



Department Source: Community Relations

To: City Council

From: City Manager & Staff

Council Meeting Date: March 16, 2020

Re: 2019 Citizen Survey Results

Executive Summary

This report and appendices reflect citizen perceptions of and satisfaction with services provided by the City of Columbia. It is provided for information only, and no Council action is required.

Discussion

Compared to 2018, the 2019 survey reveals statistically significant improvements of at least four percent in: police and public safety; solid waste and utility service; code enforcement; neighborhood conditions; and City communication and financial management. Several other areas showed smaller improvements. The most significant decreases in satisfaction are related to street conditions and crime prevention.

Survey results are based on responses from 849 households in the random sample of 4,000 drawn by survey consultant ETC Institute. According to the consultant, Columbia's 21% response rate compares favorably with the national 10% average response rate.

Historically we have surveyed overall citizen satisfaction (survey Question #!) with the major category of "public safety services." This broad term might have invited respondents to reflect on not just police and fire service but also EMS and joint dispatch, which the City does not control. In 2019, we surveyed satisfaction with both fire services and police services. Dividing the question affected respondents' choices of the top four most important services to provide.

Survey results are tracked by demographics, by Ward and, to close out work on the City's 2016 – 2019 strategic plan, by the three strategic neighborhoods (Central, North and East). The 2020 survey will reflect new strategic measures adopted by City Council.

Fiscal Impact

Short-Term Impact: NA

Long-Term Impact: NA

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable



City of Columbia

701 East Broadway, Columbia, Missouri 65201

[Comprehensive Plan Impacts:](#)

Primary Impact: Not Applicable, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action
NA	NA

Suggested Council Action

This report was produced consistent with an agreement executed with ETC Institute. The consultant will formally present findings at the May 4, 2020 Pre-Council session. No formal action is required.