

2024 City of Columbia Community Survey

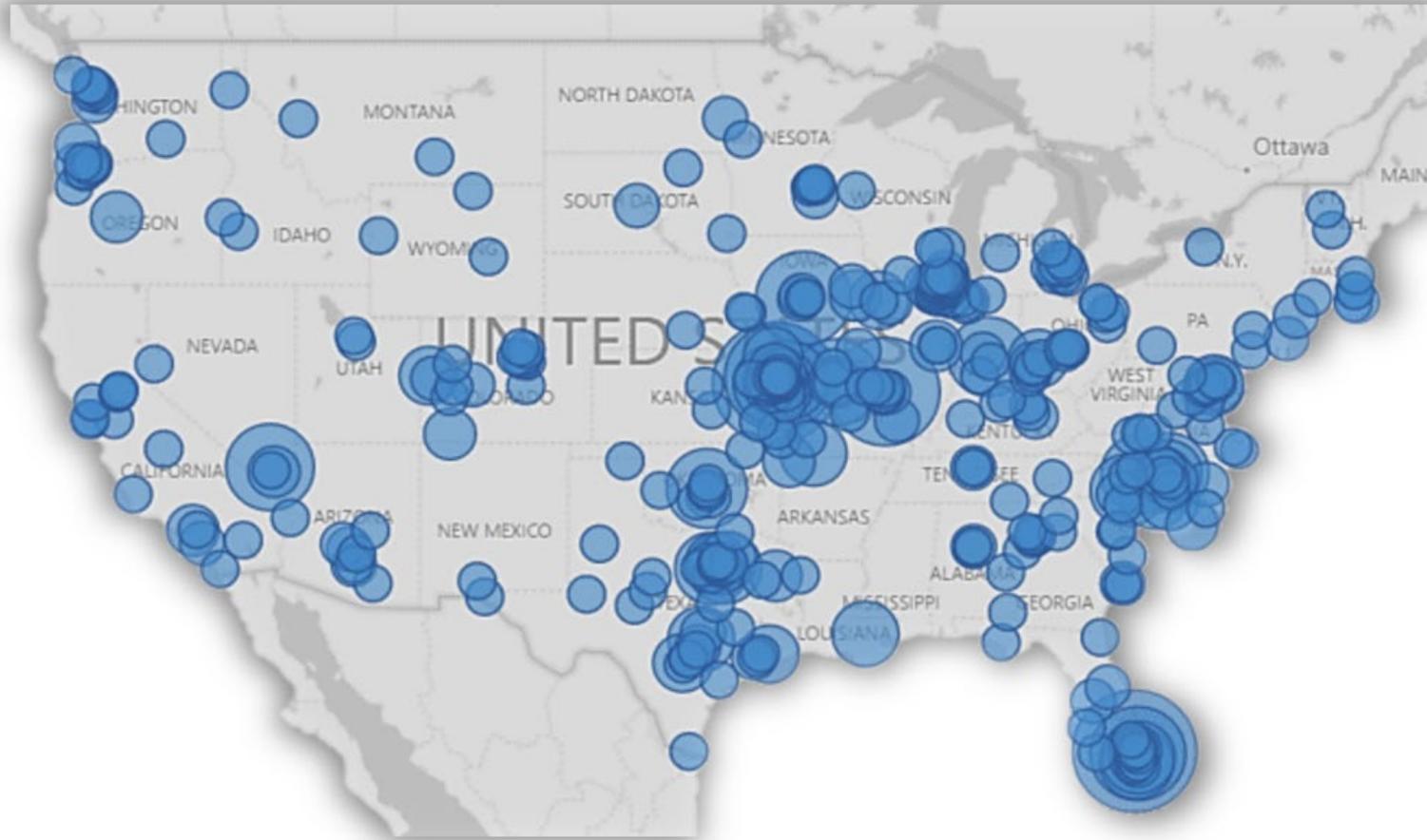
Presented by



December 2024

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For more than 35 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



**More than 3,000,000 Persons Surveyed Since 2006
for more than 1,000 cities in 49 States**

Agenda

- **Purpose and Methodology**
- **Key Areas of Strength**
- **Findings**
- **How Columbia Compares**
- **Trends in the Data**
- **Top Priorities for Investment**
- **Other Findings**
- **Summary**
- **Questions**

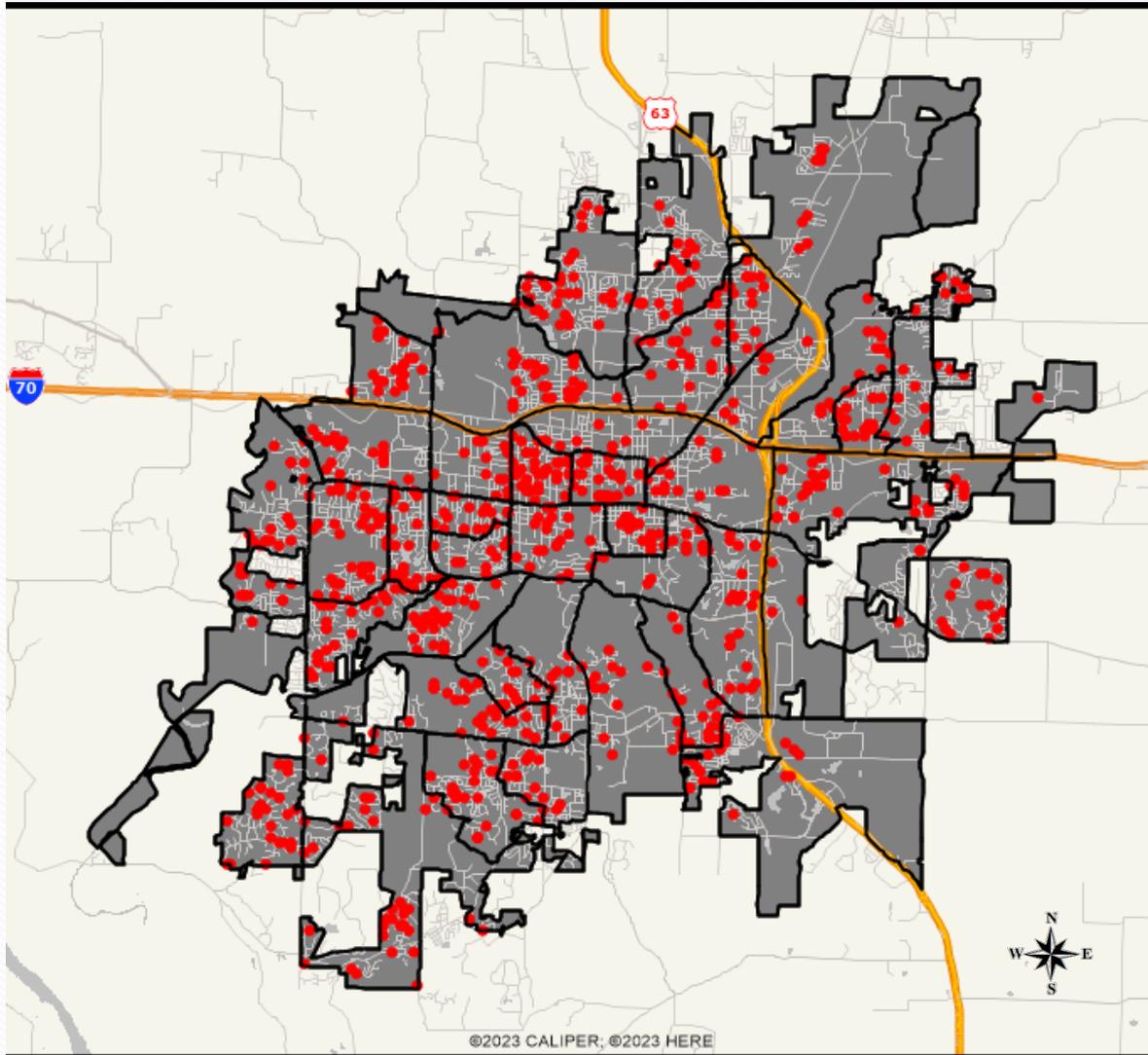
Purpose

- **To objectively assess satisfaction among residents with the delivery of City services**
- **To help determine priorities for the community**
- **To measure trends from the previous survey**
- **To compare the City's performance with other cities regionally and nationally**

Methodology

- **Survey Description**
 - ❑ Five-page survey; fully new survey instrument that includes several of the same questions asked on previous survey
- **Method of Administration**
 - ❑ By mail and online to random sample of households in the City in August and September
 - ❑ Each survey took approximately 10-15 minutes to complete
- **Sample size:**
 - ❑ Goal number of surveys: 800
 - ❑ 855 households responded to the survey
 - ❑ Demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 3.3% overall

Location of Survey Respondents



	<u># Surveys</u>
Ward 1	152
Ward 2	188
Ward 3	111
Ward 4	151
Ward 5	133
Ward 6	120
Total	855

