

CITY

CITY OF COLUMBIA

2024 City of Columbia Community Survey Findings Report

Presented to the
City of Columbia, MO

December 2024



ETC
INSTITUTE

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Executive Summary

2024 City of Columbia Community Survey

Executive Summary



Purpose

In August and September 2024, ETC Institute conducted a community survey on behalf of the City of Columbia to assess resident satisfaction with major City services and ensure alignment between City priorities and resident feedback.

The last time ETC had conducted a survey for the City was between December 2019 and January 2020 – just prior to the COVID pandemic. Compared to previous surveys, the 2024 survey featured a new survey instrument to enhance data quality. The updated instrument refined questions and relevance to current community issues and adjusted the survey format to enhance response accuracy.

Methodology

The five-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Columbia. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address; this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database. Approximately ten days after the surveys were mailed, residents who received the survey were contacted by follow-up message to encourage participation.

The goal was to receive 800 completed surveys. This goal was met, with 855 households completing the survey. The results for 855 households have a 95% level of confidence with a precision of at least +/-3.3%. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online).

The percentage of “don’t know” responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between City services. Since the number of “don’t know” responses often reflect the utilization and awareness of City services, the percentage of “don’t know” responses have been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase, “who had an opinion.”

This report contains:

- a summary of major survey findings
- charts and graphs showing the results of each question on the survey, including comparisons to the 2019 survey results where applicable (Section 1)
- benchmarking data that show how the results for Columbia compare to other communities (Section 2)
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results (Section 3)

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- tables that show results of the random sample for each question on the survey (Section 4)
- a copy of the survey instrument (Section 5)

Major Survey Findings

Ratings of Quality of Life and Perceptions of the City. Sixty-four percent (64%) of respondents, who had an opinion, gave Columbia “excellent” or “good” ratings as a place to work; 61% rated the City as an “excellent” or “good” place to live, and 55% gave the City “excellent” or “good” ratings as a place to raise a family.

Overall Satisfaction with Major City Services. Sixty-six percent (64%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of City parks and recreation programs and facilities. Other major City services that respondents were satisfied with include: quality of the City’s electric services (58%), quality of customer service from City employees (58%), maintenance of City buildings and facilities (56%), quality of health and human services (53%), and quality of the City’s solid waste services (53%).

Major City Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the major City services that respondents feel are most important for the City to emphasize over the next two years are: 1) quality of police and fire services, 2) quality of City streets, and 3) enforcement of City codes and ordinances.

Various Actions by the City That Should Receive the Most Emphasis. Based on the sum of their top four choices, the actions that should receive the most emphasis by the City over the next two years are: 1) increasing the number of police, 2) maintaining and improving streets and sidewalks, 3) increasing quality and quantity of housing options, and 4) attracting more industry and related jobs.

Customer Service from City Employees. Sixty-eight percent (68%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with how courteously they were treated by City employees. Other customer service items that respondents were satisfied with include: satisfaction with customer service by City employees (62%) and technical competence/knowledge of City employees who assisted them (61%).

Communication. Forty-two percent (42%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about City programs and services; 39% were satisfied with the quality of the City’s website, and 35% were satisfied with how well the City communicates notices of public meetings.

Public Safety. Eighty-three percent (83%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the City of Columbia Fire Department; 82% were satisfied with how quickly the Fire Department responds; 69% were satisfied with the effectiveness of fire

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prevention/safety programs; 56% were satisfied with the treatment of citizens by the Columbia Police Department, and 41% were satisfied with Police Department engagement within the community.

Public Safety Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the public safety services that respondents feel are most important for the City to emphasize over the next two years are: 1) the City's efforts to prevent crime, 2) quality of the City of Columbia Police Department, and 3) visibility of police downtown.

Perceptions of Safety. Eighty-four percent (84%) of the respondents, who had an opinion, felt safe (rating of 4 or 5 on a 5-point scale) in their neighborhood during the day; 57% felt safe in their neighborhood at night, and 40% felt safe overall in Columbia.

City Maintenance/Public Works. Sixty-six percent (66%) of residents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of street signs and traffic signals; 65% were satisfied with the maintenance of City buildings; 50% were satisfied with tree trimming/replacement program, and 46% were satisfied with snow removal on City streets.

City Maintenance/Public Works Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the City maintenance/public works services that respondents feel are most important for the City to emphasize over the next two years are: 1) maintenance of City streets, 2) condition of City sidewalks adjacent to streets, and 3) snow removal on City streets.

Transportation. Sixty-seven percent (67%) of residents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the ease of travel from home to work or school; 59% were satisfied with the width of sidewalks in business districts, and 58% were satisfied with the availability of parking in residential areas.

Enforcement of Property Maintenance Codes. Thirty-five percent (35%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with enforcing maintenance of commercial property; 32% were satisfied with enforcing mowing and trimming of lawns on private property, and 31% were satisfied with enforcing maintenance of residential property.

Parks and Recreation. Eighty percent (80%) of residents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the number of walking and biking trails; 76% were satisfied with how close neighborhood parks are to their home; 73% were satisfied with the quality of walking and biking trails; 70% were satisfied with the maintenance of City parks, and 65% were satisfied with the availability of information about City parks and recreation programs

Parks and Recreation Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the parks and recreation services that residents feel are most important for the City to emphasize over the next two years are: 1) maintenance of City parks, 2) quality of walking and biking trails, and 3) the City's youth and teen programs.

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Other Findings

- The most preferred methods of communication to receive information from the City of Columbia, based on the sum of respondents' top two choices, were: 1) social media posts, 2) eNotifications, and 3) direct mailers.
- Fifty-five percent (55%) of respondents surveyed agreed with the statement, *"When interacting with the City, I receive information I need and am treated with respect;"* 17% did not agree with this statement, and 29% did not have an opinion.
- Eighty-one percent (81%) of respondents, who had an opinion, are "very supportive" or "somewhat supportive" (rating of 4 or 5 on a 5-point scale) of the City utilizing gunshot detection technology for public safety; 71% support utilizing public space cameras; 61% support utilizing license plate reader technology, and 51% support utilizing drone surveillance.

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How the City of Columbia Compares to Other Communities Regionally

The City of Columbia rated higher than the Plains regional average in 21 of the 48 areas that were assessed. Columbia rated significantly higher than the Plains Region (5% or more above) in 17 of these areas. Listed below are the comparisons between the City of Columbia and the Plains regional average:

Service	Plains		Difference	Category
	Columbia	Region		
Maintenance of City streets	74.6%	40.5%	34.1%	City Maintenance/Public Works
Condition of City sidewalks adjacent to streets	72.9%	39.6%	33.3%	City Maintenance/Public Works
Maintenance of City buildings	81.3%	51.0%	30.3%	City Maintenance/Public Works
Maintenance of street signs and traffic signals	87.4%	57.2%	30.2%	City Maintenance/Public Works
Effectiveness of fire prevention/safety programs	69.3%	43.2%	26.1%	Public Safety Services
Landscaping/appearance of public areas along City streets	76.0%	55.0%	21.0%	City Maintenance/Public Works
Adequacy of City street lighting	75.6%	57.9%	17.7%	City Maintenance/Public Works
Quality of customer service from City employees	58.1%	42.0%	16.1%	Major City Services
Snow removal on City streets	78.3%	62.3%	16.0%	City Maintenance/Public Works
How quickly the Fire Dept. responds	81.5%	67.0%	14.5%	Public Safety Services
Quality of City parks & rec programs/facilities	66.3%	52.0%	14.3%	Major City Services
As a place to live	61.3%	49.4%	11.9%	Quality of Life and Perceptions of the City
As a place to work	64.2%	52.9%	11.3%	Quality of Life and Perceptions of the City
Quality of the Fire Dept.	83.4%	76.1%	7.3%	Public Safety Services
Quality of the City's electric services	58.4%	52.2%	6.2%	Major City Services
Quality of the City's water services	49.7%	43.9%	5.8%	Major City Services
Quality of the City's website	38.9%	33.3%	5.6%	City Communication
In your neighborhood during the day	84.2%	80.1%	4.1%	Perceptions of Safety
Quality of the City's sewer system	47.4%	44.6%	2.8%	Major City Services
Availability of info about City programs/services	42.2%	39.7%	2.5%	City Communication
As a place where you would buy a home	54.0%	53.6%	0.4%	Quality of Life and Perceptions of the City
Quality of the City's solid waste services	52.5%	52.7%	-0.2%	Major City Services
Overall value received for City taxes & fees	31.8%	32.8%	-1.0%	Quality of Life and Perceptions of the City
In your neighborhood at night	57.4%	58.6%	-1.2%	Perceptions of Safety
As a place to retire	44.9%	47.2%	-2.3%	Quality of Life and Perceptions of the City
As a place to raise a family	54.9%	57.7%	-2.8%	Quality of Life and Perceptions of the City
Quality of City's stormwater runoff/mgmt. system	43.4%	46.2%	-2.8%	Major City Services
Effectiveness of communication with the public	33.8%	37.2%	-3.4%	Major City Services
How open the City is to public involvement & input from residents	30.2%	33.8%	-3.6%	City Communication
Quality of City services	45.2%	51.7%	-6.5%	Major City Services
Quality of City streets	28.8%	35.3%	-6.5%	Major City Services
Enforcing maintenance of commercial property	34.9%	43.1%	-8.2%	Enforcement of Property Maintenance Codes
Overall image of the City	41.9%	50.4%	-8.5%	Quality of Life and Perceptions of the City
Efforts to keep you informed about local issues	33.4%	42.2%	-8.8%	City Communication
Enforcing maintenance of residential property	30.5%	39.9%	-9.4%	Enforcement of Property Maintenance Codes
Enforcing mowing & trimming of lawns on private property	32.2%	44.1%	-11.9%	Enforcement of Property Maintenance Codes
Enforcement of City codes and ordinances	30.0%	42.3%	-12.3%	Major City Services
In City parks	38.0%	52.9%	-14.9%	Perceptions of Safety
Overall appearance of the City	40.0%	56.2%	-16.2%	Quality of Life and Perceptions of the City
Enforcing cleanup of litter & debris on private property	27.1%	44.1%	-17.0%	Enforcement of Property Maintenance Codes
Quality of the Police Dept.	37.7%	56.8%	-19.1%	Public Safety Services
Quality of police and fire services	48.1%	72.2%	-24.1%	Major City Services
How quickly police respond to emergencies	32.0%	56.8%	-24.8%	Public Safety Services
Overall feeling of safety in the City	39.7%	64.9%	-25.2%	Perceptions of Safety
Walking in downtown	33.1%	59.6%	-26.5%	Perceptions of Safety
Responsiveness of Police Dept. in enforcing local traffic laws	27.6%	56.9%	-29.3%	Public Safety Services
Visibility of police in neighborhoods	26.9%	60.5%	-33.6%	Public Safety Services
The City's efforts to prevent crime	17.6%	52.2%	-34.6%	Public Safety Services

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How the City of Columbia Compares to Other Communities Nationally

Satisfaction ratings for the City of Columbia rated above the national average in 16 of the 48 areas that were assessed. Columbia rated significantly higher than the national average (difference of 5% or more) in 15 of these areas. Listed below are the comparisons between the City of Columbia and the national average:

Service	Columbia	U.S.	Difference	Category
Condition of City sidewalks adjacent to streets	72.9%	46.7%	26.2%	City Maintenance/Public Works
Maintenance of City buildings	81.3%	55.5%	25.8%	City Maintenance/Public Works
Maintenance of City streets	74.6%	50.1%	24.5%	City Maintenance/Public Works
Maintenance of street signs and traffic signals	87.4%	63.1%	24.3%	City Maintenance/Public Works
Effectiveness of fire prevention/safety programs	69.3%	48.6%	20.7%	Public Safety Services
Landscaping/appearance of public areas along City streets	76.0%	55.4%	20.6%	City Maintenance/Public Works
Snow removal on City streets	78.3%	58.1%	20.2%	City Maintenance/Public Works
Quality of customer service from City employees	58.1%	39.4%	18.7%	Major City Services
Quality of City parks & rec programs/facilities	66.3%	49.2%	17.1%	Major City Services
Adequacy of City street lighting	75.6%	58.5%	17.1%	City Maintenance/Public Works
As a place to live	61.3%	48.5%	12.8%	Quality of Life and Perceptions of the City
Quality of the City's electric services	58.4%	48.4%	10.0%	Major City Services
How quickly the Fire Dept. responds	81.5%	71.7%	9.8%	Public Safety Services
Quality of the Fire Dept.	83.4%	76.2%	7.2%	Public Safety Services
As a place to work	64.2%	57.1%	7.1%	Quality of Life and Perceptions of the City
In your neighborhood during the day	84.2%	81.2%	3.0%	Perceptions of Safety
Overall value received for City taxes & fees	31.8%	32.9%	-1.1%	Quality of Life and Perceptions of the City
As a place where you would buy a home	54.0%	56.2%	-2.2%	Quality of Life and Perceptions of the City
Quality of the City's water services	49.7%	51.9%	-2.2%	Major City Services
Quality of the City's solid waste services	52.5%	55.1%	-2.6%	Major City Services
Effectiveness of communication with the public	33.8%	36.9%	-3.1%	Major City Services
Quality of the City's website	38.9%	42.4%	-3.5%	City Communication
How open the City is to public involvement & input from residents	30.2%	33.9%	-3.7%	City Communication
Quality of City services	45.2%	49.0%	-3.8%	Major City Services
In your neighborhood at night	57.4%	61.4%	-4.0%	Perceptions of Safety
Availability of info about City programs/services	42.2%	46.4%	-4.2%	City Communication
Quality of the City's sewer system	47.4%	52.8%	-5.4%	Major City Services
Quality of City's stormwater runoff/mgmt. system	43.4%	49.5%	-6.1%	Major City Services
As a place to raise a family	54.9%	61.4%	-6.5%	Quality of Life and Perceptions of the City
As a place to retire	44.9%	51.6%	-6.7%	Quality of Life and Perceptions of the City
Efforts to keep you informed about local issues	33.4%	43.3%	-9.9%	City Communication
Enforcement of City codes and ordinances	30.0%	40.1%	-10.1%	Major City Services
Enforcing maintenance of commercial property	34.9%	46.3%	-11.4%	Enforcement of Property Maintenance Codes
Overall image of the City	41.9%	53.4%	-11.5%	Quality of Life and Perceptions of the City
Quality of City streets	28.8%	40.5%	-11.7%	Major City Services
Enforcing maintenance of residential property	30.5%	44.1%	-13.6%	Enforcement of Property Maintenance Codes
Enforcing mowing & trimming of lawns on private property	32.2%	46.1%	-13.9%	Enforcement of Property Maintenance Codes
Overall appearance of the City	40.0%	54.7%	-14.7%	Quality of Life and Perceptions of the City
Quality of the Police Dept.	37.7%	53.0%	-15.3%	Public Safety Services
In City parks	38.0%	54.6%	-16.6%	Perceptions of Safety
Quality of police and fire services	48.1%	65.4%	-17.3%	Major City Services
Enforcing cleanup of litter & debris on private property	27.1%	45.1%	-18.0%	Enforcement of Property Maintenance Codes
Walking in downtown	33.1%	53.9%	-20.8%	Perceptions of Safety
How quickly police respond to emergencies	32.0%	53.0%	-21.0%	Public Safety Services
Responsiveness of Police Dept. in enforcing local traffic laws	27.6%	49.6%	-22.0%	Public Safety Services
Overall feeling of safety in the City	39.7%	66.0%	-26.3%	Perceptions of Safety
Visibility of police in neighborhoods	26.9%	54.1%	-27.2%	Public Safety Services
The City's efforts to prevent crime	17.6%	48.6%	-31.0%	Public Safety Services

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, they should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Quality of City streets (I-S Rating = 0.3147)
- Quality of police and fire services (I-S Rating = 0.2771)

The table below shows the Importance-Satisfaction rating for all 14 major categories of City services that were rated.

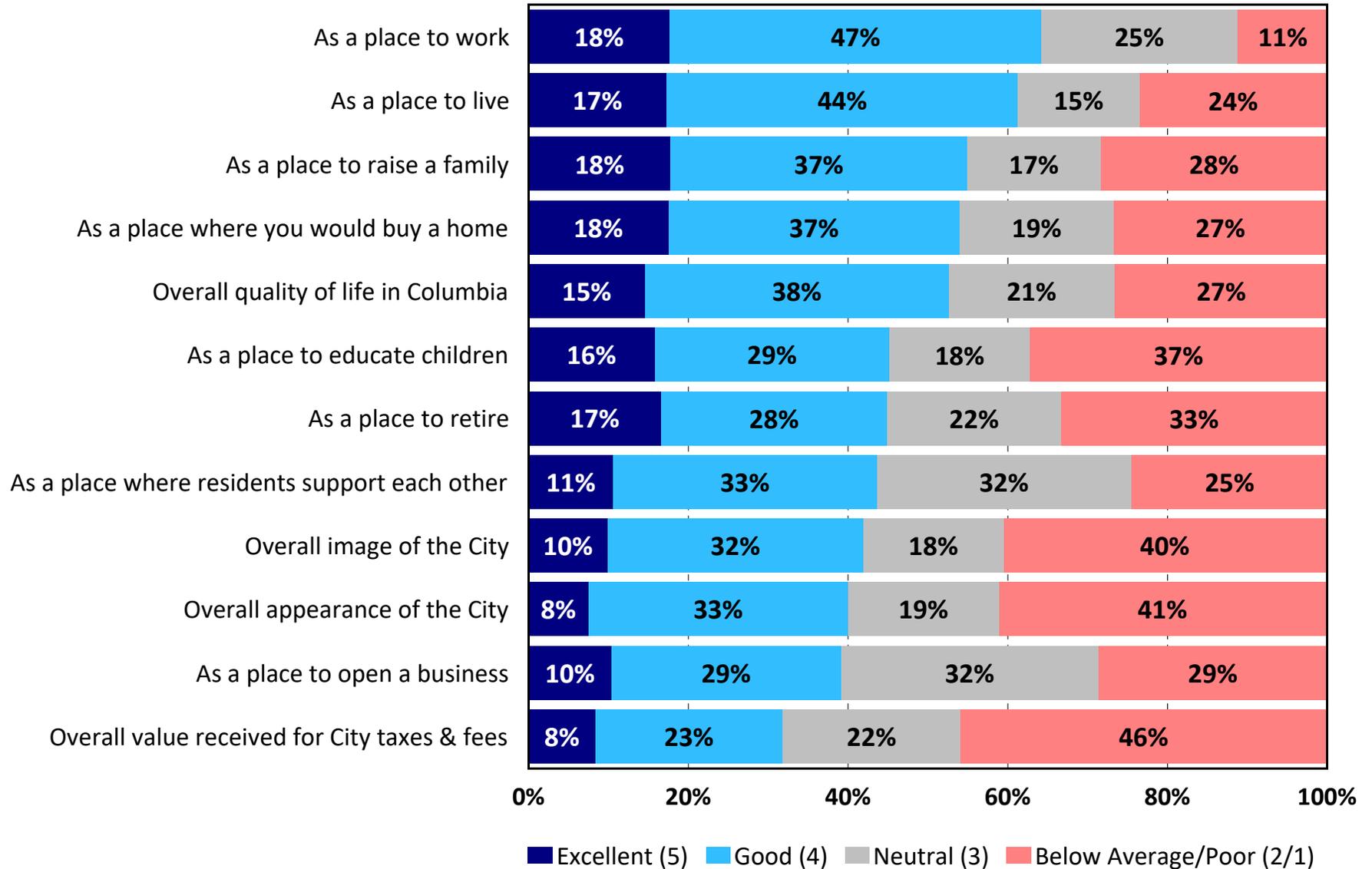
Importance-Satisfaction Rating						
City of Columbia, MO						
Major City Services						
Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Quality of City streets	44%	2	29%	14	0.3147	1
Quality of police and fire services	53%	1	48%	8	0.2771	2
High Priority (IS .10-.20)						
Enforcement of City codes and ordinances	27%	3	30%	13	0.1876	3
Quality of City parks & rec programs/facilities	17%	9	66%	1	0.1509	4
Effectiveness of communication with the public	21%	4	34%	12	0.1417	5
Quality of City services	20%	7	45%	10	0.1069	6
Quality of the City's water services	20%	6	50%	7	0.1001	7
Medium Priority (IS < .10)						
Quality of health and human services	21%	5	53%	5	0.0970	8
Quality of the City's solid waste services	18%	8	53%	6	0.0869	9
Quality of City's stormwater runoff/mgmt. system	9%	10	43%	11	0.0515	10
Quality of the City's electric services	8%	11	58%	2	0.0341	11
Quality of the City's sewer system	6%	12	47%	9	0.0326	12
Quality of customer service from City employees	4%	13	58%	3	0.0184	13
Maintenance of City buildings and facilities	3%	14	56%	4	0.0129	14



Charts and Graphs

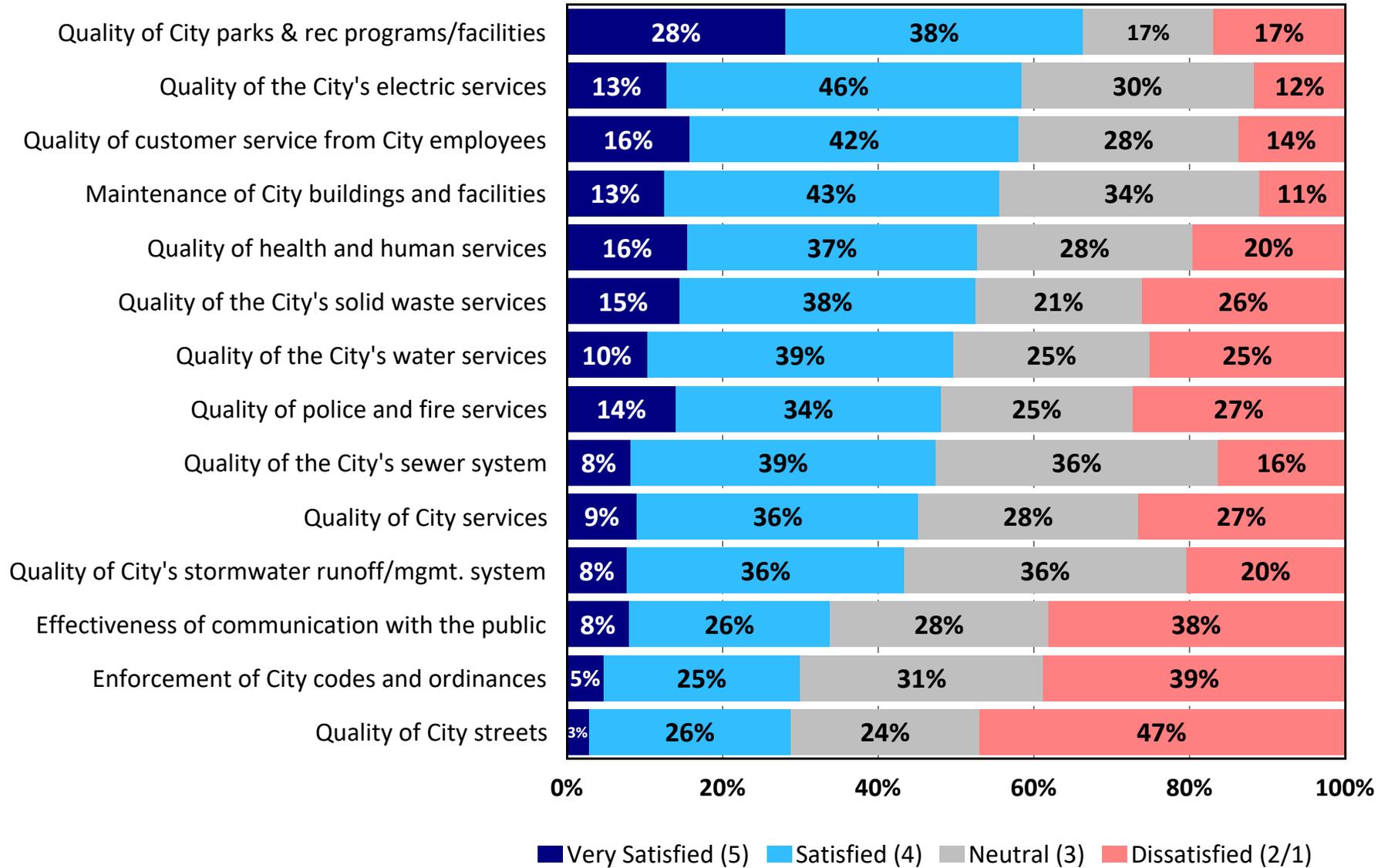
Q1. Ratings of Quality of Life and Perceptions of the City

by percentage of respondents (excluding "don't know")



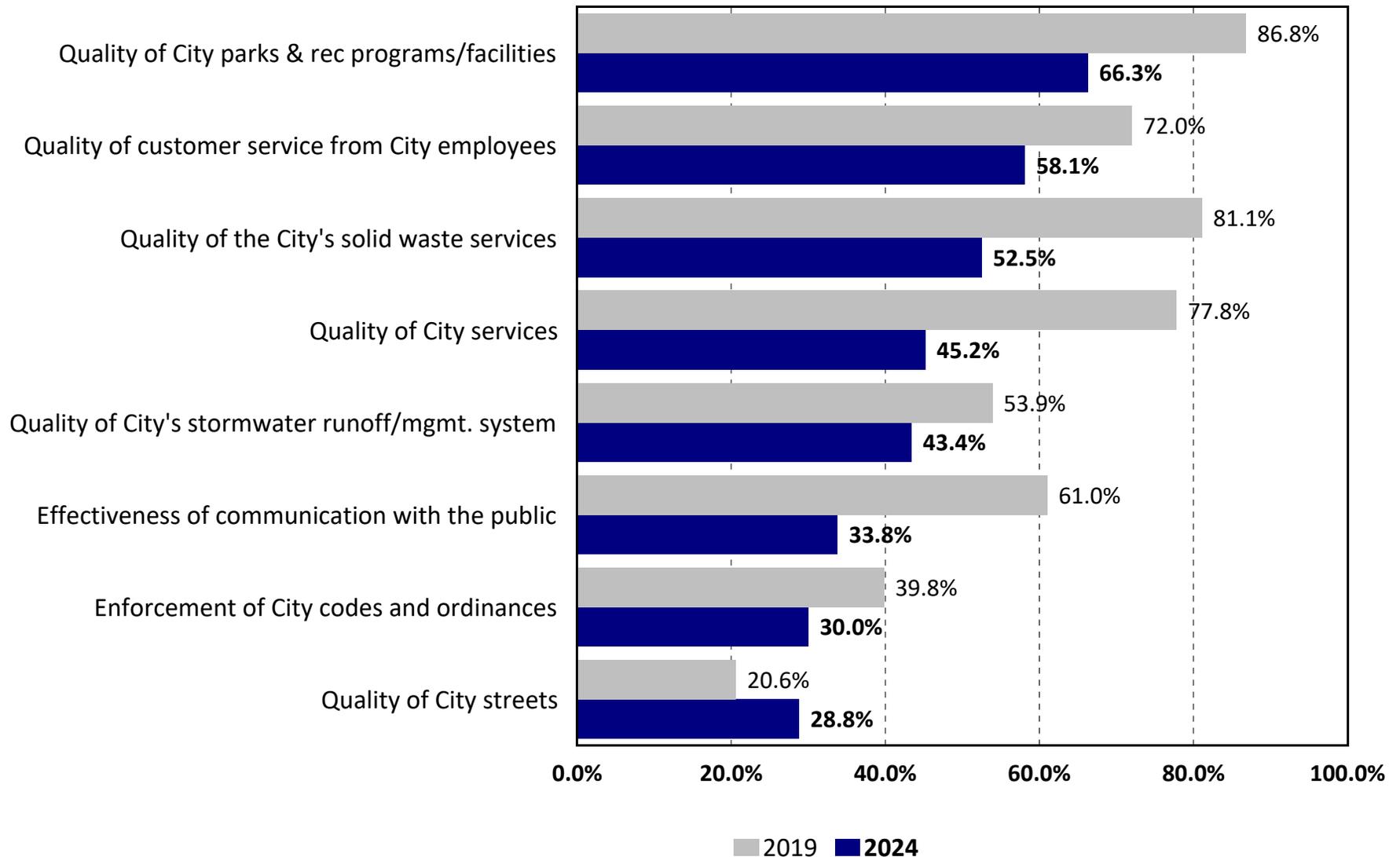
Q2. Overall Satisfaction With Major City Services

by percentage of respondents (excluding "don't know")



