

2011 City of Mission DirectionFinder® Survey

FINAL Report

Submitted to

The City of Mission, KS



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Contents

Executive Summary	i
Charts and Graphs	Section 1
Benchmarks	Section 2
Importance-Satisfaction Analysis	Section 3
Geocoded Maps	Section 4
Tabular Data and Survey Instrument	Section 5

***DirectionFinder*[®] Survey**

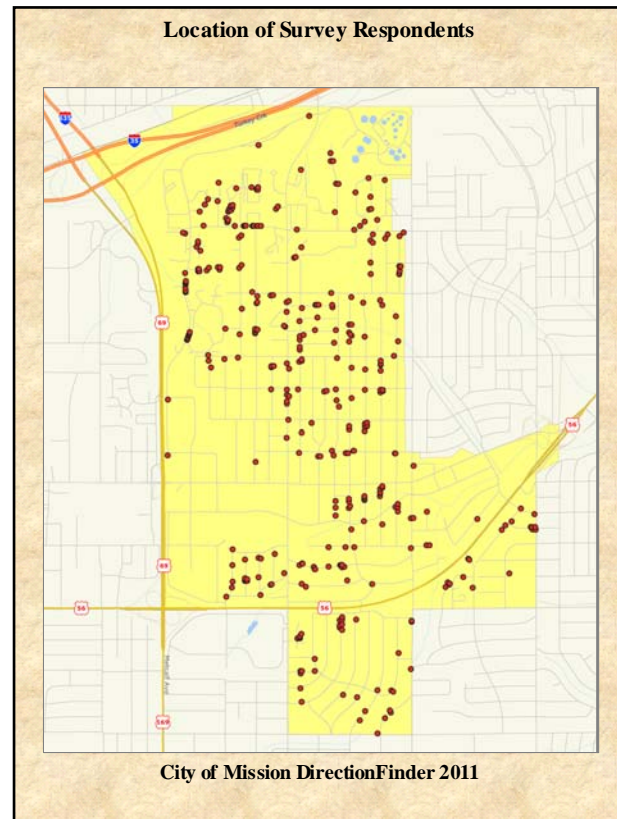
Executive Summary Report

Mission, Kansas

Overview and Methodology

ETC Institute administered the DirectionFinder[®] Survey for the City of Mission during May and June of 2011 to gather resident opinions and feedback on City programs and services. The purpose of the survey was to improve and expand existing City Programs, determine the future needs of residents and to analyze the needs and wants of residents for the redevelopment of downtown Mission. This is the second year the City of Mission has administered the DirectionFinder[®] Survey. The first survey was administered in 2007.

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 the survey, 430 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, 84 completed the survey by phone and 346 completed the survey by mail for a total of 430 completed surveys (29% response rate). The results for the random sample of 430 households have a 95% level of confidence with a precision of at least +/- 4.6%.



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 with an overview and 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 show 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 of police services (85%), the quality of City parks and recreation programs and facilities (81%), and the quality and livability of City’s neighborhoods (80%).

Areas that showed the most significant decrease from 2007 were the quality of City’s planning efforts to promote redevelopment (-23%), Maintenance of City streets, buildings, and facilities (-21%), and effectiveness of City communication (-17%).

- **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) Maintenance of City streets, building, and facilities, (2) City’s planning efforts to promote redevelopment, and (3) the quality and livability of the City’s neighborhoods.

- **Perceptions of Life in Mission.** Eighty-seven percent (87%) of residents surveyed indicated that they were “very satisfied” or “satisfied” with the overall feeling of safety in the City, 85% were satisfied with the overall quality of life in the City, and 79% were satisfied with the overall quality of services provided by the City of Mission.

Areas that showed the most significant decrease from 2007 were how well the City is planning for redevelopment activities (-21%) and how well the City is communicating redevelopment activity to the public (-16%).

- **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 (90%), the visibility of police in neighborhoods (81%), and how quickly police officers respond to emergencies (78%).

The only Public Safety issue that showed a significant change from 2007 was how quickly police officers respond to emergencies with a decrease of seven percent (-7%). The three most important public safety services to emphasize over the next two years were (1) the City’s efforts to prevent crime, (2) the visibility of police in neighborhoods, and (3) Overall quality of local police protection.

- **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 quality of the community center (88%) (asked for the first time this year), the maintenance of the parks (84%) and the overall appearance of parks and green space areas (80%). Residents were generally less satisfied with the number of walking and biking trails (52%) and the number of City parks (70%). 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. It was also the top choice in 2007.

- **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 enforcing of clean up of litter and debris (62%). Two new questions were asked this year; satisfaction with the City’s efforts in helping support neighborhoods and property values (54%), and satisfaction with the enforcement and maintenance of residential rental property (49%).

- **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%), overall cleanliness of City streets and other public areas (78%), and maintenance of streets signs and traffic signals (78%).

There were two areas of City maintenance that showed a significant change from 2007. The maintenance of City streets showed a significant decrease of twenty-five percent (-25%) and the maintenance of sidewalks showed a decline of thirteen percent (-13%). The three most important City Maintenance services to emphasize over the next two years were (1) maintenance of City streets, (2) maintenance of sidewalks, and (3) snow removal on neighborhood streets.

- **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 they were treated (80%) and the technical competence/knowledge of City employees (79%).
- **City Communications.** The two highest levels of satisfaction with City Communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the content of the City’s newsletter (70%) and the availability of information about City programs (69%). The top two ways that residents most frequently get information about the City were (1) the City Newsletter and (2) the Mission Magazine/YouTube.
- **Transportation.** When asked to rate their level of agreement with various statements concerning transportation in Mission, seventy percent (70%) of residents *who had an opinion*, either “strongly agreed” or “agreed” that the City should make Johnson Drive a pedestrian friendly environment. Sixty-nine percent (69%) agreed that the City’s neighborhoods streets should be upgraded to include curbs, gutters, sidewalks, and storm water control. The three most important issues to emphasize over the next two years were that (1) neighborhood streets should be upgraded, (2) Johnson Drive should be a more pedestrian friendly environment, and (3) that sidewalks and trails should be a priority in planning.
- **Downtown Redevelopment.** When asked to rate their level of agreement with various statements concerning downtown Mission, ninety-one percent (91%) agreed that a vibrant downtown would give a positive reflection of Mission, (81%) supported more redevelopment in downtown, and (79%) prefer to live in a community that has a vibrant downtown.
- **Amenities Favored for a Redevelopment of Downtown.** Eleven amenities were listed for residents to rate. The amenities that rated the highest and nearly the same were gathering areas for friends and family (80%), street and sidewalk improvements (79%), and a City Market area (79%). When asked to choose three of the eleven as their top choice, the top choice overall was a City Market Area.

- **Preferred Funding Source for Downtown Redevelopment.** Residents were asked to state their preference for obtaining the funds to provide the amenities desired to redevelop downtown Mission. Forty-seven percent (47%) chose a ¼ cent sales tax, 13% chose an \$8 monthly property tax, and 11% chose a 2% entertainment district tax. Twenty-one percent (21%) did not support an additional tax, and 17% did not have an opinion.

Other Findings:

- Fifty-three percent (53%) supported the use of economic incentives to help private property owners redevelop blighted property in downtown.
- Seventy-four percent (74%) were very or somewhat supportive or mixed-use neighborhoods (small retail shops, townhomes, condominiums, loft-style residential units, and parkland). Nineteen percent (19%) were not sure and 6% were not supportive.

Section 1:
Charts and Graphs

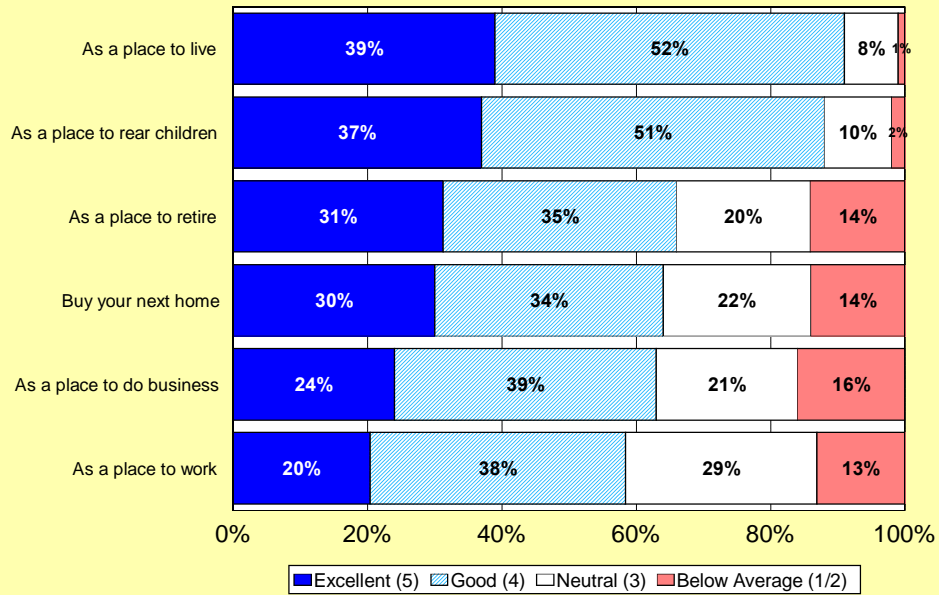
City of Mission

DirectionFinder Survey

General City

Q1. Overall Satisfaction of the City of Mission?

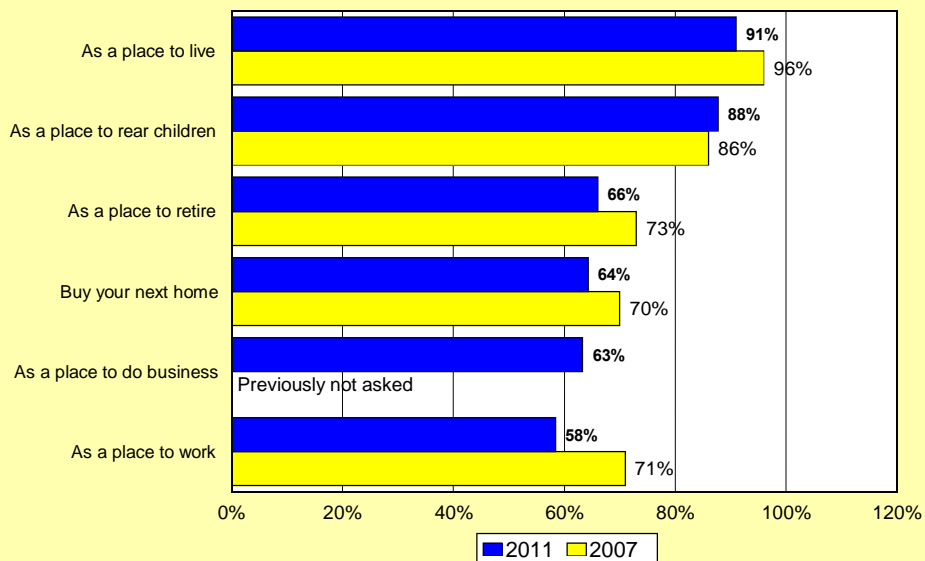
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q1. TRENDS: Overall Satisfaction of the City of Mission 2011 vs. 2007

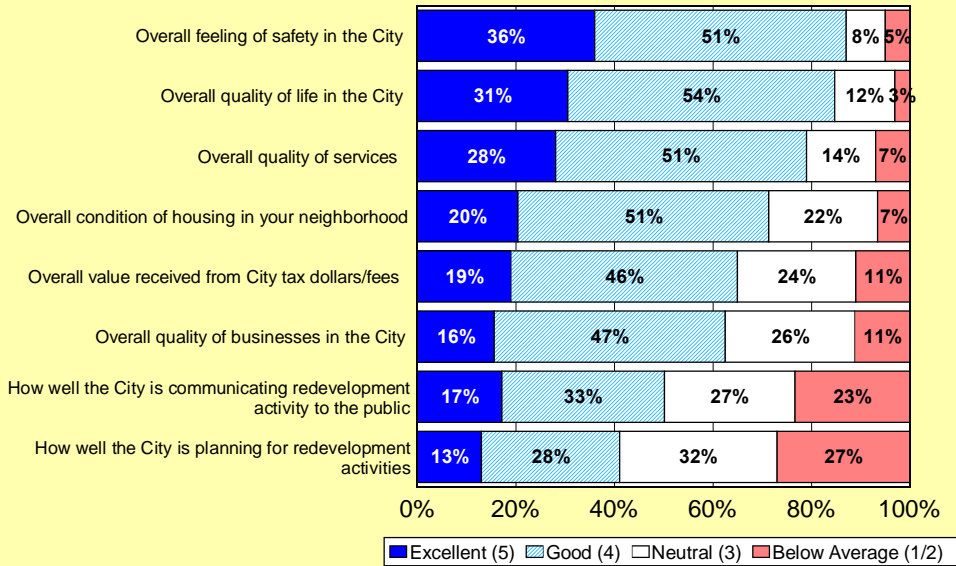
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q2. How Would You Rate Various Issues that Influence Your Perception of the City?

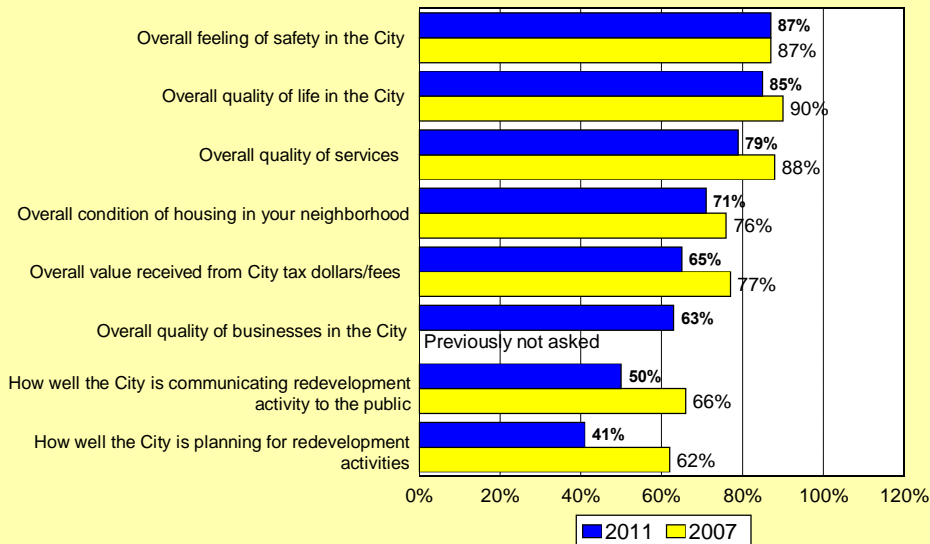
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q2. TRENDS: Satisfaction With Items That Influence the Perception Residents Have of the City 2011 vs. 2007

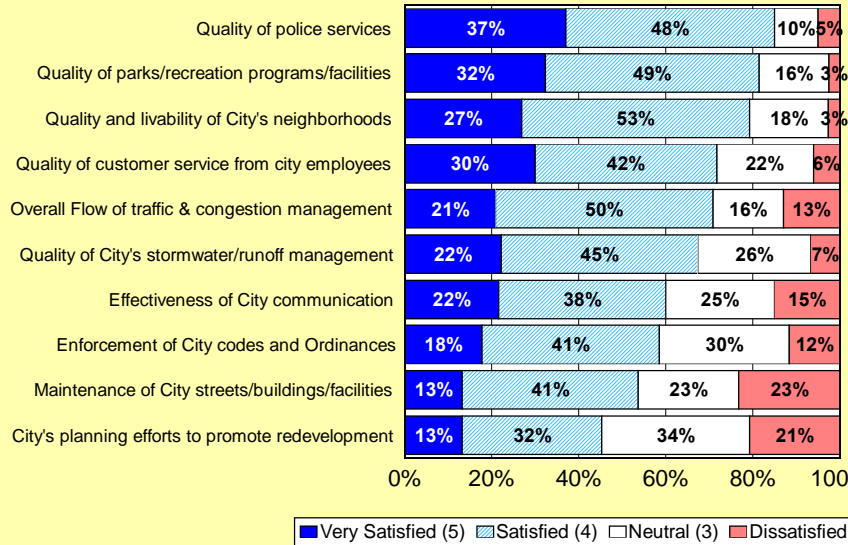
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q3. Overall Satisfaction With City Services by Major Category

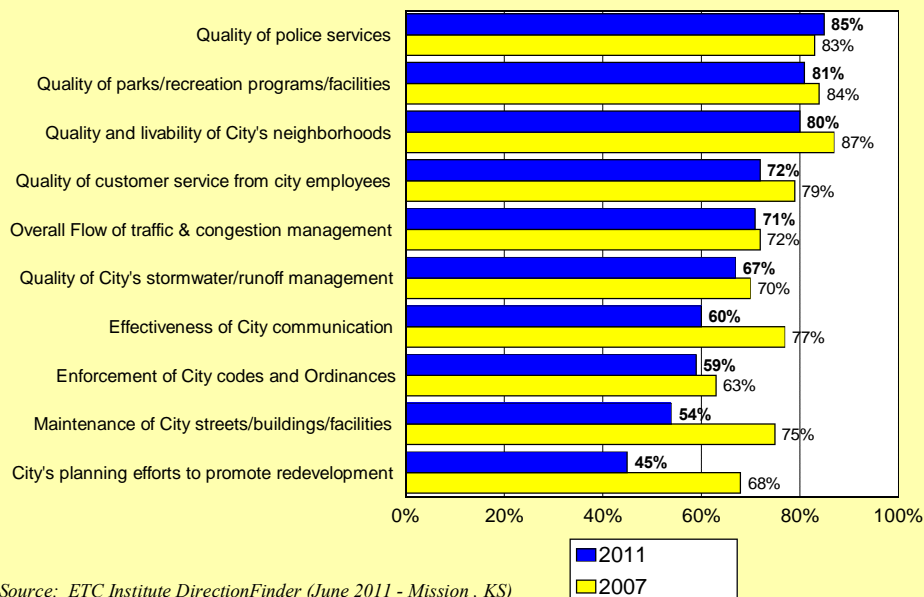
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q3. TRENDS: Overall Satisfaction With City Services by Major Category 2011 vs. 2007

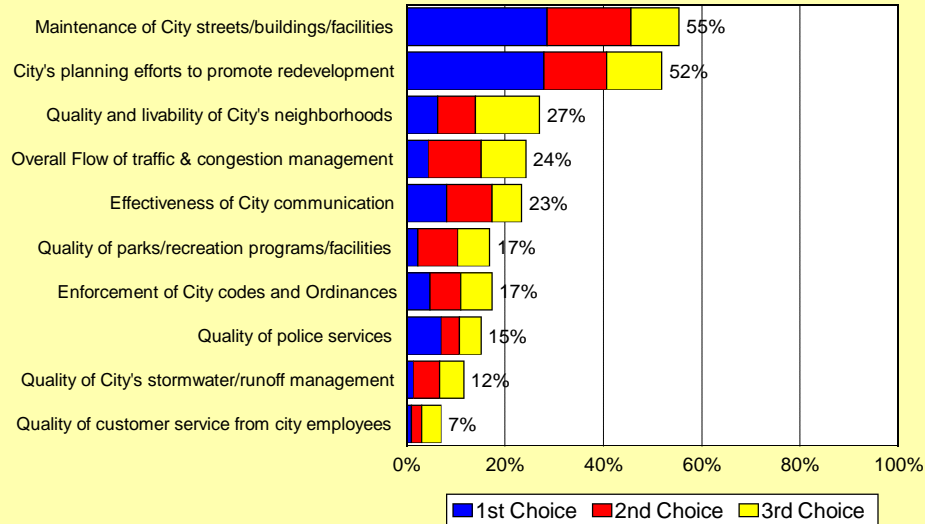
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q4. Which THREE of these services do you think should receive the most emphasis from city leaders over the next TWO Years?

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

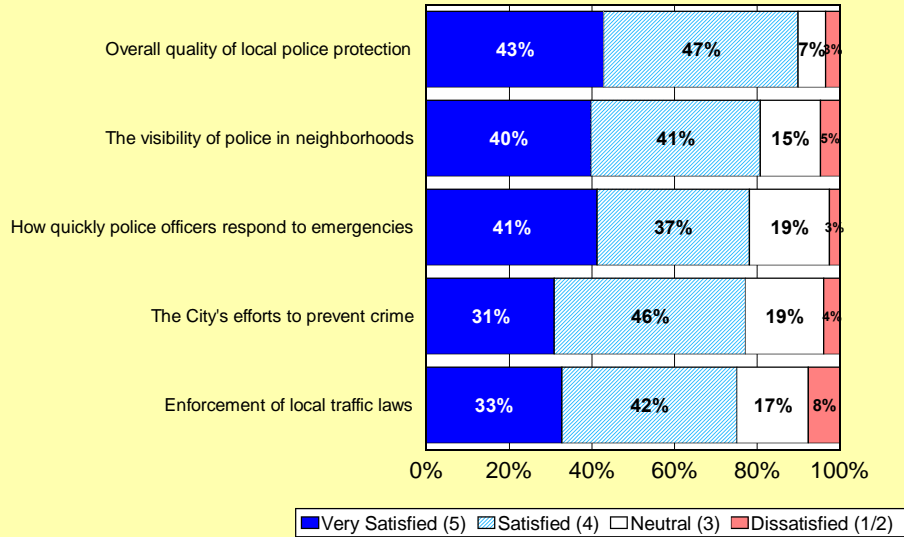


Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

City Services

Q5. Satisfaction with Various Aspects of Public Safety

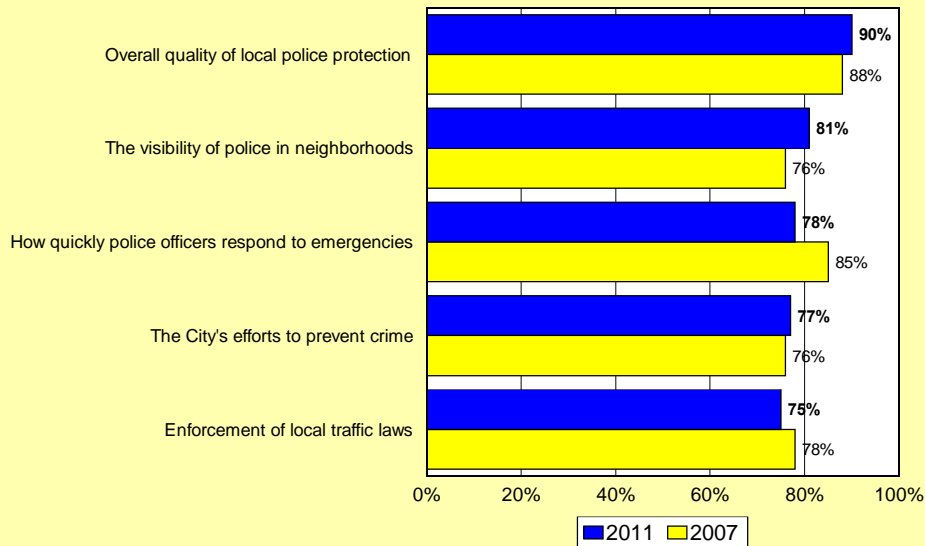
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q5. TRENDS: Overall Satisfaction with Various Aspects of Public Safety 2011 vs. 2007

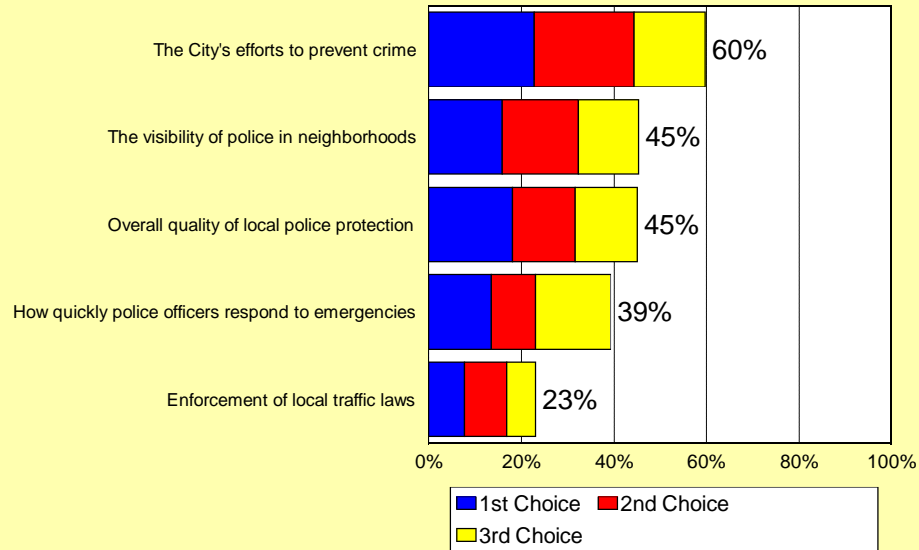
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q6. Which THREE Public Safety Items Should Receive the Most Emphasis Over the Next Two Years

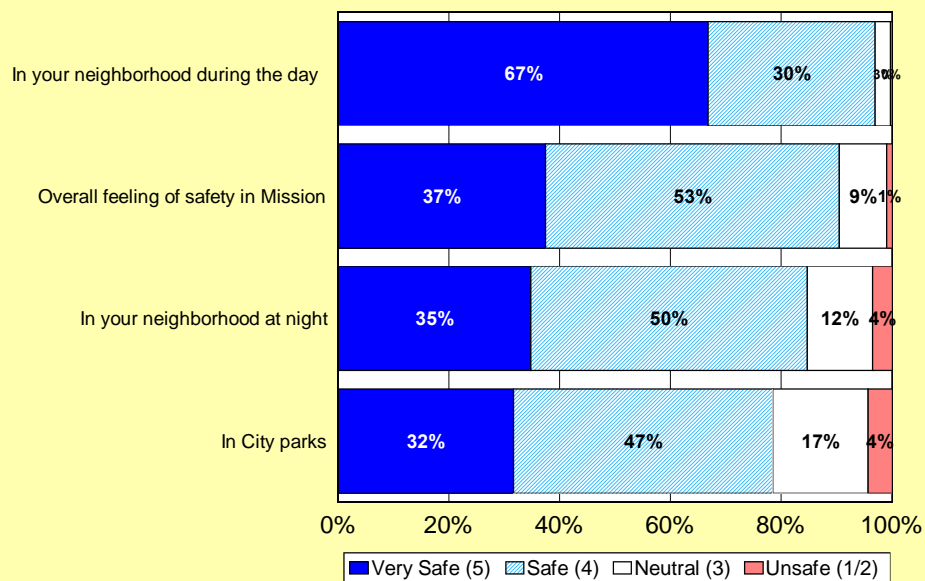
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q7. How Safe Do You Feel?

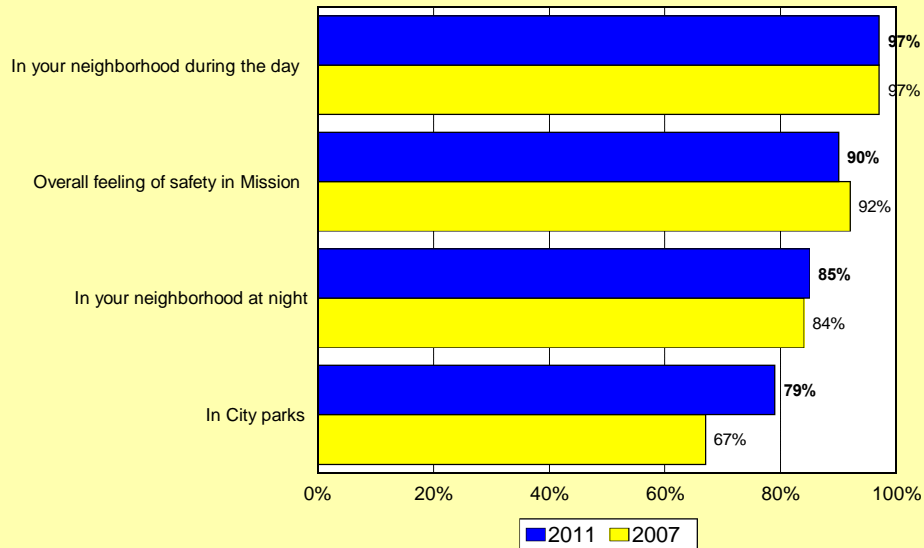
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q7. TRENDS: Overall How Safe Do You Feel? 2011 vs. 2007

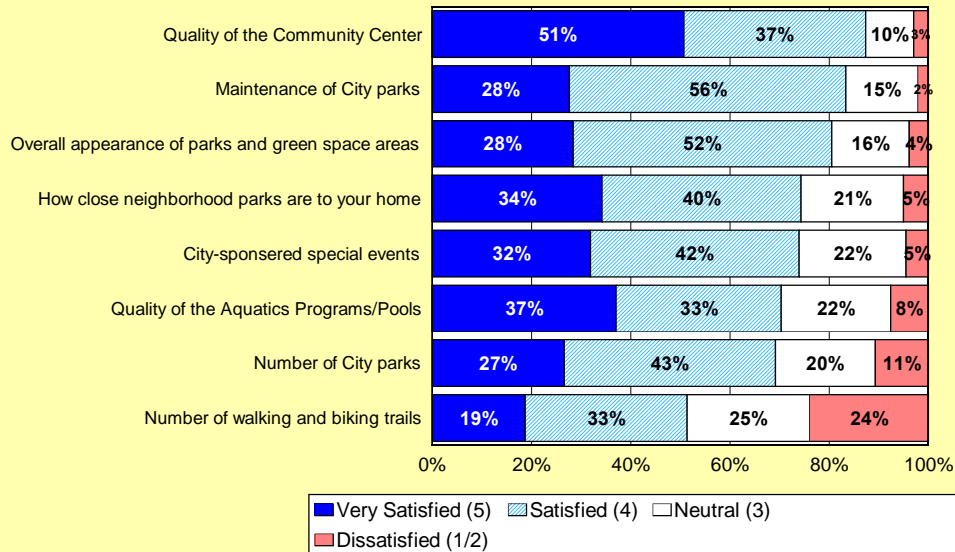
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q8. Satisfaction with Various Aspects of Parks and Recreation

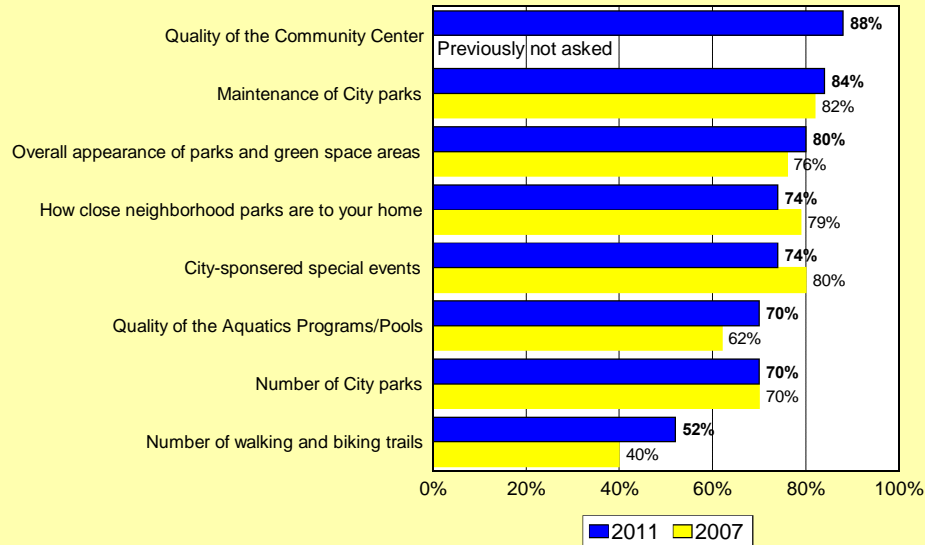
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q8. TRENDS: Overall Satisfaction with Various Aspects of Parks and Recreation 2011 vs. 2007

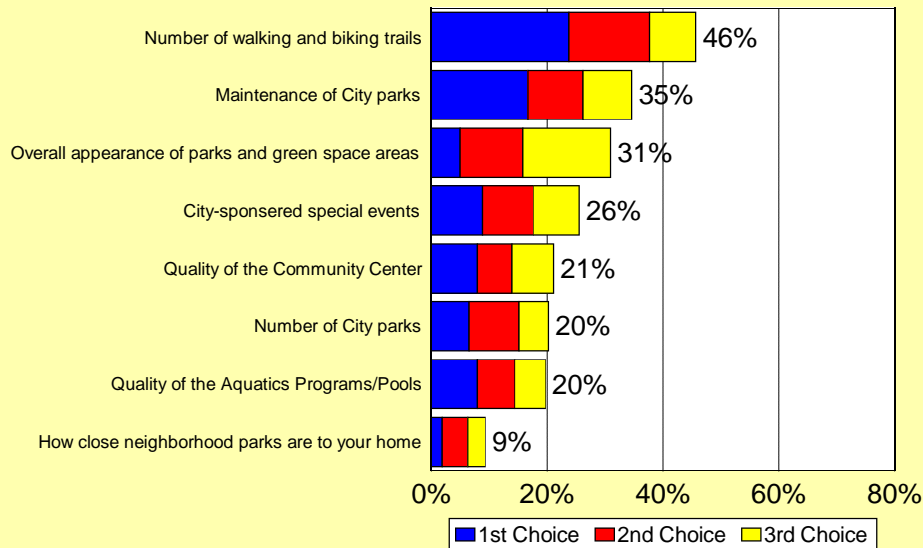
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

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

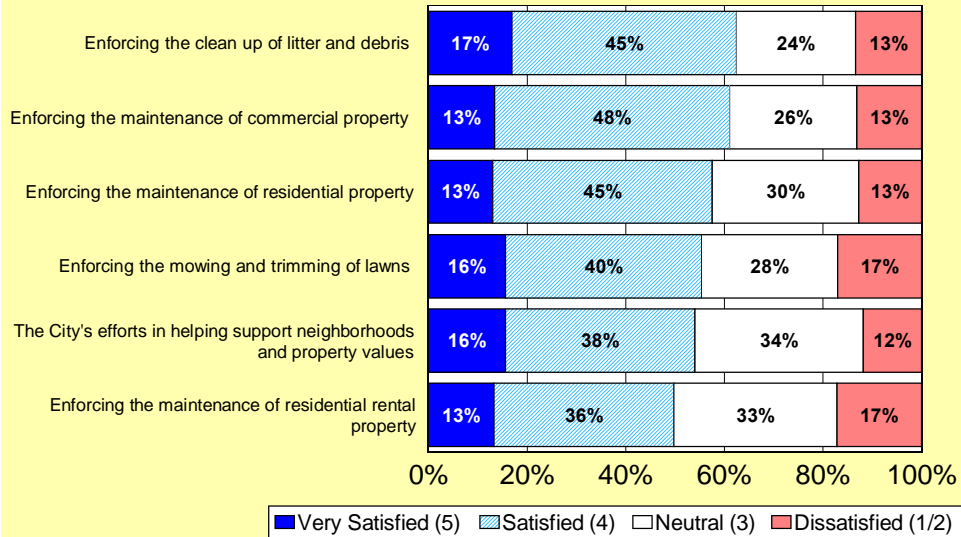
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q10. Satisfaction with Enforcement of City Codes and Ordinances

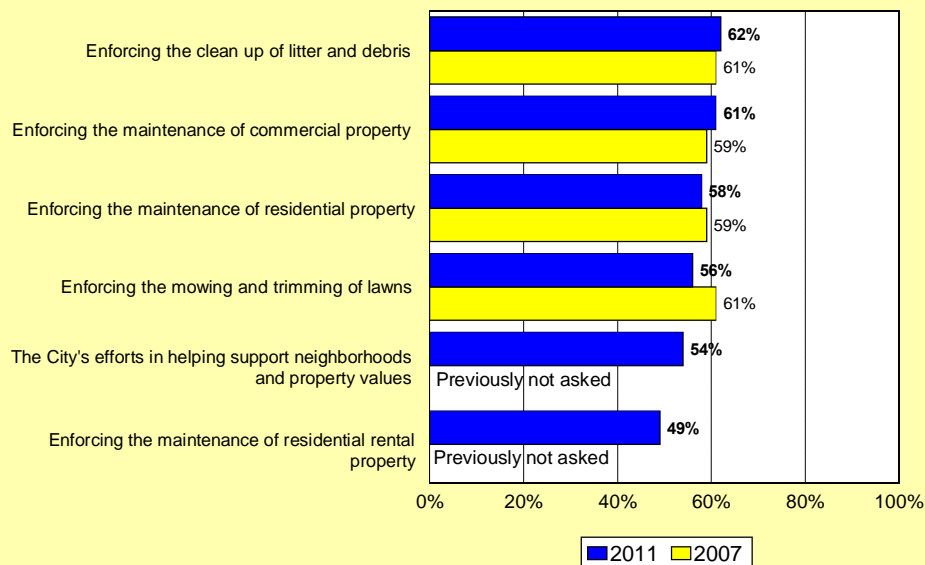
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission , KS)

Q10. TRENDS: Overall Satisfaction with Enforcement of City Codes and Ordinances

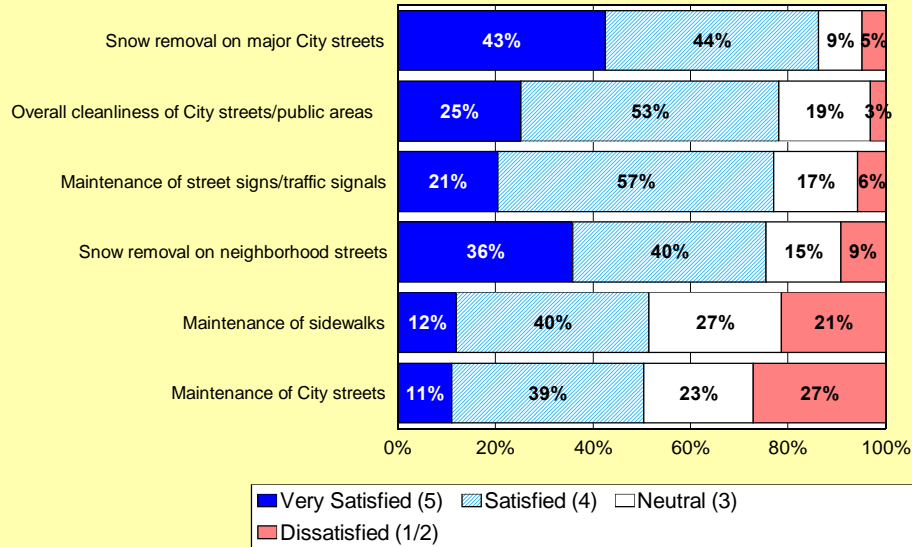
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission , KS)

Q11. Satisfaction with Various Aspects of City Maintenance

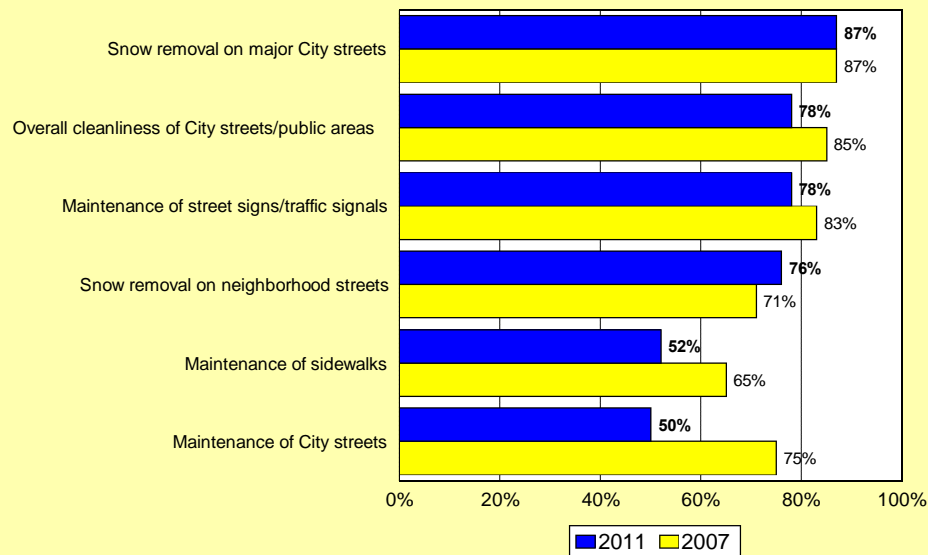
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q11. TRENDS: Overall Satisfaction with Various Aspects of City Maintenance

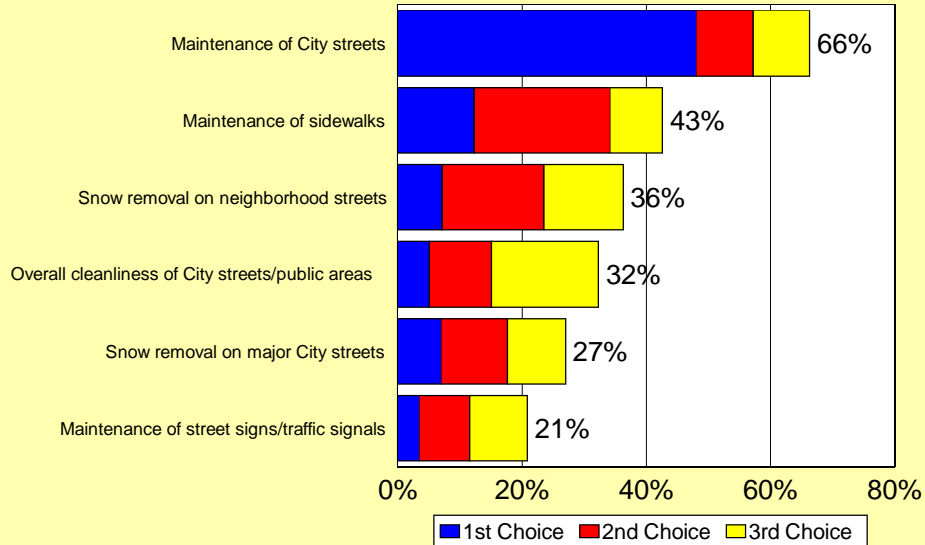
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q12. Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

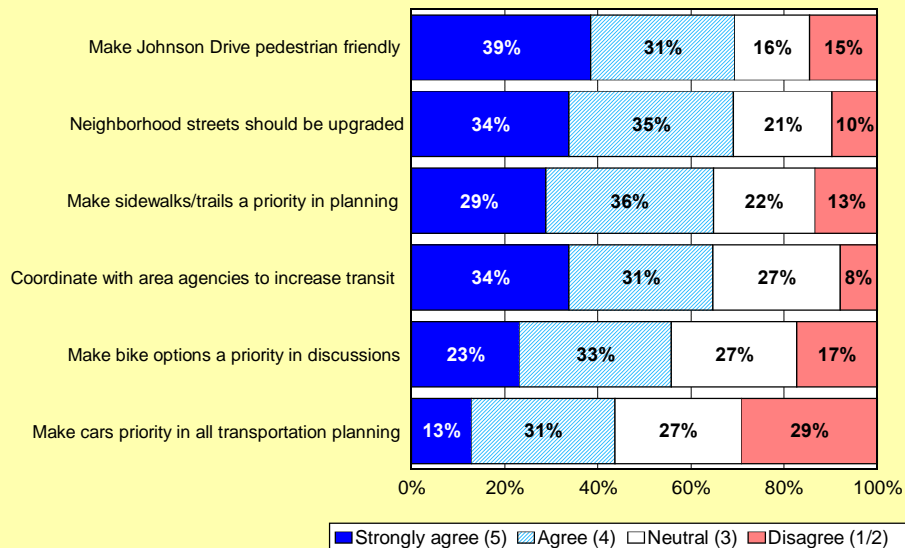
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q13. Respondents Level of Agreement with Various Aspects of Transportation

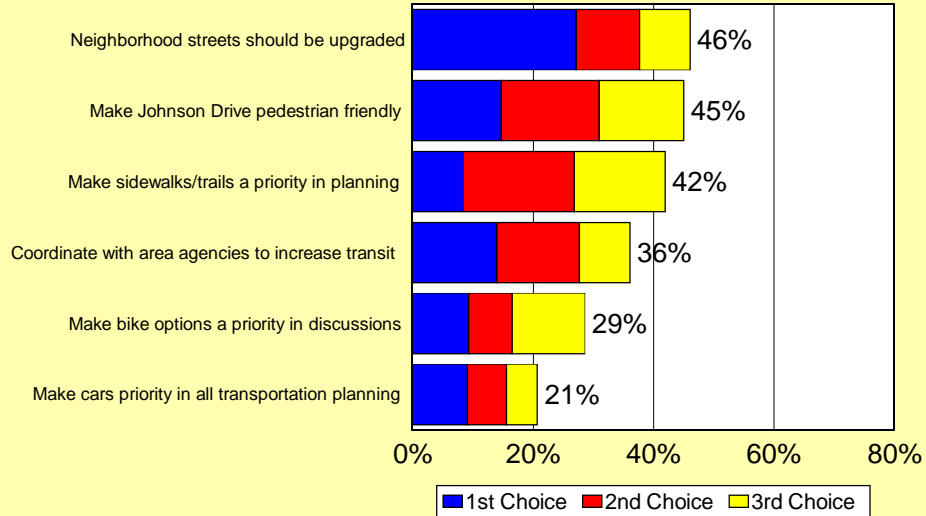
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q14. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

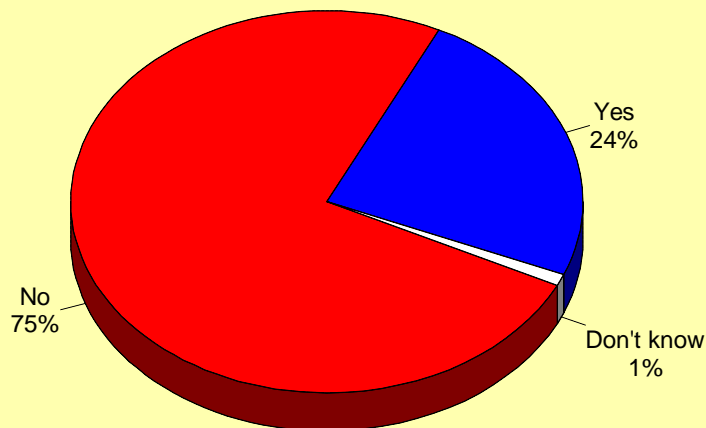
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q15. Have You Contacted the City with a Question or Complaint During the Past Year?

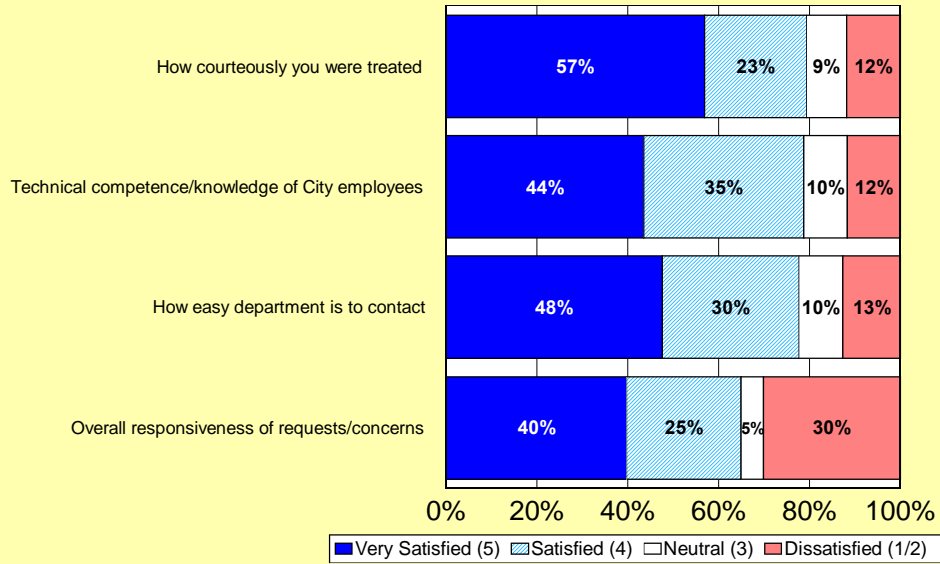
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q15b-e. Satisfaction with Various Aspects of Customer Service

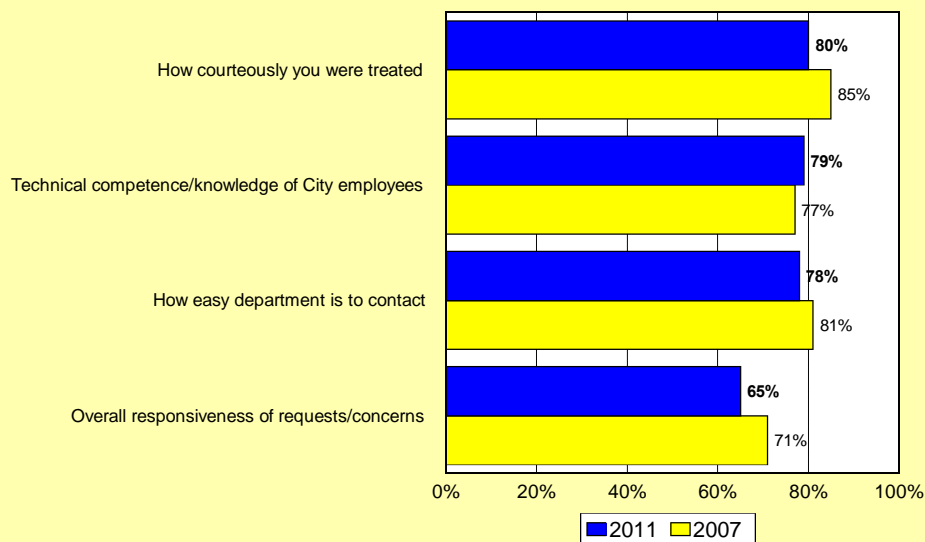
by percentage of respondents who had contacted the City during the past year (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q15b-e. TRENDS: Overall Satisfaction with Various Aspects of Customer Service

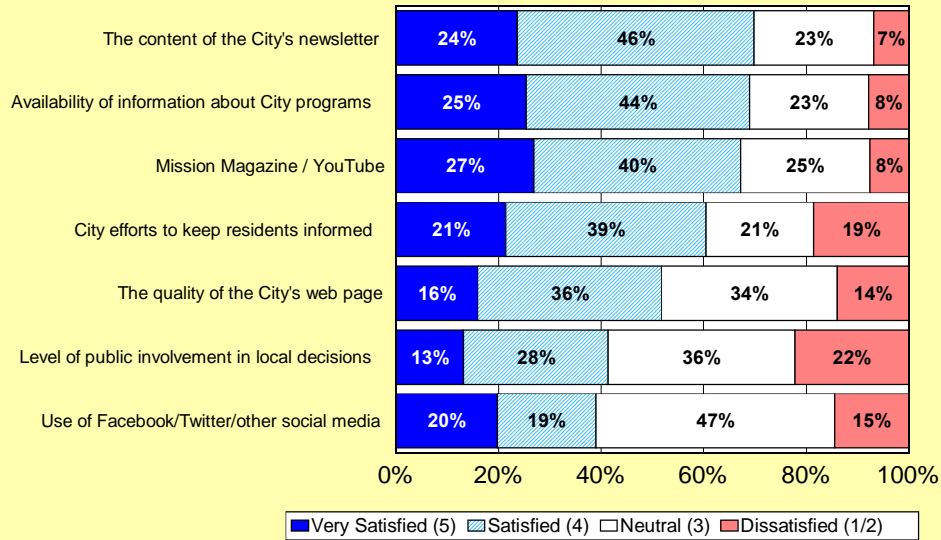
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q16. Satisfaction with Various Aspects of City Communications

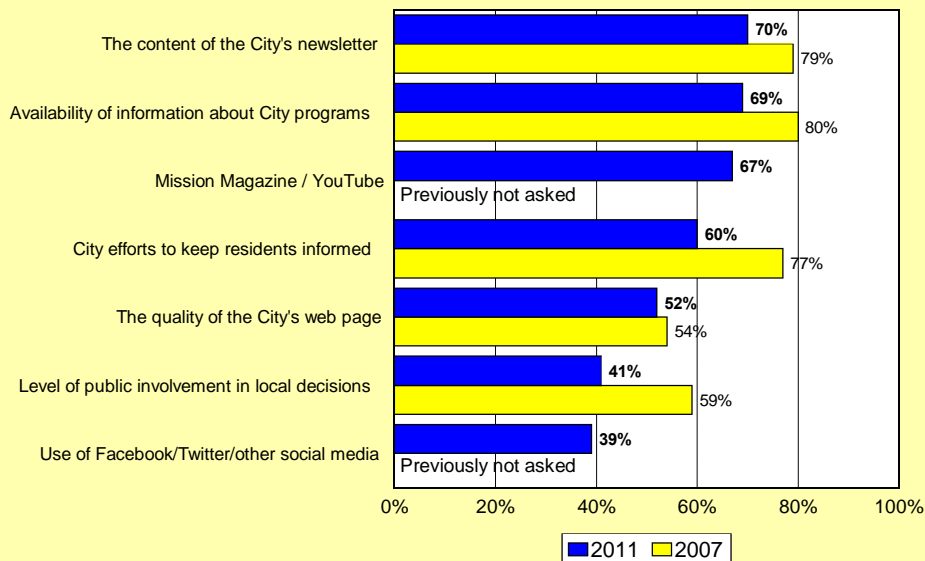
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q16. TRENDS: Overall Satisfaction with Various Aspects of City Communications

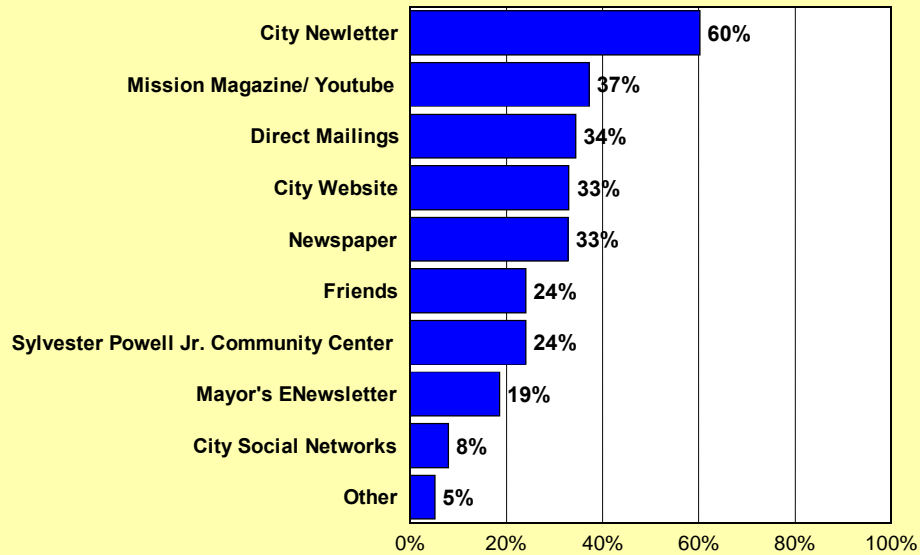
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q17. What source do you use most frequently to get information about the City?

multiple selections allowed

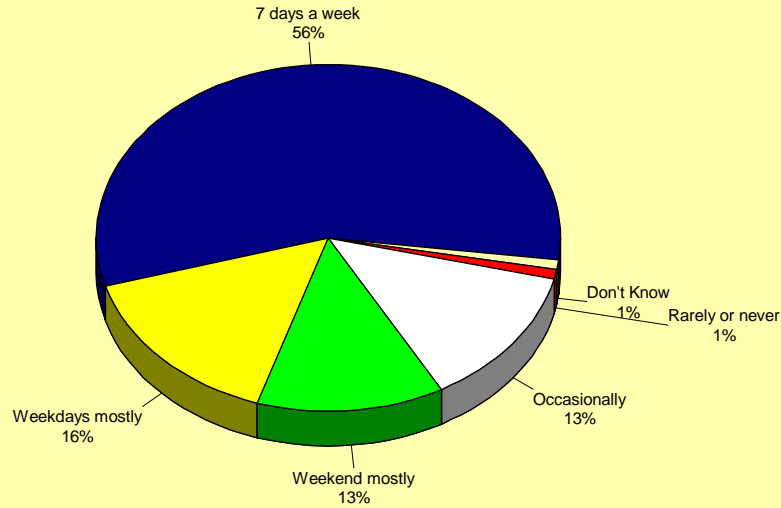


Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Downtown Redevelopment

Q18. How often do you travel on Johnson Drive (Downtown Mission) in a week's time?

