

# City of Columbia Website Survey

## Findings Report

*...helping organizations make better decisions since 1982*

2020

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

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**ETC**  
INSTITUTE



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# City of Columbia Website Survey

## Executive Summary

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### Purpose and Methodology

ETC Institute administered a survey to residents of the City of Columbia during the Summer of 2020. The purpose of the survey is to better understand how often City residents use the City website, what elements of the website that are priorities, what should be enhanced, and redesigned on the City website.

The four-page survey, cover letter, and postage paid return envelope were mailed to a random sample of households in 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. The map below shows the location of survey respondents.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 300 residents. The goal was exceeded with a total of 456 residents completing the survey. The overall results for the sample of 456 households have a precision of at least +/-4.6% at the 95% level of confidence.

### Survey Findings

- Ninety percent (90%) of survey respondents are either very interested (41%) or interested (49%) in being kept informed of City events and services.
- Over half (56%) of respondent households are either very satisfied (8%) or satisfied (48%) with the City's efforts to keep residents informed about City events, services, issues, and programs.
- The highest levels of agreement with the City providing enough information about specific topics, based on the sum of "strongly agree" and "agree" responses among residents *who*

*had an opinion*, were: Parks and Recreation (72%), special events (58%), and various other services that the City provides (trash, water, etc.) (58%).

- The categories of services that are most important to residents, based on the sum of respondents' top three choices, and respondents believe the City should provide regular updates on, were: public safety (71%), various other services that the City provides (45%), and transportation and traffic improvements (32%).
- Sixty-four percent (64%) of responding households indicated that they know the City website address.
  - Respondents were asked what the City's website address was;
    - 86% answered [www.como.gov](http://www.como.gov),
    - 13% answered [gocolumbiamo.com](http://gocolumbiamo.com),
    - 0.4% answered [gocomo.gov](http://gocomo.gov), and
    - 0.4% answered [myutilitybill.como.gov](http://myutilitybill.como.gov).
- Forty-seven percent (47%) of respondent households indicated they go to the City's website **first** for information on City events, services, issues, and programs.
  - 39% of respondents indicated they go to sources other than the City for information on City events, services, issues, and programs
  - 27% of respondents indicated they go to an official City news/communications outlet
- Seventy-two percent (72%) of responding households indicated they have visited the City's website during the past six months.
  - Of the respondents that visited the City's website during the past six months (72%);
    - 32% used the City's website to understand a specific City service/program,
    - 19% used the City's website to pay a bill, and
    - 17% used the City's website to find information on COVID-19 or to view the COVID-19 Dashboard.
  - City website items that rated the highest, based on the sum of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: how easy the information was to understand (77%), reliability of information found on the website (71%), and how easy it was to find information needed in a timely manner (63%).
    - City website items that respondents believe the City should consider to redesign, based on the sum of respondents' top three choices, were: how easy to find information needed in a timely manner (61%), overall ease to use (40%), and reliability of information found on the website (25%).

- Sixty-two percent (62%) of respondents are either very likely (21%) or likely (41%) to recommend the City website to a friend or colleague.
- Sixty-five percent (65%) of responding households are not aware of social media accounts, online apps, or other digital communication tools the City offers. Of the respondents that are aware of the digital communication tools that the City offers (35%);
  - 49% currently use the City Facebook page,
  - 33% use NextDoor, and
  - 30% are subscribed to e-mail notifications.
- Forty-one percent (41%) of respondents would like to see the City utilize text messaging, more frequently, for communicating pertinent information to the community. Thirty-one percent (31%) of responding households would like to see the City utilize mobile applications, more frequently, for communicating to the community.
- Fifty-eight (58%) percent of responding households would be either very likely (27%) or likely (31%) to use an app that offers the same information as the City website does instead of visiting the City's website.
- The applications that respondents would be most willing to download, if the City offered mobile apps to transact business or access information, were:
  - Trash and recycling schedule for home and receive notifications (63%),
  - Trail locations and alerts from Parks and Recreation (47%), and
  - Crime reporting, most wanted, events and press releases from the Columbia Police Department (47%).
- Over half (52%) of respondents would either very likely (15%) or likely (37%) use virtual means of communication as additional ways to interact with City departments.
- Thirty-one percent (31%) of respondents would either very likely (8%) or likely (23%) allow push notifications from City sponsored mobile apps/programs.
- Ten percent (10%) of responding households participated in or attended a City Council meeting within the past year.
- Eighty-eight (88%) of respondents would be more willing to attend City Council meetings if there was a way to attend virtually (online).
- The most preferred method of contacting the City is by phone (43%) and the next most preferred method is online (32%).
- Nine percent (9%) of respondents indicated they own a business.
- Forty-four percent (44%) of respondents indicated they or members of their household

participate in City parks and recreation programs.

## Investment Priorities

This analysis reviewed the importance of and satisfaction with City website items. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major item that is recommended as the top priority over the next two years to raise the City's overall satisfaction with its website:

- How easy it is to find information needed in a timely manner (IS=0.2251)

The table below shows the importance-satisfaction rating for the 12 major categories of the City website.

2020 Importance-Satisfaction Rating City of Columbia, MO City Website						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt; 20)</b>						
How easy it was to find information you needed in a timely manner	61%	1	63%	3	0.2251	1
<b>High Priority (IS 10-20)</b>						
Overall ease of use	40%	2	57%	6	0.1703	2
How many clicks it took to find what you were looking for	22%	4	47%	11	0.1177	3
<b>Medium Priority (IS &lt; 10)</b>						
Amount of time it took to find what you were looking for	19%	6	50%	10	0.0924	4
The search feature	17%	10	44%	12	0.0919	5
Ability to access the website from a mobile device	17%	9	52%	8	0.0821	6
Quality of information provided	21%	5	62%	5	0.0815	7
Reliability of information found on the website	25%	3	71%	2	0.0744	8
Amount of information provided	18%	8	63%	4	0.0656	9
How well City's website meets your needs	11%	11	56%	7	0.0475	10
How easy the information was to understand	19%	7	77%	1	0.0433	11
Overall look & feel of the website	8%	12	51%	9	0.0393	12

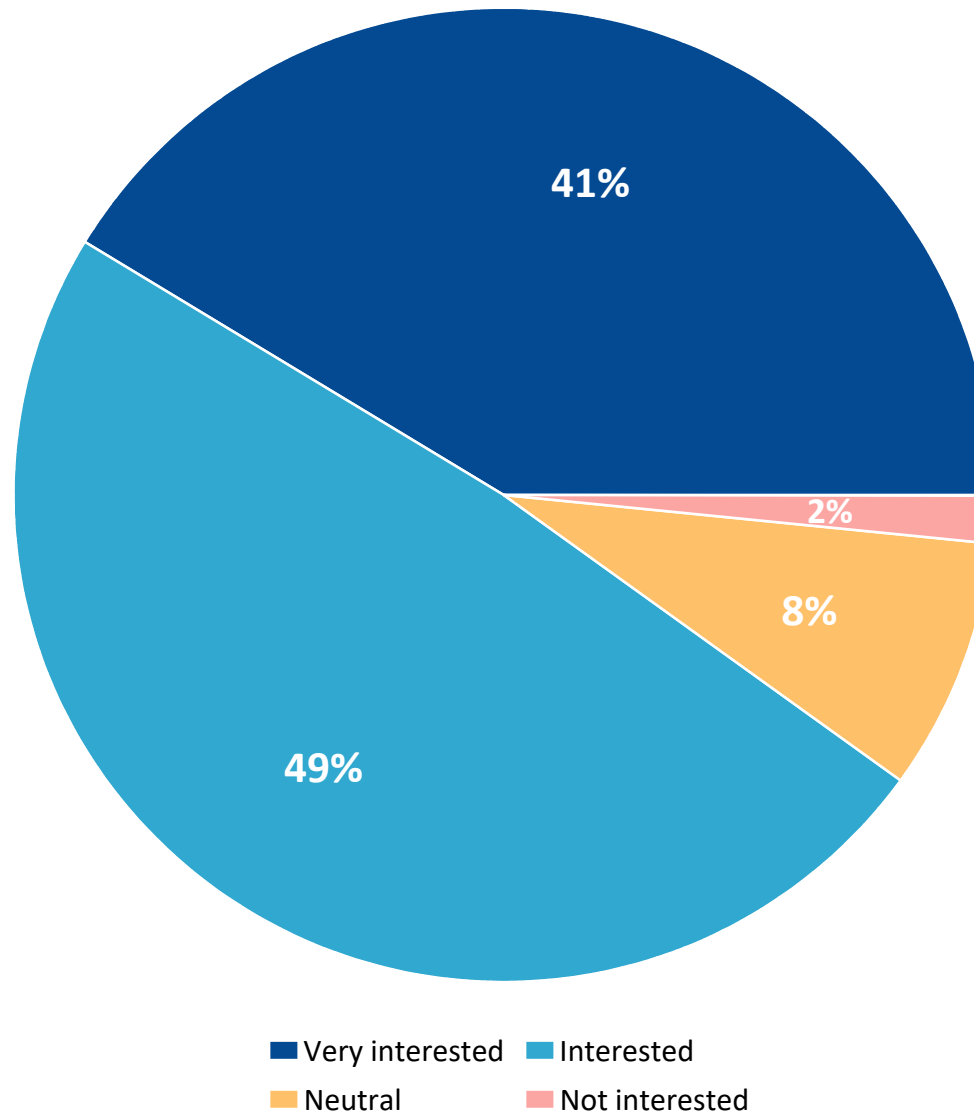
# **Section 1**

## **Charts and Graphs**

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# Q1. How interested are you in being kept informed of City of Columbia events and services?

by percentage of respondents (without "don't know")

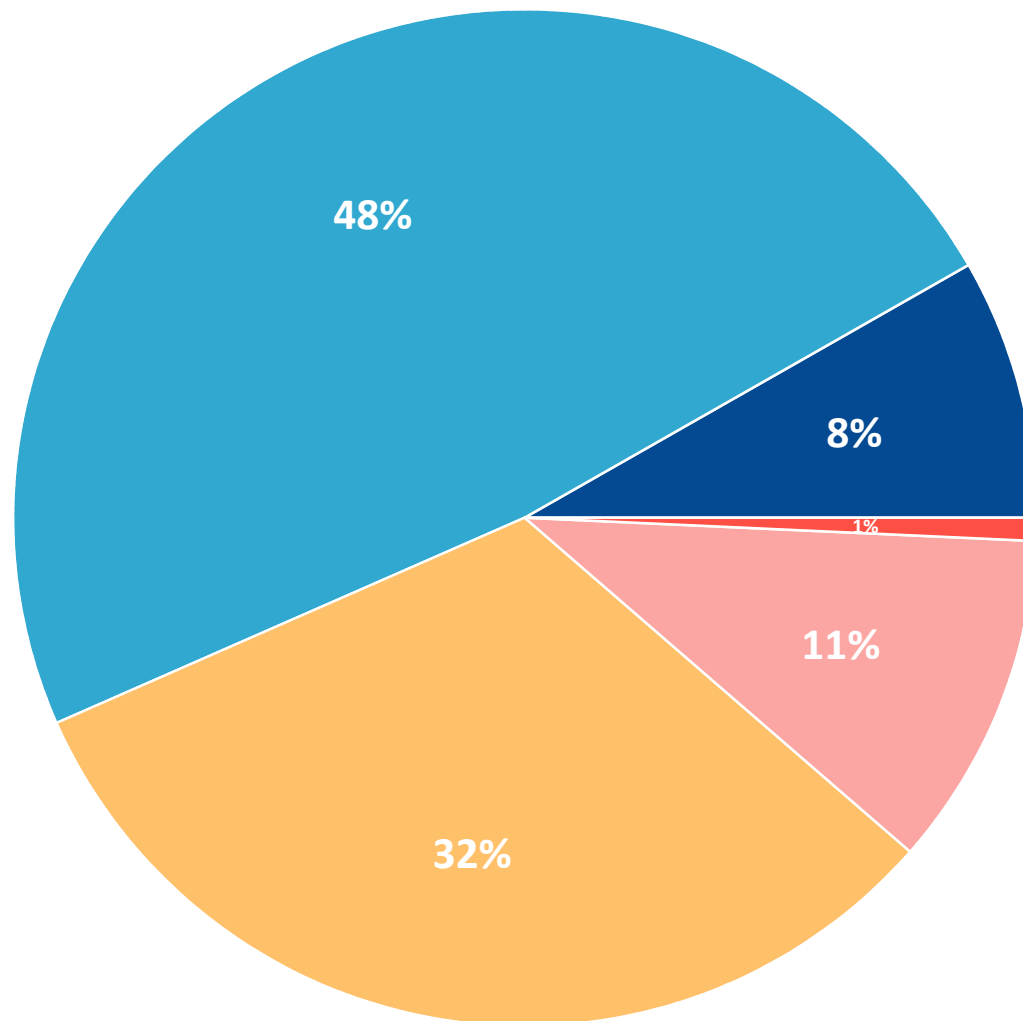


Source: ETC Institute (2020)



## Q2. Overall, how satisfied are you with the City's efforts to keep you informed about City events, services, issues, and programs?

by percentage of respondents (without "don't know")

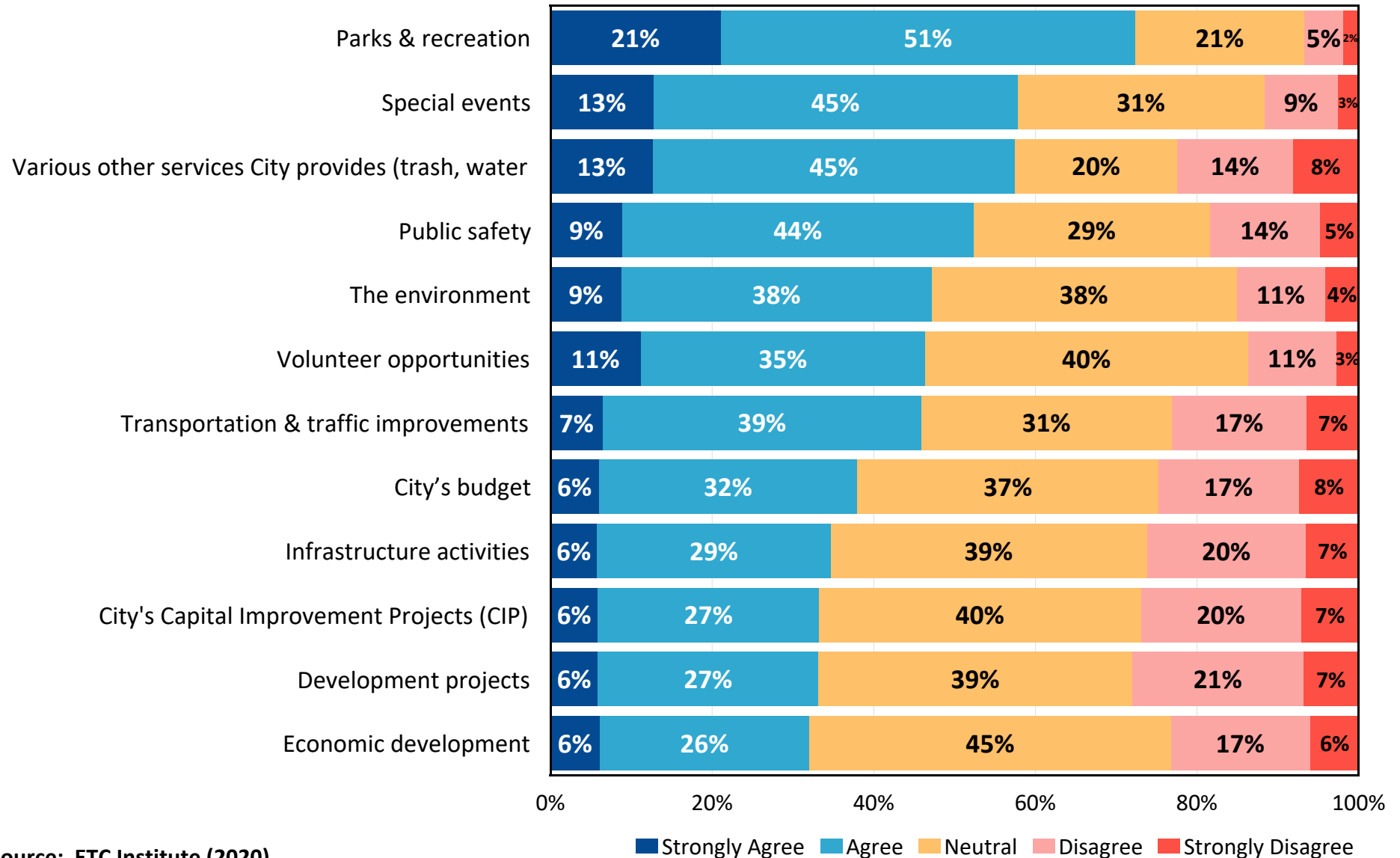


■ Very satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Very dissatisfied

Source: ETC Institute (2020)

### Q3. Level of Agreement that the City of Columbia Provides Enough Information that is Easy to Find About the Following Topics

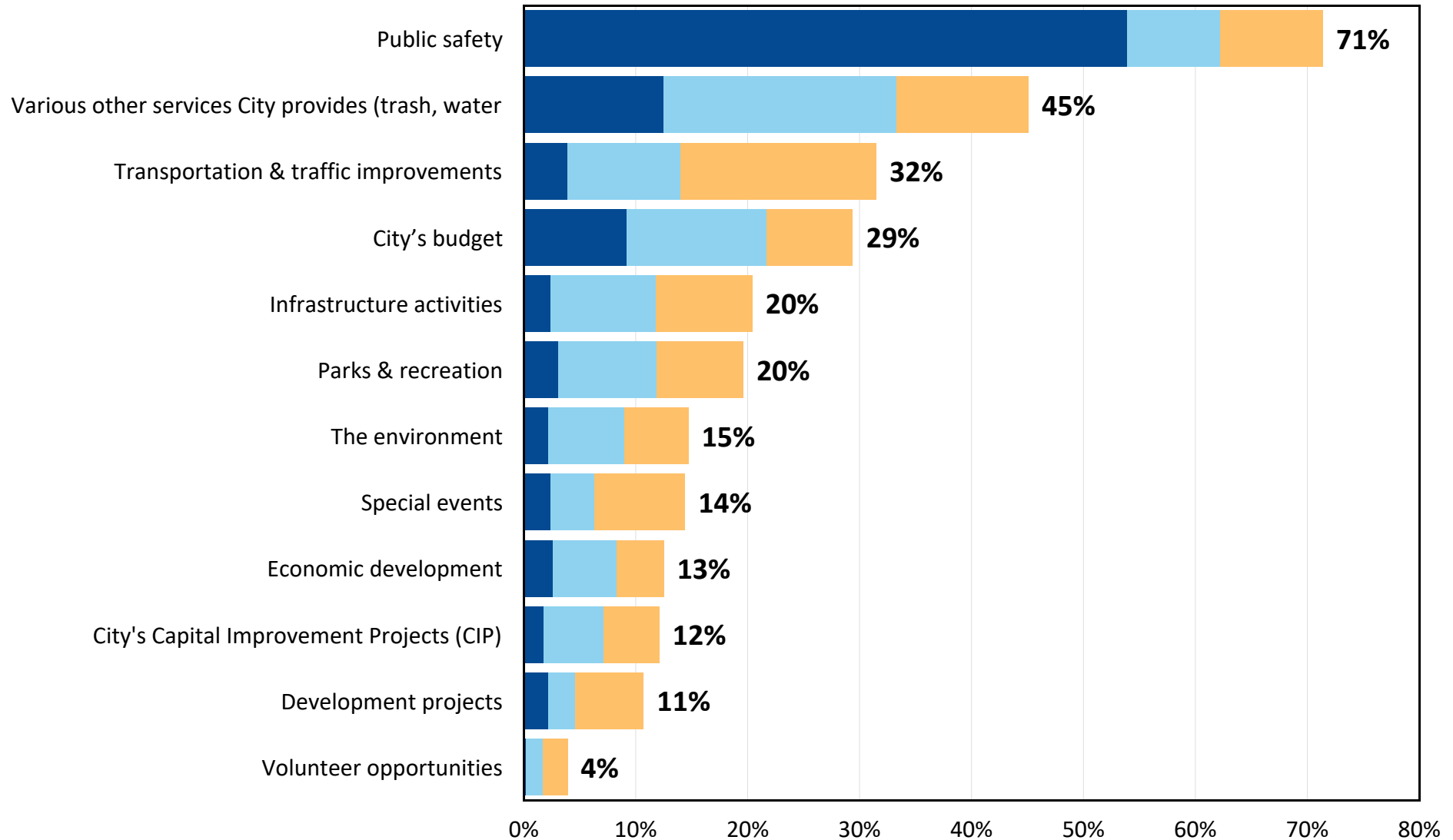
by percentage of respondents using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree" (without "don't know")



Source: ETC Institute (2020)

## Q4. Which THREE of the topics listed in Question 3 do you think are MOST IMPORTANT for the City to provide regular updates on?

