

2025 City of Columbia Community Survey Findings Report

Presented to the City of
Columbia, MO

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Purpose

In October and November 2025, ETC Institute conducted a community survey for the City of Columbia to assess resident satisfaction with major City services and ensure alignment between City priorities and resident feedback.

Prior to the 2024 survey, the last time ETC Institute conducted a survey for the City was between December 2019 and January 2020 – just prior to the COVID 19 pandemic. Compared to previous years, the 2024 survey featured a new survey instrument to enhance data quality. Most of the same questions have remained in the 2025 survey to facilitate trend comparisons.

Methodology

The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Columbia. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address; this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database. After the surveys were mailed, residents who received the survey were contacted by follow-up message to encourage participation.

The goal was to receive 800 completed surveys. This goal was met, with 804 households completing the survey. The results for 804 households have a 95% level of confidence with a precision of at least $\pm 3.4\%$. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online).

The percentage of “don’t know” responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between City services. Since the number of “don’t know” responses often reflect the utilization and awareness of City services, the percentage of “don’t know” responses have been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase, “who had an opinion.”

This report contains:

- a summary of major survey findings
- charts and graphs showing the results of each question on the survey, including comparisons to the 2019 and 2024 survey results where applicable (Section 1)
- benchmarking data that show how the results for Columbia compare to other communities (Section 2)
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results (Section 3)

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- tables that show results of the random sample for each question on the survey (Section 4)
- a copy of the survey instrument (Section 5)

Major Survey Findings

Ratings of Quality of Life and Perceptions of the City. Seventy percent (70%) of respondents, who had an opinion, gave Columbia “excellent” or “good” ratings as a place to work; 69% rated the City as an “excellent” or “good” place to live, and 63% gave the City “excellent” or “good” ratings as a place to raise a family.

Overall Satisfaction with Major City Services. Seventy-two percent (72%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of City parks and recreation programs and facilities. Other major City services that respondents were satisfied with include: maintenance of City buildings and facilities (62%), quality of customer service from City employees (60%), quality of the City’s electric services (58%), and quality of police and fire services (58%).

Major City Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the major City services that respondents feel are most important for the City to emphasize over the next two years are: 1) quality of police and fire services, 2) quality of City streets, and 3) quality of the City’s solid waste services.

Various Actions by the City That Should Receive the Most Emphasis. Based on the sum of their top four choices, the actions that should receive the most emphasis by the City over the next two years are: 1) increasing the number of police, 2) maintaining and improving streets and sidewalks, 3) homelessness, and 4) increasing quality and quantity of housing options.

Customer Service from City Employees. Seventy percent (70%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with how courteously they were treated by City employees. Other customer service items that respondents were satisfied with include: technical competence/knowledge of City employees who assisted them (65%) and overall satisfaction with customer service by City employees (64%).

Communication. Forty-six percent (46%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about City programs and services; 41% were satisfied with the quality of the City’s website, and 39% were satisfied with efforts to keep them informed about local issues.

Public Safety. Eighty-three percent (83%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City of Columbia Fire Department; 83% were satisfied with how quickly the Fire Department responds; 71% were satisfied with the effectiveness of fire prevention/safety programs; 62% were satisfied with the treatment of citizens

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by the Columbia Police Department, and 52% were satisfied with the quality of the City's Police Department.

Public Safety Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the public safety services that respondents feel are most important for the City to emphasize over the next two years are: 1) the City's efforts to prevent crime, 2) visibility of police downtown, and 3) quality of the City of Columbia Police Department.

Perceptions of Safety. Eighty-nine percent (89%) of the respondents, who had an opinion, felt safe (rating of 4 or 5 on a 5-point scale) in their neighborhood during the day; 71% felt safe in their neighborhood at night, and 68% felt safe walking in downtown Columbia during the day.

City Maintenance/Public Works. Sixty-nine percent (69%) of residents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of City buildings; 66% were satisfied with the maintenance of street signs and traffic signals; 52% were satisfied with the tree trimming/replacement program, and 51% were satisfied with the landscaping/appearance of public areas along City streets.

City Maintenance/Public Works Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the City maintenance/public works services that respondents feel are most important for the City to emphasize over the next two years are: 1) maintenance of City streets, 2) snow removal on City streets, and 3) condition of City sidewalks adjacent to streets,

Transportation. Sixty-five percent (65%) of residents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the ease of travel from home to work or school; 61% were satisfied with the width of sidewalks in business districts, and 58% were satisfied with the availability of parking in residential areas.

Enforcement of Property Maintenance Codes. Thirty-five percent (35%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with enforcing maintenance of commercial property; 34% were satisfied with enforcing mowing and trimming of lawns on private property, and 32% were satisfied with enforcing maintenance of residential property.

Parks and Recreation. Eighty-four percent (84%) of residents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the number of walking and biking trails; 81% were satisfied with the quality of walking and biking trails; 78% were satisfied with how close neighborhood parks are to their home; 68% were satisfied with cleanliness of City parks including litter and debris pickup, and 67% were satisfied with the number of outdoor athletic facilities.

Parks and Recreation Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the parks and recreation services that residents feel are most important for the City to emphasize over the next two years are: 1) cleanliness of City parks including litter and debris pickup, 2) the City's youth and teen programs, and 3) adult and senior citizen programs.

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Other Findings

- The most preferred methods of communication to receive information from the City of Columbia, based on the sum of respondents' top two choices, were: 1) emails, 2) social media posts, and 3) direct mailers.
- Fifty-four percent (54%) of respondents surveyed agreed with the statement, *"When interacting with the City, I receive information I need and am treated with respect;"* 16% did not agree with this statement, and 31% did not have an opinion.
- Sixty-six percent (66%) of respondents, who had an opinion, are "very supportive" or "somewhat supportive" (rating of 4 or 5 on a 5-point scale) of the City utilizing voluntary integration/sharing of privately owned cameras; 63% support the utilization of drones by police, and 54% support utilizing facial recognition technology.

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Trends Since 2024

Ratings for the City of Columbia stayed the same or increased in 80 of the 89 areas assessed. The City showed significant increases (5% or more) in 35 of these areas. ETC Institute compared the 2025 survey results to the results of the 2024 Community Survey administered in the City of Columbia. The tables below and on the following page show the comparisons to the 2024 survey results:

Service	2025	2024	Difference	Category
Quality of the City of Columbia Police Dept.	52.0%	37.7%	14.3%	Public Safety
In your neighborhood at night	70.9%	57.4%	13.5%	Perceptions of Safety
How quickly police respond to emergencies	44.5%	32.0%	12.5%	Public Safety
The City's efforts to prevent crime	29.8%	17.6%	12.2%	Public Safety
Overall feeling of safety in Columbia	49.5%	39.7%	9.8%	Perceptions of Safety
Quality of police and fire services	57.8%	48.1%	9.7%	Major City Services
As a place to retire	54.0%	44.9%	9.1%	Quality of Life/Perceptions of the City
As a place to educate children	54.1%	45.2%	8.9%	Quality of Life/Perceptions of the City
In City parks	46.4%	38.0%	8.4%	Perceptions of Safety
As a place to raise a family	63.1%	54.9%	8.2%	Quality of Life/Perceptions of the City
Visibility of police in my neighborhood	35.1%	26.9%	8.2%	Public Safety
As a place to live	69.4%	61.3%	8.1%	Quality of Life/Perceptions of the City
Adult and senior citizen programs	54.2%	46.4%	7.8%	Parks and Recreation
How easy the department was to contact	60.5%	52.8%	7.7%	Customer Service from City Employees
Quality of walking and biking trails	80.6%	73.1%	7.5%	Parks and Recreation
Overall quality of life in Columbia	59.8%	52.6%	7.2%	Quality of Life/Perceptions of the City
As a place where residents support each other	50.5%	43.6%	6.9%	Quality of Life/Perceptions of the City
Responsiveness of Police Dept. in enforcing local traffic	34.4%	27.6%	6.8%	Public Safety
Overall value received for City taxes & fees	38.2%	31.8%	6.4%	Quality of Life/Perceptions of the City
Quality of City services	51.6%	45.2%	6.4%	Major City Services
Effectiveness of communication with the public	40.2%	33.8%	6.4%	Major City Services
Overall image of the City	48.1%	41.9%	6.2%	Quality of Life/Perceptions of the City
Visibility of police downtown	35.4%	29.2%	6.2%	Public Safety
Maintenance of City buildings and facilities	61.7%	55.5%	6.2%	Major City Services
Quality of City parks & rec programs/facilities	72.3%	66.3%	6.0%	Major City Services
Treatment of citizens by the Columbia Police Dept.	61.8%	55.8%	6.0%	Public Safety
Availability of public transportation	24.5%	18.8%	5.7%	Transportation
Quality of the City's sewer system	53.0%	47.4%	5.6%	Major City Services
Overall appearance of the City	45.6%	40.0%	5.6%	Quality of Life/Perceptions of the City
Landscaping/appearance of public areas along City streets	50.8%	45.2%	5.6%	City Maintenance/Public Works
Efforts to keep you informed about local issues	38.9%	33.4%	5.5%	Communication
Enforcement of City codes and ordinances	35.4%	30.0%	5.4%	Major City Services
As a place to work	69.6%	64.2%	5.4%	Quality of Life/Perceptions of the City
Quality of the City's water services	54.8%	49.7%	5.1%	Major City Services
Enforcing cleanup of litter & debris on private property	32.2%	27.1%	5.1%	Enforcement of Property Maintenance Codes
Timeliness of City employees resolving your issue	60.2%	55.3%	4.9%	Customer Service from City Employees
As a place to open a business	43.9%	39.1%	4.8%	Quality of Life/Perceptions of the City
Police Dept. engagement within the community	45.4%	40.6%	4.8%	Public Safety
As a place where you would buy a home	58.6%	54.0%	4.6%	Quality of Life/Perceptions of the City
In your neighborhood during the day	88.7%	84.2%	4.5%	Perceptions of Safety
City's aquatic facilities	50.5%	46.0%	4.5%	Parks and Recreation
How well the City's communications meet your needs	36.0%	31.7%	4.3%	Communication
Condition of City sidewalks adjacent to streets	35.1%	30.8%	4.3%	City Maintenance/Public Works
Availability of info about City programs/services	46.4%	42.2%	4.2%	Communication

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Trends Since 2024 (cont.)

Service	2025	2024	Difference	Category
Enforcing codes designed to address public safety & nuisance issues	28.6%	24.5%	4.1%	Enforcement of Property Maintenance Codes
City's fitness programs	56.5%	52.4%	4.1%	Parks and Recreation
Adequacy of City street lighting	48.0%	44.0%	4.0%	City Maintenance/Public Works
Technical competence/knowledge of City employees who assisted you	65.2%	61.3%	3.9%	Customer Service from City Employees
Maintenance of City buildings	69.1%	65.2%	3.9%	City Maintenance/Public Works
Number of walking and biking trails	83.5%	79.6%	3.9%	Parks and Recreation
Fees charged for recreation programs & services	53.3%	49.8%	3.5%	Parks and Recreation
Quality of health and human services	55.7%	52.7%	3.0%	Major City Services
Availability of parking downtown	25.8%	22.8%	3.0%	Transportation
Treatment/fairness of the City's municipal court	41.3%	38.3%	3.0%	Public Safety
How well the City communicates notices of public meetings	38.1%	35.4%	2.7%	Communication
How open the City is to public involvement & input from residents	32.9%	30.2%	2.7%	Communication
Quality of City streets	31.4%	28.8%	2.6%	Major City Services
Satisfaction with customer service by City employees	64.0%	61.6%	2.4%	Customer Service from City Employees
Tree trimming/replacement program	52.3%	50.0%	2.3%	City Maintenance/Public Works
How close neighborhood parks are to home	78.4%	76.1%	2.3%	Parks and Recreation
Quality of the City's website	41.2%	38.9%	2.3%	Communication
Number of outdoor athletic facilities	66.8%	64.6%	2.2%	Parks and Recreation
Effectiveness of fire prevention/safety programs	71.4%	69.3%	2.1%	Public Safety
Quality of City's stormwater runoff/mgmt. system	45.4%	43.4%	2.0%	Major City Services
How quickly the Fire Dept. responds	83.4%	81.5%	1.9%	Public Safety
Enforcing maintenance of residential property	32.4%	30.5%	1.9%	Enforcement of Property Maintenance Codes
Width of sidewalks in business districts	60.8%	59.0%	1.8%	Transportation
Enforcing mowing & trimming of lawns on private property	34.0%	32.2%	1.8%	Enforcement of Property Maintenance Codes
How courteously you were treated	69.6%	67.8%	1.8%	Customer Service from City Employees
Quality of customer service from City employees	59.7%	58.1%	1.6%	Major City Services
Adequacy of residential street lighting	45.4%	43.8%	1.6%	City Maintenance/Public Works
Availability of pedestrian walkways	47.8%	46.4%	1.4%	Transportation
Availability of parking in business districts	32.7%	31.5%	1.2%	Transportation
Access to information about current & proposed projects	26.2%	25.2%	1.0%	Planning and Development
City's youth and teen programs	40.0%	39.1%	0.9%	Parks and Recreation
Maintenance of City streets	31.5%	30.8%	0.7%	City Maintenance/Public Works
Availability of parking in residential areas	58.4%	57.9%	0.5%	Transportation
Availability of info about City parks & recreation programs	65.6%	65.1%	0.5%	Parks and Recreation
Standards & quality of development process	26.8%	26.3%	0.5%	Planning and Development
Quality of the City of Columbia Fire Dept.	83.4%	83.4%	0.0%	Public Safety
Enforcing maintenance of commercial property	34.8%	34.9%	-0.1%	Enforcement of Property Maintenance Codes
Quality of the City's electric services	58.1%	58.4%	-0.3%	Major City Services
Maintenance of street signs and traffic signals	65.9%	66.2%	-0.3%	City Maintenance/Public Works
Availability of bicycle lanes	45.0%	45.3%	-0.3%	Transportation
Ability to participate in development process as a citizen	27.5%	27.8%	-0.3%	Planning and Development
Quality of outdoor athletic facilities	64.4%	65.0%	-0.6%	Parks and Recreation
Ease of travel from your home to work/school	64.7%	67.1%	-2.4%	Transportation
Snow removal on City streets	41.8%	46.4%	-4.6%	City Maintenance/Public Works
Quality of the City's solid waste services	46.4%	52.5%	-6.1%	Major City Services

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How the City of Columbia Compares to Other Communities Regionally

The City of Columbia rated higher than the Plains regional average in 20 of the 47 areas that were assessed. Columbia rated significantly higher than the Plains Region (5% or more above) in 14 of these areas. Listed below are the comparisons between the City of Columbia and the Plains regional average:

Service	Columbia	Plains Region	Difference	Category
How quickly the Fire Dept. responds	83.4%	64.9%	18.5%	Public Safety Services
As a place to work	69.6%	51.2%	18.4%	Quality of Life/Perceptions of the City
Quality of City parks & rec programs/facilities	72.3%	55.1%	17.2%	Major City Services
Quality of customer service from City employees	59.7%	43.6%	16.1%	Major City Services
Effectiveness of fire prevention/safety programs	71.4%	55.5%	15.9%	Public Safety Services
As a place to live	69.4%	56.9%	12.5%	Quality of Life/Perceptions of the City
Maintenance of City buildings	69.1%	56.9%	12.2%	City Maintenance/Public Works
Quality of the City's electric services	58.1%	46.2%	11.9%	Major City Services
Maintenance of street signs and traffic signals	65.9%	54.5%	11.4%	City Maintenance/Public Works
In your neighborhood during the day	88.7%	79.3%	9.4%	Perceptions of Safety
Quality of the Fire Dept.	83.4%	74.7%	8.7%	Public Safety Services
In your neighborhood at night	70.9%	62.2%	8.7%	Perceptions of Safety
As a place to raise a family	63.1%	57.6%	5.5%	Quality of Life/Perceptions of the City
As a place to retire	54.0%	48.7%	5.3%	Quality of Life/Perceptions of the City
Availability of info about City programs/services	46.4%	43.7%	2.7%	City Communication
Quality of the City's sewer system	53.0%	50.5%	2.5%	Major City Services
Overall image of the City	48.1%	46.8%	1.3%	Quality of Life/Perceptions of the City
As a place where you would buy a home	58.6%	57.8%	0.8%	Quality of Life/Perceptions of the City
How open the City is to public involvement & input from residents	32.9%	32.3%	0.6%	City Communication
Quality of City services	51.6%	51.5%	0.1%	Major City Services
Quality of the City's website	41.2%	41.9%	-0.7%	City Communication
Overall value received for City taxes & fees	38.2%	39.4%	-1.2%	Quality of Life/Perceptions of the City
Quality of the Police Dept.	52.0%	53.5%	-1.5%	Public Safety Services
Quality of the City's water services	54.8%	56.6%	-1.8%	Major City Services
Landscaping/appearance of public areas along City streets	50.8%	53.5%	-2.7%	City Maintenance/Public Works
Quality of the City's solid waste services	46.4%	49.7%	-3.3%	Major City Services
Effectiveness of communication with the public	40.2%	44.0%	-3.8%	Major City Services
Efforts to keep you informed about local issues	38.9%	44.0%	-5.1%	City Communication
Quality of police and fire services	57.8%	64.0%	-6.2%	Major City Services
Quality of City streets	31.4%	37.7%	-6.3%	Major City Services
Adequacy of City street lighting	48.0%	55.0%	-7.0%	City Maintenance/Public Works
In City parks	46.4%	55.5%	-9.1%	Perceptions of Safety
Condition of City sidewalks adjacent to streets	35.1%	44.2%	-9.1%	City Maintenance/Public Works
Enforcing mowing & trimming of lawns on private property	34.0%	43.3%	-9.3%	Enforcement of Property Maintenance Codes
Overall appearance of the City	45.6%	55.3%	-9.7%	Quality of Life/Perceptions of the City
Quality of City's stormwater runoff/mgmt. system	45.4%	55.3%	-9.9%	Major City Services
Enforcing maintenance of commercial property	34.8%	45.7%	-10.9%	Enforcement of Property Maintenance Codes
How quickly police respond to emergencies	44.5%	55.6%	-11.1%	Public Safety Services
Overall feeling of safety	49.5%	60.8%	-11.3%	Perceptions of Safety
Enforcement of City codes and ordinances	35.4%	47.4%	-12.0%	Major City Services
Enforcing maintenance of residential property	32.4%	44.7%	-12.3%	Enforcement of Property Maintenance Codes
Maintenance of City streets	31.5%	45.3%	-13.8%	City Maintenance/Public Works
Snow removal on City streets	41.8%	57.8%	-16.0%	City Maintenance/Public Works
Enforcing cleanup of litter & debris on private property	32.2%	49.4%	-17.2%	Enforcement of Property Maintenance Codes
Responsiveness of Police Dept. in enforcing local traffic laws	34.4%	54.2%	-19.8%	Public Safety Services
Visibility of police in neighborhoods	35.1%	59.2%	-24.1%	Public Safety Services
The City's efforts to prevent crime	29.8%	55.4%	-25.6%	Public Safety Services

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How the City of Columbia Compares to Other Communities Nationally

Satisfaction ratings for the City of Columbia rated above the national average in 24 of the 47 areas that were assessed. Columbia rated significantly higher than the national average (difference of 5% or more) in 18 of these areas. Listed below are the comparisons between the City of Columbia and the national average:

Service	Columbia	U.S.	Difference	Category
Quality of City parks & rec programs/facilities	72.3%	48.3%	24.0%	Major City Services
As a place to work	69.6%	46.7%	22.9%	Quality of Life/Perceptions of the City
Quality of customer service from City employees	59.7%	38.0%	21.7%	Major City Services
Effectiveness of fire prevention/safety programs	71.4%	51.9%	19.5%	Public Safety Services
Maintenance of City buildings	69.1%	51.5%	17.6%	City Maintenance/Public Works
How quickly the Fire Dept. responds	83.4%	66.4%	17.0%	Public Safety Services
In your neighborhood during the day	88.7%	72.3%	16.4%	Perceptions of Safety
Quality of the Fire Dept.	83.4%	68.0%	15.4%	Public Safety Services
Quality of the City's electric services	58.1%	42.9%	15.2%	Major City Services
As a place to live	69.4%	54.7%	14.7%	Quality of Life/Perceptions of the City
In your neighborhood at night	70.9%	56.2%	14.7%	Perceptions of Safety
Maintenance of street signs and traffic signals	65.9%	54.4%	11.5%	City Maintenance/Public Works
Quality of City services	51.6%	42.9%	8.7%	Major City Services
As a place where you would buy a home	58.6%	50.5%	8.1%	Quality of Life/Perceptions of the City
As a place to retire	54.0%	47.3%	6.7%	Quality of Life/Perceptions of the City
As a place to raise a family	63.1%	56.7%	6.4%	Quality of Life/Perceptions of the City
Quality of the City's water services	54.8%	49.3%	5.5%	Major City Services
Overall value received for City taxes & fees	38.2%	32.7%	5.5%	Quality of Life/Perceptions of the City
Overall image of the City	48.1%	44.6%	3.5%	Quality of Life/Perceptions of the City
Effectiveness of communication with the public	40.2%	37.2%	3.0%	Major City Services
Quality of the Police Dept.	52.0%	49.0%	3.0%	Public Safety Services
Availability of info about City programs/services	46.4%	44.1%	2.3%	City Communication
Quality of the City's sewer system	53.0%	50.9%	2.1%	Major City Services
Landscaping/appearance of public areas along City streets	50.8%	49.3%	1.5%	City Maintenance/Public Works
Quality of police and fire services	57.8%	58.8%	-1.0%	Major City Services
Quality of the City's website	41.2%	42.4%	-1.2%	City Communication
How open the City is to public involvement & input from residents	32.9%	34.7%	-1.8%	City Communication
Overall appearance of the City	45.6%	47.6%	-2.0%	Quality of Life/Perceptions of the City
Quality of City's stormwater runoff/mgmt. system	45.4%	48.5%	-3.1%	Major City Services
Efforts to keep you informed about local issues	38.9%	42.0%	-3.1%	City Communication
Quality of the City's solid waste services	46.4%	50.1%	-3.7%	Major City Services
Adequacy of City street lighting	48.0%	52.4%	-4.4%	City Maintenance/Public Works
Enforcement of City codes and ordinances	35.4%	39.9%	-4.5%	Major City Services
In City parks	46.4%	52.4%	-6.0%	Perceptions of Safety
Quality of City streets	31.4%	37.5%	-6.1%	Major City Services
How quickly police respond to emergencies	44.5%	51.7%	-7.2%	Public Safety Services
Condition of City sidewalks adjacent to streets	35.1%	42.8%	-7.7%	City Maintenance/Public Works
Overall feeling of safety	49.5%	57.3%	-7.8%	Perceptions of Safety
Enforcing mowing & trimming of lawns on private property	34.0%	43.1%	-9.1%	Enforcement of Property Maintenance Codes
Enforcing maintenance of residential property	32.4%	42.1%	-9.7%	Enforcement of Property Maintenance Codes
Enforcing maintenance of commercial property	34.8%	44.7%	-9.9%	Enforcement of Property Maintenance Codes
Snow removal on City streets	41.8%	51.9%	-10.1%	City Maintenance/Public Works
Enforcing cleanup of litter & debris on private property	32.2%	42.5%	-10.3%	Enforcement of Property Maintenance Codes
Visibility of police in neighborhoods	35.1%	46.6%	-11.5%	Public Safety Services
Maintenance of City streets	31.5%	43.5%	-12.0%	City Maintenance/Public Works
Responsiveness of Police Dept. in enforcing local traffic laws	34.4%	50.3%	-15.9%	Public Safety Services
The City's efforts to prevent crime	29.8%	46.0%	-16.2%	Public Safety Services

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Executive Summary



Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, they should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

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

- Quality of City streets (I-S Rating = 0.3121)
- Quality of police and fire services (I-S Rating = 0.2140)

The table below shows the Importance-Satisfaction rating for all 14 major categories of City services that were rated.

Importance-Satisfaction Rating

City of Columbia, MO
Major City Services

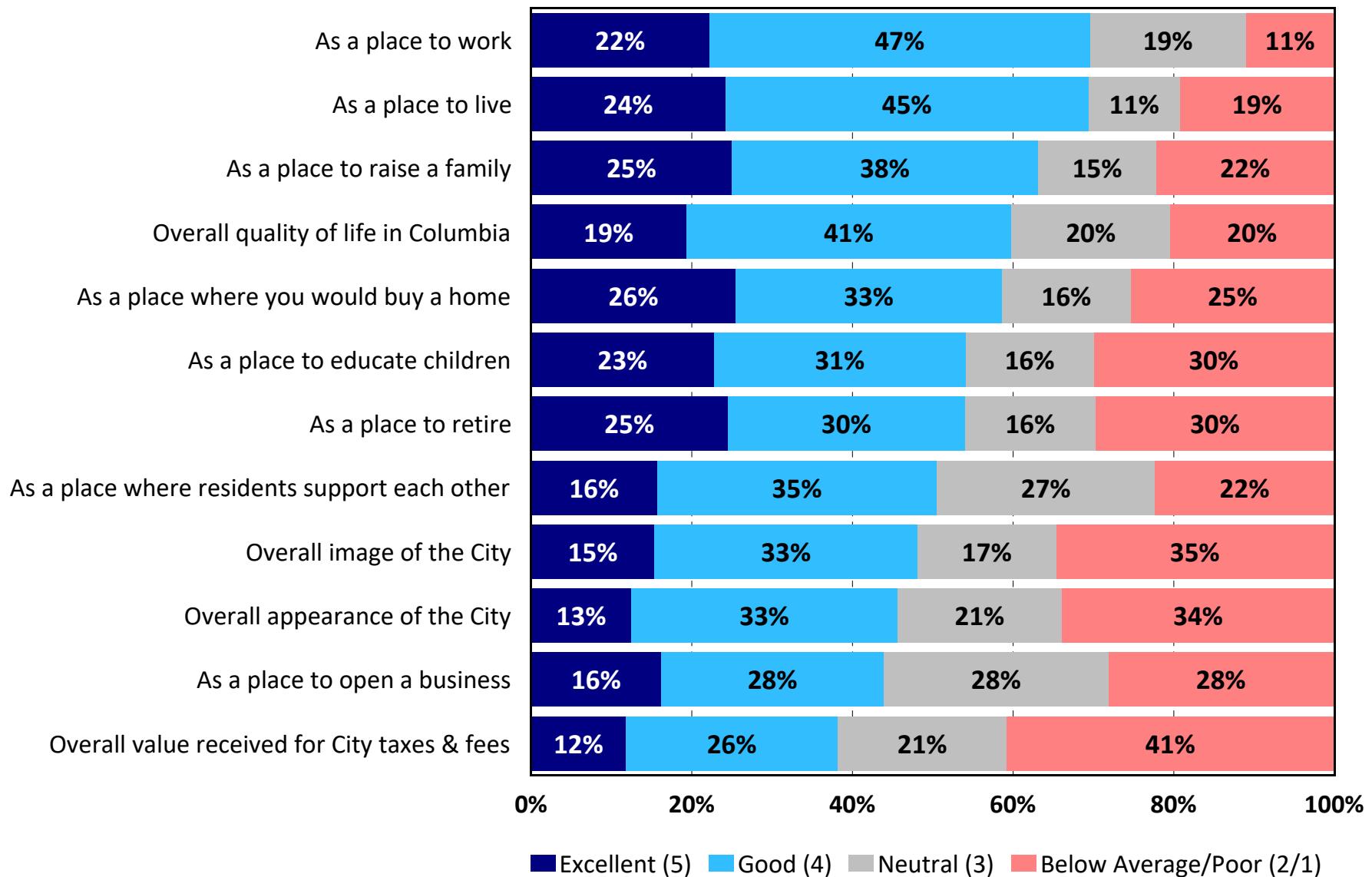
Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Quality of City streets	46%	2	31%	14	0.3121	1
Quality of police and fire services	51%	1	58%	5	0.2140	2
High Priority (IS .10-.20)						
Quality of the City's solid waste services	33%	3	46%	10	0.1785	3
Enforcement of City codes and ordinances	25%	4	35%	13	0.1615	4
Quality of the City's electric services	11%	10	58%	4	0.1509	5
Effectiveness of communication with the public	25%	5	40%	12	0.1483	6
Medium Priority (IS <.10)						
Quality of City services	17%	6	52%	9	0.0808	7
Quality of the City's water services	16%	7	55%	7	0.0737	8
Quality of health and human services	14%	8	56%	6	0.0638	9
Quality of City's stormwater runoff/mgmt. system	9%	11	45%	11	0.0475	10
Quality of City parks & rec programs/facilities	11%	9	72%	1	0.0316	11
Quality of the City's sewer system	6%	12	53%	8	0.0282	12
Quality of customer service from City employees	4%	13	60%	3	0.0169	13
Maintenance of City buildings and facilities	4%	14	62%	2	0.0146	14

1

Charts and Graphs

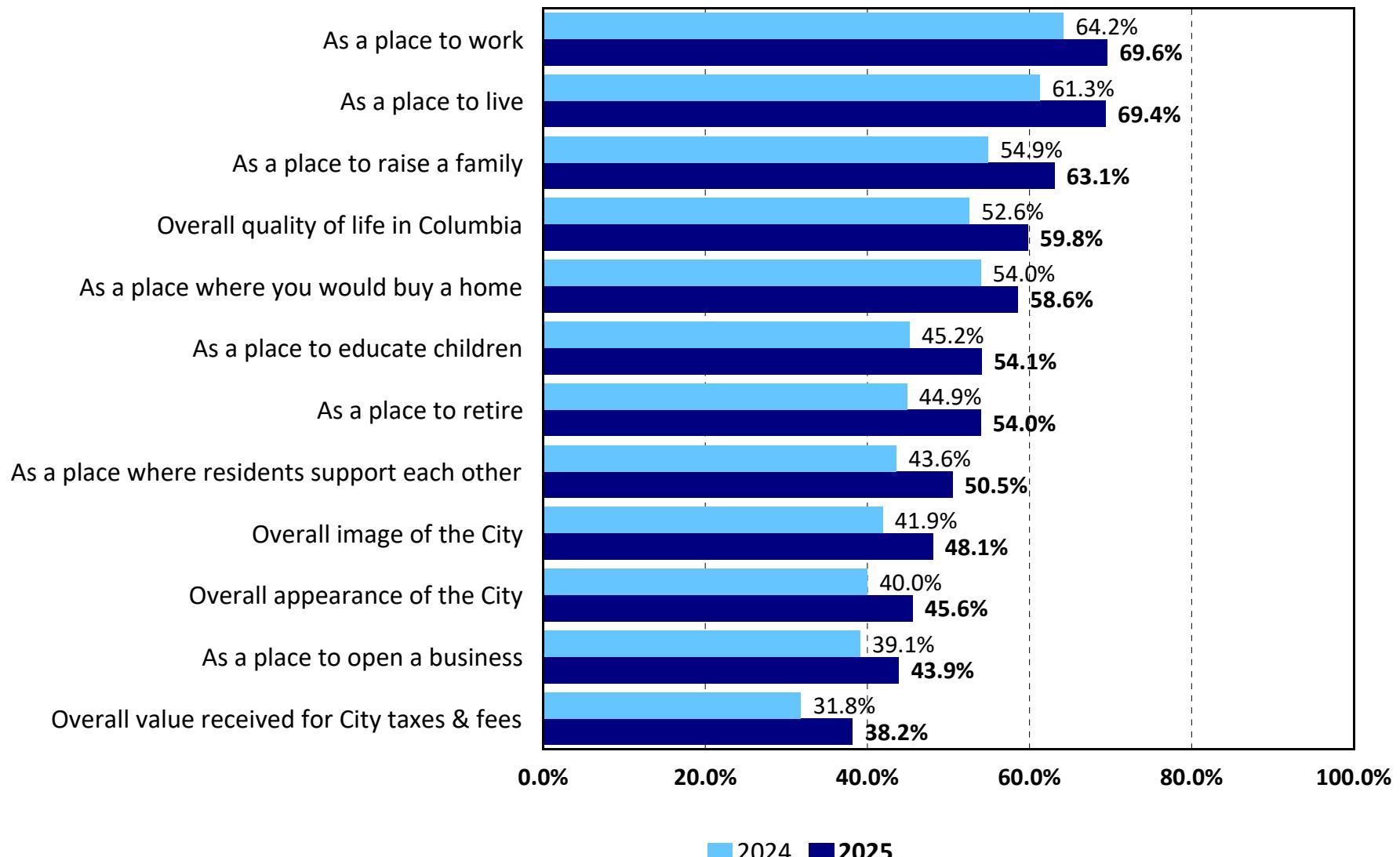
Q1. Ratings of Quality of Life and Perceptions of the City

by percentage of respondents (excluding “don’t know”)



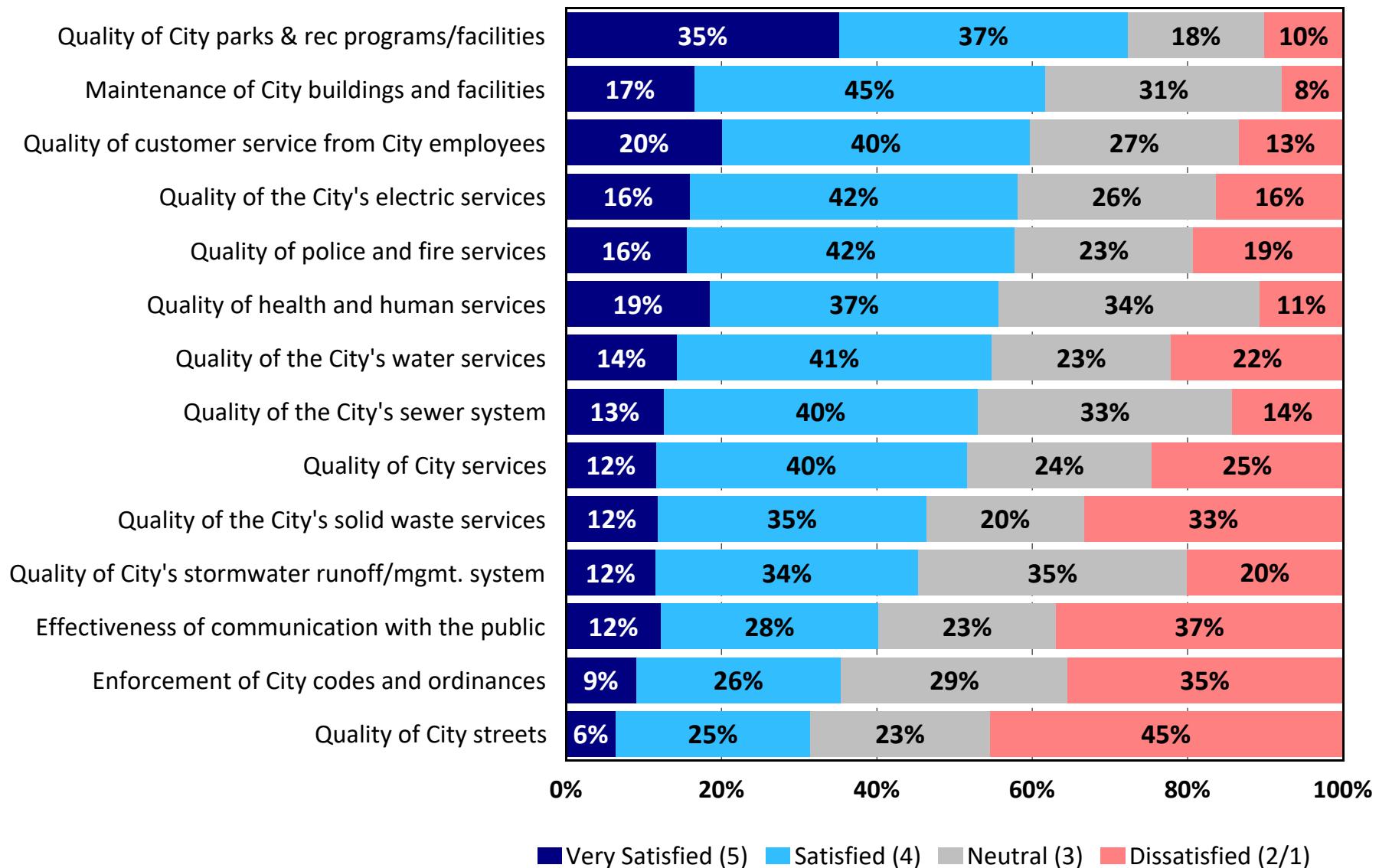
TRENDS: Ratings of Quality of Life and Perceptions of the City - 2024 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



