

# City of Kirkwood Community Survey

## Findings Report

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# 2021

**Submitted to the City of Kirkwood, Missouri**

by:  
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**June 2021**



**ETC**  
INSTITUTE

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# 2021 City of Kirkwood Community Survey

## Executive Summary

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### Purpose and Methodology

ETC Institute administered a survey to residents of the City of Kirkwood during the spring of 2021. The purpose of the survey was to help the City of Kirkwood ensure that the city's priorities continue to match the needs and desires of residents. This is the fourth time ETC Institute has administered the *DirectionFinder*® survey for the City of Kirkwood. The first survey was conducted in 2014.

The five-page survey, cover letter, and postage-paid return envelope were mailed to a random sample of households in the City of Kirkwood. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey.

To prevent people who were not residents of Kirkwood from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 500 residents. This goal was far exceeded, with a total of 882 residents completing the survey. The overall results for the sample of 882 households have a precision of at least +/-3.3% at the 95% level of confidence.

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 Kirkwood with the results from other communities in ETC Institute's *DirectionFinder*® database. Since the number of "don't know" responses often reflect the utilization and awareness of city services, the percentage of "don't know" responses have 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:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey, including trend data,
- benchmarking data that show how the results for Kirkwood compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

## Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: public safety services provided by the City (94%), City Water service (87%), Parks & Recreation programs and facilities provided by the City (87%), solid waste services (86%), and Kirkwood Electric service (85%).

Based on the sum of their top three choices, the City services that should receive the most emphasis over the next two years were: condition of City streets (81%), condition of City sidewalks (48%), and the flow of traffic and congestion management in Kirkwood (31%).

## Overall Satisfaction with Perceptions of the City

**Perception of the City.** Overall satisfaction with perceptions of the City that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall quality of life in the City (91%), overall feeling of safety in the City (89%), and overall quality of services provided by the City of Kirkwood (86%).

**Perceptions of Safety.** Residents’ perceptions of safety that had the highest levels of satisfaction, based upon the combined percentage of “very safe” and “safe” responses among residents *who had an opinion*, were: walking in the neighborhood during the day (98%), in Downtown Kirkwood during the day (97%), and in City parks during the day (97%).

## Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how quickly Fire/Emergency Medical Services personnel respond to emergencies (92%), overall quality of local Fire protection/Emergency Medical Services (92%), the overall quality of local police protection (86%), how quickly police respond to emergencies (85%), and the overall attitude and behavior of the Police Department personnel toward citizens (84%).

Based on the sum of their top three choices, the public safety services that respondents indicated should receive the most emphasis over the next two years were: visibility of police in neighborhoods (47%), visibility of police in retail areas (37%), and the enforcement of local traffic laws (29%).

- **Water Services.** The highest levels of satisfaction with water services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of tap water (86%), the overall quality of water service (82%), and water pressure on a typical day (78%).

Based on the sum of their top two choices, the water services that respondents indicated should receive the most emphasis over the next two years were: the overall quality of tap water (34%) and what is being charged for water (31%).

- **Waste Collection Services.** The highest levels of satisfaction with waste collection services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of residential trash collection services (91%), quality of recycling collection services (88%), and quality of yard waste collection services (71%).

Based on the sum of their top two choices, the waste collection service items that respondents indicated should receive the most emphasis over the next two years were: the value received for the cost of yard waste bags/stickers (45%) and the value received for the cost of trash and recycling collection services (31%).

- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of business property (64%), enforcing codes designed to protect public health and safety (60%), and the maintenance of residential property (59%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: maintenance of City parks (91%), the quality of outdoor athletic fields (81%), the quality of the City’s outdoor aquatic center (75%), and the quality of the City’s indoor ice rink (73%).

Based on the sum of their top three choices, the parks and recreation items that respondents indicated should receive the most emphasis over the next two years were: the maintenance of City parks (35%), the quality and condition of community center facilities (31%), and City recreation programs such as classes, senior activities, athletic leagues, and day camps (22%).

- **Communication.** The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of the City’s Parks & Recreation program guide (75%), the availability of information about City programs and services (69%), and the quality of the City’s citizen newsletter, *Eye on Kirkwood* (69%).

Based on the sum of their top three choices, the communication items that respondents indicated should receive the most emphasis over the next two years were: the level of public involvement in local decision making (39%), the City’s efforts to keep the community informed about local issues (37%), and the availability of information about City programs and services (29%).

## Additional Findings

- **Sidewalks.** The highest levels of satisfaction with City sidewalks, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the distance of sidewalk from roadway and moving vehicles (57%) and the extent that sidewalks are clear of weeds, brush, and overhanging limbs (50%).
- **Kirkwood Electric.** Seventy-seven percent (77%) of respondent households indicated they are a Kirkwood Electric Customer. Of those households, the highest levels of satisfaction with their service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of electric service provided (91%) and how quickly Kirkwood Electric responds to service outages (78%).
- **Billing.** The highest levels of satisfaction with billing items, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how easy the bill is to understand (90%), the accuracy of the bill (89%), and the overall quality of the City’s billing customer service (85%).
- **Sources of Information.** The primary sources of information that residents use most to learn about City issues, services, and events include: Webster Kirkwood Times articles (76%), *Eye on Kirkwood* monthly newsletter appearing in Webster Kirkwood Times (54%), friends/neighbors (50%), and the Parks & Recreation program guide in the Webster Kirkwood Times (35%).

## How the City of Kirkwood Compares to Other Communities Nationally

Satisfaction ratings for the City of Kirkwood **rated the same as or above the U.S. average in 31 of the 35 areas** that were assessed. The City of Kirkwood rated significantly higher than the U.S. average (difference of 5% or more) in 27 of these areas. Listed below are the comparisons between the City of Kirkwood and the U.S. average:

City Service	Kirkwood	U.S.	Difference	Category
Quality of City's outdoor aquatic center	75%	36%	40%	Parks and Recreation
Ease of registering for programs	68%	39%	29%	Parks and Recreation
Quality of outdoor athletic fields	81%	53%	29%	Parks and Recreation
Quality of customer service from City employees	78%	51%	27%	Major Categories of City Services
Overall quality of services provided by the City	86%	59%	27%	Perceptions of the City
Parks & Recreation programs/facilities provided by City	87%	59%	27%	Major Categories of City Services
City Water service	87%	62%	25%	Major Categories of City Services
Quality of recycling collection services	88%	63%	24%	Waste Collection Services
Quality & condition of community center facilities	62%	38%	24%	Parks and Recreation
Effectiveness of City communication with the public	71%	48%	23%	Major Categories of City Services
Overall quality of local police protection	86%	64%	22%	Public Safety
How quickly police respond to emergencies	85%	65%	19%	Public Safety
Solid waste services	86%	68%	18%	Major Categories of City Services
Availability of information about City programs & services	69%	51%	18%	Communication
Public safety services provided by City	94%	77%	17%	Major Categories of City Services
Quality of residential trash collection services	91%	75%	16%	Waste Collection Services
Overall appearance of City	82%	66%	16%	Perceptions of the City
Overall value received for City tax and fees	59%	44%	15%	Perceptions of the City
Overall feeling of safety in City	89%	75%	14%	Perceptions of the City
How quickly Fire/EMS personnel respond to emergencies	92%	81%	11%	Public Safety
Maintenance of business property	64%	53%	10%	Code Enforcement
Quality of yard waste collection services	71%	61%	10%	Waste Collection Services
City efforts to inform about local issues	60%	51%	9%	Communication
Quality of City's website	59%	50%	9%	Communication
Maintenance of residential property	59%	51%	9%	Code Enforcement
Overall quality of local Fire protection/EMS	92%	85%	7%	Public Safety
Level of public involvement in local decision making	43%	38%	5%	Communication
Flow of traffic & congestion management	59%	56%	3%	Major Categories of City Services
Enforcing mowing & trimming of lawns on private property	50%	49%	1%	Code Enforcement
Enforcement of local traffic laws	61%	60%	1%	Public Safety
Visibility of police in neighborhoods	62%	62%	0%	Public Safety
Visibility of police in retail areas	59%	62%	-3%	Public Safety
Enforcement of City codes & ordinances	47%	52%	-5%	Major Categories of City Services
Condition of City sidewalks	30%	51%	-21%	Major Categories of City Services
Condition of City streets	20%	54%	-34%	Major Categories of City Services

## How the City of Kirkwood Compares to Other Communities Regionally

Satisfaction ratings for the City of Kirkwood **rated the same as or above the average for the Plains Region in 28 of the 35 areas** that were assessed. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma. The City of Kirkwood rated significantly higher than this average (difference of 5% or more) in 24 of these areas. Listed below are the comparisons between the City of Kirkwood and the average for the Plains Region:

City Service	Kirkwood	Plains Region	Difference	Category
Quality of City's outdoor aquatic center	75%	40%	35%	Parks and Recreation
Quality of outdoor athletic fields	81%	51%	31%	Parks and Recreation
Ease of registering for programs	68%	40%	28%	Parks and Recreation
Quality of recycling collection services	88%	61%	27%	Waste Collection Services
City Water service	87%	61%	26%	Major Categories of City Services
Quality & condition of community center facilities	62%	39%	23%	Parks and Recreation
Quality of customer service from City employees	78%	58%	20%	Major Categories of City Services
Quality of yard waste collection services	71%	51%	20%	Waste Collection Services
Availability of information about City programs & services	69%	50%	19%	Communication
Solid waste services	86%	67%	19%	Major Categories of City Services
Overall quality of services provided by the City	86%	68%	18%	Perceptions of the City
Parks & Recreation programs/facilities provided by City	87%	69%	18%	Major Categories of City Services
Quality of City's website	59%	41%	17%	Communication
How quickly police respond to emergencies	85%	68%	17%	Public Safety
Quality of residential trash collection services	91%	75%	16%	Waste Collection Services
Effectiveness of City communication with the public	71%	57%	15%	Major Categories of City Services
Overall quality of local police protection	86%	72%	14%	Public Safety
Overall appearance of City	82%	68%	14%	Perceptions of the City
Overall value received for City tax and fees	59%	48%	12%	Perceptions of the City
Maintenance of business property	64%	52%	12%	Code Enforcement
Overall feeling of safety in City	89%	78%	11%	Perceptions of the City
How quickly Fire/EMS personnel respond to emergencies	92%	81%	11%	Public Safety
Public safety services provided by City	94%	87%	7%	Major Categories of City Services
Maintenance of residential property	59%	52%	7%	Code Enforcement
Overall quality of local Fire protection/EMS	92%	87%	4%	Public Safety
Enforcing mowing & trimming of lawns on private property	50%	50%	0%	Code Enforcement
City efforts to inform about local issues	60%	60%	0%	Communication
Level of public involvement in local decision making	43%	44%	0%	Communication
Flow of traffic & congestion management	59%	62%	-3%	Major Categories of City Services
Visibility of police in retail areas	59%	68%	-9%	Public Safety
Enforcement of City codes & ordinances	47%	57%	-10%	Major Categories of City Services
Visibility of police in neighborhoods	62%	73%	-11%	Public Safety
Enforcement of local traffic laws	61%	73%	-13%	Public Safety
Condition of City sidewalks	30%	49%	-19%	Major Categories of City Services
Condition of City streets	20%	53%	-33%	Major Categories of City Services



## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years to raise the City’s overall satisfaction rating are listed below:

- Condition of City streets (IS Rating=0.6480)
- Condition of City sidewalks (IS Rating=0.3330)

The table below shows the Importance-Satisfaction rating for all 11 major categories of City services that were rated.

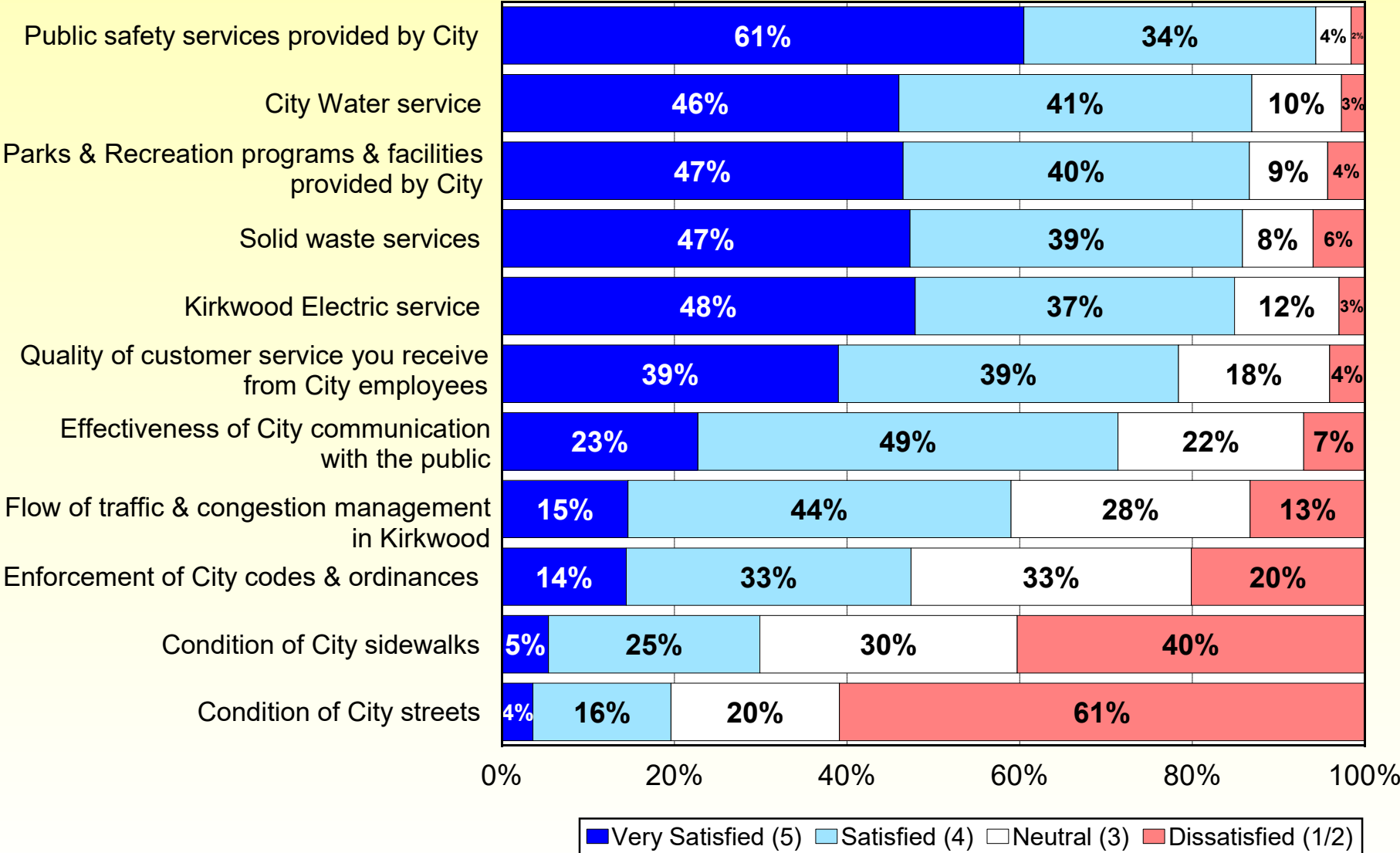
2021 Importance-Satisfaction Rating Kirkwood, MO Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Condition of City streets	81%	1	20%	11	0.6480	1
Condition of City sidewalks	48%	2	30%	10	0.3330	2
<b>High Priority (IS .10-.20)</b>						
Flow of traffic and congestion management in Kirkwood	31%	3	59%	8	0.1275	3
Enforcement of City codes & ordinances	23%	4	47%	9	0.1215	4
<b>Medium Priority (IS &lt;.10)</b>						
Effectiveness of City communication with the public	10%	7	71%	7	0.0286	5
Parks and recreation programs and facilities provided by the City	20%	5	87%	3	0.0273	6
Solid waste services	9%	8	86%	4	0.0122	7
Kirkwood Electric service	7%	9	85%	5	0.0110	8
Public safety services provided by City	19%	6	94%	1	0.0109	9
Quality of customer service you receive from City employees	4%	11	78%	6	0.0080	10
City Water service	6%	10	87%	2	0.0079	11

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

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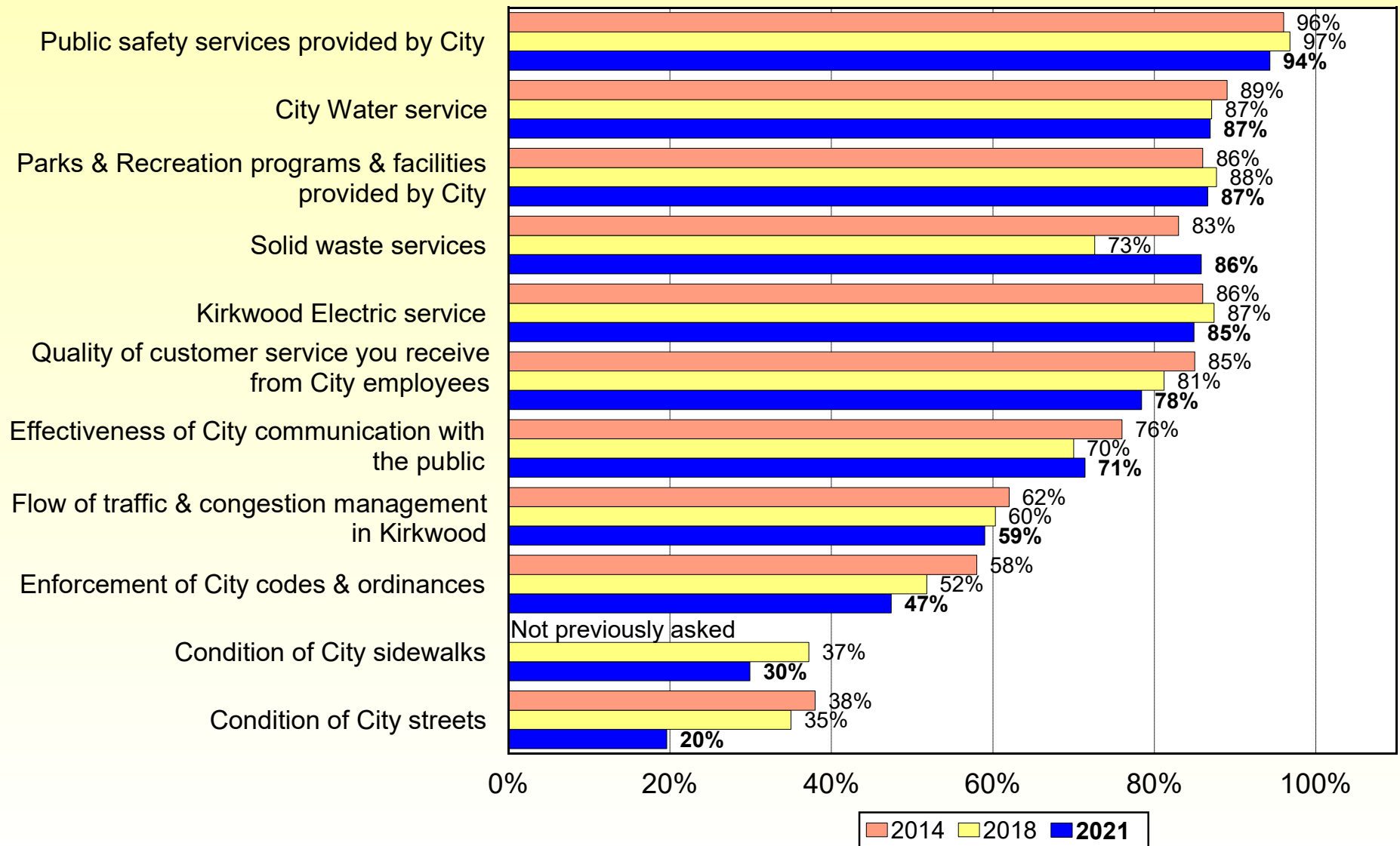
# Q1. Overall Satisfaction with City Services by Major Category

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



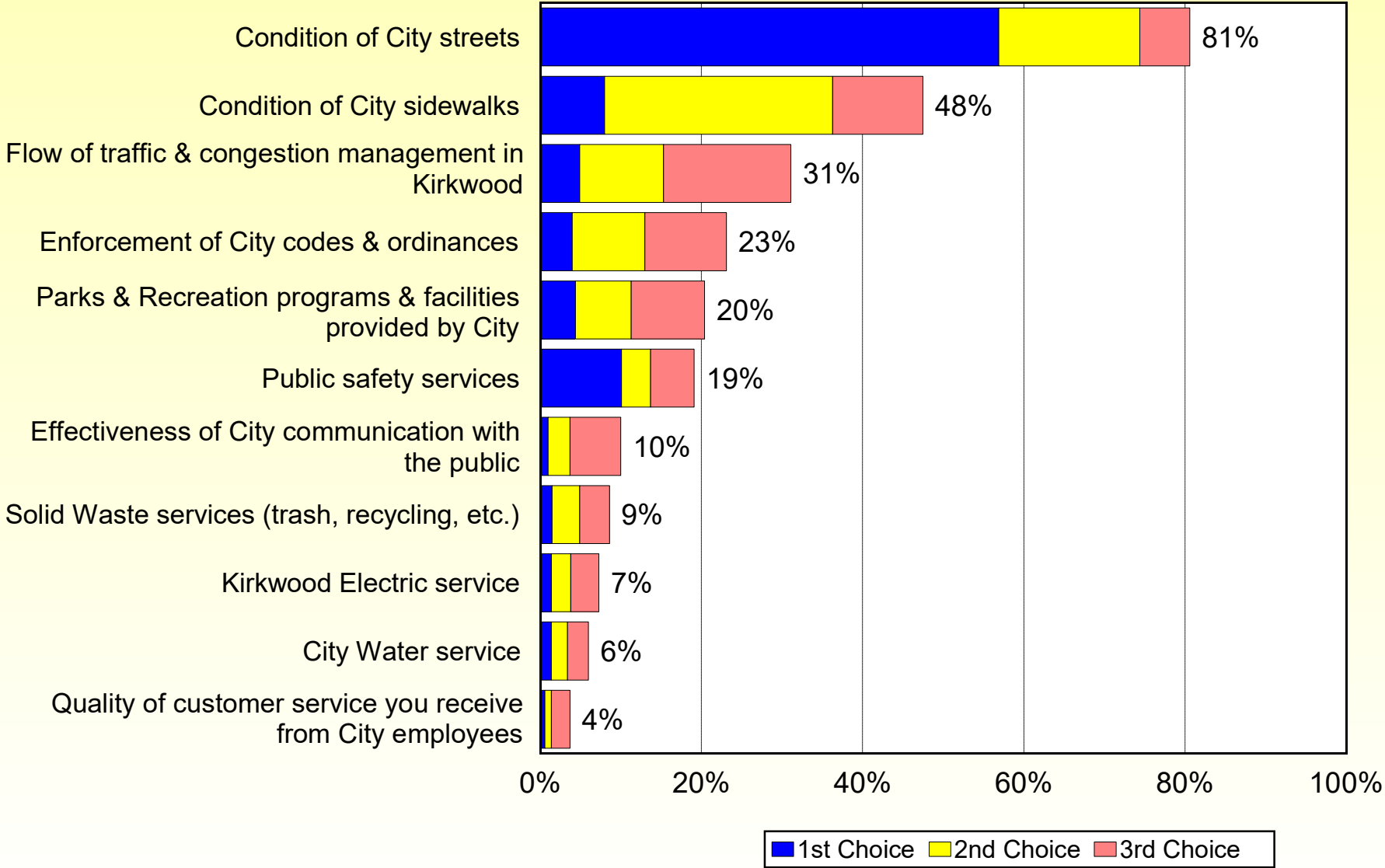
# TRENDS: Overall Satisfaction with City Services by Major Category - 2014 vs. 2018 vs. 2021

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



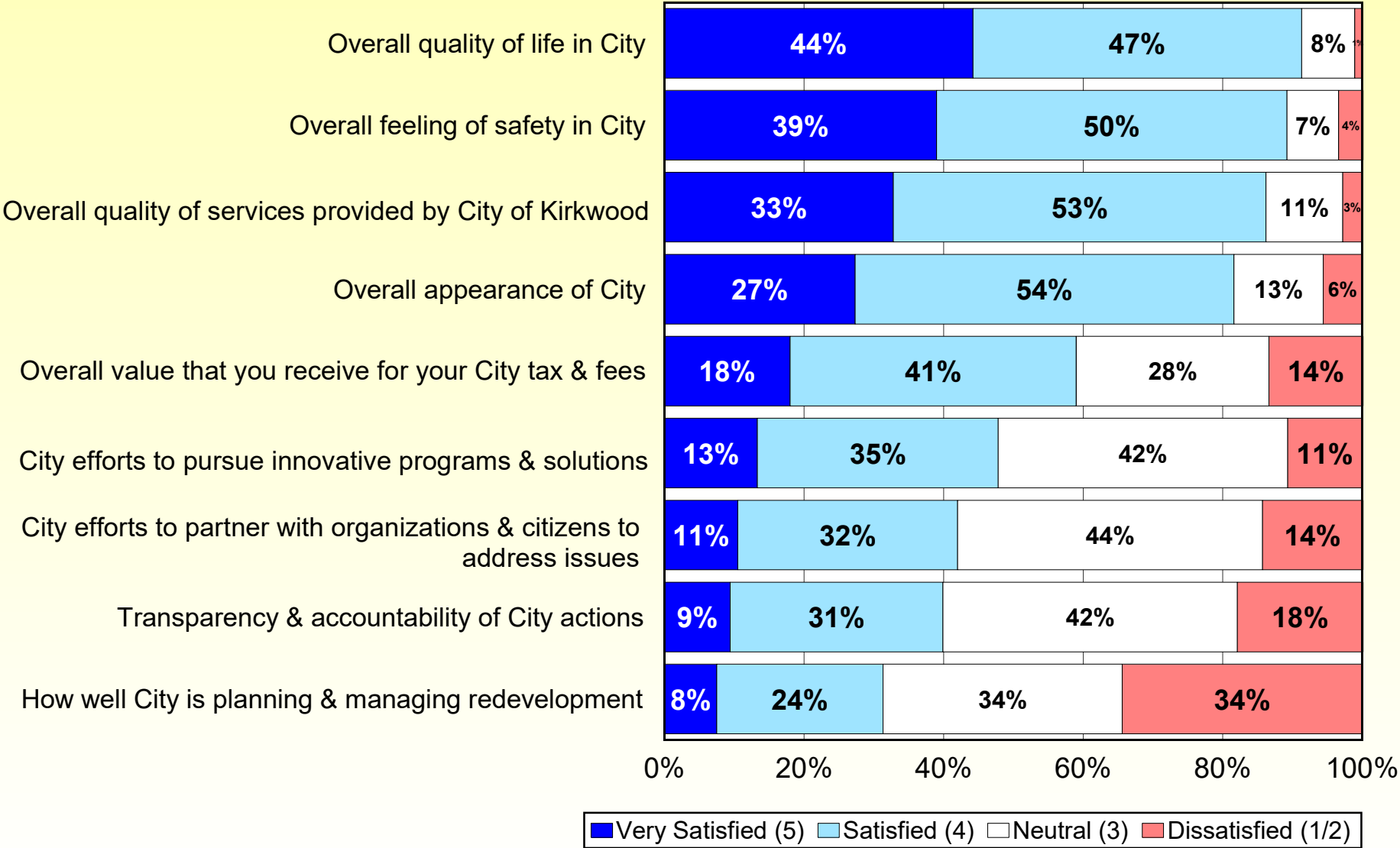
# Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



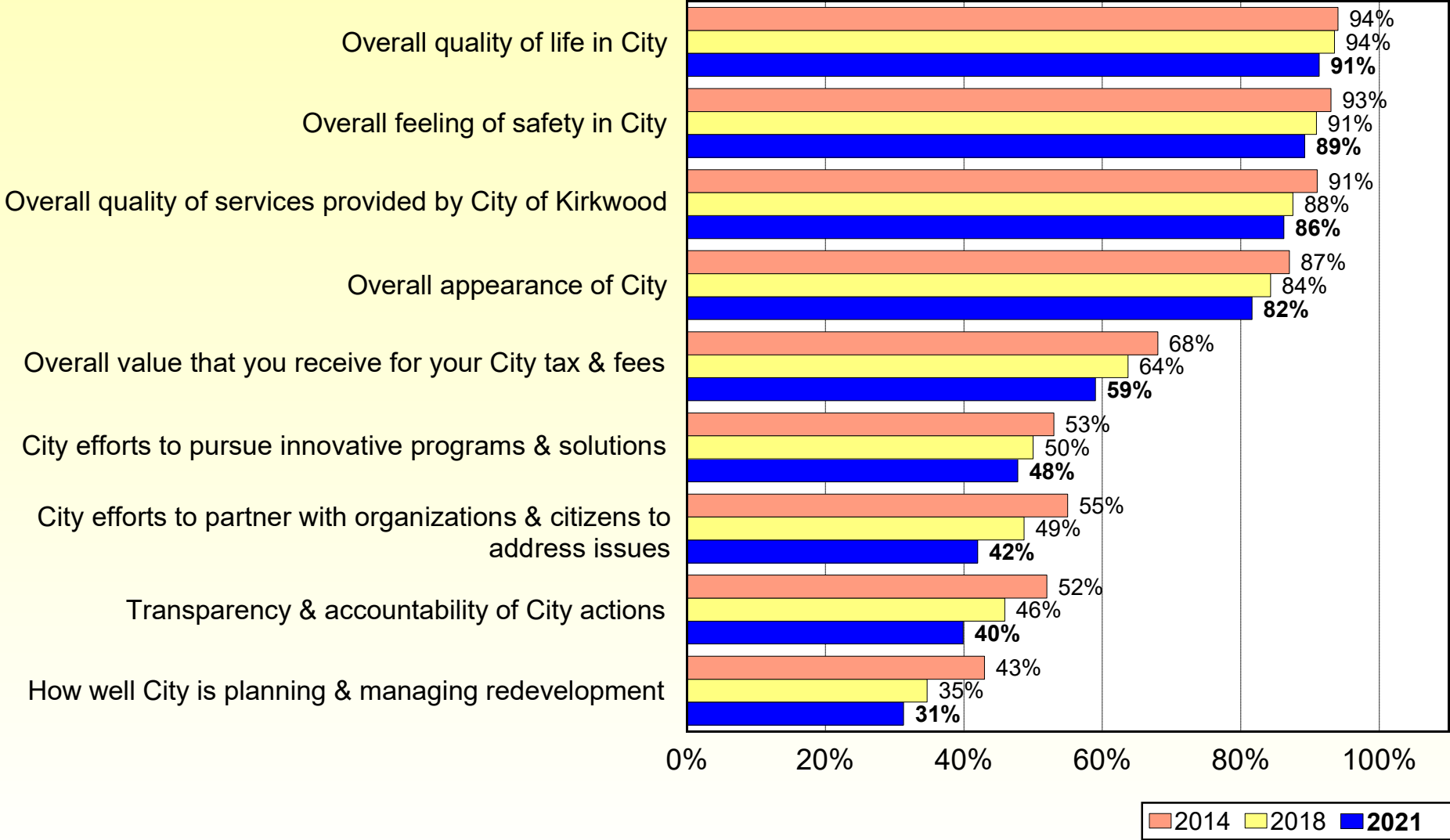
# Q3. Satisfaction with Items That Influence Perceptions Residents Have of the City

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



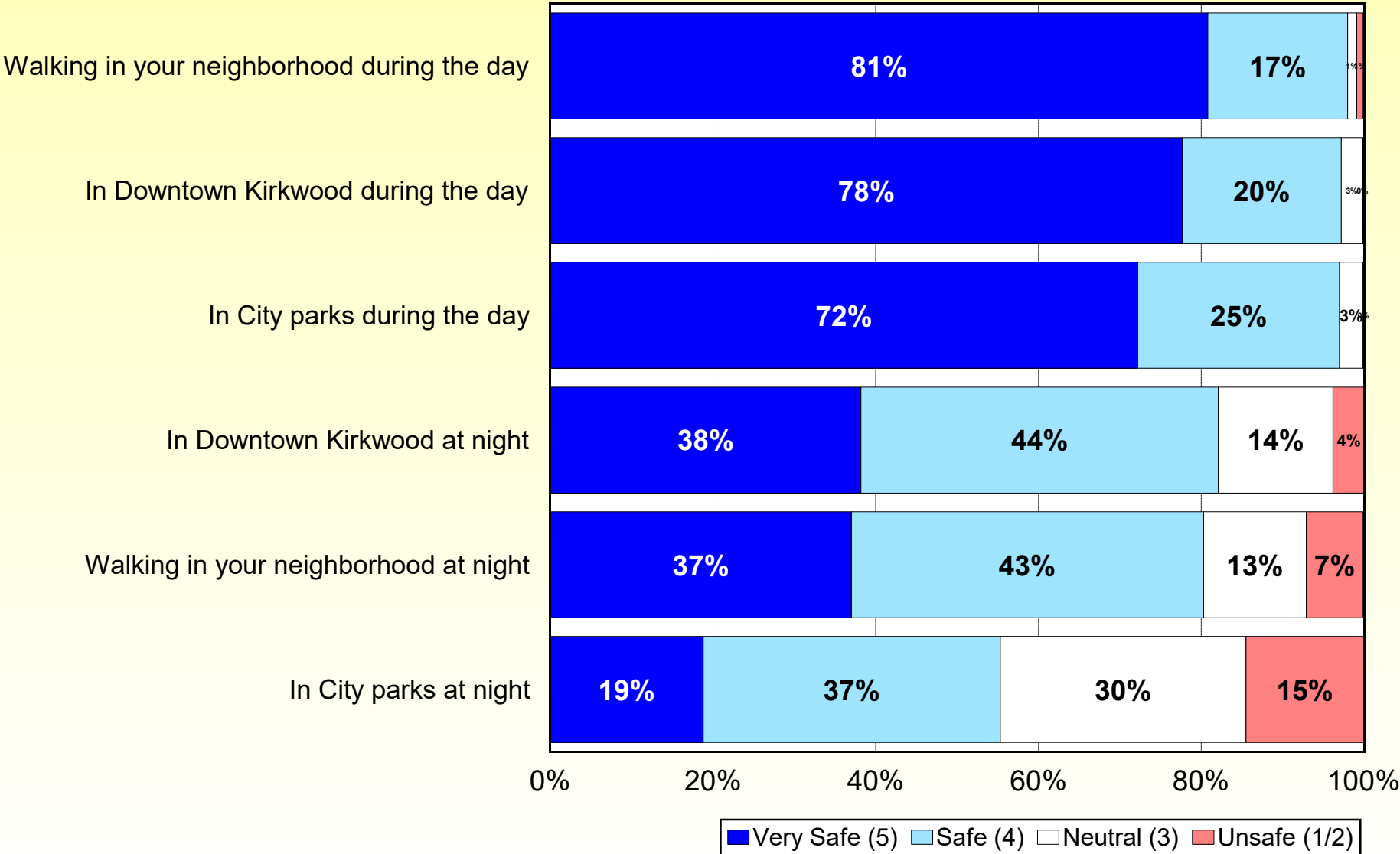
# TRENDS: Satisfaction with Items That Influence Perceptions Residents Have of the City - 2014 vs. 2018 vs. 2021

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



# Q4. Perceptions of Safety Residents Feel in Various Situations

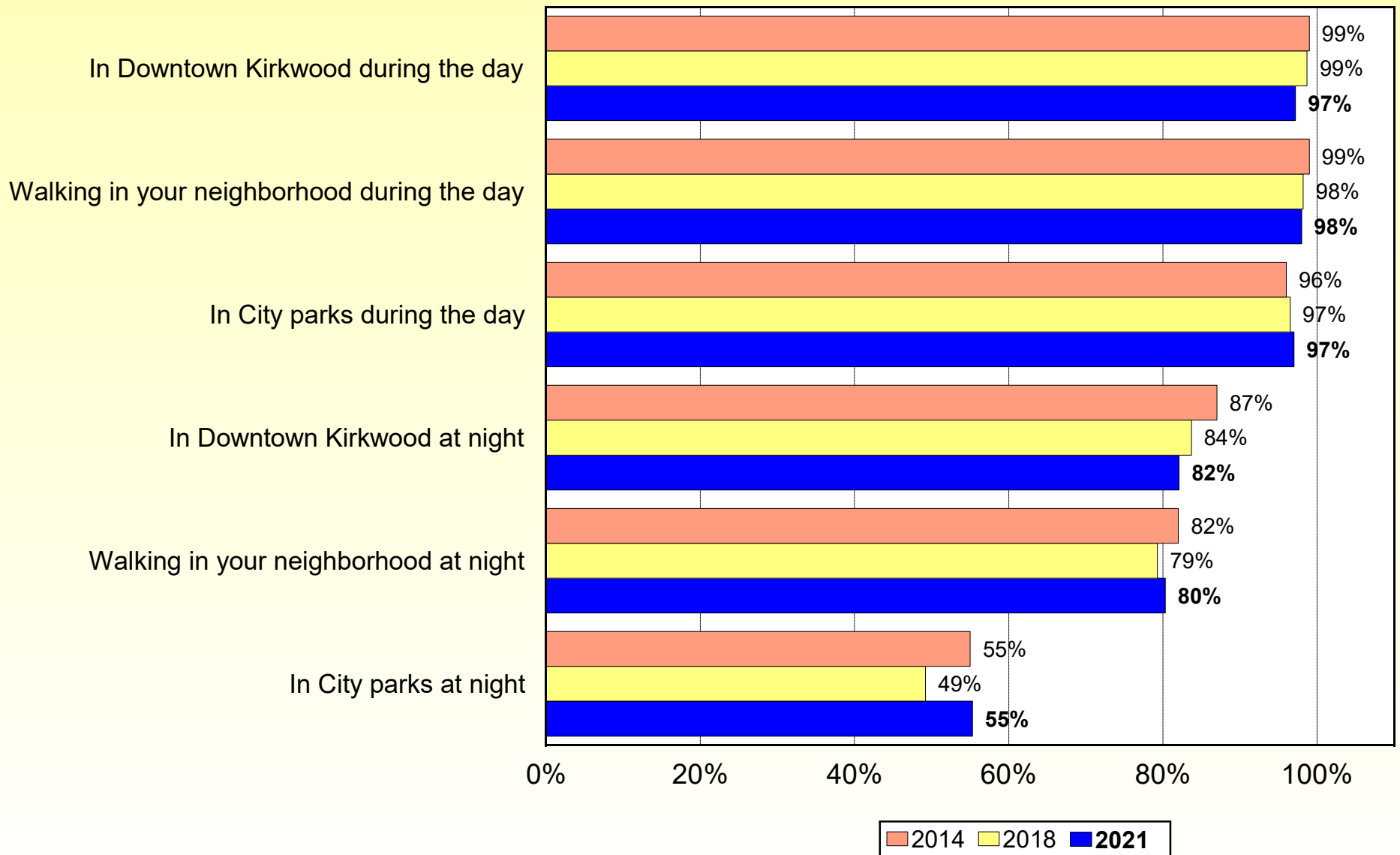
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)





