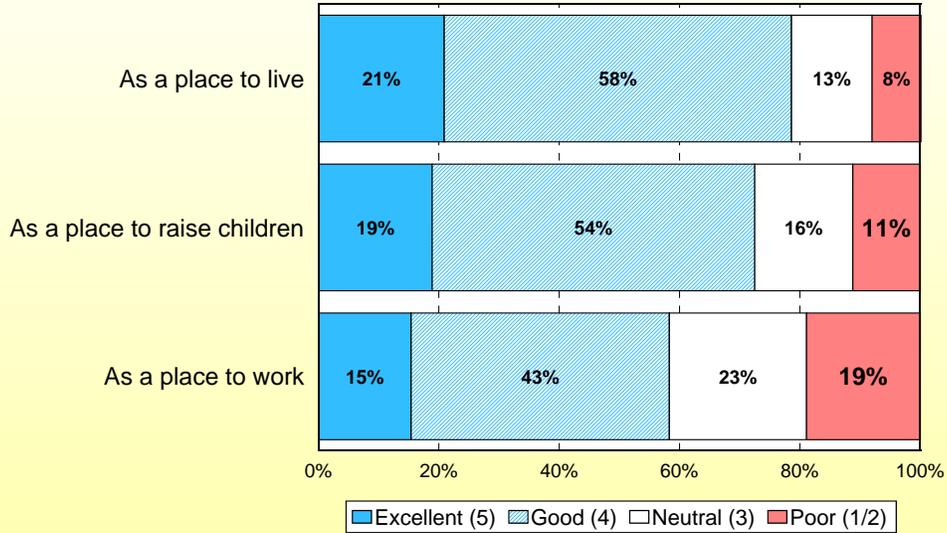
Q15. Have you visited at least one of the City's historic sites within the last two years?

by percentage of respondents



Q16. Satisfaction with Items That Influence the Perception Residents Have of the City

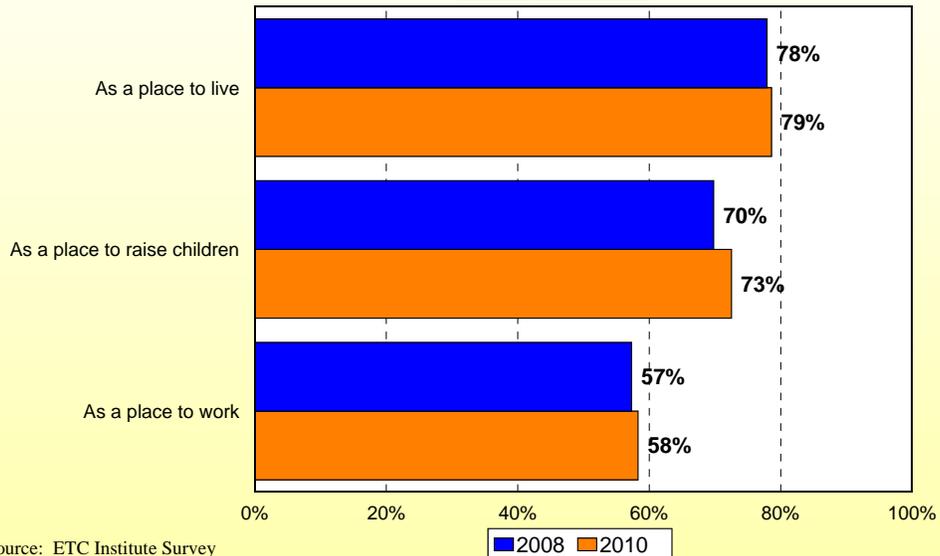
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Satisfaction with Items that Influence the Perception Residents have of the City of Independence: Trends 2008 - 2010

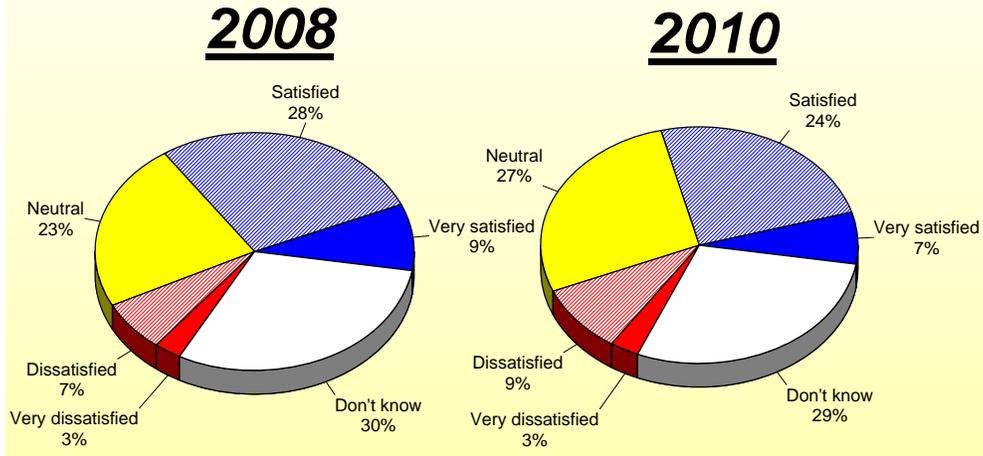
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "excellent" (excluding don't knows)



Source: ETC Institute Survey

Q17. How Satisfied Are You With the City's Emergency Preparedness Efforts To Assist Individuals/Families In Becoming Better Prepared In the Event Of a Disaster?

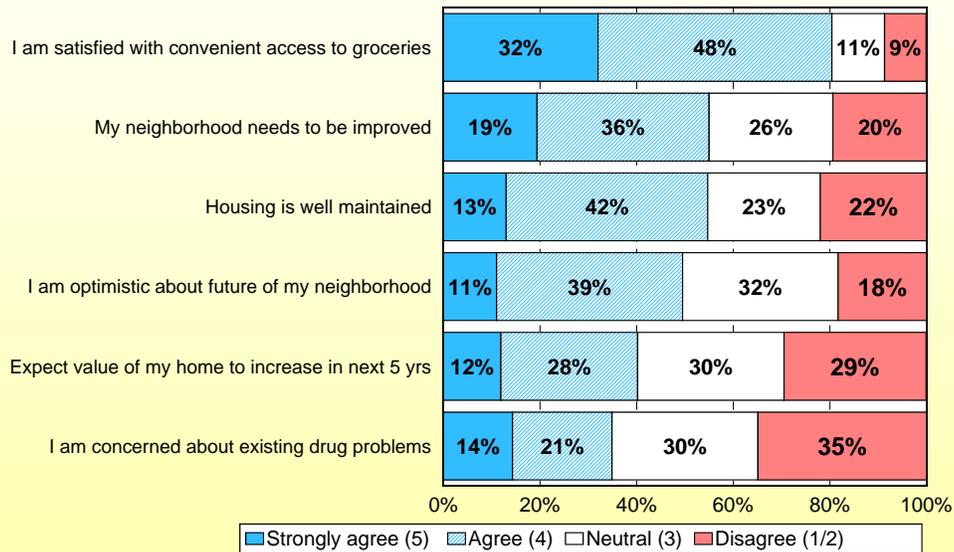
by percentage of respondents



Source: ETC Institute Survey

Q18. Agreement with Various Issues Concerning the City of Independence, MO

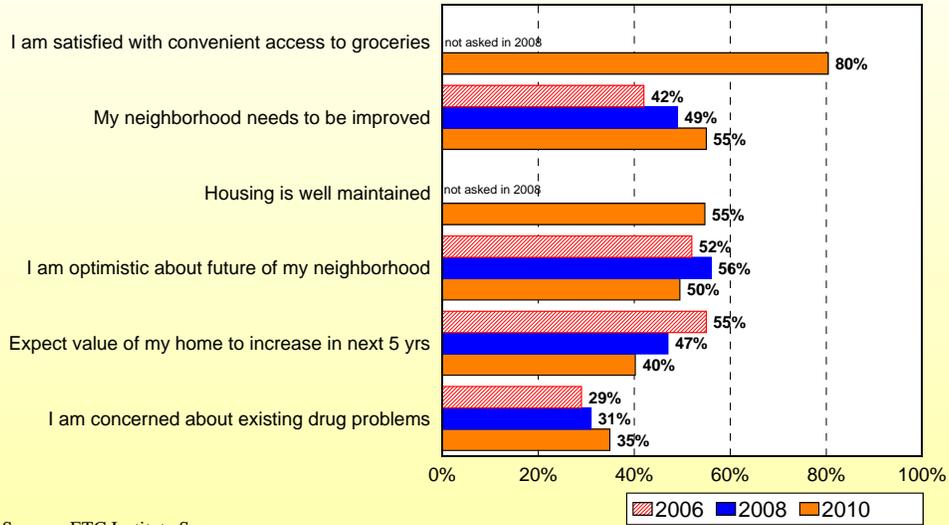
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

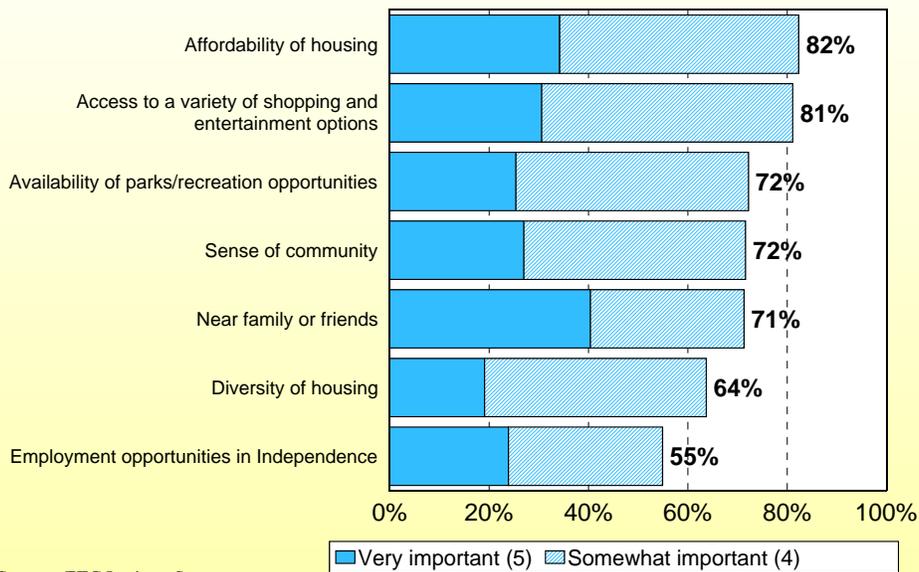
Agreement with Various Issues Concerning the City of Independence, MO: Trends 2006 - 2010

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



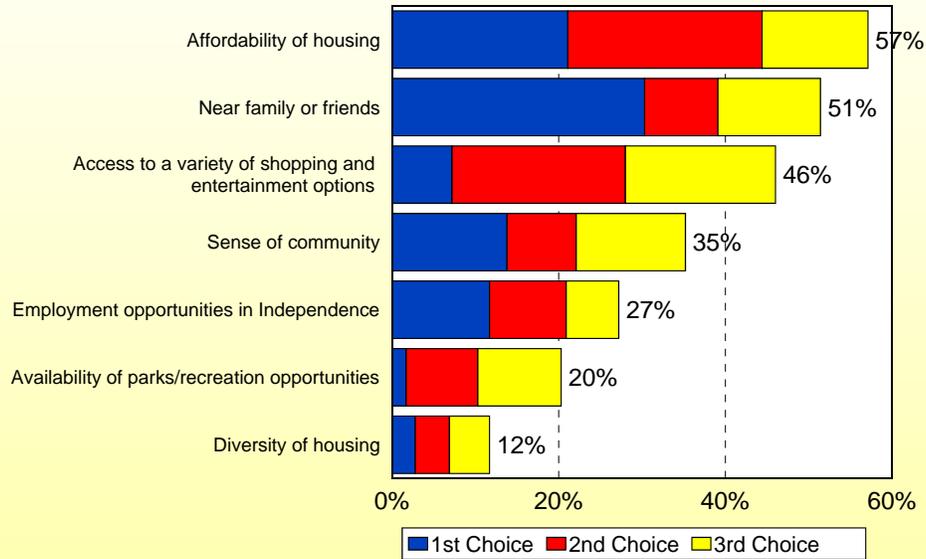
Q19. Importance of Various Issues that Influence Decisions to Live in the City of Independence

by percentage of respondents



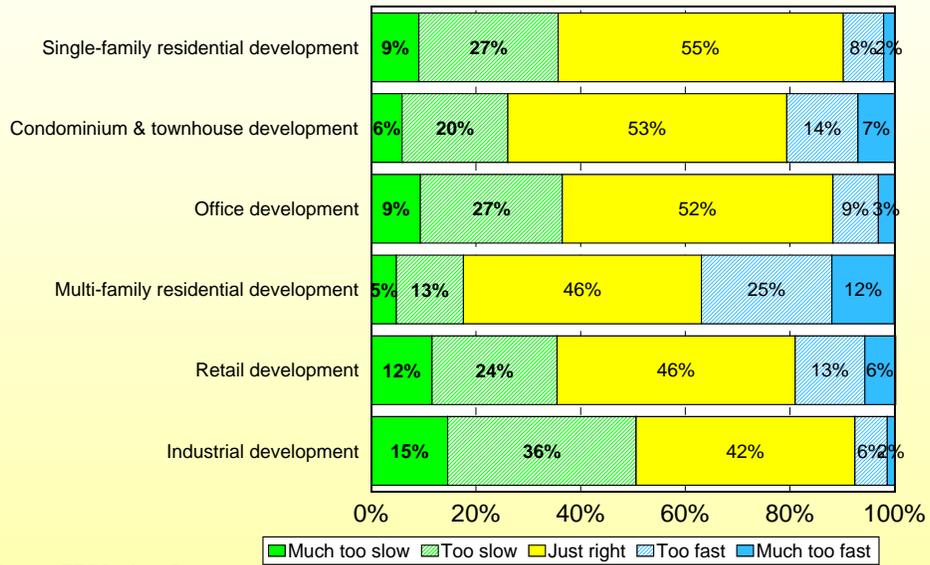
Q20. Most Important Issues that Influence Decisions to Live in the City for the Next 10 Years

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



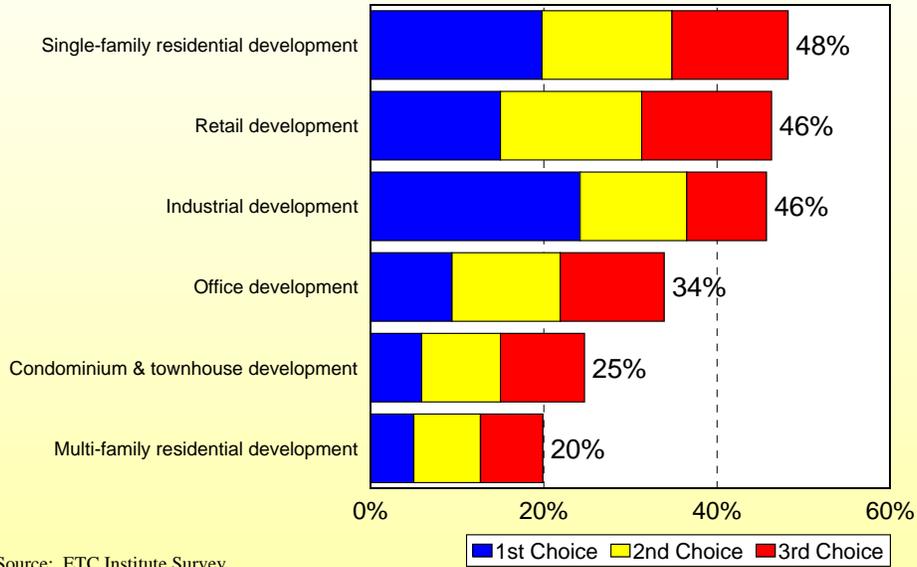
Q21. The Current Pace Various Types of Development Are Growing in the City of Independence

by percentage of respondents (excluding don't knows)



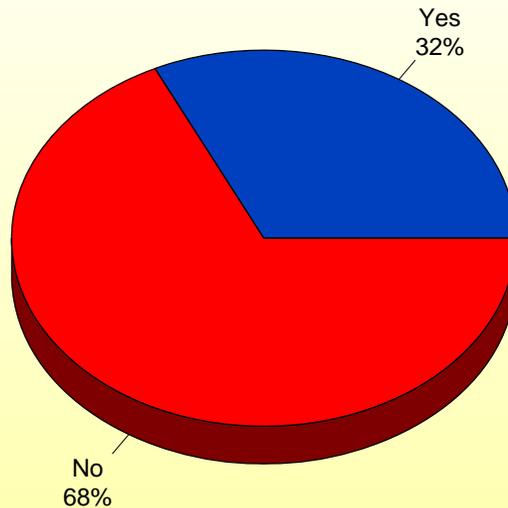
Q22. Types of Development that Should Receive the Highest Priority in the City's Long Range Plan

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



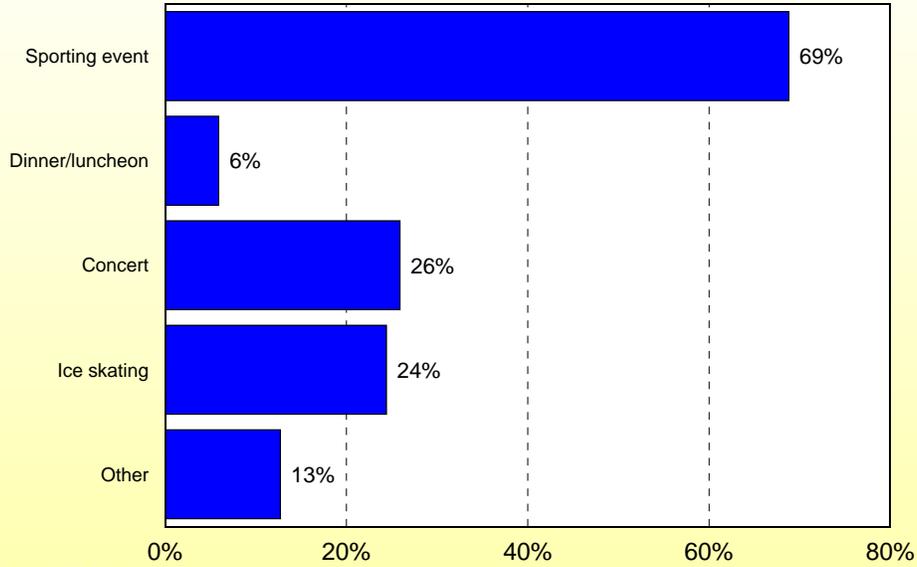
Q23. In November 2009, the City opened the Independence Events Center. Have you attended an event at the facility?

by percentage of respondents



Q23a. Types of Events Attended by Residents at the Independence Events Center

by percentage of respondents who attended an event (multiple responses)

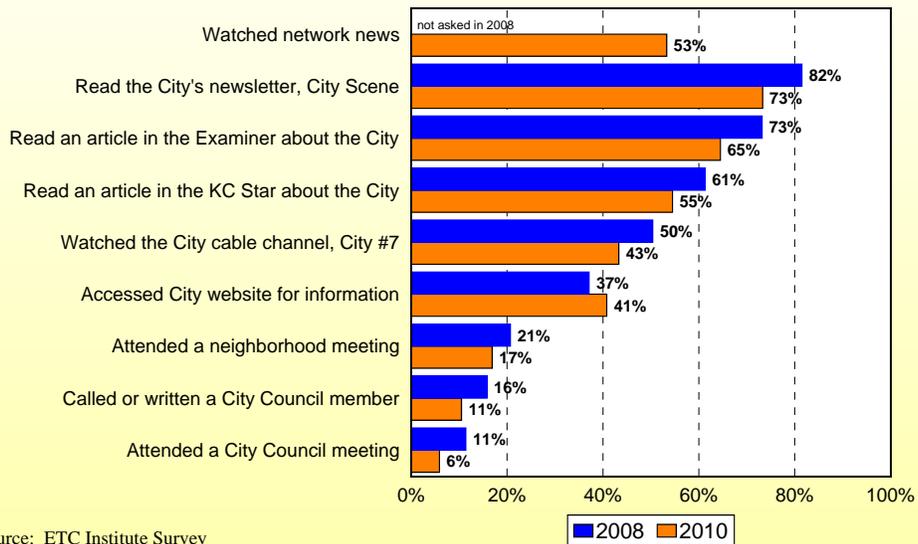


Source: ETC Institute Survey

Q24. Have You Done Any of the Following During the Past Year?

Trend 2008 - 2010

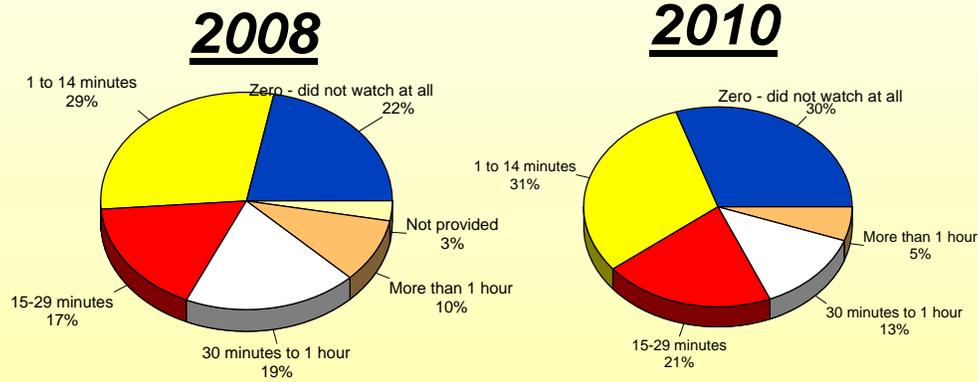
by percentage of respondents who said "YES"



Source: ETC Institute Survey

Q24a. During the Past Week, Approximately How Many Minutes Did You or Members of Your Household Watch the City's Cable Television?

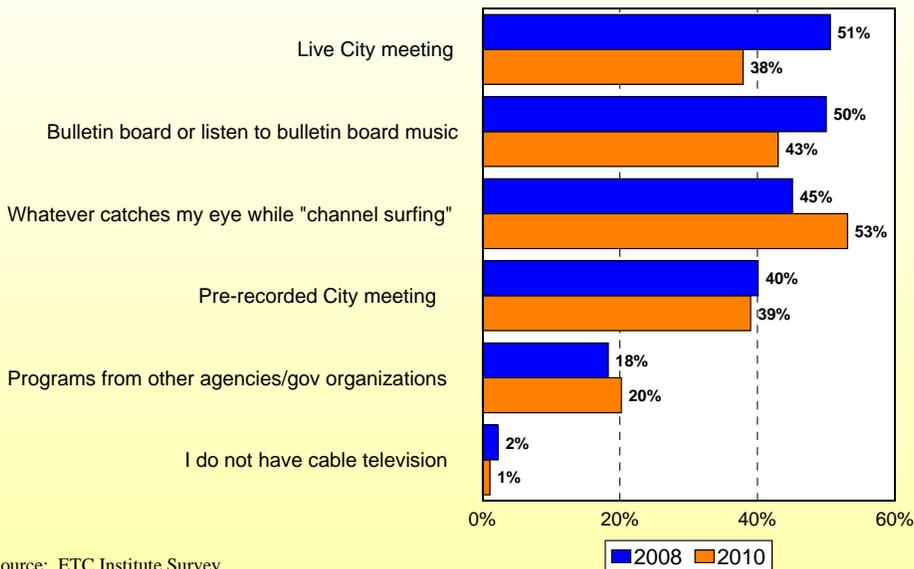
by percentage of respondents who have watched City 7 during the past year



Source: ETC Institute Survey

Q24b. When You Watch City 7, What Do You Watch? Trend 2008 - 2010

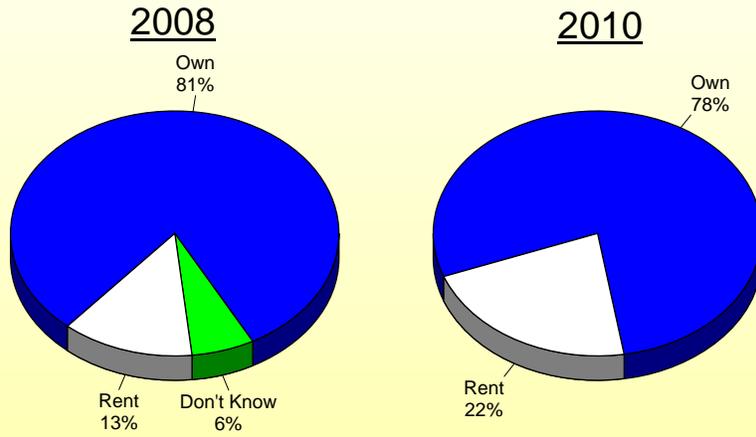
by percentage of respondents who have watched City 7 (multiple responses)



Source: ETC Institute Survey

Demographics: Do You Own or Rent Your Home?

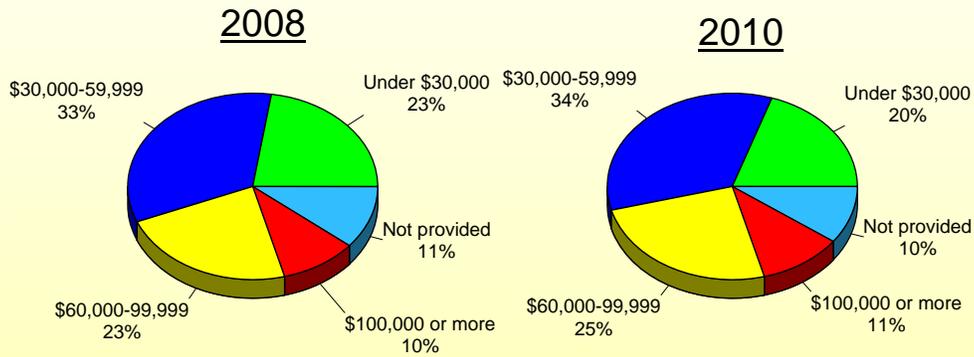
by percentage of respondents



Source: ETC Institute Survey

Demographics: Total Annual Household Income

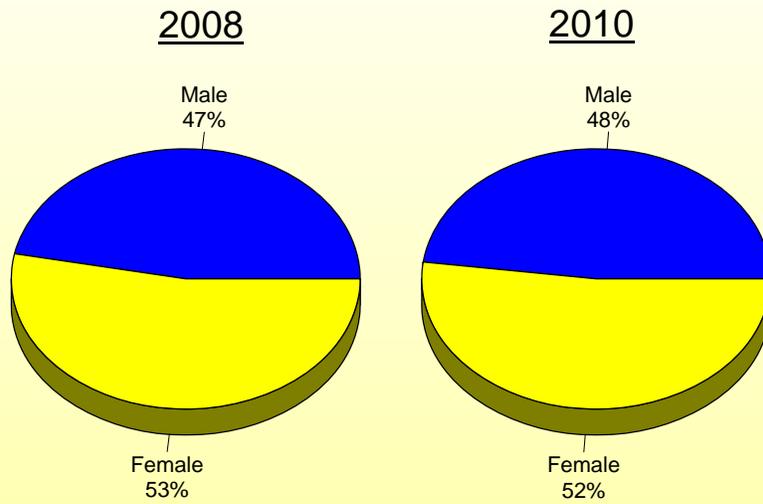
by percentage of respondents



Source: ETC Institute Survey

Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute Survey

Section 2:
**Importance-Satisfaction
Analysis**



Importance-Satisfaction Analysis

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

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [I-S=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought should receive the most emphasis over the next two years. Seventeen percent (17%) ranked *parks and recreation* as the most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked third overall with 73% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 17% was multiplied by 27% (1-0.73). This calculation yielded an I-S rating of **0.04**, which was ranked ninth out of 12 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next three years and 0% indicates that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($I-S \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq I-S < 0.20$)*
- *Maintain Current Emphasis ($I-S < 0.10$)*

The results for Independence are provided on the following page.

Importance-Satisfaction Rating

City of Independence

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (I-S >.20)</u>						
Maintenance of City streets/buildings/facilities	51%	1	44%	11	0.2872	1
<u>High Priority (I-S .10-.20)</u>						
Flow of traffic and congestion management	32%	3	50%	8	0.1590	2
Enforcement of City codes and ordinances	24%	5	46%	10	0.1281	3
Overall quality of police services	41%	2	71%	3	0.1161	4
<u>Medium Priority (I-S <.10)</u>						
Quality of City's stormwater/runoff management	18%	6	58%	7	0.0767	5
Quality City water/sewer/electric utilities	24%	4	68%	4	0.0754	6
Overall public transportation	12%	10	42%	12	0.0722	7
Effectiveness of City communication with public	13%	9	49%	9	0.0678	8
Quality of City parks/programs/facilities	17%	7	73%	2	0.0465	9
Overall quality of local public health services	7%	11	58%	5	0.0308	10
Quality of customer service from City employees	6%	12	58%	6	0.0265	11
Overall quality of fire services	15%	8	85%	1	0.0221	12

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Independence

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (I-S .10-.20)</u>						
Visibility of police in neighborhoods	37%	1	53%	9	0.1769	1
The City's overall efforts to prevent crime	36%	2	51%	10	0.1754	2
Quality of animal control	22%	4	45%	11	0.1196	3
Investigation of criminal offenses	19%	5	41%	12	0.1127	4
Overall quality of local police protection	35%	3	69%	3	0.1066	5
<u>Medium Priority (I-S <.10)</u>						
How quickly police respond to emergencies	17%	6	56%	8	0.0753	6
Enforcement of local traffic laws	16%	8	56%	7	0.0712	7
Visibility of police in retail areas	17%	7	61%	6	0.0656	8
How quickly ambulance service personnel arrive at emergencies	15%	9	69%	4	0.0466	9
Overall quality of local fire protection	14%	10	80%	1	0.0281	10
City efforts to prevent fires	5%	12	65%	5	0.0168	11
How quickly fire personnel respond	6%	11	78%	2	0.0137	12

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

Most Important %:

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

Satisfaction %:

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



Importance-Satisfaction 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.

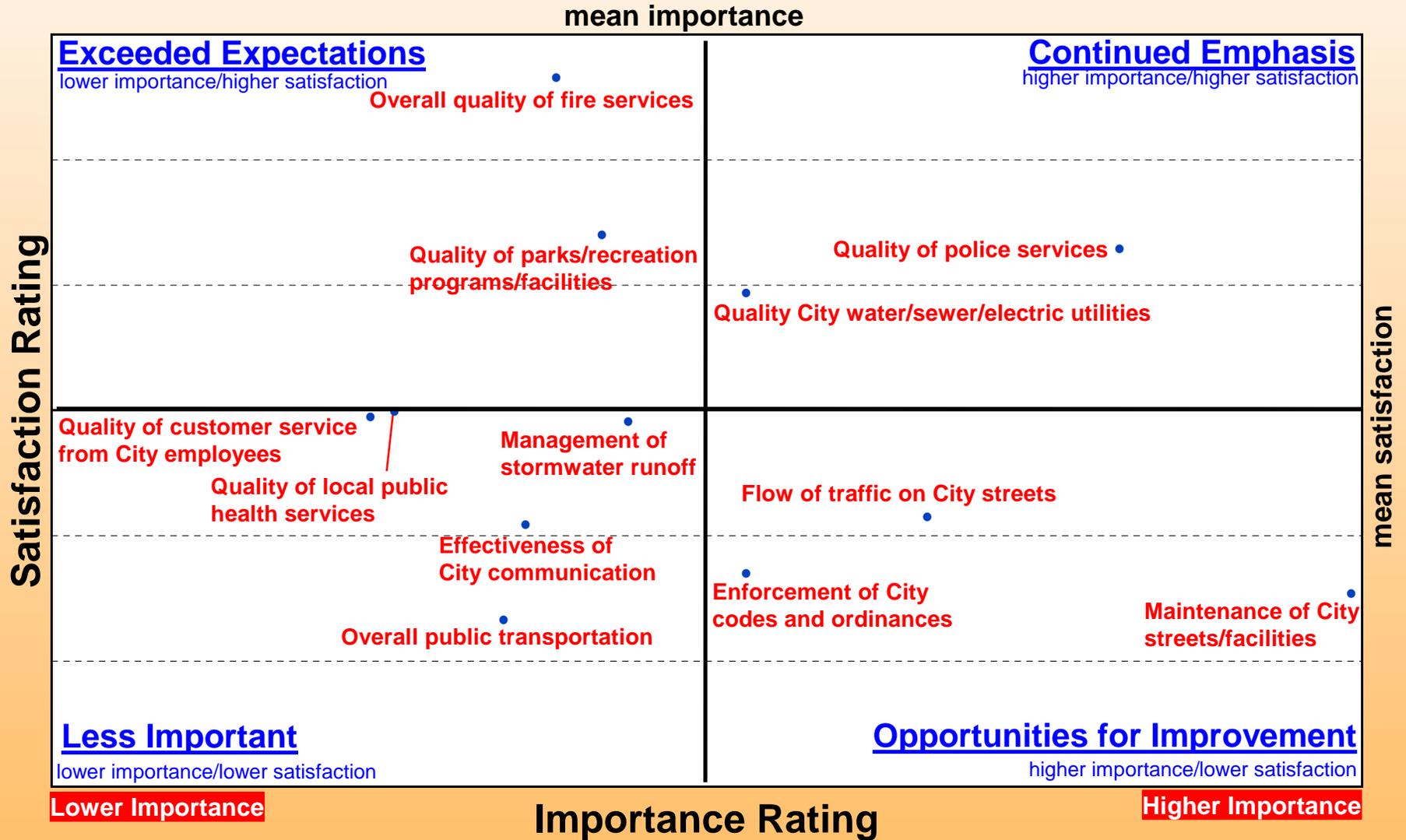
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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 the 2010 Independence Citizen Survey are provided on the following pages.