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

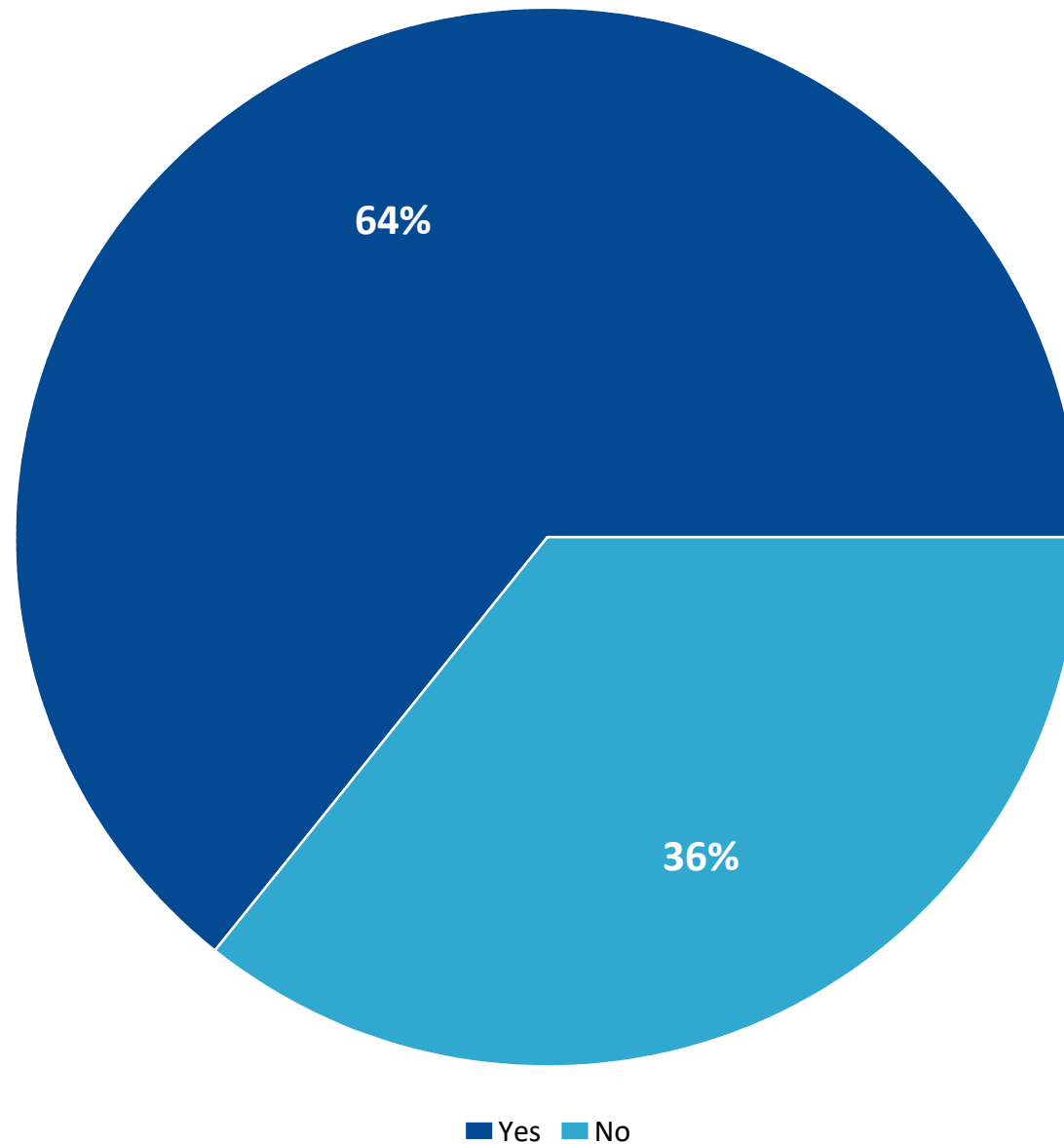


Source: ETC Institute (2020)

■ Most Important ■ 2nd Choice ■ 3rd Choice

## Q5. Do you know the City of Columbia's website address?

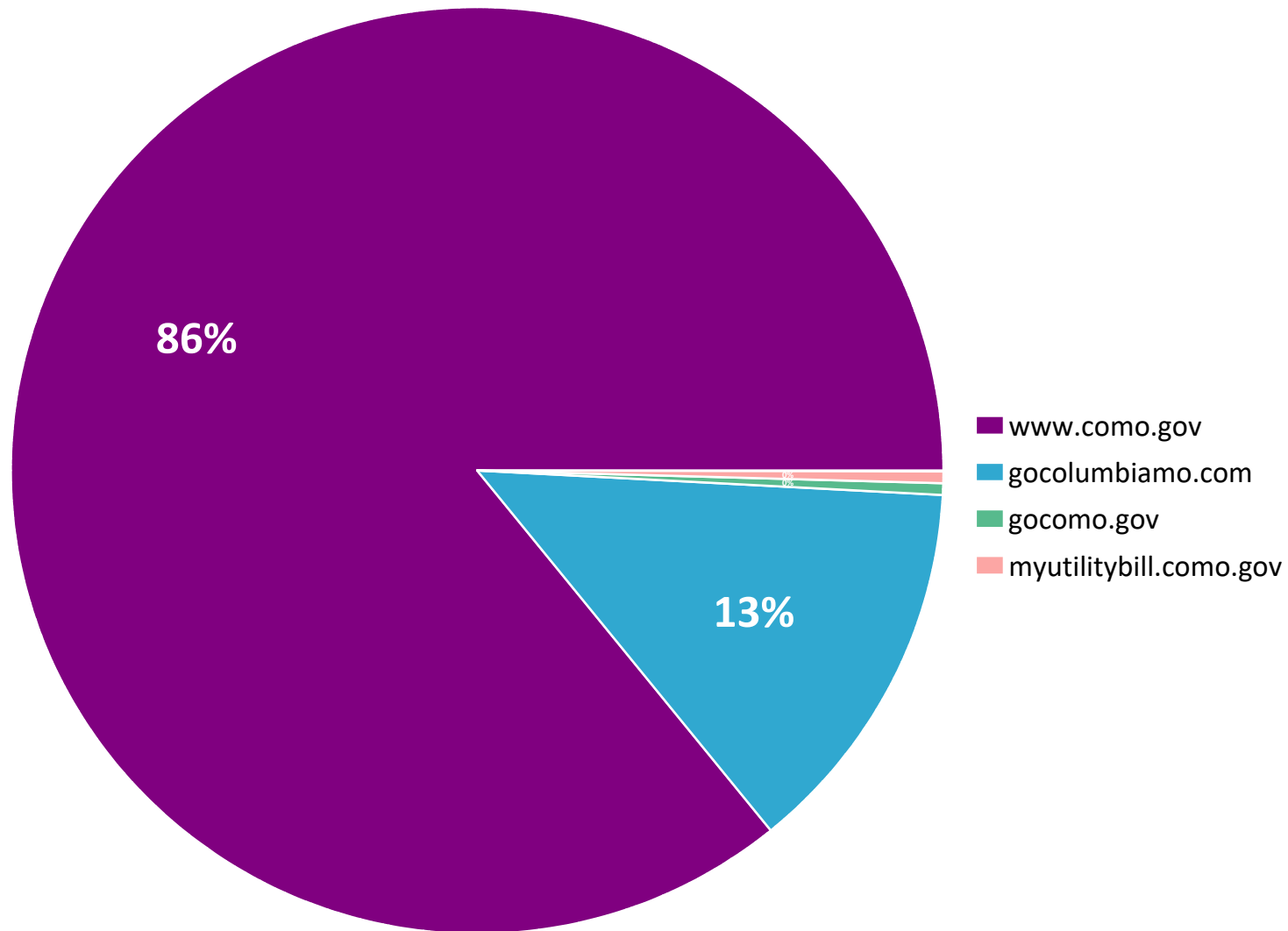
by percentage of respondents



Source: ETC Institute (2020)

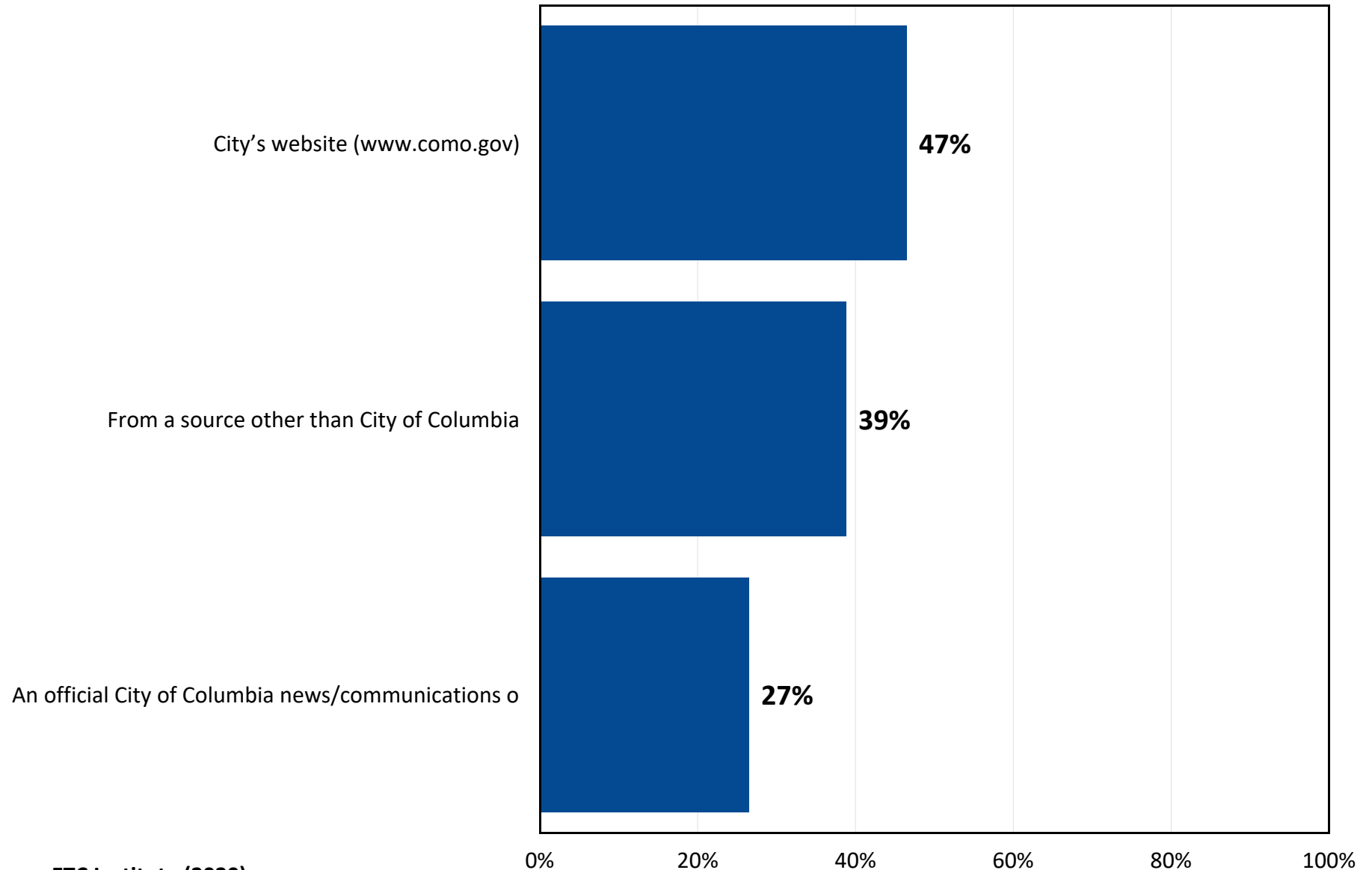
## Q5a. What is the City's website address?

by percentage of respondents



## Q6. Which source(s) do you usually go to FIRST for information on City events, services, issues, and programs?

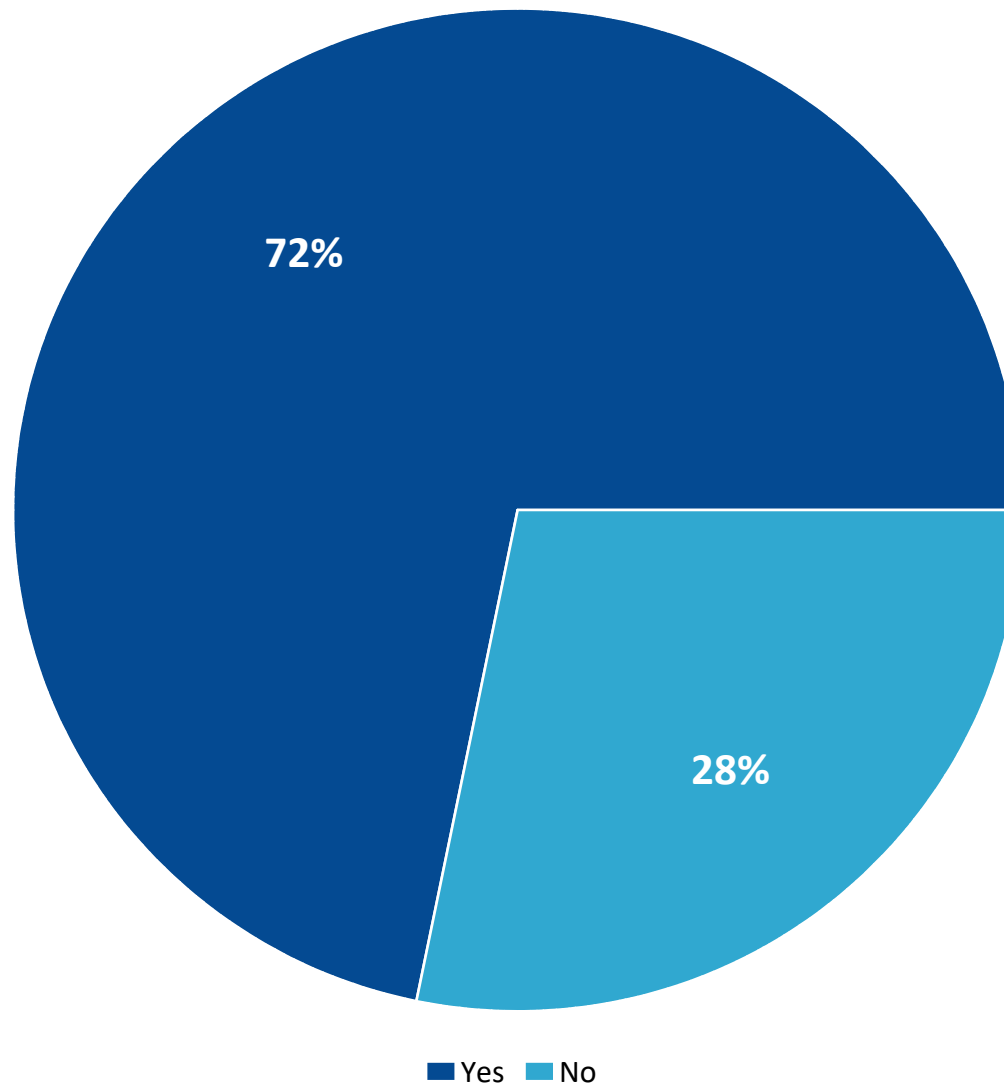
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

## Q7. Have you visited the City's website during the past six months?

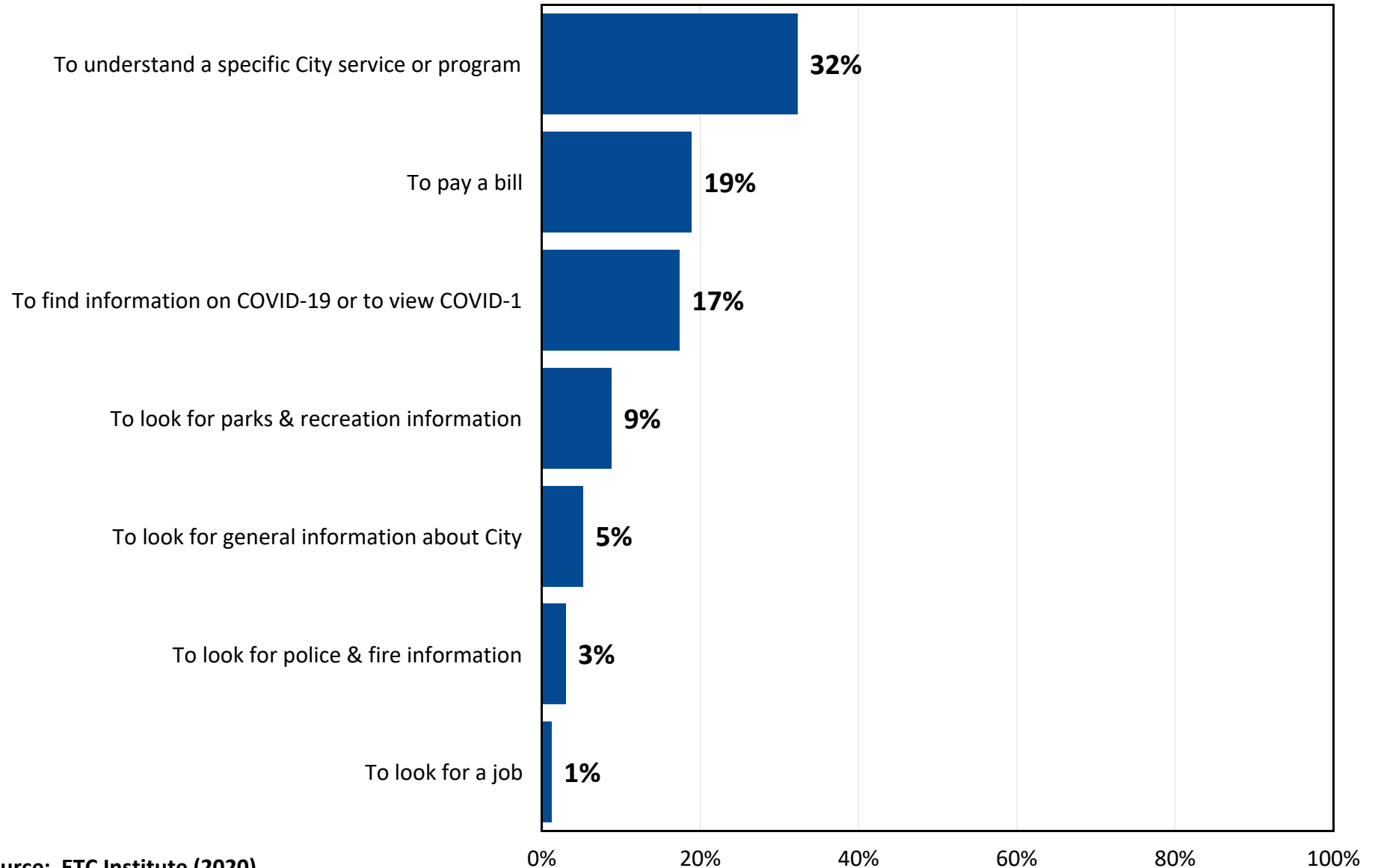
by percentage of respondents



Source: ETC Institute (2020)

## Q7a. What was the reason for your MOST RECENT visit to the City's website (www.como.gov)?

(multiple choices could be selected)

