

DirectionFinder® Survey

FINAL Report



conducted for
The City of Mission, Kansas

By
ETC Institute

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November, 2007

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DirectionFinder® Survey

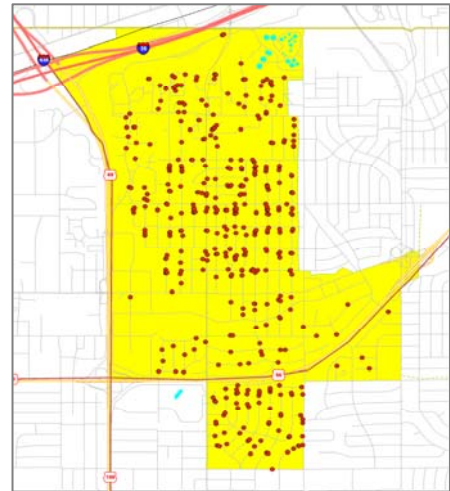
Executive Summary Report

Mission, Kansas

Overview and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Mission during October and November of 2007 to gather resident opinions and feedback on City programs and services. The purpose of the survey is to improve and expand existing City programs and to determine the future needs of residents. This is the first year the City has administered the DirectionFinder® Survey.

The seven-page survey was mailed to a random sample of 1,500 households in the City of Mission. Of the 1,500 households that received a survey, 416 completed the survey, exceeding the original goal of 400 completed surveys. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 25 completed the survey by phone and 391 completed the survey by mail for a total of 416 completed surveys (28% response rate). The results for the random sample of 416 households have a 95% level of confidence with a precision of at least +/- 4.5%.



There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.

This report contains:

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

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in 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.*”

Major Findings

- **Residents were generally satisfied with the overall quality of services provided by the City of Mission.** The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality and livability of neighborhoods (87%), the quality of parks and recreation programs and facilities (84%), and the quality of police services (83%). Residents were generally less satisfied with the enforcement of codes and ordinances (63%), and the City’s planning efforts to promote redevelopment (68%).
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The major areas that residents thought should receive the most increase in emphasis from the City over the next two years were (1) the City’s planning efforts to promote redevelopment, (2) the maintenance of City streets, building and facilities, and (3) the quality and livability of neighborhoods.

- **Perceptions of Life in Mission.** Ninety percent (90%) of the residents surveyed *who had an opinion* rated the quality of life in Mission as “excellent” or “good”; 88% gave positive ratings for the quality of the services provided by the City and 87% gave positive ratings about the feeling of safety in the City.
- **Public Safety.** The highest levels of satisfaction with Public Safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the overall quality of local police protection (88%), how quickly public safety personnel respond (85%), and the enforcement of local traffic laws (78%). Residents were less satisfied with the adequacy of City street lighting (71%). The two most important public safety services to emphasize over the next two years were the City’s overall efforts to prevent crime and the visibility of police in neighborhoods.
- **Residents generally felt safe in the City of Mission.** When asked how safe they felt in various areas of the City, ninety-seven percent (97%) of residents *who had an opinion*, indicated they felt “very safe” or “safe” in their neighborhood at night, 92% of residents indicated they had an overall feeling of safety in the City and 84% felt safe in their neighborhood at night.
- **Parks and Recreation.** The highest levels of satisfaction with Parks and Recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were the maintenance of City parks (82%), City-sponsored special events (80%) and the proximity of parks to resident’s homes (79%). Residents were generally less satisfied with the number of walking and biking trails (40%) and the quality of the Municipal Outdoor Pool (62%). Residents thought the number of walking and biking trails was the most important parks and recreation service for the City to emphasize over the next two years.
- **Enforcement of City Codes and Ordinances.** The highest level of satisfaction with the enforcement of codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, was the enforcement of codes to protect public health (65%). The top two services that residents felt the City should emphasize most over the next two years were (1) the enforcement of the clean up of litter and debris and (2) the enforcement of the maintenance of residential property.

- **City Maintenance.** The highest levels of satisfaction with City Maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were snow removal on major City streets (87%), the overall cleanliness of City streets and public areas (85%) and the maintenance of street signs and traffic signals (83%). Residents were least satisfied with the maintenance of sidewalks in the City (65%). Residents thought the maintenance of City streets was the most important maintenance service to emphasize over the next two years.
- **Customer Service.** The two highest levels of satisfaction with customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were how courteously residents were treated by City employees (85%) and how easy the department was to contact (81%).
- **City Communications.** The highest level of satisfactions with City communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, was the availability of information about City programs (80%) and the content of the City’s newsletter (79%). Residents were less satisfied with the quality of the City’s web page (54%). The top two ways that residents most frequently get information about the City were (1) the City newsletter and (2) the newspaper. **In the category of City efforts to keep residents informed, the City of Mission rated highest (77%) of all benchmarked cities in the Kansas City Metro area.**
- **Transportation.** When asked to rate their level of agreement with various statements concerning transportation in Mission, seventy-one percent (71%) of residents *who had an opinion*, either “strongly agreed” or “agreed” that neighborhood streets in Mission should be upgraded to include curbs, gutters, sidewalks and stormwater control; (70%) agreed that the City should build a network of sidewalks, trails and bike lanes to link neighborhoods with recreation, cultural and business centers; 60% agreed that the City should coordinate with area agencies to increase transit opportunities; 57% agreed that Johnson Drive is a pedestrian friendly environment.

- **Community Investment Areas.** There was strong support for all four of the community investment areas that were rated. In order of their ranking, based upon the combined percentage of “very supportive” and “supportive” responses among residents who had an opinion, were maximizing the City’s attention to environmental issues (82%), upgrading pavement, driveways, curbs, and sidewalks in the neighborhood (79%), adding attractive elements to major roadways (79%) and providing neighborhood assistance (79%). The top area that residents indicated they would most like to see the City pursue is maximizing the City’s attention to environmental issues.
- **Environmental “Green” Issues.** Residents were moderately interested in learning more about environmental “green” issues. Based up the combined percentage of “very interested” and “somewhat interested,” residents *who had an opinion*, were most interested in learning more about bio-bag shopping bags (54%), curbside composting services (50%) and green building codes (49%).

Other Findings:

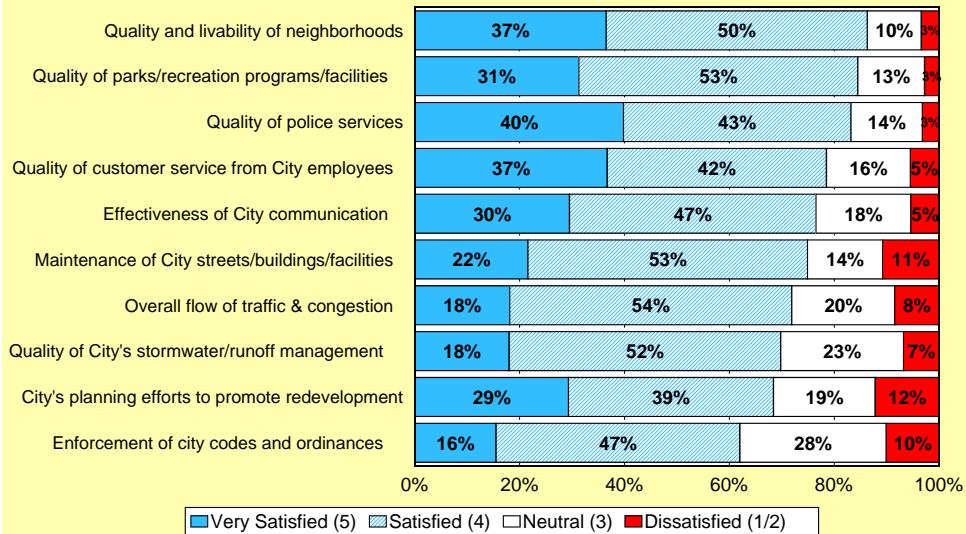
- Ninety-six percent (96%) of residents rated Mission as an “excellent” or “good” place to live, and 86% rated Mission as an “excellent” or “good” place to raise children.
- Sixty-six percent (66%) of those surveyed indicated they do not live in a neighborhood with an active homes association and over three-fourths (76%) of those residents were not interested in learning more about how to establish a neighborhood group in their area.
- Seventy-six percent (76%) of residents indicated they were “very supportive” or “somewhat supportive” of mixed use neighborhoods; 7% were “not supportive” and 17% were “not sure.”
- Seventy-nine percent (79%) of residents were “very supportive” or “somewhat supportive” of the City offering low cost funds for qualified homeowners to upgrade homes in Mission; 8% were “not supportive” and 13% were “not sure.”

Section 1:

Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

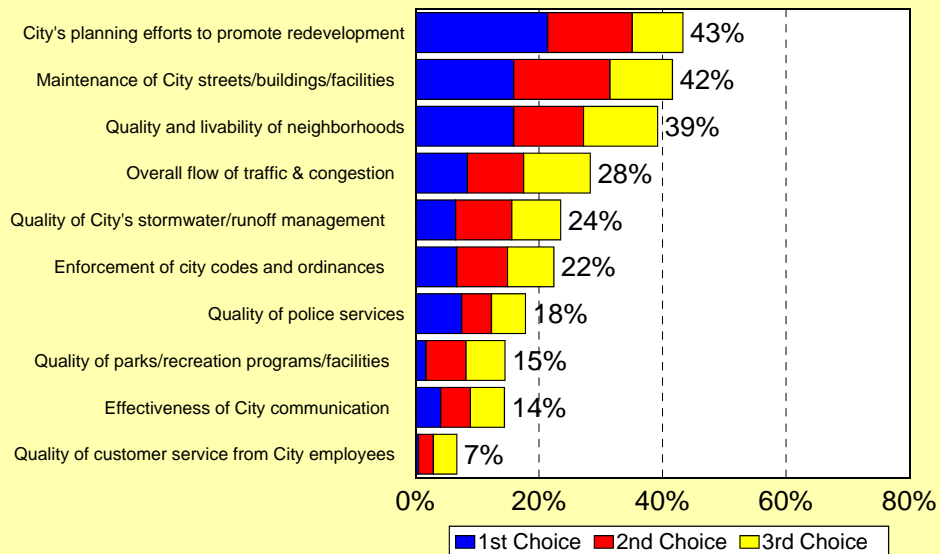
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

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

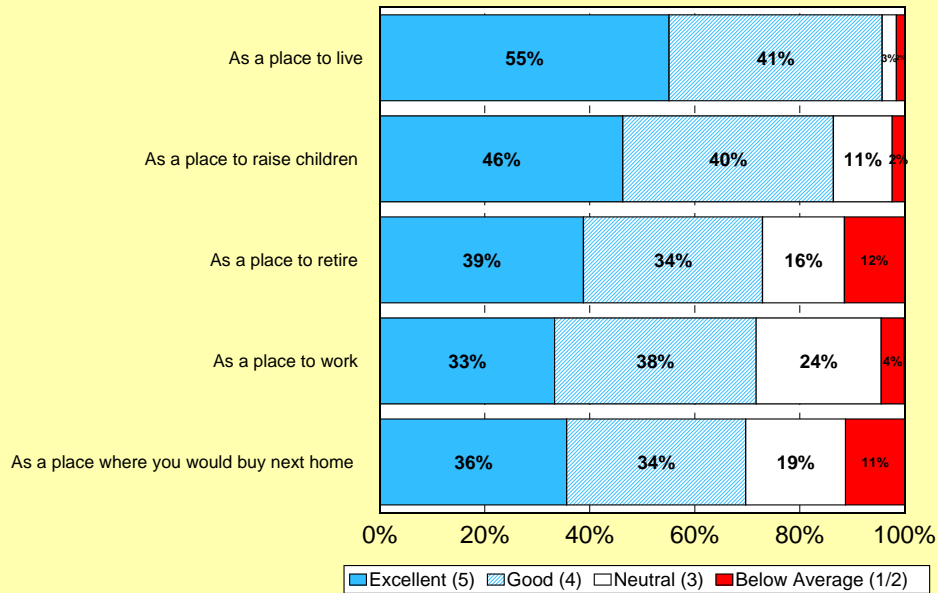
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q3. How would you rate the City of Mission?

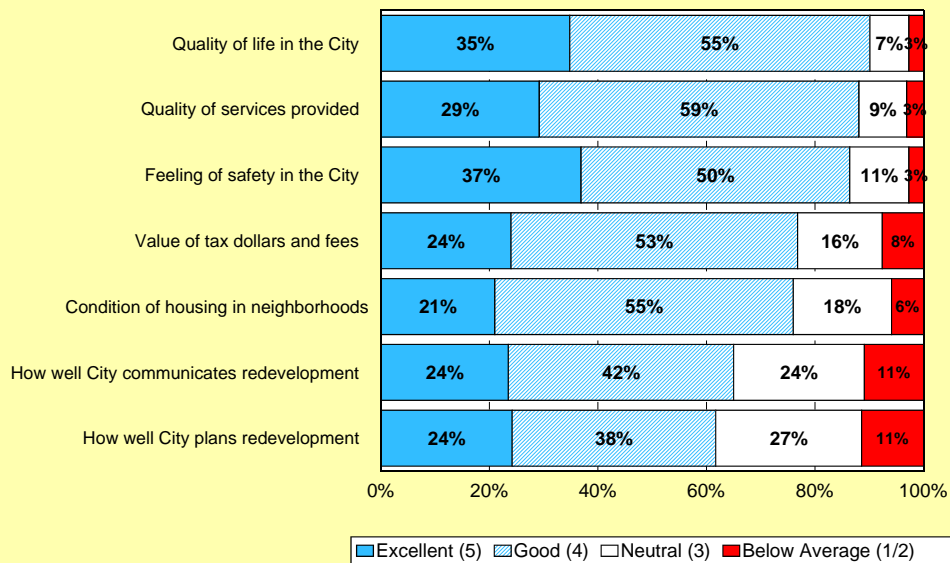
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q4. How Would You Rate Various Issues that Influence Your Perception of the City?

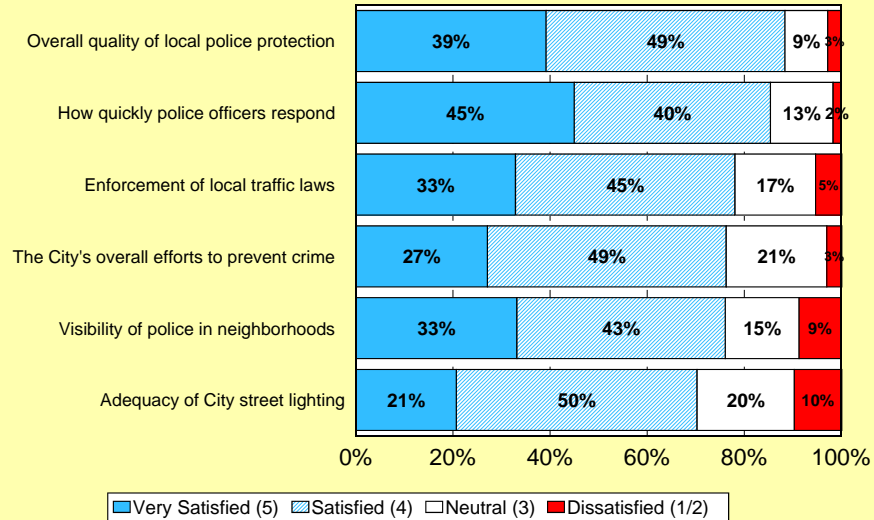
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q5. Satisfaction with Various Aspects of Public Safety

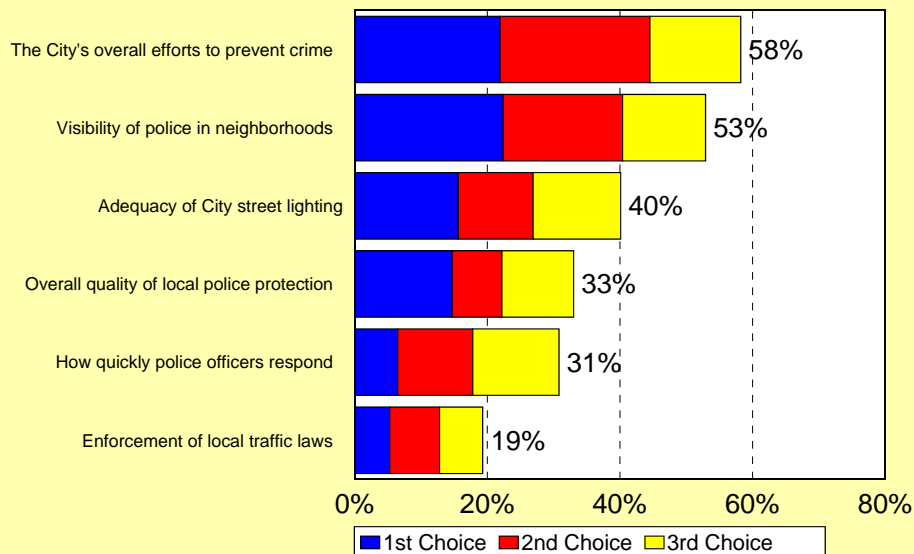
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

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

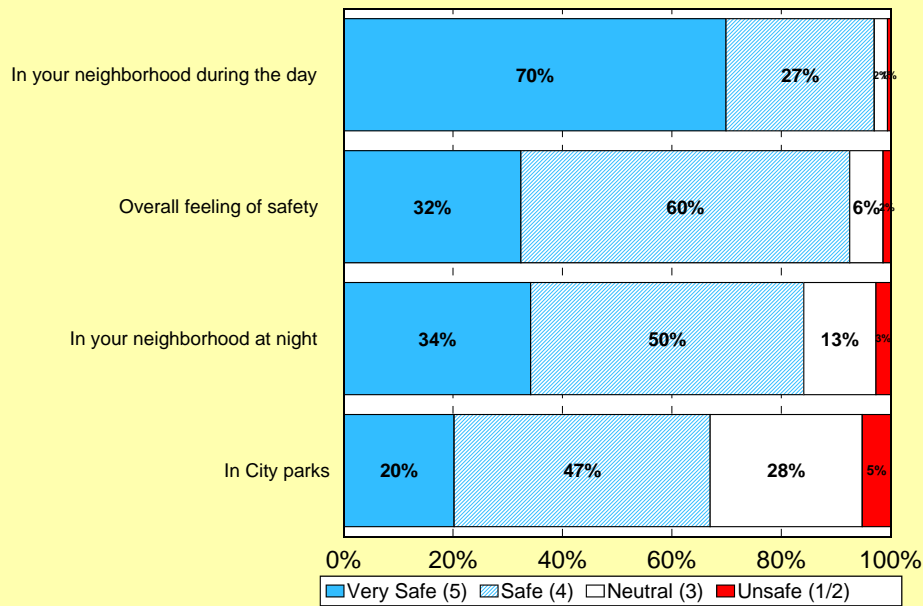
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q7. How Safe Do You Feel?

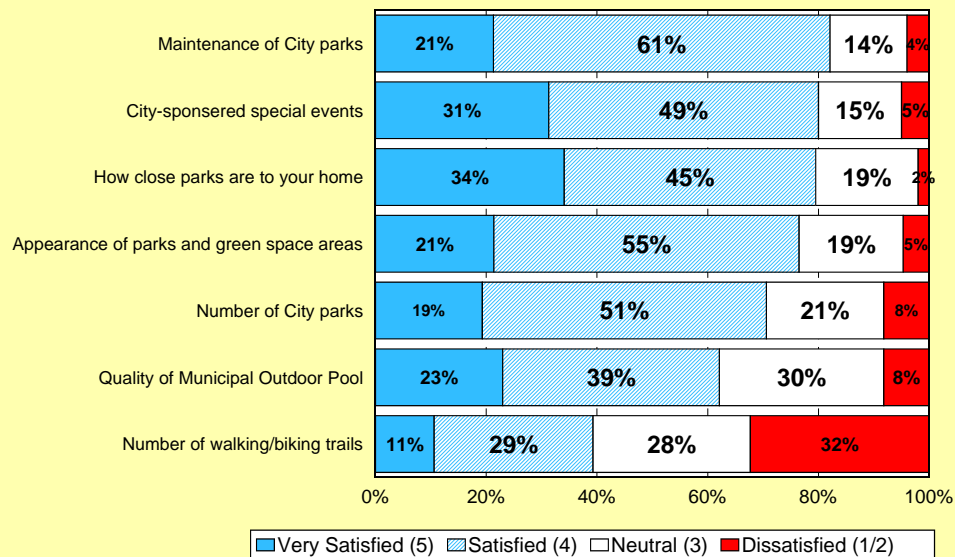
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q8. Satisfaction with Various Aspects of Parks and Recreation

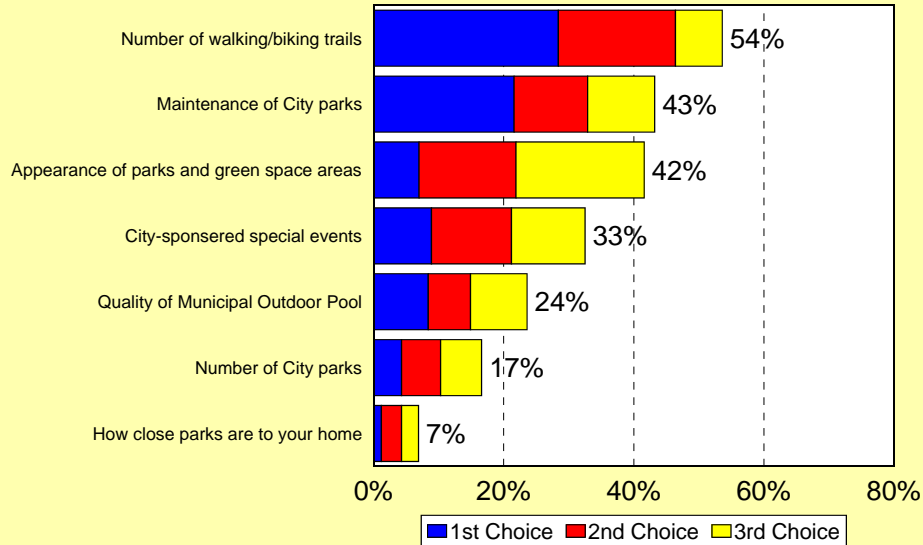
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q9. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

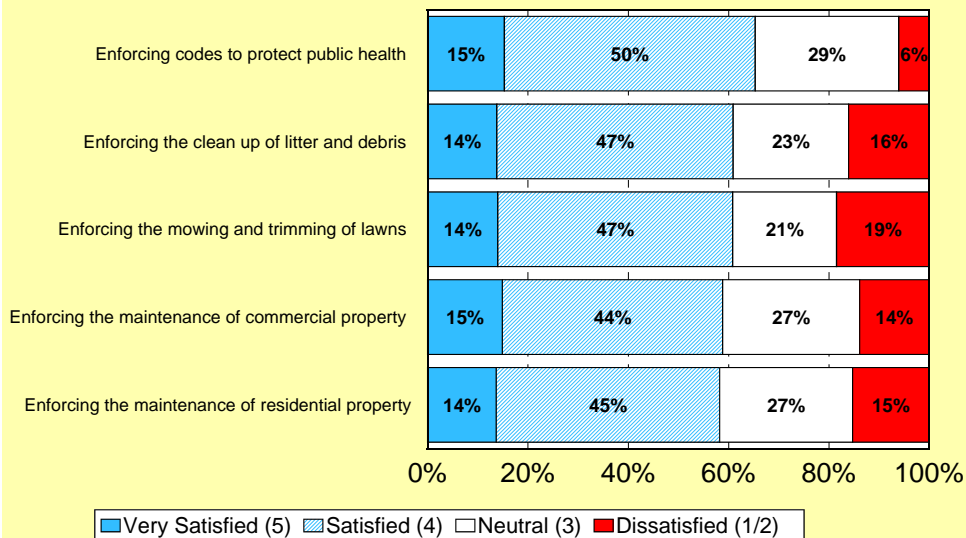
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q10. Satisfaction with Enforcement of City Codes and Ordinances