2010 City of Independence DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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

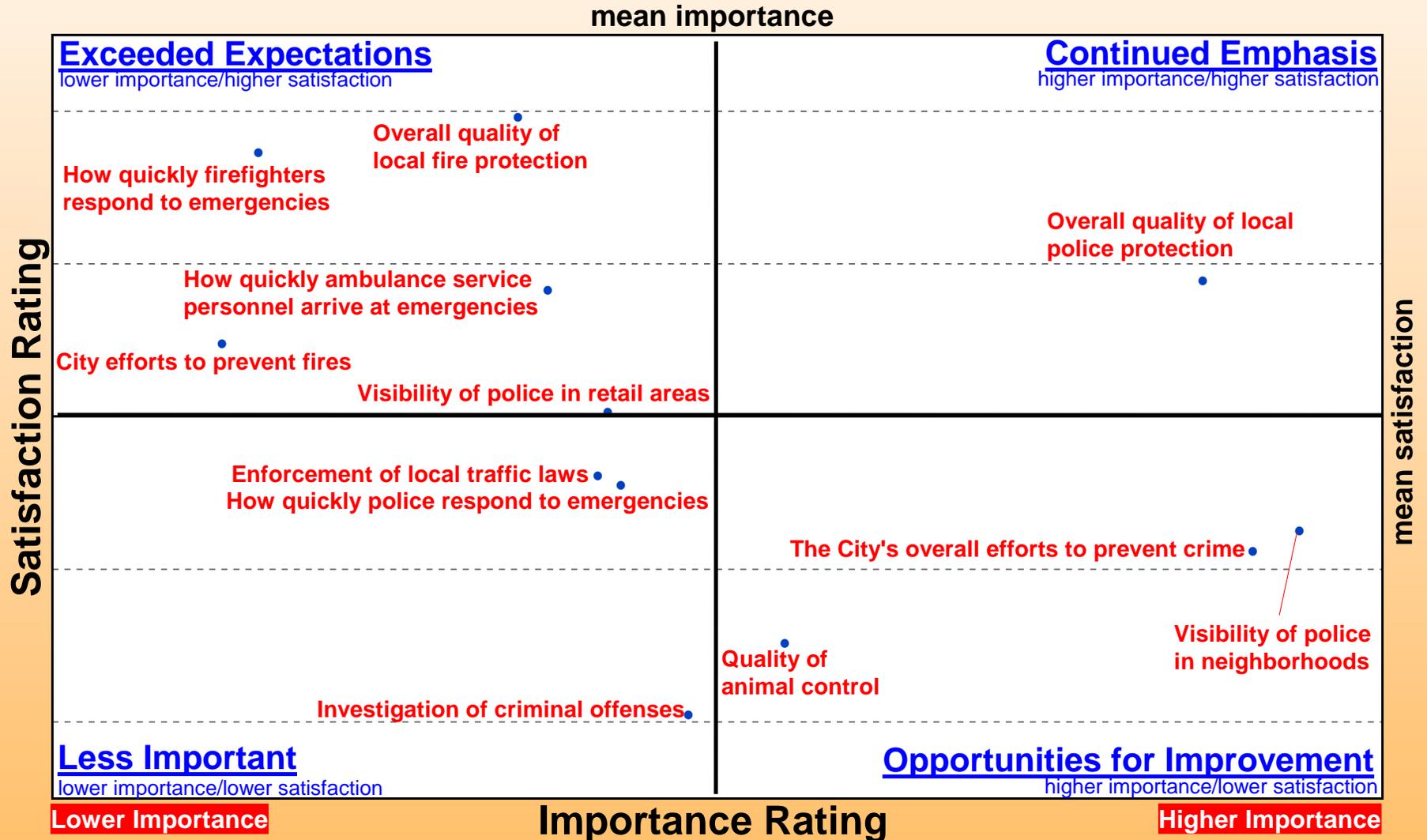


Source: ETC Institute (2010)

2010 City of Independence DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety-

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



Source: ETC Institute (2010)

Section 3:
Tabular Data

Q1. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1a. Police services	20.2%	47.4%	17.5%	6.1%	3.4%	5.3%
Q1b. Fire services	32.8%	42.7%	11.7%	1.1%	0.3%	11.4%
Q1c. City parks & recreation programs & facilities	22.3%	44.8%	18.3%	5.3%	1.9%	7.3%
Q1d. Maintenance of City streets, buildings & facilities	7.3%	35.6%	30.9%	18.6%	5.5%	2.0%
Q1e. City water, sanitary sewer & electric utilities	19.2%	47.3%	19.4%	8.9%	3.1%	2.0%
Q1f. Enforcement of City codes & ordinances	8.6%	32.7%	32.0%	11.6%	5.8%	9.4%
Q1g. Customer service received from City employees	14.4%	35.6%	28.6%	5.5%	2.2%	13.8%
Q1h. Effectiveness of City communication with the public	11.6%	34.5%	36.6%	7.5%	3.3%	6.6%
Q1i. City's storm water management system	12.2%	40.3%	27.2%	7.2%	4.4%	8.8%
Q1j. City public health services	11.6%	35.9%	28.4%	3.6%	1.7%	18.8%
Q1k. Flow of traffic & congestion management	9.5%	38.8%	29.2%	14.7%	4.4%	3.4%
Q1l. Your access to bus transportation	9.5%	20.0%	27.3%	9.5%	4.4%	29.2%

Q1. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a. Police services	21.3%	50.1%	18.5%	6.4%	3.6%
Q1b. Fire services	37.0%	48.1%	13.2%	1.2%	0.4%
Q1c. City parks & recreation programs & facilities	24.1%	48.4%	19.7%	5.7%	2.0%
Q1d. Maintenance of City streets, buildings & facilities	7.5%	36.4%	31.6%	19.0%	5.6%
Q1e. City water, sanitary sewer & electric utilities	19.6%	48.3%	19.8%	9.1%	3.2%
Q1f. Enforcement of City codes & ordinances	9.5%	36.0%	35.3%	12.8%	6.4%
Q1g. Customer service received from City employees	16.7%	41.3%	33.2%	6.3%	2.5%
Q1h. Effectiveness of City communication with the public	12.4%	37.0%	39.1%	8.0%	3.5%
Q1i. City's storm water management system	13.4%	44.2%	29.8%	7.9%	4.8%
Q1j. City public health services	14.2%	44.2%	35.0%	4.4%	2.1%
Q1k. Flow of traffic & congestion management	9.9%	40.1%	30.3%	15.2%	4.5%
Q1l. Your access to bus transportation	13.5%	28.3%	38.6%	13.5%	6.2%

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q2. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Police services	170	26.6 %
Fire services	7	1.1 %
City P&R programs & facilities	29	4.5 %
Maintenance of streets, buildings & facilities	140	21.9 %
Water, sanitary sewer & electric utilities	43	6.7 %
Enforcement of City codes & ordinances	47	7.3 %
Customer service from City employees	4	0.6 %
Effectiveness of City communication with the p...	16	2.5 %
Storm water management system	40	6.3 %
Public health services	8	1.3 %
Flow of traffic & congestion management	62	9.7 %
Access to bus transportation	26	4.1 %
<u>None chosen</u>	<u>48</u>	<u>7.5 %</u>
Total	640	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	47	7.3 %
Fire services	75	11.7 %
City P&R programs & facilities	33	5.2 %
Maintenance of streets, buildings & facilities	99	15.5 %
Water, sanitary sewer & electric utilities	54	8.4 %
Enforcement of City codes & ordinances	47	7.3 %
Customer service from City employees	19	3.0 %
Effectiveness of City communication with the p...	32	5.0 %
Storm water management system	40	6.3 %
Public health services	20	3.1 %
Flow of traffic & congestion management	72	11.3 %
Access to bus transportation	23	3.6 %
<u>None chosen</u>	<u>79</u>	<u>12.3 %</u>
Total	640	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	43	6.7 %
Fire services	13	2.0 %
City P&R programs & facilities	46	7.2 %
Maintenance of streets, buildings & facilities	88	13.8 %
Water, sanitary sewer & electric utilities	54	8.4 %
Enforcement of City codes & ordinances	57	8.9 %
Customer service from City employees	17	2.7 %
Effectiveness of City communication with the p...	38	5.9 %
Storm water management system	35	5.5 %
Public health services	19	3.0 %
Flow of traffic & congestion management	69	10.8 %
Access to bus transportation	30	4.7 %
<u>None chosen</u>	<u>131</u>	<u>20.5 %</u>
Total	640	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

<u>Q2. all 3 choices combined</u>	<u>Number</u>	<u>Percent</u>
Police services	260	40.6 %
Fire services	95	14.8 %
City P&R programs & facilities	108	16.9 %
Maintenance of streets, buildings & facilities	327	51.1 %
Water, sanitary sewer & electric utilities	151	23.6 %
Enforcement of City codes & ordinances	151	23.6 %
Customer service from City employees	40	6.3 %
Effectiveness of City communication with the p...	86	13.4 %
Storm water management system	115	18.0 %
Public health services	47	7.3 %
Flow of traffic & congestion management	203	31.7 %
Access to bus transportation	79	12.3 %
<u>None chosen</u>	<u>48</u>	<u>7.5 %</u>
Total	1710	

Q3. Several items that may influence your perception of the City of Independence are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3a. Value received for City tax dollars & fees	6.3%	39.2%	32.2%	14.2%	3.3%	4.8%
Q3b. Image of City as a place to locate or expand business	8.3%	33.6%	31.7%	17.8%	4.2%	4.4%
Q3c. Quality of life in City	10.9%	49.2%	26.6%	8.9%	1.6%	2.8%
Q3d. Level & quality of development west of Noland Road	3.6%	19.1%	33.0%	26.9%	8.3%	9.2%
Q3e. Level & quality of development east of Noland Road	10.6%	39.7%	30.0%	9.2%	4.7%	5.8%
Q3f. Quality of residential & commercial landscaping	5.6%	36.3%	36.6%	14.4%	3.4%	3.8%

Q3. Several items that may influence your perception of the City of Independence are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3a. Value received for City tax dollars & fees	6.6%	41.2%	33.8%	14.9%	3.4%
Q3b. Image of City as a place to locate or expand business	8.7%	35.1%	33.2%	18.6%	4.4%
Q3c. Quality of life in City	11.3%	50.6%	27.3%	9.2%	1.6%
Q3d. Level & quality of development west of Noland Road	4.0%	21.0%	36.3%	29.6%	9.1%
Q3e. Level & quality of development east of Noland Road	11.3%	42.1%	31.8%	9.8%	5.0%
Q3f. Quality of residential & commercial landscaping	5.8%	37.7%	38.0%	14.9%	3.6%

Q4. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4a. Police protection	17.0%	49.1%	19.7%	5.5%	4.4%	4.4%
Q4b. Visibility of police in your neighborhood	13.3%	38.3%	23.1%	15.9%	7.2%	2.2%
Q4c. Visibility of police in commercial areas	11.4%	45.6%	25.8%	7.7%	3.8%	5.8%
Q4d. City's efforts to prevent crime	11.4%	36.9%	31.4%	10.6%	3.6%	6.1%
Q4e. Enforcement of local traffic laws	11.3%	42.8%	29.2%	8.0%	4.7%	4.1%
Q4f. How quickly police arrive at emergencies	12.0%	31.7%	23.0%	7.3%	4.4%	21.6%
Q4g. Investigation of criminal offenses	7.5%	22.2%	28.8%	9.1%	5.5%	27.0%
Q4h. Fire protection	23.3%	43.8%	15.2%	1.1%	0.6%	16.1%
Q4i. How quickly fire personnel arrive at emergencies	24.4%	35.0%	15.9%	0.9%	0.3%	23.4%
Q4j. City efforts to prevent fires	15.2%	34.7%	24.4%	1.9%	0.6%	23.3%
Q4k. How quickly ambulance service personnel arrive at emergencies	17.8%	35.0%	21.4%	2.0%	0.8%	23.0%
Q4l. Quality of animal control services	8.8%	30.9%	28.9%	13.6%	5.2%	12.7%

Q4. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a. Police protection	17.8%	51.3%	20.6%	5.7%	4.6%
Q4b. Visibility of police in your neighborhood	13.6%	39.1%	23.6%	16.3%	7.3%
Q4c. Visibility of police in commercial areas	12.1%	48.4%	27.4%	8.1%	4.0%
Q4d. City's efforts to prevent crime	12.1%	39.3%	33.4%	11.3%	3.8%
Q4e. Enforcement of local traffic laws	11.7%	44.6%	30.5%	8.3%	4.9%
Q4f. How quickly police arrive at emergencies	15.3%	40.4%	29.3%	9.4%	5.6%
Q4g. Investigation of criminal offenses	10.3%	30.4%	39.4%	12.4%	7.5%
Q4h. Fire protection	27.7%	52.1%	18.1%	1.3%	0.7%
Q4i. How quickly fire personnel arrive at emergencies	31.8%	45.7%	20.8%	1.2%	0.4%
Q4j. City efforts to prevent fires	19.8%	45.2%	31.8%	2.4%	0.8%
Q4k. How quickly ambulance service personnel arrive at emergencies	23.1%	45.4%	27.8%	2.6%	1.0%
Q4l. Quality of animal control services	10.0%	35.4%	33.1%	15.6%	5.9%

Q5. Which THREE public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q5. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Police protection	143	22.3 %
Police in your neighborhood	126	19.7 %
Police in commercial areas	19	3.0 %
City's efforts to prevent crime	89	13.9 %
Enforcement of traffic laws	33	5.2 %
How quickly police arrive at emergencies	30	4.7 %
Investigation of criminal offenses	26	4.1 %
Fire protection	10	1.6 %
How quickly fire personnel arrive at emergencies	7	1.1 %
City's efforts to prevent fires	6	0.9 %
How quickly ambulance arrive at emergencies	15	2.3 %
Quality of animal control	48	7.5 %
<u>None Chosen</u>	<u>88</u>	<u>13.8 %</u>
Total	640	100.0 %

Q5. Which THREE public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police protection	48	7.5 %
Police in your neighborhood	80	12.5 %
Police in commercial areas	47	7.3 %
City's efforts to prevent crime	83	13.0 %
Enforcement of traffic laws	36	5.6 %
How quickly police arrive at emergencies	47	7.3 %
Investigation of criminal offenses	44	6.9 %
Fire protection	48	7.5 %
How quickly fire personnel arrive at emergencies	12	1.9 %
City's efforts to prevent fires	13	2.0 %
How quickly ambulance arrive at emergencies	18	2.8 %
Quality of animal control	34	5.3 %
<u>None Chosen</u>	<u>130</u>	<u>20.3 %</u>
Total	640	100.0 %

Q5. Which THREE public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q5. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police protection	30	4.7 %
Police in your neighborhood	33	5.2 %
Police in commercial areas	40	6.3 %
City's efforts to prevent crime	59	9.2 %
Enforcement of traffic laws	35	5.5 %
How quickly police arrive at emergencies	32	5.0 %
Investigation of criminal offenses	51	8.0 %
Fire protection	31	4.8 %
How quickly fire personnel arrive at emergencies	20	3.1 %
City's efforts to prevent fires	12	1.9 %
How quickly ambulance arrive at emergencies	62	9.7 %
Quality of animal control	58	9.1 %
<u>None Chosen</u>	<u>177</u>	<u>27.7 %</u>
Total	640	100.0 %

Q5. Which THREE public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

<u>Q5. All three choices combined</u>	<u>Number</u>	<u>Percent</u>
Police protection	221	34.5 %
Police in your neighborhood	239	37.3 %
Police in commercial areas	106	16.6 %
City's efforts to prevent crime	231	36.1 %
Enforcement of traffic laws	104	16.3 %
How quickly police arrive at emergencies	109	17.0 %
Investigation of criminal offenses	121	18.9 %
Fire protection	89	13.9 %
How quickly fire personnel arrive at emergencies	39	6.1 %
City's efforts to prevent fires	31	4.8 %
How quickly ambulance arrive at emergencies	95	14.8 %
Quality of animal control	140	21.9 %
<u>None Chosen</u>	<u>88</u>	<u>13.8 %</u>
Total	1613	

Q6. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."

(N=640)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6a. In your neighborhood during the day	40.8%	45.2%	9.7%	2.0%	1.6%	0.8%
Q6b. In your neighborhood during the night	18.8%	43.1%	22.7%	11.1%	2.8%	1.6%
Q6c. In commercial areas during the day	21.4%	51.1%	18.3%	5.2%	0.6%	3.4%
Q6d. In commercial areas during the night	5.5%	29.5%	37.5%	19.8%	2.8%	4.8%
Q6e. In City parks	8.9%	34.7%	29.7%	12.3%	3.4%	10.9%

Q6. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6a. In your neighborhood during the day	41.1%	45.5%	9.8%	2.0%	1.6%
Q6b. In your neighborhood during the night	19.0%	43.8%	23.0%	11.3%	2.9%
Q6c. In commercial areas during the day	22.2%	52.9%	18.9%	5.3%	0.6%
Q6d. In commercial areas during the night	5.7%	31.0%	39.4%	20.9%	3.0%
Q6e. In City parks	10.0%	38.9%	33.3%	13.9%	3.9%

Q7. How supportive would you be of a dedicated 1/4 cent sales tax to fund additional police officers, support staff, detectives and equipment, and to expand the number of patrol districts primarily in the western and central areas of the community?

Q7. Supportive of a dedicated 1/4 cent sales tax	Number	Percent
Very unsupportive	66	10.3 %
Unsupportive	64	10.0 %
Neutral	93	14.5 %
Supportive	171	26.7 %
Very supportive	197	30.8 %
Don't know	49	7.7 %
Total	640	100.0 %

Q7. How supportive would you be of a dedicated 1/4 cent sales tax to fund additional police officers, support staff, detectives and equipment, and to expand the number of patrol districts primarily in the western and central areas of the community?

EXCLUDING DON'T KNOW RESPONSES

Q7. Supportive of a dedicated 1/4 cent sales tax	Number	Percent
Very unsupportive	66	11.2 %
Unsupportive	64	10.8 %
Neutral	93	15.7 %
Supportive	171	28.9 %
Very supportive	197	33.3 %
Total	591	100.0 %

Q8. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8a. Leadership provided by elected officials	7.5%	37.8%	30.5%	9.8%	2.2%	12.2%
Q8b. Access to elected & appointed City officials	6.4%	25.3%	35.2%	8.6%	3.6%	20.9%
Q8c. Frequency with which City leaders seek out your views	2.8%	15.6%	35.6%	21.9%	9.1%	15.0%
Q8d. Level of public involvement in local decision making	3.3%	17.8%	38.0%	18.0%	7.0%	15.9%

Q8. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8a. Leadership provided by elected officials	8.5%	43.1%	34.7%	11.2%	2.5%
Q8b. Access to elected & appointed City officials	8.1%	32.0%	44.5%	10.9%	4.5%
Q8c. Frequency with which City leaders seek out your views	3.3%	18.4%	41.9%	25.7%	10.7%
Q8d. Level of public involvement in local decision making	3.9%	21.2%	45.2%	21.4%	8.4%

Q9. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9a. Taste of tap water in your home	47.2%	35.0%	9.2%	5.2%	2.0%	1.4%
Q9b. Water pressure in your home	40.9%	40.2%	8.0%	6.7%	2.5%	1.7%
Q9c. Adequacy of wastewater collection system	18.6%	38.4%	20.9%	3.8%	1.9%	16.4%
Q9d. Reliability of electrical service	33.9%	50.2%	9.1%	3.9%	0.8%	2.2%
Q9e. How quickly electrical outages are repaired	25.8%	48.1%	13.9%	5.9%	2.5%	3.8%
Q9f. Value of your utility services	20.6%	41.4%	20.6%	11.9%	3.0%	2.5%
Q9g. Utilities programs to promote environment & conservation	13.0%	37.7%	29.4%	5.9%	1.6%	12.5%
Q9h. Maintenance of storm water drains & culverts in neighborhood	12.2%	37.2%	24.2%	12.7%	5.8%	8.0%

Q9. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a. Taste of tap water in your home	47.9%	35.5%	9.4%	5.2%	2.1%
Q9b. Water pressure in your home	41.7%	40.9%	8.1%	6.8%	2.5%
Q9c. Adequacy of wastewater collection system	22.2%	46.0%	25.0%	4.5%	2.2%
Q9d. Reliability of electrical service	34.7%	51.3%	9.3%	4.0%	0.8%
Q9e. How quickly electrical outages are repaired	26.8%	50.0%	14.4%	6.2%	2.6%
Q9f. Value of your utility services	21.2%	42.5%	21.2%	12.2%	3.0%
Q9g. Utilities programs to promote environment & conservation	14.8%	43.0%	33.6%	6.8%	1.8%
Q9h. Maintenance of storm water drains & culverts in neighborhood	13.2%	40.4%	26.3%	13.8%	6.3%

Q10. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10a. Cleanup of trash & debris on residential property	6.3%	34.2%	26.6%	22.0%	5.5%	5.5%
Q10b. Cleanup of trash & debris on commercial property	4.7%	32.7%	32.5%	17.7%	4.4%	8.1%
Q10c. Mowing & trimming of residential property	6.3%	37.2%	28.4%	17.7%	6.6%	3.9%
Q10d. Mowing & trimming of commercial property	5.6%	38.4%	31.6%	14.1%	4.1%	6.3%
Q10e. Maintenance of residential buildings in neighborhood	8.6%	39.1%	28.6%	14.7%	4.4%	4.7%
Q10f. Maintenance of commercial buildings in neighborhood	6.4%	34.1%	33.8%	11.6%	3.1%	11.1%
Q10g. Maintenance of rental buildings in neighborhood	4.4%	23.9%	31.3%	19.5%	7.0%	13.9%
Q10h. food safety standards at restaurants	11.3%	43.8%	25.8%	8.4%	2.3%	8.4%

Q10. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10a. Cleanup of trash & debris on residential property	6.6%	36.2%	28.1%	23.3%	5.8%
Q10b. Cleanup of trash & debris on commercial property	5.1%	35.5%	35.4%	19.2%	4.8%
Q10c. Mowing & trimming of residential property	6.5%	38.7%	29.6%	18.4%	6.8%
Q10d. Mowing & trimming of commercial property	6.0%	41.0%	33.7%	15.0%	4.3%
Q10e. Maintenance of residential buildings in neighborhood	9.0%	41.0%	30.0%	15.4%	4.6%
Q10f. Maintenance of commercial buildings in neighborhood	7.2%	38.3%	38.0%	13.0%	3.5%
Q10g. Maintenance of rental buildings in neighborhood	5.1%	27.8%	36.3%	22.7%	8.2%
Q10h. food safety standards at restaurants	12.3%	47.8%	28.2%	9.2%	2.6%

Q11. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11a. Maintenance of City parks	16.9%	52.7%	17.7%	4.1%	0.8%	8.0%
Q11b. Number of City parks	16.9%	48.3%	18.0%	7.0%	1.6%	8.3%
Q11c. Number of walking & biking trails	12.2%	36.9%	23.8%	12.8%	4.4%	10.0%
Q11d. Soccer fields	8.1%	31.7%	30.2%	4.5%	1.4%	24.1%
Q11e. Softball fields	8.1%	33.6%	28.6%	4.7%	1.6%	23.4%
Q11f. Baseball fields	8.9%	34.7%	27.2%	5.5%	1.4%	22.3%
Q11g. Recreation programs	9.1%	31.9%	28.4%	7.0%	2.2%	21.4%
Q11h. Affordability of recreation programs	6.7%	28.8%	27.0%	9.4%	2.7%	25.5%
Q11i. Ease of registering for recreation programs	7.2%	27.2%	28.9%	5.5%	2.8%	28.4%

Q11. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11a. Maintenance of City parks	18.3%	57.2%	19.2%	4.4%	0.8%
Q11b. Number of City parks	18.4%	52.6%	19.6%	7.7%	1.7%
Q11c. Number of walking & biking trails	13.5%	41.0%	26.4%	14.2%	4.9%
Q11d. Soccer fields	10.7%	41.8%	39.7%	6.0%	1.9%
Q11e. Softball fields	10.6%	43.9%	37.3%	6.1%	2.0%
Q11f. Baseball fields	11.5%	44.7%	35.0%	7.0%	1.8%
Q11g. Recreation programs	11.5%	40.6%	36.2%	8.9%	2.8%
Q11h. Affordability of recreation programs	9.0%	38.6%	36.3%	12.6%	3.6%
Q11i. Ease of registering for recreation programs	10.0%	38.0%	40.4%	7.6%	3.9%

Q12. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12a. Availability of information about City programs & services	10.8%	37.0%	28.6%	13.1%	3.0%	7.5%
Q12b. City efforts to keep you informed about local issues	9.4%	35.2%	28.6%	17.0%	3.9%	5.9%

Q12. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12a. Availability of information about City programs & services	11.7%	40.0%	30.9%	14.2%	3.2%
Q12b. City efforts to keep you informed about local issues	10.0%	37.4%	30.4%	18.1%	4.2%

Q13. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13a. Maintenance of major City streets	7.7%	48.8%	23.6%	15.6%	3.1%	1.3%
Q13b. Maintenance of streets in residential areas	4.4%	39.2%	28.0%	22.2%	5.0%	1.3%
Q13c. Maintenance of street signs	11.1%	57.2%	23.0%	5.5%	1.7%	1.6%
Q13d. Maintenance of traffic signals	12.7%	57.3%	21.9%	3.9%	1.4%	2.8%
Q13e. Maintenance & preservation of Independence Square	17.7%	54.8%	17.2%	4.7%	1.1%	4.5%
Q13f. Maintenance of City buildings, like City Hall	15.9%	53.6%	19.1%	2.7%	1.1%	7.7%
Q13g. Snow removal on major City streets	13.3%	48.8%	18.3%	12.7%	4.1%	3.0%
Q13h. Snow removal on streets in residential areas	7.2%	29.8%	20.5%	26.7%	13.4%	2.3%
Q13i. Mowing & trimming along streets & other public areas	6.7%	42.7%	27.7%	15.5%	3.9%	3.6%
Q13j. Availability of City's Drop-Off Depot program	10.8%	35.2%	24.4%	14.5%	5.6%	9.5%
Q13k. Adequate number & placement of street lights	9.2%	50.0%	26.3%	8.1%	2.5%	3.9%
Q13l. Availability of City's two recycling centers	12.0%	39.4%	22.5%	9.7%	4.7%	11.7%
Q13m. Adequacy of household waste recycling programs	6.7%	29.7%	24.7%	18.1%	8.3%	12.5%
Q13n. City's sidewalks & bicycle paths	6.3%	30.6%	29.8%	18.0%	8.0%	7.3%

Q13. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a. Maintenance of major City streets	7.8%	49.4%	23.9%	15.8%	3.2%
Q13b. Maintenance of streets in residential areas	4.4%	39.7%	28.3%	22.5%	5.1%
Q13c. Maintenance of street signs	11.3%	58.1%	23.3%	5.6%	1.7%
Q13d. Maintenance of traffic signals	13.0%	59.0%	22.5%	4.0%	1.4%
Q13e. Maintenance & preservation of Independence Square	18.5%	57.4%	18.0%	4.9%	1.1%
Q13f. Maintenance of City buildings, like City Hall	17.3%	58.0%	20.6%	2.9%	1.2%
Q13g. Snow removal on major City streets	13.7%	50.2%	18.8%	13.0%	4.2%
Q13h. Snow removal on streets in residential areas	7.4%	30.6%	21.0%	27.4%	13.8%
Q13i. Mowing & trimming along streets & other public areas	7.0%	44.2%	28.7%	16.0%	4.1%
Q13j. Availability of City's Drop-Off Depot program	11.9%	38.9%	26.9%	16.1%	6.2%
Q13k. Adequate number & placement of street lights	9.6%	52.0%	27.3%	8.5%	2.6%
Q13l. Availability of City's two recycling centers	13.6%	44.6%	25.5%	11.0%	5.3%
Q13m. Adequacy of household waste recycling programs	7.7%	33.9%	28.2%	20.7%	9.5%
Q13n. City's sidewalks & bicycle paths	6.7%	33.1%	32.2%	19.4%	8.6%

Q14. Using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with each of the following statements.

(N=640)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q14a. It is important to preserve City's historic sites	56.9%	34.1%	6.3%	1.6%	0.5%	0.8%
Q14b. City effectively distributes education material about its heritage sites	20.0%	39.1%	27.0%	10.8%	1.7%	1.4%
Q14c. It is important to preserve City's historic neighborhoods	47.5%	37.0%	11.6%	1.9%	0.9%	1.1%
Q14d. It is important to maintain historic character of The Square	55.2%	33.6%	7.8%	1.7%	0.8%	0.9%

Q14. Using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with each of the following statements.

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q14a. It is important to preserve City's historic sites	57.3%	34.3%	6.3%	1.6%	0.5%
Q14b. City effectively distributes education material about its heritage sites	20.3%	39.6%	27.4%	10.9%	1.7%
Q14c. It is important to preserve City's historic neighborhoods	48.0%	37.4%	11.7%	1.9%	0.9%
Q14d. It is important to maintain historic character of The Square	55.7%	33.9%	7.9%	1.7%	0.8%

Q15. Have you visited at least one of the City's historic sites within the last two years?

Q15. Visited one of City's historic sites	Number	Percent
Yes	389	60.8 %
No	210	32.8 %
Don't remember	41	6.4 %
Total	640	100.0 %

Q16. Please rate the City of Independence on a scale of 1 to 5, where 5 means "excellent" and 1 means "poor" with regard to each of the following:

(N=640)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q16a. As a place to live	20.6%	57.0%	13.3%	6.1%	1.9%	1.1%
Q16b. As a place to raise children	18.1%	51.4%	15.6%	8.8%	2.0%	4.1%
Q16c. As a place to work	13.6%	38.0%	20.2%	10.9%	5.8%	11.6%

Q16. Please rate the City of Independence on a scale of 1 to 5, where 5 means "excellent" and 1 means "poor" with regard to each of the following:

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Excellent	Good	Neutral	Below average	Poor
Q16a. As a place to live	20.9%	57.7%	13.4%	6.2%	1.9%
Q16b. As a place to raise children	18.9%	53.6%	16.3%	9.1%	2.1%
Q16c. As a place to work	15.4%	42.9%	22.8%	12.4%	6.5%

Q17. Overall, how satisfied are you with the City's emergency preparedness efforts to assist individuals/families in becoming better prepared in the event of a disaster?

Q17. Satisfaction with City's emergency preparedness efforts	Number	Percent
Very dissatisfied	19	3.0 %
Dissatisfied	61	9.5 %
Neutral	176	27.5 %
Satisfied	156	24.4 %
Very satisfied	44	6.9 %
Don't know	184	28.8 %
Total	640	100.0 %

Q17. Overall, how satisfied are you with the City's emergency preparedness efforts to assist individuals/families in becoming better prepared in the event of a disaster?

EXCLUDING DON'T KNOW RESPONSES

Q17. Satisfaction with City's emergency preparedness efforts	Number	Percent
Very dissatisfied	19	4.2 %
Dissatisfied	61	13.4 %
Neutral	176	38.6 %
Satisfied	156	34.2 %
Very satisfied	44	9.6 %
Total	456	100.0 %

Q18. Using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with each of the following statements.

(N=640)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q18a. My neighborhood needs to be improved	19.1%	35.0%	25.2%	16.3%	3.0%	1.6%
Q18b. Housing in my neighborhood is well maintained	12.8%	41.1%	23.0%	18.8%	3.0%	1.4%
Q18c. I am optimistic about future of my neighborhood	10.8%	37.8%	31.6%	14.8%	3.1%	1.9%
Q18d. I expect my home value to increase during next five years	11.7%	27.8%	29.7%	19.8%	9.1%	1.9%
Q18e. I am concerned about existing drug problems in my neighborhood	14.1%	20.3%	29.7%	24.1%	10.3%	1.6%
Q18f. I am satisfied with convenient access to grocery & drug stores	31.7%	48.0%	10.8%	5.8%	2.8%	0.9%

Q18. Using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with each of the following statements.

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q18a. My neighborhood needs to be improved	19.4%	35.6%	25.6%	16.5%	3.0%
Q18b. Housing in my neighborhood is well maintained	13.0%	41.7%	23.3%	19.0%	3.0%
Q18c. I am optimistic about future of my neighborhood	11.0%	38.5%	32.2%	15.1%	3.2%
Q18d. I expect my home value to increase during next five years	11.9%	28.3%	30.3%	20.2%	9.2%
Q18e. I am concerned about existing drug problems in my neighborhood	14.3%	20.6%	30.2%	24.4%	10.5%
Q18f. I am satisfied with convenient access to grocery & drug stores	32.0%	48.4%	10.9%	5.8%	2.8%

Q19. Several reasons for deciding where to live are listed below. On a scale from 1 to 5, where 5 is "very important" and 1 is "very unimportant," how important was each reason in your decision to live in Independence?

(N=640)

	Very important	Important	Neutral	Unimportant	Very unimportant	Don't know
Q19a. Sense of community	26.1%	43.1%	21.6%	4.2%	1.7%	3.3%
Q19b. Employment opportunities	22.5%	29.2%	27.5%	10.2%	4.8%	5.8%
Q19c. Diversity of housing choice	18.1%	42.3%	24.1%	7.2%	3.3%	5.0%
Q19d. Affordability of housing	33.1%	46.6%	13.3%	3.4%	0.3%	3.3%
Q19e. Access to a variety of shopping & entertainment	30.2%	49.7%	13.4%	4.4%	0.8%	1.6%
Q19f. Availability of parks & recreation opportunities	24.5%	45.2%	19.8%	6.1%	0.9%	3.4%
Q19g. Near family or friends	39.2%	30.0%	18.8%	6.9%	2.3%	2.8%

Q19. Several reasons for deciding where to live are listed below. On a scale from 1 to 5, where 5 is "very important" and 1 is "very unimportant," how important was each reason in your decision to live in Independence?

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Very important	Important	Neutral	Unimportant	Very unimportant
Q19a. Sense of community	27.0%	44.6%	22.3%	4.4%	1.8%
Q19b. Employment opportunities	23.9%	31.0%	29.2%	10.8%	5.1%
Q19c. Diversity of housing choice	19.1%	44.6%	25.3%	7.6%	3.5%
Q19d. Affordability of housing	34.2%	48.1%	13.7%	3.6%	0.3%
Q19e. Access to a variety of shopping & entertainment	30.6%	50.5%	13.7%	4.4%	0.8%
Q19f. Availability of parks & recreation opportunities	25.4%	46.8%	20.6%	6.3%	1.0%
Q19g. Near family or friends	40.4%	30.9%	19.3%	7.1%	2.4%

Q20. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years?

Q20. 1st choice	Number	Percent
Sense of community	88	13.8 %
Employment opportunities	75	11.7 %
Diversity of housing choice	18	2.8 %
Affordability of housing	135	21.1 %
Variety of shopping & entertainment	46	7.2 %
Parks & Rec opportunities	11	1.7 %
Near family & friends	194	30.3 %
None Chosen	73	11.4 %
Total	640	100.0 %

Q20. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years?

<u>Q20. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	53	8.3 %
Employment opportunities	59	9.2 %
Diversity of housing choice	26	4.1 %
Affordability of housing	149	23.3 %
Variety of shopping & entertainment	133	20.8 %
Parks & Rec opportunities	55	8.6 %
Near family & friends	56	8.8 %
<u>None Chosen</u>	<u>109</u>	<u>17.0 %</u>
Total	640	100.0 %

Q20. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years?

<u>Q20. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	84	13.1 %
Employment opportunities	40	6.3 %
Diversity of housing choice	31	4.8 %
Affordability of housing	81	12.7 %
Variety of shopping & entertainment	115	18.0 %
Parks & Rec opportunities	64	10.0 %
Near family & friends	79	12.3 %
<u>None Chosen</u>	<u>146</u>	<u>22.8 %</u>
Total	640	100.0 %

Q20. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years? (top 3)

Q20. All 3 choices combined	Number	Percent
Sense of community	225	35.2 %
Employment opportunities	174	27.2 %
Diversity of housing choice	75	11.7 %
Affordability of housing	365	57.0 %
Variety of shopping & entertainment	294	45.9 %
Parks & Rec opportunities	130	20.3 %
Near family & friends	329	51.4 %
None Chosen	73	11.4 %
Total	1665	

Q21. Using the five-point scale where 5 means "much too slow" and 1 means "much too fast," please rate the City's current pace of development in each of the following areas.

(N=640)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't know
Q21a. Office development	6.7%	19.4%	37.0%	6.3%	2.2%	28.4%
Q21b. Industrial development	10.9%	27.0%	31.4%	4.7%	1.1%	24.8%
Q21c. Condominium & townhouse development designed to be owner- occupied	4.4%	14.8%	39.2%	10.0%	5.2%	26.4%
Q21d. Multi-family residential development designed to be renter-occupied	3.6%	9.5%	33.9%	18.6%	8.9%	25.5%
Q21e. Single-family residential development	7.3%	21.6%	44.2%	6.3%	1.7%	18.9%
Q21f. Retail development	9.5%	19.7%	37.5%	10.9%	4.8%	17.5%

Q21. Using the five-point scale where 5 means "much too slow" and 1 means "much too fast," please rate the City's current pace of development in each of the following areas.

EXCLUDING DON'T KNOW RESPONSES

(N=640)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q21a. Office development	9.4%	27.1%	51.7%	8.7%	3.1%
Q21b. Industrial development	14.6%	36.0%	41.8%	6.2%	1.5%
Q21c. Condominium & townhouse development designed to be owner- occupied	5.9%	20.2%	53.3%	13.6%	7.0%
Q21d. Multi-family residential development designed to be renter- occupied	4.8%	12.8%	45.5%	24.9%	11.9%
Q21e. Single-family residential development	9.1%	26.6%	54.5%	7.7%	2.1%
Q21f. Retail development	11.6%	23.9%	45.5%	13.3%	5.9%

Q22. Which THREE of these issues do you think should receive the highest priority in the City's long-range plan?