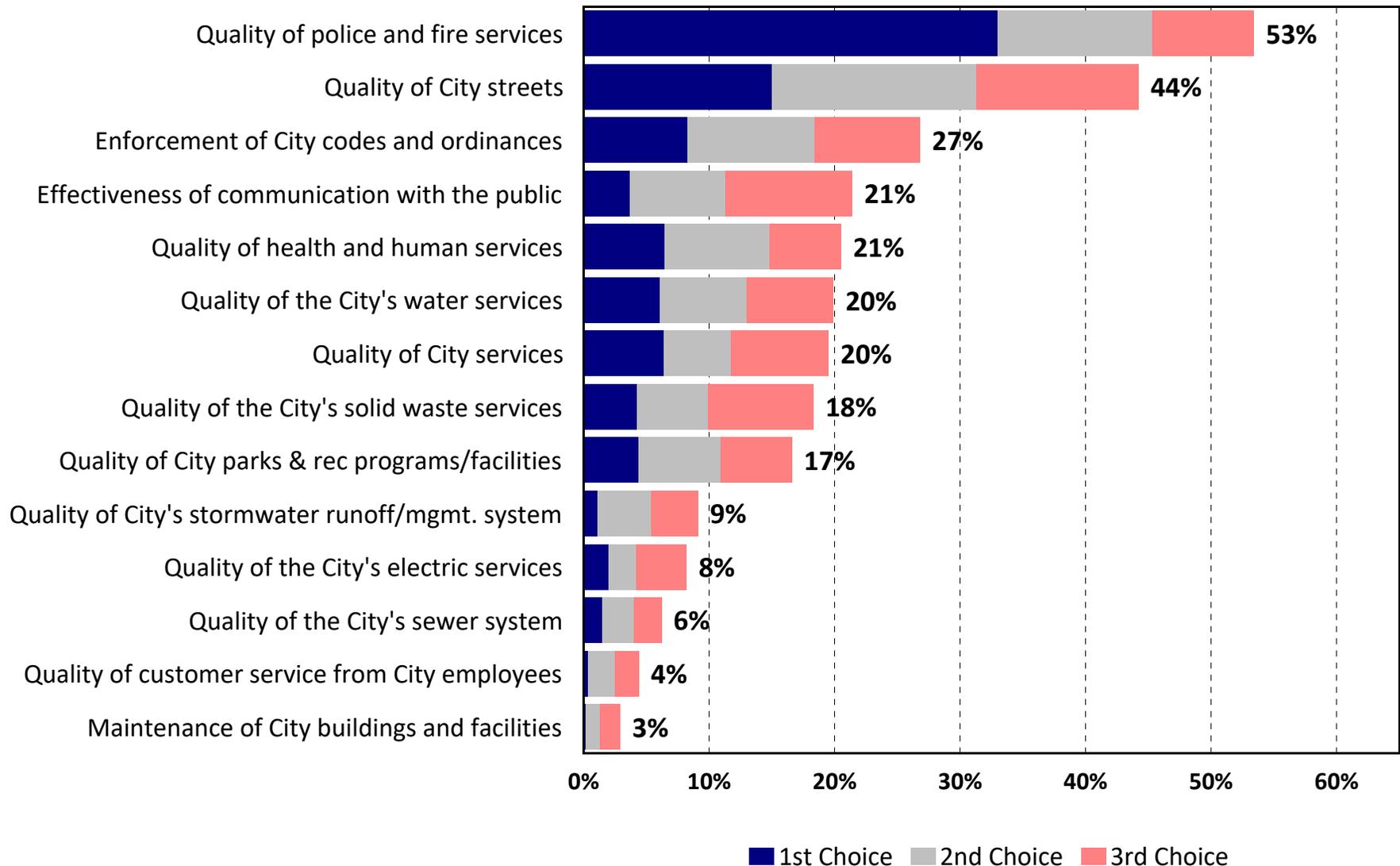
TRENDS: Overall Satisfaction With Major City Services 2019 vs. 2024

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



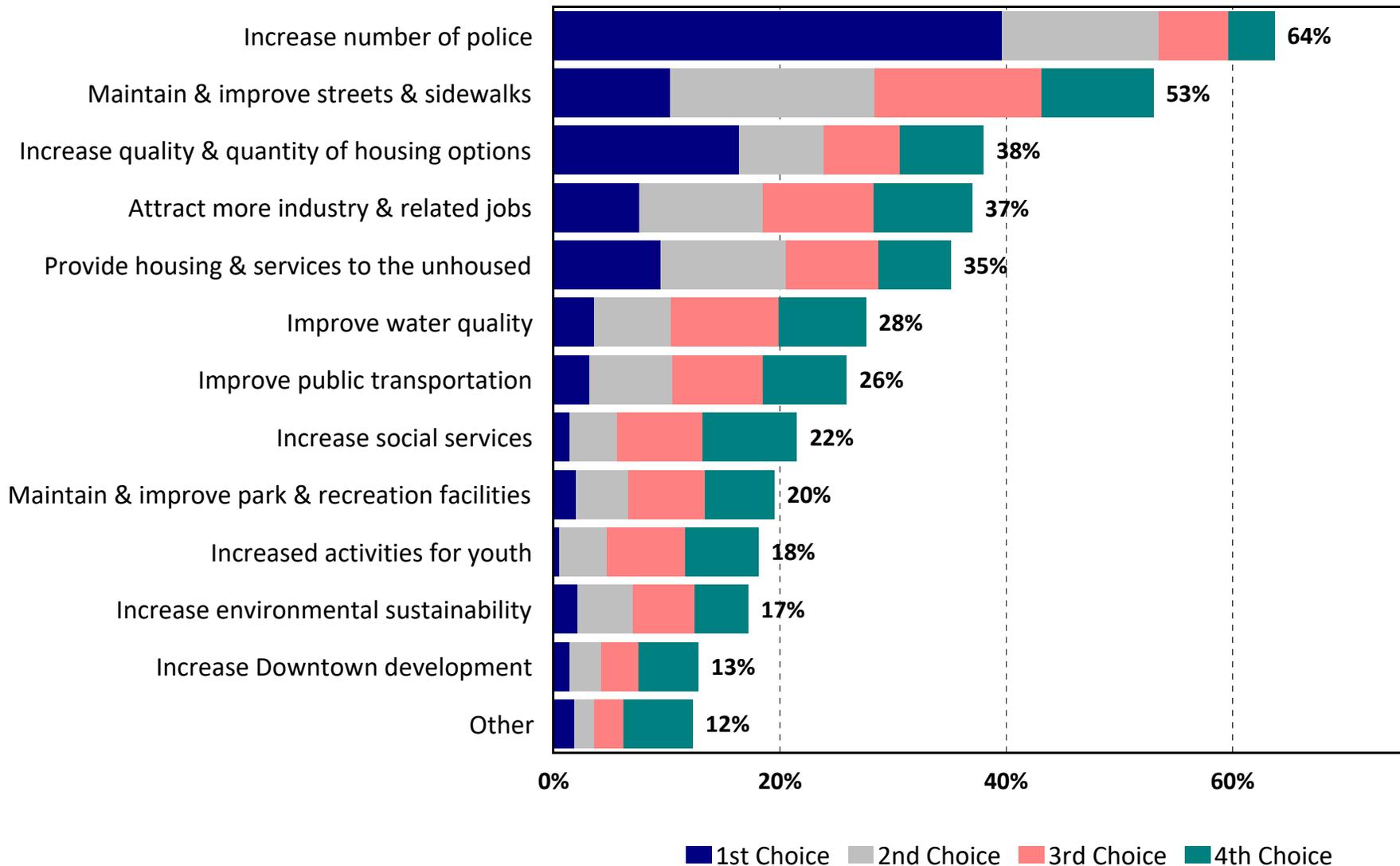
Q3. Major City Services That Should Receive the Most Emphasis Over the Next Two Years

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



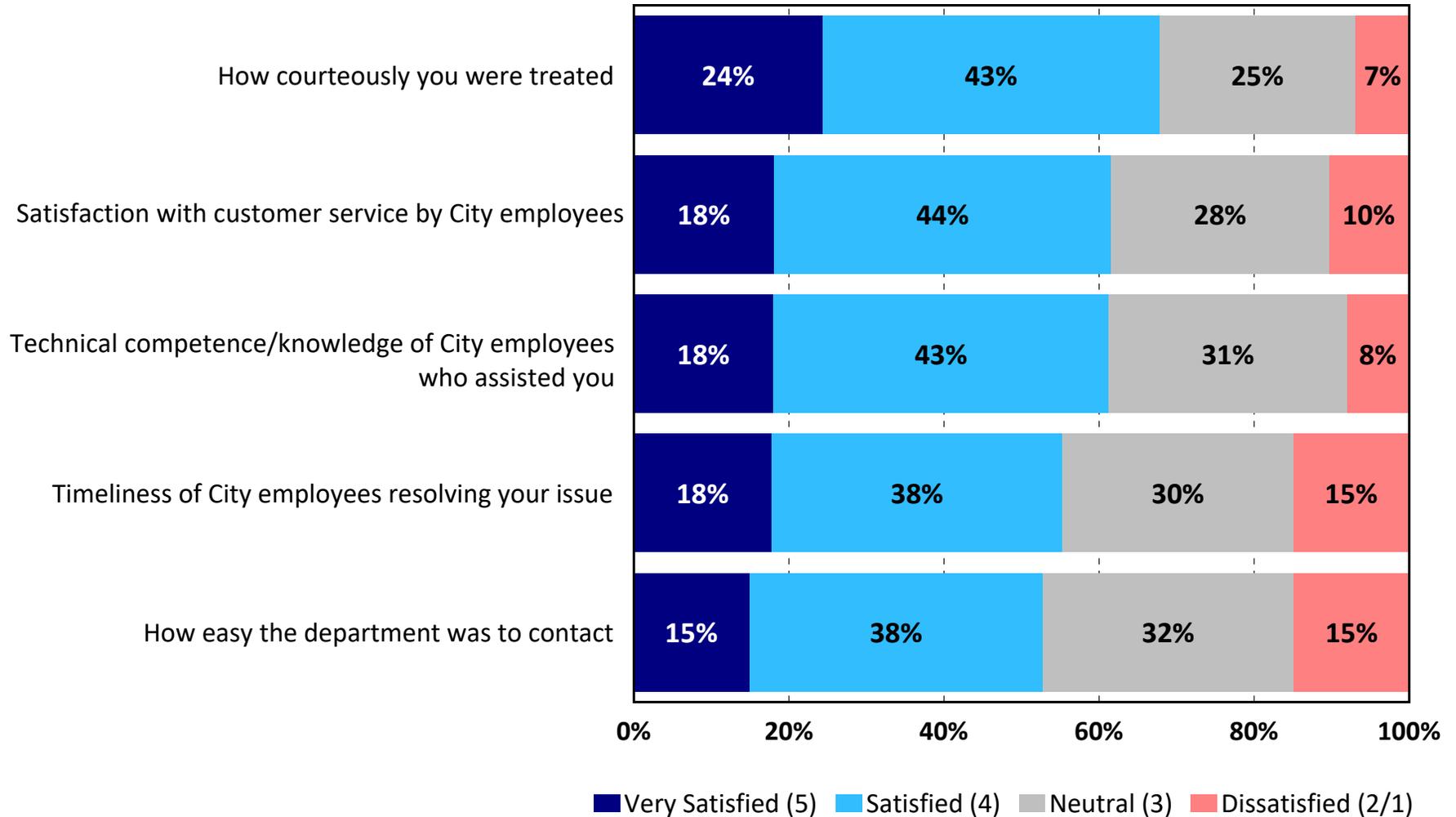
Q4. Items That Should Receive the Most Emphasis Over the Next Two Years

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



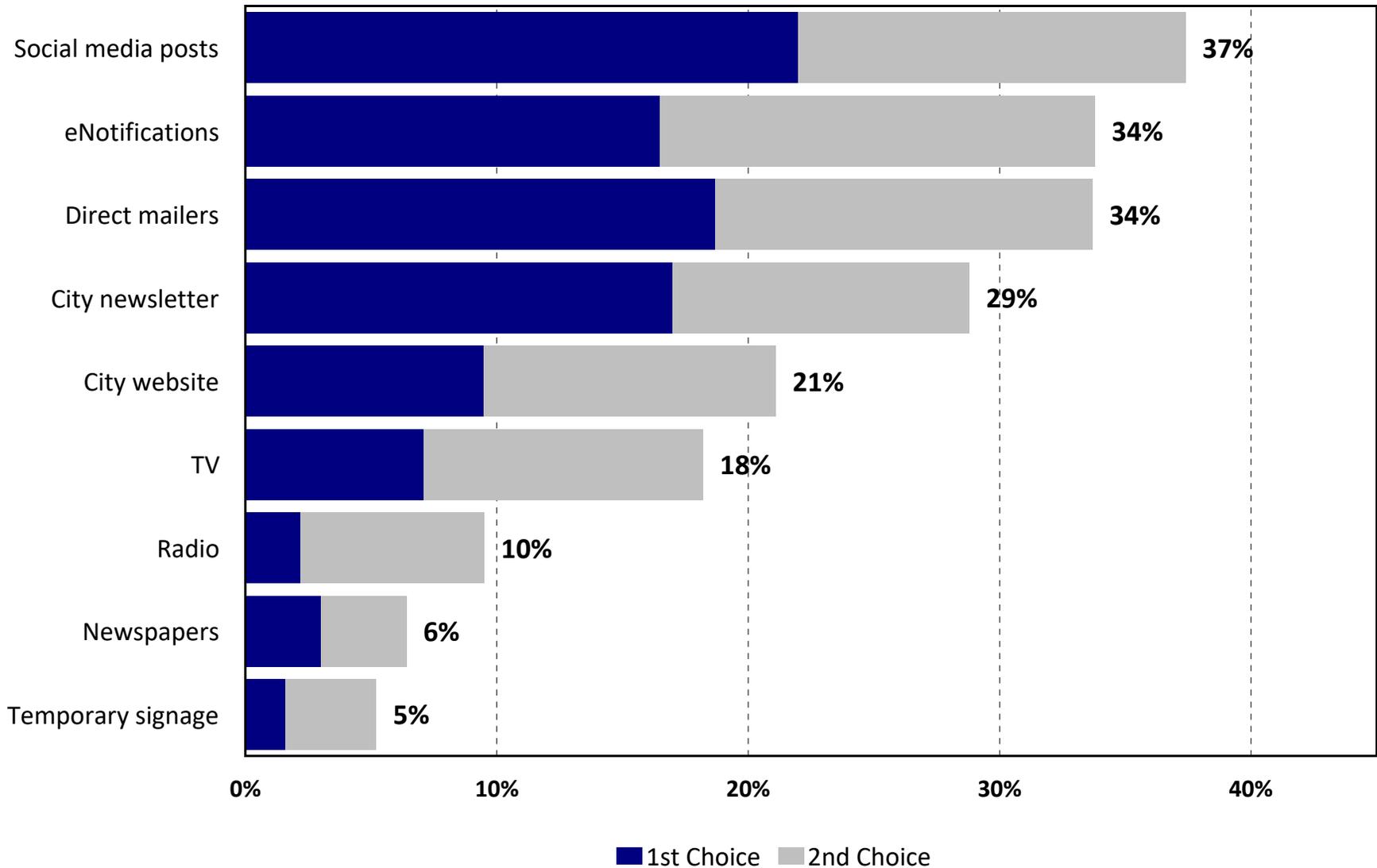
Q5. Satisfaction With Customer Service From City Employees

by percentage of respondents (excluding "don't know")



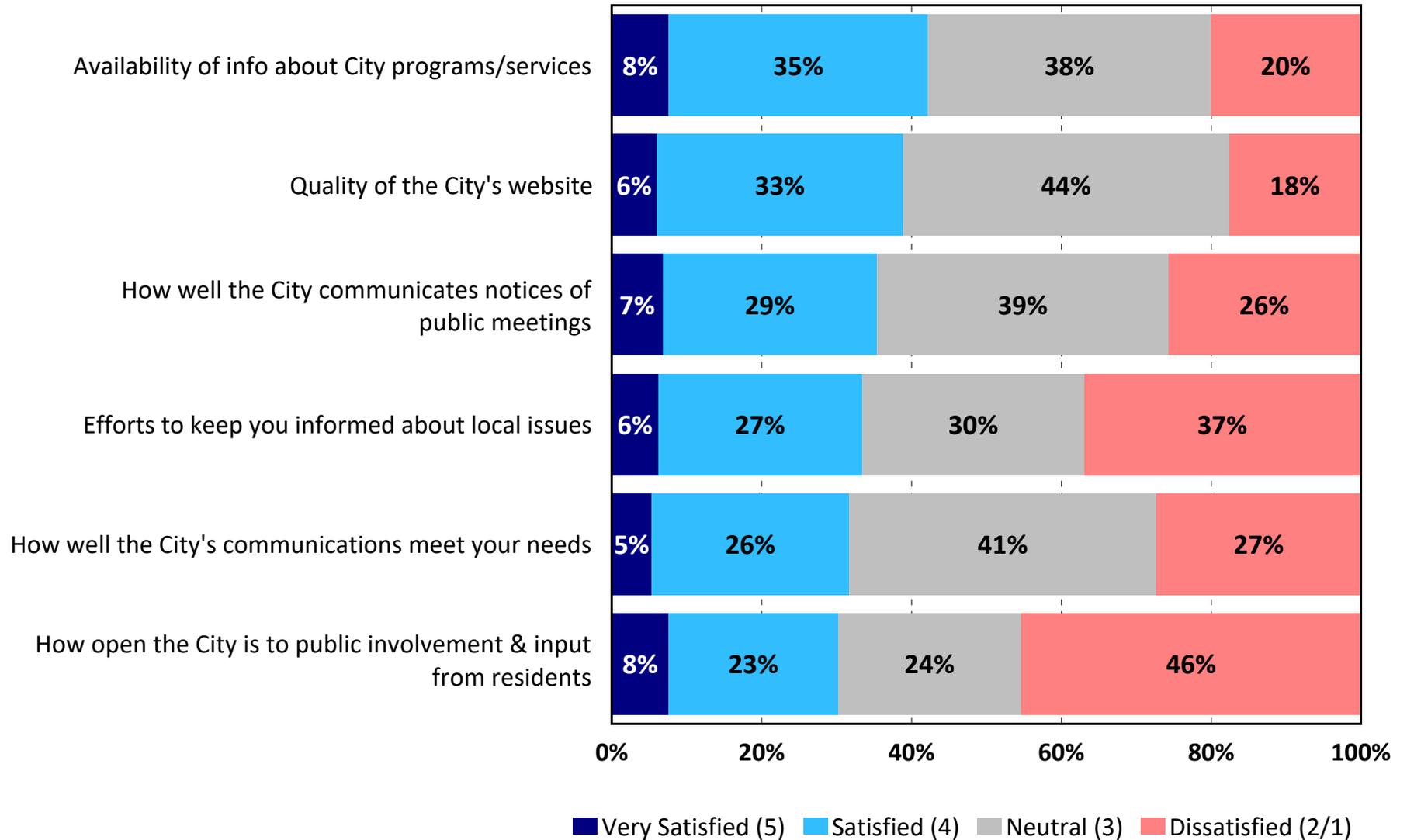
Q6. Preferred Methods of Communication to Receive Information From the City

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



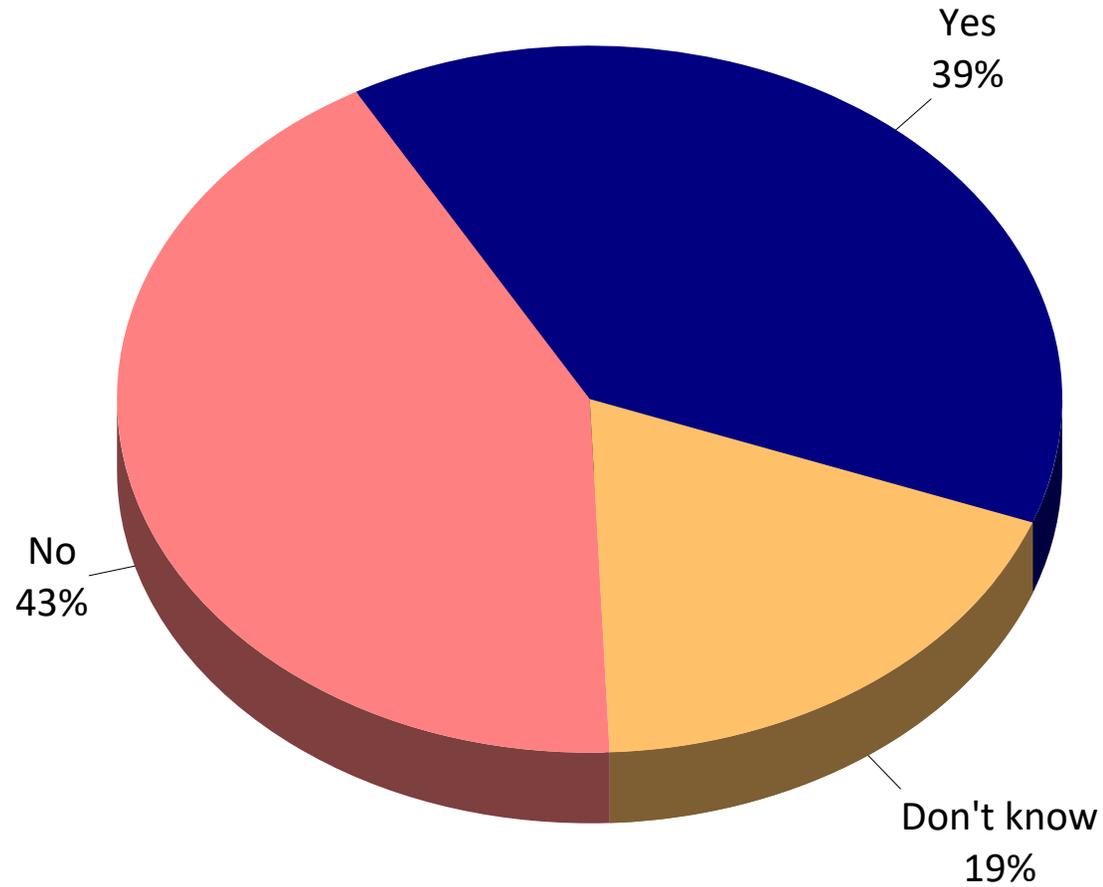
Q7. Satisfaction With Communication

by percentage of respondents (excluding "don't know")



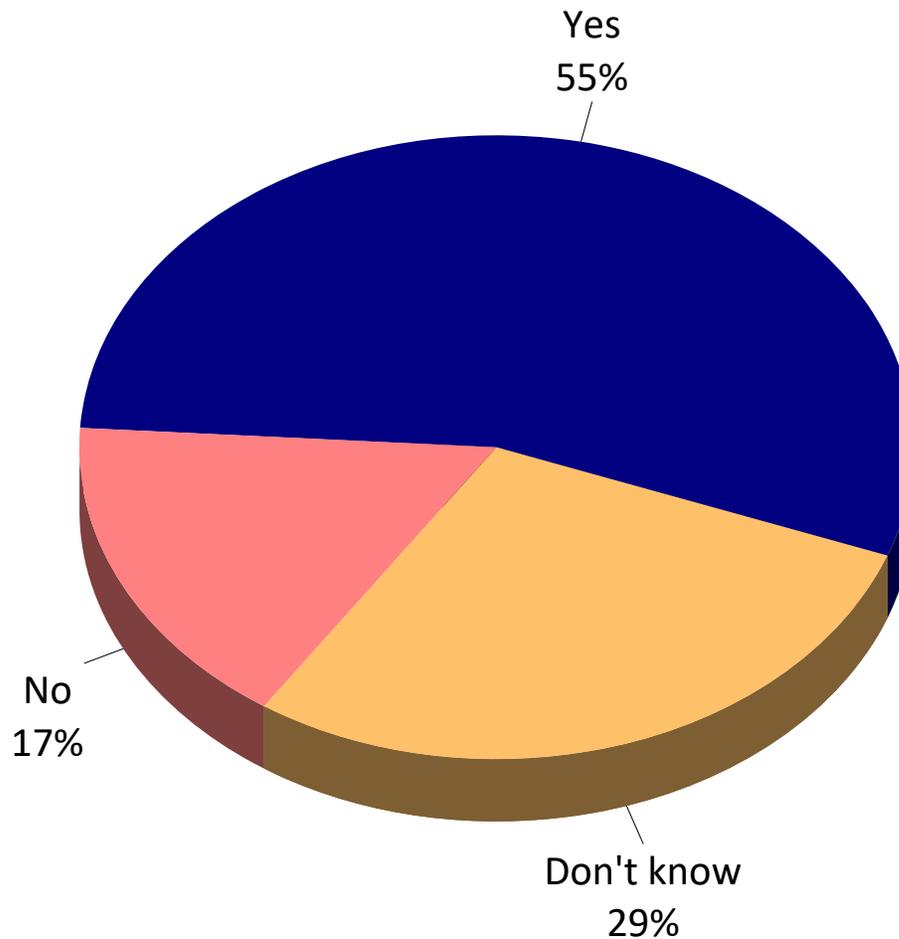
Q8. Do you agree with the following statement? *“City government is a trusted source of information.”*

by percentage of respondents



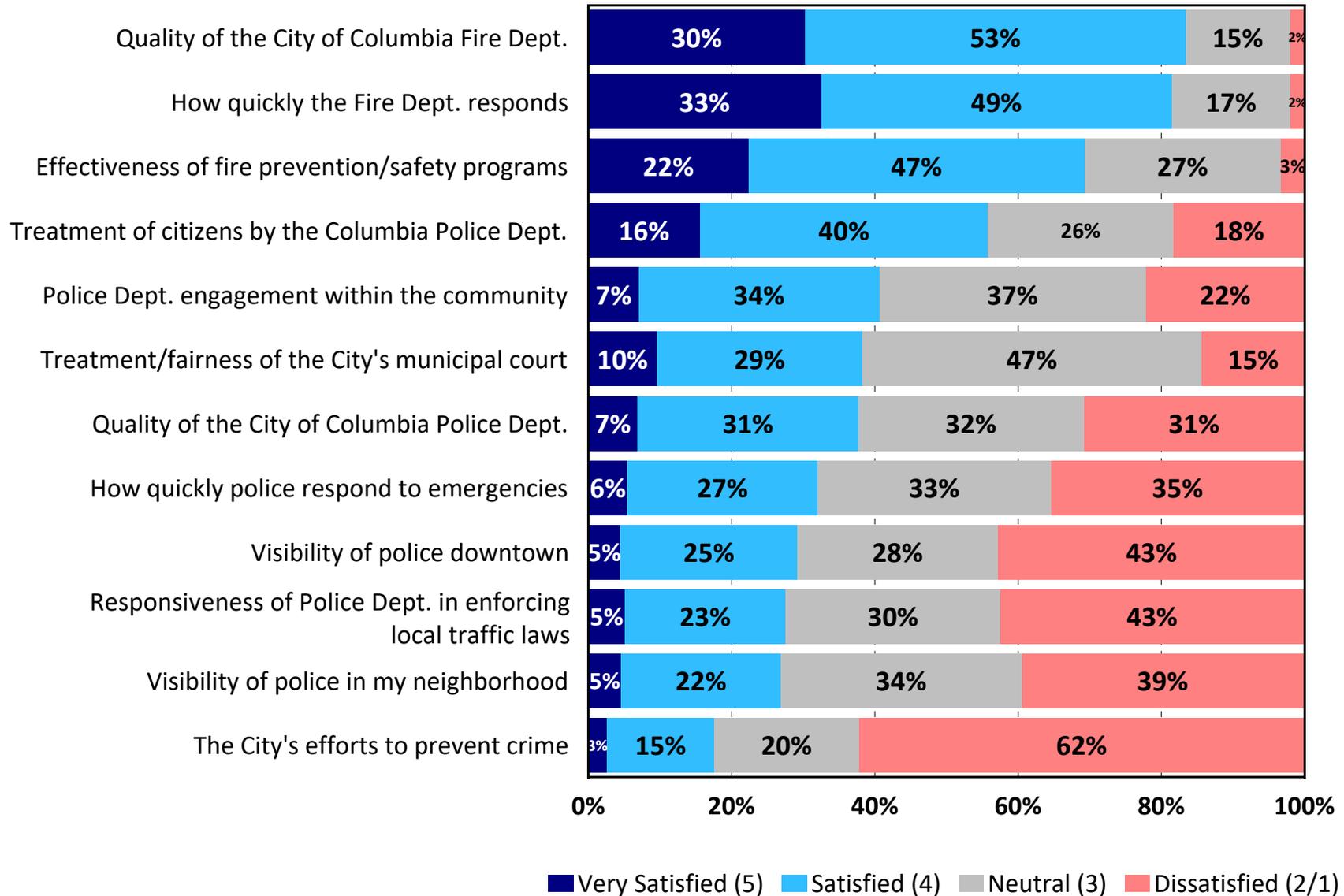
Q9. Do you agree with the following statement?
“When interacting with the City, I receive information I need and am treated with respect.”