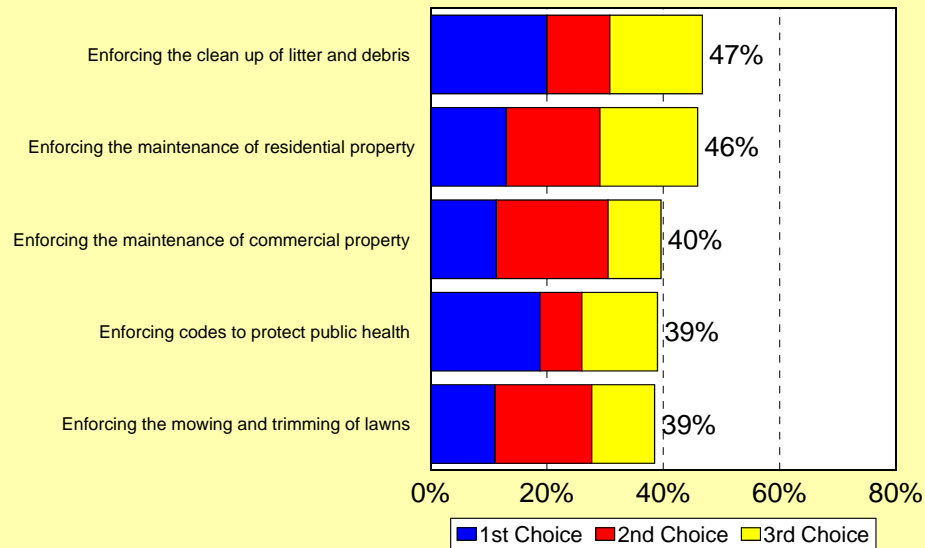
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q11. Codes and Ordinances That Should Receive the Most Emphasis Over the Next Two Years

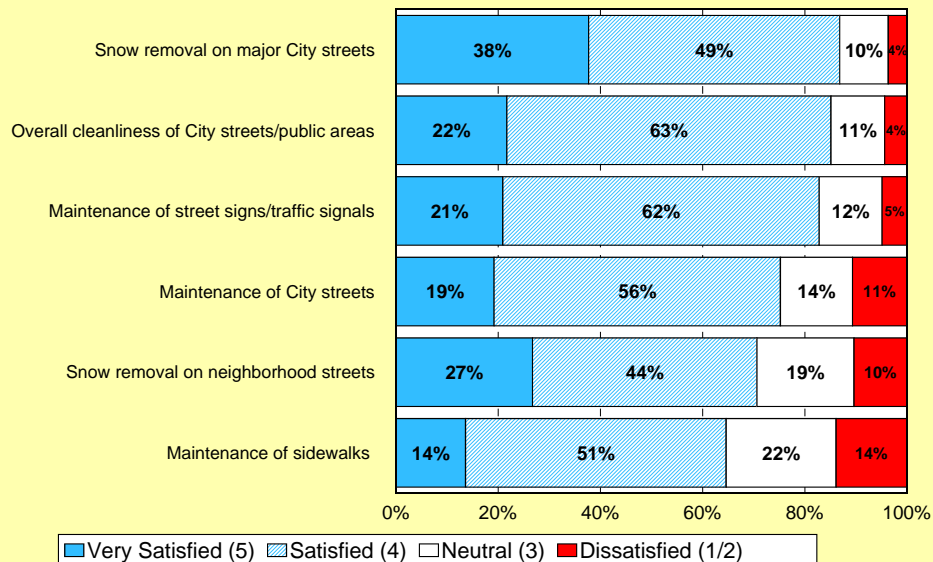
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q12. Satisfaction with Various Aspects of City Maintenance

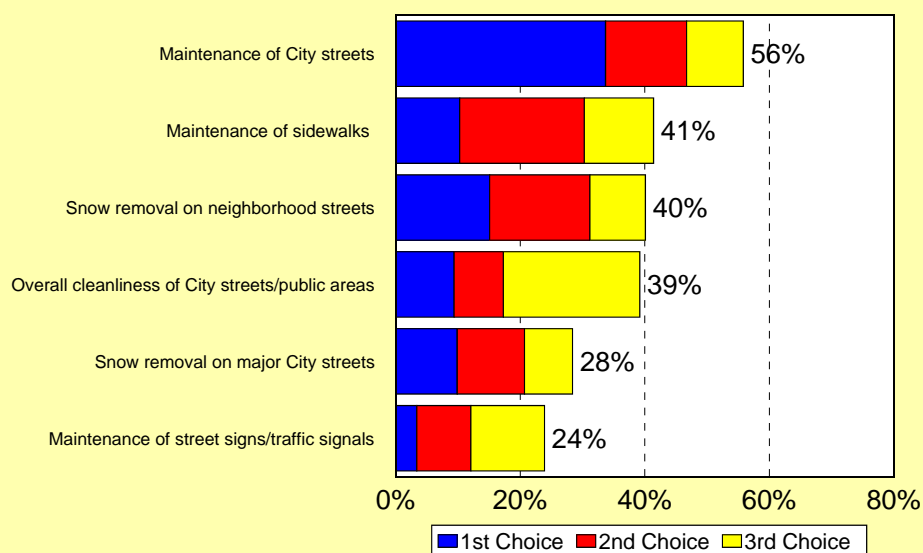
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q13. Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

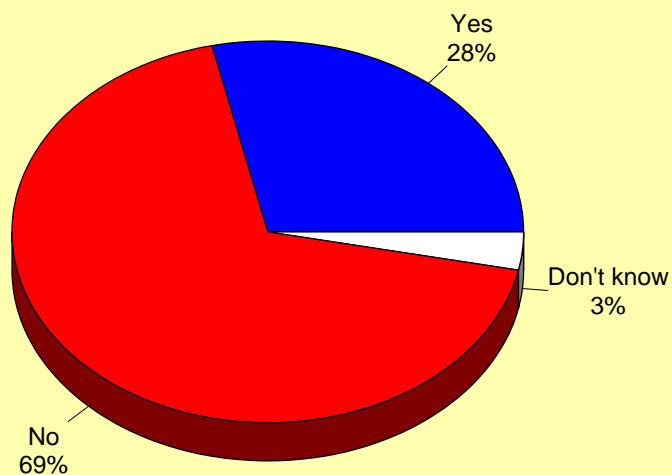
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q14. Have You Contacted the City with a Question or Complaint During the Past Year?

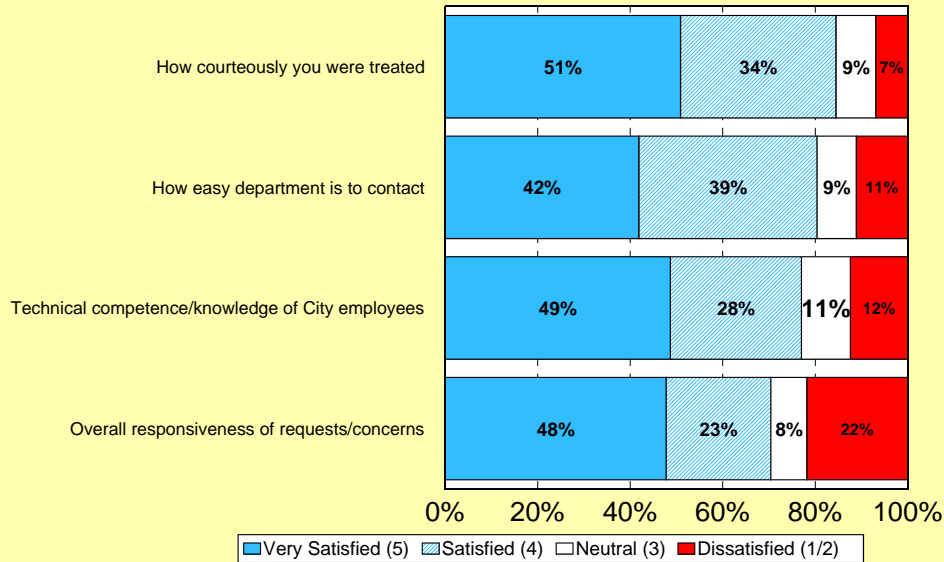
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q14b-e. Satisfaction with Various Aspects of Customer Service

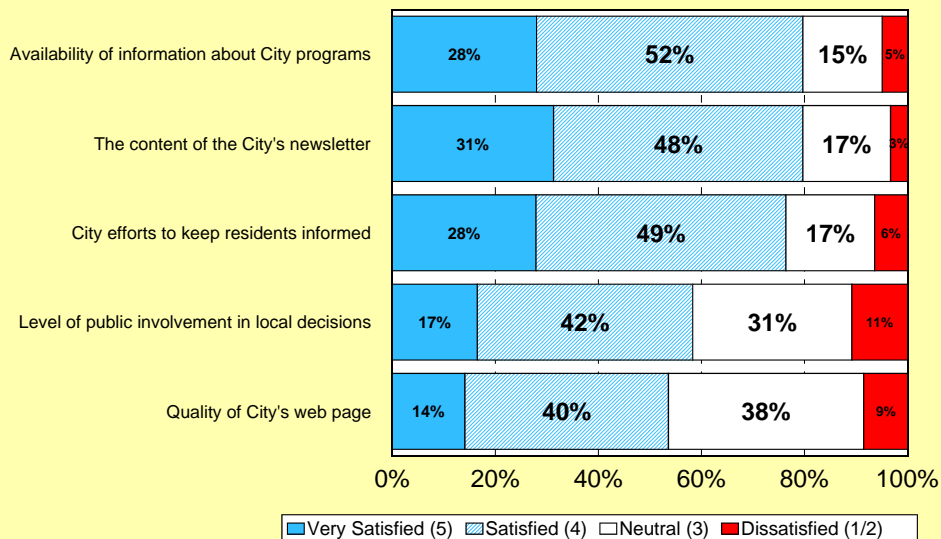
by percentage of respondents who had contacted the City during the past year (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q15. Satisfaction with Various Aspects of City Communications

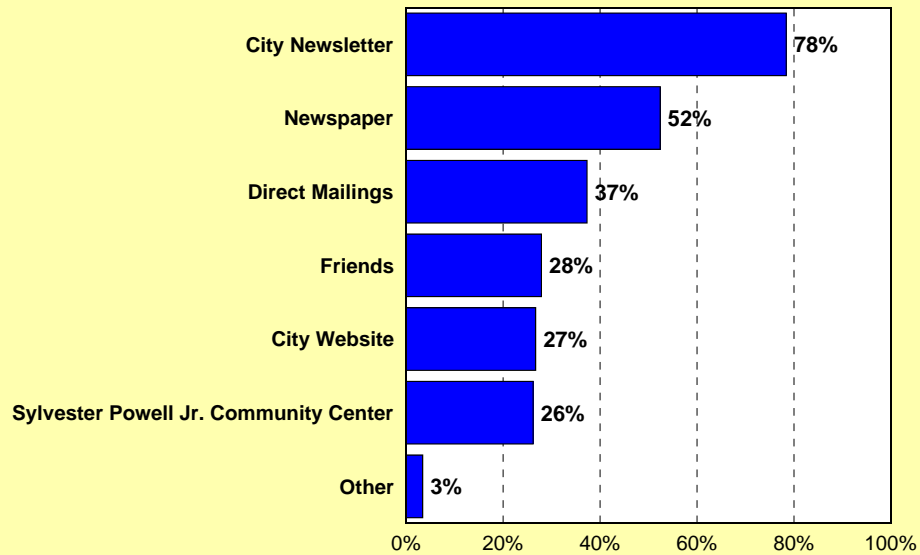
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q16. What source do you use most frequently to get information about the City?

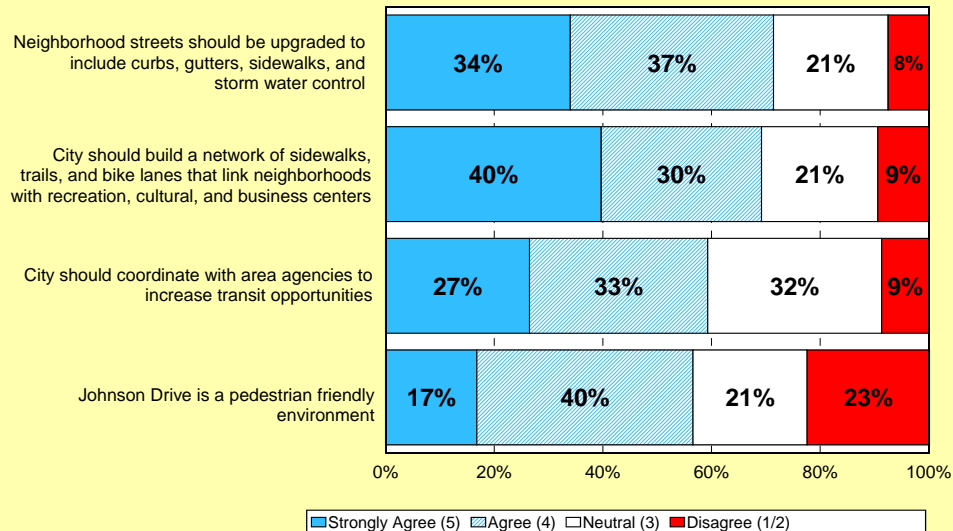
multiple selections allowed



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q17. Satisfaction with Various Aspects of Transportation

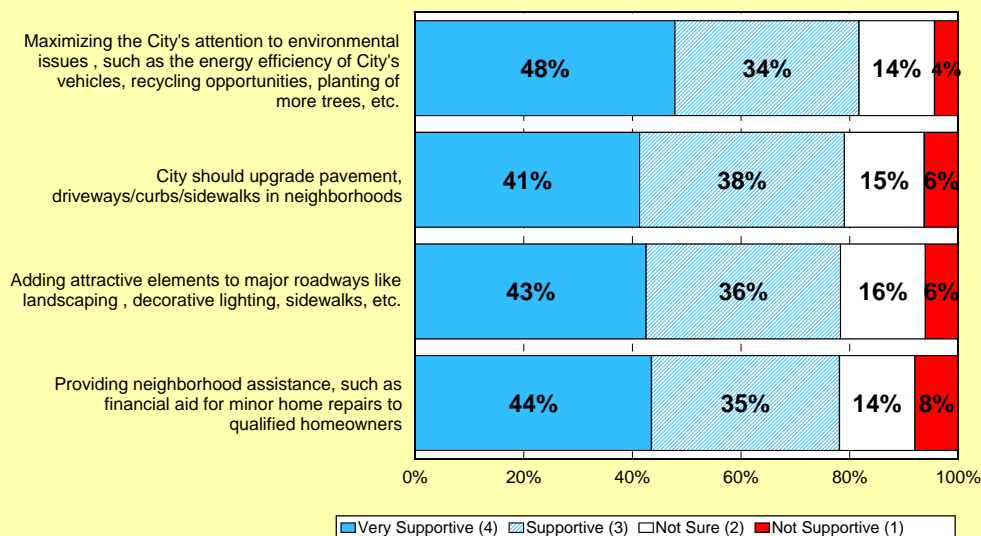
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q18. Level of Support For Various Issues Concerning Community Investment Areas

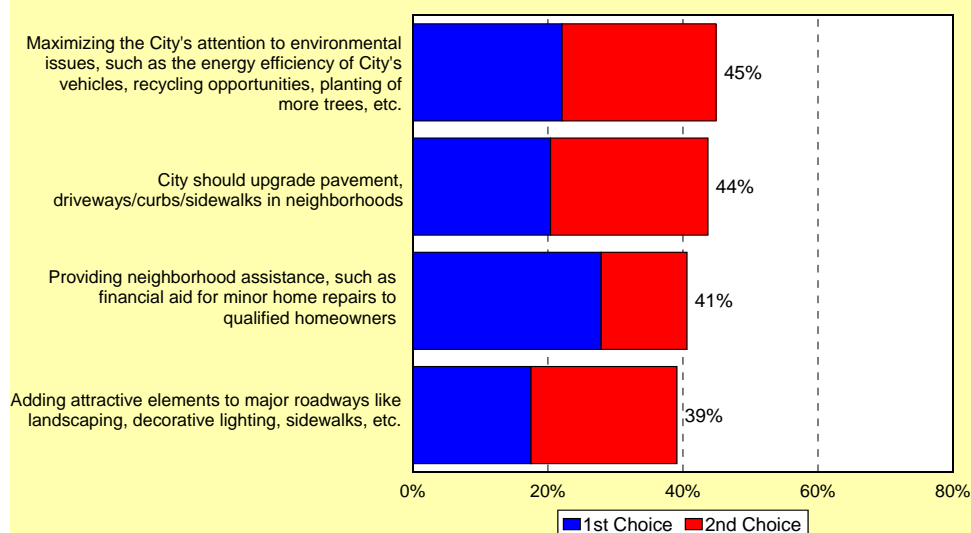
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q19. Which two of the Community Investment Areas are most important to pursue?

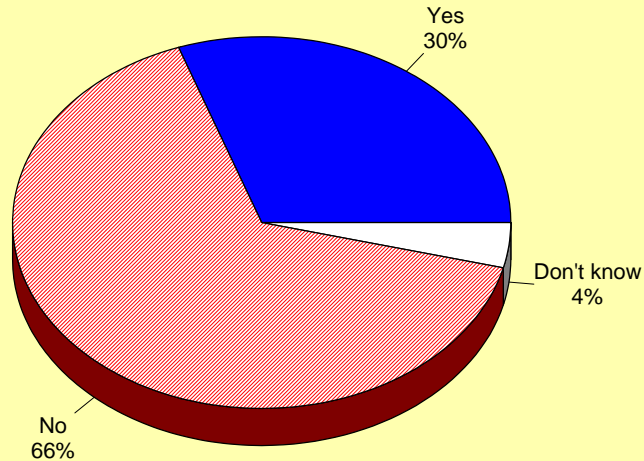
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q20. Do you live in a neighborhood with an active homes association?

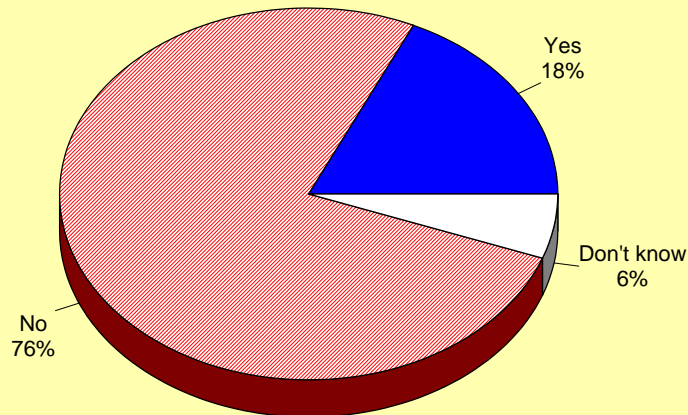
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q21. Would you be interested in learning more about how to establish a neighborhood group in your area?

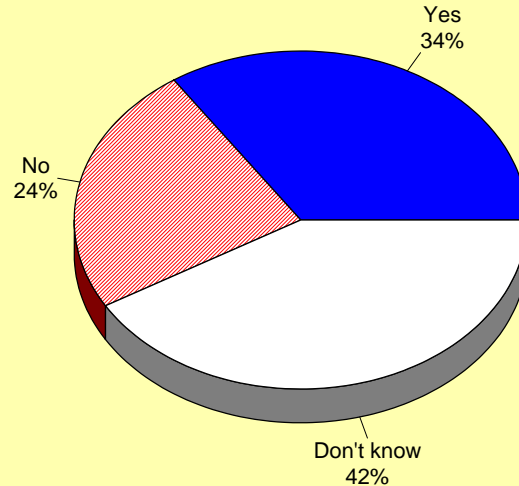
by percentage of respondents who lived in an area that did not have an active homes association



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q22. Do you believe the City should become more involved in promoting neighborhood groups through grant programs, newsletters, and block parties?

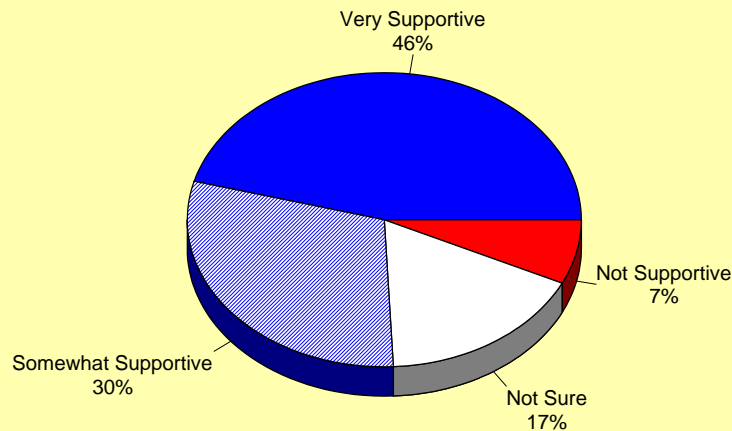
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q23. How supportive are you of mixed use neighborhoods?

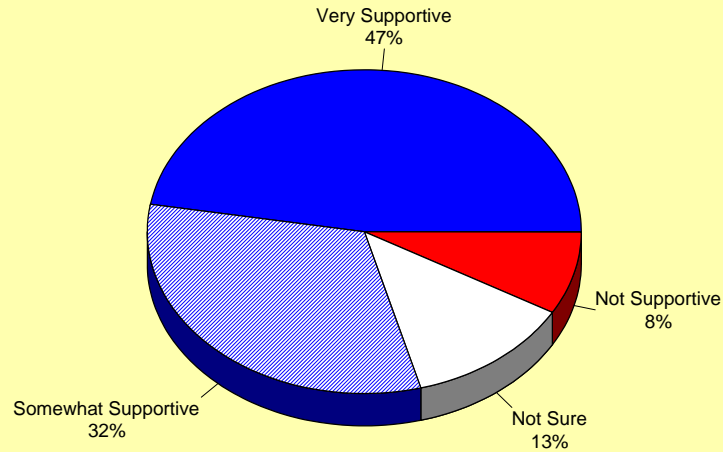
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q24. How supportive would you be of the City offering low cost funds for qualified homeowners, to upgrade homes in Mission?

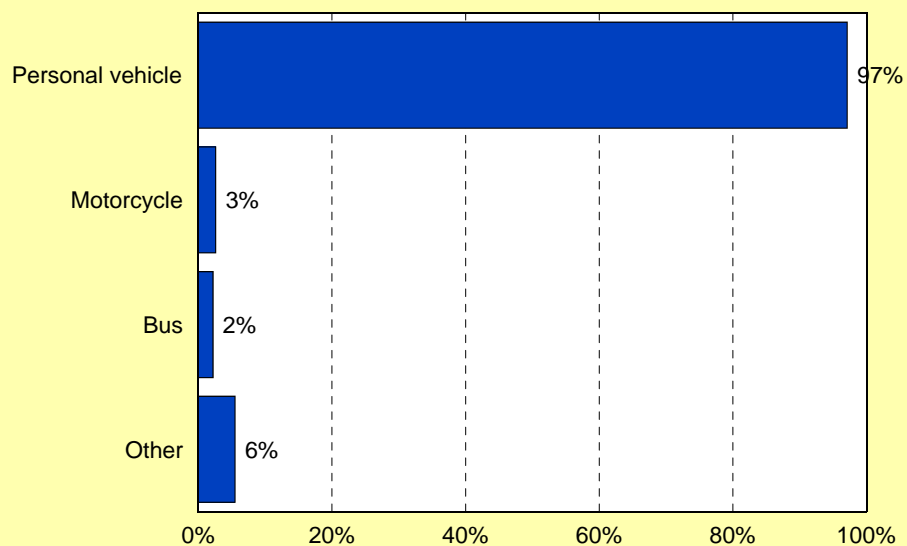
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q25. What method of transportation do you currently use?

