2011 City of Gardner DirectionFinder® Survey

FINAL Report

Submitted to

The City of Gardner , KS

725 W. Frontier Circle

Olathe, KS 66061

(913) 829- 1215

June, 2011

Section 1:

Charts and Graphs

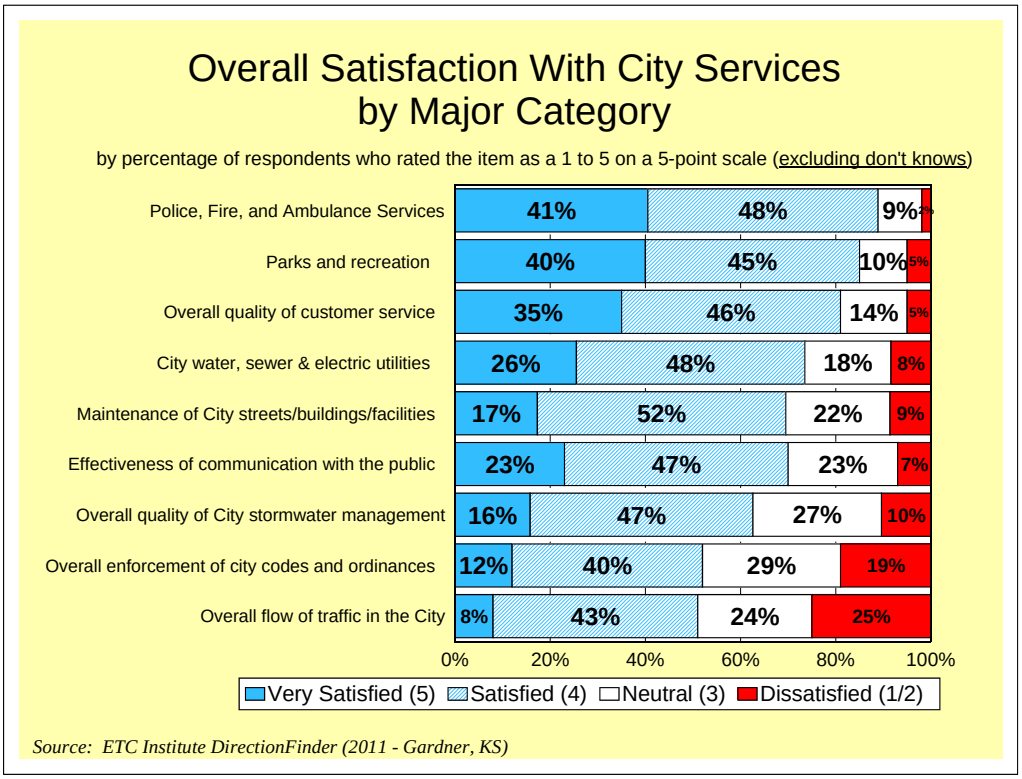
2011 Gardner, KS

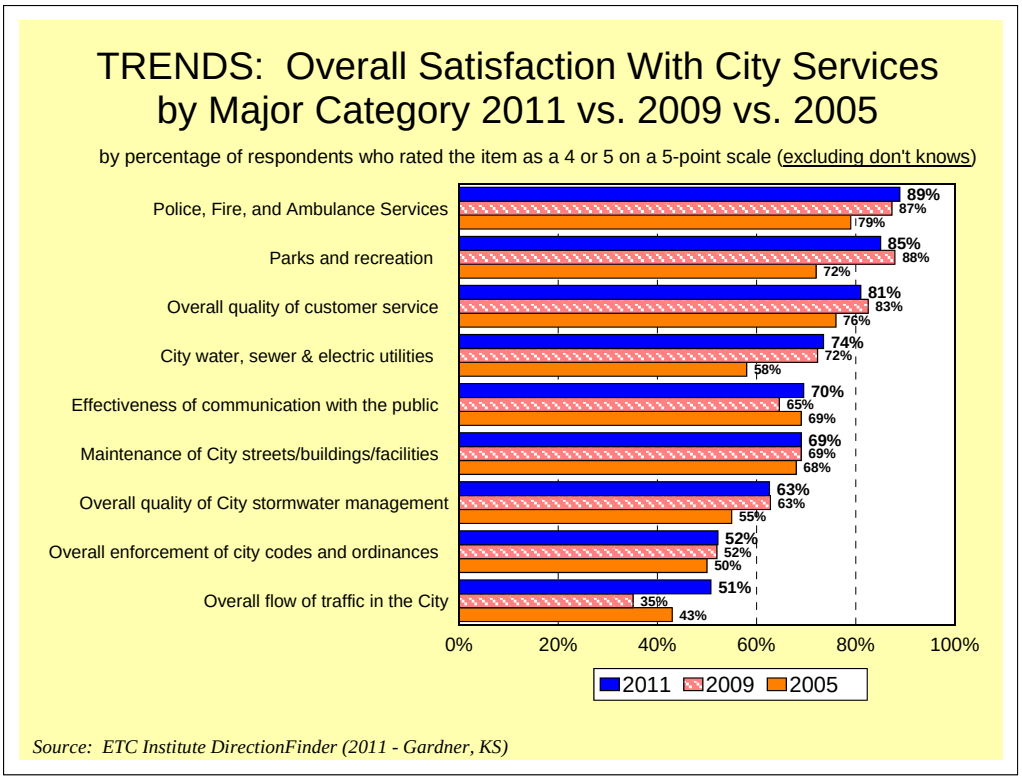
Direction Finder

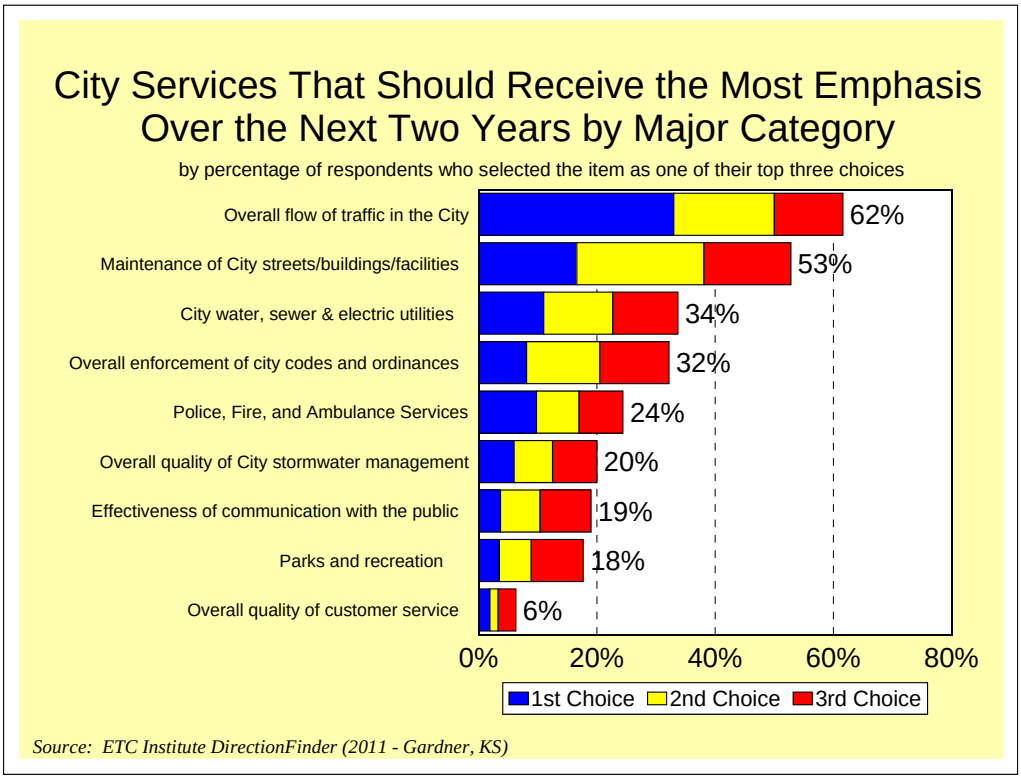
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

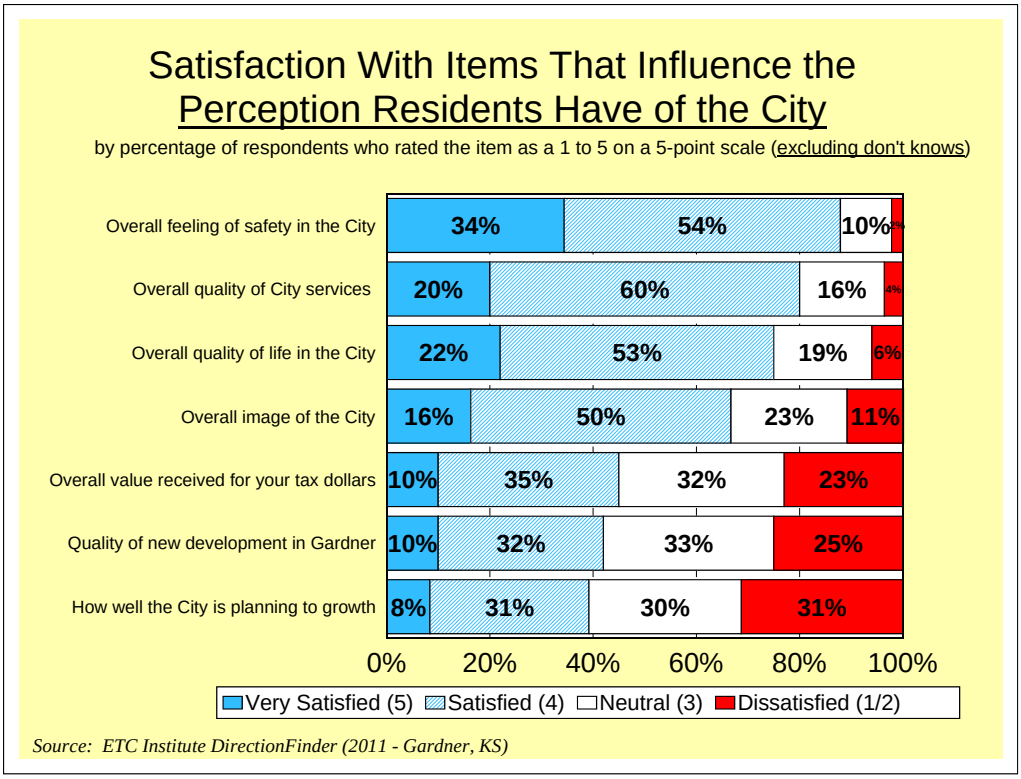
OVERALL RATINGS

Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Overall Satisfaction With City Services
by Major Category
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)
Police, Fire, and Ambulance Services 41% 48% 9% 2%
Parks and recreation 40% 45% 10% 5%
Overall quality of customer service 35% 46% 14% 5%
City water, sewer & electric utilities 26% 48% 18% 8%
Maintenance of City streets/buildings/facilities 17% 52% 22% 9%
Effectiveness of communication with the public 23% 47% 23% 7%
Overall quality of City stormwater management 16% 47% 27% 10%
Overall enforcement of city codes and ordinances 12% 40% 29% 19%
Overall flow of traffic in the City 8% 43% 24% 25%
0% 20% 40% 60% 80% 100%
Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (1/2)
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

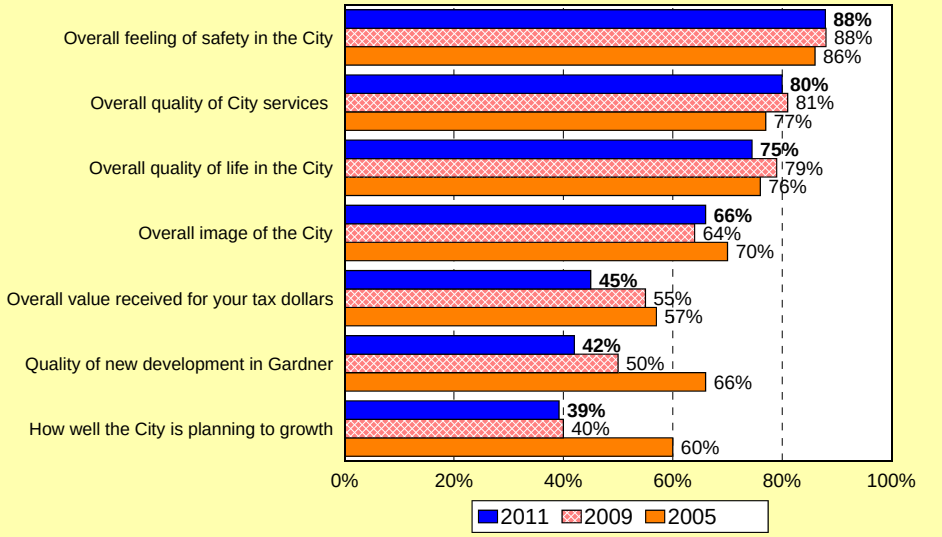

TRENDS: Overall Satisfaction With City Services
by Major Category 2011 vs. 2009 vs. 2005
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Police, Fire, and Ambulance Services 89% 87% 79%
Parks and recreation 85% 88% 72%
Overall quality of customer service 81% 83% 76%
City water, sewer & electric utilities 74% 72% 58%
Effectiveness of communication with the public 70% 65% 69%
Maintenance of City streets/buildings/facilities 69% 69% 68%
Overall quality of City stormwater management 63% 63% 55%
Overall enforcement of city codes and ordinances 52% 52% 50%
Overall flow of traffic in the City 51% 35% 43%
0% 20% 40% 60% 80% 100%
2011 2009 2005
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category
by percentage of respondents who selected the item as one of their top three choices
Overall flow of traffic in the City
62%
Maintenance of City streets/buildings/facilities
53%
City water, sewer & electric utilities
34%
Overall enforcement of city codes and ordinances
32%
Police, Fire, and Ambulance Services
24%
Overall quality of City stormwater management
20%
Effectiveness of communication with the public
19%
Parks and recreation
18%
Overall quality of customer service
6%
0%
20%
40%
60%
80%
1st Choice
2nd Choice
3rd Choice
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Satisfaction With Items That Influence the Perception Residents Have of the City
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)
Overall feeling of safety in the City
34%
54%
10%
Overall quality of City services
20%
60%
16%
4%
Overall quality of life in the City
22%
53%
19%
6%
Overall image of the City
16%
50%
23%
11%
Overall value received for your tax dollars
10%
35%
32%
23%
Quality of new development in Gardner
10%
32%
33%
25%
How well the City is planning to growth
8%
31%
30%
31%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

TRENDS: Satisfaction With Items That Influence the Perception Residents Have of the City 2011 vs. 2009 vs. 2005

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



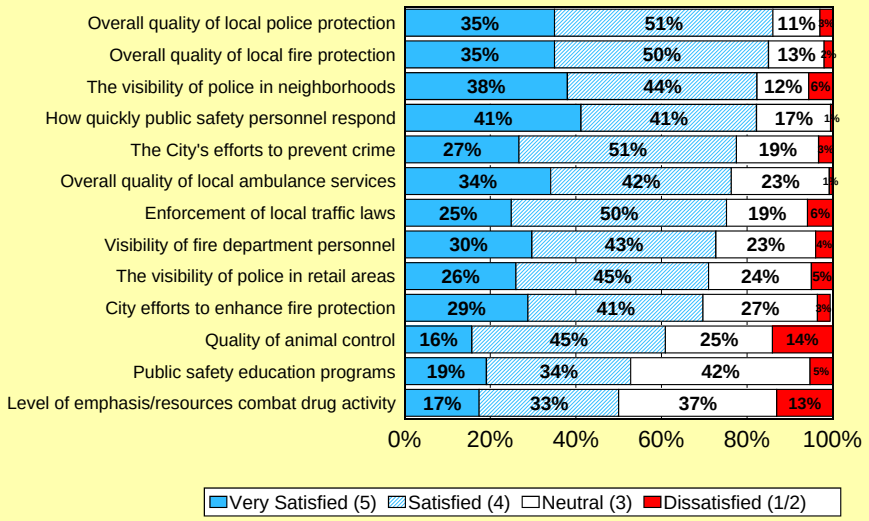
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

PUBLIC SAFETY

Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

Satisfaction with Various Aspects of Public Safety

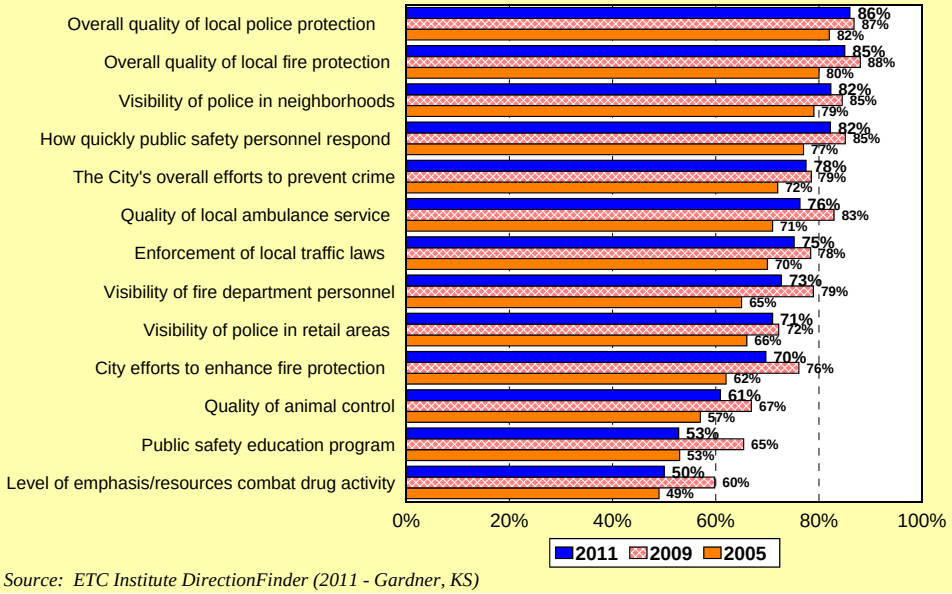
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



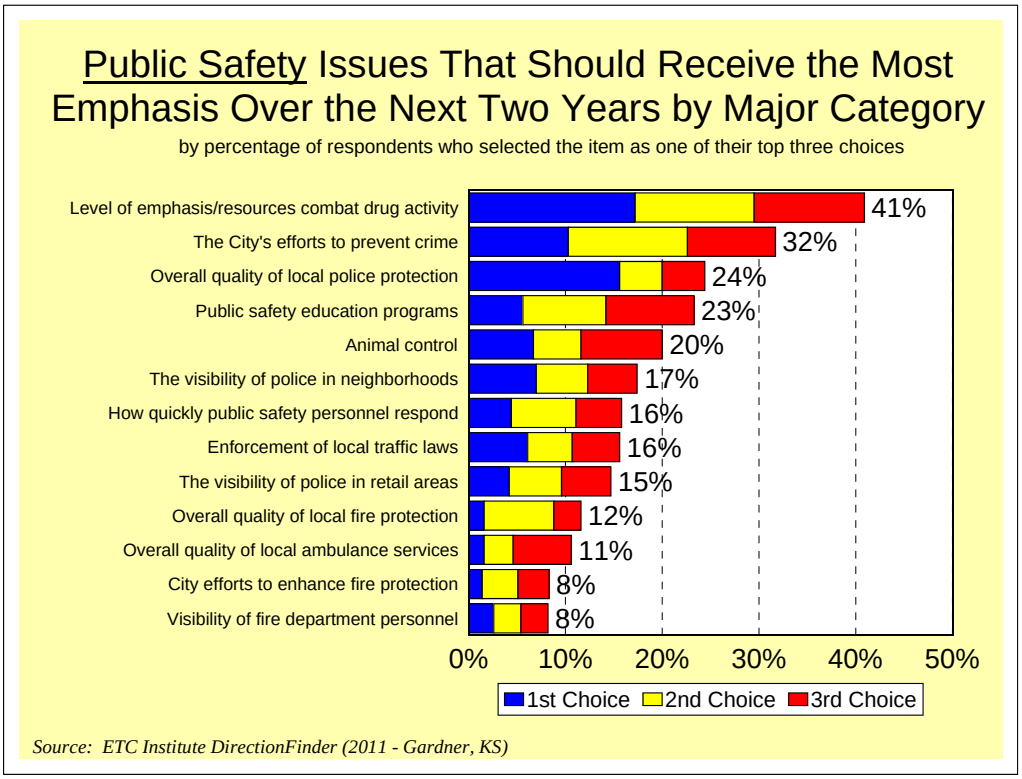
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

