

City of Lawrence 2015 DirectionFinder Survey

...helping organizations make better decisions since 1982

Findings
Report

Submitted to Lawrence, Kansas by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061



July 2015



Contents

Executive Summary	i
Section 1: Charts and Graphs.....	1
Section 2: Benchmarking Analysis	32
Section 3: Importance-Satisfaction Analysis	39
Section 4: Tabular Data.....	53
Section 5: Survey Instrument.....	88

2015 DirectionFinder® Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Lawrence during the spring of 2015. The purpose of the survey was to assess satisfaction with the quality of City services and to gather input about priorities for the community. This was the third community survey administered by the City of Lawrence; the first survey was administered in the spring of 2007.

A seven-page survey was mailed to a random sample of 2,500 households in the City of Lawrence. 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 a total of 1,330 completed surveys. The results for the random sample of 1,330 households have a 95% level of confidence with a precision of at least +/- 2.7%.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Lawrence with the results from other communities in the *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*”.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- benchmarking data that shows how the results for Lawrence compare to other cities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument.

The following items are published separately as appendices:

- GIS maps that show the results of selected questions on a map of the City
- open-ended comments
- crosstabulations that show the results for selected demographic variables

Perceptions of the Community

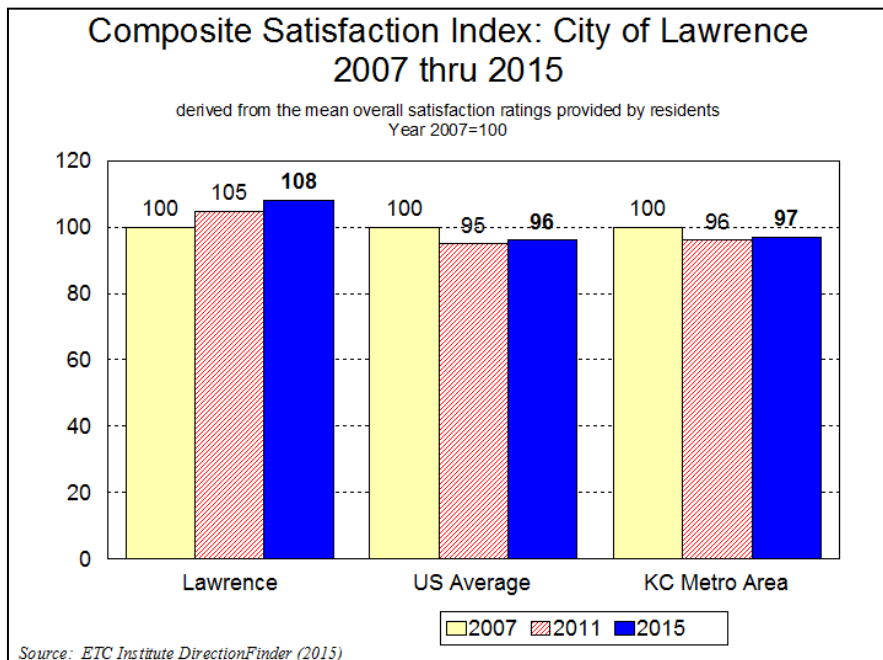
Most residents have a positive perception of the City. Eighty-seven percent (87%) of those surveyed who had an opinion were “very satisfied” or “satisfied” with the livability of their neighborhood. Eighty-six percent (86%) of residents were satisfied with the overall quality of life in the City; only 3% of those surveyed were dissatisfied with the quality of life in the City.

Overall Satisfaction with Major City Services

Based upon the combination of “very satisfied” and “satisfied” responses, residents were **most satisfied** with the following major categories of city services: trash and yardwaste services (89%), police, fire and EMS (89%), City’s parks & recreation system (88%), and the City water/wastewater services (82%). Residents were **least satisfied** with the flow of traffic and congestion management (36%), the maintenance of City streets and utilities (27%) and quality of planning and code enforcement (25%).

Composite Performance Index. To objectively assess the change in overall satisfaction with city services from 2007 to 2015, ETC Institute developed a Composite Satisfaction Index for the City. The Composite Satisfaction Index is derived from the mean rating given for the major categories of city services that were assessed in 2007, 2011 and 2015. The index is calculated by dividing the mean rating from 2015 by the mean rating from 2007 and then multiplying the result by 100.

The chart to the right shows the Composite Satisfaction Index from 2007, 2011 and 2015 for the City of Lawrence, all U.S. cities, and cities in the Kansas City metro area. While the Composite Customer Satisfaction Index for the City of Lawrence has improved by 8 points from 2007 to 2015, the U.S. average has decreased by 4 points, and the Kansas City metro average has decreased by 3 points. City leaders in Lawrence are to be



commended for their efforts to sustain high levels of service during a period in which national and regional attitudes toward local government have generally become more negative.

Short-Term Trends

From 2011 to 2015, satisfaction ratings among all residents **improved or stayed the same in 67 of the 86 areas that were assessed**. There were significant increases (3% or more) in 42 of these areas. The areas that had the most significant increases since 2011 are listed below:

Most Significant INCREASES. The most significant increases in satisfaction from 2011 to 2015 were:

- City's indoor recreation facilities (+17%)
- Special events and parades (+16%)
- Availability of gym space (+15%)
- How safe residents feel downtown after dark (+13%)
- Condition of major streets (+12%)
- City's landscaping efforts (+12%)
- Availability of parking (+11%)
- City's drop-off recycling sites (+11%)
- Appearance and cleanliness of Downtown (+11%)
- Snow removal on neighborhood streets (+10%)

Long-Term Trends

From 2007 to 2015, satisfaction ratings among all residents **improved or stayed the same in 67 of the 78 areas that were assessed**. There were significant increases (3% or more) in 43 of these areas. The areas that had the most significant increases since 2011 are listed below:

Most Significant INCREASES. The most significant increases in satisfaction from 2011 to 2015 were:

- Beautification of Downtown Lawrence (+22%)
- City's drop-off recycling sites (+18%)
- How safe you feel Downtown after dark (+16%)
- Appearance and cleanliness of Downtown Lawrence (+14%)
- City's landscaping efforts (+13%)
- Condition of major City streets (+12%)
- Overall value received for City taxes and fees (+12%)
- Quality of City water and wastewater services (+12%)
- Availability of parking (+10%)
- Number of City parks (+10%)

Top Priorities For Improvement

The major categories of City services that residents thought should receive the most emphasis from City leaders over the next two years, based on the percentage of residents who selected the item as one of their top three choices, were:

- the maintenance of streets and utilities (71%)
- the flow of traffic and congestion management (58%)
- quality of police, fire and EMS (34%)

SATISFACTION WITH SPECIFIC CITY SERVICES

Public Safety

Most Lawrence residents felt safe during the day. Ninety-seven percent (97%) of the residents surveyed, *who had an opinion*, felt safe (ratings of 4 or 5 on a 5-point scale) walking in their neighborhood during the day, 85% felt safe overall in Lawrence and 76% felt safe in walking in their neighborhood after dark. Residents felt least safe navigating intersections on a bicycle (26%).

Police Services

- Eighty percent (80%) of those surveyed, *who had an opinion*, were satisfied with the professionalism of police officers, 77% were satisfied with how quickly police respond to emergencies and 59% were satisfied with the frequency police officers patrol their neighborhood.

Fire and Emergency Medical Services

- Ninety-two percent (92%) of those surveyed, *who had an opinion*, were satisfied with the professionalism of the City's EMS personnel, 91% were satisfied with the overall quality of fire services, 89% were satisfied with the response time of emergency medical services personnel and 88% were satisfied with the medical care provided by EMS personnel.

Parks and Recreation

Ninety-two percent (92%) of those surveyed, *who had an opinion*, were satisfied with the appearance/cleanliness of City parks, 87% were satisfied with the City's landscaping efforts, 84% were satisfied with the number of City parks and 82% were satisfied with the quality of recreation programs offered by the City. The parks and recreation service that residents felt should receive the most emphasis from City leaders over the next two years was the number of walking and biking trails.

Maintenance and Public Works

Eighty percent (80%) of those surveyed, *who had an opinion*, were satisfied with snow removal on major City streets, 59% were satisfied with snow removal on neighborhood streets and 55% were satisfied with street sweeping services provided by the City. Residents were least satisfied with the timeliness of street maintenance repairs (33%). The public works services that residents felt should receive the most emphasis over the next two years were: the condition of major city streets, the timeliness of street maintenance repairs and the condition of neighborhood streets.

Solid Waste Disposal Services

Ninety-three percent (93%) of the residents surveyed, *who had an opinion*, were satisfied with residential trash services and 88% were satisfied with yardwaste collection services. Residents were least satisfied with household hazardous waste disposal service (59%).

Water and Wastewater Utilities

Ninety-one percent (91%) of those surveyed, *who had an opinion*, were satisfied with reliability of water services, 85% were satisfied with the water pressure in their home, and 73% were satisfied with the quality of their drinking water. Residents were least satisfied with the value they received for their water/wastewater utility rates (61%). The water/wastewater service that residents felt should receive the most emphasis over the next two years was the quality of drinking water.

Transportation

Fifty-eight percent (58%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the ease of north/south travel in Lawrence and 50% were satisfied with availability of pedestrian paths in Lawrence. Residents were least satisfied with the connectivity of bicycle lanes (21%). The transportation issue that residents felt should receive the most increase in emphasis over the next two years was the ease of east/west travel in the City.

Perceptions of Downtown

Ninety-two percent (92%) of the residents surveyed, *who had an opinion*, were satisfied with how safe they felt Downtown during the day; 90% of those surveyed were satisfied with the beautification of Downtown and 87% were satisfied with the appearance and cleanliness of Downtown Lawrence. Residents were least satisfied with the availability of bicycle parking (39%).

Other Findings

- **Contact with City Employees.** Eighty-seven percent (87%) of the residents that had called or visited the City with a question, problem or complaint indicated that the City employees they came in contact with were courteous and polite and 85% indicated that the City employees were professional.

- **Usage of City Services.** The percent of residents who had used various services provided by the City of Lawrence during the past year are listed below:
 - 93% Put out recycling
 - 77% Visited City recreation facilities
 - 76% Used a walking/biking trail or path
 - 76% Visited the City Library
 - 35% Enrolled in City recreation programs
 - 29% Received assistance from Police Department
 - 29% Used a bicycle lane
 - 19% Used public transportation services
 - 14% Received assistance from the Fire Medical Department

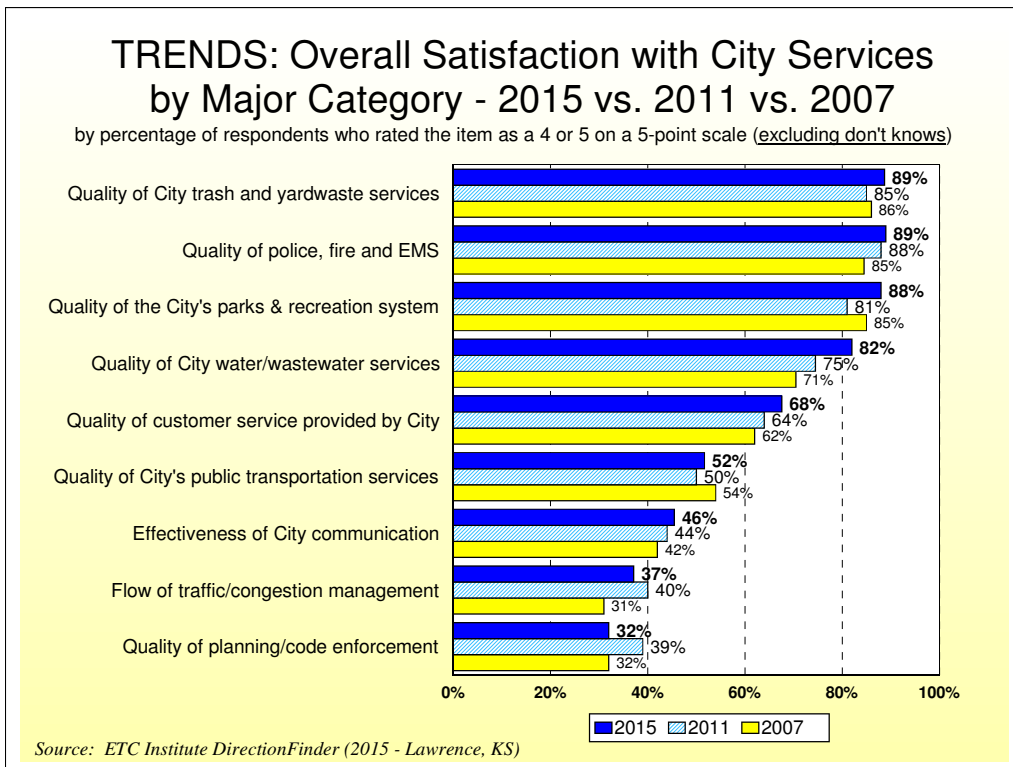
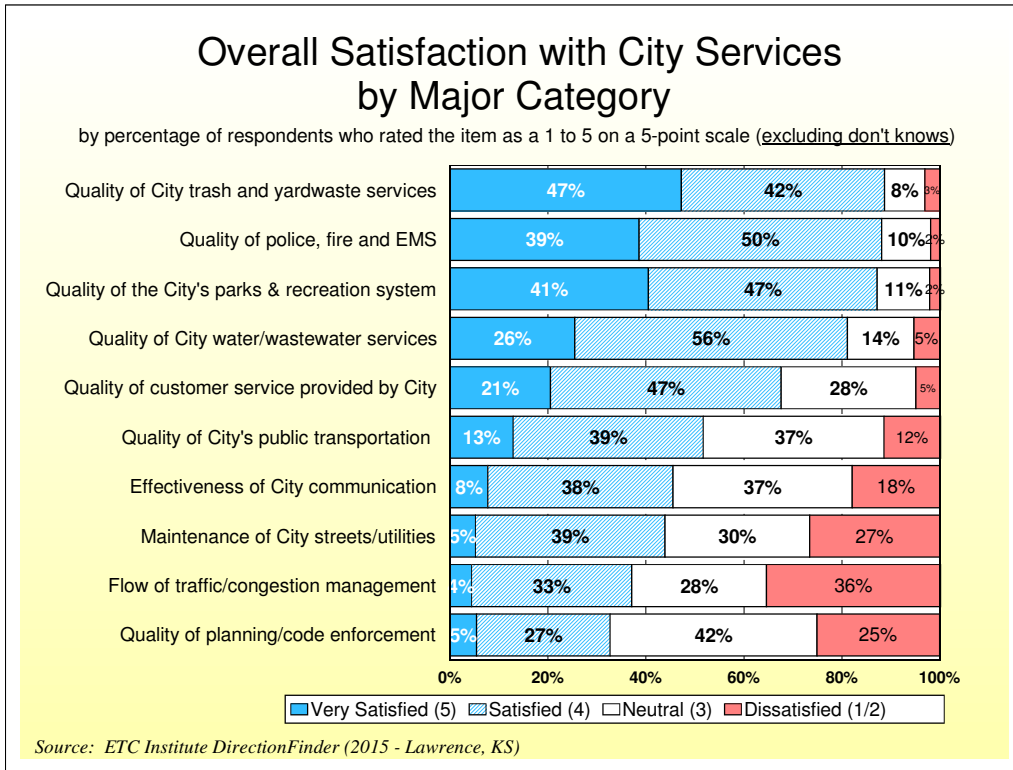
Section 1:
Charts and Graphs

City of Lawrence
2015 DirectionFinder
Survey Results

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

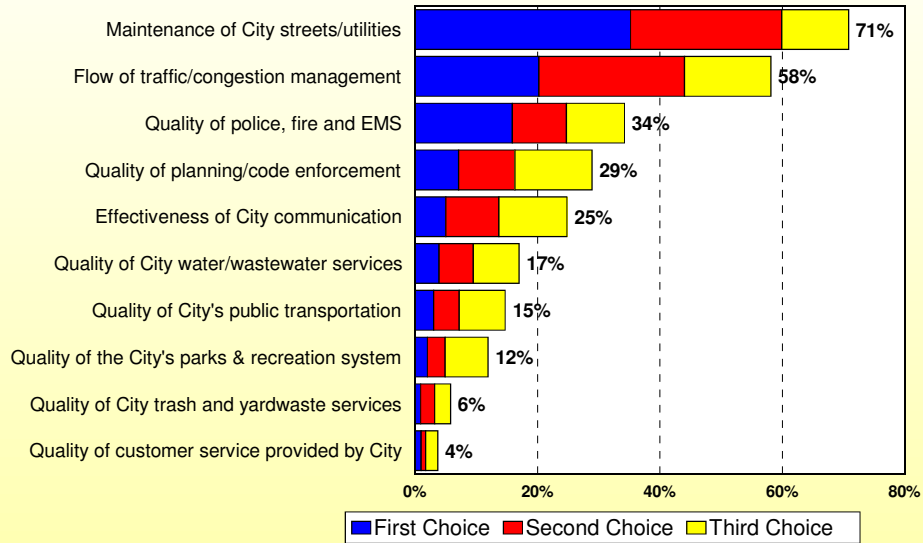
Overall Ratings

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)



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

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



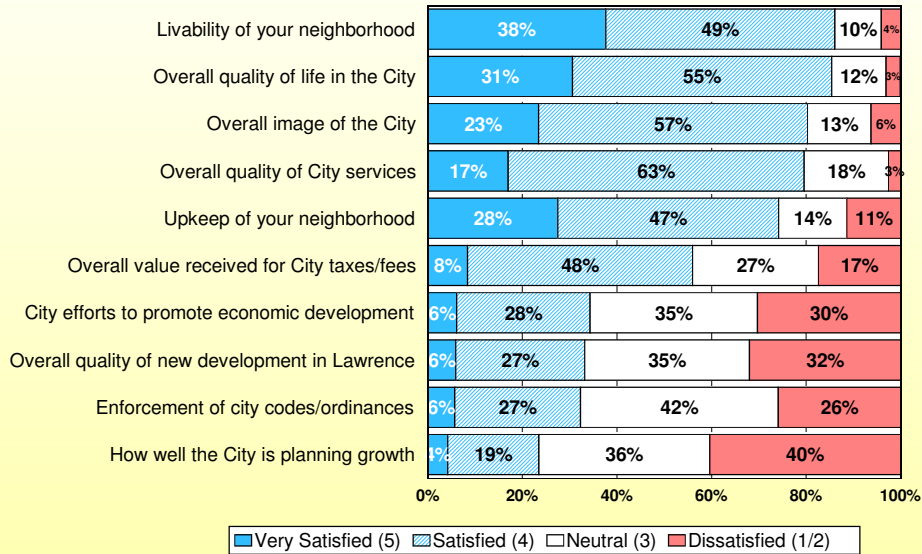
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Perceptions of the City

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Items That Influence Perceptions of the City

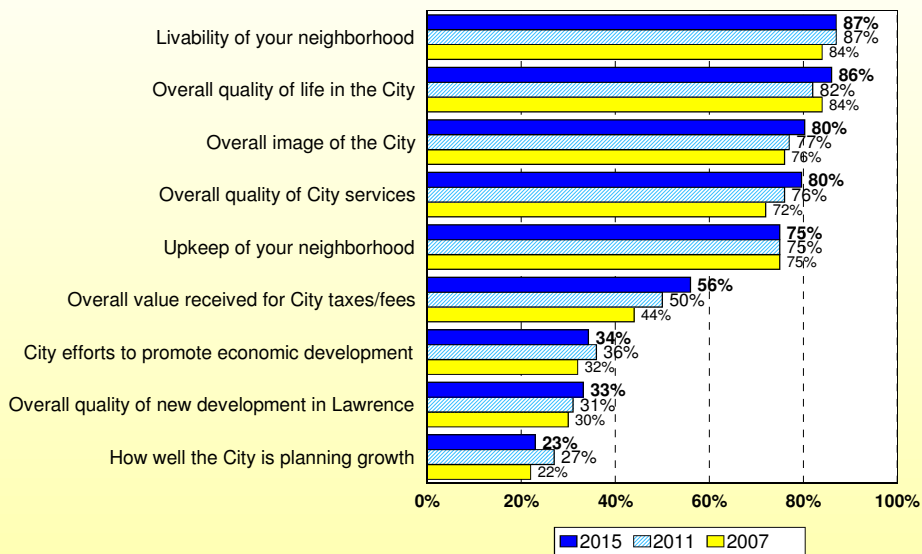
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Satisfaction with Items That Influence Perceptions of the City - 2015 vs. 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)



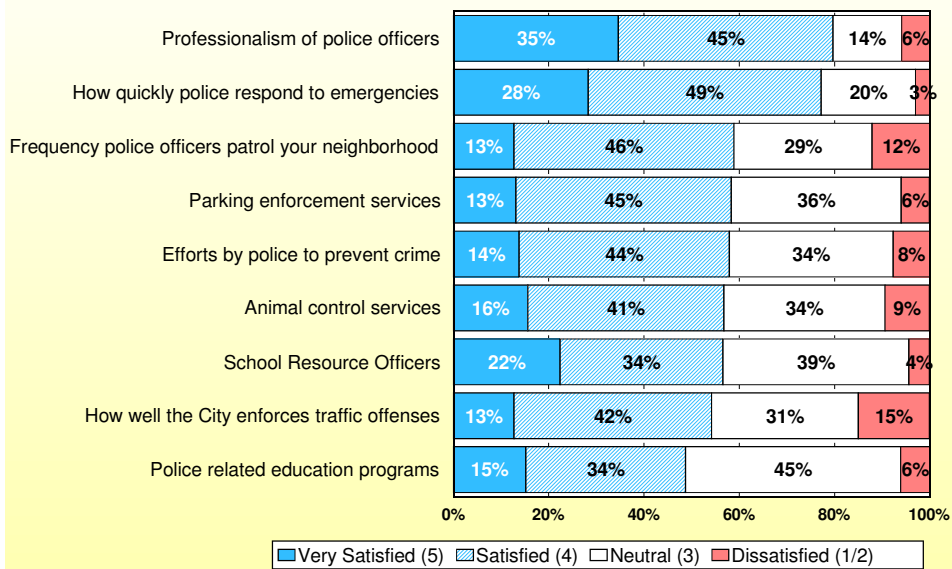
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Police Services

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Police Services

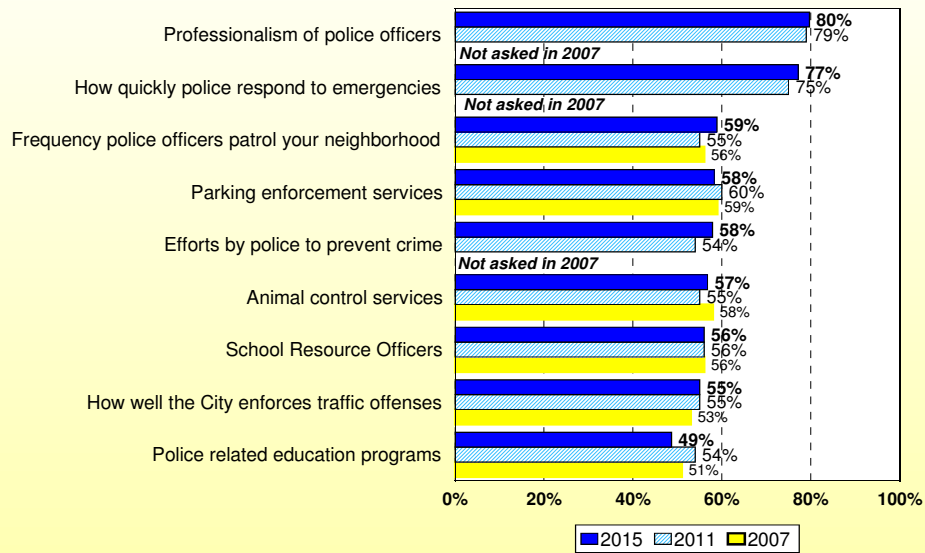
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Satisfaction with Police Services 2015 vs. 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)