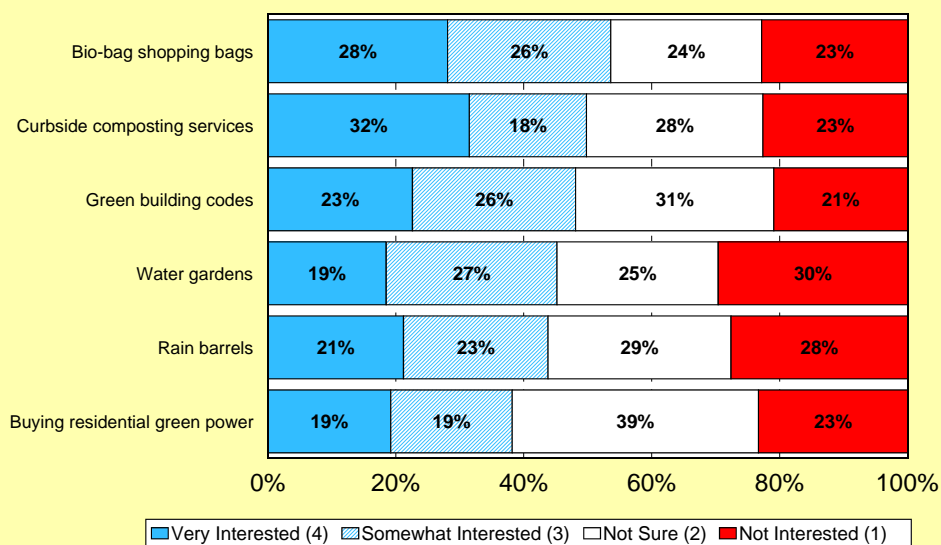
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Q26. Level of Interest In Learning More About Environmental "Green" Issues

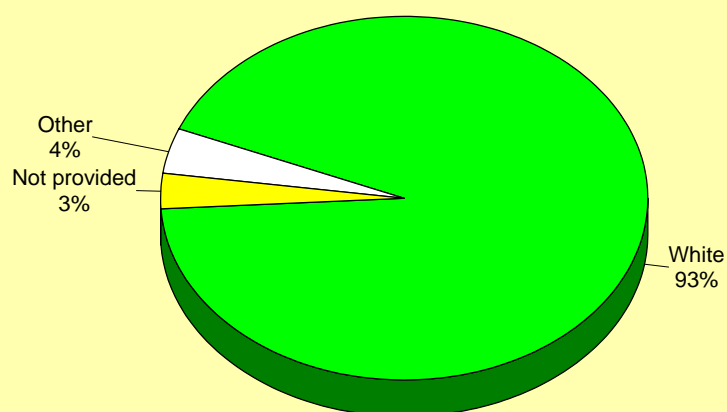
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Demographics: Race/Ethnicity

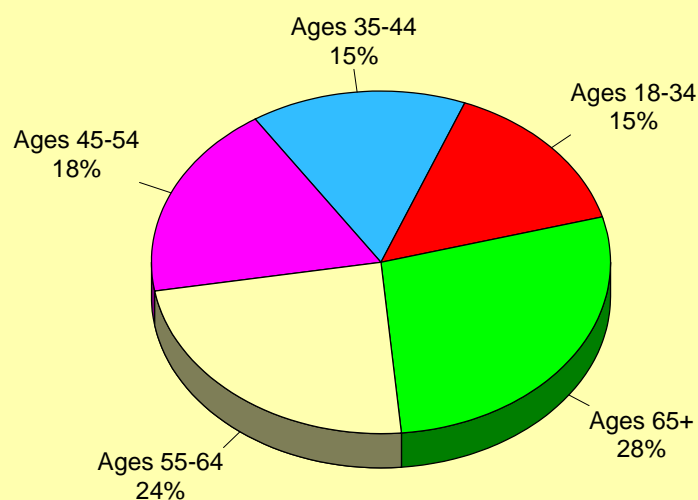
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Demographics: Age of Survey Respondents

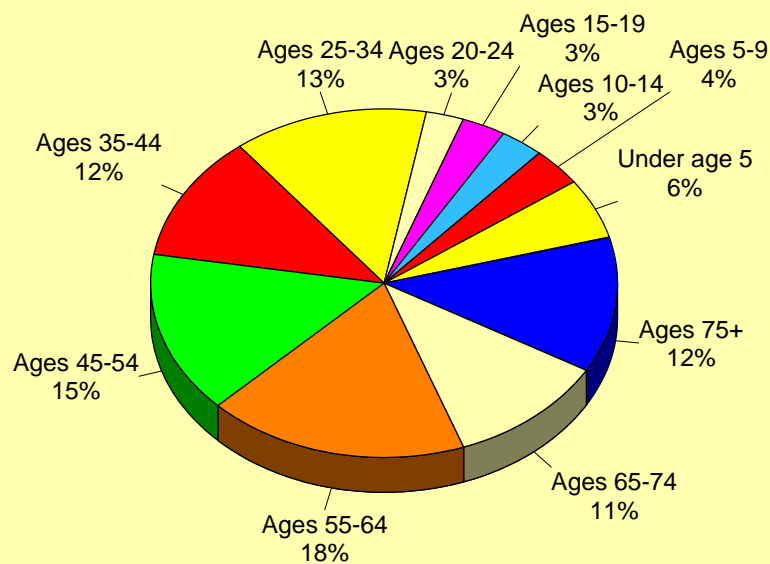
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Demographics: Ages of People in Household

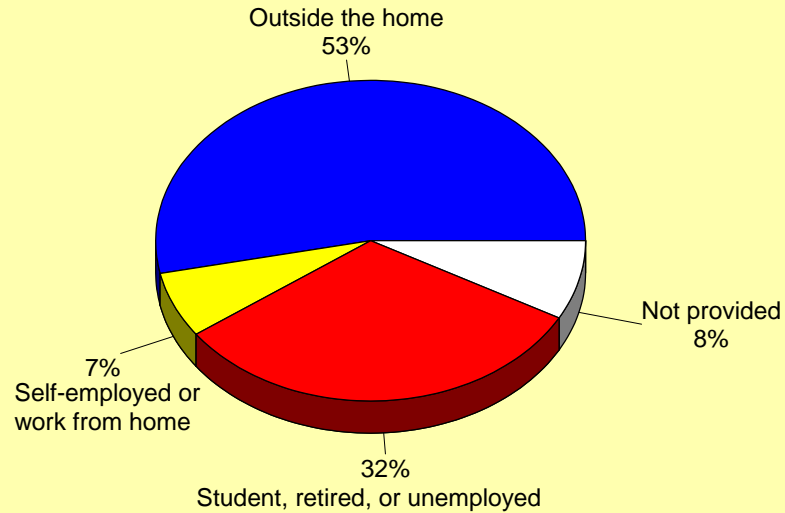
by percentage of persons in households



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Demographics: Which describes your current place of employment?

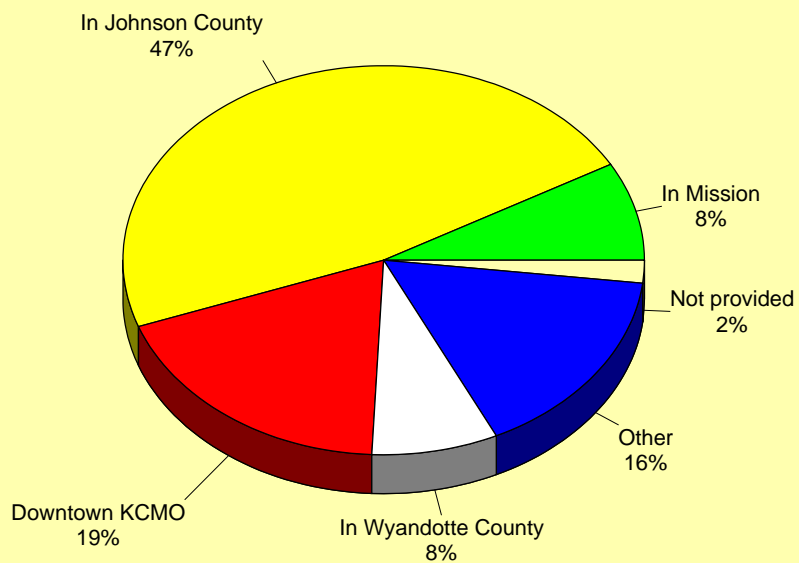
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Demographics: Where do you work?

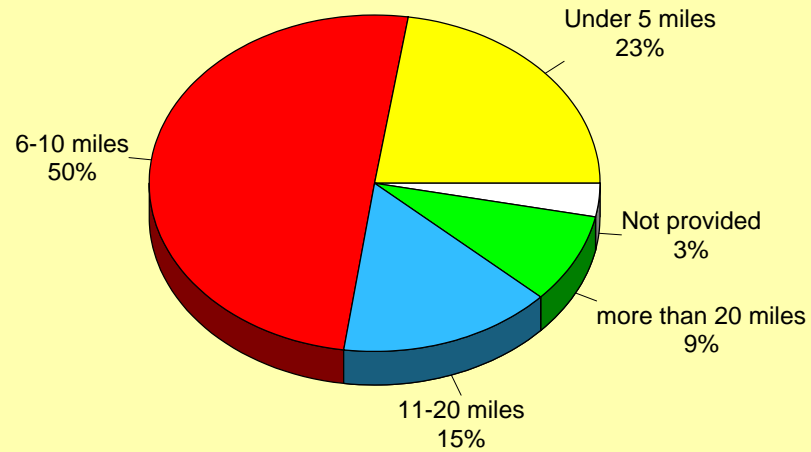
by percentage of respondents who indicated they worked outside the home



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Demographics: Distance Typically Traveled to Work

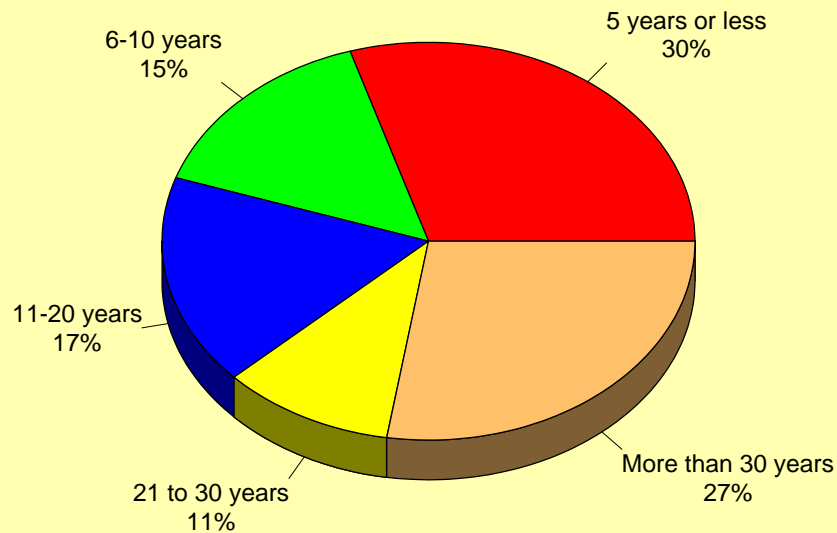
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Demographics: Number of Years Lived in Mission

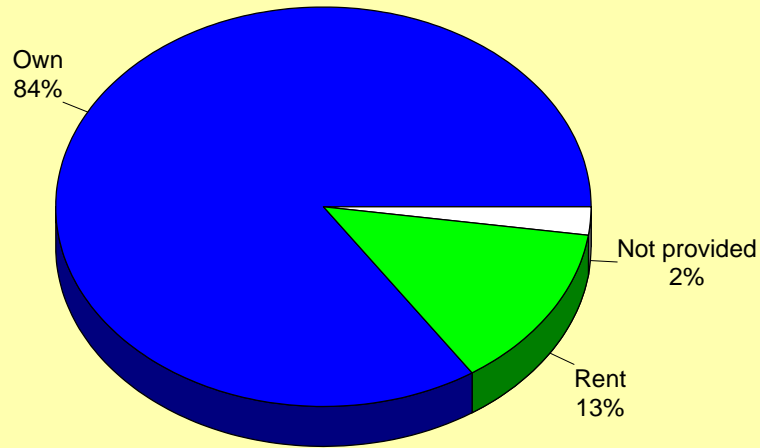
by percentage of respondents



Source: ETC Institute DirectionFinder (October 2007 - Mission, KS)

Demographics: Own Or Rent Current Residence?

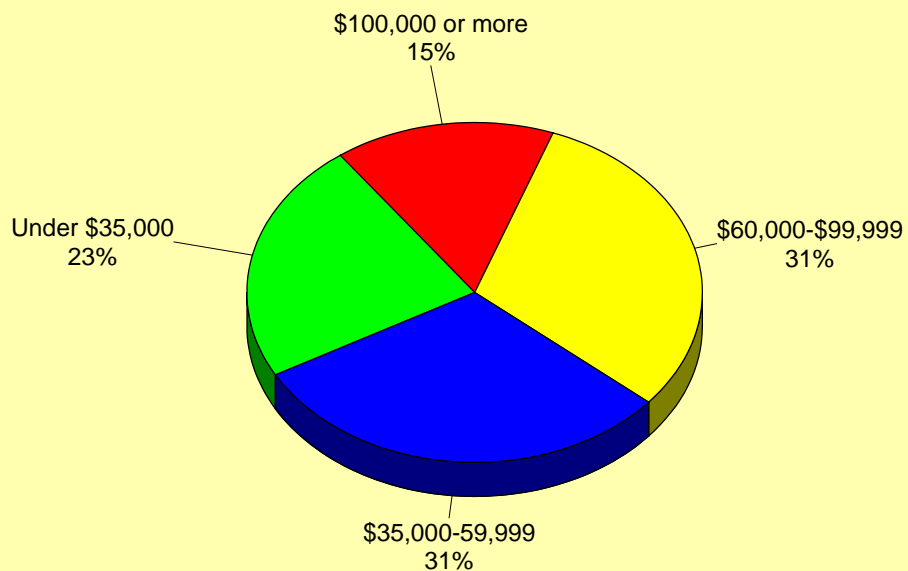
by percentage of respondents



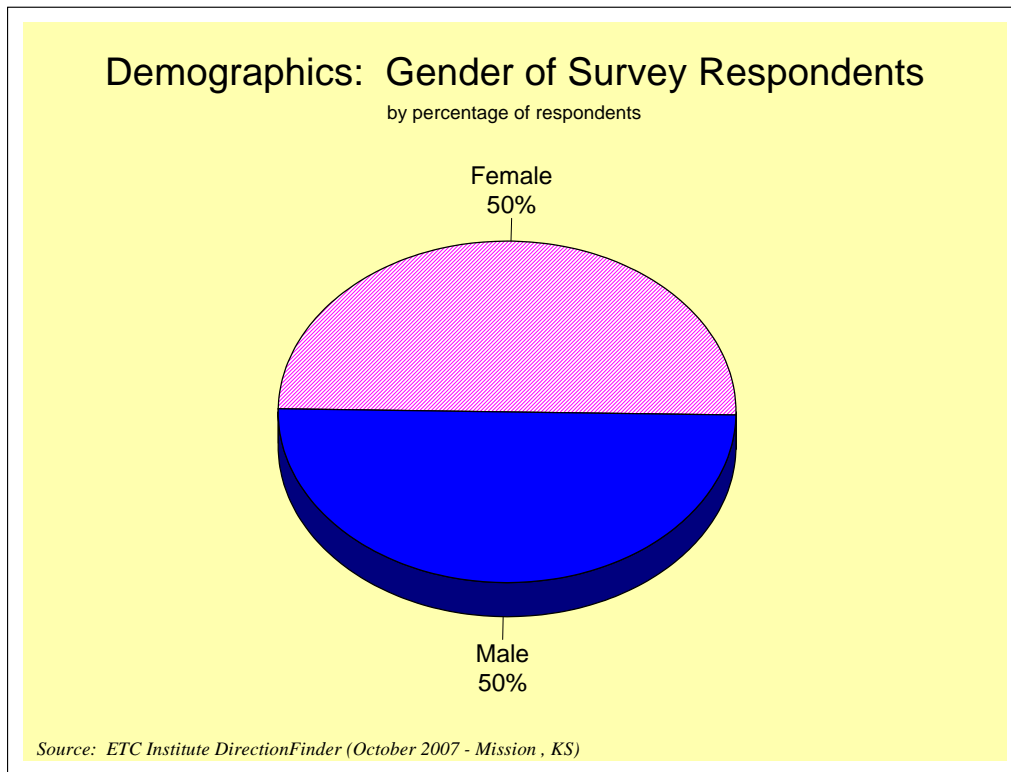
Source: ETC Institute DirectionFinder (October 2007 - Mission , KS)

Demographics: Total Annual Household Income

by percentage of respondents (excluding those who refused to provide response)



Source: ETC Institute DirectionFinder (October 2007 - Mission , KS)



Section 2:
GIS Mapping

Interpreting the Maps

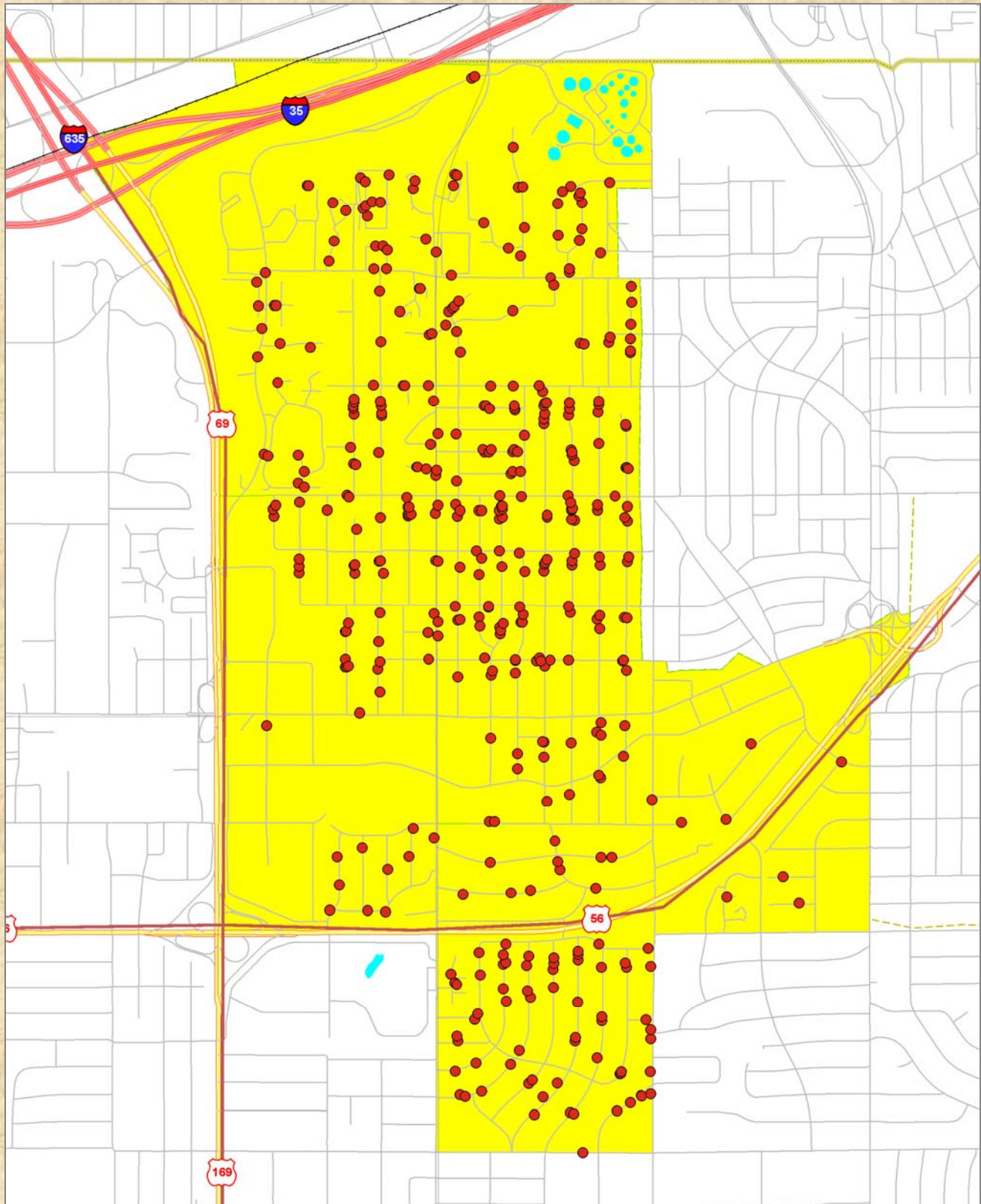
The maps on the following pages show the mean ratings for several questions by Census Block Group.

If all Census Block Groups on a map are the same color, then most residents in the community generally feel the same about that issue.

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

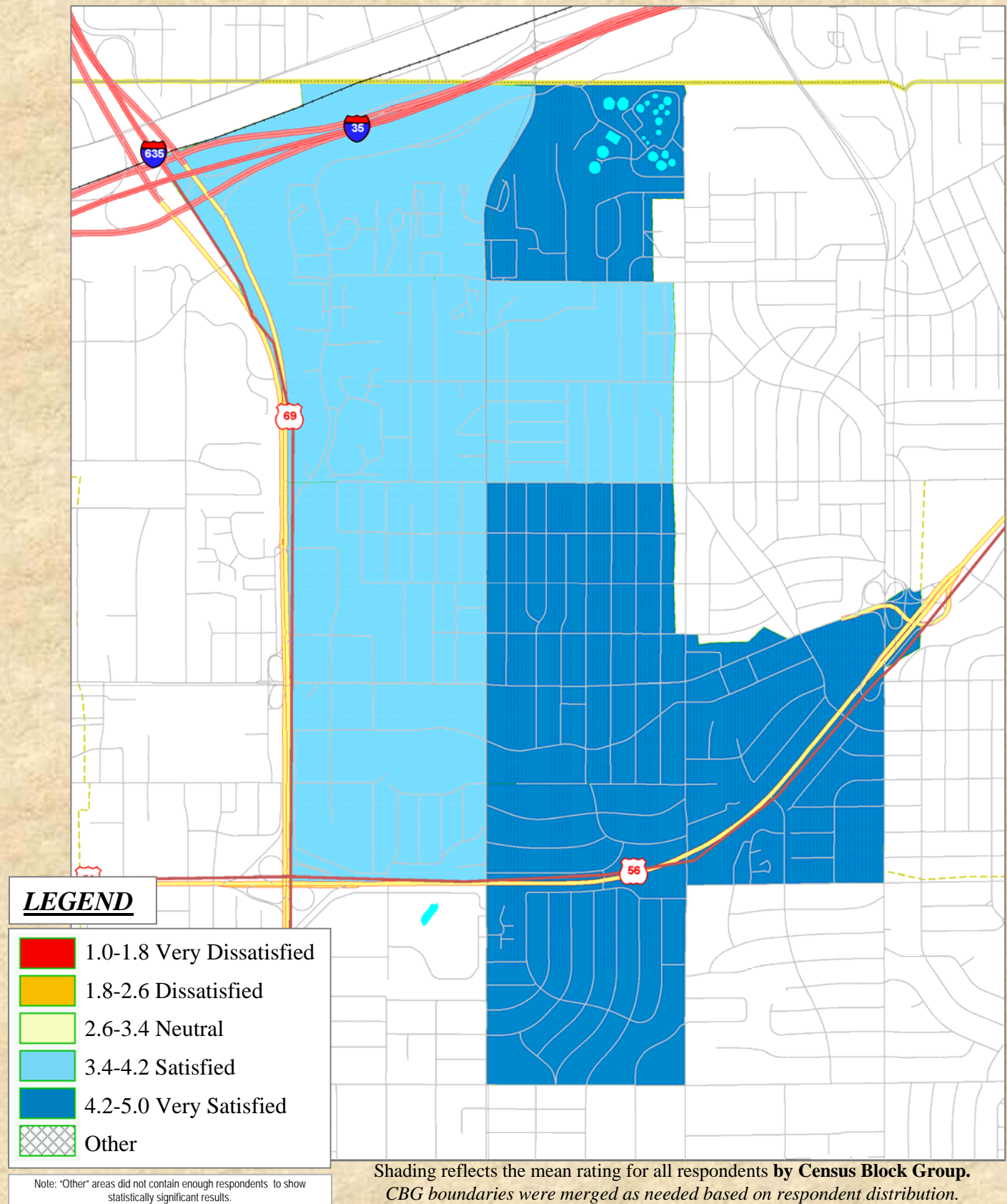
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate agreement and a willingness of residents to fund an initiative.
- **OFF-WHITE/BEIGE** shades indicate a NEUTRAL rating. Shades of neutral generally indicate a neutral or “not sure” opinion about an issue.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate disagreement and an unwillingness to fund an initiative.

