

2010 DirectionFinder® Survey

Findings Report



conducted for
The City of Riverside, MO

by
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2010 DirectionFinder[®] Survey

Executive Summary Report

Overview and Methodology

ETC Institute administered the *DirectionFinder[®]* Survey for the third time with residents of the City of Riverside, Missouri. The first survey was conducted in 2006, establishing a baseline of citizen satisfaction with the delivery of major city services and priorities for the City's ongoing planning process. It was conducted again in 2008 and 2010. Also conducted, for the third, time was a survey of businesses in the City.

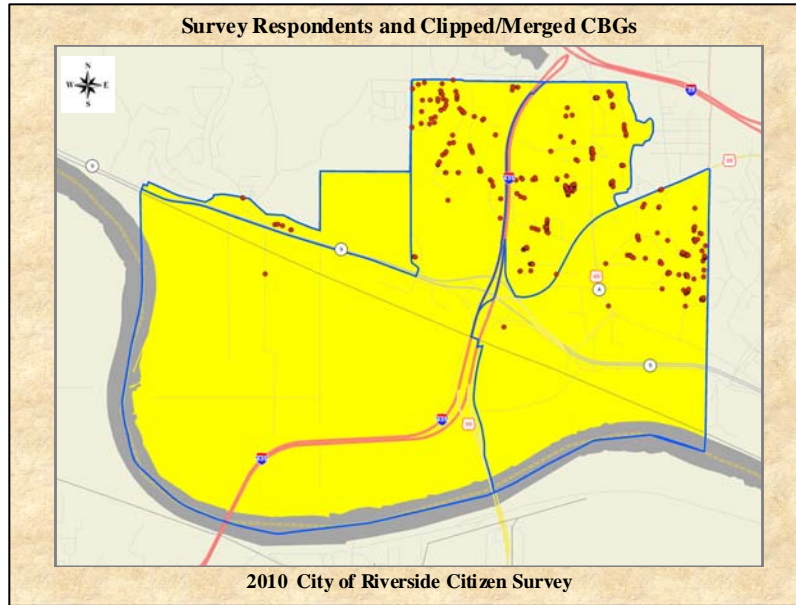
Resident Survey. The seven-page survey was mailed to all known resident addresses within the City limits of Riverside. It took an average of 15 to 20 minutes to complete. It was administered by mail and phone to a random sample of 401 residents during June and July of 2010. The overall results of the survey have a precision of at least +/-5% at the 95% level of confidence.

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of both the resident and business surveys
- GIS maps showing the physical distribution of the resident survey respondents
- benchmarking data that shows how the resident survey results for Riverside compare to communities in the Metropolitan Kansas City area
- importance-satisfaction analysis to help the City use the resident survey data to set priorities
- tabular data for the overall results to each question of the surveys
- copies of the survey instruments.

Interpretation of “Don’t Know” Responses: The percentage of persons who gave “don’t know” responses is important because it often reflects the level of utilization of City services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with other communities and the results of the 2006, 2008, and 2010 surveys. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

GIS maps: In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. Maps that show the results of the survey based on the location of the respondents' home are provided in Section 1 of this report. The following map shows the physical distribution of survey respondents based on the location of their residence.



Business Survey. In addition to a random sample of residents, a survey was also administered to a separate sample of community business leaders. A total of 51 business owners or managers completed the survey. The results of the community leader survey are shown separately in Sections 6, 7, and 8 of this report.

Major Findings

- **Residents were generally satisfied with the overall quality of services provided by the City of Riverside.** Most of the residents surveyed *who had an opinion* were satisfied with the quality of police services (91%, up from 90% in 2008), the overall quality of fire services (90%, up from 83% in 2008), the quality parks and recreation (88%, up from 85% in 2008), and the quality of ambulance services (85%, up from 83% in 2008). **TRENDS: Significant increases were realized in the area of fire services and codes and ordinances. A significant decrease was realized with the flow of traffic and congestion management.**
- **Services that residents thought were most important for the City to provide.** The three major areas that residents thought were most important for the City to emphasize over the next two years were: (1) overall flow of traffic and congestion management, (2) maintenance of City streets/buildings/facilities, and (3) effectiveness of community planning/development.

- **Public Safety Services** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, police response to emergency (89%, up from 87% in 2008), fire department response to emergencies (87%, not asked in 2008), and the City efforts to prevent crime (85%, up from 83% in 2008). Residents were least satisfied, relative to the other issues, with the quality of animal control. **TRENDS: Significant increases were realized in the areas of the quality of emergency management and ambulance personnel response to emergencies.** The two public safety services that residents thought were most important for the City to emphasize over the next two years were: (1) the City’s overall efforts to prevent crime, and (2) the visibility of police in neighborhoods.
- **City Maintenance.** The highest levels of satisfaction with City maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were snow removal on major City streets (92%, also 92% in 2006), the maintenance of City buildings (89%, up from 86% in 2006), and the maintenance of major City streets (88%, up from 85% in 2006). Respondents were least satisfied with the maintenance and preservation of downtown Riverside, but the satisfaction percentage this year was 76%, up from 58% in 2008. **TRENDS: Significant increases were realized in the areas of the maintenance of water and waste water systems, the maintenance of stormwater drainage system, the cleanliness of streets and public areas, the maintenance of streets in your neighborhood, the maintenance of sidewalks in the City, and the maintenance of downtown Riverside.** The two areas of City maintenance that residents thought were most important for the City to emphasize over the next two years were: (1) the maintenance of streets in their neighborhood, and (2) maintenance and preservation of downtown Riverside
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the maintenance of City parks and park equipment (90%, up from 89% in 2008), the number of walking and biking trails (84%, up from 54% in 2008), and the number of City parks (83%, up from 67% in 2008). Respondents were least satisfied with the City’s adult athletic programs, although at 61%, it was up from 50% in 2008). **TRENDS: Significant increases were realized in every area of parks and recreation.** The two areas of parks and recreation that residents thought were most important for the City to emphasize over the next two years were: (1) maintenance of City parks and equipment, and (2) the number of walking and biking trails.
- **Water, Sewer and Trash Utilities.** The highest levels of satisfaction with water, sewer and trash utilities, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents *who had an opinion*, was the overall value of trash service (89%, up from 86% in 2008), the overall satisfaction with recycling services (79%, up from 76% in 2008), and the drainage of rainwater off City streets (79%, up from 78% in 2008). Residents were least satisfied with what they were charged for

water/sewer/trash service (52%, down from 60% in 2008). **TRENDS: There were no significant increases in this category and one significant decrease in what residents are charged for water/sewer trash service.**

- **Code Enforcement.** The highest levels of satisfaction with code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents *who had an opinion*, was the enforcing the clean-up of litter and debris (69%, up from 56% in 2008), the mowing of grass/weeds on private property (66%, up from 51% in 2008), and the enforcing of sign regulations (64%, up from 57% in 2008). **TRENDS: Significant increases were realized in every area of code enforcement.** The two areas of code enforcement that residents thought were most important for the City to emphasize over the next two years were: (1) enforcing clean up of litter and debris and (2) residential property maintenance in neighborhoods.
- **Shopping for Goods and Services in Riverside.** When asked about various goods and services and how often residents purchased them in Riverside, respondents answered ‘always’ or ‘sometimes’ to the purchase of gasoline (85%, down from 88% in 2008), groceries (65%, up from 59% in 2008), and restaurants (62%, up from 56% in 2008). The goods and services purchased least often in Riverside, were sporting goods (6%, down from 7% in 2008) and major appliances (6%, down from 8% in 2008).
- **What residents like BEST about Riverside.** Residents were given an opportunity to state what they liked best about Riverside. The amenities most often mentioned by residents were: 1) the proximity of Riverside to Kansas City and surrounding areas, 2), the sense of community and the small town friendliness of Riverside residents, 3) the feeling of safety in neighborhoods, and 4) the appreciation of the many improvements to the community.
- **What residents like LEAST about Riverside.** Residents were given an opportunity to state what they liked least about Riverside. The dissatisfactions most often mentioned by residents were: 1) the poor quality of some businesses and the poor appearance of businesses and residences, and 2) the lack of many goods and services.

Other Findings:

- 93% of those surveyed rated Riverside as an excellent or good place to live (up from 91% in 2008).
- Affordability and types of housing were most important to residents reason for deciding on a place to live and their needs were being met in Riverside. They indicated that their needs were not being met in the areas of access to quality shopping and employment opportunities.

Business Findings

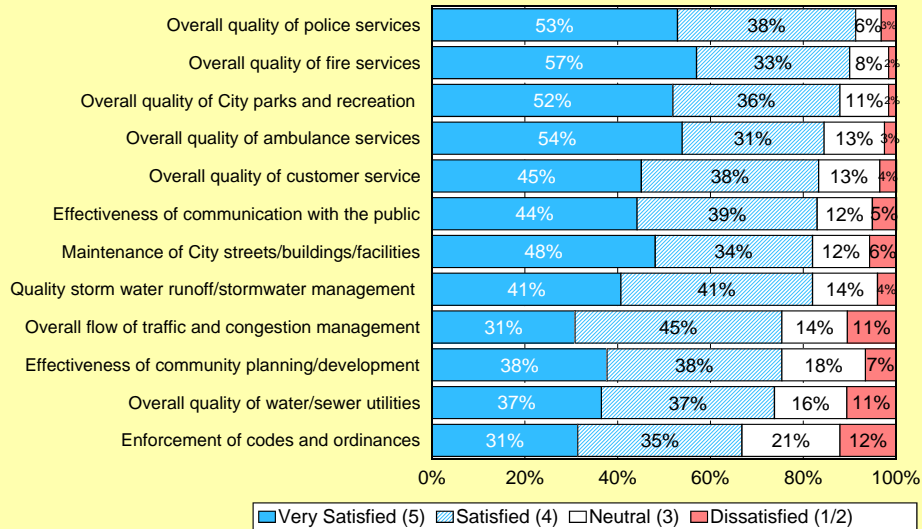
Businesses are generally satisfied with City Services. The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses of business owners and managers *who had an opinion*, was with parks and recreation services (100% from 74% in 2008), police services (95%, down from 96% in 2008), and fire services (95%, up from 88% in 2008). They were least satisfied with City planning and development (76%, but that was up from 73% in 2008). Even the lowest rated services, were not low percentages. The two services that were most important to businesses were police services and fire services. **TRENDS: Significant increases were realized in parks and recreation, cleanliness in public areas, City’s stormwater runoff and stormwater management, and fire services.**

- 82% (up from 78% in 2008) felt that Riverside was a “business friendly” community.
- 80% (up from 62% in 2008) felt that the tax structure for the City of Riverside was fair.
- Reasons that have the most impact on a businesses decision to stay in Riverside were the access to highways, availability of telecommunications, and low crime rate.
- In 2008, the largest percentage of employees of businesses in Riverside (42%) come from Missouri outside of Platte County. While it is still the largest source, the percentage is up to 47% in 2010.
- The customer base for Riverside businesses is from Missouri outside Platte County (31%), and Platte County outside Riverside (23%).
- Businesses rated the labor pool in Riverside with a low presence of substance abuse at 76%, compared to 19% in both previous years, and significant positive increases in productivity of the workforce, work ethic, stability of City’s labor force, and availability of labor.
- When asked about perceptions of the City of Riverside, businesses rated the overall quality of life in the City at 88% (up from 66% in 2008), the quality of education at 88% (up from 70% in 2008), the overall image of the City at 86% (up from 75% in 2008), and the overall quality of services provided at 90% (up from 82% in 2008).
- Responding to “How helpful would a regional transportation system be to your ability to attract employees?” 30% said that it would be very or somewhat helpful (down from 40% in 2008), 55% said it would not be helpful, and 15% did not know.
- Nearly all experiences doing business with the City of Riverside were rated as positive.

Section 1:
Charts & Graphs/GIS Maps

Q1. Overall Satisfaction With City and Other Services by Major Category

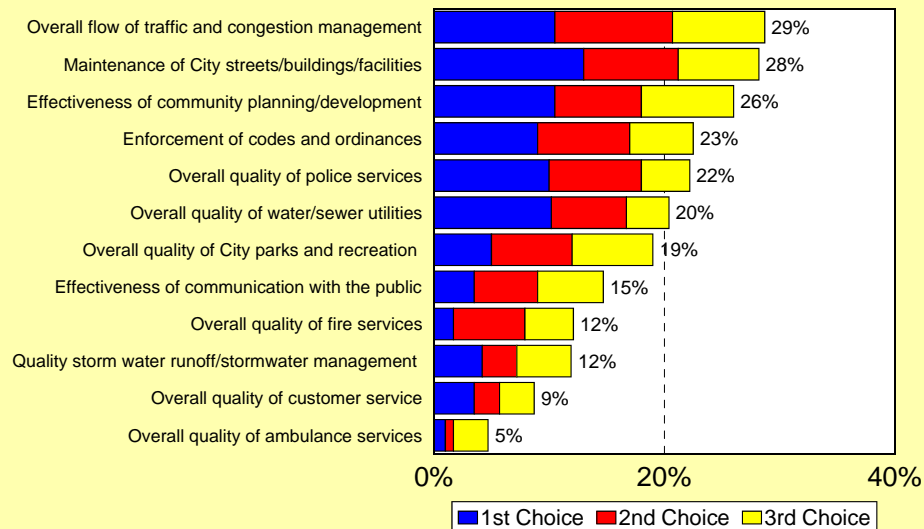
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

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

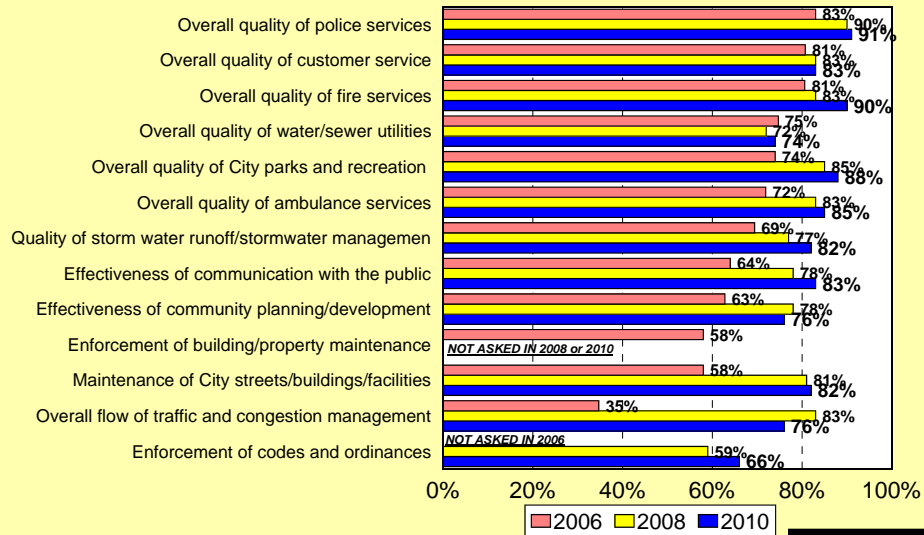
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

**(Q1.) Overall Satisfaction With City Services
by Major Category
2010, 2008, 2006**

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

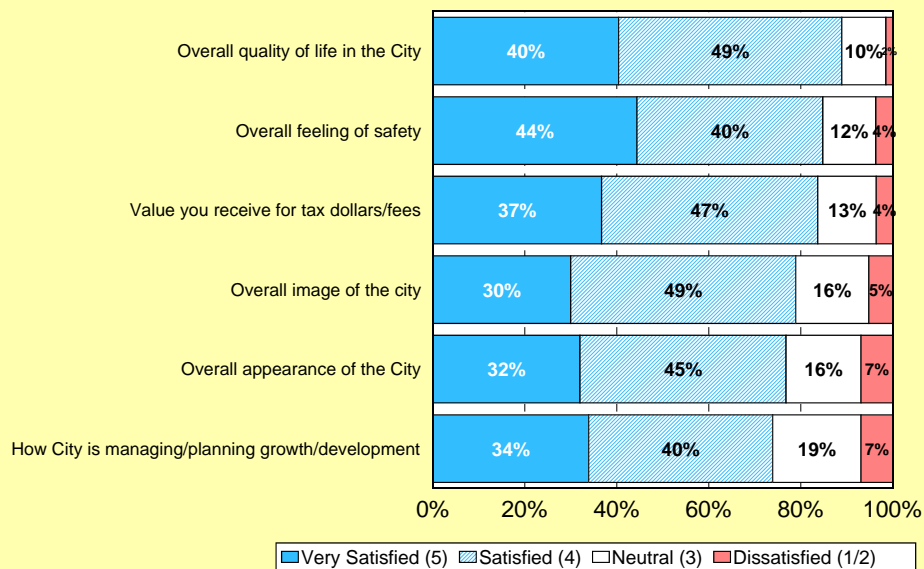


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q3. Perception Residents Have of the City

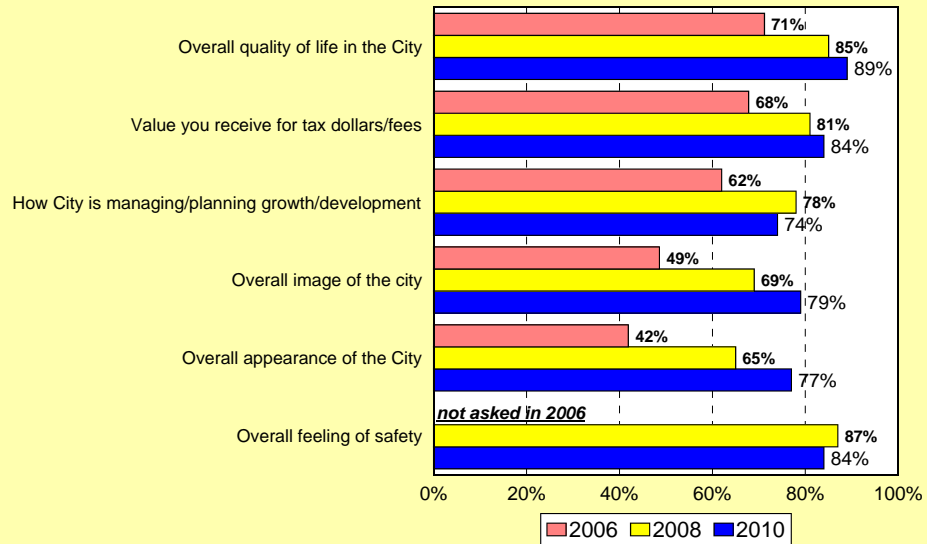
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q3.) Perception Residents Have of the City 2010, 2008, 2006

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

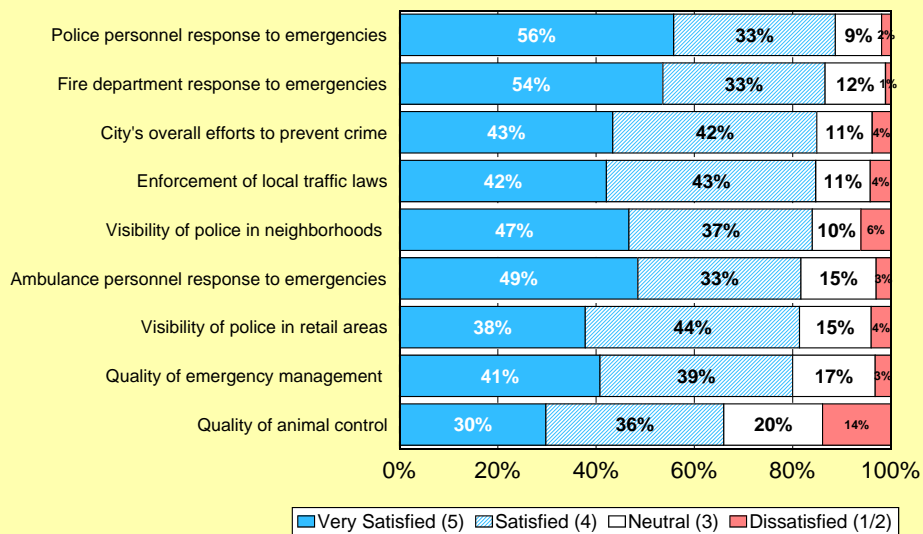


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q4. Satisfaction with Various Aspects of Public Safety Services

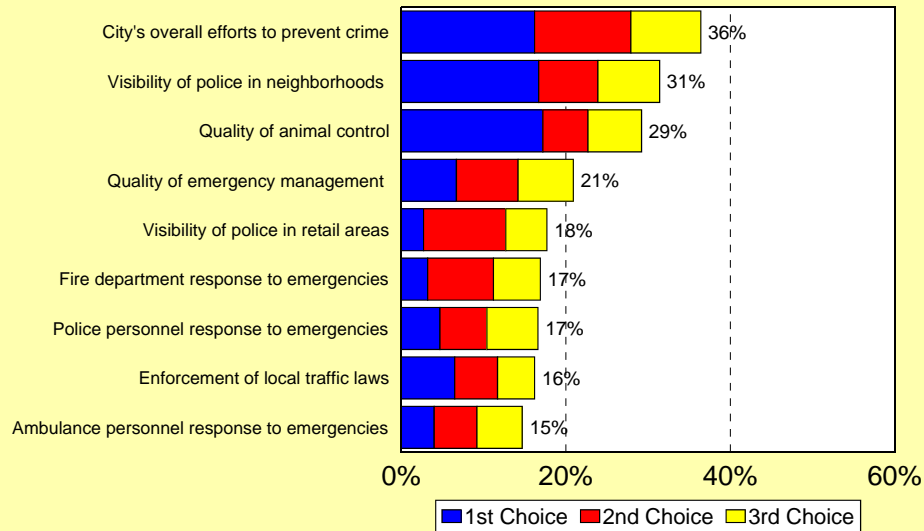
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

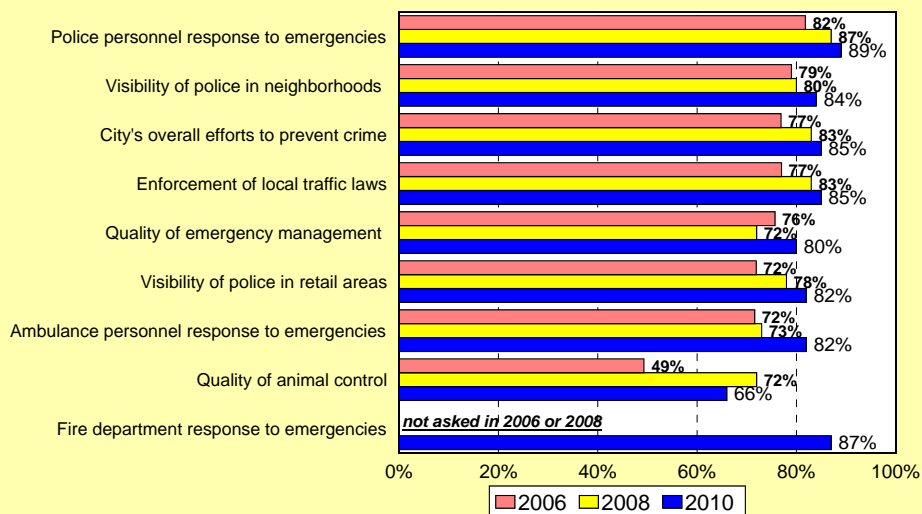
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q4.) Satisfaction with Various Aspects of Public Safety Services 2010, 2008, 2006

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

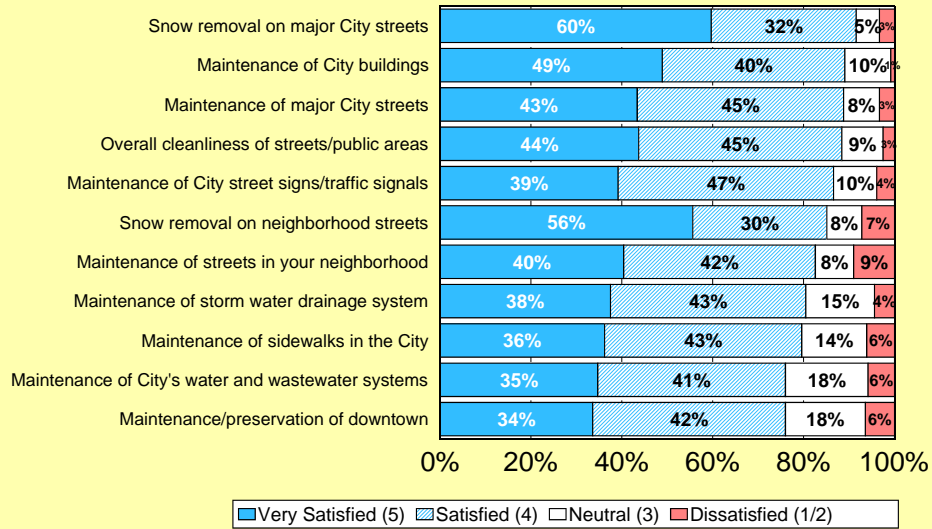


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q6. Satisfaction with Various Aspects of City Maintenance

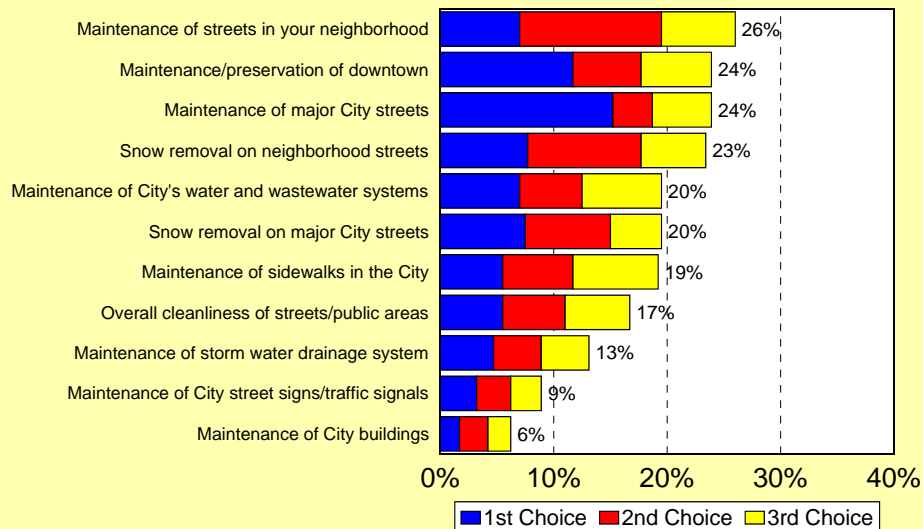
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q7. City Maintenance Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category

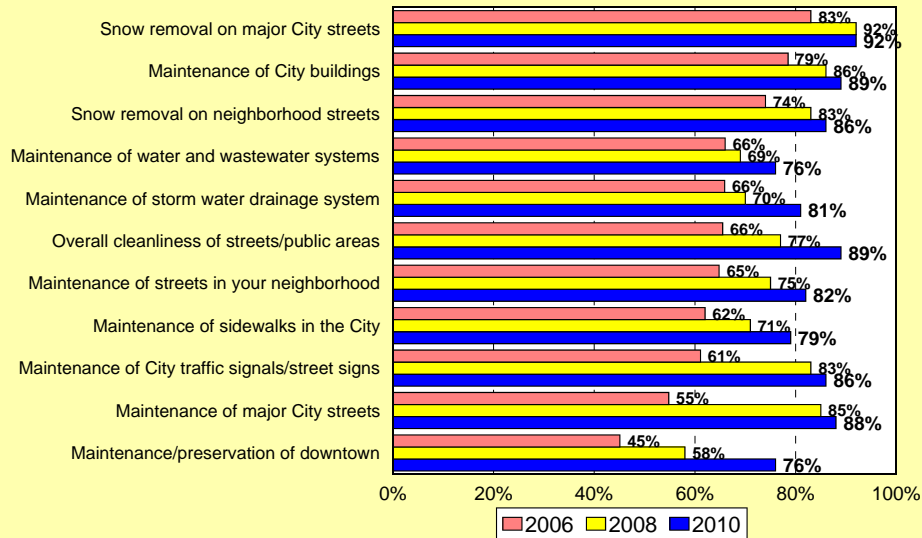
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q6.) Satisfaction with Various Aspects of City Maintenance - 2010, 2008, 2006

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

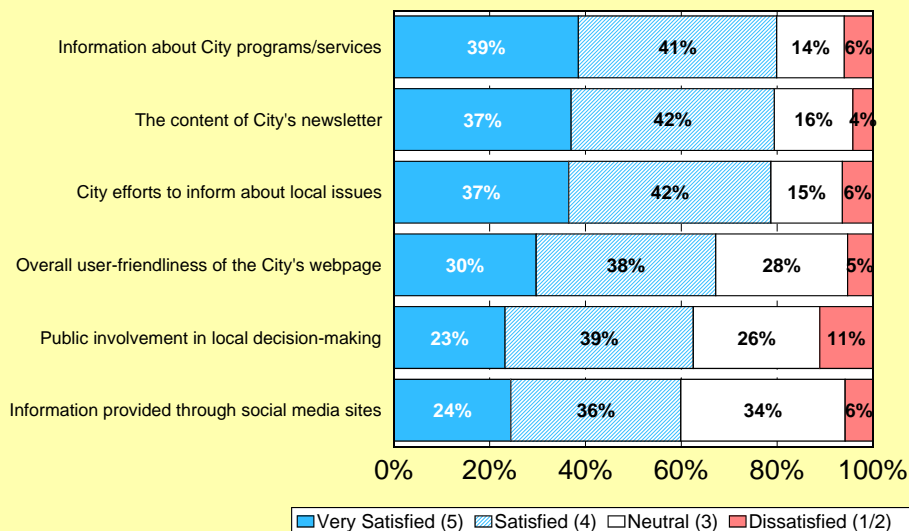


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q8. Satisfaction with Various Aspects of City Communications

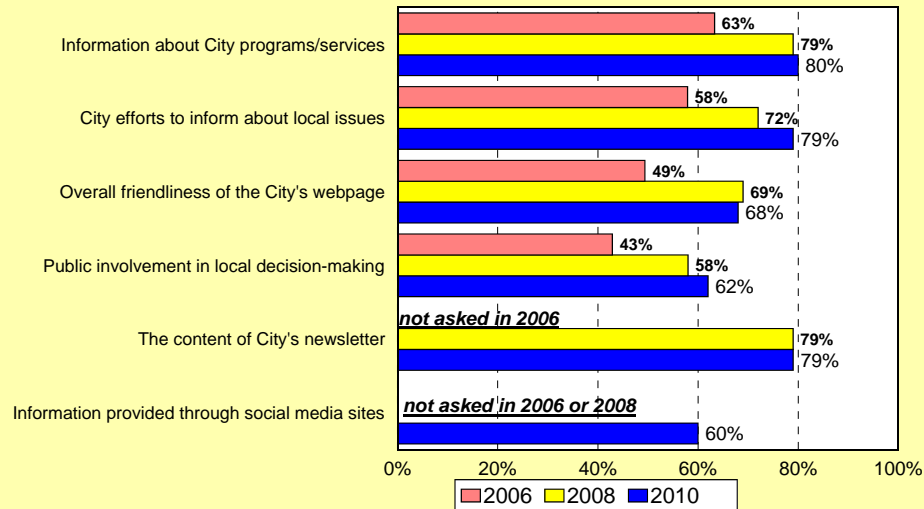
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q8.) Satisfaction with Various Aspects of City Communications - 2010, 2008, 2006

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

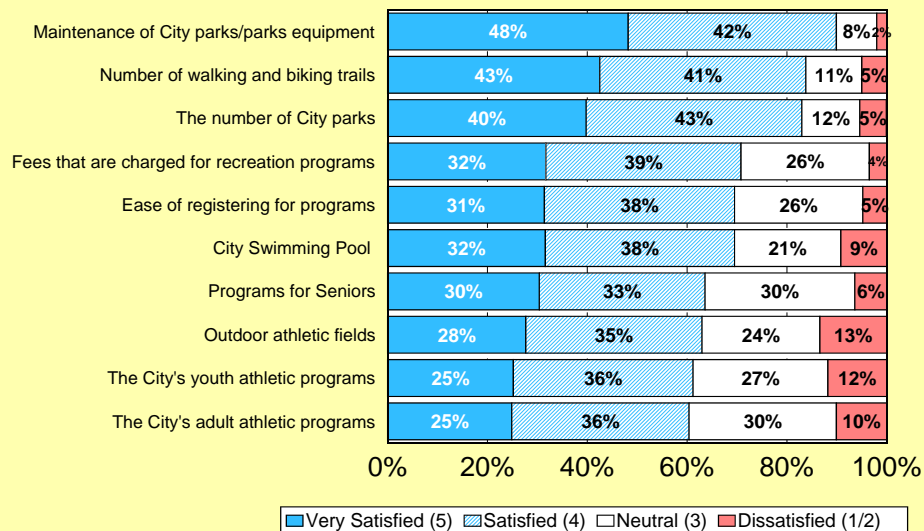


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q9. Satisfaction with Various Aspects of Parks and Recreation in Riverside

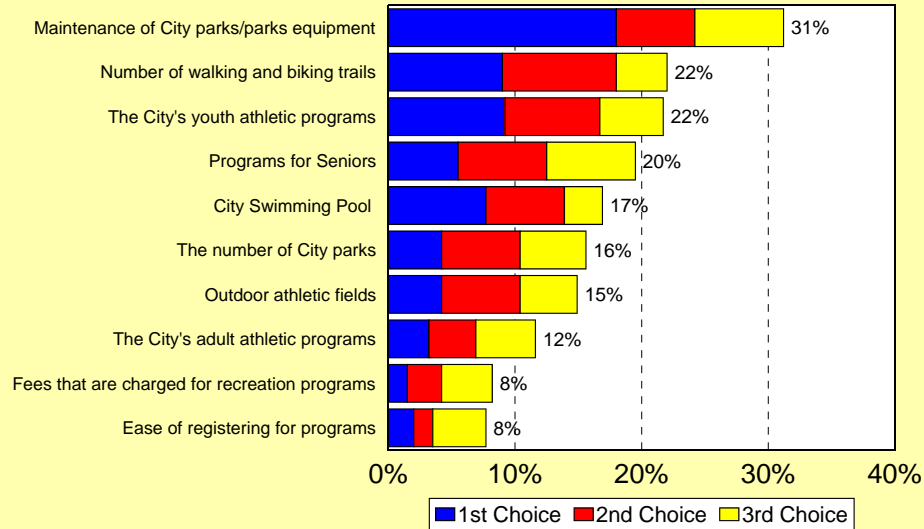
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q10. Parks/Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category

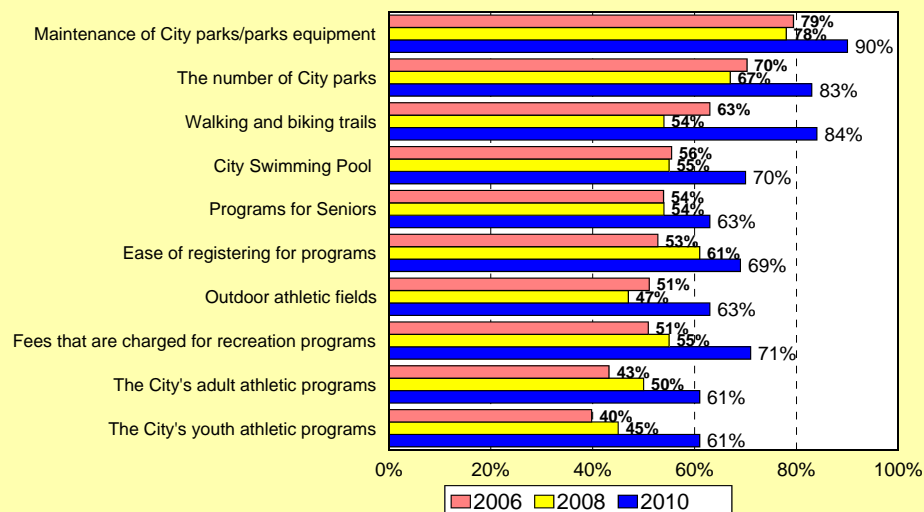
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q9.) Satisfaction with Various Aspects of Parks and Recreation in Riverside - 2010, 2008, 2006

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

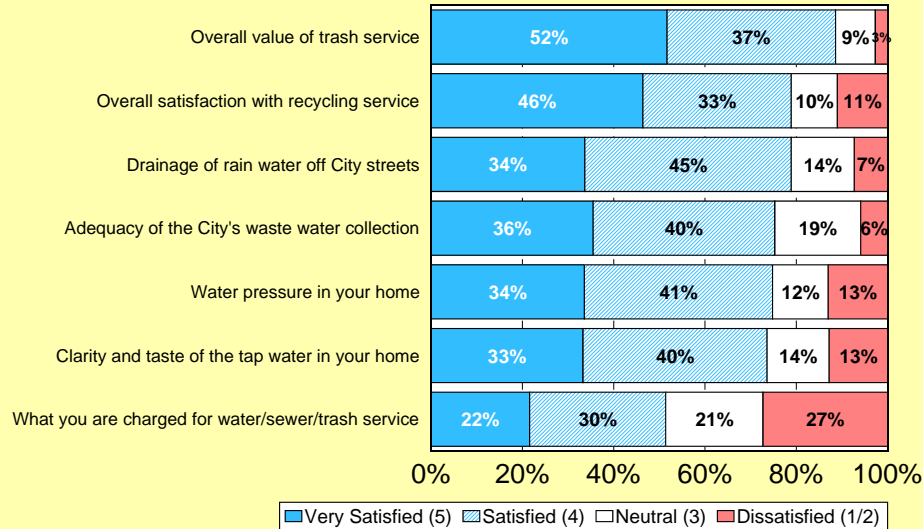


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q11. Satisfaction with Various Aspects of Water, Sewer and Trash Utilities

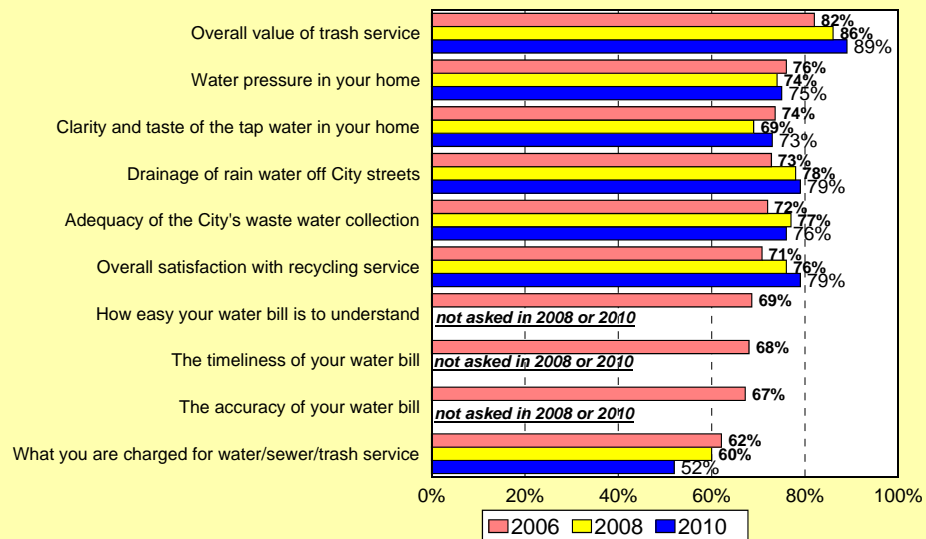
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q11.) Satisfaction with Various Aspects of Water, Sewer and Trash Utilities - 2010, 2008, 2006

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

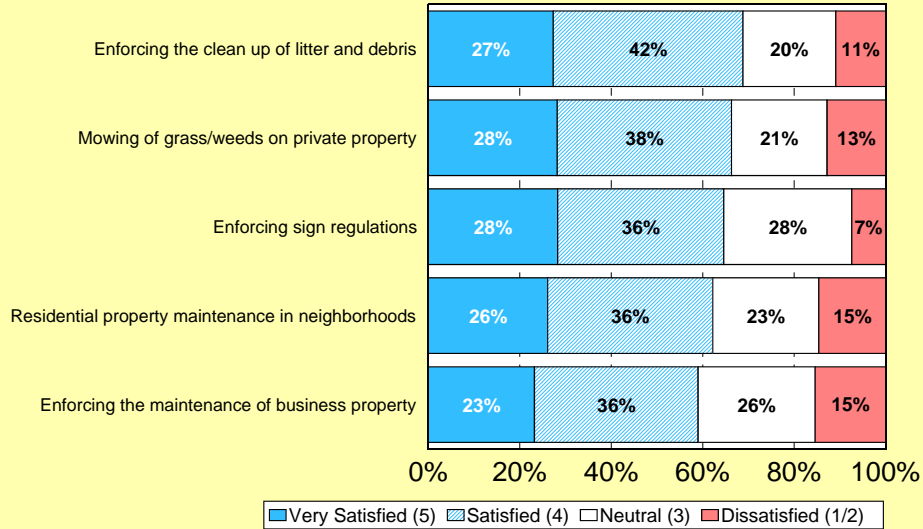


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q12. Satisfaction with Various Aspects of Code Enforcement in Riverside

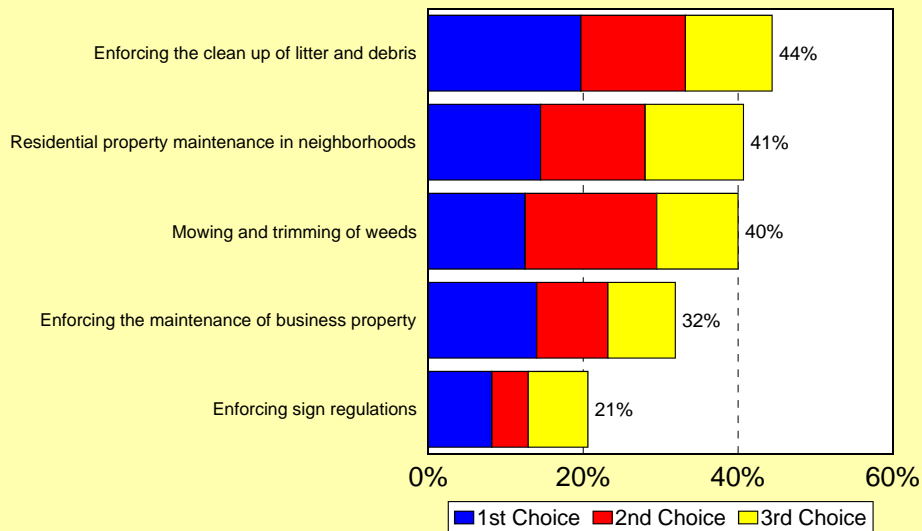
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q13. Code Enforcement Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category

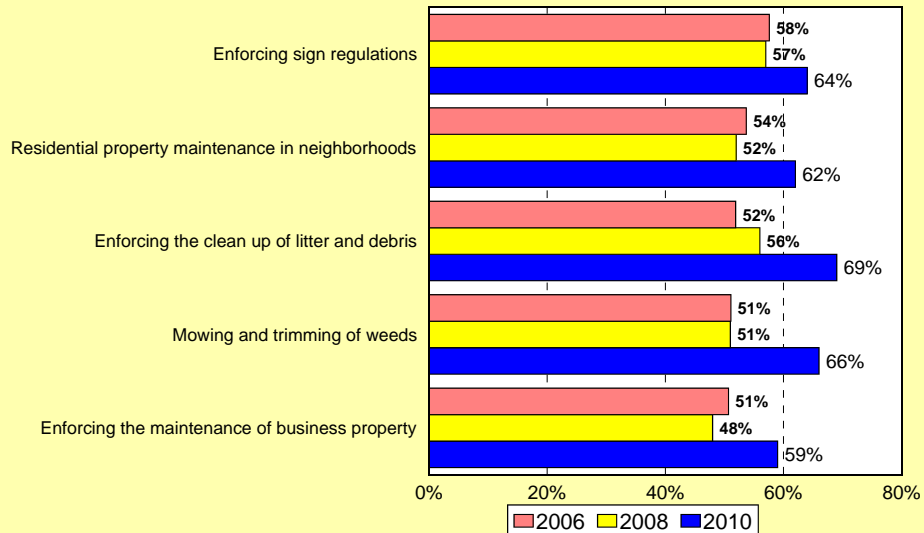
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q13.) Satisfaction with Various Aspects of Code Enforcement in Riverside - 2010, 2008, 2006

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

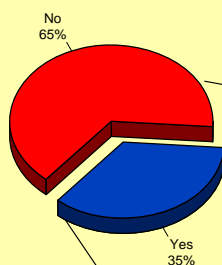


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

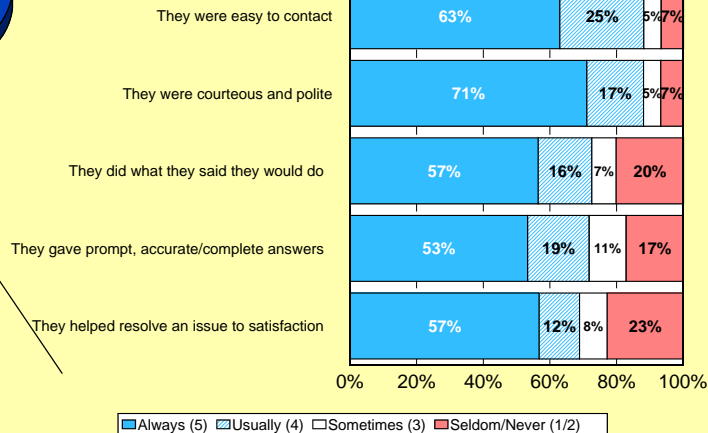
Trends

Q14. Have you contacted or visited the City of Riverside concerning a question, problem or complaint during the past year?

by percentage of respondents



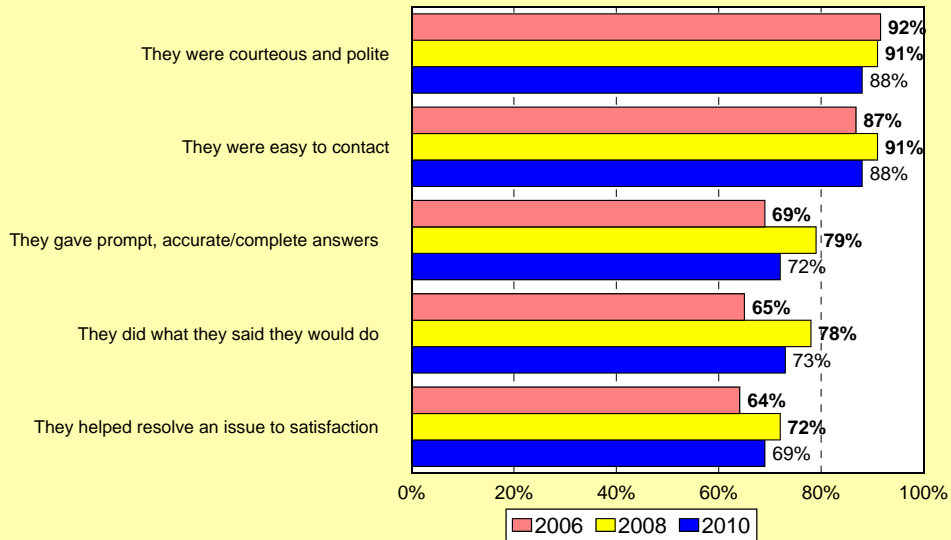
If Yes, Rate the Quality of Customer Service You Received



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q14.) Quality of Customer Service You Received From City Employees - 2010, 2008, 2006

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

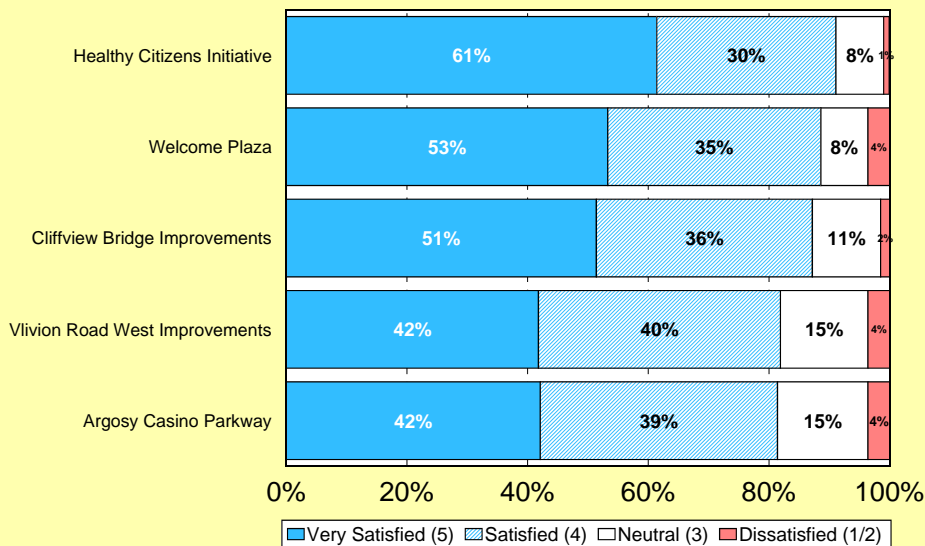


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q15. Satisfaction with Recent Improvements and Initiatives in the City of Riverside

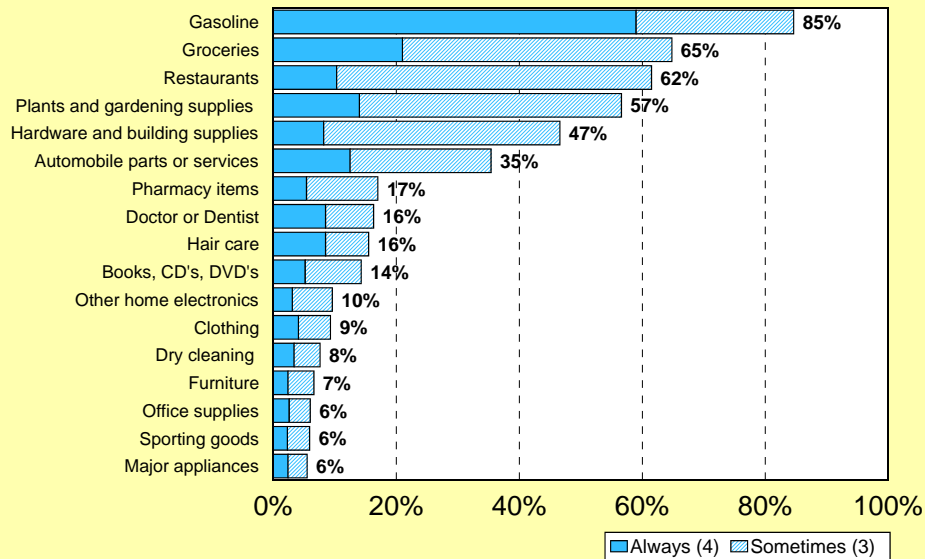
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q16. How often do you shop for these goods and services in Riverside?

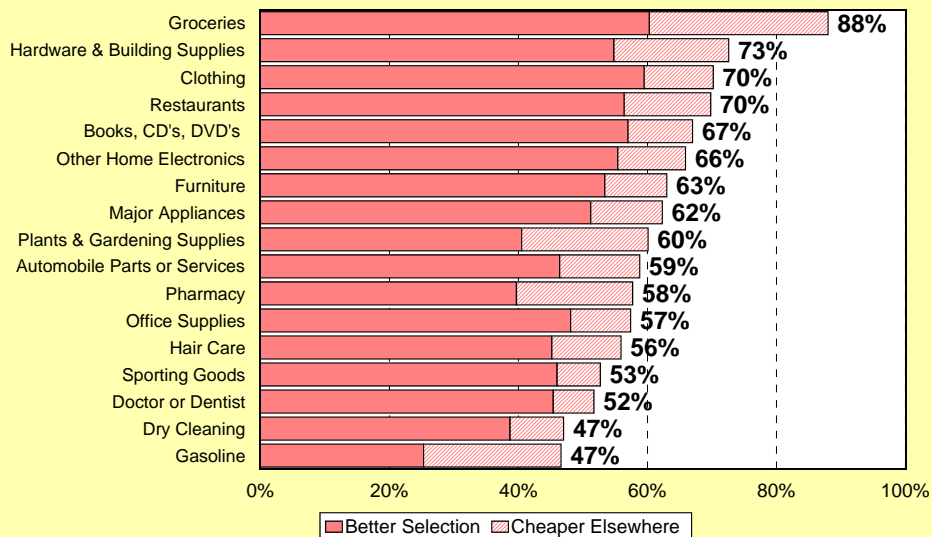
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't knows")



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q16a. Why do you go outside Riverside to purchase the following items/goods?

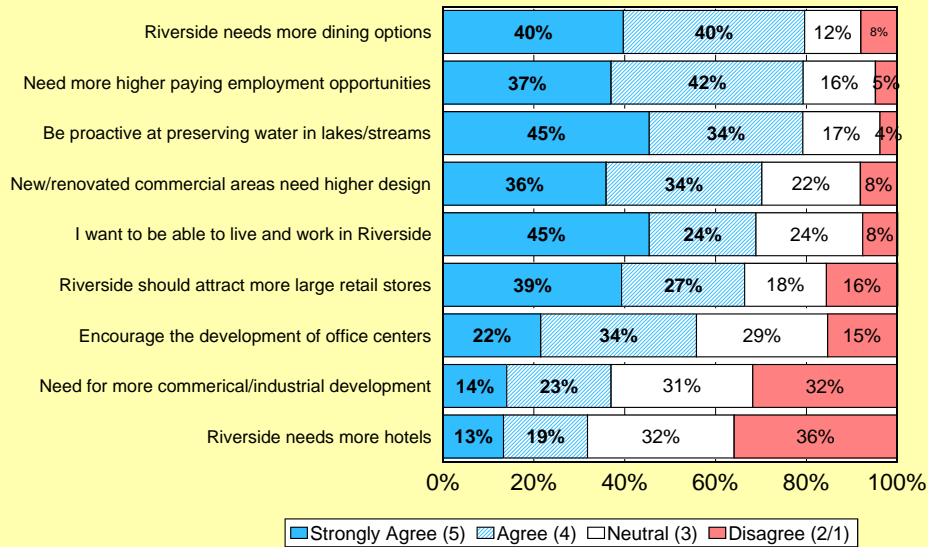
by percentage of respondents who indicated they "seldom" or "never" purchase the following items in Riverside



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q17. Level of Agreement with Various Issues

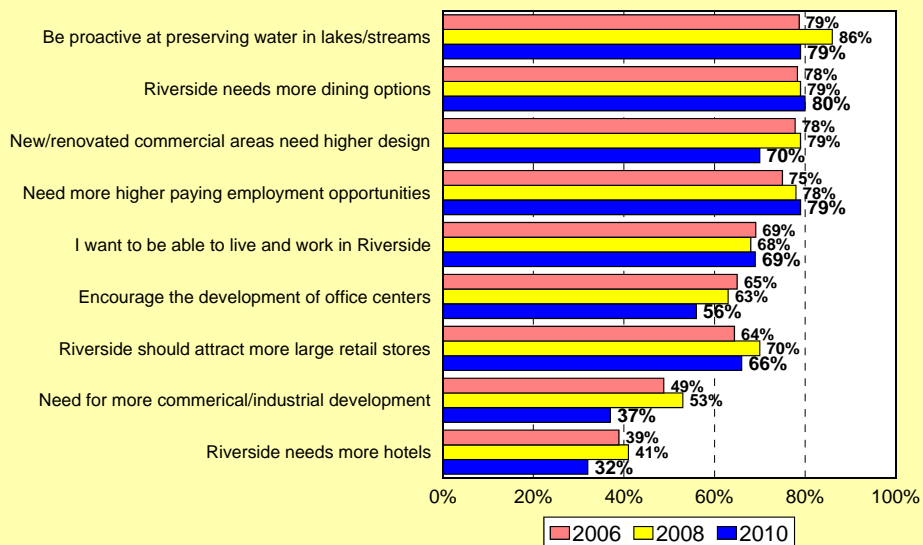
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale)



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q17.) Level of Agreement on Various Issues 2010, 2008, 2006

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

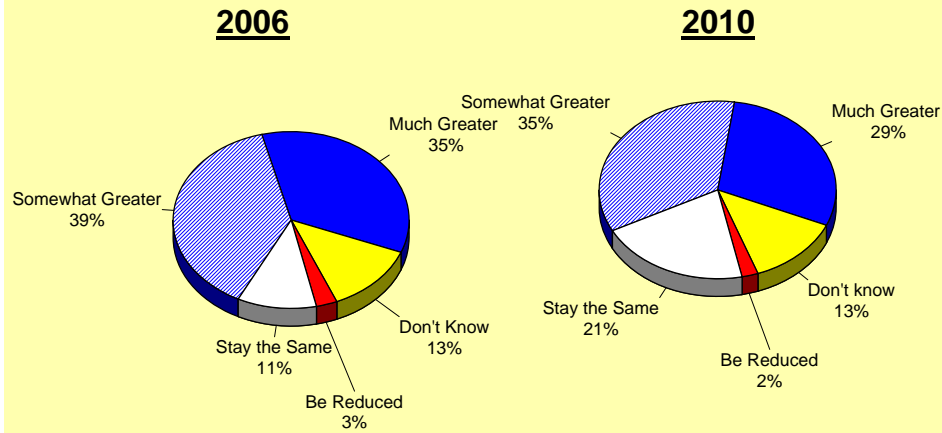


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q18. How do you think the City's efforts to promote economic development in the community should change over the next five years?