by percentage of respondents



Q10. Satisfaction With Public Safety

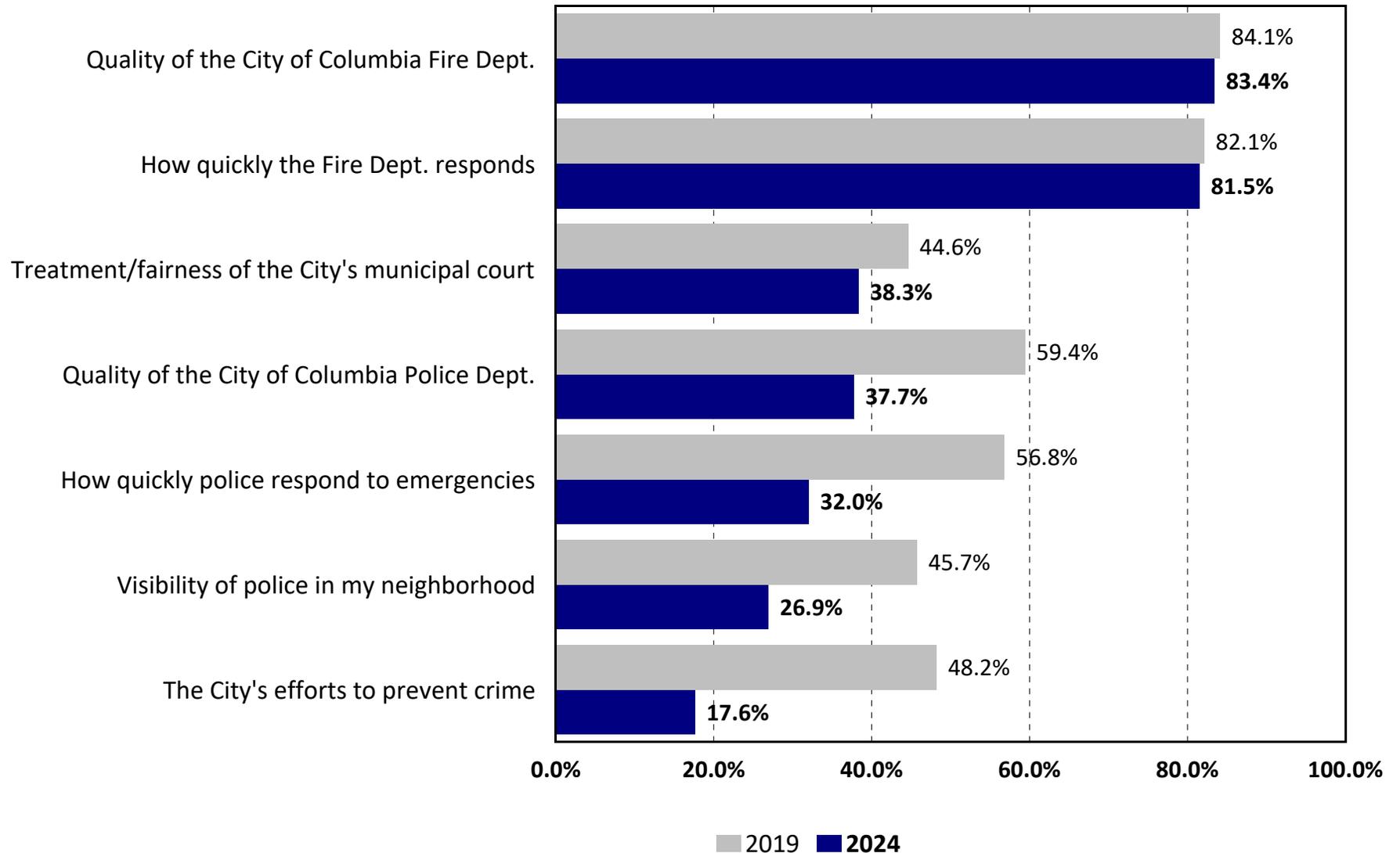
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Public Safety

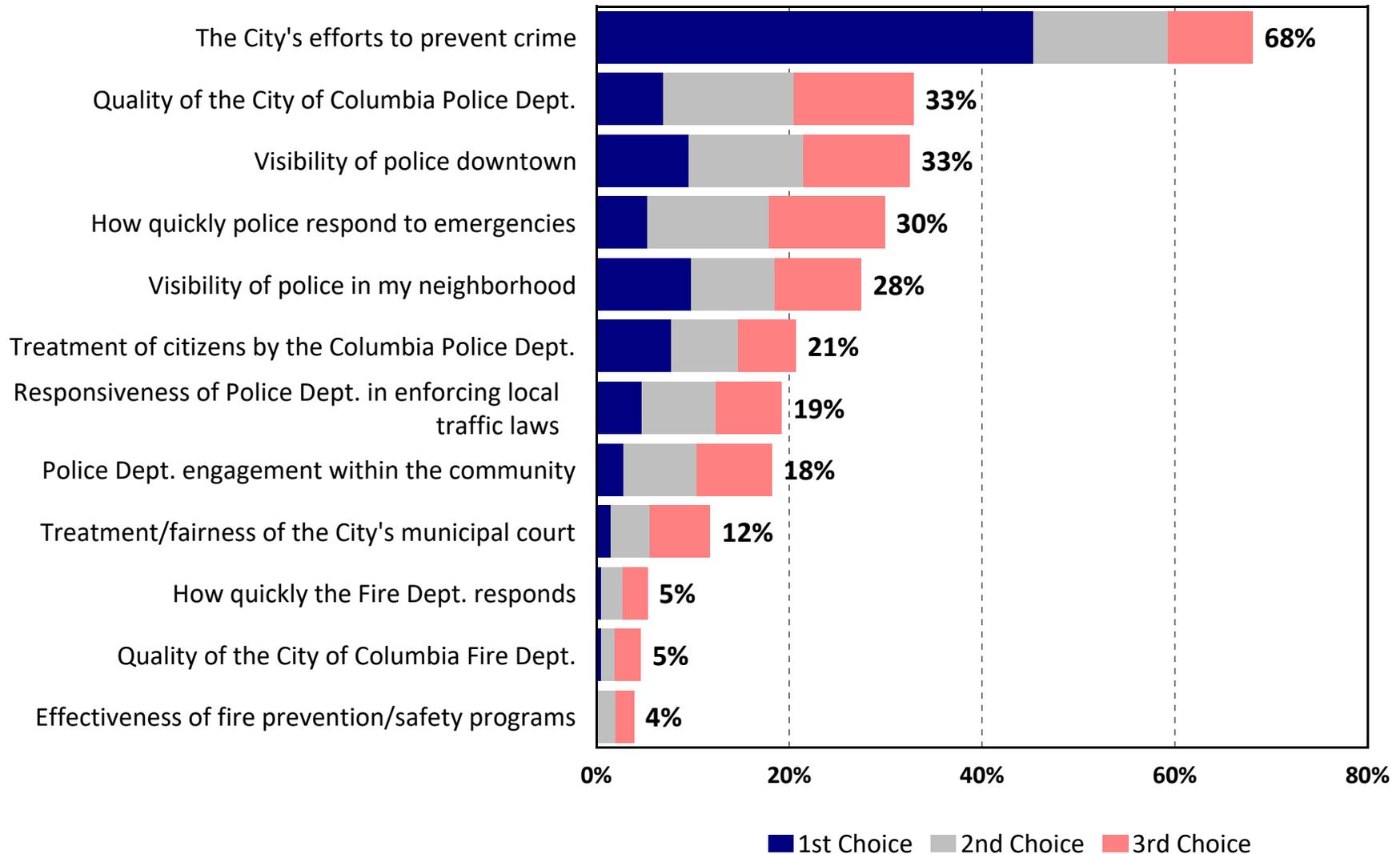
2019 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



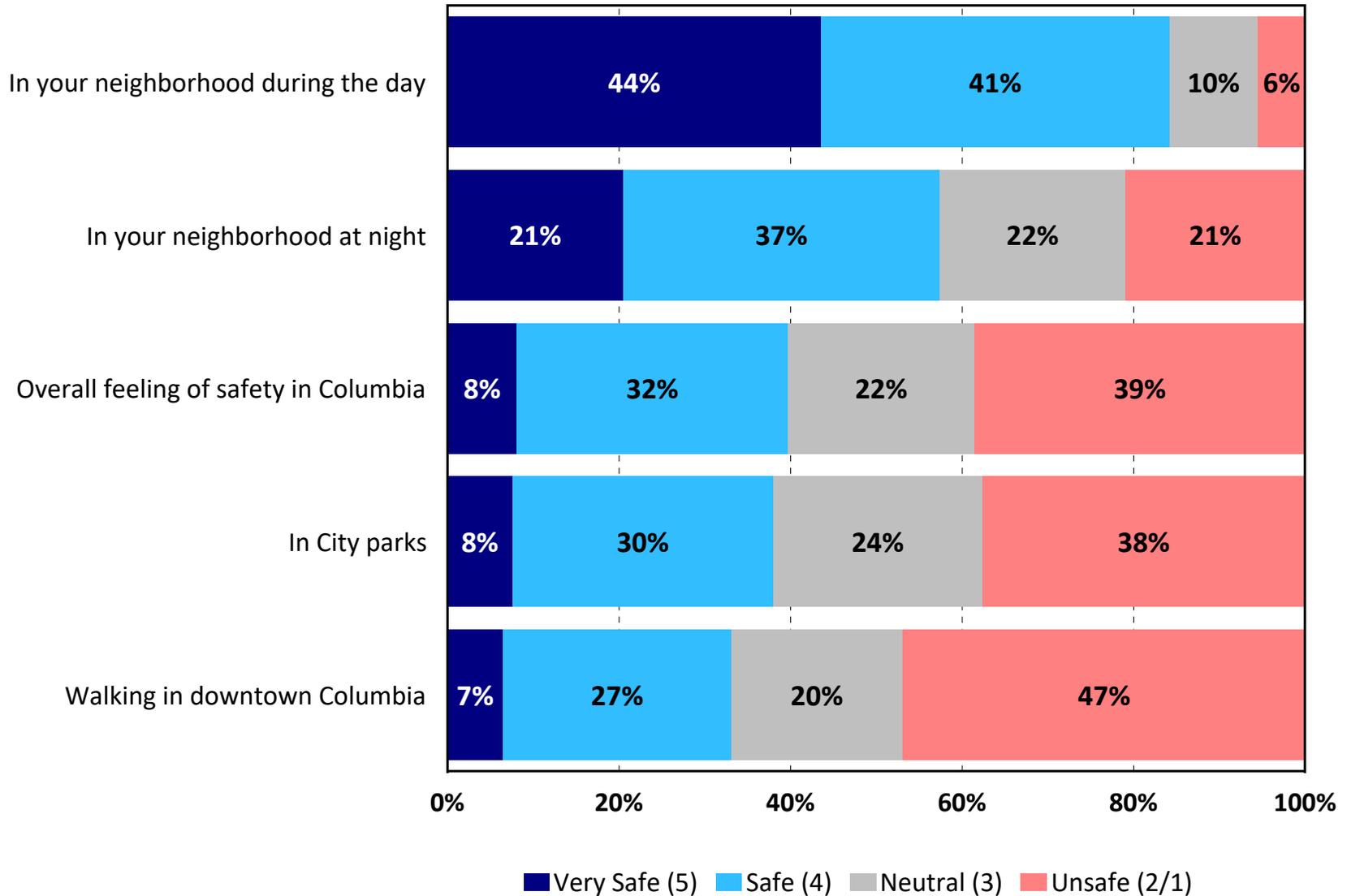
Q11. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q12. Perceptions of Safety

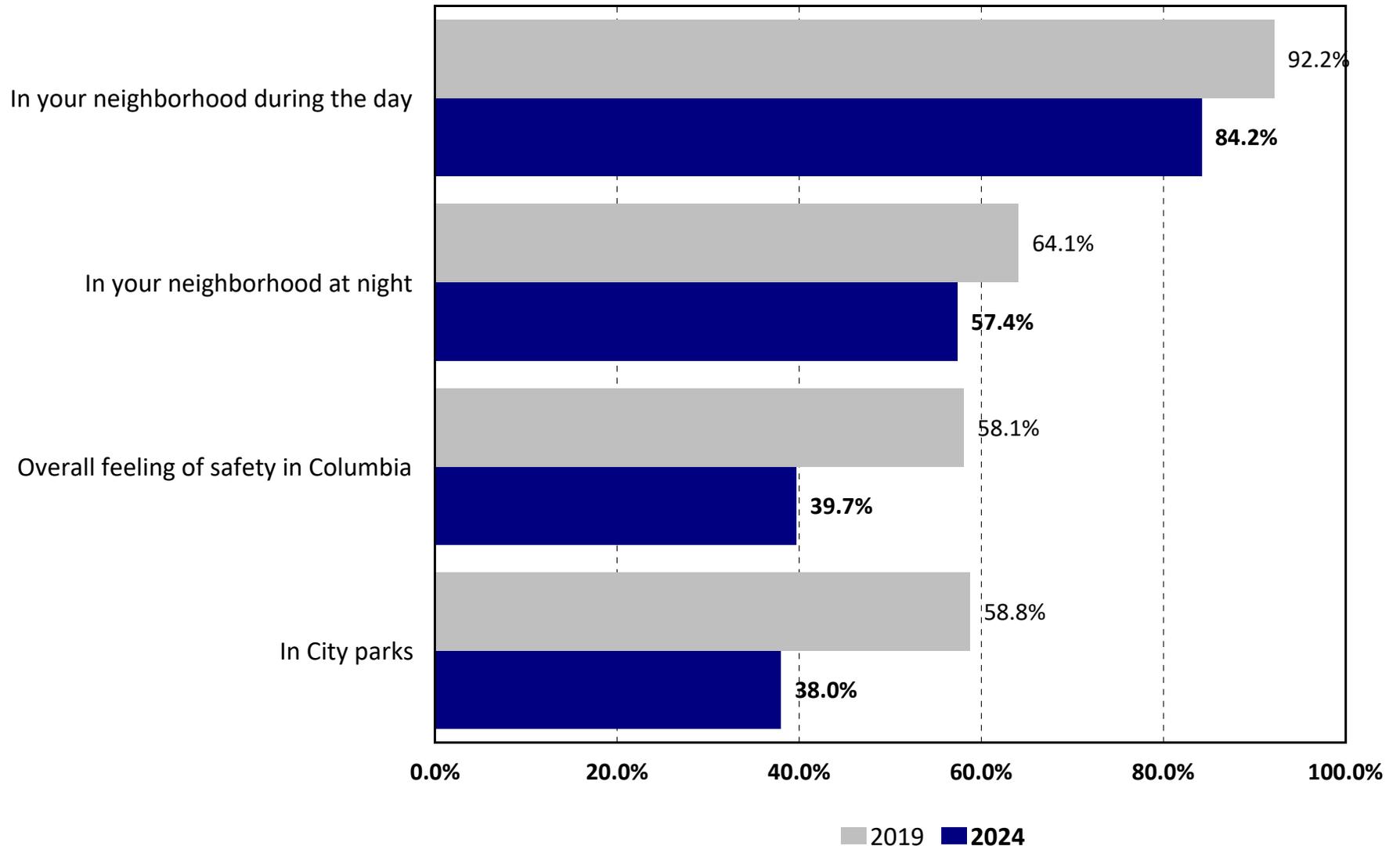
by percentage of respondents (excluding "don't know")



TRENDS: Perceptions of Safety

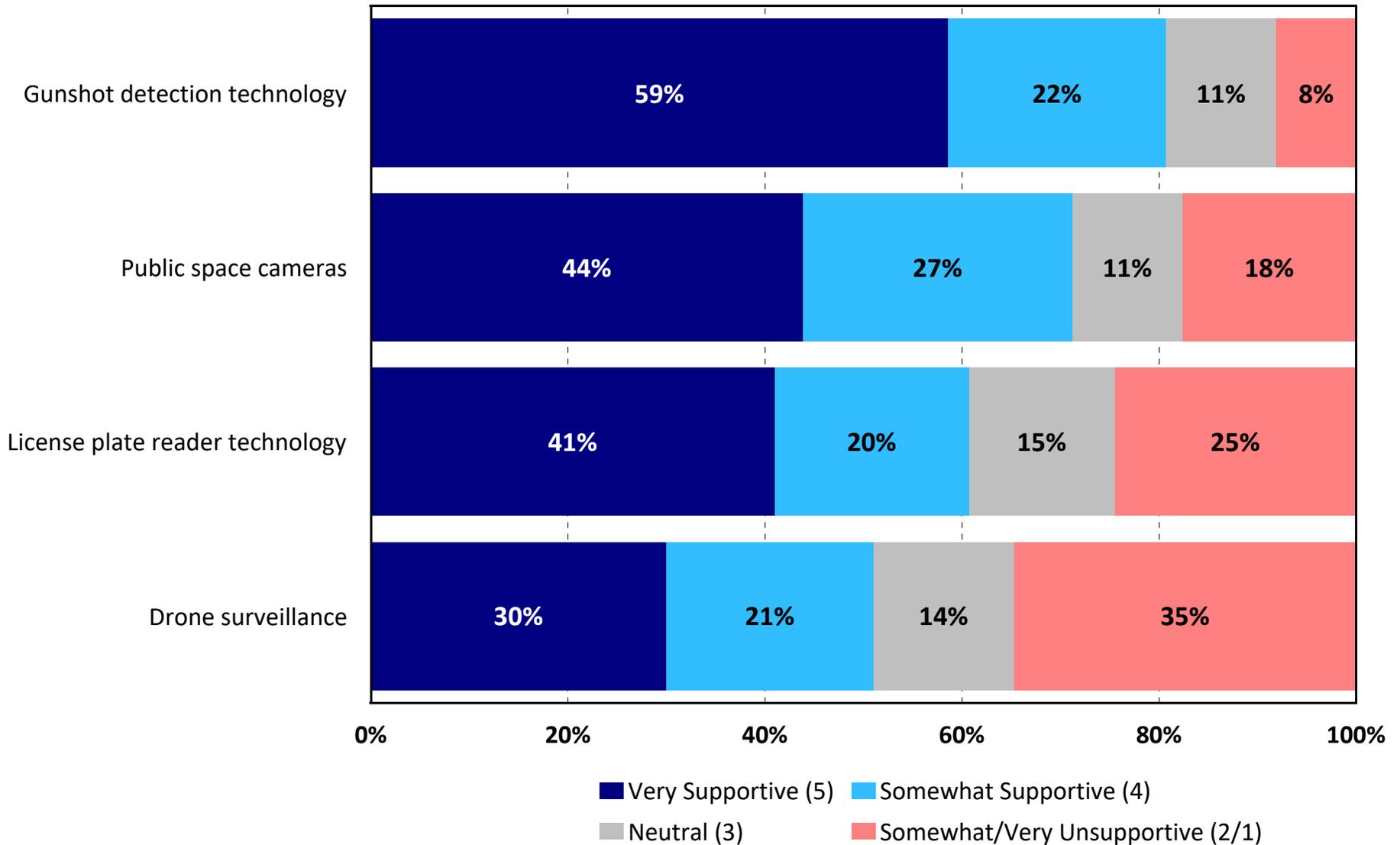
2019 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



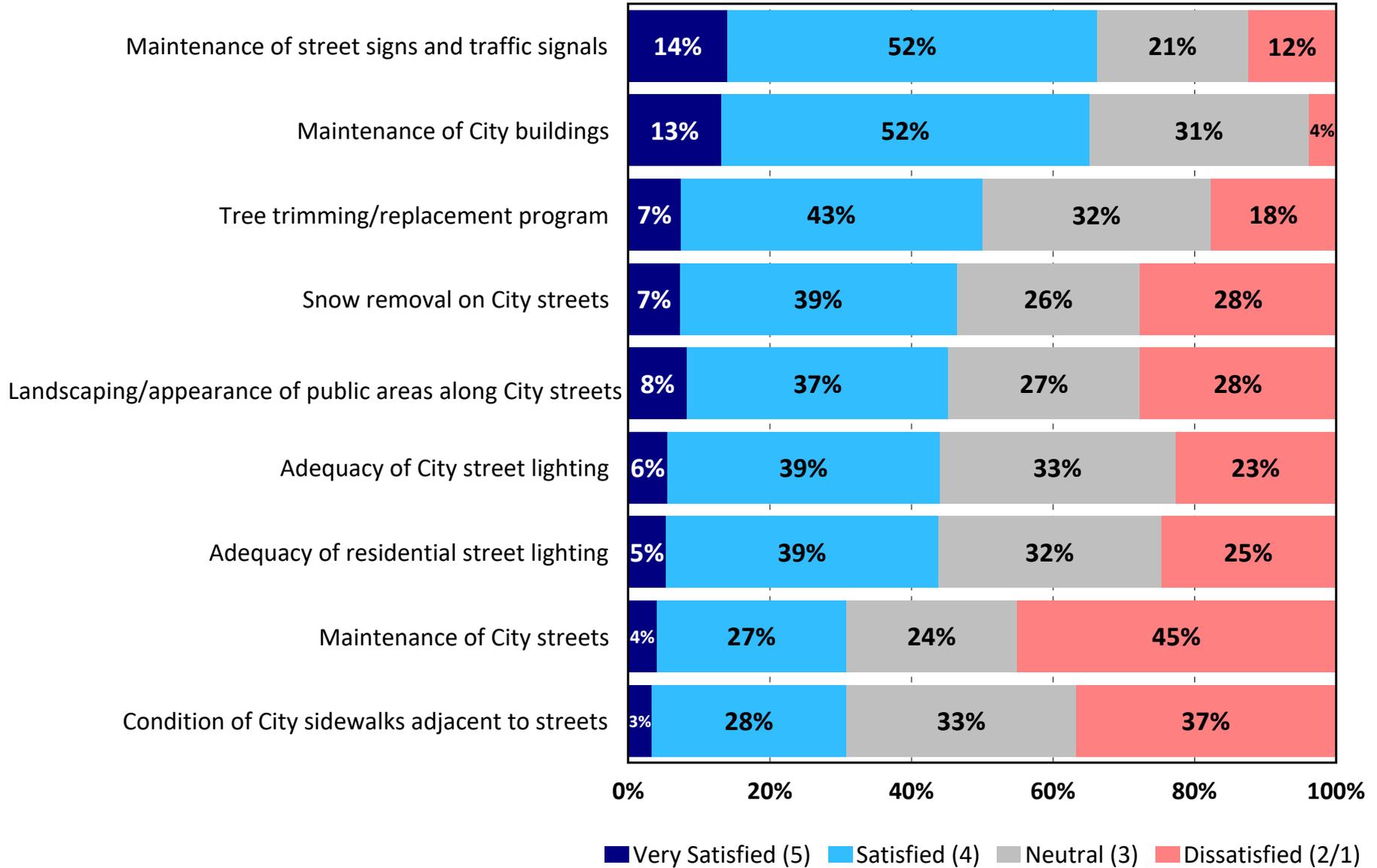
Q13. Support for the City Utilizing the Following Technology for Public Safety

by percentage of respondents (excluding "don't know")



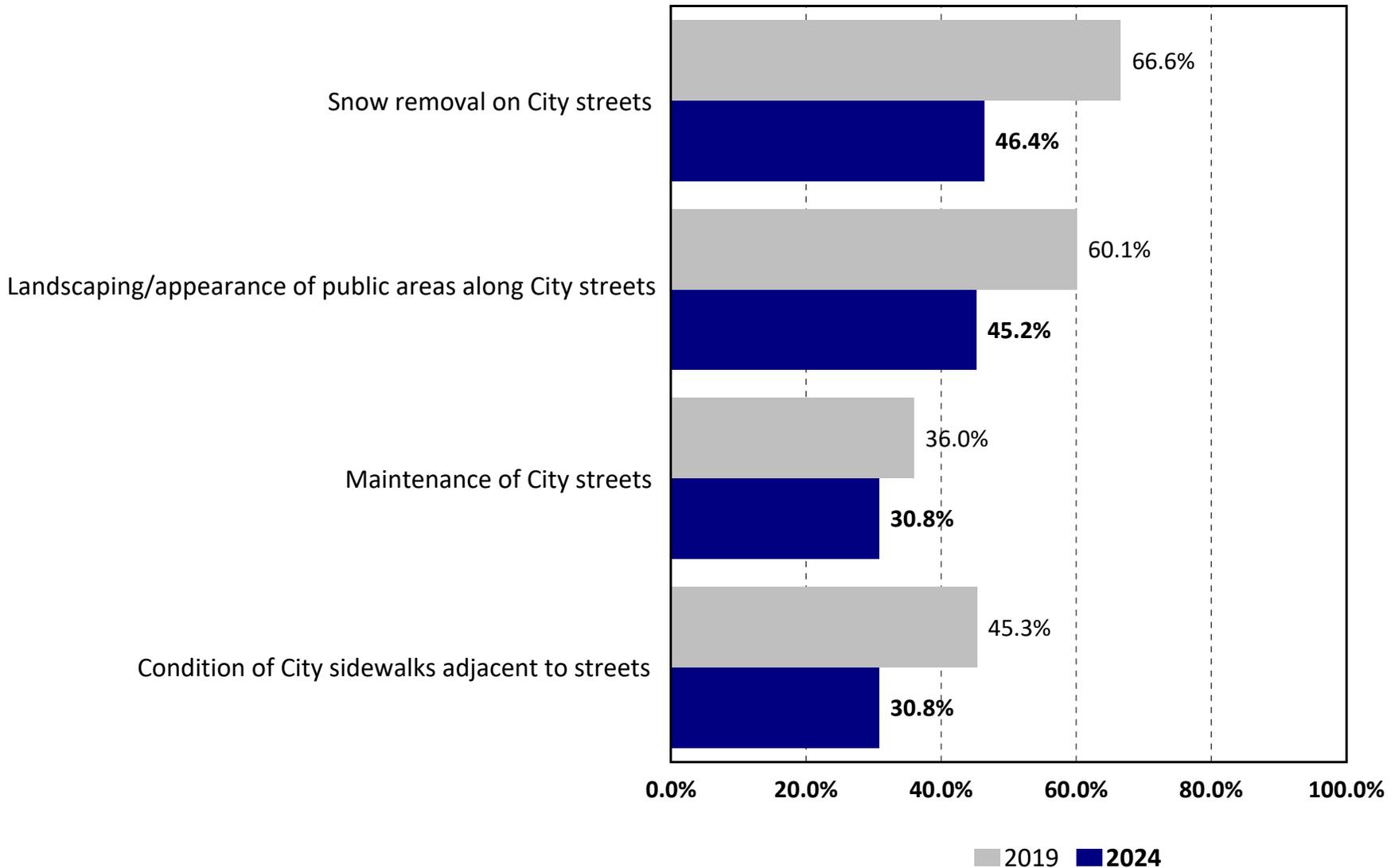
Q14. Satisfaction With City Maintenance/Public Works

by percentage of respondents (excluding "don't know")



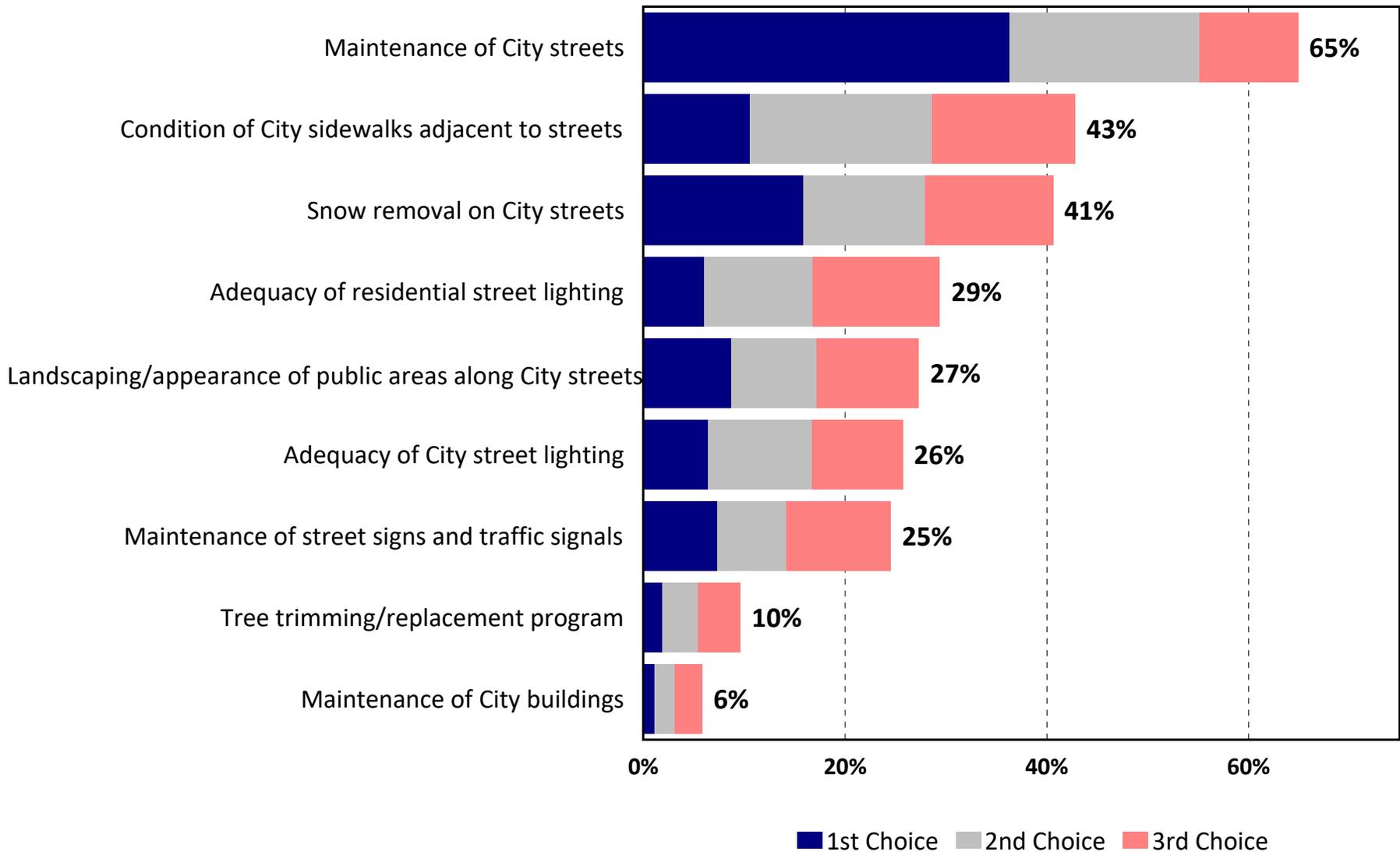
TRENDS: Satisfaction With City Maintenance/Public Works 2019 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