Q2. Overall Satisfaction With Major City Services

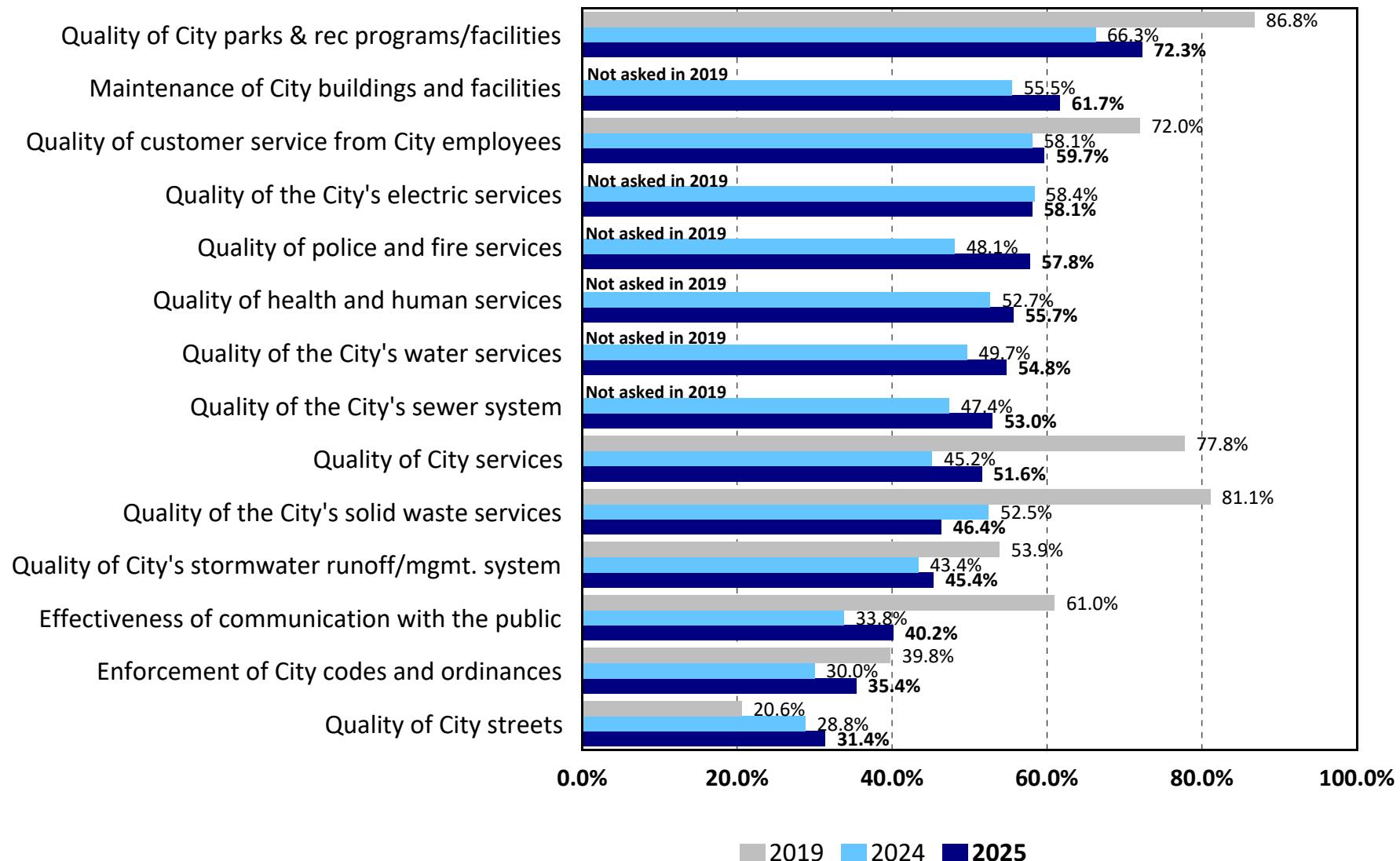
by percentage of respondents (excluding “don't know”)



TRENDS: Overall Satisfaction With Major City Services

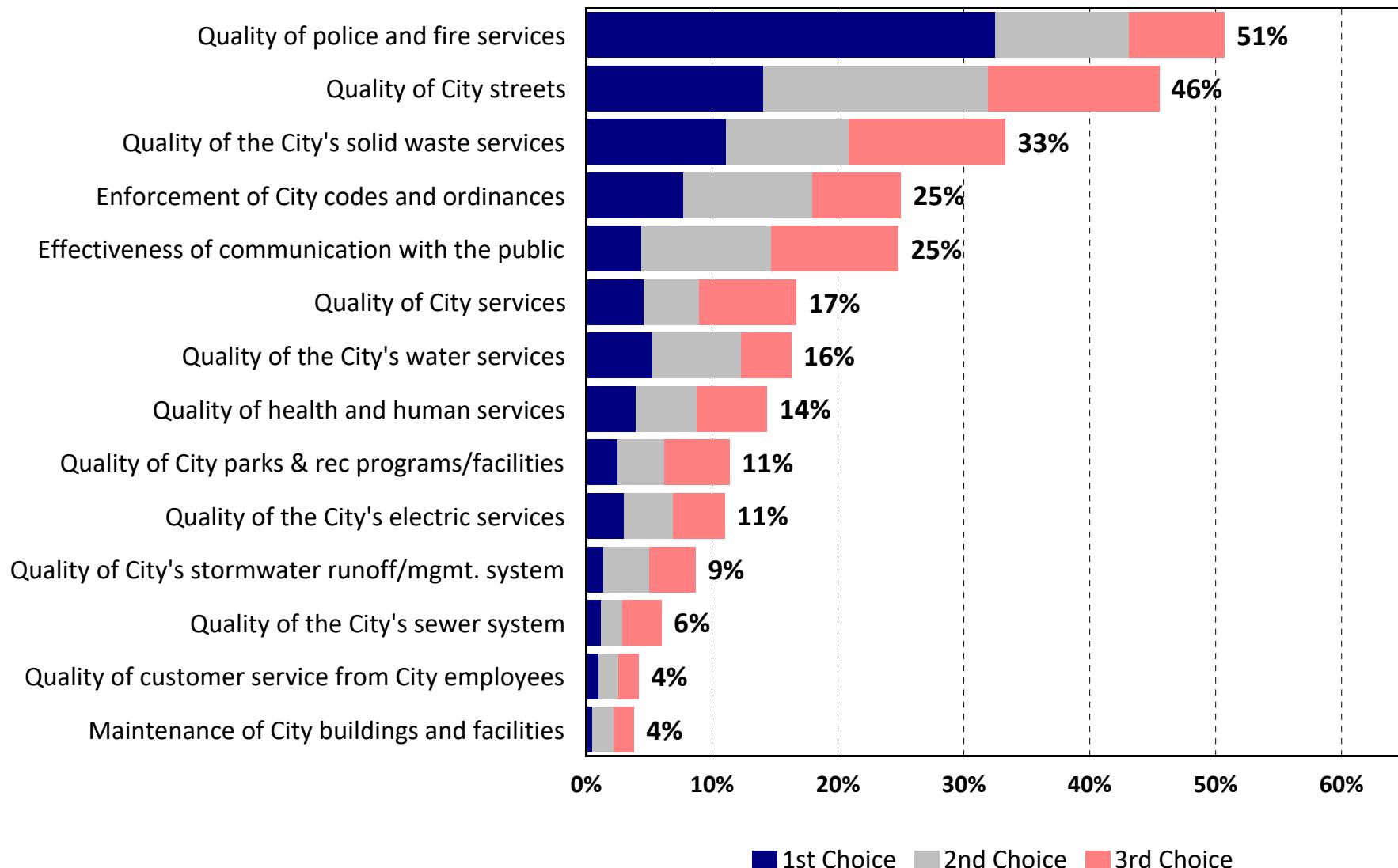
2019 to 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



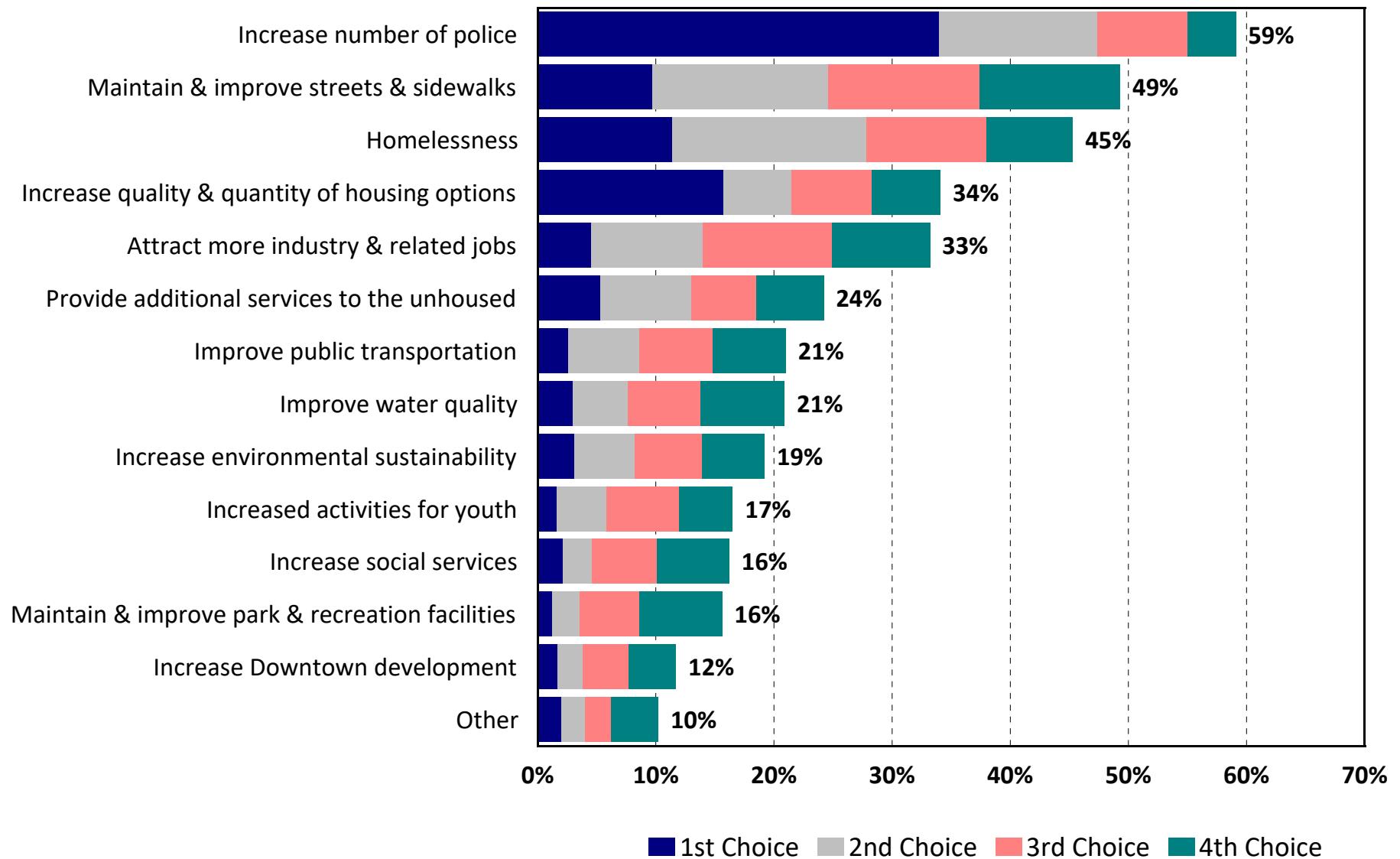
Q3. Major City Services That Should Receive the Most Emphasis Over the Next Two Years

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



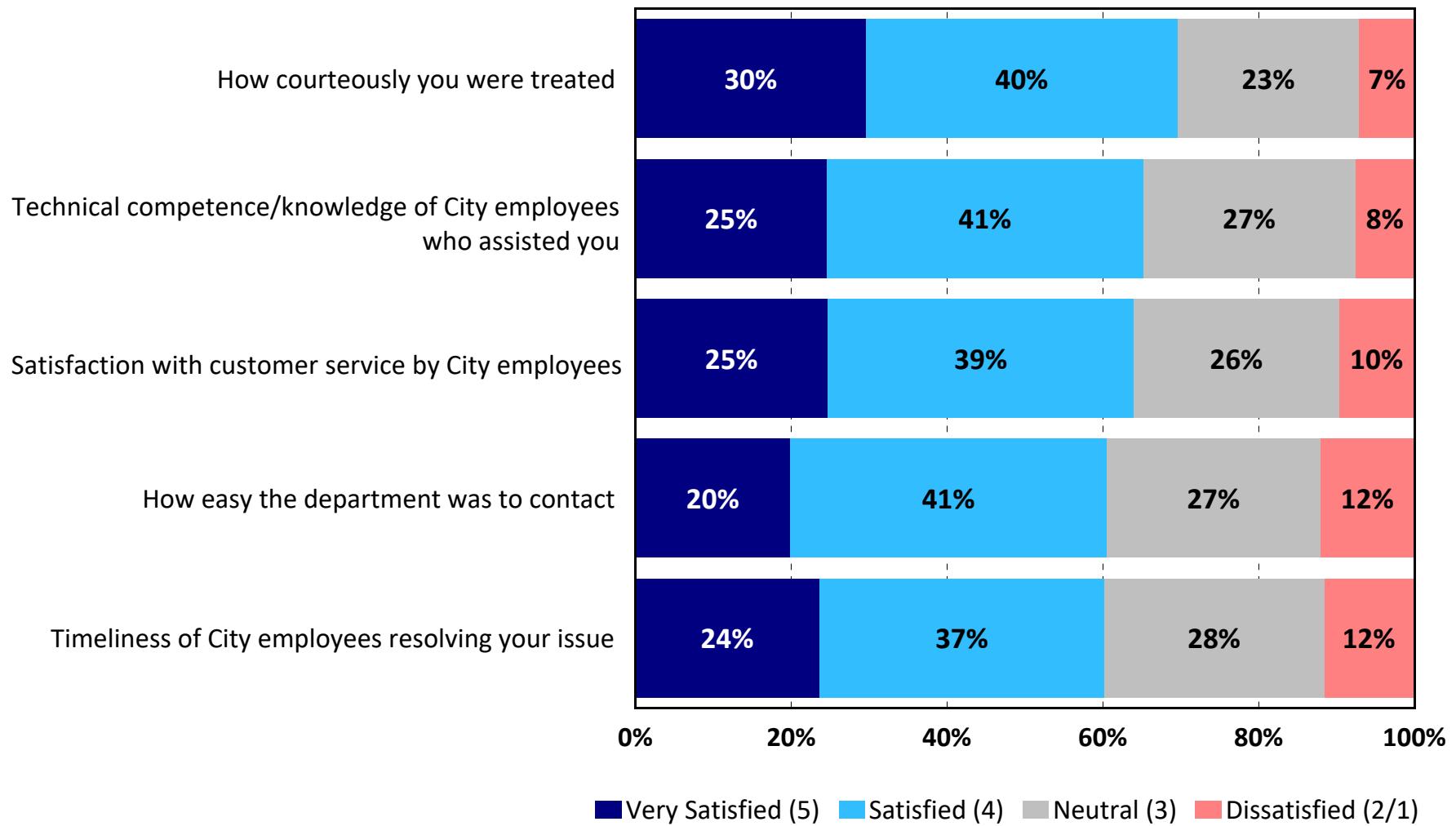
Q4. Items That Should Receive the Most Emphasis Over the Next Two Years

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



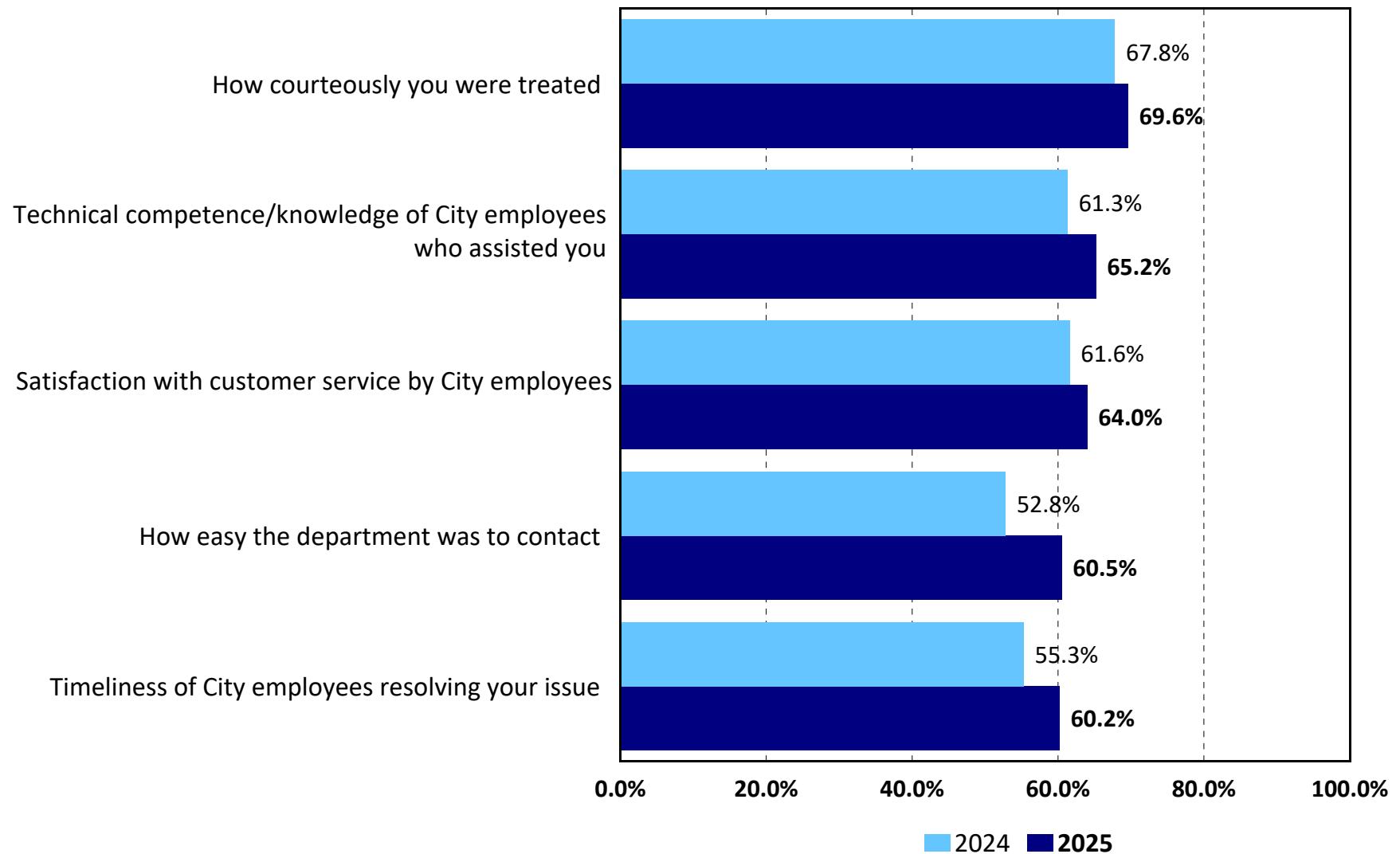
Q5. Satisfaction With Customer Service From City Employees

by percentage of respondents (excluding “don't know”)



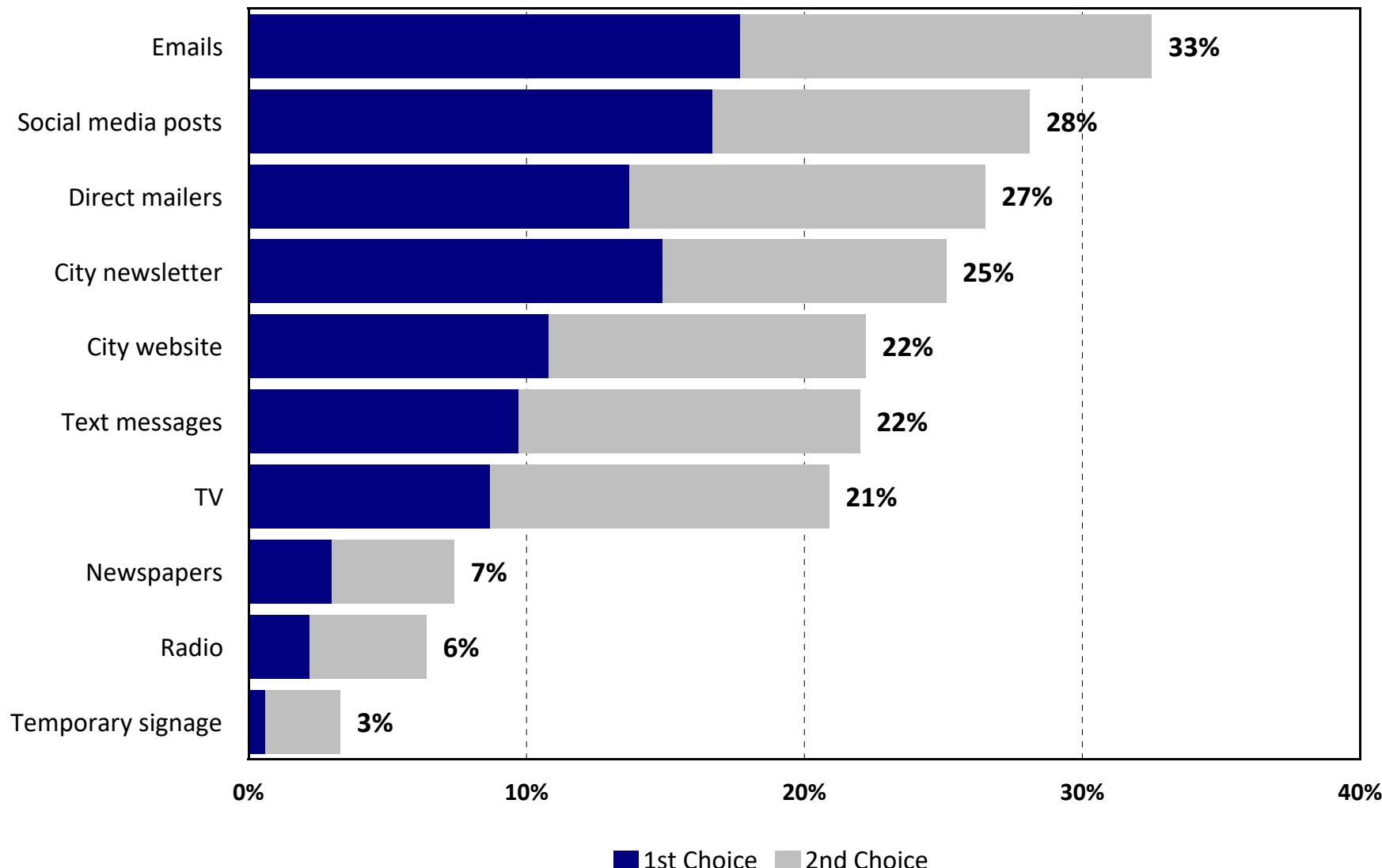
TRENDS: Satisfaction With Customer Service From City Employees - 2024 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



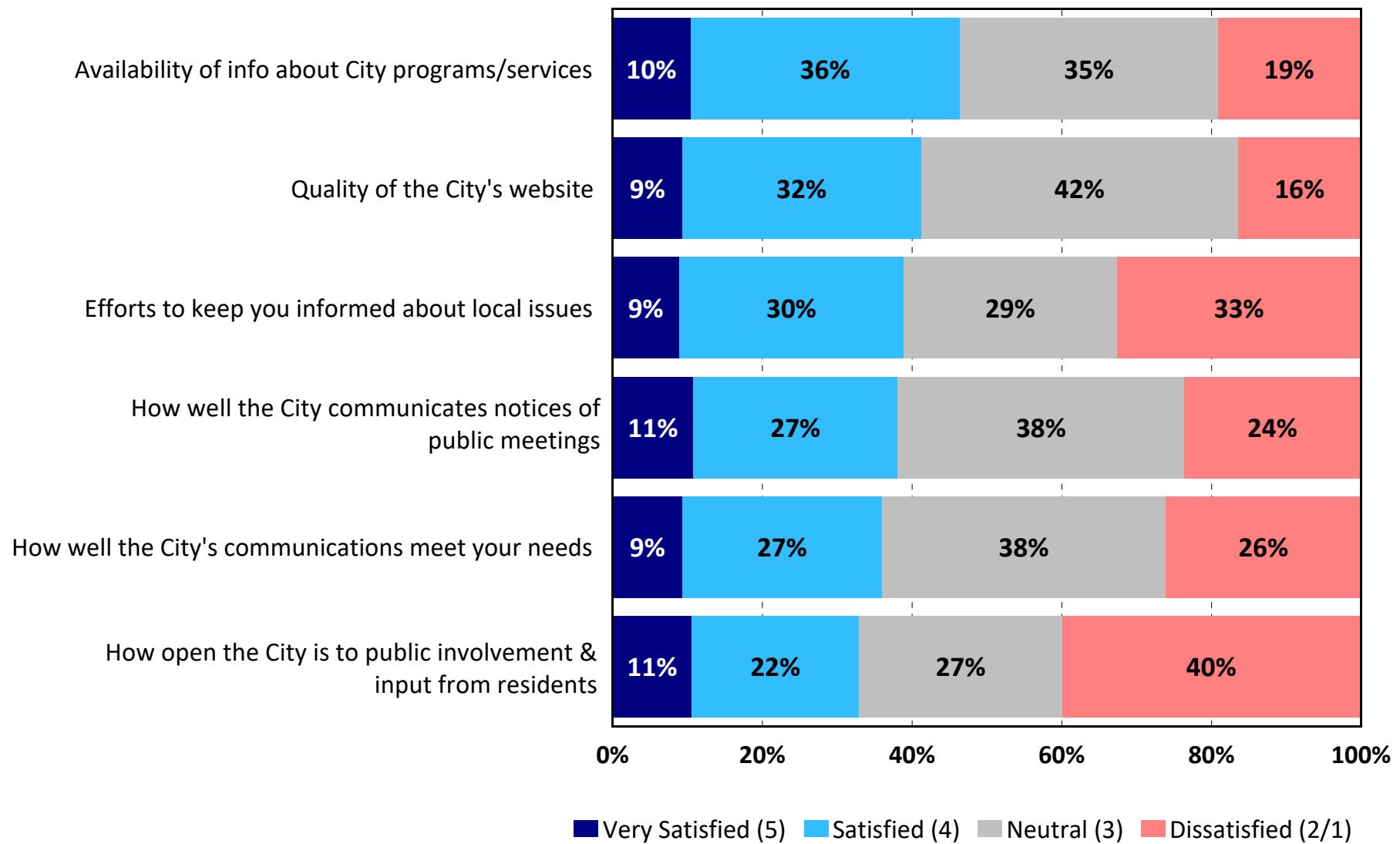
Q6. Preferred Methods of Communication to Receive Information From the City

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



Q7. Satisfaction With Communication

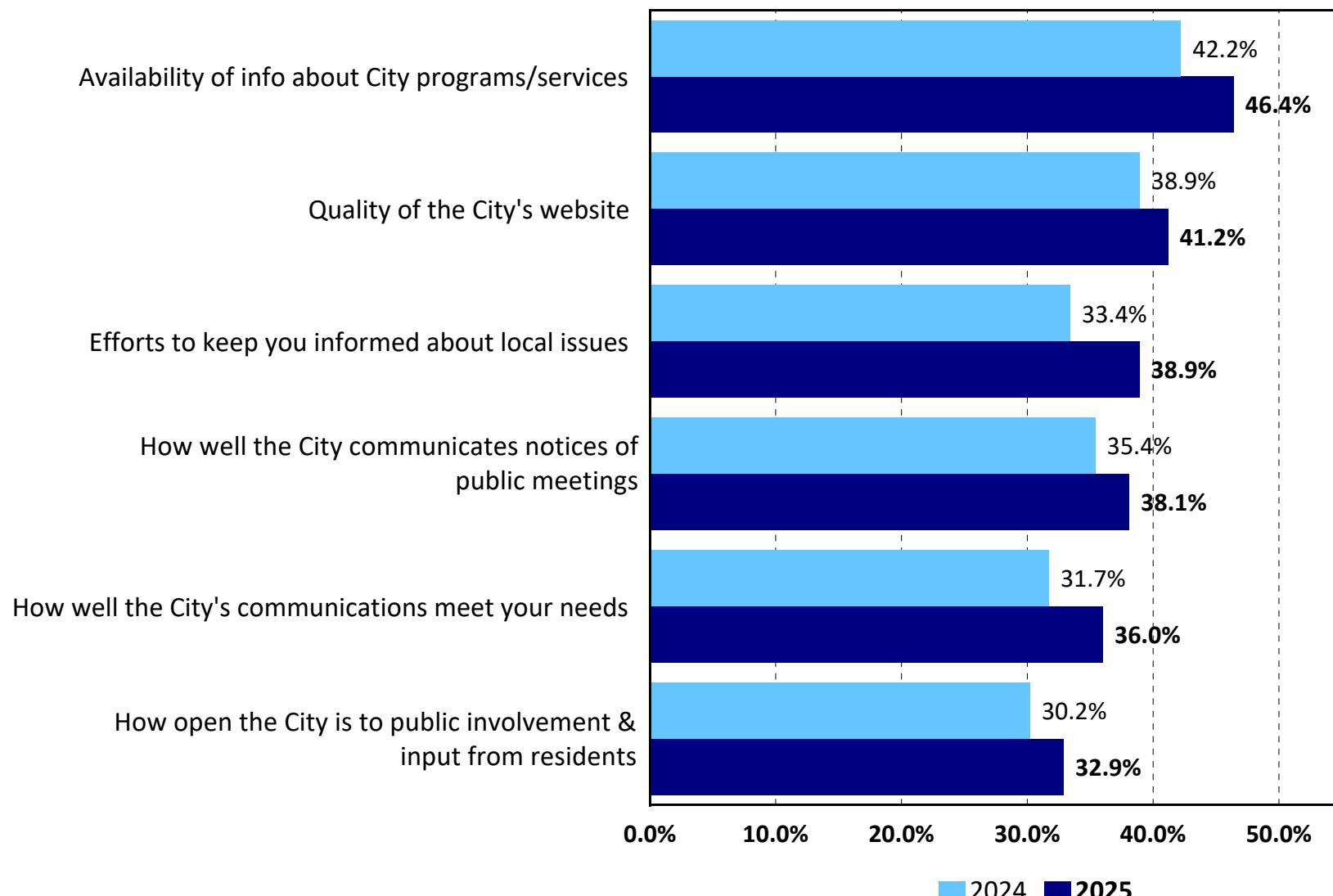
by percentage of respondents (excluding “don't know”)



TRENDS: Satisfaction With Communication

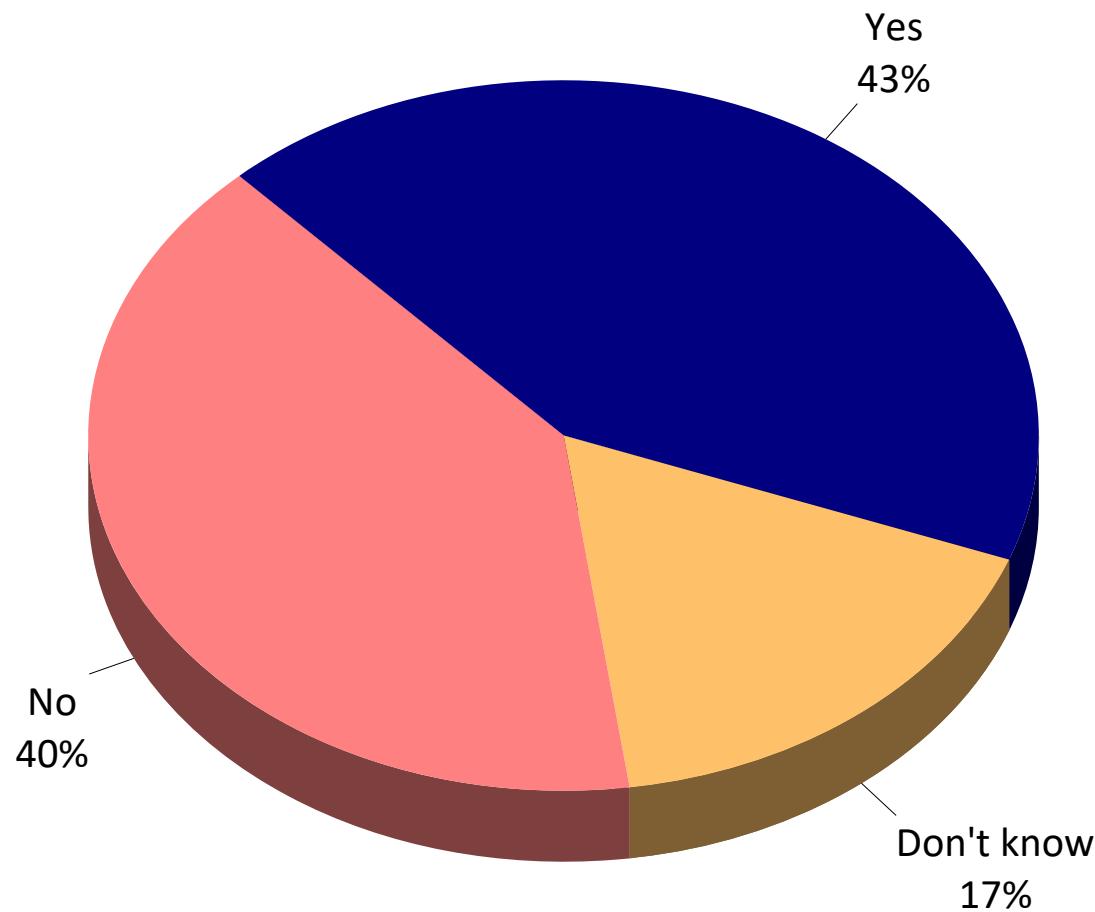
2024 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



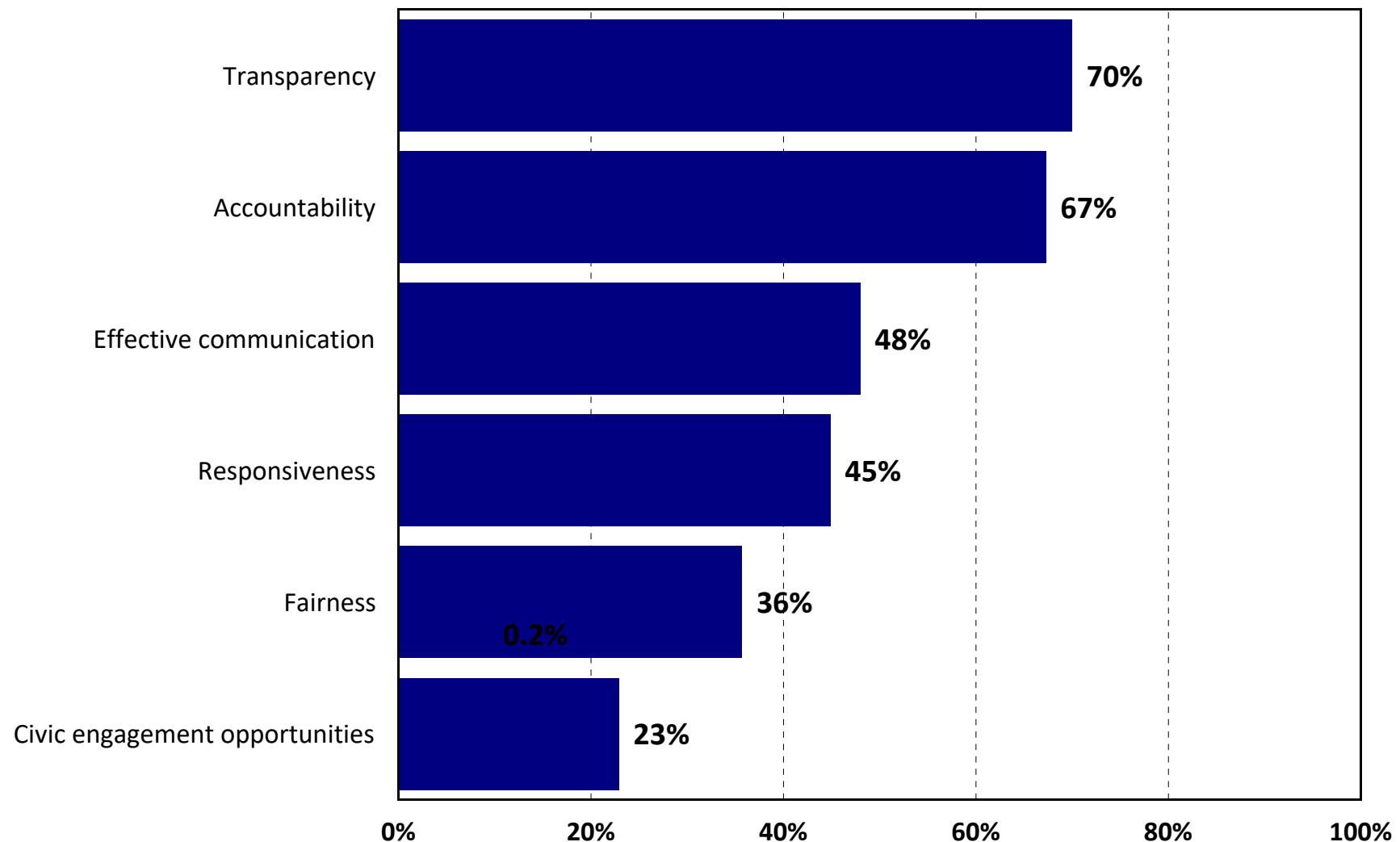
Q8. Do you agree with the following statement? *“City government is a trusted source of information.”*

by percentage of respondents



Q9. What factors contribute most to your trust in our local government?

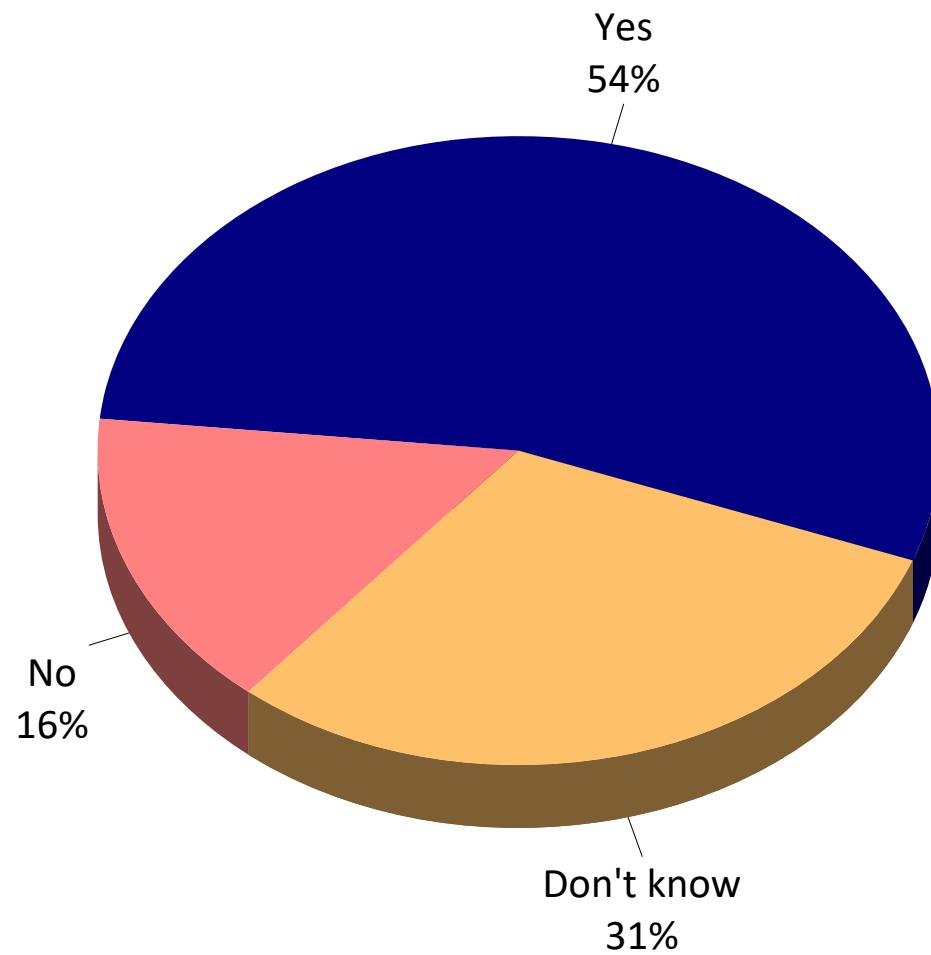
by percentage of respondents (multiple selections could be made)



Q10. Do you agree with the following statement?

