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*2011 CITY OF LAWRENCE  
DIRECTIONFINDER® SURVEY  
-Final Report -*

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Submitted to:  
*City of Lawrence, Kansas*

By

**ETC**  
*Institute*

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# 2011 DirectionFinder® Survey

## Executive Summary

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### Purpose and Methodology

ETC Institute administered a survey to residents of the City of Lawrence during the spring of 2011. 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 second 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, 471 completed the survey by phone and 836 returned it by mail for a total of 1,307 completed surveys (52% response rate). The results for the random sample of 1,307 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

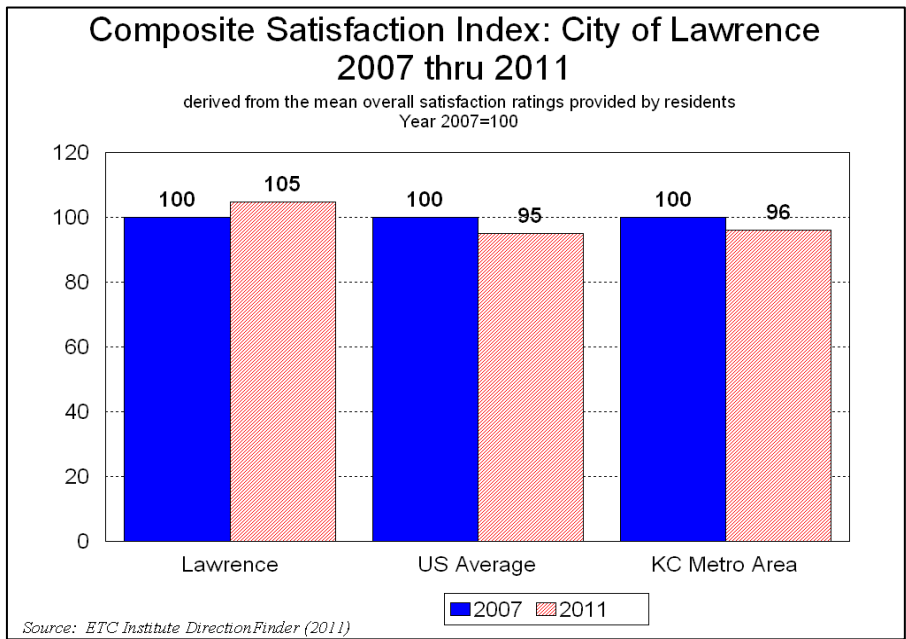
Most residents have a positive perception of the City. Eighty-seven percent (87%) of those surveyed who had an opinion were “very satisfied” or “satisfied” with the livability of their neighborhood. Eighty-two percent (82%) of residents were satisfied with the overall quality of life in the City; only 5% 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: fire and emergency medical services (93%), trash and yardwaste services (85%), police services (83%), and the City’s parks and recreation system (81%). Residents were **least satisfied** with the maintenance of streets, sidewalks and infrastructure (28%), the quality of planning/development services (39%) and flow of traffic and congestion management in the City (40%).

**Composite Performance Index.** To objectively assess the change in overall satisfaction with city services from 2007 to 2011, ETC Institute developed a Composite Satisfaction Index for the City. The Composite Satisfaction Index is derived from the mean rating given for the 14 major categories of city services that were assessed in both 2007 and 2011. The index is calculated by dividing the mean rating from 2011 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 and 2011 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 improved by 5 points from 2007 to 2011, the U.S. average declined by 5 points, and the Kansas City average declined by 4 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.



Even though overall satisfaction improved, there were significant decreases in some of the specific areas that were assessed on the survey. The most significant increases and decreases among **all** items that were assessed on the survey are listed on the following page.

**Most Significant INCREASES.** The most significant increases in satisfaction from 2007 to 2011 were:

- the beautification of Downtown Lawrence
- feeling of safety in Downtown Lawrence after dark
- efforts of the City to prepare against emergencies
- flow of traffic and congestion management

**Most Significant DECREASES.** The most significant decreases in satisfaction from 2007 to 2011 were:

- hours that business in Downtown Lawrence are open
- types of retail/entertainment establishments in Downtown Lawrence
- snow removal on neighborhood streets
- availability of information about parks and recreation programs

## 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, sidewalks and infrastructure (69%)
- the flow of traffic and congestion management (46%)
- quality of planning and developmental services (21%)

## SATISFACTION WITH SPECIFIC CITY SERVICES

### Public Safety

Most Lawrence residents felt safe during the day. Ninety-four percent (94%) 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, 91% felt safe in Downtown Lawrence during the day and 86% felt safe in City parks during the day. Residents felt least safe in City parks after dark (30%).

#### **Police Services**

- Seventy-nine percent (79%) of those surveyed, *who had an opinion*, were satisfied with the professionalism of police officers, 75% were satisfied with how quickly police respond to emergencies and 60% were satisfied with parking enforcement services.

### **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, 88% 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**

Eighty-eight percent (88%) of those surveyed, *who had an opinion*, were satisfied with the appearance/cleanliness of City parks, 81% were satisfied with the condition of equipment and facilities at City parks, 78% were satisfied with cleanliness of public areas in the City and 78% were satisfied with the variety 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**

Seventy-four percent (74%) of those surveyed, *who had an opinion*, were satisfied with snow removal on major City streets, 73% were satisfied with the maintenance of street signs and 56% were satisfied with the adequacy of City street lighting. Residents were least satisfied with the timeliness of street maintenance repairs (29%). 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 (56%).

## **Water and Wastewater Utilities**

Ninety percent (90%) of those surveyed, *who had an opinion*, were satisfied with reliability of water services, 83% were satisfied with the water pressure in their home, and 77% were satisfied with the clarity of their drinking water. Residents were least satisfied with the value they received for their water/wastewater utility rates (60%). The water/wastewater service that residents felt should receive the most emphasis over the next two years was the taste of drinking water.

## Transportation

Fifty-five percent (55%) 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 54% were satisfied with availability of pedestrian paths in Lawrence. Residents were least satisfied with the availability of bicycle lanes (33%). 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

Eighty-seven percent (87%) of the residents surveyed, *who had an opinion*, were satisfied with how safe they felt Downtown during the day; 83% of those surveyed were satisfied with the beautification of Downtown and 76% were satisfied with the appearance and cleanliness of Downtown Lawrence. Residents were least satisfied with the availability of parking Downtown (42%).

## Other Findings

- **Contact with City Employees.** Eighty-eight percent (88%) 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 87% 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:
  - 86% Visited a City Park
  - 72% Visited the City Library
  - 72% Used a walking/biking trail or path
  - 72% Visited City recreation facilities
  - 36% Enrolled in City recreation programs
  - 35% Received assistance from Police Department
  - 19% Used public transportation services
  - 18% Received assistance from the Fire Medical Department

*Section 1:*  
***Charts and Graphs***

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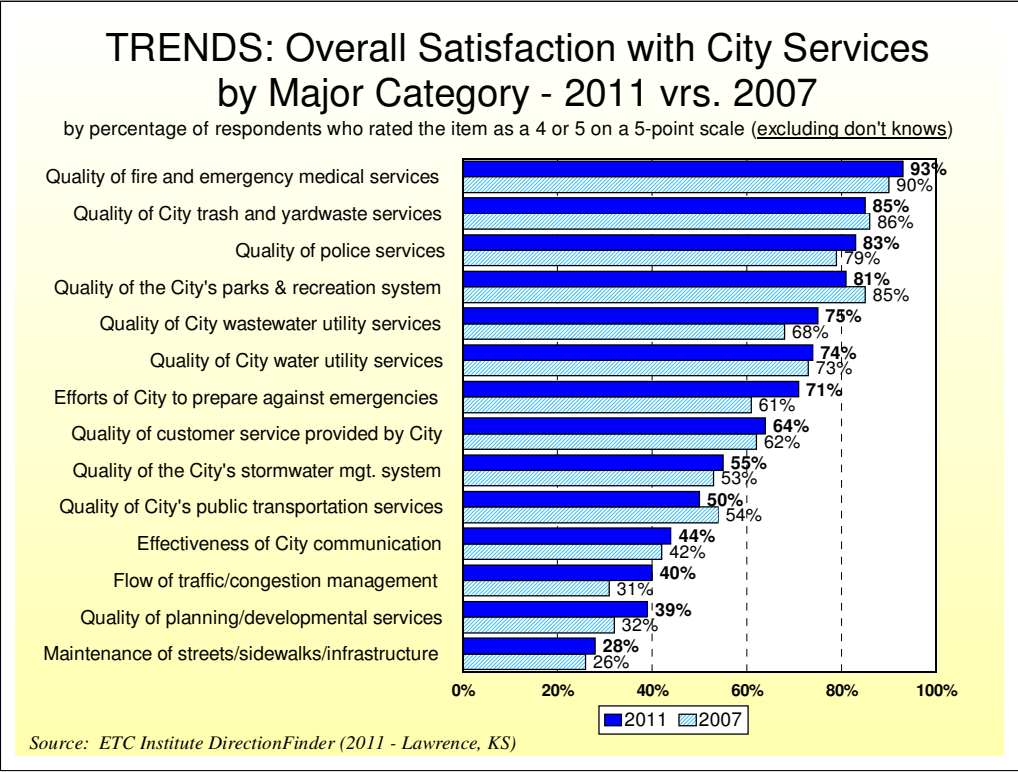
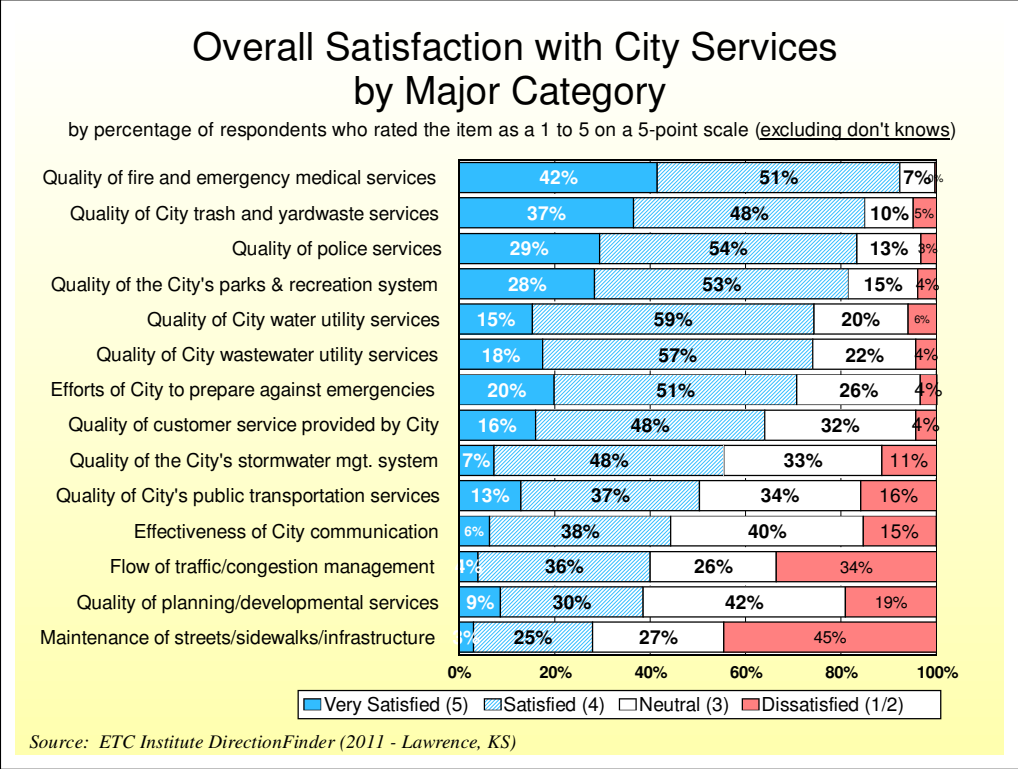


***City of Lawrence***  
**2011 DirectionFinder**  
**Survey Results**

*Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)*

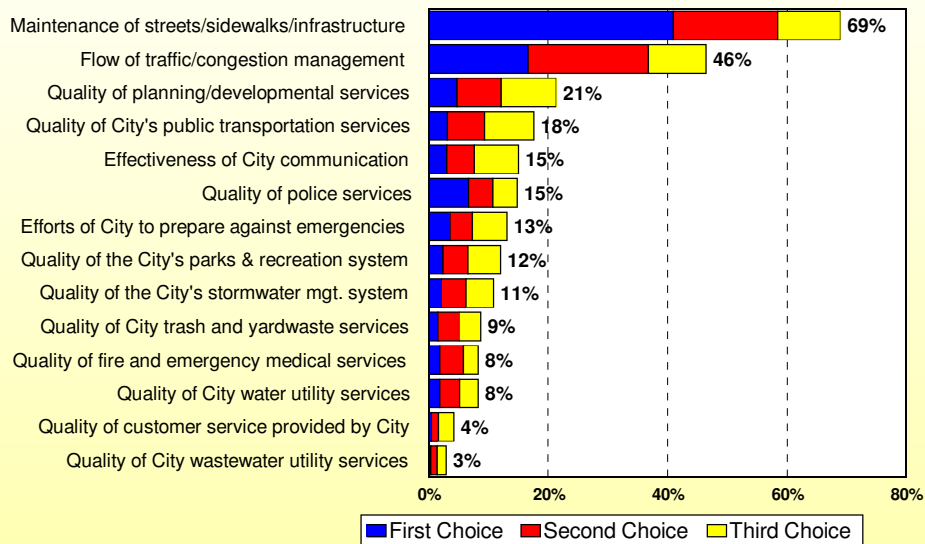
**Overall Ratings**

*Source: ETC Institute DirectionFinder (2011 - 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



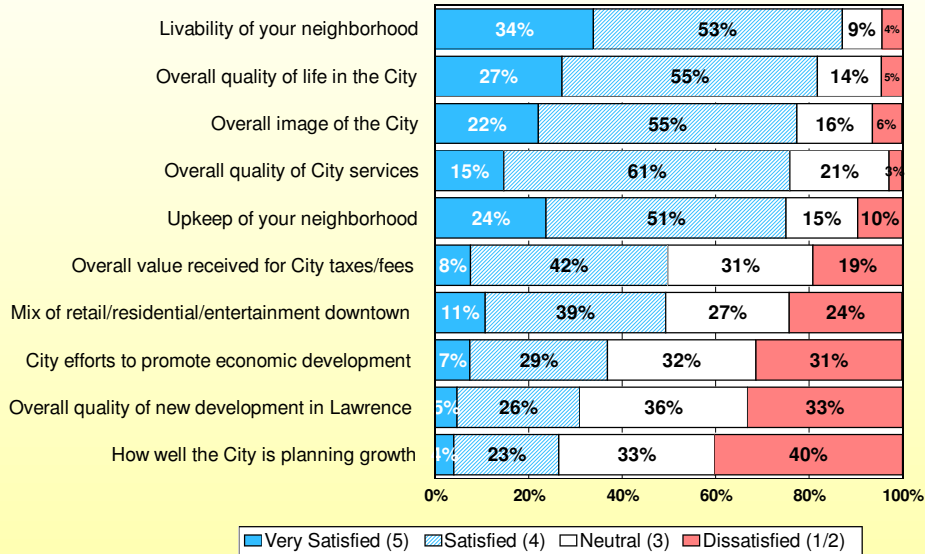
Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

# Perceptions of the Community

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### Satisfaction with Items That Influence Perceptions of the City

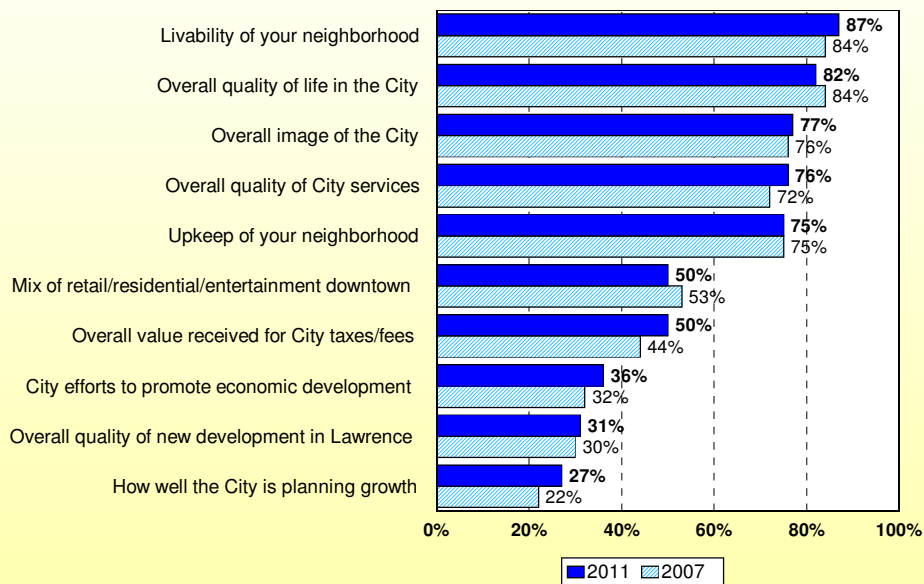
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### TRENDS: Satisfaction with Items That Influence Perceptions of the City - 2011 vrs. 2007

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



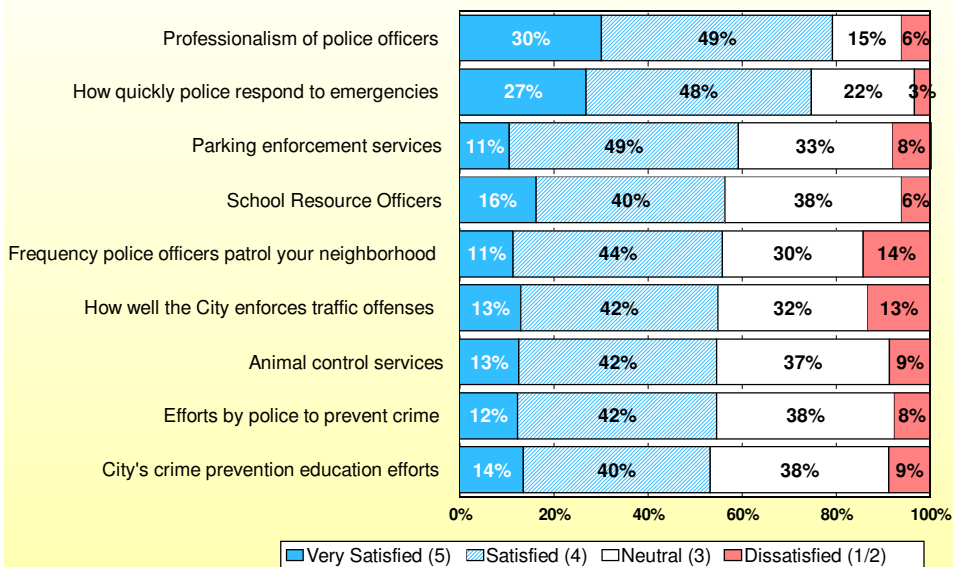
Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

# Police Services

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

## Satisfaction with Police Services

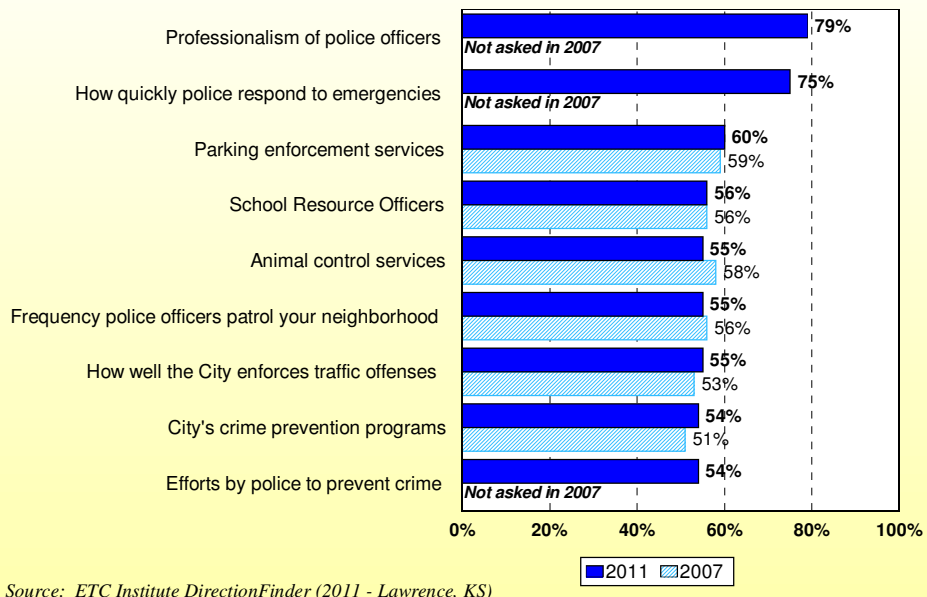
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

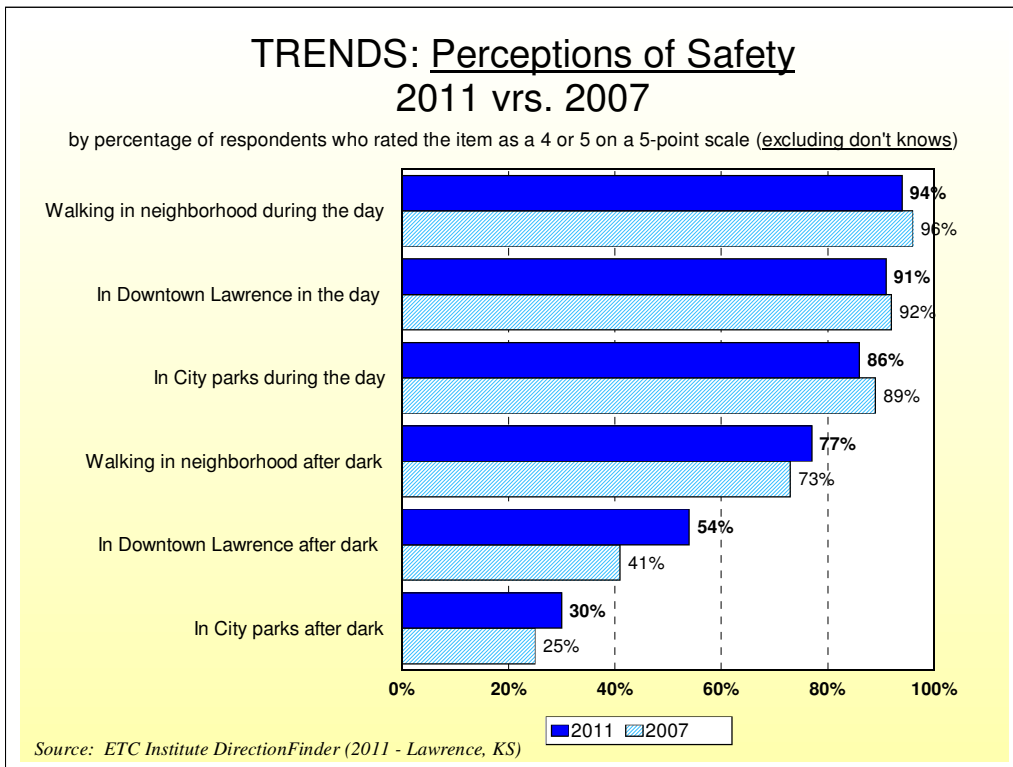
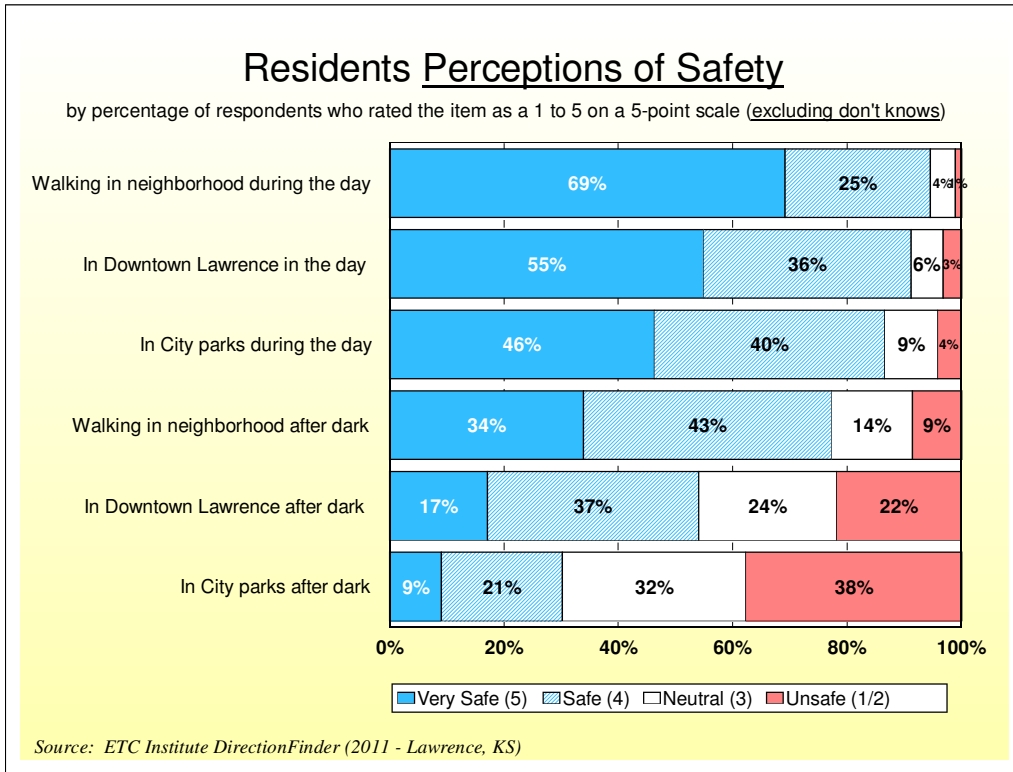
### TRENDS: Satisfaction with Police Services 2011 vrs. 2007