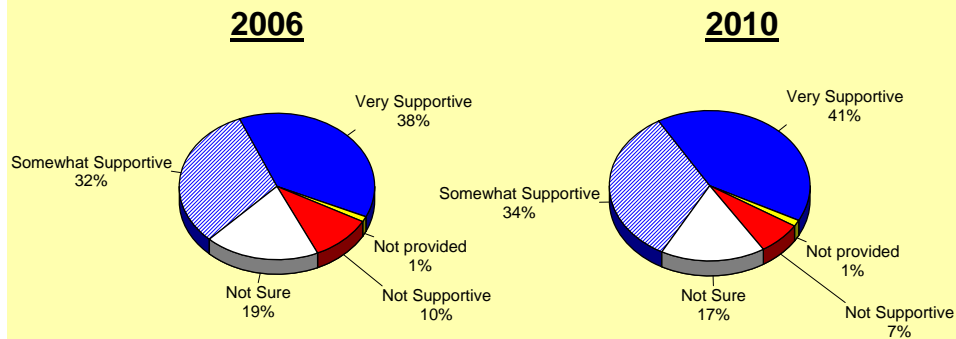
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q19. How supportive are you of having the city use incentives to attract new businesses or expand existing business in Riverside?

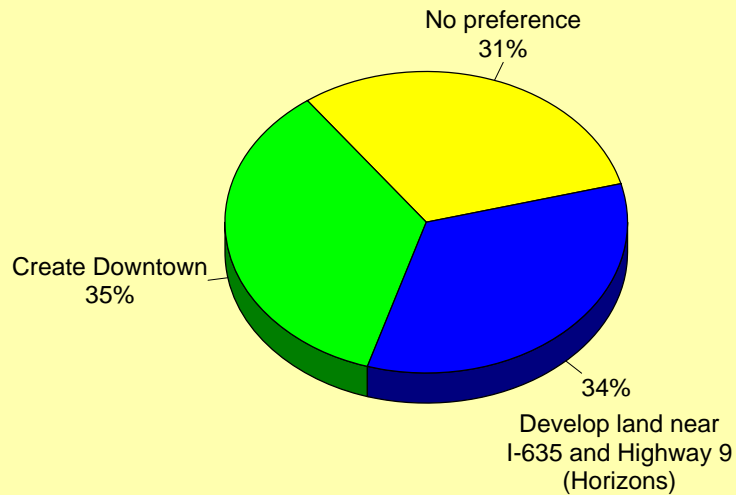
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q20. Should the City Focus its economic development efforts on creating a downtown or developing the land near I-635 and Highway 9 (Horizons)

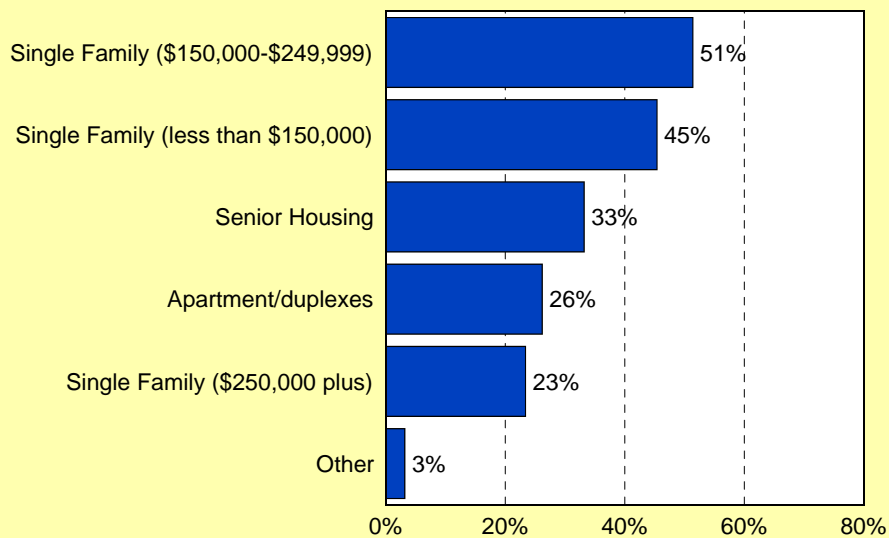
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q21. Which of the following types of housing do you feel are best-suited for Riverside?

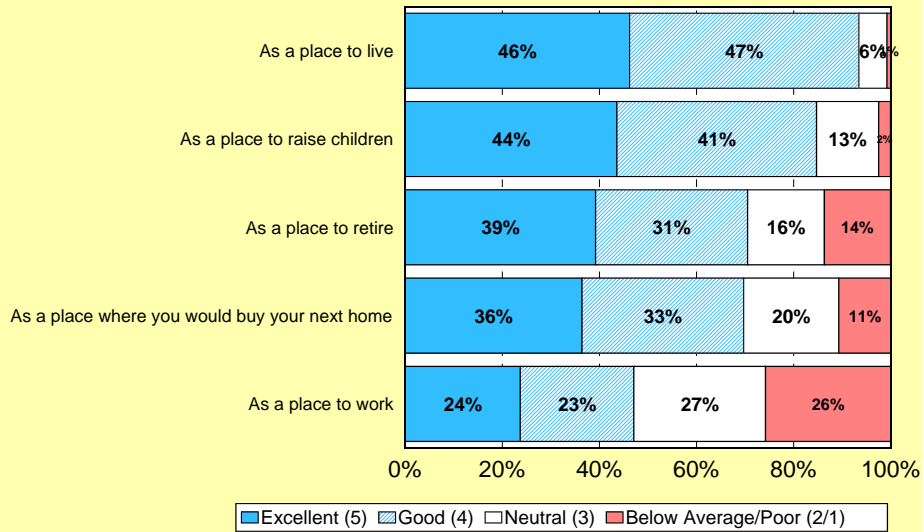
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q22. Ratings of Various Aspects of the City of Riverside

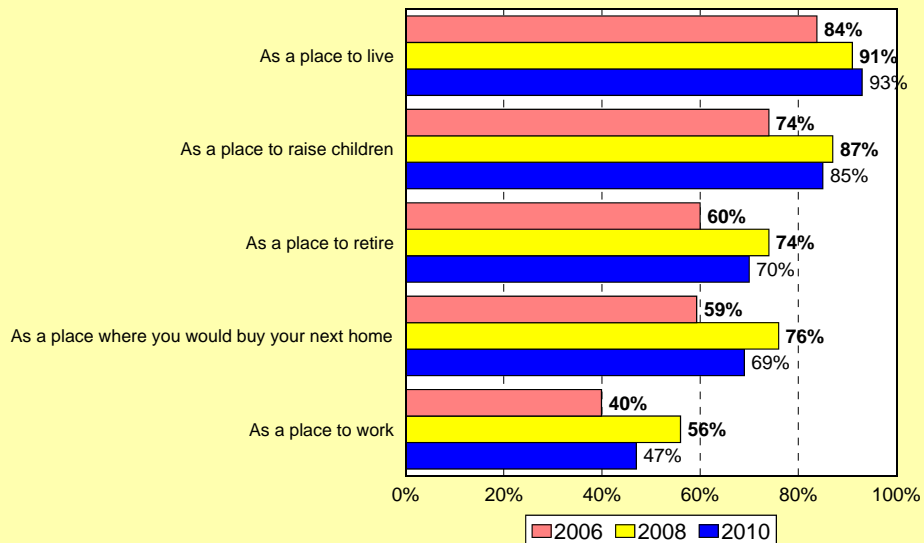
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q22.) Ratings of Various Aspects of Riverside 2010, 2008, 2006

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

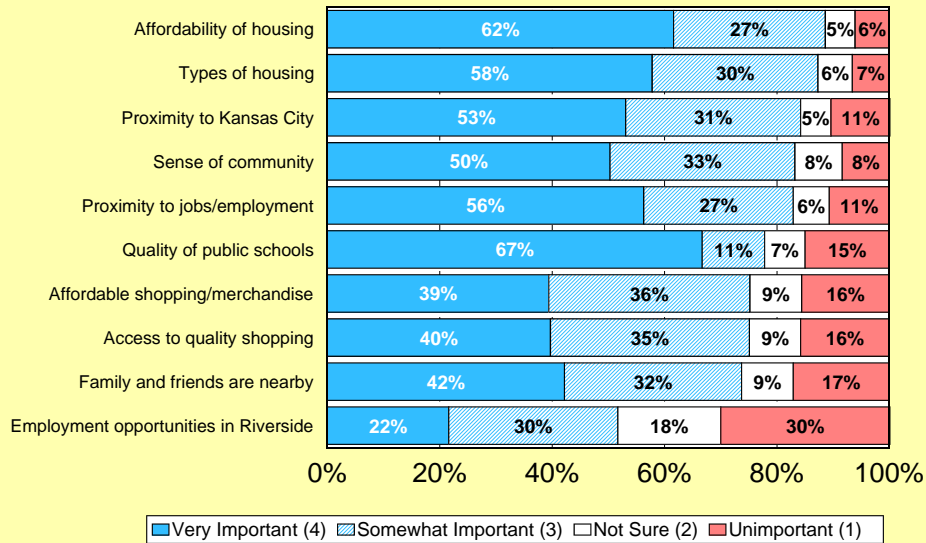


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q23. Reasons for Deciding to Live in Riverside

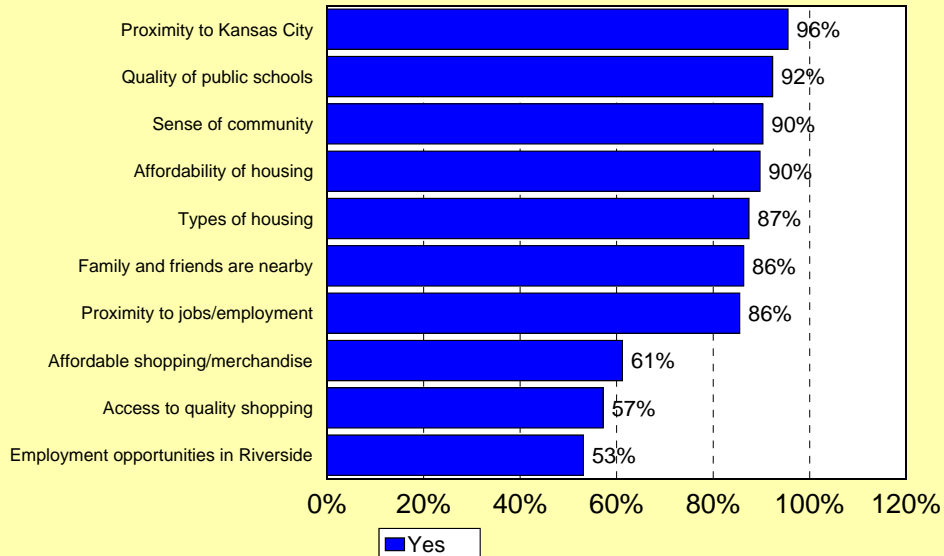
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q23a. Percentage of Residents Who Felt Their Needs Were Being Met in Riverside

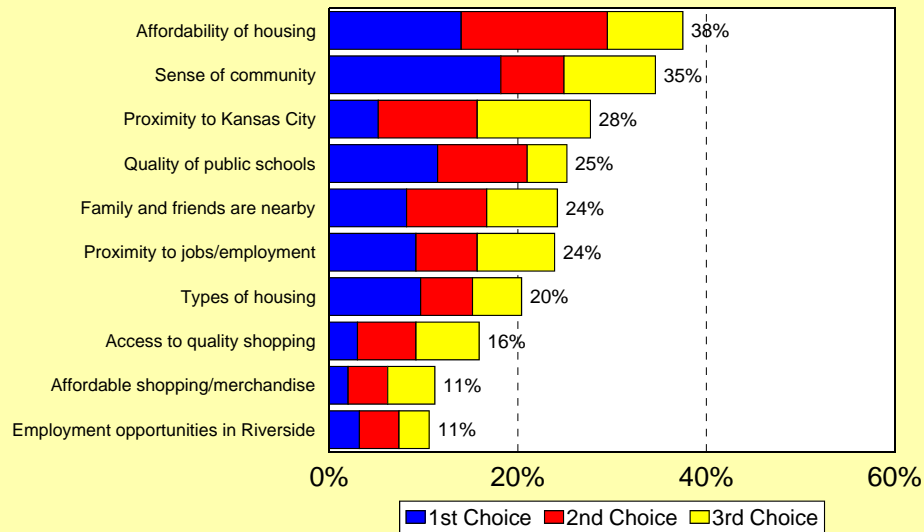
by percentage of respondents who said "Yes"



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q24. Which THREE Reasons Will Have the Most Impact on Respondent's Decision to Stay in Riverside for the Next 10 Years

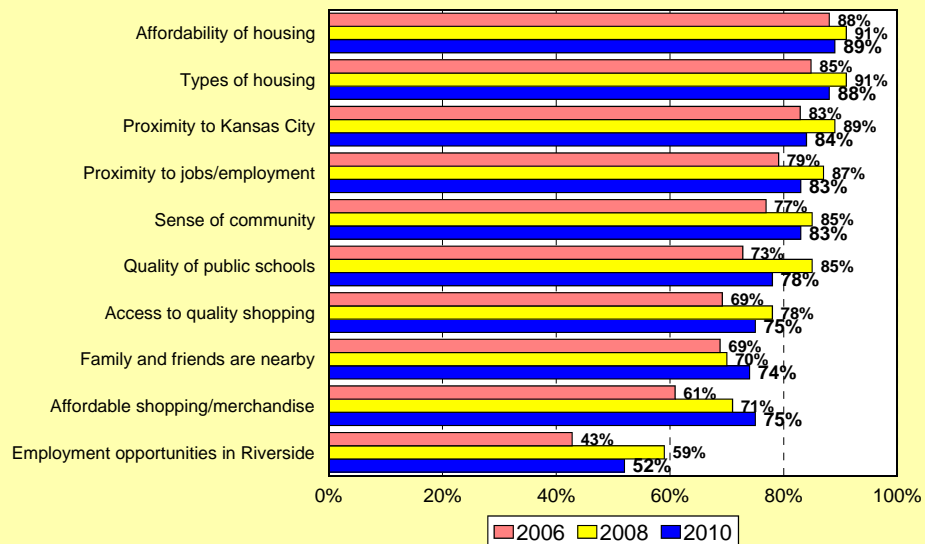
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q24. Reasons for Deciding to Live in Riverside 2010, 2008, 2006

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding don't knows)



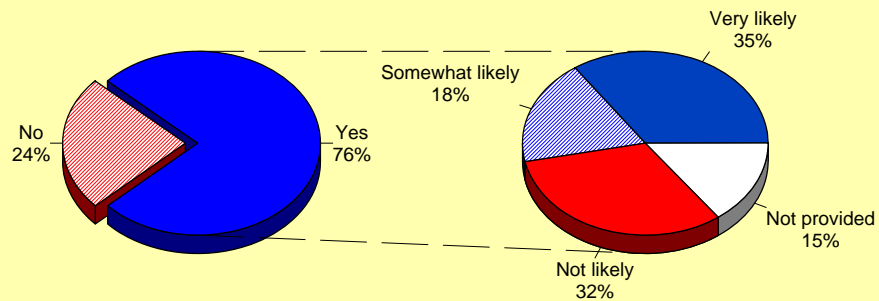
Source: ETC Institute DirectionFinder (2010 - Riverside, MO)

Trends

Q25. Do you have access to the Internet at home?

by percentage of respondents

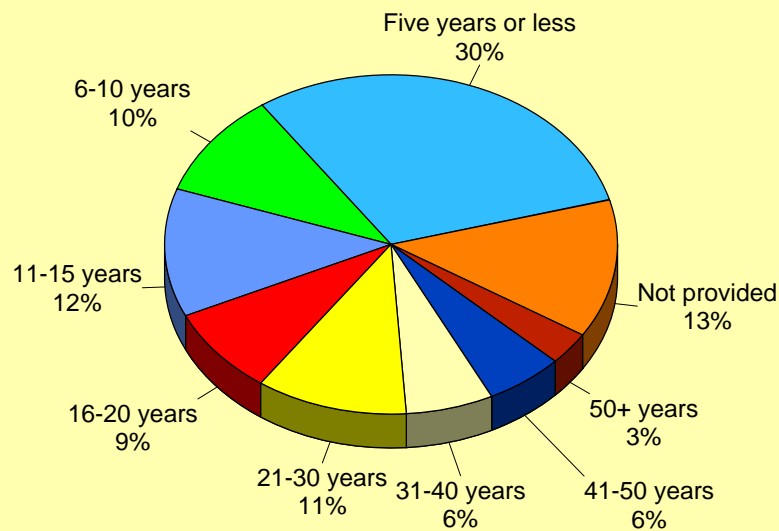
Q25a. How likely would you be to pay for City Services over the Internet?



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q26. Approximately How Many Years Have You Lived in the City of Riverside?

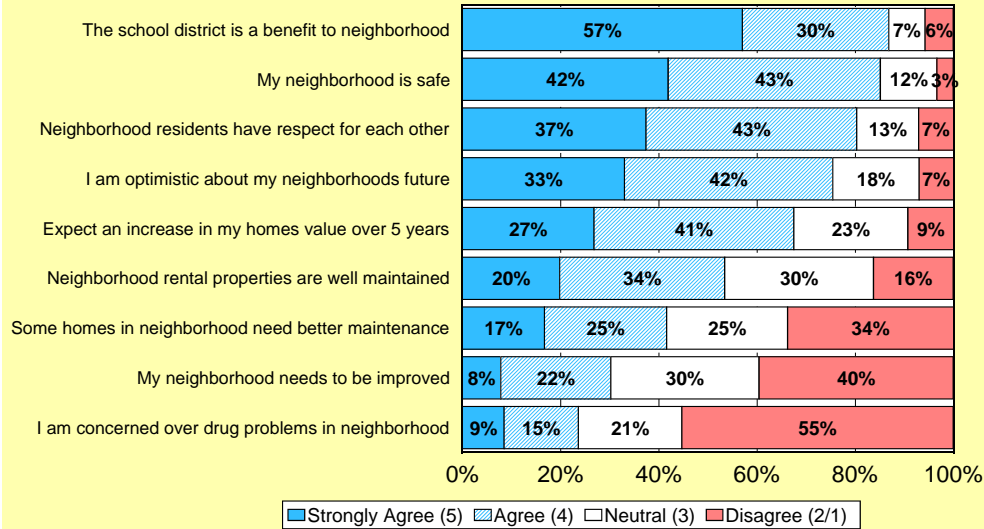
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q27. Agreement with Various Residential Issues in Riverside

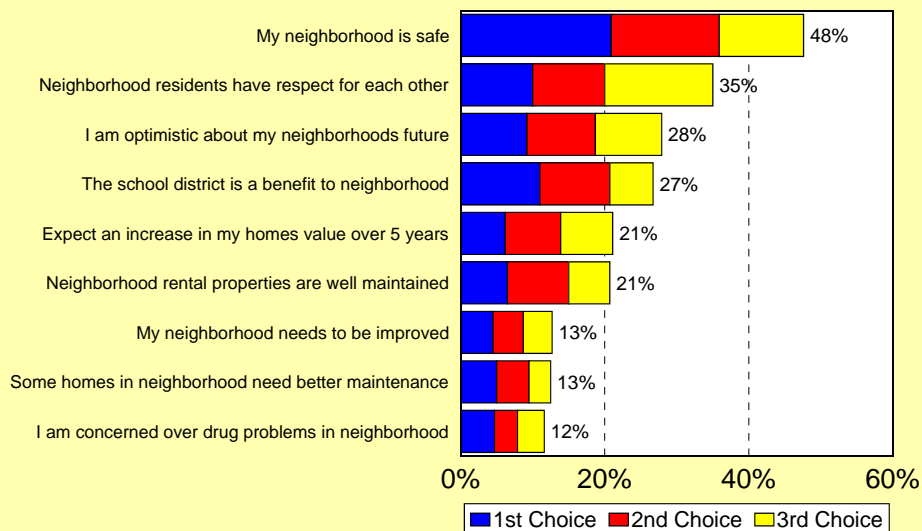
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q28. The Reasons that Will Impact the Decision to Stay in Riverside Over the Next Ten Years by Major Category

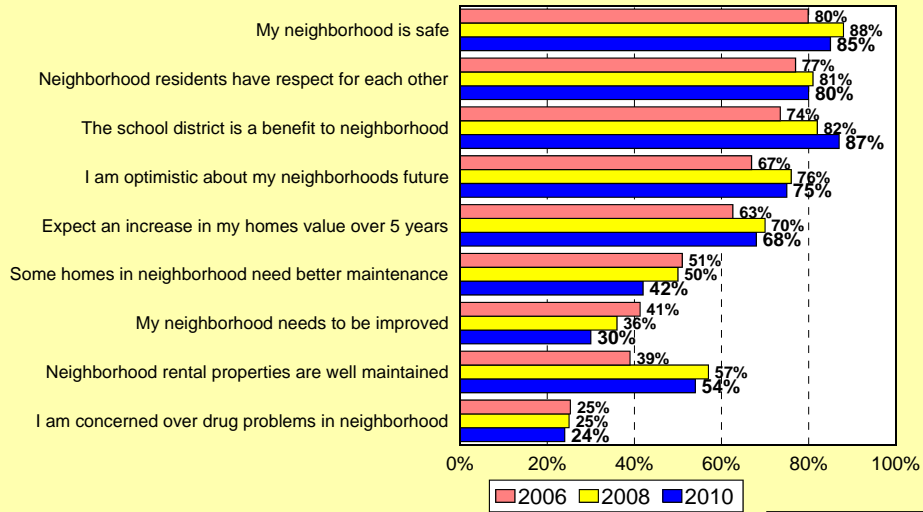
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

(Q27.) Agreement with Various Issues About Life in Riverside 2010, 2008, 2006

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

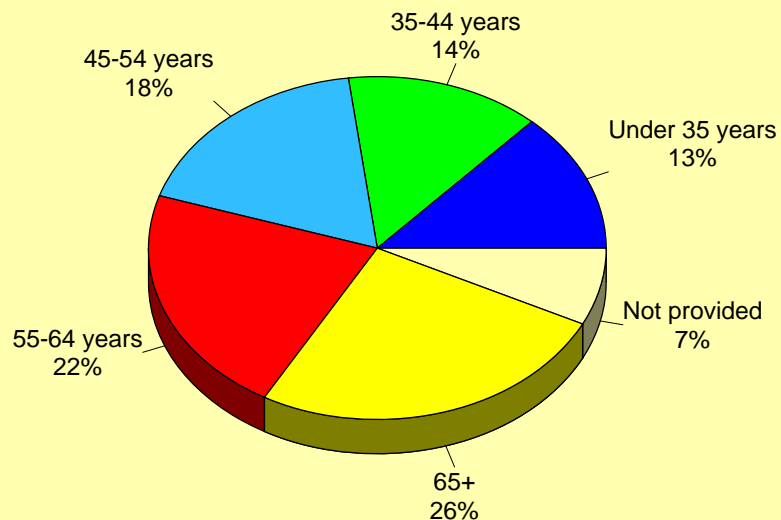


Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Trends

Q31. Demographics: Age of Respondents

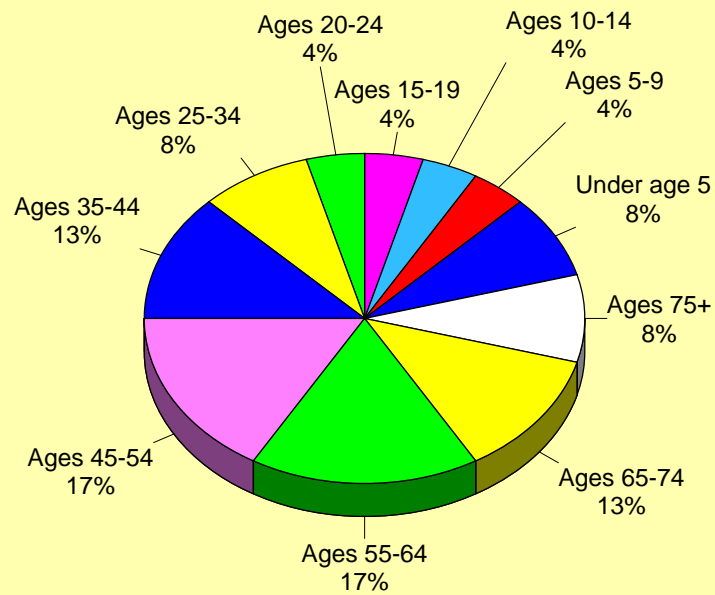
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q32. Demographics: Ages of Household Occupants

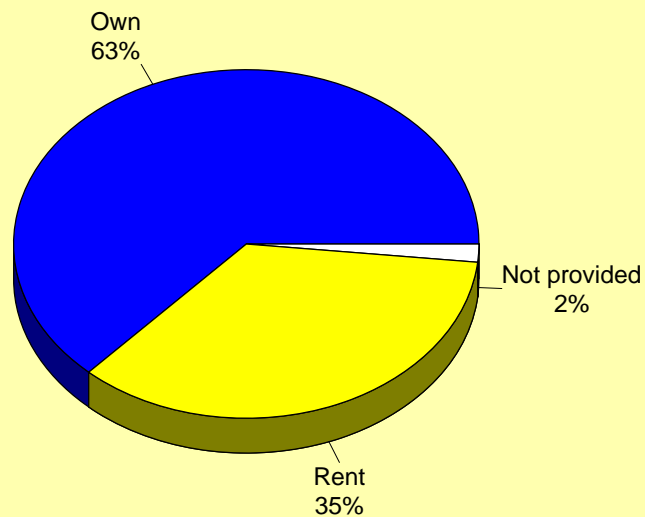
by percentage of persons in households



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q33. Demographics: Do You Own Or Rent Current Residence?

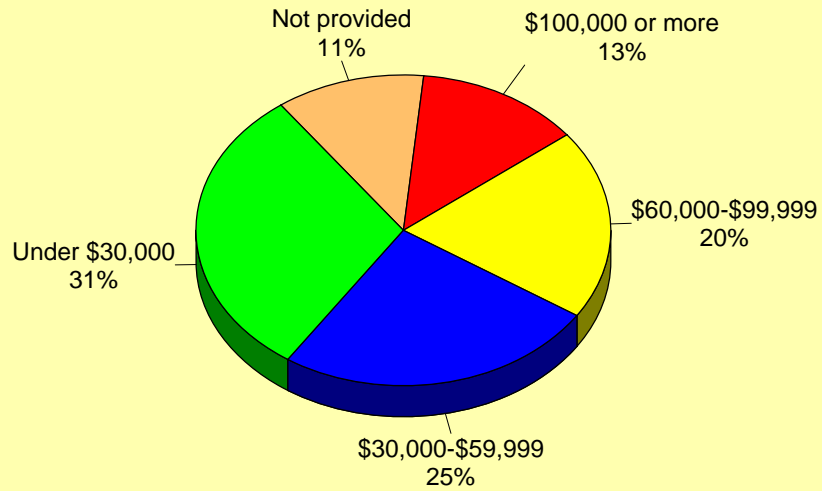
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q34. Demographics: Total Annual Household Income

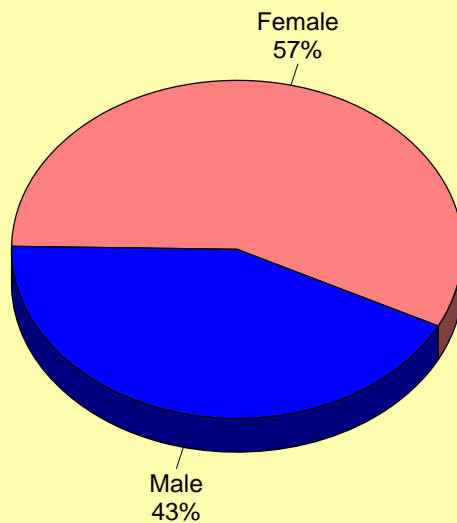
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)

Q35. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2010 - Riverside, MO)



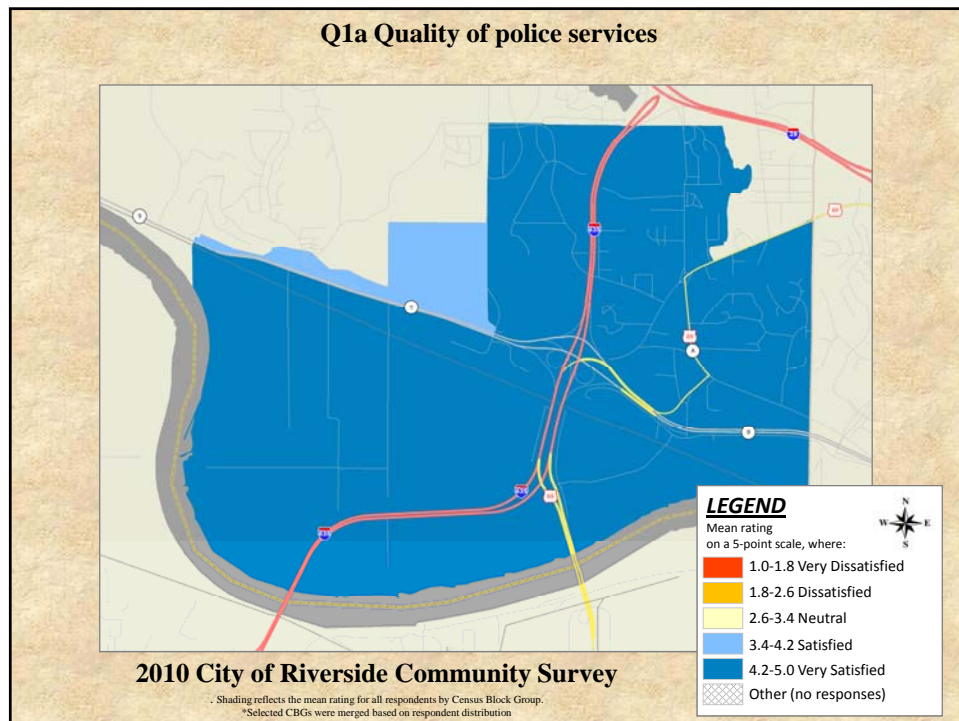
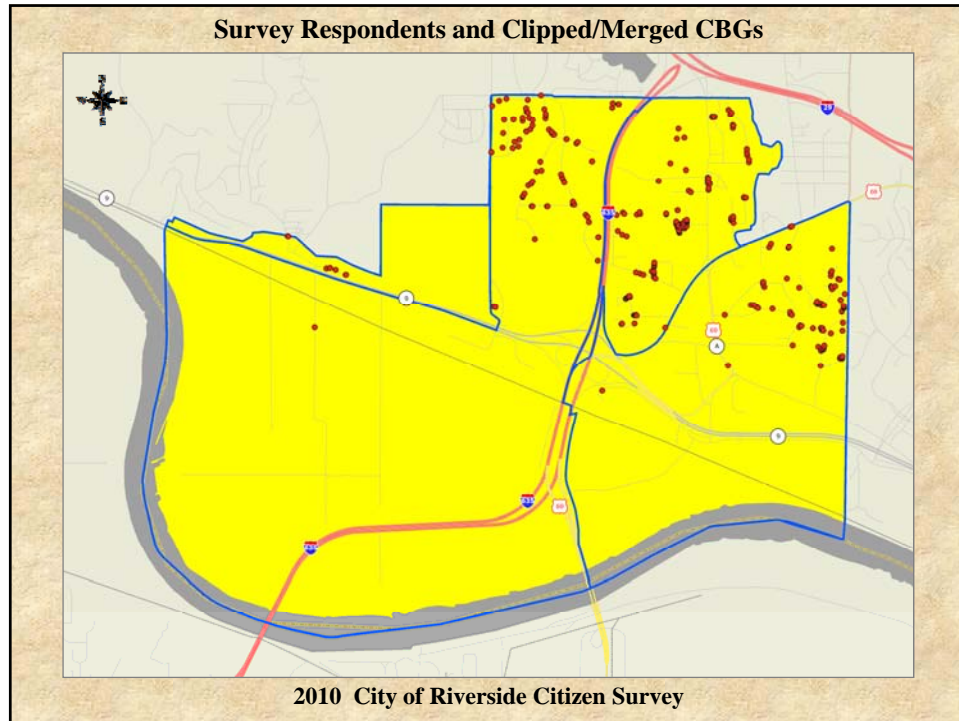
Interpreting the Maps

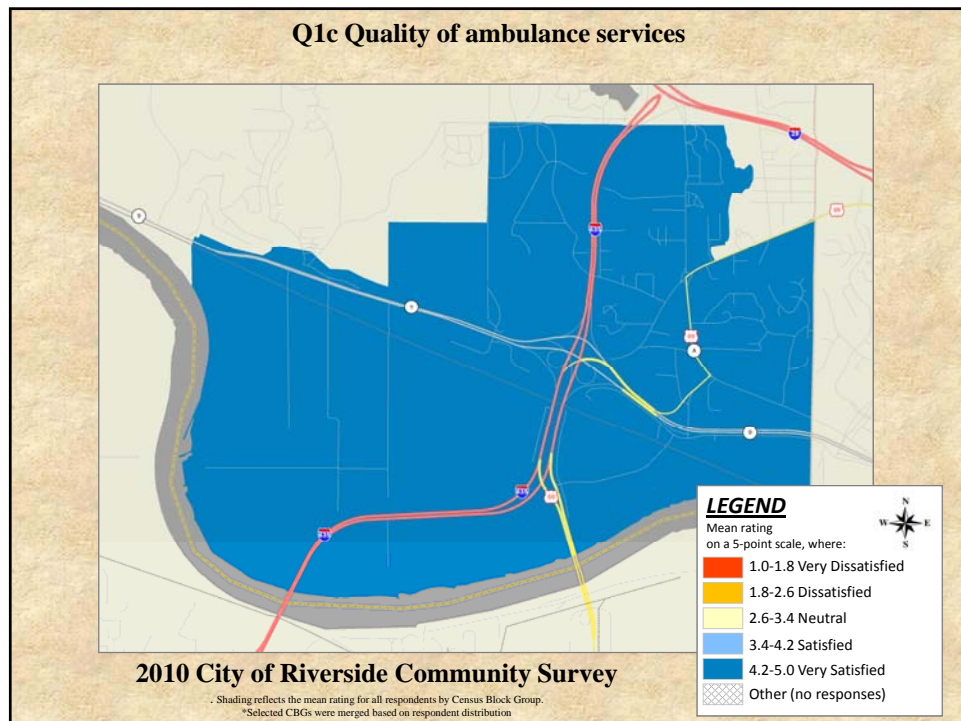
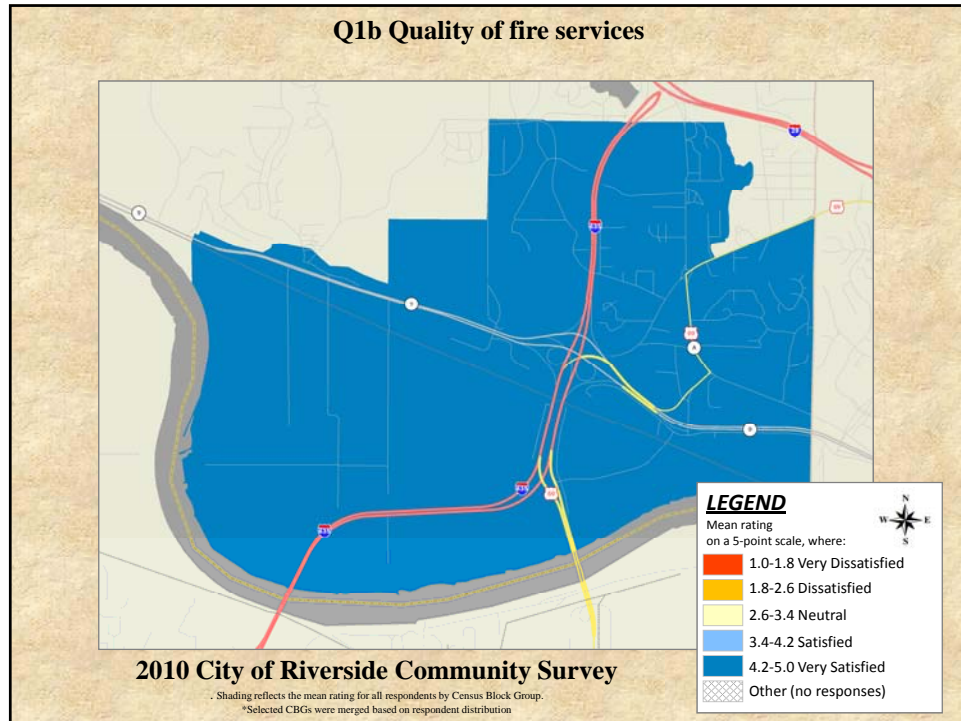
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

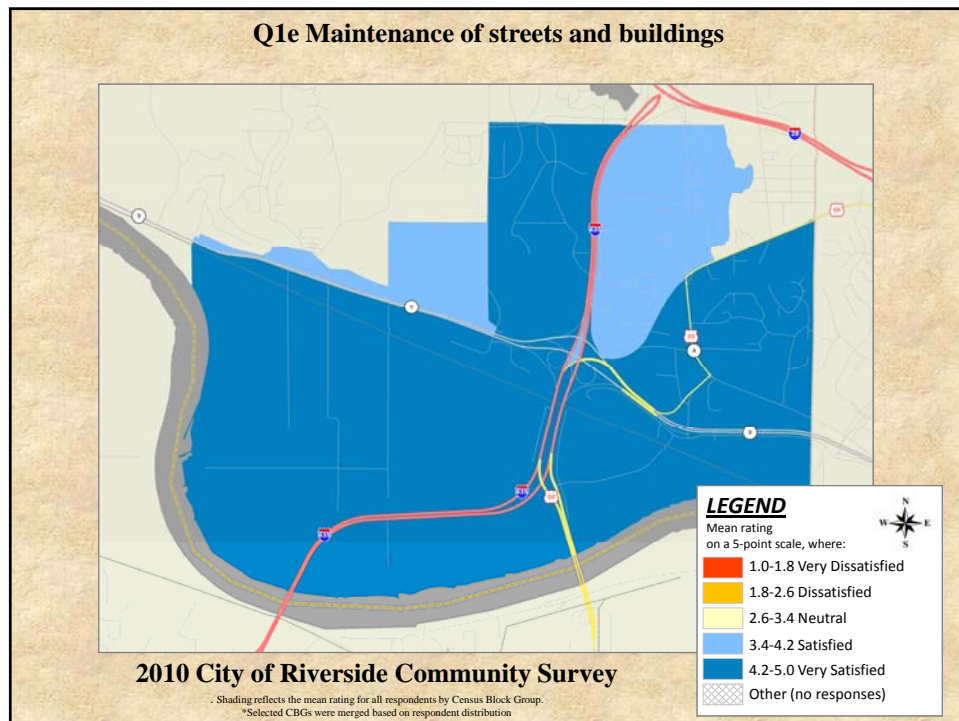
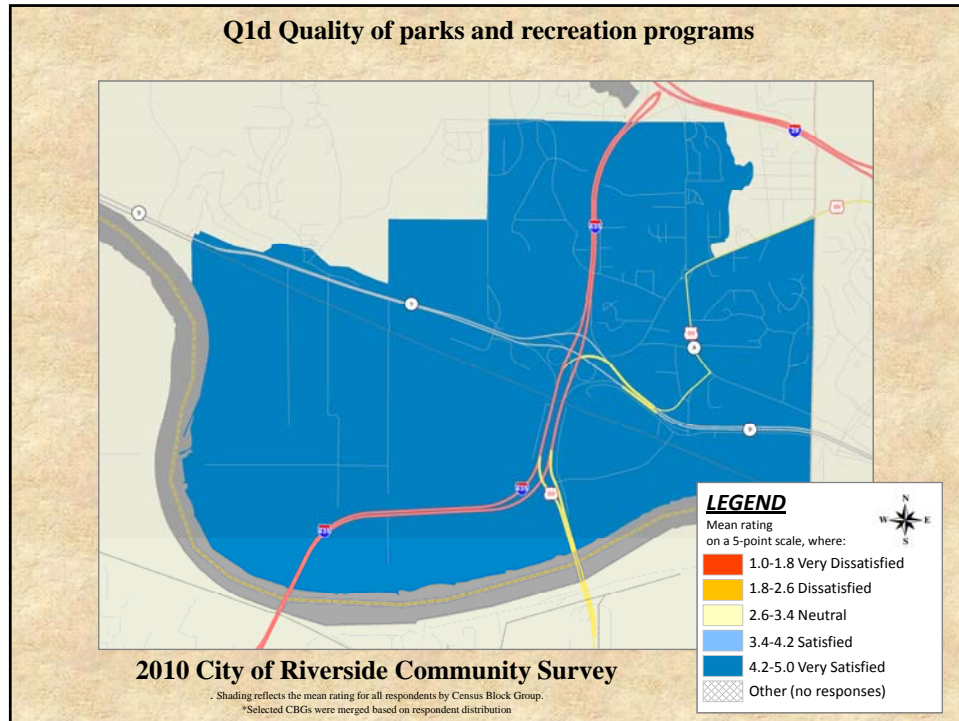
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

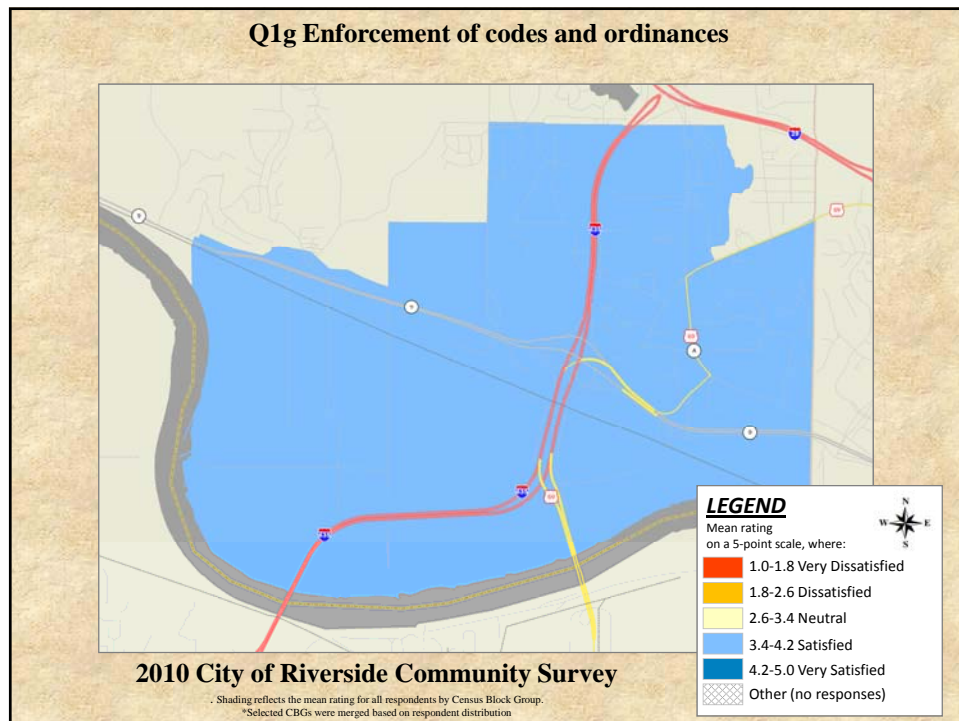
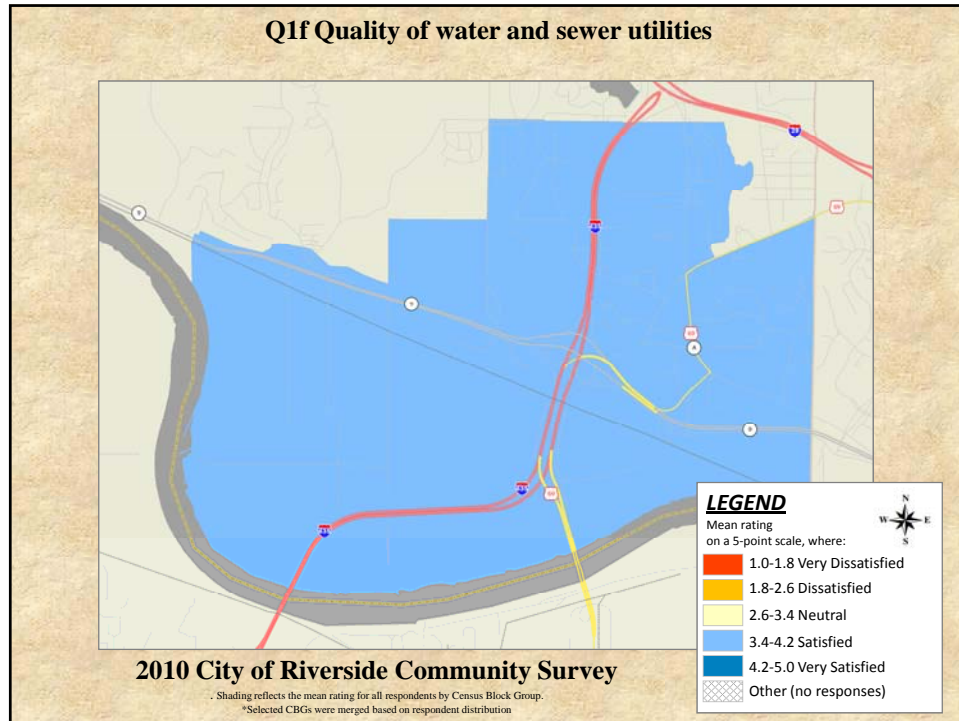
When reading the maps, please use the following color scheme as a guide:

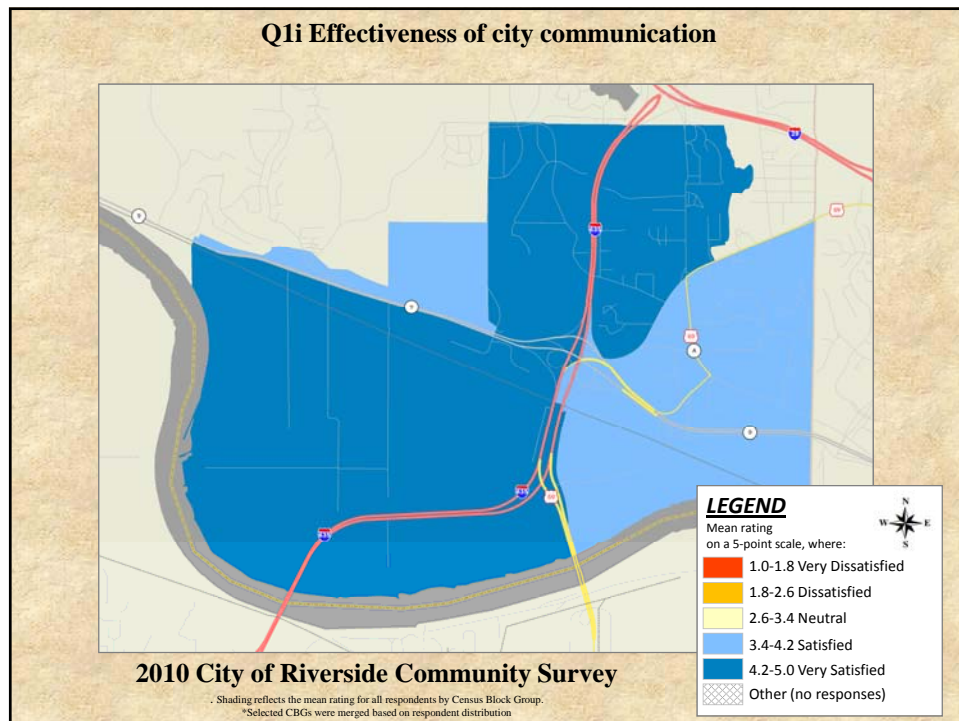
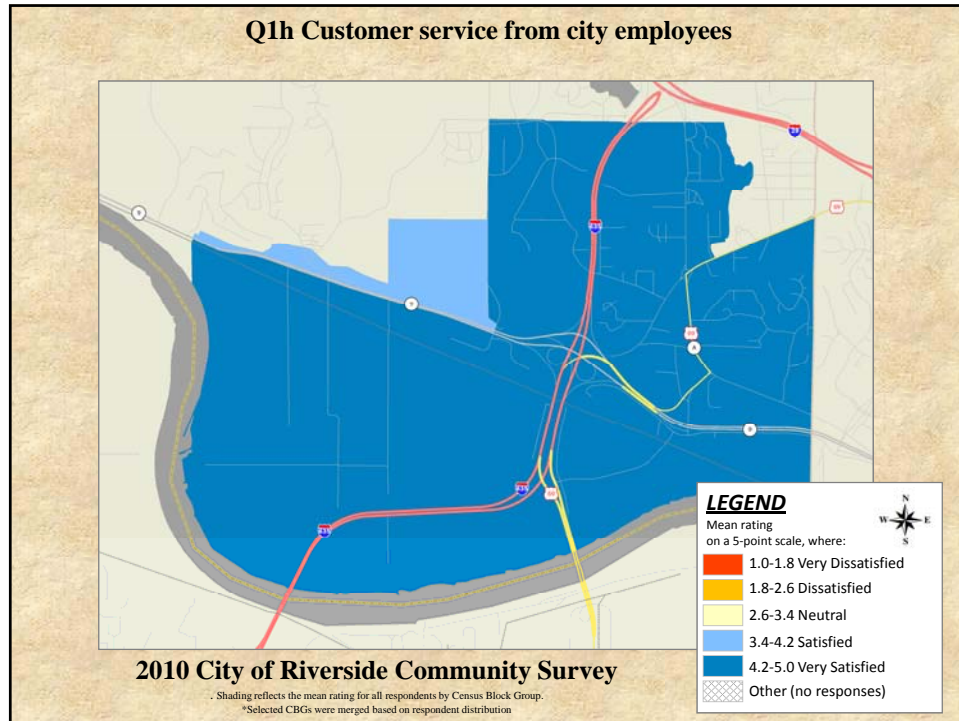
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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

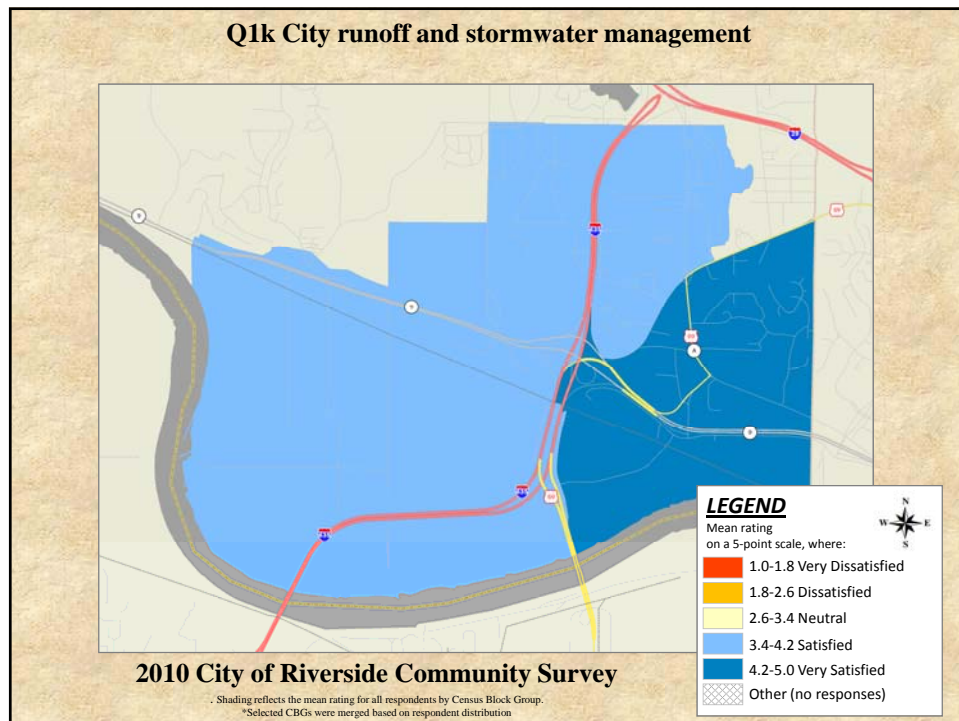
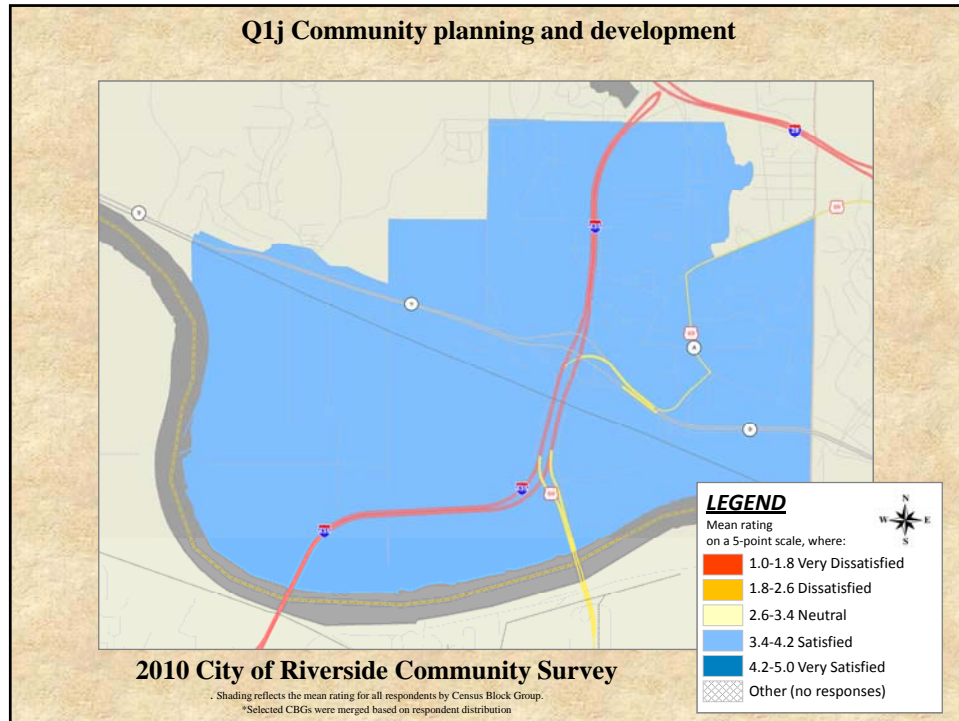