<u>Q22. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Office development	60	9.4 %
Industrial development	155	24.2 %
Condominium & townhouse development	38	5.9 %
Multi-family residential development	32	5.0 %
Single-family residential development	127	19.8 %
Retail development	96	15.0 %
None Chosen	132	20.6 %
Total	640	100.0 %

Q22. Which THREE of these issues do you think should receive the highest priority in the City's long-range plan?

<u>Q22. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Office development	80	12.5 %
Industrial development	79	12.3 %
Condominium & townhouse development	58	9.1 %
Multi-family residential development	49	7.7 %
Single-family residential development	96	15.0 %
Retail development	104	16.3 %
None Chosen	174	27.2 %
Total	640	100.0 %

Q22. Which THREE of these issues do you think should receive the highest priority in the City's long-range plan?

<u>Q22. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Office development	77	12.0 %
Industrial development	59	9.2 %
Condominium & townhouse development	62	9.7 %
Multi-family residential development	46	7.2 %
Single-family residential development	86	13.4 %
Retail development	97	15.2 %
<u>None Chosen</u>	<u>213</u>	<u>33.3 %</u>
Total	640	100.0 %

Q22. Which THREE of these issues do you think should receive the highest priority in the City's long-range plan? (top 3)

<u>Q22. All 3 choices combined</u>	<u>Number</u>	<u>Percent</u>
Office development	217	33.9 %
Industrial development	293	45.8 %
Condominium & townhouse development	158	24.7 %
Multi-family residential development	127	19.8 %
Single-family residential development	309	48.3 %
Retail development	297	46.4 %
<u>None Chosen</u>	<u>133</u>	<u>20.8 %</u>
Total	1534	

Q23. In November 2009, the City opened the Independence Events Center. Have you attended an event at the facility?

Q23. Attended an event at Independence Events Center		
Center	Number	Percent
Yes	205	32.0 %
No	435	68.0 %
Total	640	100.0 %

Q23a. IF YES, which type of event did you attend?

Q23a. Which type of event	Number	Percent
Sporting event	141	68.8 %
Dinner/luncheon	12	5.9 %
Concert	53	25.9 %
Ice skating	50	24.4 %
Other	26	12.7 %
Total	282	

Q23a. Other

- Q23a Other
-
- CAR SHOW
 - DAUGHTERS COLLEGE GRADUATION
 - DOG SHOW
 - DOG SHOW
 - EQUIPMENT SHOW
 - FIRETRUCK EXHIBIT
 - GUN SHOW
 - OPEN HOUSE
 - POLITICAL
 - POLITICAL EVENT
 - POLITICAL RALLY
 - RIVER DANCING
 - SARAH PALIN

Q24. Have you done any of the following during the past year?

Q24. Have you done any of these	Number	Percent
Called/written a City Council member	67	10.5 %
Attended a City Council meeting	38	5.9 %
Attended a neighborhood meeting	108	16.9 %
Read an article in Examiner	413	64.5 %
Read an article in KC Star	349	54.5 %
Watched City's cable channel	277	43.3 %
Read City's newsletter	469	73.3 %
Accessed City website	261	40.8 %
Accessed City's facebook page	26	4.1 %
Watched network TV news	341	53.3 %
None chosen	36	5.6 %
Total	2385	

Q24a. If you watched the City cable channel, approximately how many minutes did you or other members of your household watch the City's cable television during the past week?

Q24a. How many minutes	Number	Percent
None	83	30.0 %
1-14 minutes	85	30.7 %
15-29 minutes	57	20.6 %
30 minutes to 1 hour	37	13.4 %
1+ hour	15	5.4 %
Total	277	100.0 %

Q24b. When you watch City 7, what do you watch?

Q24b. What do you watch	Number	Percent
Live City meeting	105	37.9 %
Pre-recorded City meeting	108	39.0 %
Programs from other agencies	56	20.2 %
Bulletin board	119	43.0 %
Something catches my eye	147	53.1 %
Do not have cable TV	3	1.1 %
Don't know	3	1.1 %
Total	541	

Q25. Counting yourself, how many people regularly live in your household?

<u>Q25. People live in household</u>	<u>Number</u>	<u>Percent</u>
1=1	102	15.9 %
2=2	238	37.2 %
3=3	133	20.8 %
4=4	97	15.2 %
5=5	34	5.3 %
6=6+	36	5.6 %
Total	640	100.0 %

Q26. How many persons in your household (counting yourself) are?

	<u>Mean</u>	<u>Sum</u>
number	2.80	1761
Under age 5	0.20	124
Ages 5-9	0.20	128
Ages 10-14	0.14	90
Ages 15-19	0.16	103
Ages 20-24	0.17	109
Ages 25-34	0.41	258
Ages 35-44	0.24	149
Ages 45-54	0.41	257
Ages 55-64	0.50	315
Ages 65-74	0.25	160
Ages 75+	0.12	75

Q27. How many years have you lived in the City of Independence?

<u>Q27. Years lived in Independence</u>	<u>Number</u>	<u>Percent</u>
3 or less	63	9.8 %
4 or 5	56	8.8 %
6 to 10	66	10.3 %
11 to 15	43	6.7 %
16 to 20	48	7.5 %
21 to 30	100	15.6 %
31+	264	41.3 %
Total	640	100.0 %

Q28. Do you own or rent your current residence?

<u>Q28. Own or rent</u>	<u>Number</u>	<u>Percent</u>
Own	500	78.1 %
Rent	140	21.9 %
Total	640	100.0 %

Q29. Is your home a:

<u>Q29. Home</u>	<u>Number</u>	<u>Percent</u>
Single family home	575	89.8 %
Apartment	18	2.8 %
Duplex	20	3.1 %
Mobile home	2	0.3 %
Condo or townhouse	25	3.9 %
Total	640	100.0 %

Q30. What is your age?

<u>Q30. Age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	140	21.9 %
35-44 years	72	11.3 %
45-54 years	127	19.8 %
45-64 years	159	24.8 %
65-74 years	97	15.2 %
75+ years	40	6.3 %
Not provided	5	0.8 %
Total	640	100.0 %

Q31. If you are employed outside the home, in which zip code do you work?

<u>Q31. Zip code of workplace</u>	<u>Number</u>	<u>Percent</u>
64012	1	0.2 %
64014	4	0.6 %
64015	7	1.1 %
64016	2	0.3 %
64018	2	0.3 %
64029	1	0.2 %
64030	2	0.3 %
64032	1	0.2 %
64034	1	0.2 %
64050	39	6.1 %
64051	2	0.3 %
64052	13	2.0 %
64053	3	0.5 %
64054	2	0.3 %
64055	37	5.8 %
64056	13	2.0 %
64057	14	2.2 %
64058	6	0.9 %
64062	1	0.2 %
64063	7	1.1 %
64064	2	0.3 %
64068	7	1.1 %
64080	1	0.2 %
64081	2	0.3 %
64085	2	0.3 %
64086	4	0.6 %
64093	1	0.2 %

Q31. If you are employed outside the home, in which zip code do you work?

Q31. Zip code of workplace	Number	Percent
64101	1	0.2 %
64105	7	1.1 %
64106	8	1.3 %
64107	1	0.2 %
64108	20	3.1 %
64109	1	0.2 %
64110	2	0.3 %
64111	4	0.6 %
64112	4	0.6 %
64113	1	0.2 %
64114	6	0.9 %
64116	5	0.8 %
64117	3	0.5 %

Q31. If you are employed outside the home, in which zip code do you work?

<u>Q31. Zip code of workplace</u>	<u>Number</u>	<u>Percent</u>
64118	1	0.2 %
64119	5	0.8 %
64120	6	0.9 %
64121	1	0.2 %
64123	2	0.3 %
64124	1	0.2 %
64126	1	0.2 %
64127	3	0.5 %
64128	1	0.2 %
64129	2	0.3 %
64131	4	0.6 %
64132	2	0.3 %
64133	10	1.6 %
64134	1	0.2 %
64138	1	0.2 %
64139	1	0.2 %
64141	2	0.3 %
64152	1	0.2 %
64153	2	0.3 %
64161	4	0.6 %
65132	1	0.2 %
65305	1	0.2 %
66061	2	0.3 %
66062	3	0.5 %
66101	2	0.3 %
66103	2	0.3 %
66105	1	0.2 %
66106	1	0.2 %
66112	1	0.2 %
66118	1	0.2 %
66155	1	0.2 %
66160	1	0.2 %
66202	1	0.2 %
66203	1	0.2 %
66204	2	0.3 %
66205	1	0.2 %
66210	3	0.5 %
66211	3	0.5 %
66212	2	0.3 %
66213	1	0.2 %

Q31. If you are employed outside the home, in which zip code do you work?

<u>Q31. Zip code of workplace</u>	<u>Number</u>	<u>Percent</u>
66214	1	0.2 %
66219	4	0.6 %
66222	1	0.2 %
66251	1	0.2 %
not provided	311	48.6 %
Total	640	100.0 %

Q32. Would you say your total household income is:

<u>Q32. Total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	128	20.0 %
\$30K-\$59,999	220	34.4 %
\$60K-\$99,999	160	25.0 %
\$100K+	67	10.5 %
Not provided	65	10.2 %
Total	640	100.0 %

Q33. Did you vote in the last City (General) Election in August 2010?

<u>Q33. Vote in August 2010</u>	<u>Number</u>	<u>Percent</u>
Yes	419	65.5 %
No	210	32.8 %
Not provided	11	1.7 %
Total	640	100.0 %

Q34. Your gender:

<u>Q34. Gender</u>	<u>Number</u>	<u>Percent</u>
Male	305	47.7 %
Female	335	52.3 %
Total	640	100.0 %

Section 4:
Survey Instrument

Year 2010 City of Independence Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's planning process and will be used by City leaders to make planning and investment decisions. If you have questions, please call the City Manager's office at 325-7019.

1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the services listed below. (Circle the corresponding number)

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Police services	5	4	3	2	1	9
B. Fire services	5	4	3	2	1	9
C. City parks and recreation programs and facilities	5	4	3	2	1	9
D. Maintenance of City streets, buildings and facilities	5	4	3	2	1	9
E. City water, sanitary sewer & electric utilities	5	4	3	2	1	9
F. Enforcement of City codes and ordinances	5	4	3	2	1	9
G. Customer service received from City employees	5	4	3	2	1	9
H. Effectiveness of City communication with the public	5	4	3	2	1	9
I. City's storm water management system	5	4	3	2	1	9
J. City public health services	5	4	3	2	1	9
K. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
L. Your access to bus transportation	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years? [Write in the letters below using the letters from the list in Question 1 above.]

1st _____ 2nd _____ 3rd _____

3. Several items that may influence your perception of the City of Independence are listed below. Please rate your satisfaction with each item on a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall value received for your City tax dollars and fees	5	4	3	2	1	9
B. Overall image of the City as a place to locate or expand business	5	4	3	2	1	9
C. Overall quality of life in the City	5	4	3	2	1	9
D. Level and quality of development west of Noland Road	5	4	3	2	1	9
E. Level and quality of development east of Noland Road	5	4	3	2	1	9
F. The quality of residential and commercial landscaping within the City	5	4	3	2	1	9

4. Public safety. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Police protection	5	4	3	2	1	9
B. Visibility of police in your neighborhood	5	4	3	2	1	9
C. Visibility of police in commercial areas	5	4	3	2	1	9
D. City's efforts to prevent crime	5	4	3	2	1	9
E. Enforcement of local traffic laws	5	4	3	2	1	9
F. How quickly police arrive at emergencies	5	4	3	2	1	9
G. Investigation of criminal offenses	5	4	3	2	1	9
H. Fire protection	5	4	3	2	1	9
I. How quickly fire personnel arrive at emergencies	5	4	3	2	1	9
J. City efforts to prevent fires	5	4	3	2	1	9
K. How quickly ambulance service personnel arrive at emergencies	5	4	3	2	1	9
L. Quality of animal control services	5	4	3	2	1	9

5. Which THREE public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO years? [Use the letters from question 4 above.]

1st _____ 2nd _____ 3rd _____

6. Public safety. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe.”

How Safe Do You Feel:	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. In your neighborhood during the day	5	4	3	2	1	9
B. In your neighborhood during the night	5	4	3	2	1	9
C. In commercial areas in Independence during the day	5	4	3	2	1	9
D. In commercial areas in Independence during the night	5	4	3	2	1	9
E. When you are in City parks	5	4	3	2	1	9

7. How supportive would you be of a dedicated 1/4th cent sales tax to fund additional police officers, support staff, detectives and equipment; and to expand the number of patrol districts primarily in the western and central areas of the community.

____ (5) Very Supportive ____ (3) Neutral ____ (1) Very Unsupportive
 ____ (4) Supportive ____ (2) Unsupportive ____ (9) Don't Know

8. City leadership. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The leadership provided by the City's elected officials	5	4	3	2	1	9
B. Access to elected and appointed City officials	5	4	3	2	1	9
C. Frequency with which City leaders seek out your views	5	4	3	2	1	9
D. The level of public involvement in local decision making	5	4	3	2	1	9

9. Water, wastewater, and electric utilities. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The taste of the tap water in your home	5	4	3	2	1	9
B. Water pressure in your home	5	4	3	2	1	9
C. Adequacy of the City's wastewater collection system	5	4	3	2	1	9
D. Overall reliability of electrical service	5	4	3	2	1	9
E. How quickly electrical outages are repaired	5	4	3	2	1	9
F. The value of your utility services (water, wastewater and electricity)	5	4	3	2	1	9
G. The efforts of the City's utilities programs to promote the environment and conservation	5	4	3	2	1	9
H. Maintenance of the City's storm water drains and culverts in your neighborhood	5	4	3	2	1	9

10. Enforcement of City codes and ordinances. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The cleanup of trash and debris on residential property	5	4	3	2	1	9
B. The cleanup of trash and debris on commercial property	5	4	3	2	1	9
C. The mowing and trimming of residential property	5	4	3	2	1	9
D. The mowing and trimming of commercial property	5	4	3	2	1	9
E. The maintenance of residential buildings in your neighborhood	5	4	3	2	1	9
F. The maintenance of commercial buildings in your neighborhood	5	4	3	2	1	9
G. The maintenance of rental buildings in your neighborhood	5	4	3	2	1	9
H. The food safety standards at restaurants in the City	5	4	3	2	1	9

11. City parks & recreation. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of City parks	5	4	3	2	1	9
B. Number of City parks	5	4	3	2	1	9
C. Number of walking & biking trails	5	4	3	2	1	9
D. Soccer fields	5	4	3	2	1	9
E. Softball fields	5	4	3	2	1	9
F. Baseball fields	5	4	3	2	1	9
G. Recreation programs	5	4	3	2	1	9
H. Affordability of recreation programs	5	4	3	2	1	9
I. Ease of registering for recreation programs	5	4	3	2	1	9

12. City communications. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to keep you informed about local issues	5	4	3	2	1	9

13. City maintenance. For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of major City streets	5	4	3	2	1	9
B. Maintenance of streets in residential areas	5	4	3	2	1	9
C. Maintenance of street signs	5	4	3	2	1	9
D. Maintenance of traffic signals	5	4	3	2	1	9
E. Maintenance and preservation of Independence Square	5	4	3	2	1	9
F. Maintenance of City buildings, like City Hall	5	4	3	2	1	9
G. Snow removal on major City streets	5	4	3	2	1	9
H. Snow removal on streets in residential areas	5	4	3	2	1	9
I. Mowing and trimming along streets and other public areas	5	4	3	2	1	9
J. Availability of the City’s Drop-Off Depot program to dispose of yard waste, appliances and trash	5	4	3	2	1	9
K. Adequate number and placement of the City’s street lights	5	4	3	2	1	9
L. Availability of the City’s two recycling centers (35 th Street, Vista Avenue)	5	4	3	2	1	9
M. Adequacy of household waste recycling programs	5	4	3	2	1	9
N. The City’s sidewalks and bicycle paths	5	4	3	2	1	9

14. Independence historic sites & neighborhoods. Using a 5-point scale, where 5 means “strongly agree” and 1 means “strongly disagree,” please rate your level of agreement with each of the following statements.

What is your level of agreement with the following statements about the City’s historic sites (Vaile Mansion, Bingham-Waggoner, Chicago & Alton Depot, Pioneer Spring Cabin, National Frontier Trails Museum, Log Courthouse, Truman Depot)?	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. It is important to preserve the City’s historic sites	5	4	3	2	1
B. The City effectively distributes education material about its heritage sites	5	4	3	2	1
C. It is important to preserve the City’s historic neighborhoods	5	4	3	2	1
D. It is important to maintain the historic character of The Square	5	4	3	2	1

21. Using the five-point scale where 5 means “much too slow” and 1 means “much too fast,” please rate the City’s current pace of development in each of the following areas.

Type of Development:	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
A. Office development	5	4	3	2	1	9
B. Industrial development	5	4	3	2	1	9
C. Condominium and townhouse development designed to be owner-occupied	5	4	3	2	1	9
D. Multi-family residential development designed to be renter-occupied	5	4	3	2	1	9
E. Single-family residential development	5	4	3	2	1	9
F. Retail development	5	4	3	2	1	9

22. Which THREE of these issues do you think should receive the highest priority in the City's long-range plan? [Write the letters for your top choices below from the list in Q21 above.]

1st _____ 2nd _____ 3rd _____

23. In November 2009 the City opened the Independence Events Center. Have you attended an event at the facility?

____(1) Yes ____ (2) No

23a. IF YES: Which type event did you attend? (check all that apply)

____(1) Sporting Event ____ (3) Concert ____ (5) Other (please list):
 ____ (2) Dinner/Luncheon ____ (4) Ice Skating _____

24. Have you done any of the following during the past year?

- ____ (01) Called or written a City Council member
- ____ (02) Attended a City Council meeting
- ____ (03) Attended a neighborhood meeting
- ____ (04) Read an article in the Examiner about the City
- ____ (05) Read an article in the Kansas City Star about the City
- ____ (06) Watched the City’s cable channel, City 7 (Channel 7 on Comcast)
- ____ (07) Read the City’s newsletter, CityScene
- ____ (08) Accessed City website (www.independencemo.org)
- ____ (09) Accessed the City’s Facebook page
- ____ (10) Watched network television news about the City

If you watched the City cable channel, answer 24a-24b

24a. During the past week, approximately how many minutes did you or other members of your household watch the City's cable television?

____ (1) none ____ (3) 15 – 29 minutes ____ (5) more than 1 hour
 ____ (2) 1 to 14 minutes ____ (4) 30 minutes – 1 hour

24b. When you watch City 7, what do you watch? (Select all that apply)

- ____ (1) Live City meeting
- ____ (2) Pre-recorded City meeting
- ____ (3) Programs from other agencies or governmental organizations
- ____ (4) Bulletin board and/or listen to bulletin board music
- ____ (5) Something that catches my eye while “channel surfing”
- ____ (6) I do not have cable television

25. **Counting yourself**, how many people regularly live in your household? _____

26. **How many persons in your household (counting yourself), are:**

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

27. **How many years have you lived in the City of Independence?** _____ Years

28. **Do you own or rent your current residence?** _____(1) Own _____(2) Rent

29. **Is your home a:**

____(1) Single-family home ____ (3) Duplex ____ (5) Condo or townhome
____(2) Apartment ____ (4) Mobile home

30. **What is your age?**

____(1) under 25 years ____ (5) 55 to 64 years
____(2) 25 to 34 years ____ (6) 65 to 74 years
____(3) 35 to 44 years ____ (7) 75 + years
____(4) 45 to 54 years

31. **If you are employed outside the home, in which zip code do you work?** _____

32. **Would you say your total household income is:**

____(1) Under \$30,000 ____ (3) \$60,000 to \$99,999
____(2) \$30,000 to \$59,999 ____ (4) more than \$100,000

33. **Did you vote in the last City (General) Election in August 2010?**

____(1) Yes ____ (2) No

34. **Your gender:** _____(1) Male ____ (2) Female

35. **Do you have any recommendations or suggestions for other projects you would like the City to consider?**

36. **If you have any other comments, please list them below:**

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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

Appendix A:
Benchmarking Data

DirectionFinder® Survey

2010 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders in Kansas City metro area use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute in the Spring of 2010 to a random sample of more than 4,000 residents in the continental United States, (2) a regional survey that was administered in the metropolitan Kansas City area during November 2010, and (3) surveys that have been administered by ETC Institute in 39 communities in Kansas City metro area between January 2007 and November 2010. Some of the Kansas City Metro area communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Rolla, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

National Benchmarks. The first set of charts on the following pages show how the overall results for Independence compare to the national average for U.S. cities with populations greater than 100,000 (Spring 2010 Survey) and to the average for the metropolitan Kansas City area (November 2010 survey).

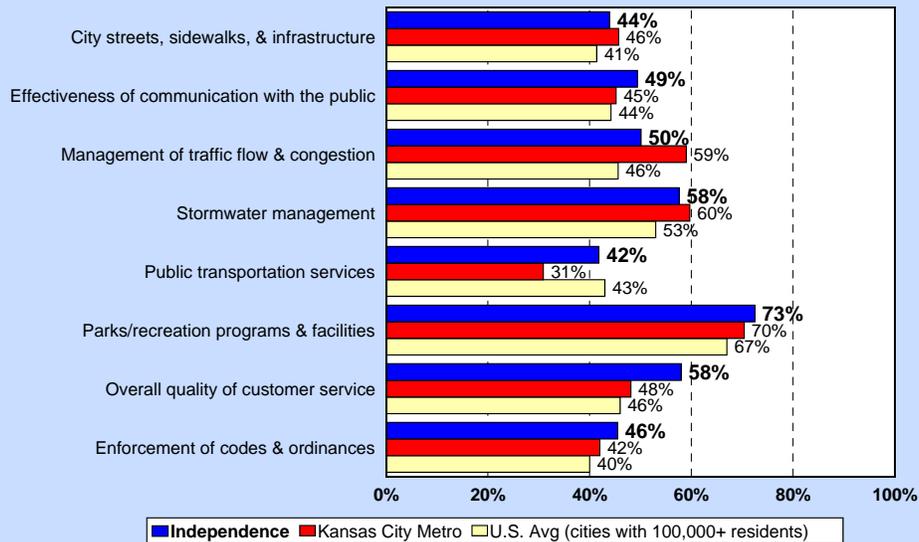
Kansas City Metro Area Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction from 39 communities where ETC Institute's DirectionFinder® survey was administered between January 2007 and November 2010. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the Kansas City metro area communities. The actual ratings for Independence are listed to the right of each chart. The dot on each bar shows how the results for Independence compare to the other 39 communities where the DirectionFinder® survey has been administered.

National 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 Independence is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services Independence vs. Kansas City Metro vs. the U.S

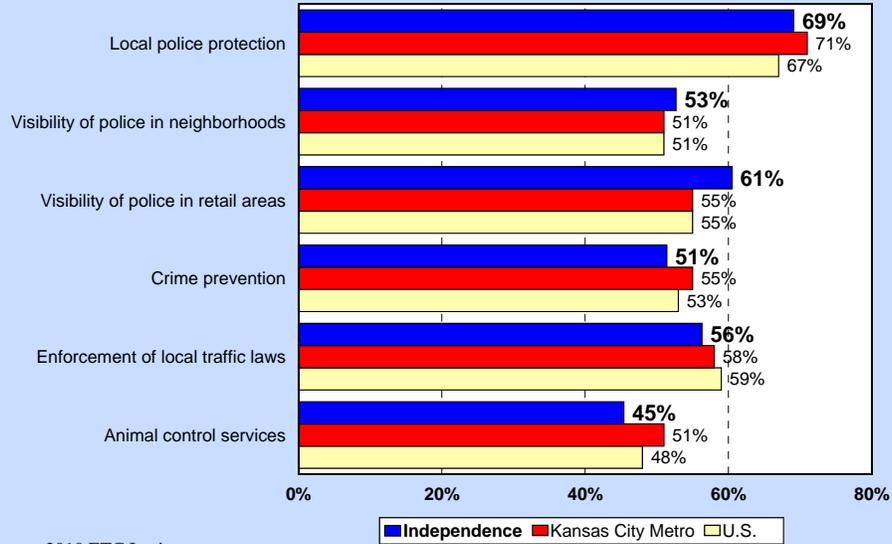
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

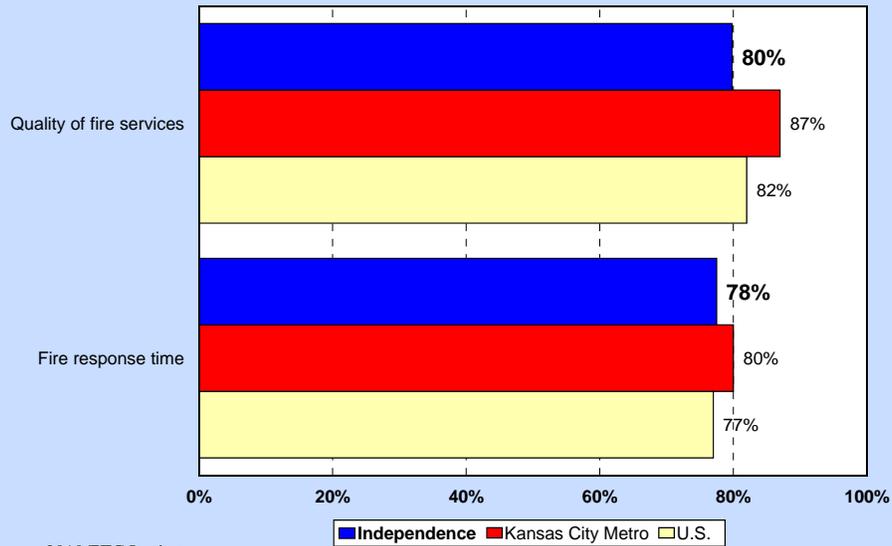
Overall Satisfaction with Police Services Independence vs. Kansas City Metro vs. the U.S

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)



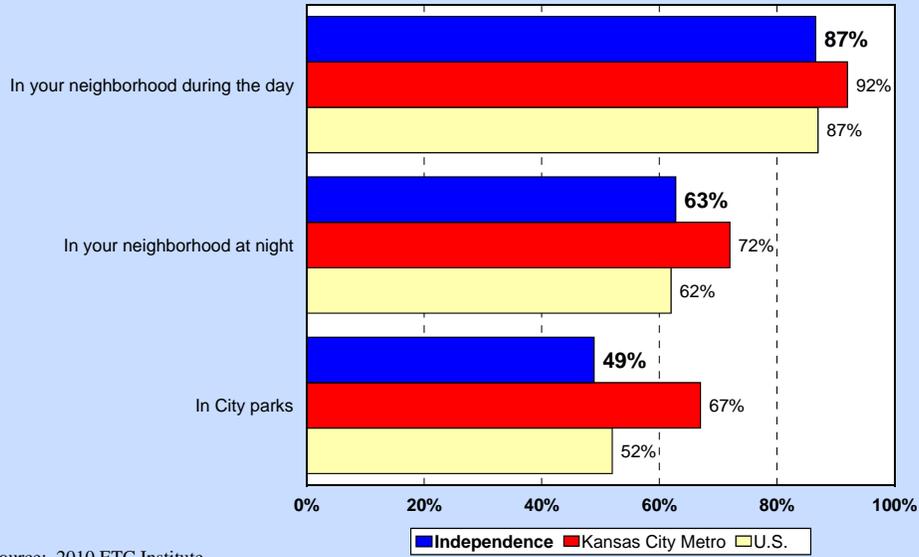
Overall Satisfaction with Fire Services Independence vs. Kansas City Metro vs. the U.S

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)



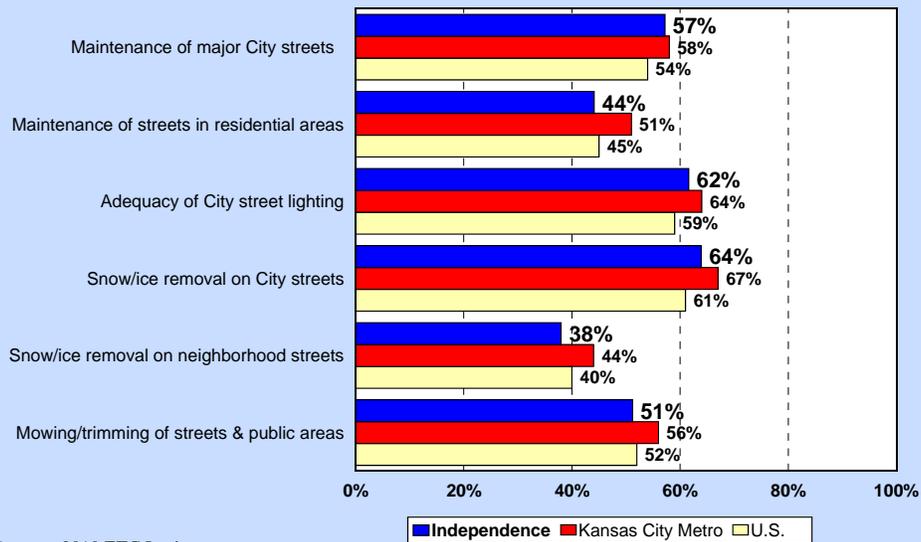
How Safe Residents Feel in Their Community Independence vs. Kansas City Metro vs. the U.S

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



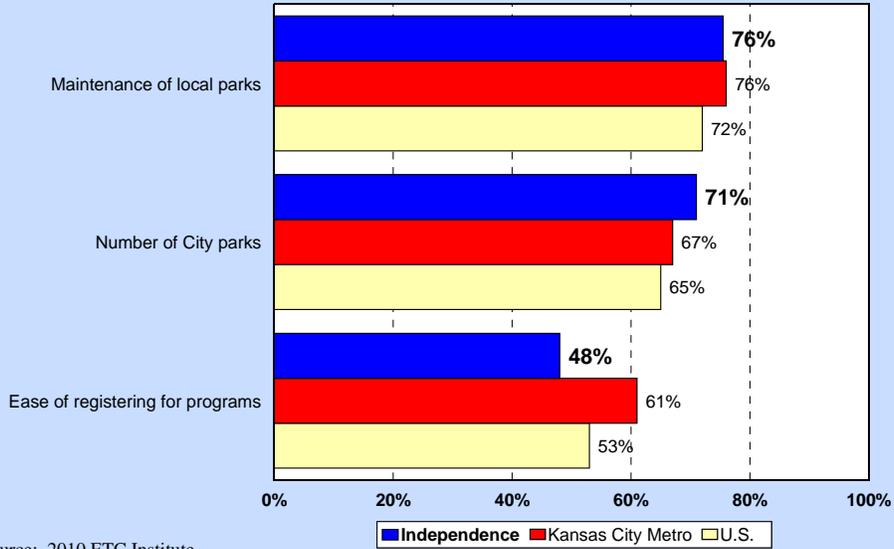
Overall Satisfaction with City Maintenance Independence vs. Kansas City Metro vs. the U.S

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)



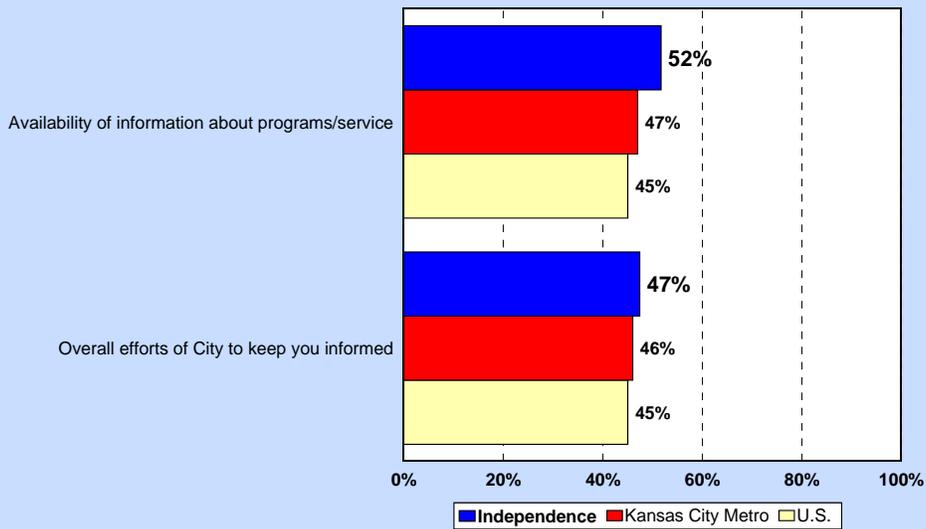
Overall Satisfaction with Parks and Recreation Independence vs. Kansas City Metro vs. the U.S

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)



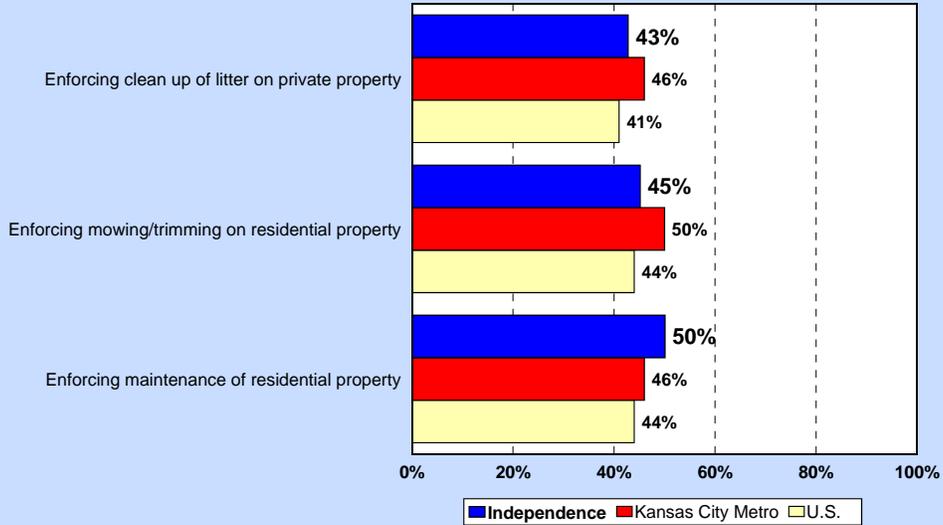
Overall Satisfaction with Communication Independence vs. Kansas City Metro vs. the U.S

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 Independence vs. Kansas City Metro vs. the U.S

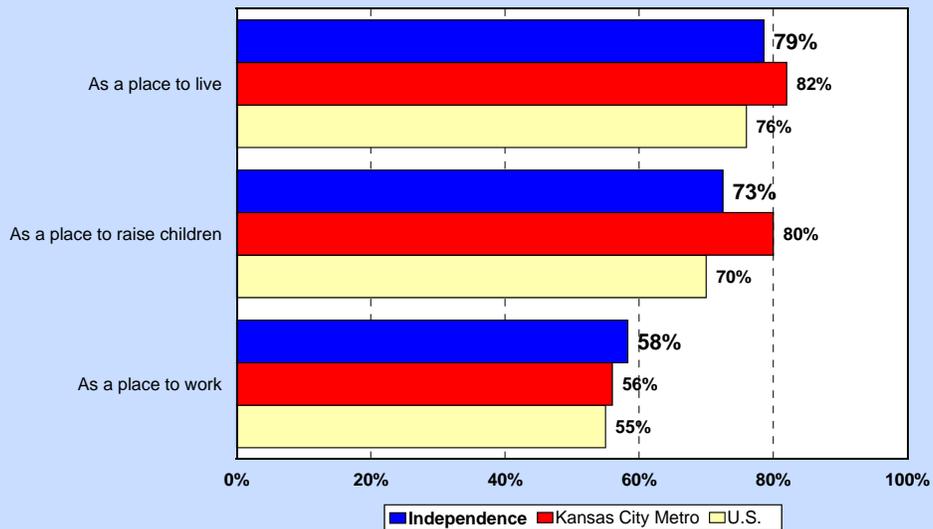
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Ratings of the Community Independence vs. Kansas City Metro vs. the U.S