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



# Public Safety

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

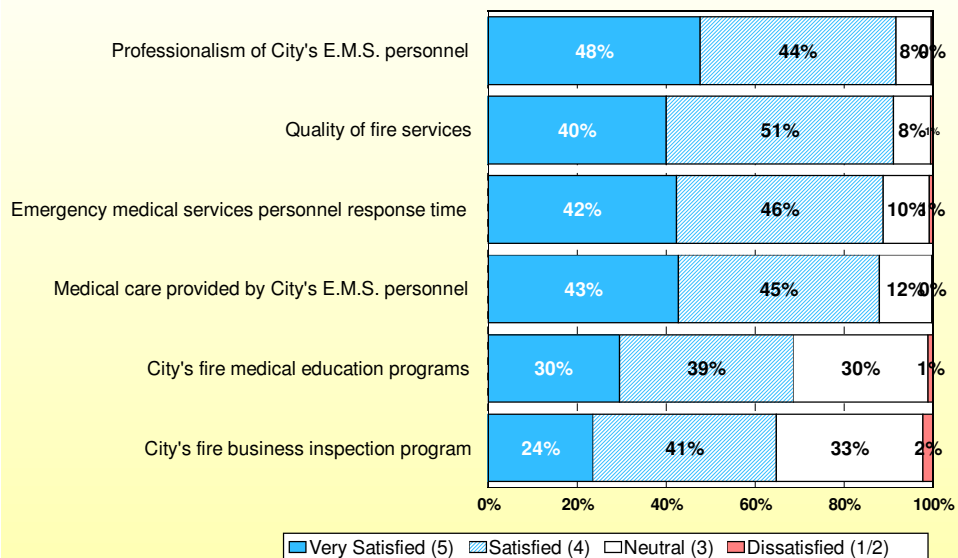


# Fire and Emergency Medical Services

Source: ETC Institute DirectionFinder (2011 - 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)

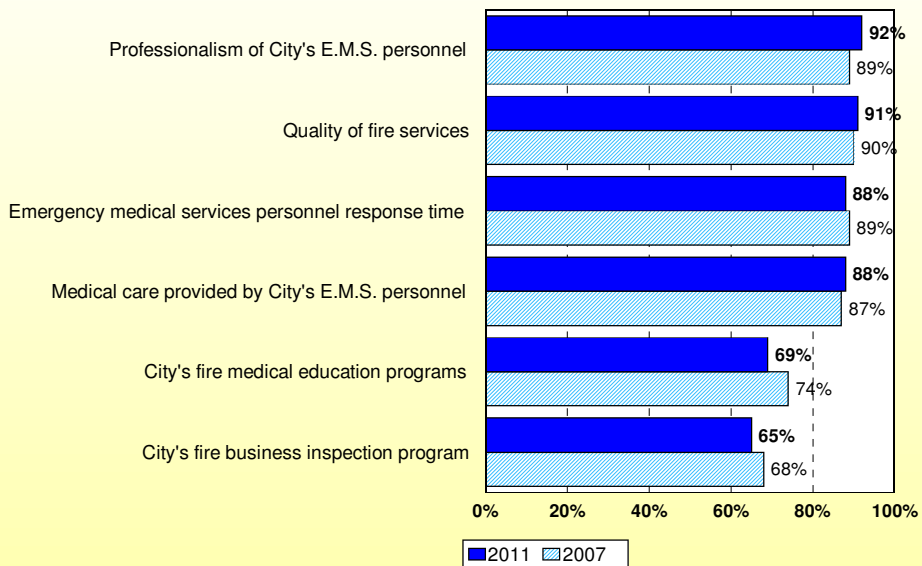


Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)



### TRENDS: Satisfaction with Fire and Emergency Medical Services - 2011 vrs. 2007

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



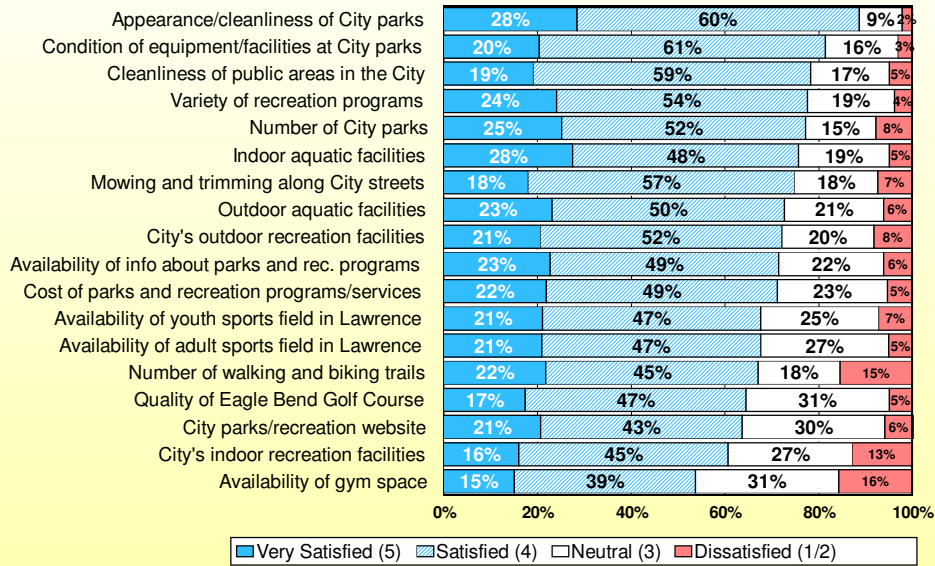
Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

## Parks and Recreation

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### Satisfaction with Various Aspects of Parks and Recreation

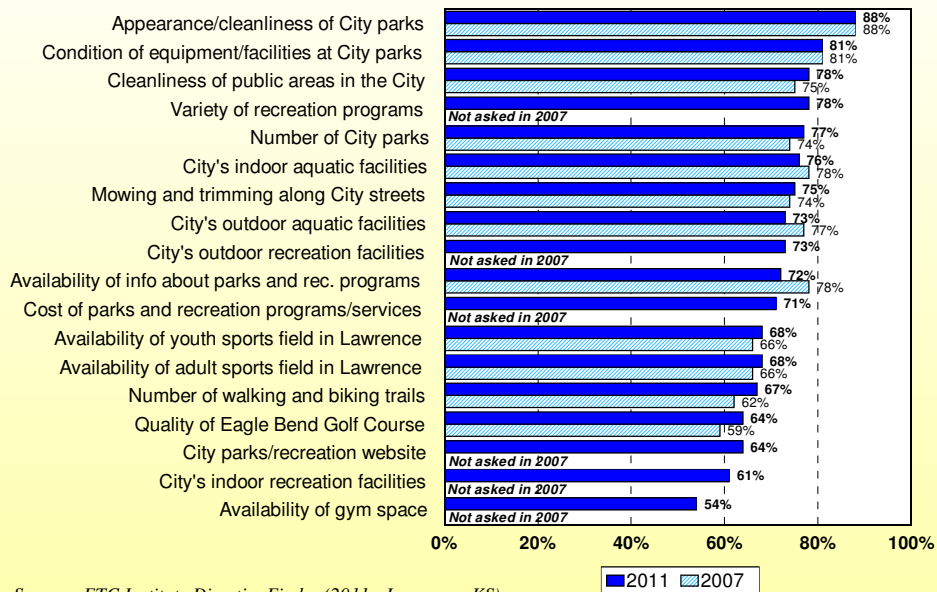
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

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

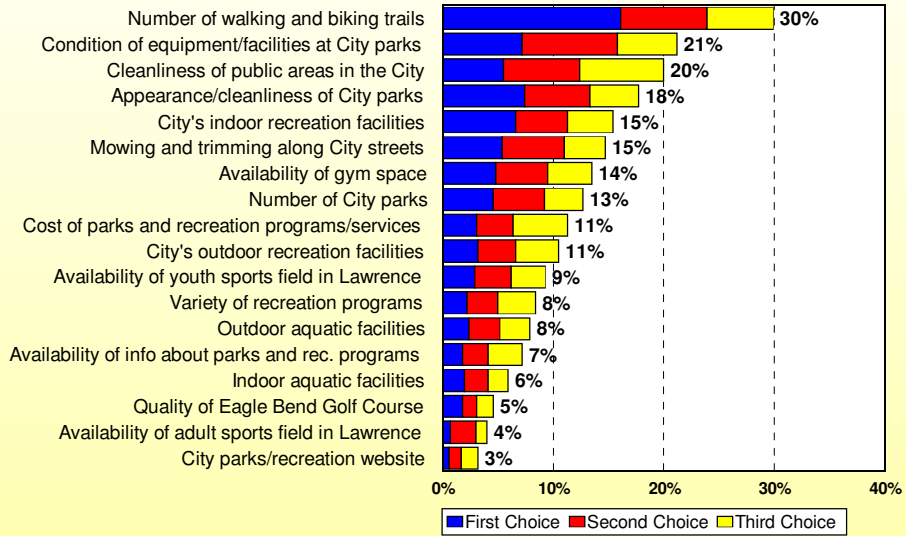
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - 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



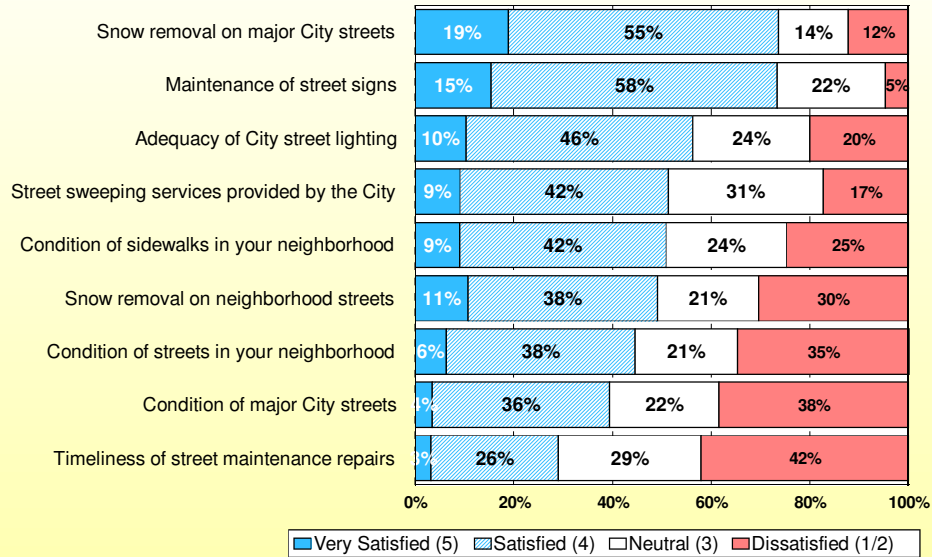
Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

# Maintenance and Public Works

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### Satisfaction with Various Aspects of Maintenance and Public Works

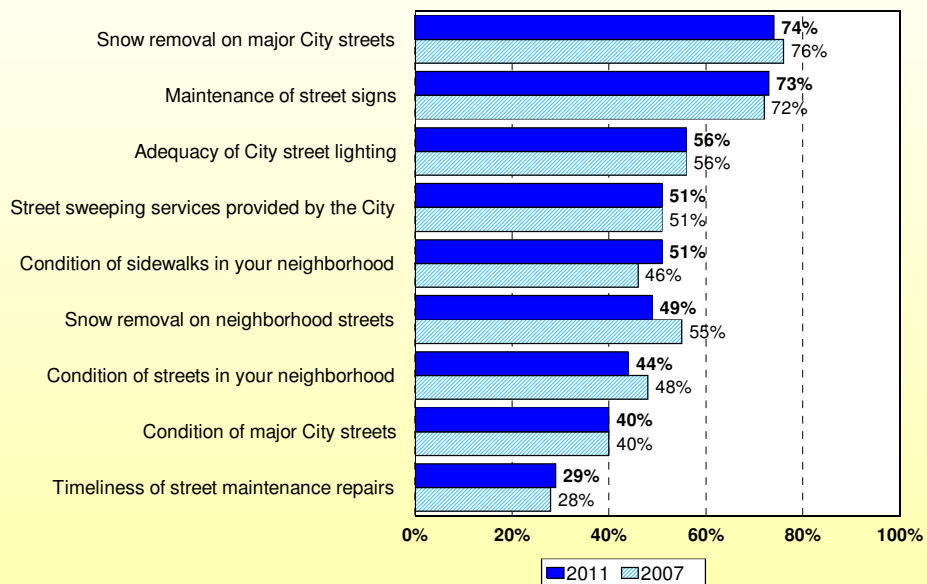
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### TRENDS: Satisfaction with Various Aspects of Maintenance and Public Works - 2011 vrs. 2007

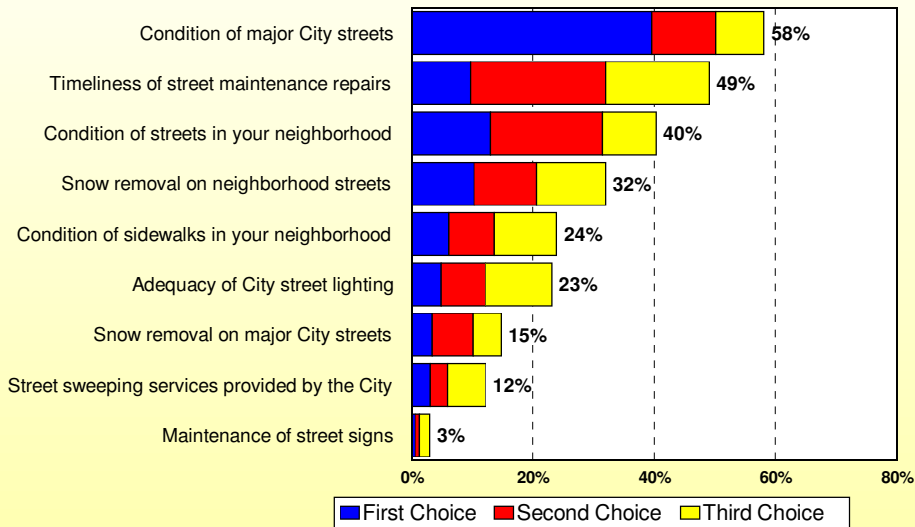
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

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

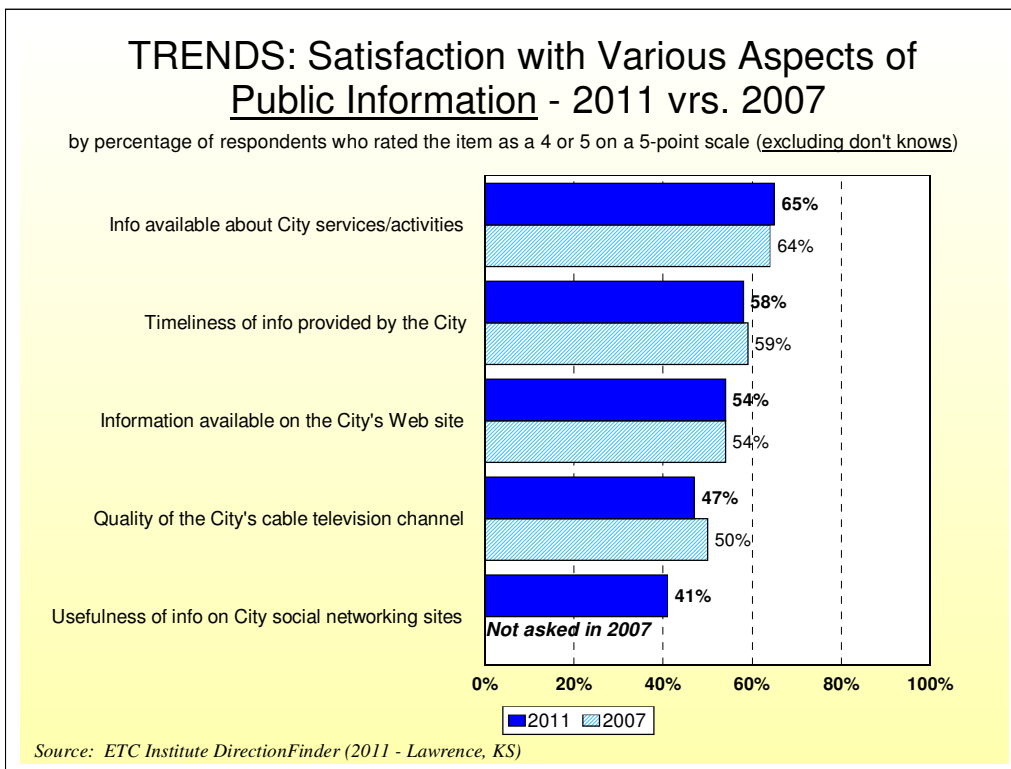
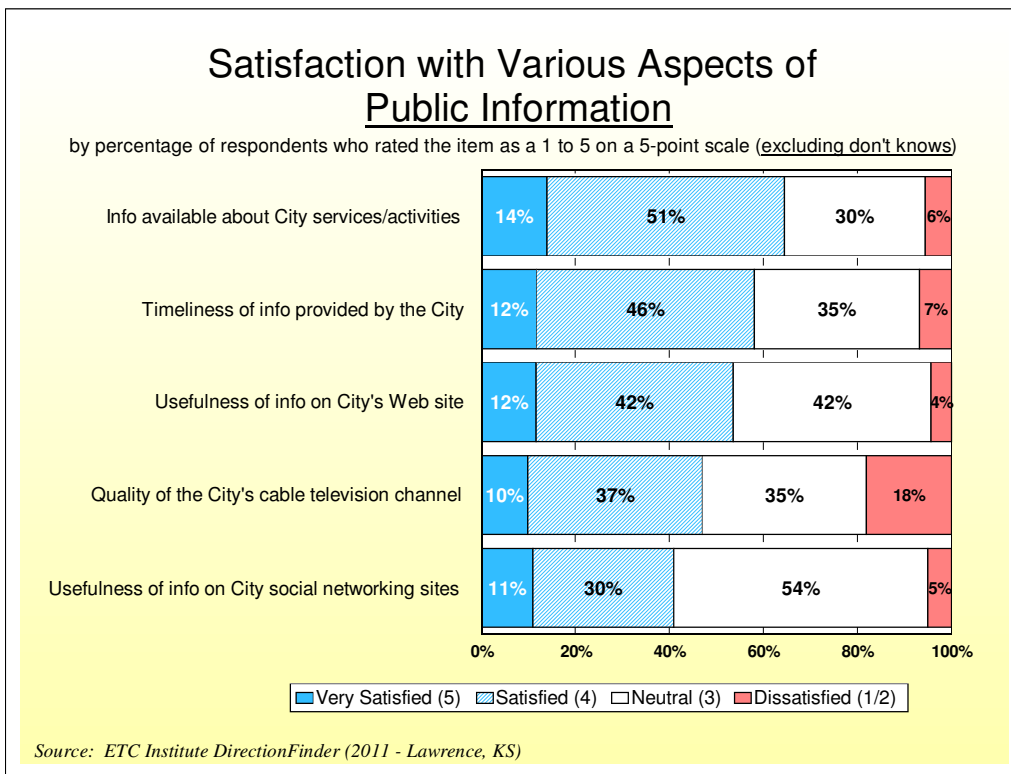
by percentage of respondents who selected the item as one of their top **THREE** choices



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

## Public Information

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

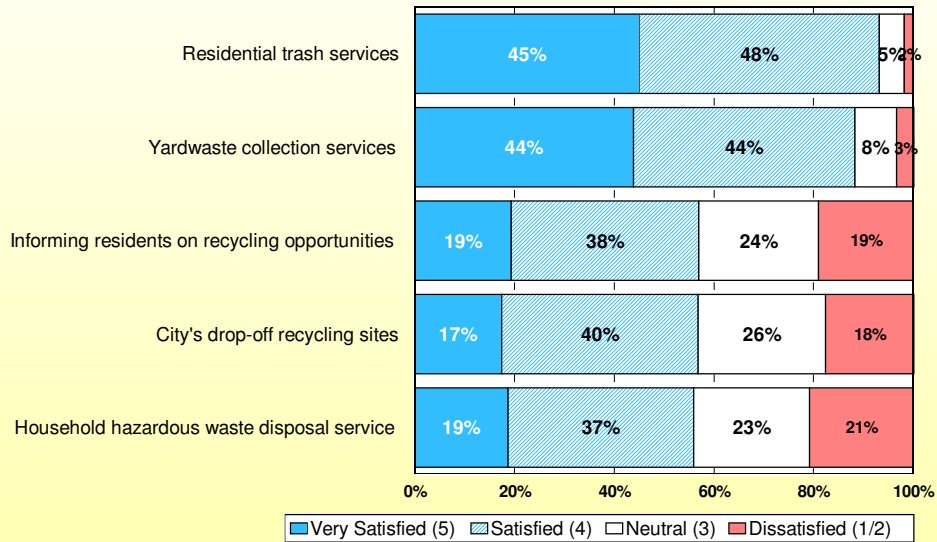


# Solid Waste Disposal Services

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

## Satisfaction with Various Aspects of Solid Waste Disposal Services

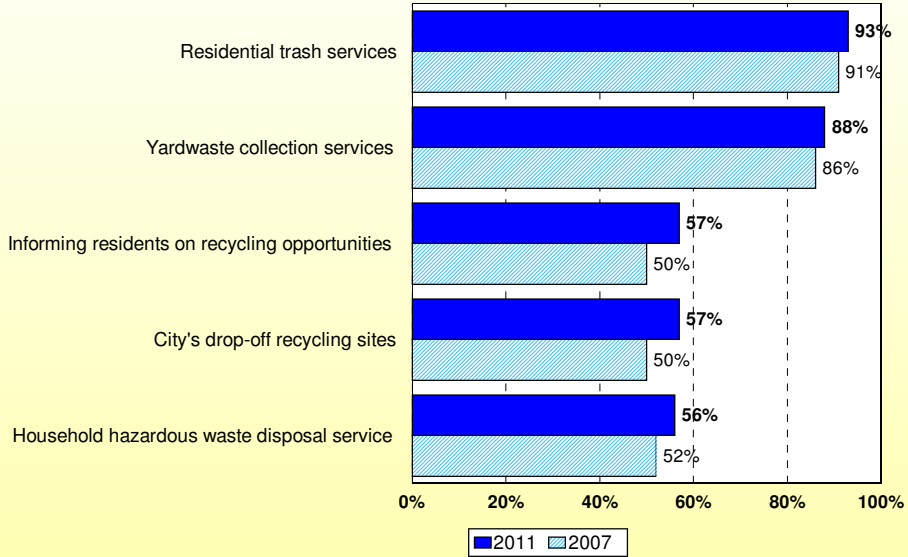
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### TRENDS: Satisfaction with Various Aspects of Solid Waste Disposal Services - 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 (2011 - Lawrence, KS)

