

2012 DirectionFinder® Survey

Resident and Business FINAL Report



conducted for
The City of Riverside, MO

by
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2012 DirectionFinder[®] Survey

Executive Summary Report

Overview and Methodology

ETC Institute administered the *DirectionFinder[®]* Survey for the fourth 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, 2010 and now in 2012. Also conducted, for the fourth, time was a survey of businesses in the City.

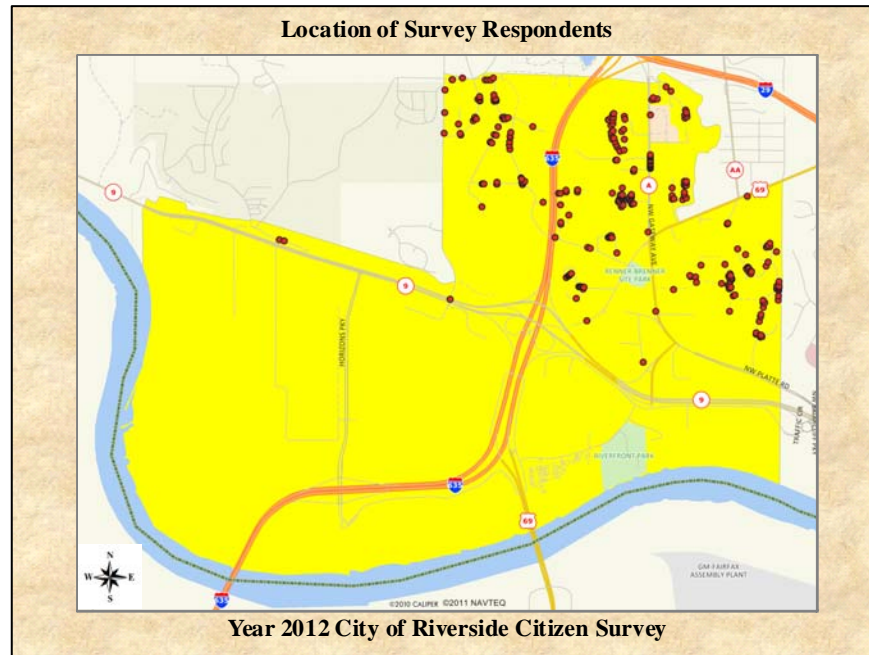
Resident Survey. The seven-page survey was mailed to all known resident addresses within the City limits of Riverside. It took an average of 15 to 20 minutes to complete. It was administered by mail and phone to a random sample of 407 residents during May, June and July of 2012. The overall results of 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, 2010 and 2012 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 38 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.

Benchmarks for Riverside

When results were tabulated from the completed surveys, they were compared (benchmarked) to other cities in the nation, the region and to dozens of other DirectionFinder® cities in the Kansas City Metro Area. This year, Riverside set five high benchmarks in five different areas of service. As a result of the economy, services in many communities have been cut, resulting in lower satisfaction ratings. Many neighboring communities are relieved to be able to maintain satisfaction levels. It is this climate that makes Riverside's five high benchmarks remarkable.

Major Findings

- **Residents were 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 (90%), the overall quality of fire services (90%), the maintenance of City streets, buildings, and facilities (88%), and the quality of parks facilities (85% and asked separately from Parks programs this year). **TRENDS: The use of the word “significant” is used when a change is above or below the margin of error, or +/-5% for Riverside. There were no significant decreases and one significant increase was realized in the maintenance of city streets, buildings and facilities (88% in 2012 over 82% in 2010).**
- **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) police services, (2) effectiveness of community planning/development, and (3) water/sewer utilities.
- **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, were the attitude and behavior of fire department personnel to citizens (88%), City’s overall efforts to prevent crime (86%), and the quality of emergency management (86%). **TRENDS: A significant increase was realized in the area of the quality of emergency management (86% in 2012 compared to 80% in 2010). There were no significant declines.** The two public safety services that residents thought were most important for the City to emphasize over the next two years were: (1) the visibility of police in neighborhoods, and (2) the City’s overall efforts to prevent crime.
- **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 maintenance of City buildings (91%), cleanliness of City streets and other public areas (91%), and maintenance of major city streets (90%). **TRENDS: A significant increase was realized in the area of the maintenance of water and waste water systems (83% in 2012 vs. 76% in 2010). There were no significant declines.** 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 major City streets, and (2) maintenance of streets in your neighborhood.
- **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 (89%), the healthy citizens initiative (84%), and the maintenance of walking and biking trails (81%). Respondents were least satisfied with the number of outdoor athletic fields (63%). **TRENDS: Significant increases were realized in**

programs for seniors (71% in 2012 vs. 63% in 2010), and the City's adult athletic programs (68% in 2012 vs. 61% in 2010). 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 and Sewer Services.** The highest levels of satisfaction with water and sewer utilities, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents *who had an opinion*, was the adequacy of the City's waste water collection service (84%), and the drainage of rainwater off City streets (84%). **TRENDS: The adequacy of the City's waste water collection increased significantly (84% in 2012 vs. 76% in 2010).**
- **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 (73%) and enforcing of sign regulations (71%). **TRENDS: Increases were realized in every area of code enforcement, with a significant increase in sign regulations.** 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) maintenance of residential property maintenance in neighborhoods.
- **Rating of the City of Riverside** Residents were asked about many aspects of life in Riverside and 94% said that Riverside was an excellent or good place to live. **TRENDS: A significant increase this year was seen in rating Riverside as a place to work: 59% in 2012 vs. 47% in 2010)**
- **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 City Management.
- **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 (blight), and 2) the lack of many goods and services.

The Importance of Various Indicators to Life in Riverside. Residents were asked to choose from a list of 10 issues, the issues that were the most important to their decision to live in Riverside. The top three reasons were 1st) safety and security, 2nd) proximity to jobs and employment, and 3rd) types of housing.

With the same 10 issues, residents were asked if their needs were being met in Riverside. The greatest gap between the order of importance and needs being met, were with;

- Types of housing – 3rd in importance – **8th at being met**
- Proximity to jobs – 2nd in importance – **5th at being met**
- Affordability of housing – 4th in importance – **7th at being met**

Other Findings:

- 74% of residents were very or somewhat supportive of Riverside being connected to the regional transportation system being discussed.
- 60% of residents were very or somewhat supportive of the fireworks industry that sets up tents every year for two weeks before the 4th of July.
- 58% of residents were very or somewhat supportive of a managed bow hunt in the non-residential area of Riverside, to reduce the deer population.

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 street maintenance (97%), police services (91%), and fire services (87%). They were least satisfied with City planning and development (69%) The two services that were most important to businesses were police services and fire services.

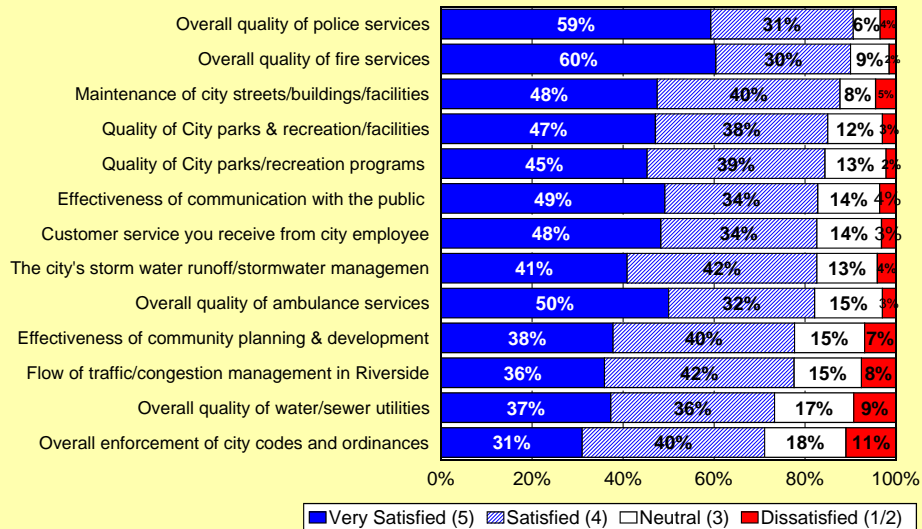
- 86% of businesses were very or somewhat satisfied with the physical appearance of the City which is the same as 2010.
- 74% were satisfied with the City’s effort to improve the City’s brand and image.
- Reasons that have the most impact on a businesses decision to stay in Riverside were the access to highways, attitude of government toward business, and availability of telecommunications.
- Responses to questions about the labor pool in Riverside were significantly higher in overall quality of labor and the quality of technical skills.

- When asked about perceptions of the City of Riverside, businesses rated the overall quality of services provided in the City at 89%, the quality of life in the City at 86%, and the quality of new development at 85%.
- Responding to “How helpful a regional transportation system would be to your ability to attract employees?” 37% said that it would be very or somewhat helpful, 34% said it would not be helpful, and 29% did not know.
- Businesses were very supportive or somewhat supportive (79%) of developing Riverside’s downtown corridor.
- 77% were very or somewhat supportive of developing the Horizons area.
- 69% of businesses were very or somewhat supportive of Riverside being connected to the regional transportation system being discussed.

Section 1:
Charts & Graphs/GIS Maps

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

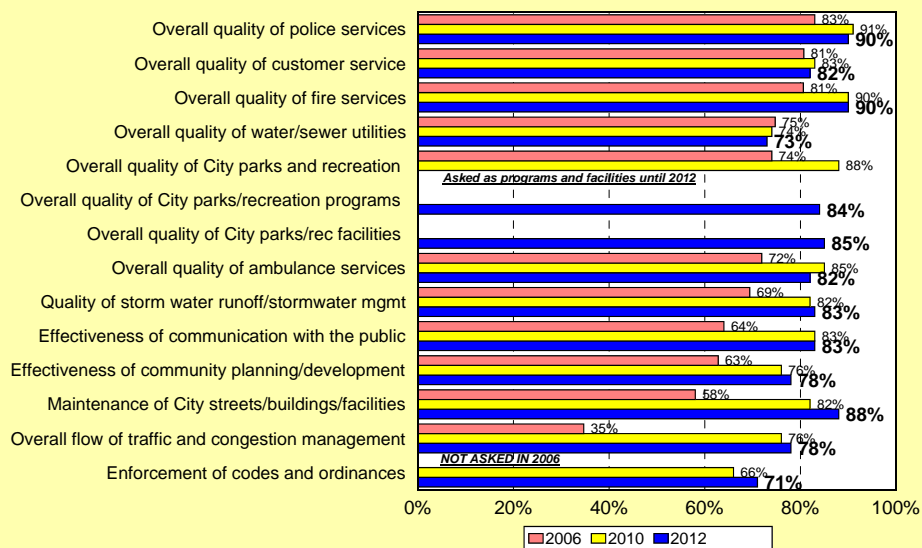
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q1.) Overall Satisfaction With City Services 2012, 2010, 2006

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

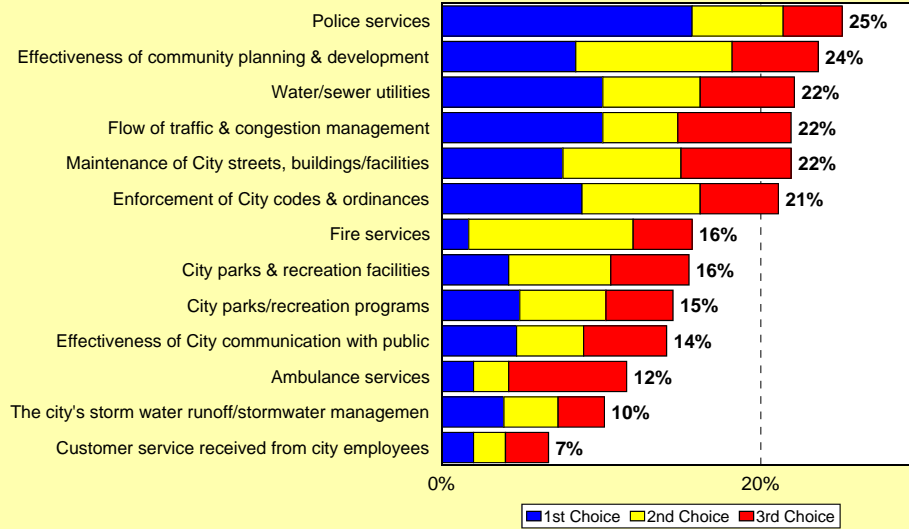


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

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

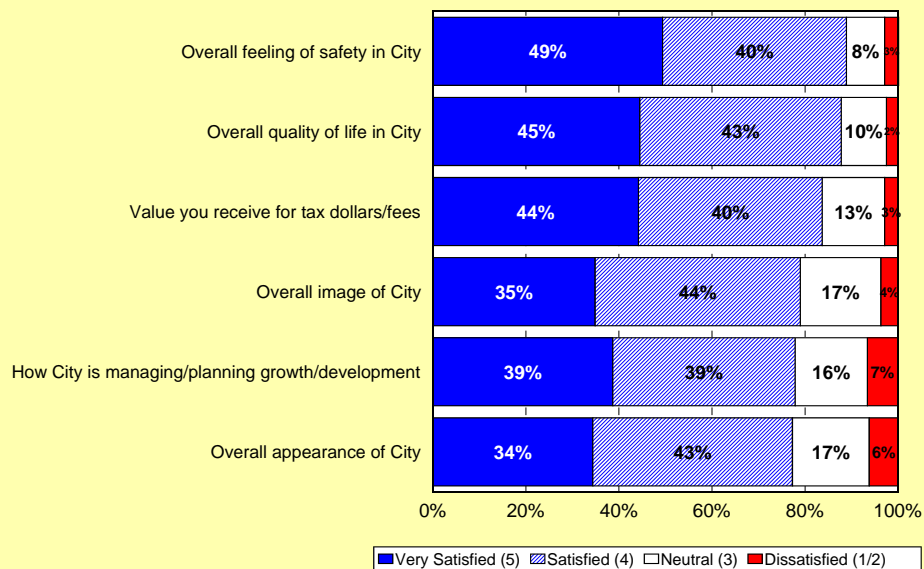
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q3. Perception Residents Have of the City

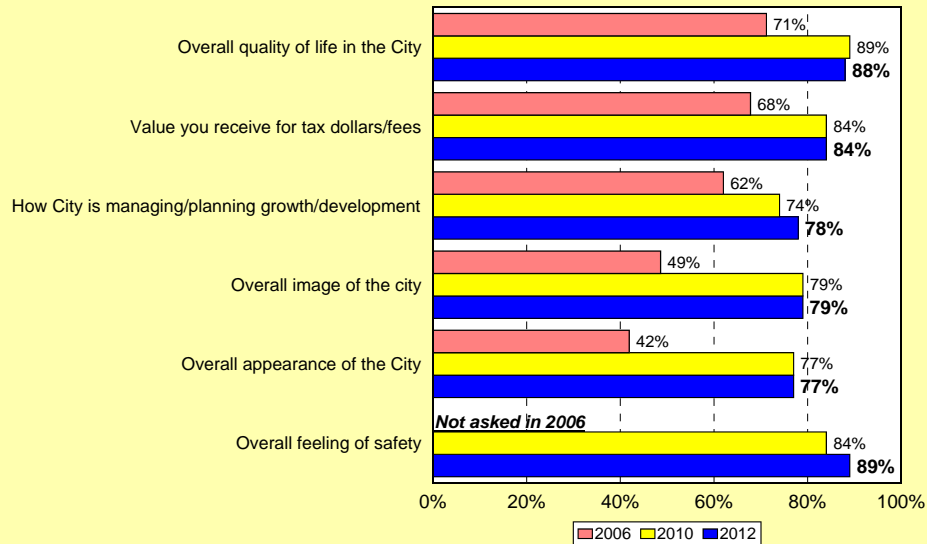
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q3.) Perception Residents Have of the City 2012, 2010, 2006

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

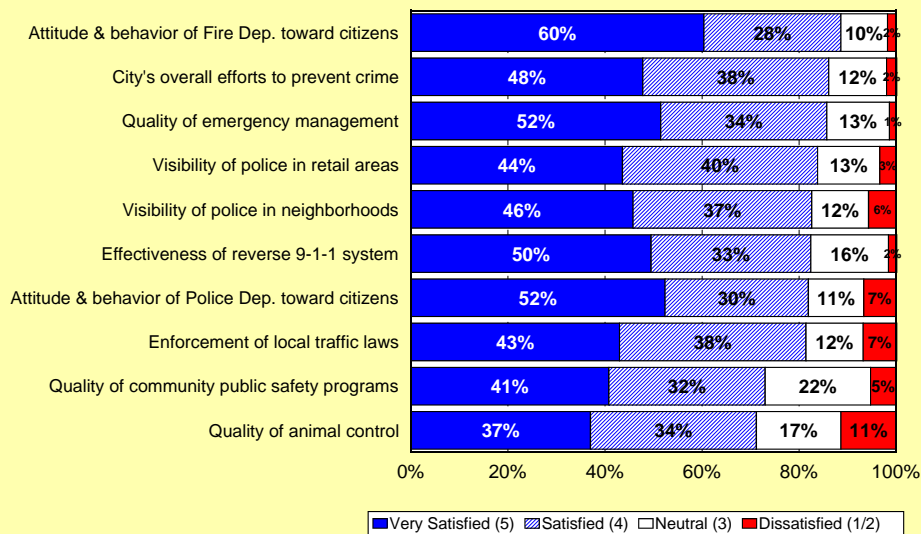


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

Q4. Satisfaction with Various Aspects of Public Safety Services

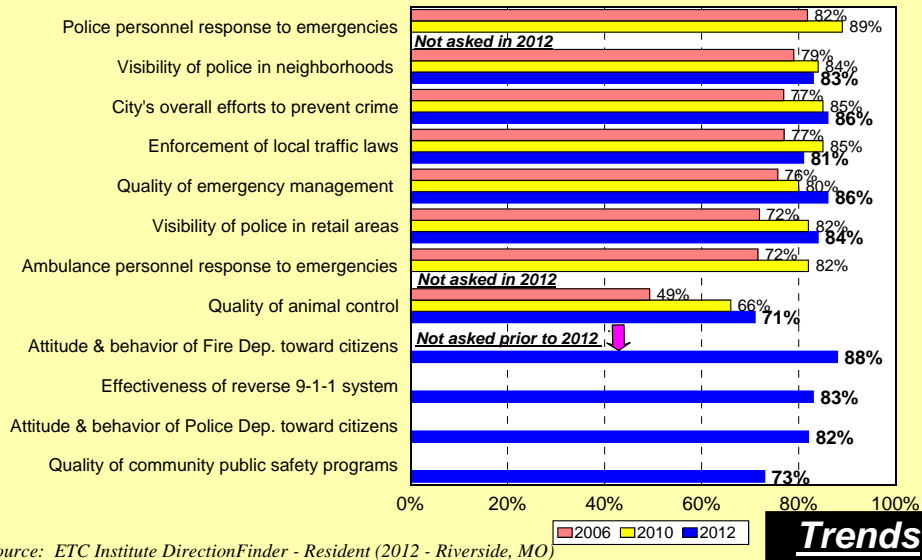
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

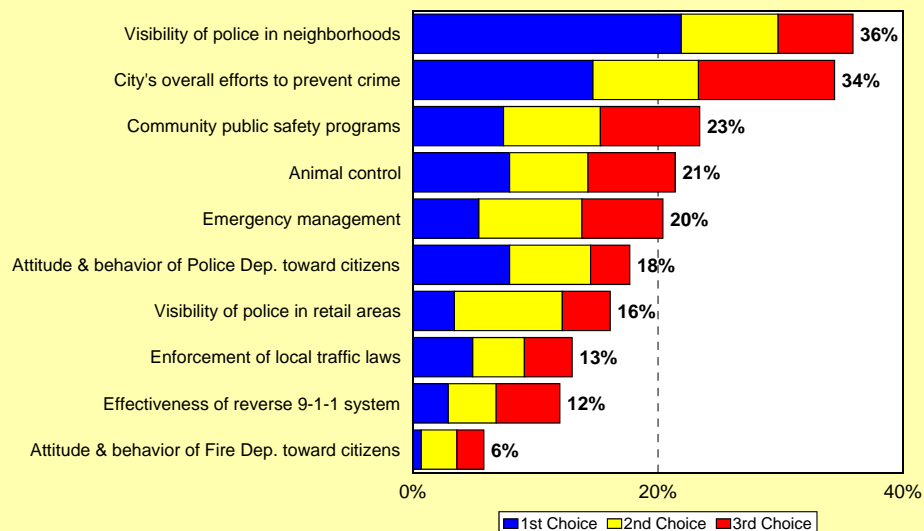
(Q4.) Satisfaction with Various Aspects of Public Safety Services 2012, 2010, 2006

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



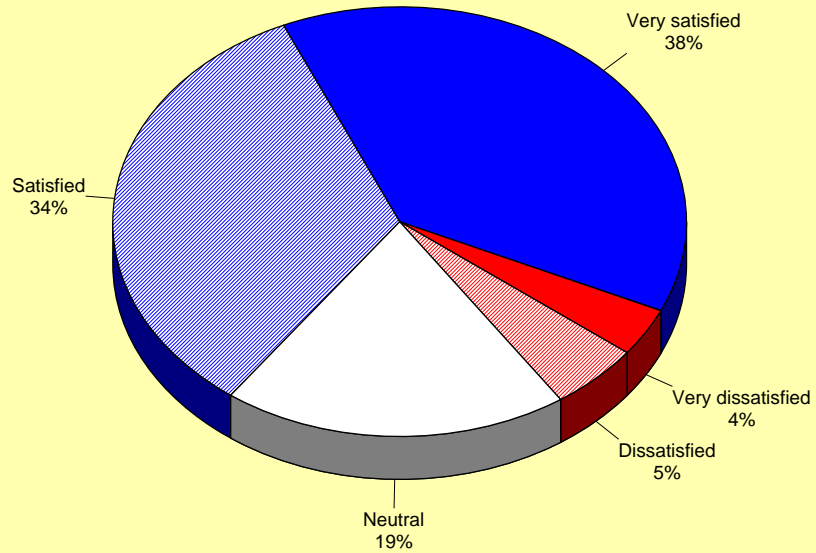
Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



Q6. How satisfied are you with quality of service ambulance personnel provide?

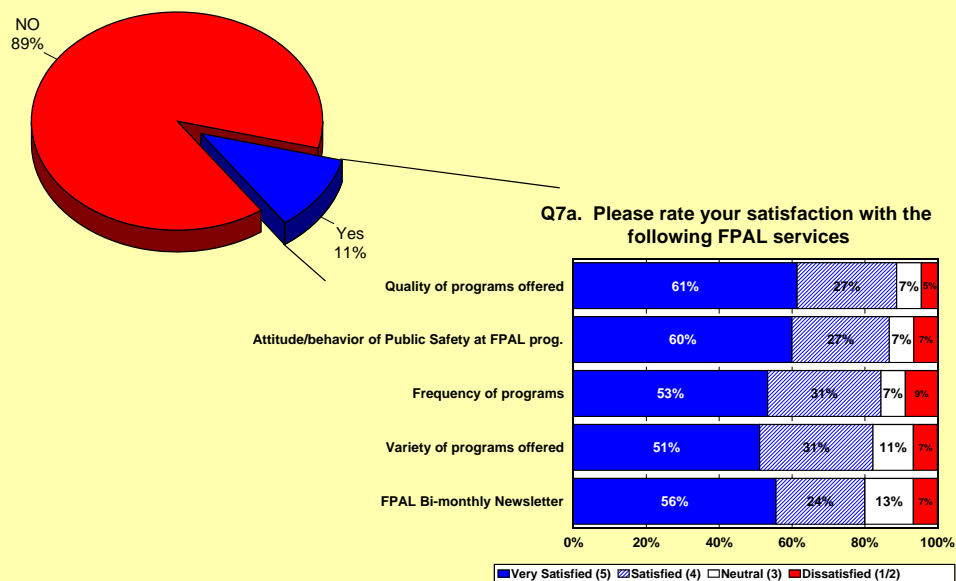
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q7. Do you participate in any programs provided by Riverside Fire/Police Athletic League (FPAL)

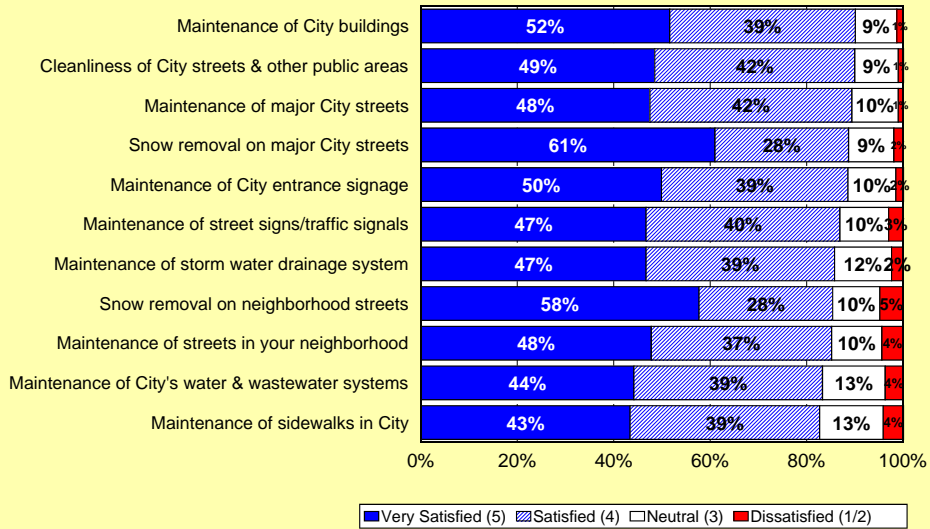
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q8. Satisfaction with Various Aspects of City Maintenance

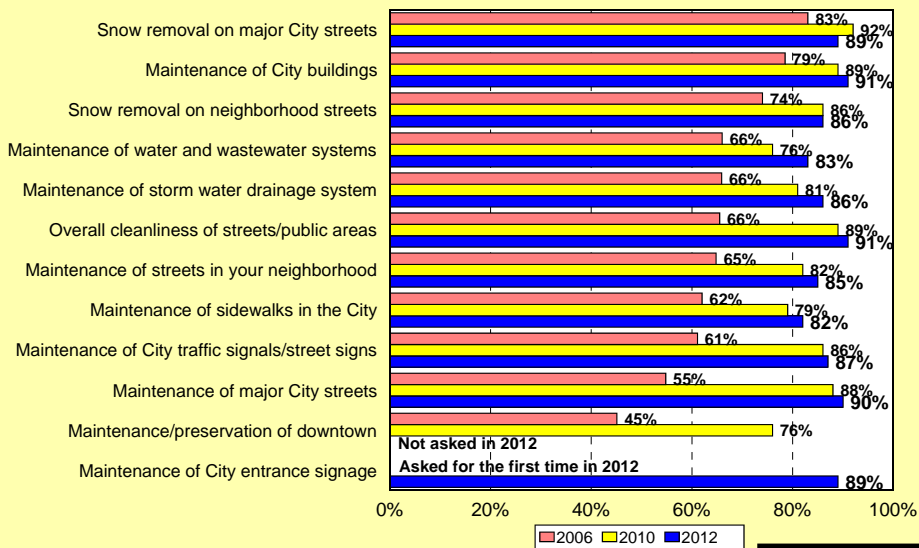
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q8.) Satisfaction with Various Aspects of City Maintenance - 2012, 2010, 2006

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

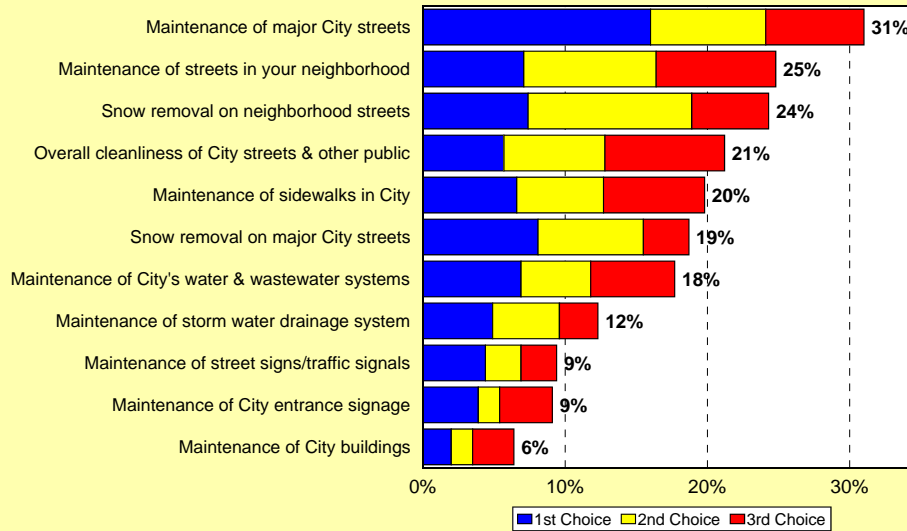


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

Q9. City Maintenance Issues That Should Receive the Most Emphasis Over the Next Two Years

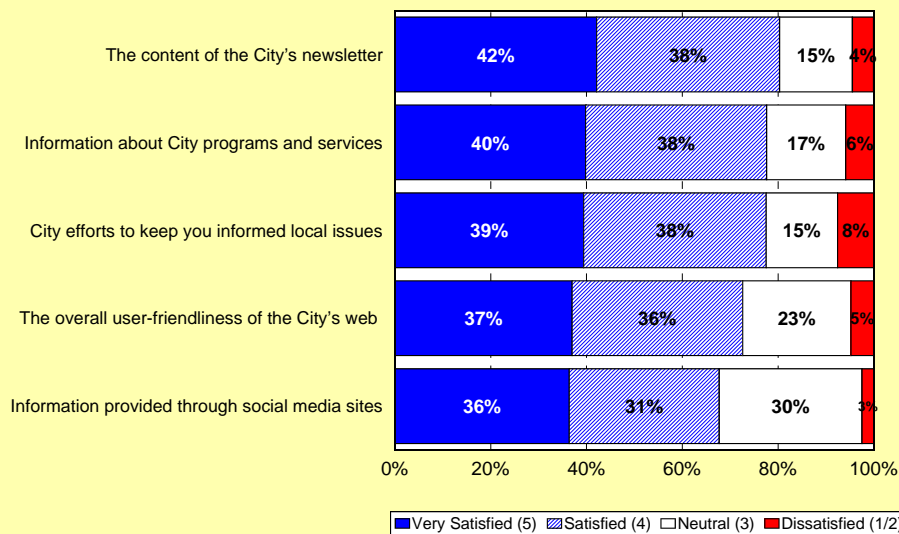
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q10. Satisfaction with Various Aspects of City Communications

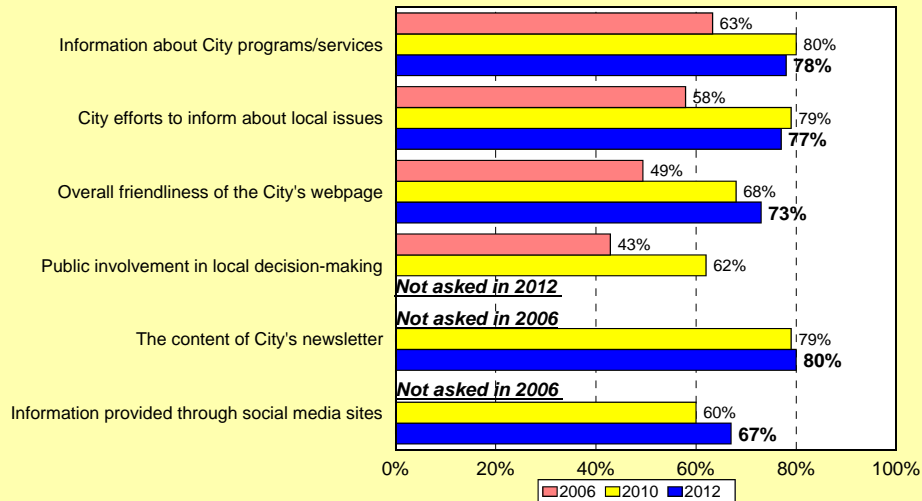
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q10.) Satisfaction with Various Aspects of City Communications - 2012, 2010, 2006

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

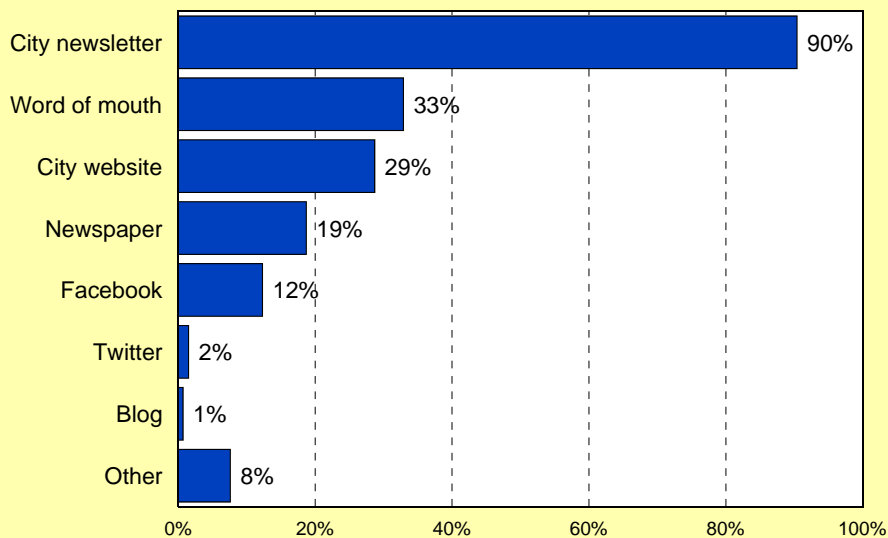


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

Q11. What are your primary sources for information about community activities and services?

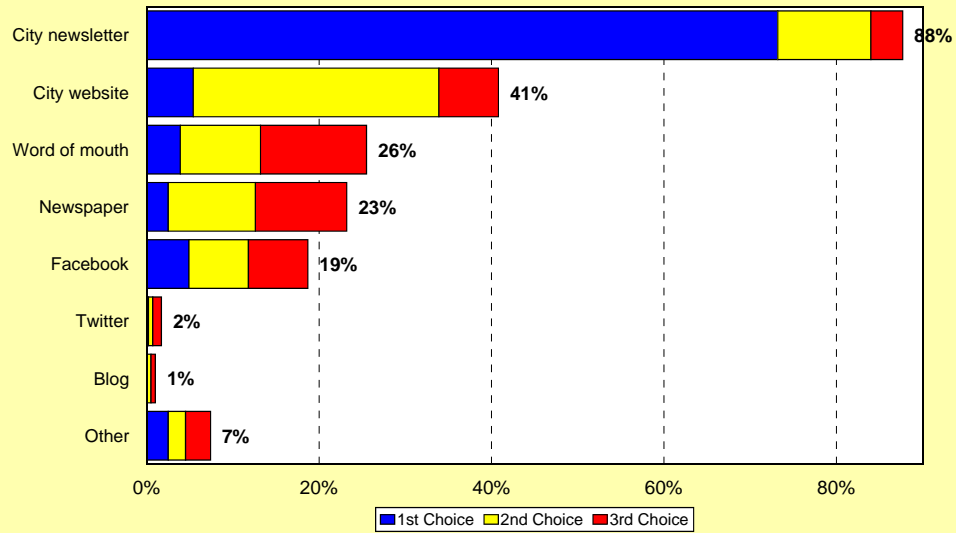
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q12. Which THREE methods of communication do you prefer?

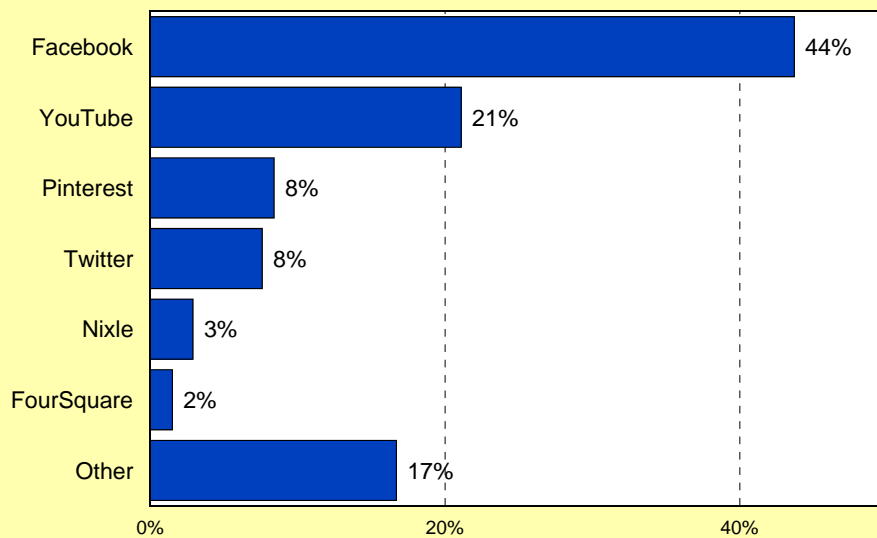
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q13. Do you use any of the following social network sites?

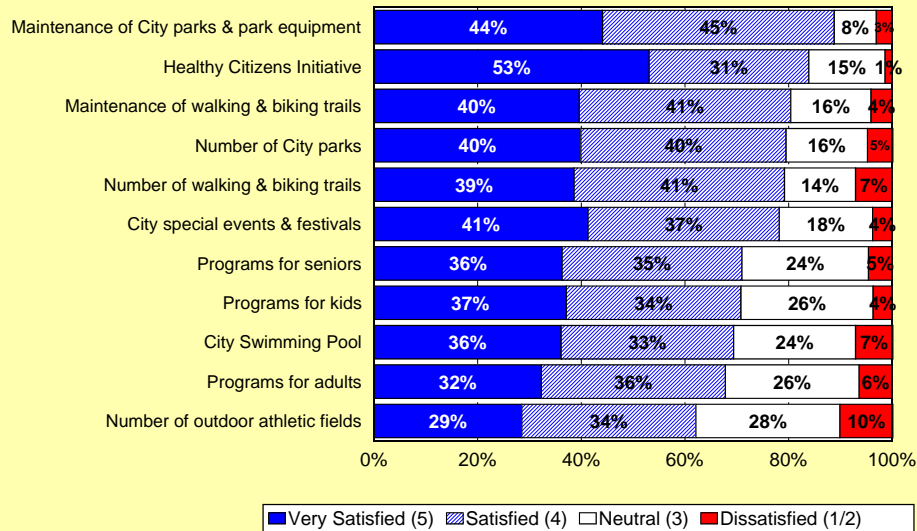
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q14. Satisfaction with Various Aspects of Parks and Recreation in Riverside

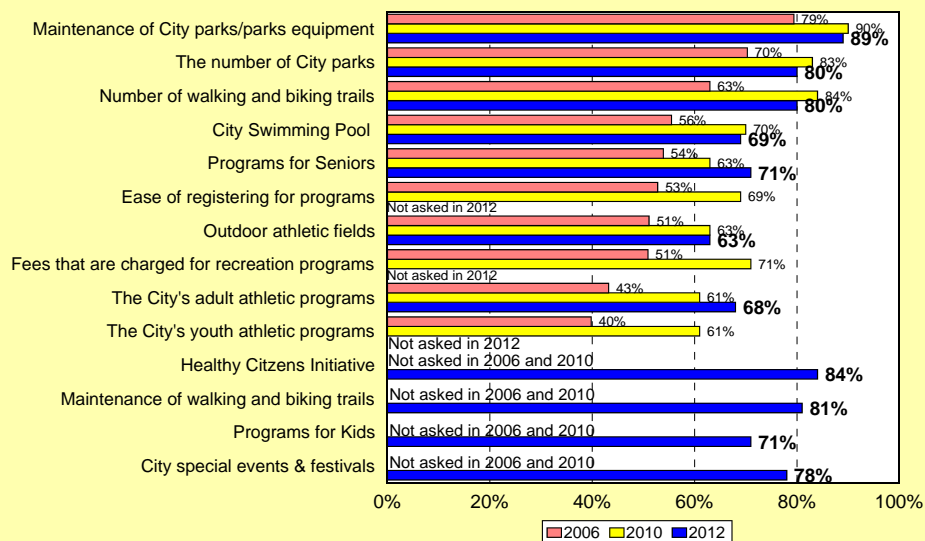
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q14.) Satisfaction with Various Aspects of Parks and Recreation in Riverside - 2012, 2010, 2006

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

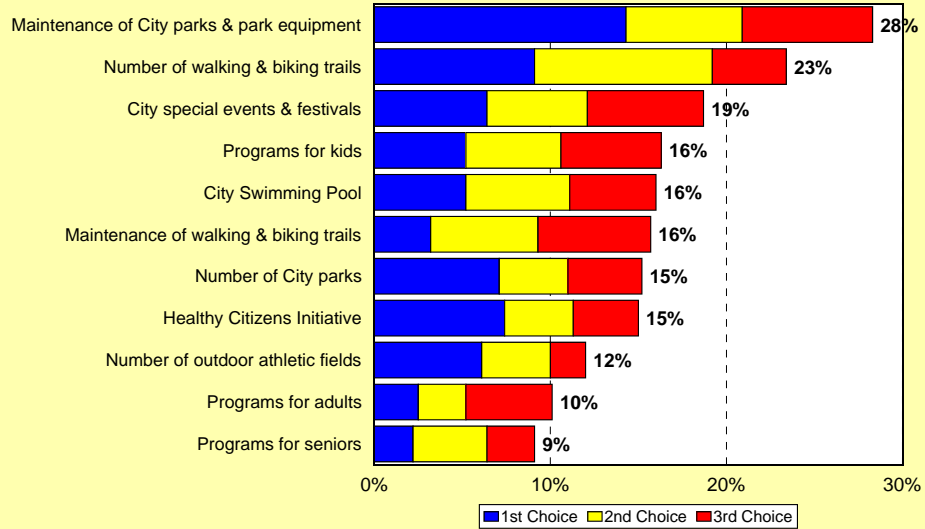


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

Q15. Parks/Recreation Issues That Should Receive the Most Emphasis Over the Next Two Years

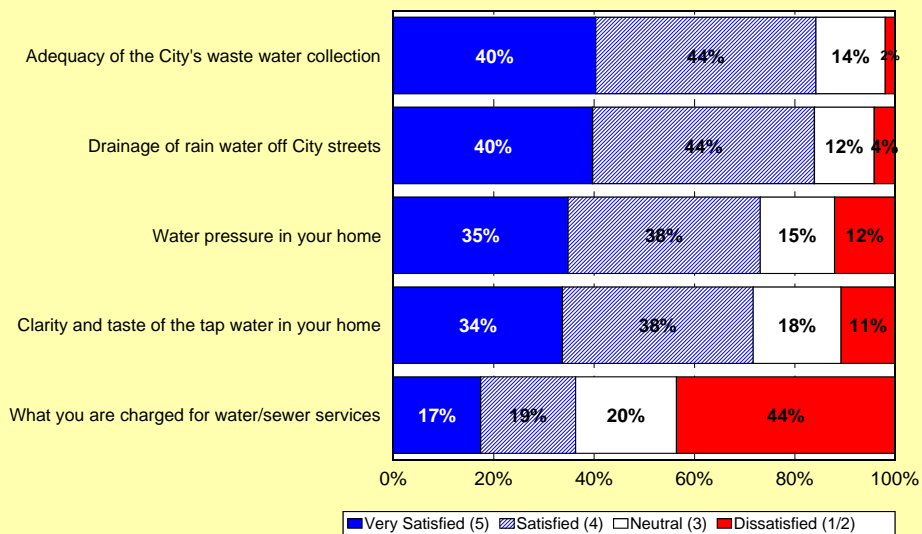
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q16. Satisfaction with Various Aspects of Water and Sewer Services provided by the City

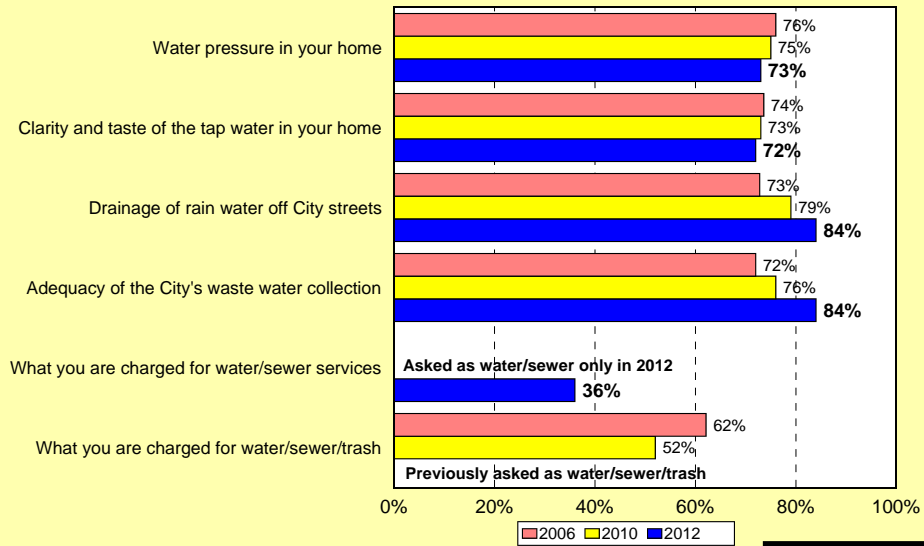
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q16.) Satisfaction with Various Aspects of Water and Sewer Utilities - 2012, 2010, 2006

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

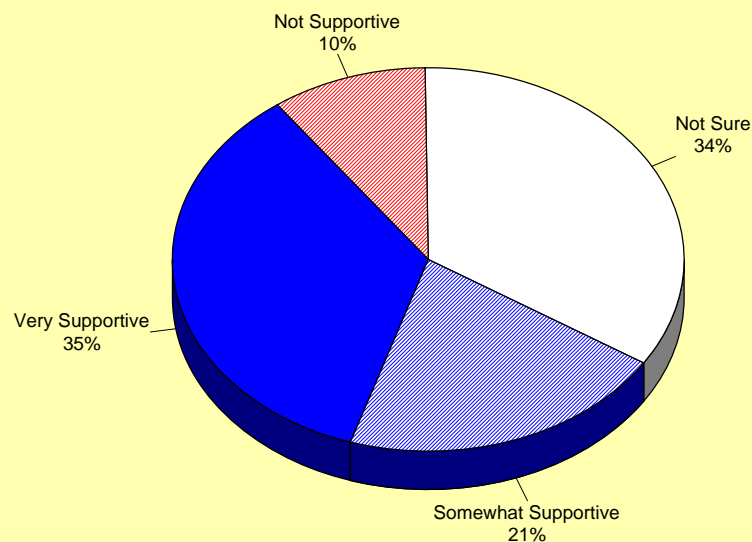


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

Q17. How supportive would you be of the City investigating other means of providing water and sewer services within the community?

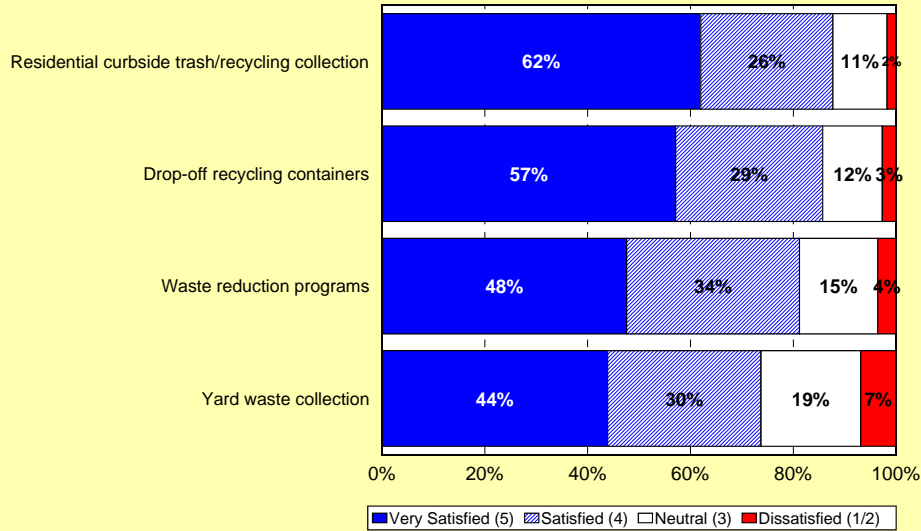
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q18. Satisfaction with Various Aspects of Trash and Recycling Services provided by the City

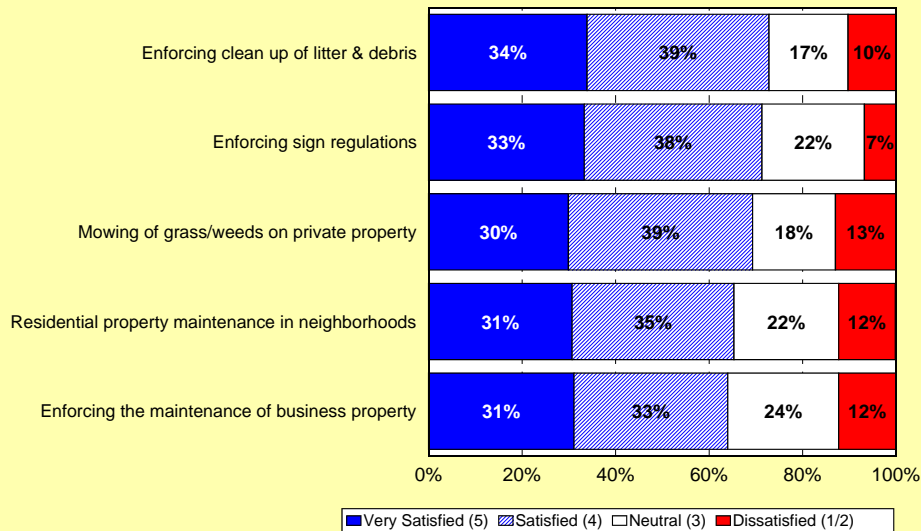
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q19. Satisfaction with Various Aspects of Enforcement of City Codes and Ordinances

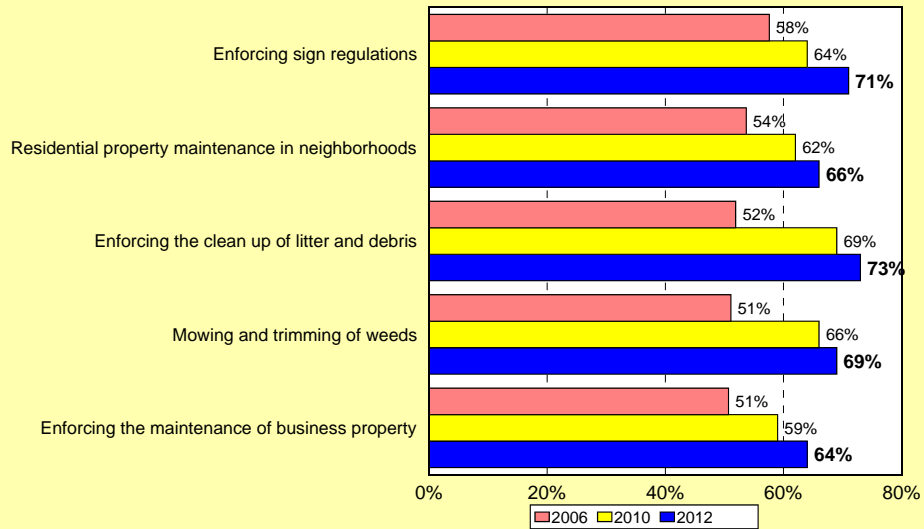
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q19.) Satisfaction with Various Aspects of Code Enforcement Riverside - 2012, 2010, 2006

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

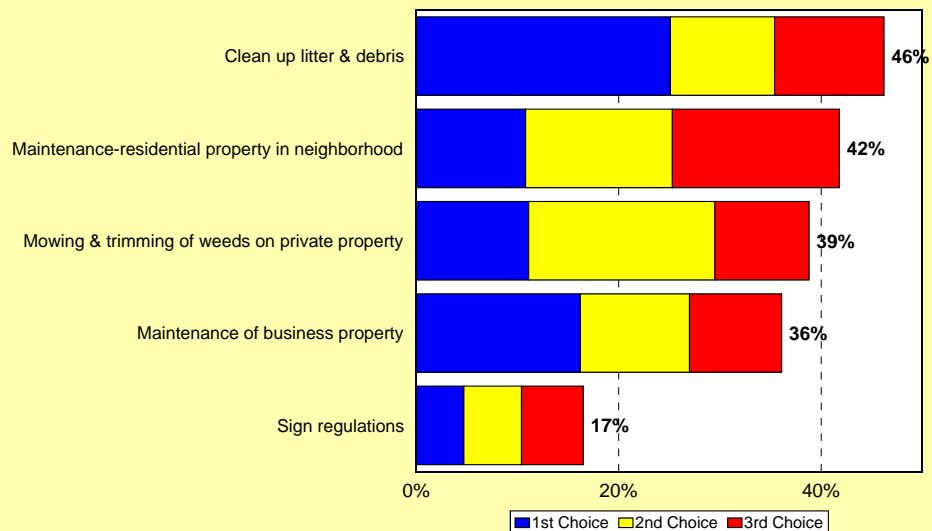


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

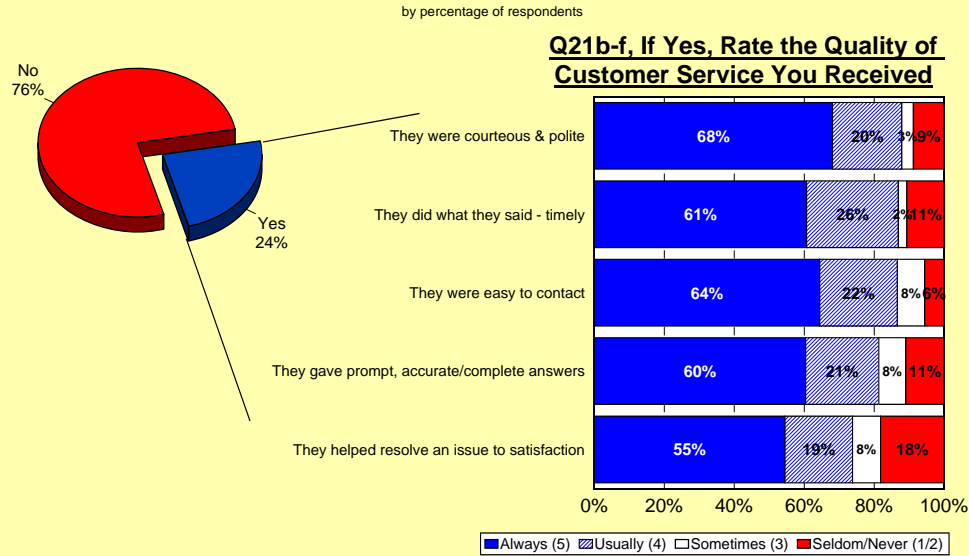
Q20. Code Enforcement Issues That Should Receive the Most Emphasis Over the Next Two Years

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



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

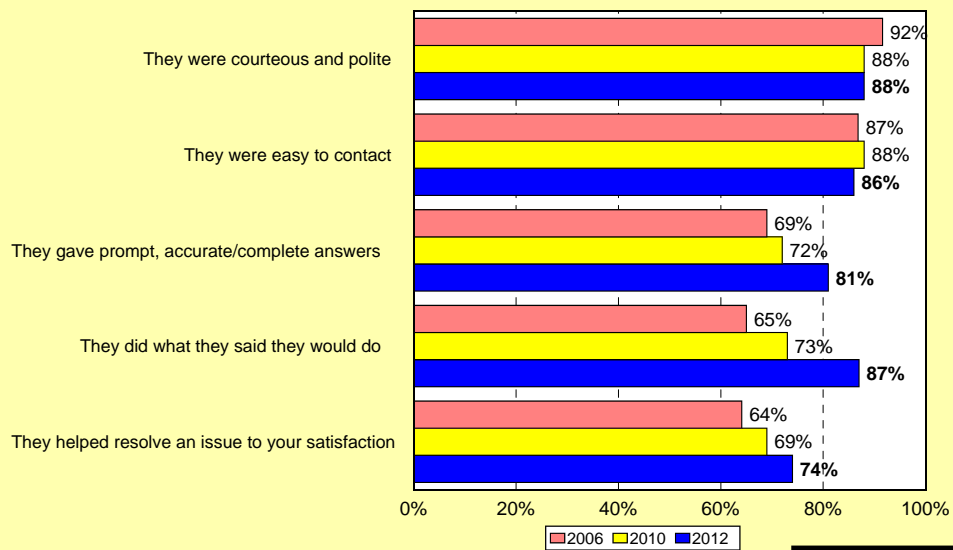
Q21. Have you contacted or visited the City of Riverside concerning a question, problem or complaint during the past year?



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q21.) Quality of Customer Service You Received From City Employees - 2012, 2010, 2006

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

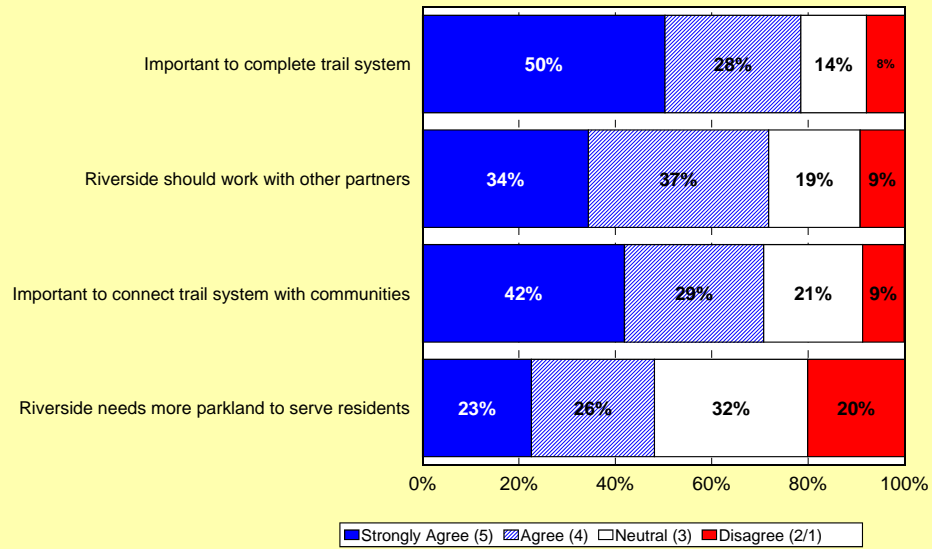


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

Q22. Level of Agreement with Various Issues

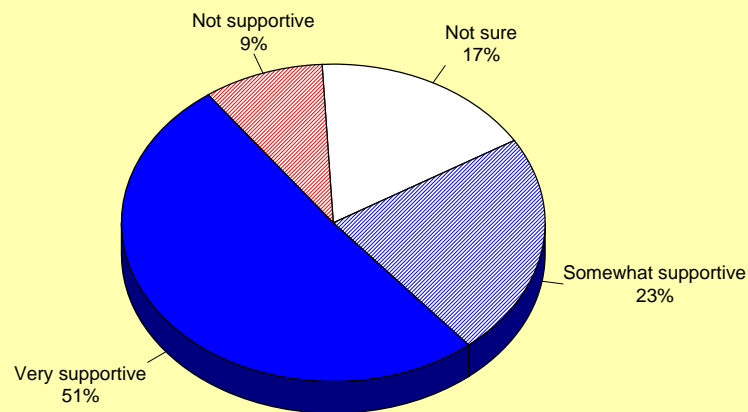
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale)



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q23. Plans are developing in the KC Metro for a regional transportation system. How supportive are you of Riverside being connected to this system?