Location of Survey Respondents

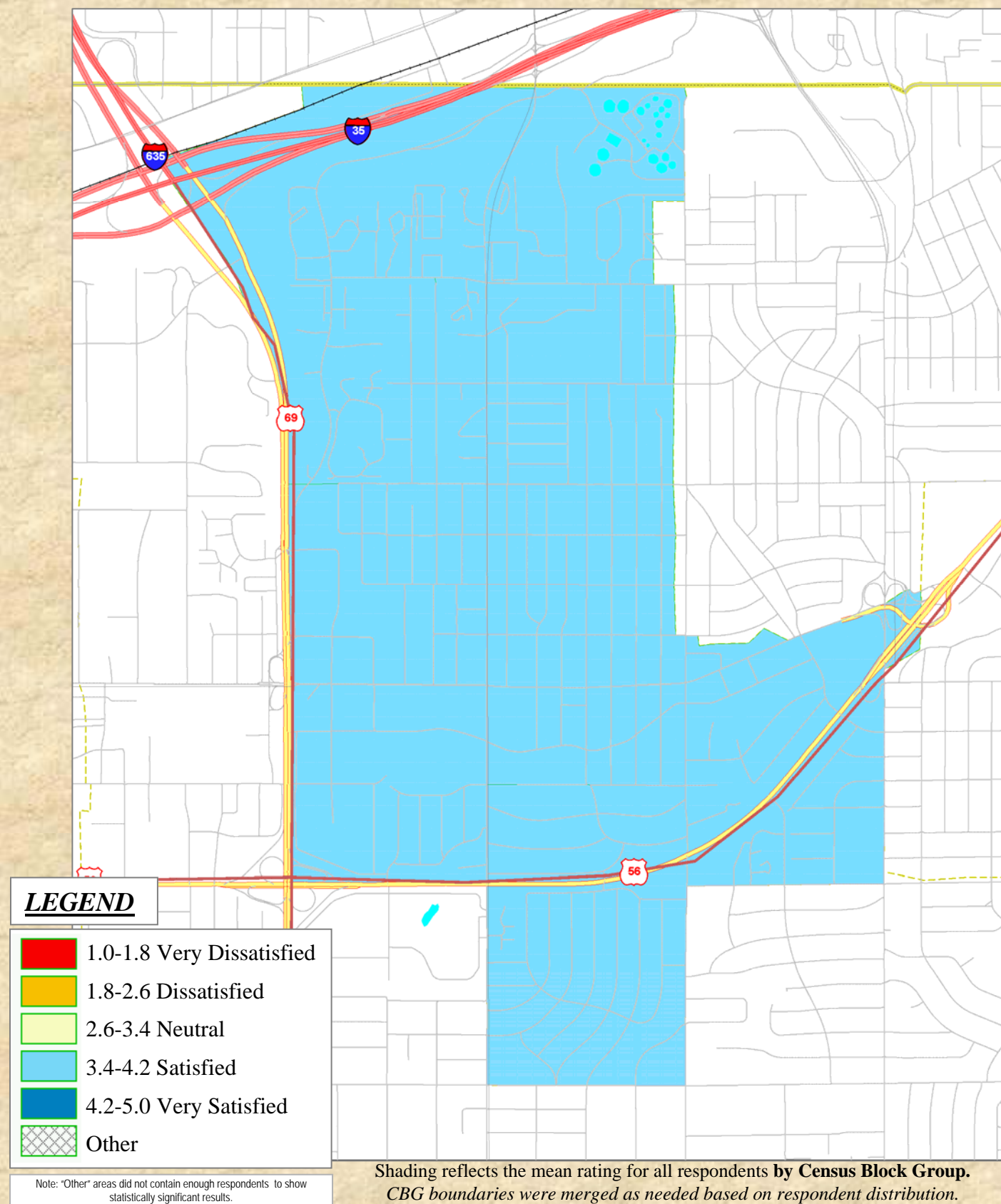


2007 Mission, KS - DirectionFinder® Survey Results

Q1a Overall quality of police services.

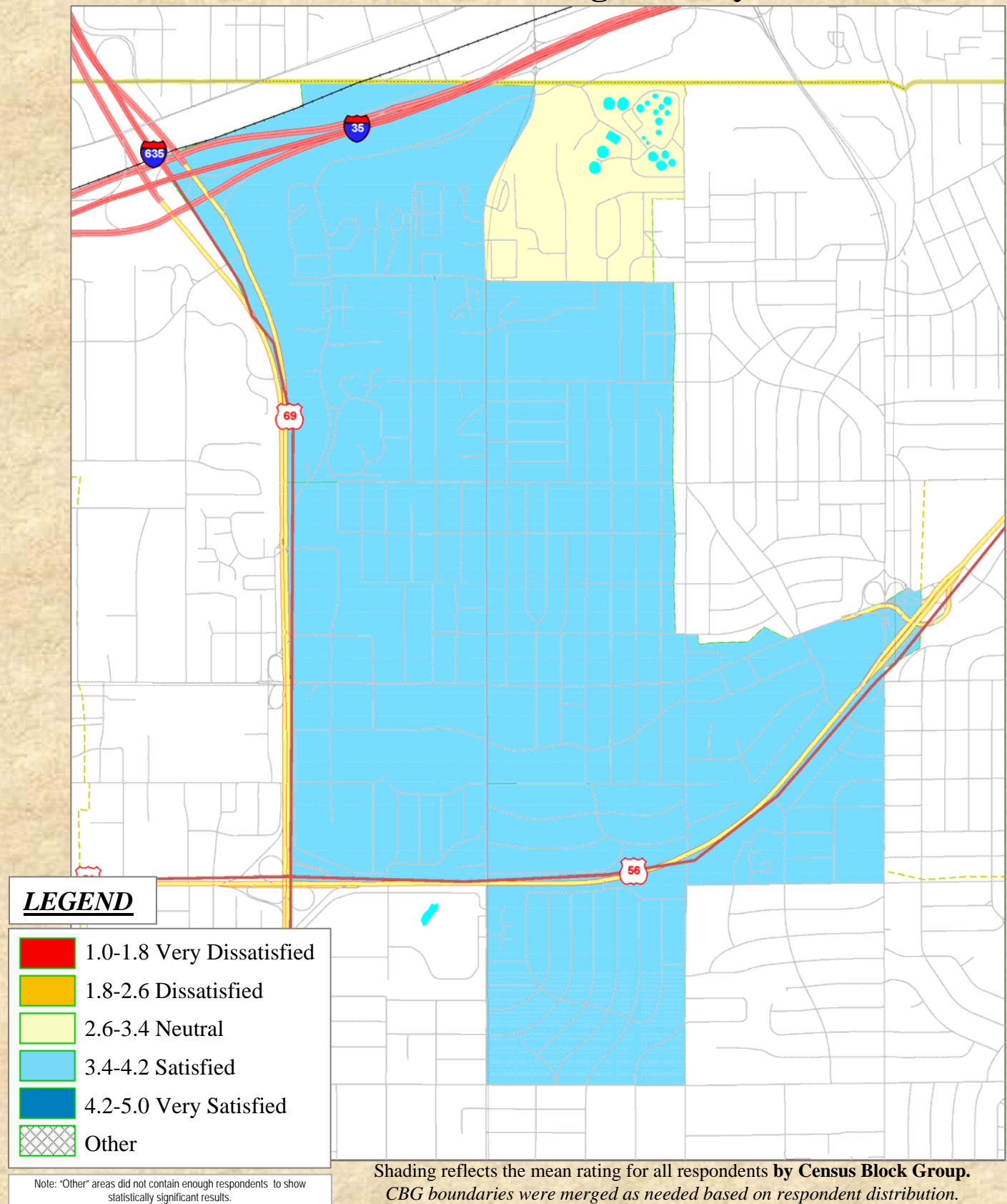


Q1c Overall maintenance of City streets buildings and facilities.

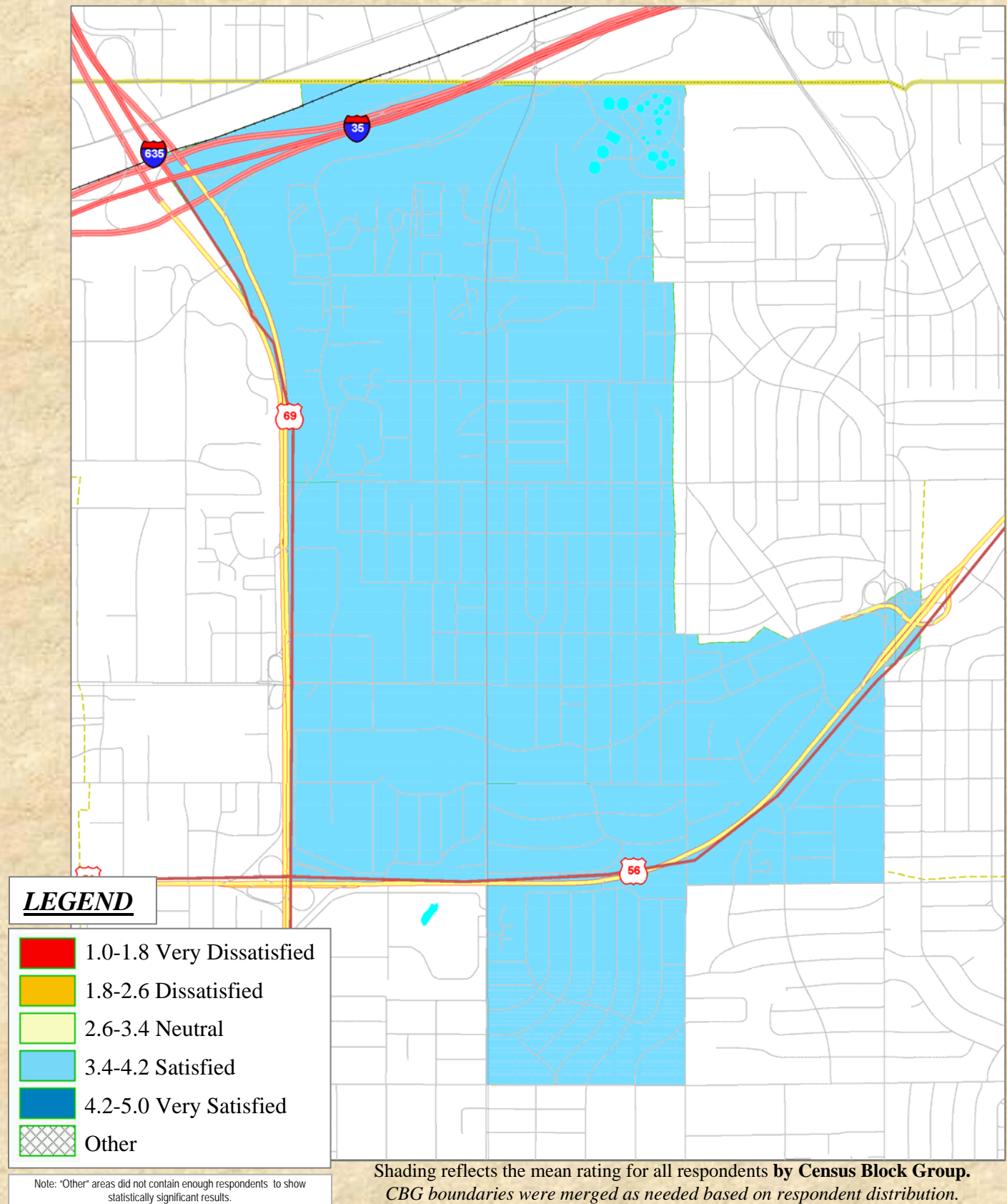


2007 Mission, KS - DirectionFinder® Survey Results

Q1g Overall quality of the City's stormwater runoff/stormwater management system.

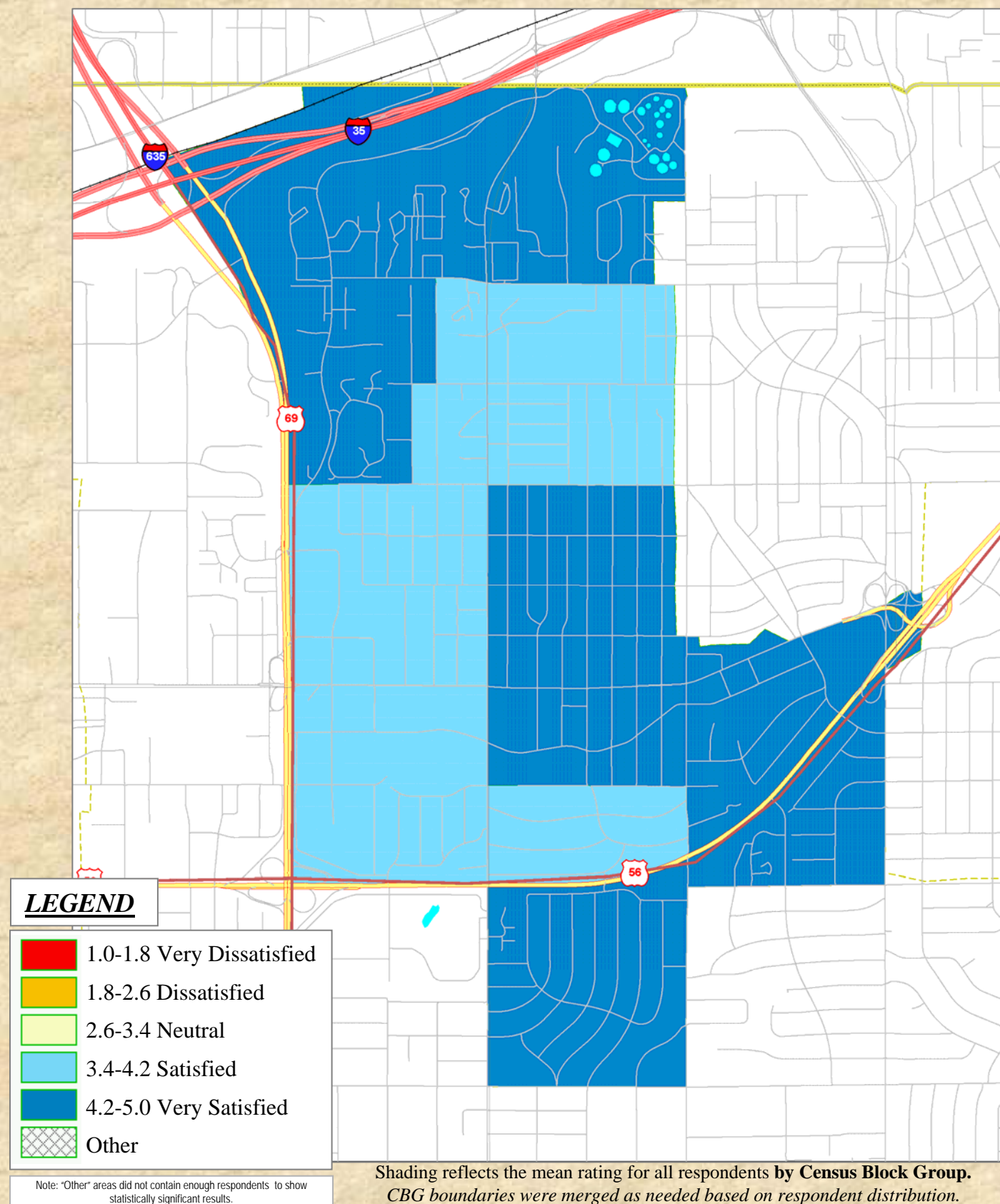


Q1h Overall flow of traffic and congestion management.

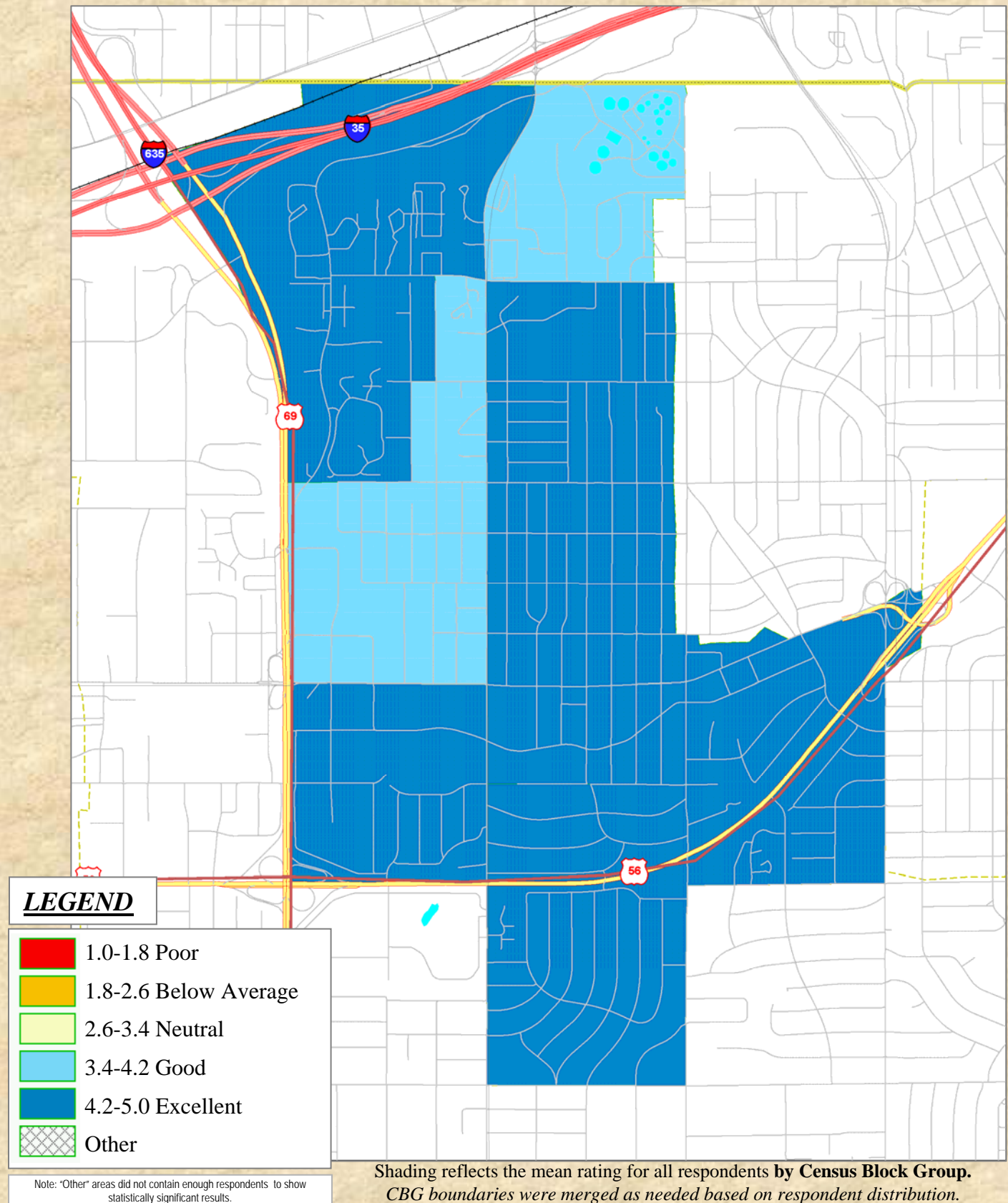


2007 Mission, KS - DirectionFinder® Survey Results

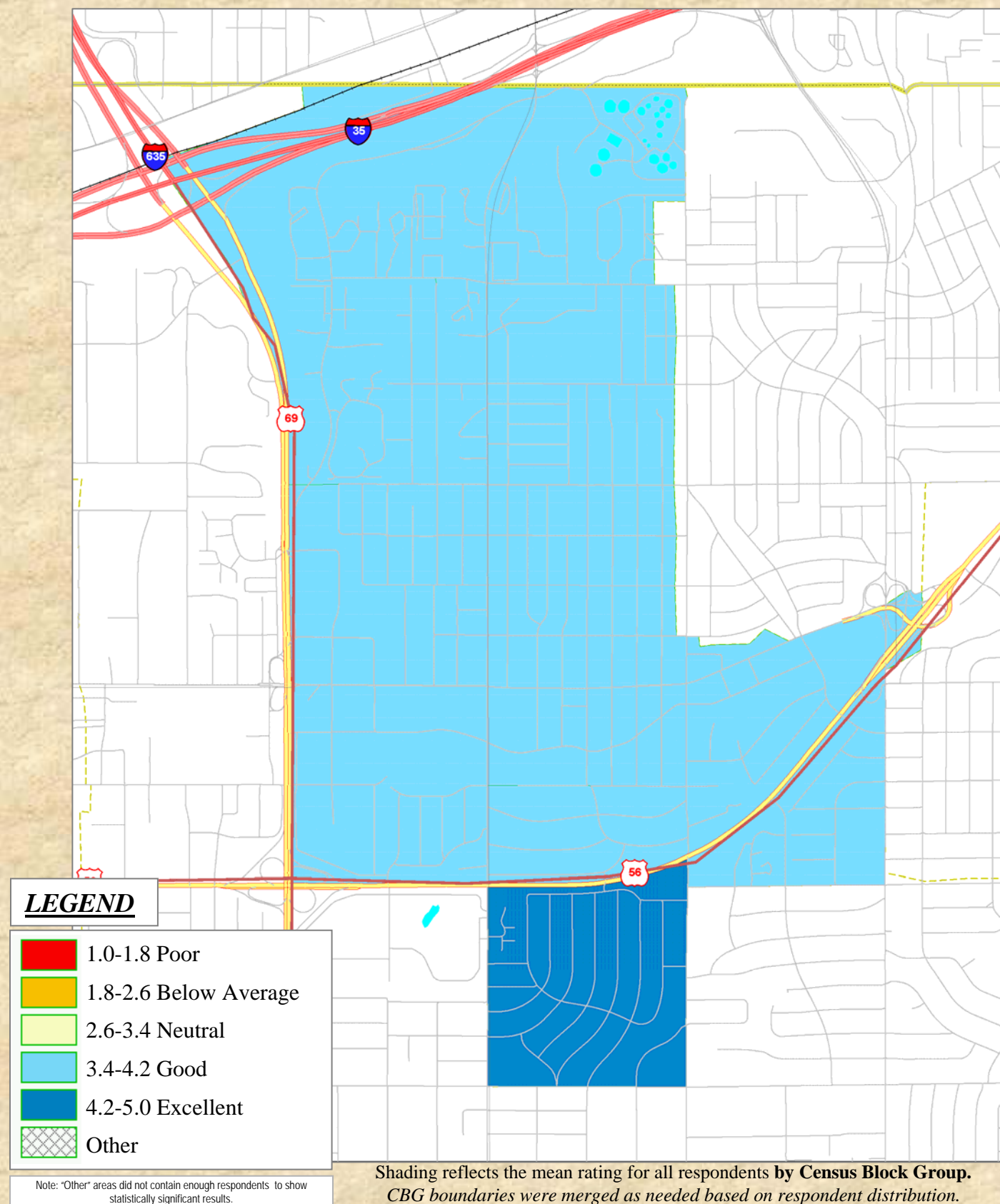
Q1j Overall quality and livability of City's neighborhoods.