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

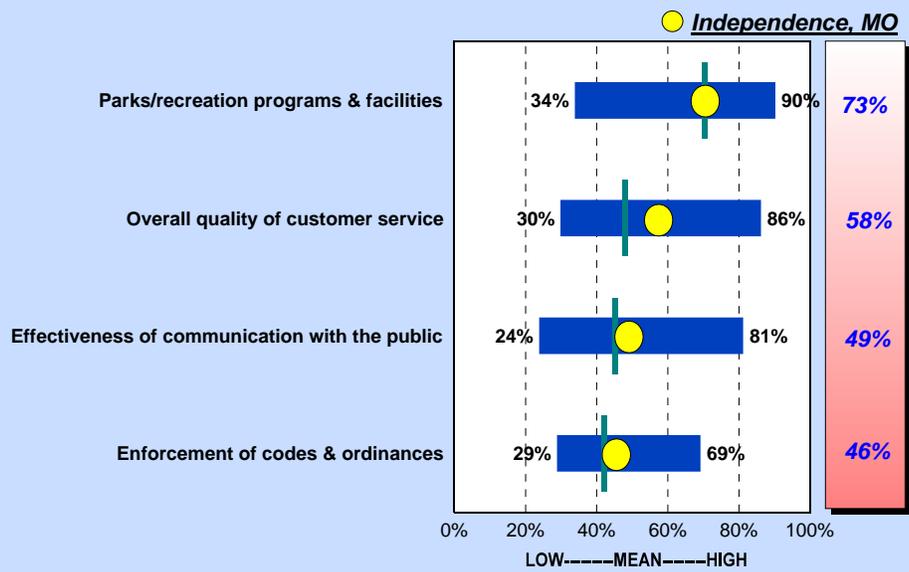


Source: 2010 ETC Institute

Metropolitan Kansas City Benchmarks

Overall Satisfaction With City Services - 2010

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

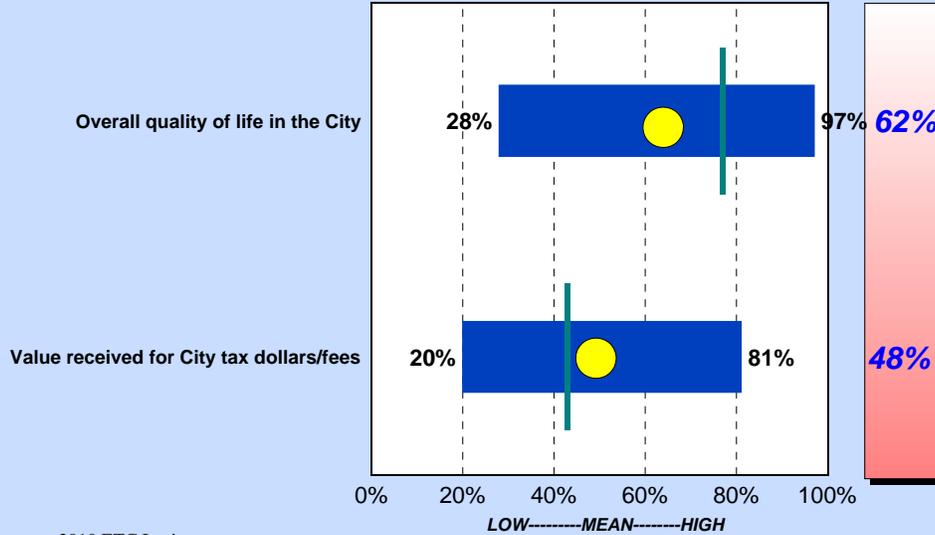


Source: 2010 ETC Institute

Perceptions that Kansas City Area Residents Have of the City in Which They Live - 2010

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

● Independence, MO

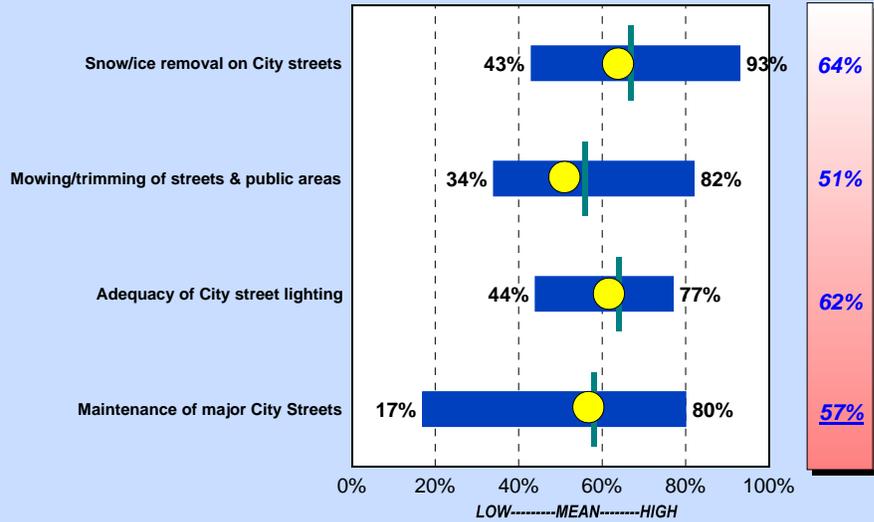


Source: 2010 ETC Institute

Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area - 2010

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

● Independence, MO

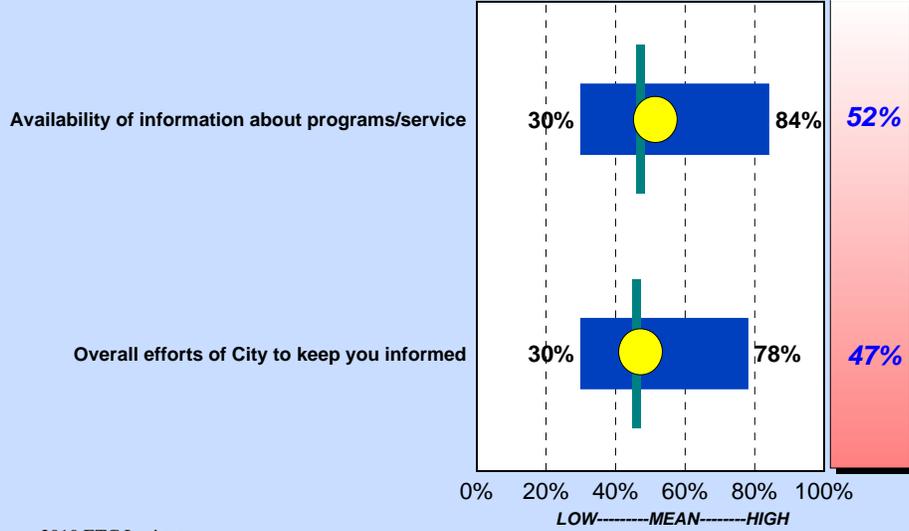


Source: 2010 ETC Institute

Satisfaction with Various Aspects of City Communications - 2010

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

● Independence, MO

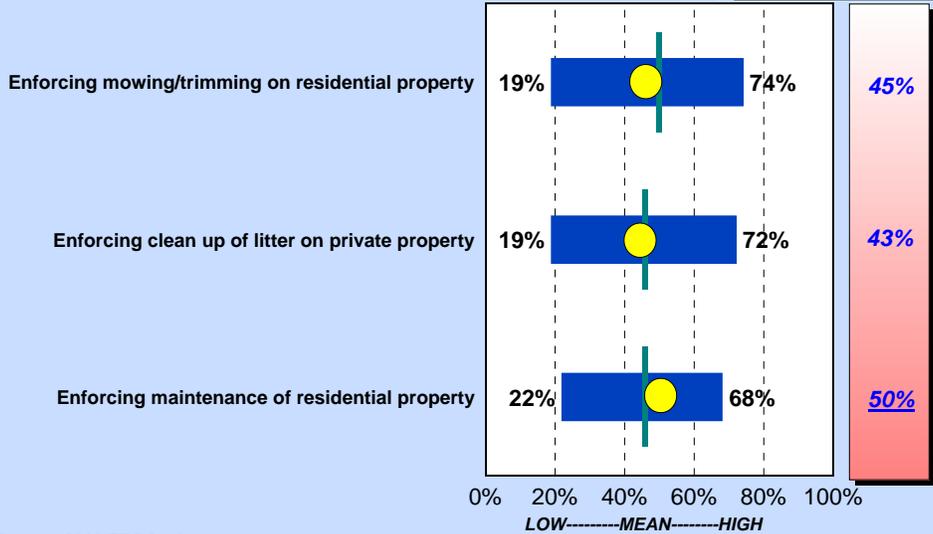


Source: 2010 ETC Institute

Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area - 2010

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

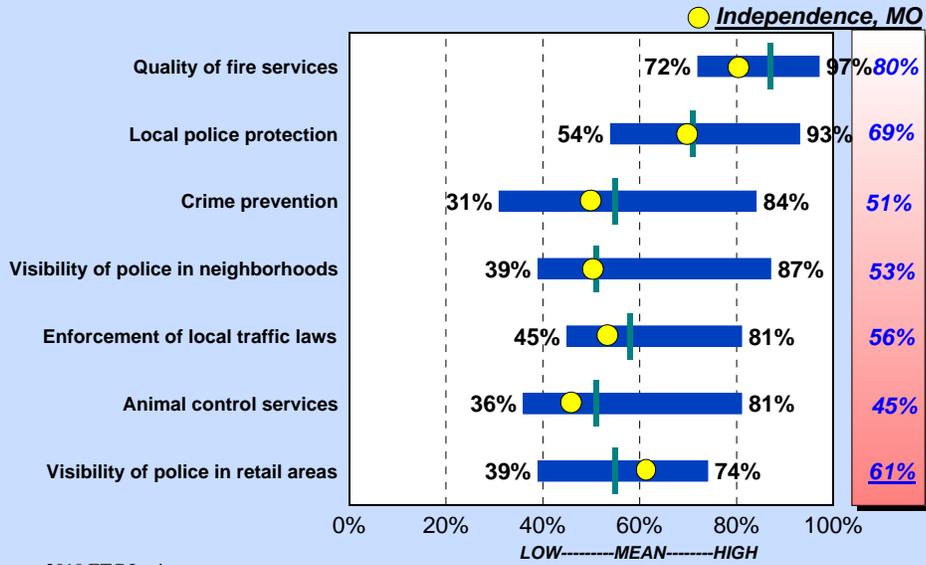
● Independence, MO



Source: 2010 ETC Institute

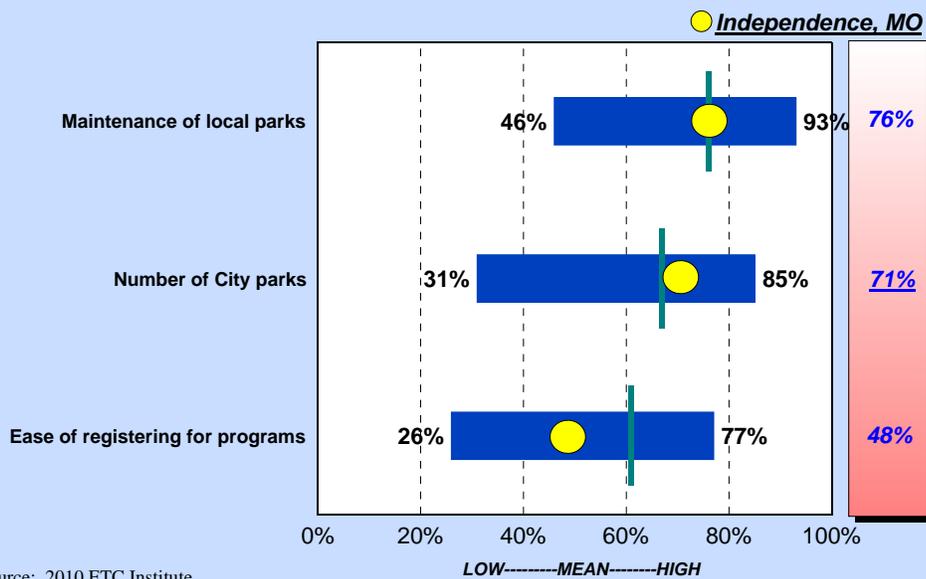
Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area - 2010

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



Satisfaction with Parks and Recreation Facilities and Services Provided by Cities in the Kansas City Area - 2010

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



Appendix B: GIS Maps

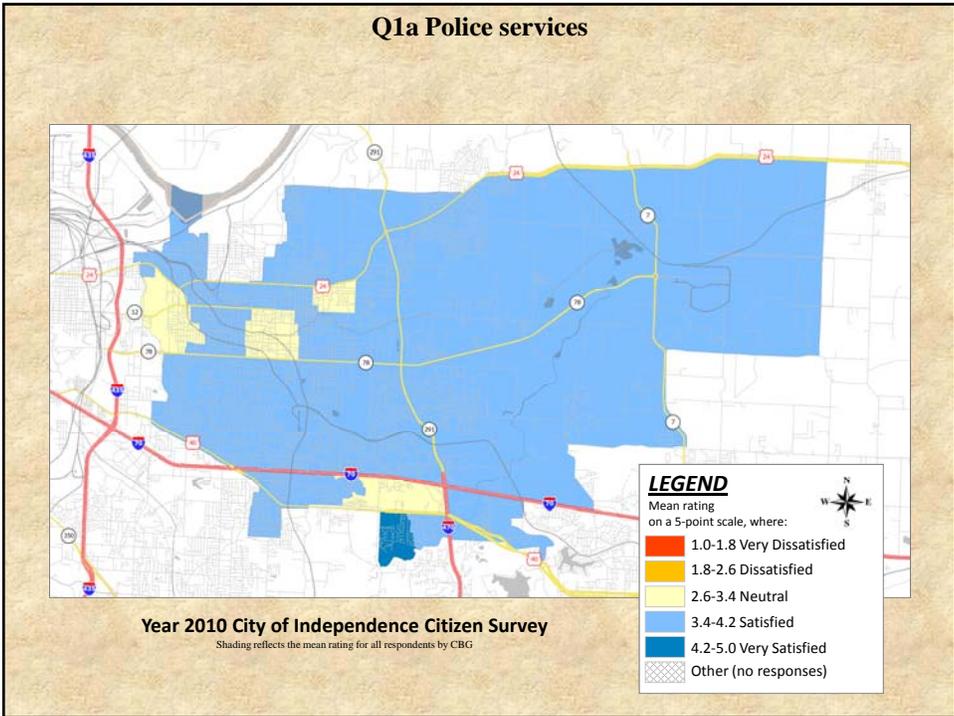
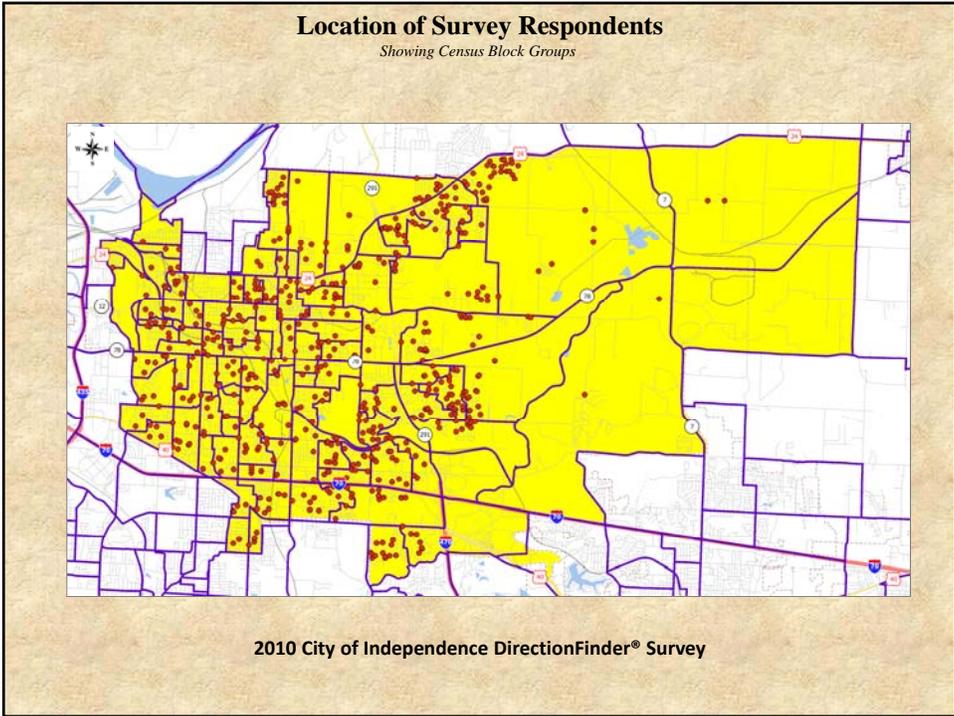
Interpreting the Maps

The maps on the following pages show the mean ratings for several survey questions by Census Block Group. A Census Block Group is a division of geography used by the U.S. Census Bureau to aggregate population data for areas that are generally larger than a neighborhood, but smaller than a zip code.

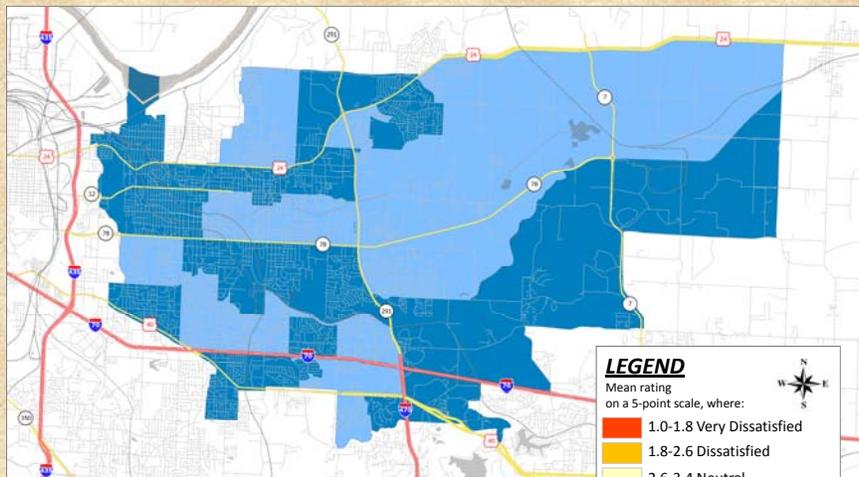
If most of the areas on a map are the same color, then most residents of the City feel the same about the quality of the service regardless of where they live in the City.

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

- **BLUE** shades generally indicate POSITIVE ratings. On most slides shades of blue indicate that residents were satisfied with the service being accessed. When BLUE shading is NOT positive, it is noted at the top of the map.
- **OFF WHITE** shades indicate NEUTRAL ratings. Shades of off-white generally indicate that residents are “okay” with the service being assessed. A “neutral” rating generally indicates that that respondent has not had an intense positive or negative experience with the service.
- **RED/ORANGE** shades generally indicate NEGATIVE ratings. On most slides shades of red/orange indicate that residents were dissatisfied with the service being accessed.



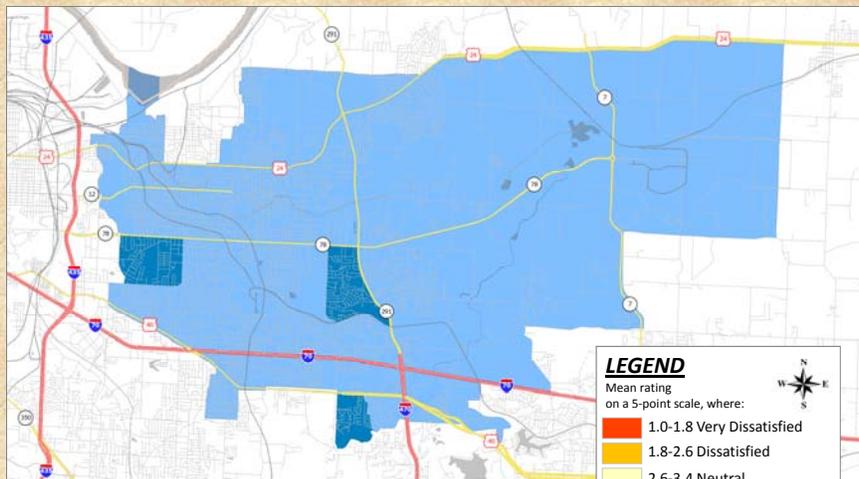
Q1b Fire services



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

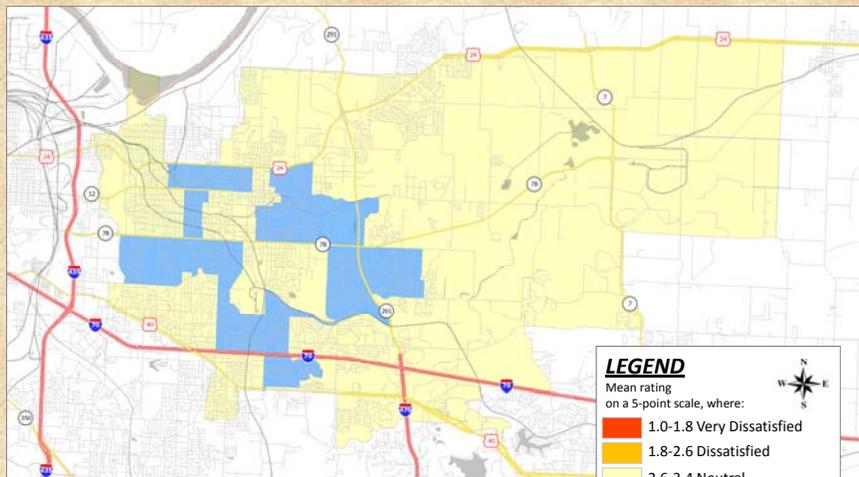
Q1c Parks and recreation programs/facilities



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

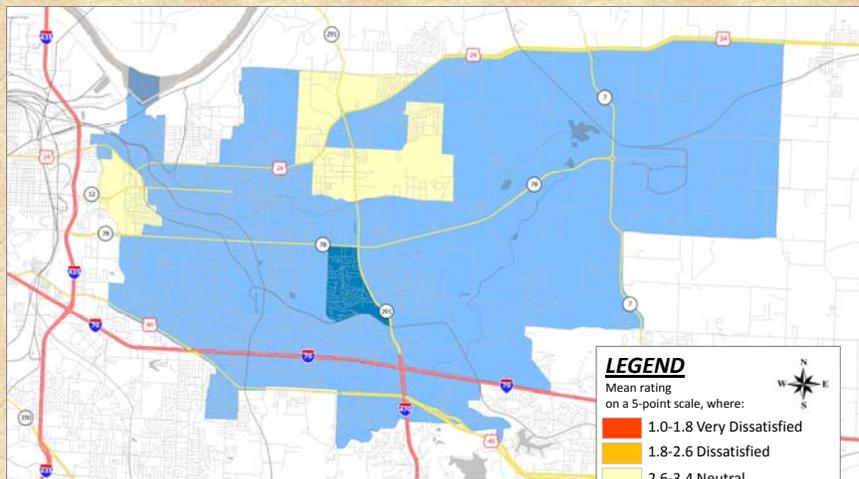
Q1d Maintenance of City streets, buildings, and facilities



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

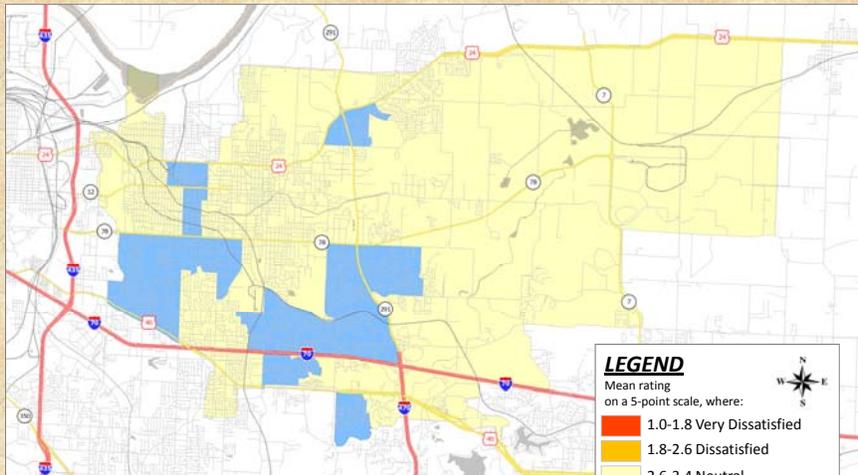
Q1e City water, sanitary sewer, and electric utilities



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

Q1f Enforcement of codes/ordinances



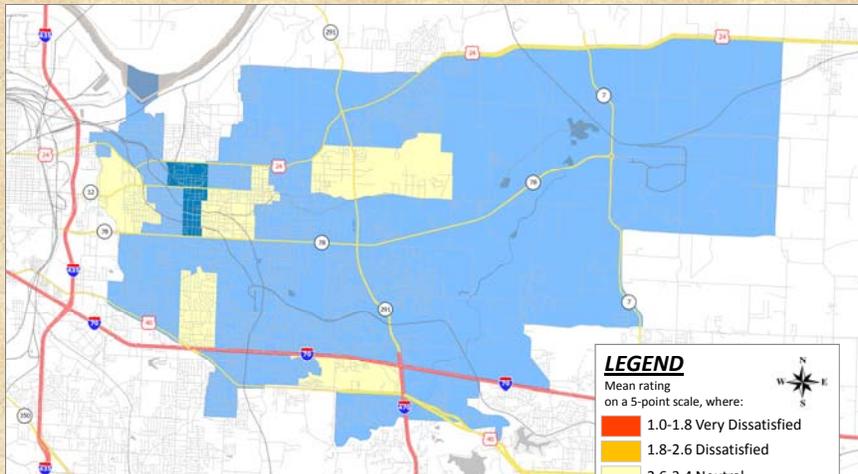
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q1g Customer service from City employees



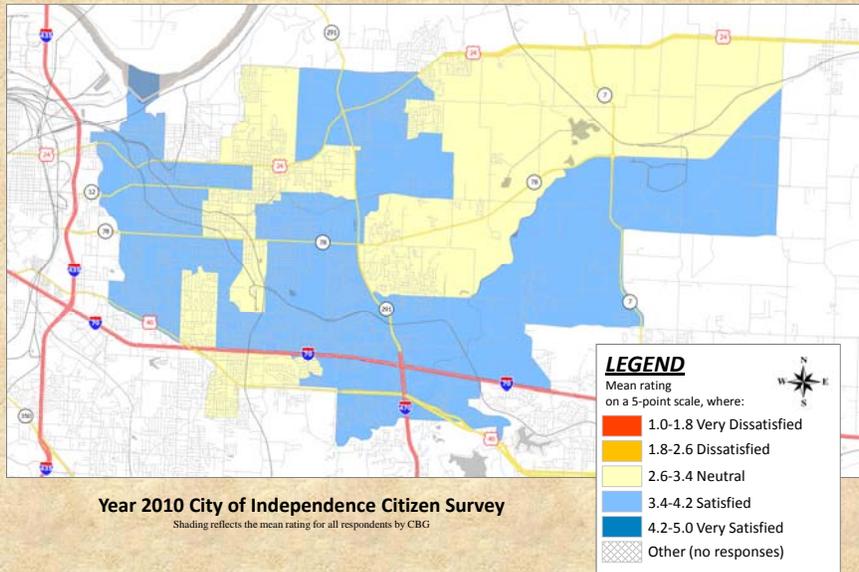
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

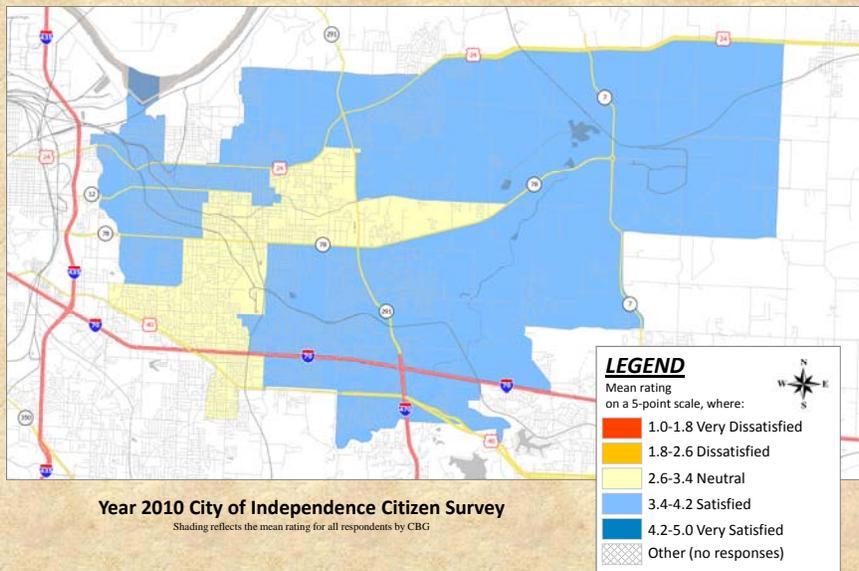
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

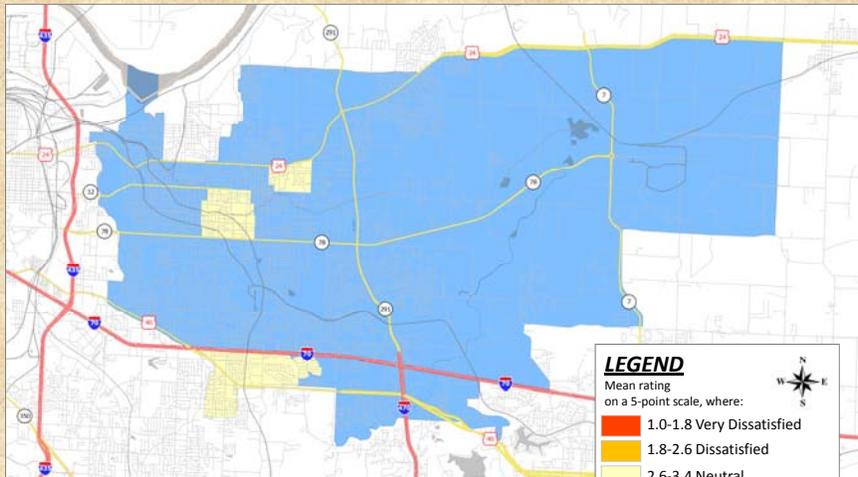
Q1h Effectiveness of communication with the public



Q1i Storm water management



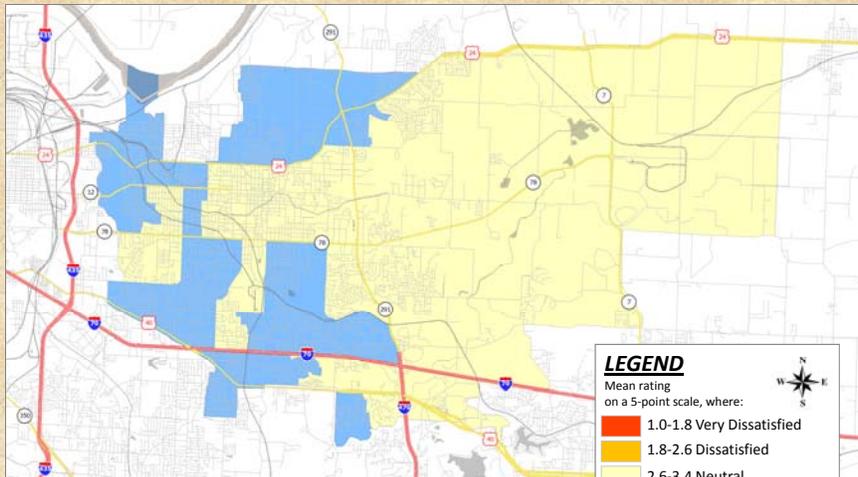
Q1j Public health services



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

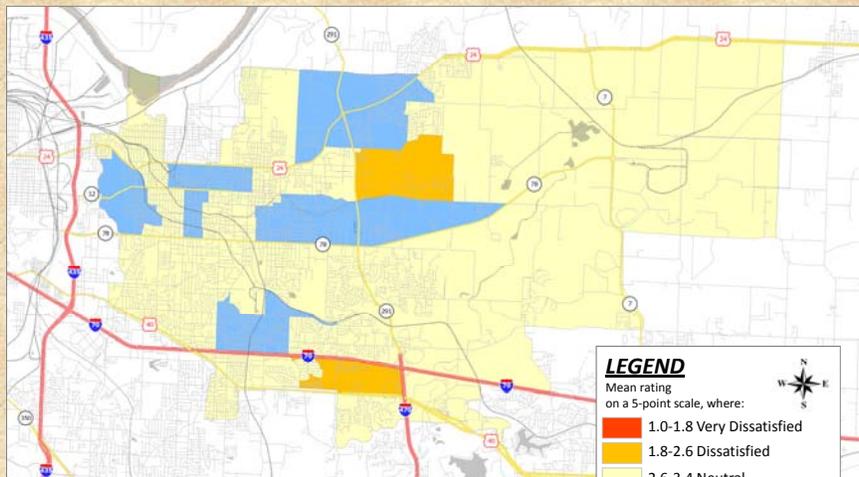
Q1k Flow of traffic and congestion management



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

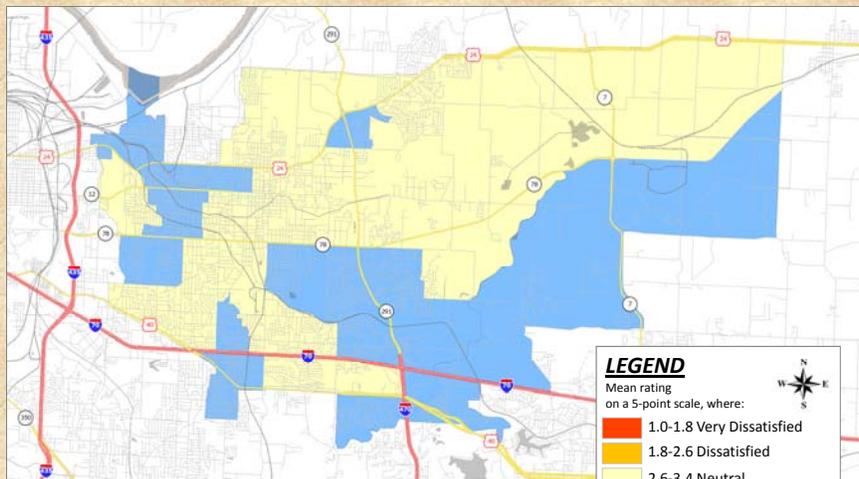
Q11 Access to bus transportation



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

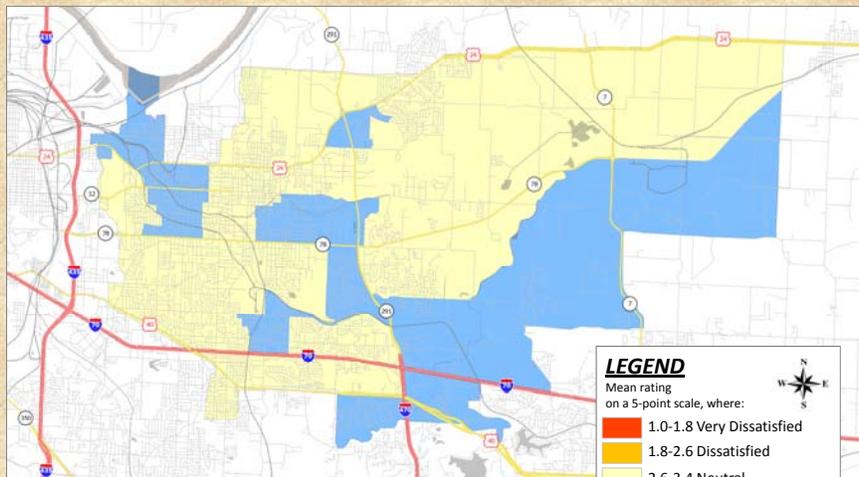
Q3a Value received for City taxes and fees