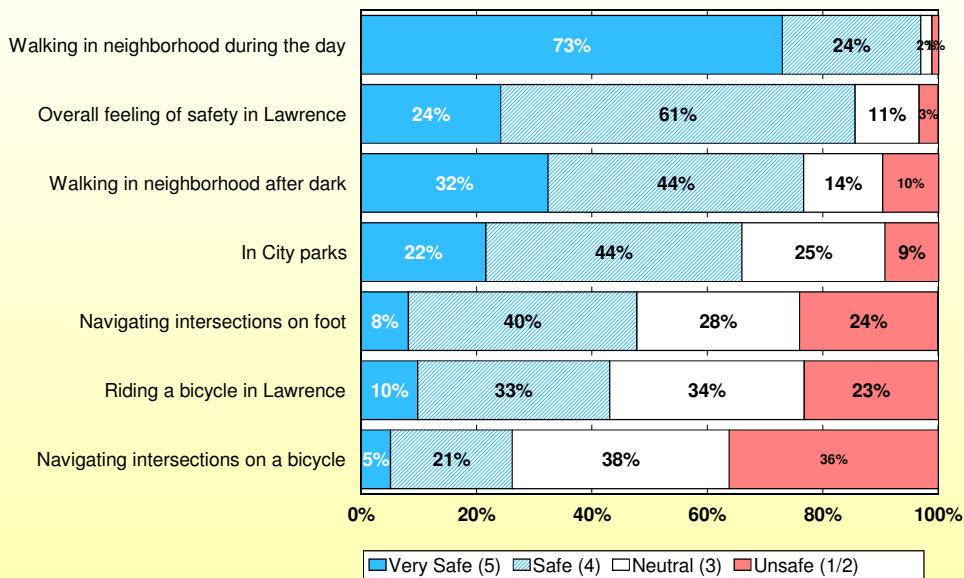
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Perceptions of Safety

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Residents Perceptions of Safety

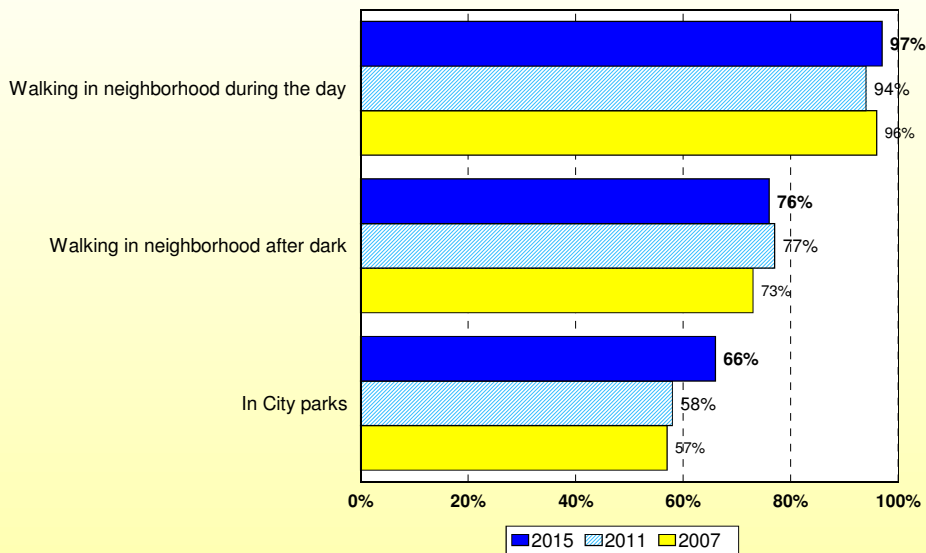
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Perceptions of Safety 2015 vs. 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)



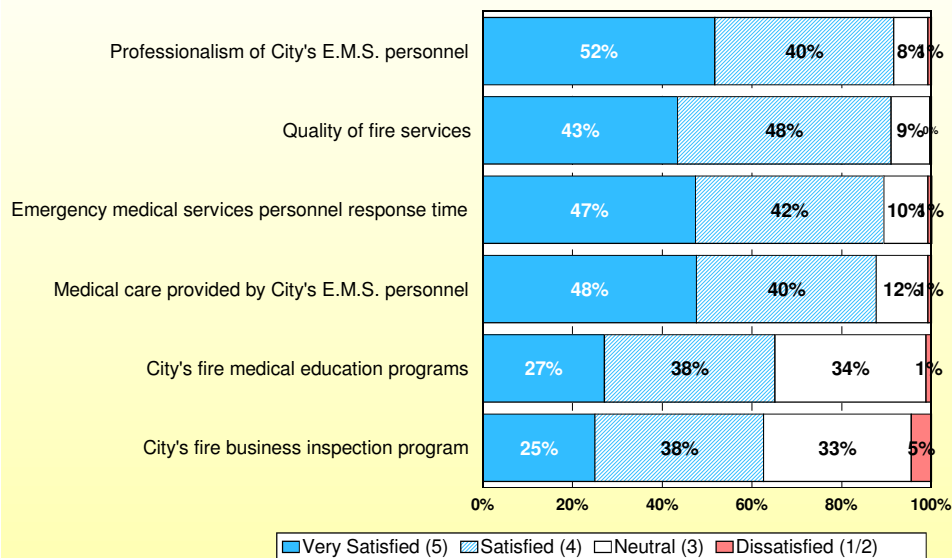
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Fire and Emergency Medical Services

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Fire and Emergency Medical Services

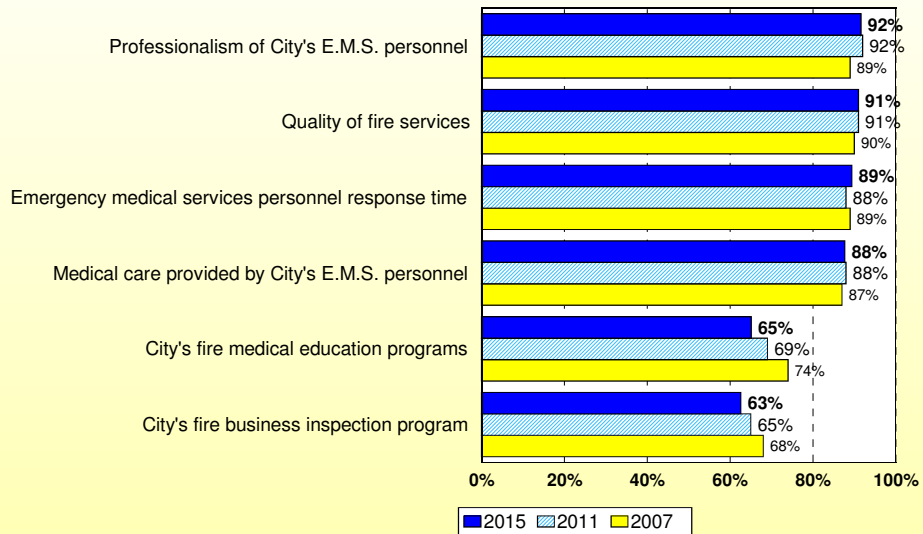
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Satisfaction with Fire and Emergency Medical Services - 2015 vs. 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)



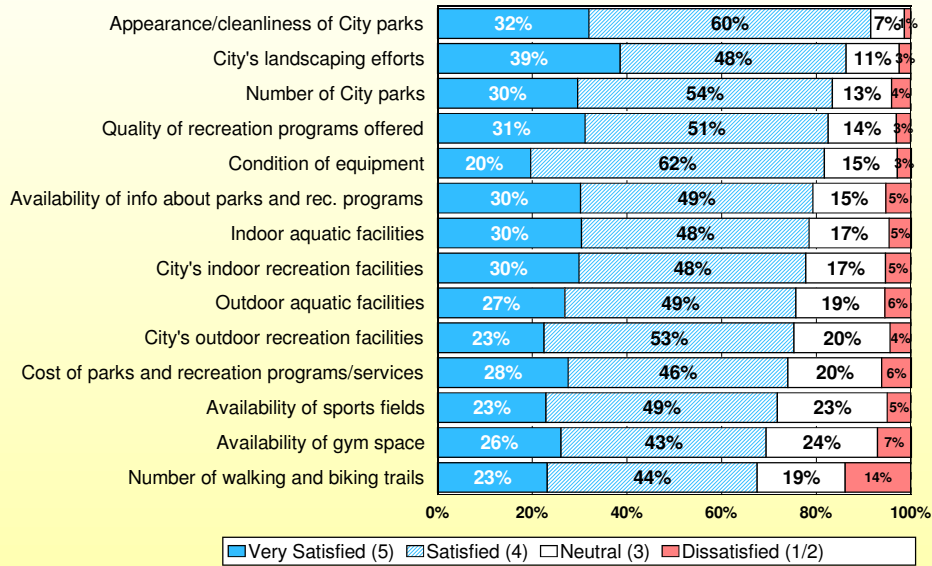
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Parks and Recreation

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Various Aspects of Parks and Recreation

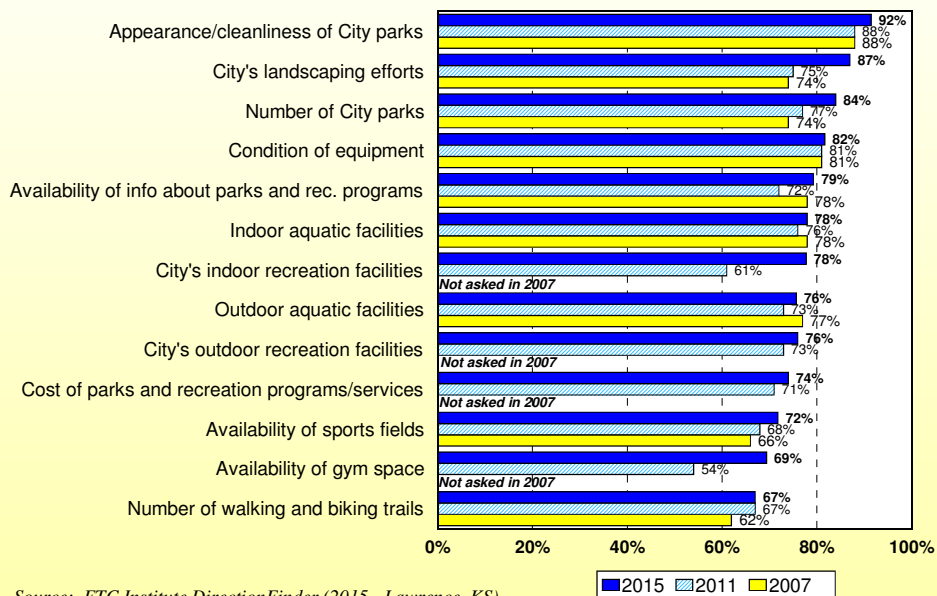
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2015 vs. 2011 vs. 2007

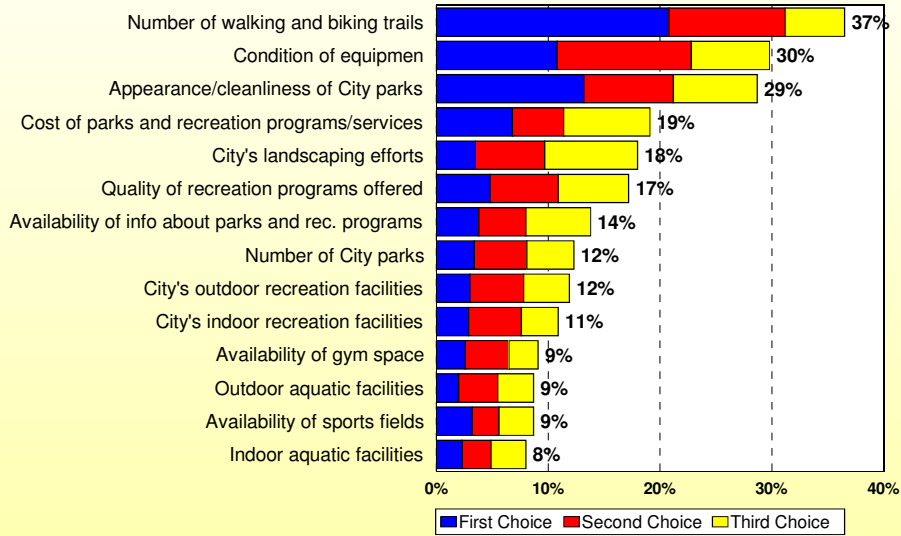
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Parks and Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



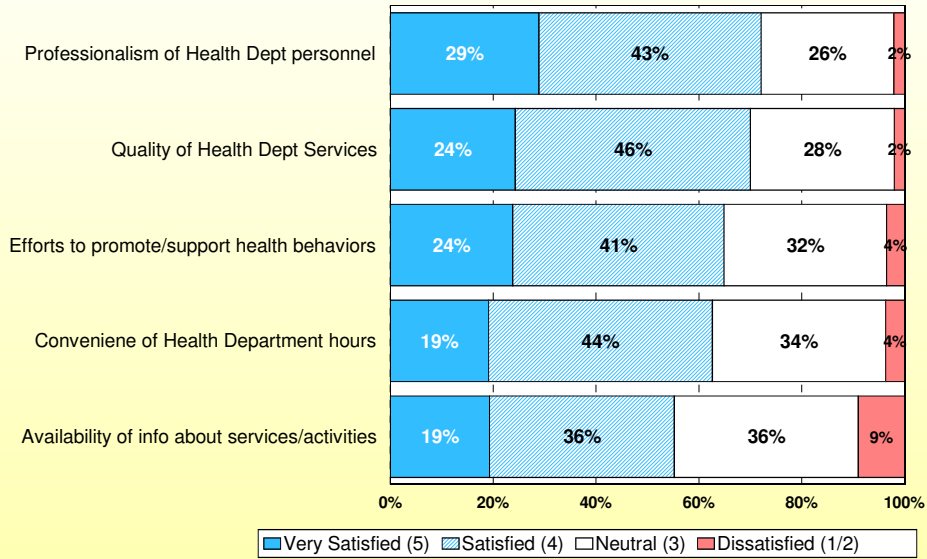
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Health Department

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Various Aspects of the Health Department

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



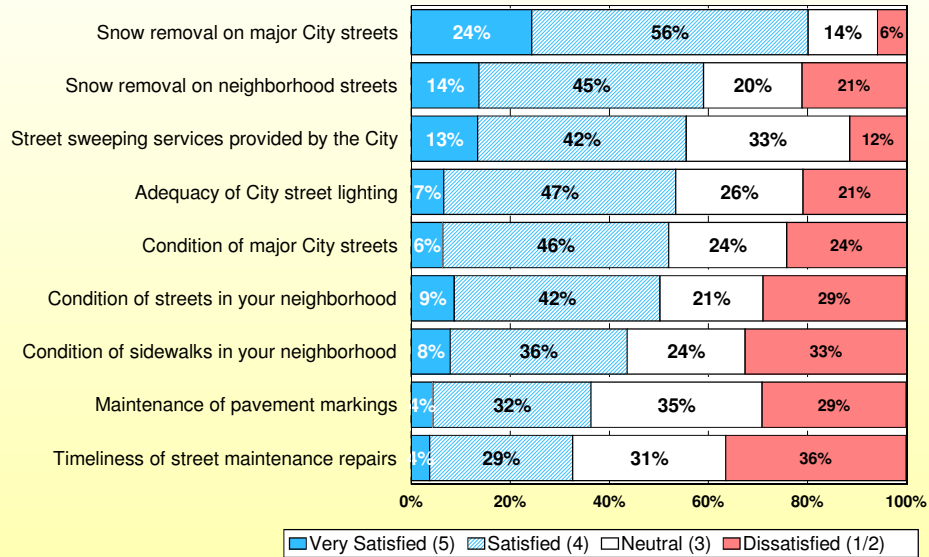
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Maintenance and Public Works

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Various Aspects of Maintenance and Public Works

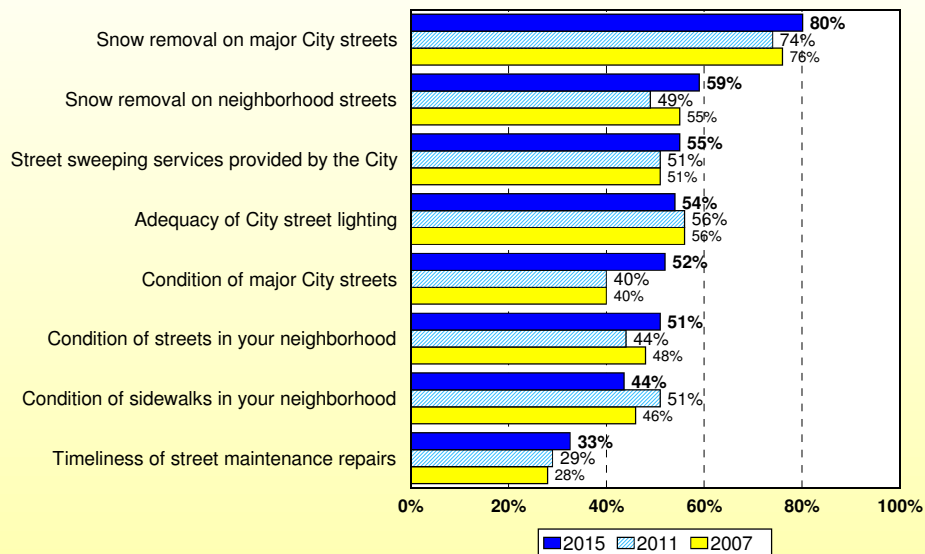
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Satisfaction with Various Aspects of Maintenance and Public Works - 2015 vs. 2011 vs. 2007

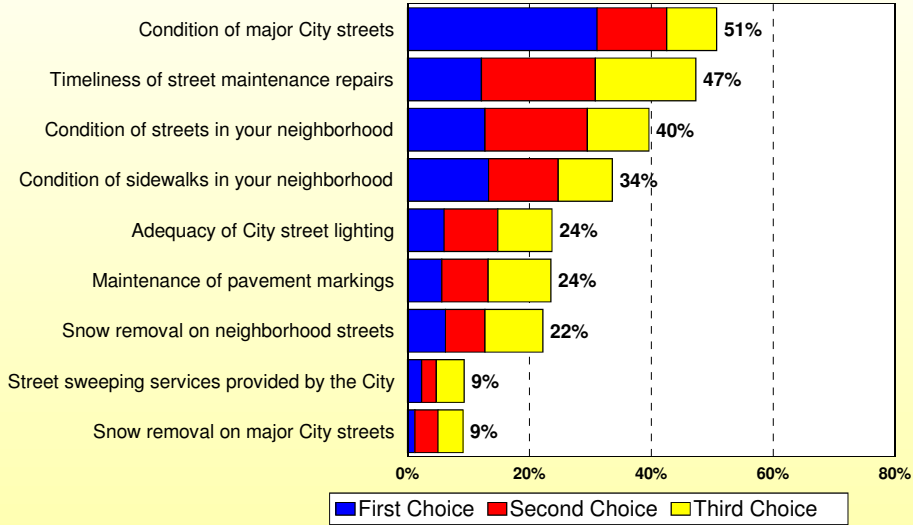
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Maintenance and Public Works Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



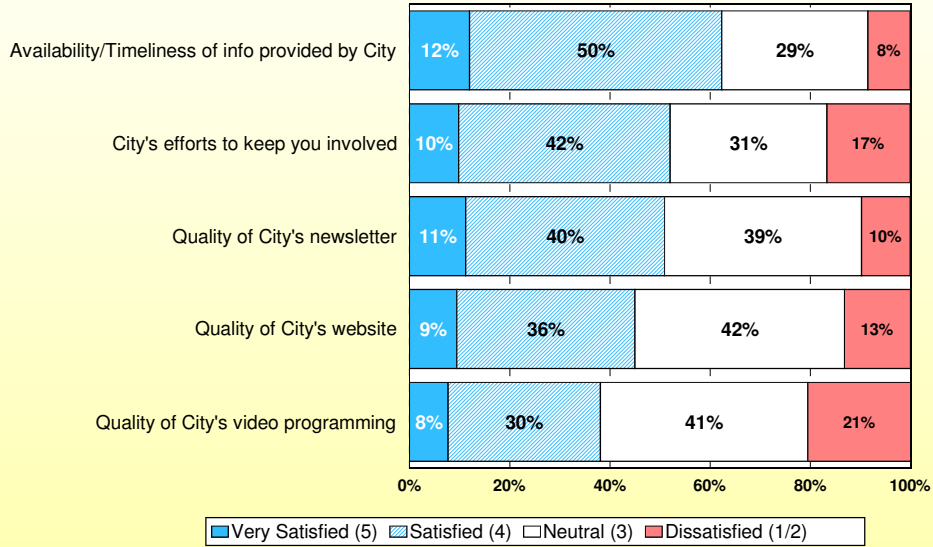
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Public Information

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Various Aspects of Public Information

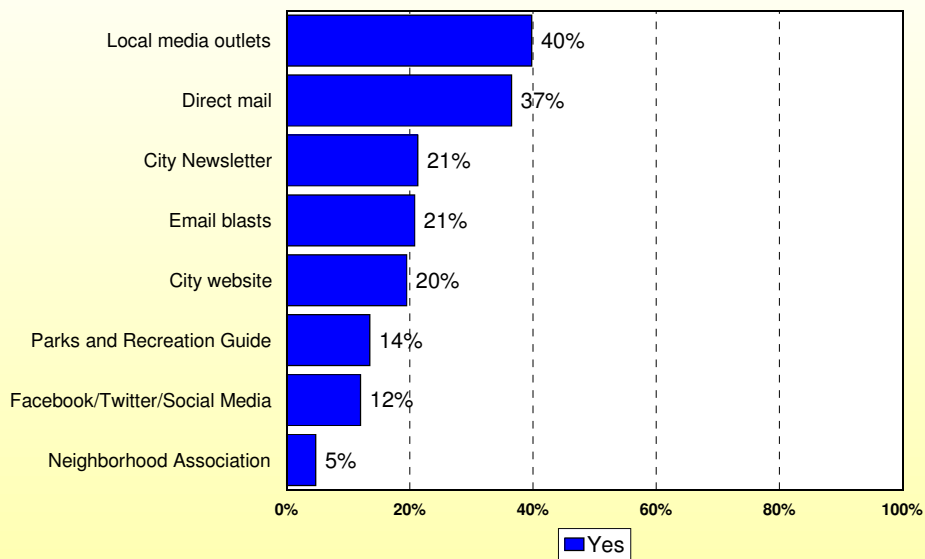
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Preferred Method of City Communication

by percentage of respondents



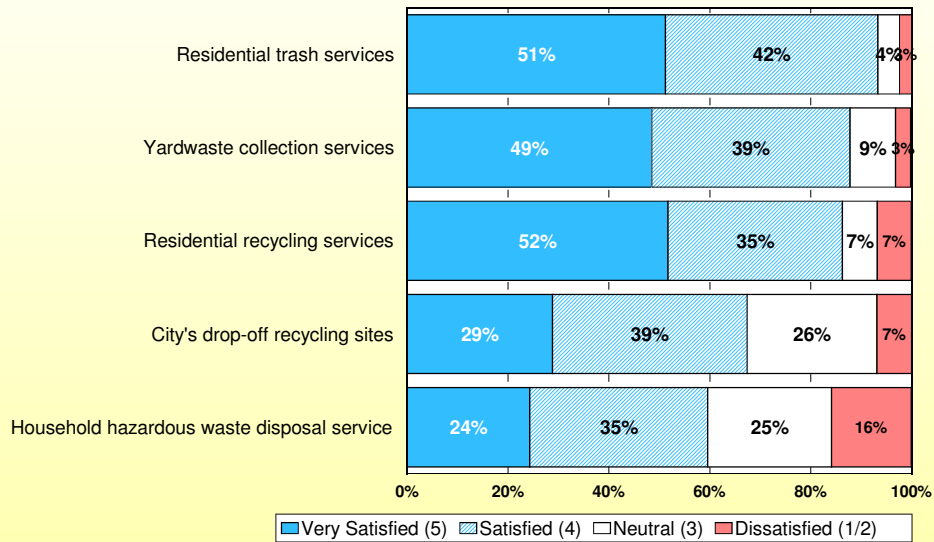
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Solid Waste Disposal Services

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Various Aspects of Solid Waste Disposal Services