2024 City of Columbia Community Survey

Keys Areas of Strength

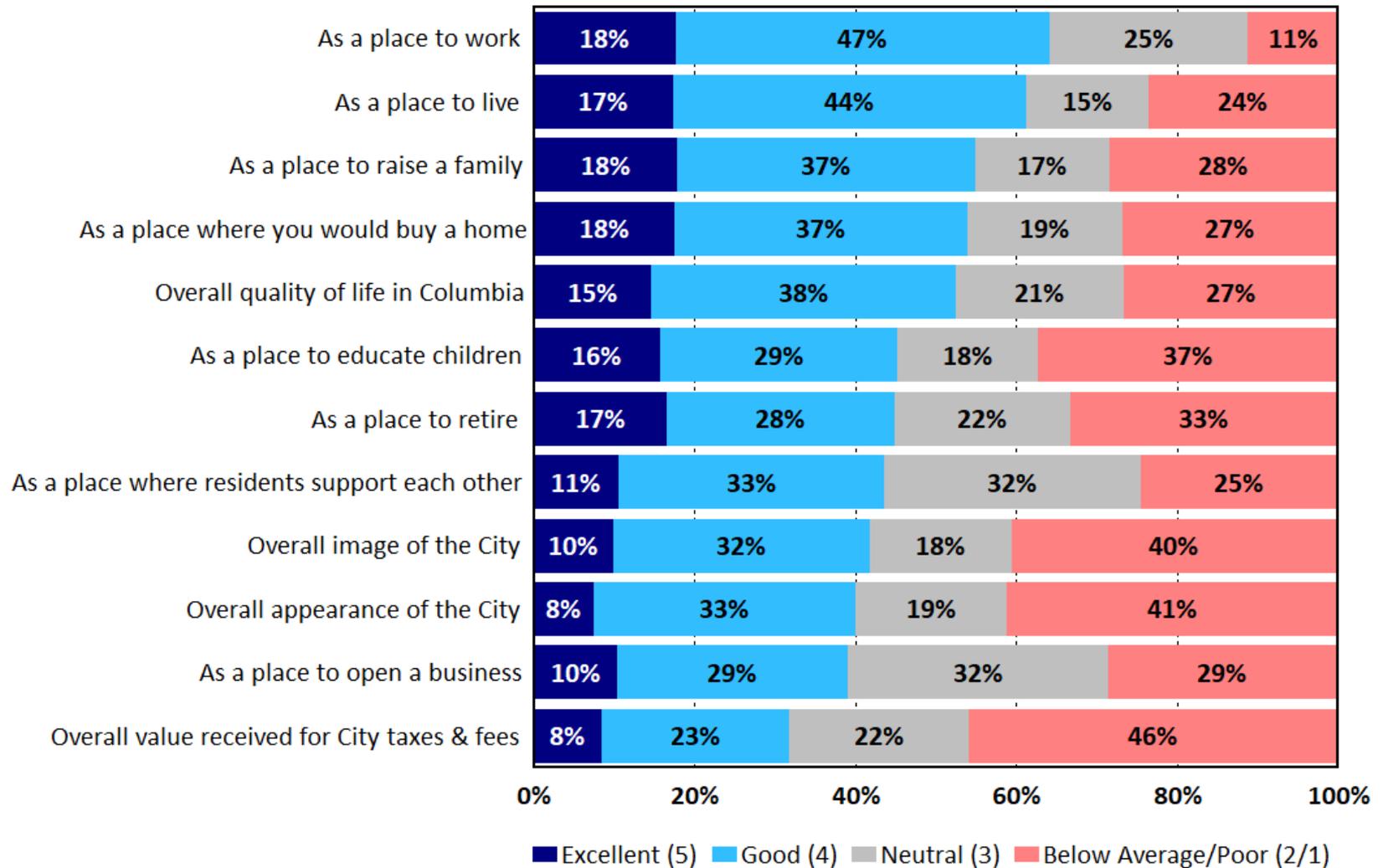
- **Majority of Residents Rated City an Excellent or Good Place to Work, Live**
 - ❑ 64% rated the City as an excellent or good place to work, which is 11% higher than the Plains regional average and 7% higher than the National average
 - ❑ 61% rated the City as an excellent or good place to live, which is 12% higher than the Plains regional average and 13% higher than the national average
- **Residents Were Most Satisfied With Major City Services and Fire**
 - ❑ The highest levels of satisfaction with major City services include: the quality of City parks and recreation programs and facilities (66%), the City's electric services (59%) and customer service from City employees (58%)
 - ❑ The public safety services that showed the highest levels of satisfaction include: the quality of the Columbia Fire Department (83%), how quickly the Fire Department responds to emergencies (82%) and effectiveness of fire prevention/safety programs (69%)
- **Overall Priorities for Improvement:**
 - ❑ Quality of City streets
 - ❑ Quality of police and fire services

Findings

**A majority of residents rated
City services as excellent,
good or neutral**

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

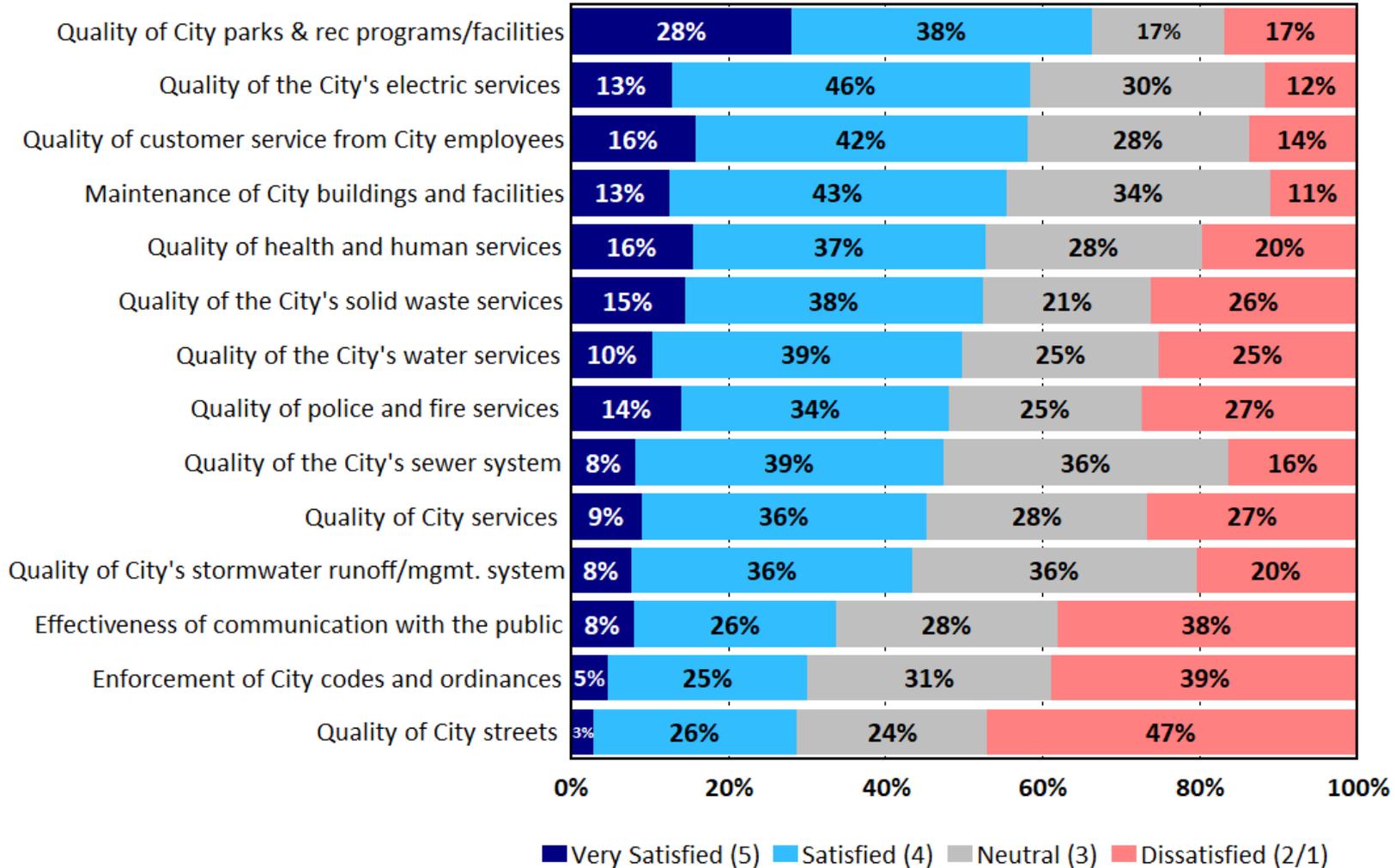
by percentage of respondents (excluding "don't know")



A majority of residents think the City of Columbia is an “excellent” or “good” place to work, live and raise a family