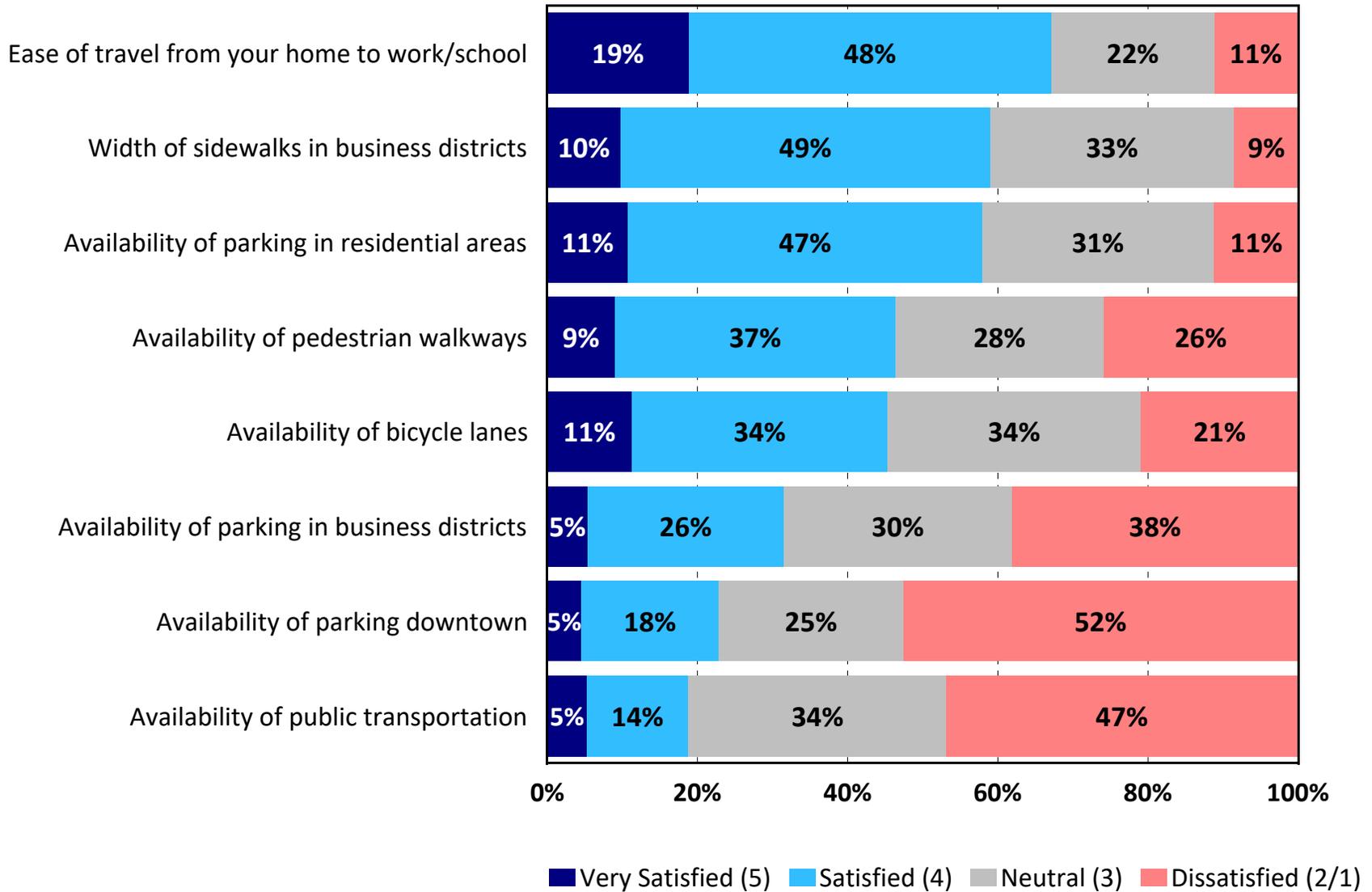
Q15. City Maintenance/Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

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



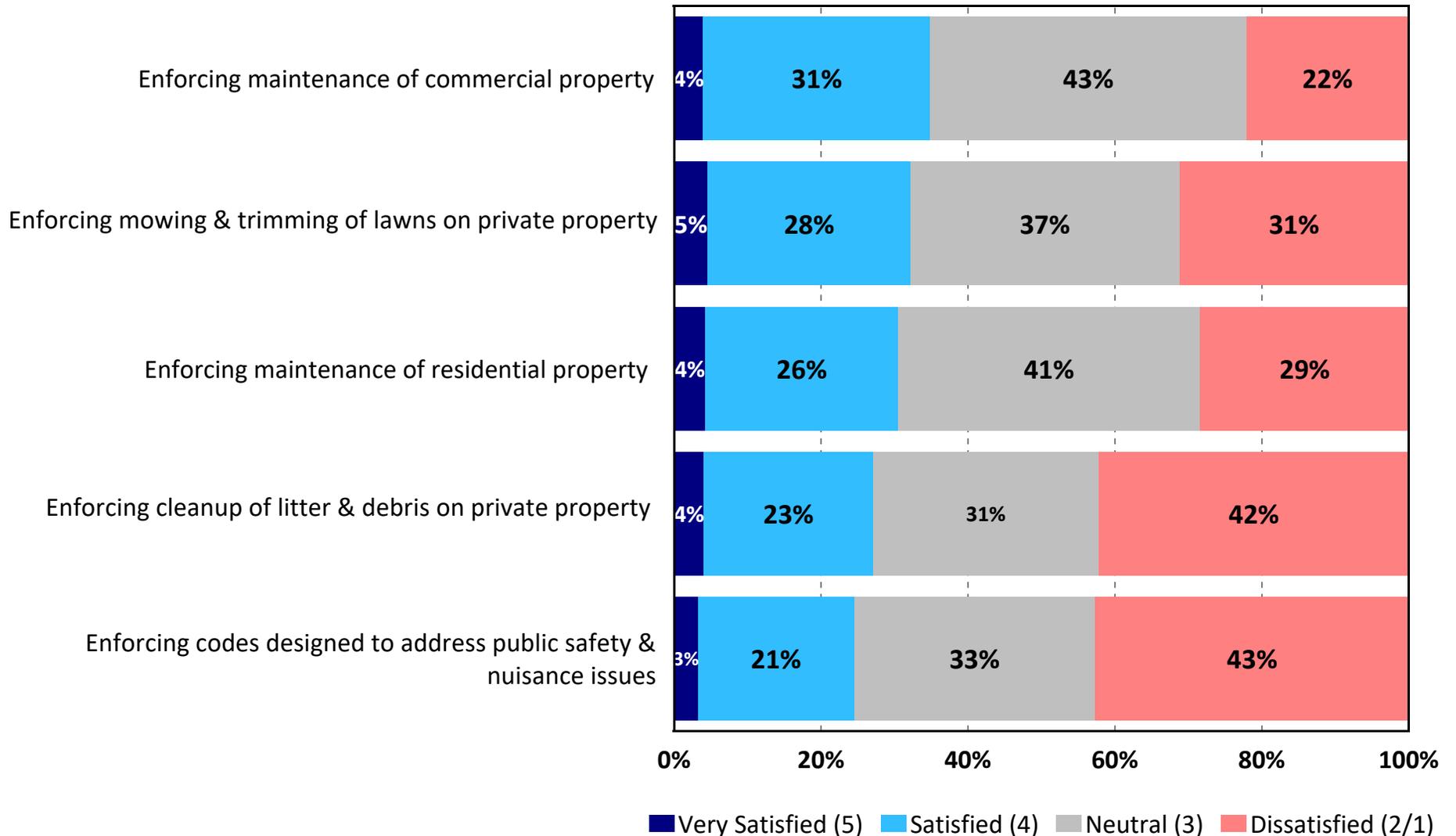
Q16. Satisfaction With Transportation

by percentage of respondents (excluding “don't know”)



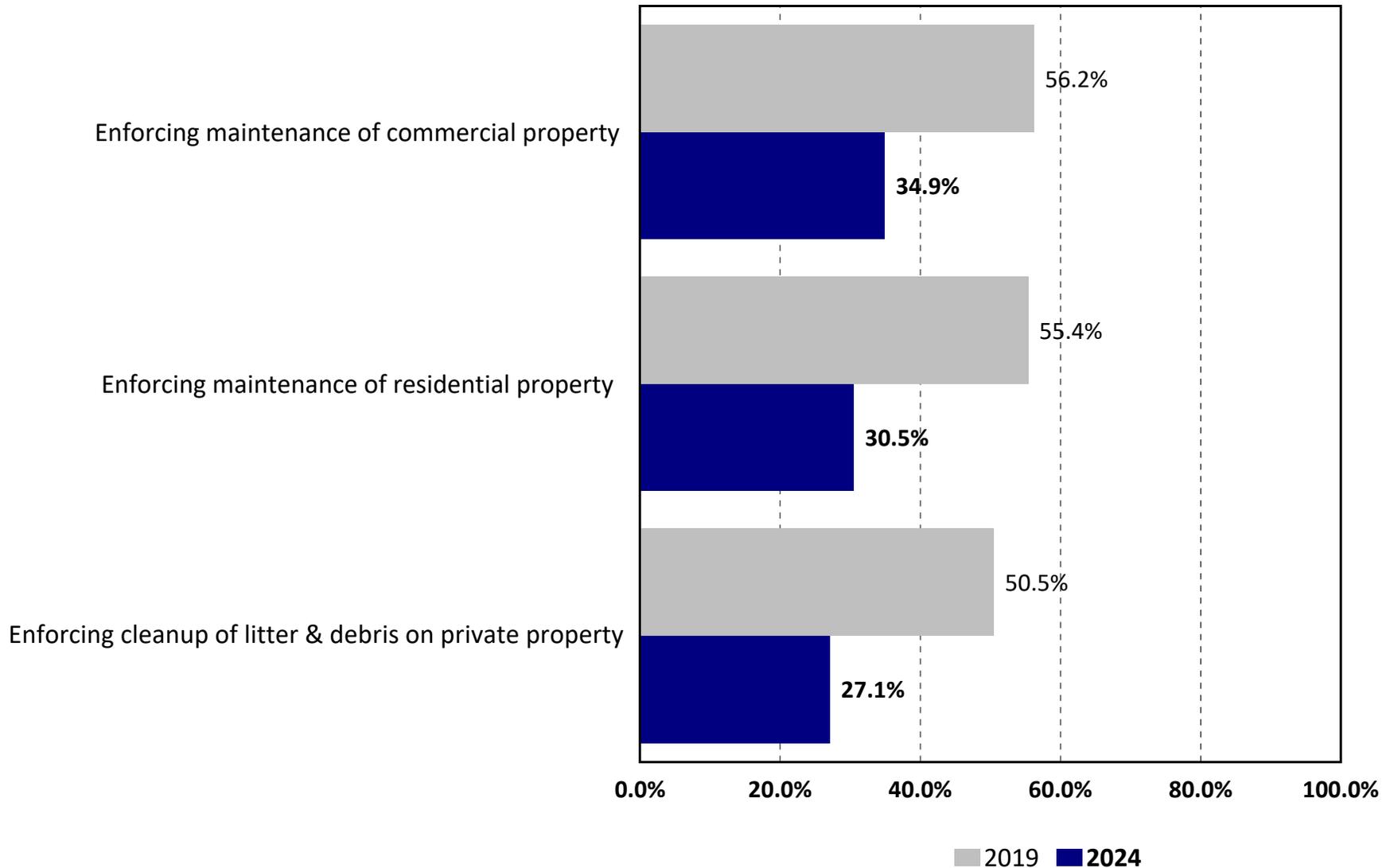
Q17. Satisfaction With Enforcement of Property Maintenance Codes

by percentage of respondents (excluding "don't know")



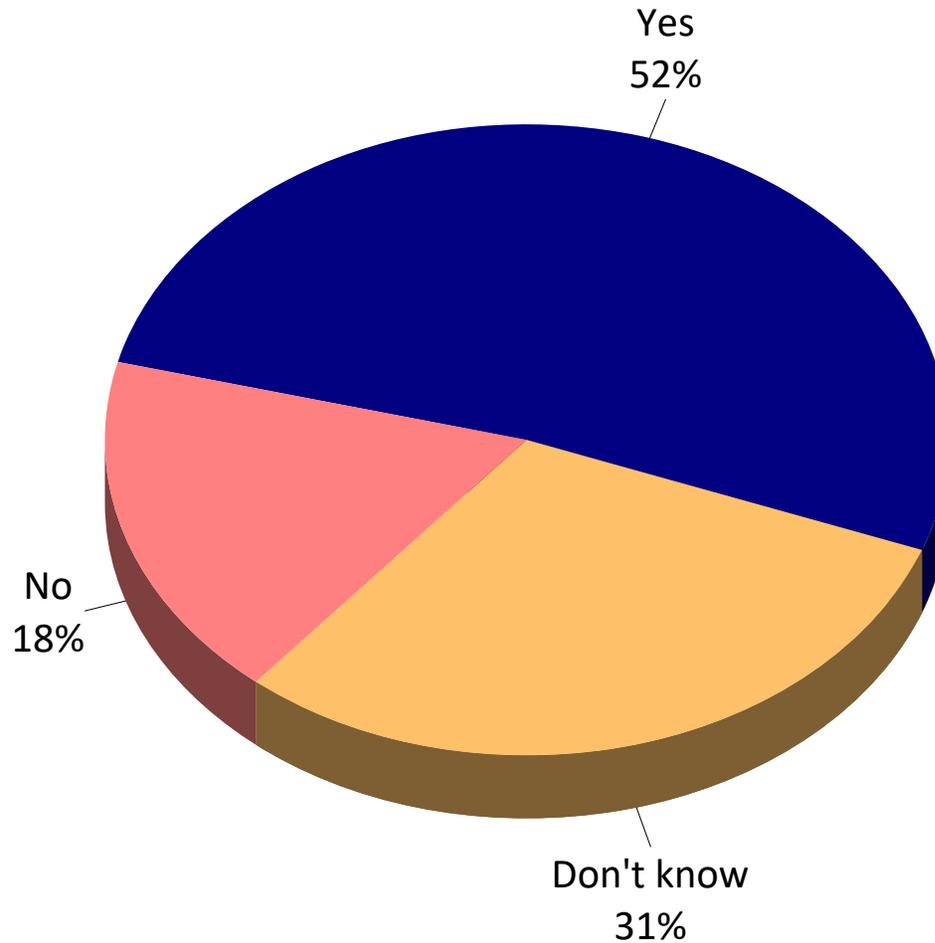
TRENDS: Satisfaction With Enforcement of Property Maintenance Codes - 2019 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



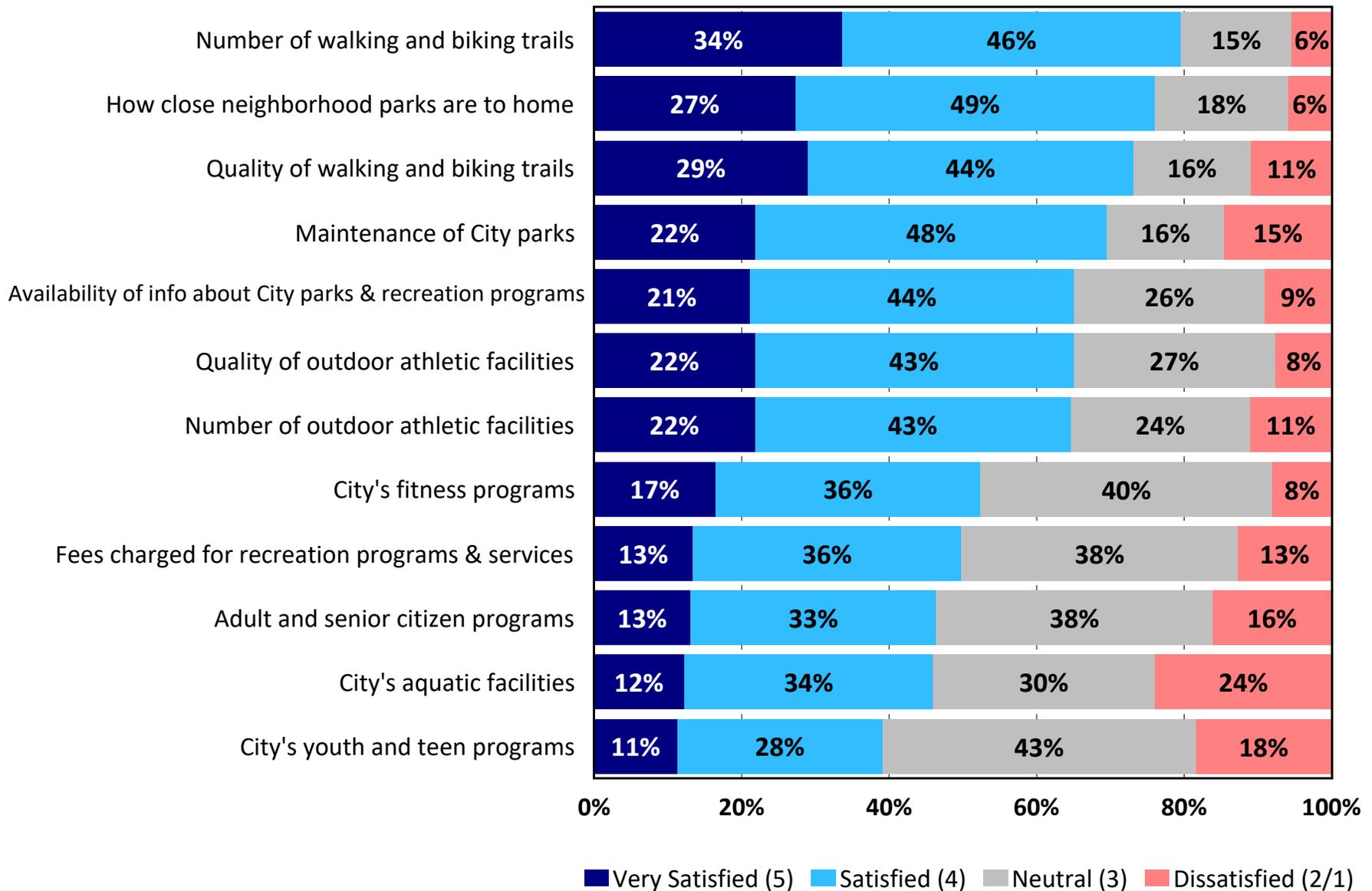
Q18. Do you agree with the following statement? *“Property maintenance codes should be enforced more strictly in Columbia.”*

by percentage of respondents



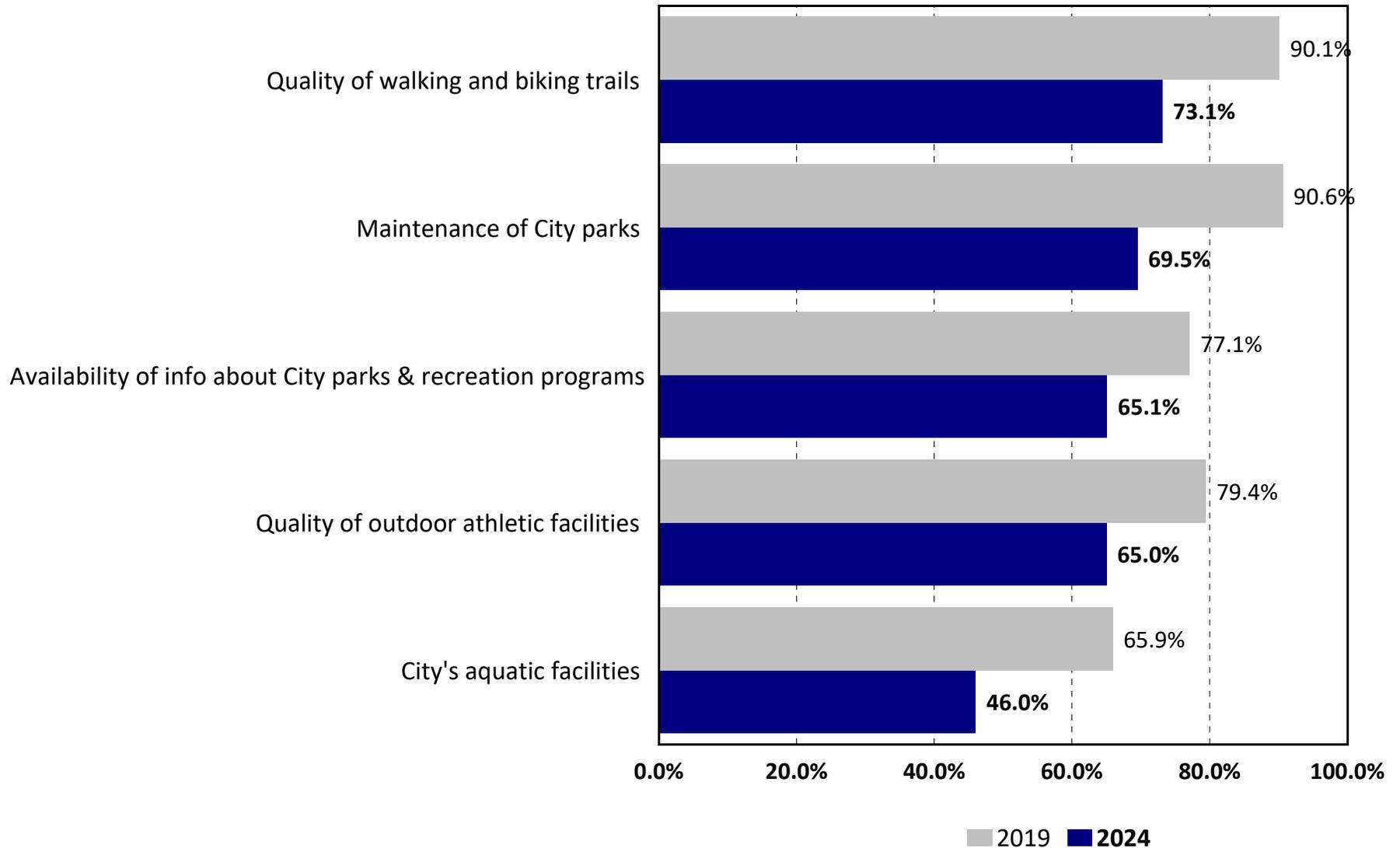
Q19. Satisfaction with Parks and Recreation

by percentage of respondents (excluding "don't know")



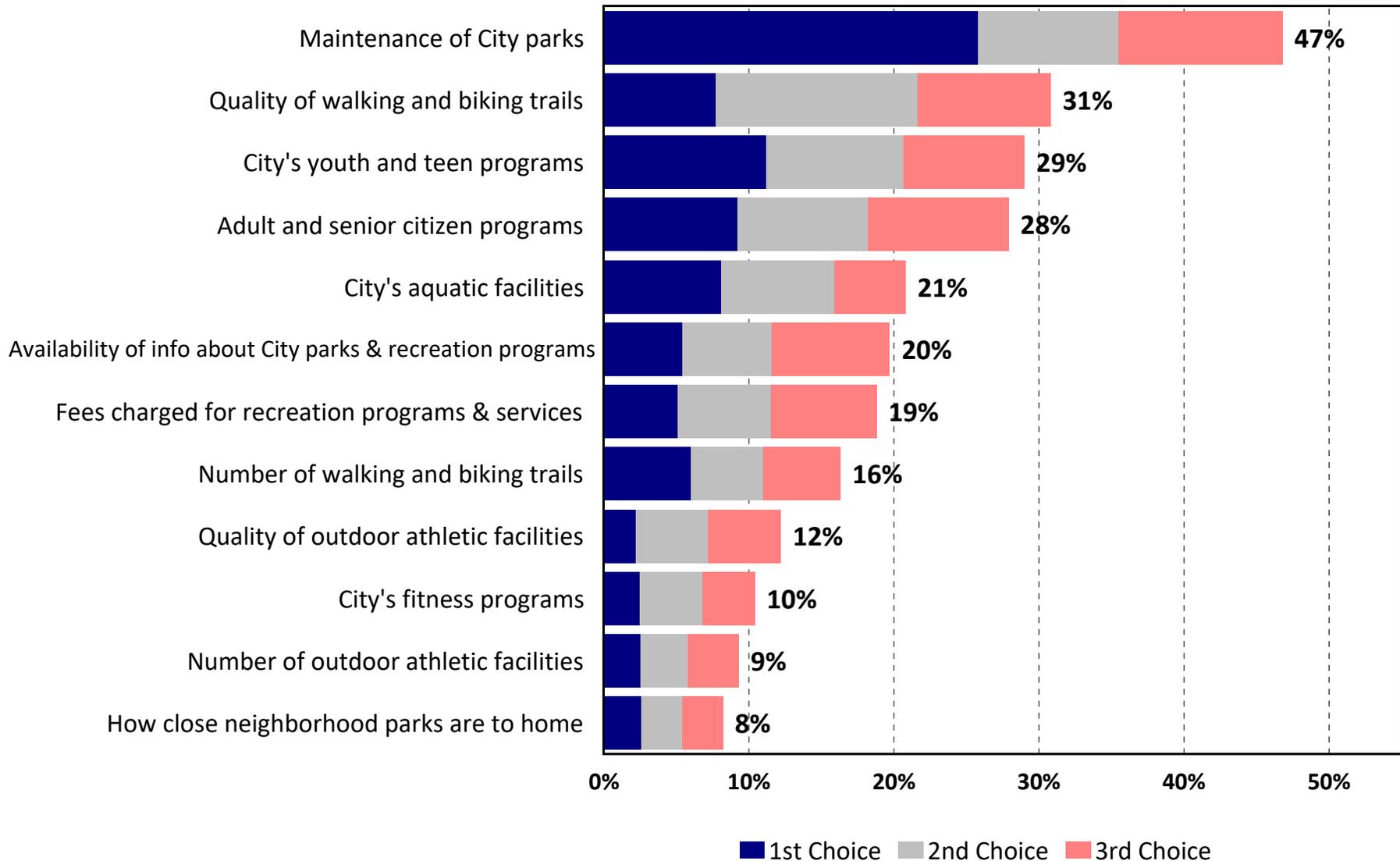
TRENDS: Satisfaction with Parks and Recreation 2019 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



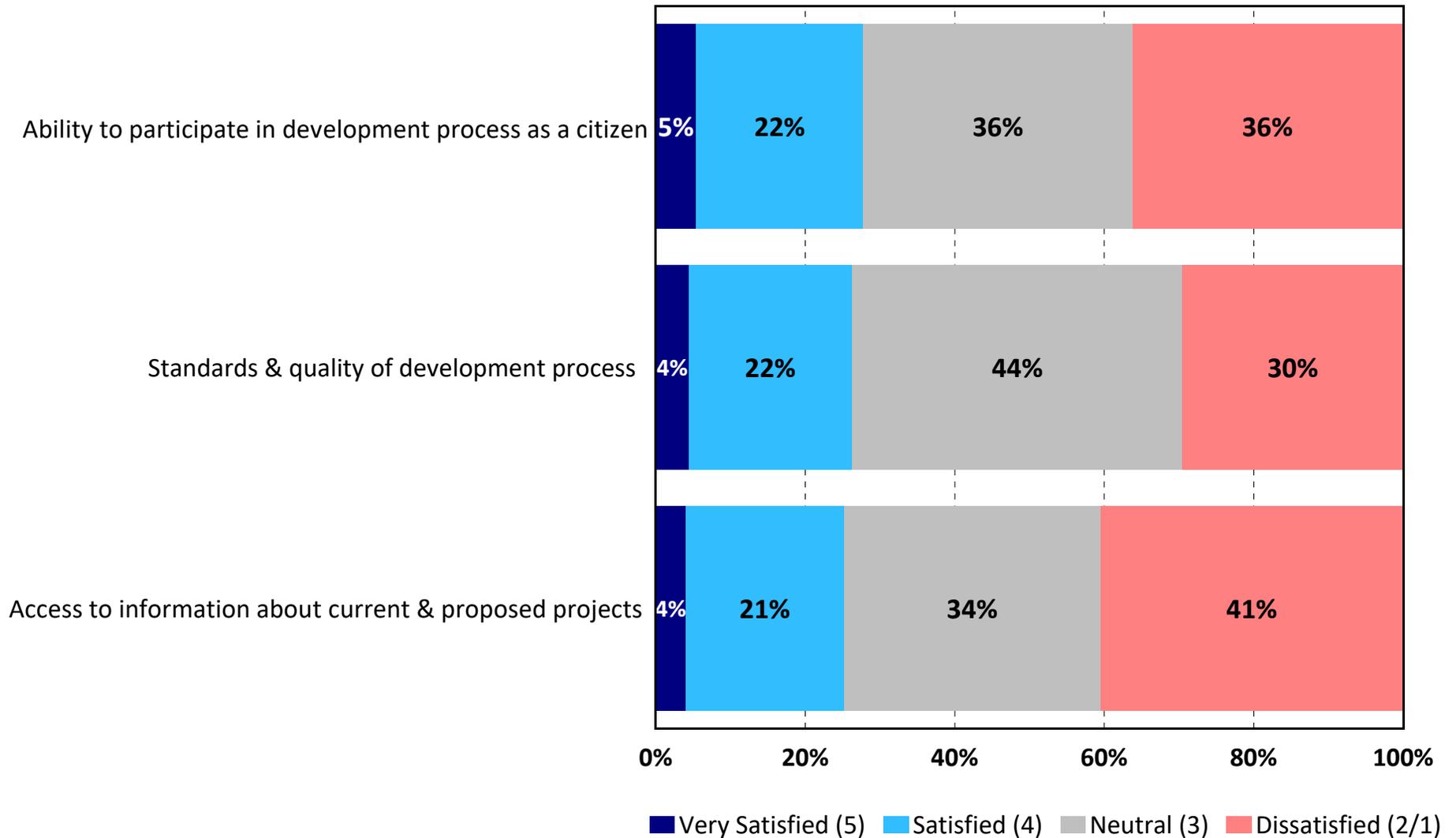
Q20. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q21. Satisfaction With Planning and Development Process

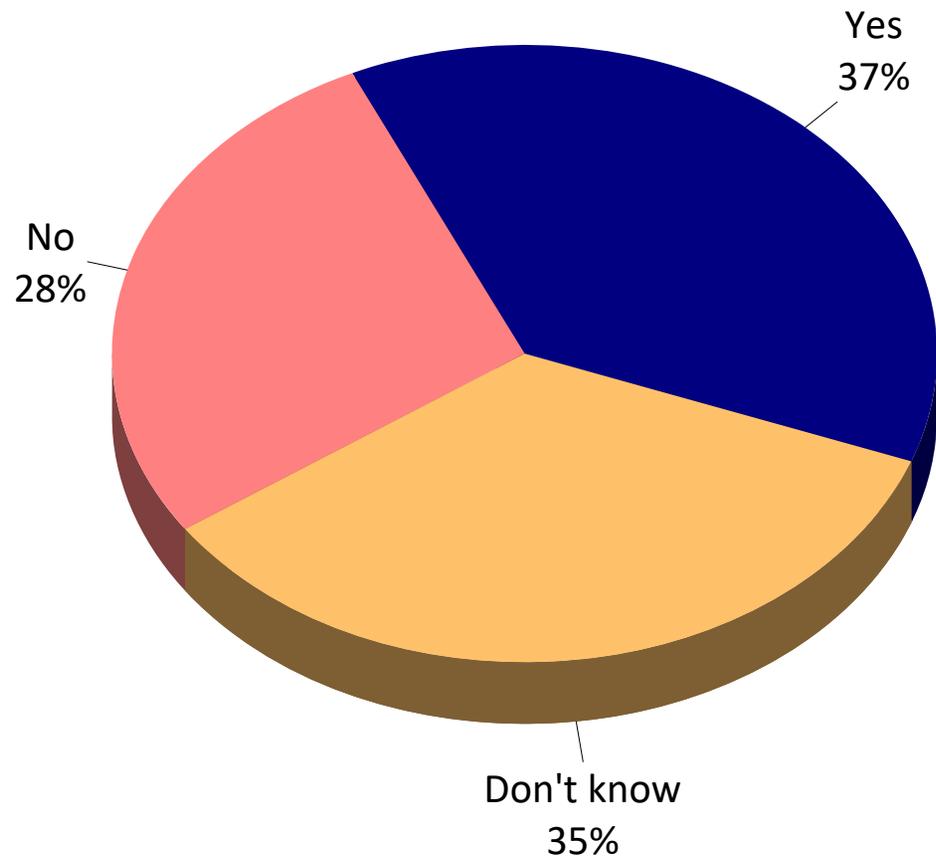
by percentage of respondents (excluding "don't know")



Q22. Do you agree with the following statement?