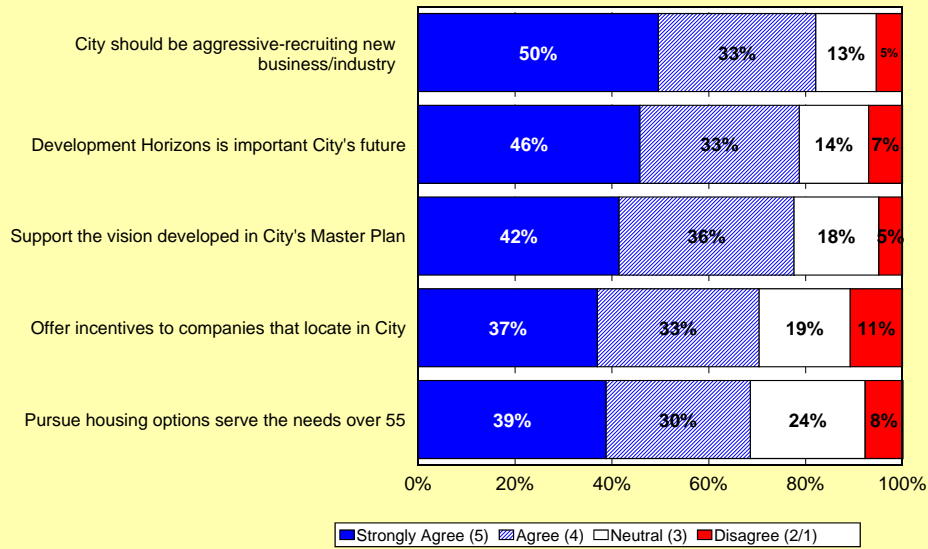
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q24. Level of Agreement with Various Issues

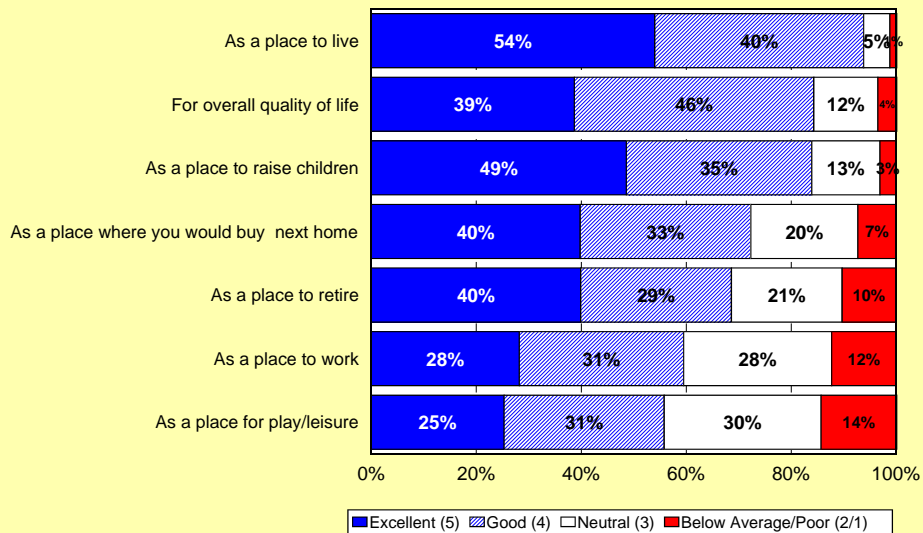
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q25. Rating the City of Riverside

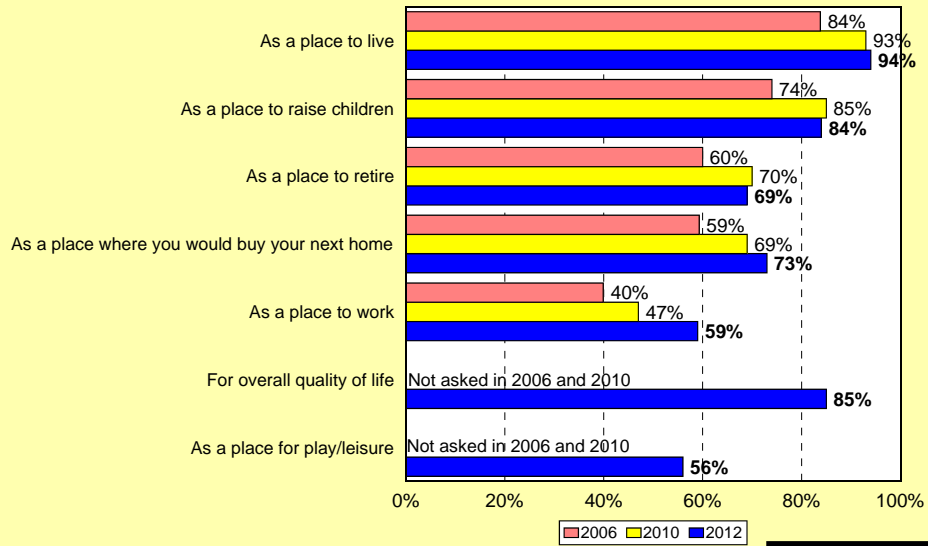
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q25.) Ratings of Various Aspects of Riverside 2012, 2010, 2006

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

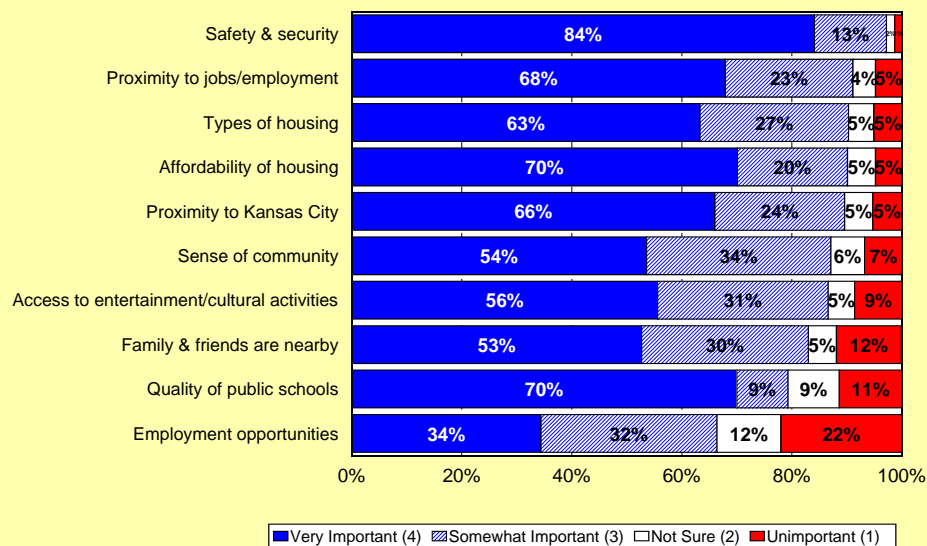


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

Q26. Reasons for Deciding to Live in Riverside

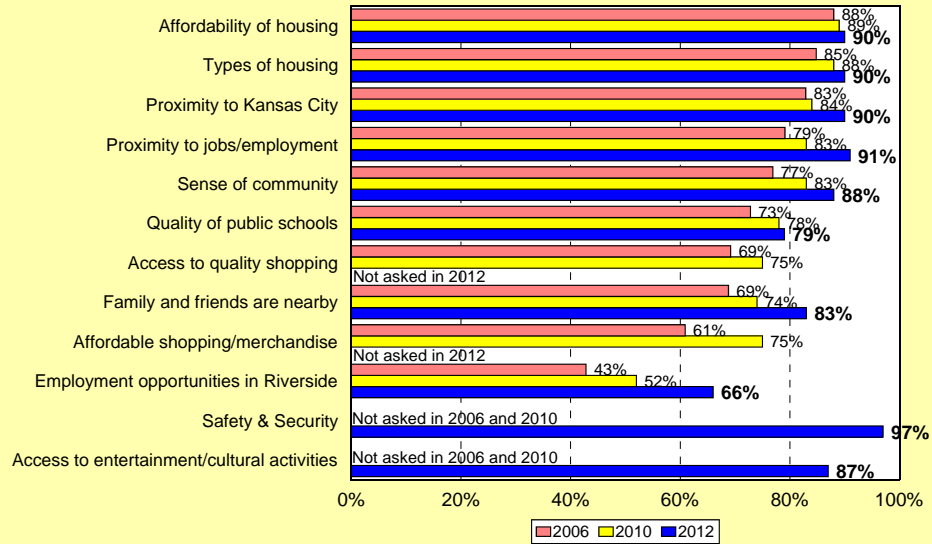
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (without "no response")



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q26. Reasons for Deciding to Live in Riverside 2012, 2010, 2006

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

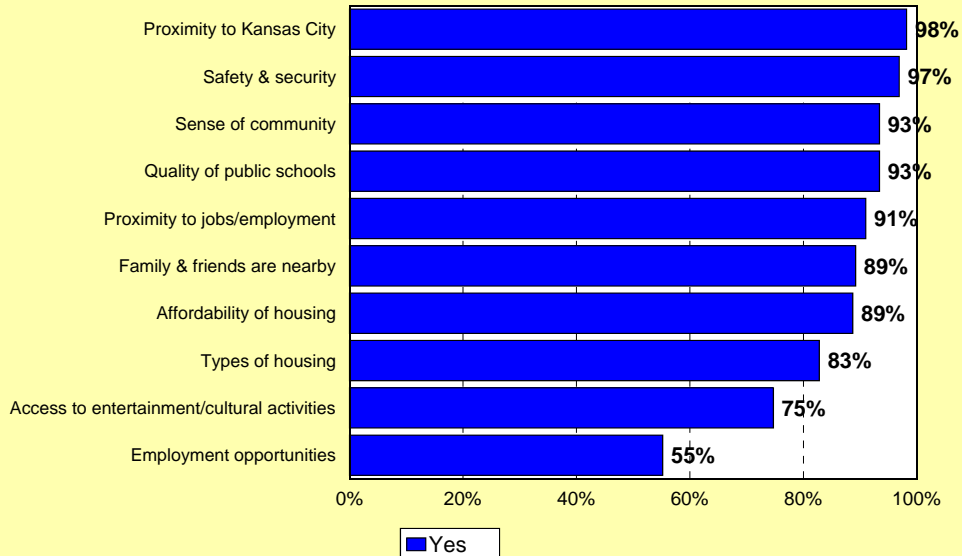


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

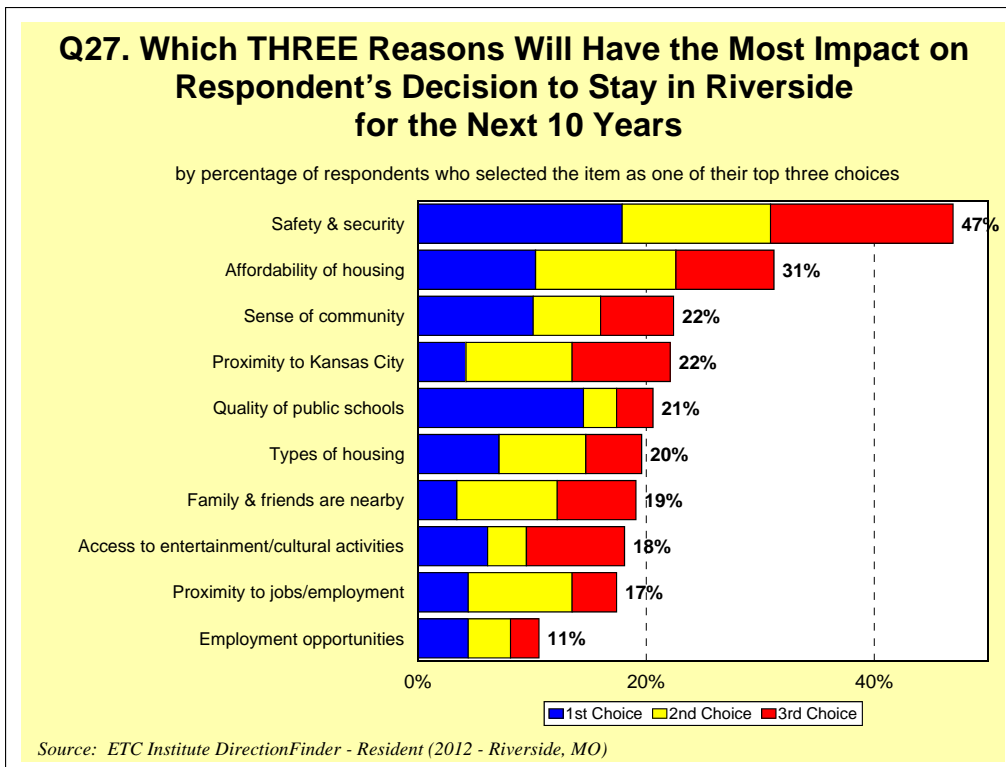
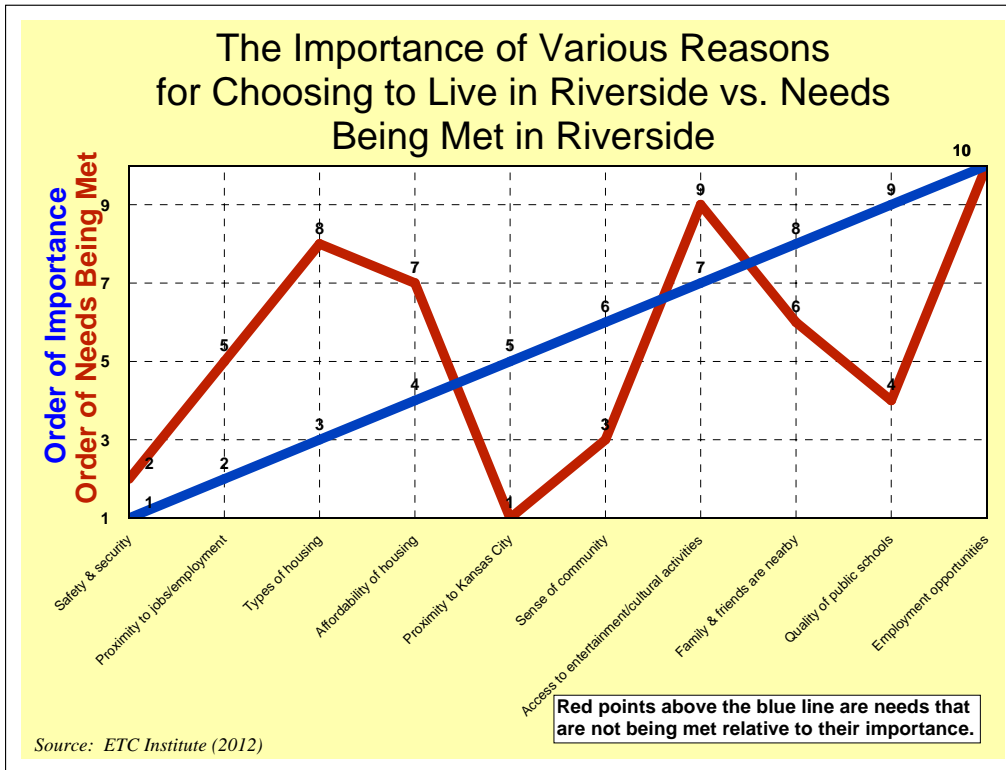
Trends

Q26. Please indicate if your needs are being met in Riverside?

by percentage of respondents who said "Yes"

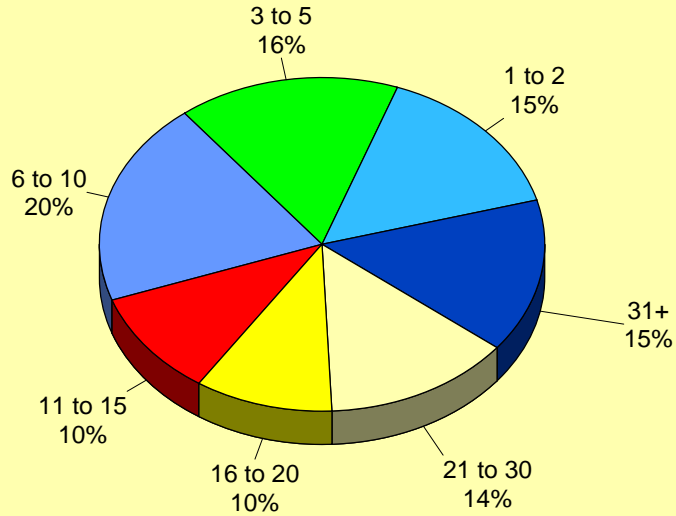


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)



Q28. Approximately How Many Years Have You Lived in the City of Riverside?

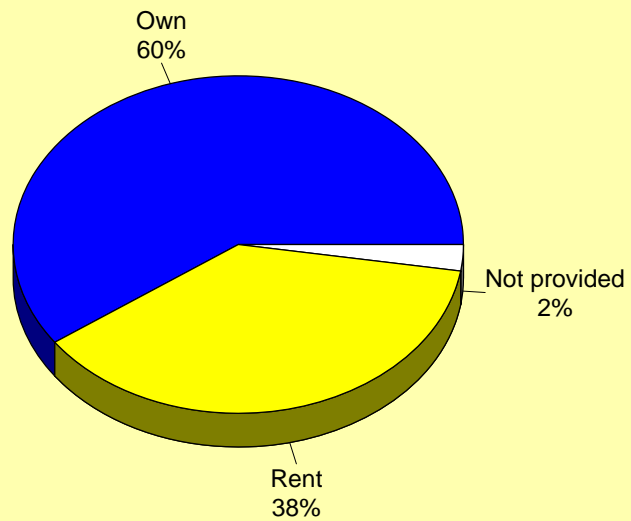
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q29. Demographics: Do You Own Or Rent Current Residence?

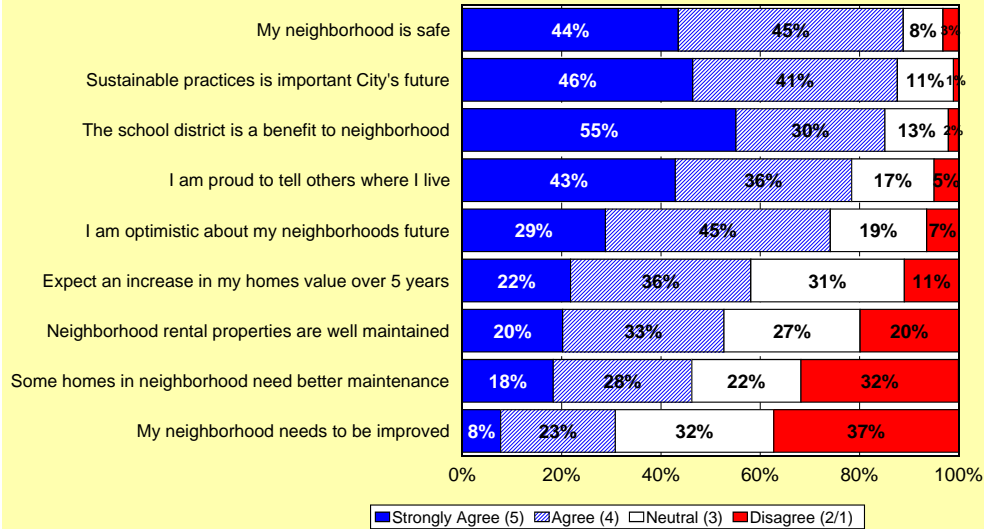
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q30. Agreement with Various Residential Issues in Riverside

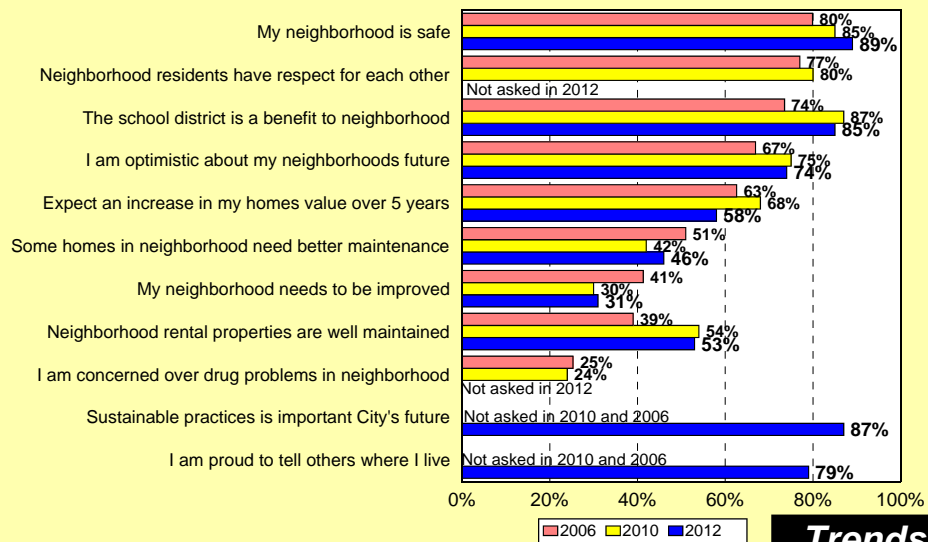
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

(Q30.) Agreement with Various Issues About Life in Riverside 2012, 2010, 2006

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

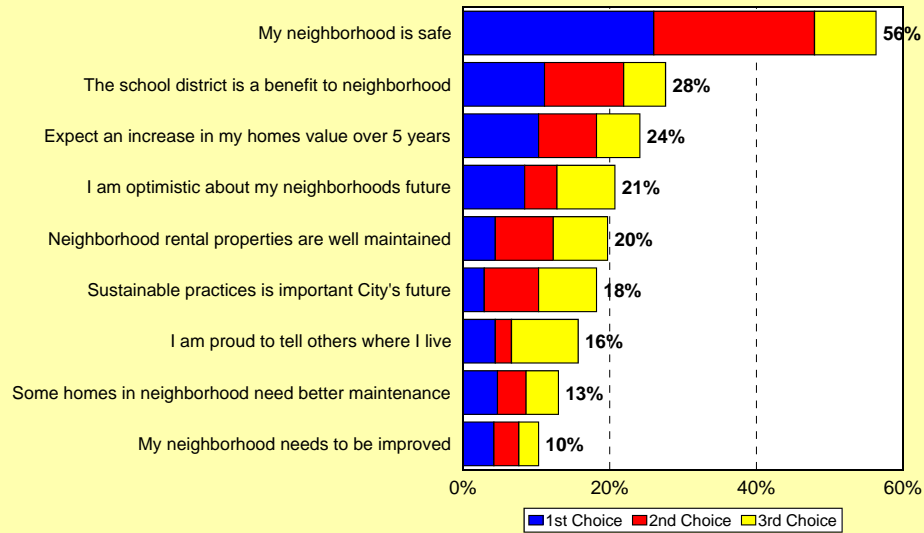


Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Trends

Q31. The Reasons that Will Impact the Decision to Stay in Riverside Over the Next Ten Years

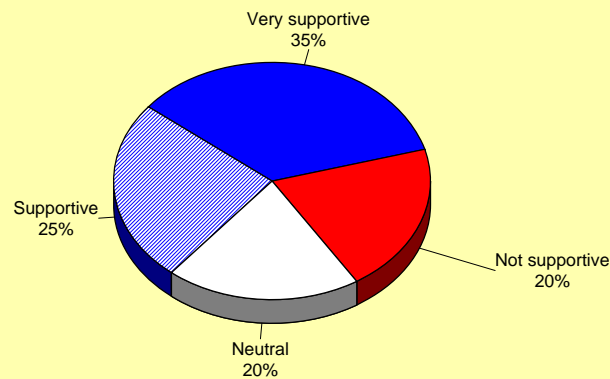
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q32. How supportive are you of the fireworks industry that sets up tents every year for two weeks before the 4th of July?

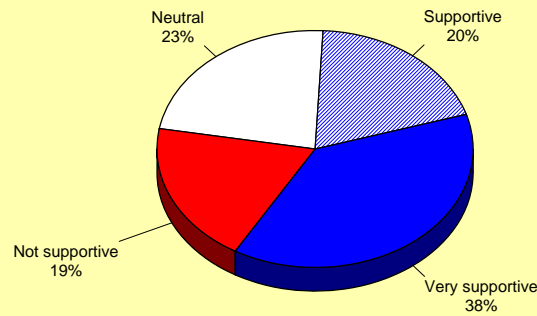
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q33. How supportive are you of the City conducting a managed bow-hunt in the non-residential areas of Riverside in coordination with the Conservation Department to reduce the deer population in the City?

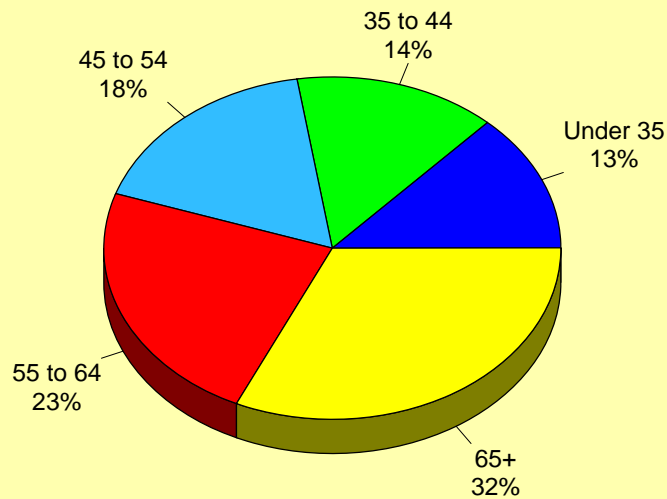
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q36. Demographics: Age of Respondents

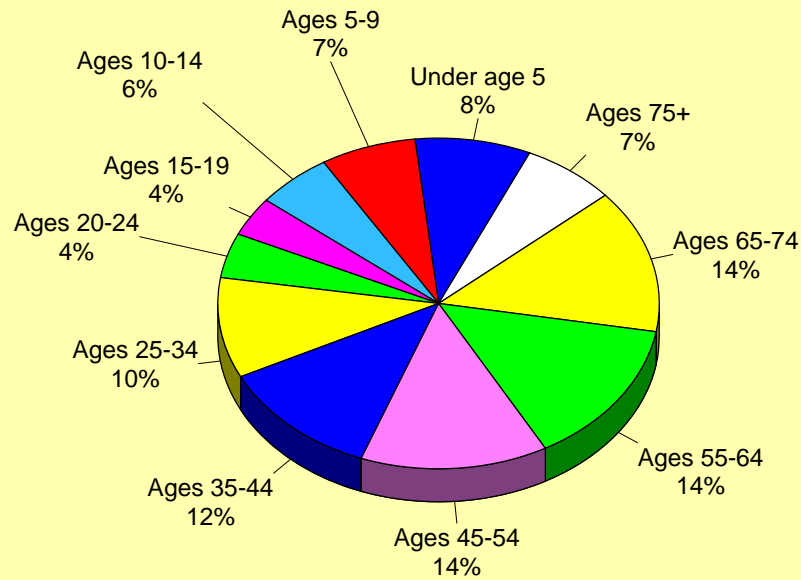
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q37. Demographics: Ages of Household Occupants

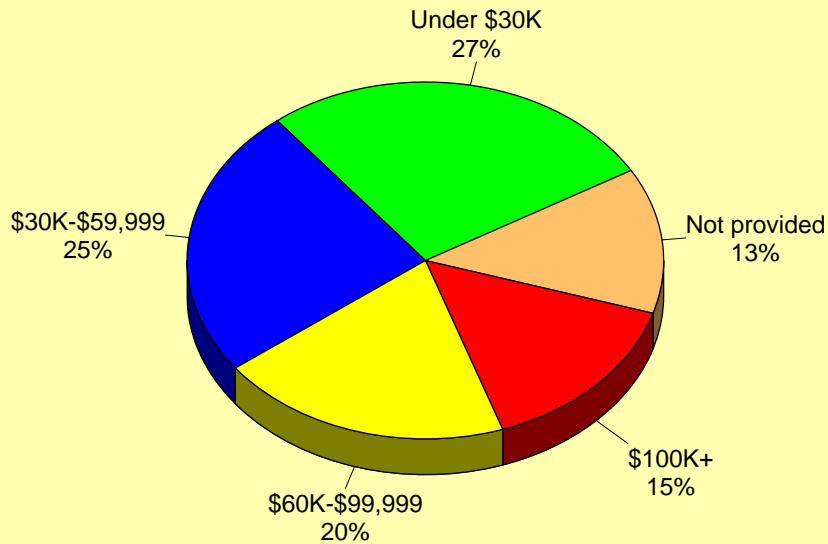
by percentage of persons in households



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q38. Demographics: Total Annual Household Income

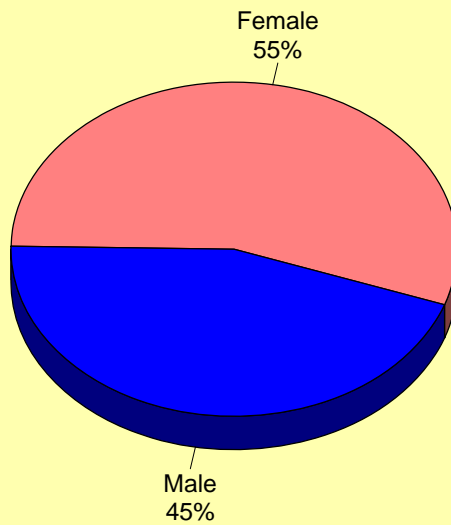
by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)

Q35. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder - Resident (2012 - Riverside, MO)



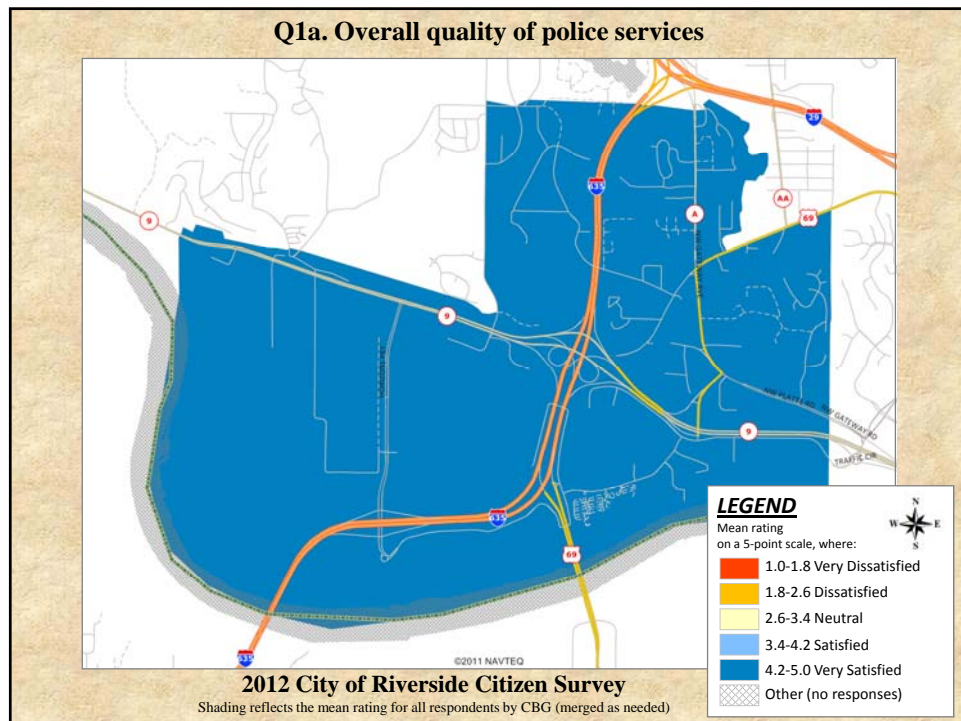
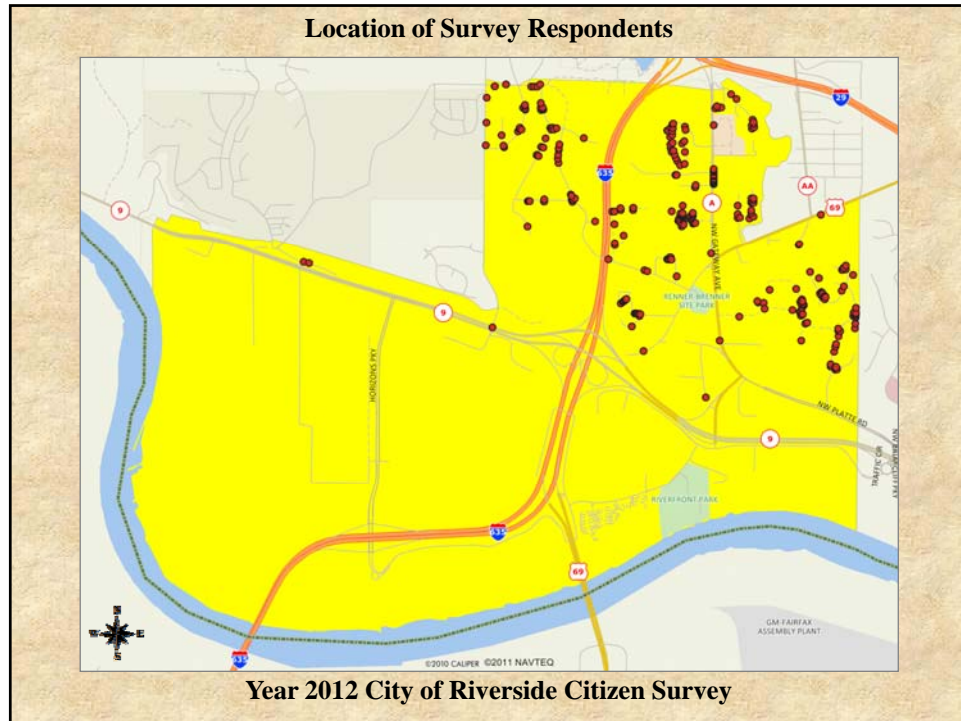
Interpreting the Maps

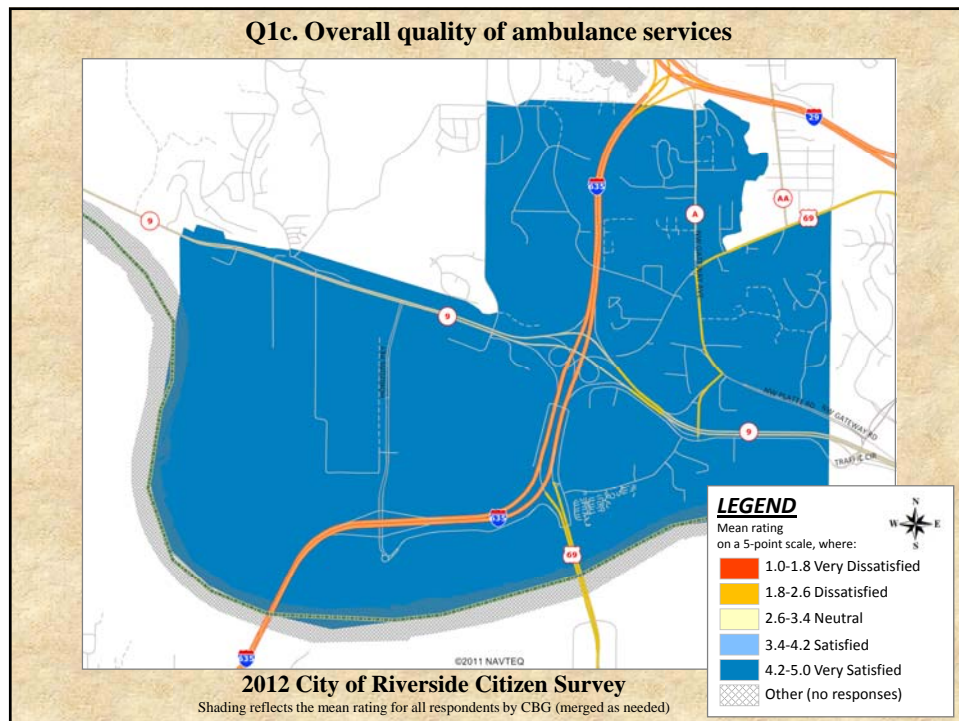
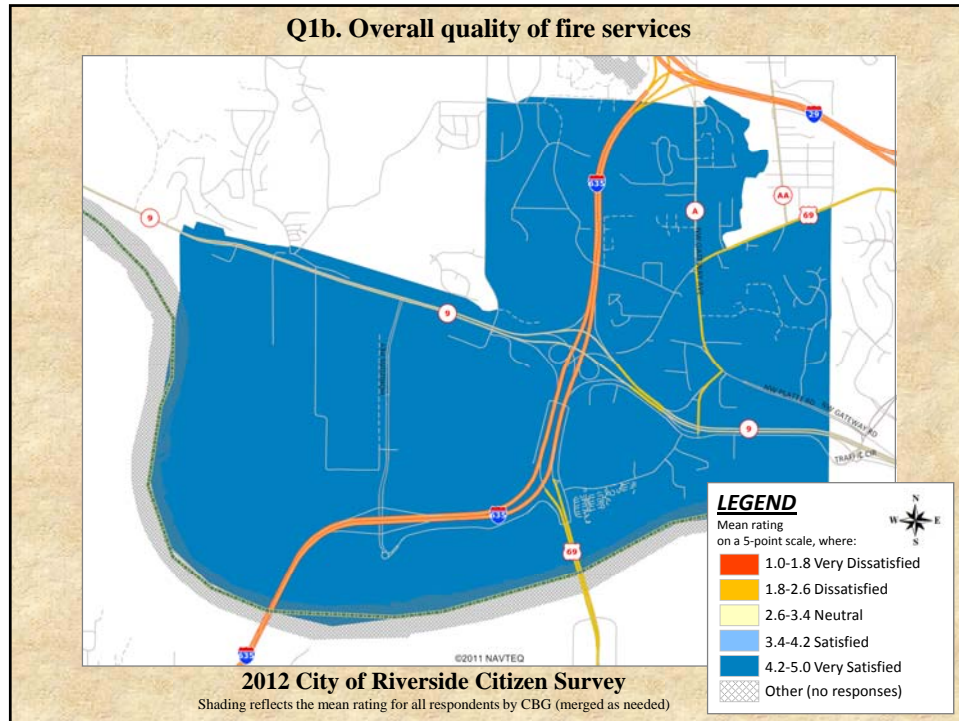
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

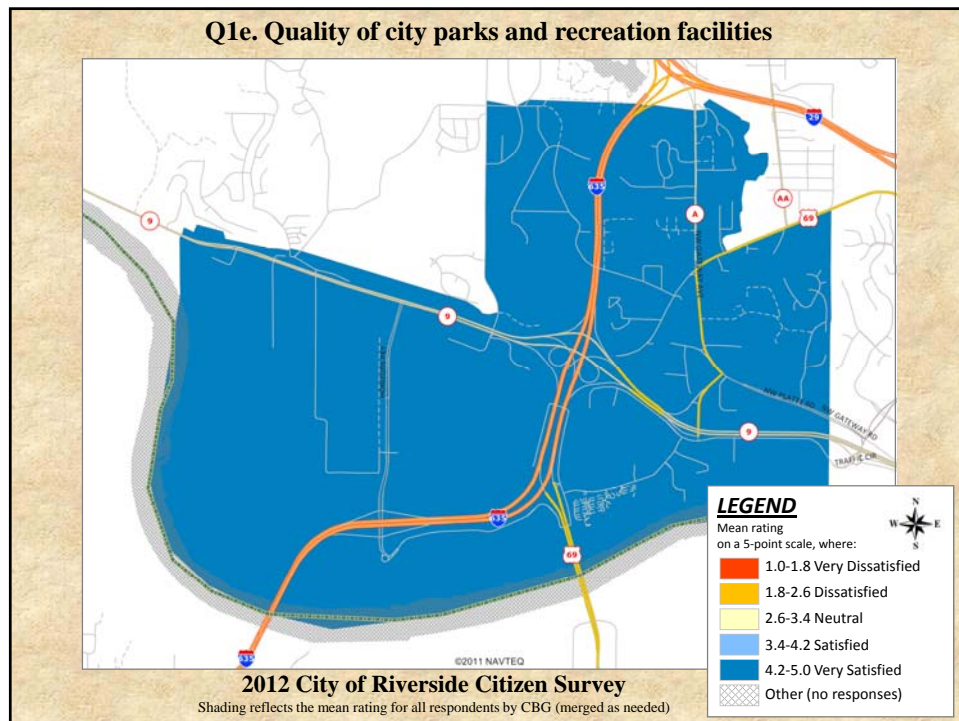
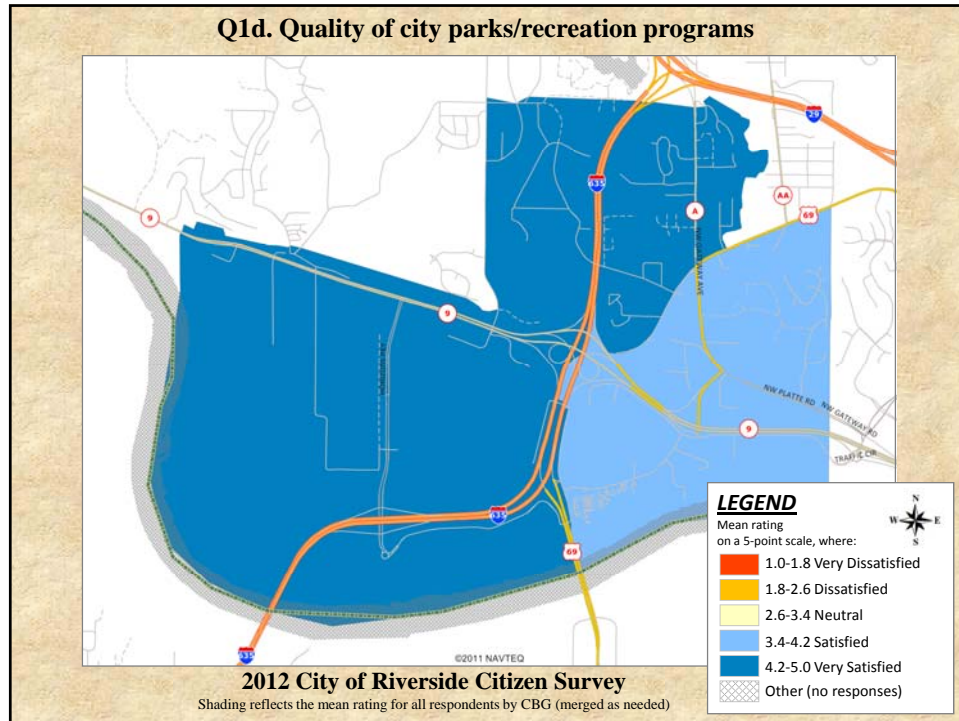
If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

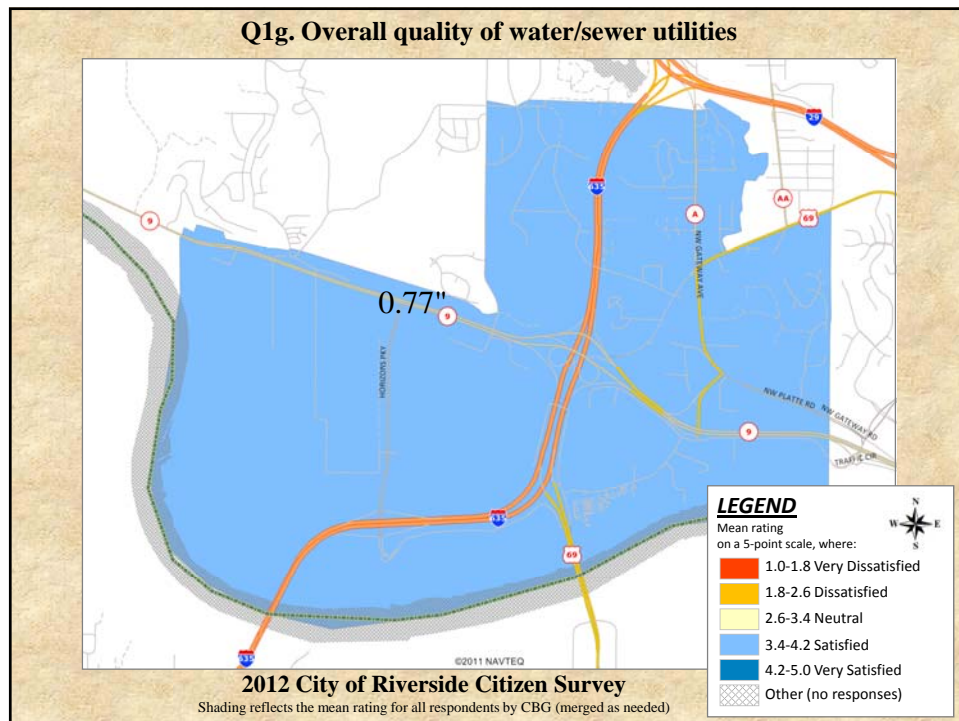
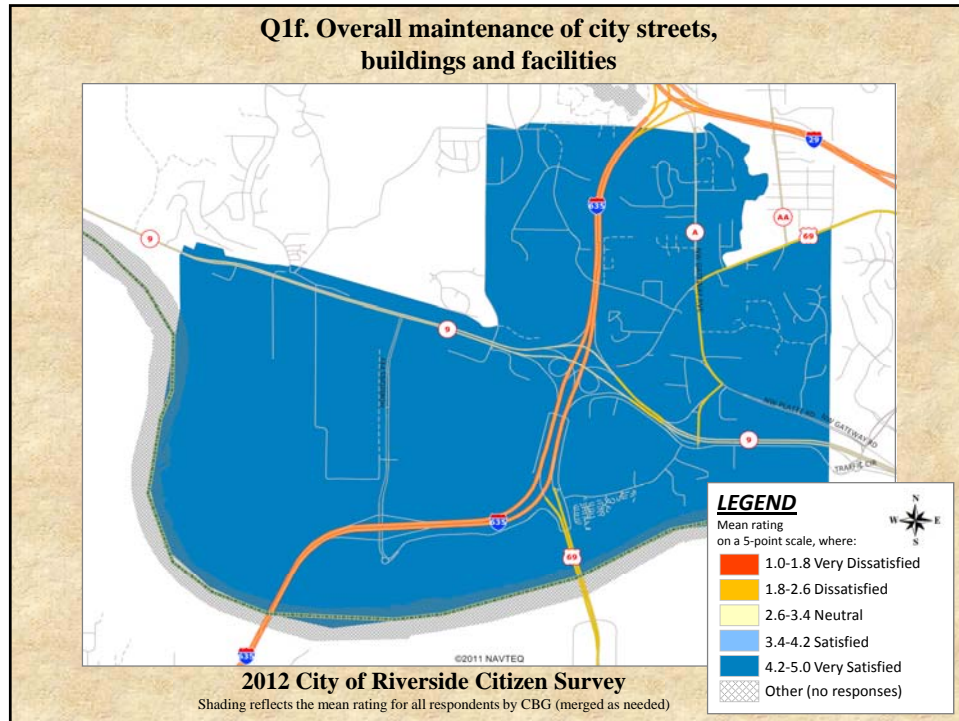
When reading the maps, please use the following color scheme as a guide:

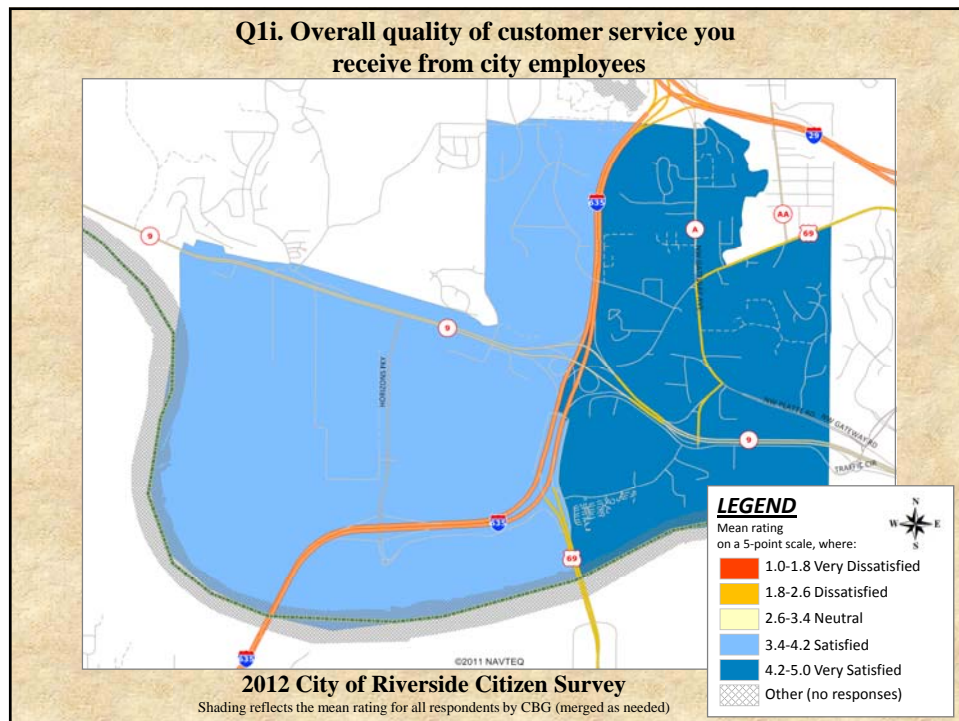
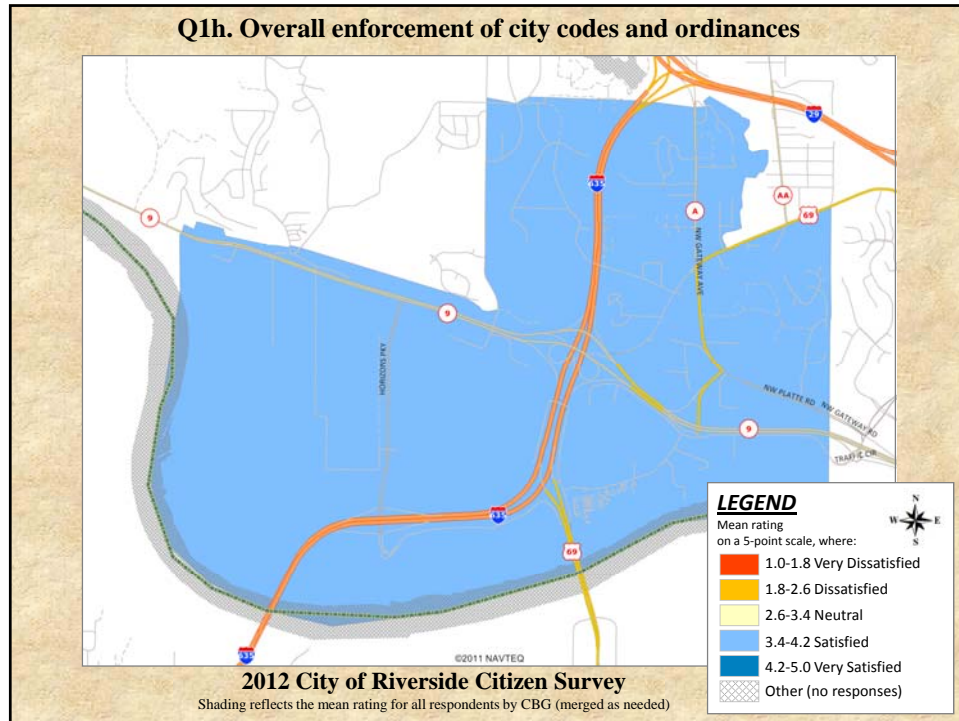
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate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

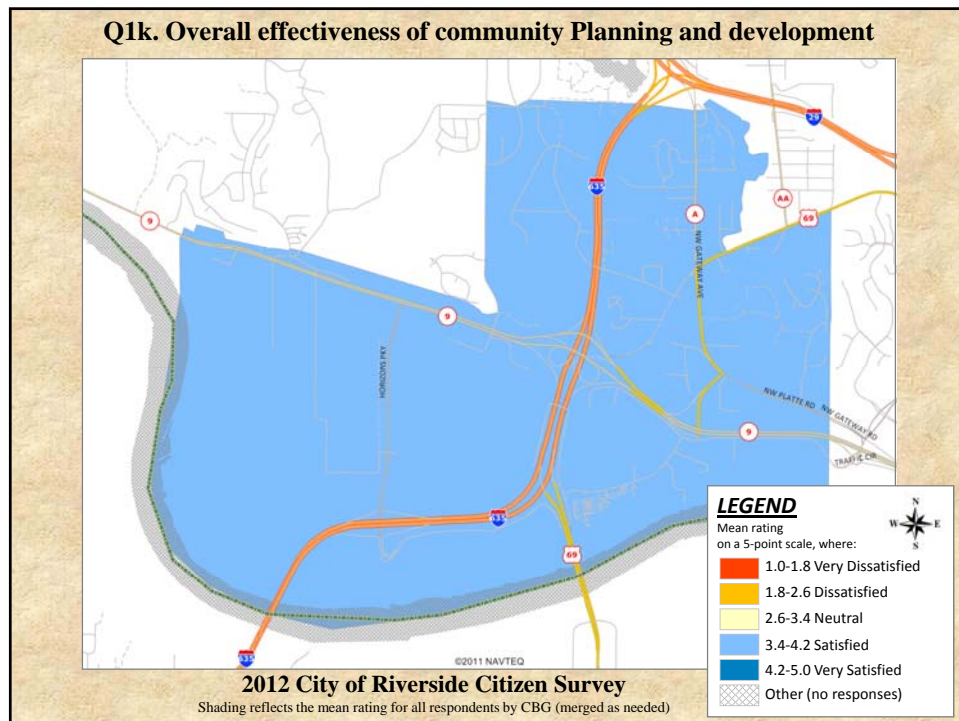
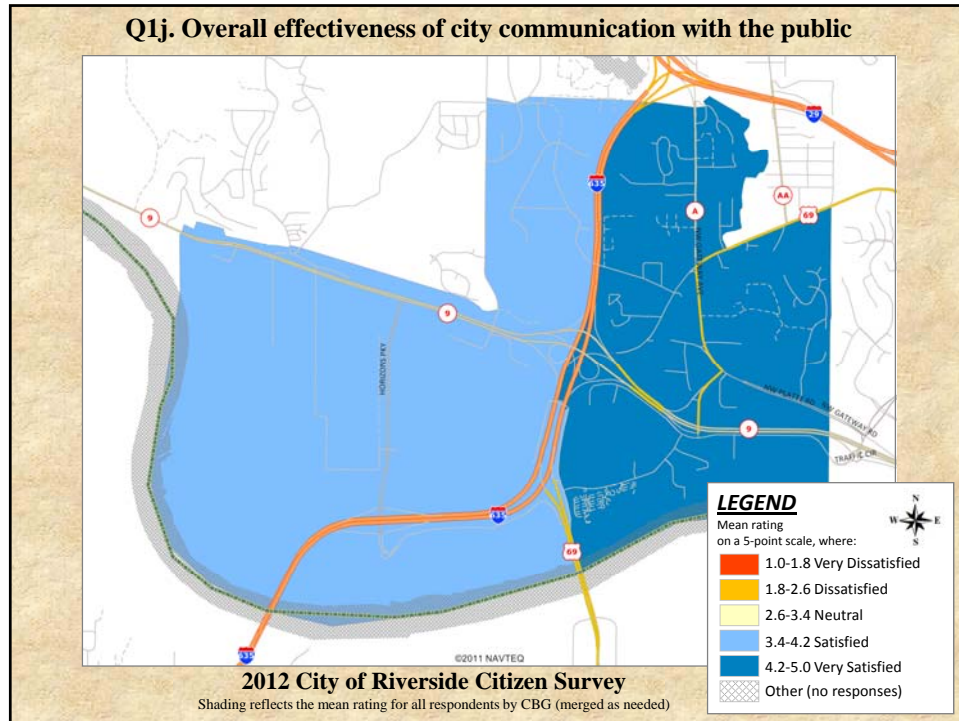


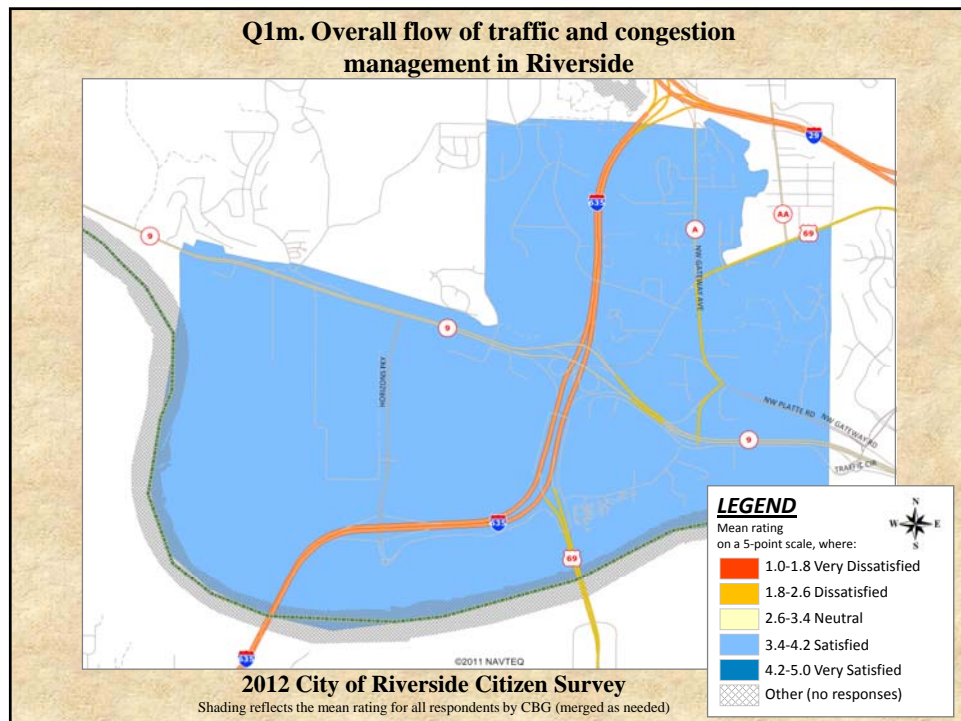
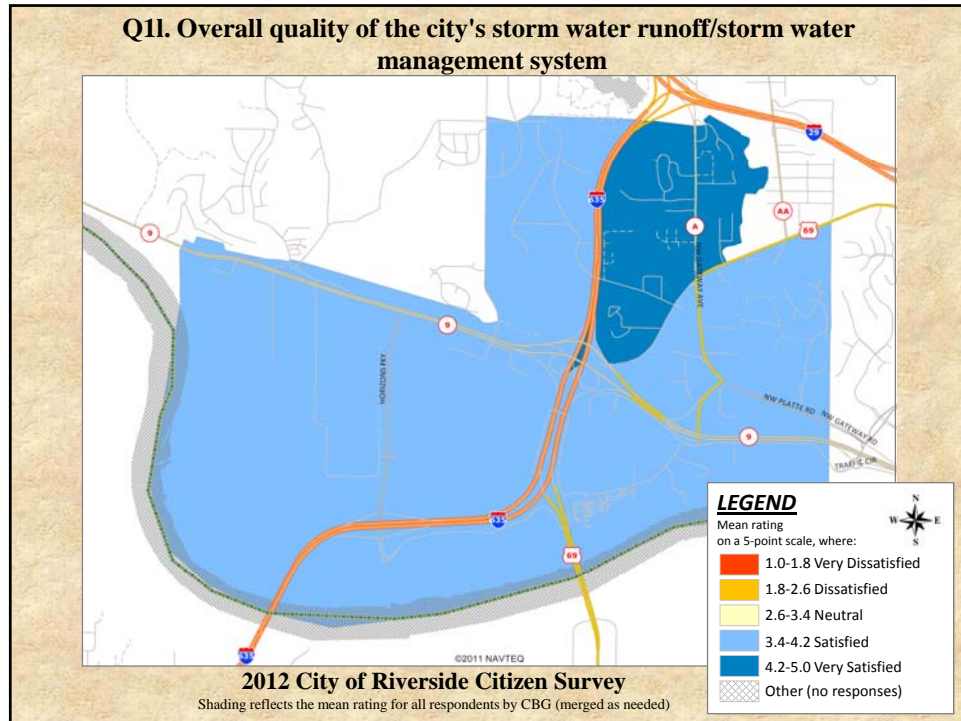


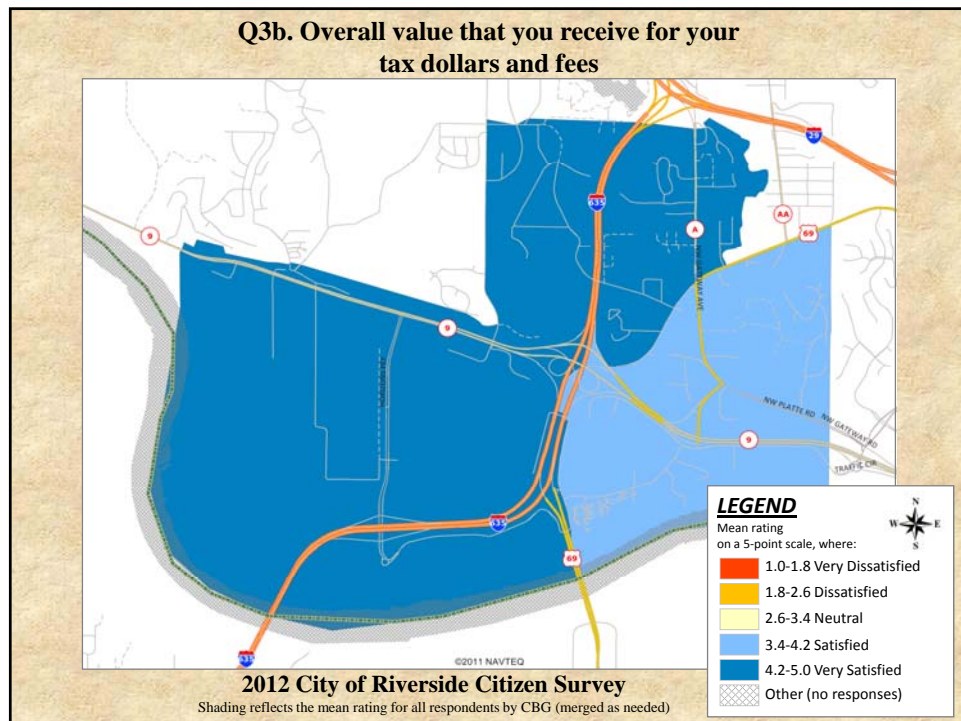
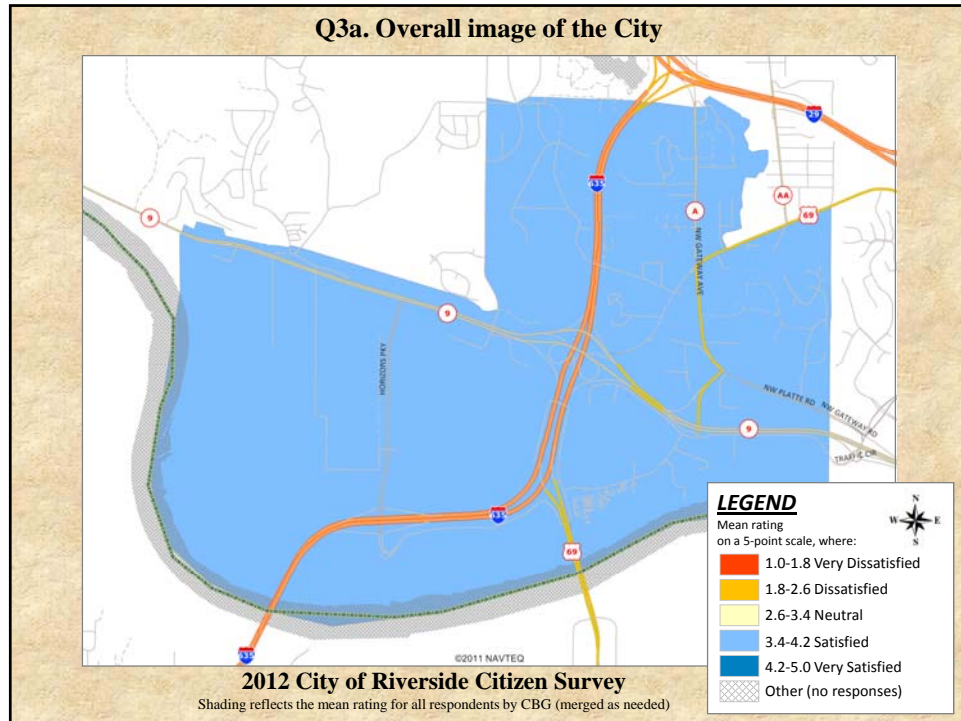


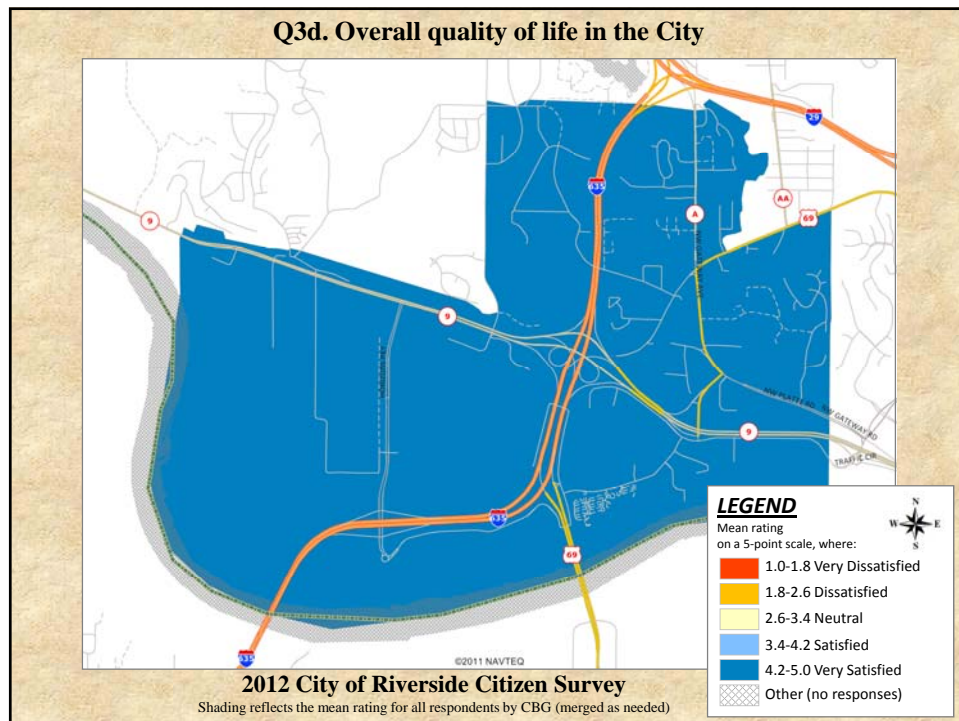
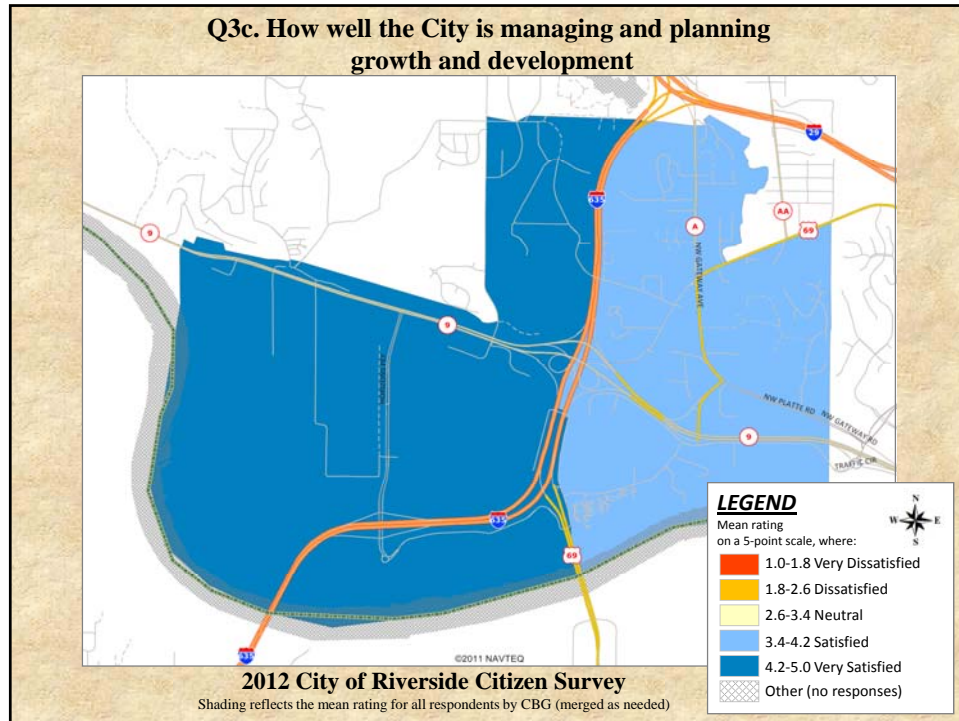