Q2. Overall Satisfaction With Major City Services

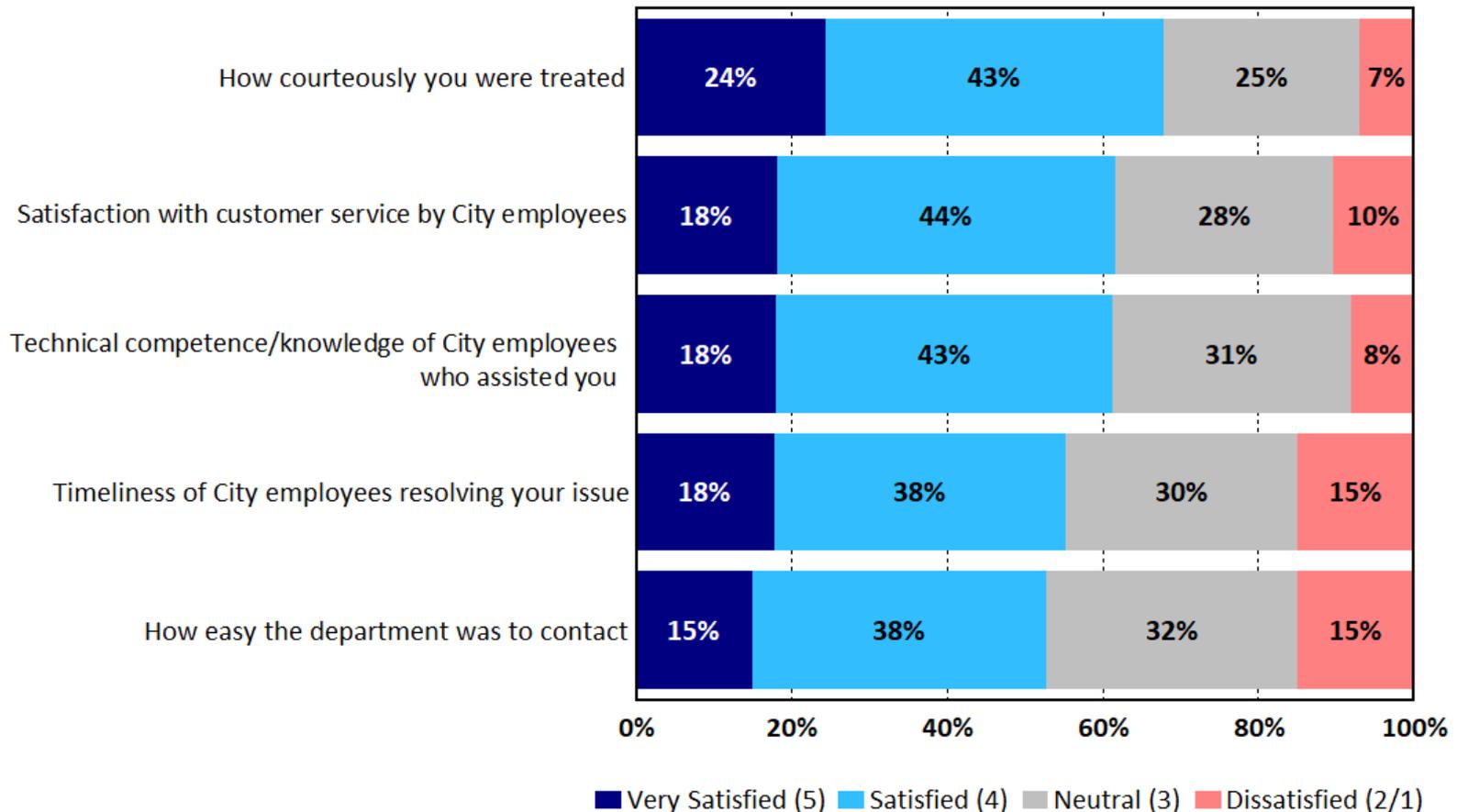
by percentage of respondents (excluding "don't know")



Residents were most satisfied with City parks and recreation program/facilities, the City's electric services and customer service from City employees

Q5. Satisfaction With Customer Service From City Employees

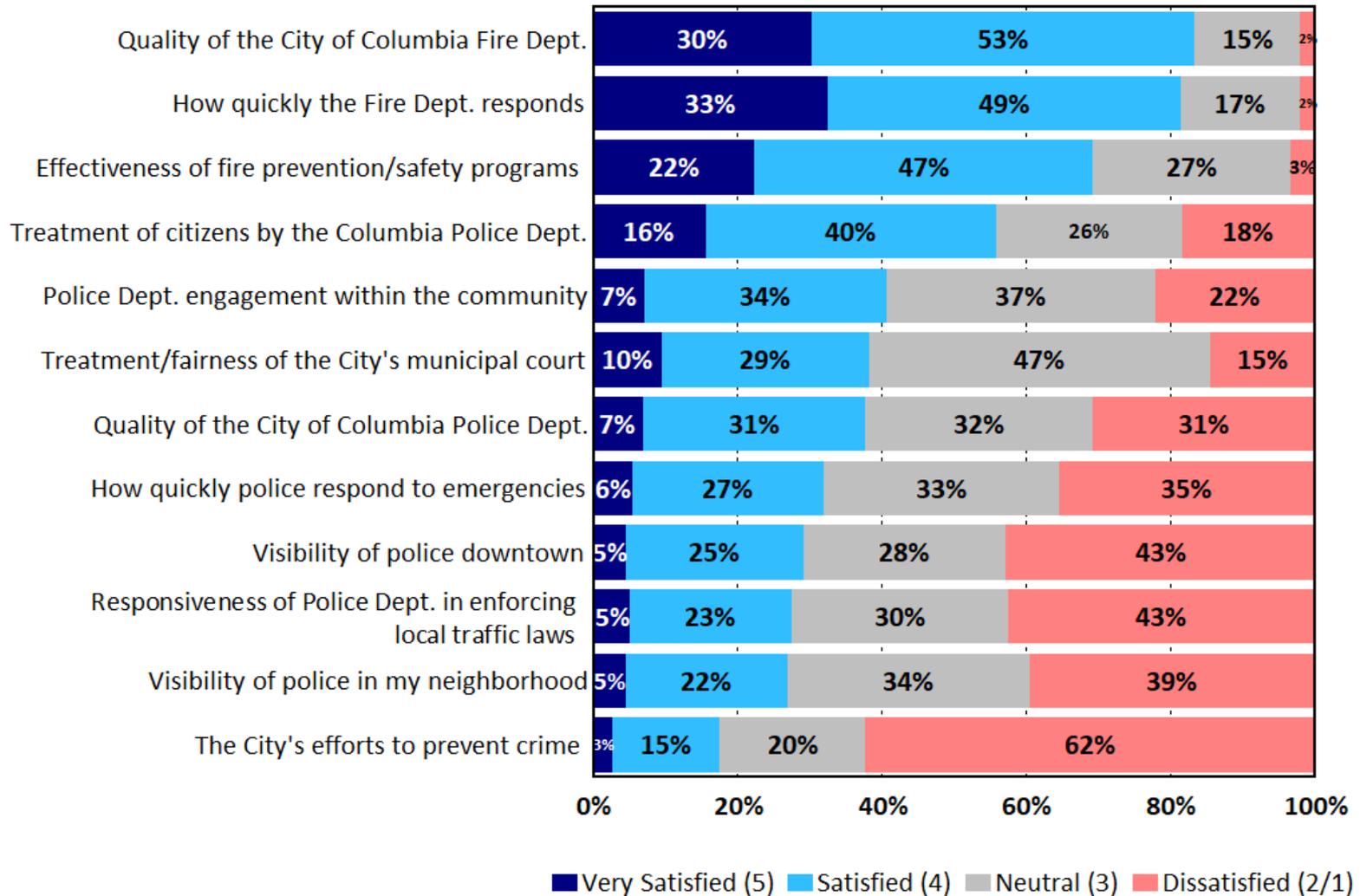
by percentage of respondents (excluding "don't know")



Residents were satisfied with how courteously they were treated by City employees

Q10. Satisfaction With Public Safety

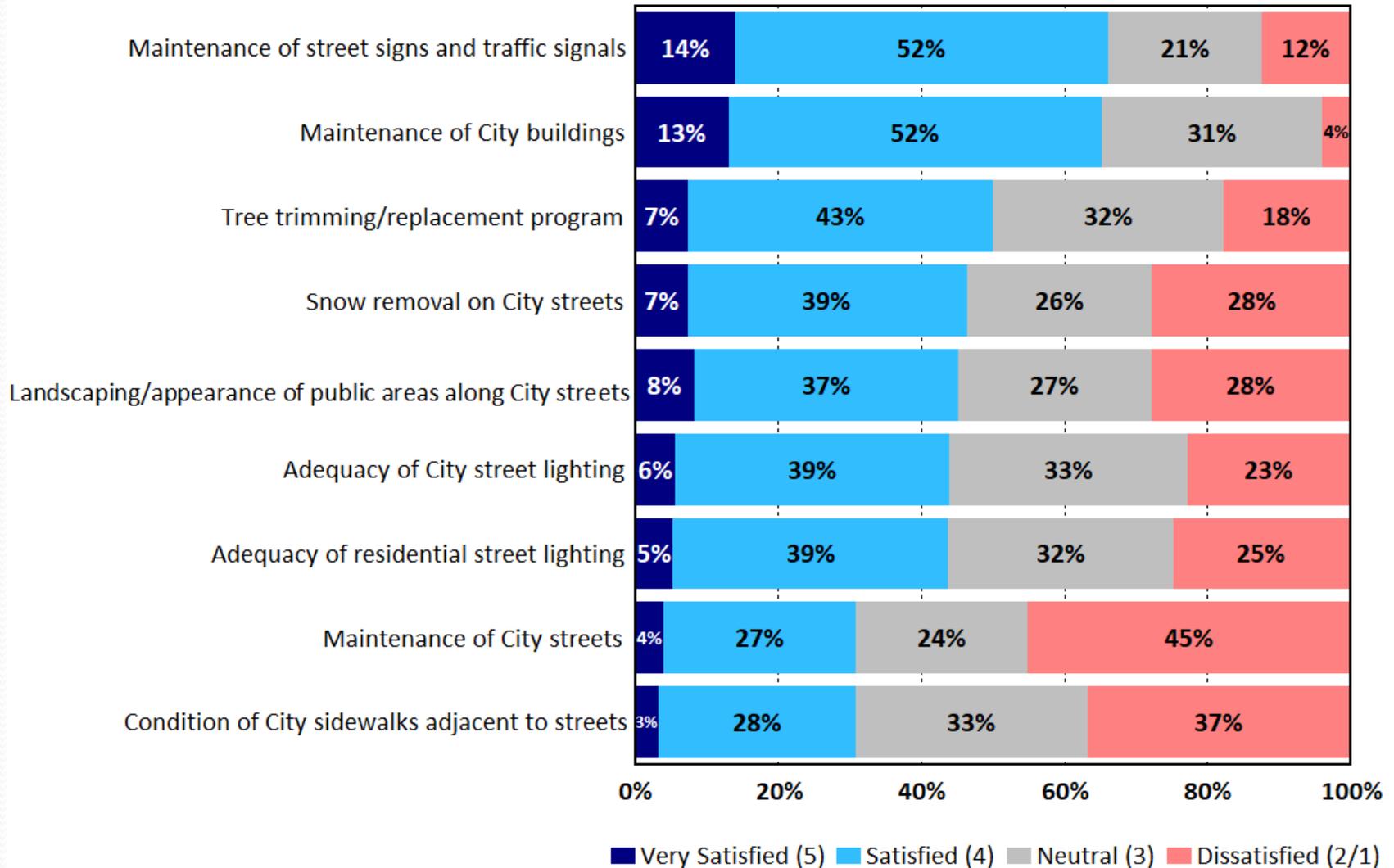
by percentage of respondents (excluding don't knows)