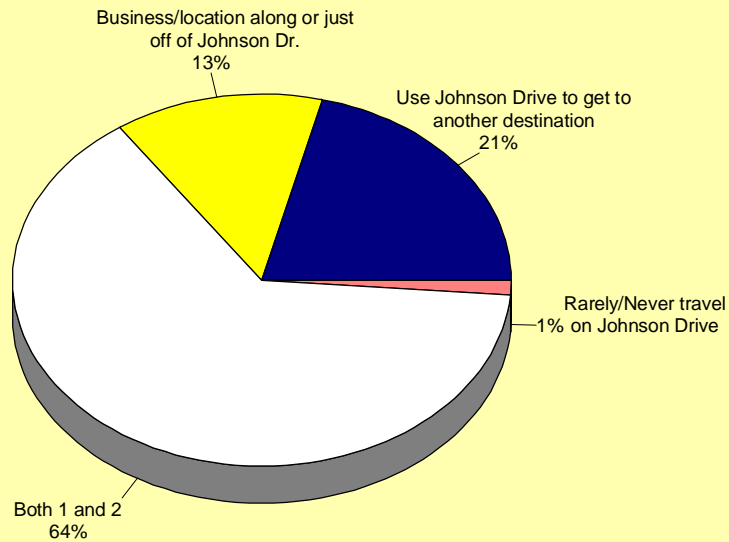
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q19. If you travel on this section of Johnson Drive, what is the reason

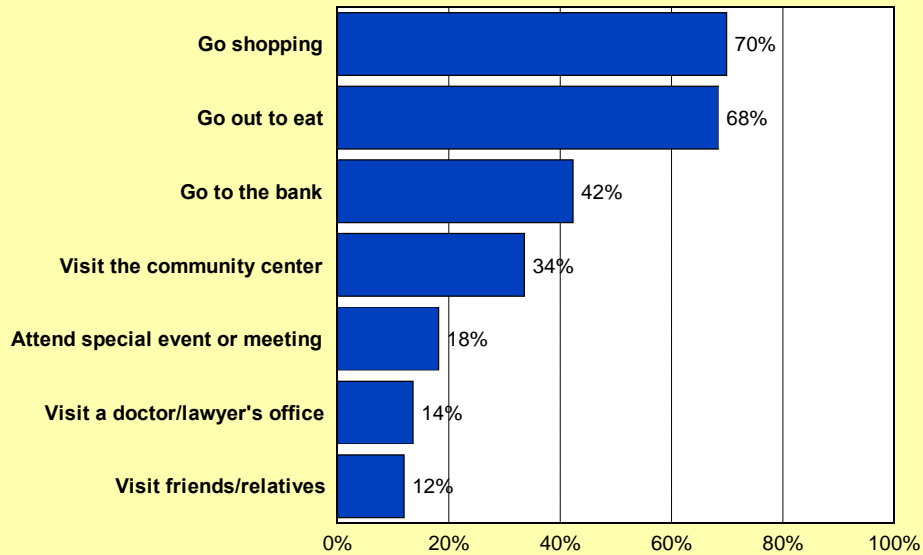
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q20. For which of the following reasons do you currently visit downtown Mission? (check all that apply)

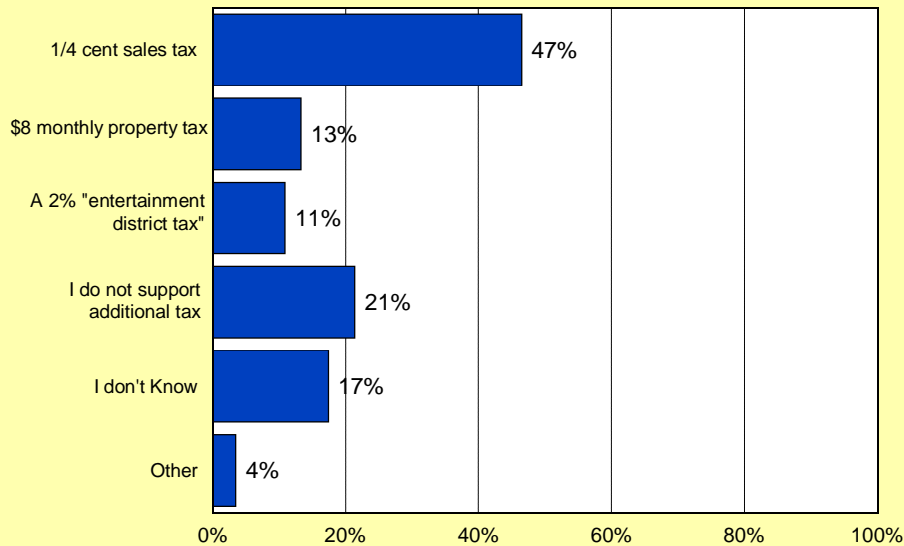
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q21. Which of the following funding options would you support to help fund public improvements?

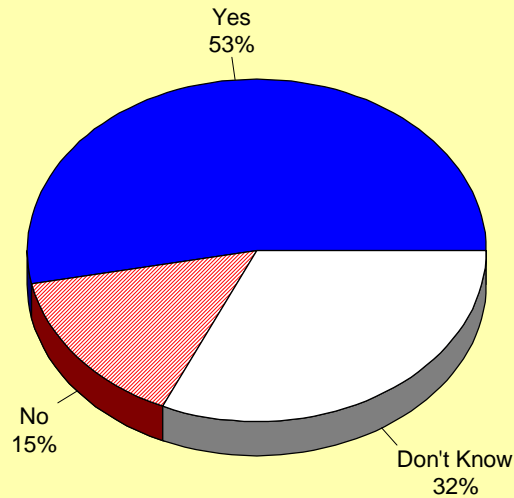
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q22. Do you support the use of economic incentives to help private property owners redevelop blighted property in downtown?

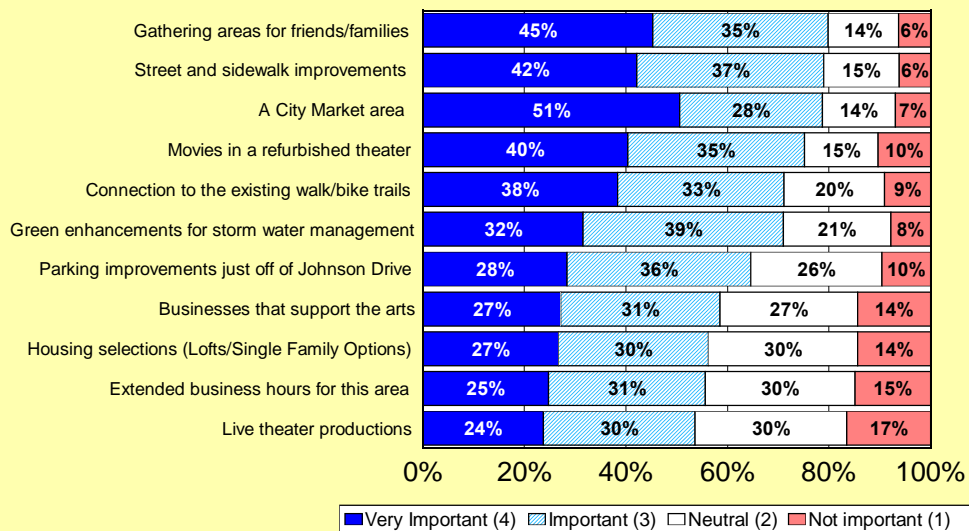
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q23. How important are the following amenities in the Downtown Area of the City of Mission

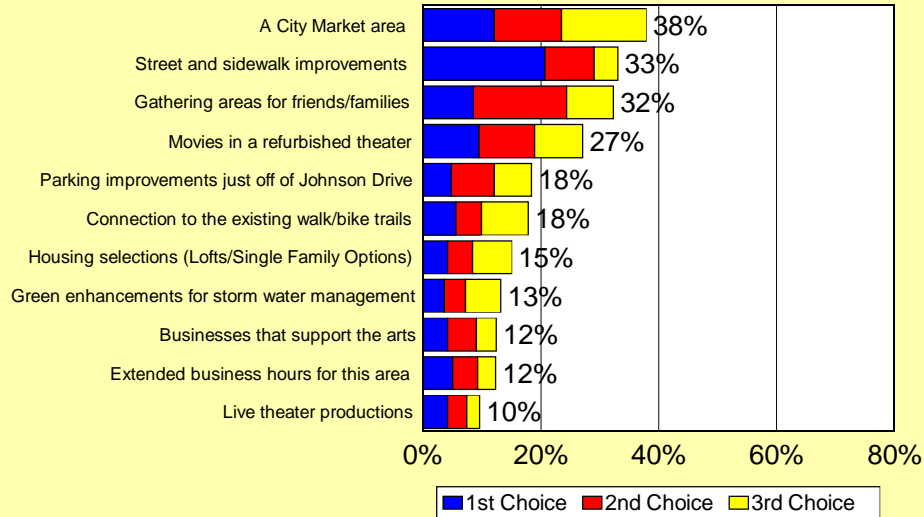
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q24. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

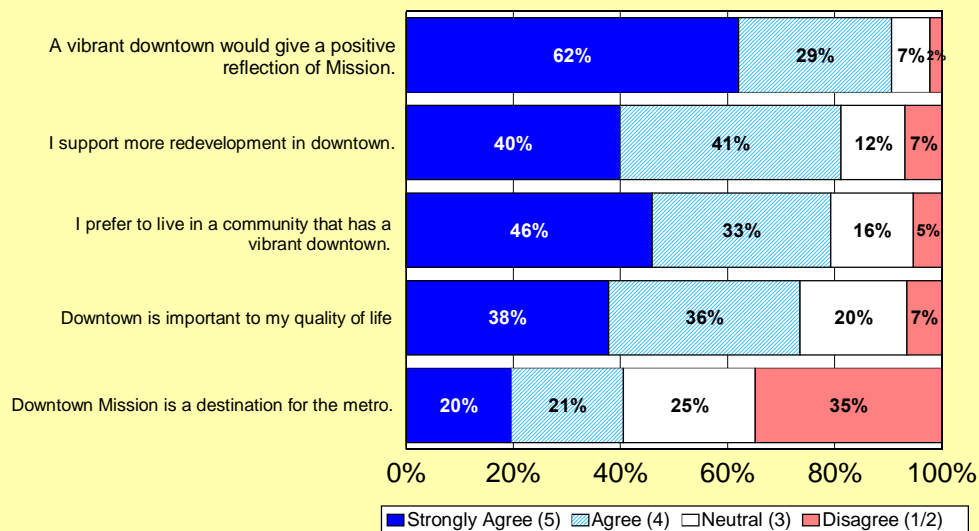
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Q25. Agreement Level on the Perspective of Downtown Mission?

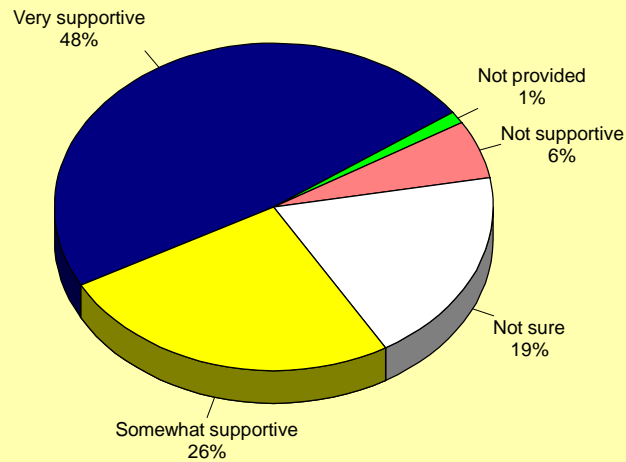
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

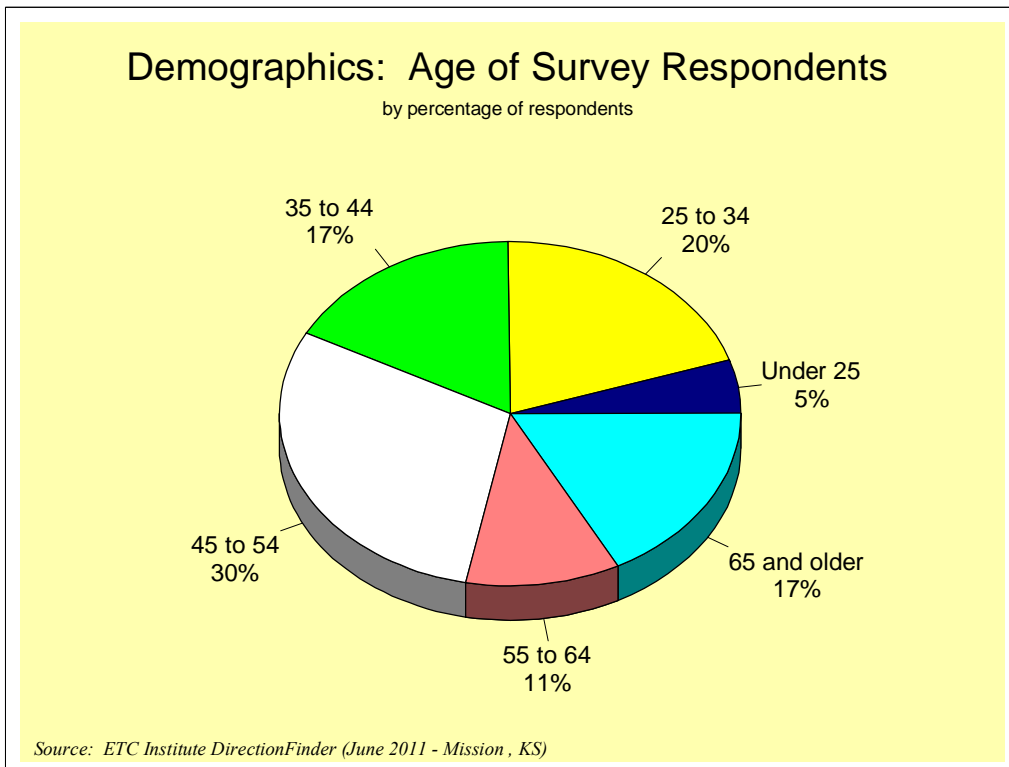
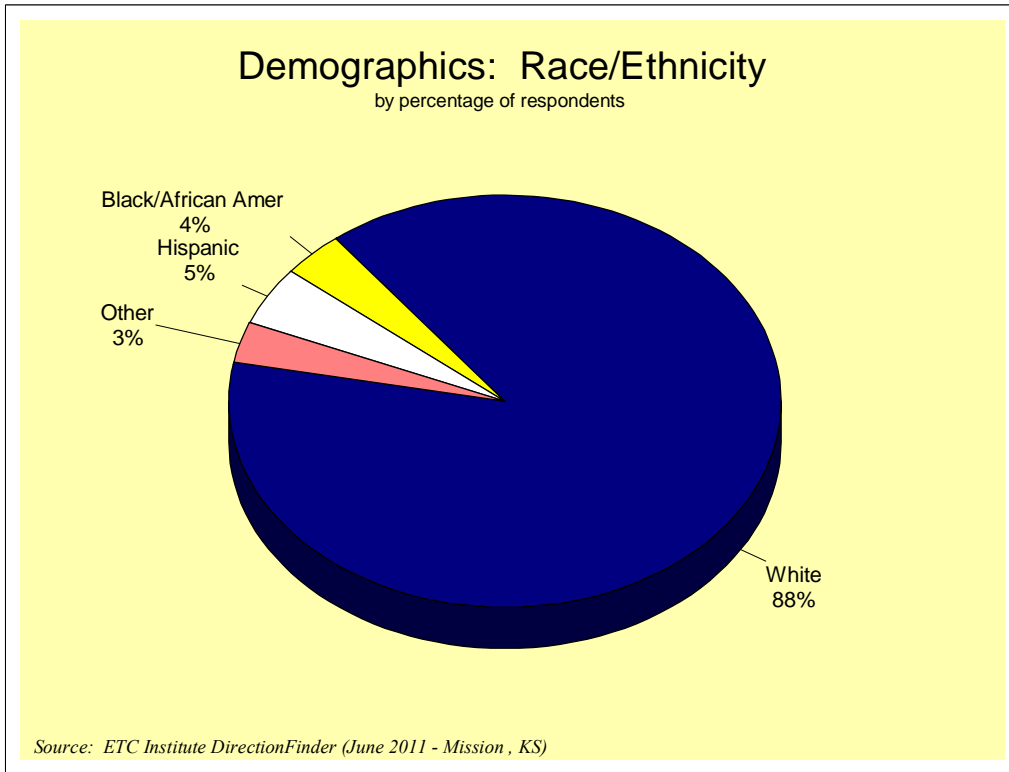
Q26. Plans that support mixed-use neighborhoods (small retail shops, townhomes, condominiums, loft-style residential units, and parkland.) How supportive are you of these initiatives?

by percentage of respondents



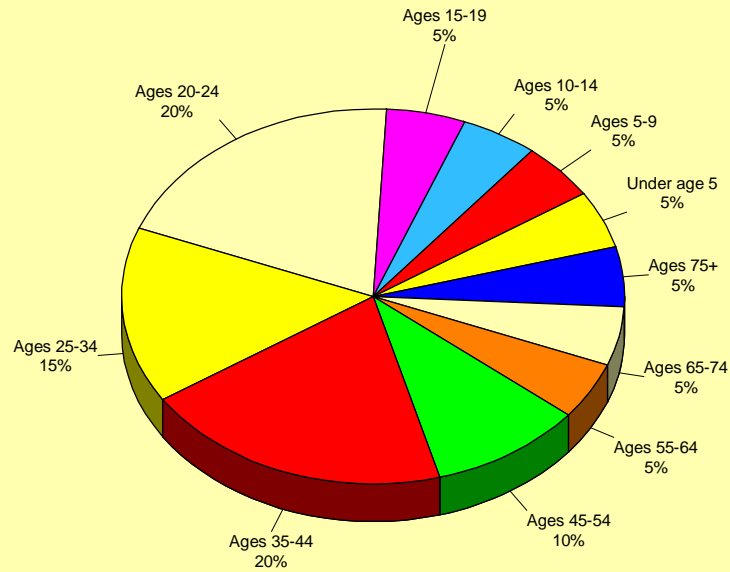
Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Demographics



Demographics: Ages of People in Household

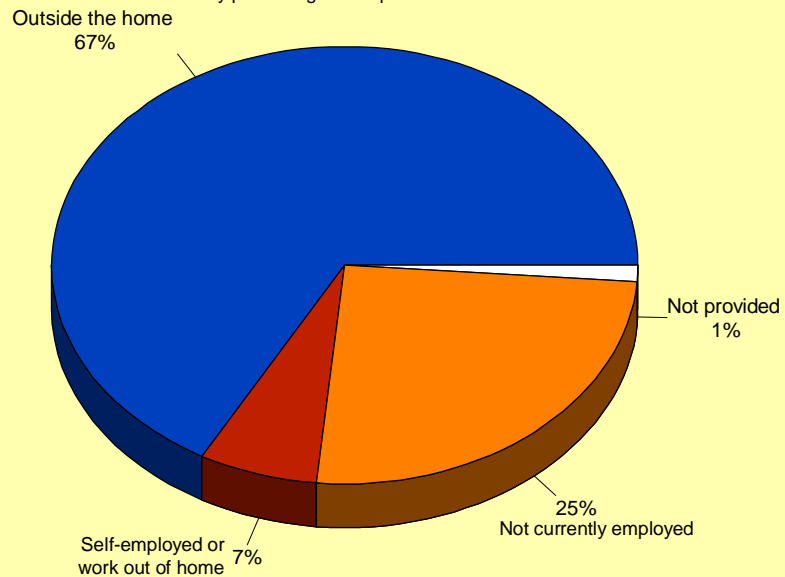
by percentage of persons in households



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Demographics: Which describes your current place of employment?

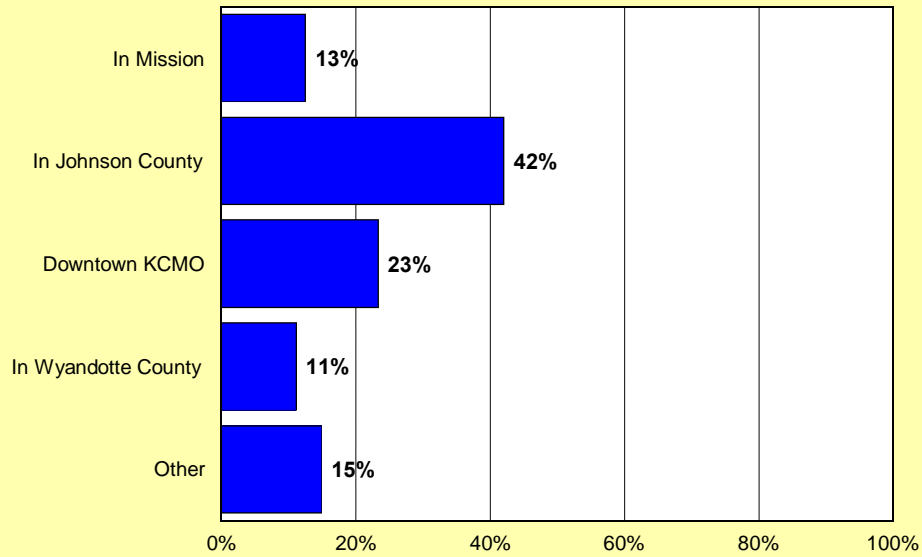
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Demographics: Where do you currently work?

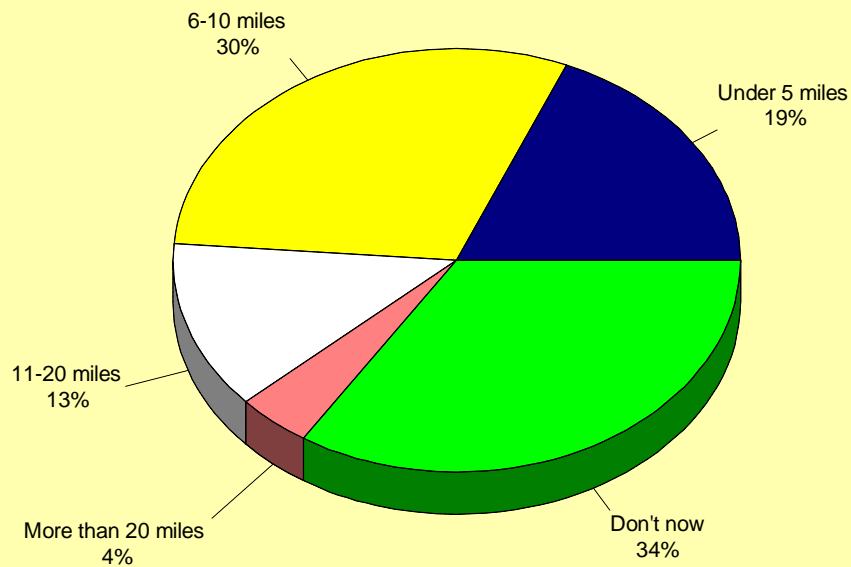
multiple selections allowed



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Demographics: How far do you typically travel to work?

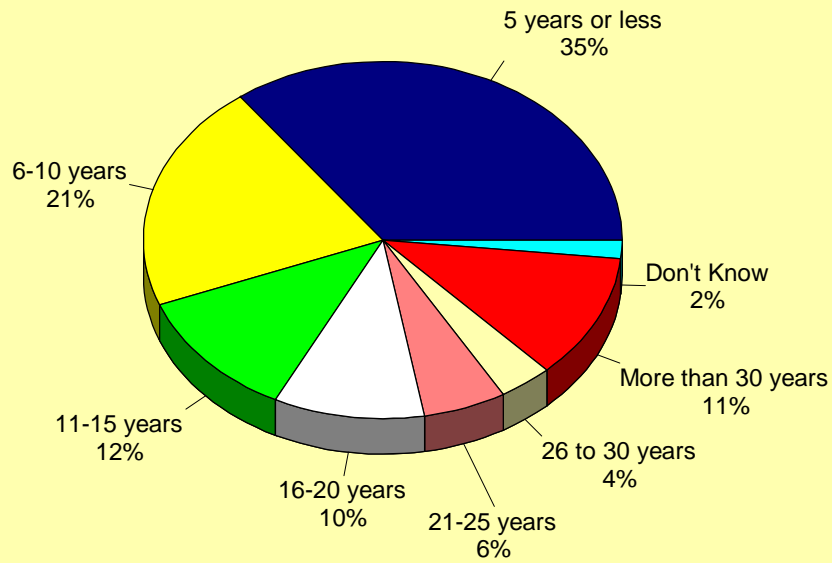
by percentage of respondents who indicated they worked outside the home



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Demographics: Number of Years Lived in Mission

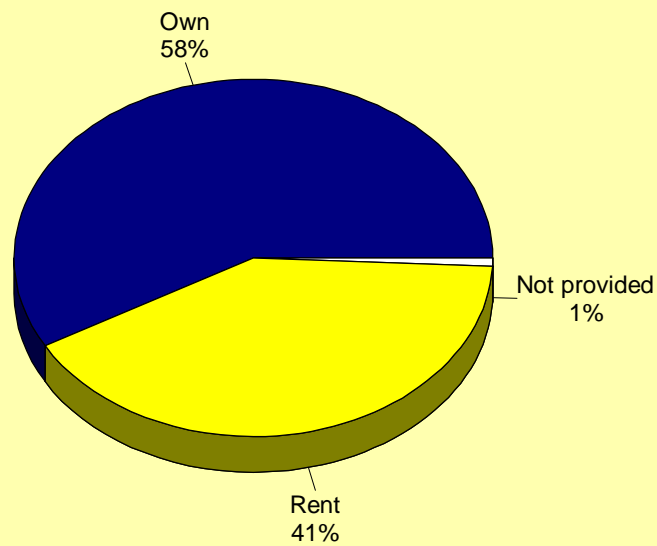
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Demographics: Own Or Rent Current Residence?

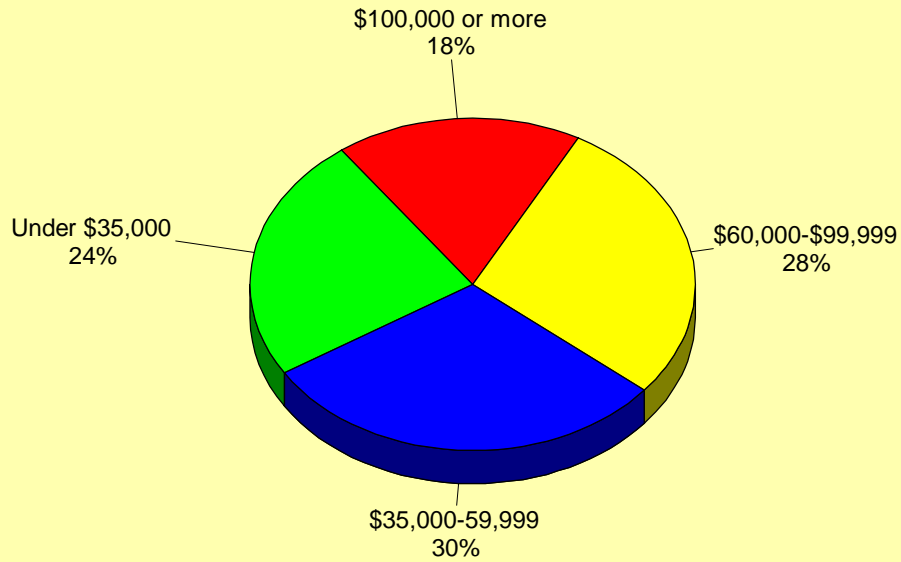
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission, KS)

Demographics: Total Annual Household Income

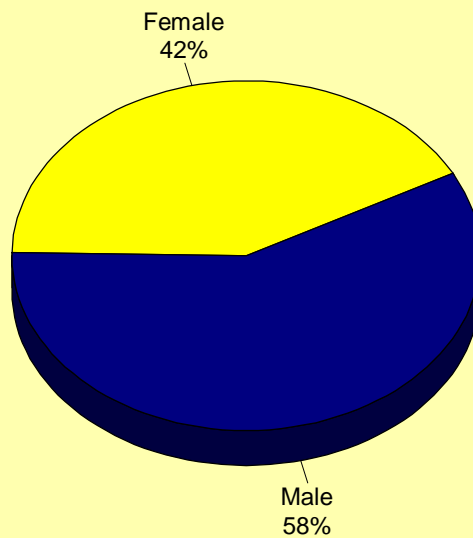
by percentage of respondents (excluding those who refused to provide response)



Source: ETC Institute DirectionFinder (June 2011 - Mission , KS)

Demographics: Gender of Survey Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (June 2011 - Mission , KS)

Section 2:
GIS Mapping



Interpreting the Maps

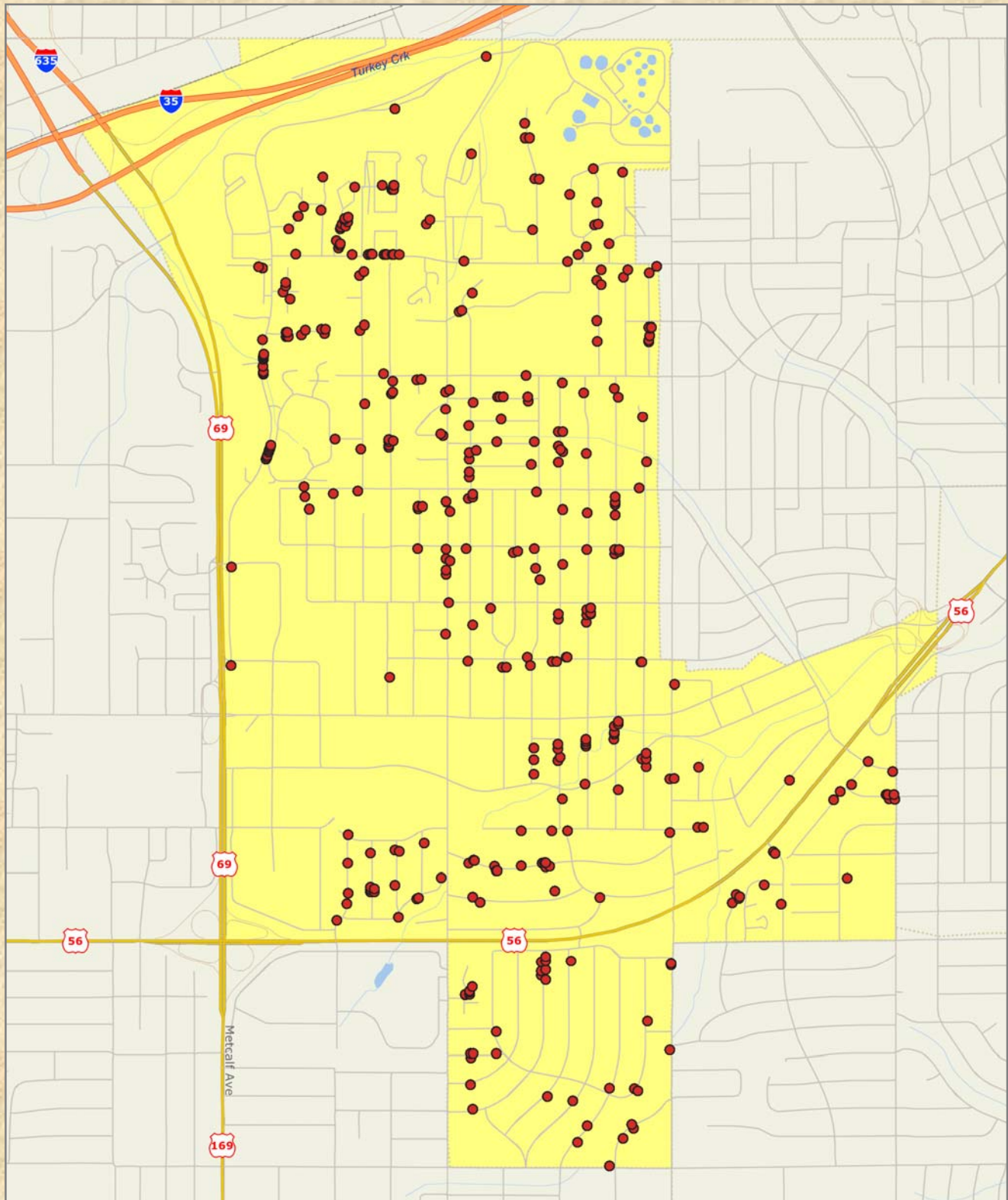
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

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

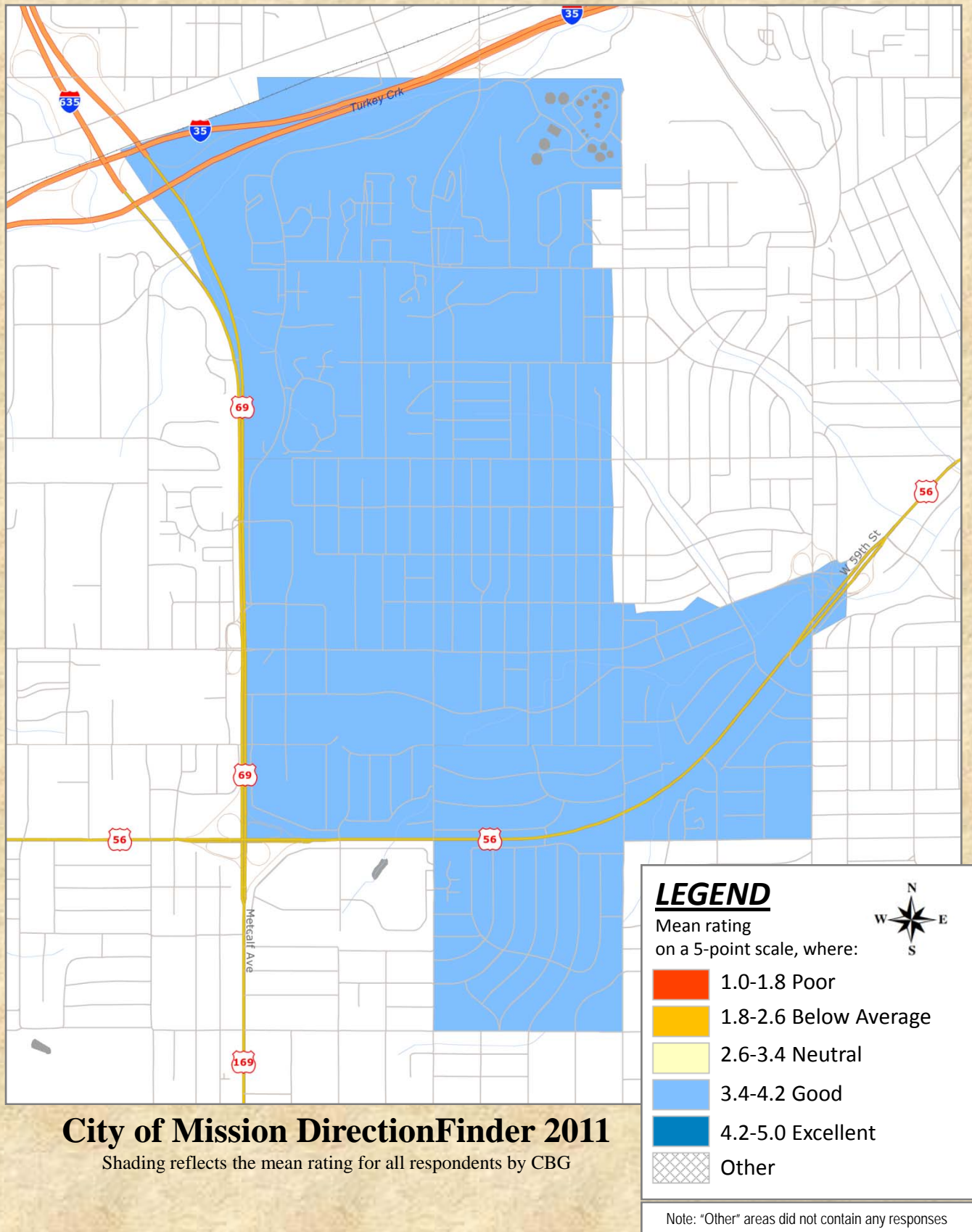
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

Location of Survey Respondents

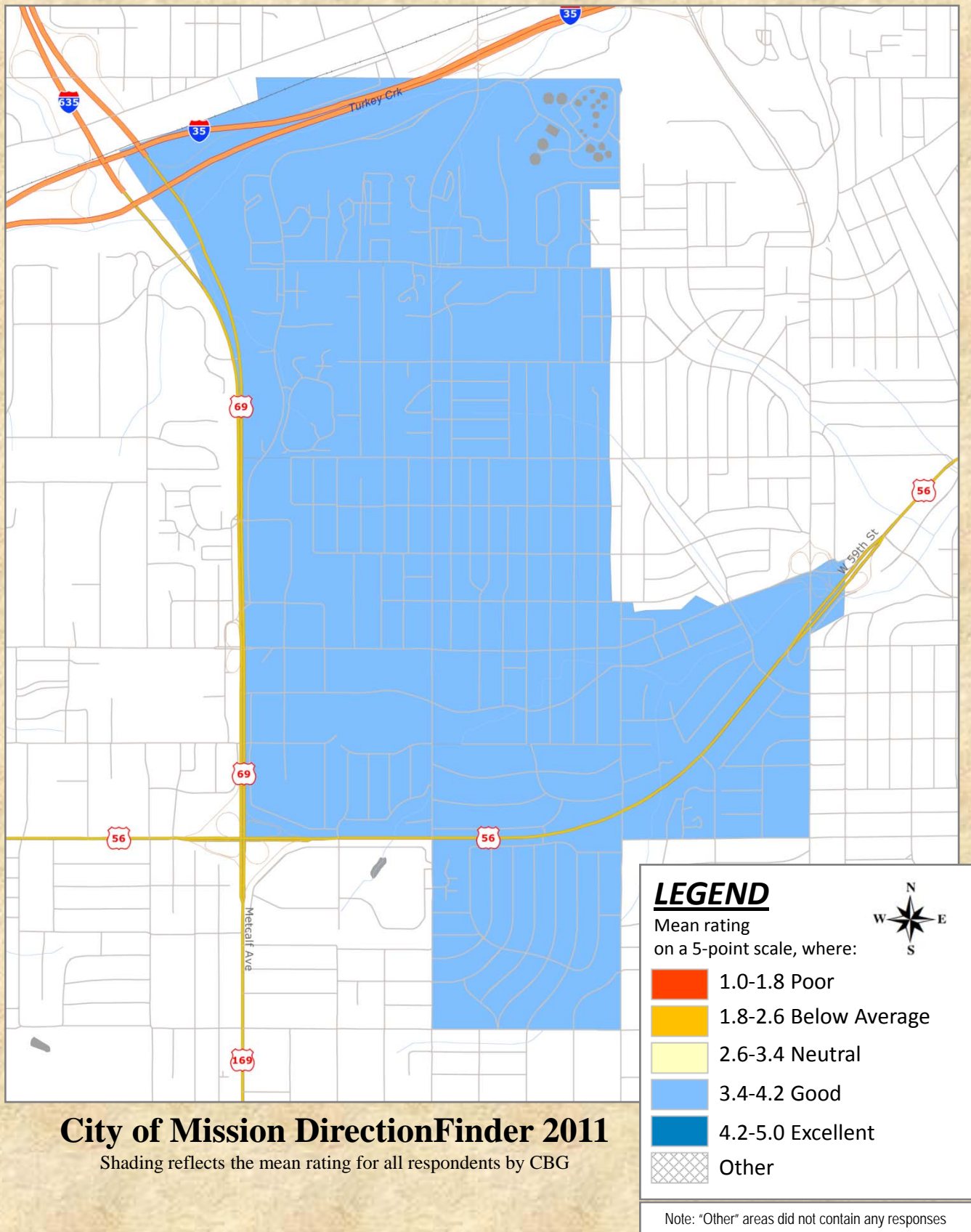


City of Mission DirectionFinder 2011

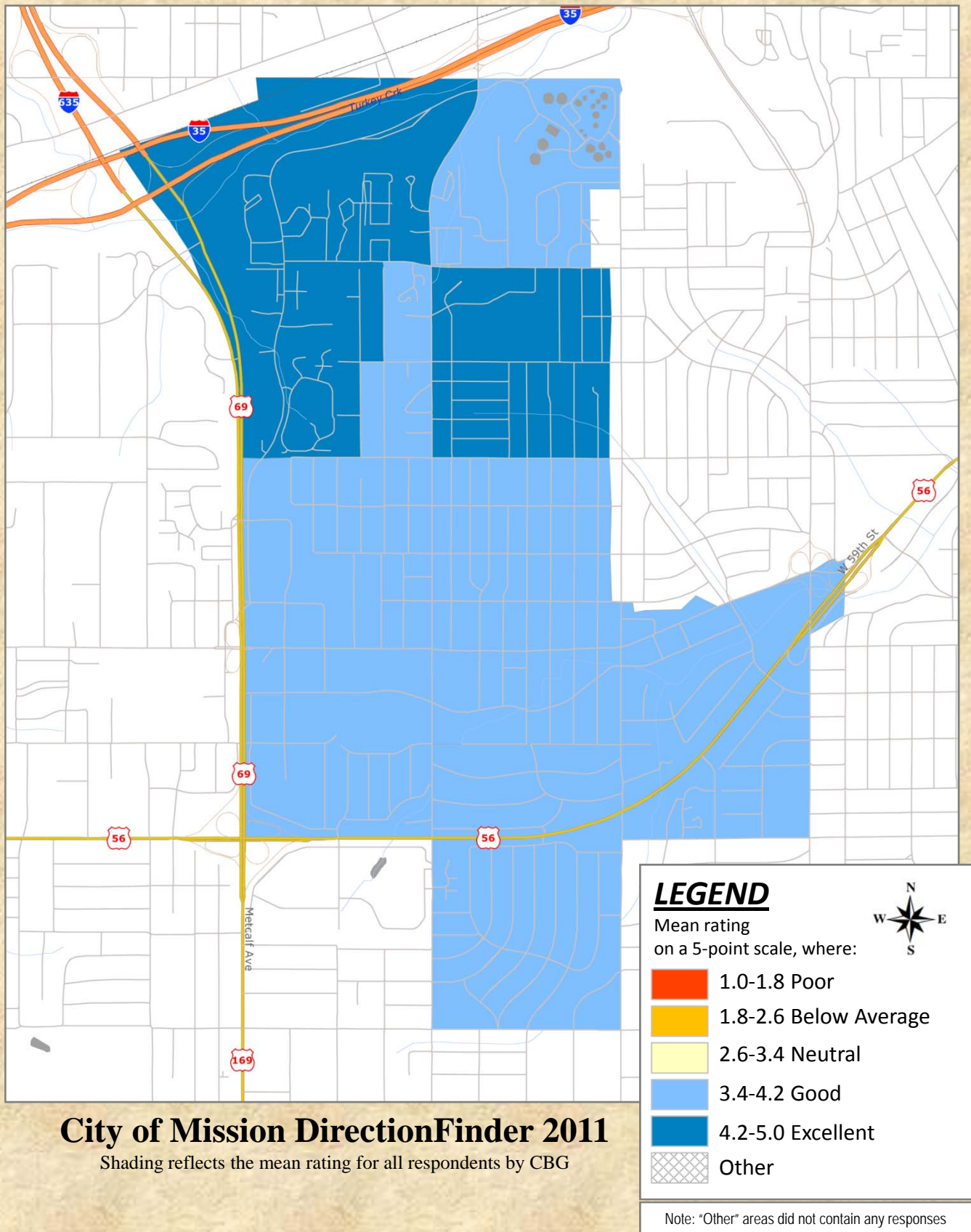
Q2a Overall quality of services provided by the City of Mission.



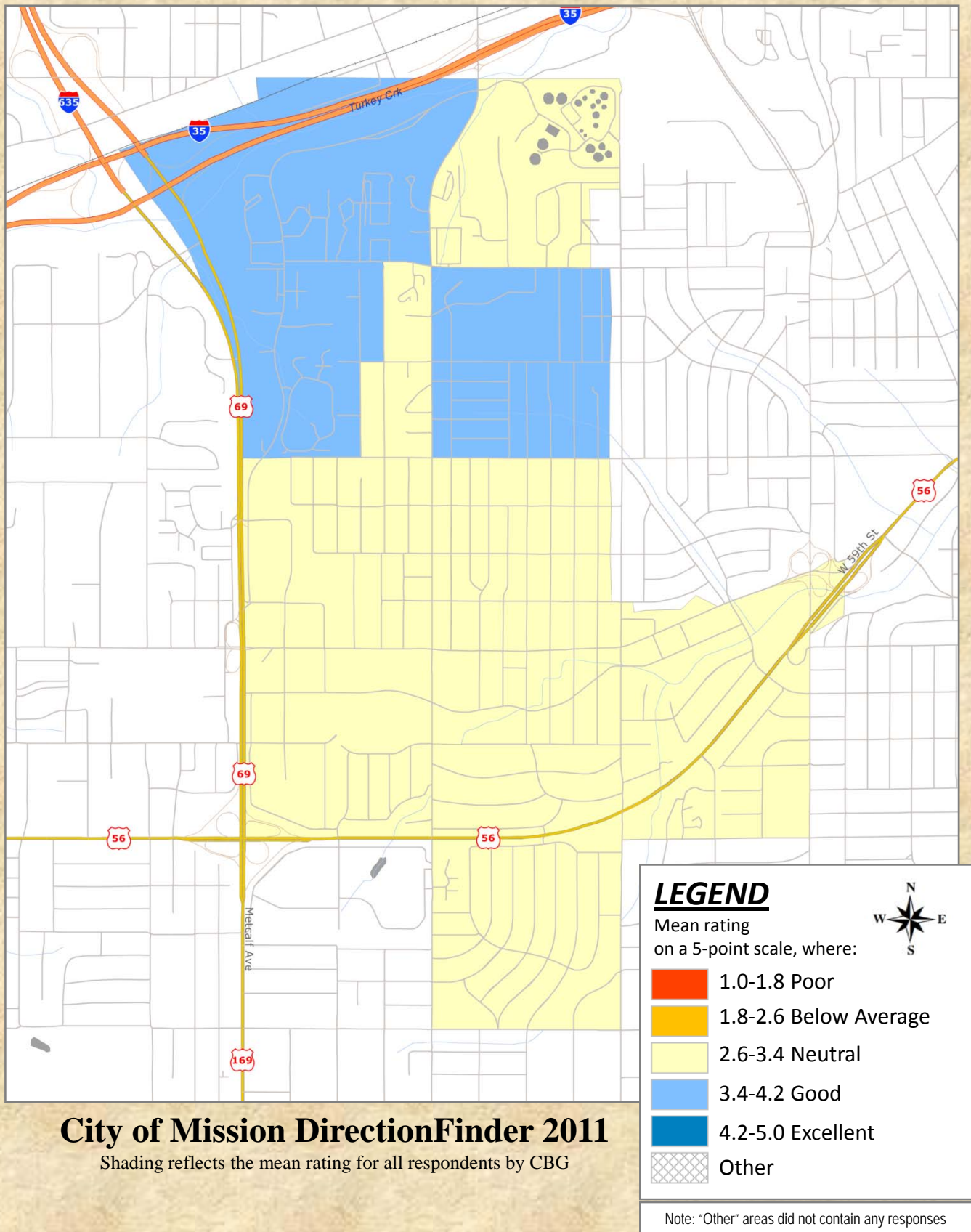
Q2b Overall value that you receive for your City tax dollars and fees.



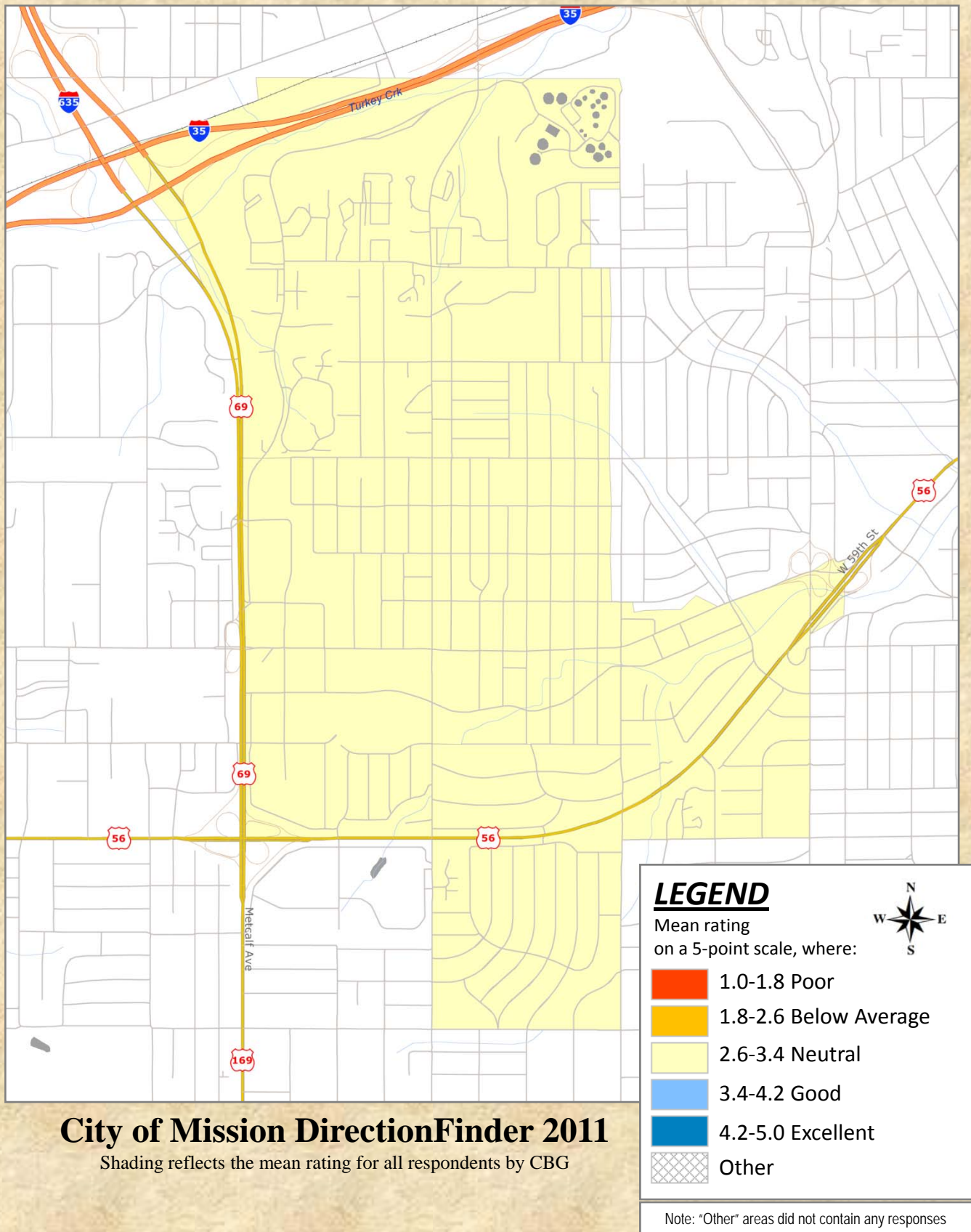
Q2c Overall quality of life in the City.



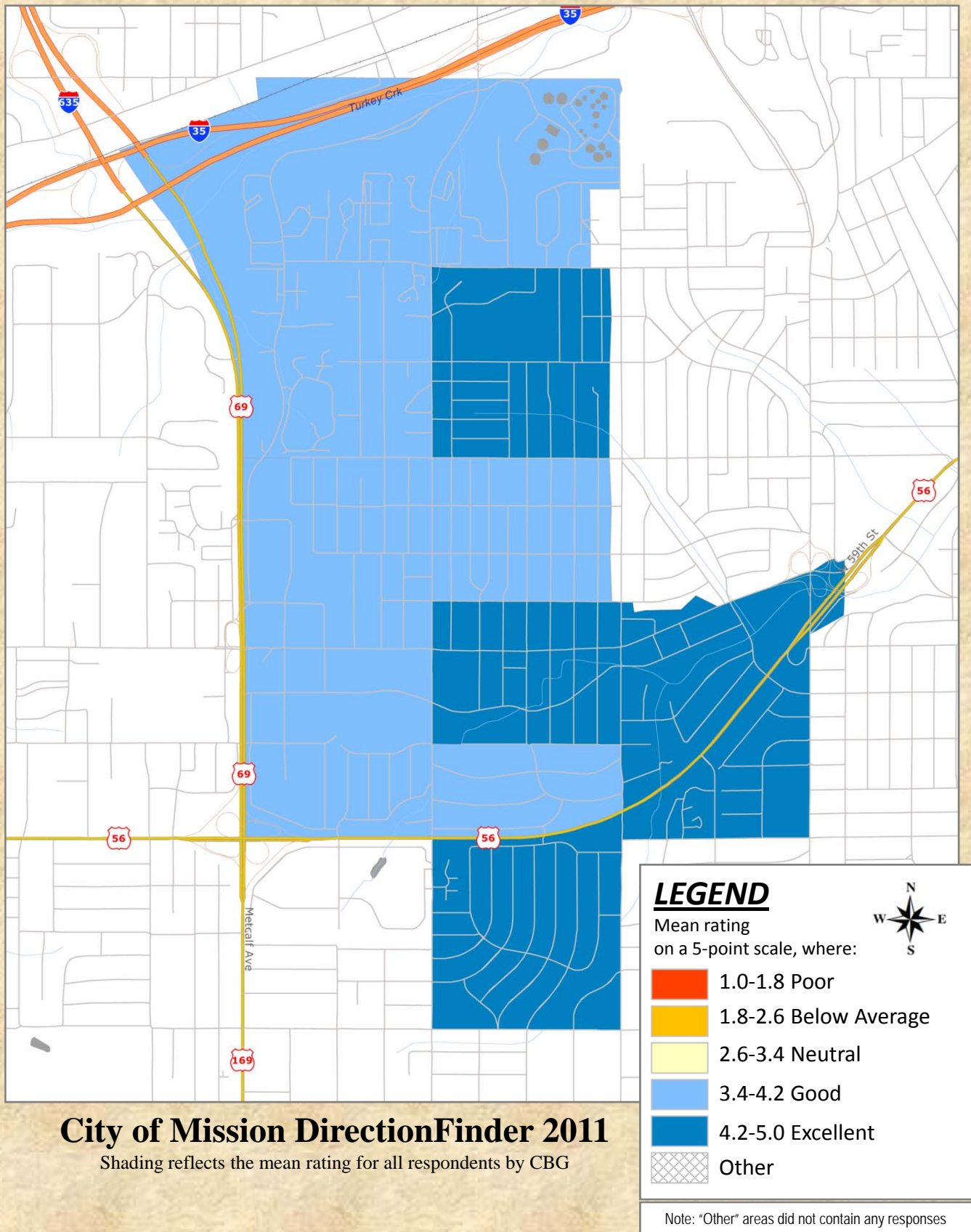
Q2d How well the City is communicating redevelopment activity to the public.



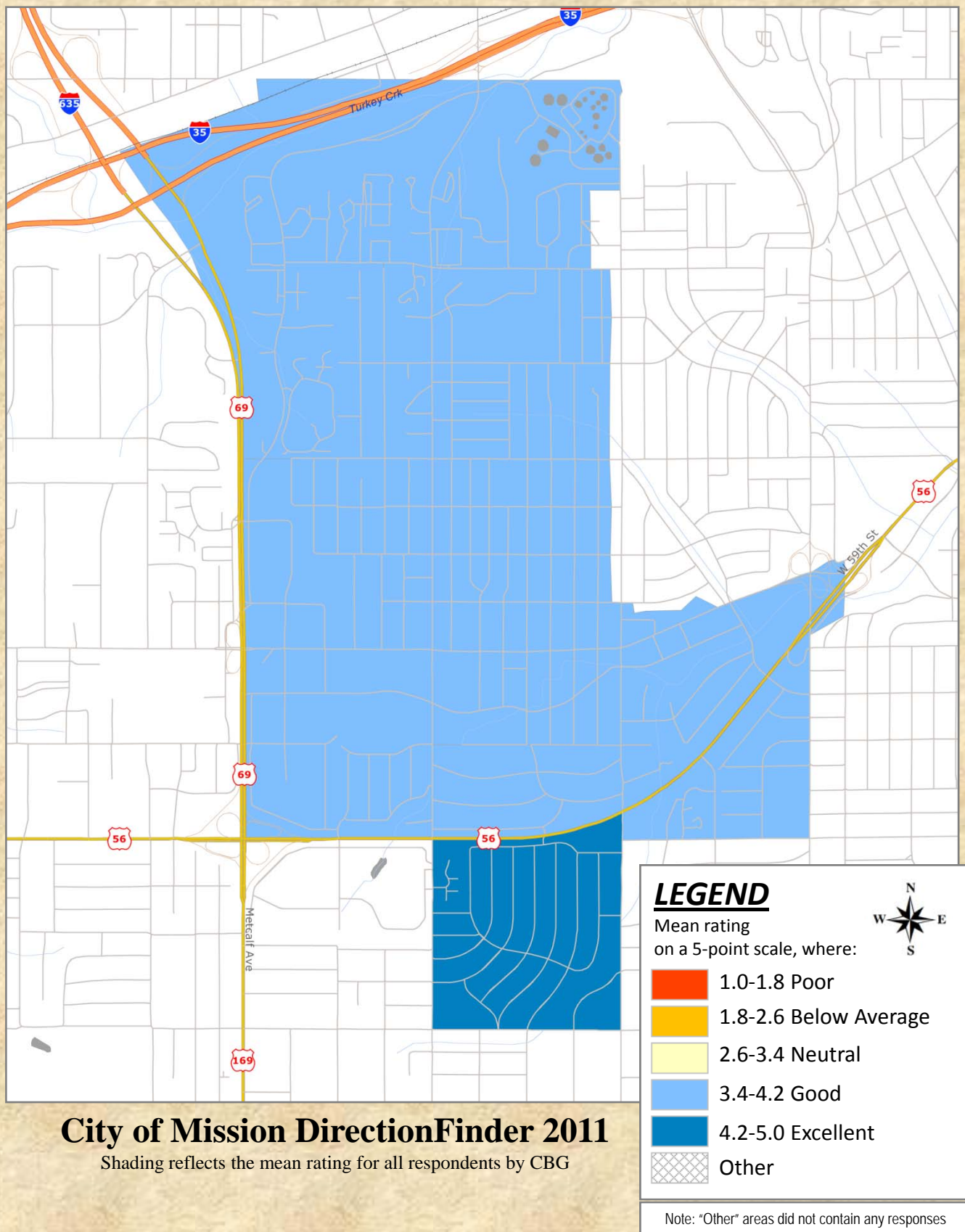
Q2e How well the City is planning for redevelopment activities.