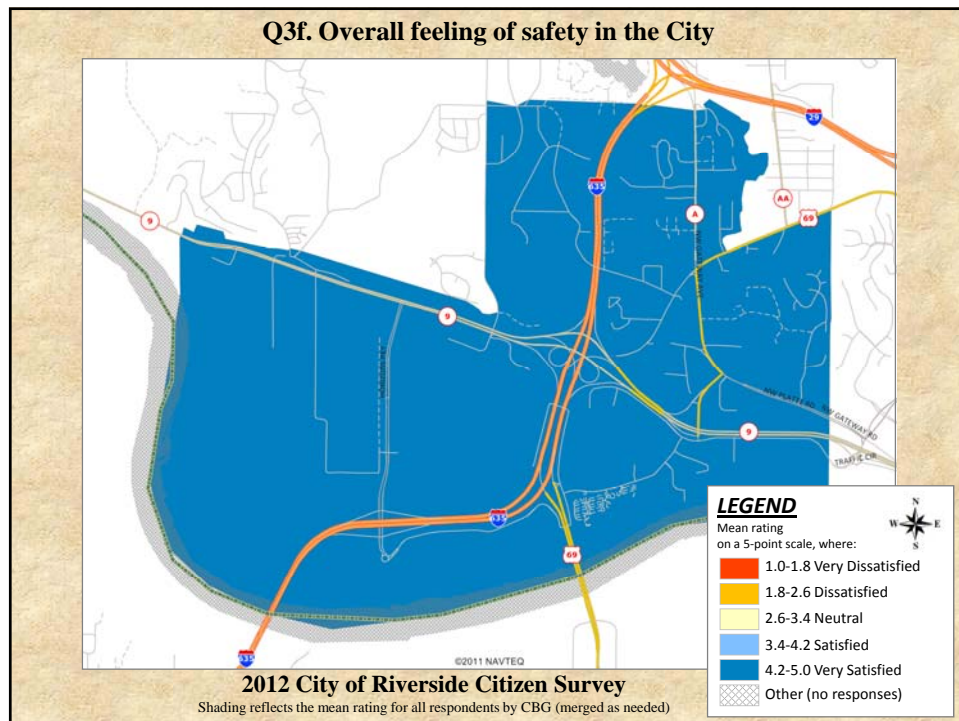
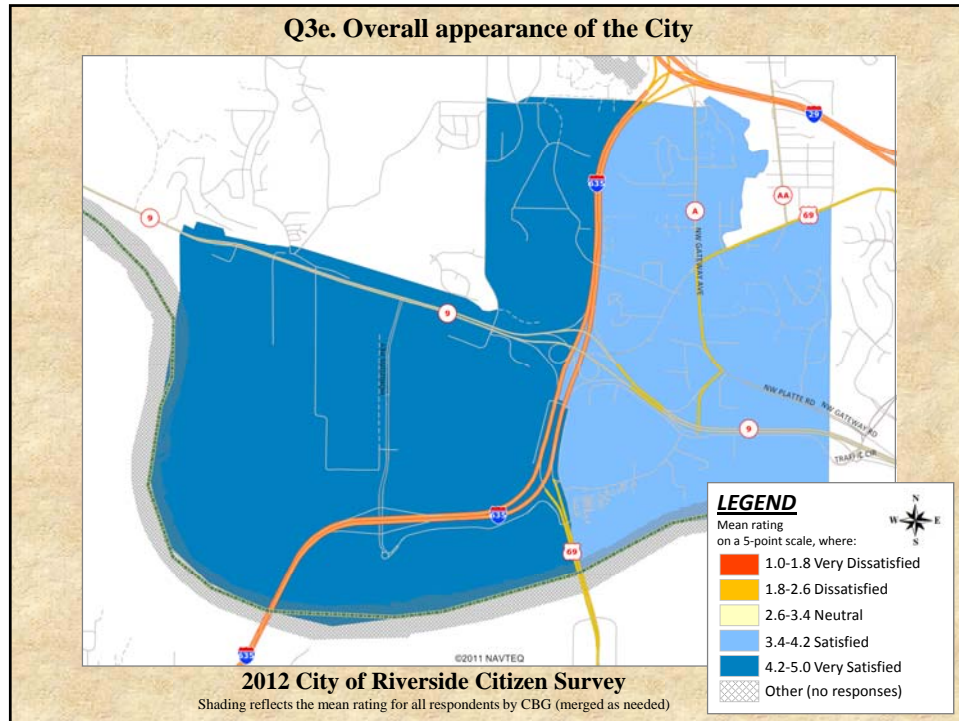


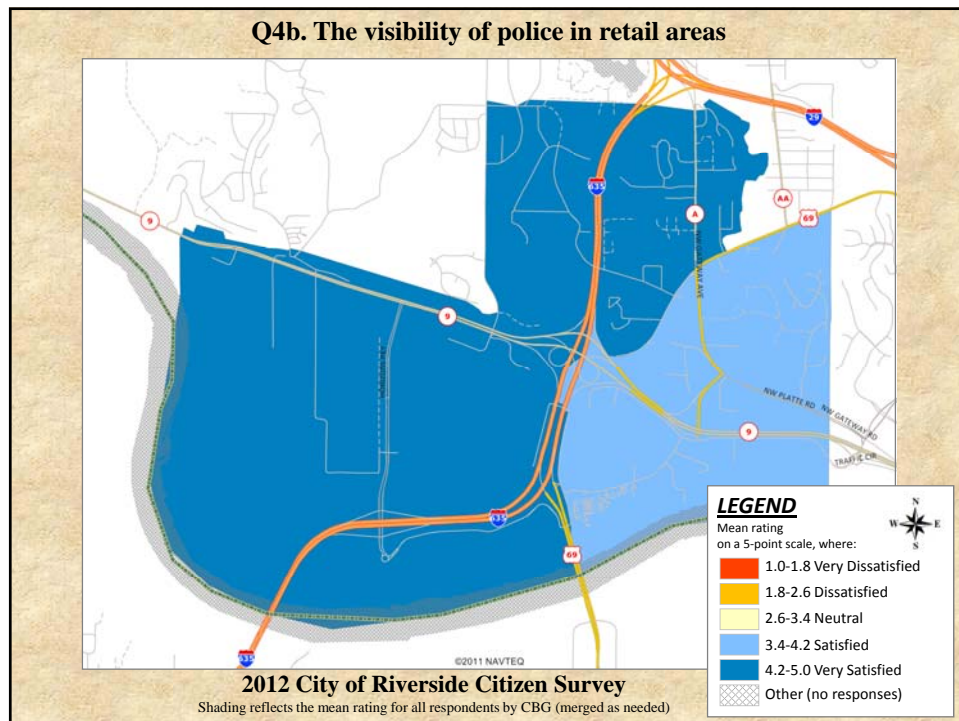
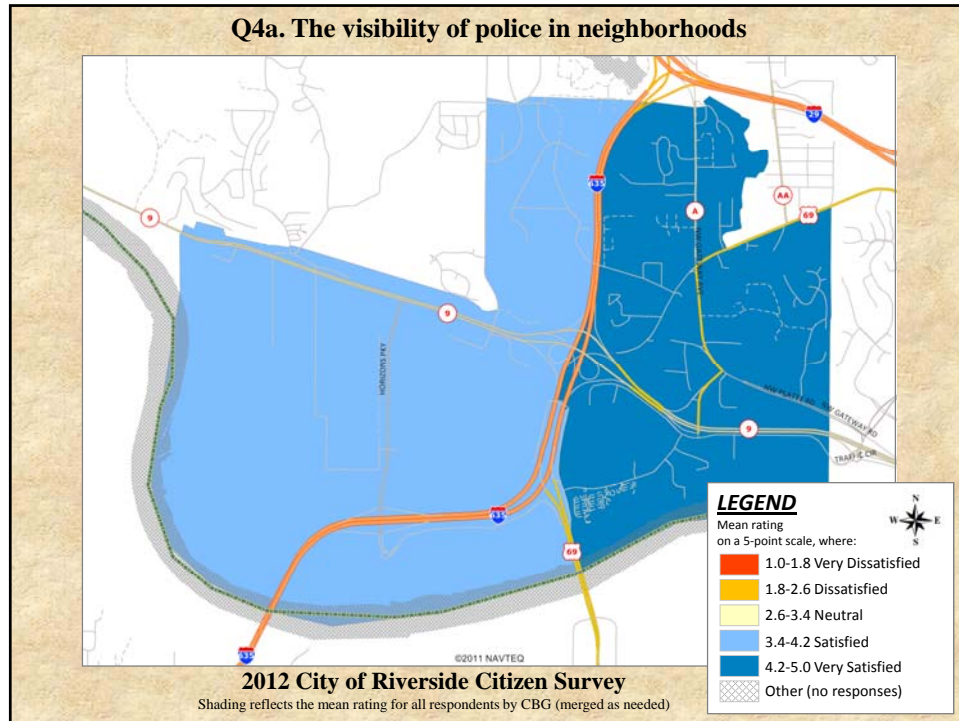


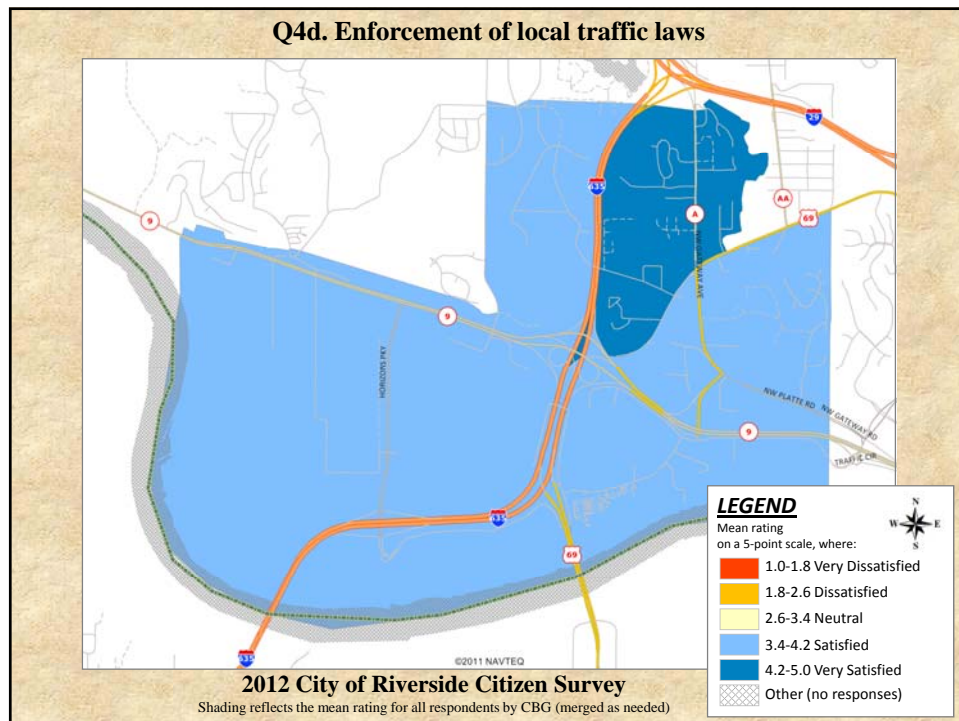
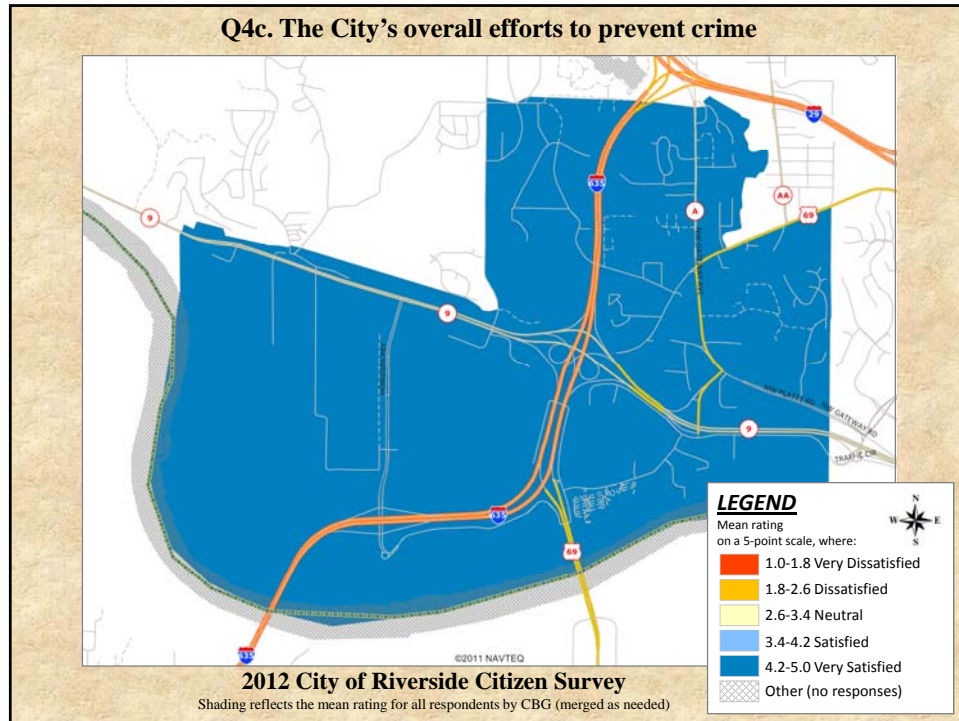


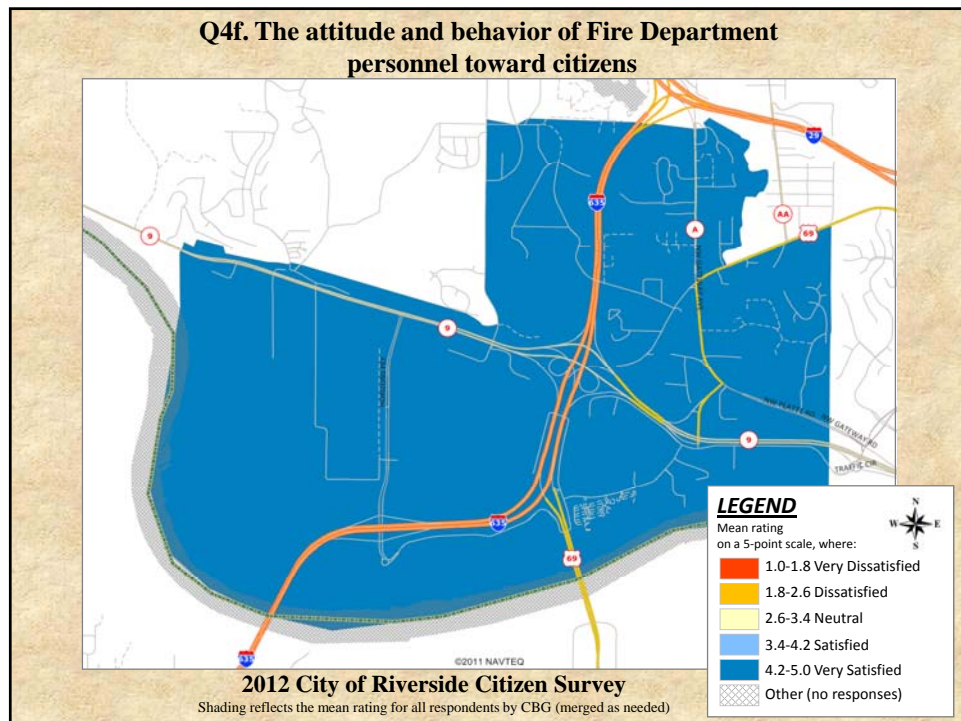
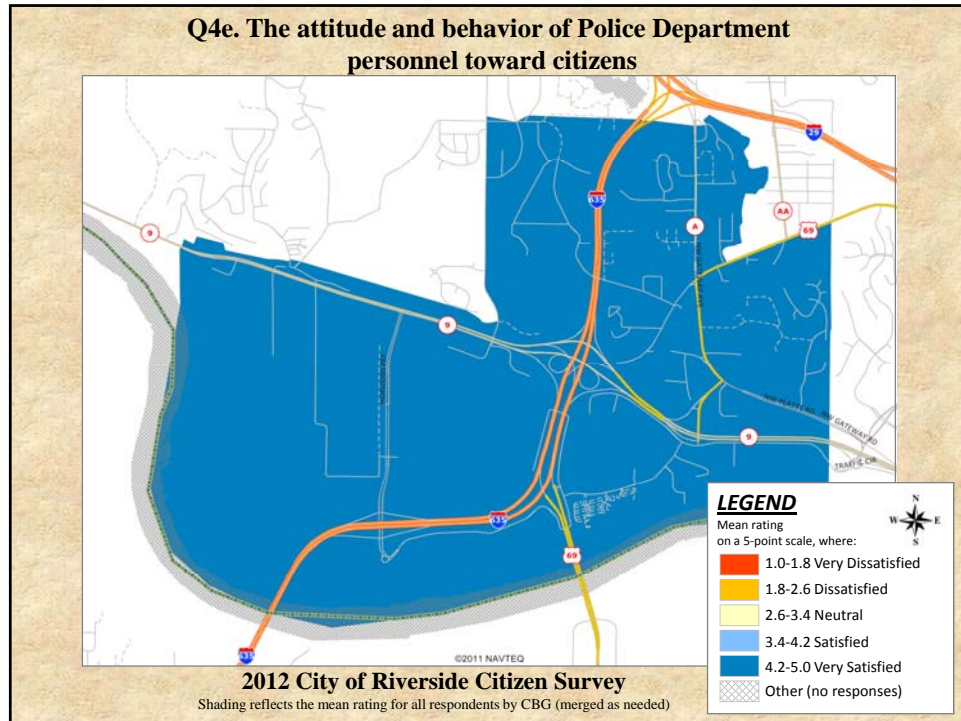


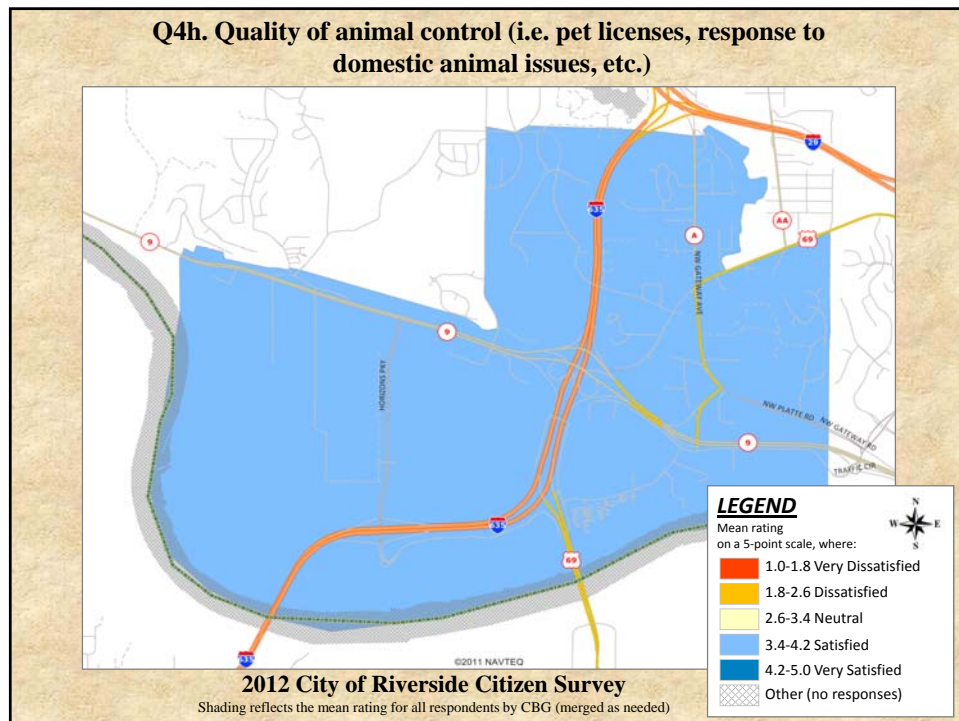
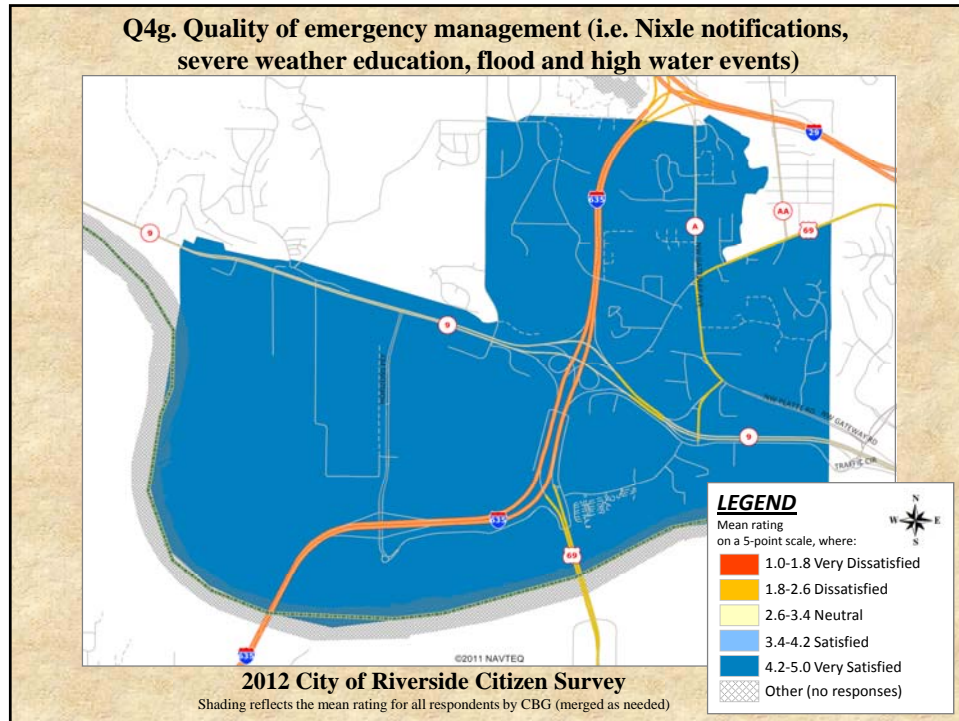


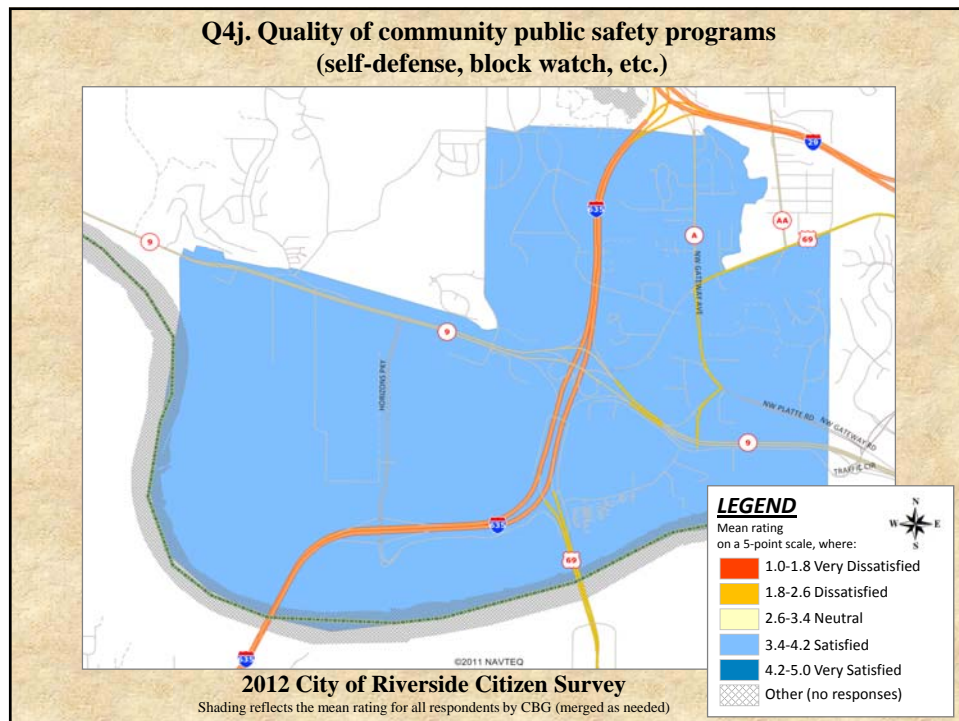
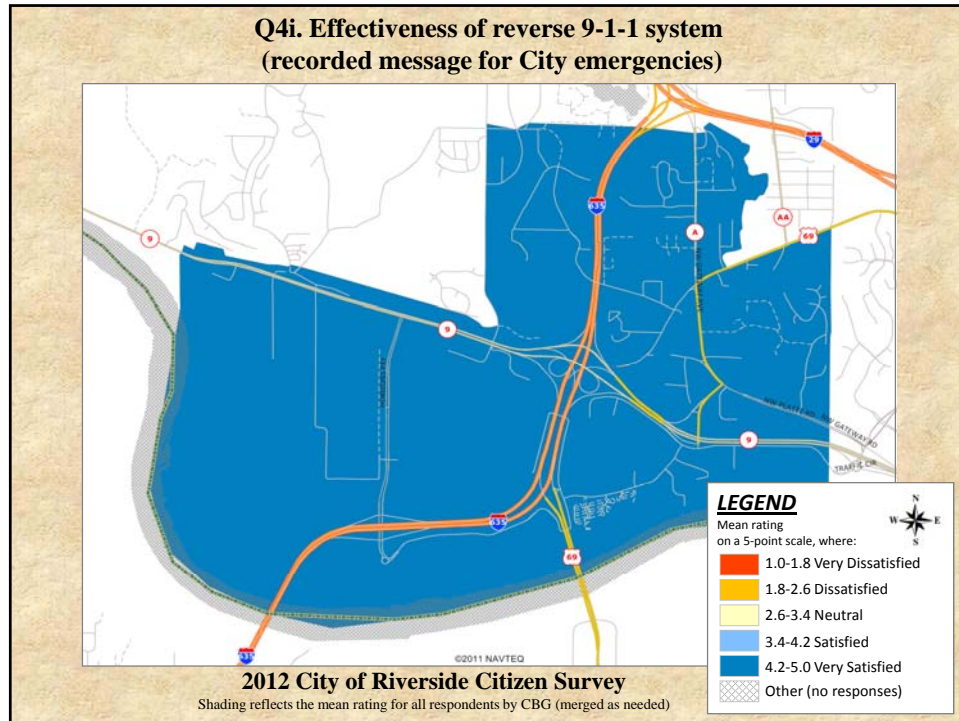


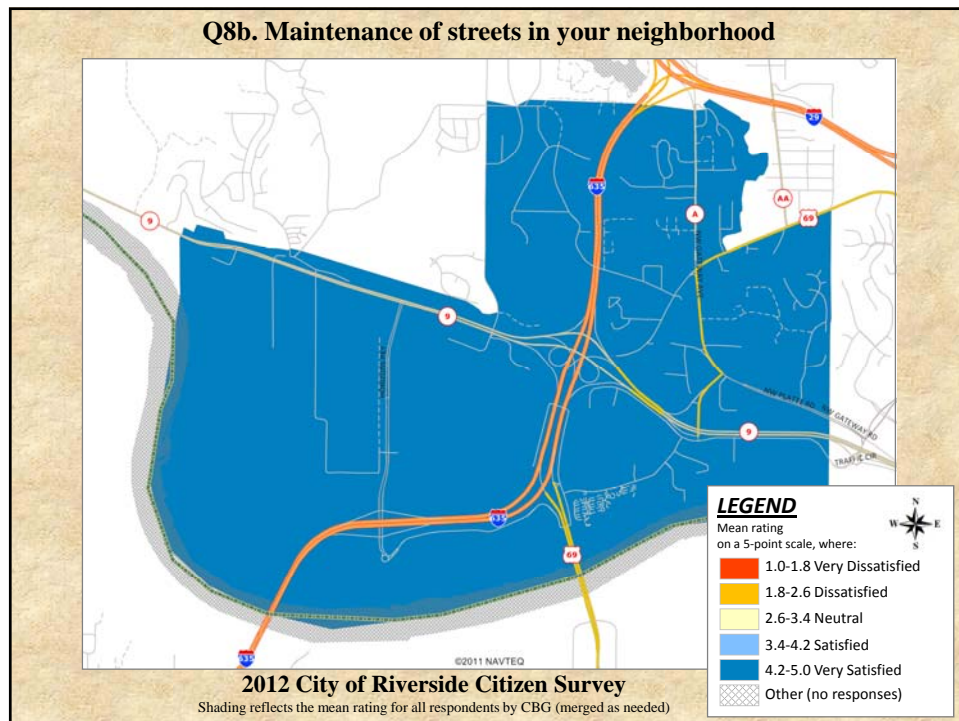
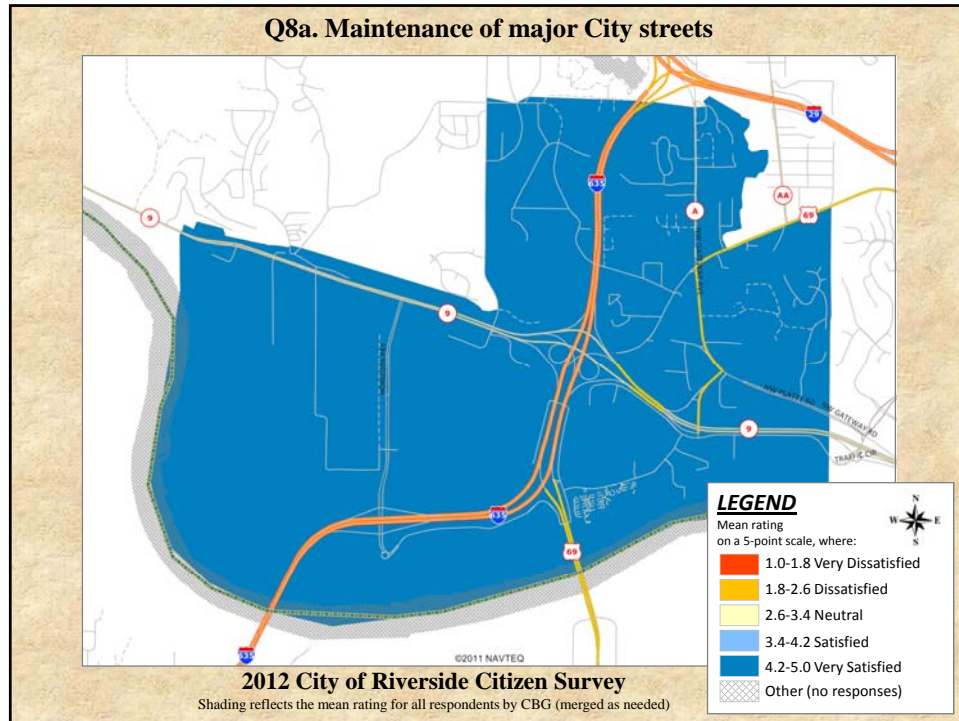


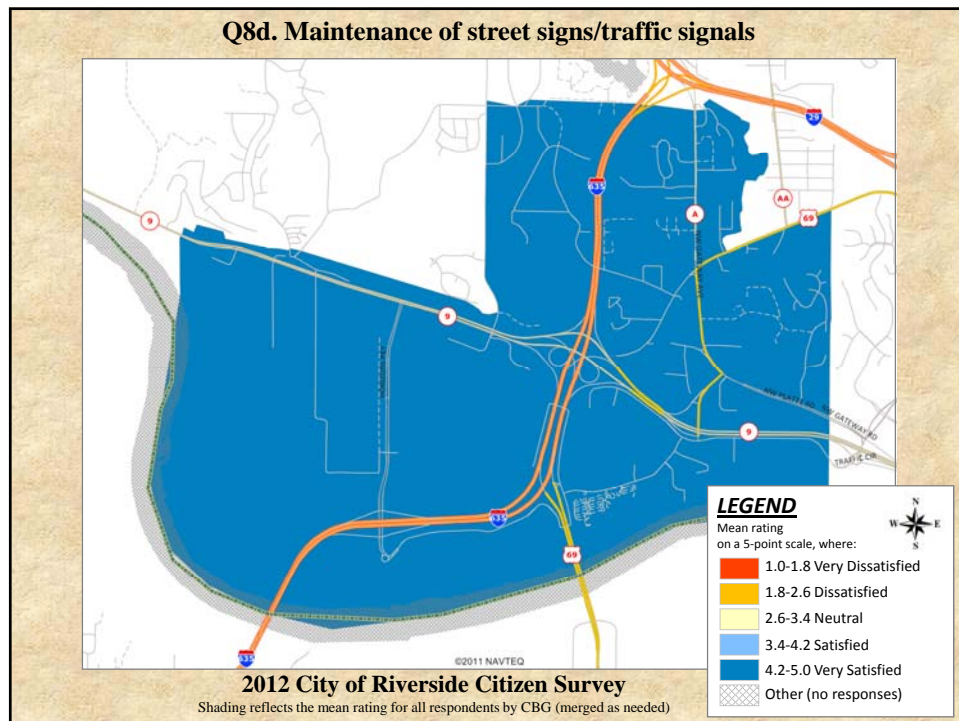
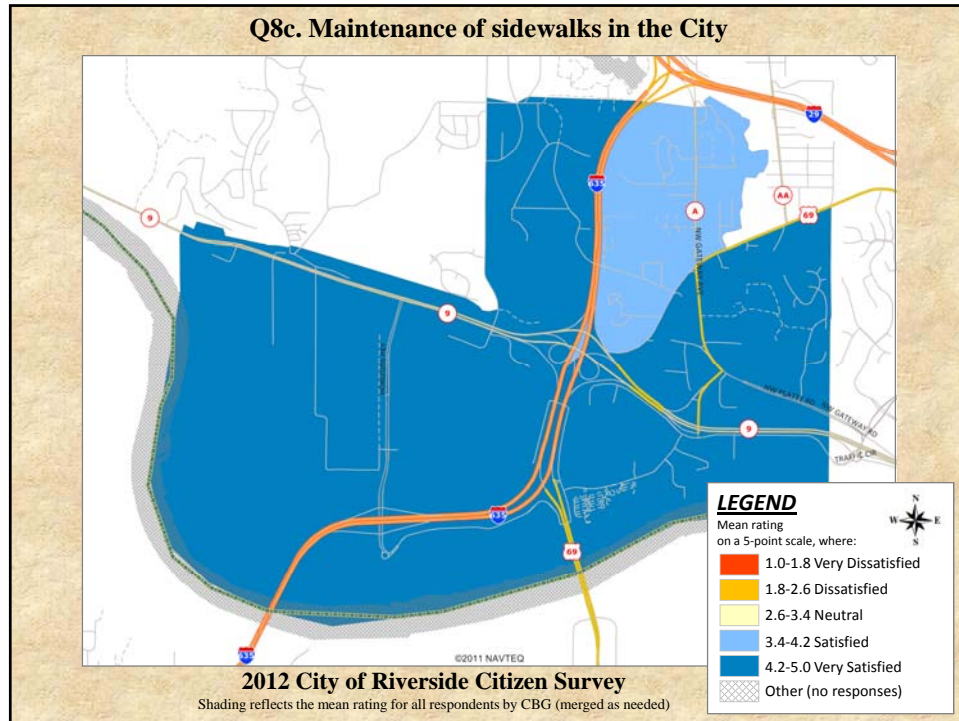


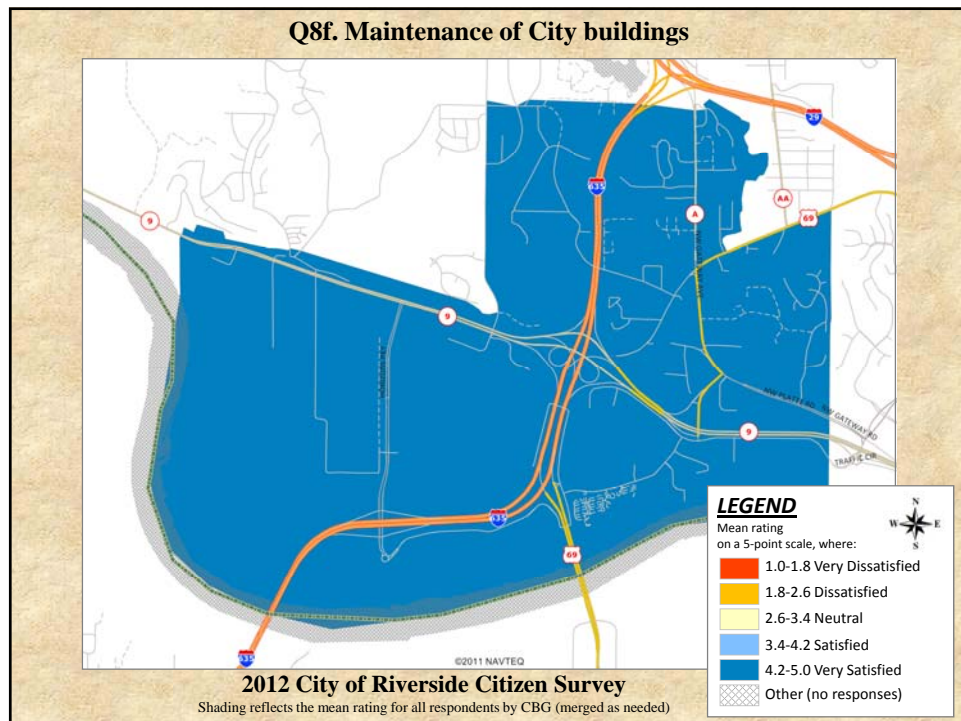
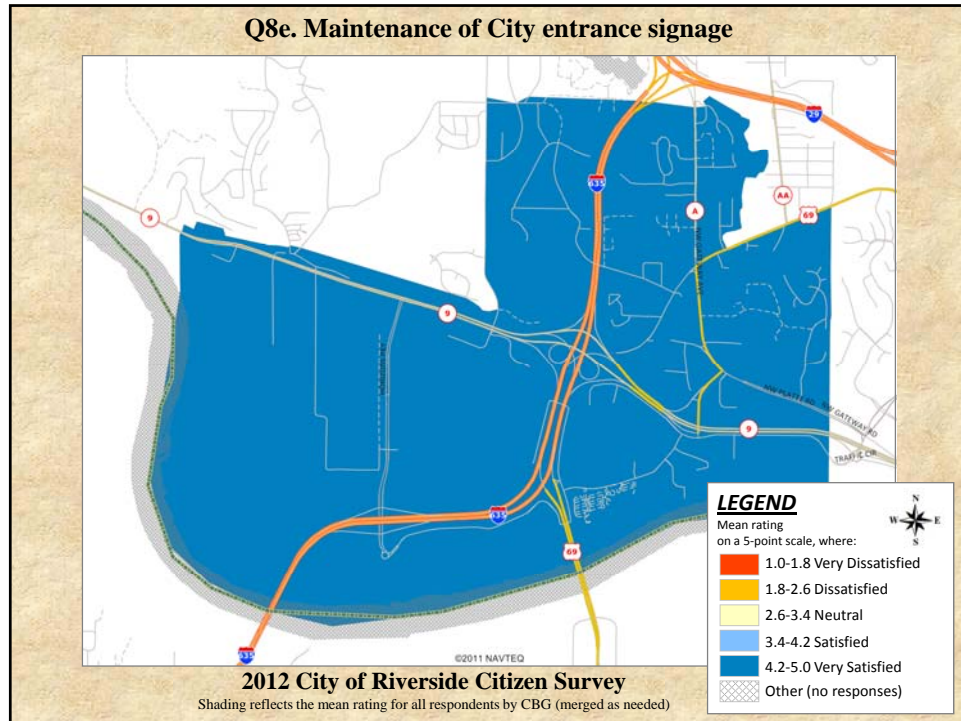


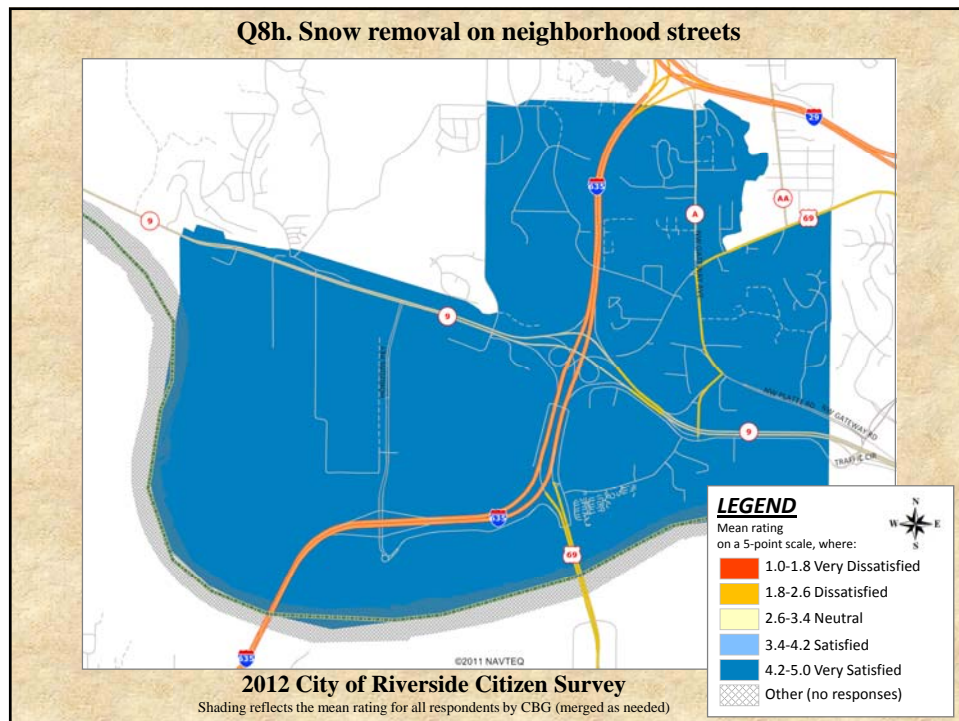
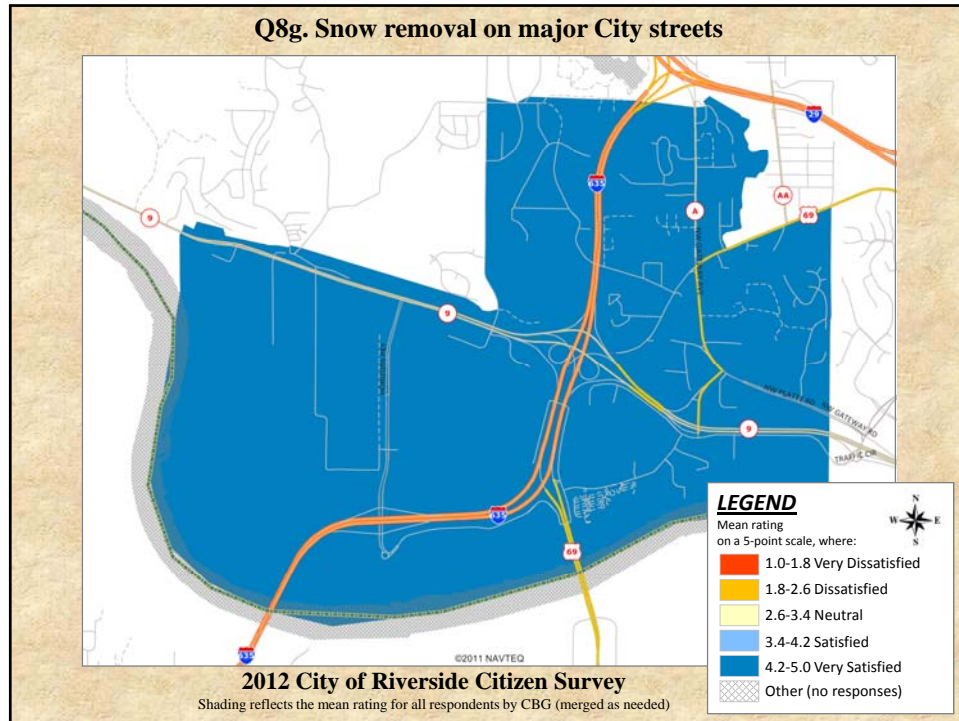


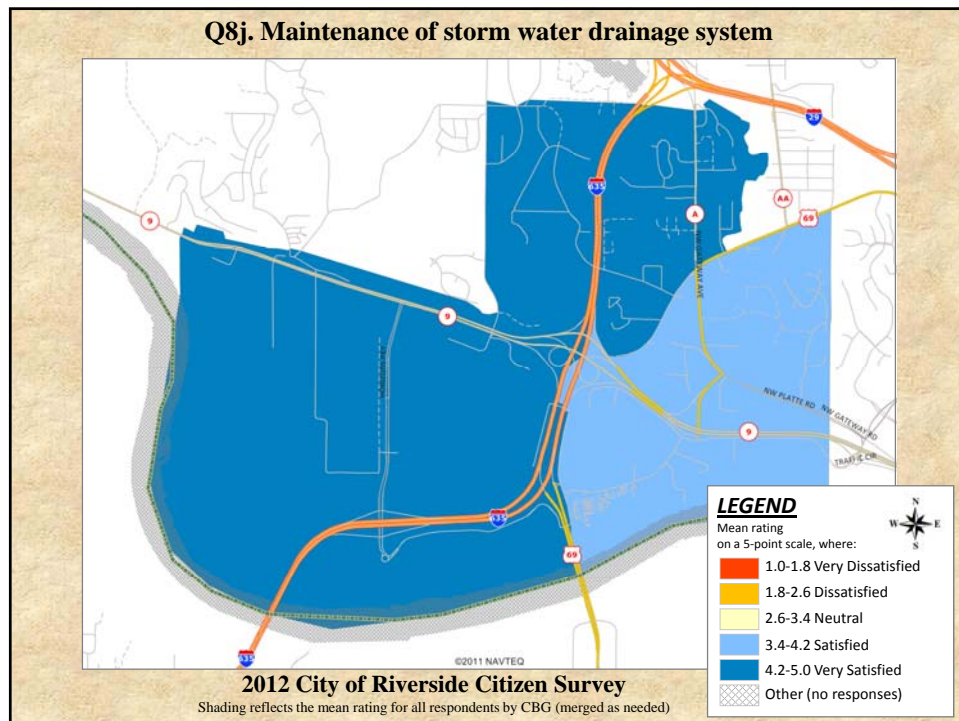
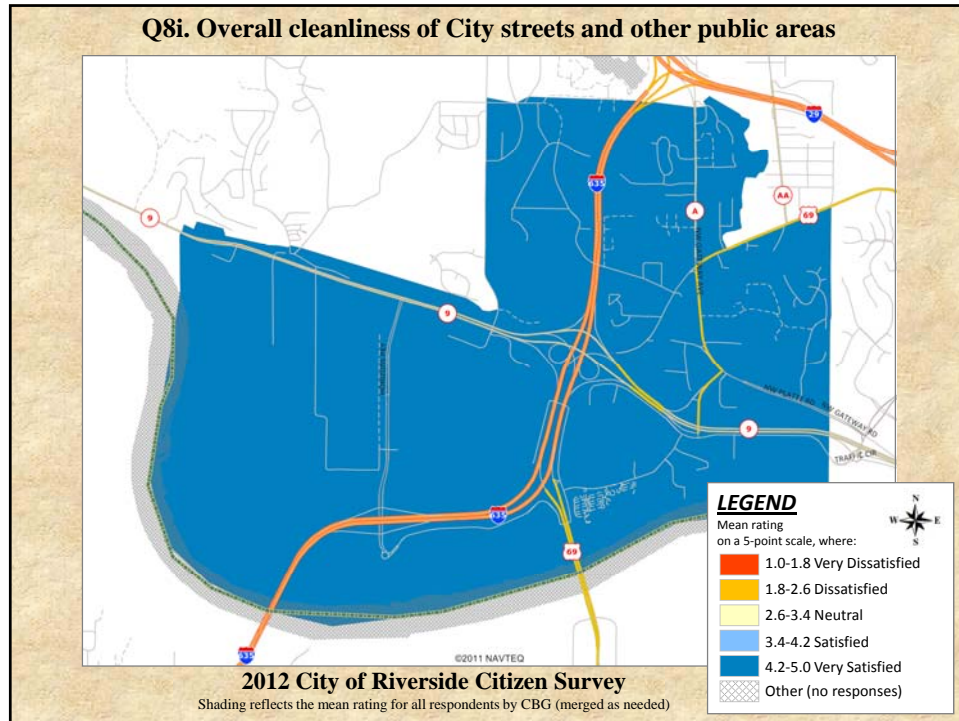


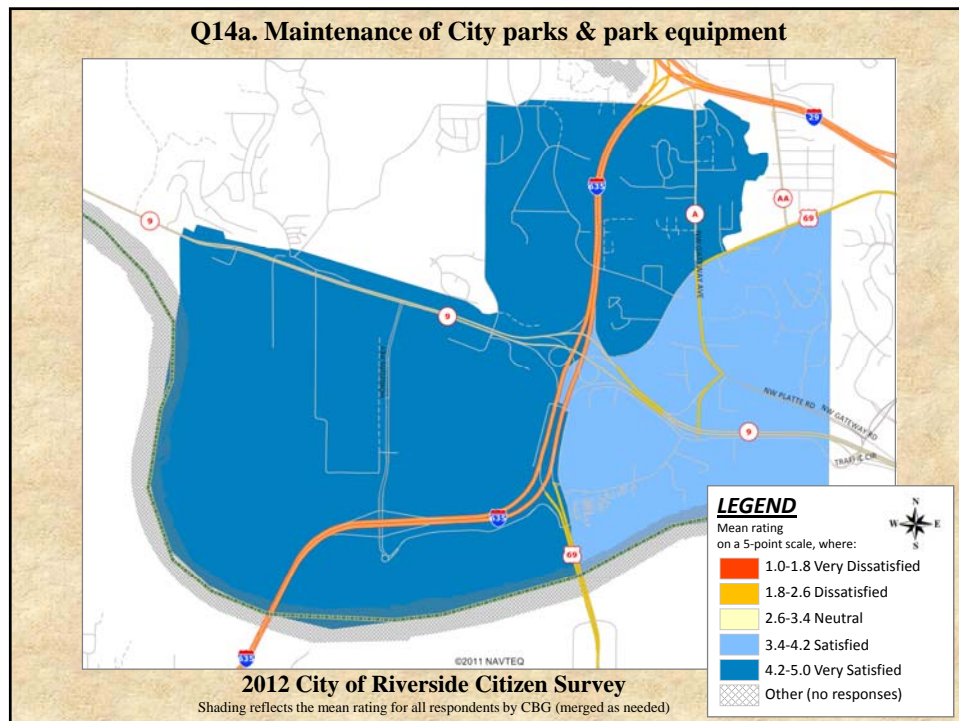
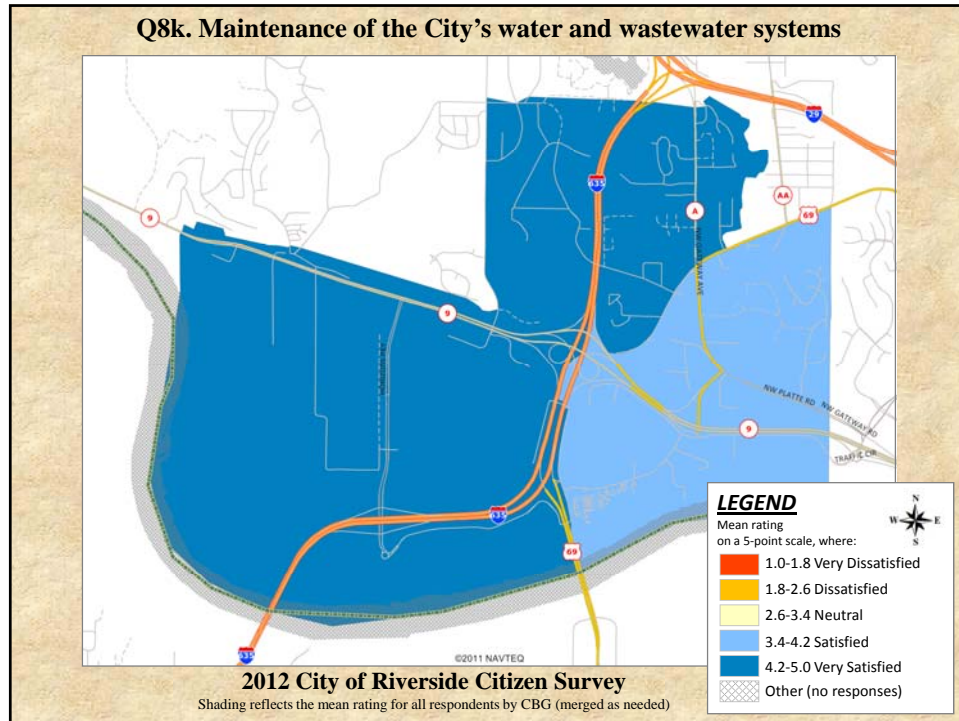


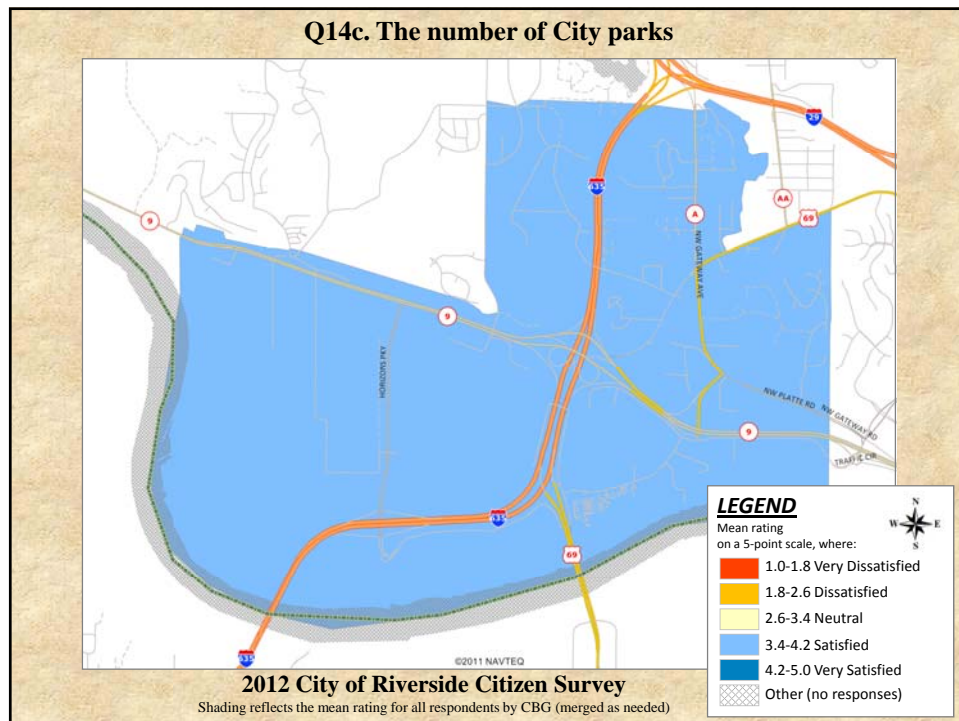
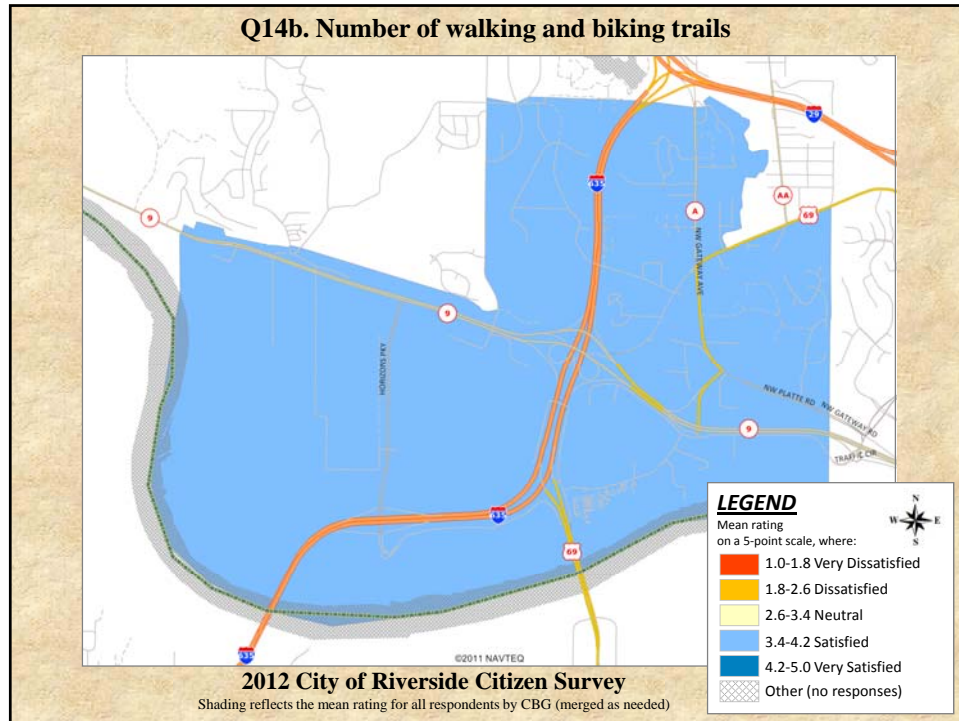


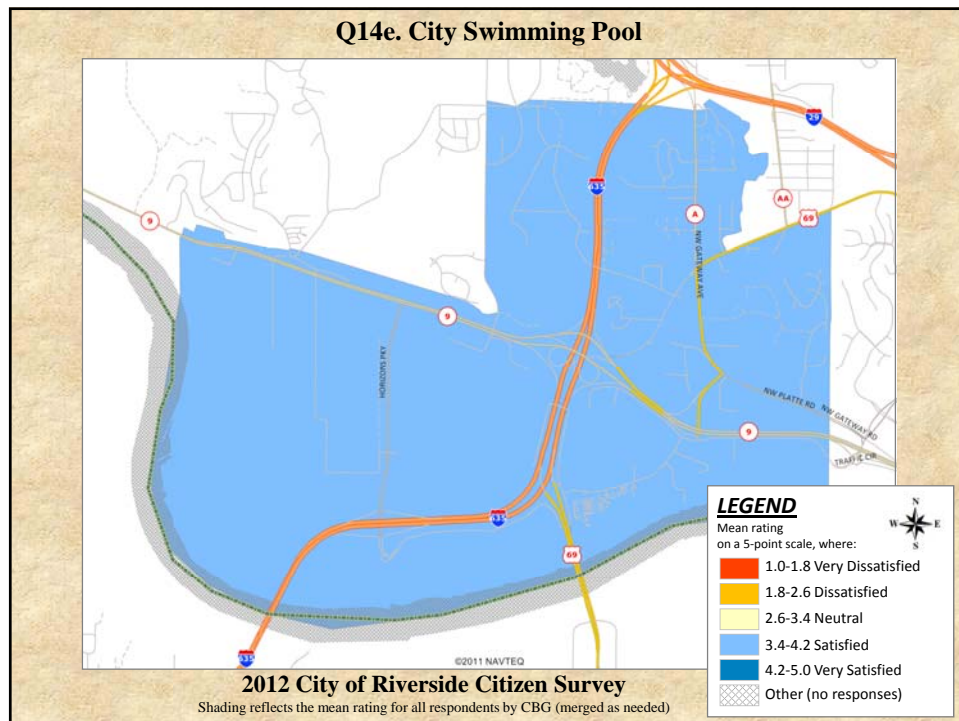
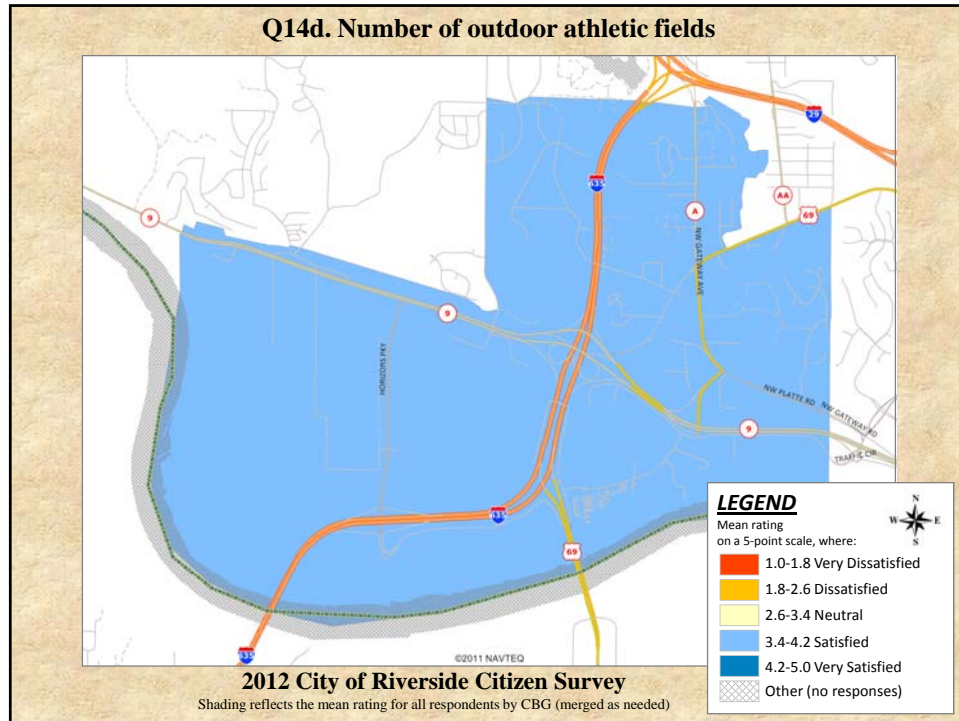