The City's Fire Department received high ratings for quality of service, how quickly they respond to emergencies and effectiveness of fire prevention/safety programs

Q14. Satisfaction With City Maintenance/Public Works

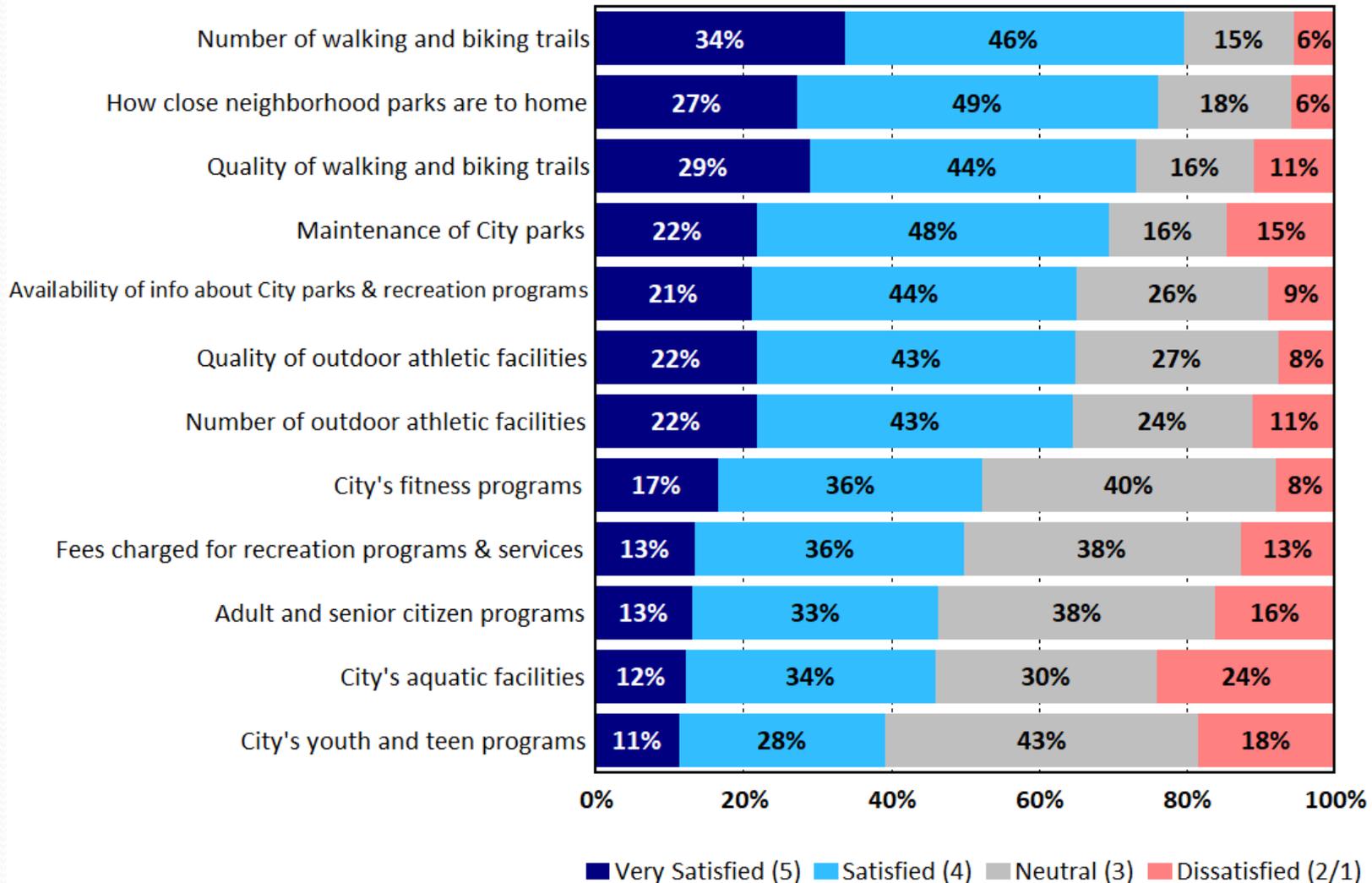
by percentage of respondents (excluding "don't know")



Maintenance of street signs and traffic signals, maintenance of City buildings and the tree trimming/replacement program were the highest rated maintenance/public works items

Q19. Satisfaction with Parks and Recreation

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



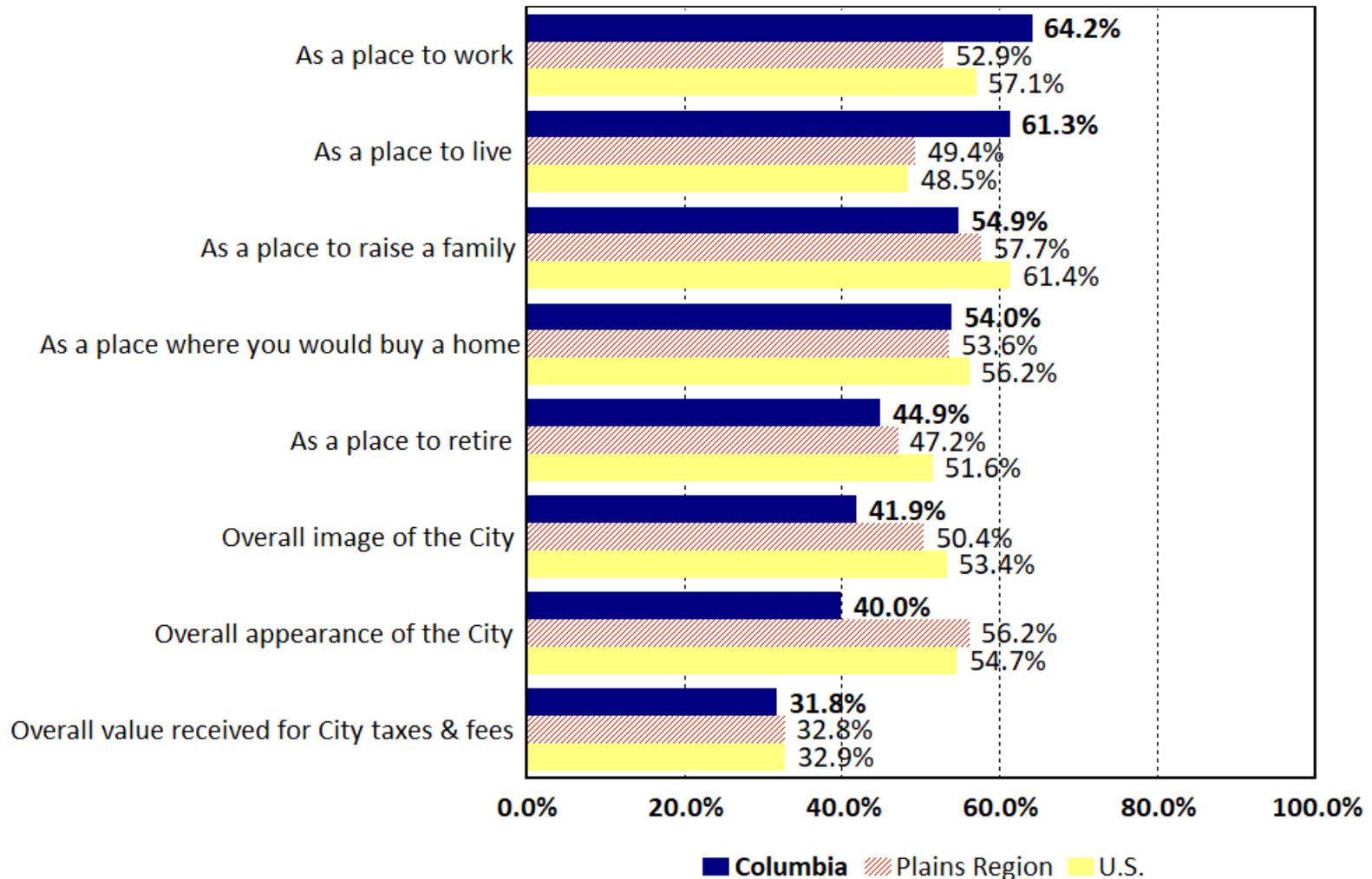
Residents were most satisfied with the number of walking and biking trails, proximity of neighborhood parks to their home and the quality of walking and biking trails

How Columbia Compares

- 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) in 17 of these areas.
- Satisfaction ratings for Columbia rated above the national average in 16 of the 48 areas that were assessed. Columbia rated significantly higher than the national average (5% or more) in 15 of these areas.