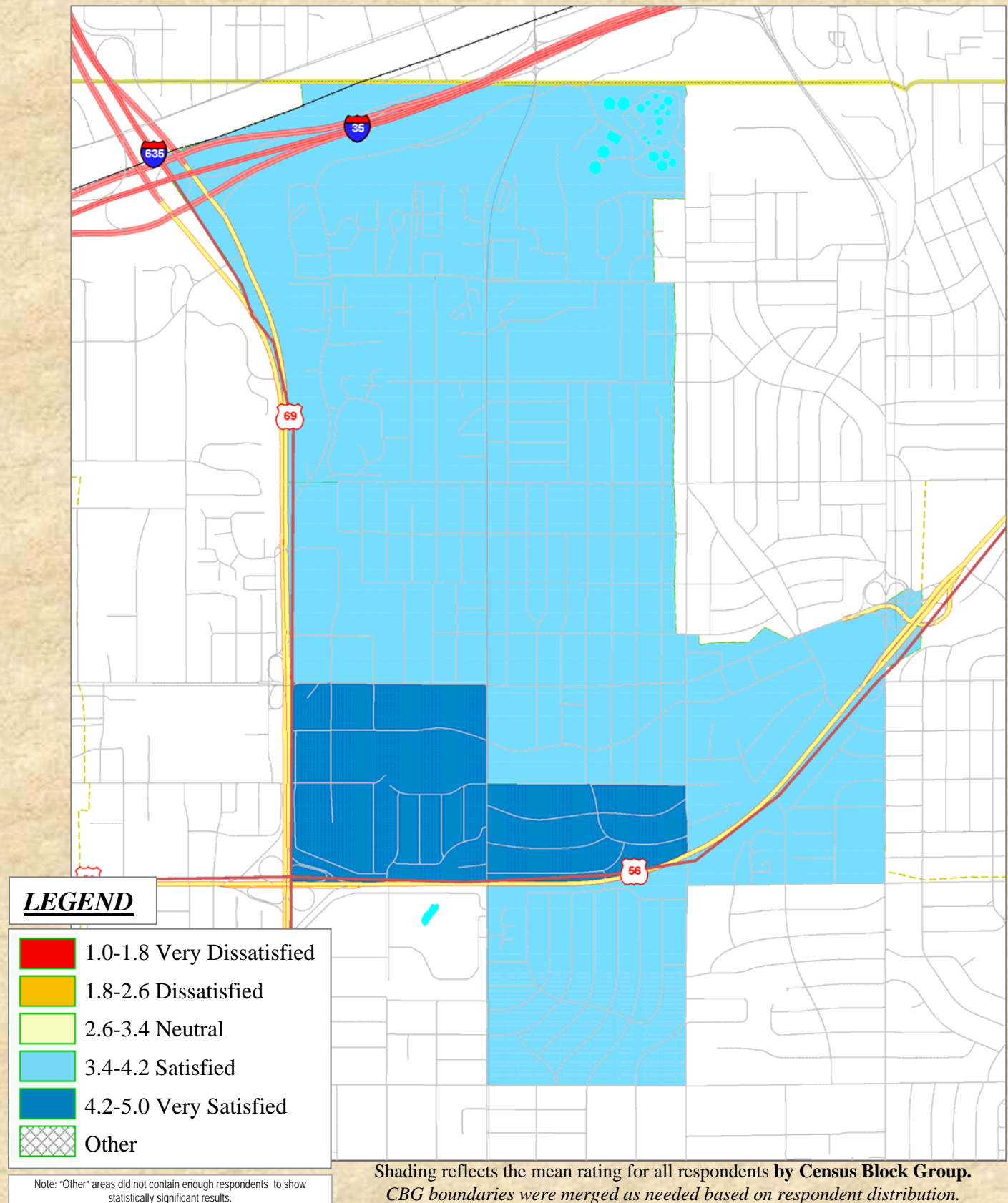
Q4f Overall feeling of safety in the City.



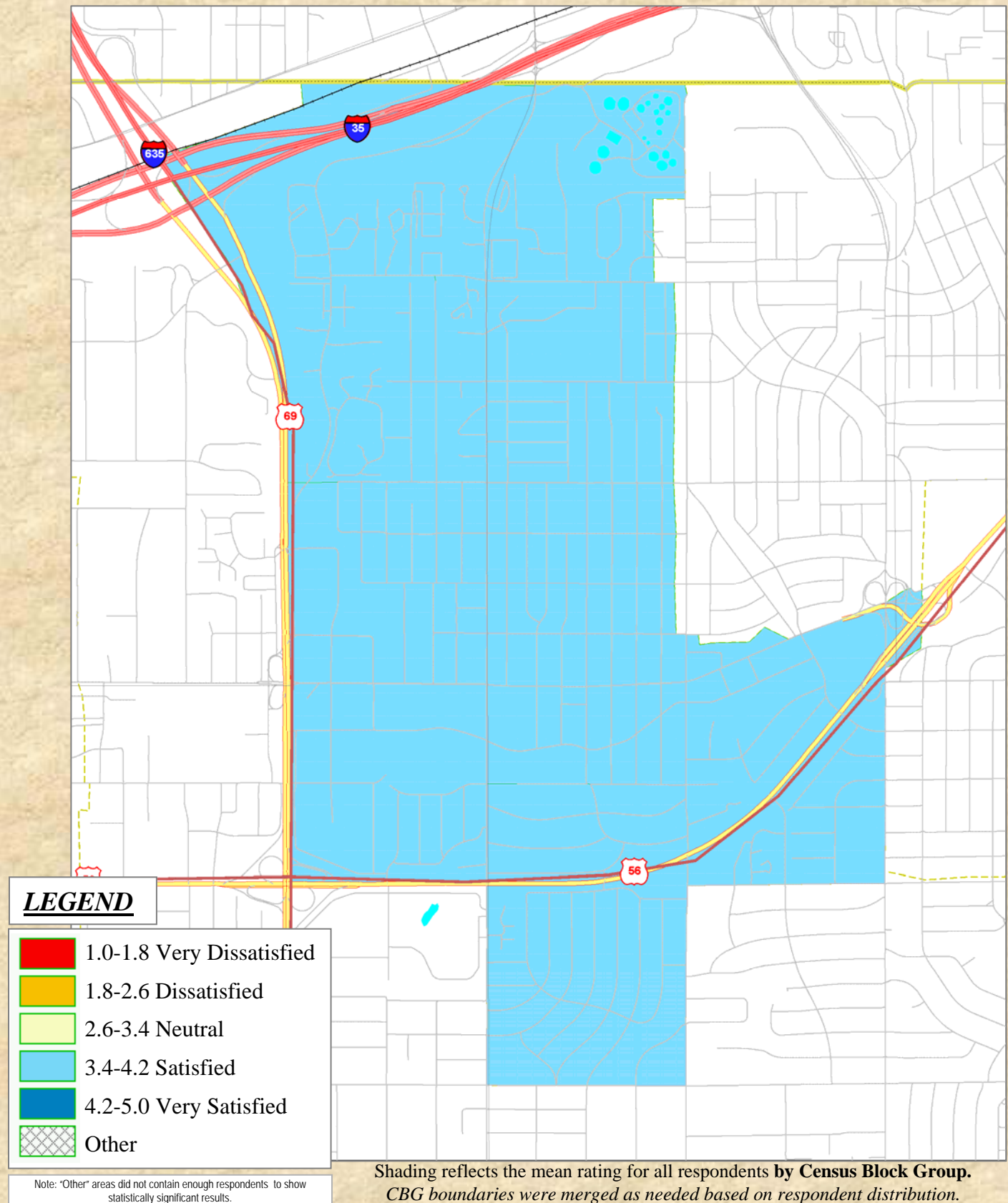
Q4g Overall condition of housing in your neighborhood.



Q5b The visibility of police in neighborhoods.

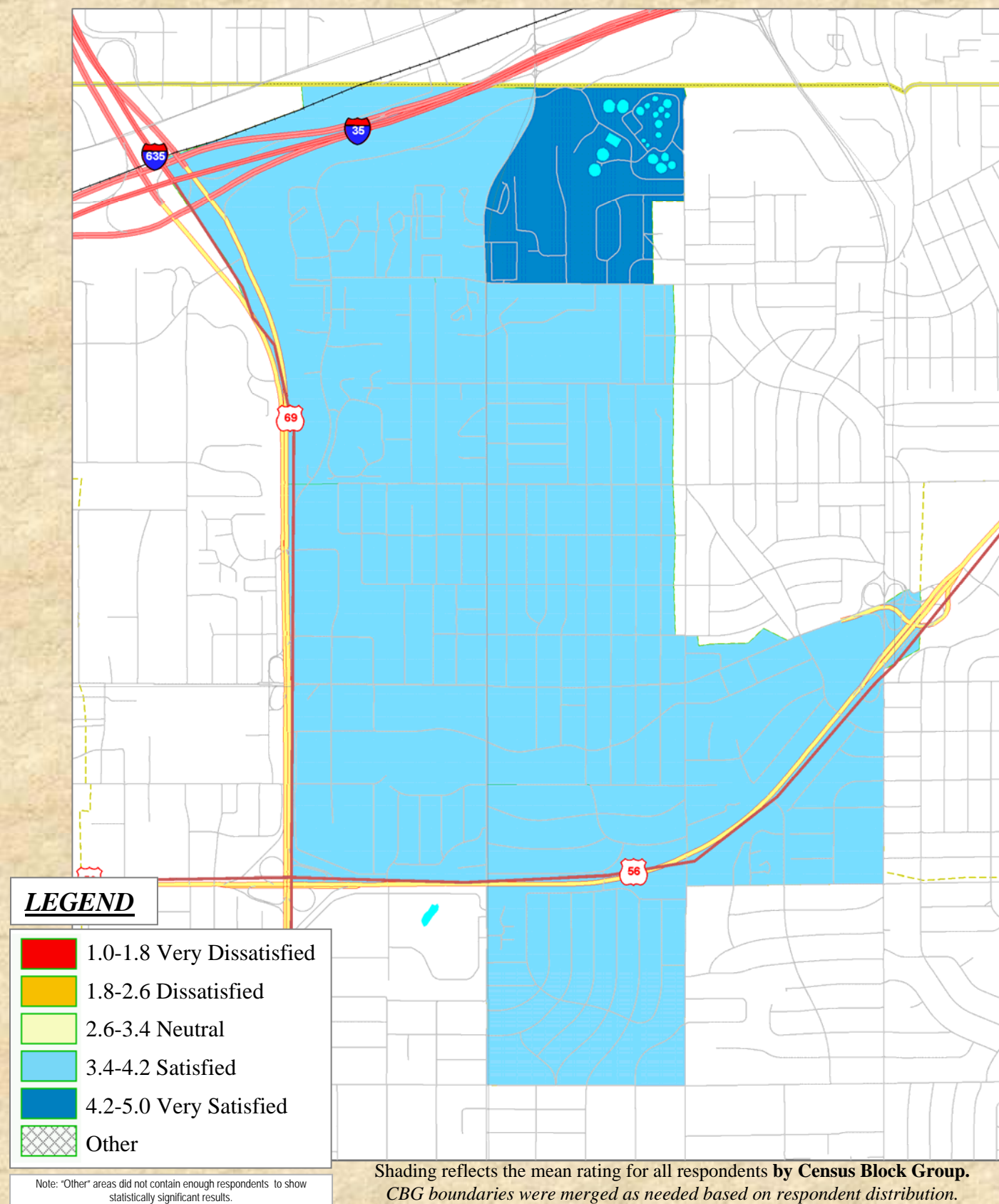


Q5f Adequacy of City street lighting.

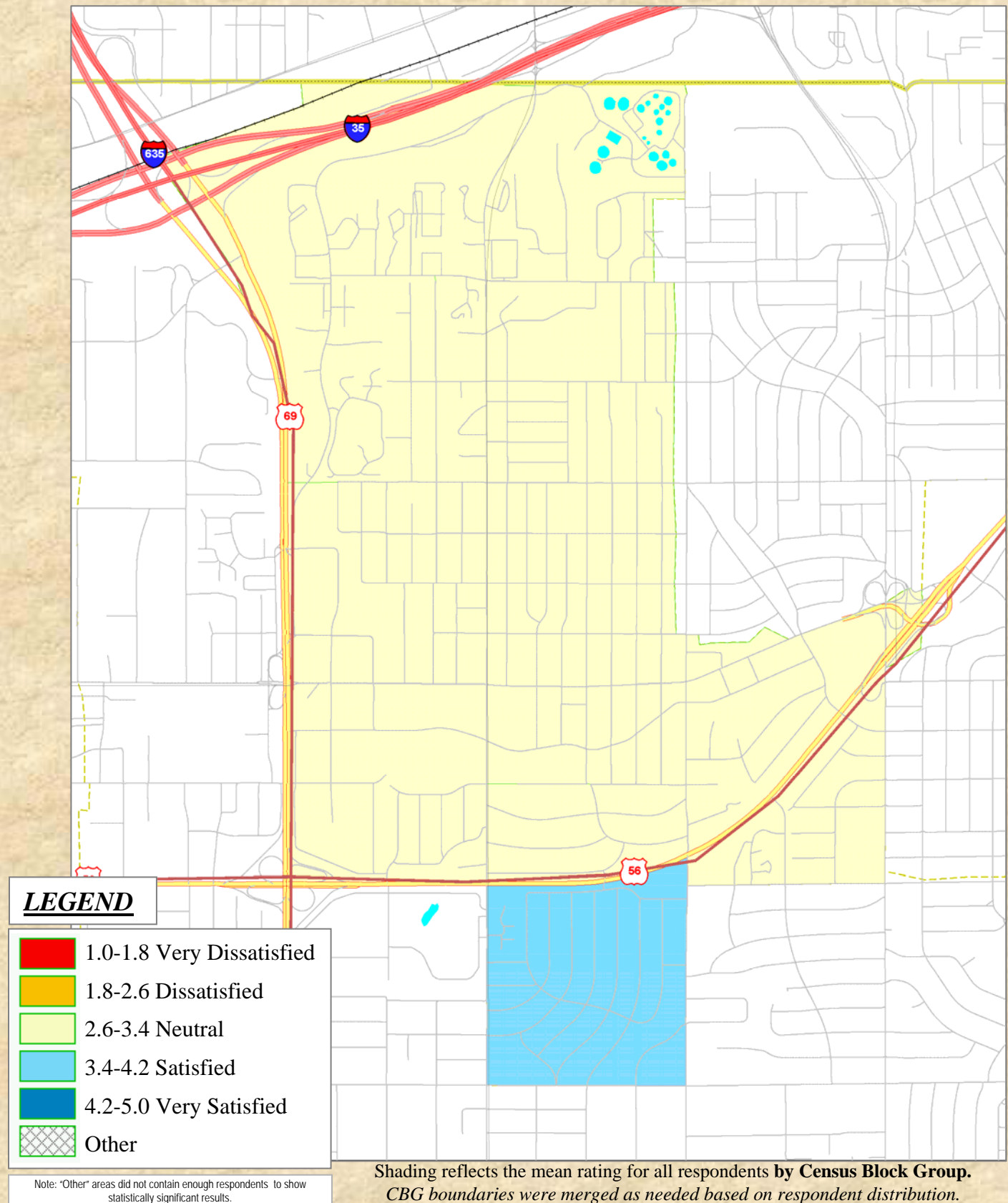


2007 Mission, KS - DirectionFinder® Survey Results

Q8a Maintenance of City parks.

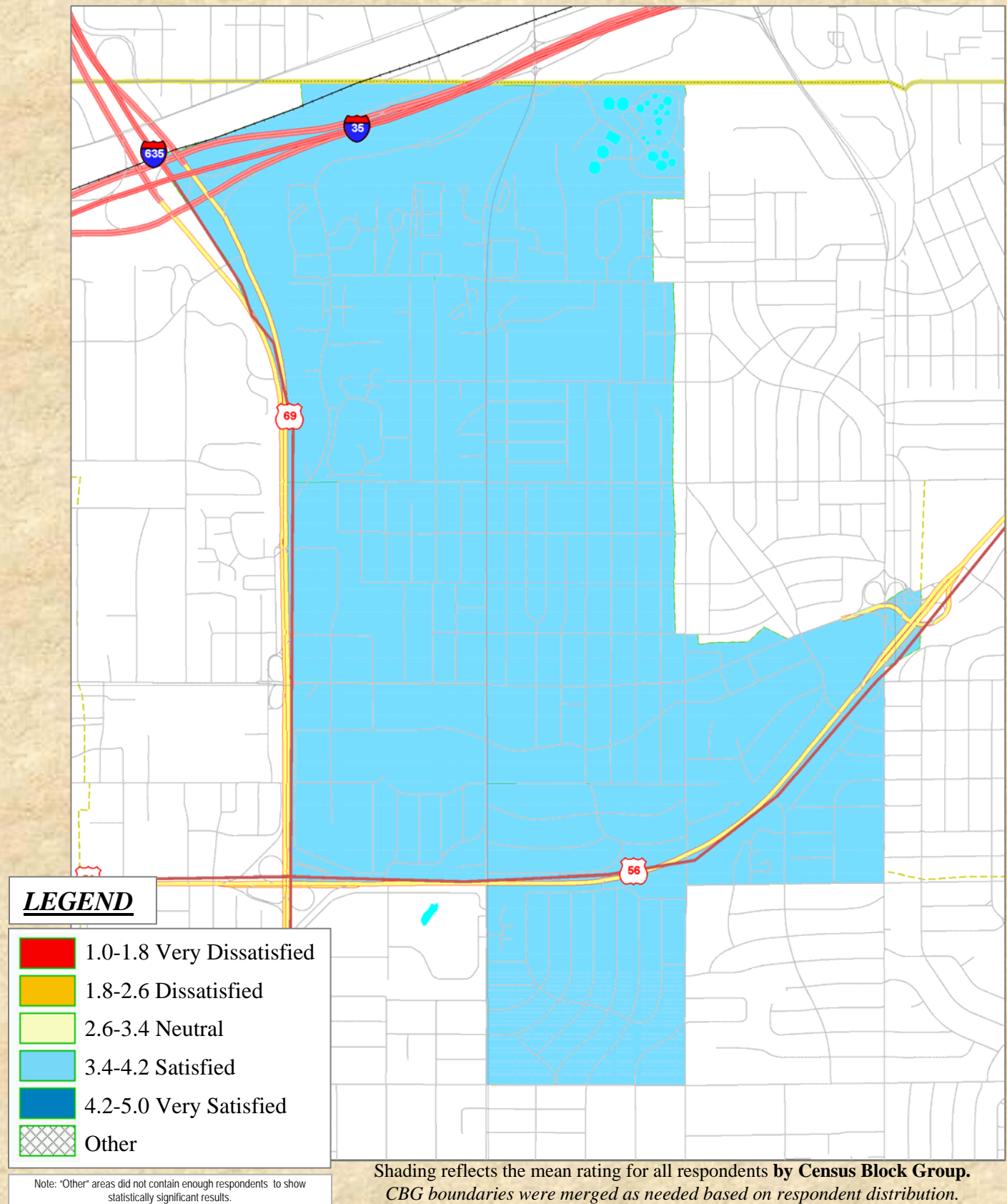


Q8d Number of walking and biking trails.



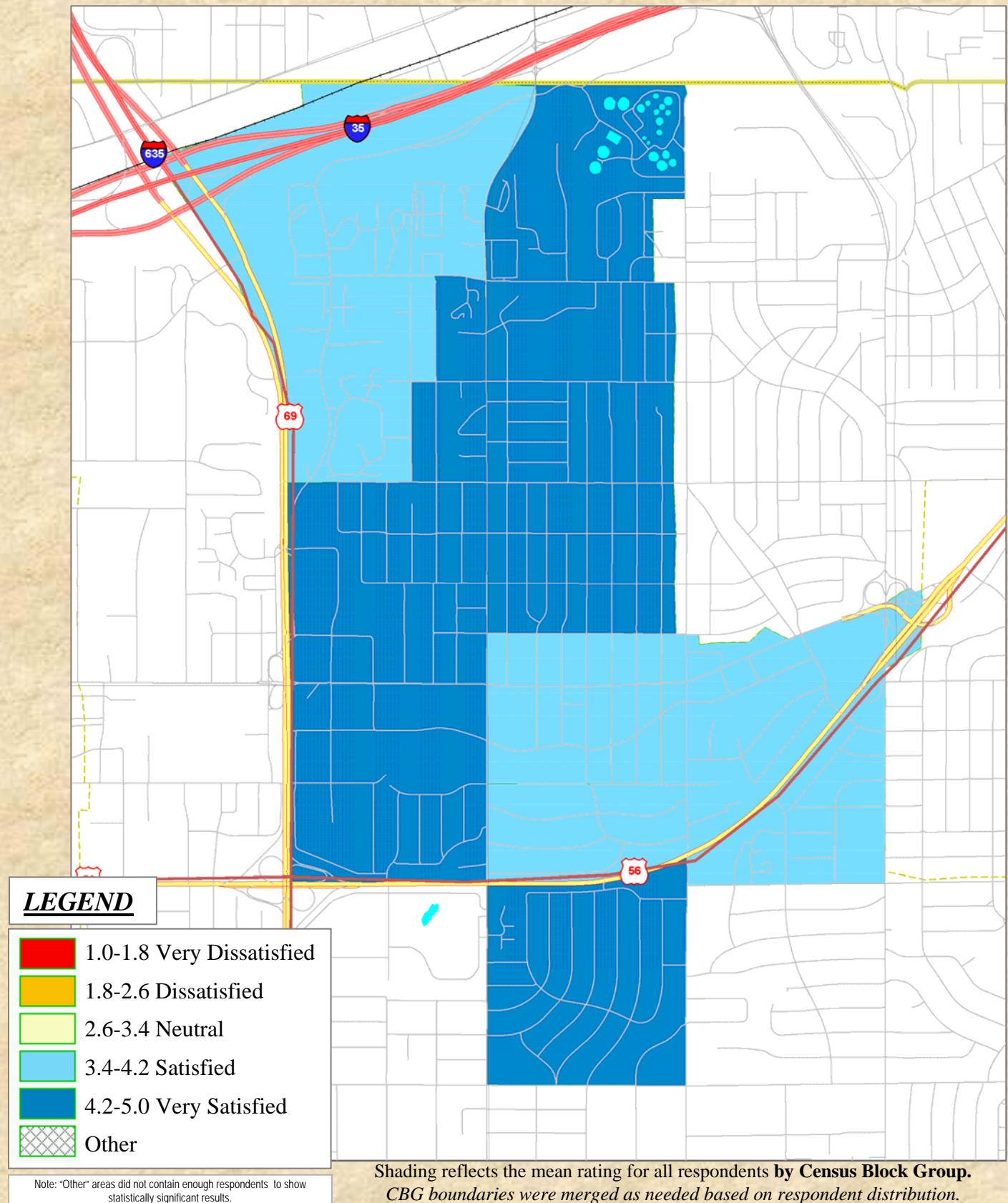
2007 Mission, KS - DirectionFinder® Survey Results

Q12b Maintenance of sidewalks.