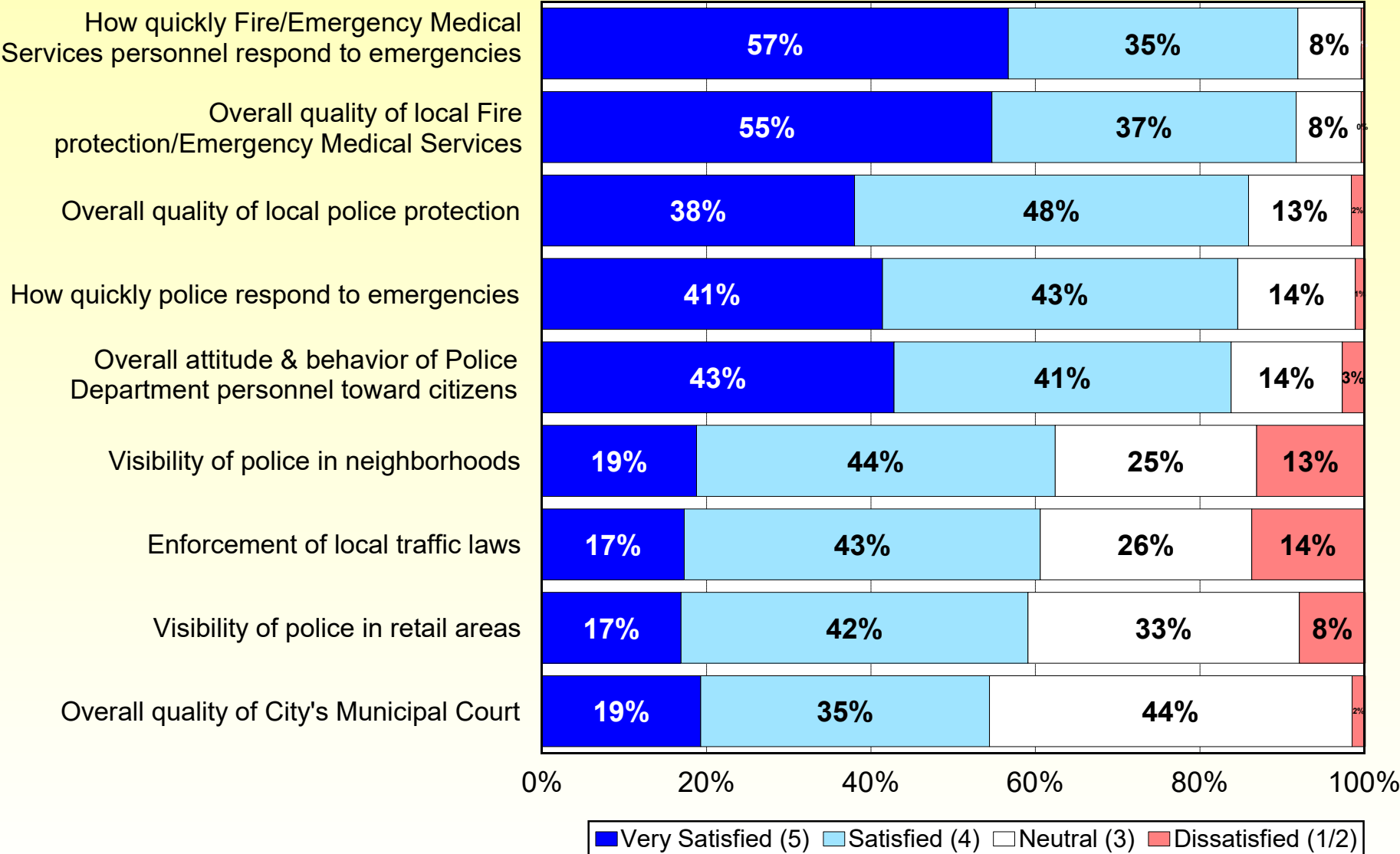
# TRENDS: Perceptions of Safety Residents Feel in Various Situations - 2014 vs. 2018 vs. 2021

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



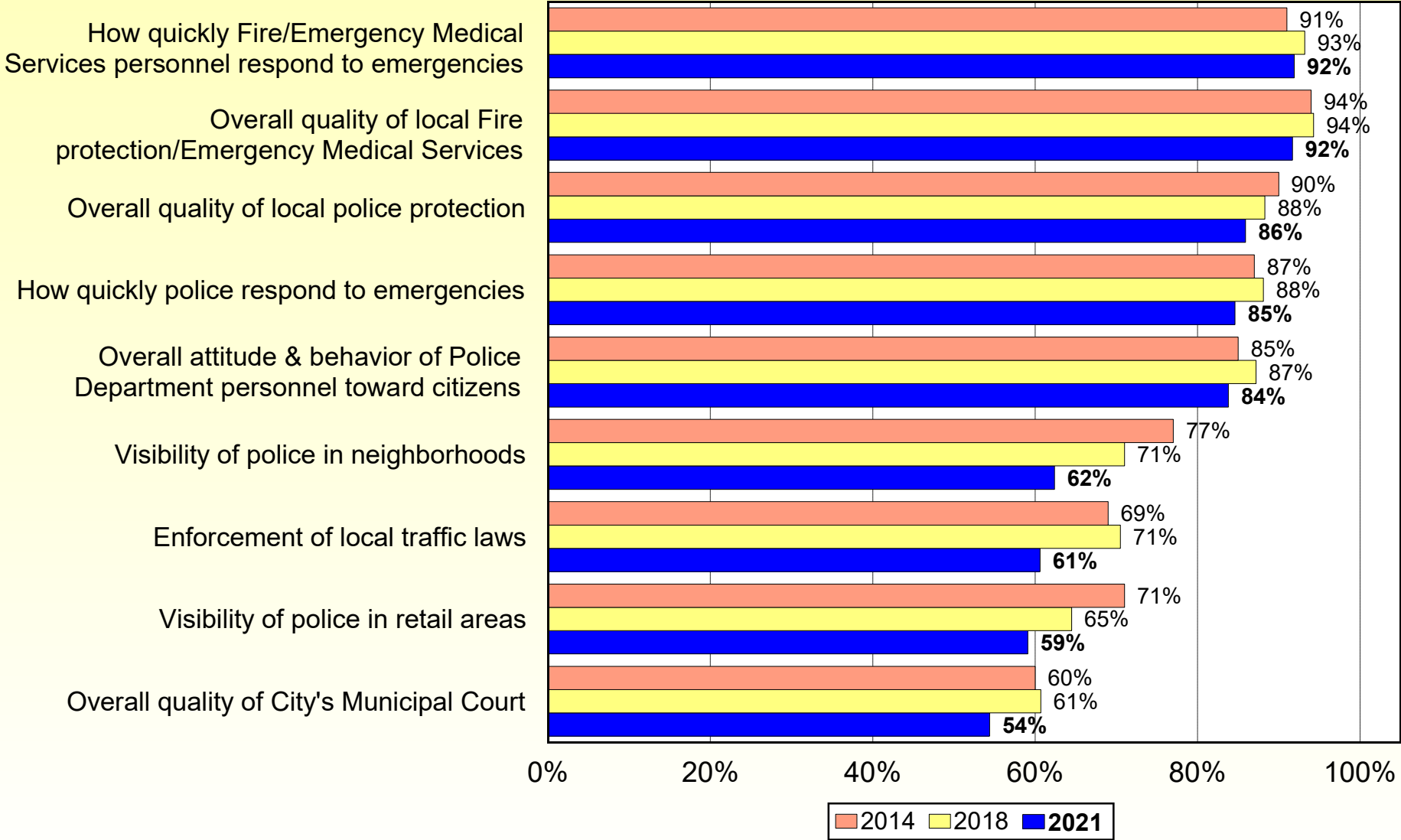
# Q5. Satisfaction with Various Aspects of Public Safety

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



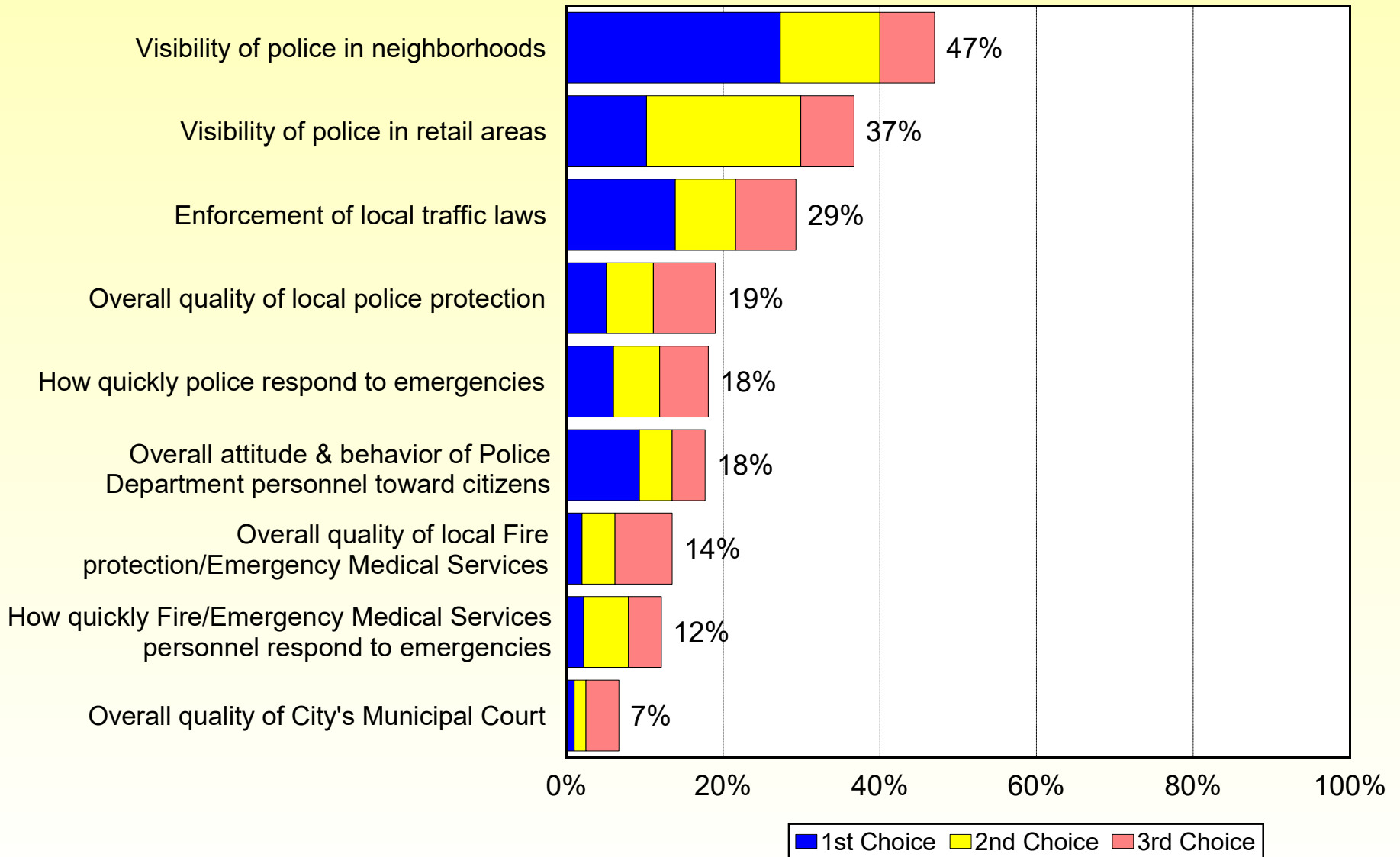
# TRENDS: Satisfaction with Various Aspects of Public Safety - 2014 vs. 2018 vs. 2021

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



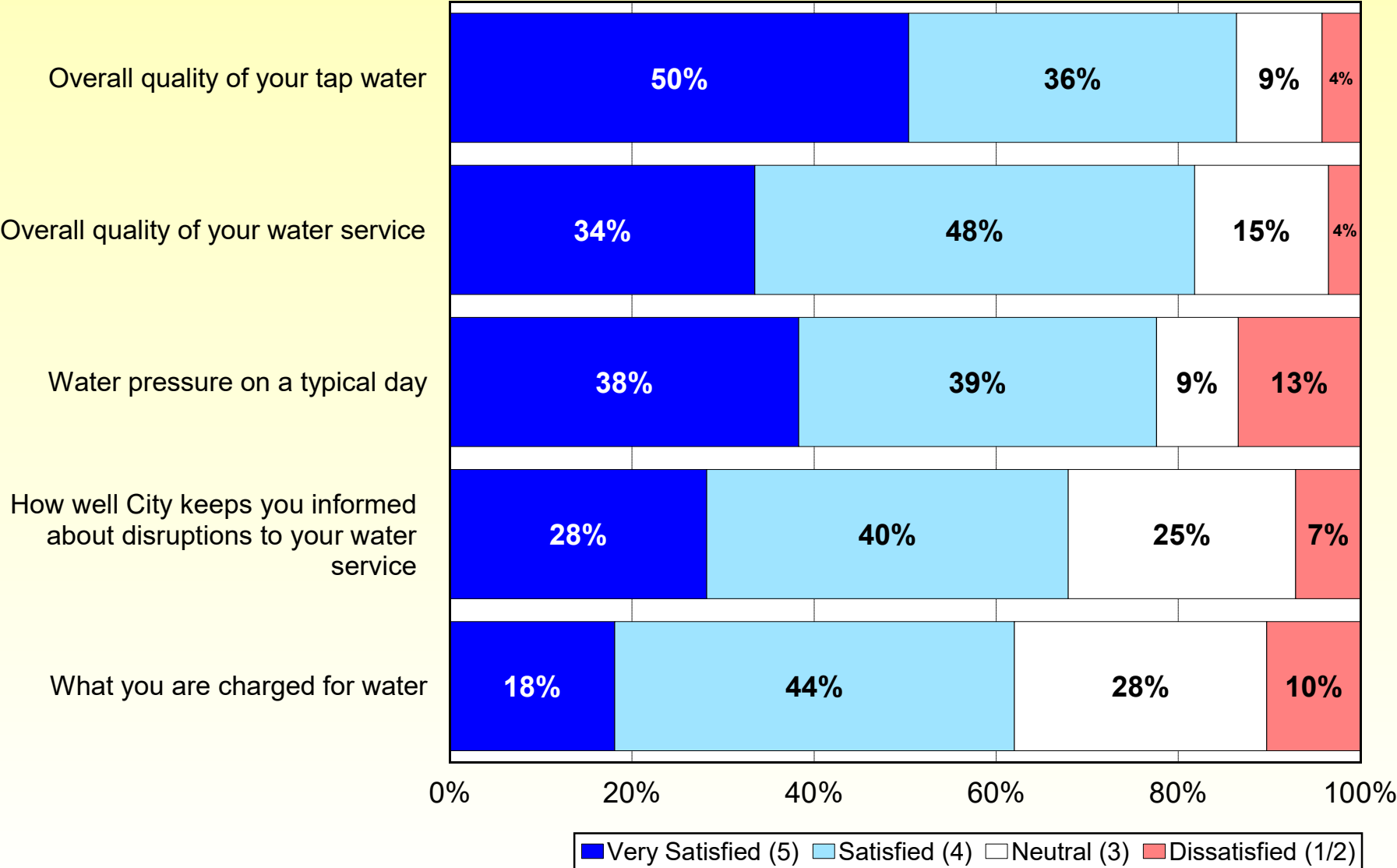
# Q6. Public Safety Items That Should Receive the Most Emphasis Over the Next Two Years

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



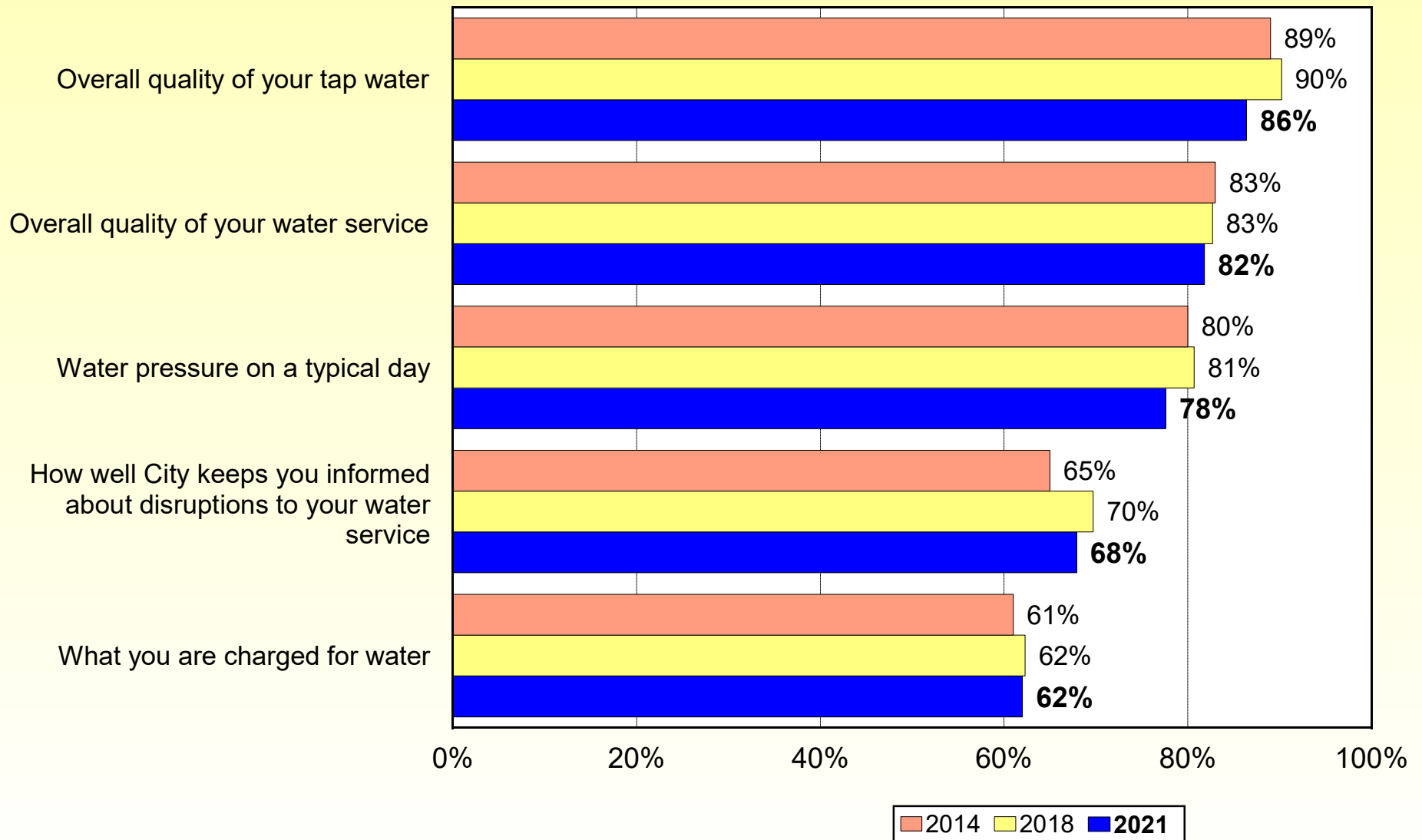
# Q7. Satisfaction with Various Aspects of Water Services

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



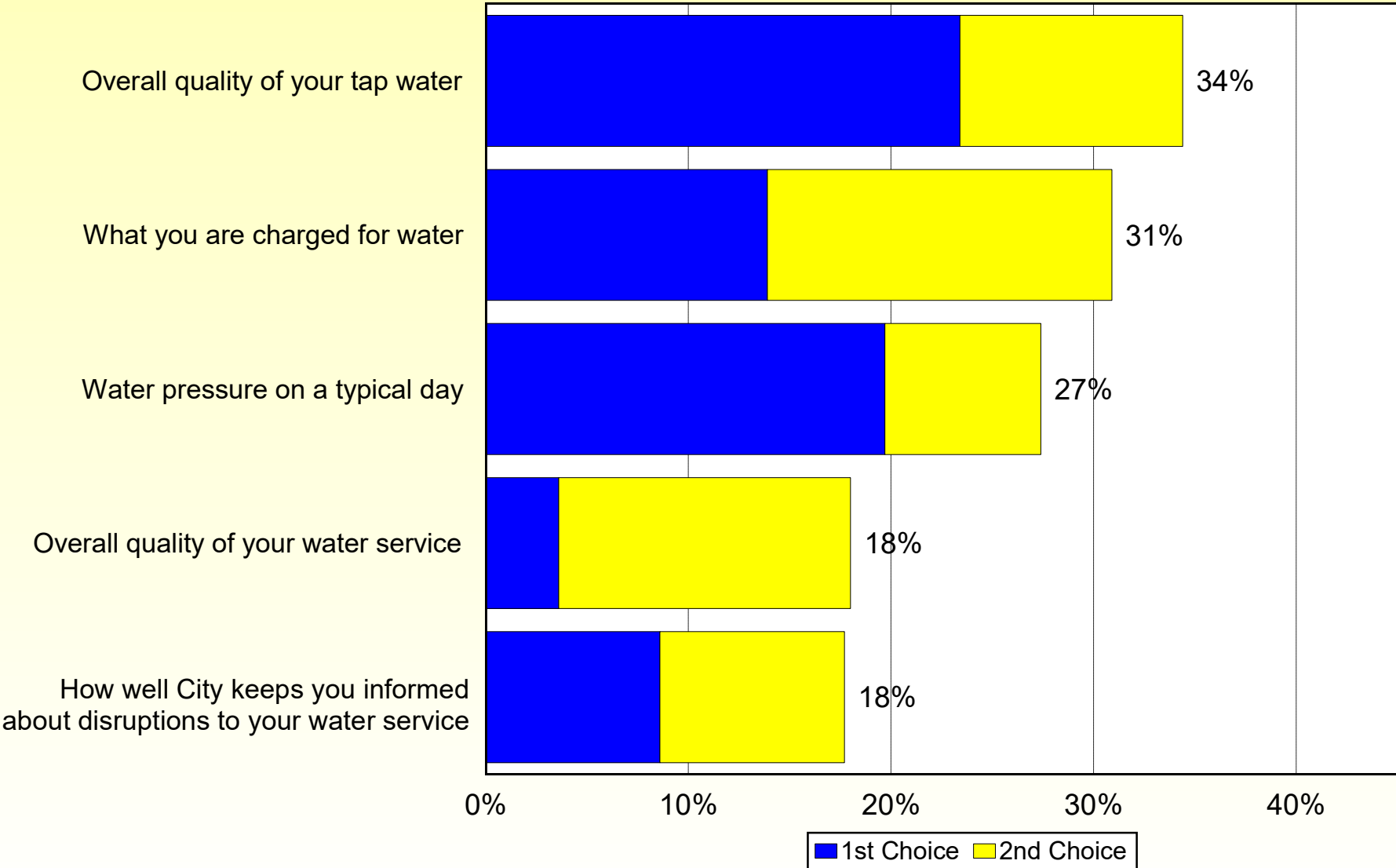
# TRENDS: Satisfaction with Various Aspects of Water Services - 2014 vs. 2018 vs. 2021

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



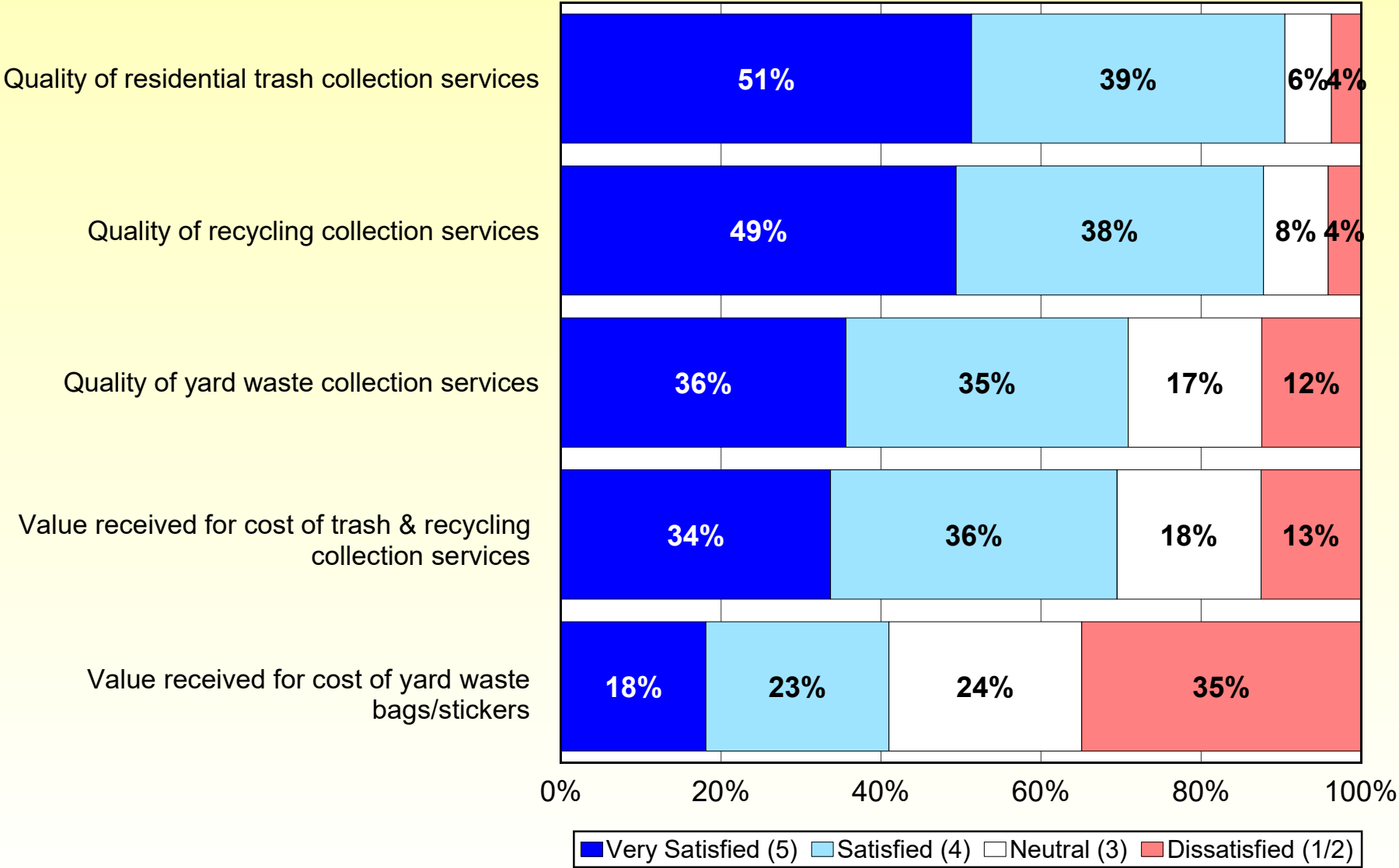
# Q8. Water Services That Should Receive the Most Emphasis Over the Next Two Years

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



# Q9. Satisfaction with Various Aspects of Waste Collection Services

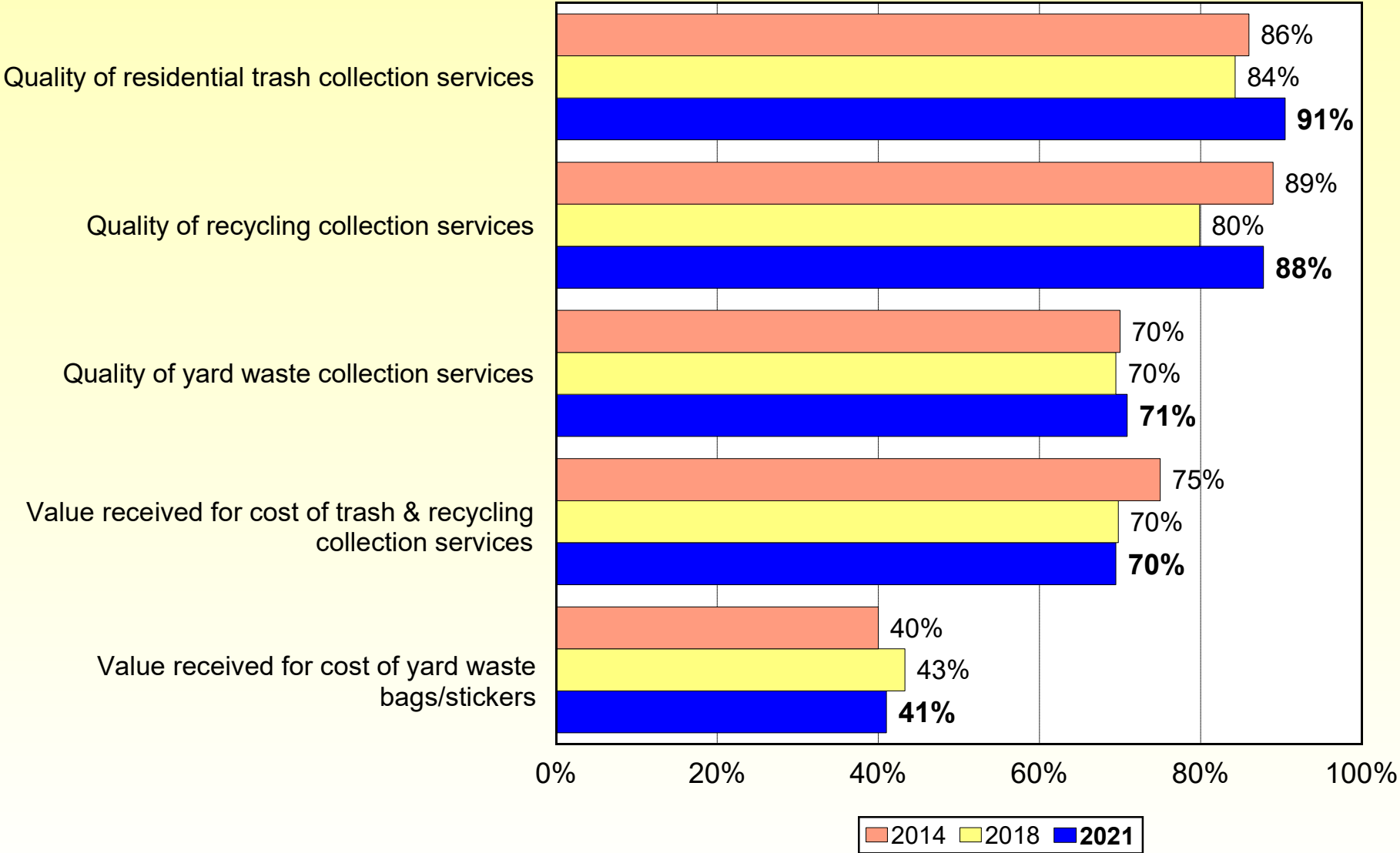
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)





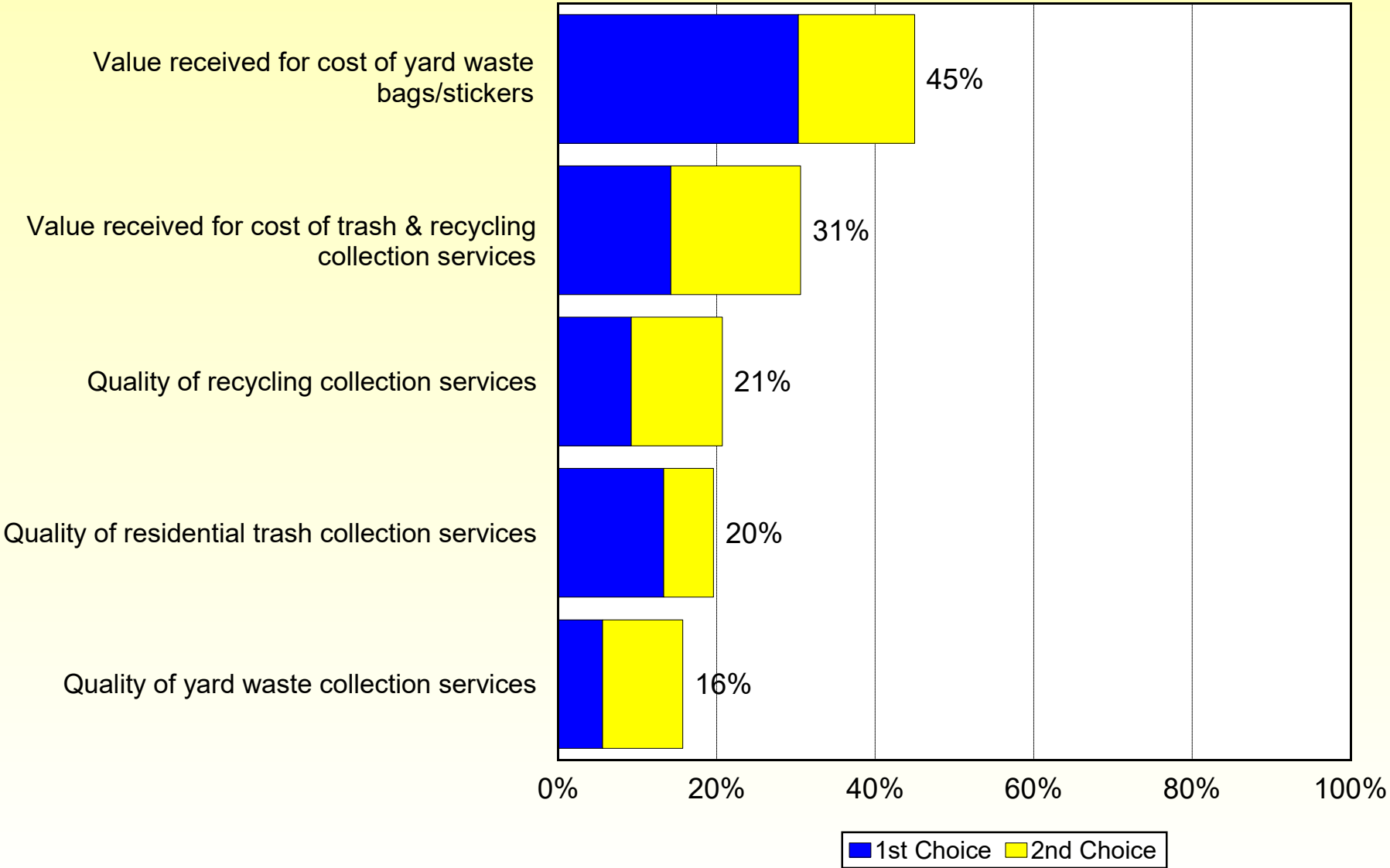
# TRENDS: Satisfaction with Various Aspects of Waste Collection Services - 2014 vs. 2018 vs. 2021

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



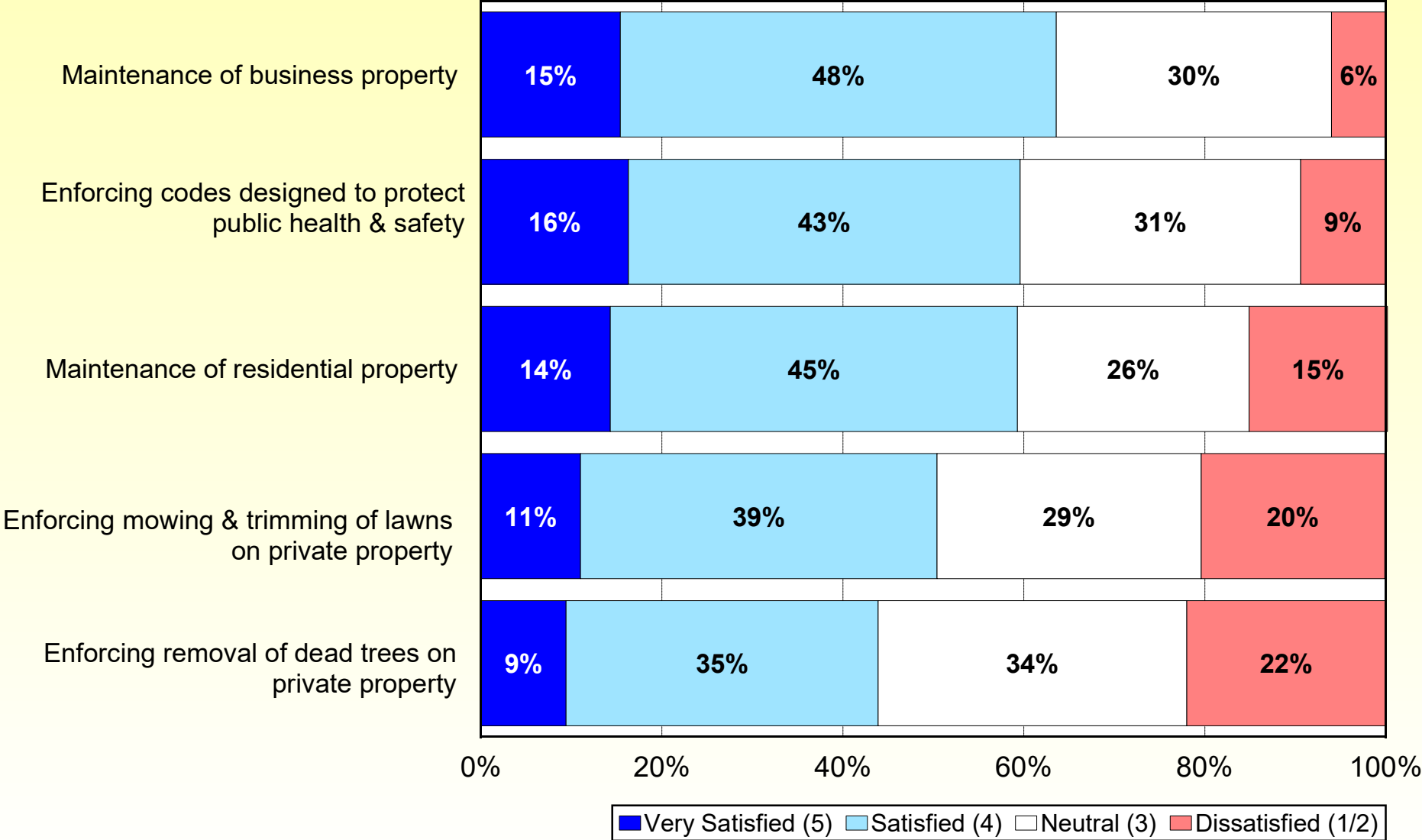
# Q10. Waste Collection Services That Should Receive the Most Emphasis Over the Next Two Years