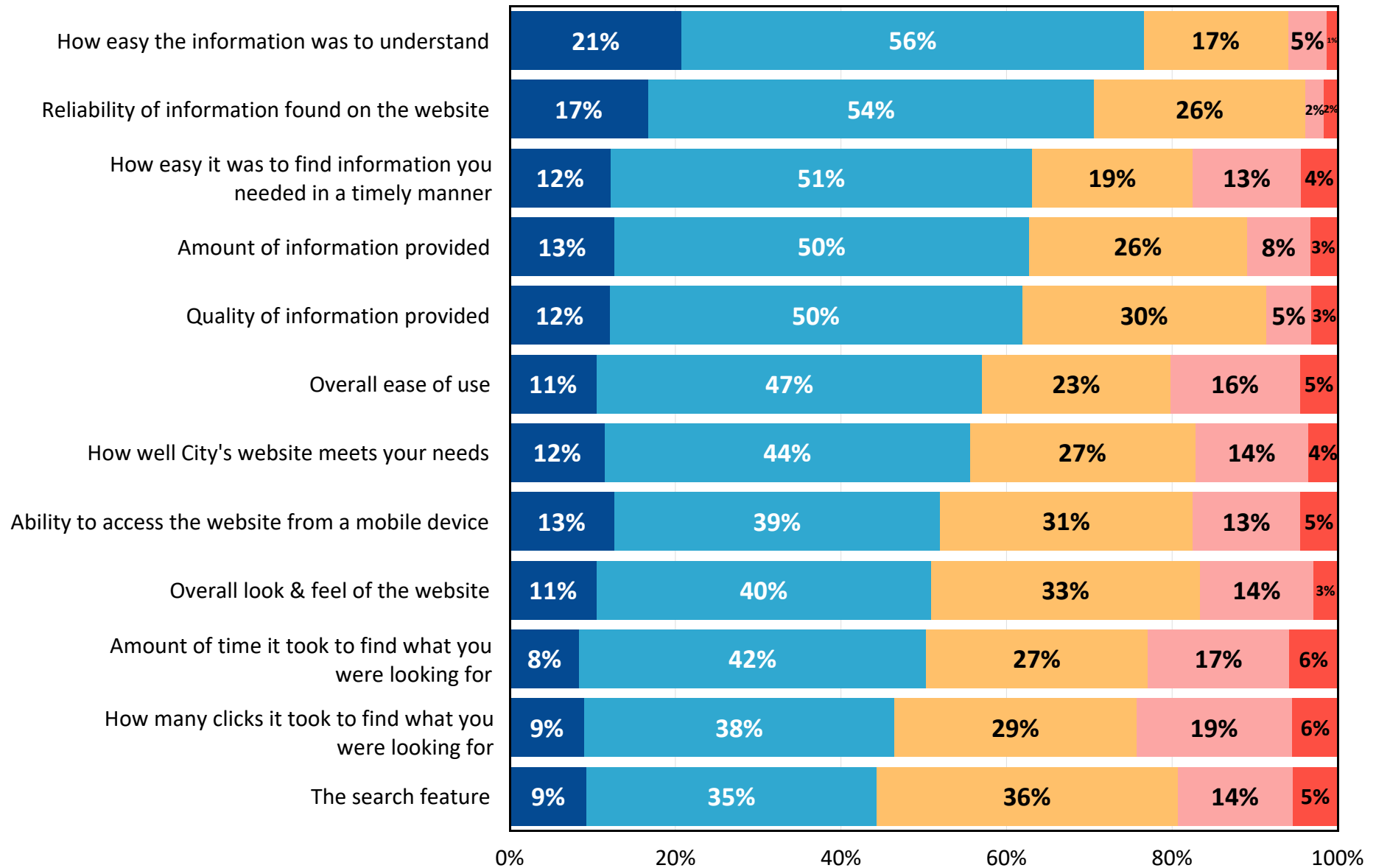


Source: ETC Institute (2020)



## Q7b. Ratings of City Website Items

by percentage of respondents using a 5-point scale where 5 means “very satisfied” and 1 means “very dissatisfied”  
(without “don’t know”)

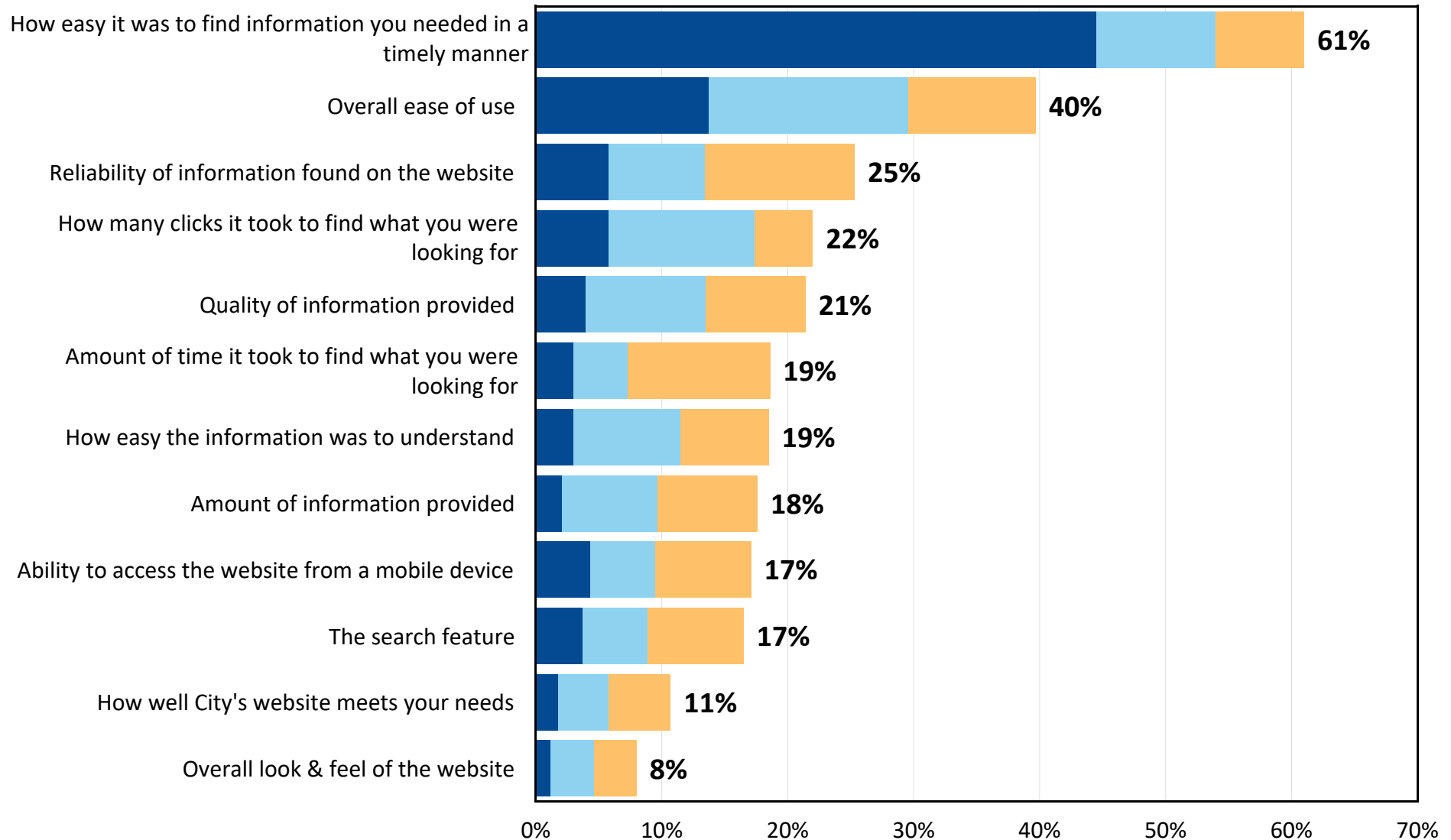


Source: ETC Institute (2020)

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

## Q7c. Which THREE of the items listed in Question 7b are MOST IMPORTANT for the City to consider when redesigning the City's website?

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

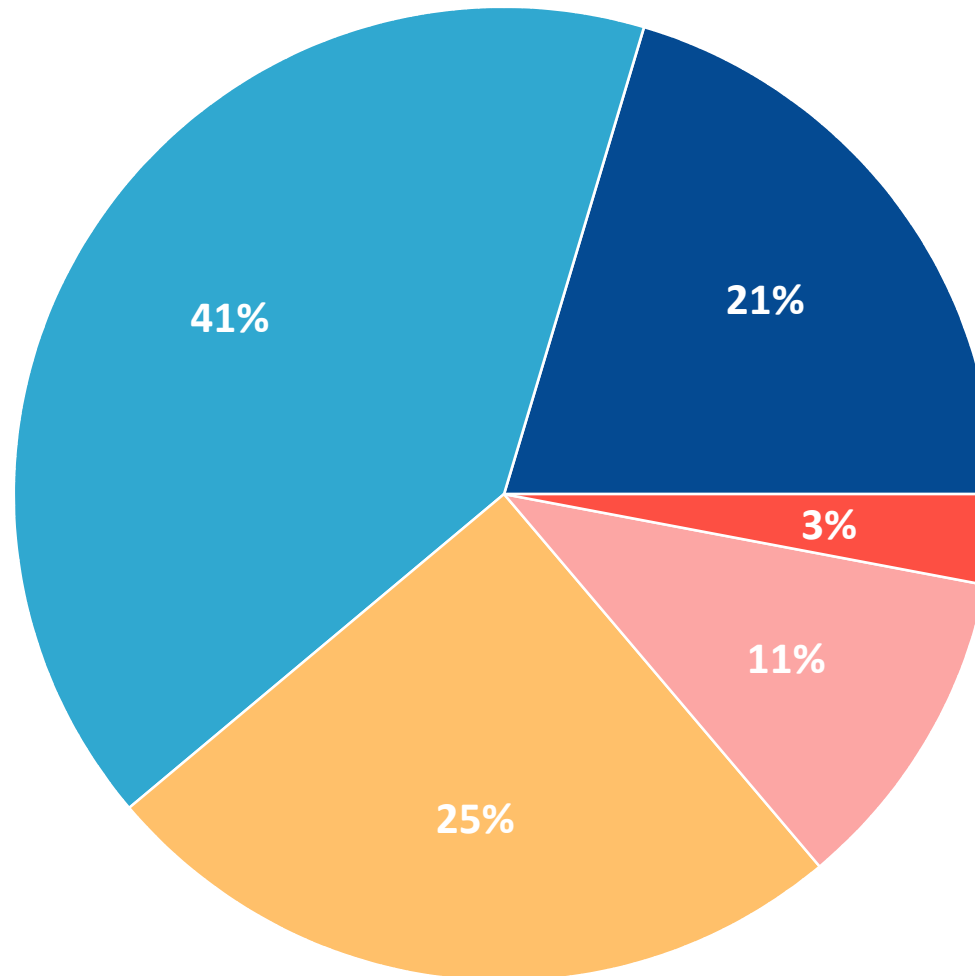


Source: ETC Institute (2020)

Most Important 2nd Choice 3rd Choice

## Q7d. How likely are you to recommend our website to a friend or colleague?

by percentage of respondents (without "don't know")

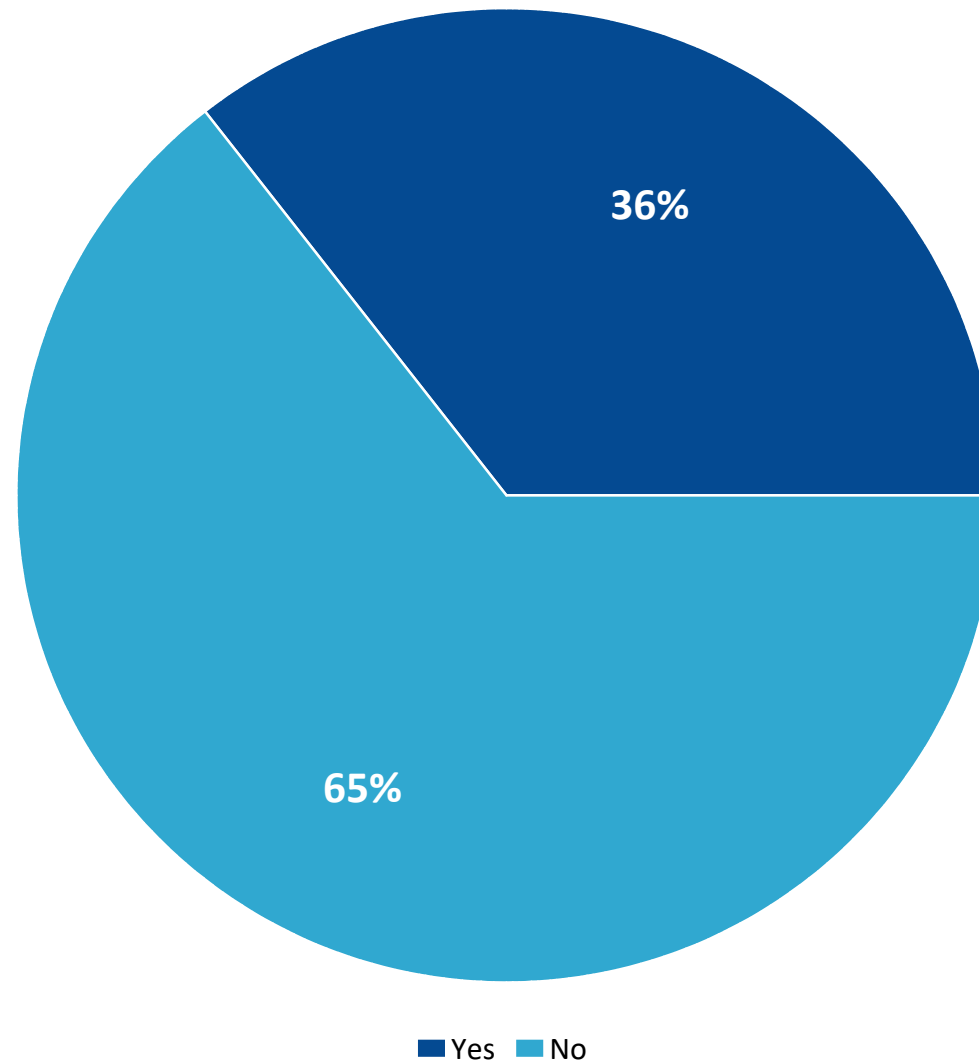


■ Very likely ■ Likely ■ Neutral ■ Not likely ■ Not at all likely

Source: ETC Institute (2020)

## Q8. Are you aware of any of the social media accounts, online apps, or other digital communication tools the City of Columbia offers?

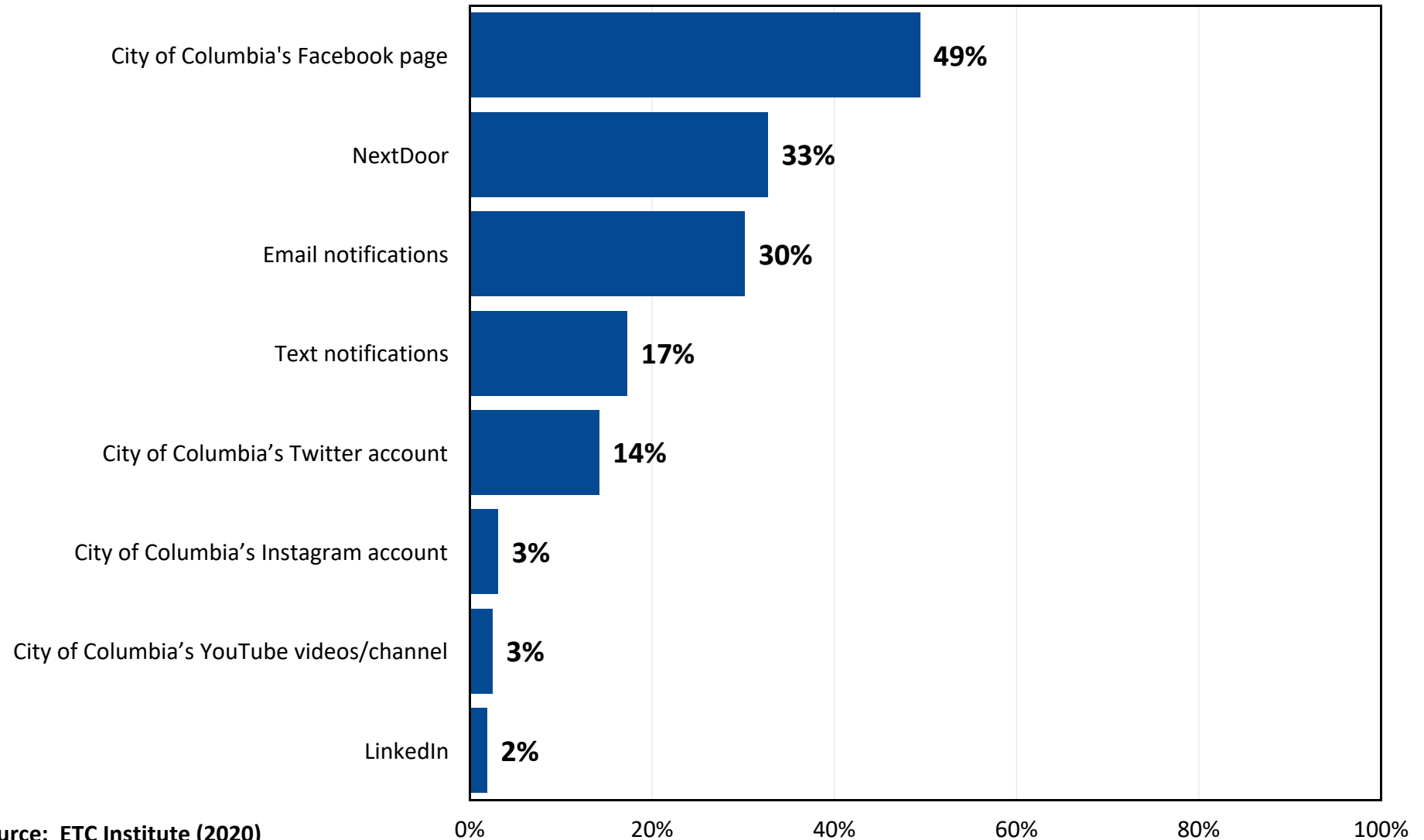
by percentage of respondents



Source: ETC Institute (2020)

## Q8a. Do you currently follow, subscribe to, or use any of the following City of Columbia social media accounts, online apps, or other digital communication tools?

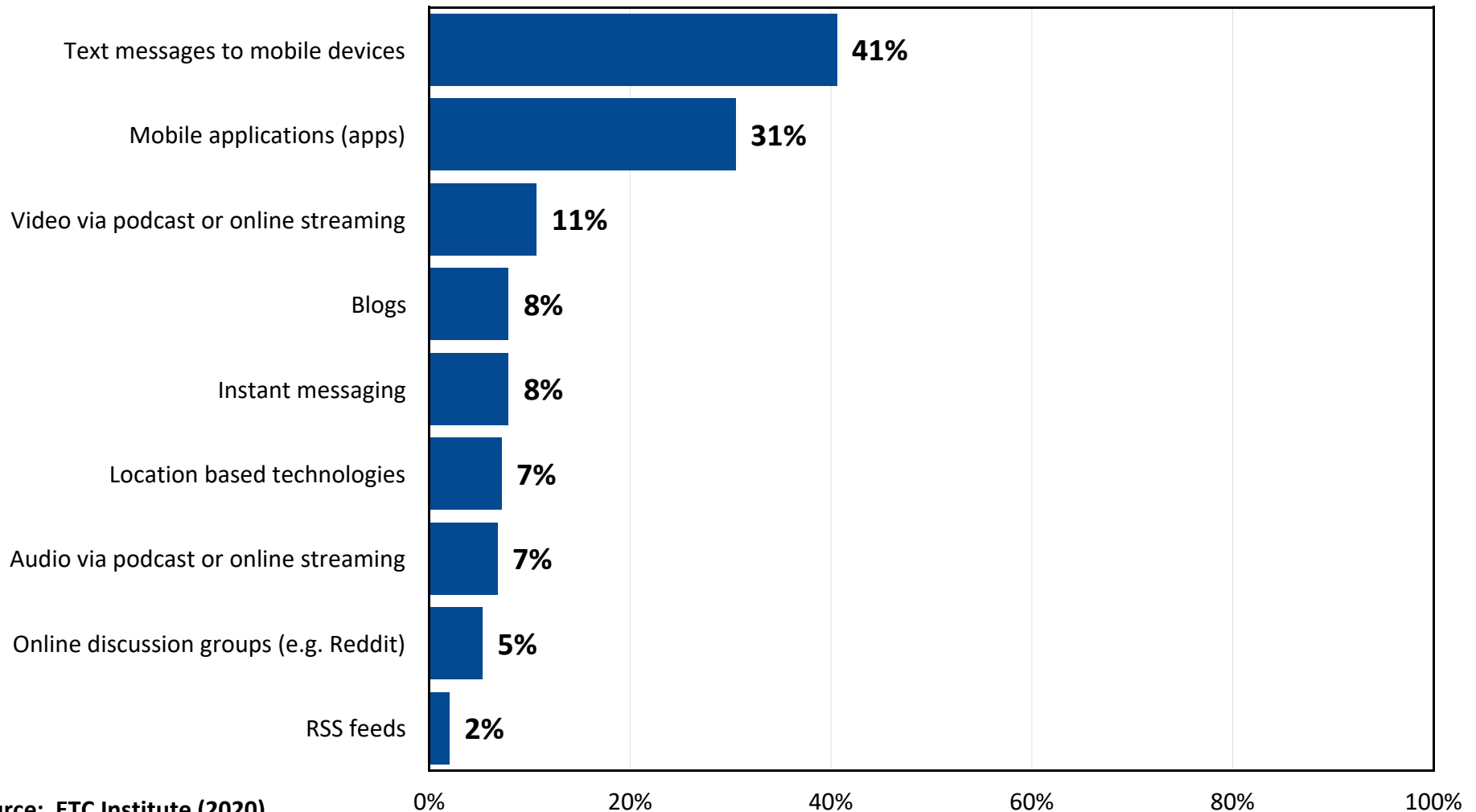
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

## Q9. In the future, which of the following electronic technologies would you like to see the City of Columbia utilize **MORE FREQUENTLY** for communicating pertinent information with the community?