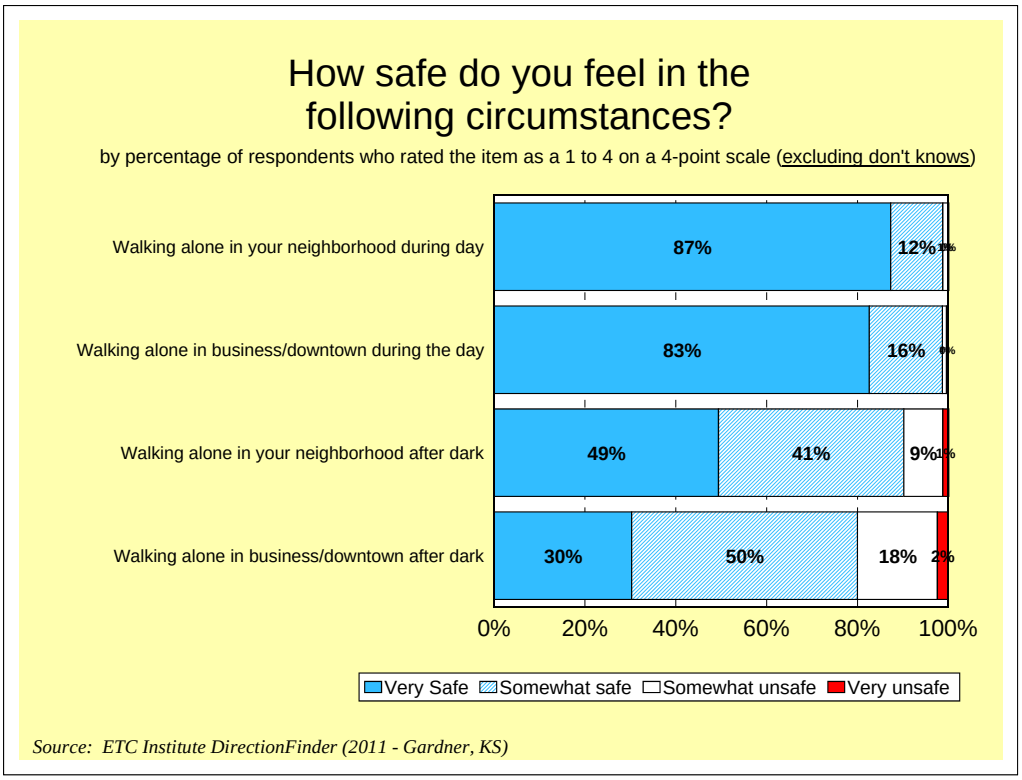
TRENDS: Satisfaction with Various Aspects of Public Safety 2011 vs. 2009 vs. 2005

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



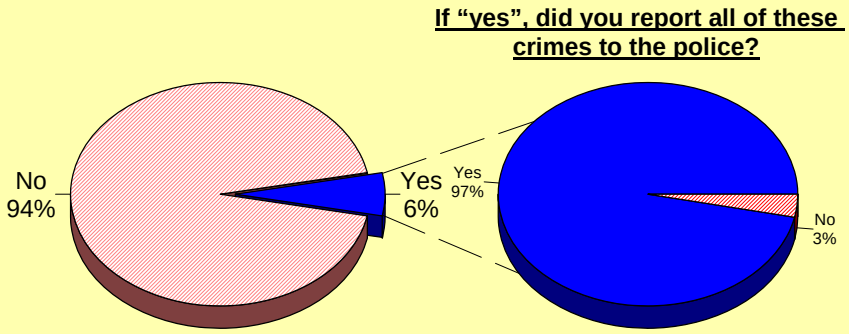
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Public Safety Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category
by percentage of respondents who selected the item as one of their top three choices
Level of emphasis/resources combat drug activity 41%
The City's efforts to prevent crime 32%
Overall quality of local police protection 24%
Public safety education programs 23%
Animal control 20%
The visibility of police in neighborhoods 17%
How quickly public safety personnel respond 16%
Enforcement of local traffic laws 16%
The visibility of police in retail areas 15%
Overall quality of local fire protection 12%
Overall quality of local ambulance services 11%
City efforts to enhance fire protection 8%
Visibility of fire department personnel 8%
0% 10% 20% 30% 40% 50%
1st Choice 2nd Choice 3rd Choice
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


How safe do you feel in the following circumstances?
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)
Walking alone in your neighborhood during day 87% 12% 1%
Walking alone in business/downtown during the day 83% 16% 0%
Walking alone in your neighborhood after dark 49% 41% 9% 1%
Walking alone in business/downtown after dark 30% 50% 18% 2%
0% 20% 40% 60% 80% 100%
Very Safe Somewhat safe Somewhat unsafe Very unsafe
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

During the Past 12 months, were you or anyone in your household the victim of any crime in Gardner?

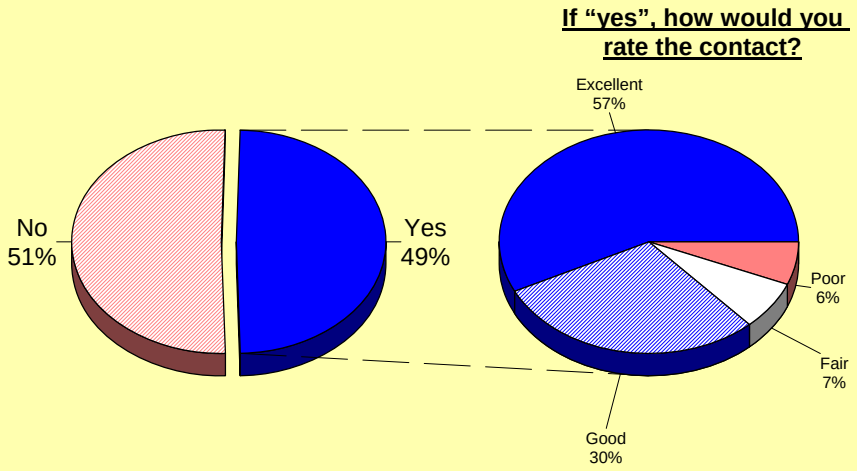
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

During the Past 12 months, have you had ANY contact with the police department?

by percentage of respondents



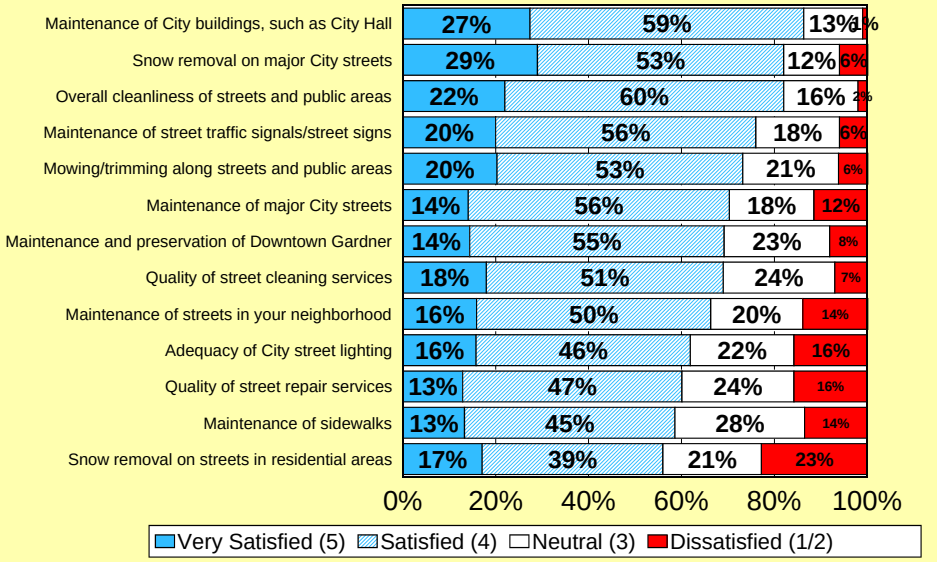
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

CITY MAINTENANCE

Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

Satisfaction with Various Aspects of City Maintenance

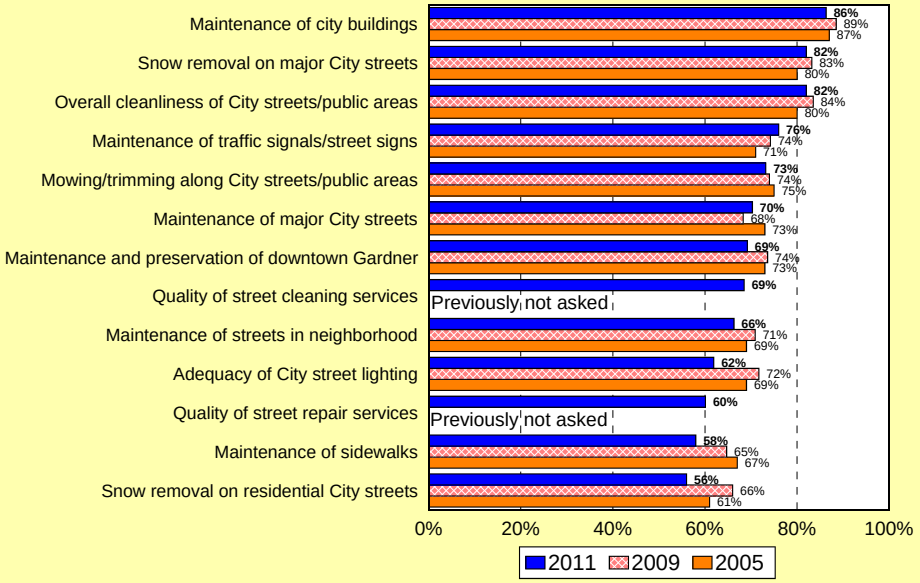
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

TRENDS: Satisfaction with Various Aspects of City Maintenance 2011 vs. 2009 vs. 2005

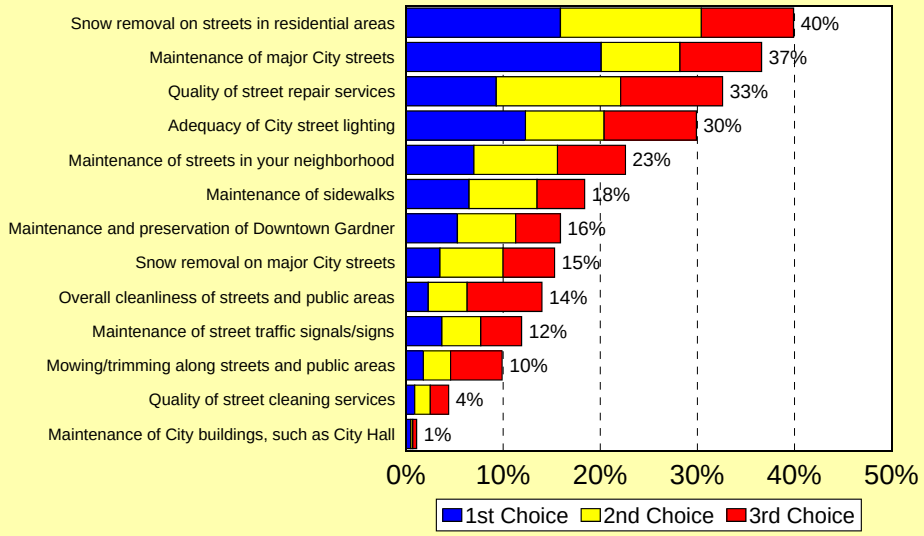
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

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

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



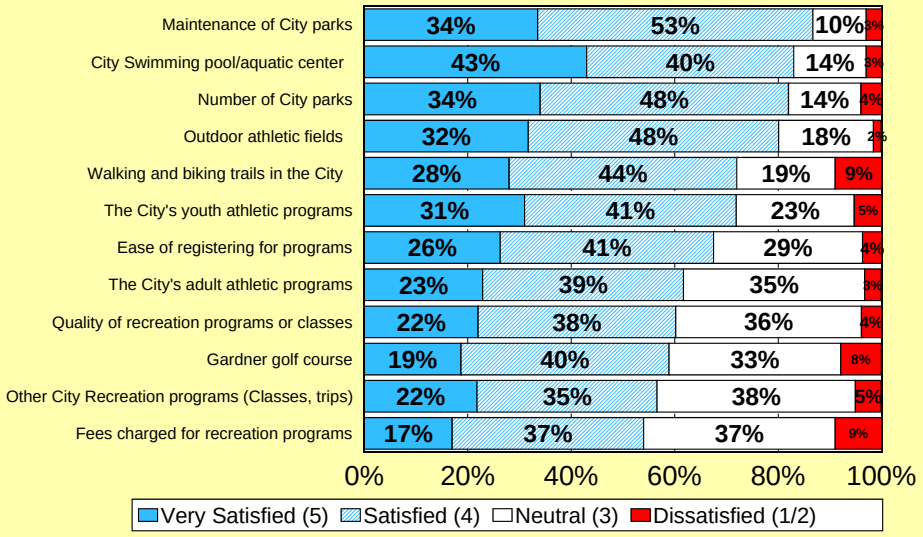
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

PARKS & RECREATION

Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

Satisfaction with Various Aspects of Parks and Recreation

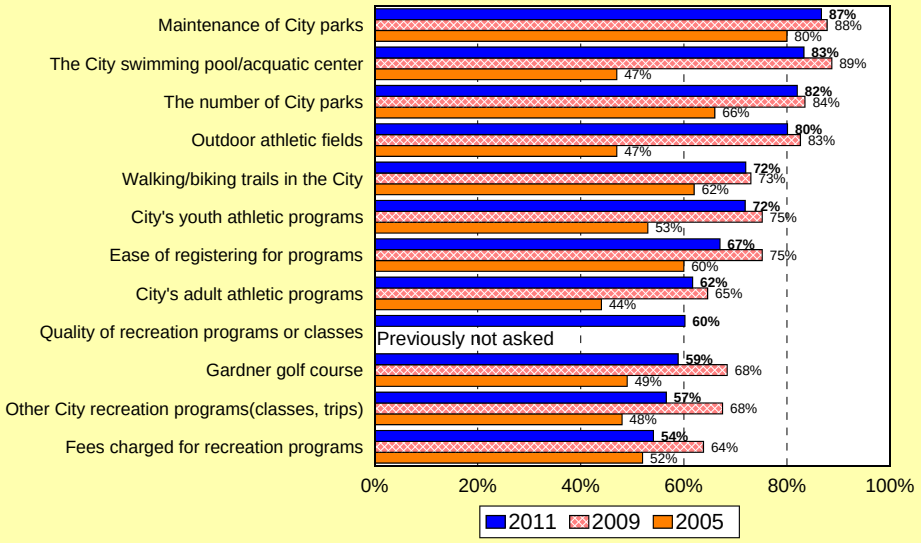
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

TRENDS: Satisfaction with Various Aspects of Parks and Recreation 2011 vs. 2009 vs. 2005

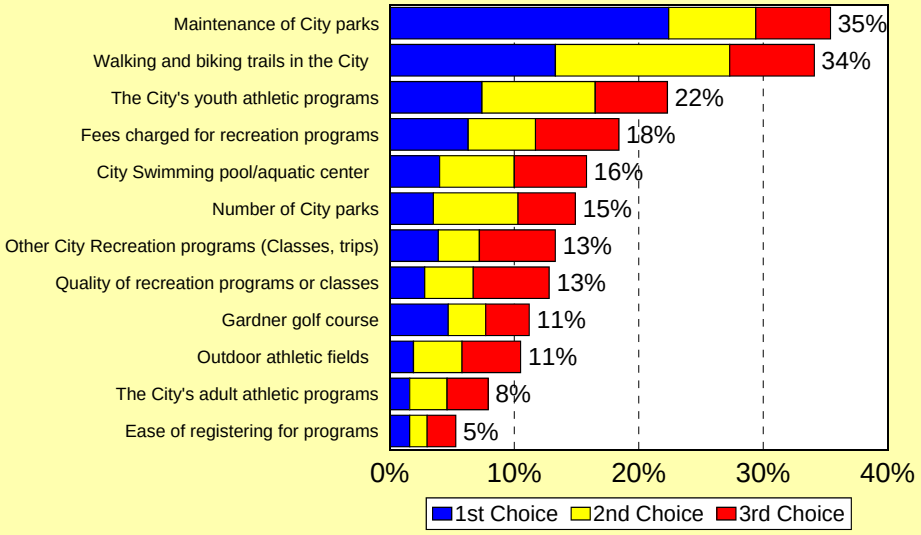
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

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

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



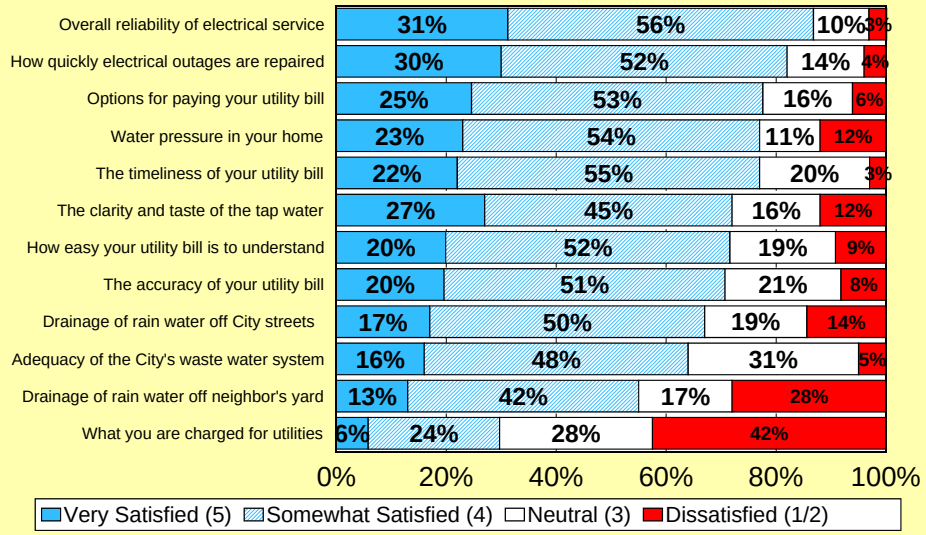
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

WATER, SEWER, ELECTRIC UTILITIES

Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

Satisfaction with Various Aspects of Water, Sewer, and Electric Utilities

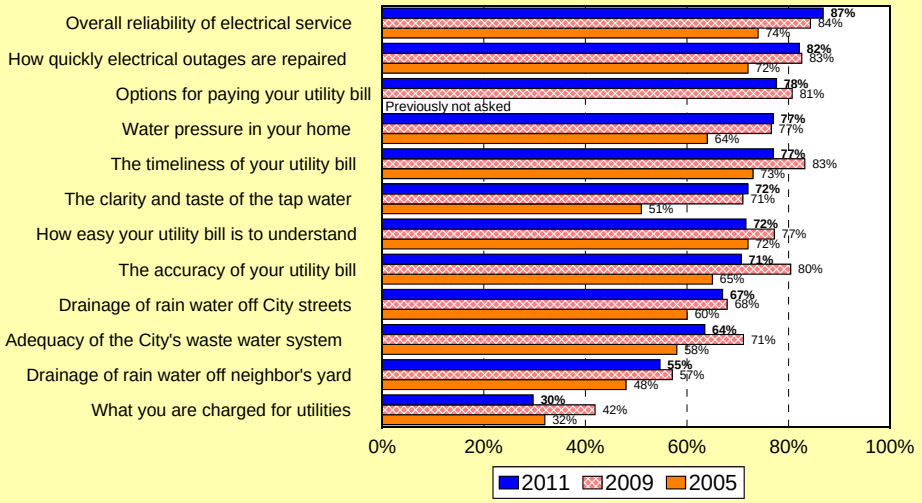
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

TRENDS: Satisfaction with Various Aspects of Water, Sewer, and Electric Utilities 2011 vs. 2009 vs. 2005

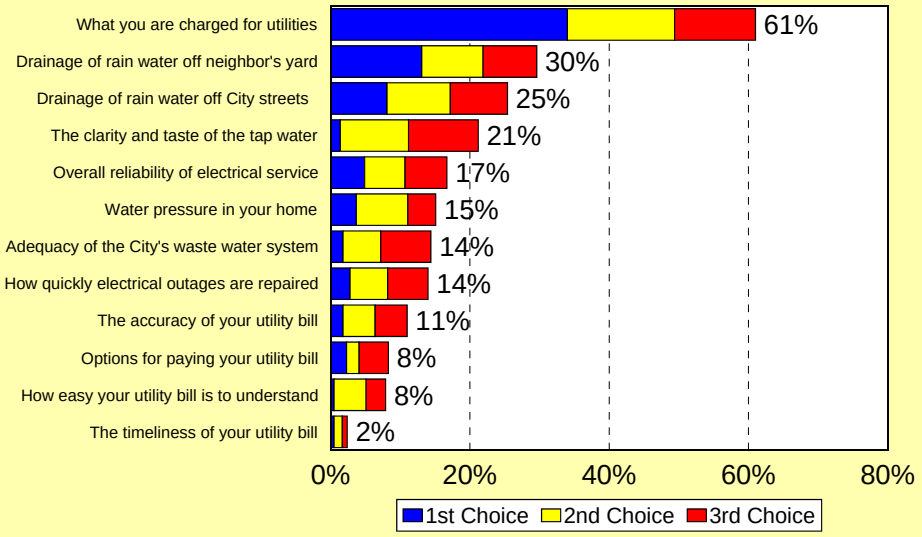
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