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

Q3b Image of the City



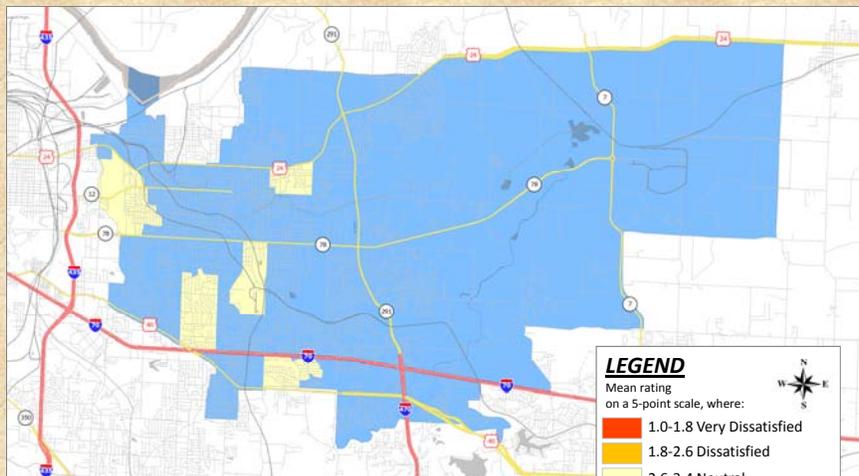
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q3c Quality of life in the City



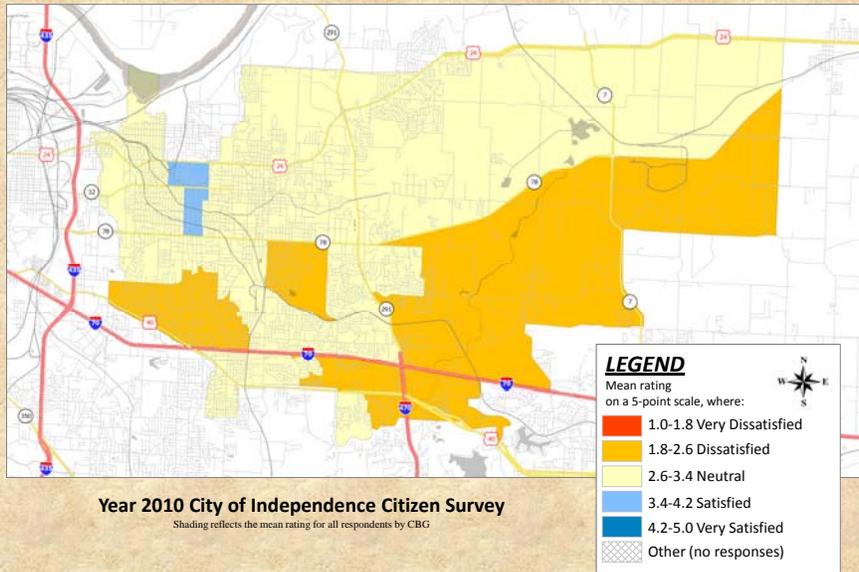
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

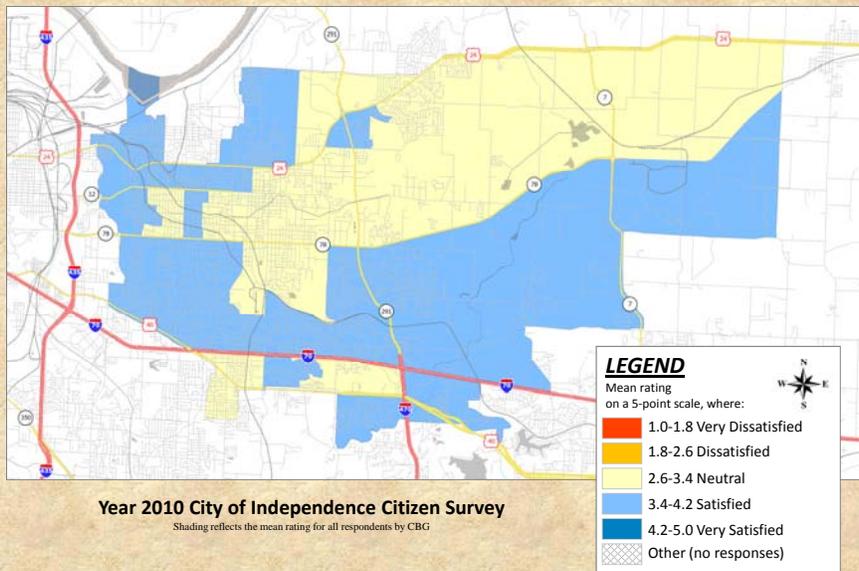
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

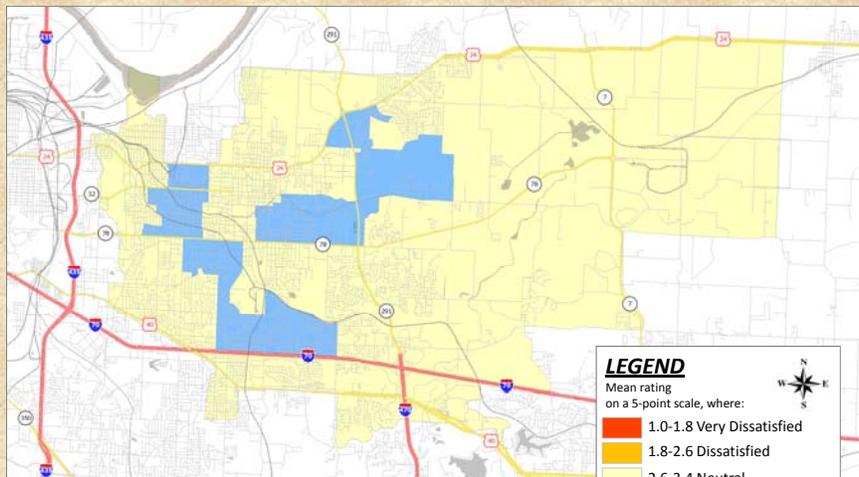
Q3d Level and quality of development West of Noland Road



Q3e Level and quality of development East of Noland Road



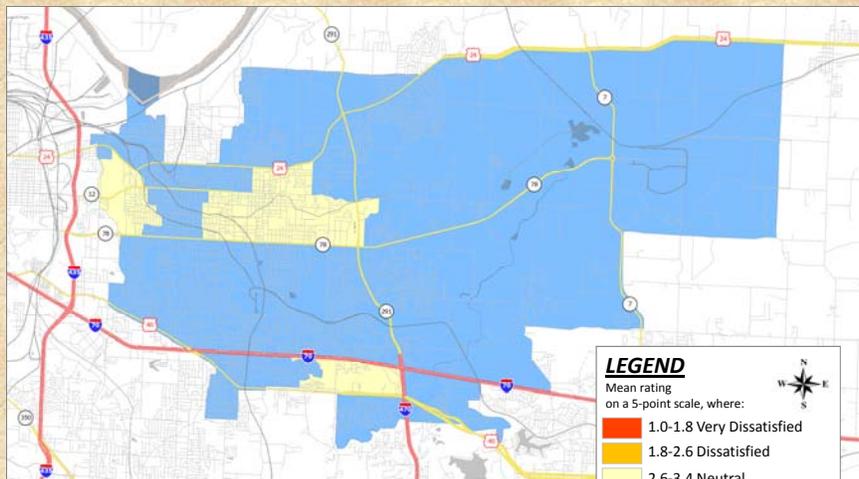
Q3f The quality of residential and commercial landscaping in the City



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

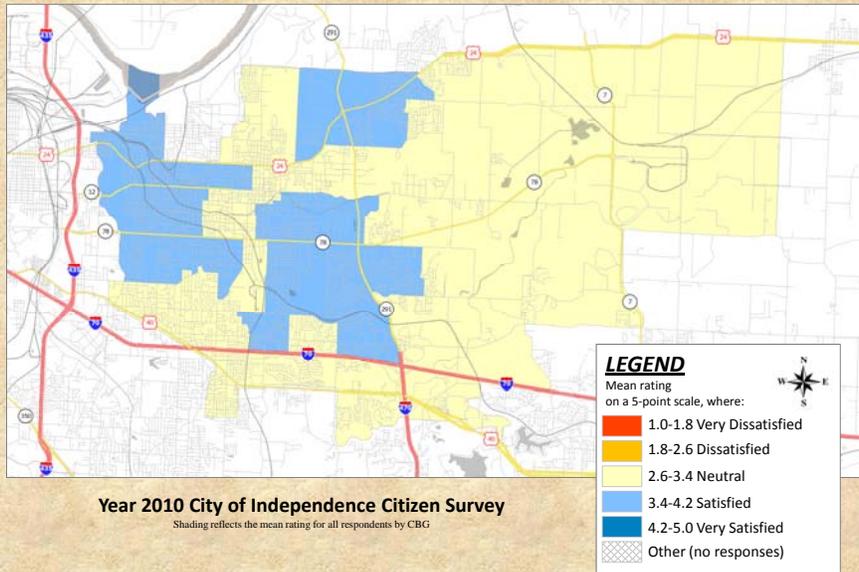
Q4a Police protection



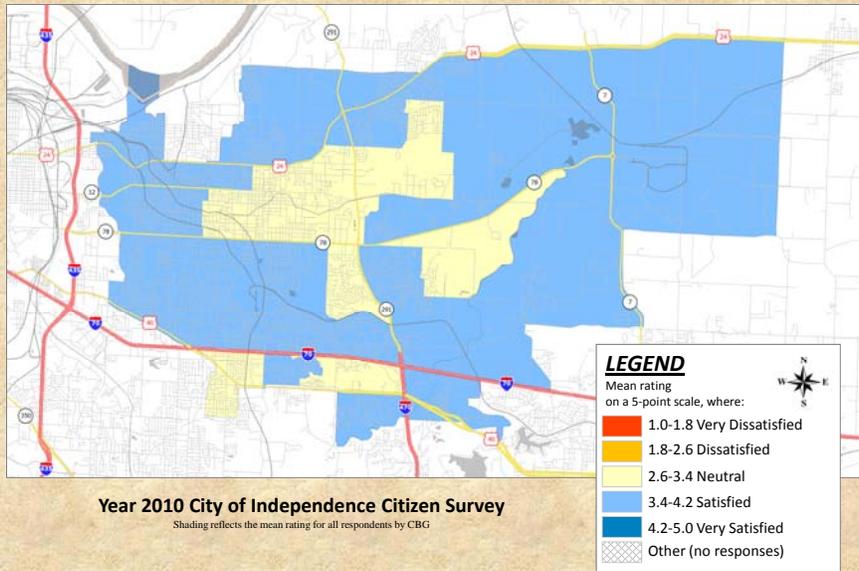
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

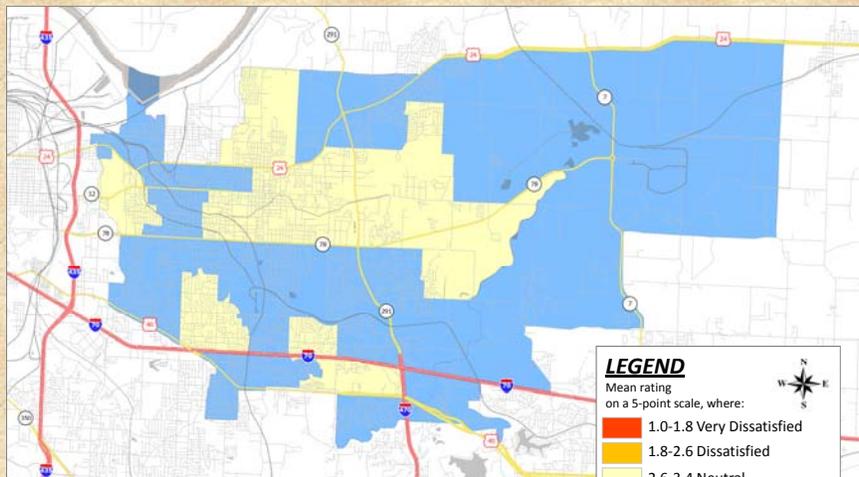
Q4b Visibility of police in neighborhoods



Q4c Visibility of police commercial areas



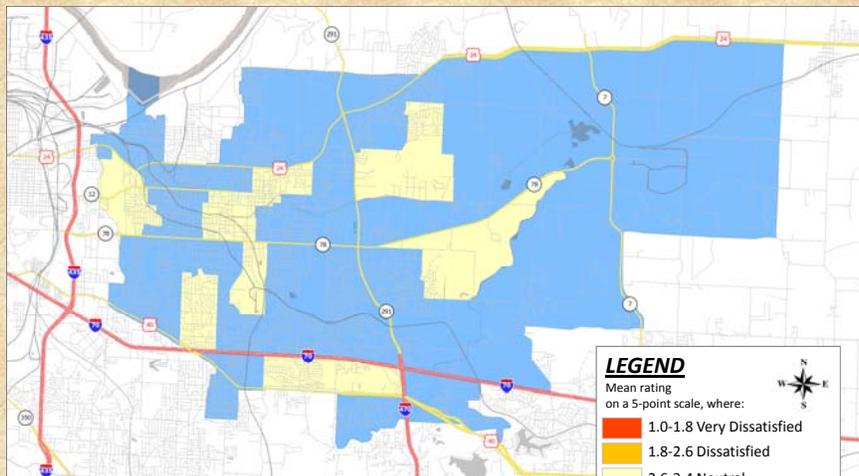
Q4d Citys efforts to prevent crime



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

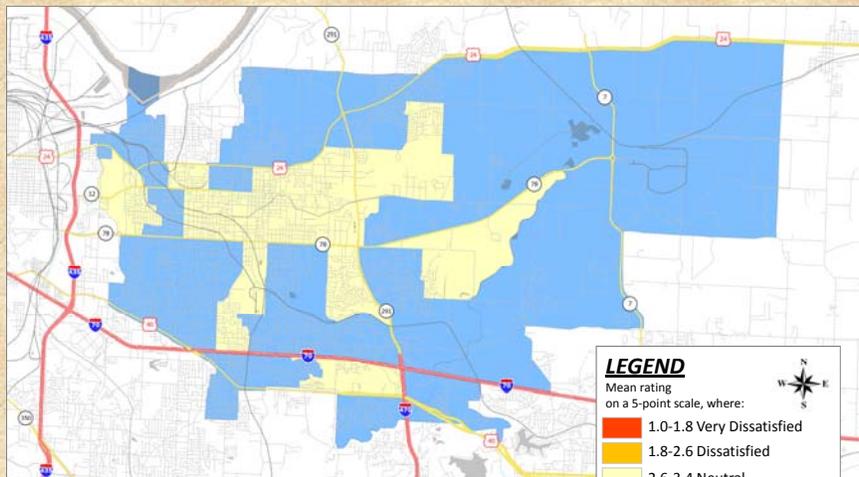
Q4e Enforcement of local traffic laws



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

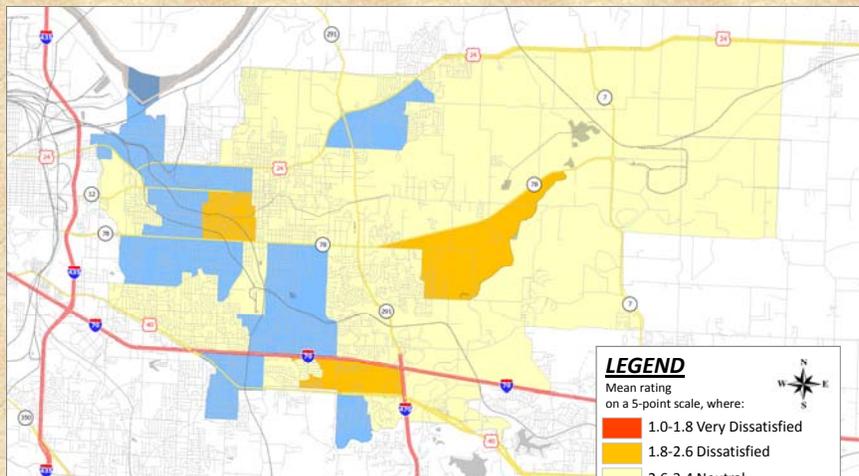
Q4f How quickly police respond to emergencies



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

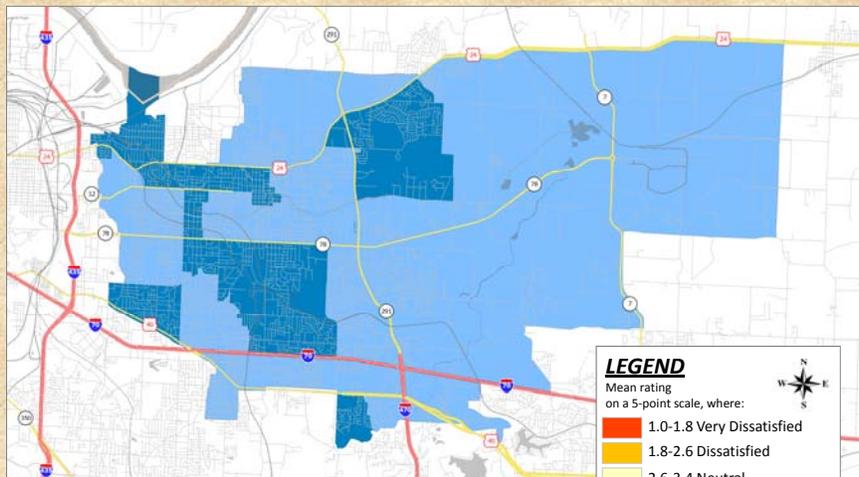
Q4g Investigation of criminal offenses



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

Q4h Fire protection



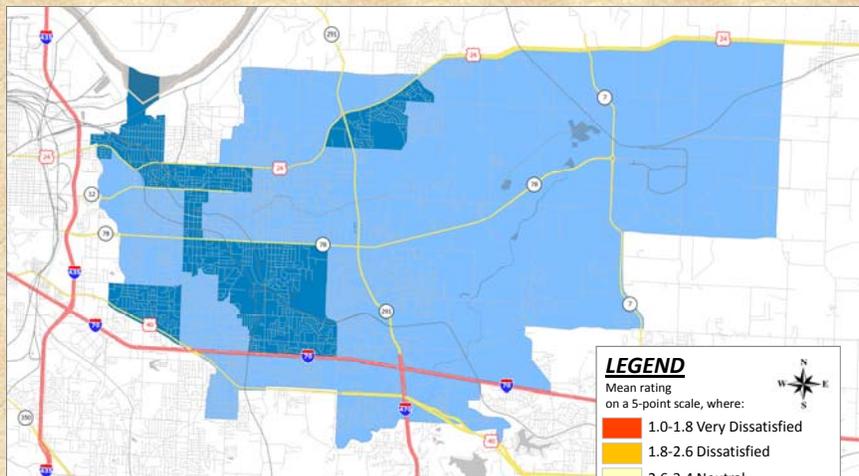
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

1.0-1.8	Very Dissatisfied
1.8-2.6	Dissatisfied
2.6-3.4	Neutral
3.4-4.2	Satisfied
4.2-5.0	Very Satisfied
Other	(no responses)

Q4i How quickly fire personnel respond to emergencies



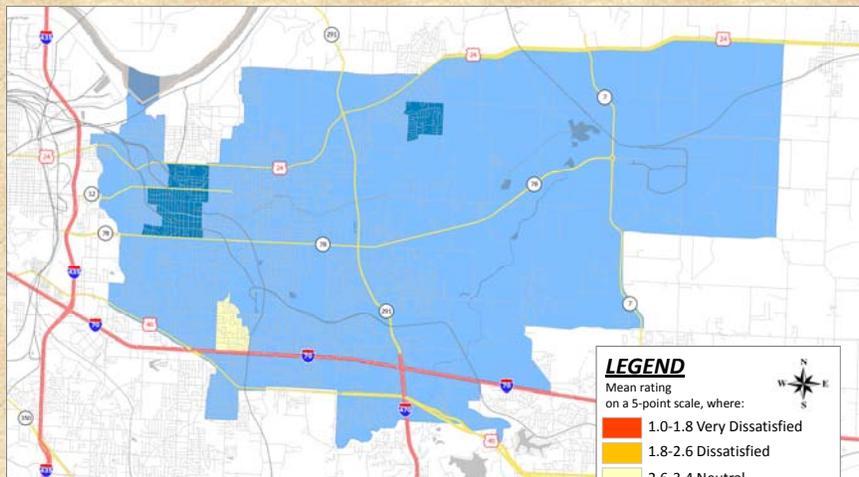
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

1.0-1.8	Very Dissatisfied
1.8-2.6	Dissatisfied
2.6-3.4	Neutral
3.4-4.2	Satisfied
4.2-5.0	Very Satisfied
Other	(no responses)

Q4j City efforts to prevent fires



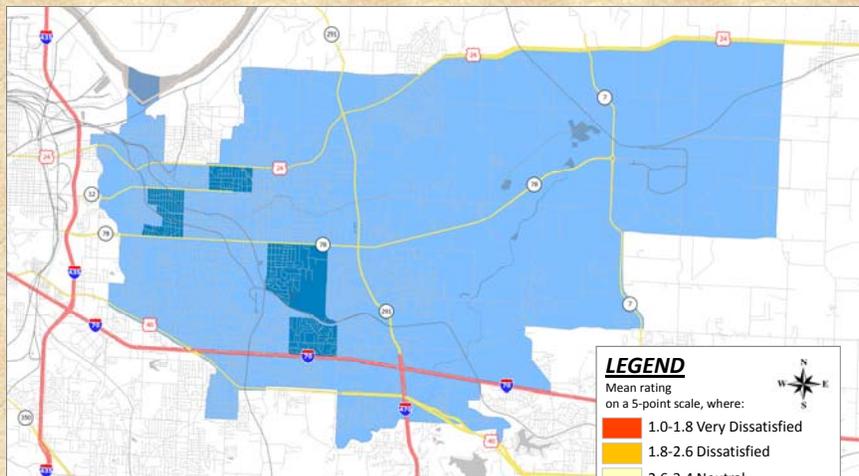
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q4k How quickly ambulance service personnel respond to emergencies



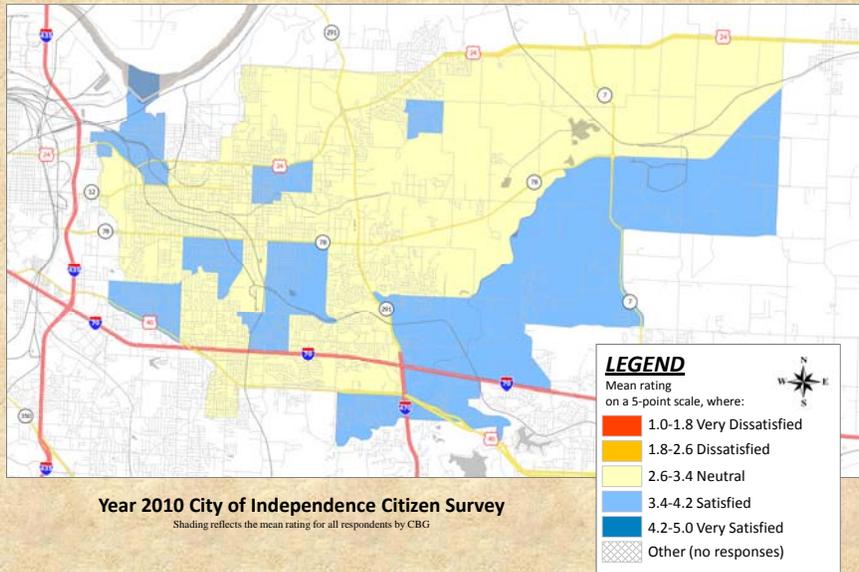
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

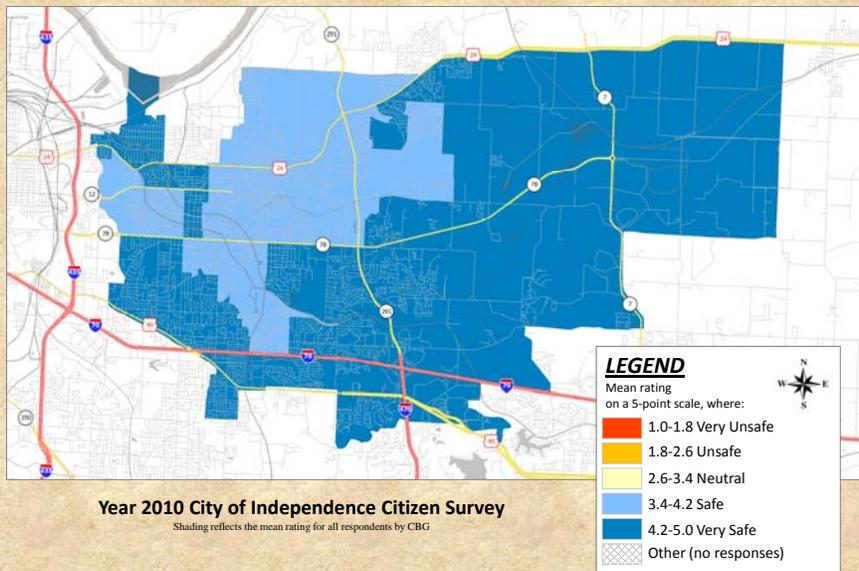
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

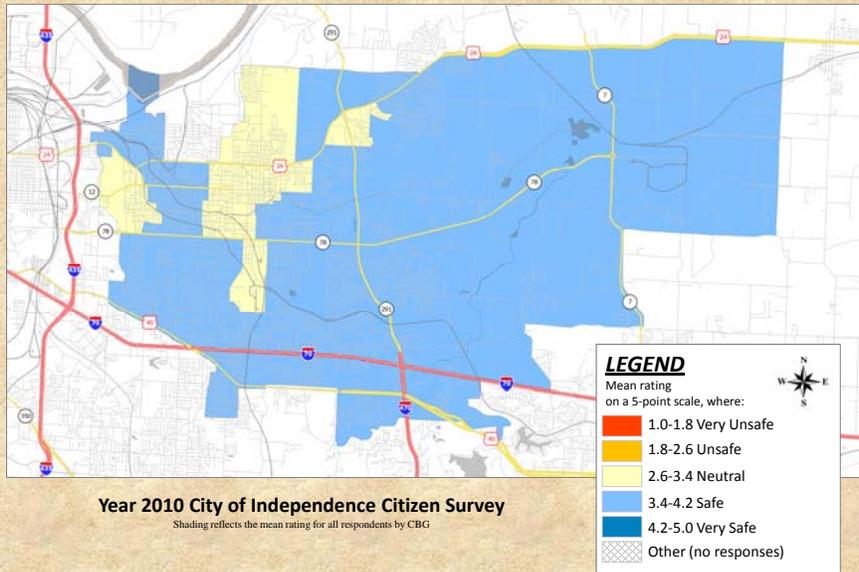
Q4I Quality of animal control services



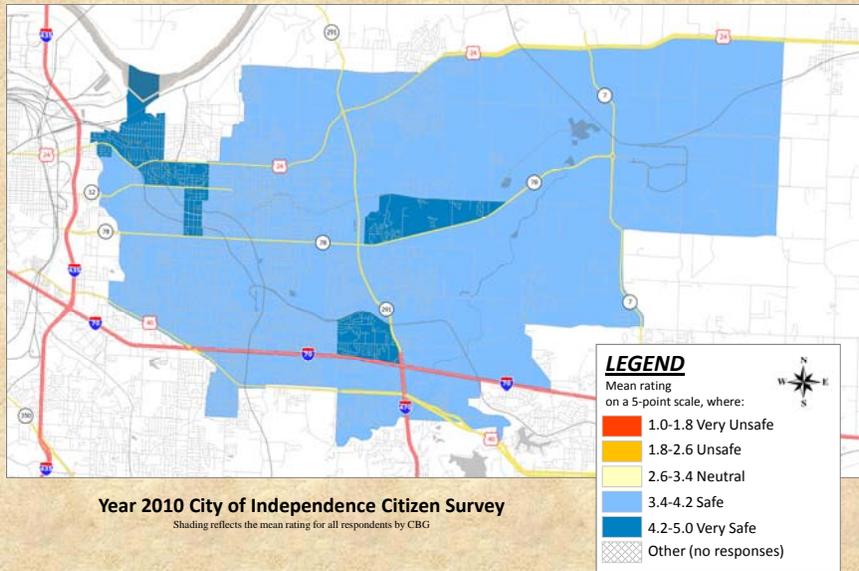
Q6a How safe residents feel in their neighborhood during the day



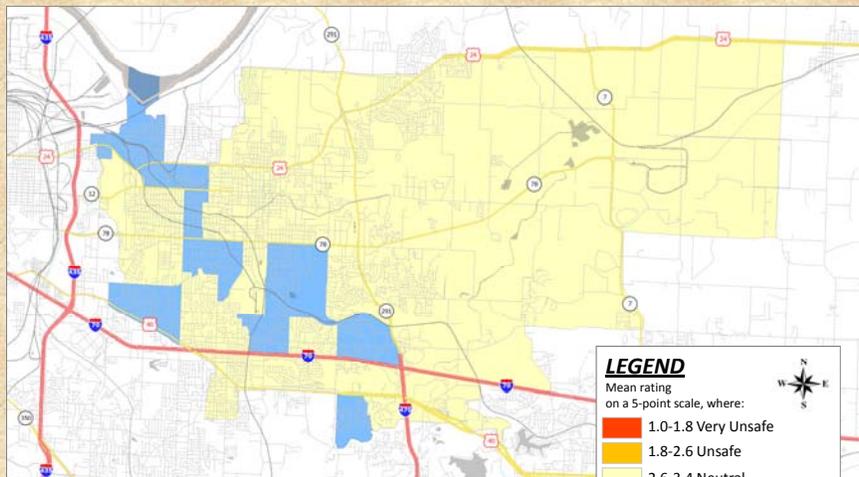
Q6b How safe residents feel in their neighborhood during the night



Q6c How safe residents feel in commercial areas during the day



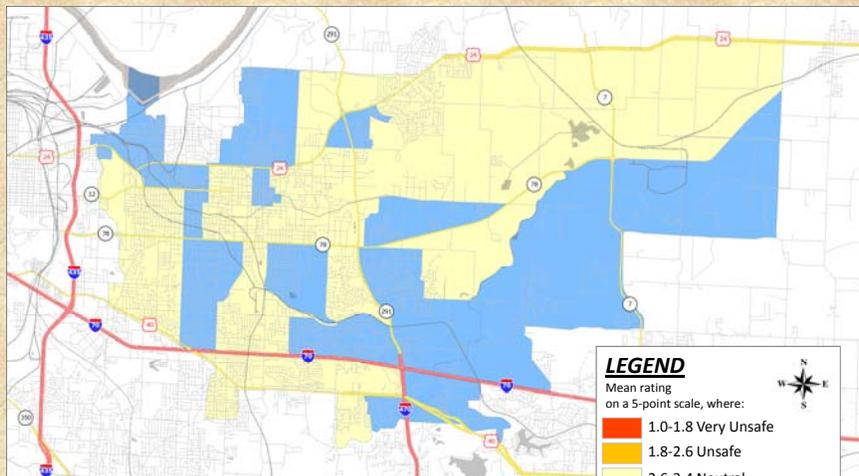
Q6d How safe residents feel in commercial areas during the night



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

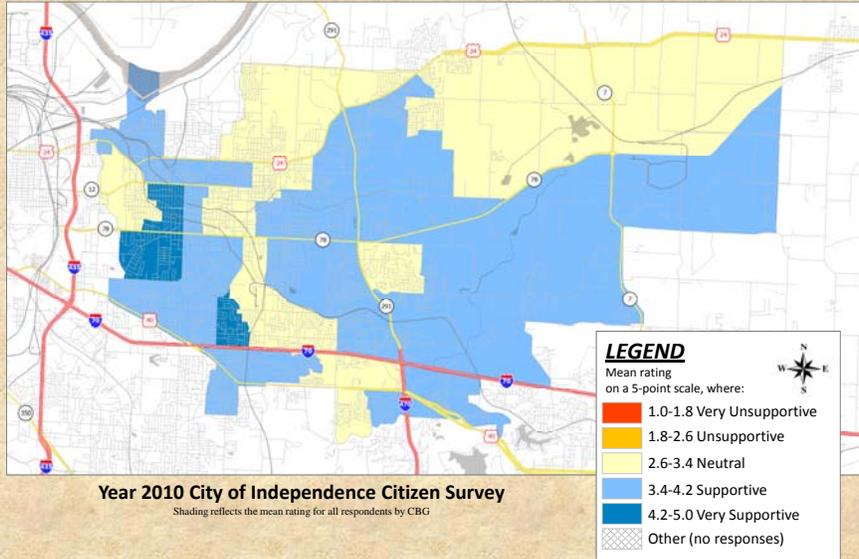
Q6e How safe residents feel in City parks



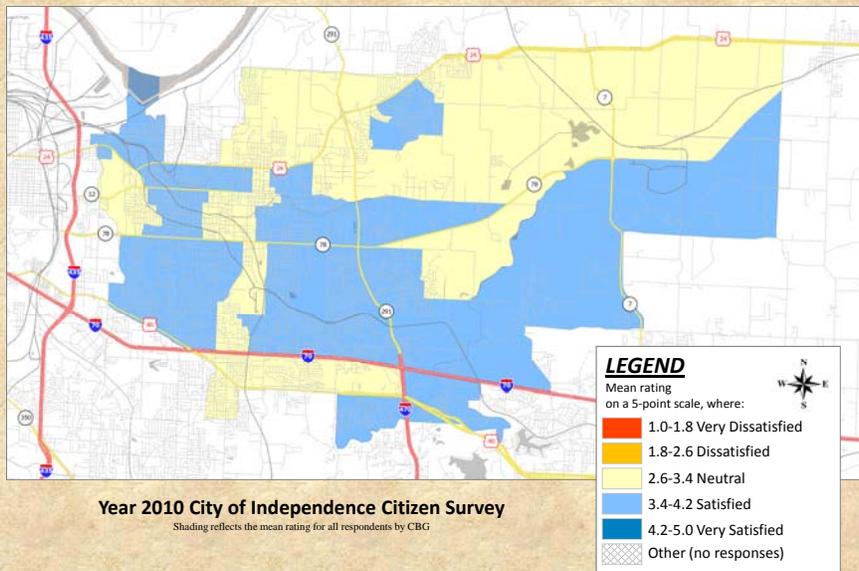
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

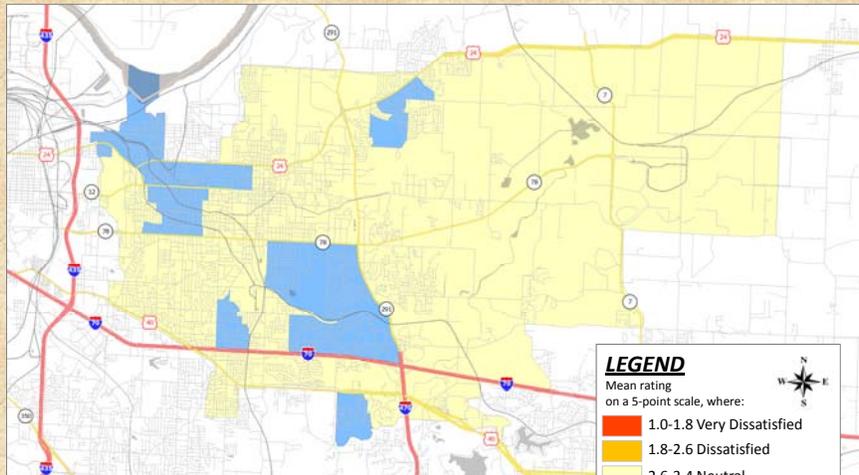
Q7 How supportive residents would be of a ¼ cent sales tax to fund additional police officers, support staff, detectives and equipment; and to expand the number of patrol districts primarily in the western and central areas of the community