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

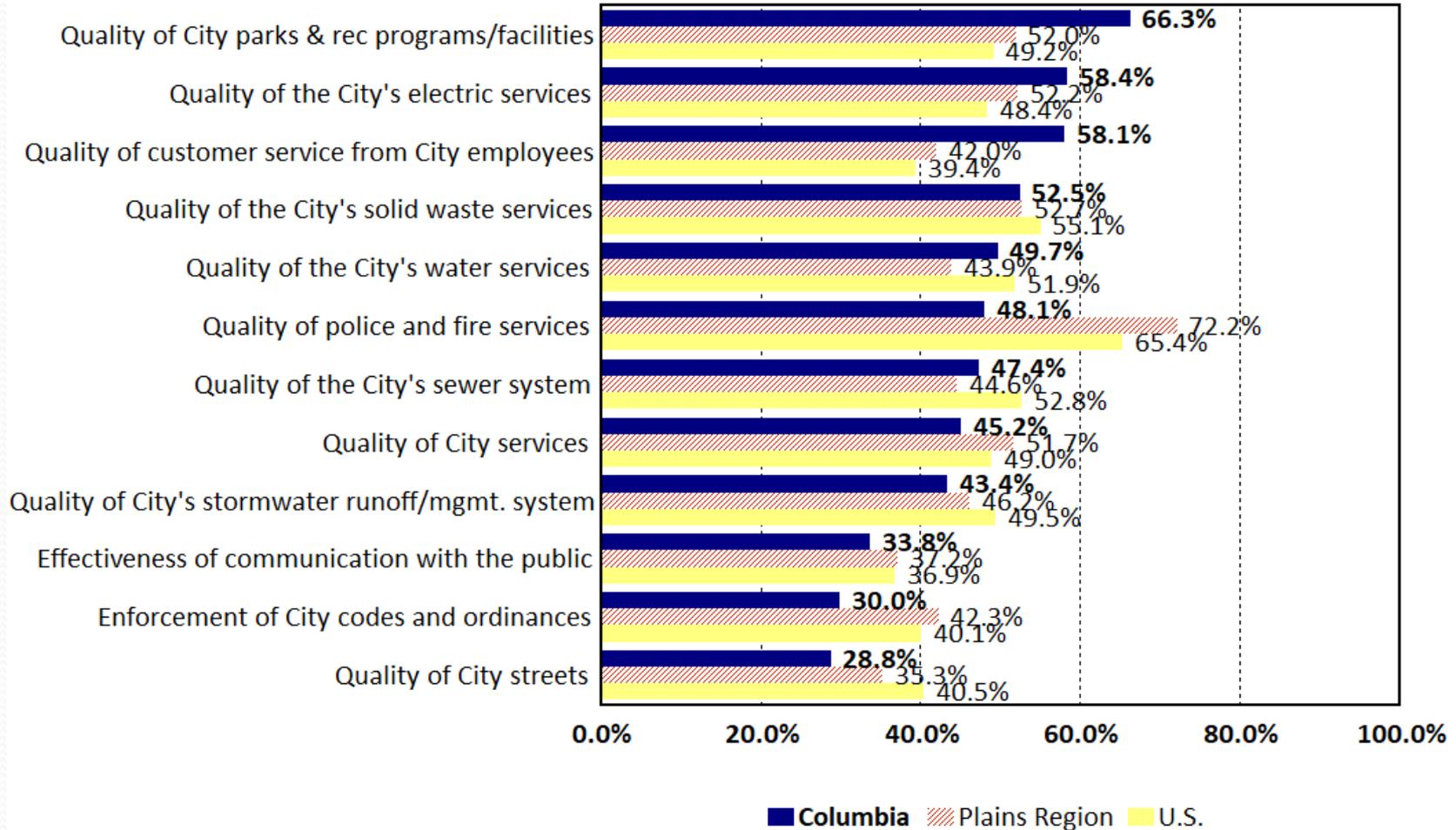
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor"



Satisfaction with Major City Services

Columbia vs. Plains Region vs. U.S.

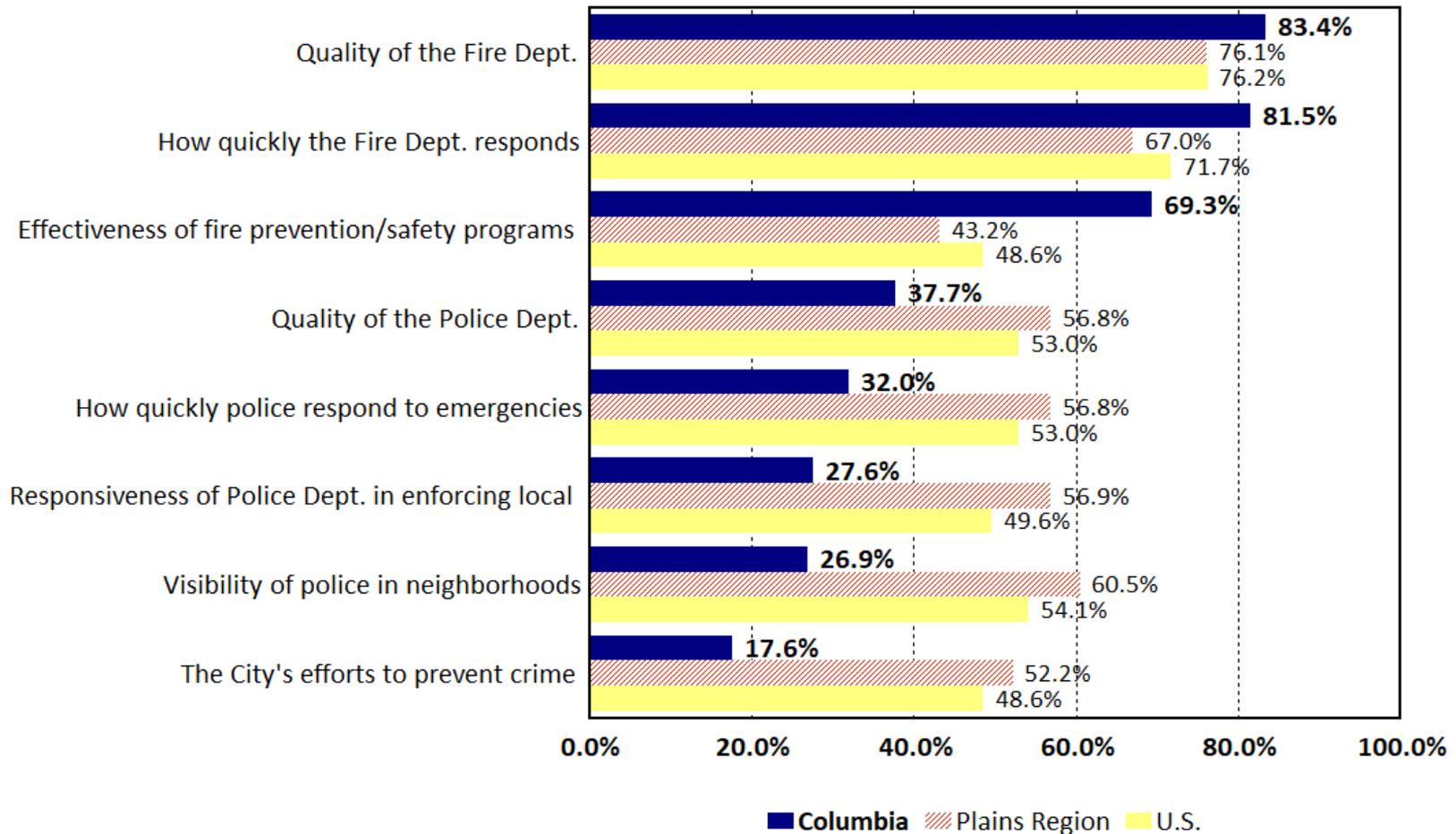
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Public Safety Services