City Utility Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



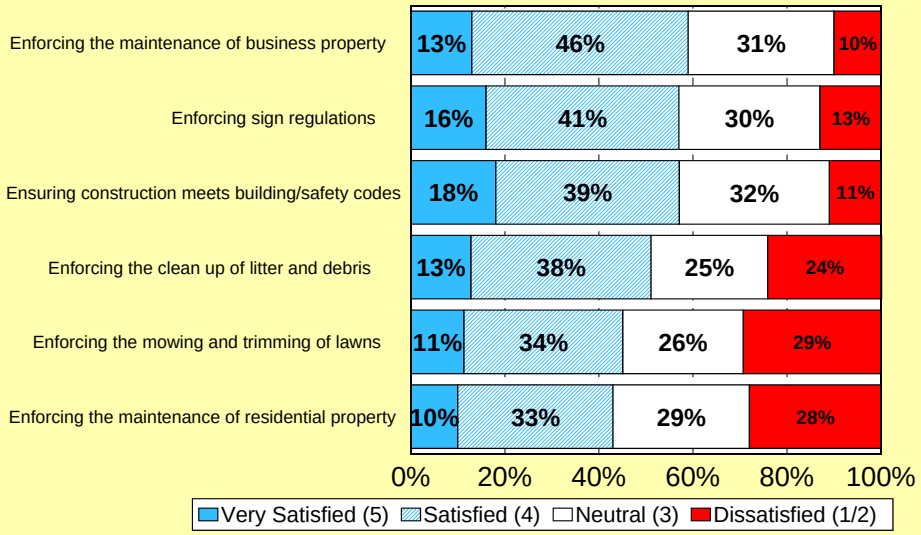
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

CITY CODES AND ORDINANCES

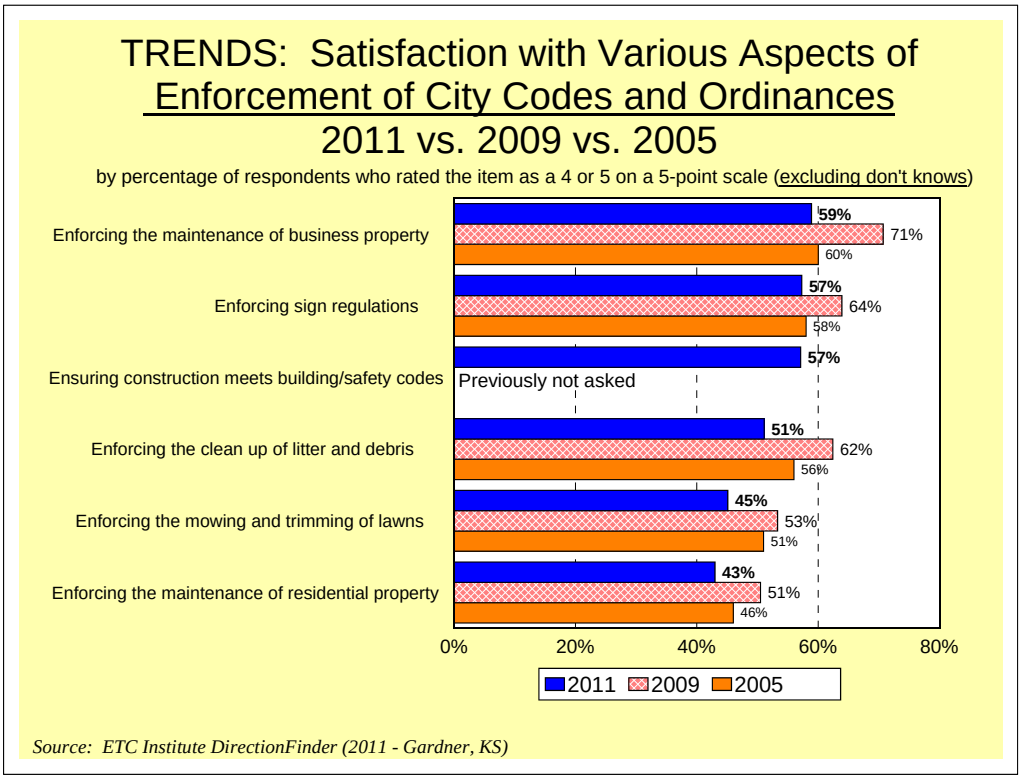
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

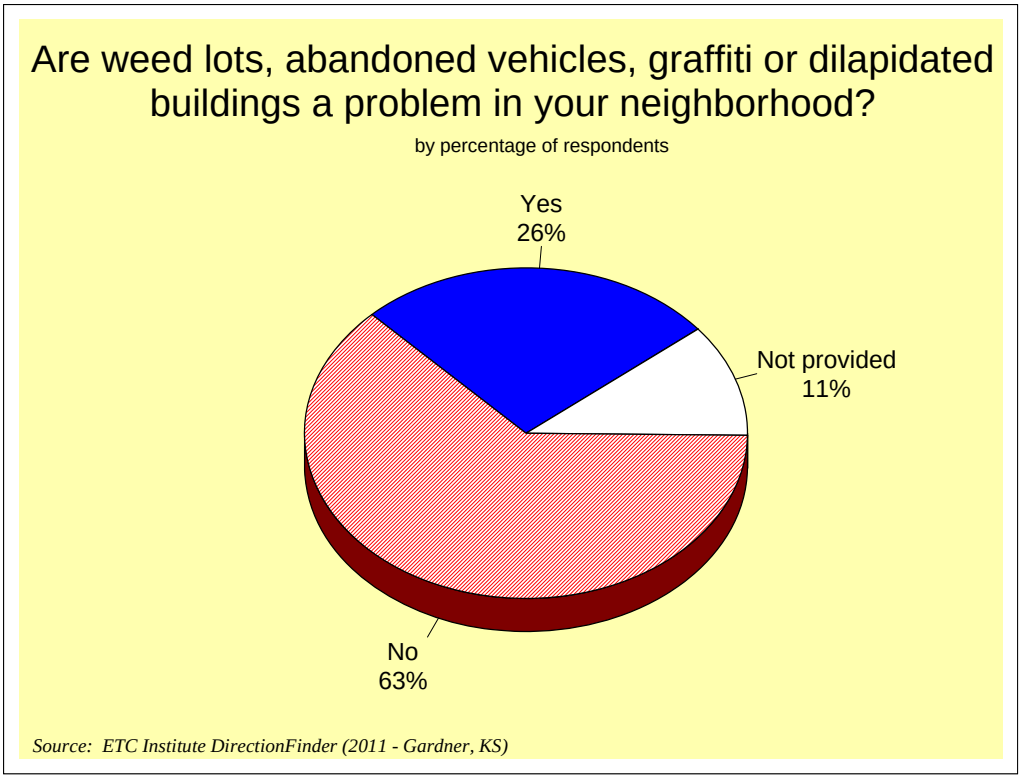
Satisfaction with Various Aspects of Enforcement of City Codes and Ordinances

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



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


TRENDS: Satisfaction with Various Aspects of
Enforcement of City Codes and Ordinances
2011 vs. 2009 vs. 2005
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Enforcing the maintenance of business property
59%
71%
60%
Enforcing sign regulations
57%
64%
58%
Ensuring construction meets building/safety codes
57%
Previously not asked
Enforcing the clean up of litter and debris
51%
62%
56%
Enforcing the mowing and trimming of lawns
45%
53%
51%
Enforcing the maintenance of residential property
43%
51%
46%
0%
20%
40%
60%
80%
2011
2009
2005
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

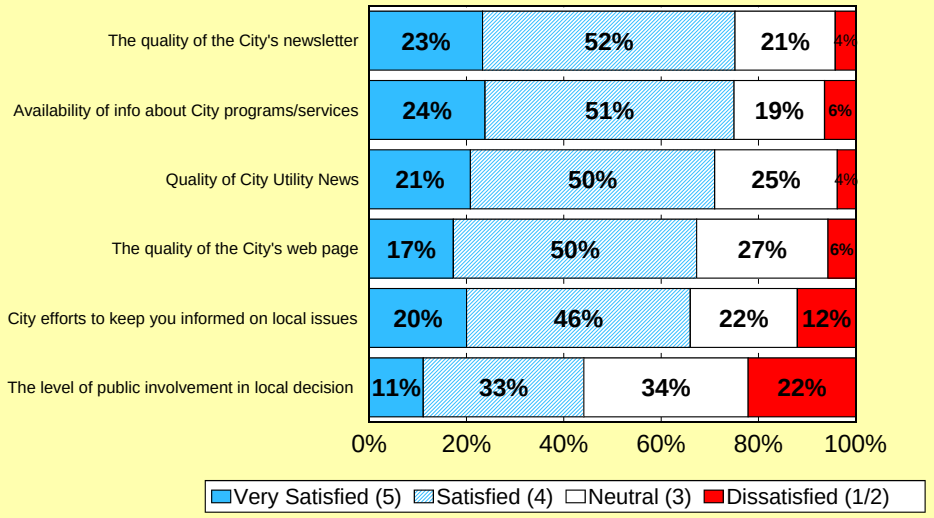

Are weed lots, abandoned vehicles, graffiti or dilapidated buildings a problem in your neighborhood?
by percentage of respondents
Yes
26%
Not provided
11%
No
63%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

CITY COMMUNICATIONS

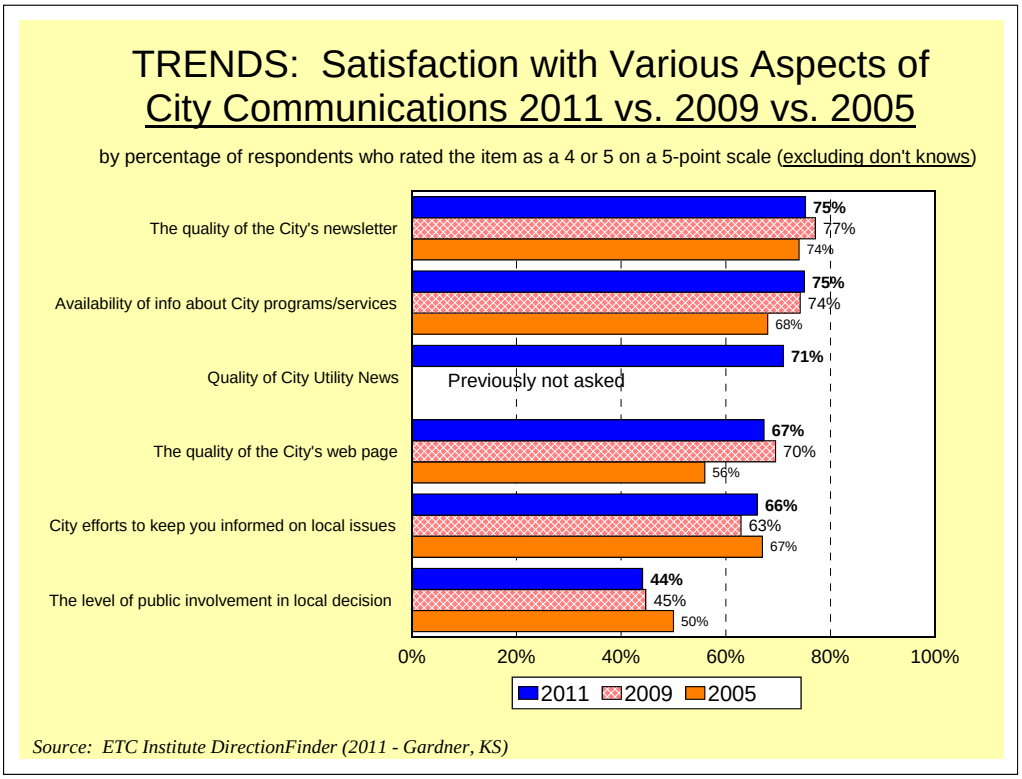
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

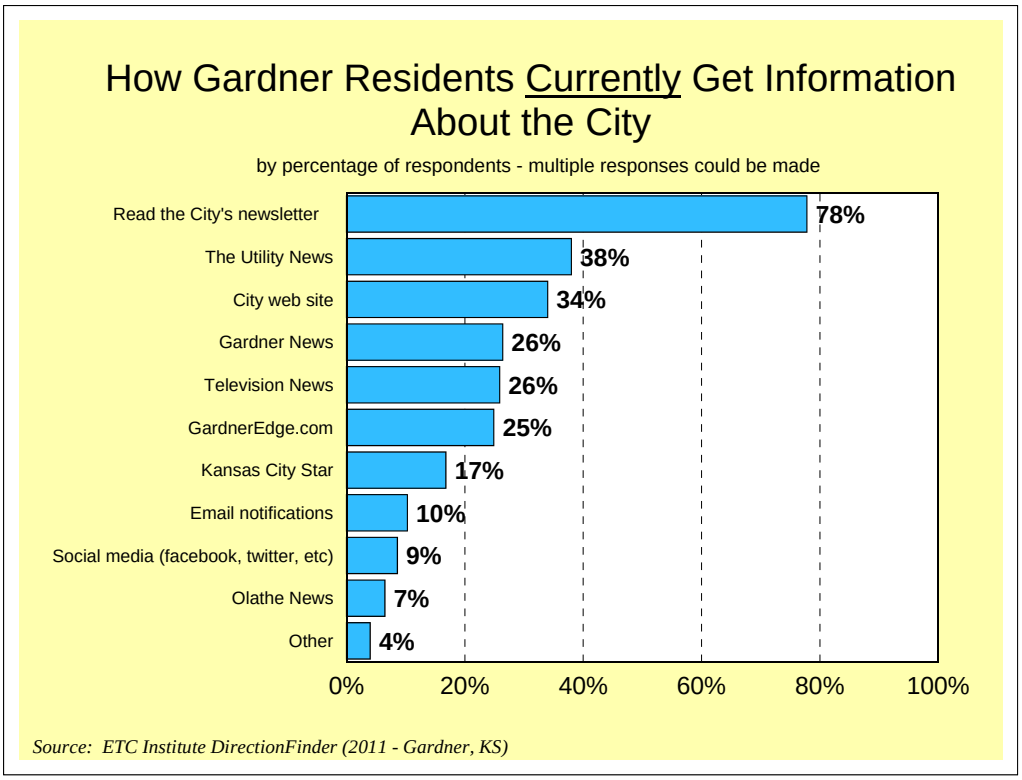
Satisfaction with Various Aspects of City Communications

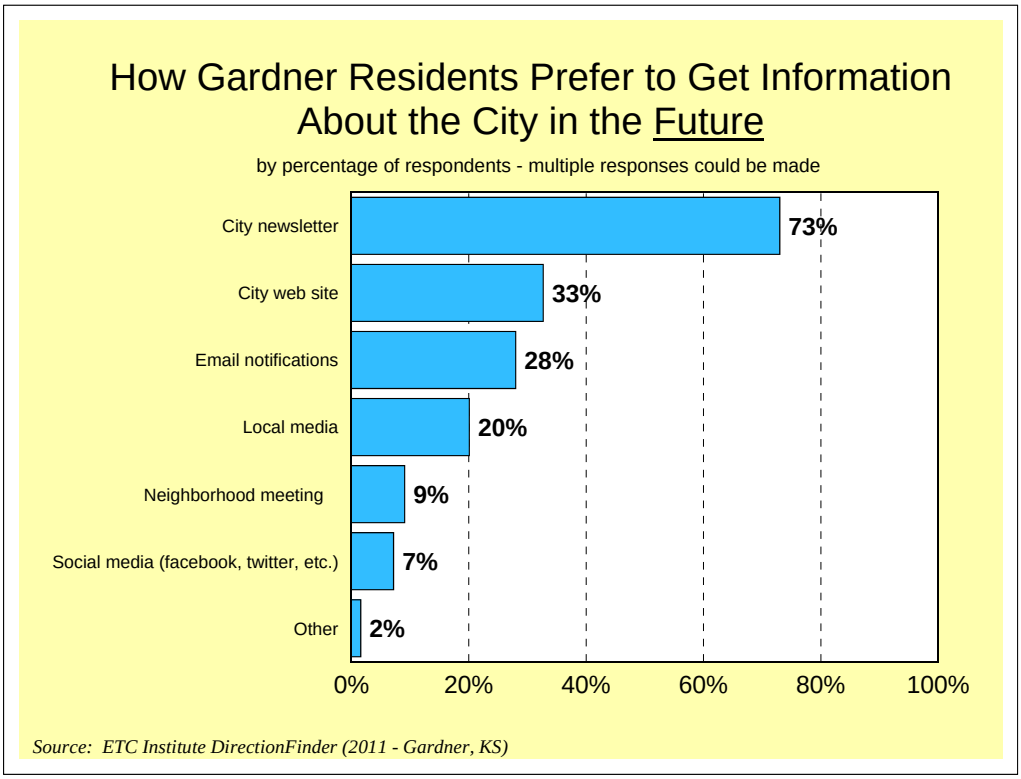
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

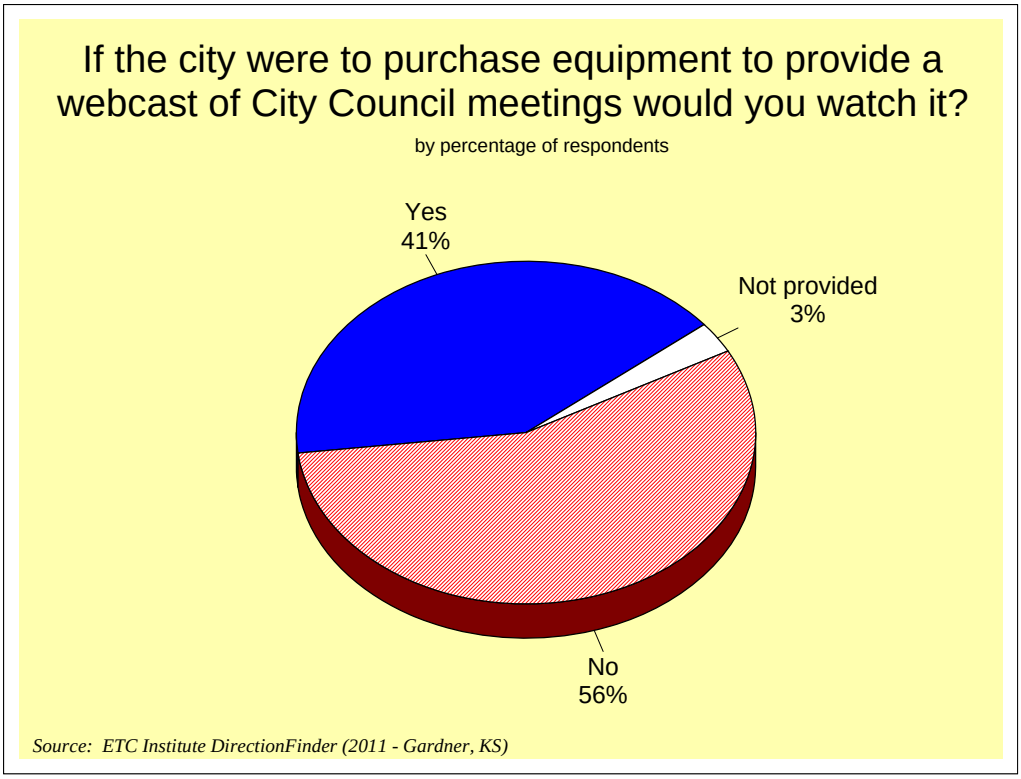


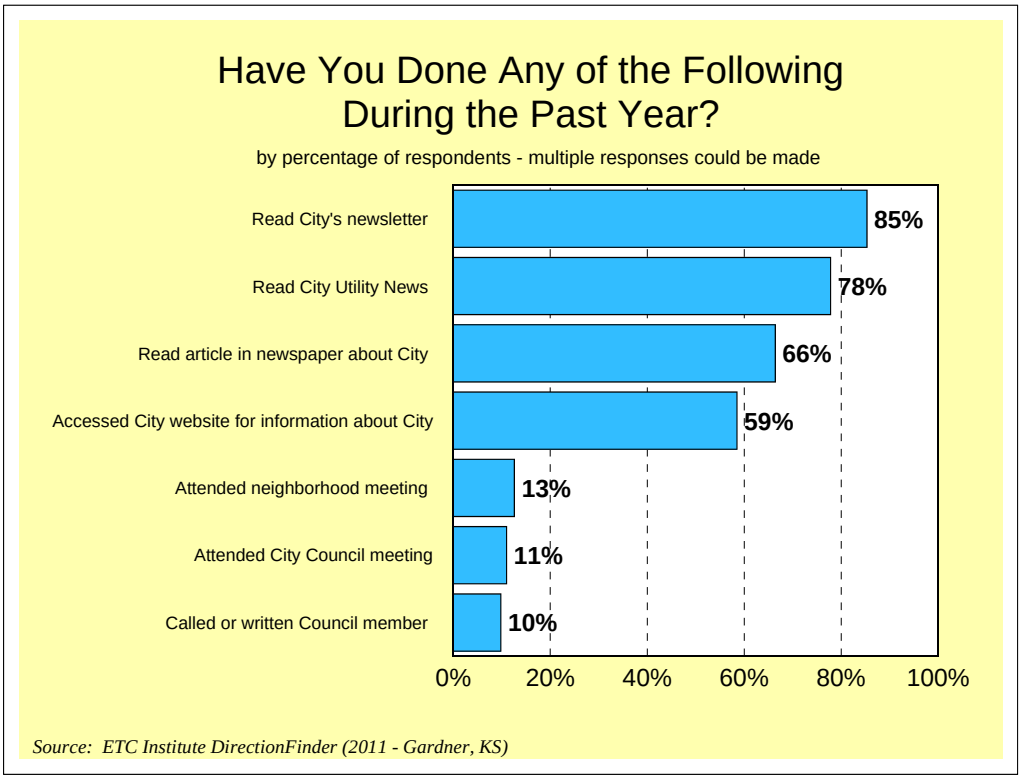
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