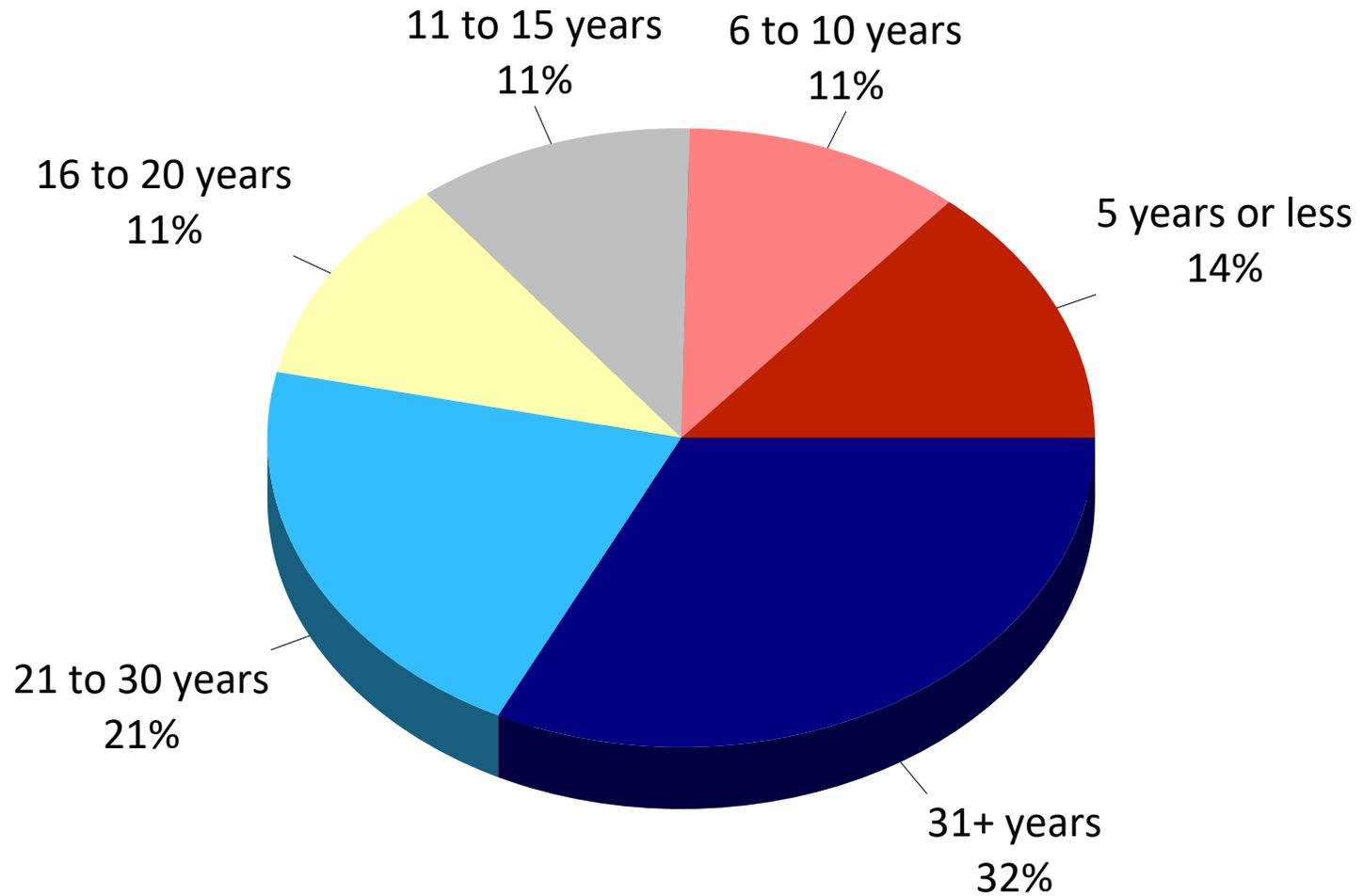
“I have access to and can participate in opportunities to connect as an inclusive community and engage in a place where I feel safe, welcome and respected.”

by percentage of respondents



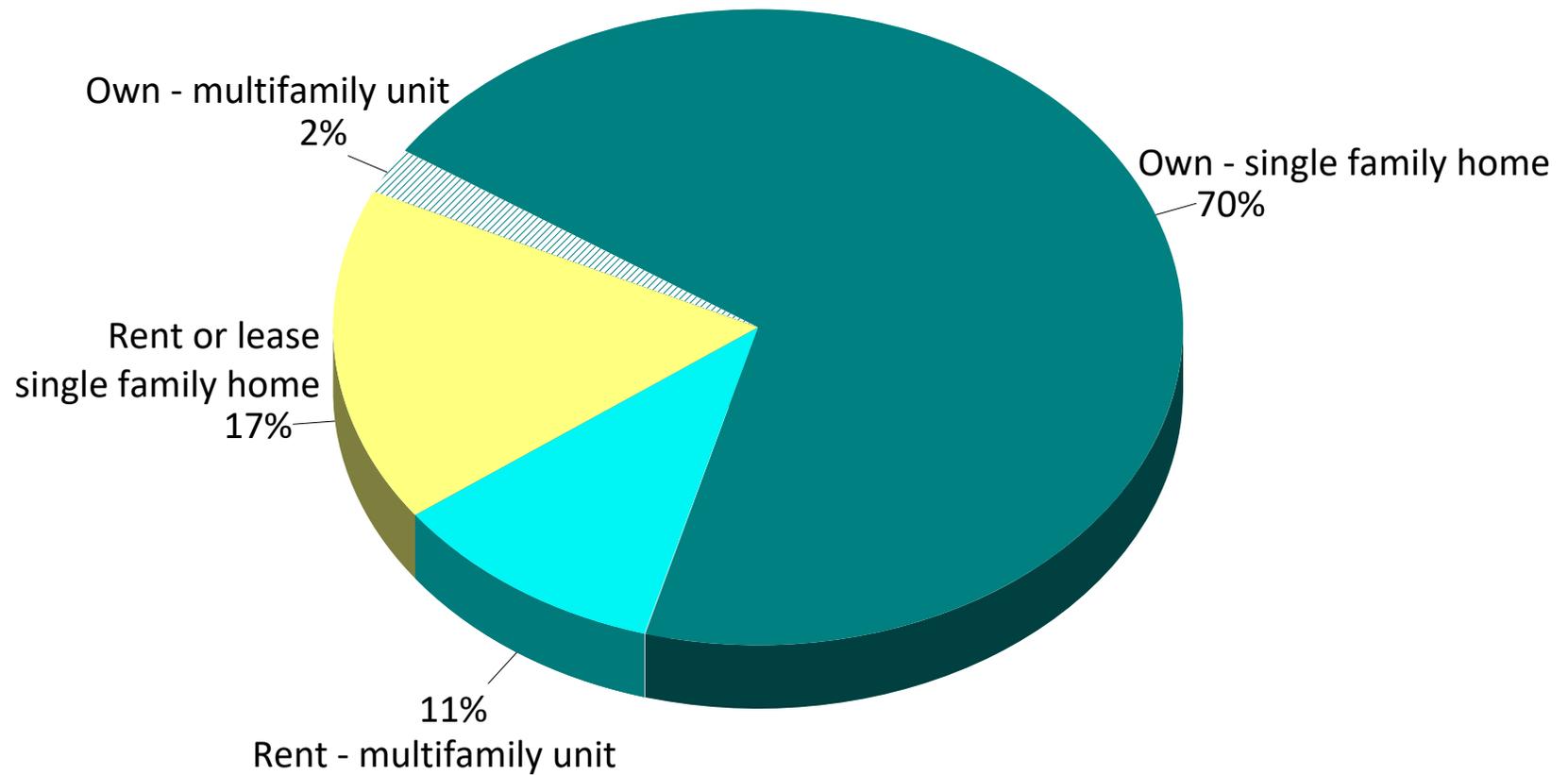
Q23. Demographics: Number of Years Lived in Columbia

by percentage of respondents (excluding "not provided")



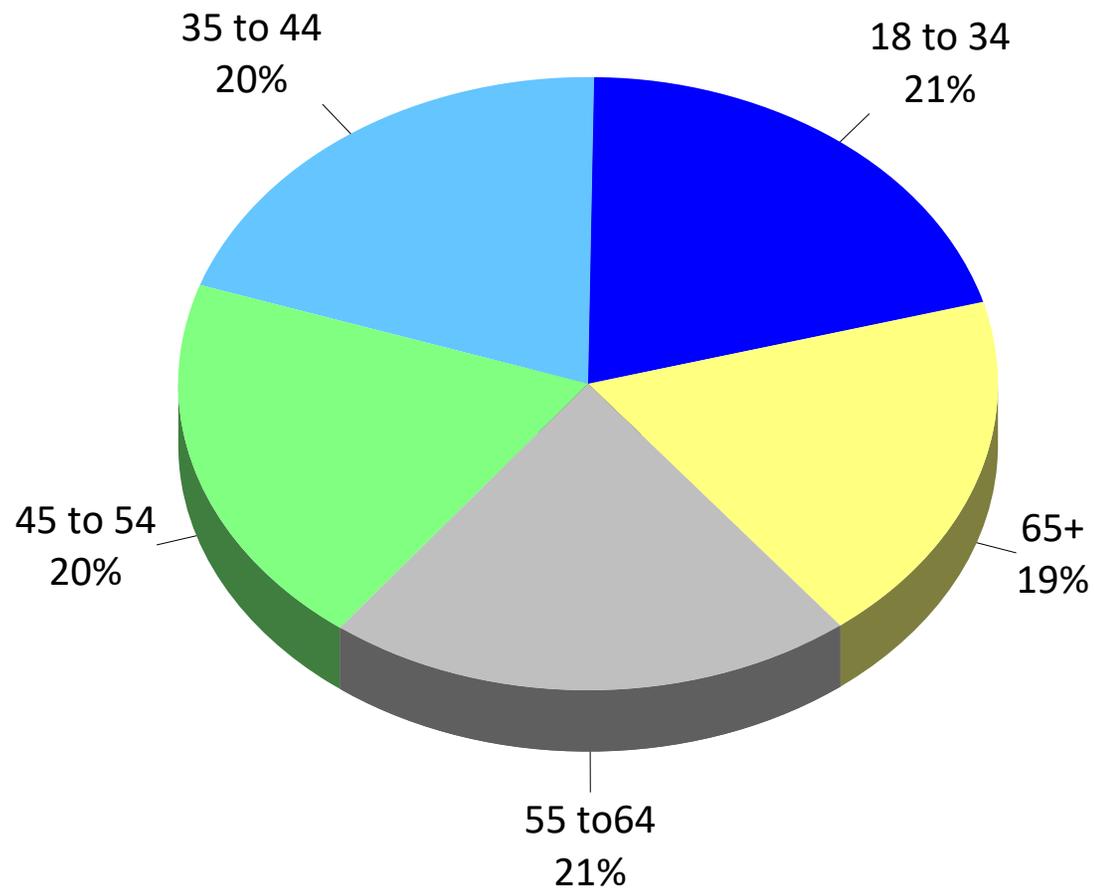
Q25. Demographics: Which of the following best describes your household?

by percentage of respondents (excluding "not provided")



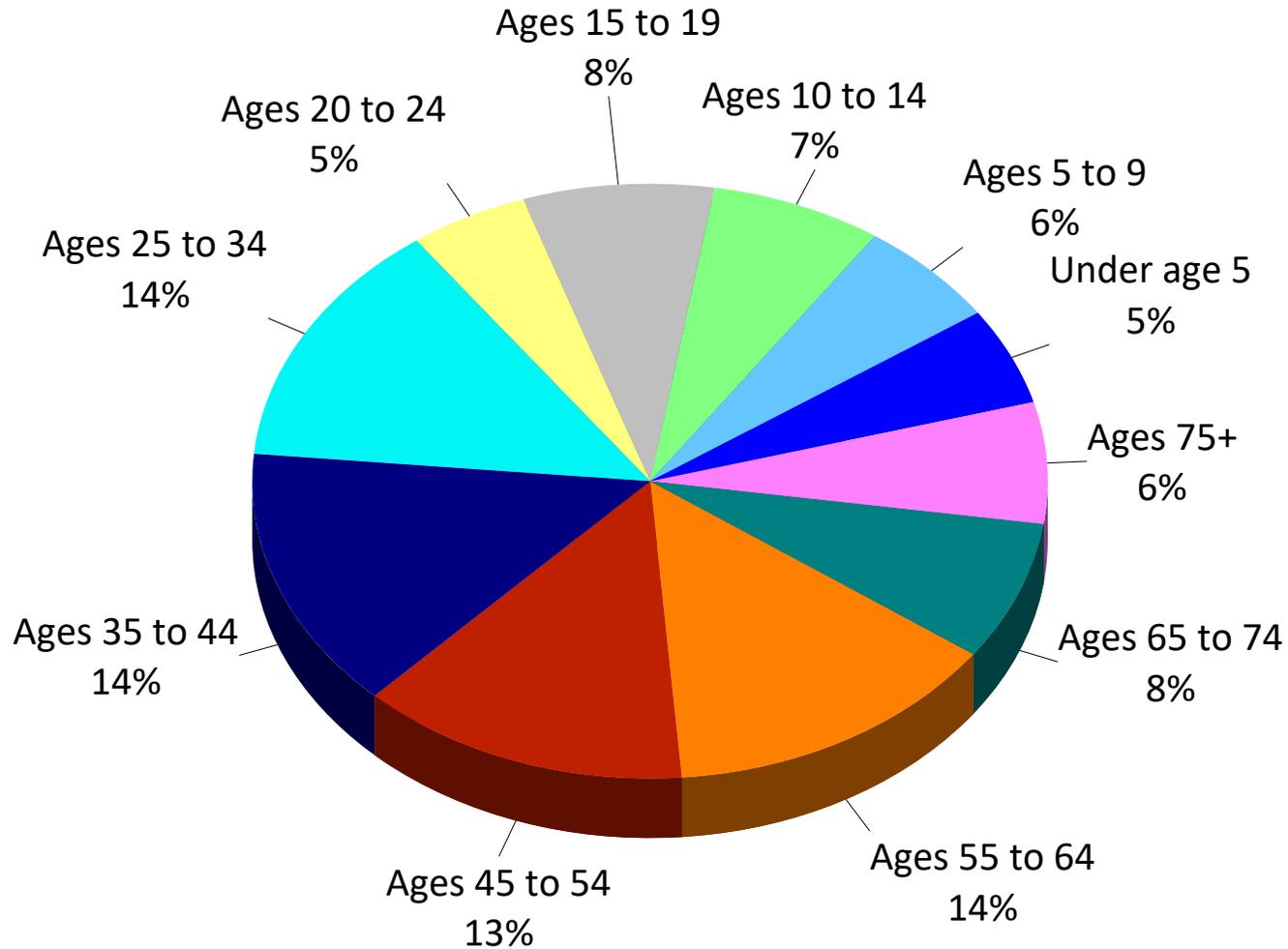
Q26. Demographics: Age of Respondent

by percentage of respondents (excluding "not provided")



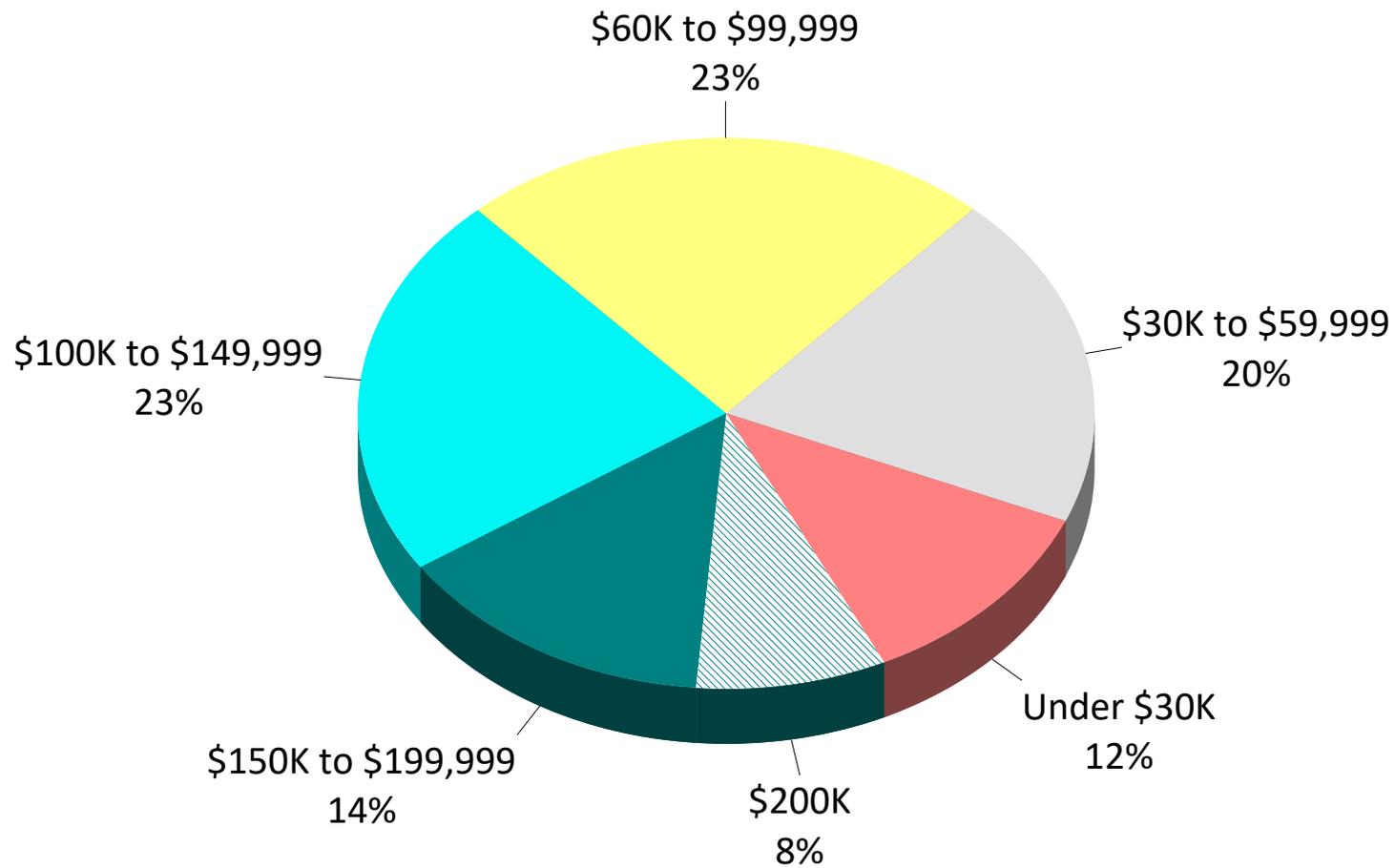
Q27. Demographics: Ages of Household Members

by percentage of persons in household



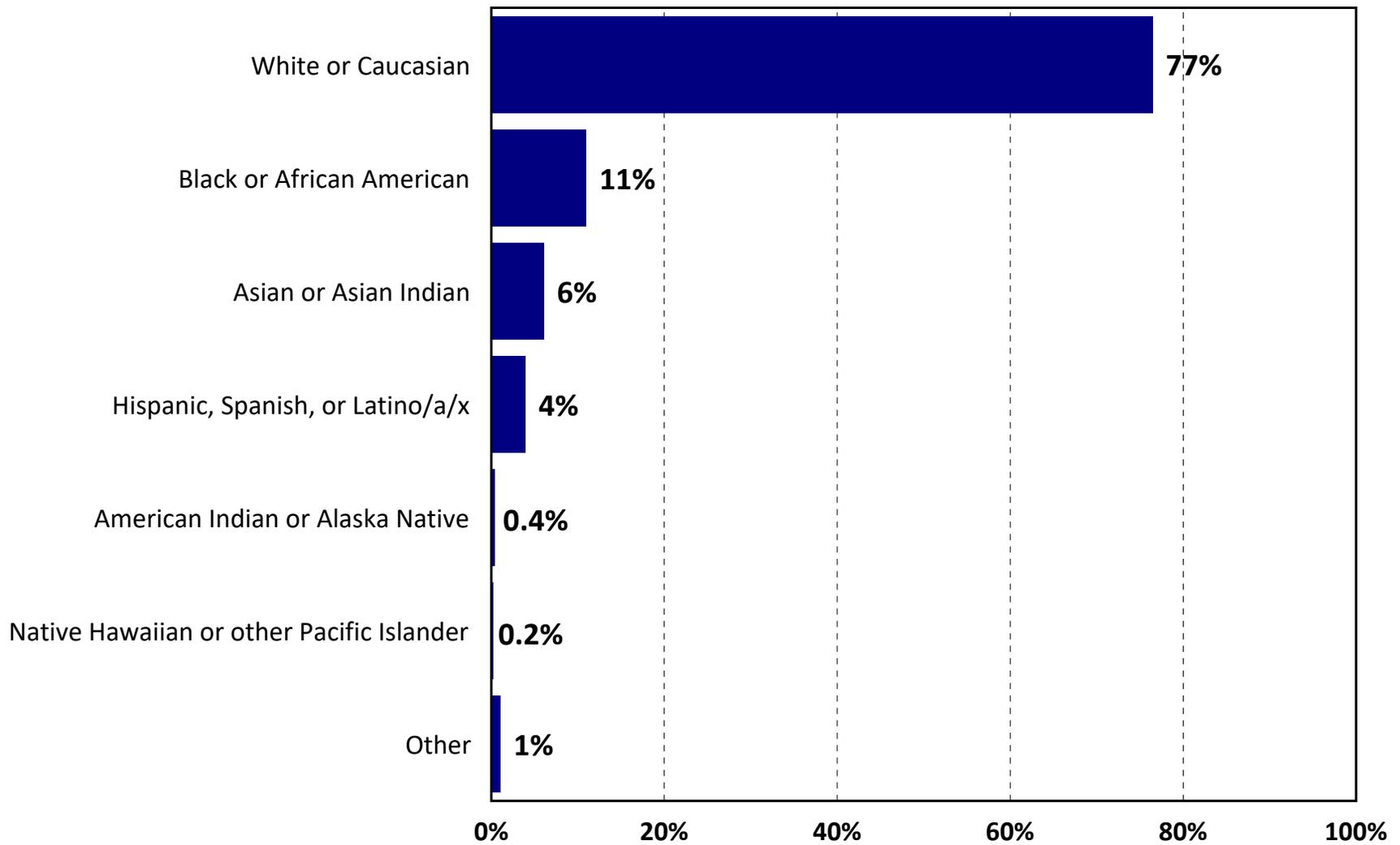
Q28. Demographics: Annual Household Income

by percentage of respondents (excluding "not provided")



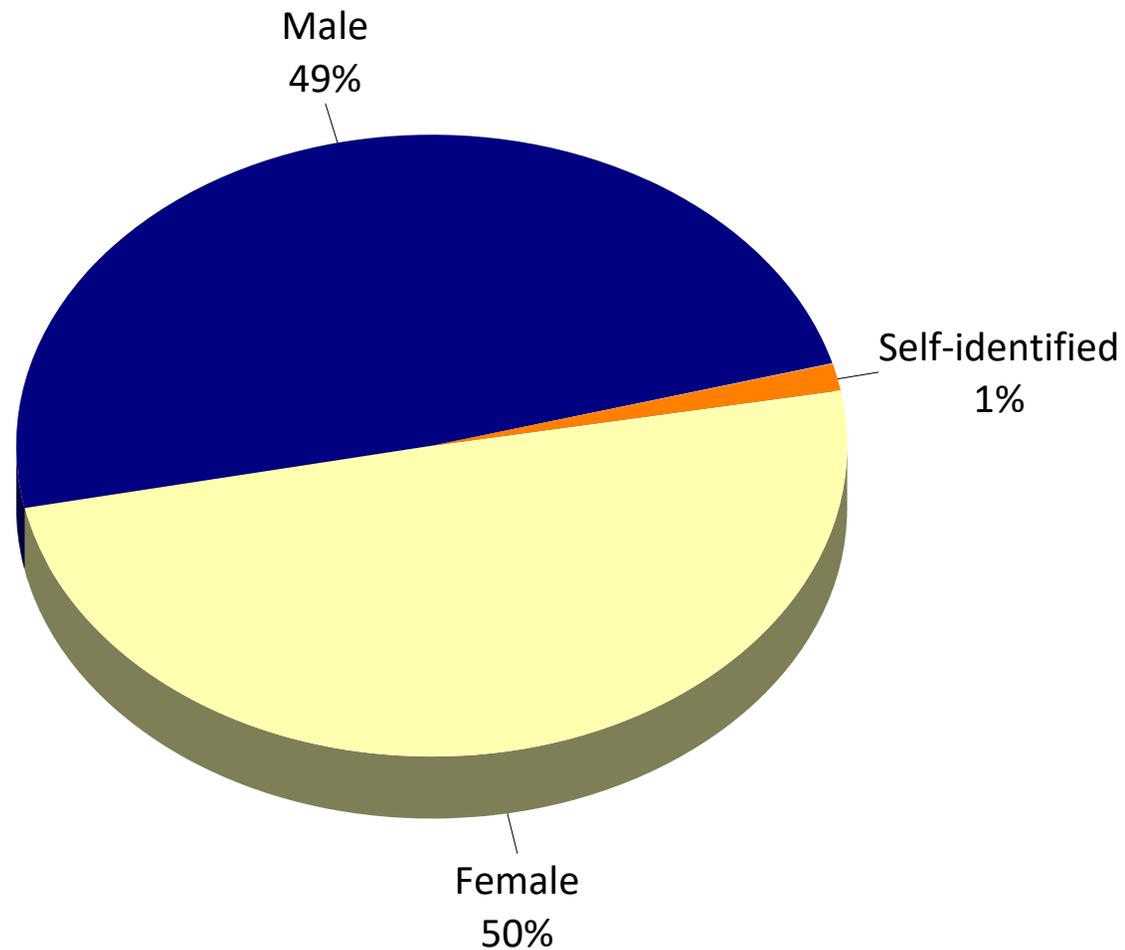
Q29. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Q30. Demographics: Gender

by percentage of respondents (excluding “not provided”)





2 Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma.