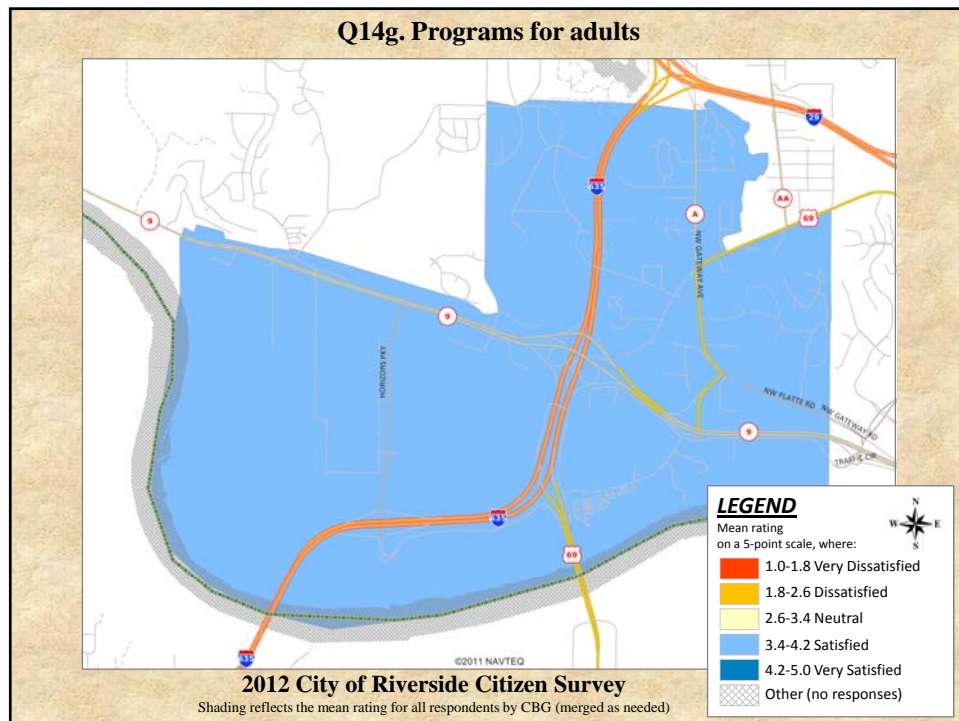
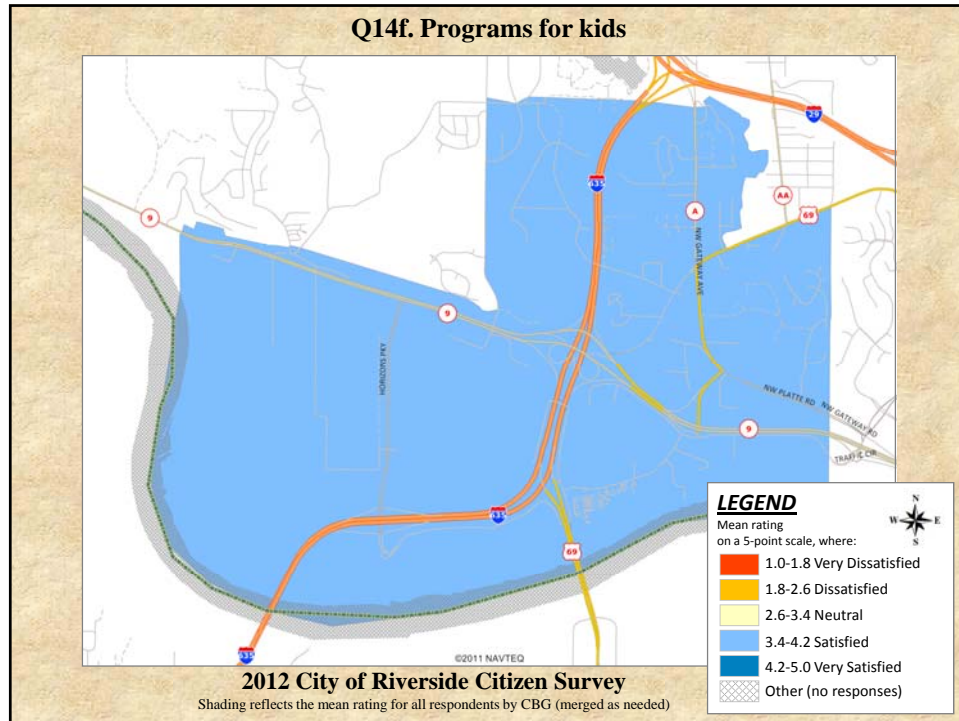


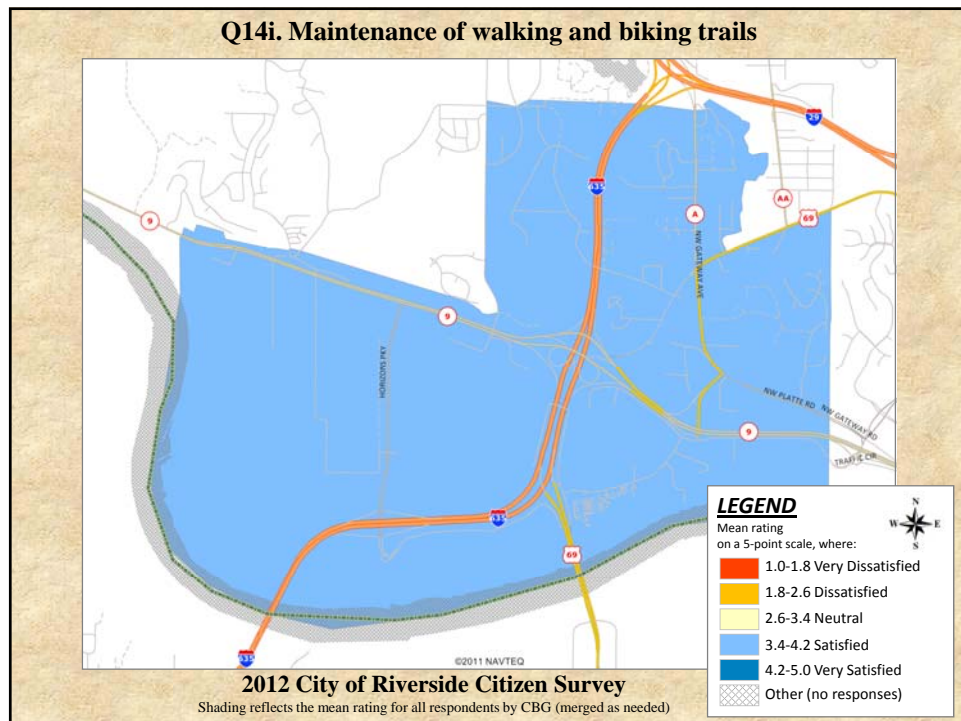
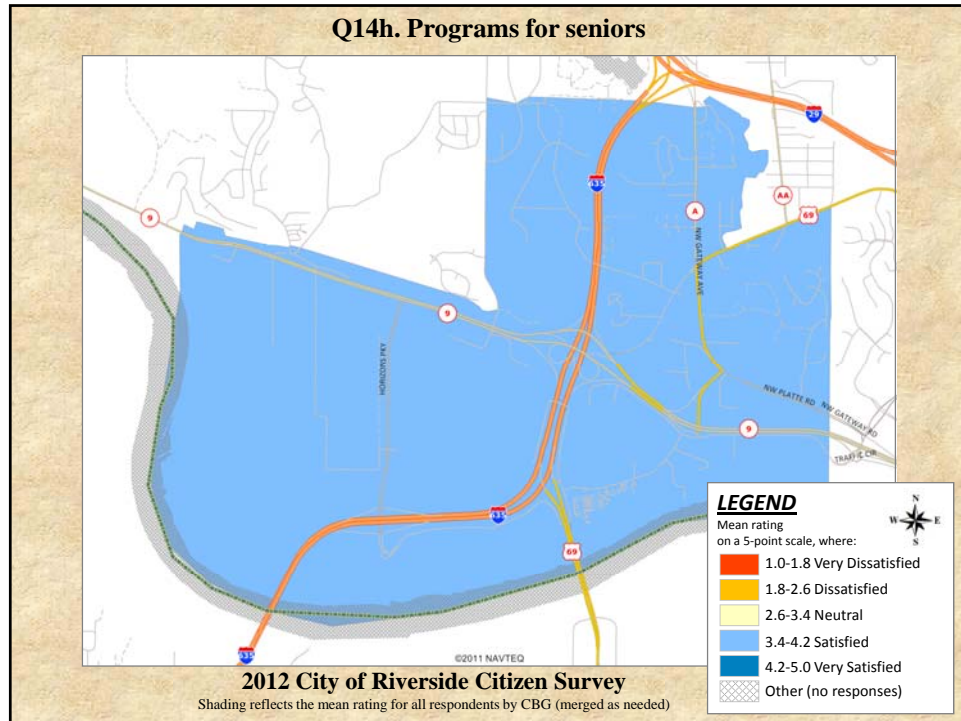


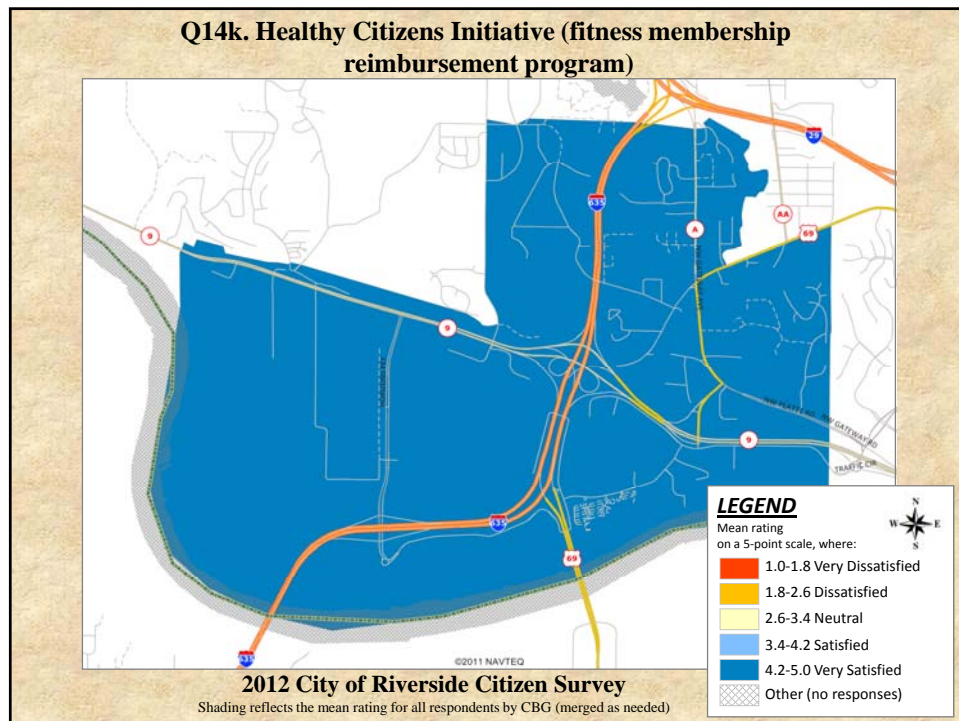
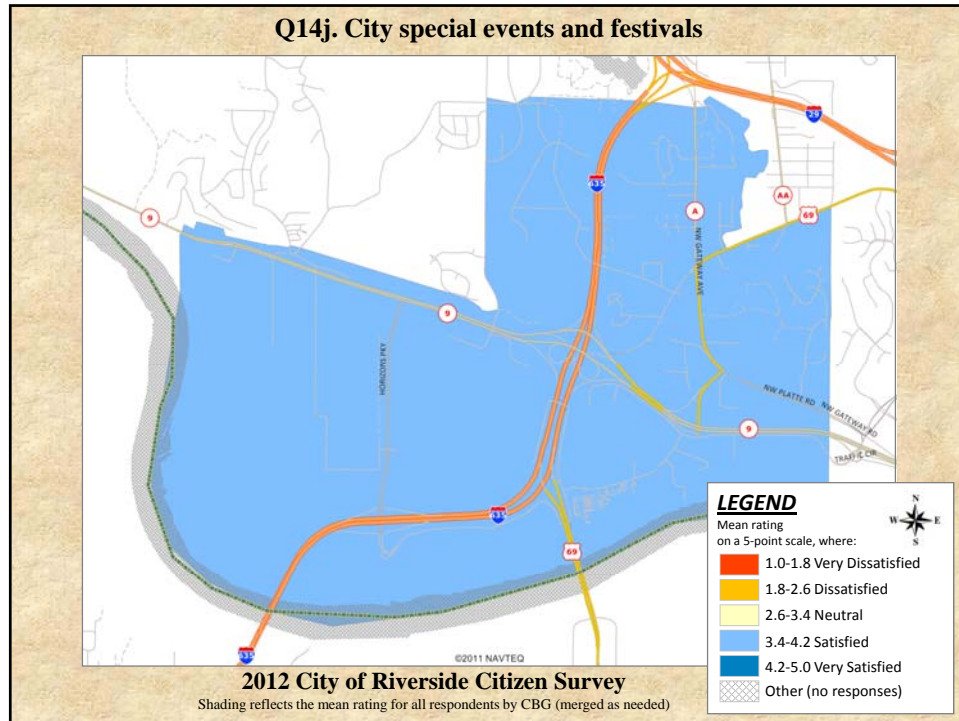


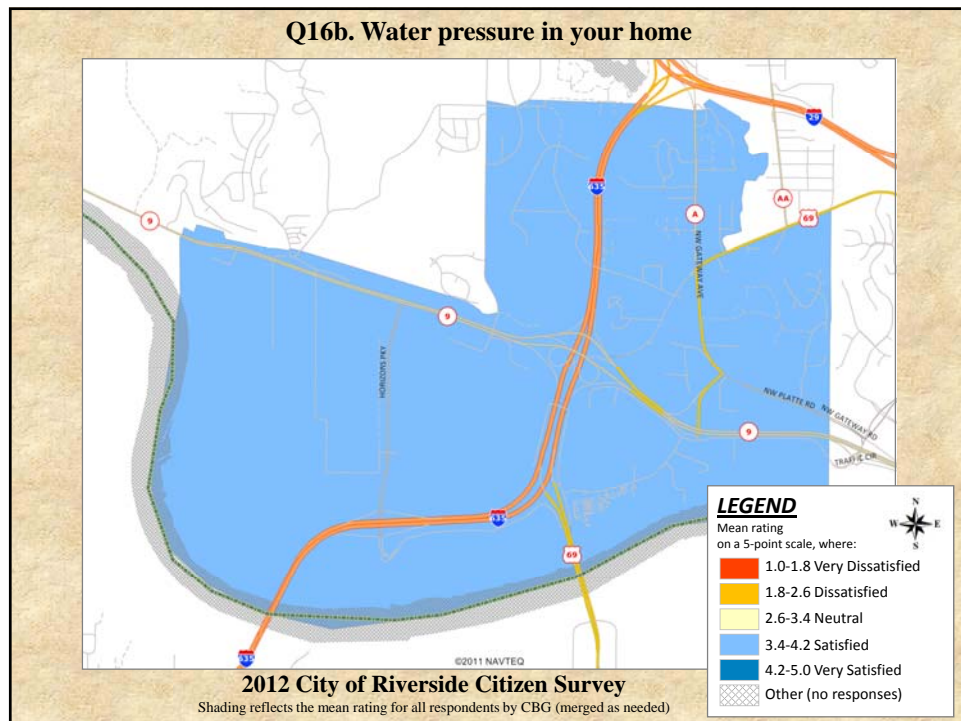
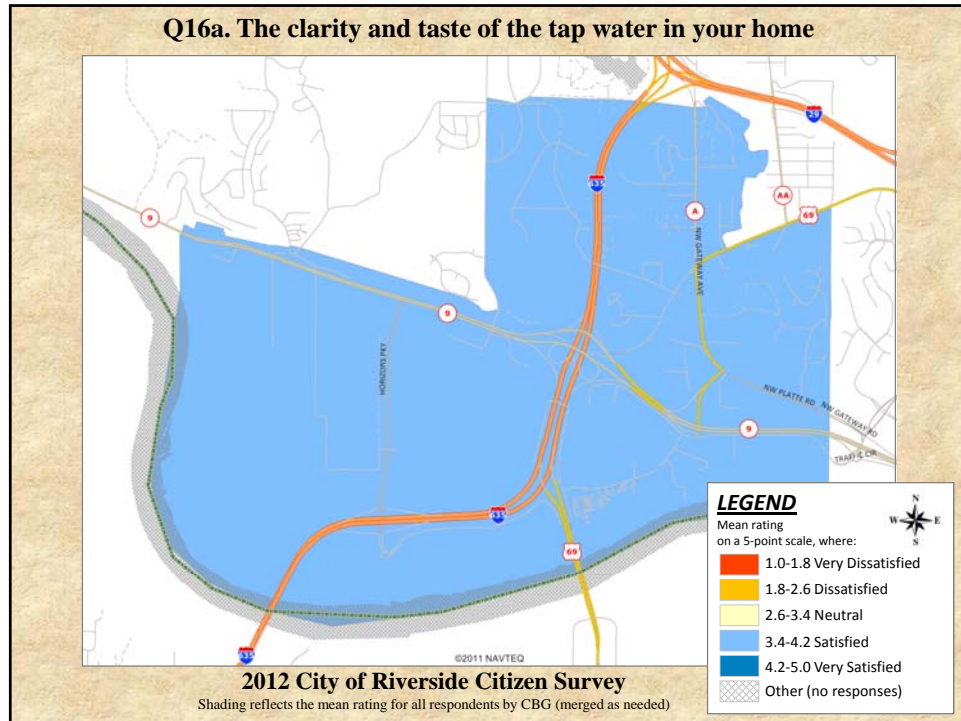


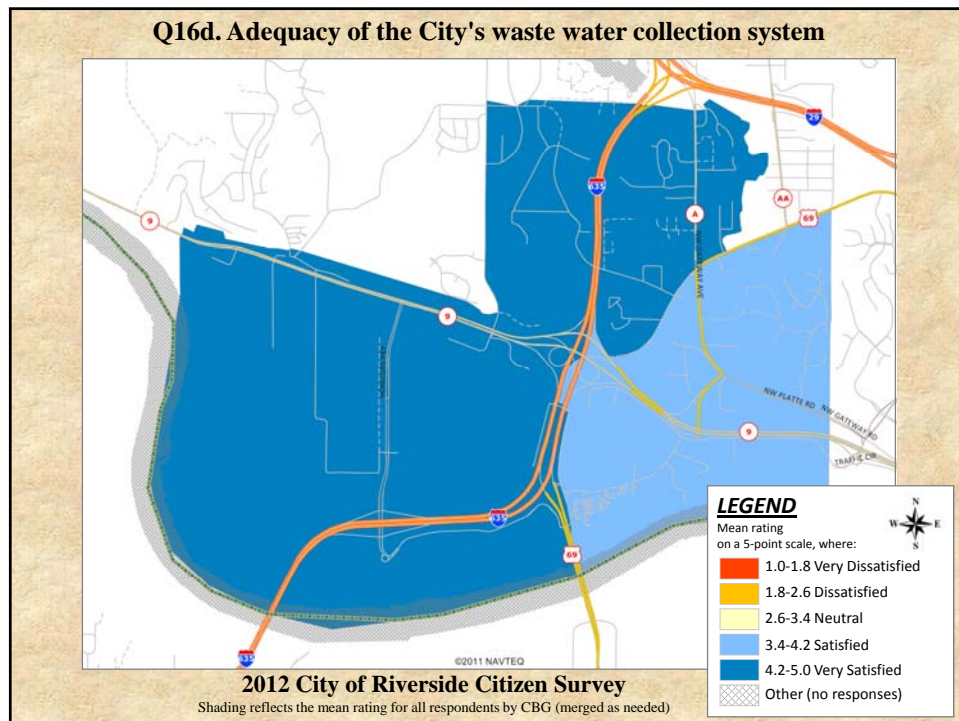
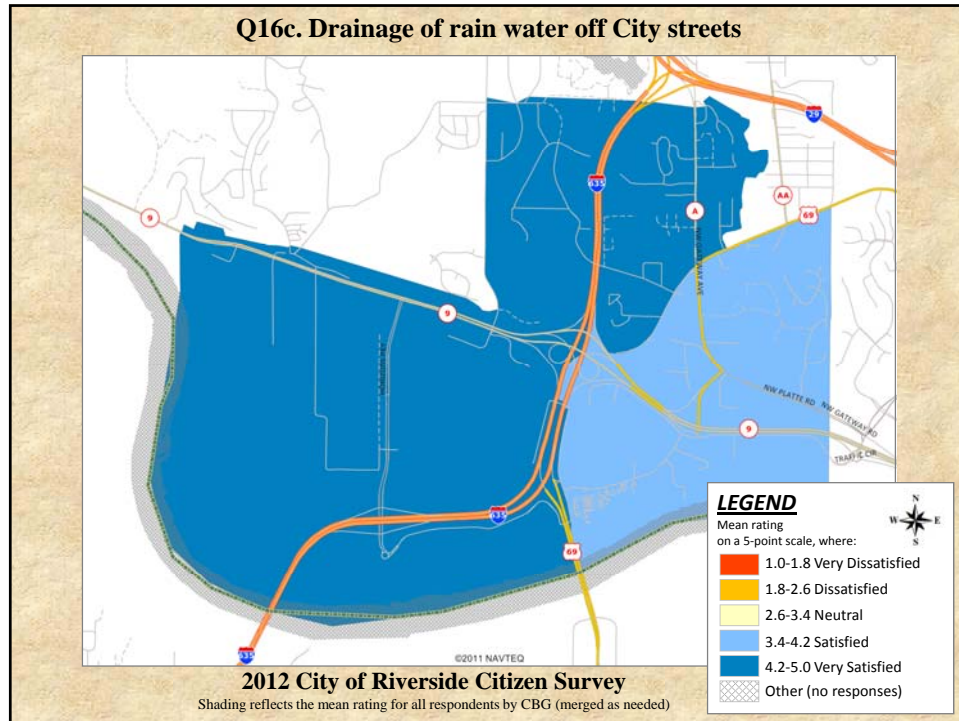


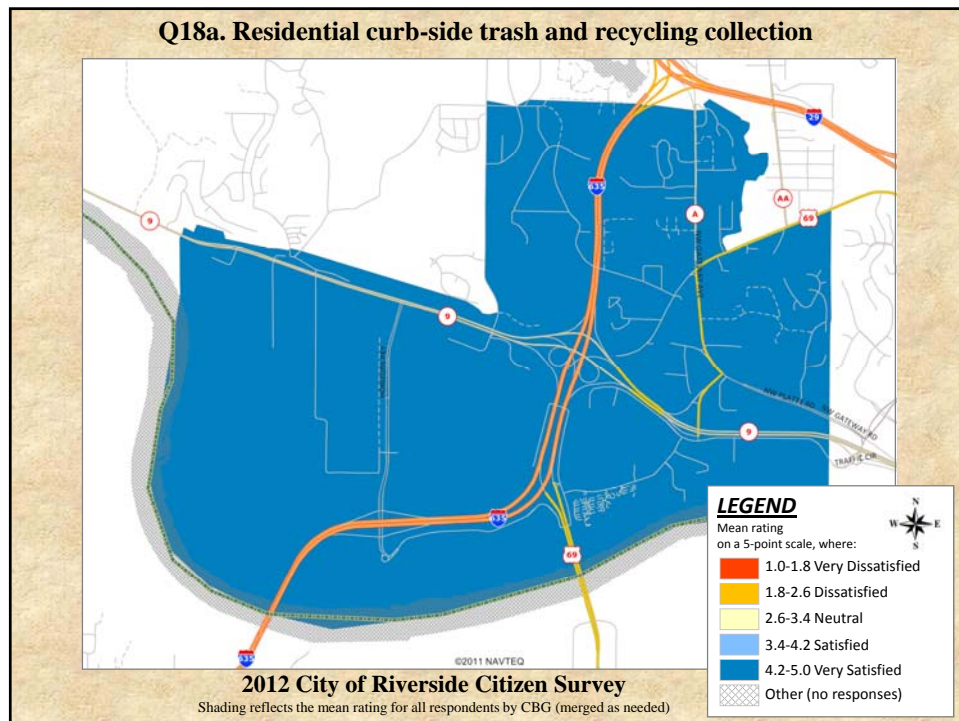
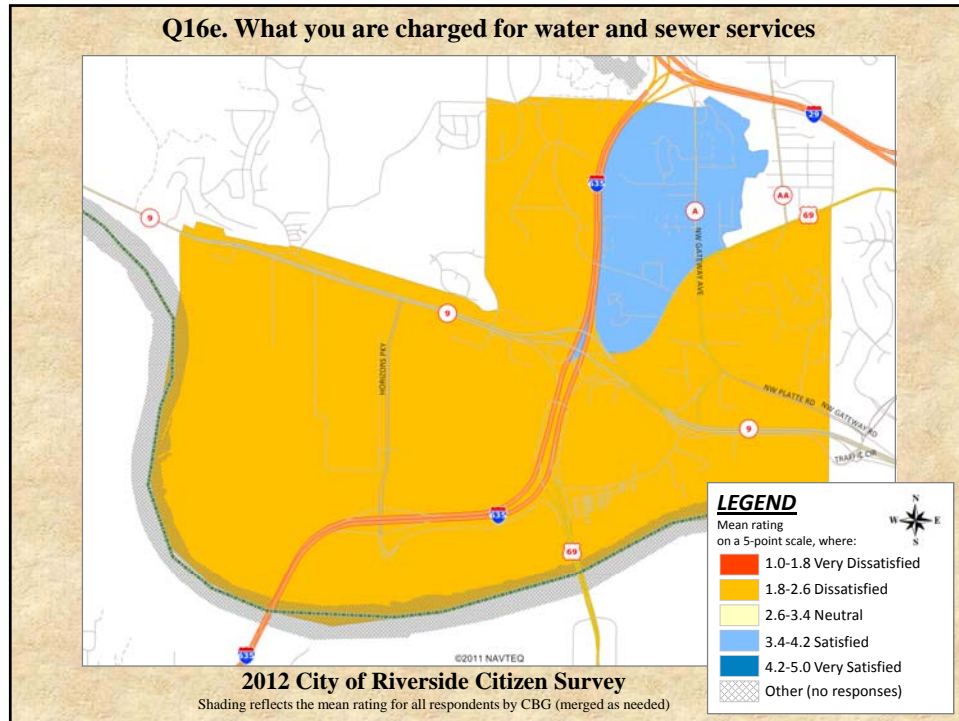


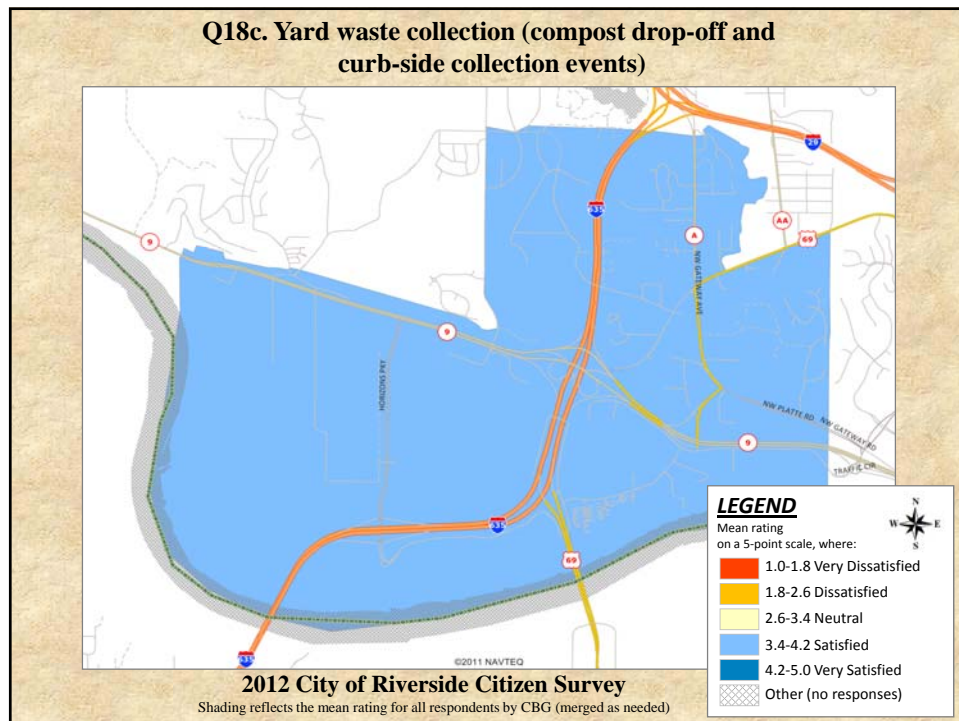
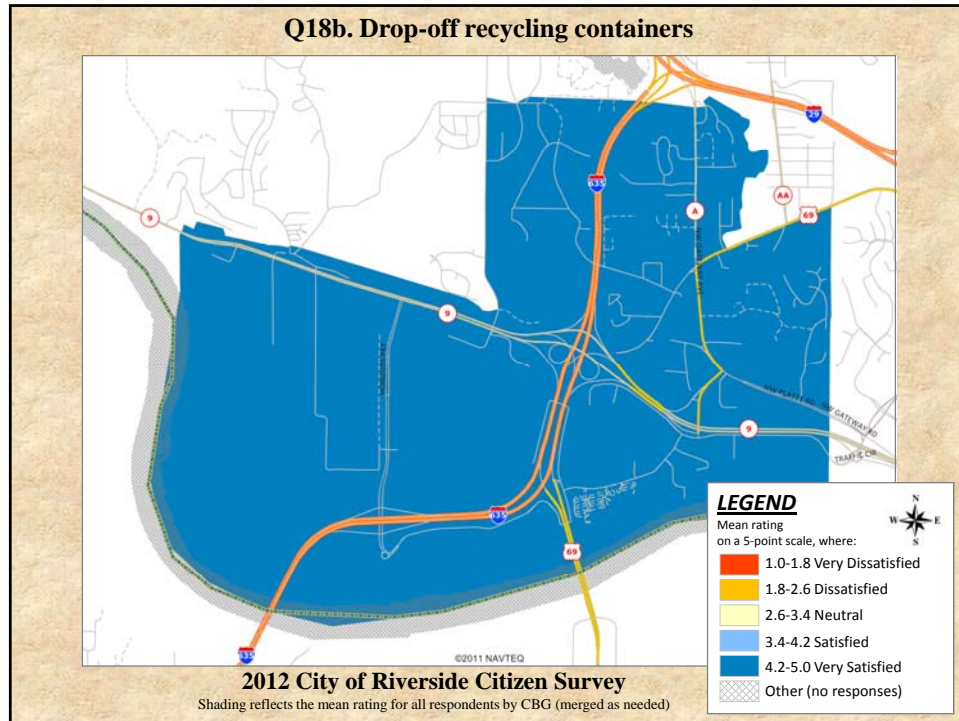


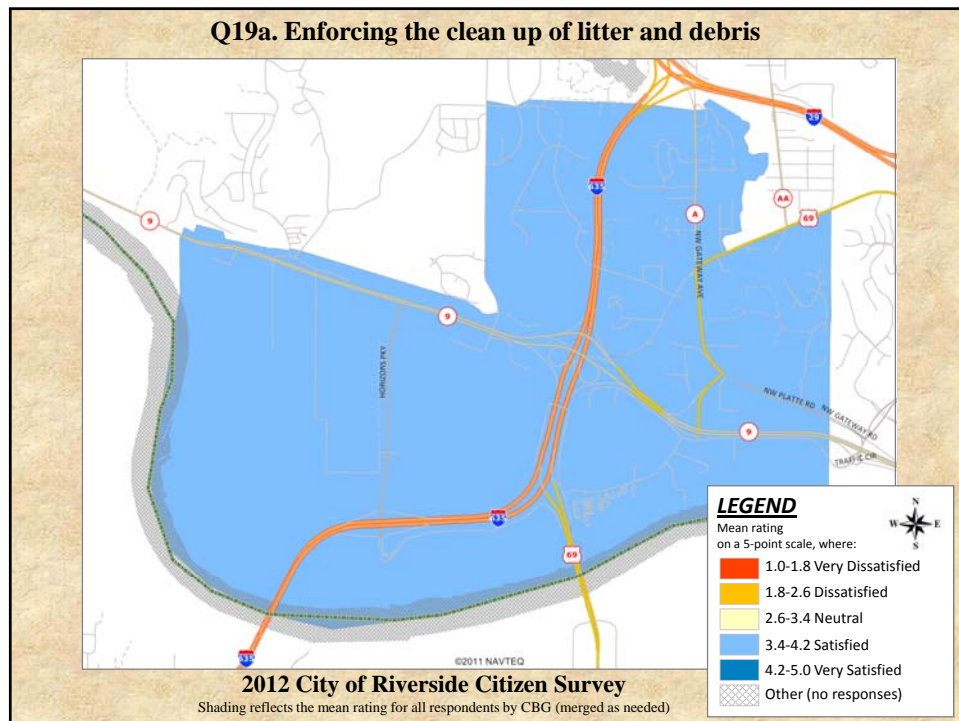
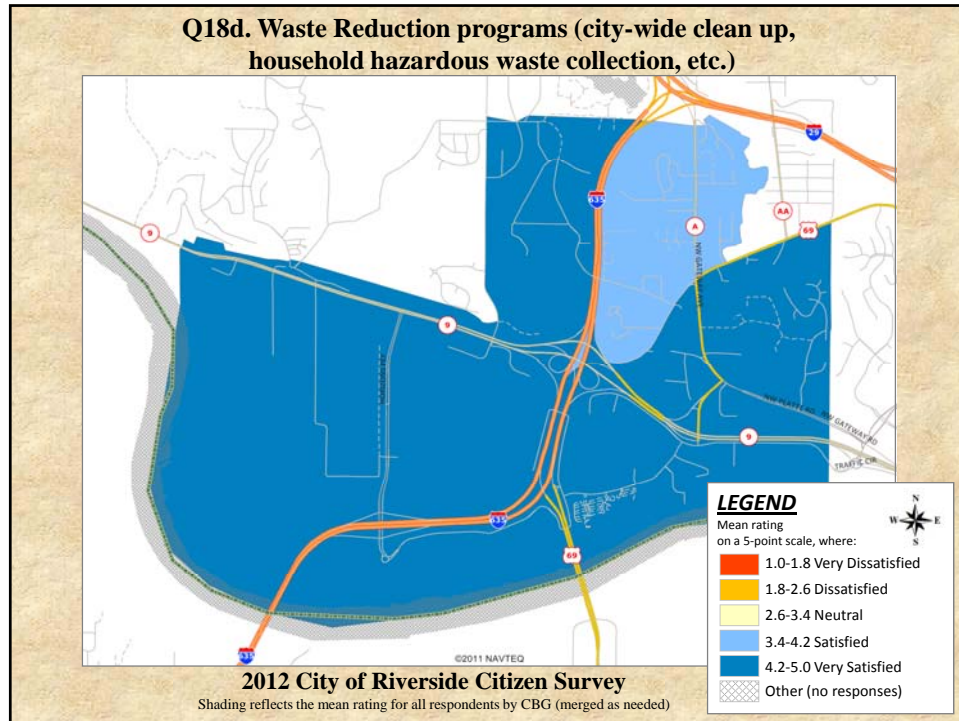


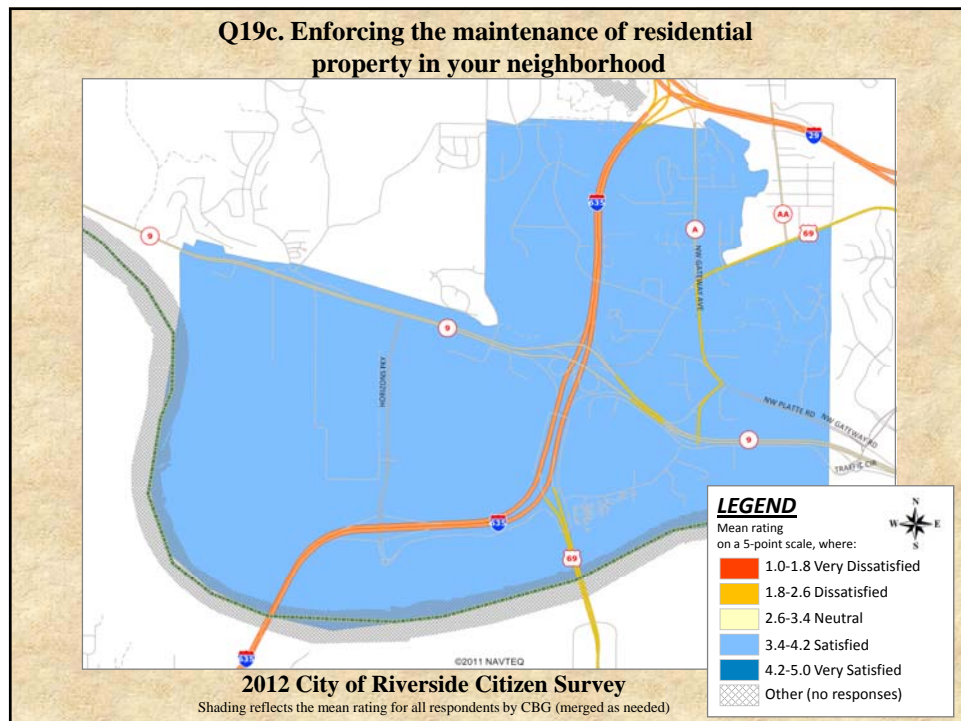
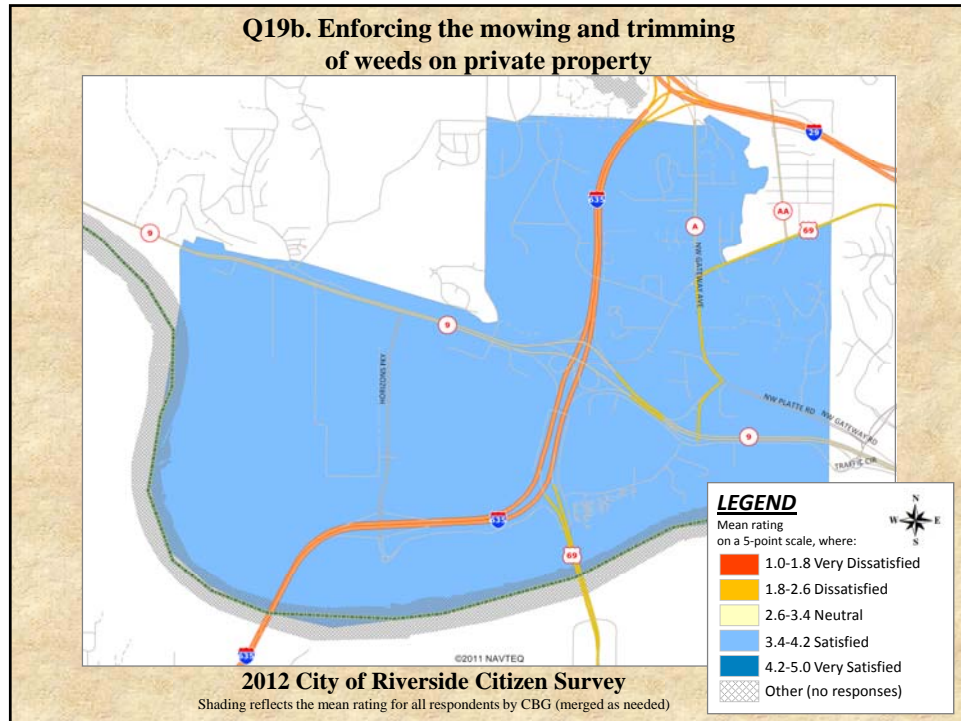


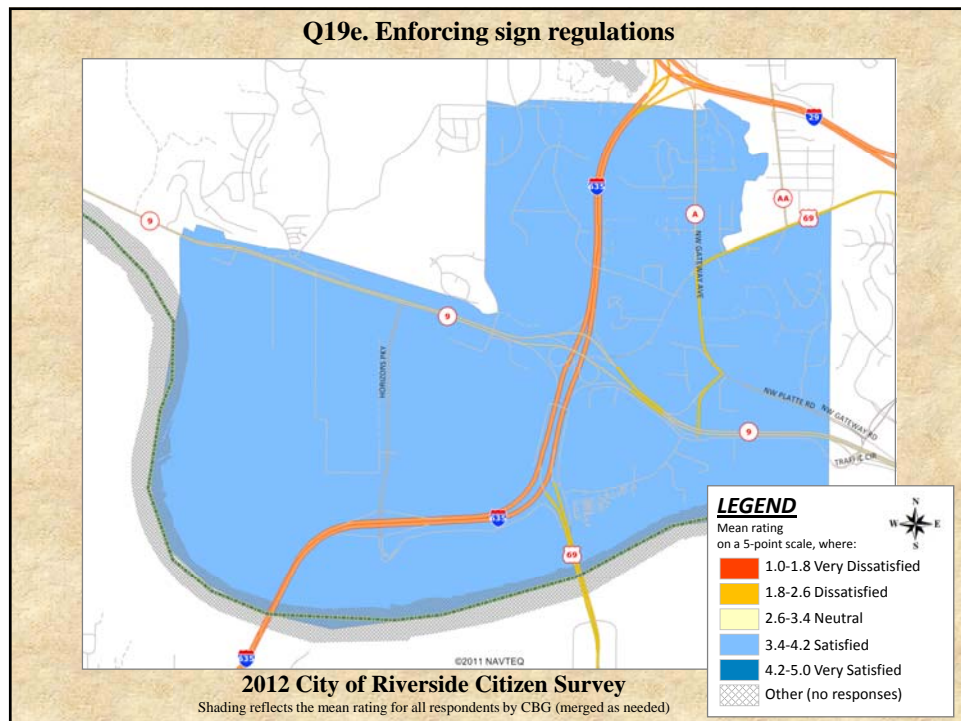
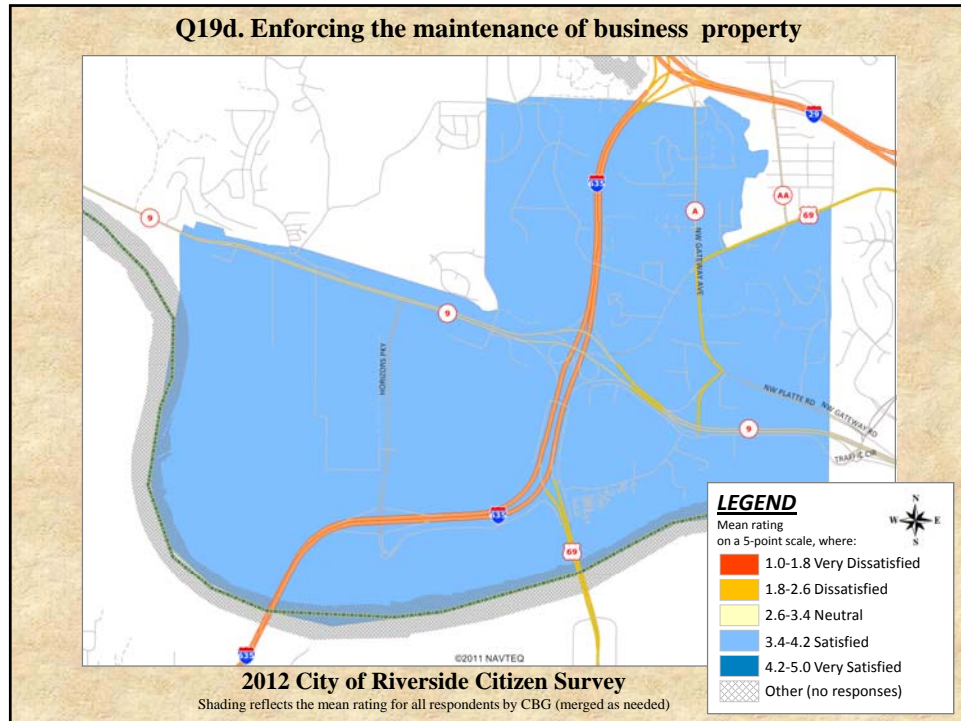


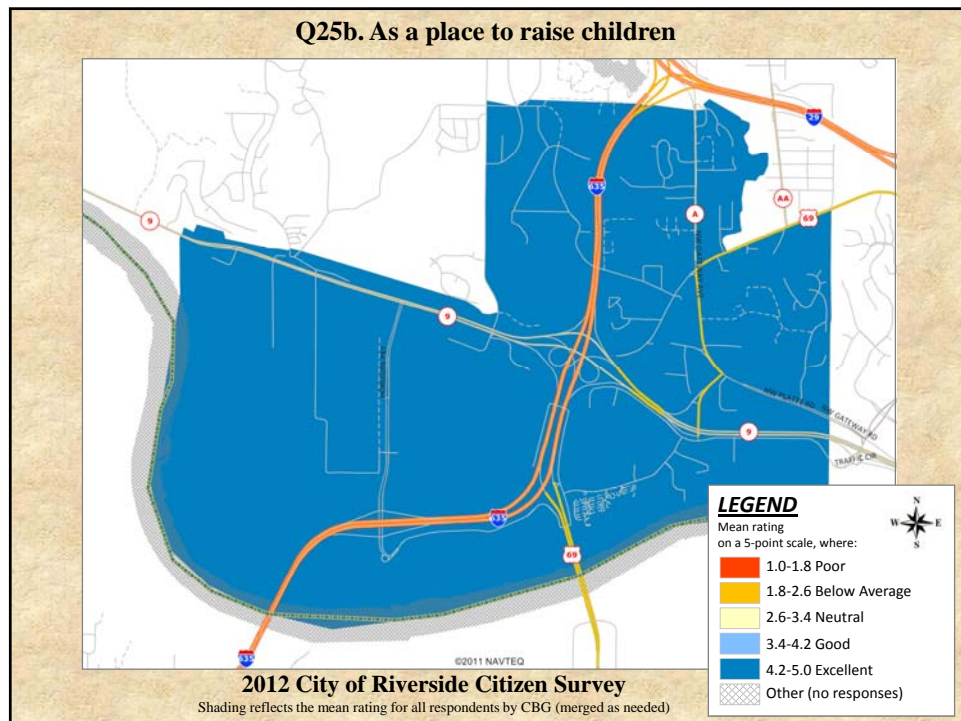
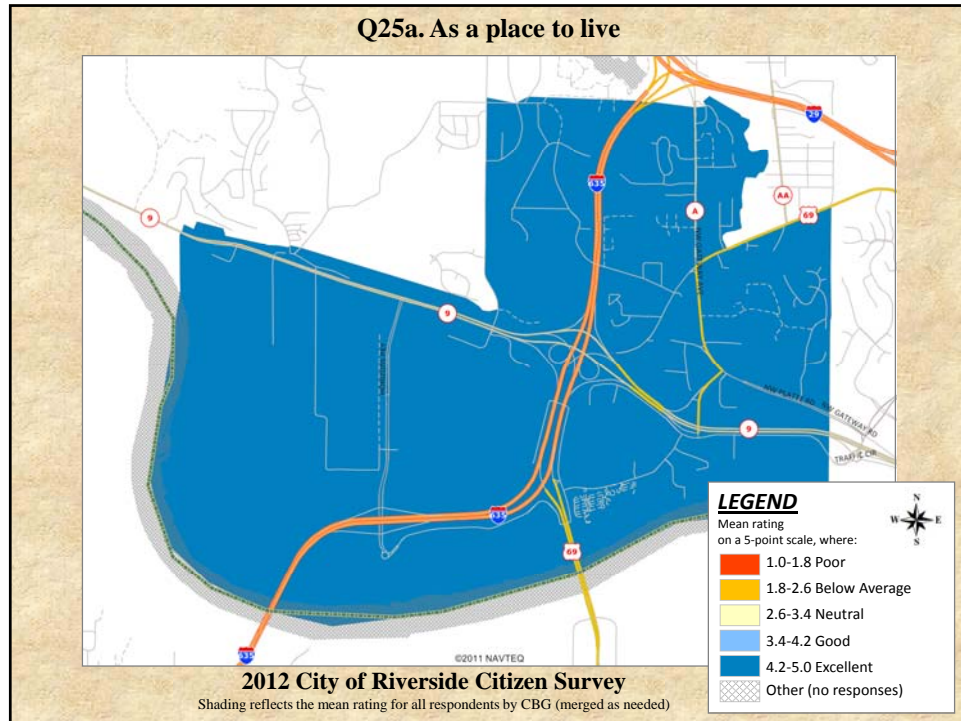


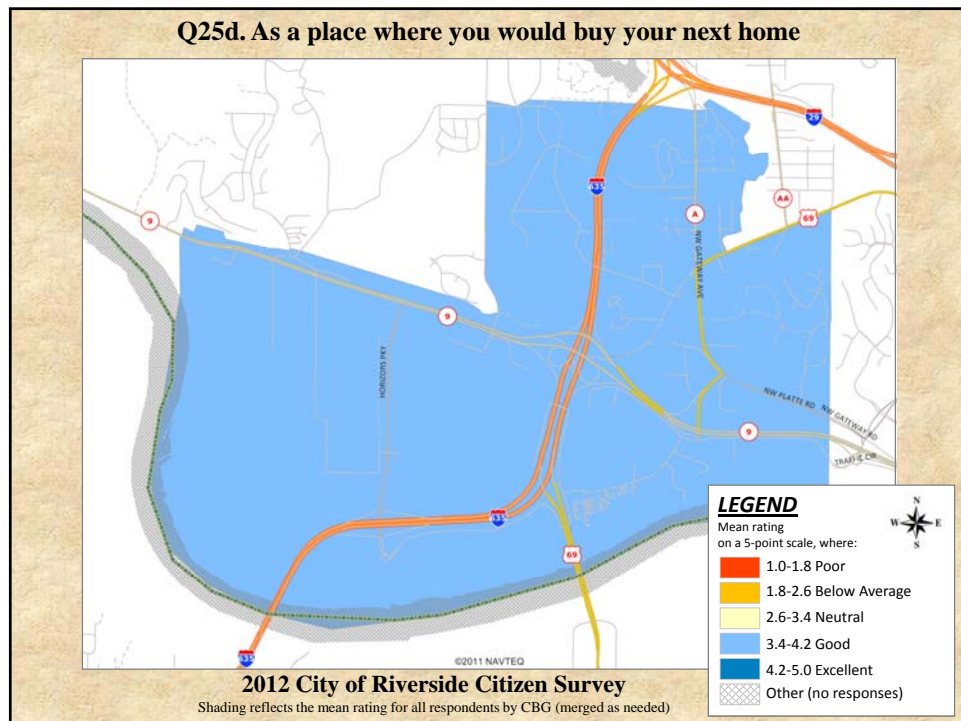
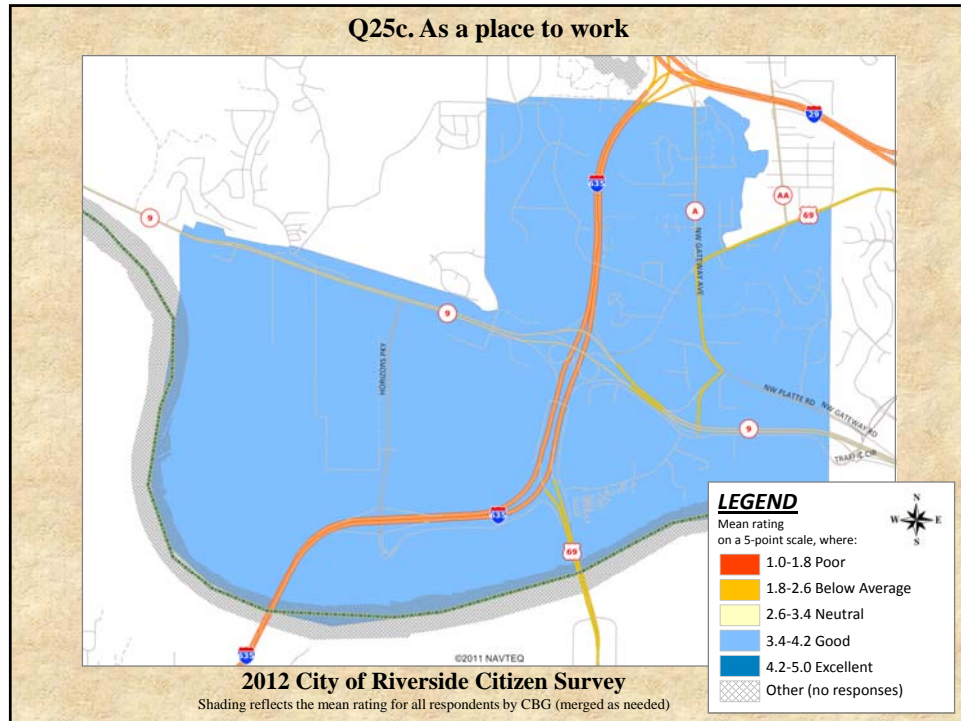


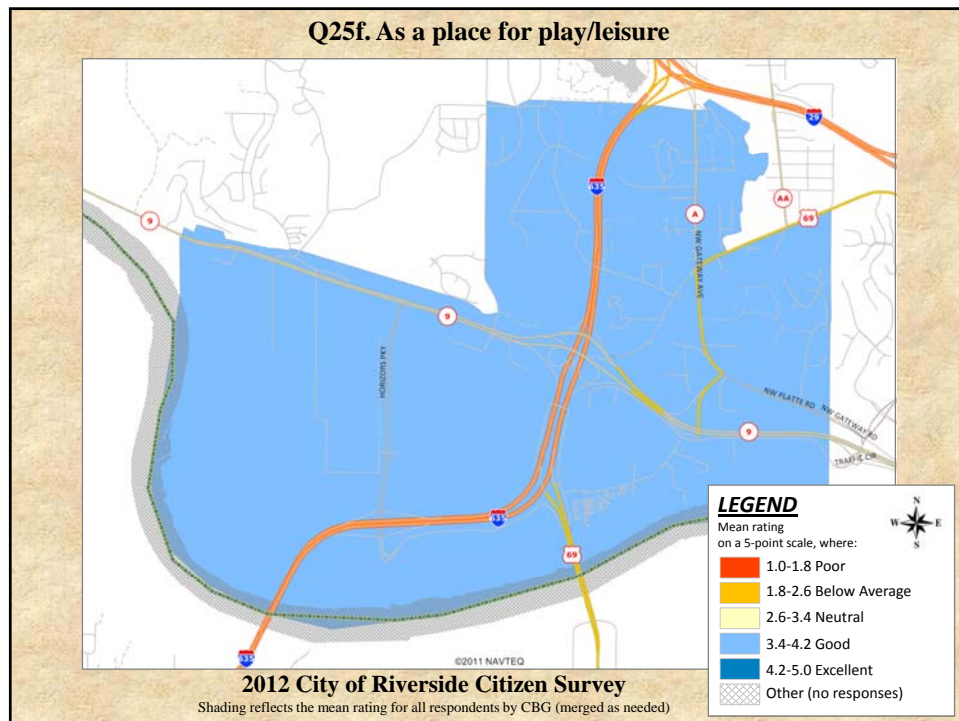
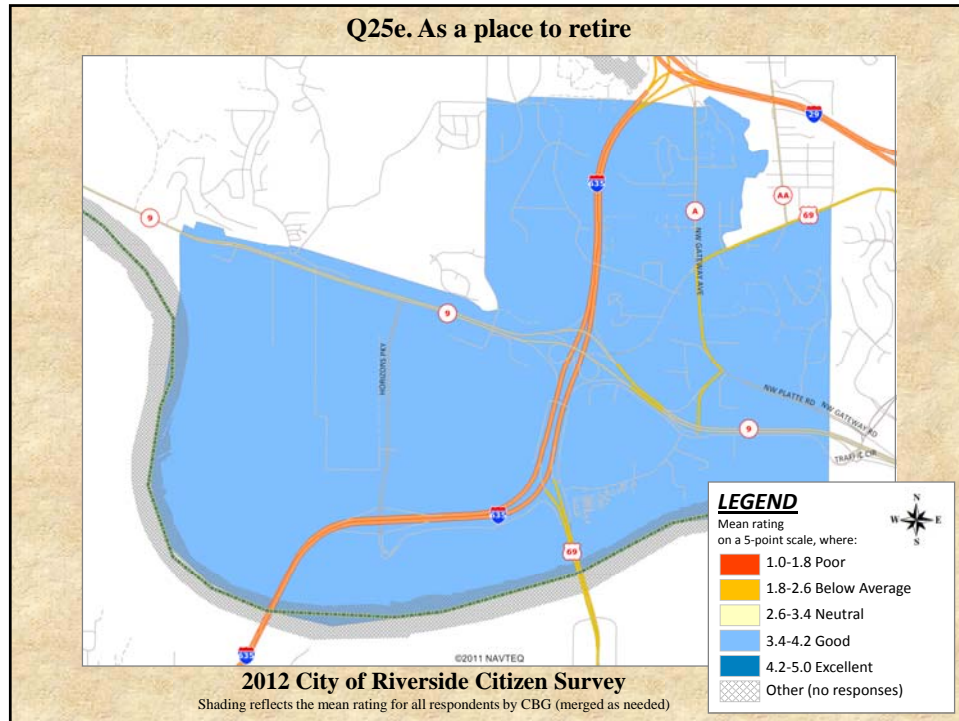


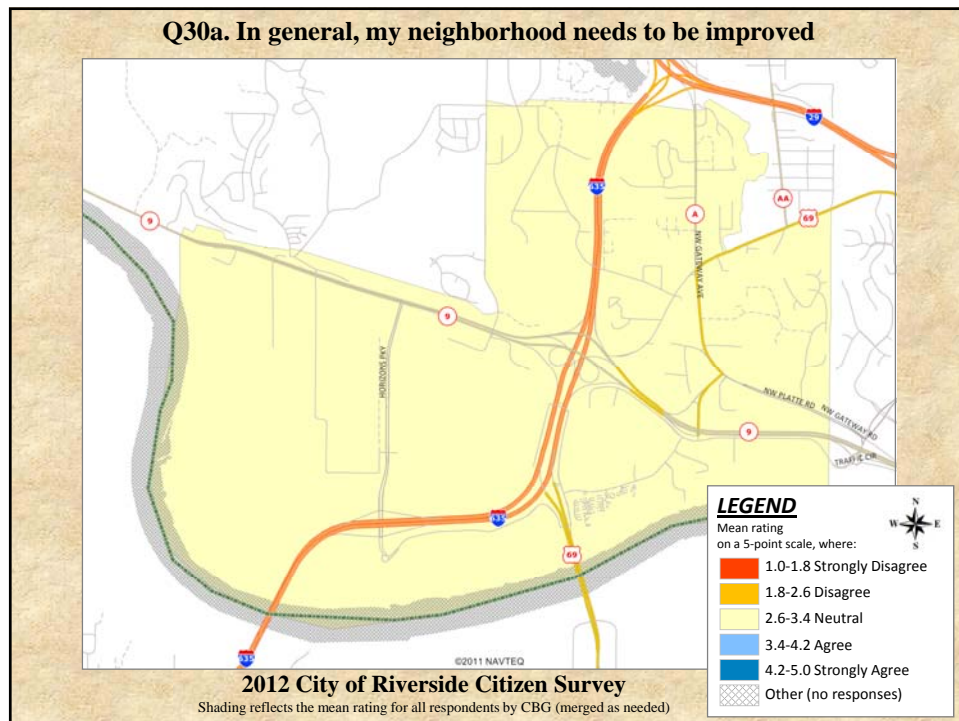
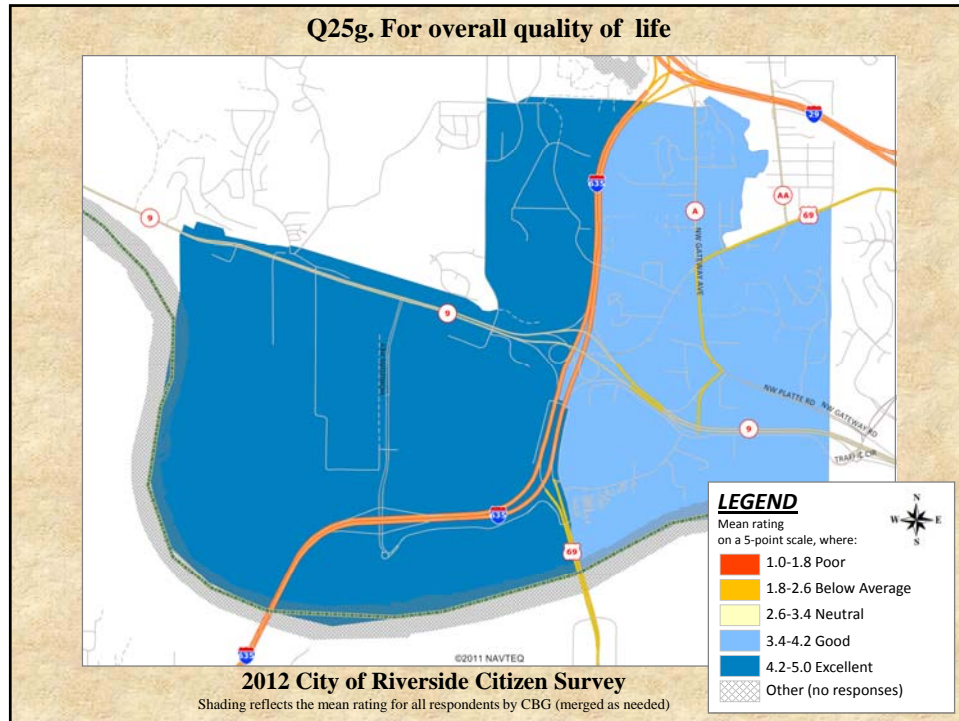


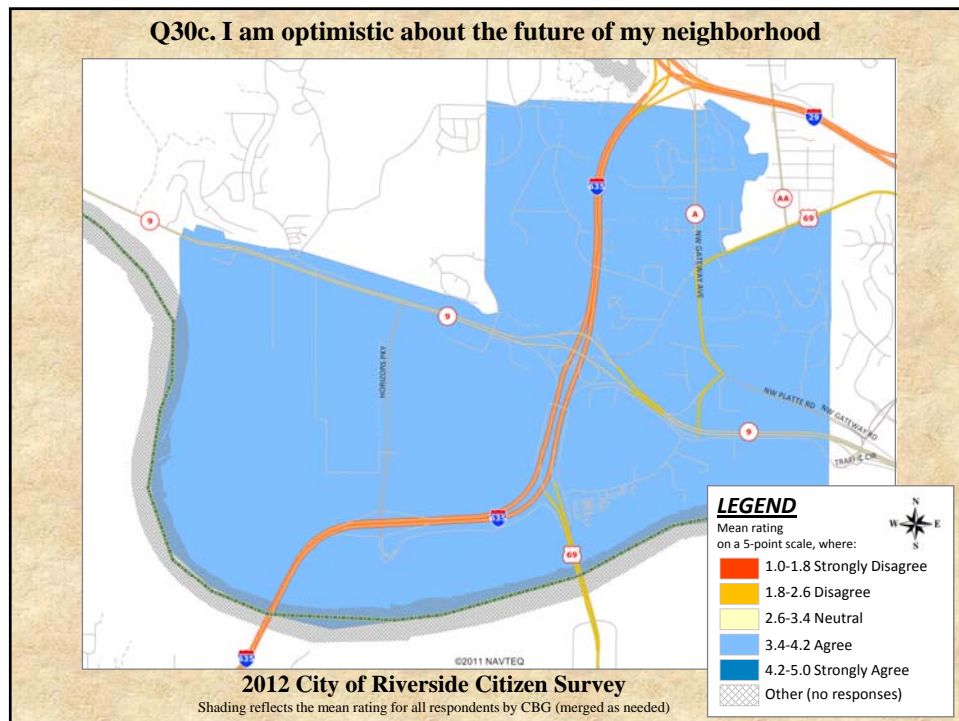
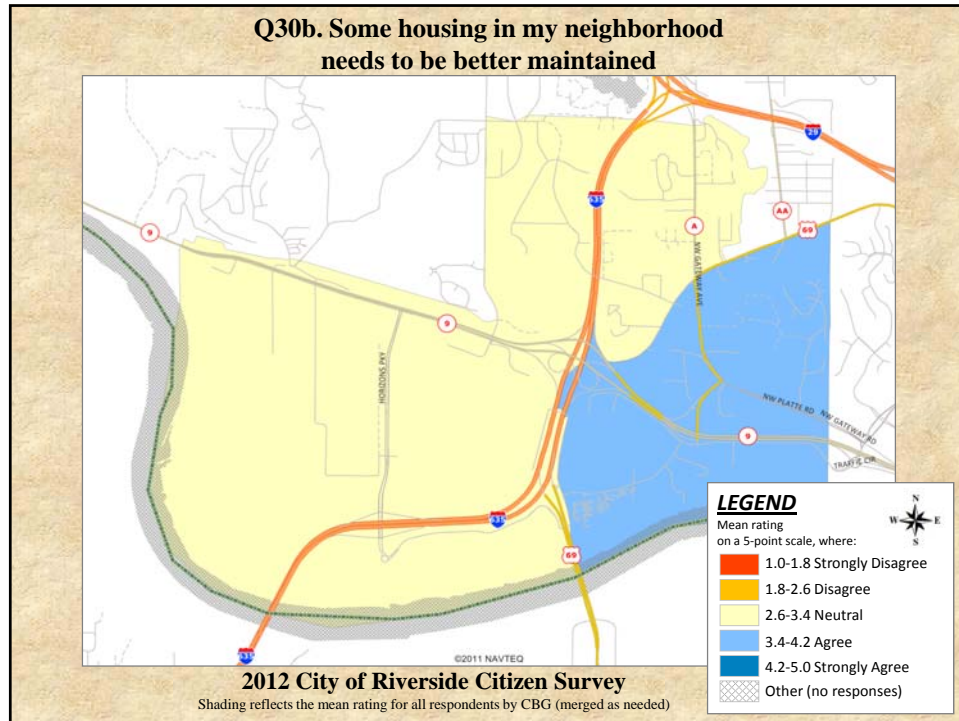