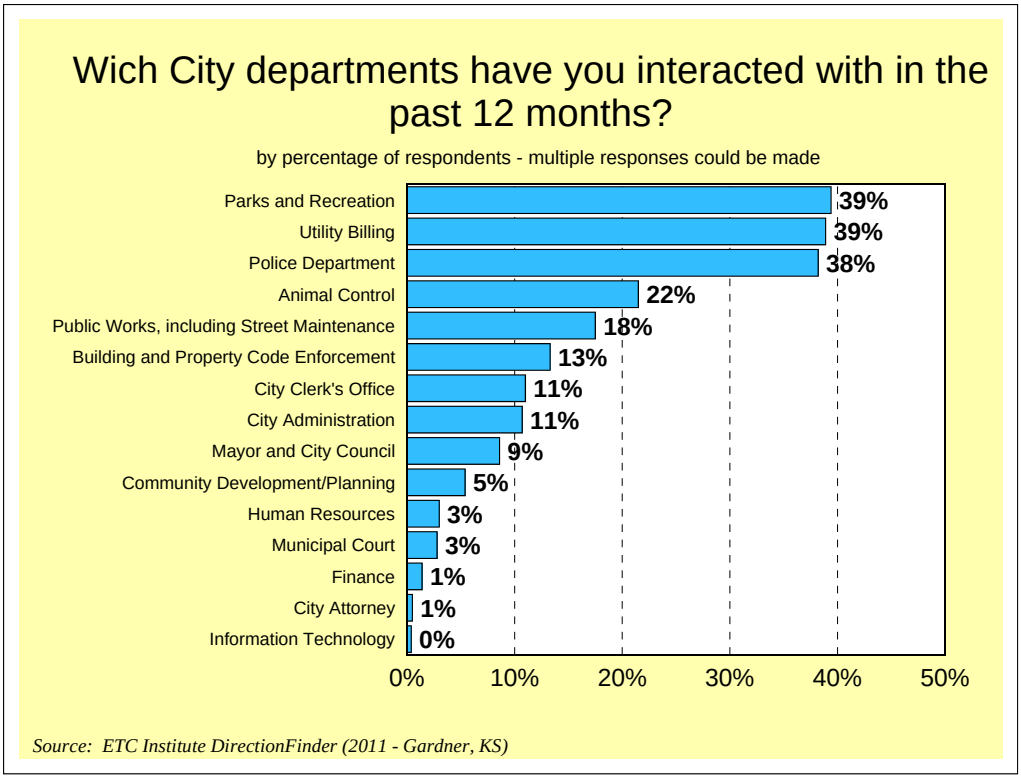

TRENDS: Satisfaction with Various Aspects of City Communications 2011 vs. 2009 vs. 2005
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
The quality of the City's newsletter
75%
77%
74%
Availability of info about City programs/services
75%
74%
68%
Quality of City Utility News
71%
Previously not asked
The quality of the City's web page
67%
70%
56%
City efforts to keep you informed on local issues
66%
63%
67%
The level of public involvement in local decision
44%
45%
50%
0%
20%
40%
60%
80%
100%
2011
2009
2005
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

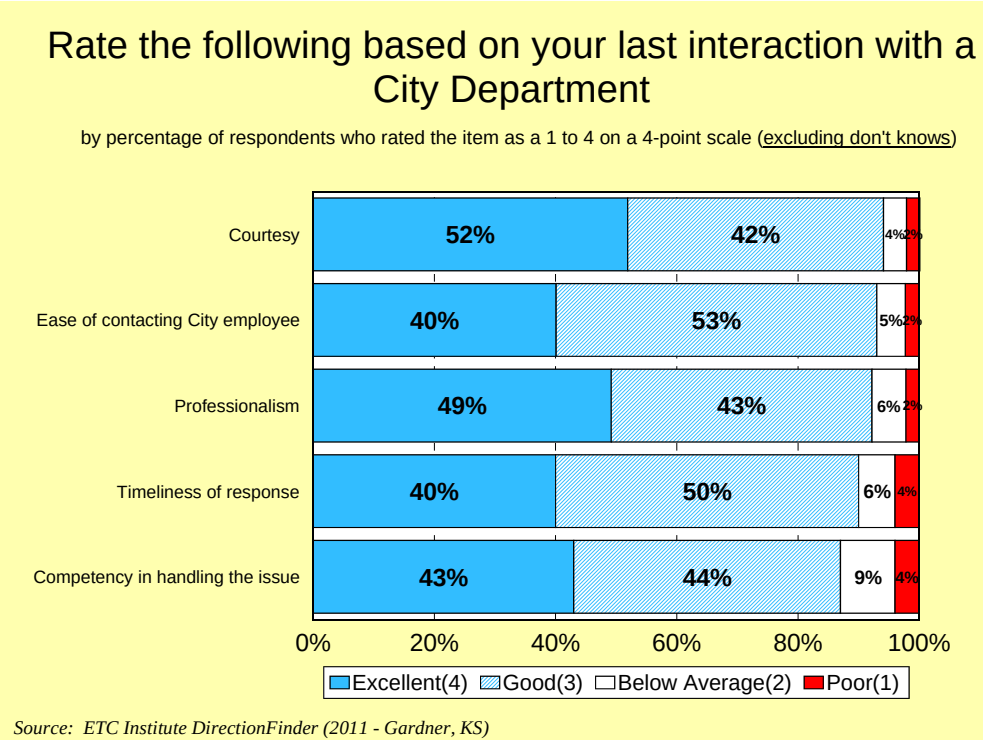

How Gardner Residents Currently Get Information About the City
by percentage of respondents - multiple responses could be made
Read the City's newsletter
78%
The Utility News
38%
City web site
34%
Gardner News
26%
Television News
26%
GardnerEdge.com
25%
Kansas City Star
17%
Email notifications
10%
Social media (facebook, twitter, etc)
9%
Olathe News
7%
Other
4%
0%
20%
40%
60%
80%
100%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


How Gardner Residents Prefer to Get Information About the City in the Future
by percentage of respondents - multiple responses could be made
City newsletter
73%
City web site
33%
Email notifications
28%
Local media
20%
Neighborhood meeting
9%
Social media (facebook, twitter, etc.)
7%
Other
2%
0%
20%
40%
60%
80%
100%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


If the city were to purchase equipment to provide a webcast of City Council meetings would you watch it?
by percentage of respondents
Yes
41%
Not provided
3%
No
56%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

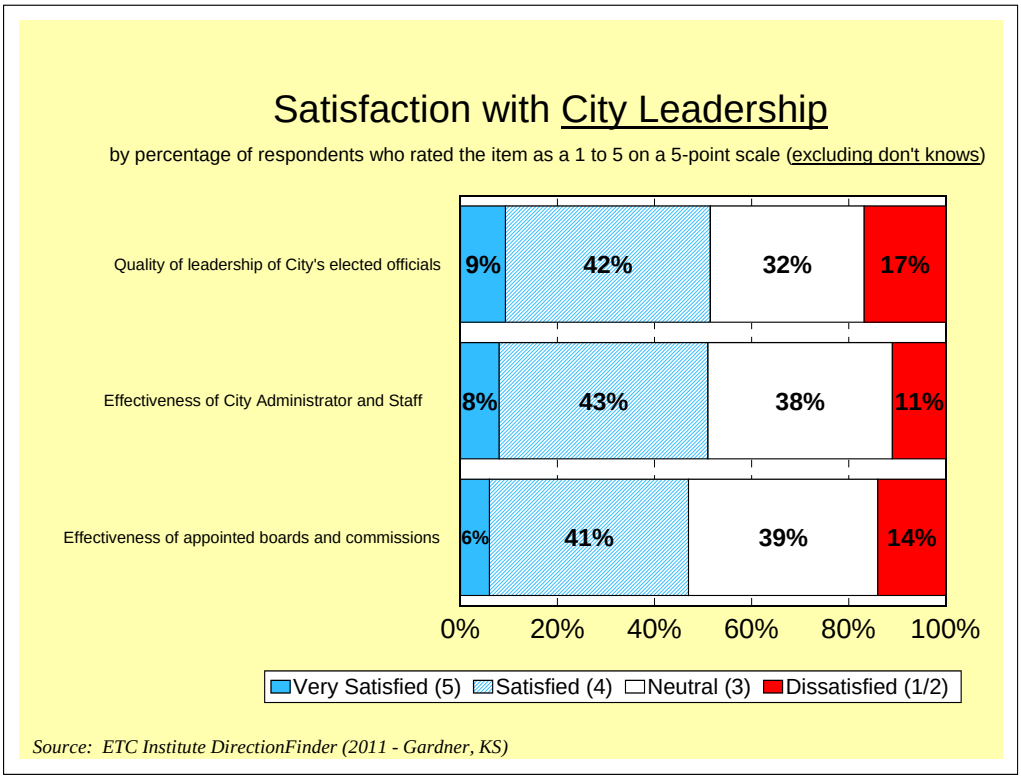

Have You Done Any of the Following During the Past Year?
by percentage of respondents - multiple responses could be made
Read City's newsletter
85%
Read City Utility News
78%
Read article in newspaper about City
66%
Accessed City website for information about City
59%
Attended neighborhood meeting
13%
Attended City Council meeting
11%
Called or written Council member
10%
0%
20%
40%
60%
80%
100%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

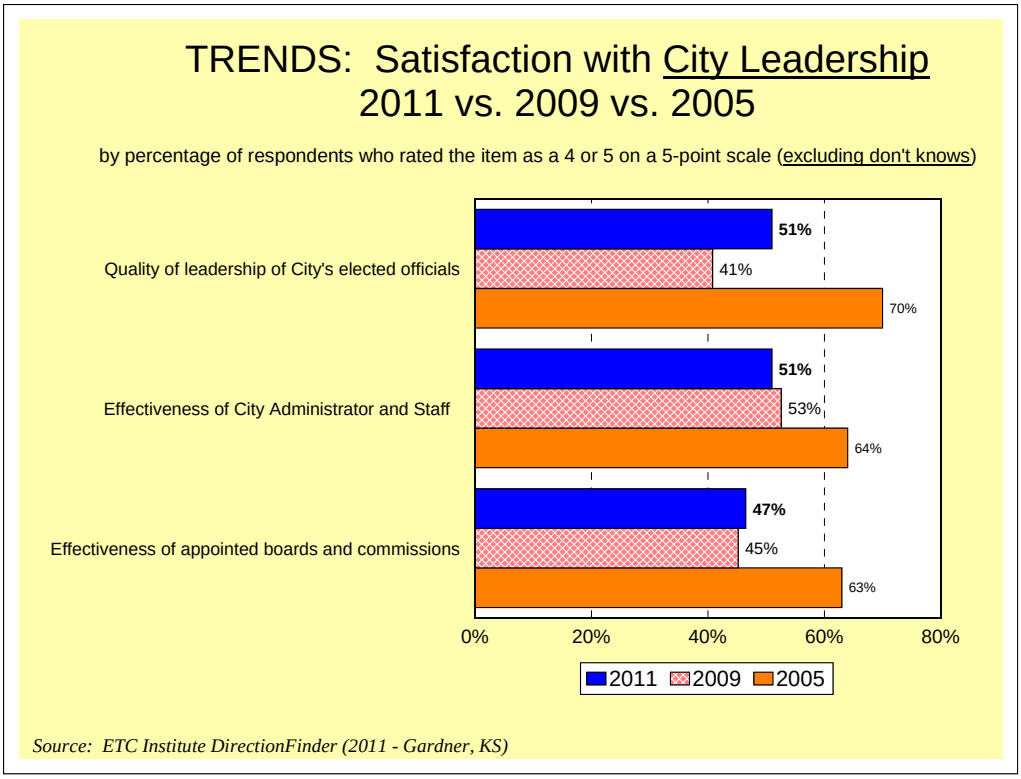

Wich City departments have you interacted with in the past 12 months?
by percentage of respondents - multiple responses could be made
Parks and Recreation
39%
Utility Billing
39%
Police Department
38%
Animal Control
22%
Public Works, including Street Maintenance
18%
Building and Property Code Enforcement
13%
City Clerk's Office
11%
City Administration
11%
Mayor and City Council
9%
Community Development/Planning
5%
Human Resources
3%
Municipal Court
3%
Finance
1%
City Attorney
1%
Information Technology
0%
0%
10%
20%
30%
40%
50%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)



CITY LEADERSHIP

Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Satisfaction with City Leadership
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)
Quality of leadership of City's elected officials
9%
42%
32%
17%
Effectiveness of City Administrator and Staff
8%
43%
38%
11%
Effectiveness of appointed boards and commissions
6%
41%
39%
14%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

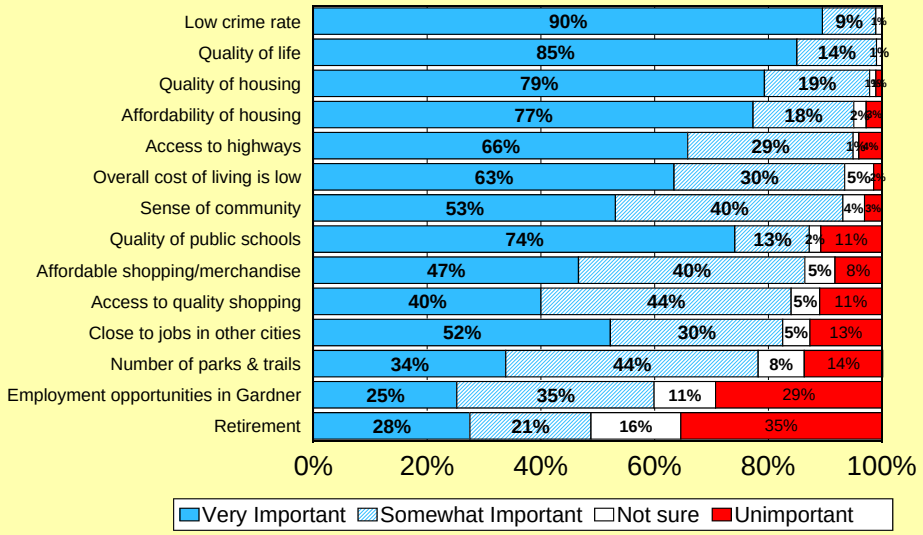

TRENDS: Satisfaction with City Leadership
2011 vs. 2009 vs. 2005
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Quality of leadership of City's elected officials
51%
41%
70%
Effectiveness of City Administrator and Staff
51%
53%
64%
Effectiveness of appointed boards and commissions
47%
45%
63%
0%
20%
40%
60%
80%
2011
2009
2005
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

OTHER ISSUES

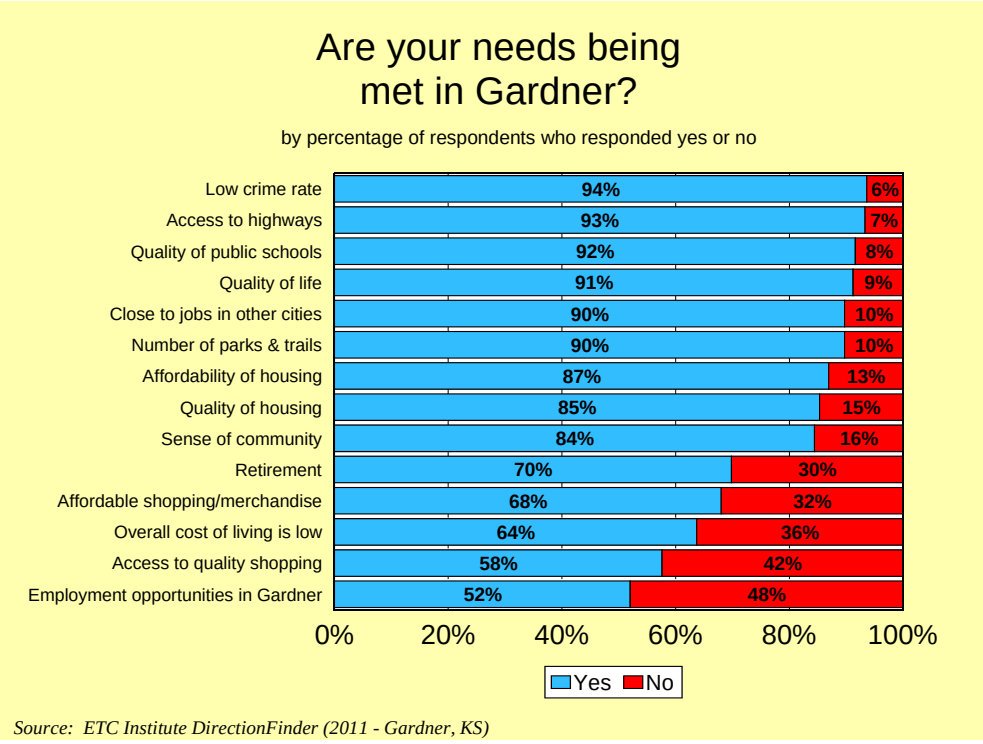
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

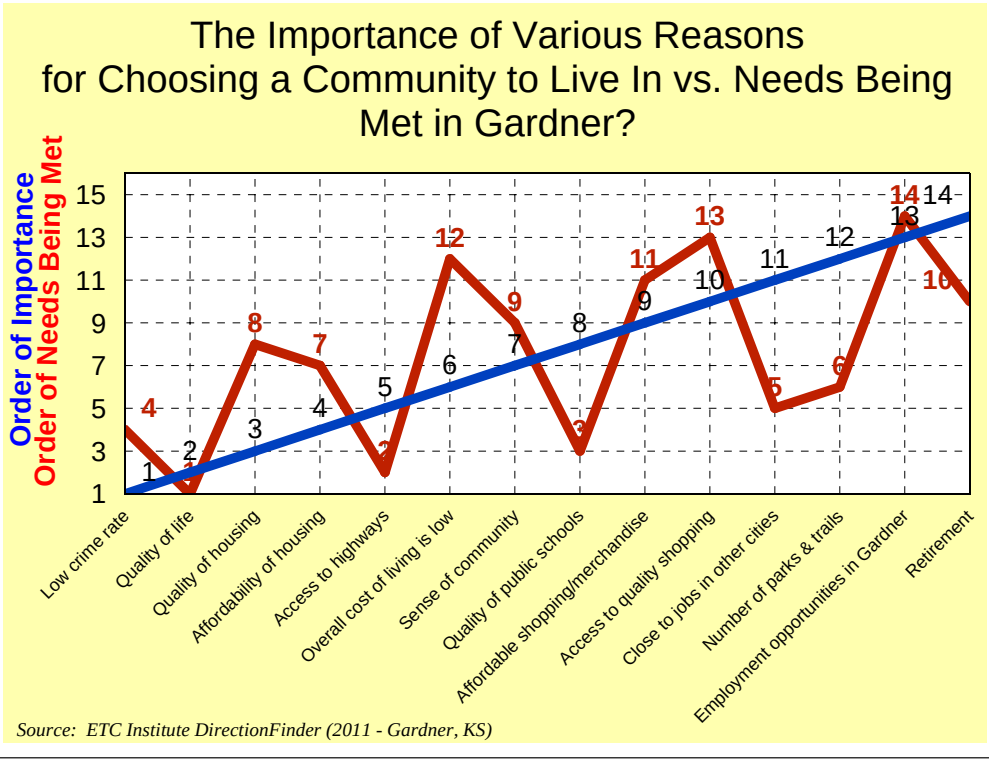
Importance of Various Reasons to Your Decision to Live in Gardner