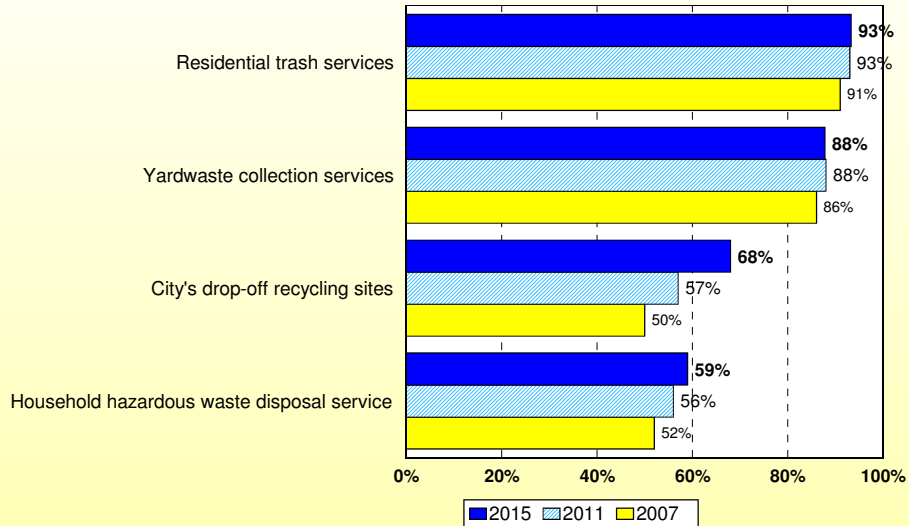
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Satisfaction with Various Aspects of Solid Waste Disposal Services - 2015 vs. 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)



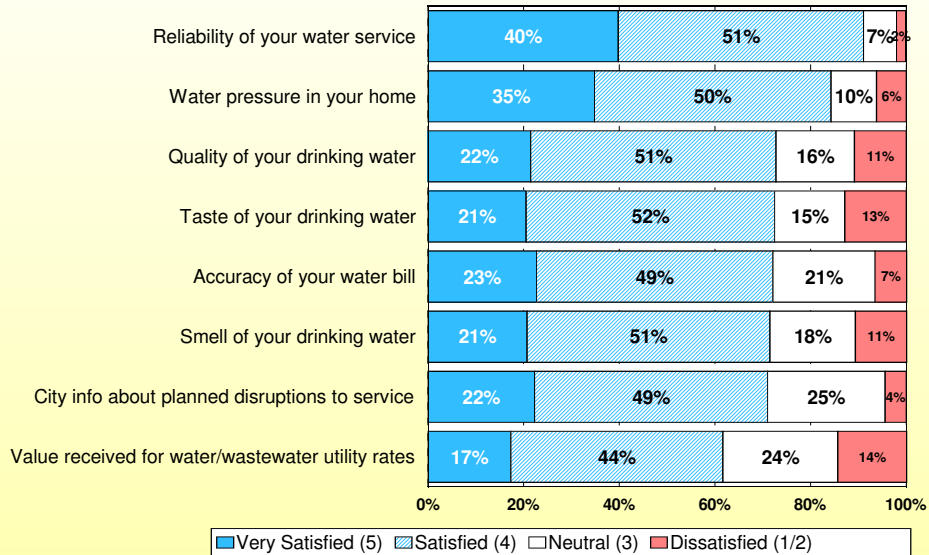
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Water and Wastewater Utilities

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Various Aspects of Water and Wastewater Utilities

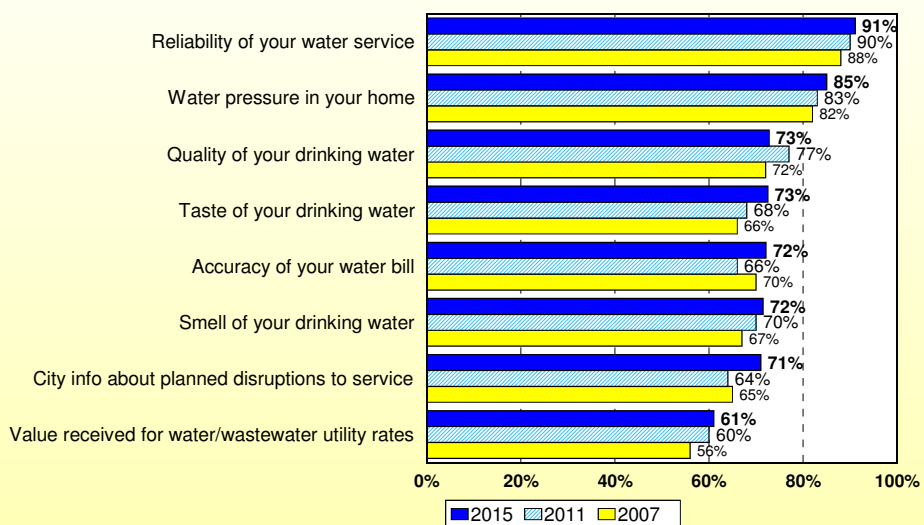
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Satisfaction with Various Aspects of Water and Wastewater Utilities - 2015 vs. 2011 vs. 2007

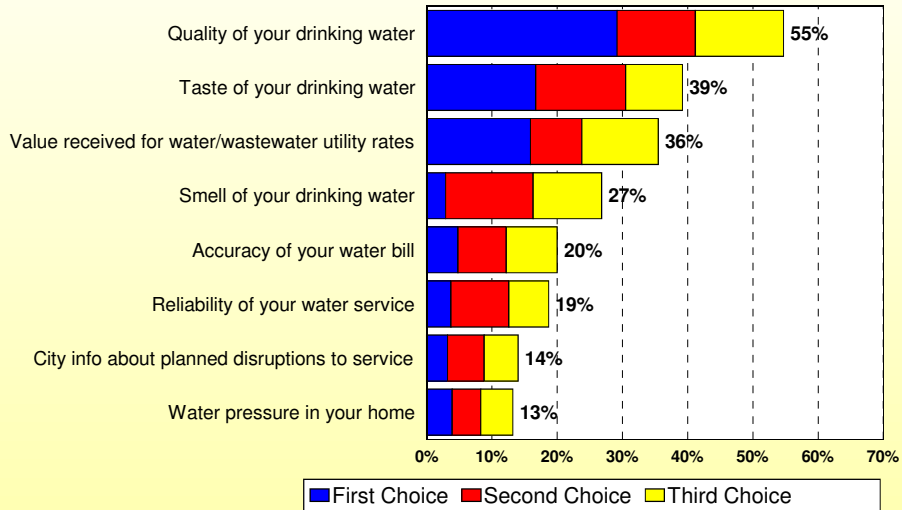
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Water and Wastewater Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



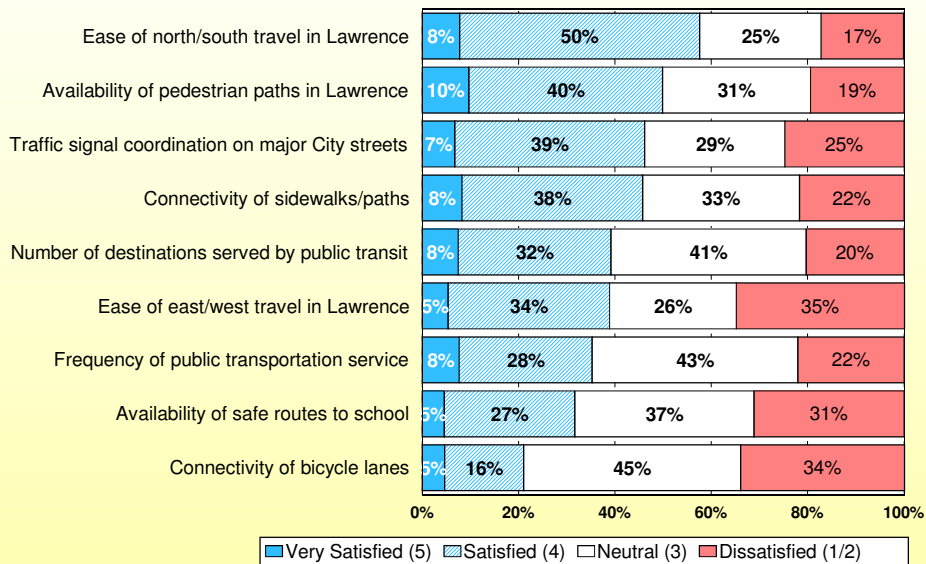
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Transportation

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Transportation Services

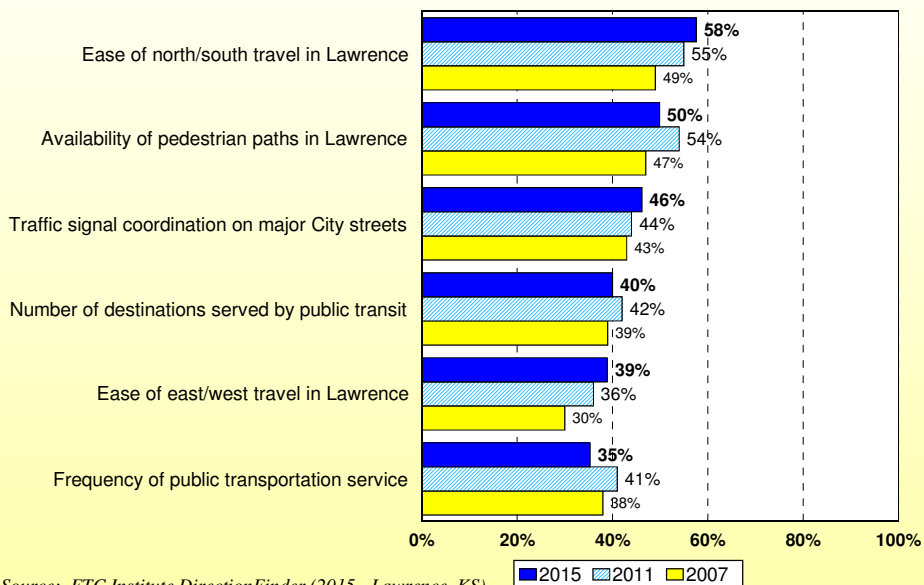
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Satisfaction with Transportation Services 2015 vs. 2011 vs. 2007

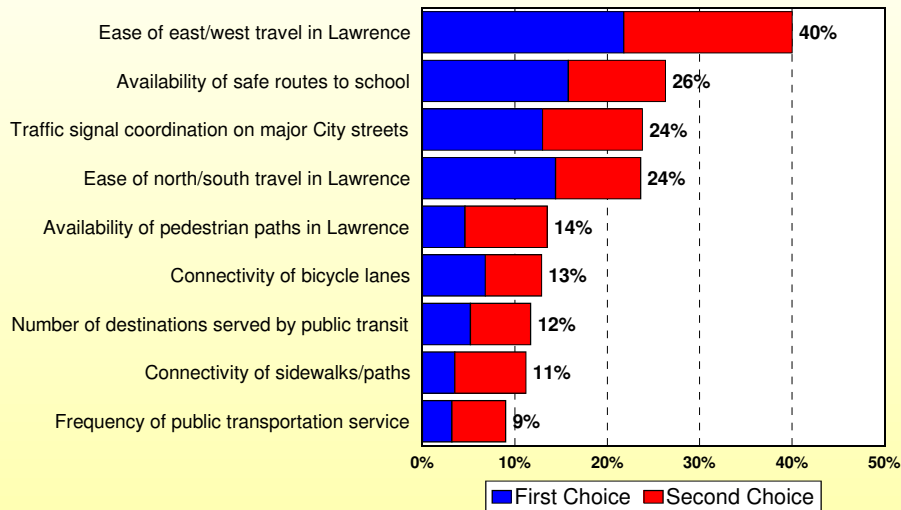
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Transportation Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

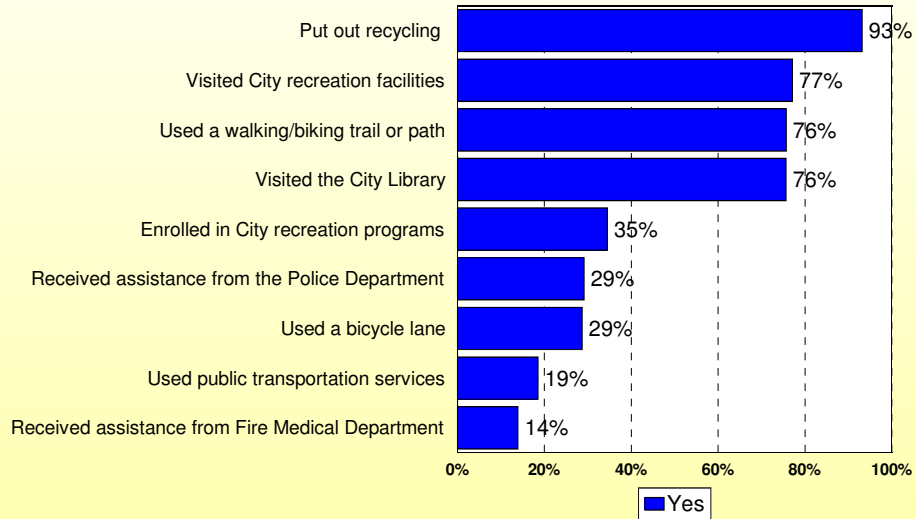
Experience with City of Lawrence Services

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

City Services used in the Past 12 months

by percentage of respondents who answered "YES" (excluding "don't remember")

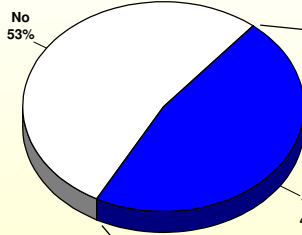
During the past 12 months have you:



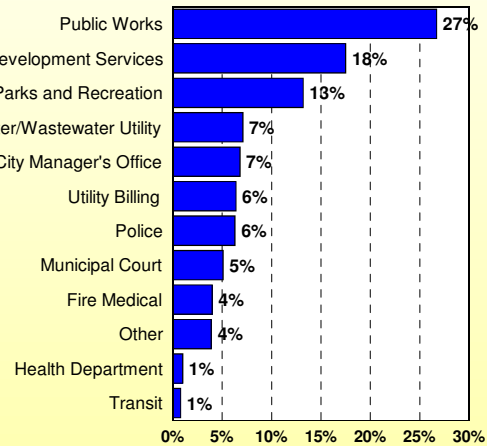
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents



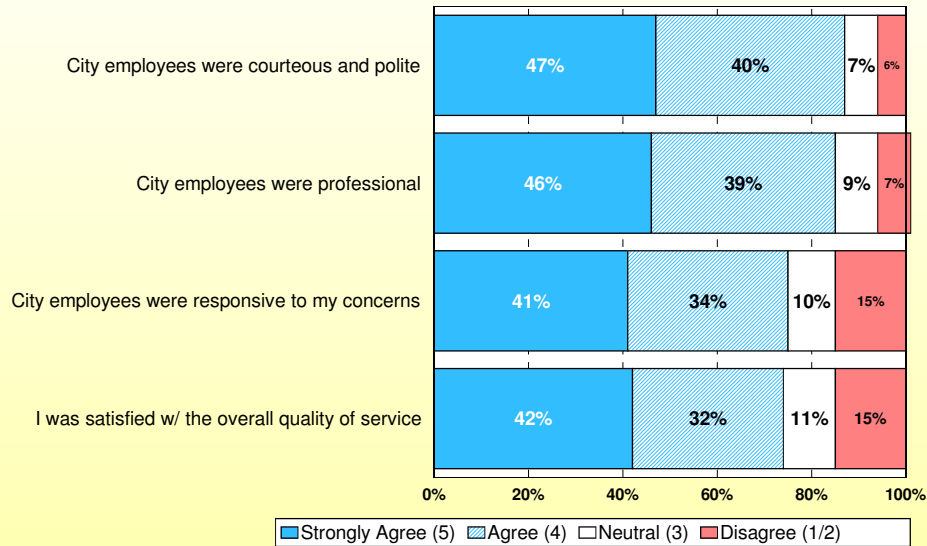
If YES, which department did you contact most recently?



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Level of Agreement with Statements about the Quality of Service Received from City Employees

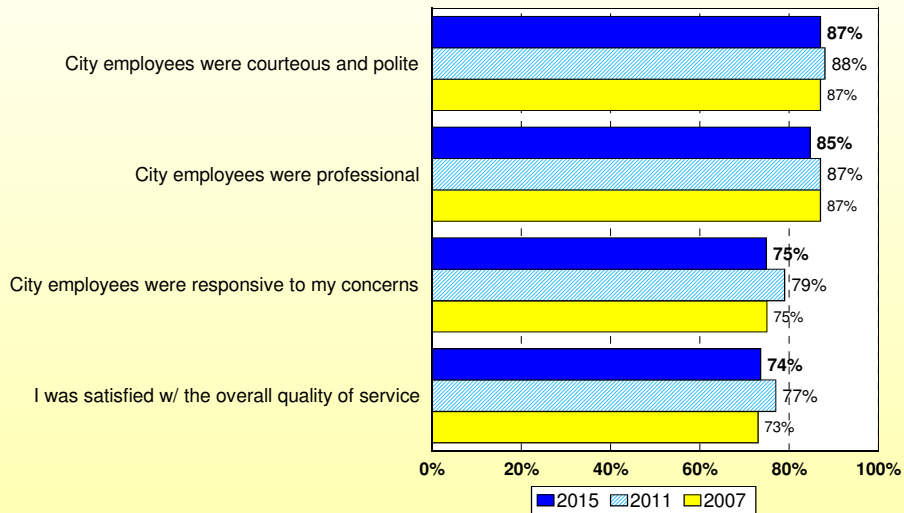
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Level of Agreement with Statements about the Quality of Service Received from City Employees 2015 vs. 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)



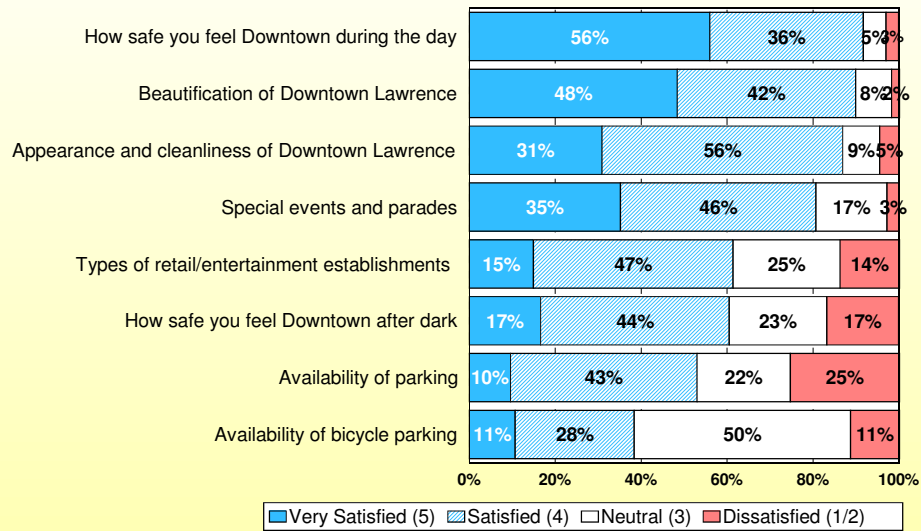
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Perceptions of Downtown

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Satisfaction with Various Aspects of Downtown Lawrence

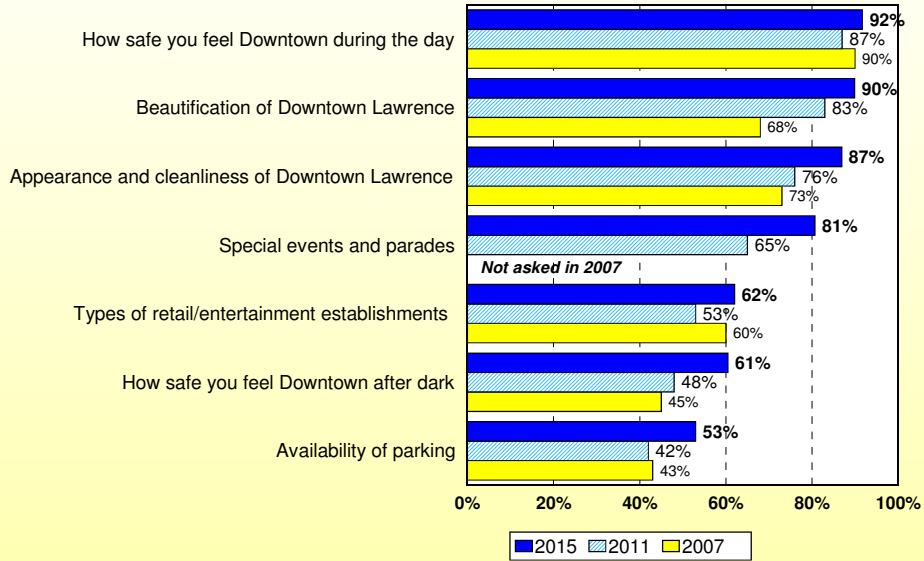
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

TRENDS: Satisfaction with Various Aspects of Downtown Lawrence - 2015 vs. 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)



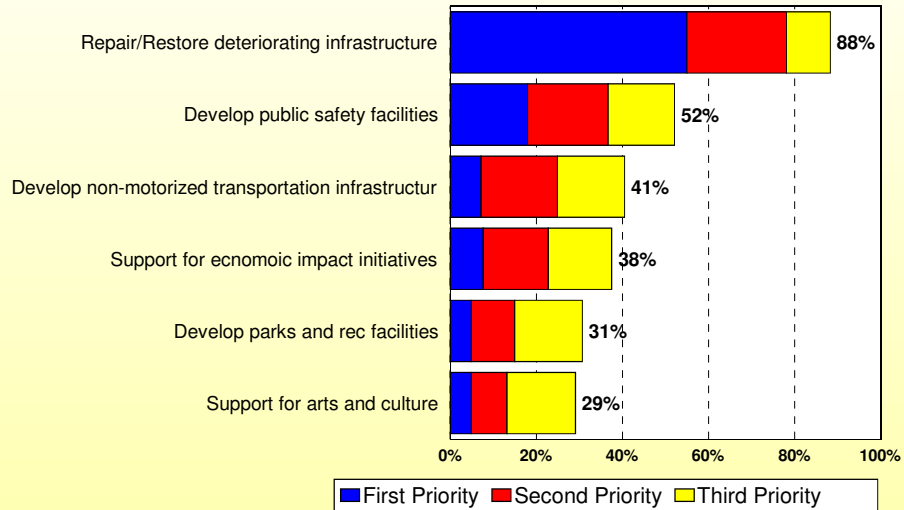
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Capital Improvement Plan

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Capital Improvement Plan Priorities for the next few years