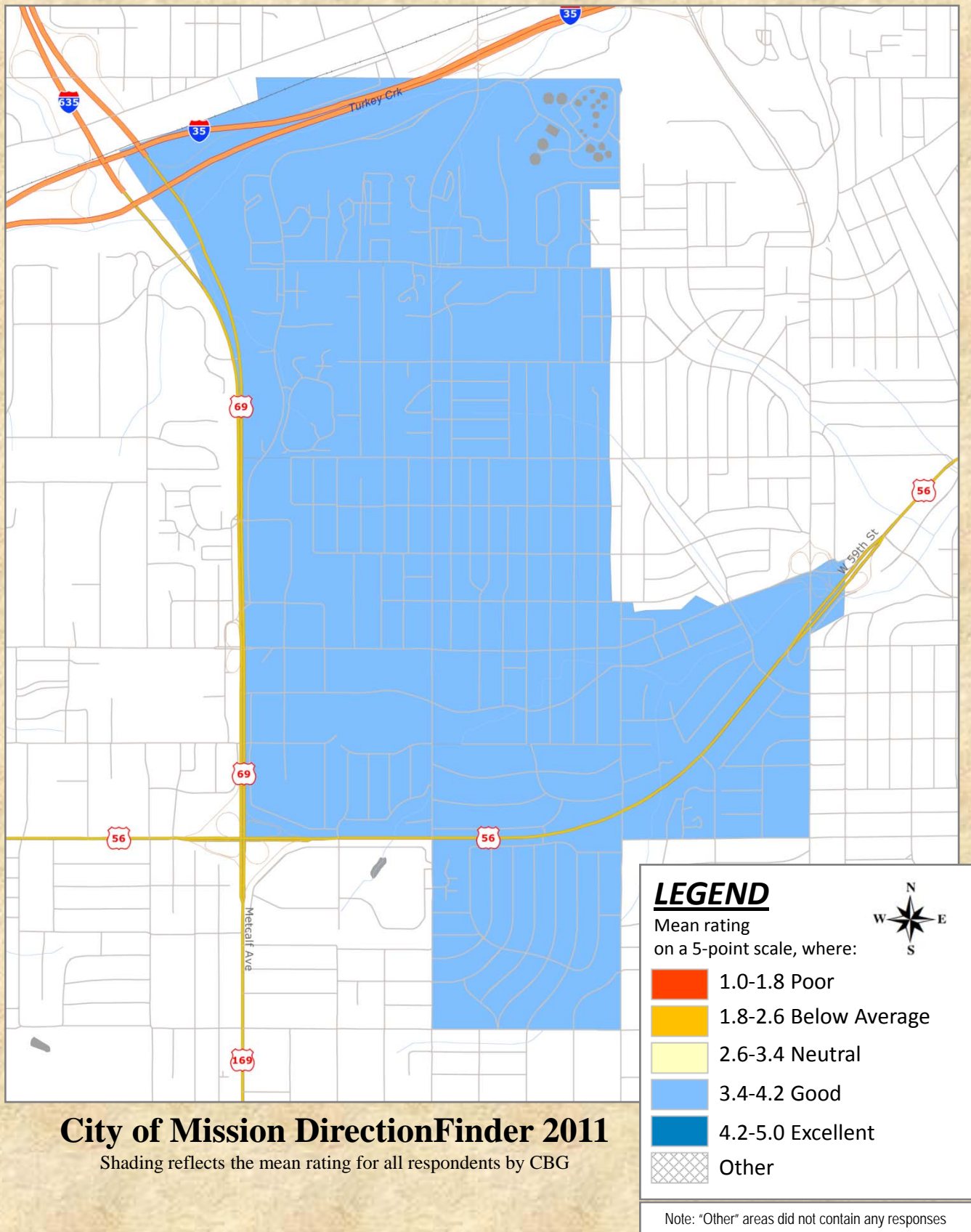
Q2f Overall feeling of safety in the City.



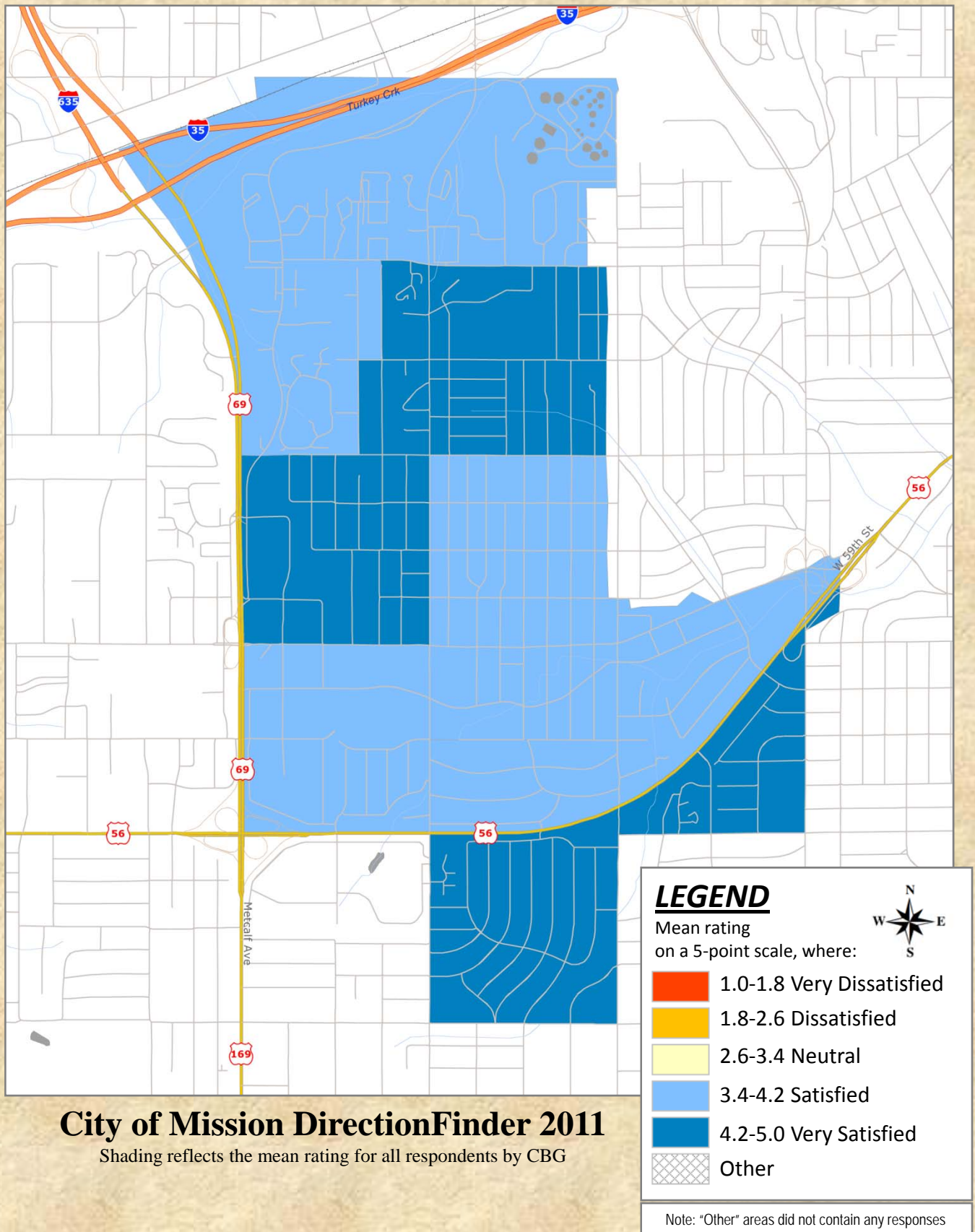
Q2g Overall condition of housing in your neighborhood.



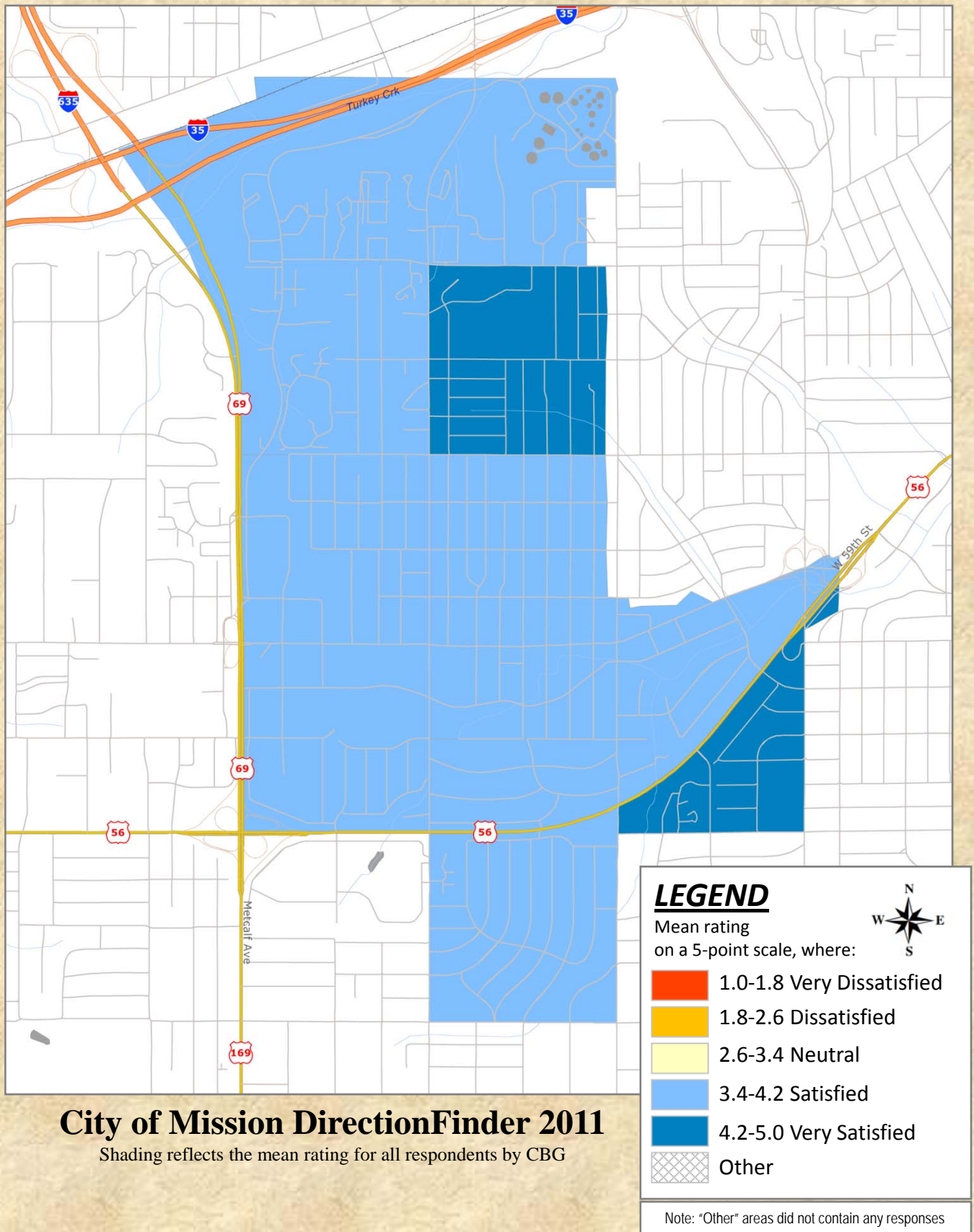
Q2h Overall quality of businesses in the City.



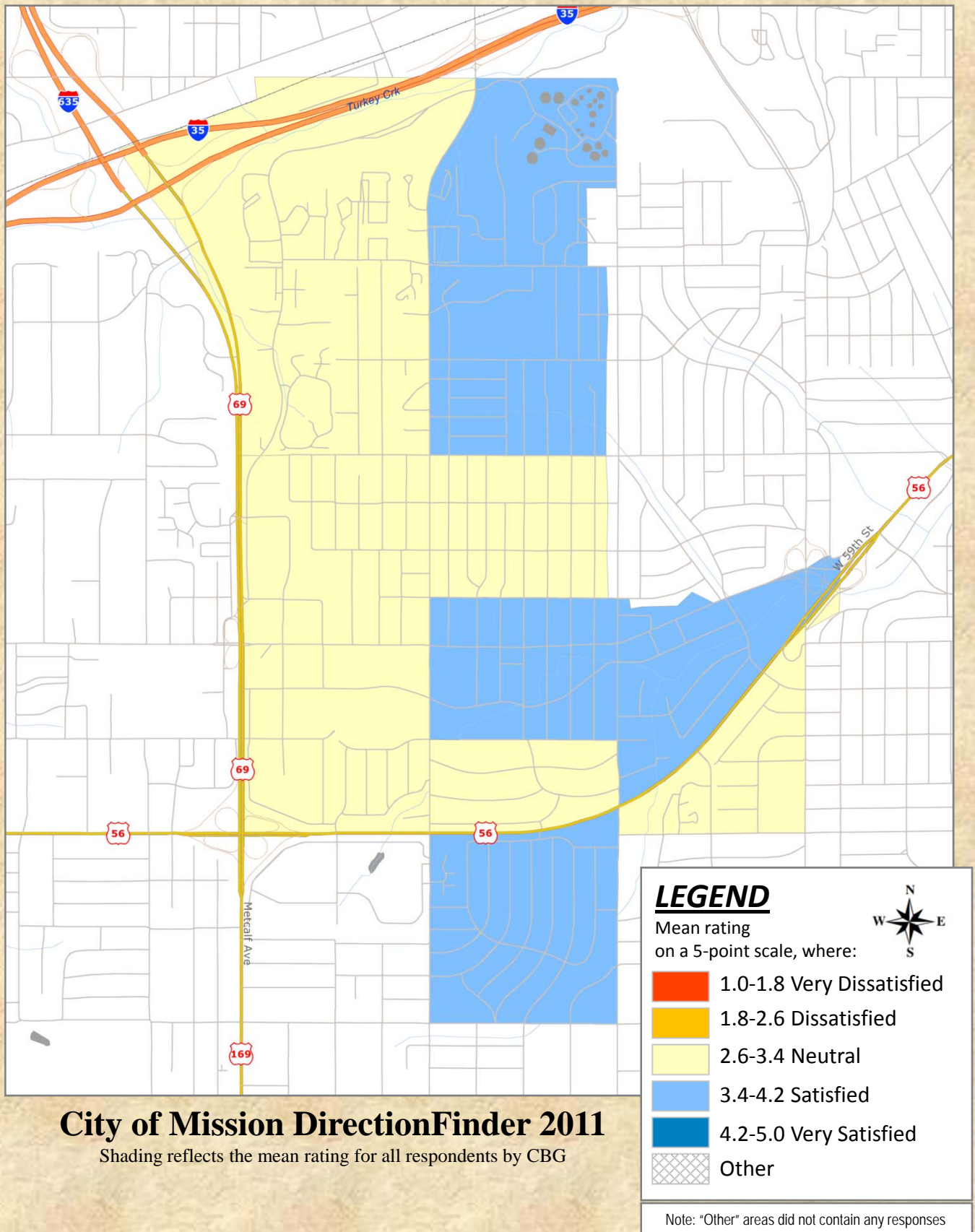
Q3a Quality of police services.



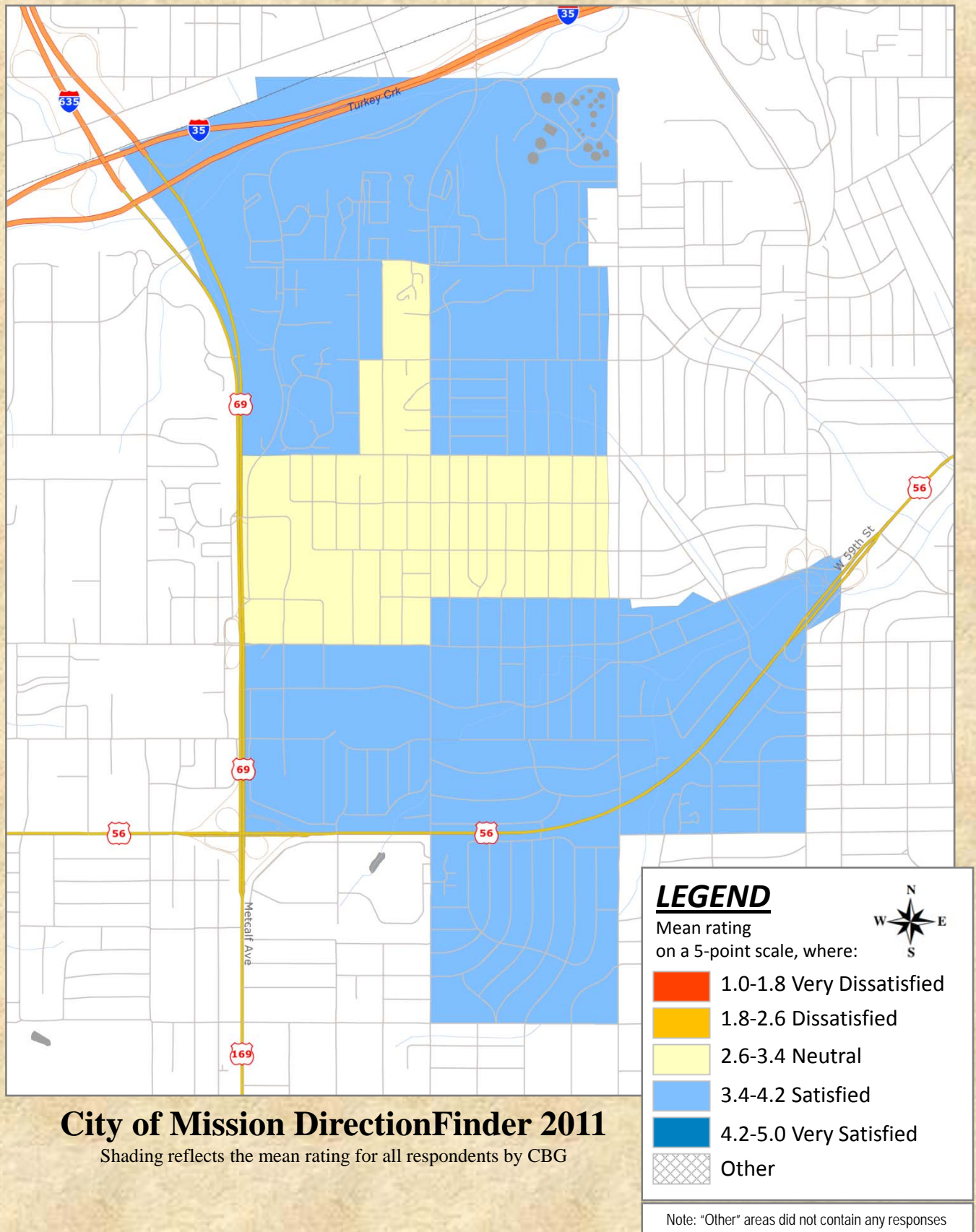
Q3b Quality of City parks and recreation programs and facilities.



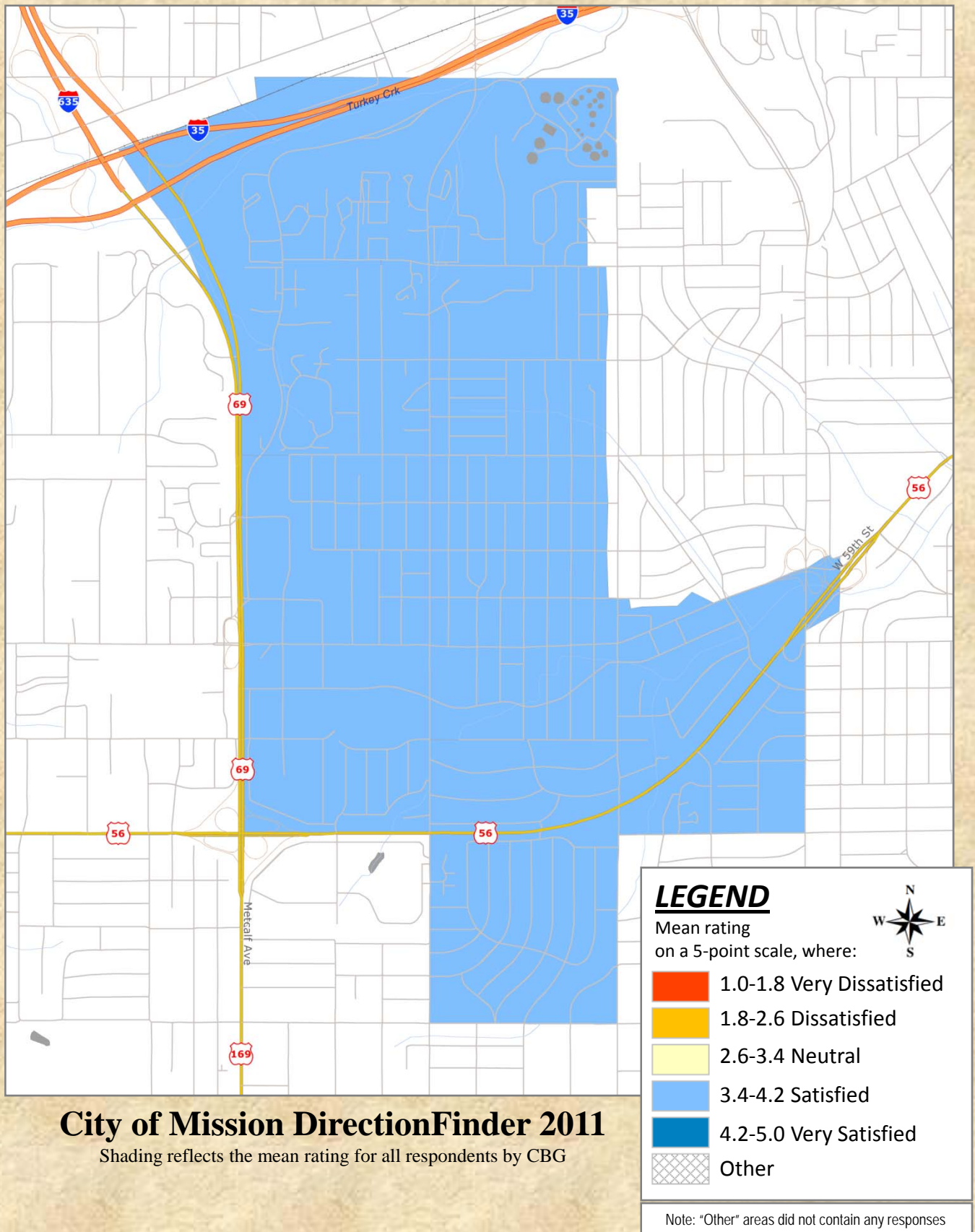
Q3c Maintenance of City streets, buildings and facilities.



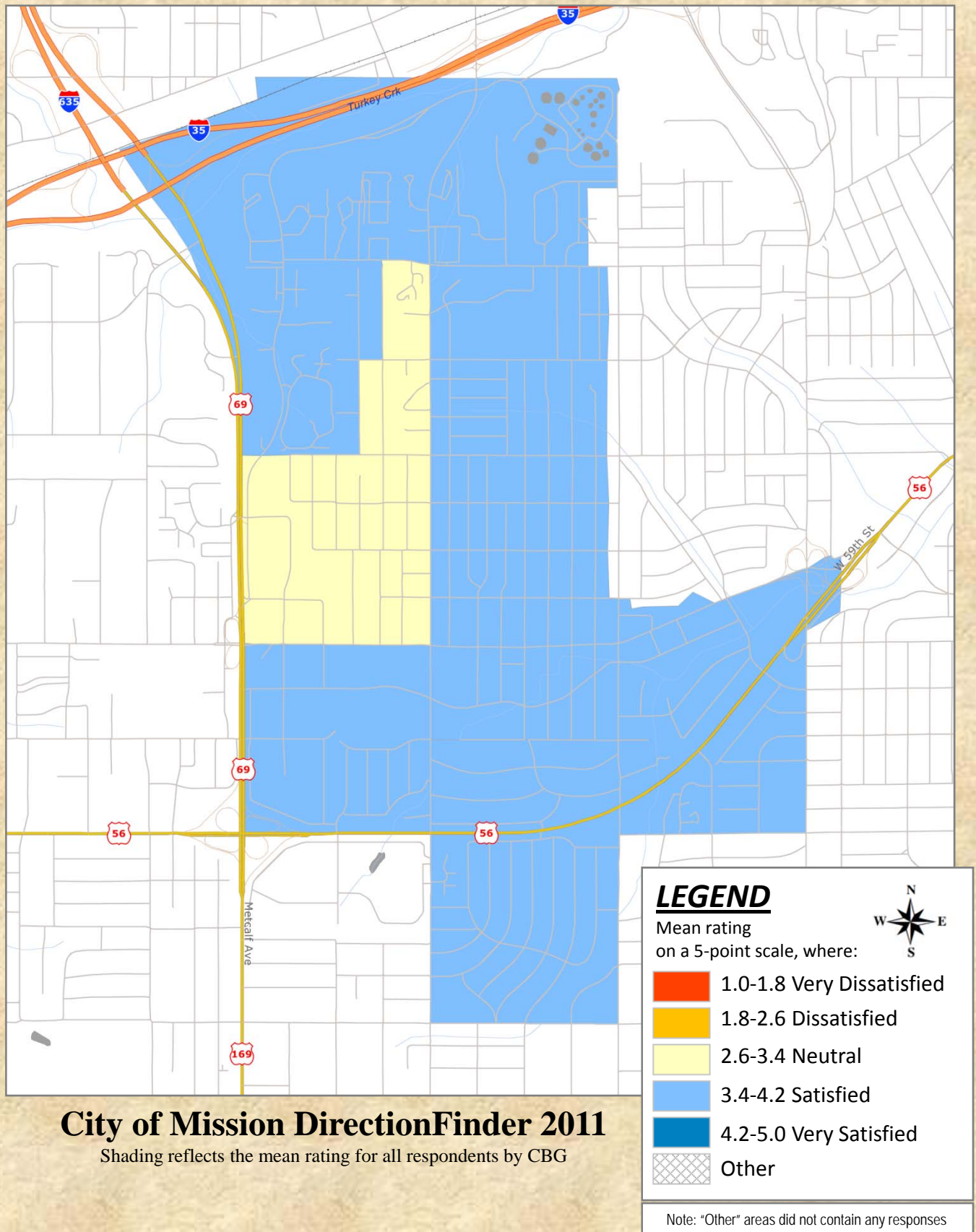
Q3d Enforcement of City codes and Ordinances.



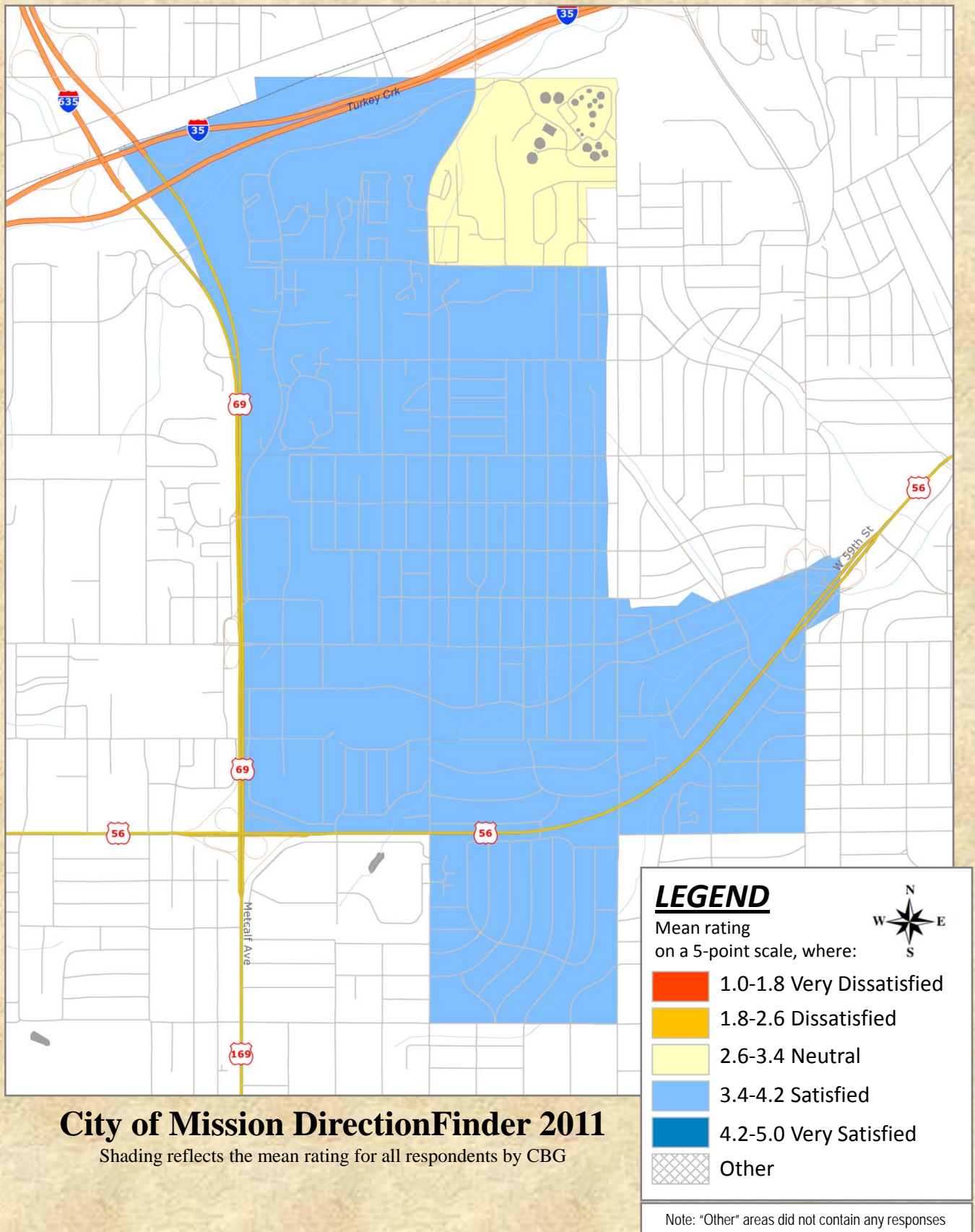
Q3e Quality of customer service you receive from city employees.



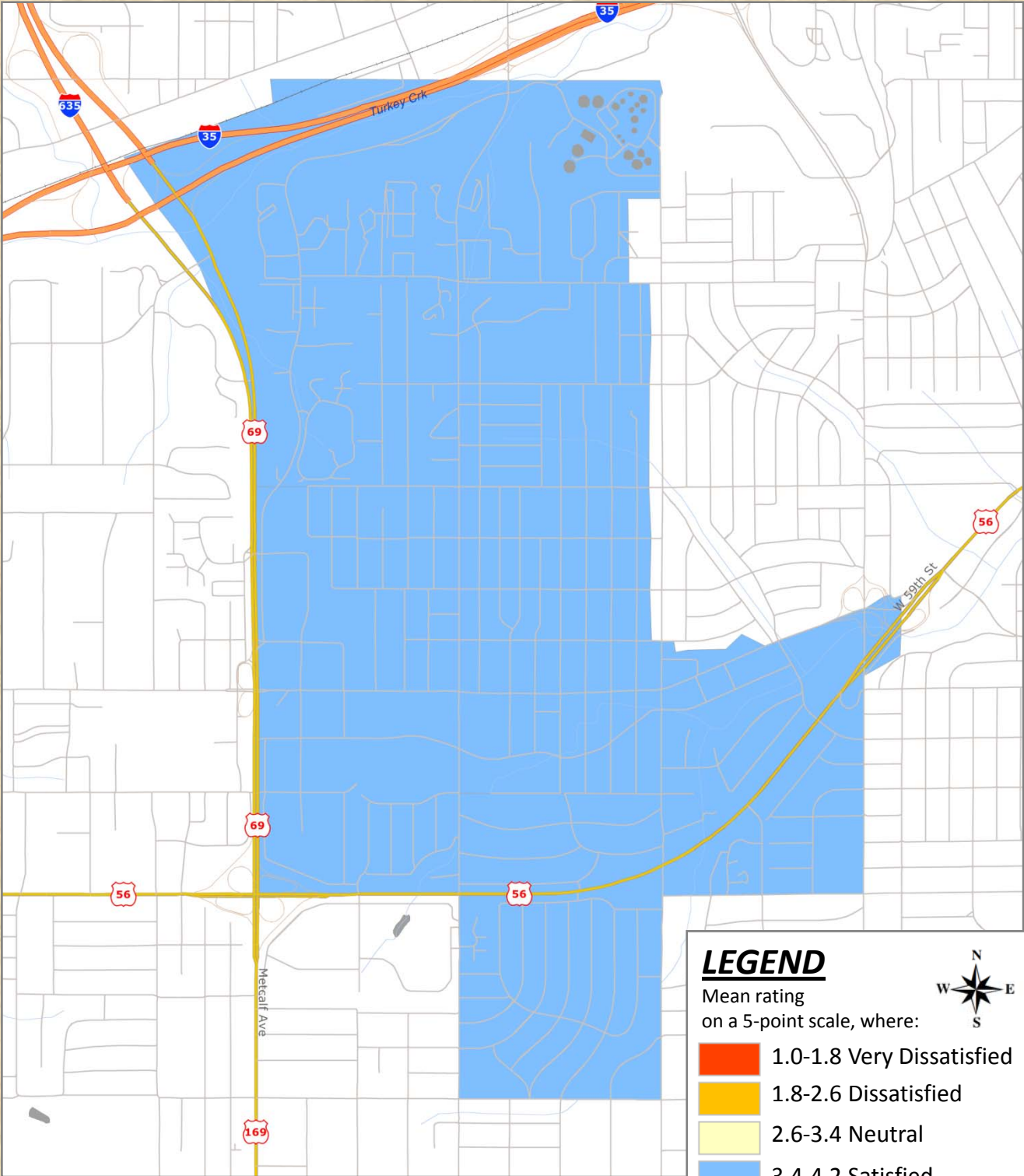
Q3f Effectiveness of City communication with the public.



Q3g Quality of the City's stormwater runoff/stormwater management system.



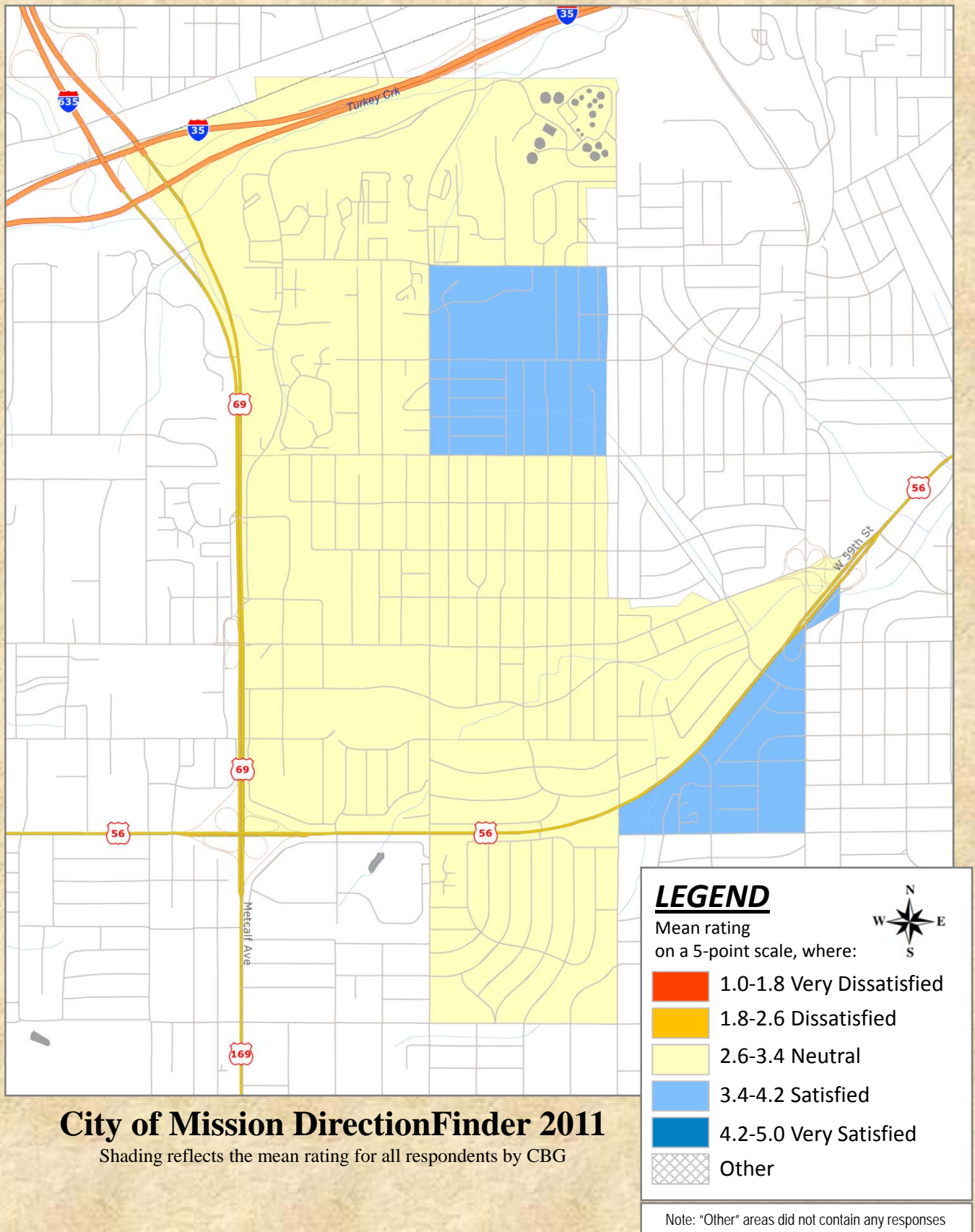
Q3h Flow of traffic and congestion management in Mission.



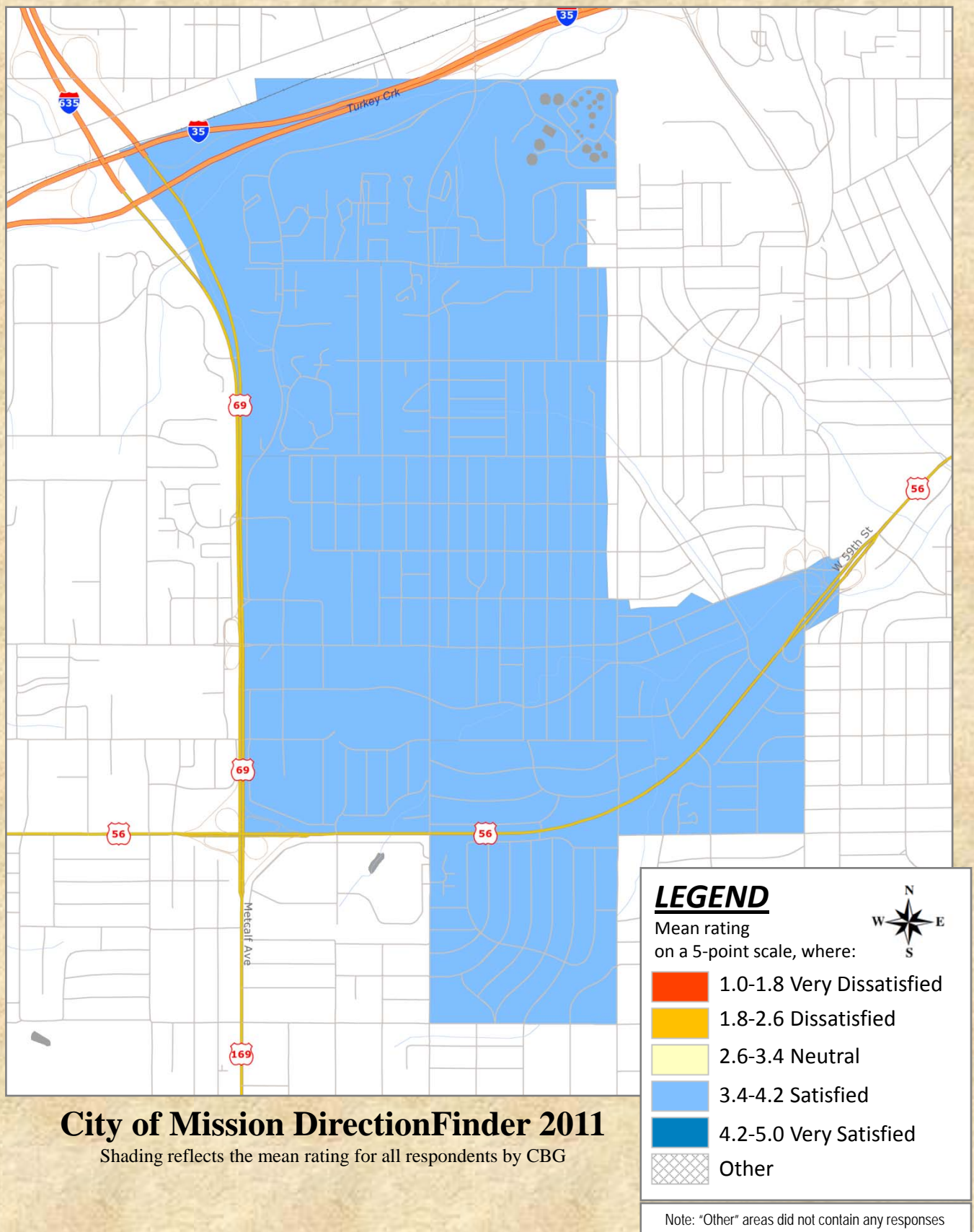
City of Mission DirectionFinder 2011

Shading reflects the mean rating for all respondents by CBG

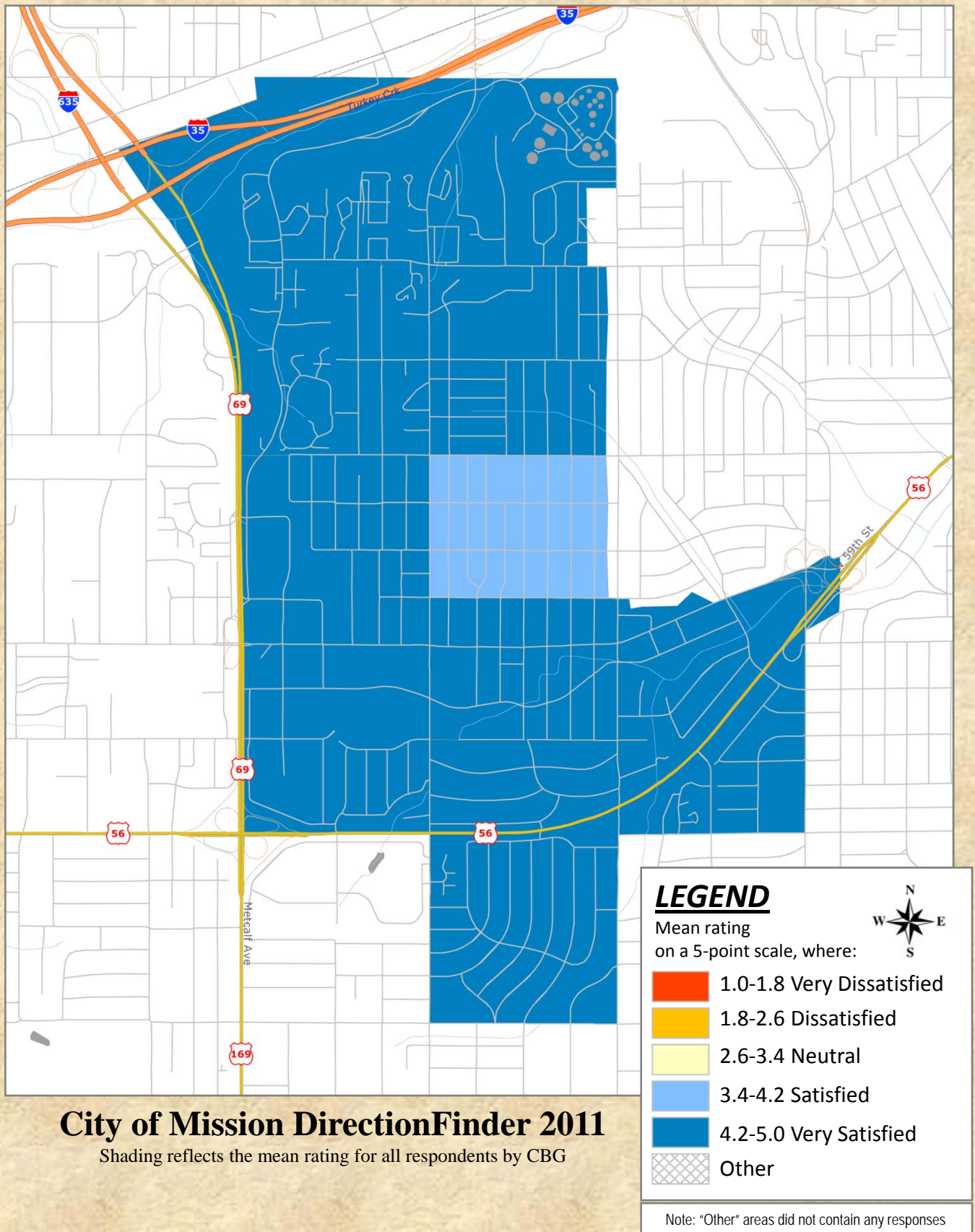
Q3i Quality of City's planning efforts to promote redevelopment.



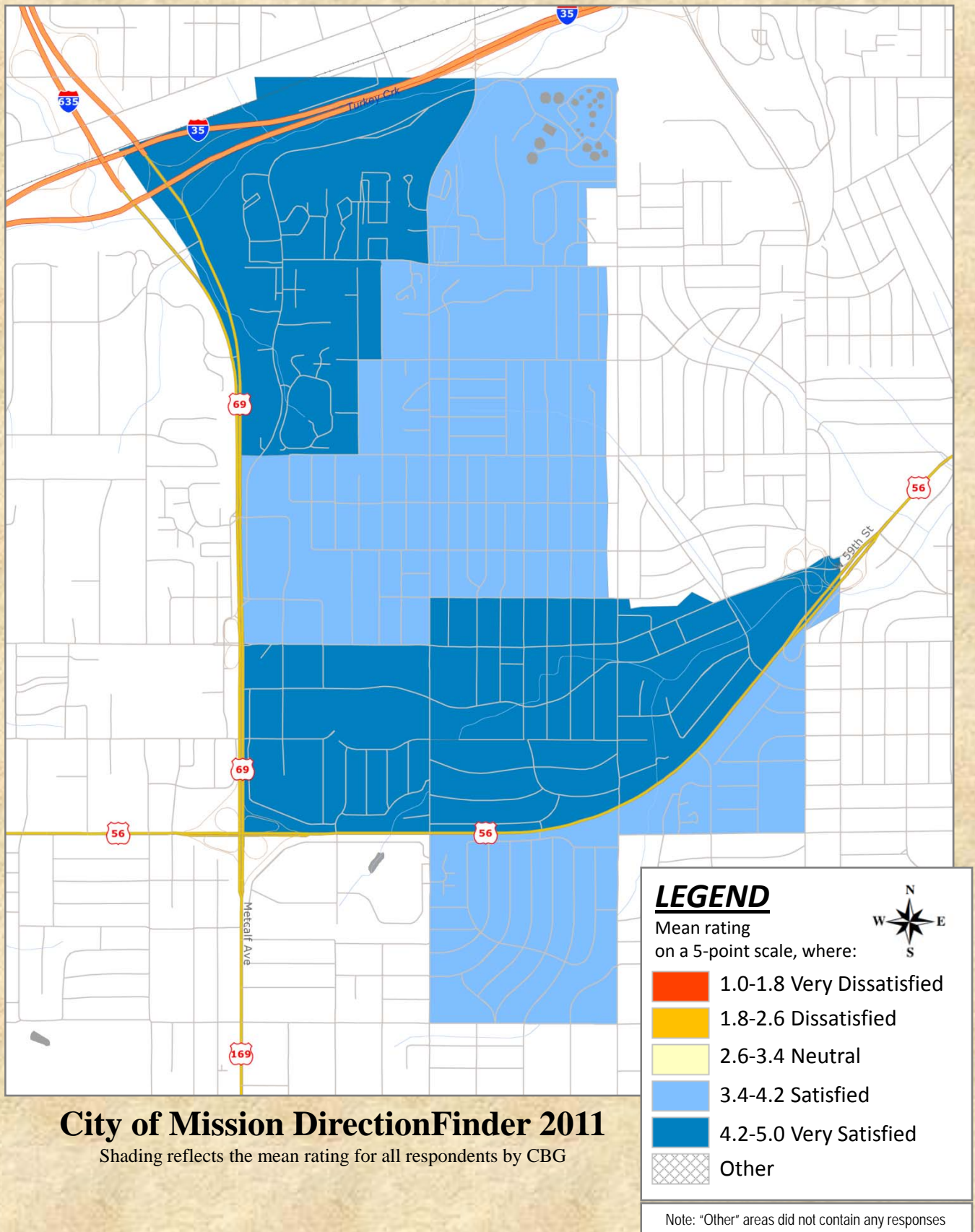
Q3j Quality and livability of City's neighborhoods.



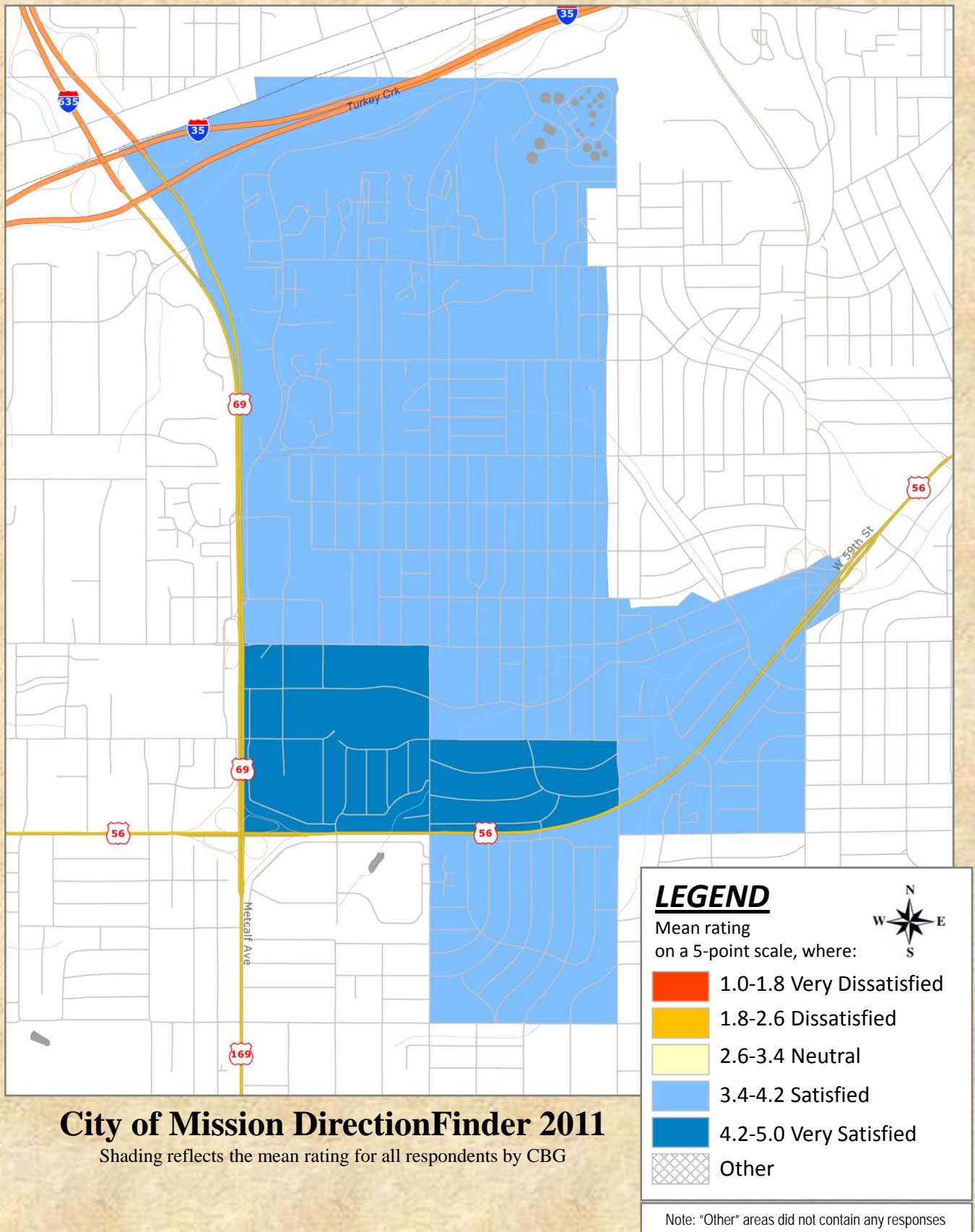
Q5a Overall quality of local police protection.



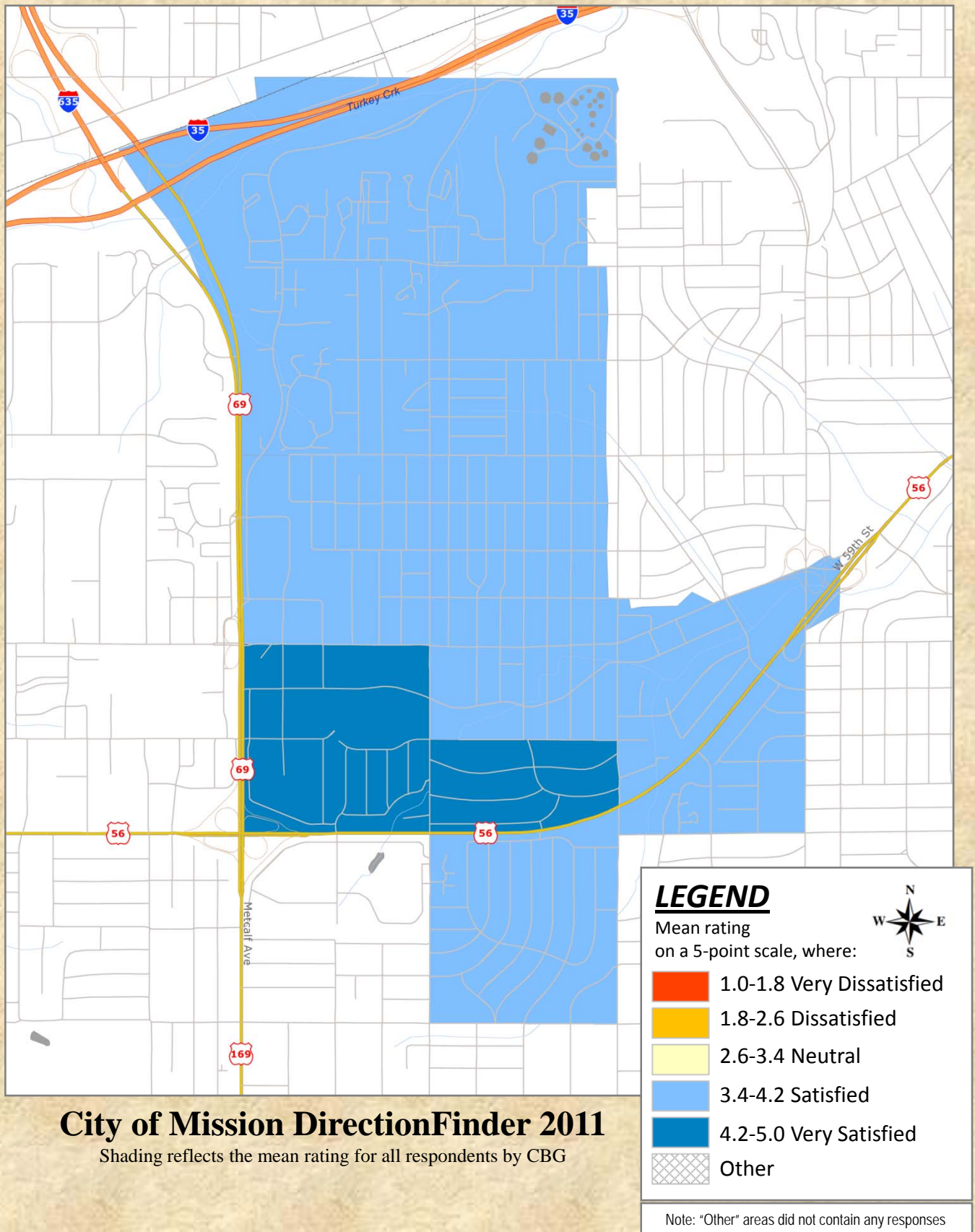
Q5b The visibility of police in neighborhoods.