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



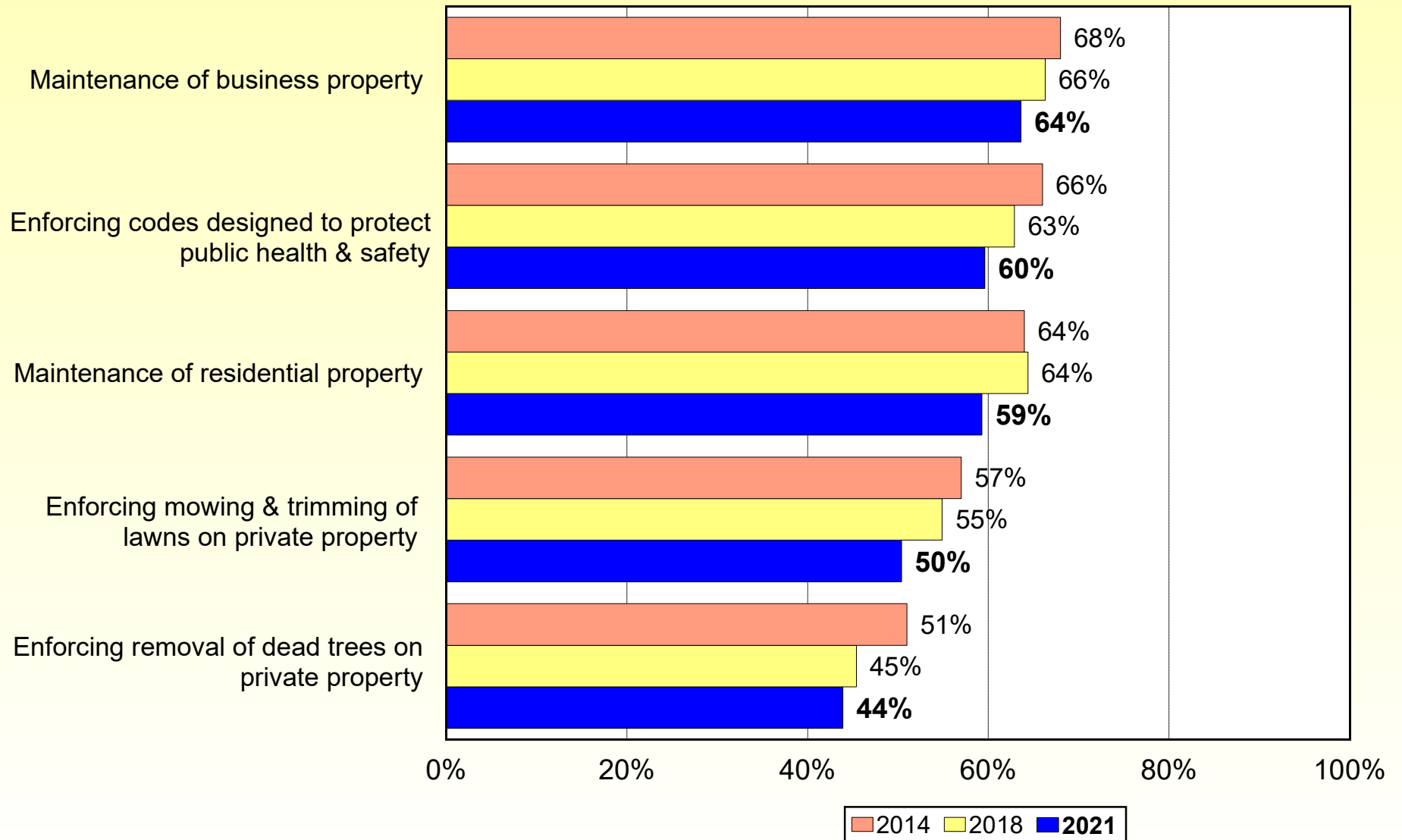
# Q11. Satisfaction with Various Aspects of Code Enforcement

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



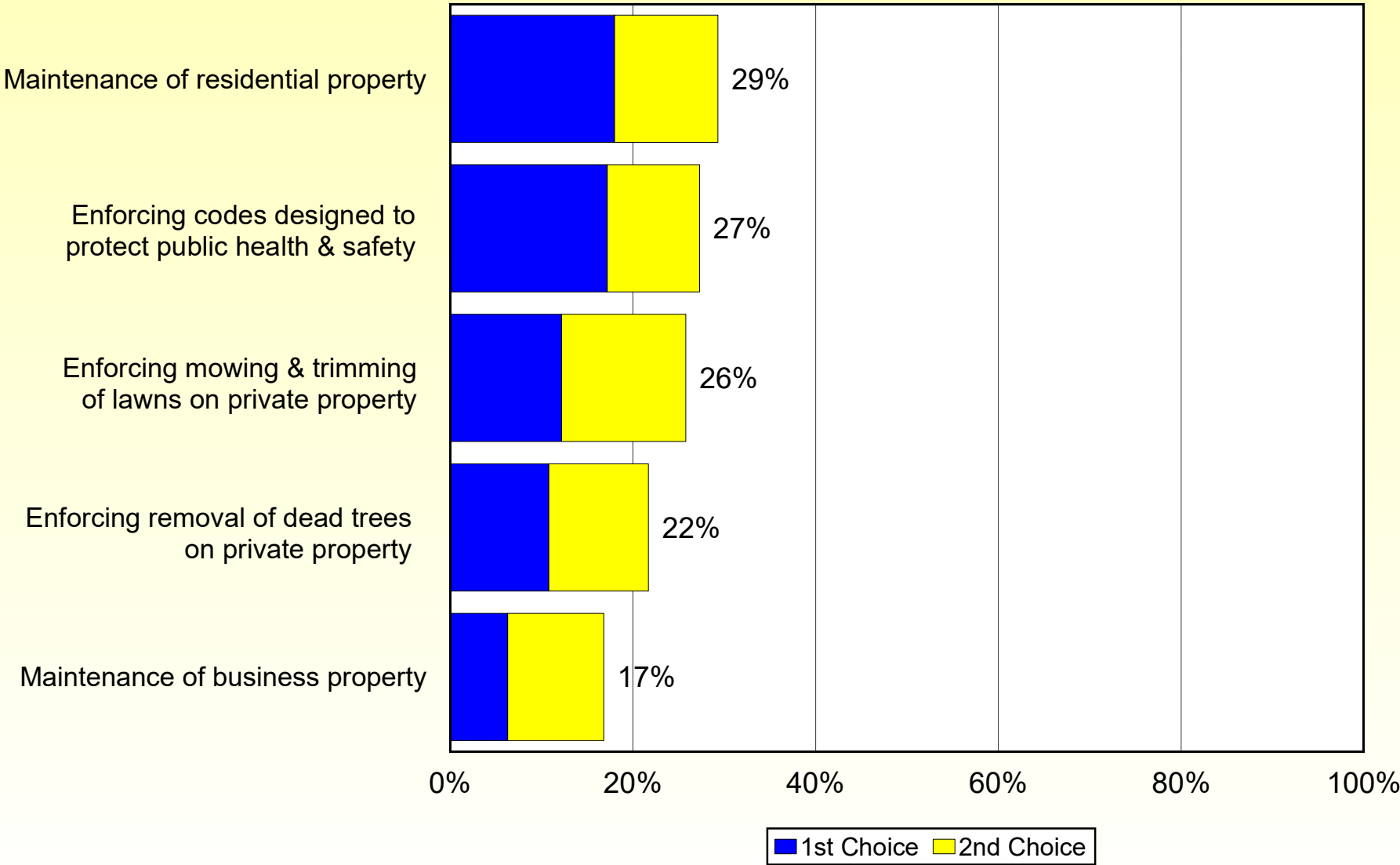
# TRENDS: Satisfaction with Various Aspects of Code Enforcement - 2014 vs. 2018 vs. 2021

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



# Q12. Code Enforcement Items That Should Receive the Most Emphasis Over the Next Two Years

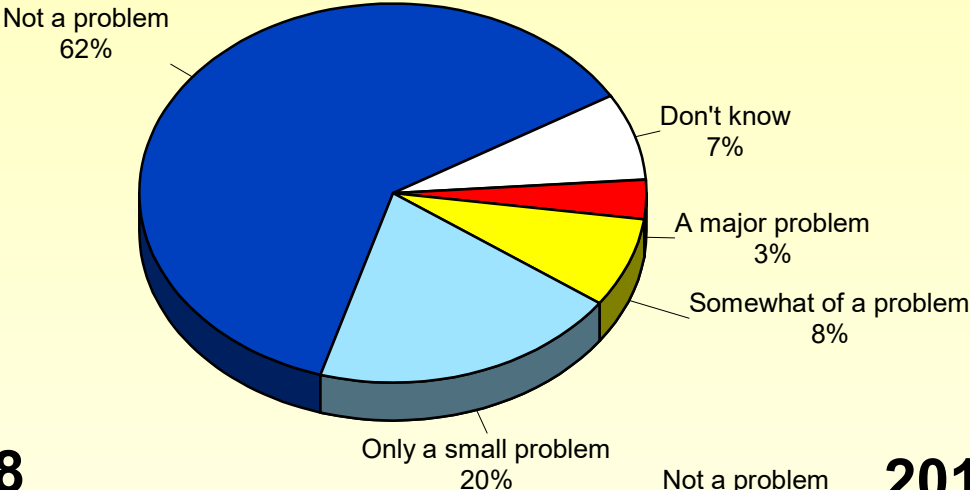
by percentage of respondents who selected the item as one of their top two choices



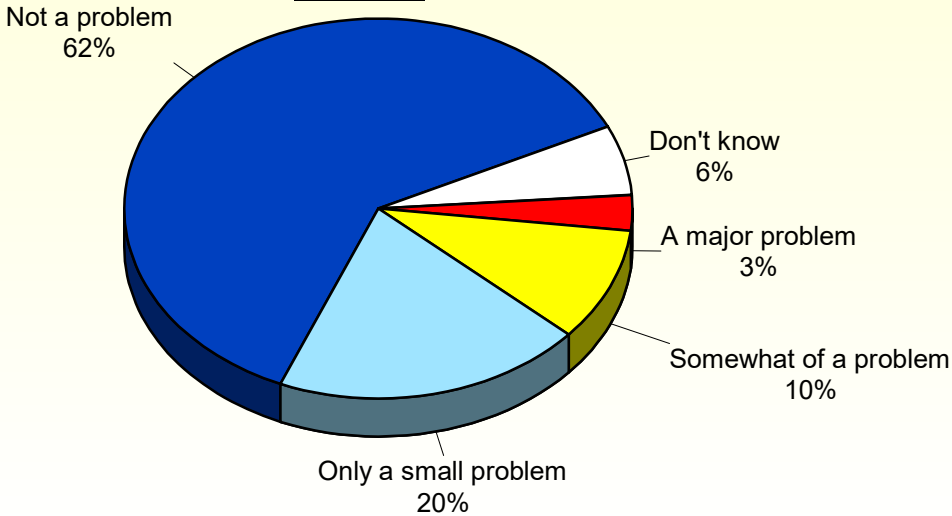
# Q13. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood?

by percentage of respondents

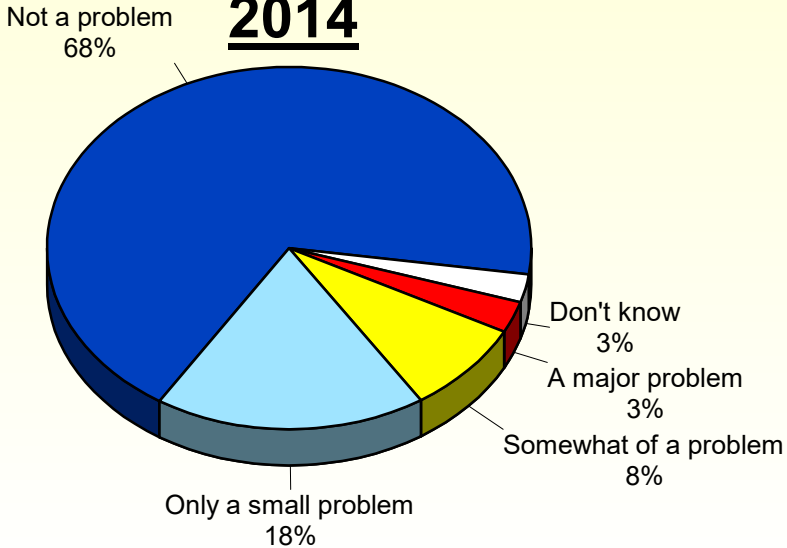
## 2021



## 2018

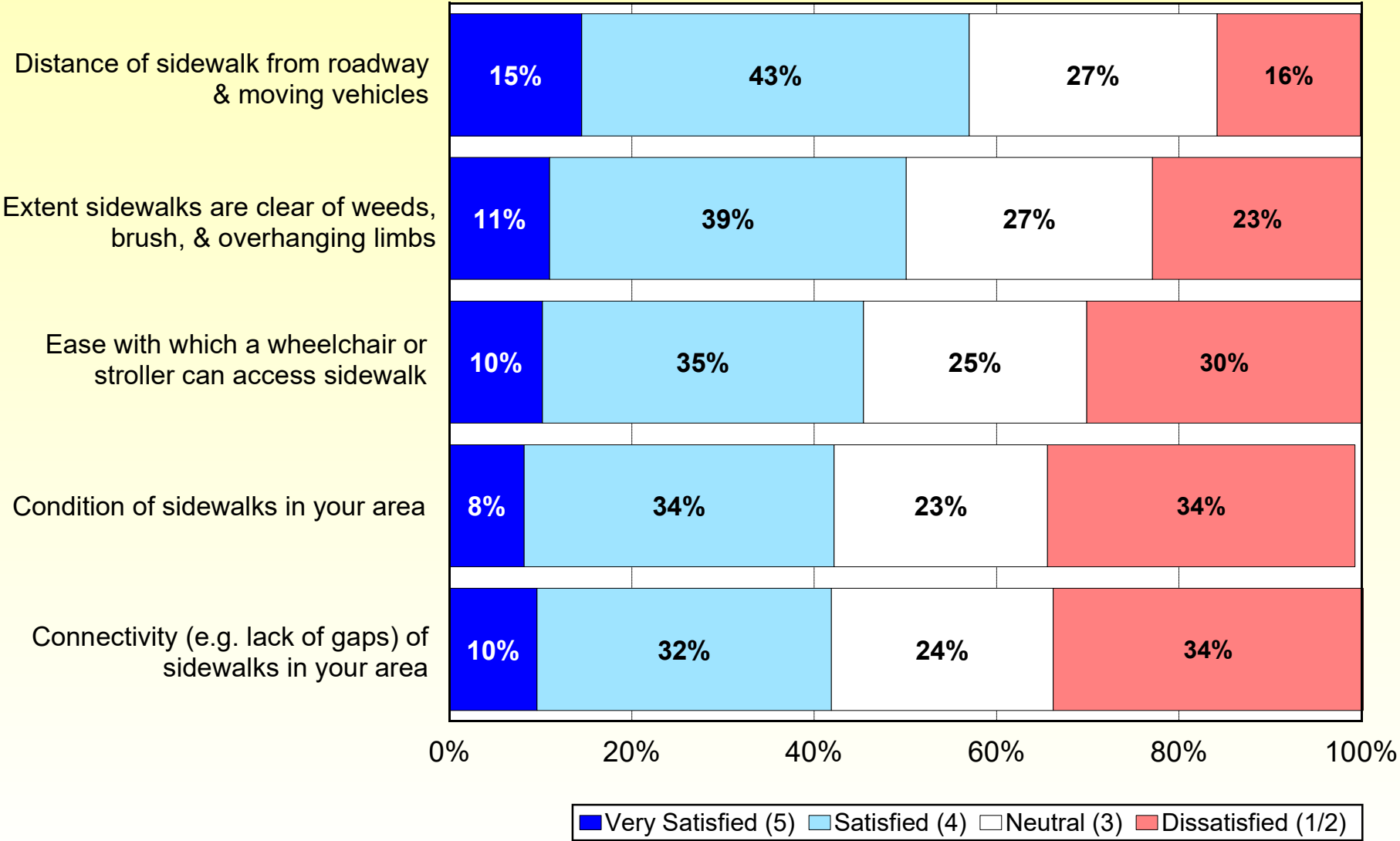


## 2014



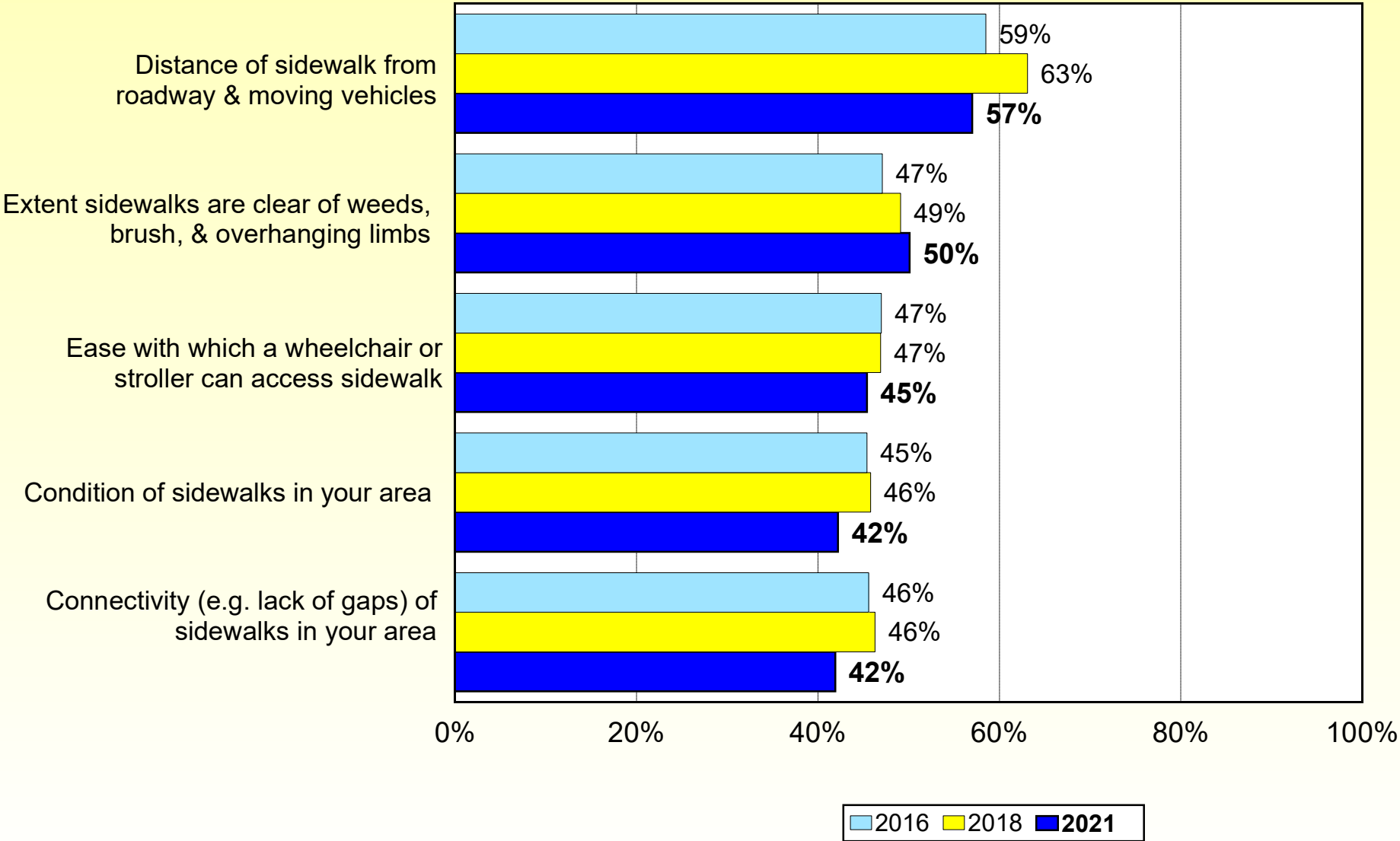
# Q14. Satisfaction with Various Aspects of Sidewalks

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



# TRENDS: Satisfaction with Various Aspects of Sidewalks - 2016 vs. 2018 vs. 2021

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

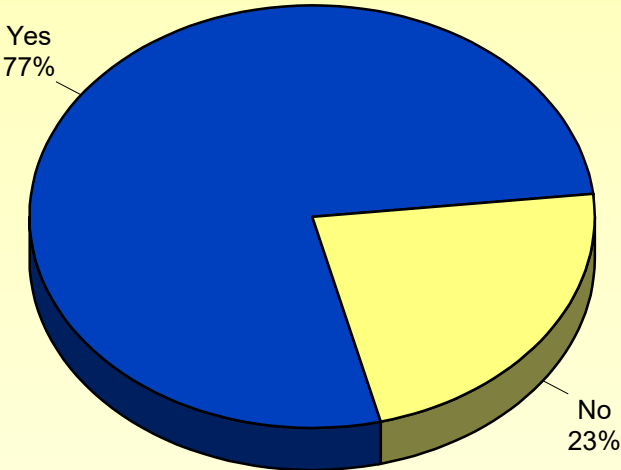




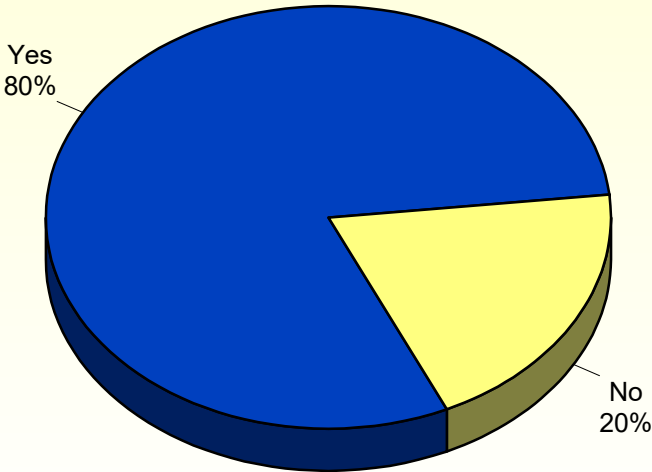
# Q15. Are you a Kirkwood Electric Customer?

by percentage of respondents

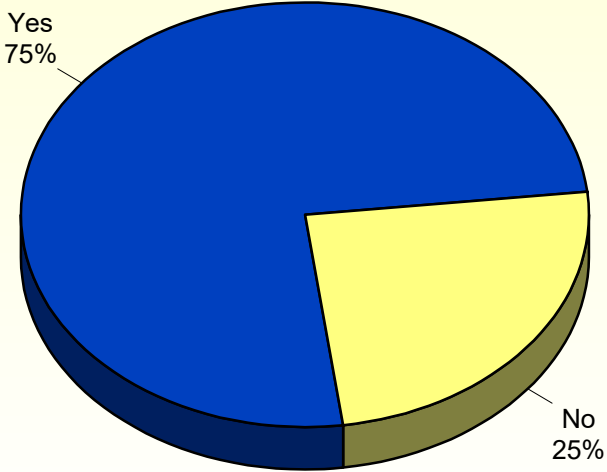
**2021**



**2018**

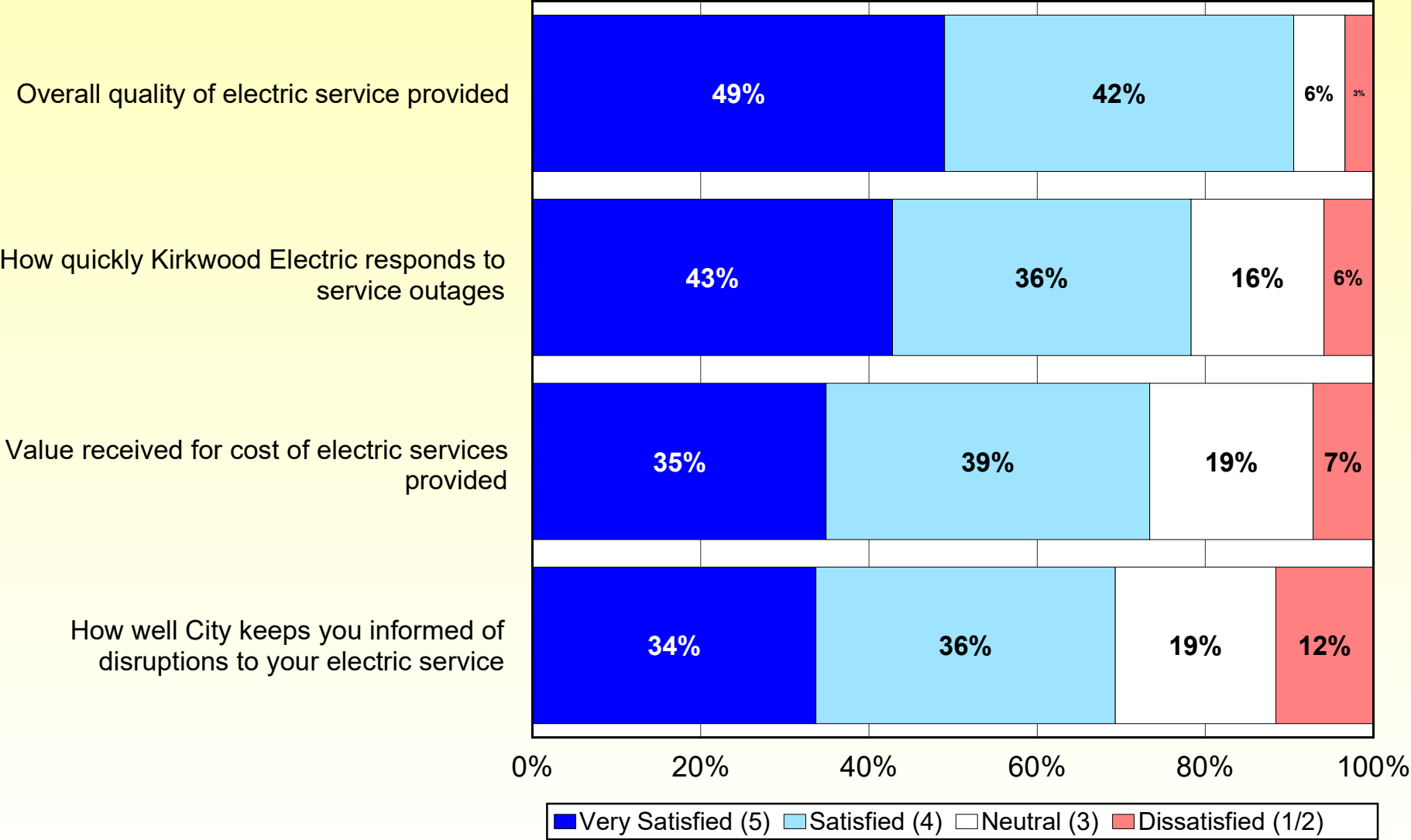


**2014**



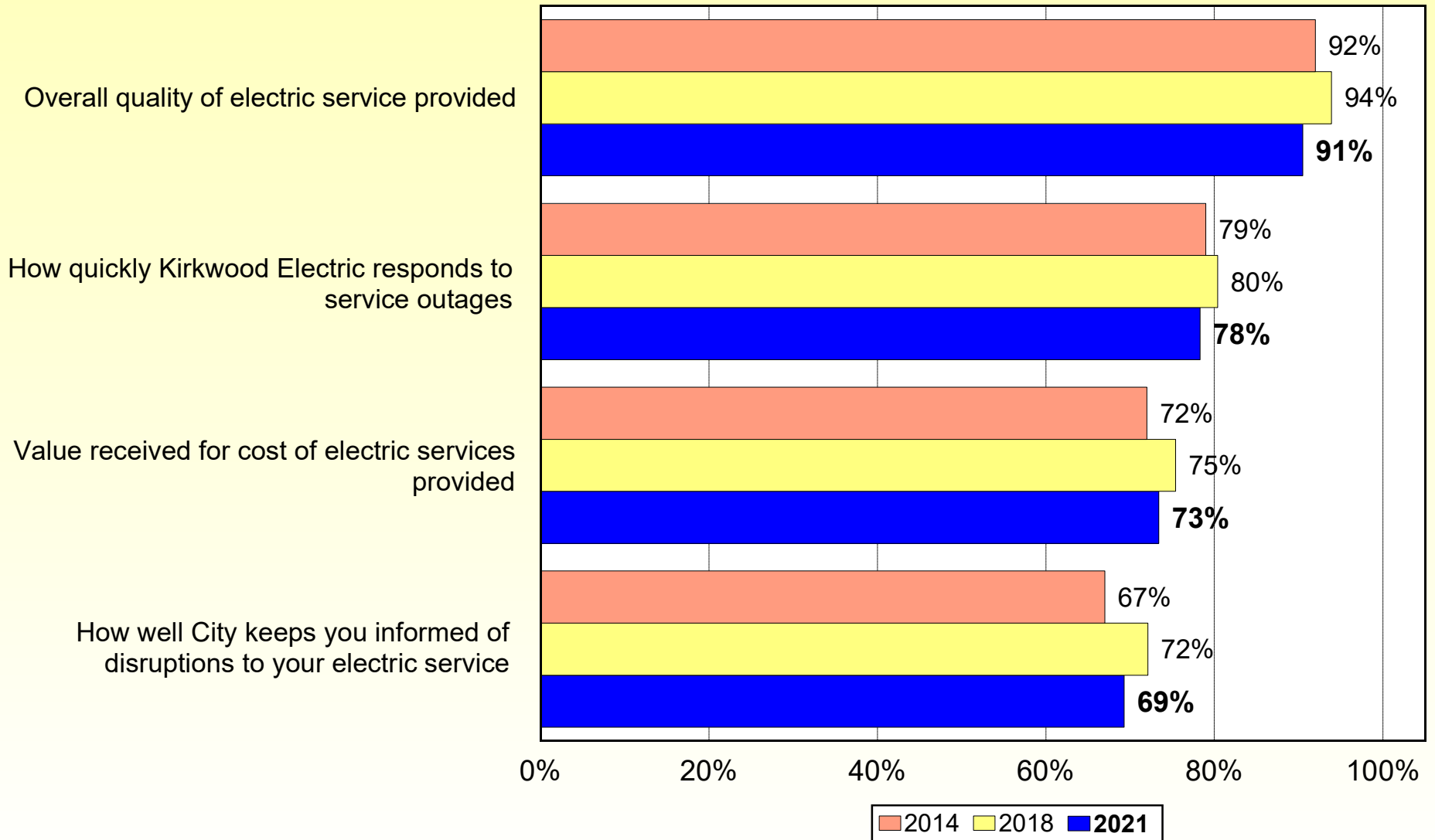
# Q16. Satisfaction with Various Aspects of Kirkwood Electric

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



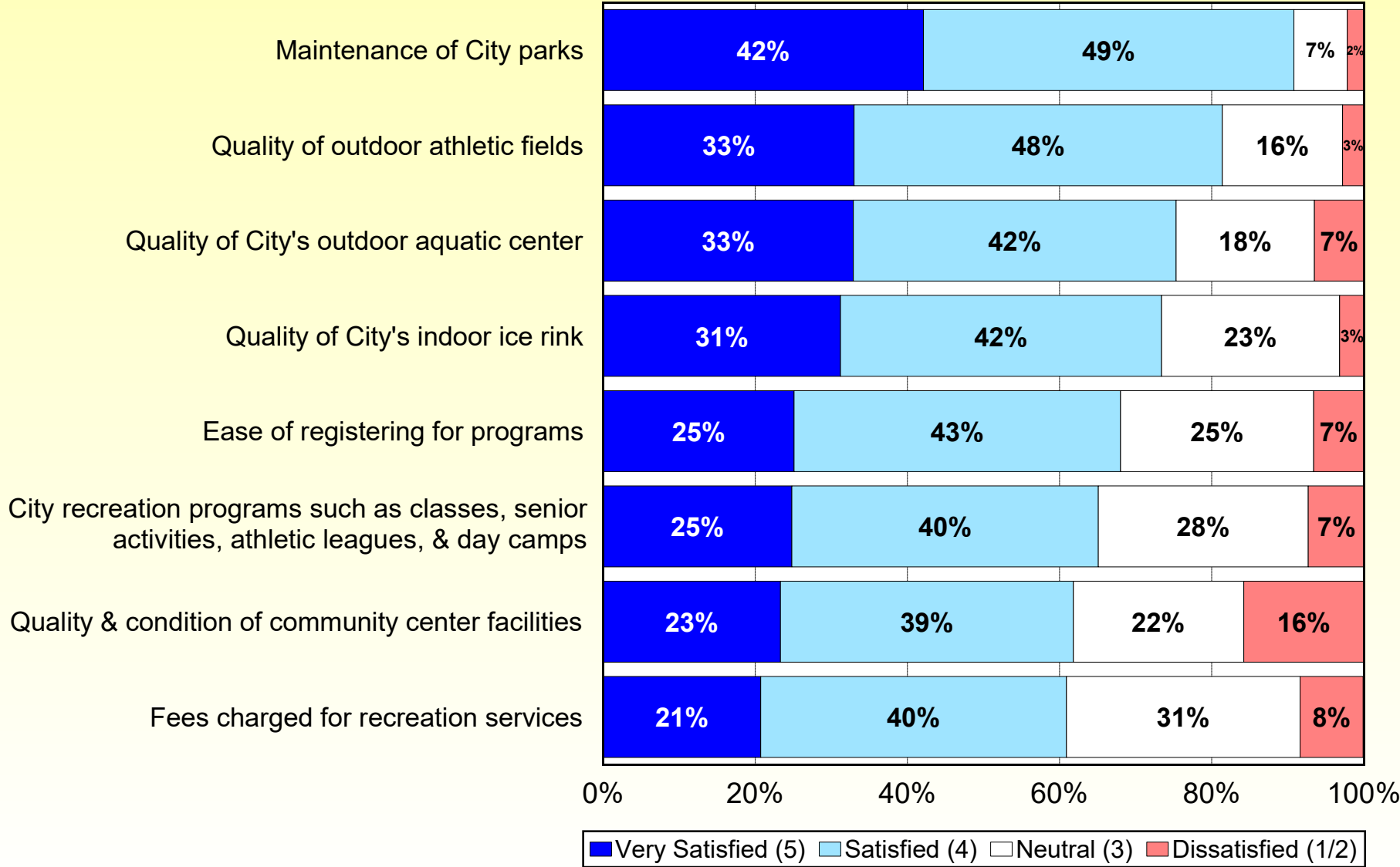
# TRENDS: Satisfaction with Various Aspects of Kirkwood Electric - 2014 vs. 2018 vs. 2021

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



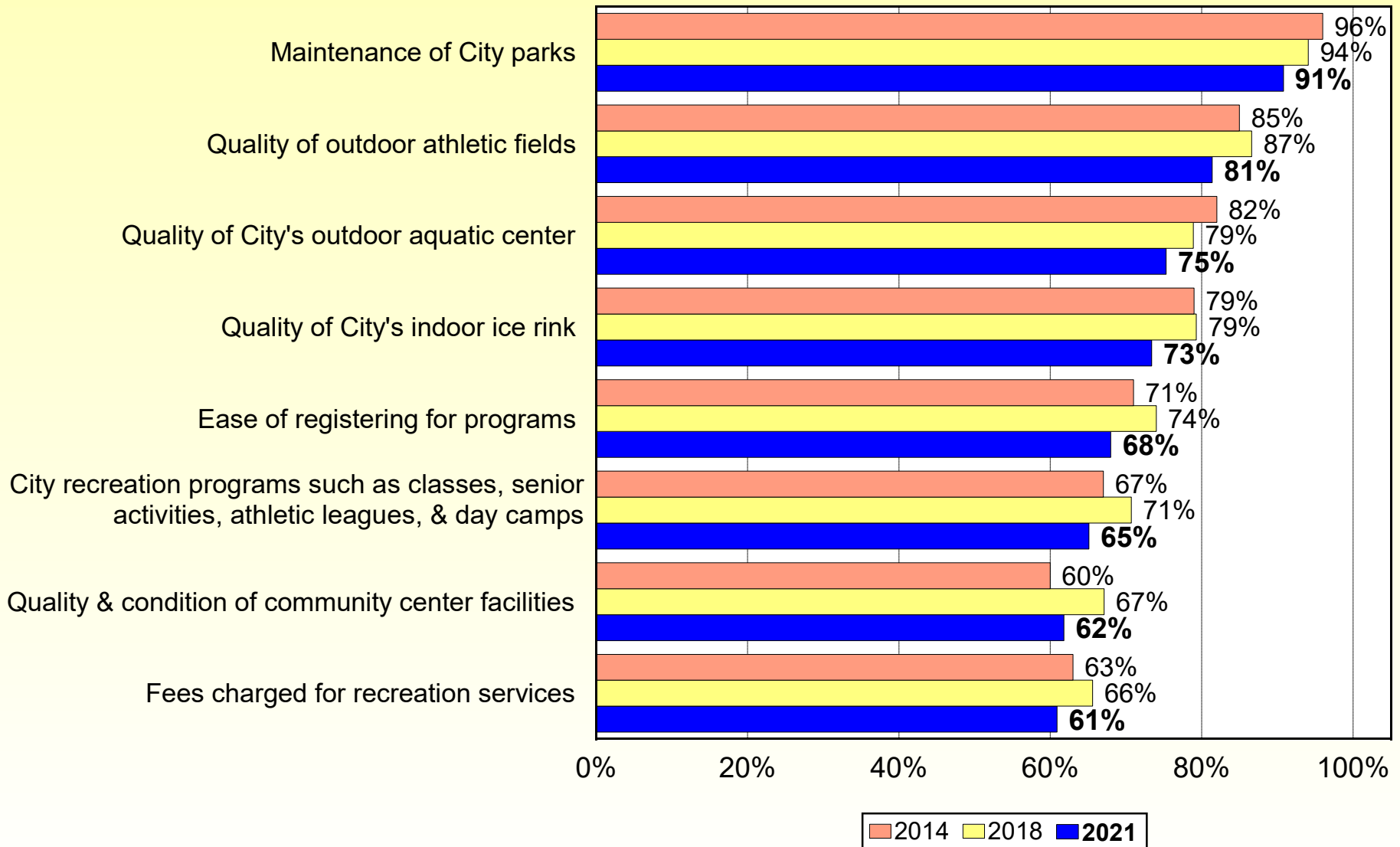
# Q17. Satisfaction with Various Aspects of Parks and Recreation

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



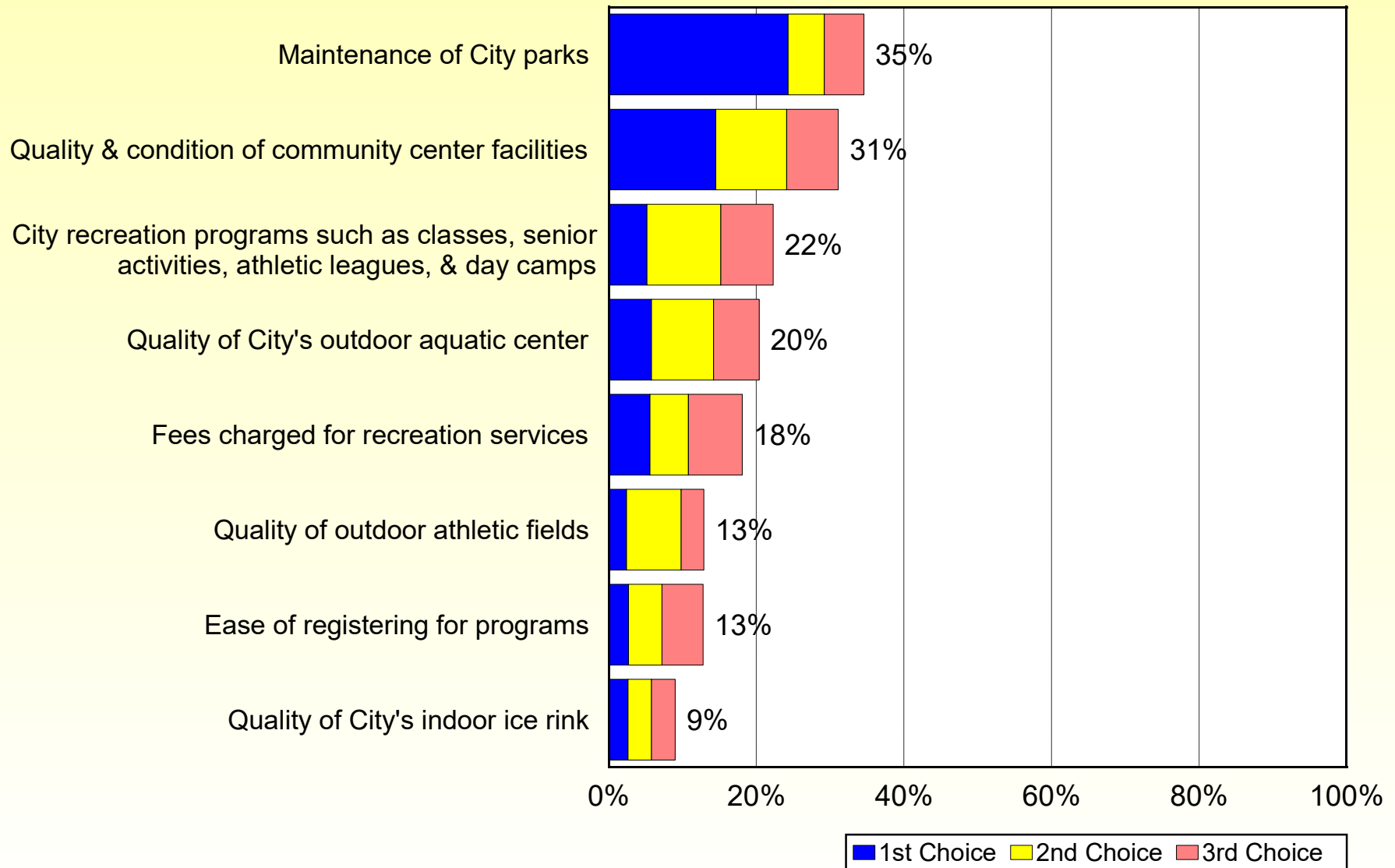
# TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2014 vs. 2018 vs. 2021