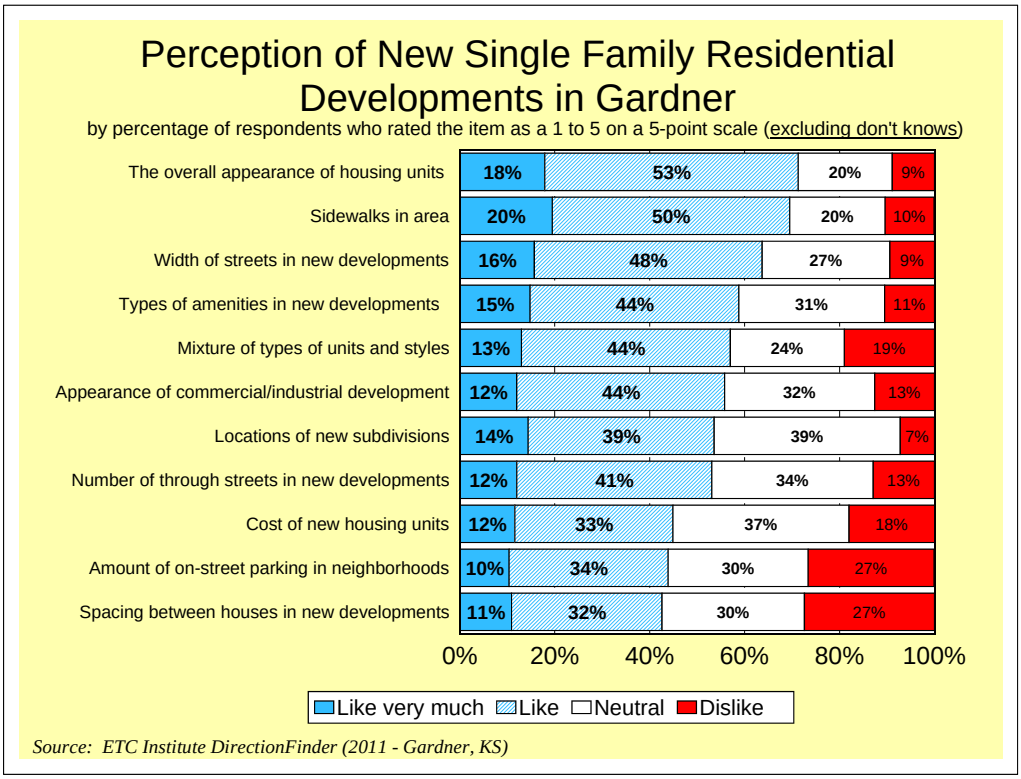
by percentage of respondents who rated the item as a 1 to 6 on a 6-point scale (excluding don't knows)

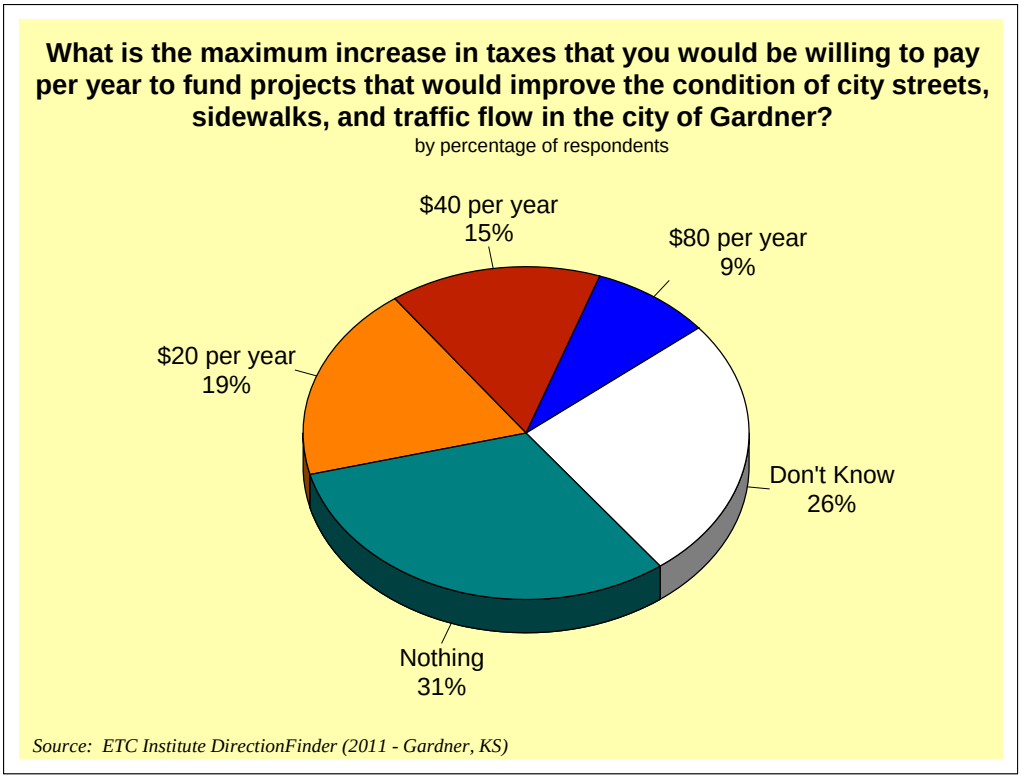


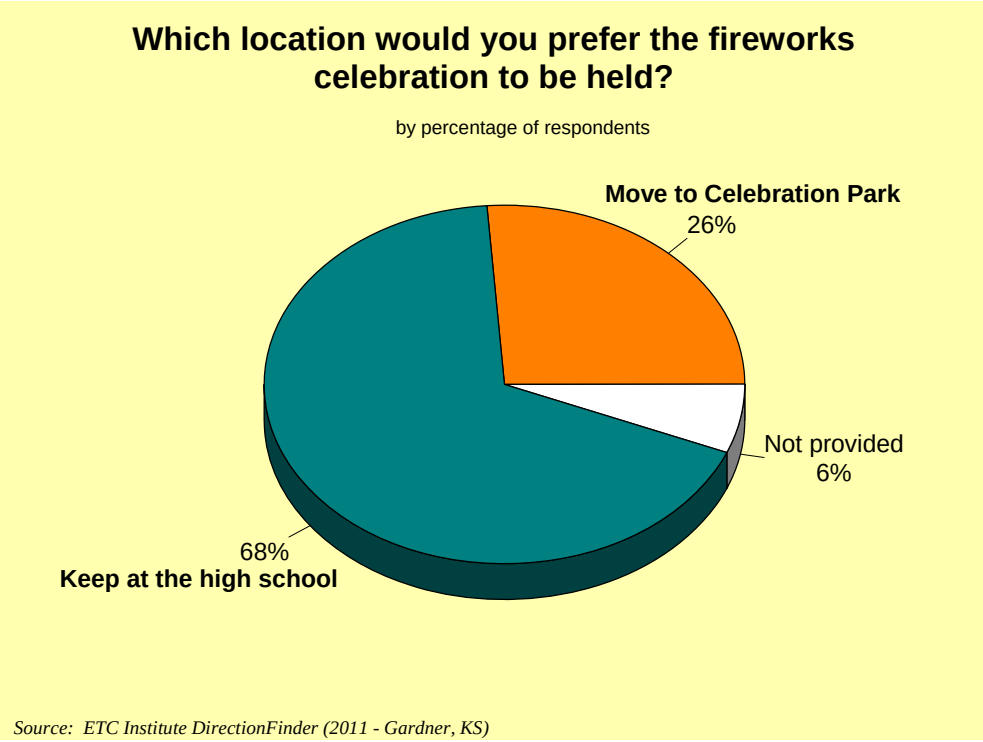
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Are your needs being
met in Gardner?
by percentage of respondents who responded yes or no
Low crime rate 94% 6%
Access to highways 93% 7%
Quality of public schools 92% 8%
Quality of life 91% 9%
Close to jobs in other cities 90% 10%
Number of parks & trails 90% 10%
Affordability of housing 87% 13%
Quality of housing 85% 15%
Sense of community 84% 16%
Retirement 70% 30%
Affordable shopping/merchandise 68% 32%
Overall cost of living is low 64% 36%
Access to quality shopping 58% 42%
Employment opportunities in Gardner 52% 48%
0% 20% 40% 60% 80% 100%
Yes No
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


The Importance of Various Reasons
for Choosing a Community to Live In vs. Needs Being
Met in Gardner?
Order of Importance
Order of Needs Being Met
15
13
11
9
7
5
3
1
Low crime rate
Quality of life
Quality of housing
Affordability of housing
Access to highways
Overall cost of living is low
Sense of community
Quality of public schools
Affordable shopping/merchandise
Access to quality shopping
Close to jobs in other cities
Number of parks & trails
Employment opportunities in Gardner
Retirement
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Perception of New Single Family Residential Developments in Gardner
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)
The overall appearance of housing units 18% 53% 20% 9%
Sidewalks in area 20% 50% 20% 10%
Width of streets in new developments 16% 48% 27% 9%
Types of amenities in new developments 15% 44% 31% 11%
Mixture of types of units and styles 13% 44% 24% 19%
Appearance of commercial/industrial development 12% 44% 32% 13%
Locations of new subdivisions 14% 39% 39% 7%
Number of through streets in new developments 12% 41% 34% 13%
Cost of new housing units 12% 33% 37% 18%
Amount of on-street parking in neighborhoods 10% 34% 30% 27%
Spacing between houses in new developments 11% 32% 30% 27%
0% 20% 40% 60% 80% 100%
Like very much
Like
Neutral
Dislike
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


What is the maximum increase in taxes that you would be willing to pay per year to fund projects that would improve the condition of city streets, sidewalks, and traffic flow in the city of Gardner?
by percentage of respondents
$40 per year 15%
$80 per year 9%
$20 per year 19%
Don't Know 26%
Nothing 31%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

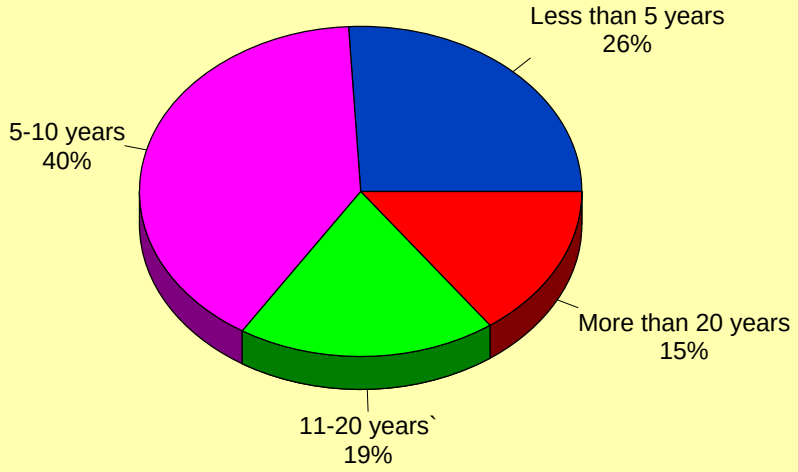


Demographics

Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

Demographics: Years Lived in Gardner

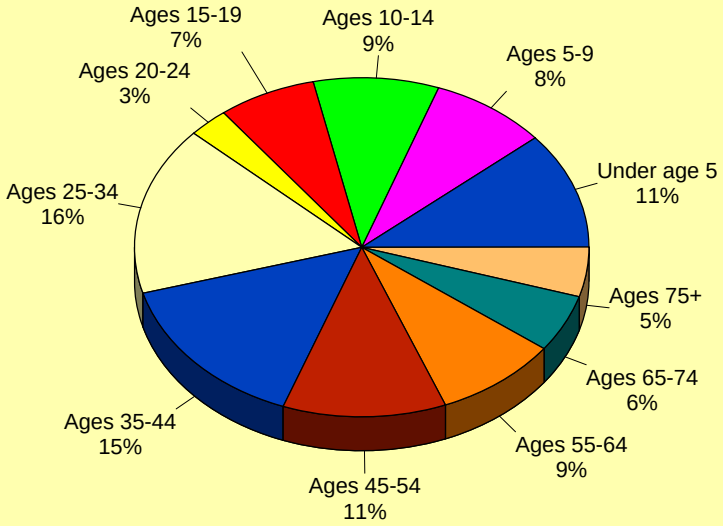
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

Demographics: Ages of Household Occupants

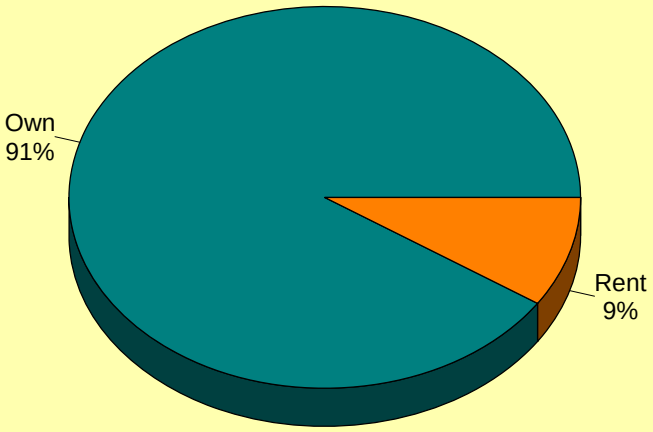
by percentage of respondents



Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

Demographics: Do You Own or Rent Your Home?

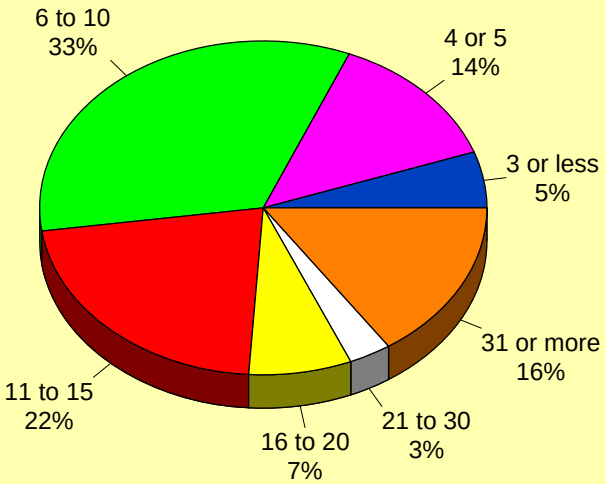
by percentage of respondents



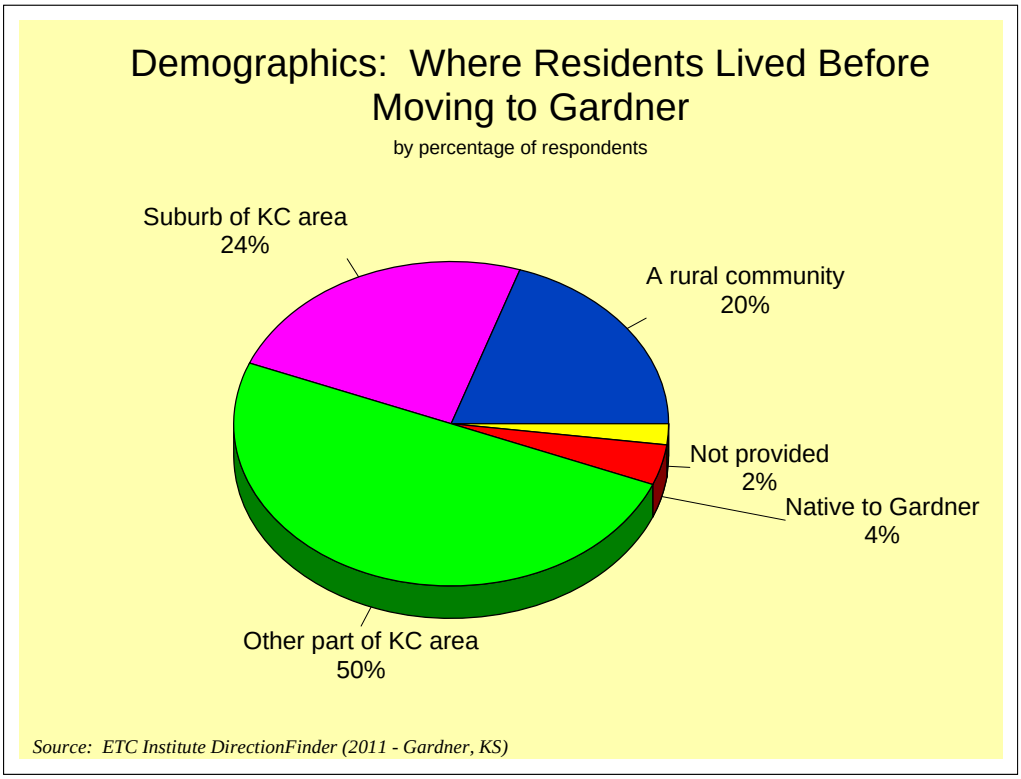
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