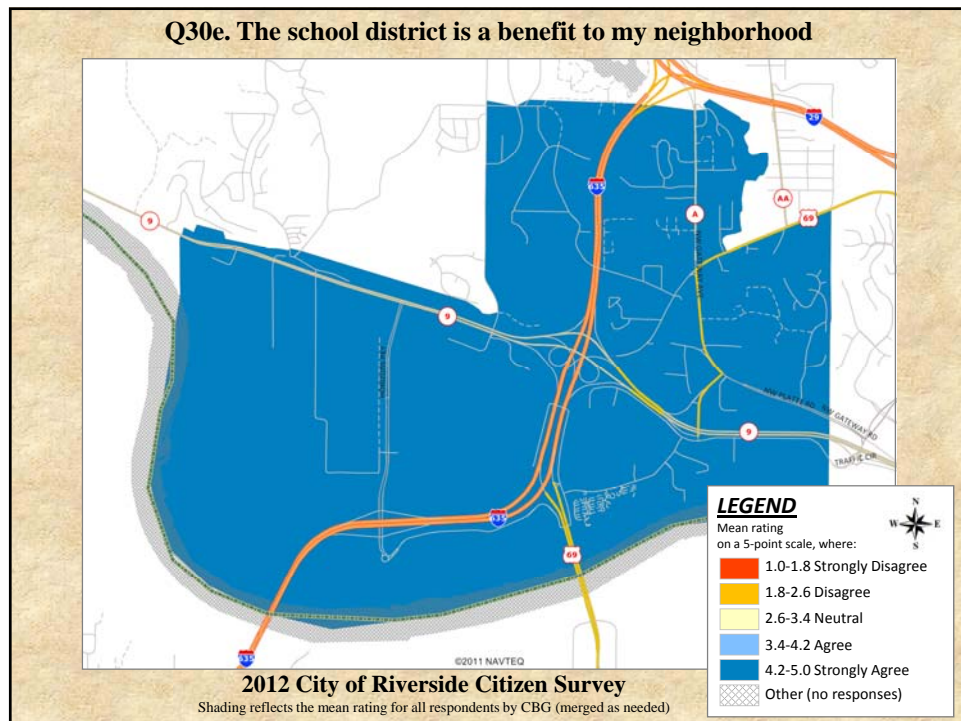
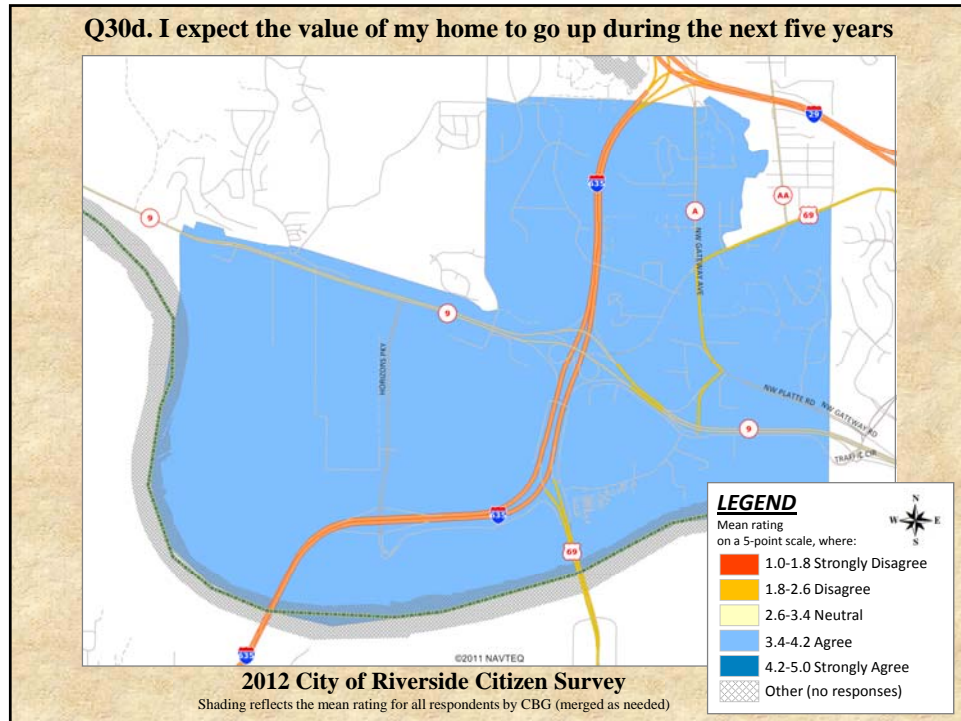


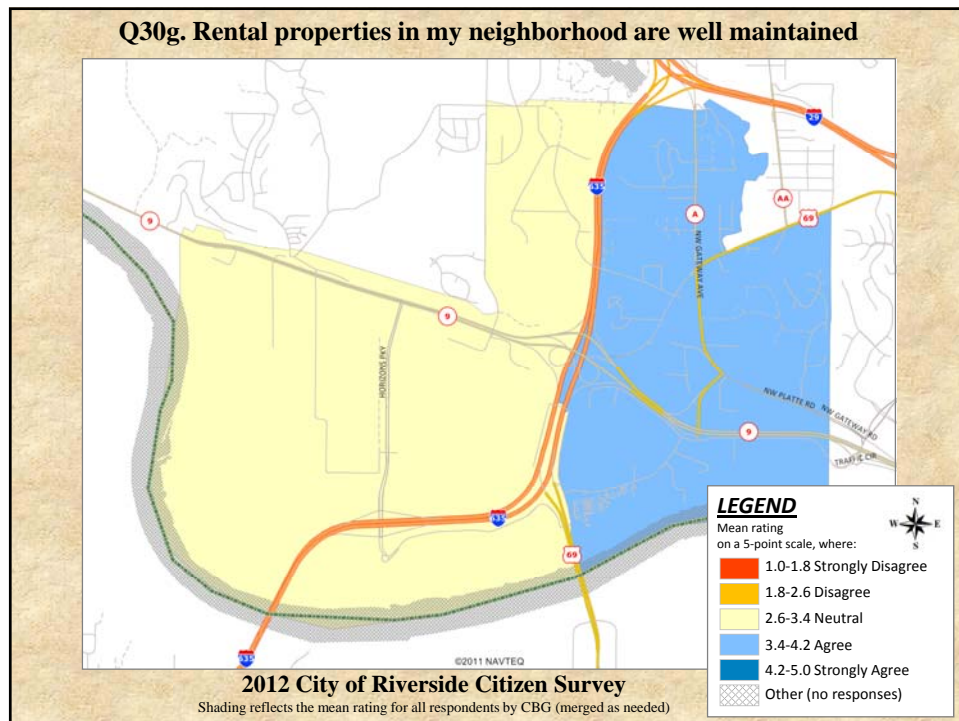
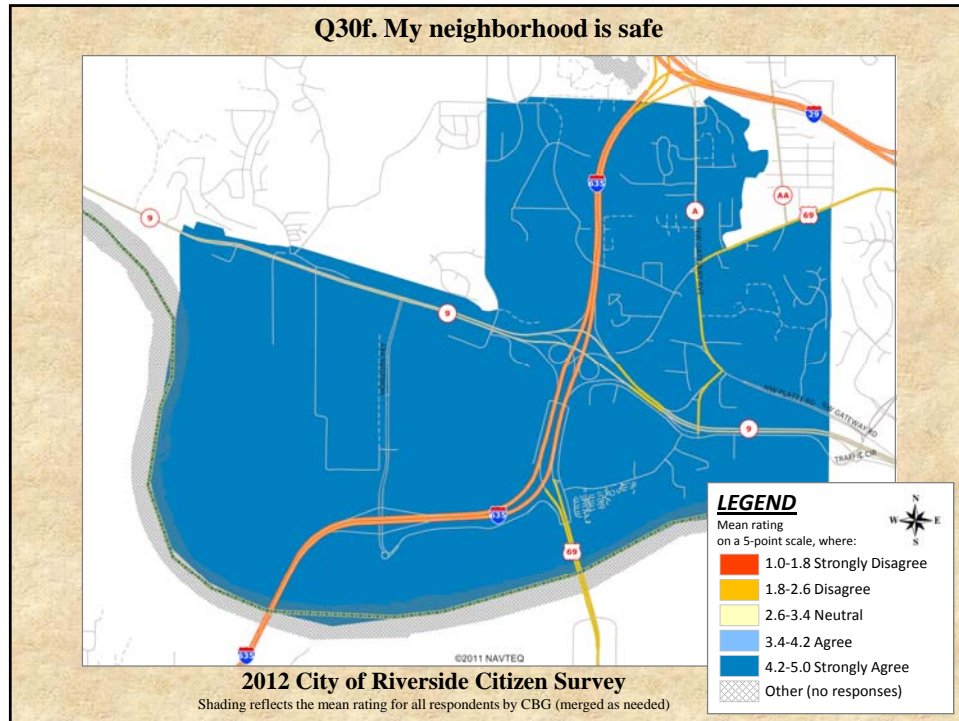


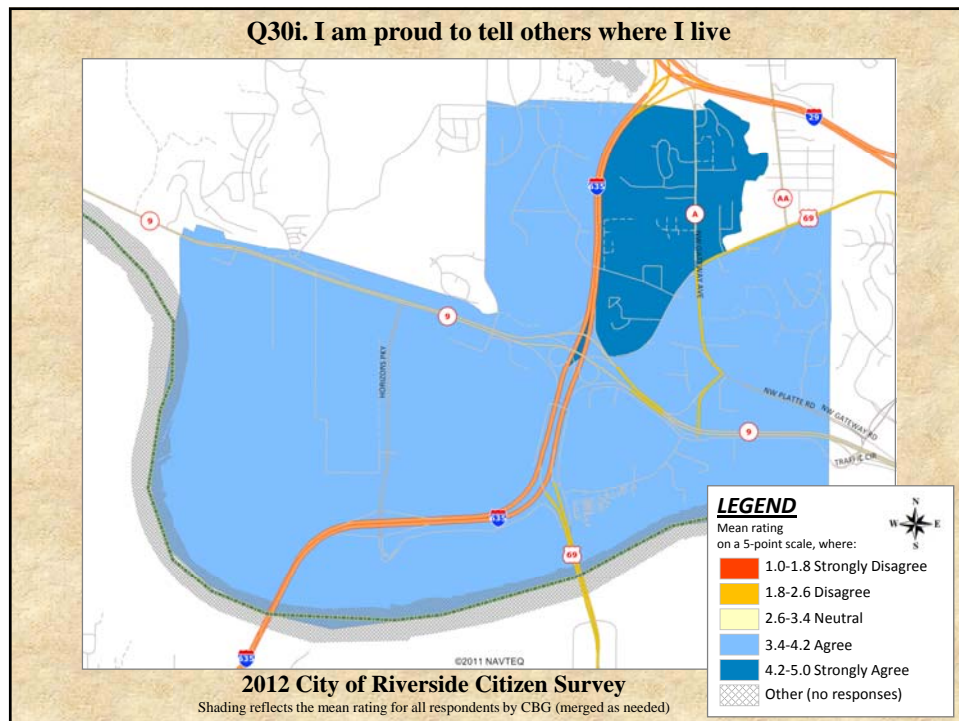
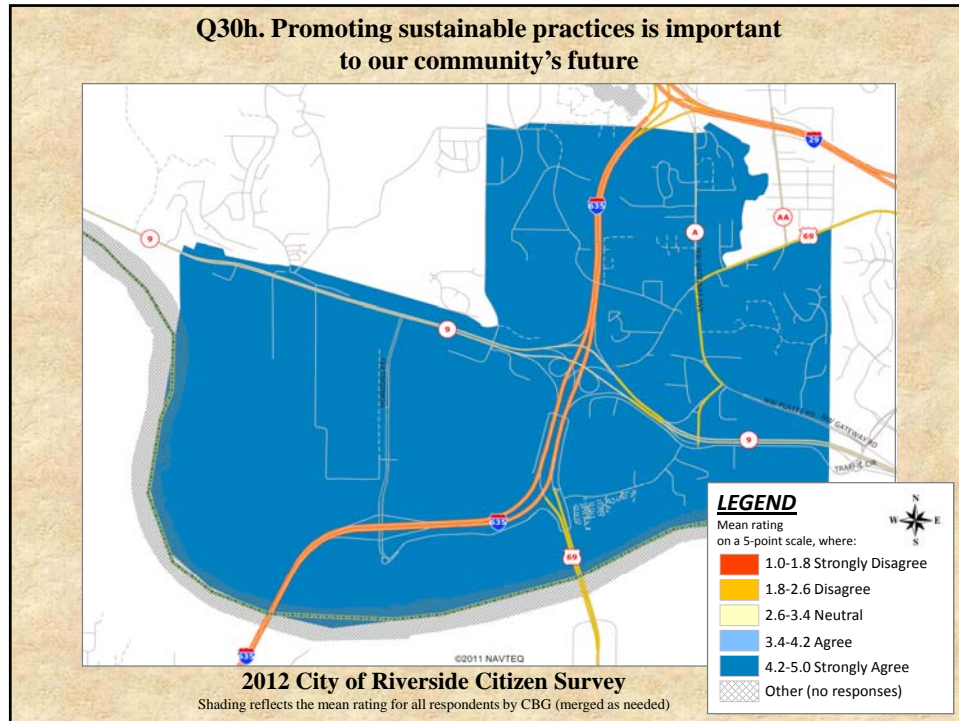












Section 2:
Benchmarking Data



DirectionFinder® Survey Year 2012 Benchmarking Summary Report

Overview

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

Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the Summer of 2011 to a random sample of 3,926 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 32 communities in the Kansas City metro area. Some of the Kansas and Missouri communities represented in this report include:

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

National Benchmarks. The first set of charts on the following pages show how the overall results for Shawnee compare to the national average based on the results of a survey that was administered by ETC Institute to a random sample of 3,926 U.S. residents. This set of charts also shows how Riverside compares to the Kansas City Metro average based upon the average level of satisfaction for the metropolitan Kansas City area.

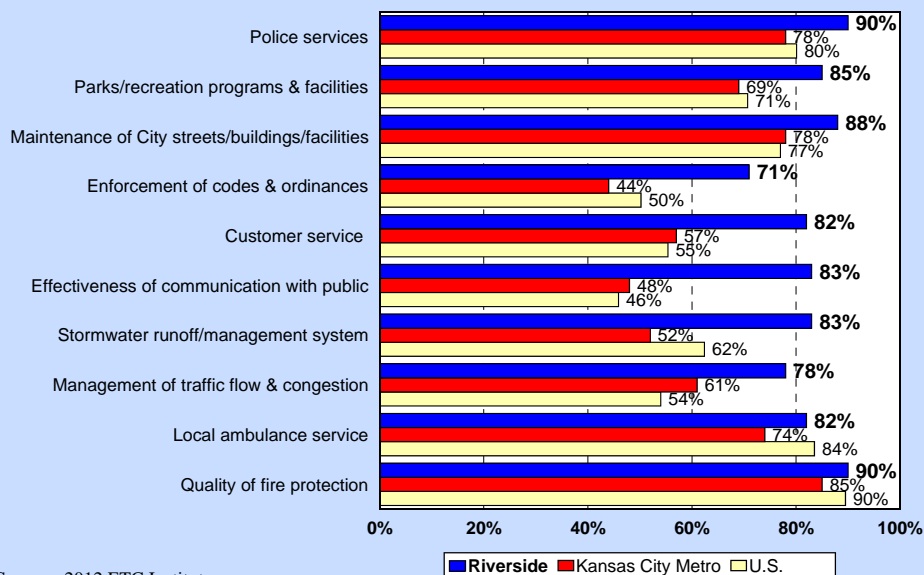
Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 32 communities listed above for more than 60 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for 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 Riverside is not authorized without written consent from ETC Institute.

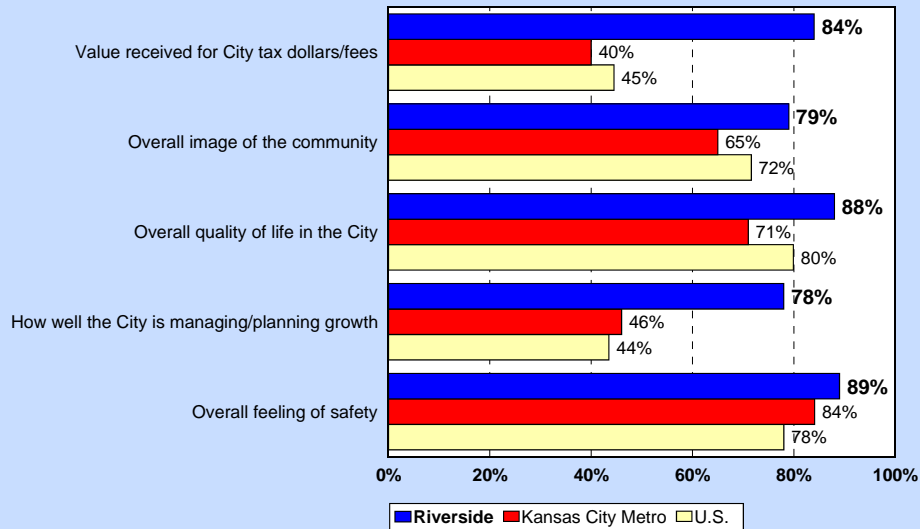
Overall Satisfaction with Various City Services Riverside vs. Kansas City Metro vs. the U.S.

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



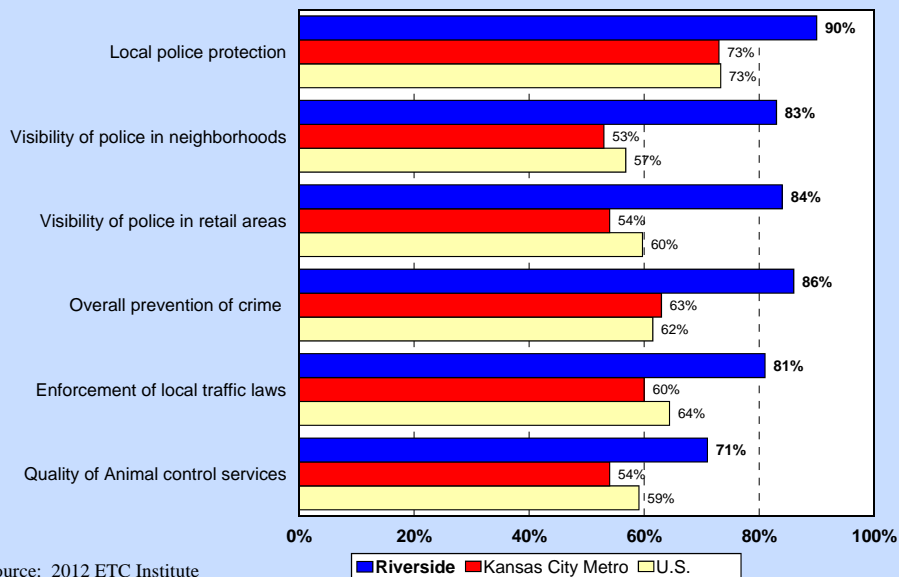
Satisfaction with Issues that Influence Perceptions of the City Riverside vs. Kansas City Metro vs. the U.S.

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



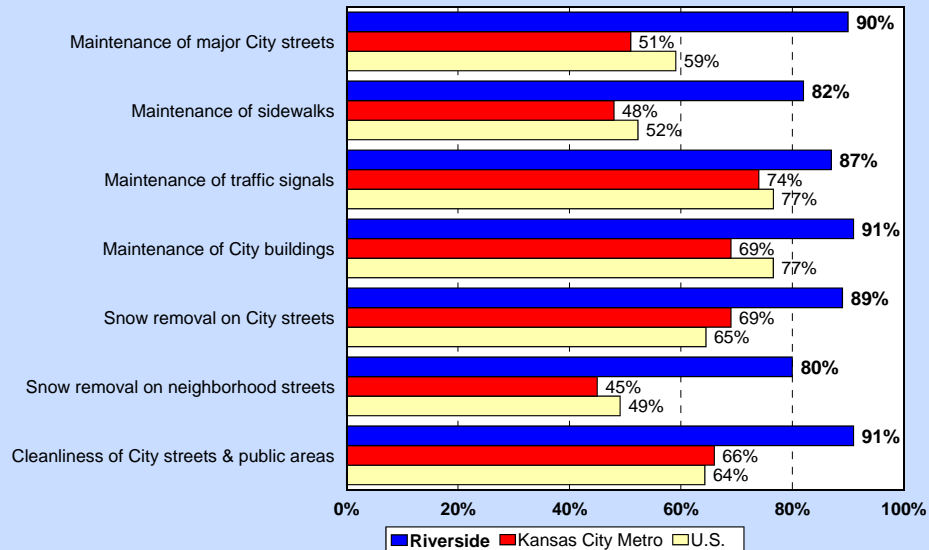
Overall Satisfaction with Public Safety Services Riverside vs. Kansas City Metro vs. the U.S.

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



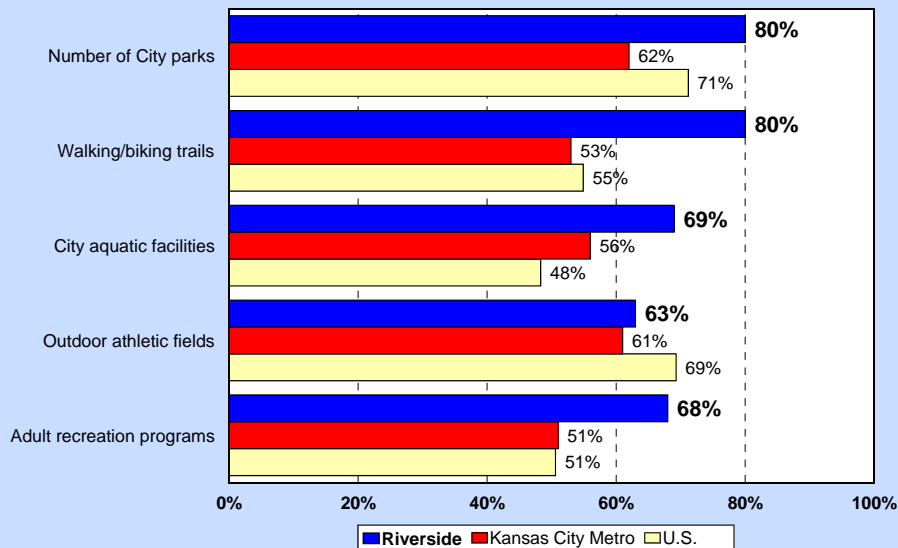
Overall Satisfaction with City Maintenance Riverside vs. Kansas City Metro vs. the U.S.

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



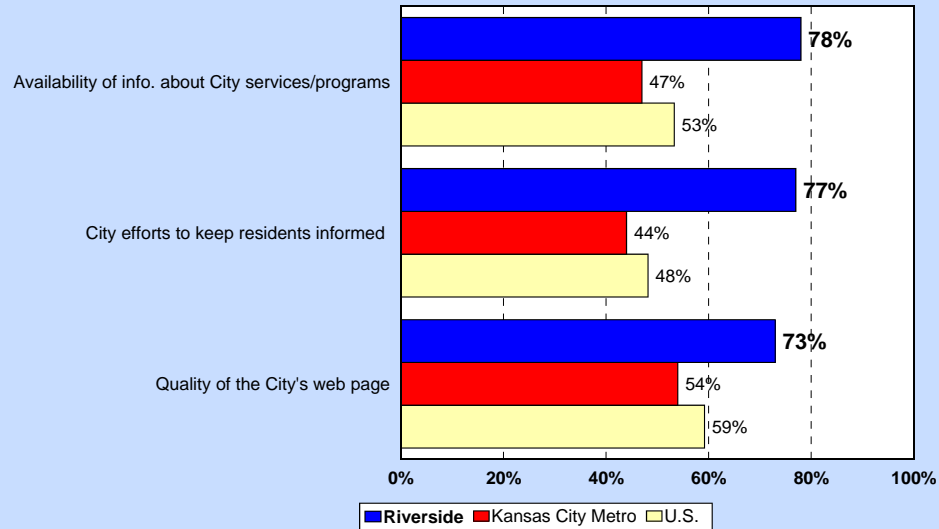
Overall Satisfaction with Parks and Recreation Riverside vs. Kansas City Metro vs. the U.S.

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



Overall Satisfaction with Communication Riverside vs. Kansas City Metro vs. the U.S.

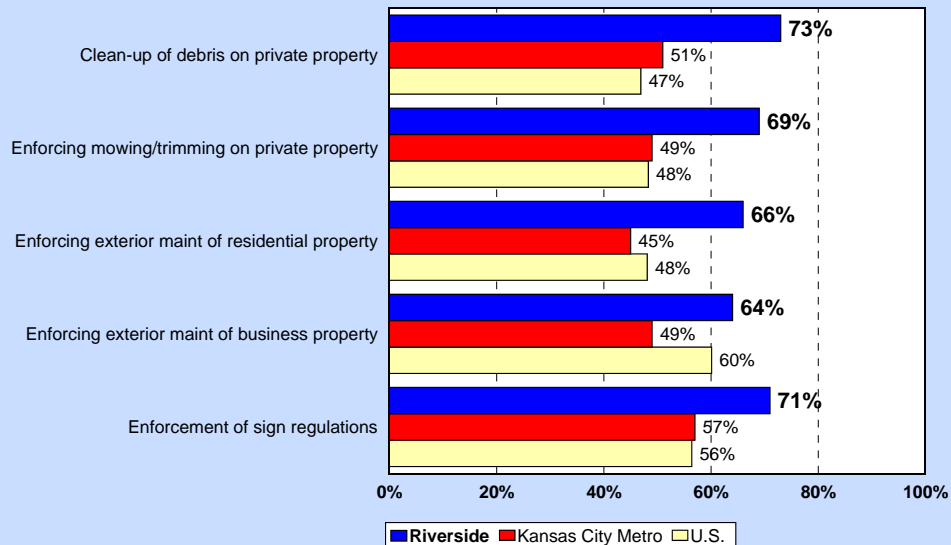
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

Overall Satisfaction with Code Enforcement Riverside vs. Kansas City Metro vs. the U.S.

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



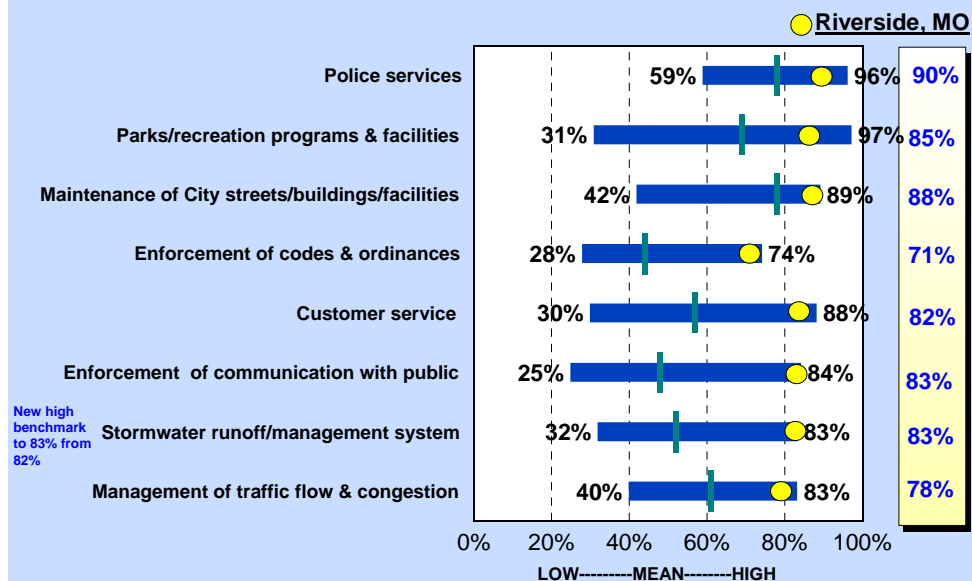
Source: 2012 ETC Institute

Kansas City Metro Area Benchmarks

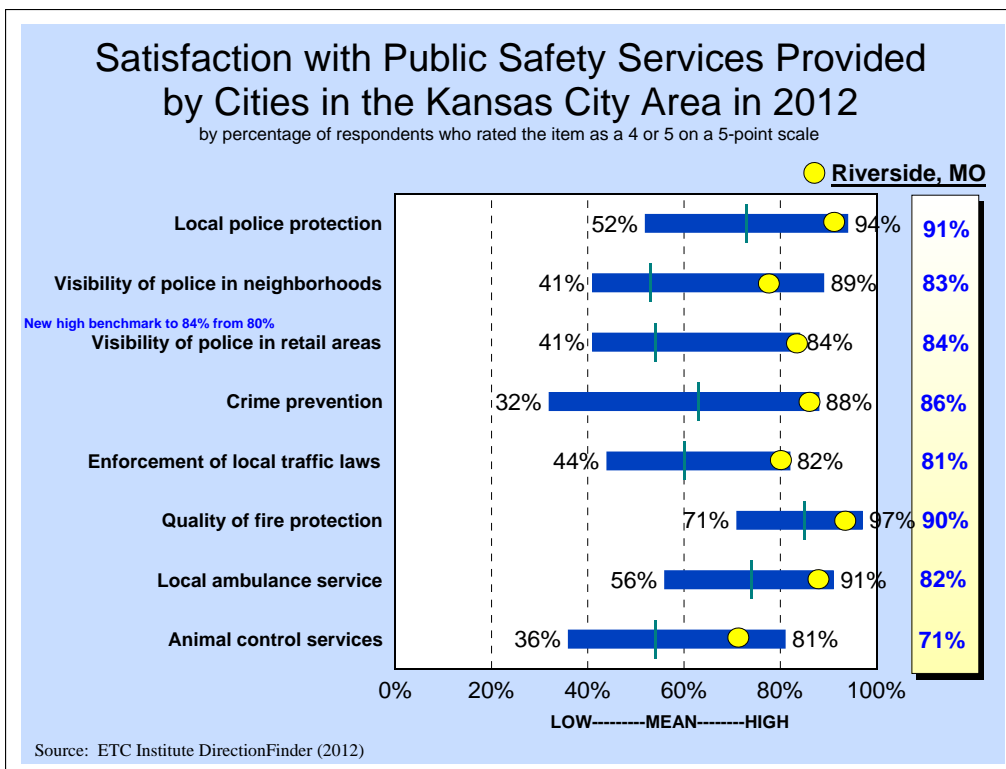
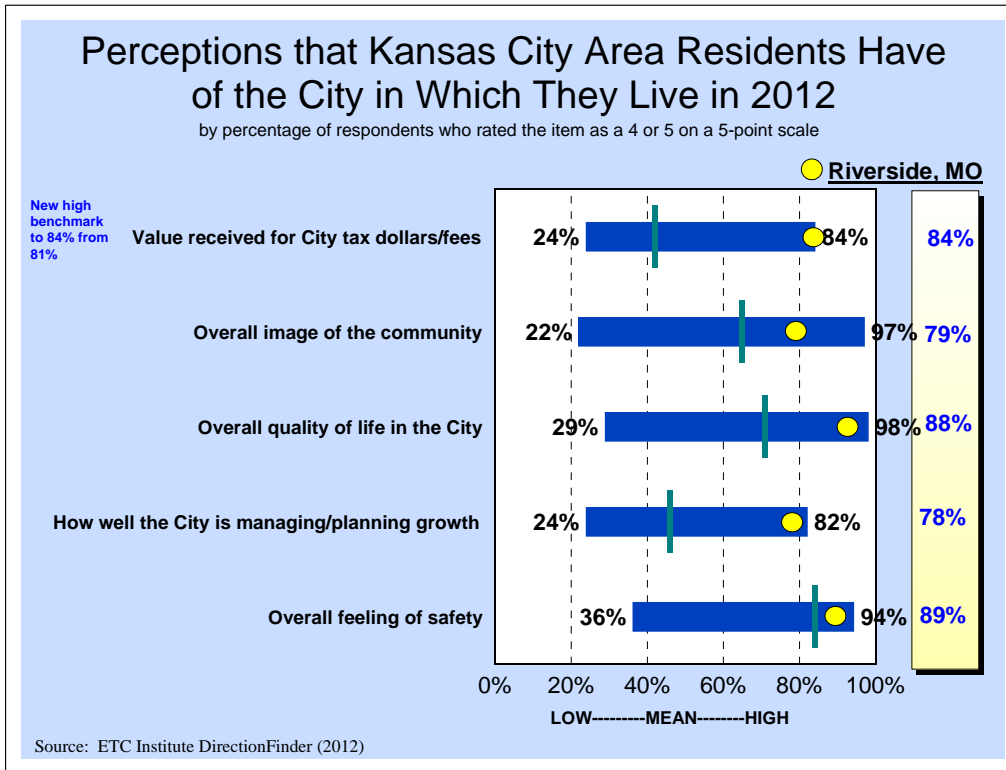
Source: ETC Institute DirectionFinder (2012)

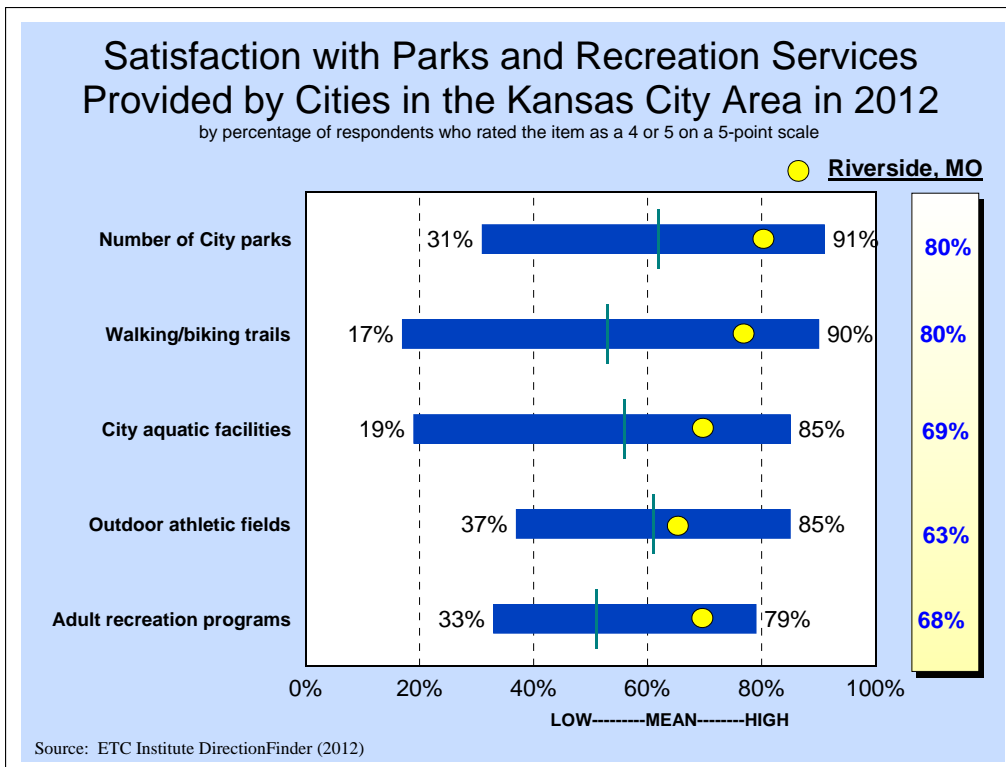
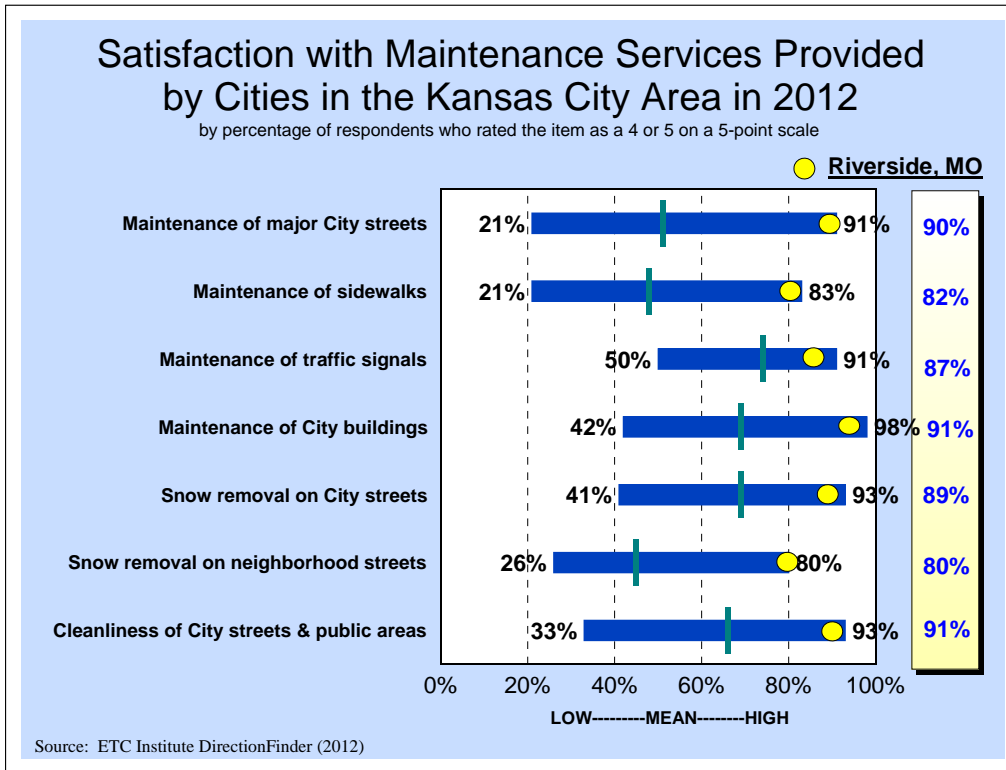
Satisfaction With Major Categories of Services Provided by Cities in the Kansas City Area in 2012

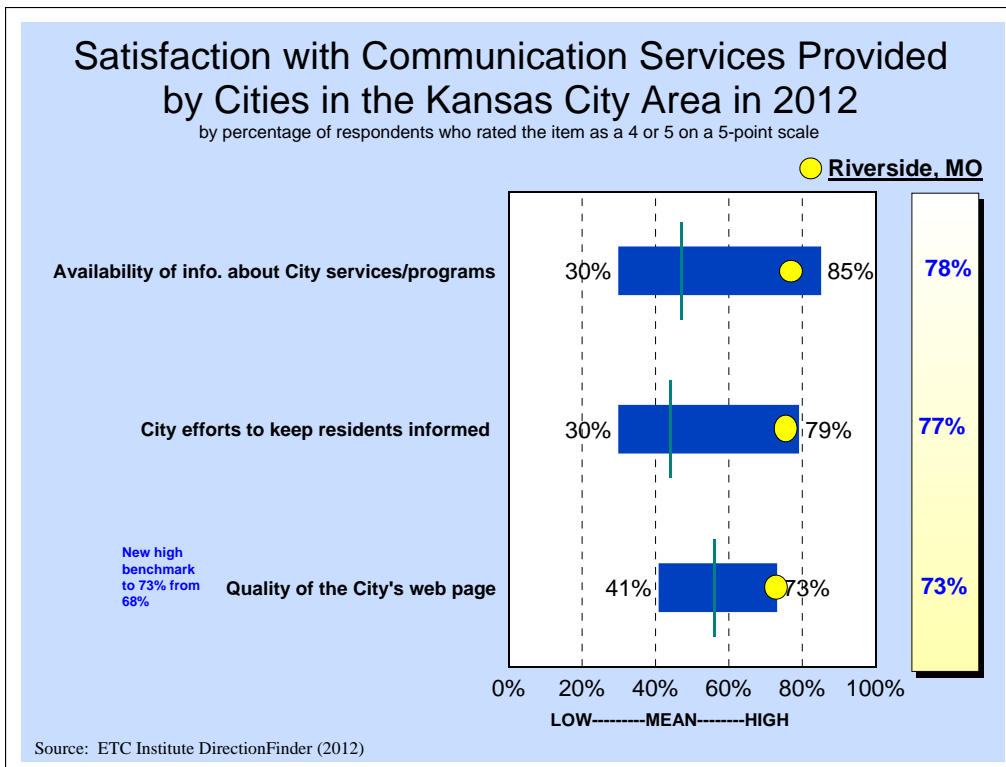
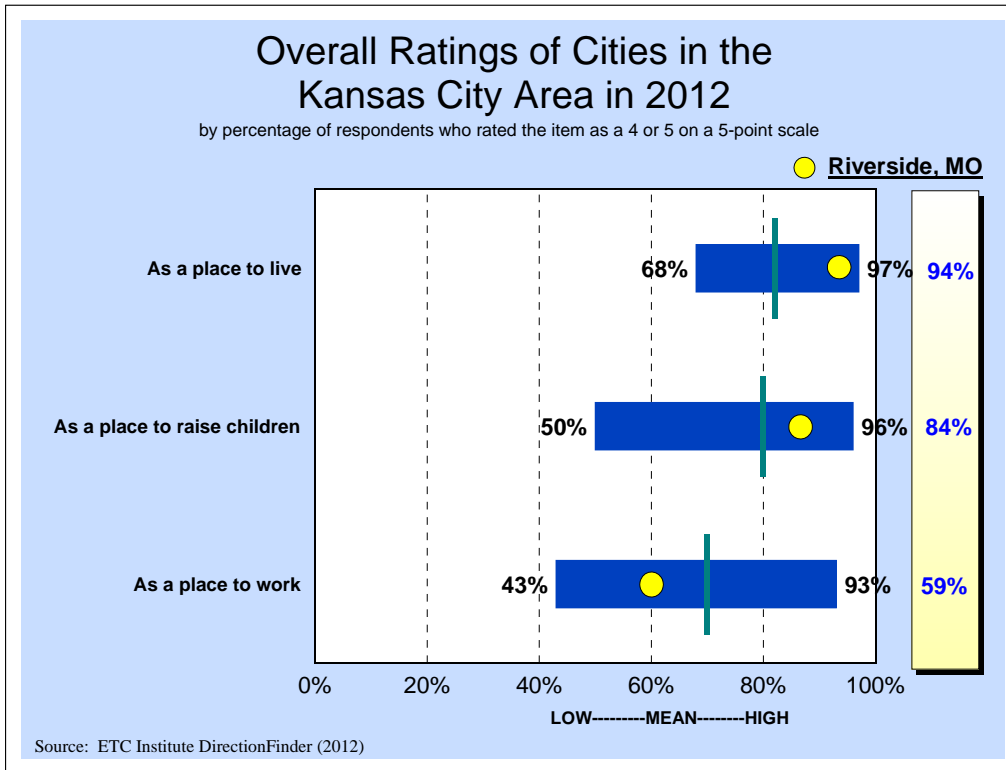
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

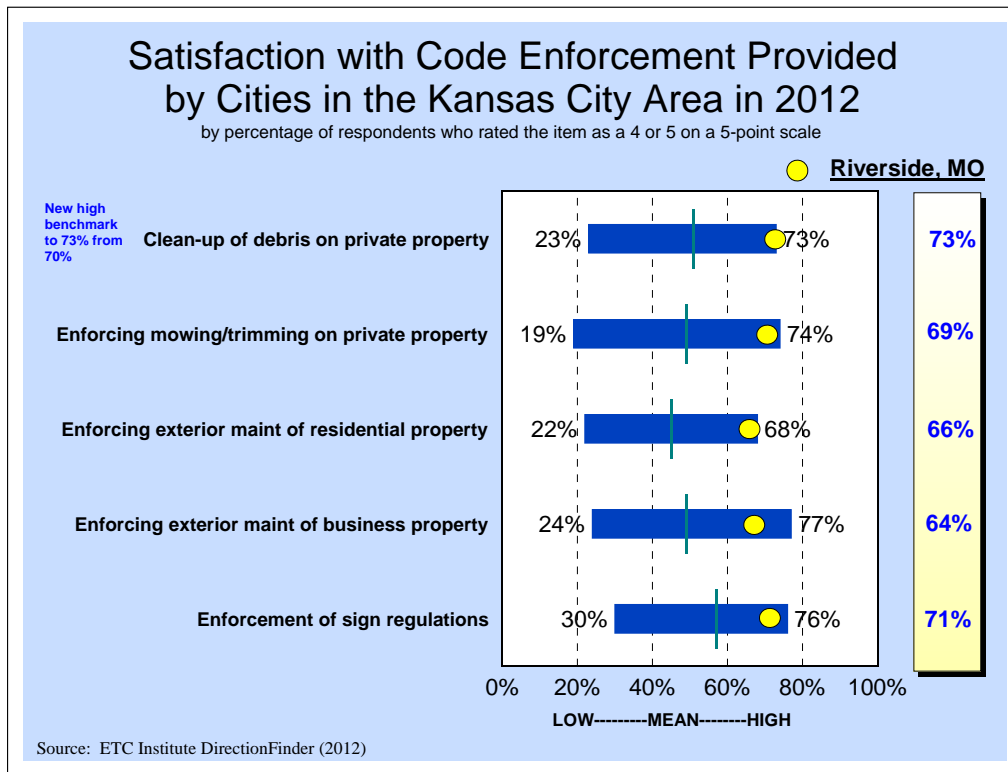


Source: ETC Institute DirectionFinder (2012)









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



Importance-Satisfaction Analysis

The City of Riverside, Missouri

Overview

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

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought should receive the most emphasis over the next two years. Eight percent (8%) ranked "Parks and Recreation facilities" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Parks and Recreation facilities” was ranked 4th overall with 85% rating “Parks and Recreation facilities” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for “Parks and Recreation programs and facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 8% was multiplied by 15% (1-0.85). This calculation yielded an I-S rating of **0.0240**, which was ranked seventh out of thirteen major service categories.

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

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

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

Interpreting the Ratings

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

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

The results for the City of Riverside are provided on the following page.

Importance-Satisfaction Rating

City of Riverside Residential - 2012

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 City codes & ordinances	21%	6	71%	13	0.0609	1
Water/sewer utilities	22%	3	75%	12	0.0550	2
Effectiveness of community planning & development	24%	2	78%	10	0.0528	3
Flow of traffic & congestion management	22%	4	78%	11	0.0484	4
Maintenance of City streets, buildings & facilities	22%	5	88%	3	0.0264	5
Police services	25%	1	90%	1	0.0250	6
City parks & recreation facilities	16%	8	85%	4	0.0240	7
City parks/recreation programs	15%	9	84%	5	0.0240	8
Effectiveness of City communication with public	14%	10	83%	6	0.0238	9
Ambulance services	12%	11	82%	8	0.0216	10
The city's storm water runoff/stormwater management	10%	12	83%	7	0.0170	11
Fire services	16%	7	90%	2	0.0160	12
Customer service you receive from city employee	7%	13	82%	9	0.0126	13

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 Residential - 2012

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>						
Community public safety programs	23%	3	73%	9	0.0621	1
Visibility of police in neighborhoods	36%	1	83%	5	0.0612	2
Animal control	21%	4	71%	10	0.0609	3
City's overall efforts to prevent crime	34%	2	86%	2	0.0476	4
Attitude & behavior of Police to citizens	18%	6	88%	7	0.0216	5
Emergency management	20%	5	86%	3	0.0280	6
Visibility of police in retail areas	16%	7	84%	4	0.0256	7
Enforcement of local traffic laws	13%	8	81%	8	0.0247	8
Effectiveness of reverse 9-1-1 system	12%	9	83%	6	0.0204	9
Attitude & behavior of Fire Dept to citizens	6%	10	82%	1	0.0108	10

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Riverside Residential - 2012

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 of streets in your neighborhood	25%	2	85%	9	0.0375	1
Maintenance of sidewalks in City	20%	5	82%	11	0.0360	2
Snow removal on neighborhood streets	24%	3	86%	8	0.0336	3
Maintenance of major City streets	31%	1	90%	3	0.0310	4
Maintenance of City's water & wastewater systems	18%	7	83%	10	0.0306	5
Snow removal on major City streets	19%	6	89%	4	0.0209	6
Overall cleanliness of City streets & other public areas	21%	4	91%	2	0.0189	7
Maintenance of storm water drainage system	12%	8	86%	7	0.0168	8
Maintenance of street signs/traffic signals	9%	9	87%	6	0.0117	9
Maintenance of City entrance signage	9%	10	89%	5	0.0099	10
Maintenance of City buildings	6%	11	91%	1	0.0054	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.

Importance-Satisfaction Rating

City of Riverside Residential-2012

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>						
City Swimming Pool	16%	5	69%	9	0.0496	1
Programs for kids	16%	4	71%	8	0.0464	2
Number of walking & biking trails	23%	2	80%	5	0.0460	3
Number of outdoor athletic fields	12%	9	63%	8	0.0444	4
City special events & festivals	19%	3	78%	6	0.0418	5
Programs for adults	10%	10	68%	3	0.0320	6
Maintenance of City parks & park equipment	28%	1	89%	1	0.0308	7
Maintenance of walking & biking trails	16%	6	81%	3	0.0304	8
Number of City parks	15%	7	80%	4	0.0300	9
Programs for seniors	9%	11	71%	7	0.0261	10
Healthy Citizens Initiative	15%	8	84%	2	0.0240	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.

Importance-Satisfaction Rating

City of Riverside Residential - 2012

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of residential property in your neighborhood	42%	2	66%	4	0.1428	1
Maintenance of business property	36%	4	64%	5	0.1296	2
Clean up litter & debris	46%	1	73%	1	0.1242	3
Mowing & trimming of weeds on private property	39%	3	69%	3	0.1209	4
Medium Priority (IS <.10)						
Sign regulations	17%	5	71%	2	0.0493	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 the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.



Importance-Satisfaction Matrix Analysis

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

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

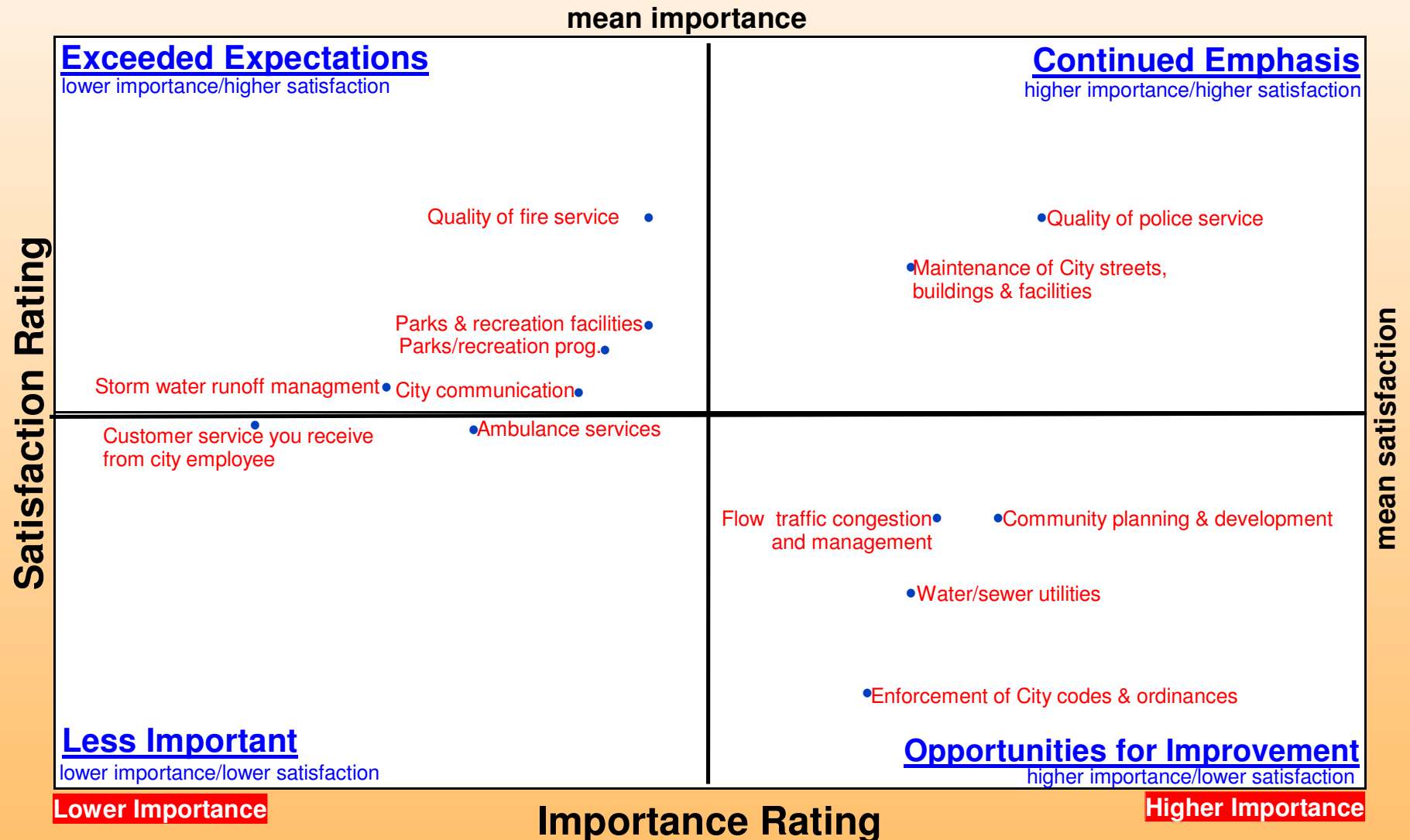
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

Matrices showing the results for the City of Riverside are provided on the following pages.