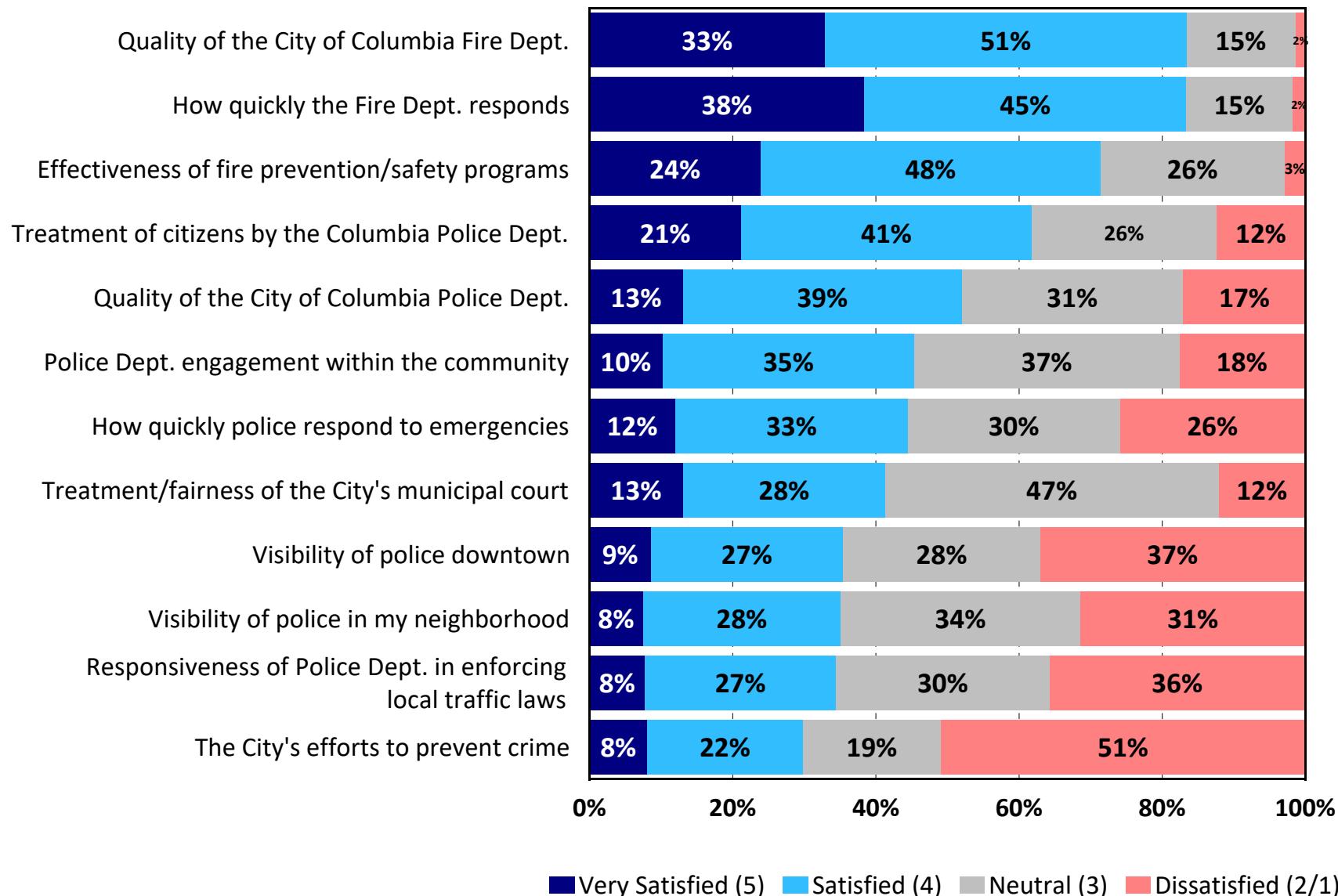
“When interacting with the City, I receive information I need and am treated with respect.”

by percentage of respondents



Q11. Satisfaction With Public Safety

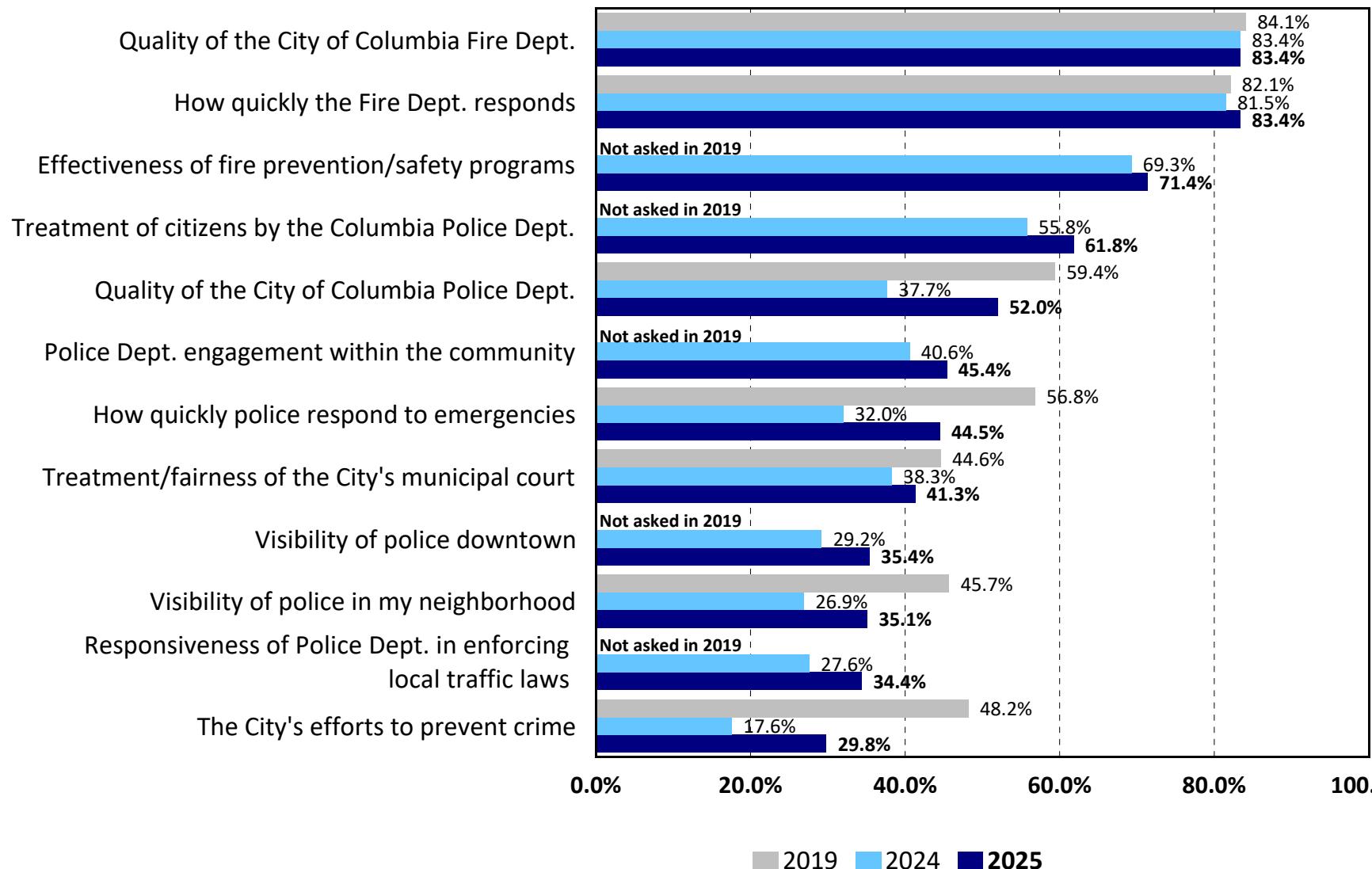
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Public Safety

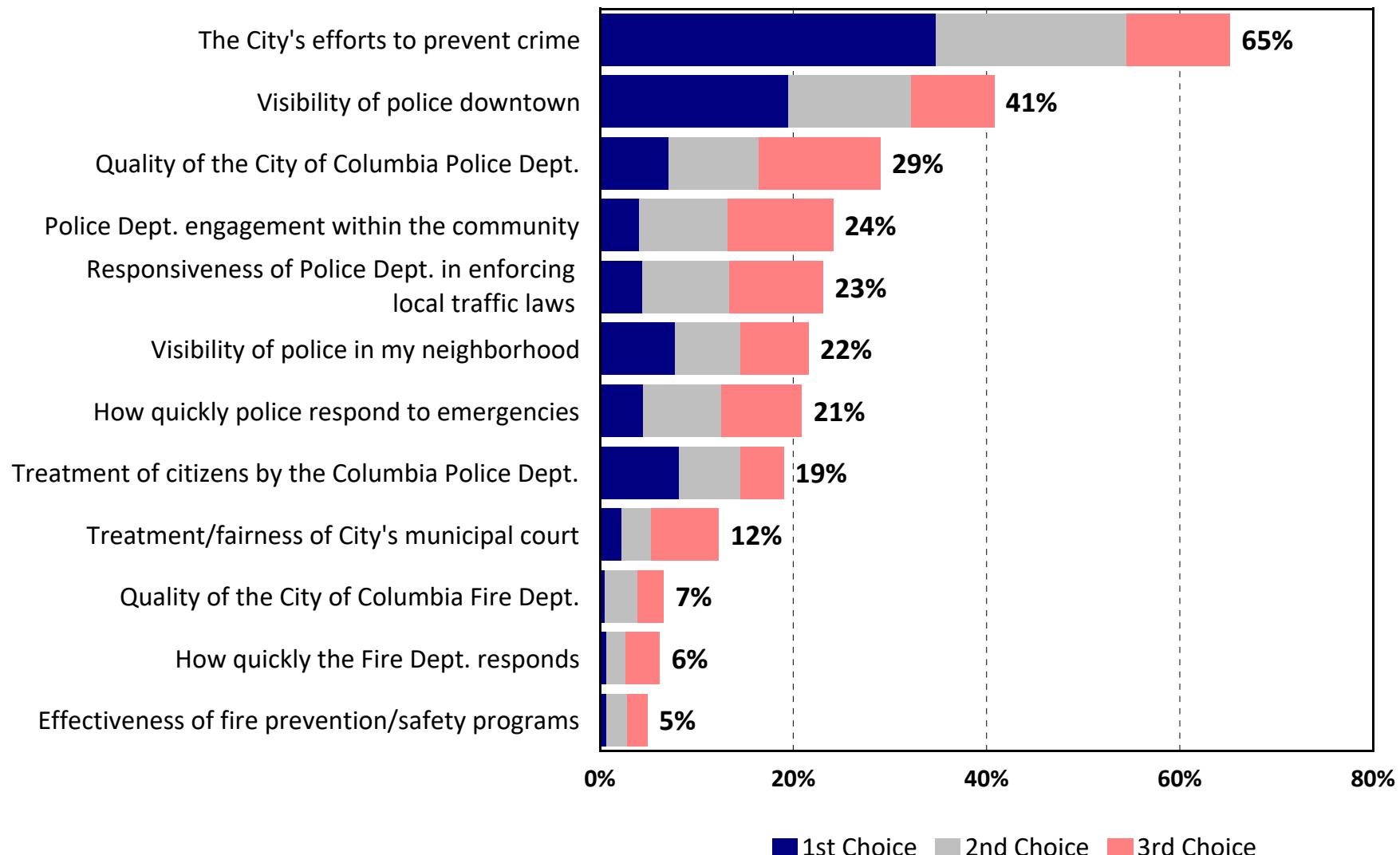
2019 to 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



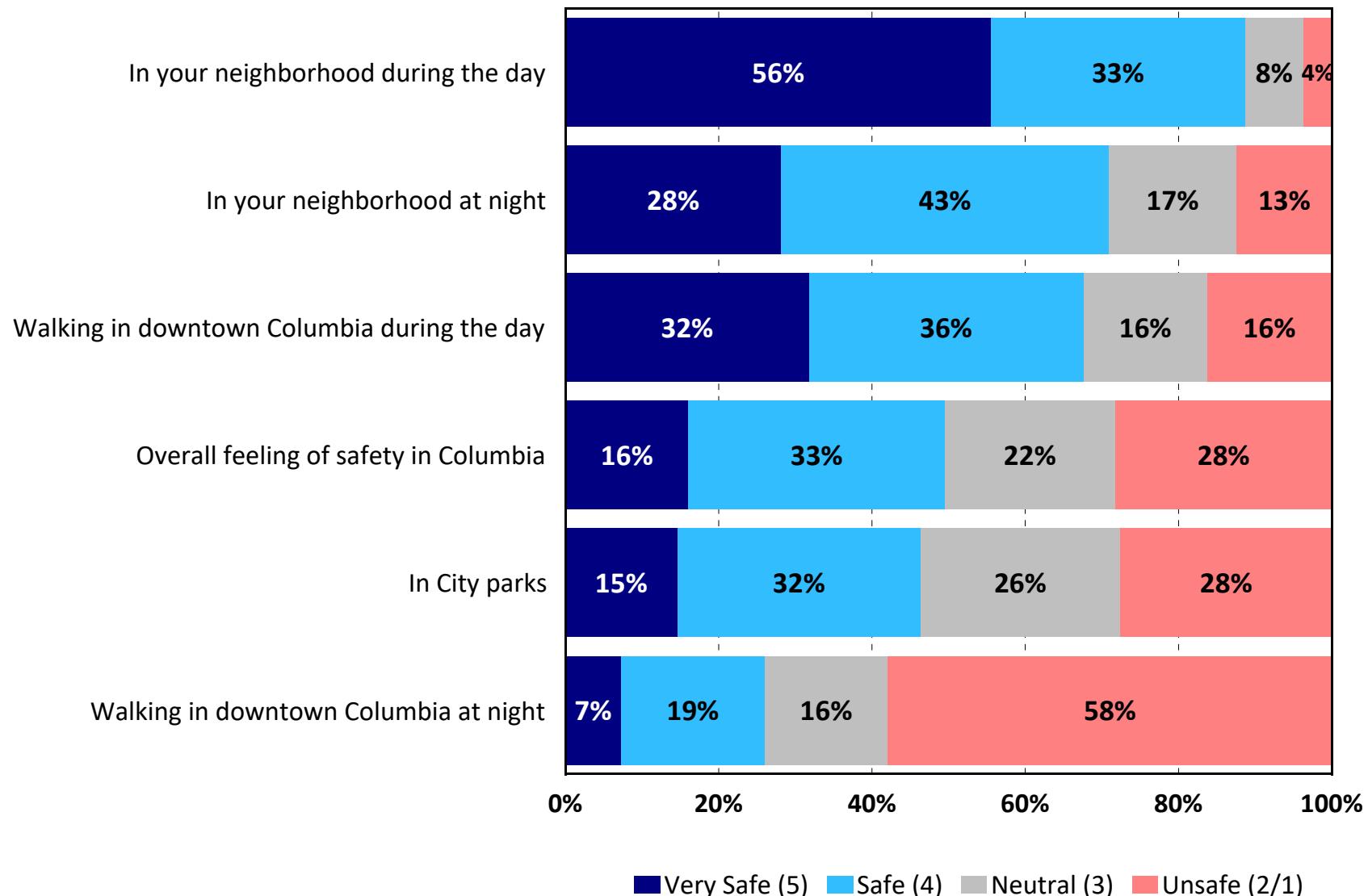
Q12. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q13. Perceptions of Safety

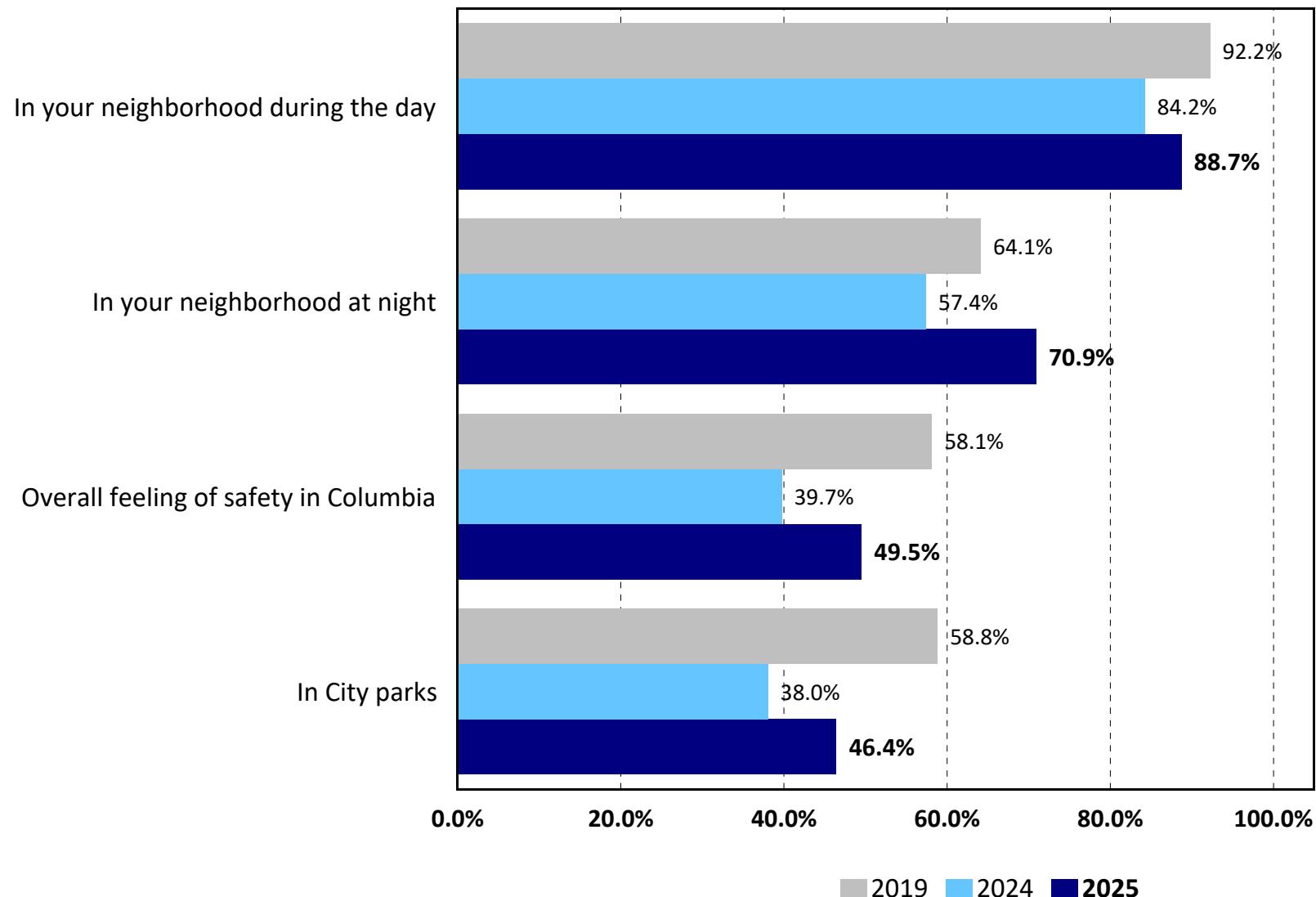
by percentage of respondents (excluding “don't know”)



TRENDS: Perceptions of Safety

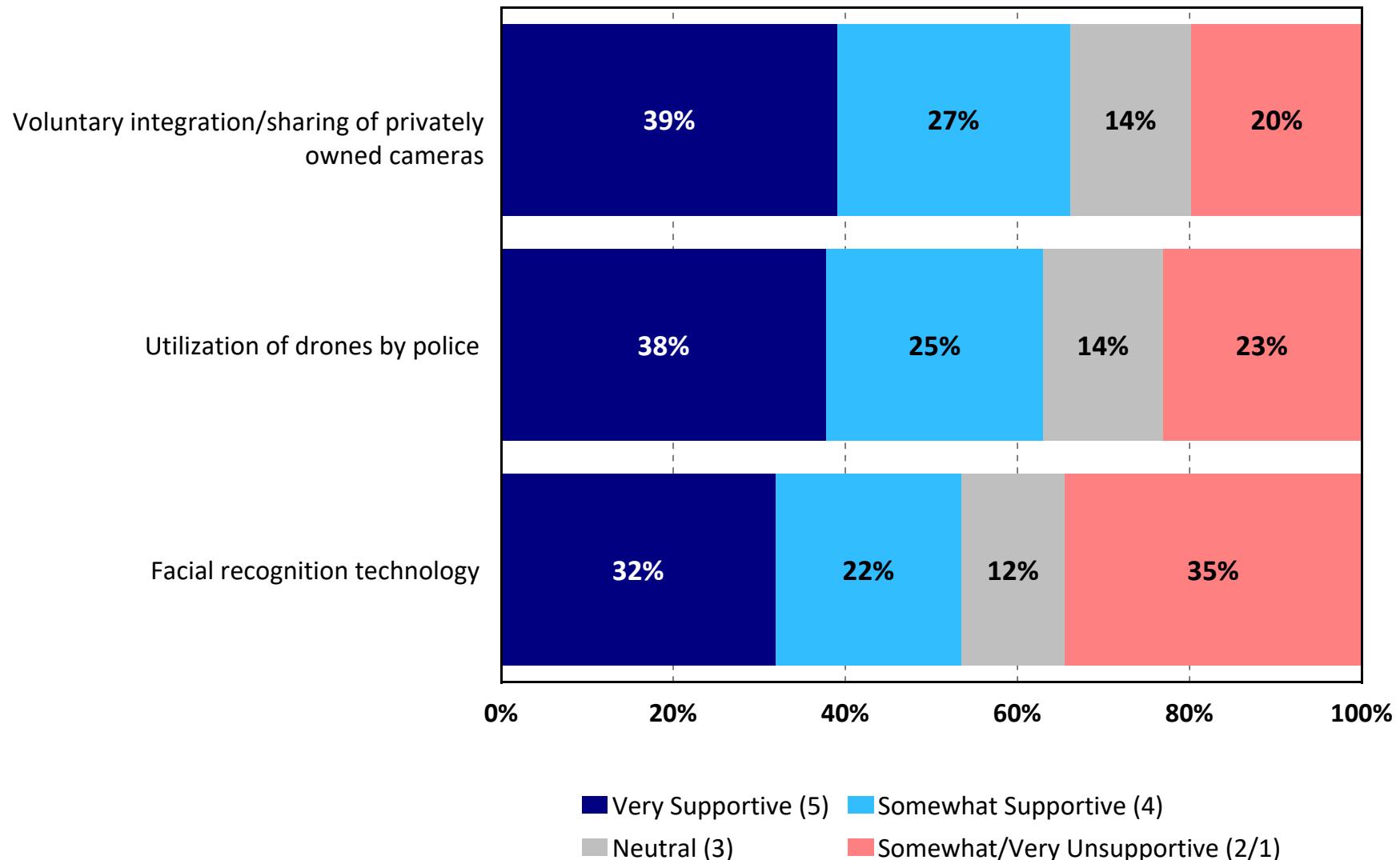
2019 to 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



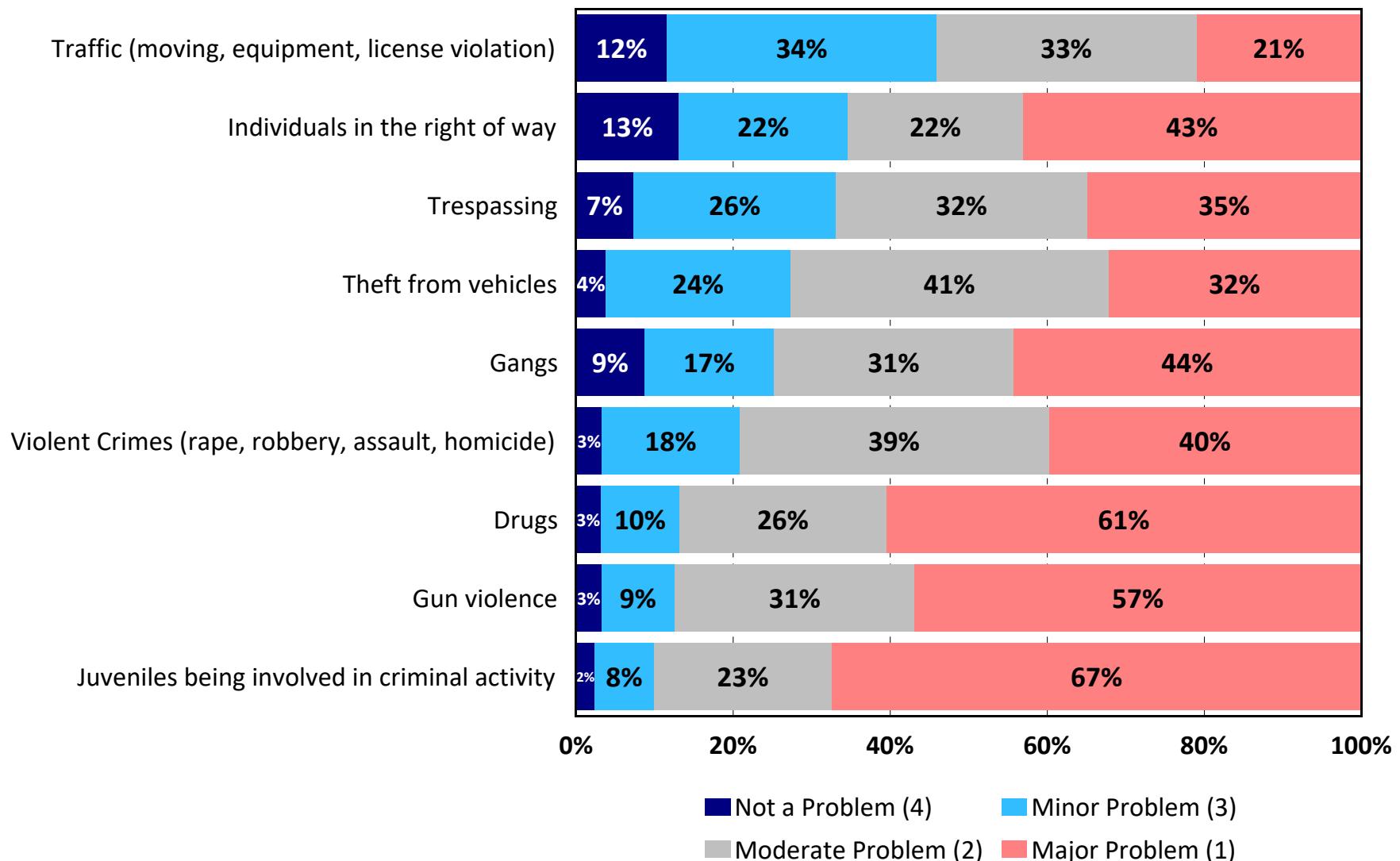
Q14. Support for the City Utilizing the Following Technology for Public Safety

by percentage of respondents (excluding “don't know”)



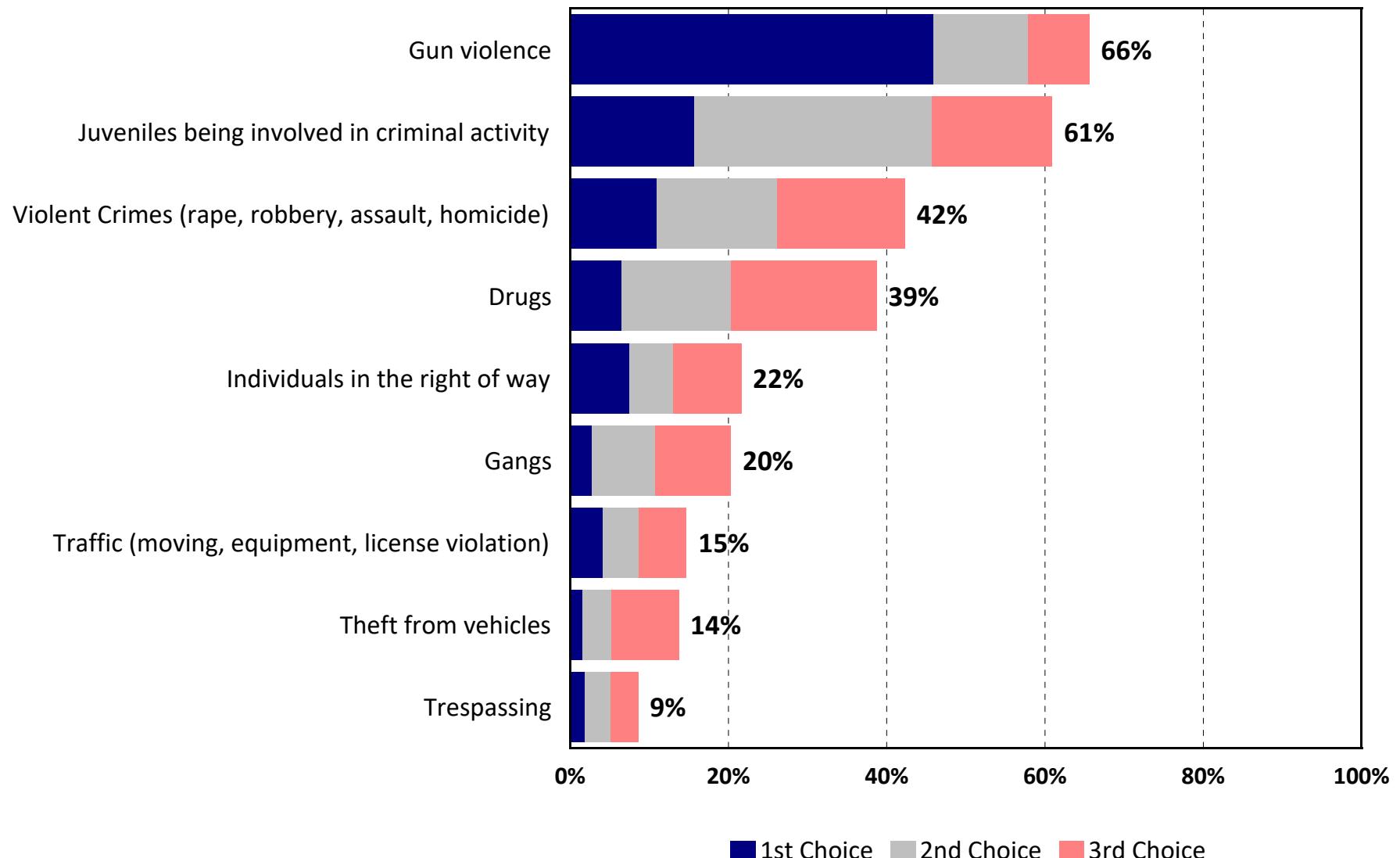
Q15. Please indicate the extent to which you think each of the following are an issue in the City of Columbia

by percentage of respondents (excluding "don't know")



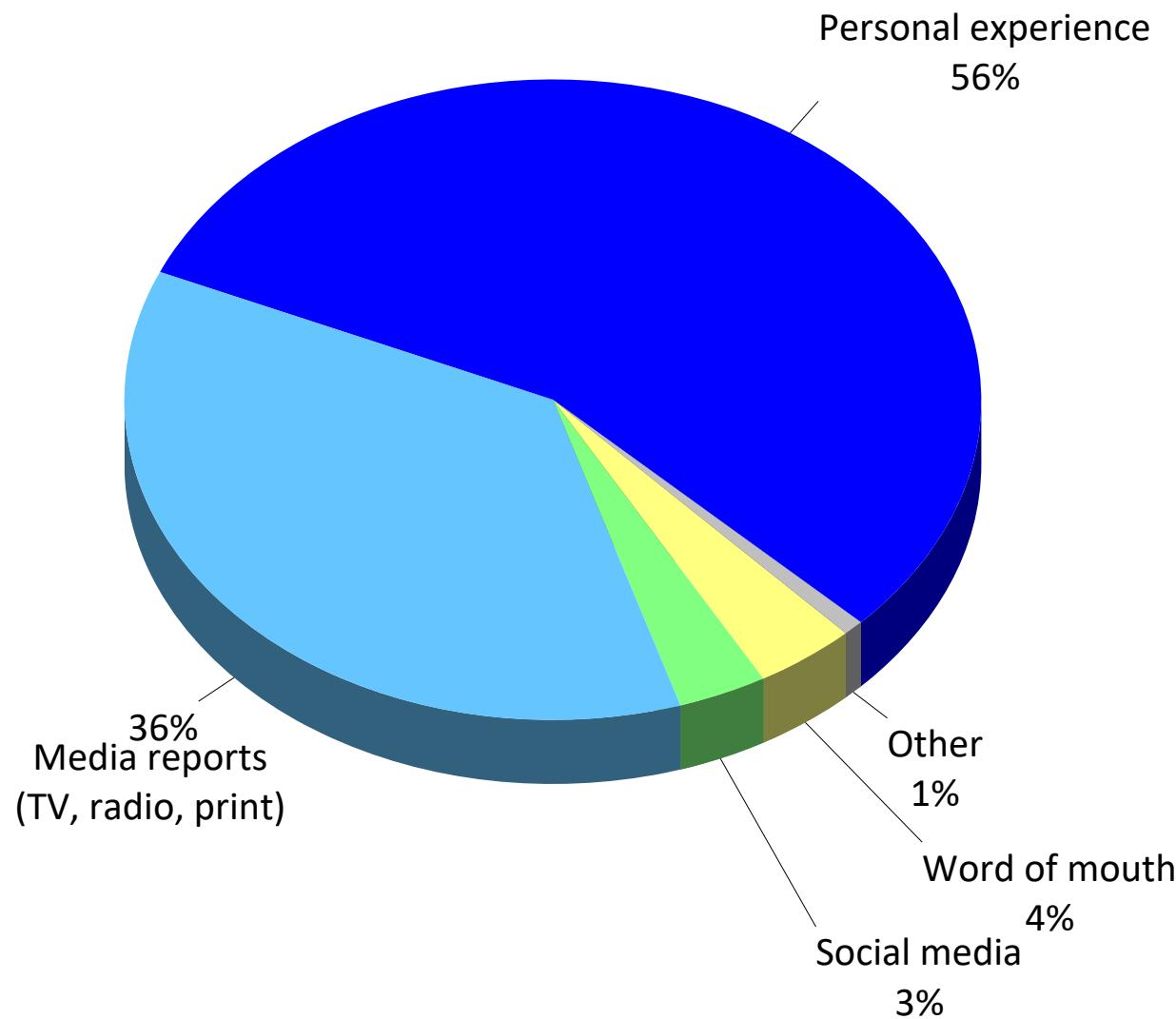
Q16. Safety Issues That Should Receive the Most Emphasis Over the Next Two Years

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



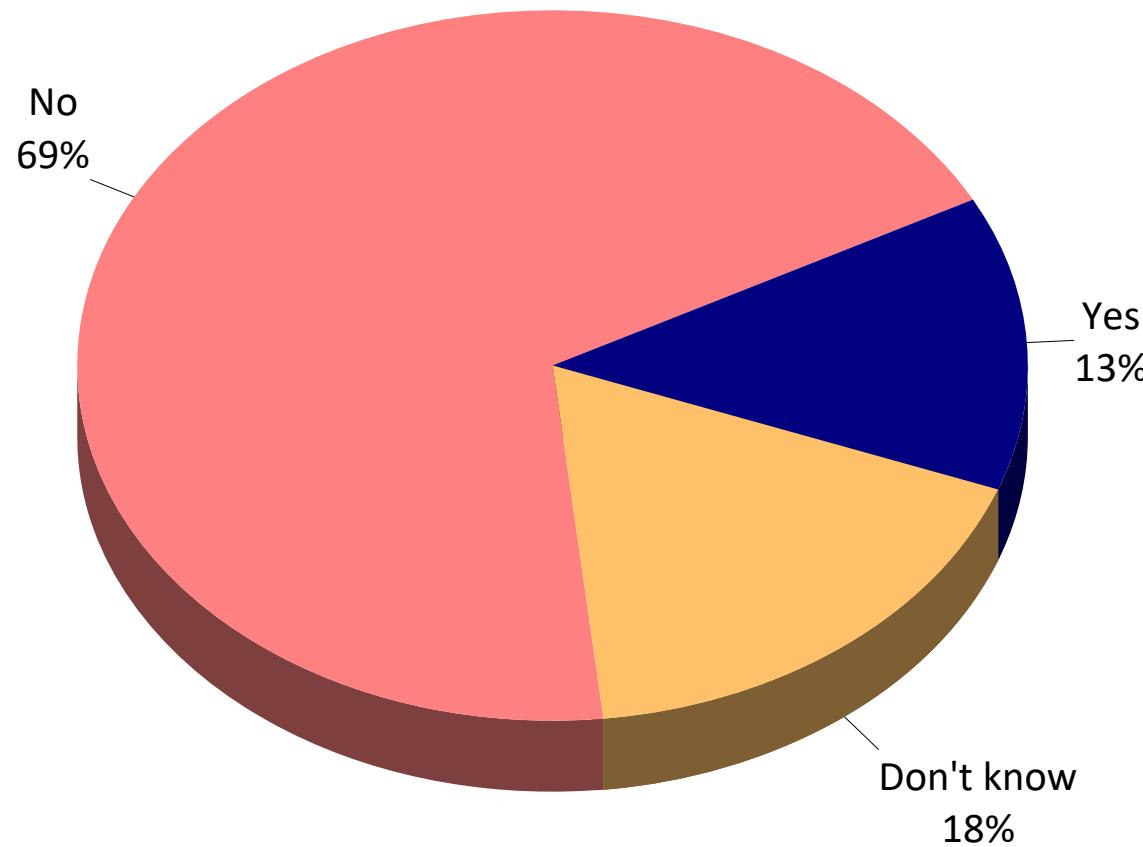
Q17. How Respondents Base Their Perceptions of Safety

by percentage of respondents (excluding “not provided”)