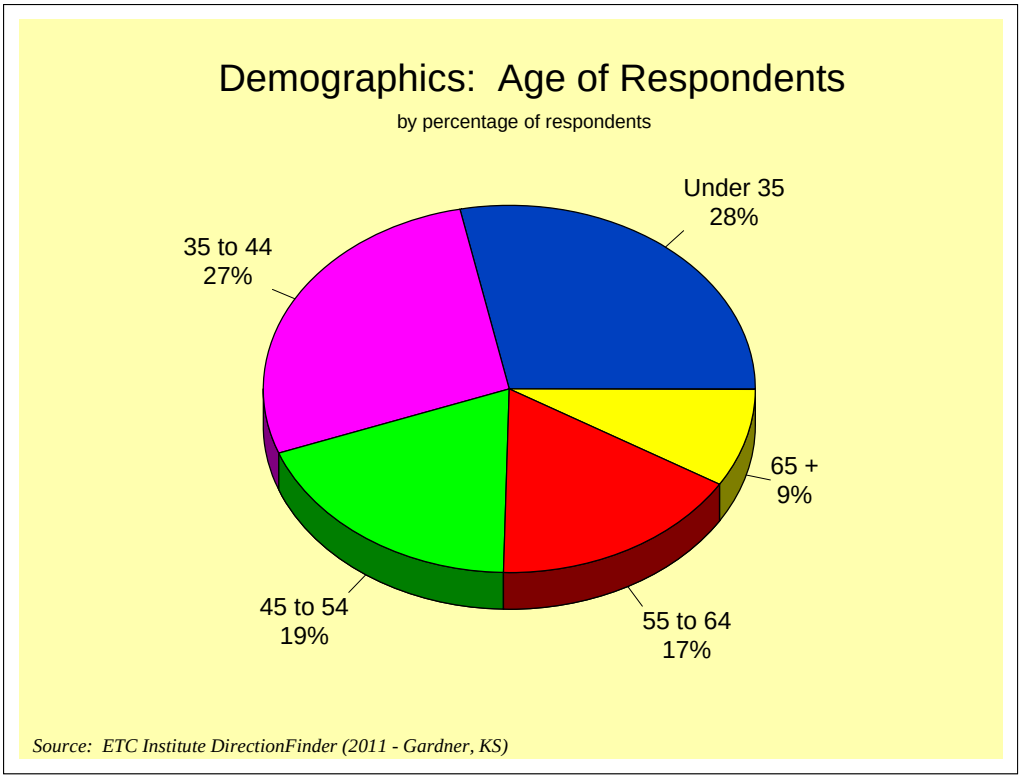
Demographics: Age of Your Current Home

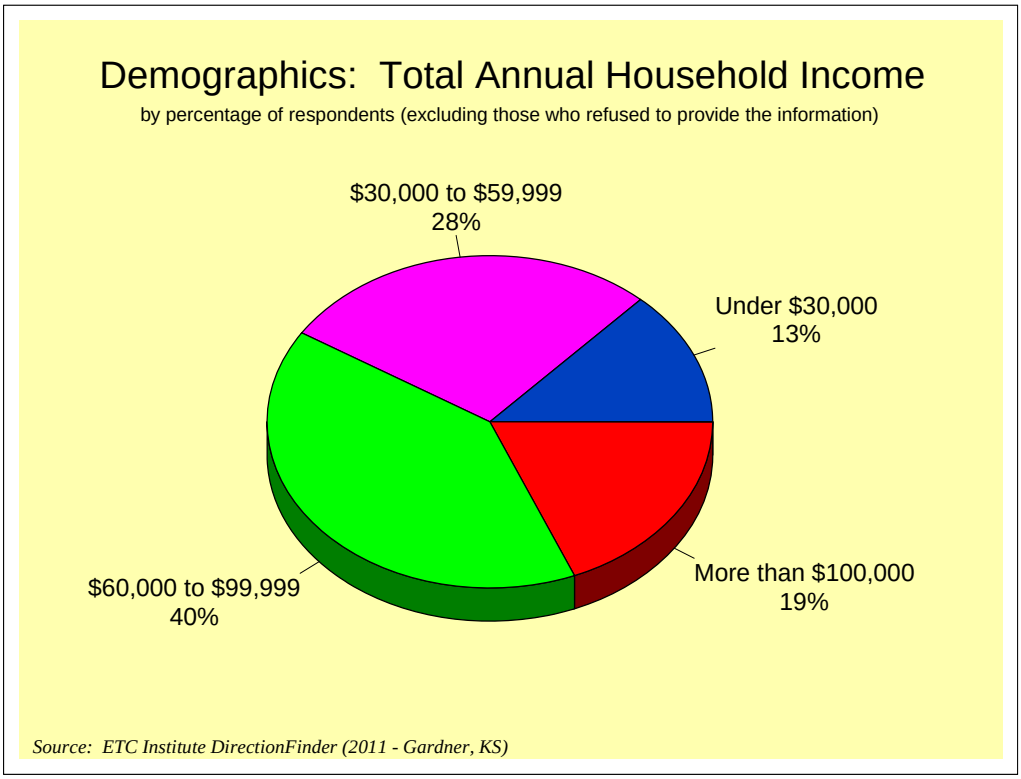
by percentage of respondents

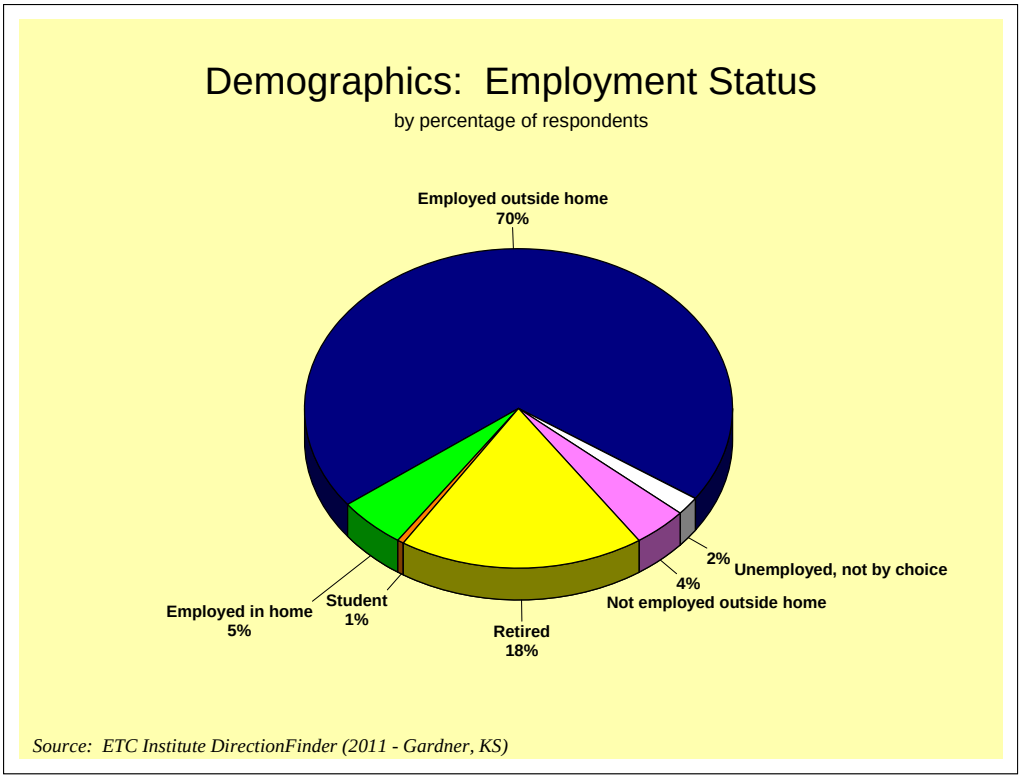


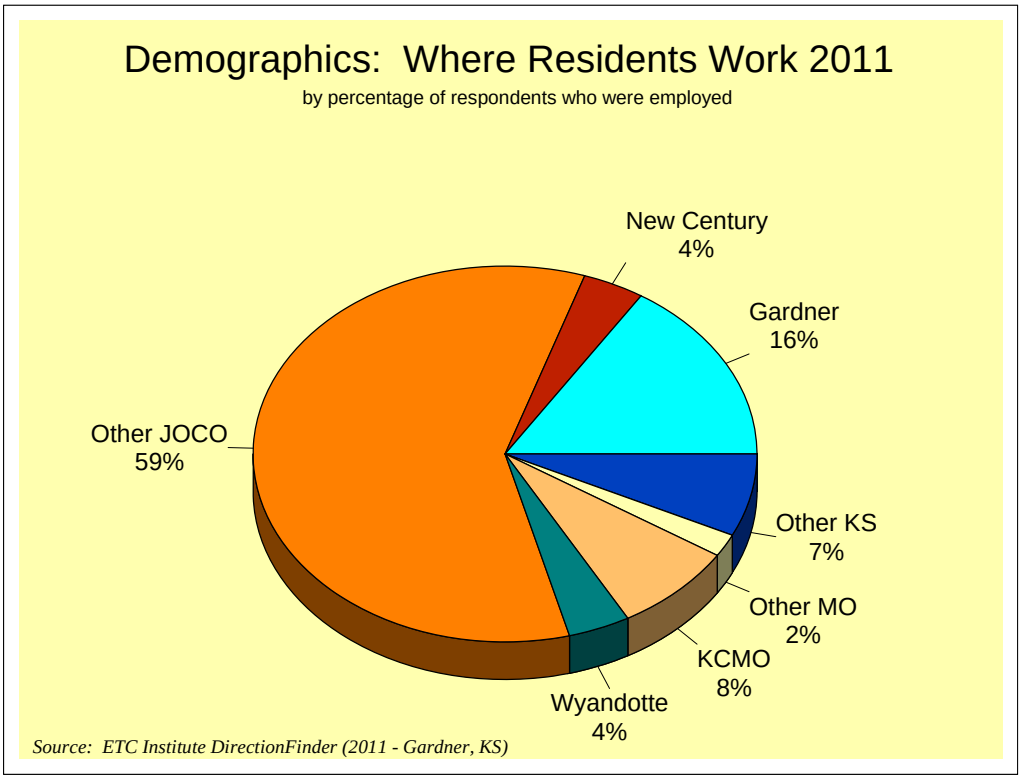
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

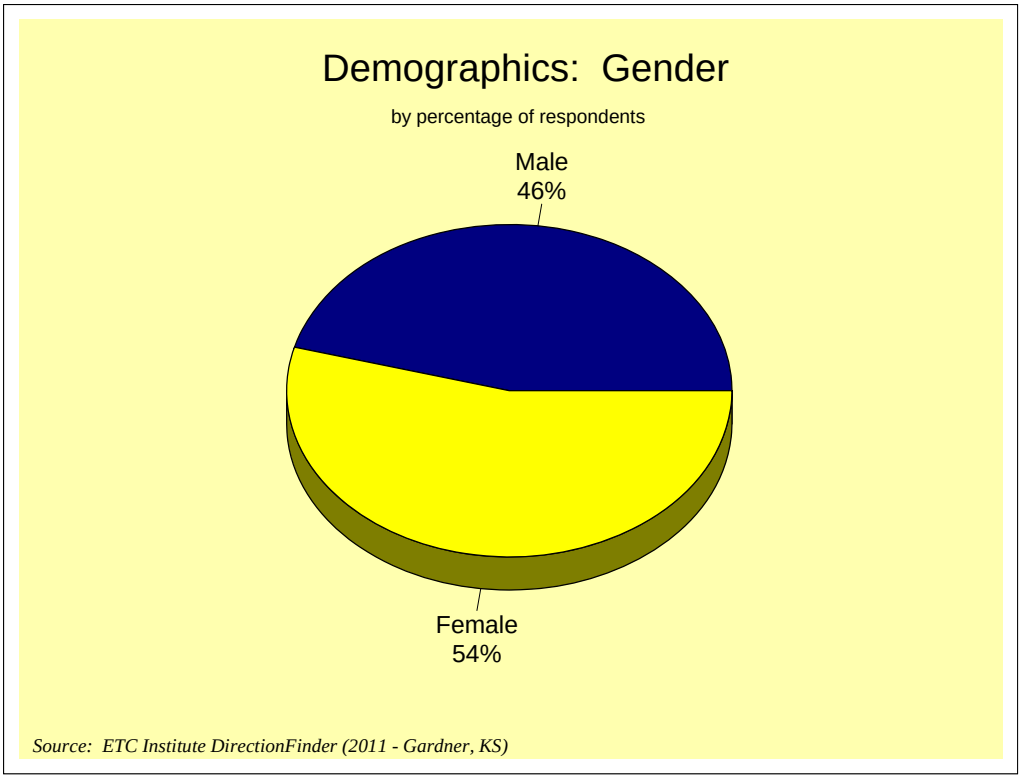

Demographics: Where Residents Lived Before Moving to Gardner
by percentage of respondents
Suburb of KC area 24%
A rural community 20%
Not provided 2%
Native to Gardner 4%
Other part of KC area 50%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Demographics: Age of Respondents
by percentage of respondents
Under 35 28%
35 to 44 27%
65 + 9%
45 to 54 19%
55 to 64 17%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Demographics: Total Annual Household Income
by percentage of respondents (excluding those who refused to provide the information)
$30,000 to $59,999
28%
Under $30,000
13%
More than $100,000
19%
$60,000 to $99,999
40%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Demographics: Employment Status
by percentage of respondents
Employed outside home
70%
2%
Unemployed, not by choice
4%
Not employed outside home
Retired
18%
Student
1%
Employed in home
5%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Demographics: Where Residents Work 2011
by percentage of respondents who were employed
New Century
4%
Gardner
16%
Other JOCO
59%
Other KS
7%
Other MO
2%
KCMO
8%
Wyandotte
4%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)


Demographics: Gender
by percentage of respondents
Male
46%
Female
54%
Source: ETC Institute DirectionFinder (2011 - Gardner, KS)

Section 2:

GIS Mapping

Interpreting the Maps

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

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

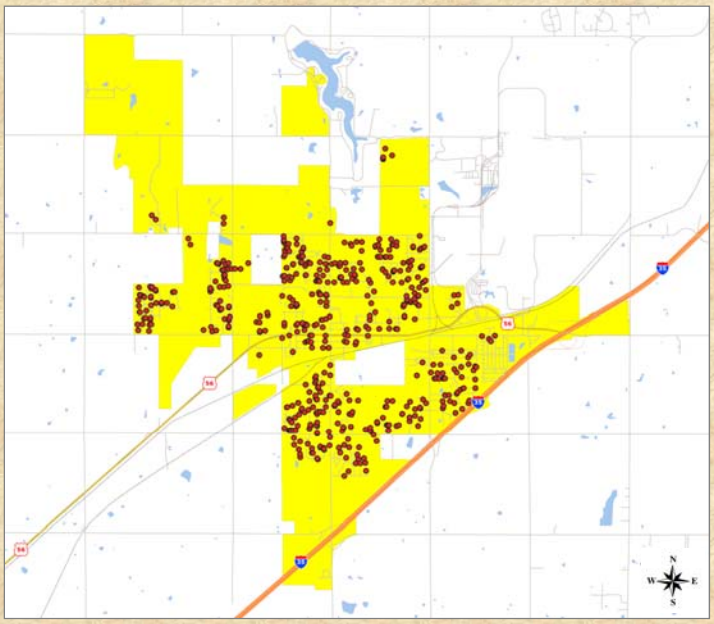
When reading the maps, please use the following color scheme as a guide:

- DARK/LIGHT BLUE shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.

- OFF-WHITE shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.

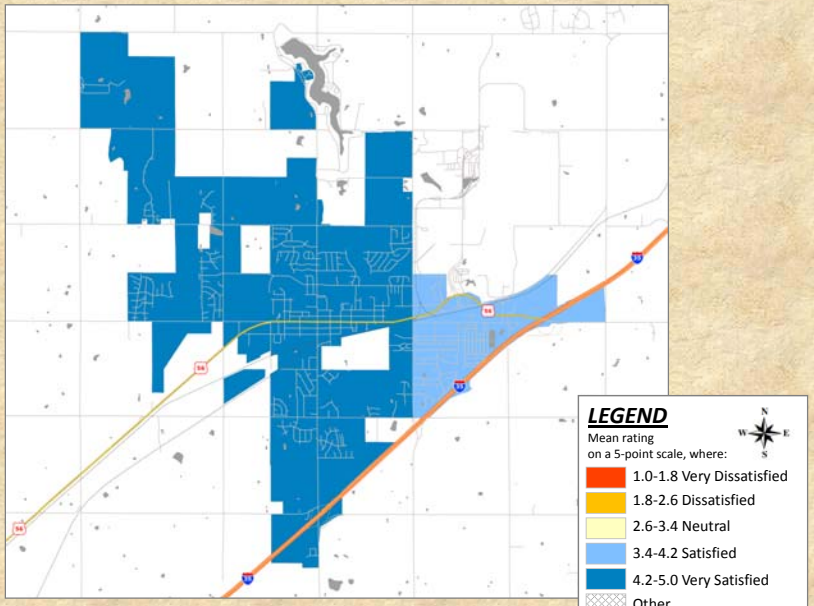
- ORANGE/RED shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

Location of Survey Respondents



City of Gardner 2011 DirectionFinder® Survey

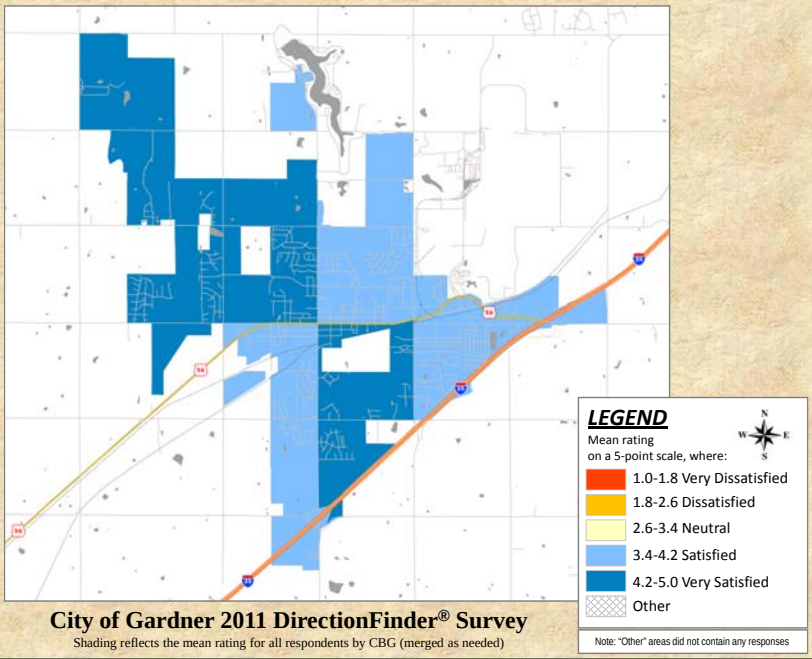
Q1A Overall quality of police, fire, and ambulance services.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

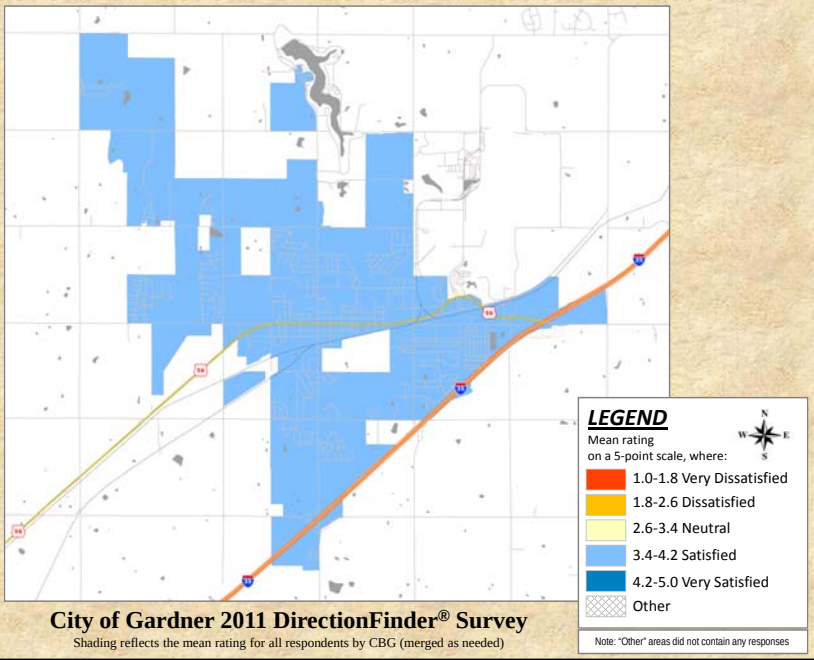
Q1B Overall quality of City parks and recreation programs and facilities.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

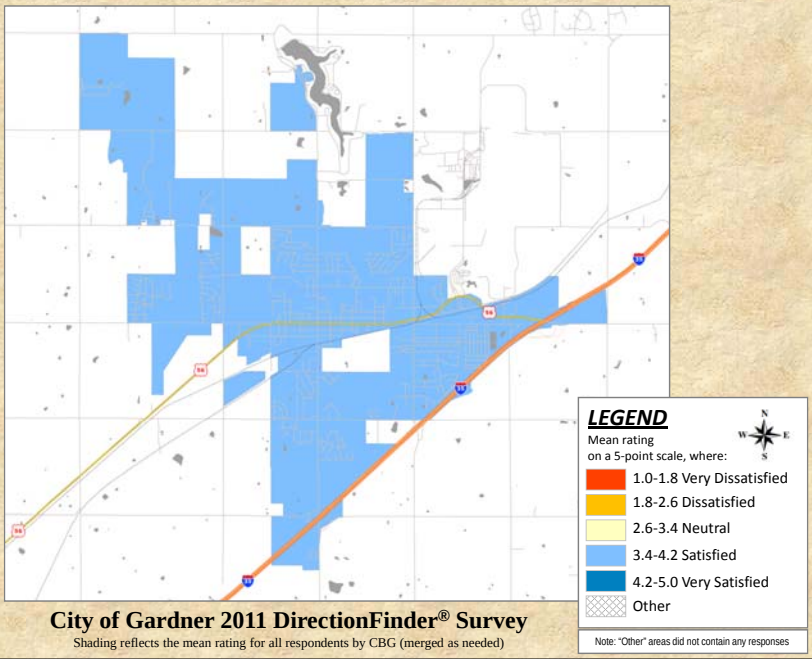
Q1C Overall maintenance of city streets, buildings, and facilities.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

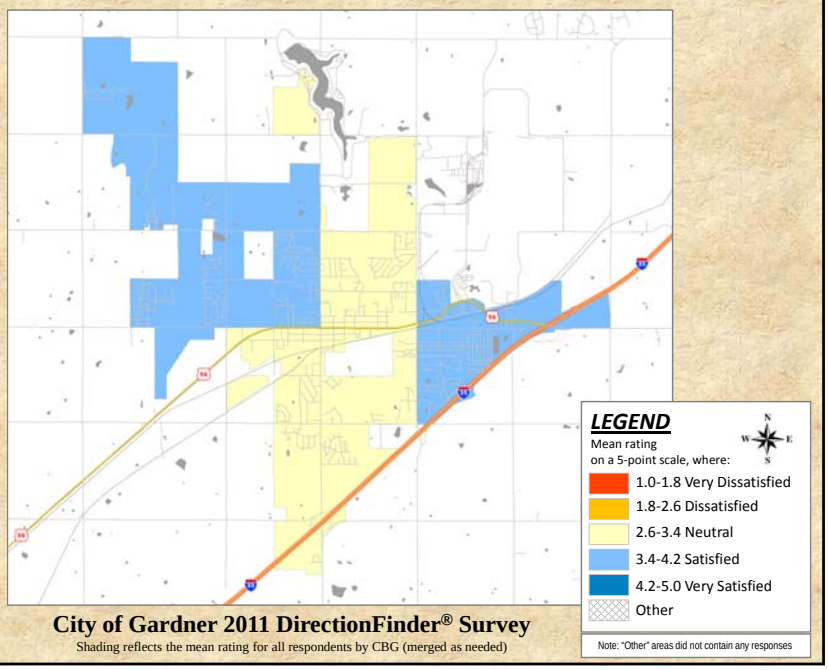
Q1D Overall quality of City water, sewer and electric utilities.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

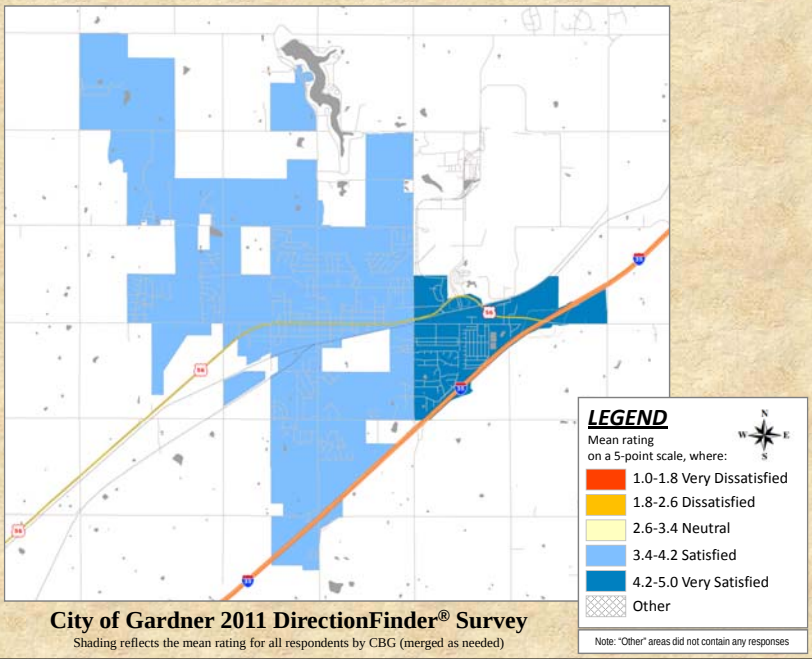
Q1E Overall enforcement of city codes and ordinances.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