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



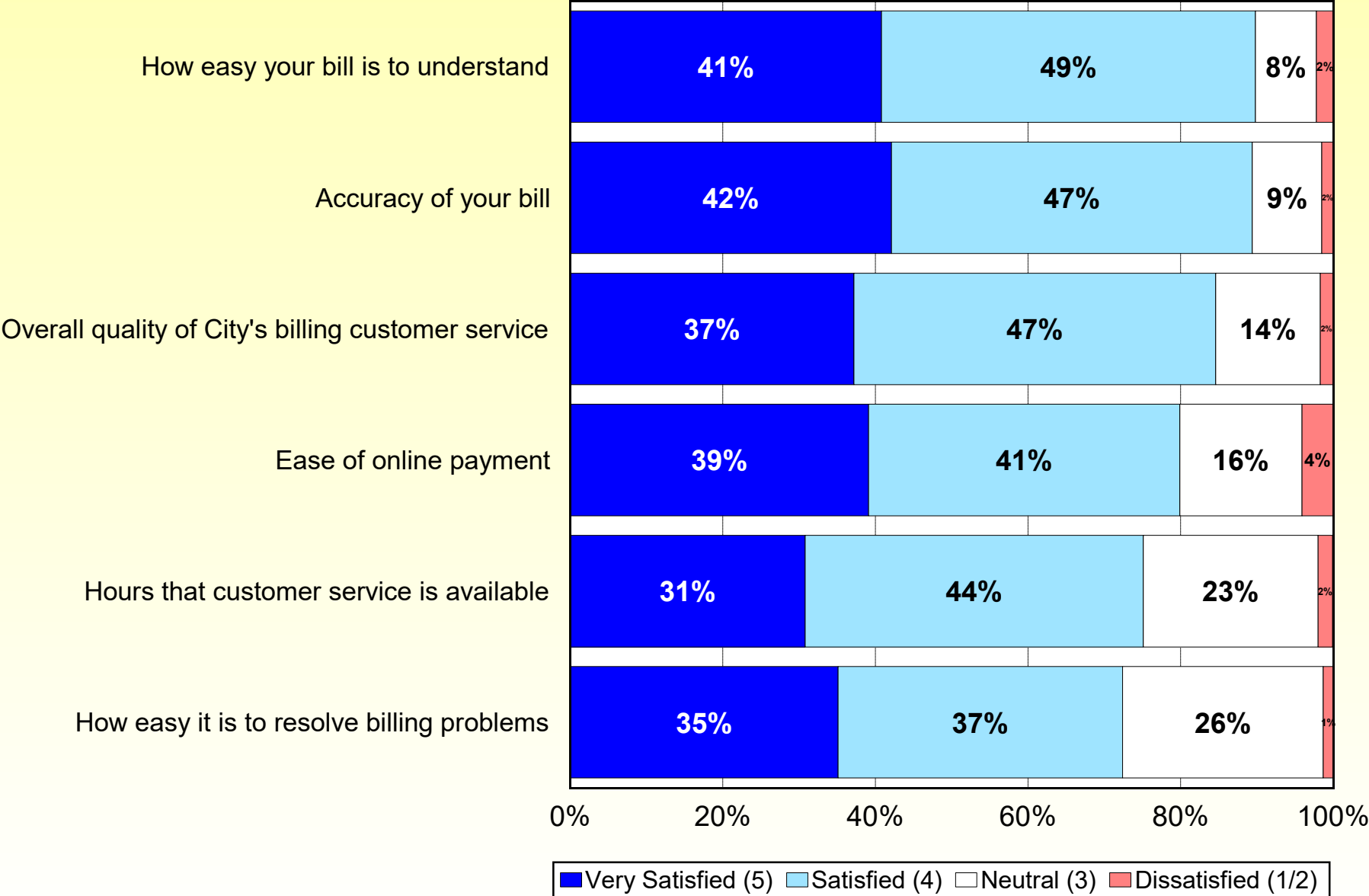
# Q18. Parks and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

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



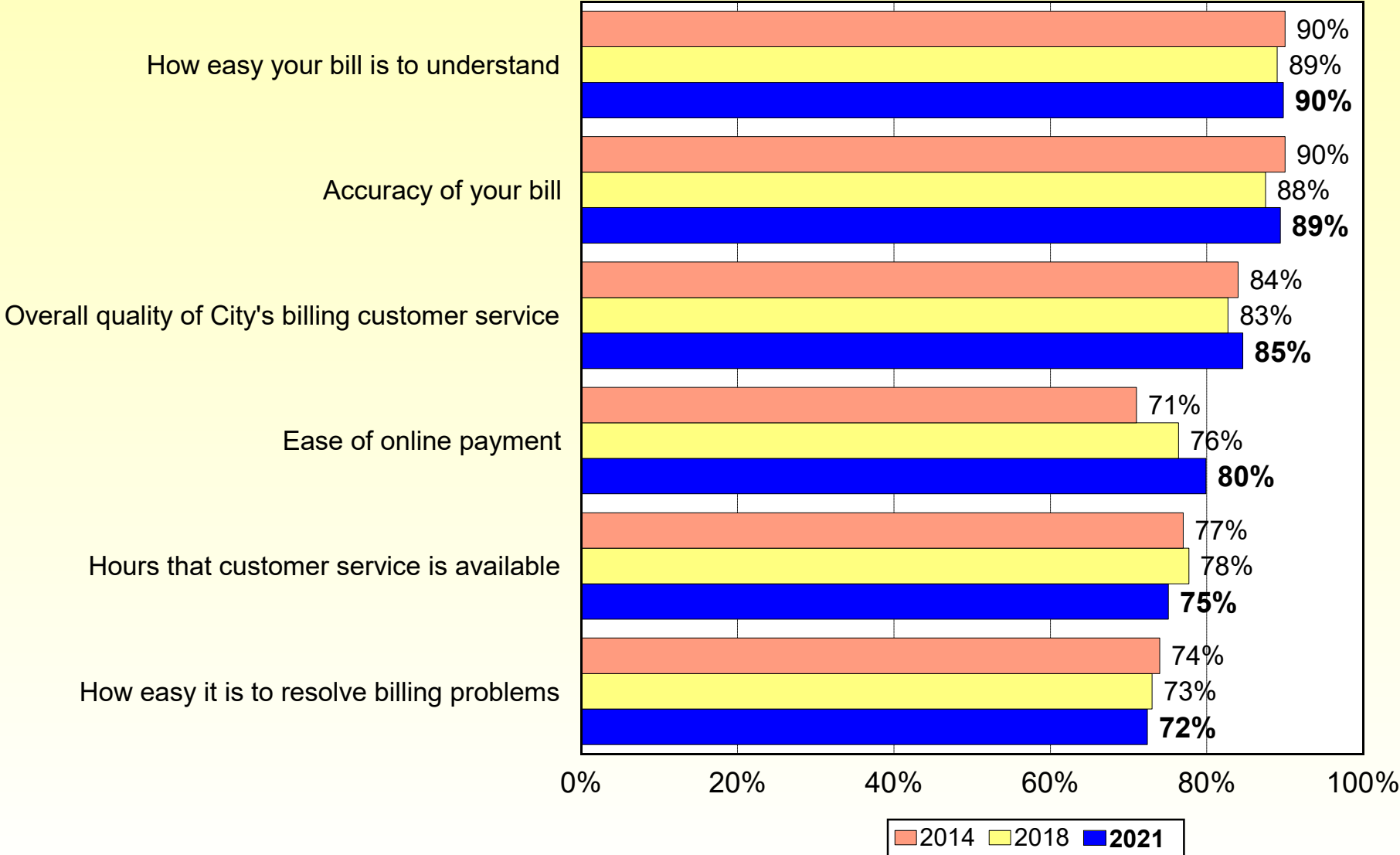
# Q19. Satisfaction with Various Aspects of Billing

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



# TRENDS: Satisfaction with Various Aspects of Billing 2014 vs. 2018 vs. 2021

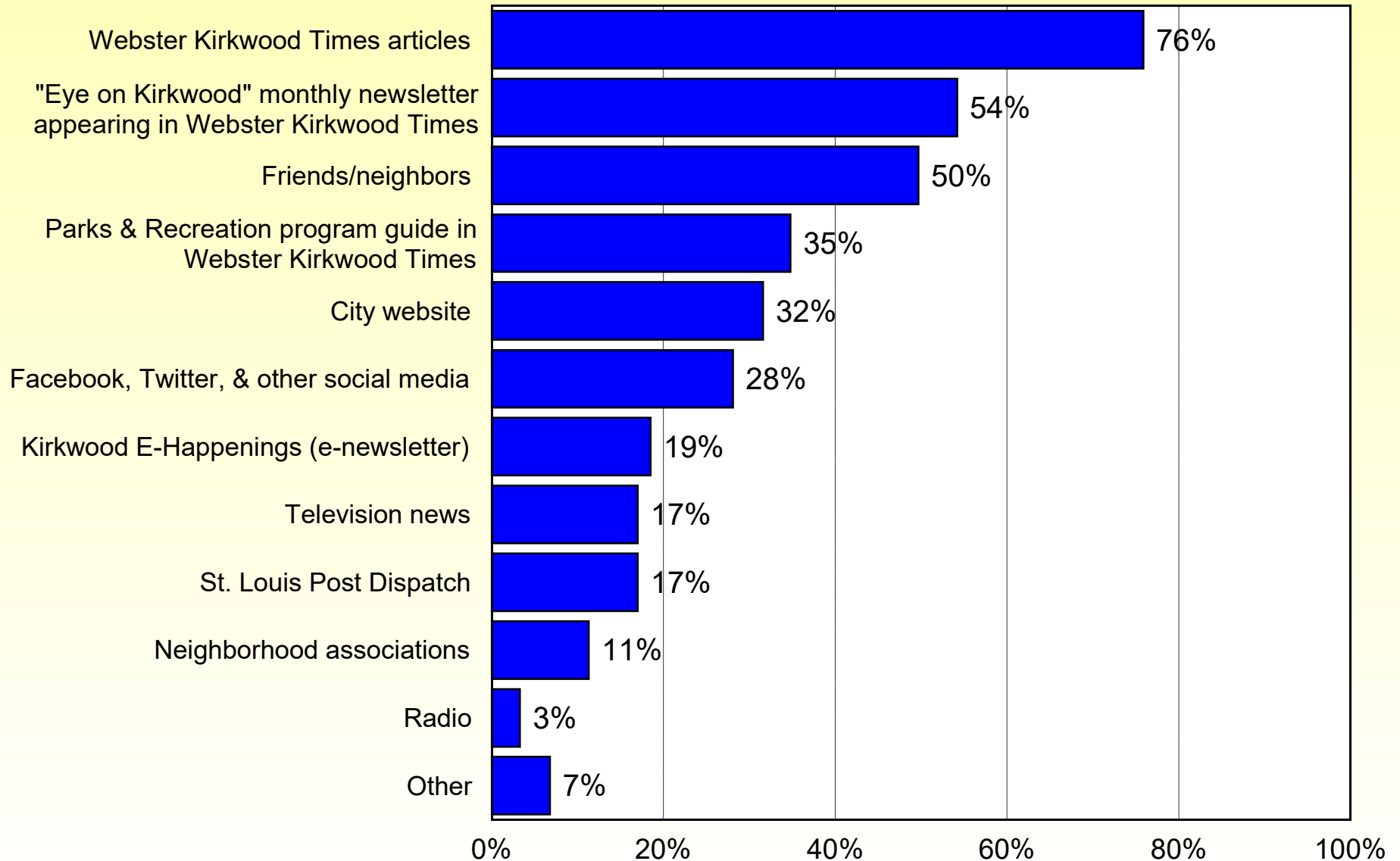
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)





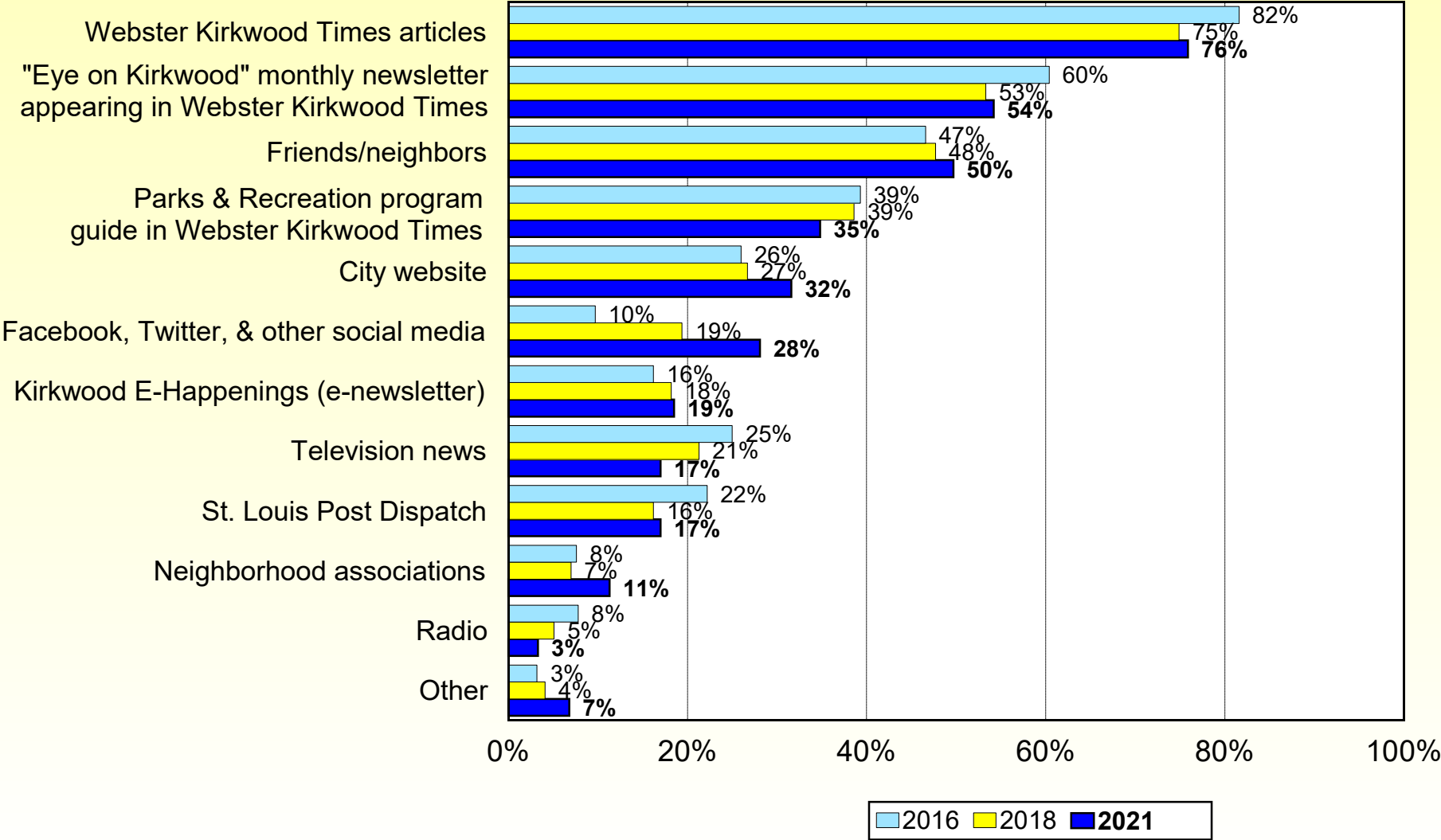
# Q20. What are your primary sources of information about City issues, services, & events?

by percentage of respondents



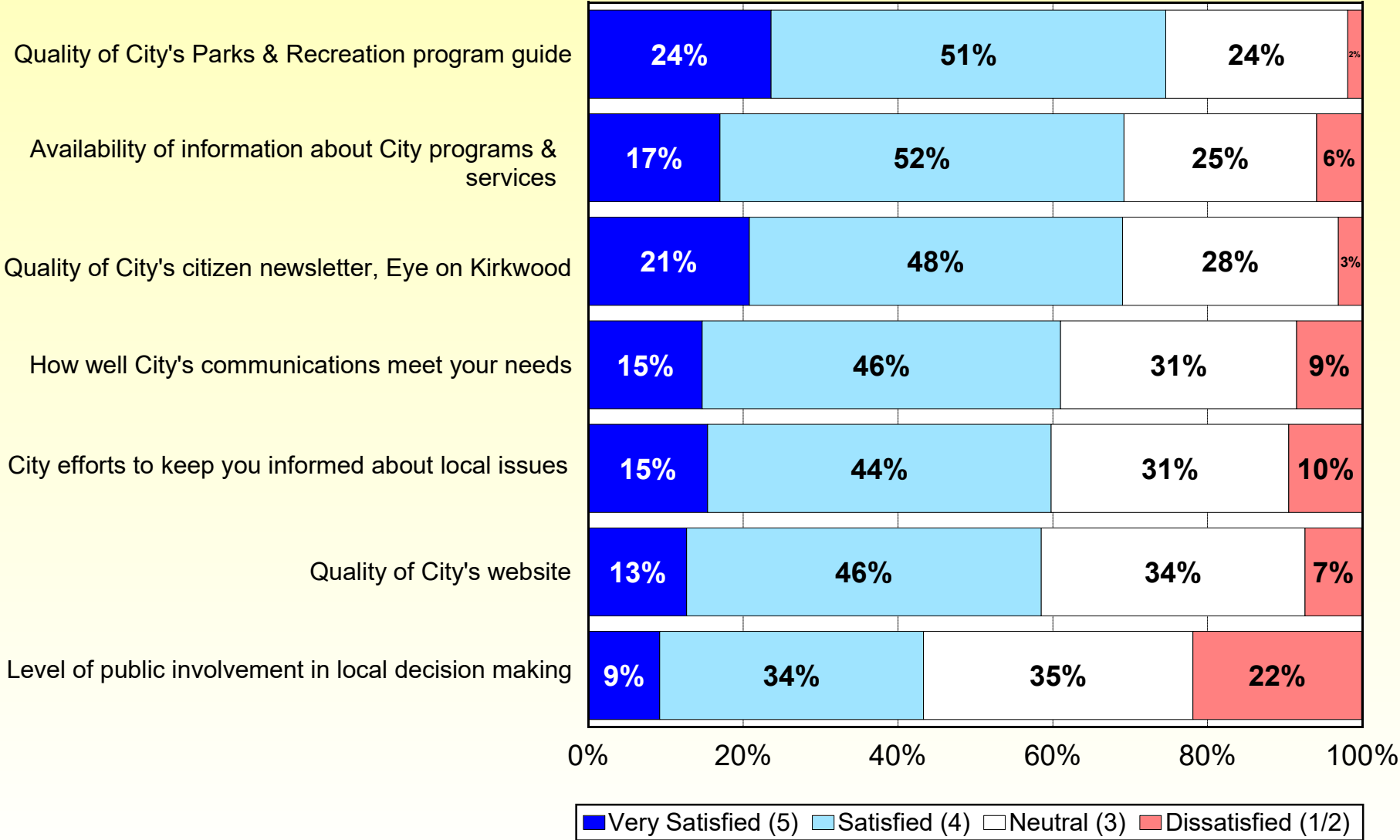
# TRENDS: Primary sources Used for Information About City Issues, Services, & Events 2016 vs. 2018 vs. 2021

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



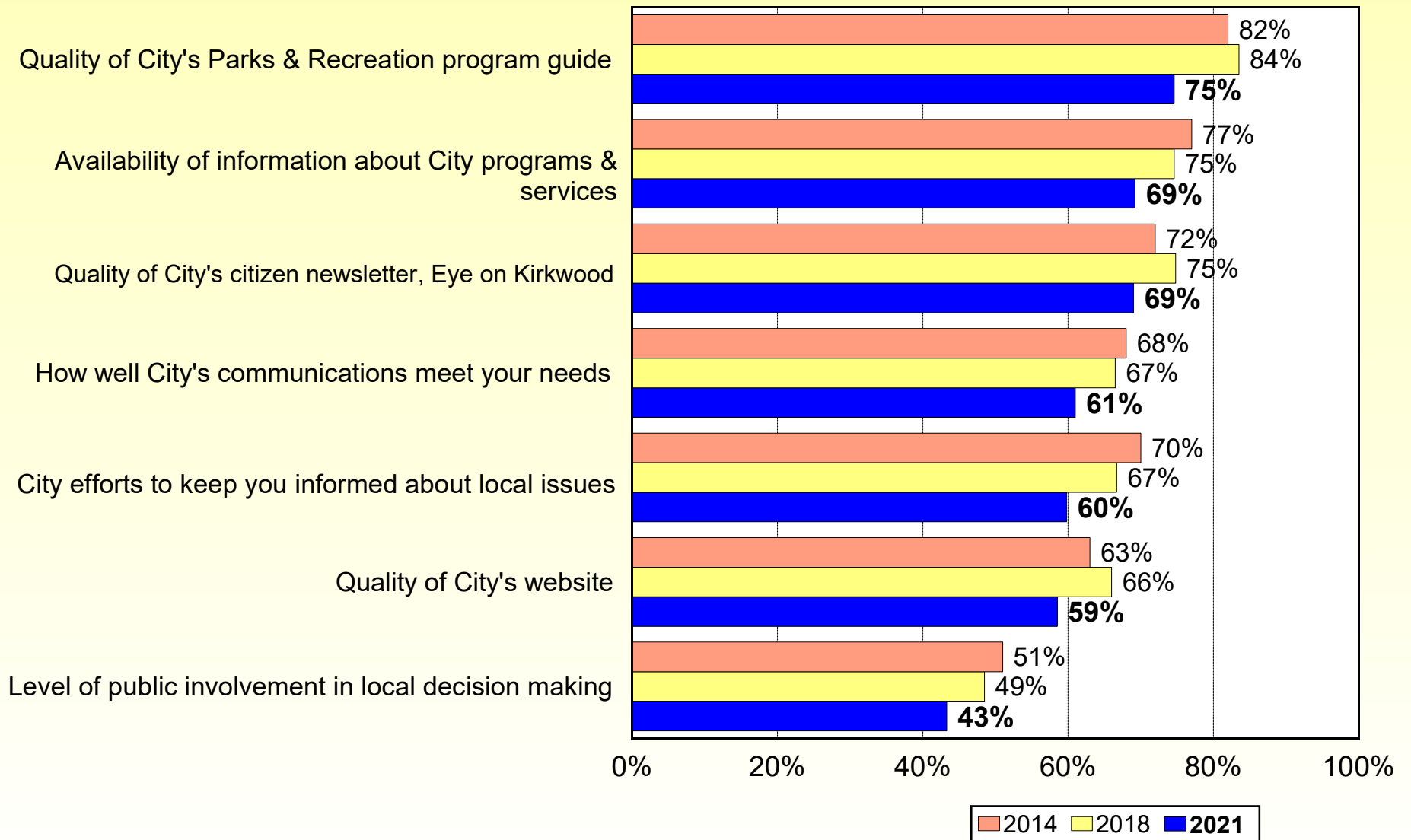
# Q21. Satisfaction with Various Aspects of Communication

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



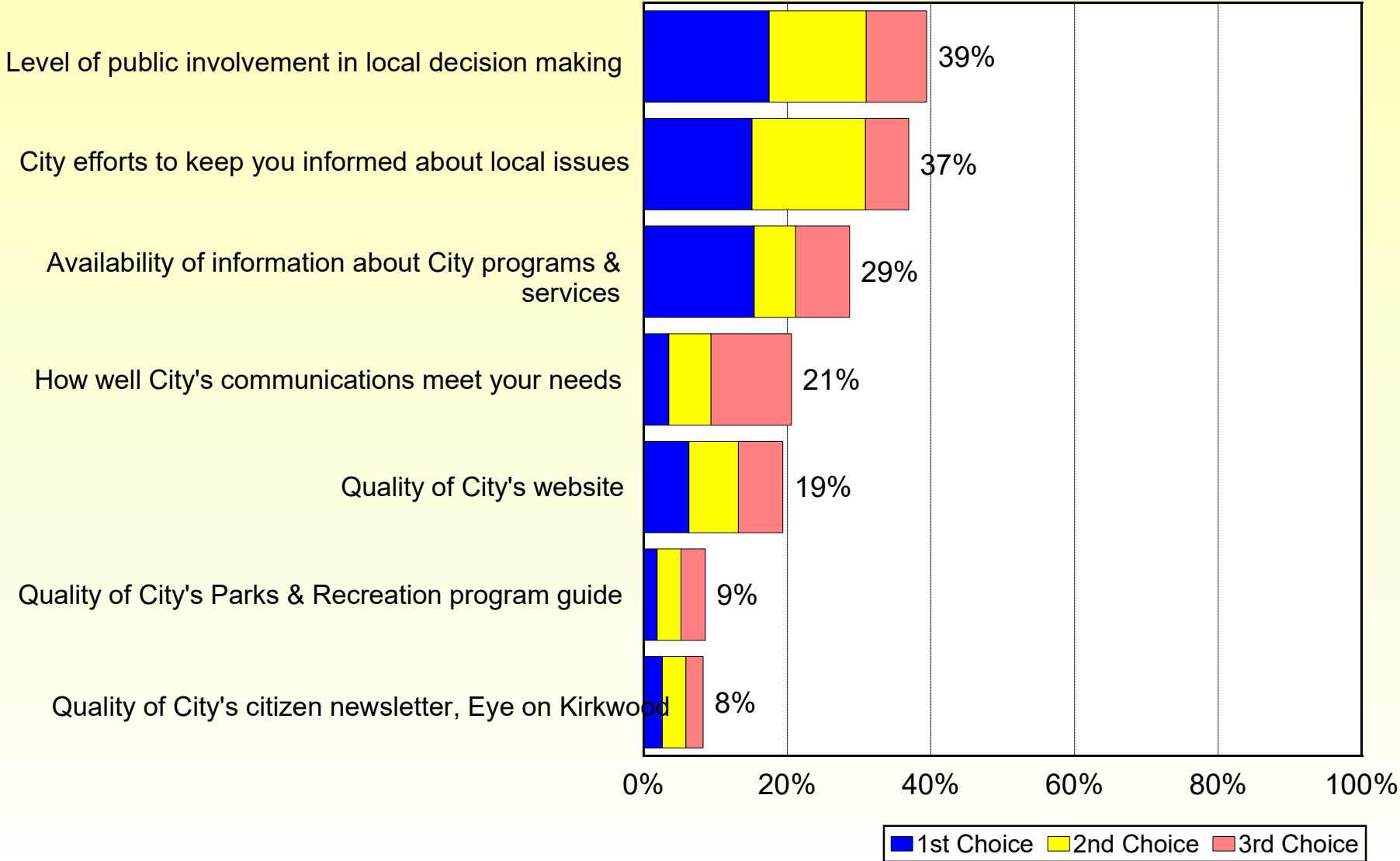
# TRENDS: Satisfaction with Various Aspects of Communication - 2014 vs. 2018 vs. 2021

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



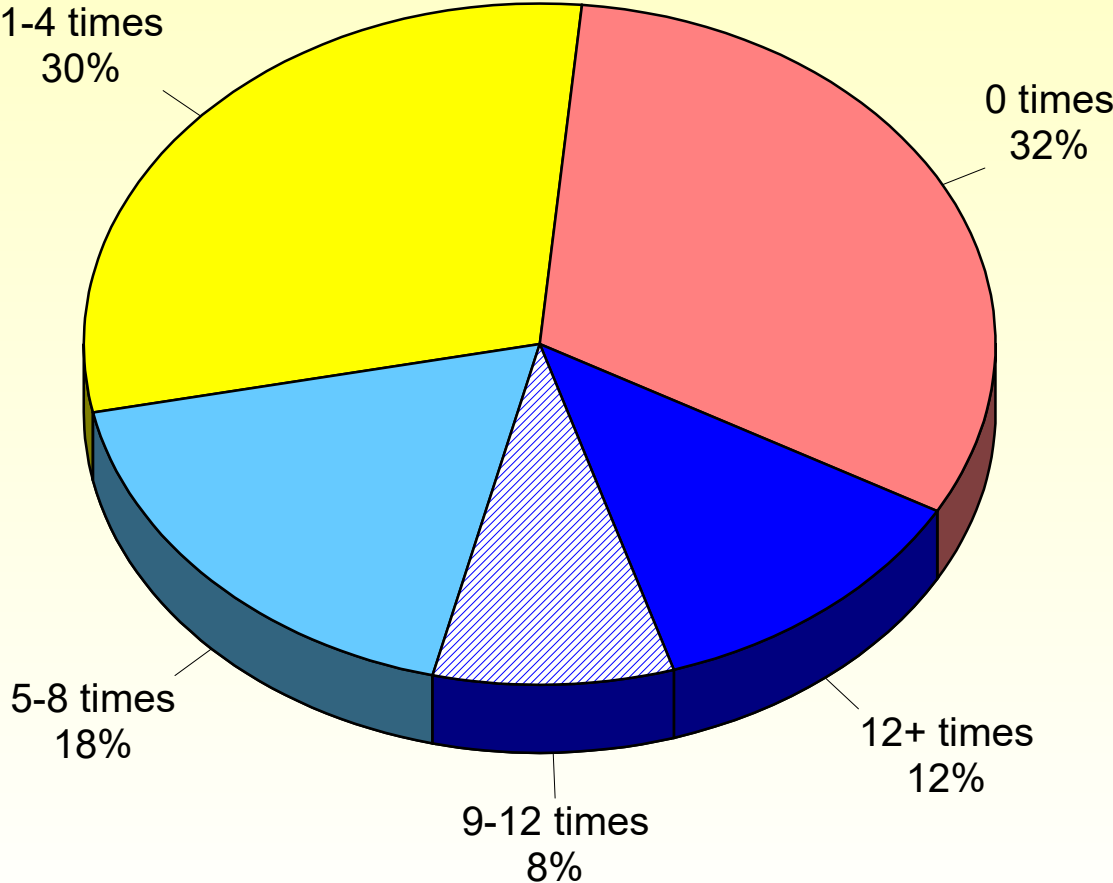
# Q22. Communication Items That Should Receive the Most Emphasis Over the Next Two Years

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



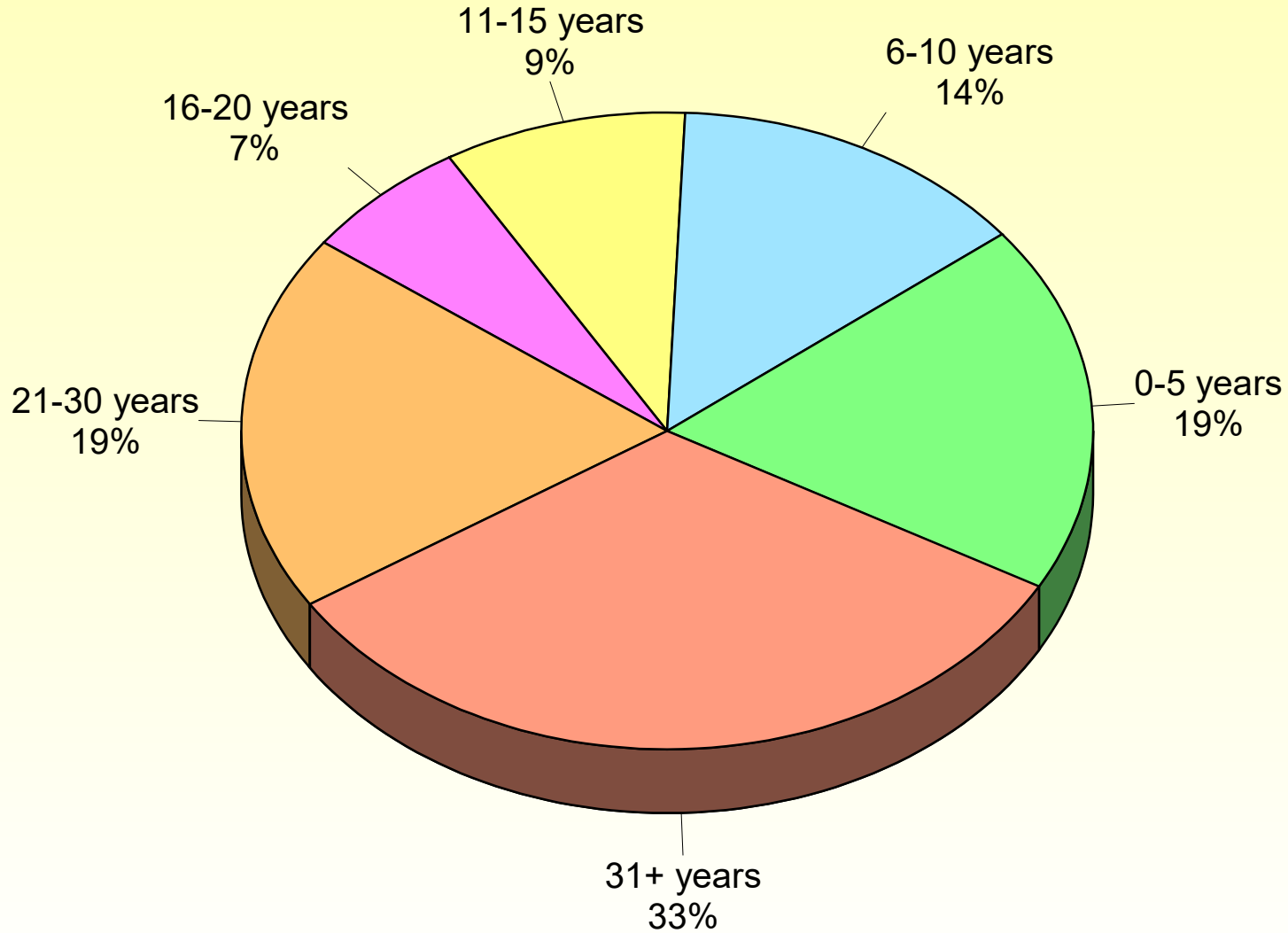
# Q23. In the last twelve months, how many times have you dropped off recyclables at the Francis Scheidegger Recycling Depository?

by percentage of respondents (excluding "not provided")



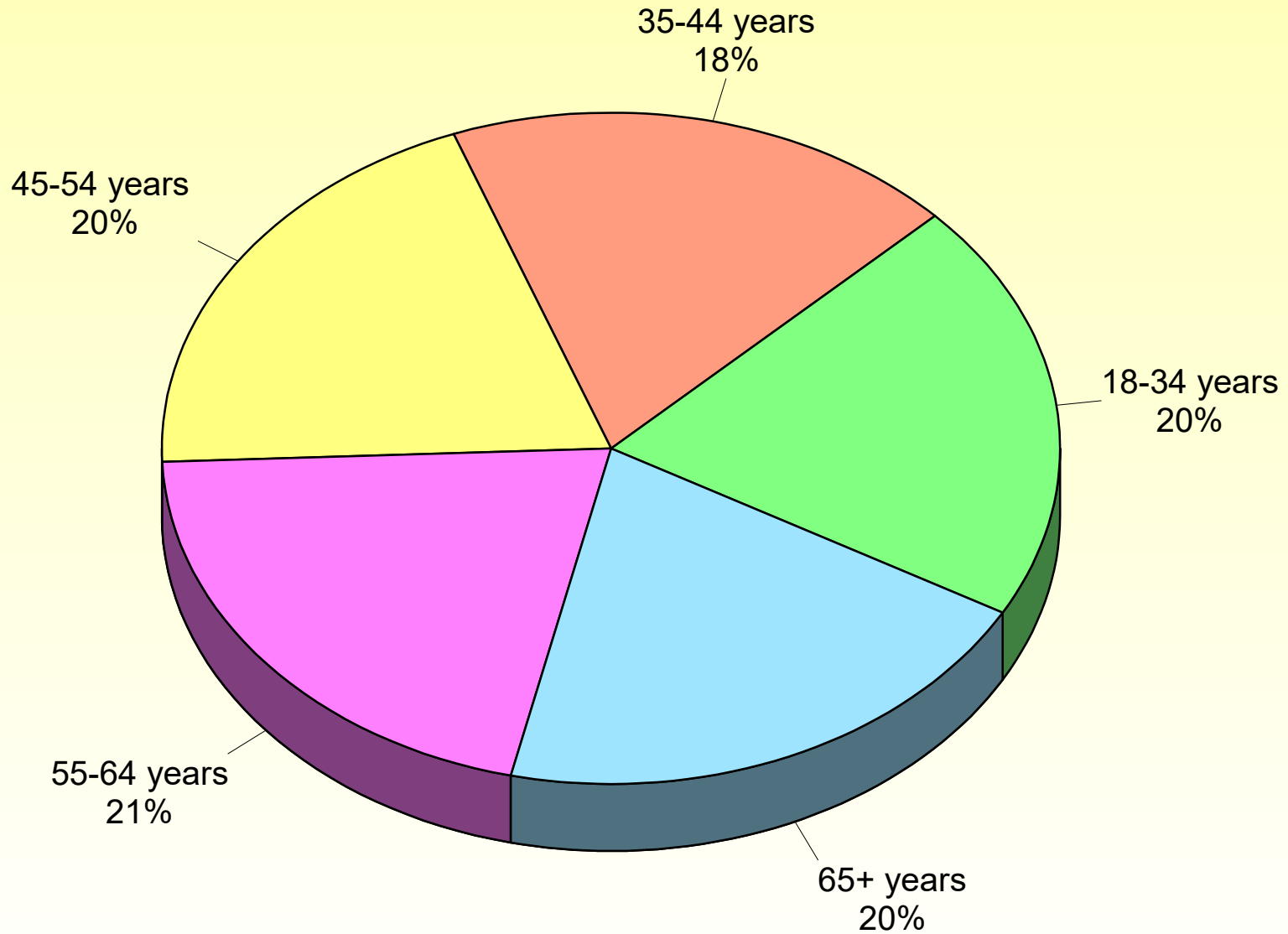
# Q24. Demographics: How many years have you lived in the City of Kirkwood?