Q8a Leadership provided by City officials



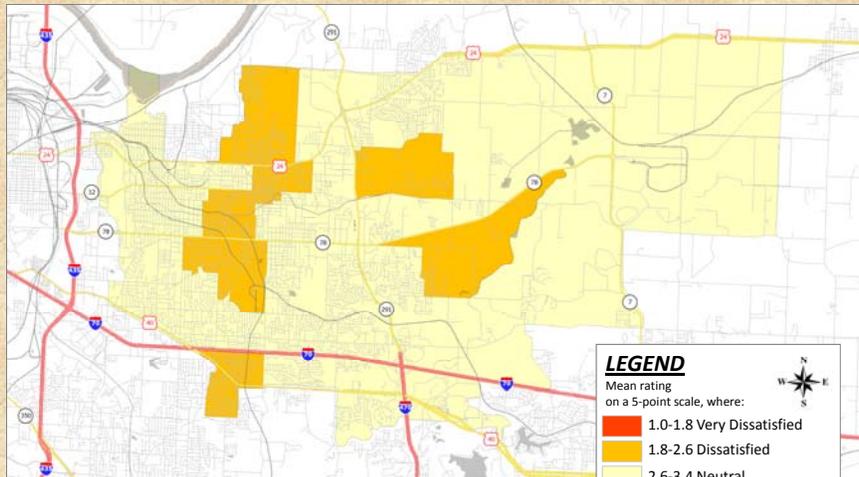
Q8b Access to City elected/appointed officials



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

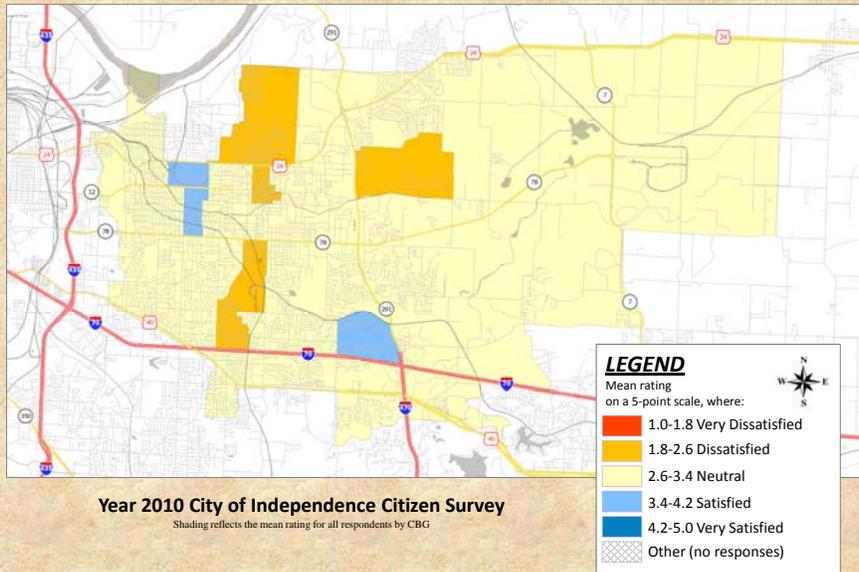
Q8c Frequency that City leaders seek the views of residents



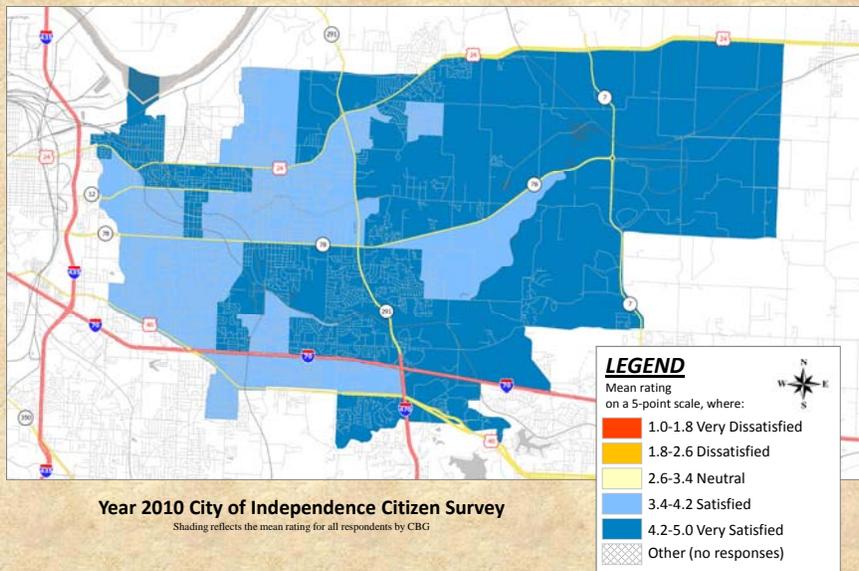
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

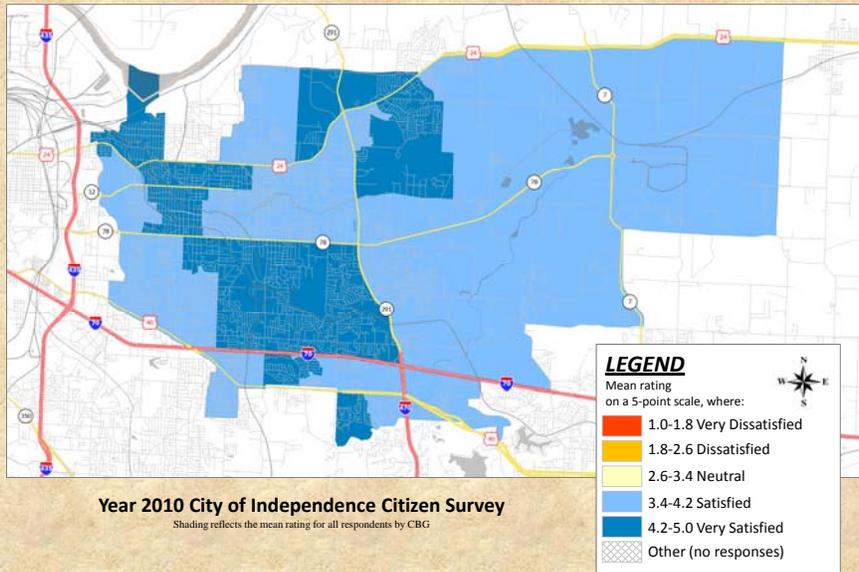
Q8d Level of public involvement in local decision making



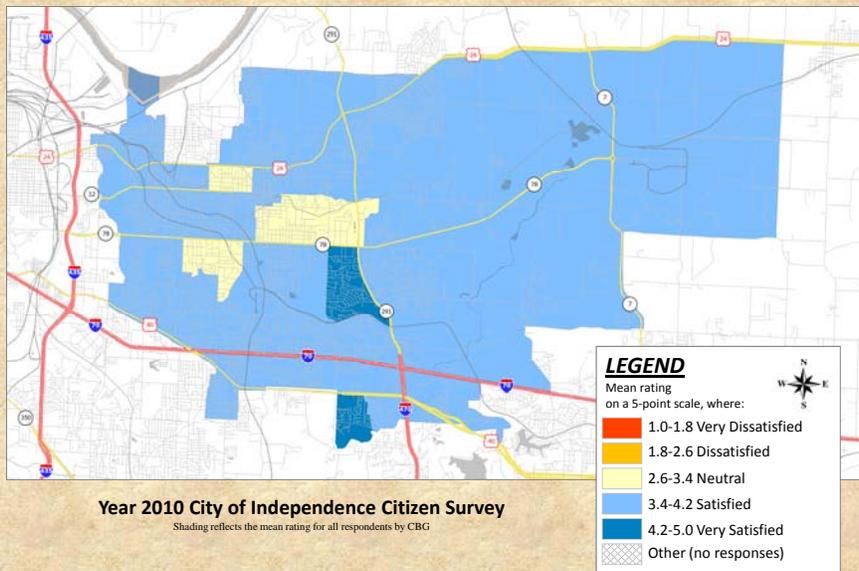
Q9a The taste of tap water



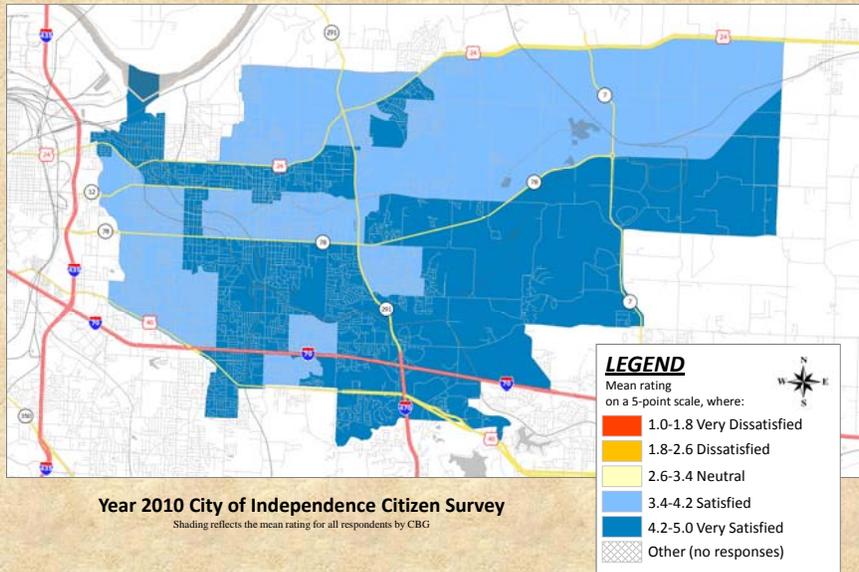
Q9b Water pressure



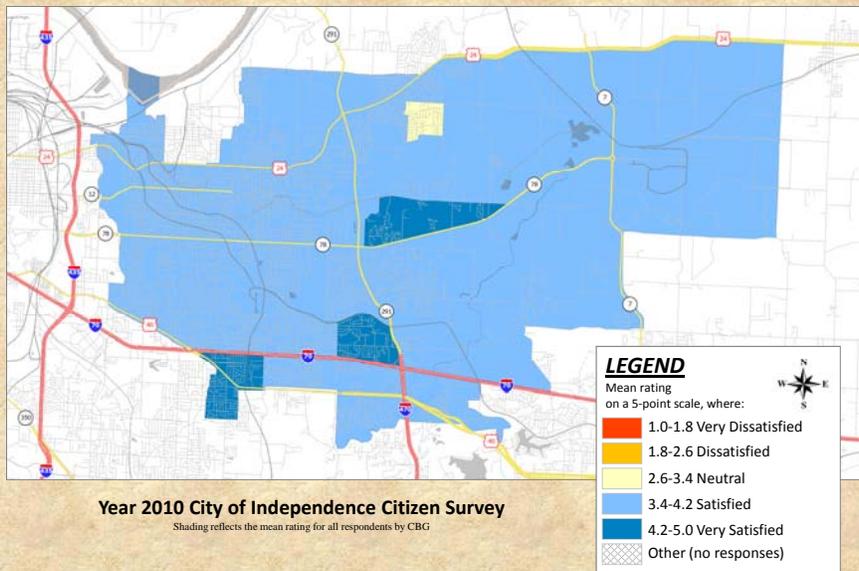
Q9c Adequacy of the City's wastewater collection system



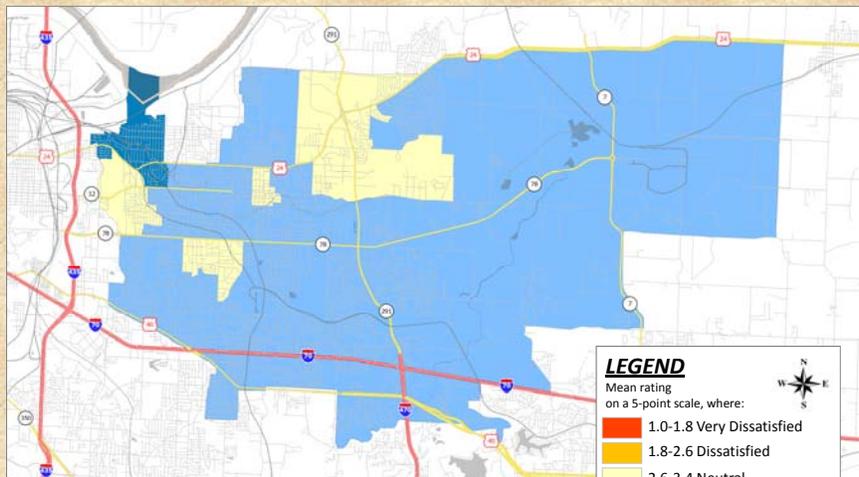
Q9d Reliability of electrical service



Q9e How quickly electrical outages repaired



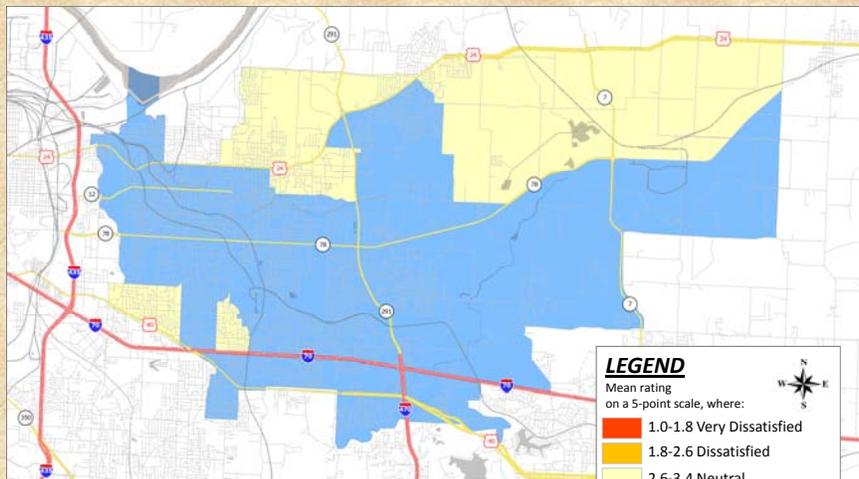
Q9f The value of utility services (water, wastewater, and electricity)



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

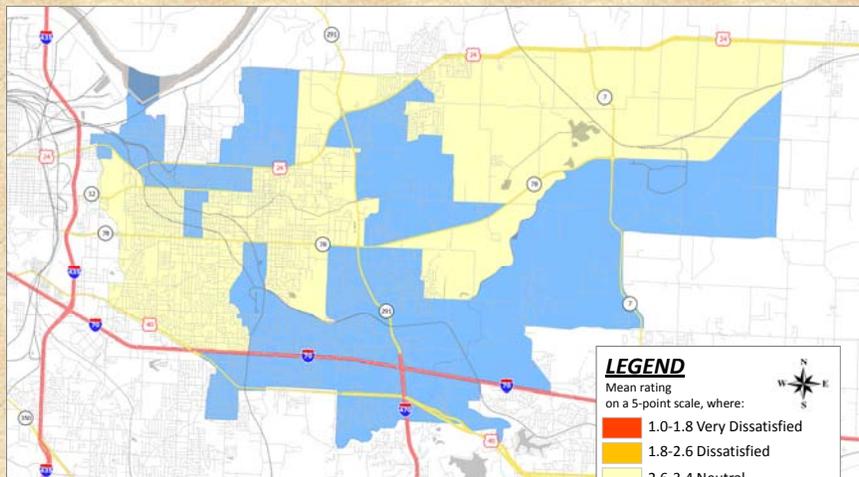
Q9g The efforts of the City's utilities programs to promote the environment and conservation



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

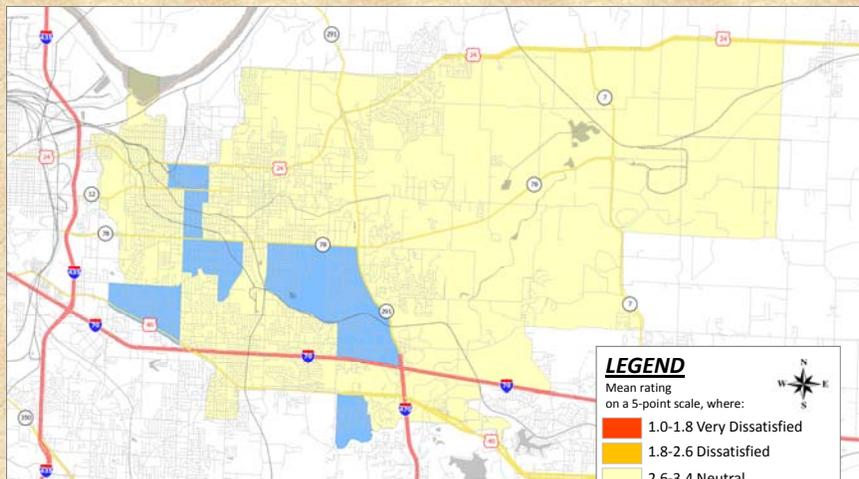
Q9h Maintenance of the City's storm water drains and culverts in neighborhoods



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

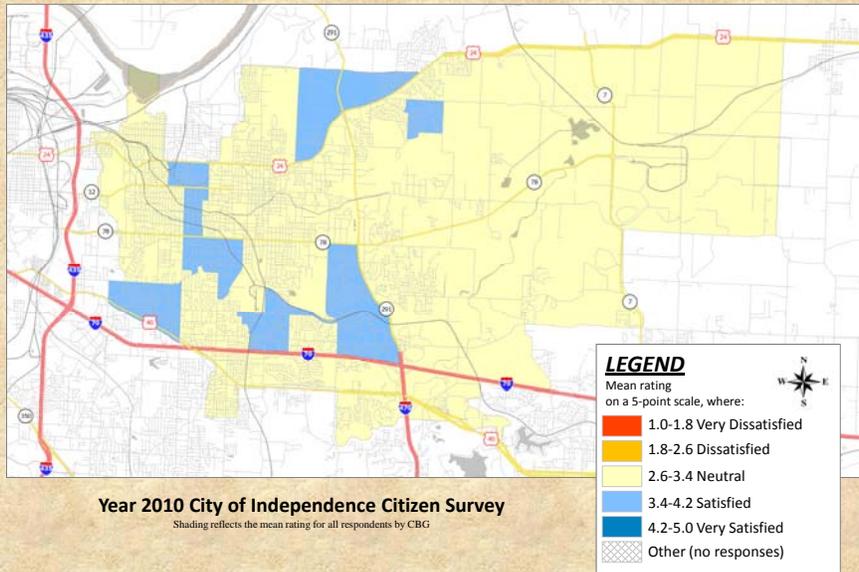
Q10a Cleanup of trash and debris on residential property



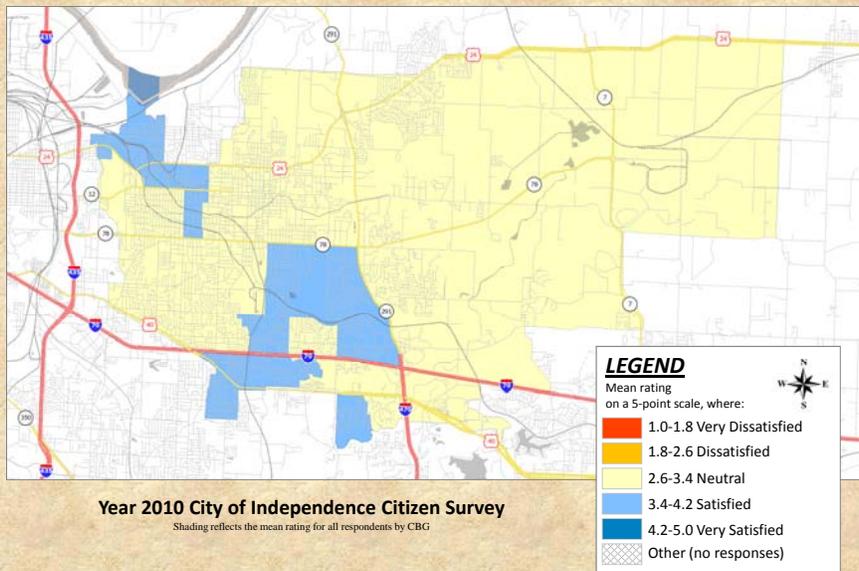
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

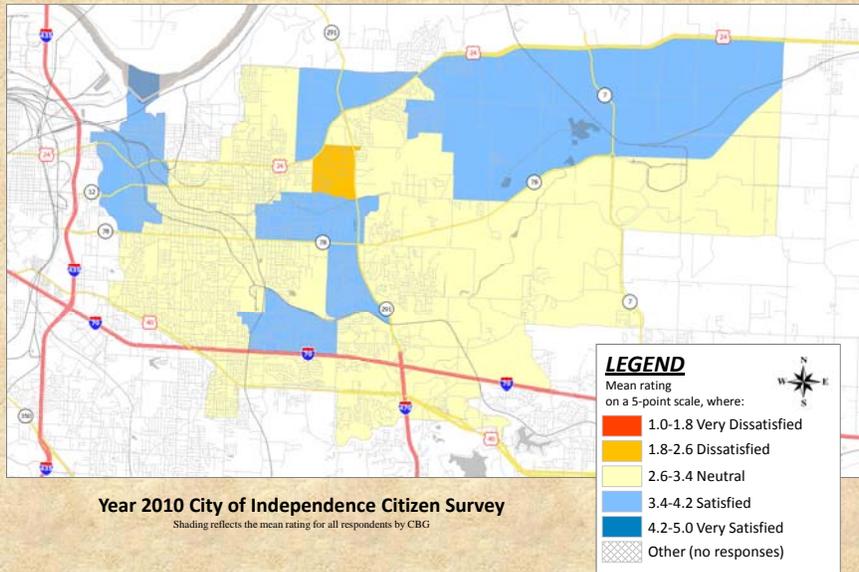
Q10b Cleanup of trash and debris on commercial property



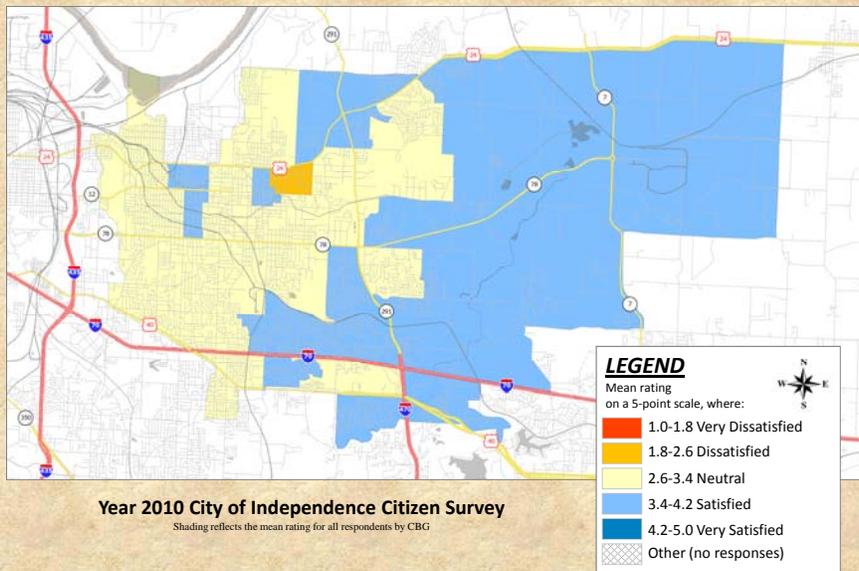
Q10c Mowing and trimming of residential property



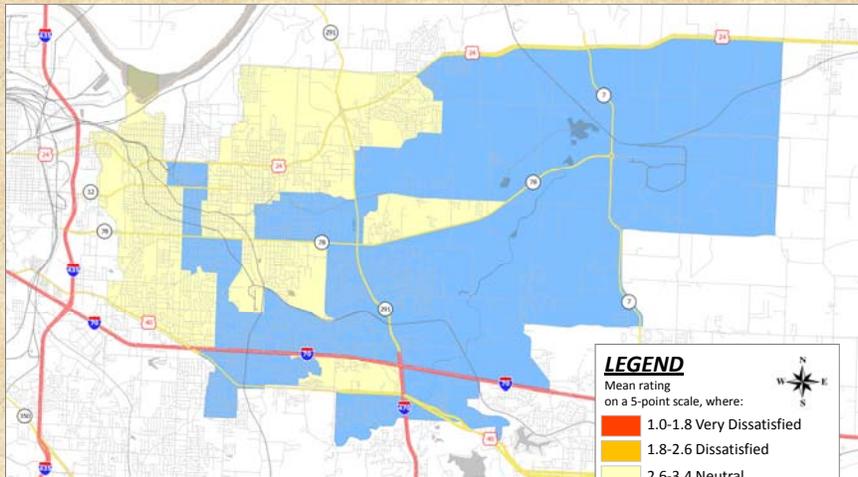
Q10d Mowing and trimming of commercial property



Q10e Maintenance of residential buildings in neighborhoods



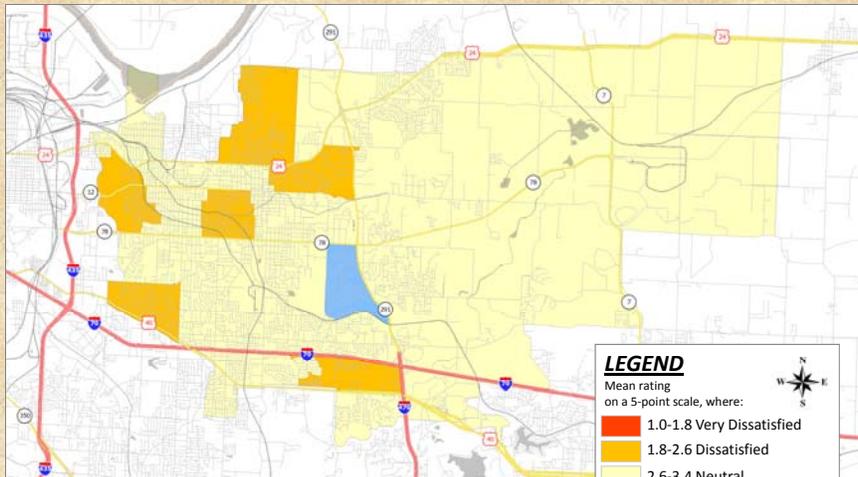
Q10f Maintenance of commercial buildings in neighborhoods



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

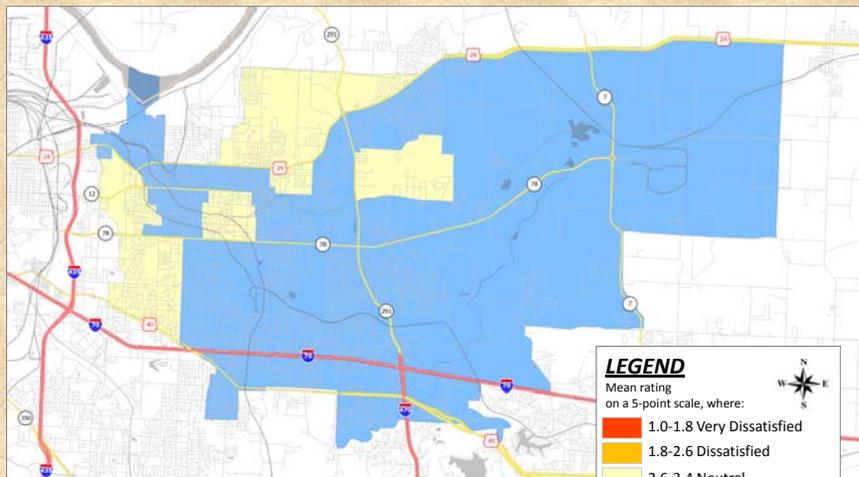
Q10g Maintenance of rental buildings in neighborhoods



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

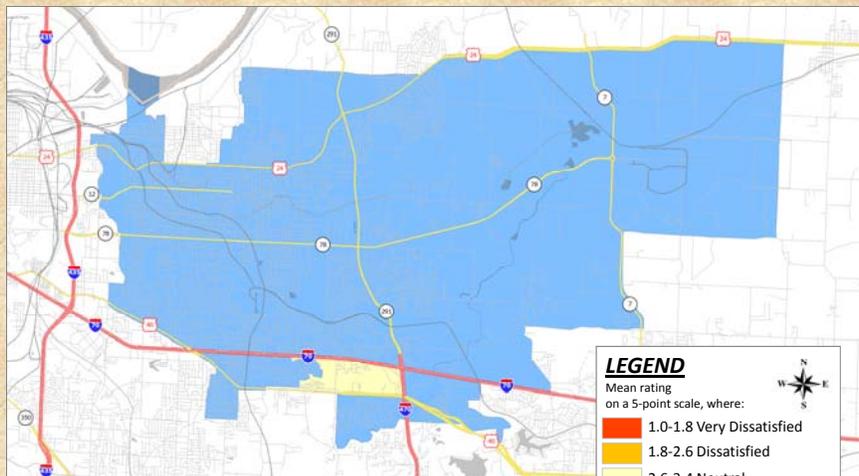
Q10h Food safety standards at restaurant in the City



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

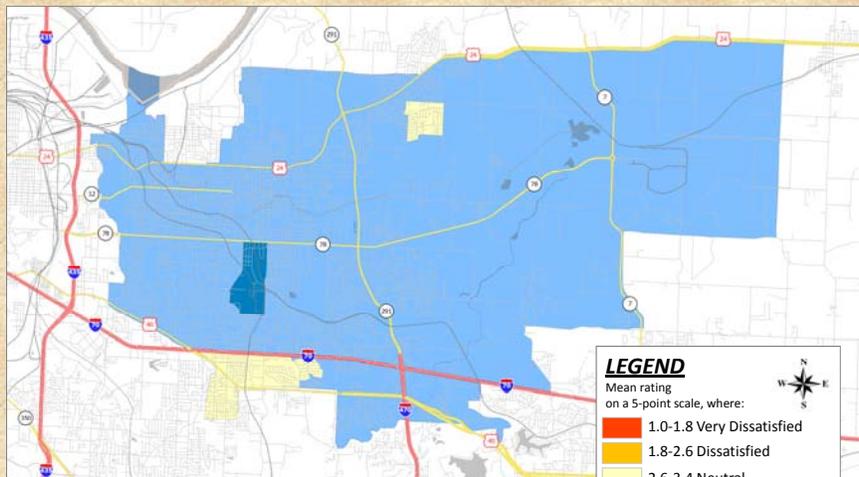
Q11a Maintenance of City parks



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

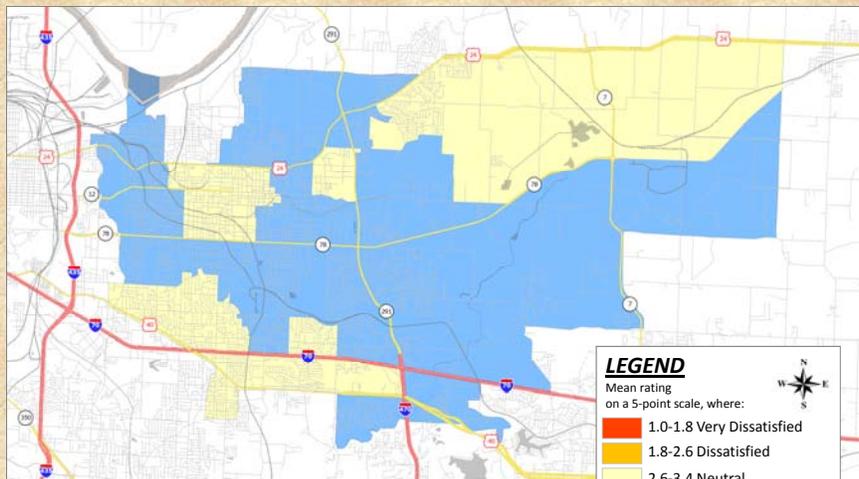
Q11b Number of City parks



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

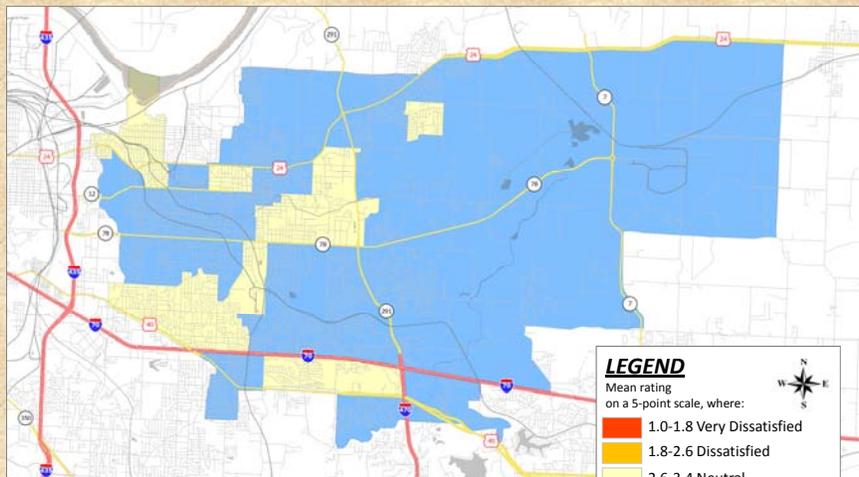
Q11c Number of walking and biking trails



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

Q11d Soccer fields



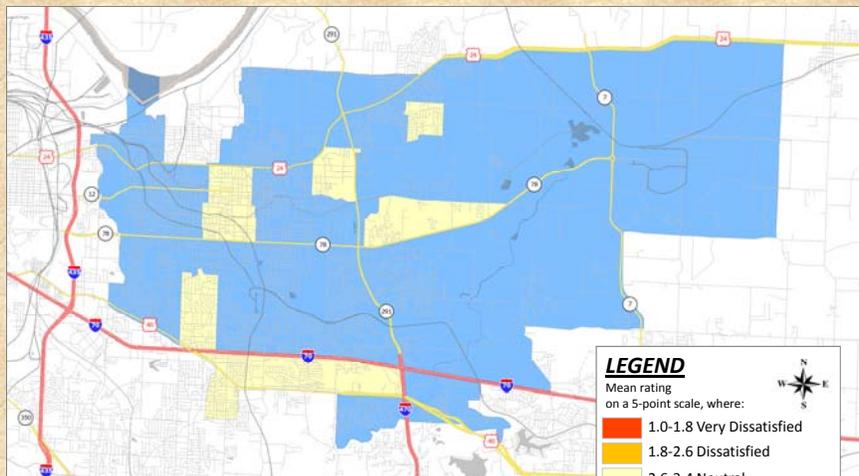
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

1.0-1.8	Very Dissatisfied
1.8-2.6	Dissatisfied
2.6-3.4	Neutral
3.4-4.2	Satisfied
4.2-5.0	Very Satisfied
[Cross-hatched]	Other (no responses)