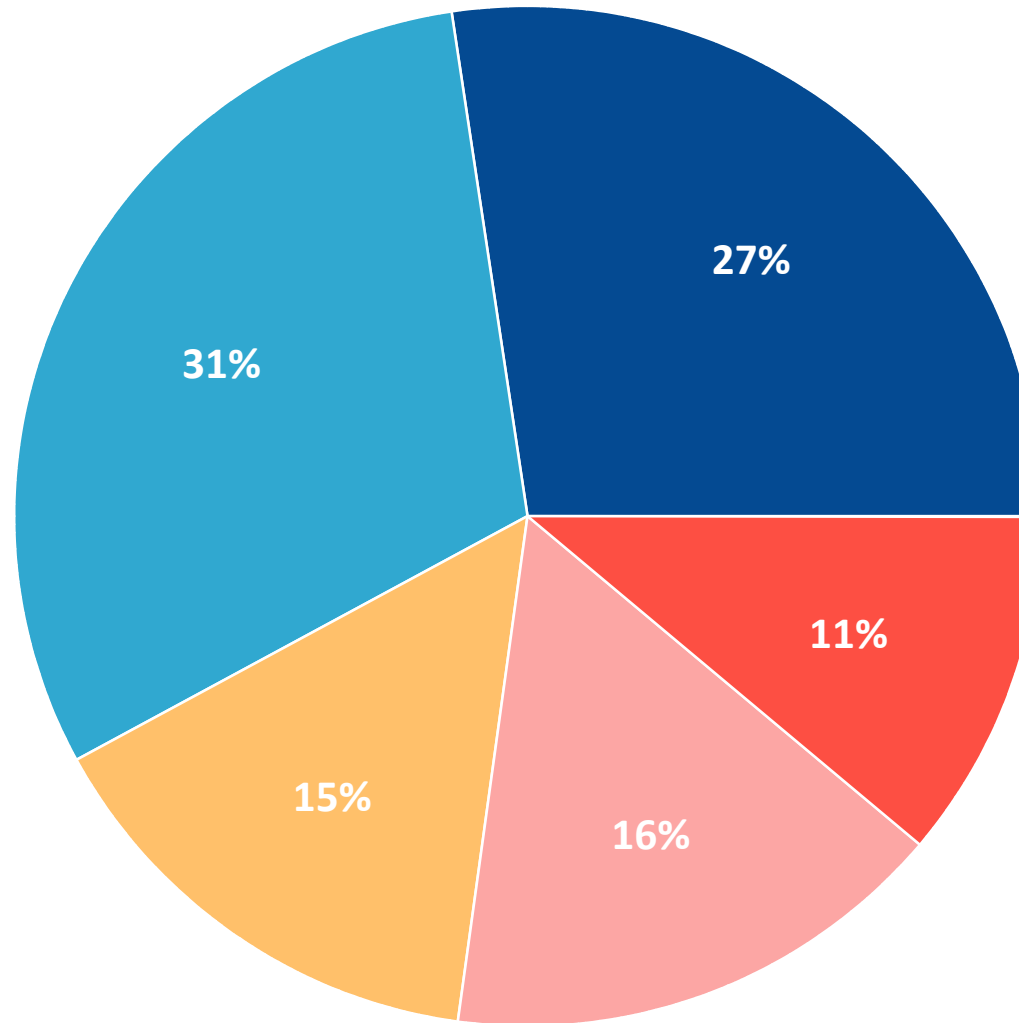
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

**Q10. If the City of Columbia were to offer the same information included in the City's website ([www.como.gov](http://www.como.gov)) in a mobile app, how likely would you be to download and use the app instead of visiting the City's website?**

by percentage of respondents (without "don't know")

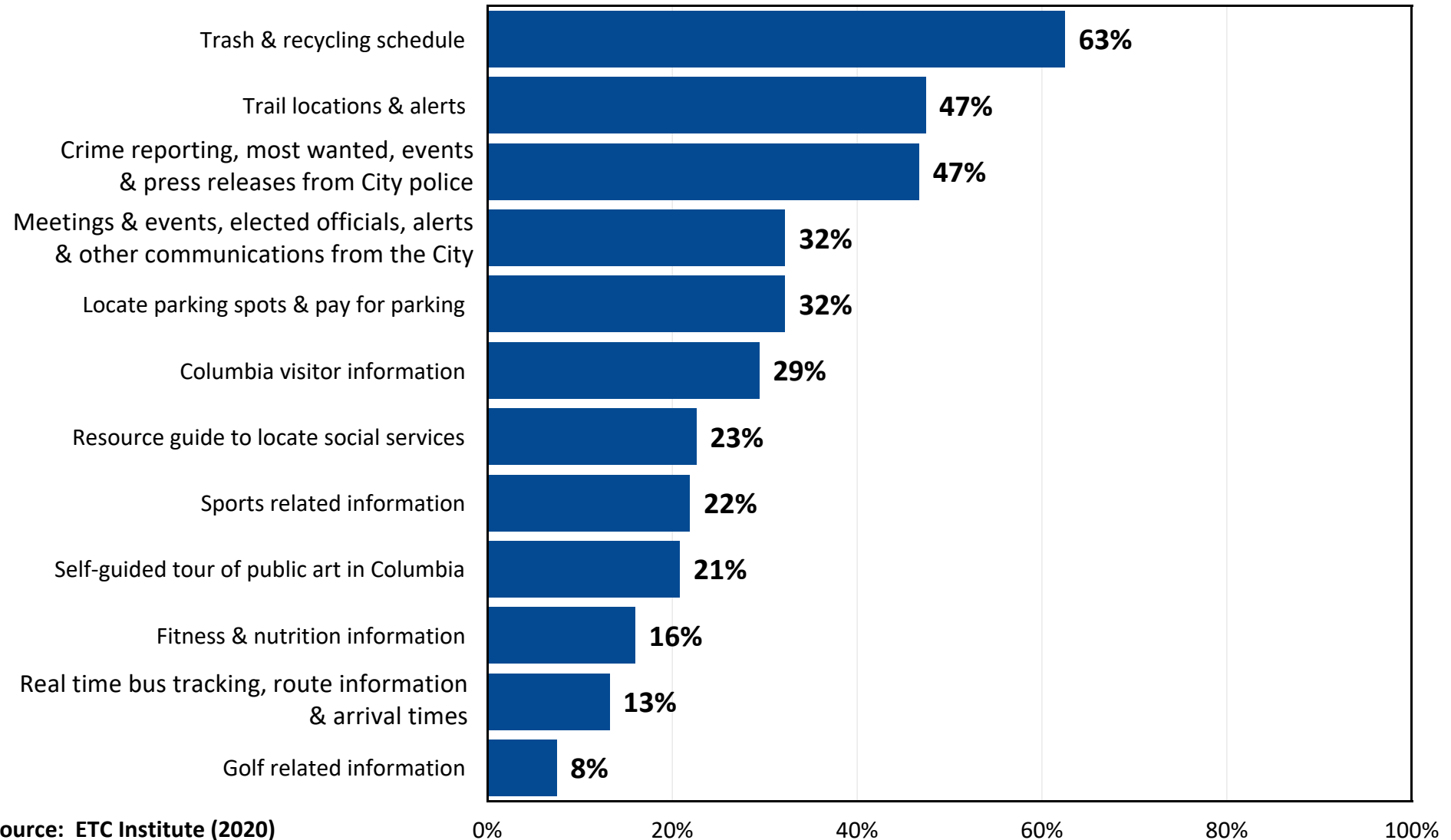


Source: ETC Institute (2020)

Very likely Likely Neutral Not likely Not at all likely

# Q11. If the City of Columbia offered mobile apps to transact business or access information, which of the following would you be willing to download to your device?

by percentage of respondents (multiple choices could be selected)

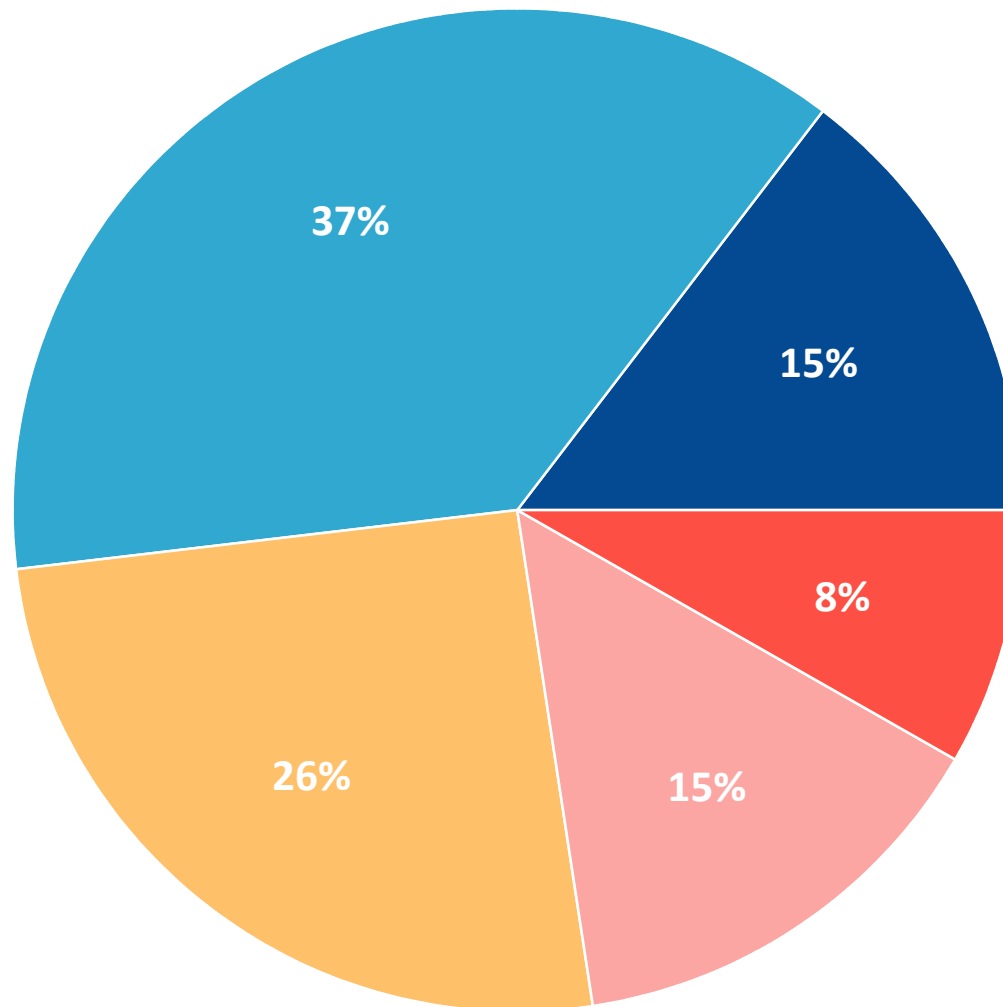


Source: ETC Institute (2020)



**Q12. If the City were to offer additional ways for you to virtually interact with specific City departments (e.g. Parks and Recreation, Codes Enforcement, Planning, Licensing), how likely would you be to use these virtual means of communication?**

by percentage of respondents (without “don’t know”)

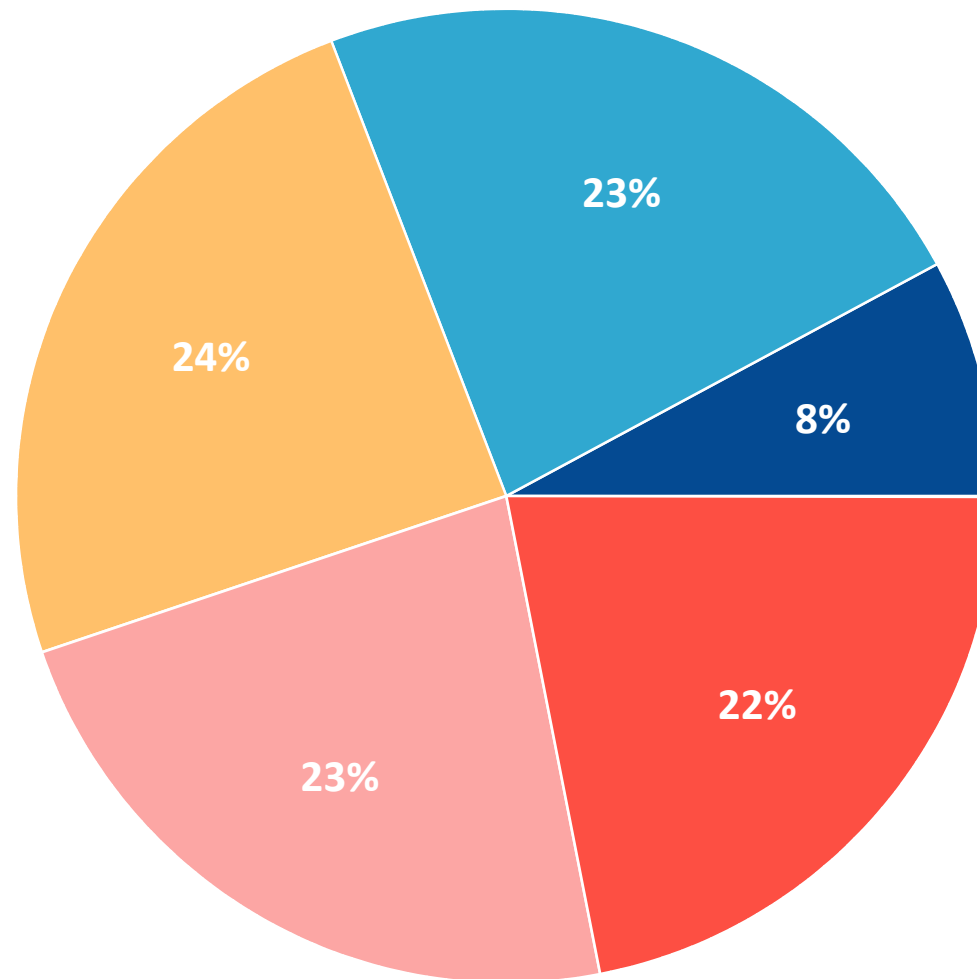


■ Very likely ■ Likely ■ Neutral ■ Not likely ■ Not at all likely

Source: ETC Institute (2020)

## Q13. How likely would you be to allow push notifications from City sponsored apps and programs you download to your mobile device?

by percentage of respondents (without “don’t know”)

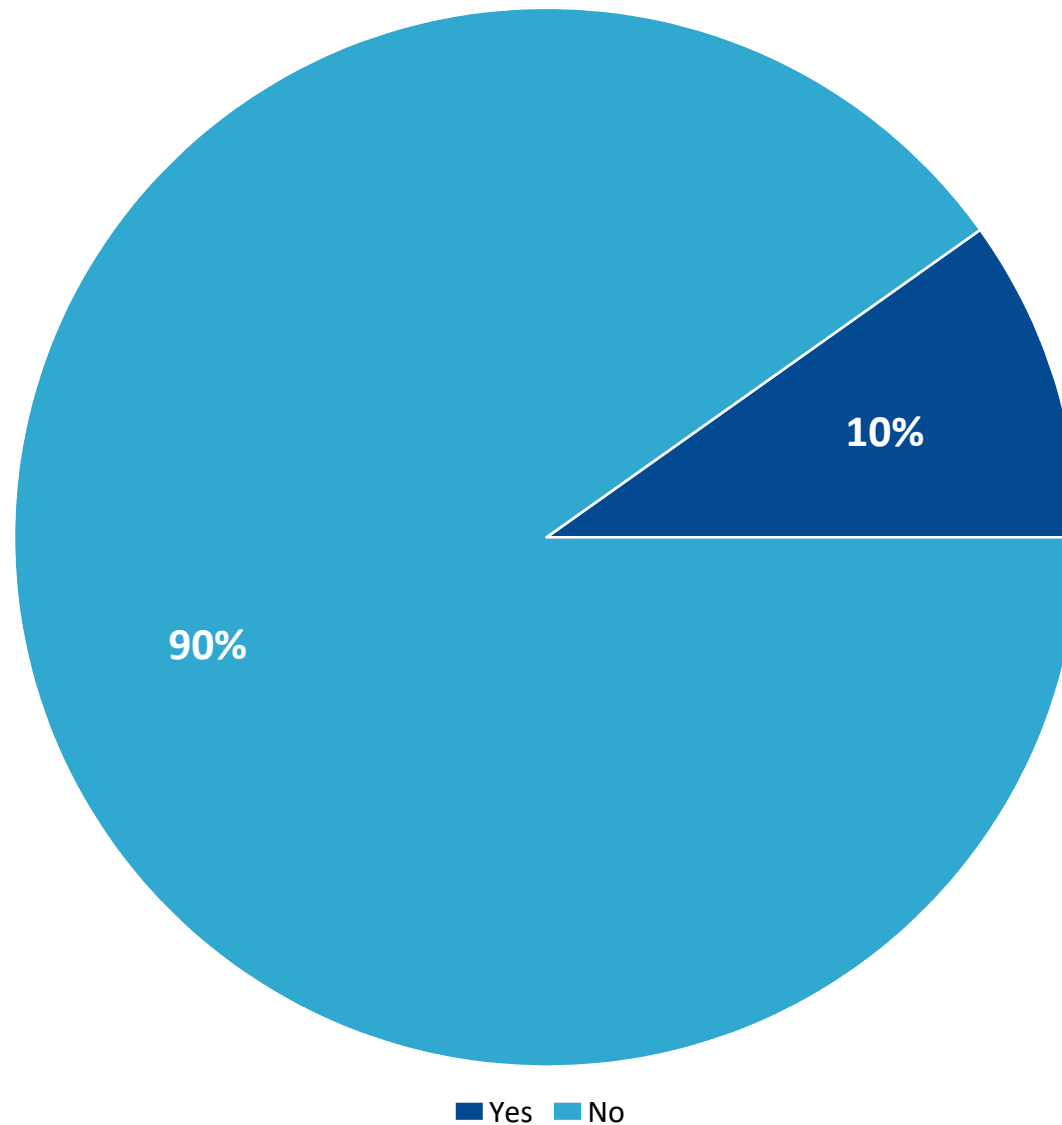


Source: ETC Institute (2020)