by percentage of respondents



# Q25. Demographics: What is your age?

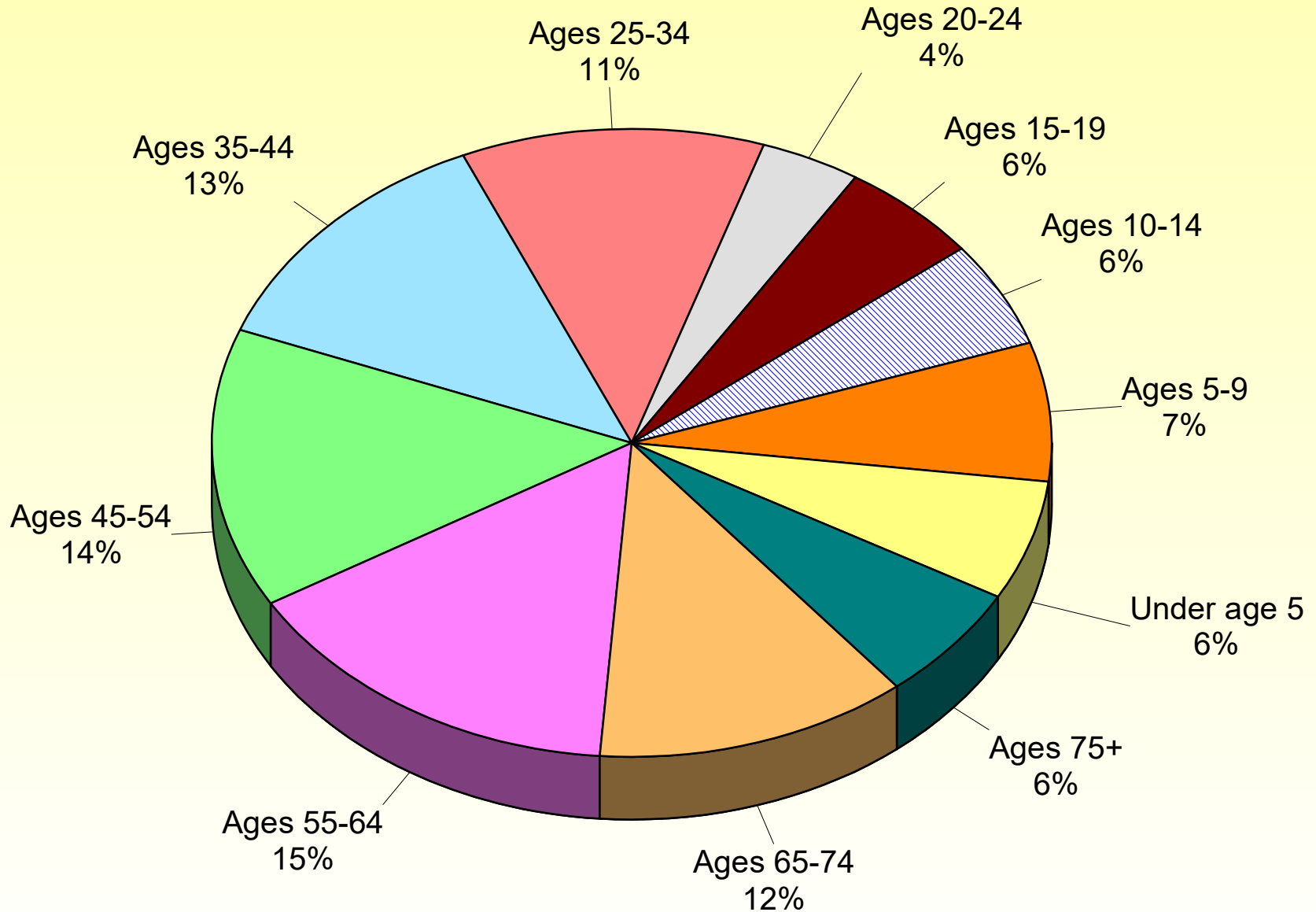
by percentage of respondents





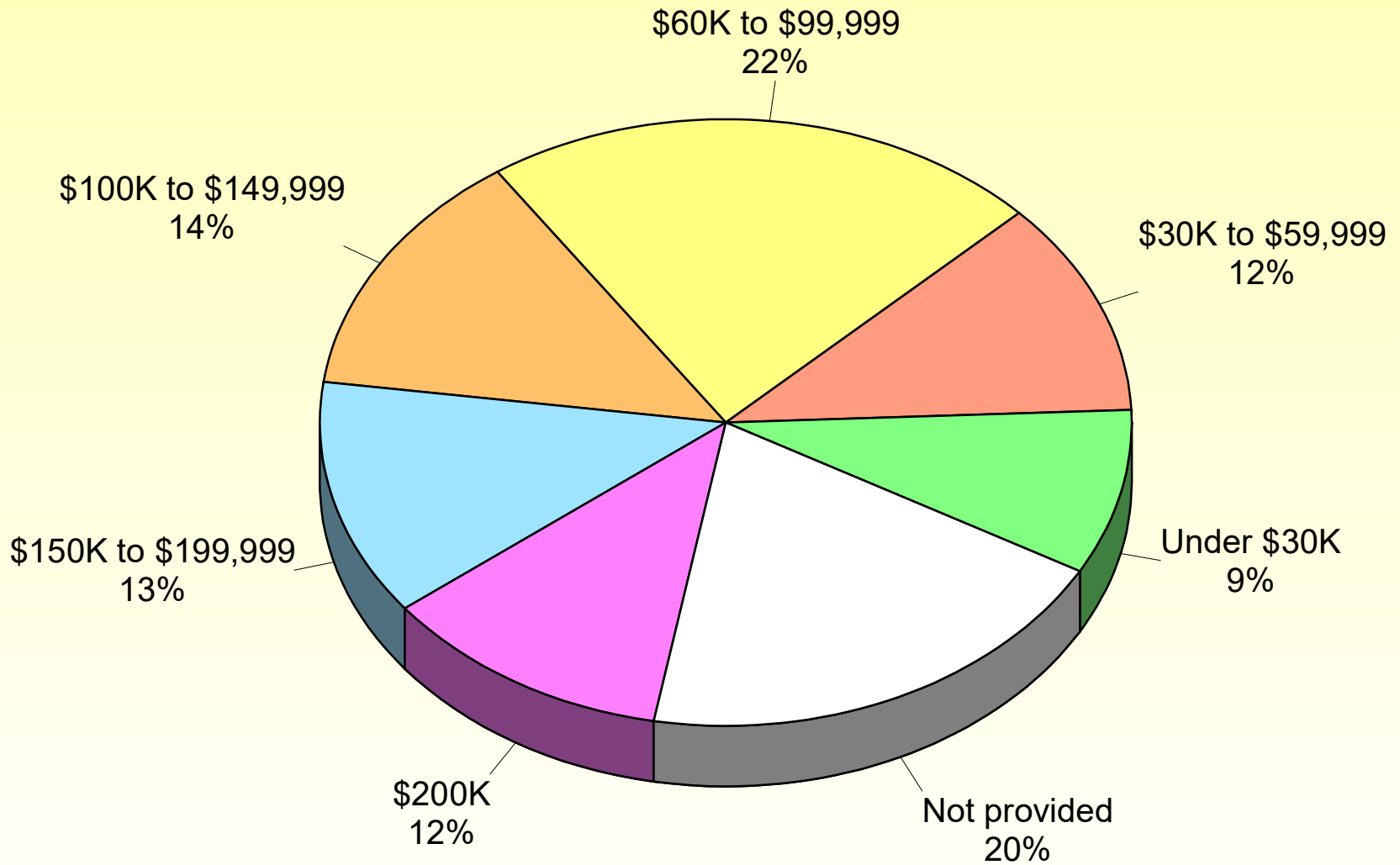
# Q26. Demographics: Number of People in Household

by percentage of household occupants



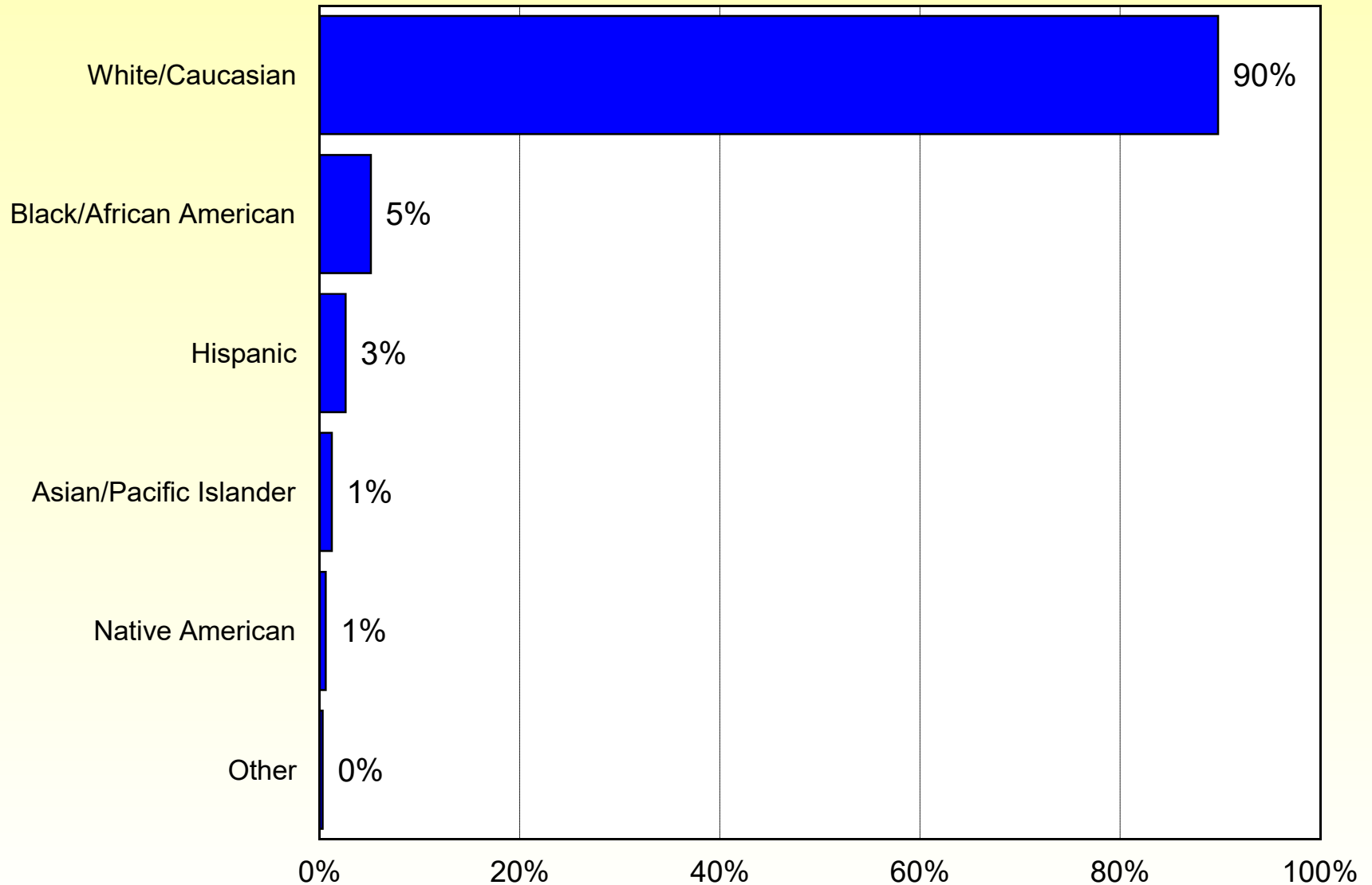
# Q27. Demographics: Annual Household Income

by percentage of respondents



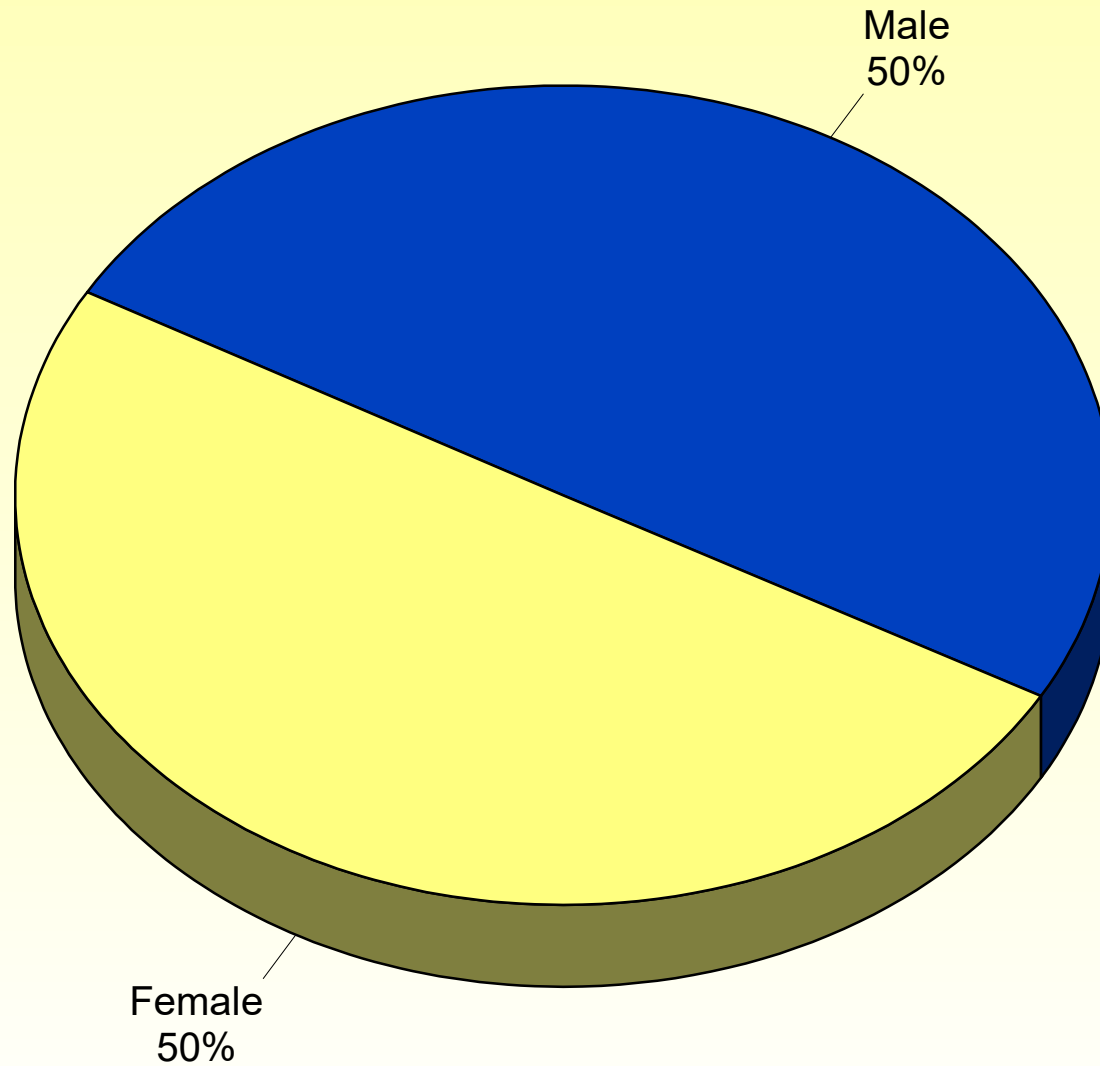
# Q28. Demographics: Which of the following best describes your race/ethnicity?

by percentage of respondents



## Q29. Demographics: Gender

by percentage of respondents



**Section 2**  
***Benchmarking Analysis***

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# Benchmarking Summary Report

## City of Kirkwood, Missouri

### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2020 to a random sample of more than 4,000 residents across the United States, (2) a regional survey that was administered by ETC Institute during the summer of 2020 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma, and (3) from individual community surveys that were administered in 30 medium-sized cities (population of 20,000 to 60,000) between January 2019 and May 2021. The “Medium U.S. Average” shown in the performance range charts is the average rating of the 30 cities listed below:

- Apex, NC
- Camas, WA
- Cedar Hill, TX
- Cleveland Heights, OH
- DeSoto, TX
- Dickinson, TX
- Gallatin, TN
- Gladstone, MO
- Glenview, IL
- Grandview, MO
- Issaquah, WA
- Johnston, IA
- Lenexa, KS
- Manassas, VA
- Margate, FL
- Maryland Heights, MO
- Miami Lakes, FL
- Mooresville, NC
- Mount Prospect, IL
- Oregon City, OR
- Raymore, MO
- Rolla, MO
- Schertz, TX
- Shoreline, WA
- St. Charles, IL
- Trussville, AL
- University City, MO
- Vestavia Hills, AL
- Wauwatosa, WI
- Waxahachie, TX

## Overview

**National Benchmarks.** The first set of charts on the following pages show how the overall ratings for Kirkwood compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents. The blue bar shows the ratings for Kirkwood, the red bar for the Plains Region, and the white bar for the United States.

**Performance Range Charts.** The second set of charts comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in mid-size communities that have participated in the DirectionFinder® Survey since January 2019. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Kirkwood compare to the medium community size national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Kirkwood rated above the mid-size national average. If the yellow dot is located to the left of the vertical dash, the City of Kirkwood rated below the mid-size community national average.

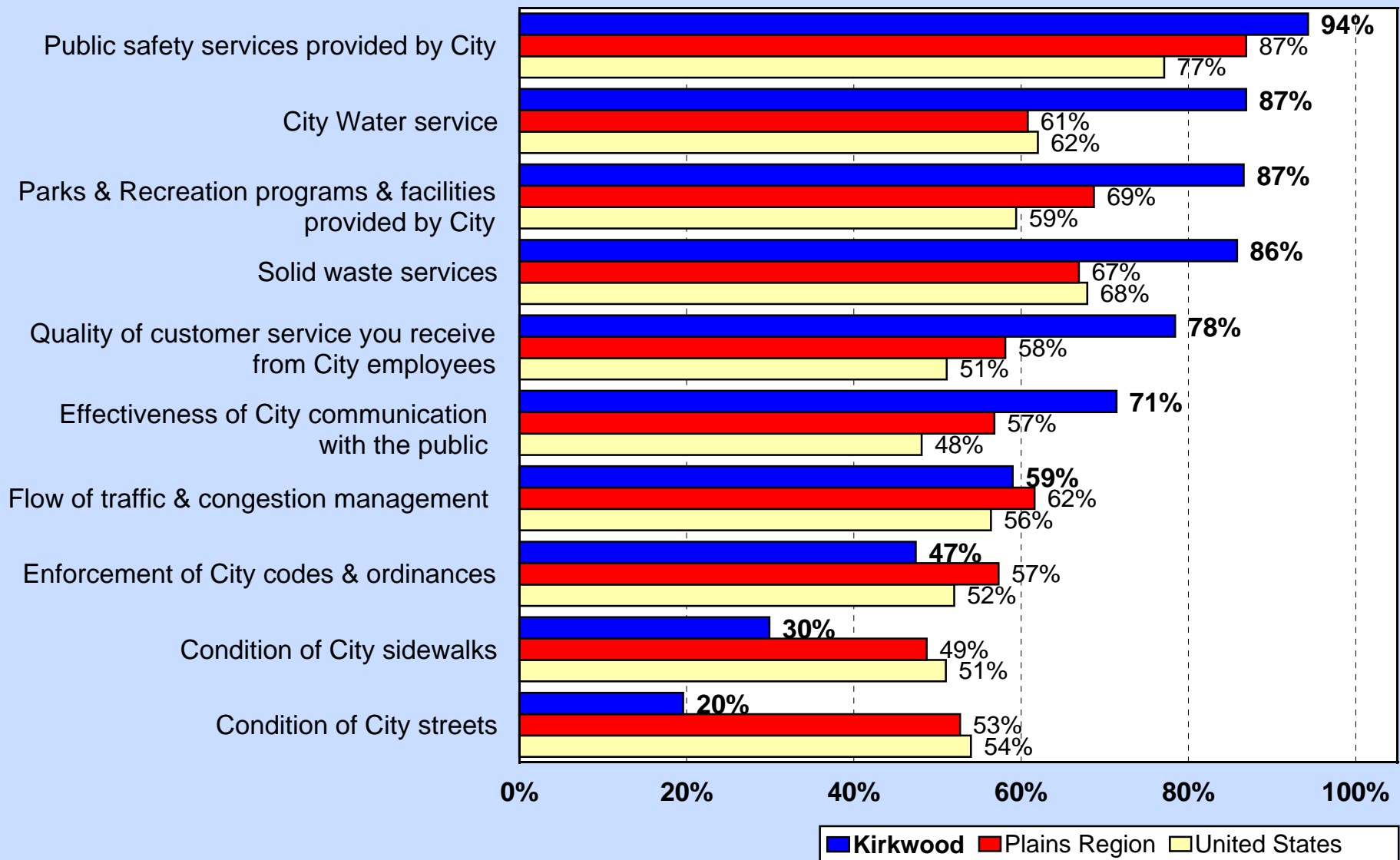
# **National and Regional Benchmarks**

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



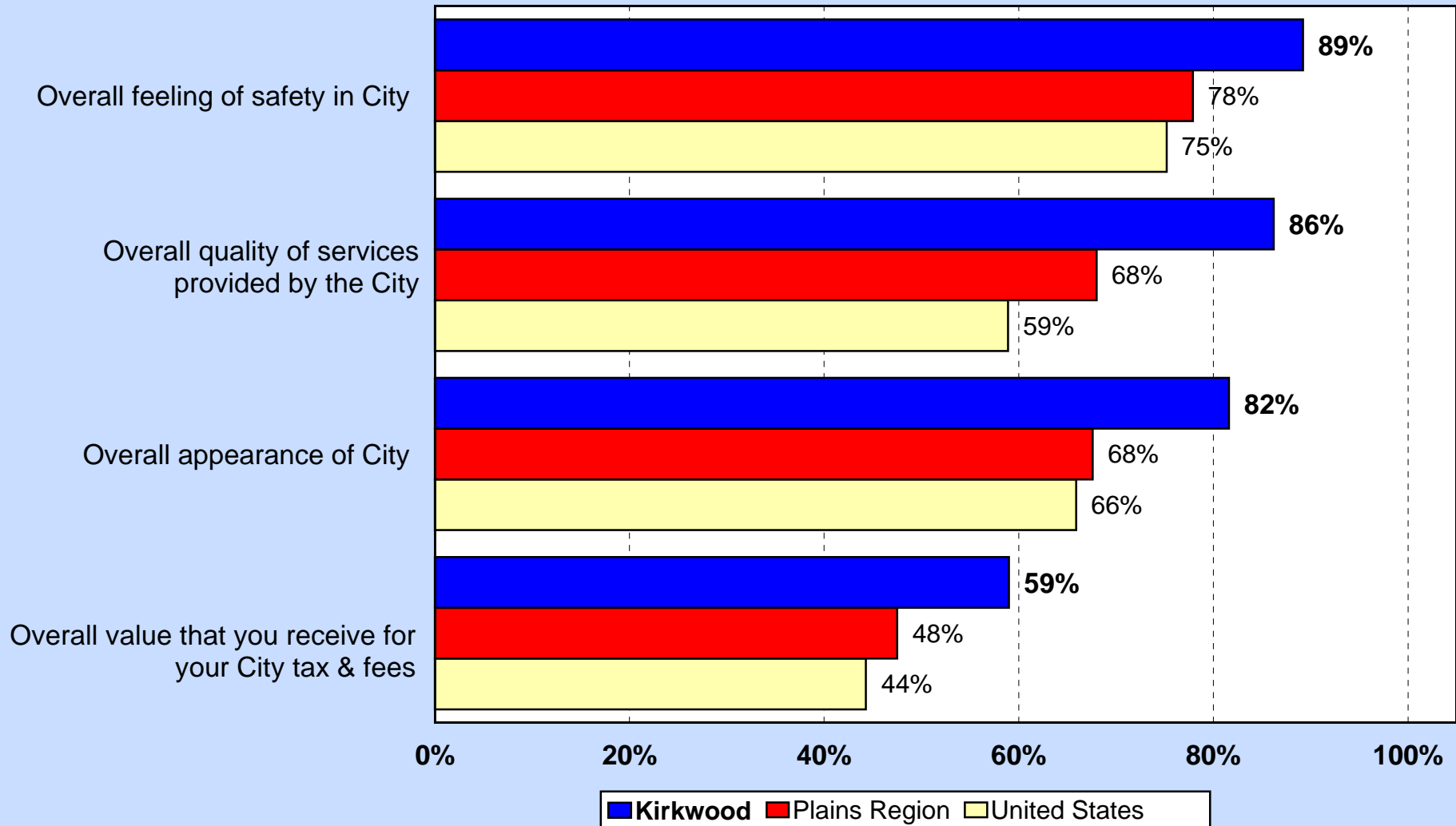
# Overall Satisfaction with Major Categories of City Services Kirkwood vs. Plains Region vs. the U.S.

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



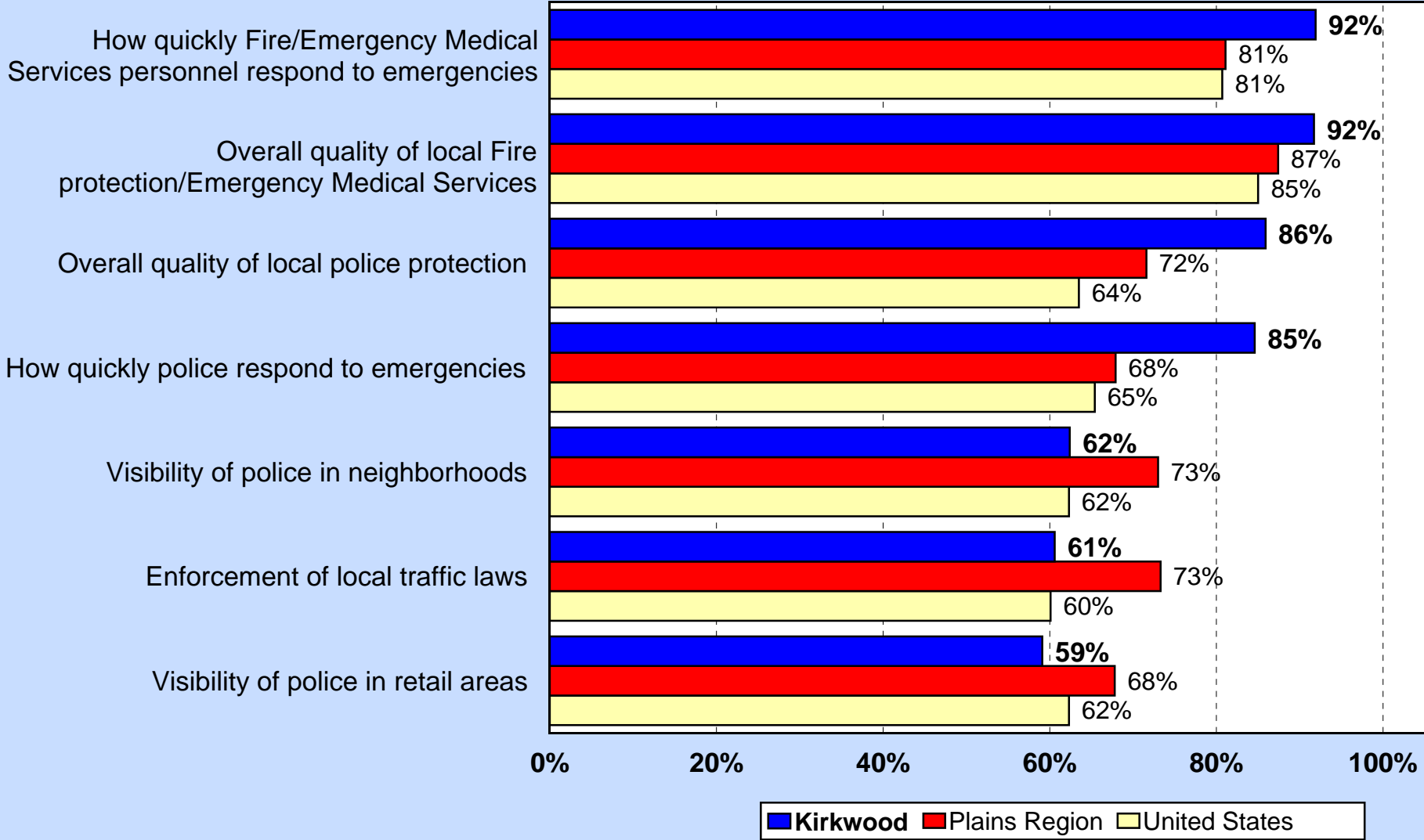
# Satisfaction with Items that Influence Perceptions of the Community Kirkwood vs. Plains Region vs. the U.S.

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



# Overall Satisfaction with Public Safety Kirkwood vs. Plains Region vs. the U.S.

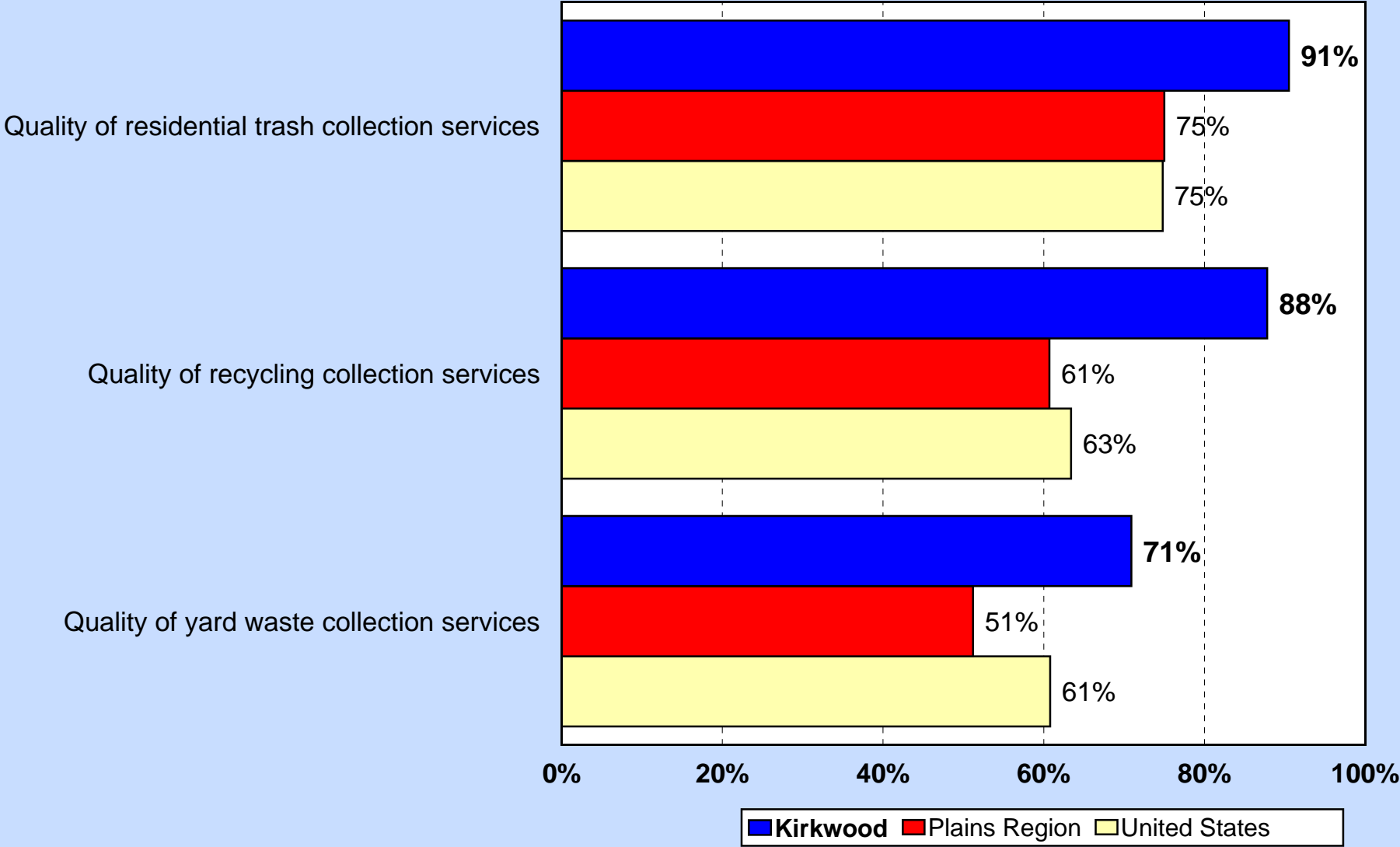
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Satisfaction with Waste Collection Services

## Kirkwood vs. Plains Region vs. the U.S.

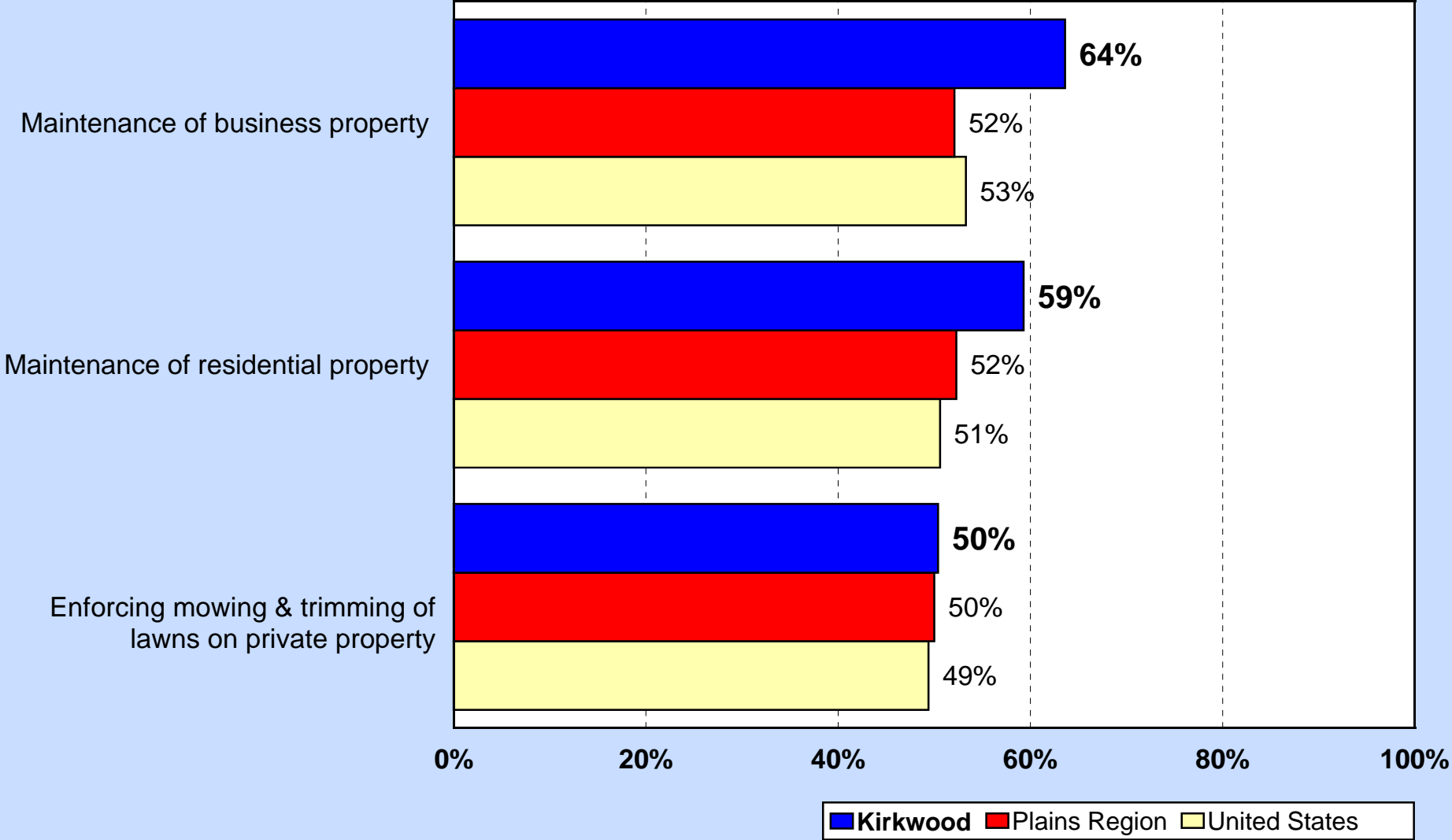
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Satisfaction with Code Enforcement

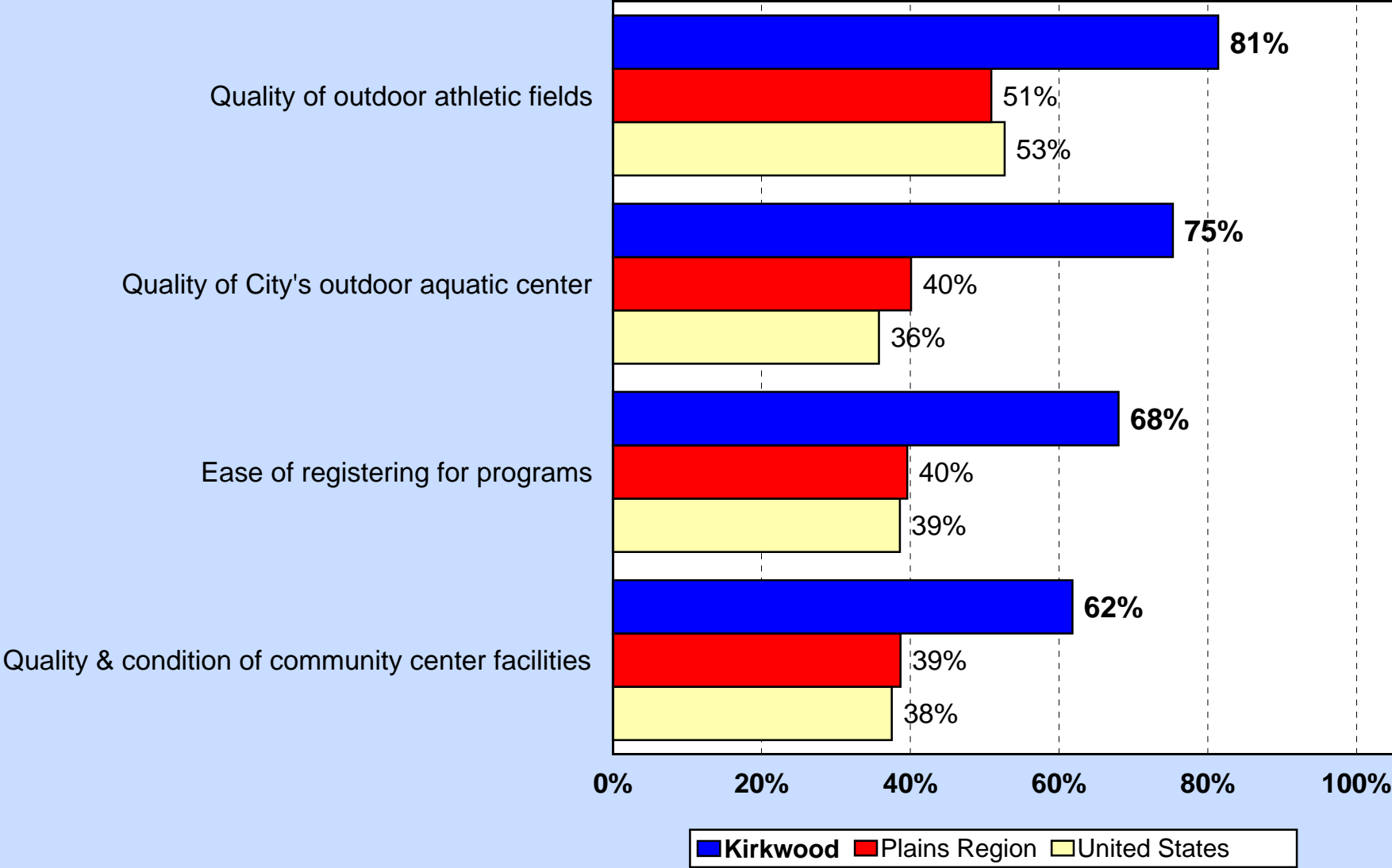
## Kirkwood vs. Plains Region vs. the U.S.