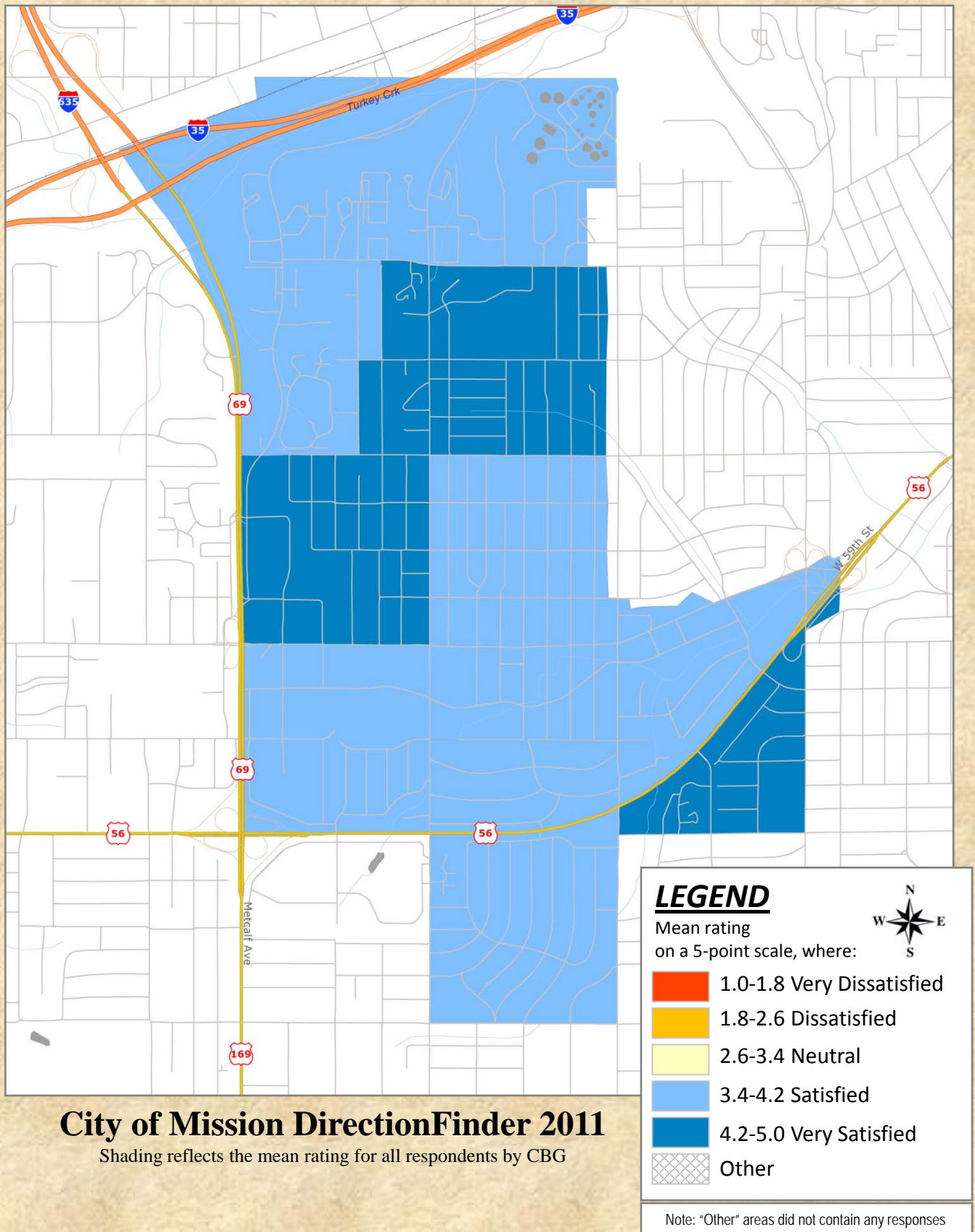
Q5c The City's efforts to prevent crime.



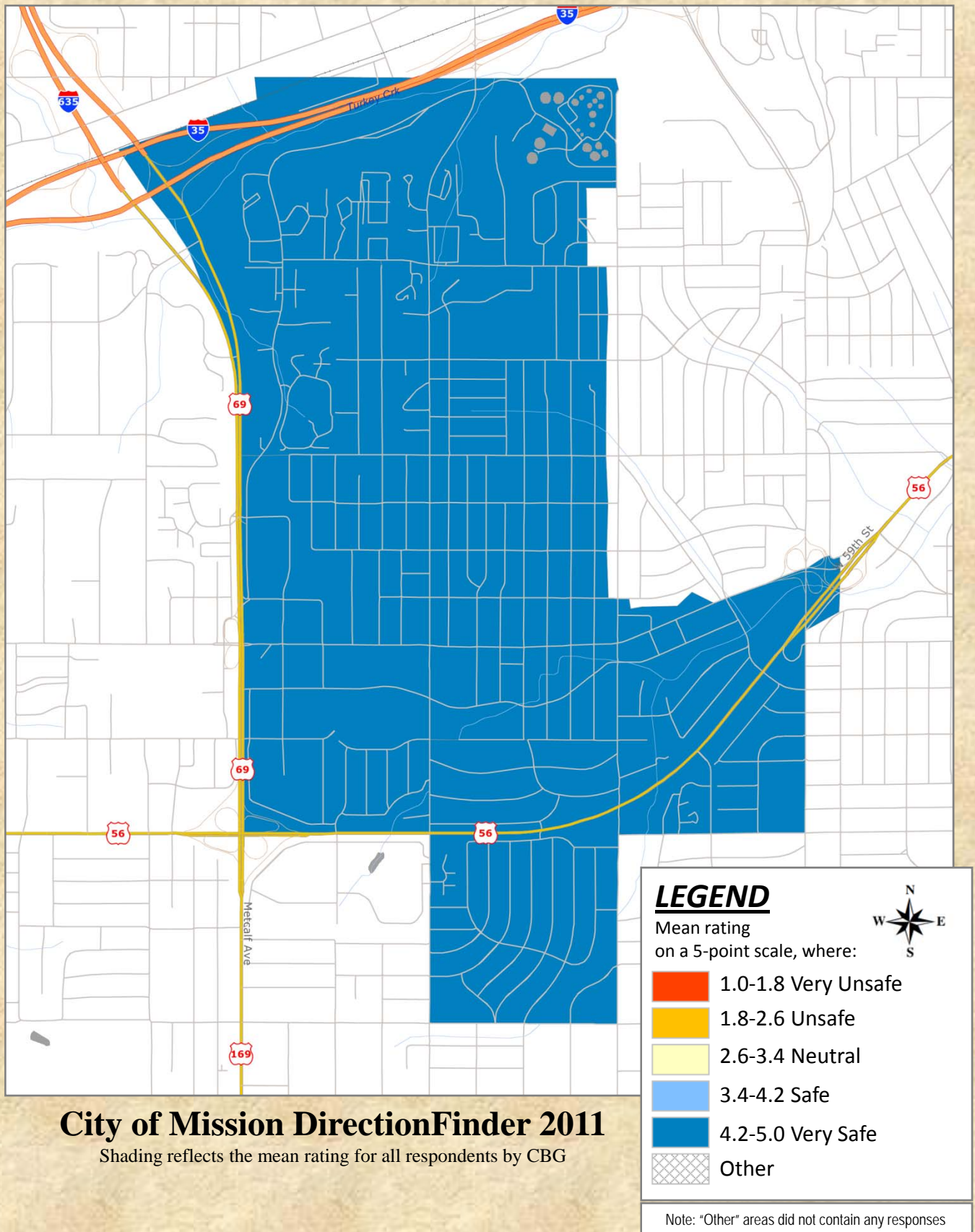
Q5d Enforcement of local traffic laws.



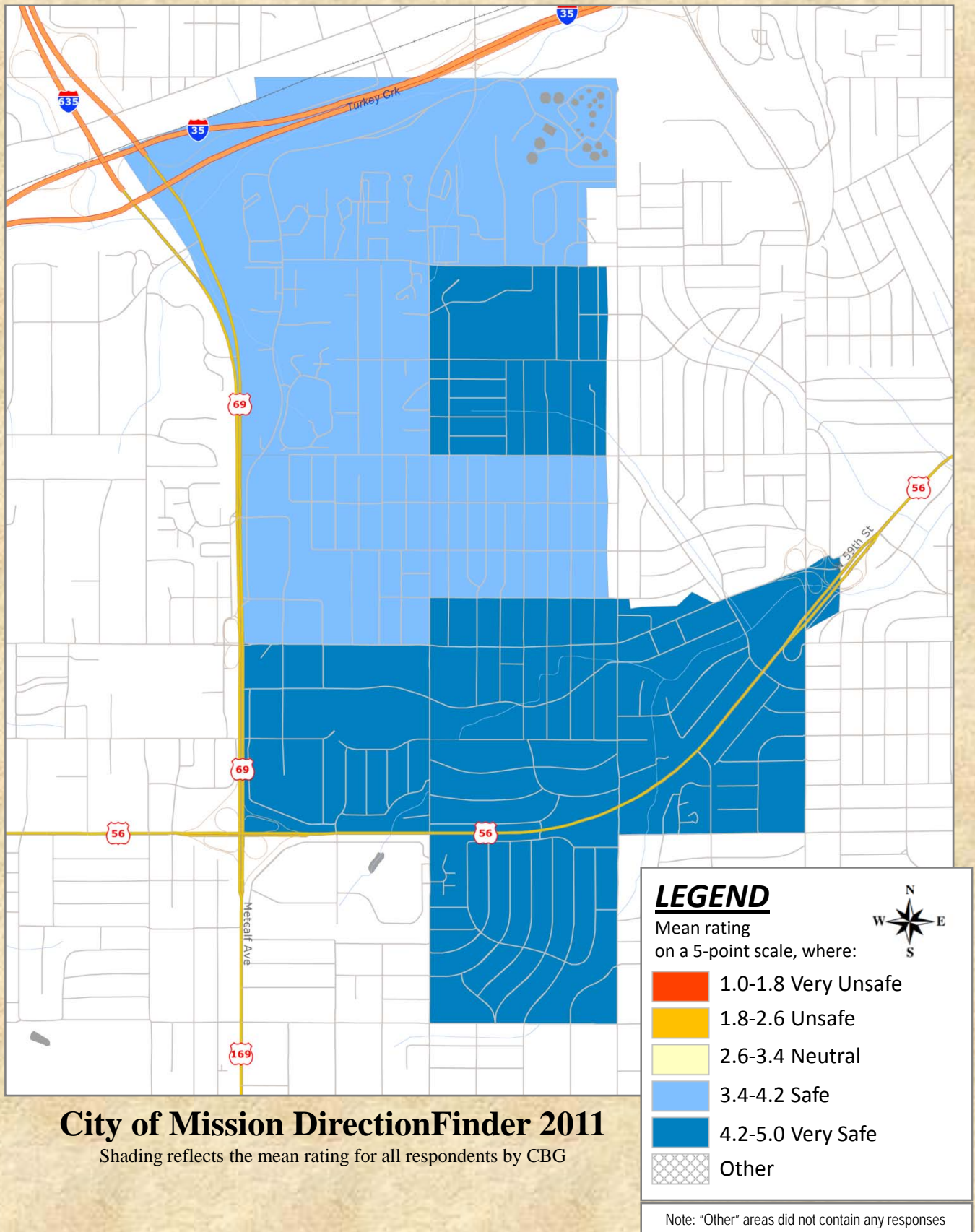
Q5e How quickly police officers respond to emergencies.



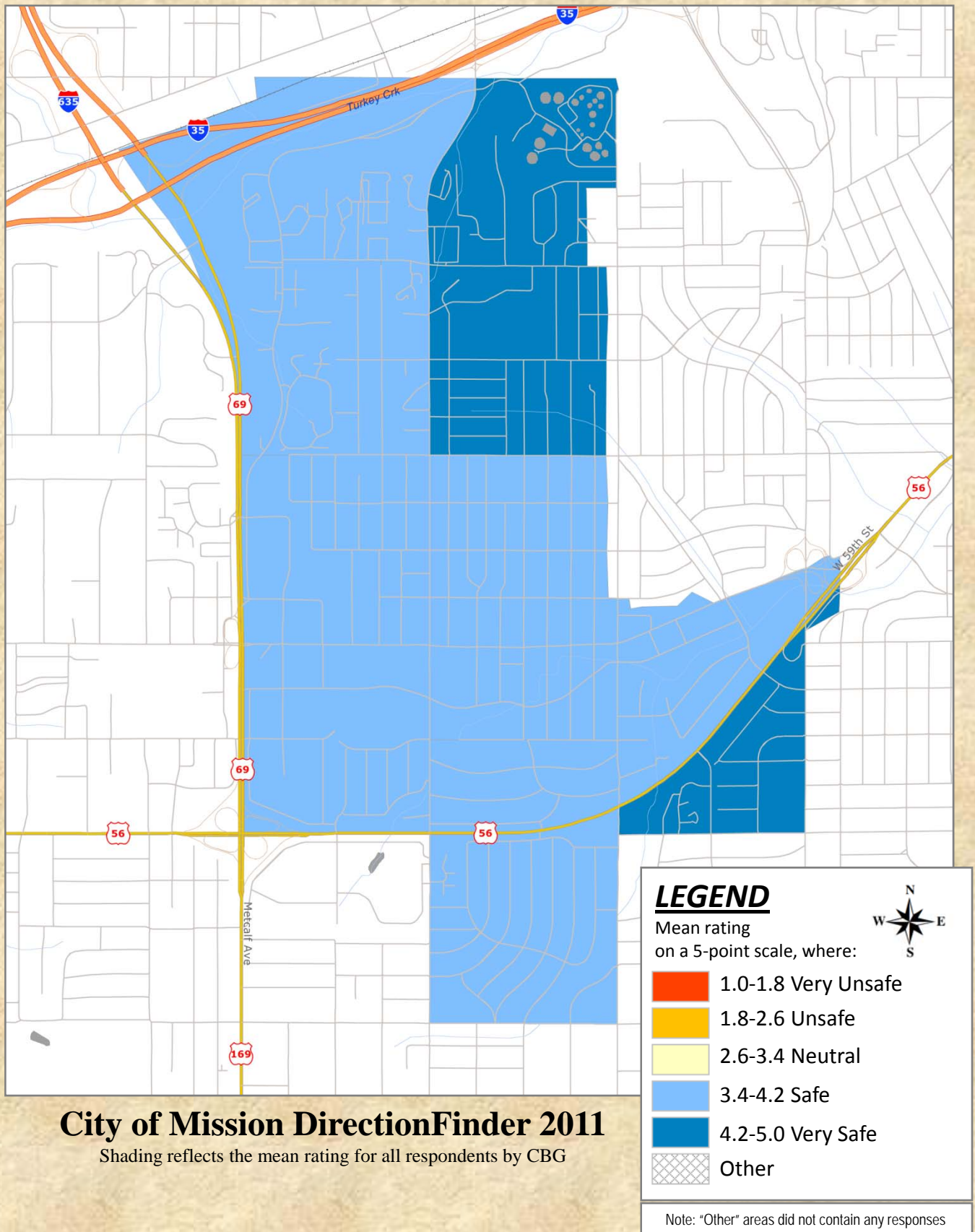
Q7a How safe do you feel in your neighborhood during the day.



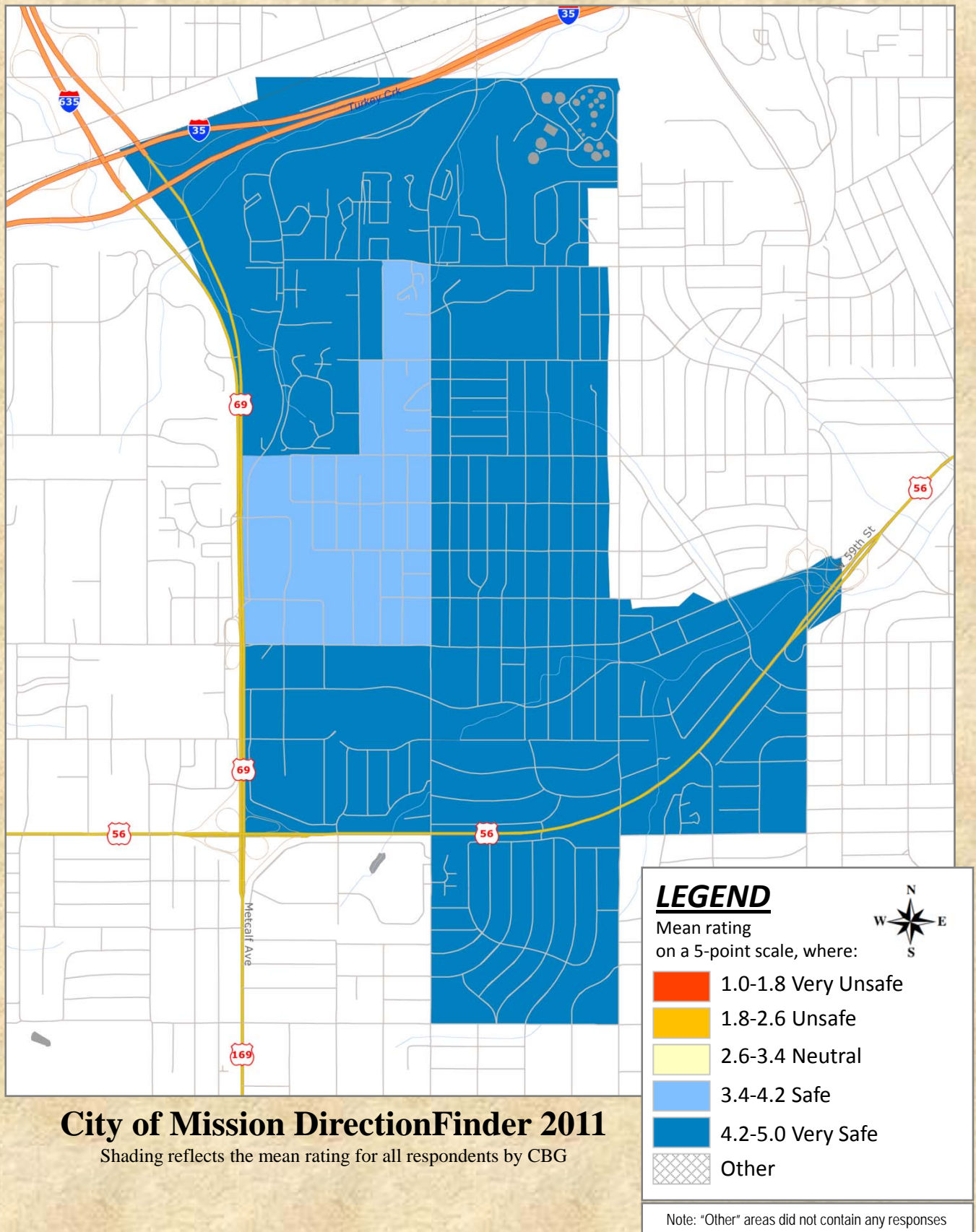
Q7b How safe do you feel in your neighborhood at night.



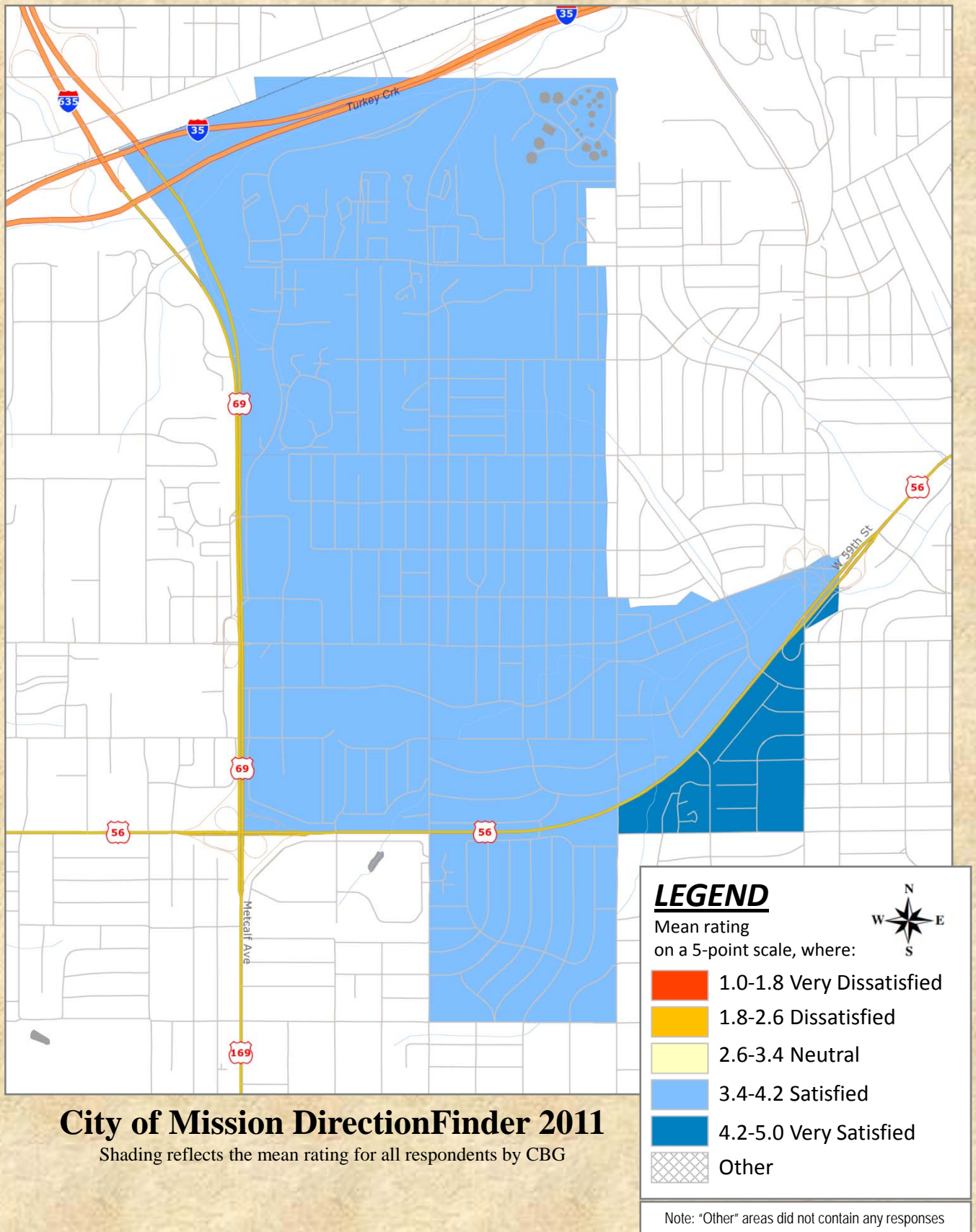
Q7c How safe do you feel in City parks.



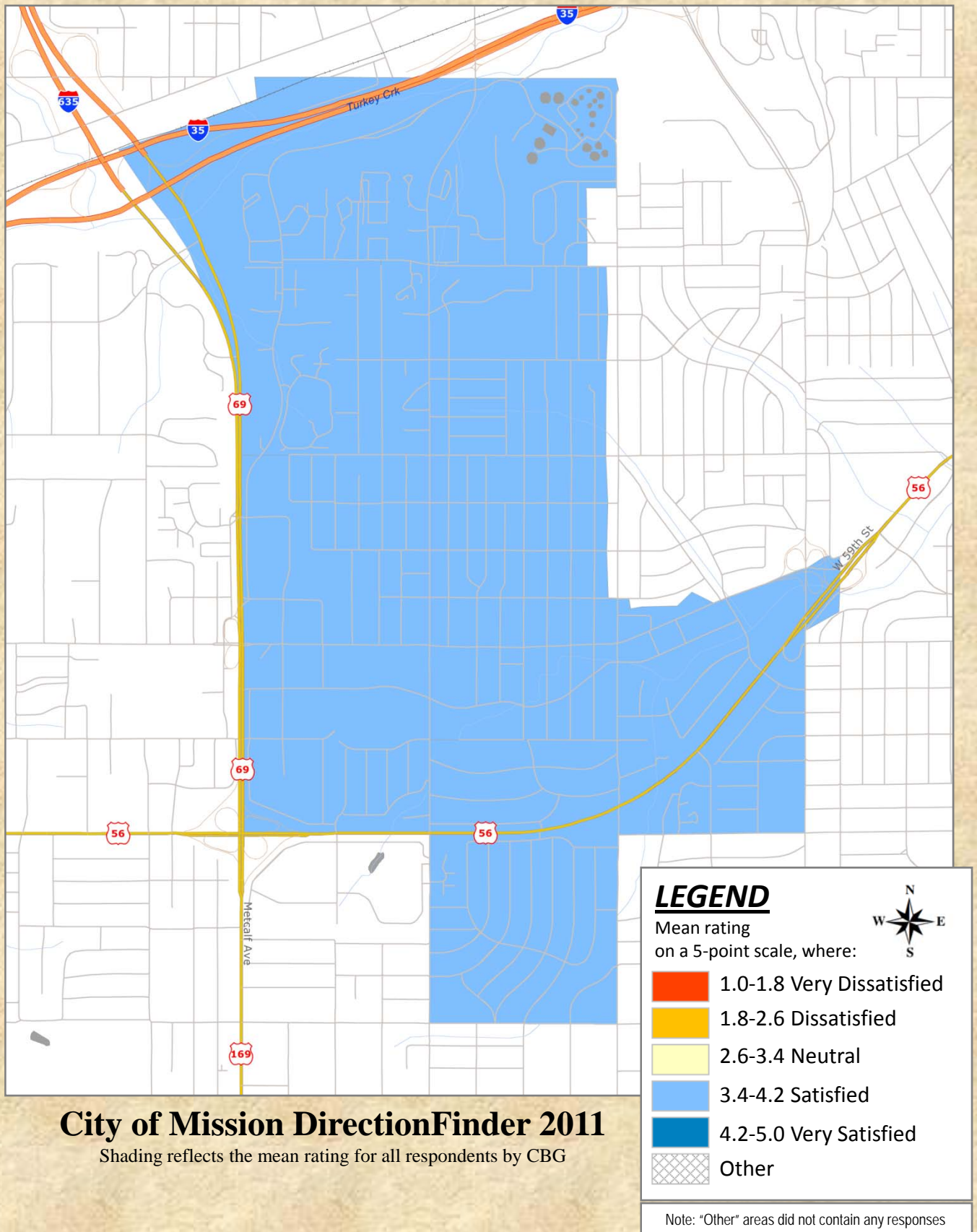
Q7d Overall feeling of safety in Mission.



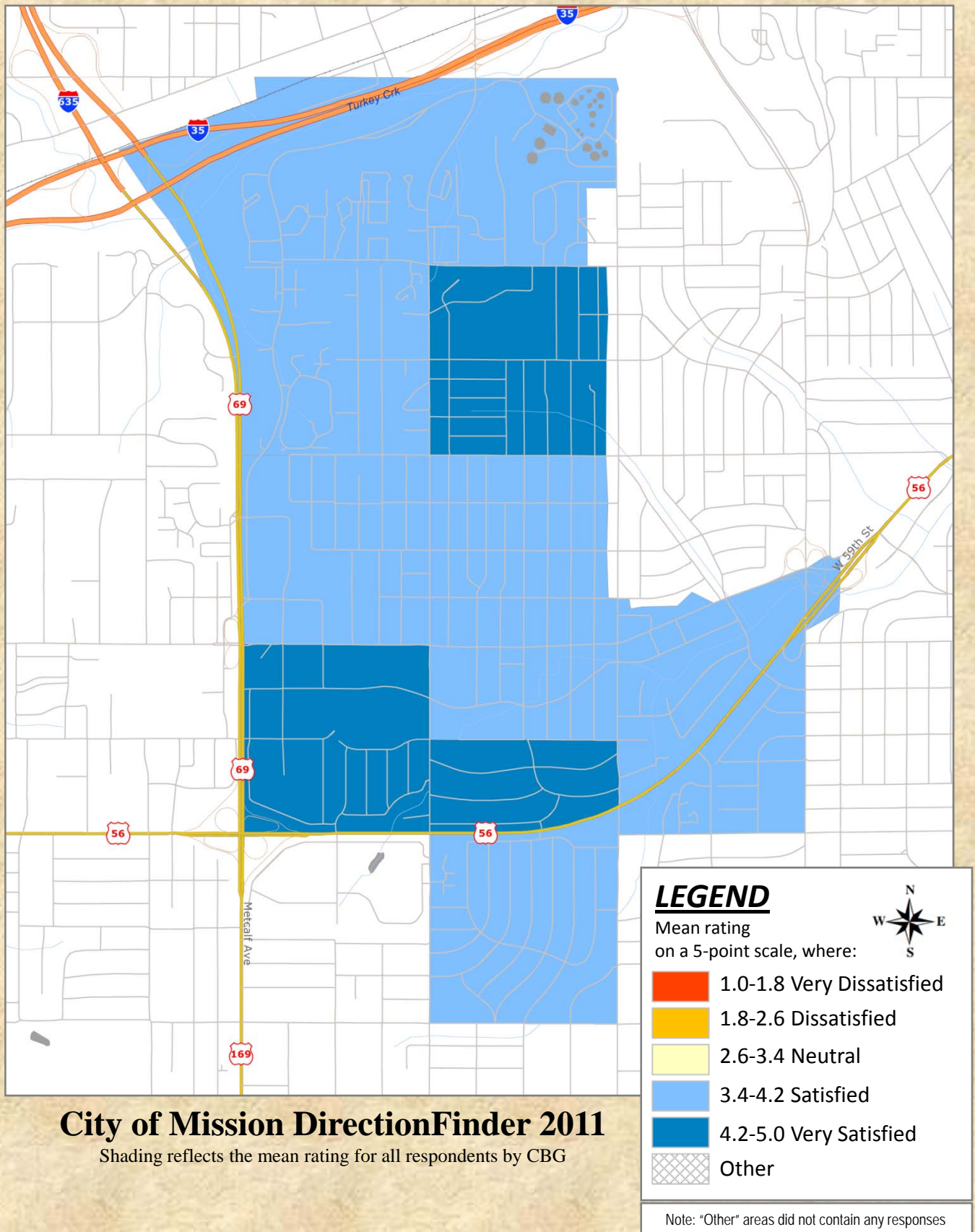
Q8a Maintenance of City parks.



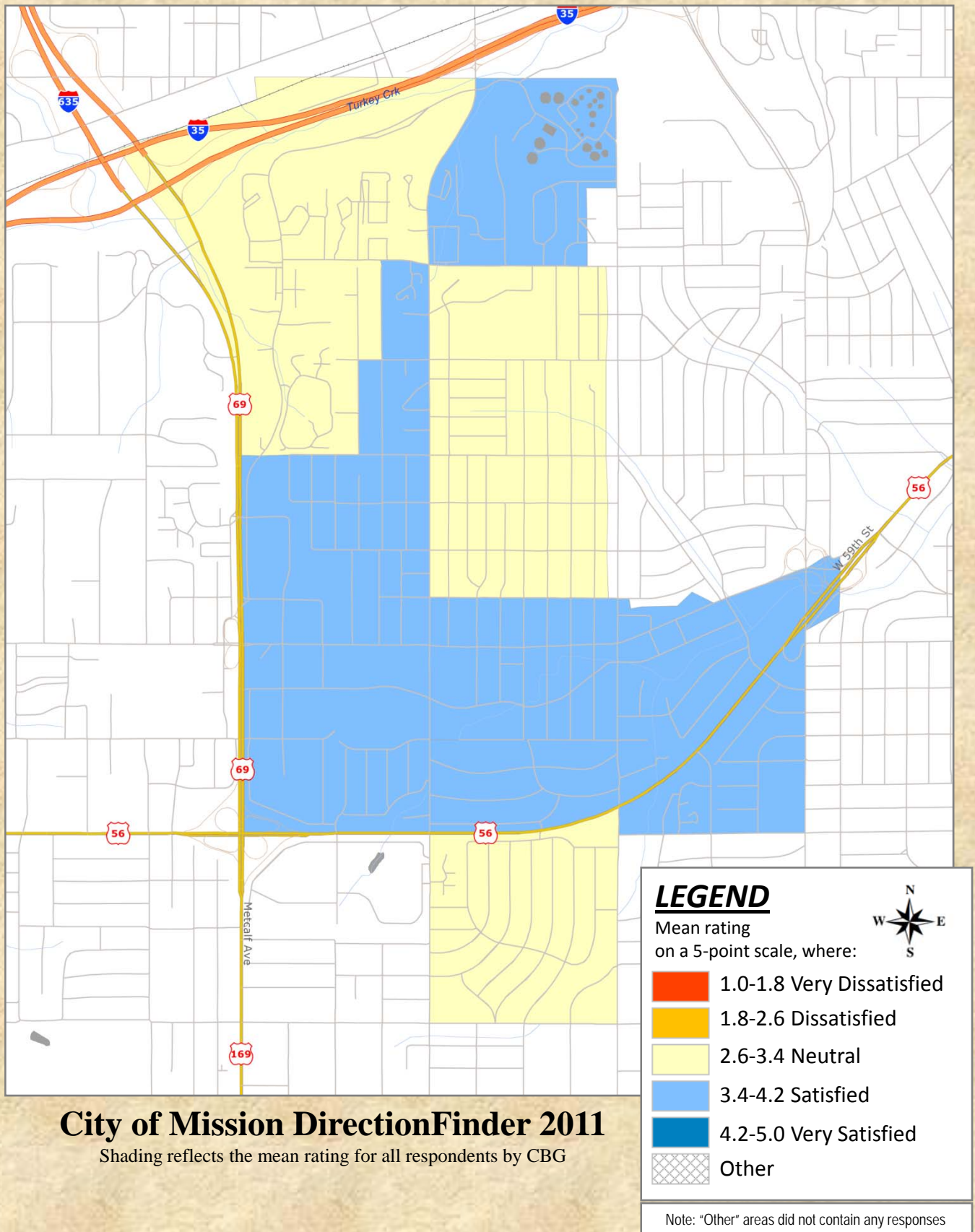
Q8b Number of City parks.



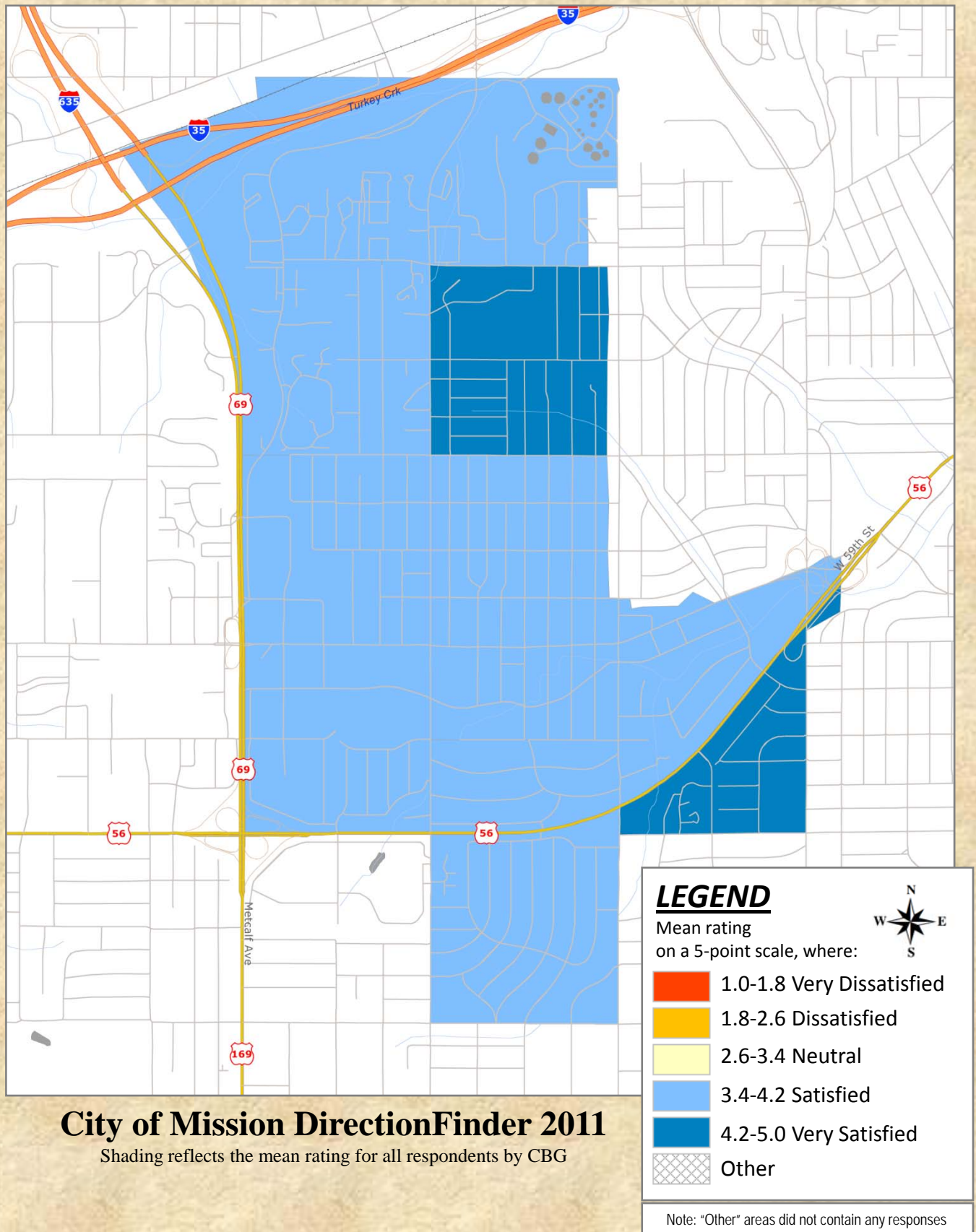
Q8c How close neighborhood parks are to your home.



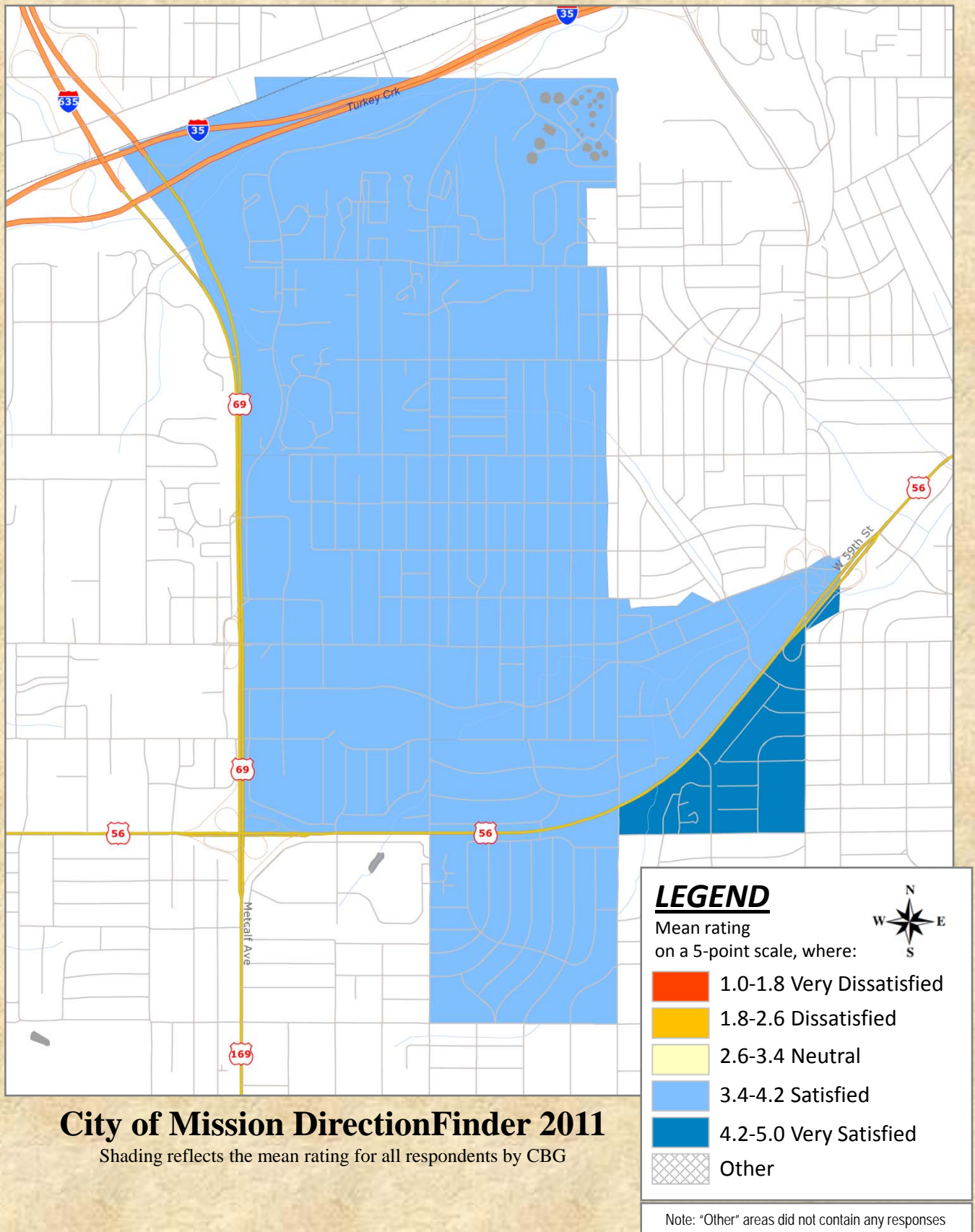
Q8d Number of walking and biking trails.



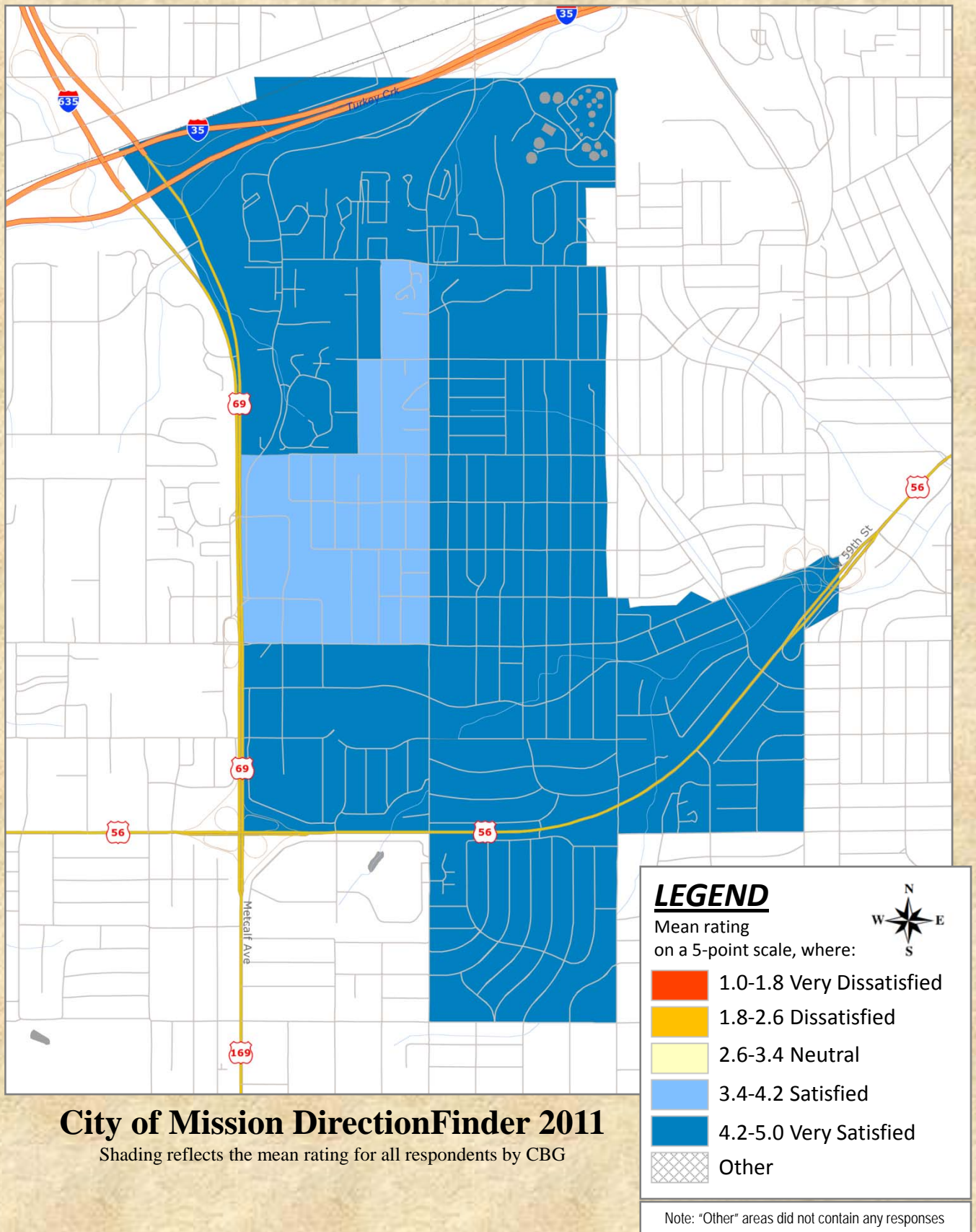
Q8e City-sponsored special events, i.e. “Spirit of Mission Days,” “Arts & Eats Festival” and “Holiday Lights & Festive Sights”



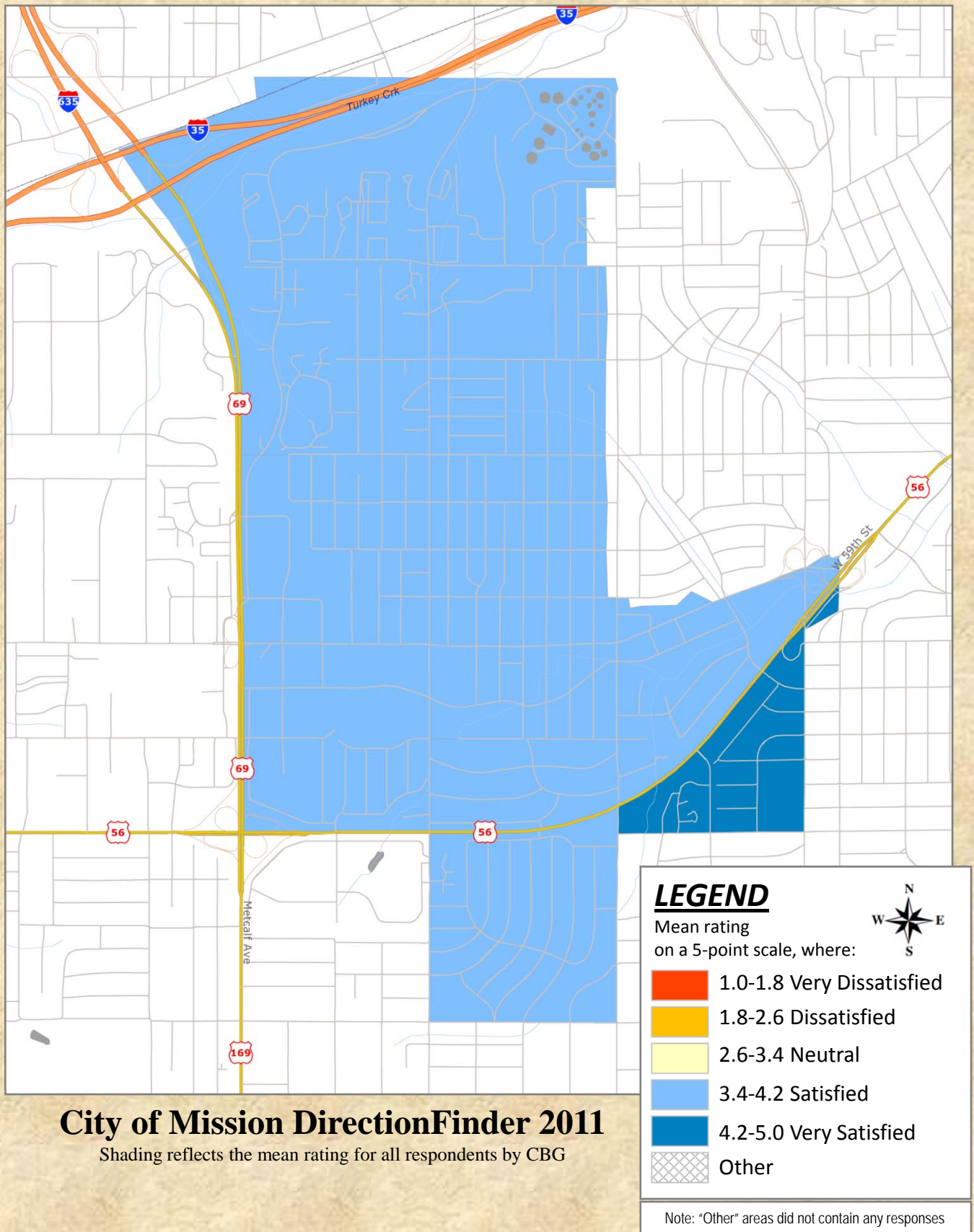
Q8f Overall appearance of parks and green space areas.



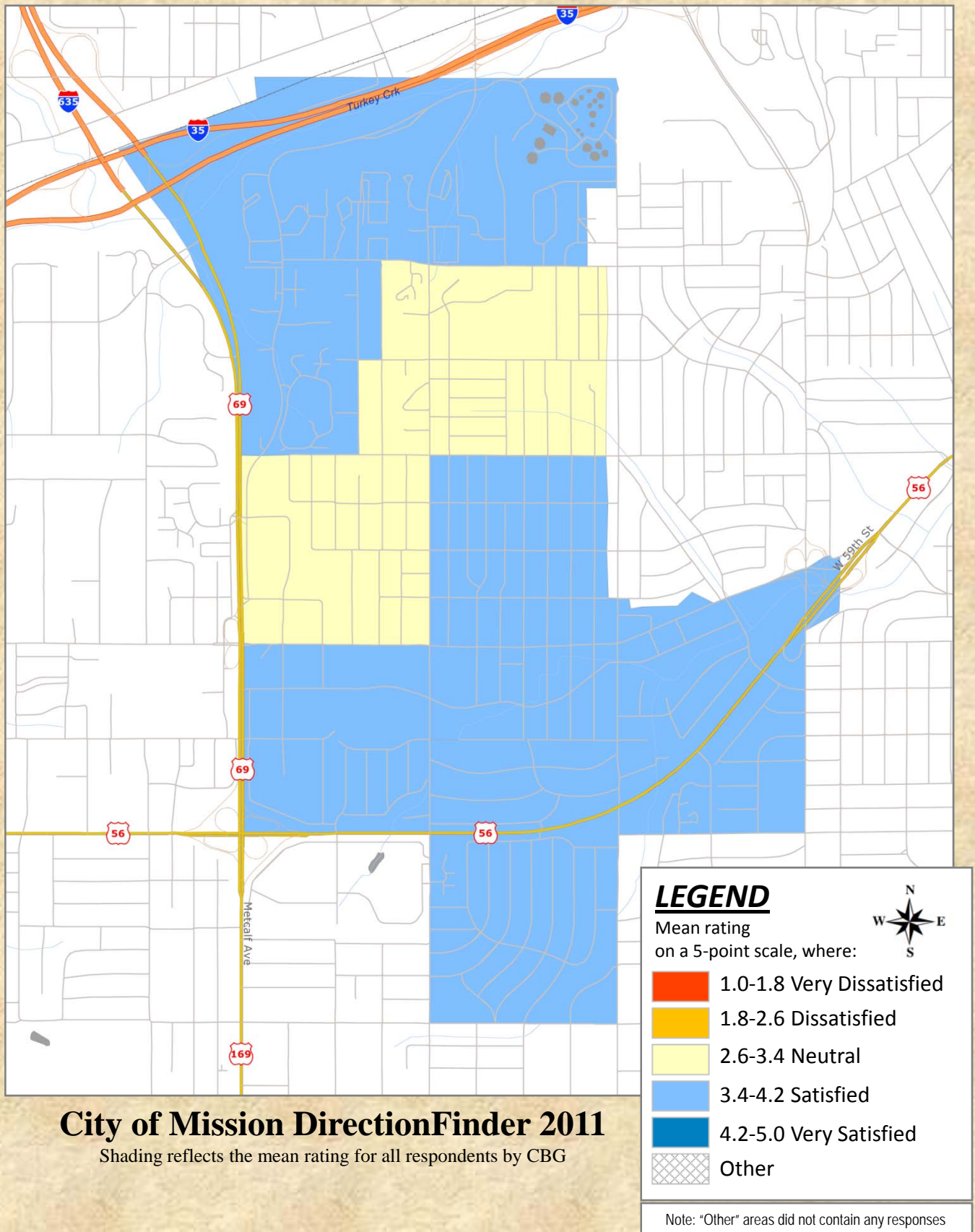
Q8g Quality of the Community Center



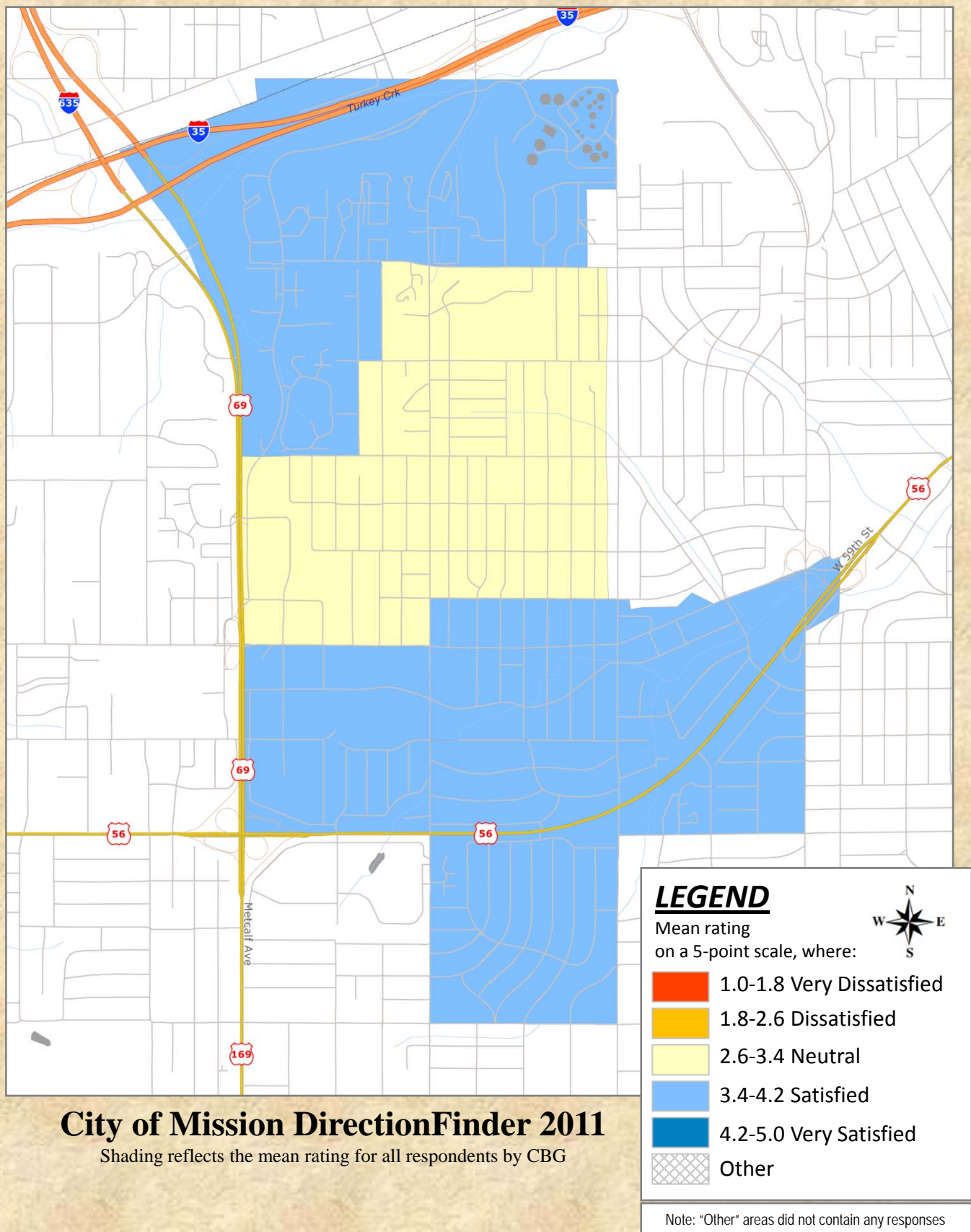
Q8h Quality of the Aquatics Programs/ Pools



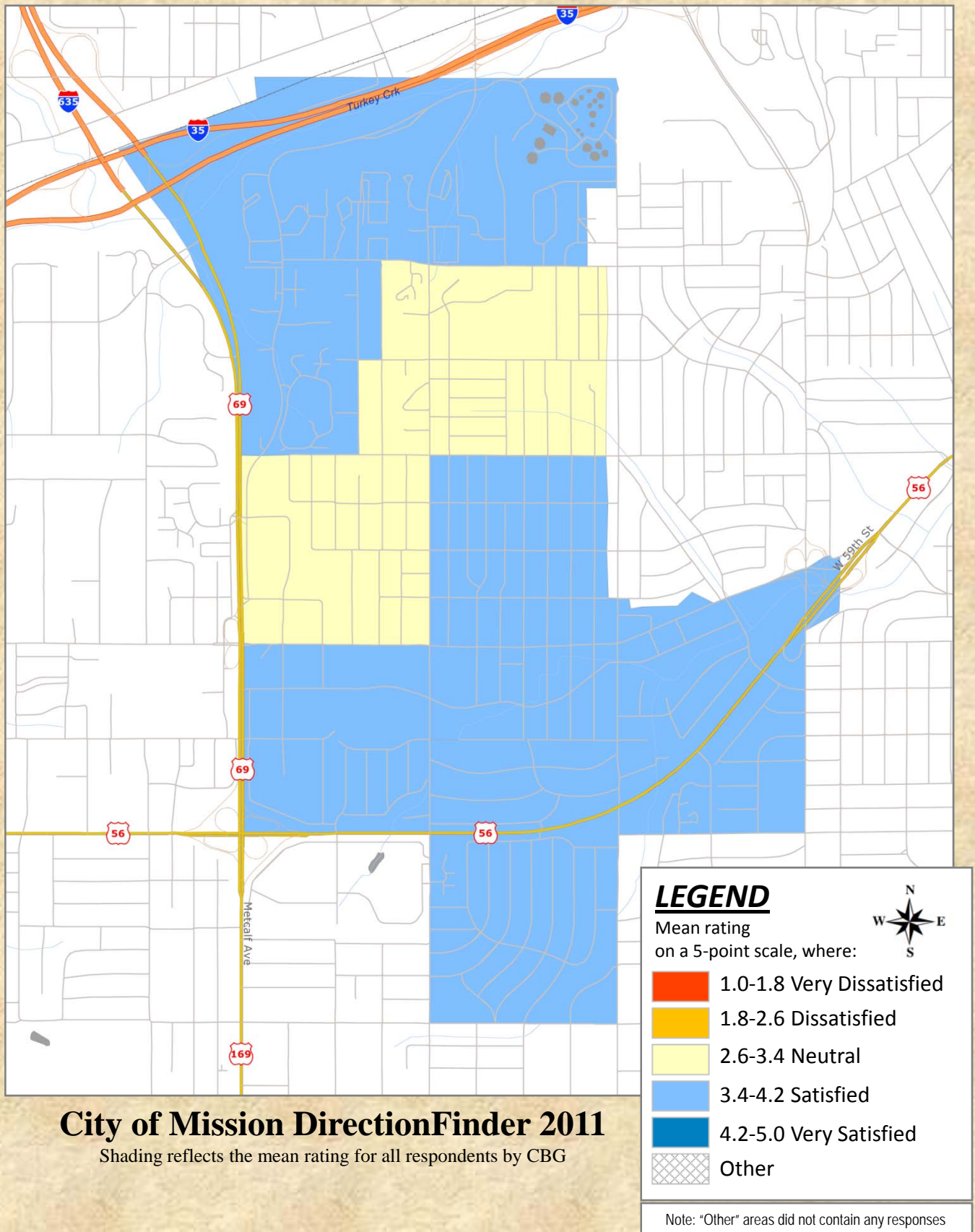
Q10a Enforcing the clean up of litter and debris on private property.