Very likely Likely Neutral Not likely Not at all likely

## Q14. Have you participated in or attended a City Council meeting within the past year?

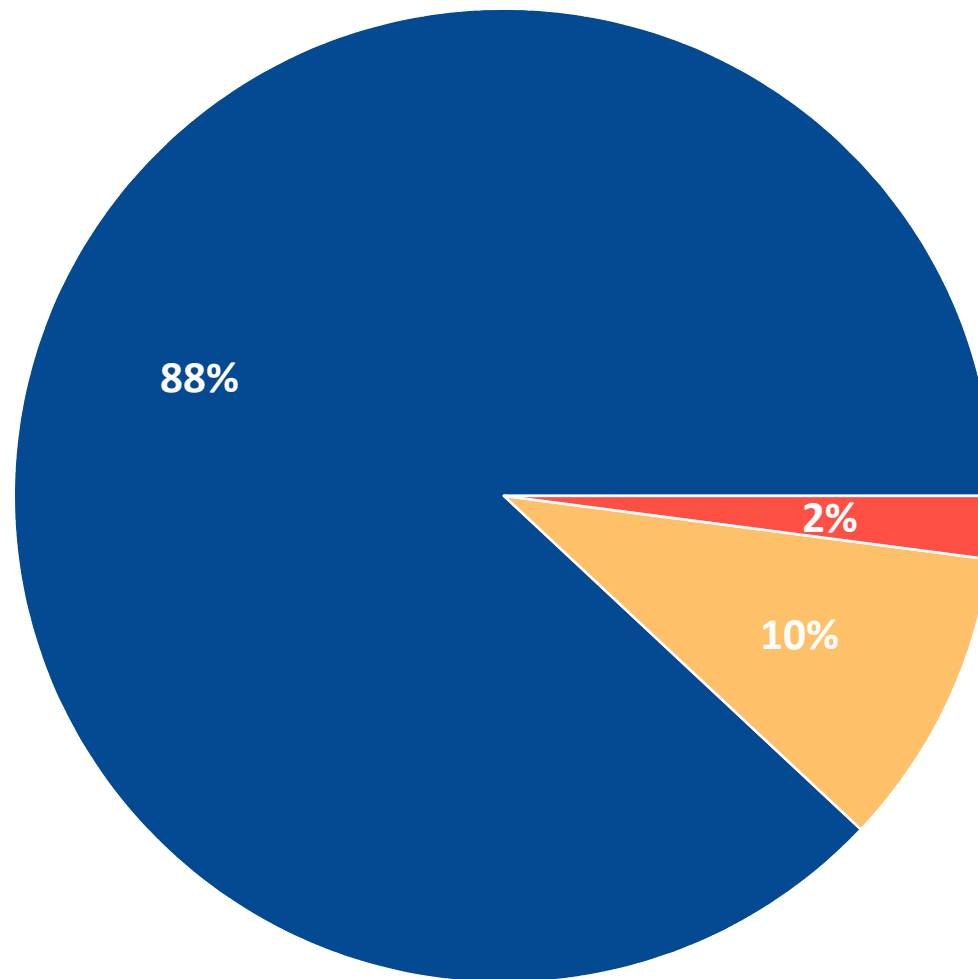
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

## Q14a. Would you be more or less willing to attend City Council meetings if you could attend virtually online?

by percentage of respondents (without “not provided”)



■ More willing

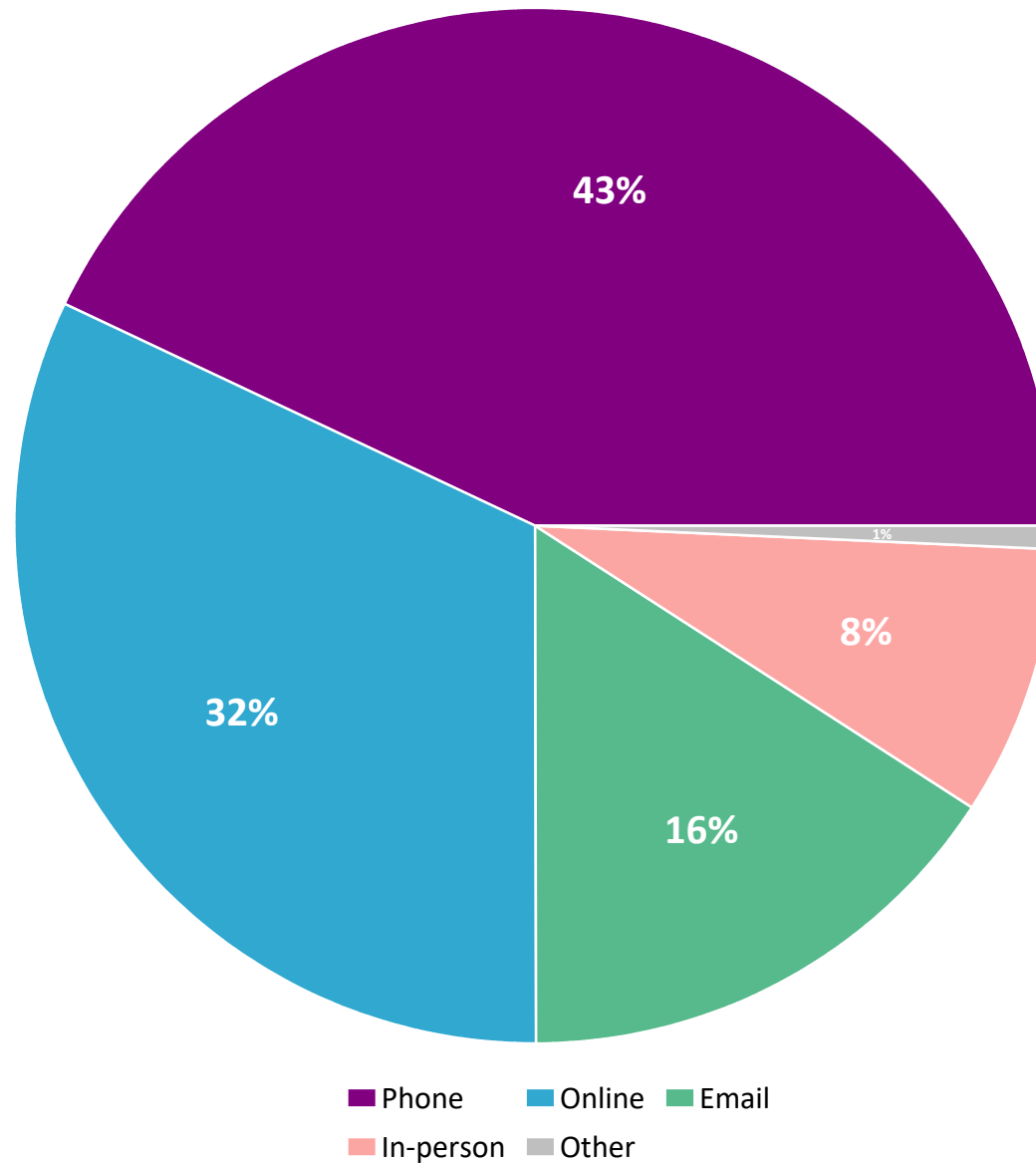
■ Less willing

■ Would not attend regardless of ability to attend virtually

Source: ETC Institute (2020)

## Q15. What is your preferred method of contacting the City of Columbia?

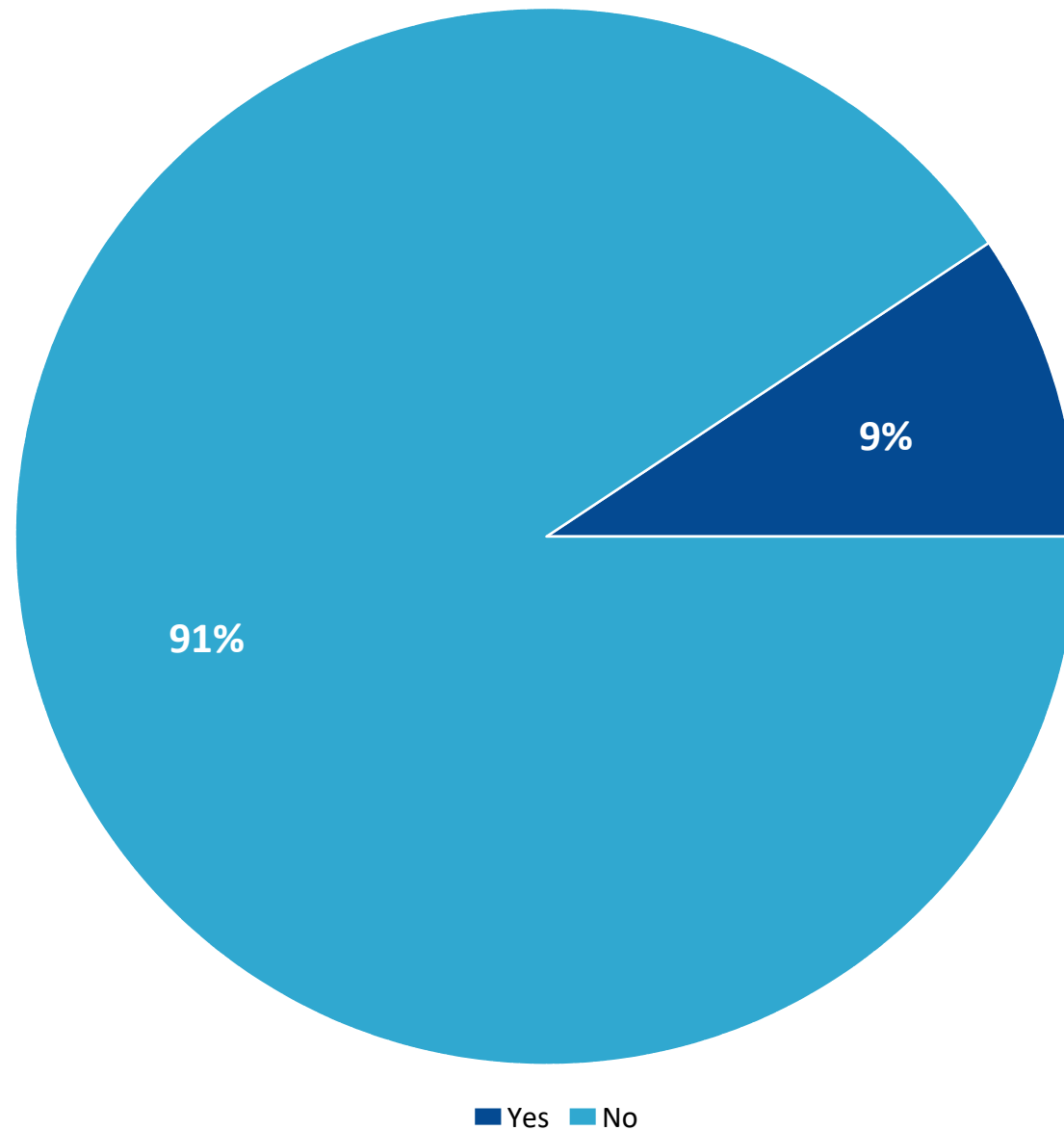
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

## Q17. Are you a business owner?

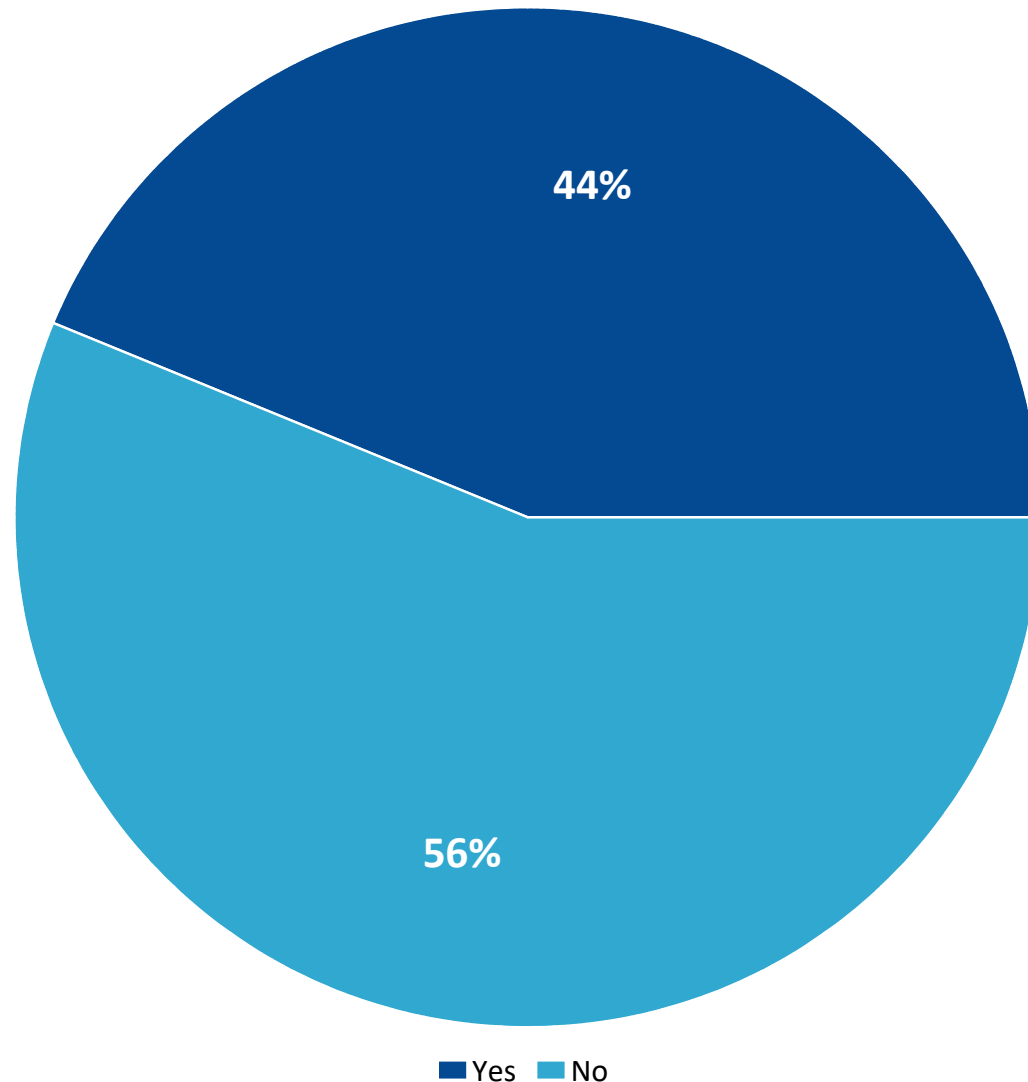
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

## Q18. Do you or any members of your household participate in parks and recreation programs offered by the City of Columbia?

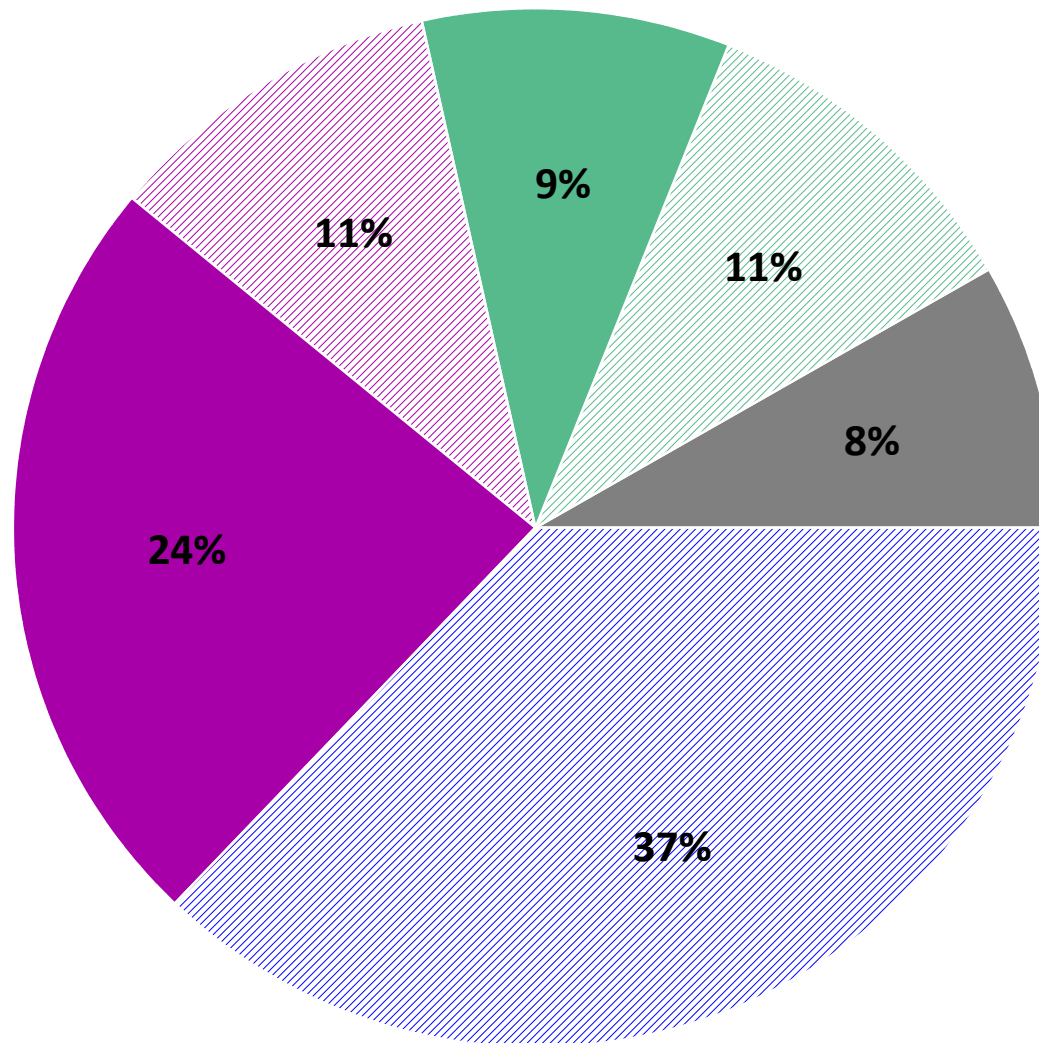
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

## Q19. Demographic: Approximately how many years have you lived in Columbia?

by percentage of respondents (without "not provided")



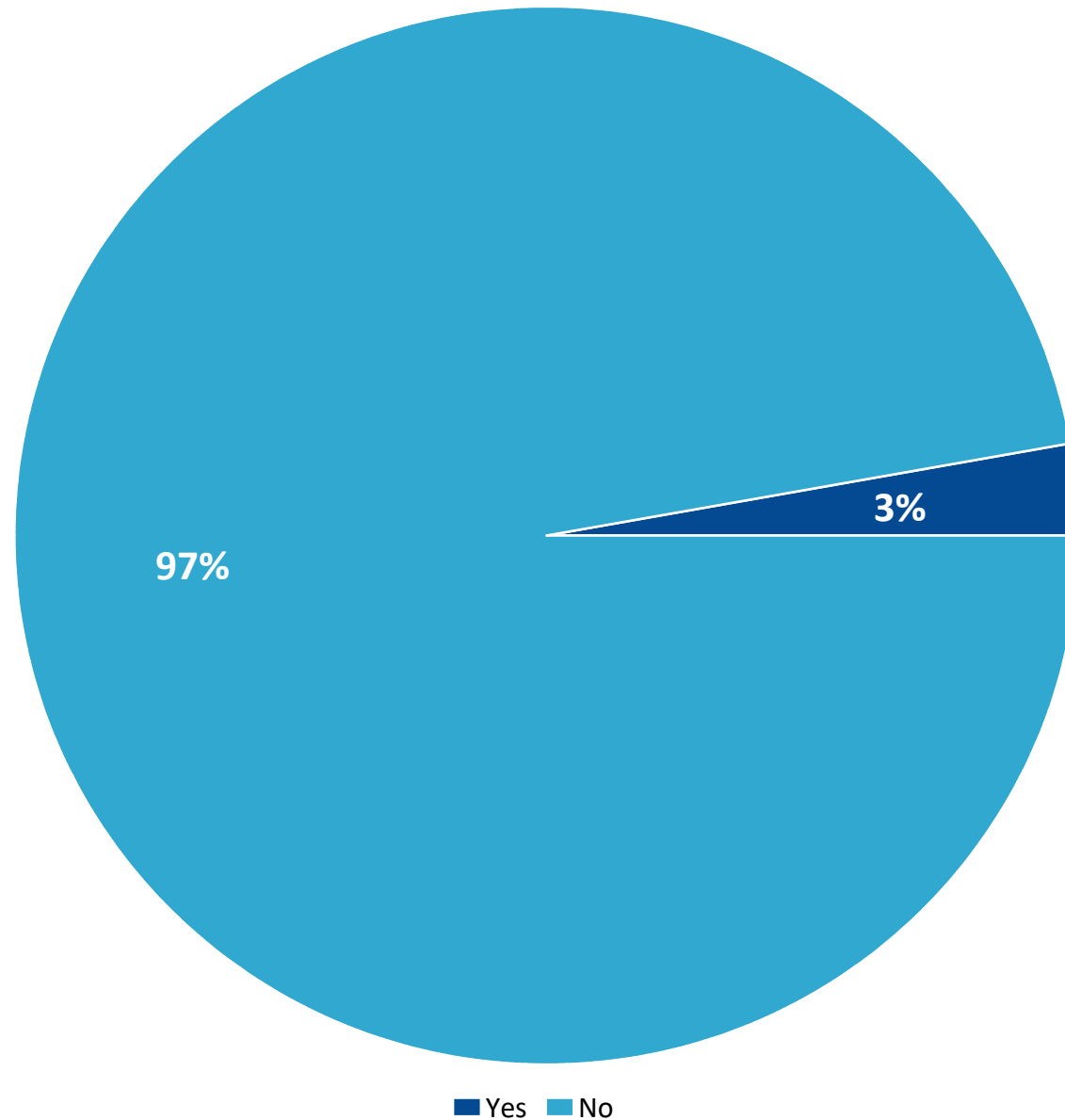
Source: ETC Institute (2020)