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



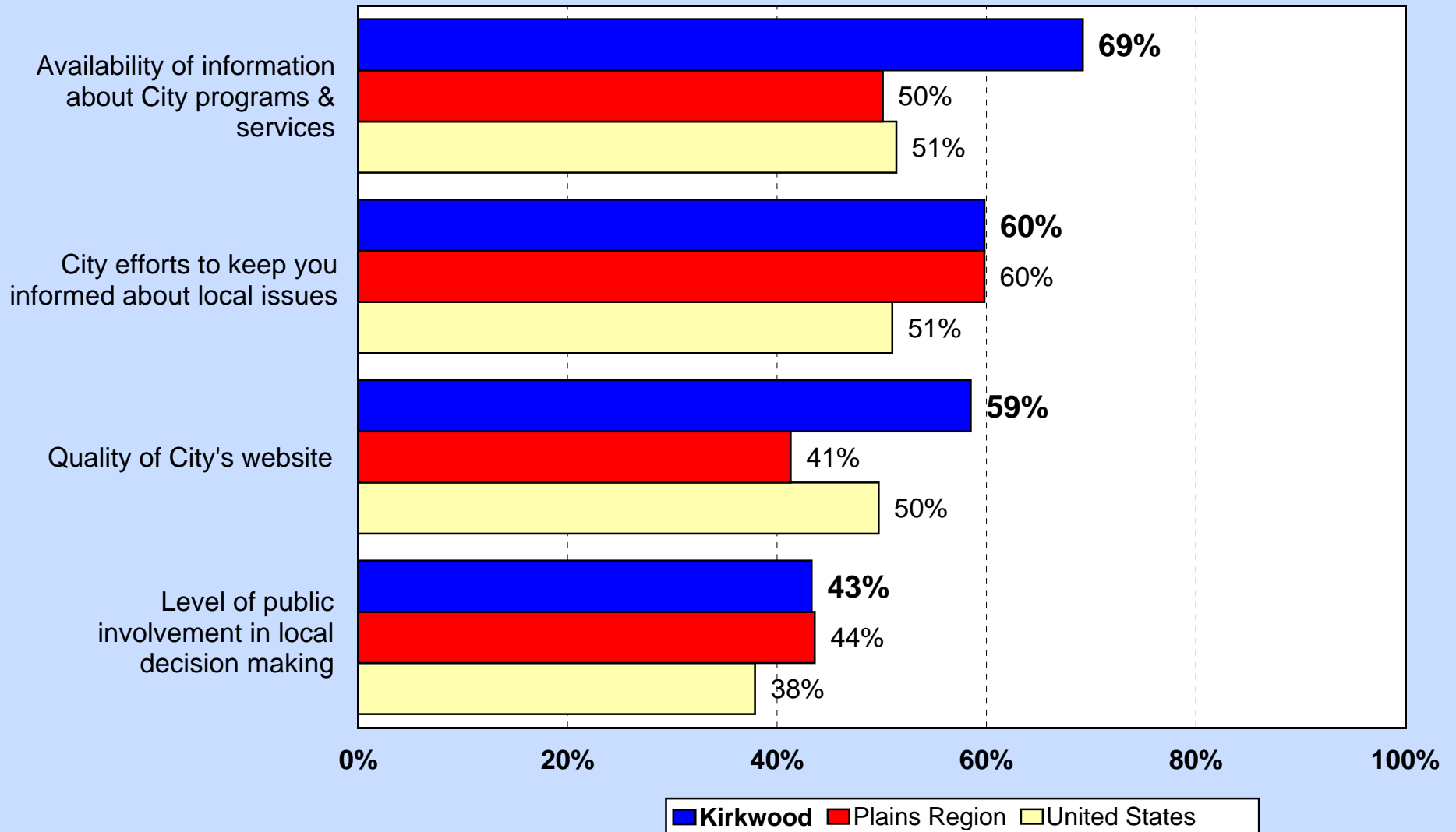
# Overall Satisfaction with Parks and Recreation Kirkwood vs. Plains Region vs. the U.S.

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



# Overall Satisfaction with Communication Kirkwood vs. Plains Region 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)



# Performance Ranges

**Apex, NC  
Camas, WA  
Cedar Hill, TX  
Cleveland Heights, OH  
DeSoto, TX  
Dickinson, TX  
Gallatin, TN  
Gladstone, MO  
Glenview, IL  
Grandview, MO  
Issaquah, WA  
Johnston, IA  
Lenexa, KS  
Manassas, VA  
Margate, FL**

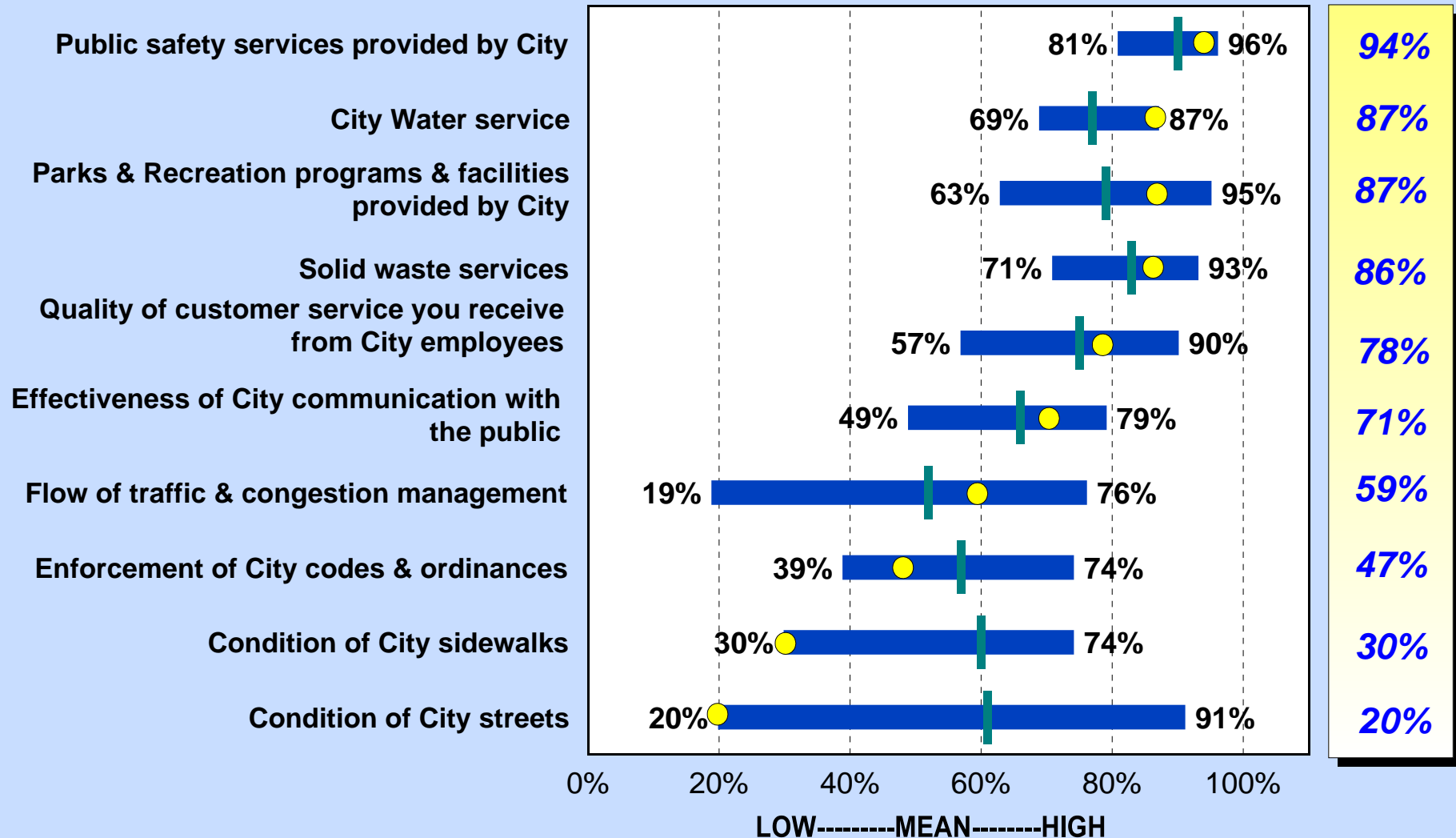
**Maryland Heights, MO  
Miami Lakes, FL  
 Mooresville, NC  
Mount Prospect, IL  
Oregon City, OR  
Raymore, MO  
Rolla, MO  
Schertz, TX  
Shoreline, WA  
St. Charles, IL  
Trussville, AL  
University City, MO  
Vestavia Hills, AL  
Wauwatosa, WI  
Waxahachie, TX**



# Overall Satisfaction With Major Categories of City Services

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

 **Kirkwood, MO**

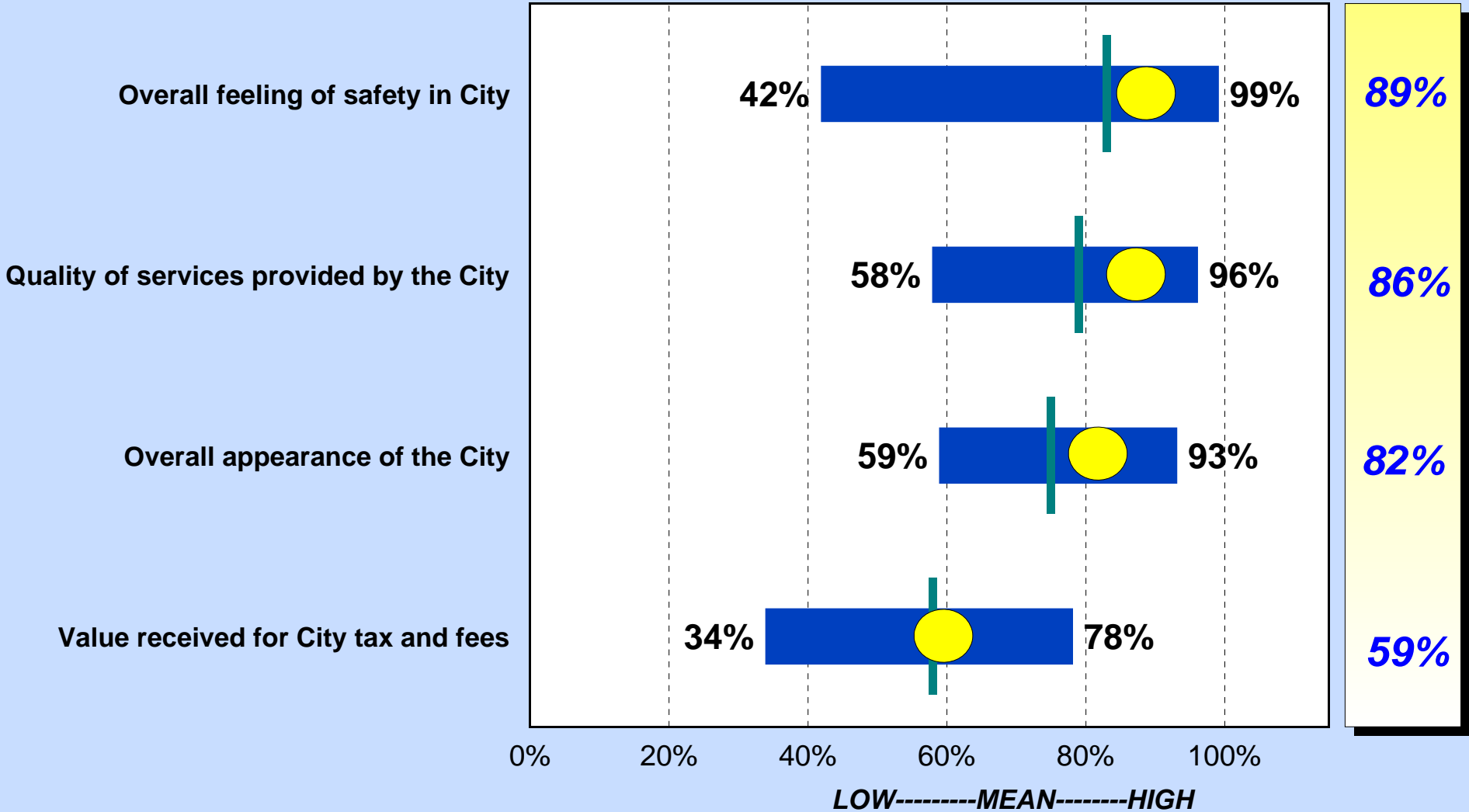


Source: ETC Institute (2018)

# Perceptions that Residents Have of the Community in Which They Live

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

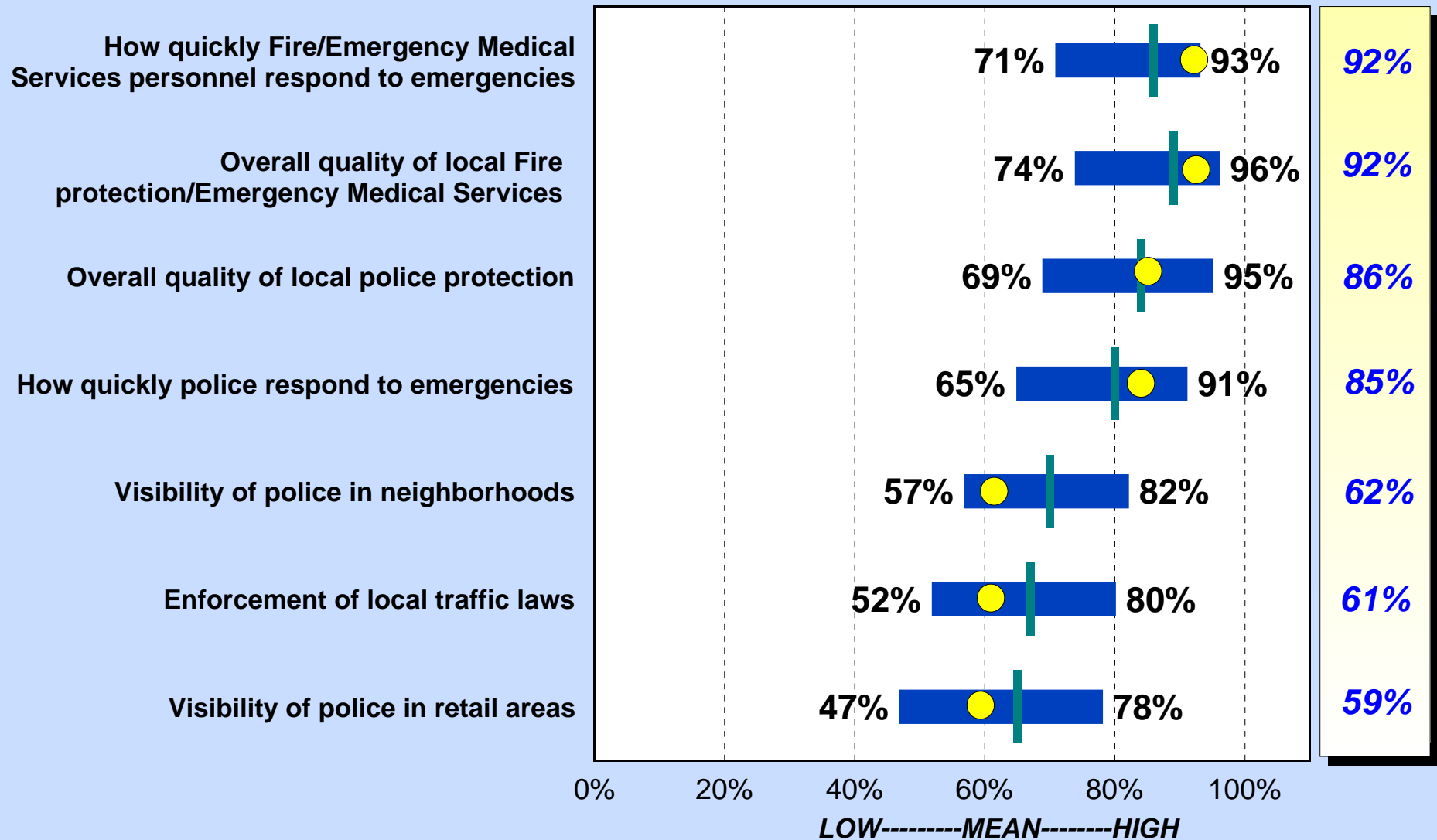
● Kirkwood, MO



# Overall Satisfaction with Public Safety

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

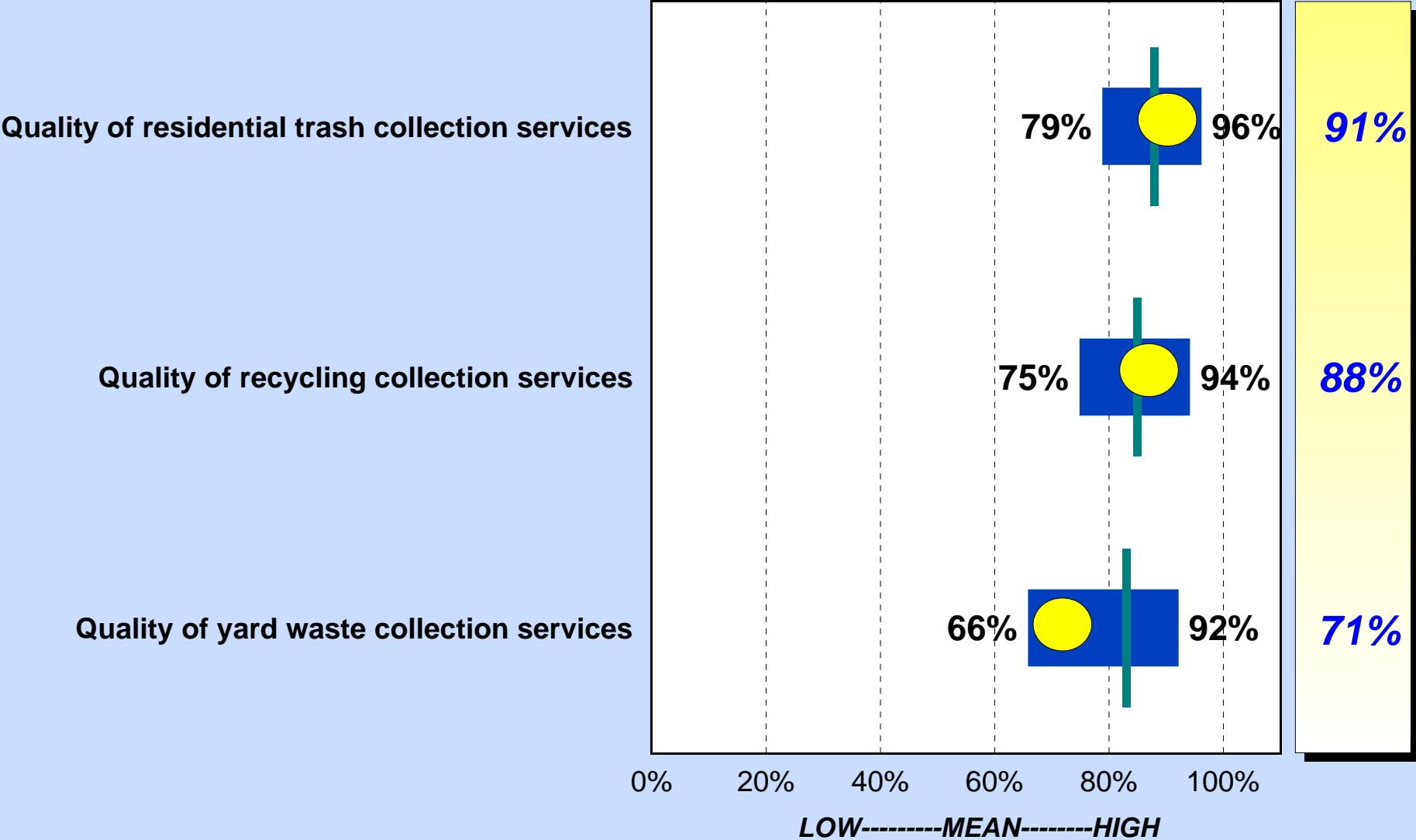
**● Kirkwood, MO**



# Overall Satisfaction with Waste Collection Services

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

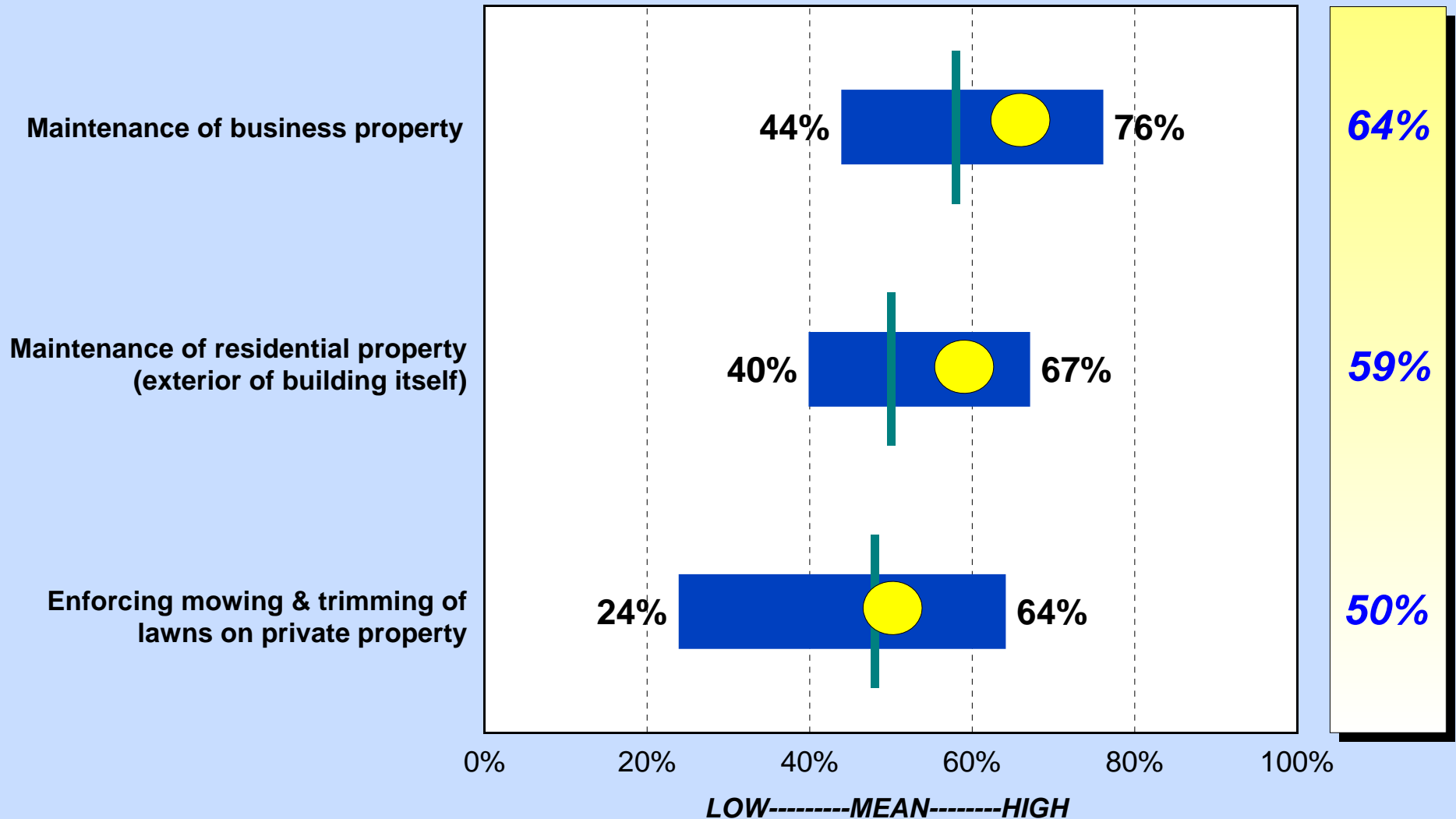
**● Kirkwood, MO**



# Satisfaction with Code Enforcement and Neighborhood Services

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

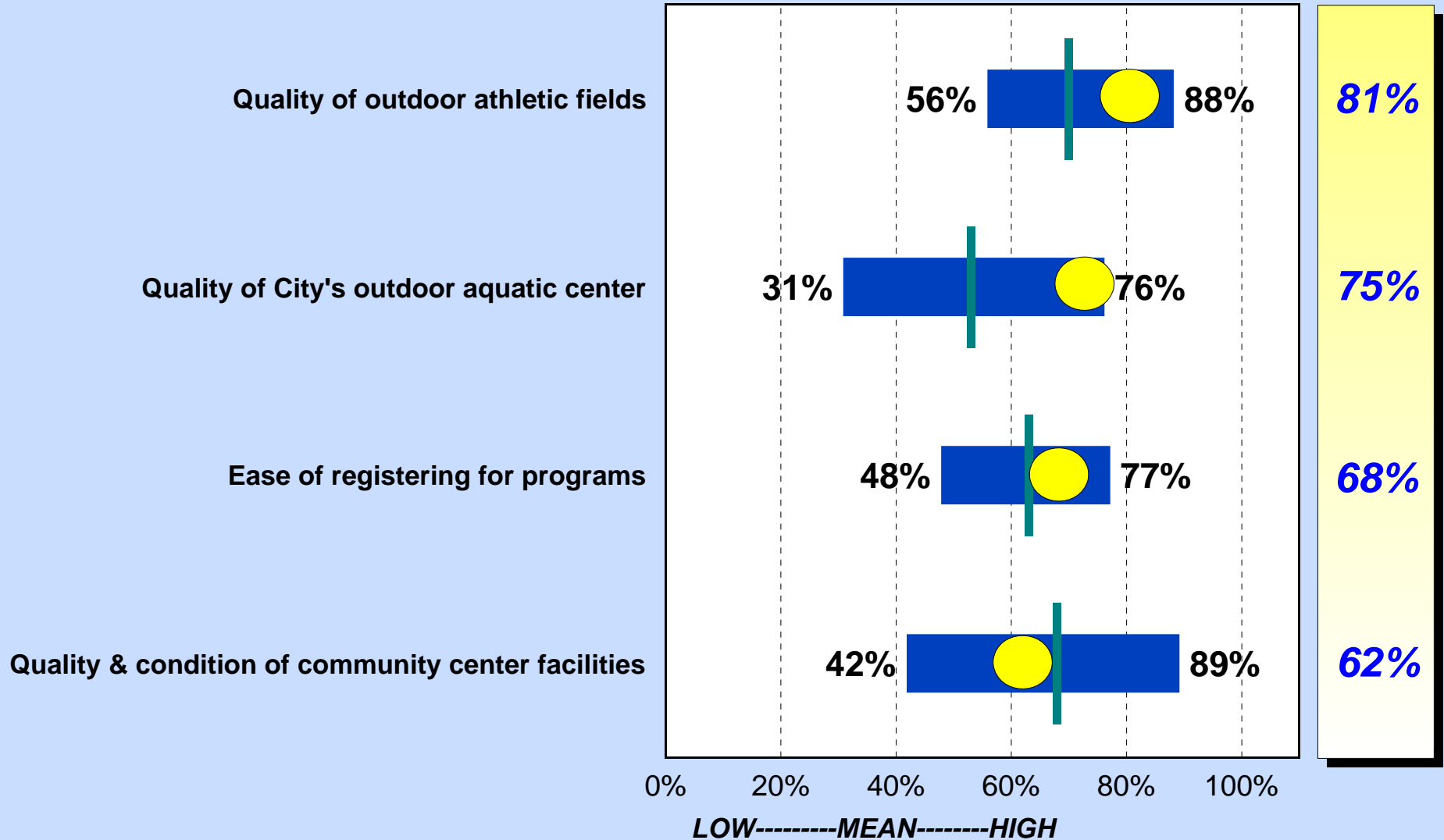
● **Kirkwood, MO**



# Overall Satisfaction with Parks and Recreation

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

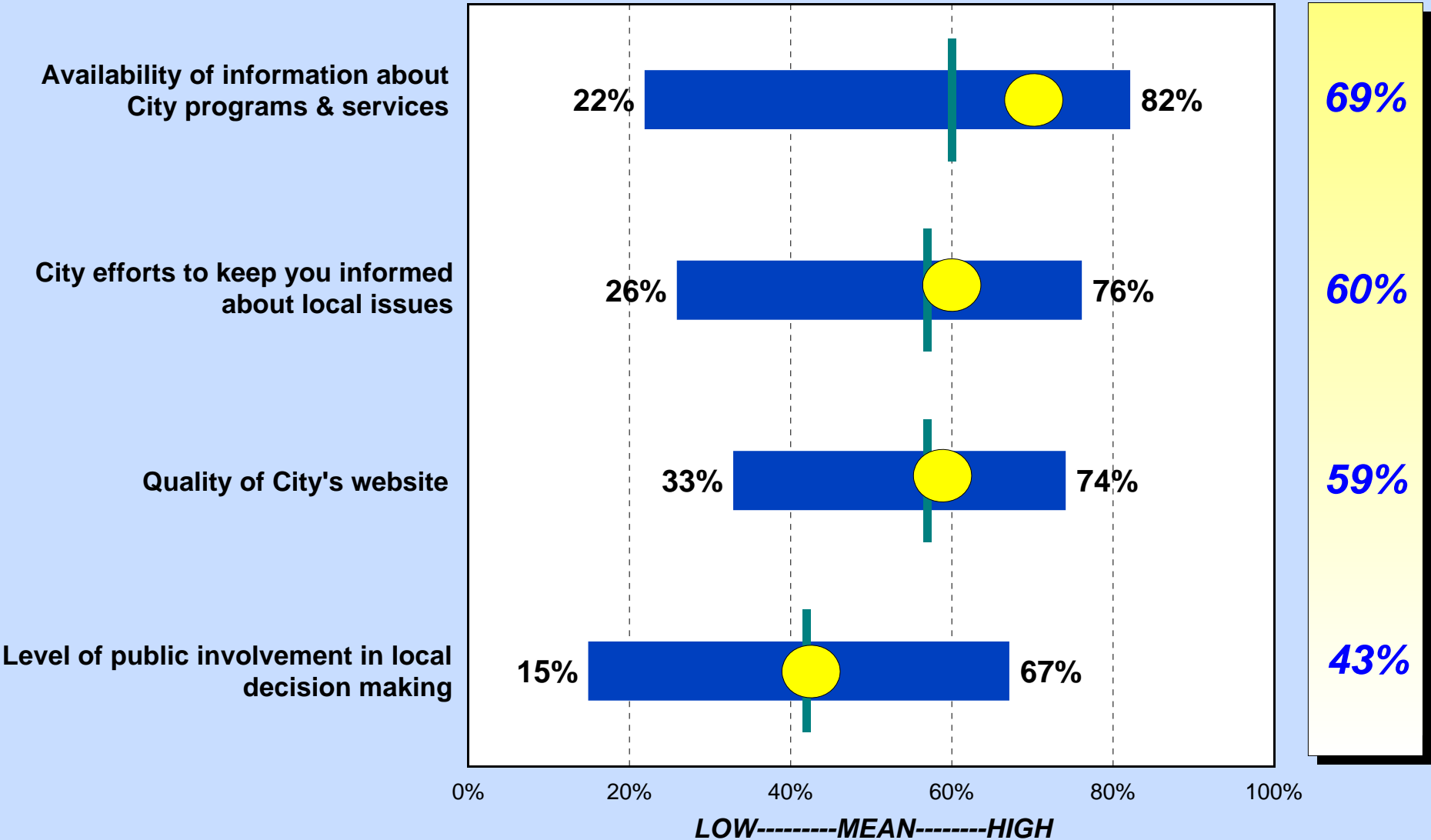
● **Kirkwood, MO**



# Overall Satisfaction with Communication Services

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

 **Kirkwood, MO**



## **Section 3**

# ***Importance-Satisfaction Analysis***

---



# Importance-Satisfaction Analysis

## City of Kirkwood, Missouri

### Overview

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

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that 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.

### Overview

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

**Example of the Calculation:** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Approximately eighty-one percent (80.6%) of respondents selected *condition of City streets* as one of the most important services for the City to provide.

With regard to satisfaction, 19.6% of respondents surveyed rated the City's overall performance in the *condition of City streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 80.6% was multiplied by 80.4% (1-0.196). This calculation yielded an I-S rating of 0.6480, which ranked first out of 11 major service categories.

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

The lowest rating is 0.00 and could be achieved under either 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 for 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 City of Kirkwood are provided on the following pages.

## 2021 Importance-Satisfaction Rating Kirkwood, MO Major Categories of City Services

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 City streets	81%	1	20%	11	0.6480	1
Condition of City sidewalks	48%	2	30%	10	0.3330	2
<b><u>High Priority (IS .10-.20)</u></b>						
Flow of traffic and congestion management in Kirkwood	31%	3	59%	8	0.1275	3
Enforcement of City codes & ordinances	23%	4	47%	9	0.1215	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Effectiveness of City communication with the public	10%	7	71%	7	0.0286	5
Parks and recreation programs and facilities provided by the City	20%	5	87%	3	0.0273	6
Solid waste services	9%	8	86%	4	0.0122	7
Kirkwood Electric service	7%	9	85%	5	0.0110	8
Public safety services provided by City	19%	6	94%	1	0.0109	9
Quality of customer service you receive from City employees	4%	11	78%	6	0.0080	10
City Water service	6%	10	87%	2	0.0079	11

**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 be the City's top priorities.

**Satisfaction %:**

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

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## 2021 Importance-Satisfaction Rating Kirkwood, MO Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Visibility of police in neighborhoods	47%	1	62%	6	0.1767	1
Visibility of police in retail areas	37%	2	59%	8	0.1501	2
Enforcement of local traffic laws	29%	3	61%	7	0.1154	3
<b>Medium Priority (IS &lt;.10)</b>						
Overall quality of City's Municipal Court	7%	9	54%	9	0.0306	4
Overall attitude and behavior of Police Department personnel toward citizens	18%	6	84%	5	0.0287	5
How quickly police respond to emergencies	18%	5	85%	4	0.0279	6
Overall quality of local police protection	19%	4	86%	3	0.0268	7
Overall quality of local fire protection/emergency medical services	14%	7	92%	2	0.0112	8
How quickly fire/emergency medical services personnel respond to emergencies	12%	8	92%	1	0.0098	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 be the City's top priorities.

**Satisfaction %:**

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

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## 2021 Importance-Satisfaction Rating Kirkwood, MO Water Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
What you are charged for water	31%	2	62%	5	0.1174	1
<b>Medium Priority (IS &lt;.10)</b>						
Water pressure on a typical day	27%	3	78%	3	0.0614	2
How well City keeps you informed about disruptions to water service	18%	5	68%	4	0.0568	3
Overall quality of your tap water	34%	1	86%	1	0.0468	4
Overall quality of your water service	18%	4	82%	2	0.0328	5

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

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## 2021 Importance-Satisfaction Rating Kirkwood, MO Waste Collection Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Value received for cost of yard waste bags/stickers	45%	1	41%	5	0.2655	1
<b>Medium Priority (IS &lt;.10)</b>						
Value received for cost of trash & recycling collection services	31%	2	70%	4	0.0933	2
Quality of yard waste collection services	16%	5	71%	3	0.0457	3
Quality of recycling collection services	21%	3	88%	2	0.0253	4
Quality of residential trash collection services	20%	4	91%	1	0.0186	5

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

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## 2021 Importance-Satisfaction Rating Kirkwood, MO Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Enforcing mowing & trimming of lawns on private property	26%	3	50%	4	0.1280	1
Enforcing removal of dead trees on private property	22%	4	44%	5	0.1217	2
Maintenance of residential property	29%	1	59%	3	0.1193	3
Enforcing codes designed to protect public health & safety	27%	2	60%	2	0.1103	4
<b>Medium Priority (IS &lt;.10)</b>						
Maintenance of business property	17%	5	64%	1	0.0612	5

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

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## 2021 Importance-Satisfaction Rating Kirkwood, MO Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Quality & condition of community center facilities	31%	2	62%	7	0.1188	1
<b>Medium Priority (IS &lt;.10)</b>						
City recreation programs such as classes, senior activities, athletic leagues, & day camps	22%	3	65%	6	0.0778	2
Fees charged for recreation services	18%	5	61%	8	0.0708	3
Quality of City's outdoor aquatic center	20%	4	75%	3	0.0504	4
Ease of registering for programs	13%	7	68%	5	0.0410	5
Maintenance of City parks	35%	1	91%	1	0.0318	6
Quality of outdoor athletic fields	13%	6	81%	2	0.0240	7
Quality of City's indoor ice rink	9%	8	73%	4	0.0239	8

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

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## 2021 Importance-Satisfaction Rating Kirkwood, MO Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Level of public involvement in local decision making	39%	1	43%	7	0.2234	1
<b>High Priority (IS .10-.20)</b>						
City efforts to keep you informed about local issues	37%	2	60%	5	0.1483	2
<b>Medium Priority (IS &lt;.10)</b>						
Availability of information about City programs & services	29%	3	69%	2	0.0884	3
Quality of City's website	19%	5	59%	6	0.0805	4
How well City's communications meet your needs	21%	4	61%	4	0.0803	5
Quality of citizen newsletter, Eye on Kirkwood	8%	7	69%	3	0.0257	6
Quality of City's Parks & Recreation program guide	9%	6	75%	1	0.0218	7

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

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## 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.