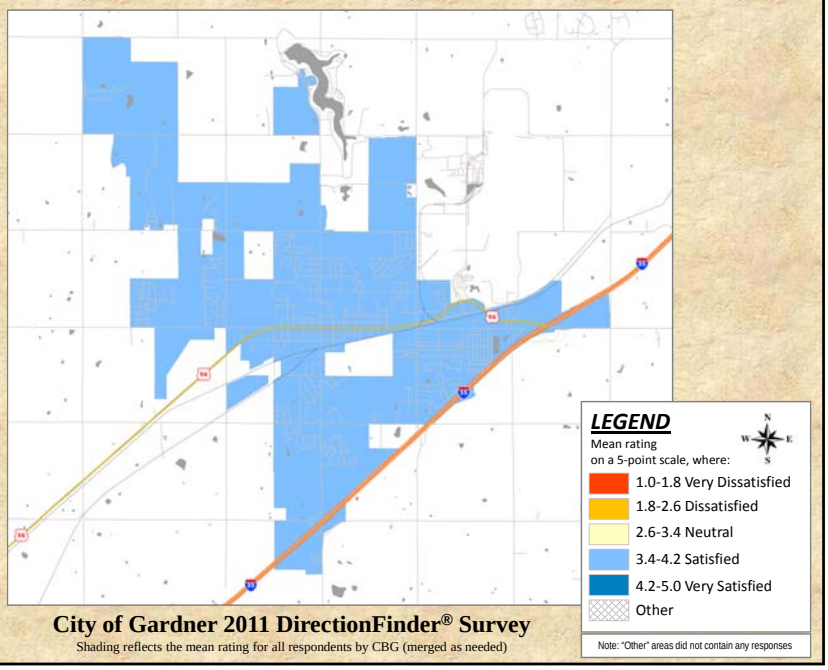
Q1F Overall quality of customer service you receive from City employees.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

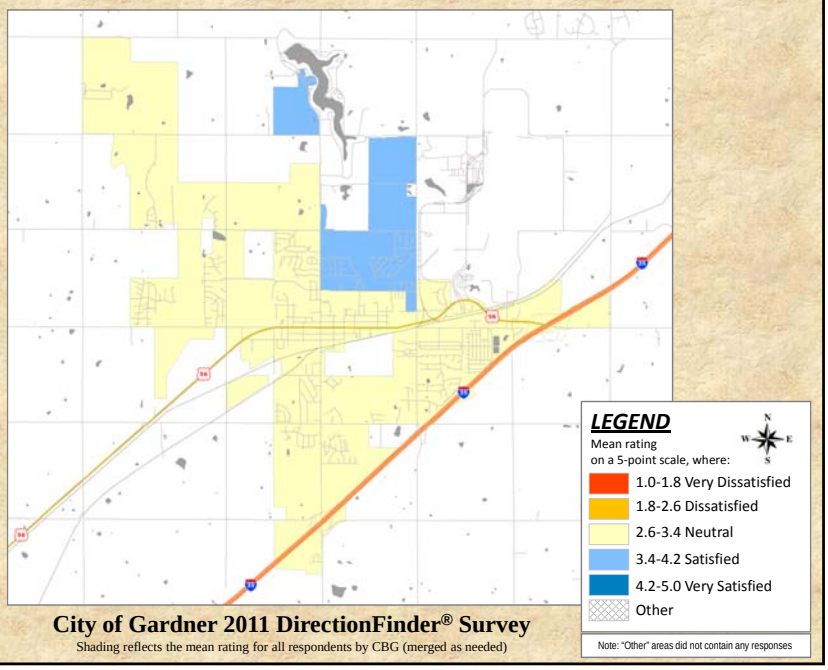
Q1G Overall effectiveness of City communication with the public.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

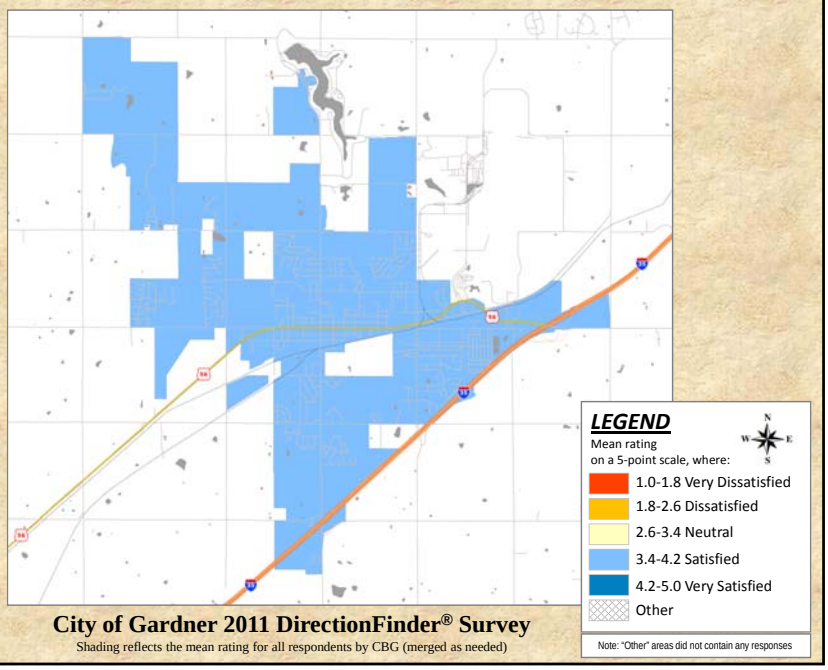
Q1H Overall flow of traffic in the City.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

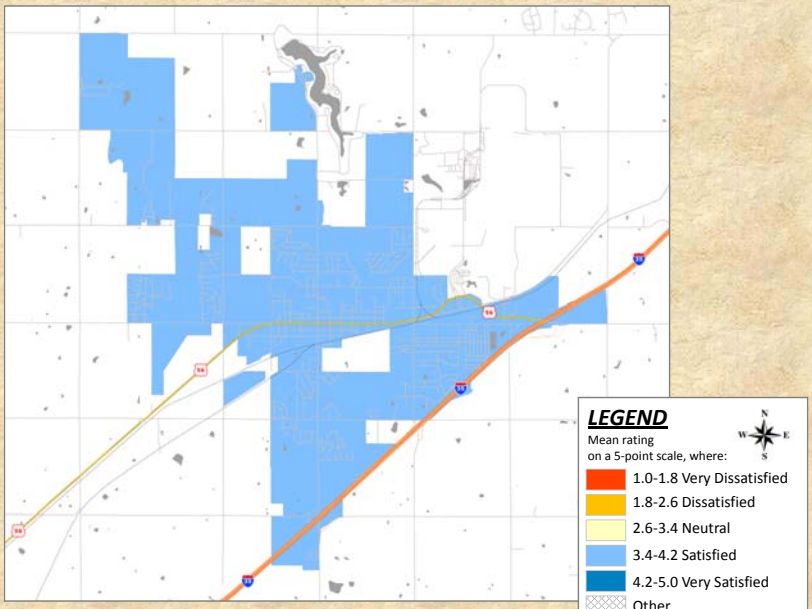
Q1I Overall quality of the city's stormwater management system.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

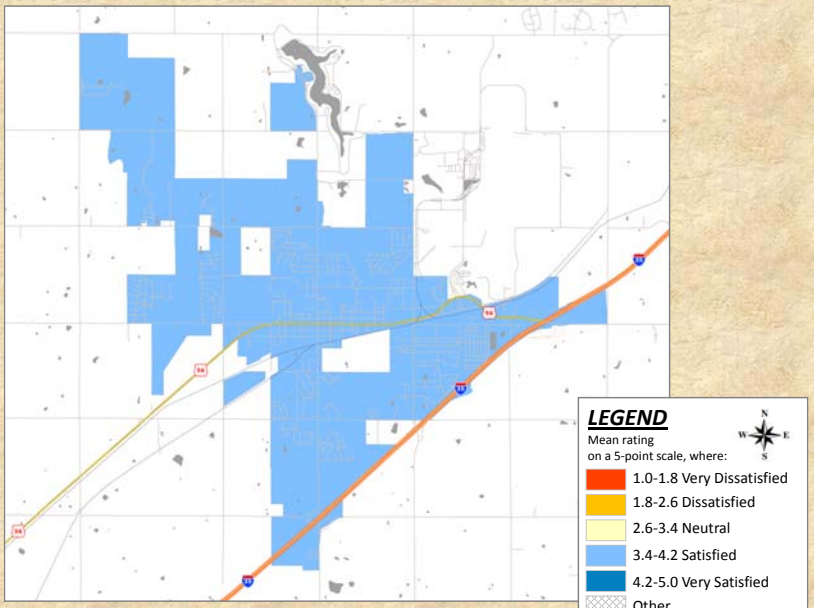
Q3A Overall quality of services provided by the City of Gardner.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

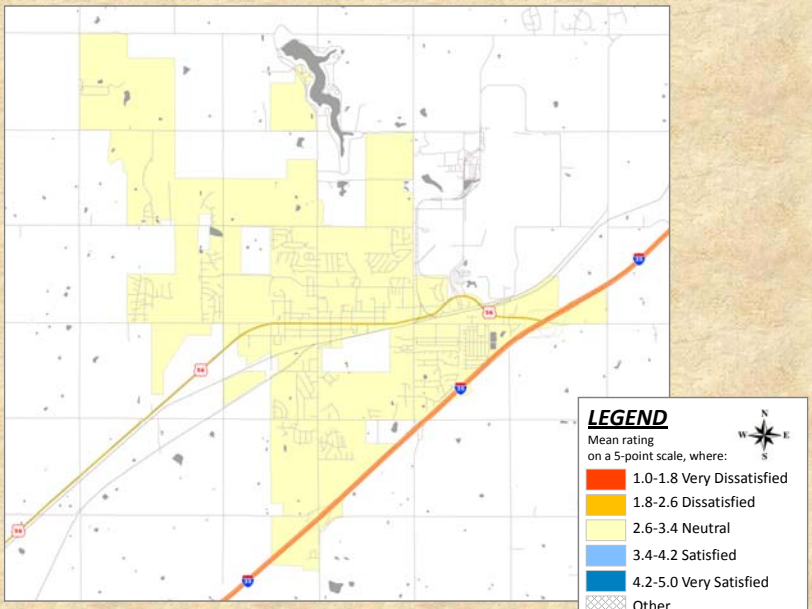
Q3B Overall image of the City.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

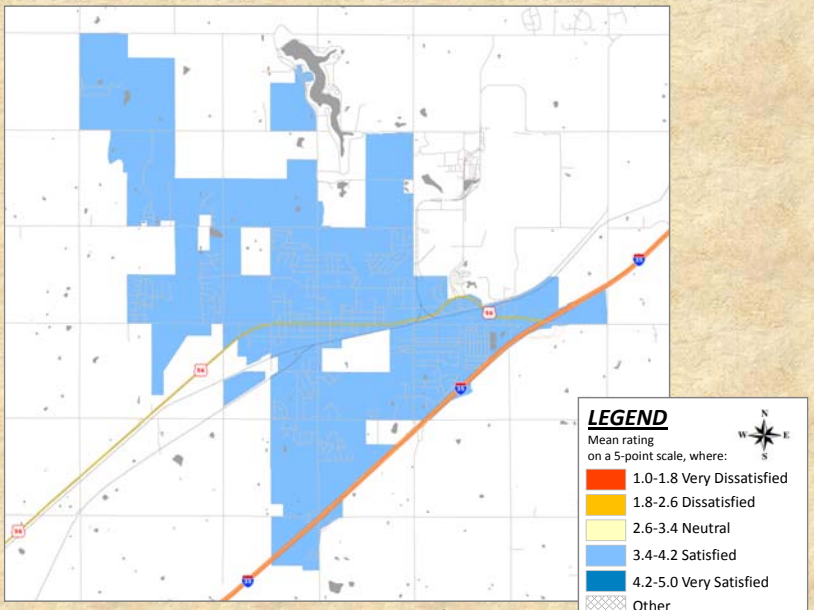
Q3C How well the city is planning growth.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

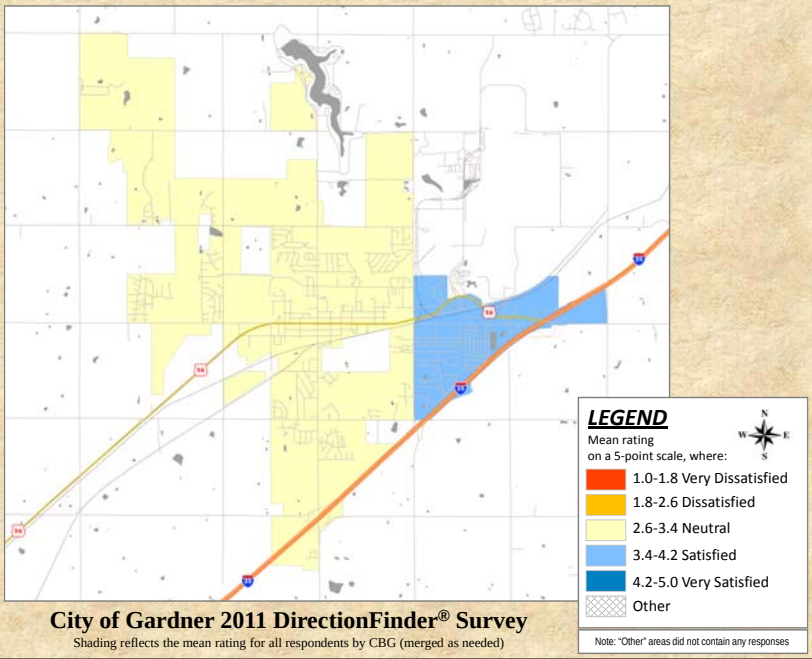
Q3D Overall quality of life in the City.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

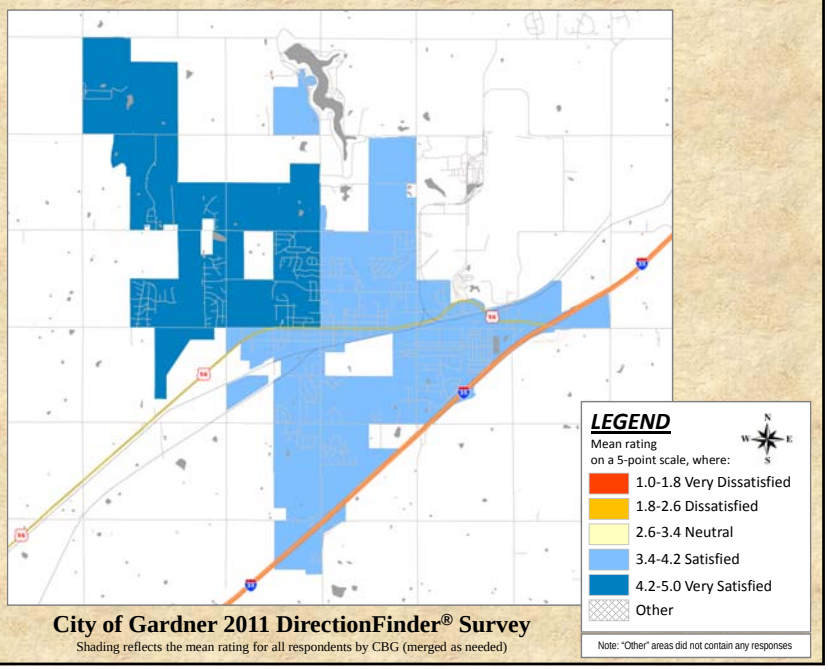
Q3E Quality of new development in Gardner.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

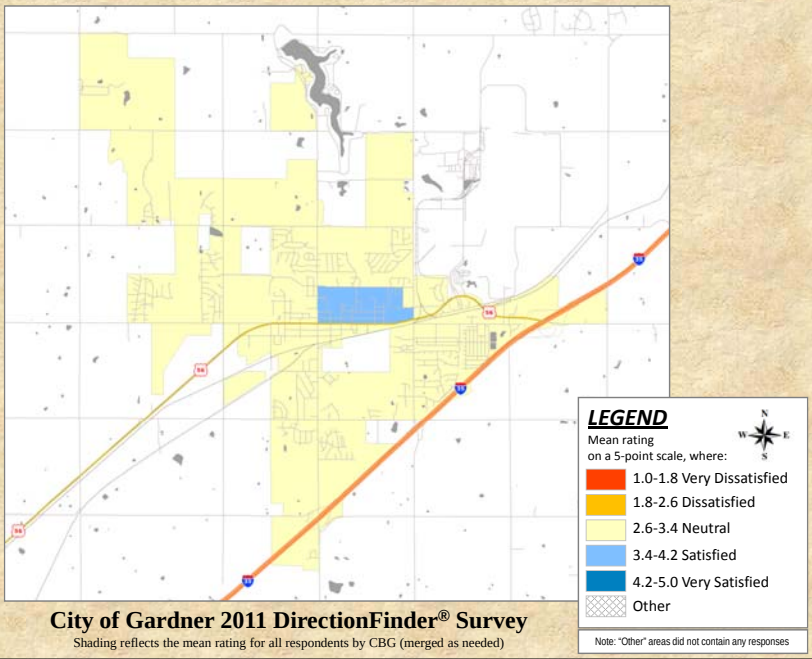
Q3F Overall feeling of safety in the City.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

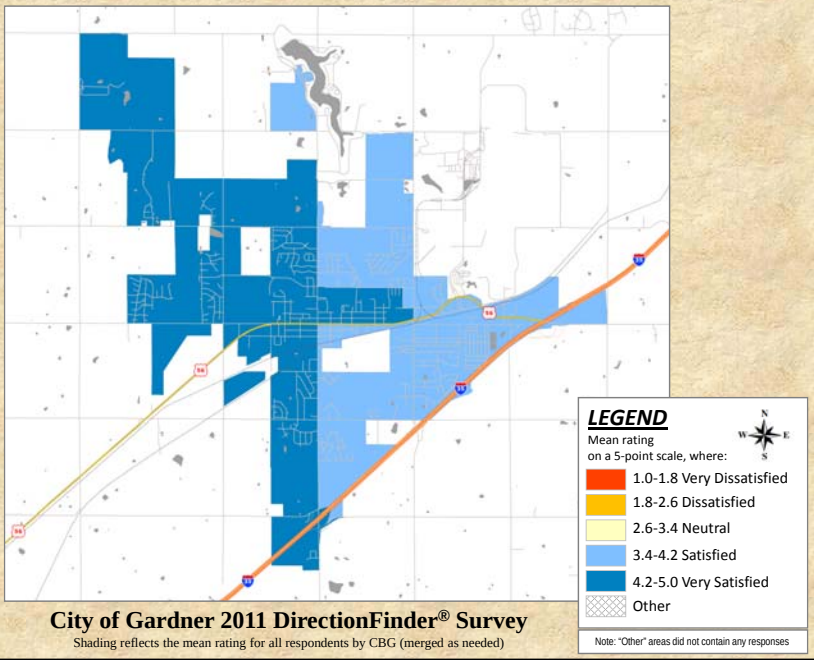
Q3G Overall value that you receive for your City tax dollars and fees.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

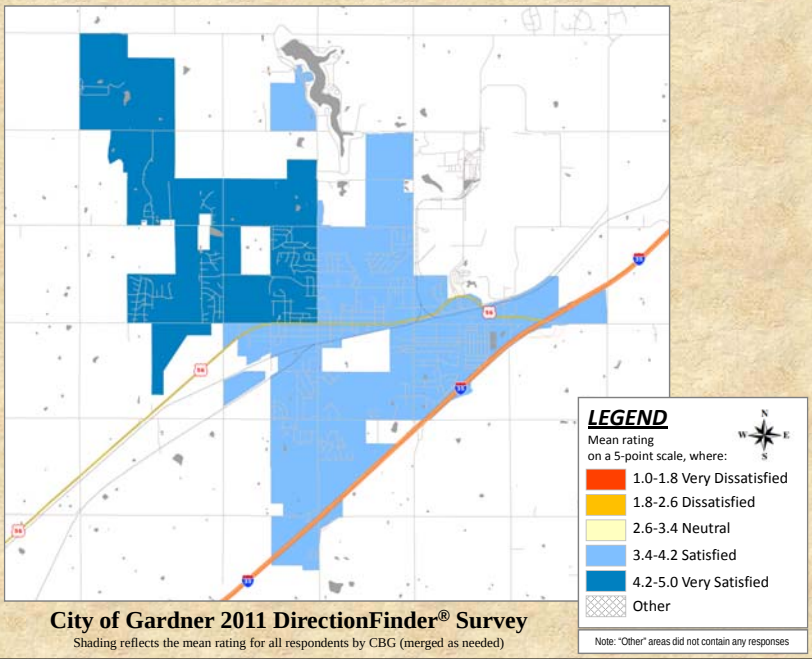
Q4A Overall quality of local police protection.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