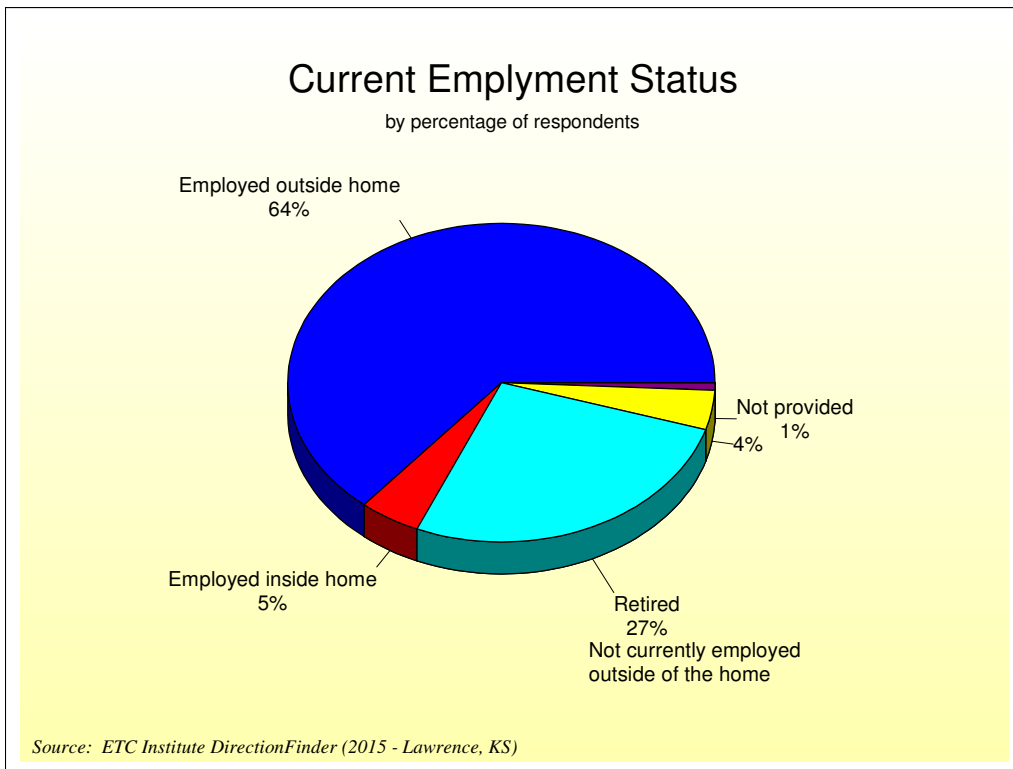
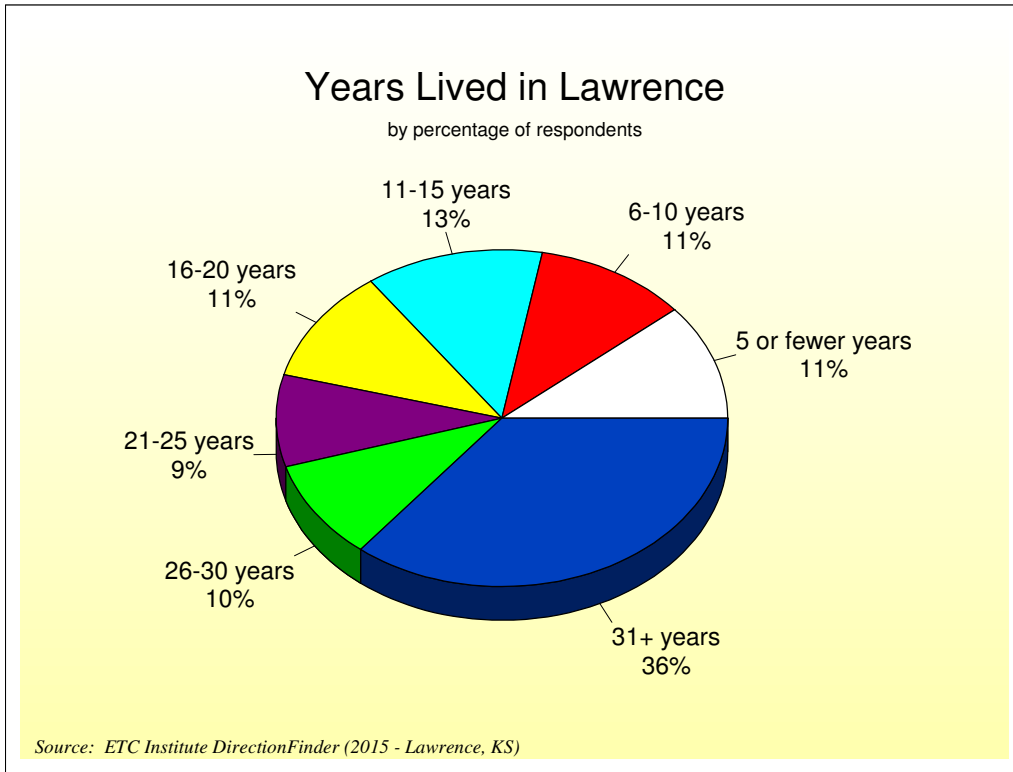
by percentage of respondents who selected the item as one of their top **THREE** priorities



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

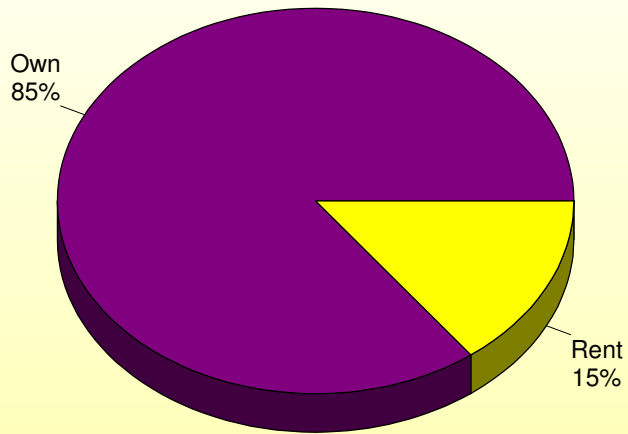
Demographics

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)



Do you own or rent your current residence?

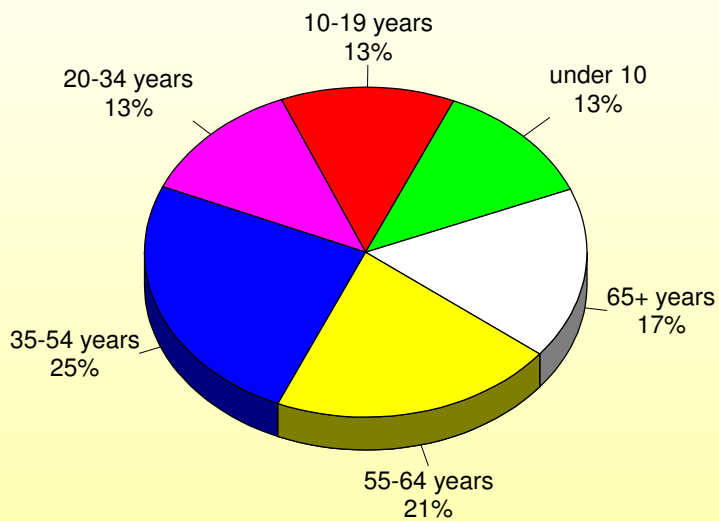
by percentage of respondents



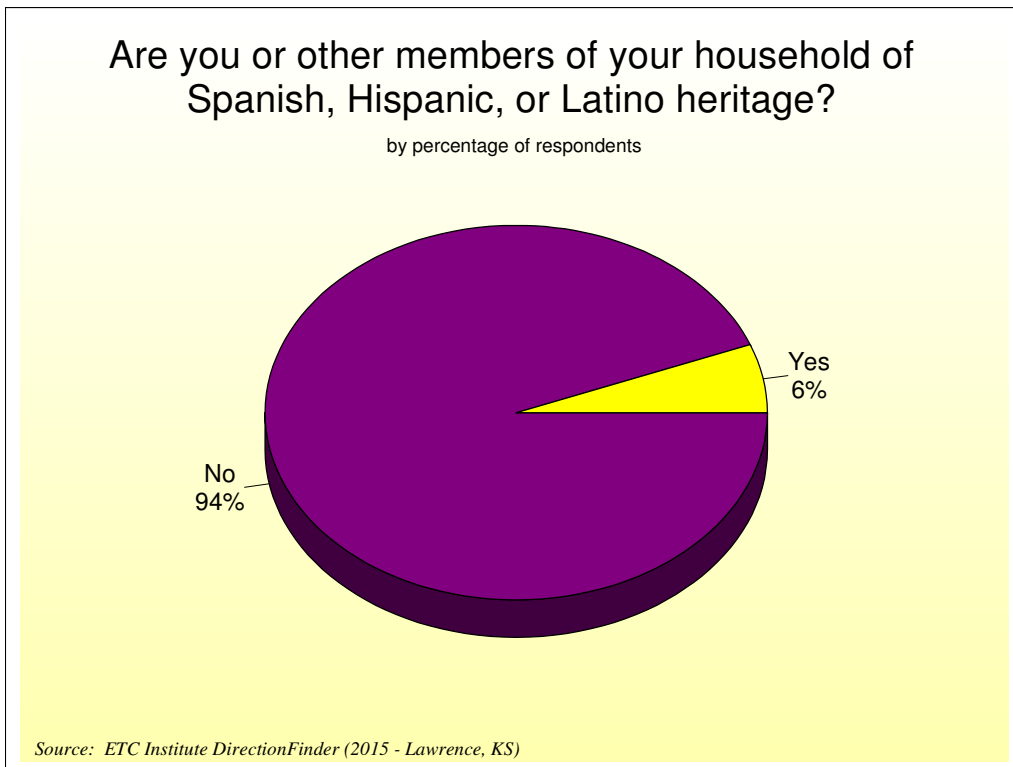
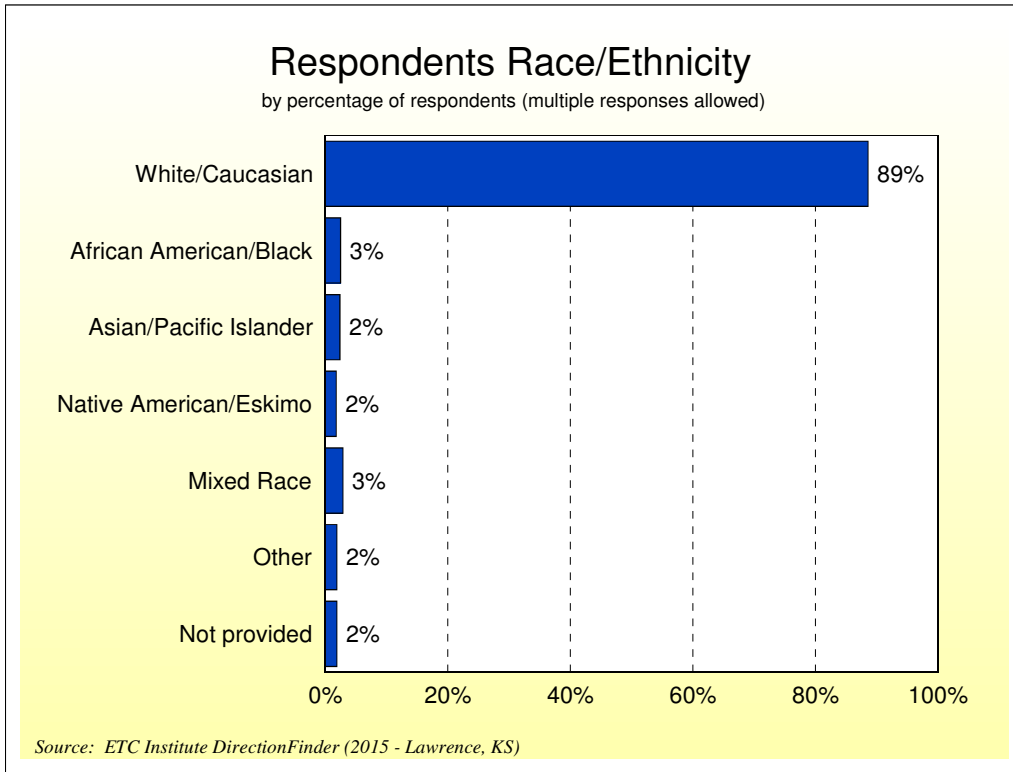
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

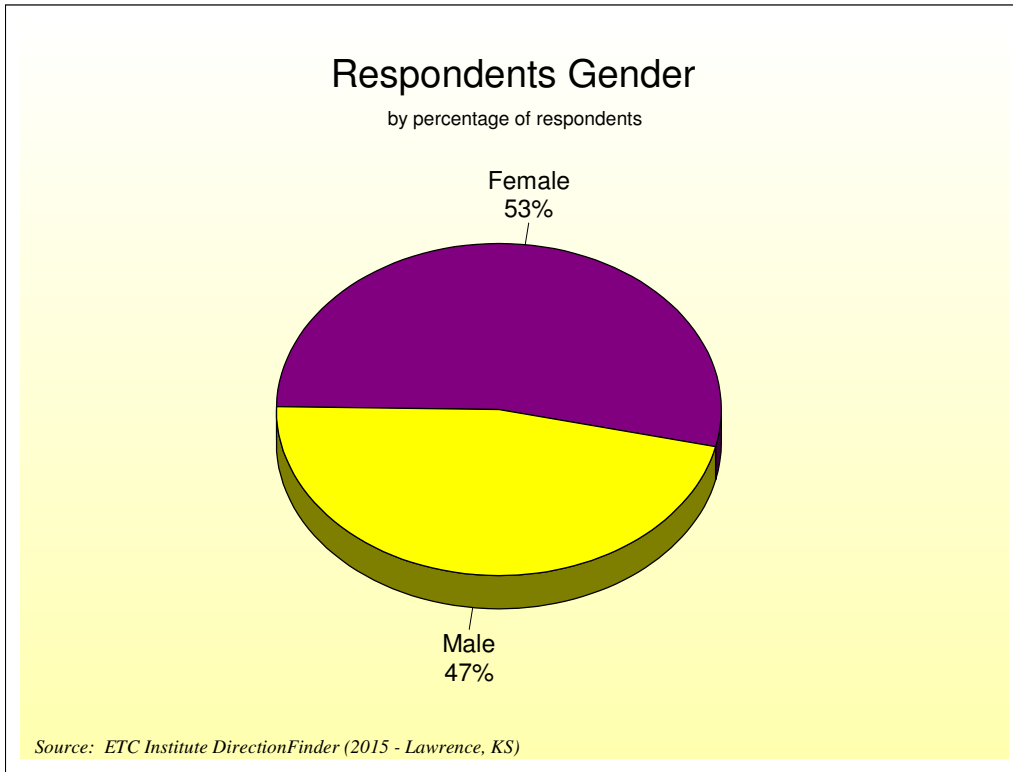
Age of Household Occupants

by percentage of all persons represented in the households surveyed



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)





Section 2:
Benchmarking Analysis

DirectionFinder® Survey

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 two sources: (1) a national survey that was administered by ETC Institute during the Summer of 2014 to a random sample of 4,088 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 30 communities in the Kansas City metro area between July 2011 and March 2015. Some of the Kansas and Missouri communities represented in this report include:

- Blue Springs, Missouri
- Bonner Springs, Kansas
- Coffeyville, Kansas
- Columbia, Missouri
- Edgerton, Kansas
- 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, Kansas
- Merriam, Kansas
- Mission, Kansas
- North Kansas City, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Parkville, Missouri
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Springfield, Missouri
- St. Joseph, Missouri

Interpreting the Charts

The charts on the following pages show how the overall satisfaction ratings for Lawrence compare to the national average and Kansas City metro area average. The blue bar shows the satisfaction ratings for Lawrence, the red bar shows the averages for the Kansas City metro area, and the yellow bar shows the National average.

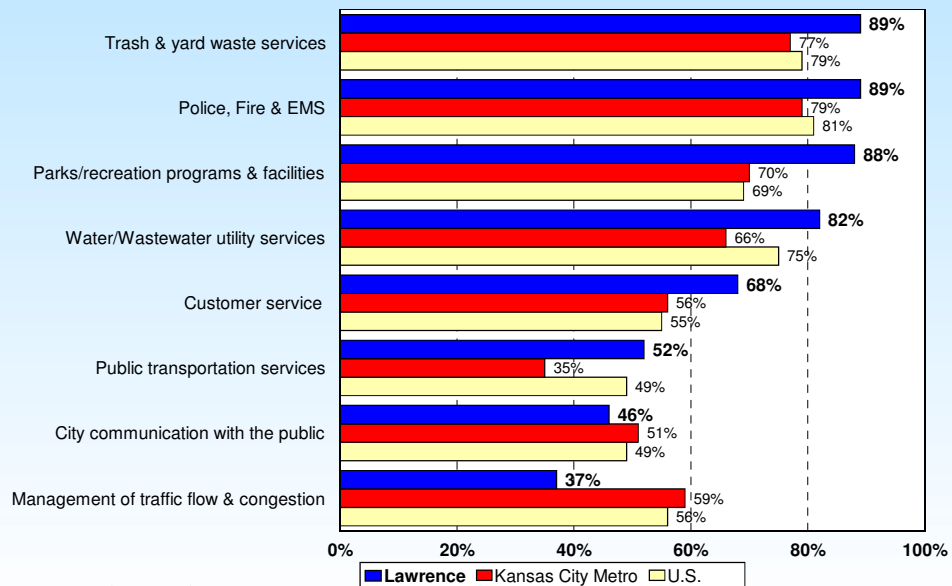
National Benchmarks (All Communities)

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 Lawrence is not authorized without written consent from ETC Institute.

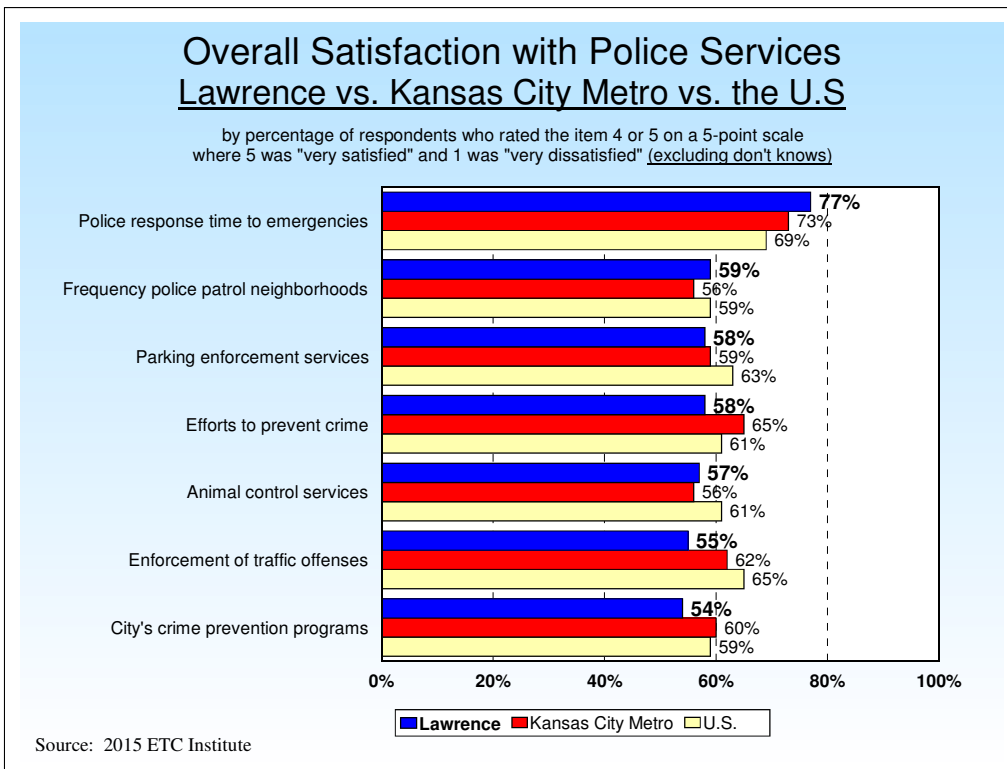
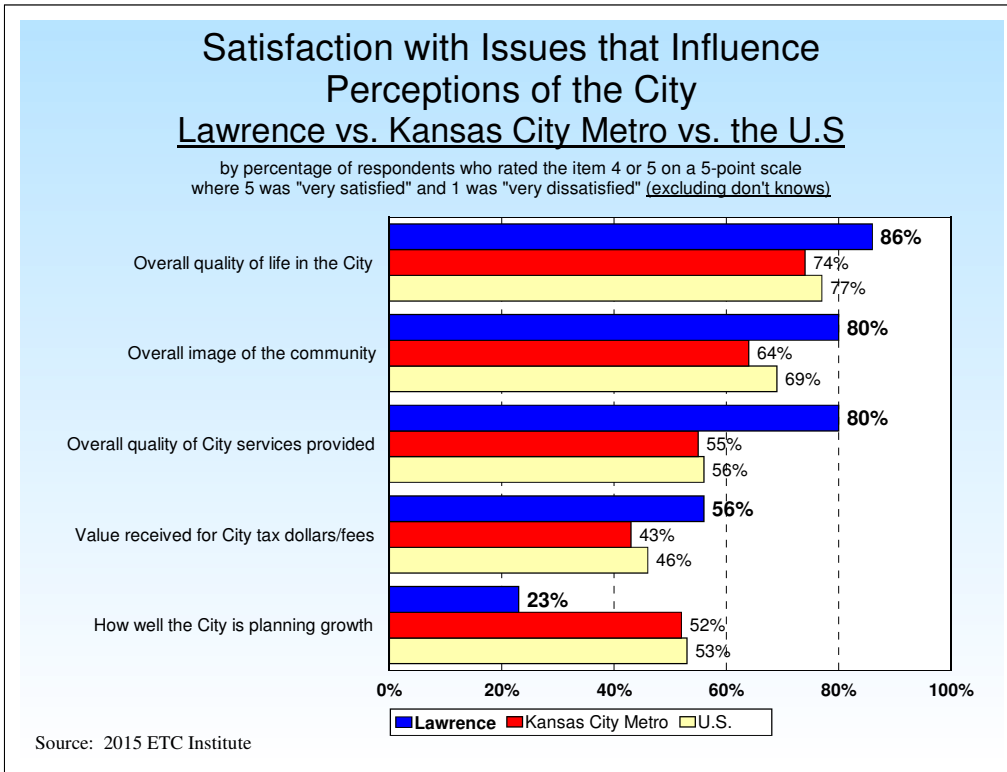
Source: 2015 ETC Institute

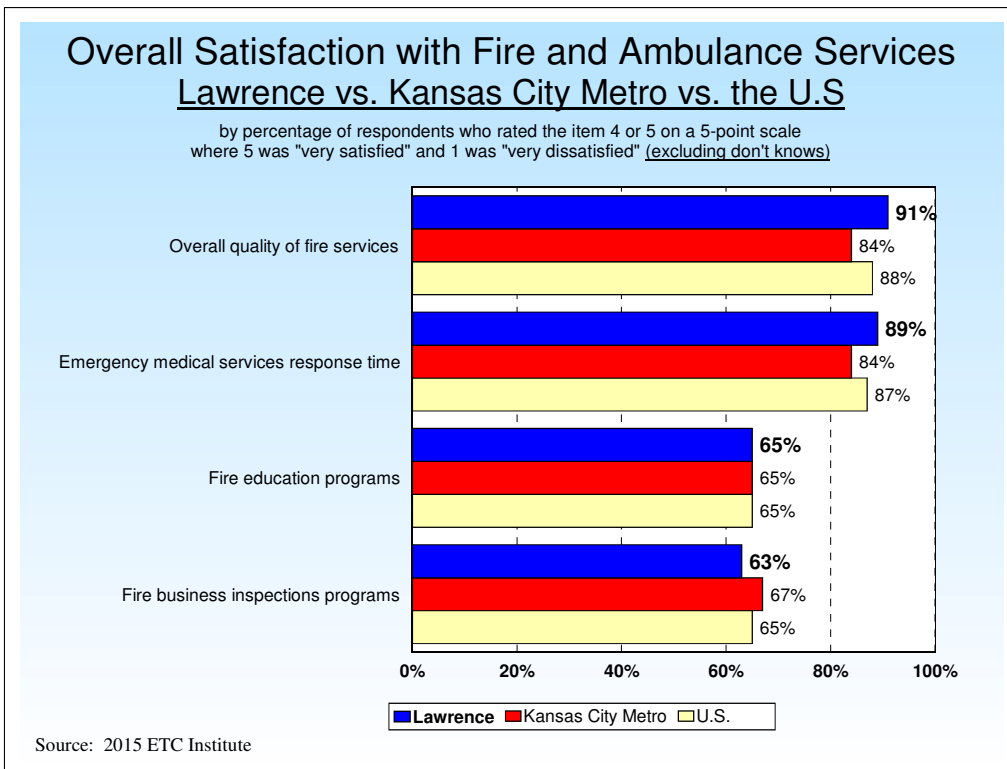
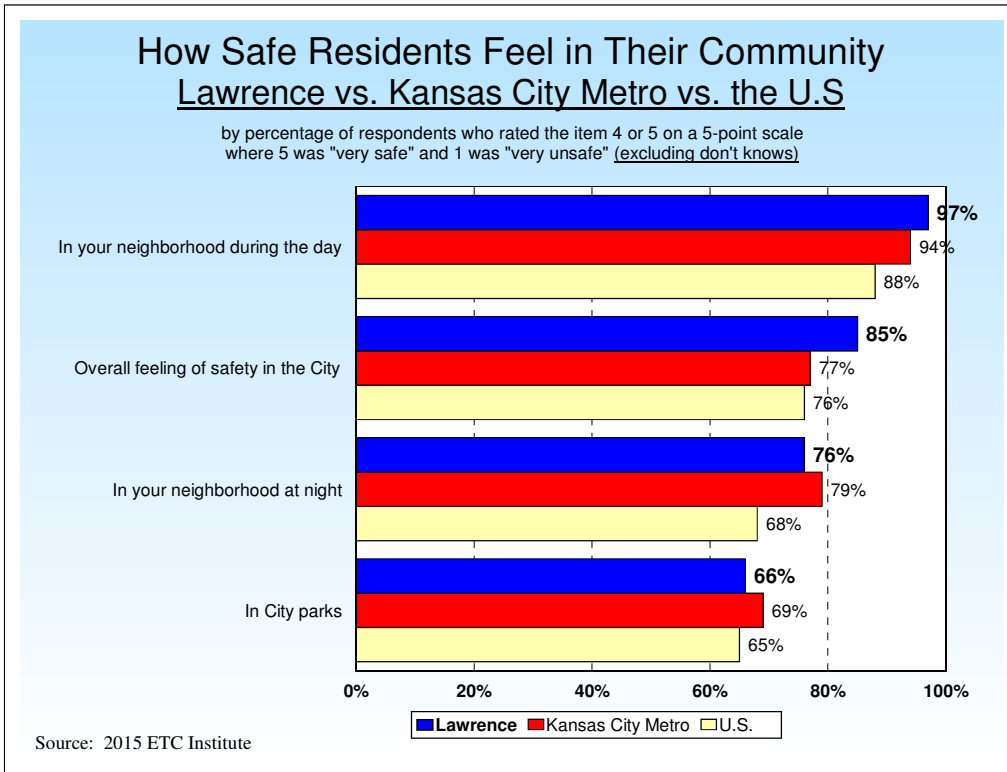
Overall Satisfaction with Various City Services Lawrence vs. Kansas City Metro vs. the U.S.