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

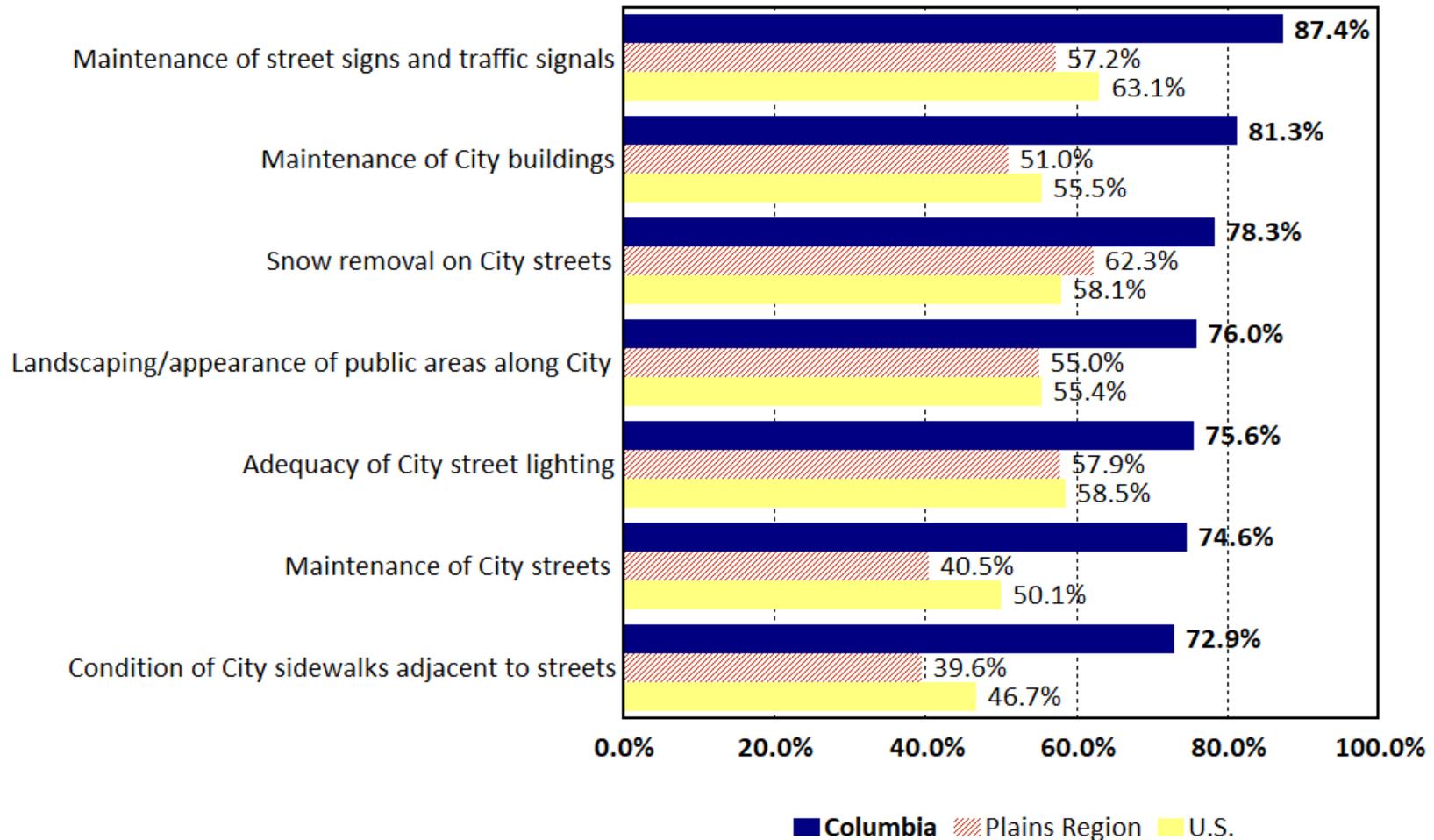
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



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"