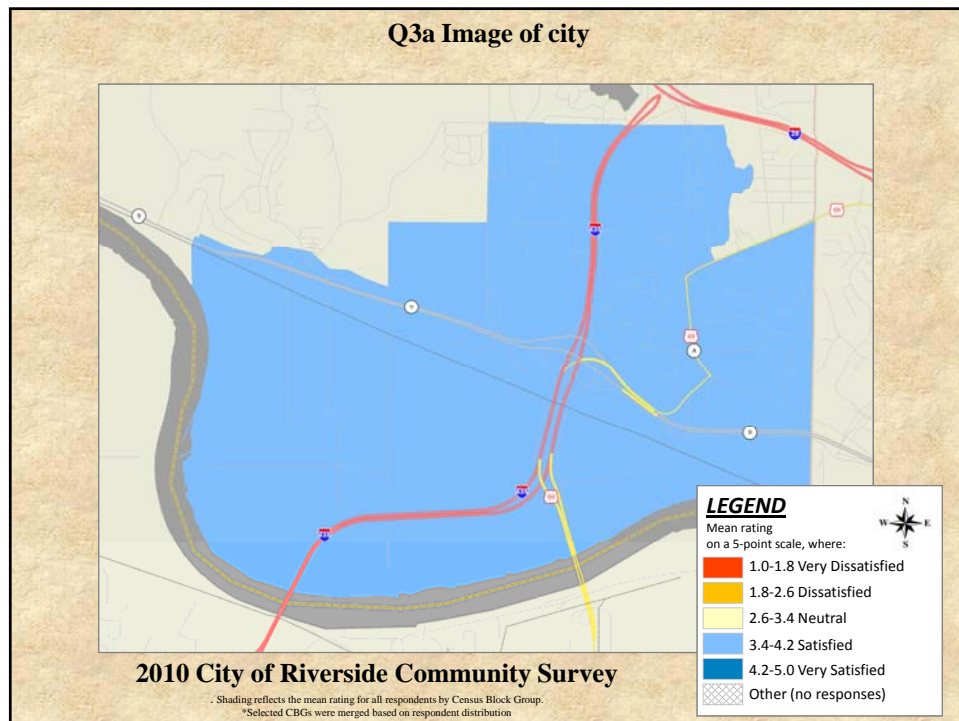
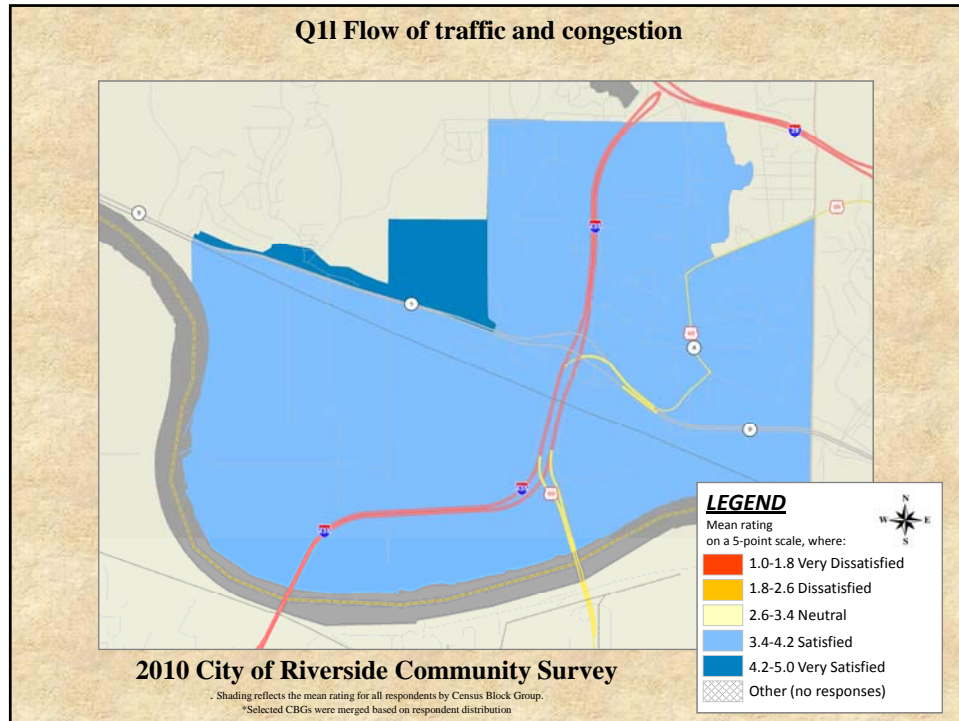


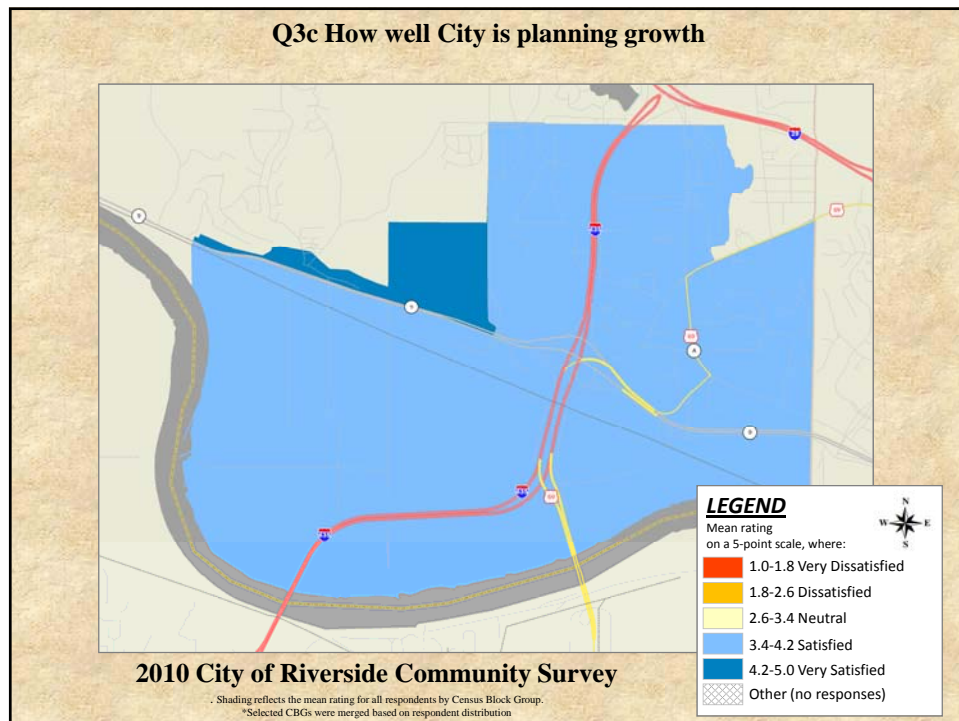
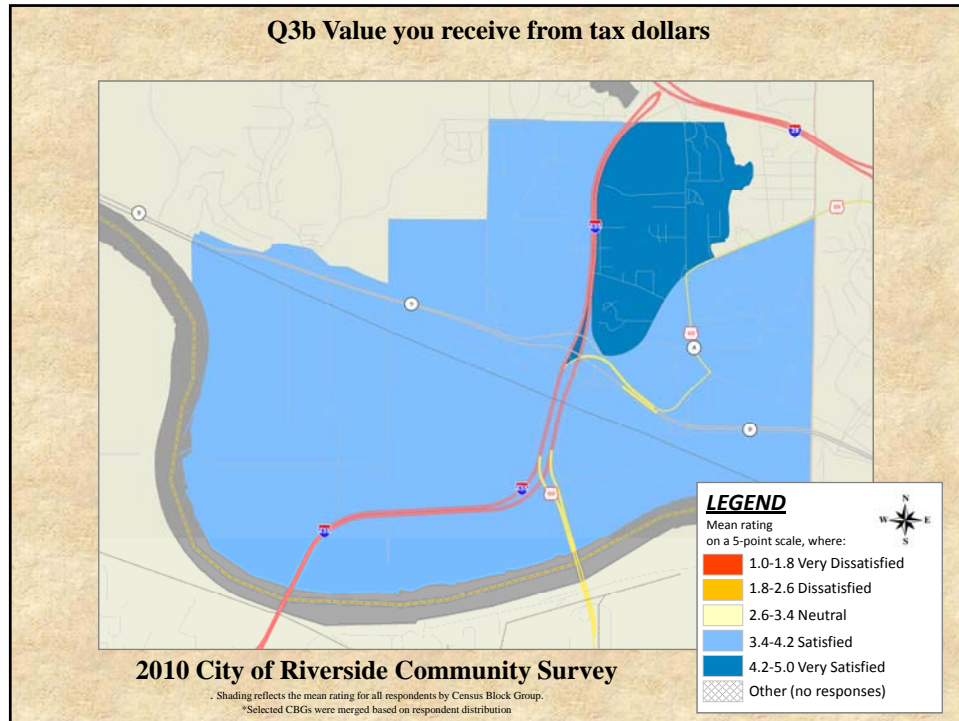


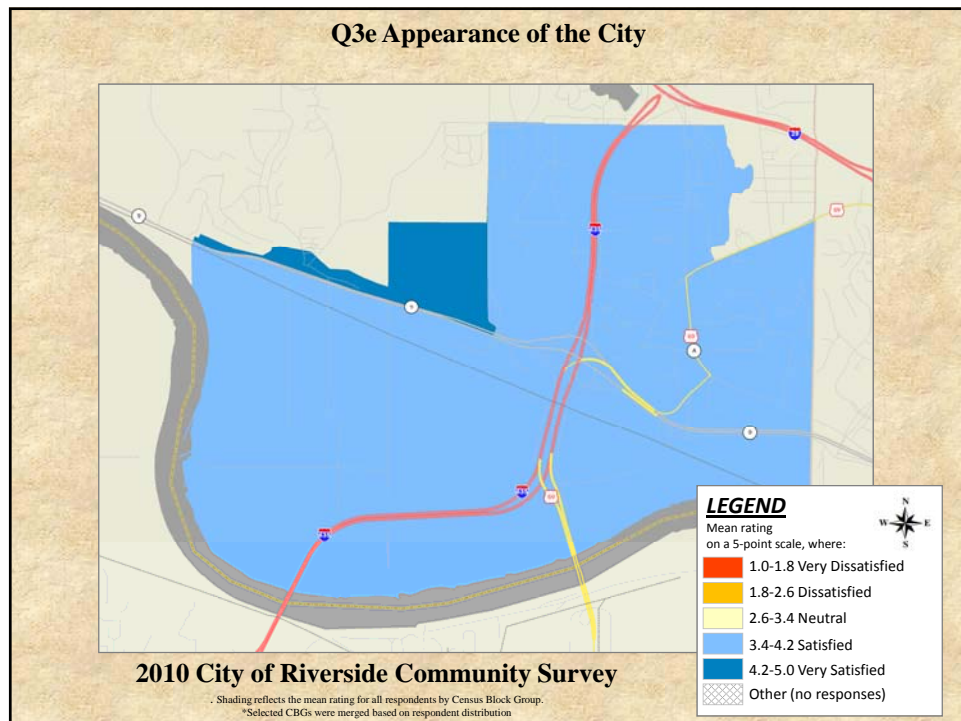
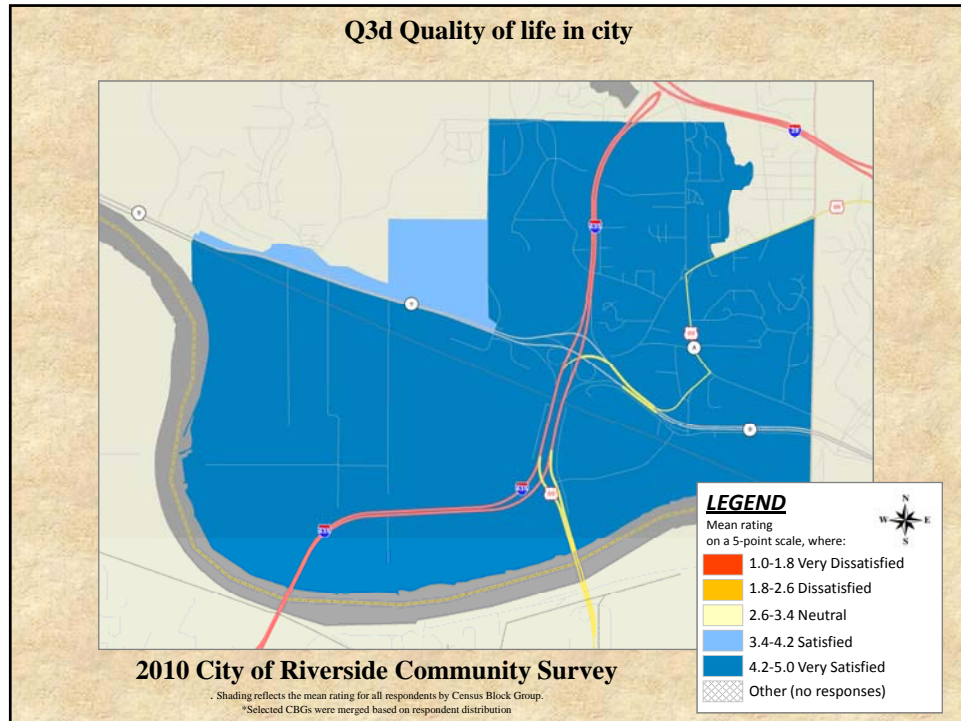


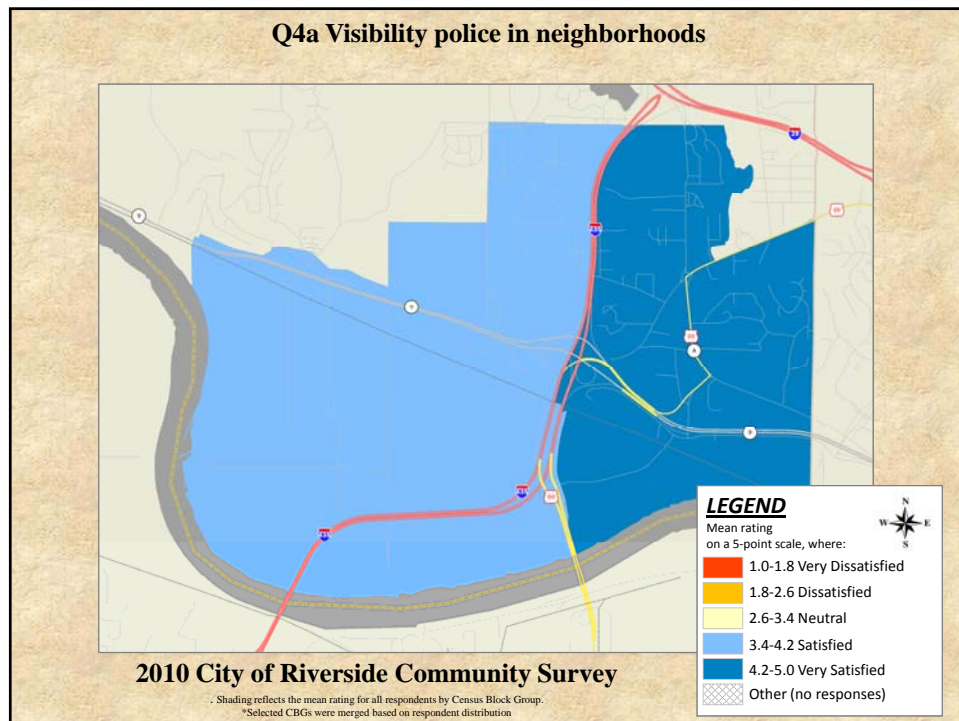
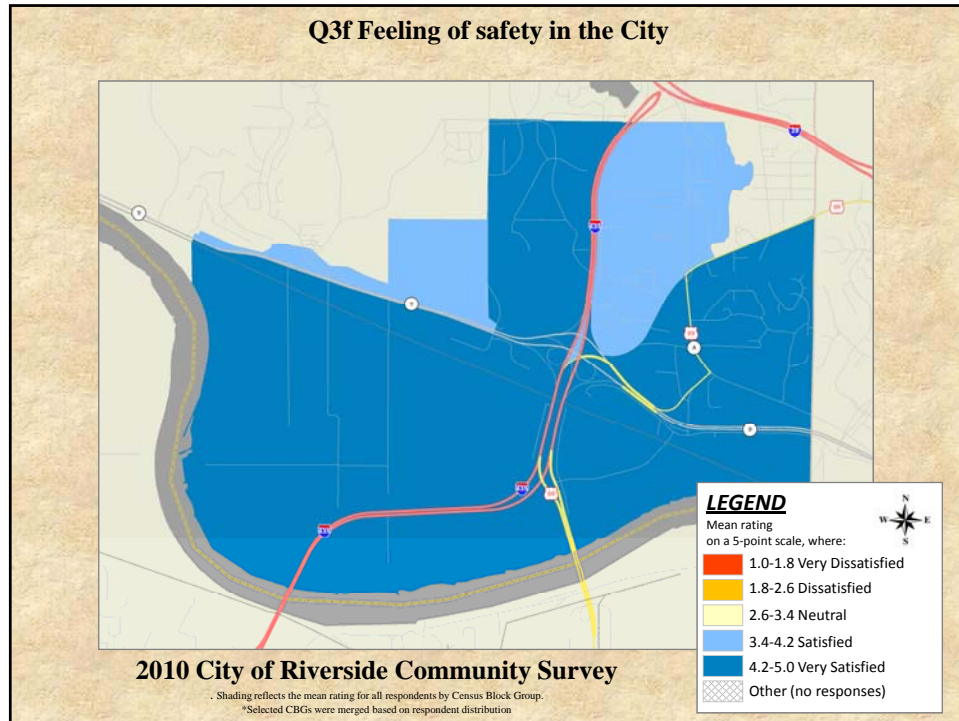


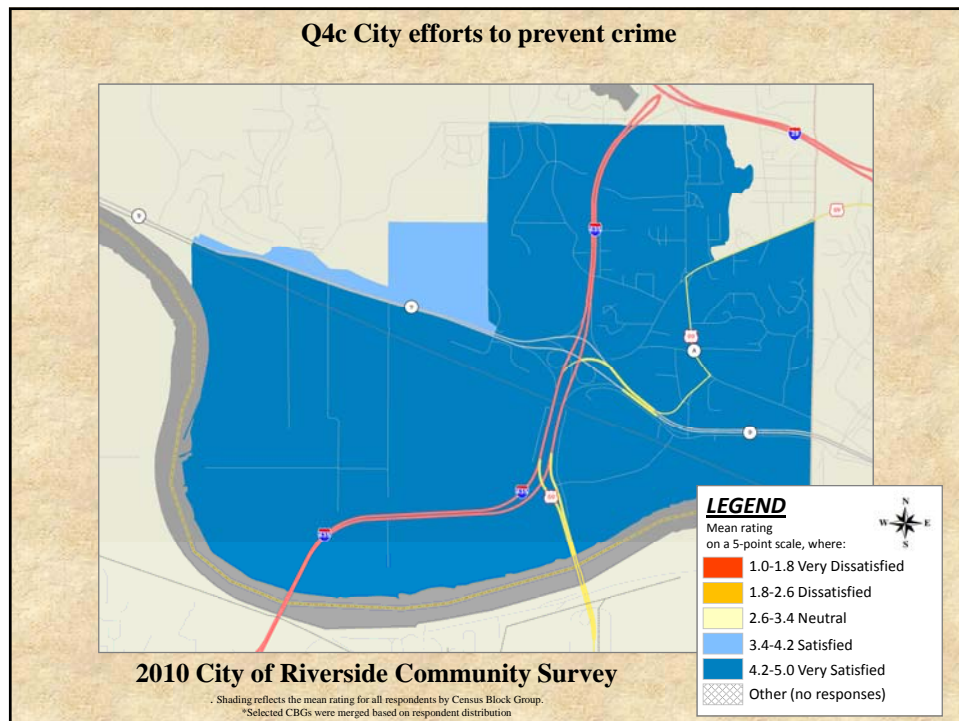
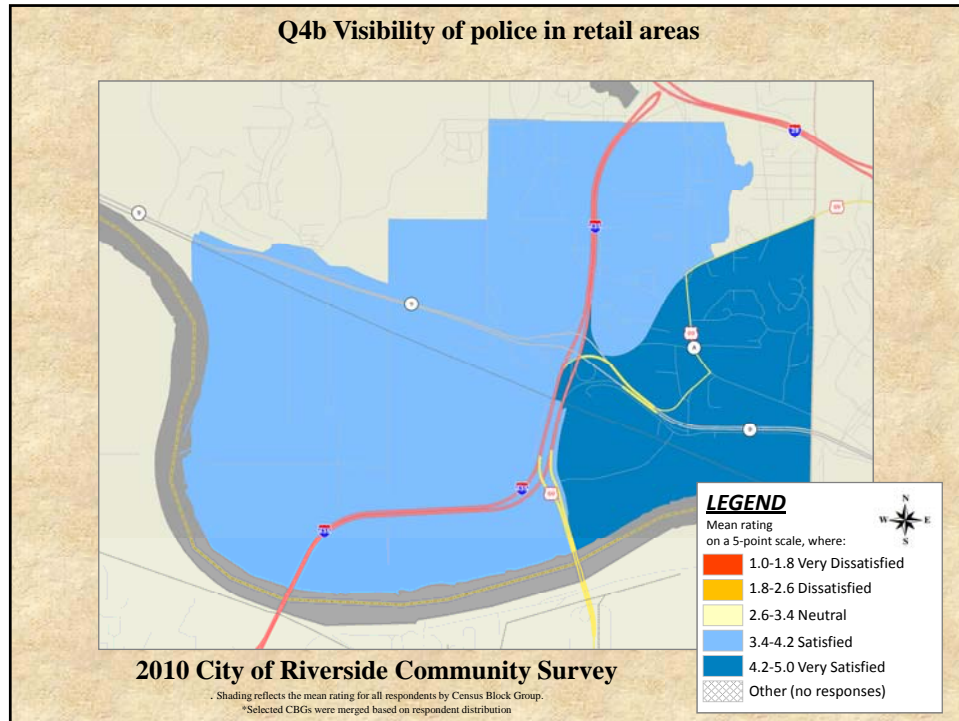


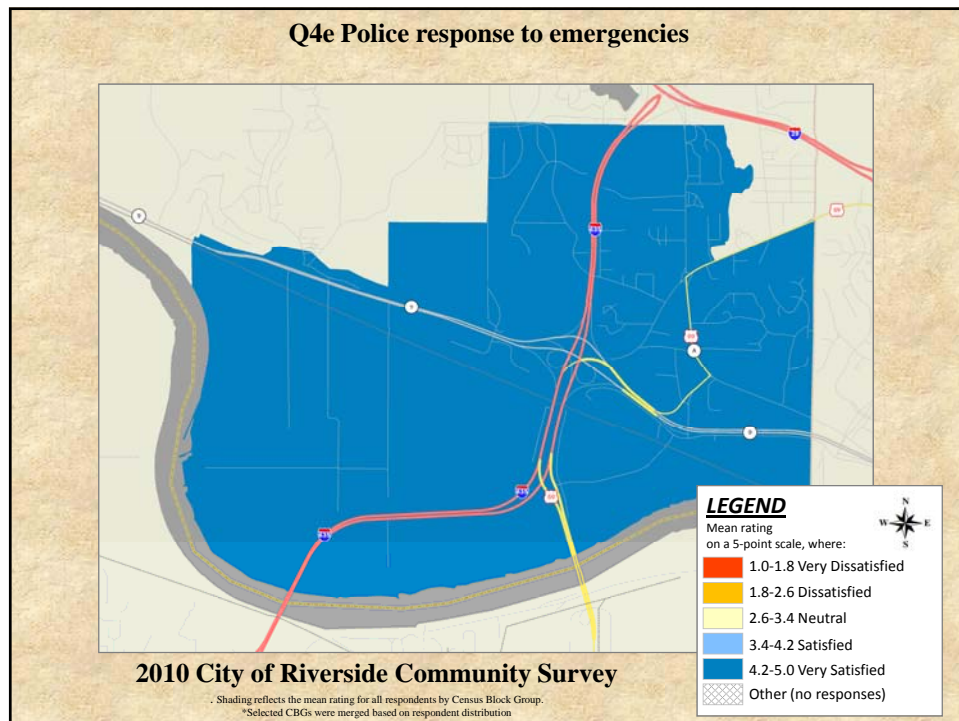
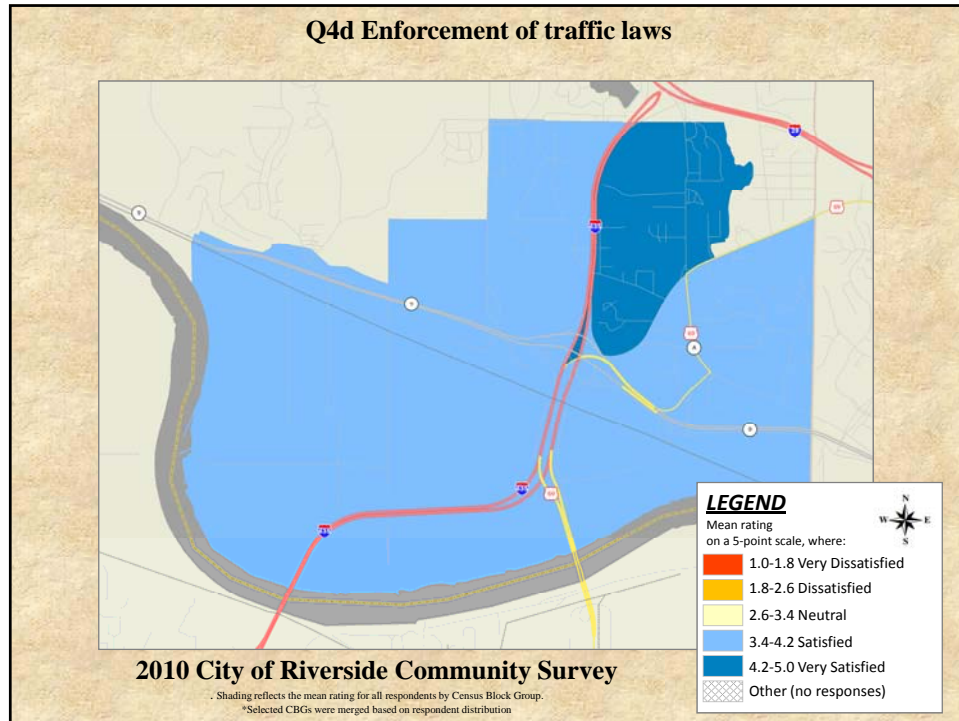


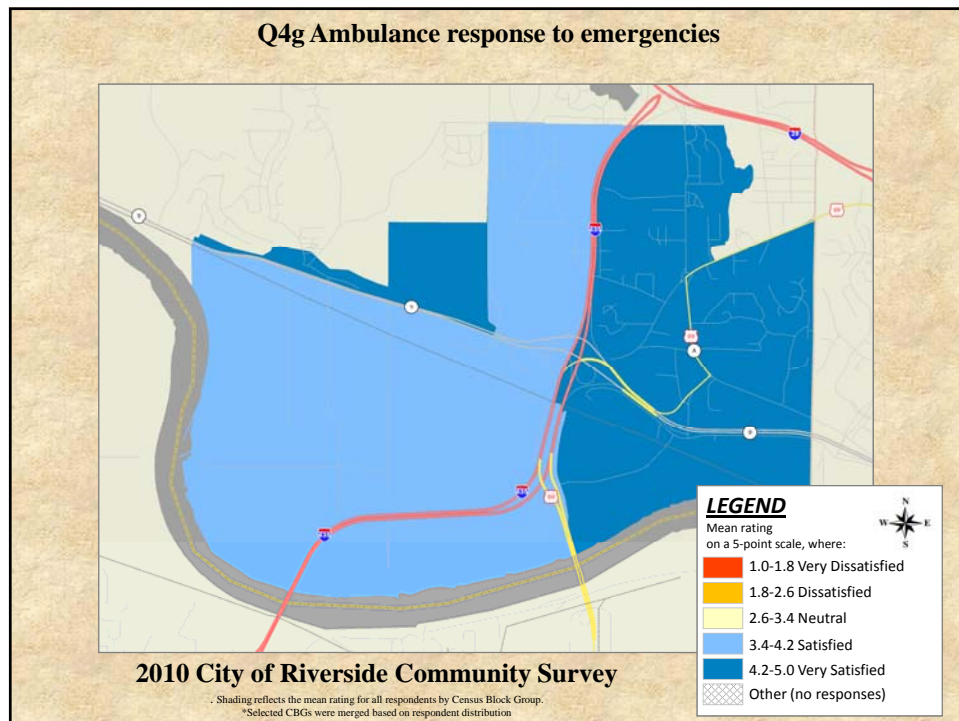
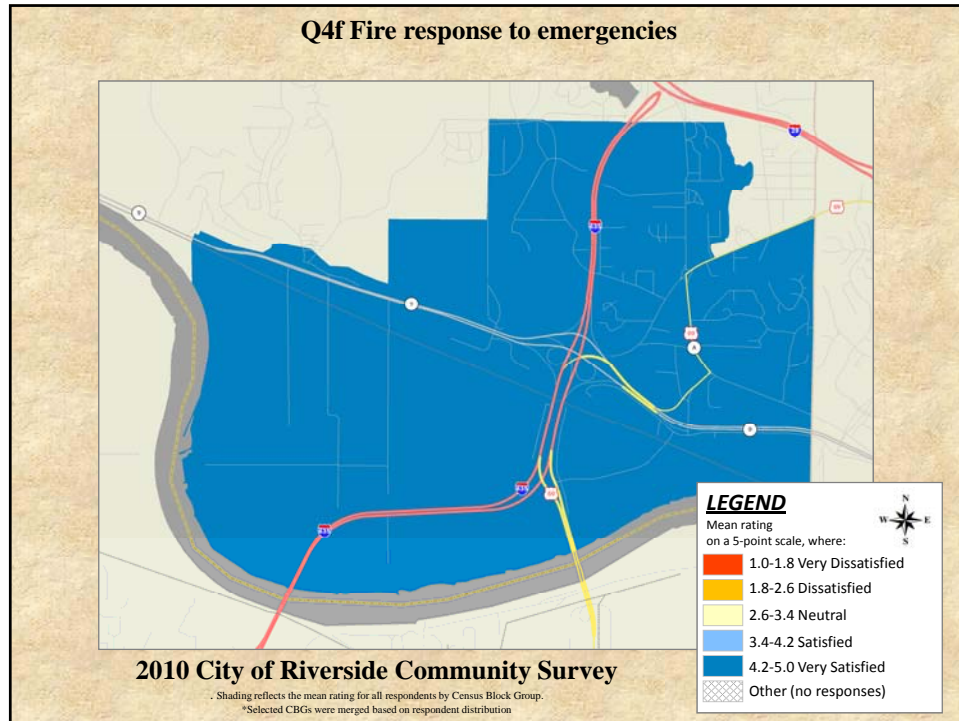


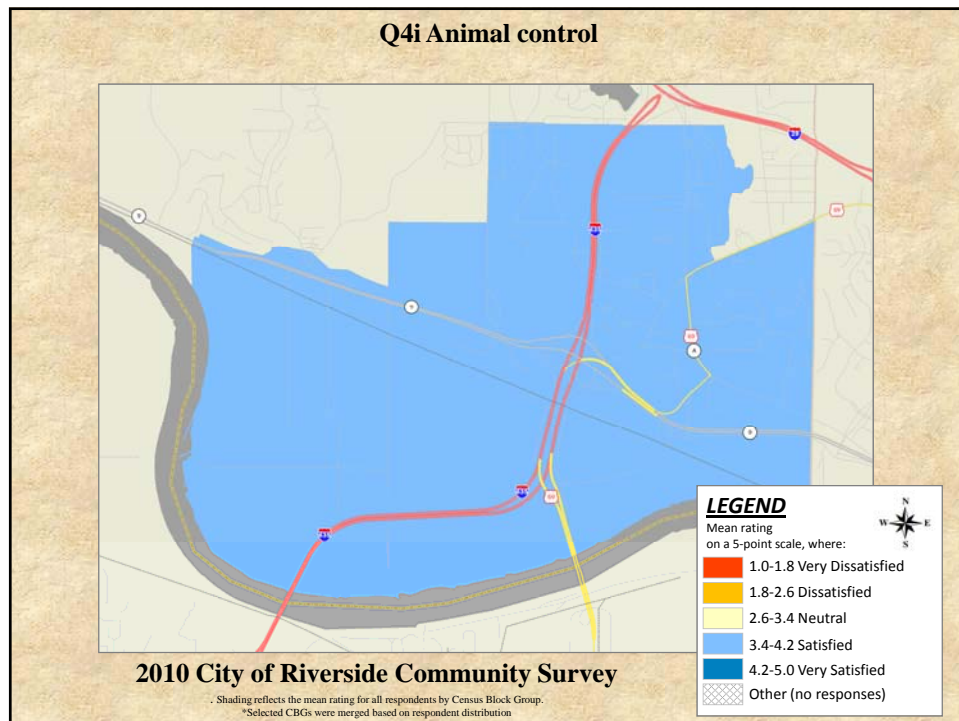
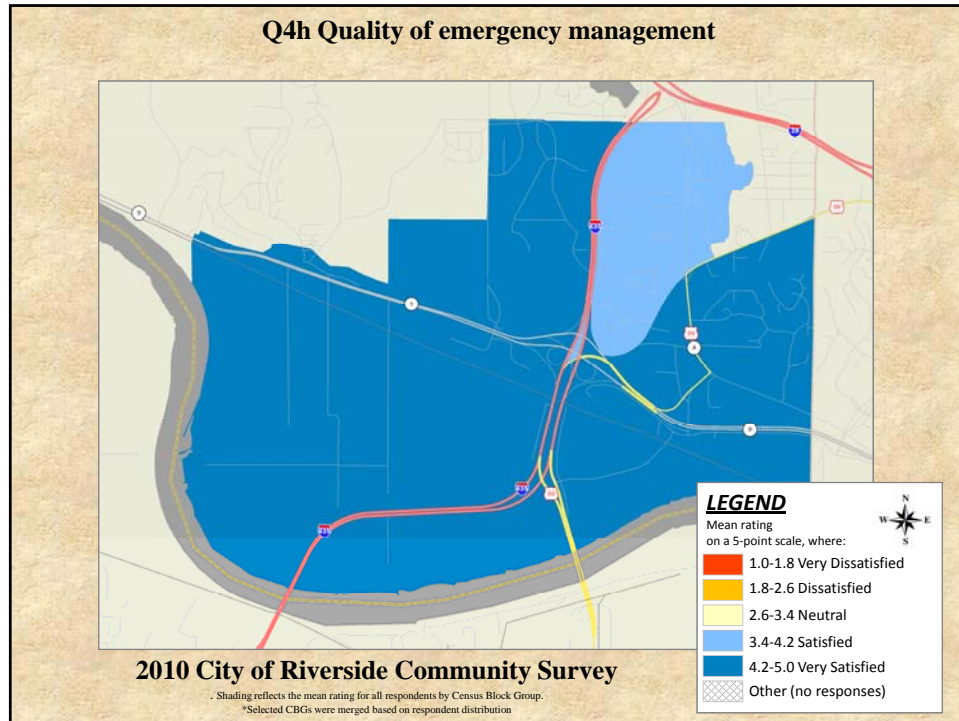


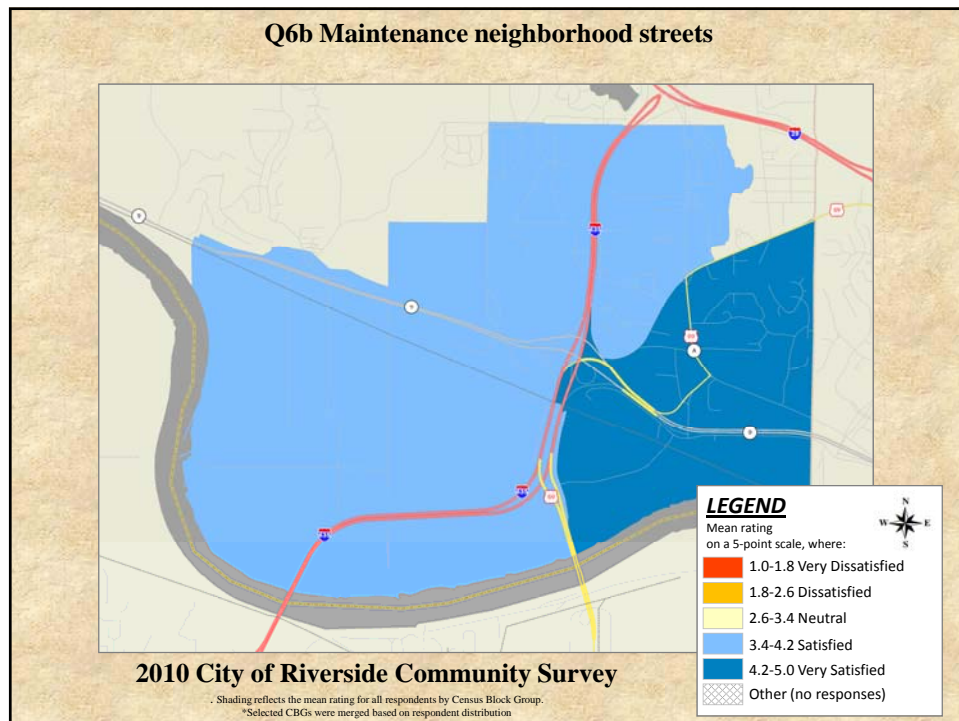
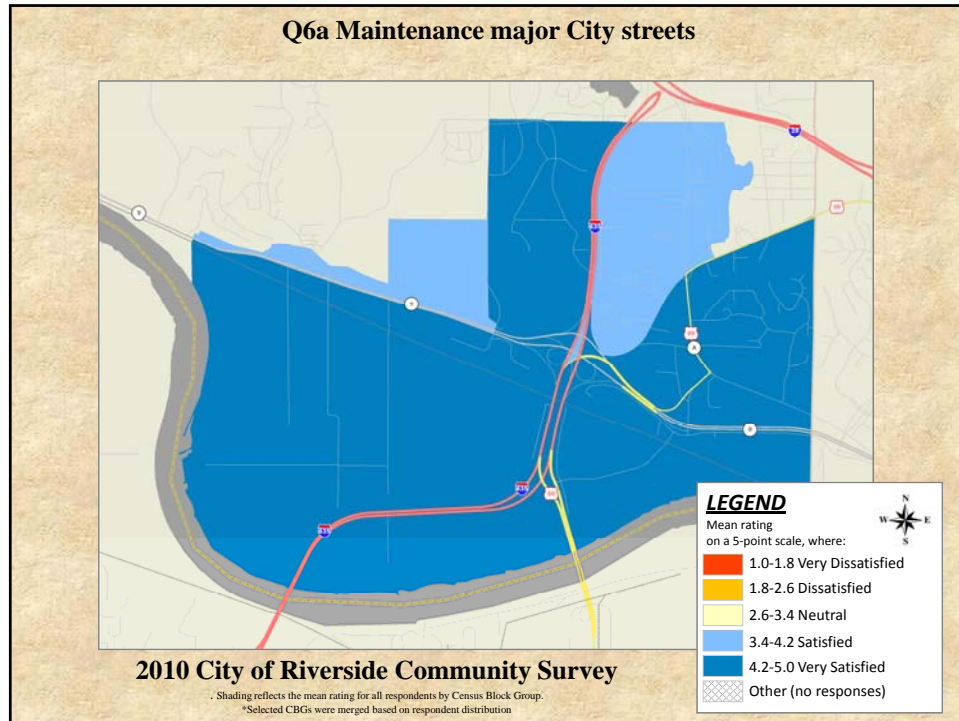


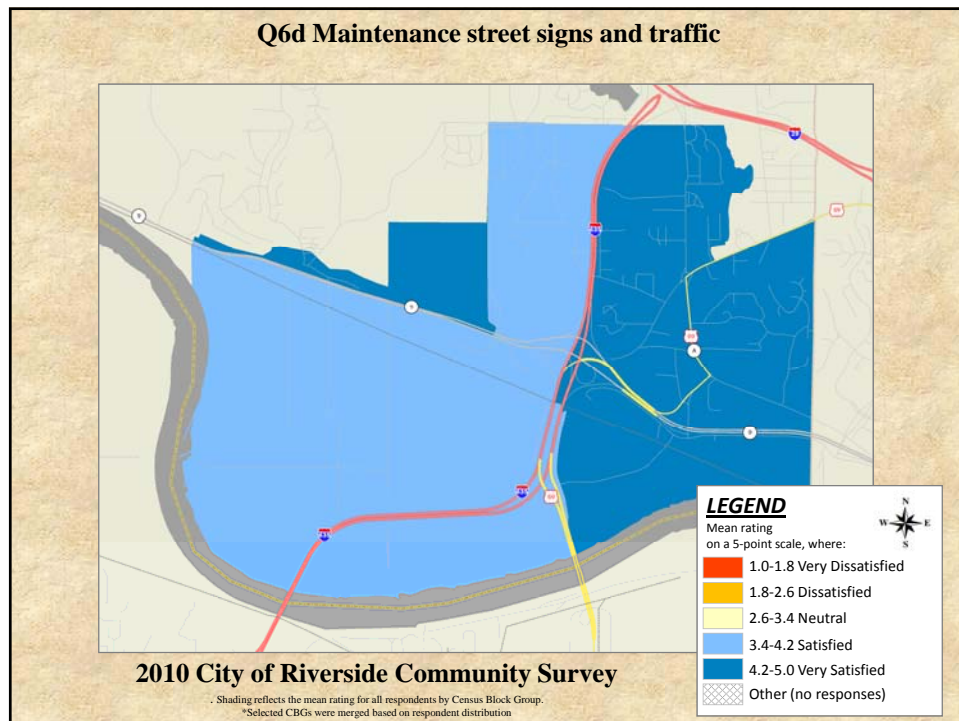
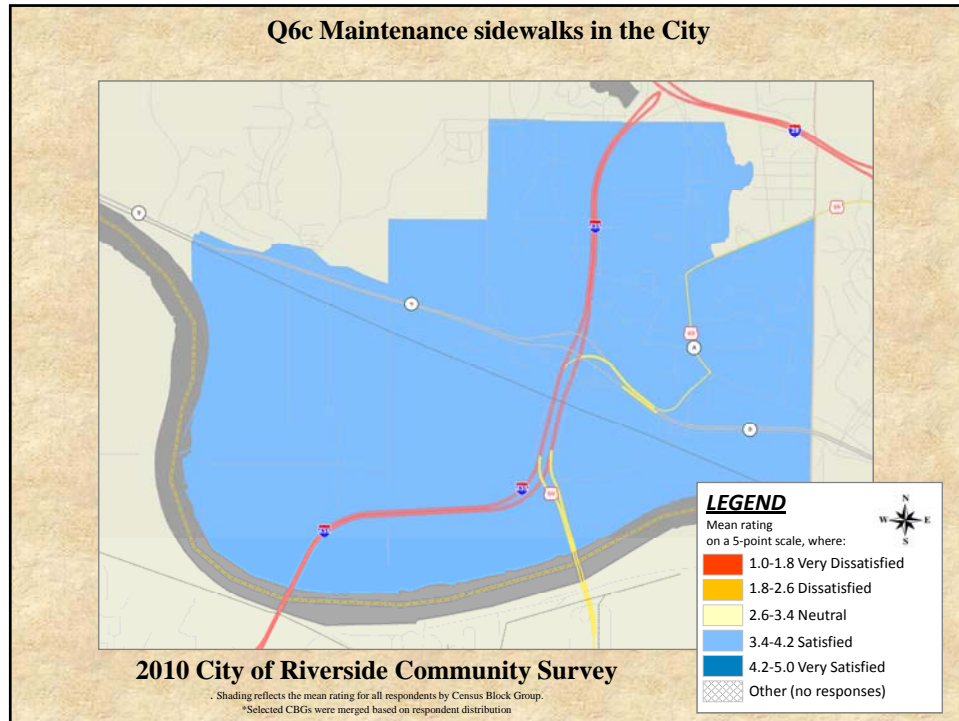


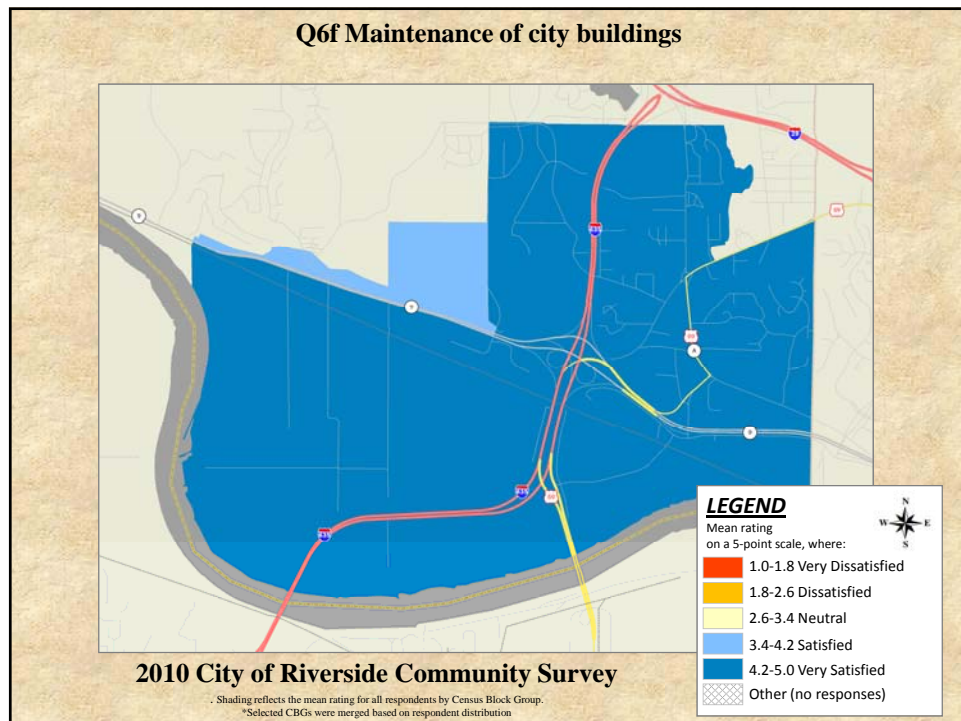
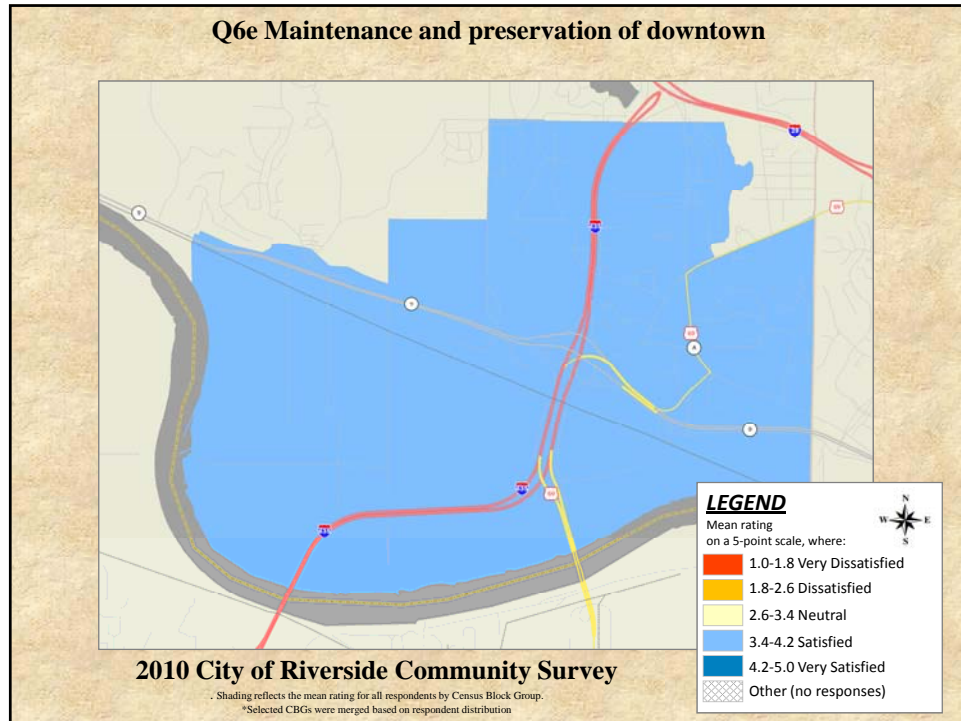


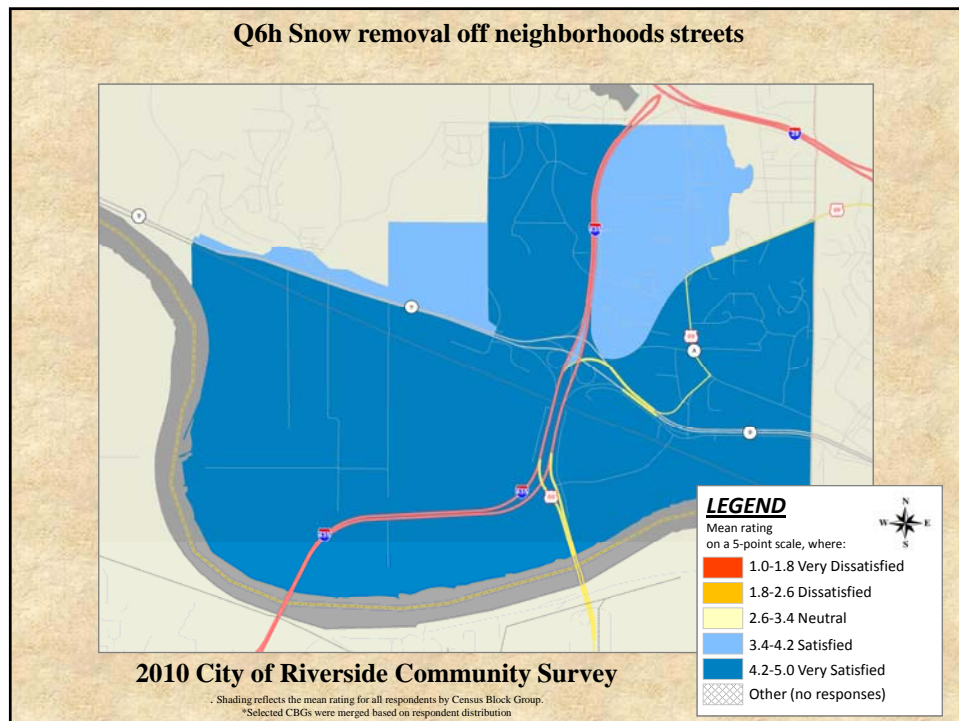
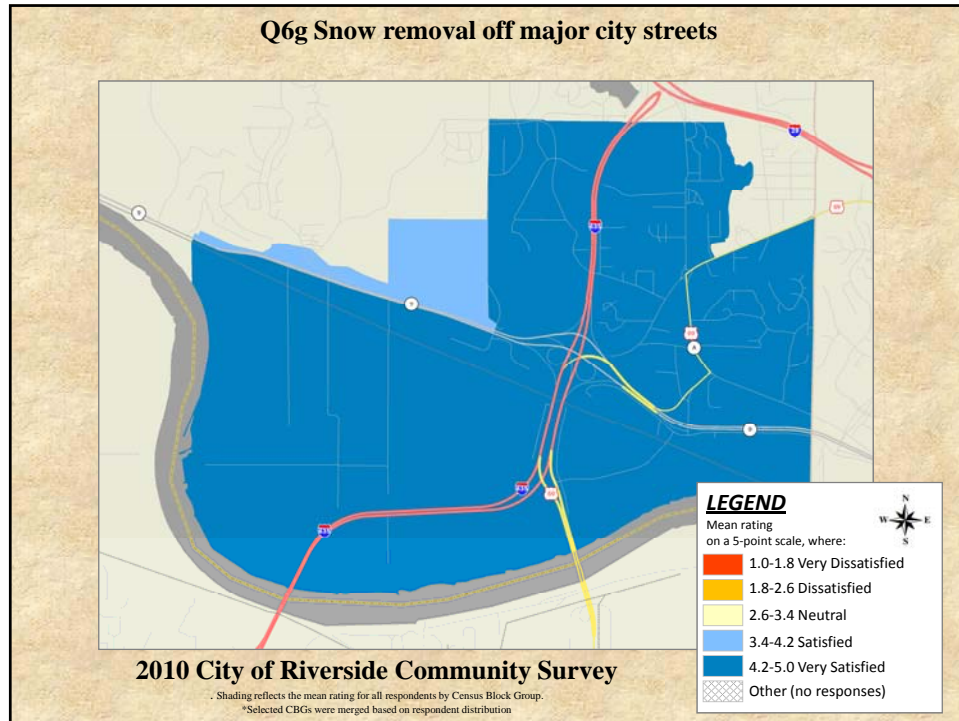


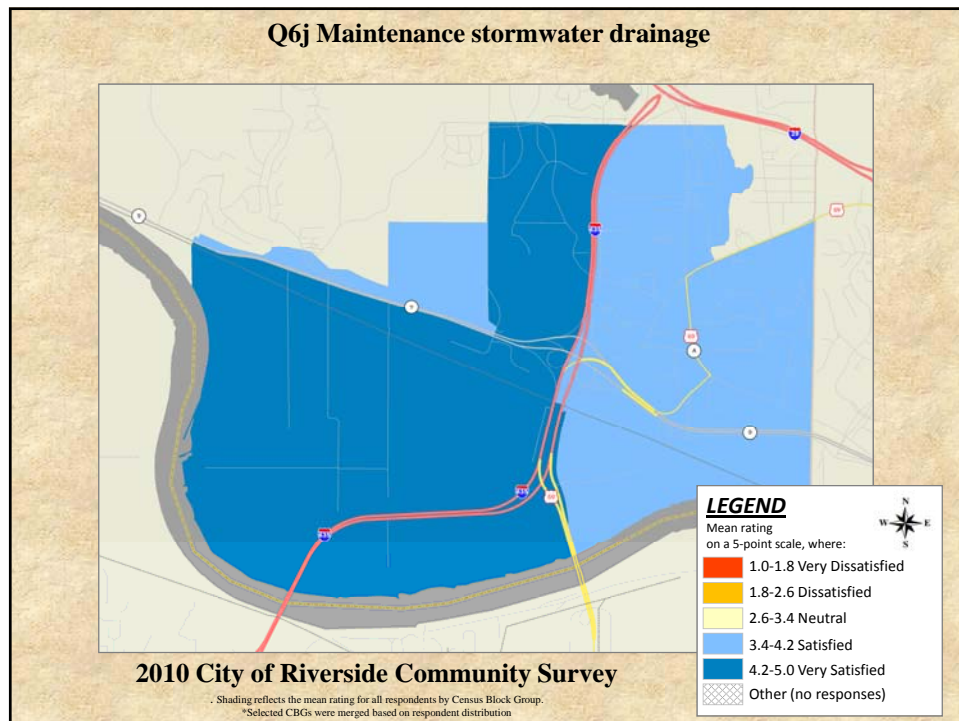
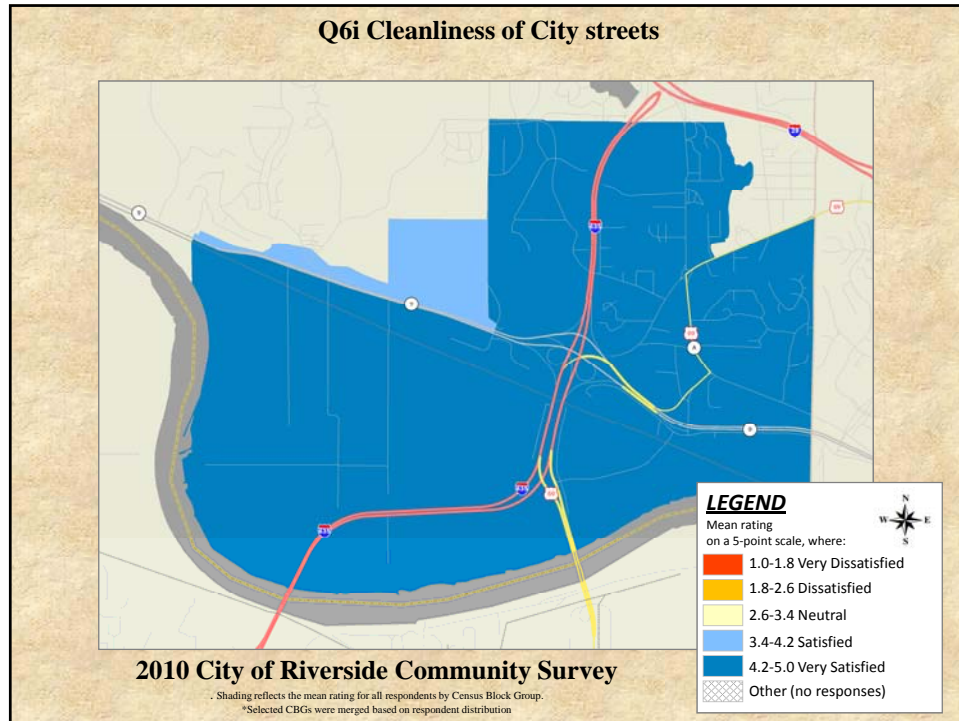