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



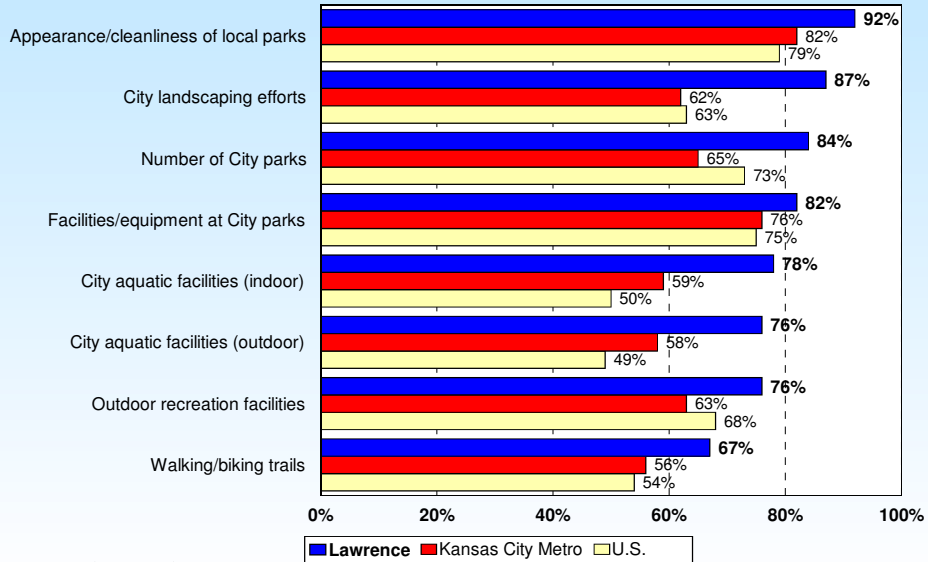
Source: 2015 ETC Institute





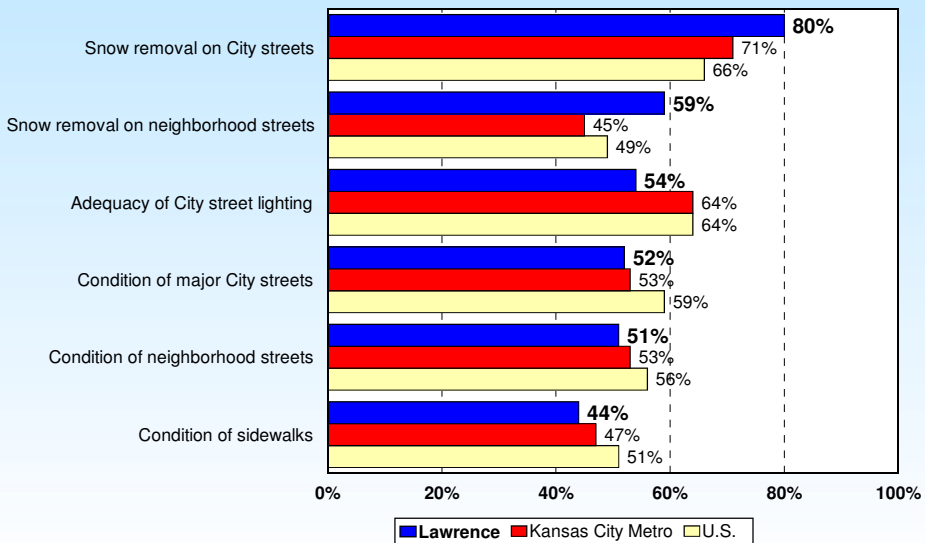
Overall Satisfaction with Parks and Recreation Lawrence vs. Kansas City Metro vs. the U.S

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



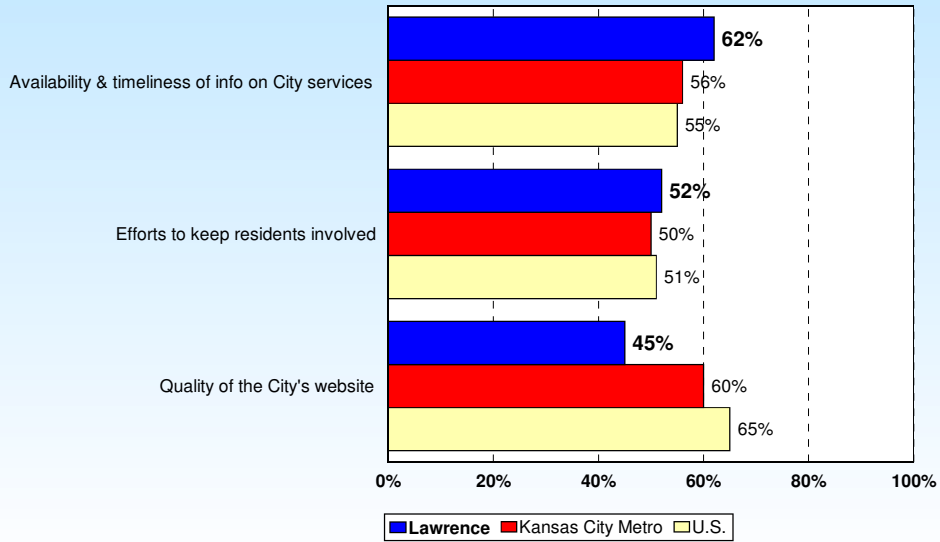
Overall Satisfaction with Maintenance and Public Works Lawrence vs. Kansas City Metro vs. the U.S

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



Overall Satisfaction with Public Information Lawrence vs. Kansas City Metro vs. the U.S

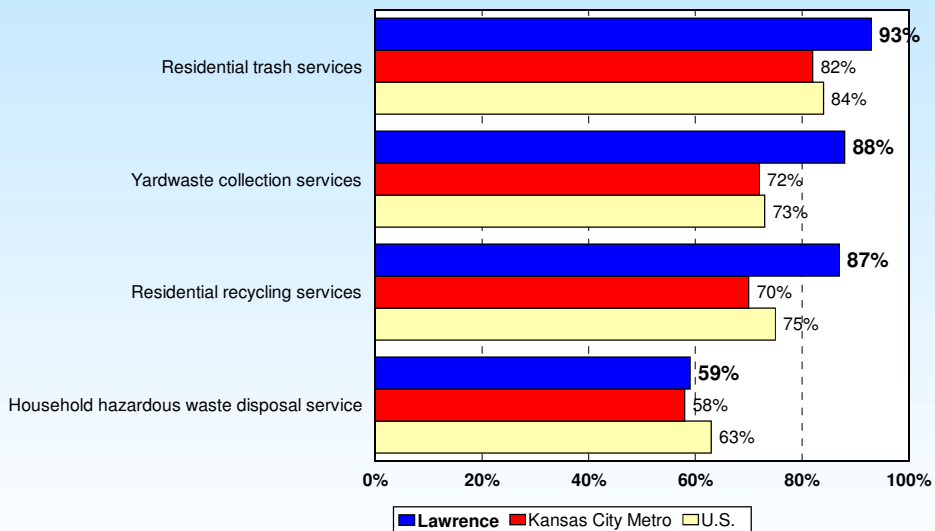
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2015 ETC Institute

Overall Satisfaction with Solid Waste Disposal Services Lawrence vs. Kansas City Metro vs. the U.S

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



Source: 2015 ETC Institute

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Lawrence, Kansas

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents 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 satisfaction among residents 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 most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of "4" and "5" on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Approximately seventy-one percent (70.8%) ranked "*maintenance of City streets/utilities*" as the most important service to emphasize over the next two years.

With regard to satisfaction, "*maintenance of City streets/utilities*" was ranked eighth overall, with 43.9% rating the service as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating for "*maintenance of City streets/utilities*" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 70.8% was multiplied by 56.1% (1-0.439). This calculation yielded an I-S rating of 0.3972, which was first out of ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top 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 the *2015 Lawrence Community Survey* are provided on the following pages.

Importance-Satisfaction Rating

City of Lawrence

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets/utilities	71%	1	44%	8	0.3972	1
Flow of traffic/congestion management	58%	2	37%	9	0.3654	2
<u>High Priority (IS .10-.20)</u>						
Quality of planning/code enforcement	29%	4	33%	10	0.1945	3
Effectiveness of City communication	25%	5	46%	7	0.1352	4
<u>Medium Priority (IS <.10)</u>						
Quality of City's public transportation	15%	7	52%	6	0.0710	5
Quality of police, fire and EMS	34%	3	88%	2	0.0407	6
Quality of City water/wastewater services	17%	6	81%	4	0.0321	7
Quality of the City's parks & recreation system	12%	8	87%	3	0.0152	8
Quality of customer service provided by City	4%	10	68%	5	0.0120	9
Quality of City trash and yardwaste services	6%	9	89%	1	0.0066	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.

© 2015 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Lawrence

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Number of walking and biking trails	37%	1	68%	14	0.1186	1
<i>Medium Priority (IS <.10)</i>						
Condition of equipment	30%	2	82%	5	0.0545	2
Cost of parks and recreation programs/services	19%	4	74%	11	0.0497	3
Quality of recreation programs offered	17%	6	83%	4	0.0301	4
City's outdoor recreation facilities	12%	9	75%	10	0.0294	5
Availability of info about parks and rec. programs	14%	7	79%	6	0.0286	6
Availability of gym space	9%	11	69%	13	0.0278	7
City's landscaping efforts	18%	5	86%	2	0.0247	8
Availability of sports fields	9%	13	72%	12	0.0245	9
Appearance/cleanliness of City parks	29%	3	92%	1	0.0244	10
City's indoor recreation facilities	11%	10	78%	8	0.0242	11
Outdoor aquatic facilities	9%	12	76%	9	0.0211	12
Number of City parks	12%	8	83%	3	0.0204	13
Indoor aquatic facilities	8%	14	79%	7	0.0172	14

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the 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.

© 2015 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Lawrence

Maintenance and Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Timeliness of street maintenance repairs	47%	2	33%	9	0.3188	1
Condition of major City streets	51%	1	52%	5	0.2434	2
<u>High Priority (IS .10-.20)</u>						
Condition of streets in your neighborhood	40%	3	50%	6	0.1972	3
Condition of sidewalks in your neighborhood	34%	4	44%	7	0.1895	4
Maintenance of pavement markings	24%	6	36%	8	0.1497	5
Adequacy of City street lighting	24%	5	53%	4	0.1104	6
<u>Medium Priority (IS <.10)</u>						
Snow removal on neighborhood streets	22%	7	59%	2	0.0910	7
Street sweeping services provided by the City	9%	8	56%	3	0.0414	8
Snow removal on major City streets	9%	9	80%	1	0.0181	9

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the 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.

© 2015 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Lawrence

Water and Wastewater Utilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Quality of your drinking water	55%	1	73%	3	0.1488	1
Value received for water/wastewater utility rates	36%	3	62%	8	0.1360	2
Taste of your drinking water	39%	2	73%	4	0.1078	3
<i>Medium Priority (IS <.10)</i>						
Smell of your drinking water	27%	4	72%	6	0.0764	4
Accuracy of your water bill	20%	5	72%	5	0.0558	5
City info about planned disruptions to service	14%	7	71%	7	0.0406	6
Water pressure in your home	13%	8	84%	2	0.0207	7
Reliability of your water service	19%	6	91%	1	0.0166	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.

Importance-Satisfaction Rating

City of Lawrence

Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Ease of east/west travel in Lawrence	40%	1	39%	6	0.2444	1
<u>High Priority (IS .10-.20)</u>						
Availability of safe routes to school	26%	2	32%	8	0.1796	2
Traffic signal coordination on major City streets	24%	3	46%	3	0.1280	3
Connectivity of bicycle lanes	13%	6	21%	9	0.1018	4
Ease of north/south travel in Lawrence	24%	4	58%	1	0.1001	5
<u>Medium Priority (IS <.10)</u>						
Number of destinations served by public transit	12%	7	39%	5	0.0711	6
Availability of pedestrian paths in Lawrence	14%	5	50%	2	0.0676	7
Connectivity of sidewalks/paths	11%	8	46%	4	0.0607	8
Frequency of public transportation service	9%	9	35%	7	0.0582	9

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis

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

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

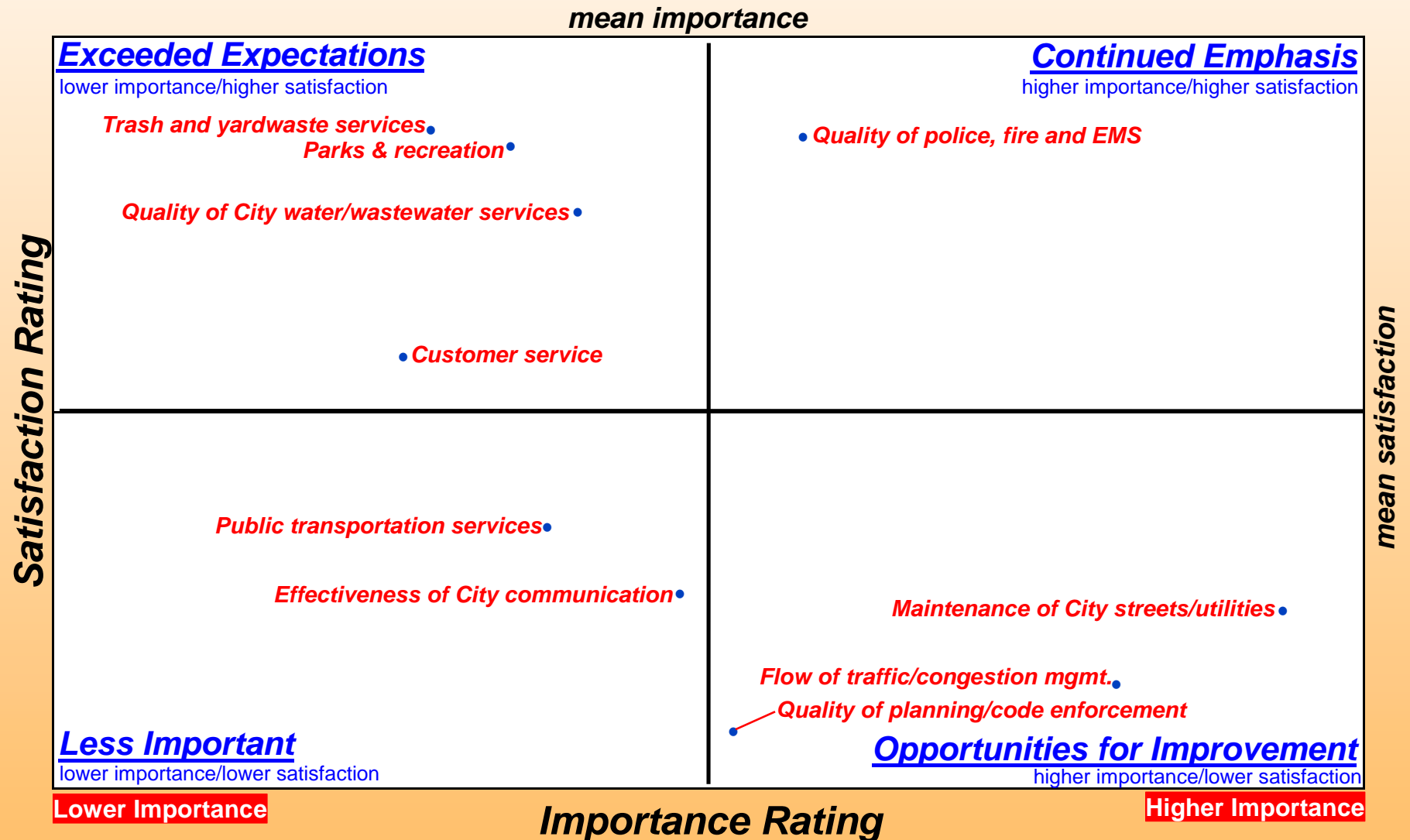
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

Matrices showing the results for the *2015 Lawrence Community Survey* are provided on the following pages.

2015 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

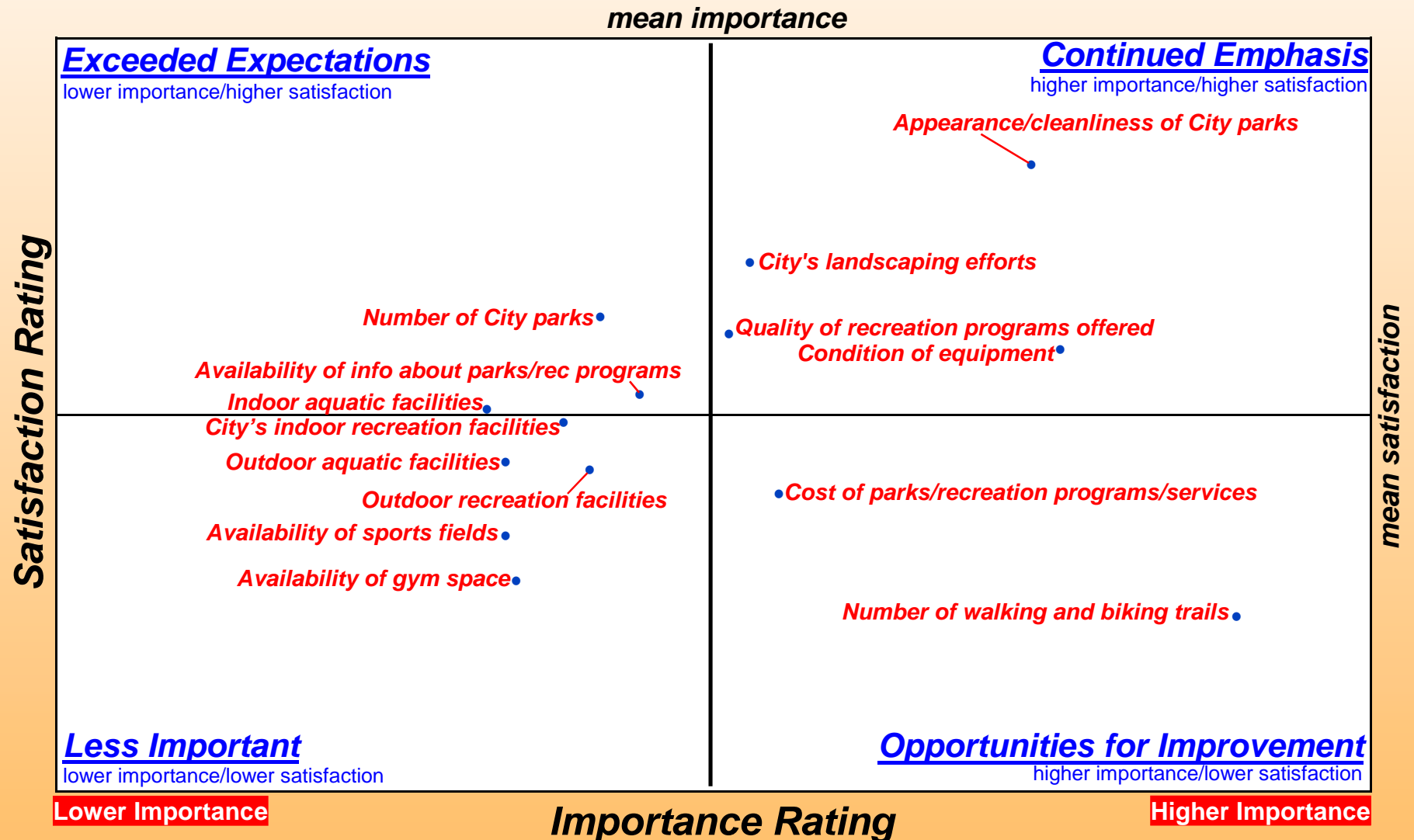
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2015 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

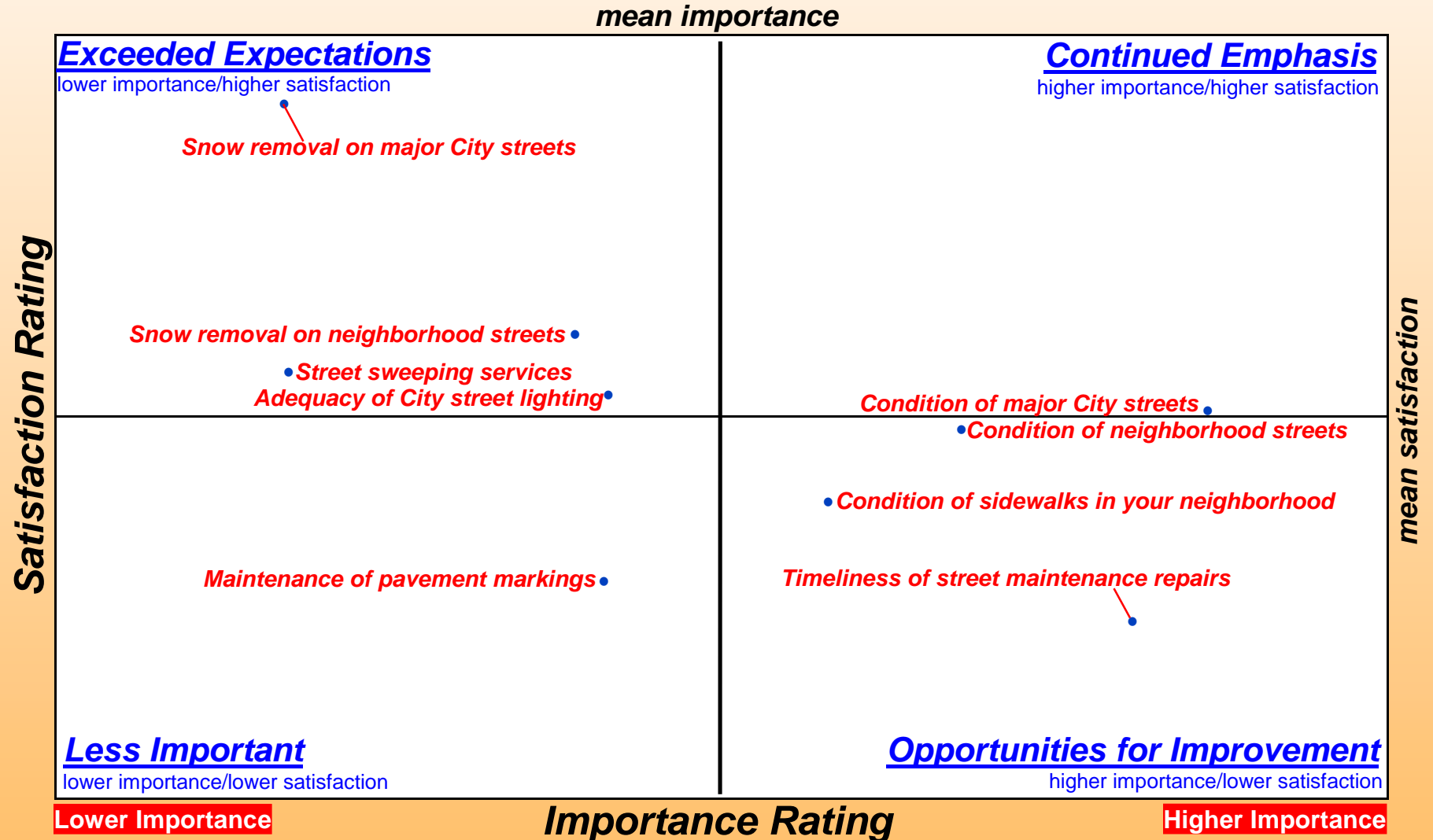
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2015 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance and Public Works-