Q11e Softball fields



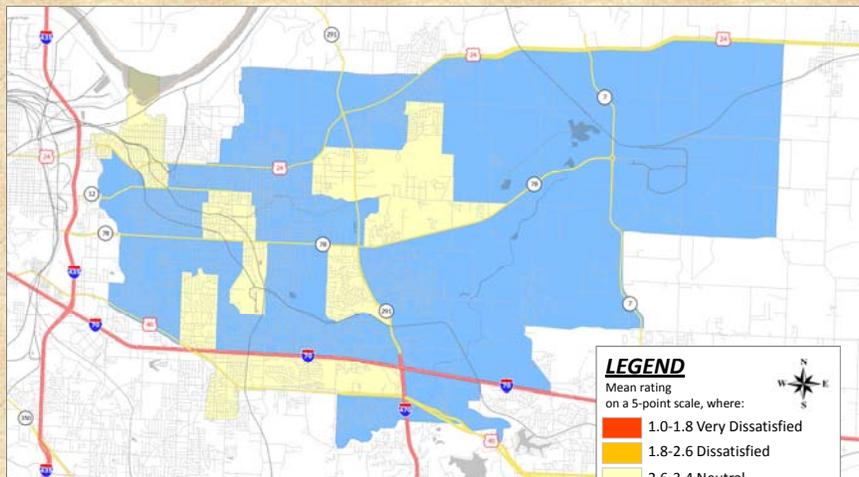
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

1.0-1.8	Very Dissatisfied
1.8-2.6	Dissatisfied
2.6-3.4	Neutral
3.4-4.2	Satisfied
4.2-5.0	Very Satisfied
[Cross-hatched]	Other (no responses)

Q11f Baseball fields



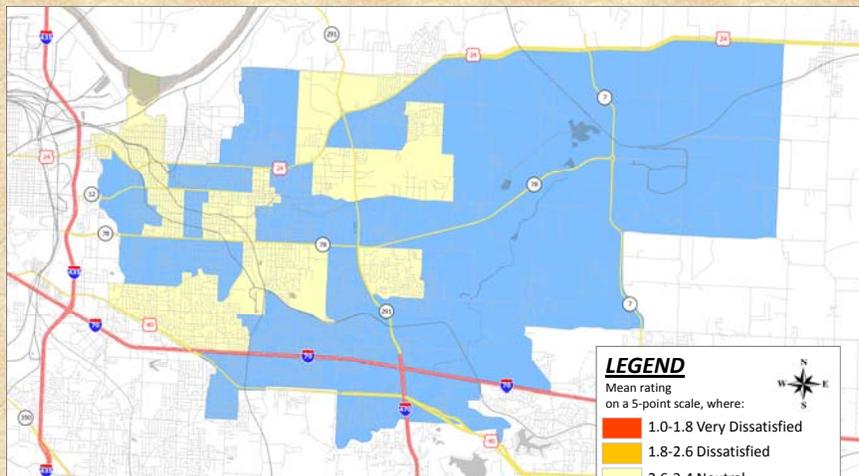
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other (no responses)

Q11g Recreation programs



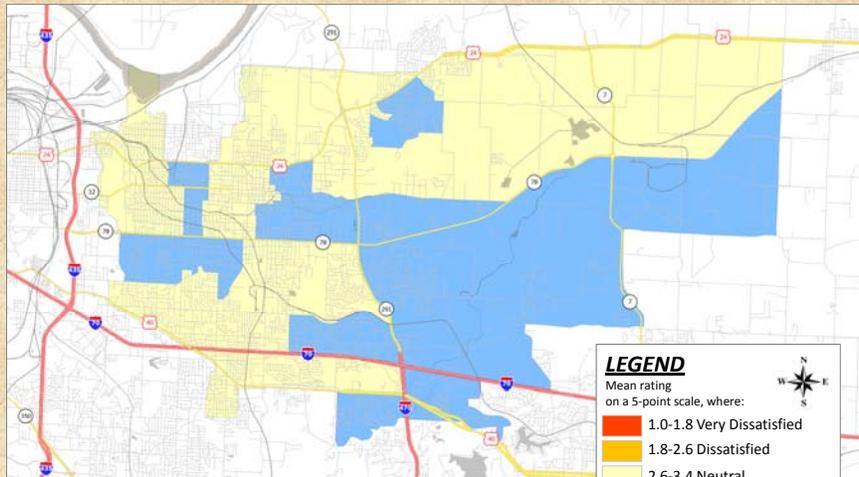
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

1.0-1.8 Very Dissatisfied
1.8-2.6 Dissatisfied
2.6-3.4 Neutral
3.4-4.2 Satisfied
4.2-5.0 Very Satisfied
Other (no responses)

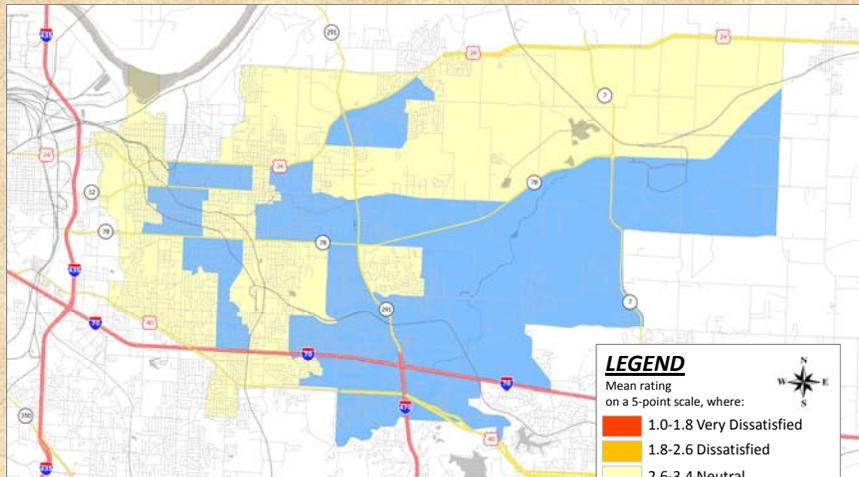
Q11h Affordability of recreation programs



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

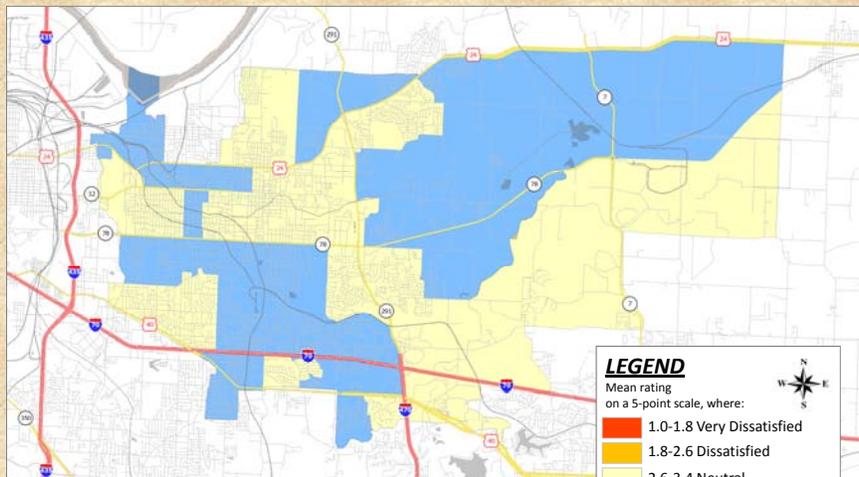
Q11i Ease of registering for recreation programs



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

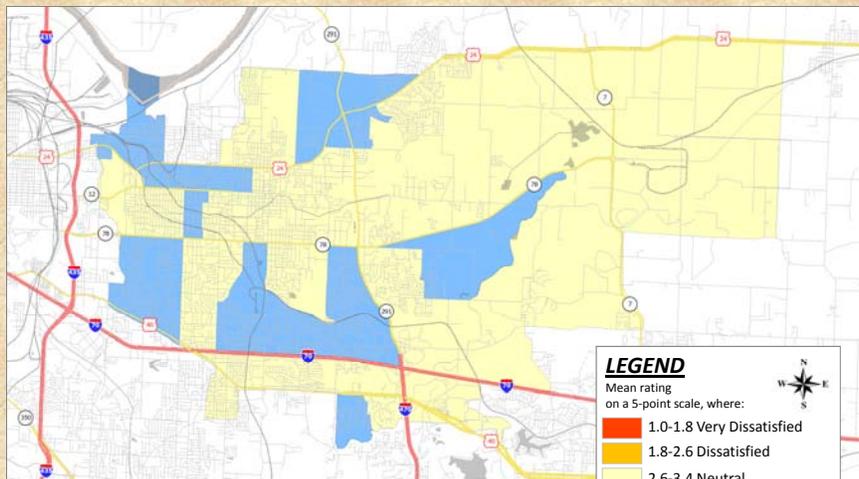
Q12a Availability of information about City programs and services



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

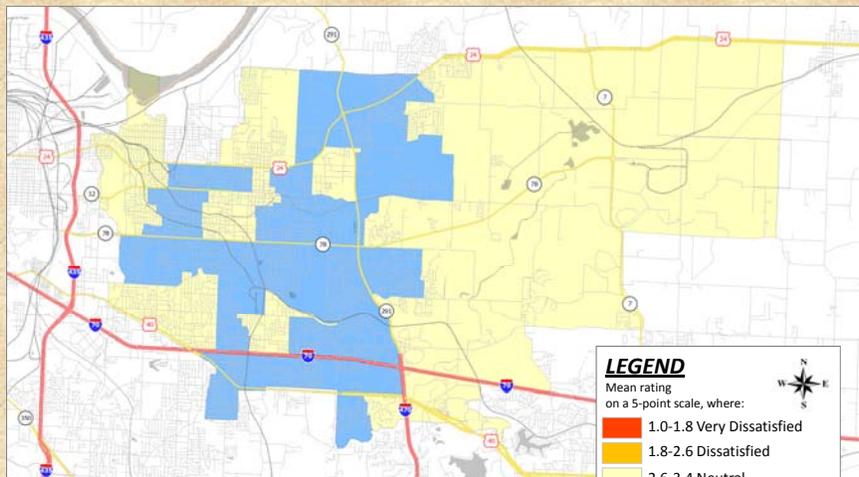
Q12b City efforts to keep residents informed about local issues



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

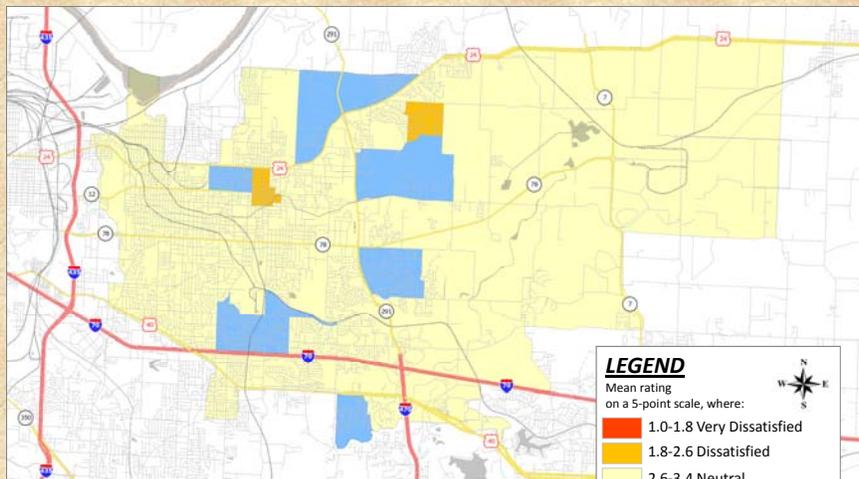
Q13a Maintenance of major City streets



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

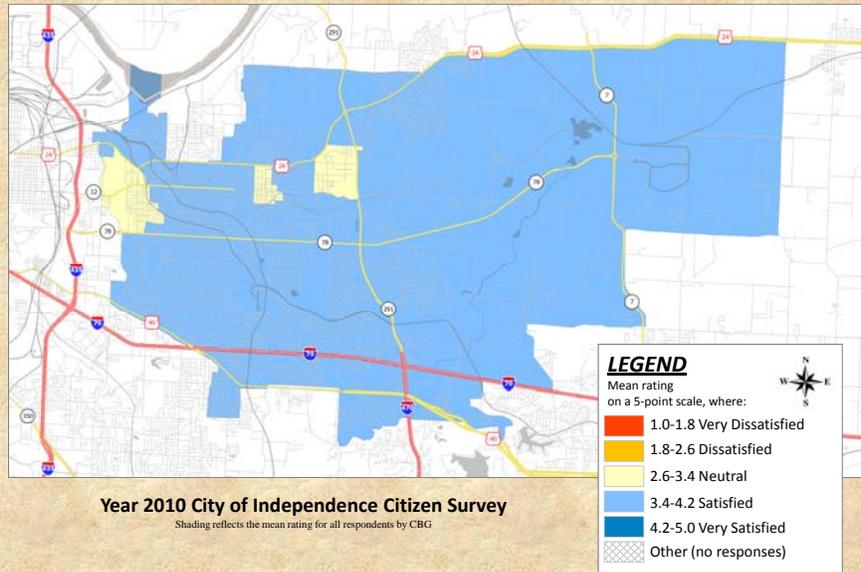
Q13b Maintenance of streets in residential areas



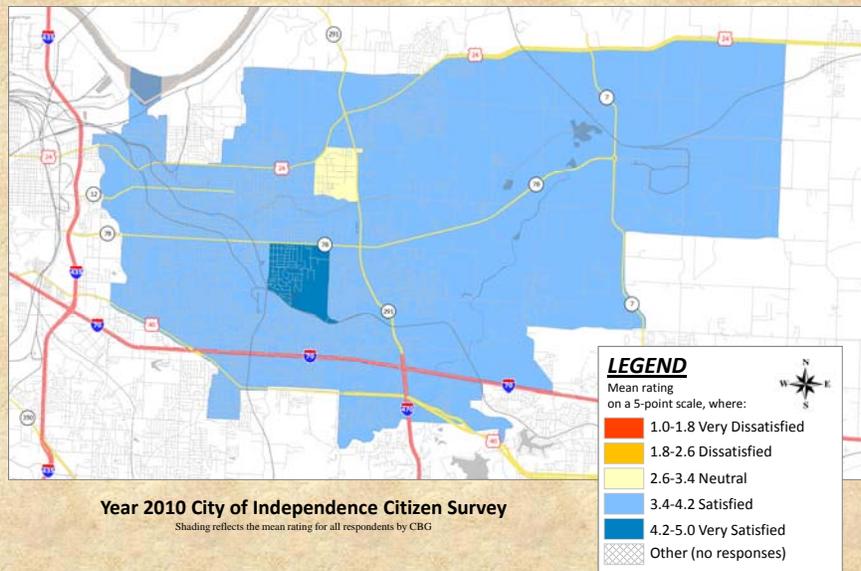
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

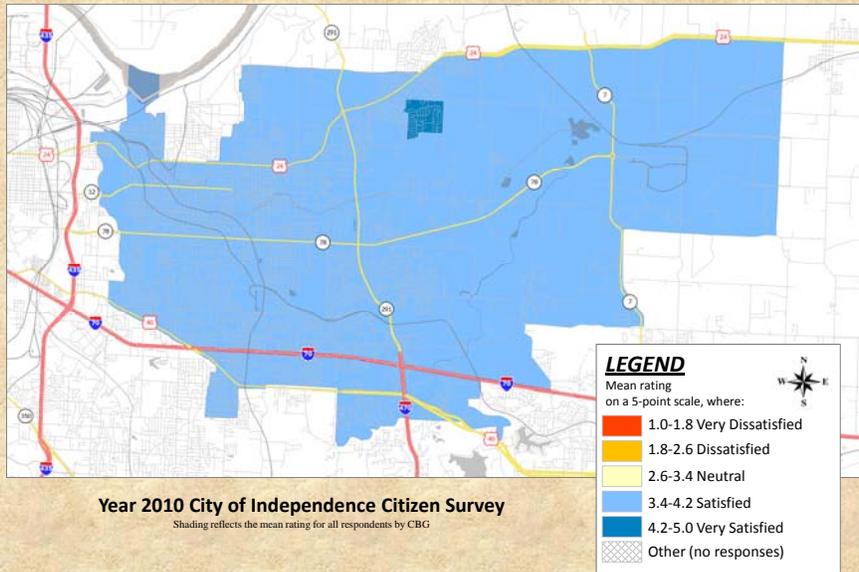
Q13c Maintenance of street signs



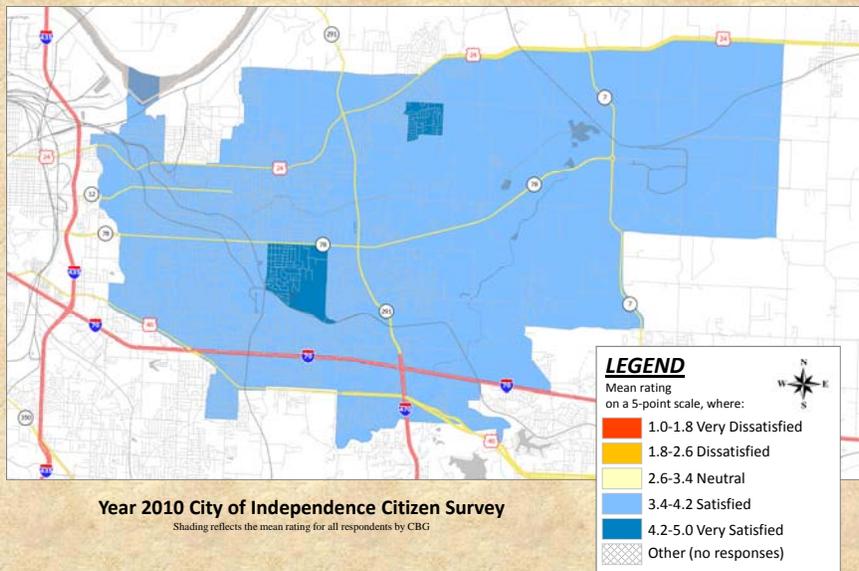
Q13d Maintenance of traffic signals



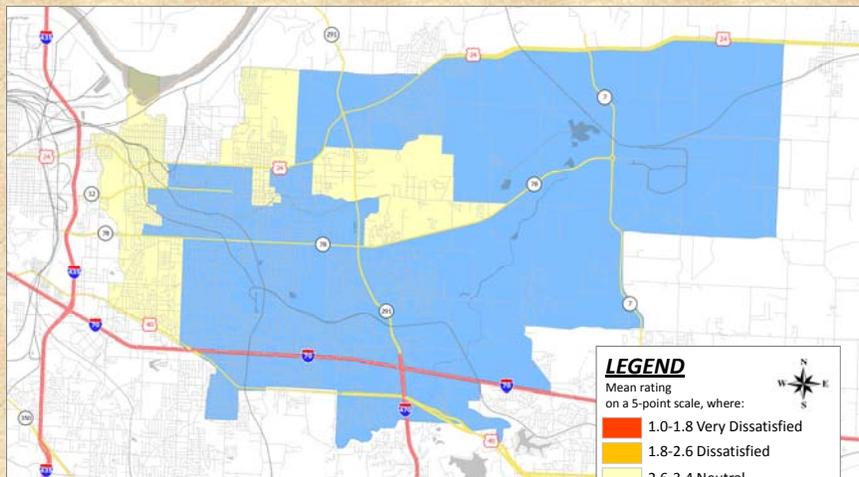
Q13e Maintenance and preservation of The Square



Q13f Maintenance of City buildings like City Hall



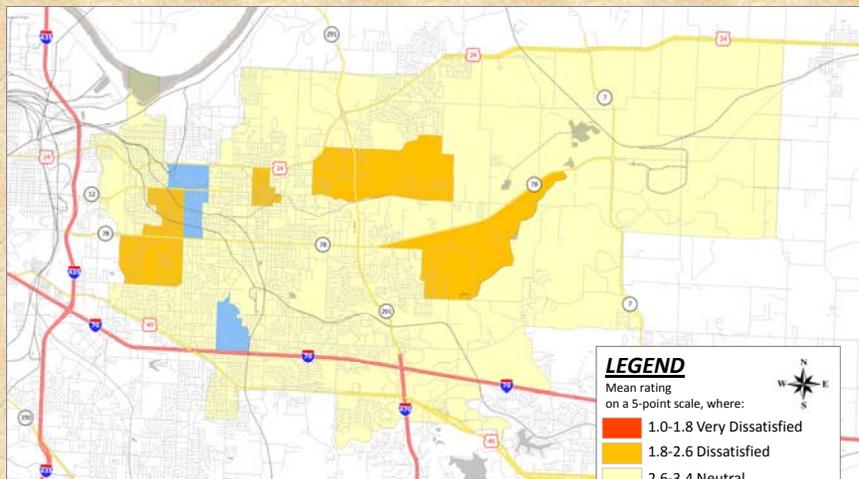
Q13g Snow removal on major City streets



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

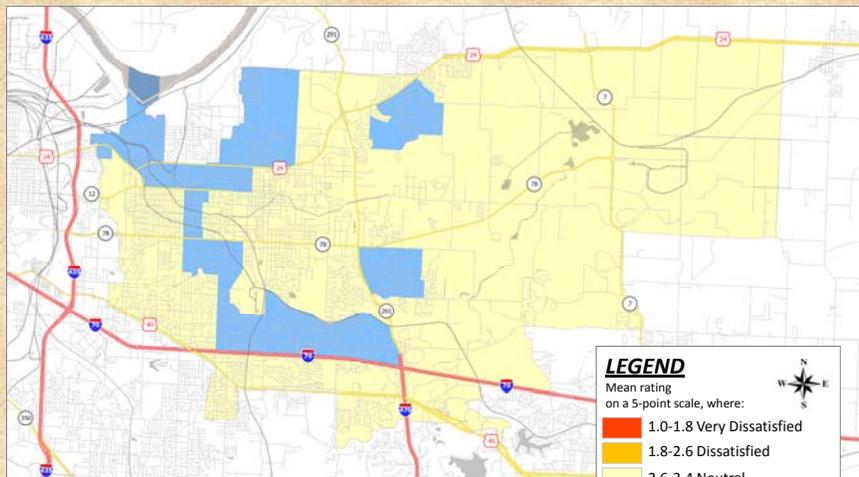
Q13h Snow removal on streets in residential areas



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

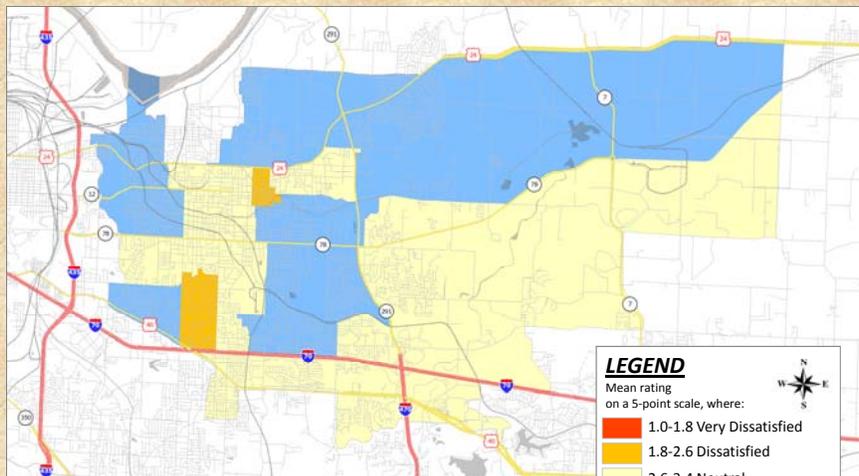
Q13i Mowing and trimming along streets and other public areas



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

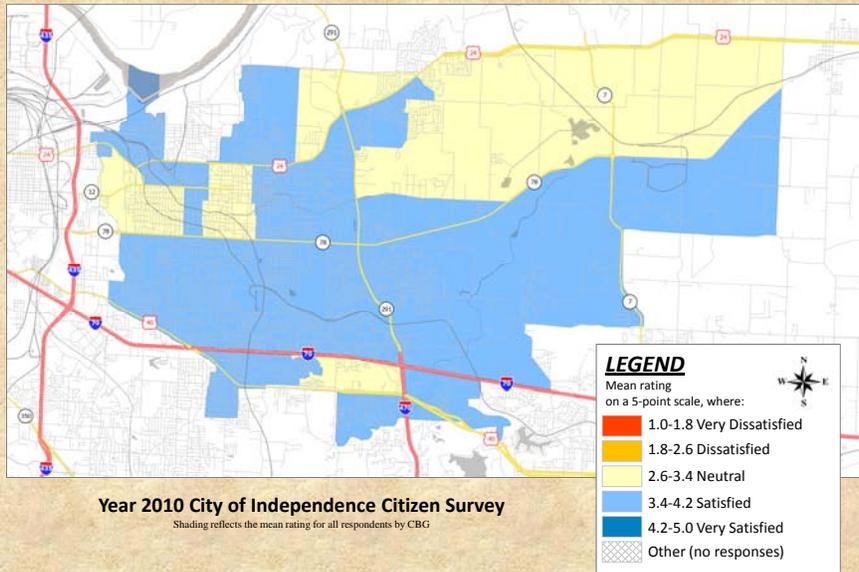
Q13j Availability of the City's Drop-Off Depot program



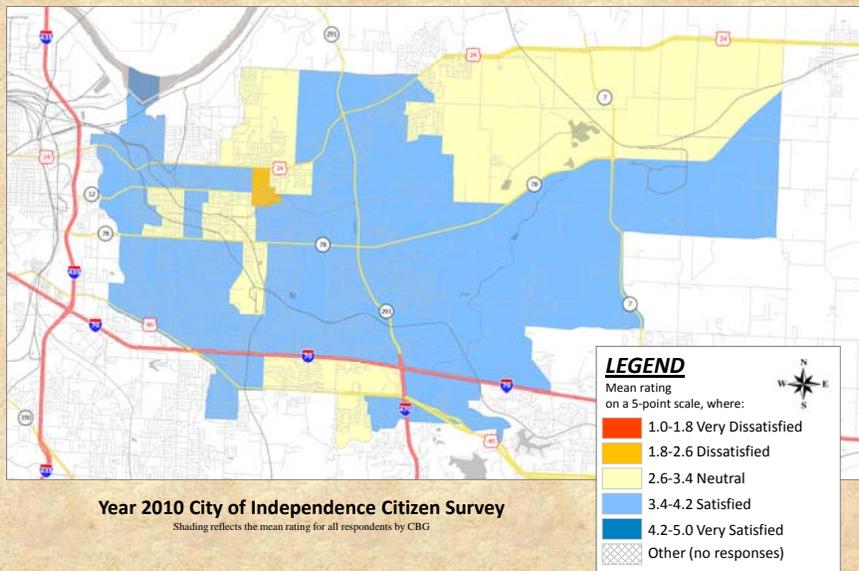
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

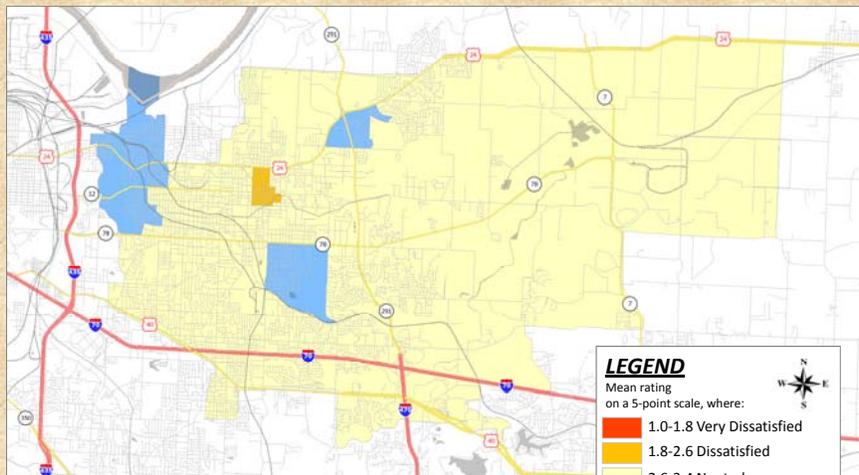
Q13k Number and placement of City street lights



Q13l Availability of the City's two recycling centers



Q13m Household waste recycling programs



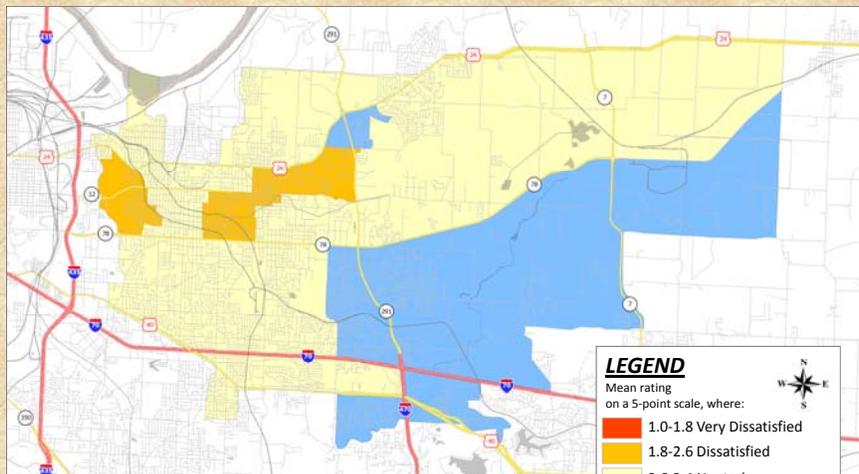
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

Q13n The City's sidewalks and bicycle paths



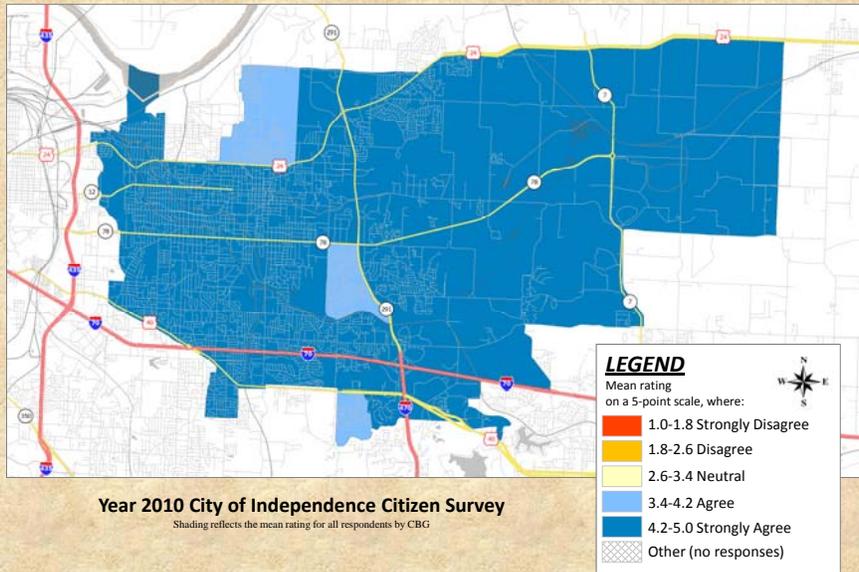
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

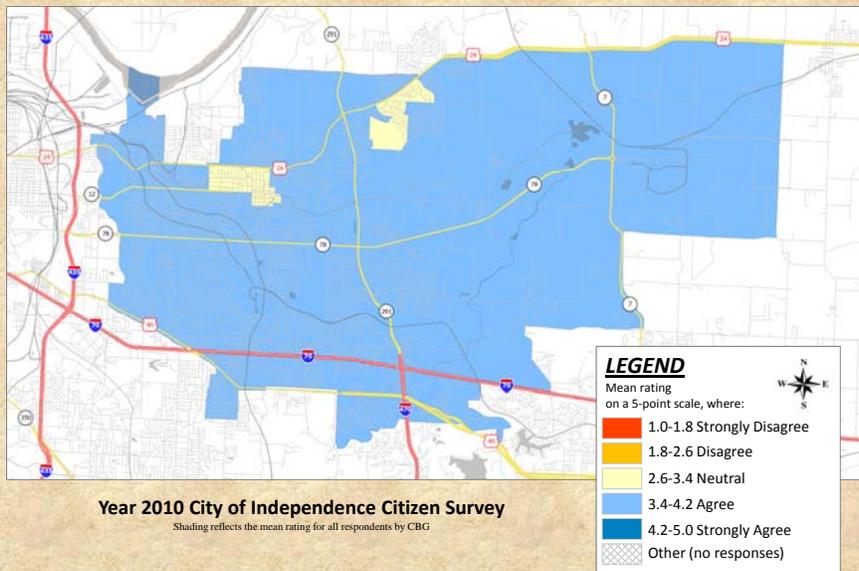
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

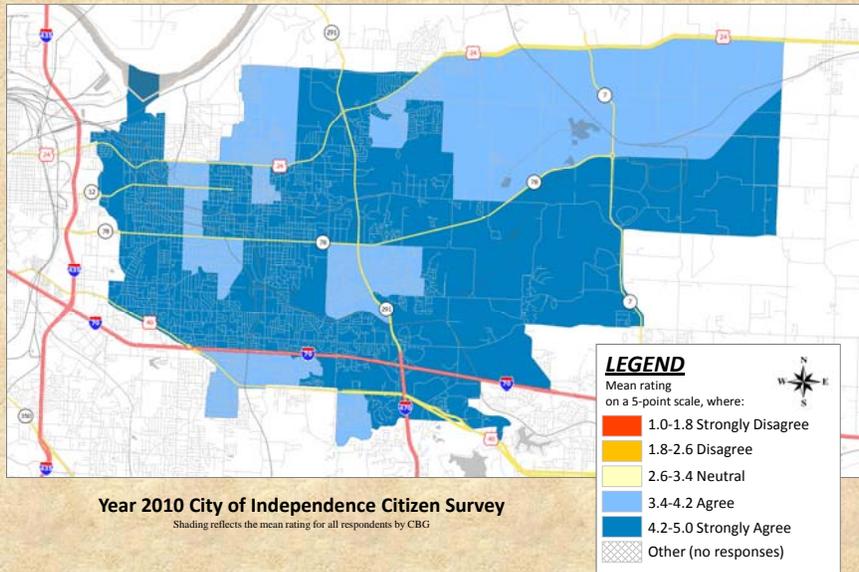
**Q14a Level of agreement with the statement:
“It is important to preserve the City’s historic sites”**



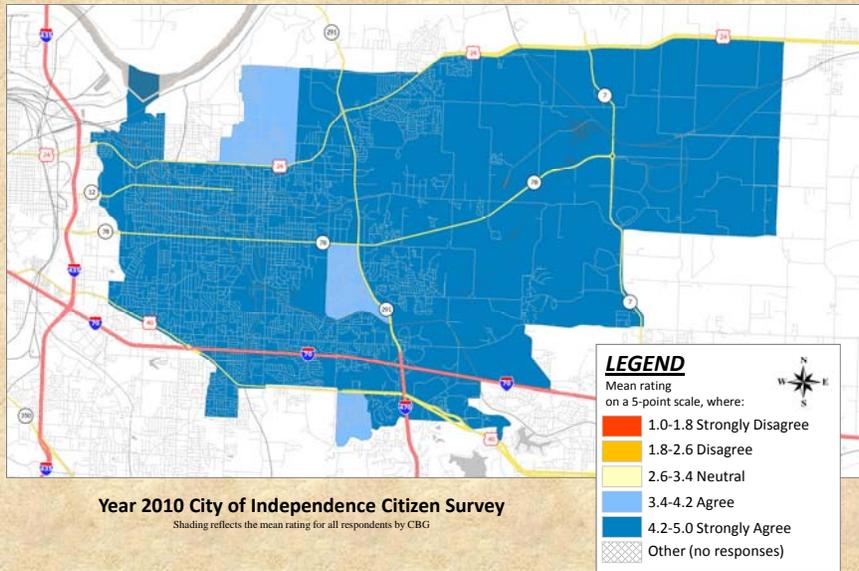
**Q14b Level of agreement with the statement:
“The City effectively distributes education material about its heritage sites”**