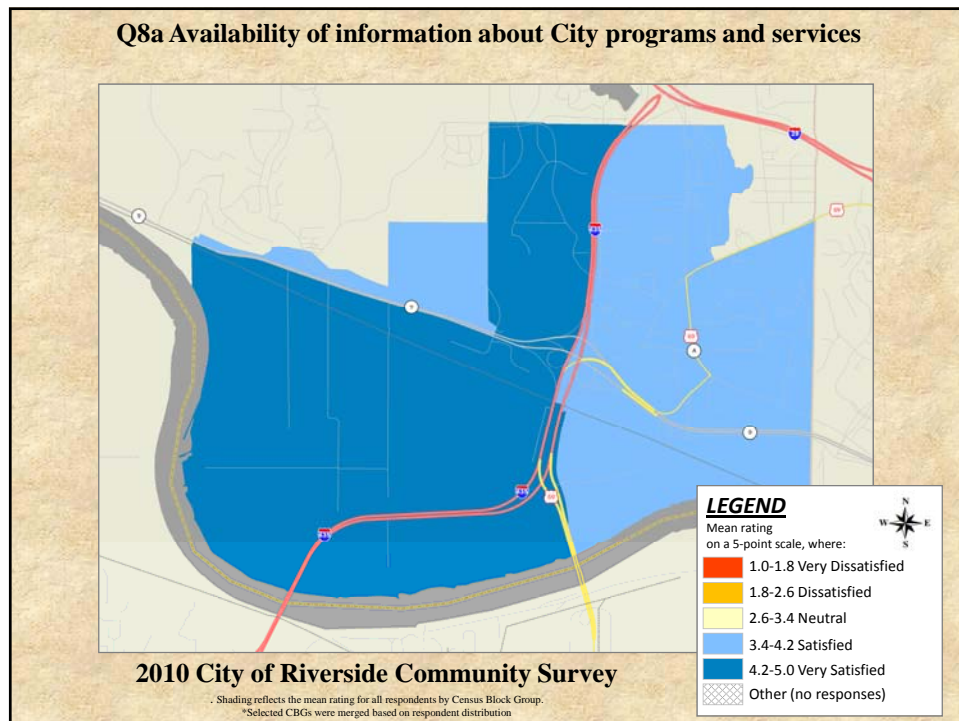
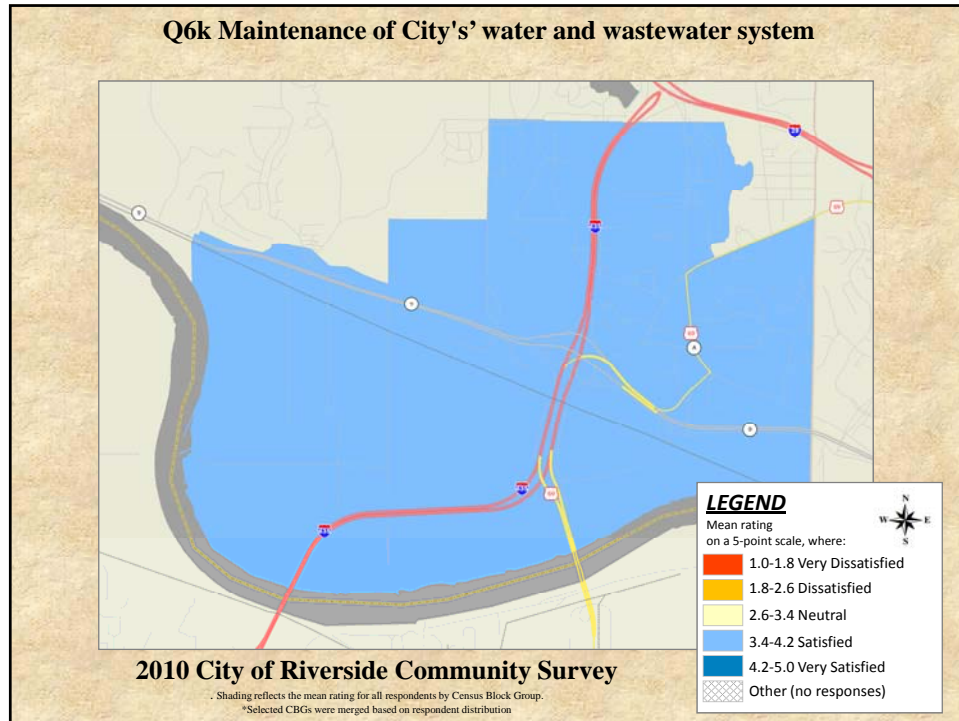


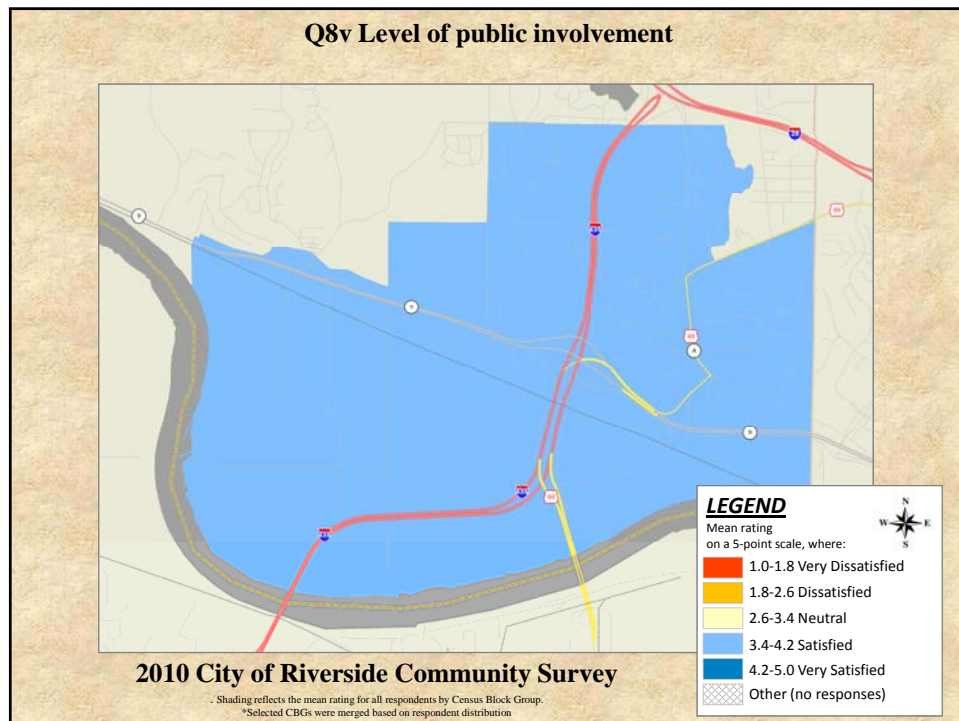
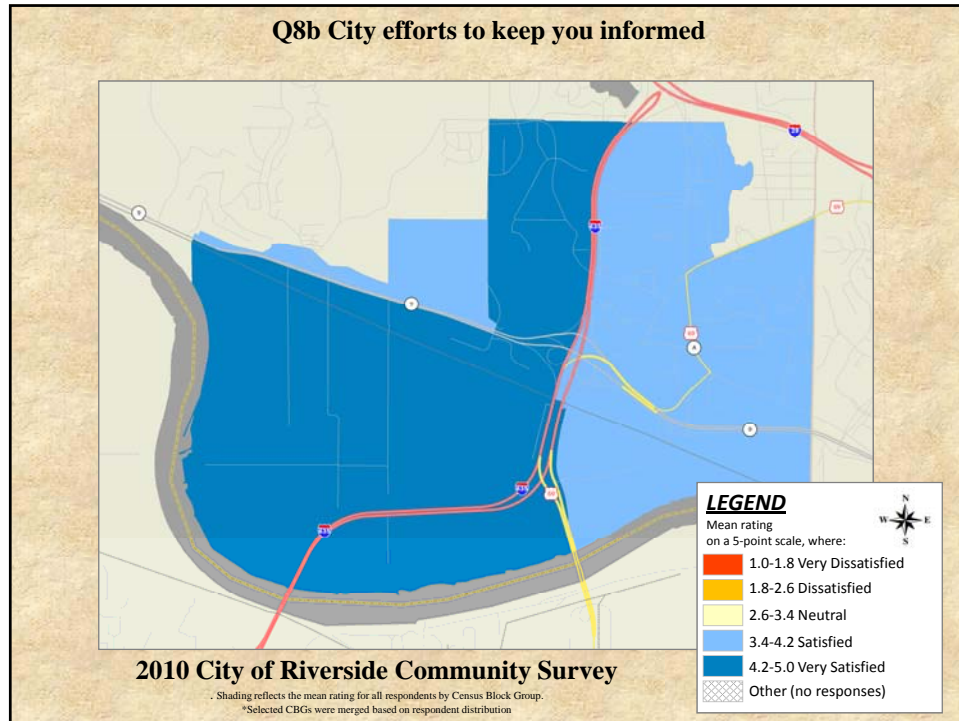


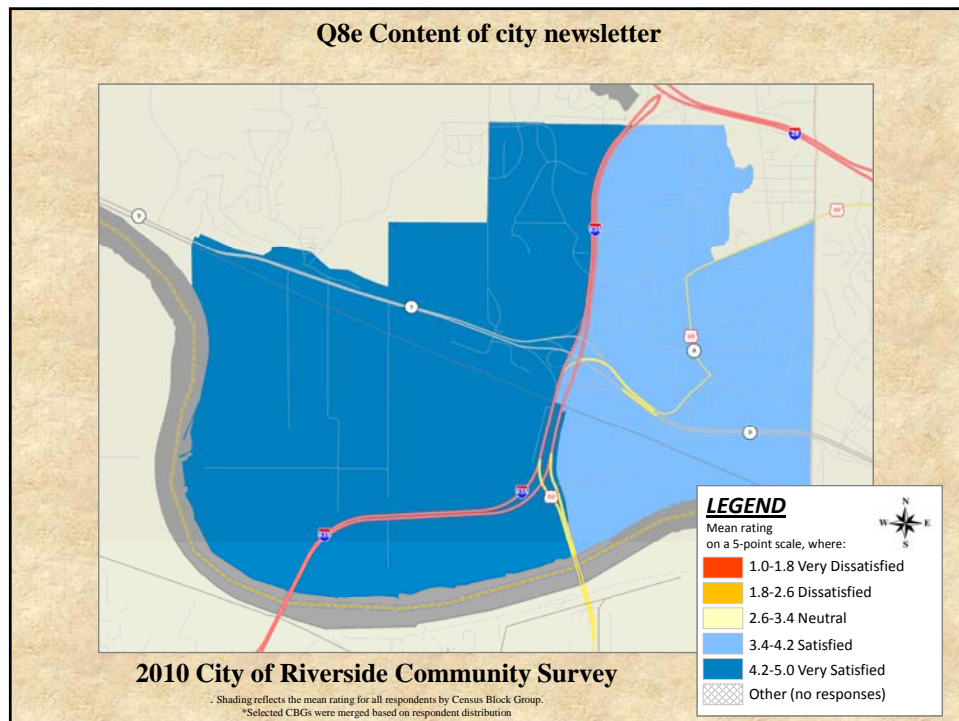
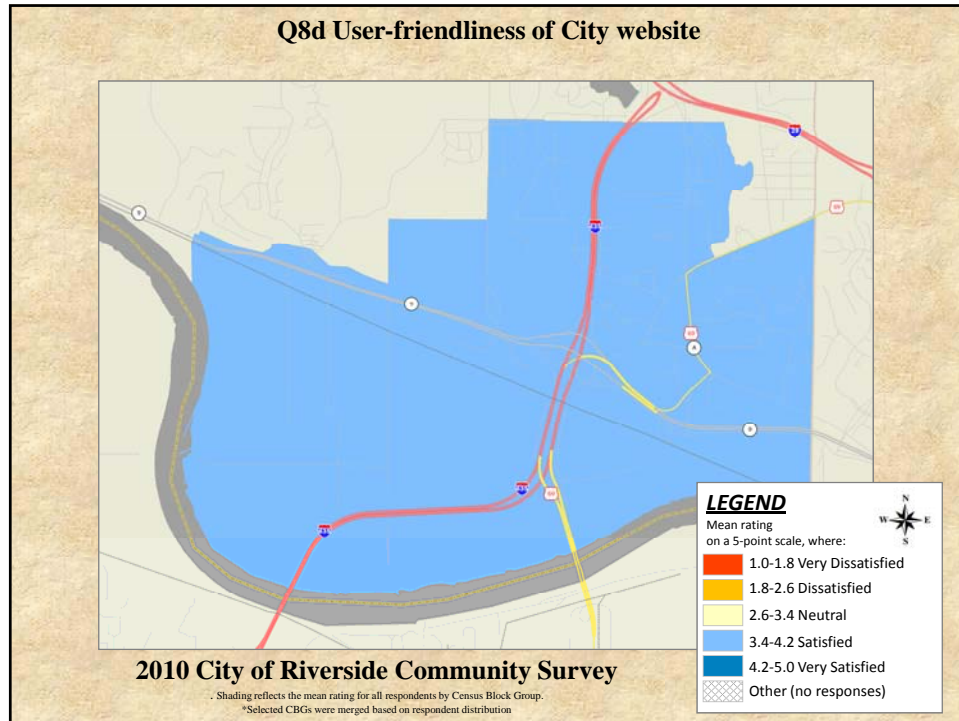


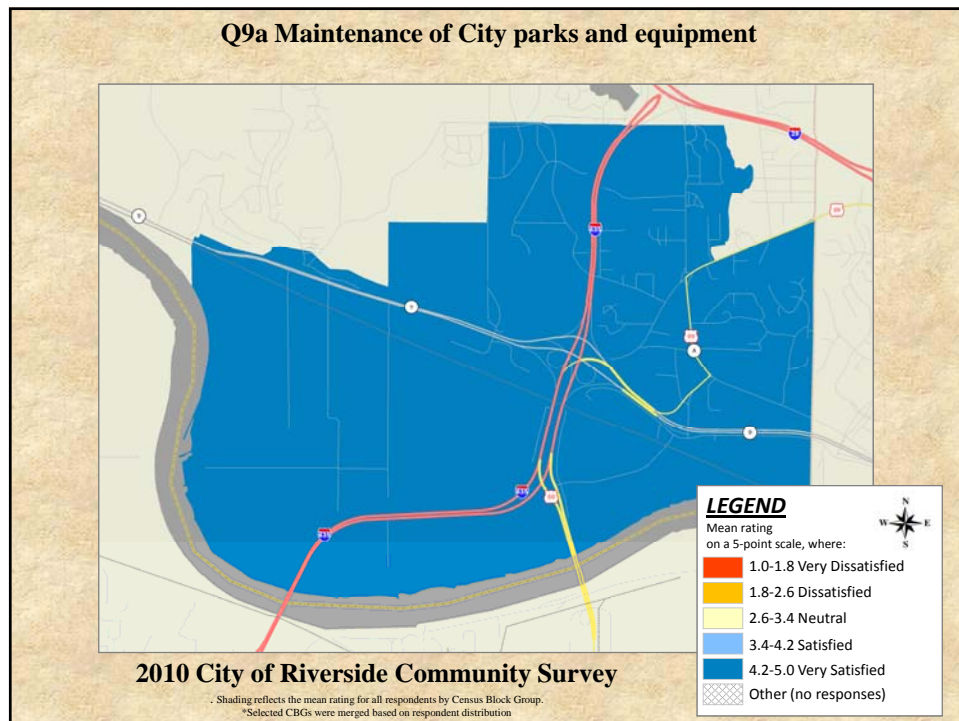
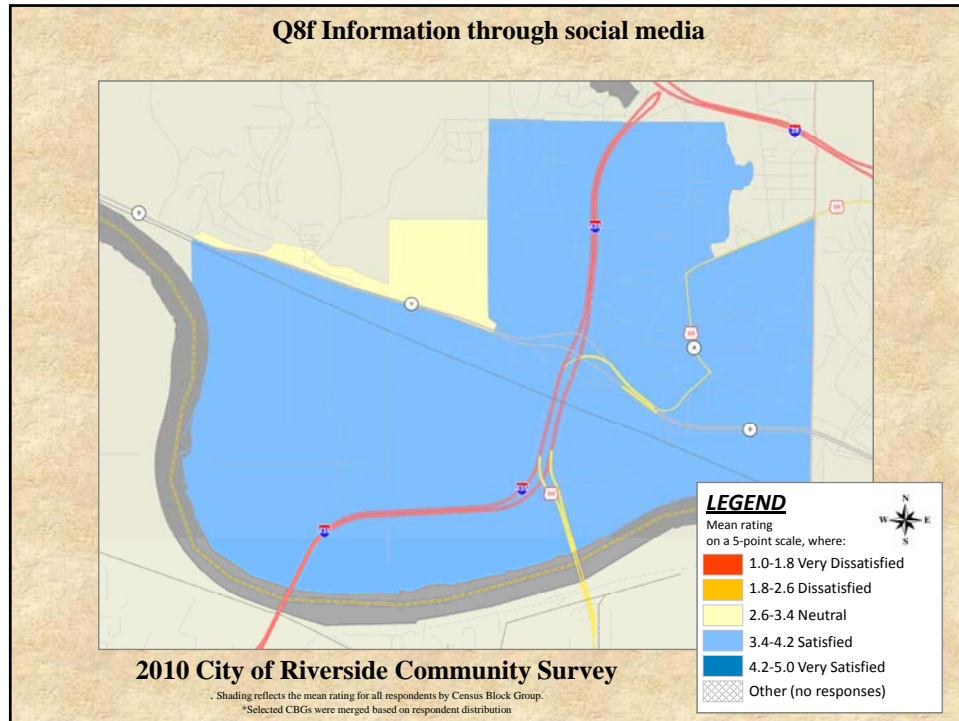


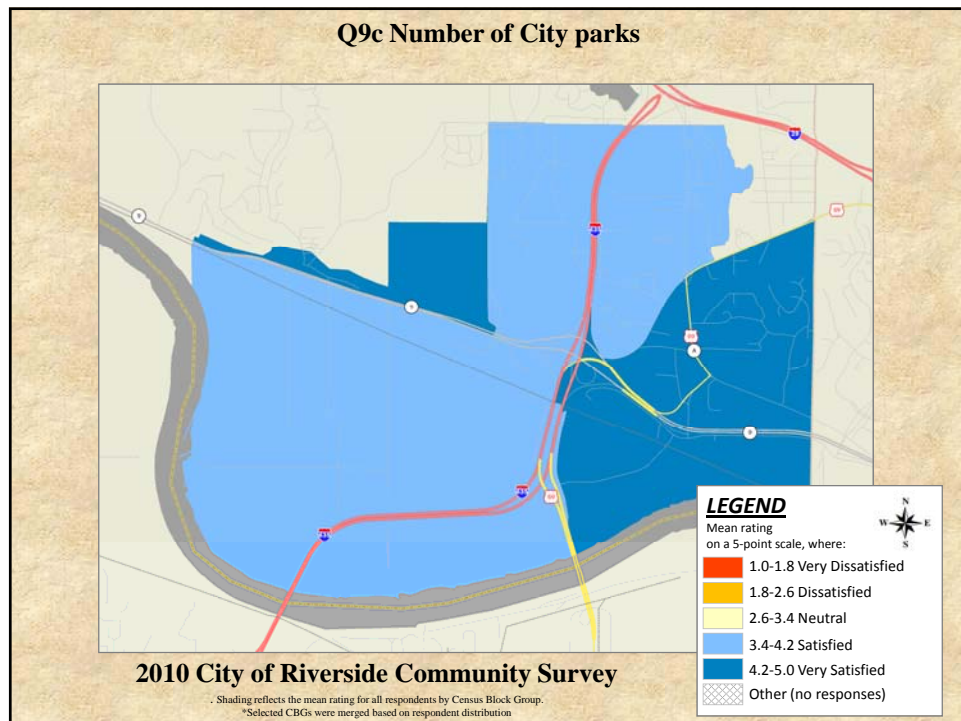
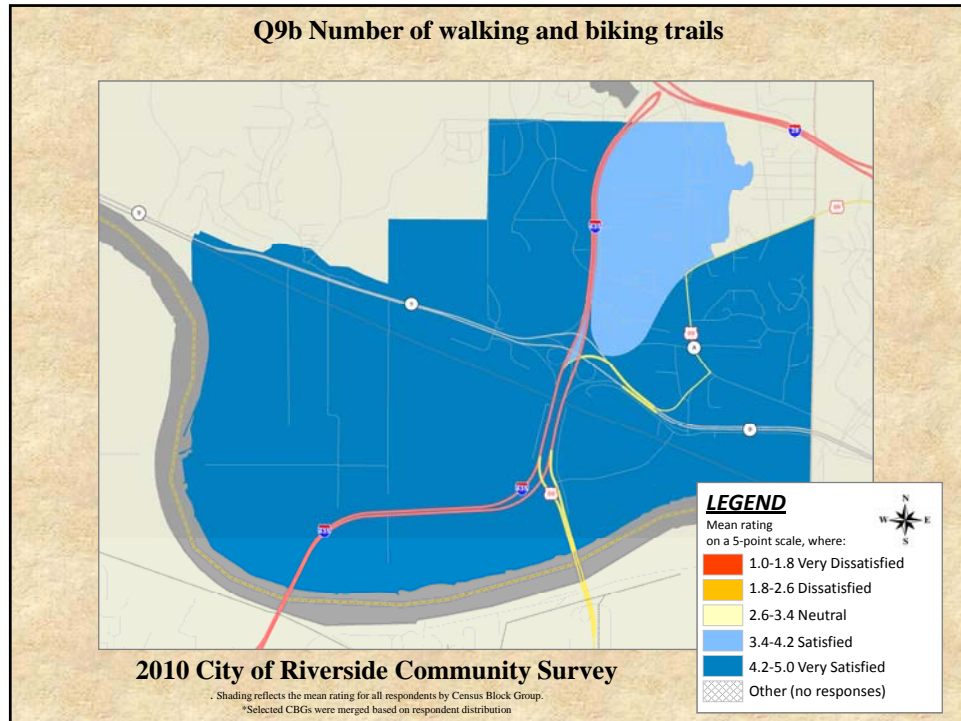


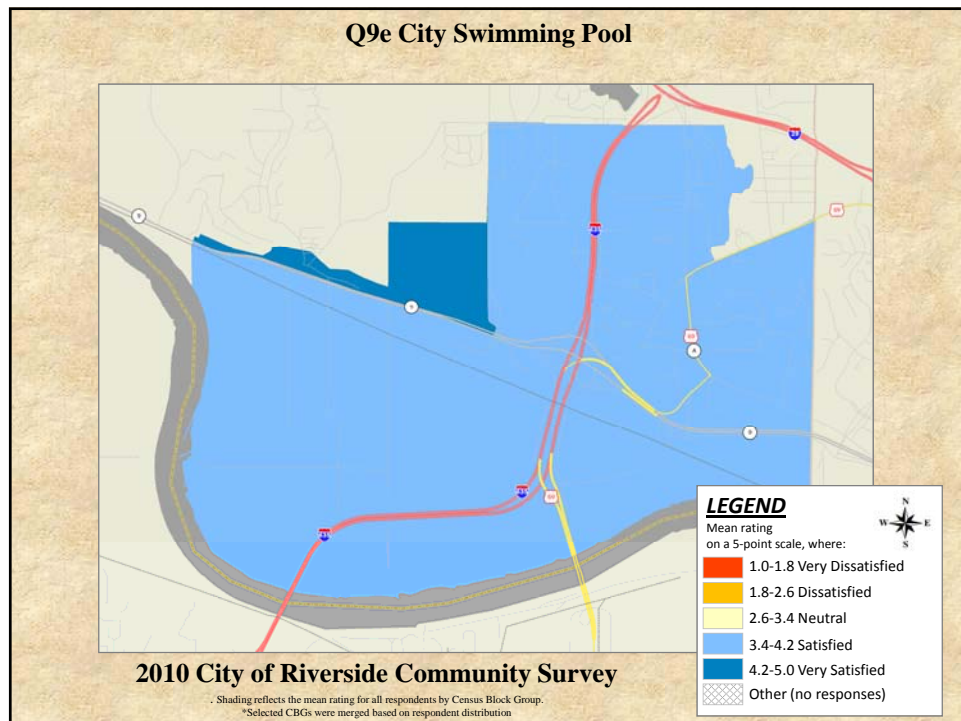
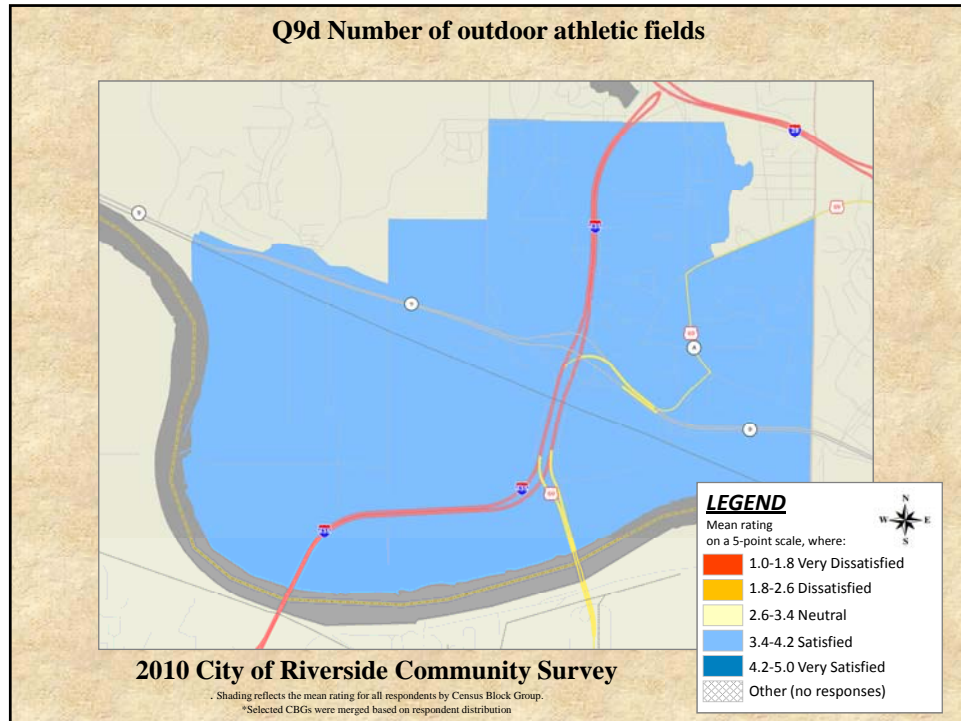


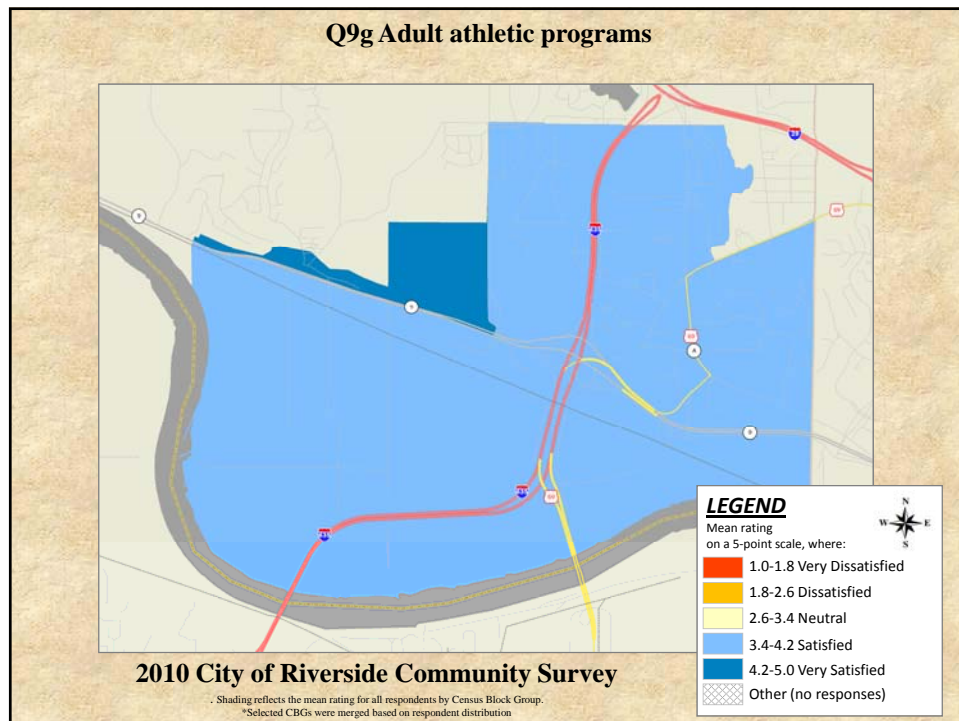
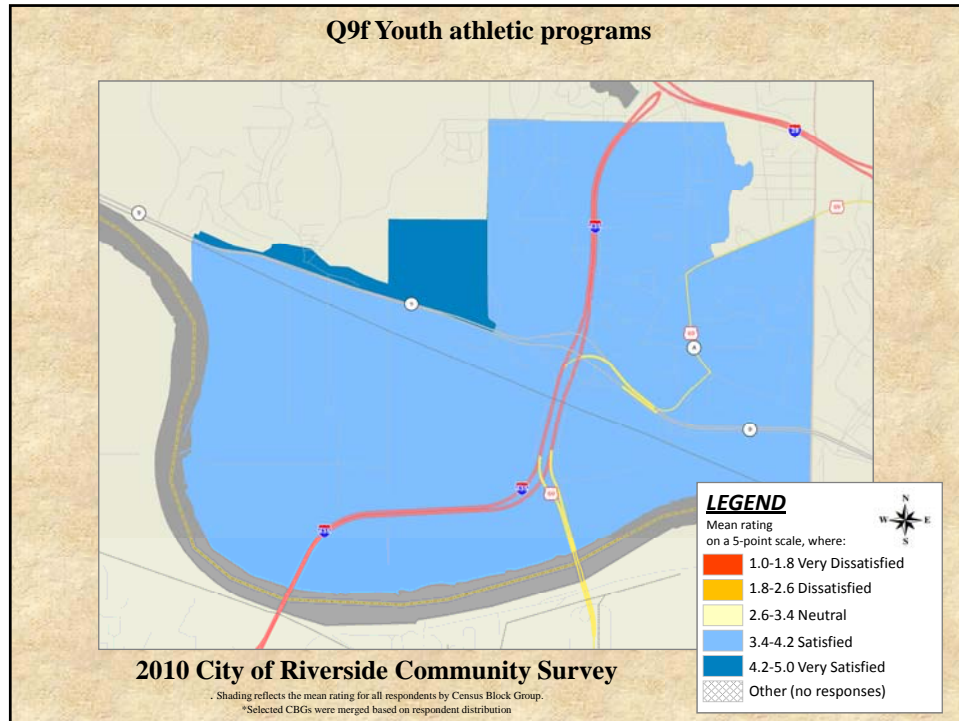


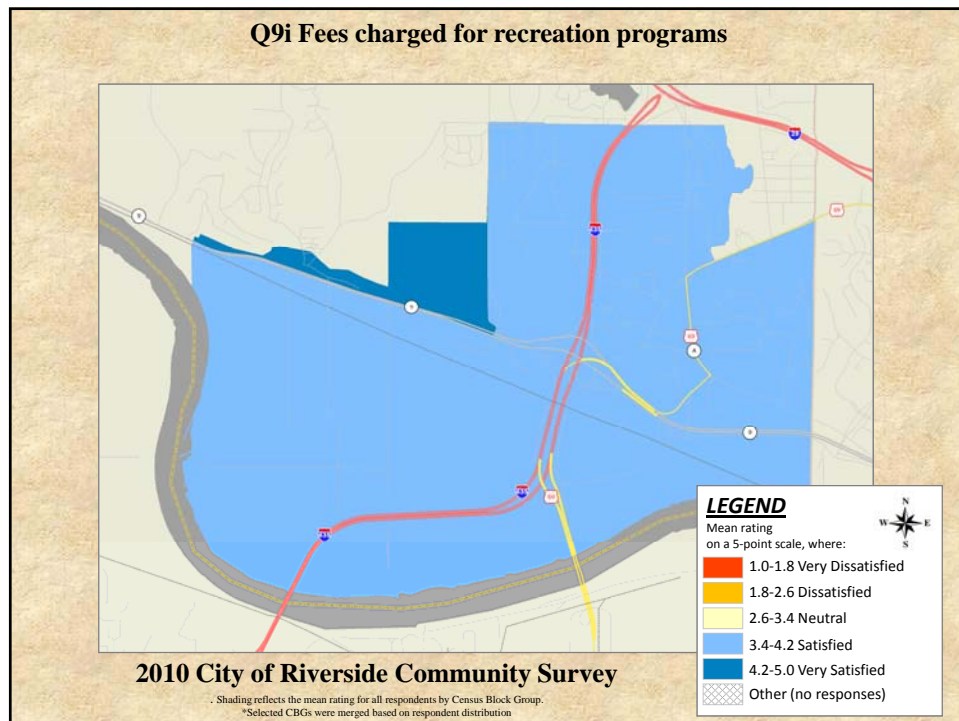
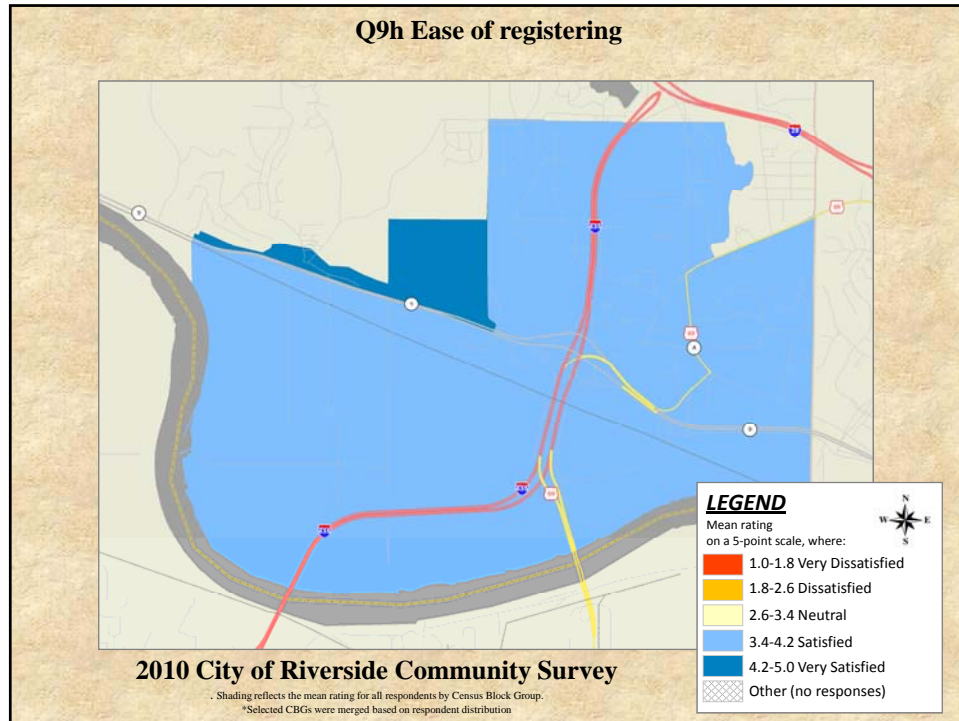


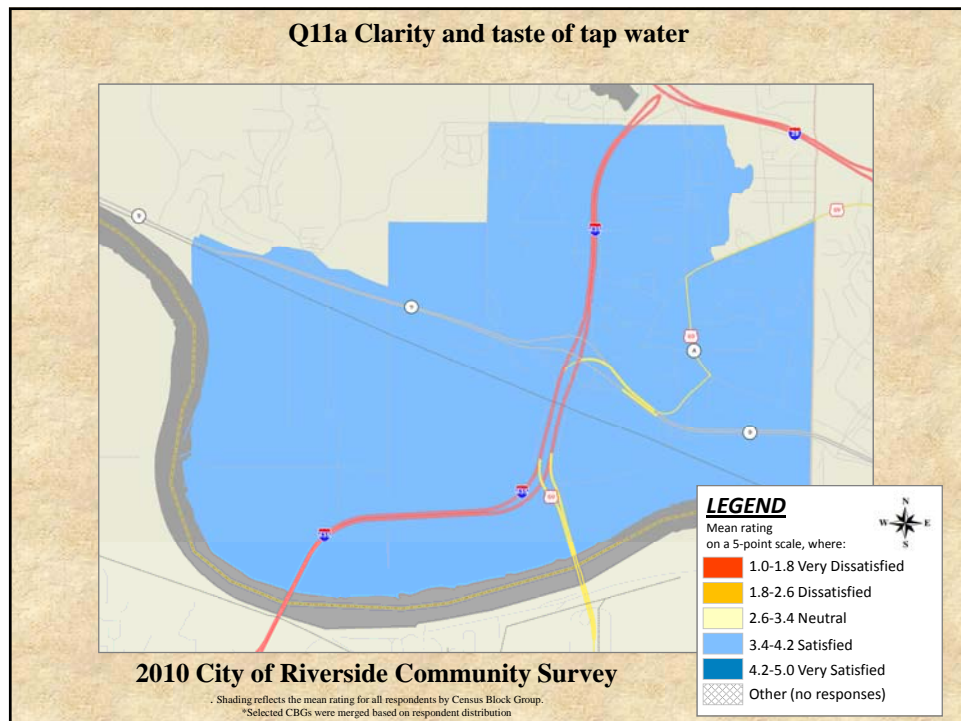
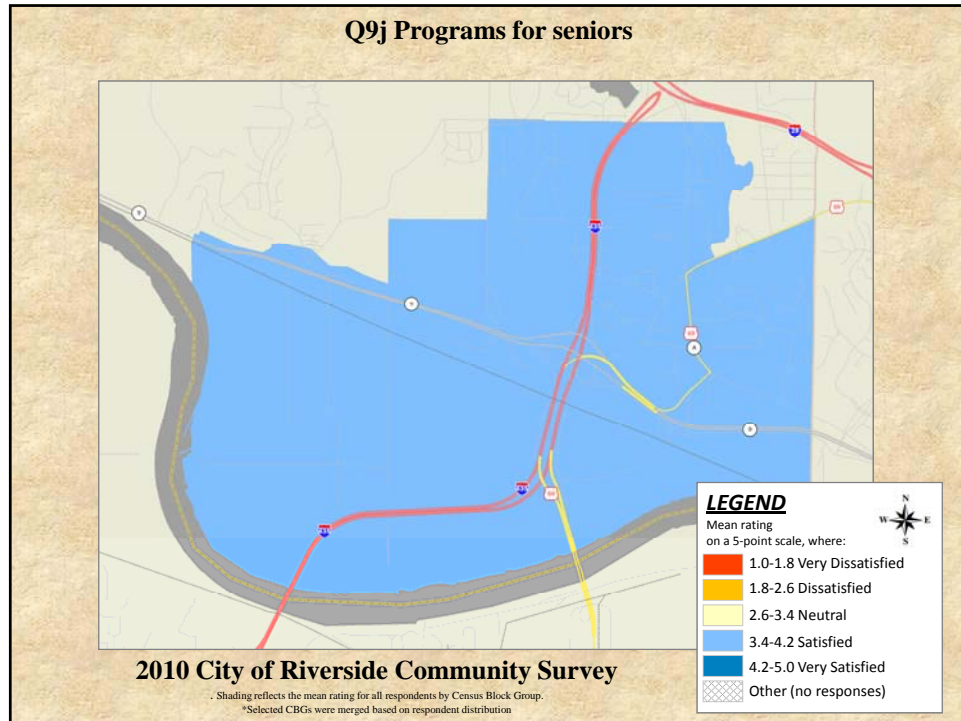


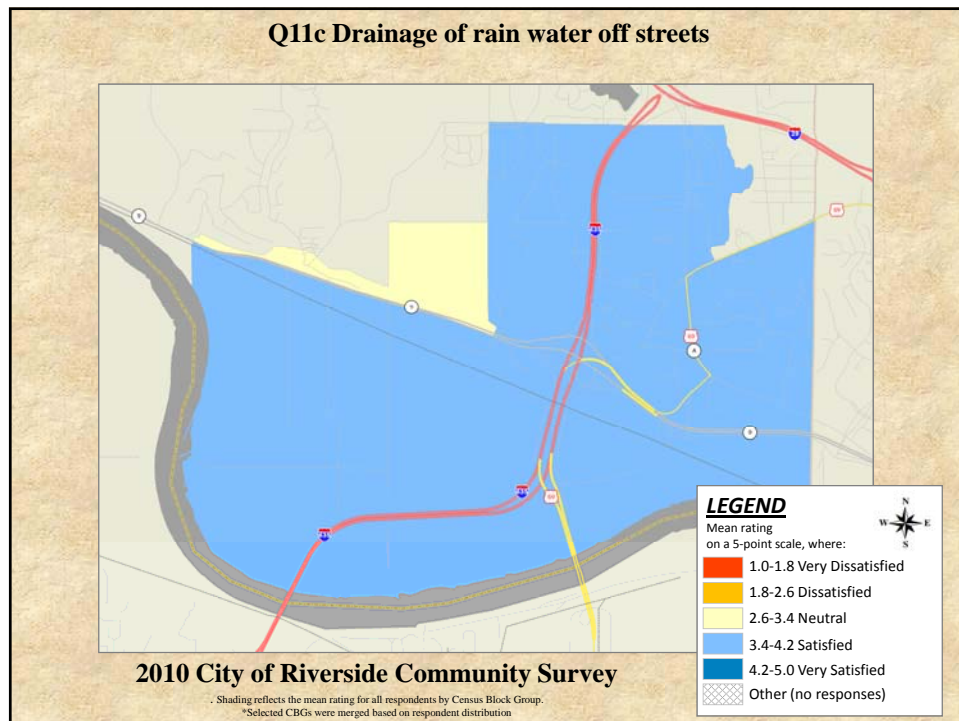
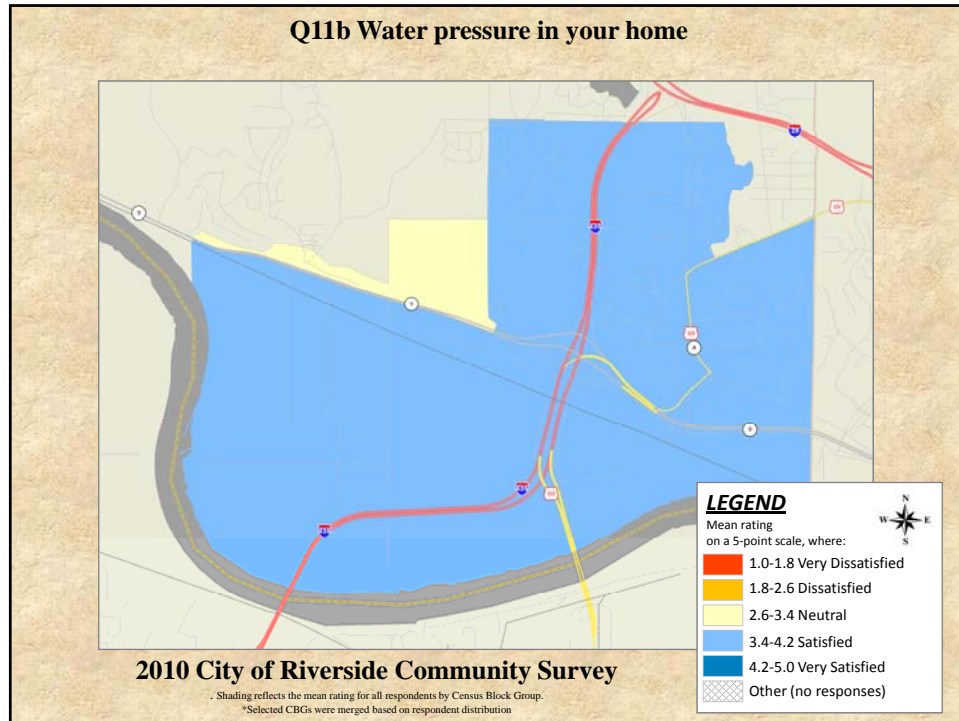


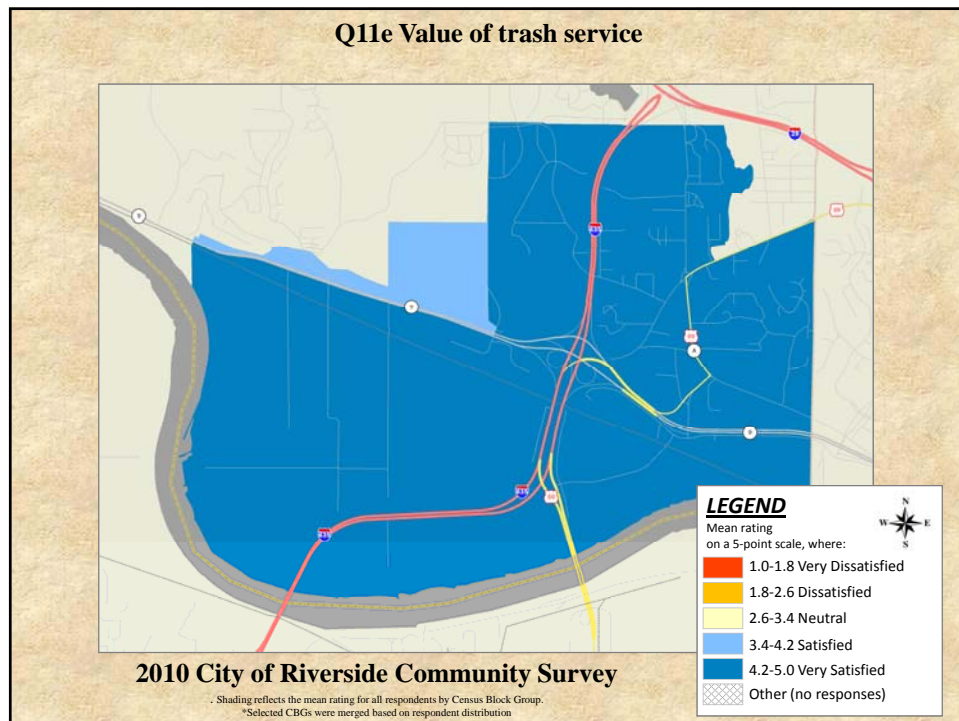
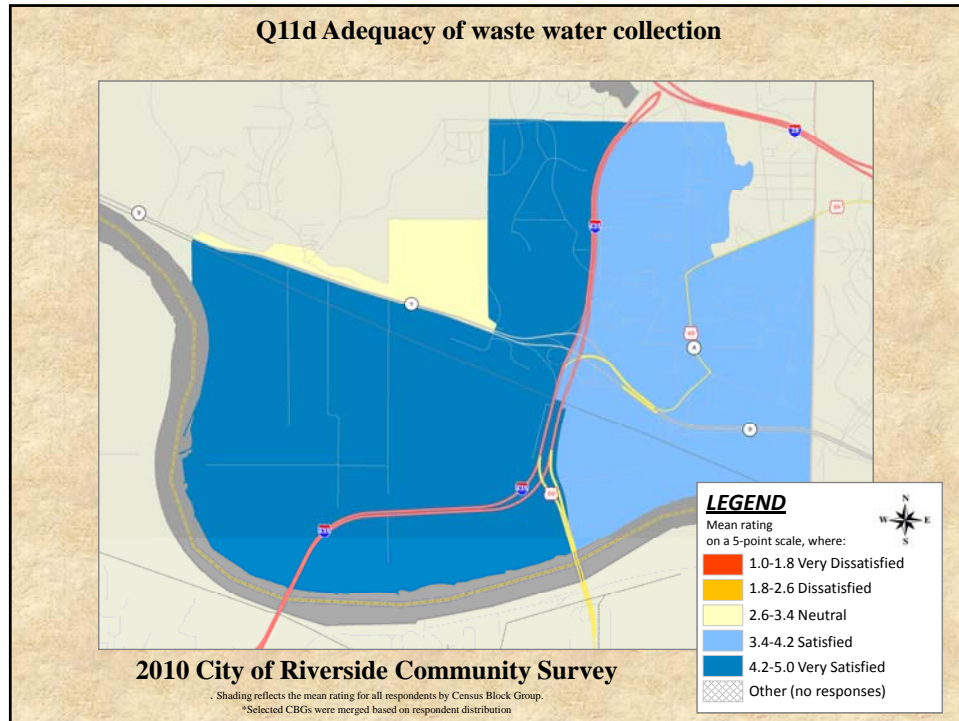


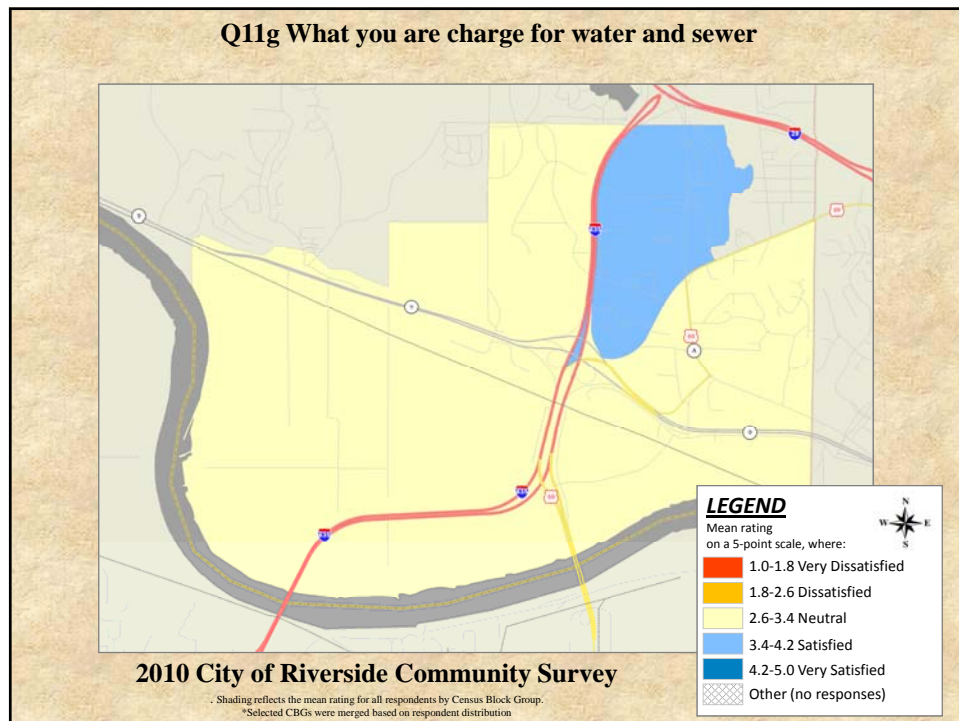
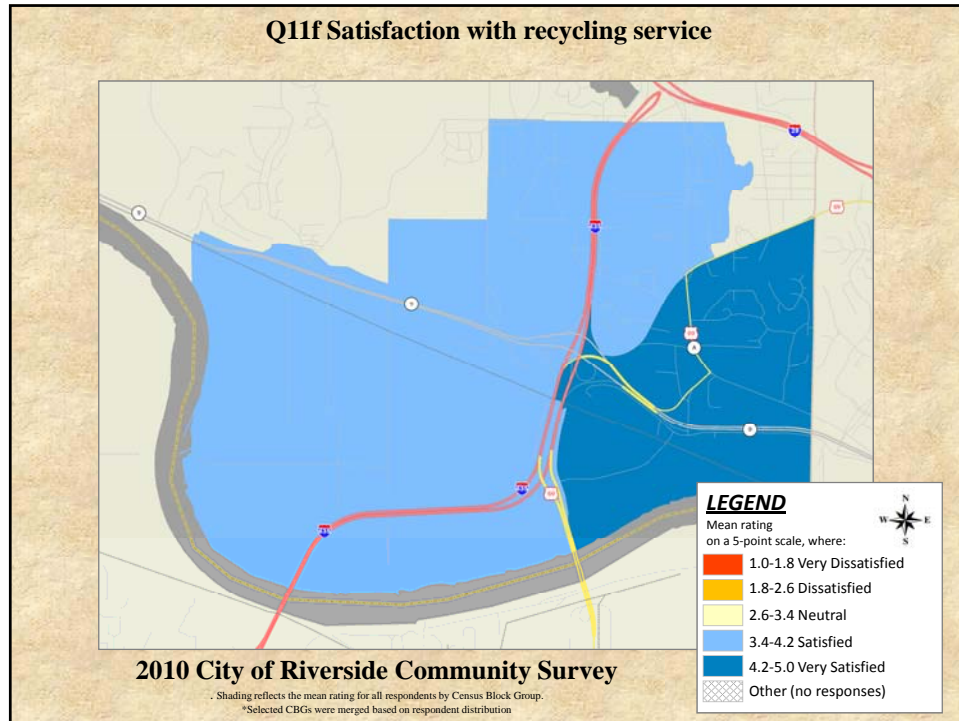


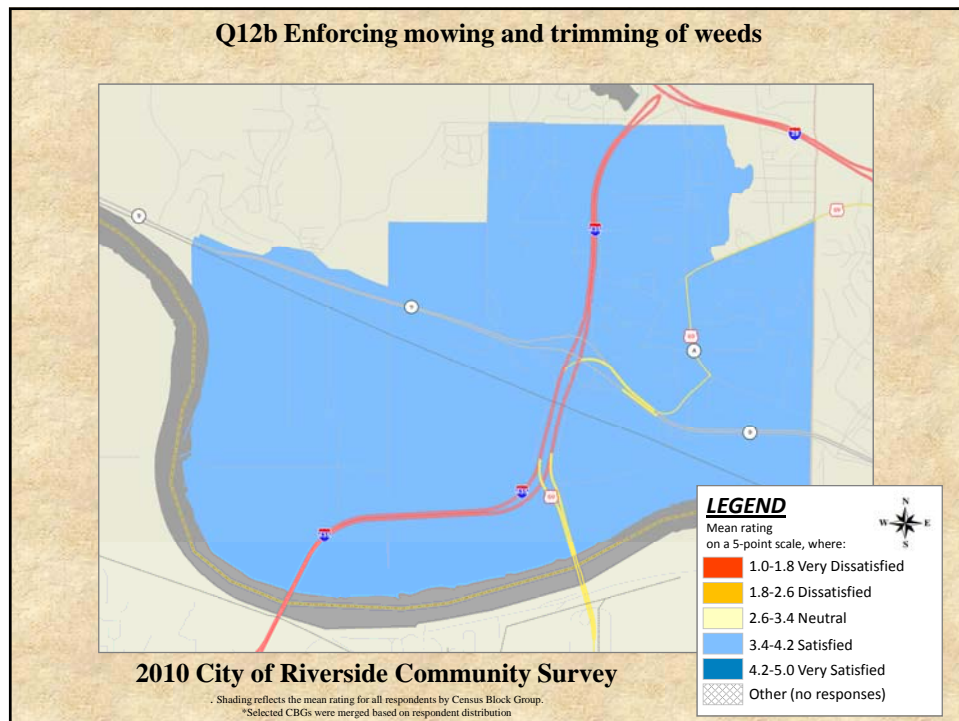
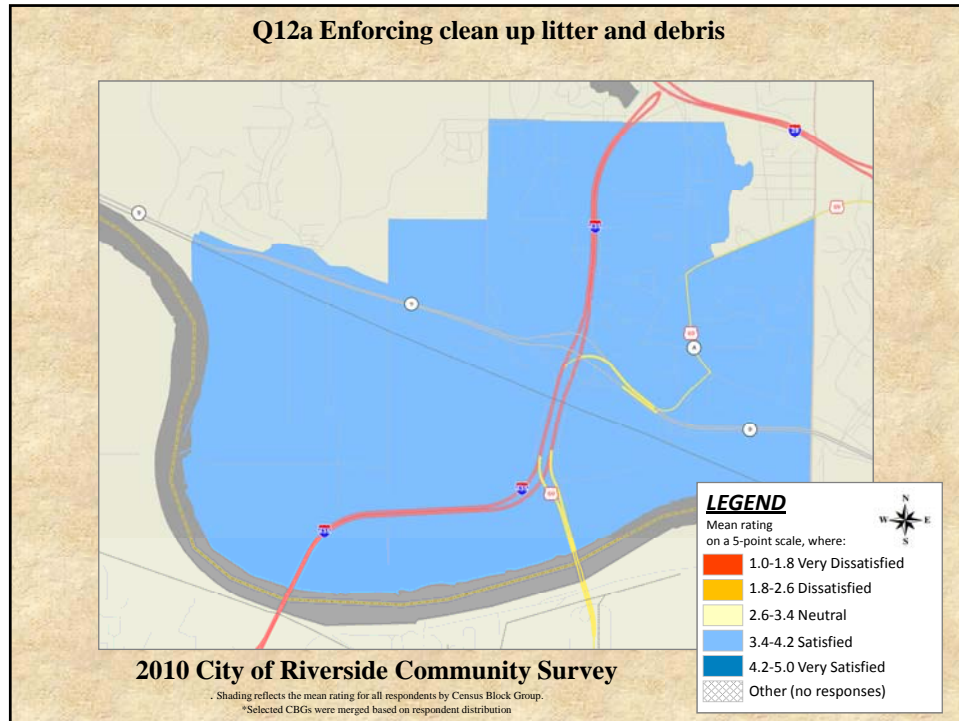