0-5 years 6-10 years 11-15 years 16-20 years 21-30 years 31+ years



## Q20. Demographic: Are you a student in a college or university?

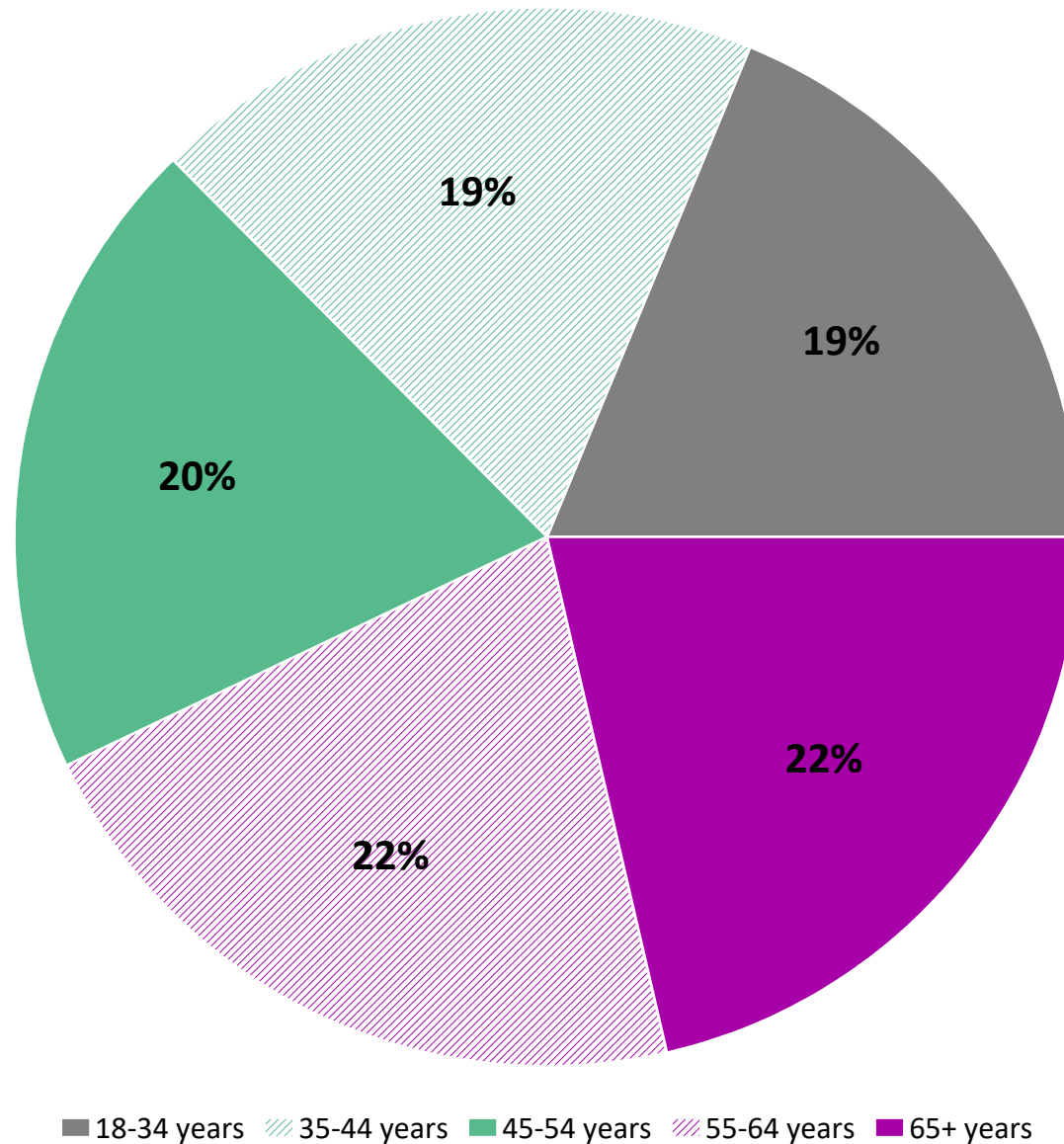
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

## Q21. Demographic: What is your age?

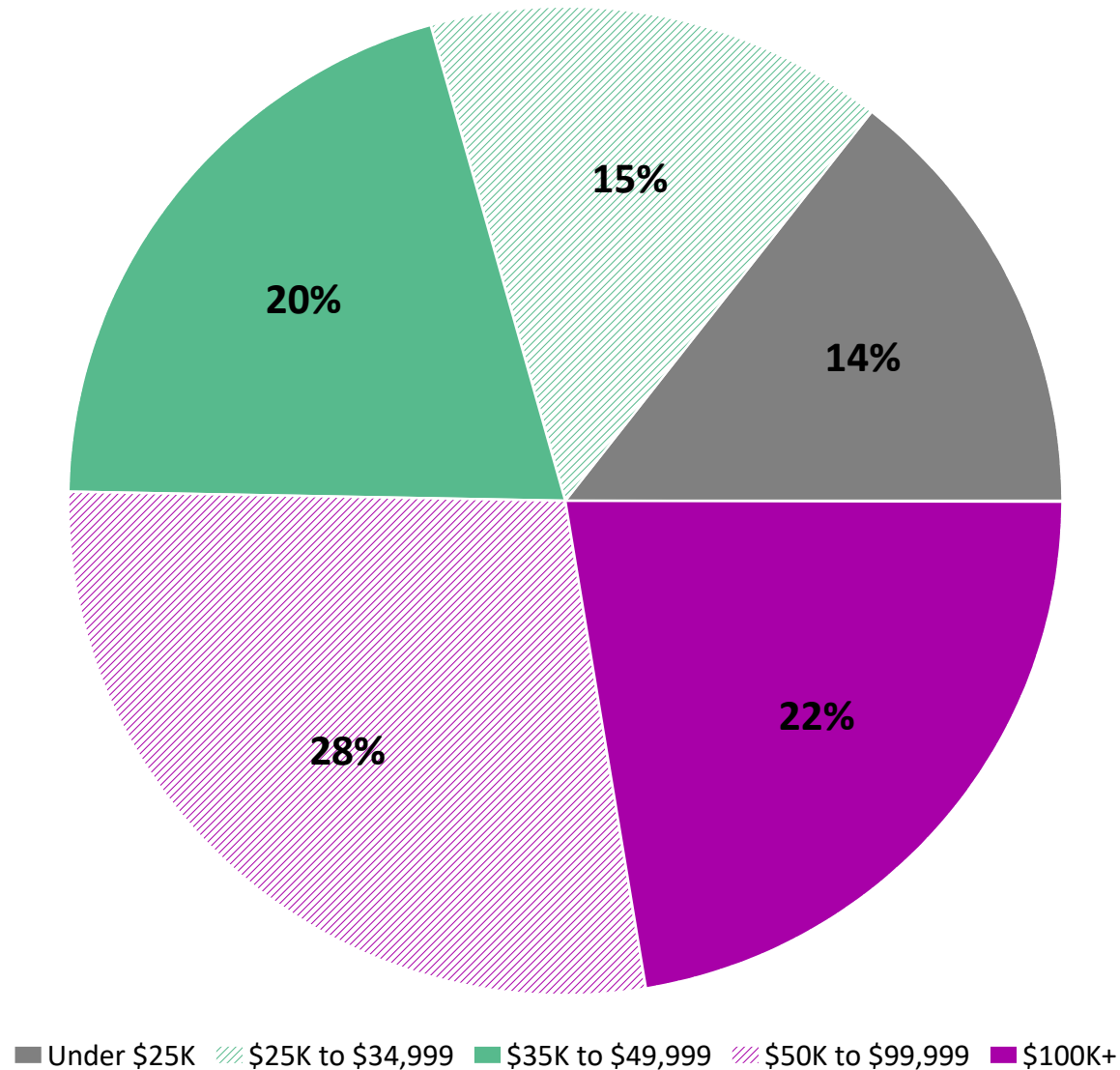
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

## Q22. Demographic: Would you say your total annual household income is...

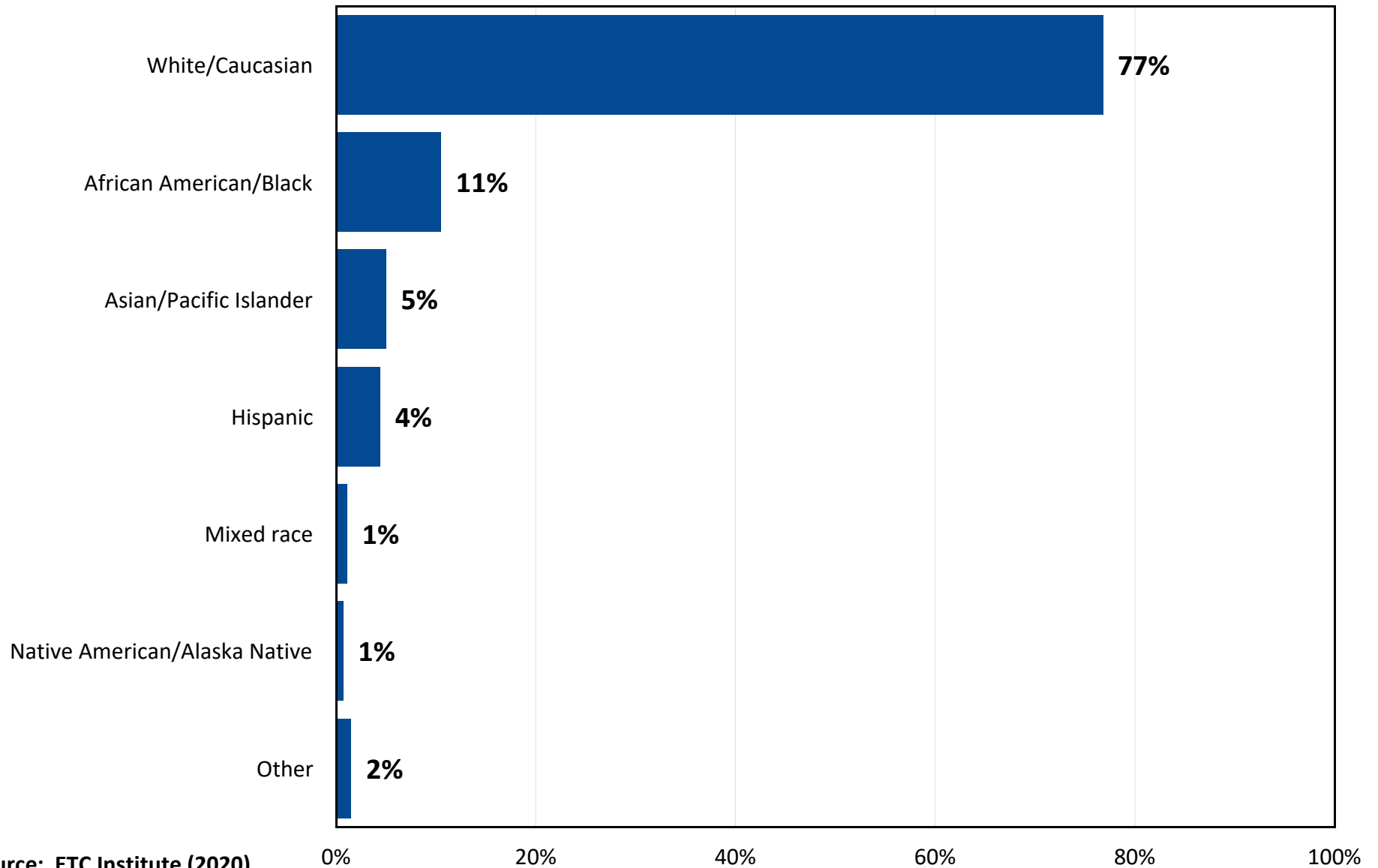
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

## Q23. Demographic: Which of the following best describes your race/ethnicity?

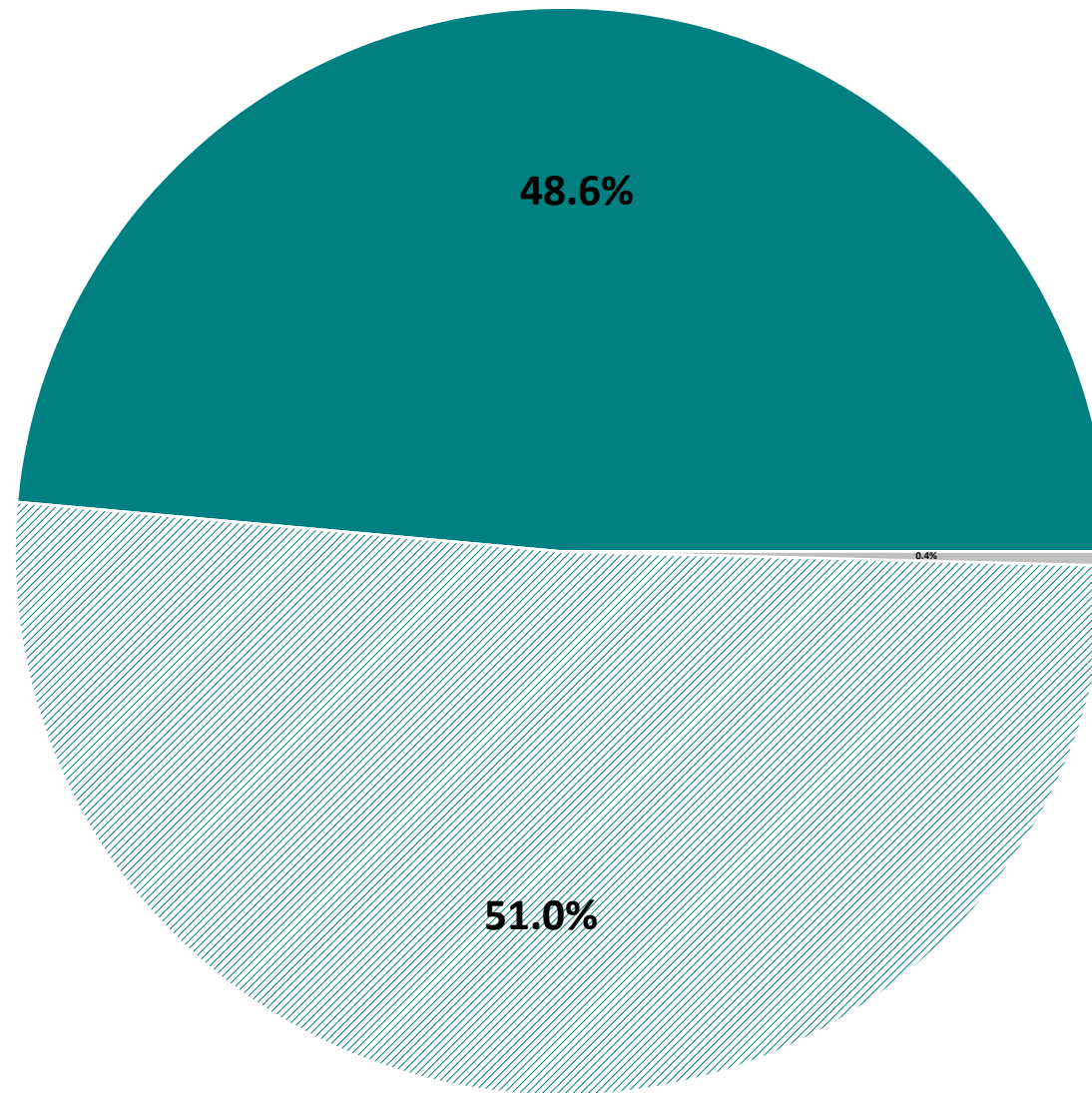
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

## Q24. Demographic: What is your gender identity?

by percentage of respondents (without “not provided”)



■ Male ■ Female ■ Other

Source: ETC Institute (2020)

## **Section 2**

# **Importance-Satisfaction Analysis**

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# Importance-Satisfaction Analysis

## City of Columbia, Missouri

### Overview

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

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

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

**Example of the Calculation:** Respondents were asked to identify the major items of the City website that they thought should receive the most emphasis over the next two years. Sixty-one percent (61%) of respondents selected *how easy it is to find information needed in a timely manner* as one of the most important services for the City to provide.

With regard to satisfaction, 63% of respondents surveyed rated the City's overall performance regarding *how easy it was to find information needed in a timely manner* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *how easy it is to find information needed in a timely manner* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 61% was multiplied by 37% (1-0.63). This calculation yielded an I-S rating of 0.2251 which ranked first out of 12 major City website items.