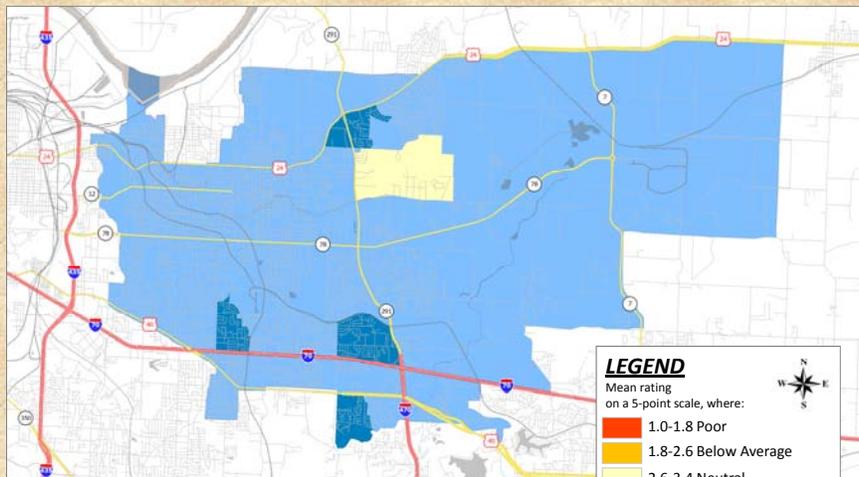
**Q14c Level of agreement with the statement:
“It is important to preserve the City’s historic neighborhoods”**



**Q14d Level of agreement with the statement:
“It is important to maintain the historic character of The Square”**



Q16a How residents rate the City as a place to live

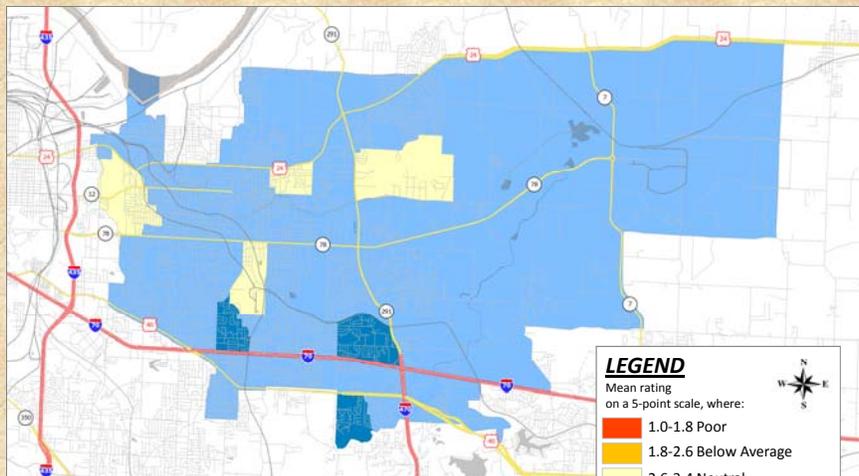


Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG



Q16b How residents rate the City as a place to raise children

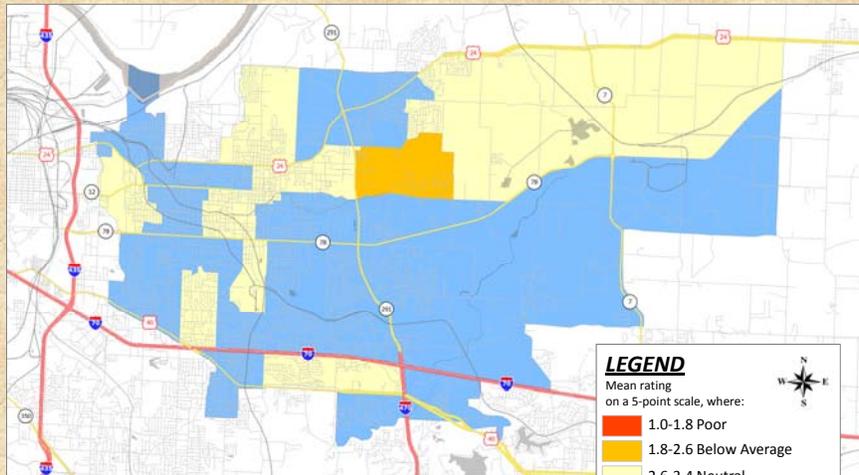


Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG



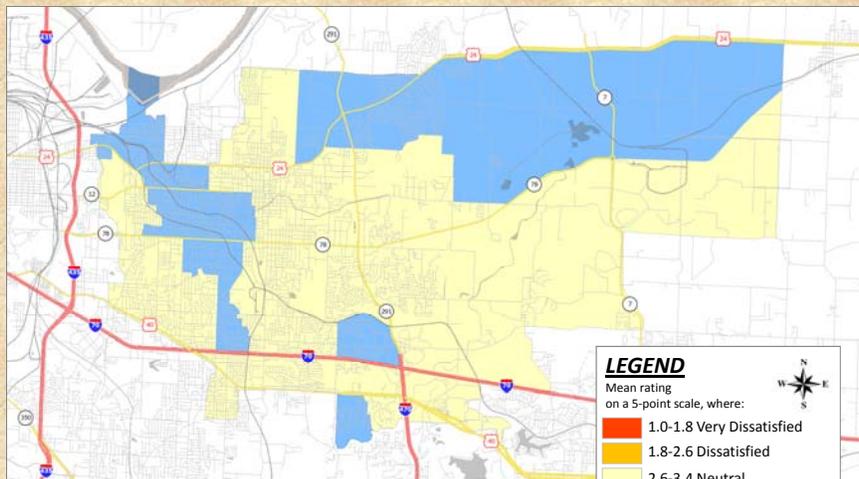
Q16c How residents rate the City as a place to work



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

Q17 City's emergency preparedness efforts

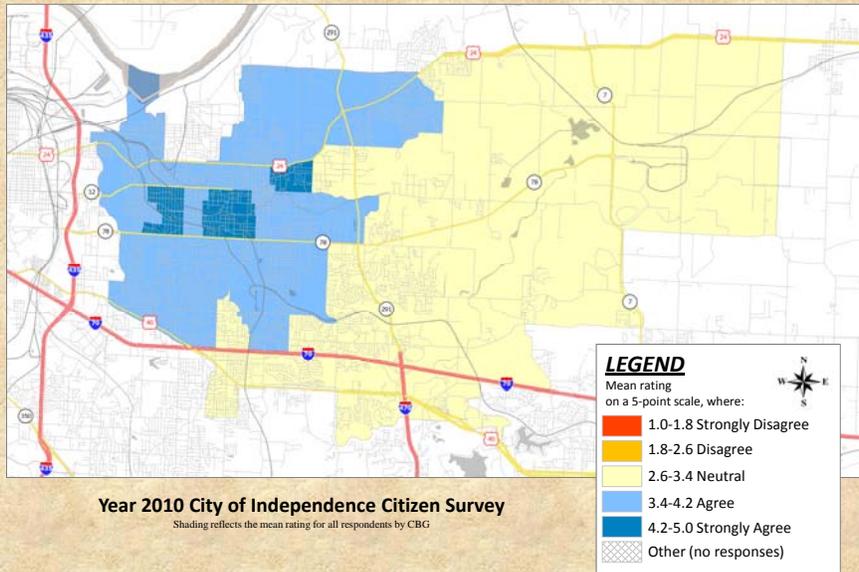


Year 2010 City of Independence Citizen Survey

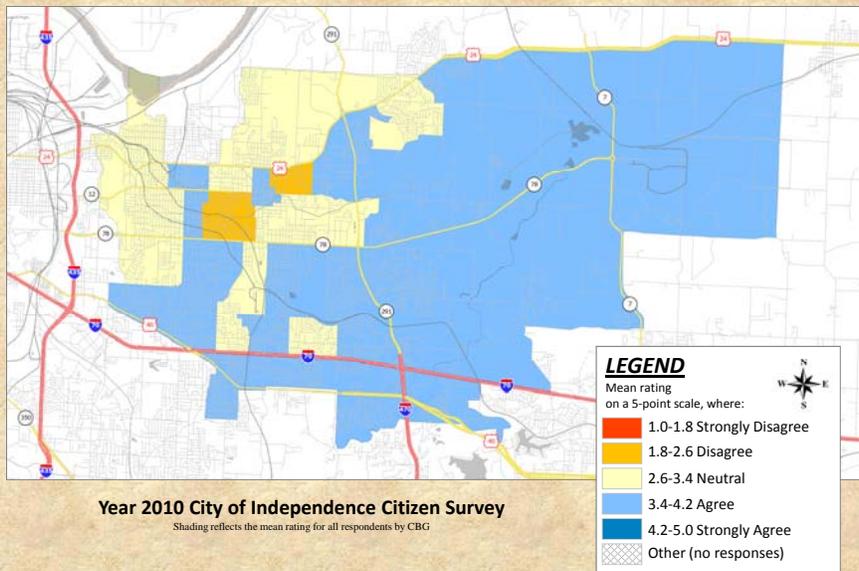
Shading reflects the mean rating for all respondents by CBG

**Q18a Level of agreement with the statement:
“My neighborhood needs to be improved”**

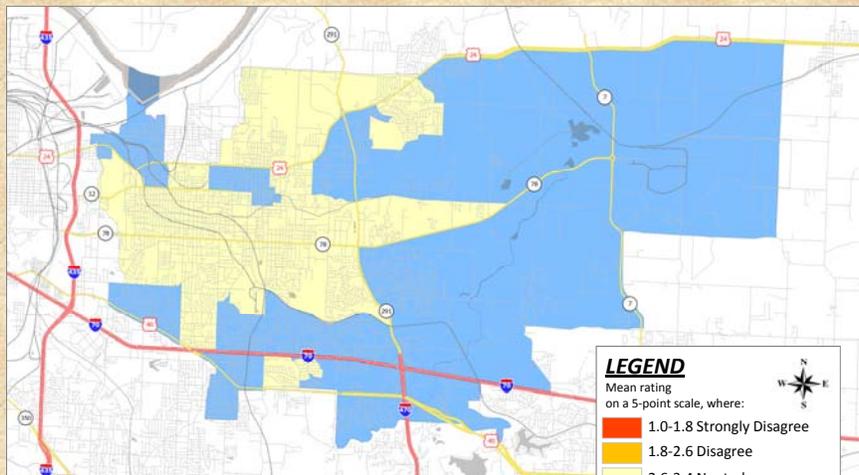
NOTE: BLUE IS A NEGATIVE RESPONSE ON THIS MAP



**Q18b Level of agreement with the statement:
“Housing in my neighborhood is well maintained”**



**Q18c Level of agreement with the statement:
“I am optimistic about the future of my neighborhood”**



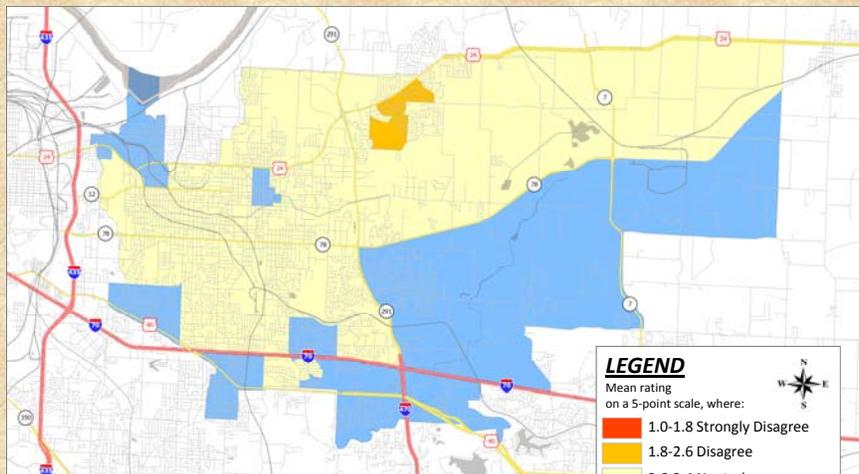
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

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

- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- Other (no responses)

**Q18d Level of agreement with the statement:
“I expect the value of my home to increase during the next five years”**



Year 2010 City of Independence Citizen Survey

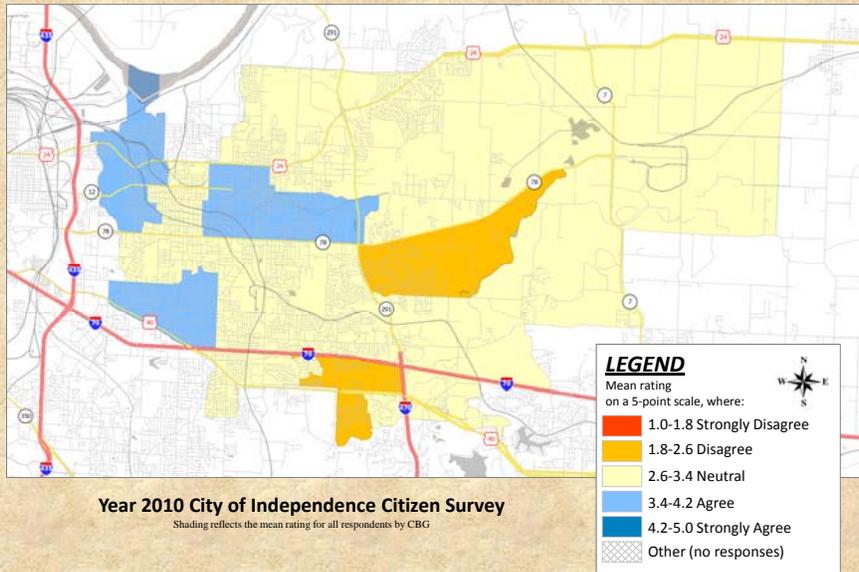
Shading reflects the mean rating for all respondents by CBG

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

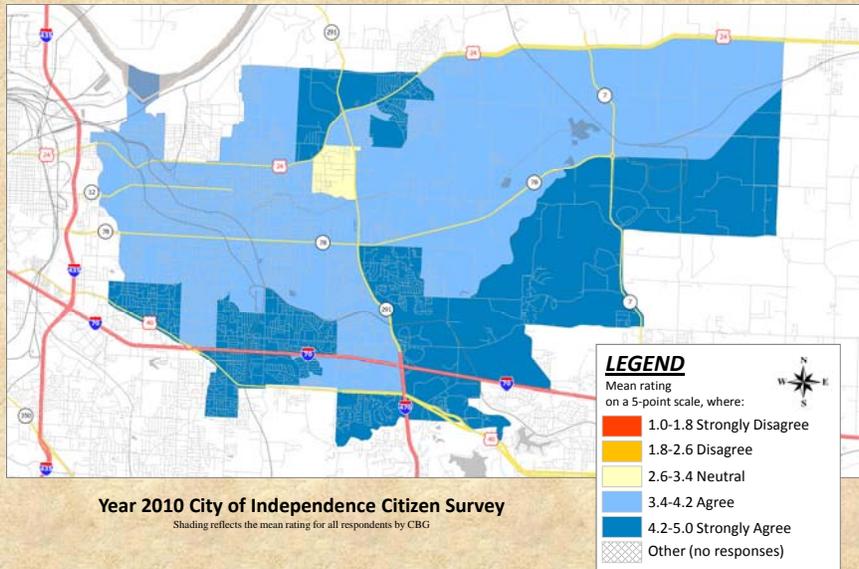
- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- Other (no responses)

**Q18e Level of agreement with the statement:
“I am concerned about existing drug problems in my neighborhood”**

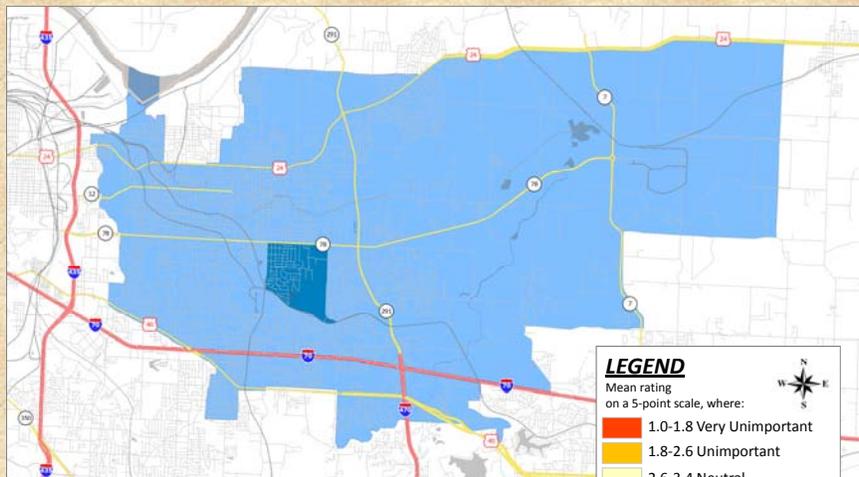
NOTE: BLUE IS A NEGATIVE RESPONSE ON THIS MAP



**Q18f Level of agreement with the statement:
“I am satisfied with convenient access to grocery and drug stores”**



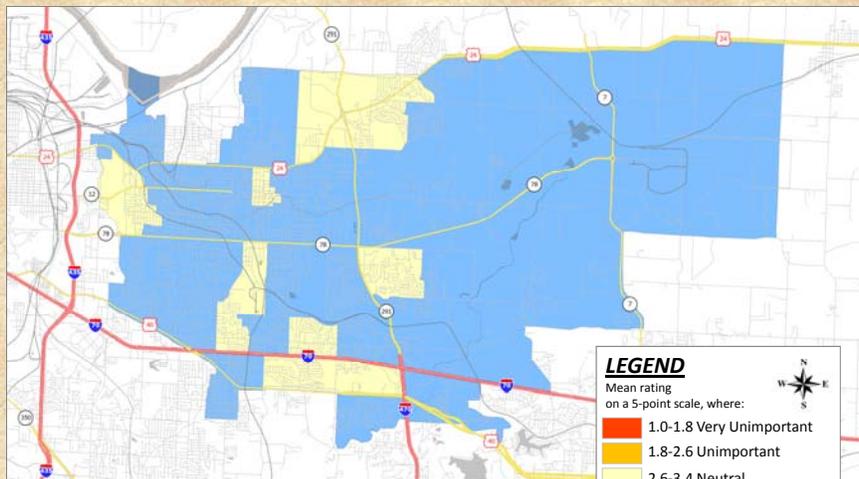
Q19a How important “sense of community” was to residents when deciding to live in Independence



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

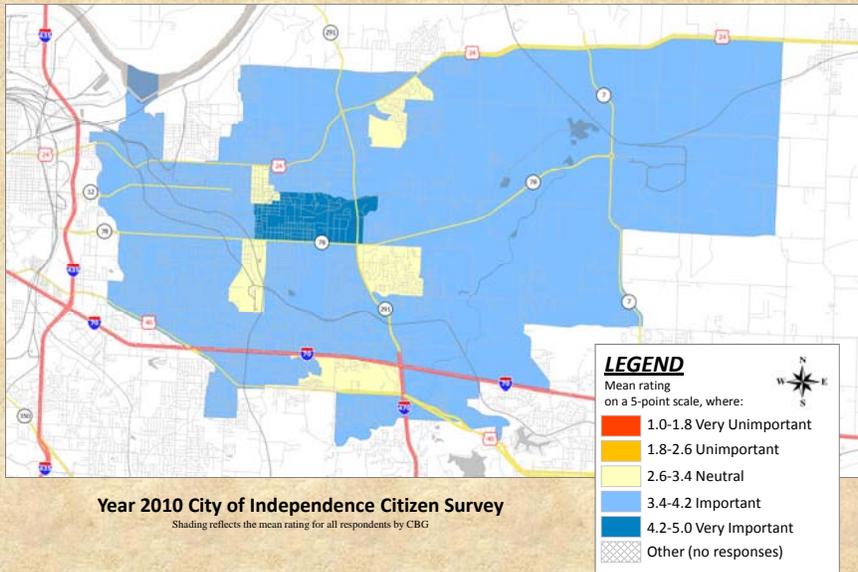
Q19b How important “employment opportunities in Independence” were to residents when deciding to live in Independence



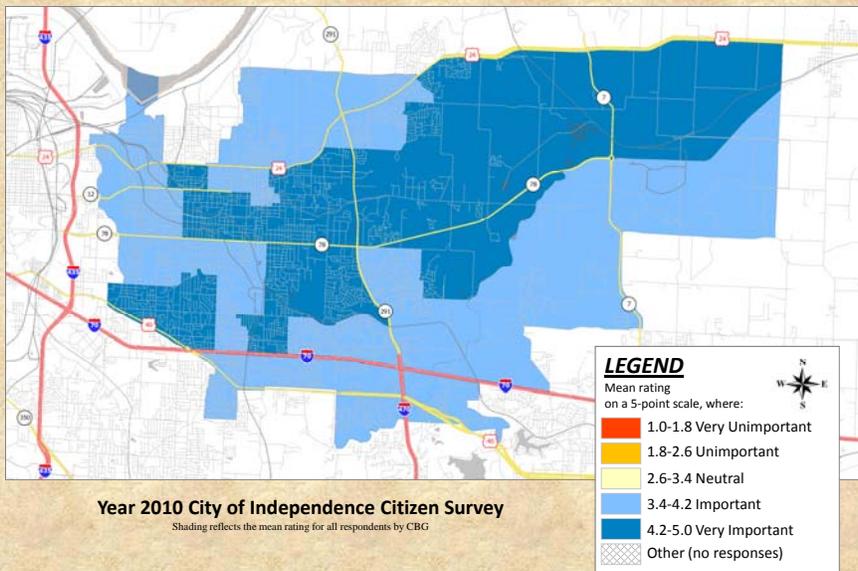
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

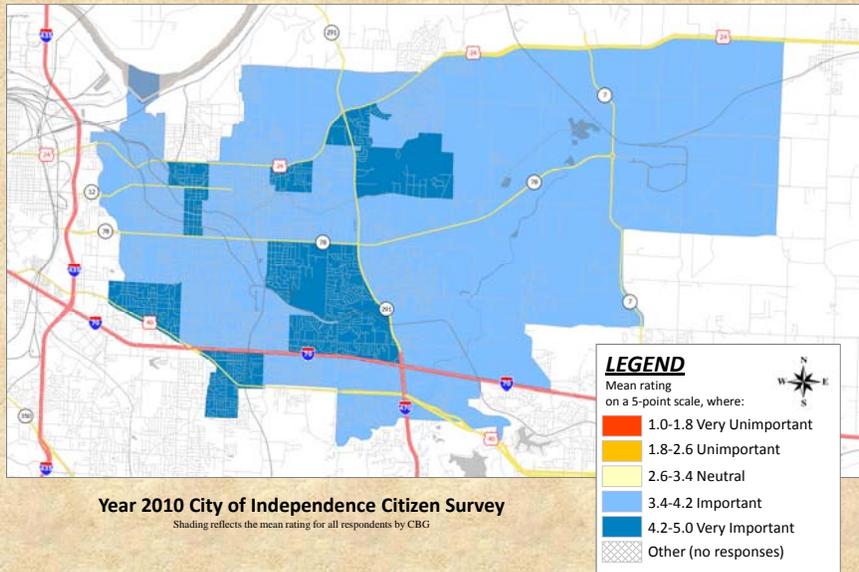
Q19c How important “diversity of housing choice” was to residents when deciding to live in Independence



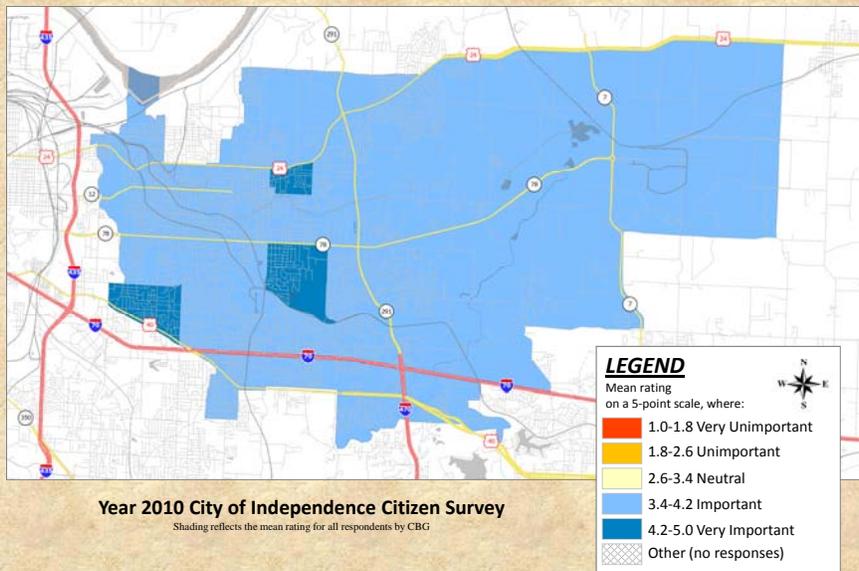
Q19d How important “affordability of housing” was to residents when deciding to live in Independence



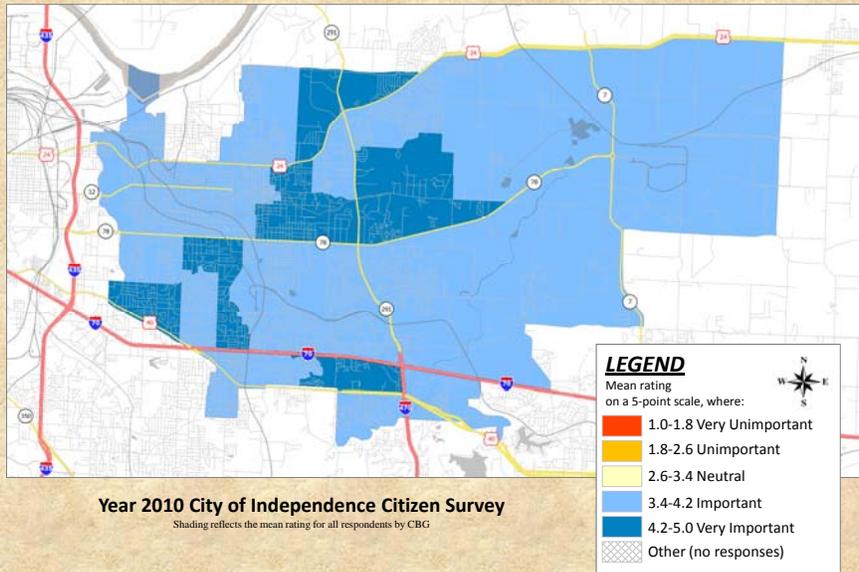
Q19e How important “access to a variety of shopping and entertainment options” was to residents when deciding to live in Independence



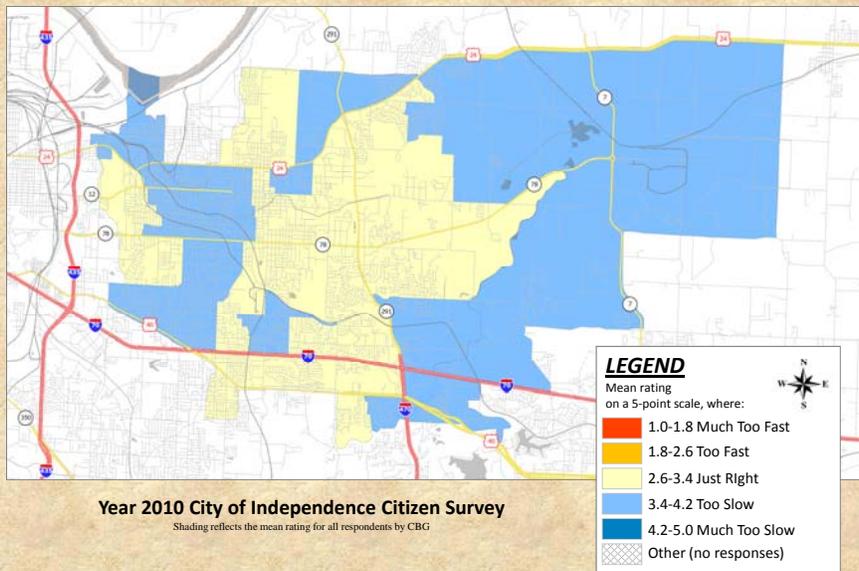
Q19f How important “availability of parks & recreation opportunities” was to residents when deciding to live in Independence



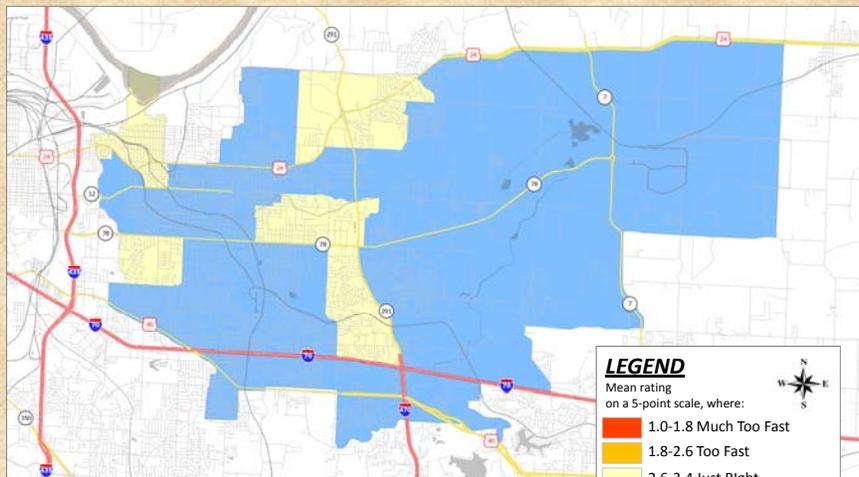
Q19g How important being “near family or friends” was to residents when deciding to live in Independence



Q21a How residents rate the pace of office development



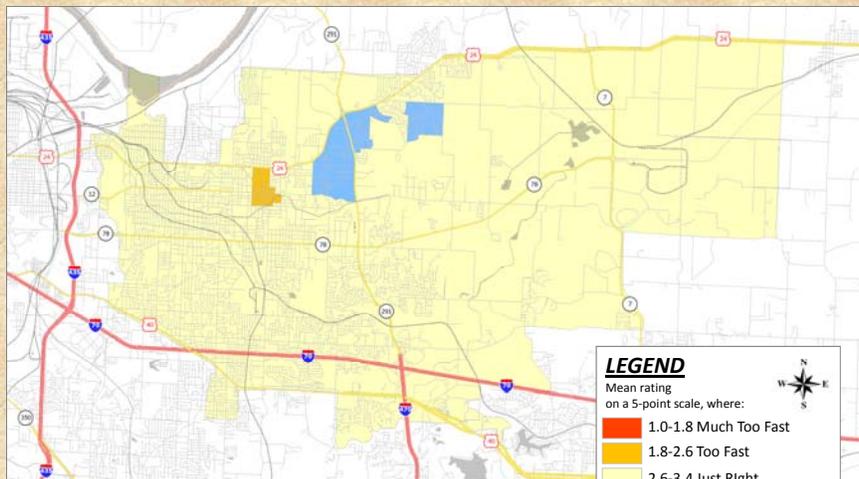
Q21b How residents rate the pace of industrial development



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

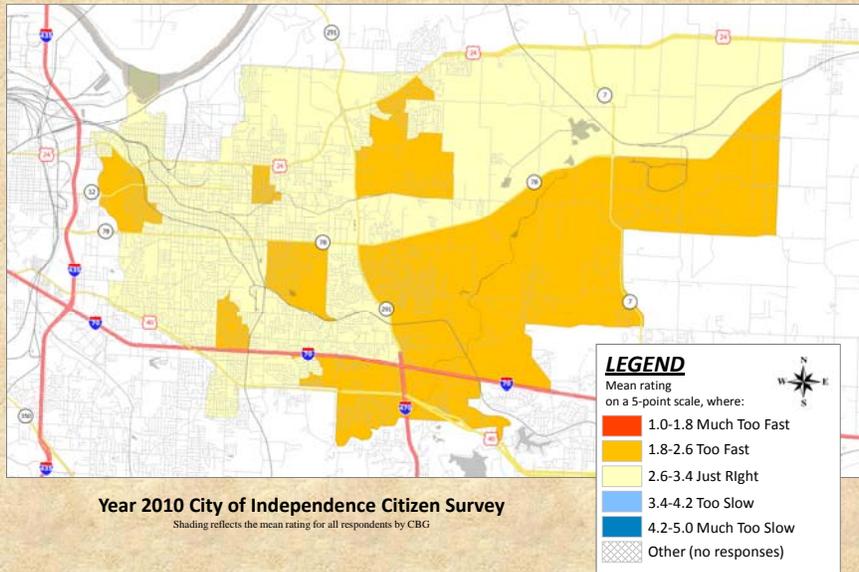
Q21c How residents rate the pace of condo and townhouse development that is designed to be owner-occupied



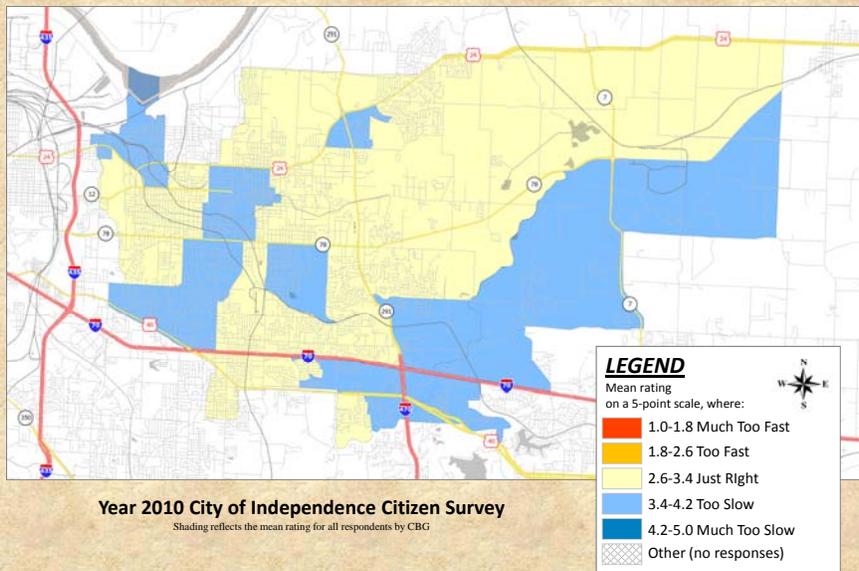
Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG

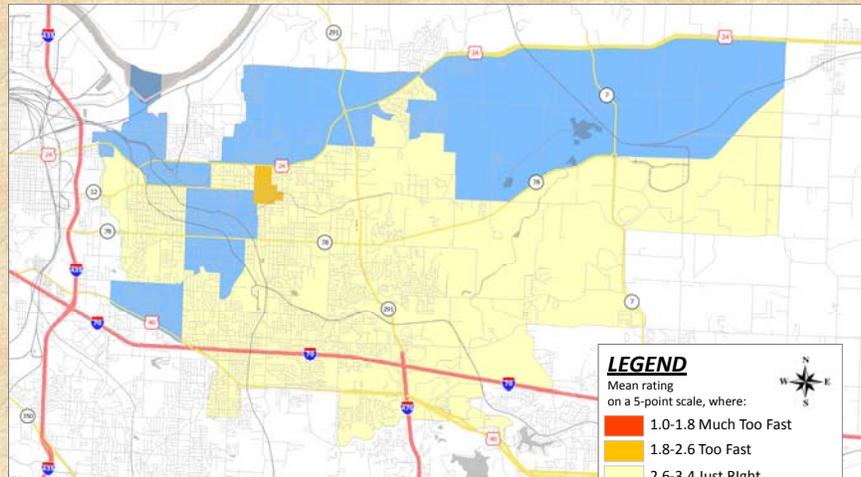
Q21d How residents rate the pace of multi-family residential development that is designed to be renter occupied



Q21e How residents rate the pace of single-family residential development



Q21f How residents rate the pace of retail development



Year 2010 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by CBG