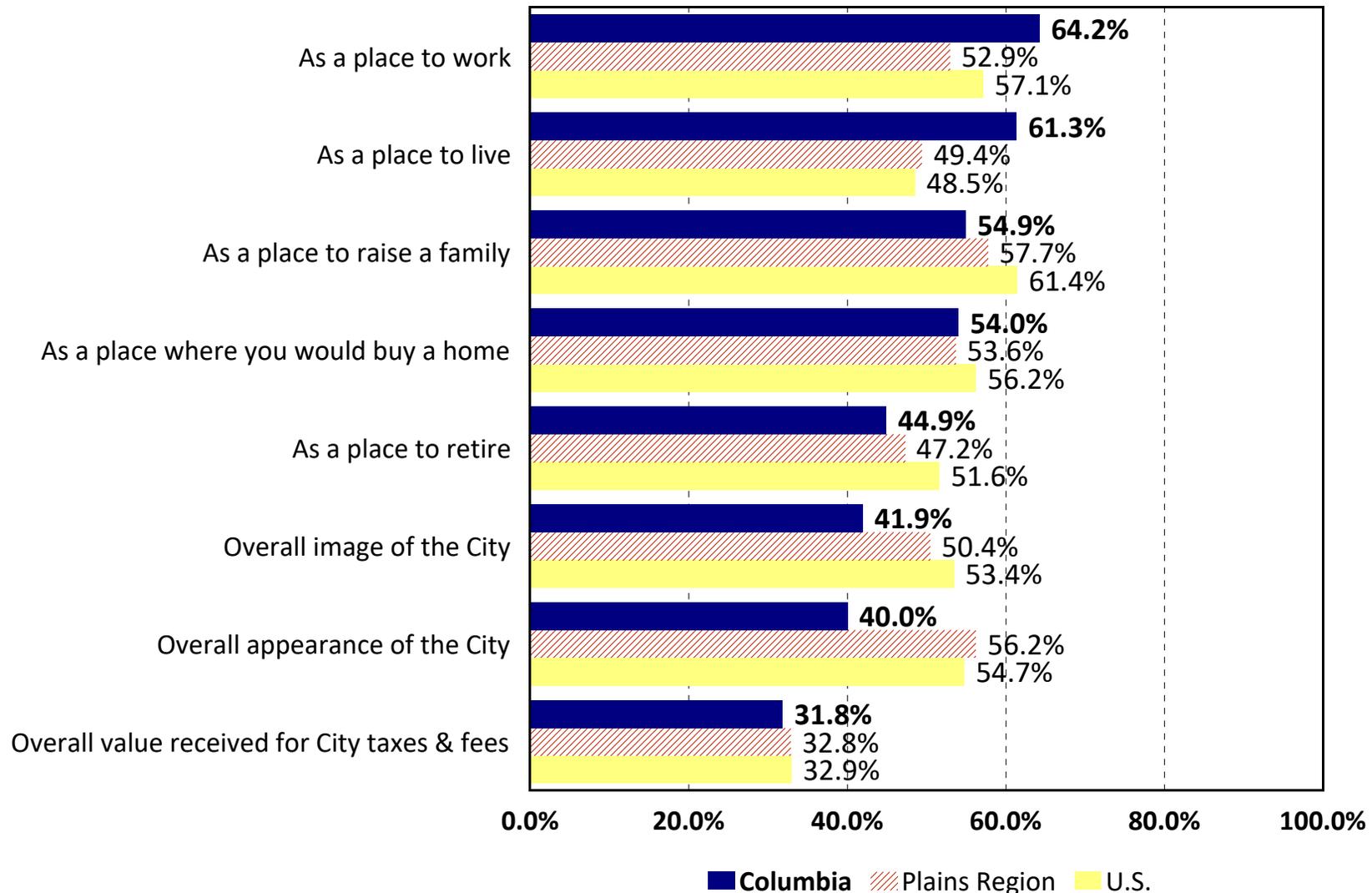
The charts on the following pages show how the results for the City of Columbia compare to the national average and the Plains regional average. The blue bar shows the results for Columbia. The red bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

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 Columbia is not authorized without written consent from ETC Institute

Quality of Life and Perceptions of the City Columbia vs. Plains Region vs. U.S.

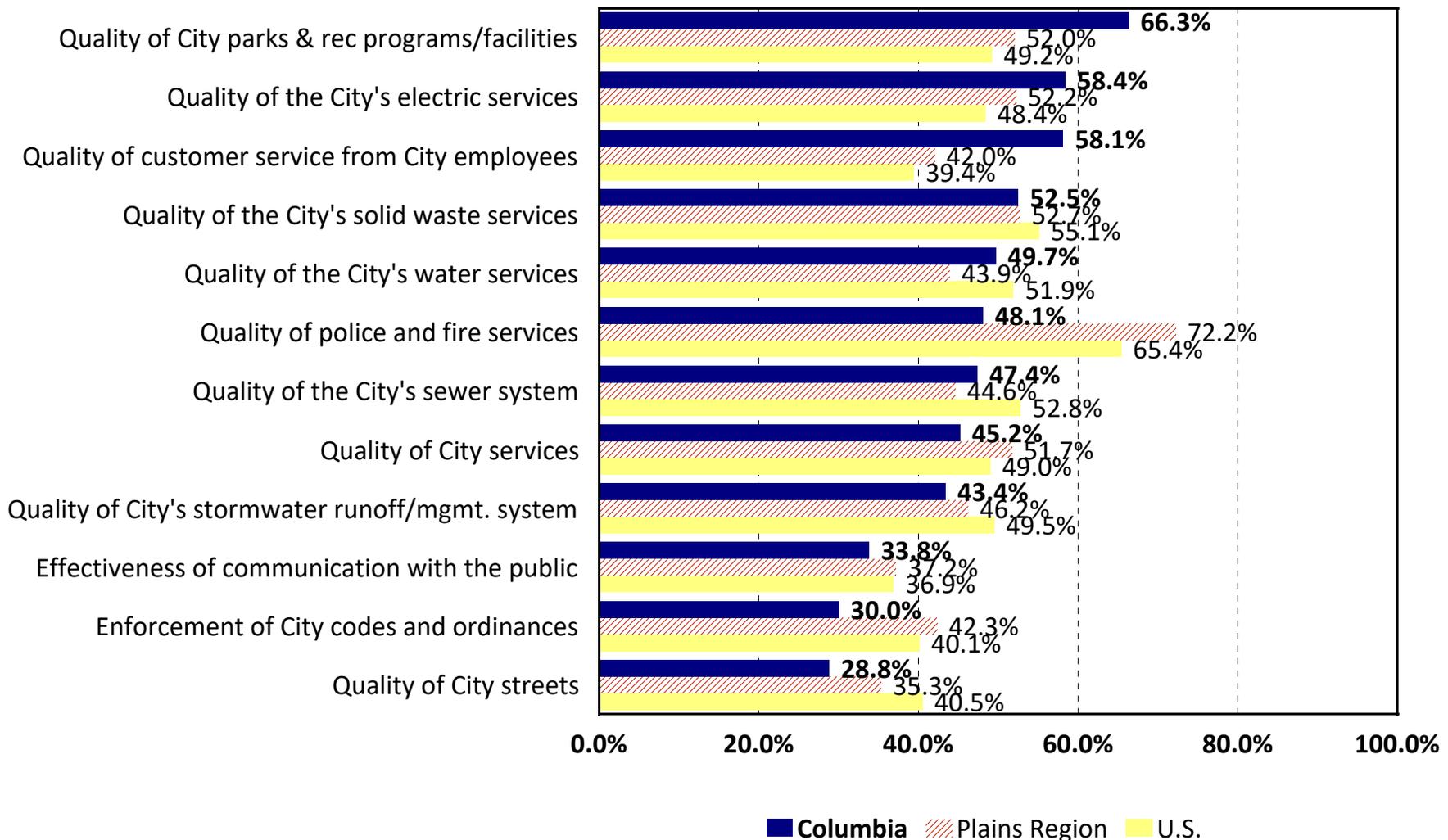
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor"



Satisfaction with Major City Services

Columbia vs. Plains Region vs. U.S.

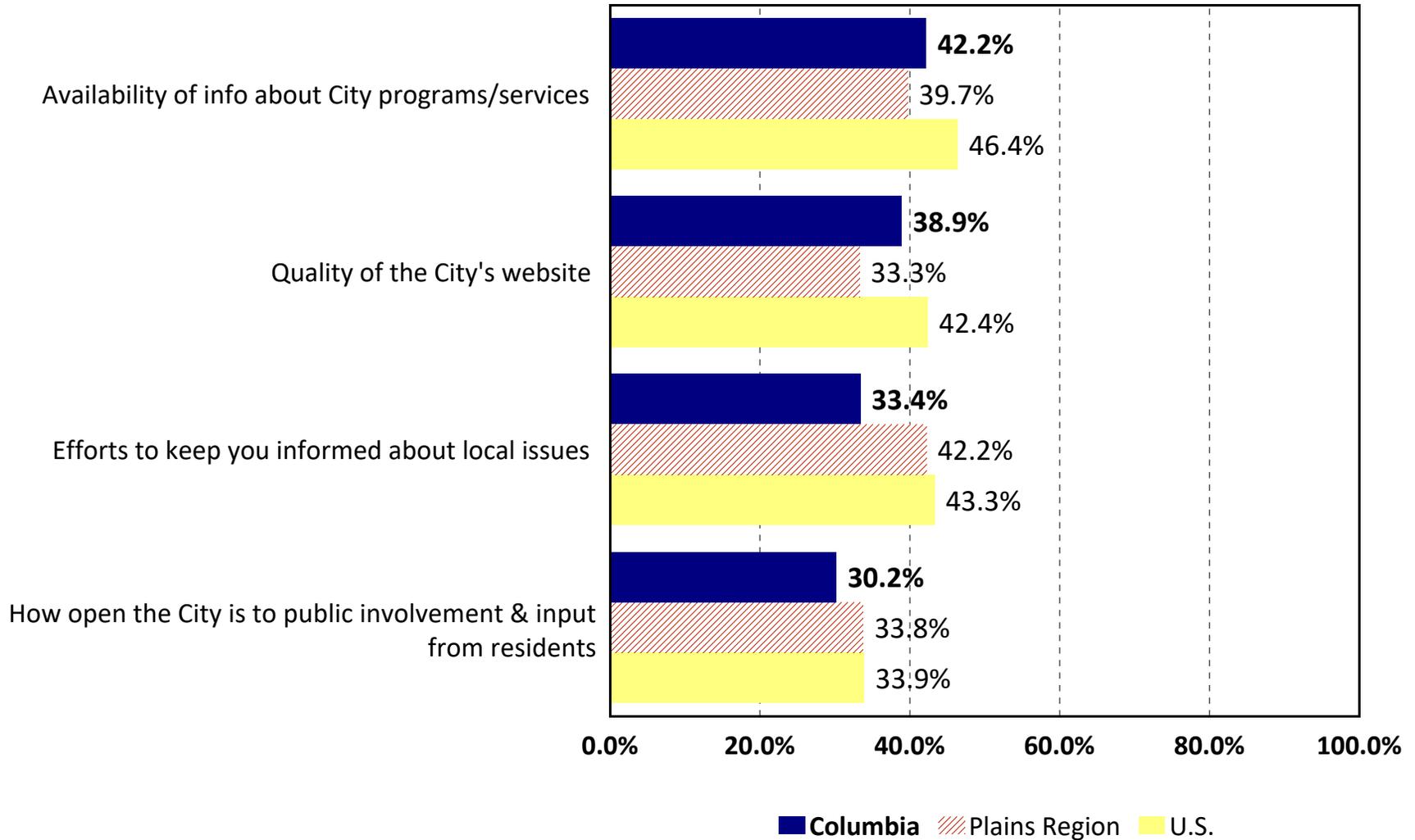
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



City Communication

Columbia vs. Plains Region vs. U.S.

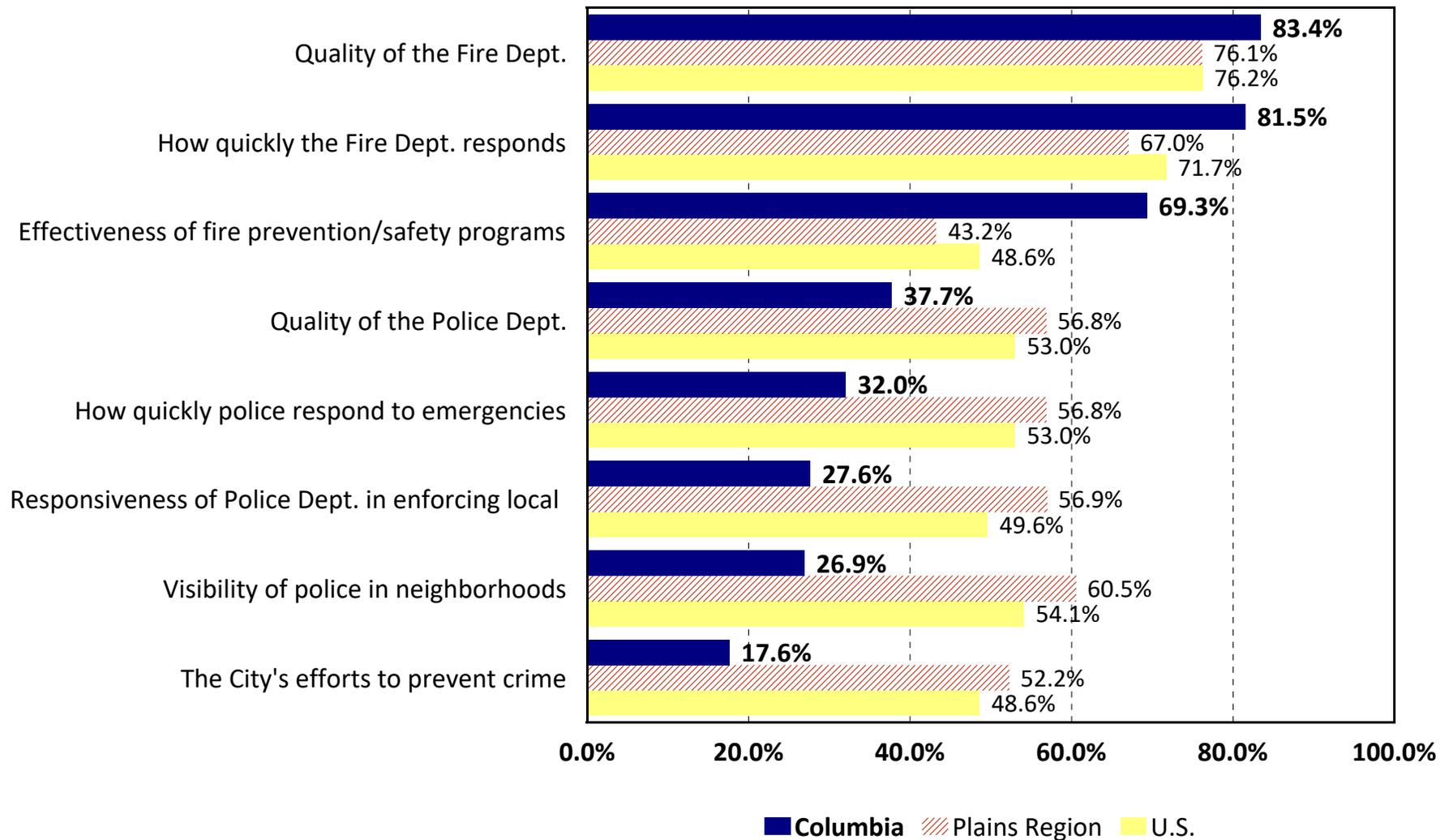
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
 where 5 was "very satisfied" and 1 was "very dissatisfied"



Public Safety Services

City Columbia vs. Plains Region vs. U.S.

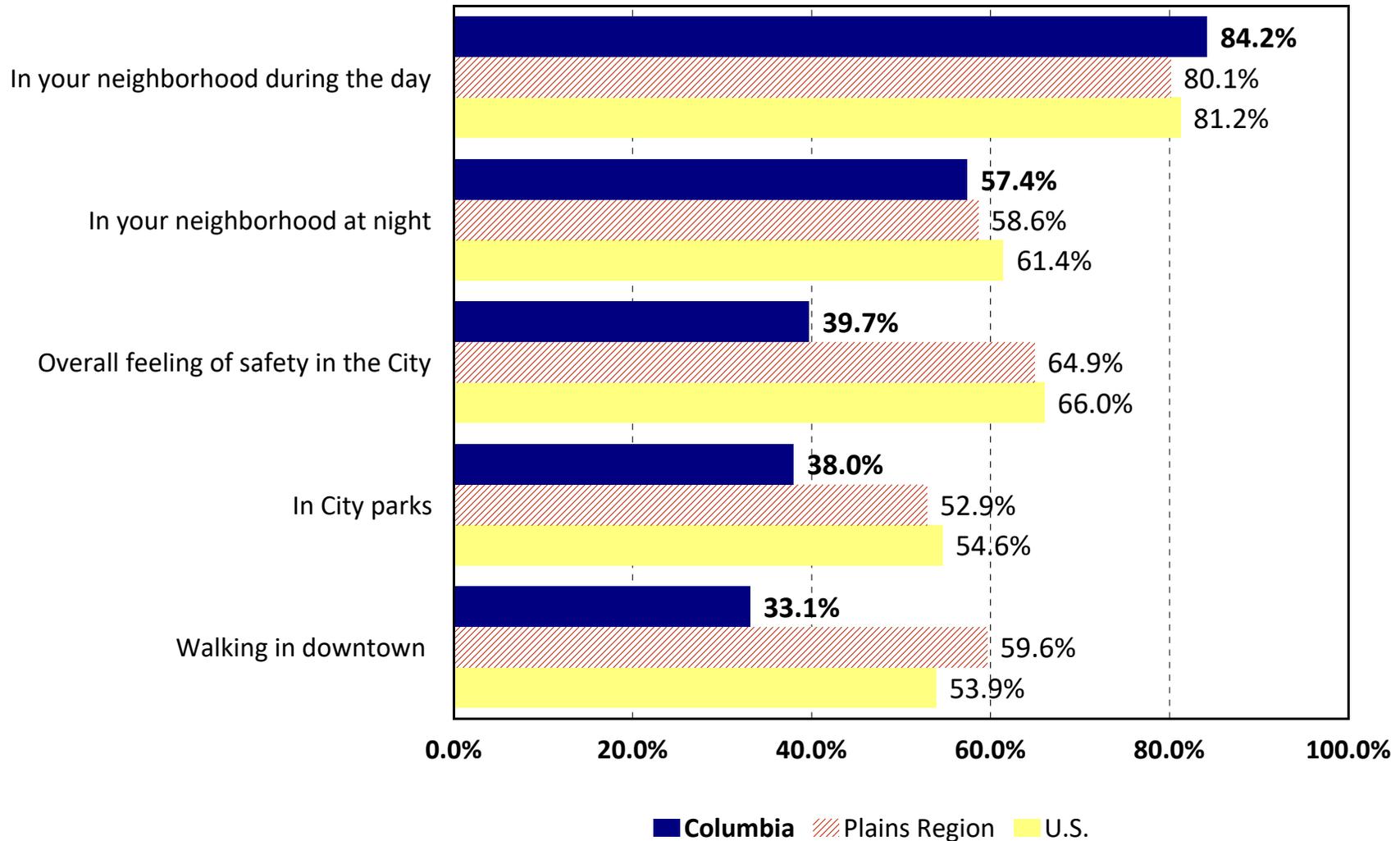
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Perceptions of Safety

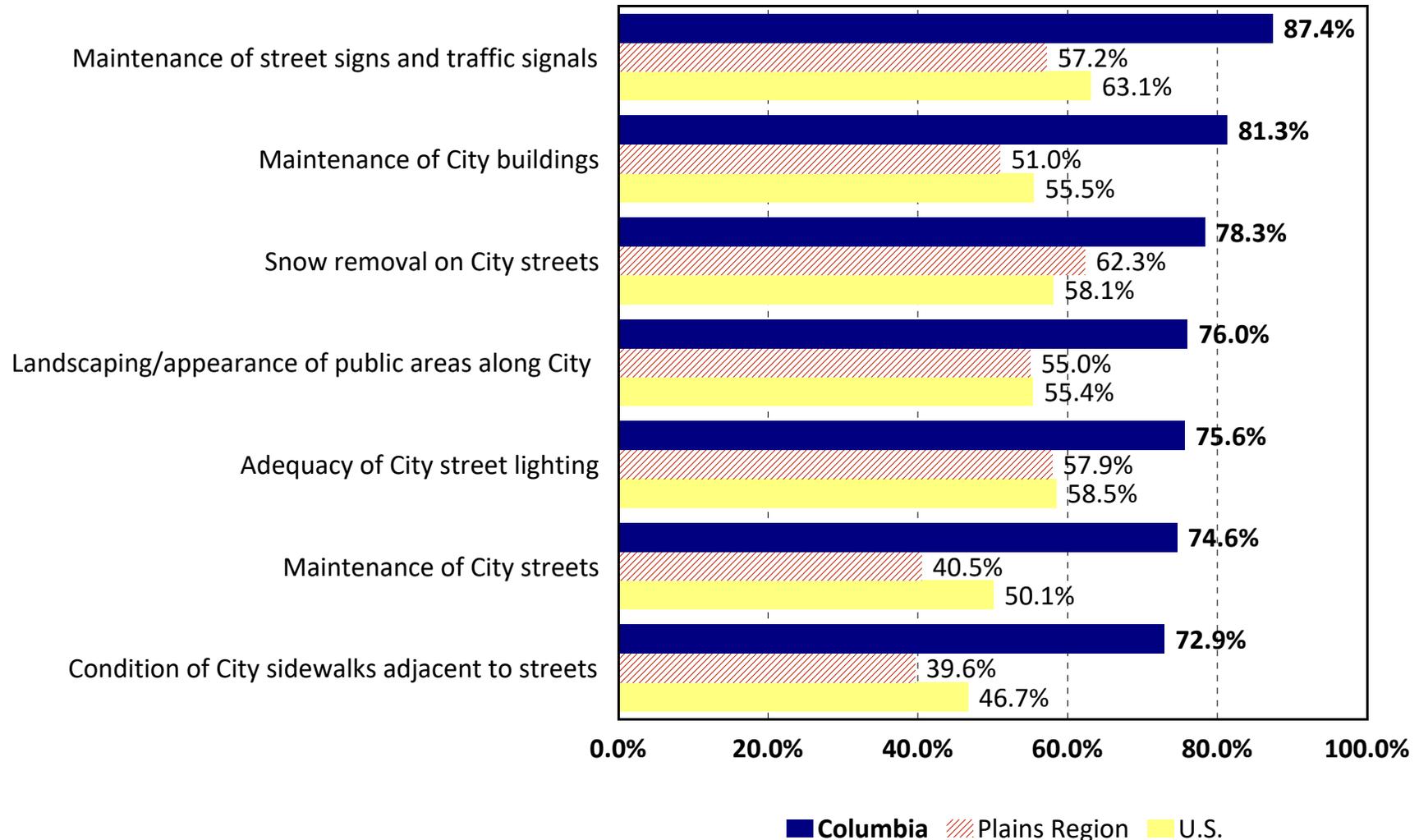
Columbia vs. Plains Region vs. U.S.

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"



City Maintenance/Public Works Columbia vs. Plains Region vs. U.S.

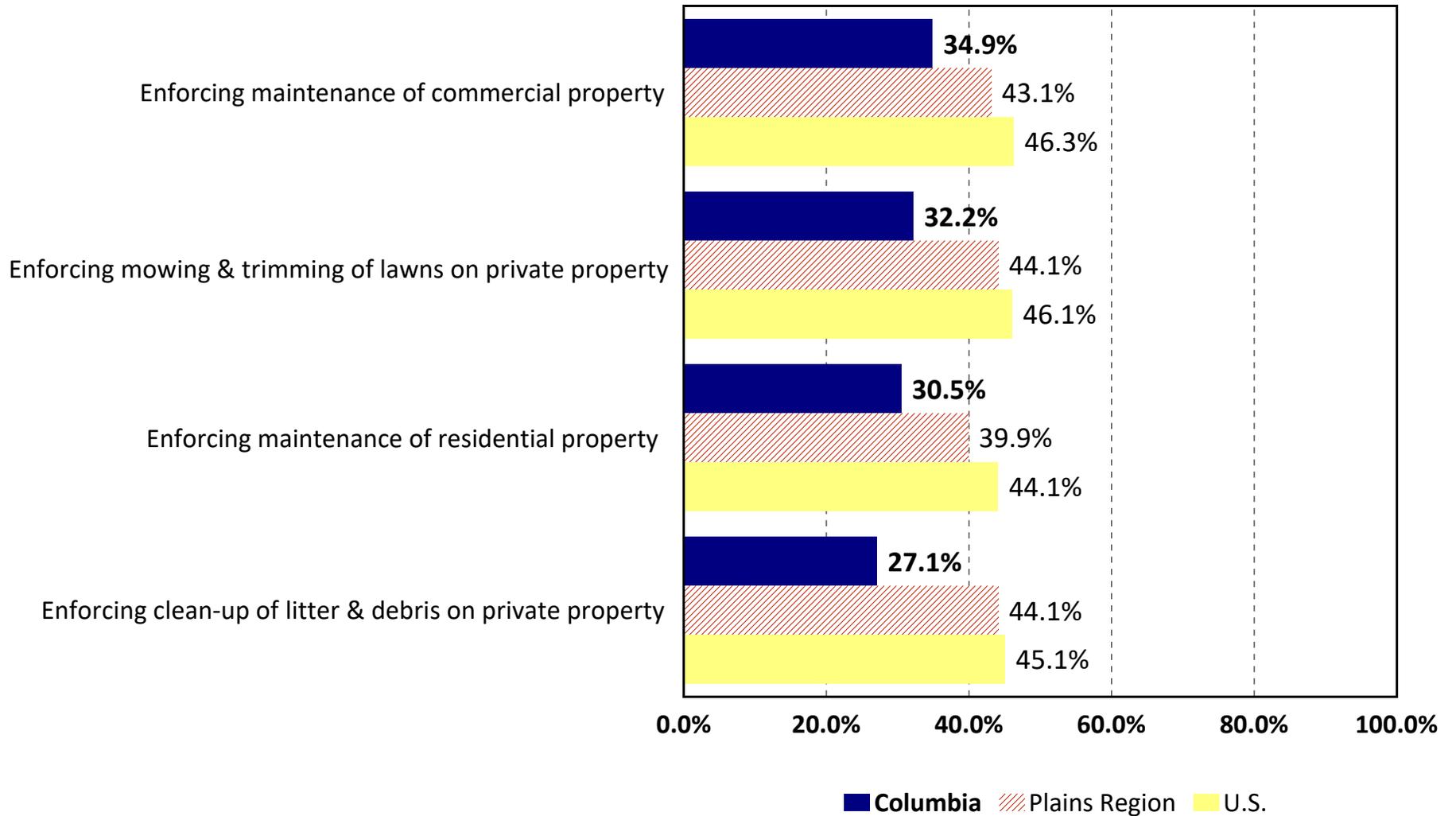
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Enforcement of Property Maintenance Codes

Columbia vs. Plains Region vs. 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"





3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders 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 (I-S) 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.

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. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). The "don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major categories of City services that should receive the most emphasis over the next two years. More than half (53.4%) of the respondent households selected "*quality of police and fire services*" as one of the City services that should receive the most emphasis over the next two years.

With regard to satisfaction, 48.1% of respondents surveyed rated "*quality of police and fire services*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 53.4% was multiplied by 51.9% (1-0.481). This calculation yielded an I-S rating of 0.2771, which ranked second out of fourteen categories of City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

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

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Columbia are provided on the following pages.

Importance-Satisfaction Rating

City of Columbia, MO

Major City Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Quality of City streets	44%	2	29%	14	0.3147	1
Quality of police and fire services	53%	1	48%	8	0.2771	2
High Priority (IS .10-.20)						
Enforcement of City codes and ordinances	27%	3	30%	13	0.1876	3
Quality of City parks & rec programs/facilities	17%	9	66%	1	0.1509	4
Effectiveness of communication with the public	21%	4	34%	12	0.1417	5
Quality of City services	20%	7	45%	10	0.1069	6
Quality of the City's water services	20%	6	50%	7	0.1001	7
Medium Priority (IS <.10)						
Quality of health and human services	21%	5	53%	5	0.0970	8
Quality of the City's solid waste services	18%	8	53%	6	0.0869	9
Quality of City's stormwater runoff/mgmt. system	9%	10	43%	11	0.0515	10
Quality of the City's electric services	8%	11	58%	2	0.0341	11
Quality of the City's sewer system	6%	12	47%	9	0.0326	12
Quality of customer service from City employees	4%	13	58%	3	0.0184	13
Maintenance of City buildings and facilities	3%	14	56%	4	0.0129	14

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 services 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 each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Columbia, MO

Public Safety

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
The City's efforts to prevent crime	68%	1	18%	12	0.5611	1
Visibility of police downtown	33%	3	29%	9	0.2301	2
Quality of the City of Columbia Police Dept.	33%	2	38%	7	0.2050	3
How quickly police respond to emergencies	30%	4	32%	8	0.2033	4
Visibility of police in my neighborhood	28%	5	27%	11	0.2010	5
High Priority (IS .10-.20)						
Responsiveness of Police Dept. in enforcing local traffic laws	19%	7	28%	10	0.1390	6
Police Dept. engagement within the community	18%	8	41%	5	0.1081	7
Medium Priority (IS <.10)						
Treatment of citizens by the Columbia Police Dept.	21%	6	56%	4	0.0915	8
Treatment/fairness of the City's municipal court	12%	9	38%	6	0.0728	9
Effectiveness of fire prevention/safety programs	4%	12	69%	3	0.0120	10
How quickly the Fire Dept. responds	5%	10	82%	2	0.0098	11
Quality of the City of Columbia Fire Dept.	5%	11	83%	1	0.0076	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 services 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 each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Columbia, MO

City Maintenance/Public Works

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of City streets	65%	1	31%	8	0.4491	1
Condition of City sidewalks adjacent to streets	43%	2	31%	9	0.2962	2
Snow removal on City streets	41%	3	46%	4	0.2176	3
High Priority (IS .10-.20)						
Adequacy of residential street lighting	29%	4	44%	7	0.1652	4
Landscaping/appearance of public areas along City streets	27%	5	45%	5	0.1496	5
Adequacy of City street lighting	26%	6	44%	6	0.1439	6
Medium Priority (IS <.10)						
Maintenance of street signs and traffic signals	25%	7	66%	1	0.0828	7
Satisfaction with tree trimming/replacement program	10%	8	50%	3	0.0480	8
Maintenance of City buildings	6%	9	65%	2	0.0202	9

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services 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 each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Columbia, MO

Parks and Recreation

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
City's youth and teen programs	29%	3	39%	12	0.1766	1
Adult and senior citizen programs	28%	4	46%	10	0.1495	2
Maintenance of City parks	47%	1	70%	4	0.1427	3
City's aquatic facilities	21%	5	46%	11	0.1123	4
Medium Priority (IS <.10)						
Fees charged for recreation programs & services	19%	7	50%	9	0.0944	5
Quality of walking and biking trails	31%	2	73%	3	0.0829	6
Availability of info about City parks & recreation programs	20%	6	65%	5	0.0688	7
City's fitness programs	10%	10	52%	8	0.0495	8
Quality of outdoor athletic facilities	12%	9	65%	6	0.0427	9
Number of walking and biking trails	16%	8	80%	1	0.0333	10
Number of outdoor athletic facilities	9%	11	65%	7	0.0329	11
How close neighborhood parks are to home	8%	12	76%	2	0.0196	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 services 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 each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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4

Tabular Data

Q1. Quality of Life and Perceptions of the City. Please rate Columbia on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following.