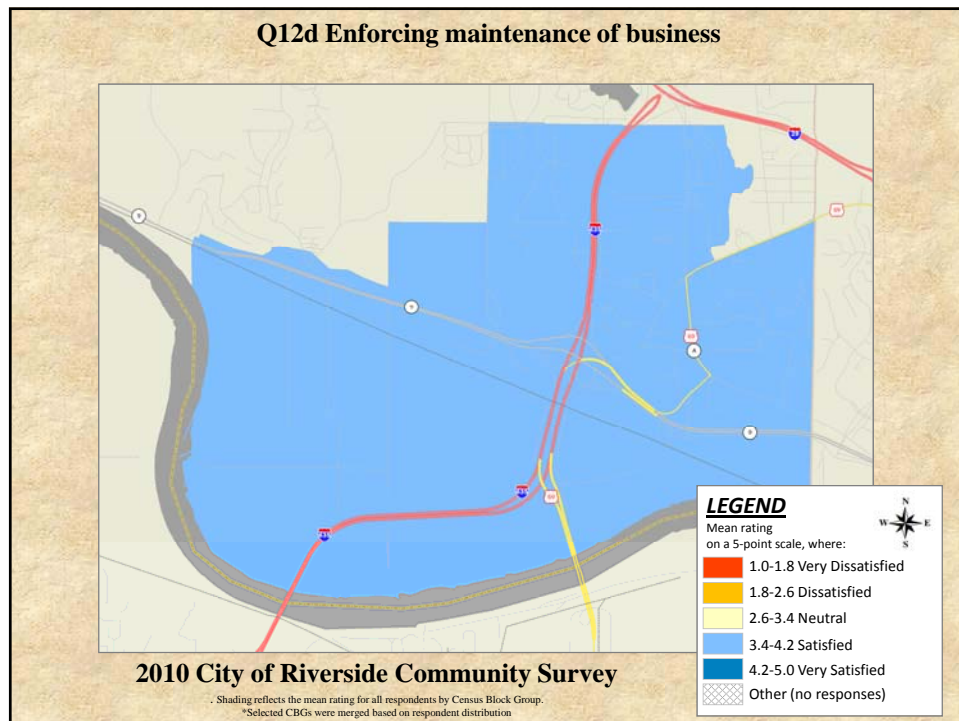
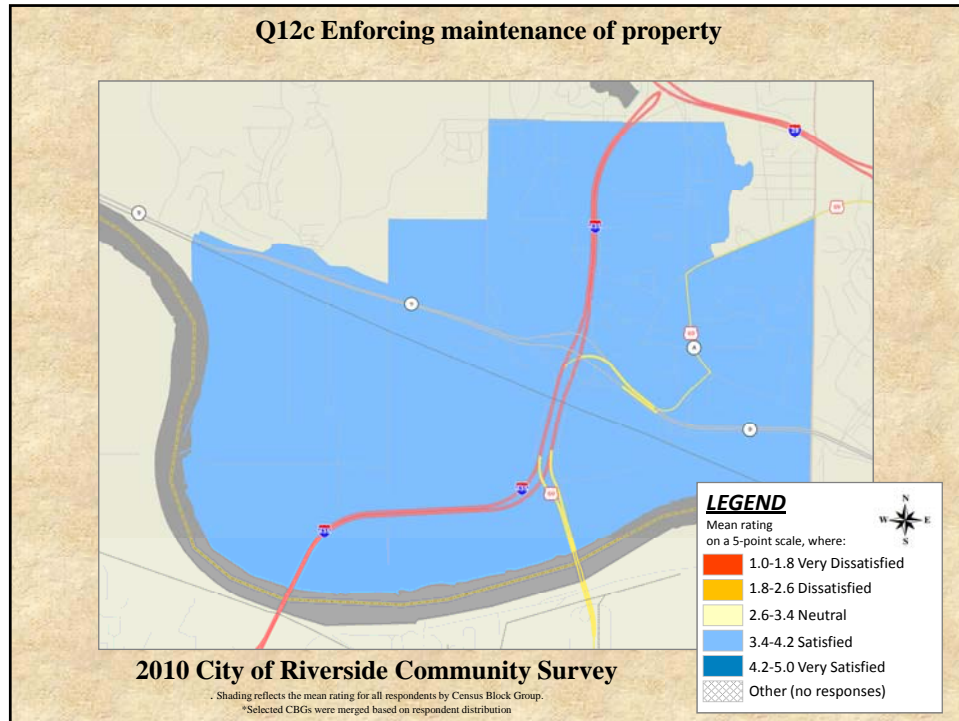


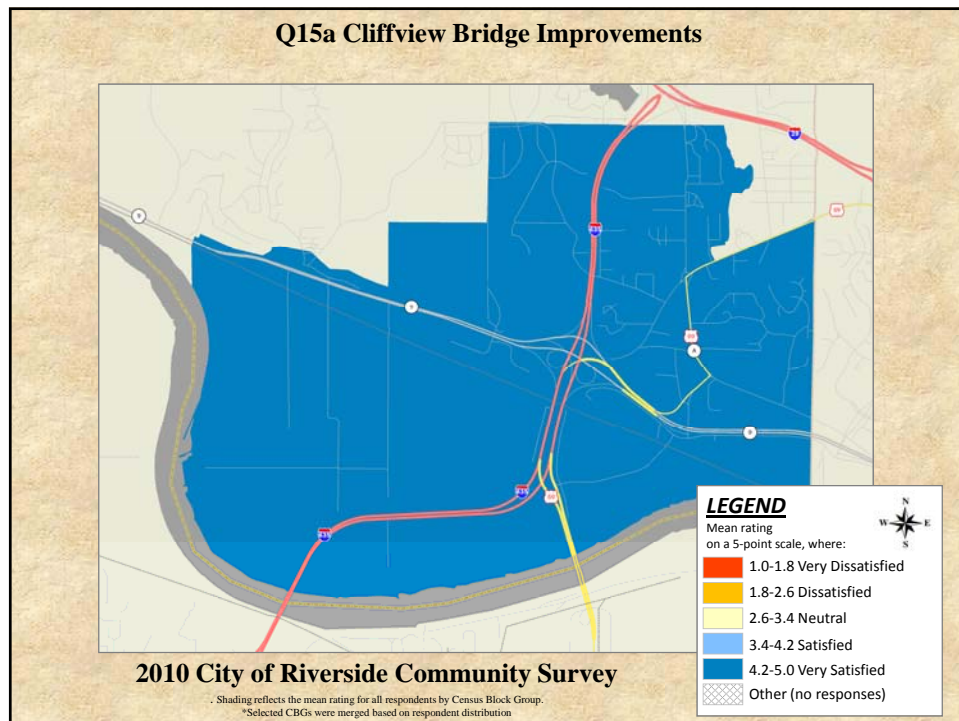
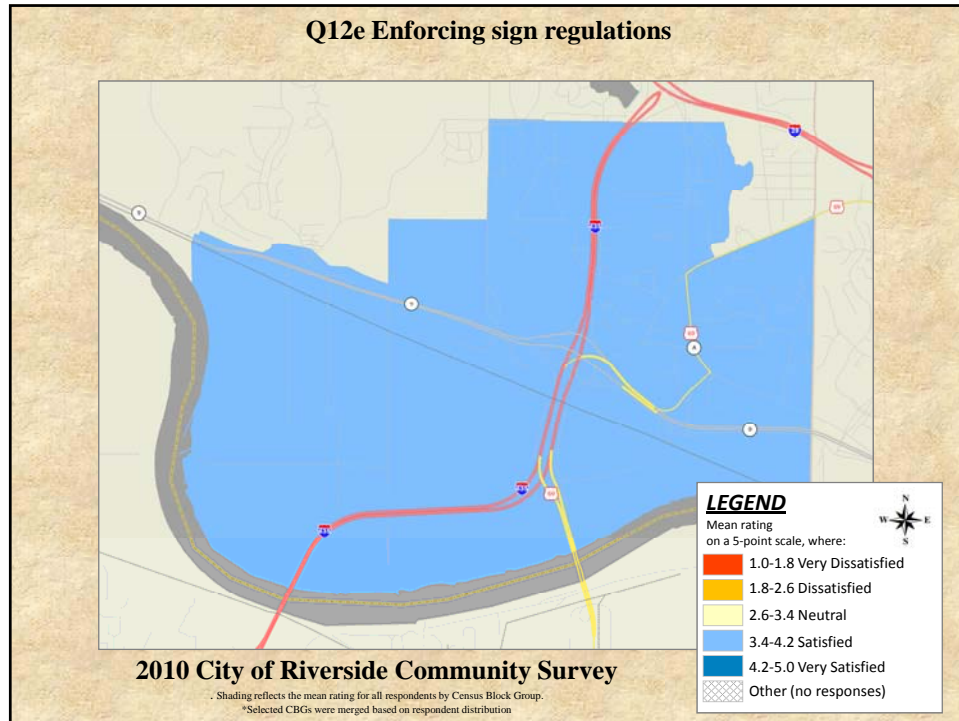


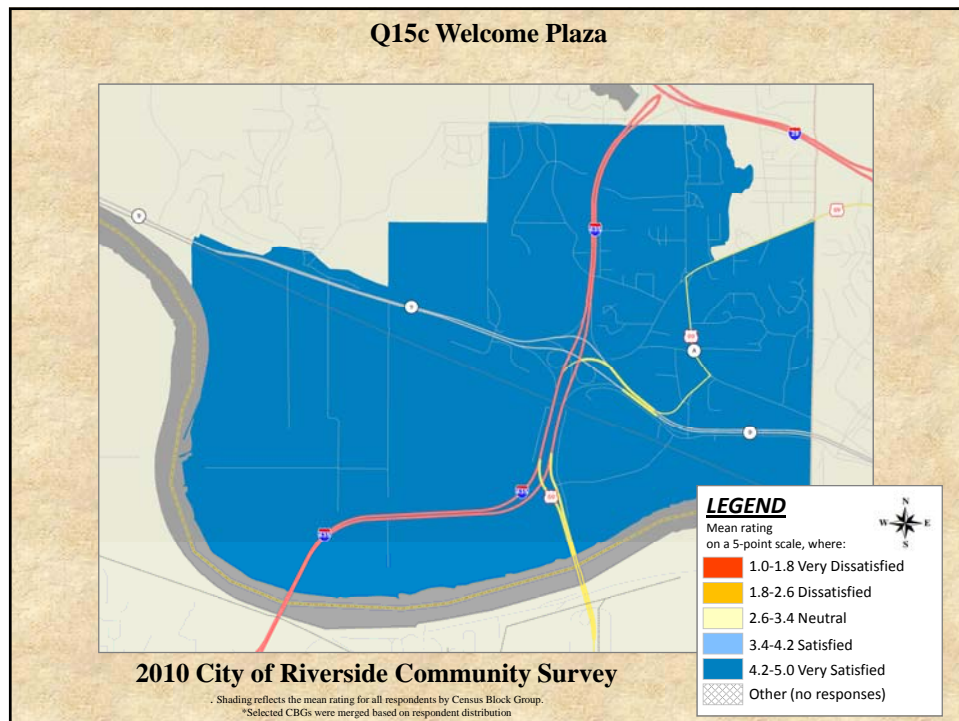
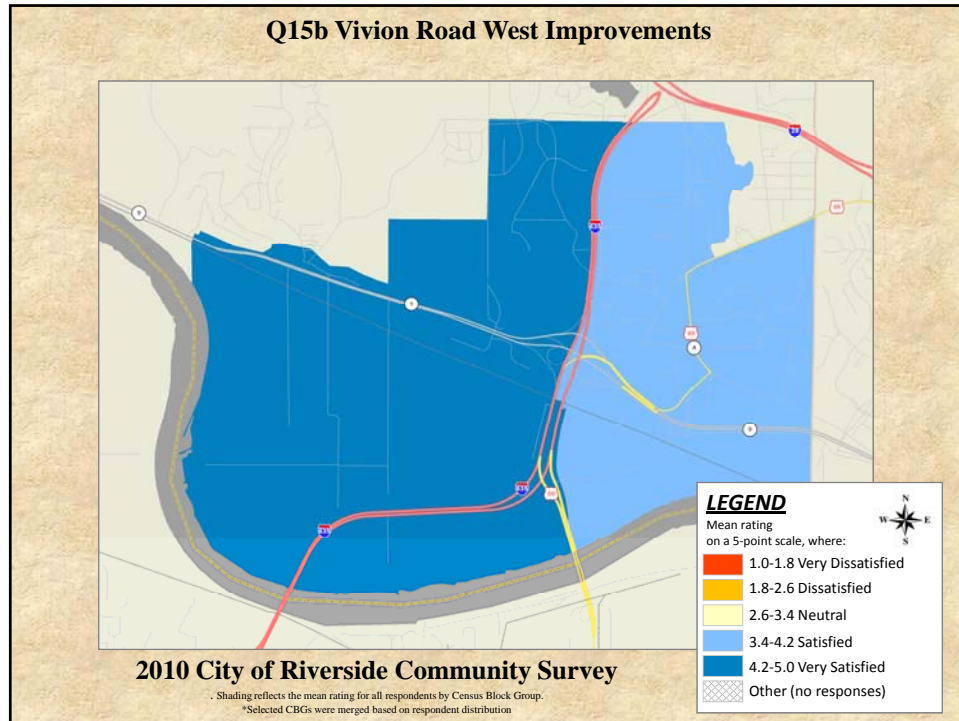


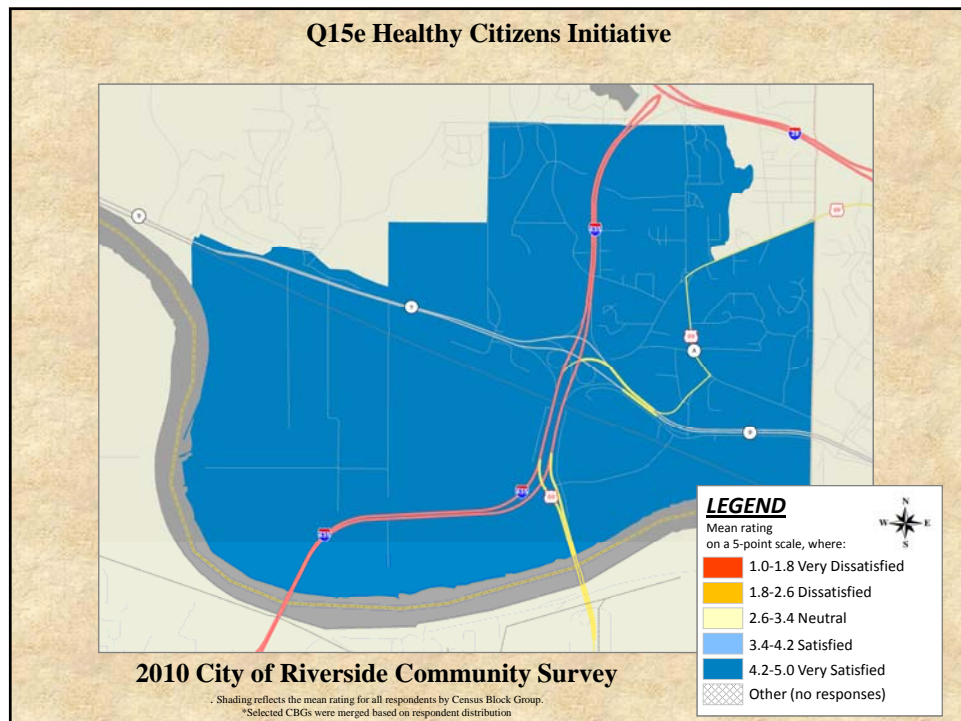
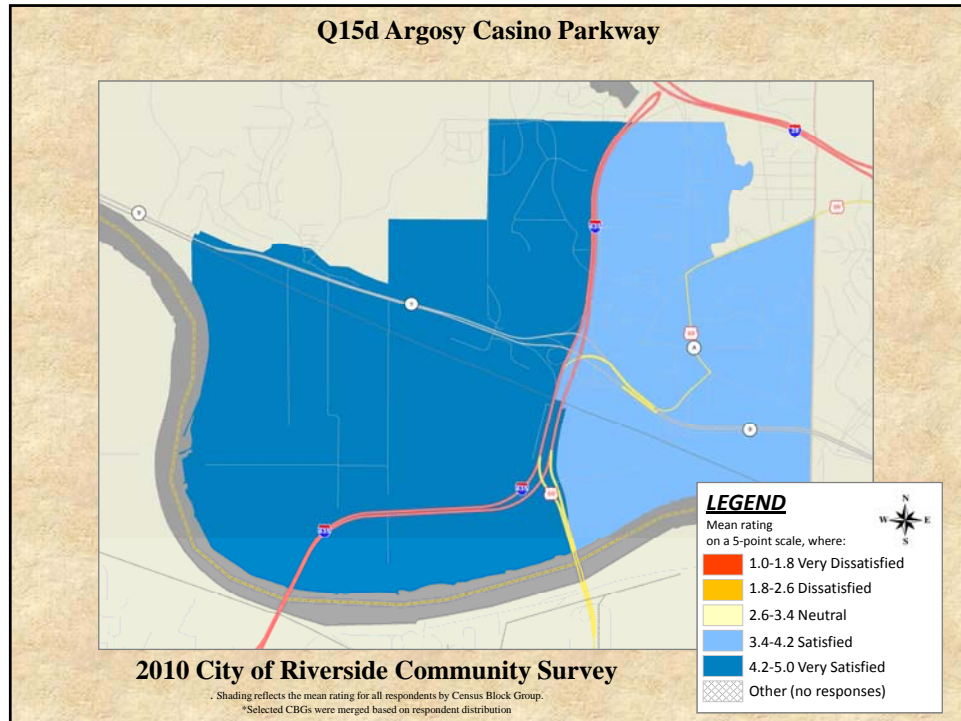


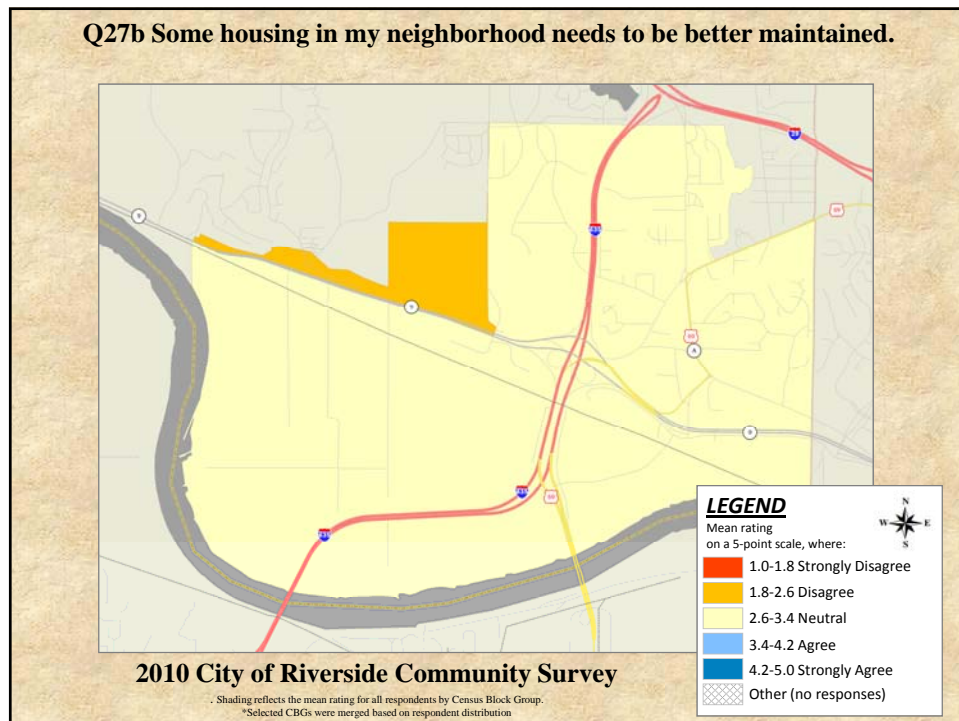
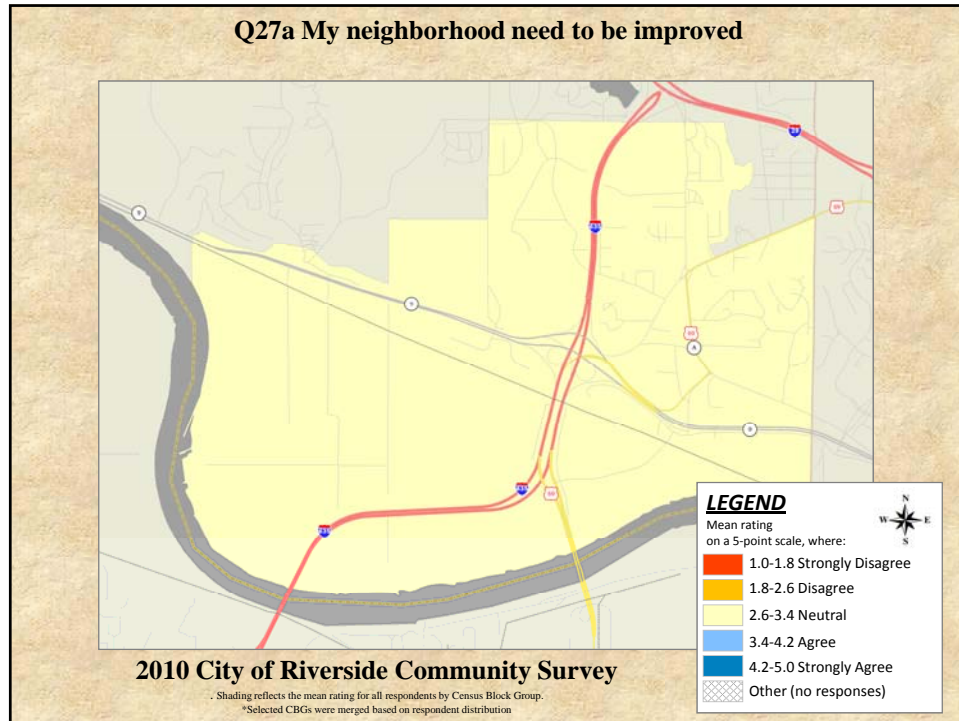


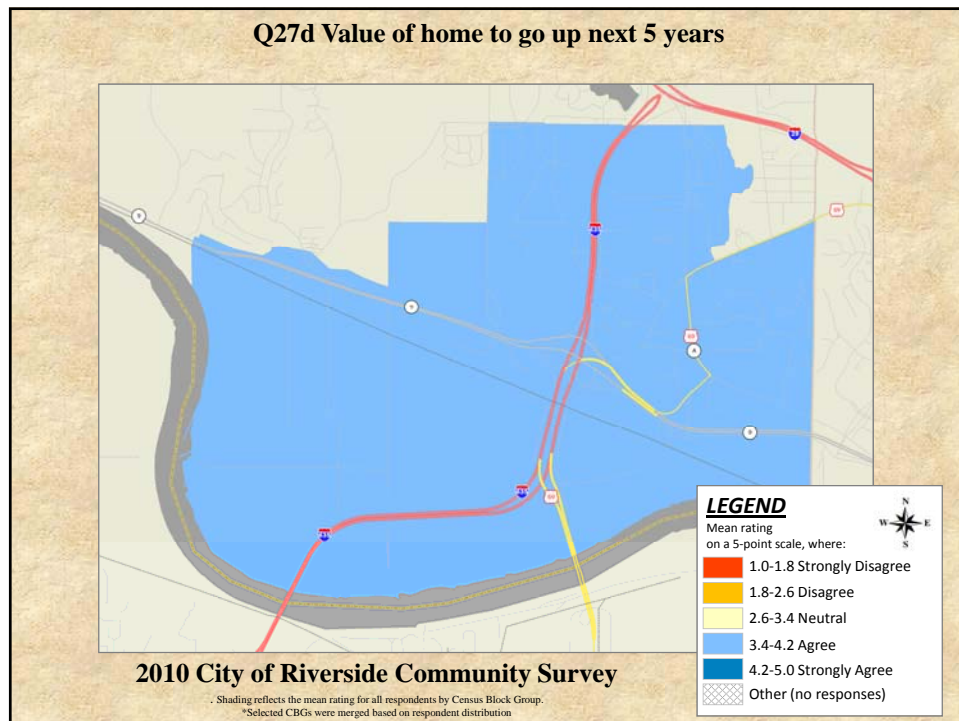
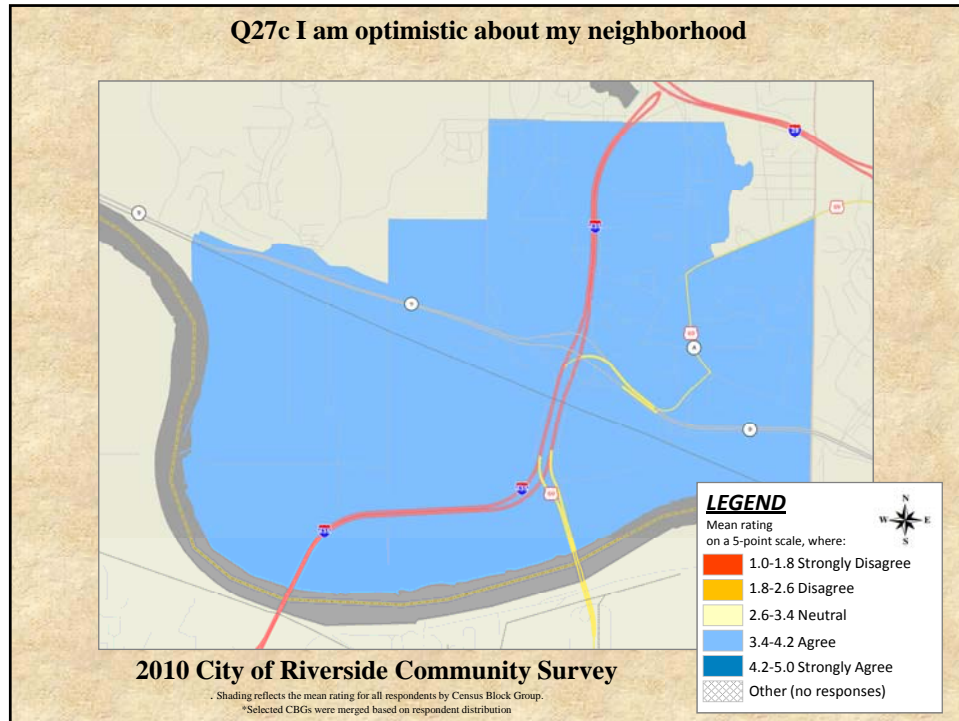


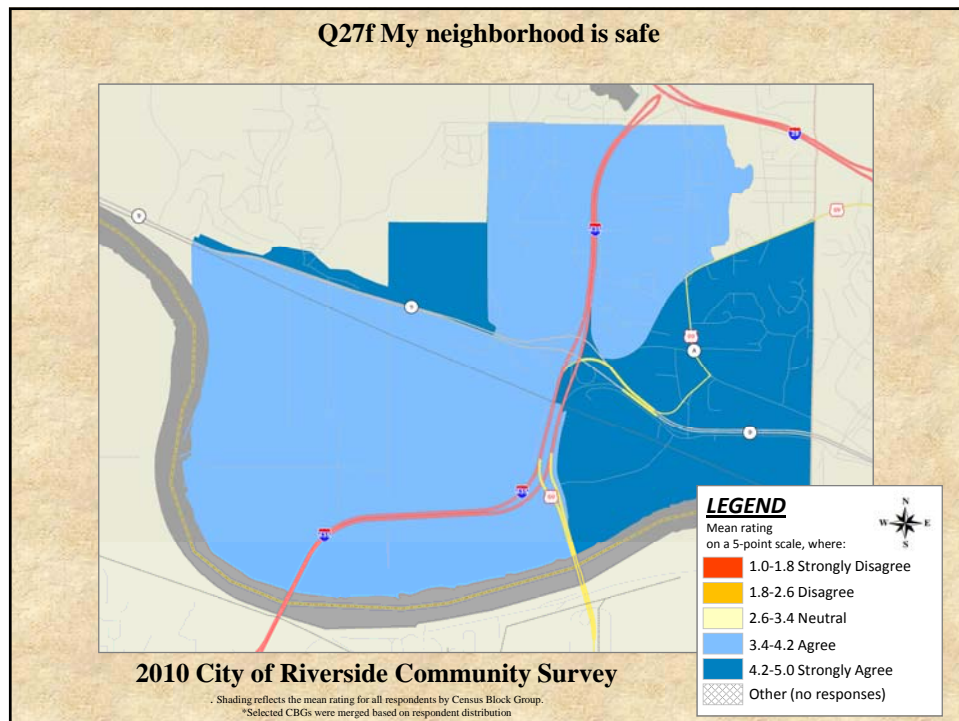
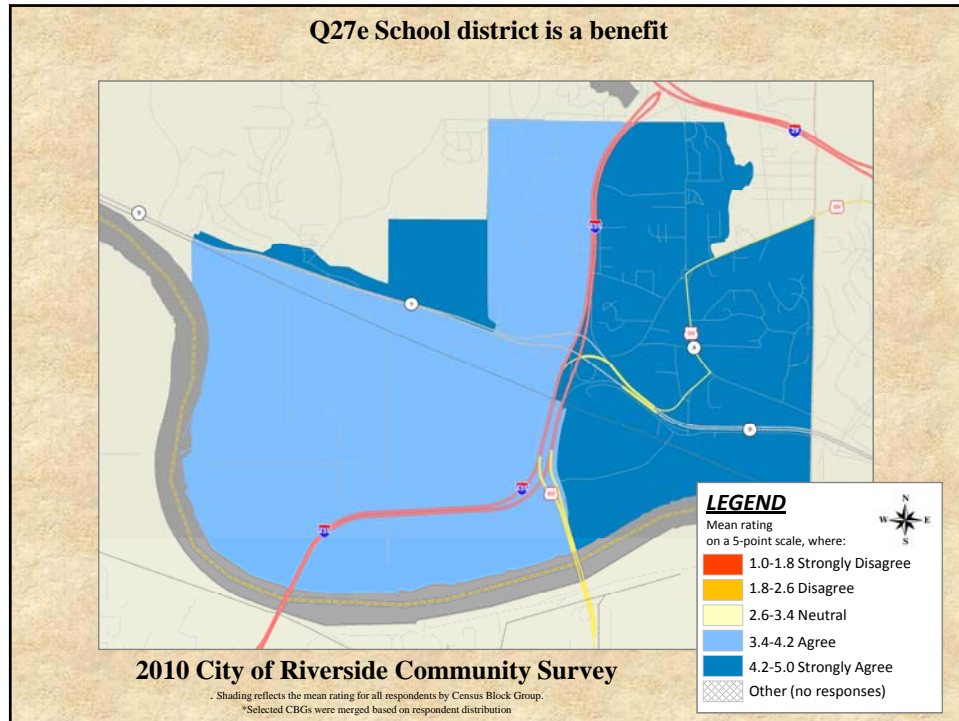


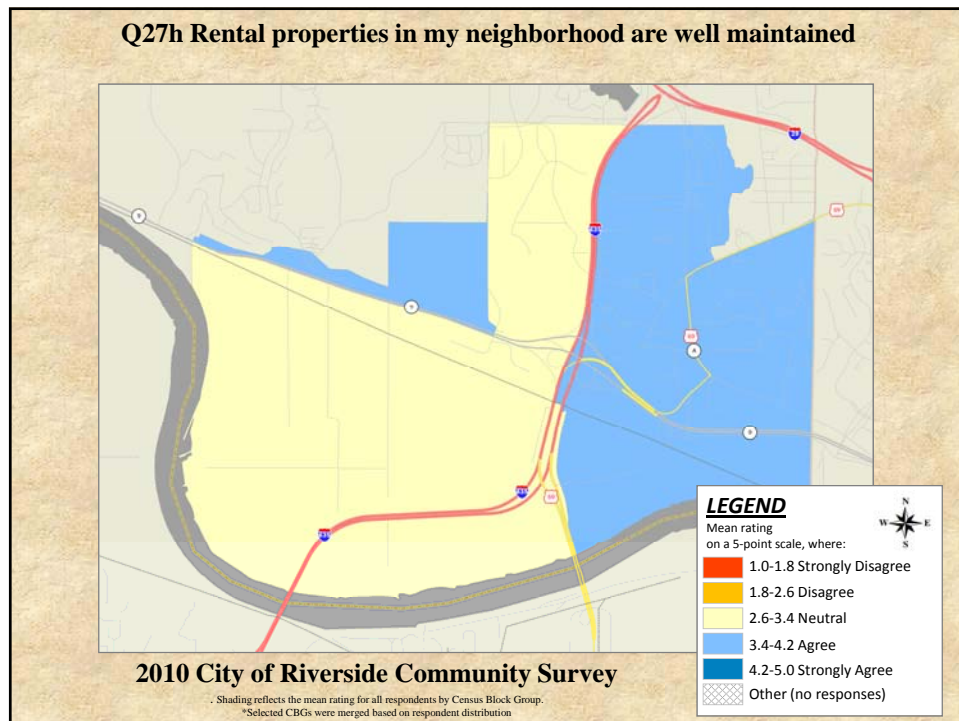
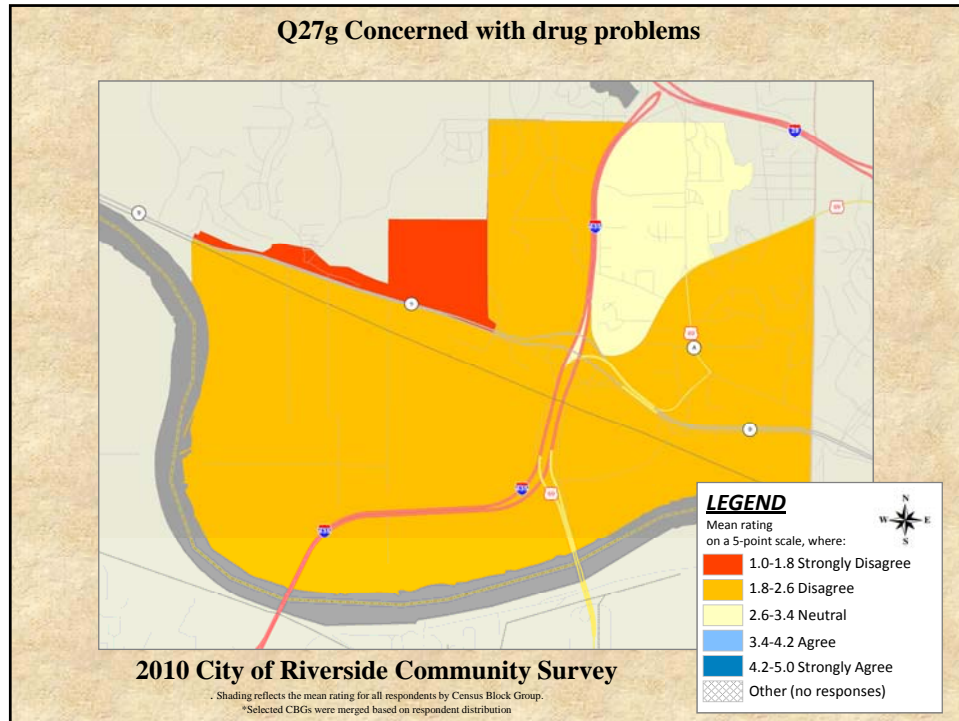


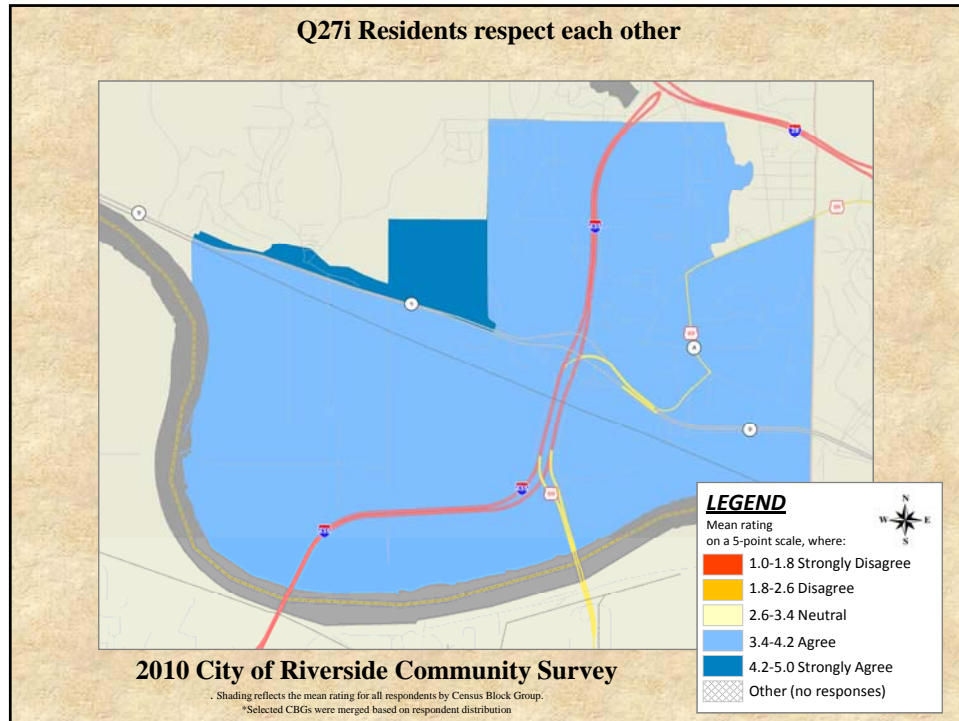












Section 2:
Benchmarking Data



DirectionFinder® Survey Year 2010 Benchmarking Summary Report

Overview

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

Since November 1999, the survey has been administered in more than 200 cities and counties in 39 states. This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 4,300 U.S. residents in March 2010; (2) a survey that was administered to 437 residents in the Kansas/Missouri Region in March 2010; and 3) surveys that have been administered by ETC Institute in 40 communities in Kansas and Missouri between January 2008 and May 2010. The Kansas City area communities represented in this report include:

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

Local and National Benchmarks. The first set of charts on the following pages show how the overall results for Riverside compare to the average level of satisfaction for the metropolitan Kansas City area and the national average based on the results of a 2010 survey that was administered by ETC Institute to a random sample of 4,377 U.S. residents.



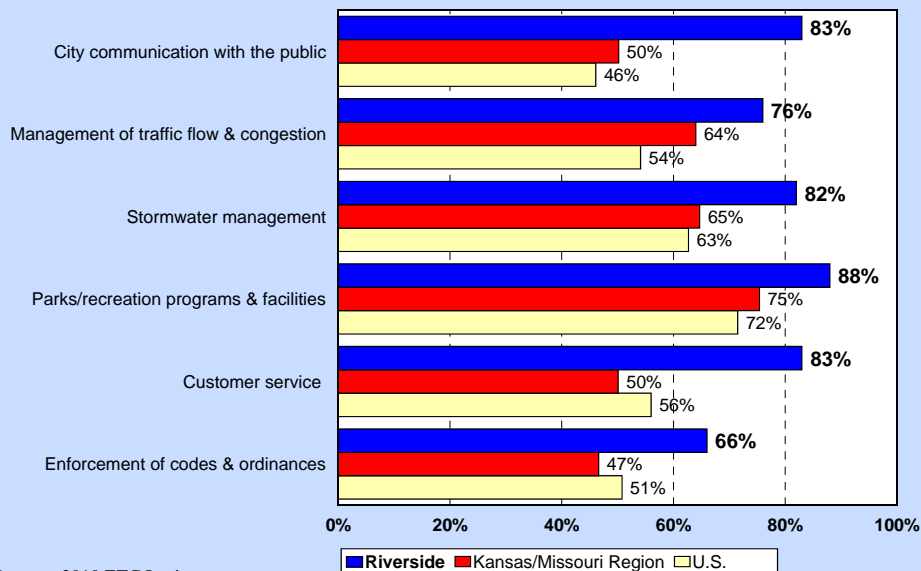
Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 40 communities listed above for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area. The actual ratings for Riverside are listed to the right of each chart. The dot on each bar shows how the results for Riverside compare to the other communities in the Kansas City area where the DirectionFinder® survey has been administered.

National Benchmarks

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

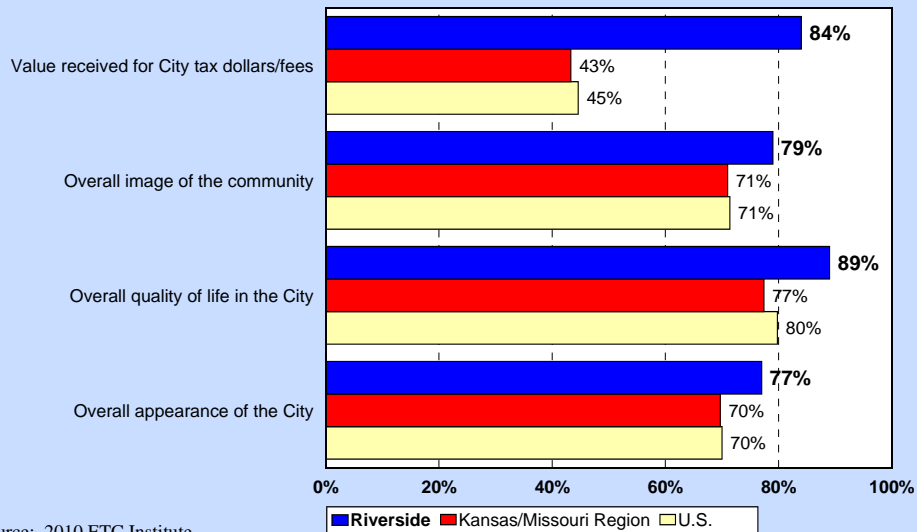
Overall Satisfaction with Various City Services Riverside vs. Kansas/Missouri Region vs. the U.S

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)



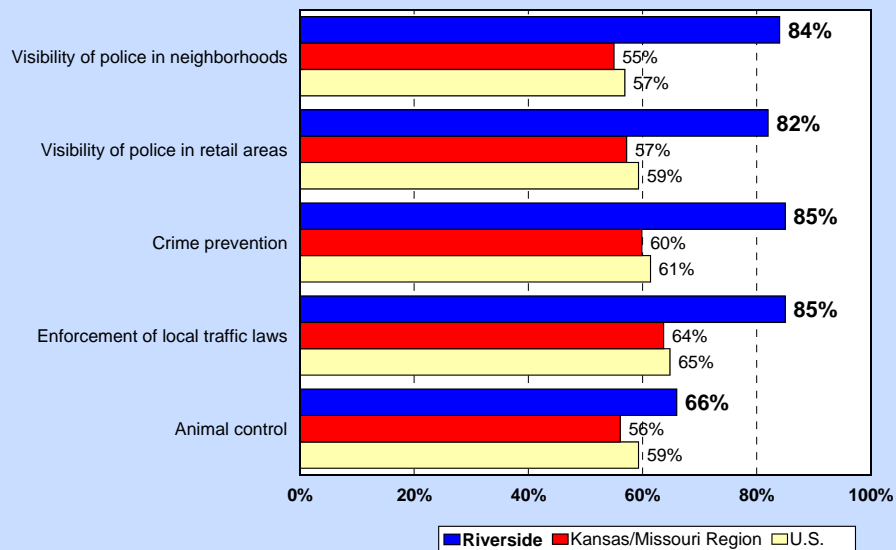
Satisfaction with Issues that Influence Perceptions of the City Riverside vs. Kansas/Missouri Region vs. the U.S

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)



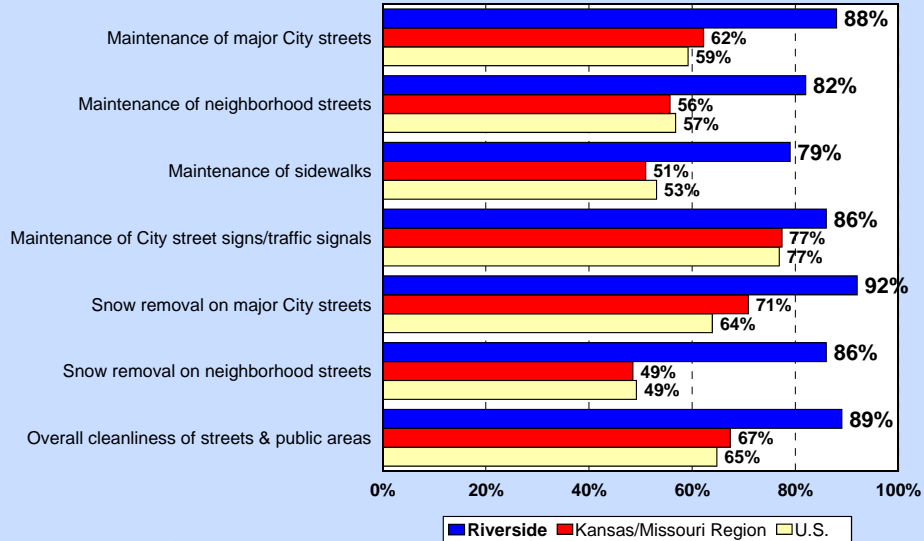
Overall Satisfaction with Public Safety Riverside vs. Kansas/Missouri Region vs. the U.S

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)



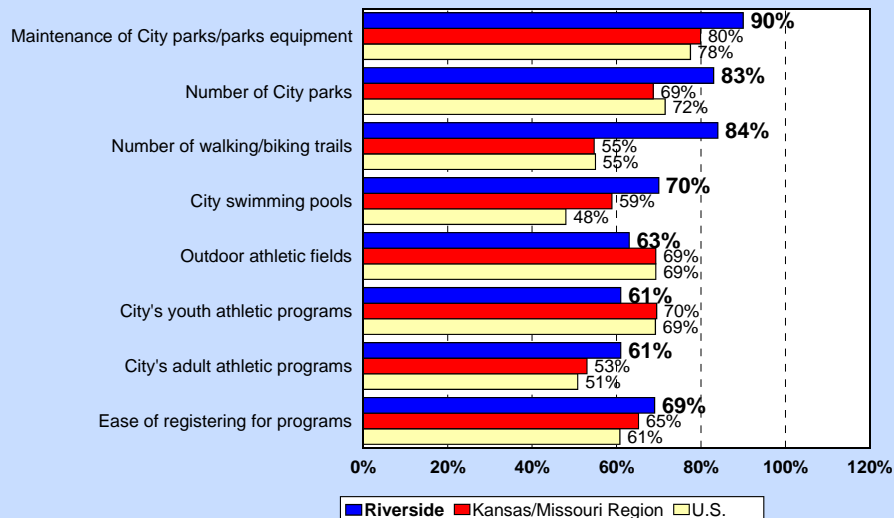
Overall Satisfaction with City Maintenance Riverside vs. Kansas/Missouri Region vs. the U.S

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)



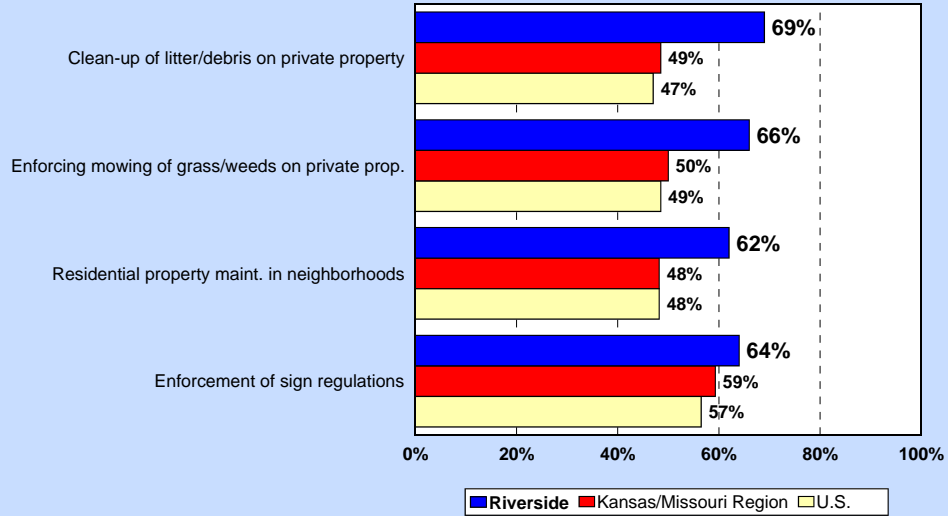
Overall Satisfaction with Parks and Recreation Riverside vs. Kansas/Missouri Region vs. the U.S

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 Riverside vs. Kansas/Missouri 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)



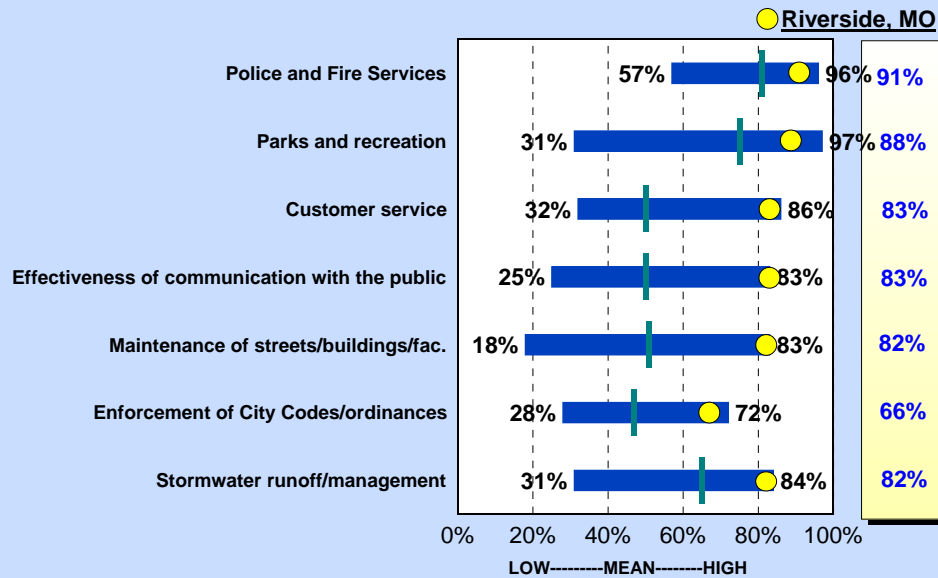
Source: 2010 ETC Institute

Kansas City Area Benchmarks

Source: 2010 ETC Institute

Overall Satisfaction With City Services in the Kansas City Area in 2010

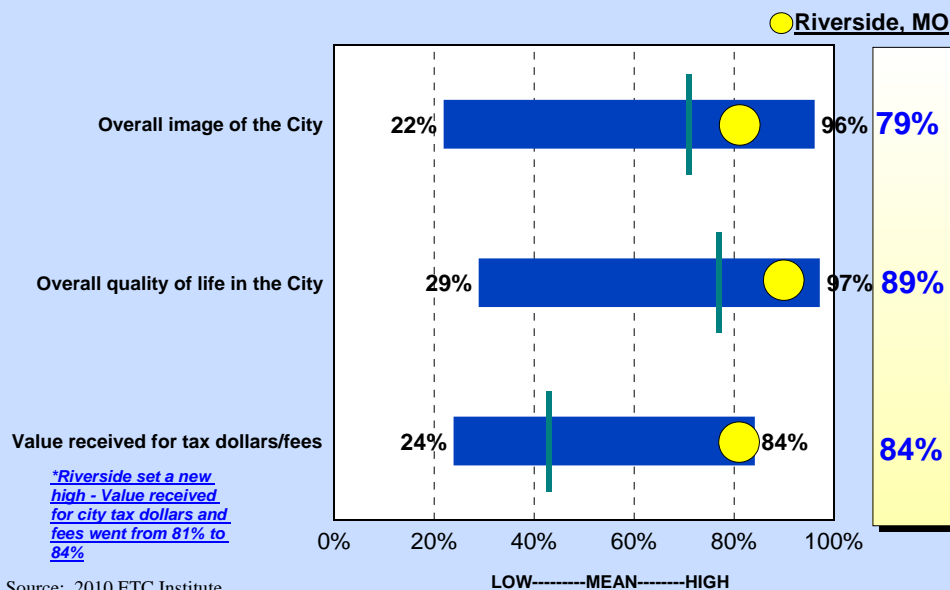
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2010 ETC Institute

Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2010

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

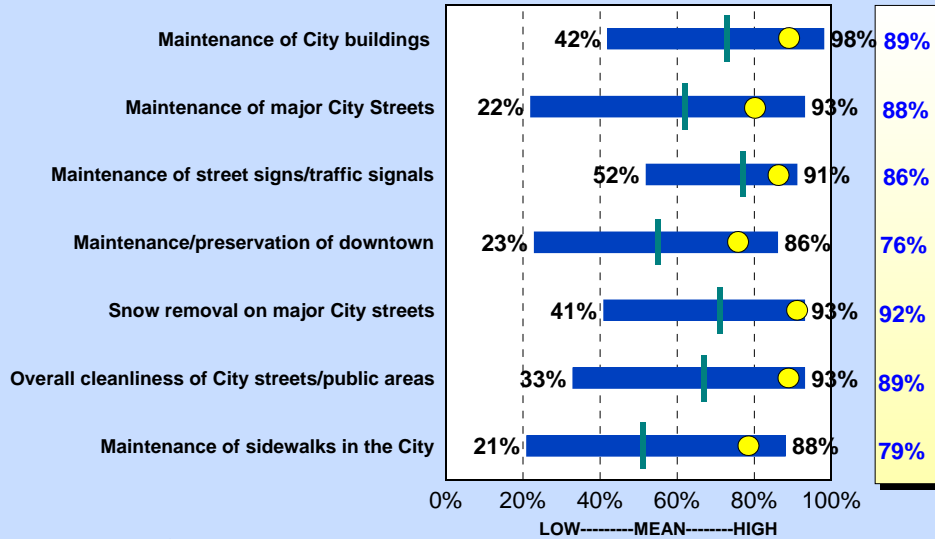


Source: 2010 ETC Institute

Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2010

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

● **Riverside, MO**

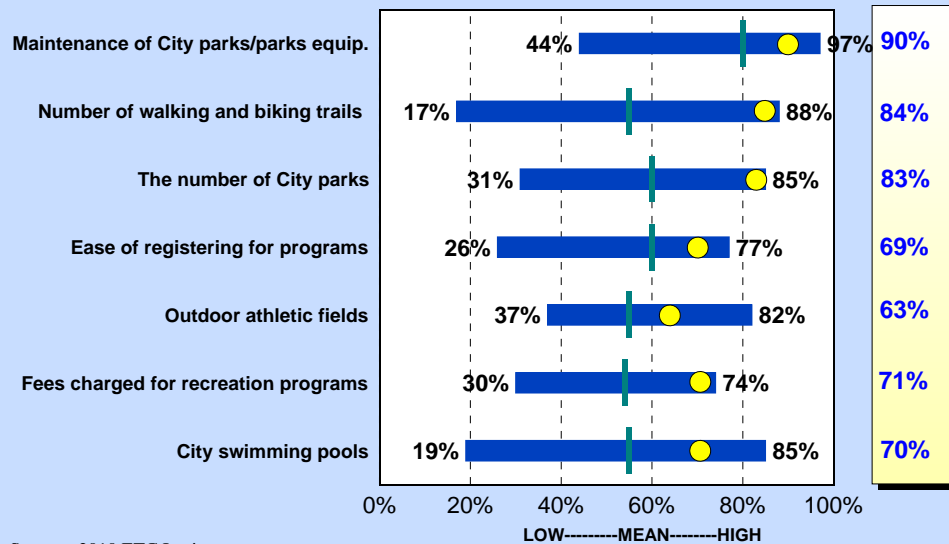


Source: 2010 ETC Institute

Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas City Area in 2010

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

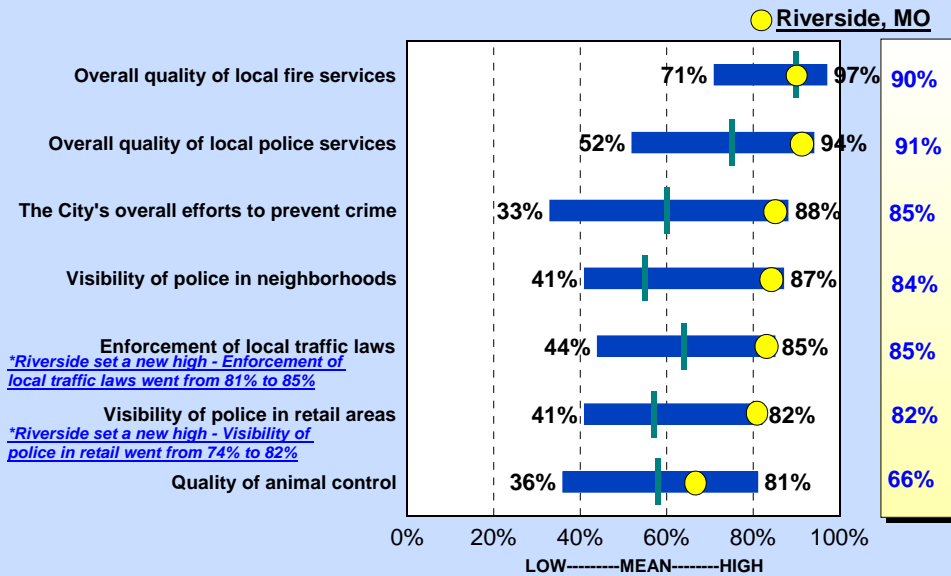
● **Riverside, MO**



Source: 2010 ETC Institute

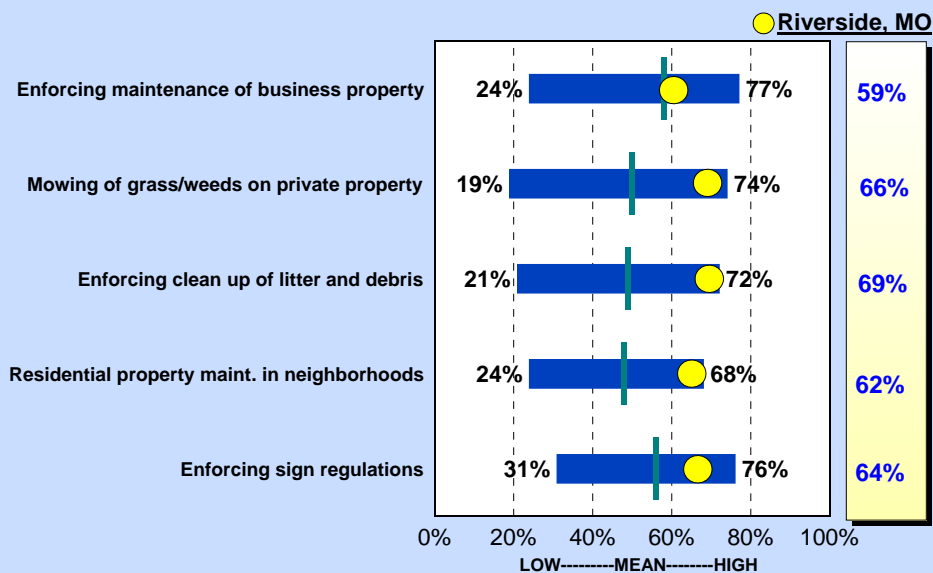
Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in 2010

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



Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area in 2010

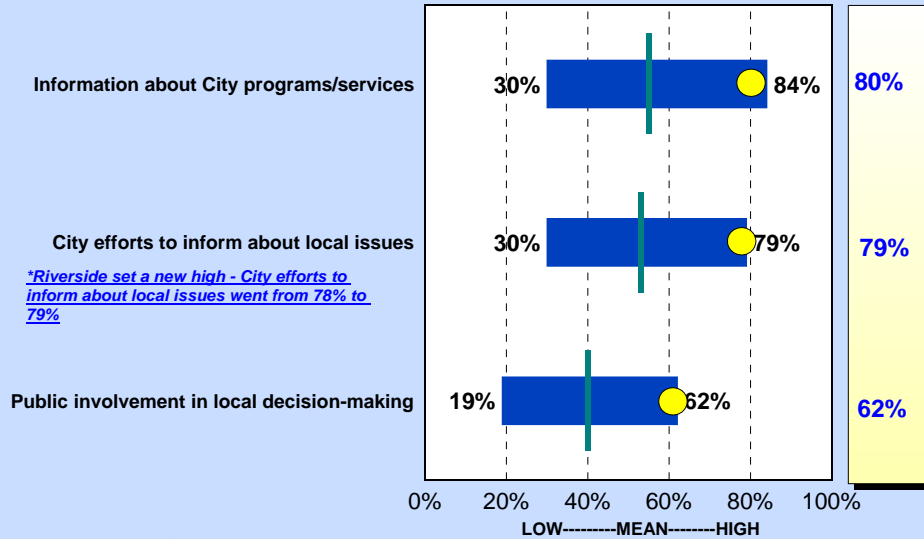
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Satisfaction with the Various Aspects of City Communications in 2010

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

● **Riverside, MO**



**Riverside set a new high - City efforts to inform about local issues went from 78% to 79%*

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

Importance-Satisfaction Analysis

Riverside, 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 cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Nineteen percent (19%) ranked the overall quality of *City parks and recreation* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked third overall with 88% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 19% was multiplied by 12% (1-0.88). This calculation yielded an I-S rating of 0.0228, which was ranked seventh out of twelve major service categories.