2012 City of Riverside Residential DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

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



Source: ETC Institute (June 2012)

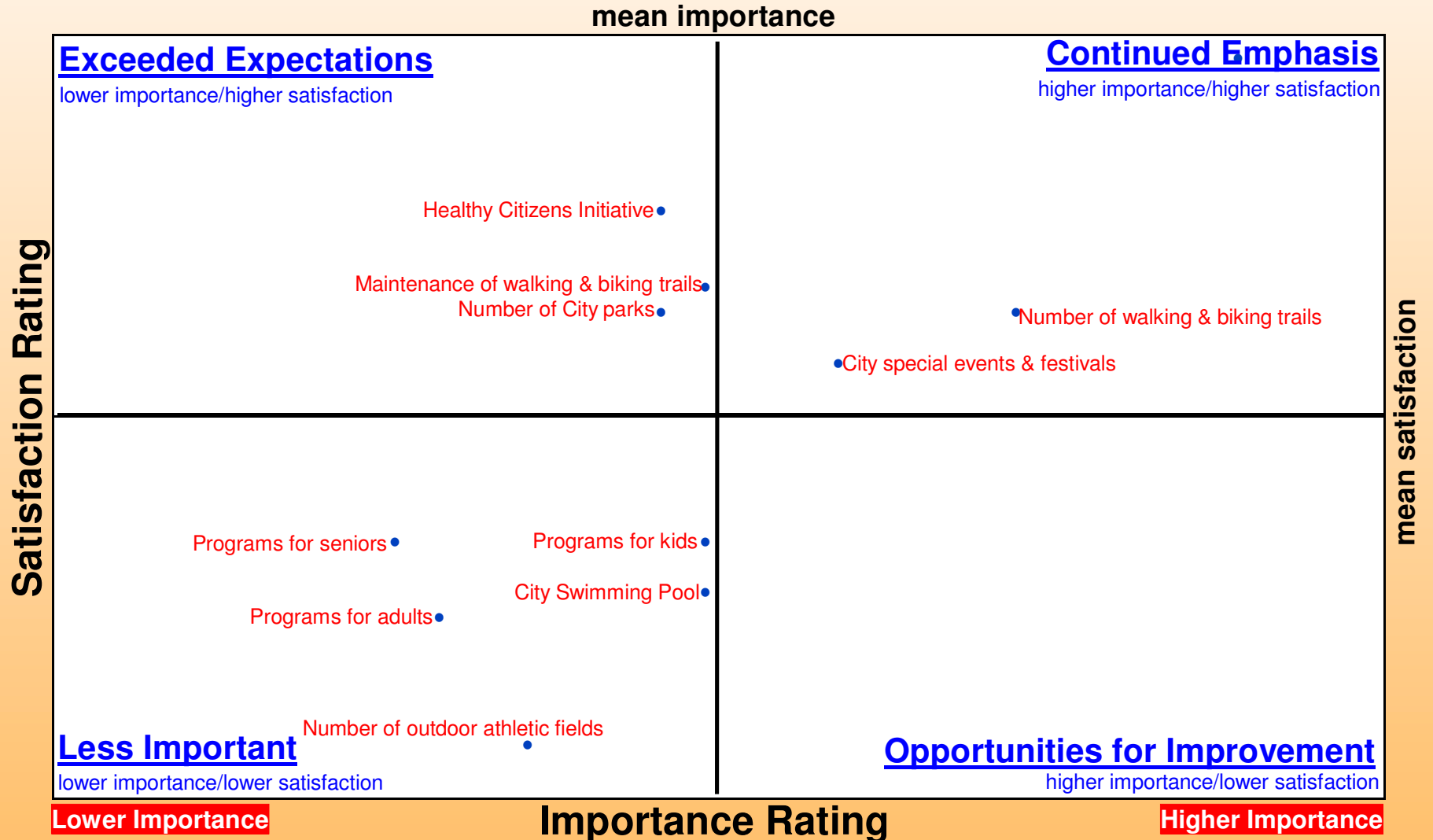
Importance-Satisfaction Analysis

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2012 City of Riverside Residential City DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

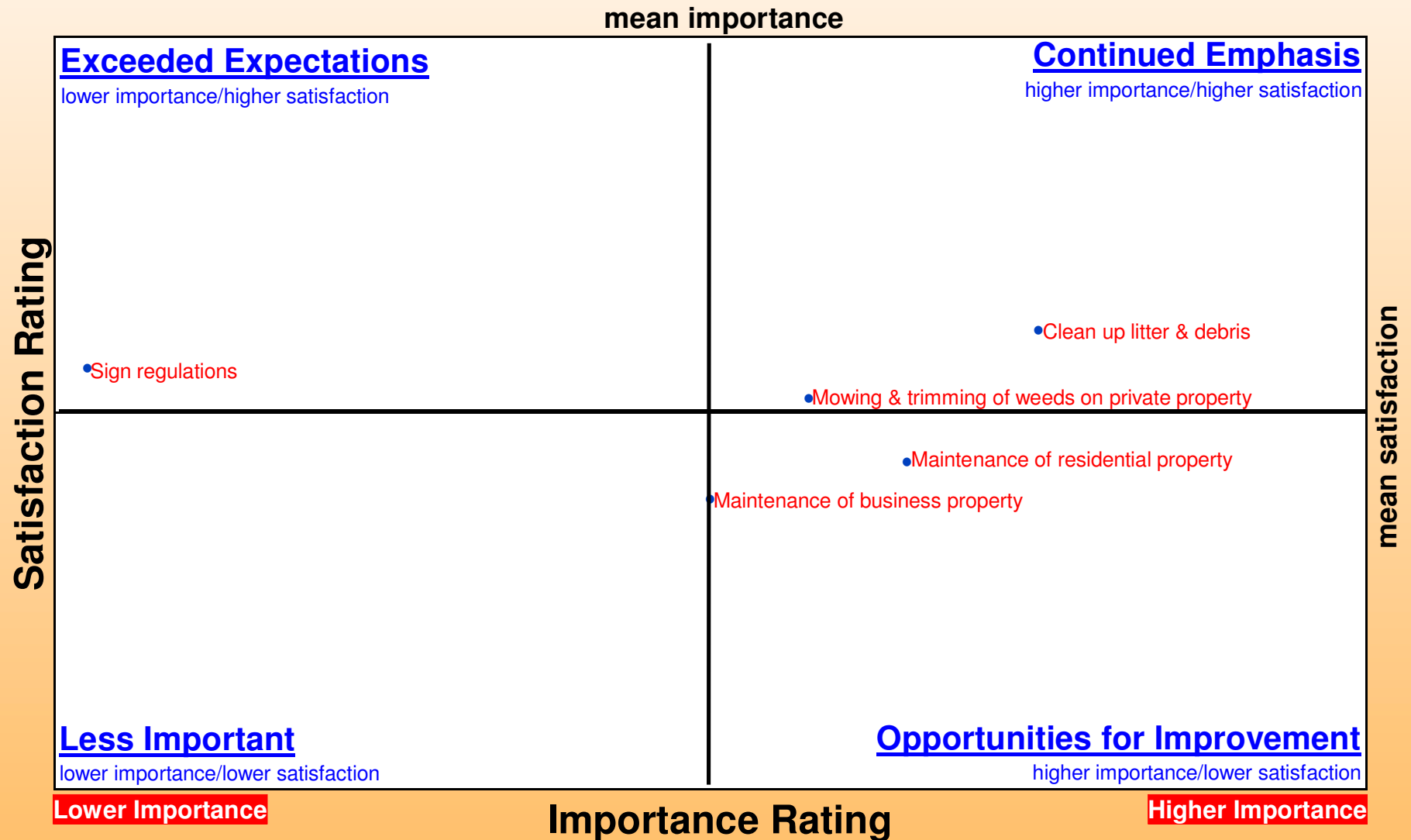
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Riverside Residential DirectionFinder Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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



Source: ETC Institute (June 2012)

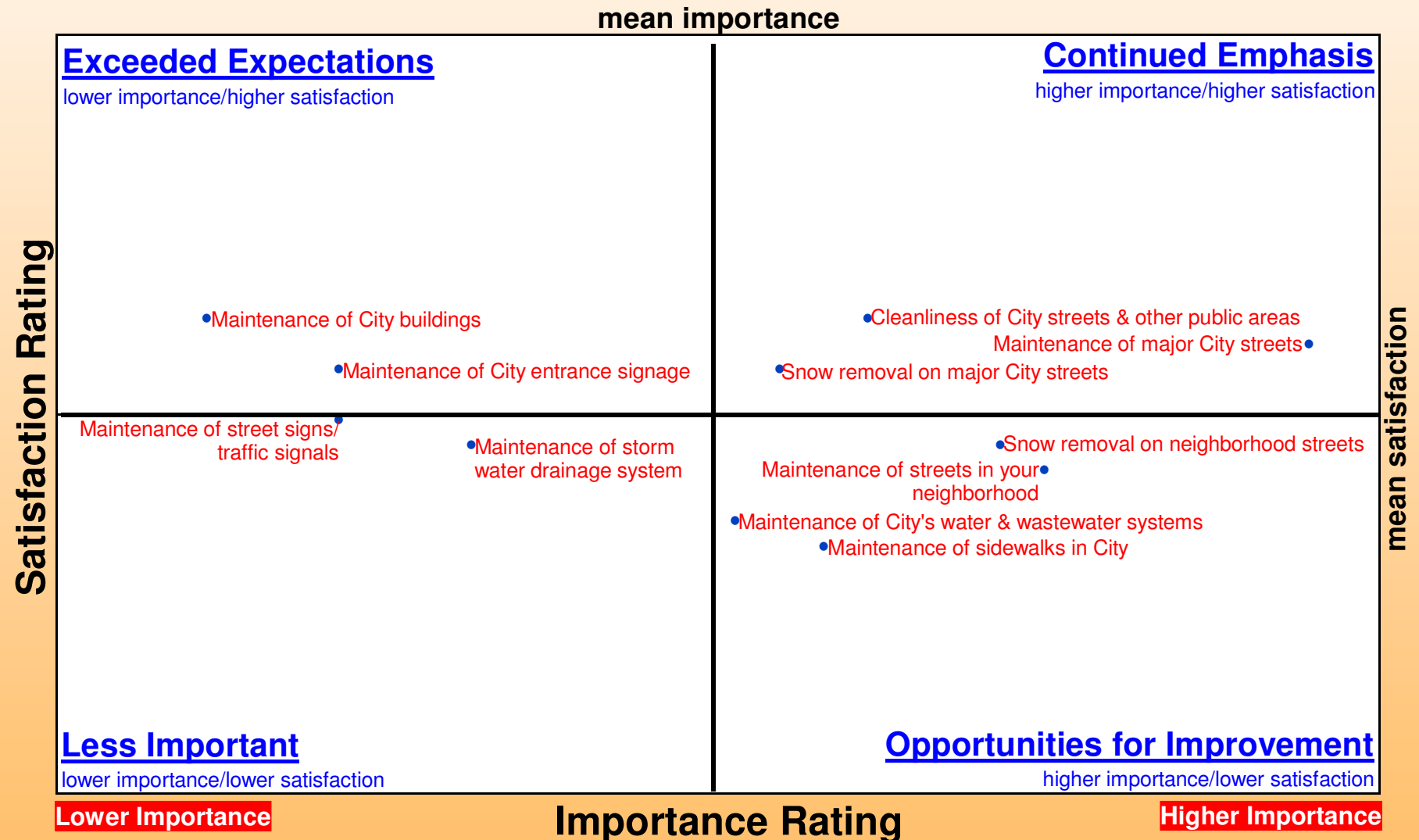
Importance-Satisfaction Analysis

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2012 City of Riverside Residential DirectionFinder Importance-Satisfaction Assessment Matrix

-City Maintenance-

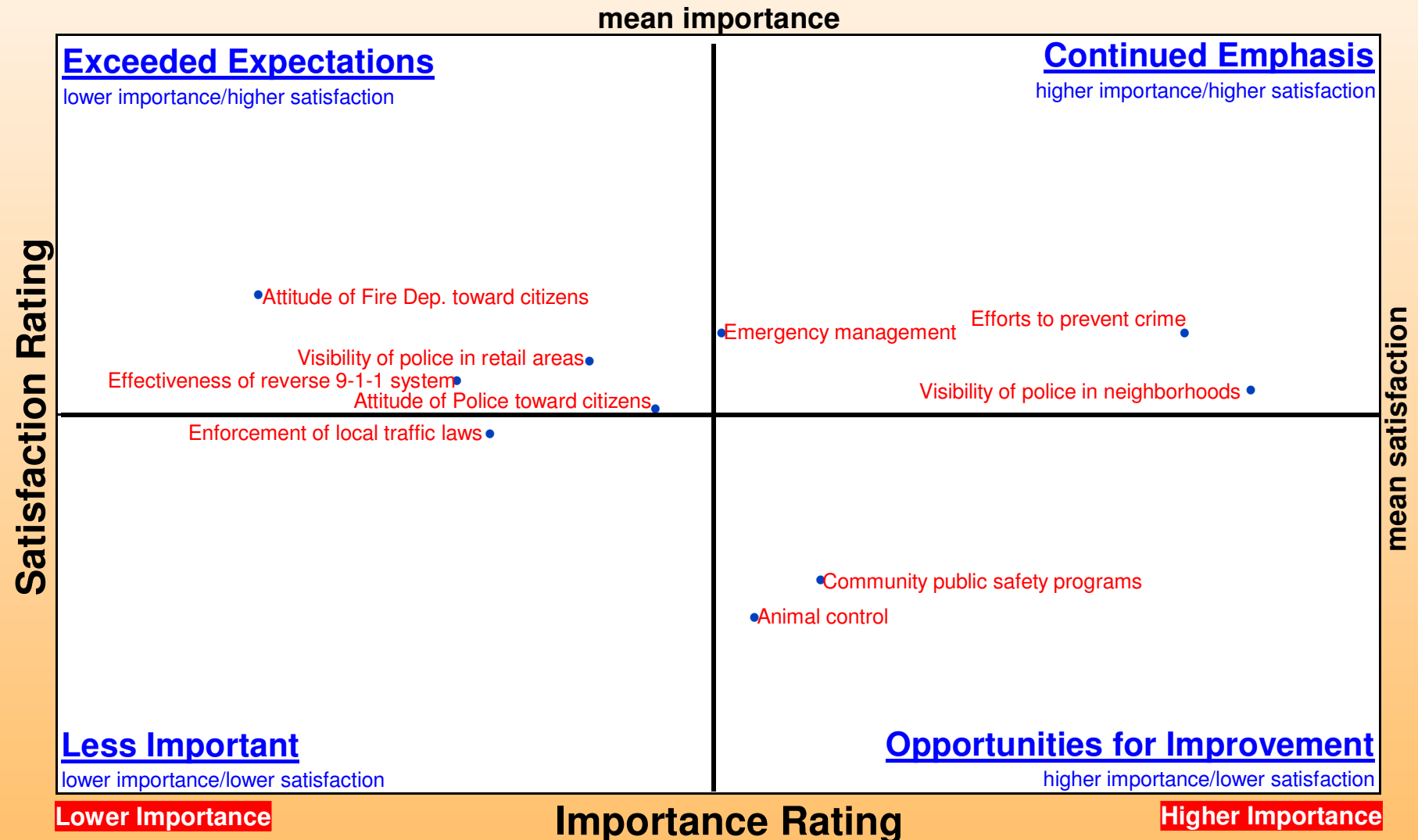
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2012 City of Riverside Residential Direction Finder Importance-Satisfaction Assessment Matrix

-Public Safety-

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



Source: ETC Institute (June 2012)

Importance-Satisfaction Analysis

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Section 4:
Tabular Data and Comments

2012 City of Riverside Citizen Survey

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=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police services	57.4%	30.3%	5.7%	2.2%	1.2%	3.2%
Q1b. Overall quality of fire services	52.1%	25.6%	7.4%	0.5%	0.7%	13.8%
Q1c. Overall quality of ambulance services	37.1%	23.8%	11.1%	1.2%	1.0%	25.8%
Q1d. Quality of City parks/recreation programs	39.8%	34.4%	11.8%	1.5%	0.5%	12.0%
Q1e. Quality of City parks & recreation facilities	42.5%	34.2%	10.8%	2.0%	0.7%	9.8%
Q1f. Overall maintenance of City streets, buildings & facilities	46.4%	39.3%	7.6%	3.7%	0.7%	2.2%
Q1g. Overall quality of water/sewer utilities	35.4%	34.2%	16.5%	5.2%	3.7%	5.2%
Q1h. Overall enforcement of City codes & ordinances	26.8%	34.6%	15.5%	5.2%	4.4%	13.5%
Q1i. Overall quality of customer service from City employees	45.0%	31.9%	13.3%	1.2%	1.7%	6.9%
Q1j. Overall effectiveness of City communication with public	47.9%	32.7%	13.3%	1.0%	2.5%	2.7%
Q1k. Overall effectiveness of community planning & development	34.9%	36.9%	14.3%	4.9%	1.5%	7.6%
Q1l. Overall quality of City's storm water runoff/storm water management system	36.4%	37.1%	11.8%	1.7%	2.0%	11.1%
Q1m. Overall flow of traffic & congestion management	35.1%	40.8%	14.5%	4.9%	2.5%	2.2%

2012 City of Riverside Citizen Survey

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." (without "don't know")

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police services	59.3%	31.3%	5.9%	2.3%	1.3%
Q1b. Overall quality of fire services	60.4%	29.6%	8.5%	0.6%	0.9%
Q1c. Overall quality of ambulance services	50.0%	32.1%	14.9%	1.7%	1.3%
Q1d. Quality of City parks/recreation programs	45.3%	39.1%	13.4%	1.7%	0.6%
Q1e. Quality of City parks & recreation facilities	47.1%	37.9%	12.0%	2.2%	0.8%
Q1f. Overall maintenance of City streets, buildings & facilities	47.5%	40.2%	7.8%	3.8%	0.8%
Q1g. Overall quality of water/sewer utilities	37.3%	36.0%	17.4%	5.4%	3.9%
Q1h. Overall enforcement of City codes & ordinances	31.0%	40.1%	17.9%	6.0%	5.1%
Q1i. Overall quality of customer service from City employees	48.3%	34.3%	14.2%	1.3%	1.8%
Q1j. Overall effectiveness of City communication with public	49.2%	33.6%	13.6%	1.0%	2.5%
Q1k. Overall effectiveness of community planning & development	37.8%	39.9%	15.4%	5.3%	1.6%
Q1l. Overall quality of City's storm water runoff/storm water management system	40.9%	41.7%	13.3%	1.9%	2.2%
Q1m. Overall flow of traffic & congestion management	35.9%	41.7%	14.8%	5.0%	2.5%

2012 City of Riverside Citizen Survey

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

Q2. Top choice	Number	Percent
Police services	64	15.7 %
Fire services	7	1.7 %
Ambulance services	8	2.0 %
City parks/recreation programs	20	4.9 %
City parks & recreation facilities	17	4.2 %
Maintenance of City streets, buildings & facilities	31	7.6 %
Water/sewer utilities	41	10.1 %
Enforcement of City codes & ordinances	36	8.8 %
Customer service from City employees	8	2.0 %
Effectiveness of City communication with public	19	4.7 %
Effectiveness of community planning & development	34	8.4 %
City's storm water runoff/storm water management system	16	3.9 %
Flow of traffic & congestion management	41	10.1 %
None selected	65	16.0 %
Total	407	100.0 %

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

Q2. 2nd choice	Number	Percent
Police services	23	5.7 %
Fire services	42	10.3 %
Ambulance services	9	2.2 %
City parks/recreation programs	22	5.4 %
City parks & recreation facilities	26	6.4 %
Maintenance of City streets, buildings & facilities	30	7.4 %
Water/sewer utilities	25	6.1 %
Enforcement of City codes & ordinances	30	7.4 %
Customer service from City employees	8	2.0 %
Effectiveness of City communication with public	17	4.2 %
Effectiveness of community planning & development	40	9.8 %
City's storm water runoff/storm water management system	14	3.4 %
Flow of traffic & congestion management	19	4.7 %
None selected	102	25.1 %
Total	407	100.0 %

2012 City of Riverside Citizen Survey

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

Q2. 3rd choice	Number	Percent
Police services	15	3.7 %
Fire services	15	3.7 %
Ambulance services	30	7.4 %
City parks/recreation programs	17	4.2 %
City parks & recreation facilities	20	4.9 %
Maintenance of City streets, buildings & facilities	28	6.9 %
Water/sewer utilities	24	5.9 %
Enforcement of City codes & ordinances	20	4.9 %
Customer service from City employees	11	2.7 %
Effectiveness of City communication with public	21	5.2 %
Effectiveness of community planning & development	22	5.4 %
City's storm water runoff/storm water management system	12	2.9 %
Flow of traffic & congestion management	29	7.1 %
None selected	143	35.1 %
Total	407	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. Top choice	Number	Percent
Police services	102	25.1 %
Fire services	64	15.7 %
Ambulance services	47	11.5 %
City parks/recreation programs	59	14.5 %
City parks & recreation facilities	63	15.5 %
Maintenance of City streets, buildings & facilities	89	21.9 %
Water/sewer utilities	90	22.1 %
Enforcement of City codes & ordinances	86	21.1 %
Customer service from City employees	27	6.6 %
Effectiveness of City communication with public	57	14.0 %
Effectiveness of community planning & development	96	23.6 %
City's storm water runoff/storm water management system	42	10.3 %
Flow of traffic & congestion management	89	21.9 %
None selected	65	16.0 %
Total	976	

2012 City of Riverside Citizen Survey

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=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall image of City	34.6%	43.7%	17.2%	2.9%	0.7%	0.7%
Q3b. Overall value you receive for tax dollars & fees	41.5%	37.1%	12.5%	1.5%	1.2%	6.1%
Q3c. How well City is managing & planning growth & development	36.1%	36.6%	14.5%	4.4%	1.7%	6.6%
Q3d. Overall quality of life in City	44.0%	42.8%	9.6%	1.7%	0.7%	1.2%
Q3e. Overall appearance of City	33.9%	42.3%	16.2%	5.2%	1.0%	1.5%
Q3f. Overall feeling of safety in City	48.9%	39.1%	8.1%	2.5%	0.5%	1.0%

**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".
(without "don't know")**

(N=407)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall image of City	34.9%	44.1%	17.3%	3.0%	0.7%
Q3b. Overall value you receive for tax dollars & fees	44.2%	39.5%	13.4%	1.6%	1.3%
Q3c. How well City is managing & planning growth & development	38.7%	39.2%	15.5%	4.7%	1.8%
Q3d. Overall quality of life in City	44.5%	43.3%	9.7%	1.7%	0.7%
Q3e. Overall appearance of City	34.4%	42.9%	16.5%	5.2%	1.0%
Q3f. Overall feeling of safety in City	49.4%	39.5%	8.2%	2.5%	0.5%

2012 City of Riverside Citizen Survey

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=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Visibility of police in neighborhoods	45.2%	36.4%	11.5%	4.7%	1.0%	1.2%
Q4b. Visibility of police in retail areas	40.3%	37.1%	11.8%	2.7%	0.5%	7.6%
Q4c. City's overall efforts to prevent crime	44.5%	35.6%	11.1%	2.0%	0.0%	6.9%
Q4d. Enforcement of local traffic laws	41.3%	36.9%	11.3%	4.2%	2.5%	3.9%
Q4e. Attitude & behavior of Police Department personnel toward citizens	48.4%	27.3%	10.6%	3.9%	2.2%	7.6%
Q4f. Attitude & behavior of Fire Department personnel toward citizens	49.4%	23.1%	7.9%	0.7%	0.7%	18.2%
Q4g. Quality of emergency management	45.2%	30.0%	11.3%	0.7%	0.5%	12.3%
Q4h. Quality of animal control	32.4%	30.0%	15.2%	6.9%	3.2%	12.3%
Q4i. Effectiveness of reverse 9-1-1 system	37.3%	24.8%	12.0%	0.7%	0.5%	24.6%
Q4j. Quality of community public safety programs	30.5%	24.1%	16.2%	2.7%	1.2%	25.3%

2012 City of Riverside Citizen Survey

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: (without "don't know")

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Visibility of police in neighborhoods	45.8%	36.8%	11.7%	4.7%	1.0%
Q4b. Visibility of police in retail areas	43.6%	40.2%	12.8%	2.9%	0.5%
Q4c. City's overall efforts to prevent crime	47.8%	38.3%	11.9%	2.1%	0.0%
Q4d. Enforcement of local traffic laws	43.0%	38.4%	11.8%	4.3%	2.6%
Q4e. Attitude & behavior of Police Department personnel toward citizens	52.4%	29.5%	11.4%	4.3%	2.4%
Q4f. Attitude & behavior of Fire Department personnel toward citizens	60.4%	28.2%	9.6%	0.9%	0.9%
Q4g. Quality of emergency management	51.5%	34.2%	12.9%	0.8%	0.6%
Q4h. Quality of animal control	37.0%	34.2%	17.4%	7.8%	3.6%
Q4i. Effectiveness of reverse 9-1-1 system	49.5%	32.9%	16.0%	1.0%	0.7%
Q4j. Quality of community public safety programs	40.8%	32.2%	21.7%	3.6%	1.6%

2012 City of Riverside Citizen Survey

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

Q5. Top choice	Number	Percent
Visibility of police in neighborhoods	89	21.9 %
Visibility of police in retail areas	14	3.4 %
City's overall efforts to prevent crime	60	14.7 %
Enforcement of local traffic laws	20	4.9 %
Attitude & behavior of Police Department personnel toward citizens	32	7.9 %
Attitude & behavior of Fire Department personnel toward citizens	3	0.7 %
Emergency management	22	5.4 %
Animal control	32	7.9 %
Effectiveness of reverse 9-1-1 system	12	2.9 %
Community public safety programs	30	7.4 %
None selected	93	22.9 %
Total	407	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?

Q5. 2nd choice	Number	Percent
Visibility of police in neighborhoods	32	7.9 %
Visibility of police in retail areas	36	8.8 %
City's overall efforts to prevent crime	35	8.6 %
Enforcement of local traffic laws	17	4.2 %
Attitude & behavior of Police Department personnel toward citizens	27	6.6 %
Attitude & behavior of Fire Department personnel toward citizens	12	2.9 %
Emergency management	34	8.4 %
Animal control	26	6.4 %
Effectiveness of reverse 9-1-1 system	16	3.9 %
Community public safety programs	32	7.9 %
None selected	140	34.4 %
Total	407	100.0 %

2012 City of Riverside Citizen Survey

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

Q5. 3rd choice	Number	Percent
Visibility of police in neighborhoods	25	6.1 %
Visibility of police in retail areas	16	3.9 %
City's overall efforts to prevent crime	45	11.1 %
Enforcement of local traffic laws	16	3.9 %
Attitude & behavior of Police Department personnel toward citizens	13	3.2 %
Attitude & behavior of Fire Department personnel toward citizens	9	2.2 %
Emergency management	27	6.6 %
Animal control	29	7.1 %
Effectiveness of reverse 9-1-1 system	21	5.2 %
Community public safety programs	33	8.1 %
None selected	173	42.5 %
Total	407	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)

Q5. Top choice	Number	Percent
Visibility of police in neighborhoods	146	35.9 %
Visibility of police in retail areas	66	16.2 %
City's overall efforts to prevent crime	140	34.4 %
Enforcement of local traffic laws	53	13.0 %
Attitude & behavior of Police Department personnel toward citizens	72	17.7 %
Attitude & behavior of Fire Department personnel toward citizens	24	5.9 %
Emergency management	83	20.4 %
Animal control	87	21.4 %
Effectiveness of reverse 9-1-1 system	49	12.0 %
Community public safety programs	95	23.3 %
None selected	93	22.9 %
Total	908	

2012 City of Riverside Citizen Survey

Q6. The City currently contracts with an outside organization to provide ambulance service to the community. How satisfied are you with quality of service ambulance personnel provide?

Q6. Quality of service ambulance personnel provide	Number	Percent
Very satisfied	73	17.9 %
Satisfied	64	15.7 %
Neutral	37	9.1 %
Dissatisfied	10	2.5 %
Very dissatisfied	7	1.7 %
Don't know	216	53.1 %
Total	407	100.0 %

Q6. The City currently contracts with an outside organization to provide ambulance service to the community. How satisfied are you with quality of service ambulance personnel provide? (without "don't know")

Q6. Quality of service ambulance personnel provide	Number	Percent
Very satisfied	73	38.2 %
Satisfied	64	33.5 %
Neutral	37	19.4 %
Dissatisfied	10	5.2 %
Very dissatisfied	7	3.7 %
Total	191	100.0 %

Q7. Do you and/or members of your family participate in any programs provided by the Riverside Fire/Police Athletic League (FPAL)?

Q7. Do you participate in any programs provided by Riverside Fire/Police Athletic League (FPAL)	Number	Percent
Yes	46	11.3 %
No	354	87.0 %
No response	7	1.7 %
Total	407	100.0 %

Q7. Do you and/or members of your family participate in any programs provided by the Riverside Fire/Police Athletic League (FPAL)? (without "no response")

Q7. Do you participate in any programs provided by Riverside Fire/Police Athletic League (FPAL)	Number	Percent
Yes	46	11.5 %
No	354	88.5 %
Total	400	100.0 %

2012 City of Riverside Citizen Survey

Q7a. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following FPAL services:

(N=46)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Attitude & behavior of Public Safety personnel at FPAL programs	58.7%	26.1%	6.5%	4.3%	2.2%	2.2%
Q7b. Quality of programs offered	58.7%	26.1%	6.5%	2.2%	2.2%	4.3%
Q7c. Variety of programs offered	50.0%	30.4%	10.9%	4.3%	2.2%	2.2%
Q7d. Frequency of programs	52.2%	30.4%	6.5%	6.5%	2.2%	2.2%
Q7e. FPAL Bi-monthly Newsletter	54.3%	23.9%	13.0%	4.3%	2.2%	2.2%

Q7a. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following FPAL services: (without "don't know")

(N=46)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Attitude & behavior of Public Safety personnel at FPAL programs	60.0%	26.7%	6.7%	4.4%	2.2%
Q7b. Quality of programs offered	61.4%	27.3%	6.8%	2.3%	2.3%
Q7c. Variety of programs offered	51.1%	31.1%	11.1%	4.4%	2.2%
Q7d. Frequency of programs	53.3%	31.1%	6.7%	6.7%	2.2%
Q7e. FPAL Bi-monthly Newsletter	55.6%	24.4%	13.3%	4.4%	2.2%

2012 City of Riverside Citizen Survey

Q8. 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=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Maintenance of major City streets	46.3%	40.9%	9.4%	1.0%	0.0%	2.5%
Q8b. Maintenance of streets in your neighborhood	46.2%	36.1%	10.1%	3.4%	0.7%	3.4%
Q8c. Maintenance of sidewalks in City	41.3%	37.3%	12.5%	3.7%	0.2%	4.9%
Q8d. Maintenance of street signs/ traffic signals	45.5%	39.1%	9.8%	2.5%	0.5%	2.7%
Q8e. Maintenance of City entrance signage	47.2%	36.6%	9.3%	1.5%	0.0%	5.4%
Q8f. Maintenance of City buildings	48.6%	36.4%	8.1%	1.0%	0.2%	5.7%
Q8g. Snow removal on major City streets	57.2%	26.0%	8.8%	1.5%	0.2%	6.1%
Q8h. Snow removal on neighborhood streets	53.3%	25.6%	9.1%	3.4%	1.0%	7.6%
Q8i. Overall cleanliness of City streets & other public areas	47.4%	40.5%	8.8%	0.7%	0.2%	2.2%
Q8j. Maintenance of storm water drainage system	38.8%	32.4%	9.8%	1.0%	1.0%	17.0%
Q8k. Maintenance of City's water & wastewater systems	35.9%	31.7%	10.6%	1.7%	1.2%	18.9%

2012 City of Riverside Citizen Survey

Q8. 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. (without "don't know")

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Maintenance of major City streets	47.5%	41.9%	9.6%	1.0%	0.0%
Q8b. Maintenance of streets in your neighborhood	47.8%	37.4%	10.4%	3.6%	0.8%
Q8c. Maintenance of sidewalks in City	43.4%	39.3%	13.2%	3.9%	0.3%
Q8d. Maintenance of street signs/traffic signals	46.7%	40.2%	10.1%	2.5%	0.5%
Q8e. Maintenance of City entrance signage	49.9%	38.7%	9.9%	1.6%	0.0%
Q8f. Maintenance of City buildings	51.6%	38.5%	8.6%	1.0%	0.3%
Q8g. Snow removal on major City streets	61.0%	27.7%	9.4%	1.6%	0.3%
Q8h. Snow removal on neighborhood streets	57.7%	27.7%	9.8%	3.7%	1.1%
Q8i. Overall cleanliness of City streets & other public areas	48.5%	41.5%	9.0%	0.8%	0.3%
Q8j. Maintenance of storm water drainage system	46.7%	39.1%	11.8%	1.2%	1.2%
Q8k. Maintenance of City's water & wastewater systems	44.2%	39.1%	13.0%	2.1%	1.5%

2012 City of Riverside Citizen Survey

Q9. Which THREE of these maintenance services do you think should receive the most emphasis from City leaders over the next TWO years?

Q9. Top choice	Number	Percent
Maintenance of major City streets	65	16.0 %
Maintenance of streets in your neighborhood	29	7.1 %
Maintenance of sidewalks in City	27	6.6 %
Maintenance of street signs/traffic signals	18	4.4 %
Maintenance of City entrance signage	16	3.9 %
Maintenance of City buildings	8	2.0 %
Snow removal on major City streets	33	8.1 %
Snow removal on neighborhood streets	30	7.4 %
Overall cleanliness of City streets & other public areas	23	5.7 %
Maintenance of storm water drainage system	20	4.9 %
Maintenance of City's water & wastewater systems	28	6.9 %
None selected	110	27.0 %
Total	407	100.0 %

Q9. Which THREE of these maintenance services do you think should receive the most emphasis from City leaders over the next TWO years?

Q9. 2nd choice	Number	Percent
Maintenance of major City streets	33	8.1 %
Maintenance of streets in your neighborhood	38	9.3 %
Maintenance of sidewalks in City	25	6.1 %
Maintenance of street signs/traffic signals	10	2.5 %
Maintenance of City entrance signage	6	1.5 %
Maintenance of City buildings	6	1.5 %
Snow removal on major City streets	30	7.4 %
Snow removal on neighborhood streets	47	11.5 %
Overall cleanliness of City streets & other public areas	29	7.1 %
Maintenance of storm water drainage system	19	4.7 %
Maintenance of City's water & wastewater systems	20	4.9 %
None selected	144	35.4 %
Total	407	100.0 %

2012 City of Riverside Citizen Survey

Q9. Which THREE of these maintenance services do you think should receive the most emphasis from City leaders over the next TWO years?

Q9. 3rd choice	Number	Percent
Maintenance of major City streets	28	6.9 %
Maintenance of streets in your neighborhood	34	8.4 %
Maintenance of sidewalks in City	29	7.1 %
Maintenance of street signs/traffic signals	10	2.5 %
Maintenance of City entrance signage	15	3.7 %
Maintenance of City buildings	12	2.9 %
Snow removal on major City streets	13	3.2 %
Snow removal on neighborhood streets	22	5.4 %
Overall cleanliness of City streets & other public areas	34	8.4 %
Maintenance of storm water drainage system	11	2.7 %
Maintenance of City's water & wastewater systems	24	5.9 %
None selected	175	43.0 %
Total	407	100.0 %

Q9. Which THREE of these maintenance services do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

Q9. Top choice	Number	Percent
Maintenance of major City streets	126	31.0 %
Maintenance of streets in your neighborhood	101	24.8 %
Maintenance of sidewalks in City	81	19.9 %
Maintenance of street signs/traffic signals	38	9.3 %
Maintenance of City entrance signage	37	9.1 %
Maintenance of City buildings	26	6.4 %
Snow removal on major City streets	76	18.7 %
Snow removal on neighborhood streets	99	24.3 %
Overall cleanliness of City streets & other public areas	86	21.1 %
Maintenance of storm water drainage system	50	12.3 %
Maintenance of City's water & wastewater systems	72	17.7 %
None selected	110	27.0 %
Total	902	

2012 City of Riverside Citizen Survey

Q10. 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=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Availability of information about City programs & services	38.6%	36.6%	16.0%	4.9%	0.7%	3.2%
Q10b. City efforts to keep you informed about local issues	38.3%	37.1%	14.5%	5.9%	1.5%	2.7%
Q10c. Overall user-friendliness of City's web page	26.5%	25.6%	16.2%	2.9%	0.5%	28.3%
Q10d. Content of City's newsletter	40.0%	36.4%	14.5%	3.4%	0.7%	4.9%
Q10e. Information provided through City's social media sites	17.7%	15.2%	14.5%	0.5%	0.7%	51.4%

Q10. 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:
(without "don't know")

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Availability of information about City programs & services	39.8%	37.8%	16.5%	5.1%	0.8%
Q10b. City efforts to keep you informed about local issues	39.4%	38.1%	14.9%	6.1%	1.5%
Q10c. Overall user-friendliness of City's web page	37.0%	35.6%	22.6%	4.1%	0.7%
Q10d. Content of City's newsletter	42.1%	38.2%	15.2%	3.6%	0.8%
Q10e. Information provided through City's social media sites	36.4%	31.3%	29.8%	1.0%	1.5%

2012 City of Riverside Citizen Survey

Q11. City Communication: What are your primary sources for information about community activities and services?

Q11. Primary sources for information about community activities & services	Number	Percent
City newsletter	368	90.4 %
City website	117	28.7 %
Twitter	6	1.5 %
Facebook	50	12.3 %
Blog	3	0.7 %
Word of mouth	134	32.9 %
Newspaper	76	18.7 %
Other	31	7.6 %
None selected	6	1.5 %
Total	791	

Q11. Other

Q11-Other

SIGNS
APARTMENT COMPLEX
CALLS
CALLS
CITY BANNERS
CITY HALL
COUNCIL MEETINGS
E-MAIL NEWSLETTER
EMAIL
LIVING AND WALKING TO WRK
MAIL & LIBRARY
NIXLE
NIXLE
NIXLE
NIXLE/PHONE
NIXTLE
NONE
NONE
NOT ANY
PHONE
PHONE ALERTS
PHONE CALLS
PHONE CALLS
POLICE
RADIO
RADIO & TV
REVERSE 9-1-1
SIGNAGE
TV
TV NEWS
WORD OF MOUTH

2012 City of Riverside Citizen Survey

Q12. Which THREE of the above methods of communication do you prefer?

Q12. Top choice	Number	Percent
City newsletter	298	73.2 %
City website	22	5.4 %
Twitter	1	0.2 %
Facebook	20	4.9 %
Word of mouth	16	3.9 %
Newspaper	10	2.5 %
Other	10	2.5 %
None selected	30	7.4 %
Total	407	100.0 %

Q12. Which THREE of the above methods of communication do you prefer?

Q12. 2nd choice	Number	Percent
City newsletter	44	10.8 %
City website	116	28.5 %
Twitter	2	0.5 %
Facebook	28	6.9 %
Blog	2	0.5 %
Word of mouth	38	9.3 %
Newspaper	41	10.1 %
Other	8	2.0 %
None selected	128	31.4 %
Total	407	100.0 %

2012 City of Riverside Citizen Survey

Q12. Which THREE of the above methods of communication do you prefer?

Q12. 3rd choice	Number	Percent
City newsletter	15	3.7 %
City website	28	6.9 %
Twitter	4	1.0 %
Facebook	28	6.9 %
Blog	2	0.5 %
Word of mouth	50	12.3 %
Newspaper	43	10.6 %
Other	12	2.9 %
None selected	225	55.3 %
Total	407	100.0 %

Q12. Which THREE of the above methods of communication do you prefer? (top 3)

Q12. Top choice	Number	Percent
City newsletter	357	87.7 %
City website	166	40.8 %
Twitter	7	1.7 %
Facebook	76	18.7 %
Blog	4	1.0 %
Word of mouth	104	25.6 %
Newspaper	94	23.1 %
Other	30	7.4 %
None selected	30	7.4 %
Total	868	

2012 City of Riverside Citizen Survey

Q13. Do you use any of the following social network sites?

Q13. Social network sites	Number	Percent
Twitter	31	7.6 %
Facebook	178	43.7 %
YouTube	86	21.1 %
Pinterest	34	8.4 %
Nixle	12	2.9 %
Foursquare	6	1.5 %
Other	68	16.7 %
None selected	146	35.9 %
Total	561	

Q13. Other

CITY WEBSITE
DON'T HAVE COMPUTER
DON'T USE
EMAIL
FACETIME
FANPOP
GOOGLE
LIBRARY
LINKEDIN
NONE
NONE
NONE
NONE
NONE
NONE
NONE
NONE
NONE
NONE
NONE

2012 City of Riverside Citizen Survey

Q13. Other

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE

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NONE

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TEXT

TRIED DIDN'T WORK FOR ME

WEBPAGE

2012 City of Riverside Citizen Survey

Q14. 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=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Maintenance of City parks & park equipment	38.6%	39.1%	7.1%	2.5%	0.2%	12.5%
Q14b. Number of walking & biking trails	32.4%	34.2%	11.5%	4.4%	1.5%	16.0%
Q14c. Number of City parks	34.4%	34.2%	13.5%	3.7%	0.5%	13.8%
Q14d. Number of outdoor athletic fields	20.6%	24.3%	20.1%	5.4%	2.0%	27.5%
Q14e. City Swimming Pool	26.0%	24.1%	17.0%	2.9%	2.2%	27.8%
Q14f. Programs for kids	24.3%	22.1%	16.7%	2.0%	0.5%	34.4%
Q14g. Programs for adults	22.1%	24.3%	17.7%	3.9%	0.5%	31.4%
Q14h. Programs for seniors	23.3%	22.4%	15.7%	2.5%	0.5%	35.6%
Q14i. Maintenance of walking & biking trails	30.7%	31.7%	12.0%	2.5%	0.7%	22.4%
Q14j. City special events & festivals	34.9%	31.2%	15.2%	2.7%	0.5%	15.5%
Q14k. Healthy Citizens Initiative	37.3%	21.6%	10.3%	0.7%	0.2%	29.7%

2012 City of Riverside Citizen Survey

Q14. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with PARKS AND RECREATION issues. (without "don't know")

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Maintenance of City parks & park equipment	44.1%	44.7%	8.1%	2.8%	0.3%
Q14b. Number of walking & biking trails	38.6%	40.6%	13.7%	5.3%	1.8%
Q14c. Number of City parks	39.9%	39.6%	15.7%	4.3%	0.6%
Q14d. Number of outdoor athletic fields	28.5%	33.6%	27.8%	7.5%	2.7%
Q14e. City Swimming Pool	36.1%	33.3%	23.5%	4.1%	3.1%
Q14f. Programs for kids	37.1%	33.7%	25.5%	3.0%	0.7%
Q14g. Programs for adults	32.3%	35.5%	25.8%	5.7%	0.7%
Q14h. Programs for seniors	36.3%	34.7%	24.4%	3.8%	0.8%
Q14i. Maintenance of walking & biking trails	39.6%	40.8%	15.5%	3.2%	0.9%
Q14j. City special events & festivals	41.3%	36.9%	18.0%	3.2%	0.6%
Q14k. Healthy Citizens Initiative	53.1%	30.8%	14.7%	1.0%	0.3%

2012 City of Riverside Citizen Survey

Q15. 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?

Q15. Top choice	Number	Percent
Maintenance of City parks & park equipment	58	14.3 %
Number of walking & biking trails	37	9.1 %
Number of City parks	29	7.1 %
Number of outdoor athletic fields	25	6.1 %
City Swimming Pool	21	5.2 %
Programs for kids	21	5.2 %
Programs for adults	10	2.5 %
Programs for seniors	9	2.2 %
Maintenance of walking & biking trails	13	3.2 %
City special events & festivals	26	6.4 %
Healthy Citizens Initiative	30	7.4 %
None selected	128	31.4 %
Total	407	100.0 %

Q15. 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?

Q15. 2nd choice	Number	Percent
Maintenance of City parks & park equipment	27	6.6 %
Number of walking & biking trails	41	10.1 %
Number of City parks	16	3.9 %
Number of outdoor athletic fields	16	3.9 %
City Swimming Pool	24	5.9 %
Programs for kids	22	5.4 %
Programs for adults	11	2.7 %
Programs for seniors	17	4.2 %
Maintenance of walking & biking trails	25	6.1 %
City special events & festivals	23	5.7 %
Healthy Citizens Initiative	16	3.9 %
None selected	169	41.5 %
Total	407	100.0 %

2012 City of Riverside Citizen Survey

Q15. 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?

Q15. 3rd choice	Number	Percent
Maintenance of City parks & park equipment	30	7.4 %
Number of walking & biking trails	17	4.2 %
Number of City parks	17	4.2 %
Number of outdoor athletic fields	8	2.0 %
City Swimming Pool	20	4.9 %
Programs for kids	23	5.7 %
Programs for adults	20	4.9 %
Programs for seniors	11	2.7 %
Maintenance of walking & biking trails	26	6.4 %
City special events & festivals	27	6.6 %
Healthy Citizens Initiative	15	3.7 %
None selected	193	47.4 %
Total	407	100.0 %

Q15. 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)

Q15. Top choice	Number	Percent
Maintenance of City parks & park equipment	115	28.3 %
Number of walking & biking trails	95	23.3 %
Number of City parks	62	15.2 %
Number of outdoor athletic fields	49	12.0 %
City Swimming Pool	65	16.0 %
Programs for kids	66	16.2 %
Programs for adults	41	10.1 %
Programs for seniors	37	9.1 %
Maintenance of walking & biking trails	64	15.7 %
City special events & festivals	76	18.7 %
Healthy Citizens Initiative	61	15.0 %
None selected	128	31.4 %
Total	859	

2012 City of Riverside Citizen Survey

Q16. The City currently contracts with Missouri American Water to provide water services and the City of Kansas City, Missouri to provide sewer services. 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 AND SEWER Services provided by the City:

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Clarity & taste of tap water in your home	32.2%	36.4%	16.7%	6.4%	3.9%	4.4%
Q16b. Water pressure in your home	34.2%	37.6%	14.5%	7.9%	3.9%	2.0%
Q16c. Drainage of rain water off City streets	36.9%	41.0%	11.1%	2.5%	1.5%	7.1%
Q16d. Adequacy of City's waste water collection system	30.2%	32.9%	10.3%	1.0%	0.5%	25.1%
Q16e. What you are charged for water & sewer services	14.0%	15.2%	16.2%	14.0%	21.1%	19.4%

Q16. The City currently contracts with Missouri American Water to provide water services and the City of Kansas City, Missouri to provide sewer services. 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 AND SEWER Services provided by the City: (without "don't know")

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Clarity & taste of tap water in your home	33.7%	38.0%	17.5%	6.7%	4.1%
Q16b. Water pressure in your home	34.8%	38.3%	14.8%	8.0%	4.0%
Q16c. Drainage of rain water off City streets	39.7%	44.2%	11.9%	2.6%	1.6%
Q16d. Adequacy of City's waste water collection system	40.3%	43.9%	13.8%	1.3%	0.7%
Q16e. What you are charged for water & sewer services	17.4%	18.9%	20.1%	17.4%	26.2%

2012 City of Riverside Citizen Survey

Q17. Recognizing that any change from the current arrangement of contracting out water and sewer services would come at a significant financial cost to the City, how supportive would you be of the City investigating other means of providing water and sewer services within the community?

Q17. How supportive would you be of City
investigating other means of providing water &
sewer services

	Number	Percent
Very Supportive	137	33.7 %
Somewhat Supportive	81	19.9 %
Not Sure	133	32.7 %
Not Supportive	38	9.3 %
No response	18	4.4 %
Total	407	100.0 %

**Q17. Recognizing that any change from the current arrangement of contracting out water and sewer services would come at a significant financial cost to the City, how supportive would you be of the City investigating other means of providing water and sewer services within the community?
(without "no response")**

Q17. How supportive would you be of City
investigating other means of providing water &
sewer services

	Number	Percent
Very Supportive	137	35.2 %
Somewhat Supportive	81	20.8 %
Not Sure	133	34.2 %
Not Supportive	38	9.8 %
Total	389	100.0 %

2012 City of Riverside Citizen Survey

Q18. 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 TRASH AND RECYCLING Services provided by the City:

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a. Residential curbside trash & recycling collection	52.1%	21.6%	8.8%	1.0%	0.5%	16.0%
Q18b. Drop-off recycling containers	47.2%	23.6%	9.6%	2.0%	0.2%	17.4%
Q18c. Yard waste collection	31.2%	21.1%	13.8%	3.9%	1.0%	29.0%
Q18d. Waste reduction programs	39.3%	27.8%	12.5%	2.0%	1.0%	17.4%

Q18. 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 TRASH AND RECYCLING Services provided by the City: (without "don't know")

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a. Residential curbside trash & recycling collection	62.0%	25.7%	10.5%	1.2%	0.6%
Q18b. Drop-off recycling containers	57.1%	28.6%	11.6%	2.4%	0.3%
Q18c. Yard waste collection	43.9%	29.8%	19.4%	5.5%	1.4%
Q18d. Waste reduction programs	47.6%	33.6%	15.2%	2.4%	1.2%

2012 City of Riverside Citizen Survey

Q19. 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 Enforcement of City Codes and Ordinances:

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a. Enforcing cleanup of litter & debris	30.0%	34.4%	15.0%	6.4%	2.7%	11.5%
Q19b. Enforcing mowing & trimming of weeds on private property	26.0%	34.4%	15.5%	7.9%	3.4%	12.8%
Q19c. Enforcing maintenance of residential property in your neighborhood	27.3%	30.7%	19.9%	8.1%	2.7%	11.3%
Q19d. Enforcing maintenance of business property	26.8%	28.3%	20.4%	7.9%	2.7%	14.0%
Q19e. Enforcing sign regulations	26.6%	30.3%	17.5%	3.7%	1.7%	20.2%

Q19. 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 Enforcement of City Codes and Ordinances:

(without "don't know")

(N=407)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a. Enforcing cleanup of litter & debris	33.9%	38.9%	16.9%	7.2%	3.1%
Q19b. Enforcing mowing & trimming of weeds on private property	29.9%	39.4%	17.7%	9.0%	3.9%
Q19c. Enforcing maintenance of residential property in your neighborhood	30.7%	34.6%	22.4%	9.1%	3.0%
Q19d. Enforcing maintenance of business property	31.1%	32.9%	23.7%	9.1%	3.1%
Q19e. Enforcing sign regulations	33.3%	38.0%	21.9%	4.6%	2.2%

2012 City of Riverside Citizen Survey

Q20. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO years?

<u>Q20. Top choice</u>	<u>Number</u>	<u>Percent</u>
Clean up litter & debris	102	25.1 %
Mowing & trimming of weeds on private property	45	11.1 %
Maintenance of residential property in your neighborhood	44	10.8 %
Maintenance of business property	66	16.2 %
Sign regulations	19	4.7 %
None selected	131	32.2 %
Total	407	100.0 %

Q20. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO years?

<u>Q20. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Clean up litter & debris	42	10.3 %
Mowing & trimming of weeds on private property	75	18.4 %
Maintenance of residential property in your neighborhood	59	14.5 %
Maintenance of business property	44	10.8 %
Sign regulations	23	5.7 %
None selected	164	40.3 %
Total	407	100.0 %

2012 City of Riverside Citizen Survey

Q20. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO years?

Q20. 3rd choice	Number	Percent
Clean up litter & debris	44	10.8 %
Mowing & trimming of weeds on private property	38	9.3 %
Maintenance of residential property in your neighborhood	67	16.5 %
Maintenance of business property	37	9.1 %
Sign regulations	25	6.1 %
None selected	196	48.2 %
Total	407	100.0 %

Q20. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO years? (top 3)

Q20. Top choice	Number	Percent
Clean up litter & debris	188	46.2 %
Mowing & trimming of weeds on private property	158	38.8 %
Maintenance of residential property in your neighborhood	170	41.8 %
Maintenance of business property	147	36.1 %
Sign regulations	67	16.5 %
None selected	131	32.2 %
Total	861	

2012 City of Riverside Citizen Survey

Q21. Have you had contact with the City over a question, problem, or complaint during the past year?

Q21. Have you had contact with City	Number	Percent
Yes	95	23.3 %
No	306	75.2 %
No response	6	1.5 %
Total	407	100.0 %

Q21. Have you had contact with the City over a question, problem, or complaint during the past year? (without "no response")

Q21. Have you had contact with City	Number	Percent
Yes	95	23.7 %
No	306	76.3 %
Total	401	100.0 %

2012 City of Riverside Citizen Survey

Q21a. Which City department did you interact with?

Q21a. Which department	Number	Percent
POLICE	17	21.0 %
CODE ENFORCEMENT	6	7.4 %
ANIMAL CONTROL	6	7.4 %
PUBLIC WORKS	5	6.2 %
MAYOR'S OFFICE	3	3.7 %
CODES	3	3.7 %
ADMINISTRATION	2	2.5 %
MAYOR	2	2.5 %
CITY HALL	2	2.5 %
CITY CLERK	2	2.5 %
CITY COUNCIL	2	2.5 %
RESIDENTIAL PERMIT	1	1.2 %
FRONT OFFICE	1	1.2 %
FIRE & AMBULANCE	1	1.2 %
RECREATION DEPT	1	1.2 %
POLICE DEPARTMENT	1	1.2 %
COMMUNITY EVENTS	1	1.2 %
MAINTENANCE	1	1.2 %
FRONT DESK	1	1.2 %
PLANNING & DEVELOPMENT	1	1.2 %
STREET MAINTENANCE	1	1.2 %
STREETS (MANHOLE COVER)	1	1.2 %
CITY HALL ADMINISTRATION	1	1.2 %
CITY HALL CODES/PUBLIC SAFETY	1	1.2 %
CODES ABOUT TRASH	1	1.2 %
TRASH COLLECTION	1	1.2 %
MAINTENANCE WATER DRAINAGE	1	1.2 %
SNOW REMOVAL	1	1.2 %
PERMITS	1	1.2 %
CODES & ANIMAL CONTROL	1	1.2 %
PUBLIC SAFETY	1	1.2 %
POLICE AND MAYOR	1	1.2 %
CITY MAINTENANCE	1	1.2 %
PLANNING DEPARTMENT	1	1.2 %
RECYCLING	1	1.2 %
SAFETY	1	1.2 %
CODES AND PUBLIC WORKS	1	1.2 %
MIKE DUFFY	1	1.2 %
TRASH DISPOSAL	1	1.2 %
UTILITIES-WATER	1	1.2 %
UTILITIES-WATER/SEWER	1	1.2 %
Total	81	100.0 %

2012 City of Riverside Citizen Survey

Q21b-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 Q21a.

(N=95)

	Always	Usually	Sometimes	Seldom	Never	Don't Know
Q21b. They were easy to contact	61.1%	21.1%	7.4%	2.1%	3.2%	5.3%
Q21c. They were courteous & polite	66.0%	19.1%	3.2%	5.3%	3.2%	3.2%
Q21d. They gave prompt, accurate, & complete answers to questions	57.9%	20.0%	7.4%	5.3%	5.3%	4.2%
Q21e. They did what they said they would do in a timely manner	53.7%	23.2%	2.1%	4.2%	5.3%	11.6%
Q21f. They helped you resolve an issue to your satisfaction	50.5%	17.9%	7.4%	5.3%	11.6%	7.4%

Q21b-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 Q21a. (without "don't know")

(N=95)

	Always	Usually	Sometimes	Seldom	Never
Q21b. They were easy to contact	64.4%	22.2%	7.8%	2.2%	3.3%
Q21c. They were courteous & polite	68.1%	19.8%	3.3%	5.5%	3.3%
Q21d. They gave prompt, accurate, & complete answers to questions	60.4%	20.9%	7.7%	5.5%	5.5%
Q21e. They did what they said they would do in a timely manner	60.7%	26.2%	2.4%	4.8%	6.0%
Q21f. They helped you resolve an issue to your satisfaction	54.5%	19.3%	8.0%	5.7%	12.5%

2012 City of Riverside Citizen Survey

Q22. 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=407)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q22a. It is important that Riverside complete trail system	46.4%	26.0%	12.5%	4.9%	2.5%	7.6%
Q22b. It is important that Riverside connect trail system with other communities	38.1%	26.3%	18.7%	5.4%	2.5%	9.1%
Q22c. Riverside needs more parkland to serve residents	20.4%	23.1%	28.7%	13.0%	5.2%	9.6%
Q22d. Riverside should work with other partners	31.2%	33.9%	17.2%	4.9%	3.4%	9.3%

Q22. 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". (without "don't know")

(N=407)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q22a. It is important that Riverside complete trail system	50.3%	28.2%	13.6%	5.3%	2.7%
Q22b. It is important that Riverside connect trail system with other communities	41.9%	28.9%	20.5%	5.9%	2.7%
Q22c. Riverside needs more parkland to serve residents	22.6%	25.5%	31.8%	14.4%	5.7%
Q22d. Riverside should work with other partners	34.4%	37.4%	19.0%	5.4%	3.8%

2012 City of Riverside Citizen Survey

Q23. Plans are developing in the Kansas City Metro for a regional transportation system. How supportive are you of Riverside being connected to this system?

Q23. How supportive are you of Riverside being connected to this system	Number	Percent
Very supportive	199	48.9 %
Somewhat supportive	88	21.6 %
Not sure	67	16.5 %
Not supportive	36	8.8 %
No response	17	4.2 %
Total	407	100.0 %

Q23. Plans are developing in the Kansas City Metro for a regional transportation system. How supportive are you of Riverside being connected to this system? (without "no response")

Q23. How supportive are you of Riverside being connected to this system	Number	Percent
Very supportive	199	51.0 %
Somewhat supportive	88	22.6 %
Not sure	67	17.2 %
Not supportive	36	9.2 %
Total	390	100.0 %

2012 City of Riverside Citizen Survey

Q24. 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=407)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q24a. Riverside should be aggressive in recruiting new business & industry	47.7%	31.2%	12.0%	3.2%	2.0%	3.9%
Q24b. Riverside should offer incentives to companies that locate in City	35.4%	31.9%	17.9%	7.9%	2.5%	4.4%
Q24c. Development of Horizons is important for City's future	41.8%	30.0%	13.0%	3.4%	2.9%	8.8%
Q24d. I continue to support the vision developed in City's Master Plan	35.6%	31.0%	15.0%	2.7%	1.5%	14.3%
Q24e. City should pursue more housing options that serve the needs of those over 55	35.9%	27.5%	21.9%	5.4%	1.7%	7.6%

Q24. 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". (without "don't know")

(N=407)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q24a. Riverside should be aggressive in recruiting new business & industry	49.6%	32.5%	12.5%	3.3%	2.0%
Q24b. Riverside should offer incentives to companies that locate in City	37.0%	33.4%	18.8%	8.2%	2.6%
Q24c. Development of Horizons is important for City's future	45.8%	32.9%	14.3%	3.8%	3.2%
Q24d. I continue to support the vision developed in City's Master Plan	41.5%	36.1%	17.5%	3.2%	1.7%
Q24e. City should pursue more housing options that serve the needs of those over 55	38.8%	29.8%	23.7%	5.9%	1.9%

2012 City of Riverside Citizen Survey

Q25. Please rate the City on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to the following:

(N=407)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q25a. As a place to live	53.1%	39.1%	4.9%	0.7%	0.5%	1.7%
Q25b. As a place to raise children	44.0%	31.9%	11.8%	2.5%	0.2%	9.6%
Q25c. As a place to work	21.9%	24.3%	21.9%	7.6%	2.0%	22.4%
Q25d. As a place where you would buy next home	37.3%	30.5%	19.2%	3.9%	2.9%	6.1%
Q25e. As a place to retire	37.6%	27.0%	19.9%	6.1%	3.4%	5.9%
Q25f. As a place for play/leisure	23.8%	28.7%	28.3%	9.6%	3.9%	5.7%
Q25g. For overall quality of life	37.6%	44.2%	11.8%	2.2%	1.2%	2.9%

Q25. Please rate the City on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to the following: (without "don't know")

(N=407)

	Excellent	Good	Neutral	Below Average	Poor
Q25a. As a place to live	54.0%	39.8%	5.0%	0.8%	0.5%
Q25b. As a place to raise children	48.6%	35.3%	13.0%	2.7%	0.3%
Q25c. As a place to work	28.2%	31.3%	28.2%	9.8%	2.5%
Q25d. As a place where you would buy next home	39.8%	32.5%	20.4%	4.2%	3.1%
Q25e. As a place to retire	39.9%	28.7%	21.1%	6.5%	3.7%
Q25f. As a place for play/leisure	25.3%	30.5%	29.9%	10.2%	4.2%
Q25g. For overall quality of life	38.7%	45.6%	12.2%	2.3%	1.3%

2012 City of Riverside Citizen Survey

Q26. 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?

(N=407)

	Very Important	Somewhat Important	Not Sure	Unimportant	No response
Q26a. Sense of community	52.0%	32.5%	5.9%	6.7%	3.0%
Q26b. Quality of public schools	66.7%	8.9%	8.9%	10.8%	4.7%
Q26c. Employment opportunities	32.8%	30.5%	11.1%	20.9%	4.7%
Q26d. Types of housing	61.1%	26.1%	4.4%	4.9%	3.4%
Q26e. Affordability of housing	68.2%	19.5%	4.9%	4.7%	2.7%
Q26f. Family & friends are nearby	50.5%	29.1%	4.9%	11.3%	4.2%
Q26g. Proximity to Kansas City	64.0%	22.9%	4.9%	5.2%	3.0%
Q26h. Proximity to jobs/employment	65.8%	22.4%	3.9%	4.7%	3.2%
Q26i. Safety & security	82.3%	12.8%	1.5%	1.2%	2.2%
Q26j. Access to restaurants, entertainment & cultural activities	53.9%	30.0%	4.7%	8.4%	3.0%

2012 City of Riverside Citizen Survey

Q26. 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? (without "no response")

(N=407)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q26a. Sense of community	53.6%	33.5%	6.1%	6.9%
Q26b. Quality of public schools	70.0%	9.3%	9.3%	11.4%
Q26c. Employment opportunities	34.4%	32.0%	11.6%	22.0%
Q26d. Types of housing	63.3%	27.0%	4.6%	5.1%
Q26e. Affordability of housing	70.1%	20.0%	5.1%	4.8%
Q26f. Family & friends are nearby	52.7%	30.3%	5.1%	11.8%
Q26g. Proximity to Kansas City	66.0%	23.6%	5.1%	5.3%
Q26h. Proximity to jobs/employment	67.9%	23.2%	4.1%	4.8%
Q26i. Safety & security	84.1%	13.1%	1.5%	1.3%
Q26j. Access to restaurants, entertainment & cultural activities	55.6%	31.0%	4.8%	8.6%

2012 City of Riverside Citizen Survey

Q26. Please indicate if your needs are being met in Riverside.

(N=407)

	Yes	No	No response
Q26a. Sense of community	55.4%	3.9%	40.6%
Q26b. Quality of public schools	45.6%	3.2%	51.2%
Q26c. Employment opportunities	27.3%	22.2%	50.5%
Q26d. Types of housing	47.5%	9.9%	42.6%
Q26e. Affordability of housing	50.5%	6.4%	43.1%
Q26f. Family & friends are nearby	50.9%	6.2%	43.0%
Q26g. Proximity to Kansas City	54.7%	1.0%	44.3%
Q26h. Proximity to jobs/employment	47.0%	4.7%	48.3%
Q26i. Safety & security	54.4%	1.7%	43.8%
Q26j. Access to restaurants, entertainment & cultural activities	42.1%	14.3%	43.6%

2012 City of Riverside Citizen Survey

Q26. Then, please indicate if your needs are being met in Riverside. (without "no response")

(N=407)

	Yes	No
Q26a. Sense of community	93.4%	6.6%
Q26b. Quality of public schools	93.4%	6.6%
Q26c. Employment opportunities	55.2%	44.8%
Q26d. Types of housing	82.8%	17.2%
Q26e. Affordability of housing	88.7%	11.3%
Q26f. Family & friends are nearby	89.2%	10.8%
Q26g. Proximity to Kansas City	98.2%	1.8%
Q26h. Proximity to jobs/employment	91.0%	9.0%
Q26i. Safety & security	96.9%	3.1%
Q26j. Access to restaurants, entertainment & cultural activities	74.7%	25.3%

2012 City of Riverside Citizen Survey

Q27. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

Q27. Top choice	Number	Percent
Sense of community	41	10.1 %
Quality of public schools	59	14.5 %
Employment opportunities	18	4.4 %
Types of housing	29	7.1 %
Affordability of housing	42	10.3 %
Family & friends are nearby	14	3.4 %
Proximity to Kansas City	17	4.2 %
Proximity to jobs/employment	18	4.4 %
Safety & security	73	17.9 %
Access to restaurants, entertainment & cultural activities	25	6.1 %
None selected	71	17.4 %
Total	407	100.0 %

Q27. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

Q27. 2nd choice	Number	Percent
Sense of community	24	5.9 %
Quality of public schools	12	2.9 %
Employment opportunities	15	3.7 %
Types of housing	31	7.6 %
Affordability of housing	50	12.3 %
Family & friends are nearby	36	8.8 %
Proximity to Kansas City	38	9.3 %
Proximity to jobs/employment	37	9.1 %
Safety & security	53	13.0 %
Access to restaurants, entertainment & cultural activities	14	3.4 %
None selected	97	23.8 %
Total	407	100.0 %

2012 City of Riverside Citizen Survey

Q27. Which THREE of these reasons will have the most impact on your decision to stay in Riverside for the next 10 years?

<u>Q27. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	26	6.4 %
Quality of public schools	13	3.2 %
Employment opportunities	10	2.5 %
Types of housing	20	4.9 %
Affordability of housing	35	8.6 %
Family & friends are nearby	28	6.9 %
Proximity to Kansas City	35	8.6 %
Proximity to jobs/employment	16	3.9 %
Safety & security	65	16.0 %
Access to restaurants, entertainment & cultural activities	35	8.6 %
None selected	124	30.5 %
Total	407	100.0 %

Q27. 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>Q27. Top choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	91	22.4 %
Quality of public schools	84	20.6 %
Employment opportunities	43	10.6 %
Types of housing	80	19.7 %
Affordability of housing	127	31.2 %
Family & friends are nearby	78	19.2 %
Proximity to Kansas City	90	22.1 %
Proximity to jobs/employment	71	17.4 %
Safety & security	191	46.9 %
Access to restaurants, entertainment & cultural activities	74	18.2 %
None selected	71	17.4 %
Total	1000	

2012 City of Riverside Citizen Survey

Q28. Approximately how many years have you lived in the City of Riverside?

Q28. How many years have you lived in City of
Riverside

	Number	Percent
1 to 2	61	15.4 %
3 to 5	63	15.9 %
6 to 10	78	19.7 %
11 to 15	42	10.6 %
16 to 20	39	9.9 %
21 to 30	54	13.7 %
31+	58	14.7 %
Total	395	100.0 %

Q28. Approximately how many years have you lived in the City of Riverside?

Q28. How many years have you lived in City of Riverside

Minimum = 0

Maximum = 77

Mean = 15.35

Median = 10

Standard Error Of The Mean = 0.73

2012 City of Riverside Citizen Survey

Q29. Do you own or rent your current residence?

Q29. Do you own or rent your current residence	Number	Percent
Own	242	59.6 %
Rent	153	37.7 %
No response	11	2.7 %
Total	406	100.0 %

Q29. Do you own or rent your current residence? (without "no response")

Q29. Do you own or rent your current residence	Number	Percent
Own	242	61.3 %
Rent	153	38.7 %
Total	395	100.0 %

2012 City of Riverside Citizen Survey

Q30. 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=407)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q30a. My neighborhood needs to be improved	7.4%	22.1%	30.5%	27.0%	8.6%	4.4%
Q30b. Some housing in my neighborhood needs to be better maintained	17.0%	25.8%	20.4%	21.4%	8.1%	7.4%
Q30c. I am optimistic about future of my neighborhood	27.3%	43.0%	18.4%	5.7%	0.5%	5.2%
Q30d. I expect value of my home to go up during next five years	17.0%	28.3%	24.1%	6.9%	1.7%	22.1%
Q30e. The school district is a benefit to my neighborhood	48.9%	26.5%	11.3%	1.5%	0.2%	11.5%
Q30f. My neighborhood is safe	41.3%	43.0%	7.6%	2.2%	0.7%	5.2%
Q30g. Rental properties in my neighborhood are well maintained	15.7%	25.3%	21.4%	12.8%	2.7%	22.1%
Q30h. Promoting sustainable practices is important to our community's future	41.3%	36.6%	10.1%	0.7%	0.2%	11.1%
Q30i. I am proud to tell others where I live	41.3%	34.2%	16.0%	3.9%	1.0%	3.7%

2012 City of Riverside Citizen Survey

Q30. 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. (without "don't know")

(N=407)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q30a. My neighborhood needs to be improved	7.7%	23.1%	31.9%	28.3%	9.0%
Q30b. Some housing in my neighborhood needs to be better maintained	18.3%	27.9%	22.0%	23.1%	8.8%
Q30c. I am optimistic about future of my neighborhood	28.8%	45.3%	19.4%	6.0%	0.5%
Q30d. I expect value of my home to go up during next five years	21.8%	36.3%	30.9%	8.8%	2.2%
Q30e. The school district is a benefit to my neighborhood	55.3%	30.0%	12.8%	1.7%	0.3%
Q30f. My neighborhood is safe	43.5%	45.3%	8.0%	2.3%	0.8%
Q30g. Rental properties in my neighborhood are well maintained	20.2%	32.5%	27.4%	16.4%	3.5%
Q30h. Promoting sustainable practices is important to our community's future	46.4%	41.2%	11.3%	0.8%	0.3%
Q30i. I am proud to tell others where I live	42.9%	35.5%	16.6%	4.1%	1.0%

2012 City of Riverside Citizen Survey

Q31. Which THREE of these items will have the most impact on your decision to stay in Riverside for the next 10 years?

Q31. Top choice	Number	Percent
My neighborhood needs to be improved	17	4.2 %
Some housing in my neighborhood needs to be better maintained	19	4.7 %
I am optimistic about future of my neighborhood	34	8.4 %
I expect value of my home to go up during next five years	42	10.3 %
The school district is a benefit to my neighborhood	45	11.1 %
My neighborhood is safe	106	26.0 %
Rental properties in my neighborhood are well maintained	18	4.4 %
Promoting sustainable practices is important to our community's future	12	2.9 %
I am proud to tell others where I live	18	4.4 %
None selected	96	23.6 %
Total	407	100.0 %

Q31. Which THREE of these items will have the most impact on your decision to stay in Riverside for the next 10 years?

Q31. 2nd choice	Number	Percent
My neighborhood needs to be improved	14	3.4 %
Some housing in my neighborhood needs to be better maintained	16	3.9 %
I am optimistic about future of my neighborhood	18	4.4 %
I expect value of my home to go up during next five years	32	7.9 %
The school district is a benefit to my neighborhood	44	10.8 %
My neighborhood is safe	89	21.9 %
Rental properties in my neighborhood are well maintained	32	7.9 %
Promoting sustainable practices is important to our community's future	30	7.4 %
I am proud to tell others where I live	9	2.2 %
None selected	123	30.2 %
Total	407	100.0 %

2012 City of Riverside Citizen Survey

Q31. Which THREE of these items will have the most impact on your decision to stay in Riverside for the next 10 years?

Q31. 3rd choice	Number	Percent
My neighborhood needs to be improved	11	2.7 %
Some housing in my neighborhood needs to be better maintained	18	4.4 %
I am optimistic about future of my neighborhood	32	7.9 %
I expect value of my home to go up during next five years	24	5.9 %
The school district is a benefit to my neighborhood	23	5.7 %
My neighborhood is safe	34	8.4 %
Rental properties in my neighborhood are well maintained	30	7.4 %
Promoting sustainable practices is important to our community's future	32	7.9 %
I am proud to tell others where I live	37	9.1 %
None selected	166	40.8 %
Total	407	100.0 %

Q31. Which THREE of these items will have the most impact on your decision to stay in Riverside for the next 10 years? (top 3)

Q31. Top choice	Number	Percent
My neighborhood needs to be improved	42	10.3 %
Some housing in my neighborhood needs to be better maintained	53	13.0 %
I am optimistic about future of my neighborhood	84	20.6 %
I expect value of my home to go up during next five years	98	24.1 %
The school district is a benefit to my neighborhood	112	27.5 %
My neighborhood is safe	229	56.3 %
Rental properties in my neighborhood are well maintained	80	19.7 %
Promoting sustainable practices is important to our community's future	74	18.2 %
I am proud to tell others where I live	64	15.7 %
None selected	96	23.6 %
Total	932	

2012 City of Riverside Citizen Survey

Q32. How supportive are you of the fireworks industry that sets up tents every year for two weeks before the 4th of July?