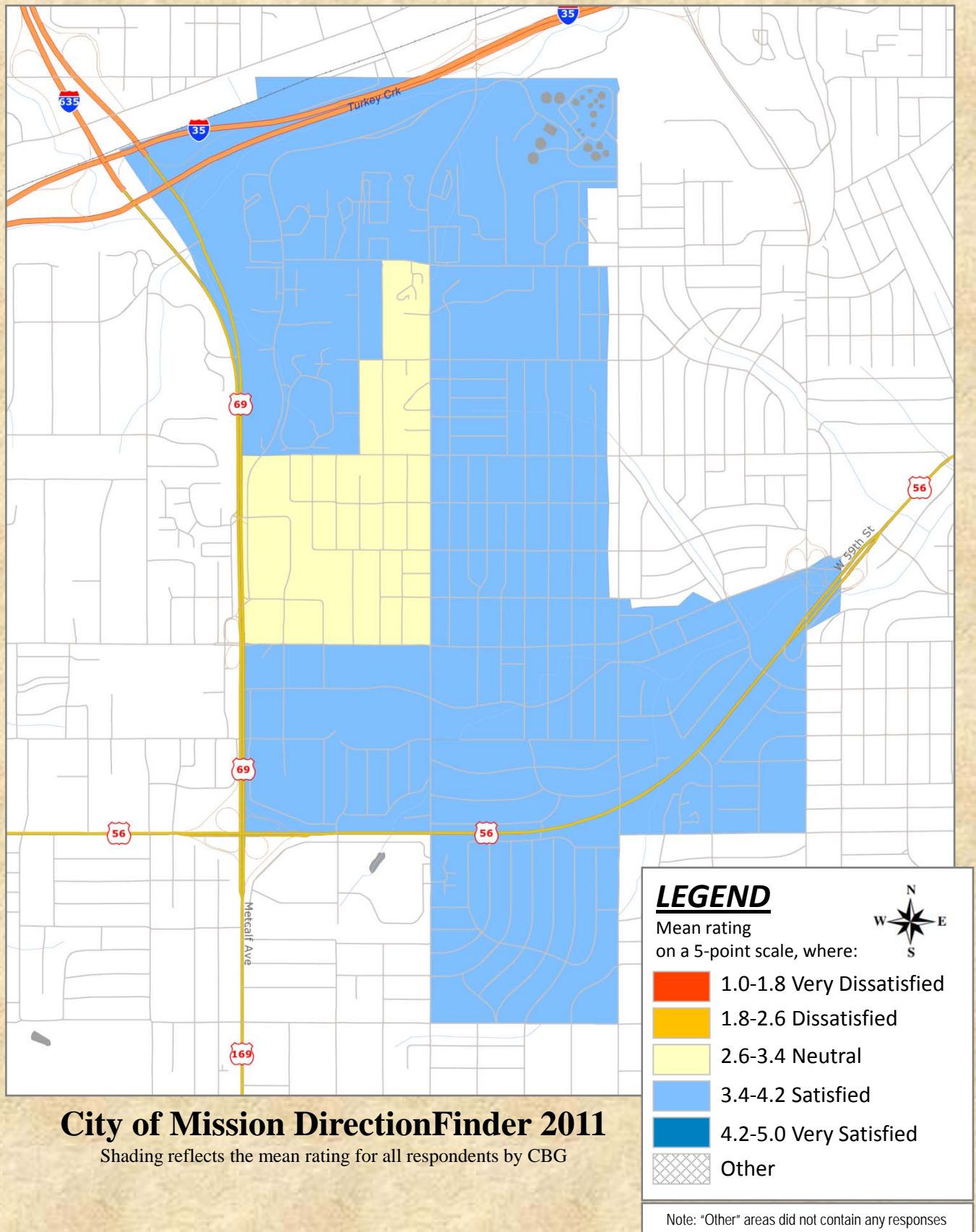
Q10b Enforcing the mowing and cutting of weeds on private property.



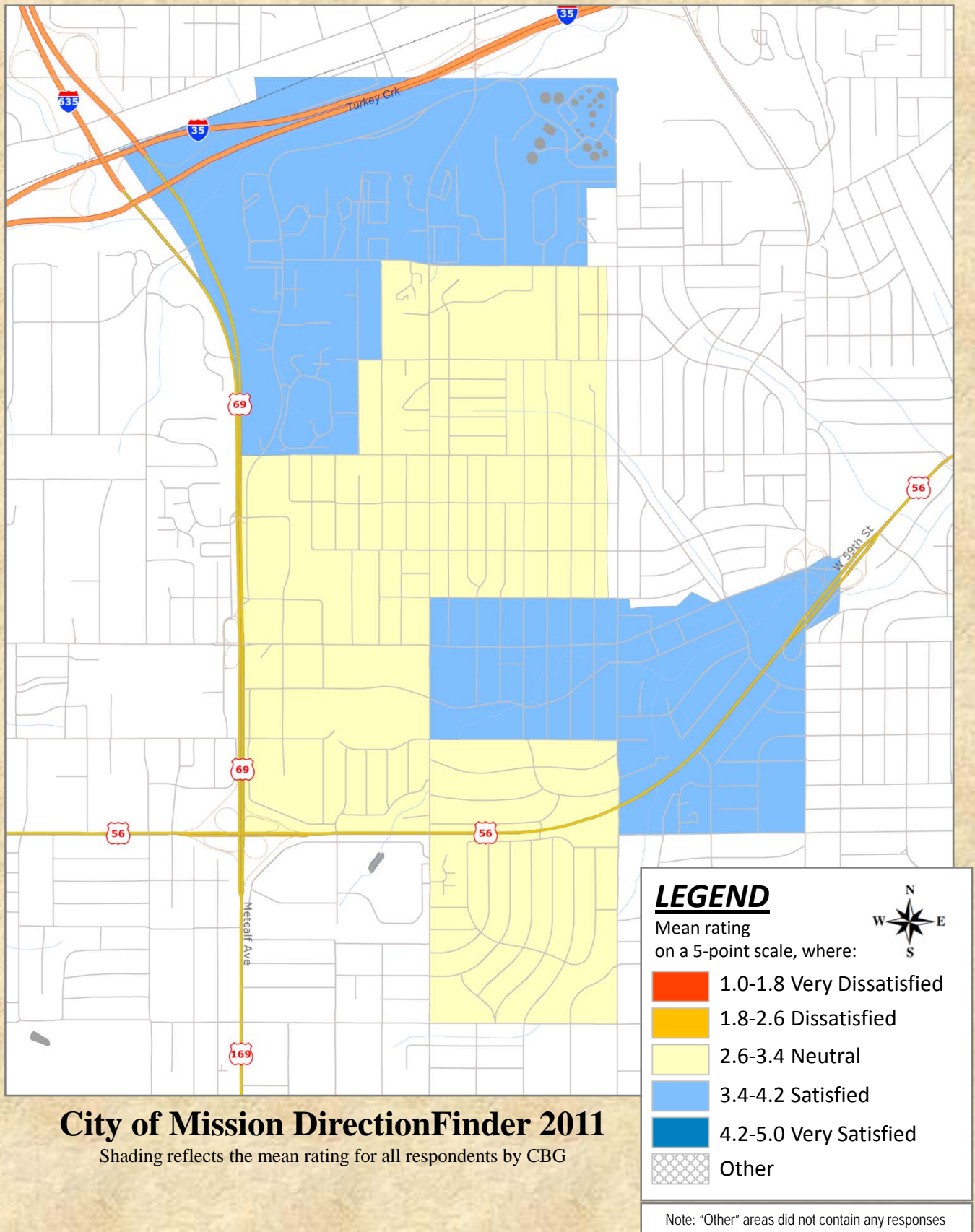
Q10c Enforcing the maintenance of residential property.



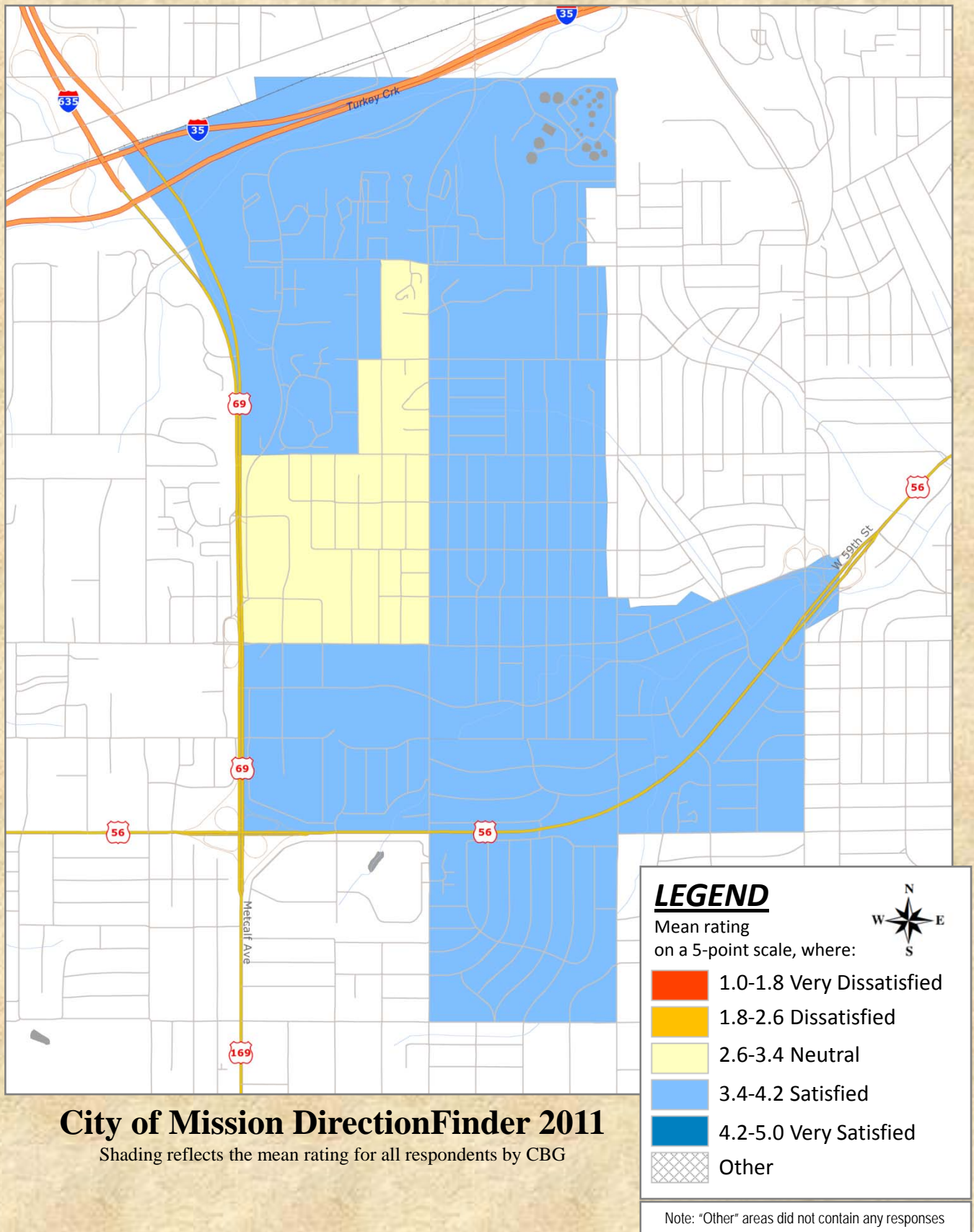
Q10d Enforcing the maintenance of commercial property.



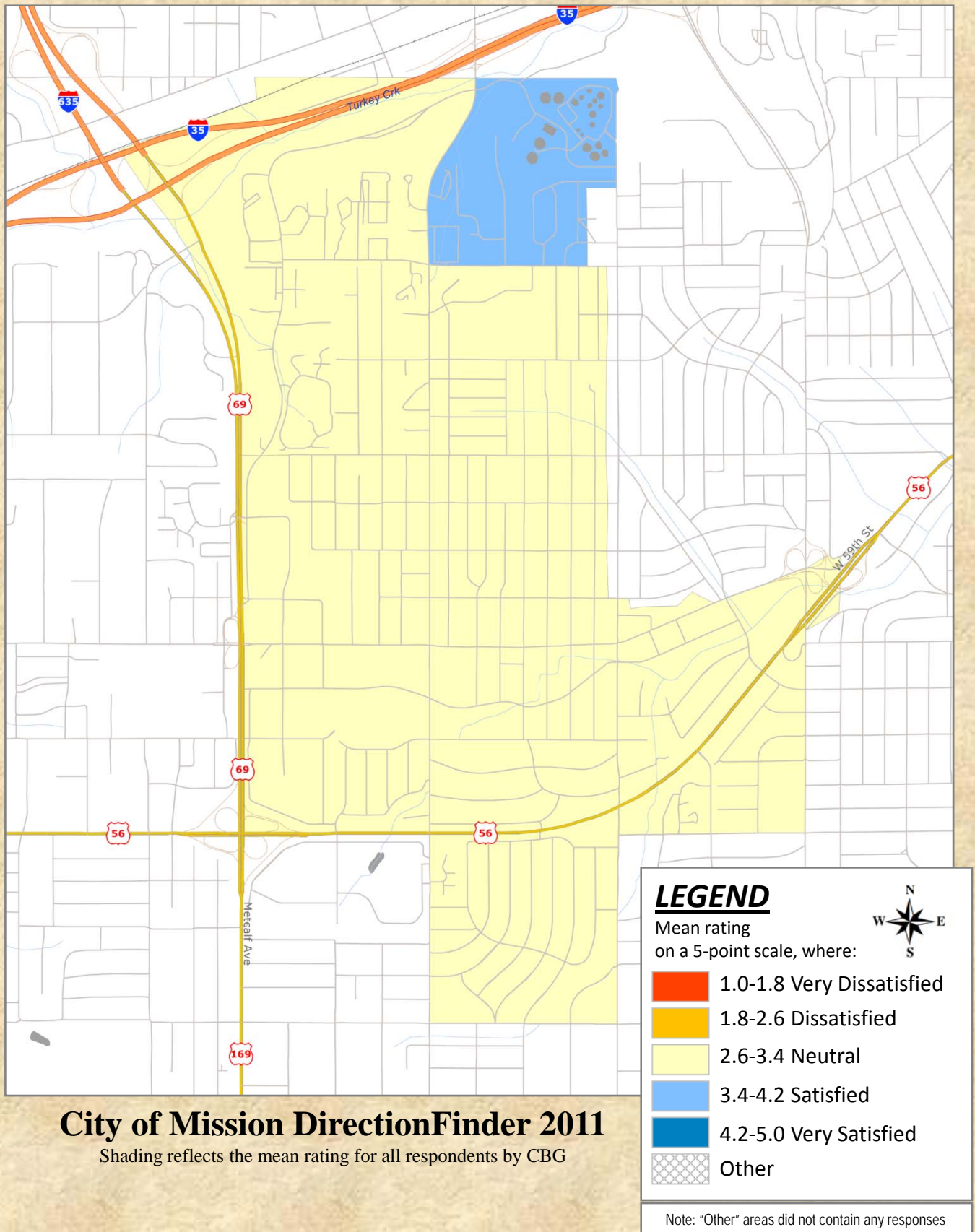
Q10e Enforcing the maintenance of residential rental property.



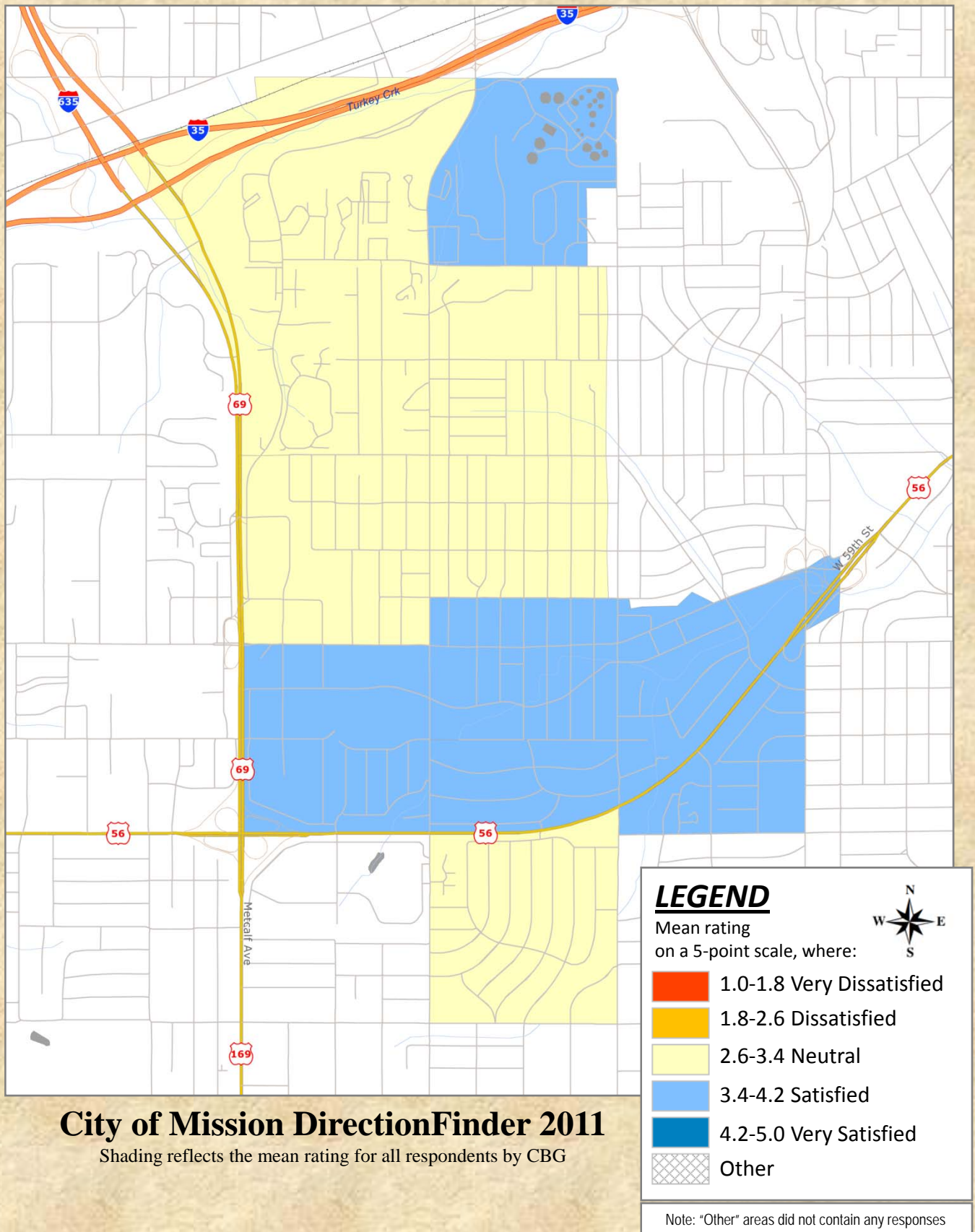
Q10f The City's efforts in helping support neighborhoods and property values.



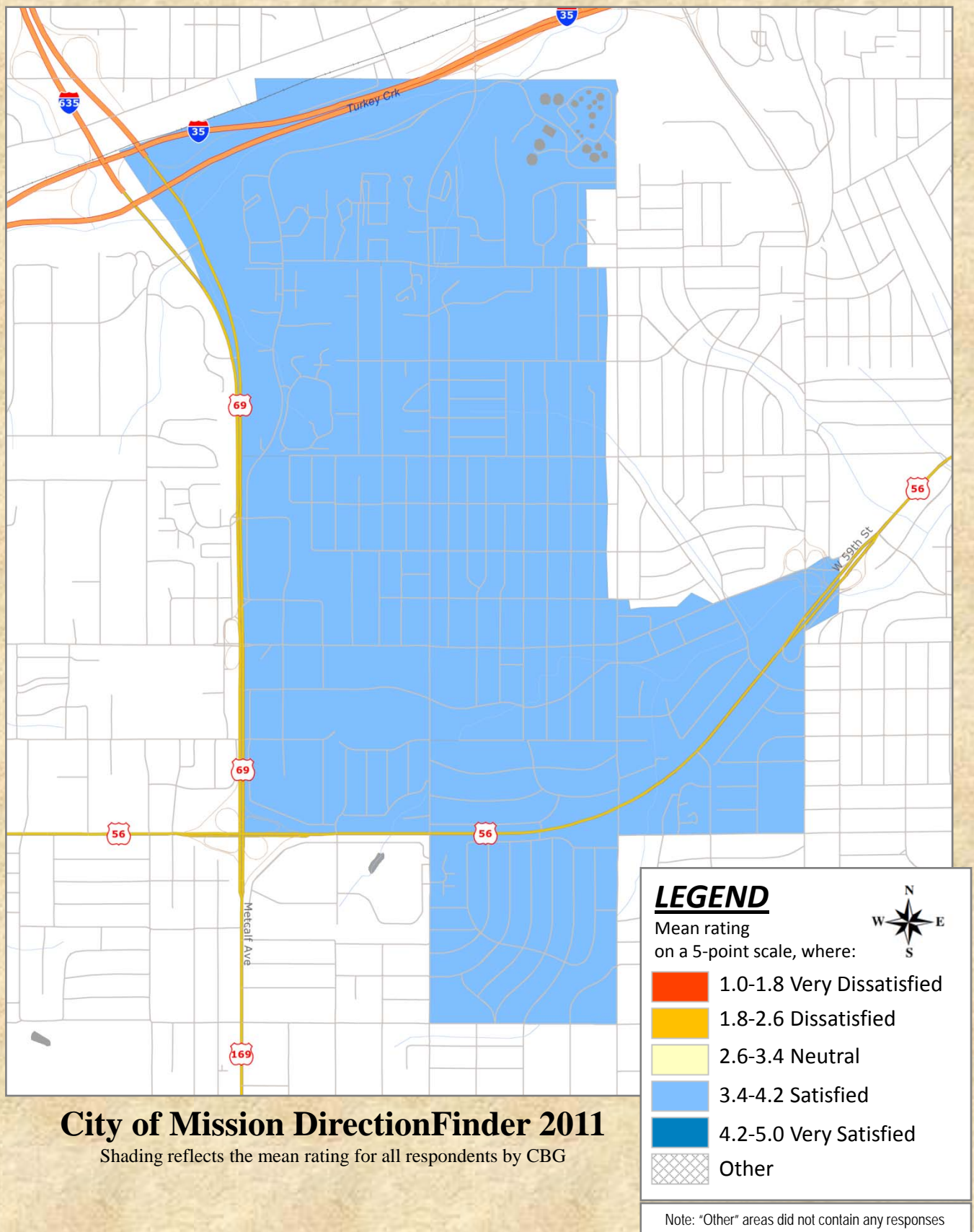
Q11a Maintenance of City streets.



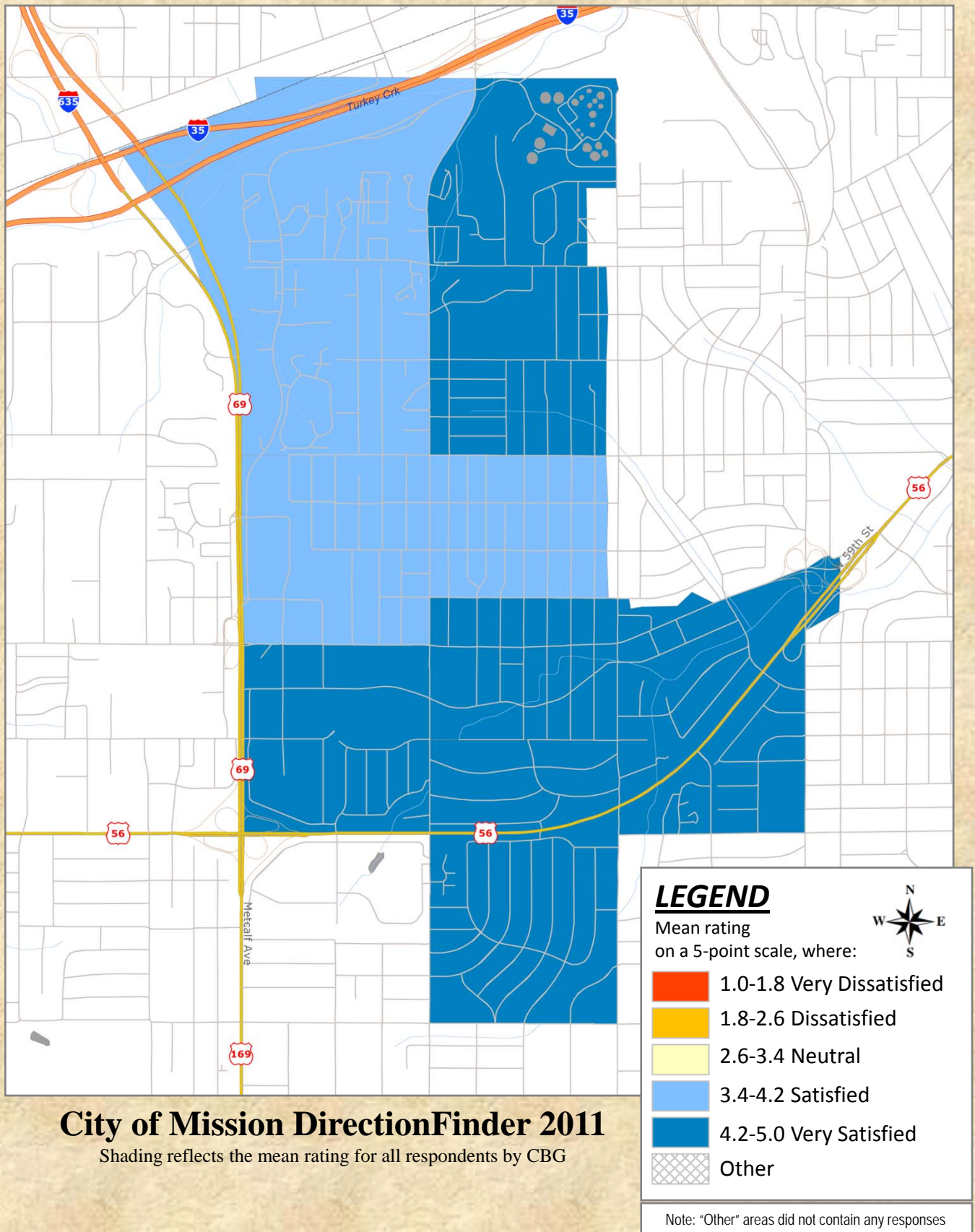
Q11b Maintenance of sidewalks.



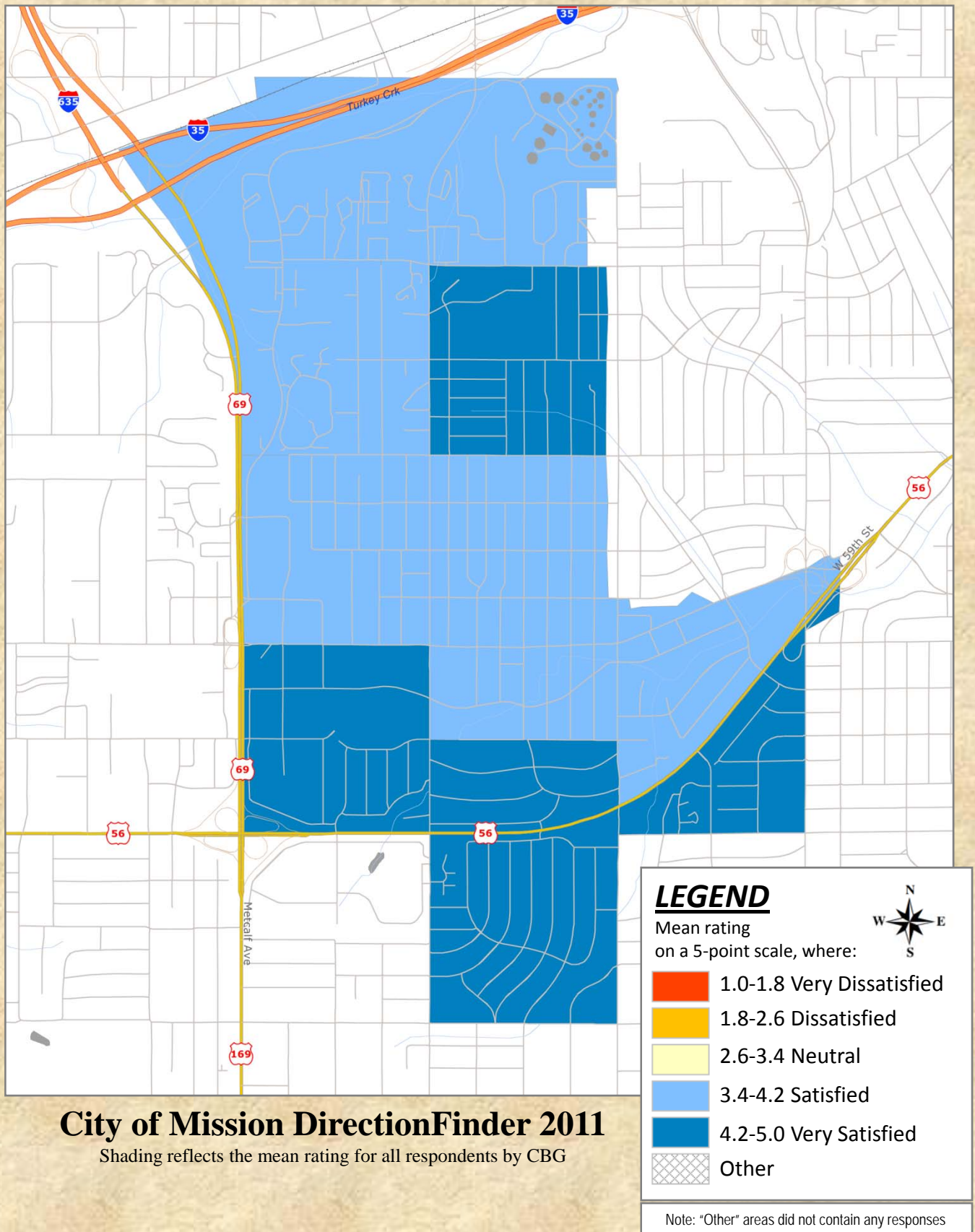
Q11c Maintenance of street signs and traffic signals.



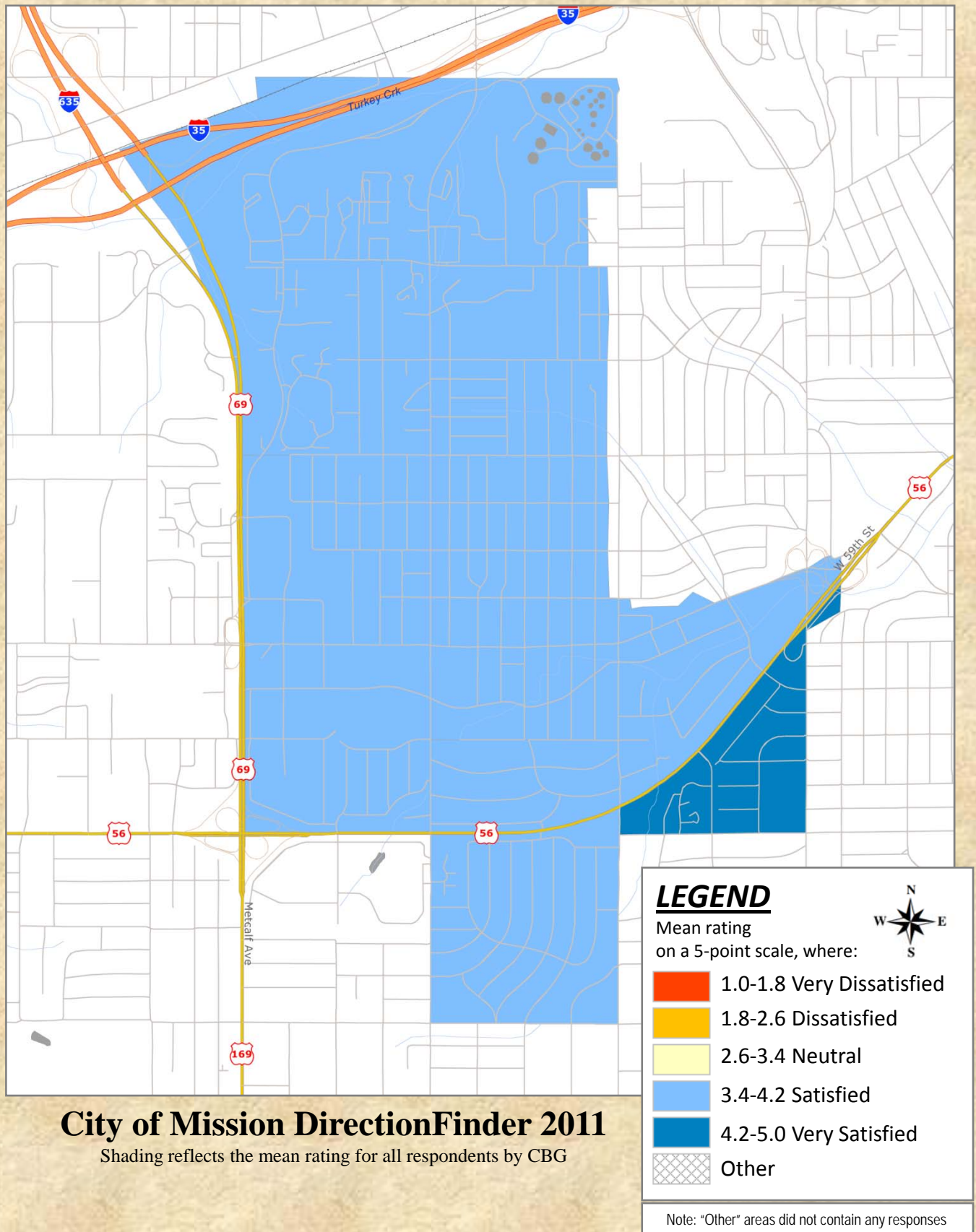
Q11d Snow removal on major City streets.



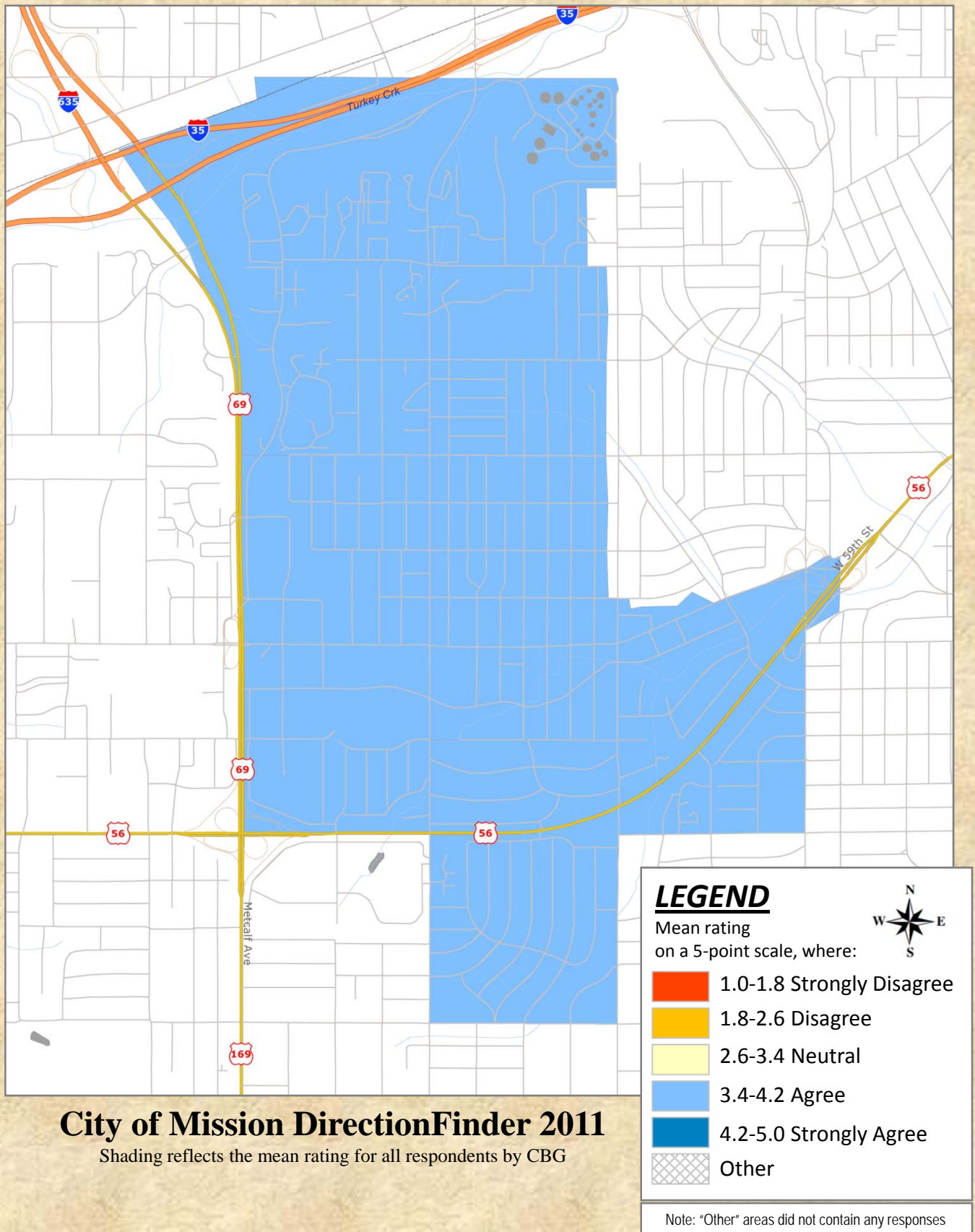
Q11e Snow removal on neighborhood streets.



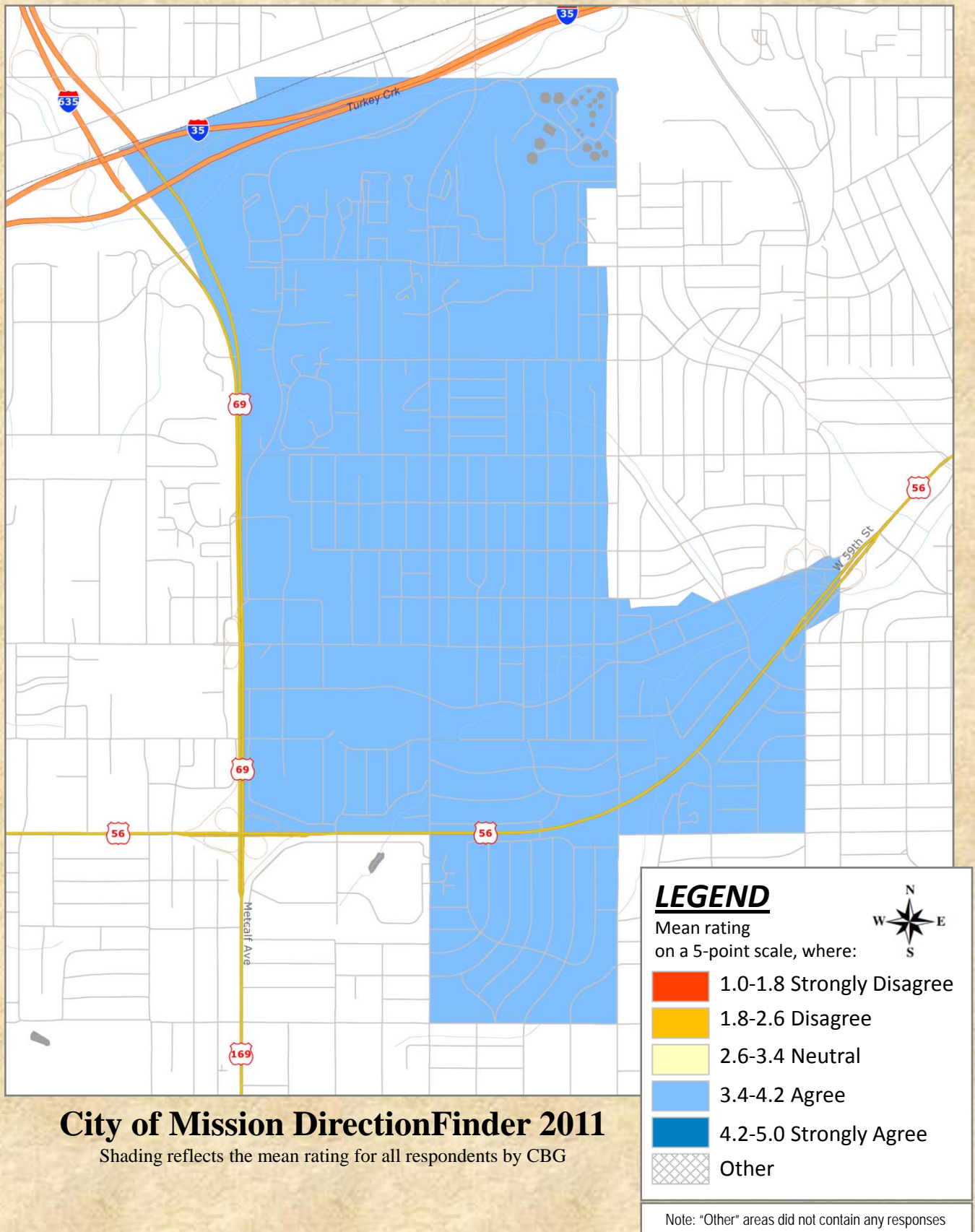
Q11f Overall cleanliness of City streets and other public areas.



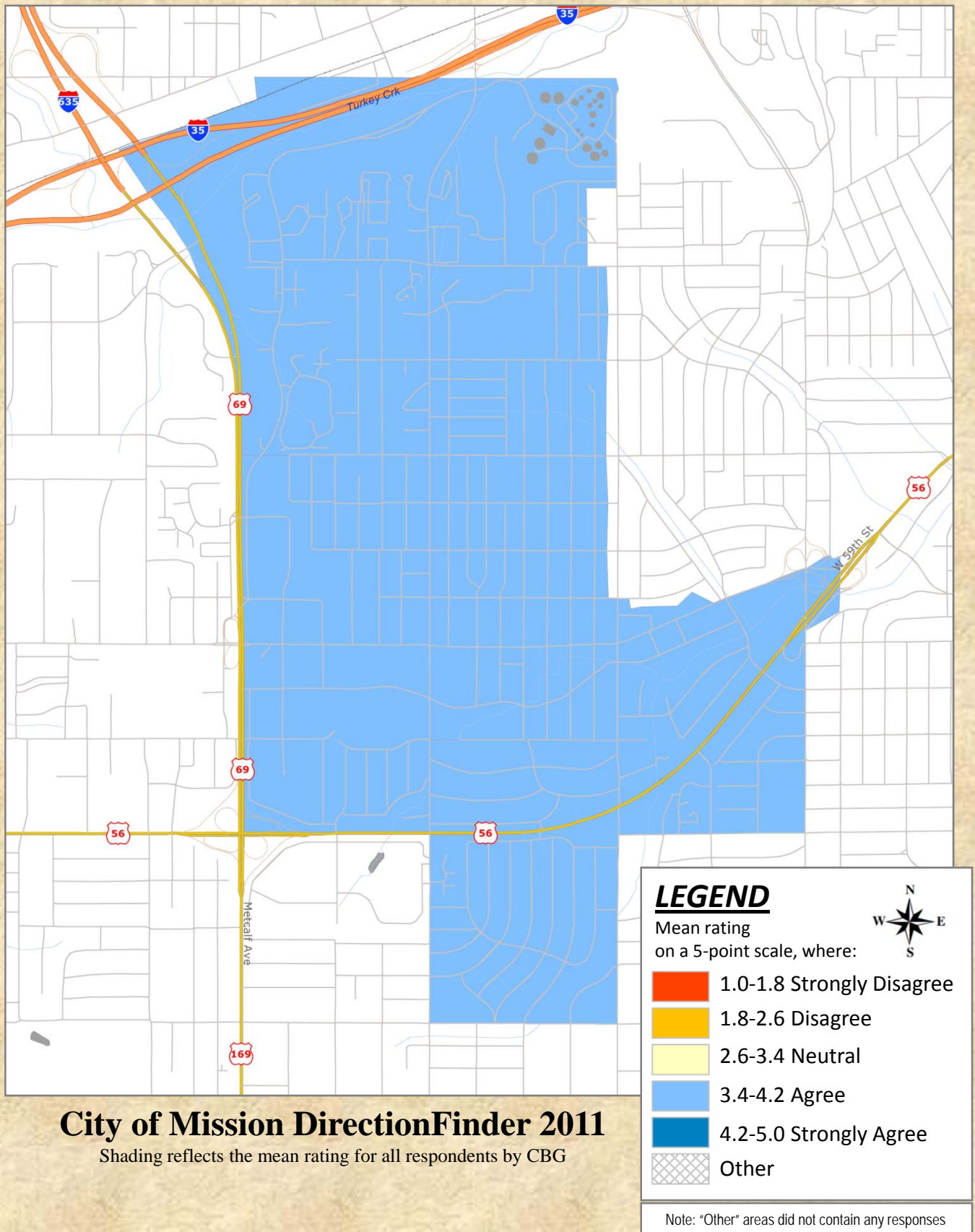
Q13a Neighborhood streets should be upgraded to include curbs, gutters, sidewalks, and storm water control.



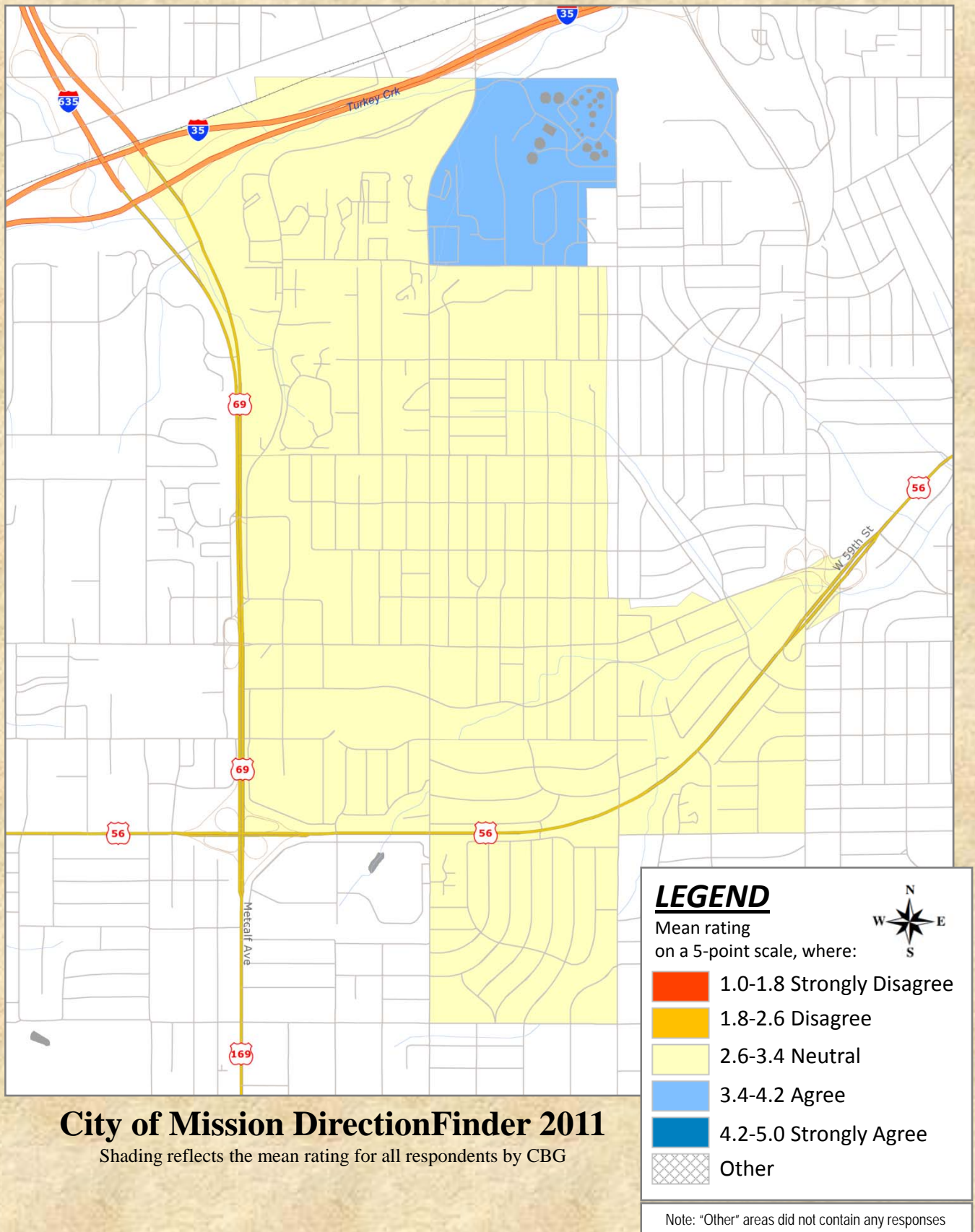
Q13b The City should coordinate with area agencies to increase transit options.



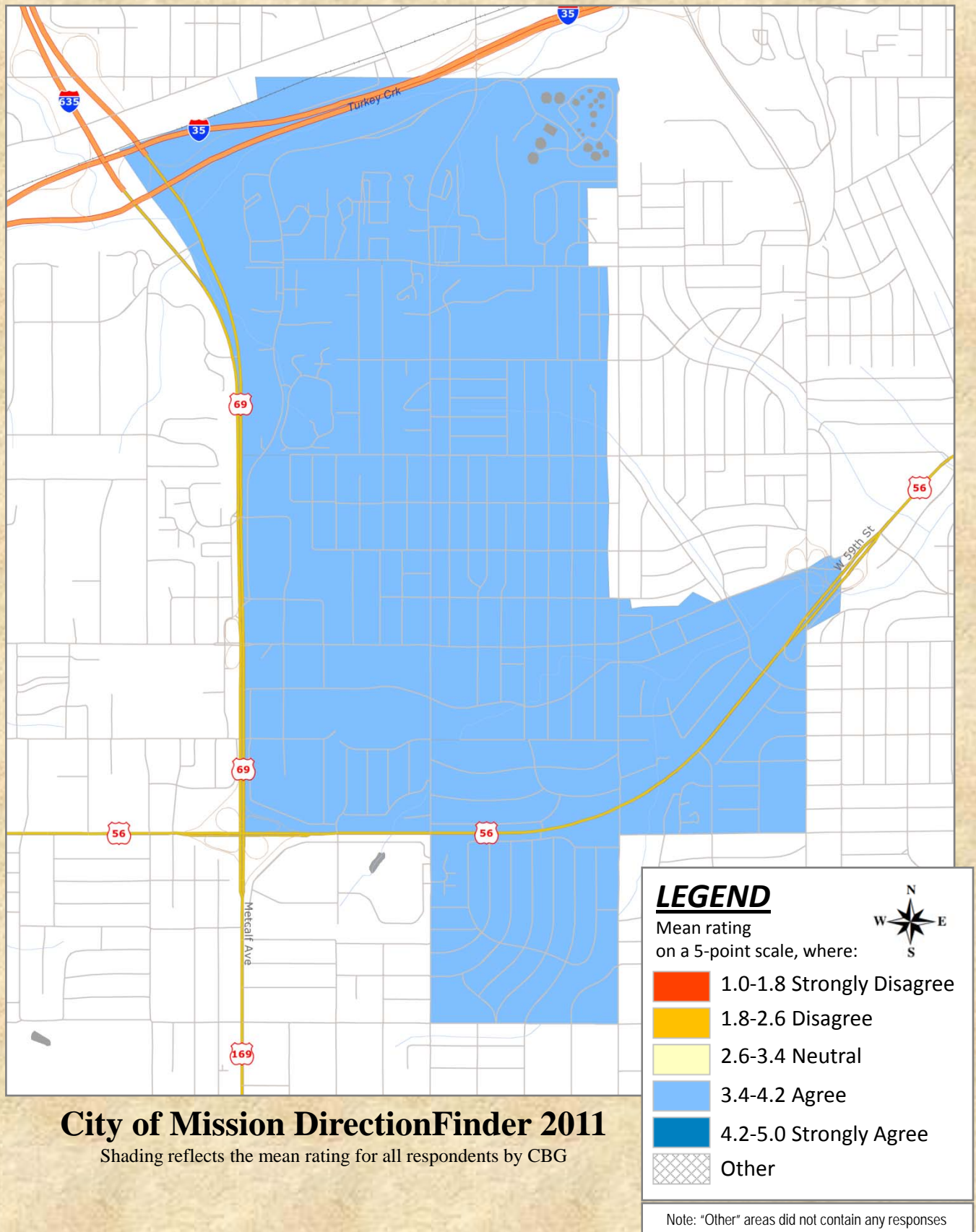
Q13c The City should make Johnson Drive a pedestrian friendly environment.