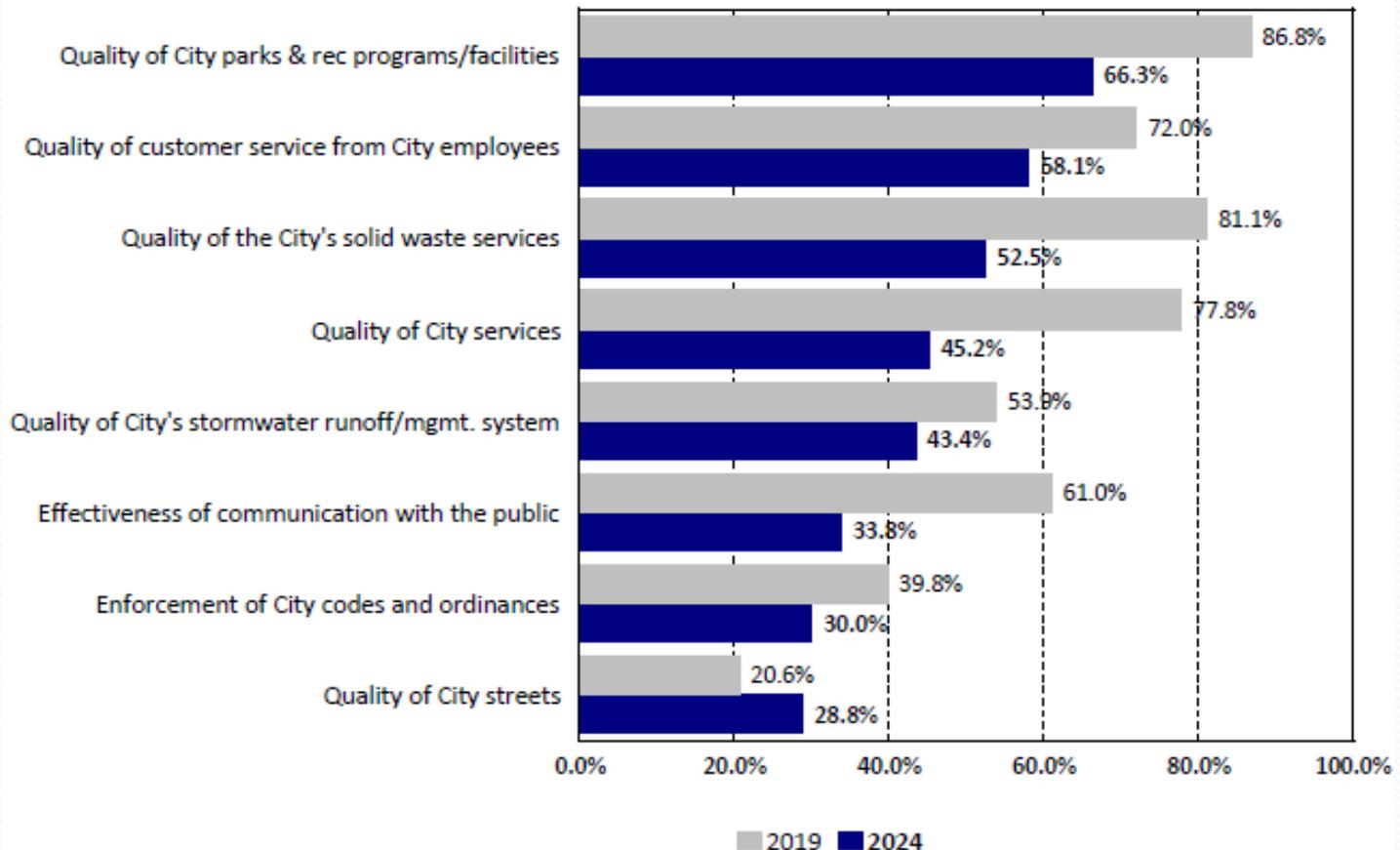
Trends

**Comparison of results
between 2019 and 2024
Community Surveys**

Trends Since 2019

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

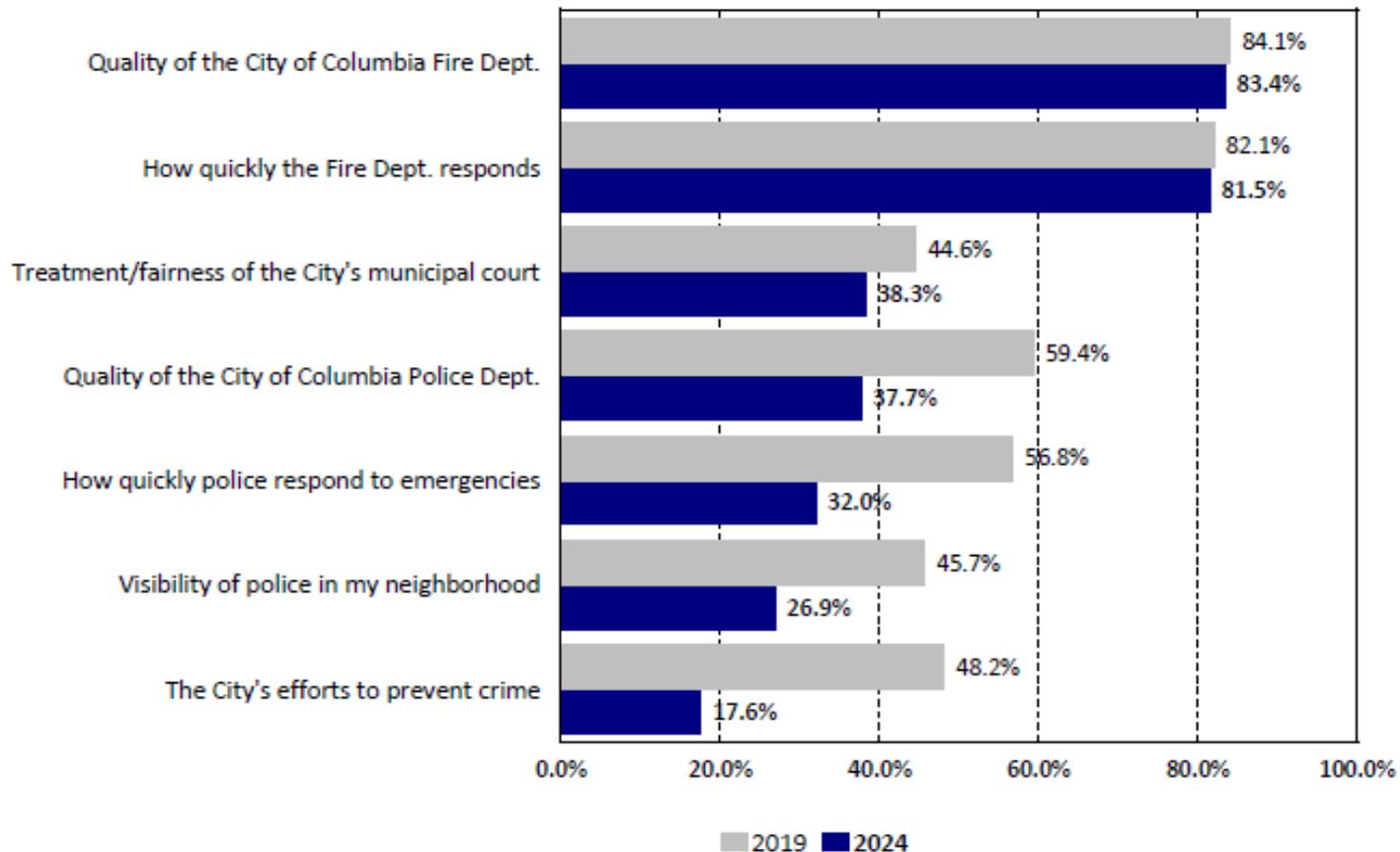
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Trends Since 2019

TRENDS: Satisfaction With Public Safety 2019 vs. 2024

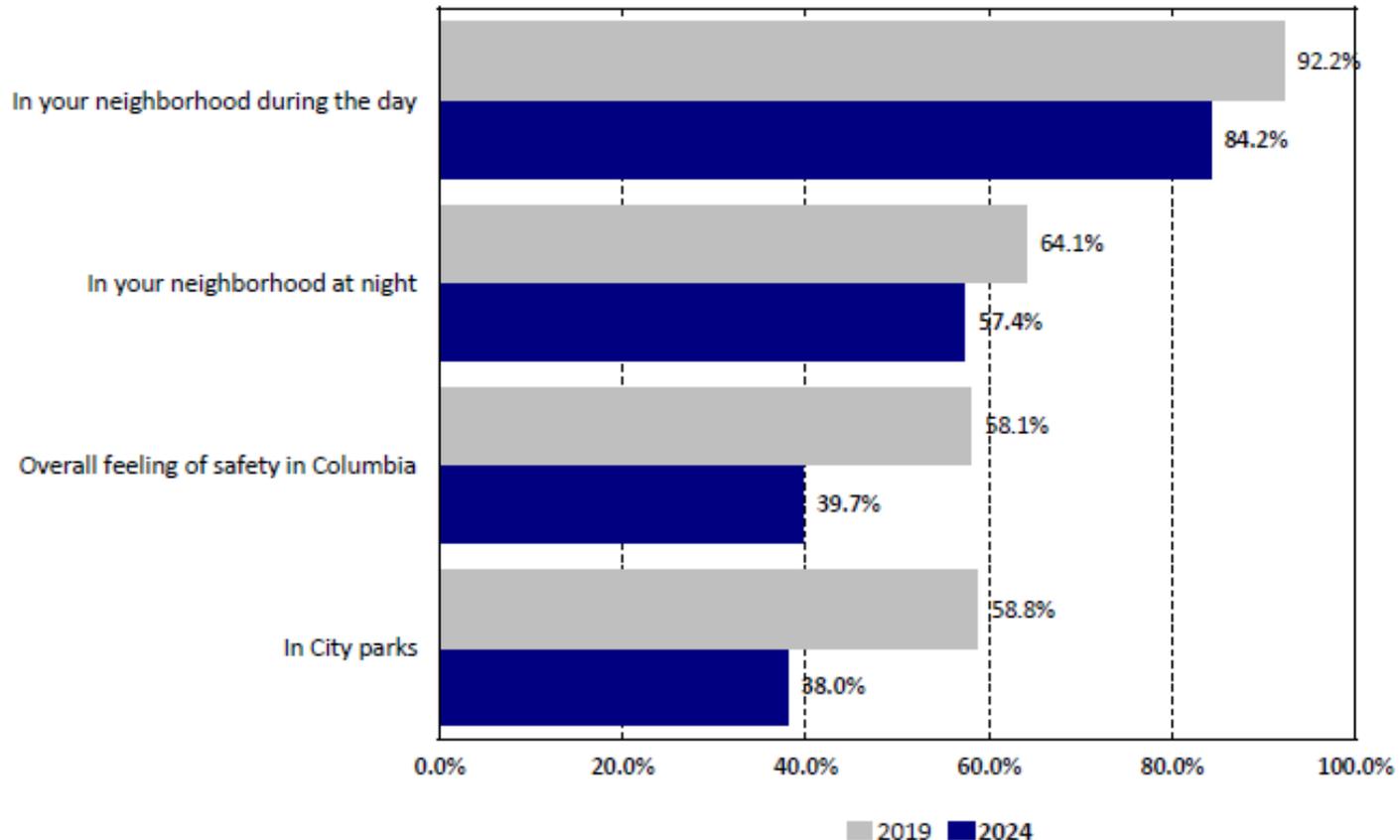
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Trends Since 2019

TRENDS: Perceptions of Safety 2019 vs. 2024

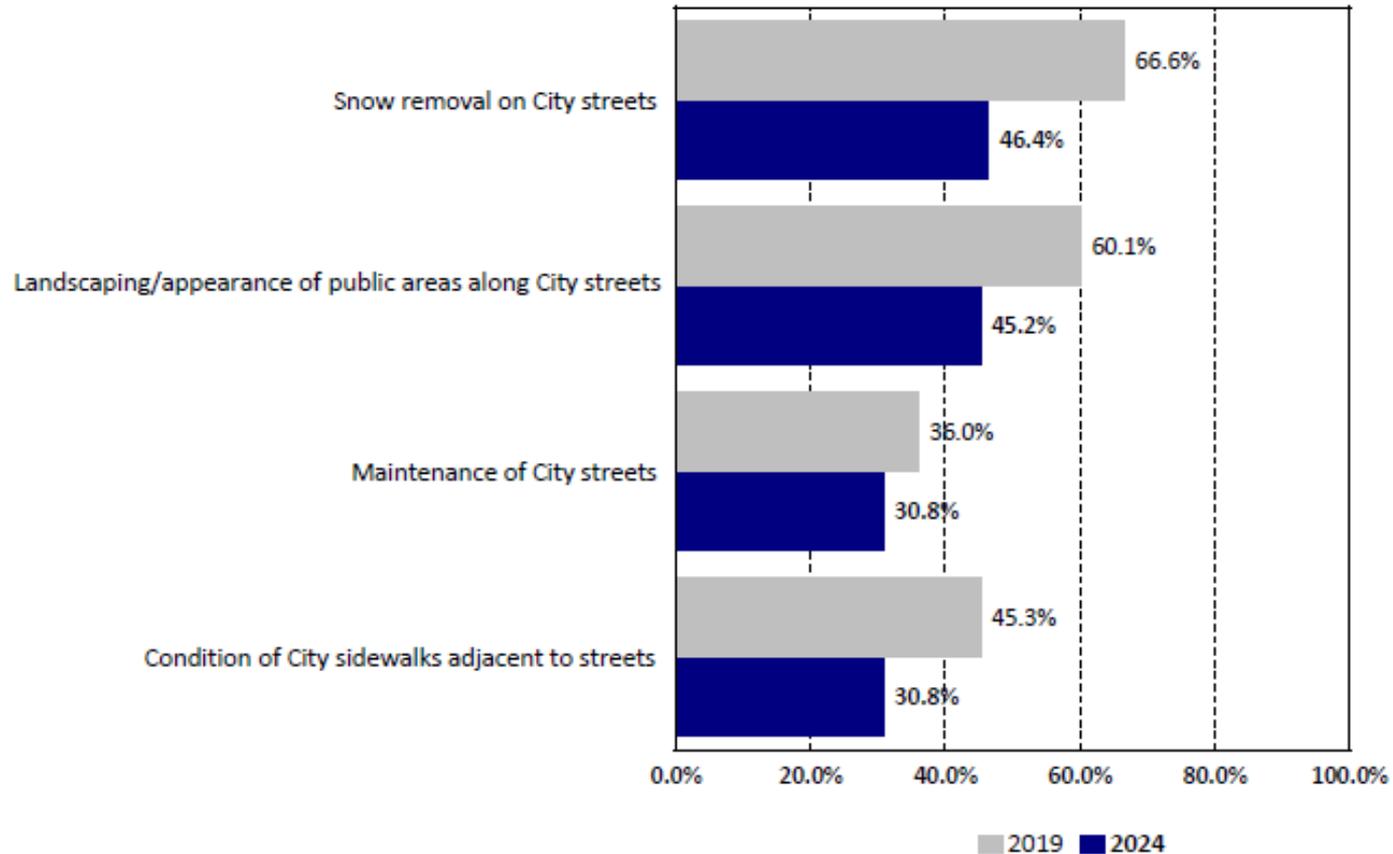
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Trends Since 2019