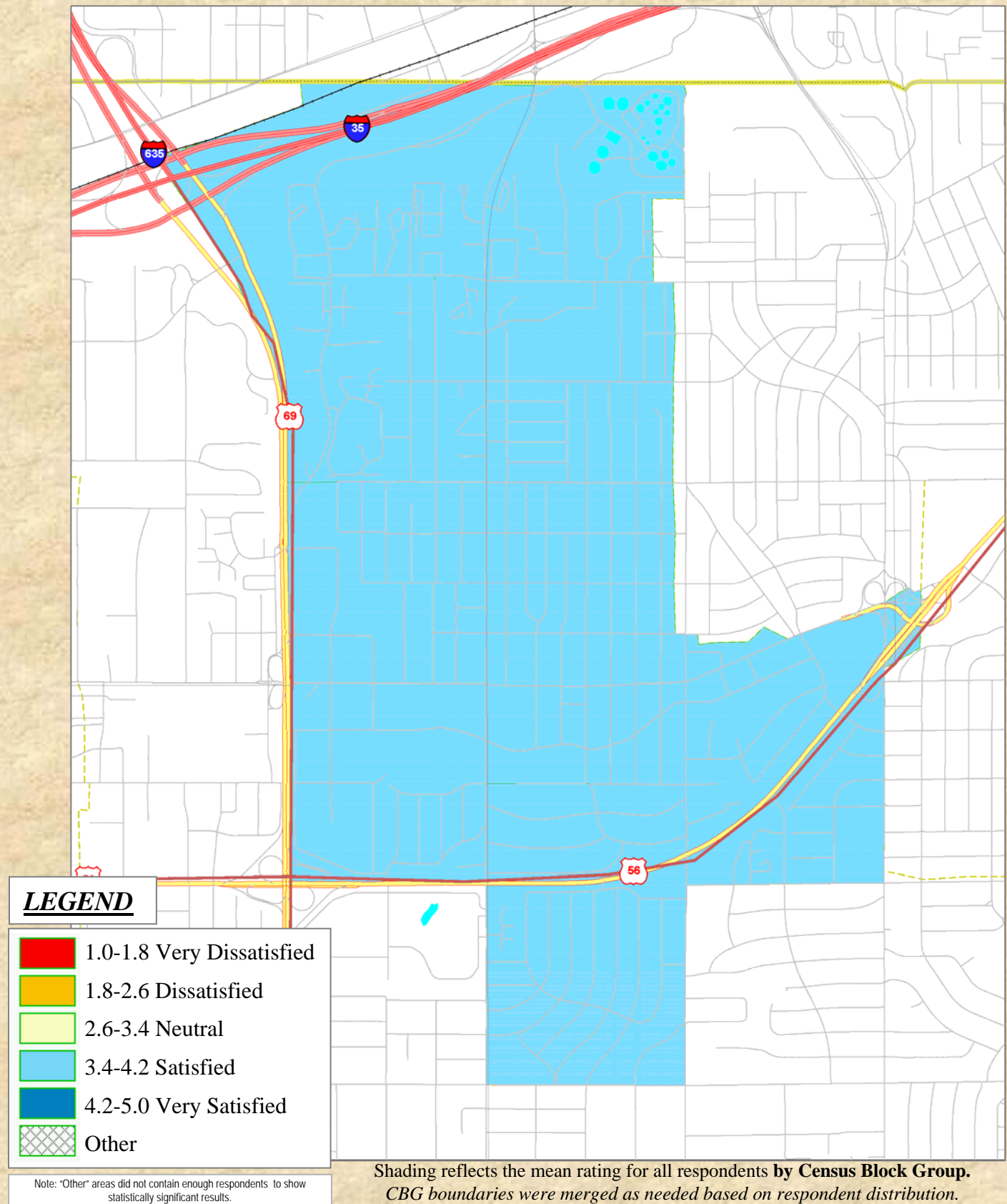


2007 Mission, KS - DirectionFinder® Survey Results

Q12d Snow removal on major City streets.



Q12e Snow removal on neighborhood streets.



2007 Mission, KS - DirectionFinder® Survey Results

Section 3:

Benchmarking Data

DirectionFinder® Survey

Year 2007 Benchmarking Summary Report

Overview

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

Since November 1999, the survey has been administered in more than 130 cities in 23 states. This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents and (2) surveys that have been administered by ETC Institute in 24 communities in Kansas and Missouri between January 2004 and December 2006. The Kansas City area communities represented in this report include:

- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government

National Benchmarks. The mean bar on the following charts indicates the national average based on the results of a 2006 survey that was administered by ETC Institute to a random sample of 2,000 U.S. residents.

Kansas City Metro Benchmarks. The ranges on the charts show the highest and lowest levels of satisfaction in the 24 communities listed above for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average national level of satisfaction. The actual ratings for Mission are listed to the right of each chart. The dot on each bar shows how the results for Mission compare to the other communities in the Kansas City area where the *DirectionFinder*® survey has been administered.

Kansas City Area Benchmarks

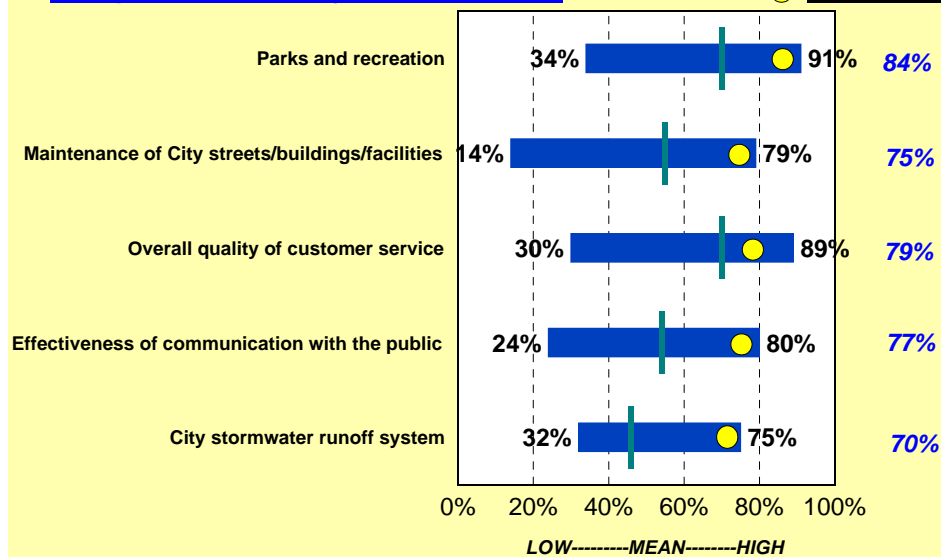
Overall Satisfaction With City Services

2007

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

Metropolitan Kansas City Area Benchmarks

● Mission, KS



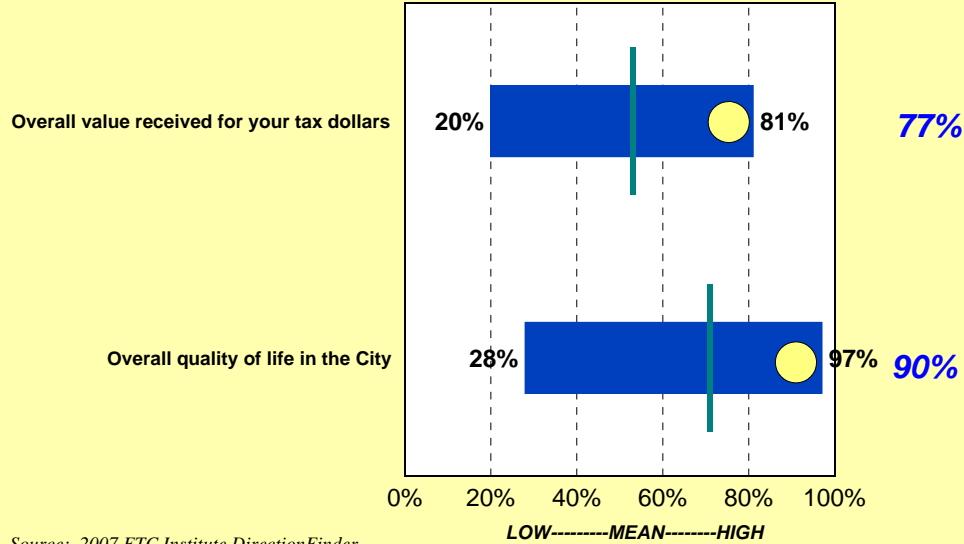
Source: 2007 ETC Institute DirectionFinder

Perceptions Residents Have of the City in Which They Live - 2007

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

Metropolitan Kansas City Area Benchmarks

● Mission, KS

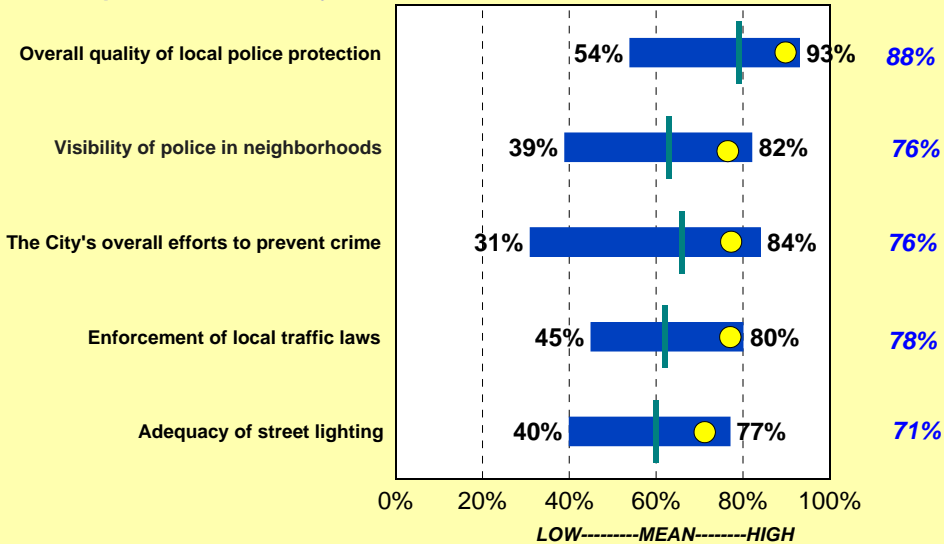


Satisfaction with Public Safety 2007

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

Metropolitan Kansas City Area Benchmarks

● Mission, KS

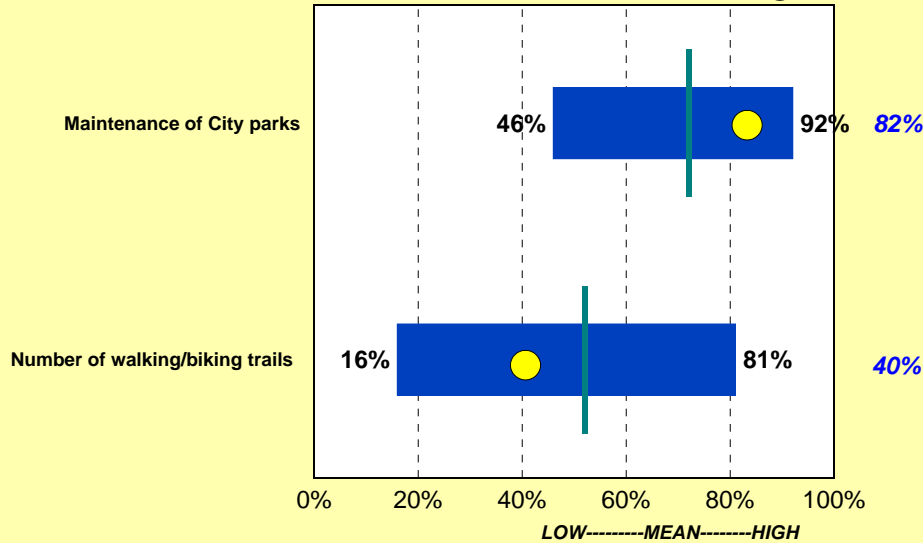


Satisfaction with Parks and Recreation 2007

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

Metropolitan Kansas City Area Benchmarks

● Mission, KS

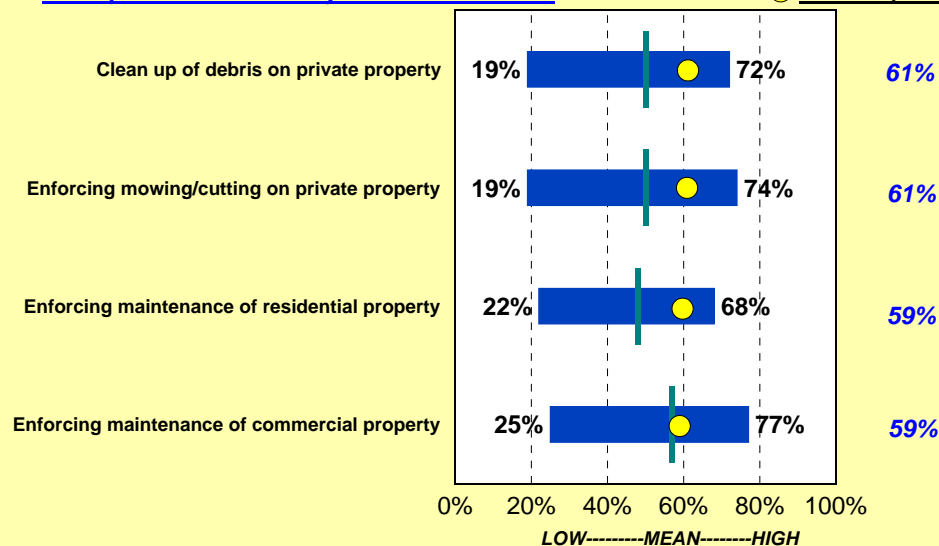


Satisfaction with the Enforcement of Codes and Ordinances - 2007

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

Metropolitan Kansas City Area Benchmarks

● Mission, KS

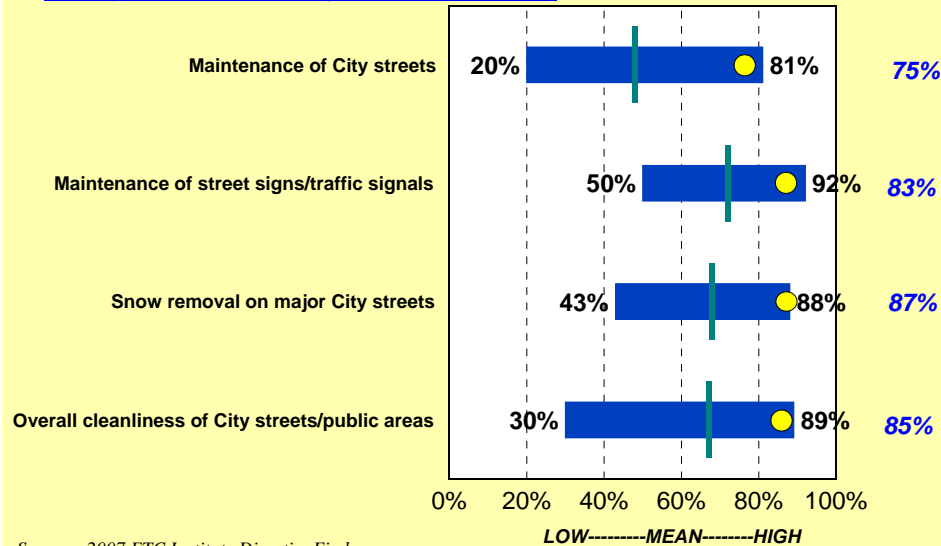


Satisfaction with Maintenance Service 2007

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

Metropolitan Kansas City Area Benchmarks

● Mission, KS

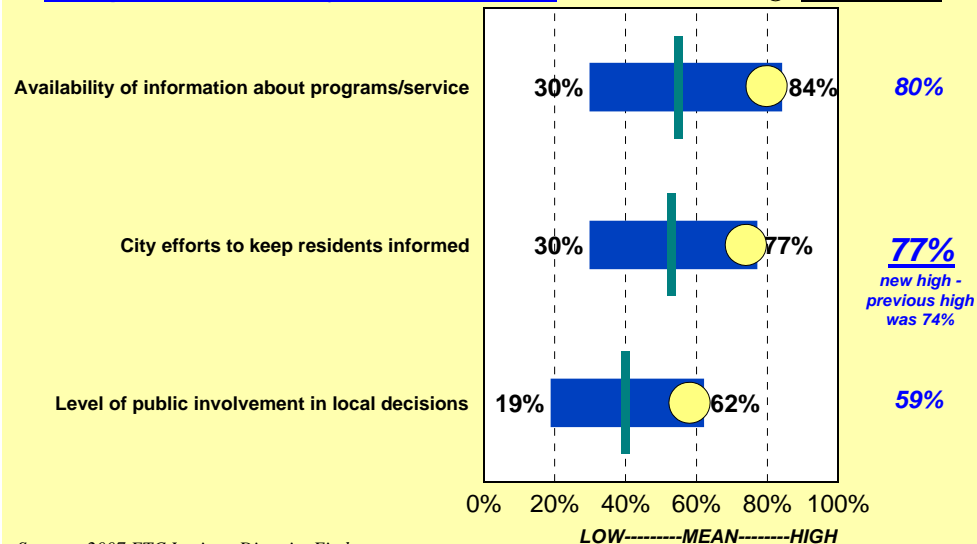


Satisfaction with City Communications 2007

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

Metropolitan Kansas City Area Benchmarks

● Mission, KS



Section 4:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Mission, Kansas

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Sixteen percent (16%) selected *parks and recreation* as one of the most important services to emphasize over the next two years.

With regard to satisfaction, 67% of the residents surveyed rated the city's overall performance in *parks and recreation* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 15% was multiplied by 16% (1-0.84). This calculation yielded an I-S rating of 0.0240, which was ranked ninth out of ten major service categories.

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

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

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

Interpreting the Ratings

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

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

The results for Mission are provided on the following page.

Importance-Satisfaction Rating

City of Mission

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
City's planning efforts to promote redevelopment	43%	1	68%	9	0.1376	1
Maintenance of City streets/buildings/facilities	42%	2	75%	6	0.1050	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of city codes and ordinances	22%	6	63%	10	0.0814	3
Quality of City's stormwater/runoff management	24%	5	70%	8	0.0720	4
Quality and livability of neighborhoods	39%	3	87%	1	0.0507	5
Overall flow of traffic & congestion	28%	4	82%	7	0.0504	6
Effectiveness of City communication	14%	9	77%	5	0.0322	7
Quality of police services	18%	7	83%	3	0.0306	8
Quality of parks/recreation programs/facilities	15%	8	84%	2	0.0240	9
Quality of customer service from City employees	7%	10	79%	4	0.0147	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Mission

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
The City's overall efforts to prevent crime	58%	1	76%	4	0.1392	1
Visibility of police in neighborhoods	53%	2	76%	5	0.1272	2
Adequacy of City street lighting	40%	3	71%	6	0.1160	3
<u>Medium Priority (IS <.10)</u>						
How quickly police officers respond	31%	5	85%	2	0.0465	4
Enforcement of local traffic laws	19%	6	78%	3	0.0418	5
Overall quality of local police protection	33%	4	88%	1	0.0396	6

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Mission

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Number of walking/biking trails	54%	1	40%	7	0.3240	1
<u>High Priority (IS .10-.20)</u>						
Appearance of parks and green space areas	42%	3	76%	4	0.1008	2
<u>Medium Priority (IS <.10)</u>						
Quality of Municipal Outdoor Pool	24%	5	62%	6	0.0912	3
Maintenance of City parks	43%	2	82%	1	0.0774	4
City-sponsored special events	33%	4	80%	2	0.0660	5
Number of City parks	17%	6	70%	5	0.0510	6
How close parks are to your home	7%	7	79%	3	0.0147	7

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Mission

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Enforcing the maintenance of residential property	46%	2	59%	5	0.1886	1
Enforcing the clean up of litter and debris	47%	1	61%	2	0.1833	2
Enforcing the maintenance of commercial property	40%	3	59%	4	0.1640	3
Enforcing the mowing and trimming of lawns	39%	5	61%	3	0.1521	4
Enforcing codes to protect public health	39%	4	65%	1	0.1365	5

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Mission

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of sidewalks	41%	2	65%	6	0.1435	1
Maintenance of City streets	56%	1	75%	4	0.1400	2
Snow removal on neighborhood streets	40%	3	71%	5	0.1160	3
<u>Medium Priority (IS <.10)</u>						
Snow removal on major City streets	28%	5	78%	3	0.0616	4
Overall cleanliness of City streets/public areas	39%	4	85%	1	0.0585	5
Maintenance of street signs/traffic signals	24%	6	83%	2	0.0408	6

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

Most Important %:

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

Satisfaction %:

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

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Section 5:
Tabular Data

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Mission on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
	1	2	3	4	5	9
Q1a Overall quality of police services	0.5%	2.4%	12.7%	40.6%	37.3%	6.5%
Q1b Overall quality of City parks and recreation programs and facilities	1.0%	1.7%	11.8%	49.5%	29.1%	7.0%
Q1c Overall maintenance of City streets, buildings and facilities	2.6%	7.9%	13.9%	52.2%	21.2%	2.2%
Q1d Overall enforcement of City codes and Ordinances	2.6%	6.0%	23.8%	39.7%	13.2%	14.7%
Q1e Overall quality of customer service you receive from city employees	1.7%	2.9%	13.5%	35.1%	30.8%	16.1%
Q1f Overall effectiveness of City communication with the public	1.7%	3.4%	16.8%	43.8%	27.4%	7.0%
Q1g Overall quality of the City's stormwater runoff/stormwater management system	1.7%	4.3%	20.7%	45.7%	15.9%	11.8%
Q1h Overall flow of traffic and congestion management in Mission	1.7%	6.5%	19.0%	52.2%	17.5%	3.1%
Q1i Overall quality of City's planning efforts to promote redevelopment	2.9%	8.4%	18.0%	36.3%	27.2%	7.2%
Q1j Overall quality and livability of City's neighborhoods	0.7%	2.6%	10.1%	48.6%	35.6%	2.4%

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Mission on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Know)

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q1a Overall quality of police services	0.5%	2.6%	13.6%	43.4%	39.8%
Q1b Overall quality of City parks and recreation programs and facilities	1.0%	1.8%	12.7%	53.2%	31.3%
Q1c Overall maintenance of City streets, buildings and facilities	2.7%	8.1%	14.3%	53.3%	21.6%
Q1d Overall enforcement of City codes and Ordinances	3.1%	7.0%	27.9%	46.5%	15.5%
Q1e Overall quality of customer service you receive from city employees	2.0%	3.4%	16.0%	41.8%	36.7%
Q1f Overall effectiveness of City communication with the public	1.8%	3.6%	18.1%	47.0%	29.5%
Q1g Overall quality of the City's stormwater runoff/stormwater management system	1.9%	4.9%	23.4%	51.8%	18.0%
Q1h Overall flow of traffic and congestion management in Mission	1.7%	6.7%	19.6%	53.8%	18.1%
Q1i Overall quality of City's planning efforts to promote redevelopment	3.1%	9.1%	19.4%	39.1%	29.3%
Q1j Overall quality and livability of City's neighborhoods	0.7%	2.7%	10.3%	49.8%	36.5%