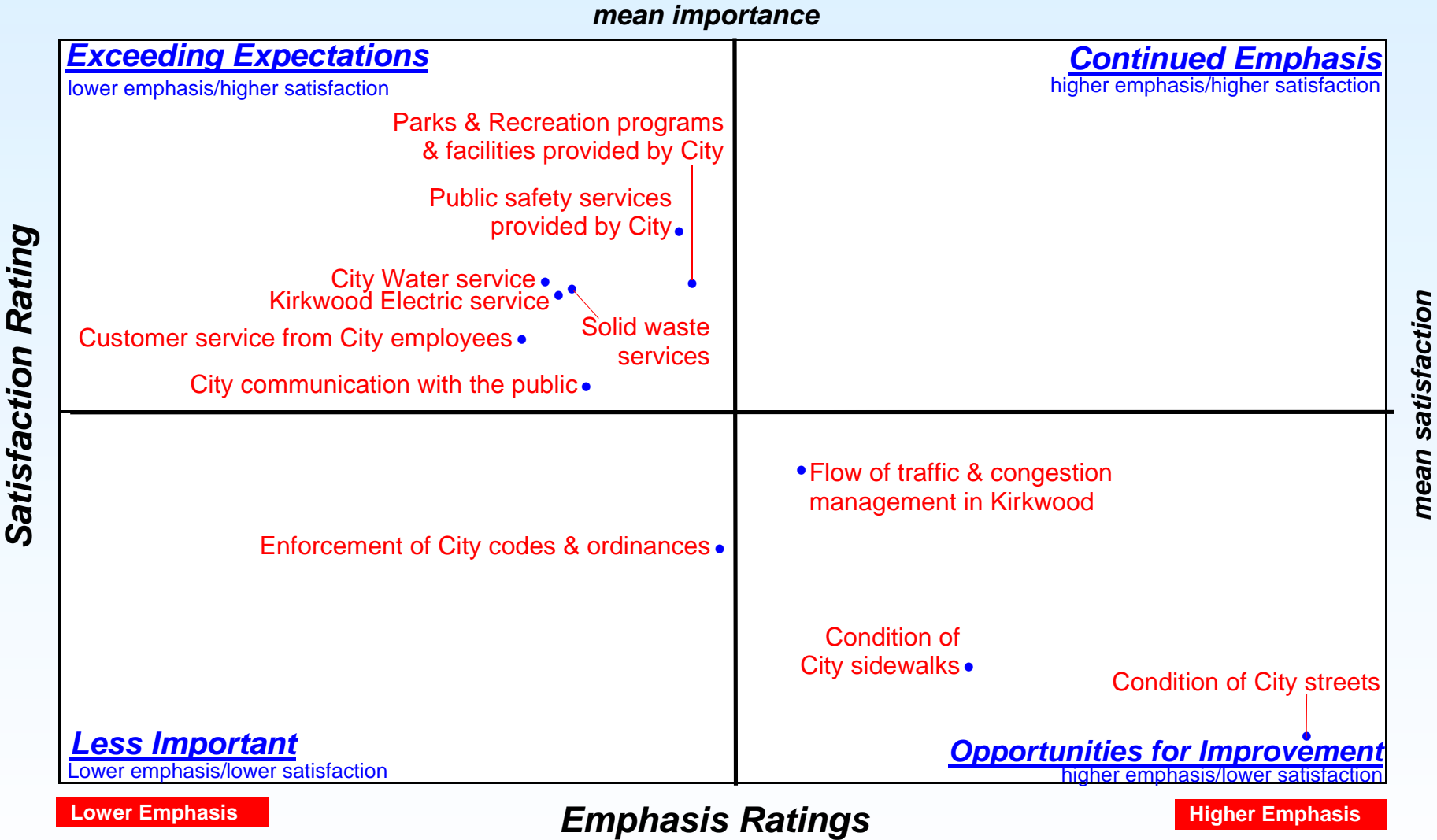
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

# 2021 City of Kirkwood Community Survey Importance-Satisfaction Assessment Matrix

## -Major Categories of City Services-

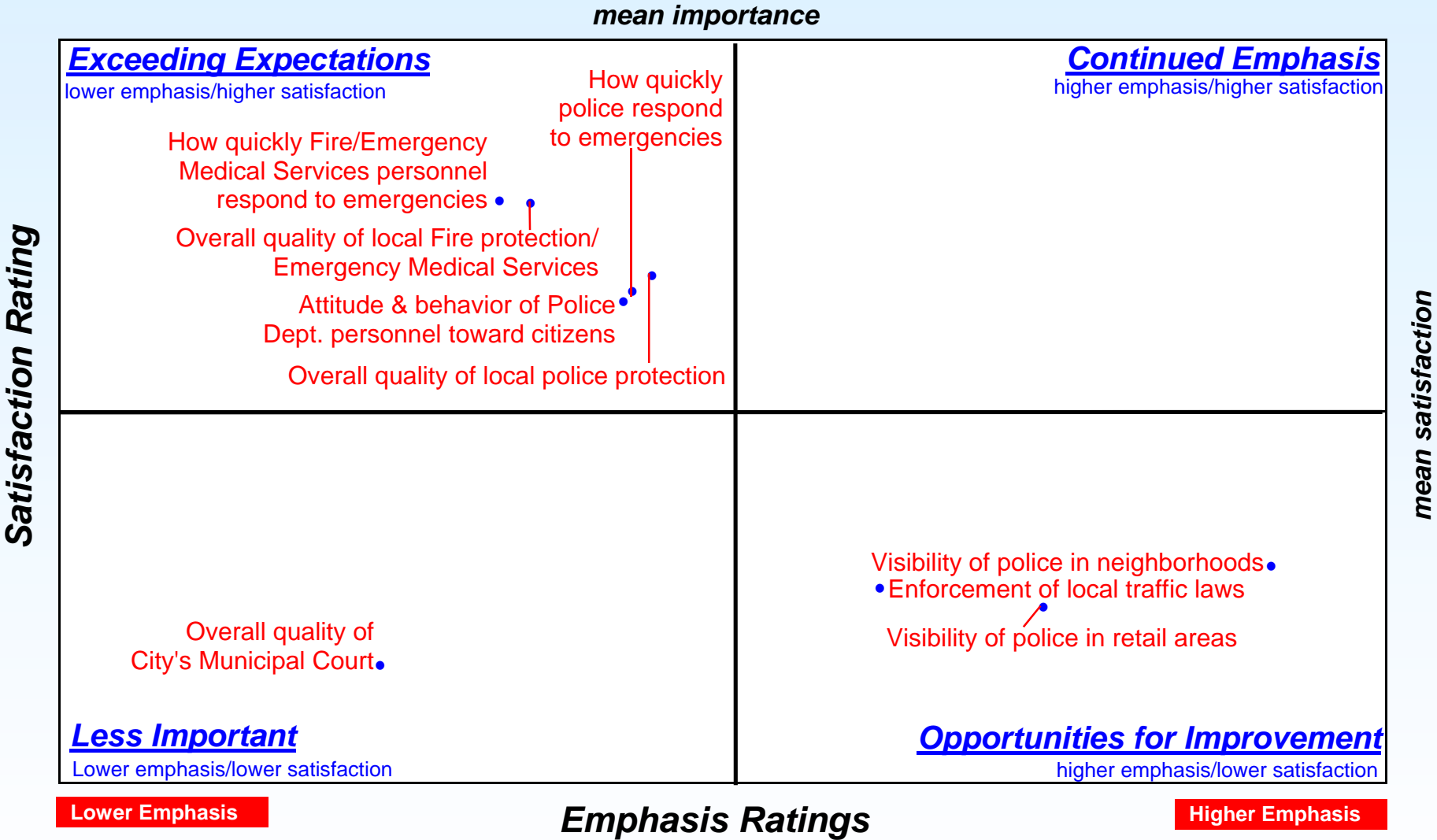
(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)



# 2021 City of Kirkwood Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

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

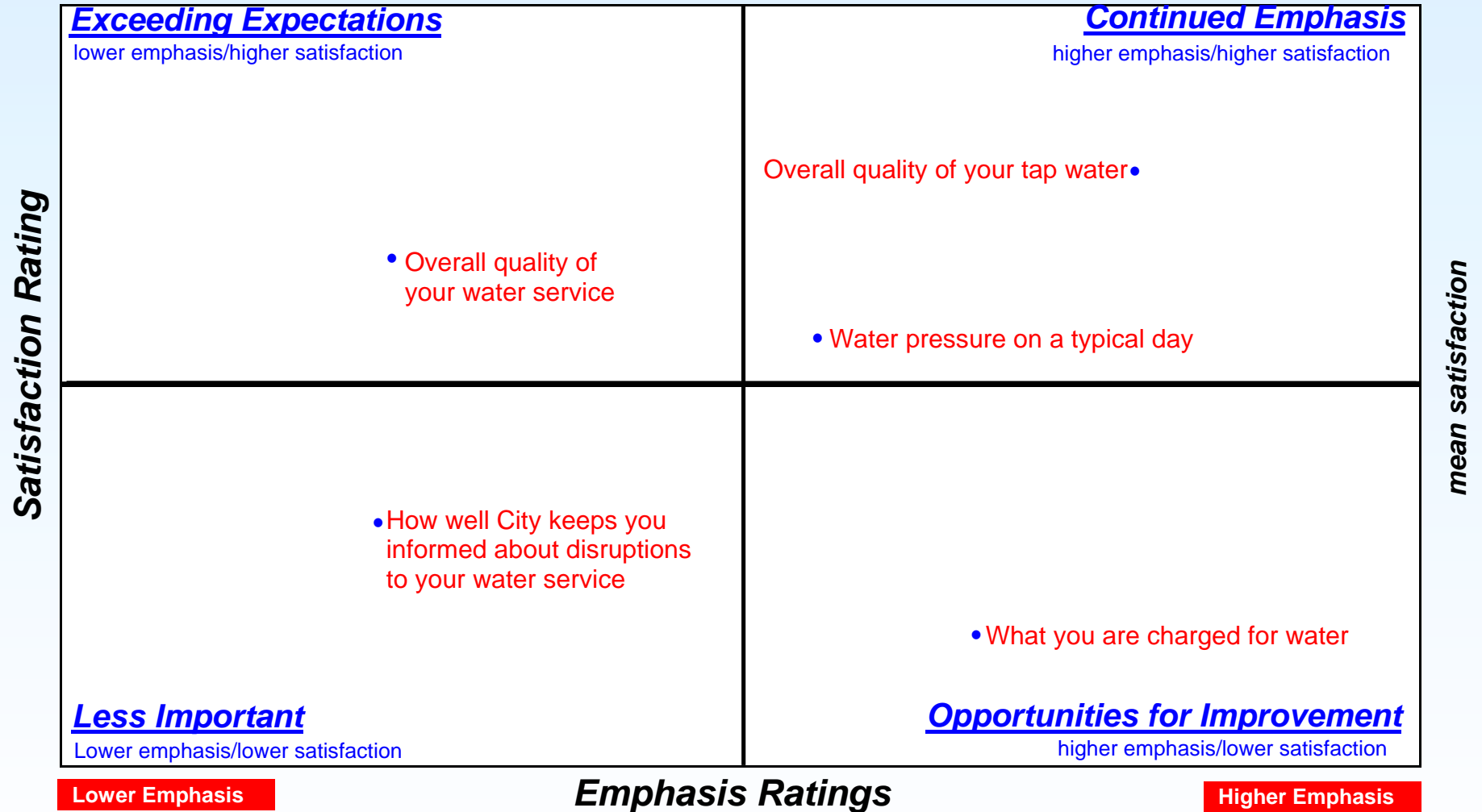


# 2021 City of Kirkwood Community Survey Importance-Satisfaction Assessment Matrix

## **-Water Services-**

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

*mean importance*

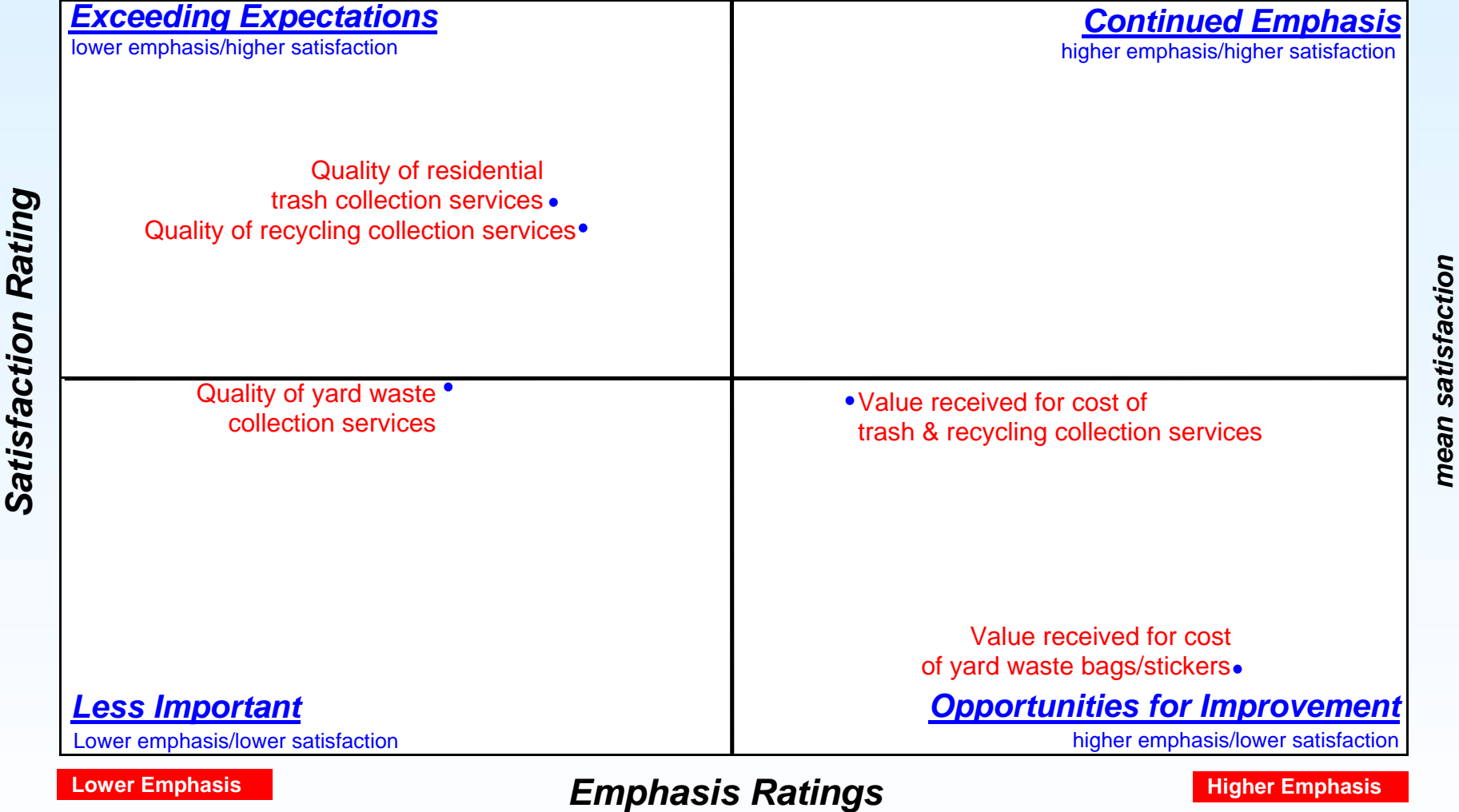


# 2021 City of Kirkwood Community Survey Importance-Satisfaction Assessment Matrix

## **-Waste Collection Services-**

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

*mean importance*

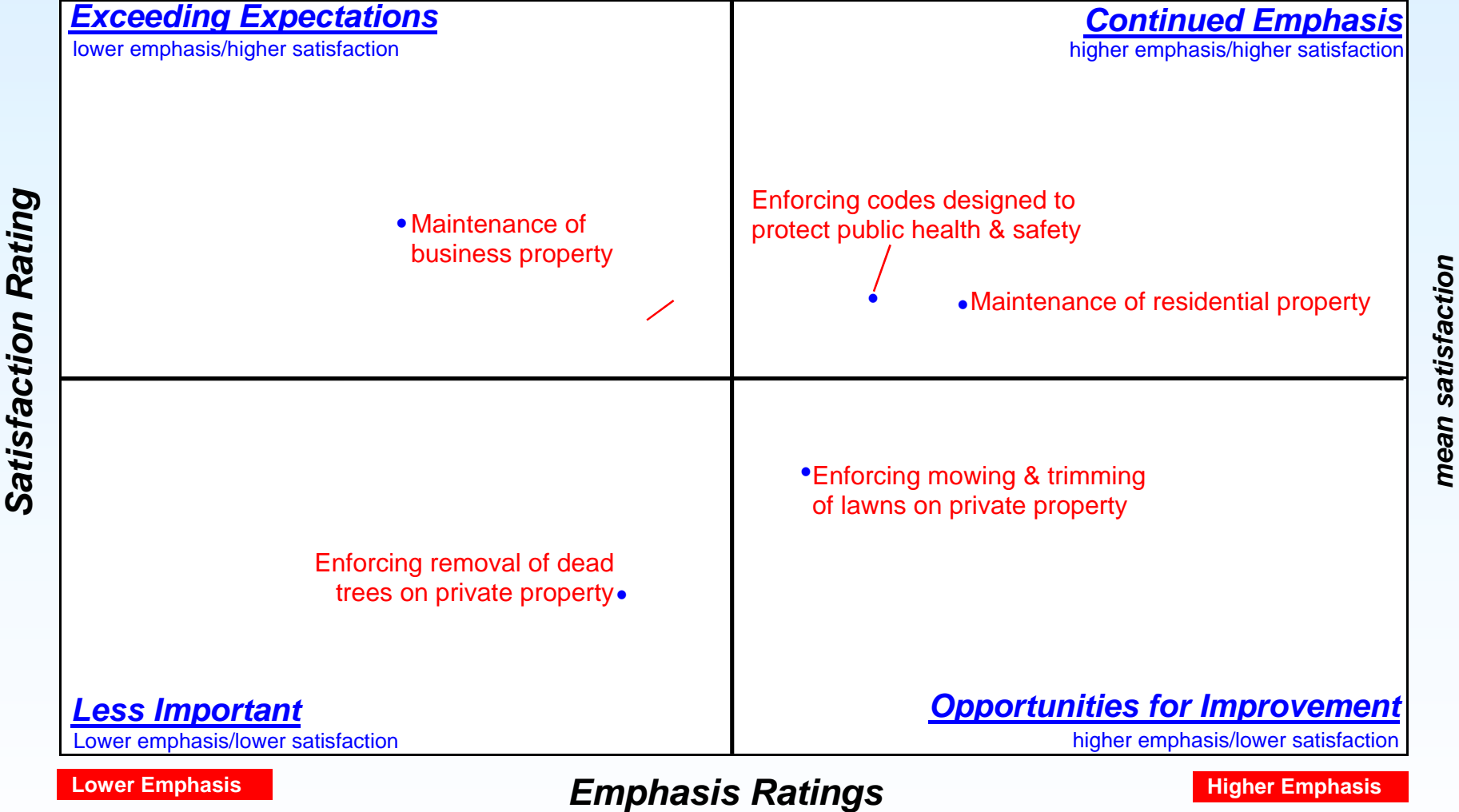


# 2021 City of Kirkwood Community Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

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

*mean importance*



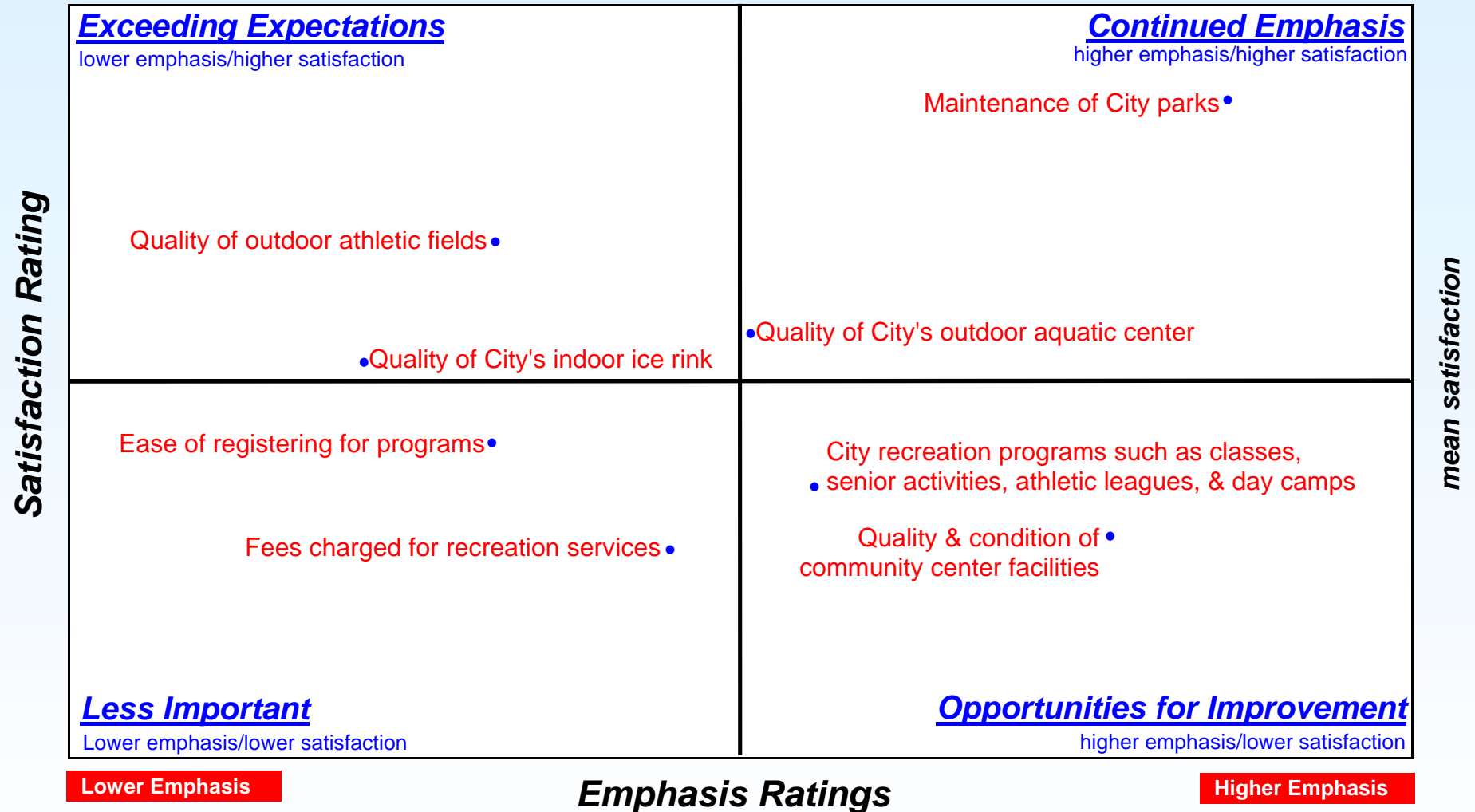
*mean satisfaction*

# 2021 City of Kirkwood Community Survey Importance-Satisfaction Assessment Matrix

## **-Parks and Recreation-**

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

*mean importance*



*mean satisfaction*

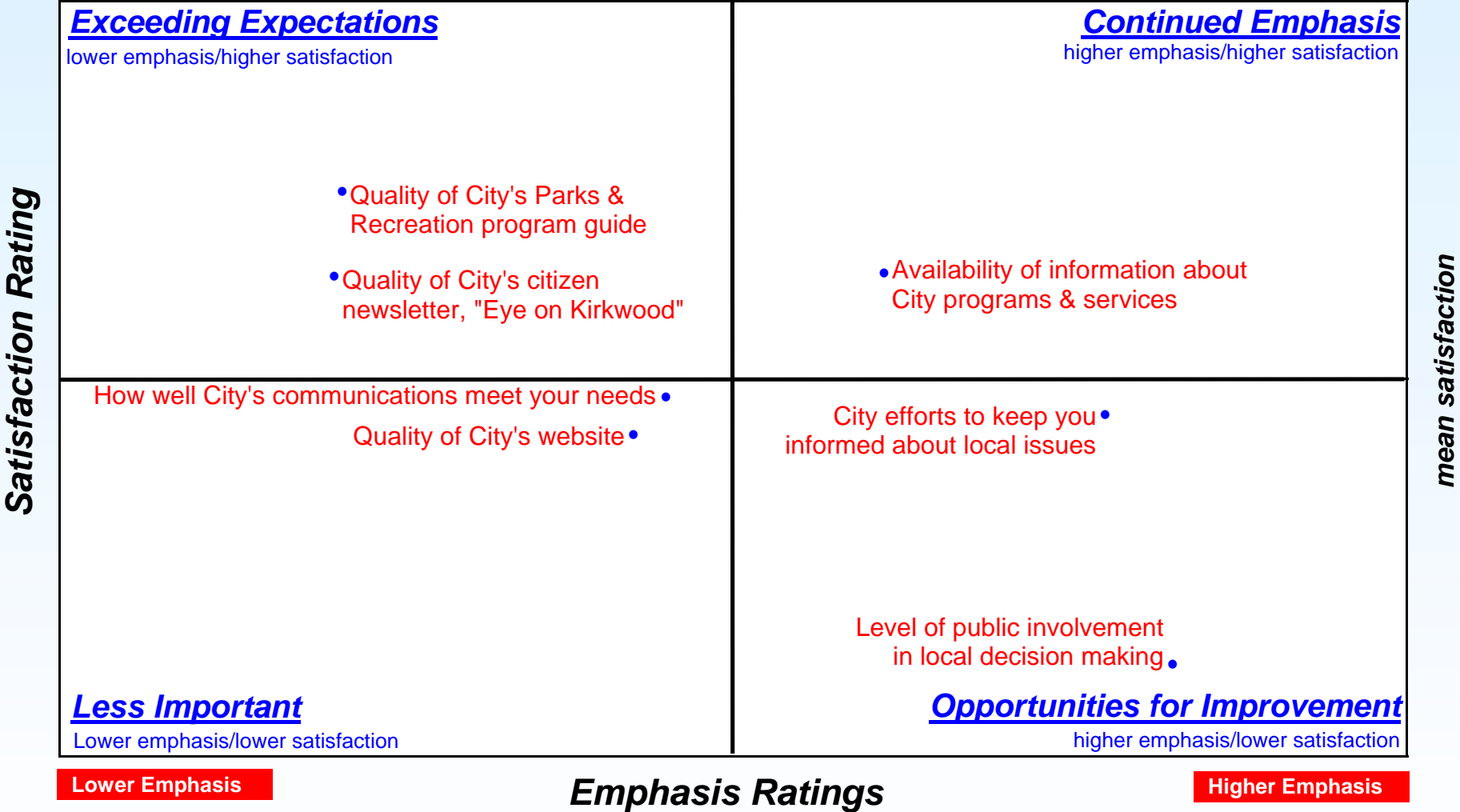


# 2021 City of Kirkwood Community Survey Importance-Satisfaction Assessment Matrix

## **-Communication-**

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

*mean importance*



**Section 4**  
***Tabular Data***

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**Q1. OVERALL SATISFACTION WITH CITY SERVICES. Major categories of services provided by the City of Kirkwood 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=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Public safety services provided by City (e.g., police, fire, & emergency medical services)	58.0%	32.4%	4.0%	1.0%	0.5%	4.1%
Q1-2. Parks & recreation programs & facilities provided by City	44.4%	38.3%	8.7%	2.8%	1.2%	4.4%
Q1-3. Condition of City streets	3.6%	16.0%	19.4%	35.3%	25.4%	0.3%
Q1-4. Condition of City sidewalks	5.2%	23.8%	28.9%	27.9%	11.2%	2.9%
Q1-5. Enforcement of City codes & ordinances	11.9%	27.3%	26.9%	11.5%	5.2%	17.2%
Q1-6. Quality of customer service you receive from City employees	35.5%	35.8%	15.9%	3.3%	0.5%	9.1%
Q1-7. Effectiveness of City communication with the public	21.7%	46.4%	20.5%	5.4%	1.2%	4.8%
Q1-8. Solid Waste services (trash, recycling, etc.)	46.4%	37.8%	8.0%	5.1%	0.7%	2.0%
Q1-9. City Water service	44.7%	39.7%	10.1%	2.3%	0.3%	2.9%
Q1-10. Kirkwood Electric service	41.7%	32.2%	10.5%	1.9%	0.7%	12.9%
Q1-11. Flow of traffic & congestion management in Kirkwood	14.3%	43.5%	27.1%	9.8%	3.3%	2.0%

**WITHOUT "DON'T KNOW"**

**Q1. OVERALL SATISFACTION WITH CITY SERVICES. Major categories of services provided by the City of Kirkwood 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=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Public safety services provided by City (e.g., police, fire, & emergency medical services)	60.5%	33.8%	4.1%	1.1%	0.5%
Q1-2. Parks & recreation programs & facilities provided by City	46.5%	40.1%	9.1%	3.0%	1.3%
Q1-3. Condition of City streets	3.6%	16.0%	19.5%	35.4%	25.5%
Q1-4. Condition of City sidewalks	5.4%	24.5%	29.8%	28.7%	11.6%
Q1-5. Enforcement of City codes & ordinances	14.4%	33.0%	32.5%	13.8%	6.3%
Q1-6. Quality of customer service you receive from City employees	39.0%	39.4%	17.5%	3.6%	0.5%
Q1-7. Effectiveness of City communication with the public	22.7%	48.7%	21.5%	5.7%	1.3%
Q1-8. Solid Waste services (trash, recycling, etc.)	47.3%	38.5%	8.2%	5.2%	0.7%
Q1-9. City Water service	46.0%	40.9%	10.4%	2.3%	0.4%
Q1-10. Kirkwood Electric service	47.9%	37.0%	12.1%	2.2%	0.8%
Q1-11. Flow of traffic & congestion management in Kirkwood	14.6%	44.4%	27.7%	10.0%	3.4%

**Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g., police, fire, & emergency medical services)	89	10.1 %
Parks & recreation programs & facilities provided by City	39	4.4 %
Condition of City streets	502	56.9 %
Condition of City sidewalks	71	8.0 %
Enforcement of City codes & ordinances	35	4.0 %
Quality of customer service you receive from City employees	5	0.6 %
Effectiveness of City communication with the public	9	1.0 %
Solid Waste services (trash, recycling, etc.)	13	1.5 %
City Water service	12	1.4 %
Kirkwood Electric service	12	1.4 %
Flow of traffic & congestion management in Kirkwood	43	4.9 %
None chosen	52	5.9 %
Total	882	100.0 %

**Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g., police, fire, & emergency medical services)	32	3.6 %
Parks & recreation programs & facilities provided by City	61	6.9 %
Condition of City streets	154	17.5 %
Condition of City sidewalks	250	28.3 %
Enforcement of City codes & ordinances	79	9.0 %
Quality of customer service you receive from City employees	7	0.8 %
Effectiveness of City communication with the public	24	2.7 %
Solid Waste services (trash, recycling, etc.)	30	3.4 %
City Water service	18	2.0 %
Kirkwood Electric service	21	2.4 %
Flow of traffic & congestion management in Kirkwood	92	10.4 %
None chosen	114	12.9 %
Total	882	100.0 %

**Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g., police, fire, & emergency medical services)	48	5.4 %
Parks & recreation programs & facilities provided by City	80	9.1 %
Condition of City streets	55	6.2 %
Condition of City sidewalks	99	11.2 %
Enforcement of City codes & ordinances	89	10.1 %
Quality of customer service you receive from City employees	20	2.3 %
Effectiveness of City communication with the public	56	6.3 %
Solid Waste services (trash, recycling, etc.)	33	3.7 %
City Water service	23	2.6 %
Kirkwood Electric service	31	3.5 %
Flow of traffic & congestion management in Kirkwood	139	15.8 %
<u>None chosen</u>	<u>209</u>	<u>23.7 %</u>
Total	882	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Public safety services provided by City (e.g., police, fire, & emergency medical services)	169	19.2 %
Parks & recreation programs & facilities provided by City	180	20.4 %
Condition of City streets	711	80.6 %
Condition of City sidewalks	420	47.6 %
Enforcement of City codes & ordinances	203	23.0 %
Quality of customer service you receive from City employees	32	3.6 %
Effectiveness of City communication with the public	89	10.1 %
Solid Waste services (trash, recycling, etc.)	76	8.6 %
City Water service	53	6.0 %
Kirkwood Electric service	64	7.3 %
Flow of traffic & congestion management in Kirkwood	274	31.1 %
<u>None chosen</u>	<u>52</u>	<u>5.9 %</u>
Total	2323	

**Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Kirkwood 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=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Kirkwood	32.3%	52.6%	10.9%	2.5%	0.2%	1.5%
Q3-2. Overall value that you receive for your City tax dollars & fees	17.6%	40.1%	27.0%	10.5%	2.6%	2.2%
Q3-3. City efforts to pursue innovative programs & solutions	11.5%	29.8%	35.8%	7.0%	2.3%	13.6%
Q3-4. How well City is planning & managing redevelopment	6.9%	22.0%	31.7%	22.1%	9.8%	7.5%
Q3-5. City efforts to partner with organizations & citizens to address issues	8.5%	25.4%	35.3%	8.3%	3.3%	19.3%
Q3-6. Transparency & accountability of City actions	7.9%	25.9%	35.7%	11.3%	3.9%	15.3%
Q3-7. Overall appearance of City	27.1%	53.9%	12.7%	5.1%	0.5%	0.8%
Q3-8. Overall quality of life in City	44.0%	46.8%	7.6%	1.0%	0.0%	0.6%
Q3-9. Overall feeling of safety in City	38.9%	50.1%	7.4%	2.9%	0.5%	0.2%

**WITHOUT "DON'T KNOW"**

**Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Kirkwood 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=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Kirkwood	32.8%	53.4%	11.0%	2.5%	0.2%
Q3-2. Overall value that you receive for your City tax dollars & fees	18.0%	41.0%	27.6%	10.8%	2.7%
Q3-3. City efforts to pursue innovative programs & solutions	13.3%	34.5%	41.5%	8.1%	2.6%
Q3-4. How well City is planning & managing redevelopment	7.5%	23.8%	34.3%	23.9%	10.5%
Q3-5. City efforts to partner with organizations & citizens to address issues	10.5%	31.5%	43.7%	10.3%	4.1%
Q3-6. Transparency & accountability of City actions	9.4%	30.5%	42.2%	13.4%	4.6%
Q3-7. Overall appearance of City	27.3%	54.3%	12.8%	5.1%	0.5%
Q3-8. Overall quality of life in City	44.2%	47.1%	7.6%	1.0%	0.0%
Q3-9. Overall feeling of safety in City	39.0%	50.2%	7.4%	3.0%	0.5%



**Q4. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate your feeling of safety in the following situations in the City.**

(N=882)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. Walking in your neighborhood during the day	80.4%	17.1%	1.1%	0.6%	0.2%	0.6%
Q4-2. Walking in your neighborhood at night	35.9%	42.1%	12.2%	5.6%	1.2%	2.9%
Q4-3. In downtown Kirkwood during the day	76.6%	19.3%	2.6%	0.1%	0.0%	1.4%
Q4-4. In downtown Kirkwood at night	35.7%	41.0%	13.2%	2.9%	0.7%	6.5%
Q4-5. In City parks during the day	69.6%	23.9%	2.8%	0.1%	0.0%	3.5%
Q4-6. In City parks at night	15.4%	29.9%	24.7%	9.8%	2.2%	18.0%

**WITHOUT "DON'T KNOW"**

**Q4. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate your feeling of safety in the following situations in the City. (without "don't know")**

(N=882)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. Walking in your neighborhood during the day	80.8%	17.2%	1.1%	0.6%	0.2%
Q4-2. Walking in your neighborhood at night	37.0%	43.3%	12.6%	5.7%	1.3%
Q4-3. In downtown Kirkwood during the day	77.7%	19.5%	2.6%	0.1%	0.0%
Q4-4. In downtown Kirkwood at night	38.2%	43.9%	14.1%	3.2%	0.7%
Q4-5. In City parks during the day	72.2%	24.8%	2.9%	0.1%	0.0%
Q4-6. In City parks at night	18.8%	36.5%	30.2%	11.9%	2.6%

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

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Visibility of police in neighborhoods	18.4%	42.5%	23.9%	10.9%	1.8%	2.5%
Q5-2. Visibility of police in retail areas	15.5%	38.9%	30.4%	6.6%	0.8%	7.8%
Q5-3. How quickly police respond to emergencies	31.2%	32.5%	10.8%	0.7%	0.2%	24.6%
Q5-4. Enforcement of local traffic laws	15.1%	37.9%	22.4%	8.8%	3.2%	12.6%
Q5-5. Overall attitude & behavior of Police Department personnel toward citizens	38.4%	36.8%	12.1%	1.7%	0.7%	10.2%
Q5-6. Overall quality of local police protection	35.1%	44.2%	11.6%	1.1%	0.3%	7.6%
Q5-7. Overall quality of City's municipal court	8.5%	15.4%	19.4%	0.6%	0.1%	56.0%
Q5-8. How quickly fire/emergency medical services personnel respond to emergencies	43.4%	27.0%	5.9%	0.2%	0.1%	23.4%
Q5-9. Overall quality of local fire protection/emergency medical services	45.6%	30.8%	6.6%	0.0%	0.3%	16.7%

**WITHOUT "DON'T KNOW"**

**Q5. PUBLIC SAFETY. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Kirkwood. (without "don't know")**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Visibility of police in neighborhoods	18.8%	43.6%	24.5%	11.2%	1.9%
Q5-2. Visibility of police in retail areas	16.9%	42.2%	33.0%	7.1%	0.9%
Q5-3. How quickly police respond to emergencies	41.4%	43.2%	14.3%	0.9%	0.3%
Q5-4. Enforcement of local traffic laws	17.3%	43.3%	25.7%	10.1%	3.6%
Q5-5. Overall attitude & behavior of Police Department personnel toward citizens	42.8%	41.0%	13.5%	1.9%	0.8%
Q5-6. Overall quality of local police protection	38.0%	47.9%	12.5%	1.2%	0.4%
Q5-7. Overall quality of City's municipal court	19.3%	35.1%	44.1%	1.3%	0.3%
Q5-8. How quickly fire/emergency medical services personnel respond to emergencies	56.7%	35.2%	7.7%	0.3%	0.1%
Q5-9. Overall quality of local fire protection/emergency medical services	54.7%	37.0%	7.9%	0.0%	0.4%

**Q6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	241	27.3 %
Visibility of police in retail areas	90	10.2 %
How quickly police respond to emergencies	53	6.0 %
Enforcement of local traffic laws	123	13.9 %
Overall attitude & behavior of Police Department personnel toward citizens	82	9.3 %
Overall quality of local police protection	45	5.1 %
Overall quality of City's municipal court	9	1.0 %
How quickly fire/emergency medical services personnel respond to emergencies	19	2.2 %
Overall quality of local fire protection/emergency medical services	18	2.0 %
<u>None chosen</u>	<u>202</u>	<u>22.9 %</u>
Total	882	100.0 %

**Q6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	112	12.7 %
Visibility of police in retail areas	174	19.7 %
How quickly police respond to emergencies	52	5.9 %
Enforcement of local traffic laws	68	7.7 %
Overall attitude & behavior of Police Department personnel toward citizens	37	4.2 %
Overall quality of local police protection	53	6.0 %
Overall quality of City's municipal court	13	1.5 %
How quickly fire/emergency medical services personnel respond to emergencies	50	5.7 %
Overall quality of local fire protection/emergency medical services	37	4.2 %
<u>None chosen</u>	<u>286</u>	<u>32.4 %</u>
Total	882	100.0 %

**Q6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	62	7.0 %
Visibility of police in retail areas	60	6.8 %
How quickly police respond to emergencies	55	6.2 %
Enforcement of local traffic laws	68	7.7 %
Overall attitude & behavior of Police Department personnel toward citizens	37	4.2 %
Overall quality of local police protection	70	7.9 %
Overall quality of City's municipal court	37	4.2 %
How quickly fire/emergency medical services personnel respond to emergencies	37	4.2 %
Overall quality of local fire protection/emergency medical services	64	7.3 %
<u>None chosen</u>	<u>392</u>	<u>44.4 %</u>
Total	882	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	415	47.1 %
Visibility of police in retail areas	324	36.7 %
How quickly police respond to emergencies	160	18.1 %
Enforcement of local traffic laws	259	29.4 %
Overall attitude & behavior of Police Department personnel toward citizens	156	17.7 %
Overall quality of local police protection	168	19.0 %
Overall quality of City's municipal court	59	6.7 %
How quickly fire/emergency medical services personnel respond to emergencies	106	12.0 %
Overall quality of local fire protection/emergency medical services	119	13.5 %
<u>None chosen</u>	<u>202</u>	<u>22.9 %</u>
Total	1968	