Q32. How supportive are you of the fireworks industry that sets up tents every year for two weeks before 4th of July

	Number	Percent
Very supportive	142	34.9 %
Supportive	100	24.6 %
Neutral	80	19.7 %
Not supportive	82	20.1 %
No response	3	0.7 %
Total	407	100.0 %

Q32. How supportive are you of the fireworks industry that sets up tents every year for two weeks before the 4th of July? (without "no response")

Q32. How supportive are you of the fireworks industry that sets up tents every year for two weeks before 4th of July

	Number	Percent
Very supportive	142	35.1 %
Supportive	100	24.8 %
Neutral	80	19.8 %
Not supportive	82	20.3 %
Total	404	100.0 %

Q33. How supportive are you of the City conducting a managed bow-hunt in the non-residential areas of Riverside in coordination with the Conservation Department to reduce the deer population in the City?

Q33. How supportive are you of City conducting a managed bow-hunt in non-residential areas

	Number	Percent
Very supportive	151	37.1 %
Supportive	78	19.2 %
Neutral	92	22.6 %
Not supportive	77	18.9 %
No response	9	2.2 %
Total	407	100.0 %

Q33. How supportive are you of the City conducting a managed bow-hunt in the non-residential areas of Riverside in coordination with the Conservation Department to reduce the deer population in the City? (without "no response")

Q33. How supportive are you of City conducting a managed bow-hunt in non-residential areas

	Number	Percent
Very supportive	151	37.9 %
Supportive	78	19.6 %
Neutral	92	23.1 %
Not supportive	77	19.3 %
Total	398	100.0 %

2012 City of Riverside Citizen Survey

Q34. What do you like BEST about Riverside?

A PEACEFUL NEIGHBORHOOD
ACCESS TO EVERYTHING
ACCESS TO HIGHWAYS. FRIENDLY PEOPLE
ACCESS TO INTERSTATE. GOOD SCHOOLS
ACCESS TO KANSAS CITY & KCI AIRPORT
ACCESS TO PARKS & CLEAN CITY
ACREAGE CLOSE TO CITY
ADD TRAIL SYSTEM, COMPLETES GOALS
AFFORDABILITY & EASY METRO ACCESS
AFFORDABLE/CHEAP
ALL IMPROVMENTS; PROXIMITY TO EVERYTHING
ALWAYS BEEN HOME
APPEARANCE, LOCATION & COMMUNITY
AREA
ATMOSPHERE
BEAUTY OF MY HOME/YARD; HIGHWAY ACCESS
BEING CLOSER TO WORK
BEST PLACE TO LIVE
CENTRAL LOCATION
CITIES PROGRESS & DIRECTION IT IS MOVING
CITY AS A WHOLE
CITY EMPLOYEES DO A GOOD JOB
CITY MAINTENANCE; SNOW REMOVAL; PARKS
CITY SERVICES & ATMOSPHERE
CITY SERVICES AND MY NEIGHBORHOOD
CITY SERVICES AND THE MAYOR
CITY SERVICES, LOCATION
CITY SERVICES; NO EARNINGS TAX
CLEAN & ATTRACTIVE PLACE TO LIVE
CLEAN CLOCK TOWER & NICE PEOPLE
CLEAN LOOK, LANDSCAPES & FRIENDLY PEOPLE
CLOSE TO CITY & MAYOR'S MASTER PLAN
CLOSE TO CITY & SCHOOL DISTRICT
CLOSE TO DOWNTOWN
CLOSE TO DOWNTOWN KANSAS CITY
CLOSE TO EVERYTHING
CLOSE TO EVERYTHING
CLOSE TO EVERYTHING
CLOSE TO EVERYTHING I WANT TO DO
CLOSE TO HIGHWAYS & GOOD SCHOOLS
CLOSE TO INTERSTATE
CLOSE TO JOB
CLOSE TO KANSAS CITY
CLOSE TO KANSAS CITY
CLOSE TO KANSAS CITY, BUT SAFER

2012 City of Riverside Citizen Survey

Q34. What do you like BEST about Riverside?

CLOSE TO KANSAS UNIVERSITY
CLOSE TO KC
CLOSE TO KC & AREA SHOPPING
CLOSE TO THE CITY
CLOSE TO WORK
CLOSE TO WORK & NO REAL ESTATE TAXES
CLOSE WORKING TOGETHER COMMUNITY
CLOSENESS OF COMMUNITY
CLOSENESS OF PEOPLE;PROXIMITY TO EVERTHN
COMFORTABLE AND SAFE
COMMITMENT FOR COMMUNITY PLANNING
COMMUNITY
COMMUNITY
COMMUNITY
COMMUNITY
COMMUNITY AND CITY SERVICES
COMMUNITY AND SAFE FEELING
COMMUNITY CENTER-SWIM LESSONS;EXERCISE
COMMUNITY INVOLVED IN PLANS
COMMUNITY PROGRAMS & VISION FOR FUTURE
CONTINUE TO IMPROVE IMAGE OF RIVERSIDE
CONVENIENCE
CONVENIENCE
CONVENIENCE; COMMUNITY
CONVENIENT & QUITE STREET WE LIVE ON
CONVENIENT ACCESS TO METRO
CONVENIENT TO EVERYTHING IN CITY
CONVENIENT TO STORES
COUNTRY FEEL;HOMEY
DECENT PLACE TO LIVE
DON'T KNOW
EASY ACCESS TO HIGHWAYS
EASY ACCESS TO KANSAS CITY
EASY ACCESS TO MAYOR HIGHWAYS
EASY ACCESS TO WHERE I WANT TO GO
EASY ACCESS TO WORK AND BUSINESSES
ENJOY THE WILDLIFE AND LOVE THE AREA
ENVIRONMENT
EVERYONE IS FRIENDLY
EVERYONE IS FRIENDLY AND HELPFUL
EVERYTHING
EVERYTHING
EVERYTHING IS CLOSE BY
EXCELLENT SCHOOL & CITY SERVICES
EXCELLENT SNOW REMOVAL

2012 City of Riverside Citizen Survey

Q34. What do you like BEST about Riverside?

FAMILY ATMOSPHERE, SMALL TOWN FEELING
FEEL SAFE & WELL MAINTAINED
FEEL SAFE; IT'S CONVENIENT
FEEL SAFE;POLICE ARE GREAT;SCHOOL DIST
FIREWORKS
FITNESS PROGRAM FOR YMCA MEMBERS
FRIENDLINESS OF FIRE/POLICE/EMT
FRIENDLY & RESPECTFUL PEOPLE
FRIENDLY, CLOSE TO KANSAS CITY & JOB
FRIENDLY COMMUNITY
FRIENDLY OVERALL
FRIENDLY PLACE TO LIVE
FRIENDLY SAFE SMALL TOWN ATMOSPHERE
GETTING NICER ALL THE TIME
GOOD COMMUNITY;SMALL TOWN FEEL
GOOD PEOPLE;GOOD SVCS;NO EARNINGS TX
GOOD PLACE TO LIVE
GREAT LOCATION GREAT NBRHD &PRKHILL SCHL
GREAT PLACE TO LIVE
GROWTH AND DEVELOPEMENT
HOME
HOME IS PAID FOR
HOPE NBRHD STAYS UNCONGESTED W/TRAFFIC
HOW CITY LOOKS
I GREW UP HERE
I GREW UP HERE AND CAME BACK TO GROW OLD
IMPROVEMENT OF FOUNTAINS & CLOCK TOWER
IMPROVEMENTS THEY HAVE MADE
INVOLVEMENT IN COMMUNITY
IT'S CLOSE TO WORK-I CAN WALK
IT'S HOME. GOOD NEIGHBORS. WELL MANAGED.
IT'S MY HOME & SAFETY
LANDSCAPING
LIBRARY AND QUALITY OF LIFE
LIVING HERE; NICE PLACE
LOCATION
LOCATION
LOCATION
LOCATION
LOCATION
LOCATION
LOCATION
LOCATION
LOCATION
LOCATION
LOCATION

2012 City of Riverside Citizen Survey

Q34. What do you like BEST about Riverside?

LOCATION
LOCATION
LOCATION & EXCELLENT COMMUNITY
LOCATION & POTENTIAL FOR DEVELOPMENT
LOCATION & SMALL TOWN ATMOSPHERE
LOCATION & WELL KEPT PARKS & CITY STREET
LOCATION, FRIENDLINESS & DEVELOPMENT
LOCATION, SHCOOL DISTRICT, SAFETY
LOCATION AND NO CITY TAX
LOCATION AND PROXIMITY TO KANSAS CITY
LOCATION AND QUIET OF NEIGHBORHOOD
LOCATION AND SNOW REMOVAL
LOCATION CLOSE TO EVERYTHING
LOCATION;CONVENIENCE TO KANSAS CITY
LOCATION;IMPROVEMENTS MADE OVER LAST YRS
LOCATION;PROXIMITY TO KC
LOCATION TO AIRPORT & DOWNTOWN
LOVE THE PARKS AND TRAILS AROUND RS
LOW COST OF LIVING AND SMALL COMMUNITY
LOW COST OF LIVING CLOSE TO KANSAS CITY
LOW SALES TAX AND NO PROPERTY TAX
LOW TAXES & GREAT SERVICES
LOWER PROPERTY TAX ACCESS TO HIGHWAYS
MANAGING MONEY WELL
MAYOR
MY BACK YARD
MY HOME
MY HOUSE
MY JOB IS IN THE CITY
MY NEIGHBORHOOD AND AFFORDABLE HOUSING
MY NEIGHBORS
MY PROPERTY, IT'S PRETTY
MY STREET CLEAR OF SNOW/LEAVE ME ALONE
NEAR MY WORK; RECYCLING PROGRAM
NEIGHBORHOOD SAFETY & NO TRAIN HORNS
NEIGHBORHOOD, SCHOOL DISTRICT, CLEAN
NEIGHBORS & SCHOOLS
NICE, SAFE PLACE
NICE AND QUIET/SAFETY
NICE AREA
NICE COMMUNITY
NICE PLACE TO LIVE
NICE PLACE TO LIVE
NO CITY TAX
NO CITY TXS & CLOSE TO KC & AIRPORT

2012 City of Riverside Citizen Survey

Q34. What do you like BEST about Riverside?

NO KC E-TAX;PROXIMITY TO KC
NOTHING
PARKS AND SMALL TOWN FEELING
PD/FD(SAFE)
PEACE IN MY NEIGHBORHOOD
PEACEFUL
PEOPLE
PEOPLE, POLICE VISABILITY & FESTIVALS
PEOPLE AND ACCESS TO INTERSTATE
PEOPLE ARE NICE
POLICE & SECURITY;SCHOOL SYS; RECREATION
POLICE FORCE;MAINTENANCE OF STREETS
POLICE IN NEIGHBORHOODS AND RETAIL
PROGRAMS FOR FAMILIES & KIDS
PROGRAMS OFFERED AT COMM CTR AND STAFF
PROXIMITY
PROXIMITY TO AIRPORT AND FREEWAYS
PROXIMITY TO DOWNTOWN
PROXIMITY TO EVERYTHING
PROXIMITY TO EVERYTHING
PROXIMITY TO FRIENDS & FAMILY & INTERSTA
PROXIMITY TO HIGHWAYS
PROXIMITY TO KANSAS CITY
PROXIMITY TO KC
PROXIMITY TO KC AND GOOD PEOPLE
PROXIMITY TO KC AND SCHOOL DISTRICT
PROXIMITY TO KC METRO
PROXIMITY TO KC, SAFETY & MY HOME
PROXIMITY TO METRO
PROXIMITY TO SCHOOL. WELL RUN CITY
PUBLIC SAFETY IS FANTASTIC/ LOVE RED X
PUBLIC WORKS;MAINTENANCE
QUALITY OF LIFE
QUALITY OF LIFE
QUALITY OF LIFE
QUIET
QUIET
QUIET
QUIET, FRIENDLY NEIGHBORHOOD
QUIET, PROTECTED BY POLICE, JOBS CLOSE
QUIET AND SAFE PLACE TO LIVE
QUIET AND SERENE
QUIET BEFORE BOATS-NOTHING NOW
QUIET CITY
QUIET NEIGHBORHOOD

2012 City of Riverside Citizen Survey

Q34. What do you like BEST about Riverside?

QUIET NEIGHBORHOOD AND GOOD SIDEWALKS
QUIET TOWN
QUIETNESS
QUITE
QUITE, CLEAN & EASY ACCESS ANYWHERE
RECENT IMPROVEMENTS IN LOOKS IN RS
REEMBERCEMENT OF YMCA
RENT
RENT AND PEOPLE
RESOURCES;SENSE OF COMMUNITY;HWY ACCESS
RESTAURANTS
RESTAURANTS AND RED-X
RIVER BOAT
RIVERSIDE IS WELL MAINTAINED & SAFE
ROAD IMPROVEMENTS & A NEW CLOCK TOWERTRA
RS IS A VERY NICE & QUIET PLACE TO LIVE
SAFE & CITY IS DOING AN OUTSTANDING JOB
SAFE, FRIENDLY, CARRING COMMUNITY
SAFE AND CLEAN
SAFE AND CLOSE TO AIRPORT AND CITY
SAFE AND CLOSE TO JOB
SAFE AND QUIET
SAFE AND QUIET
SAFE AND SECURE
SAFE AND SECURE PLACE TO LIVE
SAFE NEIGHBORHOOD
SAFE PLACE & THINGS ARE WELL MAINTAINED
SAFE PLACE TO LIVE
SAFE TO LIVE. SMALL TOWN FEELING
SAFETY
SAFETY
SAFETY
SAFETY
SAFETY
SAFETY
SAFETY
SAFETY & LOCATION
SAFETY, LIBRARY & RED X
SAFETY, QUIET, CLEANLINESS
SAFETY, SENSE OF COMMUNITY, PERKS
SAFETY AND RESPONSE TIMES OF POLICE DEPT
SAFETY;PROXIMITY TO WORK & SHOPPING
SAFETY;PUB WORKS CREW;CHAMBER OF COMMERC
SCHOOL SYSTEM; SPECIAL EVENTS
SCHOOLS, COMMUNITY, LOCATION

2012 City of Riverside Citizen Survey

Q34. What do you like BEST about Riverside?

SCHOOLS, NEIGHBORHOOD, LOCATION LOW TAX
SCHOOLS AND NICE DINNING
SCHOOLS AND SAFETY
SECURITY & CLEANLINESS OF STREETS
SENCE OF COMMUNITY
SENSE OF COMM;SAFETY;SCHOOL DISTRICT
SENSE OF COMMUNITY
SENSE OF COMMUNITY
SENSE OF COMMUNITY
SENSE OF COMMUNITY
SENSE OF COMMUNITY & CLOSE TO THE CITY
SENSE OF COMMUNITY & LOCATION TO CITY
SENSE OF COMMUNITY AND FEEL SAFE
SENSE OF COMMUNITY AND LOCATION
SENSE OF COMMUNITY;KNOWING YOUR NEIGHBOR
SENSE OF COMMUNITY;WELLNESS EFFORTS
SERENITY
SERVICES
SERVICES & CONVENIENCES; PARKS & PEOPLE
SERVICES PROVIDED TO RESIDENTS
SIDEWALKS/PARKS/FOUNTAINS
SIZE;CLOSE TO BIG CITY;MOVED/CAME BACK
SIZE/SMALL TOWN FEEL
SMALL;CLEAN;NO CRIME THAT I'VE NOTICED
SMALL;CLOSE TO DWNTWN AND MAJOR HWYS
SMALL COMMUNITY
SMALL COMMUNITY
SMALL COMMUNITY
SMALL COMMUNITY
SMALL COMMUNITY CLOSE TO KANSAS CITY
SMALL COMMUNITY FEEL NEAR LARGE CITY
SMALL FRIENDLY TOWN
SMALL TOWN
SMALL TOWN & CLOSE TO CITY
SMALL TOWN ATMOSHPERE AND CLOSE TO CITY
SMALL TOWN ATMOSPHERE
SMALL TOWN BUT CLOSE TO KC
SMALL TOWN FEEL
SMALL TOWN FEEL
SMALL TOWN FEEL
SMALL TOWN FEEL
SMALL TOWN FEEL & SAFE COMMUNITY
SMALL TOWN FEEL BUT CLOSE TO THE CITY
SMALL TOWN FEEL W/BIG CITY AMENITIES
SMALL TOWN FEEL, LOCATION

2012 City of Riverside Citizen Survey

Q34. What do you like BEST about Riverside?

SMALL TOWN FEEL;TIGHT COMMUNITY
SMALL TOWN FEEL;VERY FRIENDLY
SMALL TOWN FEELING & CLOSE TO CITY
SMALL TOWN FEELING;BUSY BUT NOT CRAZY BU
SMALL TOWN RURAL FEEL YET CONVENIENT
SMALL TOWN WITH BIG CITY BENEFITS
SMALL TOWN/CLOSE TO KS
STORES CLOSE & CONVENIENT
STREET MAINTENANCE
THE AFFORDABILITY
THE ANIMAL LIFE
THE CITY AS A WHOLE
THE CLEANLINESS
THE HISTORY YOU SEE WHEN WALKING
THE LOCATION
THE LOCATION
THE ORIGINALITY OF THE TOWN
THE PARKS
THE PEOPLE
THE PEOPLE
THE POLICE
THE QUIET
THE SMALL POPULATION
THE WATERFALL AND THE PARK
THE WATERFALL WALKING TRAIL
THEIR ARE ALOT OF THINGS TO DO
TOWNHOMES
TRAFIC
TRAIL SYSTEM
TRAILS, PARKS, PROXIMITY TO KC
TRANQUIL & CALM
VALUE YOU RECEIVE FOR TAX DOLLARS
VERY FRIENDLY PEOPLE
VERY LITTLE CRIME
WALK TO EVERYTHING, SMALL TOWN FEELING
WALKING TRAILS
WATERFALL
WILDLIFE
WILDLIFE IN BACK YARD AND GREAT LOCATION
WONDERFUL SENSE OF COMMUNITY
YMCA
YOU CAN HIT ANY HIGHWAY

2012 City of Riverside Citizen Survey

Q35. What do you like LEAST about Riverside?

OF PRIVATE VEH PRKD ON OUR STREET
1ST TIME MVD TO RS GOT TICKET FOR <5MPH
A LITTLE TOO SMALL
A LOT OF BLIGHT & LOW SCALE BUSINESSES
A LOT OF FERAL CATS RUNNING AROUND
AFFORDABLE HOUSING FOR SENIORS
AIR QUALITY
ALL OF THE TRANSIT HOUSING
AMERICAN WATER
ANIMAL CONTROL LACKING
ANIMOSITY OF NEIGHBORS
ANOTHER GAS STATION;SIT DOWN DINING
APPEARANCE OF THE 4 CORNERS@GATEWAY
APPEARANCES OF BUSINESSES
ATTITUDE OF CITIZENS ACTIVE CITY COUNCIL
AVADELIE FACILITIES
BAD REPUTATION
BAD REPUTATION FOR LIVING HERE
BAN FIREWORKS IN NEIGHBORHOODS
BEING FORCED ON SWR SYS& SUED 4 EMI DOMA
BLUE COLLAR IMAGE/CLEAN-UP MAINSTREET
BRIDGE ON VIVION CROSSING RIVER
BUILDINGS ARE POORLY MAINTAINED
BUS RUNS EVERY TWO HOURS, NO SATURDAYS
BUSINESS UPKEEP, REPUTATION,
BUSINESSES ARE RUNDOWN AND LOOK SEEDY
BUSINESSES LOOK DUMPY
CARS MAKING A LEFT ON VIVION
CATION
CITY BLOWING MONEY;ARGOSY LOSE BUSINESS
CITY CODE INSPECTOR
CITY CODES-LINDA AND CAT CONTROL
CITY COUNCIL
CITY OFFICIALS NOT SUPPORTIVE OF BUSINES
CODE ENFORCEMENT
CODE ENFORCEMENT FOR PRIVATE PROPERTIES
CODE ENFORCEMENTS-I FEEL PICKED ON
COED LADY
CONTROL CAT POPULATION AND NOT DOGS
CRIME AND UNMANAGED KIDS
CURBSIDE PICK UP FOR YARD WASTE
CUST SVC BY MO AMERICAN WATER PREDATORY
DEER POPULATION; NORTHWOOD RD
DIVIDED NEIGHBORS
DOG CATCHER

2012 City of Riverside Citizen Survey

Q35. What do you like LEAST about Riverside?

DON'T HAVE SAY IN HOW CITY SPENDS MONEY
DON'T KNOW
DON'T KNOW
DON'T SHARE BOAT MONEY WITH HOMEOWNERS
DOWNTOWN LACKS SHOPS & RESTAURANTS
EMPTY BLDGS AT GATEWAY AND VIVION
EMPTY BLDGS/UGLY BLDG IN TOWN AREA
EMPTY BUSINESSES ON MAIN STRIP
EMPTY QUIK TRIP. TRAILORS IN NORTHMORE
EMPTY RUNDOWN BLDGS;POOR SENSE OF COMMUN
ENTRANCE TO CITY FROM I-29 NOT APPEALING
EXPENSIVE WATER
FIRE CRACKER NOISE
FIREWORK STANDS
FIREWORK STANDS
FIREWORKS
FIREWORKS
FIREWORKS
FIREWORKS
FIREWORKS
FIREWORKS
FIREWORKS
FIREWORKS
FIREWORKS
FIREWORKS AND NOT ENOUGH SHOPPING AREAS
FIREWORKS SALES
GRANDFATHERED COMMERCIAL PROPERTIES
HAS A BAD IMAGE
HAS A NEGATIVE IMAGE
HIGH WATER PRICES;LFT TRN@GATEWAY&VIVIAN
HOME VANDALISM;CAN'T USE TRL SYSTEM
HORIZON WAS A WASTE OF MONEY
HOUSING; EMPLOYMENT
HOUSING FOR ELDERLY
HOUSING QUALITY
IMAGE
INFLUENCE OF NORTHPOINT IN OUR CITY
INTERSECTION AT VIVION & NW GATEWAY
IT HAS NO SMOKING LAW
IT'S OLD REPUTATION
ITS A COMMUNITY SPEED TRAP
JUNKY LOOKING APARTMENT COMPLEXS
LACK OF 3 BDRM APARTMENT RENTALS
LACK OF COMMUNICATION FROM THE CITY

2012 City of Riverside Citizen Survey

Q35. What do you like LEAST about Riverside?

LACK OF COMMUNITY CELEBRATIONS
LACK OF DOLLAR STORES
LACK OF ENTERTAINMENT AND MERCHANTS
LACK OF FINE DINING
LACK OF POLICE IN PUBLIC AREAS
LACK OF PROGRESS TO DEVELOPE DOWNTOWN
LACK OF RESTAURANTS
LACK OF RESTAURANTS & APARTMENTS
LACK OF RESTAURANTS,DRYCLEANERS & CINEMA
LACK OF SIDEWLKS;NARROW RDS NEAR VIVIAN
LACK OF TRAFFIC ENFORCEMENT ON OUR STREE
LACK OF WALKING AND BIKING TRAILS
LANDSCAPING AT CORNER/HWY 9 & NORTHWOOD
LIMIT DAYS TO SHOOT FIREWORKS
LIVING AT THE TOP OF CLIFFVIEW HILL
LOOSE THE SMALL TOWN FEELING
LOSING AFFORDABLE HOUSING
LOWER INCOME COMMUNITIES & DICEY TENANTS
MAIN STREET AND OLD QUIK TRIP BUILDING
MAINT OF CLOSED COMMERCIAL AREAS
MAINTAIN STREETS
METRO TRANSPORTATION
MORE FAST FOOD RESTAURANTS
MORE PATROLS IN NEIGHBORHOOD, WATER HIGH
MORE QUALITY HEALTH CARE/SHOPS/FOOD
MORE RETAIL & RESTAURANTS & MORE HOUSING
MORE RETAIL AND GAS STATIONS
MORE RETAIL CHOICES
MORE SENSITIVE TO RENTERS
MY WASTEWATER SEWER BILL/MAILBOX LOCATIO
NEED IMPROVEMENT ON RENTAL PROPERTIES
NEED MORE RECREATION
NEED MORE RESTAURANTS AND RETAIL
NEED MORE RESTAURANTS AND SHOPPING AREAS
NEED MORE RETAIL & RESTAURANTS
NEED MORE SENIOR HOUSING
NEED MORE SHOPPING
NEED PUBLIC TENNIS/VOLLEYBALL BALL AREA
NEEDS MORE RESTAURANTS
NEIGHBORS
NEW BUS ROUTE CUTS SERVICING GATEWAY
NO BIKE TRAILS. NO COMMUNITY GARDENS
NO DAIRY QUEEN OR FAST FOOD RESTAURANTS
NO HIGH PAYING JOBS. NOT ENOUGH SHOPS
NO JOB OPPORTUNITIES

2012 City of Riverside Citizen Survey

Q35. What do you like LEAST about Riverside?

NO MCDONALD'S
NO MCDONALD'S;POLICE PRESENCE AT NIGHT
NO PHARMACY
NO PHARMACY
NO RESTAURANTS;NOT ENOUGH STORES
NO SENIOR ACTIVITIES
NONE
NOT A SINGLE ATMOSPHERE;ND TO B CLEANED
NOT ENOUGH COP TO CITIZEN INTERACTION
NOT ENOUGH FAST FOOD PLACES
NOT ENOUGH GAS STATIONS & RESTAURANTS
NOT ENOUGH HELP FOR HANDICAP
NOT ENOUGH JOBS
NOT ENOUGH MOM & POP RESTAURANTS
NOT ENOUGH RECREATIONAL PARKS
NOT ENOUGH RESTAURANTS
NOT ENOUGH RESTAURANTS
NOT ENOUGH RETAIL
NOT ENOUGH RETAIL
NOT ENOUGH RETAIL
NOT ENOUGH RETAIL
NOT ENOUGH SHOPPING MALLS
NOT ENOUGH SIDEWALKS
NOT ENOUGH SOFTBALL FIELDS OR ADULT REC
NOT ENOUGH VARIETY OF RESTAURANTS
NOTHING
NOTHING
NOTHING
NOTHING
NOTHING
NOTHING
NOTHING
NOTHING
NOTHING
NOTHING
NOWHERE TO SHOP
OLD ABANDONED BUILDINGS TARNISH CITY
OLD BUILDINGS
OLD QT STORE-VACANT FOR YEARS
OLDER AREAS
OLDER BUSINESSES
OLDER PARTS NEED FACELIFTS
ONLY 1 GROCERY STORE TOO FAR TO WALK TO
ONLY HAVE REDX;NO RESTAURANTS;VAC BLDGS
ONLY ONE GAS STATION

2012 City of Riverside Citizen Survey

Q35. What do you like LEAST about Riverside?

OUTSIDERS FROM INDIA, MEXICO, ETC.
OVERZEALOUS CODE ENFORCEMENT
PEOPLE ARE NOT OVERLY FRIENDLY
PLAN FOR FUTURE GROWTH
POLICE
POLICE ARE CALLED TOO SOON
POLICE ATTITUDES;CODE ENFORCEMENT
POLICE HARASS FIANCEE/CLOSED RD MY COMPL
POLITICS
POOR APPEARANCE IN VIVION/NW GATEWAY
PRIVATE PROPERTY CODE ENFORCEMENT
PRIVATE VEHICLES PARKED ON STREETS
PUBLIC SAFETY
PUBLIC WORKS ENFORCE CLEANUP BETTER
QT;NO NEW PLACES TO EAT LIKE TACO BELL
QUIK TRIP CORNER & DEAD BUSINESSES
RED-X, MANAGEMENT
RED X AND ALL THE POWER LINES BY IT
RED X GIVES OFF A VERY LOW IMAGE
RED X TOO CLOSE TO NORTHMORE
REDNECKS AND SMOKING AT BUSINESSES
RENTAL HOMES AND LOW INCOME HOUSING
REPUTATION OF "LOWER INCOME"
REPUTATION OF BEING A LOW INCOME AREA
RETAIL & RESTAURANTS LACKING
RIVERFRONT TRAIL CLOSED HAVE TO USE ROAD
RIVERSIDE REPUTATION IS STILL NEGATIVE
RUN DOWN APARTMENT BUILDINGS
RUN DOWN APPEARANCE
RUN DOWN HOUSES IN OUR NEIGHBORHOOD
RUNDOWN; NEIGHBORS AND THEIR DRAMA
RUNDOWN BLDGS/SPEED OF PROPOSED MASTER P
RUNDOWN HOMES
SAFETY
SEWER PRICE ON WATER BILL
SIZE OF POOL
SLOWNESS OF IMPROVEMENTS
SMOKING IN RESTAURANTS
SMOKING IN RESTAURANTS
SNOW REMOVAL ON MY STREET
SOCCER FIELDS ARE TERRIBLE
SOME APARTMENTS LOOK RUN DOWN
SOME AREAS NOT WELL MAINTAINED
SOME OF THE PEOPLE
SOME ROADS

2012 City of Riverside Citizen Survey

Q35. What do you like LEAST about Riverside?

SPEEDING ON MY STREET
SPEEDING ON WOODLAND RD
STILL CARRIES A BAD IMAGE
STILL TOO MANY DEER
STRICT CODE ENFORCEMENT
THE AESTHETICS
THE ANT POPULATION IN MY HOUSE
THE BRIDGE BEING CLOSED NOW
THE BUILDINGS DOWNTOWN ARE OUTDATED
THE CITY GOV'T IS TOO INVOLVED W/CITIZEN
THE CLOSING OF THE BRIDGE
THE IMAGE
THE MGMT OF HOMESTEAD VILLAGE
THE OLD QUIKTRIP
THE REPUTATION
THE REPUTATION OF RIVERSIDE
THE ROAD CONSTRUCTION RIGHT NOW
THE TOP HILL OR HILL WHERE I LIVE
THERE AREN'T MANY PLACES TO GO OUT & EAT
TOO CONCERNED WITH WAY YARD LOOKS
TOO FAR FROM GROCERY STORE
TOO MANY APARTMENT & LOOKS TRASHY
TOO MANY APARTMENTS
TOO MANY APARTMENTS & RUNDOWN DOWNTOWN
TOO MANY APARTMENTS AND RENTAL PROPERTY
TOO MANY LOOSE ANIMALS
TOO SMALL. RACIST PEOPLE
TOO STRICT ON CODE ENFORCEMENT
TRAFFIC
TRAFFIC
TRAILER PARK ON VIVION
TRAILOR COURT AND ENTRANCE TO RIVERSIDE
TRAILS CLOSE AT DUSK. LOSE DOGS.
TRASHY LOOK OF DOWNTOWN BUSINESS AREA
TREES ARE TOO HIGH
TRYING TO BE CULTURLEY CORRECT
UGLY, VACANT UNFINISHED PROPERTY
UGLY BUILDINGS ALONG GATEWAY
UGLY CORNER OF DEB'S DINER/OLD QT
UNOCCUPIED BUILDINGS
UNSIGHTLY LOOK OF GATEWAY AND W.PLATTE
UNSURE
UNUSED BUILDINGS
UPDATE APARTMENT RENTALS
VACANT, RUN DOWN BUILDINGS

2012 City of Riverside Citizen Survey

Q35. What do you like LEAST about Riverside?

Q35_Like_least_about_Riverside

VACANT BUSINESS BUILDINGS

VACANT RUNDOWN BUILDINGS AND BARS

VACANT/RUNDOWN BUILDINGS DOWNTOWN

VIVION WEST STRIP MALL

WANT TO MAKE IT BIGGER MORE CRIME

WATER PRESSURE;NOT KNWNG NBRS HAVE CRIME

WATER SERVICE

WATER/SEWER RATES

WEATHER

WEATHER

WRONG KIND OF PEOPLE MOVING IN

Q36. What is your age?

Q36. What is your age	Number	Percent
Under 35	51	13.1 %
35 to 44	55	14.2 %
45 to 54	68	17.5 %
55 to 64	91	23.5 %
65+	123	31.7 %
Total	388	100.0 %

2012 City of Riverside Citizen Survey

Q37. How many persons in your household (counting yourself) are?

	Mean	Sum
Number	2.28	917
Under age 5	0.19	76
Ages 5-9	0.16	63
Ages 10-14	0.13	52
Ages 15-19	0.09	36
Ages 20-24	0.10	42
Ages 25-34	0.22	87
Ages 35-44	0.28	113
Ages 45-54	0.31	123
Ages 55-64	0.33	132
Ages 65-74	0.32	127
Ages 75+	0.16	66

Q38. Would you say your total household income is:

Q38. Your total household income	Number	Percent
Under \$30K	111	27.3 %
\$30K-\$59,999	100	24.6 %
\$60K-\$99,999	81	19.9 %
\$100K+	62	15.2 %
<u>Declined</u>	<u>53</u>	<u>13.0 %</u>
Total	407	100.0 %

2012 City of Riverside Citizen Survey

Q38. Would you say your total household income is: (without "declined")

<u>Q38. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	111	31.4 %
\$30K-\$59,999	100	28.2 %
\$60K-\$99,999	81	22.9 %
\$100K+	62	17.5 %
Total	354	100.0 %

Q39. Your gender:

<u>Q39. Your gender</u>	<u>Number</u>	<u>Percent</u>
Female	224	55.0 %
Male	183	45.0 %
Total	407	100.0 %

Section 5:
Resident Survey Instrument



April 2012

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.

Thank you for helping to make Riverside a better community.

Sincerely,

A handwritten signature in blue ink that reads "Kathy Rose".

Mayor Kathy Rose

A handwritten signature in blue ink that reads "Brad Cope".

Alderman Brad Cope
Ward 3

A handwritten signature in blue ink that reads "Seth DeRose".

Alderman Seth DeRose
Ward 2

A handwritten signature in blue ink that reads "Mike Fuller".

Alderman Mike Fuller
Ward 1

A handwritten signature in blue ink that reads "Art Homer".

Alderman Art Homer
Ward 3

A handwritten signature in blue ink that reads "Ron Super".

Alderman Ron Super
Ward 1

A handwritten signature in blue ink that reads "Aaron Thatcher".

Alderman Aaron Thatcher
Ward 2

2012 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."

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

How would you rate The City of Riverside:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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.	The attitude and behavior of Police Department personnel toward citizens	5	4	3	2	1	9
F.	The attitude and behavior of Fire Department personnel toward citizens	5	4	3	2	1	9
H.	Quality of emergency management (i.e. Nixle notifications, severe weather education, flood and high water events)	5	4	3	2	1	9
I.	Quality of animal control (i.e. pet licenses, response to domestic animal issues, etc.)	5	4	3	2	1	9
J.	Effectiveness of reverse 9-1-1 system (recorded message for City emergencies)	5	4	3	2	1	9
K.	Quality of community public safety programs (self-defense, block watch, etc)	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. The City currently contracts with an outside organization to provide ambulance service to the community. How satisfied are you with quality of service ambulance personnel provide?

____ (01) Very Satisfied ____ (04) Dissatisfied
 ____ (02) Satisfied ____ (05) Very Dissatisfied
 ____ (03) Neutral ____ (06) Don’t know

7. Do you and/or members of your family participate in any programs provided by the Riverside Fire/Police Athletic League (FPAL)?

____ (1) Yes [go to Q7a-f] ____ (2) No [go to Q8]

7a. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following FPAL services:

<i>Fire/Police Athletic League</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 attitude and behavior of Public Safety personnel at FPAL programs	5	4	3	2	1	9
B.	The quality of programs offered (swim parties, skate parties, etc.)	5	4	3	2	1	9
C.	The variety of programs offered	5	4	3	2	1	9
D.	The frequency of programs (monthly)	5	4	3	2	1	9
E.	FPAL Bi-monthly Newsletter	5	4	3	2	1	9

8. 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 of City entrance signage	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

9. 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 8 above].

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

10. 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 overall user-friendliness of the City’s web page (www.riversidemo.com)	5	4	3	2	1	9
D.	The content of the City’s newsletter	5	4	3	2	1	9
E.	Information provided through the City’s social media sites (blog, Facebook, Twitter, Nixle etc.)	5	4	3	2	1	9

11. **City Communication: What are your primary sources for information about community activities and services?**

_____(01) City newsletter
 _____(02) City website
 _____(03) Twitter
 _____(04) Facebook
 _____(05) Blog
 _____(06) Word of mouth
 _____(07) Newspaper
 _____(12) Other _____

12. Which **THREE** of the above methods of communication do you prefer? [Use the numbers from the list in Question 11 above].

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

13. Do you use any of the following social network sites? (check all that apply)

_____(01) Twitter
 _____(02) Facebook
 _____(03) YouTube
 _____(04) Pinterest
 _____(06) Nixle
 _____(07) FourSquare
 _____(12) Other _____

14. 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.	Programs for kids	5	4	3	2	1	9
G.	Programs for adults	5	4	3	2	1	9
H.	Programs for seniors	5	4	3	2	1	9
I.	Maintenance of walking and biking trails	5	4	3	2	1	9
J.	City special events and festivals	5	4	3	2	1	9
K.	Healthy Citizens Initiative (fitness membership reimbursement program)	5	4	3	2	1	9

15. 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 14 above].

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

16. The City currently contracts with Missouri American Water to provide water services and the City of Kansas City, Missouri to provide sewer services. 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 AND SEWER Services provided by the City:

<i>Water and Sewer</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.	What you are charged for water and sewer services	5	4	3	2	1	9

17. Recognizing that any change from the current arrangement of contracting out water and sewer services would come at a significant financial cost to the City, how supportive would you be of the City investigating other means of providing water and sewer services within the community?

____ (01) Very Supportive ____ (03) Not Sure
 ____ (02) Somewhat Supportive ____ (04) Not Supportive

18. 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 TRASH AND RECYCLING Services provided by the City:

<i>Trash and Recycling</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Residential curb-side trash and recycling collection	5	4	3	2	1	9
B.	Drop-off recycling containers	5	4	3	2	1	9
C.	Yard waste collection (compost drop-off and curb-side collection events)	5	4	3	2	1	9
D.	Waste Reduction programs (city-wide clean up, household hazardous waste collection, etc.)	5	4	3	2	1	9

19. 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

20. 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 14 above].

_____ 1st _____ 2nd _____ 3rd

Customer Service

21. Have you had contact with the City over a question, problem, or complaint during the past year?

_____ (1) Yes [go to Q21a-d] _____ (2) No [go to Q22]

21a. Which City department did you interact with? _____

21b-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 Q21a.

<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

22. 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>Parks and Recreation 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.	It is important that Riverside complete the trail system	5	4	3	2	1	9
B.	It is important that Riverside connect the trail system with other communities	5	4	3	2	1	9
C.	Riverside needs more parkland to serve residents	5	4	3	2	1	9
D.	Riverside should work with other partners (cities, Platte County, etc.) to provide recreation opportunities	5	4	3	2	1	9

23. Plans are developing in the Kansas City Metro for a regional transportation system. How supportive are you of Riverside being connected to this system?

_____ (1) Very supportive _____ (3) Not Sure
 _____ (2) Somewhat supportive _____ (4) Not supportive

24. 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 be aggressive in recruiting new business and industry to the City	5	4	3	2	1	9
B.	Riverside should offer incentives to companies that locate n the City	5	4	3	2	1	9
C.	Development of Horizons is important for the City's future	5	4	3	2	1	9
D.	I continue to support the vision developed in the City's Master Plan	5	4	3	2	1	9
E.	The City should pursue more housing options that serve the needs of those over 55	5	4	3	2	1	9

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

<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.	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
F.	As a place for play/leisure	5	4	3	2	1	9
G.	For overall quality of life	5	4	3	2	1	9

26. 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)

<i>The Reasons for Choosing a Community to Live in</i>						<i>Are your needs being met in Riverside?</i>	
						<i>Yes</i>	<i>No</i>
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
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
K.	Safety and security	4	3	2	1	A	B
L.	Access to restaurants, entertainment and cultural activities	4	3	2	1	A	B

27. 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 Q26 above]

1st

2nd

3rd

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

29. Do you own or rent your current residence?

____(1) Own

____(2) Rent

30. 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.	Rental properties in my neighborhood are well maintained	5	4	3	2	1	9
H.	Promoting sustainable practices is important to our community's future (i.e. pursuing LEED certifications, storm water management, recycling, composting, etc.)	5	4	3	2	1	9
I.	I am proud to tell others where I live	5	4	3	2	1	9

31. 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 Q29 above]

_____ 1st _____ 2nd _____ 3rd

32. How supportive are you of the fireworks industry that sets up tents every year for two weeks before the 4th of July?

____(1) Very supportive ____ (3) Neutral
____(2) Supportive ____ (4) Not supportive

33. How supportive are you of the City conducting a managed bow-hunt in the non-residential areas of Riverside in coordination with the Conservation Department to reduce the deer population in the City?

____(1) Very supportive ____ (3) Neutral
____(2) Supportive ____ (4) Not supportive

34. What do you like BEST about Riverside?

35. What do you like LEAST about Riverside?

36. What is your age? _____

37. 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	_____		

38. 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

39. Your gender: ____ (1) Male ____ (2) Female

THANK YOU.

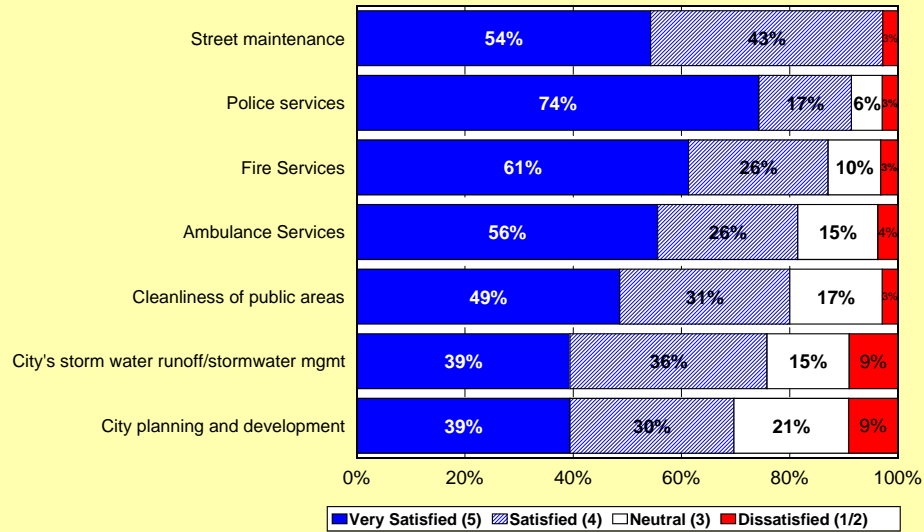
*This concludes the survey; please return your survey in the postage-paid envelope provided addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.*

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

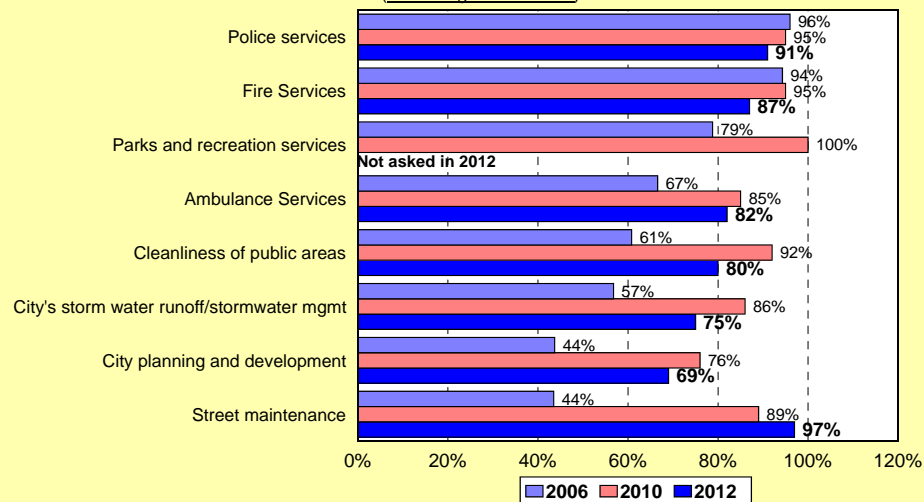
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q1. Overall Satisfaction With City Services Based on How the Services Affect Your Business Trends: 2006, 2010 and 2012

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

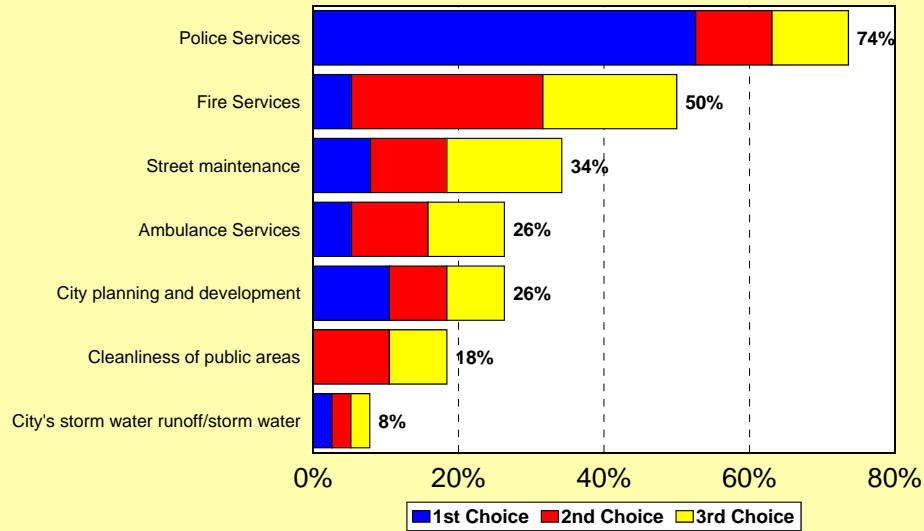


Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Trend

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

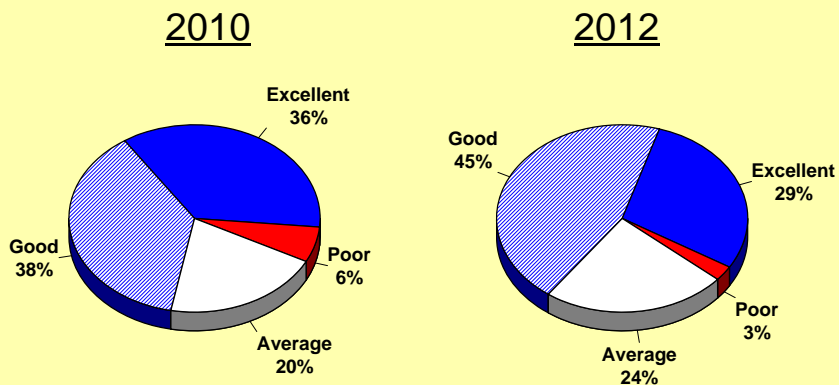
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

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

by percentage of business respondents



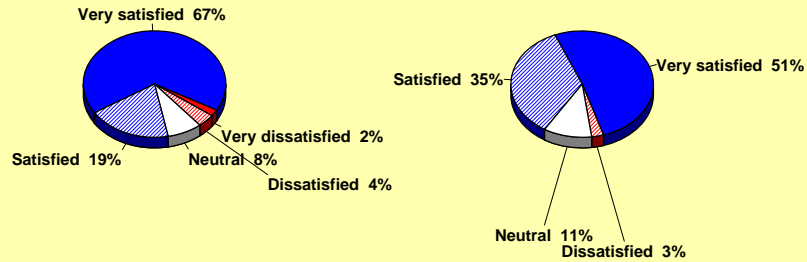
Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

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

by percentage of business respondents

2010

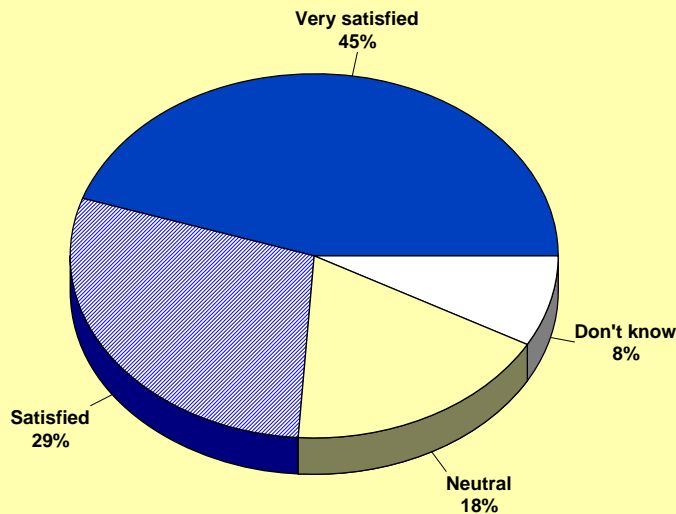
2012



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q5. How satisfied are you with the City's effort to improve the City's brand and image of the City?

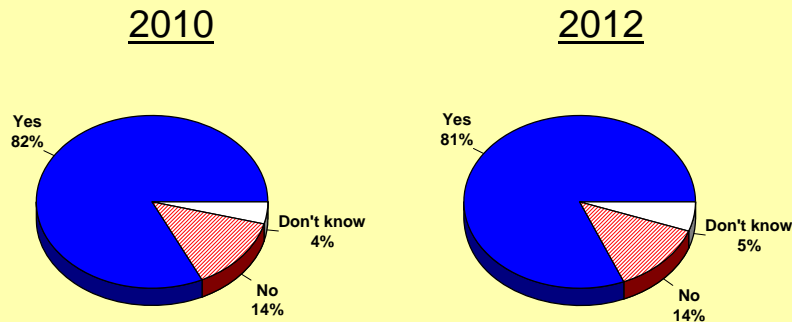
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q6. Do you think the City of Riverside is a "Business Friendly" community?

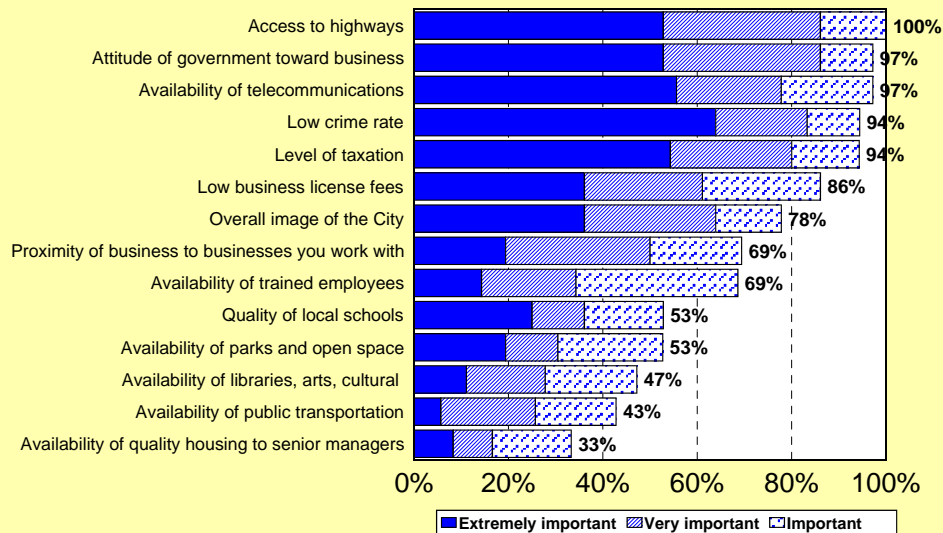
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - 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)

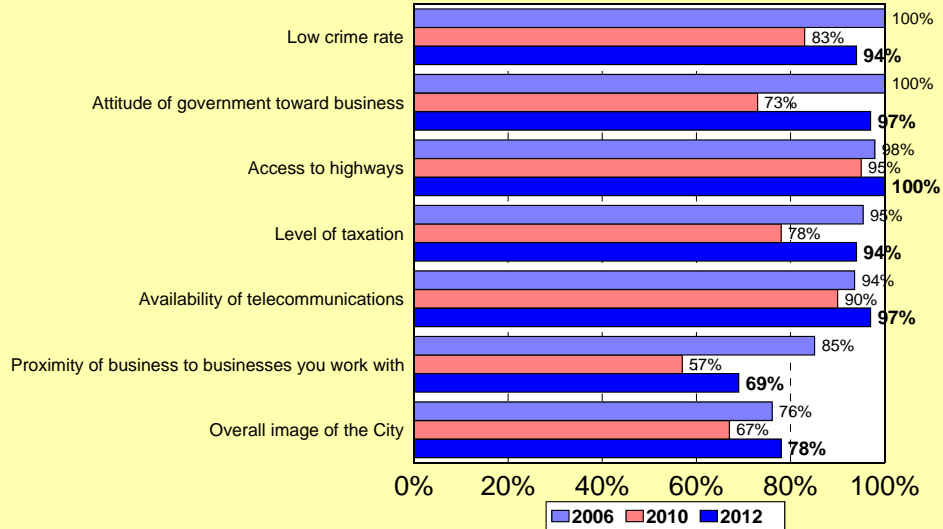


Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

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

Trend: 2006, 2010 and 2012

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



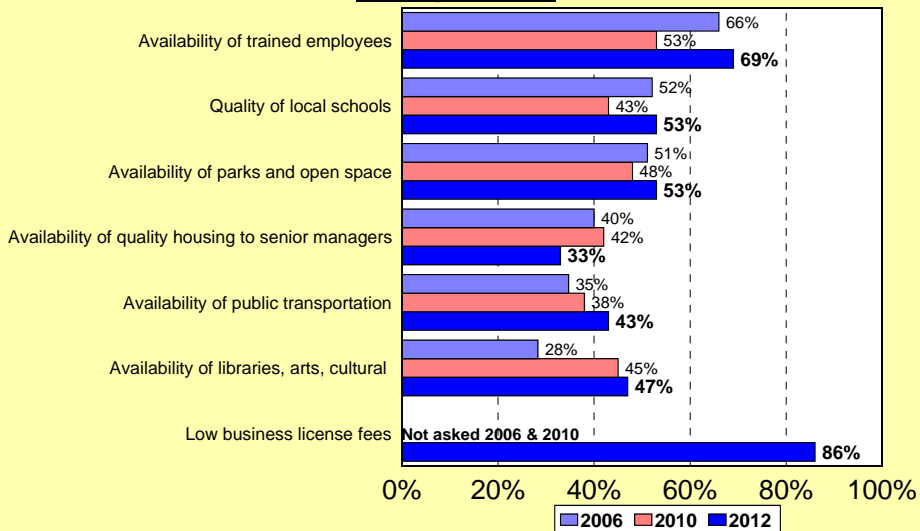
Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Trend

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

Trend: 2006, 2010 and 2012

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

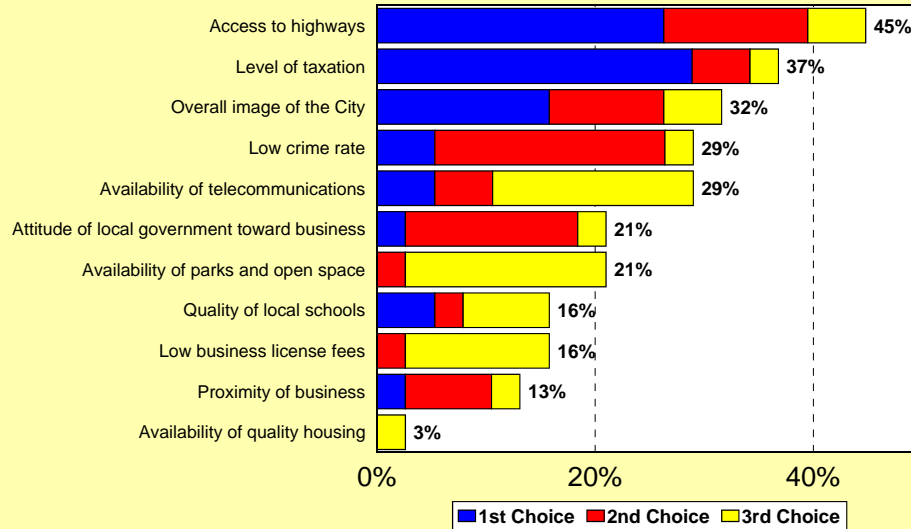


Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Trend

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

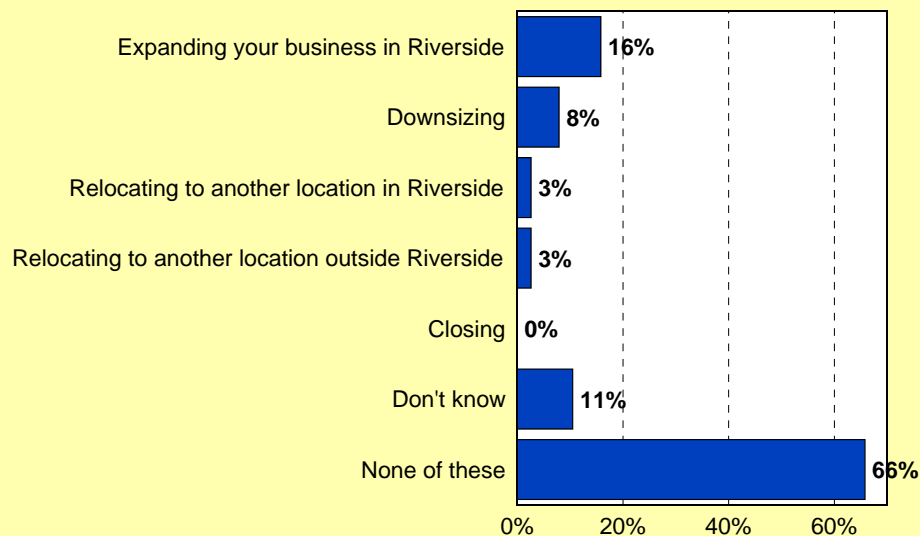
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

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

by percentage of business respondents

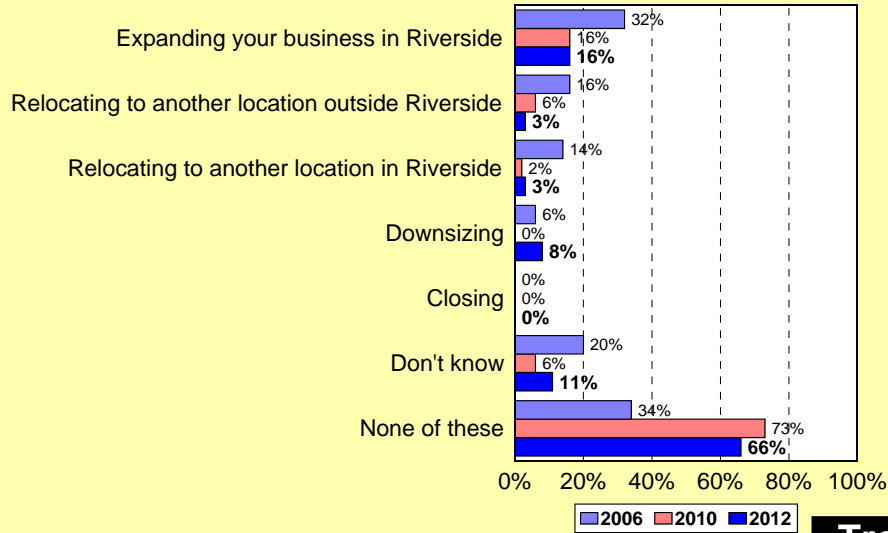


Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

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

Trend: 2006, 2010 and 2012

by percentage of business respondents

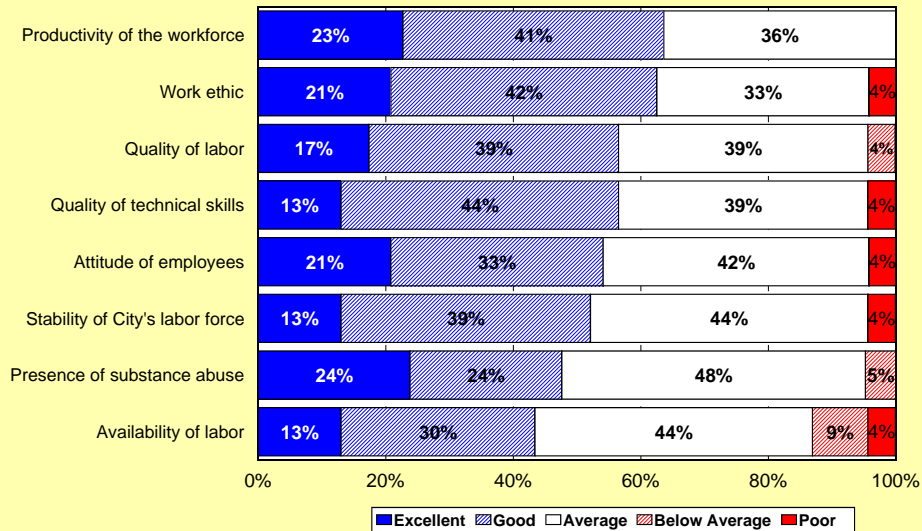


Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

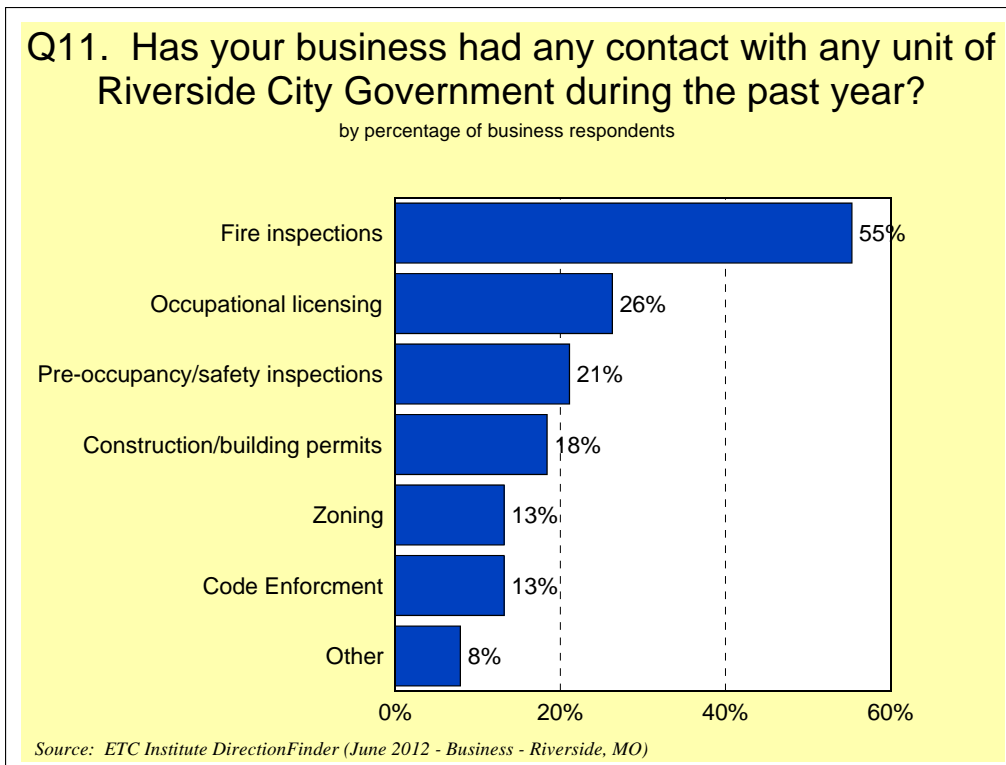
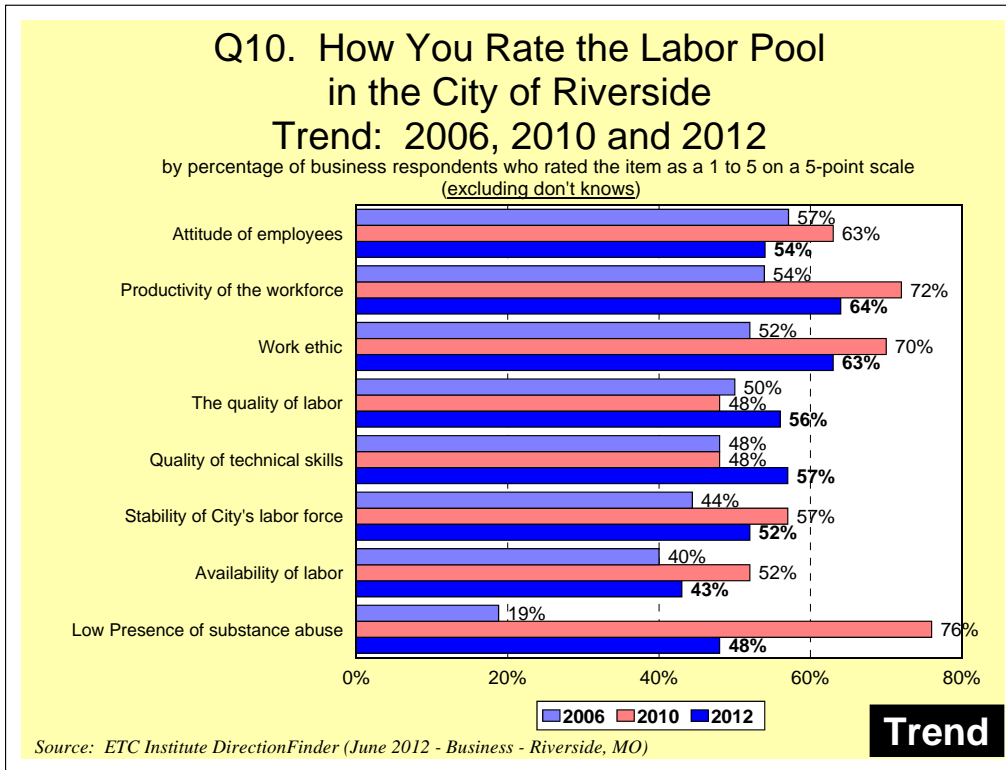
Trend

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)

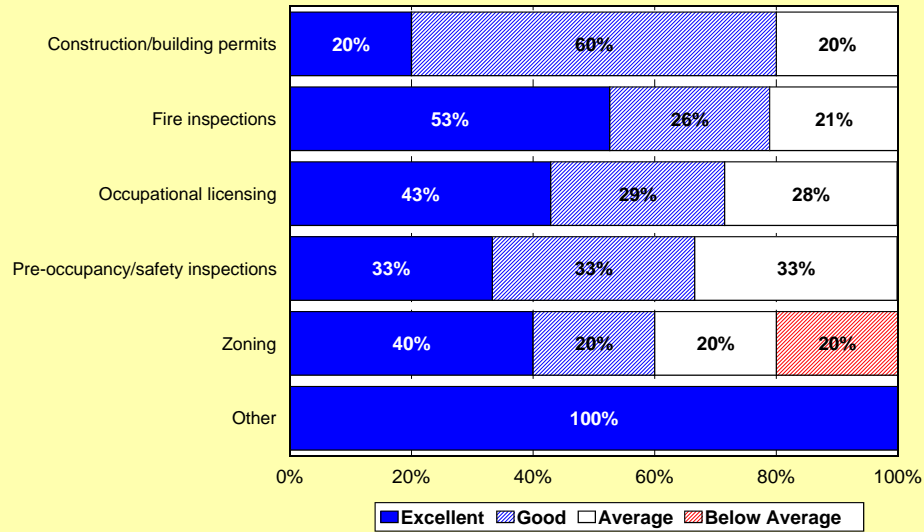


Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)



Q11. If you had contact with any unit of Riverside City Government, how would you rate your experience?