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

<u>Q2 Most emphasis from over the next two years</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	31	7.5 %
B=Quality of City parks and rec. programs	7	1.7 %
C=Overall maintenance of City streets, bldgs.	66	15.9 %
D=Overall enforcement of City codes/ord.	28	6.7 %
E=Overall quality of customer service	2	0.5 %
F=Overall effectiveness of City communication	17	4.1 %
G=Quality of the City's stormwater management	27	6.5 %
H=Flow of traffic and congestion management	35	8.4 %
I=Quality of City's efforts to promote redevelopment	89	21.4 %
J=Quality and livability of City's neighborhoods	66	15.9 %
Z=None Chosen	48	11.5 %
Total	416	100.0 %

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

<u>Q2 2nd Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	20	4.8 %
B=Quality of City parks and rec. programs...	27	6.5 %
C=Overall maintenance of City streets, bldgs...	65	15.6 %
D=Overall enforcement of City codes/ord.	34	8.2 %
E=Overall quality of customer service	10	2.4 %
F=Overall effectiveness of City communication	20	4.8 %
G=Quality of the City's stormwater management	38	9.1 %
H=Flow of traffic and congestion management	38	9.1 %
I=Quality of City's efforts to promote redevelopment	57	13.7 %
J=Quality and livability of City's neighborhoods...	47	11.3 %
Z=None Chosen	60	14.4 %
Total	416	100.0 %

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

<u>Q2 3rd Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	23	5.5 %
B=Quality of City parks and rec. programs.	26	6.3 %
C=Maintenance of City streets, buildings	42	10.1 %
D=Overall enforcement of City codes/ordinances	31	7.5 %
E=Overall quality of customer service	16	3.8 %
F=Overall effectiveness of City communication...	23	5.5 %
G=Quality of the City's stormwater management...	33	7.9 %
H=Flow of traffic and congestion management	45	10.8 %
I=Quality of City's efforts to promote redevelopment	34	8.2 %
J=Quality and livability of City's neighborhoods...	50	12.0 %
Z=None Chosen	93	22.4 %
Total	416	100.0 %

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

<u>Q2 Most emphasis from over the next two years</u>	<u>Number</u>	<u>Percent</u>
A = Overall quality of police services	74	17.8 %
B = Overall quality of City parks and rec. program...	60	14.4 %
C = Maintenance of City streets, buildings	173	41.6 %
D = Overall enforcement of City codes/ord	93	22.4 %
E = Overall quality of customer service	28	6.7 %
F = Overall effectiveness of City communication	60	14.4 %
G = Overall quality of the City's stormwater mgmnt	98	23.6 %
H = Flow of traffic and congestion management...	118	28.4 %
I = Quality of City's efforts to promote redevelopment	180	43.3 %
J = Quality and livability of City's neighborhoods.	163	39.2 %
Z = None Chosen	48	11.5 %
Total	1095	

Q3. Please rate Mission on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:

(N=416)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5	Don't Know 9
Q3a As a place to live	0.2%	1.4%	2.6%	40.4%	54.8%	0.5%
Q3b As a place to raise children	0.7%	1.4%	9.9%	35.3%	40.9%	11.8%
Q3c As a place to work	0.5%	2.6%	16.8%	27.2%	23.6%	29.3%
Q3d As a place where you would buy your next home	4.1%	6.5%	17.8%	32.0%	33.4%	6.3%
Q3e As a place to retire	3.6%	7.0%	14.4%	31.5%	35.8%	7.7%

Q3. Please rate Mission on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following: (Excluding Don't Know)

(N=416)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5
Q3a As a place to live	0.2%	1.4%	2.7%	40.6%	55.1%
Q3b As a place to raise children	0.8%	1.6%	11.2%	40.1%	46.3%
Q3c As a place to work	0.7%	3.7%	23.8%	38.4%	33.3%
Q3d As a place where you would buy your next home	4.4%	6.9%	19.0%	34.1%	35.6%
Q3e As a place to retire	3.9%	7.6%	15.6%	34.1%	38.8%

Q4. Several items that may influence your perception of the City of Mission are listed below. Please rate each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

(N=416)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5	Don't Know 9
Q4a Overall quality of services provided by the City of Mission	0.2%	2.6%	8.4%	56.3%	27.9%	4.6%
Q4b Overall value that you receive for your City tax dollars and fees	1.9%	5.3%	14.7%	49.8%	22.6%	5.8%
Q4c Overall quality of life in the City	0.5%	2.2%	7.0%	53.8%	33.9%	2.6%
Q4d How well the City is communicating redevelopment activity to the public	2.6%	7.7%	22.8%	39.4%	22.4%	5.0%
Q4e How well the City is planning for redevelopment activities	3.8%	6.5%	24.3%	33.9%	21.9%	9.6%
Q4f Overall feeling of safety in the City	0.5%	2.2%	10.8%	49.0%	36.5%	1.0%
Q4g Overall condition of housing in your neighborhood	1.0%	4.8%	17.8%	54.1%	20.7%	1.7%

Q4. Several items that may influence your perception of the City of Mission are listed below. Please rate each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

(Excluding Don't Know)

(N=416)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5
Q4a Overall quality of services provided by the City of Mission	0.3%	2.8%	8.8%	58.9%	29.2%
Q4b Overall value that you receive for your City tax dollars and fees	2.0%	5.6%	15.6%	52.8%	24.0%
Q4c Overall quality of life in the City	0.5%	2.2%	7.2%	55.3%	34.8%
Q4d How well the City is communicating redevelopment activity to the public	2.8%	8.1%	24.1%	41.5%	23.5%
Q4e How well the City is planning for redevelopment activities	4.3%	7.2%	26.9%	37.5%	24.2%
Q4f Overall feeling of safety in the City	0.5%	2.2%	10.9%	49.5%	36.9%
Q4g Overall condition of housing in your neighborhood	1.0%	4.9%	18.1%	55.0%	21.0%

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

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
	1	2	3	4	5	9
Q5a Overall quality of local police protection	0.5%	2.2%	8.4%	47.1%	37.5%	4.3%
Q5b The visibility of police in neighborhoods	1.9%	6.5%	14.7%	41.3%	32.0%	3.6%
Q5c The City's efforts to prevent crime	1.0%	1.7%	17.8%	42.3%	23.3%	13.9%
Q5d Enforcement of local traffic laws	1.7%	3.4%	15.6%	42.5%	31.0%	5.8%
Q5e How quickly police officers respond to emergencies	0.5%	0.7%	9.4%	29.3%	32.7%	27.4%
Q5f Adequacy of City street lighting	1.4%	8.2%	19.7%	49.0%	20.4%	1.2%

Q5. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following PUBLIC SAFETY services provided by the City of Mission: (Excluding Don't Know)

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q5a Overall quality of local police protection	0.5%	2.3%	8.8%	49.2%	39.2%
Q5b The visibility of police in neighborhoods	2.0%	6.7%	15.2%	42.9%	33.2%
Q5c The City's efforts to prevent crime	1.1%	2.0%	20.7%	49.2%	27.1%
Q5d Enforcement of local traffic laws	1.8%	3.6%	16.6%	45.2%	32.9%
Q5e How quickly police officers respond to emergencies	0.7%	1.0%	12.9%	40.4%	45.0%
Q5f Adequacy of City street lighting	1.5%	8.3%	20.0%	49.6%	20.7%

Q6. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q6 Public safety items receive the most emphasis over the next two years	Number	Percent
A=Overall quality of local police protection	61	14.7 %
B=The visibility of police in neighborhoods	93	22.4 %
C=The City's efforts to prevent crime	91	21.9 %
D=Enforcement of local traffic laws	22	5.3 %
E=How quickly police officers respond to emergencies	27	6.5 %
F=Adequacy of City street lighting	65	15.6 %
Z=None Chosen	57	13.7 %
Total	416	100.0 %

Q6. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q6 2nd Most emphasis on public safety	Number	Percent
A=Overall quality of local police protection	31	7.5 %
B=The visibility of police in neighborhoods	75	18.0 %
C=The City's efforts to prevent crime	94	22.6 %
D=Enforcement of local traffic laws	31	7.5 %
E=How quickly police officers respond to emergencies	47	11.3 %
F=Adequacy of City street lighting	47	11.3 %
Z=None Chosen	91	21.9 %
Total	416	100.0 %

Q6. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q6 3rd Most emphasis on public safety	Number	Percent
A=Overall quality of local police protection	45	10.8 %
B=The visibility of police in neighborhoods	52	12.5 %
C=The City's efforts to prevent crime	57	13.7 %
D=Enforcement of local traffic laws	27	6.5 %
E=How quickly police officers respond to emergencies	54	13.0 %
F=Adequacy of City street lighting	55	13.2 %
Z=None Chosen	126	30.3 %
Total	416	100.0 %

Q6. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q6 Public safety items receive the most emphasis over the next two years	Number	Percent
A = Overall quality of local police protection	137	32.9 %
B = The visibility of police in neighborhoods	220	52.9 %
C = The City's efforts to prevent crime	242	58.2 %
D = Enforcement of local traffic laws	80	19.2 %
E = How quickly police officers respond to emergencies	128	30.8 %
F = Adequacy of City street lighting	167	40.1 %
Z = None Chosen	57	13.7 %
Total	1031	

Q7. 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=416)

	Very Unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very Safe 5	Don't Know 9
Q7a In your neighborhood during the day	0.0%	0.5%	2.4%	26.7%	68.8%	1.7%
Q7b In your neighborhood at night	0.2%	2.4%	13.0%	49.0%	33.7%	1.7%
Q7c In City parks	0.5%	3.8%	22.8%	38.5%	16.6%	17.8%
Q7d Overall feeling of safety in Mission	0.5%	1.0%	6.0%	59.4%	32.0%	1.2%

Q7. 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: (Excluding Don't Know)

(N=416)

	Very Unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very Safe 5
Q7a In your neighborhood during the day	0.0%	0.5%	2.4%	27.1%	69.9%
Q7b In your neighborhood at night	0.2%	2.4%	13.2%	49.9%	34.2%
Q7c In City parks	0.6%	4.7%	27.8%	46.8%	20.2%
Q7d Overall feeling of safety in Mission	0.5%	1.0%	6.1%	60.1%	32.4%

Q8. Parks and Recreation. Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with PARKS AND RECREATION issues.

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
	1	2	3	4	5	9
Q8a Maintenance of City parks	0.7%	2.9%	12.3%	53.6%	18.8%	11.8%
Q8b Number of City parks	0.2%	6.7%	18.0%	43.5%	16.3%	15.1%
Q8c How close neighborhood parks are to your home	0.0%	1.9%	17.3%	42.5%	32.0%	6.3%
Q8d Number of walking and biking trails	5.5%	21.4%	23.8%	24.0%	8.9%	16.3%
Q8e City-sponsored special events	1.2%	3.4%	13.7%	44.5%	28.6%	8.7%
Q8f Overall appearance of parks and green space areas	0.5%	3.8%	17.3%	50.7%	19.7%	7.9%
Q8g Quality of the Municipal Outdoor Pool	1.4%	3.6%	18.3%	24.0%	14.2%	38.5%

Q8. Parks and Recreation. Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with PARKS AND RECREATION issues. (Excluding Don't Know)

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q8a Maintenance of City parks	0.8%	3.3%	13.9%	60.8%	21.3%
Q8b Number of City parks	0.3%	7.9%	21.2%	51.3%	19.3%
Q8c How close neighborhood parks are to your home	0.0%	2.1%	18.5%	45.4%	34.1%
Q8d Number of walking and biking trails	6.6%	25.6%	28.4%	28.7%	10.6%
Q8e City-sponsored special events	1.3%	3.7%	15.0%	48.7%	31.3%
Q8f Overall appearance of parks and green space areas	0.5%	4.2%	18.8%	55.1%	21.4%
Q8g Quality of the Municipal Outdoor Pool	2.3%	5.9%	29.7%	39.1%	23.0%

Q9. Which THREE of the parks and recreation issues listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q9 Parks and rec. issues receive the most emphasis over the next two years	Number	Percent
A=Maintenance of City parks	90	21.6 %
B=Number of City parks	18	4.3 %
C=How close neighborhood parks are to your home	5	1.2 %
D=Number of walking and biking trails	118	28.4 %
E=City-sponsored special events	37	8.9 %
F=Overall appearance of parks and green space	29	7.0 %
G=Quality of the Municipal Outdoor Pool	35	8.4 %
Z=None Chosen	84	20.2 %
Total	416	100.0 %

Q9. Which THREE of the parks and recreation issues listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q9 2nd Most emphasis on parks and recreation	Number	Percent
A=Maintenance of City parks	47	11.3 %
B=Number of City parks	25	6.0 %
C=How close neighborhood parks are to your home	13	3.1 %
D=Number of walking and biking trails	75	18.0 %
E=City-sponsored special events	51	12.3 %
F=Overall appearance of parks and green space	62	14.9 %
G=Quality of the Municipal Outdoor Pool	27	6.5 %
Z=None Chosen	116	27.9 %
Total	416	100.0 %

Q9. Which THREE of the parks and recreation issues listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q9 3rd Most emphasis on parks and recreation	Number	Percent
A=Maintenance of City parks	43	10.3 %
B=Number of City parks	26	6.3 %
C=How close neighborhood parks are to your home.	11	2.6 %
D=Number of walking and biking trails	30	7.2 %
E=City-sponsored special events	47	11.3 %
F=Overall appearance of parks and green space	82	19.7 %
G=Quality of the Municipal Outdoor Pool	36	8.7 %
Z=None Chosen	141	33.9 %
Total	416	100.0 %

Q9. Which THREE of the parks and recreation issues listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q9 Parks and rec. issues receive the most emphasis over the next two years	Number	Percent
A = Maintenance of City parks	180	43.3 %
B = Number of City parks	69	16.6 %
C = How close neighborhood parks are to your home	29	7.0 %
D = Number of walking and biking trails	223	53.6 %
E = City-sponsored special events	135	32.5 %
F = Overall appearance of parks and green space.	173	41.6 %
G = Quality of the Municipal Outdoor Pool	98	23.6 %
Z = None Chosen	84	20.2 %
Total	991	

Q10. Enforcement of City Codes and Ordinances. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
	1	2	3	4	5	9
Q10a Enforcing the clean up of litter and debris on private property	2.6%	12.0%	20.9%	42.8%	12.5%	9.1%
Q10b Enforcing the mowing and cutting of weeds on private property	3.4%	13.2%	18.5%	41.8%	12.5%	10.6%
Q10c Enforcing the maintenance of residential property	3.1%	10.6%	23.8%	39.9%	12.3%	10.3%
Q10d Enforcing the maintenance of commercial property	2.4%	9.4%	23.3%	37.5%	12.7%	14.7%
Q10e Enforcing codes designed to protect public health	1.4%	3.1%	21.2%	37.0%	11.3%	26.0%

Q10. Enforcement of City Codes and Ordinances. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q10a Enforcing the clean up of litter and debris on private property	2.9%	13.2%	23.0%	47.1%	13.8%
Q10b Enforcing the mowing and cutting of weeds on private property	3.8%	14.8%	20.7%	46.8%	14.0%
Q10c Enforcing the maintenance of residential property	3.5%	11.8%	26.5%	44.5%	13.7%
Q10d Enforcing the maintenance of commercial property	2.8%	11.0%	27.3%	43.9%	14.9%
Q10e Enforcing codes designed to protect public health	1.9%	4.2%	28.6%	50.0%	15.3%

Q11. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q11 Codes and ordinances receive the most emphasis over the next two years	Number	Percent
A=Enforcing the clean up of litter and debris	83	20.0 %
B=Enforcing the mowing and cutting of weeds	46	11.1 %
C=Enforcing maintenance of residential property	54	13.0 %
D=Enforcing the maintenance of commercial property	47	11.3 %
E=Enforcing codes designed to protect public	78	18.8 %
Z=None Chosen	108	26.0 %
Total	416	100.0 %

Q11. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q11 2nd Most emphasis on codes/ordinances	Number	Percent
A=Enforcing the clean up of litter and debris	45	10.8 %
B=Enforcing the mowing and cutting of weeds	69	16.6 %
C=Enforcing maintenance of residential property	67	16.1 %
D=Enforcing the maintenance of commercial property	80	19.2 %
E=Enforcing codes designed to protect public	30	7.2 %
Z=None Chosen	125	30.0 %
Total	416	100.0 %

Q11. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q11 3rd Most emphasis on codes/ordinances	Number	Percent
A=Enforcing the clean up of litter and debris	66	15.9 %
B=Enforcing the mowing and cutting of weeds	45	10.8 %
C=Enforcing the maintenance of residential property.	70	16.8 %
D=Enforcing the maintenance of commercial property	38	9.1 %
E=Enforcing codes designed to protect public	54	13.0 %
Z=None Chosen	143	34.4 %
Total	416	100.0 %

Q11. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q11 Codes and ordinances receive the most emphasis over the next two years	Number	Percent
A = Enforcing the clean up of litter and debris	194	46.6 %
B = Enforcing the mowing and cutting of weeds	160	38.5 %
C = Enforcing the maintenance of residential property	191	45.9 %
D = Enforcing the maintenance of commercial propty	165	39.7 %
E = Enforcing codes designed to protect public	162	38.9 %
Z = None Chosen	108	26.0 %
Total	980	

Q12. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following MAINTENANCE services provided by the City:

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
	1	2	3	4	5	9
Q12a Maintenance of City streets	2.9%	7.7%	13.9%	55.3%	19.0%	1.2%
Q12b Maintenance of sidewalks	2.2%	10.8%	20.2%	47.8%	12.7%	6.3%
Q12c Maintenance of street signs/ traffic signals	0.7%	4.1%	12.0%	60.6%	20.4%	2.2%
Q12d Snow removal on major City streets	1.4%	2.2%	9.1%	47.4%	36.3%	3.6%
Q12e Snow removal on neighborhood streets	3.1%	7.0%	18.3%	42.3%	25.7%	3.6%
Q12f Overall cleanliness of City streets and other public areas	1.2%	3.1%	10.3%	62.5%	21.4%	1.4%

**Q12. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following MAINTENANCE services provided by the City:
(Excluding Don't Know)**

(N=416)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q12a Maintenance of City streets	2.9%	7.8%	14.1%	56.0%	19.2%
Q12b Maintenance of sidewalks	2.3%	11.5%	21.5%	51.0%	13.6%
Q12c Maintenance of street signs/traffic signals	0.7%	4.2%	12.3%	61.9%	20.9%
Q12d Snow removal on major City streets	1.5%	2.2%	9.5%	49.1%	37.7%
Q12e Snow removal on neighborhood streets	3.2%	7.2%	19.0%	43.9%	26.7%
Q12f Overall cleanliness of City streets and other public areas	1.2%	3.2%	10.5%	63.4%	21.7%

Q 13. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

Q13 Maintenance items receive the most emphasis over the next two years	Number	Percent
A=Maintenance of City streets	140	33.7 %
B=Maintenance of sidewalks	43	10.3 %
C=Maintenance of street signs/traffic signals	14	3.4 %
D=Snow removal on major City streets	41	9.9 %
E=Snow removal on neighborhood streets	63	15.1 %
F=Overall cleanliness of City streets	39	9.4 %
Z=None Chosen	76	18.3 %
Total	416	100.0 %

Q 13. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

Q13 2nd Most emphasis on maintenance	Number	Percent
A=Maintenance of City streets	54	13.0 %
B=Maintenance of sidewalks	83	20.0 %
C=Maintenance of street signs/traffic signals	36	8.7 %
D=Snow removal on major City streets	45	10.8 %
E=Snow removal on neighborhood streets	67	16.1 %
F=Overall cleanliness of City streets	33	7.9 %
Z=None Chosen	98	23.6 %
Total	416	100.0 %

Q 13. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

Q13 3rd Most emphasis on maintenance	Number	Percent
A=Maintenance of City streets	38	9.1 %
B=Maintenance of sidewalks	46	11.1 %
C=Maintenance of street signs/traffic signals	49	11.8 %
D=Snow removal on major City streets	32	7.7 %
E=Snow removal on neighborhood streets	37	8.9 %
F=Overall cleanliness of City streets	91	21.9 %
Z=None Chosen	123	29.6 %
Total	416	100.0 %

Q 13. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

Q13 Maintenance items receive the most emphasis over the next two years	Number	Percent
A = Maintenance of City streets	232	55.8 %
B = Maintenance of sidewalks	172	41.3 %
C = Maintenance of street signs/traffic signals	99	23.8 %
D = Snow removal on major City streets	118	28.4 %
E = Snow removal on neighborhood streets	167	40.1 %
F = Overall cleanliness of City streets	163	39.2 %
Z = None Chosen	76	18.3 %
Total	1027	

Q14. Have you contacted the City with a question, problem, or complaint during the past year?

Q14 Have you contacted the City with a question during the past year	Number	Percent
1=Yes	118	28.4 %
2=No	285	68.5 %
9=Not Provided	13	3.1 %
Total	416	100.0 %

Q14a. Which City department did you contact most recently?

Q14a Which City department did you contact most recently	Number	Percent
911 EMERGENCY	1	0.9 %
ADMIN	1	0.9 %
ALL	1	0.9 %
ANIMAL CONTROL	7	6.4 %
BUILDING CODES	1	0.9 %
CITY ADMINSTRATOR	1	0.9 %
CITY CLERK	3	2.8 %
CITY CODES	1	0.9 %
CITY HALL	5	4.6 %
CITY HALL EMP	1	0.9 %
CITY HALL, RESCUE	1	0.9 %
CITY MANAGER	1	0.9 %
CITY PLANNER	1	0.9 %
CODE ENFORCEMENT	3	2.8 %
CODES	7	6.4 %
CODES & ENFORCEMENT	1	0.9 %
CODES DEPT	1	0.9 %
CODES ENFORCEMENT	3	2.8 %
COMMUNITY SERVICES	1	0.9 %
COPS	1	0.9 %
COURT HOUSE	1	0.9 %
DEPT OF MOTOR VEHICLES	1	0.9 %
DOG TAGS	1	0.9 %
DON'T REMEMBER THE NAME	1	0.9 %
GENERAL	1	0.9 %
MAIN OFFICE	1	0.9 %
MAINTENANCE	1	0.9 %
MAYOR	1	0.9 %
NEIGHBORHOOD	1	0.9 %
NEIGHBORHOOD SERVICES	4	3.7 %
NO RESPONSE	2	1.8 %
PARK DEPT	1	0.9 %
PARKS	2	1.8 %
PARKS & RECREATION	1	0.9 %
PARKS AND REC	1	0.9 %
PARKS MAINT/POLICE	1	0.9 %
PEST	1	0.9 %
PET LICENSE	1	0.9 %
PLANNING & DEVELOPMENT	1	0.9 %

Q14a. Which City department did you contact most recently?