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

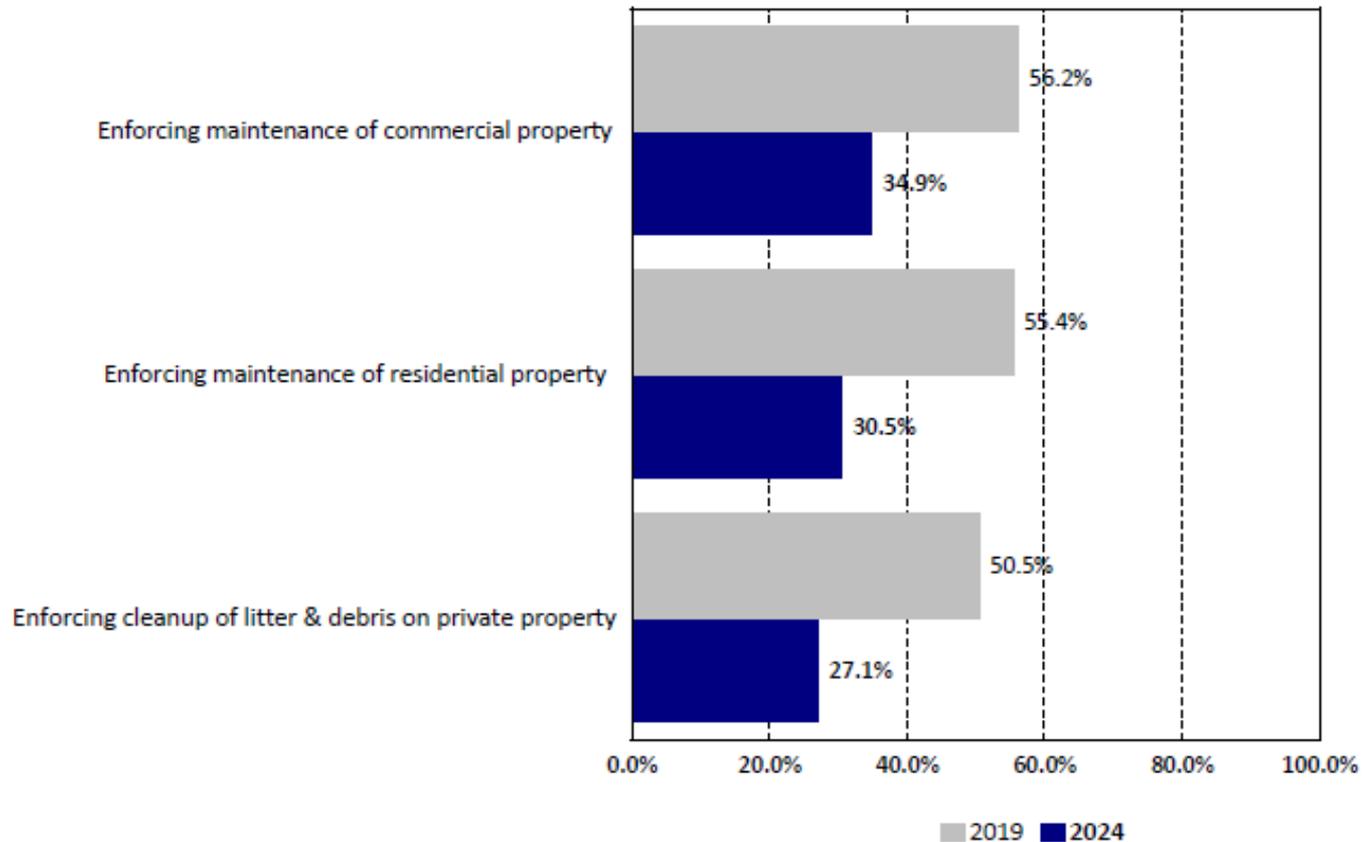
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Trends Since 2019

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

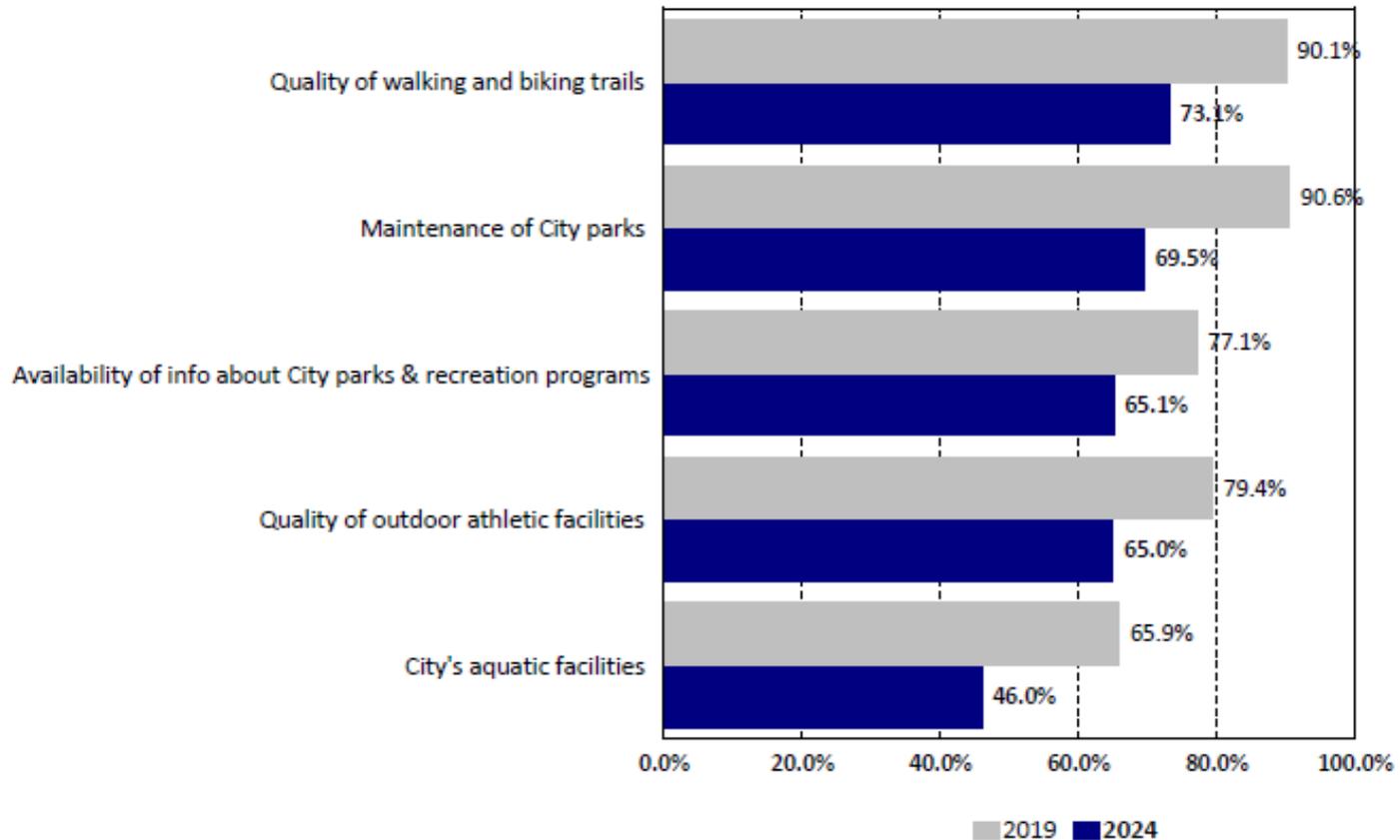
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Trends Since 2019

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")



Top Priorities for Investment

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.

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

Overall Priorities: 

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

Public Safety Priorities:



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

Maintenance/Public Works Priorities:



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



Parks and Recreation Priorities: 

Other Findings

Questions 4-13 [Other]

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

Question 31

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

The survey report included 34 pages of open-ended comments which provide additional context into resident priorities. There is a large focus on the following areas:

- **Homeless and panhandling**
 - Approximately 201 out of a total of 524 comments
 - Comments included a reference to “homeless”, “homelessness”, “panhandling” or similar phrasing.
- **Public safety/crime prevention**
 - Approximately 157 out of a total of 524 comments
 - Comments included a reference to “crime,” “public safety,” “unsafe,” “gun violence” or similar phrasing.
- **Litter/code enforcement**
 - Approximately 65 out of a total of 524 comment
 - Comments included reference to “litter,” “trash,” “clean up,” “dirty” or similar phrasing.

Summary

- A majority of residents rated City an excellent or good place to work, live
- A majority of residents rated City services as excellent, good or neutral
- Columbia rated higher than the Plains regional average in 21 of 48 areas and higher than the national average in 16 of 48 areas
- Compared to 2019, overall satisfaction with City services has shifted
- Top priorities include quality of City streets, public safety, code enforcement and quality of City parks and recreation programs/facilities
- Open comments focused on homelessness, crime and cleanliness of the city

Questions?

THANK YOU!