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

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

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

Interpreting the Ratings

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

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

The results for Riverside are provided on the following pages.

Importance-Satisfaction Rating

City of Riverside

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS < .10)</u>						
Enforcement of codes and ordinances	23%	4	66%	12	0.0782	1
Overall flow of traffic and congestion management	29%	1	76%	9	0.0696	2
Effectiveness of community planning/development	26%	3	76%	10	0.0624	3
Maintenance of City streets/buildings/facilities	28%	2	82%	7	0.0504	4
Overall quality of water/sewer utilities	20%	6	74%	11	0.0385	5
Effectiveness of communication with the public	15%	8	83%	5	0.0255	6
Overall quality of City parks and recreation	19%	7	88%	3	0.0228	7
Quality storm water runoff/stormwater management	12%	10	82%	8	0.0216	8
Overall quality of police services	22%	5	91%	1	0.0198	9
Overall quality of customer service	9%	11	83%	6	0.0153	10
Overall quality of fire services	12%	9	90%	2	0.0120	11
Overall quality of ambulance services	5%	12	85%	4	0.0075	12

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Riverside

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS < .10)</u>						
Quality of animal control	29%	3	66%	9	0.0986	1
City's overall efforts to prevent crime	36%	1	85%	3	0.0540	2
Visibility of police in neighborhoods	31%	2	84%	5	0.0496	3
Quality of emergency management	21%	4	80%	8	0.0420	4
Visibility of police in retail areas	18%	5	82%	6	0.0324	5
Ambulance personnel response to emergencies	15%	9	82%	7	0.0270	6
Enforcement of local traffic laws	16%	8	85%	4	0.0240	7
Fire department response to emergencies	17%	6	87%	2	0.0221	8
Police personnel response to emergencies	17%	7	89%	1	0.0187	9

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Riverside

CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < .10)						
Maintenance/preservation of downtown	24%	2	76%	10	0.0576	1
Maintenance of City's water and wastewater systems	20%	5	76%	11	0.0480	2
Maintenance of streets in your neighborhood	26%	1	82%	7	0.0468	3
Maintenance of sidewalks in the City	19%	7	79%	9	0.0399	4
Snow removal on neighborhood streets	23%	4	86%	5	0.0322	5
Maintenance of major City streets	24%	3	88%	4	0.0288	6
Maintenance of storm water drainage system	13%	9	81%	8	0.0247	7
Overall cleanliness of streets/public areas	17%	8	89%	2	0.0187	8
Snow removal on major City streets	20%	6	92%	1	0.0160	9
Maintenance of City street signs/traffic signals	9%	10	86%	6	0.0126	10
Maintenance of City buildings	6%	11	89%	3	0.0066	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 receive the most emphasis over the next two years.

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Riverside

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS < .10)</u>						
The City's youth athletic programs	22%	3	61%	9	0.0858	1
Programs for Seniors	20%	4	63%	7	0.0740	2
Outdoor athletic fields	15%	7	63%	8	0.0555	3
City Swimming Pool	17%	5	70%	5	0.0510	4
The City's adult athletic programs	12%	8	61%	10	0.0468	5
Number of walking and biking trails	22%	2	84%	2	0.0352	6
Maintenance of City parks/parks equipment	31%	1	90%	1	0.0310	7
The number of City parks	16%	6	83%	3	0.0272	8
Ease of registering for programs	8%	10	69%	6	0.0248	9
Fees that are charged for recreation programs	8%	9	71%	4	0.0232	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Riverside

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Residential property maintenance in neighborhoods	41%	2	62%	4	0.1558	1
Enforcing the clean up of litter and debris	44%	1	69%	1	0.1364	2
Mowing of grass/weeds on private property	40%	3	66%	2	0.1360	3
Enforcing the maintenance of business property	32%	4	59%	5	0.1312	4
<u>Medium Priority (IS < .10)</u>						
Enforcing sign regulations	21%	5	64%	3	0.0756	5

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

Most Important %:

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

Satisfaction %:

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

Section 4:
Tabular Data and Comments

2010 Riverside, MO *DirectionFinder*® Survey Results

Q1. Please rate your overall satisfaction with each of the following services provided by the City of Riverside or other agencies. Please rate each item on a scale of 1 to 5 where "5" means "Very Satisfied" and "1" means "Very Dissatisfied."

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q1a Overall quality of police services	50.1%	36.4%	5.2%	1.7%	1.2%	5.2%
Q1b Overall quality of fire services	45.6%	26.4%	6.7%	0.7%	0.5%	20.0%
Q1c Overall quality of ambulance services	38.2%	21.7%	9.2%	0.5%	1.2%	29.2%
Q1d Overall quality of city parks and recreation programs and facilities	48.1%	33.4%	9.7%	1.5%	0.0%	7.2%
Q1e Overall maintenance of city streets, buildings and facilities	46.6%	32.9%	12.0%	4.2%	1.2%	3.0%
Q1f Overall quality of water/sewer utilities	34.4%	35.2%	14.7%	6.5%	3.5%	5.7%
Q1g Overall enforcement of city codes and ordinances	27.4%	30.9%	18.5%	6.7%	3.7%	12.7%
Q1h Overall quality of customer service you receive from city employees	40.9%	34.7%	12.0%	2.2%	1.0%	9.2%
Q1i Overall effectiveness of city communication with the public	42.6%	37.4%	11.5%	4.2%	0.7%	3.5%
Q1j Overall effectiveness of community Planning and development	33.9%	33.9%	16.2%	4.0%	2.0%	10.0%
Q1k Overall quality of the city's storm water runoff/stormwater management system	36.2%	36.7%	12.5%	2.5%	1.0%	11.2%
Q1l Overall flow of traffic and congestion management in Riverside	29.9%	43.4%	13.7%	8.0%	2.2%	2.7%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q1. Please rate your overall satisfaction with each of the following services provided by the City of Riverside or other agencies. Please rate each item on a scale of 1 to 5 where "5" means "Very Satisfied" and "1" means "Very Dissatisfied." (excluding "not provided")

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1a Overall quality of police services	52.9%	38.4%	5.5%	1.8%	1.3%
Q1b Overall quality of fire services	57.0%	33.0%	8.4%	0.9%	0.6%
Q1c Overall quality of ambulance services	53.9%	30.6%	13.0%	0.7%	1.8%
Q1d Overall quality of city parks and recreation programs and facilities	51.9%	36.0%	10.5%	1.6%	0.0%
Q1e Overall maintenance of city streets, buildings and facilities	48.1%	33.9%	12.3%	4.4%	1.3%
Q1f Overall quality of water/sewer utilities	36.5%	37.3%	15.6%	6.9%	3.7%
Q1g Overall enforcement of city codes and ordinances	31.4%	35.4%	21.1%	7.7%	4.3%
Q1h Overall quality of customer service you receive from city employees	45.1%	38.2%	13.2%	2.5%	1.1%
Q1i Overall effectiveness of city communication with the public	44.2%	38.8%	11.9%	4.4%	0.8%
Q1j Overall effectiveness of community Planning and development	37.7%	37.7%	18.0%	4.4%	2.2%
Q1k Overall quality of the city's storm water runoff/stormwater management system	40.7%	41.3%	14.0%	2.8%	1.1%
Q1l Overall flow of traffic and congestion management in Riverside	30.8%	44.6%	14.1%	8.2%	2.3%

2010 Riverside, MO *DirectionFinder*® Survey Results

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

<u>Q2 Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	40	10.0 %
Overall quality of fire services	7	1.7 %
Overall quality of ambulance services	4	1.0 %
Overall quality of parks and recreation programs and facilities	20	5.0 %
Overall maintenance of city streets, buildings and facilities	52	13.0 %
Overall quality of water/sewer utilities	41	10.2 %
Overall enforcement of city codes and ordinances	36	9.0 %
Overall quality of customer service you receive from city employees	14	3.5 %
Overall effectiveness of city communications with the public	14	3.5 %
Overall effectiveness of community Planning and development	42	10.5 %
Overall quality of the city's storm water runoff/stormwater management system	17	4.2 %
Overall flow of traffic and congestion management in Riverside	42	10.5 %
<u>None Chosen</u>	<u>72</u>	<u>18.0 %</u>
Total	401	100.0 %

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

<u>Q2 Second Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	32	8.0 %
Overall quality of fire services	25	6.2 %
Overall quality of ambulance services	3	0.7 %
Overall quality of parks and recreation programs and facilities	28	7.0 %
Overall maintenance of city streets, buildings and facilities	33	8.2 %
Overall quality of water/sewer utilities	26	6.5 %
Overall enforcement of city codes and ordinances	32	8.0 %
Overall quality of customer service you receive from city employees	9	2.2 %
Overall effectiveness of city communications with the public	22	5.5 %
Overall effectiveness of community Planning and development	30	7.5 %
Overall quality of the city's storm water runoff/stormwater management system	12	3.0 %
Overall flow of traffic and congestion management in Riverside	41	10.2 %
<u>None Chosen</u>	<u>108</u>	<u>26.9 %</u>
Total	401	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

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

Q2 Third Most Emphasis	Number	Percent
Overall quality of police services	17	4.2 %
Overall quality of fire services	17	4.2 %
Overall quality of ambulance services	12	3.0 %
Overall quality of parks and recreation programs and facilities	28	7.0 %
Overall maintenance of city streets, buildings and facilities	28	7.0 %
Overall quality of water/sewer utilities	15	3.7 %
Overall enforcement of city codes and ordinances	22	5.5 %
Overall quality of customer service you receive from city employees	12	3.0 %
Overall effectiveness of city communications with the public	23	5.7 %
Overall effectiveness of community Planning and development	32	8.0 %
Overall quality of the city's storm water runoff/stormwater management system	19	4.7 %
Overall flow of traffic and congestion management in Riverside	32	8.0 %
None Chosen	144	35.9 %
Total	401	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years? (Top 3)

Q2 Sum of top three choices	Number	Percent
Overall quality of police services	89	22.2 %
Overall quality of fire services	49	12.2 %
Overall quality of ambulance services	19	4.7 %
Overall quality of parks and recreation programs and facilities	76	19.0 %
Overall maintenance of city streets, buildings and facilities	113	28.2 %
Overall quality of water/sewer utilities	82	20.4 %
Overall enforcement of city codes and ordinances	90	22.4 %
Overall quality of customer service you receive from city employees	35	8.7 %
Overall effectiveness of city communications with the public	59	14.7 %
Overall effectiveness of community Planning and development	104	25.9 %
Overall quality of the city's storm water runoff/stormwater management system	48	12.0 %
Overall flow of traffic and congestion management in Riverside	115	28.7 %
None Chosen	72	18.0 %
Total	951	

2010 Riverside, MO *DirectionFinder*® Survey Results

Q3. Some items that may influence your perception of the City of Riverside 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=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q3a Overall image of the City	29.7%	48.4%	15.7%	4.7%	0.5%	1.0%
Q3b Overall value that you receive for your tax dollars and fees	34.7%	44.4%	12.0%	2.7%	0.7%	5.5%
Q3c How well the City is managing and planning growth and development	31.7%	37.4%	18.0%	4.0%	2.5%	6.5%
Q3d Overall quality of life in the City	39.7%	47.6%	9.5%	1.2%	0.2%	1.7%
Q3e Overall appearance of the City	31.9%	44.6%	16.2%	6.7%	0.2%	0.2%
Q3f Overall feeling of safety in the City	44.1%	40.1%	11.5%	3.2%	0.5%	0.5%

Q3. Some items that may influence your perception of the City of Riverside are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding "not provided")

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q3a Overall image of the City	30.0%	48.9%	15.9%	4.8%	0.5%
Q3b Overall value that you receive for your tax dollars and fees	36.7%	47.0%	12.7%	2.9%	0.8%
Q3c How well the City is managing and planning growth and development	33.9%	40.0%	19.2%	4.3%	2.7%
Q3d Overall quality of life in the City	40.4%	48.5%	9.6%	1.3%	0.3%
Q3e Overall appearance of the City	32.0%	44.8%	16.3%	6.8%	0.3%
Q3f Overall feeling of safety in the City	44.4%	40.4%	11.5%	3.3%	0.5%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q4. 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 Riverside.

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q4a The visibility of police in neighborhoods	45.9%	36.7%	9.7%	4.7%	1.2%	1.7%
Q4b The visibility of police in retail areas	35.4%	40.9%	13.7%	3.0%	0.7%	6.2%
Q4c The City's overall efforts to prevent crime	40.1%	38.4%	10.5%	2.7%	0.7%	7.5%
Q4d Enforcement of local traffic laws	39.7%	40.1%	10.5%	2.0%	2.0%	5.7%
Q4e How quickly City police department personnel respond to emergencies	44.4%	26.2%	7.5%	0.5%	1.0%	20.4%
Q4f How quickly City fire department personnel respond to emergencies	36.9%	22.7%	8.5%	0.7%	0.0%	31.2%
Q4g How quickly ambulance service personnel respond to emergencies	31.7%	21.7%	10.0%	1.2%	0.7%	34.7%
Q4h Quality of emergency management	32.2%	30.9%	13.2%	1.5%	1.0%	21.2%
Q4i Quality of animal control	26.7%	32.4%	18.0%	7.0%	5.5%	10.5%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q4. 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 Riverside. (excluding "not provided")

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q4a The visibility of police in neighborhoods	46.7%	37.3%	9.9%	4.8%	1.3%
Q4b The visibility of police in retail areas	37.8%	43.6%	14.6%	3.2%	0.8%
Q4c The City's overall efforts to prevent crime	43.4%	41.5%	11.3%	3.0%	0.8%
Q4d Enforcement of local traffic laws	42.1%	42.6%	11.1%	2.1%	2.1%
Q4e How quickly City police department personnel respond to emergencies	55.8%	32.9%	9.4%	0.6%	1.3%
Q4f How quickly City fire department personnel respond to emergencies	53.6%	33.0%	12.3%	1.1%	0.0%
Q4g How quickly ambulance service personnel respond to emergencies	48.5%	33.2%	15.3%	1.9%	1.1%
Q4h Quality of emergency management	40.8%	39.2%	16.8%	1.9%	1.3%
Q4i Quality of animal control	29.8%	36.2%	20.1%	7.8%	6.1%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q5. Which THREE of these public safety services do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q5 Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	67	16.7 %
The visibility of police in retail areas	11	2.7 %
The City's overall efforts to prevent crime	65	16.2 %
Enforcement of local traffic laws	26	6.5 %
How quickly City police department personnel respond to emergencies	19	4.7 %
How quickly City fire department personnel respond to emergencies	13	3.2 %
How quickly ambulance service personnel respond to emergencies	16	4.0 %
Quality of emergency management	27	6.7 %
Quality of animal control	69	17.2 %
None Chosen	88	21.9 %
Total	401	100.0 %

Q5. Which THREE of these public safety services do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q5 Second Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	29	7.2 %
The visibility of police in retail areas	40	10.0 %
The City's overall efforts to prevent crime	47	11.7 %
Enforcement of local traffic laws	21	5.2 %
How quickly City police department personnel respond to emergencies	23	5.7 %
How quickly City fire department personnel respond to emergencies	32	8.0 %
How quickly ambulance service personnel respond to emergencies	21	5.2 %
Quality of emergency management	30	7.5 %
Quality of animal control	22	5.5 %
None Chosen	136	33.9 %
Total	401	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q5. Which THREE of these public safety services do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q5 Third Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
4=	1	0.2 %
A=The visibility of police in neighborhoods	30	7.5 %
B=The visibility of police in retail areas	20	5.0 %
C=The City's overall efforts to prevent crime	34	8.5 %
D=Enforcement of local traffic laws	18	4.5 %
E=How quickly City police department personnel respond to emergencies	25	6.2 %
F=How quickly City fire department personnel respond to emergencies	23	5.7 %
G=How quickly ambulance service personnel respond to emergencies	22	5.5 %
H=Quality of emergency management	27	6.7 %
I=Quality of animal control	26	6.5 %
Z=None Chosen	175	43.6 %
Total	401	100.0 %

Q5. Which THREE of these public safety services do you think should receive the most emphasis from City leaders over the next TWO years? (Top 3)

<u>Q5 Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	126	31.4 %
The visibility of police in retail areas	71	17.7 %
The City's overall efforts to prevent crime	146	36.4 %
Enforcement of local traffic laws	65	16.2 %
How quickly City police department personnel respond to emergencies	67	16.7 %
How quickly City fire department personnel respond to emergencies	68	17.0 %
How quickly ambulance service personnel respond to emergencies	59	14.7 %
Quality of emergency management	84	20.9 %
Quality of animal control	117	29.2 %
None Chosen	88	21.9 %
Total	892	

2010 Riverside, MO *DirectionFinder*® Survey Results

Q6. Using a scale of 1 to 5 where "5" is "Very Satisfied" and "1" is "Very Dissatisfied," please indicate how satisfied you are with the following aspects of CITY MAINTENANCE.

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q6a Maintenance of major City streets	42.6%	44.6%	7.7%	1.7%	1.5%	1.7%
Q6b Maintenance of streets in your neighborhood	39.4%	41.1%	8.2%	7.0%	1.7%	2.5%
Q6c Maintenance of sidewalks in the City	34.2%	40.9%	13.5%	4.2%	1.5%	5.7%
Q6d Maintenance of street signs/traffic signals	37.2%	44.9%	9.0%	3.0%	0.7%	5.2%
Q6e Maintenance and preservation of downtown Riverside	31.4%	39.7%	16.5%	4.2%	1.7%	6.5%
Q6f Maintenance of City buildings	46.1%	37.9%	9.5%	0.7%	0.0%	5.7%
Q6g Snow removal on major City streets	58.4%	31.2%	5.0%	2.0%	1.2%	2.2%
Q6h Snow removal on neighborhood streets	52.1%	27.7%	7.2%	4.7%	2.0%	6.2%
Q6i Overall cleanliness of City streets and other public areas	42.9%	43.9%	9.0%	2.0%	0.5%	1.7%
Q6j Maintenance of stormwater drainage system	32.2%	36.9%	13.0%	3.0%	0.7%	14.2%
Q6k Maintenance of the City's water and wastewater systems	28.4%	33.9%	15.0%	3.7%	1.0%	18.0%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q6. Using a scale of 1 to 5 where "5" is "Very Satisfied" and "1" is "Very Dissatisfied," please indicate how satisfied you are with the following aspects of CITY MAINTENANCE. (excluding "not provided")

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q6a Maintenance of major City streets	43.4%	45.4%	7.9%	1.8%	1.5%
Q6b Maintenance of streets in your neighborhood	40.4%	42.2%	8.4%	7.2%	1.8%
Q6c Maintenance of sidewalks in the City	36.2%	43.4%	14.3%	4.5%	1.6%
Q6d Maintenance of street signs/traffic signals	39.2%	47.4%	9.5%	3.2%	0.8%
Q6e Maintenance and preservation of downtown Riverside	33.6%	42.4%	17.6%	4.5%	1.9%
Q6f Maintenance of City buildings	48.9%	40.2%	10.1%	0.8%	0.0%
Q6g Snow removal on major City streets	59.7%	31.9%	5.1%	2.0%	1.3%
Q6h Snow removal on neighborhood streets	55.6%	29.5%	7.7%	5.1%	2.1%
Q6i Overall cleanliness of City streets and other public areas	43.7%	44.7%	9.1%	2.0%	0.5%
Q6j Maintenance of stormwater drainage system	37.5%	43.0%	15.1%	3.5%	0.9%
Q6k Maintenance of the City's water and wastewater systems	34.7%	41.3%	18.2%	4.6%	1.2%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q7. Which THREE of these maintenance services do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q7 Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	61	15.2 %
Maintenance of streets in your neighborhood	28	7.0 %
Maintenance of sidewalks in the City	22	5.5 %
Maintenance of street signs/traffic signals	13	3.2 %
Maintenance and preservation of downtown Riverside	47	11.7 %
Maintenance of City buildings	7	1.7 %
Snow removal on major City streets	30	7.5 %
Snow removal on neighborhood streets	31	7.7 %
Overall cleanliness of City streets and other public areas	22	5.5 %
Maintenance of stormwater drainage system	19	4.7 %
Maintenance of the City's water and wastewater systems	28	7.0 %
<u>None Chosen</u>	93	23.2 %
Total	401	100.0 %

Q7. Which THREE of these maintenance services do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q7 Second Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	14	3.5 %
Maintenance of streets in your neighborhood	50	12.5 %
Maintenance of sidewalks in the City	25	6.2 %
Maintenance of street signs/traffic signals	12	3.0 %
Maintenance and preservation of downtown Riverside	24	6.0 %
Maintenance of City buildings	10	2.5 %
Snow removal on major City streets	30	7.5 %
Snow removal on neighborhood streets	40	10.0 %
Overall cleanliness of City streets and other public areas	22	5.5 %
Maintenance of stormwater drainage system	17	4.2 %
Maintenance of the City's water and wastewater systems	22	5.5 %
<u>None Chosen</u>	135	33.7 %
Total	401	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q7. Which THREE of these maintenance services do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q7 Third Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	21	5.2 %
Maintenance of streets in your neighborhood	26	6.5 %
Maintenance of sidewalks in the City	30	7.5 %
Maintenance of street signs/traffic signals	11	2.7 %
Maintenance and preservation of downtown Riverside	25	6.2 %
Maintenance of City buildings	8	2.0 %
Snow removal on major City streets	18	4.5 %
Snow removal on neighborhood streets	23	5.7 %
Overall cleanliness of City streets and other public areas	23	5.7 %
Maintenance of stormwater drainage system	17	4.2 %
Maintenance of the City's water and wastewater systems	28	7.0 %
<u>None Chosen</u>	171	42.6 %
Total	401	100.0 %

Q7. Which THREE of these maintenance services do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q7 Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	96	23.9 %
Maintenance of streets in your neighborhood	104	25.9 %
Maintenance of sidewalks in the City	77	19.2 %
Maintenance of street signs/traffic signals	36	9.0 %
Maintenance and preservation of downtown Riverside	96	23.9 %
Maintenance of City buildings	25	6.2 %
Snow removal on major City streets	78	19.5 %
Snow removal on neighborhood streets	94	23.4 %
Overall cleanliness of City streets and other public areas	67	16.7 %
Maintenance of stormwater drainage system	53	13.2 %
Maintenance of the City's water and wastewater systems	78	19.5 %
<u>None Chosen</u>	93	23.2 %
Total	897	

2010 Riverside, MO *DirectionFinder*® Survey Results

Q8. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of COMMUNICATION provided by the City of Riverside:

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q8a The availability of information about City programs and services	36.9%	39.7%	13.5%	5.0%	0.7%	4.2%
Q8b City efforts to keep you informed about local issues	35.4%	40.9%	14.5%	5.2%	1.0%	3.0%
Q8c The level of public involvement in local decision making	20.2%	34.2%	22.9%	6.5%	3.2%	13.0%
Q8d The overall user-friendliness of the City's web page	20.0%	25.2%	18.5%	2.7%	0.7%	32.9%
Q8e The content of the City's newsletter	35.4%	40.6%	15.7%	3.7%	0.2%	4.2%
Q8f Information provided through the City's social media sites	10.5%	15.2%	14.7%	1.7%	0.7%	57.1%

Q8. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of COMMUNICATION provided by the City of Riverside: (excluding "not provided")

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q8a The availability of information about City programs and services	38.5%	41.4%	14.1%	5.2%	0.8%
Q8b City efforts to keep you informed about local issues	36.5%	42.2%	14.9%	5.4%	1.0%
Q8c The level of public involvement in local decision making	23.2%	39.3%	26.4%	7.4%	3.7%
Q8d The overall user-friendliness of the City's web page	29.7%	37.5%	27.5%	4.1%	1.1%
Q8e The content of the City's newsletter	37.0%	42.4%	16.4%	3.9%	0.3%
Q8f Information provided through the City's social media sites	24.4%	35.5%	34.3%	4.1%	1.7%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q9. Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with PARKS AND RECREATION issues.

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q9a Maintenance of City parks and park equipment	42.9%	37.2%	7.2%	1.5%	0.2%	11.0%
Q9b Number of walking and biking trails	37.9%	36.9%	10.0%	3.7%	0.7%	10.7%
Q9c The number of City parks	35.2%	38.2%	10.2%	3.7%	1.0%	11.7%
Q9d Number of outdoor athletic fields	20.2%	25.7%	17.2%	6.5%	3.2%	27.2%
Q9e City Swimming Pool	22.2%	26.7%	15.0%	4.5%	2.0%	29.7%
Q9f The City's youth athletic programs	14.0%	20.0%	15.0%	3.7%	2.7%	44.6%
Q9g The City's adult athletic programs	13.5%	19.2%	16.0%	3.7%	1.7%	45.9%
Q9h Ease of registering for programs	17.7%	21.4%	14.5%	1.5%	1.2%	43.6%
Q9i Fees that are charged for recreation programs	18.2%	22.4%	14.7%	0.7%	1.2%	42.6%
Q9j Programs for seniors	16.5%	18.0%	16.2%	2.7%	0.7%	45.9%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q9. Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with PARKS AND RECREATION issues. (excluding "not provided")

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q9a Maintenance of City parks and park equipment	48.2%	41.7%	8.1%	1.7%	0.3%
Q9b Number of walking and biking trails	42.5%	41.3%	11.2%	4.2%	0.8%
Q9c The number of City parks	39.8%	43.2%	11.6%	4.2%	1.1%
Q9d Number of outdoor athletic fields	27.7%	35.3%	23.6%	8.9%	4.5%
Q9e City Swimming Pool	31.6%	37.9%	21.3%	6.4%	2.8%
Q9f The City's youth athletic programs	25.2%	36.0%	27.0%	6.8%	5.0%
Q9g The City's adult athletic programs	24.9%	35.5%	29.5%	6.9%	3.2%
Q9h Ease of registering for programs	31.4%	38.1%	25.7%	2.7%	2.2%
Q9i Fees that are charged for recreation programs	31.7%	39.1%	25.7%	1.3%	2.2%
Q9j Programs for seniors	30.4%	33.2%	30.0%	5.1%	1.4%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q10. Which THREE of the parks and recreation issues listed above do you think should receive the most emphasis from City leaders over the next TWO years?

Q10 Most Emphasis	Number	Percent
Maintenance of City parks and park equipment	72	18.0 %
Number of walking and biking trails	36	9.0 %
The number of City parks	17	4.2 %
Number of outdoor athletic fields	17	4.2 %
City Swimming Pool	31	7.7 %
The City's youth athletic programs	37	9.2 %
The City's adult athletic programs	13	3.2 %
Ease of registering for programs	8	2.0 %
Fees that are charged for recreation programs	6	1.5 %
Programs for seniors	22	5.5 %
None Chosen	142	35.4 %
Total	401	100.0 %

Q10. Which THREE of the parks and recreation issues listed above do you think should receive the most emphasis from City leaders over the next TWO years?

Q10 Second Most Emphasis	Number	Percent
Maintenance of City parks and park equipment	25	6.2 %
Number of walking and biking trails	36	9.0 %
The number of City parks	25	6.2 %
Number of outdoor athletic fields	25	6.2 %
City Swimming Pool	25	6.2 %
The City's youth athletic programs	30	7.5 %
The City's adult athletic programs	15	3.7 %
Ease of registering for programs	6	1.5 %
Fees that are charged for recreation programs	11	2.7 %
Programs for seniors	28	7.0 %
None Chosen	175	43.6 %
Total	401	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q10. Which THREE of the parks and recreation issues listed above do you think should receive the most emphasis from City leaders over the next TWO years?

Q10 Third Most Emphasis	Number	Percent
Maintenance of City parks and park equipment	28	7.0 %
Number of walking and biking trails	16	4.0 %
The number of City parks	21	5.2 %
Number of outdoor athletic fields	18	4.5 %
City Swimming Pool	12	3.0 %
The City's youth athletic programs	20	5.0 %
The City's adult athletic programs	19	4.7 %
Ease of registering for programs	17	4.2 %
Fees that are charged for recreation programs	16	4.0 %
Programs for seniors	28	7.0 %
None Chosen	206	51.4 %
Total	401	100.0 %

Q10. Which THREE of the parks and recreation issues listed above do you think should receive the most emphasis from City leaders over the next TWO years? (Top 3)

Q10 Sum of top three choices	Number	Percent
Maintenance of City parks and park equipment	125	31.2 %
Number of walking and biking trails	88	21.9 %
The number of City parks	63	15.7 %
Number of outdoor athletic fields	60	15.0 %
City Swimming Pool	68	17.0 %
The City's youth athletic programs	87	21.7 %
The City's adult athletic programs	47	11.7 %
Ease of registering for programs	31	7.7 %
Fees that are charged for recreation programs	33	8.2 %
Programs for seniors	78	19.5 %
None Chosen	142	35.4 %
Total	822	

2010 Riverside, MO *DirectionFinder*® Survey Results

Q11. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of WATER, SEWER, & TRASH UTILITIES provided by the City:

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q11a The clarity and taste of the tap water in your home	32.4%	39.2%	13.2%	7.5%	5.0%	2.7%
Q11b Water pressure in your home	32.9%	40.4%	12.0%	9.0%	3.7%	2.0%
Q11c Drainage of rain water off streets	32.2%	43.1%	13.2%	5.0%	2.0%	4.5%
Q11d Adequacy of the City's waste water collection system	26.9%	30.2%	14.2%	3.2%	1.2%	24.2%
Q11e Overall value of trash service	46.1%	32.9%	7.7%	1.5%	1.0%	10.7%
Q11f Overall satisfaction with recycling services	39.9%	27.9%	8.7%	5.7%	3.7%	14.0%
Q11g What you are charged for water, sewer and trash services	17.7%	24.4%	17.5%	13.7%	8.7%	18.0%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q11. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of WATER, SEWER, & TRASH UTILITIES provided by the City: (excluding "not provided")

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q11a The clarity and taste of the tap water in your home	33.3%	40.3%	13.6%	7.7%	5.1%
Q11b Water pressure in your home	33.6%	41.2%	12.2%	9.2%	3.8%
Q11c Drainage of rain water off streets	33.7%	45.2%	13.8%	5.2%	2.1%
Q11d Adequacy of the City's waste water collection system	35.5%	39.8%	18.8%	4.3%	1.6%
Q11e Overall value of trash service	51.7%	36.9%	8.7%	1.7%	1.1%
Q11f Overall satisfaction with recycling services	46.4%	32.5%	10.1%	6.7%	4.3%
Q11g What you are charged for water, sewer and trash services	21.6%	29.8%	21.3%	16.7%	10.6%

2010 Riverside, MO *DirectionFinder*® Survey Results

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

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q12a Enforcing the clean up of litter and debris	24.4%	37.2%	18.2%	6.7%	3.0%	10.5%
Q12b Enforcing the mowing and trimming of weeds on private property	24.2%	32.7%	18.0%	7.5%	3.5%	14.2%
Q12c Enforcing the maintenance of residential property in your neighborhood	22.2%	30.7%	19.7%	8.2%	4.2%	15.0%
Q12d Enforcing the maintenance of business property	19.2%	29.7%	21.2%	9.5%	3.2%	17.2%
Q12e Enforcing sign regulations	21.9%	28.2%	21.7%	3.0%	2.7%	22.4%

Q12. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (excluding "not provided")

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q12a Enforcing the clean up of litter and debris	27.3%	41.5%	20.3%	7.5%	3.3%
Q12b Enforcing the mowing and trimming of weeds on private property	28.2%	38.1%	20.9%	8.7%	4.1%
Q12c Enforcing the maintenance of residential property in your neighborhood	26.1%	36.1%	23.2%	9.7%	5.0%
Q12d Enforcing the maintenance of business property	23.2%	35.8%	25.6%	11.4%	3.9%
Q12e Enforcing sign regulations	28.3%	36.3%	28.0%	3.9%	3.5%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q13. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO years?

<u>Q13 Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Litter debris	79	19.7 %
Mowing/weeds	50	12.5 %
Resident maintenance	58	14.5 %
Business maintenance	56	14.0 %
Sign regulations	33	8.2 %
None Chosen	125	31.2 %
Total	401	100.0 %

Q13. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO years?

<u>Q13 Second Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Litter debris	54	13.5 %
Mowing/weeds	68	17.0 %
Resident maintenance	54	13.5 %
Business maintenance	37	9.2 %
Sign regulations	19	4.7 %
None Chosen	169	42.1 %
Total	401	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q13. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO years?

Q13 Third Most Emphasis	Number	Percent
Litter debris	45	11.2 %
Mowing/weeds	42	10.5 %
Resident maintenance	51	12.7 %
Business maintenance	35	8.7 %
Sign regulations	31	7.7 %
None Chosen	197	49.1 %
Total	401	100.0 %

Q13. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO years? (Top 3)

Q13 Sum of top three choices	Number	Percent
Litter debris	178	44.4 %
Mowing/weeds	160	39.9 %
Resident maintenance	163	40.6 %
Business maintenance	128	31.9 %
Sign regulations	83	20.7 %
None Chosen	125	31.2 %
Total	837	

2010 Riverside, MO *DirectionFinder*® Survey Results

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

Q14 Have you contacted the City with a question, problem, or complaint during the past year?	Number	Percent
Yes	135	33.7 %
No	251	62.6 %
Not provided	15	3.7 %
Total	401	100.0 %

Q14. Have you contacted the City with a question, problem, or complaint during the past year? (excluding “not provided”)

Q14 Have you contacted the City with a question, problem, or complaint during the past year?	Number	Percent
Yes	135	35.0 %
No	251	65.0 %
Total	386	100.0 %

Q14a. Which City department did you contact most recently?

[illegible]

2010 Riverside, MO *DirectionFinder*® Survey Results

Q14a. Which City department did you contact most recently?

Q14a Which department

POLICE DEPARTMENT
POLICE DEPARTMENT
POLICE DEPT
PUBLIC SAFETY
PUBLIC SAFETY
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS
PUBLIC WORKS DEPT
REMOVAL OF PARKED CAR
RUN-OFF ISSUE
SNOW REMOVAL
STREET
STREET MAINTENANCE
STREET MAINTENANCE
STREET MAINTENANCE
TRAFFIC
TRASH
TRASH PICKUP
WASTE MANAGEMENT
WATER DEPT
YARD WASTE
ZONING

2010 Riverside, MO *DirectionFinder*® Survey Results

Q14b-f. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "always" and 1 means "never," please rate your satisfaction with the customer service you received from the City department you listed in Q14a. (excluding "not provided")

(N=135)

	Always 5	Usually 4	Sometimes 3	Seldom 2	Never 1
Q14b They were easy to contact	63.0%	25.2%	5.2%	3.0%	3.7%
Q14c They were courteous and polite	71.1%	17.0%	5.2%	1.5%	5.2%
Q14d They gave prompt, accurate & complete answers to questions	53.3%	18.5%	11.1%	6.7%	10.4%
Q14e They did what they said they would do in a timely manner	56.5%	16.1%	7.3%	8.1%	12.1%
Q14f They helped you resolve an issue to your satisfaction	56.8%	12.1%	8.3%	4.5%	18.2%

2010 Riverside, MO *DirectionFinder*® Survey Results

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

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q15a Cliffview Bridge Improvements	41.9%	29.2%	9.2%	0.7%	0.5%	18.5%
Q15b Vivion Road West Improvements	37.4%	35.9%	13.0%	2.2%	1.0%	10.5%
Q15c Welcome Plaza	47.9%	31.7%	7.0%	1.5%	1.7%	10.2%
Q15d Argosy Casino Parkway	33.7%	31.4%	12.0%	2.5%	0.5%	20.0%
Q15e The Healthy Citizens Initiative that provides reduced costs for members to area community centers and free swim lessons	48.4%	23.4%	6.2%	0.5%	0.2%	21.2%

Q15. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recent improvements provided by the City of Riverside: (excluding "not provided")

(N=401)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q15a Cliffview Bridge Improvements	51.4%	35.8%	11.3%	0.9%	0.6%
Q15b Vivion Road West Improvements	41.8%	40.1%	14.5%	2.5%	1.1%
Q15c Welcome Plaza	53.3%	35.3%	7.8%	1.7%	1.9%
Q15d Argosy Casino Parkway	42.1%	39.3%	15.0%	3.1%	0.6%
Q15e The Healthy Citizens Initiative that provides reduced costs for members to area community centers and free swim lessons	61.4%	29.7%	7.9%	0.6%	0.3%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q16. How often do you or members of your household shop for these goods and services IN RIVERSIDE? If your response is "seldom" or "never," please indicate why you go elsewhere for these items.

(N=401)

	Always 4	Sometimes 3	Seldom 2	Never 1	Not Provided 9
Q16a Groceries	20.4%	42.6%	22.7%	11.5%	2.7%
Q16b Pharmacy items	5.2%	11.2%	11.2%	68.8%	3.5%
Q16c Clothing	4.0%	5.0%	7.7%	79.6%	3.7%
Q16d Hardware and building supplies	8.0%	37.3%	21.3%	30.5%	3.0%
Q16e Plants and gardening supplies	13.5%	40.9%	14.2%	27.4%	4.0%
Q16f Major appliances	2.2%	3.0%	3.5%	86.5%	4.7%
Q16g Other home electronics	3.0%	6.2%	3.5%	83.3%	4.0%
Q16h Books, CDs, DVDs	5.0%	8.7%	8.7%	73.1%	4.5%
Q16i Doctor or Dentist	8.2%	7.5%	4.5%	76.3%	3.5%
Q16j Gasoline	57.4%	24.9%	4.0%	11.0%	2.7%
Q16k Hair care	8.2%	6.7%	3.0%	78.6%	3.5%
Q16l Automobile parts or services	12.0%	21.9%	11.5%	50.6%	4.0%
Q16m Dry cleaning	3.2%	4.0%	5.0%	83.5%	4.2%
Q16n Furniture	2.2%	4.0%	5.2%	83.8%	4.7%
Q16o Restaurants (not fast food)	10.0%	49.6%	19.7%	17.7%	3.0%
Q16p Sporting Goods	2.2%	3.5%	3.7%	86.8%	3.7%
Q16q Office supplies	2.5%	3.3%	8.0%	81.5%	4.8%
Q16r Other	4.5%	11.7%	5.2%	43.9%	34.7%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q16. How often do you or members of your household shop for these goods and services IN RIVERSIDE? If your response is "seldom" or "never," please indicate why you go elsewhere for these items. (excluding "not provided")

(N=401)

	Always 4	Sometimes 3	Seldom 2	Never 1
Q16a Groceries	21.0%	43.8%	23.3%	11.8%
Q16b Pharmacy items	5.4%	11.6%	11.6%	71.3%
Q16c Clothing	4.1%	5.2%	8.0%	82.6%
Q16d Hardware and building supplies	8.2%	38.4%	21.9%	31.4%
Q16e Plants and gardening supplies	14.0%	42.6%	14.8%	28.6%
Q16f Major appliances	2.4%	3.1%	3.7%	90.8%
Q16g Other home electronics	3.1%	6.5%	3.6%	86.8%
Q16h Books, CDs, DVDs	5.2%	9.1%	9.1%	76.5%
Q16i Doctor or Dentist	8.5%	7.8%	4.7%	79.1%
Q16j Gasoline	59.0%	25.6%	4.1%	11.3%
Q16k Hair care	8.5%	7.0%	3.1%	81.4%
Q16l Automobile parts or services	12.5%	22.9%	11.9%	52.7%
Q16m Dry cleaning	3.4%	4.2%	5.2%	87.2%
Q16n Furniture	2.4%	4.2%	5.5%	88.0%
Q16o Restaurants (not fast food)	10.3%	51.2%	20.3%	18.3%
Q16p Sporting Goods	2.3%	3.6%	3.9%	90.2%
Q16q Office supplies	2.6%	3.4%	8.4%	85.6%
Q16r Other	6.9%	17.9%	8.0%	67.2%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q16. If you answered "seldom" or "never," why do you go elsewhere for these goods and services?

Q16. Groceries -why do you go elsewhere?

Q16a Top reason	Number	Percent
Better selection elsewhere	85	60.3 %
Cheaper elsewhere	39	27.7 %
Other reasons	38	27.0 %
Total	162	

Q16. Pharmacy -why do you go elsewhere?

Q16b Top reason	Number	Percent
Better selection elsewhere	119	39.7 %
Cheaper elsewhere	54	18.0 %
Other reasons	144	48.0 %
Total	317	

Q16. Clothing -why do you go elsewhere?

Q16c Top reason	Number	Percent
Better selection elsewhere	194	59.5 %
Cheaper elsewhere	35	10.7 %
Other reasons	116	35.6 %
Total	345	

Q16. Hardware & Building Supplies -why do you go elsewhere?

Q16d Top reason	Number	Percent
Better selection elsewhere	114	54.8 %
Cheaper elsewhere	37	17.8 %
Other reasons	69	33.2 %
Total	221	

Q16. Plants & Gardening Supplies -why do you go elsewhere?

Q16e Top reason	Number	Percent
Better selection elsewhere	68	40.5 %
Cheaper elsewhere	33	19.6 %
Other reasons	79	47.0 %
Total	180	

2010 Riverside, MO *DirectionFinder*® Survey Results

Q16. Major Appliances -why do you go elsewhere?

<u>Q16f Top reason</u>	<u>Number</u>	<u>Percent</u>
Better selection elsewhere	171	51.2 %
Cheaper elsewhere	37	11.1 %
Other reasons	146	43.7 %
Total	354	

Q16. Other Home Electronics -why do you go elsewhere?

<u>Q16g Top reason</u>	<u>Number</u>	<u>Percent</u>
Better selection elsewhere	180	55.4 %
Cheaper elsewhere	34	10.5 %
Other reasons	136	41.8 %
Total	352	

Q16. Books, CD's, DVD's -why do you go elsewhere?

<u>Q16h Top reason</u>	<u>Number</u>	<u>Percent</u>
Better selection elsewhere	176	57.0 %
Cheaper elsewhere	31	10.0 %
Other reasons	124	40.1 %
Total	331	

Q16. Doctor or Dentist -why do you go elsewhere?

<u>Q16i Top Reason</u>	<u>Number</u>	<u>Percent</u>
Better selection elsewhere	137	45.4 %
Cheaper elsewhere	19	6.3 %
Other reasons	157	52.0 %
Total	313	

Q16. Gasoline -why do you go elsewhere?

<u>Q16j Top reason</u>	<u>Number</u>	<u>Percent</u>
Better selection elsewhere	19	25.3 %
Cheaper elsewhere	16	21.3 %
Other reasons	40	53.3 %
Total	75	

2010 Riverside, MO *DirectionFinder*® Survey Results

Q16. Hair Care -why do you go elsewhere?

Q16k Top reason	Number	Percent
Better selection elsewhere	135	45.2 %
Cheaper elsewhere	32	10.7 %
Other reasons	145	48.5 %
Total	312	

Q16. Automobile Parts or Services -why do you go elsewhere?

Q16l Top reason	Number	Percent
Better selection elsewhere	108	46.4 %
Cheaper elsewhere	29	12.4 %
Other reasons	107	45.9 %
Total	244	

Q16. Dry Cleaning -why do you go elsewhere?

Q16m Top reason	Number	Percent
Better selection elsewhere	122	38.7 %
Cheaper elsewhere	26	8.3 %
Other reasons	180	57.1 %
Total	328	

Q16. Furniture -why do you go elsewhere?

Q16n Top reason	Number	Percent
Better selection elsewhere	172	53.4 %
Cheaper elsewhere	31	9.6 %
Other reasons	136	42.2 %
Total	339	

Q16. Restaurants (not fast food) -why do you go elsewhere?

Q16o Top reason	Number	Percent
Better selection elsewhere	84	56.4 %
Cheaper elsewhere	20	13.4 %
Other reasons	53	35.6 %
Total	157	

2010 Riverside, MO *DirectionFinder*® Survey Results

Q16. Sporting Goods -why do you go elsewhere?

<u>Q16p Top reason</u>	<u>Number</u>	<u>Percent</u>
Better selection elsewhere	151	46.0 %
Cheaper elsewhere	22	6.7 %
<u>Other reasons</u>	<u>169</u>	<u>51.5 %</u>
Total	342	

Q16. Office Supplies -why do you go elsewhere?

<u>Q16q Top reason</u>	<u>Number</u>	<u>Percent</u>
Better selection elsewhere	155	48.1 %
Cheaper elsewhere	30	9.3 %
<u>Other reasons</u>	<u>150</u>	<u>46.6 %</u>
Total	335	

Q16. Other -why do you go elsewhere?

<u>Q16r Top reason</u>	<u>Number</u>	<u>Percent</u>
Better selection elsewhere	72	40.4 %
Cheaper elsewhere	15	8.4 %
<u>Other reasons</u>	<u>97</u>	<u>54.5 %</u>
Total	184	

2010 Riverside, MO *DirectionFinder*® Survey Results

Q17. For each of the following statements, please indicate your level of agreement, using a scale of 1 to 5 where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

(N=401)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1	Not Provided 9
Q17a Riverside should attract more large retail stores	37.8%	26.1%	17.3%	9.0%	6.0%	3.8%
Q17b Riverside needs more industrial development	12.8%	21.0%	28.5%	17.5%	11.5%	8.8%
Q17c Riverside needs more higher paying, value added employment opportunities	35.0%	40.0%	15.0%	2.8%	1.8%	5.5%
Q17d Riverside should encourage the development of new office centers	19.7%	31.4%	26.4%	9.7%	4.2%	8.5%
Q17e New and revitalized commercial areas Should have higher quality design & appearance than existing commercial areas	33.4%	31.9%	20.2%	5.7%	1.7%	7.0%
Q17f Riverside needs more dining options	38.4%	38.7%	12.0%	5.0%	2.7%	3.2%
Q17g Riverside needs more hotels	12.0%	16.7%	29.2%	20.2%	12.2%	9.7%
Q17h Riverside should be pro-active at preserving water quality in lakes/streams/ rivers	41.9%	31.2%	15.7%	1.7%	1.7%	7.7%
Q17i I want to be able to live and work in Riverside	42.9%	22.2%	22.2%	3.7%	3.5%	5.5%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q17. For each of the following statements, please indicate your level of agreement, using a scale of 1 to 5 where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (excluding "not provided")

(N=401)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Q17a Riverside should attract more large retail stores	39.3%	27.1%	18.0%	9.4%	6.3%
Q17b Riverside needs more industrial development	14.0%	23.0%	31.2%	19.2%	12.6%
Q17c Riverside needs more higher paying, value added employment opportunities	37.0%	42.3%	15.9%	2.9%	1.9%
Q17d Riverside should encourage the development of new office centers	21.5%	34.3%	28.9%	10.6%	4.6%
Q17e New and revitalized commercial areas should have higher quality design & appearance than existing commercial areas	35.9%	34.3%	21.7%	6.2%	1.9%
Q17f Riverside needs more dining options	39.7%	39.9%	12.4%	5.2%	2.8%
Q17g Riverside needs more hotels	13.3%	18.5%	32.3%	22.4%	13.5%
Q17h Riverside should be pro-active at preserving water quality in lakes/streams/ rivers	45.4%	33.8%	17.0%	1.9%	1.9%
Q17i I want to be able to live and work in Riverside	45.4%	23.5%	23.5%	4.0%	3.7%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q18. In general, how do you think the City's efforts to promote economic development in the community should change over the next five years?

Q18 How should efforts change?	Number	Percent
Should be much greater	117	29.2 %
Should be somewhat greater	139	34.7 %
Stay about the same	83	20.7 %
Should be reduced	9	2.2 %
Don't know	53	13.2 %
Total	401	100.0 %

Q18. In general, how do you think the City's efforts to promote economic development in the community should change over the next five years? (excluding "don't knows")

Q18 How should efforts change?	Number	Percent
Should be much greater	117	33.6 %
Should be somewhat greater	139	39.9 %
Stay about the same	83	23.9 %
Should be reduced	9	2.6 %
Total	348	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q19. In general, how supportive are you of having the city use incentives to attract new businesses or expand businesses in Riverside?

Q19 Level of support for using incentives	Number	Percent
Very supportive	164	40.9 %
Somewhat supportive	135	33.7 %
Not sure	67	16.7 %
Not supportive	29	7.2 %
Not provided	6	1.5 %
Total	401	100.0 %

Q19. In general, how supportive are you of having the city use incentives to attract new businesses or expand businesses in Riverside? (excluding “not provided”)

Q19 Level of support for using incentives	Number	Percent
Very supportive	164	41.5 %
Somewhat supportive	135	34.2 %
Not sure	67	17.0 %
Not supportive	29	7.3 %
Total	395	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q20. Should the City focus its economic development efforts on creating a downtown or developing the land near I-635 and Highway 9 (Horizons)?

Q20 How should City focus efforts?	Number	Percent
Create a downtown	136	33.9 %
Develop the land near I-635 & Hwy 9 (Horizons)	129	32.2 %
No preference	119	29.7 %
Not provided	17	4.2 %
Total	401	100.0 %

Q20. Should the City focus its economic development efforts on creating a downtown or developing the land near I-635 and Highway 9 (Horizons)? (excluding “not provided”)

Q20 How should City focus efforts?	Number	Percent
Create a downtown	136	35.4 %
Develop the land near I-635 & Hwy 9 (Horizons)	129	33.6 %
No preference	119	31.0 %
Total	384	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q21. Which of the following types of housing do you feel are best-suited for Riverside? (excluding “not provided”)

Q21 Types of housing best suited for Riverside	Number	Percent
Single Family (less than \$150,000)	182	45.4 %
Single Family (\$150,000-\$249,999)	206	51.4 %
Single Family (\$250,000 or more)	94	23.4 %
Rental Apartment/duplexes/fourplexes	105	26.2 %
Senior Housing	133	33.2 %
Other	13	3.2 %
Total	733	

Q21. Other

Q21 Other

AFFORDABLE FOR EVERYONE

AFFORDABLE HOMES

CO-OP

CODES

CONDOS & TOWNHOMES

CONDOS, HIGHER END

CONDOS, LOFTS

CONDOS/TOWNHOUSES

DONT KNOW

MIXTURE

NO MORE RENTAL HOMES

UPDATED/NEATER RENTALS

2010 Riverside, MO *DirectionFinder*® Survey Results

Q22. Please rate the City of Riverside on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following:

(N=401)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1	Not Provided 9
Q22a As a place to live	45.7%	46.7%	5.8%	0.5%	0.3%	1.0%
Q22b As a place to raise children	39.9%	37.7%	11.7%	1.7%	0.5%	8.5%
Q22c As a place to work	19.0%	18.7%	21.7%	15.0%	5.7%	20.0%
Q22d As a place where you would buy your next home	32.9%	30.2%	17.7%	4.0%	5.7%	9.5%
Q22e As a place to retire	35.9%	28.7%	14.5%	4.5%	8.0%	8.5%

Q22. Please rate the City of Riverside on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following: (excluding "not provided")

(N=401)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1
Q22a As a place to live	46.2%	47.2%	5.8%	0.5%	0.3%
Q22b As a place to raise children	43.6%	41.1%	12.8%	1.9%	0.5%
Q22c As a place to work	23.7%	23.4%	27.1%	18.7%	7.2%
Q22d As a place where you would buy your next home	36.4%	33.3%	19.6%	4.4%	6.3%
Q22e As a place to retire	39.2%	31.3%	15.8%	4.9%	8.7%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q23. Several reasons for deciding where to live are listed below. On a scale of "1" to "4" where "4" is "Very Important" and "1" is "Unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in Riverside. (excluding "not provided")

(N=401)

	Very Important 4	Somewhat Important 3	Not sure 2	Unimportant 1
Q23a Sense of community	50.3%	32.9%	8.4%	8.4%
Q23b Quality of public schools	66.7%	11.1%	7.2%	15.0%
Q23c Employment opportunities in Riverside	21.6%	30.1%	18.3%	30.1%
Q23d Types of housing	57.8%	29.5%	6.1%	6.6%
Q23e Affordability of housing	61.6%	27.0%	5.3%	6.1%
Q23f Access to quality shopping	39.7%	35.4%	9.1%	15.7%
Q23g Affordable shopping/merchandise	39.4%	35.8%	9.2%	15.6%
Q23h Family and friends are nearby	42.2%	31.5%	9.2%	17.1%
Q23i Proximity to Kansas City	53.1%	31.1%	5.4%	10.5%
Q23j Proximity to Jobs/Employment	56.3%	26.6%	6.4%	10.7%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q23. Are your needs being met in Riverside?