(N=855)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	17.2%	43.7%	15.1%	15.8%	7.6%	0.6%
Q1-2. As a place to raise a family	16.8%	35.1%	15.9%	17.3%	9.5%	5.4%
Q1-3. As a place to work	17.1%	44.9%	23.7%	9.2%	1.6%	3.4%
Q1-4. As a place where you would buy a home	17.2%	35.8%	18.9%	15.4%	10.6%	2.0%
Q1-5. As a place to retire	15.6%	26.5%	20.5%	14.5%	16.8%	6.1%
Q1-6. As a place to open a business	8.4%	23.3%	26.2%	13.2%	9.9%	18.9%
Q1-7. As a place to educate children	15.1%	28.0%	16.7%	19.1%	16.4%	4.8%
Q1-8. As a place where residents support each other	10.3%	32.0%	31.0%	16.0%	7.8%	2.8%
Q1-9. Overall value that you receive for your City taxes & fees	8.2%	22.9%	21.9%	18.9%	26.1%	2.0%
Q1-10. Overall image of City	9.8%	31.7%	17.4%	18.6%	21.4%	1.1%
Q1-11. Overall quality of life in Columbia	14.5%	37.7%	20.6%	18.6%	7.8%	0.8%
Q1-12. Overall appearance of City	7.5%	32.4%	18.8%	17.4%	23.4%	0.5%

WITHOUT "DON'T KNOW"**Q1. Quality of Life and Perceptions of the City. Please rate Columbia on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following. (without "don't know")**

(N=855)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	17.3%	44.0%	15.2%	15.9%	7.6%
Q1-2. As a place to raise a family	17.8%	37.1%	16.8%	18.3%	10.0%
Q1-3. As a place to work	17.7%	46.5%	24.6%	9.6%	1.7%
Q1-4. As a place where you would buy a home	17.5%	36.5%	19.3%	15.8%	10.9%
Q1-5. As a place to retire	16.6%	28.3%	21.8%	15.4%	17.9%
Q1-6. As a place to open a business	10.4%	28.7%	32.3%	16.3%	12.3%
Q1-7. As a place to educate children	15.8%	29.4%	17.6%	20.0%	17.2%
Q1-8. As a place where residents support each other	10.6%	33.0%	31.9%	16.5%	8.1%
Q1-9. Overall value that you receive for your City taxes & fees	8.4%	23.4%	22.3%	19.3%	26.6%
Q1-10. Overall image of City	9.9%	32.0%	17.6%	18.8%	21.6%
Q1-11. Overall quality of life in Columbia	14.6%	38.0%	20.8%	18.8%	7.9%
Q1-12. Overall appearance of City	7.5%	32.5%	18.9%	17.5%	23.5%

Q2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of City services	8.8%	35.4%	27.6%	19.4%	6.7%	2.1%
Q2-2. Overall quality of police & fire services	13.5%	32.7%	23.6%	19.1%	7.3%	3.9%
Q2-3. Overall quality of City parks & recreation programs & facilities	27.7%	37.7%	16.6%	9.6%	7.1%	1.3%
Q2-4. Overall quality of health & human services	14.0%	33.7%	25.1%	11.8%	6.0%	9.4%
Q2-5. Overall maintenance of City buildings & facilities	11.6%	39.9%	31.1%	8.1%	2.1%	7.3%
Q2-6. Overall quality of City's water services	9.8%	37.7%	24.1%	16.0%	8.0%	4.4%
Q2-7. Overall enforcement of City codes & ordinances	4.2%	22.8%	28.2%	20.0%	15.1%	9.7%
Q2-8. Overall quality of customer service you receive from City employees	14.5%	38.8%	25.8%	8.7%	3.9%	8.3%
Q2-9. Overall effectiveness of City communication with the public	7.7%	24.8%	27.0%	20.2%	16.3%	4.0%
Q2-10. Overall quality of City's stormwater runoff/stormwater management system	6.7%	31.1%	31.6%	13.9%	3.9%	12.9%
Q2-11. Overall quality of City's sewer system	7.3%	34.9%	32.3%	11.2%	3.3%	11.1%
Q2-12. Overall quality of City's electric services	11.7%	41.8%	27.4%	8.3%	2.5%	8.4%
Q2-13. Overall quality of City streets	2.8%	25.7%	24.0%	33.7%	12.7%	1.1%

Q2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-14. Overall quality of City's solid waste services (trash/recycling/yard waste)	14.2%	37.0%	20.8%	17.2%	8.2%	2.7%

WITHOUT "DON'T KNOW"**Q2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of City services	9.0%	36.2%	28.2%	19.8%	6.8%
Q2-2. Overall quality of police & fire services	14.0%	34.1%	24.6%	19.8%	7.5%
Q2-3. Overall quality of City parks & recreation programs & facilities	28.1%	38.2%	16.8%	9.7%	7.2%
Q2-4. Overall quality of health & human services	15.5%	37.2%	27.7%	13.0%	6.6%
Q2-5. Overall maintenance of City buildings & facilities	12.5%	43.0%	33.5%	8.7%	2.3%
Q2-6. Overall quality of City's water services	10.3%	39.4%	25.2%	16.8%	8.3%
Q2-7. Overall enforcement of City codes & ordinances	4.7%	25.3%	31.2%	22.2%	16.7%
Q2-8. Overall quality of customer service you receive from City employees	15.8%	42.3%	28.2%	9.4%	4.2%
Q2-9. Overall effectiveness of City communication with the public	8.0%	25.8%	28.1%	21.1%	16.9%
Q2-10. Overall quality of City's stormwater runoff/ stormwater management system	7.7%	35.7%	36.2%	16.0%	4.4%
Q2-11. Overall quality of City's sewer system	8.2%	39.2%	36.3%	12.6%	3.7%
Q2-12. Overall quality of City's electric services	12.8%	45.6%	29.9%	9.1%	2.7%
Q2-13. Overall quality of City streets	2.8%	26.0%	24.2%	34.0%	12.9%

WITHOUT "DON'T KNOW"

Q2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-14. Overall quality of City's solid waste services (trash/recycling/yard waste)	14.5%	38.0%	21.4%	17.7%	8.4%

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. Top choice	Number	Percent
Overall quality of City services	55	6.4 %
Overall quality of police & fire services	282	33.0 %
Overall quality of City parks & recreation programs & facilities	38	4.4 %
Overall quality of health & human services	56	6.5 %
Overall maintenance of City buildings & facilities	2	0.2 %
Overall quality of City's water services	52	6.1 %
Overall enforcement of City codes & ordinances	71	8.3 %
Overall quality of customer service you receive from City employees	3	0.4 %
Overall effectiveness of City communication with the public	32	3.7 %
Overall quality of City's stormwater runoff/stormwater management system	9	1.1 %
Overall quality of City's sewer system	13	1.5 %
Overall quality of City's electric services	17	2.0 %
Overall quality of City streets	128	15.0 %
Overall quality of City's solid waste services (trash/recycling/yard waste)	37	4.3 %
None chosen	60	7.0 %
Total	855	100.0 %

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. 2nd choice	Number	Percent
Overall quality of City services	45	5.3 %
Overall quality of police & fire services	105	12.3 %
Overall quality of City parks & recreation programs & facilities	56	6.5 %
Overall quality of health & human services	71	8.3 %
Overall maintenance of City buildings & facilities	9	1.1 %
Overall quality of City's water services	59	6.9 %
Overall enforcement of City codes & ordinances	86	10.1 %
Overall quality of customer service you receive from City employees	18	2.1 %
Overall effectiveness of City communication with the public	65	7.6 %
Overall quality of City's stormwater runoff/stormwater management system	37	4.3 %
Overall quality of City's sewer system	21	2.5 %
Overall quality of City's electric services	19	2.2 %
Overall quality of City streets	139	16.3 %
Overall quality of City's solid waste services (trash/recycling/yard waste)	48	5.6 %
None chosen	77	9.0 %
Total	855	100.0 %

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. 3rd choice	Number	Percent
Overall quality of City services	67	7.8 %
Overall quality of police & fire services	69	8.1 %
Overall quality of City parks & recreation programs & facilities	49	5.7 %
Overall quality of health & human services	49	5.7 %
Overall maintenance of City buildings & facilities	14	1.6 %
Overall quality of City's water services	59	6.9 %
Overall enforcement of City codes & ordinances	72	8.4 %
Overall quality of customer service you receive from City employees	16	1.9 %
Overall effectiveness of City communication with the public	86	10.1 %
Overall quality of City's stormwater runoff/stormwater management system	32	3.7 %
Overall quality of City's sewer system	19	2.2 %
Overall quality of City's electric services	34	4.0 %
Overall quality of City streets	110	12.9 %
Overall quality of City's solid waste services (trash/recycling/yard waste)	72	8.4 %
None chosen	107	12.5 %
Total	855	100.0 %

SUM OF TOP 3 CHOICES"

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q3. Sum of top 3 choices	Number	Percent
Overall quality of City services	167	19.5 %
Overall quality of police & fire services	456	53.3 %
Overall quality of City parks & recreation programs & facilities	143	16.7 %
Overall quality of health & human services	176	20.6 %
Overall maintenance of City buildings & facilities	25	2.9 %
Overall quality of City's water services	170	19.9 %
Overall enforcement of City codes & ordinances	229	26.8 %
Overall quality of customer service you receive from City employees	37	4.3 %
Overall effectiveness of City communication with the public	183	21.4 %
Overall quality of City's stormwater runoff/stormwater management system	78	9.1 %
Overall quality of City's sewer system	53	6.2 %
Overall quality of City's electric services	70	8.2 %
Overall quality of City streets	377	44.1 %
Overall quality of City's solid waste services (trash/recycling/yard waste)	157	18.4 %
None chosen	60	7.0 %
Total	2381	

Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q4. Top choice</u>	<u>Number</u>	<u>Percent</u>
Increase quality & quantity of housing options	140	16.4 %
Increase Downtown development	12	1.4 %
Attract more industry & related jobs	65	7.6 %
Maintain & improve streets & sidewalks	88	10.3 %
Increase number of police	339	39.6 %
Provide housing & services to the unhoused	81	9.5 %
Increase environmental sustainability	18	2.1 %
Increased activities for youth	4	0.5 %
Maintain & improve park & recreation facilities	17	2.0 %
Improve public transportation	27	3.2 %
Improve water quality	31	3.6 %
Increase social services	12	1.4 %
Other	15	1.8 %
None chosen	6	0.7 %
Total	855	100.0 %

Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q4. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Increase quality & quantity of housing options	64	7.5 %
Increase Downtown development	24	2.8 %
Attract more industry & related jobs	93	10.9 %
Maintain & improve streets & sidewalks	155	18.1 %
Increase number of police	119	13.9 %
Provide housing & services to the unhoused	94	11.0 %
Increase environmental sustainability	42	4.9 %
Increased activities for youth	36	4.2 %
Maintain & improve park & recreation facilities	39	4.6 %
Improve public transportation	62	7.3 %
Improve water quality	58	6.8 %
Increase social services	36	4.2 %
Other	15	1.8 %
None chosen	18	2.1 %
Total	855	100.0 %

Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q4. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Increase quality & quantity of housing options	57	6.7 %
Increase Downtown development	28	3.3 %
Attract more industry & related jobs	84	9.8 %
Maintain & improve streets & sidewalks	126	14.7 %
Increase number of police	52	6.1 %
Provide housing & services to the unhoused	70	8.2 %
Increase environmental sustainability	47	5.5 %
Increased activities for youth	59	6.9 %
Maintain & improve park & recreation facilities	58	6.8 %
Improve public transportation	68	8.0 %
Improve water quality	81	9.5 %
Increase social services	65	7.6 %
Other	22	2.6 %
None chosen	38	4.4 %
Total	855	100.0 %

Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q4. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Increase quality & quantity of housing options	63	7.4 %
Increase Downtown development	45	5.3 %
Attract more industry & related jobs	74	8.7 %
Maintain & improve streets & sidewalks	85	9.9 %
Increase number of police	35	4.1 %
Provide housing & services to the unhoused	55	6.4 %
Increase environmental sustainability	40	4.7 %
Increased activities for youth	56	6.5 %
Maintain & improve park & recreation facilities	52	6.1 %
Improve public transportation	63	7.4 %
Improve water quality	66	7.7 %
Increase social services	71	8.3 %
Other	52	6.1 %
None chosen	98	11.5 %
Total	855	100.0 %

SUM OF TOP 4 CHOICES**Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)**

<u>Q4. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Increase quality & quantity of housing options	324	37.9 %
Increase Downtown development	109	12.7 %
Attract more industry & related jobs	316	37.0 %
Maintain & improve streets & sidewalks	454	53.1 %
Increase number of police	545	63.7 %
Provide housing & services to the unhoused	300	35.1 %
Increase environmental sustainability	147	17.2 %
Increased activities for youth	155	18.1 %
Maintain & improve park & recreation facilities	166	19.4 %
Improve public transportation	220	25.7 %
Improve water quality	236	27.6 %
Increase social services	184	21.5 %
Other	104	12.2 %
<u>None chosen</u>	<u>6</u>	<u>0.7 %</u>
Total	3266	

Q5. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your experience.

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall satisfaction with customer service provided by City employees	15.8%	37.9%	24.4%	6.5%	2.3%	13.0%
Q5-2. How easy the department was to contact	12.7%	32.5%	27.7%	9.7%	3.2%	14.2%
Q5-3. How courteously you were treated	20.8%	37.1%	21.6%	4.1%	1.9%	14.5%
Q5-4. Technical competence & knowledge of City employees who assisted you	15.0%	36.1%	25.6%	5.0%	1.6%	16.6%
Q5-5. Timeliness of City employees resolving your issue	15.0%	31.5%	25.0%	8.3%	4.2%	16.0%

WITHOUT "DON'T KNOW"

Q5. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your experience. (without "don't know")

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall satisfaction with customer service provided by City employees	18.1%	43.5%	28.1%	7.5%	2.7%
Q5-2. How easy the department was to contact	14.9%	37.9%	32.3%	11.3%	3.7%
Q5-3. How courteously you were treated	24.4%	43.4%	25.3%	4.8%	2.2%
Q5-4. Technical competence & knowledge of City employees who assisted you	18.0%	43.3%	30.7%	6.0%	2.0%
Q5-5. Timeliness of City employees resolving your issue	17.8%	37.5%	29.8%	9.9%	5.0%

Q6. City Communication. Please indicate which forms of communication are your preferred methods to receive information from the City.

Q6. Top choice	Number	Percent
City newsletter	145	17.0 %
Direct mailers	160	18.7 %
Social media posts	188	22.0 %
Temporary signage	14	1.6 %
City website	81	9.5 %
eNotifications	141	16.5 %
Newspapers	26	3.0 %
Radio	19	2.2 %
TV	61	7.1 %
None chosen	20	2.3 %
Total	855	100.0 %

Q6. City Communication. Please indicate which forms of communication are your preferred methods to receive information from the City.

Q6. 2nd choice	Number	Percent
City newsletter	101	11.8 %
Direct mailers	128	15.0 %
Social media posts	132	15.4 %
Temporary signage	31	3.6 %
City website	99	11.6 %
eNotifications	148	17.3 %
Newspapers	29	3.4 %
Radio	62	7.3 %
TV	95	11.1 %
None chosen	30	3.5 %
Total	855	100.0 %

SUM OF TOP 2 CHOICES

Q6. City Communication. Please indicate which forms of communication are your preferred methods to receive information from the City. (top 2)

Q6. Sum of top 2 choices	Number	Percent
City newsletter	246	28.8 %
Direct mailers	288	33.7 %
Social media posts	320	37.4 %
Temporary signage	45	5.3 %
City website	180	21.1 %
eNotifications	289	33.8 %
Newspapers	55	6.4 %
Radio	81	9.5 %
TV	156	18.2 %
None chosen	20	2.3 %
Total	1680	

Q7. Please rate your satisfaction with each of the following aspects of City Communication.

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Availability of information about City programs & services	7.1%	32.3%	35.3%	14.5%	4.1%	6.7%
Q7-2. City's efforts to keep you informed about local issues	6.0%	26.0%	28.4%	22.7%	12.5%	4.4%
Q7-3. How open City is to public involvement & input from residents	6.9%	20.6%	22.2%	21.2%	20.4%	8.8%
Q7-4. Quality of City's website	5.1%	28.4%	37.5%	11.9%	3.3%	13.7%
Q7-5. How well City communicates notices of public meetings	6.1%	25.5%	34.6%	15.3%	7.5%	11.0%
Q7-6. How well City's communications meet your needs	4.9%	24.4%	37.9%	16.1%	9.1%	7.5%

WITHOUT "DON'T KNOW"**Q7. Please rate your satisfaction with each of the following aspects of City Communication. (without "don't know")**

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Availability of information about City programs & services	7.6%	34.6%	37.8%	15.5%	4.4%
Q7-2. City's efforts to keep you informed about local issues	6.2%	27.2%	29.7%	23.7%	13.1%
Q7-3. How open City is to public involvement & input from residents	7.6%	22.6%	24.4%	23.2%	22.3%
Q7-4. Quality of City's website	6.0%	32.9%	43.5%	13.8%	3.8%
Q7-5. How well City communicates notices of public meetings	6.8%	28.6%	38.9%	17.2%	8.4%
Q7-6. How well City's communications meet your needs	5.3%	26.4%	41.0%	17.4%	9.9%

Q8. Do you agree with the following statement? "City government is a trusted source of information."

Q8. City government is a trusted source of information	Number	Percent
Yes	331	38.7 %
No	363	42.5 %
Don't know	161	18.8 %
Total	855	100.0 %

WITHOUT "DON'T KNOW"

Q8. Do you agree with the following statement? "City government is a trusted source of information." (without "don't know")

Q8. City government is a trusted source of information	Number	Percent
Yes	331	47.7 %
No	363	52.3 %
Total	694	100.0 %

Q9. Do you agree with the following statement? "When interacting with the City, I receive the information I need and am treated with respect."

Q9. When interacting with City, I receive the information I need & am treated with respect	Number	Percent
Yes	467	54.6 %
No	142	16.6 %
Don't know	246	28.8 %
Total	855	100.0 %

WITHOUT "DON'T KNOW"

Q9. Do you agree with the following statement? "When interacting with the City, I receive the information I need and am treated with respect." (without "don't know")

Q9. When interacting with City, I receive the information I need & am treated with respect	Number	Percent
Yes	467	76.7 %
No	142	23.3 %
Total	609	100.0 %

Q10. Public Safety. Please rate your satisfaction with the quality of the following.

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Visibility of police in my neighborhood	4.4%	21.5%	32.4%	24.3%	13.7%	3.6%
Q10-2. Visibility of police downtown	4.0%	22.0%	24.9%	23.5%	14.7%	10.9%
Q10-3. City's efforts to prevent crime	2.5%	14.0%	18.8%	24.6%	33.6%	6.5%
Q10-4. How quickly police respond to emergencies	4.3%	20.8%	25.6%	14.9%	13.0%	21.4%
Q10-5. Overall quality of City of Columbia Police Department	6.3%	28.2%	28.8%	18.0%	10.2%	8.5%
Q10-6. Overall treatment of citizens by Columbia Police Department	13.7%	35.2%	22.7%	10.1%	6.0%	12.4%
Q10-7. Responsiveness of Police Department in enforcing local traffic laws	4.4%	19.6%	26.1%	19.5%	17.5%	12.7%
Q10-8. Police Department engagement within the community	6.1%	28.8%	32.0%	12.7%	6.2%	14.2%
Q10-9. Overall quality of City of Columbia Fire Department	26.5%	46.4%	12.7%	0.8%	0.9%	12.5%
Q10-10. Effectiveness of fire prevention/safety programs	17.3%	36.3%	21.2%	1.6%	0.9%	22.7%
Q10-11. How quickly Fire Department responds	25.3%	38.1%	12.9%	0.8%	0.7%	22.2%
Q10-12. Treatment/fairness of City's municipal court	5.7%	17.2%	28.3%	3.6%	5.0%	40.1%

WITHOUT "DON'T KNOW"**Q10. Public Safety. Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Visibility of police in my neighborhood	4.6%	22.3%	33.6%	25.2%	14.2%
Q10-2. Visibility of police downtown	4.5%	24.7%	28.0%	26.4%	16.5%
Q10-3. City's efforts to prevent crime	2.6%	15.0%	20.2%	26.3%	35.9%
Q10-4. How quickly police respond to emergencies	5.5%	26.5%	32.6%	18.9%	16.5%
Q10-5. Overall quality of City of Columbia Police Department	6.9%	30.8%	31.5%	19.7%	11.1%
Q10-6. Overall treatment of citizens by Columbia Police Department	15.6%	40.2%	25.9%	11.5%	6.8%
Q10-7. Responsiveness of Police Department in enforcing local traffic laws	5.1%	22.5%	29.9%	22.4%	20.1%
Q10-8. Police Department engagement within the community	7.1%	33.5%	37.3%	14.9%	7.2%
Q10-9. Overall quality of City of Columbia Fire Department	30.3%	53.1%	14.6%	0.9%	1.1%
Q10-10. Effectiveness of fire prevention/safety programs	22.4%	46.9%	27.4%	2.1%	1.2%
Q10-11. How quickly Fire Department responds	32.5%	49.0%	16.5%	1.1%	0.9%
Q10-12. Treatment/fairness of City's municipal court	9.6%	28.7%	47.3%	6.1%	8.4%

Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in my neighborhood	84	9.8 %
Visibility of police downtown	82	9.6 %
City's efforts to prevent crime	387	45.3 %
How quickly police respond to emergencies	45	5.3 %
Overall quality of City of Columbia Police Department	59	6.9 %
Overall treatment of citizens by Columbia Police Department	67	7.8 %
Responsiveness of Police Department in enforcing local traffic laws	40	4.7 %
Police Department engagement within the community	24	2.8 %
Overall quality of City of Columbia Fire Department	4	0.5 %
Effectiveness of fire prevention/safety programs	2	0.2 %
How quickly Fire Department responds	4	0.5 %
Treatment/fairness of City's municipal court	13	1.5 %
None chosen	44	5.1 %
Total	855	100.0 %

Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in my neighborhood	74	8.7 %
Visibility of police downtown	102	11.9 %
City's efforts to prevent crime	120	14.0 %
How quickly police respond to emergencies	108	12.6 %
Overall quality of City of Columbia Police Department	116	13.6 %
Overall treatment of citizens by Columbia Police Department	59	6.9 %
Responsiveness of Police Department in enforcing local traffic laws	66	7.7 %
Police Department engagement within the community	65	7.6 %
Overall quality of City of Columbia Fire Department	12	1.4 %
Effectiveness of fire prevention/safety programs	15	1.8 %
How quickly Fire Department responds	19	2.2 %
Treatment/fairness of City's municipal court	35	4.1 %
None chosen	64	7.5 %
Total	855	100.0 %

Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in my neighborhood	77	9.0 %
Visibility of police downtown	94	11.0 %
City's efforts to prevent crime	75	8.8 %
How quickly police respond to emergencies	103	12.0 %
Overall quality of City of Columbia Police Department	106	12.4 %
Overall treatment of citizens by Columbia Police Department	51	6.0 %
Responsiveness of Police Department in enforcing local traffic laws	58	6.8 %
Police Department engagement within the community	67	7.8 %
Overall quality of City of Columbia Fire Department	23	2.7 %
Effectiveness of fire prevention/safety programs	16	1.9 %
How quickly Fire Department responds	22	2.6 %
Treatment/fairness of City's municipal court	53	6.2 %
None chosen	110	12.9 %
Total	855	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in my neighborhood	235	27.5 %
Visibility of police downtown	278	32.5 %
City's efforts to prevent crime	582	68.1 %
How quickly police respond to emergencies	256	29.9 %
Overall quality of City of Columbia Police Department	281	32.9 %
Overall treatment of citizens by Columbia Police Department	177	20.7 %
Responsiveness of Police Department in enforcing local traffic laws	164	19.2 %
Police Department engagement within the community	156	18.2 %
Overall quality of City of Columbia Fire Department	39	4.6 %
Effectiveness of fire prevention/safety programs	33	3.9 %
How quickly Fire Department responds	45	5.3 %
Treatment/fairness of City's municipal court	101	11.8 %
None chosen	44	5.1 %
Total	2391	

Q12. Perceptions of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=855)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q12-1. In your neighborhood during the day	43.2%	40.2%	10.2%	3.6%	1.9%	0.9%
Q12-2. In your neighborhood at night	20.2%	36.5%	21.4%	15.3%	5.4%	1.2%
Q12-3. Walking in downtown Columbia	6.2%	25.4%	19.1%	24.7%	20.2%	4.4%
Q12-4. In City parks	7.3%	29.0%	23.3%	19.9%	15.9%	4.7%
Q12-5. Overall feeling of safety in Columbia	8.1%	31.3%	21.6%	26.9%	11.3%	0.7%

WITHOUT "DON'T KNOW"

Q12. Perceptions of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=855)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q12-1. In your neighborhood during the day	43.6%	40.6%	10.3%	3.7%	1.9%
Q12-2. In your neighborhood at night	20.5%	36.9%	21.7%	15.5%	5.4%
Q12-3. Walking in downtown Columbia	6.5%	26.6%	20.0%	25.8%	21.2%
Q12-4. In City parks	7.6%	30.4%	24.4%	20.9%	16.7%
Q12-5. Overall feeling of safety in Columbia	8.1%	31.6%	21.8%	27.1%	11.4%

Q13. How supportive are you of the City utilizing the following technology for public safety?

(N=855)

	Very supportive	Somewhat supportive	Neutral	Somewhat unsupportive	Very unsupportive	Don't know
Q13-1. Public space cameras	42.6%	26.4%	10.9%	7.4%	9.7%	3.0%
Q13-2. License plate reader technology	39.3%	18.8%	14.2%	9.1%	14.4%	4.2%
Q13-3. Gunshot detection technology	53.9%	20.4%	10.3%	2.8%	4.7%	8.0%
Q13-4. Drone surveillance	28.5%	20.0%	13.6%	11.2%	21.8%	4.9%

WITHOUT "DON'T KNOW"

Q13. How supportive are you of the City utilizing the following technology for public safety? (without "don't know")

(N=855)

	Very supportive	Somewhat supportive	Neutral	Somewhat unsupportive	Very unsupportive
Q13-1. Public space cameras	43.9%	27.3%	11.2%	7.6%	10.0%
Q13-2. License plate reader technology	41.0%	19.7%	14.8%	9.5%	15.0%
Q13-3. Gunshot detection technology	58.6%	22.1%	11.2%	3.0%	5.1%
Q13-4. Drone surveillance	30.0%	21.0%	14.3%	11.8%	22.9%

Q14. City Maintenance/Public Works. Please rate your satisfaction with the quality of the following.