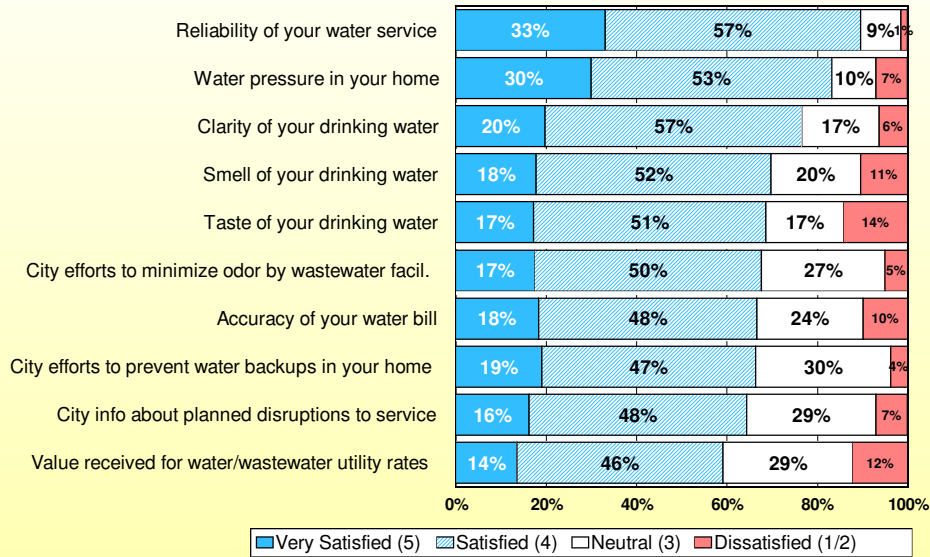
## Water and Wastewater Utilities

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)



### Satisfaction with Various Aspects of Water and Wastewater Utilities

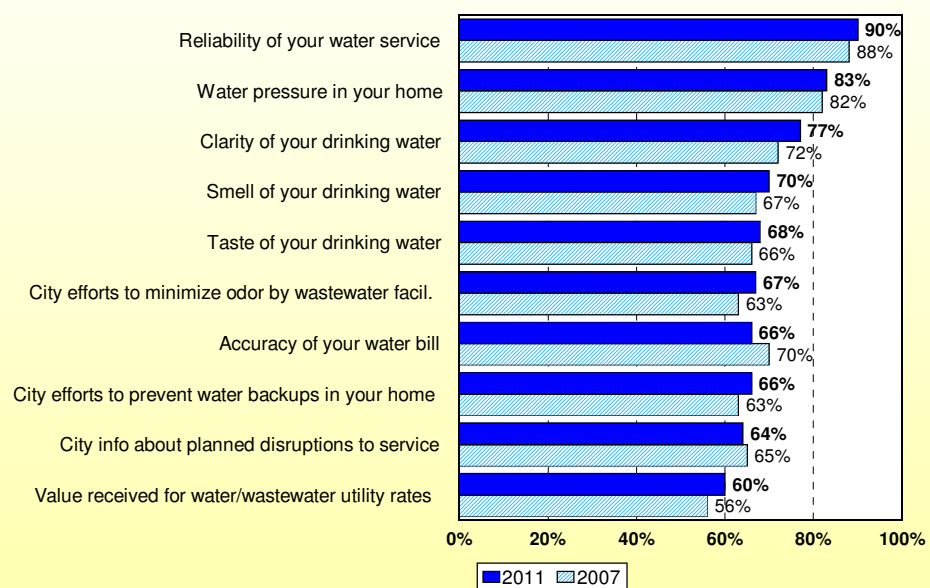
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### TRENDS: Satisfaction with Various Aspects of Water and Wastewater Utilities - 2011 vrs. 2007

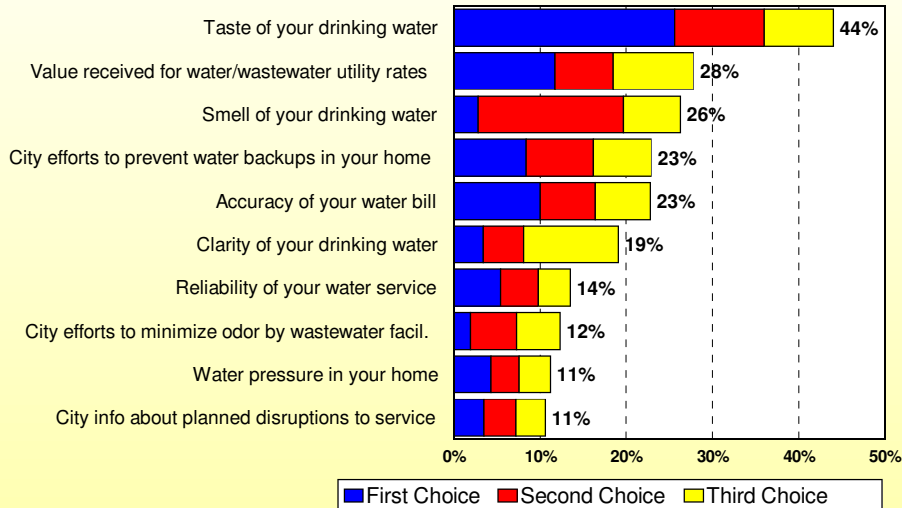
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - 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



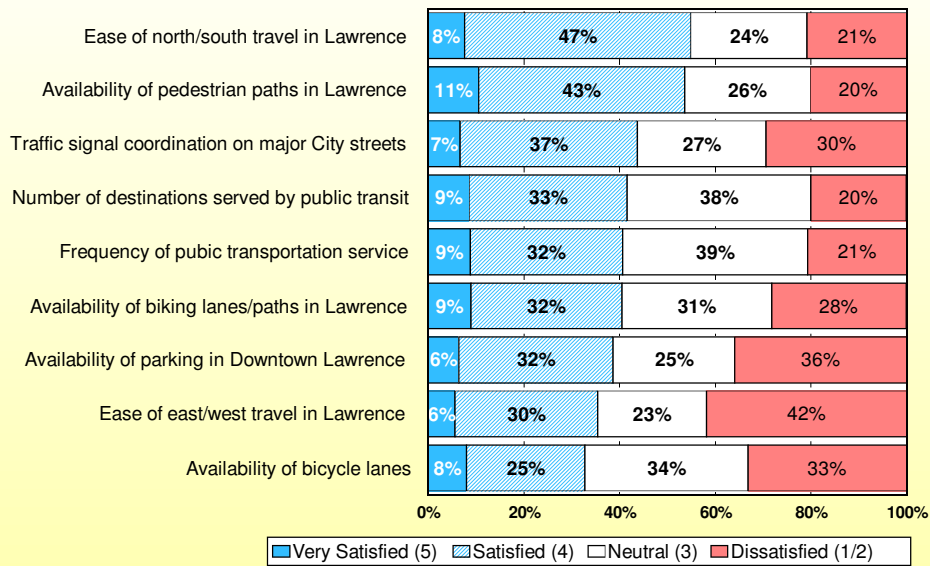
Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

# Transportation

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### Satisfaction with Transportation Services

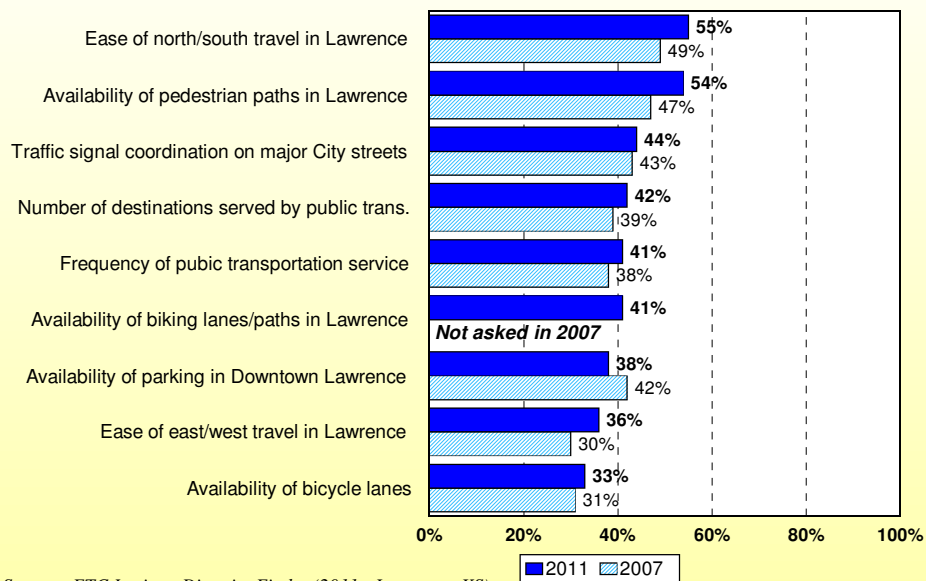
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

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

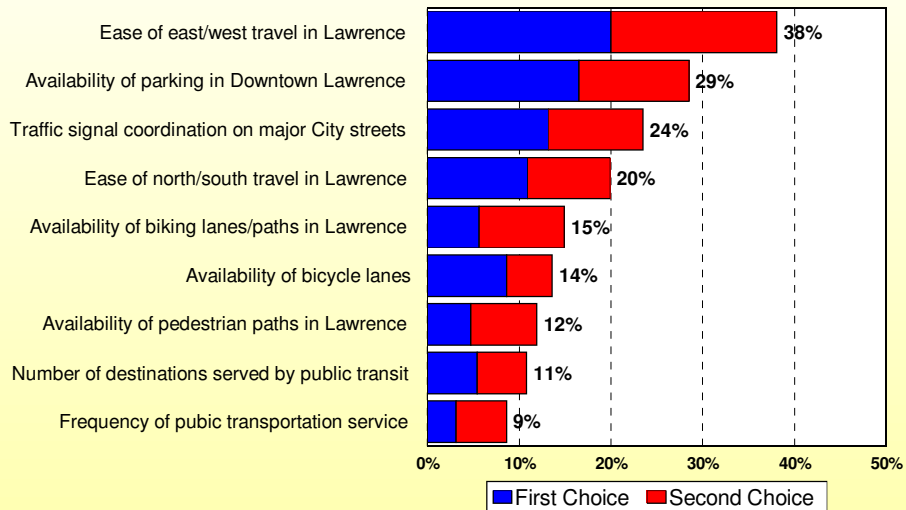
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - 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 (2011 - Lawrence, KS)

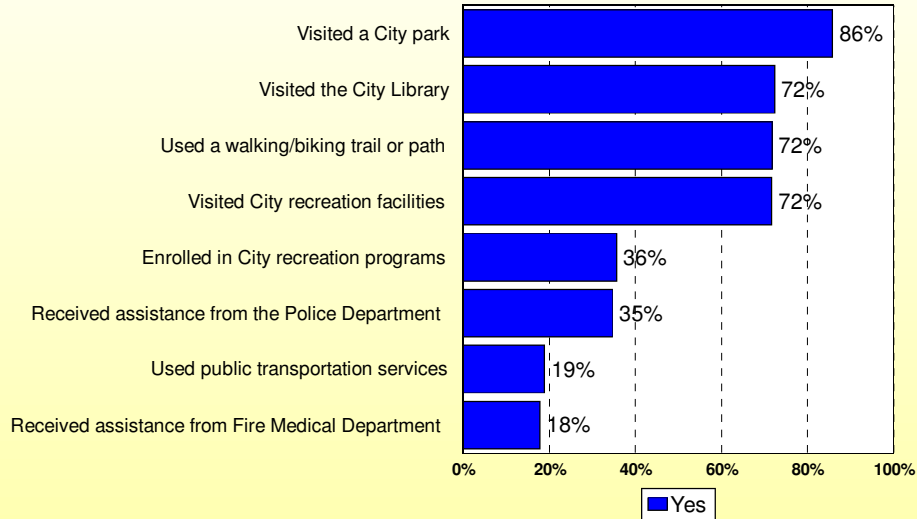
## Experience with City of Lawrence Services

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### City Services used in the Past 12 months

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

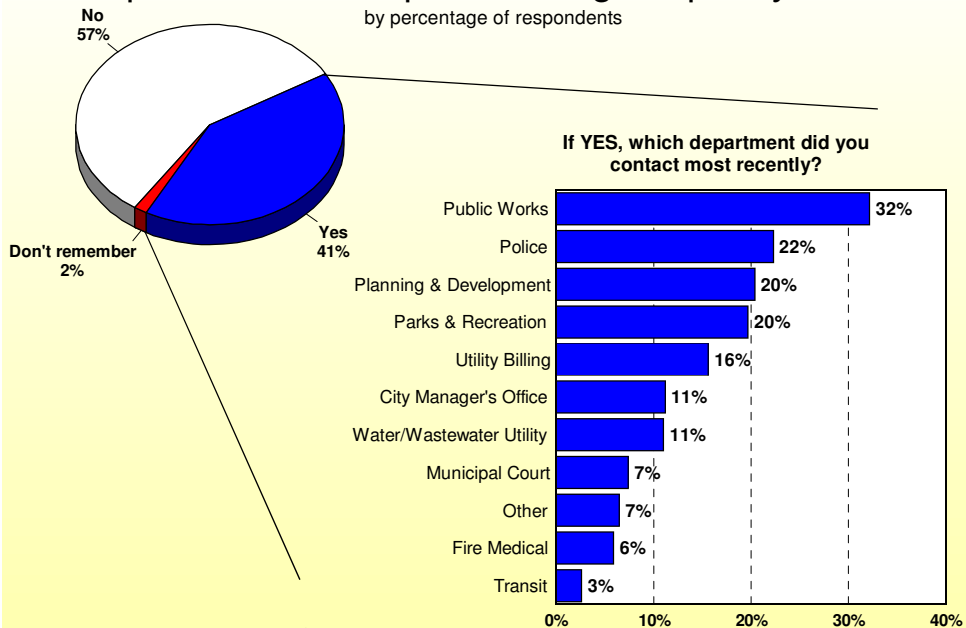
During the past 12 months have you:



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

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

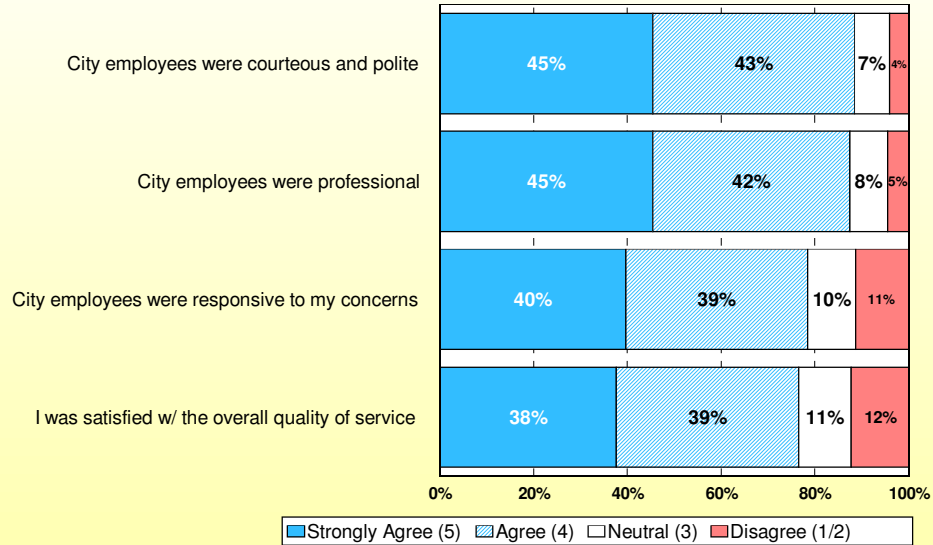
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

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

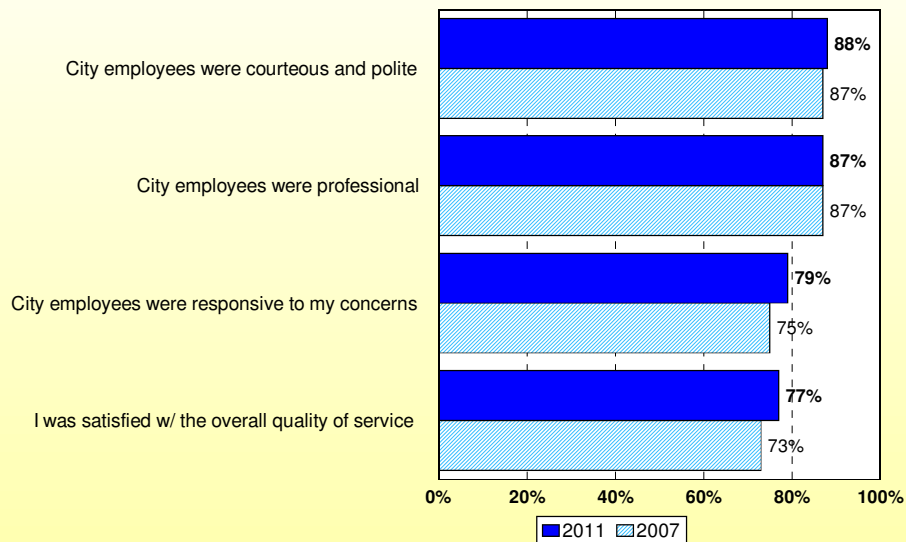
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

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



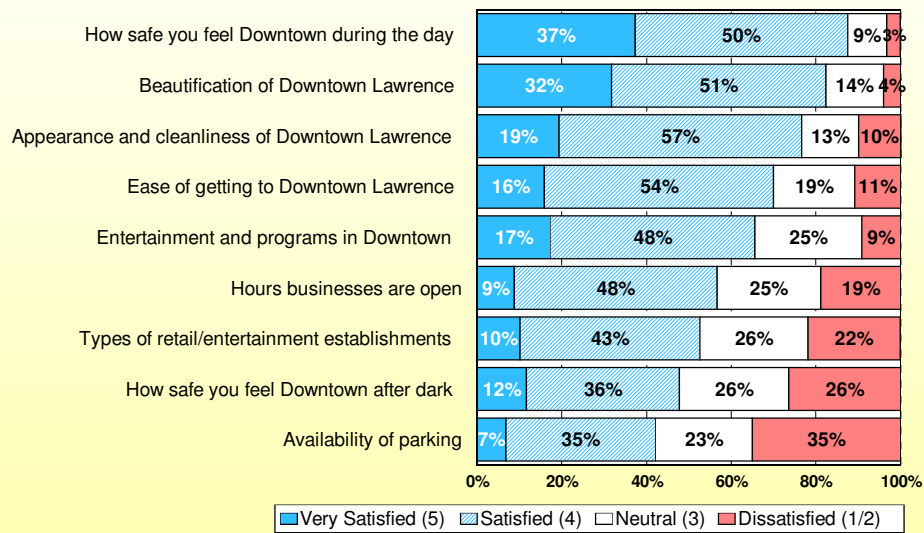
Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

# Perceptions of Downtown

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

## Satisfaction with Various Aspects of Downtown Lawrence

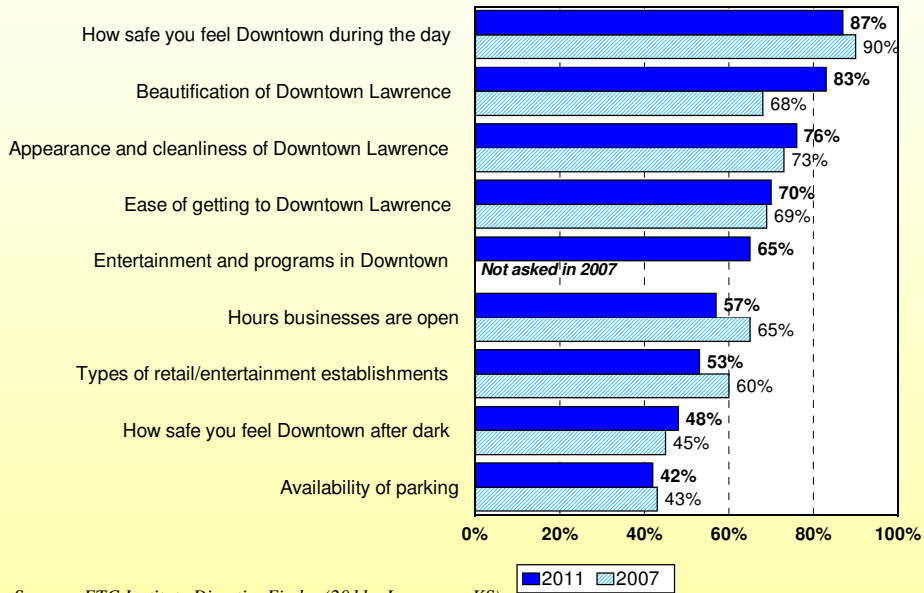
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