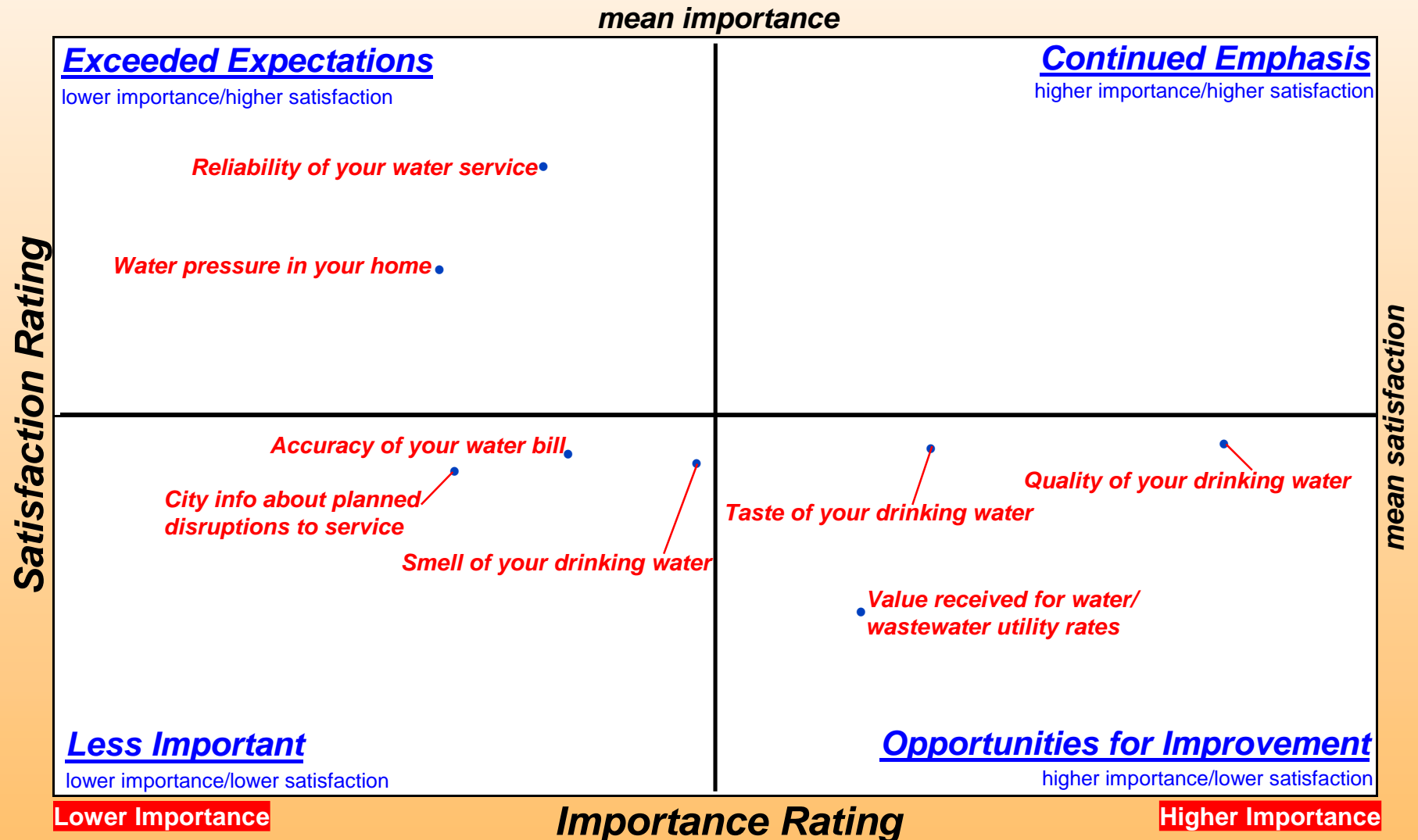
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2015 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Water/Wastewater Utilities-

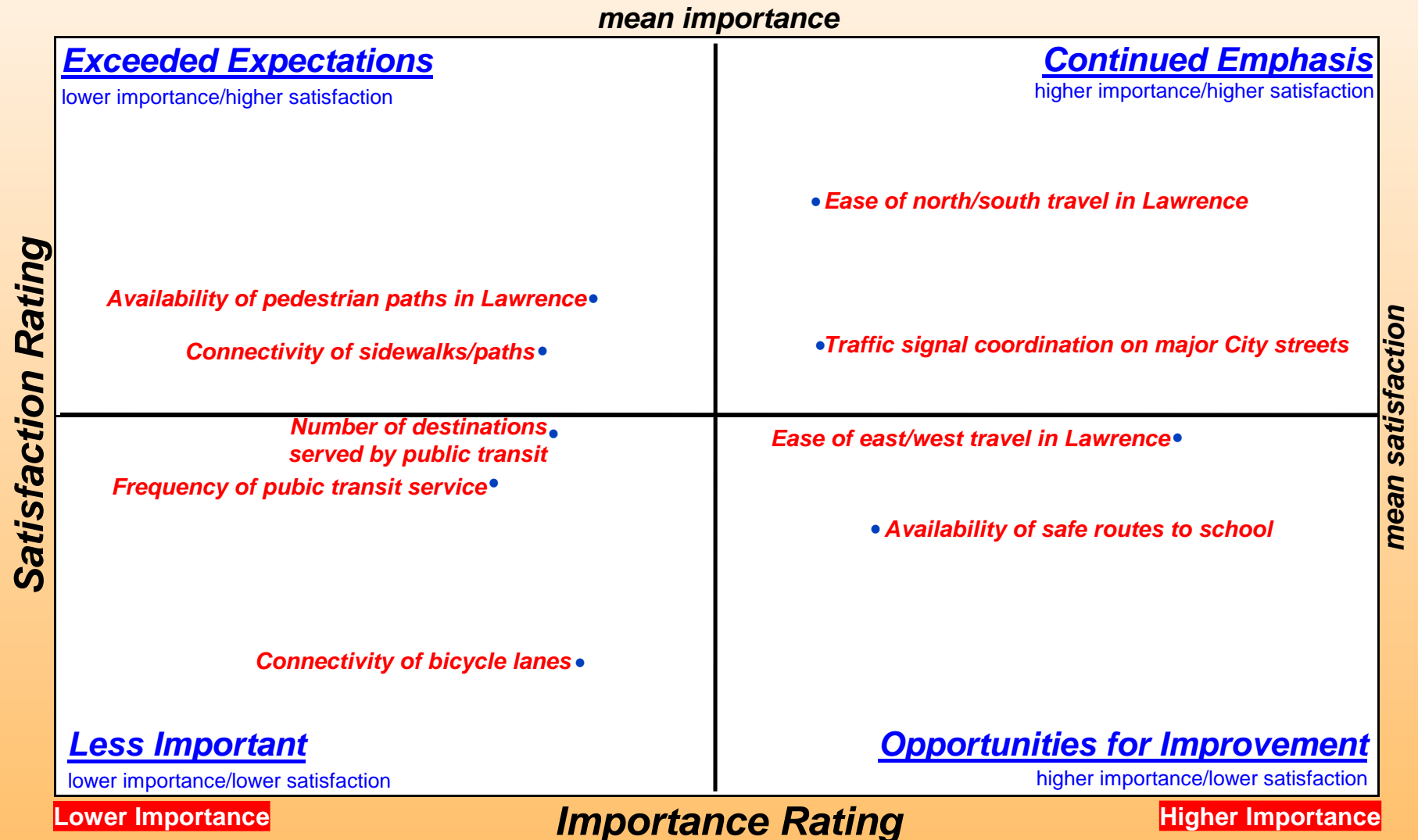
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2015 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Transportation-

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



Section 4: Tabular Data

O1. Major categories of services provided by the City of Lawrence are listed below. Please rate each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of police, fire, and emergency medical services	36.1%	46.3%	9.3%	1.4%	0.3%	6.5%
B. Overall Maintenance of City streets and utilities	5.1%	38.4%	29.2%	21.4%	5.0%	0.8%
C. Overall Effectiveness of City communication with the public	7.4%	36.2%	35.1%	13.5%	3.8%	4.1%
D. Overall Flow of motor vehicle traffic and congestion management on streets in the City	4.3%	32.2%	27.1%	26.7%	8.3%	1.5%
E. Overall Quality of City water and wastewater utility services	25.2%	55.0%	13.5%	4.0%	1.3%	1.1%
F. Overall Quality of City trash and yardwaste services	46.8%	41.1%	8.1%	2.4%	0.7%	0.9%
G. Overall Quality of planning and code enforcement	4.6%	23.2%	35.8%	15.7%	5.5%	15.3%
H. Overall Quality of the City's public transportation	10.1%	30.4%	28.9%	7.0%	2.0%	21.7%
I. Overall Quality of the City's parks and recreation system	39.2%	45.1%	10.3%	1.7%	0.5%	3.3%
J. Overall Quality of customer service by City staff	16.9%	38.8%	22.6%	2.7%	1.3%	17.7%

EXCLUDING DON'T KNOW

Q1. Major categories of services provided by the City of Lawrence are listed below. Please rate each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of police, fire, and emergency medical services	38.6%	49.5%	10.0%	1.5%	0.3%
B. Overall Maintenance of City streets and utilities	5.2%	38.7%	29.5%	21.5%	5.1%
C. Overall Effectiveness of City communication with the public	7.7%	37.8%	36.6%	14.0%	3.9%
D. Overall Flow of motor vehicle traffic and congestion management on streets in the City	4.4%	32.7%	27.5%	27.1%	8.4%
E. Overall Quality of City water and wastewater utility services	25.5%	55.6%	13.6%	4.0%	1.3%
F. Overall Quality of City trash and yardwaste services	47.2%	41.5%	8.2%	2.4%	0.7%
G. Overall Quality of planning and code enforcement	5.4%	27.3%	42.2%	18.5%	6.5%
H. Overall Quality of the City's public transportation	12.9%	38.8%	36.9%	8.9%	2.6%
I. Overall Quality of the City's parks and recreation system	40.5%	46.7%	10.7%	1.7%	0.5%
J. Overall Quality of customer service by City staff	20.5%	47.1%	27.5%	3.3%	1.6%

Q2. Which THREE of the major city services listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

<u>Q2. Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, and emergency medical services	211	15.9 %
Overall Maintenance of City streets and utilities	468	35.2 %
Overall Effectiveness of City communication with the public	67	5.0 %
Overall Flow of motor vehicle traffic and congestion management on streets in the City	269	20.2 %
Overall Quality of City water and wastewater utility services	52	3.9 %
Overall Quality of City trash and yardwaste services	12	0.9 %
Overall Quality of planning and code enforcement	95	7.1 %
Overall Quality of the City's public transportation	40	3.0 %
Overall Quality of the City's parks and recreation system	27	2.0 %
Overall Quality of customer service by City staff	13	1.0 %
None chosen	76	5.7 %
Total	1330	100.0 %

Q2. Which THREE of the major city services listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

<u>Q2. 2nd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, and emergency medical services	117	8.8 %
Overall Maintenance of City streets and utilities	328	24.7 %
Overall Effectiveness of City communication with the public	116	8.7 %
Overall Flow of motor vehicle traffic and congestion management on streets in the City	316	23.8 %
Overall Quality of City water and wastewater utility services	75	5.6 %
Overall Quality of City trash and yardwaste services	31	2.3 %
Overall Quality of planning and code enforcement	123	9.2 %
Overall Quality of the City's public transportation	56	4.2 %
Overall Quality of the City's parks and recreation system	39	2.9 %
Overall Quality of customer service by City staff	9	0.7 %
None chosen	120	9.0 %
Total	1330	100.0 %

Q2. Which THREE of the major city services listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

<u>Q2. 3rd Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police, fire, and emergency medical services	127	9.5 %
Overall Maintenance of City streets and utilities	145	10.9 %
Overall Effectiveness of City communication with the public	148	11.1 %
Overall Flow of motor vehicle traffic and congestion management on streets in the City	187	14.1 %
Overall Quality of City water and wastewater utility services	100	7.5 %
Overall Quality of City trash and yardwaste services	35	2.6 %
Overall Quality of planning and code enforcement	168	12.6 %
Overall Quality of the City's public transportation	100	7.5 %
Overall Quality of the City's parks and recreation system	93	7.0 %
Overall Quality of customer service by City staff	27	2.0 %
None chosen	200	15.0 %
Total	1330	100.0 %

Q2. The sum of the THREE major city services listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

<u>Q2. Sum of the Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall Maintenance of City streets and utilities	941	70.8 %
Overall Flow of motor vehicle traffic and congestion management on streets in the City	772	58.0 %
Overall quality of police, fire, and emergency medical services	455	34.2 %
Overall Quality of planning and code enforcement	386	29.0 %
Overall Effectiveness of City communication with the public	331	24.9 %
Overall Quality of City water and wastewater utility services	227	17.1 %
Overall Quality of the City's public transportation	196	14.7 %
Overall Quality of the City's parks and recreation system	159	12.0 %
Overall Quality of City trash and yardwaste services	78	5.9 %
Overall Quality of customer service by City staff	49	3.7 %
Total	3594	

Q3. PERCEPTIONS OF DOWNTOWN. Several items that may influence your perception of Downtown Lawrence are listed below. Please rate each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The appearance and cleanliness of Downtown Lawrence	30.5%	55.3%	8.5%	3.7%	0.8%	1.2%
B. The availability of parking	9.5%	42.9%	21.4%	19.5%	5.5%	1.2%
C. The availability of bicycle parking	6.3%	16.4%	29.8%	5.1%	1.7%	40.8%
D. The types of retail and entertainment establishments available	14.5%	45.3%	24.3%	10.5%	3.0%	2.4%
E. How safe you feel in Downtown Lawrence during the day	55.3%	35.3%	5.3%	2.0%	0.8%	1.4%
F. How safe you feel in Downtown Lawrence after dark	15.6%	41.1%	21.3%	11.0%	4.7%	6.5%
G. Downtown Lawrence special events and parades	33.6%	43.5%	15.7%	2.1%	0.6%	4.5%
H. Beautification of Downtown Lawrence (flowers, trees, art)	47.8%	41.0%	8.3%	1.4%	0.4%	1.2%

EXCLUDING DON'T KNOW

Q3. PERCEPTIONS OF DOWNTOWN. Several items that may influence your perception of Downtown Lawrence are listed below. Please rate each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. The appearance and cleanliness of Downtown Lawrence	30.9%	56.0%	8.6%	3.7%	0.8%
B. The availability of parking	9.6%	43.4%	21.7%	19.8%	5.6%
C. The availability of bicycle parking	10.7%	27.7%	50.3%	8.6%	2.8%
D. The types of retail and entertainment establishments available	14.9%	46.5%	24.9%	10.7%	3.1%
E. How safe you feel in Downtown Lawrence during the day	56.0%	35.7%	5.3%	2.1%	0.8%
F. How safe you feel in Downtown Lawrence after dark	16.6%	43.9%	22.7%	11.7%	5.0%
G. Downtown Lawrence special events and parades	35.2%	45.5%	16.5%	2.2%	0.6%
H. Beautification of Downtown Lawrence (flowers, trees, art)	48.4%	41.5%	8.4%	1.4%	0.4%

Q4. PERCEPTIONS OF THE CITY. Please rate each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall value that you receive for your City tax dollars and fees	8.0%	45.4%	25.4%	12.6%	4.0%	4.5%
B. Overall image of the City	23.0%	56.0%	13.2%	5.1%	1.1%	1.6%
C. Livability of your neighborhood	37.1%	47.8%	9.6%	3.2%	0.9%	1.4%
D. Upkeep of your neighborhood	27.1%	46.2%	14.3%	8.9%	2.3%	1.1%
E. Overall quality of City services	16.6%	61.2%	17.4%	2.0%	0.6%	2.2%
F. Overall quality of life in the City	30.2%	54.0%	11.4%	2.7%	0.3%	1.5%
G. City efforts to promote economic development	5.5%	25.6%	32.0%	19.9%	7.5%	9.5%
H. Overall quality of new development in Lawrence	5.5%	25.2%	32.1%	22.5%	7.0%	7.7%
I. How well the City is planning growth	3.8%	17.4%	32.6%	25.4%	11.1%	9.7%
J. Enforcement of City codes and ordinances	4.7%	22.1%	34.7%	15.7%	5.8%	17.0%

EXCLUDING DON'T KNOW

Q4. PERCEPTIONS OF THE CITY. Please rate each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall value that you receive for your City tax dollars and fees	8.4%	47.6%	26.6%	13.2%	4.2%
B. Overall image of the City	23.4%	56.9%	13.4%	5.2%	1.1%
C. Livability of your neighborhood	37.6%	48.5%	9.8%	3.3%	0.9%
D. Upkeep of your neighborhood	27.5%	46.7%	14.4%	9.0%	2.4%
E. Overall quality of City services	17.0%	62.6%	17.8%	2.0%	0.6%
F. Overall quality of life in the City	30.6%	54.8%	11.5%	2.7%	0.3%
G. City efforts to promote economic development	6.1%	28.2%	35.4%	22.0%	8.3%
H. Overall quality of new development in Lawrence	5.9%	27.3%	34.8%	24.4%	7.6%
I. How well the City is planning growth	4.2%	19.3%	36.1%	28.1%	12.3%
J. Enforcement of City codes and ordinances	5.7%	26.6%	41.8%	18.9%	7.0%

Q5. POLICE SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The frequency that police officers patrol your neighborhood	11.2%	40.8%	25.6%	9.1%	1.7%	11.6%
B. Efforts by police to prevent crime in your neighborhood	11.2%	35.7%	27.8%	5.0%	1.2%	19.0%
C. How quickly police respond to emergencies	21.4%	36.9%	15.0%	1.9%	0.5%	24.4%
D. The professionalism of police officers	30.7%	40.0%	12.8%	3.5%	1.8%	11.3%
E. How effectively the City enforces traffic offenses	10.6%	34.7%	25.7%	9.5%	2.9%	16.5%
F. School Resource Officers	12.0%	18.3%	20.9%	1.4%	1.0%	46.4%
G. Quality of animal control services	10.9%	28.9%	23.7%	5.3%	1.3%	30.0%
H. Parking enforcement services	11.4%	39.4%	31.1%	3.8%	1.4%	12.9%
I. Police related education programs	8.3%	18.3%	24.7%	2.6%	0.8%	45.5%

EXCLUDING DON'T KNOW

Q5. POLICE SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."(Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. The frequency that police officers patrol your neighborhood	12.7%	46.2%	29.0%	10.3%	1.9%
B. Efforts by police to prevent crime in your neighborhood	13.8%	44.1%	34.4%	6.2%	1.5%
C. How quickly police respond to emergencies	28.3%	48.9%	19.8%	2.5%	0.6%
D. The professionalism of police officers	34.6%	45.1%	14.4%	3.9%	2.0%
E. How effectively the City enforces traffic offenses	12.7%	41.5%	30.8%	11.4%	3.5%
F. School Resource Officers	22.4%	34.2%	39.0%	2.5%	1.8%
G. Quality of animal control services	15.6%	41.2%	33.8%	7.5%	1.8%
H. Parking enforcement services	13.1%	45.2%	35.7%	4.3%	1.6%
I. Police related education programs	15.2%	33.5%	45.2%	4.7%	1.4%

O6. PERCEPTIONS OF SAFETY. Using a scale of 5 to 1 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=1330)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. Walking in your neighborhood during the day	72.5%	23.8%	1.9%	0.8%	0.4%	0.7%
B. Walking in your neighborhood after dark	31.4%	42.9%	13.2%	7.6%	1.8%	3.2%
C. In City parks	19.5%	40.1%	22.3%	6.5%	1.8%	9.8%
D. Overall feeling of safety in Lawrence	23.9%	60.6%	11.0%	2.9%	0.4%	1.3%
E. Riding a bicycle in Lawrence	7.1%	24.2%	24.5%	13.6%	3.3%	27.2%
F. Navigating busy intersections on foot	7.7%	37.2%	26.5%	18.6%	3.8%	6.0%
G. Navigating busy intersections on a bicycle	3.5%	14.5%	25.9%	18.0%	6.9%	31.1%

EXCLUDING DON'T KNOW

O6. PERCEPTIONS OF SAFETY. Using a scale of 5 to 1 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=1330)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
A. Walking in your neighborhood during the day	73.0%	24.0%	1.9%	0.8%	0.4%
B. Walking in your neighborhood after dark	32.4%	44.3%	13.7%	7.8%	1.9%
C. In City parks	21.6%	44.4%	24.8%	7.3%	2.0%
D. Overall feeling of safety in Lawrence	24.2%	61.4%	11.1%	2.9%	0.4%
E. Riding a bicycle in Lawrence	9.8%	33.3%	33.7%	18.7%	4.5%
F. Navigating busy intersections on foot	8.2%	39.6%	28.2%	19.8%	4.1%
G. Navigating busy intersections on a bicycle	5.1%	21.1%	37.6%	26.2%	10.0%

Q7. FIRE AND EMERGENCY MEDICAL SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of fire services	33.2%	36.3%	6.5%	0.2%	0.1%	23.7%
B. How quickly emergency medical services personnel respond	35.0%	31.0%	7.2%	0.5%	0.2%	26.2%
C. Professionalism of the City's fire and emergency medical services personnel	41.0%	31.7%	6.0%	0.5%	0.2%	20.8%
D. Quality of medical care provided by the City's fire medical services personnel	33.3%	28.0%	8.0%	0.4%	0.2%	30.0%
E. The City's fire medical education programs	13.3%	18.6%	16.5%	0.4%	0.2%	51.0%
F. The City's fire business inspection program	12.9%	19.5%	17.1%	1.8%	0.5%	48.2%

EXCLUDING DON'T KNOW

Q7. FIRE AND EMERGENCY MEDICAL SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of fire services	43.4%	47.6%	8.6%	0.3%	0.1%
B. How quickly emergency medical services personnel respond	47.4%	42.0%	9.8%	0.6%	0.3%
C. Professionalism of the City's fire and emergency medical services personnel	51.7%	39.9%	7.6%	0.6%	0.2%
D. Quality of medical care provided by the City's fire medical services personnel	47.6%	40.1%	11.5%	0.5%	0.3%
E. The City's fire medical education programs	27.1%	38.0%	33.7%	0.8%	0.3%
F. The City's fire business inspection program	25.0%	37.6%	32.9%	3.5%	1.0%

O8. PARKS AND RECREATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Appearance/cleanliness of City parks	31.4%	58.3%	7.0%	1.0%	0.4%	2.0%
B. Condition of equipment	17.3%	54.5%	13.5%	2.0%	0.6%	12.0%
C. Number of City parks	28.6%	52.0%	12.1%	3.4%	0.5%	3.5%
D. Number of walking and biking trails	21.7%	41.5%	17.4%	11.1%	2.0%	6.4%
E. City outdoor recreation facilities	20.6%	48.4%	18.6%	3.1%	0.9%	8.3%
F. City indoor recreation facilities	27.2%	43.6%	15.3%	3.8%	1.1%	8.9%
G. Availability of gym space	20.4%	33.8%	18.3%	5.0%	0.6%	21.8%
H. The City's indoor aquatic facilities	24.4%	38.6%	13.5%	2.9%	0.8%	19.8%
I. The City's outdoor aquatic facilities	22.2%	40.2%	15.5%	3.8%	0.7%	17.6%
J. Availability of sports fields in Lawrence	17.6%	37.7%	17.9%	3.2%	0.7%	23.0%
K. Availability of information about parks and recreation programs	28.5%	46.4%	14.5%	4.4%	0.7%	5.6%
L. City's landscaping efforts	37.4%	46.2%	10.9%	1.8%	0.6%	3.0%
M. Quality of recreation programs offered by the City	27.0%	44.4%	12.5%	2.0%	0.6%	13.5%
N. Cost of parks and recreation programs and services offered by the City	23.6%	39.8%	16.9%	3.9%	1.4%	14.4%