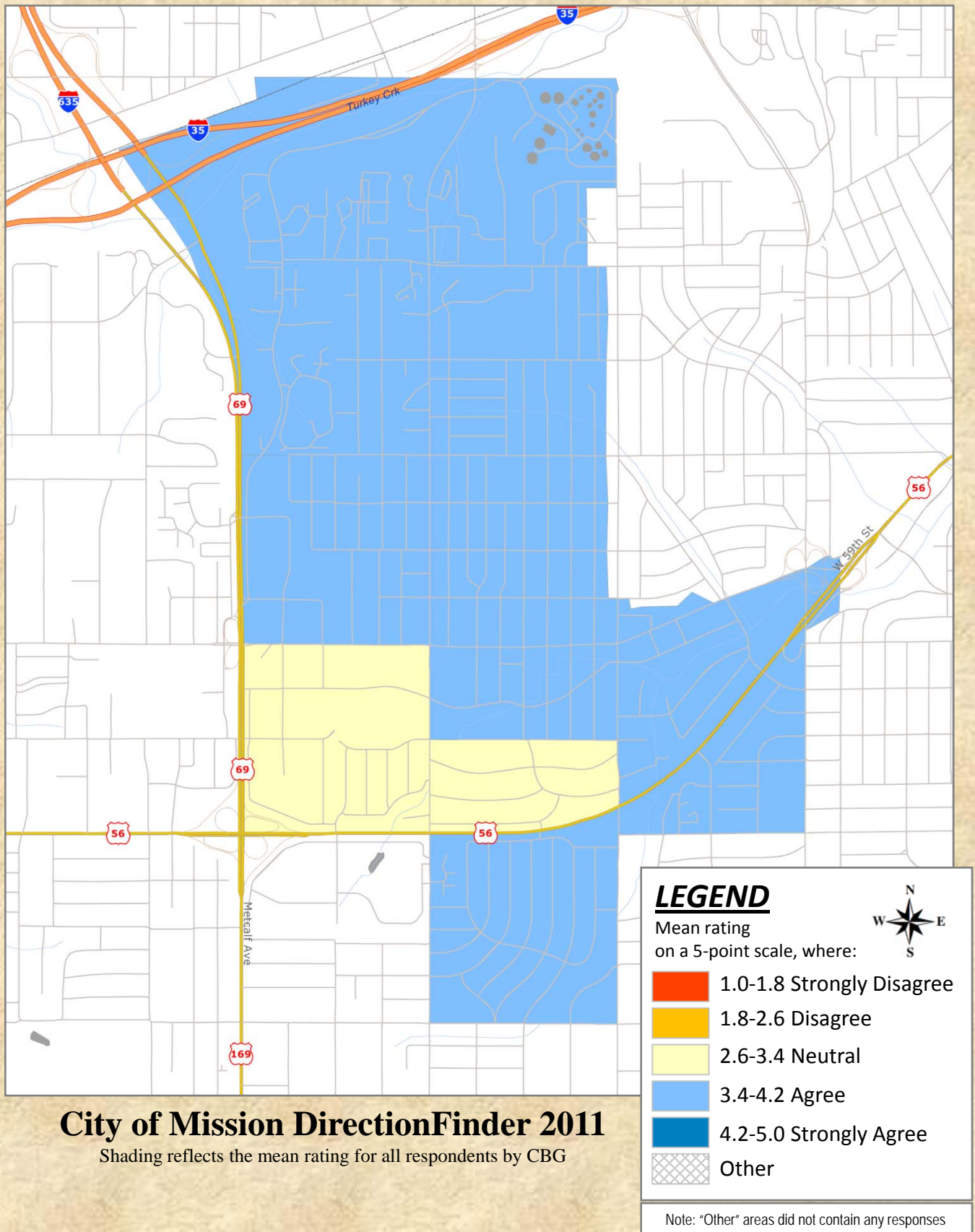
Q13d The City should make cars the priority in all transportation planning discussions.



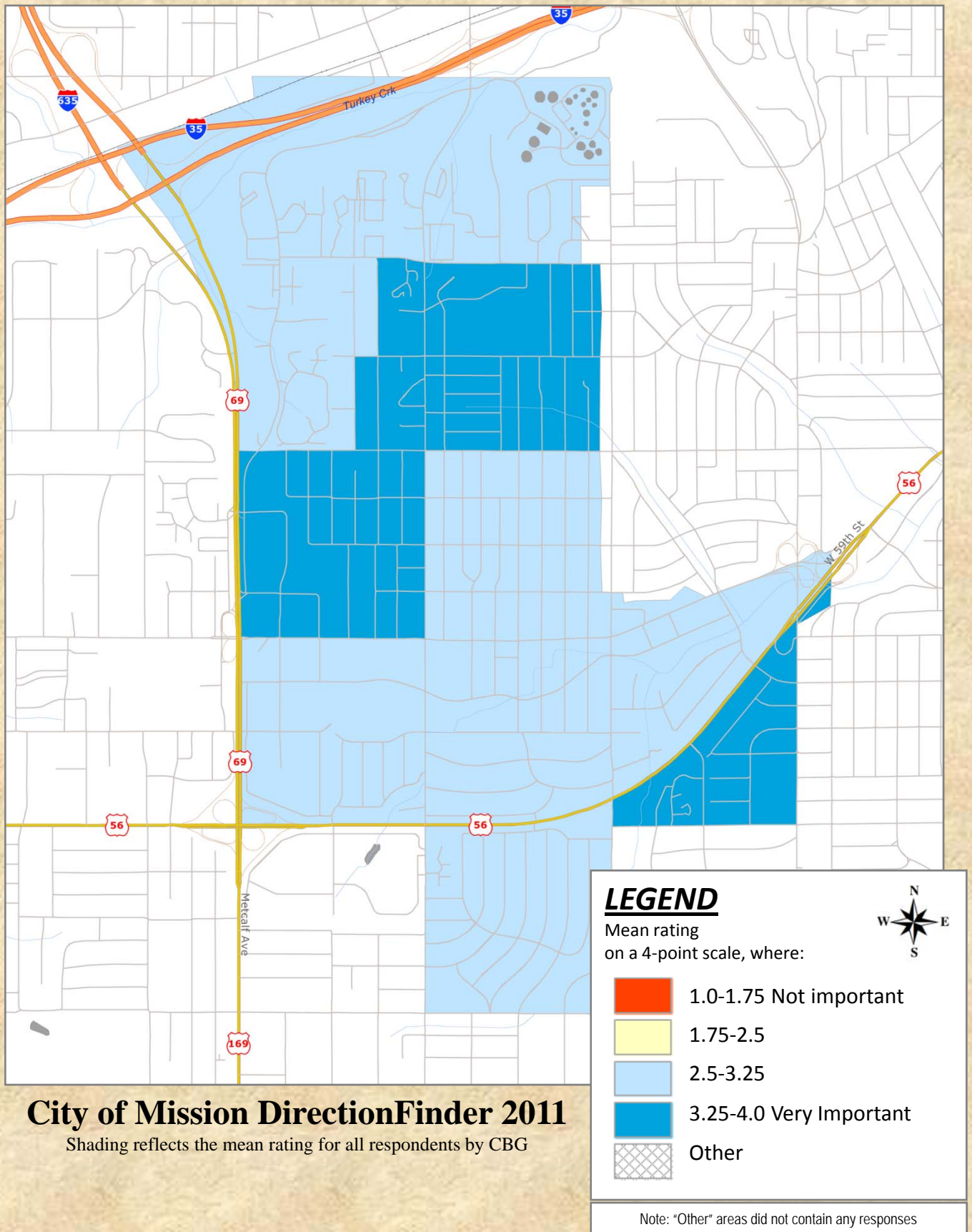
Q13e The City should make sidewalks and trails a priority in all transportation planning discussion.



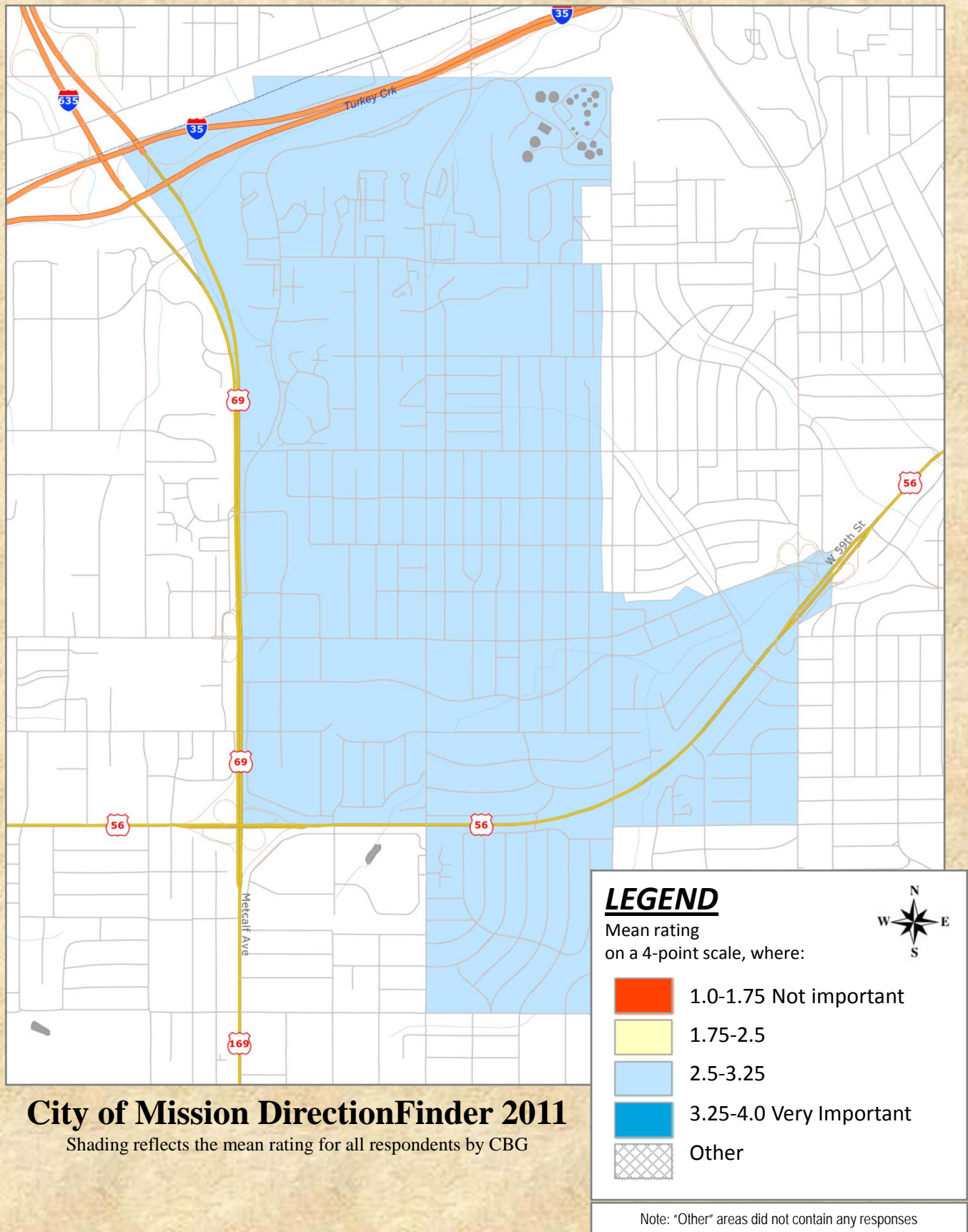
Q13f The City should make bike options a priority in all transportation planning discussions.



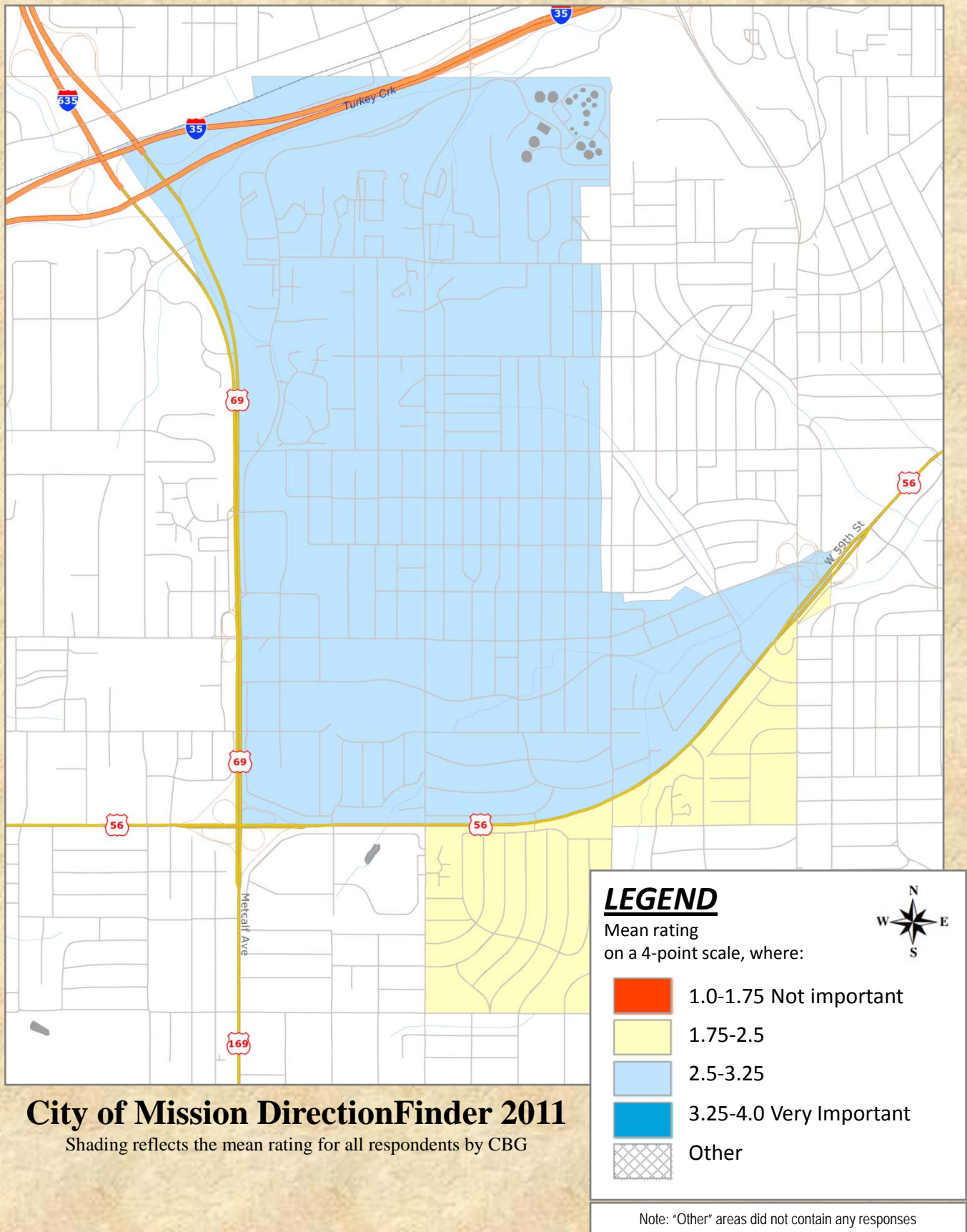
Q23a Street and sidewalk improvements.



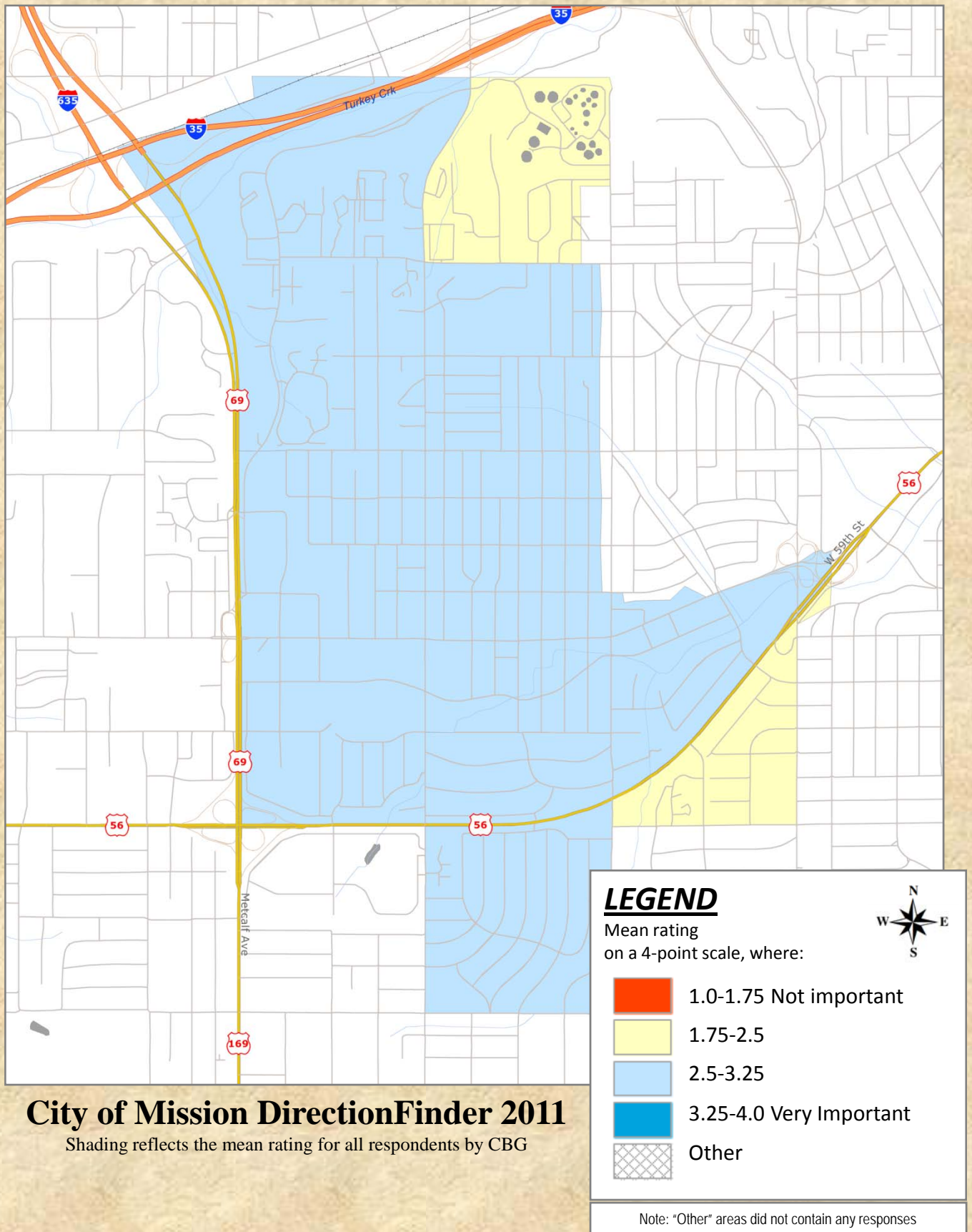
Q23b Parking improvements just off of Johnson Drive.



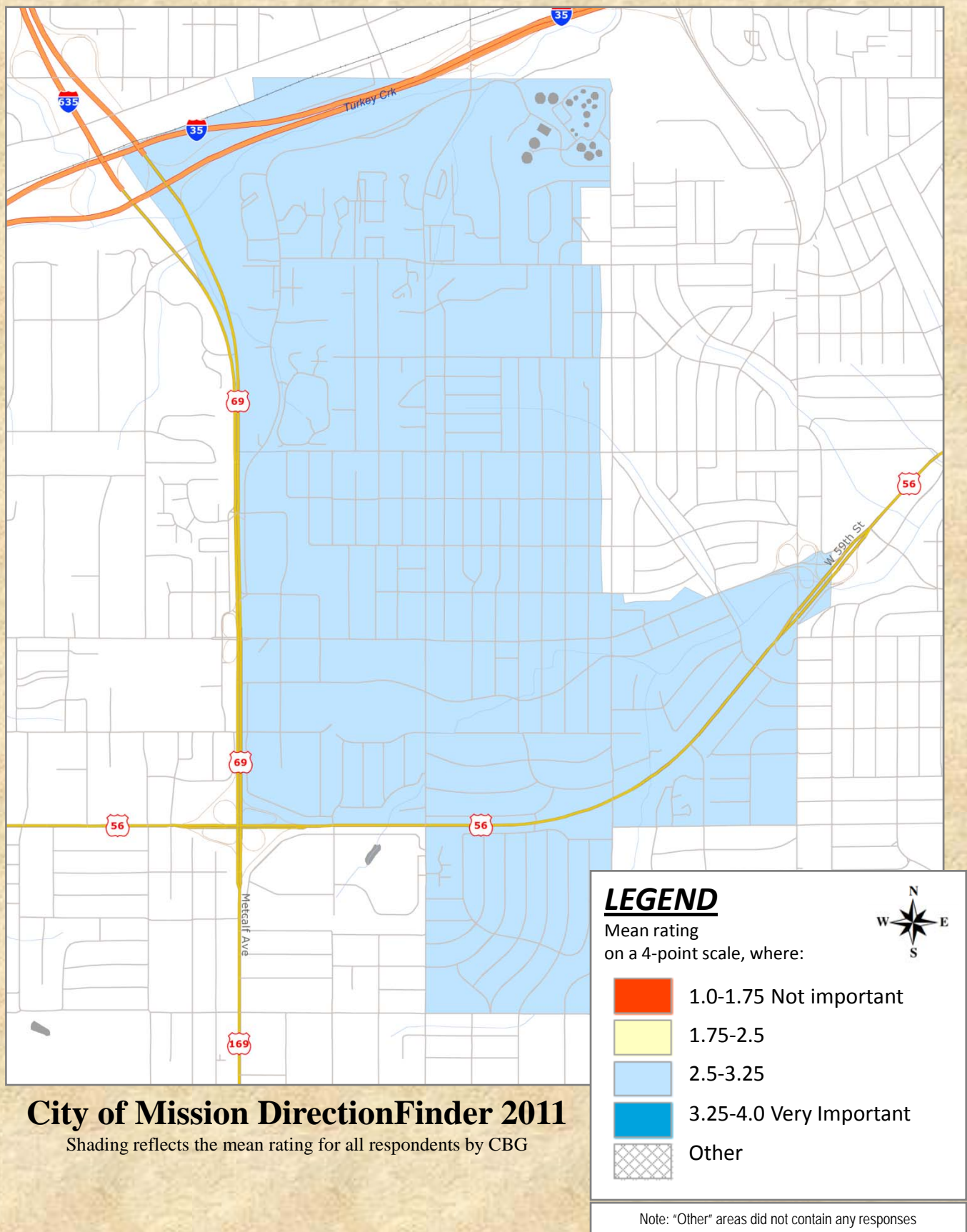
Q23c Extended business hours for this area.



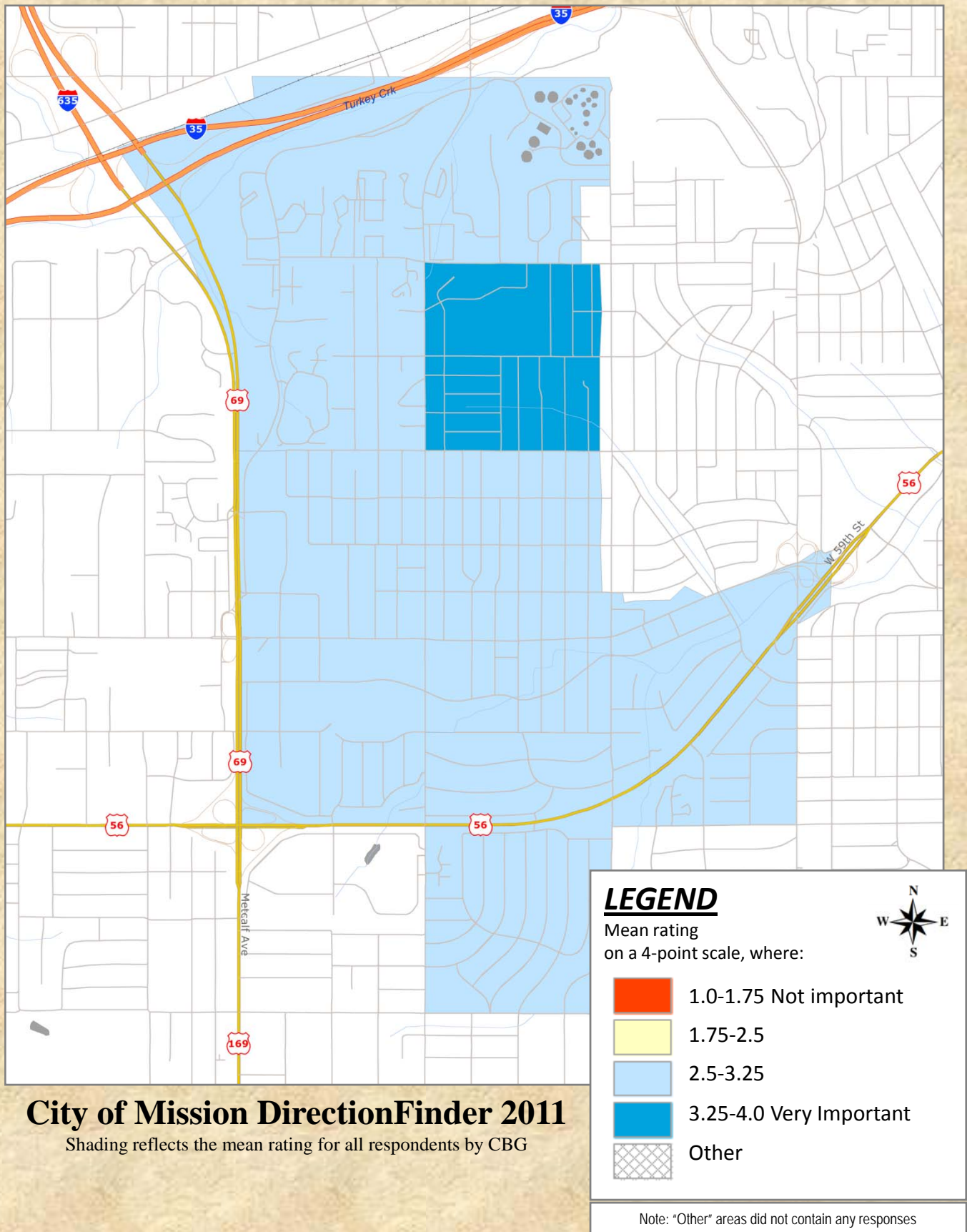
Q23d Live theater production.



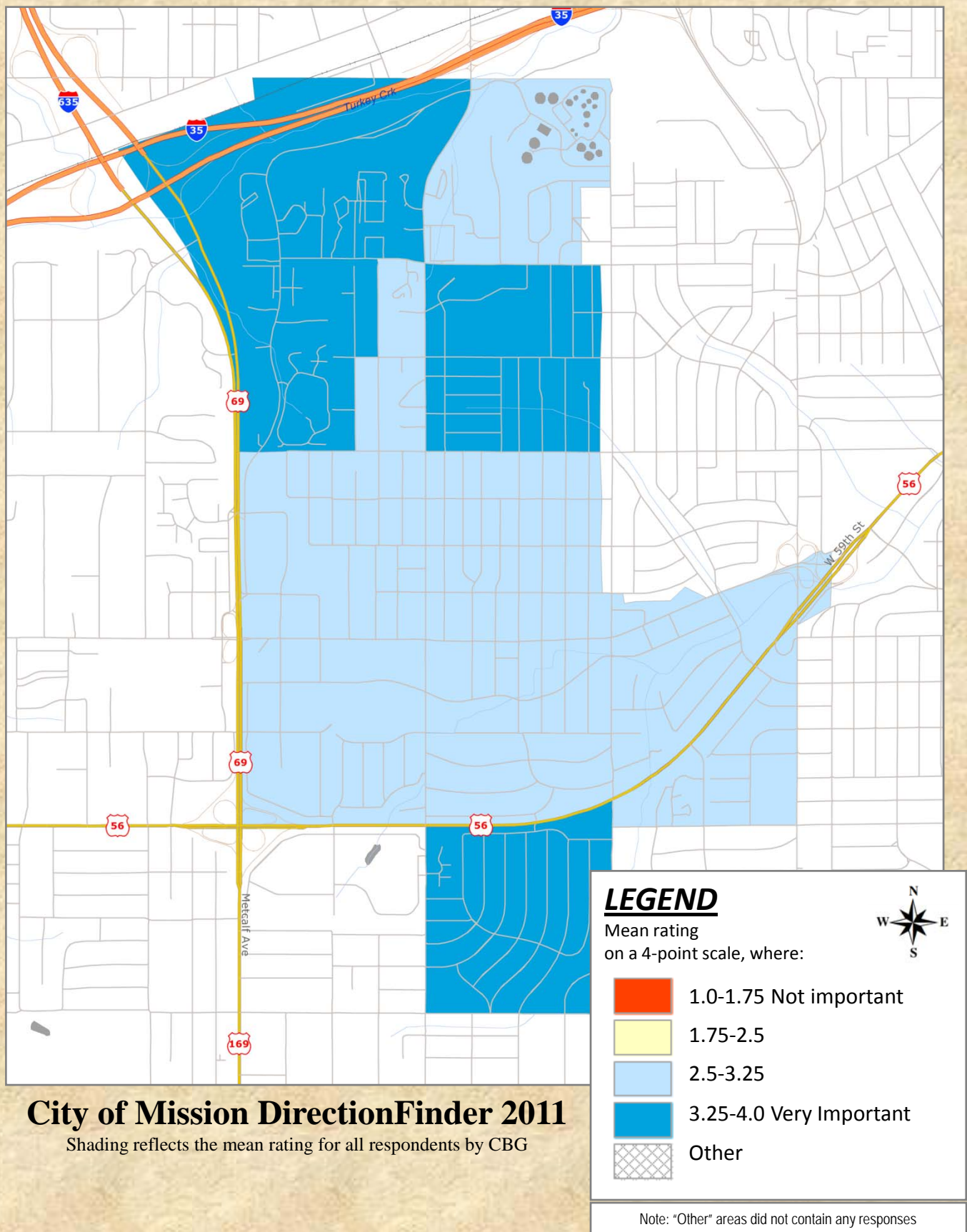
Q23e Businesses that support the arts, like art galleries.



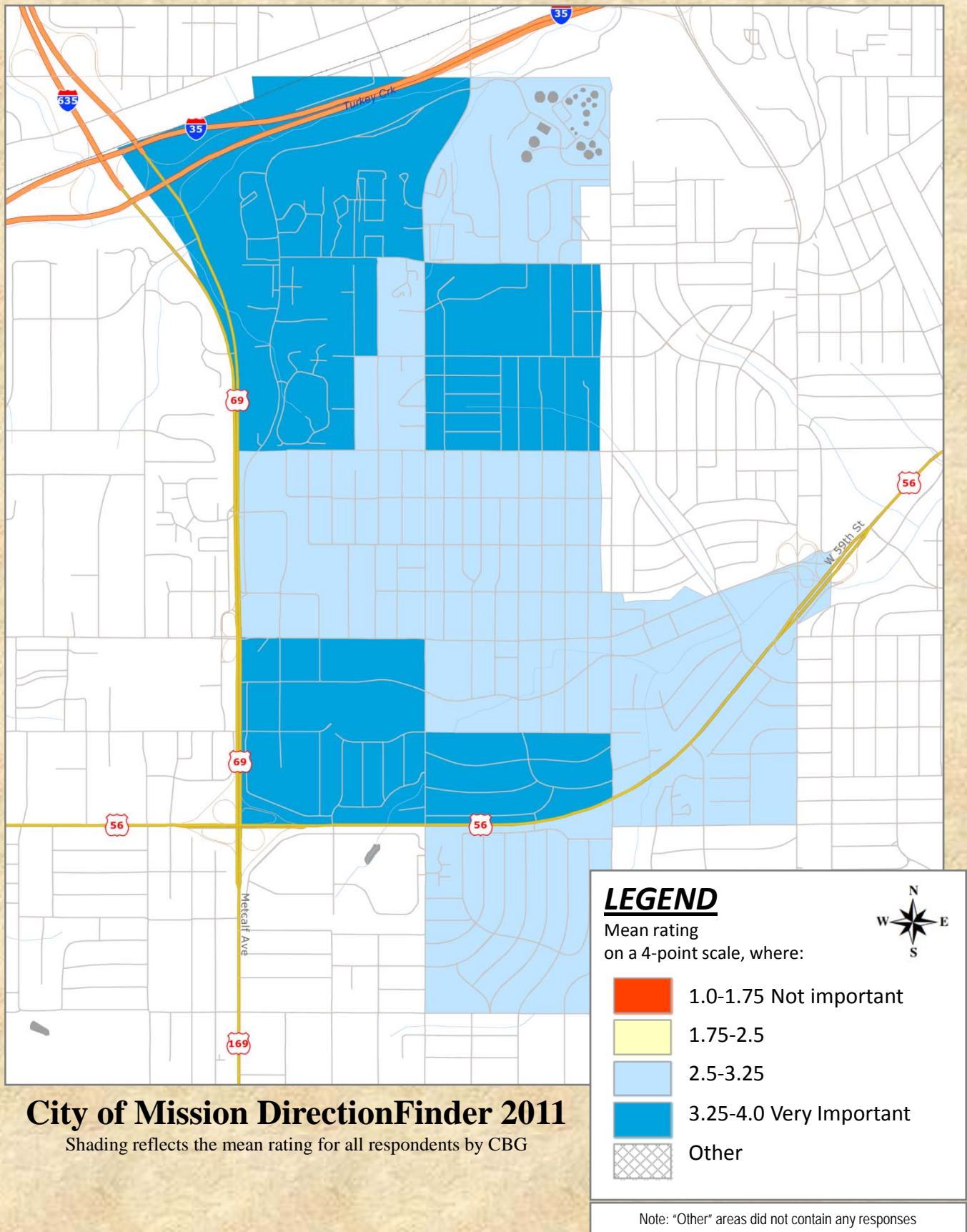
Q23f Movies in a refurbishes theater.



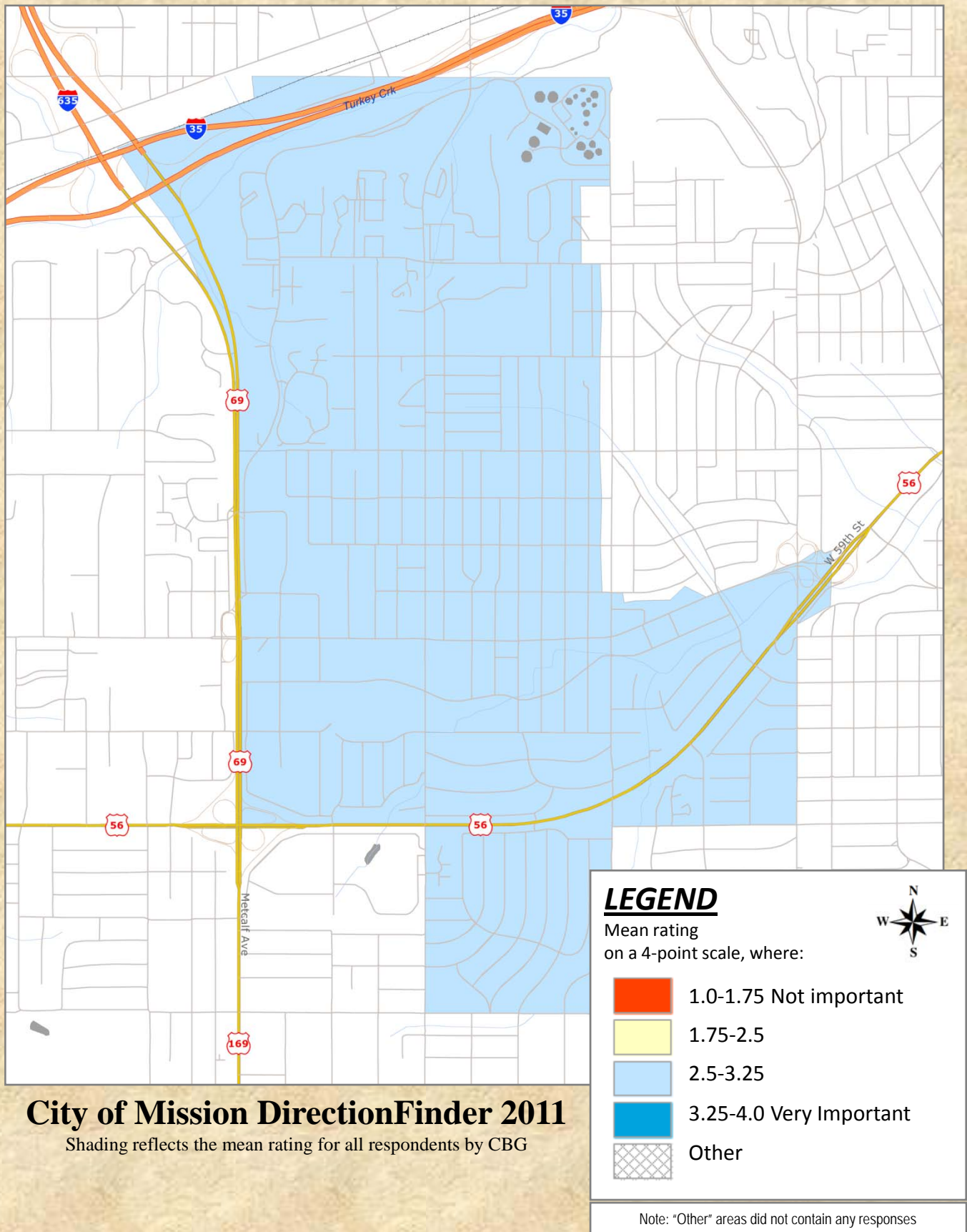
Q23g Gathering areas for friends and families like cafes and small park areas.



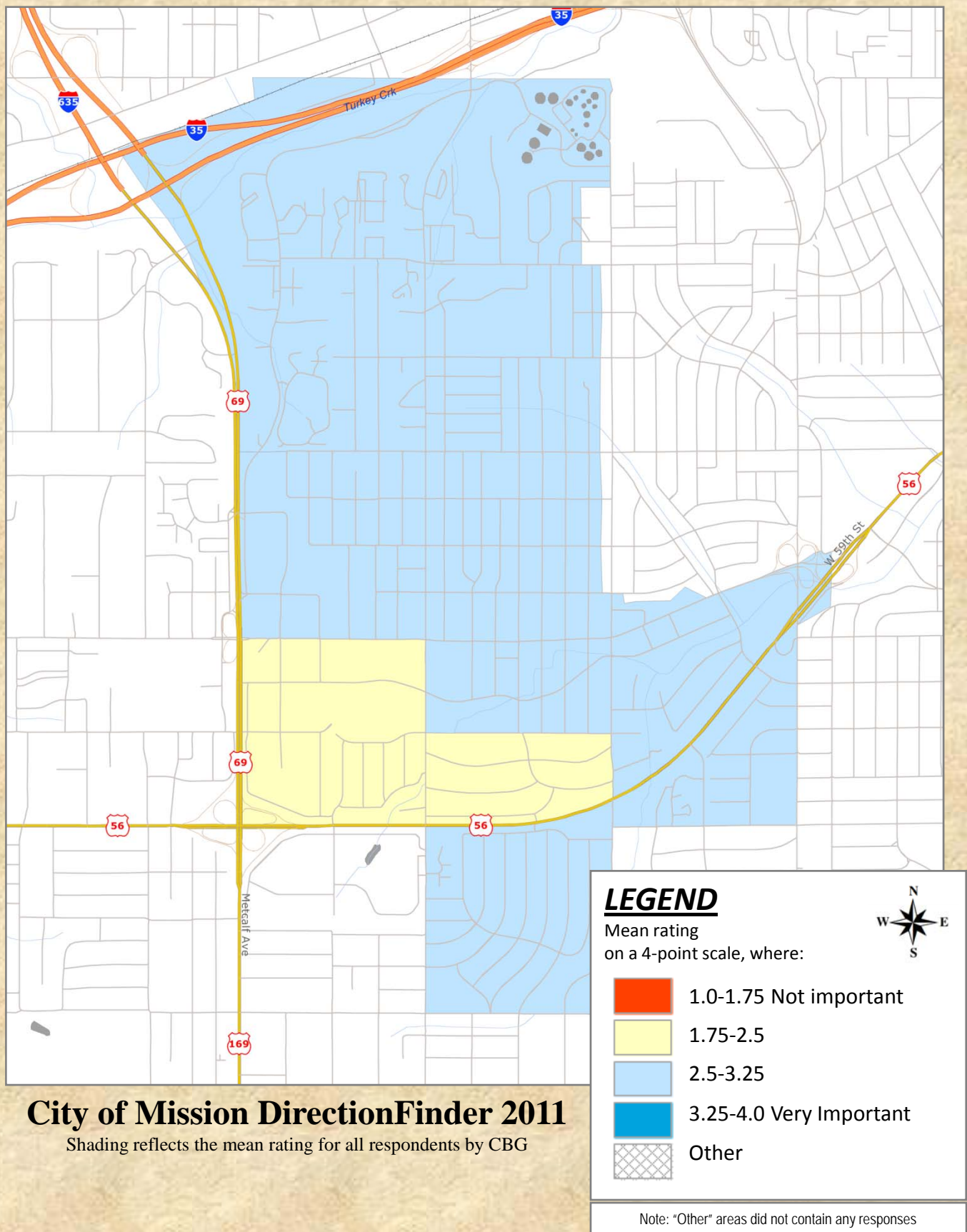
Q23h A City Market area.



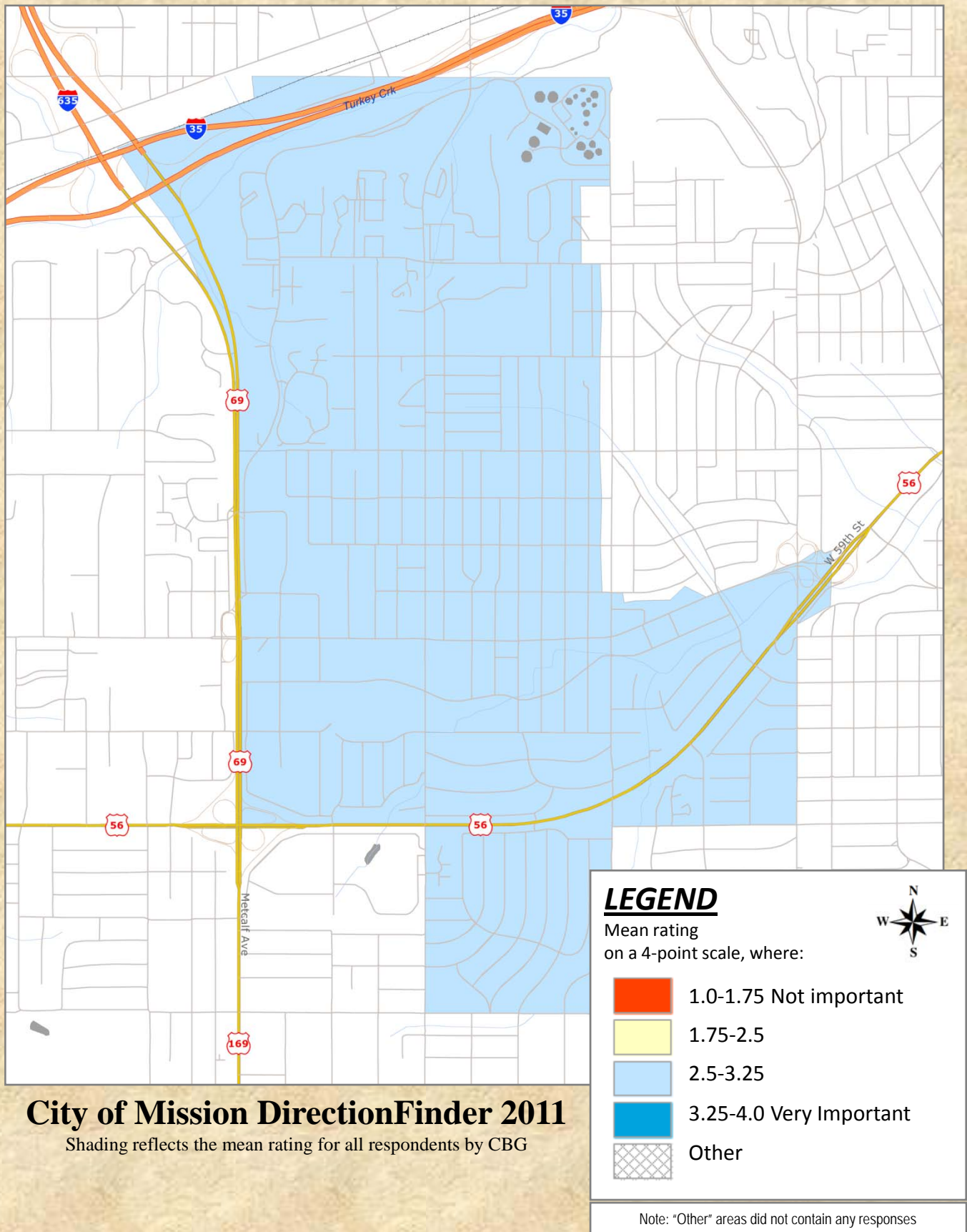
Q23i A connection to the existing walking and biking trails for neighborhood connectivity.



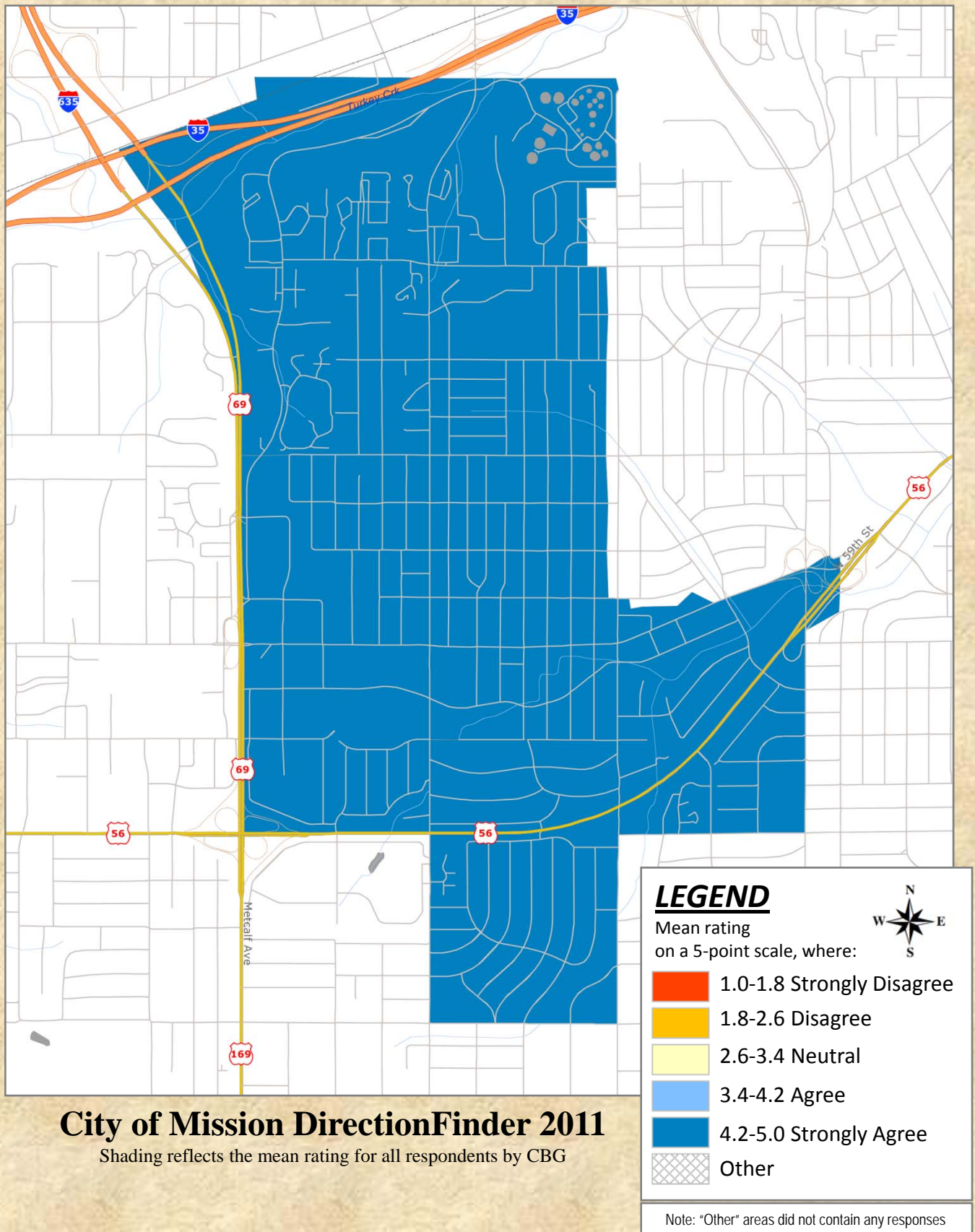
Q23j Housing selections in the surrounding area that include lofts and single family options.



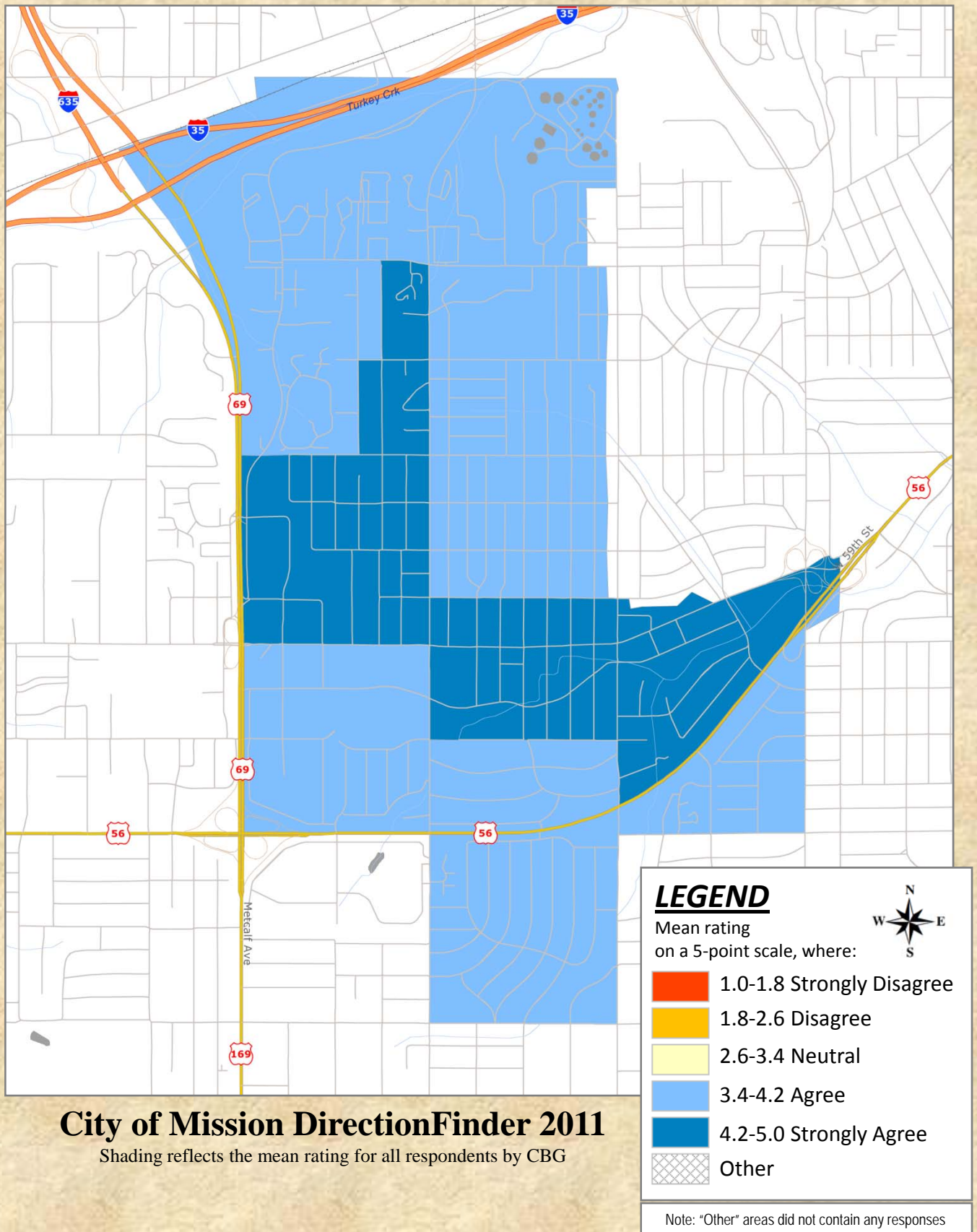
Q23k Green enhancements that support storm water management.



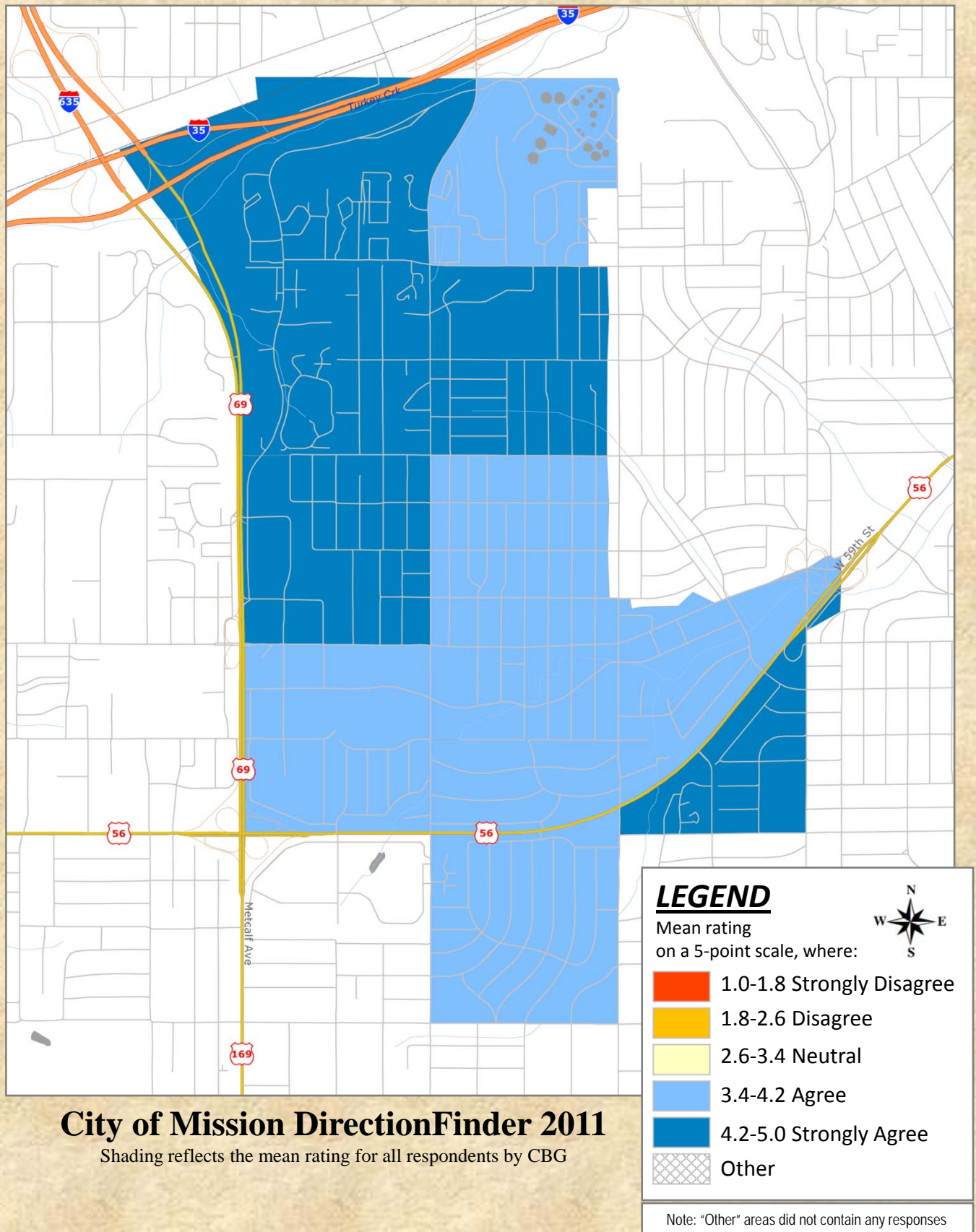
Q25a A vibrant downtown would give a positive reflection of Mission.



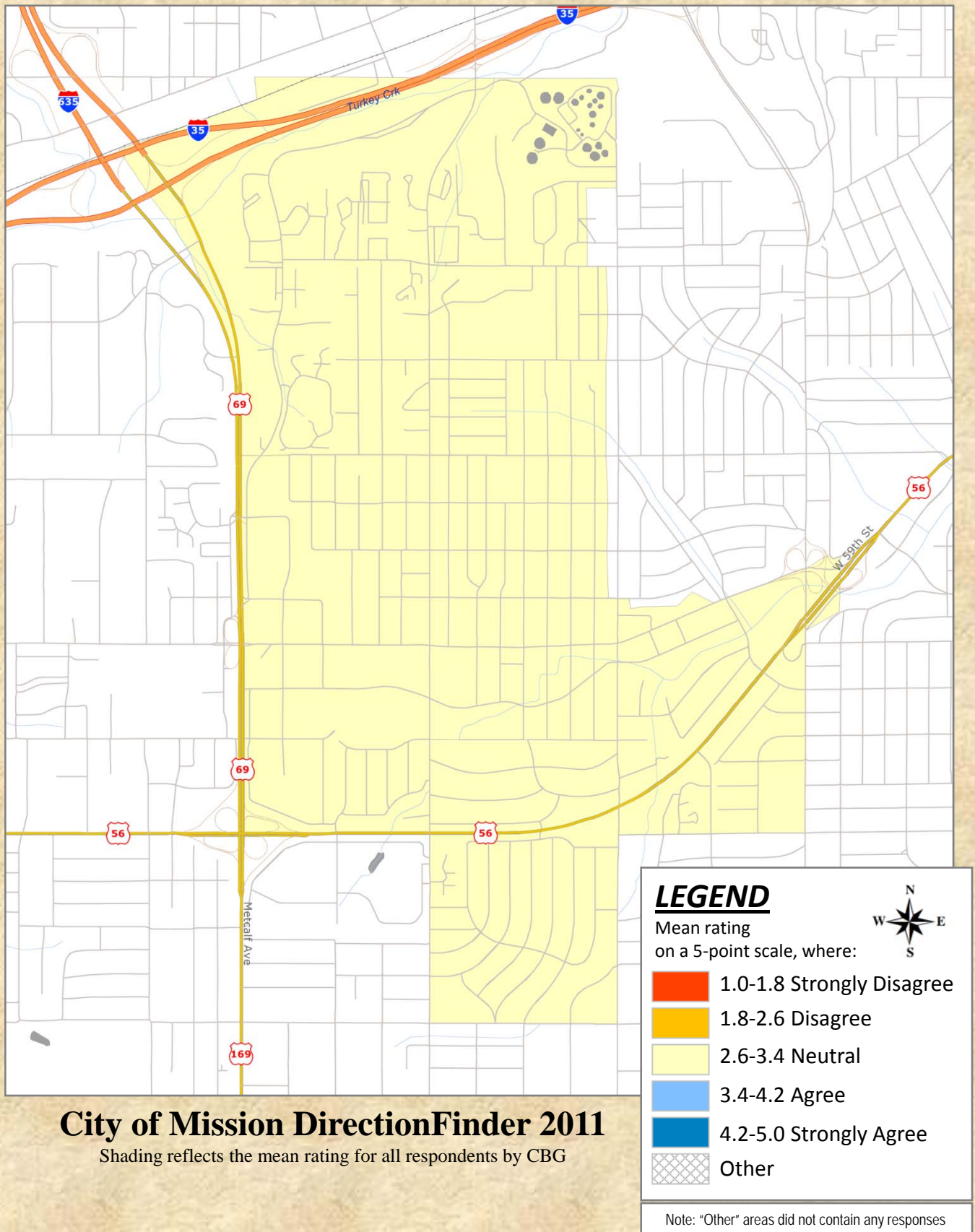
Q25b Downtown is important to my quality of life in Mission.