**Q7. WATER SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Water pressure on a typical day	37.5%	38.5%	8.8%	10.0%	3.2%	1.9%
Q7-2. Overall quality of your tap water	49.1%	35.0%	9.2%	2.9%	1.1%	2.6%
Q7-3. How well City keeps you informed about disruptions to your water service	23.0%	32.4%	20.4%	4.1%	1.8%	18.3%
Q7-4. What you are charged for water	17.0%	41.3%	26.1%	8.0%	1.7%	5.9%
Q7-5. Overall quality of your water service	32.2%	46.5%	14.2%	2.4%	1.0%	3.7%

**WITHOUT "DON'T KNOW"**

**Q7. WATER SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Water pressure on a typical day	38.3%	39.3%	9.0%	10.2%	3.2%
Q7-2. Overall quality of your tap water	50.4%	36.0%	9.4%	3.0%	1.2%
Q7-3. How well City keeps you informed about disruptions to your water service	28.2%	39.7%	25.0%	5.0%	2.2%
Q7-4. What you are charged for water	18.1%	43.9%	27.7%	8.6%	1.8%
Q7-5. Overall quality of your water service	33.5%	48.3%	14.7%	2.5%	1.1%

**Q8. Which TWO of the water service items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Water pressure on a typical day	174	19.7 %
Overall quality of your tap water	206	23.4 %
How well City keeps you informed about disruptions to your water service	76	8.6 %
What you are charged for water	123	13.9 %
Overall quality of your water service	32	3.6 %
None chosen	271	30.7 %
Total	882	100.0 %

**Q8. Which TWO of the water service items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Water pressure on a typical day	68	7.7 %
Overall quality of your tap water	97	11.0 %
How well City keeps you informed about disruptions to your water service	80	9.1 %
What you are charged for water	150	17.0 %
Overall quality of your water service	127	14.4 %
None chosen	360	40.8 %
Total	882	100.0 %

**SUM OF TOP 2 CHOICES**

**Q8. Which TWO of the water service items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q8. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Water pressure on a typical day	242	27.4 %
Overall quality of your tap water	303	34.4 %
How well City keeps you informed about disruptions to your water service	156	17.7 %
What you are charged for water	273	31.0 %
Overall quality of your water service	159	18.0 %
None chosen	271	30.7 %
Total	1404	

**Q9. WASTE COLLECTION SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Quality of residential trash collection services	49.3%	37.6%	5.6%	3.1%	0.6%	3.9%
Q9-2. Quality of recycling collection services	47.4%	36.8%	7.8%	3.2%	0.8%	4.0%
Q9-3. Value received for cost of trash & recycling collection services	31.5%	33.4%	16.8%	9.0%	2.7%	6.6%
Q9-4. Quality of yard waste collection services	31.6%	31.4%	14.9%	7.3%	3.7%	11.1%
Q9-5. Value received for cost of yard waste bags/stickers	16.0%	20.2%	21.2%	19.2%	11.6%	11.9%

**WITHOUT "DON'T KNOW"**

**Q9. WASTE COLLECTION SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Quality of residential trash collection services	51.3%	39.2%	5.8%	3.2%	0.6%
Q9-2. Quality of recycling collection services	49.4%	38.4%	8.1%	3.3%	0.8%
Q9-3. Value received for cost of trash & recycling collection services	33.7%	35.8%	18.0%	9.6%	2.9%
Q9-4. Quality of yard waste collection services	35.6%	35.3%	16.7%	8.2%	4.2%
Q9-5. Value received for cost of yard waste bags/stickers	18.1%	22.9%	24.1%	21.8%	13.1%



**Q10. Which TWO of the waste collection service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of residential trash collection services	117	13.3 %
Quality of recycling collection services	81	9.2 %
Value received for cost of trash & recycling collection services	125	14.2 %
Quality of yard waste collection services	49	5.6 %
Value received for cost of yard waste bags/stickers	267	30.3 %
None chosen	243	27.6 %
Total	882	100.0 %

**Q10. Which TWO of the waste collection service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of residential trash collection services	56	6.3 %
Quality of recycling collection services	101	11.5 %
Value received for cost of trash & recycling collection services	145	16.4 %
Quality of yard waste collection services	89	10.1 %
Value received for cost of yard waste bags/stickers	130	14.7 %
None chosen	361	40.9 %
Total	882	100.0 %

**SUM OF TOP 2 CHOICES**

**Q10. Which TWO of the waste collection service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q10. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of residential trash collection services	173	19.6 %
Quality of recycling collection services	182	20.6 %
Value received for cost of trash & recycling collection services	270	30.6 %
Quality of yard waste collection services	138	15.6 %
Value received for cost of yard waste bags/stickers	397	45.0 %
None chosen	243	27.6 %
Total	1403	

**Q11. CODE ENFORCEMENT. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Maintenance of residential property (exterior of building itself)	12.4%	38.9%	22.1%	10.8%	2.4%	13.5%
Q11-2. Enforcing mowing & trimming of lawns on private property	9.1%	32.4%	24.0%	12.9%	3.7%	17.8%
Q11-3. Enforcing removal of dead trees on private property	7.4%	27.1%	26.8%	13.5%	3.7%	21.5%
Q11-4. Maintenance of business property	12.5%	39.1%	24.7%	3.5%	1.4%	18.8%
Q11-5. Enforcing codes designed to protect public health & safety	12.2%	32.4%	23.2%	4.8%	2.3%	25.1%

**WITHOUT "DON'T KNOW"****Q11. CODE ENFORCEMENT. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Maintenance of residential property (exterior of building itself)	14.3%	45.0%	25.6%	12.5%	2.8%
Q11-2. Enforcing mowing & trimming of lawns on private property	11.0%	39.4%	29.2%	15.7%	4.6%
Q11-3. Enforcing removal of dead trees on private property	9.4%	34.5%	34.1%	17.2%	4.8%
Q11-4. Maintenance of business property	15.4%	48.2%	30.4%	4.3%	1.7%
Q11-5. Enforcing codes designed to protect public health & safety	16.3%	43.3%	31.0%	6.4%	3.0%

**Q12. Which TWO of the code enforcement items listed in Question 11 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q12. Top choice	Number	Percent
Maintenance of residential property (exterior of building itself)	159	18.0 %
Enforcing mowing & trimming of lawns on private property	108	12.2 %
Enforcing removal of dead trees on private property	95	10.8 %
Maintenance of business property	56	6.3 %
Enforcing codes designed to protect public health & safety	152	17.2 %
None chosen	312	35.4 %
Total	882	100.0 %

**Q12. Which TWO of the code enforcement items listed in Question 11 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q12. 2nd choice	Number	Percent
Maintenance of residential property (exterior of building itself)	100	11.3 %
Enforcing mowing & trimming of lawns on private property	120	13.6 %
Enforcing removal of dead trees on private property	96	10.9 %
Maintenance of business property	93	10.5 %
Enforcing codes designed to protect public health & safety	89	10.1 %
None chosen	384	43.5 %
Total	882	100.0 %

**SUM OF TOP 2 CHOICES**

**Q12. Which TWO of the code enforcement items listed in Question 11 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q12. Sum of top 2 choices	Number	Percent
Maintenance of residential property (exterior of building itself)	259	29.4 %
Enforcing mowing & trimming of lawns on private property	228	25.9 %
Enforcing removal of dead trees on private property	191	21.7 %
Maintenance of business property	149	16.9 %
Enforcing codes designed to protect public health & safety	241	27.3 %
None chosen	312	35.4 %
Total	1380	

**Q13. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood?**

Q13. To what extent are overgrown lots, abandoned cars, graffiti, & dilapidated buildings a problem in your neighborhood

	Number	Percent
A major problem	28	3.2 %
Somewhat of a problem	68	7.7 %
Only a small problem	174	19.7 %
Not a problem	547	62.0 %
Don't know	65	7.4 %
Total	882	100.0 %

**WITHOUT "DON'T KNOW"**

**Q13. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood? (without "don't know")**

Q13. To what extent are overgrown lots, abandoned cars, graffiti, & dilapidated buildings a problem in your neighborhood

	Number	Percent
A major problem	28	3.4 %
Somewhat of a problem	68	8.3 %
Only a small problem	174	21.3 %
Not a problem	547	67.0 %
Total	817	100.0 %

**Q14. SIDEWALKS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Condition of sidewalks in your area	7.7%	32.2%	21.9%	25.3%	6.6%	6.3%
Q14-2. Ease with which a wheelchair or stroller can access the sidewalk	8.3%	28.7%	20.0%	17.9%	6.6%	18.6%
Q14-3. Distance of the sidewalk from roadway & moving vehicles	13.5%	39.5%	25.3%	11.0%	3.6%	7.1%
Q14-4. Connectivity (e.g., lack of gaps) of the sidewalk in your area	8.8%	29.7%	22.3%	22.3%	8.6%	8.2%
Q14-5. Extent the sidewalks are clear of weeds, brush, & overhanging limbs	10.2%	36.4%	25.1%	15.9%	5.4%	7.0%

**WITHOUT "DON'T KNOW"****Q14. SIDEWALKS. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Condition of sidewalks in your area	8.2%	34.4%	23.4%	27.0%	7.0%
Q14-2. Ease with which a wheelchair or stroller can access the sidewalk	10.2%	35.2%	24.5%	22.0%	8.1%
Q14-3. Distance of the sidewalk from roadway & moving vehicles	14.5%	42.5%	27.2%	11.8%	3.9%
Q14-4. Connectivity (e.g., lack of gaps) of the sidewalk in your area	9.6%	32.3%	24.3%	24.3%	9.4%
Q14-5. Extent the sidewalks are clear of weeds, brush, & overhanging limbs	11.0%	39.1%	27.0%	17.1%	5.9%

**Q15. Are you a Kirkwood Electric customer?**

<u>Q15. re you a Kirkwood Electric customer</u>	<u>Number</u>	<u>Percent</u>
Yes	628	71.2 %
No	186	21.1 %
Not provided	68	7.7 %
Total	882	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q15. Are you a Kirkwood Electric customer? (without "not provided")**

<u>Q15. re you a Kirkwood Electric customer</u>	<u>Number</u>	<u>Percent</u>
Yes	628	77.1 %
No	186	22.9 %
Total	814	100.0 %

**Q16. (IF YOU ARE A KIRKWOOD ELECTRIC CUSTOMER) For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Overall quality of electric service provided	48.7%	41.2%	6.1%	2.9%	0.5%	0.6%
Q16-2. How well City keeps you informed of disruptions to your electric service	31.2%	33.0%	17.7%	8.3%	2.5%	7.3%
Q16-3. How quickly Kirkwood Electric responds to service outages	40.9%	33.9%	15.1%	3.7%	1.9%	4.5%
Q16-4. Value received for cost of electric services provided	34.1%	37.6%	18.9%	5.7%	1.3%	2.4%

**WITHOUT "DON'T KNOW"**

**Q16. (IF YOU ARE A KIRKWOOD ELECTRIC CUSTOMER) For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=628)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Overall quality of electric service provided	49.0%	41.5%	6.1%	2.9%	0.5%
Q16-2. How well City keeps you informed of disruptions to your electric service	33.7%	35.6%	19.1%	8.9%	2.7%
Q16-3. How quickly Kirkwood Electric responds to service outages	42.8%	35.5%	15.8%	3.8%	2.0%
Q16-4. Value received for cost of electric services provided	34.9%	38.5%	19.4%	5.9%	1.3%

**Q17. PARKS AND RECREATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Maintenance of City parks	40.2%	46.6%	6.7%	1.5%	0.7%	4.3%
Q17-2. Quality of outdoor athletic fields	24.8%	36.4%	11.9%	1.7%	0.3%	24.8%
Q17-3. Quality of City's outdoor aquatic center	25.3%	32.5%	13.9%	4.4%	0.6%	23.2%
Q17-4. Quality of City's indoor ice rink	18.6%	25.2%	13.9%	1.4%	0.6%	40.4%
Q17-5. Quality & condition of community center facilities	17.7%	29.3%	17.0%	8.8%	3.2%	24.0%
Q17-6. City recreation programs such as classes, senior activities, athletic leagues & day camps	16.9%	27.4%	18.8%	3.5%	1.5%	31.9%
Q17-7. Fees charged for recreation services	15.1%	29.3%	22.3%	4.6%	1.4%	27.3%
Q17-8. Ease of registering for programs	17.6%	30.0%	17.8%	3.9%	0.8%	29.9%



**WITHOUT "DON'T KNOW"**

**Q17. PARKS AND RECREATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Maintenance of City parks	42.1%	48.7%	7.0%	1.5%	0.7%
Q17-2. Quality of outdoor athletic fields	33.0%	48.4%	15.8%	2.3%	0.5%
Q17-3. Quality of City's outdoor aquatic center	32.9%	42.4%	18.2%	5.8%	0.7%
Q17-4. Quality of City's indoor ice rink	31.2%	42.2%	23.4%	2.3%	1.0%
Q17-5. Quality & condition of community center facilities	23.3%	38.5%	22.4%	11.6%	4.2%
Q17-6. City recreation programs such as classes, senior activities, athletic leagues & day camps	24.8%	40.3%	27.6%	5.2%	2.2%
Q17-7. Fees charged for recreation services	20.7%	40.2%	30.7%	6.4%	1.9%
Q17-8. Ease of registering for programs	25.1%	42.9%	25.4%	5.5%	1.1%

**Q18. Which THREE of the parks and recreation items listed in Question 17 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	214	24.3 %
Quality of outdoor athletic fields	21	2.4 %
Quality of City's outdoor aquatic center	51	5.8 %
Quality of City's indoor ice rink	23	2.6 %
Quality & condition of community center facilities	128	14.5 %
City recreation programs such as classes, senior activities, athletic leagues & day camps	46	5.2 %
Fees charged for recreation services	49	5.6 %
Ease of registering for programs	24	2.7 %
None chosen	326	37.0 %
Total	882	100.0 %

**Q18. Which THREE of the parks and recreation items listed in Question 17 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q18. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	43	4.9 %
Quality of outdoor athletic fields	65	7.4 %
Quality of City's outdoor aquatic center	74	8.4 %
Quality of City's indoor ice rink	28	3.2 %
Quality & condition of community center facilities	85	9.6 %
City recreation programs such as classes, senior activities, athletic leagues & day camps	88	10.0 %
Fees charged for recreation services	46	5.2 %
Ease of registering for programs	40	4.5 %
None chosen	413	46.8 %
Total	882	100.0 %

**Q18. Which THREE of the parks and recreation items listed in Question 17 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q18. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	48	5.4 %
Quality of outdoor athletic fields	27	3.1 %
Quality of City's outdoor aquatic center	55	6.2 %
Quality of City's indoor ice rink	28	3.2 %
Quality & condition of community center facilities	62	7.0 %
City recreation programs such as classes, senior activities, athletic leagues & day camps	63	7.1 %
Fees charged for recreation services	64	7.3 %
Ease of registering for programs	49	5.6 %
None chosen	486	55.1 %
Total	882	100.0 %

**SUM OF TOP 3 CHOICES**

**Q18. Which THREE of the parks and recreation items listed in Question 17 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q18. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	305	34.6 %
Quality of outdoor athletic fields	113	12.8 %
Quality of City's outdoor aquatic center	180	20.4 %
Quality of City's indoor ice rink	79	9.0 %
Quality & condition of community center facilities	275	31.2 %
City recreation programs such as classes, senior activities, athletic leagues & day camps	197	22.3 %
Fees charged for recreation services	159	18.0 %
Ease of registering for programs	113	12.8 %
None chosen	326	37.0 %
Total	1747	

**Q19. BILLING. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. How easy your bill is to understand	38.8%	46.6%	7.6%	1.8%	0.3%	4.9%
Q19-2. Accuracy of your bill	38.9%	43.7%	8.4%	1.0%	0.3%	7.7%
Q19-3. How easy it is to resolve billing problems	21.7%	23.0%	16.2%	0.8%	0.0%	38.3%
Q19-4. Hours that customer service is available	23.5%	33.8%	17.5%	1.1%	0.3%	23.8%
Q19-5. Ease of online payment	29.4%	30.6%	12.0%	2.0%	1.0%	24.9%
Q19-6. Overall quality of City's billing customer service	32.2%	41.0%	11.9%	0.7%	0.8%	13.4%

**WITHOUT "DON'T KNOW"****Q19. BILLING. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. How easy your bill is to understand	40.8%	49.0%	8.0%	1.9%	0.4%
Q19-2. Accuracy of your bill	42.1%	47.3%	9.1%	1.1%	0.4%
Q19-3. How easy it is to resolve billing problems	35.1%	37.3%	26.3%	1.3%	0.0%
Q19-4. Hours that customer service is available	30.8%	44.3%	22.9%	1.5%	0.4%
Q19-5. Ease of online payment	39.1%	40.8%	16.0%	2.7%	1.4%
Q19-6. Overall quality of City's billing customer service	37.2%	47.4%	13.7%	0.8%	0.9%

**Q20. Which of the following are your primary sources of information about City issues, services, and events?**

Q20. What are your primary sources of information about City issues, services, & events	Number	Percent
“Eye on Kirkwood” monthly newsletter appearing in Webster Kirkwood Times (WKT)	478	54.2 %
St. Louis Post Dispatch	150	17.0 %
Webster Kirkwood Times articles	669	75.9 %
Kirkwood E-Happenings (e-newsletter)	163	18.5 %
Facebook, Twitter, & other social media	248	28.1 %
City website	279	31.6 %
Parks & Recreation program guide in Webster Kirkwood Times (WKT)	307	34.8 %
Television news	150	17.0 %
Radio	29	3.3 %
Friends/neighbors	438	49.7 %
Neighborhood associations	100	11.3 %
Other	60	6.8 %
None of these	11	1.2 %
Total	3082	

**WITHOUT “NONE OF THESE”****Q20. Which of the following are your primary sources of information about City issues, services, and events? (without "none of these")**

Q20. What are your primary sources of information about City issues, services, & events	Number	Percent
“Eye on Kirkwood” monthly newsletter appearing in Webster Kirkwood Times (WKT)	478	54.9 %
St. Louis Post Dispatch	150	17.2 %
Webster Kirkwood Times articles	669	76.8 %
Kirkwood E-Happenings (e-newsletter)	163	18.7 %
Facebook, Twitter, & other social media	248	28.5 %
City website	279	32.0 %
Parks & Recreation program guide in Webster Kirkwood Times (WKT)	307	35.2 %
Television news	150	17.2 %
Radio	29	3.3 %
Friends/neighbors	438	50.3 %
Neighborhood associations	100	11.5 %
Other	60	6.9 %
Total	3071	

**Q20-12. Other**

<u>Q20-12. Other</u>	<u>Number</u>	<u>Percent</u>
Utility bill inserts	12	20.0 %
Nextdoor app	8	13.3 %
Electricity bill inserts	6	10.0 %
Bill inserts	4	6.7 %
Mailings	2	3.3 %
Facebook page	1	1.7 %
LIZ GIBBONS-ART MCDONNELL	1	1.7 %
COMMUNITY CENTER POSTINGS	1	1.7 %
ST LOUIS MAG	1	1.7 %
COUNCIL MEMEBER'S EMAIL AFTER MEETINGS	1	1.7 %
Reddit r/StLouis, electricity bill inserts	1	1.7 %
Notices on front door	1	1.7 %
Flyers in mail, Kirkwood utility bill	1	1.7 %
Liz Gibbons	1	1.7 %
COUNCIL PERSON	1	1.7 %
Signs by Parks Dept	1	1.7 %
Facebook, Twitter	1	1.7 %
MY COUNCILWOMAN LIZ GIBBONS EMAILS REGULARLY	1	1.7 %
KIRKWOOD MAGAZINE-KIRKWOOD'S NEWSLETTER IN MONTHLY BILL	1	1.7 %
NEIGHBORS AND BUSINESS OWNERS	1	1.7 %
SIGNS	1	1.7 %
Signs and posters around the community and at businesses	1	1.7 %
Neighborhood app	1	1.7 %
Parks program flyers	1	1.7 %
Parks and rec guide	1	1.7 %
Liz Gibbons emails	1	1.7 %
Parks and rec catalogs in the mail	1	1.7 %
Neighbors	1	1.7 %
POLICE BLOTTER EMAILS	1	1.7 %
KW POLICE	1	1.7 %
FACEBOOK PAGE FOR NEIGHBORHOOD	1	1.7 %
Mail the program guides	1	1.7 %
Insert in the monthly statement	1	1.7 %
Total	60	100.0 %

**Q21. COMMUNICATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Availability of information about City programs & services	15.9%	48.6%	23.2%	4.4%	1.0%	6.8%
Q21-2. City efforts to keep you informed about local issues	14.5%	41.8%	28.9%	7.0%	1.9%	5.8%
Q21-3. Level of public involvement in local decision making	7.7%	28.5%	29.0%	14.1%	4.2%	16.6%
Q21-4. Quality of City's website	10.2%	36.8%	27.4%	5.3%	0.6%	19.6%
Q21-5. Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	16.8%	38.8%	22.4%	1.9%	0.6%	19.5%
Q21-6. Quality of City's Parks & Recreation program guide	19.8%	42.9%	19.7%	1.2%	0.3%	16.0%
Q21-7. How well City's communications meet your needs	13.8%	43.5%	28.7%	5.8%	2.2%	6.0%

**WITHOUT "DON'T KNOW"**

**Q21. COMMUNICATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=882)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Availability of information about City programs & services	17.0%	52.2%	24.9%	4.7%	1.1%
Q21-2. City efforts to keep you informed about local issues	15.4%	44.4%	30.7%	7.5%	2.0%
Q21-3. Level of public involvement in local decision making	9.2%	34.1%	34.8%	16.8%	5.0%
Q21-4. Quality of City's website	12.7%	45.8%	34.1%	6.6%	0.7%
Q21-5. Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	20.8%	48.2%	27.9%	2.4%	0.7%
Q21-6. Quality of City's Parks & Recreation program guide	23.6%	51.0%	23.5%	1.5%	0.4%
Q21-7. How well City's communications meet your needs	14.7%	46.3%	30.5%	6.2%	2.3%



**Q22. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q22. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	136	15.4 %
City efforts to keep you informed about local issues	133	15.1 %
Level of public involvement in local decision making	154	17.5 %
Quality of City's website	56	6.3 %
Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	23	2.6 %
Quality of City's Parks & Recreation program guide	17	1.9 %
How well City's communications meet your needs	31	3.5 %
None chosen	332	37.6 %
Total	882	100.0 %

**Q22. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q22. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	51	5.8 %
City efforts to keep you informed about local issues	139	15.8 %
Level of public involvement in local decision making	119	13.5 %
Quality of City's website	61	6.9 %
Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	29	3.3 %
Quality of City's Parks & Recreation program guide	29	3.3 %
How well City's communications meet your needs	52	5.9 %
None chosen	402	45.6 %
Total	882	100.0 %

**Q22. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q22. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	66	7.5 %
City efforts to keep you informed about local issues	53	6.0 %
Level of public involvement in local decision making	74	8.4 %
Quality of City's website	55	6.2 %
Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	21	2.4 %
Quality of City's Parks & Recreation program guide	30	3.4 %
How well City's communications meet your needs	99	11.2 %
None chosen	484	54.9 %
Total	882	100.0 %

**SUM OF TOP 3 CHOICES**

**Q22. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q22. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	253	28.7 %
City efforts to keep you informed about local issues	325	36.8 %
Level of public involvement in local decision making	347	39.3 %
Quality of City's website	172	19.5 %
Quality of City's citizen newsletter, Eye on Kirkwood (appearing monthly in Webster Kirkwood Times)	73	8.3 %
Quality of City's Parks & Recreation program guide	76	8.6 %
How well City's communications meet your needs	182	20.6 %
None chosen	332	37.6 %
Total	1760	

**Q23. In the last twelve months, how many times have you dropped off recyclables at the Francis Scheidegger Recycling Depository?**

Q23. How many times have you dropped off recyclables at Francis Scheidegger Recycling Depository in last twelve months

	Number	Percent
0 times	273	31.0 %
1-4 times	255	28.9 %
5-8 times	157	17.8 %
9-12 times	72	8.2 %
12+ times	106	12.0 %
Not provided	19	2.2 %
Total	882	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q23. In the last twelve months, how many times have you dropped off recyclables at the Francis Scheidegger Recycling Depository? (without "not provided")**

Q23. How many times have you dropped off recyclables at Francis Scheidegger Recycling Depository in last twelve months

	Number	Percent
0 times	273	31.6 %
1-4 times	255	29.5 %
5-8 times	157	18.2 %
9-12 times	72	8.3 %
12+ times	106	12.3 %
Total	863	100.0 %

**Q24. Approximately, how many years have you lived in the City of Kirkwood?**

Q24. How many years have you lived in City of Kirkwood	Number	Percent
0-5	161	18.3 %
6-10	119	13.5 %
11-15	79	9.0 %
16-20	56	6.3 %
21-30	165	18.7 %
31+	284	32.2 %
Not provided	18	2.0 %
Total	882	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q24. Approximately, how many years have you lived in the City of Kirkwood? (without "not provided")**

Q24. How many years have you lived in City of Kirkwood	Number	Percent
0-5	161	18.6 %
6-10	119	13.8 %
11-15	79	9.1 %
16-20	56	6.5 %
21-30	165	19.1 %
31+	284	32.9 %
Total	864	100.0 %

**Q25. What is your age?**

Q25. Your age	Number	Percent
18-34	172	19.5 %
35-44	157	17.8 %
45-54	170	19.3 %
55-64	178	20.2 %
65+	174	19.7 %
Not provided	31	3.5 %
Total	882	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q25. What is your age? (without "not provided")**

Q25. Your age	Number	Percent
18-34	172	20.2 %
35-44	157	18.4 %
45-54	170	20.0 %
55-64	178	20.9 %
65+	174	20.4 %
Total	851	100.0 %

**Q26. How many people in your household (counting yourself) are:**

	Mean	Sum
number	2.6	2191
Under age 5	0.2	135
Ages 5-9	0.2	152
Ages 10-14	0.1	121
Ages 15-19	0.1	122
Ages 20-24	0.1	85
Ages 25-34	0.3	251
Ages 35-44	0.3	280
Ages 45-54	0.4	311
Ages 55-64	0.4	337
Ages 65-74	0.3	263
Ages 75+	0.2	134

**Q27. Would you say your total annual household income is:**

Q27. Your total annual household income	Number	Percent
Under \$30K	77	8.7 %
\$30K to \$59,999	101	11.5 %
\$60K to \$99,999	197	22.3 %
\$100K to \$149,999	119	13.5 %
\$150K to \$199,999	110	12.5 %
\$200K+	104	11.8 %
Not provided	174	19.7 %
Total	882	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q27. Would you say your total annual household income is: (without "not provided")**

Q27. Your total annual household income	Number	Percent
Under \$30K	77	10.9 %
\$30K to \$59,999	101	14.3 %
\$60K to \$99,999	197	27.8 %
\$100K to \$149,999	119	16.8 %
\$150K to \$199,999	110	15.5 %
\$200K+	104	14.7 %
Total	708	100.0 %

**Q28. Which of the following best describes your race/ethnicity?**

<u>Q28. What best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	11	1.2 %
Black/African American	45	5.1 %
Native American	5	0.6 %
White/Caucasian	792	89.8 %
Hispanic	23	2.6 %
Other	3	0.3 %
Total	879	

**Q28-6. Self-describe your race/ethnicity:**

<u>Q28-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
MIXED	1	33.3 %
Irish	1	33.3 %
More than one	1	33.3 %
Total	3	100.0 %

**Q29. Your gender:**

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	439	49.8 %
Female	440	49.9 %
Not provided	3	0.3 %
Total	882	100.0 %

**WITHOUT "NOT PROVIDED"****Q29. Your gender: (without "not provided")**

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	439	49.9 %
Female	440	50.1 %
Total	879	100.0 %

**Section 5**  
***Survey Instrument***

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WHERE COMMUNITY AND SPIRIT MEET®

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May 2021

2021 City of Kirkwood Survey

Dear Fellow Kirkwood Resident,

On behalf of the Kirkwood City Council, thank you for your on-going involvement in our community. This letter is a request for your assistance in building an even better Kirkwood. Your input on the enclosed survey is extremely important. My colleagues on the Council and I are responsible for making decisions that affect City services, including public safety, parks, recreation, water, electric, code enforcement, and others. To make sure that the City's priorities are aligned with the needs of our residents, we need to know what you think.

We realize the survey takes time to complete, but every question is important. The time you invest in the survey will influence many decisions that will be made about the City's future. Your responses also will allow City leadership and staff to identify and address many of the opportunities and challenges facing our community. Please return your completed survey sometime during the next week if possible, and return it in the enclosed postage-paid envelope. Your responses will remain confidential.

**If you prefer, you may complete the survey on-line at**  
**[www.kirkwoodsurvey.org](http://www.kirkwoodsurvey.org) .**

Please call Asst. Chief Administrative Officer David Weidler at 314-822-5801 with any questions. City staff will be pleased to answer them. Thank you again for taking the time to help Kirkwood remain a strong and vibrant community.

Sincerely,

Mayor Tim Griffin





WHERE COMMUNITY AND SPIRIT MEET®

# 2021 City of Kirkwood Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. If you have questions, please call the City's Assistant Chief Administrative Officer, David Weidler, at (314) 822-5801.

1. **OVERALL SATISFACTION WITH CITY SERVICES.** Major categories of services provided by the City of Kirkwood are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Public safety services provided by the City (e.g., police, fire, and emergency medical services)	5	4	3	2	1	9
02. Parks and recreation programs and facilities provided by the City	5	4	3	2	1	9
03. Condition of City streets	5	4	3	2	1	9
04. Condition of City sidewalks	5	4	3	2	1	9
05. Enforcement of City codes and ordinances	5	4	3	2	1	9
06. Quality of customer service you receive from City employees	5	4	3	2	1	9
07. Effectiveness of City communication with the public	5	4	3	2	1	9
08. Solid Waste services (trash, recycling, etc.)	5	4	3	2	1	9
09. City Water service	5	4	3	2	1	9
10. Kirkwood Electric service	5	4	3	2	1	9
11. Flow of traffic and congestion management in Kirkwood	5	4	3	2	1	9

2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 1.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

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

Perceptions of the City	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City of Kirkwood	5	4	3	2	1	9
2. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3. City efforts to pursue innovative programs and solutions	5	4	3	2	1	9
4. How well the City is planning and managing redevelopment	5	4	3	2	1	9
5. City efforts to partner with organizations and citizens to address issues	5	4	3	2	1	9
6. Transparency and accountability of City actions	5	4	3	2	1	9
7. Overall appearance of the City	5	4	3	2	1	9
8. Overall quality of life in the City	5	4	3	2	1	9
9. Overall feeling of safety in the City	5	4	3	2	1	9

4. **PERCEPTIONS OF SAFETY.** Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate your feeling of safety in the following situations in the City.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. Walking in your neighborhood during the day	5	4	3	2	1	9
2. Walking in your neighborhood at night	5	4	3	2	1	9
3. In downtown Kirkwood during the day	5	4	3	2	1	9
4. In downtown Kirkwood at night	5	4	3	2	1	9
5. In City parks during the day	5	4	3	2	1	9
6. In City parks at night	5	4	3	2	1	9

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

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The visibility of police in neighborhoods	5	4	3	2	1	9
2.	The visibility of police in retail areas	5	4	3	2	1	9
3.	How quickly police respond to emergencies	5	4	3	2	1	9
4.	Enforcement of local traffic laws	5	4	3	2	1	9
5.	Overall attitude and behavior of Police Department personnel toward citizens	5	4	3	2	1	9
6.	Overall quality of local police protection	5	4	3	2	1	9
7.	Overall quality of the City's municipal court	5	4	3	2	1	9
8.	How quickly fire/emergency medical services personnel respond to emergencies	5	4	3	2	1	9
9.	Overall quality of local fire protection/emergency medical services	5	4	3	2	1	9

6. Which THREE of the public safety items listed in Question 5 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 5.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

7. **WATER SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Water Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Water pressure on a typical day	5	4	3	2	1	9
2.	Overall quality of your tap water	5	4	3	2	1	9
3.	How well the City keeps you informed about disruptions to your water service	5	4	3	2	1	9
4.	What you are charged for water	5	4	3	2	1	9
5.	Overall quality of your water service	5	4	3	2	1	9

8. Which TWO of the water service items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 7.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

9. **WASTE COLLECTION SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Waste Collection Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of residential trash collection services	5	4	3	2	1	9
2.	Quality of recycling collection services	5	4	3	2	1	9
3.	Value received for cost of trash and recycling collection services	5	4	3	2	1	9
4.	Quality of yard waste collection services	5	4	3	2	1	9
5.	Value received for cost of yard waste bags/stickers	5	4	3	2	1	9

10. Which TWO of the waste collection service items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 9.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

11. **CODE ENFORCEMENT.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Code Enforcement		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of residential property ( <i>exterior of the building itself</i> )	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
3.	Enforcing the removal of dead trees on private property	5	4	3	2	1	9
4.	Maintenance of business property	5	4	3	2	1	9
5.	Enforcing codes designed to protect public health and safety	5	4	3	2	1	9

12. Which TWO of the code enforcement items listed in Question 11 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 11.]

1st: \_\_\_\_ 2nd: \_\_\_\_

13. To what extent are overgrown lots, abandoned cars, graffiti, and dilapidated buildings a problem in your neighborhood?

\_\_\_\_(1) A major problem      \_\_\_\_ (3) Only a small problem      \_\_\_\_ (9) Don't know  
 \_\_\_\_ (2) Somewhat of a problem      \_\_\_\_ (4) Not a problem

14. **SIDEWALKS.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Sidewalks		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The condition of sidewalks in your area	5	4	3	2	1	9
2.	The ease with which a wheelchair or stroller can access the sidewalk	5	4	3	2	1	9
3.	The distance of the sidewalk from the roadway and moving vehicles	5	4	3	2	1	9
4.	The connectivity ( <i>e.g., lack of gaps</i> ) of the sidewalk in your area	5	4	3	2	1	9
5.	The extent the sidewalks are clear of weeds, brush, and overhanging limbs	5	4	3	2	1	9

15. Are you a Kirkwood Electric customer?      \_\_\_\_ (1) Yes [Answer Q16.]      \_\_\_\_ (2) No [Skip to Q17.]

16. **[IF YOU ARE A KIRKWOOD ELECTRIC CUSTOMER]** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Kirkwood Electric		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of electric service provided	5	4	3	2	1	9
2.	How well the City keeps you informed of disruptions to your electric service	5	4	3	2	1	9
3.	How quickly Kirkwood Electric responds to service outages	5	4	3	2	1	9
4.	Value received for cost of electric services provided	5	4	3	2	1	9

17. **PARKS AND RECREATION.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of City parks	5	4	3	2	1	9
2.	Quality of outdoor athletic fields	5	4	3	2	1	9
3.	Quality of the City's outdoor aquatic center	5	4	3	2	1	9
4.	Quality of the City's indoor ice rink	5	4	3	2	1	9
5.	Quality and condition of community center facilities	5	4	3	2	1	9
6.	City recreation programs such as classes, senior activities, athletic leagues and day camps	5	4	3	2	1	9
7.	Fees charged for recreation services	5	4	3	2	1	9
8.	Ease of registering for programs	5	4	3	2	1	9

18. Which THREE of the parks and recreation items listed in Question 17 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 17.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

19. **BILLING.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Billing		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy your bill is to understand	5	4	3	2	1	9
2.	The accuracy of your bill	5	4	3	2	1	9
3.	How easy it is to resolve billing problems	5	4	3	2	1	9
4.	Hours that customer service is available	5	4	3	2	1	9
5.	Ease of online payment	5	4	3	2	1	9
6.	Overall quality of the City's billing customer service	5	4	3	2	1	9

20. Which of the following are your primary sources of information about City issues, services, and events? [Check all that apply.]

- |   |                                    |
|---|------------------------------------|
| ____(01) "Eye on Kirkwood" monthly newsletter appearing in the Webster Kirkwood Times (WKT) | ____(08) Television news           |
| ____(02) St. Louis Post Dispatch  | ____(09) Radio                     |
| ____(03) Webster Kirkwood Times articles  | ____(10) Friends/neighbors         |
| ____(04) Kirkwood E-Happenings (e-newsletter)   | ____(11) Neighborhood associations |
| ____(05) Facebook, Twitter, and other social media  | ____(12) Other: _____              |
| ____(06) City website   | ____(13) None of these             |
| ____(07) Parks and Recreation program guide in the Webster Kirkwood Times (WKT)             |                                    |

21. **COMMUNICATION.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about City programs and services	5	4	3	2	1	9
2.	City efforts to keep you informed about local issues	5	4	3	2	1	9
3.	The level of public involvement in local decision making	5	4	3	2	1	9
4.	The quality of the City's website	5	4	3	2	1	9
5.	The quality of the City's citizen newsletter, "Eye on Kirkwood" (appearing monthly in the Webster Kirkwood Times)	5	4	3	2	1	9
6.	The quality of the City's Parks and Recreation program guide	5	4	3	2	1	9
7.	How well the City's communications meet your needs	5	4	3	2	1	9

22. Which THREE of the communication items listed in Question 21 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question 21.]*  
 1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_
23. In the last twelve months, how many times have you dropped off recyclables at the Francis Scheidegger Recycling Depository?  
 \_\_\_\_ (1) 0 times    \_\_\_\_ (2) 1-4 times    \_\_\_\_ (3) 5-8 times    \_\_\_\_ (4) 9-12 times    \_\_\_\_ (5) More than 12 times

<b>DEMOGRAPHICS</b>
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24. Approximately, how many years have you lived in the City of Kirkwood? \_\_\_\_ years
25. What is your age? \_\_\_\_ years
26. How many people in your household (counting yourself) are...  
 Under age 5: \_\_\_\_    Ages 15-19: \_\_\_\_    Ages 35-44: \_\_\_\_    Ages 65-74: \_\_\_\_  
 Ages 5-9: \_\_\_\_    Ages 20-24: \_\_\_\_    Ages 45-54: \_\_\_\_    Ages 75+: \_\_\_\_  
 Ages 10-14: \_\_\_\_    Ages 25-34: \_\_\_\_    Ages 55-64: \_\_\_\_
27. Would you say your total annual household income is:  
 \_\_\_\_ (1) Under \$30,000    \_\_\_\_ (3) \$60,000 to \$99,999    \_\_\_\_ (5) \$150,000 to \$199,999  
 \_\_\_\_ (2) \$30,000 to \$59,999    \_\_\_\_ (4) \$100,000 to \$149,999    \_\_\_\_ (6) Over \$200,000
28. Which of the following best describes your race/ethnicity?  
 \_\_\_\_ (1) Asian/Pacific Islander    \_\_\_\_ (3) Native American    \_\_\_\_ (5) Hispanic  
 \_\_\_\_ (2) Black/African American    \_\_\_\_ (4) White/Caucasian    \_\_\_\_ (99) Other: \_\_\_\_\_
29. Your gender:    \_\_\_\_ (1) Male    \_\_\_\_ (2) Female

**This concludes the survey. Thank you for your time!**  
 Please return your completed survey in the enclosed postage paid envelope addressed to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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