### TRENDS: Satisfaction with Various Aspects of Downtown Lawrence - 2011 vrs. 2007

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

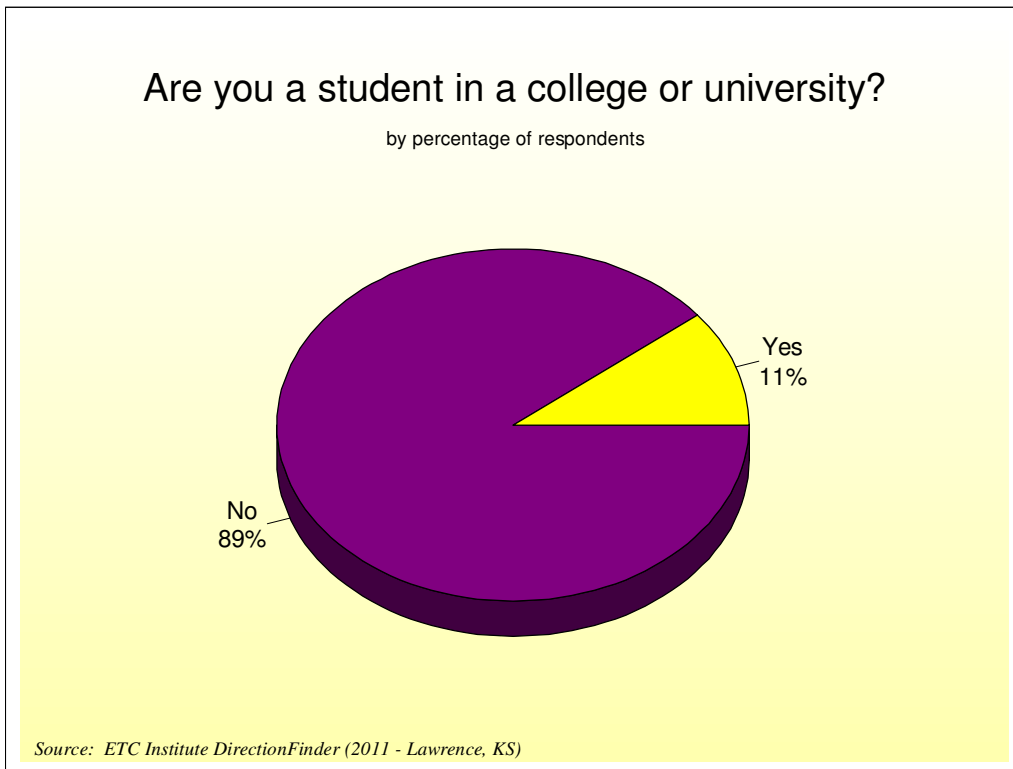
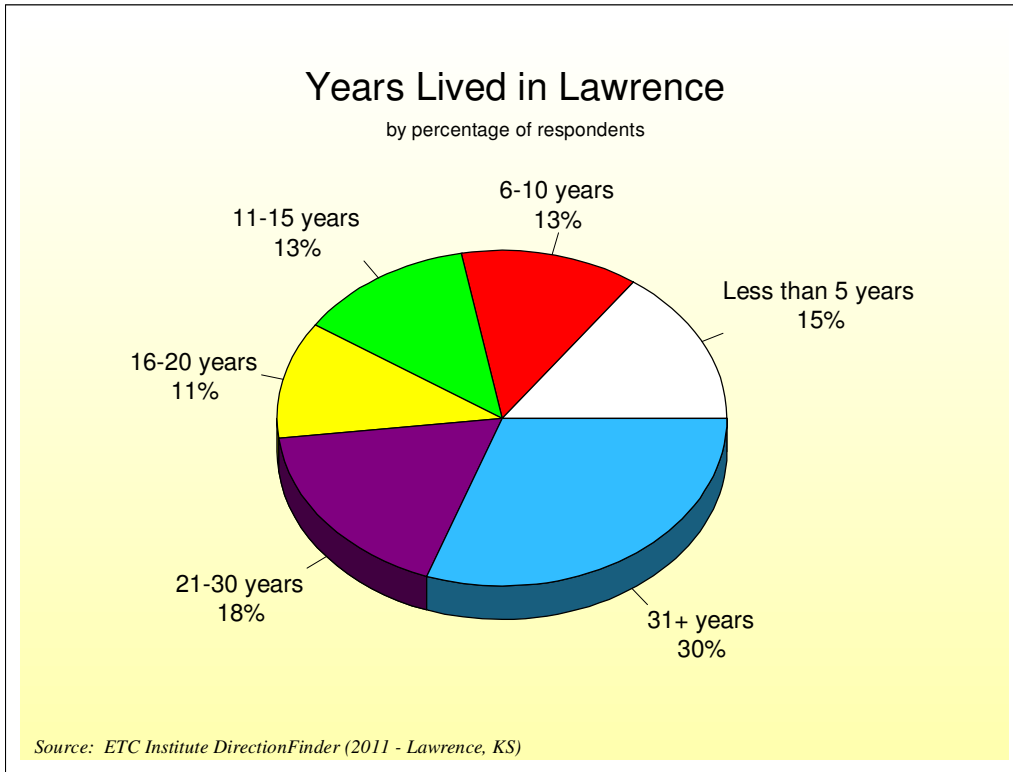


Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

## Demographics

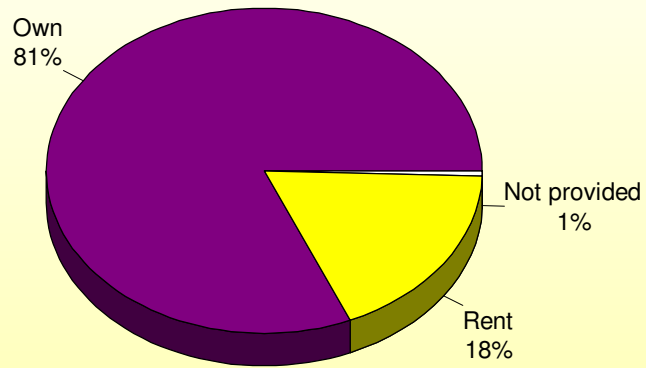
Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)





### Do you own or rent your current residence?

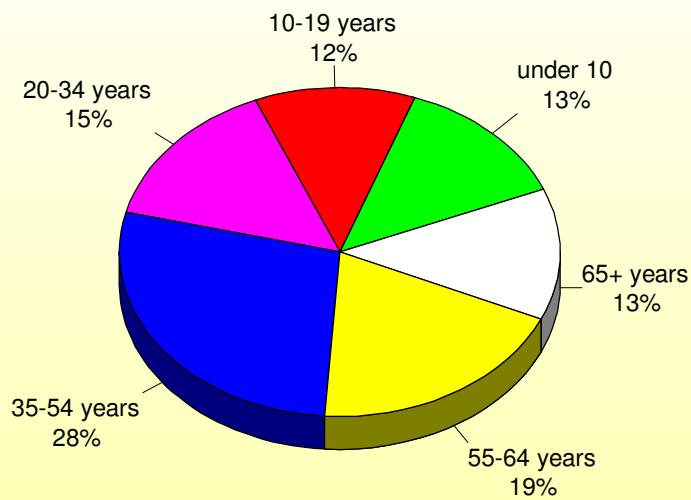
by percentage of respondents



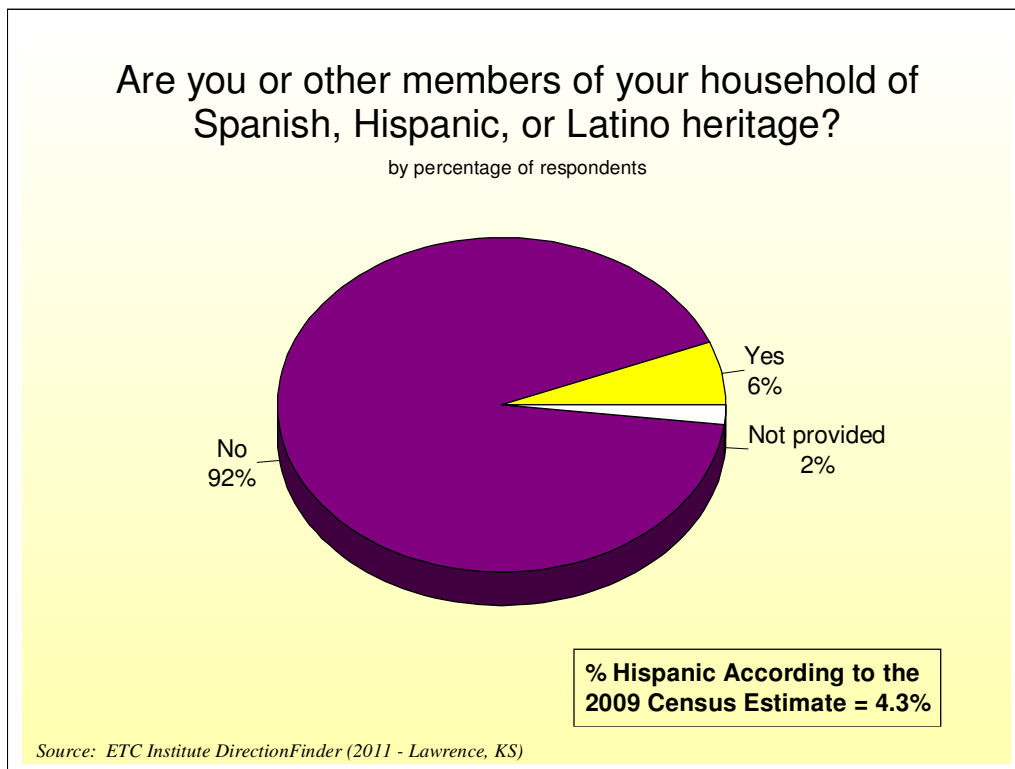
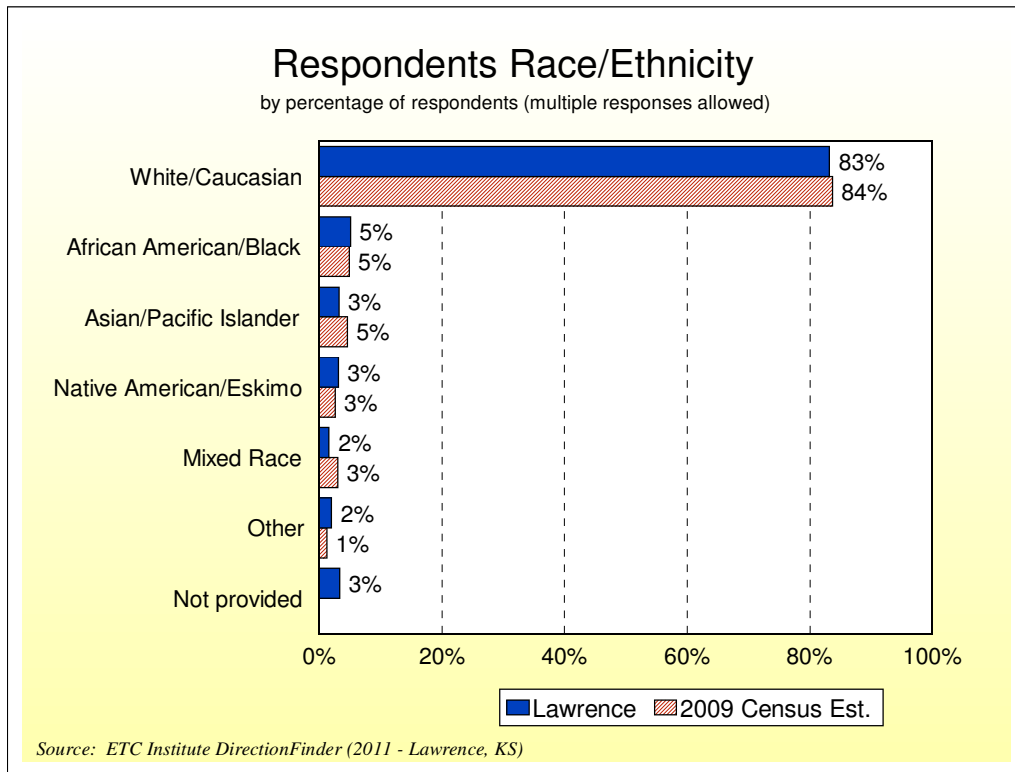
Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

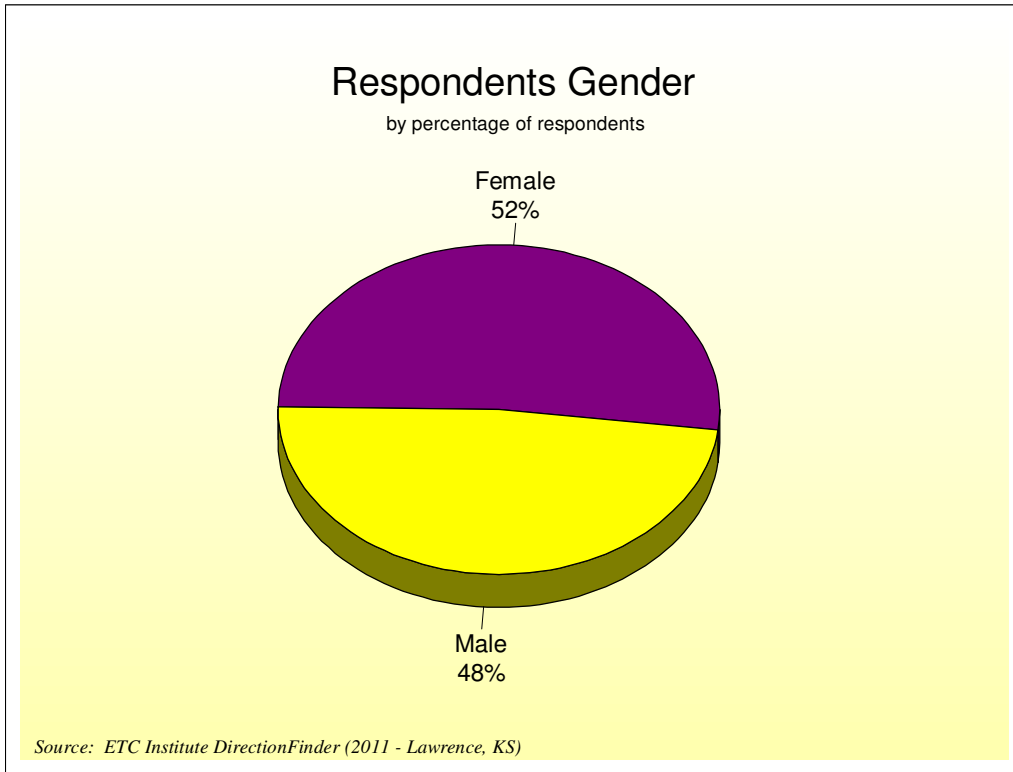
### Age of Household Occupants

by percentage of all persons represented in the households surveyed



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)





*Section 2:*  
***Benchmarking Data***

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# DirectionFinder® Survey

## Year 2011 Benchmarking Summary Report

### Overview

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

Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute in the Spring of 2010 to a random sample of more than 4,300 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 31 communities in the Kansas City metro area between January 2008 and April 2011. Some of the Kansas and Missouri communities represented in this report include:

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

**National Benchmarks.** The first set of charts on the following pages show how the overall results for Lawrence compare to the average level of satisfaction for the metropolitan Kansas City area and the national average based on the results of a survey that was administered by ETC Institute to a random sample of 4,377 U.S. residents.

**Kansas/Missouri Benchmarks.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 31 communities, some of which are listed above, for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction in the Kansas and Missouri communities. The actual ratings for Lawrence are listed to the right of each chart. The dot on each bar shows how the results for Lawrence compare to the other communities in the states of Kansas and Missouri where the DirectionFinder® survey has been administered.

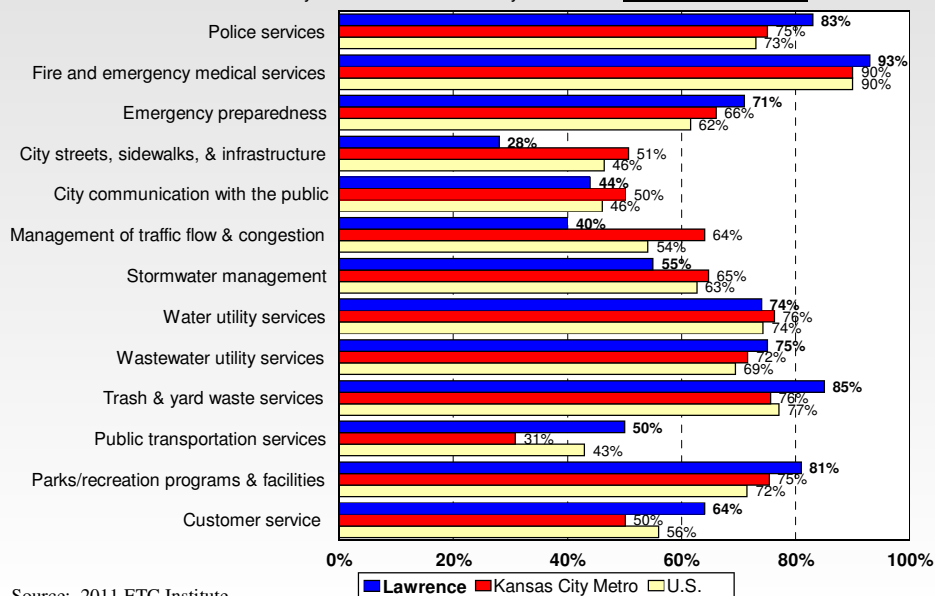
# National Benchmarks (All Communities)

**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.**

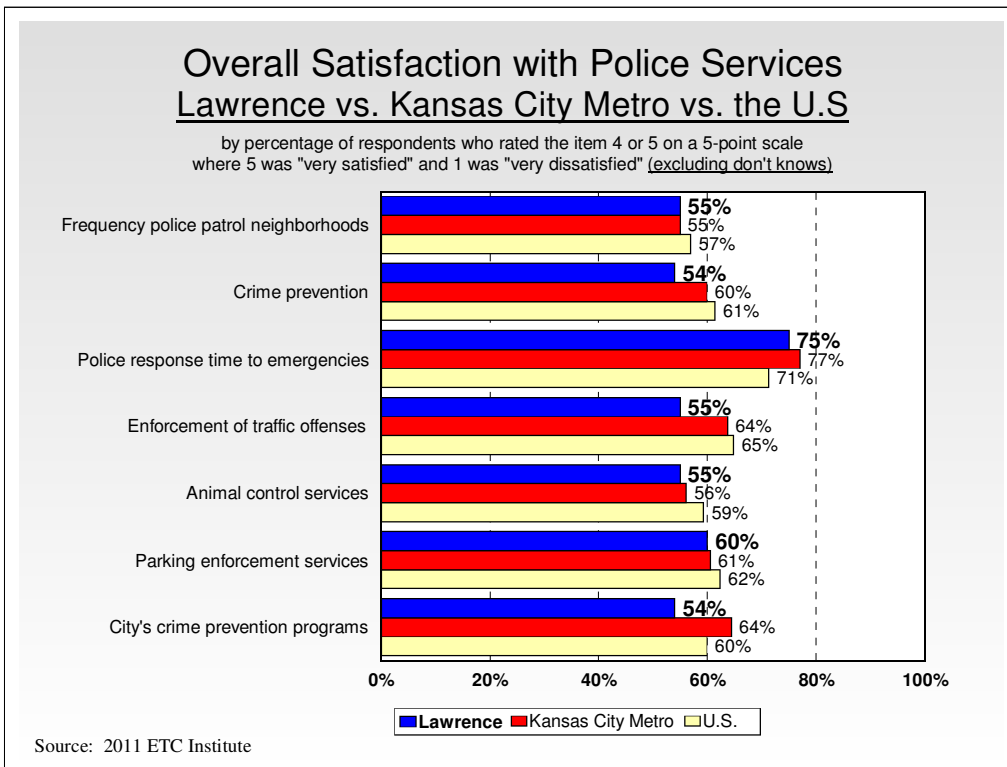
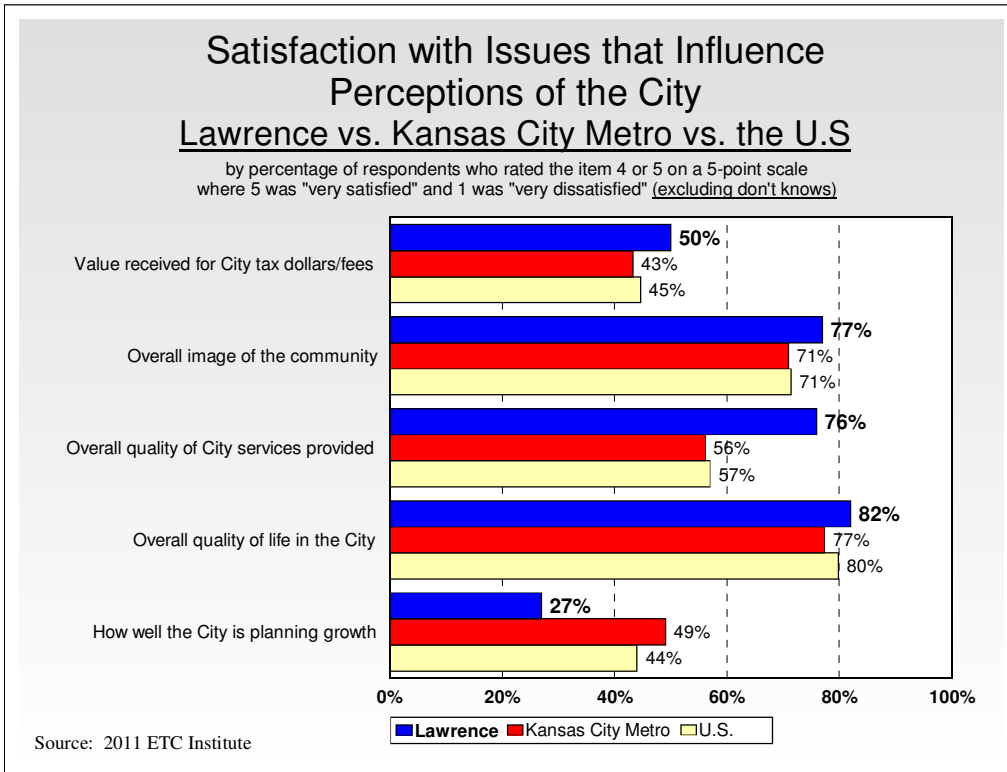
Source: 2011 ETC Institute

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

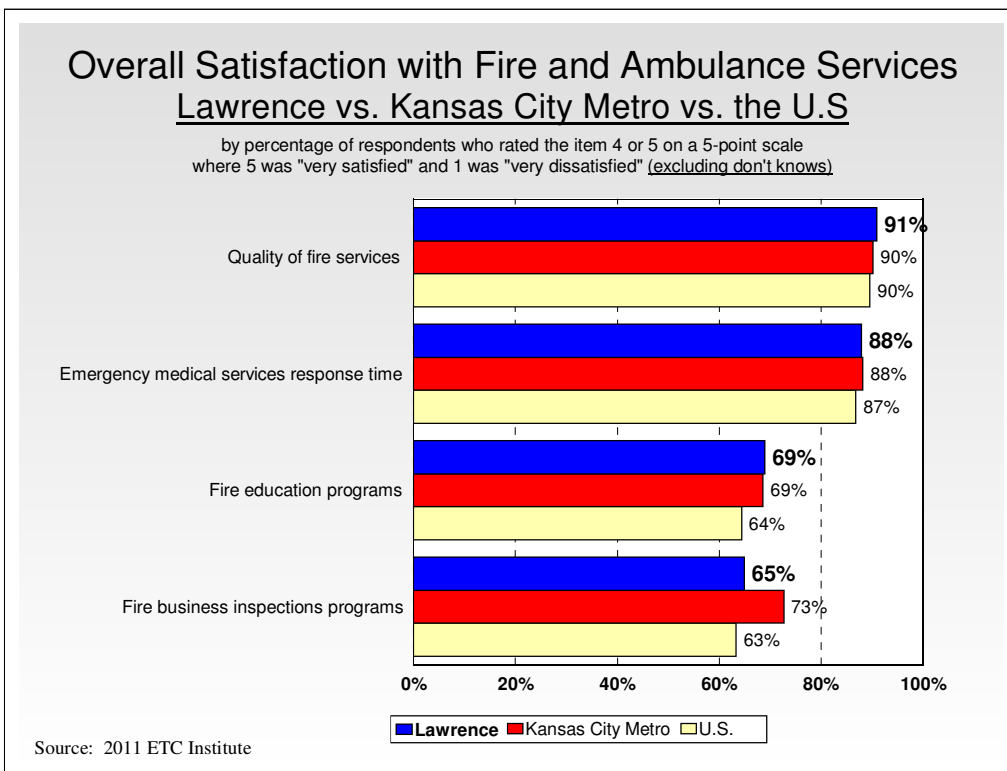
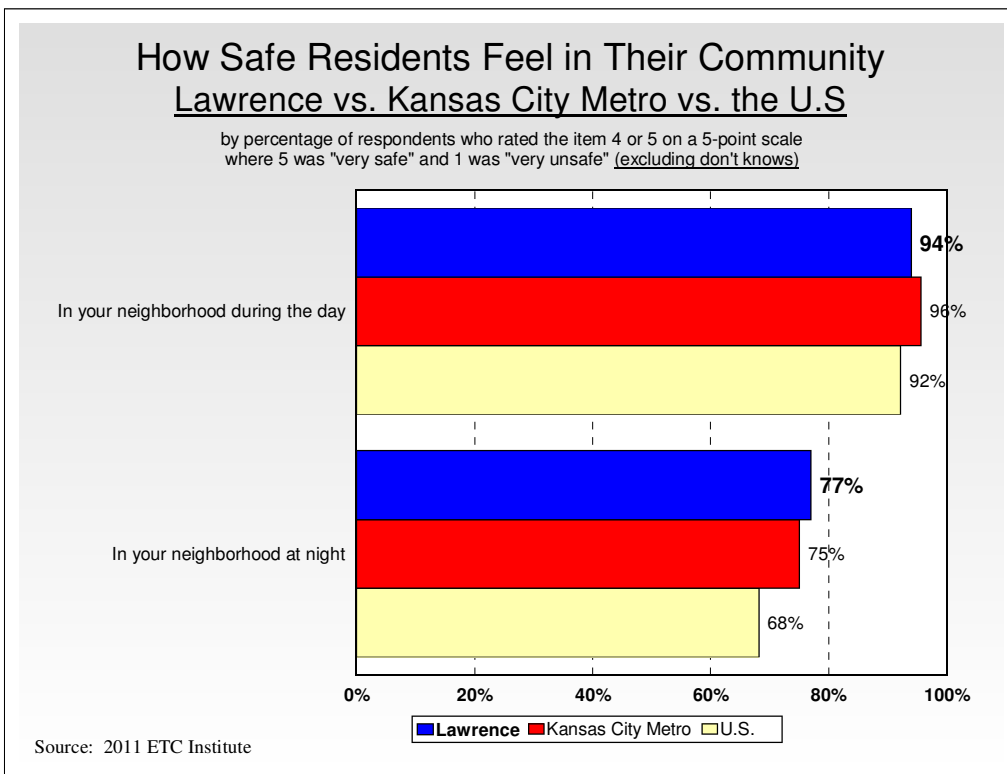
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