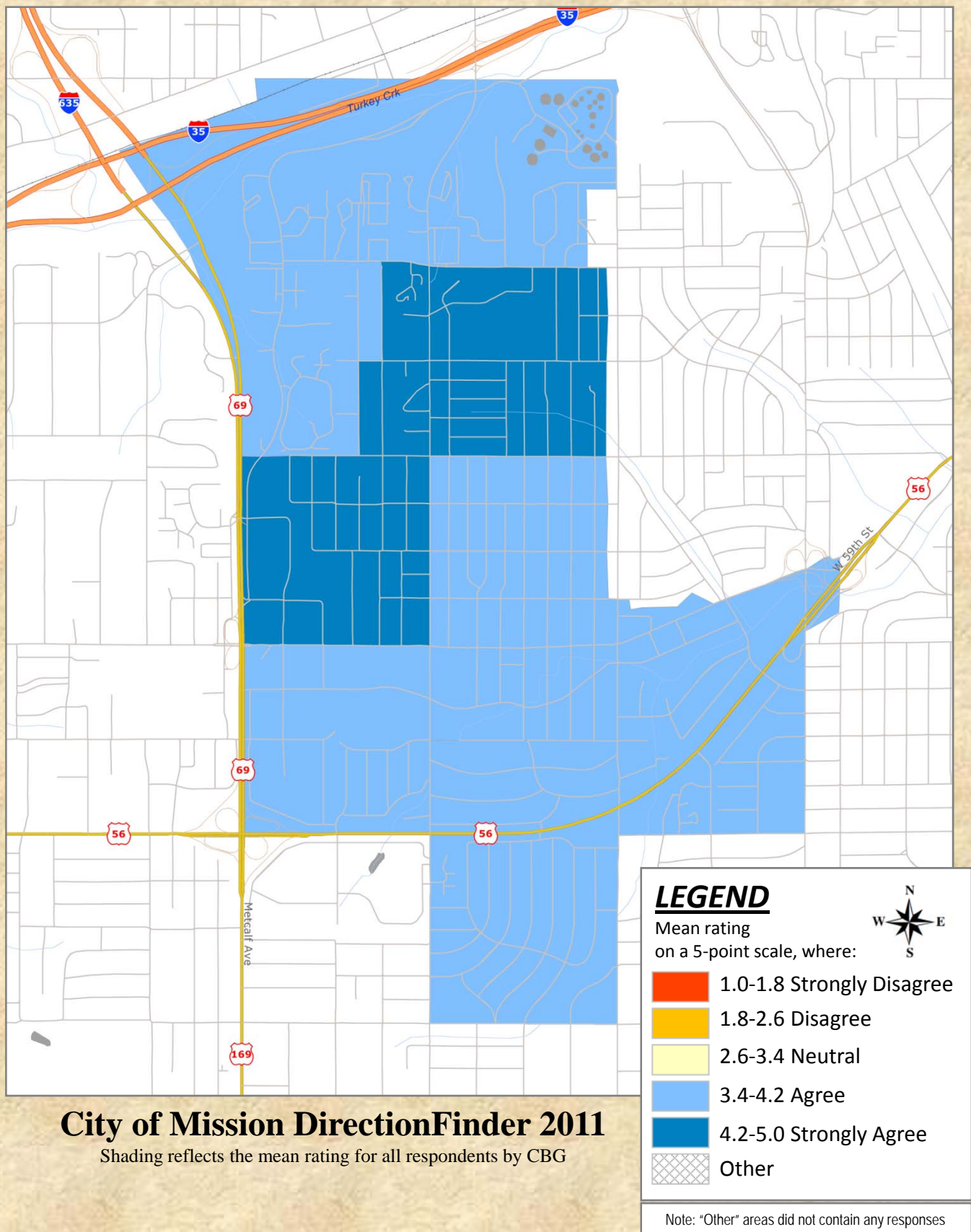
Q25c I prefer to live in a community that has a vibrant downtown.



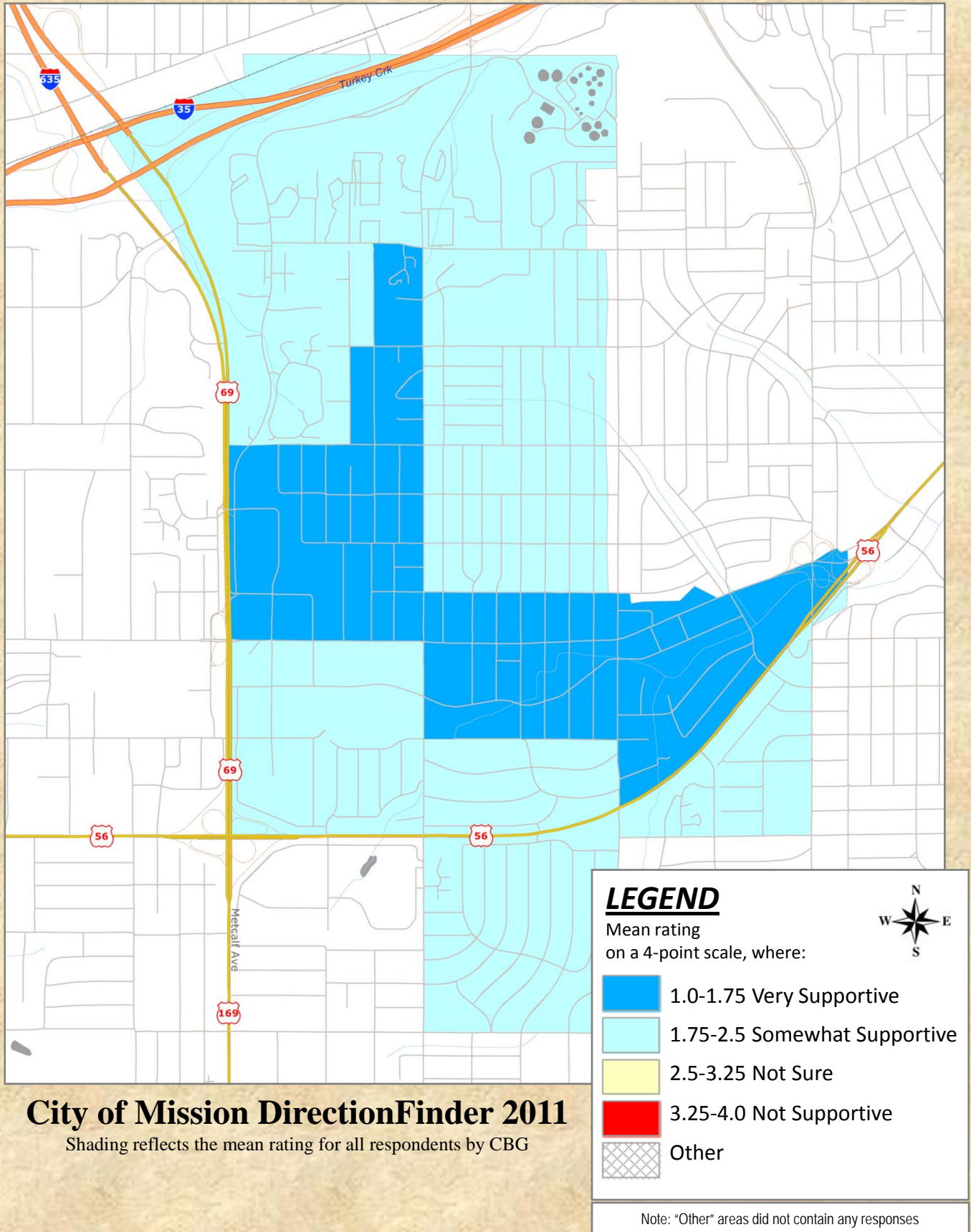
Q25d Downtown Mission is a destination for the metro.



Q25e I support more redevelopment and investment in our downtown.



Q26 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?



City of Mission DirectionFinder 2011

Shading reflects the mean rating for all respondents by CBG

Section 3:

Benchmarking Data

DirectionFinder® Survey

Year 2011 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 210 cities and counties in 43 states. This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute in the Spring of 2011 to a random sample of 3,926 residents in the continental United States (2) a regional survey that was administered by ETC Institute in the Spring of 2011 to a random sample of 456 residents in Kansas and Missouri communities and (3) surveys that have been administered by ETC Institute in 32 communities in the Kansas City metro area between January 2008 and May 2011. The Kansas and Missouri communities represented in this report include:

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

National Benchmarks. The first set of charts on the following pages show how the overall results for Mission compare to the national average and the Kansas/Missouri average. These are based on the results of the survey that was administered by ETC Institute to a random sample of 3,926 U.S. residents and to 456 residents in Kansas and Missouri communities.

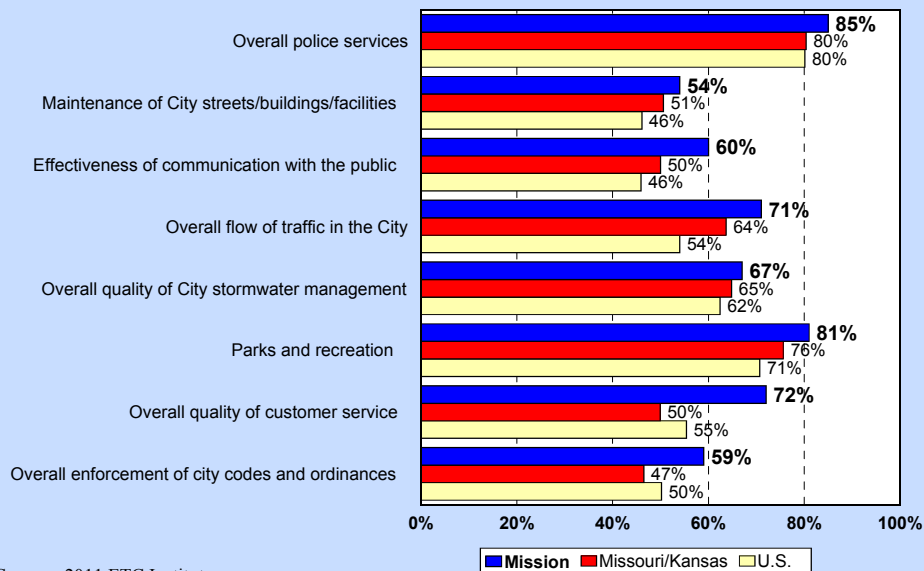
Kansas/Missouri Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 32 communities, listed above, for more than 40 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction in the Kansas and Missouri communities. 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 states of Kansas and Missouri where the DirectionFinder® survey has been administered.

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Gardner is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services Mission vs. Missouri/Kansas vs. the U.S

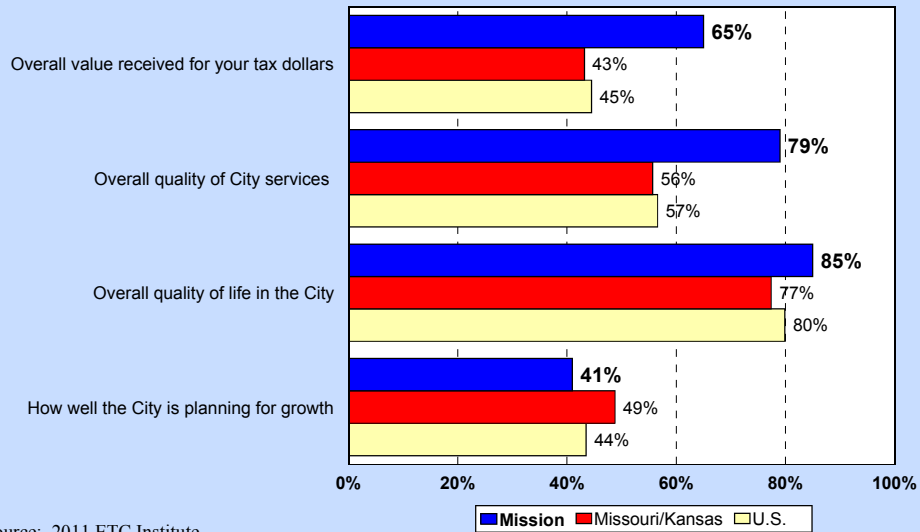
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Issues that Influence Perceptions of the City

Mission vs. Missouri/Kansas vs. the U.S

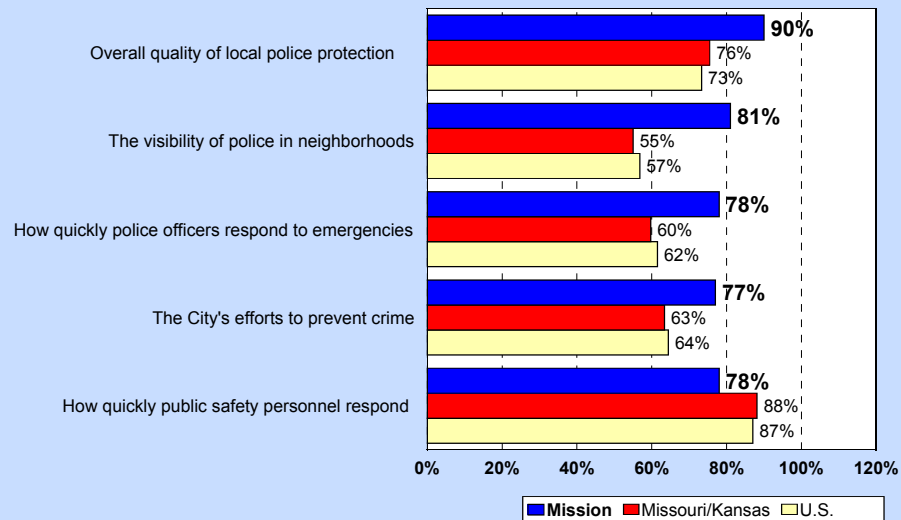
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Public Safety

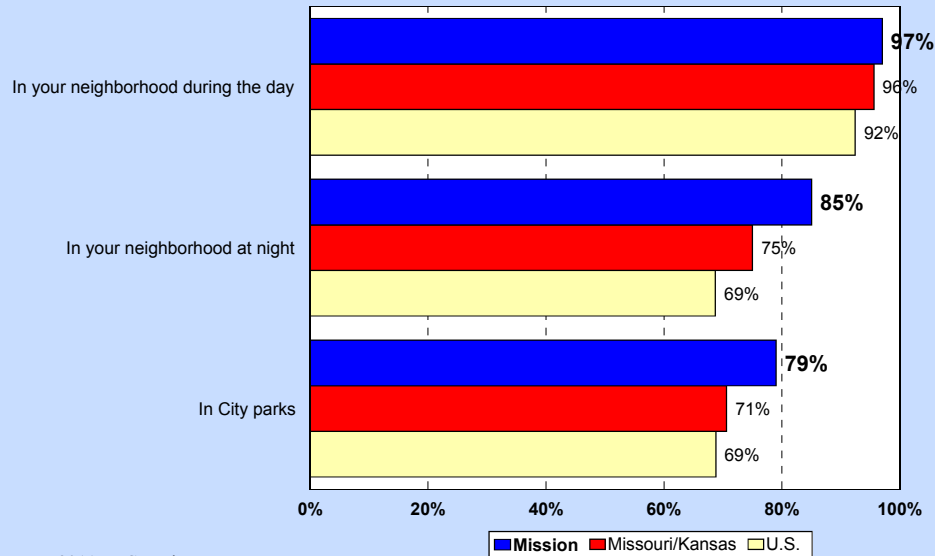
Mission vs. Missouri/Kansas vs. the U.S

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



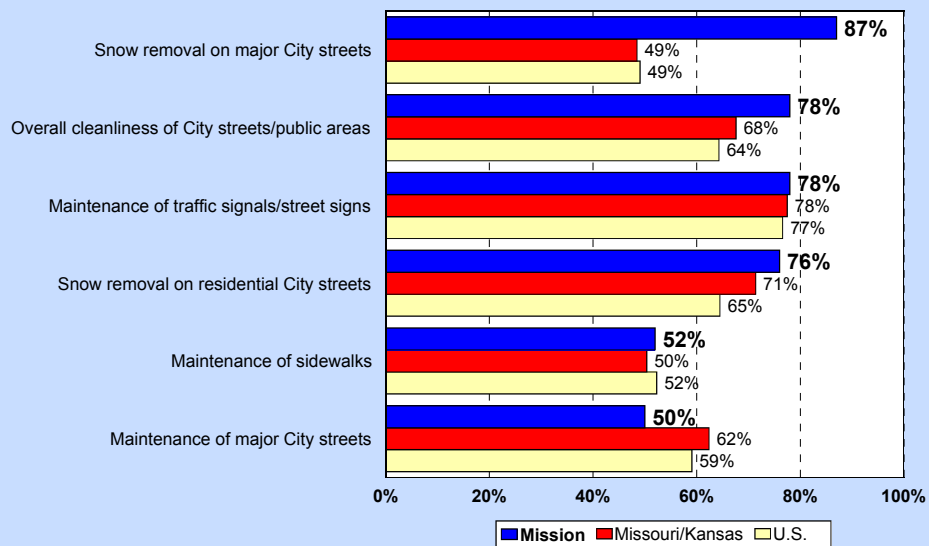
How Safe Residents Feel in Their Community Mission vs. Missouri/Kansas vs. the U.S

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



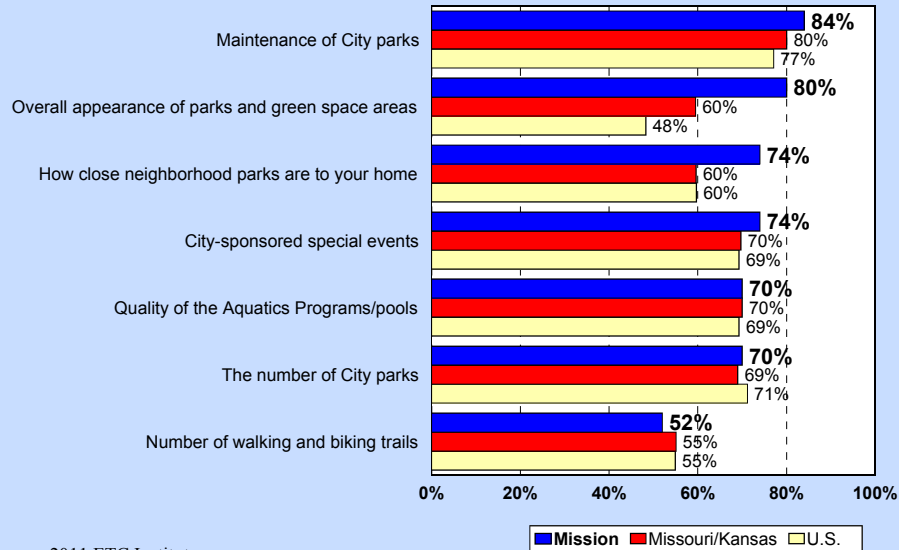
Overall Satisfaction with City Maintenance Mission vs. Missouri/Kansas vs. the U.S

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



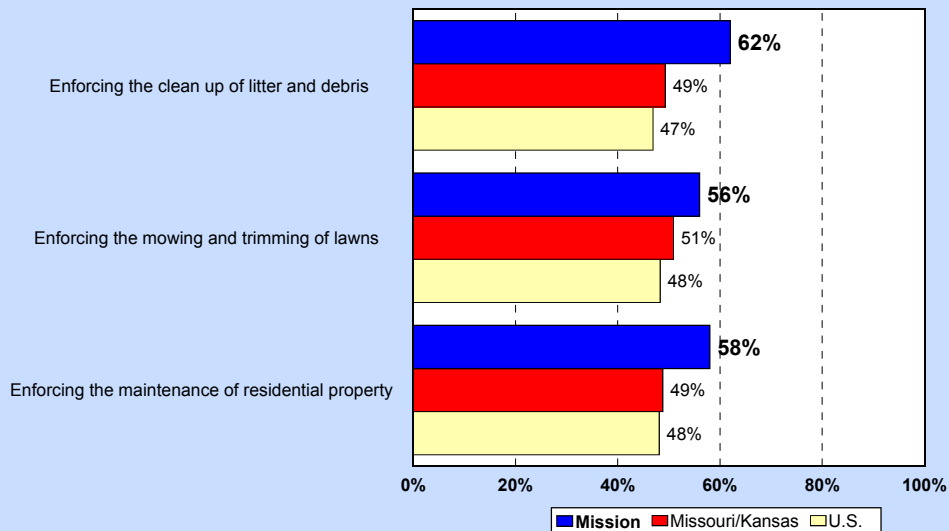
Overall Satisfaction with Parks and Recreation Mission vs. Missouri/Kansas vs. the U.S

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



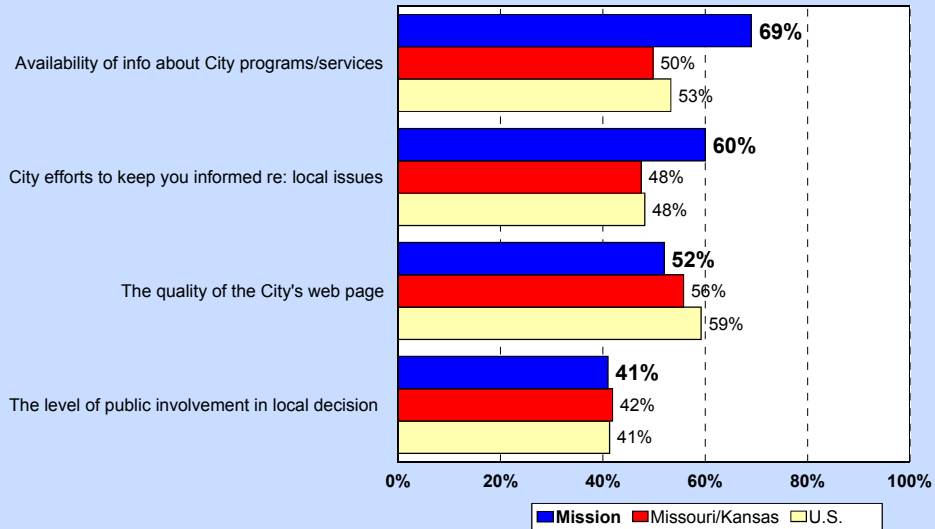
Overall Satisfaction with Code Enforcement Mission vs. Missouri/Kansas vs. the U.S

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



Overall Satisfaction with Communication Mission vs. Missouri/Kansas vs. the U.S

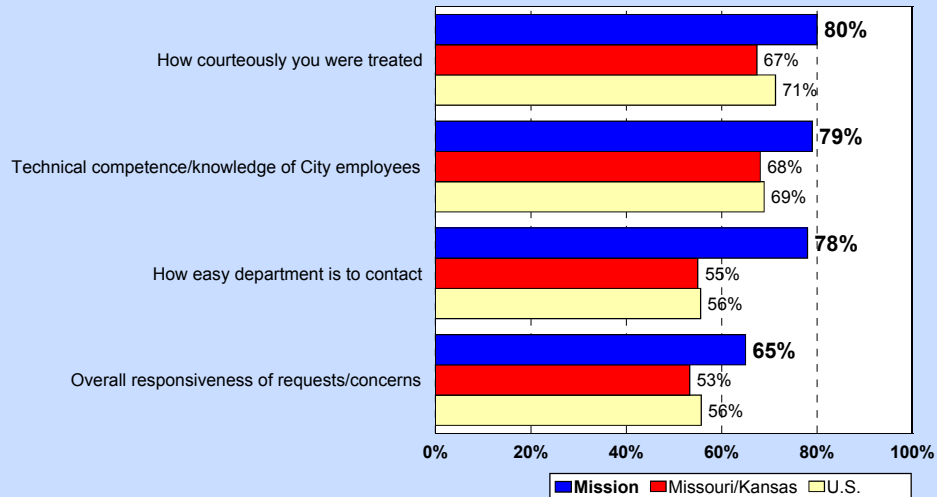
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 ETC Institute

Overall Satisfaction with Customer Service Mission vs. Missouri/Kansas vs. the U.S

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



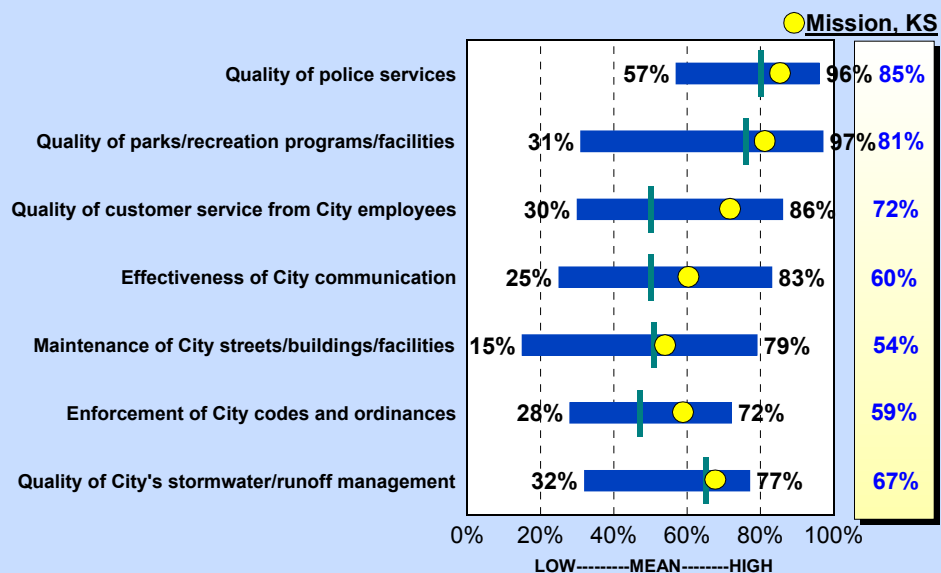
Source: 2011 ETC Institute

Metropolitan Kansas City Area Benchmarks

Source: ETC Institute DirectionFinder (2011)

Overall Satisfaction With City Services Provided by Cities in the Kansas City Area in **2011**

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

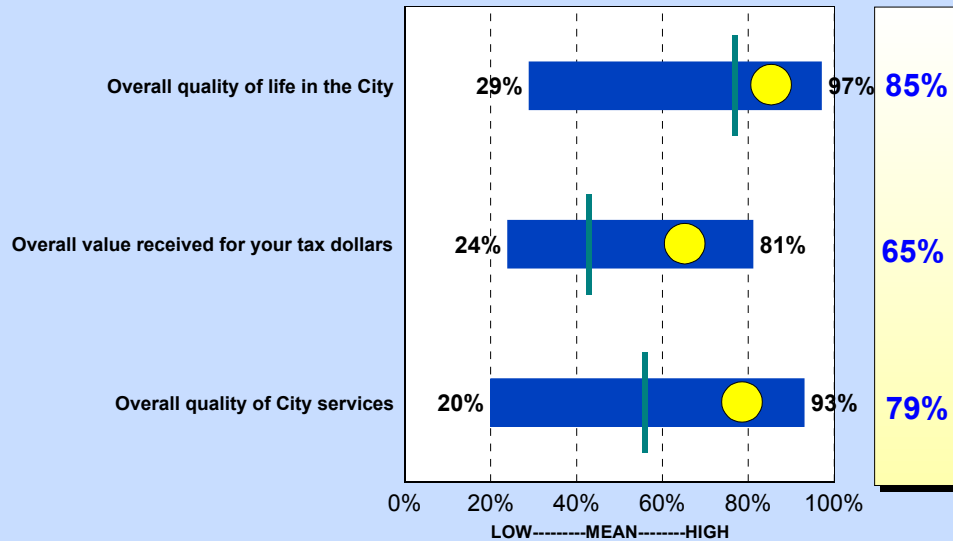


Source: ETC Institute DirectionFinder (2011)

Perceptions that Kansas City Area Residents Have of the City in Which They Live in **2011**

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

● **Mission, KS**

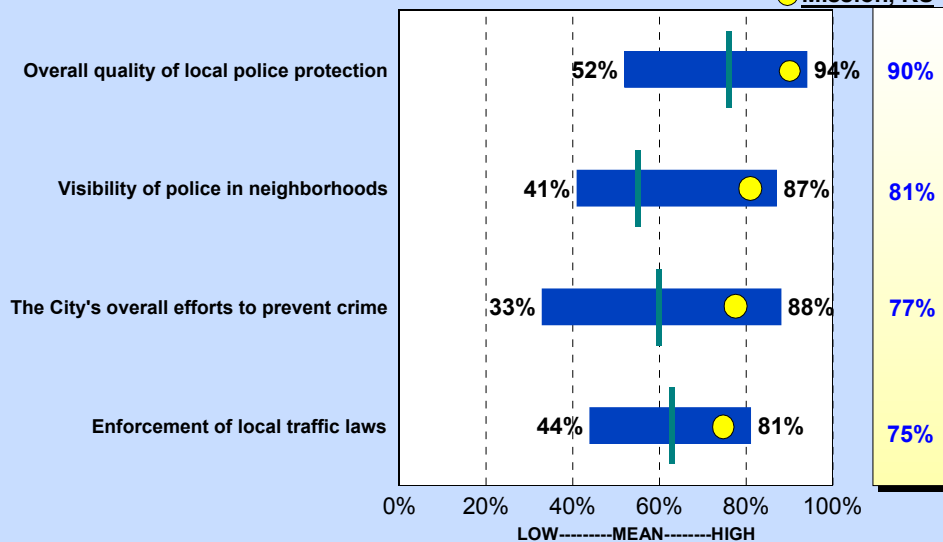


Source: ETC Institute DirectionFinder (2011)

Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in **2011**

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

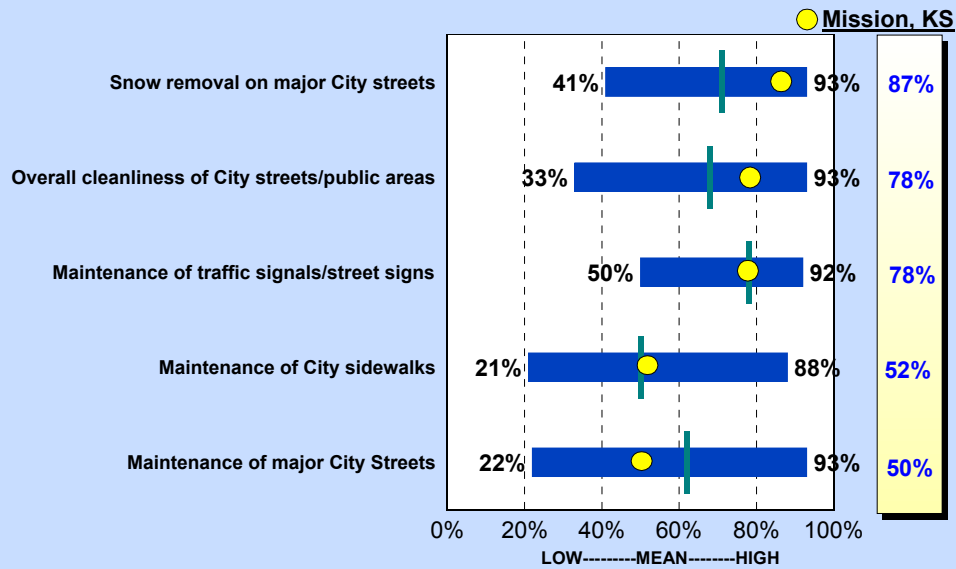
● **Mission, KS**



Source: ETC Institute DirectionFinder (2011)

Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in **2011**

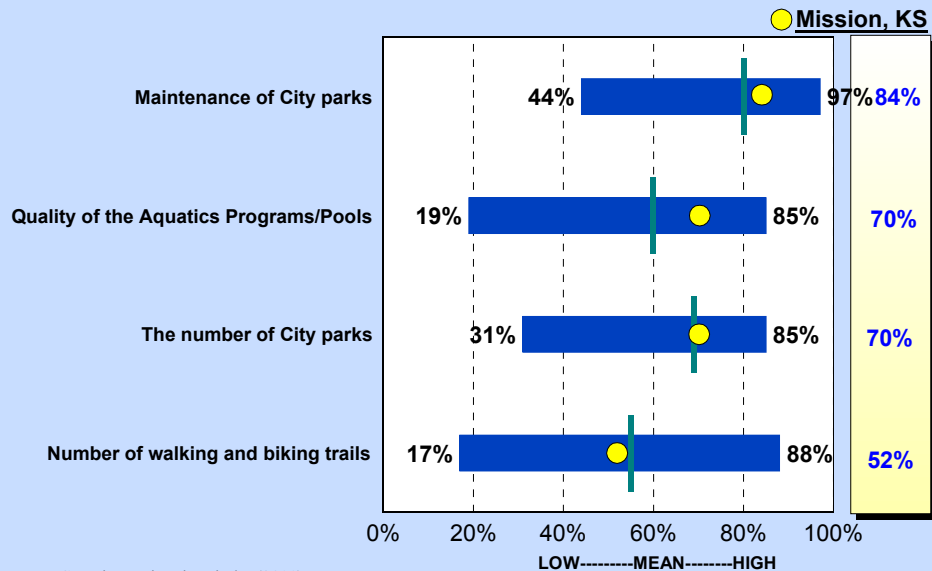
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2011)

Satisfaction with Parks and Recreation Facilities/Services Provided by Cities in the Kansas City Area in **2011**

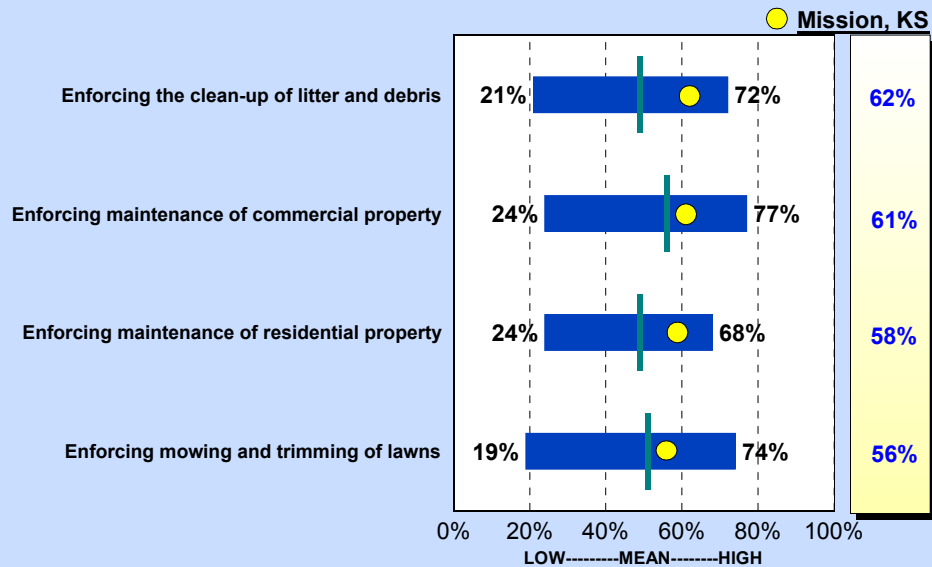
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2011)

Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area in **2011**

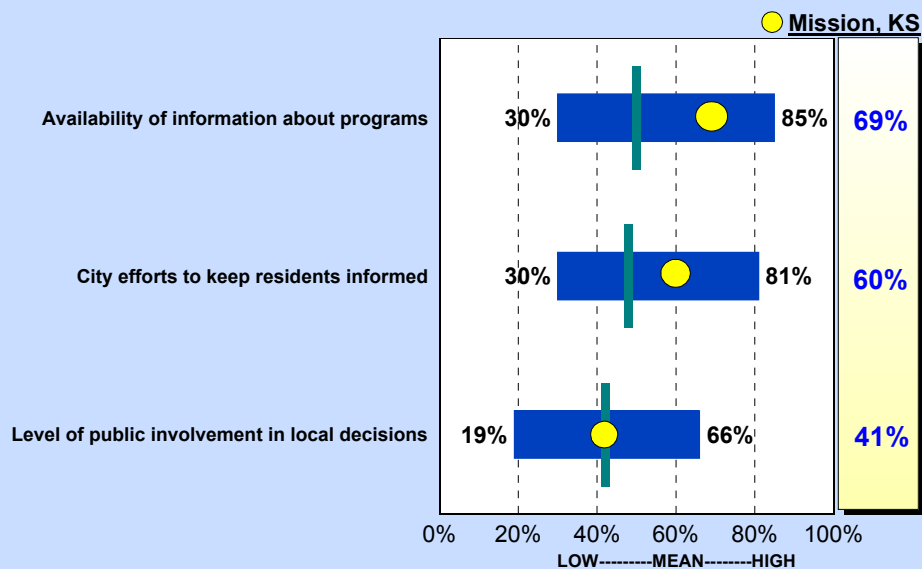
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2011)

Satisfaction with Various Aspects of City Communications in **2011**

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



Source: ETC Institute DirectionFinder (2011)

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 know" responses). "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. Seventeen percent (17%) ranked "Quality of City parks and recreation programs and facilities" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Quality of City parks and recreation programs and facilities” was ranked second overall with 81% rating “Quality of City parks and recreation programs and facilities” as a “4” or a “5” on a 5-point scale excluding “Don’t know” responses. The I-S rating for “Quality of City parks and recreation programs and facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 17% was multiplied by 19% ($1 - 0.81$). This calculation yielded an I-S rating of 0.0323, which was ranked eighth 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% indicate 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 Matrix Analysis.

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

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

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

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

Importance Satisfaction Rating

City of Mission

OVERALL

Category of Service	Most important %	Most important Rank	Satisfaction %	Satisfaction Rank	Importance Satisfaction Rating	S Rating Rank
<u>Very High Priority (IS >.20)</u>						
City's planning efforts to promote redevelopment	52%	2	45%	10	0.2860	1
Maintenance of City streets/buildings/facilities	55%	1	54%	9	0.2530	2
<u>High Priority (IS .10-.20)</u>						
<u>Medium Priority (IS <.10)</u>						
Effectiveness of City communication	23%	5	60%	7	0.0920	3
Enforcement of City codes and Ordinances	17%	7	59%	8	0.0697	4
Overall Flow of traffic & congestion management	24%	4	71%	5	0.0696	5
Quality and livability of City's neighborhoods	27%	3	80%	3	0.0540	6
Quality of City's stormwater/runoff management	12%	9	67%	6	0.0396	7
Quality of parks/recreation programs/facilities	17%	6	81%	2	0.0323	8
Quality of police services	15%	8	85%	1	0.0225	9
Quality of customer service from city employees	7%	10	72%	4	0.0196	10

Medium Priority (IS <.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.

Importance Satisfaction Rating

City of Mission

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance Satisfaction Rating	S Rating Rank
<u>High Priority (IS .10-.20)</u>						
The City's efforts to prevent crime	60%	1	77%	4	0.1380	1
<u>Medium Priority (IS <.10)</u>						
How quickly police officers respond to emergencies	39%	4	78%	3	0.0858	2
The visibility of police in neighborhoods	45%	2	81%	2	0.0855	3
Enforcement of local traffic laws	23%	5	75%	5	0.0575	4
Overall quality of local police protection	45%	3	90%	1	0.0450	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 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 Services

Category of Service	Most important %	Most important Rank	Satisfaction %	Satisfaction Rank	Importance Satisfaction Rating	S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets	66%	1	50%	6	0.3300	1
Maintenance of sidewalks	43%	2	52%	5	0.2064	2
<u>High Priority (IS .10-.20)</u>						
<u>Medium Priority (IS <.10)</u>						
Snow removal on neighborhood streets	36%	3	76%	4	0.0864	3
Overall cleanliness of City streets/public areas	32%	4	78%	2	0.0704	4
Maintenance of street signs/traffic signals	21%	6	78%	3	0.0462	5
Snow removal on major City streets	27%	5	87%	1	0.0351	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	S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Number of walking and biking trails	46%	1	52%	8	0.2208	1
<u>High Priority (IS .10-.20)</u>						
<u>Medium Priority (IS <.10)</u>						
City-sponsored special events	26%	4	74%	5	0.0676	2
Overall appearance of parks and green space are	31%	3	80%	3	0.0620	3
Quality of the Aquatics Programs/Pools	20%	7	70%	6	0.0600	4
Number of City parks	20%	6	70%	7	0.0600	5
Maintenance of City parks	35%	2	84%	2	0.0560	6
Quality of the Community Center	21%	5	88%	1	0.0252	7
How close neighborhood parks are to your home	9%	8	74%	4	0.0234	8

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

Most Important %:

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

Satisfaction %:

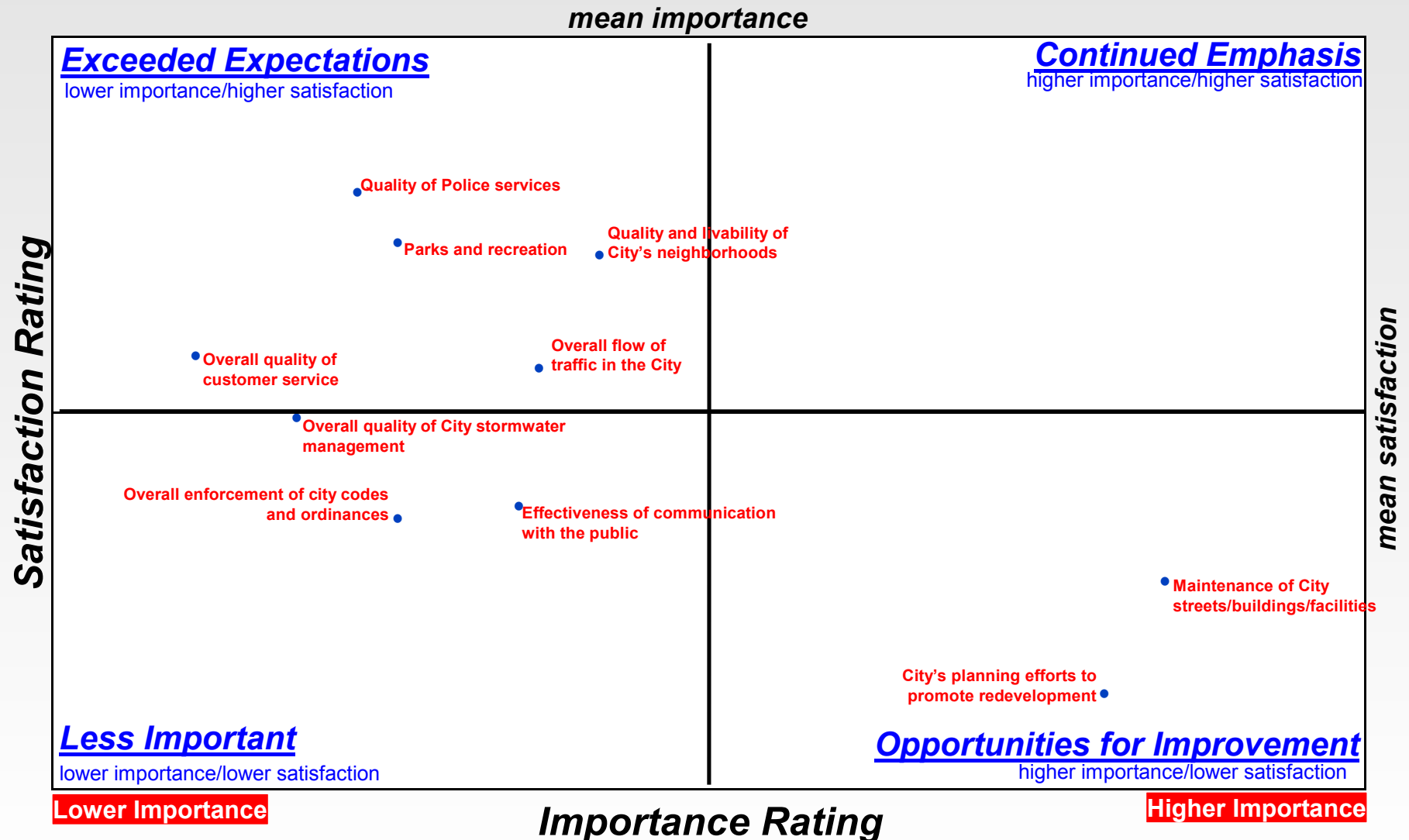
The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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2011 City of Mission DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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



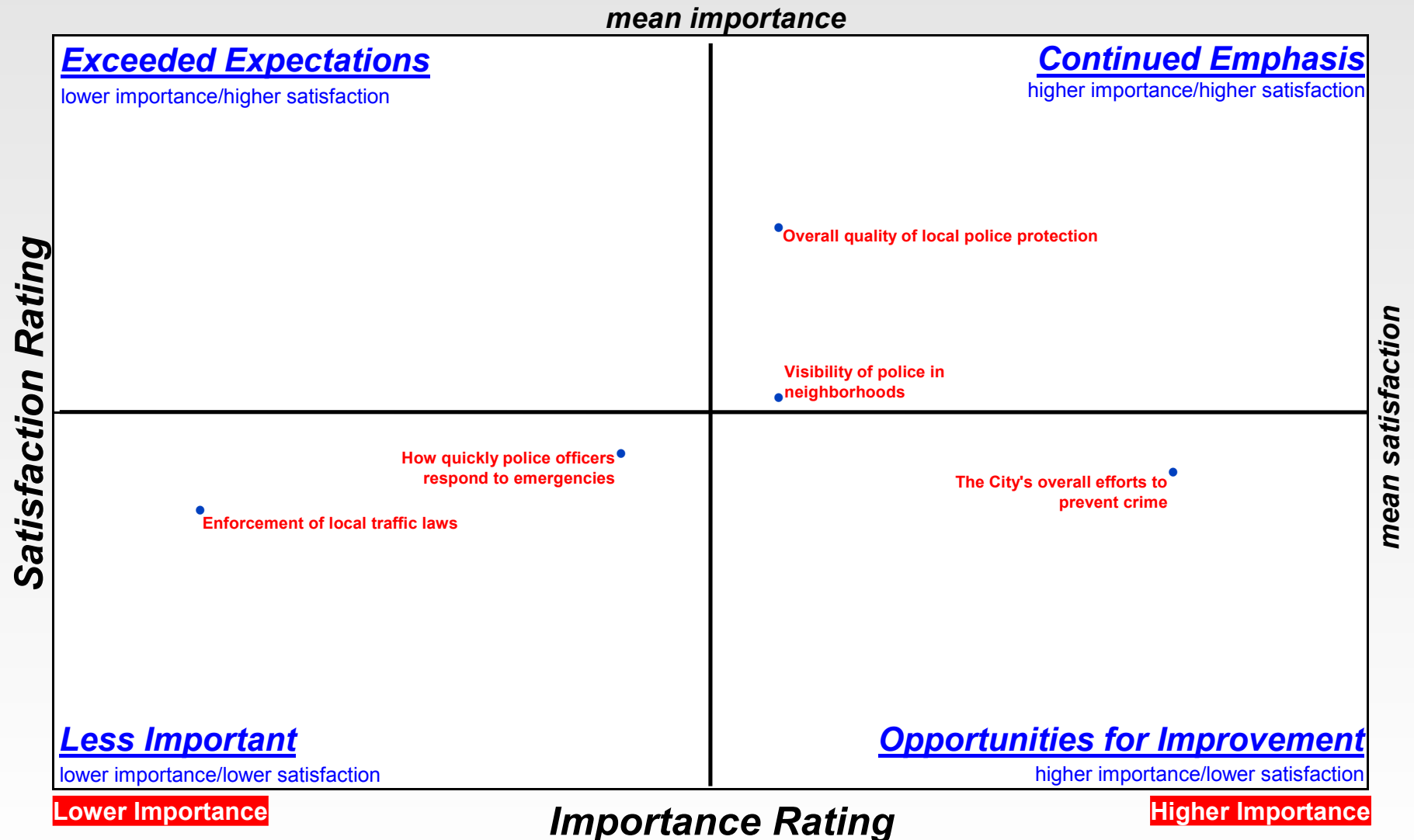
Source: ETC Institute (2011)

Importance-Satisfaction Analysis

2011 City of Mission DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety-

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



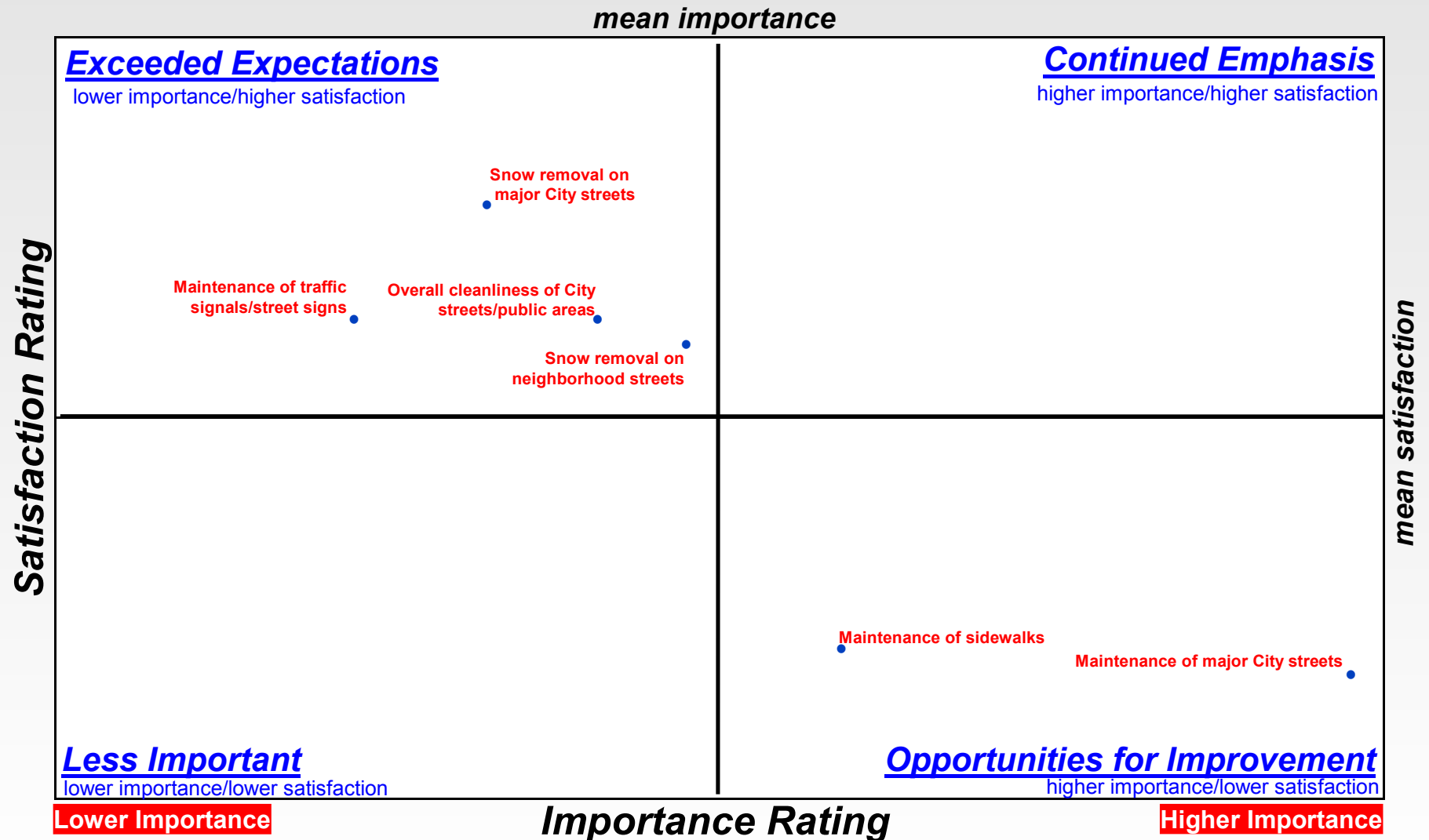
Source: ETC Institute (2011)

Importance-Satisfaction Analysis

2011 City of Mission DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

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



Source: ETC Institute (2011)

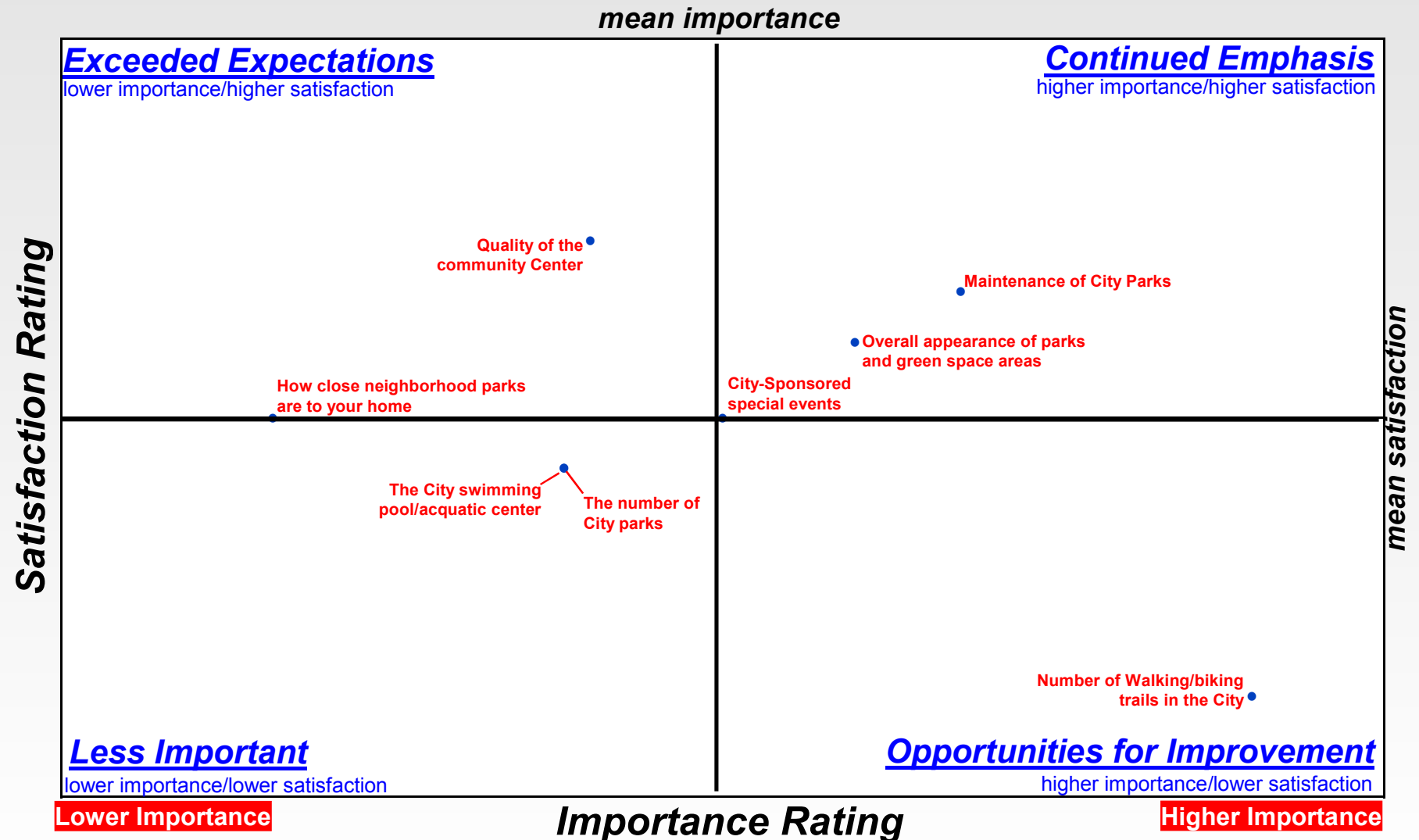
Importance-Satisfaction Analysis

Page 10

2011 City of Mission DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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



Source: ETC Institute (2011)