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

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

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

## Interpreting the Ratings

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

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

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



## 2020 Importance-Satisfaction Rating

### City of Columbia, MO

### City Website

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
How easy it was to find information you needed in a timely manner	61%	1	63%	3	0.2251	1
<b><u>High Priority (IS .10-.20)</u></b>						
Overall ease of use	40%	2	57%	6	0.1703	2
How many clicks it took to find what you were looking for	22%	4	47%	11	0.1177	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Amount of time it took to find what you were looking for	19%	6	50%	10	0.0924	4
The search feature	17%	10	44%	12	0.0919	5
Ability to access the website from a mobile device	17%	9	52%	8	0.0821	6
Quality of information provided	21%	5	62%	5	0.0815	7
Reliability of information found on the website	25%	3	71%	2	0.0744	8
Amount of information provided	18%	8	63%	4	0.0656	9
How well City's website meets your needs	11%	11	56%	7	0.0475	10
How easy the information was to understand	19%	7	77%	1	0.0433	11
Overall look & feel of the website	8%	12	51%	9	0.0393	12

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

**Most Important %:**

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

**Satisfaction %:**

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

## **Section 3**

# **Tabular Data**

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**Q1. How interested are you in being kept informed of City of Columbia events and services?**

Q1. How interested are you in being kept informed of City events & services	Number	Percent
Very interested	187	41.0 %
Interested	220	48.2 %
Neutral	38	8.3 %
Not interested	7	1.5 %
Don't know	4	0.9 %
Total	456	100.0 %

**WITHOUT "DON'T KNOW"****Q1. How interested are you in being kept informed of City of Columbia events and services? (without "don't know")**

Q1. How interested are you in being kept informed of City events & services	Number	Percent
Very interested	187	41.4 %
Interested	220	48.7 %
Neutral	38	8.4 %
Not interested	7	1.5 %
Total	452	100.0 %

**Q2. Overall, how satisfied are you with the City's efforts to keep you informed about City events, services, issues, and programs?**

Q2. How satisfied are you with City's efforts to keep you informed about City events, services, issues, & programs

	Number	Percent
Very satisfied	37	8.1 %
Satisfied	217	47.6 %
Neutral	144	31.6 %
Dissatisfied	48	10.5 %
Very dissatisfied	3	0.7 %
Don't know	7	1.5 %
Total	456	100.0 %

**WITHOUT "DON'T KNOW"****Q2. Overall, how satisfied are you with the City's efforts to keep you informed about City events, services, issues, and programs? (without "don't know")**

Q2. How satisfied are you with City's efforts to keep you informed about City events, services, issues, & programs

	Number	Percent
Very satisfied	37	8.2 %
Satisfied	217	48.3 %
Neutral	144	32.1 %
Dissatisfied	48	10.7 %
Very dissatisfied	3	0.7 %
Total	449	100.0 %

**Q3. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," what is your level of agreement that the City of Columbia provides enough information that is easy to find about the following topics.**

(N=456)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q3-1. Public safety	8.3%	40.8%	27.4%	12.7%	4.6%	6.1%
Q3-2. The environment	8.1%	35.3%	34.6%	10.1%	3.7%	8.1%
Q3-3. City's budget	5.5%	29.2%	34.0%	15.8%	6.8%	8.8%
Q3-4. Parks & recreation	20.2%	48.9%	20.0%	4.6%	1.8%	4.6%
Q3-5. Special events	12.1%	42.5%	28.9%	8.6%	2.4%	5.5%
Q3-6. Volunteer opportunities	10.1%	31.6%	35.7%	9.9%	2.4%	10.3%
Q3-7. City's Capital Improvement Projects (CIP)	5.3%	24.3%	35.3%	17.5%	6.4%	11.2%
Q3-8. Various other services City provides (trash, water, etc.)	12.1%	42.5%	19.1%	13.6%	7.7%	5.0%
Q3-9. Economic development	5.5%	23.5%	40.4%	15.6%	5.5%	9.6%
Q3-10. Infrastructure activities	5.3%	26.1%	35.3%	17.8%	5.9%	9.6%
Q3-11. Development projects	5.3%	24.6%	34.9%	19.1%	6.1%	10.1%
Q3-12. Transportation & traffic improvements	6.1%	37.3%	29.4%	15.8%	6.1%	5.3%

**WITHOUT "DON'T KNOW"**

**Q3. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," what is your level of agreement that the City of Columbia provides enough information that is easy to find about the following topics. (without "don't know")**

(N=456)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-1. Public safety	8.9%	43.5%	29.2%	13.6%	4.9%
Q3-2. The environment	8.8%	38.4%	37.7%	11.0%	4.1%
Q3-3. City's budget	6.0%	32.0%	37.3%	17.3%	7.5%
Q3-4. Parks & recreation	21.1%	51.3%	20.9%	4.8%	1.8%
Q3-5. Special events	12.8%	45.0%	30.6%	9.0%	2.6%
Q3-6. Volunteer opportunities	11.2%	35.2%	39.9%	11.0%	2.7%
Q3-7. City's Capital Improvement Projects (CIP)	5.9%	27.4%	39.8%	19.8%	7.2%
Q3-8. Various other services City provides (trash, water, etc.)	12.7%	44.8%	20.1%	14.3%	8.1%
Q3-9. Economic development	6.1%	26.0%	44.7%	17.2%	6.1%
Q3-10. Infrastructure activities	5.8%	28.9%	39.1%	19.7%	6.6%
Q3-11. Development projects	5.9%	27.3%	38.8%	21.2%	6.8%
Q3-12. Transportation & traffic improvements	6.5%	39.4%	31.0%	16.7%	6.5%

**Q4. Which THREE of the topics listed in Question 3 do you think are MOST IMPORTANT for the City to provide regular updates on?**

Q4. Top choice	Number	Percent
Public safety	246	53.9 %
The environment	10	2.2 %
City's budget	42	9.2 %
Parks & recreation	14	3.1 %
Special events	11	2.4 %
Volunteer opportunities	1	0.2 %
City's Capital Improvement Projects (CIP)	8	1.8 %
Various other services City provides (trash, water, etc.)	57	12.5 %
Economic development	12	2.6 %
Infrastructure activities	11	2.4 %
Development projects	10	2.2 %
Transportation & traffic improvements	18	3.9 %
None chosen	16	3.5 %
Total	456	100.0 %

**Q4. Which THREE of the topics listed in Question 3 do you think are MOST IMPORTANT for the City to provide regular updates on?**

Q4. 2nd choice	Number	Percent
Public safety	38	8.3 %
The environment	31	6.8 %
City's budget	57	12.5 %
Parks & recreation	40	8.8 %
Special events	18	3.9 %
Volunteer opportunities	7	1.5 %
City's Capital Improvement Projects (CIP)	24	5.3 %
Various other services City provides (trash, water, etc.)	95	20.8 %
Economic development	26	5.7 %
Infrastructure activities	43	9.4 %
Development projects	11	2.4 %
Transportation & traffic improvements	46	10.1 %
None chosen	20	4.4 %
Total	456	100.0 %

**Q4. Which THREE of the topics listed in Question 3 do you think are MOST IMPORTANT for the City to provide regular updates on?**

Q4. 3rd choice	Number	Percent
Public safety	42	9.2 %
The environment	26	5.7 %
City's budget	35	7.7 %
Parks & recreation	35	7.7 %
Special events	37	8.1 %
Volunteer opportunities	10	2.2 %
City's Capital Improvement Projects (CIP)	23	5.0 %
Various other services City provides (trash, water, etc.)	54	11.8 %
Economic development	19	4.2 %
Infrastructure activities	39	8.6 %
Development projects	28	6.1 %
Transportation & traffic improvements	80	17.5 %
None chosen	28	6.1 %
Total	456	100.0 %

**Q4. Which THREE of the topics listed in Question 3 do you think are MOST IMPORTANT for the City to provide regular updates on? (top 3)**

Q4. Sum of top 3 choices	Number	Percent
Public safety	326	71.5 %
The environment	67	14.7 %
City's budget	134	29.4 %
Parks & recreation	89	19.5 %
Special events	66	14.5 %
Volunteer opportunities	18	3.9 %
City's Capital Improvement Projects (CIP)	55	12.1 %
Various other services City provides (trash, water, etc.)	206	45.2 %
Economic development	57	12.5 %
Infrastructure activities	93	20.4 %
Development projects	49	10.7 %
Transportation & traffic improvements	144	31.6 %
None chosen	16	3.5 %
Total	1320	



**Q5. Do you know the City of Columbia's website address?**

Q5. Do you know City of Columbia's website address	Number	Percent
Yes	293	64.3 %
No	163	35.7 %
Total	456	100.0 %

**Q5a. What is the City's website address?**

Q5a. What is City's website address	Number	Percent
www.como.gov	237	85.9 %
gocolumbiamo.com	37	13.4 %
gocomo.gov	1	0.4 %
myutilitybill.como.gov	1	0.4 %
Total	276	100.0 %

**Q6. Which source(s) do you usually go to FIRST for information on City events, services, issues, and programs?**

Q6. Which sources do you usually go to first for  
information on City events, services, issues, &  
programs

	Number	Percent
City's website (www.como.gov)	212	46.5 %
An official City of Columbia news/communications outlet (e.g. City social media, City newsletter, City email, direct mailing from City)	121	26.5 %
From a source other than City of Columbia (e.g. news media, a social media page not directly associated with City, word of mouth, Nextdoor)	177	38.8 %
Other	26	5.7 %
Total	536	

**Q6-4. Other**

Q6-4. Other	Number	Percent
Google	4	15.4 %
THE TRIBUNE	2	7.7 %
TV	2	7.7 %
HARD TO FIND	1	3.8 %
Facebook	1	3.8 %
I hear bad news thru the grapevine	1	3.8 %
MISSOURIAN PAPER	1	3.8 %
LEISURE TIMES MAGAZINE	1	3.8 %
GOOGLE TO FIND WEBSITE	1	3.8 %
KMIZ	1	3.8 %
ANOTHER SURVEY TO ASK PEOPLE ABOUT COMPLAINTS, NOT WEBSITES	1	3.8 %
NEWSPAPER	1	3.8 %
Columbia Tribune, or KOMU	1	3.8 %
Phone	1	3.8 %
I WAIT FOR THE NEWSLETTER	1	3.8 %
MAYOR WEBSITE	1	3.8 %
GOOGLE SITES I AM INTERESTED IN	1	3.8 %
Whatever comes up in my email	1	3.8 %
gocolumbiamo.com	1	3.8 %
Google or the Missourian Tribune	1	3.8 %
News	1	3.8 %
Total	26	100.0 %

**Q7. Have you visited the City's website during the past six months?**

Q7. Have you visited City's website during past  
six months

	Number	Percent
Yes	328	71.9 %
No	128	28.1 %
Total	456	100.0 %

**Q7a. What was the reason for your MOST RECENT visit to the City's website (www.como.gov)?**

Q7a. What was the reason for your most recent  
visit to City's website (www.como.gov)

	Number	Percent
To look for general information about City	17	5.2 %
To understand a specific City service or program	106	32.3 %
To look for a job	4	1.2 %
To look for police & fire information	10	3.0 %
To look for parks & recreation information	29	8.8 %
To pay a bill	62	18.9 %
To find information on COVID-19 or to view COVID-19 Dashboard	57	17.4 %
Other	43	13.1 %
Total	328	100.0 %

**Q7b. Thinking of your most recent experience with the City's website, please rate each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=328)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7b-1. How easy it was to find information you needed in a timely manner	11.9%	49.7%	18.9%	12.8%	4.3%	2.4%
Q7b-2. How easy the information was to understand	20.1%	54.0%	16.8%	4.6%	1.2%	3.4%
Q7b-3. How many clicks it took to find what you were looking for	7.9%	32.9%	25.6%	16.5%	4.9%	12.2%
Q7b-4. How well City's website meets your needs	11.0%	42.1%	25.9%	13.1%	3.4%	4.6%
Q7b-5. Amount of information provided	12.2%	47.9%	25.3%	7.3%	3.0%	4.3%
Q7b-6. Overall ease of use	10.1%	44.5%	21.6%	14.9%	4.3%	4.6%
Q7b-7. Overall look & feel of the website	10.1%	38.7%	31.1%	13.1%	2.7%	4.3%
Q7b-8. Quality of information provided	11.6%	47.9%	28.4%	5.2%	3.0%	4.0%
Q7b-9. Reliability of information found on the website	15.5%	50.3%	23.8%	2.1%	1.5%	6.7%
Q7b-10. Ability to access the website from a mobile device	9.5%	29.6%	22.9%	9.8%	3.4%	25.0%
Q7b-11. The search feature	7.9%	29.9%	31.1%	11.9%	4.6%	14.6%
Q7b-12. Amount of time it took to find what you were looking for	7.9%	39.6%	25.3%	16.2%	5.5%	5.5%

**Q7b. Thinking of your most recent experience with the City's website, please rate each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=328)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7b-1. How easy it was to find information you needed in a timely manner	12.2%	50.9%	19.4%	13.1%	4.4%
Q7b-2. How easy the information was to understand	20.8%	55.8%	17.4%	4.7%	1.3%
Q7b-3. How many clicks it took to find what you were looking for	9.0%	37.5%	29.2%	18.8%	5.6%
Q7b-4. How well City's website meets your needs	11.5%	44.1%	27.2%	13.7%	3.5%
Q7b-5. Amount of information provided	12.7%	50.0%	26.4%	7.6%	3.2%
Q7b-6. Overall ease of use	10.5%	46.6%	22.7%	15.7%	4.5%
Q7b-7. Overall look & feel of the website	10.5%	40.4%	32.5%	13.7%	2.9%
Q7b-8. Quality of information provided	12.1%	49.8%	29.5%	5.4%	3.2%
Q7b-9. Reliability of information found on the website	16.7%	53.9%	25.5%	2.3%	1.6%
Q7b-10. Ability to access the website from a mobile device	12.6%	39.4%	30.5%	13.0%	4.5%
Q7b-11. The search feature	9.3%	35.0%	36.4%	13.9%	5.4%
Q7b-12. Amount of time it took to find what you were looking for	8.4%	41.9%	26.8%	17.1%	5.8%

**Q7c. Which THREE of the items listed in Question 7b are MOST IMPORTANT for the City to consider when redesigning the City's website?**

Q7c. Top choice	Number	Percent
How easy it was to find information you needed in a timely manner	146	44.5 %
How easy the information was to understand	10	3.0 %
How many clicks it took to find what you were looking for	19	5.8 %
How well City's website meets your needs	6	1.8 %
Amount of information provided	7	2.1 %
Overall ease of use	45	13.7 %
Overall look & feel of the website	4	1.2 %
Quality of information provided	13	4.0 %
Reliability of information found on the website	19	5.8 %
Ability to access the website from a mobile device	14	4.3 %
The search feature	12	3.7 %
Amount of time it took to find what you were looking for	10	3.0 %
None chosen	23	7.0 %
Total	328	100.0 %

**Q7c. Which THREE of the items listed in Question 7b are MOST IMPORTANT for the City to consider when redesigning the City's website?**

Q7c. 2nd choice	Number	Percent
How easy it was to find information you needed in a timely manner	31	9.5 %
How easy the information was to understand	28	8.5 %
How many clicks it took to find what you were looking for	38	11.6 %
How well City's website meets your needs	13	4.0 %
Amount of information provided	25	7.6 %
Overall ease of use	52	15.9 %
Overall look & feel of the website	11	3.4 %
Quality of information provided	31	9.5 %
Reliability of information found on the website	25	7.6 %
Ability to access the website from a mobile device	17	5.2 %
The search feature	17	5.2 %
Amount of time it took to find what you were looking for	14	4.3 %
None chosen	26	7.9 %
Total	328	100.0 %

**Q7c. Which THREE of the items listed in Question 7b are MOST IMPORTANT for the City to consider when redesigning the City's website?**

<u>Q7c. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
How easy it was to find information you needed in a timely manner	23	7.0 %
How easy the information was to understand	23	7.0 %
How many clicks it took to find what you were looking for	15	4.6 %
How well City's website meets your needs	16	4.9 %
Amount of information provided	26	7.9 %
Overall ease of use	33	10.1 %
Overall look & feel of the website	11	3.4 %
Quality of information provided	26	7.9 %
Reliability of information found on the website	39	11.9 %
Ability to access the website from a mobile device	25	7.6 %
The search feature	25	7.6 %
Amount of time it took to find what you were looking for	37	11.3 %
None chosen	29	8.8 %
Total	328	100.0 %

**Q7c. Which THREE of the items listed in Question 7b are MOST IMPORTANT for the City to consider when redesigning the City's website? (top 3)**

<u>Q7c. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
How easy it was to find information you needed in a timely manner	200	61.0 %
How easy the information was to understand	61	18.6 %
How many clicks it took to find what you were looking for	72	22.0 %
How well City's website meets your needs	35	10.7 %
Amount of information provided	58	17.7 %
Overall ease of use	130	39.6 %
Overall look & feel of the website	26	7.9 %
Quality of information provided	70	21.3 %
Reliability of information found on the website	83	25.3 %
Ability to access the website from a mobile device	56	17.1 %
The search feature	54	16.5 %
Amount of time it took to find what you were looking for	61	18.6 %
None chosen	23	7.0 %
Total	929	

**Q7d. How likely are you to recommend our website to a friend or colleague?**

Q7d. How likely are you to recommend our  
website to a friend or colleague

	Number	Percent
Very likely	63	19.2 %
Likely	125	38.1 %
Neutral	77	23.5 %
Not likely	34	10.4 %
Not at all likely	9	2.7 %
Don't know	20	6.1 %
Total	328	100.0 %

**WITHOUT "DON'T KNOW"****Q7d. How likely are you to recommend our website to a friend or colleague? (without "don't know")**

Q7d. How likely are you to recommend our  
website to a friend or colleague

	Number	Percent
Very likely	63	20.5 %
Likely	125	40.6 %
Neutral	77	25.0 %
Not likely	34	11.0 %
Not at all likely	9	2.9 %
Total	308	100.0 %



**Q8. Are you aware of any of the social media accounts, online apps, or other digital communication tools the City of Columbia offers?**

Q8. Are you aware of any social media accounts, online apps, or other digital communication tools

City offers	Number	Percent
Yes	162	35.5 %
No	294	64.5 %
Total	456	100.0 %

**Q8a. Do you currently follow, subscribe to, or use any of the following City of Columbia social media accounts, online apps, or other digital communication tools?**

Q8a. What City social media accounts, online apps, or other digital communication tools you currently follow, subscribe to, or use

	Number	Percent
City of Columbia's Facebook page	80	49.4 %
City of Columbia's Twitter account	23	14.2 %
City of Columbia's Instagram account	5	3.1 %
LinkedIn	3	1.9 %
NextDoor	53	32.7 %
City of Columbia's YouTube videos/channel	4	2.5 %
Email notifications	49	30.2 %
Text notifications	28	17.3 %
Total	245	

**Q9. In the future, which of the following electronic technologies would you like to see the City of Columbia utilize MORE FREQUENTLY for communicating pertinent information with the community?**

Q9. Which electronic technologies would you like to see City utilize more frequently for communicating pertinent information with the community in the future

	Number	Percent
Blogs	36	7.9 %
Audio via podcast or online streaming	31	6.8 %
Video via podcast or online streaming	49	10.7 %
Online discussion groups (e.g. Reddit)	24	5.3 %
Text messages to mobile devices	185	40.6 %
Instant messaging	36	7.9 %
Mobile applications (apps)	139	30.5 %
RSS feeds	9	2.0 %
Location based technologies	33	7.2 %
Other	27	5.9 %
Total	569	

**Q9-10. Other**

Q9-10. Other	Number	Percent
Email	5	18.5 %
TV	4	14.8 %
Social media	2	7.4 %
TWITTER FOR PARKS/REC EVENTS	1	3.7 %
Newspaper	1	3.7 %
Twitter	1	3.7 %
Online utility bills	1	3.7 %
RADIO	1	3.7 %
ABILITY TO OPT IN OR OUT OF COMMUNICATIONS	1	3.7 %
Facebook	1	3.7 %
Newsletters thru mail	1	3.7 %
Email or local news	1	3.7 %
City's video	1	3.7 %
Local radio and TV stations	1	3.7 %
News releases from reliable informed sources	1	3.7 %
More use of local news	1	3.7 %
Newsletter	1	3.7 %
Public service ads on public radio	1	3.7 %
Text messages about emergencies, service outages, etc.	1	3.7 %
Total	27	100.0 %

**Q10. If the City of Columbia were to offer the same information included in the City's website (www.como.gov) in a mobile app, how likely would you be to download and use the app instead of visiting the City's website?**

Q10. How likely would you be to download & use the mobile app instead of visiting City's website	Number	Percent
Very likely	116	25.4 %
Likely	130	28.5 %
Neutral	64	14.0 %
Not likely	68	14.9 %
Not at all likely	47	10.3 %
Don't know	31	6.8 %
Total	456	100.0 %

**WITHOUT "DON'T KNOW"**

**Q10. If the City of Columbia were to offer the same information included in the City's website (www.como.gov) in a mobile app, how likely would you be to download and use the app instead of visiting the City's website? (without "don't know")**

Q10. How likely would you be to download & use the mobile app instead of visiting City's website	Number	Percent
Very likely	116	27.3 %
Likely	130	30.6 %
Neutral	64	15.1 %
Not likely	68	16.0 %
Not at all likely	47	11.1 %
Total	425	100.0 %

**Q11. If the City of Columbia offered mobile apps to transact business or access information, which of the following would you be willing to download to your device?**

Q11. What following would you be willing to

download to your device if City offered mobile

apps to transact business or access information

Meetings & events, elected officials, alerts & other

communications from City of Columbia

Trail locations & alerts from Parks & Recreation

Columbia visitor information such as location of

restaurants, hotels & things to do

Resource guide to locate social services in Columbia

Crime reporting, most wanted, events & press releases

from Columbia Police Department

Sports leagues, schedules, cancellation alerts & other

related information

Golf course tours, book tee times, stat trackers,

tournament leaderboards & other golf related information

Real time bus tracking, route information & arrival times

Trash & recycling schedule for your home & receive

collection notifications

Locate parking spots & pay for parking

Self-guided tour of public art in Columbia, including

locations, descriptions & photos

Engaging & interactive fitness & nutrition information

including activities & videos

Total

Number

Percent

147

32.2 %

216

47.4 %

134

29.4 %

103

22.6 %

213

46.7 %

100

21.9 %

34

7.5 %

60

13.2 %

285

62.5 %

147

32.2 %

95

20.8 %

73

16.0 %

1607

**Q12. If the City were to offer additional ways for you to virtually interact with specific City departments (e.g. Parks and Recreation, Codes Enforcement, Planning, Licensing), how likely would you be to use these virtual means of communication?**

Q12. How likely would you be to use these virtual means of communication	Number	Percent
Very likely	61	13.4 %
Likely	154	33.8 %
Neutral	106	23.2 %
Not likely	60	13.2 %
Not at all likely	34	7.5 %
Don't know	41	9.0 %
Total	456	100.0 %

**WITHOUT "DON'T KNOW"**

**Q12. If the City were to offer additional ways for you to virtually interact with specific City departments (e.g. Parks and Recreation, Codes Enforcement, Planning, Licensing), how likely would you be to use these virtual means of communication? (without "don't know")**