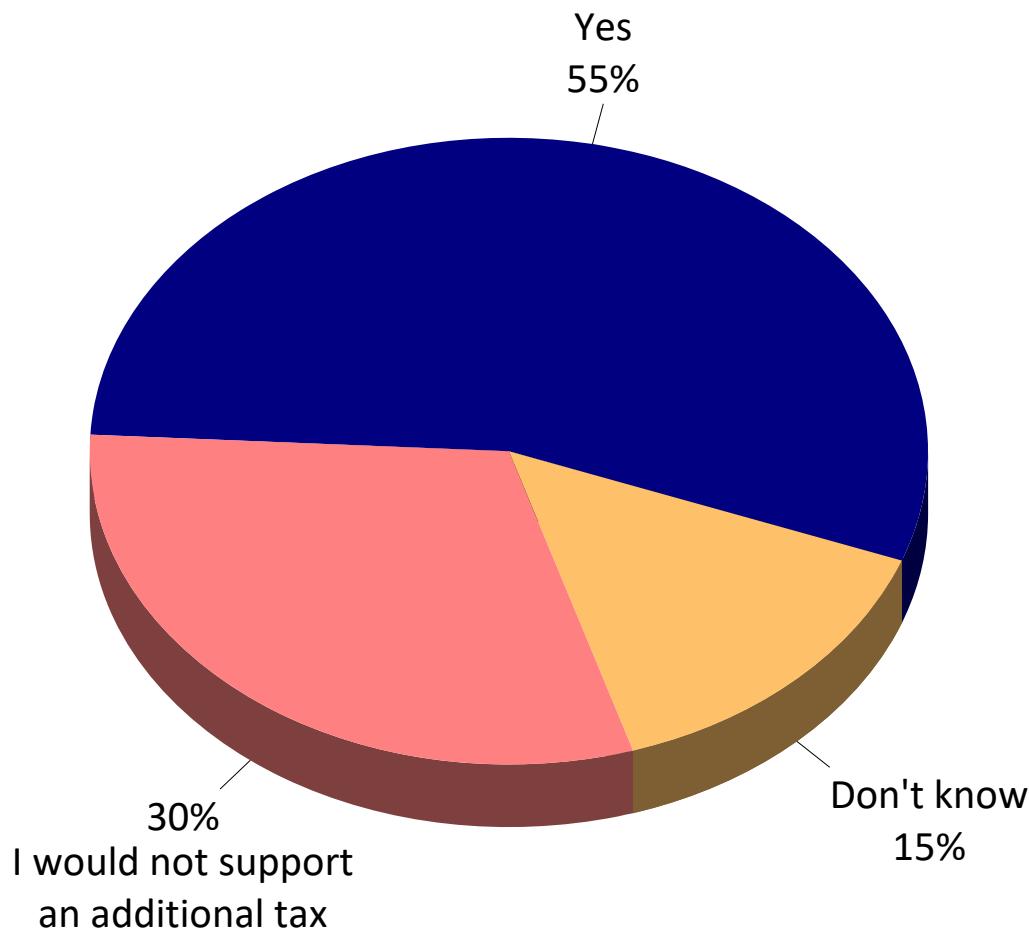
Q18. Do you think that the City of Columbia has enough police officers and firefighters?

by percentage of respondents



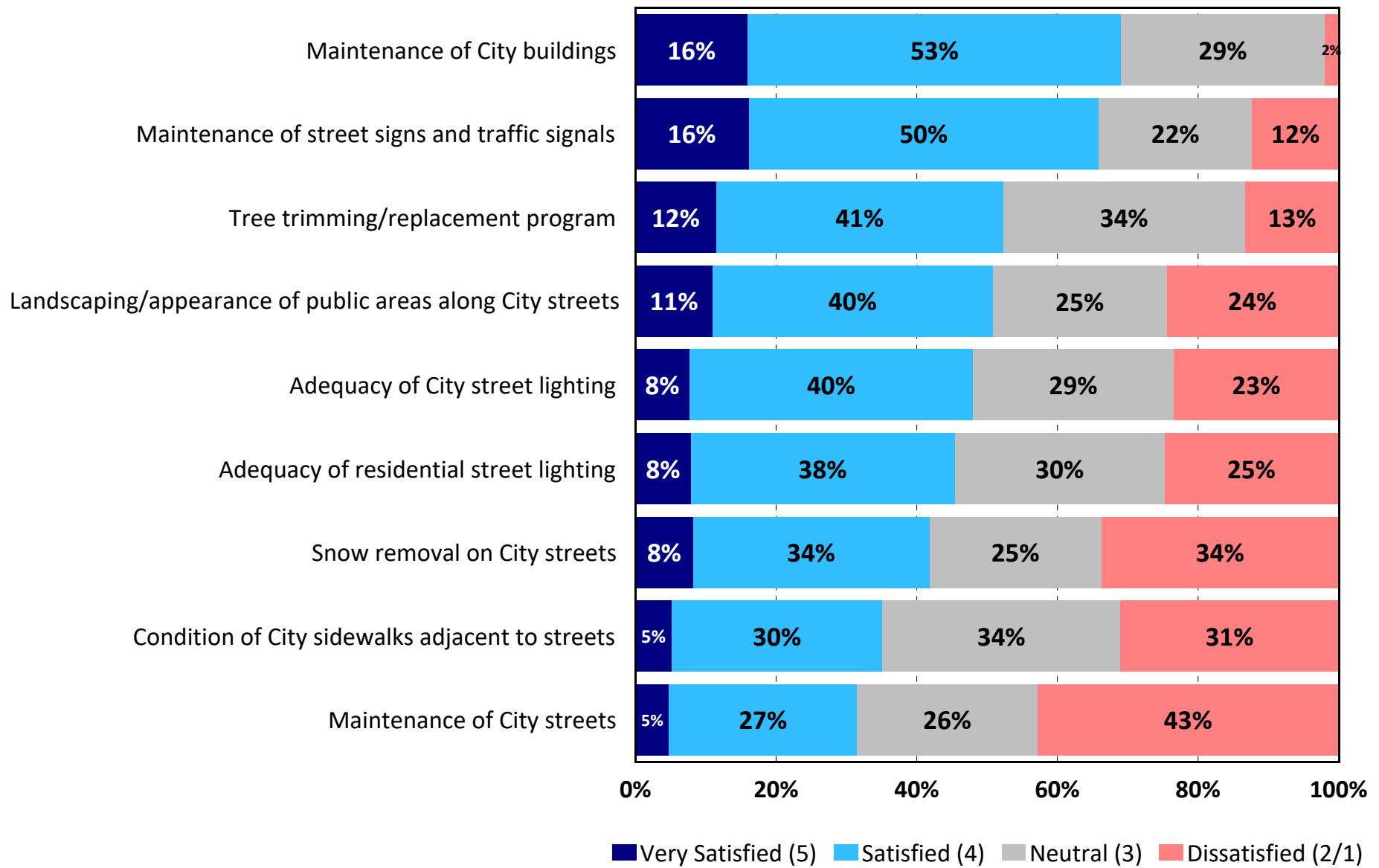
Q18a. Would you support the City pursuing an additional tax to increase the number of police officers and firefighters in the City of Columbia?

by percentage of respondents who answered "no" to Question 18



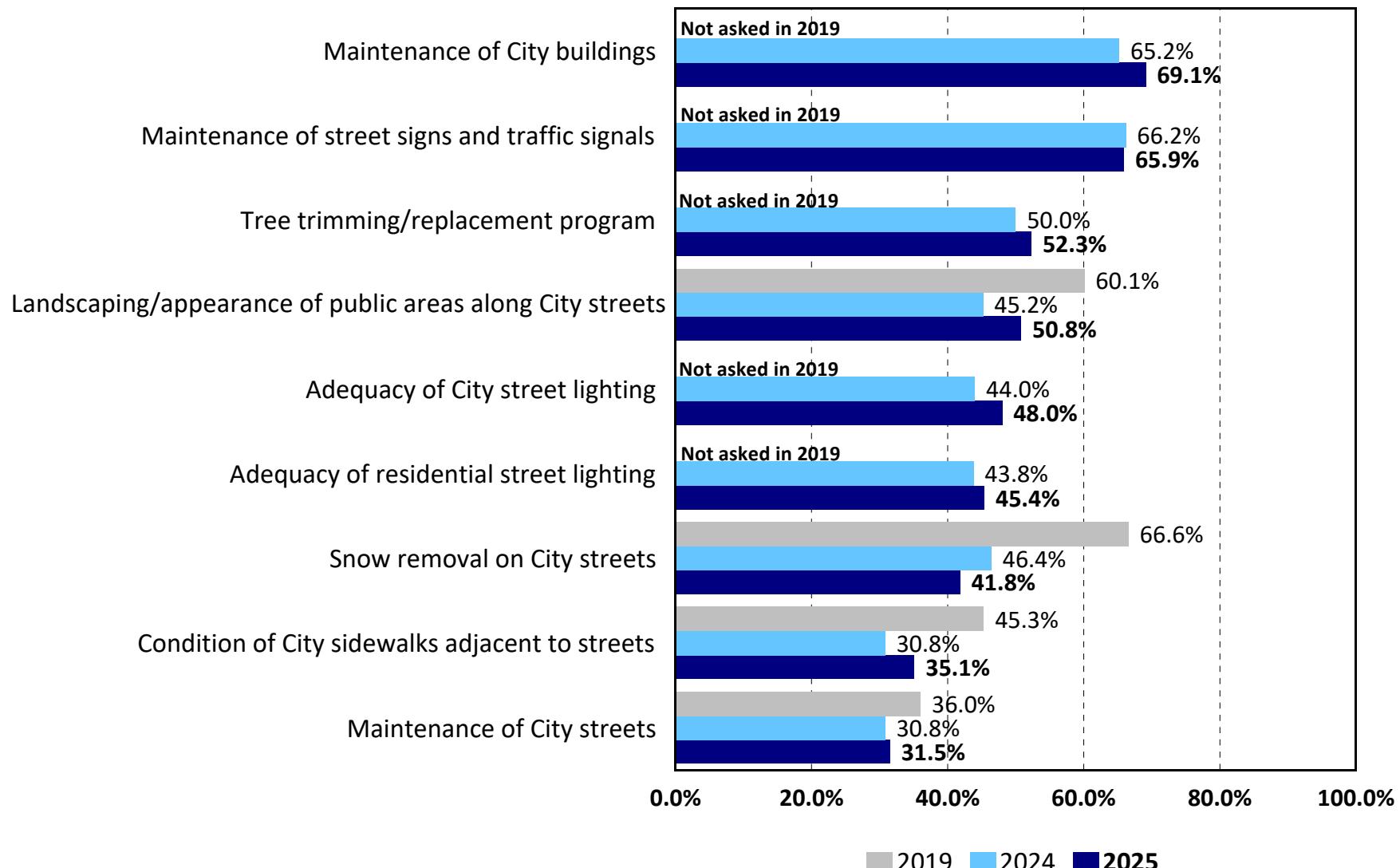
Q19. Satisfaction With City Maintenance/Public Works

by percentage of respondents (excluding “don't know”)



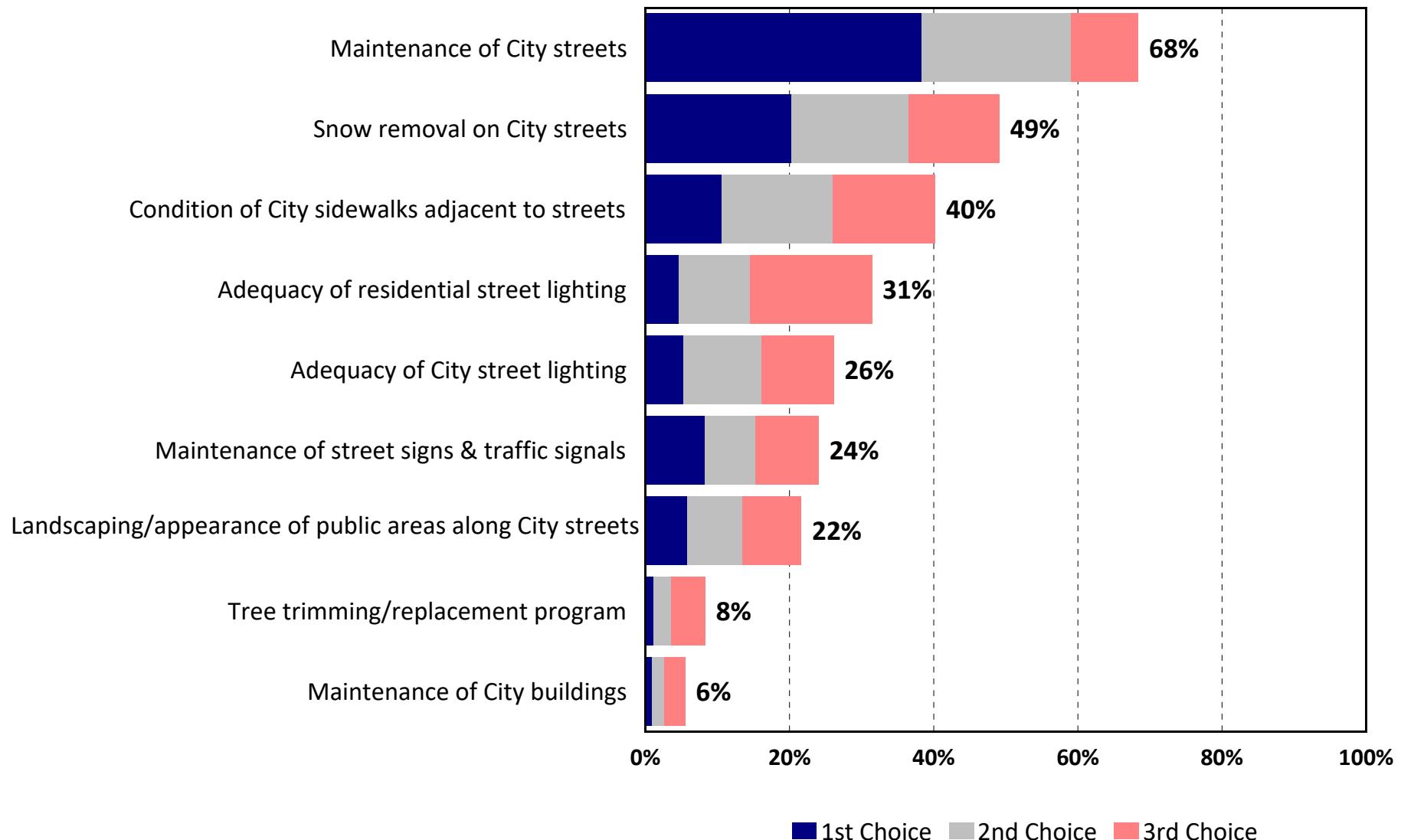
TRENDS: Satisfaction With City Maintenance/Public Works 2019 to 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



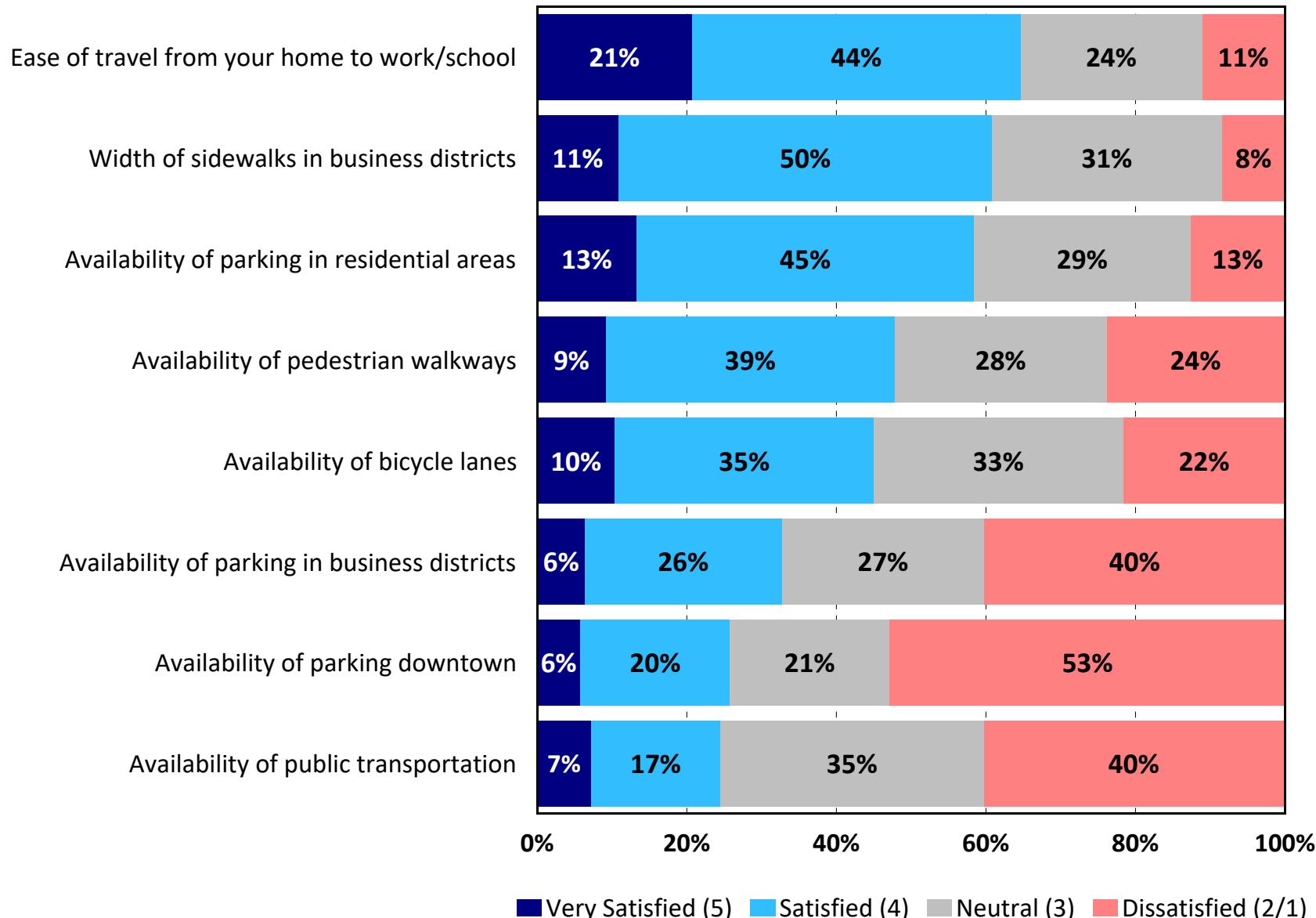
Q20. City Maintenance/Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q21. Satisfaction With Transportation

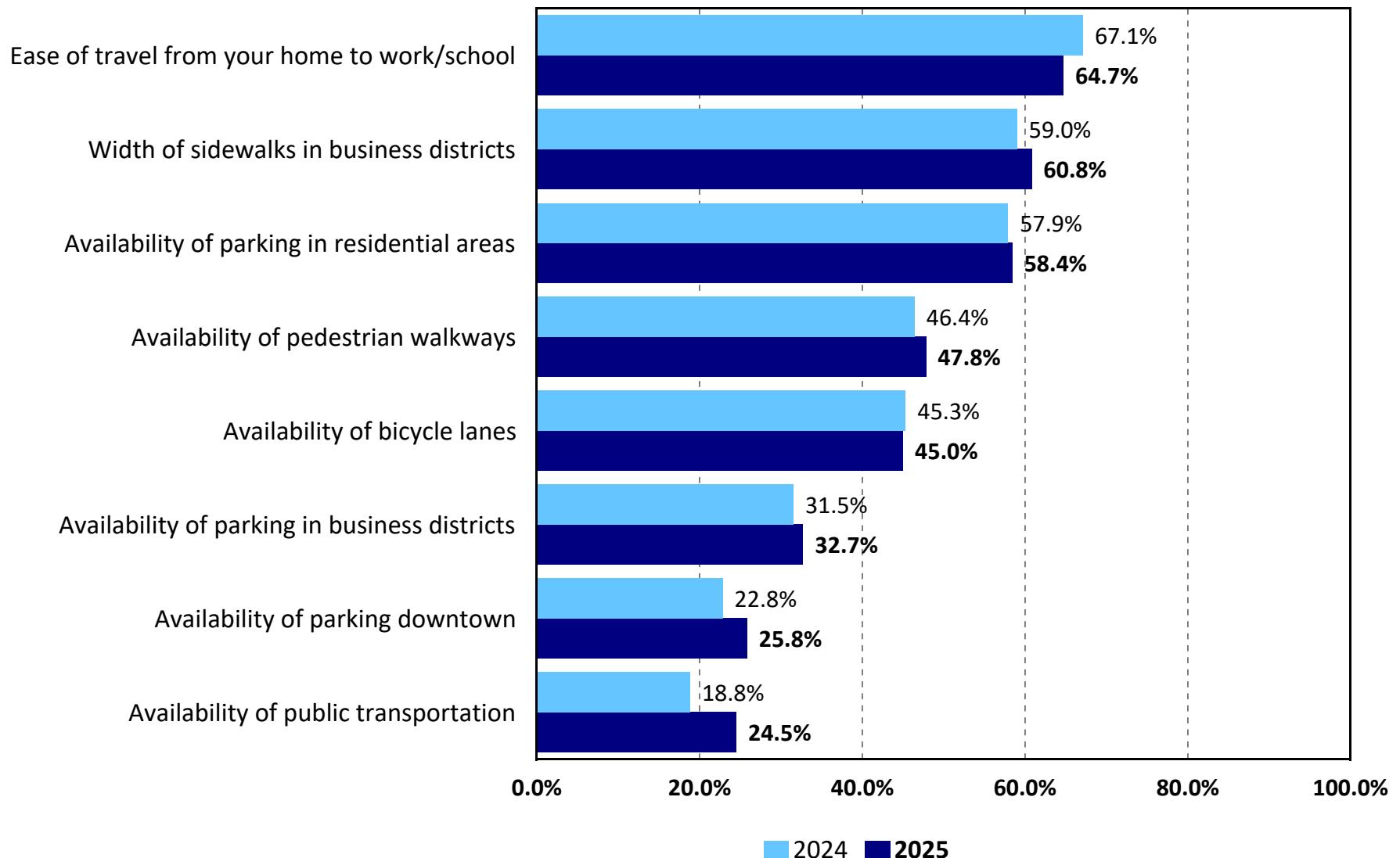
by percentage of respondents (excluding “don’t know”)



TRENDS: Satisfaction With Transportation

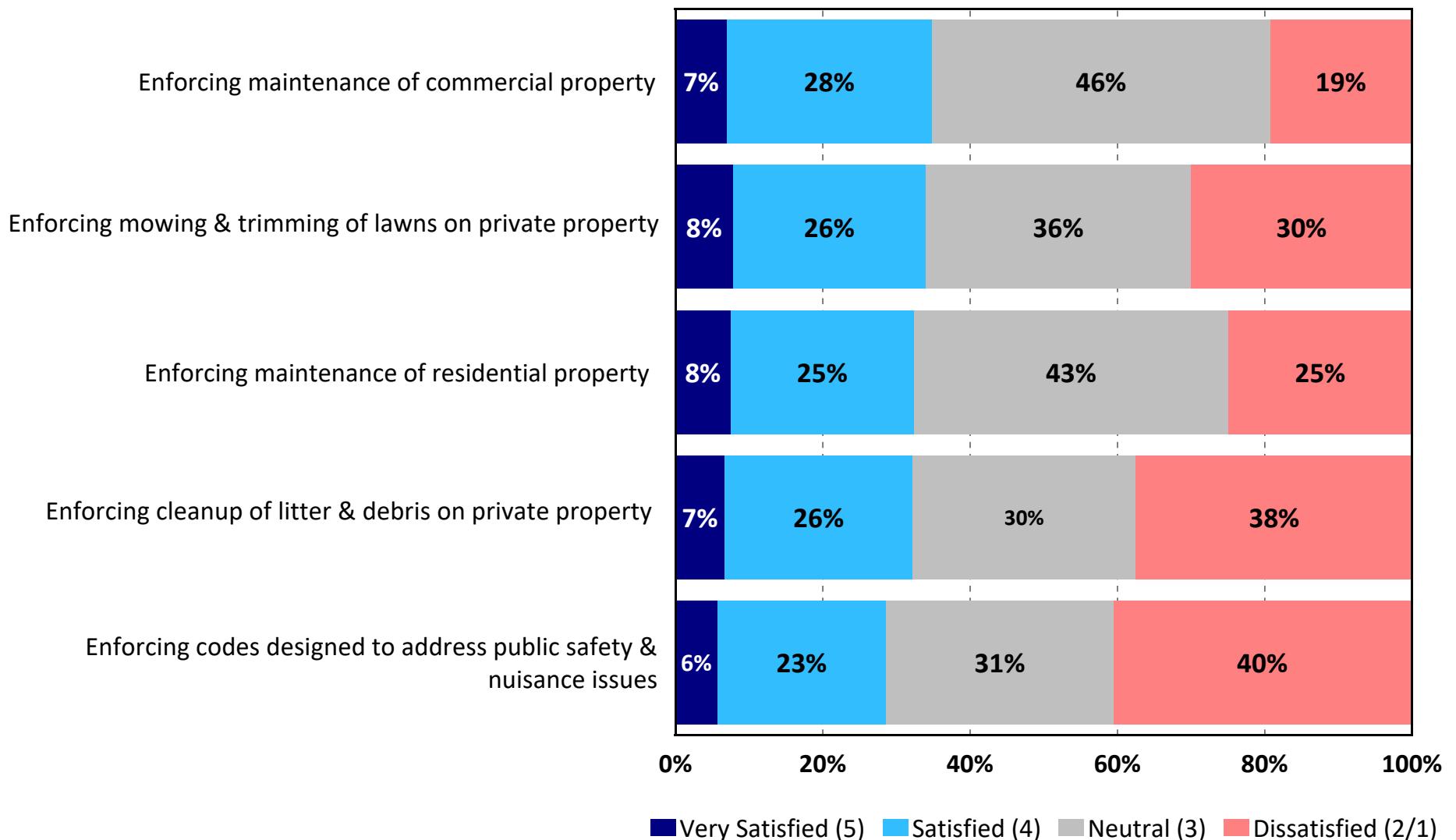
2024 vs. 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



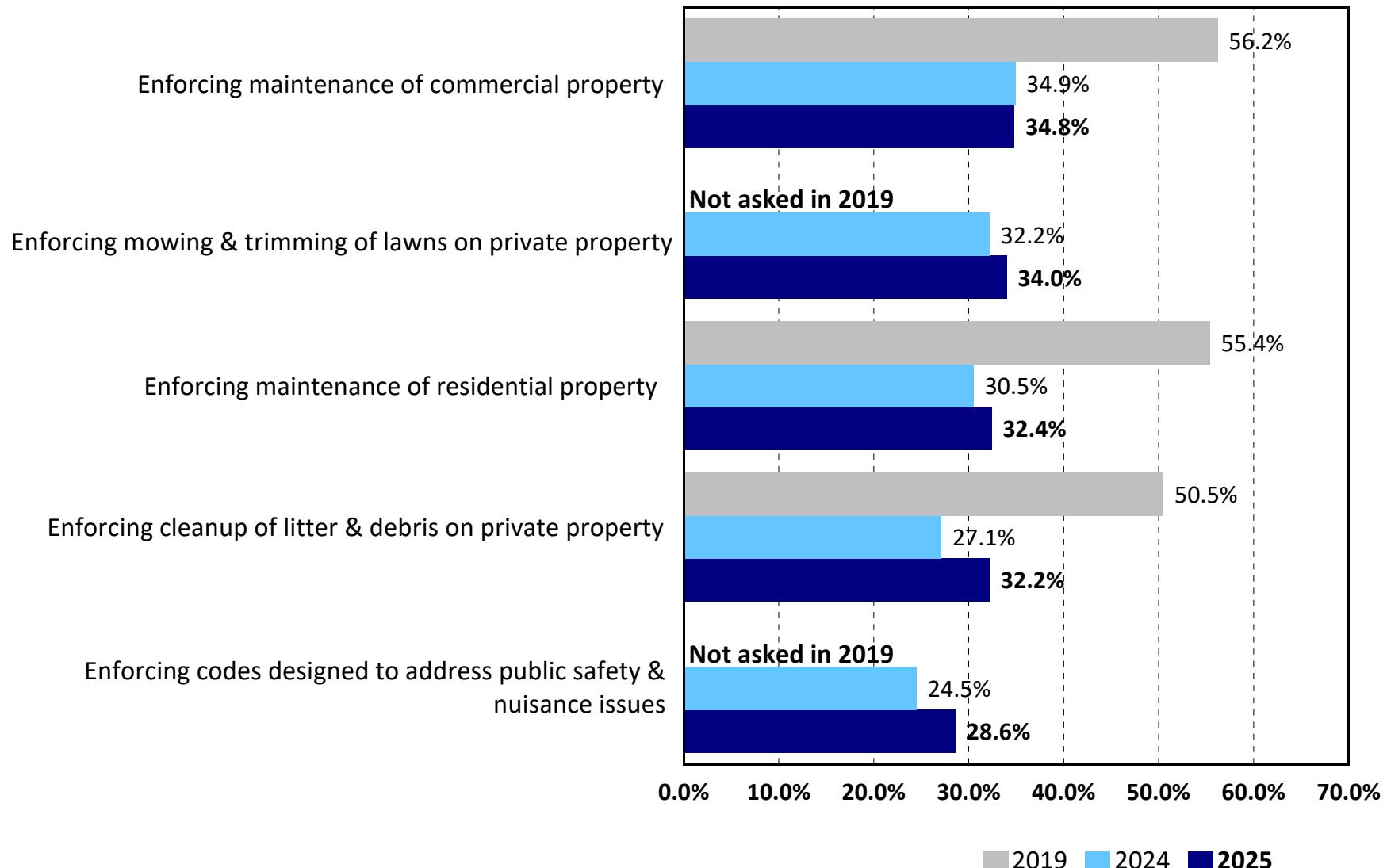
Q22. Satisfaction With Enforcement of Property Maintenance Codes

by percentage of respondents (excluding “don't know”)



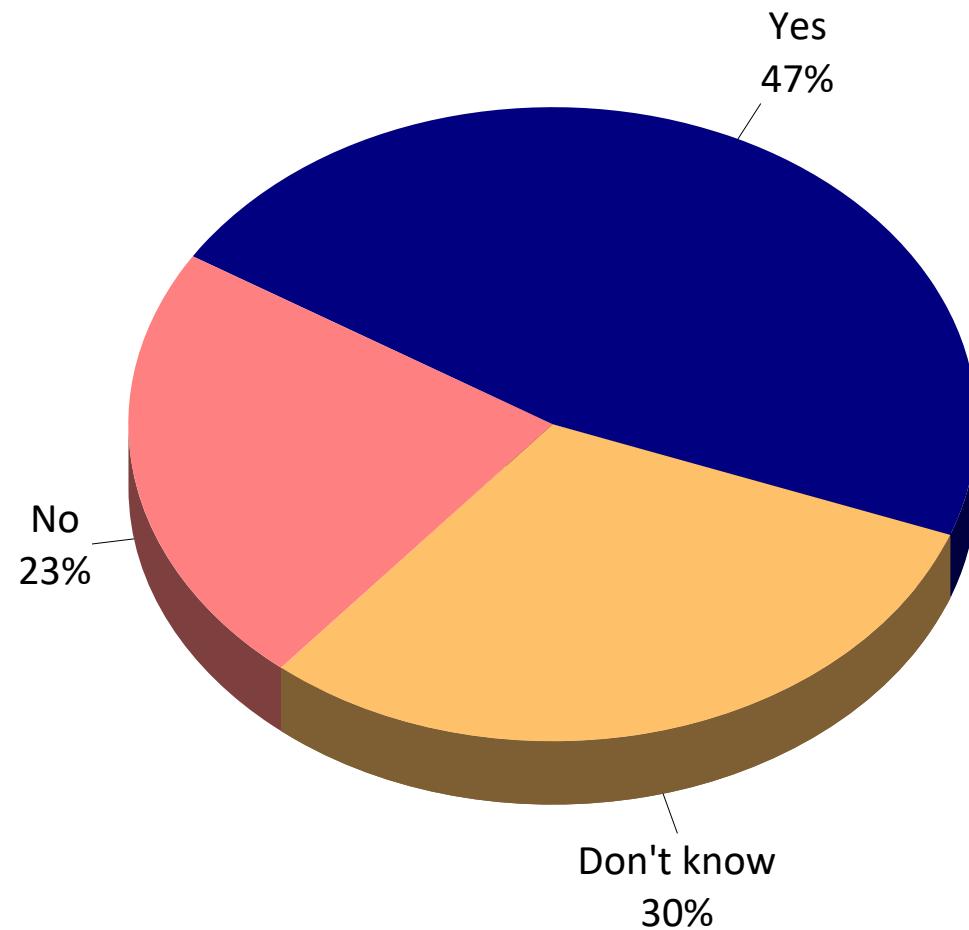
TRENDS: Satisfaction With Enforcement of Property Maintenance Codes - 2019 to 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



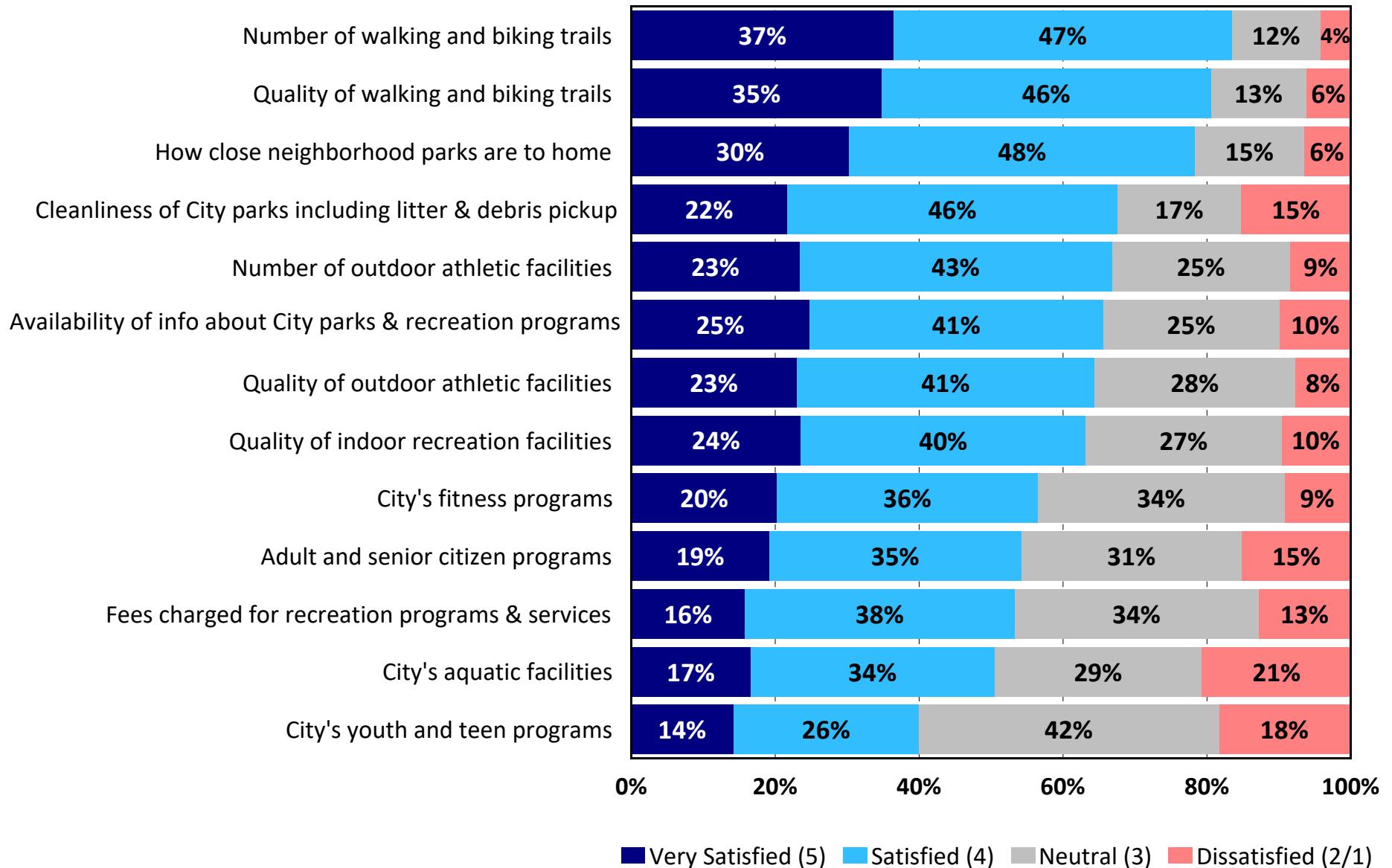
Q23. Do you agree with the following statement? *“Property maintenance codes should be enforced more strictly in Columbia.”*

by percentage of respondents



Q24. Satisfaction with Parks and Recreation

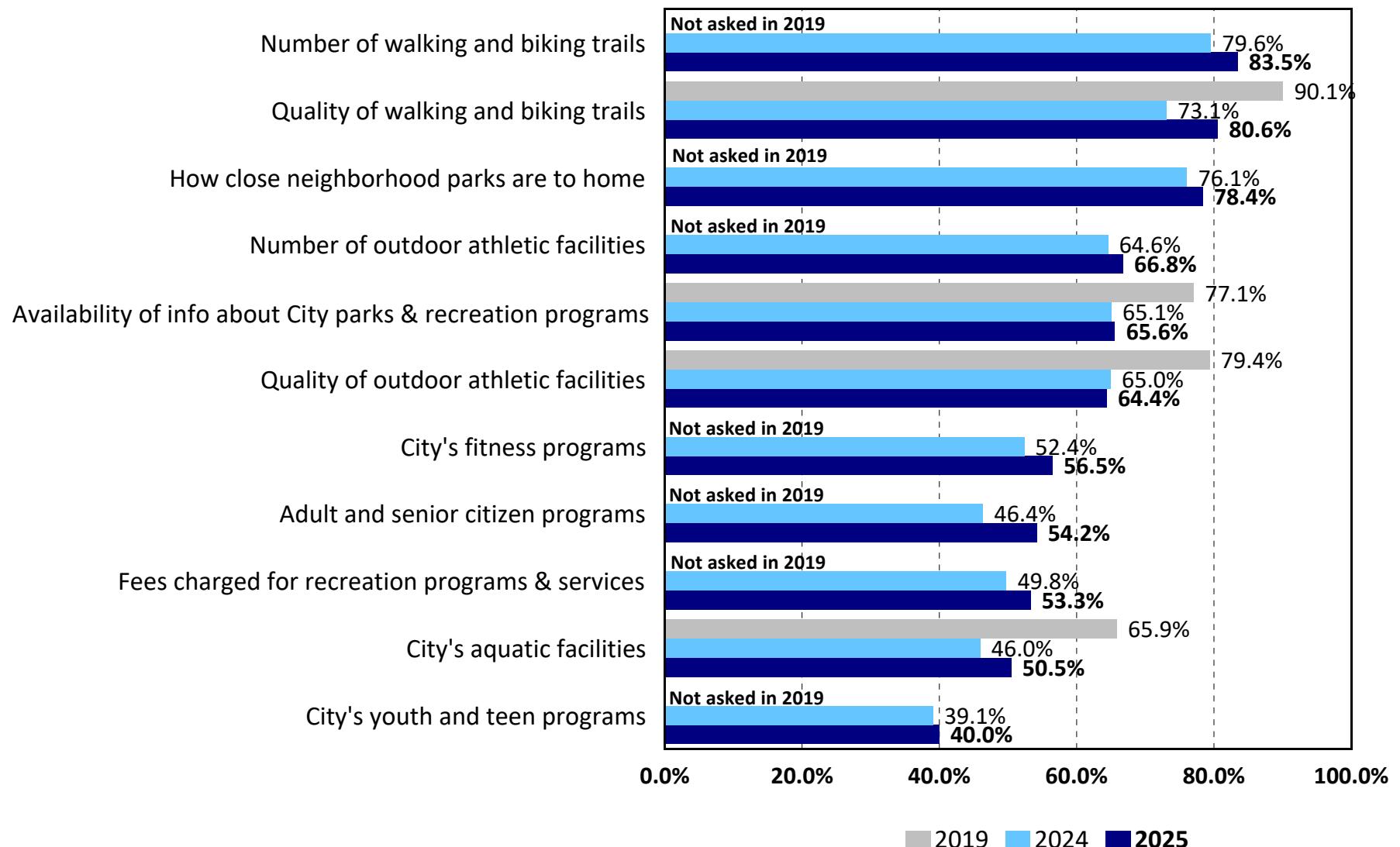
by percentage of respondents (excluding “don't know”)