Q14a Which City department did you contact most recently	Number	Percent
PLANNING DEPT	1	0.9 %
POLICE	14	12.8 %
POLICE DEPT	1	0.9 %
POLICE,DOG	1	0.9 %
POLICE/CITY	1	0.9 %
PUB WORKS, CODE ENFORCEMENT	1	0.9 %
PUBLIC SERVICES & WASTE MANAGEMENT	1	0.9 %
PUBLIC WORKS	9	8.3 %
PUBLIC WORKS CODES ENFORCEMENT	1	0.9 %
PUBLIC WORKS/DEFENBAUGH	1	0.9 %
RECYCLE BIN	1	0.9 %
REGARDING PIT BULLS	1	0.9 %
REPAIR	1	0.9 %
RESIDENTIAL VALUES	1	0.9 %
SOMEONE SHOOTING BB GUN	1	0.9 %
STREET	1	0.9 %
STREET DEPT	1	0.9 %
TAX ASSESSMENT	1	0.9 %
TRAIL FOR BIKING/WALKING	1	0.9 %
VARIOUS	1	0.9 %
WASTE MANAGEMENT/TRASH	1	0.9 %
<u>ZONING</u>	1	0.9 %
Total	109	100.0 %

Q14b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the customer service you received from the City department you listed in Q14a.

(N=118)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
	1	2	3	4	5	9
Q14b How easy the department was to contact	4.2%	6.8%	8.5%	38.1%	41.5%	0.8%
Q14c How courteously you were treated	3.4%	3.4%	8.5%	33.1%	50.0%	1.7%
Q14d Technical competence and knowledge of City employees who assisted you	5.9%	5.9%	10.2%	27.1%	46.6%	4.2%
Q14e Overall responsiveness of City employees to your request or concern	8.5%	12.7%	7.6%	22.0%	46.6%	2.5%

Q14b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the customer service you received from the City department you listed in Q14a. (Excluding Don't Know)

(N=118)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q14b How easy the department was to contact	4.3%	6.8%	8.5%	38.5%	41.9%
Q14c How courteously you were treated	3.4%	3.4%	8.6%	33.6%	50.9%
Q14d Technical competence and knowledge of City employees who assisted you	6.2%	6.2%	10.6%	28.3%	48.7%
Q14e Overall responsiveness of City employees to your request or concern	8.7%	13.0%	7.8%	22.6%	47.8%

Q15. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of COMMUNICATION provided by the City of Mission:

(N=416)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q15a The availability of information about City programs and services	1.0%	3.6%	14.4%	48.3%	26.2%	6.5%
Q15b City efforts to keep you informed about local issues	1.4%	4.6%	16.1%	45.4%	26.2%	6.3%
Q15c The level of public involvement in local decision making	2.6%	6.3%	25.2%	34.1%	13.5%	18.3%
Q15d The quality of the City's web page	1.9%	3.4%	23.3%	24.3%	8.7%	38.5%
Q15e The content of the City's newsletter	0.7%	2.4%	16.3%	46.4%	30.0%	4.1%

Q15. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of COMMUNICATION provided by the City of Mission: (Excluding Don't Know)

(N=416)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q15a The availability of information about City programs and services	1.0%	3.9%	15.4%	51.7%	28.0%
Q15b City efforts to keep you informed about local issues	1.5%	4.9%	17.2%	48.5%	27.9%
Q15c The level of public involvement in local decision making	3.2%	7.6%	30.9%	41.8%	16.5%
Q15d The quality of the City's web page	3.1%	5.5%	37.9%	39.5%	14.1%
Q15e The content of the City's newsletter	0.8%	2.5%	17.0%	48.4%	31.3%

Q16. What source(s) do you use most frequently to get information about the City?

Q16 What source do you use most frequently to get information about the City	Number	Percent
1 = Newspaper	218	52.4 %
2 = City Newsletter	326	78.4 %
3 = Direct Mailings	155	37.3 %
4 = Friends	116	27.9 %
5 = City Website	111	26.7 %
6 = Sylvester Powell Jr. Community Center	109	26.2 %
7 = Other	14	3.4 %
9 = None Chosen	10	2.4 %
Total	1059	

Q16. What source(s) do you use most frequently to get information about the City?

Q16 Other Responses	Number	Percent
BUSINESS OWNERS	1	7.7 %
CITY/WARD MTGS	1	7.7 %
COUNCIL MEMBERS	1	7.7 %
COUNCIL PERSON	1	7.7 %
COUNCIL REPRESENTATIVES	1	7.7 %
E MAIL	1	7.7 %
INTERNET	2	15.4 %
NEIGHBORS	1	7.7 %
SCHOOL BULLETIN	1	7.7 %
STREET BANNER	1	7.7 %
WORD OF MOUTH	2	15.4 %
Total	13	100.0 %

Q17. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=416)

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Don't Know 9
Q17a The City should build a network of sidewalks that link neighborhoods	2.9%	5.8%	19.7%	27.2%	36.5%	7.9%
Q17b Neighborhood streets should be upgraded	2.2%	4.8%	19.7%	34.9%	31.7%	6.7%
Q17c The City should coordinate with area agencies to increase transit options	2.6%	5.3%	29.1%	29.8%	24.0%	9.1%
Q17d Johnson Drive is a pedestrian friendly environment	7.2%	14.4%	20.2%	38.2%	16.1%	3.8%

Q17. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (Excluding Don't Know)

(N=416)

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Q17a The City should build a network of sidewalks that link neighborhoods	3.1%	6.3%	21.4%	29.5%	39.7%
Q17b Neighborhood streets should be upgraded	2.3%	5.2%	21.1%	37.4%	34.0%
Q17c The City should coordinate with area agencies to increase transit options	2.9%	5.8%	32.0%	32.8%	26.5%
Q17d Johnson Drive is a pedestrian friendly environment	7.5%	15.0%	21.0%	39.8%	16.8%

Q18. Please indicate how supportive you would be of each of the following community investment areas:

(N=416)

	Not Supportive 1	Not Sure 2	Somewhat Supportive 3	Very Supportive 4
Q18a Providing neighborhood assistance	7.9%	13.9%	34.6%	43.5%
Q18b Adding attractive elements to major roadways	6.0%	15.6%	35.8%	42.5%
Q18c Maximizing the City's attention to environmental issues	4.3%	13.9%	33.9%	47.8%
Q18d The City should upgrade pavement in residential neighborhoods	6.3%	14.7%	37.7%	41.3%

Q19. Which TWO of the community investment areas listed above are most important for the City to pursue?

Q19 Community investment areas are most important to pursue

	Number	Percent
A=Providing neighborhood assistance	116	27.9 %
B=Adding attractive elements to major roadways	73	17.5 %
C=Maximizing the City's attention to environment	92	22.1 %
D=The City should upgrade pavement in residential	85	20.4 %
Z=None Chosen	50	12.0 %
Total	416	100.0 %

Q19. Which TWO of the community investment areas listed above are most important for the City to pursue?

Q19 2nd Most important community investment	Number	Percent
A=Providing neighborhood assistance	53	12.7 %
B=Adding attractive elements to major roadways	90	21.6 %
C=Maximizing the City's attention to environment	95	22.8 %
D=The City should upgrade pavement residential	97	23.3 %
Z=None Chosen	81	19.5 %
Total	416	100.0 %

Q19. Which TWO of the community investment areas listed above are most important for the City to pursue?

Q19 Community investment areas are most important to pursue	Number	Percent
A = Providing neighborhood assistance	169	40.6 %
B = Adding attractive elements to major roadways	163	39.2 %
C = Maximizing the City's attention to environment	187	45.0 %
D = The City should upgrade pavement residential	182	43.8 %
Z = None Chosen	50	12.0 %
Total	751	

Q20. Do you live in a neighborhood with an active homes association?

Q20 Do you live in a neighborhood with an active homes association	Number	Percent
1=Yes	126	30.3 %
2=No	274	65.9 %
9=Not Provided	16	3.8 %
Total	416	100.0 %

Q21. If you answered NO to Q20, would you be interested in learning more about how to establish a neighborhood group in your area?

Q21 Would like to learn how to establish a neighborhood group	Number	Percent
1=Yes	50	18.2 %
2=No	209	76.3 %
9=Not Provided	15	5.5 %
Total	274	100.0 %

Q22. Do you believe the City should become more involved in promoting neighborhood groups through grant programs, newsletters, and block parties?

Q22 Do you believe the City should be involved in neighborhood groups	Number	Percent
1=Yes	143	34.4 %
2=No	100	24.0 %
3=Don't Know	173	41.6 %
Total	416	100.0 %

Q23. The City has completed major long-term planning studies for existing commercial areas, such as the West Gateway and the East Gateway vision plans. Each vision plan calls for mixed-use neighborhoods to develop over time, which include small retail shops, offices, town homes, condominiums, loft-style residential units, and parkland. How supportive are you of these initiatives?

Q23 How supportive are you of these initiatives	Number	Percent
1=Very Supportive	191	45.9 %
2=Somewhat Supportive	124	29.8 %
3=Not Sure	72	17.3 %
4=Not Supportive	29	7.0 %
Total	416	100.0 %

Q24. In some cities, funds for qualified homeowners are offered by the City for home repairs, to help upgrade and preserve neighborhoods. These could include help with structural repair, paint, and low or no interest loans. How supportive would you be of offering such a program in Mission?

Q24 How supportive would you be of offering such a program in Mission	Number	Percent
1=Very Supportive	197	47.4 %
2=Somewhat Support	132	31.7 %
3=Not Sure	53	12.7 %
4=Not Supportive	34	8.2 %
Total	416	100.0 %

Q25. What method of transportation do you currently use?

Q25 What method of transportation do you currently use	Number	Percent
1 = Personal vehicle	404	97.1 %
2 = Bus	9	2.2 %
3 = Motorcycle	11	2.6 %
4 = Other	15	3.6 %
9 = Not Provided	8	1.9 %
Total	447	

Q26. Please indicate your level of interest in learning more about the following issues:
Environmental "Green" Issues

(N=416)

	Not Interested 1	Not Sure 2	Somewhat Interested 3	Very Interested 4
Q26a Water gardens	29.6%	25.2%	26.7%	18.5%
Q26b Rain barrels	27.6%	28.6%	22.6%	21.2%
Q26c Buying residential green power	23.3%	38.5%	19.0%	19.2%
Q26d Bio-bag shopping bags.	22.8%	23.6%	25.5%	28.1%
Q26e Curbside composting services	22.6%	27.6%	18.3%	31.5%
Q26f Green building codes	20.9%	31.0%	25.5%	22.6%

Q27. Which of the following best describes your race/ethnicity (check all that apply)?

Q27 Which of the following best describes your race/ethnicity	Number	Percent
1 = Asian/Pacific Islander	1	0.2 %
2 = Black/African American	10	2.4 %
3 = White	387	93.0 %
4 = Hispanic	7	1.7 %
5 = American Indian/Eskimo	5	1.2 %
6 = Other	1	0.2 %
9 = Not Provided	12	2.9 %
Total	423	

Q28. What is your age?

Q28 What is your age	Number	Percent
1=under 25	7	1.7 %
2=25 to 34	55	13.2 %
3=35 to 44	62	14.9 %
4=45 to 54	76	18.3 %
5=55 to 64	98	23.6 %
6=65+	115	27.6 %
9=Not Provided	3	0.7 %
Total	416	100.0 %

Q29. How many (counting yourself) people in your household, are?

	Mean	Total	Sum
FAMSIZE	1.94	407	788
Q29 Under age 5	0.11	407	43
Q29 Ages 5-9	0.07	407	28
Q29 Ages 10-14	0.06	407	23
Q29 Ages 15-19	0.06	407	25
Q29 Ages 20-24	0.05	407	21
Q29 Ages 25-34	0.26	407	106
Q29 Ages 35-44	0.23	407	93
Q29 Ages 45-54	0.29	407	119
Q29 Ages 55-64	0.35	407	143
Q29 Ages 65-74	0.22	407	89
Q29 Ages 75+	0.24	407	98

Q30. Which of the following best describes your current place of employment:

Q30 Which of the following best describes your current place of employment	Number	Percent
1=employed outside the home	221	53.1 %
2=Self-employed or work out of home	28	6.7 %
3=Student, retired, or not currently employed ...	134	32.2 %
9=Not Provided	33	7.9 %
Total	416	100.0 %

Q30a. Where do you work?

Q30a Where do you work	Number	Percent
A=In Mission	18	8.1 %
B=in Johnson County	105	47.3 %
C=downtown KCMO	42	18.9 %
D=in Wyandotte County	17	7.7 %
E=Other	36	16.2 %
Z=Not Provided	4	1.8 %
Total	222	100.0 %

Q31. How far do you typically travel to work?

Q31 How far do you typically travel to work	Number	Percent
1=Under 5 miles	52	22.7 %
2=6-10 miles	115	50.2 %
3=11-20 miles	35	15.3 %
4=more than 20 miles	20	8.7 %
9=Not Provided	7	3.1 %
Total	229	100.0 %

Q32. Approximately how many years have you lived in the City of Mission?

Q32 Approximately how many years have you lived in the City of Mission	Number	Percent
1=5 or Fewer Years	120	29.6 %
2=6 to 10 Years	62	15.3 %
3=11 to 20 Years	69	17.0 %
4=21 to 30 Years	43	10.6 %
5=More than 30 Years	111	27.4 %
Total	405	100.0 %

Q33. Do you own or rent your current residence?

Q33 Do you own or rent your current residence	Number	Percent
1=Own	351	84.4 %
2=Rent	56	13.5 %
9=Not Provided	9	2.2 %
Total	416	100.0 %

Q34. Would you say your total annual household income is:

Q34 Would you say your total annual household income is	Number	Percent
1=Under \$35,000	83	20.0 %
2=\$35,000 to \$59,999	112	26.9 %
3=\$60,000 to \$99,999	111	26.7 %
4=\$100,000 or more	56	13.5 %
9=Not Provided	54	13.0 %
Total	416	100.0 %

Q35. Your gender:

Q35 Your gender	Number	Percent
1=Male	208	50.0 %
2=Female	208	50.0 %
Total	416	100.0 %

Section 6:

Survey Instrument

City of Mission

DirectionFinder® Survey

1. Please rate your overall satisfaction with major categories of services provided by the City of Mission on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>City Services</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall quality of police services	5	4	3	2	1	9
B. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
C. Overall maintenance of City streets, buildings and facilities	5	4	3	2	1	9
D. Overall enforcement of City codes and Ordinances	5	4	3	2	1	9
E. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
F. Overall effectiveness of City communication with the public	5	4	3	2	1	9
G. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
H. Overall flow of traffic and congestion management in Mission	5	4	3	2	1	9
I. Overall quality of City's planning efforts to promote redevelopment	5	4	3	2	1	9
J. Overall quality and livability of City's neighborhoods	5	4	3	2	1	9

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

1st

2nd

3rd

3. Please rate Mission on a scale of 1 to 5 where 5 means “excellent” and 1 means “poor” with regard to each of the following:

<i>How would you rate The City of Mission:</i>	<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9
D. As a place where you would buy your next home	5	4	3	2	1	9
E. As a place to retire	5	4	3	2	1	9

4. Several items that may influence your perception of the City of Mission are listed below. Please rate each item on a scale of 1 to 5 where 5 means “excellent” and 1 means “poor.”

How would you rate The City of Mission:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. Overall quality of services provided by the City of Mission	5	4	3	2	1	9
B. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C. Overall quality of life in the City	5	4	3	2	1	9
D. How well the City is communicating redevelopment activity to the public	5	4	3	2	1	9
E. How well the City is planning for redevelopment activities	5	4	3	2	1	9
F. Overall feeling of safety in the City	5	4	3	2	1	9
G. Overall condition of housing in your neighborhood	5	4	3	2	1	9

5. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following PUBLIC SAFETY services provided by the City of Mission:

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of local police protection	5	4	3	2	1	9
B. The visibility of police in neighborhoods	5	4	3	2	1	9
C. The City's efforts to prevent crime	5	4	3	2	1	9
D. Enforcement of local traffic laws	5	4	3	2	1	9
E. How quickly police officers respond to emergencies	5	4	3	2	1	9
F. Adequacy of City street lighting	5	4	3	2	1	9

6. Which **THREE** of the public safety items listed above do you think should receive the most emphasis from City leaders over the next **TWO Years**? [Write in the letters below using the letters from Question 5 above].

1st

2nd

3rd

7. 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
(A) In your neighborhood during the day	5	4	3	2	1	9
(B) In your neighborhood at night	5	4	3	2	1	9
(C) In City parks	5	4	3	2	1	9
(D) Overall feeling of safety in Mission	5	4	3	2	1	9

8. **Parks and Recreation.** Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with PARKS AND RECREATION issues.

<i>Parks and Recreation</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Maintenance of City parks	5	4	3	2	1	9
B. Number of City parks	5	4	3	2	1	9
C. How close neighborhood parks are to your home	5	4	3	2	1	9
D. Number of walking and biking trails	5	4	3	2	1	9
E. City-sponsored special events, i.e. "Arts & Eats Festival" and "Holiday Lights & Festive Sights"	5	4	3	2	1	9
F. Overall appearance of parks and green space areas	5	4	3	2	1	9
G. Quality of the Municipal Outdoor Pool	5	4	3	2	1	9

9. Which **THREE** of the parks and recreation issues listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from Question 8 above].

_____ 1st _____ 2nd _____ 3rd

10. **Enforcement of City Codes and Ordinances.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

<i>Codes and Ordinances</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
B. Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
C. Enforcing the maintenance of residential property	5	4	3	2	1	9
D. Enforcing the maintenance of commercial property	5	4	3	2	1	9
E. Enforcing codes designed to protect public health	5	4	3	2	1	9

11. Which **THREE** of these items do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 10 above].

_____ 1st _____ 2nd _____ 3rd

12. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following MAINTENANCE services provided by the City:

<i>City Maintenance</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Maintenance of City streets	5	4	3	2	1	9
B. Maintenance of sidewalks	5	4	3	2	1	9
C. Maintenance of street signs/traffic signals	5	4	3	2	1	9
D. Snow removal on major City streets	5	4	3	2	1	9
E. Snow removal on neighborhood streets	5	4	3	2	1	9
F. Overall cleanliness of City streets and other public areas	5	4	3	2	1	9

13. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 12 above].

_____ 1st _____ 2nd _____ 3rd

Customer Service

14. Have you contacted the City with a question, problem, or complaint during the past year?

_____ (1) Yes [go to Q14a-e] _____ (2) No [go to Q15]

14a. Which City department did you contact most recently? _____

14b-e. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means “very dissatisfied,” please rate your satisfaction with the customer service you received from the City department you listed in Q14a.

<i>Customer Service</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
B. How easy the department was to contact	5	4	3	2	1	9
C. How courteously you were treated	5	4	3	2	1	9
D. Technical competence and knowledge of City employees who assisted you	5	4	3	2	1	9
E. Overall responsiveness of City employees to your request or concern	5	4	3	2	1	9

15. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following aspects of COMMUNICATION provided by the City of Mission:

<i>City Communication</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to keep you informed about local issues	5	4	3	2	1	9
C. The level of public involvement in local decision making	5	4	3	2	1	9
D. The quality of the City's web page	5	4	3	2	1	9
E. The content of the City's newsletter	5	4	3	2	1	9

16. What source(s) do you use most frequently to get information about the City? (Check all that apply.)

- ☐ (1) Newspaper
 ☐ (5) City Website
☐ (2) City Newsletter
 ☐ (6) Sylvester Powell Jr. Community Center
☐ (3) Direct Mailings
 ☐ (7) Other _____
☐ (4) Friends

Transportation

17. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

<i>Transportation</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
A. The City should build a network of sidewalks, trails, bike routes, and bike lanes that link neighborhoods with recreational, cultural, and business centers.	5	4	3	2	1	9
B. Neighborhood streets should be upgraded to include curbs, gutters, sidewalks, and storm water control.	5	4	3	2	1	9
C. The City should coordinate with area agencies to increase transit options.	5	4	3	2	1	9
D. Johnson Drive is a pedestrian friendly environment.	5	4	3	2	1	9

Other Issues

18. Please indicate how supportive you would be of each of the following community investment areas:

<i>Community Investment Areas</i>	<i>Very Supportive</i>	<i>Somewhat Supportive</i>	<i>Not sure</i>	<i>Not Supportive</i>
A. Providing neighborhood assistance, such as offering financial aid for minor home repairs to qualified homeowners.	4	3	2	1
B. Adding attractive elements to major roadways like landscaping, decorative lighting, sidewalks, etc.	4	3	2	1
C. Maximizing the City's attention to environmental issues, such as the energy efficiency of the City's vehicles, recycling opportunities, the planting of more trees on City property, etc.	4	3	2	1
D. The City should upgrade pavement, driveways/curbs/sidewalks in residential neighborhoods.	4	3	2	1

19. Which TWO of the community investment areas listed above are most important for the City to pursue? [Write in the letter below using the letters from Question 18 above].

1st: _____ 2nd: _____

20. Do you live in a neighborhood with an active homes association? ☐ (1) Yes ☐ (2) No

21. If you answered NO to Q 20, would you be interested in learning more about how to establish a neighborhood group in your area?

☐ (1) Yes ☐ (2) No

22. Do you believe the City should become more involved in promoting neighborhood groups through grant programs, newsletters, and block parties?

____(1) Yes ____ (2) No ____ (3) Don't know

23. The City has completed major long-term planning studies for existing commercial areas, such as the West Gateway and the East Gateway vision plans. Each vision plan calls for mixed-use neighborhoods to develop over time, which include small retail shops, offices, town homes, condominiums, loft-style residential units, and parkland. How supportive are you of these initiatives?

____(1) Very supportive ____ (3) Not sure
____ (2) Somewhat supportive ____ (4) Not supportive

24. In some cities, funds for qualified homeowners are offered by the City for home repairs, to help upgrade and preserve neighborhoods. These could include help with structural repair, paint, and low or no interest loans. How supportive would you be of offering such a program in Mission?

____(1) Very supportive ____ (3) Not sure
____ (2) Somewhat supportive ____ (4) Not supportive

25. What method of transportation do you currently use?

____(1) Personal vehicle ____ (3) Motorcycle
____ (2) Bus ____ (4) Other

26. Please indicate your level of interest in learning more about the following issues:

<i>Environmental "Green" Issues</i>	<i>Very Interested</i>	<i>Somewhat Interested</i>	<i>Not sure</i>	<i>Not Interested</i>
A. Water gardens	4	3	2	1
B. Rain barrels	4	3	2	1
C. Buying residential green power	4	3	2	1
D. Bio-bag shopping bags.	4	3	2	1
E. Curbside composting services	4	3	2	1
F. Green building codes	4	3	2	1

DEMOGRAPHICS

27. Which of the following best describes your race/ethnicity (check all that apply)?

____(1) Asian/Pacific Islander ____ (4) Hispanic
____ (2) Black/African American ____ (5) American Indian/Eskimo
____ (3) White ____ (6) Other: _____

28. What is your age?

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

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

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

30. Which of the following best describes your current place of employment:

_____ (1) employed outside the home

Where do you work?

_____ (a) In Mission

_____ (b) in Johnson County

_____ (c) downtown KCMO

_____ (d) in Wyandotte County

_____ (e) Other

_____ (2) Self-employed or work out of home

_____ (3) Student, retired, or not currently employed outside the home

31. How far do you typically travel to work?

_____ (1) Under 5 miles

_____ (3) 11-20 miles

_____ (2) 6-10 miles

_____ (4) more than 20 miles

32. Approximately how many years have you lived in the City of Mission? _____ years

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

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

_____ (1) Under \$35,000

_____ (3) \$60,000 to \$99,999

_____ (2) \$35,000 to \$59,999

_____ (4) \$100,000 or more

35. Your gender: _____ (1) Male _____ (2) Female

XX

If you would like to be included in further discussions about the planning and growth of Mission, by way of a focus group or other opportunities, please supply the following information.

36. Your name: _____ **37. Phone Number: ()** _____ **38. email** _____

39. Your address: _____ **Zip Code** _____

40. Please list below your additional comments.

This concludes the survey. Thank you for your time!

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

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