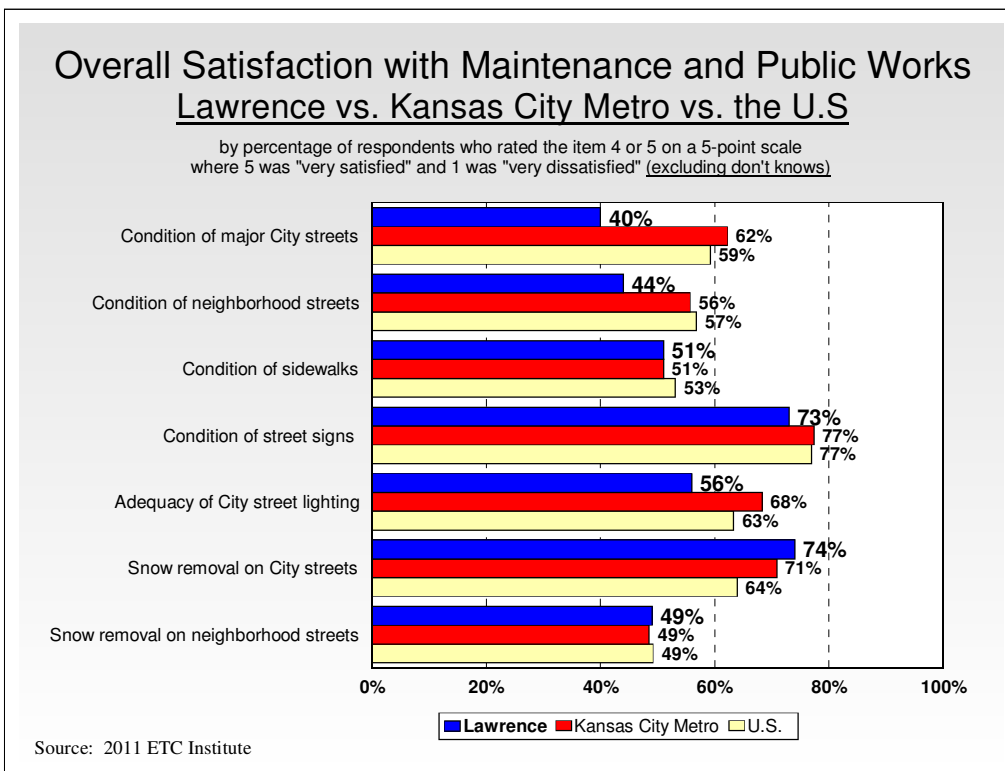
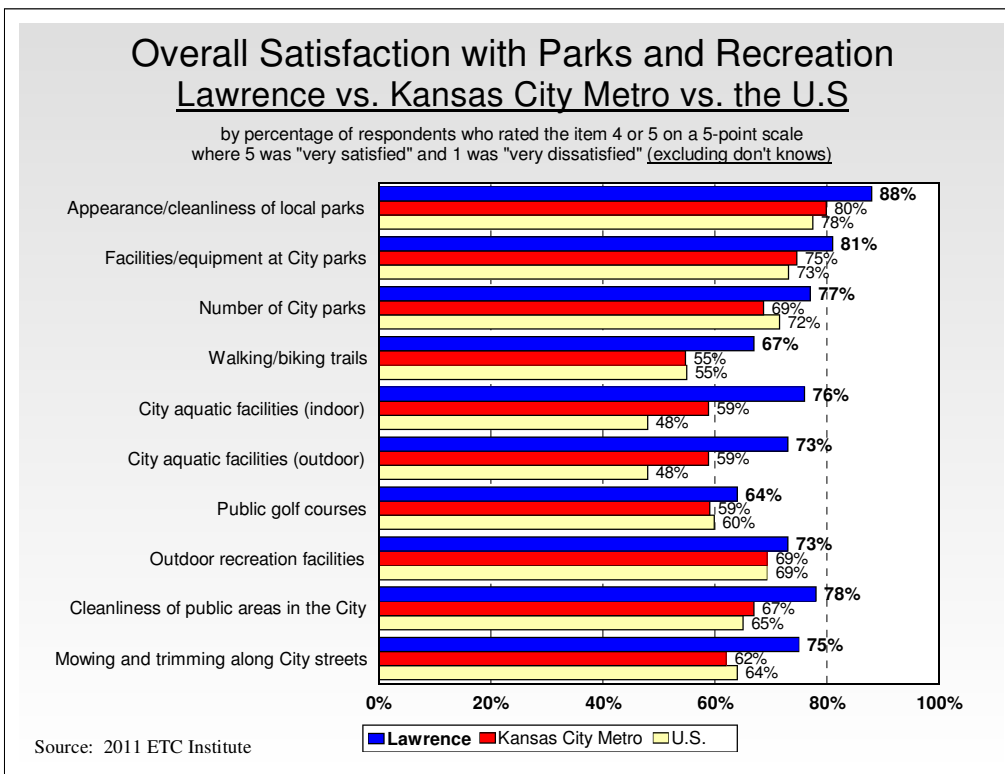


Source: 2011 ETC Institute



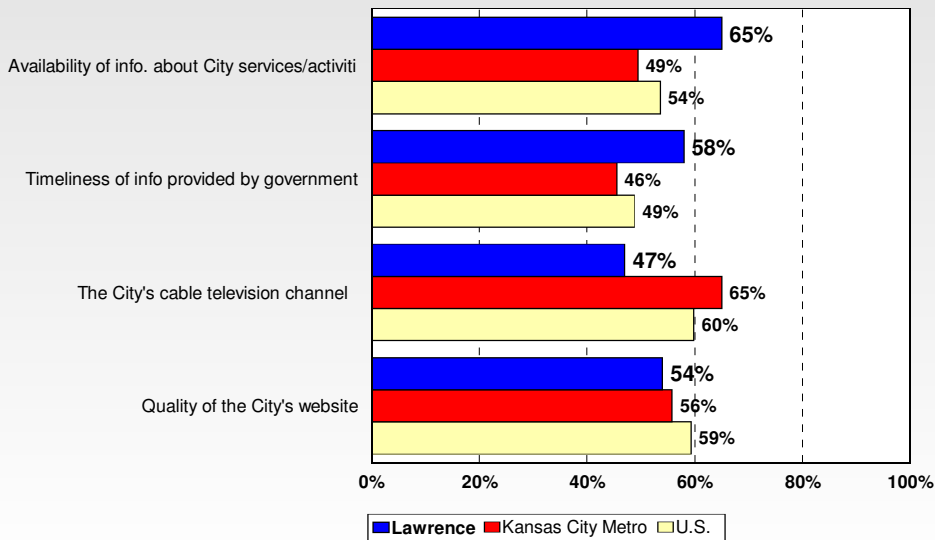






### Overall Satisfaction with Public Information Lawrence vs. Kansas City Metro vs. the U.S

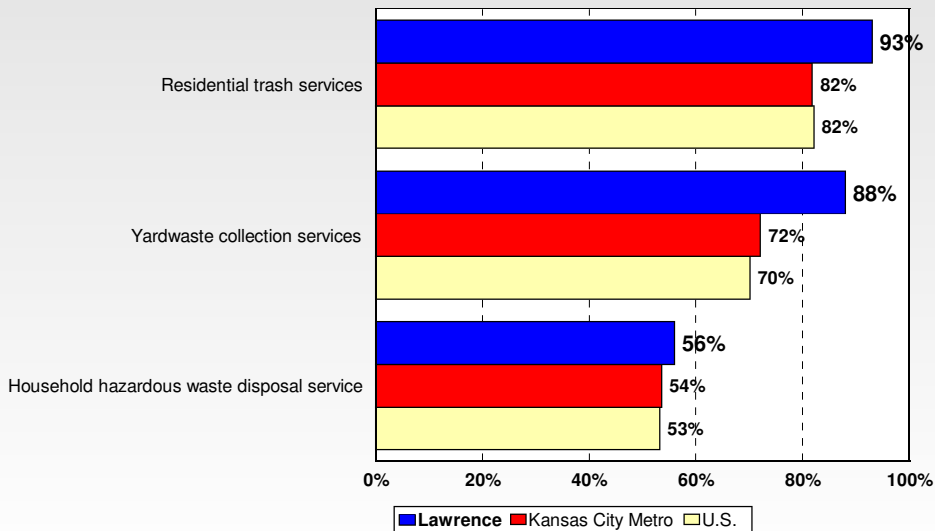
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2011 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)



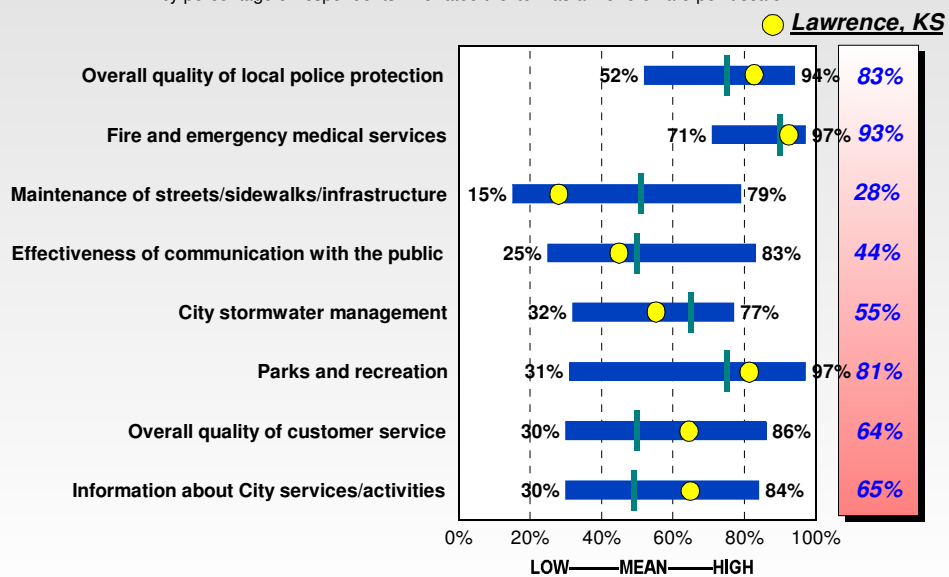
Source: 2011 ETC Institute

# Metropolitan Kansas City Benchmarks

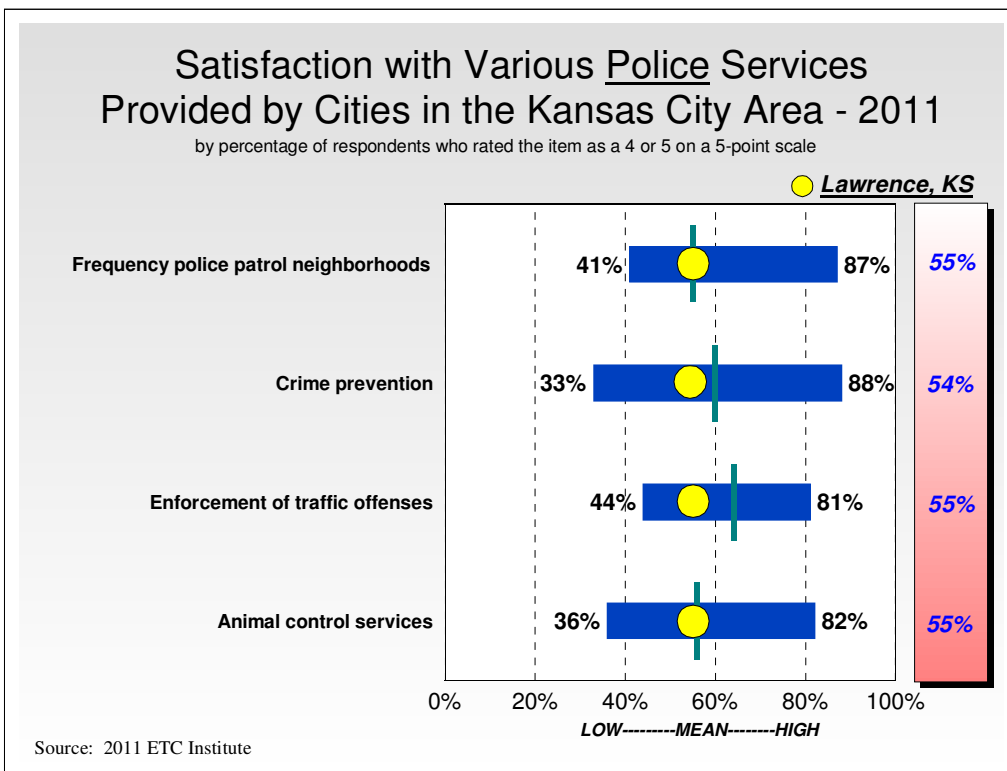
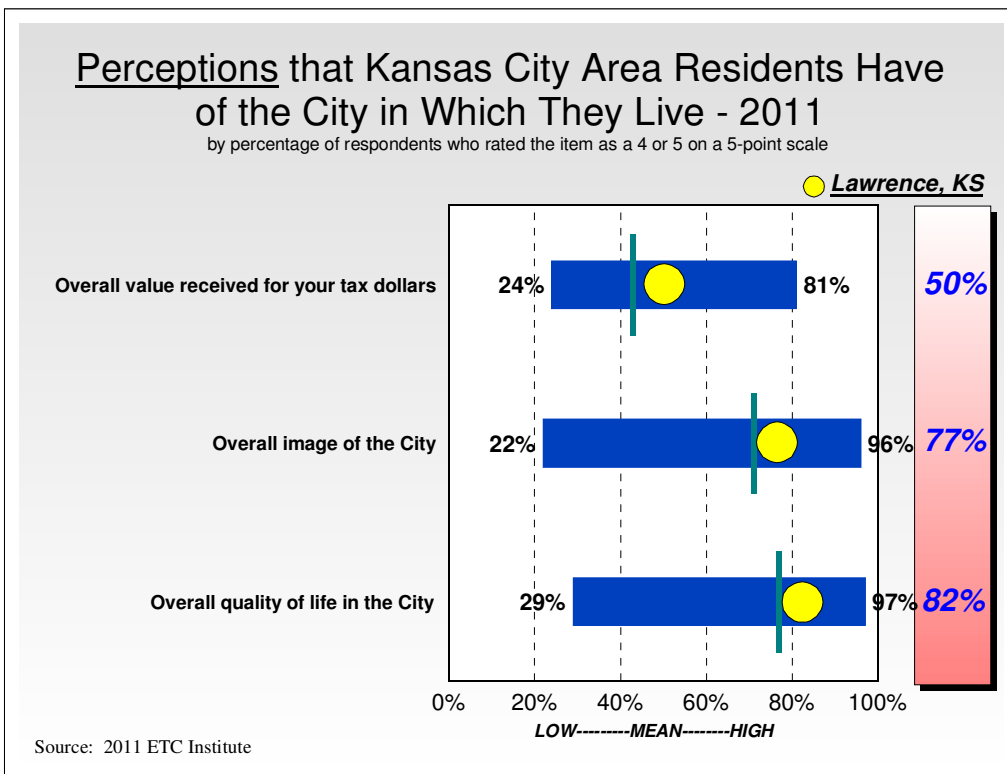
Source: 2011 ETC Institute

## Overall Satisfaction With Services Provided by Cities in the KC Area- 2011

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

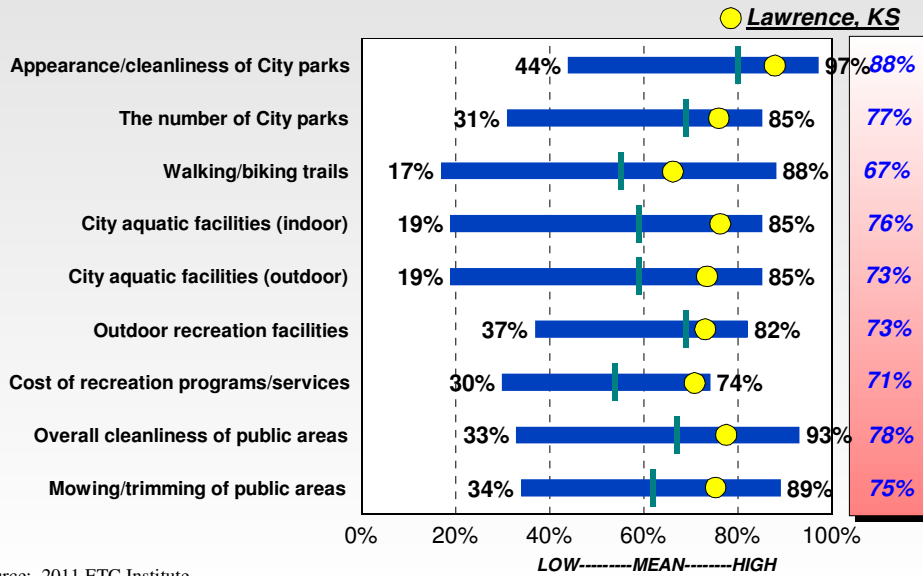


Source: 2011 ETC Institute



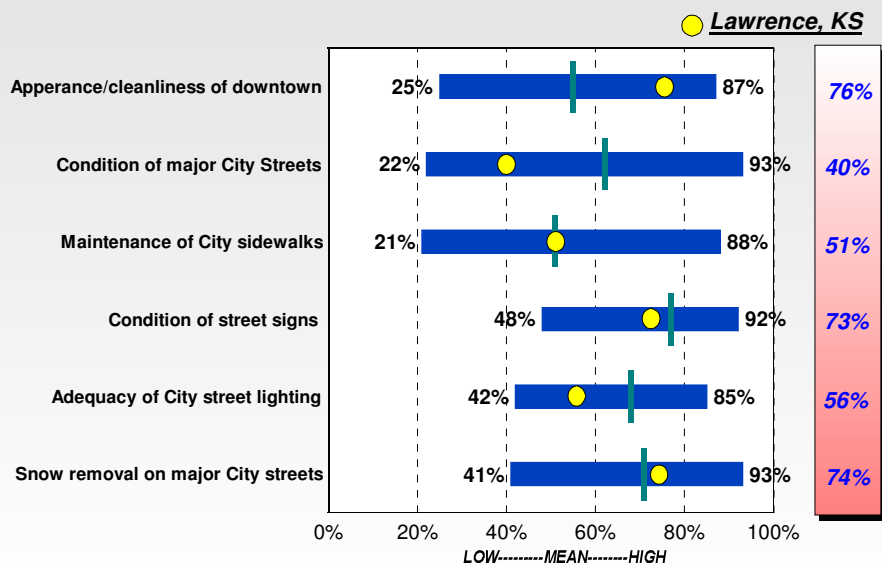
### Satisfaction with Parks and Recreation Facilities and Services Provided by Cities in the KC Area - 2011

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



### Satisfaction with Maintenance and Public Works Provided by Cities in the Kansas City Area - 2011

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



*Section 3:*  
***Importance-Satisfaction  
Analysis***

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# 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. Sixty-nine percent (69%) ranked *the maintenance of streets, sidewalks and infrastructure* as the most important service to emphasize over the next two years.

With regard to satisfaction, *the maintenance of streets, sidewalks and infrastructure* was ranked fourteenth overall with 28% rating *the maintenance of streets, sidewalks and infrastructure* as a "4" or a "5" on a 5-point scale excluding "don't know" responses. The I-S rating for *the maintenance of streets, sidewalks and infrastructure* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 69% was multiplied by 72% (1-0.28). This calculation yielded an I-S rating of 0.4968, which was first out of fourteen 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 **2011 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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of streets/sidewalks/infrastructure	69%	1	28%	14	0.4968	1
Flow of traffic/congestion management	46%	2	40%	12	0.2760	2
<b><u>High Priority (IS .10-.20)</u></b>						
Quality of planning/developmental services	21%	3	39%	13	0.1289	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of City's public transportation services	18%	4	50%	10	0.0900	4
Effectiveness of City communication	15%	5	44%	11	0.0840	5
Quality of the City's stormwater mgt. system	11%	9	55%	9	0.0495	6
Efforts of City to prepare against emergencies	13%	7	71%	7	0.0377	7
Quality of police services	15%	6	83%	3	0.0255	8
Quality of the City's parks & recreation system	12%	8	81%	4	0.0228	9
Quality of City water utility services	8%	12	74%	6	0.0208	10
Quality of customer service provided by City	4%	13	64%	8	0.0144	11
Quality of City trash and yardwaste services	9%	10	85%	2	0.0135	12
Quality of City wastewater utility services	3%	14	75%	5	0.0075	13
Quality of fire and emergency medical services	8%	11	93%	1	0.0056	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.

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# 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
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Number of walking and biking trails	30%	1	67%	14	0.0990	1
Availability of gym space	14%	7	54%	18	0.0644	2
City's indoor recreation facilities	15%	5	61%	17	0.0585	3
Cleanliness of public areas in the City	20%	3	78%	3	0.0440	4
Condition of equipment/facilities at City parks	21%	2	81%	2	0.0399	5
Mowing and trimming along City streets	15%	6	75%	7	0.0375	6
Cost of parks and recreation programs/services	11%	9	71%	11	0.0319	7
Number of City parks	13%	8	77%	5	0.0299	8
City's outdoor recreation facilities	11%	10	73%	8	0.0297	9
Availability of youth sports field in Lawrence	9%	11	68%	12	0.0288	10
Outdoor aquatic facilities	8%	13	73%	9	0.0216	11
Appearance/cleanliness of City parks	18%	4	88%	1	0.0216	12
Availability of info about parks and rec. programs	7%	14	72%	10	0.0196	13
Quality of Eagle Bend Golf Course	5%	16	64%	15	0.0180	14
Variety of recreation programs	8%	12	78%	4	0.0176	15
Indoor aquatic facilities	6%	15	76%	6	0.0144	16
Availability of adult sports field in Lawrence	4%	17	68%	13	0.0128	17
City parks/recreation website	3%	18	64%	16	0.0108	18

**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

### Maintenance and Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Condition of major City streets	58%	1	40%	8	0.3480	1
Timeliness of street maintenance repairs	49%	2	29%	9	0.3479	2
Condition of streets in your neighborhood	40%	3	44%	7	0.2240	3
<b><u>High Priority (IS .10-.20)</u></b>						
Snow removal on neighborhood streets	32%	4	49%	6	0.1632	4
Condition of sidewalks in your neighborhood	24%	5	51%	5	0.1176	5
Adequacy of City street lighting	23%	6	56%	3	0.1012	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Street sweeping services provided by the City	12%	8	51%	4	0.0588	7
Snow removal on major City streets	15%	7	74%	1	0.0390	8
Maintenance of street signs	3%	9	73%	2	0.0081	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.