Q12. How likely would you be to use these virtual means of communication	Number	Percent
Very likely	61	14.7 %
Likely	154	37.1 %
Neutral	106	25.5 %
Not likely	60	14.5 %
Not at all likely	34	8.2 %
Total	415	100.0 %

**Q13. How likely would you be to allow push notifications from City sponsored apps and programs you download to your mobile device?**

Q13. How likely would you be to allow push notifications from City sponsored apps & programs you download to your mobile device

	Number	Percent
Very likely	32	7.0 %
Likely	94	20.6 %
Neutral	100	21.9 %
Not likely	94	20.6 %
Not at all likely	90	19.7 %
Don't know	46	10.1 %
Total	456	100.0 %

**WITHOUT "DON'T KNOW"**

**Q13. How likely would you be to allow push notifications from City sponsored apps and programs you download to your mobile device? (without "don't know")**

Q13. How likely would you be to allow push notifications from City sponsored apps & programs you download to your mobile device

	Number	Percent
Very likely	32	7.8 %
Likely	94	22.9 %
Neutral	100	24.4 %
Not likely	94	22.9 %
Not at all likely	90	22.0 %
Total	410	100.0 %

**Q14. Have you participated in or attended a City Council meeting within the past year?**

Q14. Have you participated in or attended a City Council meeting within past year	Number	Percent
Yes	44	9.6 %
No	404	88.6 %
Not provided	8	1.8 %
Total	456	100.0 %

**WITHOUT "NOT PROVIDED"****Q14. Have you participated in or attended a City Council meeting within the past year? (without "not provided")**

Q14. Have you participated in or attended a City Council meeting within past year	Number	Percent
Yes	44	9.8 %
No	404	90.2 %
Total	448	100.0 %

**Q14a. Would you be more or less willing to attend City Council meetings if you could attend virtually online?**

Q14a. Would you be more or less willing to attend  
City Council meetings if you could attend virtually  
online

	Number	Percent
More willing	37	84.1 %
Less willing	4	9.1 %
Would not attend regardless of ability to attend virtually	1	2.3 %
Not provided	2	4.5 %
Total	44	100.0 %

**WITHOUT "NOT PROVIDED"****Q14a. Would you be more or less willing to attend City Council meetings if you could attend virtually online? (without "not provided")**

Q14a. Would you be more or less willing to attend  
City Council meetings if you could attend virtually  
online

	Number	Percent
More willing	37	88.1 %
Less willing	4	9.5 %
Would not attend regardless of ability to attend virtually	1	2.4 %
Total	42	100.0 %



**Q15. What is your preferred method of contacting the City of Columbia?**

Q15. What is your preferred method of contacting

City	Number	Percent
Online	141	30.9 %
In-person	37	8.1 %
Phone	190	41.7 %
Email	70	15.4 %
Other	3	0.7 %
Not provided	15	3.3 %
Total	456	100.0 %

**WITHOUT "NOT PROVIDED"****Q15. What is your preferred method of contacting the City of Columbia? (without "not provided")**

Q15. What is your preferred method of contacting

City	Number	Percent
Online	141	32.0 %
In-person	37	8.4 %
Phone	190	43.1 %
Email	70	15.9 %
Other	3	0.7 %
Total	441	100.0 %

**Q15-5. Other**

Q15-5. Other	Number	Percent
DEPENDS ON WHAT FOR ONLINE, PHONE, EMAIL	1	33.3 %
TEXT	1	33.3 %
Using a mobile app	1	33.3 %
Total	3	100.0 %

**Q17. Are you a business owner?**

<u>Q17. Are you a business owner</u>	<u>Number</u>	<u>Percent</u>
Yes	42	9.2 %
No	409	89.7 %
Not provided	5	1.1 %
Total	456	100.0 %

**WITHOUT "NOT PROVIDED"****Q17. Are you a business owner? (without "not provided")**

<u>Q17. Are you a business owner</u>	<u>Number</u>	<u>Percent</u>
Yes	42	9.3 %
No	409	90.7 %
Total	451	100.0 %

**Q18. Do you or any members of your household participate in parks and recreation programs offered by the City of Columbia?**

Q18. Do you participate in parks & recreation programs offered by City	Number	Percent
Yes	198	43.4 %
No	253	55.5 %
Not provided	5	1.1 %
Total	456	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q18. Do you or any members of your household participate in parks and recreation programs offered by the City of Columbia? (without "not provided")**

Q18. Do you participate in parks & recreation programs offered by City	Number	Percent
Yes	198	43.9 %
No	253	56.1 %
Total	451	100.0 %

**Q19. Approximately how many years have you lived in Columbia?**

<u>Q19. How many years have you lived in Columbia</u>	<u>Number</u>	<u>Percent</u>
0-5	37	8.1 %
6-10	49	10.7 %
11-15	42	9.2 %
16-20	48	10.5 %
21-30	107	23.5 %
31+	167	36.6 %
Not provided	6	1.3 %
Total	456	100.0 %

**WITHOUT "NOT PROVIDED"****Q19. Approximately how many years have you lived in Columbia? (without "not provided")**

<u>Q19. How many years have you lived in Columbia</u>	<u>Number</u>	<u>Percent</u>
0-5	37	8.2 %
6-10	49	10.9 %
11-15	42	9.3 %
16-20	48	10.7 %
21-30	107	23.8 %
31+	167	37.1 %
Total	450	100.0 %

**Q20. Are you a student in a college or university?**

<u>Q20. Are you a student in a college or university</u>	<u>Number</u>	<u>Percent</u>
Yes	12	2.6 %
No	438	96.1 %
Not provided	6	1.3 %
Total	456	100.0 %

**WITHOUT "NOT PROVIDED"****Q20. Are you a student in a college or university? (without "not provided")**

<u>Q20. Are you a student in a college or university</u>	<u>Number</u>	<u>Percent</u>
Yes	12	2.7 %
No	438	97.3 %
Total	450	100.0 %

**Q21. What is your age?**

<u>Q21. What is your age</u>	<u>Number</u>	<u>Percent</u>
18-34	81	17.8 %
35-44	79	17.3 %
45-54	84	18.4 %
55-64	92	20.2 %
65+	92	20.2 %
Not provided	28	6.1 %
Total	456	100.0 %

**WITHOUT "NOT PROVIDED"****Q21. What is your age? (without "not provided")**

<u>Q21. What is your age</u>	<u>Number</u>	<u>Percent</u>
18-34	81	18.9 %
35-44	79	18.5 %
45-54	84	19.6 %
55-64	92	21.5 %
65+	92	21.5 %
Total	428	100.0 %

**Q22. Would you say your total annual household income is...**

<u>Q22. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	58	12.7 %
\$25K to \$34,999	59	12.9 %
\$35K to \$49,999	82	18.0 %
\$50K to \$99,999	111	24.3 %
\$100K+	90	19.7 %
Not provided	56	12.3 %
Total	456	100.0 %

**WITHOUT "NOT PROVIDED"****Q22. Would you say your total annual household income is... (without "not provided")**

<u>Q22. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	58	14.5 %
\$25K to \$34,999	59	14.8 %
\$35K to \$49,999	82	20.5 %
\$50K to \$99,999	111	27.8 %
\$100K+	90	22.5 %
Total	400	100.0 %

**Q23. Which of the following best describes your race/ethnicity?**

<u>Q23. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	20	4.4 %
White/Caucasian	350	76.8 %
African American/Black	48	10.5 %
Asian/Pacific Islander	23	5.0 %
Native American/Alaska Native	3	0.7 %
Mixed race	5	1.1 %
Other	7	1.5 %
Total	456	

**Q23-7. Other**

<u>Q23-7. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	1	14.3 %
Arab	1	14.3 %
SOUTHEAST ASIAN	1	14.3 %
POLISH/GERMAN	1	14.3 %
Pakistan	1	14.3 %
German American	1	14.3 %
European American	1	14.3 %
Total	7	100.0 %



**Q24. What is your gender identity?**

<u>Q24. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	220	48.2 %
Female	231	50.7 %
Other	2	0.4 %
Not provided	3	0.7 %
Total	456	100.0 %

**WITHOUT "NOT PROVIDED"****Q24. What is your gender identity? (without "not provided")**

<u>Q24. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	220	48.6 %
Female	231	51.0 %
Other	2	0.4 %
Total	453	100.0 %

**Q24-3. Other**

<u>Q24-3. Other</u>	<u>Number</u>	<u>Percent</u>
TRANSGENDER	1	50.0 %
NON BINARY	1	50.0 %
Total	2	100.0 %

## **Section 4**

# **Survey Instrument**

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July 29, 2020

Dear Columbia Citizen:

On behalf of the City Council, thank you for your ongoing involvement in this community. We hope you will help us by taking a few minutes to respond to the enclosed website survey. Our website is in need of updates and our goal is to launch a new, interactive, citizen self-service and mobile adaptive website in the first quarter of 2021.

Your answers are important, and we value your opinion. To make sure that the City's website priorities are in step with the needs of Columbia's residents, we need to know what you think. Your responses will remain confidential.

ETC Institute is helping us with this survey and will submit a public report to the City when it is complete. The report will not identify anyone who responds to the survey.

Please return your completed survey in the next ten days in the enclosed, postage-paid envelope. If you prefer, you may complete the survey online at [www.ColumbiaGov.org](http://www.ColumbiaGov.org).

Feel free to contact 888-801-5368 toll-free if you have questions. Thanks, again, for helping with this important work.

Sincerely,

Brian Treece  
Mayor



## 2020 City of Columbia Website Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's efforts to update and improve the City's website. If you would prefer to complete the survey on-line, please go to [www.ColumbiaWebsiteSurvey.org](http://www.ColumbiaWebsiteSurvey.org).

**1. How interested are you in being kept informed of City of Columbia events and services?**

- ☐ (1) Very Interested
 ☐ (4) Not Interested  
☐ (2) Interested
 ☐ (5) Not at all Interested  
☐ (3) Neutral
 ☐ (9) Don't know

**2. Overall, how satisfied are you with the City's efforts to keep you informed about City events, services, issues, and programs?**

- ☐ (1) Very Satisfied
 ☐ (4) Dissatisfied  
☐ (2) Satisfied
 ☐ (5) Very Dissatisfied  
☐ (3) Neutral
 ☐ (9) Don't know

**3. Using a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree" what is your level of agreement that the City of Columbia provides enough information that is easy to find about the following topics.**

Does the City Provide enough information that is easy to find about...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Public safety	5	4	3	2	1	9
02. The environment	5	4	3	2	1	9
03. The City's budget	5	4	3	2	1	9
04. Parks and recreation	5	4	3	2	1	9
05. Special events	5	4	3	2	1	9
06. Volunteer opportunities	5	4	3	2	1	9
07. The City's Capital Improvement Projects (CIP)	5	4	3	2	1	9
08. Volunteer opportunities	5	4	3	2	1	9
09. Various other services the City provides (trash, water, etc.)	5	4	3	2	1	9
10. Economic development	5	4	3	2	1	9
11. Infrastructure activities	5	4	3	2	1	9
12. Development projects	5	4	3	2	1	9
13. Transportation and traffic improvements	5	4	3	2	1	9

**4. Which THREE of the topics listed in Question 3 do you think are MOST IMPORTANT for the City to provide regular updates on? [Write in your answers below using the numbers from the list in Question 3.]**

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

**5. Do you know the City of Columbia's website address?**

- ☐ (1) Yes [Answer Q5a]
 ☐ (2) No [Go to Q6]

**5a. What is the City's website address?** \_\_\_\_\_

**6. Which source(s) do you usually go to FIRST for information on City events, services, issues, and programs?**

- ☐ (1) The City's website: [www.como.gov](http://www.como.gov)  
☐ (2) An official City of Columbia news/communications outlet (i.e., City social media, City newsletter, City email, direct mailing from the City, etc.)  
☐ (3) From a source other than the City of Columbia (i.e., news media, a social media page not directly associated with the City, word of mouth, Nextdoor, etc.)  
☐ (4) Other: \_\_\_\_\_

**7. Have you visited the City's website during the past six months?**

\_\_\_\_(1) Yes [Answer Q7a-c]

\_\_\_\_(2) No [Answer Q7d]

**7a. What was the reason for your MOST RECENT visit to the City's website ([www.columbiagov.com](http://www.columbiagov.com))?**

- \_\_\_\_(1) To look for general information about the City  
 \_\_\_\_ (2) To understand a specific City service or program  
 \_\_\_\_ (3) To look for a job  
 \_\_\_\_ (4) To look for police and fire information  
 \_\_\_\_ (5) To look for parks and recreation information  
 \_\_\_\_ (6) To pay a bill  
 \_\_\_\_ (7) To find information on COVID-19 or to view the COVID-19 Dashboard  
 \_\_\_\_ (8) Other: \_\_\_\_\_

**7b. Thinking of your most recent experience with the City's website please rate each of the following questions using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." If you do not have experience with a particular aspect of the City's website please circle "9" for a "Don't Know" response.**

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	How easy it was to find the information you needed in a timely manner	5	4	3	2	1	9
02.	How easy the information was to understand	5	4	3	2	1	9
03.	How many clicks it took to find what you were looking for	5	4	3	2	1	9
04.	How well the City's website meets your needs	5	4	3	2	1	9
05.	The amount of information provided	5	4	3	2	1	9
06.	The overall ease of use	5	4	3	2	1	9
07.	The overall look and feel of the website	5	4	3	2	1	9
08.	The quality of information provided	5	4	3	2	1	9
09.	The reliability of information found on the website	5	4	3	2	1	9
10.	Ability to access the website from a mobile device	5	4	3	2	1	9
11.	The search feature	5	4	3	2	1	9
12.	Did it take you more or less time than you expected to find what you were looking for	5	4	3	2	1	9
13.	How likely are you to recommend our website to a friend or colleague	5	4	3	2	1	9

**7b-1. Which THREE of the items listed above are MOST IMPORTANT for the City to consider when redesigning the City's website? [Write in your answers below using the numbers from the list in Question 7b.]**

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

**7c. What is one aspect of the City's website that currently makes it a useful resource for you?**


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**7d. What if, any services would you use if they were easily availability on the City's website?**


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**8. Are you aware of any of the social media accounts, online apps, or other digital communication tools the City of Columbia offers?**

\_\_\_\_ (1) Yes [Answer Q8a]

\_\_\_\_ (2) No [Skip to Q9]

**8a. Do you currently follow, subscribe to, or use any of the following City of Columbia social media accounts, online apps, or other digital communication tools? [Check ALL that apply]**

\_\_\_\_ (1) City of Columbia's Facebook page

\_\_\_\_ (2) City of Columbia's Twitter account

\_\_\_\_ (3) City of Columbia's Instagram account

\_\_\_\_ (4) LinkedIn

\_\_\_\_ (5) NextDoor

\_\_\_\_ (6) City of Columbia's YouTube videos/channel

\_\_\_\_ (7) Email notifications

\_\_\_\_ (8) Text notifications

**9. In the future, which of the following electronic technologies would you like to see the City of Columbia utilize MORE FREQUENTLY for communicating pertinent information with the community? [Check ALL that apply]**

\_\_\_\_ (01) Blogs

\_\_\_\_ (02) Audio via podcast or online streaming

\_\_\_\_ (03) Video via podcast or online streaming

\_\_\_\_ (04) Online discussion groups (i.e. Reddit)

\_\_\_\_ (05) Text messages to mobile devices

\_\_\_\_ (06) Instant messaging

\_\_\_\_ (07) Mobile applications (apps)

\_\_\_\_ (08) RSS feeds

\_\_\_\_ (09) Location based technologies

\_\_\_\_ (10) Other: \_\_\_\_\_

**10. If the City of Columbia were to offer the same information included in the City's website ([www.como.gov](http://www.como.gov)) in a mobile app how likely would you be to download and use the app instead of visiting the City's website?**

\_\_\_\_ (1) Very Likely

\_\_\_\_ (2) Likely

\_\_\_\_ (3) Neutral

\_\_\_\_ (4) Not Likely

\_\_\_\_ (5) Not at all Likely

\_\_\_\_ (9) Don't know

**11. If the City of Columbia offered mobile apps to transact business or access information which of the following would you be willing to download to your device. [Check all that apply]**

\_\_\_\_ (01) Meetings & events, elected officials, alerts and other communications from the City of Columbia.

\_\_\_\_ (02) Trail locations and alerts from Parks and Recreation.

\_\_\_\_ (03) Columbia visitor information such as the location of restaurants, hotels and things to do.

\_\_\_\_ (04) Resource guide to locate social services in Columbia.

\_\_\_\_ (05) Crime reporting, most wanted, events and press releases from the Columbia Police. Department.

\_\_\_\_ (06) Sports leagues, schedules, cancellation alerts and other related information.

\_\_\_\_ (07) Golf course tours, book tee times, stat trackers, tournament leaderboards and other golf related information.

\_\_\_\_ (08) Real time bus tracking, route information and arrival times.

\_\_\_\_ (09) Trash and recycling schedule for your home and receive collection notifications.

\_\_\_\_ (10) Locate parking spots and pay for parking.

\_\_\_\_ (11) Self-Guided tour of public art in Columbia. Including locations, descriptions and photos.

\_\_\_\_ (12) Engaging and interactive fitness and nutrition information. Including activities and videos.

**12. If the City were to offer additional ways for you to virtually interact with specific City departments (i.e., parks and recreation, codes enforcement, planning, licensing, etc.) how likely would you be to use these virtual means of communication?**

\_\_\_\_ (1) Very Likely

\_\_\_\_ (2) Likely

\_\_\_\_ (3) Neutral

\_\_\_\_ (4) Not Likely

\_\_\_\_ (5) Not at all Likely

\_\_\_\_ (9) Don't know

**13. How likely would you be to allow push notifications from City sponsored apps and programs you download to your mobile device?**

\_\_\_\_ (1) Very Likely  
 \_\_\_\_ (2) Likely  
 \_\_\_\_ (3) Neutral

\_\_\_\_ (4) Not Likely  
 \_\_\_\_ (5) Not at all Likely  
 \_\_\_\_ (9) Don't know

**14. Have you participated in or attended a City Council meeting within the past year?**

\_\_\_\_ (1) Yes

\_\_\_\_ (2) No

**14a. Would you be more or less willing to attend City Council meetings if you could attend virtually online?**

\_\_\_\_ (1) More Willing

\_\_\_\_ (2) Less Willing

\_\_\_\_ (3) Would not attend regardless of the ability to attend virtually

**15. What is your preferred method of contacting the City of Columbia?**

\_\_\_\_ (1) Online

\_\_\_\_ (2) In-person

\_\_\_\_ (3) Phone

\_\_\_\_ (4) Email

\_\_\_\_ (5) Other: \_\_\_\_\_

**16. Do you have any suggestions for improve the City of Columbia's website?**

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**17. Are you a business owner?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

**18. Do you or any members of your household participate in parks and recreation programs offered by the City of Columbia?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

**19. Approximately how many years have you lived in Columbia?** \_\_\_\_\_ years

**20. Are you a student in a college or university?** \_\_\_\_ (1) Yes \_\_\_\_ (2) No

**21. What is your age?** \_\_\_\_\_ years

**22. Would you say your total annual household income is...**

\_\_\_\_ (1) Under \$25,000

\_\_\_\_ (3) \$35,000 to \$49,999

\_\_\_\_ (5) \$100,000 or more

\_\_\_\_ (2) \$25,000 to \$34,999

\_\_\_\_ (4) \$50,000 to \$99,999

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

\_\_\_\_ (1) Hispanic

\_\_\_\_ (4) Asian/Pacific Islander

\_\_\_\_ (7) Other: \_\_\_\_\_

\_\_\_\_ (2) White/Caucasian

\_\_\_\_ (5) Native American/Alaska Native

\_\_\_\_ (3) African American/Black

\_\_\_\_ (6) Mixed Race

**24. What is your gender identity?** \_\_\_\_ (1) Male \_\_\_\_ (2) Female \_\_\_\_ (3) Other \_\_\_\_\_

**This concludes the survey. Thank you for your time.**  
 Please return your completed survey in the enclosed postage-paid  
 envelope addressed to:

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

Individual responses to the survey will remain confidential.  
 The information printed to the right will ONLY be used by the  
 City to understand differences in the experience based on  
 geography. If your address is not correct, please provide the  
 correct information. Thank you.