TRENDS: Satisfaction with Parks and Recreation

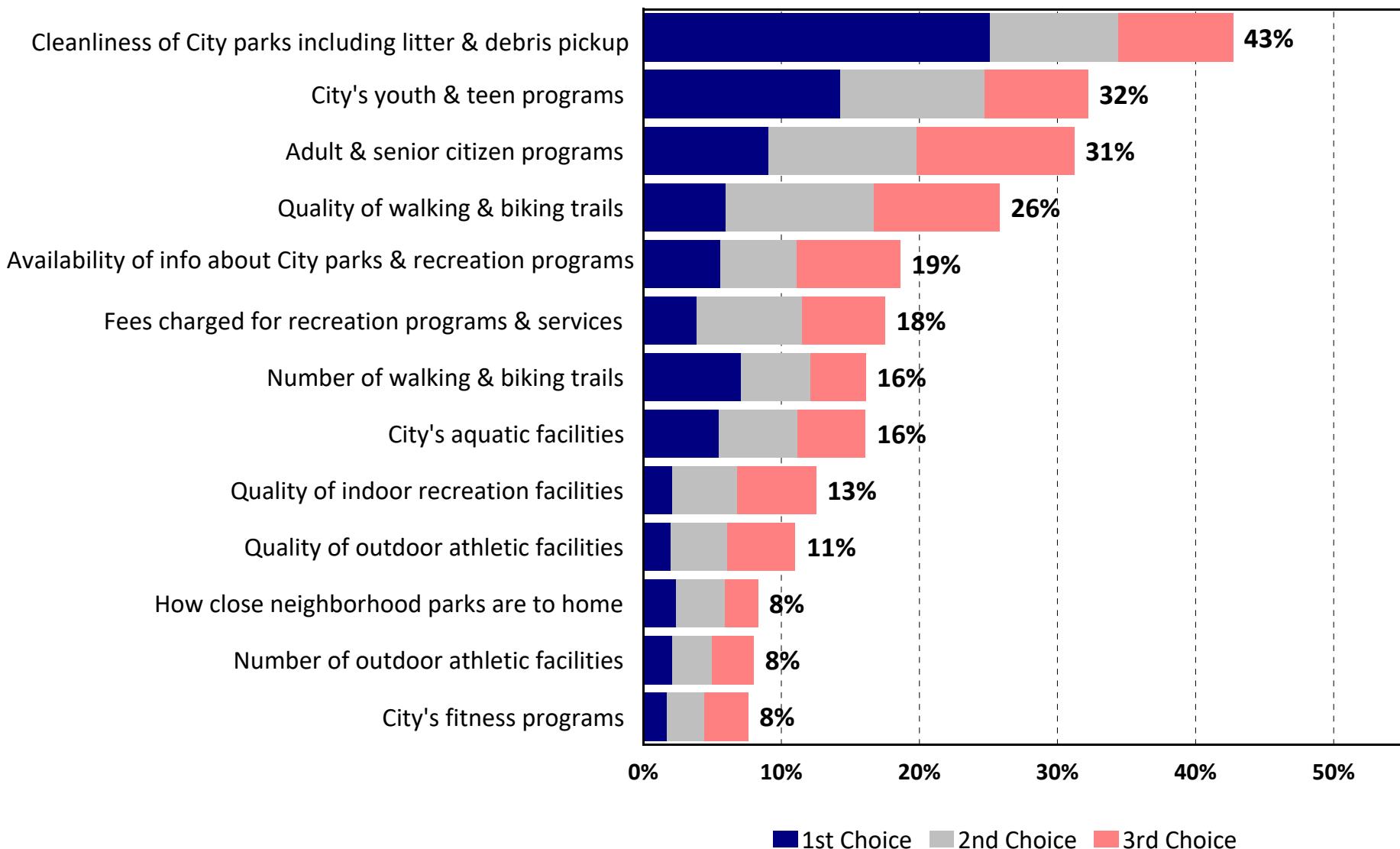
2019 to 2025

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



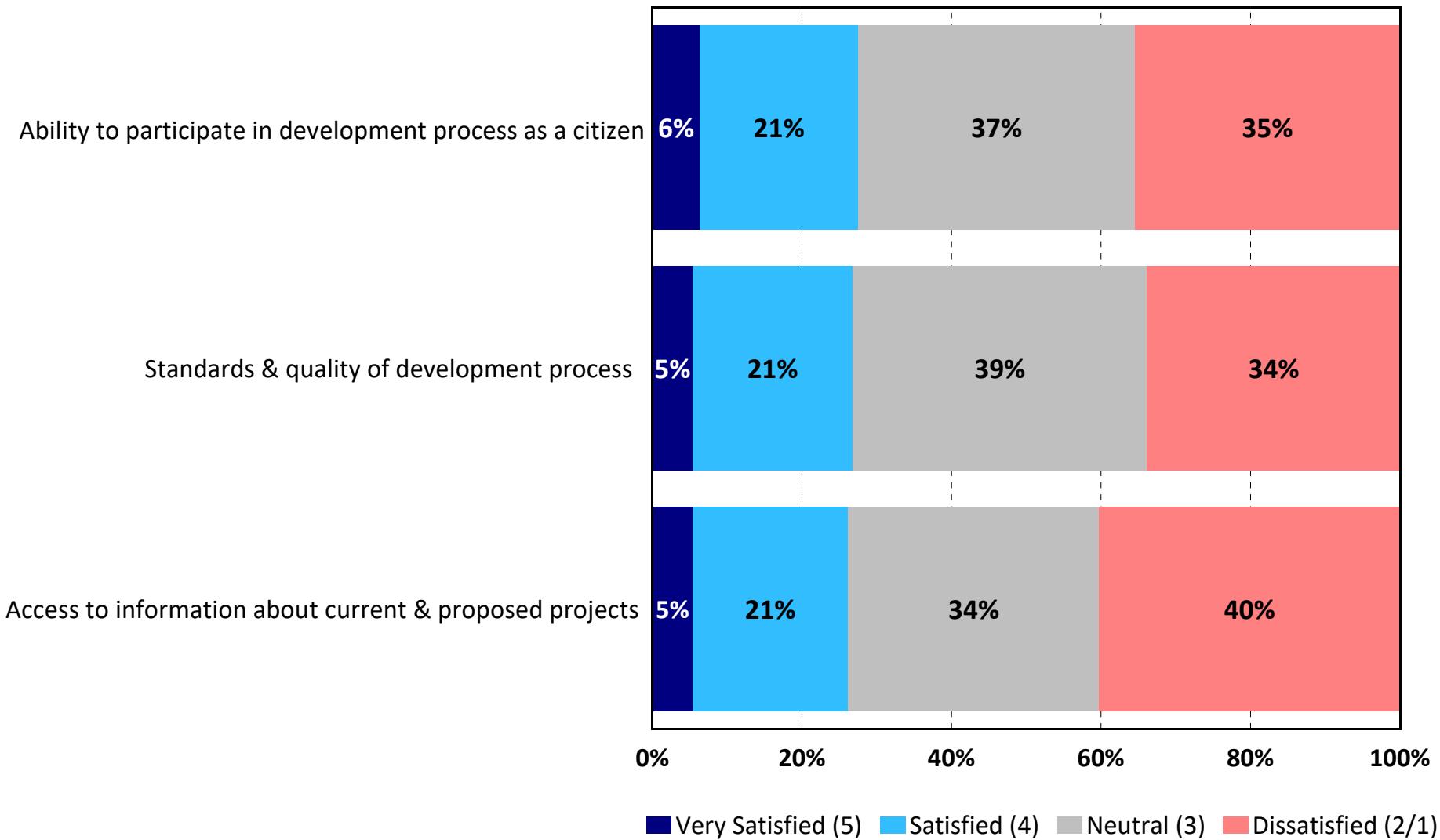
Q25. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



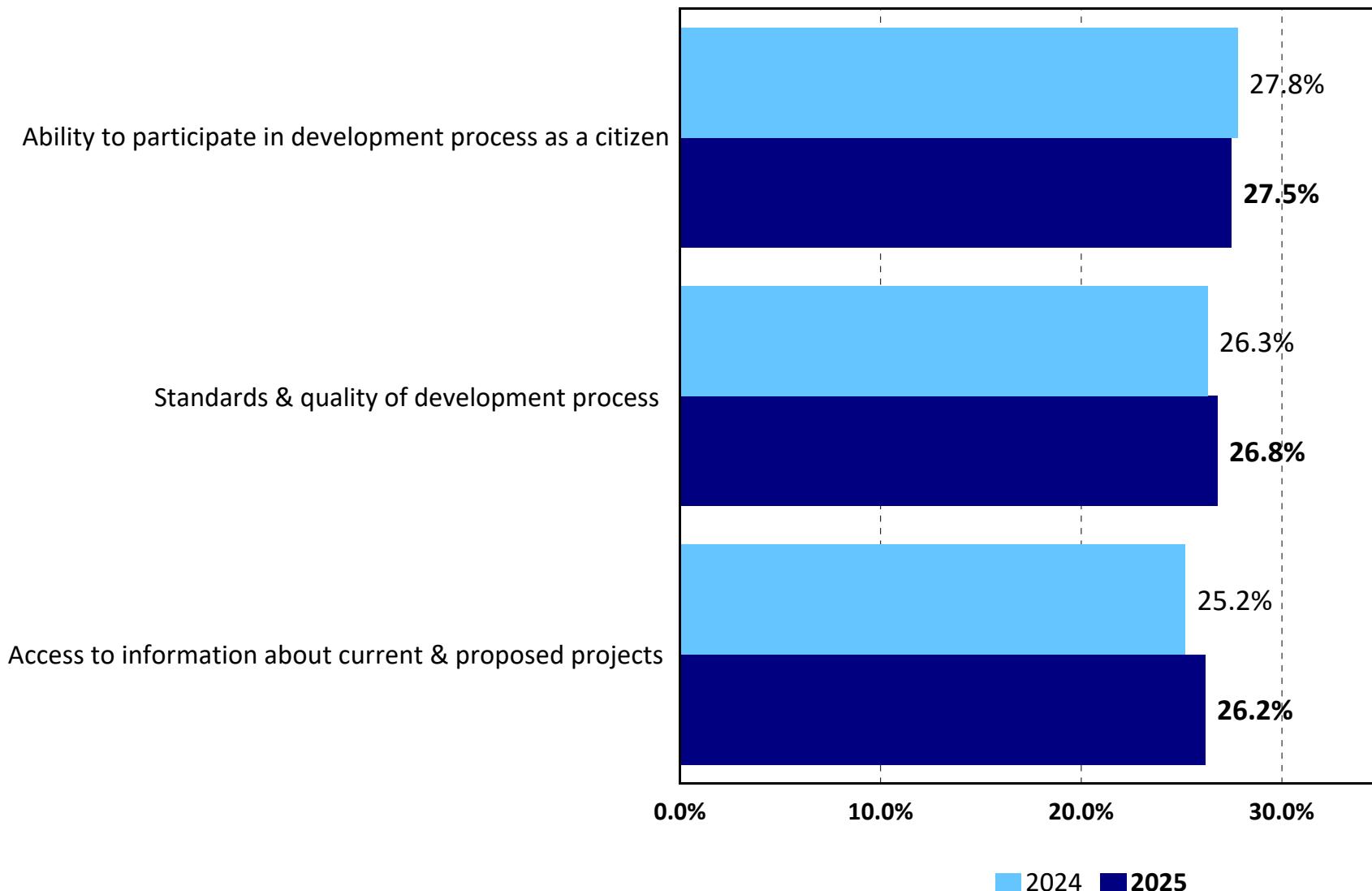
Q26. Satisfaction With Planning and Development Process

by percentage of respondents (excluding “don't know”)



TRENDS: Satisfaction With Planning and Development Process - 2024 vs. 2025

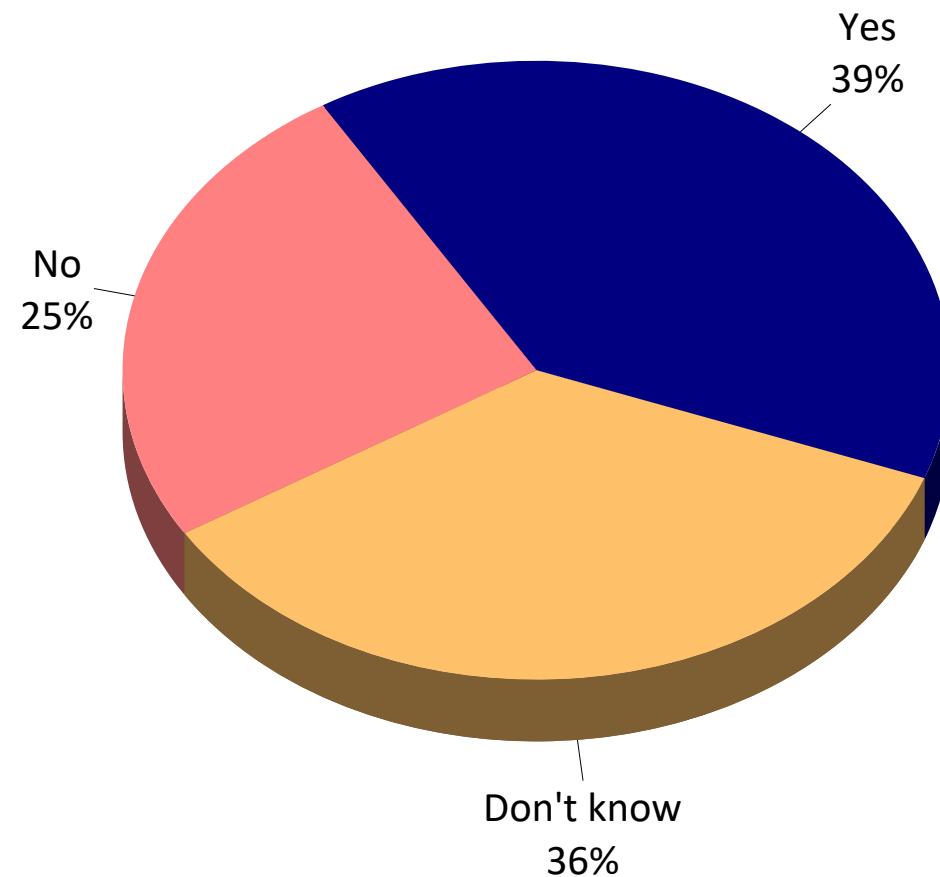
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



Q27. Do you agree with the following statement?

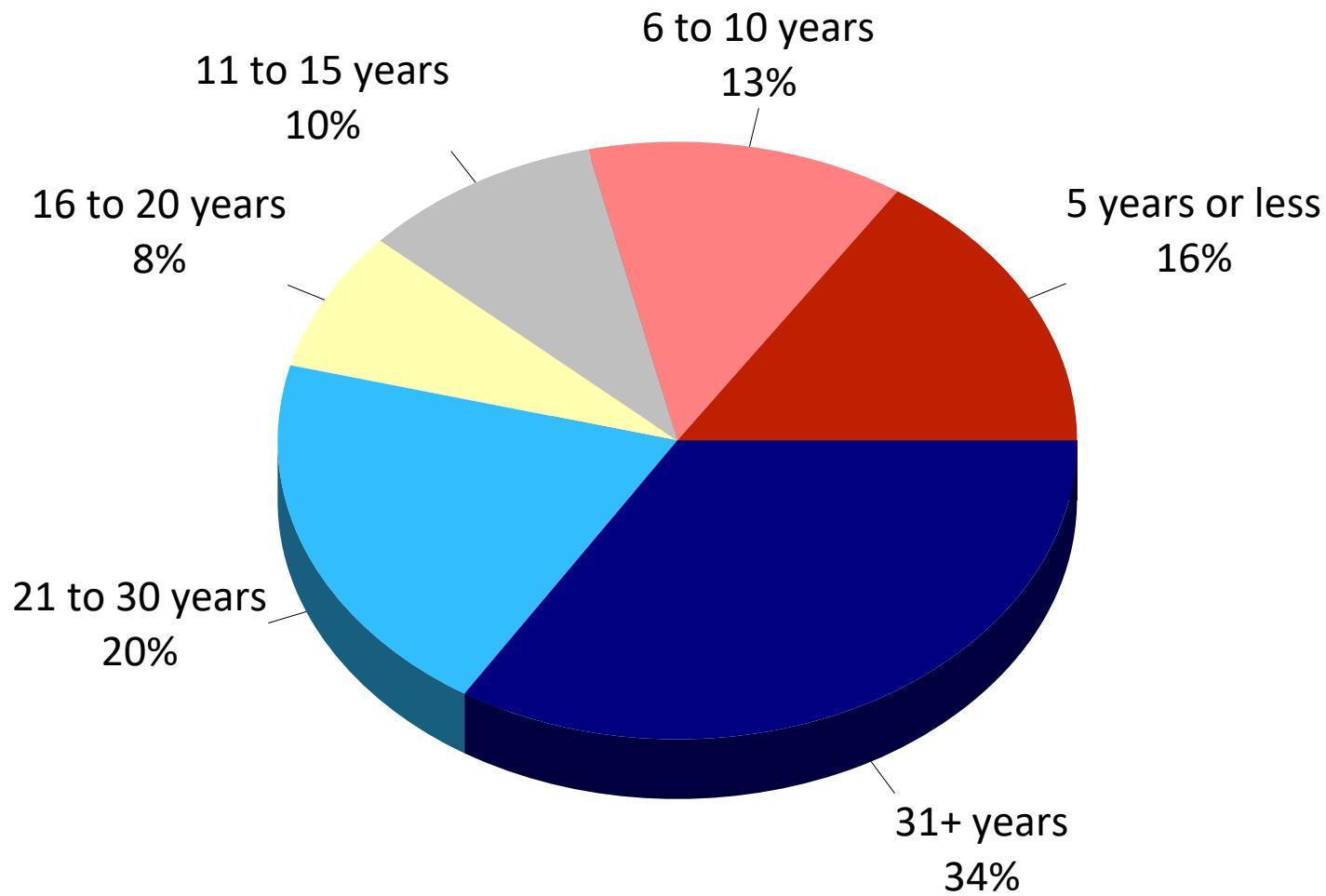
“I have access to and can participate in opportunities to connect as an inclusive community and engage in a place where I feel safe, welcome and respected.”

by percentage of respondents



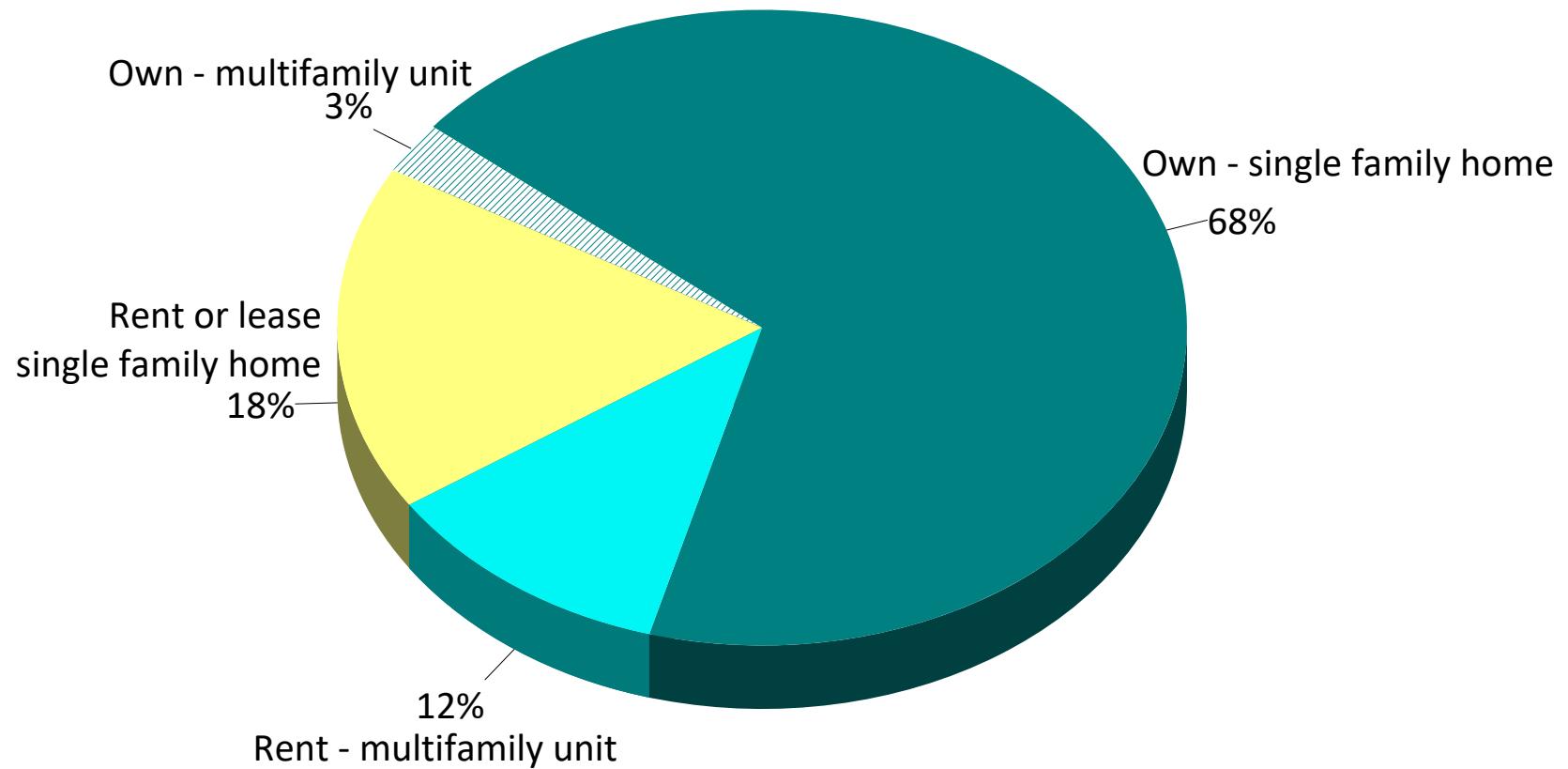
Q28. Demographics: Number of Years Lived in Columbia

by percentage of respondents (excluding “not provided”)



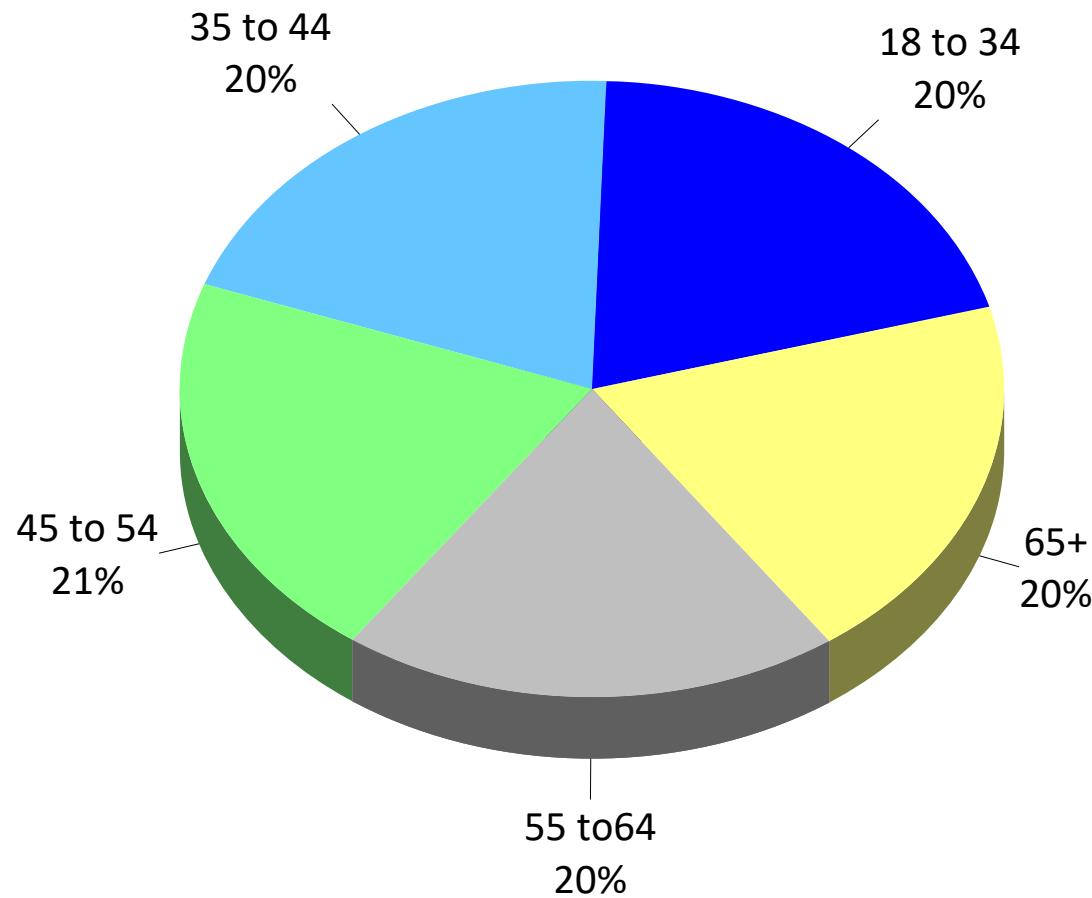
Q30. Demographics: Which of the following best describes your household?

by percentage of respondents (excluding “not provided”)



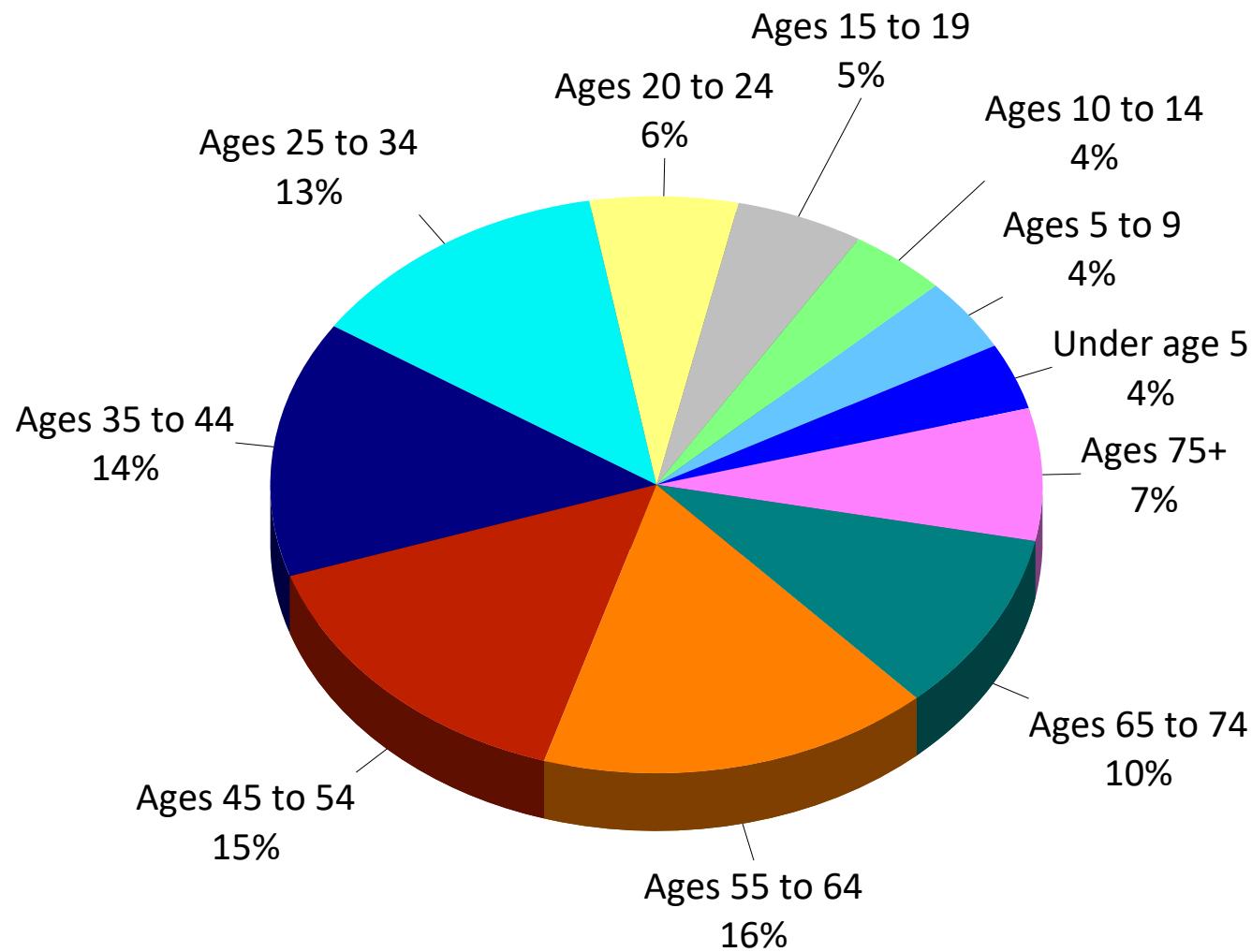
Q31. Demographics: Age of Respondent

by percentage of respondents (excluding “not provided”)



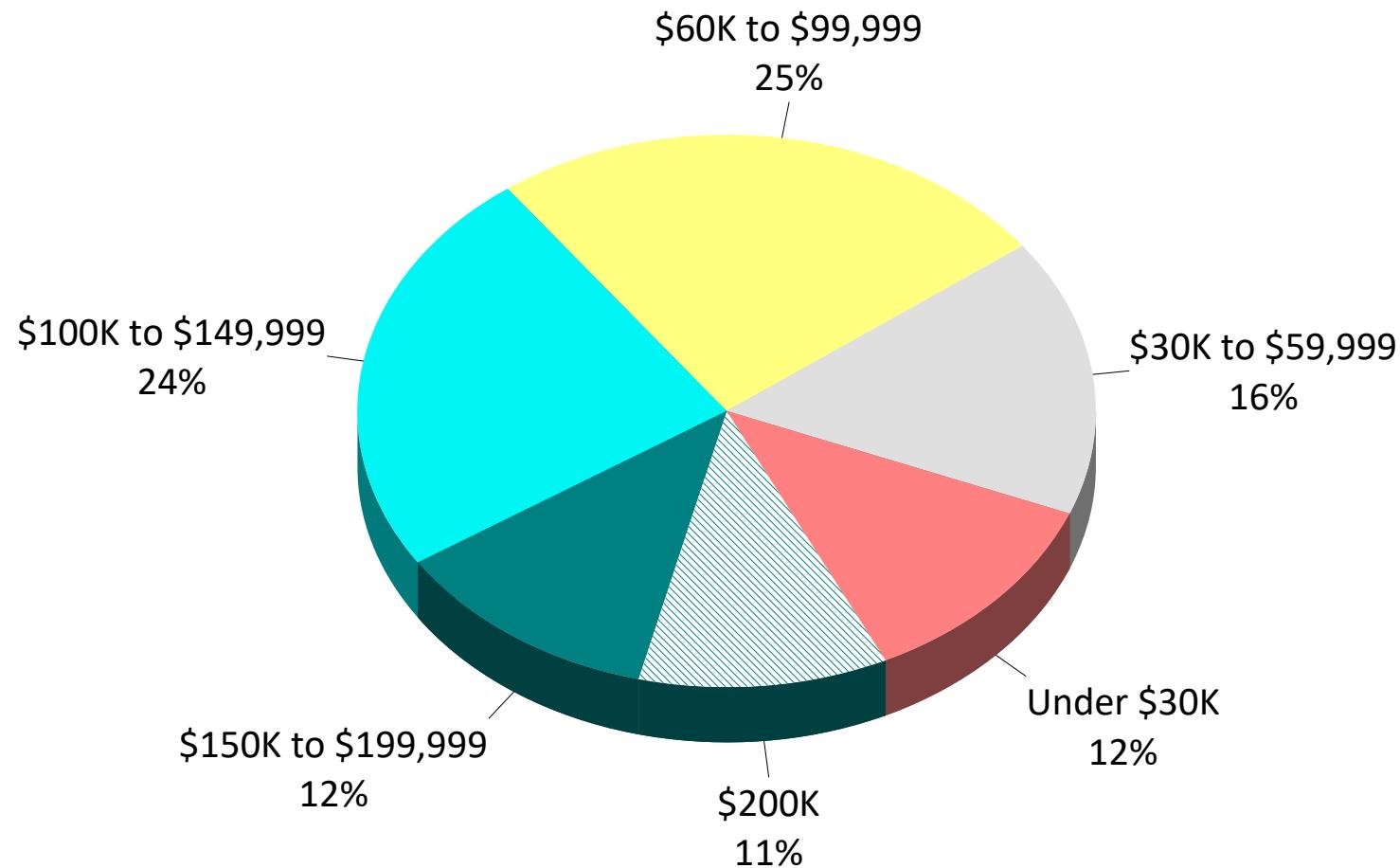
Q32. Demographics: Ages of Household Members

by percentage of persons in household



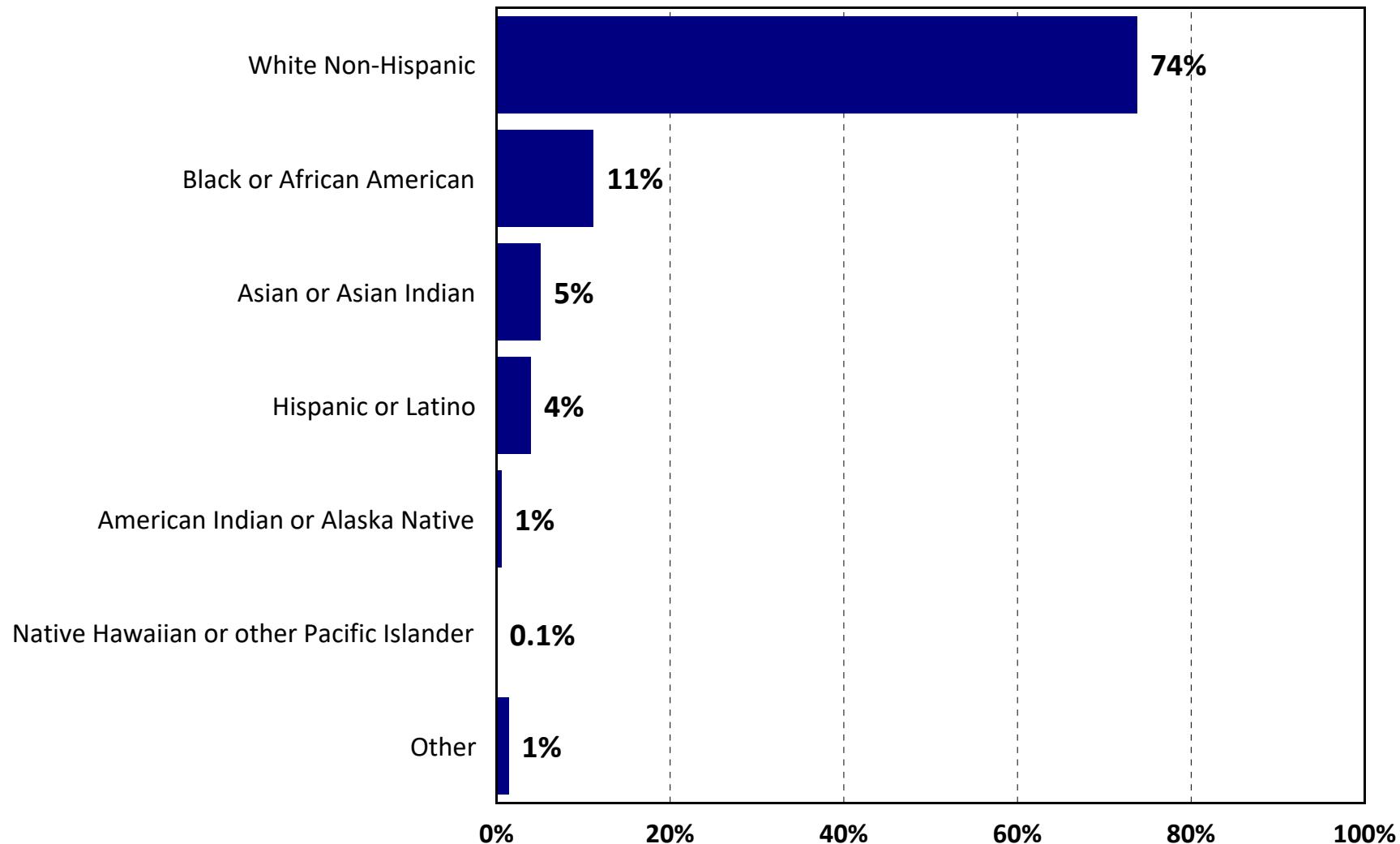
Q33. Demographics: Annual Household Income

by percentage of respondents (excluding “not provided”)