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# 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
<b><i>High Priority (IS .10-.20)</i></b>						
Taste of your drinking water	44%	1	68%	5	0.1408	1
Value received for water/wastewater utility rates	28%	2	60%	10	0.1120	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Smell of your drinking water	26%	3	70%	4	0.0780	3
Accuracy of your water bill	23%	5	66%	8	0.0782	4
City efforts to prevent water backups in your home	23%	4	66%	7	0.0782	5
Clarity of your drinking water	19%	6	77%	3	0.0437	6
City efforts to minimize odor by wastewater facilities	12%	8	67%	6	0.0396	7
City info about planned disruptions to service	11%	10	64%	9	0.0396	8
Water pressure in your home	11%	9	83%	2	0.0187	9
Reliability of your water service	14%	7	90%	1	0.0140	10

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

**Most Important %:**

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

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## City of Lawrence

### Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Ease of east/west travel in Lawrence	38%	1	36%	8	0.2432	1
<b><u>High Priority (IS .10-.20)</u></b>						
Availability of parking in Downtown Lawrence	29%	2	38%	7	0.1798	2
Traffic signal coordination on major City streets	24%	3	44%	3	0.1344	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Availability of bicycle lanes	14%	6	33%	9	0.0938	4
Ease of north/south travel in Lawrence	20%	4	55%	1	0.0900	5
Availability of biking lanes/paths in Lawrence	15%	5	41%	6	0.0885	6
Number of destinations served by public transit	11%	8	42%	4	0.0638	7
Availability of pedestrian paths in Lawrence	12%	7	54%	2	0.0552	8
Frequency of pubic transportation service	9%	9	41%	5	0.0531	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.

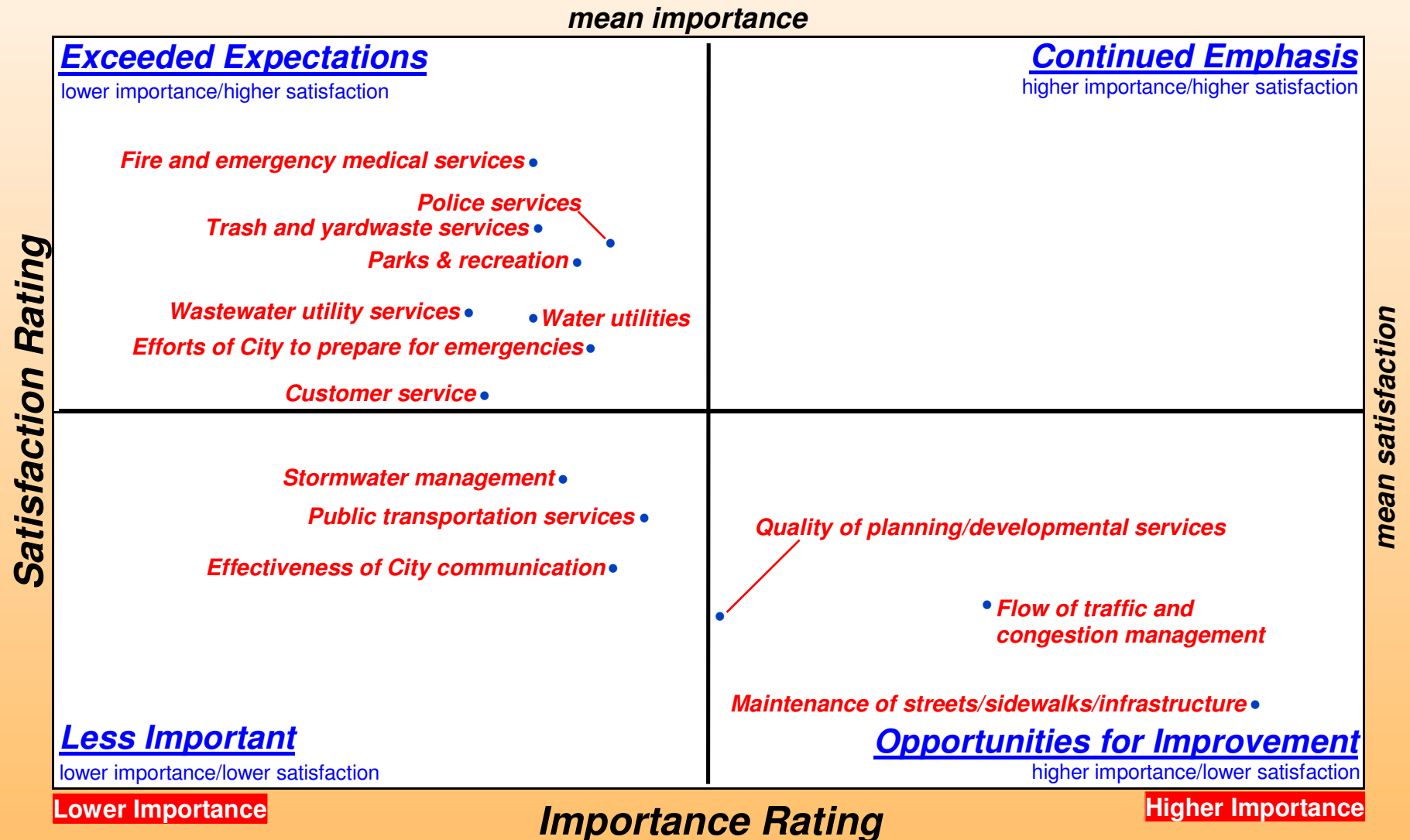
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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 *2001 Lawrence Community Survey* are provided on the following pages.

# 2011 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)



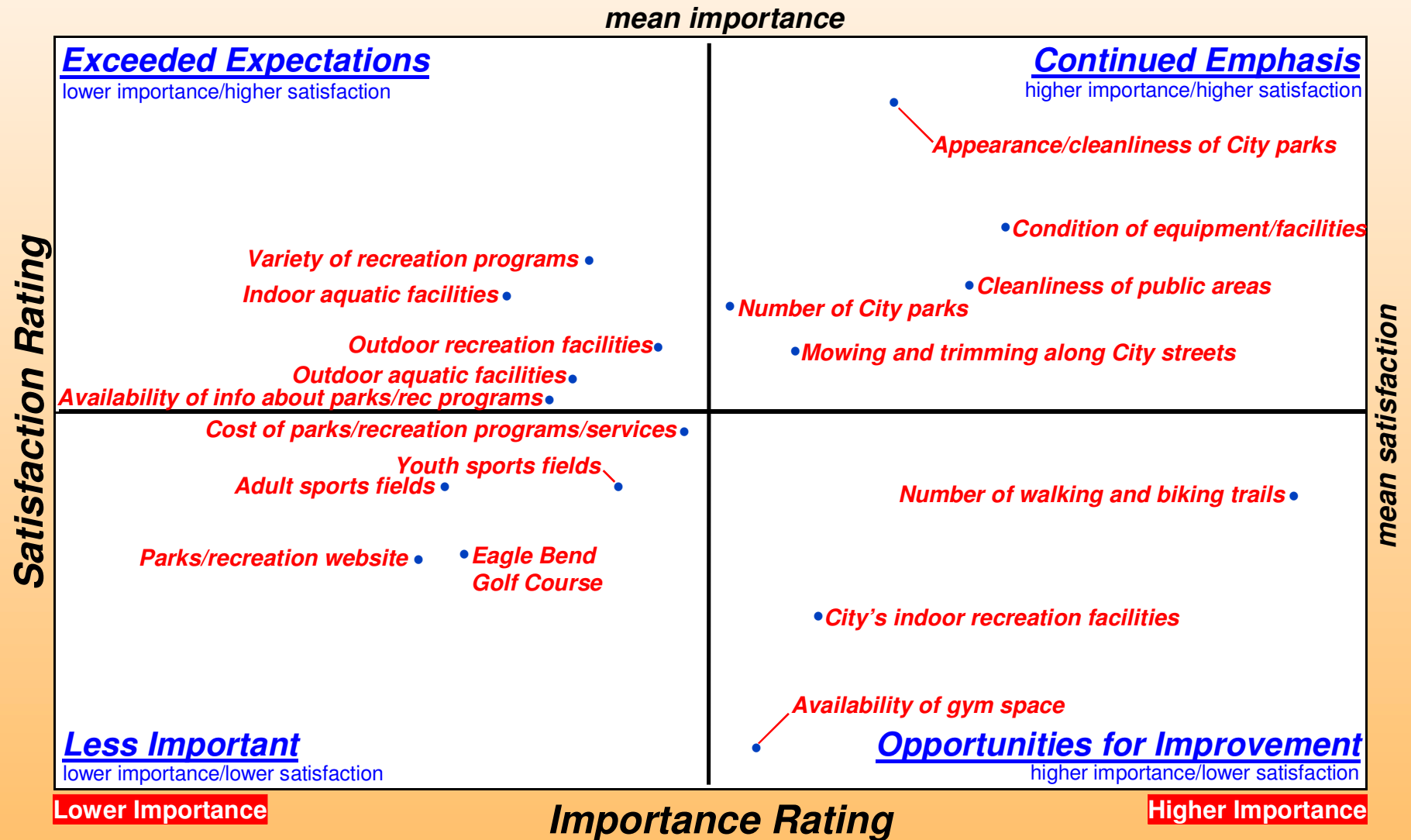
Source: ETC Institute (April 2011)



# 2011 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)

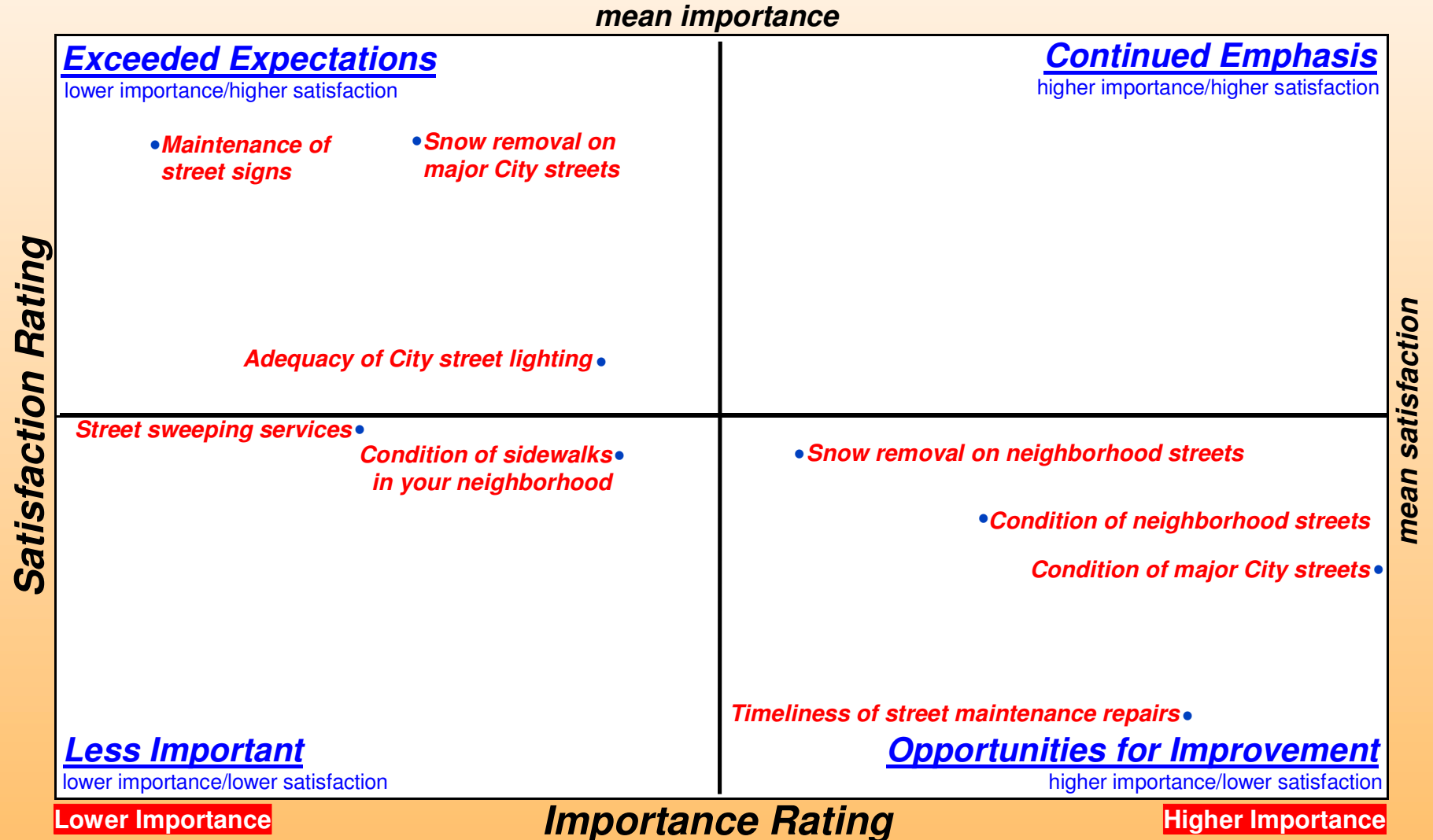


Source: ETC Institute (April 2011)

# 2011 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)



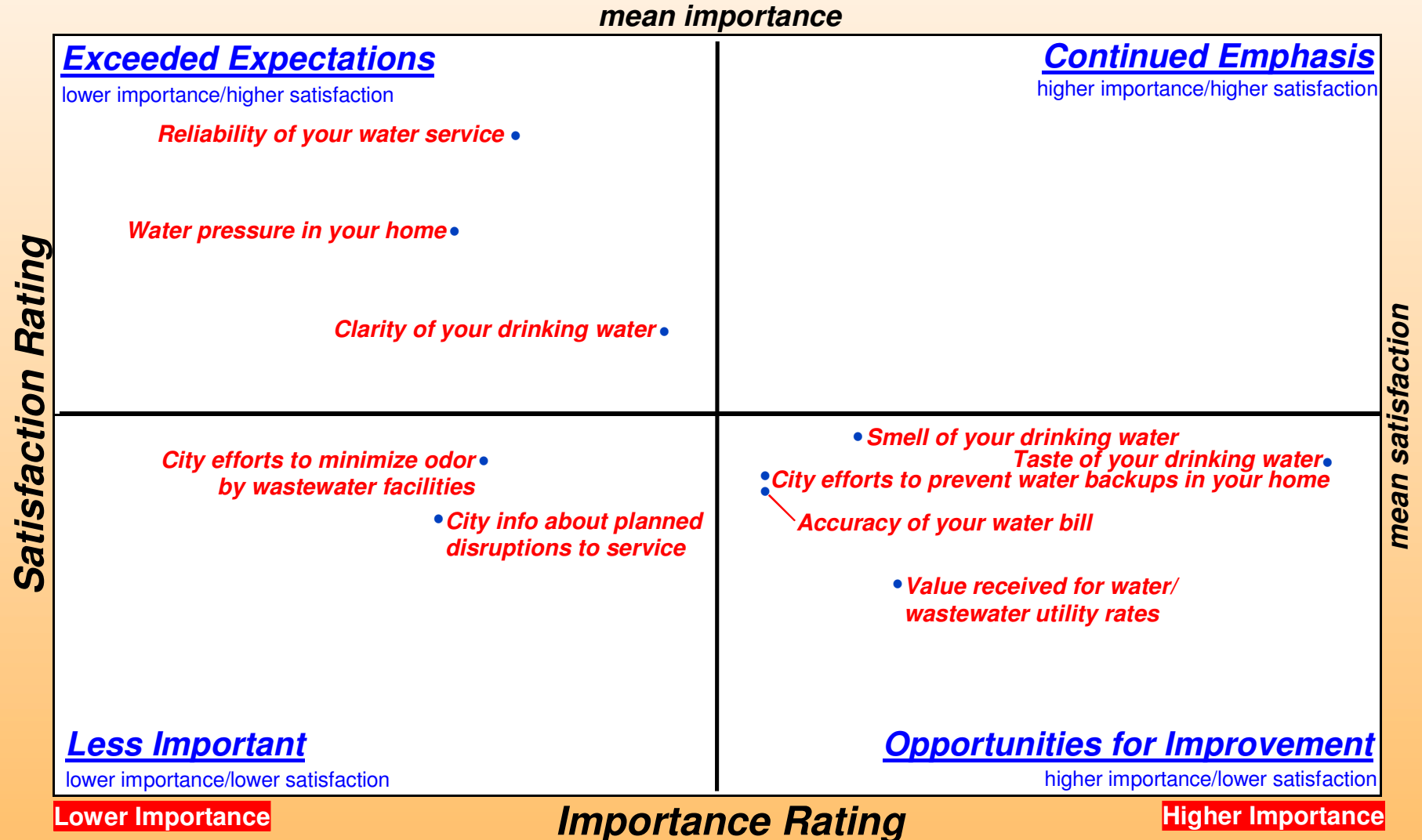
Source: ETC Institute (April 2011)

ETC Institute (2011)

# 2011 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)



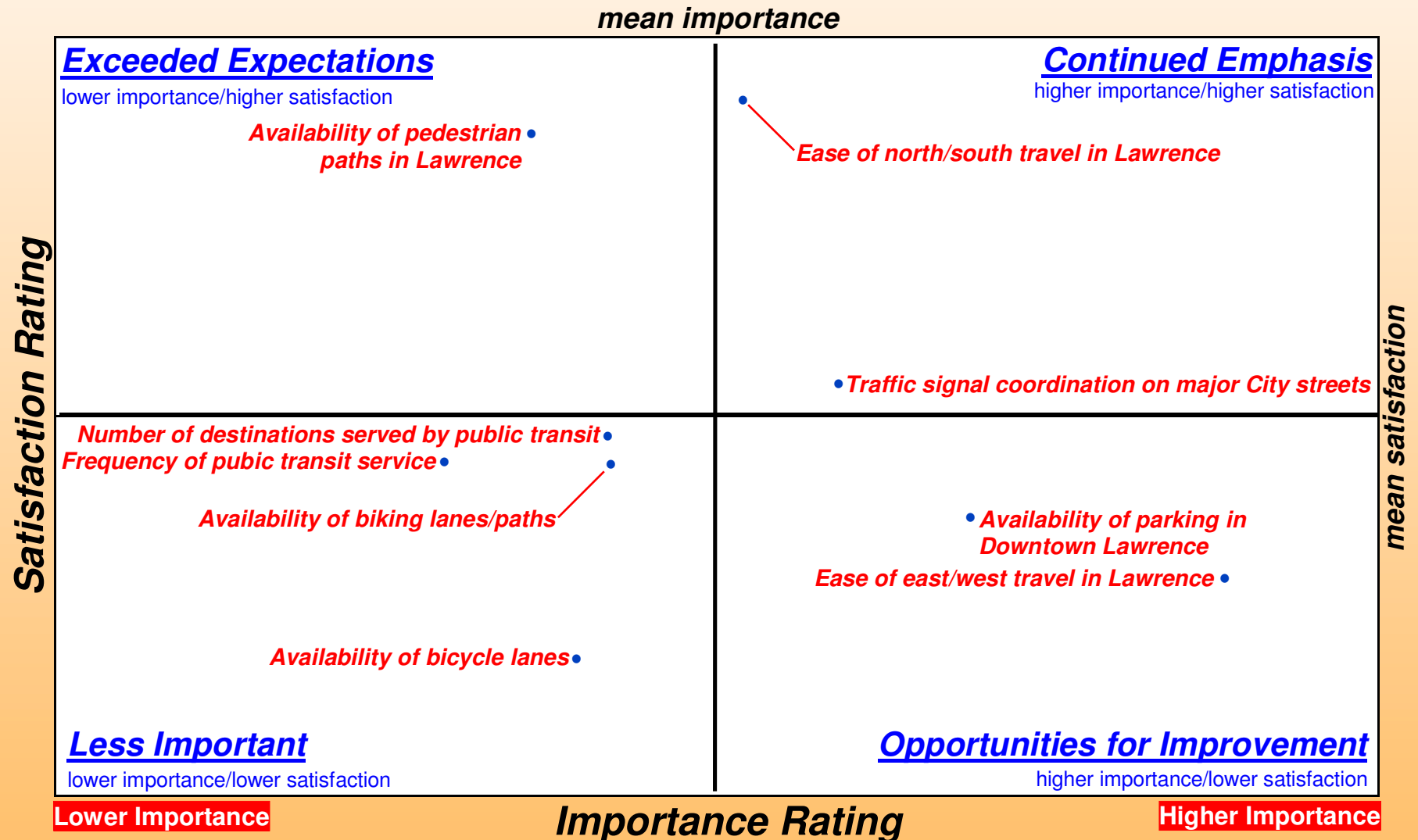
Source: ETC Institute (April 2011)

ETC Institute (2011)

# 2011 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)



Source: ETC Institute (April 2011)

ETC Institute (2011)

*Section 4:*  
***Tabular Data and  
Survey Instrument***

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**Q1. Major categories of services provided by the City of Lawrence are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police services	27.8%	50.9%	12.6%	2.1%	0.9%	5.6%
Q1b. Overall quality of fire & emergency medical services	37.3%	45.7%	6.7%	0.3%	0.0%	10.0%
Q1c. City's efforts to ensure community is prepared for emergencies	16.8%	42.8%	21.8%	2.5%	0.4%	15.7%
Q1d. Overall maintenance of City streets, sidewalks & infrastructure	2.9%	24.6%	27.0%	33.2%	10.7%	1.6%
Q1e. Effectiveness of communication between City & public	6.2%	36.5%	38.9%	12.0%	2.6%	3.8%
Q1f. Flow of traffic & congestion management	4.0%	35.7%	26.2%	24.9%	8.4%	0.9%
Q1g. Quality of City's stormwater management system	6.7%	44.6%	30.6%	8.6%	2.0%	7.4%
Q1h. Overall quality of City water utility services	14.8%	56.4%	18.9%	4.5%	1.2%	4.2%
Q1i. Overall quality of City wastewater utility services	16.0%	51.6%	19.7%	3.2%	0.7%	8.8%
Q1j. Overall quality of City trash & yardwaste services	35.4%	46.9%	9.8%	3.6%	1.1%	3.1%
Q1k. Overall quality of planning & developmental services	6.6%	22.7%	32.1%	11.9%	2.7%	24.0%
Q1l. Overall quality of City's public transportation services	11.2%	32.0%	28.8%	9.1%	4.5%	14.4%
Q1m. Quality of City's parks & recreation system	27.4%	51.3%	14.1%	2.8%	1.0%	3.4%
Q1n. Quality of customer service provided by the City	14.2%	42.5%	28.0%	3.0%	0.9%	11.3%