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Maintenance of street signs & traffic signals	13.7%	51.1%	20.9%	8.9%	3.3%	2.1%
Q14-2. Maintenance of City buildings	11.3%	45.0%	26.7%	2.8%	0.6%	13.6%
Q14-3. Snow removal on City streets	7.0%	37.8%	25.0%	19.2%	7.6%	3.4%
Q14-4. Maintenance of City streets	4.0%	26.3%	23.7%	30.8%	13.6%	1.6%
Q14-5. Adequacy of City street lighting	5.4%	37.4%	32.4%	17.5%	4.6%	2.7%
Q14-6. Condition of City sidewalks adjacent to streets	3.2%	26.5%	31.3%	27.5%	7.8%	3.6%
Q14-7. Landscaping/appearance of public areas along City streets	8.1%	35.7%	26.2%	14.2%	12.6%	3.3%
Q14-8. Satisfaction with tree trimming/replacement program	6.3%	36.6%	27.7%	9.9%	5.3%	14.2%
Q14-9. Adequacy of residential street lighting	5.0%	36.6%	29.9%	16.8%	6.5%	5.0%

WITHOUT "DON'T KNOW"**Q14. City Maintenance/Public Works. Please rate your satisfaction with the quality of the following.
(without "don't know")**

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Maintenance of street signs & traffic signals	14.0%	52.2%	21.4%	9.1%	3.3%
Q14-2. Maintenance of City buildings	13.1%	52.1%	30.9%	3.2%	0.7%
Q14-3. Snow removal on City streets	7.3%	39.1%	25.9%	19.9%	7.9%
Q14-4. Maintenance of City streets	4.0%	26.8%	24.1%	31.3%	13.8%
Q14-5. Adequacy of City street lighting	5.5%	38.5%	33.3%	18.0%	4.7%
Q14-6. Condition of City sidewalks adjacent to streets	3.3%	27.5%	32.5%	28.5%	8.1%
Q14-7. Landscaping/appearance of public areas along City streets	8.3%	36.9%	27.1%	14.6%	13.1%
Q14-8. Satisfaction with tree trimming/replacement program	7.4%	42.6%	32.3%	11.6%	6.1%
Q14-9. Adequacy of residential street lighting	5.3%	38.5%	31.5%	17.7%	6.9%

Q15. Which THREE items from the list in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals	62	7.3 %
Maintenance of City buildings	9	1.1 %
Snow removal on City streets	136	15.9 %
Maintenance of City streets	310	36.3 %
Adequacy of City street lighting	55	6.4 %
Condition of City sidewalks adjacent to streets	91	10.6 %
Landscaping/appearance of public areas along City streets	74	8.7 %
Satisfaction with tree trimming/replacement program	16	1.9 %
Adequacy of residential street lighting	51	6.0 %
None chosen	51	6.0 %
Total	855	100.0 %

Q15. Which THREE items from the list in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals	59	6.9 %
Maintenance of City buildings	17	2.0 %
Snow removal on City streets	103	12.0 %
Maintenance of City streets	161	18.8 %
Adequacy of City street lighting	88	10.3 %
Condition of City sidewalks adjacent to streets	154	18.0 %
Landscaping/appearance of public areas along City streets	73	8.5 %
Satisfaction with tree trimming/replacement program	30	3.5 %
Adequacy of residential street lighting	92	10.8 %
None chosen	78	9.1 %
Total	855	100.0 %

Q15. Which THREE items from the list in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q15. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals	88	10.3 %
Maintenance of City buildings	23	2.7 %
Snow removal on City streets	109	12.7 %
Maintenance of City streets	84	9.8 %
Adequacy of City street lighting	77	9.0 %
Condition of City sidewalks adjacent to streets	121	14.2 %
Landscaping/appearance of public areas along City streets	86	10.1 %
Satisfaction with tree trimming/replacement program	36	4.2 %
Adequacy of residential street lighting	108	12.6 %
None chosen	123	14.4 %
Total	855	100.0 %

SUM OF TOP 3 CHOICES

Q15. Which THREE items from the list in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q15. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals	209	24.4 %
Maintenance of City buildings	49	5.7 %
Snow removal on City streets	348	40.7 %
Maintenance of City streets	555	64.9 %
Adequacy of City street lighting	220	25.7 %
Condition of City sidewalks adjacent to streets	366	42.8 %
Landscaping/appearance of public areas along City streets	233	27.3 %
Satisfaction with tree trimming/replacement program	82	9.6 %
Adequacy of residential street lighting	251	29.4 %
None chosen	51	6.0 %
Total	2364	

Q16. Transportation. Please rate your satisfaction with the quality of the following.

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Ease of travel from your home to work/school	17.5%	44.7%	20.2%	8.0%	2.2%	7.4%
Q16-2. Availability of public transportation	3.6%	9.2%	23.5%	15.3%	16.6%	31.7%
Q16-3. Availability of bicycle lanes	9.5%	28.5%	28.3%	12.7%	4.8%	16.1%
Q16-4. Availability of pedestrian walkways	8.1%	33.3%	24.7%	16.6%	6.5%	10.8%
Q16-5. Availability of parking in residential areas	9.9%	43.5%	28.5%	7.7%	2.7%	7.6%
Q16-6. Availability of parking in business districts	5.1%	24.9%	29.0%	25.1%	11.1%	4.7%
Q16-7. Availability of parking downtown	4.4%	17.5%	23.7%	31.9%	18.5%	3.9%
Q16-8. Width of sidewalks in business districts	9.0%	45.3%	29.9%	6.3%	1.5%	8.0%

WITHOUT "DON'T KNOW"**Q16. Transportation. Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Ease of travel from your home to work/school	18.9%	48.2%	21.8%	8.6%	2.4%
Q16-2. Availability of public transportation	5.3%	13.5%	34.4%	22.4%	24.3%
Q16-3. Availability of bicycle lanes	11.3%	34.0%	33.8%	15.2%	5.7%
Q16-4. Availability of pedestrian walkways	9.0%	37.4%	27.7%	18.6%	7.3%
Q16-5. Availability of parking in residential areas	10.8%	47.1%	30.9%	8.4%	2.9%
Q16-6. Availability of parking in business districts	5.4%	26.1%	30.4%	26.4%	11.7%
Q16-7. Availability of parking downtown	4.6%	18.2%	24.7%	33.2%	19.2%
Q16-8. Width of sidewalks in business districts	9.8%	49.2%	32.5%	6.9%	1.7%

Q17. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following.

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Enforcing cleanup of litter & debris on private property	3.5%	19.9%	26.5%	21.1%	15.4%	13.6%
Q17-2. Enforcing mowing & trimming of lawns on private property	3.9%	23.4%	31.0%	17.0%	9.5%	15.3%
Q17-3. Enforcing maintenance of residential property (exterior of homes)	3.5%	21.5%	33.8%	14.4%	9.0%	17.8%
Q17-4. Enforcing maintenance of commercial property	3.2%	24.7%	34.4%	11.7%	6.0%	20.1%
Q17-5. Enforcing codes designed to address public safety & nuisance issues	2.7%	17.3%	26.8%	18.2%	16.7%	18.2%

WITHOUT "DON'T KNOW"**Q17. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following. (without "don't know")**

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Enforcing cleanup of litter & debris on private property	4.1%	23.0%	30.7%	24.4%	17.9%
Q17-2. Enforcing mowing & trimming of lawns on private property	4.6%	27.6%	36.6%	20.0%	11.2%
Q17-3. Enforcing maintenance of residential property (exterior of homes)	4.3%	26.2%	41.1%	17.5%	11.0%
Q17-4. Enforcing maintenance of commercial property	4.0%	30.9%	43.0%	14.6%	7.5%
Q17-5. Enforcing codes designed to address public safety & nuisance issues	3.3%	21.2%	32.8%	22.3%	20.5%

Q18. Do you agree with the following statement? "Property maintenance codes should be enforced more strictly in Columbia."

Q18. Property maintenance codes should be enforced more strictly in Columbia	Number	Percent
Yes	442	51.7 %
No	152	17.8 %
Don't know	261	30.5 %
Total	855	100.0 %

WITHOUT "DON'T KNOW"

Q18. Do you agree with the following statement? "Property maintenance codes should be enforced more strictly in Columbia." (without "don't know")

Q18. Property maintenance codes should be enforced more strictly in Columbia	Number	Percent
Yes	442	74.4 %
No	152	25.6 %
Total	594	100.0 %

Q19. Parks and Recreation. Please rate your satisfaction with the quality of the following.

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Maintenance of City parks	20.7%	44.9%	15.1%	8.5%	5.1%	5.6%
Q19-2. How close neighborhood parks are to your home	25.8%	46.3%	17.1%	4.6%	1.1%	5.1%
Q19-3. Number of walking & biking trails	31.8%	43.4%	14.2%	4.3%	0.8%	5.5%
Q19-4. Quality of walking & biking trails	27.1%	41.3%	15.0%	6.7%	3.6%	6.3%
Q19-5. Number of outdoor athletic facilities	18.7%	36.7%	20.9%	7.7%	1.8%	14.2%
Q19-6. Quality of outdoor athletic facilities	18.2%	36.1%	22.9%	4.7%	1.8%	16.3%
Q19-7. Availability of information about City parks & recreation programs	19.5%	40.7%	24.0%	7.5%	0.8%	7.5%
Q19-8. City's fitness programs	11.8%	25.7%	28.4%	4.4%	1.3%	28.3%
Q19-9. City's youth & teen programs	7.3%	17.9%	27.4%	9.1%	2.7%	35.7%
Q19-10. City's aquatic facilities	9.5%	26.3%	23.4%	14.9%	3.9%	22.1%
Q19-11. Fees charged for recreation programs & services	10.3%	28.1%	28.9%	7.3%	2.6%	22.9%
Q19-12. Adult & senior citizen programs	8.7%	22.0%	24.8%	8.2%	2.5%	33.9%

WITHOUT "DON'T KNOW"**Q19. Parks and Recreation. Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Maintenance of City parks	21.9%	47.6%	16.0%	9.0%	5.5%
Q19-2. How close neighborhood parks are to your home	27.3%	48.8%	18.0%	4.8%	1.1%
Q19-3. Number of walking & biking trails	33.7%	45.9%	15.0%	4.6%	0.9%
Q19-4. Quality of walking & biking trails	29.0%	44.1%	16.0%	7.1%	3.9%
Q19-5. Number of outdoor athletic facilities	21.8%	42.8%	24.4%	9.0%	2.0%
Q19-6. Quality of outdoor athletic facilities	21.8%	43.2%	27.4%	5.6%	2.1%
Q19-7. Availability of information about City parks & recreation programs	21.1%	44.0%	25.9%	8.1%	0.9%
Q19-8. City's fitness programs	16.5%	35.9%	39.6%	6.2%	1.8%
Q19-9. City's youth & teen programs	11.3%	27.8%	42.5%	14.2%	4.2%
Q19-10. City's aquatic facilities	12.2%	33.8%	30.0%	19.1%	5.0%
Q19-11. Fees charged for recreation programs & services	13.4%	36.4%	37.5%	9.4%	3.3%
Q19-12. Adult & senior citizen programs	13.1%	33.3%	37.5%	12.4%	3.7%

Q20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	221	25.8 %
How close neighborhood parks are to your home	22	2.6 %
Number of walking & biking trails	51	6.0 %
Quality of walking & biking trails	66	7.7 %
Number of outdoor athletic facilities	21	2.5 %
Quality of outdoor athletic facilities	19	2.2 %
Availability of information about City parks & recreation programs	46	5.4 %
City's fitness programs	21	2.5 %
City's youth & teen programs	96	11.2 %
City's aquatic facilities	69	8.1 %
Fees charged for recreation programs & services	44	5.1 %
Adult & senior citizen programs	79	9.2 %
None chosen	100	11.7 %
Total	855	100.0 %

Q20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	83	9.7 %
How close neighborhood parks are to your home	24	2.8 %
Number of walking & biking trails	43	5.0 %
Quality of walking & biking trails	119	13.9 %
Number of outdoor athletic facilities	28	3.3 %
Quality of outdoor athletic facilities	43	5.0 %
Availability of information about City parks & recreation programs	53	6.2 %
City's fitness programs	37	4.3 %
City's youth & teen programs	81	9.5 %
City's aquatic facilities	67	7.8 %
Fees charged for recreation programs & services	55	6.4 %
Adult & senior citizen programs	77	9.0 %
None chosen	145	17.0 %
Total	855	100.0 %

Q20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	97	11.3 %
How close neighborhood parks are to your home	24	2.8 %
Number of walking & biking trails	45	5.3 %
Quality of walking & biking trails	79	9.2 %
Number of outdoor athletic facilities	30	3.5 %
Quality of outdoor athletic facilities	43	5.0 %
Availability of information about City parks & recreation programs	69	8.1 %
City's fitness programs	31	3.6 %
City's youth & teen programs	71	8.3 %
City's aquatic facilities	42	4.9 %
Fees charged for recreation programs & services	62	7.3 %
Adult & senior citizen programs	83	9.7 %
None chosen	179	20.9 %
Total	855	100.0 %

SUM OF TOP 3 CHOICES

Q20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q20. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	401	46.9 %
How close neighborhood parks are to your home	70	8.2 %
Number of walking & biking trails	139	16.3 %
Quality of walking & biking trails	264	30.9 %
Number of outdoor athletic facilities	79	9.2 %
Quality of outdoor athletic facilities	105	12.3 %
Availability of information about City parks & recreation programs	168	19.6 %
City's fitness programs	89	10.4 %
City's youth & teen programs	248	29.0 %
City's aquatic facilities	178	20.8 %
Fees charged for recreation programs & services	161	18.8 %
Adult & senior citizen programs	239	28.0 %
None chosen	100	11.7 %
Total	2241	

Q21. Planning and Development Process. Please rate your satisfaction with each of the following.

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Standards & quality of development process	2.9%	14.6%	29.5%	12.9%	6.8%	33.3%
Q21-2. Access to information about current & proposed projects	3.0%	16.1%	26.1%	21.6%	9.2%	23.9%
Q21-3. Ability to participate in development process as a citizen	4.0%	16.4%	26.3%	16.8%	9.6%	26.9%

WITHOUT "DON'T KNOW"**Q21. Planning and Development Process. Please rate your satisfaction with each of the following. (without "don't know")**

(N=855)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Standards & quality of development process	4.4%	21.9%	44.2%	19.3%	10.2%
Q21-2. Access to information about current & proposed projects	4.0%	21.2%	34.3%	28.4%	12.1%
Q21-3. Ability to participate in development process as a citizen	5.4%	22.4%	36.0%	23.0%	13.1%

Q22. Do you agree with the following statement? "I have access to and can participate in opportunities to connect as an inclusive community and engage with others in a place where I feel safe, welcome and respected."

Q22. I have access to & can participate in opportunities to connect as an inclusive community & engage with others in a place where I feel safe, welcome & respected

	Number	Percent
Yes	319	37.3 %
No	238	27.8 %
Don't know	298	34.9 %
Total	855	100.0 %

WITHOUT "DON'T KNOW"

Q22. Do you agree with the following statement? "I have access to and can participate in opportunities to connect as an inclusive community and engage with others in a place where I feel safe, welcome and respected." (without "don't know")

Q22. I have access to & can participate in opportunities to connect as an inclusive community & engage with others in a place where I feel safe, welcome & respected

	Number	Percent
Yes	319	57.3 %
No	238	42.7 %
Total	557	100.0 %

Q23. How long have you been a resident of Columbia?

<u>Q23. How long have you been a resident of Columbia</u>	<u>Number</u>	<u>Percent</u>
0-5	115	13.5 %
6-10	91	10.6 %
11-15	90	10.5 %
16-20	93	10.9 %
21-30	176	20.6 %
31+	268	31.3 %
Not provided	22	2.6 %
Total	855	100.0 %

WITHOUT "NOT PROVIDED"**Q23. How long have you been a resident of Columbia? (without "not provided")**

<u>Q23. How long have you been a resident of Columbia</u>	<u>Number</u>	<u>Percent</u>
0-5	115	13.8 %
6-10	91	10.9 %
11-15	90	10.8 %
16-20	93	11.2 %
21-30	176	21.1 %
31+	268	32.2 %
Total	833	100.0 %

Q25. Which of the following best describes your household?

Q25. Which following best describes your household	Number	Percent
Own-single family home	581	68.0 %
Own-multifamily unit (condo, apartment, duplex)	20	2.3 %
Rent or lease-single family home	141	16.5 %
Rent-multifamily unit (condo, apartment, duplex)	90	10.5 %
Not provided	23	2.7 %
Total	855	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Which of the following best describes your household? (without "not provided")**

Q25. Which following best describes your household	Number	Percent
Own-single family home	581	69.8 %
Own-multifamily unit (condo, apartment, duplex)	20	2.4 %
Rent or lease-single family home	141	16.9 %
Rent-multifamily unit (condo, apartment, duplex)	90	10.8 %
Total	832	100.0 %

Q26. What is your age?

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	171	20.0 %
35-44	167	19.5 %
45-54	164	19.2 %
55-64	173	20.2 %
65+	155	18.1 %
Not provided	25	2.9 %
Total	855	100.0 %

WITHOUT "NOT PROVIDED"**Q26. What is your age? (without "not provided")**

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	171	20.6 %
35-44	167	20.1 %
45-54	164	19.8 %
55-64	173	20.8 %
65+	155	18.7 %
Total	830	100.0 %

Q27. Including yourself, how many people in your household are...

	Mean	Sum
number	2.6	2128
Under age 5	0.1	114
Ages 5-9	0.2	127
Ages 10-14	0.2	149
Ages 15-19	0.2	161
Ages 20-24	0.1	104
Ages 25-34	0.3	290
Ages 35-44	0.4	303
Ages 45-54	0.3	285
Ages 55-64	0.4	297
Ages 65-74	0.2	162
Ages 75+	0.2	136

Q28. Would you say your total annual household income is:

<u>Q28. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	87	10.2 %
\$30K to \$59,999	144	16.8 %
\$60K to \$99,999	173	20.2 %
\$100K to \$149,999	166	19.4 %
\$150K to \$199,999	106	12.4 %
\$200K+	60	7.0 %
Not provided	119	13.9 %
Total	855	100.0 %

WITHOUT "NOT PROVIDED"**Q28. Would you say your total annual household income is: (without "not provided")**

<u>Q28. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	87	11.8 %
\$30K to \$59,999	144	19.6 %
\$60K to \$99,999	173	23.5 %
\$100K to \$149,999	166	22.6 %
\$150K to \$199,999	106	14.4 %
\$200K+	60	8.2 %
Total	736	100.0 %

Q29. Which of the following best describes your race/ethnicity?

<u>Q29. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	52	6.1 %
Black or African American	94	11.0 %
American Indian or Alaska Native	3	0.4 %
White or Caucasian	654	76.5 %
Native Hawaiian or other Pacific Islander	2	0.2 %
Hispanic, Spanish, or Latino/a/x	34	4.0 %
Other	9	1.1 %
Total	848	

Q29-7. Self-describe your race/ethnicity:

<u>Q29-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	3	33.3 %
Hispanic, Native American, White	1	11.1 %
Filipino	1	11.1 %
English/German	1	11.1 %
Mediterranean	1	11.1 %
Native American, European, & more	1	11.1 %
Arab	1	11.1 %
Total	9	100.0 %

Q30. Your gender:

<u>Q30. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	413	48.3 %
Female	419	49.0 %
Self-identified	12	1.4 %
Not provided	11	1.3 %
Total	855	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Your gender: (without "not provided")**

<u>Q30. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	413	48.9 %
Female	419	49.6 %
Self-identified	12	1.4 %
Total	844	100.0 %

A large graphic element consisting of a dark blue horizontal bar. On the left side of the bar, there is a white circle containing the number '5' in a dark blue font. To the right of the circle, the text 'Survey Instrument' is written in a white, sans-serif font.

5 Survey Instrument



August 5, 2024

Dear Community Member,

The past year for Columbia has been a year of accomplishments. We have made advancements in many areas that continue to address the community issues important to Columbians. This progress could not be possible without the support and participation of each of you, our residents. Together, we will continue to move our community forward.

To ensure that we are providing the best services to our residents and that the City's priorities are in step with the needs of Columbia's residents, we need to know what you think about City services. Enclosed is a survey from our partner, ETC Institute, which we invite you to complete. Your answers are important and will remain confidential.

In addition to your feedback, ETC Institute's team of researchers, with extensive experience and insight into local government, will provide the City with comparative data from other local governments across the country.

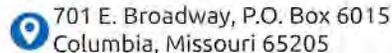
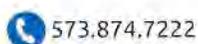
Please return your completed survey in the next 10 days in the enclosed postage-paid envelope. If you prefer, you may complete the survey online at ColumbiaMoSurvey.org. If you have any questions, please contact Brian Adkisson in the City Manager's Office at 573.874.7330.

Thank you in advance for your help in shaping the future of Columbia. We encourage you to continue engaging with us as we advance programs, projects and initiatives that make Columbia the best place for everyone to live, work, learn and play.

Sincerely,

Barbara Buffaloe
Mayor

De'Carlton Seewood
City Manager



Our vision: Columbia is the best place for everyone to live, work, learn and play.

2024 City of Columbia Community Survey



Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to reidentify and respond to resident concerns. If you have questions, please call Brian Adkisson in the City Manager's Office at 573.874.7330. If you prefer, you may complete the survey online at ColumbiaMoSurvey.org

1. Quality of Life and Perceptions of the City. Please rate Columbia on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

How would you rate the City of Columbia...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. As a place to live	5	4	3	2	1	9
02. As a place to raise a family	5	4	3	2	1	9
03. As a place to work	5	4	3	2	1	9
04. As a place where you would buy a home	5	4	3	2	1	9
05. As a place to retire	5	4	3	2	1	9
06. As a place to open a business	5	4	3	2	1	9
07. As a place to educate children	5	4	3	2	1	9
08. As a place where residents support each other	5	4	3	2	1	9
09. Overall value that you receive for your City taxes and fees	5	4	3	2	1	9
10. Overall image of the City	5	4	3	2	1	9
11. Overall quality of life in Columbia	5	4	3	2	1	9
12. Overall appearance of the City	5	4	3	2	1	9

2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using 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
01. Overall quality of City services	5	4	3	2	1	9
02. Overall quality of police and fire services	5	4	3	2	1	9
03. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
04. Overall quality of health and human services	5	4	3	2	1	9
05. Overall maintenance of City buildings and facilities	5	4	3	2	1	9
06. Overall quality of the City's water services	5	4	3	2	1	9
07. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
08. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
09. Overall effectiveness of City communication with the public	5	4	3	2	1	9
10. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
11. Overall quality of the City's sewer system	5	4	3	2	1	9
12. Overall quality of the City's electric services	5	4	3	2	1	9
13. Overall quality of City streets	5	4	3	2	1	9
14. Overall quality of the City's solid waste services (trash/recycling/yard waste)	5	4	3	2	1	9

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

1st: _____ 2nd: _____ 3rd: _____

4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list.]

- | | |
|--|---|
| 01. Increase the quality and quantity of housing options | 08. Increased activities for youth |
| 02. Increase Downtown development | 09. Maintain and improve park and recreation facilities |
| 03. Attract more industry and related jobs | 10. Improve public transportation |
| 04. Maintain and improve streets and sidewalks | 11. Improve water quality |
| 05. Increase the number of police | 12. Increase social services |
| 06. Provide housing and services to the unhoused | 13. Other: _____ |
| 07. Increase environmental sustainability | |

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

5. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your experience.

Customer Service		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall satisfaction with customer service provided by City employees	5	4	3	2	1	9
2.	How easy the department was to contact	5	4	3	2	1	9
3.	How courteously you were treated	5	4	3	2	1	9
4.	Technical competence and knowledge of City employees who assisted you	5	4	3	2	1	9
5.	The timeliness of City employees resolving your issue	5	4	3	2	1	9

6. City Communication. Please indicate which forms of communication are your preferred methods to receive information from the City. [Write in your answers below using the numbers from the list.]

- | | |
|-----------------------|--------------------|
| 1. City newsletter | 6. e-Notifications |
| 2. Direct mailers | 7. Newspapers |
| 3. Social media posts | 8. Radio |
| 4. Temporary signage | 9. TV |
| 5. City website | |

1st: ____ 2nd: ____

7. Please rate your satisfaction with each of the following aspects of City Communication.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about City programs and services	5	4	3	2	1	9
2.	City's efforts to keep you informed about local issues	5	4	3	2	1	9
3.	How open the City is to public involvement and input from residents	5	4	3	2	1	9
4.	The quality of the City's website	5	4	3	2	1	9
5.	How well the City communicates notices of public meetings	5	4	3	2	1	9
6.	How well the City's communications meet your needs	5	4	3	2	1	9

8. Do you agree with the following statement? "City government is a trusted source of information."

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

9. Do you agree with the following statement? "When interacting with the City, I receive the information I need and am treated with respect."

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

10. Public Safety. Please rate your satisfaction with the quality of the following.

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The visibility of police in my neighborhood	5	4	3	2	1	9
02. The visibility of police downtown	5	4	3	2	1	9
03. The City's efforts to prevent crime	5	4	3	2	1	9
04. How quickly police respond to emergencies	5	4	3	2	1	9
05. Overall quality of the City of Columbia Police Department	5	4	3	2	1	9
06. Overall treatment of citizens by the Columbia Police Department	5	4	3	2	1	9
07. Responsiveness of the Police Department in enforcing local traffic laws	5	4	3	2	1	9
08. Police Department engagement within the community	5	4	3	2	1	9
09. Overall quality of the City of Columbia Fire Department	5	4	3	2	1	9
10. Effectiveness of fire prevention/safety programs	5	4	3	2	1	9
11. How quickly the Fire Department responds	5	4	3	2	1	9
12. The treatment/fairness of the City's municipal court	5	4	3	2	1	9

11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10.]

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

12. Perceptions of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. Walking in downtown Columbia	5	4	3	2	1	9
4. In City parks	5	4	3	2	1	9
5. Overall feeling of safety in Columbia	5	4	3	2	1	9

13. How supportive are you of the City utilizing the following technology for public safety?

Level of Support for:	Very Supportive	Somewhat Supportive	Neutral	Somewhat Unsupportive	Very Unsupportive	Don't Know
1. Public space cameras	5	4	3	2	1	9
2. License plate reader technology	5	4	3	2	1	9
3. Gunshot detection technology	5	4	3	2	1	9
4. Drone surveillance	5	4	3	2	1	9

14. City Maintenance/Public Works. Please rate your satisfaction with the quality of the following.

City Maintenance/Public Works	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of street signs and traffic signals	5	4	3	2	1	9
2. Maintenance of City buildings	5	4	3	2	1	9
3. Snow removal on City streets	5	4	3	2	1	9
4. Maintenance of City streets	5	4	3	2	1	9
5. Adequacy of City street lighting	5	4	3	2	1	9
6. Condition of City sidewalks adjacent to streets	5	4	3	2	1	9
7. Landscaping/appearance of public areas along City streets	5	4	3	2	1	9
8. Satisfaction with tree trimming/replacement program	5	4	3	2	1	9
9. Adequacy of residential street lighting	5	4	3	2	1	9

15. Which THREE items from the list in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 14.]

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

16. Transportation. Please rate your satisfaction with the quality of the following.

Transportation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of travel from your home to work/school	5	4	3	2	1	9
2.	Availability of public transportation	5	4	3	2	1	9
3.	Availability of bicycle lanes	5	4	3	2	1	9
4.	Availability of pedestrian walkways	5	4	3	2	1	9
5.	Availability of parking in residential areas	5	4	3	2	1	9
6.	Availability of parking in business districts	5	4	3	2	1	9
7.	Availability of parking downtown	5	4	3	2	1	9
8.	Width of sidewalks in business districts	5	4	3	2	1	9

17. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following.

Property Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
3.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
4.	Enforcing the maintenance of commercial property	5	4	3	2	1	9
5.	Enforcing codes designed to address public safety and nuisance issues	5	4	3	2	1	9

18. Do you agree with the following statement? "*Property maintenance codes should be enforced more strictly in Columbia.*"

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

19. Parks and Recreation. Please rate your satisfaction with the quality of the following.

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of City parks	5	4	3	2	1	9
02.	How close neighborhood parks are to your home	5	4	3	2	1	9
03.	Number of walking and biking trails	5	4	3	2	1	9
04.	Quality of walking and biking trails	5	4	3	2	1	9
05.	Number of outdoor athletic facilities	5	4	3	2	1	9
06.	Quality of outdoor athletic facilities	5	4	3	2	1	9
07.	Availability of information about City parks and recreation programs	5	4	3	2	1	9
08.	City's fitness programs	5	4	3	2	1	9
09.	City's youth and teen programs	5	4	3	2	1	9
10.	City's aquatic facilities	5	4	3	2	1	9
11.	Fees charged for recreation programs and services	5	4	3	2	1	9
12.	Adult and senior citizen programs	5	4	3	2	1	9

20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 19.]

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

21. Planning and Development Process. Please rate your satisfaction with each of the following.

Planning and Development		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Standards and quality of development process	5	4	3	2	1	9
2.	Access to information about current and proposed projects	5	4	3	2	1	9
3.	Ability to participate in development process as a citizen	5	4	3	2	1	9

22. Do you agree with the following statement? *"I have access to and can participate in opportunities to connect as an inclusive community and engage with others in a place where I feel safe, welcome and respected."*

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

23. How long have you been a resident of Columbia? _____ years

24. If you have lived in Columbia for less than 10 years, from where did you move?

City: _____ State: _____

25. Which of the following best describes your household?

___(1) Own - Single Family Home ___(3) Rent or Lease - Single Family Home
___(2) Own - Multifamily Unit (Condo, Apartment, Duplex) ___(4) Rent - Multifamily Unit (Condo, Apartment, Duplex)

26. What is your age? _____ years

27. Including yourself, how many people in your household are...

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

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

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

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

___(01) Asian or Asian Indian ___(05) Native Hawaiian or other Pacific Islander
___(02) Black or African American ___(06) Hispanic, Spanish, or Latino/a/x
___(03) American Indian or Alaska Native ___(99) Other: _____
___(04) White or Caucasian

30. Your gender: ___(1) Male ___(2) Female ___(3) Self-Identified

31. Do you have any other comments or suggestions you would like to share with the City of Columbia about our services?

32. Would you be willing to participate in future surveys sponsored by the City of Columbia?

___(1) Yes *[Please provide your information below.]* ___(2) No

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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