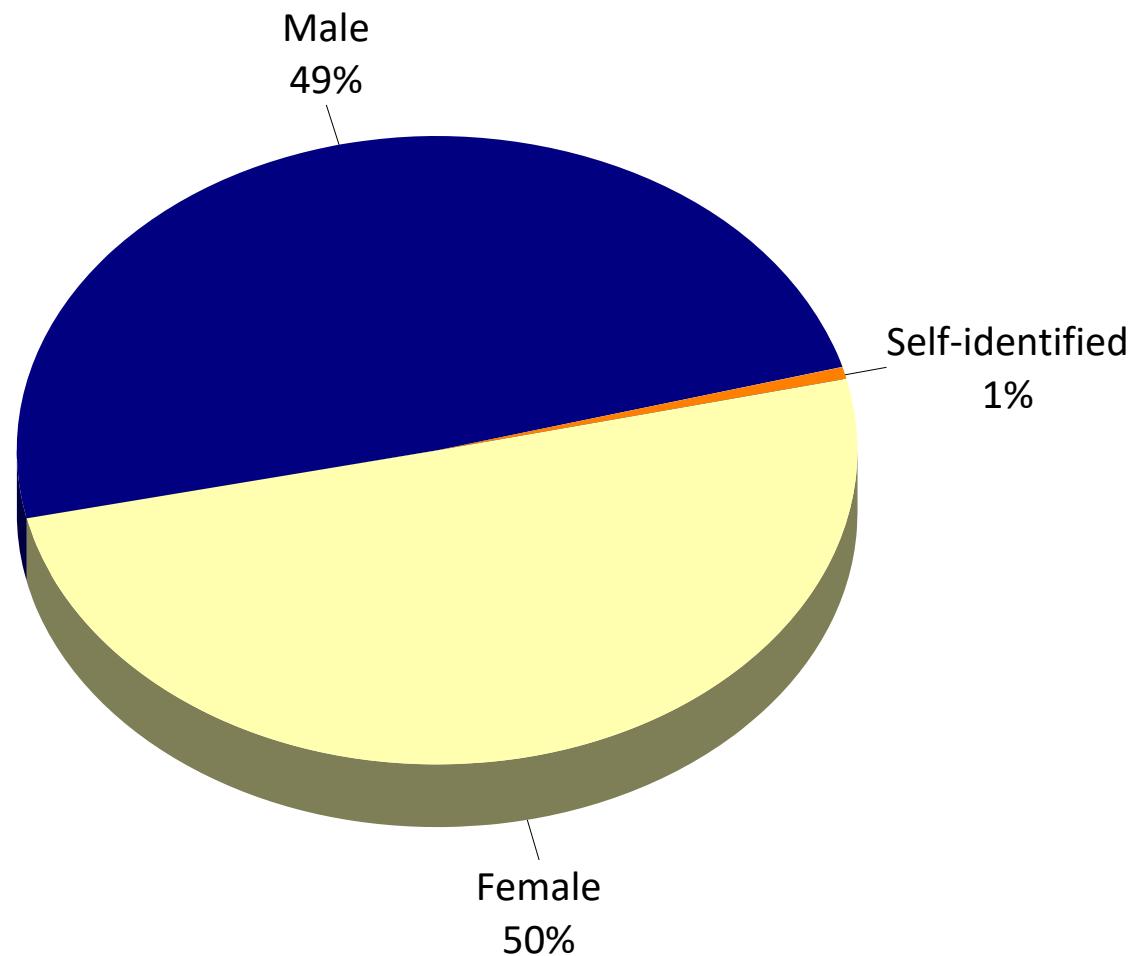
Q34. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Q35. Demographics: Gender

by percentage of respondents (excluding “not provided”)



2

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2025 to a random sample of residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2025 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma.

The charts on the following pages show how the results for the City of Columbia compare to the national average and the Plains regional average. The blue bar shows the results for Columbia. The red bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the summer of 2025. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of residents during the summer of 2025.

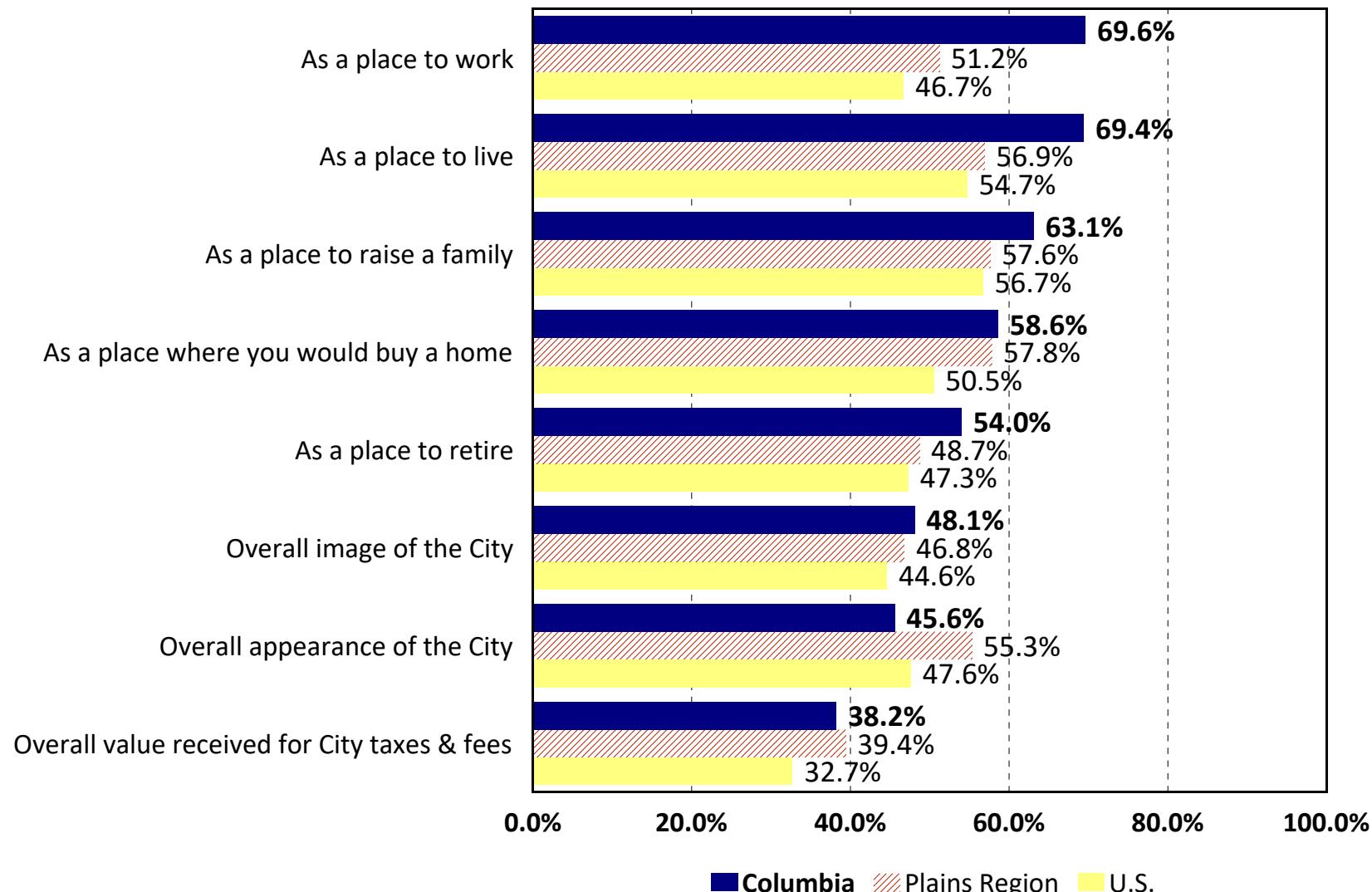
National Benchmarks

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 Columbia is not authorized without written consent from ETC Institute

Quality of Life and Perceptions of the City

Columbia vs. Plains Region vs. U.S.

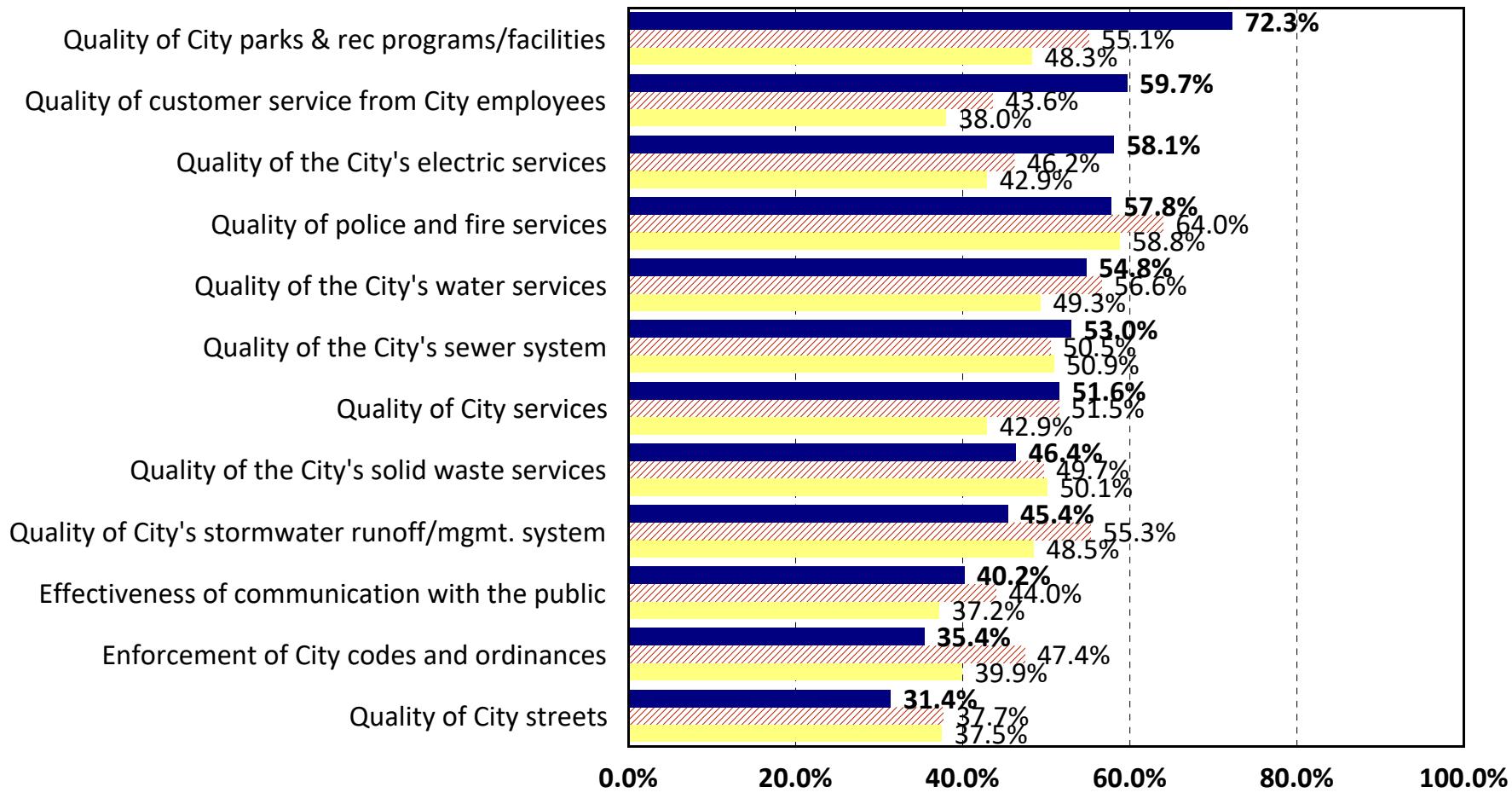
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor"



Satisfaction with Major City Services

Columbia vs. Plains Region vs. U.S.

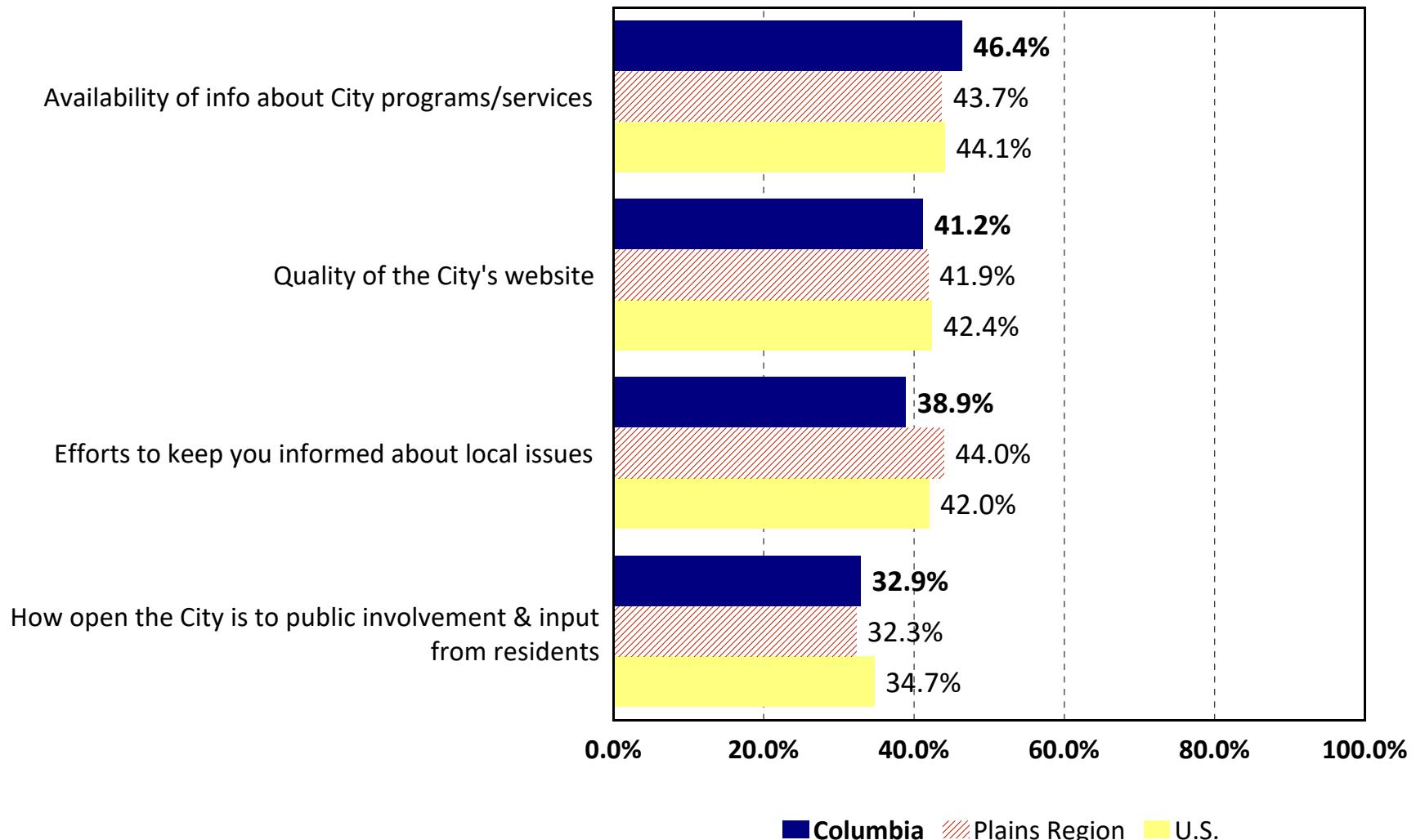
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



City Communication

Columbia vs. Plains Region vs. U.S.

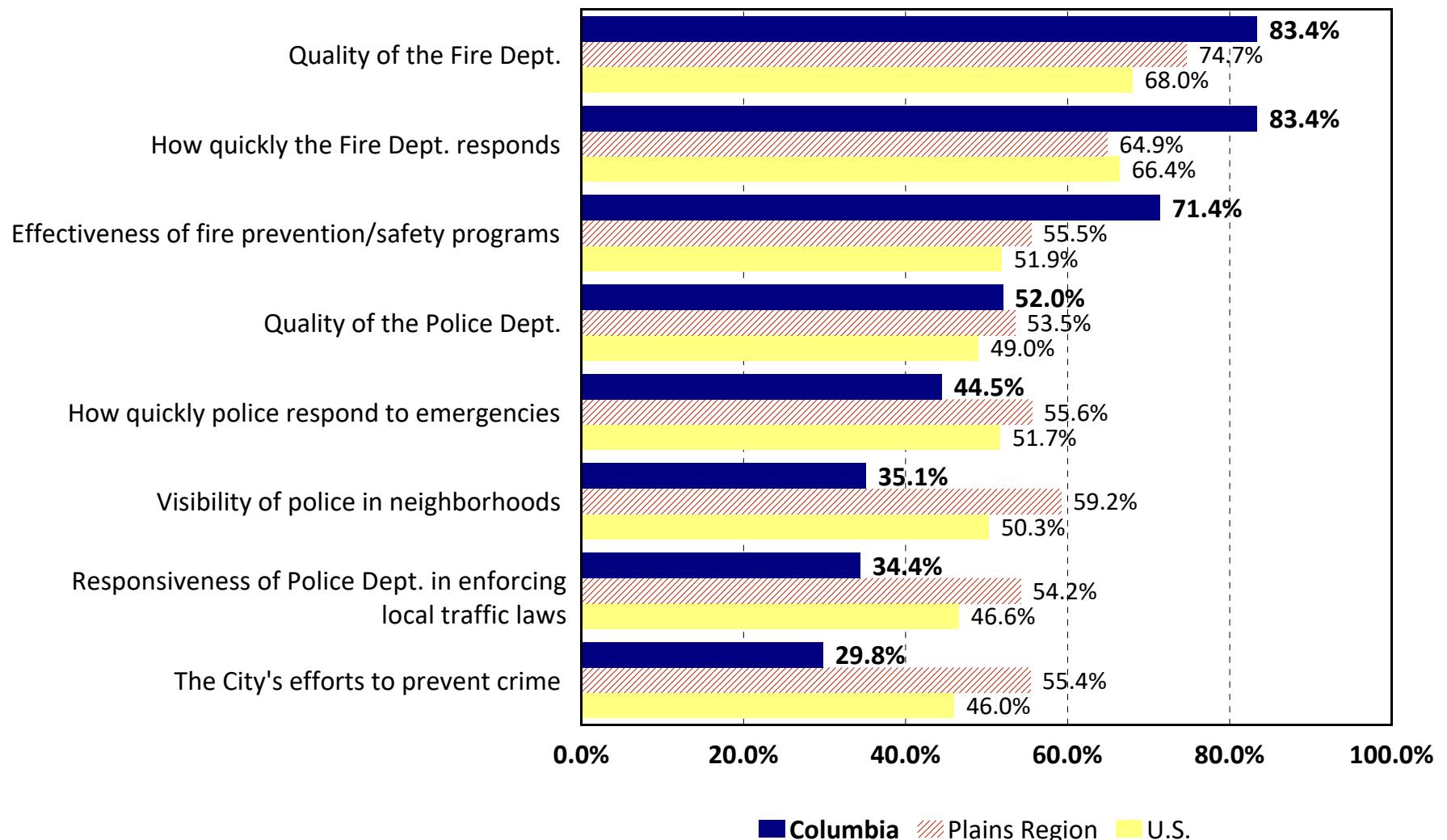
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Public Safety Services

City Columbia vs. Plains Region vs. U.S.

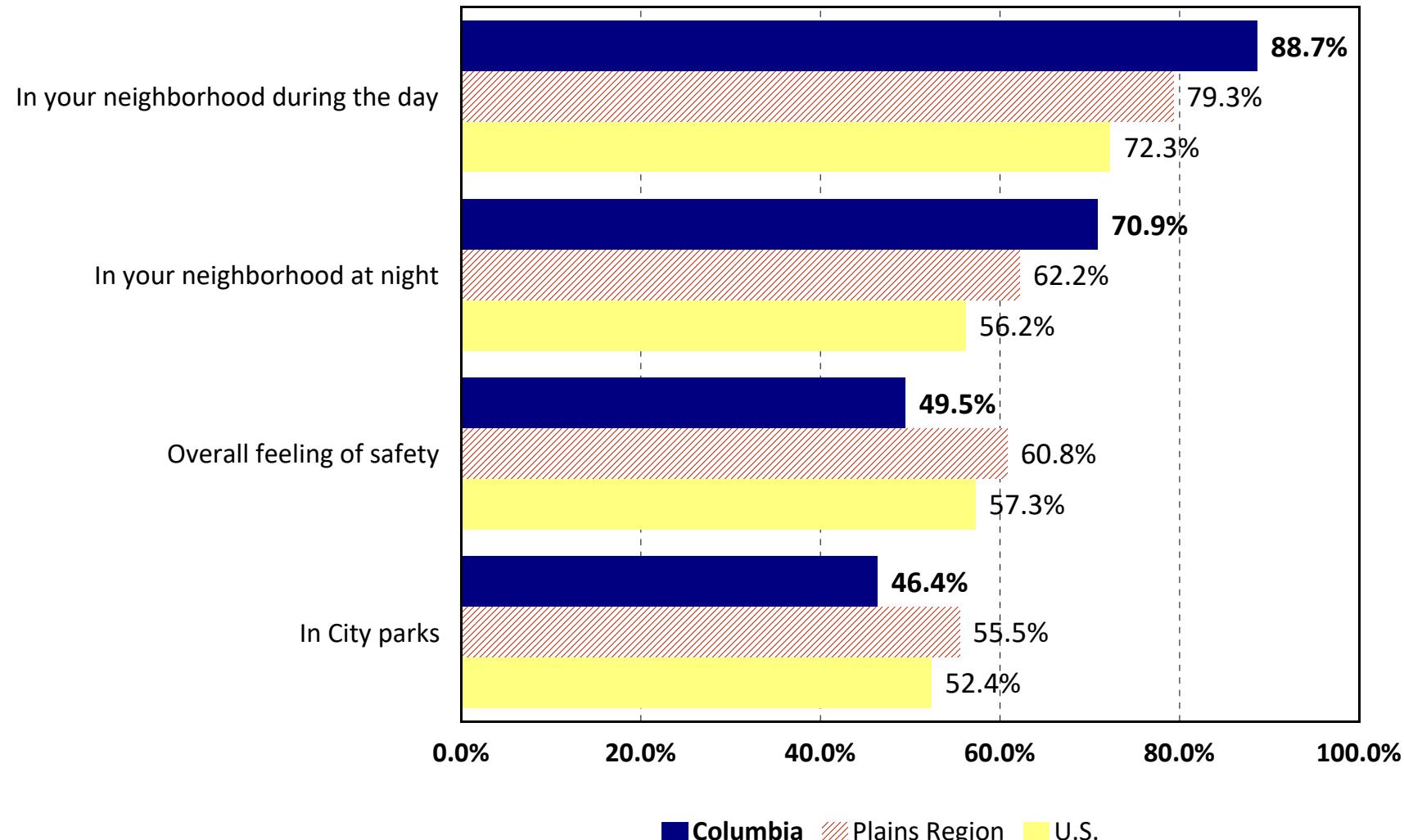
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Perceptions of Safety

Columbia vs. Plains Region vs. U.S.

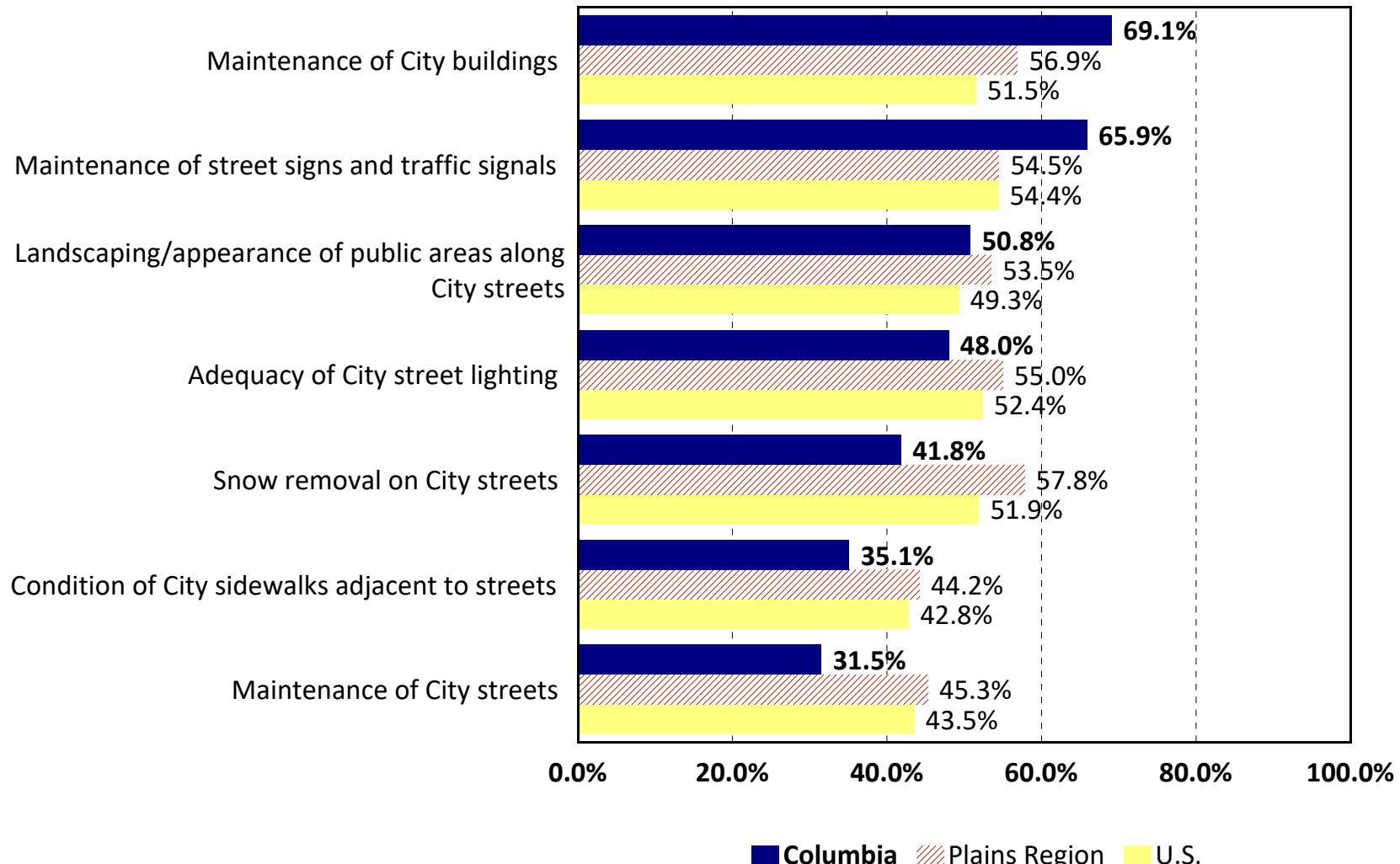
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe"



City Maintenance/Public Works

Columbia vs. Plains Region vs. U.S.

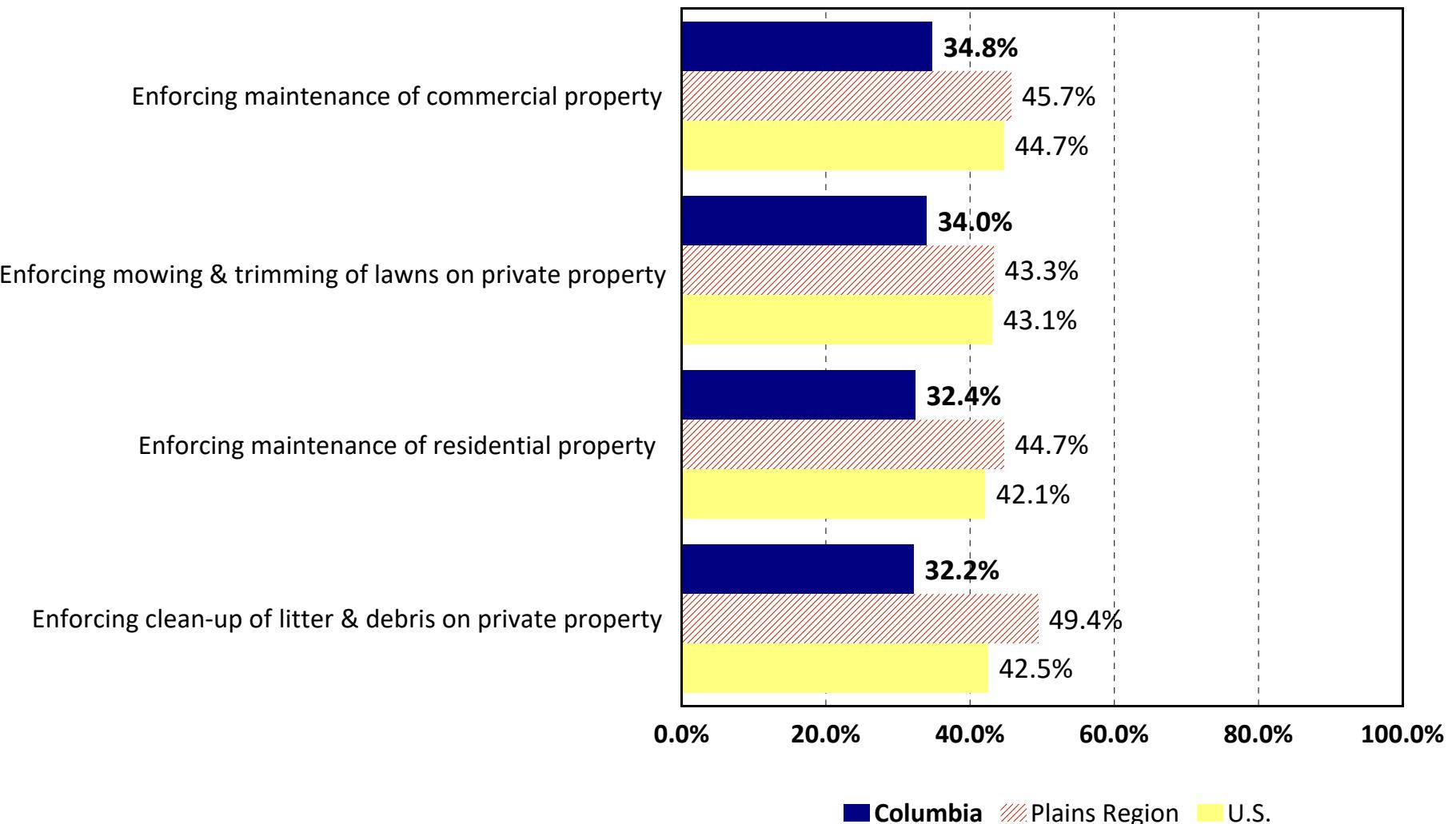
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Enforcement of Property Maintenance Codes

Columbia vs. Plains Region vs. 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"



3

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

The rating is calculated by summing the percentage of responses for items selected as the first, second, third, fourth, and fifth most important services for the City to emphasize. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). The "don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major categories of City services that should receive the most emphasis by City leaders. More than half (50.7%) of the respondent households selected "*quality of police and fire services*" as one of the City services that should receive the most emphasis by City leaders.

With regard to satisfaction, 57.8% of respondents surveyed rated "*quality of police and fire services*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 50.7% was multiplied by 42.2% (1-0.578). This calculation yielded an I-S rating of 0.2140, which ranked second out of fourteen categories of City services analyzed.

Importance-Satisfaction Analysis



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 of importance and 0% indicate they are positively satisfied with the delivery of the service.

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

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($I-S > 0.20$)
- Increase Current Emphasis ($I-S = 0.10 - 0.20$)
- Maintain Current Emphasis ($I-S < 0.10$)

Tables showing the results for the City of Columbia are provided on the following pages.

Importance-Satisfaction Rating

City of Columbia, MO Major City Services

Service	Most Important %	Most Important		Satisfaction Rank	Importance- Satisfaction	
		Rank	Satisfaction %		Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Quality of City streets	46%	2	31%	14	0.3121	1
Quality of police and fire services	51%	1	58%	5	0.2140	2
<u>High Priority (IS .10-.20)</u>						
Quality of the City's solid waste services	33%	3	46%	10	0.1785	3
Enforcement of City codes and ordinances	25%	4	35%	13	0.1615	4
Quality of the City's electric services	11%	10	58%	4	0.1509	5
Effectiveness of communication with the public	25%	5	40%	12	0.1483	6
<u>Medium Priority (IS <.10)</u>						
Quality of City services	17%	6	52%	9	0.0808	7
Quality of the City's water services	16%	7	55%	7	0.0737	8
Quality of health and human services	14%	8	56%	6	0.0638	9
Quality of City's stormwater runoff/mgmt. system	9%	11	45%	11	0.0475	10
Quality of City parks & rec programs/facilities	11%	9	72%	1	0.0316	11
Quality of the City's sewer system	6%	12	53%	8	0.0282	12
Quality of customer service from City employees	4%	13	60%	3	0.0169	13
Maintenance of City buildings and facilities	4%	14	62%	2	0.0146	14

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Columbia, MO Public Safety

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
The City's efforts to prevent crime	65%	1	30%	12	0.4577	1
Visibility of police downtown	41%	2	35%	9	0.2636	2
<u>High Priority (IS .10-.20)</u>						
Responsiveness of Police Dept. in enforcing local traffic laws	23%	5	34%	11	0.1515	3
Visibility of police in my neighborhood	22%	6	35%	10	0.1402	4
Quality of the City of Columbia Police Dept.	29%	3	52%	5	0.1392	5
Police Dept. engagement within the community	24%	4	45%	6	0.1316	6
How quickly police respond to emergencies	21%	7	45%	7	0.1160	7
<u>Medium Priority (IS <.10)</u>						
Treatment of citizens by the Columbia Police Dept.	19%	8	62%	4	0.0726	8
Treatment/fairness of the City's municipal court	12%	9	41%	8	0.0722	9
Effectiveness of fire prevention/safety programs	5%	12	71%	3	0.0140	10
Quality of the City of Columbia Fire Dept.	7%	10	83%	1	0.0110	11
How quickly the Fire Dept. responds	6%	11	83%	2	0.0103	12

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Columbia, MO

City Maintenance/Public Works

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets	68%	9	32%	9	0.4685	1
Snow removal on City streets	49%	7	42%	7	0.2858	2
Condition of City sidewalks adjacent to streets	40%	8	35%	8	0.2609	3
<u>High Priority (IS .10-.20)</u>						
Adequacy of residential street lighting	31%	6	45%	6	0.1714	4
Adequacy of City street lighting	26%	5	48%	5	0.1357	5
Landscaping/appearance of public areas along City streets	22%	4	51%	4	0.1063	6
<u>Medium Priority (IS <.10)</u>						
Maintenance of street signs and traffic signals	24%	2	66%	2	0.0818	7
Tree trimming/replacement program	8%	3	52%	3	0.0396	8
Maintenance of City buildings	6%	1	69%	1	0.0170	9

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Columbia, MO Parks and Recreation

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
City's youth and teen programs	32%	2	40%	13	0.1932	1
Adult and senior citizen programs	31%	3	54%	10	0.1429	2
Cleanliness of City parks including litter & debris pickup	43%	1	68%	4	0.1383	3
Medium Priority (IS <.10)						
Fees charged for recreation programs & services	18%	6	53%	11	0.0817	4
City's aquatic facilities	16%	8	51%	12	0.0797	5
Availability of info about City parks & recreation programs	19%	5	66%	6	0.0640	6
Quality of walking and biking trails	26%	4	81%	2	0.0501	7
Quality of indoor recreation facilities	13%	9	63%	8	0.0460	8
Quality of outdoor athletic facilities	11%	10	64%	7	0.0392	9
City's fitness programs	8%	13	57%	9	0.0331	10
Number of walking and biking trails	16%	7	84%	1	0.0266	11
Number of outdoor athletic facilities	8%	12	67%	5	0.0266	12
How close neighborhood parks are to home	8%	11	78%	3	0.0179	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 services they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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Tabular Data

Q1. Quality of Life and Perceptions of the City. Please rate Columbia on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following.