EXCLUDING DON'T KNOW

O8. PARKS AND RECREATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Appearance/cleanliness of City parks	32.0%	59.5%	7.1%	1.0%	0.4%
B. Condition of equipment	19.7%	62.0%	15.4%	2.3%	0.7%
C. Number of City parks	29.6%	53.8%	12.5%	3.5%	0.5%
D. Number of walking and biking trails	23.2%	44.3%	18.6%	11.8%	2.1%
E. City outdoor recreation facilities	22.5%	52.8%	20.3%	3.4%	1.0%
F. City indoor recreation facilities	29.9%	47.9%	16.8%	4.2%	1.2%
G. Availability of gym space	26.1%	43.3%	23.5%	6.4%	0.8%
H. The City's indoor aquatic facilities	30.4%	48.1%	16.9%	3.7%	1.0%
I. The City's outdoor aquatic facilities	26.9%	48.8%	18.8%	4.7%	0.8%
J. Availability of sports fields in Lawrence	22.9%	48.9%	23.2%	4.1%	0.9%
K. Availability of information about parks and recreation programs	30.2%	49.1%	15.4%	4.6%	0.7%
L. City's landscaping efforts	38.6%	47.7%	11.2%	1.9%	0.6%
M. Quality of recreation programs offered by the City	31.2%	51.3%	14.4%	2.3%	0.7%
N. Cost of parks and recreation programs and services offered by the City	27.6%	46.4%	19.8%	4.6%	1.7%

Q9. Which THREE of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q9. Most Emphasis	Number	Percent
Appearance/cleanliness of City parks	175	13.2 %
Condition of equipment	143	10.8 %
Number of City parks	45	3.4 %
Number of walking and biking trails	277	20.8 %
City outdoor recreation facilities	40	3.0 %
City indoor recreation facilities	38	2.9 %
Availability of gym space	34	2.6 %
The City's indoor aquatic facilities	31	2.3 %
The City's outdoor aquatic facilities	27	2.0 %
Availability of sports fields in Lawrence	42	3.2 %
Availability of information about parks and recreation programs	50	3.8 %
City's landscaping efforts	47	3.5 %
Quality of recreation programs offered by the City	64	4.8 %
Cost of parks and recreation programs and services offered by the City	91	6.8 %
None chosen	226	17.0 %
Total	1330	100.0 %

Q9. Which THREE of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q9. 2nd Emphasis	Number	Percent
Appearance/cleanliness of City parks	106	8.0 %
Condition of equipment	159	12.0 %
Number of City parks	63	4.7 %
Number of walking and biking trails	138	10.4 %
City outdoor recreation facilities	64	4.8 %
City indoor recreation facilities	63	4.7 %
Availability of gym space	52	3.9 %
The City's indoor aquatic facilities	34	2.6 %
The City's outdoor aquatic facilities	47	3.5 %
Availability of sports fields in Lawrence	32	2.4 %
Availability of information about parks and recreation programs	56	4.2 %
City's landscaping efforts	82	6.2 %
Quality of recreation programs offered by the City	81	6.1 %
Cost of parks and recreation programs and services offered by the City	61	4.6 %
None chosen	292	22.0 %
Total	1330	100.0 %

Q9. Which THREE of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q9. 3rd Emphasis	Number	Percent
Appearance/cleanliness of City parks	100	7.5 %
Condition of equipment	102	7.7 %
Number of City parks	56	4.2 %
Number of walking and biking trails	71	5.3 %
City outdoor recreation facilities	55	4.1 %
City indoor recreation facilities	44	3.3 %
Availability of gym space	35	2.6 %
The City's indoor aquatic facilities	41	3.1 %
The City's outdoor aquatic facilities	42	3.2 %
Availability of sports fields in Lawrence	41	3.1 %
Availability of information about parks and recreation programs	77	5.8 %
City's landscaping efforts	110	8.3 %
Quality of recreation programs offered by the City	84	6.3 %
Cost of parks and recreation programs and services offered by the City	102	7.7 %
None chosen	370	27.8 %
Total	1330	100.0 %

Q9. The sum of the THREE parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q9. Sum of the Most Emphasis	Number	Percent
Number of walking and biking trails	486	36.5 %
Condition of equipment	404	30.4 %
Appearance/cleanliness of City parks	381	28.6 %
Cost of parks and recreation programs and services offered by the City	254	19.1 %
City's landscaping efforts	239	18.0 %
Quality of recreation programs offered by the City	229	17.2 %
Availability of information about parks and recreation programs	183	13.8 %
Number of City parks	164	12.3 %
City outdoor recreation facilities	159	12.0 %
City indoor recreation facilities	145	10.9 %
Availability of gym space	121	9.1 %
The City's outdoor aquatic facilities	116	8.7 %
Availability of sports fields in Lawrence	115	8.6 %
The City's indoor aquatic facilities	106	8.0 %
Total	3102	

Q10. CITY MAINTENANCE. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Condition of major City streets	6.3%	44.7%	23.3%	18.6%	5.1%	2.0%
B. Condition of streets in your neighborhood	8.6%	40.8%	20.5%	21.1%	7.4%	1.7%
C. Timeliness of street maintenance repairs	3.5%	27.3%	29.2%	25.3%	9.1%	5.5%
D. Condition of sidewalks in your neighborhood	7.5%	34.1%	22.7%	20.7%	10.5%	4.5%
E. Maintenance of pavement markings	4.1%	29.8%	32.2%	19.8%	7.4%	6.8%
F. Adequacy of city street lighting	6.5%	45.6%	25.0%	15.1%	5.3%	2.5%
G. Snow removal on major City streets	23.7%	54.4%	13.6%	4.4%	1.4%	2.5%
H. Snow removal on neighborhood streets	13.3%	44.0%	19.3%	14.2%	6.3%	2.9%
I. Streetsweeping services provided by the City	12.2%	38.3%	30.0%	7.3%	3.2%	9.0%

EXCLUDING DON'T KNOW

Q10. CITY MAINTENANCE. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Condition of major City streets	6.4%	45.6%	23.8%	19.0%	5.2%
B. Condition of streets in your neighborhood	8.7%	41.5%	20.8%	21.4%	7.5%
C. Timeliness of street maintenance repairs	3.7%	28.9%	30.9%	26.8%	9.6%
D. Condition of sidewalks in your neighborhood	7.9%	35.7%	23.8%	21.7%	11.0%
E. Maintenance of pavement markings	4.4%	31.9%	34.5%	21.2%	7.9%
F. Adequacy of city street lighting	6.6%	46.8%	25.7%	15.5%	5.4%
G. Snow removal on major City streets	24.3%	55.8%	14.0%	4.5%	1.4%
H. Snow removal on neighborhood streets	13.7%	45.3%	19.9%	14.6%	6.5%
I. Streetsweeping services provided by the City	13.4%	42.1%	33.0%	8.0%	3.5%

Q11. Which THREE of the City maintenance services listed above do you think should receive the most emphasis from city leaders over the next two years?

Q11. Most Emphasis	Number	Percent
Condition of major City streets	414	31.1 %
Condition of streets in your neighborhood	169	12.7 %
Timeliness of street maintenance repairs	161	12.1 %
Condition of sidewalks in your neighborhood	177	13.3 %
Maintenance of pavement markings	75	5.6 %
Adequacy of city street lighting	80	6.0 %
Snow removal on major City streets	16	1.2 %
Snow removal on neighborhood streets	82	6.2 %
Streetsweeping services provided by the City	31	2.3 %
None chosen	125	9.4 %
Total	1330	100.0 %

Q11. Which THREE of the City maintenance services listed above do you think should receive the most emphasis from city leaders over the next two years?

Q11. 2nd Emphasis	Number	Percent
Condition of major City streets	151	11.4 %
Condition of streets in your neighborhood	223	16.8 %
Timeliness of street maintenance repairs	249	18.7 %
Condition of sidewalks in your neighborhood	152	11.4 %
Maintenance of pavement markings	101	7.6 %
Adequacy of city street lighting	117	8.8 %
Snow removal on major City streets	51	3.8 %
Snow removal on neighborhood streets	87	6.5 %
Streetsweeping services provided by the City	32	2.4 %
None chosen	167	12.6 %
Total	1330	100.0 %

Q11. Which THREE of the City maintenance services listed above do you think should receive the most emphasis from city leaders over the next two years?

Q11. 3rd Emphasis	Number	Percent
Condition of major City streets	109	8.2 %
Condition of streets in your neighborhood	134	10.1 %
Timeliness of street maintenance repairs	219	16.5 %
Condition of sidewalks in your neighborhood	116	8.7 %
Maintenance of pavement markings	137	10.3 %
Adequacy of city street lighting	118	8.9 %
Snow removal on major City streets	54	4.1 %
Snow removal on neighborhood streets	126	9.5 %
Streetsweeping services provided by the City	61	4.6 %
None chosen	256	19.2 %
Total	1330	100.0 %

Q11. The sum of the THREE City maintenance services listed above do you think should receive the most emphasis from city leaders over the next two years?

Q11. Sum of the Most Emphasis	Number	Percent
Condition of major City streets	674	50.7 %
Timeliness of street maintenance repairs	629	47.3 %
Condition of streets in your neighborhood	526	39.5 %
Condition of sidewalks in your neighborhood	445	33.5 %
Adequacy of city street lighting	315	23.7 %
Maintenance of pavement markings	313	23.5 %
Snow removal on neighborhood streets	295	22.2 %
Streetsweeping services provided by the City	124	9.3 %
Snow removal on major City streets	121	9.1 %
Total	3442	

Q12. HEALTH DEPARTMENT. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of Health Department services	14.0%	26.2%	16.1%	0.8%	0.4%	42.6%
B. Professionalism of Health Department personnel	16.4%	24.5%	14.7%	0.6%	0.6%	43.2%
C. Convenience of Health Department hours	10.2%	23.1%	17.9%	1.4%	0.5%	46.9%
D. Health Department efforts to promote/support health behaviors	13.3%	23.0%	17.7%	1.3%	0.7%	44.1%
E. Availability of information about Health Department services and activities	11.3%	21.0%	20.9%	4.4%	0.9%	41.6%

EXCLUDING DON'T KNOW

Q12. HEALTH DEPARTMENT. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of Health Department services	24.3%	45.7%	28.0%	1.3%	0.7%
B. Professionalism of Health Department personnel	28.9%	43.2%	25.8%	1.1%	1.1%
C. Convenience of Health Department hours	19.1%	43.5%	33.7%	2.7%	1.0%
D. Health Department efforts to promote/support health behaviors	23.8%	41.1%	31.6%	2.3%	1.2%
E. Availability of information about Health Department services and activities	19.3%	35.9%	35.8%	7.5%	1.5%

Q13. WATER/WASTEWATER UTILITIES. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Taste of your drinking water	20.1%	50.9%	14.4%	10.1%	2.5%	2.1%
B. Smell of your drinking water	20.3%	49.8%	17.5%	8.4%	2.0%	2.0%
C. Quality of your drinking water	20.8%	49.6%	15.9%	8.3%	2.1%	3.3%
D. The reliability of your water service	38.9%	50.2%	6.8%	1.3%	0.6%	2.2%
E. Water pressure in your home	34.1%	48.6%	9.3%	5.0%	1.1%	2.0%
F. The accuracy of your water bill	19.8%	43.2%	18.6%	4.4%	1.4%	12.7%
G. How well the City keeps you informed about planned disruptions to your water service	18.0%	39.2%	19.8%	2.6%	1.0%	19.5%
H. Overall value that you receive for water and wastewater utility rates	16.5%	42.3%	22.9%	10.7%	3.0%	4.7%

EXCLUDING DON'T KNOW

Q13. WATER/WASTEWATER UTILITIES. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Taste of your drinking water	20.5%	52.0%	14.7%	10.3%	2.5%
B. Smell of your drinking water	20.7%	50.8%	17.9%	8.6%	2.1%
C. Quality of your drinking water	21.5%	51.3%	16.4%	8.6%	2.2%
D. The reliability of your water service	39.8%	51.3%	6.9%	1.3%	0.6%
E. Water pressure in your home	34.8%	49.5%	9.5%	5.1%	1.1%
F. The accuracy of your water bill	22.7%	49.4%	21.4%	5.0%	1.6%
G. How well the City keeps you informed about planned disruptions to your water service	22.3%	48.7%	24.6%	3.2%	1.2%
H. Overall value that you receive for water and wastewater utility rates	17.3%	44.4%	24.0%	11.2%	3.2%

Q14. Which THREE of the water/wastewater utility issues listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q14. Most Emphasis	Number	Percent
Taste of your drinking water	222	16.7 %
Smell of your drinking water	39	2.9 %
Quality of your drinking water	389	29.2 %
The reliability of your water service	49	3.7 %
Water pressure in your home	52	3.9 %
The accuracy of your water bill	64	4.8 %
How well the City keeps you informed about planned disruptions to your water service	42	3.2 %
Overall value that you receive for water and wastewater utility rates	211	15.9 %
None chosen	262	19.7 %
Total	1330	100.0 %

Q14. Which THREE of the water/wastewater utility issues listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q14. 2nd Emphasis	Number	Percent
Taste of your drinking water	184	13.8 %
Smell of your drinking water	178	13.4 %
Quality of your drinking water	160	12.0 %
The reliability of your water service	118	8.9 %
Water pressure in your home	59	4.4 %
The accuracy of your water bill	99	7.4 %
How well the City keeps you informed about planned disruptions to your water service	74	5.6 %
Overall value that you receive for water and wastewater utility rates	105	7.9 %
None chosen	353	26.5 %
Total	1330	100.0 %

Q14. Which THREE of the water/wastewater utility issues listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q14. 3rd Emphasis	Number	Percent
Taste of your drinking water	116	8.7 %
Smell of your drinking water	139	10.5 %
Quality of your drinking water	180	13.5 %
The reliability of your water service	81	6.1 %
Water pressure in your home	65	4.9 %
The accuracy of your water bill	104	7.8 %
How well the City keeps you informed about planned disruptions to your water service	69	5.2 %
Overall value that you receive for water and wastewater utility rates	156	11.7 %
None chosen	420	31.6 %
Total	1330	100.0 %

Q14. The sum of the THREE of the water/wastewater utility issues listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q14. Sum of the Most Emphasis	Number	Percent
Quality of your drinking water	729	54.8 %
Taste of your drinking water	522	39.2 %
Overall value that you receive for water and wastewater utility rates	472	35.5 %
Smell of your drinking water	356	26.8 %
The accuracy of your water bill	267	20.1 %
The reliability of your water service	248	18.6 %
How well the City keeps you informed about planned disruptions to your water service	185	13.9 %
Water pressure in your home	176	13.2 %
Total	2955	

Q15. SOLID WASTE DISPOSAL SERVICES. Rate your satisfaction with each item listed below using a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Residential trash services	50.5%	41.5%	4.2%	2.0%	0.5%	1.4%
B. Residential recycling services	50.5%	33.8%	6.8%	4.7%	1.9%	2.3%
C. Yard waste collection services	45.2%	36.6%	8.4%	2.3%	0.6%	6.9%
D. The City's drop-off recycling sites	21.4%	28.6%	19.0%	4.0%	1.1%	25.9%
E. Household hazardous waste disposal service	19.4%	28.1%	19.5%	10.0%	2.6%	20.3%

EXCLUDING DON'T KNOW

Q15. SOLID WASTE DISPOSAL SERVICES. Rate your satisfaction with each item listed below using a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Residential trash services	51.2%	42.1%	4.3%	2.0%	0.5%
B. Residential recycling services	51.7%	34.6%	6.9%	4.8%	1.9%
C. Yard waste collection services	48.5%	39.3%	9.0%	2.4%	0.6%
D. The City's drop-off recycling sites	28.8%	38.6%	25.7%	5.4%	1.5%
E. Household hazardous waste disposal service	24.3%	35.3%	24.5%	12.5%	3.3%

Q16. TRANSPORTATION. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Ease of north/south travel in Lawrence	7.4%	47.3%	23.9%	13.2%	3.1%	5.1%
B. Ease of east/west travel in Lawrence	5.1%	32.0%	25.0%	26.0%	7.2%	4.7%
C. Connectivity of bicycle lanes	2.8%	9.8%	26.9%	14.8%	5.5%	40.2%
D. Traffic signal coordination on major city streets	6.6%	38.0%	28.1%	17.4%	6.5%	3.4%
E. Availability of safe routes for children to walk or bicycle to school	3.2%	19.0%	26.1%	16.9%	4.9%	29.8%
F. The number of destinations served by public transportation in Lawrence	4.3%	18.1%	23.2%	9.5%	2.0%	42.9%
G. The frequency of public transportation service in Lawrence (how often buses come by each stop)	4.3%	15.4%	23.8%	9.5%	2.8%	44.2%
H. Availability of pedestrian (walking) paths in Lawrence	8.6%	36.0%	27.5%	14.6%	2.8%	10.5%
I. Connectivity of sidewalks and paths	7.1%	32.3%	28.0%	14.7%	4.0%	13.9%

EXCLUDING DON'T KNOW

Q16. TRANSPORTATION. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Ease of north/south travel in Lawrence	7.8%	49.8%	25.2%	13.9%	3.2%
B. Ease of east/west travel in Lawrence	5.4%	33.5%	26.3%	27.3%	7.6%
C. Connectivity of bicycle lanes	4.7%	16.4%	45.0%	24.8%	9.2%
D. Traffic signal coordination on major city streets	6.8%	39.4%	29.1%	18.0%	6.7%
E. Availability of safe routes for children to walk or bicycle to school	4.6%	27.1%	37.2%	24.1%	7.0%
F. The number of destinations served by public transportation in Lawrence	7.5%	31.7%	40.5%	16.7%	3.6%
G. The frequency of public transportation service in Lawrence (how often buses come by each stop)	7.7%	27.6%	42.7%	17.0%	5.0%
H. Availability of pedestrian (walking) paths in Lawrence	9.7%	40.2%	30.7%	16.3%	3.1%
I. Connectivity of sidewalks and paths	8.3%	37.5%	32.5%	17.1%	4.6%

Q17. Which TWO of the transportation issues listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q17. Most Emphasis	Number	Percent
Ease of north/south travel in Lawrence	191	14.4 %
Ease of east/west travel in Lawrence	290	21.8 %
Connectivity of bicycle lanes	91	6.8 %
Traffic signal coordination on major city streets	173	13.0 %
Availability of safe routes for children to walk or bicycle to school	210	15.8 %
The number of destinations served by public transportation in Lawrence	69	5.2 %
The frequency of public transportation service in Lawrence (how often buses come by each stop)	43	3.2 %
Availability of pedestrian (walking) paths in Lawrence	61	4.6 %
Connectivity of sidewalks and paths	47	3.5 %
None chosen	155	11.7 %
Total	1330	100.0 %

Q17. Which TWO of the transportation issues listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q17. 2nd Emphasis	Number	Percent
Ease of north/south travel in Lawrence	123	9.2 %
Ease of east/west travel in Lawrence	242	18.2 %
Connectivity of bicycle lanes	81	6.1 %
Traffic signal coordination on major city streets	143	10.8 %
Availability of safe routes for children to walk or bicycle to school	139	10.5 %
The number of destinations served by public transportation in Lawrence	86	6.5 %
The frequency of public transportation service in Lawrence (how often buses come by each stop)	77	5.8 %
Availability of pedestrian (walking) paths in Lawrence	119	8.9 %
Connectivity of sidewalks and paths	103	7.7 %
None chosen	217	16.3 %
Total	1330	100.0 %

Q17. The sum of the TWO transportation issues listed above do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q17. Sum of the Most Emphasis	Number	Percent
Ease of east/west travel in Lawrence	532	40.0 %
Availability of safe routes for children to walk or bicycle to school	349	26.2 %
Traffic signal coordination on major city streets	316	23.8 %
Ease of north/south travel in Lawrence	314	23.6 %
Availability of pedestrian (walking) paths in Lawrence	180	13.5 %
Connectivity of bicycle lanes	172	12.9 %
The number of destinations served by public transportation in Lawrence	155	11.7 %
Connectivity of sidewalks and paths	150	11.3 %
The frequency of public transportation service in Lawrence (how often buses come by each stop)	120	9.0 %
Total	2288	

Q18. COMMUNICATION. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Availability of and timeliness of information about City services and activities	11.0%	46.0%	26.8%	6.8%	0.9%	8.5%
B. City's efforts to keep you involved about local issues	9.0%	38.6%	28.7%	13.2%	2.0%	8.3%
C. The quality of the City's video programming including cable television, web streaming, and social media	5.4%	21.3%	28.9%	10.7%	3.7%	30.0%
D. The quality of the City's Web site	7.0%	26.6%	31.2%	8.3%	1.5%	25.3%
E. The quality of the City's newsletter, The Flame	7.4%	26.1%	25.8%	4.7%	1.7%	34.4%

EXCLUDING DON'T KNOW

Q18. COMMUNICATION. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=1330)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Availability of and timeliness of information about City services and activities	12.0%	50.3%	29.2%	7.4%	1.0%
B. City's efforts to keep you involved about local issues	9.8%	42.2%	31.3%	14.4%	2.2%
C. The quality of the City's video programming including cable television, web streaming, and social media	7.7%	30.4%	41.4%	15.3%	5.3%
D. The quality of the City's Web site	9.4%	35.6%	41.8%	11.2%	2.0%
E. The quality of the City's newsletter, The Flame	11.2%	39.7%	39.3%	7.2%	2.5%

Q19. Which method would you prefer the City use to communicate with you?

Q19. Which method would you prefer the City use to communicate with you?	Number	Percent
The City newsletter, The Flame	283	21.3 %
Facebook/Twitter or other social media	159	12.0 %
City website, www.lawrenceks.org	260	19.5 %
Local media outlets	529	39.8 %
Direct mail	485	36.5 %
Email blasts	277	20.8 %
Parks and Recreation Guide	180	13.5 %
Neighborhood	62	4.7 %
None chosen	43	3.2 %
Total	2278	

Q20. Several services provided by the City of Lawrence are listed below. For each one, please indicate if you used the service during the past 12 months.

(N=1330)

	Yes	No	Don't remember
A. Used public transportation services operated by the City	18.3%	80.7%	1.1%
B. Enrolled in recreation programs offered by the City	34.0%	64.6%	1.4%
C. Visited City recreation facilities	76.1%	22.6%	1.4%
D. Visited the City Library	74.5%	24.1%	1.4%
E. Received assistance from the City's Fire Medical Department	13.7%	84.5%	1.8%
F. Received assistance from the Police Department	28.5%	69.5%	2.0%
G. Used a walking/biking trail or path	74.8%	24.1%	1.1%
H. Used a bicycle lane	28.0%	69.5%	2.4%
I. Put out recycling for curbside collection	92.3%	6.8%	0.9%

EXCLUDING DON'T REMEMBER

Q20. Several services provided by the City of Lawrence are listed below. For each one, please indicate if you used the service during the past 12 months. (Without "Don't Remember")

(N=1330)

	Yes	No
A. Used public transportation services operated by the City	18.5%	81.5%
B. Enrolled in recreation programs offered by the City	34.5%	65.5%
C. Visited City recreation facilities	77.1%	22.9%
D. Visited the City Library	75.6%	24.4%
E. Received assistance from the City's Fire Medical Department	13.9%	86.1%
F. Received assistance from the Police Department	29.1%	70.9%
G. Used a walking/biking trail or path	75.7%	24.3%
H. Used a bicycle lane	28.7%	71.3%
I. Put out recycling for curbside collection	93.1%	6.9%

Q21. Have you called or visited the City with a question, problem, or complaint during the past year?