Importance-Satisfaction Analysis

Section 5:
Tabular Data
Survey Instrument

2011 Mission, Kansas DirectionFinder® Survey Results

Q1 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=430)

	Poor	Below Average	Neutral	Good	Excellent	No Opinion
Q1a As a place to live	0.2%	0.2%	7.9%	51.4%	38.8%	1.4%
Q1b As a place to rear children	0.0%	1.9%	8.1%	41.2%	30.5%	18.4%
Q1c As a place to work	2.3%	6.3%	18.8%	25.1%	13.5%	34.0%
Q1d As a place where you would buy your next home	5.6%	7.2%	20.5%	32.1%	27.7%	7.0%
Q1e As a place to retire	4.9%	7.4%	17.4%	30.5%	27.4%	12.3%
Q1f As a place to do business	6.3%	7.7%	18.4%	34.9%	20.9%	11.9%

WITHOUT NO OPINION

Q1 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: (Without No Opinion)

(N=430)

	Poor	Below Average	Neutral	Good	Excellent
Q1a As a place to live	0.2%	0.2%	8.0%	52.1%	39.4%
Q1b As a place to rear children	0.0%	2.3%	10.0%	50.4%	37.3%
Q1c As a place to work	3.5%	9.5%	28.5%	38.0%	20.4%
Q1d As a place where you would buy your next home	6.0%	7.8%	22.0%	34.5%	29.8%
Q1e As a place to retire	5.6%	8.5%	19.9%	34.7%	31.3%
Q1f As a place to do business	7.1%	8.7%	20.8%	39.6%	23.7%

2011 Mission, Kansas DirectionFinder® Survey Results

Q2 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=430)

	Poor	Below Average	Neutral	Good	Excellent	No Opinion
Q2a Overall quality of services provided by the City of Mission	1.4%	4.9%	14.4%	49.5%	27.2%	2.6%
Q2b Overall value that you receive for your City tax dollars and fees	4.0%	5.6%	22.1%	42.1%	17.7%	8.6%
Q2c Overall quality of life in the City	0.7%	2.3%	11.9%	52.8%	29.8%	2.6%
Q2d How well the City is communicating redevelopment activity to the public	9.5%	12.3%	24.9%	30.9%	16.0%	6.3%
Q2e How well the City is planning for redevelopment activities	9.5%	13.3%	27.9%	24.7%	11.6%	13.0%
Q2f Overall feeling of safety in the City	0.5%	4.0%	7.9%	50.9%	35.8%	0.9%
Q2g Overall condition of housing in your neighborhood	0.7%	5.8%	21.9%	50.5%	20.2%	0.9%
Q2h Overall quality of businesses in the City	1.9%	9.1%	25.6%	45.6%	15.1%	2.8%

2011 Mission, Kansas DirectionFinder® Survey Results

WITHOUT NO OPINION

Q2 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." (Without No Opinion)

(N=430)

	Poor	Below Average	Neutral	Good	Excellent
Q2a Overall quality of services provided by the City of Mission	1.4%	5.0%	14.8%	50.8%	27.9%
Q2b Overall value that you receive for your City tax dollars and fees	4.3%	6.1%	24.2%	46.1%	19.3%
Q2c Overall quality of life in the City	0.7%	2.4%	12.2%	54.2%	30.5%
Q2d How well the City is communicating redevelopment activity to the public	10.2%	13.2%	26.6%	33.0%	17.1%
Q2e How well the City is planning for redevelopment activities	11.0%	15.2%	32.1%	28.3%	13.4%
Q2f Overall feeling of safety in the City	0.5%	4.0%	8.0%	51.4%	36.2%
Q2g Overall condition of housing in your neighborhood	0.7%	5.9%	22.1%	50.9%	20.4%
Q2h Overall quality of businesses in the City	1.9%	9.3%	26.3%	46.9%	15.6%

2011 Mission, Kansas DirectionFinder® Survey Results

Q3 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=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	No Opinion
Q3a Quality of police services	0.9%	4.0%	9.3%	45.1%	35.6%	5.1%
Q3b Quality of City parks and recreation programs and facilities	0.5%	1.9%	15.3%	46.7%	30.7%	4.9%
Q3c Maintenance of City streets, buildings and facilities	7.2%	15.8%	22.8%	40.0%	13.0%	1.2%
Q3d Enforcement of City codes and Ordinances	2.3%	7.2%	24.7%	33.7%	14.7%	17.4%
Q3e Quality of customer service you receive from city employees	1.2%	4.0%	18.6%	35.1%	25.1%	16.0%
Q3f Effectiveness of City communication with the public	4.9%	9.1%	23.0%	35.6%	20.0%	7.4%
Q3g Quality of the City's stormwater runoff/stormwater management system	1.9%	4.0%	22.6%	39.5%	19.3%	12.8%
Q3h Flow of traffic and congestion management in Mission	2.8%	10.0%	15.8%	48.8%	20.5%	2.1%
Q3i Quality of City's planning efforts to promote redevelopment	7.9%	10.0%	29.3%	27.7%	11.4%	13.7%
Q3j Quality and livability of City's neighborhoods	0.7%	1.9%	17.7%	51.4%	26.3%	2.1%

2011 Mission, Kansas DirectionFinder® Survey Results

WITHOUT NO OPINION

Q3 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."
(Without No Opinion)

(N=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Q3a Quality of police services	1.0%	4.2%	9.8%	47.5%	37.5%
Q3b Quality of City parks and recreation programs and facilities	0.5%	2.0%	16.1%	49.1%	32.3%
Q3c Maintenance of City streets, buildings and facilities	7.3%	16.0%	23.1%	40.5%	13.2%
Q3d Enforcement of City codes and Ordinances	2.8%	8.7%	29.9%	40.8%	17.7%
Q3e Quality of customer service you receive from city employees	1.4%	4.7%	22.2%	41.8%	29.9%
Q3f Effectiveness of City communication with the public	5.3%	9.8%	24.9%	38.4%	21.6%
Q3g Quality of the City's stormwater runoff/stormwater management system	2.1%	4.5%	25.9%	45.3%	22.1%
Q3h Flow of traffic and congestion management in Mission	2.9%	10.2%	16.2%	49.9%	20.9%
Q3i Quality of City's planning efforts to promote redevelopment	9.2%	11.6%	34.0%	32.1%	13.2%
Q3j Quality and livability of City's neighborhoods	0.7%	1.9%	18.1%	52.5%	26.8%

Q4 Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q4 First Priority	Number	Percent
A=Police services	30	7.0 %
B=Parks and recreation programs and facilities	10	2.3 %
C=Maintenance of City streets, buildings and facilities	123	28.6 %
D=Enforcement of City codes and Ordinances	20	4.7 %
E=Customer service you receive from city employees	4	0.9 %
F=City communication with the public	35	8.1 %
G=City's stormwater runoff/stormwater management	6	1.4 %
H=Flow of traffic and congestion management	19	4.4 %
I=City's planning efforts to promote redevelopment	120	27.9 %
J=Quality and livability of City's neighborhoods	27	6.3 %
Z=None Chosen	36	8.4 %
Total	430	100.0 %

Q4 Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q4 Second Priority	Number	Percent
A=Police services	16	3.7 %
B=Parks and recreation programs and facilities	35	8.1 %
C=Maintenance of City streets, buildings and facilities	73	17.0 %
D=Enforcement of City codes and Ordinances	27	6.3 %
E=Customer service you receive from city employees	9	2.1 %
F=City communication with the public	40	9.3 %
G=City's stormwater runoff/stormwater management	23	5.3 %
H=Flow of traffic and congestion management	46	10.7 %
I=City's planning efforts to promote redevelopment	55	12.8 %
J=Quality and livability of City's neighborhoods	33	7.7 %
Z=None Chosen	73	17.0 %
Total	430	100.0 %

Q4 Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q4 Third Priority	Number	Percent
A=Police services	19	4.4 %
B=Parks and recreation programs and facilities	28	6.5 %
C=Maintenance of City streets, buildings and facilities	42	9.8 %
D=Enforcement of City codes and Ordinances	27	6.3 %
E=Customer service you receive from city employees	17	4.0 %
F=City communication with the public	26	6.0 %
G=City's stormwater runoff/stormwater management	21	4.9 %
H=Flow of traffic and congestion management	39	9.1 %
I=City's planning efforts to promote redevelopment	48	11.2 %
J=Quality and livability of City's neighborhoods	56	13.0 %
Z=None Chosen	107	24.9 %
Total	430	100.0 %

Q4 Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years? (Sum of Top Three Choices)

Q4 Sum of Top Three Choices	Number	Percent
A = Police services	65	15.1 %
B = Parks and recreation programs and facilities	73	17.0 %
C = Maintenance of City streets, buildings and facilities	238	55.3 %
D = Enforcement of City codes and Ordinances	74	17.2 %
E = Customer service you receive from city employees	30	7.0 %
F = City communication with the public	101	23.5 %
G = City's stormwater runoff/stormwater management	50	11.6 %
H = Flow of traffic and congestion management	104	24.2 %
I = City's planning efforts to promote redevelopment	223	51.9 %
J = Quality and livability of City's neighborhoods	116	27.0 %
Z = None Chosen	36	8.4 %
Total	1110	

2011 Mission, Kansas DirectionFinder® Survey Results

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=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	No Opinion
Q5a Overall quality of local police protection	0.9%	2.3%	6.5%	45.6%	41.6%	3.0%
Q5b The visibility of police in neighborhoods	1.6%	3.0%	14.4%	40.5%	39.3%	1.2%
Q5c The City's efforts to prevent crime	1.6%	2.1%	17.2%	42.1%	28.1%	8.8%
Q5d Enforcement of local traffic laws	1.9%	5.3%	16.5%	40.5%	31.2%	4.7%
Q5e How quickly police officers respond to emergencies	0.7%	1.2%	14.0%	26.5%	29.8%	27.9%

WITHOUT NO OPINION

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: (Without No Opinion)

(N=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Q5a Overall quality of local police protection	1.0%	2.4%	6.7%	47.0%	42.9%
Q5b The visibility of police in neighborhoods	1.6%	3.1%	14.6%	40.9%	39.8%
Q5c The City's efforts to prevent crime	1.8%	2.3%	18.9%	46.2%	30.9%
Q5d Enforcement of local traffic laws	2.0%	5.6%	17.3%	42.4%	32.7%
Q5e How quickly police officers respond to emergencies	1.0%	1.6%	19.4%	36.8%	41.3%

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 First Priority	Number	Percent
A=Local police protection	78	18.1 %
B=Visibility of police in neighborhoods	68	15.8 %
C=Efforts to prevent crime	98	22.8 %
D=Enforcement of local traffic laws	33	7.7 %
E=How quickly police officers respond to emergencies	58	13.5 %
Z=None Chosen	95	22.1 %
Total	430	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 Second Priority	Number	Percent
A=Local police protection	58	13.5 %
B=Visibility of police in neighborhoods	71	16.5 %
C=Efforts to prevent crime	93	21.6 %
D=Enforcement of local traffic laws	39	9.1 %
E=How quickly police officers respond to emergencies	41	9.5 %
Z=None Chosen	128	29.8 %
Total	430	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 Third Priority	Number	Percent
A=Local police protection	58	13.5 %
B=Visibility of police in neighborhoods	56	13.0 %
C=Efforts to prevent crime	66	15.3 %
D=Enforcement of local traffic laws	27	6.3 %
E=How quickly police officers respond to emergencies	70	16.3 %
Z=None Chosen	153	35.6 %
Total	430	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? (Sum of Top Three)

Q6 Sum of Top Three Choices	Number	Percent
A = Local police protection	194	45.1 %
B = Visibility of police in neighborhoods	195	45.3 %
C = Efforts to prevent crime	257	59.8 %
D = Enforcement of local traffic laws	99	23.0 %
E = How quickly police officers respond to emergencies	169	39.3 %
Z = None Chosen	376	87.4 %
Total	1290	

2011 Mission, Kansas DirectionFinder® Survey Results

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=430)

	Very Unsafe	Unsafe	Neutral	Safe	Very Safe	Don't Know
Q7a In your neighborhood during the day	0.0%	0.2%	2.8%	29.5%	65.6%	1.9%
Q7b In your neighborhood at night	0.0%	3.5%	11.6%	49.1%	34.2%	1.6%
Q7c Safe in City parks	0.5%	3.3%	14.7%	40.0%	27.0%	14.7%
Q7d Overall feeling of safety in Mission	0.0%	0.9%	8.4%	52.1%	36.7%	1.9%

WITHOUT NO OPINION

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: (Without Don't Know)

(N=430)

	Very Unsafe	Unsafe	Neutral	Safe	Very Safe
Q7a In your neighborhood during the day	0.0%	0.2%	2.8%	30.1%	66.8%
Q7b In your neighborhood at night	0.0%	3.5%	11.8%	49.9%	34.8%
Q7c Safe in City parks	0.5%	3.8%	17.2%	46.9%	31.6%
Q7d Overall feeling of safety in Mission	0.0%	0.9%	8.5%	53.1%	37.4%

2011 Mission, Kansas DirectionFinder® Survey Results

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=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	No Opinion
Q8a Maintenance of City parks	0.7%	1.2%	13.0%	50.0%	24.9%	10.2%
Q8b Number of City parks	0.7%	8.8%	17.9%	37.9%	23.7%	10.9%
Q8c How close neighborhood parks are to your home	1.2%	3.5%	19.1%	37.2%	31.9%	7.2%
Q8d Number of walking and biking trails	4.4%	16.0%	21.2%	27.9%	16.0%	14.4%
Q8e City-sponsored special events, i.e. "Spirit of Mission Days," "Arts & Eats Festival" and "Holiday Lights & Festive Sights"	0.7%	3.3%	19.1%	37.4%	28.4%	11.2%
Q8f Overall appearance of parks and green space areas	0.2%	3.3%	14.7%	48.6%	26.5%	6.7%
Q8g Quality of the Community Center	0.7%	1.9%	8.1%	31.2%	43.0%	15.1%
Q8h Quality of the Aquatics Programs/Pools	1.9%	3.7%	16.3%	24.7%	27.4%	26.0%

WITHOUT NO OPINION

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.(Without No Opinion)

(N=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Q8a Maintenance of City parks	0.8%	1.3%	14.5%	55.7%	27.7%
Q8b Number of City parks	0.8%	9.9%	20.1%	42.6%	26.6%
Q8c How close neighborhood parks are to your home	1.3%	3.8%	20.6%	40.1%	34.3%
Q8d Number of walking and biking trails	5.2%	18.8%	24.7%	32.6%	18.8%
Q8e City-sponsored special events, i.e. "Spirit of Mission Days," "Arts & Eats Festival" and "Holiday Lights & Festive Sights"	0.8%	3.7%	21.5%	42.1%	31.9%
Q8f Overall appearance of parks and green space areas	0.2%	3.5%	15.7%	52.1%	28.4%
Q8g Quality of the Community Center	0.8%	2.2%	9.6%	36.7%	50.7%
Q8h Quality of the Aquatics Programs/ Pools	2.5%	5.0%	22.0%	33.3%	37.1%

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 First Priority	Number	Percent
A=Maintenance of City parks	72	16.7 %
B=Number of City parks	28	6.5 %
C=How close neighborhood parks are to your home	8	1.9 %
D=Number of walking and biking trails	102	23.7 %
E=City-sponsored special events	38	8.8 %
F=Overall appearance of parks and green	21	4.9 %
G=Community Center	34	7.9 %
H=Aquatics Programs/Pools	34	7.9 %
Z=None Chosen	93	21.6 %
Total	430	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 Second Priority	Number	Percent
A=Maintenance of City parks	41	9.5 %
B=Number of City parks	37	8.6 %
C=How close neighborhood parks are to your home	19	4.4 %
D=Number of walking and biking trails	60	14.0 %
E=City-sponsored special events	38	8.8 %
F=Overall appearance of parks and green	47	10.9 %
G=Community Center	26	6.0 %
H=Aquatics Programs/Pools	28	6.5 %
Z=None Chosen	134	31.2 %
Total	430	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 Third Priority	Number	Percent
A=Maintenance of City parks	36	8.4 %
B=Number of City parks	22	5.1 %
C=How close neighborhood parks are to your home	13	3.0 %
D=Number of walking and biking trails	34	7.9 %
E=City-sponsored special events	34	7.9 %
F=Overall appearance of parks and green	65	15.1 %
G=Community Center	31	7.2 %
H=Aquatics Programs/ Pools	23	5.3 %
Z=None Chosen	172	40.0 %
Total	430	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? (Sum of Top Three)

Q9 Sum of Top Three Choices	Number	Percent
A = Maintenance of City parks	149	34.7 %
B = Number of City parks	87	20.2 %
C = How close neighborhood parks are to your home	40	9.3 %
D = Number of walking and biking trails	196	45.6 %
E = City-sponsored special events	110	25.6 %
F = Overall appearance of parks and green	133	30.9 %
G = Community Center	91	21.2 %
H = Aquatics Programs/ Pools	85	19.8 %
Z = None Chosen	399	92.8 %
Total	1290	

2011 Mission, Kansas DirectionFinder® Survey Results

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=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	No Opinion
Q10a Enforcing the clean up of litter and debris on private property	2.3%	8.8%	20.2%	37.9%	14.2%	16.5%
Q10b Enforcing the mowing and cutting of weeds on private property	3.0%	11.2%	23.0%	33.3%	13.0%	16.5%
Q10c Enforcing the maintenance of residential property	2.8%	7.7%	24.4%	36.5%	10.7%	17.9%
Q10d Enforcing the maintenance of commercial property	2.3%	8.4%	20.9%	38.8%	10.9%	18.6%
Q10e Enforcing the maintenance of residential rental property	4.2%	9.1%	25.6%	28.1%	10.2%	22.8%
Q10f The City's efforts in helping support neighborhoods and property values	3.5%	6.0%	27.4%	30.9%	12.6%	19.5%

WITHOUT NO OPINION

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:(Without No Opinion)

(N=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Q10a Enforcing the clean up of litter and debris on private property	2.8%	10.6%	24.2%	45.4%	17.0%
Q10b Enforcing the mowing and cutting of weeds on private property	3.6%	13.4%	27.6%	39.8%	15.6%
Q10c Enforcing the maintenance of residential property	3.4%	9.3%	29.7%	44.5%	13.0%
Q10d Enforcing the maintenance of commercial property	2.9%	10.3%	25.7%	47.7%	13.4%
Q10e Enforcing the maintenance of residential rental property	5.4%	11.7%	33.1%	36.4%	13.3%
Q10f The City's efforts in helping support neighborhoods and property values	4.3%	7.5%	34.1%	38.4%	15.6%

2011 Mission, Kansas DirectionFinder® Survey Results

Q11 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 WORKS services provided by the City:

(N=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	No Opinion
Q11a Maintenance of City streets	8.8%	17.9%	22.3%	39.1%	10.9%	0.9%
Q11b Maintenance of sidewalks	6.5%	14.2%	26.0%	38.1%	11.6%	3.5%
Q11c Maintenance of street signs/traffic signals	0.9%	4.7%	16.7%	55.1%	20.0%	2.6%
Q11d Snow removal on major City streets	0.9%	3.7%	8.6%	42.3%	41.2%	3.3%
Q11e Snow removal on neighborhood streets	1.6%	7.2%	14.7%	37.9%	34.4%	4.2%
Q11f Overall cleanliness of City streets and other public areas	0.2%	2.8%	18.6%	52.3%	24.9%	1.2%

WITHOUT NO OPINION

Q11 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 WORKS services provided by the City: (Without No Opinion)

(N=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Q11a Maintenance of City streets	8.9%	18.1%	22.5%	39.4%	11.0%
Q11b Maintenance of sidewalks	6.7%	14.7%	27.0%	39.5%	12.0%
Q11c Maintenance of street signs/traffic signals	1.0%	4.8%	17.2%	56.6%	20.5%
Q11d Snow removal on major City streets	1.0%	3.8%	8.9%	43.8%	42.5%
Q11e Snow removal on neighborhood streets	1.7%	7.5%	15.3%	39.6%	35.9%
Q11f Overall cleanliness of City streets and other public areas	0.2%	2.8%	18.8%	52.9%	25.2%

Q12 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q12 First Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City streets	207	48.1 %
B=Maintenance of sidewalks	53	12.3 %
C=Maintenance of street signs/traffic signals	15	3.5 %
D=Snow removal on major City streets	30	7.0 %
E=Snow removal on neighborhood streets	31	7.2 %
F=Cleanliness of City streets and other public areas	22	5.1 %
Z=None Chosen	72	16.7 %
Total	430	100.0 %

Q12 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q12 Second Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City streets	39	9.1 %
B=Maintenance of sidewalks	94	21.9 %
C=Maintenance of street signs/traffic signals	35	8.1 %
D=Snow removal on major City streets	46	10.7 %
E=Snow removal on neighborhood streets	70	16.3 %
F=Cleanliness of City streets and other public areas	43	10.0 %
Z=None Chosen	103	24.0 %
Total	430	100.0 %

Q12 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q12 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City streets	39	9.1 %
B=Maintenance of sidewalks	36	8.4 %
C=Maintenance of street signs/traffic signals	40	9.3 %
D=Snow removal on major City streets	40	9.3 %
E=Snow removal on neighborhood streets	55	12.8 %
F=Cleanliness of City streets and other public areas	74	17.2 %
Z=None Chosen	146	34.0 %
Total	430	100.0 %

Q12 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three)

<u>Q12 Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of City streets	285	66.3 %
B = Maintenance of sidewalks	183	42.6 %
C = Maintenance of street signs/traffic signals	90	20.9 %
D = Snow removal on major City streets	116	27.0 %
E = Snow removal on neighborhood streets	156	36.3 %
F = Cleanliness of City streets and other public areas	139	32.3 %
Z = None Chosen	321	74.7 %
Total	1290	

2011 Mission, Kansas DirectionFinder® Survey Results

Q13 Indicate your level of agreement, on scale of 1 to 5

(N=430)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
Q13a Neighborhood streets should be upgraded to include curbs, gutters, sidewalks, and storm water control.	1.2%	7.9%	20.0%	33.3%	31.9%	5.6%
Q13b The City should coordinate with area agencies to increase transit options.	2.3%	4.9%	24.9%	28.1%	30.7%	9.1%
Q13c The City should make Johnson Drive a pedestrian friendly environment.	5.1%	9.1%	15.6%	29.8%	37.2%	3.3%
Q13d The City should make cars the priority in all transportation planning discussions.	7.7%	19.3%	25.1%	28.6%	11.9%	7.4%
Q13e The City should make sidewalks and trails a priority in all transportation planning discussion	2.6%	10.0%	20.5%	33.7%	27.0%	6.3%
Q13f The City should make bike options a priority in all transportation planning discussions.	4.2%	11.6%	24.7%	30.0%	21.2%	8.4%

WITHOUT NO OPINION**Q13 Indicate your level of agreement, on scale of 1 to 5 (Without No Opinion)**

(N=430)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q13a Neighborhood streets should be upgraded to include curbs, gutters, sidewalks, and storm water control.	1.2%	8.4%	21.2%	35.3%	33.8%
Q13b The City should coordinate with area agencies to increase transit options.	2.6%	5.4%	27.4%	30.9%	33.8%
Q13c The City should make Johnson Drive a pedestrian friendly environment.	5.3%	9.4%	16.1%	30.8%	38.5%
Q13d The City should make cars the priority in all transportation planning discussions.	8.3%	20.9%	27.1%	30.9%	12.8%
Q13e The City should make sidewalks and trails a priority in all transportation planning discussion	2.7%	10.7%	21.8%	36.0%	28.8%
Q13f The City should make bike options a priority in all transportation planning discussions.	4.6%	12.7%	26.9%	32.7%	23.1%

Q14 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q14 First Priority</u>	<u>Number</u>	<u>Percent</u>
A=Neighborhood streets should be upgraded	117	27.2 %
B=City should coordinate with area agencies	60	14.0 %
C=Make Johnson Drive a pedestrian friendly	63	14.7 %
D=Make cars the priority	39	9.1 %
E=Make sidewalks and trails a priority	36	8.4 %
F=Make bike options a priority	40	9.3 %
Z=None chosen	75	17.4 %
Total	430	100.0 %

Q14 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q14 Second Priority</u>	<u>Number</u>	<u>Percent</u>
A=Neighborhood streets should be upgraded	45	10.5 %
B=City should coordinate with area agencies	59	13.7 %
C=Make Johnson Drive a pedestrian friendly	70	16.3 %
D=Make cars the priority	28	6.5 %
E=Make sidewalks and trails a priority	79	18.4 %
F=Make bike options a priority	31	7.2 %
Z=None chosen	118	27.4 %
Total	430	100.0 %

Q14 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q14 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=Neighborhood streets should be upgraded	36	8.4 %
B=City should coordinate with area agencies	36	8.4 %
C=Make Johnson Drive a pedestrian friendly	60	14.0 %
D=Make cars the priority	22	5.1 %
E=Make sidewalks and trails a priority	65	15.1 %
F=Make bike options a priority	52	12.1 %
Z=None chosen	159	37.0 %
Total	430	100.0 %

Q14 Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three)

<u>Q14 Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
A = Neighborhood streets should be upgraded	198	46.0 %
B = City should coordinate with area agencies	155	36.0 %
C = Make Johnson Drive a pedestrian friendly	193	44.9 %
D = Make cars the priority	89	20.7 %
E = Make sidewalks and trails a priority	180	41.9 %
F = Make bike options a priority	123	28.6 %
Z = None chosen	352	81.9 %
Total	1290	

Q15 Have you contacted the City with a question, problem, or complaint during the past year?

Q15 Have you contacted the City with a
question, problem, or complaint during the past
year

	Number	Percent
Yes	104	24.2 %
No	320	74.4 %
Don't Know	6	1.4 %
Total	430	100.0 %

Q15a Which City department did you contact most recently?

Q15a Which City department did you contact most recently?	Number	Percent
311=	1	1.0 %
ADMIN=	1	1.0 %
ADMINISTRATION=	1	1.0 %
ANIMAL CONTROL=	1	1.0 %
BILLING CODE=	1	1.0 %
BOARD NOT FRIENDLY PEOPLE=	1	1.0 %
BUILDING=	1	1.0 %
BUILDING CODES=	1	1.0 %
BUILDING PERMITS/CODES=	1	1.0 %
BUSINESS (SELF EMPLOYED)=	1	1.0 %
CITY ADMIN=	1	1.0 %
CITY COUNCIL=	1	1.0 %
CITY COUNCILWOMAN FOOTLICK=	1	1.0 %
CITY HALL=	2	1.9 %
CITY HALL RECEPTIONIST=	1	1.0 %
CITY MANAGER'S OFFICE=	1	1.0 %
CITY MGR=	1	1.0 %
CITY OF MISSION=	1	1.0 %
CITY RECREATION-POWELL CTR=	1	1.0 %
CODE ENFORCEMENT=	3	2.9 %
CODE ENFORCEMENT/TRASH PICK UP=	1	1.0 %
CODES=	3	2.9 %
CODES OFFICER=	1	1.0 %
COMMUNITY CENTER=	2	1.9 %
COMMUNITY/NEIGHBORHOOD SVS=	1	1.0 %
DMV=	1	1.0 %
DON'T KNOW=	2	1.9 %
DON'T REMEMBER=	2	1.9 %
EMERGENCY SERVICE=	1	1.0 %
EXTRA TRASH BAGS ISSUE=	1	1.0 %
FINANCE=	1	1.0 %
FIRE DEPT=	2	1.9 %
GENERAL PHONE NUMBER=	1	1.0 %
HAZARDOUS WASTE=	1	1.0 %
HEALTH=	1	1.0 %
LAWN MAINTENANCE=	1	1.0 %
MAIN OFFICE/ANIMAL CONTROL=	1	1.0 %
MAYOR=	1	1.0 %
MAYOR'S OFFICE=	1	1.0 %

Q15a Which City department did you contact most recently?

Q15a Which City department did you contact most recently?	Number	Percent
NEIGHBORHOOD=	2	1.9 %
NEIGHBORHOOD SERV=	1	1.0 %
NEIGHBORHOOD SERVICES=	2	1.9 %
NEIGHBORHOODS=	1	1.0 %
NO RESPONSE=	7	6.7 %
NOT SURE=	1	1.0 %
PARKS=	1	1.0 %
PARKS & REC=	3	2.9 %
PET LICENSING=	1	1.0 %
PET REGISTRATION/PERMITTING=	1	1.0 %
PLANMNING=	1	1.0 %
PLANNING=	1	1.0 %
POLICE=	10	9.6 %
POLICE DISPATCHER=	1	1.0 %
POLICWE=	1	1.0 %
POLIE=	1	1.0 %
PROPERTY ASSISTANCE=	1	1.0 %
PUBLIC HEALTH=	1	1.0 %
PUBLIC WORKS=	8	7.7 %
PUBLIC WORKS/CODE ENFORCEMENT=	1	1.0 %
SNOW PLOWING=	1	1.0 %
SNOW/SIDEWALK REMOVAL=	1	1.0 %
STREET=	1	1.0 %
STREET DEPT=	1	1.0 %
TRAFFIC=	1	1.0 %
TREE REMOVAL/NEIGHBOR=	1	1.0 %
WASTE WATER=	1	1.0 %
WATER WORKS=	1	1.0 %
YARD WASTE REMOVAL=	1	1.0 %
ZONING=	1	1.0 %
Total	104	100.0 %

2011 Mission, Kansas DirectionFinder® Survey Results

Q15b-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 please rate your satisfaction with customer service you received from the Department you listed in Q15a.

(N=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	No Opinion
Q15b How easy the department was to contact	4.8%	7.7%	9.6%	29.8%	47.1%	1.0%
Q15c How courteously you were treated	4.8%	6.7%	8.7%	22.1%	55.8%	1.9%
Q15d Technical competence/knowledge of City employees	2.9%	7.7%	8.7%	31.7%	39.4%	9.6%
Q15e Overall responsiveness of City employees to your request or concern	11.5%	18.3%	4.8%	25.0%	39.4%	1.0%

WITHOUT NO OPINION

Q15b-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 please rate your satisfaction with customer service you received from the Department you listed in Q15a. (Without No Opinion)

(N=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Q15b How easy the department was to contact	4.9%	7.8%	9.7%	30.1%	47.6%
Q15c How courteously you were treated	4.9%	6.9%	8.8%	22.5%	56.9%
Q15d Technical competence/knowledge of City employees	3.2%	8.5%	9.6%	35.1%	43.6%
Q15e Overall responsiveness of City employees to your request or concern	11.7%	18.4%	4.9%	25.2%	39.8%

2011 Mission, Kansas DirectionFinder® Survey Results

Q16 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=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	No Opinion
Q16a Availability of information about our programs/services	1.4%	6.0%	21.9%	40.9%	24.0%	5.8%
Q16b City efforts to keep you informed about local issues	4.0%	13.5%	19.5%	36.5%	20.0%	6.5%
Q16c Level of public involvement in local decision making	6.5%	11.2%	28.8%	22.3%	10.5%	20.7%
Q16d The quality of the City's web page	1.6%	8.4%	24.4%	25.6%	11.4%	28.6%
Q16e The content of the City's newsletter	2.1%	4.2%	20.9%	41.6%	21.4%	9.8%
Q16f Mission Magazine / You Tube	2.1%	3.0%	17.0%	27.2%	18.1%	32.6%
Q16g Use of Facebook/ Twitter/other social media	1.4%	4.4%	18.6%	7.7%	7.9%	60.0%

WITHOUT NO OPINION

Q16 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: (Without No Opinion)

(N=430)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Q16a Availability of information about our programs/services	1.5%	6.4%	23.2%	43.5%	25.4%
Q16b City efforts to keep you informed about local issues	4.2%	14.4%	20.9%	39.1%	21.4%
Q16c Level of public involvement in local decision making	8.2%	14.1%	36.4%	28.2%	13.2%
Q16d The quality of the City's web page	2.3%	11.7%	34.2%	35.8%	16.0%
Q16e The content of the City's newsletter	2.3%	4.6%	23.2%	46.1%	23.7%
Q16f Mission Magazine / You Tube	3.1%	4.5%	25.2%	40.3%	26.9%
Q16g Use of Facebook/Twitter/other social media	3.5%	11.0%	46.5%	19.2%	19.8%

Q17 What source(s) do you use most frequently to get information about the City?

Q17 What source(s) do you use most frequently to get information about the City?	Number	Percent
00 = None	15	3.5 %
01 = Newspaper	141	32.8 %
02 = City Newsletter	259	60.2 %
03 = Direct Mailings	148	34.4 %
04 = Friends	103	24.0 %
05 = City Website	142	33.0 %
06 = Sylvester Powell, Jr. Community Center	103	24.0 %
07 = City Facebook/Twitter/other social media	34	7.9 %
08 = Mayor's ENewsletter	80	18.6 %
09 = Mission Magazine / You Tube	160	37.2 %
10 = Other	22	5.1 %
Total	1207	

Q17 Other

Q17 Other	Number	Percent
CITY HALL=	1	4.5 %
CITY NEWSLETTER=	1	4.5 %
CITY STAFF=	1	4.5 %
COMMENTS LOCAL MERCHANTS=	1	4.5 %
COMPUTER=	1	4.5 %
COUNTRYSIDE HOA=	1	4.5 %
DRIVING AROUND=	1	4.5 %
EMPLOYER=	1	4.5 %
KC STAR PAPER=	1	4.5 %
LOCAL NEWS CHN & OTHER=	1	4.5 %
NEIGHBORS=	3	13.6 %
RUMORS=	1	4.5 %
SIGN POSTED AROUND TOWN=	1	4.5 %
SIGNAGE ON STREET=	1	4.5 %
SIGNS=	2	9.1 %
SIGNS AROUND THE TOWN=	1	4.5 %
SIGNS FOR SPECIAL EVENTS=	1	4.5 %
STAR=	1	4.5 %
WEBSITE=	1	4.5 %
Total	22	100.0 %

**Q18 Johnson Drive runs through the center of downtown Mission (between Nall and Lamar).
How often do you travel on this section of Johnson Drive in a week's time?**

Q18 Johnson Drive runs through the center of
downtown Mission (between Nall and Lamar).

How do you travel on this section of Johnson

<u>Drive in a week's time?</u>	<u>Number</u>	<u>Percent</u>
7 days a week	242	56.3 %
Weekdays mostly	68	15.8 %
Weekends mostly	55	12.8 %
Occasionally	57	13.3 %
Rarely or never	4	0.9 %
<u>Don't Know</u>	<u>4</u>	<u>0.9 %</u>
Total	430	100.0 %

Q19 If you travel on this section of Johnson Drive, what is the reason?

Q19 If you travel on this section of Johnson

<u>Drive, what is the reason?</u>	<u>Number</u>	<u>Percent</u>
I'm traveling on Johnson Drive to get to another destination	90	20.9 %
My destination is usually a business/location along or just off Johnson Drive in the downtown area	57	13.3 %
Both 1 and 2	273	63.5 %
I rarely or never travel on Johnson Drive through the downtown area	5	1.2 %
<u>Not provided</u>	<u>5</u>	<u>1.2 %</u>
Total	430	100.0 %

Q20 For which of the following reasons do you currently visit downtown Mission?

Q20 For which of the following reasons do you currently visit downtown Mission?	Number	Percent
1 = Go Shopping	300	69.8 %
2 = Go out to eat	294	68.4 %
3 = Attend special event or meeting	78	18.1 %
4 = Visit friends/relatives	51	11.9 %
5 = Visit a doctor/lawyer's office	58	13.5 %
6 = Go to the bank	182	42.3 %
7 = Visit the community center	144	33.5 %
0 = None	15	3.5 %
Total	1122	

Q21 In order to improve the appearance of our downtown area and provide much needed upgrades, extra time coordination and initial cost would be required. Which of the following funding options would you support to help fund public improvements?

Q21 Which of the following funding options would you support to help fund public improvements?	Number	Percent
1 = 1/4 cent sales tax (generating approximately \$500,000 annually)	200	46.5 %
2 = \$8 monthly property tax (generating approximately \$500,000 annually)	57	13.3 %
3 = A 2% "entertainment district" tax on dining and entertainment in the designated area (generating approximately \$25,000 annually)	47	10.9 %
4 = I do not support additional taxes being levied to improve Downtown Mission	92	21.4 %
5 = I don't know	75	17.4 %
6 = Other	15	3.5 %
Total	486	

Q21 Other

Q21 Other

CUT SPENDING SOMEWHERE
DON'T OVER TAX SMALL BUS
ELIMINATE DRIVEWAY TAX
HAVE TO KNOW UPGRADES
HELP W/CURRENT TURF
HOW ABOUT EARNINGS TAX
HOW DOES LAWRENCE DO IT
LEFT MILL WHERE IT WAS
LESS AGRESSIVE OPTION
LIVE WITHIN BUDGET
REPLACE ALL LOST BUSINESS
SPLIT PROPERTY/SALES
WASTE OF MONEY

Q22 Do you support the use of economic incentives to help private property owners redevelop blighted property in downtown?

Q22 Do you support the use of economic incentives to help private property owners redevelop blighted property in downtown?	Number	Percent
Yes	228	53.0 %
No	66	15.3 %
Don't Know	136	31.6 %
Total	430	100.0 %

Q23 A vibrant downtown energizes any community, draws neighboring dollars and attracts new business investment. Mission could support a revitalization of our downtown area, starting with our Historic Fine Arts Theatre as a focal point. Well planned areas and amenities around the Theatre would upgrade the appearance of our downtown area. How important would the following amenities be to you and your family?

(N=430)

	Not Important	Neutral	Important	Very Important	No Opinion
Q23a Street and sidewalk improvements	5.8%	14.0%	34.7%	39.8%	5.8%
Q23b Parking improvements just off of Johnson Drive	8.8%	23.7%	33.3%	26.0%	8.1%
Q23c Extended business hours for this area	13.5%	27.0%	28.1%	22.6%	8.8%
Q23d Live theater productions	14.9%	27.0%	27.0%	21.4%	9.8%
Q23e Businesses that support the arts, like art galleries	13.0%	24.9%	28.6%	24.9%	8.6%
Q23f Movies in a refurbished theater	9.5%	13.5%	32.3%	37.4%	7.2%
Q23g Gathering areas for friends and families like cafes and small park areas	5.8%	12.8%	31.9%	41.9%	7.7%
Q23h A City Market area	6.5%	13.5%	26.5%	47.7%	5.8%
Q23i A connection to the existing walking and biking trails for neighborhood connectivity	8.1%	18.1%	30.0%	35.1%	8.6%
Q23j Housing selections in the surrounding area that include lofts and single family options	13.0%	26.7%	26.7%	24.2%	9.3%
Q23k Green enhancements that support storm water management	7.0%	19.1%	35.3%	28.4%	10.2%

WITHOUT NO OPINION

Q23 A vibrant downtown energizes any community, draws neighboring dollars and attracts new business investment. Mission could support a revitalization of our downtown area, starting with our Historic Fine Arts Theatre as a focal point. Well planned areas and amenities around the Theatre would upgrade the appearance of our downtown area. How important would the following amenities be to you and your family? (Without No Opinion)

(N=430)

	Not Important	Neutral	Important	Very Important
Q23a Street and sidewalk improvements	6.2%	14.8%	36.8%	42.2%
Q23b Parking improvements just off of Johnson Drive	9.6%	25.8%	36.2%	28.4%
Q23c Extended business hours for this area	14.8%	29.6%	30.9%	24.7%
Q23d Live theater productions	16.5%	29.9%	29.9%	23.7%
Q23e Businesses that support the arts, like art galleries	14.2%	27.2%	31.3%	27.2%
Q23f Movies in a refurbished theater	10.3%	14.5%	34.8%	40.4%
Q23g Gathering areas for friends and families like cafes and small park areas	6.3%	13.9%	34.5%	45.3%
Q23h A City Market area	6.9%	14.3%	28.1%	50.6%
Q23i A connection to the existing walking and biking trails for neighborhood connectivity	8.9%	19.8%	32.8%	38.4%
Q23j Housing selections in the surrounding area that include lofts and single family options	14.4%	29.5%	29.5%	26.7%
Q23k Green enhancements that support storm water management	7.8%	21.2%	39.4%	31.6%

Q24 Which THREE of these items are of most importance to you and your family, when considering the revitalization of this area of downtown?

Q24 First Priority	Number	Percent
A=Street and sidewalk improvements	89	20.7 %
B=Parking improvements	21	4.9 %
C=Extended business hours	22	5.1 %
D=Live theater productions	18	4.2 %
E=Businesses that support the arts	18	4.2 %
F=Movies in a refurbished theater	41	9.5 %
G=Gathering areas for friends and families	37	8.6 %
H=A City Market area	52	12.1 %
I=A connection to the existing walking and biking trails	24	5.6 %
J=Housing selections in the surrounding area	18	4.2 %
K=Green enhancements that support storm water management	16	3.7 %
Z=None Chosen	74	17.2 %
Total	430	100.0 %

Q24 Which THREE of these items are of most importance to you and your family, when considering the revitalization of this area of downtown?

Q24 Second Priority	Number	Percent
A=Street and sidewalk improvements	36	8.4 %
B=Parking improvements	31	7.2 %
C=Extended business hours	18	4.2 %
D=Live theater productions	14	3.3 %
E=Businesses that support the arts	21	4.9 %
F=Movies in a refurbished theater	41	9.5 %
G=Gathering areas for friends and families	68	15.8 %
H=A City Market area	49	11.4 %
I=A connection to the existing walking and biking trails	19	4.4 %
J=Housing selections in the surrounding area	18	4.2 %
K=Green enhancements that support storm water management	15	3.5 %
Z=None Chosen	100	23.3 %
Total	430	100.0 %

Q24 Which THREE of these items are of most importance to you and your family, when considering the revitalization of this area of downtown?

Q24 Third Priority	Number	Percent
A=Street and sidewalk improvements	17	4.0 %
B=Parking improvements	27	6.3 %
C=Extended business hours	13	3.0 %
D=Live theater productions	9	2.1 %
E=Businesses that support the arts	14	3.3 %
F=Movies in a refurbished theater	35	8.1 %
G=Gathering areas for friends and families	34	7.9 %
H=A City Market area	62	14.4 %
I=A connection to the existing walking and biking trails	34	7.9 %
J=Housing selections in the surrounding area	29	6.7 %
K=Green enhancements that support storm water management	26	6.0 %
Z=None Chosen	130	30.2 %
Total	430	100.0 %

Q24 Which THREE of these items are of most importance to you and your family, when considering the revitalization of this area of downtown? (Top Three)

Q24 Sum of Top Three Choices	Number	Percent
A = Street and sidewalk improvements	142	33.0 %
B = Parking improvements	79	18.4 %
C = Extended business hours	53	12.3 %
D = Live theater productions	41	9.5 %
E = Businesses that support the arts	53	12.3 %
F = Movies in a refurbished theater	117	27.2 %
G = Gathering areas for friends and families	139	32.3 %
H = A City Market area	163	37.9 %
I = A connection to the existing walking and biking trails	77	17.9 %
J = Housing selections in the surrounding area	65	15.1 %
K = Green enhancements that support storm water management	57	13.3 %
Z = None Chosen	304	70.7 %
Total	1290	

2011 Mission, Kansas DirectionFinder® Survey Results

Q25 For each of the statements 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=430)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
Q25a A vibrant downtown would give a positive reflection of Mission.	0.5%	1.6%	7.0%	27.7%	60.0%	3.3%
Q25b Downtown is important to my quality of life in Mission.	1.9%	4.4%	19.3%	34.4%	36.5%	3.5%
Q25c I prefer to live in a community that has a vibrant downtown.	1.4%	3.7%	14.9%	32.1%	44.2%	3.7%
Q25d Downtown Mission is a destination for the metro.	11.9%	20.7%	23.0%	19.5%	18.4%	6.5%
Q25e I support more redevelopment and investment in our downtown.	2.6%	4.0%	11.2%	38.6%	37.4%	6.3%

WITHOUT NO OPINION

Q25 For each of the statements listed, please indicate your level of agreement, on a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree." (Without No Opinion)

(N=430)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q25a A vibrant downtown would give a positive reflection of Mission.	0.5%	1.7%	7.2%	28.6%	62.0%
Q25b Downtown is important to my quality of life in Mission.	1.9%	4.6%	20.0%	35.7%	37.8%
Q25c I prefer to live in a community that has a vibrant downtown.	1.4%	3.9%	15.5%	33.3%	45.9%
Q25d Downtown Mission is a destination for the metro.	12.7%	22.1%	24.6%	20.9%	19.7%
Q25e I support more redevelopment and investment in our downtown.	2.7%	4.2%	11.9%	41.2%	40.0%

Q26 The City has completed major long-term planning studies for existing commercial areas (i.e. West and East Gateway vision plans). Each vision plan calls for mixed-use neighborhoods to develop over time, which include small retail shops, offices, townhomes, condominiums, loft-style residential units, and parkland. How supportive are you of these initiatives?

<u>Q26 How supportive are you of these initiatives?</u>	<u>Number</u>	<u>Percent</u>
Very Supportive	207	48.1 %
Somewhat Supportive	110	25.6 %
Not Sure	83	19.3 %
Not Supportive	25	5.8 %
Not Provided	5	1.2 %
Total	430	100.0 %

Q27 Which of the following best describes your race/ethnicity?

Q27 Which of the following best describes your race/ethnicity?	Number	Percent
Asian/Pacific Islander	9	2.1 %
Black/African American	16	3.7 %
White	380	88.4 %
Hispanic	20	4.7 %
Other	2	0.5 %
Not Provided	16	3.7 %
Total	443	

Q27 Other

Q2 Other

FOREIGN BORN

MIXED

Q28 What is your age?

<u>Q28 What is your age?</u>	<u>Number</u>	<u>Percent</u>
Under 25	21	4.9 %
25 to 34	86	20.0 %
35 to 44	73	17.0 %
45 to 54	126	29.3 %
55 to 64	45	10.5 %
65+	74	17.2 %
<u>Not Provided</u>	<u>5</u>	<u>1.2 %</u>
Total	430	100.0 %

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

	<u>Mean</u>	<u>Sum</u>
number	2.0	866
Ages 5-9	0.1	45
Ages 10-14	0.1	53
Ages 15-19	0.1	60
Ages 20-24	0.1	58
Ages 25-34	0.4	170
Ages 35-44	0.3	115
Ages 45-54	0.4	186
Ages 55-64	0.2	77
Ages 65-74	0.1	52
Ages 75+	0.1	50

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
Employed outside the home	288	67.0 %
Self-employed or work out of home	28	6.5 %
Student, retired, or not currently employed outside the home	109	25.3 %
Not Provided	5	1.2 %
Total	430	100.0 %

Q30 Where do you work?

Where do you work	Number	Percent
In Mission	36	12.5 %
In Johnson County	121	42.0 %
Downtown KCMO	67	23.3 %
In Wyandotte County	32	11.1 %
Other	43	14.9 %
Total	299	

Q31 Other

Q30 Other

OLATHE

PLAZA

PLAZA

PLAZA

PLAZA

WALDO

Q31 How far do you typically travel to work?

<u>Q31 How far do you typically travel to work?</u>	<u>Number</u>	<u>Percent</u>
Under 5 miles	81	18.8 %
6-10 miles	129	30.0 %
11-20 miles	55	12.8 %
More than 20 miles	19	4.4 %
Don't Know	146	34.0 %
Total	430	100.0 %

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

<u>Q32 Approximately how many years have you lived in the City of Mission?</u>	<u>Number</u>	<u>Percent</u>
5 or fewer years	151	35.1 %
6-10 years	89	20.7 %
11-15 years	51	11.9 %
16-20 years	43	10.0 %
21-25 years	24	5.6 %
26-30 years	16	3.7 %
Over 30 years	49	11.4 %
Don't know	7	1.6 %
Total	430	100.0 %

Q33 Do you own or rent your current residence?

<u>Q33 Do you own or rent your current residence?</u>	<u>Number</u>	<u>Percent</u>
Own	250	58.1 %
Rent	177	41.2 %
Not Provided	3	0.7 %
Total	430	100.0 %

Q34 Would you say your total annual household income is:

<u>Q34 Would you say your total annual household income is:</u>	<u>Number</u>	<u>Percent</u>
Under \$35, 000	94	21.9 %
\$35,000 to \$59,999	119	27.7 %
\$60,000 to \$99,999	111	25.8 %
\$100,000 or more	70	16.3 %
Not Provided	36	8.4 %
Total	430	100.0 %

Q35 Your gender

<u>Q35 Your Gender</u>	<u>Number</u>	<u>Percent</u>
Male	181	42.1 %
Female	249	57.9 %
Total	430	100.0 %



City of MISSION

City Hall - 6090 Woodson Road - Mission, Kansas 66202

Administrative Offices (913) 676-8350

www.missionks.org

April 25, 2011

Dear Mission Resident:

The City of Mission is requesting your help and a few minutes of your time. You have been selected to participate in a survey designed to gather resident opinions and feedback on City programs and services. The Citizen Survey is a valuable tool for monitoring the quality of City services, helping to establish budget priorities, and in making policy decisions.

We greatly appreciate your time. Since only a limited number of households in Mission were selected at random to receive this survey, it is very important that you participate. We realize that this survey takes a few minutes to complete, but every question is important. The time you invest in this survey will influence decisions made about the City's future.

Please return your completed survey in the next week using the postage-paid envelope provided. The survey data will be compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local government research. They will present the results to the City this summer. Individual responses to the survey will remain confidential.

Please feel free to contact City Administrator Mike Scanlon at 913-676-8350 if you have any questions regarding the survey.

Thank you in advance for your participation.

Sincerely,

Laura L. McConwell
Mayor

City of Mission

DirectionFinder® Survey

General City

1. 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>No Opinion</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to rear 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
F.	As a place to do business	5	4	3	2	1	9

2. 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.”

<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>No Opinion</i>
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
H.	Overall quality of businesses in the City	5	4	3	2	1	9

3. 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>No Opinion</i>
A.	Quality of police services	5	4	3	2	1	9
B.	Quality of City parks and recreation programs and facilities	5	4	3	2	1	9
C.	Maintenance of City streets, buildings and facilities	5	4	3	2	1	9
D.	Enforcement of City codes and Ordinances	5	4	3	2	1	9
E.	Quality of customer service you receive from city employees	5	4	3	2	1	9
F.	Effectiveness of City communication with the public	5	4	3	2	1	9
G.	Quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
H.	Flow of traffic and congestion management in Mission	5	4	3	2	1	9
I.	Quality of City's planning efforts to promote redevelopment	5	4	3	2	1	9
J.	Quality and livability of City's neighborhoods	5	4	3	2	1	9

4. 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 3 above].

1st

2nd

3rd

Public Safety

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:

<i>Public Safety</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>No Opinion</i>
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

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:

<u>How safe do you feel:</u>	<u>Very safe</u>	<u>Safe</u>	<u>Neutral</u>	<u>Unsafe</u>	<u>Very unsafe</u>	<u>Don't Know</u>
(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.....

Parks and Recreation

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>No Opinion</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. “Spirit of Mission Days,” “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 Community Center	5	4	3	2	1	9
H. Quality of the Aquatics Programs/ Pools	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

Code Enforcement

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>No Opinion</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 the maintenance of residential rental property	5	4	3	2	1	9
F. The City’s efforts in helping support neighborhoods and property values	5	4	3	2	1	9

Public Works

11. 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 WORKS 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>No Opinion</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

12. 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 11 above].

_____ 1st _____ 2nd _____ 3rd

13. Indicate your level of agreement, on scale of 1 to 5 (5 means "Strongly Agree" and 1 means "Strongly Disagree.")

		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>No Opinion</i>
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.	The City should make Johnson Drive a pedestrian friendly environment.	5	4	3	2	1	9
E.	The City should make cars the priority in all transportation planning discussions.	5	4	3	2	1	9
F.	The City should make sidewalks and trails a priority in all transportation planning discussion.	5	4	3	2	1	9
G.	The City should make bike options a priority in all transportation planning discussions.	5	4	3	2	1	9

14. 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 13 above].

_____ 1st _____ 2nd _____ 3rd

Customer Service

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

_____ (1) Yes [go to Q16a-e] _____ (2) No [go to Q17]

15a. Which City department did you contact most recently? _____

15b-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 (5 means "very satisfied", 1 means "very dissatisfied") please rate your satisfaction with customer service you received from the Department you listed in Q15a.

<i>Customer Service</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>No Opinion</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/knowledge of City employees	5	4	3	2	1	9
E.	Overall responsiveness of City employees to your request or concern	5	4	3	2	1	9

16. 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>No Opinion</i>
A.	Availability of information about our programs/services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	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
F.	Mission Magazine / You Tube	5	4	3	2	1	9
G.	Use of Facebook/Twitter/other social media	5	4	3	2	1	9

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

- | | |
|--|---|
| <input type="checkbox"/> (1) Newspaper | <input type="checkbox"/> (6) Sylvester Powell, Jr. Community Center |
| <input type="checkbox"/> (2) City Newsletter | <input type="checkbox"/> (7) City Facebook/Twitter/other social media |
| <input type="checkbox"/> (3) Direct Mailings | <input type="checkbox"/> (8) Mayor's ENewsletter |
| <input type="checkbox"/> (4) Friends | <input type="checkbox"/> (9) Mission Magazine / You Tube |
| <input type="checkbox"/> (5) City Website | <input type="checkbox"/> (10) Other _____ |

Downtown Redevelopment

18. Johnson Drive runs through the center of downtown Mission (between Nall and Lamar). How often do you travel on this section of Johnson Drive in a week's time?

- | | |
|--|--|
| <input type="checkbox"/> (1) 7 days a week | <input type="checkbox"/> (4) occasionally |
| <input type="checkbox"/> (2) weekdays mostly | <input type="checkbox"/> (5) rarely or never |
| <input type="checkbox"/> (3) weekends mostly | |

19. If you travel on this section of Johnson Drive, what is the reason?

- ☐ (1) I'm traveling on Johnson Drive to get to another destination
☐ (2) My destination is usually a business/location along or just off of Johnson Dr. in the downtown area
☐ (3) Both 1 and 2
☐ (4) I rarely or never travel on Johnson Drive through the downtown area

20. For which of the following reasons do you currently visit downtown Mission? (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> (1) go shopping | <input type="checkbox"/> (5) visit a doctor/lawyer's office |
| <input type="checkbox"/> (2) go out to eat | <input type="checkbox"/> (6) go to the bank |
| <input type="checkbox"/> (3) attend special event or meeting | <input type="checkbox"/> (7) visit the community center |
| <input type="checkbox"/> (4) visit friends/relatives | |

21. In order to improve the appearance of our downtown area and provide much needed upgrades, extra time coordination and initial cost would be required. Which of the following funding options would you support to help fund public improvements?

- ☐ (1) 1/4 cent sales tax (generating approximately \$500,000 annually)
☐ (3) \$8 monthly property tax (generating approximately \$500,000 annually)
☐ (4) A 2% "entertainment district" tax on dining and entertainment in the designated downtown area (generating approximately \$25,000 annually)
☐ (5) I do not support additional taxes being levied to improve Downtown Mission
☐ (6) I don't know
☐ (7) Other _____

22. Do you support the use of economic incentives to help private property owners redevelop blighted property in downtown?

- ☐ (1) Yes ☐ (2) No ☐ (3) Don't know

23. A vibrant downtown energizes any community, draws neighboring dollars and attracts new business investment. Mission could support a revitalization of our downtown area, starting with our Historic Fine Arts Theatre as a focal point. Well planned areas and amenities around the Theatre would upgrade the appearance of our downtown area. How important would the following amenities be to you and your family?

		Very Important	Important	Neutral	Not Important	No Opinion
A.	Street and sidewalk improvements	5	4	3	2	9
B.	Parking improvements just off of Johnson Drive	5	4	3	2	9
C.	Extended business hours for this area	5	4	3	2	9
D.	Live theater productions	5	4	3	2	9
E.	Businesses that support the arts, like art galleries	5	4	3	2	9
F.	Movies in a refurbished theater	5	4	3	2	9
G.	Gathering areas for friends and families like cafes and small park areas	5	4	3	2	9
H.	A City Market area	5	4	3	2	9
I.	A connection to the existing walking and biking trails for neighborhood connectivity	5	4	3	2	9
J.	Housing selections in the surrounding area that include lofts and single family options	5	4	3	2	9
K.	Green enhancements that support storm water management	5	4	3	2	9

24. Which **THREE** of these items are of most importance to you and your family, when considering the revitalization of this area of downtown? [Write in the letters below using the letters from the list in Question 22 above].

_____ 1st _____ 2nd _____ 3rd

25. For each of the statements 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>Downtown Mission</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
A. A vibrant downtown would give a positive reflection of Mission.	5	4	3	2	1	9
B. Downtown is important to my quality of life in Mission.	5	4	3	2	1	9
C. I prefer to live in a community that has a vibrant downtown.	5	4	3	2	1	9
D. Downtown Mission is a destination for the metro.	5	4	3	2	1	9
E. I support more redevelopment and investment in our downtown.	5	4	3	2	1	9

26. The City has completed major long-term planning studies for existing commercial areas (i.e. West and East Gateway vision plans). Each vision plan calls for mixed-use neighborhoods to develop over time, which include small retail shops, offices, townhomes, 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

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 ____ (3) 35 to 44 ____ (5) 55 to 64
____ (2) 25 to 34 ____ (4) 45 to 54 ____ (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

_____ (2) 6-10 miles

_____ (3) 11-20 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

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

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

_____ (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.