(N=804)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	24.0%	44.9%	11.3%	14.8%	4.2%	0.7%
Q1-2. As a place to raise a family	23.8%	36.2%	14.1%	14.6%	6.3%	5.1%
Q1-3. As a place to work	21.0%	44.9%	18.4%	8.7%	1.7%	5.2%
Q1-4. As a place where you would buy a home	25.0%	32.5%	15.8%	15.4%	9.5%	1.9%
Q1-5. As a place to retire	23.5%	28.4%	15.7%	13.9%	14.6%	4.0%
Q1-6. As a place to open a business	12.8%	21.9%	22.1%	12.4%	9.7%	21.0%
Q1-7. As a place to educate children	21.3%	29.2%	14.9%	15.0%	12.8%	6.7%
Q1-8. As a place where residents support each other	15.3%	34.0%	26.5%	12.3%	9.5%	2.5%
Q1-9. Overall value that you receive for your City taxes & fees	11.4%	25.6%	20.4%	14.9%	24.6%	3.0%
Q1-10. Overall image of City	15.3%	32.5%	17.2%	17.2%	17.0%	0.9%
Q1-11. Overall quality of life in Columbia	19.2%	40.2%	19.7%	15.3%	4.9%	0.9%
Q1-12. Overall appearance of City	12.4%	32.8%	20.3%	18.9%	14.7%	0.9%

WITHOUT "DON'T KNOW"

Q1. Quality of Life and Perceptions of the City. Please rate Columbia on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following. (without "don't know")

(N=804)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	24.2%	45.2%	11.4%	14.9%	4.3%
Q1-2. As a place to raise a family	25.0%	38.1%	14.8%	15.3%	6.7%
Q1-3. As a place to work	22.2%	47.4%	19.4%	9.2%	1.8%
Q1-4. As a place where you would buy a home	25.5%	33.1%	16.1%	15.7%	9.6%
Q1-5. As a place to retire	24.5%	29.5%	16.3%	14.5%	15.2%
Q1-6. As a place to open a business	16.2%	27.7%	28.0%	15.7%	12.3%
Q1-7. As a place to educate children	22.8%	31.3%	16.0%	16.1%	13.7%
Q1-8. As a place where residents support each other	15.7%	34.8%	27.2%	12.6%	9.7%
Q1-9. Overall value that you receive for your City taxes & fees	11.8%	26.4%	21.0%	15.4%	25.4%
Q1-10. Overall image of City	15.4%	32.7%	17.3%	17.3%	17.2%
Q1-11. Overall quality of life in Columbia	19.3%	40.5%	19.8%	15.4%	4.9%
Q1-12. Overall appearance of City	12.5%	33.1%	20.5%	19.1%	14.8%

Q2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of City services	11.3%	39.2%	23.3%	18.5%	5.6%	2.1%
Q2-2. Overall quality of police & fire services	15.0%	40.8%	22.1%	14.4%	4.4%	3.2%
Q2-3. Overall quality of City parks & recreation programs & facilities	34.2%	36.1%	17.2%	7.0%	2.9%	2.7%
Q2-4. Overall quality of Public Health & Human Services Department (e.g. WIC, food inspections, vital records)	13.9%	28.0%	25.2%	5.7%	2.4%	24.8%
Q2-5. Overall maintenance of City buildings & facilities	14.7%	40.2%	27.1%	5.8%	1.0%	11.2%
Q2-6. Overall quality of City's water services	13.8%	39.1%	22.3%	14.9%	6.5%	3.5%
Q2-7. Overall enforcement of City codes & ordinances	8.1%	23.6%	26.1%	19.0%	12.6%	10.6%
Q2-8. Overall quality of customer service you receive from City employees	18.5%	36.4%	24.8%	8.0%	4.4%	8.0%
Q2-9. Overall effectiveness of City communication with the public	11.8%	27.2%	22.3%	19.8%	16.0%	2.9%
Q2-10. Overall quality of City's stormwater runoff/stormwater management system	10.1%	29.9%	30.3%	11.4%	6.2%	12.1%
Q2-11. Overall quality of City's sewer system	11.3%	36.3%	29.5%	9.1%	3.7%	10.1%
Q2-12. Overall quality of City's electric services	14.7%	38.7%	23.5%	11.2%	3.7%	8.2%
Q2-13. Overall quality of City streets	6.3%	24.8%	23.0%	31.7%	13.2%	1.0%

Q2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-14. Overall quality of City's solid waste services (trash/recycling/yard waste)	11.6%	33.8%	19.9%	20.4%	12.2%	2.1%

WITHOUT "DON'T KNOW"

Q2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of City services	11.6%	40.0%	23.8%	18.9%	5.7%
Q2-2. Overall quality of police & fire services	15.6%	42.2%	22.9%	14.9%	4.5%
Q2-3. Overall quality of City parks & recreation programs & facilities	35.2%	37.1%	17.6%	7.2%	2.9%
Q2-4. Overall quality of Public Health & Human Services Department (e.g. WIC, food inspections, vital records)	18.5%	37.2%	33.6%	7.6%	3.1%
Q2-5. Overall maintenance of City buildings & facilities	16.5%	45.2%	30.5%	6.6%	1.1%
Q2-6. Overall quality of City's water services	14.3%	40.5%	23.1%	15.5%	6.7%
Q2-7. Overall enforcement of City codes & ordinances	9.0%	26.4%	29.2%	21.3%	14.0%
Q2-8. Overall quality of customer service you receive from City employees	20.1%	39.6%	26.9%	8.6%	4.7%
Q2-9. Overall effectiveness of City communication with the public	12.2%	28.0%	22.9%	20.4%	16.5%
Q2-10. Overall quality of City's stormwater runoff/stormwater management system	11.5%	33.9%	34.5%	13.0%	7.1%
Q2-11. Overall quality of City's sewer system	12.6%	40.4%	32.8%	10.1%	4.1%
Q2-12. Overall quality of City's electric services	16.0%	42.1%	25.6%	12.2%	4.1%
Q2-13. Overall quality of City streets	6.4%	25.0%	23.2%	32.0%	13.3%

WITHOUT "DON'T KNOW"

Q2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-14. Overall quality of City's solid waste services (trash/recycling/yard waste)	11.8%	34.6%	20.3%	20.8%	12.5%

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. Top choice	Number	Percent
Overall quality of City services	37	4.6 %
Overall quality of police & fire services	261	32.5 %
Overall quality of City parks & recreation programs & facilities	20	2.5 %
Overall quality of Public Health & Human Services Department (e.g. WIC, food inspections, vital records)	31	3.9 %
Overall maintenance of City buildings & facilities	4	0.5 %
Overall quality of City's water services	43	5.3 %
Overall enforcement of City codes & ordinances	62	7.7 %
Overall quality of customer service you receive from City employees	8	1.0 %
Overall effectiveness of City communication with the public	35	4.4 %
Overall quality of City's stormwater runoff/stormwater management system	11	1.4 %
Overall quality of City's sewer system	10	1.2 %
Overall quality of City's electric services	24	3.0 %
Overall quality of City streets	113	14.1 %
Overall quality of City's solid waste services (trash/recycling/yard waste)	89	11.1 %
<u>None chosen</u>	56	7.0 %
Total	804	100.0 %

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. 2nd choice	Number	Percent
Overall quality of City services	35	4.4 %
Overall quality of police & fire services	85	10.6 %
Overall quality of City parks & recreation programs & facilities	30	3.7 %
Overall quality of Public Health & Human Services Department (e.g. WIC, food inspections, vital records)	39	4.9 %
Overall maintenance of City buildings & facilities	14	1.7 %
Overall quality of City's water services	56	7.0 %
Overall enforcement of City codes & ordinances	83	10.3 %
Overall quality of customer service you receive from City employees	13	1.6 %
Overall effectiveness of City communication with the public	83	10.3 %
Overall quality of City's stormwater runoff/stormwater management system	29	3.6 %
Overall quality of City's sewer system	14	1.7 %
Overall quality of City's electric services	31	3.9 %
Overall quality of City streets	143	17.8 %
Overall quality of City's solid waste services (trash/recycling/yard waste)	79	9.8 %
<u>None chosen</u>	70	8.7 %
Total	804	100.0 %

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. 3rd choice	Number	Percent
Overall quality of City services	62	7.7 %
Overall quality of police & fire services	61	7.6 %
Overall quality of City parks & recreation programs & facilities	42	5.2 %
Overall quality of Public Health & Human Services Department (e.g. WIC, food inspections, vital records)	45	5.6 %
Overall maintenance of City buildings & facilities	13	1.6 %
Overall quality of City's water services	32	4.0 %
Overall enforcement of City codes & ordinances	56	7.0 %
Overall quality of customer service you receive from City employees	13	1.6 %
Overall effectiveness of City communication with the public	81	10.1 %
Overall quality of City's stormwater runoff/stormwater management system	30	3.7 %
Overall quality of City's sewer system	25	3.1 %
Overall quality of City's electric services	33	4.1 %
Overall quality of City streets	109	13.6 %
Overall quality of City's solid waste services (trash/recycling/yard waste)	100	12.4 %
<u>None chosen</u>	102	12.7 %
Total	804	100.0 %

SUM OF TOP 3 CHOICES

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q3. Sum of top 3 choices	Number	Percent
Overall quality of City services	134	16.7 %
Overall quality of police & fire services	407	50.6 %
Overall quality of City parks & recreation programs & facilities	92	11.4 %
Overall quality of Public Health & Human Services Department (e.g. WIC, food inspections, vital records)	115	14.3 %
Overall maintenance of City buildings & facilities	31	3.9 %
Overall quality of City's water services	131	16.3 %
Overall enforcement of City codes & ordinances	201	25.0 %
Overall quality of customer service you receive from City employees	34	4.2 %
Overall effectiveness of City communication with the public	199	24.8 %
Overall quality of City's stormwater runoff/stormwater management system	70	8.7 %
Overall quality of City's sewer system	49	6.1 %
Overall quality of City's electric services	88	10.9 %
Overall quality of City streets	365	45.4 %
Overall quality of City's solid waste services (trash/recycling/yard waste)	268	33.3 %
<u>None chosen</u>	56	7.0 %
Total	2240	

Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q4. Top choice	Number	Percent
Increase quality & quantity of housing options	126	15.7 %
Increase Downtown development	14	1.7 %
Attract more industry & related jobs	36	4.5 %
Maintain & improve streets & sidewalks	78	9.7 %
Increase number of police	273	34.0 %
Provide additional services to the unhoused	43	5.3 %
Increase environmental sustainability	25	3.1 %
Increased activities for youth	13	1.6 %
Maintain & improve park & recreation facilities	10	1.2 %
Improve public transportation	21	2.6 %
Improve water quality	24	3.0 %
Increase social services	17	2.1 %
Homelessness	92	11.4 %
Other	16	2.0 %
<u>None chosen</u>	16	2.0 %
Total	804	100.0 %

Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q4. 2nd choice	Number	Percent
Increase quality & quantity of housing options	47	5.8 %
Increase Downtown development	17	2.1 %
Attract more industry & related jobs	76	9.5 %
Maintain & improve streets & sidewalks	120	14.9 %
Increase number of police	108	13.4 %
Provide additional services to the unhoused	62	7.7 %
Increase environmental sustainability	41	5.1 %
Increased activities for youth	34	4.2 %
Maintain & improve park & recreation facilities	19	2.4 %
Improve public transportation	48	6.0 %
Improve water quality	37	4.6 %
Increase social services	20	2.5 %
Homelessness	132	16.4 %
Other	16	2.0 %
<u>None chosen</u>	27	3.4 %
Total	804	100.0 %

Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q4. 3rd choice	Number	Percent
Increase quality & quantity of housing options	55	6.8 %
Increase Downtown development	31	3.9 %
Attract more industry & related jobs	88	10.9 %
Maintain & improve streets & sidewalks	103	12.8 %
Increase number of police	61	7.6 %
Provide additional services to the unhoused	44	5.5 %
Increase environmental sustainability	46	5.7 %
Increased activities for youth	50	6.2 %
Maintain & improve park & recreation facilities	40	5.0 %
Improve public transportation	50	6.2 %
Improve water quality	50	6.2 %
Increase social services	44	5.5 %
Homelessness	82	10.2 %
Other	18	2.2 %
<u>None chosen</u>	42	5.2 %
Total	804	100.0 %

Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q4. 4th choice	Number	Percent
Increase quality & quantity of housing options	47	5.8 %
Increase Downtown development	32	4.0 %
Attract more industry & related jobs	67	8.3 %
Maintain & improve streets & sidewalks	96	11.9 %
Increase number of police	33	4.1 %
Provide additional services to the unhoused	46	5.7 %
Increase environmental sustainability	43	5.3 %
Increased activities for youth	36	4.5 %
Maintain & improve park & recreation facilities	56	7.0 %
Improve public transportation	50	6.2 %
Improve water quality	57	7.1 %
Increase social services	49	6.1 %
Homelessness	59	7.3 %
Other	32	4.0 %
<u>None chosen</u>	101	12.6 %
Total	804	100.0 %

SUM OF TOP 4 CHOICES

Q4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

<u>Q4. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Increase quality & quantity of housing options	275	34.2 %
Increase Downtown development	94	11.7 %
Attract more industry & related jobs	267	33.2 %
Maintain & improve streets & sidewalks	397	49.4 %
Increase number of police	475	59.1 %
Provide additional services to the unhoused	195	24.3 %
Increase environmental sustainability	155	19.3 %
Increased activities for youth	133	16.5 %
Maintain & improve park & recreation facilities	125	15.5 %
Improve public transportation	169	21.0 %
Improve water quality	168	20.9 %
Increase social services	130	16.2 %
Homelessness	365	45.4 %
Other	82	10.2 %
<u>None chosen</u>	<u>16</u>	<u>2.0 %</u>
Total	3046	

Q5. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your experience.

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall satisfaction with customer service provided by City employees	21.5%	34.2%	22.9%	6.2%	2.2%	12.9%
Q5-2. How easy the department was to contact	17.2%	35.1%	23.6%	6.7%	3.7%	13.7%
Q5-3. How courteously you were treated	25.1%	34.0%	19.8%	4.0%	2.1%	15.0%
Q5-4. Technical competence & knowledge of City employees who assisted you	20.4%	33.7%	22.6%	4.4%	2.0%	16.9%
Q5-5. Timeliness of City employees resolving your issue	19.9%	30.8%	23.8%	6.6%	3.1%	15.8%

WITHOUT “DON’T KNOW”

Q5. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your experience. (without “don't know”)

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall satisfaction with customer service provided by City employees	24.7%	39.3%	26.3%	7.1%	2.6%
Q5-2. How easy the department was to contact	19.9%	40.6%	27.4%	7.8%	4.3%
Q5-3. How courteously you were treated	29.6%	40.0%	23.3%	4.7%	2.5%
Q5-4. Technical competence & knowledge of City employees who assisted you	24.6%	40.6%	27.2%	5.2%	2.4%
Q5-5. Timeliness of City employees resolving your issue	23.6%	36.6%	28.2%	7.8%	3.7%

Q6. City Communication. Please indicate which forms of communication are your preferred methods to receive information from the City.

<u>Q6. Top choice</u>	Number	Percent
City newsletter	120	14.9 %
Direct mailers	110	13.7 %
Social media posts	134	16.7 %
Temporary signage	5	0.6 %
City website	87	10.8 %
Emails	142	17.7 %
Newspapers	24	3.0 %
Radio	18	2.2 %
TV	70	8.7 %
Text messages	78	9.7 %
<u>None chosen</u>	16	2.0 %
Total	804	100.0 %

Q6. City Communication. Please indicate which forms of communication are your preferred methods to receive information from the City.

<u>Q6. 2nd choice</u>	Number	Percent
City newsletter	82	10.2 %
Direct mailers	103	12.8 %
Social media posts	92	11.4 %
Temporary signage	22	2.7 %
City website	92	11.4 %
Emails	119	14.8 %
Newspapers	35	4.4 %
Radio	34	4.2 %
TV	98	12.2 %
Text messages	99	12.3 %
<u>None chosen</u>	28	3.5 %
Total	804	100.0 %

SUM OF TOP 2 CHOICES**Q6. City Communication. Please indicate which forms of communication are your preferred methods to receive information from the City. (top 2)**

Q6. Sum of top 2 choices	Number	Percent
City newsletter	202	25.1 %
Direct mailers	213	26.5 %
Social media posts	226	28.1 %
Temporary signage	27	3.4 %
City website	179	22.3 %
Emails	261	32.5 %
Newspapers	59	7.3 %
Radio	52	6.5 %
TV	168	20.9 %
Text messages	177	22.0 %
<u>None chosen</u>	<u>16</u>	<u>2.0 %</u>
Total	1580	

Q7. Please rate your satisfaction with each of the following aspects of City Communication.

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Availability of information about City programs & services	9.6%	33.2%	31.8%	13.9%	3.6%	7.8%
Q7-2. City's efforts to keep you informed about local issues	8.5%	28.4%	27.0%	22.0%	8.8%	5.3%
Q7-3. How open City is to public involvement & input from residents	9.7%	20.4%	24.9%	16.7%	19.8%	8.6%
Q7-4. Quality of City's website	7.8%	27.0%	35.9%	11.4%	2.5%	15.3%
Q7-5. How well City communicates notices of public meetings	9.6%	24.1%	33.8%	14.9%	5.8%	11.7%
Q7-6. How well City's communications meet your needs	8.6%	24.6%	35.0%	15.4%	8.7%	7.7%

WITHOUT "DON'T KNOW"**Q7. Please rate your satisfaction with each of the following aspects of City Communication. (without "don't know")**

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Availability of information about City programs & services	10.4%	36.0%	34.5%	15.1%	3.9%
Q7-2. City's efforts to keep you informed about local issues	8.9%	30.0%	28.5%	23.3%	9.3%
Q7-3. How open City is to public involvement & input from residents	10.6%	22.3%	27.2%	18.2%	21.6%
Q7-4. Quality of City's website	9.3%	31.9%	42.4%	13.5%	2.9%
Q7-5. How well City communicates notices of public meetings	10.8%	27.3%	38.3%	16.9%	6.6%
Q7-6. How well City's communications meet your needs	9.3%	26.7%	37.9%	16.7%	9.4%

Q8. Do you agree with the following statement? "City government is a trusted source of information."

Q8. Do you agree that City government is a trusted source of information

	Number	Percent
Yes	342	42.5 %
No	323	40.2 %
<u>Don't know</u>	139	17.3 %
Total	804	100.0 %

WITHOUT "DON'T KNOW"**Q8. Do you agree with the following statement? "City government is a trusted source of information." (without "don't know")**

Q8. Do you agree that City government is a trusted source of information

	Number	Percent
Yes	342	51.4 %
No	323	48.6 %
Total	665	100.0 %

Q9. What factors contribute most to your trust in our local government?

Q9. What factors contribute most to your trust in our local government

	Number	Percent
Transparency	563	70.0 %
Fairness	287	35.7 %
Responsiveness	361	44.9 %
Accountability	541	67.3 %
Civic engagement opportunities	184	22.9 %
Effective communication	386	48.0 %
Total	2322	

Q10. Do you agree with the following statement? "When interacting with the City, I receive the information I need and am treated with respect."

Q10. Do you agree that you receive information you need & you are treated with respect when interacting with

City	Number	Percent
Yes	434	54.0 %
No	125	15.5 %
Don't know	245	30.5 %
Total	804	100.0 %

WITHOUT "DON'T KNOW"

Q10. Do you agree with the following statement? "When interacting with the City, I receive the information I need and am treated with respect." (without "don't know")

Q10. Do you agree that you receive information you need & you are treated with respect when interacting with

City	Number	Percent
Yes	434	77.6 %
No	125	22.4 %
Total	559	100.0 %

Q11. Public Safety. Please rate your satisfaction with the quality of the following.

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Visibility of police in my neighborhood	7.2%	26.6%	32.2%	20.0%	10.2%	3.7%
Q11-2. Visibility of police downtown	7.6%	23.6%	24.4%	21.9%	10.7%	11.8%
Q11-3. City's efforts to prevent crime	7.7%	20.6%	18.4%	22.8%	25.7%	4.7%
Q11-4. How quickly police respond to emergencies	9.2%	25.0%	22.8%	12.8%	7.1%	23.1%
Q11-5. Overall quality of City of Columbia Police Department	12.1%	35.8%	28.5%	10.6%	5.2%	7.8%
Q11-6. Overall treatment of citizens by Columbia Police Department	18.0%	34.6%	22.0%	5.8%	4.7%	14.8%
Q11-7. Responsiveness of Police Department in enforcing local traffic laws	7.0%	23.6%	26.6%	19.4%	12.3%	11.1%
Q11-8. Police Department engagement within the community	8.8%	30.3%	32.0%	10.8%	4.4%	13.7%
Q11-9. Overall quality of City of Columbia Fire Department	28.9%	44.3%	13.3%	0.5%	0.7%	12.3%
Q11-10. Effectiveness of fire prevention/safety programs	17.9%	35.6%	19.3%	1.6%	0.5%	25.1%
Q11-11. How quickly Fire Department responds	29.4%	34.3%	11.3%	1.1%	0.2%	23.6%
Q11-12. Treatment/fairness of City's municipal court	7.0%	15.0%	24.9%	3.7%	2.7%	46.6%

WITHOUT "DON'T KNOW"**Q11. Public Safety. Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Visibility of police in my neighborhood	7.5%	27.6%	33.5%	20.8%	10.6%
Q11-2. Visibility of police downtown	8.6%	26.8%	27.6%	24.8%	12.1%
Q11-3. City's efforts to prevent crime	8.1%	21.7%	19.3%	23.9%	27.0%
Q11-4. How quickly police respond to emergencies	12.0%	32.5%	29.6%	16.7%	9.2%
Q11-5. Overall quality of City of Columbia Police Department	13.1%	38.9%	30.9%	11.5%	5.7%
Q11-6. Overall treatment of citizens by Columbia Police Department	21.2%	40.6%	25.8%	6.9%	5.5%
Q11-7. Responsiveness of Police Department in enforcing local traffic laws	7.8%	26.6%	29.9%	21.8%	13.8%
Q11-8. Police Department engagement within the community	10.2%	35.2%	37.0%	12.5%	5.0%
Q11-9. Overall quality of City of Columbia Fire Department	32.9%	50.5%	15.2%	0.6%	0.9%
Q11-10. Effectiveness of fire prevention/safety programs	23.9%	47.5%	25.7%	2.2%	0.7%
Q11-11. How quickly Fire Department responds	38.4%	45.0%	14.8%	1.5%	0.3%
Q11-12. Treatment/fairness of City's municipal court	13.1%	28.2%	46.6%	7.0%	5.1%

Q12. Which THREE items from the list in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. Top choice</u>	Number	Percent
Visibility of police in my neighborhood	63	7.8 %
Visibility of police downtown	157	19.5 %
City's efforts to prevent crime	280	34.8 %
How quickly police respond to emergencies	36	4.5 %
Overall quality of City of Columbia Police Department	57	7.1 %
Overall treatment of citizens by Columbia Police Department	66	8.2 %
Responsiveness of Police Department in enforcing local traffic laws	35	4.4 %
Police Department engagement within the community	33	4.1 %
Overall quality of City of Columbia Fire Department	4	0.5 %
Effectiveness of fire prevention/safety programs	6	0.7 %
How quickly Fire Department responds	6	0.7 %
Treatment/fairness of City's municipal court	18	2.2 %
<u>None chosen</u>	43	5.3 %
Total	804	100.0 %

Q12. Which THREE items from the list in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. 2nd choice</u>	Number	Percent
Visibility of police in my neighborhood	54	6.7 %
Visibility of police downtown	102	12.7 %
City's efforts to prevent crime	158	19.7 %
How quickly police respond to emergencies	65	8.1 %
Overall quality of City of Columbia Police Department	75	9.3 %
Overall treatment of citizens by Columbia Police Department	51	6.3 %
Responsiveness of Police Department in enforcing local traffic laws	72	9.0 %
Police Department engagement within the community	73	9.1 %
Overall quality of City of Columbia Fire Department	27	3.4 %
Effectiveness of fire prevention/safety programs	17	2.1 %
How quickly Fire Department responds	16	2.0 %
Treatment/fairness of City's municipal court	25	3.1 %
<u>None chosen</u>	69	8.6 %
Total	804	100.0 %

Q12. Which THREE items from the list in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. 3rd choice</u>	Number	Percent
Visibility of police in my neighborhood	57	7.1 %
Visibility of police downtown	69	8.6 %
City's efforts to prevent crime	86	10.7 %
How quickly police respond to emergencies	67	8.3 %
Overall quality of City of Columbia Police Department	101	12.6 %
Overall treatment of citizens by Columbia Police Department	36	4.5 %
Responsiveness of Police Department in enforcing local traffic laws	78	9.7 %
Police Department engagement within the community	88	10.9 %
Overall quality of City of Columbia Fire Department	22	2.7 %
Effectiveness of fire prevention/safety programs	17	2.1 %
How quickly Fire Department responds	28	3.5 %
Treatment/fairness of City's municipal court	56	7.0 %
<u>None chosen</u>	99	12.3 %
Total	804	100.0 %

SUM OF TOP 3 CHOICES

Q12. Which THREE items from the list in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q12. Sum of top 3 choices</u>	Number	Percent
Visibility of police in my neighborhood	174	21.6 %
Visibility of police downtown	328	40.8 %
City's efforts to prevent crime	524	65.2 %
How quickly police respond to emergencies	168	20.9 %
Overall quality of City of Columbia Police Department	233	29.0 %
Overall treatment of citizens by Columbia Police Department	153	19.0 %
Responsiveness of Police Department in enforcing local traffic laws	185	23.0 %
Police Department engagement within the community	194	24.1 %
Overall quality of City of Columbia Fire Department	53	6.6 %
Effectiveness of fire prevention/safety programs	40	5.0 %
How quickly Fire Department responds	50	6.2 %
Treatment/fairness of City's municipal court	99	12.3 %
<u>None chosen</u>	43	5.3 %
Total	2244	

Q13. Perceptions of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=804)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q13-1. In your neighborhood during the day	54.7%	32.6%	7.5%	3.2%	0.4%	1.6%
Q13-2. In your neighborhood at night	27.5%	41.7%	16.3%	7.8%	4.4%	2.4%
Q13-3. Walking in downtown Columbia during the day	30.8%	34.7%	15.7%	12.1%	3.7%	3.0%
Q13-4. Walking in downtown Columbia at night	6.7%	17.3%	14.9%	25.5%	28.1%	7.5%
Q13-5. In City parks	13.8%	30.0%	24.5%	18.4%	7.7%	5.6%
Q13-6. Overall feeling of safety in Columbia	15.9%	33.0%	22.0%	18.8%	9.1%	1.2%

WITHOUT "DON'T KNOW"

Q13. Perceptions of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=804)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q13-1. In your neighborhood during the day	55.6%	33.1%	7.6%	3.3%	0.4%
Q13-2. In your neighborhood at night	28.2%	42.7%	16.7%	8.0%	4.5%
Q13-3. Walking in downtown Columbia during the day	31.8%	35.8%	16.2%	12.4%	3.8%
Q13-4. Walking in downtown Columbia at night	7.3%	18.7%	16.1%	27.6%	30.4%
Q13-5. In City parks	14.6%	31.8%	26.0%	19.5%	8.2%
Q13-6. Overall feeling of safety in Columbia	16.1%	33.4%	22.3%	19.0%	9.2%

Q14. How supportive are you of the City utilizing the following technology for public safety?

(N=804)

	Very supportive	Somewhat supportive	Neutral	Somewhat unsupportive	Very unsupportive	Don't know
Q14-1. Facial recognition technology	30.1%	20.4%	11.3%	10.1%	22.5%	5.6%
Q14-2. Voluntary integration/sharing of privately owned cameras	36.9%	25.5%	13.3%	7.5%	11.3%	5.5%
Q14-3. Utilization of drones by police	36.2%	24.1%	13.3%	8.2%	13.8%	4.4%

WITHOUT "DON'T KNOW"**Q14. How supportive are you of the City utilizing the following technology for public safety? (without "don't know")**

(N=804)

	Very supportive	Somewhat supportive	Neutral	Somewhat unsupportive	Very unsupportive
Q14-1. Facial recognition technology	31.9%	21.6%	12.0%	10.7%	23.8%
Q14-2. Voluntary integration/sharing of privately owned cameras	39.1%	27.0%	14.1%	7.9%	12.0%
Q14-3. Utilization of drones by police	37.8%	25.2%	13.9%	8.6%	14.4%

Q15. Safety Issues in Columbia. Please indicate the extent to which you think each of the following are an issue in the City of Columbia.

(N=804)

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Q15-1. Gun violence	3.1%	9.1%	29.5%	55.1%	3.2%
Q15-2. Juveniles being involved in criminal activity	2.2%	7.0%	21.0%	62.4%	7.3%
Q15-3. Trespassing	6.0%	21.0%	26.1%	28.5%	18.4%
Q15-4. Drugs	2.9%	9.2%	24.0%	55.2%	8.7%
Q15-5. Gangs	6.8%	12.9%	23.9%	34.7%	21.6%
Q15-6. Violent crimes (rape, robbery, assault, homicide)	3.0%	15.7%	35.2%	35.6%	10.6%
Q15-7. Individuals in Right of Way	10.6%	17.4%	18.0%	34.8%	19.2%
Q15-8. Traffic (moving, equipment, license violation)	10.3%	30.5%	29.4%	18.7%	11.2%
Q15-9. Theft from vehicles	3.4%	20.5%	35.4%	28.1%	12.6%

WITHOUT "DON'T KNOW"**Q15. Safety Issues in Columbia. Please indicate the extent to which you think each of the following are an issue in the City of Columbia. (without "don't know")**

(N=804)

	Not a problem	Minor problem	Moderate problem	Major problem
Q15-1. Gun violence	3.2%	9.4%	30.5%	56.9%
Q15-2. Juveniles being involved in criminal activity	2.4%	7.5%	22.7%	67.4%
Q15-3. Trespassing	7.3%	25.8%	32.0%	34.9%
Q15-4. Drugs	3.1%	10.1%	26.3%	60.5%
Q15-5. Gangs	8.7%	16.5%	30.5%	44.3%
Q15-6. Violent crimes (rape, robbery, assault, homicide)	3.3%	17.5%	39.4%	39.8%
Q15-7. Individuals in Right of Way	13.1%	21.5%	22.3%	43.1%
Q15-8. Traffic (moving, equipment, license violation)	11.6%	34.3%	33.1%	21.0%
Q15-9. Theft from vehicles	3.8%	23.5%	40.5%	32.1%

Q16. Which THREE items from the list in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q16. Top choice</u>	Number	Percent
Gun violence	369	45.9 %
Juveniles being involved in criminal activity	126	15.7 %
Trespassing	15	1.9 %
Drugs	52	6.5 %
Gangs	22	2.7 %
Violent crimes (rape, robbery, assault, homicide)	88	10.9 %
Individuals in Right of Way	60	7.5 %
Traffic (moving, equipment, license violation)	33	4.1 %
Theft from vehicles	13	1.6 %
<u>None chosen</u>	26	3.2 %
Total	804	100.0 %

Q16. Which THREE items from the list in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q16. 2nd choice</u>	Number	Percent
Gun violence	96	11.9 %
Juveniles being involved in criminal activity	241	30.0 %
Trespassing	26	3.2 %
Drugs	111	13.8 %
Gangs	65	8.1 %
Violent crimes (rape, robbery, assault, homicide)	122	15.2 %
Individuals in Right of Way	44	5.5 %
Traffic (moving, equipment, license violation)	37	4.6 %
Theft from vehicles	29	3.6 %
<u>None chosen</u>	33	4.1 %
Total	804	100.0 %

Q16. Which THREE items from the list in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q16. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Gun violence	63	7.8 %
Juveniles being involved in criminal activity	122	15.2 %
Trespassing	28	3.5 %
Drugs	148	18.4 %
Gangs	76	9.5 %
Violent crimes (rape, robbery, assault, homicide)	130	16.2 %
Individuals in Right of Way	69	8.6 %
Traffic (moving, equipment, license violation)	48	6.0 %
Theft from vehicles	68	8.5 %
<u>None chosen</u>	<u>52</u>	<u>6.5 %</u>
Total	804	100.0 %

SUM OF TOP 3 CHOICES

Q16. Which THREE items from the list in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q16. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Gun violence	528	65.7 %
Juveniles being involved in criminal activity	489	60.8 %
Trespassing	69	8.6 %
Drugs	311	38.7 %
Gangs	163	20.3 %
Violent crimes (rape, robbery, assault, homicide)	340	42.3 %
Individuals in Right of Way	173	21.5 %
Traffic (moving, equipment, license violation)	118	14.7 %
Theft from vehicles	110	13.7 %
<u>None chosen</u>	<u>26</u>	<u>3.2 %</u>
Total	2327	

Q17. My perception of safety is based primarily upon which of the following?

Q17. Which following is your perception of safety

<u>based primarily upon</u>	Number	Percent
Personal experience	439	54.6 %
Media reports (TV, radio, print)	284	35.3 %
Social media	27	3.4 %
Word of mouth	31	3.9 %
Other	6	0.7 %
<u>Not provided</u>	17	2.1 %
Total	804	100.0 %

WITHOUT "NOT PROVIDED"**Q17. My perception of safety is based primarily upon which of the following? (without "not provided")**

Q17. Which following is your perception of safety

<u>based primarily upon</u>	Number	Percent
Personal experience	439	55.8 %
Media reports (TV, radio, print)	284	36.1 %
Social media	27	3.4 %
Word of mouth	31	3.9 %
Other	6	0.8 %
Total	787	100.0 %

Q17-5. Other

- All of the above. I am out constantly and have experienced a few of my own scary things downtown, but overall, watching social media and news, makes me positive things are blown out of proportion for our population size.
- City crime stats
- Combo of options
- Crime statistics from police department and state highway patrol
- Direct information
- Looking into causes and solutions to problems. Crime is not something that can be solved by feelings. Also, homelessness is not a crime

Q18. Do you think that the City of Columbia has enough police officers and firefighters?

Q18. Do you think that City of Columbia has enough

<u>police officers & firefighters</u>	Number	Percent
Yes	106	13.2 %
No	555	69.0 %
<u>Don't know</u>	143	17.8 %
Total	804	100.0 %

WITHOUT "DON'T KNOW"**Q18. Do you think that the City of Columbia has enough police officers and firefighters? (without "don't know")**

Q18. Do you think that City of Columbia has enough

<u>police officers & firefighters</u>	Number	Percent
Yes	106	16.0 %
No	555	84.0 %
Total	661	100.0 %

Q18a. Would you support the City pursuing an additional tax to increase the number of police officers and firefighters in the City of Columbia?

Q18a. Would you support City pursuing an additional tax to increase number of police officers & firefighters in

<u>City of Columbia</u>	Number	Percent
Yes	304	54.8 %
I would not support an additional tax	169	30.5 %
<u>Don't know</u>	82	14.8 %
Total	555	100.0 %

WITHOUT "DON'T KNOW"**Q18a. Would you support the City pursuing an additional tax to increase the number of police officers and firefighters in the City of Columbia? (without "don't know")**

Q18a. Would you support City pursuing an additional tax to increase number of police officers & firefighters in

<u>City of Columbia</u>	Number	Percent
Yes	304	64.3 %
I would not support an additional tax	169	35.7 %
Total	473	100.0 %

Q19. City Maintenance/Public Works. Please rate your satisfaction with the quality of the following.