**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 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police services	29.4%	53.9%	13.4%	2.3%	1.0%
Q1b. Overall quality of fire & emergency medical services	41.5%	50.8%	7.4%	0.3%	0.0%
Q1c. City's efforts to ensure community is prepared for emergencies	19.9%	50.8%	25.9%	3.0%	0.5%
Q1d. Overall maintenance of City streets, sidewalks & infrastructure	3.0%	25.0%	27.4%	33.7%	10.9%
Q1e. Effectiveness of communication between City & public	6.4%	37.9%	40.4%	12.5%	2.7%
Q1f. Flow of traffic & congestion management	4.0%	36.0%	26.4%	25.1%	8.5%
Q1g. Quality of City's stormwater management system	7.3%	48.2%	33.1%	9.3%	2.1%
Q1h. Overall quality of City water utility services	15.4%	58.9%	19.7%	4.7%	1.3%
Q1i. Overall quality of City wastewater utility services	17.5%	56.6%	21.6%	3.5%	0.8%
Q1j. Overall quality of City trash & yardwaste services	36.6%	48.4%	10.1%	3.7%	1.2%
Q1k. Overall quality of planning & developmental services	8.7%	29.9%	42.3%	15.6%	3.5%
Q1l. Overall quality of City's public transportation services	13.0%	37.4%	33.7%	10.6%	5.3%
Q1m. Quality of City's parks & recreation system	28.4%	53.1%	14.6%	2.9%	1.0%
Q1n. Quality of customer service provided by the City	16.0%	48.0%	31.6%	3.4%	1.0%

**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?**

Q2. 1st choice	Number	Percent
Police services	88	6.7 %
Fire & emergency medical services	23	1.8 %
Community's preparedness for emergencies	47	3.6 %
Maintenance of streets/sidewalks/infrastructure	536	41.0 %
Communication between City & public	39	3.0 %
Flow of traffic & congestion management	217	16.6 %
Stormwater management system	28	2.1 %
Water utility services	23	1.8 %
Wastewater utility services	4	0.3 %
Trash & yardwaste services	20	1.5 %
Planning & developmental services	62	4.7 %
Public transportation services	40	3.1 %
Parks & recreation system	32	2.4 %
Customer service provided by the City	7	0.5 %
None chosen	141	10.8 %
Total	1307	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?**

Q2. 2nd choice	Number	Percent
Police services	52	4.0 %
Fire & emergency medical services	52	4.0 %
Community's preparedness for emergencies	48	3.7 %
Maintenance of streets/sidewalks/infrastructure	228	17.4 %
Communication between City & public	60	4.6 %
Flow of traffic & congestion management	264	20.2 %
Stormwater management system	54	4.1 %
Water utility services	44	3.4 %
Wastewater utility services	14	1.1 %
Trash & yardwaste services	47	3.6 %
Planning & developmental services	97	7.4 %
Public transportation services	81	6.2 %
Parks & recreation system	55	4.2 %
Customer service provided by the City	14	1.1 %
None chosen	197	15.1 %
Total	1307	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?**

Q2. 3rd choice	Number	Percent
Police services	53	4.1 %
Fire & emergency medical services	33	2.5 %
Community's preparedness for emergencies	76	5.8 %
Maintenance of streets/sidewalks/infrastructure	137	10.5 %
Communication between City & public	97	7.4 %
Flow of traffic & congestion management	125	9.6 %
Stormwater management system	60	4.6 %
Water utility services	41	3.1 %
Wastewater utility services	20	1.5 %
Trash & yardwaste services	47	3.6 %
Planning & developmental services	120	9.2 %
Public transportation services	109	8.3 %
Parks & recreation system	71	5.4 %
Customer service provided by the City	34	2.6 %
None chosen	284	21.7 %
Total	1307	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? (top 3)**

Q2. Sum of top three choices	Number	Percent
Police services	193	14.8 %
Fire & emergency medical services	108	8.3 %
Community's preparedness for emergencies	171	13.1 %
Maintenance of streets/sidewalks/infrastructure	901	68.9 %
Communication between City & public	196	15.0 %
Flow of traffic & congestion management	606	46.4 %
Stormwater management system	142	10.9 %
Water utility services	108	8.3 %
Wastewater utility services	38	2.9 %
Trash & yardwaste services	114	8.7 %
Planning & developmental services	279	21.3 %
Public transportation services	230	17.6 %
Parks & recreation system	158	12.1 %
Customer service provided by the City	55	4.2 %
None chosen	141	10.8 %
Total	3440	

**Q3. Several items that may influence your perception of the City of Lawrence are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall value you receive for City tax & fees	7.1%	40.1%	29.4%	15.0%	3.2%	5.1%
Q3b. Overall image of City	21.7%	54.6%	16.0%	5.7%	0.6%	1.4%
Q3c. Livability of your neighborhood	33.6%	53.1%	8.4%	3.7%	0.7%	0.5%
Q3d. Upkeep of your neighborhood	23.5%	51.1%	15.2%	8.5%	1.0%	0.6%
Q3e. Overall quality of City services	14.5%	60.3%	20.9%	2.4%	0.4%	1.5%
Q3f. Overall quality of life in the City	26.7%	53.9%	13.5%	3.7%	0.8%	1.4%
Q3g. Efforts to promote economic development	7.0%	27.6%	29.9%	21.1%	8.4%	6.1%
Q3h. Overall quality of new development	4.4%	24.9%	34.1%	24.2%	7.4%	5.0%
Q3i. How well the City is planning growth	3.8%	20.9%	30.9%	26.7%	10.7%	7.1%
Q3j. Mix of retail, residential, & entertainment establishments in Downtown Lawrence	10.4%	37.5%	25.7%	17.8%	5.6%	3.0%

**EXCLUDING DON'T KNOW**

**Q3. Several items that may influence your perception of the City of Lawrence are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall value you receive for City tax & fees	7.5%	42.3%	31.0%	15.8%	3.4%
Q3b. Overall image of City	22.0%	55.4%	16.2%	5.7%	0.6%
Q3c. Livability of your neighborhood	33.8%	53.3%	8.5%	3.7%	0.7%
Q3d. Upkeep of your neighborhood	23.7%	51.4%	15.3%	8.6%	1.0%
Q3e. Overall quality of City services	14.7%	61.2%	21.2%	2.4%	0.4%
Q3f. Overall quality of life in City	27.1%	54.7%	13.7%	3.7%	0.8%
Q3g. Efforts to promote economic development	7.4%	29.4%	31.8%	22.4%	8.9%
Q3h. Overall quality of new development	4.7%	26.2%	35.9%	25.5%	7.7%
Q3i. How well the City is planning growth	4.0%	22.5%	33.3%	28.7%	11.5%
Q3j. Mix of retail, residential, & entertainment establishments in Downtown Lawrence	10.7%	38.6%	26.5%	18.3%	5.8%

**Q4. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Frequency that police officers patrol your neighborhood	10.2%	39.5%	26.7%	10.3%	2.4%	11.0%
Q4b. Efforts by police to prevent crime in your neighborhood	10.4%	35.8%	31.9%	5.0%	1.5%	15.5%
Q4c. How quickly police respond to emergencies	21.5%	38.3%	17.5%	1.9%	0.8%	19.9%
Q4d. Professionalism of police officers	27.0%	43.9%	13.1%	4.3%	1.2%	10.5%
Q4e. How effectively the City enforces traffic offenses	11.2%	36.1%	27.4%	8.5%	3.1%	13.6%
Q4f. School Resource Officers	9.7%	24.1%	22.5%	2.8%	0.9%	40.0%
Q4g. Availability & effectiveness of animal control services	9.3%	30.9%	27.0%	4.4%	2.0%	26.4%
Q4h. Parking enforcement services	8.9%	41.4%	27.8%	5.0%	1.9%	15.0%
Q4i. City's crime prevention education efforts	9.7%	28.5%	27.2%	5.6%	0.8%	28.3%

**EXCLUDING DON'T KNOW**

**Q4. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Frequency that police officers patrol your neighborhood	11.4%	44.4%	29.9%	11.5%	2.7%
Q4b. Efforts by police to prevent crime in your neighborhood	12.3%	42.3%	37.7%	5.9%	1.7%
Q4c. How quickly police respond to emergencies	26.9%	47.8%	21.9%	2.4%	1.0%
Q4d. Professionalism of police officers	30.1%	49.1%	14.6%	4.8%	1.4%
Q4e. How effectively the City enforces traffic offenses	13.0%	41.8%	31.8%	9.8%	3.6%
Q4f. School Resource Officers	16.2%	40.1%	37.5%	4.6%	1.5%
Q4g. Availability & effectiveness of animal control services	12.6%	42.0%	36.7%	6.0%	2.7%
Q4h. Parking enforcement services	10.5%	48.7%	32.7%	5.9%	2.3%
Q4i. City's crime prevention education efforts	13.5%	39.7%	37.9%	7.8%	1.1%

**Q5. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:**

(N=1307)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q5a. Walking in your neighborhood during the day	68.0%	24.9%	4.3%	0.8%	0.2%	1.8%
Q5b. Walking in your neighborhood after dark	33.2%	42.5%	13.9%	7.5%	0.8%	2.0%
Q5c. In Downtown Lawrence during the day	54.3%	35.9%	5.5%	2.5%	0.8%	1.0%
Q5d. In Downtown Lawrence after dark	16.4%	35.6%	23.1%	17.7%	3.2%	4.0%
Q5e. In City parks during the day	44.8%	39.0%	9.0%	2.9%	1.1%	3.3%
Q5f. In City parks after dark	8.0%	18.5%	28.3%	27.7%	5.6%	12.0%

**EXCLUDING DON'T KNOW**

**Q5. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (without "don't know")**

(N=1307)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q5a. Walking in your neighborhood during the day	69.2%	25.4%	4.4%	0.9%	0.2%
Q5b. Walking in your neighborhood after dark	33.9%	43.4%	14.2%	7.7%	0.9%
Q5c. In Downtown Lawrence during the day	54.9%	36.3%	5.6%	2.5%	0.8%
Q5d. In Downtown Lawrence after dark	17.1%	37.0%	24.1%	18.4%	3.4%
Q5e. In City parks during the day	46.3%	40.3%	9.3%	3.0%	1.1%
Q5f. In City parks after dark	9.1%	21.1%	32.1%	31.4%	6.4%

**Q6. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Overall quality of fire services	32.3%	41.1%	6.7%	0.4%	0.1%	19.4%
Q6b. How quickly emergency medical services personnel respond	32.2%	35.2%	7.9%	0.5%	0.1%	24.1%
Q6c. Professionalism of City's fire & emergency medical services personnel	38.2%	35.3%	6.4%	0.2%	0.1%	19.8%
Q6d. Quality of medical care provided by fire medical services personnel	29.4%	31.0%	8.1%	0.2%	0.1%	31.2%
Q6e. City's fire/medical education programs	16.9%	22.3%	17.3%	0.5%	0.2%	42.9%
Q6f. City's fire/business inspection program	13.4%	23.4%	18.7%	0.9%	0.4%	43.1%

**EXCLUDING DON'T KNOW**

**Q6. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Overall quality of fire services	40.1%	51.0%	8.4%	0.5%	0.1%
Q6b. How quickly emergency medical services personnel respond	42.4%	46.4%	10.4%	0.7%	0.1%
Q6c. Professionalism of City's fire & emergency medical services personnel	47.7%	44.0%	7.9%	0.3%	0.1%
Q6d. Quality of medical care provided by fire medical services personnel	42.8%	45.1%	11.8%	0.2%	0.1%
Q6e. City's fire/medical education programs	29.5%	39.1%	30.3%	0.8%	0.3%
Q6f. City's fire/business inspection program	23.6%	41.2%	32.9%	1.6%	0.7%



**Q7. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Appearance/cleanliness of City parks	27.3%	57.8%	8.8%	1.8%	0.3%	4.0%
Q7b. Condition of equipment & facilities at City parks	19.3%	57.7%	14.7%	2.5%	0.4%	5.4%
Q7c. Number of City parks	24.5%	50.7%	14.6%	6.4%	1.1%	2.7%
Q7d. Number of walking & biking trails	20.8%	43.1%	16.6%	12.9%	1.8%	4.8%
Q7e. City outdoor recreation facilities	19.2%	47.8%	18.3%	6.4%	1.1%	7.1%
Q7f. City indoor recreation facilities	13.6%	38.2%	22.7%	9.0%	1.9%	14.6%
Q7g. Availability of gym space	11.7%	29.9%	23.7%	9.7%	2.4%	22.6%
Q7h. City's indoor aquatic facilities	22.6%	39.7%	15.9%	3.3%	0.8%	17.7%
Q7i. City's outdoor aquatic facilities	19.3%	41.5%	17.6%	4.3%	0.8%	16.5%
Q7j. Availability of youth sports fields	16.0%	35.2%	19.1%	4.1%	1.3%	24.2%
Q7k. Availability of adult sports fields	15.9%	35.2%	20.7%	2.9%	1.0%	24.3%
Q7l. Availability of information about parks & recreation programs	18.4%	39.5%	18.2%	4.4%	0.7%	18.9%
Q7m. Overall quality of Eagle Bend Golf Course	10.9%	29.3%	19.1%	2.1%	0.9%	37.6%
Q7n. Mowing & trimming along City streets	16.7%	52.6%	16.5%	6.0%	0.8%	7.4%
Q7o. Overall cleanliness of public areas	18.1%	56.1%	15.9%	3.9%	0.7%	5.3%
Q7p. Variety of recreation programs offered by City	21.4%	47.4%	16.5%	2.6%	0.8%	11.3%
Q7q. Cost of parks & recreation programs & services	18.5%	41.6%	19.8%	3.8%	0.8%	15.6%
Q7r. City's park & recreation website	13.9%	28.7%	20.3%	3.1%	0.9%	33.1%

**EXCLUDING DON'T KNOW**

**Q7. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Appearance/cleanliness of City parks	28.4%	60.2%	9.2%	1.9%	0.3%
Q7b. Condition of equipment & facilities at City parks	20.4%	61.0%	15.5%	2.7%	0.4%
Q7c. Number of City parks	25.2%	52.0%	15.0%	6.6%	1.1%
Q7d. Number of walking & biking trails	21.8%	45.3%	17.5%	13.5%	1.9%
Q7e. City outdoor recreation facilities	20.6%	51.5%	19.7%	6.9%	1.2%
Q7f. City indoor recreation facilities	16.0%	44.7%	26.5%	10.6%	2.2%
Q7g. Availability of gym space	15.1%	38.6%	30.6%	12.6%	3.1%
Q7h. City's indoor aquatic facilities	27.5%	48.2%	19.4%	4.0%	0.9%
Q7i. City's outdoor aquatic facilities	23.1%	49.6%	21.1%	5.1%	1.0%
Q7j. Availability of youth sports fields	21.1%	46.5%	25.2%	5.5%	1.7%
Q7k. Availability of adult sports fields	21.0%	46.6%	27.3%	3.8%	1.3%
Q7l. Availability of information about parks & recreation programs	22.7%	48.7%	22.4%	5.4%	0.8%
Q7m. Overall quality of Eagle Bend Golf Course	17.4%	47.1%	30.6%	3.4%	1.5%
Q7n. Mowing & trimming along City streets	18.0%	56.8%	17.8%	6.5%	0.9%
Q7o. Overall cleanliness of public areas	19.1%	59.2%	16.8%	4.1%	0.7%
Q7p. Variety of recreation programs offered by City	24.1%	53.5%	18.6%	2.9%	0.9%
Q7q. Cost of parks & recreation programs & services	21.9%	49.3%	23.4%	4.5%	0.9%
Q7r. City's park & recreation website	20.7%	43.0%	30.4%	4.6%	1.4%

**Q8. 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?**

<u>Q8. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Appearance & cleanliness of City parks	97	7.4 %
Condition of equipment & facilities at City parks	94	7.2 %
Number of City parks	60	4.6 %
Number of walking & biking trails	210	16.1 %
City outdoor recreation facilities	42	3.2 %
City indoor recreation facilities	86	6.6 %
Availability of gym space	63	4.8 %
City's indoor aquatic facilities	26	2.0 %
City's outdoor aquatic facilities	32	2.4 %
Availability of youth sports fields	38	2.9 %
Availability of adult sports fields	9	0.7 %
Availability of information about parks & recreation	23	1.8 %
Quality of Eagle Bend Golf Course	24	1.8 %
Mowing & trimming along City streets	71	5.4 %
Cleanliness of public areas	72	5.5 %
Variety of recreation programs	29	2.2 %
Cost of parks & recreation programs & services	41	3.1 %
City's parks & recreation website	8	0.6 %
<u>None chosen</u>	<u>282</u>	<u>21.6 %</u>
Total	1307	100.0 %

**Q8. 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?**

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Appearance & cleanliness of City parks	77	5.9 %
Condition of equipment & facilities at City parks	113	8.6 %
Number of City parks	60	4.6 %
Number of walking & biking trails	102	7.8 %
City outdoor recreation facilities	44	3.4 %
City indoor recreation facilities	61	4.7 %
Availability of gym space	62	4.7 %
City's indoor aquatic facilities	27	2.1 %
City's outdoor aquatic facilities	37	2.8 %
Availability of youth sports fields	43	3.3 %
Availability of adult sports fields	30	2.3 %
Availability of information about parks & recreation	30	2.3 %
Quality of Eagle Bend Golf Course	17	1.3 %
Mowing & trimming along City streets	73	5.6 %
Cleanliness of public areas	90	6.9 %
Variety of recreation programs	36	2.8 %
Cost of parks & recreation programs & services	43	3.3 %
City's parks & recreation website	15	1.1 %
<u>None chosen</u>	<u>347</u>	<u>26.6 %</u>
Total	1307	100.0 %

**Q8. 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?**

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Appearance & cleanliness of City parks	58	4.4 %
Condition of equipment & facilities at City parks	70	5.4 %
Number of City parks	46	3.5 %
Number of walking & biking trails	79	6.0 %
City outdoor recreation facilities	51	3.9 %
City indoor recreation facilities	54	4.1 %
Availability of gym space	52	4.0 %
City's indoor aquatic facilities	23	1.8 %
City's outdoor aquatic facilities	35	2.7 %
Availability of youth sports fields	40	3.1 %
Availability of adult sports fields	13	1.0 %
Availability of information about parks & recreation	41	3.1 %
Quality of Eagle Bend Golf Course	19	1.5 %
Mowing & trimming along City streets	49	3.7 %
Cleanliness of public areas	99	7.6 %
Variety of recreation programs	45	3.4 %
Cost of parks & recreation programs & services	64	4.9 %
City's parks & recreation website	19	1.5 %
<u>None chosen</u>	<u>450</u>	<u>34.4 %</u>
Total	1307	100.0 %

**Q8. 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? (top 3)**

<u>Q8. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Appearance & cleanliness of City parks	232	17.8 %
Condition of equipment & facilities at City parks	277	21.2 %
Number of City parks	166	12.7 %
Number of walking & biking trails	391	29.9 %
City outdoor recreation facilities	137	10.5 %
City indoor recreation facilities	201	15.4 %
Availability of gym space	177	13.5 %
City's indoor aquatic facilities	76	5.8 %
City's outdoor aquatic facilities	104	8.0 %
Availability of youth sports fields	121	9.3 %
Availability of adult sports fields	52	4.0 %
Availability of information about parks & recreation	94	7.2 %
Quality of Eagle Bend Golf Course	60	4.6 %
Mowing & trimming along City streets	193	14.8 %
Cleanliness of public areas	261	20.0 %
Variety of recreation programs	110	8.4 %
Cost of parks & recreation programs & services	148	11.3 %
City's parks & recreation website	42	3.2 %
<u>None chosen</u>	<u>283</u>	<u>21.7 %</u>
Total	3125	

**Q9. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Condition of major City streets	3.5%	35.5%	21.9%	28.9%	9.1%	1.2%
Q9b. Condition of streets in your neighborhood	6.2%	37.9%	20.6%	25.7%	8.7%	0.8%
Q9c. Timeliness of street maintenance repairs	3.1%	25.1%	28.2%	31.0%	9.8%	2.8%
Q9d. Condition of sidewalks in your neighborhood	8.7%	40.3%	23.4%	16.7%	7.0%	3.8%
Q9e. Maintenance of street signs	14.9%	56.2%	21.2%	3.3%	1.2%	3.2%
Q9f. Adequacy of City street lighting	10.2%	45.4%	23.4%	14.9%	4.8%	1.5%
Q9g. Snow removal on major City streets	18.8%	54.4%	14.0%	8.4%	3.8%	0.7%
Q9h. Snow removal on neighborhood streets	10.6%	38.0%	20.3%	19.6%	10.3%	1.1%
Q9i. Street sweeping services provided by City	8.5%	39.3%	29.2%	11.7%	4.4%	6.9%

**EXCLUDING DON'T KNOW**

**Q9. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Condition of major City streets	3.5%	35.9%	22.2%	29.2%	9.2%
Q9b. Condition of streets in your neighborhood	6.3%	38.3%	20.8%	25.9%	8.8%
Q9c. Timeliness of street maintenance repairs	3.2%	25.8%	29.0%	31.9%	10.1%
Q9d. Condition of sidewalks in your neighborhood	9.0%	41.9%	24.4%	17.4%	7.3%
Q9e. Maintenance of street signs	15.4%	58.0%	21.9%	3.4%	1.3%
Q9f. Adequacy of City street lighting	10.3%	46.0%	23.7%	15.1%	4.8%
Q9g. Snow removal on major City streets	18.9%	54.8%	14.1%	8.4%	3.8%
Q9h. Snow removal on neighborhood streets	10.7%	38.4%	20.5%	19.8%	10.5%
Q9i. Street sweeping services provided by City	9.1%	42.2%	31.4%	12.6%	4.7%



**Q10. Which THREE of the maintenance and public works services listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q10. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	518	39.6 %
Condition of neighborhood streets	170	13.0 %
Timeliness of street maintenance repairs	127	9.7 %
Condition of neighborhood sidewalks	80	6.1 %
Maintenance of street signs	8	0.6 %
Adequacy of City street lighting	64	4.9 %
Snow removal on major City streets	44	3.4 %
Snow removal on neighborhood streets	135	10.3 %
Street sweeping services	40	3.1 %
None chosen	121	9.3 %
Total	1307	100.0 %

**Q10. Which THREE of the maintenance and public works services listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	138	10.6 %
Condition of neighborhood streets	242	18.5 %
Timeliness of street maintenance repairs	291	22.3 %
Condition of neighborhood sidewalks	98	7.5 %
Maintenance of street signs	9	0.7 %
Adequacy of City street lighting	95	7.3 %
Snow removal on major City streets	87	6.7 %
Snow removal on neighborhood streets	134	10.3 %
Street sweeping services	37	2.8 %
None chosen	176	13.5 %
Total	1307	100.0 %

**Q10. Which THREE of the maintenance and public works services listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q10. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	103	7.9 %
Condition of neighborhood streets	115	8.8 %
Timeliness of street maintenance repairs	223	17.1 %
Condition of neighborhood sidewalks	135	10.3 %
Maintenance of street signs	22	1.7 %
Adequacy of City street lighting	142	10.9 %
Snow removal on major City streets	62	4.7 %
Snow removal on neighborhood streets	149	11.4 %
Street sweeping services	82	6.3 %
None chosen	274	21.0 %
Total	1307	100.0 %

**Q10. Which THREE of the maintenance and public works services listed above do you think should receive the most emphasis from City leaders over the next two years? (top 3)**

<u>Q10. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	759	58.1 %
Condition of neighborhood streets	527	40.3 %
Timeliness of street maintenance repairs	641	49.0 %
Condition of neighborhood sidewalks	313	23.9 %
Maintenance of street signs	39	3.0 %
Adequacy of City street lighting	301	23.0 %
Snow removal on major City streets	193	14.8 %
Snow removal on neighborhood streets	418	32.0 %
Street sweeping services	159	12.2 %
None chosen	121	9.3 %
Total	3471	

**Q11. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Availability of information about City services & activities	12.8%	46.2%	27.5%	4.7%	0.4%	8.5%
Q11b. Timeliness of information provided by the City	10.5%	41.6%	31.6%	5.5%	0.5%	10.3%
Q11c. Quality of the City's cable television channel	7.5%	28.0%	26.4%	9.7%	3.8%	24.5%
Q11d. Usefulness of information on the City's website	8.1%	29.4%	29.5%	2.5%	0.6%	29.9%
Q11e. Usefulness of information that is available thru the City's social network sites	4.2%	11.6%	20.8%	1.3%	0.6%	61.5%