(N=401)

	Yes A	No B
Q23a-Sense of community	90.3%	9.7%
Q23b-Quality of public schools	92.3%	7.7%
Q23c-Employment opportunities in Riverside	53.1%	46.9%
Q23d-Types of housing	87.4%	12.6%
Q23e-Affordability of housing	89.7%	10.3%
Q23f-Access to quality shopping	57.2%	42.8%
Q23g-Affordable shopping/merchandise	61.2%	38.8%
Q23h-Family and friends are nearby	86.3%	13.7%
Q23i-Proximity to Kansas City	95.5%	4.5%
Q23j-Proximity to Jobs/Employment	85.5%	14.5%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q24. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

<u>Q24 Most Impact</u>	<u>Number</u>	<u>Percent</u>
Sense of community	73	18.2 %
Quality of public schools	46	11.5 %
Employment opportunities in Riverside	13	3.2 %
Types of housing	39	9.7 %
Affordability of housing	56	14.0 %
Access to quality shopping	12	3.0 %
Affordable shopping/merchandise	8	2.0 %
Family and friends are nearby	33	8.2 %
Proximity to Kansas City	21	5.2 %
Proximity to Jobs/Employment	37	9.2 %
<u>None chosen</u>	<u>63</u>	<u>15.7 %</u>
Total	401	100.0 %

Q24. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

<u>Q24 Second Most Impact</u>	<u>Number</u>	<u>Percent</u>
Sense of community	27	6.7 %
Quality of public schools	38	9.5 %
Employment opportunities in Riverside	17	4.2 %
Types of housing	22	5.5 %
Affordability of housing	62	15.5 %
Access to quality shopping	25	6.2 %
Affordable shopping/merchandise	17	4.2 %
Family and friends are nearby	34	8.5 %
Proximity to Kansas City	42	10.5 %
Proximity to Jobs/Employment	26	6.5 %
<u>None chosen</u>	<u>91</u>	<u>22.7 %</u>
Total	401	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q24. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

<u>Q24 Third Most Impact</u>	<u>Number</u>	<u>Percent</u>
Sense of community	39	9.7 %
Quality of public schools	17	4.2 %
Employment opportunities in Riverside	13	3.2 %
Types of housing	21	5.2 %
Affordability of housing	32	8.0 %
Access to quality shopping	27	6.7 %
Affordable shopping/merchandise	20	5.0 %
Family and friends are nearby	30	7.5 %
Proximity to Kansas City	48	12.0 %
Proximity to Jobs/Employment	33	8.2 %
None chosen	121	30.2 %
Total	401	100.0 %

Q24. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years? (Top 3)

<u>Q24 Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Sense of community	139	34.7 %
Quality of public schools	101	25.2 %
Employment opportunities in Riverside	43	10.7 %
Types of housing	82	20.4 %
Affordability of housing	150	37.4 %
Access to quality shopping	64	16.0 %
Affordable shopping/merchandise	45	11.2 %
Family and friends are nearby	97	24.2 %
Proximity to Kansas City	111	27.7 %
Proximity to Jobs/Employment	96	23.9 %
None chosen	63	15.7 %
Total	991	

2010 Riverside, MO *DirectionFinder*® Survey Results

Q25. Do you have access to the Internet at home?

<u>Q25 Have Internet access at home?</u>	<u>Number</u>	<u>Percent</u>
Yes	303	75.6 %
No	94	23.4 %
Not provided	4	1.0 %
Total	401	100.0 %

Q25. Do you have access to the Internet at home? (excluding “not provided”)

<u>Q25 Have Internet access at home?</u>	<u>Number</u>	<u>Percent</u>
Yes	303	76.3 %
No	94	23.7 %
Total	397	100.0 %

Q25a. How likely would you be to pay for City Services over the Internet?

<u>Q26 How likely to pay over Internet?</u>	<u>Number</u>	<u>Percent</u>
Very likely	105	34.7 %
Somewhat likely	56	18.5 %
Not likely	97	32.0 %
Not provided	45	14.9 %
Total	303	100.0 %

Q25a. How likely would you be to pay for City Services over the Internet? (excluding “not provided”)

<u>Q26 How likely to pay over Internet?</u>	<u>Number</u>	<u>Percent</u>
Very likely	105	40.7 %
Somewhat likely	56	21.7 %
Not likely	97	37.6 %
Total	258	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q26. Approximately how many years have you lived in the City of Riverside?

Q26 Number of years lived in Riverside	Number	Percent
Five years or less	122	30.4 %
6-10 years	41	10.2 %
11-15 years	48	12.0 %
16-20 years	34	8.5 %
21-30 years	43	10.7 %
31-40 years	25	6.2 %
41-50 years	23	5.7 %
More than 50 years	13	3.2 %
Not provided	52	13.0 %
Total	401	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q27. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements.

(N=401)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1	Not Provided 9
Q27a In general, my neighborhood needs to be improved	7.5%	21.4%	28.9%	26.2%	11.7%	4.2%
Q27b Some housing in my neighborhood needs to be better maintained	15.7%	23.4%	23.2%	19.7%	12.2%	5.7%
Q27c I am optimistic about the future of my neighborhood	30.4%	39.2%	16.2%	4.2%	2.2%	7.7%
Q27d I expect the value of my home to go up during the next five years	20.2%	30.7%	17.5%	5.7%	1.2%	24.7%
Q27e The school district is a benefit to my neighborhood	49.6%	25.9%	6.5%	2.0%	3.0%	13.0%
Q27f My neighborhood is safe	40.1%	41.4%	11.0%	2.2%	1.0%	4.2%
Q27g I am concerned about existing drug problems in my neighborhood	7.5%	13.2%	18.5%	22.7%	25.7%	12.5%
Q27h Rental properties in my neighborhood are well maintained	16.5%	27.9%	25.2%	10.2%	3.2%	17.0%
Q27i In general, residents in my neighborhood have respect for one another	35.4%	40.6%	12.0%	4.5%	2.2%	5.2%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q27. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements. (excluding "not provided")

(N=401)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Q27a In general, my neighborhood needs to be improved	7.8%	22.4%	30.2%	27.3%	12.2%
Q27b Some housing in my neighborhood needs to be better maintained	16.7%	24.9%	24.6%	20.9%	13.0%
Q27c I am optimistic about the future of my neighborhood	33.0%	42.4%	17.6%	4.6%	2.4%
Q27d I expect the value of my home to go up during the next five years	26.8%	40.7%	23.2%	7.6%	1.7%
Q27e The school district is a benefit to my neighborhood	57.0%	29.8%	7.4%	2.3%	3.4%
Q27f My neighborhood is safe	41.9%	43.2%	11.5%	2.3%	1.0%
Q27g I am concerned about existing drug problems in my neighborhood	8.5%	15.1%	21.1%	25.9%	29.3%
Q27h Rental properties in my neighborhood are well maintained	19.8%	33.6%	30.3%	12.3%	3.9%
Q27i In general, residents in my neighborhood have respect for one another	37.4%	42.9%	12.6%	4.7%	2.4%

2010 Riverside, MO *DirectionFinder*® Survey Results

Q28. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

Q28 Most Impact	Number	Percent
In general, my neighborhood needs to be improved	18	4.5 %
Some housing in my neighborhood needs to be better maintained	20	5.0 %
I am optimistic about the future of my neighborhood	37	9.2 %
I expect the value of my home to go up during the next five years	25	6.2 %
The school district is a benefit to my neighborhood	44	11.0 %
My neighborhood is safe	84	20.9 %
I am concerned about existing drug problems in my neighborhood	19	4.7 %
Rental properties in my neighborhood are well maintained	26	6.5 %
In general, residents in my neighborhood have respect for one another	40	10.0 %
None Chosen	88	21.9 %
Total	401	100.0 %

Q28. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

Q28 Second Most Impact	Number	Percent
In general, my neighborhood needs to be improved	17	4.2 %
Some housing in my neighborhood needs to be better maintained	18	4.5 %
I am optimistic about the future of my neighborhood	38	9.5 %
I expect the value of my home to go up during the next five years	31	7.7 %
The school district is a benefit to my neighborhood	39	9.7 %
My neighborhood is safe	60	15.0 %
I am concerned about existing drug problems in my neighborhood	13	3.2 %
Rental properties in my neighborhood are well maintained	34	8.5 %
In general, residents in my neighborhood have respect for one another	40	10.0 %
None Chosen	111	27.7 %
Total	401	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q28. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

Q28 Third Most Impact	Number	Percent
In general, my neighborhood needs to be improved	16	4.0 %
Some housing in my neighborhood needs to be better maintained	12	3.0 %
I am optimistic about the future of my neighborhood	37	9.2 %
I expect the value of my home to go up during the next five years	29	7.2 %
The school district is a benefit to my neighborhood	24	6.0 %
My neighborhood is safe	47	11.7 %
I am concerned about existing drug problems in my neighborhood	15	3.7 %
Rental properties in my neighborhood are well maintained	23	5.7 %
In general, residents in my neighborhood have respect for one another	60	15.0 %
None Chosen	138	34.4 %
Total	401	100.0 %

Q28. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

Q28 Sum of top three choices	Number	Percent
In general, my neighborhood needs to be improved	51	12.7 %
Some housing in my neighborhood needs to be better maintained	50	12.5 %
I am optimistic about the future of my neighborhood	112	27.9 %
I expect the value of my home to go up during the next five years	85	21.2 %
The school district is a benefit to my neighborhood	107	26.7 %
My neighborhood is safe	191	47.6 %
I am concerned about existing drug problems in my neighborhood	47	11.7 %
Rental properties in my neighborhood are well maintained	83	20.7 %
In general, residents in my neighborhood have respect for one another	140	34.9 %
None Chosen	88	21.9 %
Total	954	

Q29 WHAT DO YOU LIKE BEST ABOUT RIVERSIDE?

- Location, Location, Location
- Housing is pretty affordable
- Location
- It's location & positive growth
- Feeling of community
- Location in KC
- Nothing
- Safe, nice neighborhoods and proximity to family in KC.
- The new things that are happening
- Proximity to KC, small town feel, Low taxes
- I like the friendliness of the people and most people don't know we are here.
- Location, Location, Location
- Proximity to area activities
- It feels like a small town.
- Small town, direction of leaders is positive.
- Recreational
- Not too big
- Riverside is a great place to call "Home"
- Proximity to KC Metro downtown and Park Hill, SD
- Close to airport, KC and interstates
- Location, Location, Location
- Street maintenance
- Small town, very visionary and proactive, strong schools
- Location
- Small town
- The improvements that have been made
- Location
- Small - Homeland, Know lots of people, police and fire
- Feel safe, City service-trash, snow, street maintenance excellent
- Proximity to family/work, many benefits - YMCA, recycling, community center classes
- Location and sense of community
- Safe, nice neighborhoods and proximity to family in KC.
- Growth and development
- Quiet
- Small community living
- Close to everything
- Small town atmosphere, accessibility, feeling of safeness
- The long needed improvements
- Peaceful, neighborhood and neighbors

2010 Riverside, MO *DirectionFinder*® Survey Results

- Beautification projects
- No tax and free trash removal
- Neighborhood safety
- Close to rest of the Metro. Small community
- Responsiveness of government
- RedX
- No property taxes-SO STOP SPENDING!!!
- We love all of the capitol improvements that have been made.
- No city real estate taxes-close to everything.
- Location, appearance.
- The size, friendly, location, safety.
- Location.
- The City's new look and improvements.
- The community and school district.
- Proximity to work, expanding trail network and parks, fountains, close to highways.
- Close to airports, shopping centers, schools, and Kansas.
- Safety.
- Small community-I love small towns.
- City services.
- Easy access to highways.
- It is close to Kansas City, but not too close.
- Sense of community, centrally located, school district is great, continually making improvements and growth.
- Lack of earnings or property tax.
- Vast improvements.
- Small town feel.
- It is a safe and friendly place to live.
- I feel safe.
- New sidewalks and parks.
- Nice and quiet, at times peaceful.
- The appearance of how well it's kept up.
- Snow removal.
- Proximity to Kansas City, government involvement, nice waterfall with Briarcliff.
- Location
- It costs nothing to live here and it's a great place to live.
- Close to work.
- Location.
- Everything within walking distance.
- Quiet.
- All the new changes (fountains, waterfalls, clock).

2010 Riverside, MO *DirectionFinder*® Survey Results

- Ease of freeway use, school district, city programs and events, new improvements.
- Convenient to major highways and excellent city services.
- The safety the police provide for my handicap son.
- Walking trails.
- Close to job in a safe neighborhood.
- Small community, safe, resident parks, school district.
- Distance to Kansas City.
- Small home town feel.
- Location; close to major freeways.
- It is close to everything we need to go to.
- Affordability of housing.
- Usually it is a quiet and safe place.
- That we are a small city and friendly.
- Small town.
- Close to work, feel safe.
- New improvements, ease of access to freeways, safe place.
- Feeling of community
- Location-love my house, enjoy all the trails, the YMCA Family Membership is great. Great
- neighbors. Very impressed with snow removal.
- It's close to my work
- People.
- It's quiet and peaceful and safe.
- Small, close to clean neighborhood, friendly.
- Friendliness.
- The neighborhood I live in is very close-knit.
- Small hometown feel.
- Proximity to cities.
- All the family activities and healthy citizens initiative.
- Community Center
- Convenience.
- My house.
- Bike trails and Red X.
- Small town atmosphere and can still smoke!
- Small town feel, the edge of the City where one can even shoot fireworks.
- Small town feel with the close proximity to big city amenities, a wonderful group of neighbors, and a fantastic mayor with energy to lead and great ideas.
- Safety.
- Community feel.
- Smoke in establishments and close to most central highways.
- City initiatives.
- Proximity and access to major highways.

2010 Riverside, MO *DirectionFinder*® Survey Results

- Small town feel.
- Natural environment, low noise, accessibility.
- Small, reserved, mostly simple, still some country charm.
- Proximity to metro.
- Quiet and safe.
- Location and potential.
- Nice and quiet town.
- New buildings.
- Safety.
- Fountains.
- Quiet, easy access to highways.
- Peace.
- Easy access to major highways.
- YMCA discount, free swim lessons, great schools, great neighbors, great community programs.
- Value, great neighbors.
- Safety.
- Small community where we know one another.
- Small town feel.
- Very peaceful and easy accessibility to Kansas City and neighboring cities.
- Feels like the country.
- Close to everything
- Location.
- Proximity.
- Close to GM.
- The community togetherness.
- Proximity to Kansas City, MO.
- My neighbors and the close and small park around it.
- Small communities, quiet neighborhoods.
- Water service.
- Location, city services, and Mayor Rose!
- It's a nice community with a great school district.
- Small town.
- Small town charm.
- Proximity to Kansas City, low sales tax rates.
- Small town feel.
- People and safety.
- Public safety and discount for YMCA.
- Good neighbors and close to Kansas City without higher taxes.
- Location, snow removal, small town feel.
- The pal program.

2010 Riverside, MO *DirectionFinder*® Survey Results

- Beautiful improvements done in landscaping and healthy citizen initiative to discount gym membership.
- The improvements, respectfulness of people, police protection.
- It's quiet most of the time in our neighborhood and grocery stores, eating places, and gas station is nearby.
- Sense of community, city government is pleasing residents.
- Small, access to Kansas City, etc.
- It's a good place to call home.
- Taxes.
- Small town environment.
- Beautiful, quiet.
- Easy access now, hope that remains after Briarcliff interchange economic development.
- Sense of community, friendliness.
- Availability of dumpster at maintenance building.
- Living here.
- Community feeling.
- Location, small city feel.
- No city taxes, proximity to work and shopping.
- Snow removal and street maintenance.
- You get a small town feel, but are near lots of shopping/food and city-also safe and family-oriented.
- The trees.
- Snow removal.
- Location, no earnings tax, excellent snow removal.
- Location and school district
- I feel a closeness with my community.
- Small town feel-we are 20 minutes, at most, to all major parts of Kansas City.
- It's safe, close to the city, and quiet.
- No Kansas City tax.
- Good school district.
- Friendliness of people, schools.
- Small town feel, location, best kept secret.
- Thoughtful, far-seeing leadership from our mayor and aldermen. Affordable place to live with more amenities than any other place in the KC Metro area.
- Location.
- The closeness to major highways and services.
- How much they offer to their residents.
- We live on a very quiet road.
- Waterfalls.
- The improvements-parks trails clean up.
- Safe, quiet, improvements to infrastructure.
- Location, police safety, improving all the time.

2010 Riverside, MO *DirectionFinder*® Survey Results

- Safety.
- Small town feel. Friendly people.
- The small town feel and the proximity to all the important things.
- Small town.
- How they have improved the reputation and quality of Riverside.
- That the growth has consistently been for the good.
- Looking out for town/neighbors and the future.
- That it is small and quiet.
- Cost of living.
- Affordability.
- Small town.
- Quiet, safe.

2010 Riverside, MO *DirectionFinder*® Survey Results

Q30 WHAT DO YOU LIKE LEAST ABOUT RIVERSIDE?

- Old business district - needs improvement in appearance
- The image that it is a lower status community and that the only shopping is REDX or a ne "smoke & Liquor" store - that's no kind of community shopping that encourages families to want to live here
- Codes, always putting too much pressure on people
- Too much ongoing construction, unmaintained property and growing number of stop lights
- Needs to develop to its potential
- Post reputation
- City government
- The West Vivion road business strip
- Our old reputation
- Business needs better upkeep, need more owner occupied housing
- No business
- Inadequate water supply lines
- No upscale retail. No retail except for RedX
- Several murders, crime, youth employment opportunities
- Just two restaurants
- Greystone apartments
- Is lacking major shopping & retail
- Mobile home parks that look like a DMZ
- Trailer park, vacant buildings, ugly strip malls
- Lack of retail and restaurants. Lack of a "real" downtown
- Code enforcement should ease up on home & yard maintenance
- No market, get rid of entire shopping center near library and start over. It's an eye sore!
- Ugly businesses
- Main street
- Millions wasted on horizons
- No shopping
- Lack of dining/retail/grocery - Low income housing. Cannot shop here for anything. Thank God for the QT
- Old buildings, i.e. West Platte, Vivion, Gateway
- Lack of local shopping and entertainment
- Train horns
- Lack of retail shopping and restaurants
- School traffic
- Not enough restaurants
- The water quality
- Retail areas need much work
- Not enough affordable shopping and dining facilities
- Loud train whistle
- Several empty buildings that need improvement. Lots of run down areas and properties. Need increased police patrols morning and afternoon when children are waiting for school bus and returning from school.
- Moving toward being like other towns (too boutique-ish in plans). Be different & stay Riverside
- Bad weather

2010 Riverside, MO *DirectionFinder*® Survey Results

- Transit hours
- Clock tower is nice, but 1.3 million is CRAZY!!!
- The "Riverside Business Park" sign. Old, wood, and would love to see it GONE!
- Cars park on our streets when neighbors have driveways. Why does the community center not offer exercise classes in the evening?
- Fireworks.
- Lack of restaurant choices, lack of retail.
- Codes Department forcing things on me I CAN NOT AFFORD on my budget.
- No shopping at all.
- Poor sidewalk network, no sidewalks in winter, better integration for jogging and walking.
- Water fountains, clock tower, food, boat park.
- Need Walgreen's or larger grocery store, all the rental apartments.
- Water bill is too expensive.
- Its past reputation.
- Need more restaurants and stores.
- Not a lot to do here.
- Some buildings are vacant and look terrible, no easy access to South 29.
- Too many rental units vs. housing residential units.
- Nothing.
- Smelly Deb's Diner.
- Water and sewer rates and postal service.
- That some people do not maintain their homes.
- Speeding in my neighborhood.
- Not enough of places to eat at. Need more fast food places to eat at like McDonald's or Go Chicken Go.
- The people don't appear to be as friendly to African Americans.
- Low income housing.
- Violence, sometimes feels unsafe, shady strip mall and trailer park.
- Nothing.
- Appearance of retail sections (Gateway & Woodland)
- Construction, no place to shop.
- Fireworks sales and use in residential areas.
- Not enough stores.
- The holes in our road.
- No place to shop for clothes.
- Vacant business buildings, old business buildings.
- Cannot think of anything I do not like.
- Neighbors (or renters) who don't take care of their yards!!
- Steep hills.
- Still has not lost its prior "bad image" like smoking ban in restaurants.
- Lack of shopping options.
- Quality of homes.
- 4th of July fireworks sales and allowing residents to shoot them off.
- Limited public transportation.
- My tap water sometimes smells like sewer!! Lack of shopping too.
- Roaches in my apartment.
- That you took away a lot of people's homes five years ago. When you make a city bigger, more drugs and more crime.

2010 Riverside, MO *DirectionFinder*® Survey Results

- Feral cat program.
- Not enough restaurants
- Not enough stores.
- Not much recreational opportunities.
- Ground hogs, snakes, deer that use my yard as their restaurant!
- Lack of businesses I need at times.
- The Rex X clientele. It does not feel safe. It even feels unhealthy. The smoking is so disappointing in today's society. Not a place to shop.
- The 10 mile an hour speed limit sign by my house.
- Fireworks
- That there is crime RIGHT outside of Riverside (so, nothing).
- Lack of convenient shopping.
- Not having industry here that I can find employment with.
- Lots of empty buildings, could be fixed and filled for businesses and homes.
- Not a lot of places to shop (no pharmacy).
- Kind of run down and no pharmacy.
- Older stores need updated.
- Nothing.
- My apartment complex with balconies falling off.
- Eye sore parking lot at what was Filger Plaza.
- Abundance of low income housing (Section 8 type) and non-English speaking immigrants.
- Transient population, lower class appearance of some areas, job opportunities in my field.
- Restaurants.
- Mixed image/upkeep.
- Lack of storm shelters for apartments, road construction, and the potholes.
- Police-pulled over 27 times in the last year but no tickets; feels like harassment.
- Can't think of anything.
- Nothing.
- Crony within government. Train noise at night.
- The damn trailer park, no turn lanes on Vivian & AA.
- Restaurant choices.
- There's not much to go out and do in Riverside.
- Too many rental properties and apartments.
- At this time, nothing.
- Fireworks sale.
- Dirty street.
- Hilly roads.
- Image.
- Near the casino and hotels.
- Red X, Vivion Road businesses-blight. Let's set higher standards for building facades.
- A lot of the businesses look completely trashy-old strip malls and the Riverside Hotel-the need to be knocked down and replaced by something that looks nicer.
- Pointless construction. When Riverside does construction, they add unnecessary lights to make up for congestion. Also, need more sidewalks. When I go running they just end so I have to run in the street until they pick up again (or they are too muddy from all the construction).
- Speeding in neighborhoods.
- Dirty apartments and trashy duplex/rental homes.

2010 Riverside, MO *DirectionFinder*® Survey Results

- The appearance of the city street malls along Vivion Road and the ugly/unsafe looking mobile homes on Vivion Road. Don't like to see those unused commercial buildings, instead we need fast food chains and beautiful street malls.
- How far it is to walk to anything.
- The floods from the creek.
- Aesthetics.
- Lack of local businesses; need less automotive and more retail.
- I like soccer fields.
- Its reputation and lack of shops, restaurants, etc.
- I wish there were more help for homeowners to afford improvements. Mine is one of the "ugly" houses.
- Deer population.
- Fire Department management
- Unkempt property.
- Street curve going down High Drive toward City Hall-very dangerous on wet and icy roads.
- Old QuikTrip building-it's an eye sore-tear it down.
- Lack of restaurants, shopping, and entertainment for the whole family.
- Too many apartments and stripped away hillsides where houses didn't get built and developed because of the economy.
- Non quality businesses, residential lack of maintenance of homes.
- That the city apparently does not handle wild animals terrorizing the neighborhood anymore, e.g. raccoons, groundhogs, possums.
- Run down areas.
- Deer population, lack of quality restaurants, not my hometown.
- Property values.
- Looks of businesses on Vivion/Gateway.
- I will be glad to see road construction complete.
- Not many choices.
- No thought to codes for re-purposing closed businesses. We are trying to improve downtown area and we allow a discount liquor and cigarettes, cell phone at an entrance to a family neighborhood? 1/2 mile from Red X which already has that? Can we expect an adult video and book store or strip club at the old Quik Trip next? Disappointed.
- Crime.
- Stuff outside of houses that should be inside. Dogs-neighbors barking dogs, dogs at the parks and walking on trails.
- The fact that the city made Mast the only ambulance service.
- Vacant buildings downtown leave impression of being dead.
- Over aggressive, sometimes dangerous traffic police.
- Trash cans in the driveway.
- Only options to go out to eat aren't that healthy.
- NO bus service except every two hours, none on Sunday.
- Using Deffenbaugh for trash collection-as they are horrible at consistently picking up trash-also not being able to consistently "enforce codes"-if I have leaves in the street you'd better take a picture. We couldn't find the problem-someone in codes department needs to get a life!
- Too much rental, too many stop lights and stop signs.
- Road projects tend to drag on, even stall. Also, that trailer park on Vivion looks really awful and unsafe. Please enforce property maintenance!
- Paying someone in Olathe for this survey. It makes me think you're giving somebody a kickback.
- Some parts of town have an ugly Midwestern look. I once lived in a town with businesses that had

2010 Riverside, MO *DirectionFinder*® Survey Results

hand-painted wooden signs. The town, I believe, had an ordinance on the books. Riverside could use prettier signs.

- High real estate tax.
- Lack of fast food.
- Inconsistent code enforcement. Overspending on city services.
- Police can be a tad bit aggressive.
- Waste of funding for future 20 year and planning.
- All of the cigarette and liquor stores.
- Horrible mobile home park.
- Scandals.
- Old buildings, weeds, trash, old run down houses.
- Most expensive gasoline north of the river.
- Not much to dislike anymore.
- Lack of retail choices. I am looking forward to the development of Horizons.
- The lack of affordable shopping and other retail services.
- Lack of competitive services.
- More of the Argosy money could be used for services of the residents instead of welcome centers.
- Timing or regulation of traffic lights.
- Noise.
- Shopping.
- The way they spend Riverside money.
- No retail, snow not removed fast on side streets, bus services and price.

2010 Riverside, MO *DirectionFinder*® Survey Results

Q31. What is your age?

Q31 What is your age?	Number	Percent
Under 35	53	13.2 %
35-44	55	13.7 %
45-54	73	18.2 %
55-64	87	21.7 %
Over 65	104	25.9 %
Not provided	29	7.2 %
Total	401	100.0 %

Q32. How many persons in your household (counting yourself) are?

	Mean	Sum
Number	2.4	927
Under age 5	0.2	76
Ages 5-9	0.1	47
Ages 10-14	0.1	47
Ages 15-19	0.1	47
Ages 20-24	0.1	42
Ages 25-34	0.2	97
Ages 35-44	0.3	106
Ages 45-54	0.4	142
Ages 55-64	0.4	155
Ages 65-74	0.3	104
Ages 75+	0.2	66

2010 Riverside, MO *DirectionFinder*® Survey Results

Q33. Do you own or rent your current residence?

<u>Q33 Own or rent current residence?</u>	<u>Number</u>	<u>Percent</u>
Own	253	63.1 %
Rent	141	35.2 %
Not provided	7	1.7 %
Total	401	100.0 %

Q33. Do you own or rent your current residence? (excluding no response)

<u>Q33 Own or rent current residence?</u>	<u>Number</u>	<u>Percent</u>
Own	253	64.2 %
Rent	141	35.8 %
Total	394	100.0 %

Q34. Would you say your total household income is:

<u>Q34 Total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	123	30.7 %
\$30,000-\$59,999	101	25.2 %
\$60,000-\$99,999	79	19.7 %
\$100,000 or more	52	13.0 %
Not provided	46	11.5 %
Total	401	100.0 %

Q34. Would you say your total household income is: (excluding “not provided”)

<u>Q34 Total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	123	34.6 %
\$30,000-\$59,999	101	28.5 %
\$60,000-\$99,999	79	22.3 %
\$100,000 or more	52	14.6 %
Total	355	100.0 %

2010 Riverside, MO *DirectionFinder*® Survey Results

Q35. Your gender:

<u>Q35 Respondent gender</u>	<u>Number</u>	<u>Percent</u>
Male	172	42.9 %
Female	229	57.1 %
Total	401	100.0 %

Section 5:
Resident Survey Instrument



Dear Riverside Stakeholder:

Your City government has a vision for the future. As a government and as your Board of Aldermen, we are charged with tremendous duties and responsibilities. One of the duties is to ensure that the future of the City is always a priority and is looked upon as an opportunity for improvement. Another responsibility of the Board of Aldermen is to make certain that services provided are to a level of your satisfaction. In order for us to accomplish these two tasks, **We Need to Hear From You!**

The enclosed survey will give you the opportunity to tell us how you rate our service, as well as a chance for your input for the future of Riverside. We realize that this survey takes time out of your busy schedule to complete, but we are asking for your assistance to make us better. Please realize the importance of this.

As we ask for your help in the decision-making process, be assured that your responses will remain confidential. If you have any questions about the survey, contact us at (816) 741-3993. We appreciate the time that you spend on this and look forward to using the information that you have provided to improve the City and the way that we serve you.

Thank you for helping to make Riverside a better community.

Sincerely,

Mayor Kathy Rose

A handwritten signature in cursive script that reads "Kathy Rose".

Alderman Brad Cope

A handwritten signature in cursive script that reads "Brad Cope".

Alderman Ron Super

A handwritten signature in cursive script that reads "Ron Super".

Alderman Aaron Thatcher

A handwritten signature in cursive script that reads "Aaron Thatcher".

Alderman Mike Fuller

A handwritten signature in cursive script that reads "Mike Fuller".

Alderman David Hurt

A handwritten signature in cursive script that reads "David Hurt".

Alderman Bernie Bruns

A handwritten signature in cursive script that reads "Bernie Bruns".

2010 City of Riverside Citizen Survey

Thank you for taking the time to complete this important survey. City leaders will use your input to help set community priorities so that the City's dollars are spent wisely. When you are finished, please return your completed survey in the postage-paid envelope provided.

1. Please rate your overall satisfaction with each of the following services provided by the City of Riverside or other agencies. Please rate each item on a scale of 1 to 5 where "5" means "Very Satisfied" and "1" means "Very Dissatisfied."

<i>City Services</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall quality of police services	5	4	3	2	1	9
B. Overall quality of fire services	5	4	3	2	1	9
C. Overall quality of ambulance services	5	4	3	2	1	9
D. Overall quality of city parks and recreation programs and facilities	5	4	3	2	1	9
E. Overall maintenance of city streets, buildings and facilities	5	4	3	2	1	9
F. Overall quality of water/sewer utilities	5	4	3	2	1	9
G. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
H. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
I. Overall effectiveness of city communication with the public	5	4	3	2	1	9
J. Overall effectiveness of community Planning and development	5	4	3	2	1	9
K. Overall quality of the city's storm water runoff/stormwater management system	5	4	3	2	1	9
L. Overall flow of traffic and congestion management in Riverside	5	4	3	2	1	9

2. Which **THREE** of these items do you think should receive the most emphasis from City leaders over the next **TWO** years? [Use the letters from the list in Question 1 above].

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

3. Some items that may influence your perception of the City of Riverside are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

<i>How would you rate The City of Riverside:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall image of the City	5	4	3	2	1	9
B. Overall value that you receive for your tax dollars and fees	5	4	3	2	1	9
C. How well the City is managing and planning growth and development	5	4	3	2	1	9
D. Overall quality of life in the City	5	4	3	2	1	9
E. Overall appearance of the City	5	4	3	2	1	9
F. Overall feeling of safety in the City	5	4	3	2	1	9

4. 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 Riverside:

<i>Public Safety</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. The visibility of police in neighborhoods	5	4	3	2	1	9
B. The visibility of police in retail areas	5	4	3	2	1	9
C. The City’s overall efforts to prevent crime	5	4	3	2	1	9
D. Enforcement of local traffic laws	5	4	3	2	1	9
E. How quickly City police department personnel respond to emergencies	5	4	3	2	1	9
F. How quickly City fire department personnel respond to emergencies	5	4	3	2	1	9
G. How quickly ambulance service personnel respond to emergencies	5	4	3	2	1	9
H. Quality of emergency management (i.e. elderly heat check, siren re-location, severe weather education)	5	4	3	2	1	9
I. Quality of animal control	5	4	3	2	1	9

5. Which **THREE** of these public safety services do you think should receive the most emphasis from City leaders over the next **TWO** years? [Use the letters from the list in Question 4 above].

1st.____ 2nd.____ 3rd.____

6. Using a scale of 1 to 5 where “5” is “Very Satisfied” and “1” is “Very Dissatisfied,” please indicate how satisfied you are with the following aspects of CITY MAINTENANCE.

<i>City Maintenance</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Maintenance of major City streets	5	4	3	2	1	9
B. Maintenance of streets in your neighborhood	5	4	3	2	1	9
C. Maintenance of sidewalks in the City	5	4	3	2	1	9
D. Maintenance of street signs/traffic signals	5	4	3	2	1	9
E. Maintenance and preservation of downtown Riverside	5	4	3	2	1	9
F. Maintenance of City buildings	5	4	3	2	1	9
G. Snow removal on major City streets	5	4	3	2	1	9
H. Snow removal on neighborhood streets	5	4	3	2	1	9
I. Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
J. Maintenance of stormwater drainage system	5	4	3	2	1	9
K. Maintenance of the City’s water and wastewater systems	5	4	3	2	1	9

7. Which **THREE** of these maintenance services do you think should receive the most emphasis from City leaders over the next **TWO** years? [Use the letters from the list in Question 6 above].

1st.____ 2nd.____ 3rd.____

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

<i>City Communication</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in local decision making	5	4	3	2	1	9
D.	The overall user-friendliness of the City’s web page (www.riversidemo.com)	5	4	3	2	1	9
E.	The content of the City’s newsletter	5	4	3	2	1	9
F.	Information provided through the City’s social media sites (Blog, Facebook, Twitter, etc.)	5	4	3	2	1	9

9. Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with PARKS AND RECREATION issues.

<i>Parks and Recreation</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of City parks & park equipment	5	4	3	2	1	9
B.	Number of walking and biking trails	5	4	3	2	1	9
C.	The number of City parks	5	4	3	2	1	9
D.	Number of outdoor athletic fields	5	4	3	2	1	9
E.	City Swimming Pool	5	4	3	2	1	9
F.	The City’s youth athletic programs	5	4	3	2	1	9
G.	The City’s adult athletic programs	5	4	3	2	1	9
H.	Ease of registering for programs	5	4	3	2	1	9
I.	Fees that are charged for recreation programs	5	4	3	2	1	9
J.	Programs for seniors	5	4	3	2	1	9

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

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

11. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following aspects of WATER, SEWER, & TRASH UTILITIES provided by the City:

<i>Water, Sewer & Trash</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The clarity and taste of the tap water in your home	5	4	3	2	1	9
B.	Water pressure in your home	5	4	3	2	1	9
C.	Drainage of rain water off City streets	5	4	3	2	1	9
D.	Adequacy of the City's waste water collection system	5	4	3	2	1	9
E.	Overall value of trash service	5	4	3	2	1	9
F.	Overall satisfaction with recycling services	5	4	3	2	1	9
G.	What you are charged for water, sewer and trash services	5	4	3	2	1	9

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

<i>Codes and Ordinances</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Enforcing the clean up of litter and debris	5	4	3	2	1	9
B. Enforcing the mowing and trimming of weeds on private property	5	4	3	2	1	9
C. Enforcing the maintenance of residential property in your neighborhood	5	4	3	2	1	9
D. Enforcing the maintenance of business property	5	4	3	2	1	9
E. Enforcing sign regulations	5	4	3	2	1	9

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

_____ 1st _____ 2nd _____ 3rd

Customer Service

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

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

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

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

<i>Customer Service</i>	<i>Always</i>	<i>Usually</i>	<i>Sometimes</i>	<i>Seldom</i>	<i>Never</i>	<i>Don't Know</i>
B. They were easy to contact	5	4	3	2	1	9
C. They were courteous and polite	5	4	3	2	1	9
D. They gave prompt, accurate, & complete answers to questions	5	4	3	2	1	9
E. They did what they said they would do in a timely manner	5	4	3	2	1	9
F. They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

OTHER ISSUES

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

<i>Recent Initiatives</i>	<i>Very satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very dissatisfied</i>	<i>Don't Know</i>
A. Cliffview Bridge Improvements	5	4	3	2	1	9
B. Vivion Road West Improvements	5	4	3	2	1	9
C. Welcome Plaza	5	4	3	2	1	9
D. Argosy Casino Parkway	5	4	3	2	1	9
E. The Healthy Citizens Initiative that provides reduced costs for members to area community centers and free swim lessons.	5	4	3	2	1	9

16. How often do you or members of your household shop for these goods and services **IN RIVERSIDE**? (Circle the corresponding number) If your response is “seldom” or “never”, please indicate why you go elsewhere for these items.

<i>Economic Development</i>	<i>Always</i>	<i>Sometimes</i>	<i>Seldom</i>	<i>Never</i>	<i>If you answered “seldom” or “never”, why do you go elsewhere for these goods and services?</i>		
					<i>Better Selection elsewhere</i>	<i>Cheaper elsewhere</i>	<i>Other reasons</i>
A. Groceries	4	3	2	1	A	B	C
B. Pharmacy items	4	3	2	1	A	B	C
C. Clothing	4	3	2	1	A	B	C
D. Hardware and building supplies	4	3	2	1	A	B	C
E. Plants and gardening supplies	4	3	2	1	A	B	C
F. Major appliances	4	3	2	1	A	B	C
G. Other home electronics	4	3	2	1	A	B	C
H. Books, CD’s, DVD’s	4	3	2	1	A	B	C
I. Doctor or Dentist	4	3	2	1	A	B	C
J. Gasoline	4	3	2	1	A	B	C
K. Hair care	4	3	2	1	A	B	C
L. Automobile parts or services	4	3	2	1	A	B	C
M. Dry cleaning	4	3	2	1	A	B	C
N. Furniture	4	3	2	1	A	B	C
O. Restaurants (not fast food)	4	3	2	1	A	B	C
P. Sporting Goods	4	3	2	1	A	B	C
Q. Office supplies	4	3	2	1	A	B	C
R. Other	4	3	2	1	A	B	C

17. For each of the following statements, please indicate your level of agreement, using a scale of 1 to 5 where 5 is “Strongly Agree” and 1 is “Strongly Disagree”.

<i>Economic Development in Riverside</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
A. Riverside should attract more large retail stores	5	4	3	2	1	9
B. Riverside needs more industrial development	5	4	3	2	1	9
C. Riverside needs more higher paying, value added employment opportunities	5	4	3	2	1	9
D. Riverside should encourage the development of office centers	5	4	3	2	1	9
E. New and revitalized commercial areas should have higher quality design & appearance than existing commercial areas	5	4	3	2	1	9
F. Riverside needs more dining options	5	4	3	2	1	9
G. Riverside needs more hotels	5	4	3	2	1	9
H. Riverside should be pro-active at preserving water quality in lakes/streams/rivers	5	4	3	2	1	9
I. I want to be able to <u>live</u> and <u>work</u> in Riverside	5	4	3	2	1	9

18. In general, how do you think the City’s efforts to promote economic development in the community should change over the next five years?

- ☐ (1) Should be much greater
 ☐ (4) Should be reduced
- ☐ (2) Should be somewhat greater
 ☐ (9) Don’t know
- ☐ (3) Stay about the same

19. In general, how supportive are you of having the city use incentives to attract new businesses or expand existing business in Riverside?

- ☐ (1) Very supportive
 ☐ (3) Not sure
- ☐ (2) Somewhat supportive
 ☐ (4) Not supportive

20. Should the City focus its economic development efforts on creating a downtown or developing the land near I-635 and Highway 9 (Horizons)? (Please check one only)

- ☐ (1) Create a downtown
 ☐ (2) Develop the land near I-635 and Highway 9 (Horizons)
 ☐ (3) No preference

21. Which of the following types of housing do you feel are best-suited for Riverside? (check all that apply)

- ☐ (1) Single Family (less than \$150,000)
 ☐ (4) Rental Apartment/duplexes/fourplexes
- ☐ (2) Single Family (\$150,000 - \$250,000)
 ☐ (5) Senior Housing
- ☐ (3) Single Family (\$250,000 plus)
 ☐ (6) Other: _____

22. Please rate the City of Riverside on a scale of 1 to 5 where 5 means “Excellent” and 1 means “Poor” with regard to each of the following:

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

23. Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "very important" and "1" is "unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in Riverside. (Please circle your answers)

The Reasons for Choosing a Community to Live in						Are your needs being met in Riverside?	
						Yes	No
A.	Sense of community	4	3	2	1	A	B
B.	Quality of public schools	4	3	2	1	A	B
C.	Employment opportunities in Riverside	4	3	2	1	A	B
D.	Types of housing	4	3	2	1	A	B
E.	Affordability of housing	4	3	2	1	A	B
F.	Access to quality shopping	4	3	2	1	A	B
G.	Affordable shopping/merchandise	4	3	2	1	A	B
H.	Family and friends are nearby	4	3	2	1	A	B
I.	Proximity to Kansas City	4	3	2	1	A	B
J.	Proximity to Jobs/Employment	4	3	2	1	A	B

24. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years? [write the letters for your top 3 choices below using the letters from the list of reasons in Q23 above]

1st

2nd

3rd

25. Do you have access to the Internet at home?

- ☐ (1) Yes [go to Q 25a]
 ☐ (2) No [skip to Q26]

25a. [If Yes] How likely would you be to pay for City Services over the Internet?

- ☐ (1) Very likely
 ☐ (3) Not likely
- ☐ (2) Somewhat likely
 ☐ (9) Don’t know

26. Approximately how many years have you lived in the City of Riverside? _____ years

27. Using a 5-point scale, where 5 means “Strongly Agree” and 1 means “Strongly Disagree,” please rate your level of agreement with each of the following statements. (Circle the corresponding number)

<i>Residential Issues in Riverside</i>		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
A.	In general, my neighborhood needs to be improved	5	4	3	2	1	9
B.	Some housing in my neighborhood needs to be better maintained	5	4	3	2	1	9
C.	I am optimistic about the future of my neighborhood	5	4	3	2	1	9
D.	I expect the value of my home to go up during the next five years	5	4	3	2	1	9
E.	The school district is a benefit to my neighborhood	5	4	3	2	1	9
F.	My neighborhood is safe	5	4	3	2	1	9
G.	I am concerned about existing drug problems in my neighborhood.	5	4	3	2	1	9
H.	Rental properties in my neighborhood are well maintained	5	4	3	2	1	9
I.	In general, residents in my neighborhood have respect for one another	5	4	3	2	1	9

28. Which **THREE** of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years? [Write the letters for your top 3 choices below using the letters from the list in Q27 above]

_____ 1st _____ 2nd _____ 3rd

29. What do you like **BEST** about Riverside?

30. What do you like **LEAST** about Riverside?

31. What is your age? _____

32. How many persons in your household (counting yourself) are?

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

33. Do you own or rent your current residence?

_____ (1) Own _____ (2) Rent

34. Would you say your total household income is:

_____ (1) Under \$30,000	_____ (3) \$60,000 to \$99,999
_____ (2) \$30,000 to \$59,999	_____ (4) \$100,000 or more

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

THANK YOU.

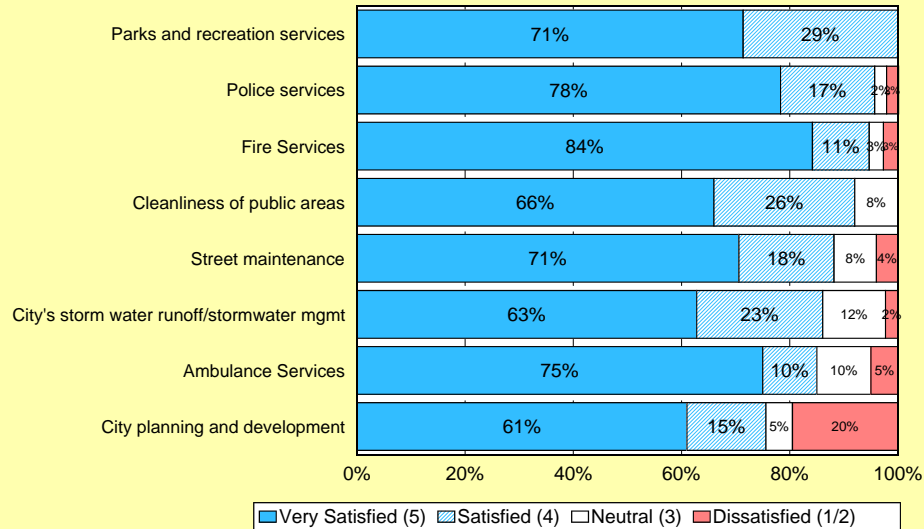
*This concludes the survey; please return your survey in the postage-paid envelope provided addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.*

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

Section 6:
Business Charts and Graphs

Q1. Overall Satisfaction With City Services Based on How the Services Affect Your Business

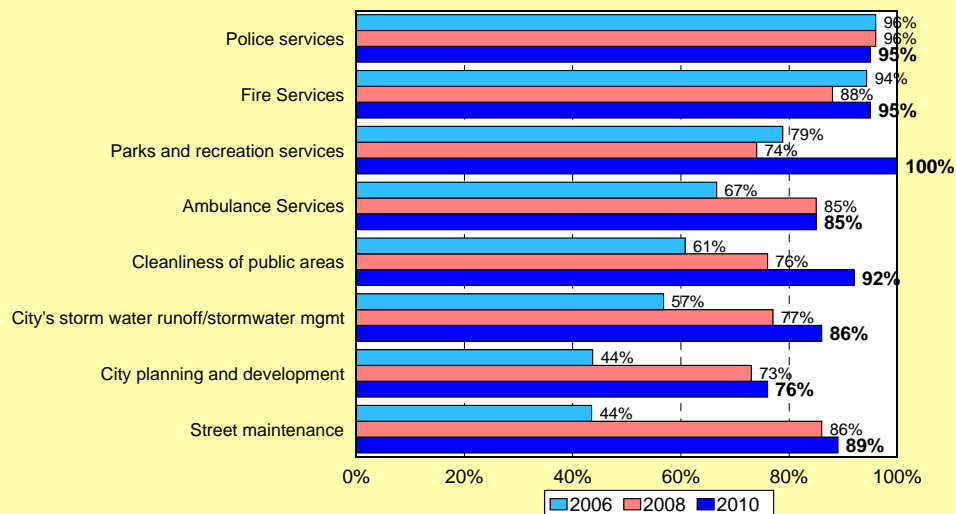
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q1. Overall Satisfaction With City Services Based on How the Services Affect Your Business Trends: 2006, 2008, 2010

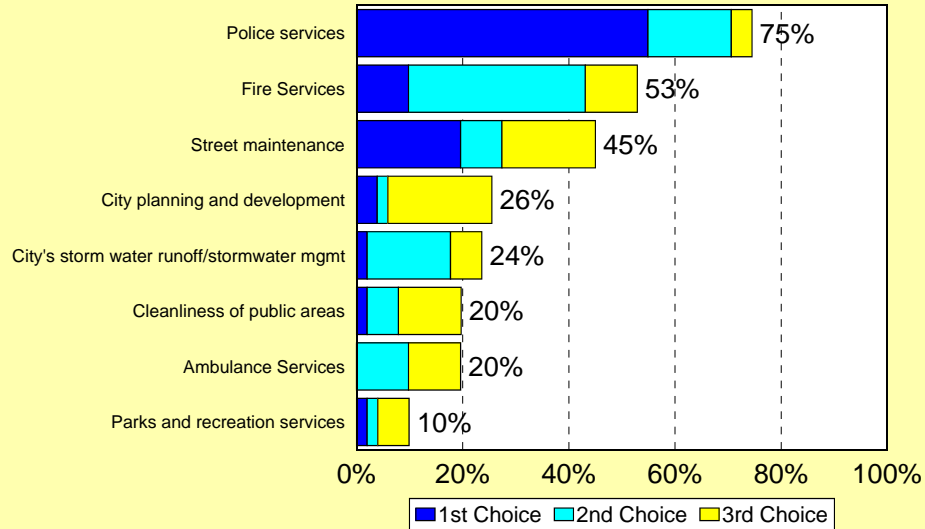
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q2. City Services That Are the Most Important to Your Business

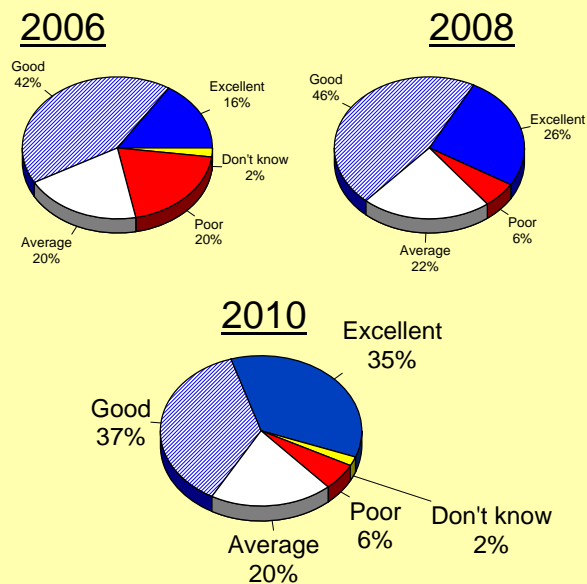
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q3. How would you rate the physical appearance of the area where your business is located?

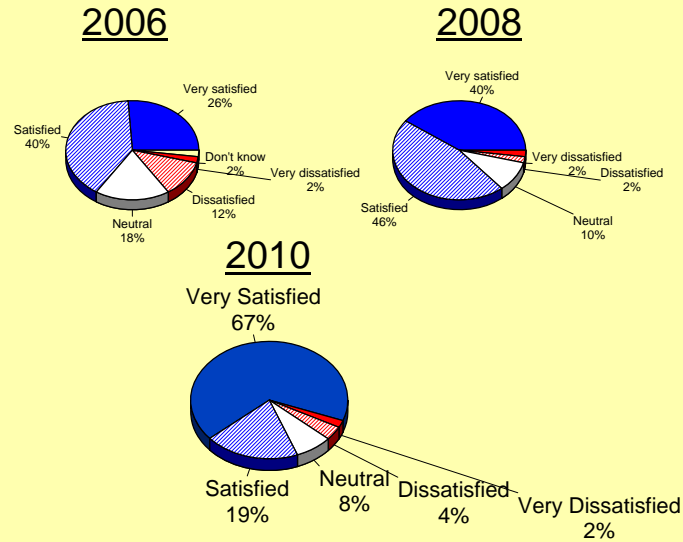
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q4. How satisfied are you with the City's efforts to improve the physical appearance of the City?

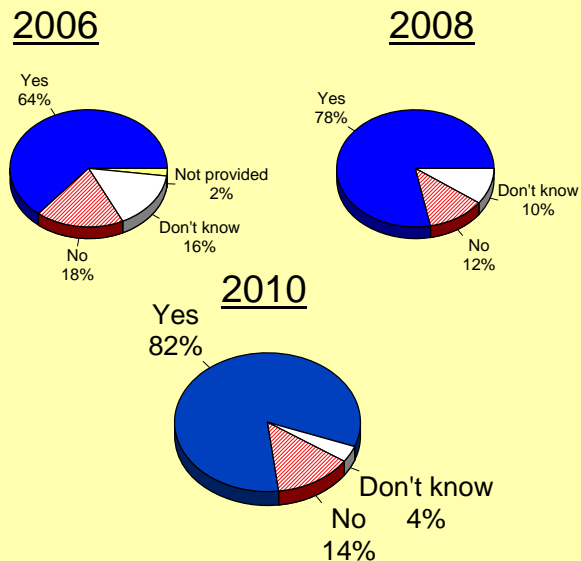
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q5. Do you think the City of Riverside is a "Business Friendly" community?

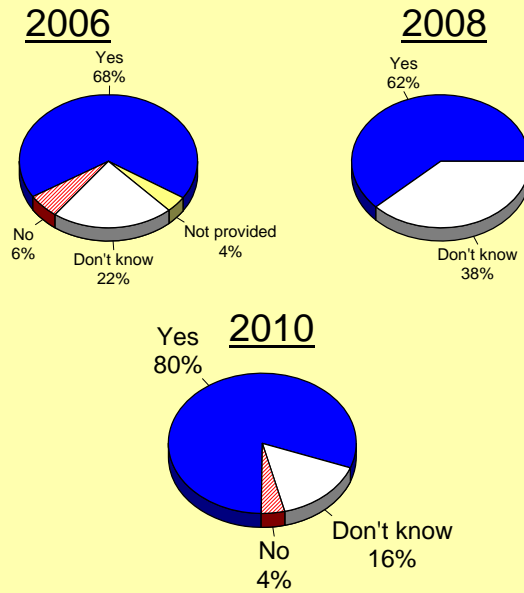
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q6. Do you think the tax structure for the City of Riverside is fair?