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Maintenance of street signs & traffic signals	15.8%	48.9%	21.4%	8.8%	3.2%	1.9%
Q19-2. Maintenance of City buildings	13.6%	45.0%	24.5%	1.6%	0.1%	15.2%
Q19-3. Snow removal on City streets	8.0%	32.7%	23.9%	23.0%	9.8%	2.6%
Q19-4. Maintenance of City streets	4.7%	26.2%	25.2%	31.8%	10.2%	1.7%
Q19-5. Adequacy of City street lighting	7.5%	39.1%	27.7%	18.7%	4.0%	3.1%
Q19-6. Condition of City sidewalks adjacent to streets	5.0%	28.7%	32.6%	20.5%	9.2%	4.0%
Q19-7. Landscaping/appearance of public areas along City streets	10.7%	38.6%	24.0%	14.7%	9.0%	3.1%
Q19-8. Satisfaction with tree trimming/replacement program	10.1%	35.7%	30.1%	8.6%	3.1%	12.4%
Q19-9. Adequacy of residential street lighting	7.6%	35.8%	28.6%	18.5%	5.0%	4.5%

WITHOUT "DON'T KNOW"**Q19. City Maintenance/Public Works. Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Maintenance of street signs & traffic signals	16.1%	49.8%	21.8%	9.0%	3.3%
Q19-2. Maintenance of City buildings	16.0%	53.1%	28.9%	1.9%	0.1%
Q19-3. Snow removal on City streets	8.2%	33.6%	24.5%	23.6%	10.1%
Q19-4. Maintenance of City streets	4.8%	26.7%	25.7%	32.4%	10.4%
Q19-5. Adequacy of City street lighting	7.7%	40.3%	28.6%	19.3%	4.1%
Q19-6. Condition of City sidewalks adjacent to streets	5.2%	29.9%	33.9%	21.4%	9.6%
Q19-7. Landscaping/ appearance of public areas along City streets	11.0%	39.8%	24.8%	15.1%	9.2%
Q19-8. Satisfaction with tree trimming/replacement program	11.5%	40.8%	34.4%	9.8%	3.6%
Q19-9. Adequacy of residential street lighting	7.9%	37.5%	29.9%	19.4%	5.2%

Q20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. Top choice</u>	Number	Percent
Maintenance of street signs & traffic signals	66	8.2 %
Maintenance of City buildings	7	0.9 %
Snow removal on City streets	163	20.3 %
Maintenance of City streets	308	38.3 %
Adequacy of City street lighting	43	5.3 %
Condition of City sidewalks adjacent to streets	85	10.6 %
Landscaping/appearance of public areas along City streets	47	5.8 %
Satisfaction with tree trimming/replacement program	9	1.1 %
Adequacy of residential street lighting	38	4.7 %
<u>None chosen</u>	38	4.7 %
Total	804	100.0 %

Q20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. 2nd choice</u>	Number	Percent
Maintenance of street signs & traffic signals	56	7.0 %
Maintenance of City buildings	14	1.7 %
Snow removal on City streets	130	16.2 %
Maintenance of City streets	167	20.8 %
Adequacy of City street lighting	87	10.8 %
Condition of City sidewalks adjacent to streets	124	15.4 %
Landscaping/appearance of public areas along City streets	62	7.7 %
Satisfaction with tree trimming/replacement program	20	2.5 %
Adequacy of residential street lighting	79	9.8 %
<u>None chosen</u>	65	8.1 %
Total	804	100.0 %

Q20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q20. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals	71	8.8 %
Maintenance of City buildings	23	2.9 %
Snow removal on City streets	101	12.6 %
Maintenance of City streets	75	9.3 %
Adequacy of City street lighting	80	10.0 %
Condition of City sidewalks adjacent to streets	114	14.2 %
Landscaping/appearance of public areas along City streets	65	8.1 %
Satisfaction with tree trimming/replacement program	38	4.7 %
Adequacy of residential street lighting	136	16.9 %
<u>None chosen</u>	<u>101</u>	<u>12.6 %</u>
Total	804	100.0 %

SUM OF TOP 3 CHOICES

Q20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q20. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals	193	24.0 %
Maintenance of City buildings	44	5.5 %
Snow removal on City streets	394	49.0 %
Maintenance of City streets	550	68.4 %
Adequacy of City street lighting	210	26.1 %
Condition of City sidewalks adjacent to streets	323	40.2 %
Landscaping/appearance of public areas along City streets	174	21.6 %
Satisfaction with tree trimming/replacement program	67	8.3 %
Adequacy of residential street lighting	253	31.5 %
<u>None chosen</u>	<u>38</u>	<u>4.7 %</u>
Total	2246	

Q21. Transportation. Please rate your satisfaction with the quality of the following.

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Ease of travel from your home to work/school	18.7%	39.6%	21.8%	8.1%	1.9%	10.1%
Q21-2. Availability of public transportation	4.7%	11.3%	23.0%	15.5%	10.7%	34.7%
Q21-3. Availability of bicycle lanes	8.6%	28.6%	27.6%	13.4%	4.4%	17.4%
Q21-4. Availability of pedestrian walkways	8.3%	34.8%	25.6%	16.4%	5.0%	9.8%
Q21-5. Availability of parking in residential areas	12.1%	40.8%	26.2%	8.8%	2.5%	9.6%
Q21-6. Availability of parking in business districts	6.0%	24.6%	25.4%	27.1%	10.4%	6.5%
Q21-7. Availability of parking downtown	5.5%	18.9%	20.1%	30.5%	19.7%	5.3%
Q21-8. Width of sidewalks in business districts	9.8%	45.0%	27.7%	5.8%	1.7%	9.8%

WITHOUT "DON'T KNOW"**Q21. Transportation. Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Ease of travel from your home to work/school	20.7%	44.0%	24.2%	9.0%	2.1%
Q21-2. Availability of public transportation	7.2%	17.3%	35.2%	23.8%	16.4%
Q21-3. Availability of bicycle lanes	10.4%	34.6%	33.4%	16.3%	5.3%
Q21-4. Availability of pedestrian walkways	9.2%	38.6%	28.4%	18.2%	5.5%
Q21-5. Availability of parking in residential areas	13.3%	45.1%	29.0%	9.8%	2.8%
Q21-6. Availability of parking in business districts	6.4%	26.3%	27.1%	29.0%	11.2%
Q21-7. Availability of parking downtown	5.8%	20.0%	21.3%	32.2%	20.8%
Q21-8. Width of sidewalks in business districts	10.9%	49.9%	30.8%	6.5%	1.9%

Q22. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following.

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Enforcing cleanup of litter & debris on private property	5.5%	20.9%	24.9%	20.8%	10.1%	17.9%
Q22-2. Enforcing mowing & trimming of lawns on private property	6.5%	21.6%	29.7%	16.2%	8.6%	17.4%
Q22-3. Enforcing maintenance of residential property (exterior of homes)	6.1%	20.3%	34.7%	13.9%	6.3%	18.7%
Q22-4. Enforcing maintenance of commercial property	5.5%	21.9%	36.2%	10.9%	4.1%	21.4%
Q22-5. Enforcing codes designed to address public safety & nuisance issues	4.6%	18.4%	24.8%	19.5%	12.9%	19.8%

WITHOUT "DON'T KNOW"**Q22. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following. (without "don't know")**

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Enforcing cleanup of litter & debris on private property	6.7%	25.5%	30.3%	25.3%	12.3%
Q22-2. Enforcing mowing & trimming of lawns on private property	7.8%	26.2%	36.0%	19.6%	10.4%
Q22-3. Enforcing maintenance of residential property (exterior of homes)	7.5%	24.9%	42.7%	17.1%	7.8%
Q22-4. Enforcing maintenance of commercial property	7.0%	27.8%	46.0%	13.9%	5.2%
Q22-5. Enforcing codes designed to address public safety & nuisance issues	5.7%	22.9%	30.9%	24.3%	16.1%

Q23. Do you agree with the following statement? "Property maintenance codes should be enforced more strictly in Columbia."

Q23. Do you agree that property maintenance codes

should be enforced more strictly in Columbia

Number

Percent

Yes

376

46.8 %

No

183

22.8 %

Don't know

245

30.5 %

Total

804

100.0 %

WITHOUT "DON'T KNOW"

Q23. Do you agree with the following statement? "Property maintenance codes should be enforced more strictly in Columbia." (without "don't know")

Q23. Do you agree that property maintenance codes

should be enforced more strictly in Columbia

Number

Percent

Yes

376

67.3 %

No

183

32.7 %

Total

559

100.0 %

Q24. Parks and Recreation. Please rate your satisfaction with the following.

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q24-1. Cleanliness of City parks including litter & debris pickup	19.5%	41.4%	15.5%	9.7%	4.0%	9.8%
Q24-2. How close neighborhood parks are to your home	28.1%	44.7%	14.1%	4.5%	1.5%	7.2%
Q24-3. Number of walking & biking trails	34.0%	43.7%	11.4%	3.0%	0.9%	7.1%
Q24-4. Quality of walking & biking trails	31.7%	41.8%	12.1%	3.6%	2.0%	8.8%
Q24-5. Number of outdoor athletic facilities	19.3%	35.7%	20.4%	6.1%	0.9%	17.7%
Q24-6. Quality of outdoor athletic facilities	18.5%	33.5%	22.5%	5.1%	1.1%	19.3%
Q24-7. Quality of indoor recreation facilities	18.8%	31.5%	21.6%	6.0%	1.6%	20.5%
Q24-8. Availability of information about City parks & recreation programs	21.9%	36.1%	21.6%	7.3%	1.5%	11.6%
Q24-9. City's fitness programs	13.6%	24.1%	22.9%	5.5%	0.6%	33.3%
Q24-10. City's youth & teen programs	8.3%	15.2%	24.5%	7.7%	3.0%	41.3%
Q24-11. City's aquatic facilities	12.1%	24.6%	20.9%	10.9%	4.1%	27.4%
Q24-12. Fees charged for recreation programs & services	11.7%	27.7%	25.1%	7.6%	1.9%	26.0%
Q24-13. Adult & senior citizen programs	12.6%	22.9%	20.0%	8.0%	1.9%	34.7%

WITHOUT "DON'T KNOW"**Q24. Parks and Recreation. Please rate your satisfaction with the following. (without "don't know")**

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q24-1. Cleanliness of City parks including litter & debris pickup	21.7%	45.9%	17.2%	10.8%	4.4%
Q24-2. How close neighborhood parks are to your home	30.3%	48.1%	15.1%	4.8%	1.6%
Q24-3. Number of walking & biking trails	36.5%	47.0%	12.3%	3.2%	0.9%
Q24-4. Quality of walking & biking trails	34.8%	45.8%	13.2%	4.0%	2.2%
Q24-5. Number of outdoor athletic facilities	23.4%	43.4%	24.8%	7.4%	1.1%
Q24-6. Quality of outdoor athletic facilities	23.0%	41.4%	27.9%	6.3%	1.4%
Q24-7. Quality of indoor recreation facilities	23.6%	39.6%	27.2%	7.5%	2.0%
Q24-8. Availability of information about City parks & recreation programs	24.8%	40.8%	24.5%	8.3%	1.7%
Q24-9. City's fitness programs	20.3%	36.2%	34.3%	8.2%	0.9%
Q24-10. City's youth & teen programs	14.2%	25.8%	41.7%	13.1%	5.1%
Q24-11. City's aquatic facilities	16.6%	33.9%	28.8%	15.1%	5.7%
Q24-12. Fees charged for recreation programs & services	15.8%	37.5%	33.9%	10.3%	2.5%
Q24-13. Adult & senior citizen programs	19.2%	35.0%	30.7%	12.2%	2.9%

Q25. Which THREE items from the list in Question 24 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q25. Top choice</u>	Number	Percent
Cleanliness of City parks including litter & debris pickup	202	25.1 %
How close neighborhood parks are to your home	19	2.4 %
Number of walking & biking trails	57	7.1 %
Quality of walking & biking trails	48	6.0 %
Number of outdoor athletic facilities	17	2.1 %
Quality of outdoor athletic facilities	16	2.0 %
Quality of indoor recreation facilities	17	2.1 %
Availability of information about City parks & recreation programs	45	5.6 %
City's fitness programs	14	1.7 %
City's youth & teen programs	115	14.3 %
City's aquatic facilities	44	5.5 %
Fees charged for recreation programs & services	31	3.9 %
Adult & senior citizen programs	73	9.1 %
<u>None chosen</u>	106	13.2 %
Total	804	100.0 %

Q25. Which THREE items from the list in Question 24 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q25. 2nd choice</u>	Number	Percent
Cleanliness of City parks including litter & debris pickup	75	9.3 %
How close neighborhood parks are to your home	28	3.5 %
Number of walking & biking trails	40	5.0 %
Quality of walking & biking trails	86	10.7 %
Number of outdoor athletic facilities	23	2.9 %
Quality of outdoor athletic facilities	33	4.1 %
Quality of indoor recreation facilities	38	4.7 %
Availability of information about City parks & recreation programs	44	5.5 %
City's fitness programs	22	2.7 %
City's youth & teen programs	84	10.4 %
City's aquatic facilities	46	5.7 %
Fees charged for recreation programs & services	61	7.6 %
Adult & senior citizen programs	86	10.7 %
<u>None chosen</u>	138	17.2 %
Total	804	100.0 %

Q25. Which THREE items from the list in Question 24 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q25. 3rd choice	Number	Percent
Cleanliness of City parks including litter & debris pickup	67	8.3 %
How close neighborhood parks are to your home	19	2.4 %
Number of walking & biking trails	32	4.0 %
Quality of walking & biking trails	73	9.1 %
Number of outdoor athletic facilities	24	3.0 %
Quality of outdoor athletic facilities	39	4.9 %
Quality of indoor recreation facilities	46	5.7 %
Availability of information about City parks & recreation programs	60	7.5 %
City's fitness programs	26	3.2 %
City's youth & teen programs	60	7.5 %
City's aquatic facilities	39	4.9 %
Fees charged for recreation programs & services	48	6.0 %
Adult & senior citizen programs	92	11.4 %
<u>None chosen</u>	179	22.3 %
Total	804	100.0 %

SUM OF TOP 3 CHOICES

Q25. Which THREE items from the list in Question 24 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q25. Sum of top 3 choices	Number	Percent
Cleanliness of City parks including litter & debris pickup	344	42.8 %
How close neighborhood parks are to your home	66	8.2 %
Number of walking & biking trails	129	16.0 %
Quality of walking & biking trails	207	25.7 %
Number of outdoor athletic facilities	64	8.0 %
Quality of outdoor athletic facilities	88	10.9 %
Quality of indoor recreation facilities	101	12.6 %
Availability of information about City parks & recreation programs	149	18.5 %
City's fitness programs	62	7.7 %
City's youth & teen programs	259	32.2 %
City's aquatic facilities	129	16.0 %
Fees charged for recreation programs & services	140	17.4 %
Adult & senior citizen programs	251	31.2 %
<u>None chosen</u>	106	13.2 %
Total	2095	

Q26. Planning and Development Process. Please rate your satisfaction with each of the following.

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Standards & quality of development process	3.5%	13.9%	25.6%	14.3%	7.7%	35.0%
Q26-2. Access to information about current & proposed projects	4.1%	15.9%	25.6%	21.4%	9.3%	23.6%
Q26-3. Ability to participate in development process as a citizen	4.6%	15.3%	26.9%	14.9%	10.7%	27.6%

WITHOUT "DON'T KNOW"**Q26. Planning and Development Process. Please rate your satisfaction with each of the following. (without "don't know")**

(N=804)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Standards & quality of development process	5.4%	21.4%	39.4%	22.0%	11.9%
Q26-2. Access to information about current & proposed projects	5.4%	20.8%	33.6%	28.0%	12.2%
Q26-3. Ability to participate in development process as a citizen	6.4%	21.1%	37.1%	20.6%	14.8%

Q27. Do you agree with the following statement? "I have access to and can participate in opportunities to connect as an inclusive community and engage with others in a place where I feel safe, welcome and respected."

Q27. Do you agree that you have access to & can participate in opportunities to connect as an inclusive community & engage with others in a place where you feel safe, welcome & respected

	Number	Percent
Yes	314	39.1 %
No	203	25.2 %
Don't know	287	35.7 %
Total	804	100.0 %

WITHOUT "DON'T KNOW"

Q27. Do you agree with the following statement? "I have access to and can participate in opportunities to connect as an inclusive community and engage with others in a place where I feel safe, welcome and respected." (without "don't know")

Q27. Do you agree that you have access to & can participate in opportunities to connect as an inclusive community & engage with others in a place where you feel safe, welcome & respected

	Number	Percent
Yes	314	60.7 %
No	203	39.3 %
Total	517	100.0 %

Q28. How long have you been a resident of Columbia?

Q28. How long have you been a resident of Columbia	Number	Percent
0-5	122	15.2 %
6-10	98	12.2 %
11-15	76	9.5 %
16-20	59	7.3 %
21-30	155	19.3 %
31+	261	32.5 %
<u>Not provided</u>	33	4.1 %
Total	804	100.0 %

WITHOUT "NOT PROVIDED"**Q28. How long have you been a resident of Columbia? (without "not provided")**

Q28. How long have you been a resident of Columbia	Number	Percent
0-5	122	15.8 %
6-10	98	12.7 %
11-15	76	9.9 %
16-20	59	7.7 %
21-30	155	20.1 %
31+	261	33.9 %
Total	771	100.0 %

Q29. If you have lived in Columbia for less than 10 years, from what City did you move?

Q29. City	Number	Percent
Jefferson City	8	4.3 %
Saint Louis	7	3.7 %
Kansas City	6	3.2 %
Chicago	6	3.2 %
Moberly	5	2.7 %
Boone County	3	1.6 %
Rolla	3	1.6 %
Fulton	3	1.6 %
Champaign	3	1.6 %
Kirksville	2	1.1 %
Monterey	2	1.1 %
Albuquerque	2	1.1 %
Overland Park	2	1.1 %
Lincoln	2	1.1 %
Springfield	2	1.1 %
St Charles	2	1.1 %
Joplin	2	1.1 %
Washington	2	1.1 %
Lamar	2	1.1 %
Dallas	2	1.1 %
Milwaukee	2	1.1 %
Trenton	2	1.1 %
Lees Summit	2	1.1 %
Quincy	2	1.1 %
Chesterfield	1	0.5 %
Longmont	1	0.5 %
Rathdrum	1	0.5 %
Rock county	1	0.5 %
Portland	1	0.5 %
Monument	1	0.5 %
Murfreesboro	1	0.5 %
New Braunfels	1	0.5 %
Richmond	1	0.5 %
Sunrise Beach	1	0.5 %
Northfield	1	0.5 %
Ravenna	1	0.5 %
Flint Hill	1	0.5 %
Hoffman Estates	1	0.5 %
Ridgecrest	1	0.5 %
Mesa	1	0.5 %
Missoula	1	0.5 %
Defiance	1	0.5 %
Cape Girardeau	1	0.5 %
Wichita	1	0.5 %
Summerville	1	0.5 %
Austin	1	0.5 %
Mt. Shasta	1	0.5 %
Potosi	1	0.5 %
Lakewood	1	0.5 %
Shaker Heights	1	0.5 %
Rocheport	1	0.5 %

Q29. If you have lived in Columbia for less than 10 years, from what City did you move?

Q29. City	Number	Percent
New Orleans	1	0.5 %
Lake City	1	0.5 %
Cape Coral	1	0.5 %
Saint Robert	1	0.5 %
Houston	1	0.5 %
Temecula	1	0.5 %
Chattanooga	1	0.5 %
Jackson	1	0.5 %
Quechee	1	0.5 %
Carbondale	1	0.5 %
Clark	1	0.5 %
Center	1	0.5 %
Bryan	1	0.5 %
West Des Moines	1	0.5 %
Hallsville	1	0.5 %
Muncie	1	0.5 %
Wentzville	1	0.5 %
O'Fallon	1	0.5 %
Cherry hill	1	0.5 %
Mcpherson	1	0.5 %
Tucson	1	0.5 %
Minneapolis	1	0.5 %
Greensboro	1	0.5 %
Harrisburg	1	0.5 %
Kalamazoo	1	0.5 %
Sarasota	1	0.5 %
Salt Lake City	1	0.5 %
Rexburg	1	0.5 %
Branson	1	0.5 %
Las Vegas	1	0.5 %
champaign	1	0.5 %
Lawrence	1	0.5 %
Nixa	1	0.5 %
Denver	1	0.5 %
Los Angeles	1	0.5 %
Draper	1	0.5 %
Fort Myers	1	0.5 %
Birmingham	1	0.5 %
Fayette	1	0.5 %
Walworth	1	0.5 %
Brisbane	1	0.5 %
Phoenix	1	0.5 %
Philadelphia	1	0.5 %
Webster Groves	1	0.5 %
Miami	1	0.5 %
Richmond	1	0.5 %
Mammoth SPring	1	0.5 %
Diamond	1	0.5 %
Waterloo	1	0.5 %
Plano	1	0.5 %
Rockford	1	0.5 %

Q29. If you have lived in Columbia for less than 10 years, from what City did you move?

Q29. City	Number	Percent
Norman	1	0.5 %
Orlando	1	0.5 %
Platte City	1	0.5 %
Kennett	1	0.5 %
New Florence	1	0.5 %
Sussex	1	0.5 %
Bakersfield	1	0.5 %
Holton	1	0.5 %
Gresham	1	0.5 %
Ashland	1	0.5 %
Fayetteville	1	0.5 %
Florissant	1	0.5 %
Durham	1	0.5 %
San Antonio	1	0.5 %
Wildwood	1	0.5 %
San Diego	1	0.5 %
Fort Mill	1	0.5 %
mexico	1	0.5 %
Ames	1	0.5 %
Decatur	1	0.5 %
Columbus	1	0.5 %
Redmond	1	0.5 %
South Hero	1	0.5 %
Hollsville	1	0.5 %
Rochester	1	0.5 %
Ankarra	1	0.5 %
Watertown	1	0.5 %
West Lafayette	1	0.5 %
Fargo	1	0.5 %
Liberty	1	0.5 %
Santa Barbara	1	0.5 %
Knoxville	1	0.5 %
Penrose	1	0.5 %
Boise	1	0.5 %
<u>Edwardsville</u>	1	0.5 %
Total	187	100.0 %

Q29. If you have lived in Columbia for less than 10 years, from what State did you move?

Q29. State	Number	Percent
MO	74	38.7 %
IL	19	9.9 %
CA	9	4.7 %
TX	8	4.2 %
KS	8	4.2 %
OH	5	2.6 %
WI	5	2.6 %
FL	5	2.6 %
MN	4	2.1 %
CO	4	2.1 %
AZ	4	2.1 %
OR	3	1.6 %
IN	3	1.6 %
TN	3	1.6 %
NC	3	1.6 %
ID	3	1.6 %
SC	2	1.0 %
NM	2	1.0 %
IA	2	1.0 %
MI	2	1.0 %
WA	2	1.0 %
Utah	2	1.0 %
VT	2	1.0 %
NE	2	1.0 %
AL	1	0.5 %
VA	1	0.5 %
MA	1	0.5 %
LA	1	0.5 %
NJ	1	0.5 %
MS	1	0.5 %
MT	1	0.5 %
NV	1	0.5 %
Australia	1	0.5 %
PA	1	0.5 %
AR	1	0.5 %
OK	1	0.5 %
Turkey	1	0.5 %
NY	1	0.5 %
ND	1	0.5 %
Total	191	100.0 %

Q30. Which of the following best describes your household?

Q30. Which following best describes your household	Number	Percent
Own-single family home	531	66.0 %
Own-multifamily unit (condo, apartment, duplex)	21	2.6 %
Rent or lease-single family home	136	16.9 %
Rent-multifamily unit (condo, apartment, duplex)	89	11.1 %
<u>Not provided</u>	27	3.4 %
Total	804	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Which of the following best describes your household? (without "not provided")**

Q30. Which following best describes your household	Number	Percent
Own-single family home	531	68.3 %
Own-multifamily unit (condo, apartment, duplex)	21	2.7 %
Rent or lease-single family home	136	17.5 %
<u>Rent-multifamily unit (condo, apartment, duplex)</u>	89	11.5 %
Total	777	100.0 %

Q31. What is your age?

<u>Q31. Your age</u>	Number	Percent
18-34	157	19.5 %
35-44	156	19.4 %
45-54	160	19.9 %
55-64	151	18.8 %
65+	151	18.8 %
<u>Not provided</u>	29	3.6 %
Total	804	100.0 %

WITHOUT "NOT PROVIDED"**Q31. What is your age? (without "not provided")**

<u>Q31. Your age</u>	Number	Percent
18-34	157	20.3 %
35-44	156	20.1 %
45-54	160	20.6 %
55-64	151	19.5 %
65+	151	19.5 %
Total	775	100.0 %

Q32. Including yourself, how many people in your household are...

	Mean	Sum
number	2.4	1837
Under age 5	0.1	69
Ages 5-9	0.1	77
Ages 10-14	0.1	77
Ages 15-19	0.1	99
Ages 20-24	0.1	110
Ages 25-34	0.3	241
Ages 35-44	0.3	261
Ages 45-54	0.4	283
Ages 55-64	0.4	300
Ages 65-74	0.2	188
Ages 75+	0.2	132

Q33. Would you say your total annual household income is:

<u>Q33. Your total annual household income</u>	Number	Percent
Under \$30K	82	10.2 %
\$30K to \$59,999	109	13.6 %
\$60K to \$99,999	168	20.9 %
\$100K to \$149,999	163	20.3 %
\$150K to \$199,999	82	10.2 %
\$200K+	72	9.0 %
<u>Not provided</u>	128	15.9 %
Total	804	100.0 %

WITHOUT "NOT PROVIDED"**Q33. Would you say your total annual household income is: (without "not provided")**

<u>Q33. Your total annual household income</u>	Number	Percent
Under \$30K	82	12.1 %
\$30K to \$59,999	109	16.1 %
\$60K to \$99,999	168	24.9 %
\$100K to \$149,999	163	24.1 %
\$150K to \$199,999	82	12.1 %
<u>\$200K+</u>	72	10.7 %
Total	676	100.0 %

Q34. Which of the following best describes your race/ethnicity?

<u>Q34. Your race/ethnicity</u>	Number	Percent
Asian or Asian Indian	41	5.1 %
Black or African American	90	11.2 %
American Indian or Alaska Native	5	0.6 %
White Non Hispanic	593	73.8 %
Native Hawaiian or other Pacific Islander	1	0.1 %
Hispanic or Latino	32	4.0 %
<u>Other</u>	11	1.4 %
Total	773	

Q34-7. Self-describe your race/ethnicity:

<u>Q34-7. Self-describe your race/ethnicity</u>	Number	Percent
Mixed	4	36.4 %
Multiracial	2	18.2 %
Middle Eastern	1	9.1 %
Indigenous American Hebrew	1	9.1 %
European	1	9.1 %
More than one	1	9.1 %
<u>Hispanic and Native American</u>	1	9.1 %
Total	11	100.0 %

Q35. Your gender:

<u>Q35. Your gender</u>	Number	Percent
Male	393	48.9 %
Female	401	49.9 %
Self-identified	5	0.6 %
<u>Not provided</u>	5	0.6 %
Total	804	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Your gender: (without "not provided")**

<u>Q35. Your gender</u>	Number	Percent
Male	393	49.2 %
Female	401	50.2 %
Self-identified	5	0.6 %
Total	799	100.0 %

Q35-3. Self-describe your gender:

<u>Q35-3. Self-describe your gender</u>	Number	Percent
Sheman	1	25.0 %
Nonbinary	1	25.0 %
Fluid	1	25.0 %
<u>Transmale</u>	1	25.0 %
Total	4	100.0 %



Survey Instrument



October 2025

Dear Columbia Resident,

We invite you to share your voice by participating in our 2025 Community Survey. Your feedback plays a vital role in helping us understand the needs, priorities and experiences of residents like you.

By taking just a few minutes to complete the survey from our partner, ETC Institute, you will help prioritize future improvements, programs and services in our community. Your input is valuable—and truly makes a difference.

In addition to your feedback, ETC Institute's team of researchers, with extensive experience and insight into local government, will provide the City with comparative data from previous community surveys and other local governments across the country.

Please return your completed survey in the next 10 days in the enclosed postage-paid envelope. If you prefer, you may complete the survey online at ColumbiaMO.ETCsurvey.org. Your answers will remain confidential.

If you have any questions, please contact Carol Rhodes, Assistant City Manager, at 573.874.7219.

Thank you for helping shape the future of Columbia. Together, we will continue to make Columbia the best place for everyone to live, work, learn and play.

Sincerely,

A handwritten signature in blue ink that reads "Barbara Buffaloe".

Barbara Buffaloe
Mayor

A handwritten signature in blue ink that reads "De'Carlon Seewood".

De'Carlon Seewood
City Manager



2025 City of Columbia Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to reidentify and respond to resident concerns. If you have questions, please call Brian Adkisson in the City Manager's Office at 573.874.7330. If you prefer, you may complete the survey online at ColumbiaMO.ETCsurvey.org.

1. Quality of Life and Perceptions of the City. Please rate Columbia on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

How would you rate the City of Columbia...		Excellent	Good	Neutral	Below Average	Poor	Don't Know
01.	As a place to live	5	4	3	2	1	9
02.	As a place to raise a family	5	4	3	2	1	9
03.	As a place to work	5	4	3	2	1	9
04.	As a place where you would buy a home	5	4	3	2	1	9
05.	As a place to retire	5	4	3	2	1	9
06.	As a place to open a business	5	4	3	2	1	9
07.	As a place to educate children	5	4	3	2	1	9
08.	As a place where residents support each other	5	4	3	2	1	9
09.	Overall value that you receive for your City taxes and fees	5	4	3	2	1	9
10.	Overall image of the City	5	4	3	2	1	9
11.	Overall quality of life in Columbia	5	4	3	2	1	9
12.	Overall appearance of the City	5	4	3	2	1	9

2. Overall Satisfaction with City Services. Please rate your overall satisfaction with the following major categories of services provided by the City of Columbia using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of City services	5	4	3	2	1	9
02.	Overall quality of police and fire services	5	4	3	2	1	9
03.	Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
04.	Overall quality of Public Health and Human Services Department (e.g. WIC, food inspections, vital records)	5	4	3	2	1	9
05.	Overall maintenance of City buildings and facilities	5	4	3	2	1	9
06.	Overall quality of the City's water services	5	4	3	2	1	9
07.	Overall enforcement of City codes and ordinances	5	4	3	2	1	9
08.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
09.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
10.	Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
11.	Overall quality of the City's sewer system	5	4	3	2	1	9
12.	Overall quality of the City's electric services	5	4	3	2	1	9
13.	Overall quality of City streets	5	4	3	2	1	9
14.	Overall quality of the City's solid waste services (trash/recycling/yard waste)	5	4	5	2	1	9

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

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

4. Which FOUR items from the list below do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list.]

01. Increase the quality and quantity of housing options	08. Increase activities for youth
02. Increase Downtown development	09. Maintain and improve park and recreation facilities
03. Attract more industry and related jobs	10. Improve public transportation
04. Maintain and improve streets and sidewalks	11. Improve water quality
05. Increase the number of police	12. Increase social services
06. Provide additional services to the unhoused	13. Homelessness
07. Increase environmental sustainability	14. Other: _____

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

5. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your experience.

Customer Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall satisfaction with customer service provided by City employees	5	4	3	2	1	9
2. How easy the department was to contact	5	4	3	2	1	9
3. How courteously you were treated	5	4	3	2	1	9
4. Technical competence and knowledge of City employees who assisted you	5	4	3	2	1	9
5. The timeliness of City employees resolving your issue	5	4	3	2	1	9

6. City Communication. Please indicate which forms of communication are your preferred methods to receive information from the City. [Write in your answers below using the numbers from the list.]

01. City newsletter	05. City website	09. TV
02. Direct mailers	06. Emails	10. Text messages
03. Social media posts	07. Newspapers	
04. Temporary signage	08. Radio	

1st: _____ 2nd: _____

7. Please rate your satisfaction with each of the following aspects of City Communication.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about City programs and services	5	4	3	2	1	9
2. City's efforts to keep you informed about local issues	5	4	3	2	1	9
3. How open the City is to public involvement and input from residents	5	4	3	2	1	9
4. The quality of the City's website	5	4	3	2	1	9
5. How well the City communicates notices of public meetings	5	4	3	2	1	9
6. How well the City's communications meet your needs	5	4	3	2	1	9

8. Do you agree with the following statement? "City government is a trusted source of information."

____(1) Yes ____(2) No ____(9) Don't know

9. What factors contribute most to your trust in our local government? [Select all that apply.]

____(1) Transparency	____(4) Accountability
____(2) Fairness	____(5) Civic engagement opportunities
____(3) Responsiveness	____(6) Effective communication

10. Do you agree with the following statement? "When interacting with the City, I receive the information I need and am treated with respect."

____(1) Yes ____(2) No ____(9) Don't know

11. Public Safety. Please rate your satisfaction with the quality of the following.

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The visibility of police in my neighborhood	5	4	3	2	1	9
02. The visibility of police downtown	5	4	3	2	1	9
03. The City's efforts to prevent crime	5	4	3	2	1	9
04. How quickly police respond to emergencies	5	4	3	2	1	9
05. Overall quality of the City of Columbia Police Department	5	4	3	2	1	9
06. Overall treatment of citizens by the Columbia Police Department	5	4	3	2	1	9
07. Responsiveness of the Police Department in enforcing local traffic laws	5	4	3	2	1	9
08. Police Department engagement within the community	5	4	3	2	1	9
09. Overall quality of the City of Columbia Fire Department	5	4	3	2	1	9
10. Effectiveness of fire prevention/safety programs	5	4	3	2	1	9
11. How quickly the Fire Department responds	5	4	3	2	1	9
12. The treatment/fairness of the City's municipal court	5	4	3	2	1	9

12. Which THREE items from the list in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 11.]

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

13. Perceptions of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

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

14. How supportive are you of the City utilizing the following technology for public safety?

Level of Support for:	Very Supportive	Somewhat Supportive	Neutral	Somewhat Unsupportive	Very Unsupportive	Don't Know
1. Facial recognition technology	5	4	3	2	1	9
2. Voluntary integration/sharing of privately owned cameras	5	4	3	2	1	9
3. Utilization of drones by police	5	4	3	2	1	9

15. Safety Issues in Columbia. Please indicate the extent to which you think each of the following are an issue in the City of Columbia.

Issues in Columbia	Not a Problem	Minor Problem	Moderate Problem	Major Problem	Don't Know
1. Gun violence	4	3	2	1	9
2. Juveniles being involved in criminal activity	4	3	2	1	9
3. Trespassing	4	3	2	1	9
4. Drugs	4	3	2	1	9
5. Gangs	4	3	2	1	9
6. Violent Crimes (rape, robbery, assault, homicide)	4	3	2	1	9
7. Individuals in the right of way	4	3	2	1	9
8. Traffic (moving, equipment, license violation)	4	3	2	1	9
9. Theft from vehicles	4	3	2	1	9

16. Which THREE items from the list in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 15.]

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

17. My perception of safety is based primarily upon which of the following? [Select one.]

<input type="checkbox"/> (1) Personal experience	<input type="checkbox"/> (4) Word of mouth
<input type="checkbox"/> (2) Media reports (TV, radio, print)	<input type="checkbox"/> (5) Other: _____
<input type="checkbox"/> (3) Social media	

18. Do you think that the City of Columbia has enough police officers and firefighters?

(1) Yes [Go to Q19.] (2) No [Answer Q18a.] (9) Don't know

18a. Would you support the City pursuing an additional tax to increase the number of police officers and firefighters in the City of Columbia?

<input type="checkbox"/> (1) Yes	<input type="checkbox"/> (9) Don't know
<input type="checkbox"/> (2) I would not support an additional tax	

19. City Maintenance/Public Works. Please rate your satisfaction with the quality of the following.

City Maintenance/Public Works	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of street signs and traffic signals	5	4	3	2	1	9
2. Maintenance of City buildings	5	4	3	2	1	9
3. Snow removal on City streets	5	4	3	2	1	9
4. Maintenance of City streets	5	4	3	2	1	9
5. Adequacy of City street lighting	5	4	3	2	1	9
6. Condition of City sidewalks adjacent to streets	5	4	3	2	1	9
7. Landscaping/appearance of public areas along City streets	5	4	3	2	1	9
8. Satisfaction with tree trimming/replacement program	5	4	3	2	1	9
9. Adequacy of residential street lighting	5	4	3	2	1	9

20. Which THREE items from the list in Question 19 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 19.]

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

21. Transportation. Please rate your satisfaction with the quality of the following.

Transportation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Ease of travel from your home to work/school	5	4	3	2	1	9
2. Availability of public transportation	5	4	3	2	1	9
3. Availability of bicycle lanes	5	4	3	2	1	9
4. Availability of pedestrian walkways	5	4	3	2	1	9
5. Availability of parking in residential areas	5	4	3	2	1	9
6. Availability of parking in business districts	5	4	3	2	1	9
7. Availability of parking downtown	5	4	3	2	1	9
8. Width of sidewalks in business districts	5	4	3	2	1	9

22. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following.

Property Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2. Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
3. Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
4. Enforcing the maintenance of commercial property	5	4	3	2	1	9
5. Enforcing codes designed to address public safety and nuisance issues	5	4	3	2	1	9

23. Do you agree with the following statement? "Property maintenance codes should be enforced more strictly in Columbia."

(1) Yes (2) No (9) Don't know

24. **Parks and Recreation.** Please rate your satisfaction with the following.

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Cleanliness of City parks including litter and debris pickup	5	4	3	2	1	9
02. How close neighborhood parks are to your home	5	4	3	2	1	9
03. Number of walking and biking trails	5	4	3	2	1	9
04. Quality of walking and biking trails	5	4	3	2	1	9
05. Number of outdoor athletic facilities	5	4	3	2	1	9
06. Quality of outdoor athletic facilities	5	4	3	2	1	9
07. Quality of indoor recreation facilities	5	4	3	2	1	9
08. Availability of information about City parks and recreation programs	5	4	3	2	1	9
09. City's fitness programs	5	4	3	2	1	9
10. City's youth and teen programs	5	4	3	2	1	9
11. City's aquatic facilities	5	4	3	2	1	9
12. Fees charged for recreation programs and services	5	4	3	2	1	9
13. Adult and senior citizen programs	5	4	3	2	1	9

25. Which THREE items from the list in Question 24 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 24.]

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

26. **Planning and Development Process.** Please rate your satisfaction with each of the following.

Planning and Development	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Standards and quality of development process	5	4	3	2	1	9
2. Access to information about current and proposed projects	5	4	3	2	1	9
3. Ability to participate in development process as a citizen	5	4	3	2	1	9

27. Do you agree with the following statement? "I have access to and can participate in opportunities to connect as an inclusive community and engage with others in a place where I feel safe, welcome and respected."

(1) Yes (2) No (9) Don't know

Demographics

28. How long have you been a resident of Columbia? _____ years

29. If you have lived in Columbia for less than 10 years, from where did you move?

City: _____ State: _____

30. Which of the following best describes your household?

(1) Own - Single Family Home (3) Rent or Lease - Single Family Home
 (2) Own - Multifamily Unit (Condo, Apartment, Duplex) (4) Rent - Multifamily Unit (Condo, Apartment, Duplex)

31. What is your age? _____ years

32. Including yourself, how many people in your household are...

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

33. Would you say your total annual household income is:

(1) Under \$30,000 (4) \$100,000 to \$149,999
 (2) \$30,000 to \$59,999 (5) \$150,000 to \$199,999
 (3) \$60,000 to \$99,999 (6) \$200,000 or more

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

(01) Asian or Asian Indian (05) Native Hawaiian or other Pacific Islander
 (02) Black or African American (06) Hispanic or Latino
 (03) American Indian or Alaska Native (99) Other: _____
 (04) White

35. Your gender: (1) Male (2) Female (3) Self-Identified: _____

36. Do you have any other comments or suggestions you would like to share with the City of Columbia about our services?

37. Would you be willing to participate in future surveys sponsored by the City of Columbia?

(1) Yes [Answer Q37a.] (2) No

37a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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