**EXCLUDING DON'T KNOW**

**Q11. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Availability of information about City services & activities	14.0%	50.5%	30.0%	5.1%	0.4%
Q11b. Timeliness of information provided by the City	11.7%	46.4%	35.2%	6.1%	0.6%
Q11c. Quality of City's cable television channel	9.9%	37.1%	35.0%	12.9%	5.1%
Q11d. Usefulness of information on City's website	11.6%	42.0%	42.1%	3.5%	0.9%
Q11e. Usefulness of the information that is available thru the City's social network sites	10.9%	30.0%	54.1%	3.4%	1.6%

**Q12. Rate your satisfaction with each item listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Residential trash services	43.9%	46.8%	4.9%	1.4%	0.3%	2.7%
Q12b. Yardwaste collection services	40.2%	40.8%	7.7%	2.4%	0.7%	8.3%
Q12c. City's efforts to inform residents about recycling opportunities	18.2%	35.2%	22.5%	13.3%	4.5%	6.3%
Q12d. City's drop-off recycling sites	15.2%	34.4%	22.2%	12.0%	3.4%	12.8%
Q12e. Household hazardous waste disposal service	15.2%	30.3%	18.9%	12.8%	4.1%	18.7%

**EXCLUDING DON'T KNOW**

**Q12. Rate your satisfaction with each item listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Residential trash services	45.1%	48.1%	5.0%	1.4%	0.3%
Q12b. Yardwaste collection services	43.9%	44.4%	8.4%	2.6%	0.8%
Q12c. City's efforts to inform residents about recycling opportunities	19.4%	37.6%	24.0%	14.2%	4.8%
Q12d. City's drop-off recycling sites	17.4%	39.5%	25.5%	13.8%	3.9%
Q12e. Household hazardous waste disposal service	18.7%	37.2%	23.3%	15.7%	5.1%

**Q13. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. Taste of your drinking water	16.9%	50.5%	16.9%	11.0%	3.1%	1.8%
Q13b. Smell of your drinking water	17.5%	51.0%	19.5%	8.2%	2.2%	1.6%
Q13c. Clarity of your drinking water	19.5%	55.9%	16.7%	5.4%	1.0%	1.5%
Q13d. Reliability of your water service	32.6%	55.7%	8.9%	1.2%	0.2%	1.4%
Q13e. Water pressure in your home	29.3%	52.1%	9.6%	5.2%	1.6%	2.2%
Q13f. Accuracy of your water bill	15.9%	42.0%	20.5%	6.6%	2.0%	13.0%
Q13g. How well the City keeps you informed about planned disruptions to your water service	12.3%	36.6%	21.8%	4.2%	1.1%	24.0%
Q13h. City efforts to prevent backups of wastewater into your home	13.3%	33.0%	20.9%	1.7%	1.0%	30.1%
Q13i. City efforts to minimize odor from wastewater treatment facilities	12.3%	35.6%	19.4%	2.8%	0.8%	29.0%
Q13j. Overall value you receive for water & wastewater utility rates	12.6%	42.5%	26.7%	8.7%	2.6%	6.9%

**EXCLUDING DON'T KNOW**

**Q13. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Taste of your drinking water	17.2%	51.4%	17.2%	11.2%	3.1%
Q13b. Smell of your drinking water	17.8%	51.9%	19.8%	8.3%	2.3%
Q13c. Clarity of your drinking water	19.8%	56.8%	17.0%	5.4%	1.0%
Q13d. Reliability of your water service	33.0%	56.5%	9.0%	1.2%	0.2%
Q13e. Water pressure in your home	29.9%	53.3%	9.8%	5.3%	1.6%
Q13f. Accuracy of your water bill	18.3%	48.3%	23.5%	7.6%	2.3%
Q13g. How well City keeps you informed about planned disruptions to your water service	16.2%	48.1%	28.6%	5.5%	1.5%
Q13h. City efforts to prevent backups of wastewater into your home	19.0%	47.3%	29.9%	2.4%	1.4%
Q13i. City efforts to minimize odor from wastewater treatment facilities	17.4%	50.2%	27.3%	4.0%	1.1%
Q13j. Overall value you receive for water & wastewater utility rates	13.5%	45.6%	28.7%	9.4%	2.8%

**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. 1st choice	Number	Percent
Taste of drinking water	335	25.6 %
Smell of drinking water	36	2.8 %
Clarity of drinking water	44	3.4 %
Reliability of water service	70	5.4 %
Water pressure in your home	56	4.3 %
Accuracy of your water bill	131	10.0 %
Informed about planned disruptions to water service	46	3.5 %
Prevention of backups of wastewater into your home	110	8.4 %
Minimize odor from wastewater treatment facilities	25	1.9 %
Value you receive for water & wastewater utility rates	153	11.7 %
None chosen	301	23.0 %
Total	1307	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 choice	Number	Percent
Taste of drinking water	136	10.4 %
Smell of drinking water	221	16.9 %
Clarity of drinking water	61	4.7 %
Reliability of water service	58	4.4 %
Water pressure in your home	43	3.3 %
Accuracy of your water bill	83	6.4 %
Informed about planned disruptions to water service	48	3.7 %
Prevention of backups of wastewater into you home	102	7.8 %
Minimize odor from wastewater treatment facilities	71	5.4 %
Value you receive for water & wastewater utility rates	89	6.8 %
None chosen	395	30.2 %
Total	1307	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?**

<u>Q14. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Taste of drinking water	104	8.0 %
Smell of drinking water	86	6.6 %
Clarity of drinking water	144	11.0 %
Reliability of water service	48	3.7 %
Water pressure in your home	47	3.6 %
Accuracy of your water bill	83	6.4 %
Informed about planned disruptions to water service	44	3.4 %
Prevention of backups of wastewater into you home	88	6.7 %
Minimize odor from wastewater treatment facilities	66	5.0 %
Value you receive for water & wastewater utility rates	122	9.3 %
None chosen	475	36.3 %
Total	1307	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? (top 3)**

<u>Q14. Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Taste of drinking water	575	44.0 %
Smell of drinking water	343	26.2 %
Clarity of drinking water	249	19.1 %
Reliability of water service	176	13.5 %
Water pressure in your home	146	11.2 %
Accuracy of your water bill	297	22.7 %
Informed about planned disruptions to water service	138	10.6 %
Prevention of backups of wastewater into you home	300	23.0 %
Minimize odor from wastewater treatment facilities	162	12.4 %
Value you receive for water & wastewater utility rates	364	27.9 %
None chosen	301	23.0 %
Total	3051	



**Q15. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a. Ease of north/south travel	7.2%	45.0%	23.2%	16.2%	3.7%	4.8%
Q15b. Ease of east/west travel	5.4%	28.4%	21.8%	29.7%	10.3%	4.5%
Q15c. Availability of bicycle lanes	6.7%	20.8%	28.6%	21.5%	6.2%	16.2%
Q15d. Traffic signal coordination on major City streets	6.4%	35.3%	25.7%	20.6%	7.5%	4.4%
Q15e. Number of destinations served by public transportation	5.4%	20.5%	23.9%	9.3%	3.1%	37.8%
Q15f. Frequency of public transportation service	5.1%	18.6%	22.7%	8.7%	3.4%	41.5%
Q15g. Availability of pedestrian paths	9.4%	38.7%	23.6%	14.3%	3.8%	10.2%
Q15h. Availability of biking lanes & paths	7.6%	26.8%	26.6%	17.9%	5.9%	15.2%
Q15i. Availability of parking in Downtown Lawrence	6.1%	31.1%	24.4%	26.8%	7.8%	3.7%

**EXCLUDING DON'T KNOW**

**Q15. 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=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a. Ease of north/south travel	7.6%	47.3%	24.3%	17.0%	3.9%
Q15b. Ease of east/west travel	5.6%	29.8%	22.8%	31.1%	10.8%
Q15c. Availability of bicycle lanes	8.0%	24.8%	34.1%	25.7%	7.4%
Q15d. Traffic signal coordination on major City streets	6.7%	37.0%	26.9%	21.6%	7.9%
Q15e. Number of destinations served by public transportation	8.6%	33.0%	38.4%	14.9%	5.0%
Q15f. Frequency of public transportation service	8.8%	31.8%	38.7%	14.8%	5.9%
Q15g. Availability of pedestrian paths	10.5%	43.1%	26.3%	15.9%	4.3%
Q15h. Availability of biking lanes & paths	8.9%	31.6%	31.3%	21.1%	7.0%
Q15i. Availability of parking in Downtown Lawrence	6.4%	32.3%	25.4%	27.8%	8.1%

**Q16. Which TWO of the transportation issues listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q16. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Ease of north/south travel	143	10.9 %
Ease of east/west travel	266	20.4 %
Availability of bicycle lanes	113	8.6 %
Traffic signal coordination on major streets	172	13.2 %
Number of destinations served by public transit	71	5.4 %
Frequency of public transportation	41	3.1 %
Availability of pedestrian paths	62	4.7 %
Availability of biking lanes & paths	73	5.6 %
Availability of parking in Downtown Lawrence	215	16.4 %
None chosen	151	11.6 %
Total	1307	100.0 %

**Q16. Which TWO of the transportation issues listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Ease of north/south travel	117	9.0 %
Ease of east/west travel	236	18.1 %
Availability of bicycle lanes	66	5.0 %
Traffic signal coordination on major streets	135	10.3 %
Number of destinations served by public transit	71	5.4 %
Frequency of public transportation	72	5.5 %
Availability of pedestrian paths	94	7.2 %
Availability of biking lanes & paths	122	9.3 %
Availability of parking in Downtown Lawrence	157	12.0 %
None chosen	237	18.1 %
Total	1307	100.0 %

**Q16. Which TWO of the transportation issues listed above do you think should receive the most emphasis from City leaders over the next two years? (top 2)**

Q16. Sum of top two choices	Number	Percent
Ease of north/south travel	260	19.9 %
Ease of east/west travel	502	38.4 %
Availability of bicycle lanes	179	13.7 %
Traffic signal coordination on major streets	307	23.5 %
Number of destinations served by public transit	142	10.9 %
Frequency of public transportation	113	8.6 %
Availability of pedestrian paths	156	11.9 %
Availability of biking lanes & paths	195	14.9 %
Availability of parking in Downtown Lawrence	372	28.5 %
None chosen	151	11.6 %
Total	2377	

**EXCLUDING DON'T REMEMBER**

**Q17. 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=1307)

	Yes	No
Q17a. Used public transportation services	18.9%	81.1%
Q17b. Enrolled in recreation programs	35.6%	64.4%
Q17c. Visited City recreation facilities	71.7%	28.3%
Q17d. Visited City Library	72.4%	27.6%
Q17e. Received assistance from Fire Medical Department	17.8%	82.2%
Q17f. Received assistance from Police Department	34.7%	65.3%
Q17g. Visited a City park	85.8%	14.2%
Q17h. Used a City walking/biking trail or path	71.8%	28.2%

**Q18. Have you called or visited the City with a question, problem, or complaint during the past year?**

Q18. Have you called or visited City	Number	Percent
Yes	538	41.2 %
No	748	57.2 %
Don't know	21	1.6 %
Total	1307	100.0 %

**Q18a. If YES to Question #18, which department did you contact most recently? (multiple responses allowed)**

Q18a. Which department	Number	Percent
City Manager's Office	60	11.2 %
Fire Medical	32	5.9 %
Municipal Court	40	7.4 %
Planning & Development	110	20.4 %
Parks & Recreation	106	19.7 %
Police	120	22.3 %
Public Works	173	32.2 %
Transit	14	2.6 %
Utility Billing	84	15.6 %
Water/Wastewater Utility	59	11.0 %
Other	35	6.5 %
None	3	0.6 %
Total	836	

**Q18b-e. If YES to Question #18, 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.**

(N=538)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q18b. Employees were courteous & polite	44.4%	42.2%	7.2%	2.8%	1.3%	2.0%
Q18c. Employees were professional	44.4%	41.3%	7.8%	3.9%	0.6%	2.0%
Q18d. Employees were responsive to my concerns	39.0%	38.1%	10.0%	8.0%	3.2%	1.7%
Q18e. I was satisfied with the service provided	37.4%	38.5%	11.2%	8.2%	3.9%	0.9%

**EXCLUDING DON'T KNOW**

**Q18b-e. If YES to Question #18, 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. (without "don't know")**

(N=538)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q18b. Employees were courteous & polite	45.4%	43.1%	7.4%	2.8%	1.3%
Q18c. Employees were professional	45.4%	42.1%	8.0%	4.0%	0.6%
Q18d. Employees were responsive to my concerns	39.7%	38.8%	10.2%	8.1%	3.2%
Q18e. I was satisfied with the service provided	37.7%	38.8%	11.3%	8.3%	3.9%

**Q19. Several items that may influence your perception of Downtown Lawrence are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Appearance & cleanliness of Downtown Lawrence	19.2%	56.8%	13.3%	8.5%	1.4%	0.8%
Q19b. Availability of parking	6.7%	34.8%	22.6%	27.2%	7.3%	1.3%
Q19c. Types of retail & entertainment establishments available	9.9%	41.7%	25.2%	18.3%	3.1%	1.8%
Q19d. Hours businesses are open	8.6%	47.3%	24.1%	15.9%	2.6%	1.5%
Q19e. Ease of getting to Downtown Lawrence	15.8%	53.6%	19.1%	9.1%	1.6%	0.9%
Q19f. How safe you feel in Downtown Lawrence during daytime	37.0%	49.7%	9.3%	2.2%	0.9%	0.8%
Q19g. How safe you feel in Downtown Lawrence after dark	11.1%	34.7%	24.7%	20.3%	5.1%	4.1%
Q19h. Entertainment & programs in Downtown Lawrence	16.6%	46.4%	24.3%	7.1%	1.6%	4.1%
Q19i. Beautification of Downtown Lawrence	31.4%	50.3%	13.5%	2.8%	1.1%	0.8%

**EXCLUDING DON'T KNOW**

**Q19. Several items that may influence your perception of Downtown Lawrence are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1307)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Appearance & cleanliness of Downtown Lawrence	19.4%	57.3%	13.4%	8.6%	1.4%
Q19b. Availability of parking	6.8%	35.3%	22.9%	27.6%	7.4%
Q19c. Types of retail & entertainment establishments available	10.1%	42.5%	25.6%	18.6%	3.1%
Q19d. Hours businesses are open	8.7%	48.0%	24.5%	16.2%	2.6%
Q19e. Ease of getting to Downtown Lawrence	15.9%	54.1%	19.2%	9.2%	1.6%
Q19f. How safe you feel in Downtown Lawrence during daytime	37.3%	50.2%	9.3%	2.2%	0.9%
Q19g. How safe you feel in Downtown Lawrence after dark	11.6%	36.2%	25.8%	21.1%	5.3%
Q19h. Entertainment & programs in Downtown Lawrence	17.3%	48.3%	25.3%	7.4%	1.7%
Q19i. Beautification of Downtown Lawrence	31.7%	50.7%	13.6%	2.9%	1.1%



**Q20. Approximately how many years have you lived in Lawrence?**

Q20. How many years have you lived in Lawrence	Number	Percent
5 or less	197	15.1 %
6 to 10	166	12.7 %
11 to 15	169	12.9 %
16 to 20	145	11.1 %
21 to 30	234	17.9 %
31+	396	30.3 %
Total	1307	100.0 %

**Q21. Are you a student in a college or university?**

Q21. Are you a college or university student	Number	Percent
Yes	140	10.7 %
No	1167	89.3 %
Total	1307	100.0 %

**Q22. Do you own or rent your current residence?**

Q22. Do you own or rent your current residence	Number	Percent
Own	1062	81.3 %
Rent	238	18.2 %
Not provided	7	0.5 %
Total	1307	100.0 %

**Q23. How many persons in your household (counting yourself), are in each of the following age groups?**

	Mean	Sum
number	2.51	3253
Under 10	0.34	443
10-19	0.29	373
20-34	0.38	488
35-54	0.70	902
55-64	0.49	636
65+	0.32	420

**Q24. Which of the following best describes your race/ethnicity?**

Q24. Race/ethnicity	Number	Percent
White/Caucasian	1088	83.2 %
African American/Black	67	5.1 %
Asian/Pacific Islander	42	3.2 %
Native American/Eskimo	41	3.1 %
Mixed Race	21	1.6 %
Other	26	2.0 %
Not provided	43	3.3 %
Total	1328	

**Q25. Are you or other members of your household of Spanish, Hispanic, or Latino heritage?**

<u>Q25. Spanish, Hispanic, or Latino heritage</u>	<u>Number</u>	<u>Percent</u>
Yes	85	6.5 %
No	1198	91.7 %
<u>Not provided</u>	<u>24</u>	<u>1.8 %</u>
Total	1307	100.0 %

**Q26. What is your gender?**

<u>Q26. Gender</u>	<u>Number</u>	<u>Percent</u>
Male	632	48.4 %
<u>Female</u>	<u>675</u>	<u>51.6 %</u>
Total	1307	100.0 %



# 2011 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, Budget 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 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 police services	5	4	3	2	1	9
B.	Overall quality of fire and emergency medical services	5	4	3	2	1	9
C.	Overall efforts by the City to ensure the community is prepared for emergencies	5	4	3	2	1	9
D.	Overall maintenance of City streets, sidewalks and infrastructure	5	4	3	2	1	9
E.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
F.	Overall flow of traffic and congestion management on streets in the City	5	4	3	2	1	9
G.	Overall quality of the City's stormwater management system	5	4	3	2	1	9
H.	Overall quality of City water utility services	5	4	3	2	1	9
I.	Overall quality of City wastewater utility services	5	4	3	2	1	9
J.	Overall quality of City trash and yardwaste services	5	4	3	2	1	9
K.	Overall quality of planning and developmental services (building inspections, building permits, etc)	5	4	3	2	1	9
L.	Overall quality of public the City's transportation services	5	4	3	2	1	9
M.	Overall quality of the City's parks and recreation system	5	4	3	2	1	9
N.	Overall quality of customer service provided by the City	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].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

**3. PERCEPTIONS OF THE CITY.** Several items that may influence your perception of the City of Lawrence are listed below. Please rate 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 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.	The mix of retail, residential, and entertainment establishments in Downtown Lawrence	5	4	3	2	1	9

**4. POLICE 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.	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.	Availability and effectiveness of animal control services	5	4	3	2	1	9
H.	Parking enforcement services	5	4	3	2	1	9
I.	The City's crime prevention education efforts including problem oriented policing, Neighborhood Watch, Citizens Academy, & other efforts	5	4	3	2	1	9

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

<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 Downtown Lawrence in the day	5	4	3	2	1	9
D.	In Downtown Lawrence after dark	5	4	3	2	1	9
E.	In City parks during the day	5	4	3	2	1	9
F.	In City parks after dark	5	4	3	2	1	9

**6. 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

**7. 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 and facilities at City parks (playgrounds, picnic shelters, etc.)	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 (ball diamonds, tennis courts, rec centers, picnic shelters, etc.)	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 youth sports fields in Lawrence	5	4	3	2	1	9
K.	Availability of adult sports fields in Lawrence	5	4	3	2	1	9
L.	Availability of information about parks and recreation programs	5	4	3	2	1	9
M.	Overall Quality of Eagle Bend Golf Course (appearance, operation and playability)	5	4	3	2	1	9
N.	Mowing & trimming along City streets	5	4	3	2	1	9
O.	Overall cleanliness of public areas in the City of Lawrence	5	4	3	2	1	9
P.	Variety of recreation programs offered by the City	5	4	3	2	1	9
Q.	Cost of parks and recreation programs and services offered by the City	5	4	3	2	1	9
R.	The City's park and recreation website ( <a href="http://www.lprd.org">www.lprd.org</a> )	5	4	3	2	1	9

**8. 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 7 above].**

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

**9. MAINTENANCE AND PUBLIC WORKS.** 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.	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 street signs	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

**10. Which THREE of the maintenance and public works 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 9 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

**11. PUBLIC INFORMATION.** 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.	Availability of information about City services and activities	5	4	3	2	1	9
B.	Timeliness of information provided by the City	5	4	3	2	1	9
C.	The quality of the City's cable television channel	5	4	3	2	1	9
D.	Usefulness of the information that is available on the City's Web site	5	4	3	2	1	9
E.	Usefulness of the information that is available thru the City's social network sites (Twitter, Facebook, etc.)	5	4	3	2	1	9

**12. SOLID WASTE DISPOSAL SERVICES.** Rate your satisfaction with each item listed below using 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.	Residential trash services	5	4	3	2	1	9
B.	Yardwaste collection services	5	4	3	2	1	9
C.	City efforts to inform residents about recycling opportunities	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 (for oil, paint, etc)	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 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.	Taste of your drinking water	5	4	3	2	1	9
B.	Smell of your drinking water	5	4	3	2	1	9
C.	Clarity 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.	City efforts to prevent backups of wastewater into your home	5	4	3	2	1	9
I.	City efforts to minimize the odor from wastewater treatment facilities	5	4	3	2	1	9
J.	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.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

**15. TRANSPORTATION.** 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.	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.	Availability of bicycle lanes	5	4	3	2	1	9
D.	Traffic signal coordination on major city streets	5	4	3	2	1	9
E.	The number of destinations served by public transportation in Lawrence	5	4	3	2	1	9
F.	The frequency of public transportation service in Lawrence (how often buses come by each stop)	5	4	3	2	1	9
G.	Availability of pedestrian (walking) paths in Lawrence	5	4	3	2	1	9
H.	Availability of biking lanes and paths in Lawrence	5	4	3	2	1	9
I.	Availability of parking in Downtown Lawrence	5	4	3	2	1	9

**16. 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 15 above.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_



**17. 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.**

<b>During the past 12 months have you:</b>		<b>YES</b>	<b>NO</b>	<b>Don't Remember</b>
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.	Visited a City park	1	2	9
H.	Used a City walking/biking trail or path	1	2	9

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

\_\_\_(1) Yes [answer Question 18a-e]      \_\_\_(2) No [go to Question 19]

**18a. [Only if YES to Q#18] Which department did you contact most recently?**

- |   |  |
|---|--|
| ___(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) Other: _____   |

**18b-e.[Only if "YES" to Q#18] 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.**

<b>Behavior of Employees</b>		<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Don't Know</b>
b.	City employees were courteous and polite	5	4	3	2	1	9
c.	City employees were professional	5	4	3	2	1	9
d.	City employees were responsive to my concerns	5	4	3	2	1	9
e.	I was satisfied with the overall quality of service provided	5	4	3	2	1	9

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

<b>How Satisfied are you with:</b>		<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>Don't Know</b>
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 types of retail and entertainment establishments that are available	5	4	3	2	1	9
D.	The hours businesses are open	5	4	3	2	1	9
E.	Ease of getting to Downtown Lawrence	5	4	3	2	1	9
F.	How safe you feel in Downtown Lawrence during the day	5	4	3	2	1	9
G.	How safe you feel in Downtown Lawrence after dark	5	4	3	2	1	9
H.	Entertainment and programs in Downtown Lawrence (movies, concerts, special events, parades, etc.)	5	4	3	2	1	9
I.	Beautification of Downtown Lawrence (flowers, trees, etc.)	5	4	3	2	1	9

**DEMOGRAPHICS**

**20. Approximately how many years have you lived in Lawrence?** \_\_\_\_\_ years

**21. Are you a student in a college or university?**

\_\_\_(1) Yes

\_\_\_(2) No

**22. Do you own or rent your current residence?**

\_\_\_(1) Own

\_\_\_(2) Rent

**23. 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+ \_\_\_\_\_

**24. 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 \_\_\_\_\_

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

\_\_\_(1) Yes

\_\_\_(2) No

**26. What is your gender?**

\_\_\_(1) Male

\_\_\_(2) Female

**27. 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 sticker to 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.