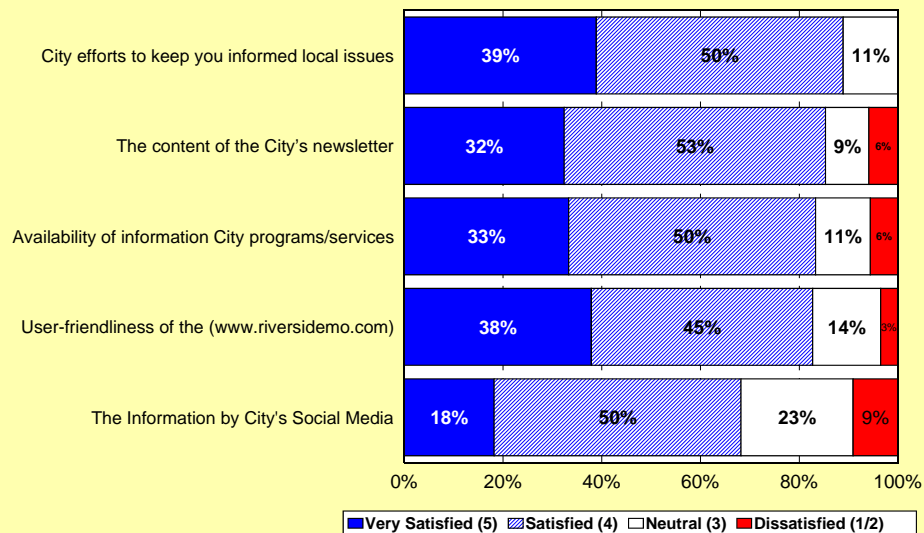
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q12. Overall Satisfaction With City Communication

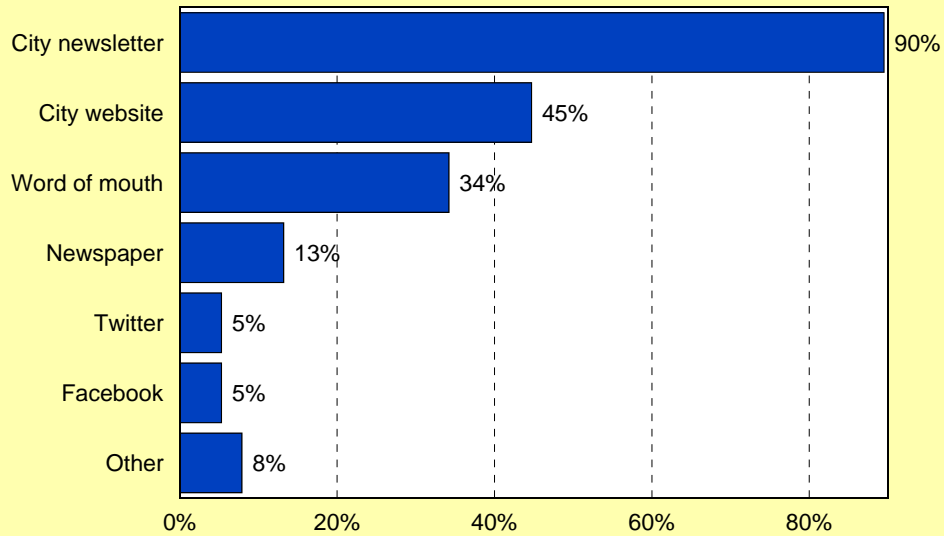
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q13. City Communication: What are your primary sources for information about City activities and services?

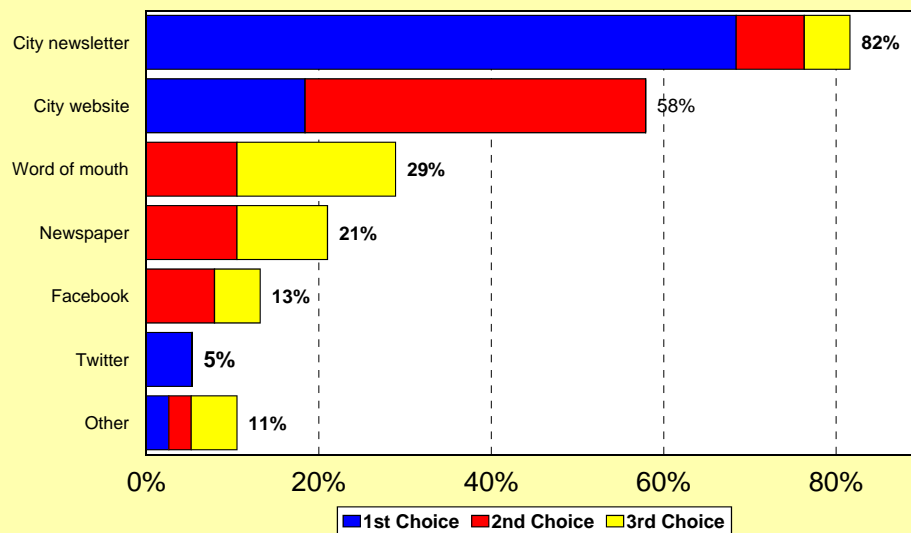
by percentage of business respondents



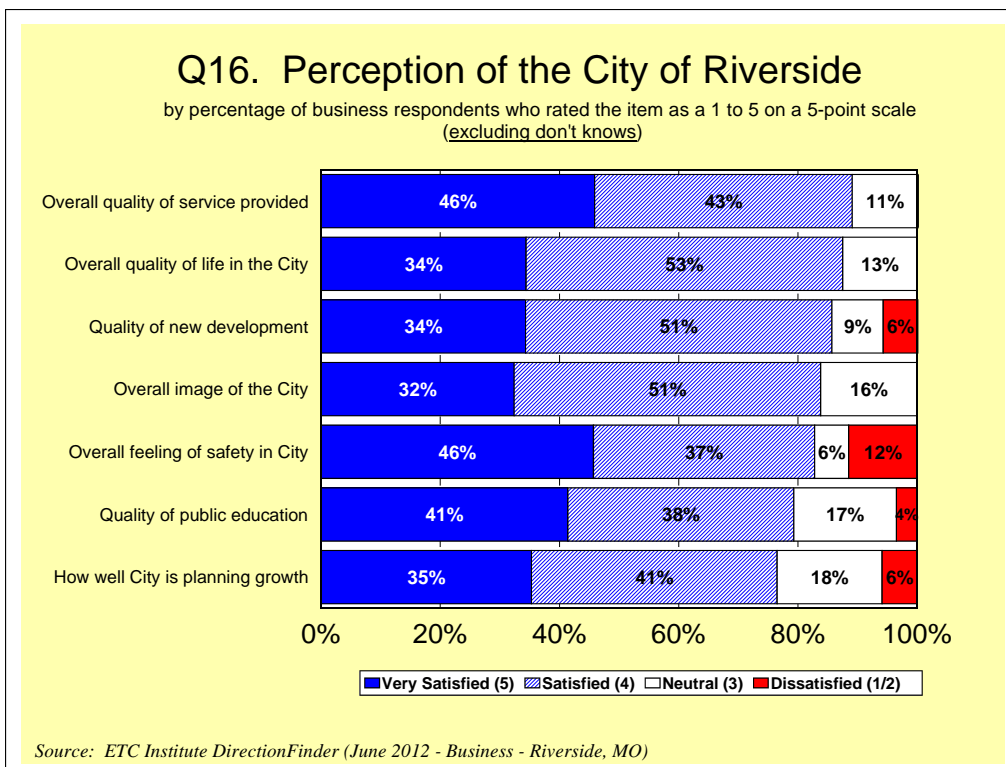
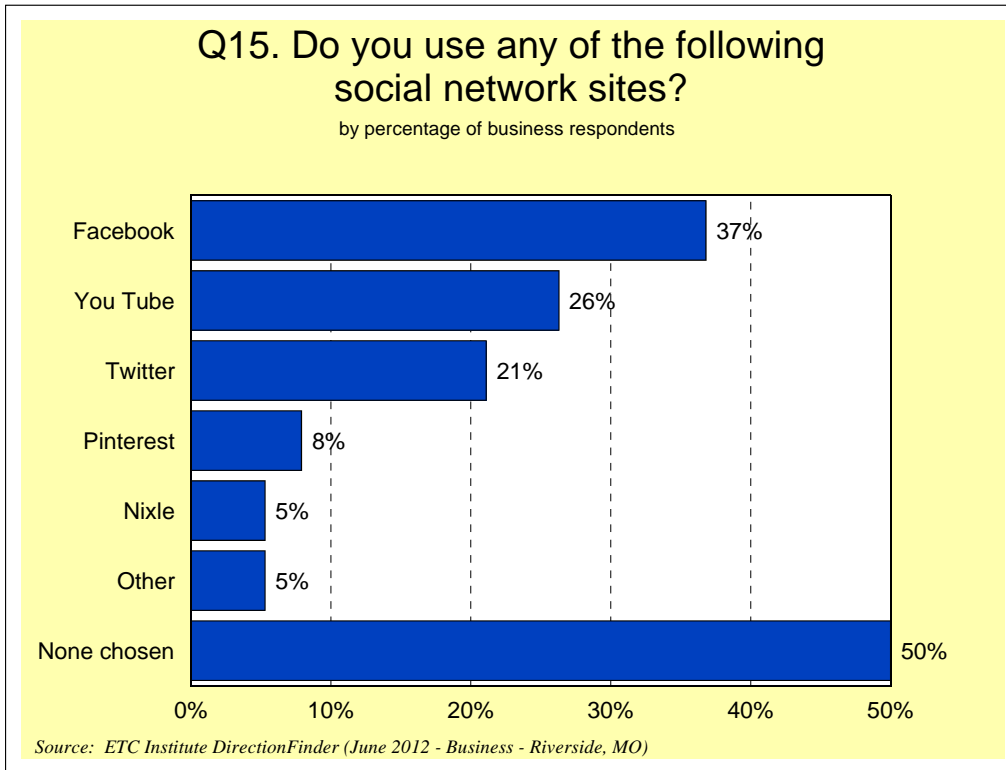
Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q14. Which THREE of the above methods of communication do you prefer?

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

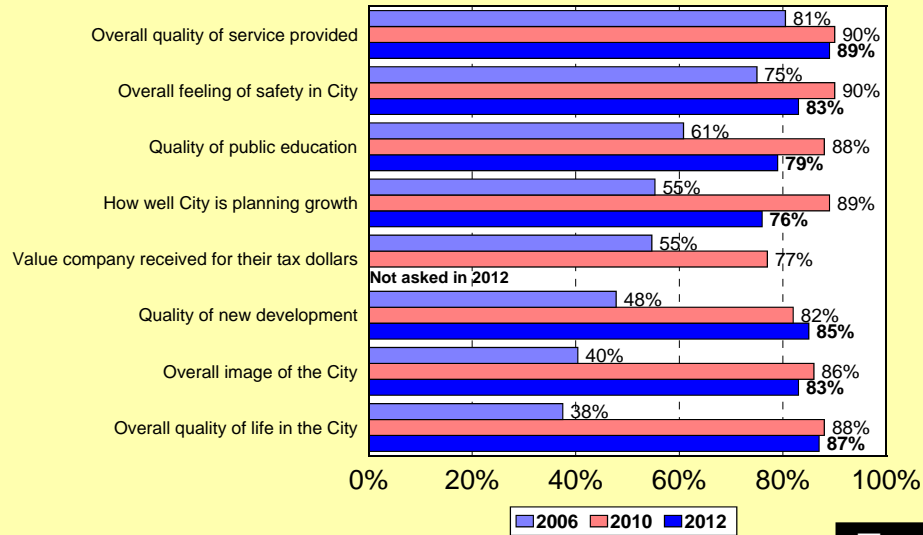


Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)



Q16. Perception of the City of Riverside Trends: 2006, 2010 and 2012

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

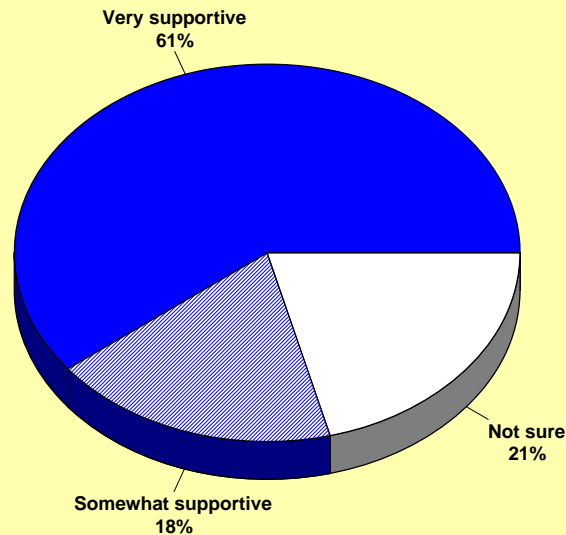


Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Trend

Q17. In general, how supportive are you of the City's efforts to redevelop Riverside's downtown corridor?

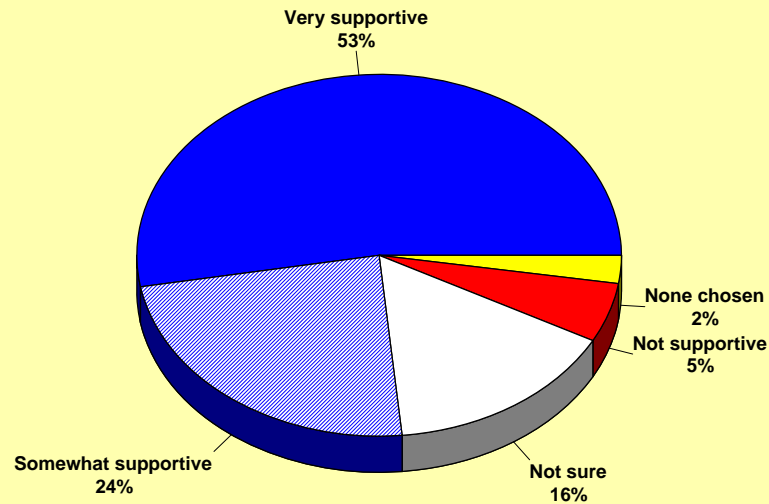
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q18. In general, how supportive are you of the City's efforts to develop the Horizons area?

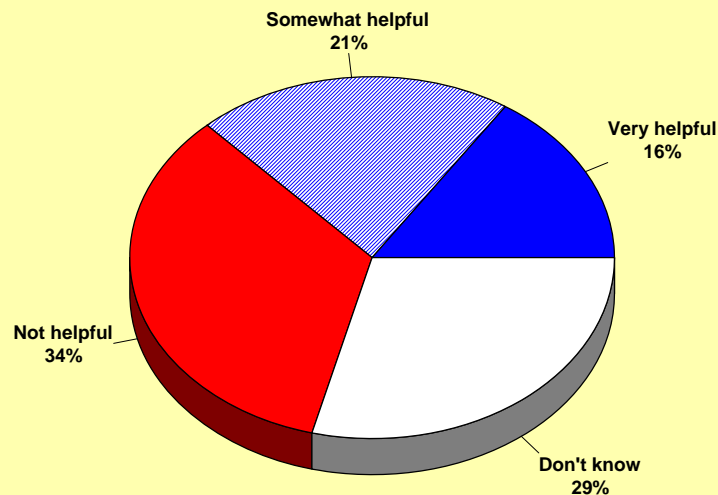
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q19. How helpful would a regional transportation system be to your ability to attract employees?

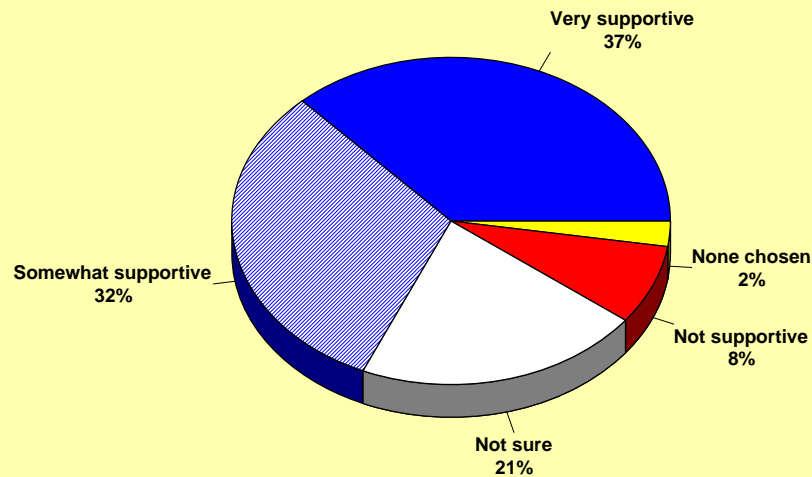
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q20. Plans are developing in the KC Metro for a regional transportation system. How supportive are you being connected to this system?

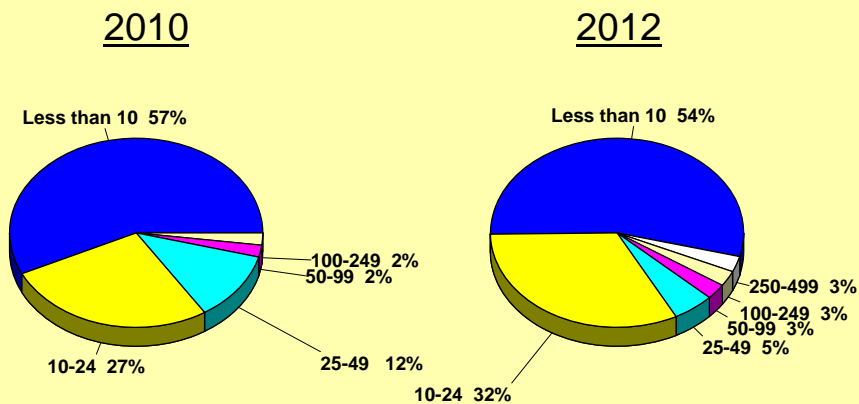
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q21. Number of Employees in Riverside

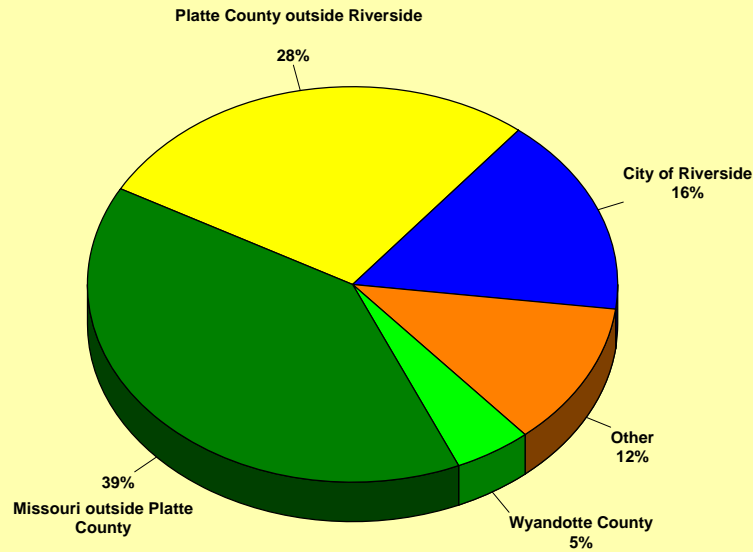
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q22. Where Employees Live

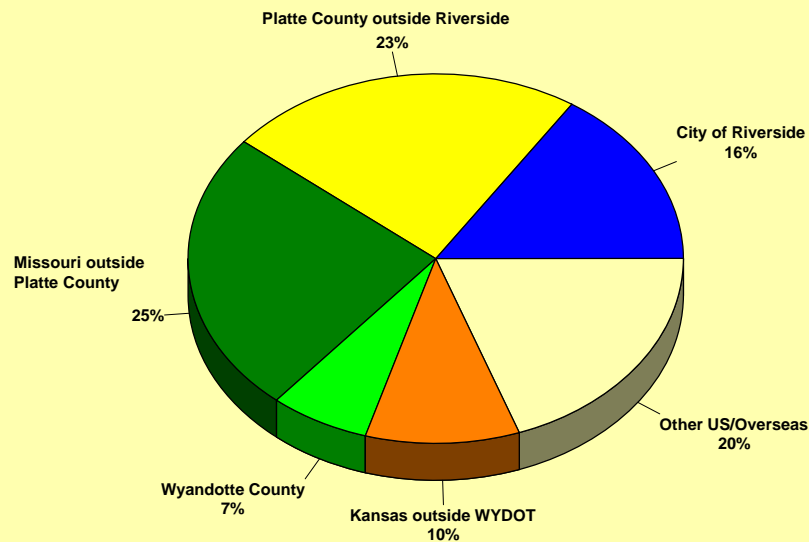
based on mean distribution reported by respondents to the business survey



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q23. What Percentage of Your Customer Base is Represented by These Areas?

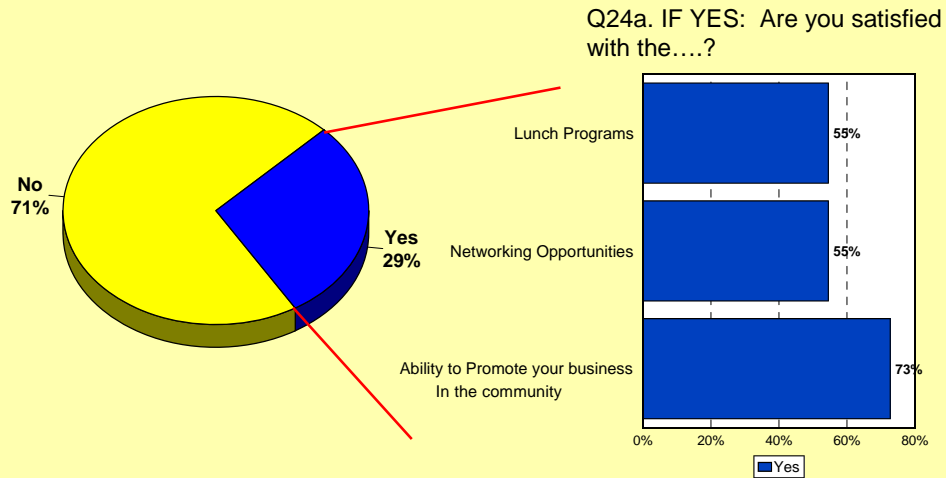
based on mean distribution reported by respondents to the business survey



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q24. Is your business a member of the Riverside Chamber of commerce?

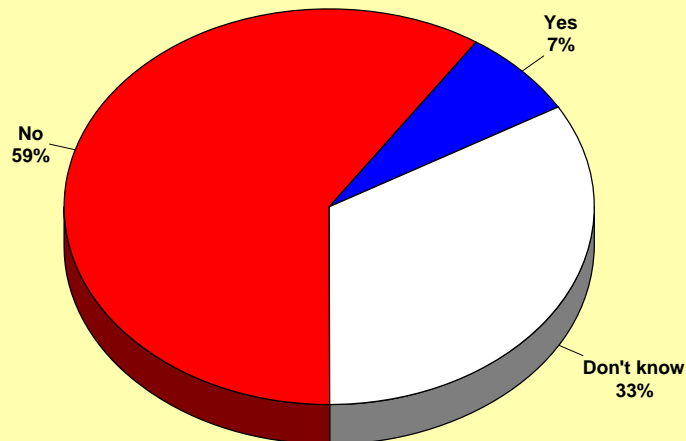
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q25. If you are not currently a member of the Chamber, are you planning to become a member?

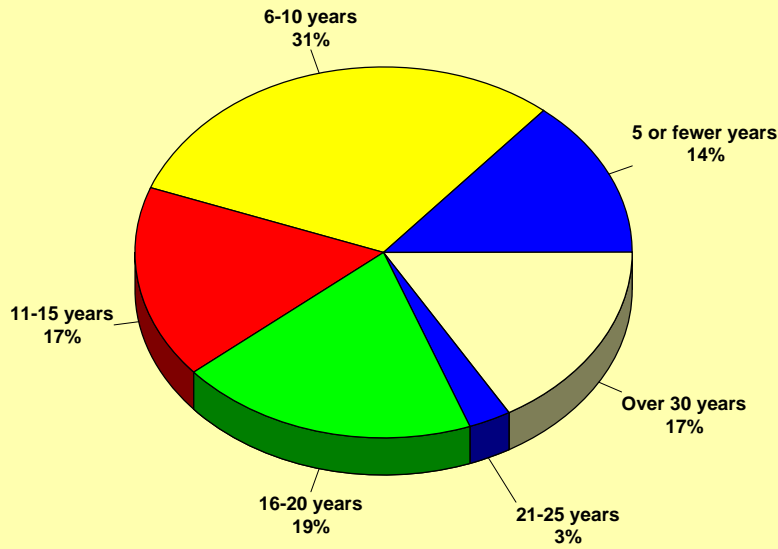
based on mean distribution reported by respondents to the business survey



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q26. Number of Years Your Business Has Been Operating in the City of Riverside

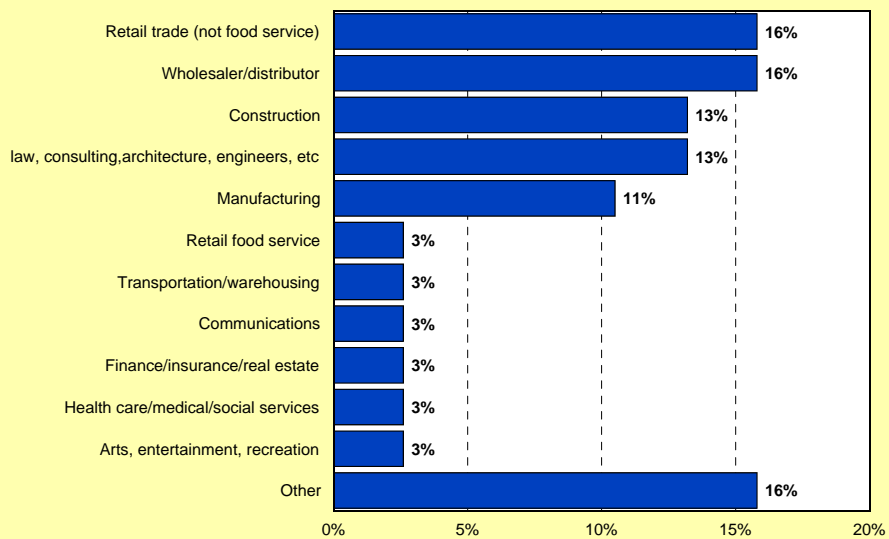
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q27. How would you best describe your business?

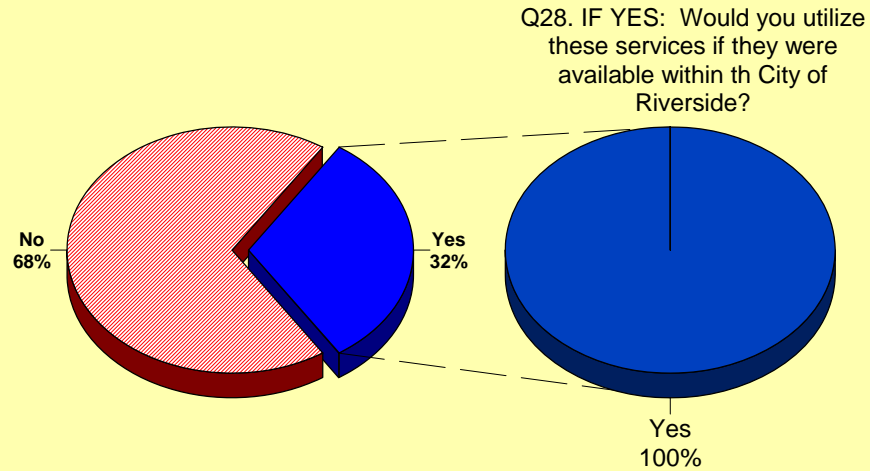
by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Q28. Does your business have occasion to use hotel and/or conference services?

by percentage of business respondents



Source: ETC Institute DirectionFinder (June 2012 - Business - Riverside, MO)

Section 7:
Business Tabular Data

2012 City of 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=38)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Police services	68.4%	15.8%	5.3%	2.6%	0.0%	7.9%
Q1b. Ambulance Services	39.5%	18.4%	10.5%	2.6%	0.0%	28.9%
Q1c. Fire Services	50.0%	21.1%	7.9%	0.0%	2.6%	18.4%
Q1d. Street maintenance	50.0%	39.5%	0.0%	2.6%	0.0%	7.9%
Q1e. City's storm water runoff/ storm water management system	34.2%	31.6%	13.2%	5.3%	2.6%	13.2%
Q1f. City planning and development	34.2%	26.3%	18.4%	2.6%	5.3%	13.2%
Q1g. Cleanliness of public areas	44.7%	28.9%	15.8%	2.6%	0.0%	7.9%

2012 City of 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." (Without Don't Know)

(N=38)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Police services	74.3%	17.1%	5.7%	2.9%	0.0%
Q1b. Ambulance Services	55.6%	25.9%	14.8%	3.7%	0.0%
Q1c. Fire Services	61.3%	25.8%	9.7%	0.0%	3.2%
Q1d. Street maintenance	54.3%	42.9%	0.0%	2.9%	0.0%
Q1e. City's storm water runoff/ storm water management system	39.4%	36.4%	15.2%	6.1%	3.0%
Q1f. City planning and development	39.4%	30.3%	21.2%	3.0%	6.1%
Q1g. Cleanliness of public areas	48.6%	31.4%	17.1%	2.9%	0.0%

2012 City of Riverside Business Survey

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

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Police Services	20	52.6 %
Ambulance Services	2	5.3 %
Fire Services	2	5.3 %
Street maintenance	3	7.9 %
City's storm water runoff/storm water	1	2.6 %
City planning and development	4	10.5 %
None chosen	6	15.8 %
Total	38	100.0 %

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

<u>Q2 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Police Services	4	10.5 %
Ambulance Services	4	10.5 %
Fire Services	10	26.3 %
Street maintenance	4	10.5 %
City's storm water runoff/storm water	1	2.6 %
City planning and development	3	7.9 %
Cleanliness of public areas	4	10.5 %
None chosen	8	21.1 %
Total	38	100.0 %

2012 City of Riverside Business Survey

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

<u>Q2 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Police Services	4	10.5 %
Ambulance Services	4	10.5 %
Fire Services	7	18.4 %
Street maintenance	6	15.8 %
City's storm water runoff/storm water	1	2.6 %
City planning and development	3	7.9 %
Cleanliness of public areas	3	7.9 %
None chosen	10	26.3 %
Total	38	100.0 %

Q2 Which THREE City services listed above are most important to your business? (top three)

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Police Services	28	73.7 %
Ambulance Services	10	26.3 %
Fire Services	19	50.0 %
Street maintenance	13	34.2 %
City's storm water runoff/storm water	3	7.9 %
City planning and development	10	26.3 %
Cleanliness of public areas	7	18.4 %
None chosen	6	15.8 %
Total	96	

2012 City of Riverside Business Survey

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

Q3 How would you rate the physical appearance of the area where your business is located?	Number	Percent
Excellent	11	28.9 %
Good	17	44.7 %
Average	9	23.7 %
Poor	1	2.6 %
Total	38	100.0 %

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

Q4 How satisfied are you with the City's efforts to improve the physical appearance of the City?	Number	Percent
Very satisfied	19	50.0 %
Satisfied	13	34.2 %
Neutral	4	10.5 %
Dissatisfied	1	2.6 %
Don't know	1	2.6 %
Total	38	100.0 %

Q4 How satisfied are you with the City's efforts to improve the physical appearance of the City?(Without Don't Know)

Q4 How satisfied are you with the City's efforts to improve the physical appearance of the City?	Number	Percent
Very satisfied	19	51.4 %
Satisfied	13	35.1 %
Neutral	4	10.8 %
Dissatisfied	1	2.7 %
Total	37	100.0 %

2012 City of Riverside Business Survey

Q5 How satisfied are you with the City's efforts to improve the City's brand and image?

Q5 How satisfied are you with the City's efforts to improve the City's brand and image?	Number	Percent
Very satisfied	17	44.7 %
Satisfied	11	28.9 %
Neutral	7	18.4 %
Don't know	3	7.9 %
Total	38	100.0 %

Q5 How satisfied are you with the City's efforts to improve the City's brand and image? (Without Don't Know)

Q5 How satisfied are you with the City's efforts to improve the City's brand and image?	Number	Percent
Very satisfied	17	48.6 %
Satisfied	11	31.4 %
Neutral	7	20.0 %
Total	35	100.0 %

2012 City of Riverside Business Survey

Q6 Do you think that the City of Riverside is a "Business Friendly" community?

Q6 Do you think that the City of Riverside is a "Business Friendly" community?	Number	Percent
Yes	30	81.1 %
No	5	13.5 %
Don't know	2	5.4 %
Total	37	100.0 %

Q6 Do you think that the City of Riverside is a "Business Friendly" community?(Without Don't Know)

Q6 Do you think that the City of Riverside is a "Business Friendly" community?	Number	Percent
Yes	30	85.7 %
No	5	14.3 %
Total	35	100.0 %

Q6a If NO: Why not?

Q6a Why not

DISREGARD FOR PRIVATE PROPERTY RIGHTS

FORCED TO CLOSE FIREWORKS BUSINESS

HARD TO GET SIGNAGE

ONLY TO NEW BUSINESS

THEY MAKE IT DIFFICULT FOR NEW COMPANIES TO MOVE IN

2012 City of 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=38)

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't know
Q7a. Overall image of the City	34.2%	26.3%	13.2%	5.3%	15.8%	5.3%
Q7b. Quality of local schools	23.7%	10.5%	15.8%	10.5%	34.2%	5.3%
Q7c. Low crime rate	60.5%	18.4%	10.5%	2.6%	2.6%	5.3%
Q7d. Availability of trained employees	13.2%	18.4%	31.6%	13.2%	15.8%	7.9%
Q7e. Level of taxation	50.0%	23.7%	13.2%	2.6%	2.6%	7.9%
Q7f. Access to highways	50.0%	31.6%	13.2%	0.0%	0.0%	5.3%
Q7g. Availability of quality housing and other amenities for senior managers	7.9%	7.9%	15.8%	23.7%	39.5%	5.3%
Q7h. Proximity of businesses that are important to your business	18.4%	28.9%	18.4%	13.2%	15.8%	5.3%
Q7i. Availability of public transportation	5.3%	18.4%	15.8%	13.2%	39.5%	7.9%
Q7j. Availability of libraries, arts and cultural amenities	10.5%	15.8%	18.4%	15.8%	34.2%	5.3%
Q7k. Attitude of local government toward business	50.0%	31.6%	10.5%	0.0%	2.6%	5.3%
Q7l. Availability of telecommunications, utilities and other infrastructure	52.6%	21.1%	18.4%	0.0%	2.6%	5.3%
Q7m. Availability of parks, trails and open spaces	18.4%	10.5%	21.1%	15.8%	28.9%	5.3%
Q7n. Low business license fees	34.2%	23.7%	23.7%	2.6%	10.5%	5.3%

2012 City of 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. (Without Don't Know)

(N=38)

	Extremely Important	Very Important	Important	Less Important	Not Important
Q7a. Overall image of the City	36.1%	27.8%	13.9%	5.6%	16.7%
Q7b. Quality of local schools	25.0%	11.1%	16.7%	11.1%	36.1%
Q7c. Low crime rate	63.9%	19.4%	11.1%	2.8%	2.8%
Q7d. Availability of trained employees	14.3%	20.0%	34.3%	14.3%	17.1%
Q7e. Level of taxation	54.3%	25.7%	14.3%	2.9%	2.9%
Q7f. Access to highways	52.8%	33.3%	13.9%	0.0%	0.0%
Q7g. Availability of quality housing and other amenities for senior managers	8.3%	8.3%	16.7%	25.0%	41.7%
Q7h. Proximity of businesses that are important to your business	19.4%	30.6%	19.4%	13.9%	16.7%
Q7i. Availability of public transportation	5.7%	20.0%	17.1%	14.3%	42.9%
Q7j. Availability of libraries, arts and cultural amenities	11.1%	16.7%	19.4%	16.7%	36.1%
Q7k. Attitude of local government toward business	52.8%	33.3%	11.1%	0.0%	2.8%
Q7l. Availability of telecommunications, utilities and other infrastructure	55.6%	22.2%	19.4%	0.0%	2.8%
Q7m. Availability of parks, trails and open spaces	19.4%	11.1%	22.2%	16.7%	30.6%
Q7n. Low business license fees	36.1%	25.0%	25.0%	2.8%	11.1%

2012 City of Riverside Business Survey

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

Q8 Top Priority	Number	Percent
Overall image of the City	6	15.8 %
Quality of local schools	2	5.3 %
Low crime rate	2	5.3 %
Level of taxation	11	28.9 %
Access to highways	10	26.3 %
Proximity of businesses that are important to your business	1	2.6 %
Attitude of local government toward business	1	2.6 %
Availability of telecommunications,	2	5.3 %
None chosen	3	7.9 %
Total	38	100.0 %

Q8 Which THREE of the 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 Priority	Number	Percent
Overall image of the City	4	10.5 %
Quality of local schools	1	2.6 %
Low crime rate	8	21.1 %
Level of taxation	2	5.3 %
Access to highways	5	13.2 %
Proximity of businesses that are important to your business	3	7.9 %
Attitude of local government toward business	6	15.8 %
Availability of telecommunications,	2	5.3 %
Availability of parks, trails and open spaces	1	2.6 %
Low business license fees	1	2.6 %
None chosen	5	13.2 %
Total	38	100.0 %

2012 City of Riverside Business Survey

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

<u>Q8 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Overall image of the City	2	5.3 %
Low crime rate	3	7.9 %
Availability of trained employees	1	2.6 %
Level of taxation	1	2.6 %
Access to highways	2	5.3 %
Availability of quality housing and other amenities for senior managers	1	2.6 %
Proximity of businesses that are important to your business	1	2.6 %
Availability of libraries, arts and cultural amenities	1	2.6 %
Attitude of local government toward business	7	18.4 %
Availability of telecommunications,	7	18.4 %
Low business license fees	5	13.2 %
None chosen	7	18.4 %
Total	38	100.0 %

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

<u>Q8 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Overall image of the City	12	31.6 %
Quality of local schools	3	7.9 %
Low crime rate	13	34.2 %
Availability of trained employees	1	2.6 %
Level of taxation	14	36.8 %
Access to highways	17	44.7 %
Availability of quality housing and other amenities for senior managers	1	2.6 %
Proximity of businesses that are important to your business	5	13.2 %
Availability of libraries, arts and cultural amenities	1	2.6 %
Attitude of local government toward business	14	36.8 %
Availability of telecommunications,	11	28.9 %
Availability of parks, trails and open spaces	1	2.6 %
Low business license fees	6	15.8 %
Total	99	

2012 City of Riverside Business Survey

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

Q9 In the next 12 months, is your business considering any of the following?	Number	Percent
Expanding your business in Riverside	6	15.8 %
Relocating to another location in Riverside	1	2.6 %
Relocating to another location outside Riverside	1	2.6 %
Downsizing	3	7.9 %
Don't know	4	10.5 %
None of these	25	65.8 %
Total	40	

Q9 In the next 12 months, is your business considering any of the following? (Without Don't Know)

Q9 In the next 12 months, is your business considering any of the following?	Number	Percent
Expanding your business in Riverside	6	17.6 %
Relocating to another location in Riverside	1	2.9 %
Relocating to another location outside Riverside	1	2.9 %
Downsizing	3	8.8 %
None of these	25	73.5 %
Total	36	

2012 City of Riverside Business Survey

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

(N=38)

	Excellent	Good	Neutral	Below Average	Poor	Don't know
Q10a. Quality of labor	10.5%	23.7%	23.7%	2.6%	0.0%	39.5%
Q10b. Availability of labor	7.9%	18.4%	26.3%	5.3%	2.6%	39.5%
Q10c. Stability of City's labor force	7.9%	23.7%	26.3%	0.0%	2.6%	39.5%
Q10d. Attitude of employees	13.2%	21.1%	26.3%	0.0%	2.6%	36.8%
Q10e. Productivity of the workforce	13.2%	23.7%	21.1%	0.0%	0.0%	42.1%
Q10f. Work ethic	13.2%	26.3%	21.1%	0.0%	2.6%	36.8%
Q10g. Quality of technical skills	7.9%	26.3%	23.7%	0.0%	2.6%	39.5%
Q10h. Presence of substance abuse	13.2%	13.2%	26.3%	2.6%	0.0%	44.7%

Q10 Please rate the labor pool in the City of Riverside in the following areas:(Without Don't Know)

(N=38)

	Excellent	Good	Neutral	Below Average	Poor
Q10a. Quality of labor	17.4%	39.1%	39.1%	4.3%	0.0%
Q10b. Availability of labor	13.0%	30.4%	43.5%	8.7%	4.3%
Q10c. Stability of City's labor force	13.0%	39.1%	43.5%	0.0%	4.3%
Q10d. Attitude of employees	20.8%	33.3%	41.7%	0.0%	4.2%
Q10e. Productivity of the workforce	22.7%	40.9%	36.4%	0.0%	0.0%
Q10f. Work ethic	20.8%	41.7%	33.3%	0.0%	4.2%
Q10g. Quality of technical skills	13.0%	43.5%	39.1%	0.0%	4.3%
Q10h. Presence of substance abuse	23.8%	23.8%	47.6%	4.8%	0.0%

2012 City of 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=38)

	Yes	No
Q11a. Zoning	13.2%	86.8%
Q11b. Pre-Occupancy/Safety Inspections	21.1%	78.9%
Q11c. Construction/Building Permits Inspections	18.4%	81.6%
Q11d. Fire Inspections	55.3%	44.7%
Q11e. Occupational Licensing	26.3%	73.7%
Q11f. Code Enforcement	13.2%	86.8%
Q11g. Other	7.9%	92.1%

Q11 Have you had this type of contact with the City, and if "YES", how would you rate your experience? (N's show number of respondents)

(N=38)

	Excellent	Good	Average	Below Average	Don't know
Q11a. Zoning	2 22.2%	1 11.1%	1 11.1%	1 11.1%	4 44.4%
Q11b. Pre-Occupancy/Safety Inspections	2 20.0%	2 20.0%	2 20.0%	0 0.0%	4 40.0%
Q11c. Construction/Building Permits Inspections	1 9.1%	3 27.3%	1 9.1%	0 0.0%	6 54.5%
Q11d. Fire Inspections	10 43.5%	5 21.7%	4 17.4%	0 0.0%	4 17.4%
Q11e. Occupational Licensing	3 23.1%	2 15.4%	2 15.4%	0 0.0%	6 46.2%
Q11f. Other	1 20.0%	0 0.0%	0 0.0%	0 0.0%	4 80.0%

2012 City of Riverside Business Survey

Q11 Have you had this type of contact with the City, and if "YES", how would you rate your experience? (N shows number of respondents Without Don't Know)

(N=38)

	Excellent	Good	Average	Below Average
	2	1	1	1
Q11a. Zoning	40.0%	20.0%	20.0%	20.0%
	2	2	2	0
Q11b. Pre-Occupancy/Safety Inspections	33.3%	33.3%	33.3%	0.0%
	1	3	1	0
Q11c. Construction/Building Permits Inspections	20.0%	60.0%	20.0%	0.0%
	10	5	4	0
Q11d. Fire Inspections	52.6%	26.3%	21.1%	0.0%
	3	2	2	0
Q11e. Occupational Licensing	42.9%	28.6%	28.6%	0.0%
	1	0	0	0
Q11f. Other	100.0%	0.0%	0.0%	0.0%

2012 City of Riverside Business Survey

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 aspects of COMMUNICATION provided by the City of Riverside:

(N=38)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q12a. The availability of information about City programs and services	31.6%	47.4%	10.5%	2.6%	2.6%	5.3%
Q12b. City efforts to keep you informed about local issues	36.8%	47.4%	10.5%	0.0%	0.0%	5.3%
Q12c. The overall user-friendliness of the City's web page (www.riversidemo.com < http://www.riversidemo.com >)	28.9%	34.2%	10.5%	2.6%	0.0%	23.7%
Q12d. The content of the City's newsletter	28.9%	47.4%	7.9%	5.3%	0.0%	10.5%
Q12e. Information provided through the City's social media sites	10.5%	28.9%	13.2%	5.3%	0.0%	42.1%

2012 City of Riverside Business Survey

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 aspects of COMMUNICATION provided by the City of Riverside:(Without Don't Know)

(N=38)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. The availability of information about City programs and services	33.3%	50.0%	11.1%	2.8%	2.8%
Q12b. City efforts to keep you informed about local issues	38.9%	50.0%	11.1%	0.0%	0.0%
Q12c. The overall user-friendliness of the City's web page (www.riversidemo.com < http://www.riversidemo.com >)	37.9%	44.8%	13.8%	3.4%	0.0%
Q12d. The content of the City's newsletter	32.4%	52.9%	8.8%	5.9%	0.0%
Q12e. Information provided through the City's social media sites	18.2%	50.0%	22.7%	9.1%	0.0%

2012 City of Riverside Business Survey

Q13 City Communication: What are your primary sources for information about City activities and services?

Q13 City Communication: What are your primary sources for information about City activities and services?

	Number	Percent
City newsletter	34	89.5 %
City website	17	44.7 %
Twitter	2	5.3 %
Facebook	2	5.3 %
Word of mouth	13	34.2 %
Newspaper	5	13.2 %
Other	3	7.9 %
Total	76	

Q13 Other

Q13-Other

DIRECT MAIL/EMAIL/CHAMBER NEWSLETTER
POLICE DEPARTMENT
STAFF

2012 City of Riverside Business Survey

Q14 Which THREE of the above methods of communication do you prefer?

Q14 Top Priority	Number	Percent
City newsletter	26	68.4 %
City website	7	18.4 %
Twitter	2	5.3 %
Other	1	2.6 %
None chosen	2	5.3 %
Total	38	100.0 %

Q14 Which THREE of the above methods of communication do you prefer?

Q14 Second Priority	Number	Percent
City newsletter	3	7.9 %
City website	15	39.5 %
Facebook	3	7.9 %
Word of mouth	4	10.5 %
Newspaper	4	10.5 %
Other	1	2.6 %
None chosen	8	21.1 %
Total	38	100.0 %

Q14 Which THREE of the above methods of communication do you prefer?

Q14 Third Priority	Number	Percent
City newsletter	2	5.3 %
Facebook	2	5.3 %
Word of mouth	7	18.4 %
Newspaper	4	10.5 %
Other	2	5.3 %
None chosen	21	55.3 %
Total	38	100.0 %

2012 City of Riverside Business Survey

Q14 Which THREE of the above methods of communication do you prefer?(top three)

Q14 Top Priority	Number	Percent
City newsletter	31	81.6 %
City website	22	57.9 %
Twitter	2	5.3 %
Facebook	5	13.2 %
Word of mouth	11	28.9 %
Newspaper	8	21.1 %
Other	4	10.5 %
None chosen	2	5.3 %
Total	85	

2012 City of Riverside Business Survey

Q15 Do you use any of the following social network sites?

Q15 Do you use any of the following social network sites?	Number	Percent
Twitter	8	21.1 %
Facebook	14	36.8 %
You Tube	10	26.3 %
Pinterest	3	7.9 %
Nixle	2	5.3 %
Other	2	5.3 %
None chosen	19	50.0 %
Total	58	

Q15 Other

Q15-Other
LINKEDIN & GOOGLE

2012 City of Riverside Business Survey

Q16 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=38)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q16a. Overall quality of services provided by the City of Riverside	44.7%	42.1%	10.5%	0.0%	0.0%	2.6%
Q16b. Overall image of the City	31.6%	50.0%	15.8%	0.0%	0.0%	2.6%
Q16c. How well the City is planning growth	31.6%	36.8%	15.8%	5.3%	0.0%	10.5%
Q16d. Overall quality of life in the City	30.6%	47.2%	11.1%	0.0%	0.0%	11.1%
Q16e. Quality of new development in Riverside	32.4%	48.6%	8.1%	2.7%	2.7%	5.4%
Q16f. Quality of public education in Riverside	32.4%	29.7%	13.5%	0.0%	2.7%	21.6%
Q16g. Overall feeling of safety in the City	42.1%	34.2%	5.3%	7.9%	2.6%	7.9%

2012 City of Riverside Business Survey

Q16 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". (Without Don't Know)

(N=38)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Overall quality of services provided by the City of Riverside	45.9%	43.2%	10.8%	0.0%	0.0%
Q16b. Overall image of the City	32.4%	51.4%	16.2%	0.0%	0.0%
Q16c. How well the City is planning growth	35.3%	41.2%	17.6%	5.9%	0.0%
Q16d. Overall quality of life in the City	34.4%	53.1%	12.5%	0.0%	0.0%
Q16e. Quality of new development in Riverside	34.3%	51.4%	8.6%	2.9%	2.9%
Q16f. Quality of public education in Riverside	41.4%	37.9%	17.2%	0.0%	3.4%
Q16g. Overall feeling of safety in the City	45.7%	37.1%	5.7%	8.6%	2.9%

2012 City of Riverside Business Survey

Q17 In general, how supportive are you of the City's efforts to redevelop Riverside's downtown corridor?

Q17 In general, how supportive are you of the
City's efforts to redevelop Riverside's downtown
corridor?

	Number	Percent
Very supportive	23	60.5 %
Somewhat supportive	7	18.4 %
Not sure	8	21.1 %
Total	38	100.0 %

Q18 In general, how supportive are you of the City's efforts to develop the Horizons area?

Q18 In general, how supportive are you of the
City's efforts to develop the Horizons area?

	Number	Percent
Very supportive	20	52.6 %
Somewhat supportive	9	23.7 %
Not sure	6	15.8 %
Not supportive	2	5.3 %
None chosen	1	2.6 %
Total	38	100.0 %

2012 City of Riverside Business Survey

Q19 How helpful would a regional transportation system be to your ability to attract employees?

Q23 How helpful would a regional transportation system be to your ability to attract employees?	Number	Percent
Very helpful	6	15.8 %
Somewhat helpful	8	21.1 %
Not helpful	13	34.2 %
Don't know	11	28.9 %
Total	38	100.0 %

Q19 How helpful would a regional transportation system be to your ability to attract employees?(Without Don't Know)

Q23 How helpful would a regional transportation system be to your ability to attract employees?	Number	Percent
Very helpful	6	22.2 %
Somewhat helpful	8	29.6 %
Not helpful	13	48.1 %
Total	27	100.0 %

Q20 Plans are developing in the Kansas City Metro for a regional transportation system. How supportive are you of Riverside being connected to this system?

Q20 Plans are developing in the Kansas City Metro for a regional transportation system. How supportive are you of Riverside being connected to this system?	Number	Percent
Very supportive	14	36.8 %
Somewhat supportive	12	31.6 %
Not sure	8	21.1 %
Not supportive	3	7.9 %
None chosen	1	2.6 %
Total	38	100.0 %

2012 City of Riverside Business Survey

Q21 Approximately how many employees do you employ in Riverside?

Q21 Approximately how many employees do you employ in Riverside?	Number	Percent
Less than 10	20	52.6 %
10-24	12	31.6 %
25-49	2	5.3 %
50-99	1	2.6 %
100-249	1	2.6 %
250-499	1	2.6 %
Don't know	1	2.6 %
Total	38	100.0 %

Q21 Approximately how many employees do you employ in Riverside? (Without Don't Know)

Q21 Approximately how many employees do you employ in Riverside?	Number	Percent
Less than 10	20	54.1 %
10-24	12	32.4 %
25-49	2	5.4 %
50-99	1	2.7 %
100-249	1	2.7 %
250-499	1	2.7 %
Total	37	100.0 %

Q22 What percentage of your employees live in the following areas?

	Mean	Total
Q22 the City of Riverside	16.36	33
Q22 Platte County outside Riverside	28.03	33
Q22 In Missouri outside Platte County	39.74	35
Q22 Wyandotte County	4.84	31
Q22 Other	11.94	33

Q22 Other

Q22-Other

JOHNSON COUNTY KANSAS

2012 City of Riverside Business Survey

Q23 Approximately what percentage of your customer base is represented by the following groups?

	Mean	Total
Q24 Customers from the City of Riverside	15.19	31
Q24 Customers from Platte County outside the City of Riverside	22.42	31
Q24 Other Missouri customers (Outside Platte County)	23.82	33
Q24 Customers from Wyandotte County	6.35	31
Q24 Other Kansas customers outside Wyandotte County	9.45	31
Q24 Other US/Overseas	18.90	29

Q24 Is your business a member of the Riverside Chamber of Commerce?

Q25 Is your business a member of the Riverside
Chamber of Commerce?

	Number	Percent
Yes	11	28.9 %
No	27	71.1 %
Total	38	100.0 %

Q24a IF YES: Are you satisfied with the

(N=11)

	Yes	No	3=
Q25a. Lunch programs	54.5%	0.0%	45.5%
Q25b. Networking Opportunities	54.5%	18.2%	27.3%
Q25c. Ability to promote your business in the community?	72.7%	9.1%	18.2%

2012 City of Riverside Business Survey

Q25 If you are not currently a member of the Chamber, are you planning to become a member?

Q26 If you are not currently a member of the Chamber, are you planning to become a member?	Number	Percent
Yes	2	7.4 %
No	16	59.3 %
Don't know	9	33.3 %
Total	27	100.0 %

Q26 Approximately how many years has your business been operating in the City of Riverside?

Q27 Approximately how many years has your business been operating in the City of Riverside?	Number	Percent
5 or fewer years	5	13.9 %
6-10 years	11	30.6 %
11-15 years	6	16.7 %
16-20 years	7	19.4 %
21-25 years	1	2.8 %
26-30 years	0	0.0 %
Over 30 years	6	16.7 %
Total	36	100.0 %

Q26 Approximately how many years has your business been operating in the City of Riverside?

Q26 Approximately how many years has your business been operating in the City of Riverside?

Maximum = 66

Mean = 17.75

Median = 11

4 Groups

1 = 9

2 = 11

3 = 19

2012 City of Riverside Business Survey

Q27 How would you best describe your business? Are you a manufacturer, wholesaler, etc.?

Q28 How would you best describe your business?

<u>Are you a manufacturer, wholesaler, etc.?</u>	<u>Number</u>	<u>Percent</u>
Manufacturing	4	10.5 %
Retail trade (not food service)	6	15.8 %
Retail food service	1	2.6 %
Transportation/warehousing	1	2.6 %
Communications	1	2.6 %
Finance/insurance/real estate	1	2.6 %
Wholesaler/distributor	6	15.8 %
Construction	5	13.2 %
Health care/medical/social services	1	2.6 %
Arts, entertainment, recreation	1	2.6 %
Professional services (law, consulting, architecture, engineers, etc)	5	13.2 %
Other	6	15.8 %
Total	38	100.0 %

Q27 Other

Q28-Other

COMMERCIAL PEST CONTROL
CONSULTING & TRAINING
LEARNING CENTER

2012 City of Riverside Business Survey

Q28 Does your business have occasion to use hotel and/or conference center services?

Q29 Does your business have occasion to use hotel and/or conference center services?	Number	Percent
Yes	12	31.6 %
No	26	68.4 %
Total	38	100.0 %

Q28a IF YES: Would you utilize these services if they were available within the City of Riverside?

Q29a IF YES: Would you utilize these services if they were available within the City of Riverside?	Number	Percent
Yes	12	100.0 %
Total	12	100.0 %

Section 8:
Business Survey Instrument



April 2012

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.

Thank you for helping to make Riverside a better community.

Sincerely,

A handwritten signature in blue ink that reads "Kathy Rose".

Mayor Kathy Rose

A handwritten signature in blue ink that reads "Brad Cope".

Alderman Brad Cope
Ward 3

A handwritten signature in blue ink that reads "Seth DeRose".

Alderman Seth DeRose
Ward 2

A handwritten signature in blue ink that reads "Mike Fuller".

Alderman Mike Fuller
Ward 1

A handwritten signature in blue ink that reads "Art Homer".

Alderman Art Homer
Ward 3

A handwritten signature in blue ink that reads "Ron Super".

Alderman Ron Super
Ward 1

A handwritten signature in blue ink that reads "Aaron Thatcher".

Alderman Aaron Thatcher
Ward 2

2012 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
E.	Street maintenance						
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 ____ (3) Neutral ____ (5) Very dissatisfied
 ____ (2) Satisfied ____ (4) Dissatisfied ____ (9) Don't know

5. How satisfied are you with the City's efforts to improve the City's brand and image?

____ (1) Very satisfied 4. ____ (3) Neutral 7. ____ (5) Very dissatisfied
 ____ (2) Satisfied 5. ____ (4) Dissatisfied 8. ____ (9) Don't know
 6.

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

____ (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, trails and open spaces	5	4	3	2	1
N.	Low business license fees	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 10 years? [Use the letters from the list in Question 8 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?

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Below Average</u>	<u>Poor</u>	<u>Don't Know</u>
--	------------------	-------------	----------------	----------------------	-------------	-------------------

- (A) ___ Yes ___ No ZONING.....5 4.....321.....9
- (B) ___ Yes ___ No PRE-OCCUPANCY/
SAFETY INSPECTIONS 5 4.....321.....9
- (C) ___ Yes ___ No CONSTRUCTION/
BUILDING PERMITS
INSPECTIONS5 4.....321.....9
- (D) ___ Yes ___ No FIRE INSPECTIONS5 4.....321.....9
- (E) ___ Yes ___ No OCCUPATIONAL
LICENSING..5 4.....321.....9
- (F) ___ Yes ___ No CODE
ENFORCEMENT.....5 4.....321.....9
- (G) ___ Yes ___ No Other.....5 4.....321.....9

12. 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
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, Nixle etc.)	5	4	3	2	1	9

13. City Communication: What are your primary sources for information about City activities and services?

- | | |
|-------------------------|-----------------------|
| ___(01) City newsletter | ___(05) Blog |
| ___(02) City website | ___(06) Word of mouth |
| ___(03) Twitter | ___(07) Newspaper |
| ___(04) Facebook | ___(12) Other_____ |

14. Which THREE of the above methods of communication do you prefer? [Use the numbers from the list in Question 13 above].

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

15. Do you use any of the following social network sites? (check all that apply)

- | | |
|-------------------|--------------------|
| ___(01) Twitter | ___(06) Nixle |
| ___(02) Facebook | ___(07) FourSquare |
| ___(03) YouTube | ___(12) Other_____ |
| ___(04) Pinterest | |

16. 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

17. In general, how supportive are you of the City’s efforts to redevelop Riverside’s downtown corridor?

☐ (1) Very supportive
 ☐ (3) Not Sure
☐ (2) Somewhat supportive
 ☐ (4) Not supportive

18. In general, how supportive are you of the City’s efforts to develop the Horizons area?

☐ (1) Very supportive
 ☐ (3) Not Sure
☐ (2) Somewhat supportive
 ☐ (4) Not supportive

19. 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

20. Plans are developing in the Kansas City Metro for a regional transportation system. How supportive are you of Riverside being connected to this system?

☐ (1) Very supportive
 ☐ (3) Not Sure
☐ (2) Somewhat supportive
 ☐ (4) Not supportive

21. 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

22. 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

23. 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

24. 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

25. Is your business a member of the Riverside Chamber of Commerce?

____(1) Yes (go to Q25a) ____ (2) No (go to Q26)

25a. IF YES: Are you satisfied with the....

- (A) **Lunch Programs?** ____ (1) Yes ____ (2) No ____ (3) Don't know
(B) **Networking Opportunities?** ____ (1) Yes ____ (2) No ____ (3) Don't know
(C) **Ability to promote your business in the community?** ____ (1) Yes ____ (2) No ____ (3) Don't know

26. If you are not currently a member of the Chamber, are you planning to become a member?

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

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

_____ years

28. 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: _____ |

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

____(1) Yes ____ (2) No

29a. 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