Q21. Have you called or visited the City with a question?	Number	Percent
Yes	622	46.8 %
No	708	53.2 %
Total	1330	100.0 %

Q21a. Which department did you contact most recently?

Q21a. Which department did you contact most recently?	Number	Percent
City Manager's Office	42	6.8 %
Fire Medical	25	4.0 %
Municipal Court	32	5.1 %
Planning and Development Services	109	17.5 %
Parks and Recreation	82	13.2 %
Police	39	6.3 %
Public Works	166	26.7 %
Transit	5	0.8 %
Utility Billing	40	6.4 %
Water/Wastewater Utility	44	7.1 %
Health Department	6	1.0 %
Other	24	3.9 %
None chosen	8	1.3 %
Total	622	100.0 %

Q21a. Other

- Q21a Other
-
- ANIMAL CONTROL
 - ANIMAL CONTROL
 - ANIMAL CONTROL
 - ANIMAL CONTROL
 - ANIMAL CONTROL
 - ANIMAL CONTROL
 - CITY COMMISSION MEETING
 - CITY COUNCIL MEETING
 - HAZARDOUS WASTE
 - HAZARDOUS WASTE
 - JOURNAL WORLD
 - LACK OF CROSSWALKS
 - LAWN & LEAF
 - PARKING DEPT.
 - RECYCLE
 - RECYCLING
 - RENTAL HOUSING INSPECTORS
 - SOLID WASTE
 - STREET & ALLEY CONDITIONS
 - TRASH SERVICES
 - TREE SERVICE
 - TREES
 - WEED CONTROL
 - ZONING

Q21b. Please indicate your level of agreement with the following statements about the quality of service you received from city employees in the department you listed above by circling the corresponding number below.

(N=622)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A. City employees were courteous and polite	45.0%	38.3%	6.8%	4.2%	2.1%	3.7%
B. City employees were professional	43.9%	37.5%	8.2%	4.2%	2.3%	4.0%
C. City employees were responsive to my concerns	39.9%	32.8%	9.2%	8.7%	6.4%	3.1%
D. I was satisfied with the overall quality of service provided	40.5%	31.2%	10.6%	7.9%	7.2%	2.6%

EXCLUDING DON'T KNOW

Q21b. Please indicate your level of agreement with the following statements about the quality of service you received from city employees in the department you listed above by circling the corresponding number below.(Without "Don't Know")

(N=622)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. City employees were courteous and polite	46.7%	39.7%	7.0%	4.3%	2.2%
B. City employees were professional	45.7%	39.0%	8.5%	4.4%	2.3%
C. City employees were responsive to my concerns	41.1%	33.8%	9.5%	9.0%	6.6%
D. I was satisfied with the overall quality of service provided	41.6%	32.0%	10.9%	8.1%	7.4%

Q22. Of the categories of projects listed below that could be incorporated in the City's Capital Improvement plan over the next few years, please indicate which items the City should prioritize.

Q22. 1st Priority	Number	Percent
Develop public safety facilities	239	18.0 %
Support for economic impact initiatives	102	7.7 %
Support for arts and culture	65	4.9 %
Develop parks and recreation facilities	65	4.9 %
Repair and restore deteriorating infrastructure	732	55.0 %
Develop non-motorized transportation infrastructure	96	7.2 %
None chosen	31	2.3 %
Total	1330	100.0 %

Q22. Of the categories of projects listed below that could be incorporated in the City's Capital Improvement plan over the next few years, please indicate which items the City should prioritize.

Q22. 2nd Priority	Number	Percent
Develop public safety facilities	249	18.7 %
Support for economic impact initiatives	201	15.1 %
Support for arts and culture	111	8.3 %
Develop parks and recreation facilities	134	10.1 %
Repair and restore deteriorating infrastructure	307	23.1 %
Develop non-motorized transportation infrastructure	236	17.7 %
None chosen	92	6.9 %
Total	1330	100.0 %

Q22. Of the categories of projects listed below that could be incorporated in the City's Capital Improvement plan over the next few years, please indicate which items the City should prioritize.

<u>Q22. 3rd Priority</u>	<u>Number</u>	<u>Percent</u>
Develop public safety facilities	205	15.4 %
Support for economic impact initiatives	196	14.7 %
Support for arts and culture	211	15.9 %
Develop parks and recreation facilities	209	15.7 %
Repair and restore deteriorating infrastructure	135	10.2 %
Develop non-motorized transportation infrastructure	208	15.6 %
None chosen	166	12.5 %
Total	1330	100.0 %

Q22. Of the categories of projects listed below that could be incorporated in the City's Capital Improvement plan over the next few years, please indicate which items the City should prioritize.

<u>Q22. Sum of the top two priorities</u>	<u>Number</u>	<u>Percent</u>
Repair and restore deteriorating infrastructure	1174	88.3 %
Develop public safety facilities	693	52.1 %
Develop non-motorized transportation infrastructure	540	40.6 %
Support for economic impact initiatives	499	37.5 %
Develop parks and recreation facilities	408	30.7 %
Support for arts and culture	387	29.1 %
None chosen	289	21.7 %
Total	3990	

Q23. Approximately how many years have you lived in Lawrence?

Q23. How many years have you lived in Lawrence?	Number	Percent
Not Provided	2	0.2 %
5 or fewer years	148	11.1 %
6-10 years	148	11.1 %
11-15 years	167	12.6 %
16-20 years	148	11.1 %
21-25 years	114	8.6 %
26-30 years	129	9.7 %
Over 30 years	474	35.6 %
Total	1330	100.0 %

EXCLUDING NOT PROVIDED

Q23. Approximately how many years have you lived in Lawrence? (excluding “not provided”)

Q23. How many years have you lived in Lawrence?	Number	Percent
5 or fewer years	148	11.1 %
6-10 years	148	11.1 %
11-15 years	167	12.6 %
16-20 years	148	11.1 %
21-25 years	114	8.6 %
26-30 years	129	9.7 %
Over 30 years	474	35.7 %
Total	1328	100.0 %

Q24. Which of the following best describes your current employment status?

Q24. Best describes your current employment status	Number	Percent
Employed outside the home	846	63.6 %
Employed inside the home/have a home based business	62	4.7 %
Retired	354	26.6 %
Not currently employed outside of the home	52	3.9 %
Student	7	0.5 %
Not provided	9	0.7 %
Total	1330	100.0 %

EXCLUDING NOT PROVIDED

Q24. Which of the following best describes your current employment status? (excluding "not provided")

Q24. Best describes your current employment status	Number	Percent
Employed outside the home	846	64.0 %
Employed inside the home/have a home based business	62	4.7 %
Retired	354	26.8 %
Not currently employed outside of the home	52	3.9 %
Student	7	0.5 %
Total	1321	100.0 %

Q25. Do you own or rent your current residence?

Q25. Do you own or rent your current residence?	Number	Percent
Own	1128	84.8 %
Rent	195	14.7 %
Not provided	7	0.5 %
Total	1330	100.0 %

EXCLUDING NOT PROVIDED

Q25. Do you own or rent your current residence? (excluding "not provided")

Q25. Do you own or rent your current residence?	Number	Percent
Own	1128	85.3 %
Rent	195	14.7 %
Total	1323	100.0 %

Q26. How many persons in your household (counting yourself), are in each of the following age groups?

	Mean	Sum
number	2.4	3210
Q26 Under age 10	0.3	338
Q26 Ages 10-19	0.3	376
Q26 Ages 20-34	0.3	405
Q26 Ages 35-54	0.6	846
Q26 Ages 55-64	0.5	696
Q26 Ages 65+	0.4	549

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

Q27. Best describes your race/ethnicity	Number	Percent
White/Caucasian	1179	88.6 %
African American/Black	33	2.5 %
Asian/Pacific Islander	32	2.4 %
Native American/Eskimo	24	1.8 %
Mixed Race	39	2.9 %
Other	25	1.9 %
Not provided	25	1.9 %
Total	1357	

EXCLUDING NOT PROVIDED

Q27. Which of the following best describes your race/ethnicity? (excluding “not provided”)

Q27. Best describes your race/ethnicity	Number	Percent
White/Caucasian	1179	88.6 %
African American/Black	33	2.5 %
Asian/Pacific Islander	32	2.4 %
Native American/Eskimo	24	1.8 %
Mixed Race	39	2.9 %
Other	25	1.9 %
Total	1332	

Q27. Other

Q27 Other

AFRICAN
BALD APE
HIBERNIAN
HISPANIC
HISPANIC
HISPANIC
HISPANIC

HISPANIC/LATINO
HUMAN
LATIN
LATINO
MEXICAN
MEXICAN
MEXICAN AMERICAN

Q28. Are you or other members of your household of Spanish, Hispanic, or Latino heritage?

Q28. Are you of Spanish, Hispanic, or Latino heritage?	Number	Percent
Yes	76	5.7 %
No	1233	92.7 %
Not provided	21	1.6 %
Total	1330	100.0 %

EXCLUDING NOT PROVIDED

Q28. Are you or other members of your household of Spanish, Hispanic, or Latino heritage? (excluding "not provided")

Q28. Are you of Spanish, Hispanic, or Latino heritage?	Number	Percent
Yes	76	5.8 %
No	1233	94.2 %
Total	1309	100.0 %

Q29. What is your gender?

Q29. What is your gender?	Number	Percent
Male	623	46.8 %
Female	707	53.2 %
Total	1330	100.0 %

Q30. What is your zip code?

Q30. What is your zip code?	Number	Percent
66044	307	23.1 %
66045	2	0.2 %
66046	277	20.8 %
66047	275	20.7 %
66049	465	35.0 %
Not provided	4	0.3 %
Total	1330	100.0 %

EXCLUDING NOT PROVIDED

Q30. What is your zip code? (excluding "not provided")

Q30. What is your zip code?	Number	Percent
66044	307	23.2 %
66045	2	0.2 %
66046	277	20.9 %
66047	275	20.7 %
66049	465	35.1 %
Total	1326	100.0 %

Section 5:
Survey Instrument



City of Lawrence

CITY COMMISSION
MAYOR

JEREMY FARMER

COMMISSIONERS
LESLIE SODEN
STUART BOLEY
MATHEW J. HERBERT
MIKE AMYX

DAVID L CORLISS
CITY MANAGER

City Offices
PO Box 708 66044-0708
www.lawrenceks.org

6 East 6th st
785-832-3000
FAX 785-832-3405

May 2015

Dear Lawrence Resident,

The City of Lawrence is requesting your help and a few minutes of your time! You have been chosen to participate in a survey designed to gather resident opinions and feedback on city programs and services. The information requested in this survey will be used to improve and expand existing programs and determine future needs of residents in the City of Lawrence.

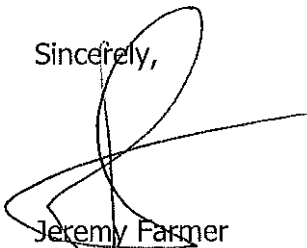
We greatly appreciate your time. We realize that this survey takes some time to complete, but every question is important. The time you invest in this survey will influence decisions made about the city's future.

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 governmental research. They will present the results to the City later this summer. Individual responses to the survey will remain confidential. If you would prefer to take the survey on the web the URL address is www.lawrence2015communitysurvey.org.

Please contact Casey Toomay, Assistant City Manager at 785-832-3409 if you have any questions.

Thank you in advance for your participation.

Sincerely,



Jeremy Farmer
Mayor





2015 City of Lawrence Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to continuously improve City services. If you have questions, please call Casey Toomay, Assistant City Manager at (785) 832-3409.

1. Major categories of services provided by the City of Lawrence are listed below. Please rate each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police, fire, and emergency medical services	5	4	3	2	1	9
B.	Overall Maintenance of City streets and utilities	5	4	3	2	1	9
C.	Overall Effectiveness of City communication with the public	5	4	3	2	1	9
D.	Overall Flow of motor vehicle traffic and congestion management on streets in the City	5	4	3	2	1	9
E.	Overall Quality of City water and wastewater utility services	5	4	3	2	1	9
F.	Overall Quality of City trash and yardwaste services	5	4	3	2	1	9
G.	Overall Quality of planning and code enforcement	5	4	3	2	1	9
H.	Overall Quality of the City's public transportation	5	4	3	2	1	9
I.	Overall Quality of the City's parks and recreation system	5	4	3	2	1	9
J.	Overall Quality of customer service by City staff	5	4	3	2	1	9

2. Which **THREE** of the major city services 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 the list in Question 1 above.]

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

3. **PERCEPTIONS OF DOWNTOWN.** Several items that may influence your perception of Downtown Lawrence are listed below. Please rate each item on a scale of 5 to 1 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The appearance and cleanliness of Downtown Lawrence	5	4	3	2	1	9
B.	The availability of parking	5	4	3	2	1	9
C.	The availability of bicycle parking	5	4	3	2	1	9
D.	The types of retail and entertainment establishments available	5	4	3	2	1	9
E.	How safe you feel in Downtown Lawrence during the day	5	4	3	2	1	9
F.	How safe you feel in Downtown Lawrence after dark	5	4	3	2	1	9
G.	Downtown Lawrence special events and parades	5	4	3	2	1	9
H.	Beautification of Downtown Lawrence (flowers, trees, art)	5	4	3	2	1	9

4. PERCEPTIONS OF THE CITY. Please rate each item on a scale of 5 to 1 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
B.	Overall image of the City	5	4	3	2	1	9
C.	Livability of your neighborhood	5	4	3	2	1	9
D.	Upkeep of your neighborhood	5	4	3	2	1	9
E.	Overall quality of City services	5	4	3	2	1	9
F.	Overall quality of life in the City	5	4	3	2	1	9
G.	City efforts to promote economic development	5	4	3	2	1	9
H.	Overall quality of new development in Lawrence	5	4	3	2	1	9
I.	How well the City is planning growth	5	4	3	2	1	9
J.	Enforcement of City codes and ordinances	5	4	3	2	1	9

5. POLICE SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
B.	Efforts by police to prevent crime in your neighborhood	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	The professionalism of police officers	5	4	3	2	1	9
E.	How effectively the City enforces traffic offenses	5	4	3	2	1	9
F.	School Resource Officers	5	4	3	2	1	9
G.	Quality of animal control services	5	4	3	2	1	9
H.	Parking enforcement services	5	4	3	2	1	9
I.	Police related education programs	5	4	3	2	1	9

6. PERCEPTIONS OF SAFETY. Using a scale of 5 to 1 where 5 means “very safe” and 1 means “very unsafe,” please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	Walking in your neighborhood during the day	5	4	3	2	1	9
B.	Walking in your neighborhood after dark	5	4	3	2	1	9
C.	In City parks	5	4	3	2	1	9
D.	Overall feeling of safety in Lawrence	5	4	3	2	1	9
E.	Riding a bicycle in Lawrence	5	4	3	2	1	9
F.	Navigating busy intersections on foot	5	4	3	2	1	9
G.	Navigating busy intersections on a bicycle	5	4	3	2	1	9

7. **FIRE AND EMERGENCY MEDICAL SERVICES.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of fire services	5	4	3	2	1	9
B.	How quickly emergency medical services personnel respond	5	4	3	2	1	9
C.	Professionalism of the City's fire and emergency medical services personnel	5	4	3	2	1	9
D.	Quality of medical care provided by the City's fire medical services personnel	5	4	3	2	1	9
E.	The City's fire medical education programs	5	4	3	2	1	9
F.	The City's fire business inspection program	5	4	3	2	1	9

8. **PARKS AND RECREATION.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Appearance/cleanliness of City parks	5	4	3	2	1	9
B.	Condition of equipment	5	4	3	2	1	9
C.	Number of City parks	5	4	3	2	1	9
D.	Number of walking and biking trails	5	4	3	2	1	9
E.	City outdoor recreation facilities	5	4	3	2	1	9
F.	City indoor recreation facilities	5	4	3	2	1	9
G.	Availability of gym space	5	4	3	2	1	9
H.	The City's indoor aquatic facilities	5	4	3	2	1	9
I.	The City's outdoor aquatic facilities	5	4	3	2	1	9
J.	Availability of sports fields in Lawrence	5	4	3	2	1	9
K.	Availability of information about parks and recreation programs	5	4	3	2	1	9
L.	City's landscaping efforts	5	4	3	2	1	9
M.	Quality of recreation programs offered by the City	5	4	3	2	1	9
N.	Cost of parks and recreation programs and services offered by the City	5	4	3	2	1	9

9. Which **THREE** of the parks and recreation 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 the list in Question 8 above.]

1st. _____ 2nd. _____ 3rd. _____

10. CITY MAINTENANCE. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Condition of major City streets	5	4	3	2	1	9
B.	Condition of streets in your neighborhood	5	4	3	2	1	9
C.	Timeliness of street maintenance repairs	5	4	3	2	1	9
D.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
E.	Maintenance of pavement markings	5	4	3	2	1	9
F.	Adequacy of city street lighting	5	4	3	2	1	9
G.	Snow removal on major City streets	5	4	3	2	1	9
H.	Snow removal on neighborhood streets	5	4	3	2	1	9
I.	Streetsweeping services provided by the City	5	4	3	2	1	9

11. Which THREE of the City maintenance services 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 the list in Question 10 above.]

1st. _____ 2nd. _____ 3rd. _____

12. HEALTH DEPARTMENT. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of Health Department services	5	4	3	2	1	9
B.	Professionalism of Health Department personnel	5	4	3	2	1	9
C.	Convenience of Health Department hours	5	4	3	2	1	9
D.	Health Department efforts to promote/support health behaviors	5	4	3	2	1	9
E.	Availability of information about Health Department services and activities	5	4	3	2	1	9

13. WATER/WASTEWATER UTILITIES. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Taste of your drinking water	5	4	3	2	1	9
B.	Smell of your drinking water	5	4	3	2	1	9
C.	Quality of your drinking water	5	4	3	2	1	9
D.	The reliability of your water service	5	4	3	2	1	9
E.	Water pressure in your home	5	4	3	2	1	9
F.	The accuracy of your water bill	5	4	3	2	1	9
G.	How well the City keeps you informed about planned disruptions to your water service	5	4	3	2	1	9
H.	Overall value that you receive for water and wastewater utility rates	5	4	3	2	1	9

14. Which THREE of the water/wastewater utility 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 the list in Question 13 above.]

1st. _____ 2nd. _____ 3rd. _____

15. SOLID WASTE DISPOSAL SERVICES. Rate your satisfaction with each item listed below using a scale of 5 to 1 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash services	5	4	3	2	1	9
B.	Residential recycling services	5	4	3	2	1	9
C.	Yard waste collection services	5	4	3	2	1	9
D.	The City's drop-off recycling sites	5	4	3	2	1	9
E.	Household hazardous waste disposal service	5	4	3	2	1	9

16. TRANSPORTATION. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Ease of north/south travel in Lawrence	5	4	3	2	1	9
B.	Ease of east/west travel in Lawrence	5	4	3	2	1	9
C.	Connectivity of bicycle lanes	5	4	3	2	1	9
D.	Traffic signal coordination on major city streets	5	4	3	2	1	9
E.	Availability of safe routes for children to walk or bicycle to school	5	4	3	2	1	9
F.	The number of destinations served by public transportation in Lawrence	5	4	3	2	1	9
G.	The frequency of public transportation service in Lawrence (how often buses come by each stop)	5	4	3	2	1	9
H.	Availability of pedestrian (walking) paths in Lawrence	5	4	3	2	1	9
I.	Connectivity of sidewalks and paths	5	4	3	2	1	9

17. Which TWO of the transportation 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 the list in Question 16 above.]

1st. _____ 2nd. _____

18. COMMUNICATION. For each of the following, please rate your satisfaction with each item on a scale of 5 to 1 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of and timeliness of information about City services and activities	5	4	3	2	1	9
B.	City's efforts to keep you involved about local issues	5	4	3	2	1	9
C.	The quality of the City's video programming including cable television, web streaming, and social media	5	4	3	2	1	9
D.	The quality of the City's Web site	5	4	3	2	1	9
E.	The quality of the City's newsletter, The Flame	5	4	3	2	1	9

19. Which method would you prefer the City use to communicate with you?

- | | |
|---|--|
| ___(1) The City newsletter, The Flame | ___(5) Direct mail |
| ___(2) Facebook/Twitter or other social media | ___(6) Email blasts |
| ___(3) City website, www.lawrenceks.org | ___(7) Parks and Recreation Guide |
| ___(4) Local media outlets
(newspaper/television) | ___(8) Neighborhood Association Affiliated Tools |

20. Several services provided by the City of Lawrence are listed below. For each one, please indicate if you used the service during the past 12 months.

During the past 12 months have you:		YES	NO	Don't Remember
A.	Used public transportation services operated by the City	1	2	9
B.	Enrolled in recreation programs offered by the City	1	2	9
C.	Visited City recreation facilities	1	2	9
D.	Visited the City Library	1	2	9
E.	Received assistance from the City's Fire Medical Department	1	2	9
F.	Received assistance from the Police Department	1	2	9
G.	Used a walking/biking trail or path	1	2	9
H.	Used a bicycle lane	1	2	9
I.	Put out recycling for curbside collection	1	2	9

21. Have you called or visited the City with a question, problem, or complaint during the past year?

___(1) Yes [Answer Question 21a-b.] ___(2) No [Go to Question 22.]

21a. [Only if YES to Q#21] Which department did you contact most recently? (Check one.)

- | | |
|---|--|
| ___(01) City Manager's Office (includes Human Resources, City Clerk, and Risk Management) | ___(05) Parks and Recreation |
| ___(02) Fire Medical | ___(06) Police |
| ___(03) Municipal Court | ___(07) Public Works (trash, streets, traffic signals/signs) |
| ___(04) Planning and Development Services (planning, building inspections, code enforcement, community development) | ___(08) Transit |
| | ___(09) Utility Billing |
| | ___(10) Water/Wastewater Utility |
| | ___(11) Health Department |
| | ___(12) Other: _____ |

21b. [Only if "YES" to Q#21.] Please indicate your level of agreement with the following statements about the quality of service you received from city employees in the department you listed above by circling the corresponding number below.

Behavior of Employees		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	City employees were courteous and polite	5	4	3	2	1	9
B.	City employees were professional	5	4	3	2	1	9
C.	City employees were responsive to my concerns	5	4	3	2	1	9
D..	I was satisfied with the overall quality of service provided	5	4	3	2	1	9

22. Of the categories of projects listed below that could be incorporated in the City's Capital Improvement plan over the next few years, please indicate which items the City should prioritize. [Please select your 1st, 2nd, and 3rd priority choices.]

- A. Develop public safety facilities (i.e. police and fire)
- B. Support for economic impact initiatives (Conference Center, tax incentives, etc.)
- C. Support for arts and culture (Cultural Plan, community art, streetscapes, etc.)
- D. Develop parks and recreation facilities (i.e. trails, athletics fields, pools, etc.)
- E. Repair and restore deteriorating infrastructure (streets, city buildings, sidewalks, etc.)
- F. Develop non-motorized transportation infrastructure (bicycle lanes, sidewalks, etc.)

1st Priority

2nd Priority

3rd Priority

DEMOGRAPHICS

23. Approximately how many years have you lived in Lawrence? _____ years

24. Which of the following best describes your current employment status?

- (1) Employed outside the home (3) Retired
 (2) Employed inside the home/
have a home based business (4) Not currently employed outside of the home
 (5) Student

25. Do you own or rent your current residence?

- (1) Own (2) Rent

26. How many persons in your household (counting yourself), are in each of the following age groups?

- Under age 10 _____ Ages 20-34 _____ Ages 55-64 _____
Ages 10-19 _____ Ages 35-54 _____ Ages 65+ _____

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

- (1) White/Caucasian (4) Native American/Eskimo
 (2) African American/Black (5) Mixed Race
 (3) Asian/Pacific Islander (6) Other _____

28. Are you or other members of your household of Spanish, Hispanic, or Latino heritage?

- (1) Yes (2) No

29. What is your gender?

- (1) Male (2) Female

30. What is your zip code?

- (1) 66044 (4) 66047
 (2) 66045 (5) 66049
 (3) 66046

31. Do you have any other comments you would like to share with City leaders? [If so, please write your comments in the space below.]

This concludes the survey. Thank you for your time!

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

Individual responses to the survey will remain confidential. The information printed on the right will ONLY be used by the City to understand differences in the experience based on geography. If your address is not correct, please provide the correct information.