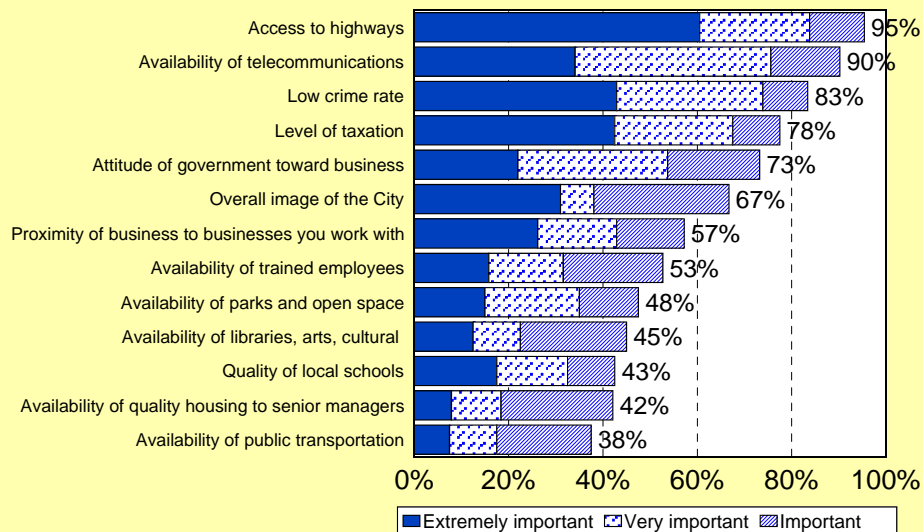
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q7. Importance of Various Reasons to Your Decision to Locate Your Business in Riverside

by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding none chosen)



3%

4%

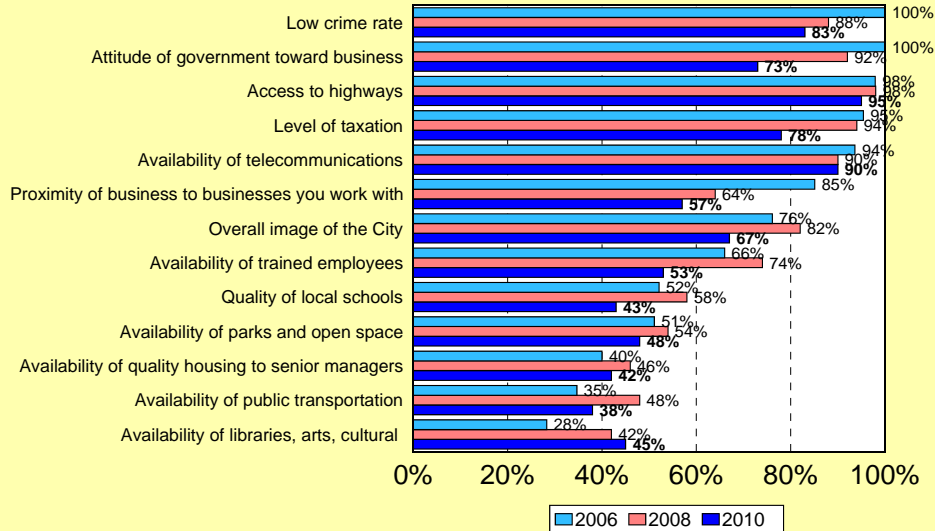
42%

Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q7. Importance of Various Reasons to Your Decision to Locate Your Business in Riverside

Trend: 2006, 2008

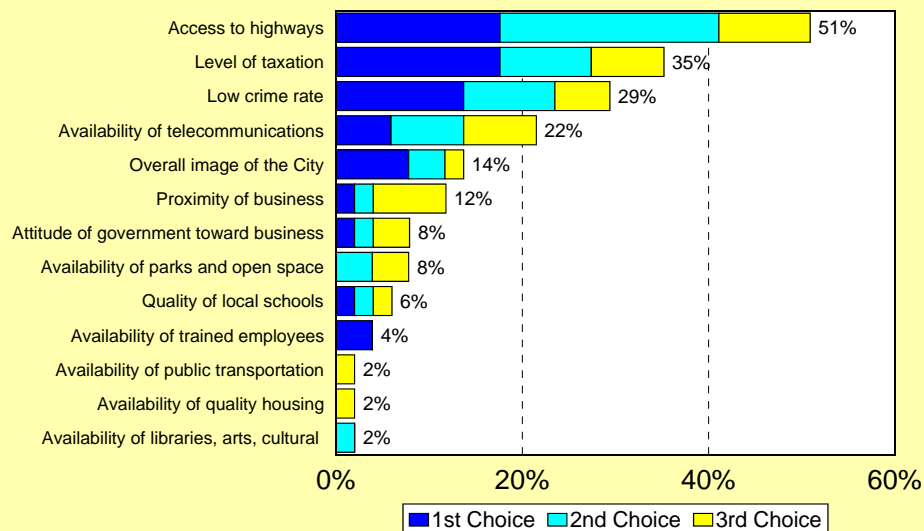
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q8. Reasons that Will Have the Most Impact on Your Decision to Stay in the City of Riverside for the Next 10 Years

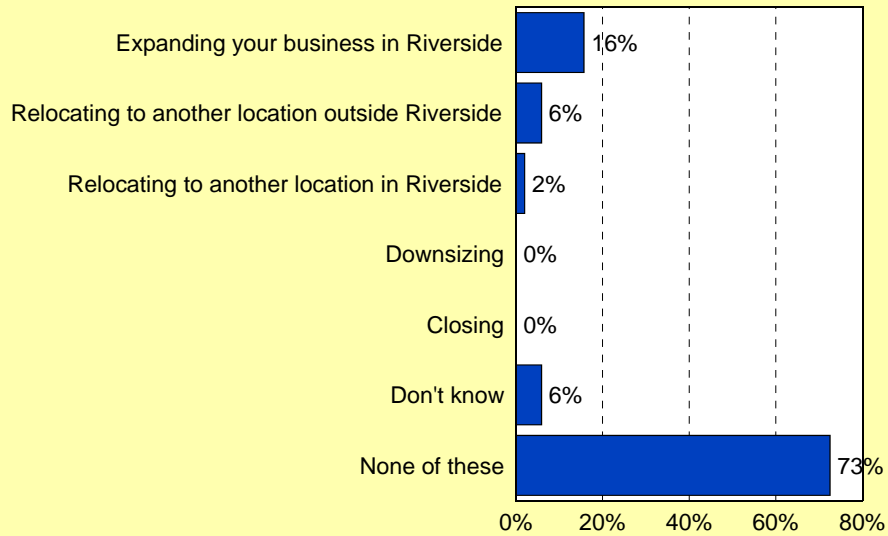
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q9. In the next 12 months, is your business considering any of the following?

by percentage of business respondents

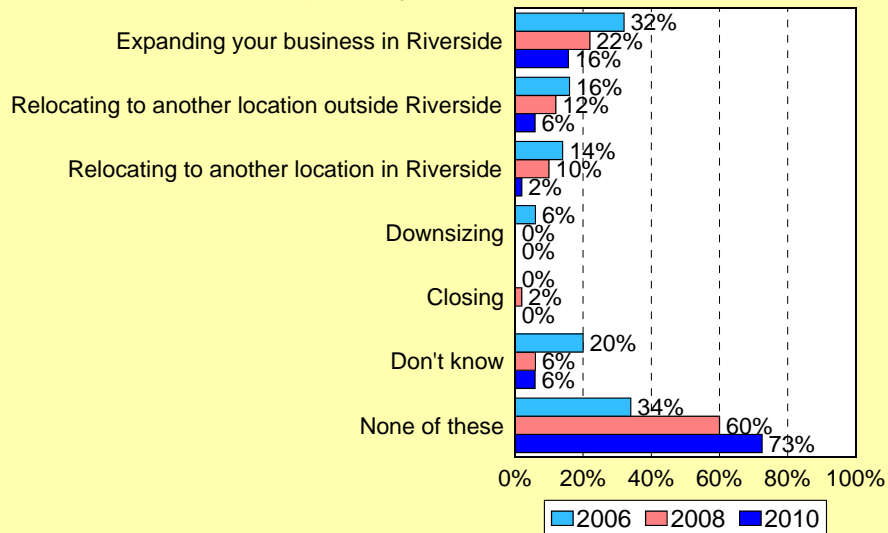


Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q9. In the next 12 months, is your business considering any of the following?

Trend: 2006, 2008, 2010

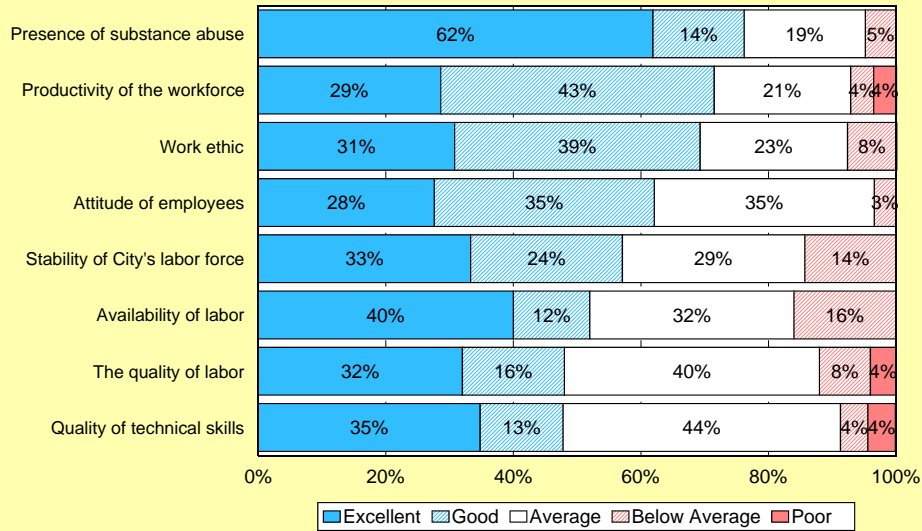
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q10. How You Rate the Labor Pool in the City of Riverside

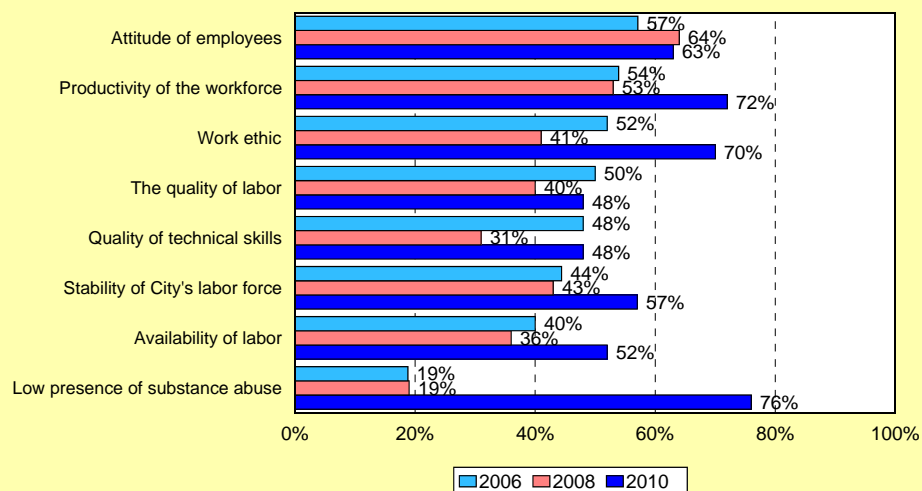
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q10. How You Rate the Labor Pool in the City of Riverside Trend: 2006, 2008, 2010

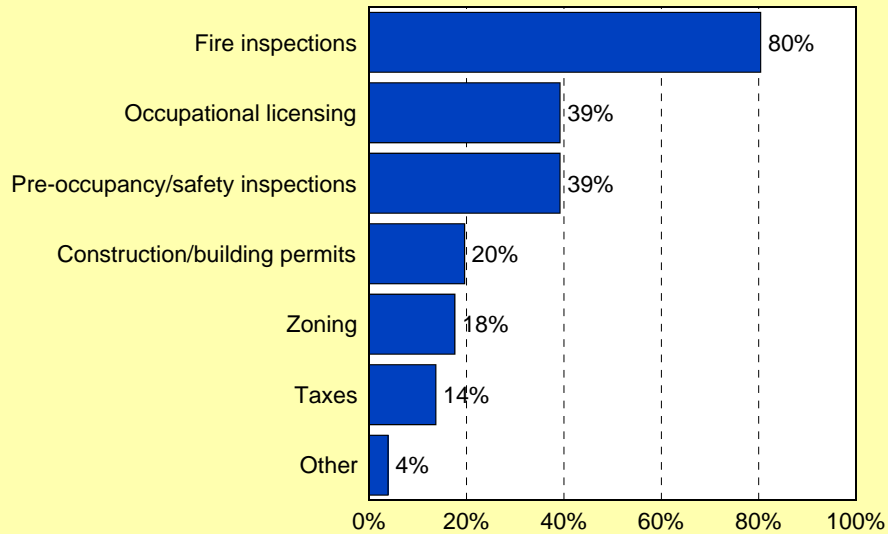
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q11. Has your business had any contact with any unit of Riverside City Government during the past year?

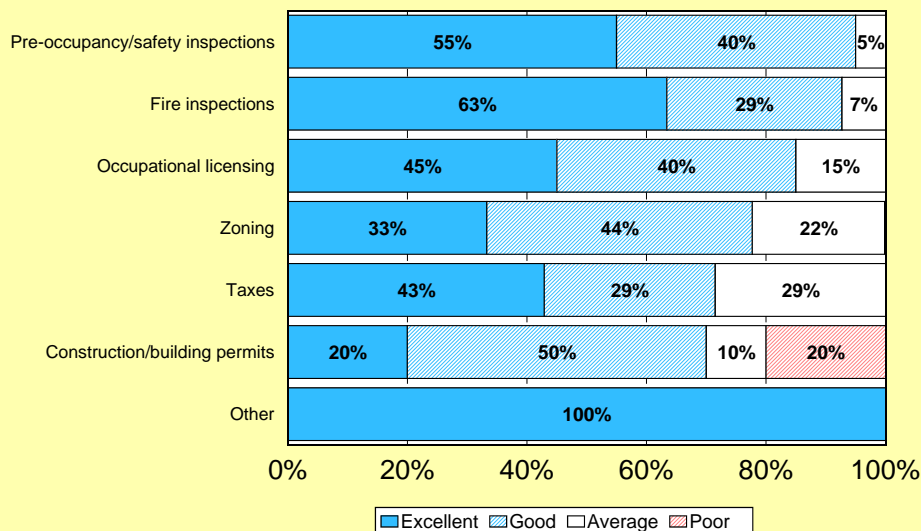
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q11a-g. Experience Your Business Has Had With Riverside City Government During the Past Year

by percentage of respondents who had contact with the City over these issues, and who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

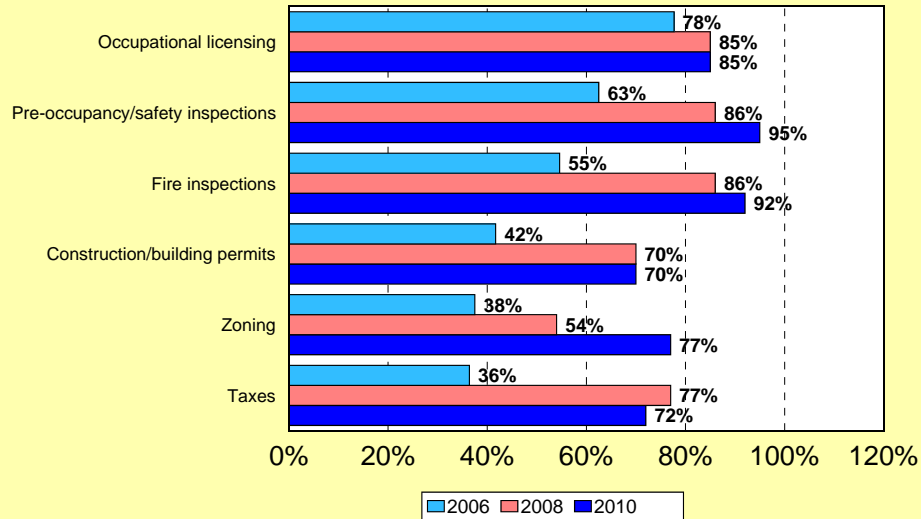


Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q11a-g. Experience Your Business Has Had With Riverside City Government During the Past Year

Trend: 2006, 2008, 2010

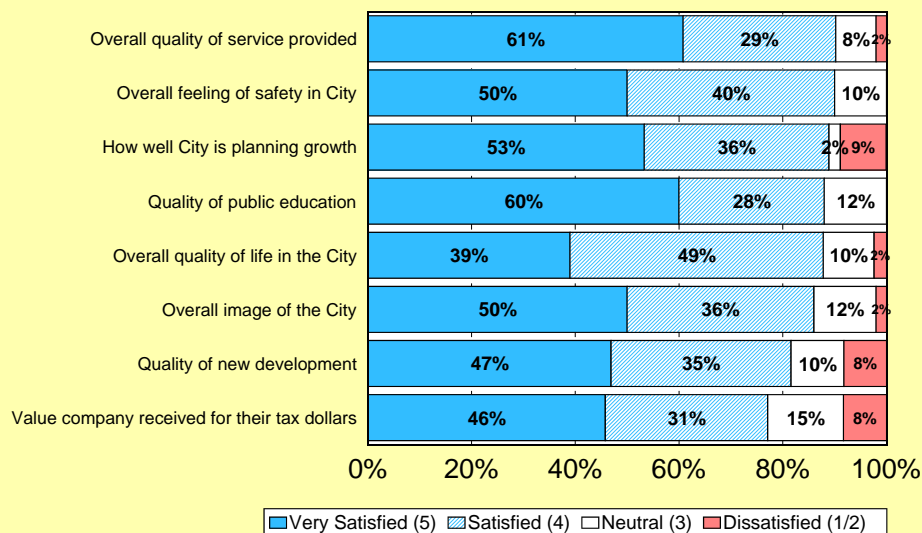
by percentage of respondents who had contact with the City over these issues, and who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q12. Perception of the City of Riverside

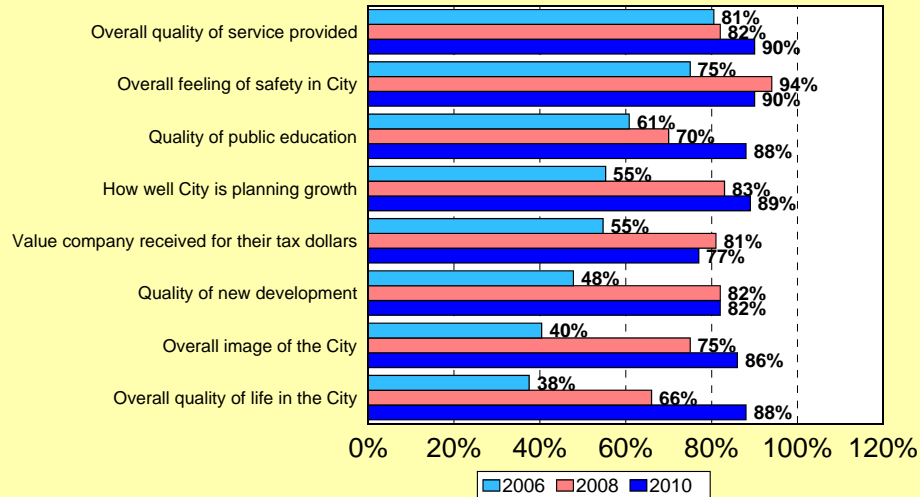
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q12. Perception of the City of Riverside Trends: 2006, 2008, 2010

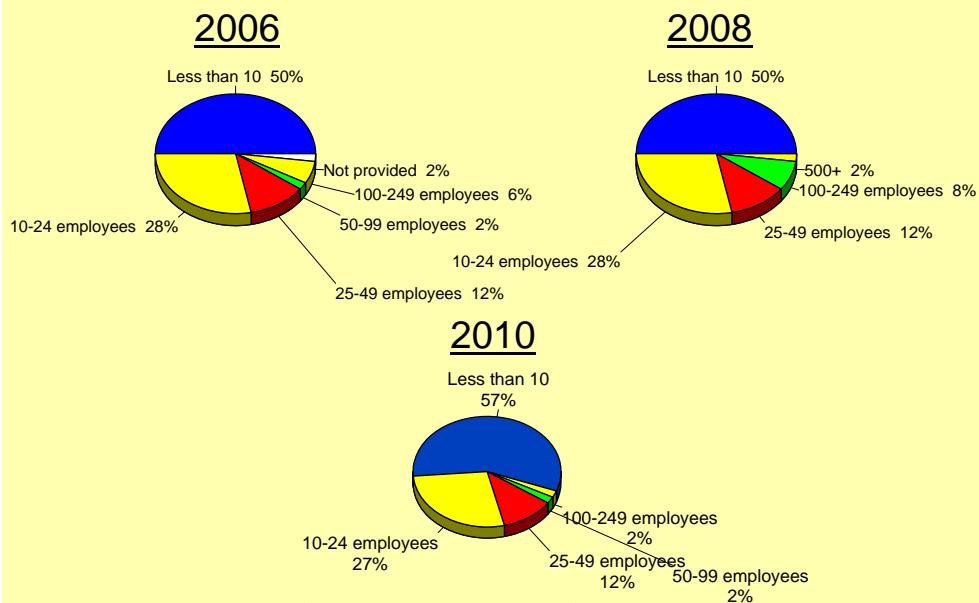
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q13. Number of Employees in Riverside

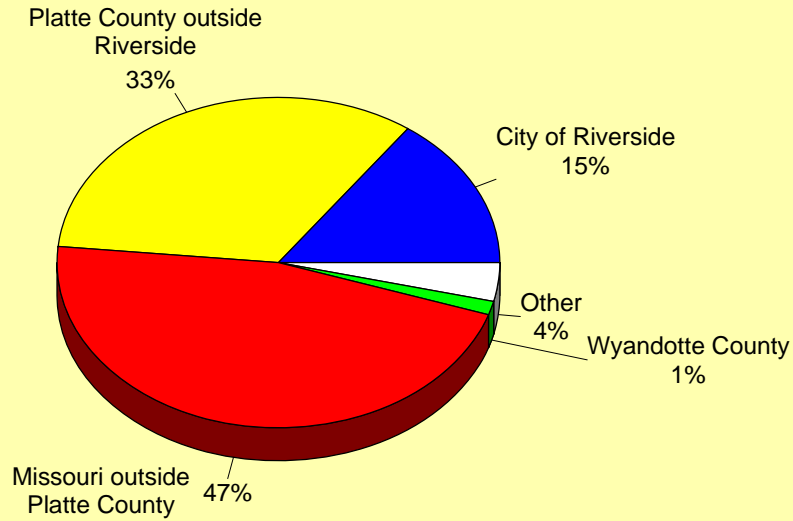
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q14. Where Employees Live

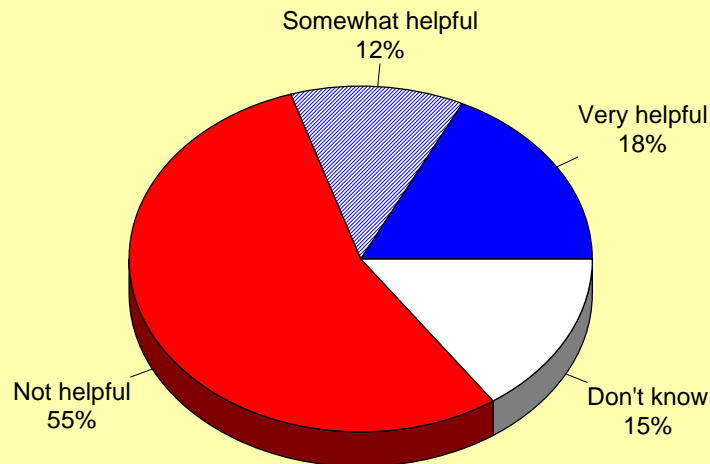
based on mean distribution reported by respondents to the business survey



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q15. How Helpful Would A Regional Transportation System be to Your Ability to Attract Employees?

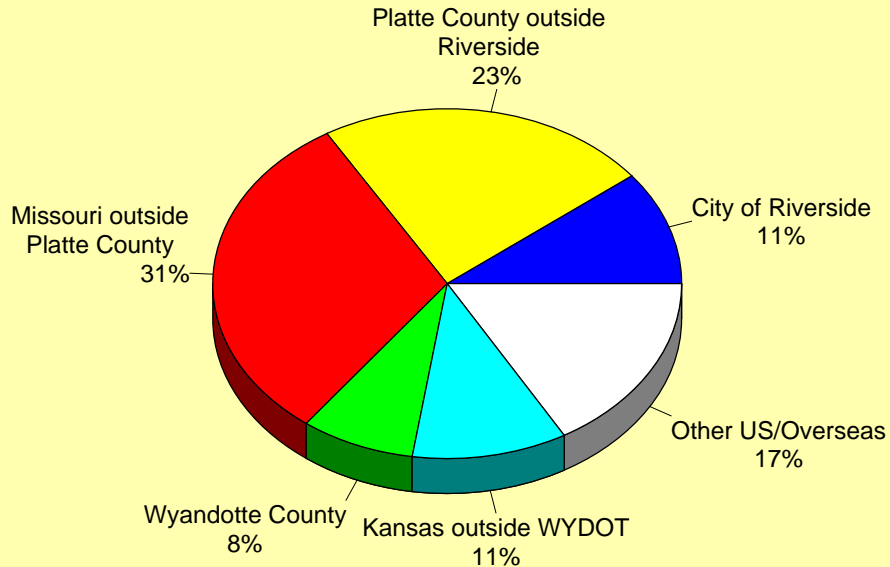
by percentage of respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q16. What Percentage of Your Customer Base is Represented by These Areas?

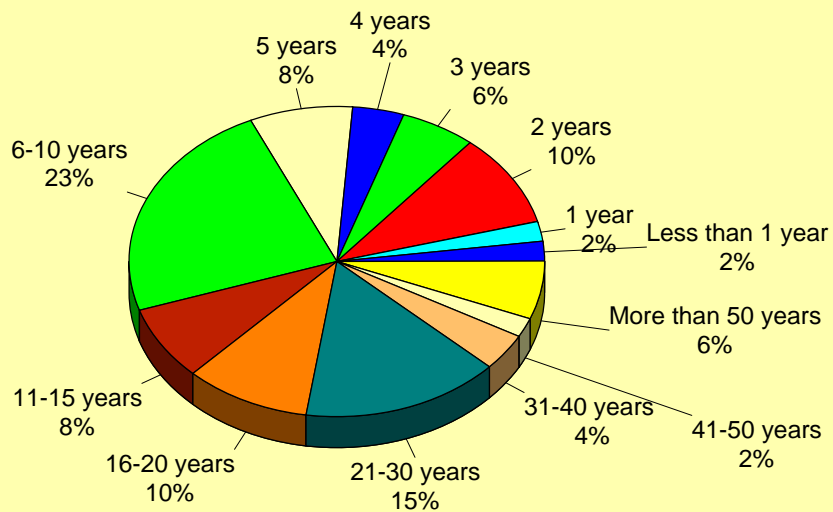
based on mean distribution reported by respondents to the business survey



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q17. Number of Years Your Business Has Been Operating in the City of Riverside

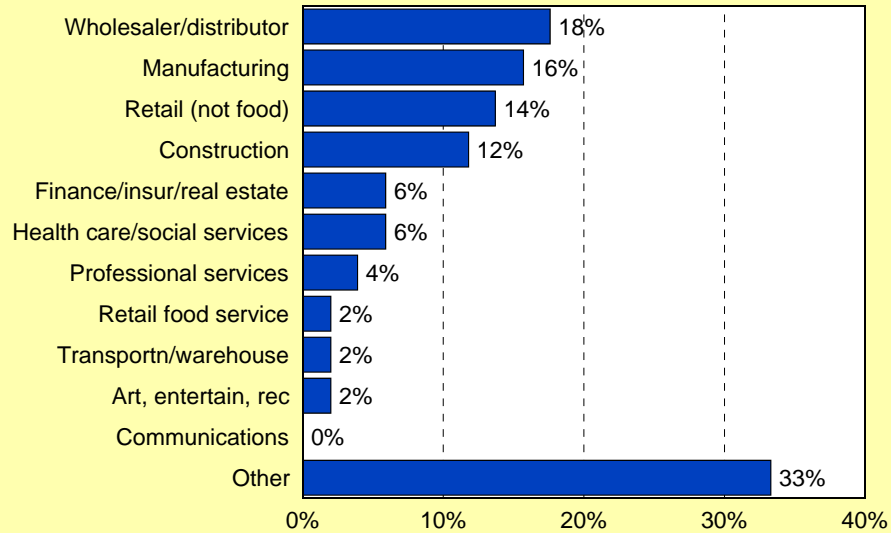
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q18. Type of Business

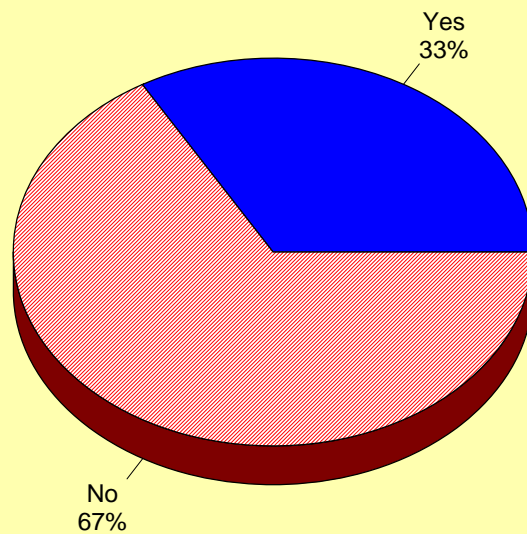
by percentage of business respondents
(more than one response was given)



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Q19. Does your business have occasion to use hotel and/or conference services?

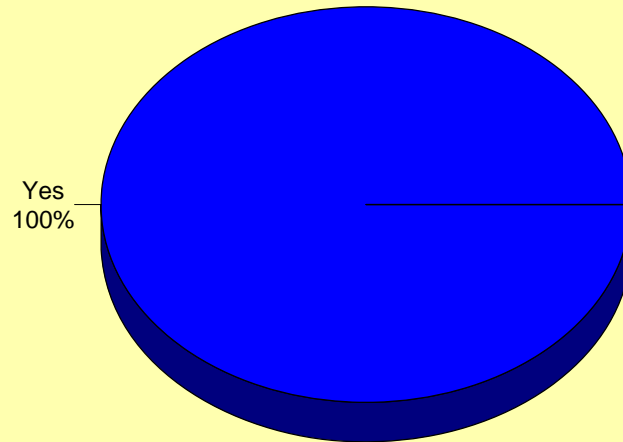
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

**Q19a. Would you use hotel and/or conference services
if they were available in Riverside?**

by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2010 - Business - Riverside, MO)

Section 7:
Business Tabular Data

2010 Riverside Business Survey

Q1. Please rate your overall satisfaction with several City services with regard to how the services affect your business's ability to operate. Please rate each service on a scale of 1 to 5 where "5" means "Very Satisfied" and "1" means "Very Dissatisfied."

(N=51)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not provided 9
Q1a Police Services	70.6%	15.7%	2.0%	2.0%	0.0%	9.8%
Q1b Ambulance Services	29.4%	3.9%	3.9%	0.0%	2.0%	60.8%
Q1c Fire Services	62.7%	7.8%	2.0%	0.0%	2.0%	25.5%
Q1d Parks and recreation services	49.0%	19.6%	0.0%	0.0%	0.0%	31.4%
Q1e Street maintenance	70.6%	17.6%	7.8%	3.9%	0.0%	0.0%
Q1f City's stormwater runoff/stormwater management system	52.9%	19.6%	9.8%	0.0%	2.0%	15.7%
Q1g City planning and development	49.0%	11.8%	3.9%	9.8%	5.9%	19.6%
Q1h Cleanliness of public areas	64.7%	25.5%	7.8%	0.0%	0.0%	2.0%

Q1. Please rate your overall satisfaction with several City services with regard to how the services affect your business's ability to operate. Please rate each service on a scale of 1 to 5 where "5" means "Very Satisfied" and "1" means "Very Dissatisfied." (excluding "not provided")

(N=51)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1a Police Services	78.3%	17.4%	2.2%	2.2%	0.0%
Q1b Ambulance Services	75.0%	10.0%	10.0%	0.0%	5.0%
Q1c Fire Services	84.2%	10.5%	2.6%	0.0%	2.6%
Q1d Parks and recreation services	71.4%	28.6%	0.0%	0.0%	0.0%
Q1e Street maintenance	70.6%	17.6%	7.8%	3.9%	0.0%
Q1f City's stormwater runoff/stormwater management system	62.8%	23.3%	11.6%	0.0%	2.3%
Q1g City planning and development	61.0%	14.6%	4.9%	12.2%	7.3%
Q1h Cleanliness of public areas	66.0%	26.0%	8.0%	0.0%	0.0%

2010 Riverside Business Survey

Q2. Which THREE City services listed above are most important to your business?

Q2 Most Important	Number	Percent
Police Services	28	54.9 %
Fire Services	5	9.8 %
Parks and recreation services	1	2.0 %
Street maintenance	10	19.6 %
City's storm water runoff/stormwater management system	1	2.0 %
City planning and development	2	3.9 %
Cleanliness of public areas	1	2.0 %
None Chosen	3	5.9 %
Total	51	100.0 %

Q2. Which THREE City services listed above are most important to your business?

Q2 Second Most Important	Number	Percent
Police Services	8	15.7 %
Ambulance Services	5	9.8 %
Fire Services	17	33.3 %
Parks and recreation services	1	2.0 %
Street maintenance	4	7.8 %
City's storm water runoff/stormwater management system	8	15.7 %
City planning and development	1	2.0 %
Cleanliness of public areas	3	5.9 %
None Chosen	4	7.8 %
Total	51	100.0 %

Q2. Which THREE City services listed above are most important to your business?

Q2 Third Most Important	Number	Percent
Police Services	2	3.9 %
Ambulance Services	5	9.8 %
Fire Services	5	9.8 %
Parks and recreation services	3	5.9 %
Street maintenance	9	17.6 %
City's storm water runoff/stormwater management system	3	5.9 %
City planning and development	10	19.6 %
Cleanliness of public areas	6	11.8 %
None Chosen	8	15.7 %
Total	51	100.0 %

2010 Riverside Business Survey

Q2. Which THREE City services listed above are most important to your business? (Top 3)

<u>Q2 Sum of top three choices</u>	<u>Number</u>	<u>Percent</u>
Police Services	38	74.5 %
Ambulance Services	10	19.6 %
Fire Services	27	52.9 %
Parks and recreation services	5	9.8 %
Street maintenance	23	45.1 %
City's storm water runoff/stormwater management system	12	23.5 %
City planning and development	13	25.5 %
Cleanliness of public areas	10	19.6 %
<u>None Chosen</u>	<u>3</u>	<u>5.9 %</u>
Total	141	

2010 Riverside Business Survey

Q3. How would you rate the physical appearance of the area where your business is located?

Q3 Rating of physical appearance of area	Number	Percent
Excellent	18	35.3 %
Good	19	37.3 %
Average	10	19.6 %
Poor	3	5.9 %
Not provided	1	2.0 %
Total	51	100.0 %

Q4. How satisfied are you with the City's efforts to improve the physical appearance of the City?

Q4 Satisfaction with City's efforts	Number	Percent
Very Satisfied	34	66.7 %
Satisfied	10	19.6 %
Neutral	4	7.8 %
Dissatisfied	2	3.9 %
Very Dissatisfied	1	2.0 %
Total	51	100.0 %

Q5. Do you think that the City of Riverside is a "Business Friendly" community?

Q5 Is City "Business Friendly?"	Number	Percent
Yes	42	82.4 %
No	7	13.7 %
Not provided	2	3.9 %
Total	51	100.0 %

Q5a. If NO, why not?

Q5a Why not?

EVERYTIME I TRY TO DO SOMETHING THEY DENY IT
NEED TO BALANCE DIVERSITY/CLEAN UP
OVERZEALOUS & NIT PICKY
TOO MANY CODE RESTRICTIONS/FEEES
TOO MUCH MONEY BEING SPENT/LOSS OF BUSINESS
TOO MUCH RED TAPE & BIG BROTHERISM
TRIED TO BUILD ADDITION; OFFICALS NOT DECIDE

2010 Riverside Business Survey

Q6. Do you think the tax structure for businesses in the City of Riverside is fair?

Q6 Is tax structure fair?	Number	Percent
Yes	41	80.4 %
No	2	3.9 %
Not provided	8	15.7 %
Total	51	100.0 %

Q6a. If NO, why not?

Q6 Why not?

I DON'T GET ANYTHING OUT OF IT
THERE SHOULD BE NO TAXES ON BUSINESSES

2010 Riverside Business Survey

Q7. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Riverside?

(N=51)

	Extremely Important 5	Very Important 4	Important 3	Less Important 2	Not Important 1	Not Provided 9
Q7a Overall image of the City	25.5%	5.9%	23.5%	9.8%	17.6%	17.6%
Q7b Quality of local schools	13.7%	11.8%	7.8%	11.8%	33.3%	21.6%
Q7c Low crime rate	35.3%	25.5%	7.8%	3.9%	9.8%	17.6%
Q7d Availability of trained employees	11.8%	11.8%	15.7%	9.8%	25.5%	25.5%
Q7e Level of taxation	33.3%	19.6%	7.8%	5.9%	11.8%	21.6%
Q7f Access to highways	51.0%	19.6%	9.8%	2.0%	2.0%	15.7%
Q7g Availability of quality housing and other amenities for senior managers	5.9%	7.8%	17.6%	11.8%	31.4%	25.5%
Q7h Proximity of businesses that are important to your business	21.6%	13.7%	11.8%	9.8%	25.5%	17.6%
Q7i Availability of public transportation	5.9%	7.8%	15.7%	7.8%	41.2%	21.6%
Q7j Availability of libraries, arts and cultural amenities	9.8%	7.8%	17.6%	11.8%	31.4%	21.6%
Q7k Attitude of local government toward business	17.6%	25.5%	15.7%	7.8%	13.7%	19.6%
Q7l Availability of telecommunications, utilities and other infrastructure	27.5%	33.3%	11.8%	2.0%	5.9%	19.6%
Q7m Availability of parks and open spaces	11.8%	15.7%	9.8%	15.7%	25.5%	21.6%

2010 Riverside Business Survey

Q7. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Riverside? (excluding "not provided")

(N=51)

	Extremely Important 5	Very Important 4	Important 3	Less Important 2	Not Important 1
Q7a Overall image of the City	31.0%	7.1%	28.6%	11.9%	21.4%
Q7b Quality of local schools	17.5%	15.0%	10.0%	15.0%	42.5%
Q7c Low crime rate	42.9%	31.0%	9.5%	4.8%	11.9%
Q7d Availability of trained employees	15.8%	15.8%	21.1%	13.2%	34.2%
Q7e Level of taxation	42.5%	25.0%	10.0%	7.5%	15.0%
Q7f Access to highways	60.5%	23.3%	11.6%	2.3%	2.3%
Q7g Availability of quality housing and other amenities for senior managers	7.9%	10.5%	23.7%	15.8%	42.1%
Q7h Proximity of businesses that are important to your business	26.2%	16.7%	14.3%	11.9%	31.0%
Q7i Availability of public transportation	7.5%	10.0%	20.0%	10.0%	52.5%
Q7j Availability of libraries, arts and cultural amenities	12.5%	10.0%	22.5%	15.0%	40.0%
Q7k Attitude of local government toward business	22.0%	31.7%	19.5%	9.8%	17.1%
Q7l Availability of telecommunications, utilities and other infrastructure	34.1%	41.5%	14.6%	2.4%	7.3%
Q7m Availability of parks and open spaces	15.0%	20.0%	12.5%	20.0%	32.5%

2010 Riverside Business Survey

Q8. Which THREE of these reasons listed above will have the most impact on your decision to stay in the City of Riverside for the next 10 years?

Q8 Impact Most	Number	Percent
Overall image of the City	4	7.8 %
Quality of local schools	1	2.0 %
Low crime rate	7	13.7 %
Availability of trained employees	2	3.9 %
Level of taxation	9	17.6 %
Access to highways	9	17.6 %
Proximity of businesses that are important to your business	1	2.0 %
Attitude of local government toward business	1	2.0 %
Availability of telecommunications, utilities and other infrastructure	3	5.9 %
None Chosen	14	27.5 %
Total	51	100.0 %

Q8. Which THREE of these reasons listed above will have the most impact on your decision to stay in the City of Riverside for the next 10 years?

Q8 Second	Number	Percent
A=Overall image of the City	2	3.9 %
B=Quality of local schools	1	2.0 %
C=Low crime rate	5	9.8 %
E=Level of taxation	5	9.8 %
F=Access to highways	12	23.5 %
H=Proximity of businesses that are important to your business	1	2.0 %
J=Availability of libraries, arts and cultural amenities	1	2.0 %
K=Attitude of local government toward business	1	2.0 %
L=Availability of telecommunications, utilities and other infrastructure	4	7.8 %
M=Availability of parks and open spaces	2	3.9 %
Z=None Chosen	17	33.3 %
Total	51	100.0 %

2010 Riverside Business Survey

Q8. Which THREE of these reasons listed above will have the most impact on your decision to stay in the City of Riverside for the next 10 years?

Q8 Third	Number	Percent
Overall image of the City	1	2.0 %
Quality of local schools	1	2.0 %
Low crime rate	3	5.9 %
Level of taxation	4	7.8 %
Access to highways	5	9.8 %
Availability of quality housing and other amenities for senior managers	1	2.0 %
Proximity of businesses that are important to your business	4	7.8 %
Availability of public transportation	1	2.0 %
Attitude of local government toward business	2	3.9 %
Availability of telecommunications, utilities and other infrastructure	4	7.8 %
Availability of parks and open spaces	2	3.9 %
None Chosen	23	45.1 %
Total	51	100.0 %

Q8. Which THREE of these reasons listed above will have the most impact on your decision to stay in the City of Riverside for the next 10 years? (Top 3)

Q8 Sum of top three choices	Number	Percent
Overall image of the City	7	13.7 %
Quality of local schools	3	5.9 %
Low crime rate	15	29.4 %
Availability of trained employees	2	3.9 %
Level of taxation	18	35.3 %
Access to highways	26	51.0 %
Availability of quality housing and other amenities for senior managers	1	2.0 %
Proximity of businesses that are important to your business	6	11.8 %
Availability of public transportation	1	2.0 %
Availability of libraries, arts and cultural amenities	1	2.0 %
Attitude of local government toward business	4	7.8 %
Availability of telecommunications, utilities and other infrastructure	11	21.6 %
Availability of parks and open spaces	4	7.8 %
None Chosen	14	27.5 %
Total	113	

2010 Riverside Business Survey

Q9. In the next 12 months, is your business considering any of the following?

Q9 Items being considered	Number	Percent
Expanding your business in Riverside	8	15.7 %
Relocating to another location in Riverside	1	2.0 %
Relocating to another location outside Riverside	3	5.9 %
Don't know	3	5.9 %
None of these	37	72.5 %
No Response	1	2.0 %
Total	53	

Q9. In the next 12 months, is your business considering any of the following? (excluding no response/don't knows)

Q9 Items being considered	Number	Percent
Expanding your business in Riverside	8	15.7 %
Relocating to another location in Riverside	1	2.0 %
Relocating to another location outside Riverside	3	5.9 %
None of these	37	72.5 %
Total	49	

2010 Riverside Business Survey

Q10. Please rate the labor pool in the City of Riverside in the following areas:

(N=51)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1	Not Provided 9
Q10a Quality of labor	15.7%	7.8%	19.6%	3.9%	2.0%	51.0%
Q10b Availability of labor	19.6%	5.9%	15.7%	7.8%	0.0%	51.0%
Q10c Stability of City's labor force	13.7%	9.8%	11.8%	5.9%	0.0%	58.8%
Q10d Attitude of employees	15.7%	19.6%	19.6%	2.0%	0.0%	43.1%
Q10e Productivity of the workforce	15.7%	23.5%	11.8%	2.0%	2.0%	45.1%
Q10f Work Ethic	15.7%	19.6%	11.8%	3.9%	0.0%	49.0%
Q10g Quality of technical skills	15.7%	5.9%	19.6%	2.0%	2.0%	54.9%
Q10h Low presence of substance abuse	25.5%	5.9%	7.8%	2.0%	0.0%	58.8%

2010 Riverside Business Survey

Q10. Please rate the labor pool in the City of Riverside in the following areas: (excluding “not provided”)

(N=51)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1
Q10a Quality of labor	32.0%	16.0%	40.0%	8.0%	4.0%
Q10b Availability of labor	40.0%	12.0%	32.0%	16.0%	0.0%
Q10c Stability of City's labor force	33.3%	23.8%	28.6%	14.3%	0.0%
Q10d Attitude of employees	27.6%	34.5%	34.5%	3.4%	0.0%
Q10e Productivity of the workforce	28.6%	42.9%	21.4%	3.6%	3.6%
Q10f Work Ethic	30.8%	38.5%	23.1%	7.7%	0.0%
Q10g Quality of technical skills	34.8%	13.0%	43.5%	4.3%	4.3%
Q10h Low presence of substance abuse	61.9%	14.3%	19.0%	4.8%	0.0%

2010 Riverside Business Survey

Q11. Please indicate whether your business had any contact with any unit of Riverside City government during the past year related to the following issues.

(N=51)

	Yes 1	No 2
Q11a Taxes	13.7%	86.3%
Q11b Zoning	17.6%	82.4%
Q11c Pre-occupancy/Safety Inspections	39.2%	60.8%
Q11d Construction/Building permits	19.6%	80.4%
Q11e Fire Inspections	80.4%	19.6%
Q11f Occupational Licensing	39.2%	60.8%
Q11g Other	3.9%	96.1%

Q11. If YES, how would you rate your experience? (excluding “not provided”)

(N=51)

	Excellent 5	Good 4	Average 3	Poor 1
Q11a-Taxes	42.9%	28.6%	28.6%	0.0%
Q11b-Zoning	33.3%	44.4%	22.2%	0.0%
Q11c-Pre-occupancy/Safety Inspections	55.0%	40.0%	5.0%	0.0%
Q11d-Construction/Building permits	20.0%	50.0%	10.0%	20.0%
Q11e-Fire Inspections	63.4%	29.3%	7.3%	0.0%
Q11f-Occupational Licensing	45.0%	40.0%	15.0%	0.0%
Q11g-Other	100.0%	0.0%	0.0%	0.0%

Q11. Other

Q11g+Other

ANIMAL CONTROL
POLICE DEPT

2010 Riverside Business Survey

Q12. Several items that may influence your perception of the City of Riverside 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=51)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Not Provided 9
Q12a Overall quality of services provided by the City of Riverside	60.8%	29.4%	7.8%	0.0%	2.0%	0.0%
Q12b Overall image of the City	49.0%	35.3%	11.8%	2.0%	0.0%	2.0%
Q12c How well the City is planning growth	47.1%	31.4%	2.0%	3.9%	3.9%	11.8%
Q12d Overall quality of life in the City	31.4%	39.2%	7.8%	2.0%	0.0%	19.6%
Q12e Quality of new development in Riverside	45.1%	33.3%	9.8%	3.9%	3.9%	3.9%
Q12f Quality of public education in Riverside	29.4%	13.7%	5.9%	0.0%	0.0%	51.0%
Q12g Overall feeling of safety in the City	49.0%	39.2%	9.8%	0.0%	0.0%	2.0%
Q12h Overall value your company receives for your City Business license fee	43.1%	29.4%	13.7%	0.0%	7.8%	5.9%

Q12. Several items that may influence your perception of the City of Riverside are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding "not provided")

(N=51)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q12a Overall quality of services provided by the City of Riverside	60.8%	29.4%	7.8%	0.0%	2.0%
Q12b Overall image of the City	50.0%	36.0%	12.0%	2.0%	0.0%
Q12c How well the City is planning growth	53.3%	35.6%	2.2%	4.4%	4.4%
Q12d Overall quality of life in the City	39.0%	48.8%	9.8%	2.4%	0.0%
Q12e Quality of new development in Riverside	46.9%	34.7%	10.2%	4.1%	4.1%
Q12f Quality of public education in Riverside	60.0%	28.0%	12.0%	0.0%	0.0%
Q12g Overall feeling of safety in the City	50.0%	40.0%	10.0%	0.0%	0.0%
Q12h Overall value your company receives for your City Business license fee	45.8%	31.3%	14.6%	0.0%	8.3%

2010 Riverside Business Survey

Q13. Approximately how many employees do you employ in Riverside?

Q13 Number of employees employed	Number	Percent
Less than 10	29	56.9 %
10-24	14	27.5 %
25-49	6	11.8 %
50-99	1	2.0 %
100-249	1	2.0 %
Total	51	100.0 %

Q14. What percentage of your employees live in the following areas?

	Mean	Total	Sum
Q14 The City of Riverside	15.12	50	756
Q14 Platte County outside Riverside	33.38	50	1669
Q14 In Missouri outside Platte County	46.50	50	2325
Q14 Wyandotte County	1.32	50	66
Q14 Other	3.68	50	184

Q15. How helpful would a regional transportation system be to your ability to attract employees?

Q15 How helpful to attract employees?	Number	Percent
Very helpful	9	17.6 %
Somewhat helpful	6	11.8 %
Not helpful	28	54.9 %
Not provided	8	15.7 %
Total	51	100.0 %

Q16. Approximately what percentage of your customer base is represented by the following groups?

	Mean	Total	Sum
Q16 Customers from the City of Riverside	10.53	45	474
Q16 Customers from Platte County outside the City of Riverside	22.96	45	1033
Q16 Other Missouri customers	31.29	45	1408
Q16 Customers from Wyandotte County	7.91	45	356
Q16 Other Kansas customers outside Wyandotte County	10.53	45	474
Q16 Other US/Overseas	16.78	45	755

2010 Riverside Business Survey

Q17. Approximately how many years has your business been operating in the City of Riverside?

Q17 Number of years business operating	Number	Percent
Less than 1 year	1	2.0 %
1 year	1	2.0 %
2 years	5	9.8 %
3 years	3	5.9 %
4 years	2	3.9 %
5 years	4	7.8 %
6-10 years	12	23.5 %
11-15 years	4	7.8 %
16-20 years	5	9.8 %
21-30 years	8	15.7 %
31-40 years	2	3.9 %
41-50 years	1	2.0 %
More than 50 years	3	5.9 %
Total	51	100.0 %

2010 Riverside Business Survey

Q18. How would you best describe your business?

<u>Q18 Business description</u>	<u>Number</u>	<u>Percent</u>
Manufacturing	8	15.7 %
Retail trade	7	13.7 %
Retail food service	1	2.0 %
Transportation/warehousing	1	2.0 %
Finance/insurance/real estate	3	5.9 %
Wholesaler/distributor	9	17.6 %
Construction	6	11.8 %
Health care/medical/social services	3	5.9 %
Arts, entertainment, recreation	1	2.0 %
Professional services	2	3.9 %
Other	17	33.3 %
Total	58	

Q18. Other

Q18 Other

A/C REPAIR INSTALL
AUTO & TIRE REPAIR
AUTO REPAIR
CATERING
CUSTOM LABLES
DANCE INSTRUCTOR
EDUCATION
GROOMER (PETS)
MEDICAL JEWELRY
MOTEL
MOTEL
MUSIC INSTRUCTION
NONPROFIT HOSPICE
PEST CONTROL
REAL ESTATE
RECREATIONAL
SODDING & LANDSCAPING

2010 Riverside Business Survey

Q19. Does your business have occasion to use hotel and/or conference center services?

Q19 Does business use hotel/conference center services?	Number	Percent
Yes	17	33.3 %
No	34	66.7 %
Total	51	100.0 %

Q19a. If YES, would you utilize these services if they were available within the City of Riverside?

Q19a Would you utilize if available?	Number	Percent
Yes	17	100.0 %
Total	17	100.0 %

Section 8:
Business Survey Instrument

2010 City of Riverside Business Survey

The City of Riverside would like your input as a business leader, about the importance and perceived quality of City Services. Would you please take a few minutes to answer questions about how well the City is meeting your company's needs? Please return your completed survey in the postage-paid envelope provided or fax your responses to ETC Institute, 913-829-1591.

1. Please rate your overall satisfaction with several City services with regard to how the services affect your business's ability to operate. Please rate each service on a scale of 1 to 5 where "5" means "Very Satisfied" and "1" means "Very Dissatisfied." (circle your response)

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Police Services	5	4	3	2	1	9
B. Ambulance Services	5	4	3	2	1	9
C. Fire Services	5	4	3	2	1	9
D. Parks and recreation services	5	4	3	2	1	9
E. Street maintenance	5	4	3	2	1	9
F. City's storm water runoff/stormwater management system	5	4	3	2	1	9
G. City planning and development	5	4	3	2	1	9
H. Cleanliness of public areas	5	4	3	2	1	9

2. Which **THREE** City services listed above are most important to your business? [Use the letters from the list in Question 1 above].

1st : ____ 2nd : ____ 3rd : ____

3. How would you rate the physical appearance of the area where your business is located?

____ (1) Excellent ____ (4) Poor
____ (2) Good ____ (9) Don't know
____ (3) Average

4. How satisfied are you with the City's efforts to improve the physical appearance of the City?

____ (1) Very satisfied ____ (4) Dissatisfied
____ (2) Satisfied ____ (5) Very dissatisfied
____ (3) Neutral ____ (9) Don't know

5. Do you think that the City of Riverside is a "Business Friendly" community?

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

5a. If NO: Why not? _____

6. Do you think the tax structure for businesses in the City of Riverside is fair?

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

6a. If NO: Why not? _____

7. Using a scale from 1 to 5 where 5 is “Extremely Important” and 1 is “Not Important”, please indicate how important each of the following reasons were in your decision to locate your business in Riverside?

<i>Issues that affect your decision To locate your business in Riverside:</i>	<i>Extremely Important</i>	<i>Very Important</i>	<i>Important</i>	<i>Less Important</i>	<i>Not Important</i>
A. Overall image of the City	5	4	3	2	1
B. Quality of local schools	5	4	3	2	1
C. Low crime rate	5	4	3	2	1
D. Availability of trained employees	5	4	3	2	1
E. Level of taxation	5	4	3	2	1
F. Access to highways	5	4	3	2	1
G. Availability of quality housing and other amenities for senior managers	5	4	3	2	1
H. Proximity of businesses that are important to your business	5	4	3	2	1
I. Availability of public transportation	5	4	3	2	1
J. Availability of libraries, arts and cultural amenities	5	4	3	2	1
K. Attitude of local government toward business	5	4	3	2	1
L. Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1
M. Availability of parks and open spaces	5	4	3	2	1

8. Which **THREE** of these reasons listed above will have the most impact on your decision to stay in the City of Riverside for the next 10years? [Use the letters from the list in Question 7 above].

1st:____ 2nd:____ 3rd:____

9. In the next 12 months, is your business considering any of the following? (check all that apply)

- | | |
|--|-----------------------|
| ____(1) Expanding your business in Riverside | ____(4) Downsizing |
| ____(2) Relocating to another location in Riverside | ____(5) Closing |
| ____(3) Relocating to another location outside Riverside | ____(6) Don't know |
| | ____(7) None of these |

10. Please rate the labor pool in the City of Riverside in the following areas:

<i>How would you rate The City of Riverside:</i>	<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A. Quality of labor	5	4	3	2	1	9
B. Availability of labor	5	4	3	2	1	9
C. Stability of City's labor force	5	4	3	2	1	9
D. Attitude of employees	5	4	3	2	1	9
E. Productivity of the workforce	5	4	3	2	1	9
F. Work Ethic	5	4	3	2	1	9
G. Quality of technical skills	5	4	3	2	1	9
H. Presence of substance abuse	5	4	3	2	1	9

11. Please indicate whether your business had any contact with any unit of Riverside City government during the past year related to the following issues.

Have you had this type of contact with the City, and if “yes”, how would you rate your experience? Excellent Good Average Below Average Poor Don't Know

- (A) ___ Yes ___ No TAXES543219
- (B) ___ Yes ___ No ZONING.....543219
- (C) ___ Yes ___ No PRE-OCCUPANCY/
SAFETY INSPECTIONS 543219
- (D) ___ Yes ___ No CONSTRUCTION/
BUILDING PERMITS
INSPECTIONS543219
- (E) ___ Yes ___ No FIRE INSPECTIONS.....543219
- (F) ___ Yes ___ No OCCUPATIONAL
LICENSING..543219
- (G) ___ Yes ___ No Other.....543219

12. Several items that may influence your perception of the City of Riverside are listed below. Please rate each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”.

<i>How would you rate The City of Riverside:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall quality of services provided by the City of Riverside	5	4	3	2	1	9
B.	Overall image of the City	5	4	3	2	1	9
C.	How well the City is planning growth	5	4	3	2	1	9
D.	Overall quality of life in the City	5	4	3	2	1	9
E.	Quality of new development in Riverside	5	4	3	2	1	9
F.	Quality of public education in Riverside	5	4	3	2	1	9
G.	Overall feeling of safety in the City	5	4	3	2	1	9
H.	Overall value your company receives for your City Business license fee	5	4	3	2	1	9

13. Approximately how many employees do you employ in Riverside?

- ___(1) Less than 10 ___(5) 100-249
- ___(2) 10-24 ___(6) 250-499
- ___(3) 25-49 ___(7) 500 or more
- ___(4) 50-99

14. What percentage of your employees live in the following areas? (total should add to 100%)

- ___% the City of Riverside
- ___% Platte County outside Riverside
- ___% In Missouri outside Platte County
- ___% Wyandotte County
- ___% Other

100% TOTAL

15. How helpful would a regional transportation system be to your ability to attract employees?

- ____(1) Very helpful ____ (3) Not helpful
____(2) Somewhat helpful ____ (4) Don't know

16. Approximately what percentage of your customer base is represented by the following groups? (total should add to 100%)

- _____% Customers from the City of Riverside
_____% Customers from Platte County outside the City of Riverside
_____% Other Missouri customers (Outside Platte County)
_____% Customers from Wyandotte County
_____% Other Kansas customers outside Wyandotte County
_____% Other US/Overseas

100% TOTAL

17. Approximately how many years has your business been operating in the City of Riverside?

_____years

18. How would you best describe your business? Are you a manufacturer, wholesaler, etc.? [check the most appropriate category; if you don't see a description that matches, write a description in "other"]

- | | |
|--|--|
| ____(01) Manufacturing | ____(08) Finance/insurance/real estate |
| ____(02) Agriculture/forestry | ____(09) Wholesaler/distributor |
| ____(03) Retail trade (<u>not</u> food service) | ____(10) Construction |
| ____(04) Retail food service | ____(11) Health care/medical/social services |
| ____(05) Transportation/warehousing | ____(12) Arts, entertainment, recreation |
| ____(06) Communications | ____(13) Professional services (law, consulting, architecture, engineers, etc) |
| ____(07) Utilities | ____(14) Other: _____ |

19. Does your business have occasion to use hotel and/or conference center services?

- ____(1) Yes ____ (2) No

19a. IF YES: Would you utilize these services if they were available within the City of Riverside?

- ____(1) Yes ____ (2) No

If you would be interested in participating in future discussions regarding business and economic development in the City of Riverside, please provide the following information:

Your Name: _____ Title: _____

Organization: _____

Street Address: _____

City: _____ State: _____ Phone: _____

E-mail: _____

THIS CONCLUDES THE SURVEY - THANK YOU FOR YOUR TIME!

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061