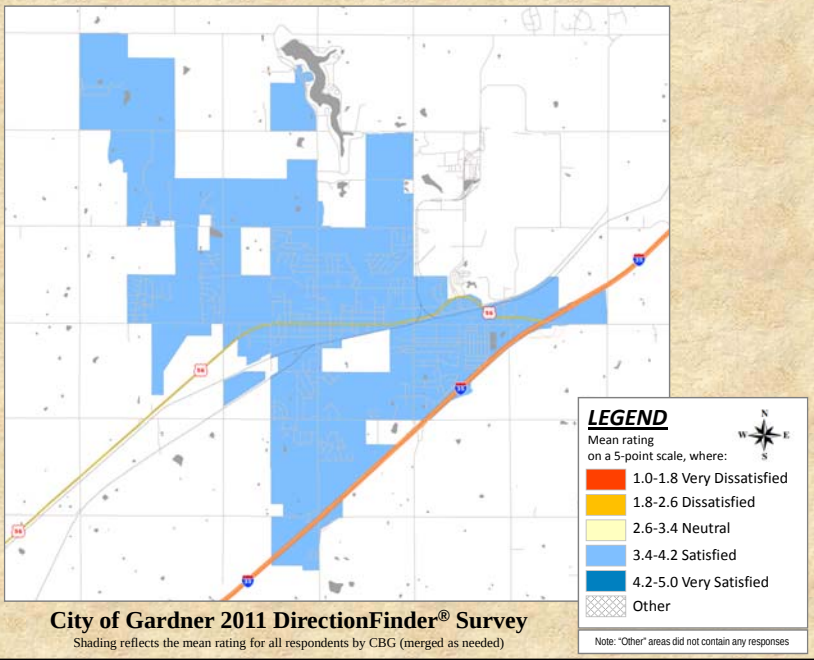
Q4B The visibility of police in neighborhoods.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

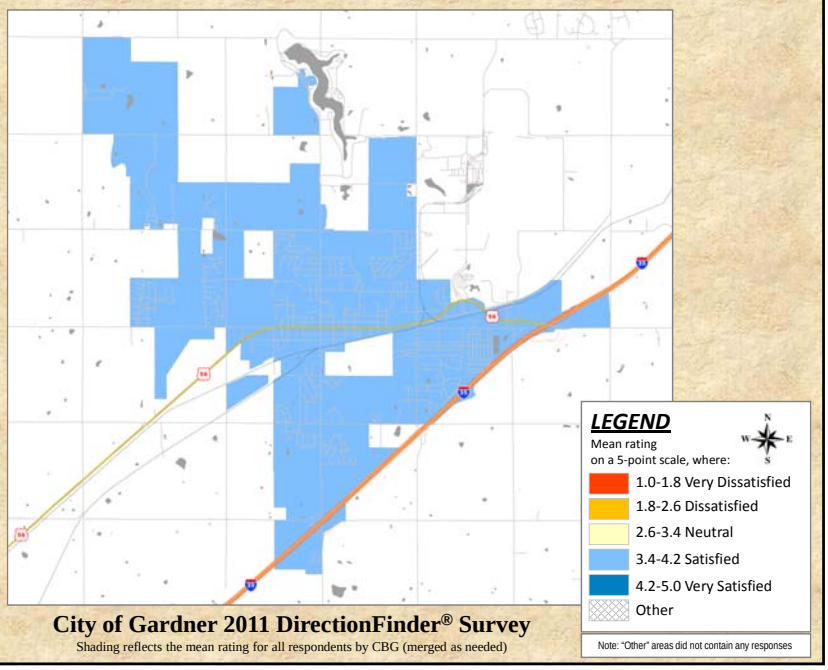
Q4C The visibility of police in retail areas.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

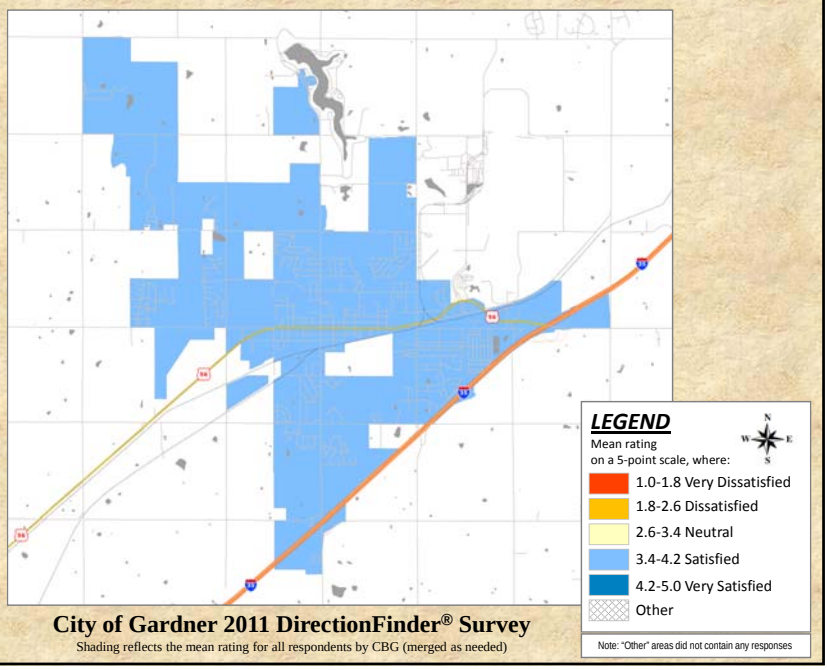
Q4D The City's efforts to prevent crime.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

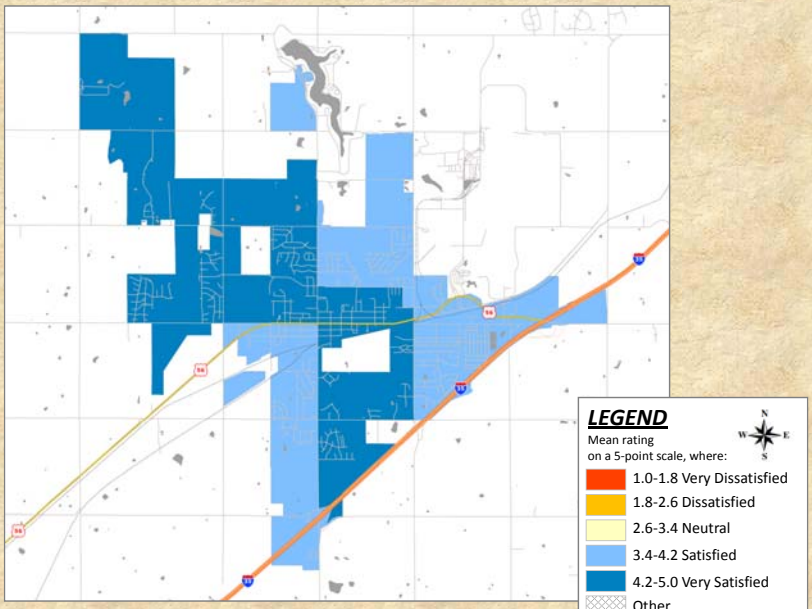
Q4E Enforcement of local traffic laws.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

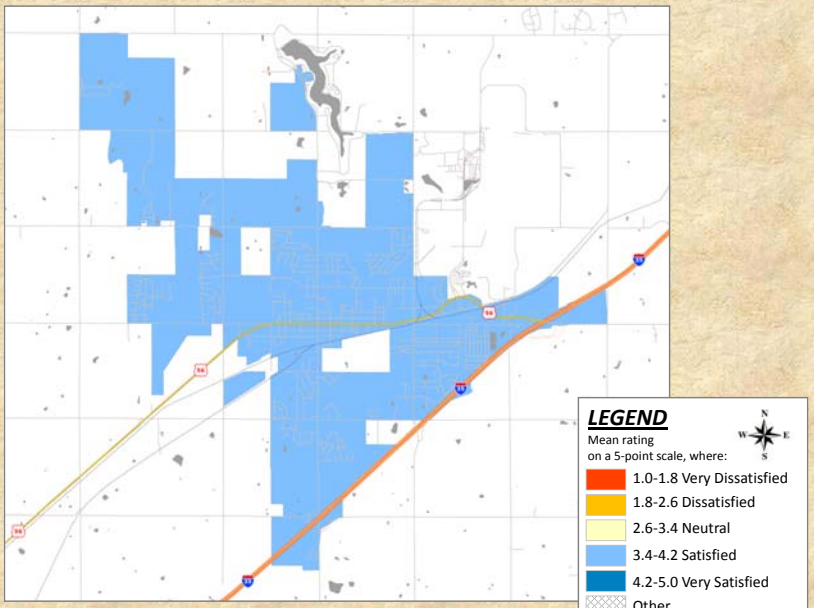
Q4F Overall quality of local fire protection.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

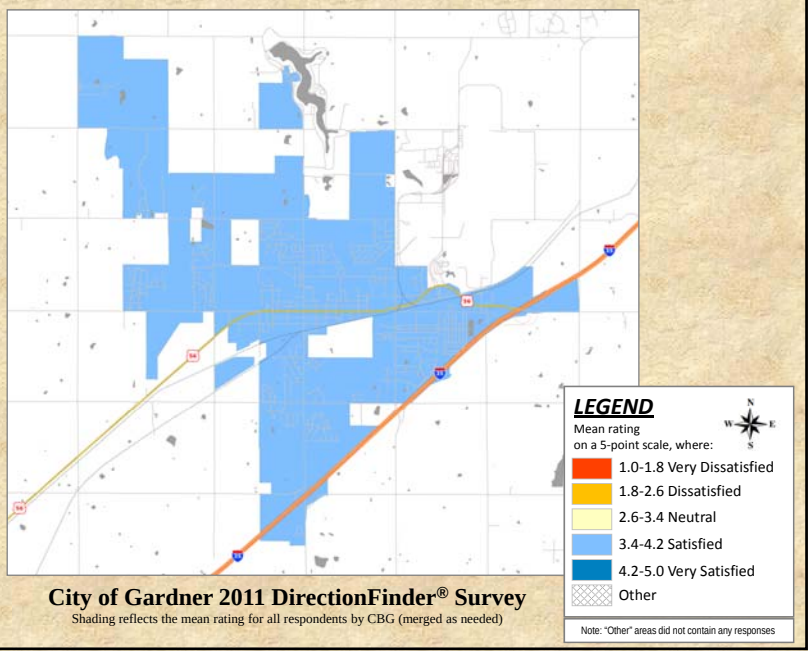
Q4G Visibility of fire department personnel.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

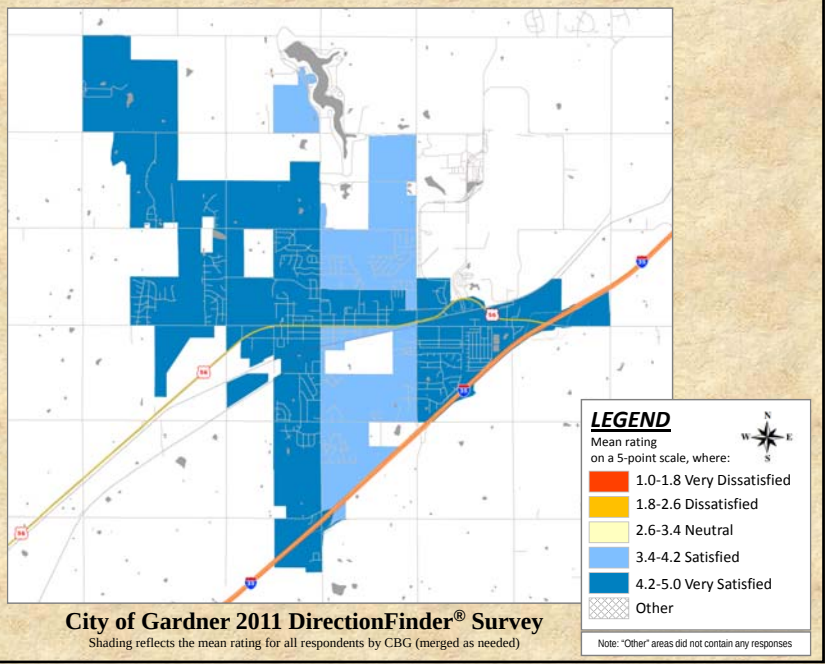
Q4H City efforts to enhance fire protection.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

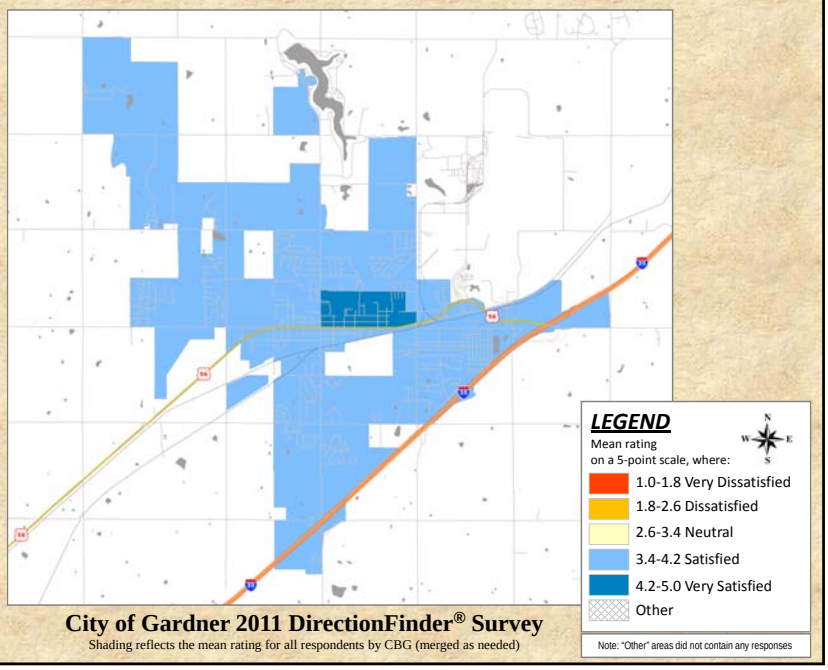
Q4I How quickly public safety personnel respond to emergencies.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

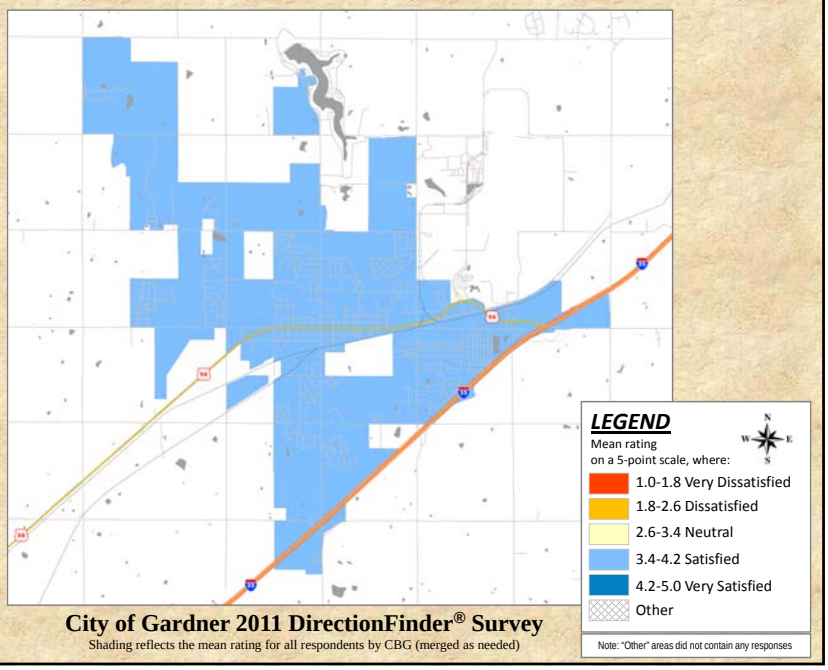
Q4J Overall quality of local ambulance services.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

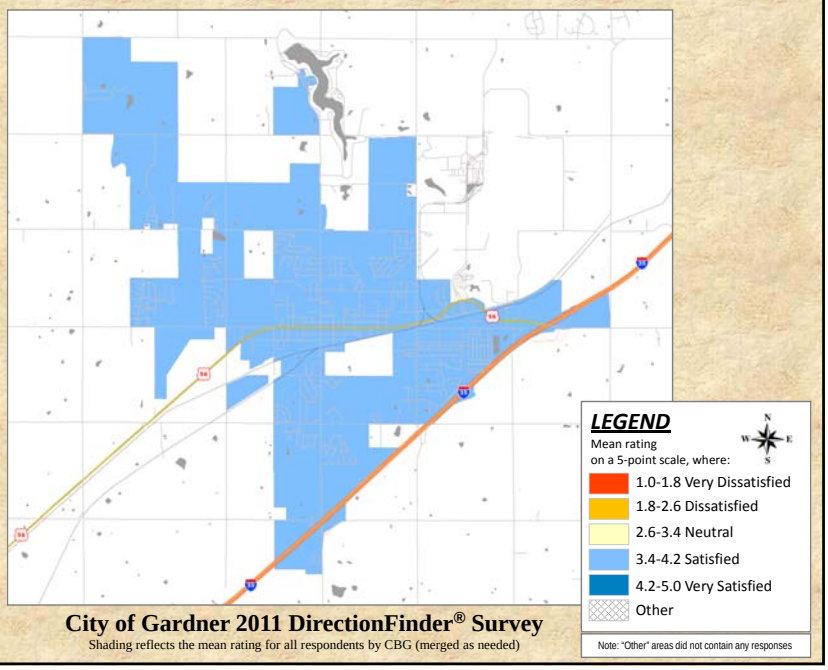
Q4K Public safety education programs.



City of Gardner 2011 DirectionFinder® Survey

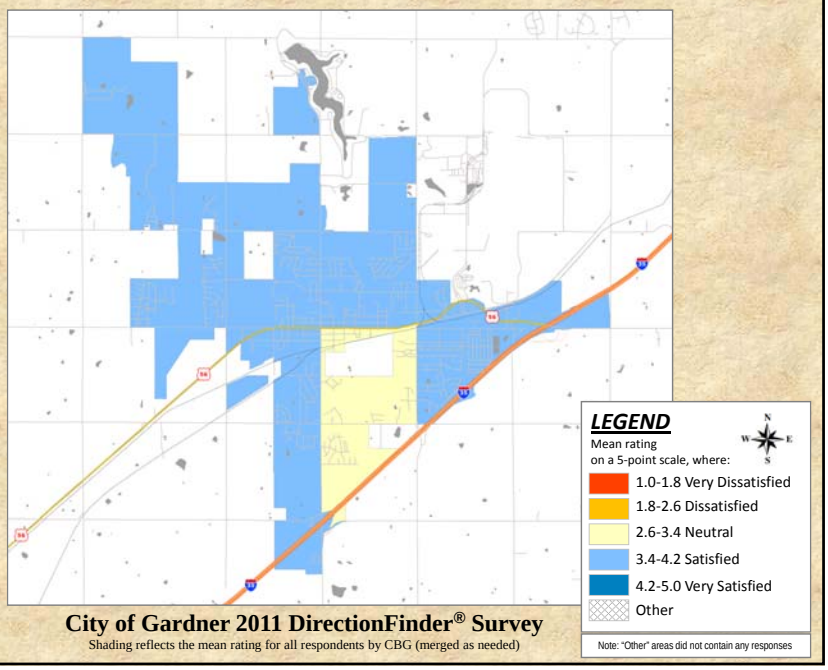
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4L The level of emphasis and resources used to combat illegal drug activities.



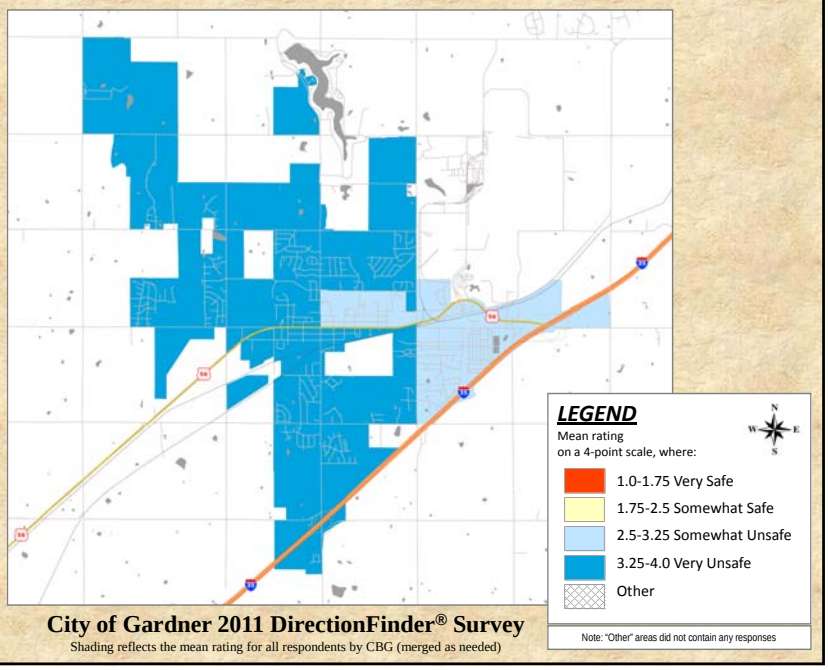
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q4M Quality of animal control.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

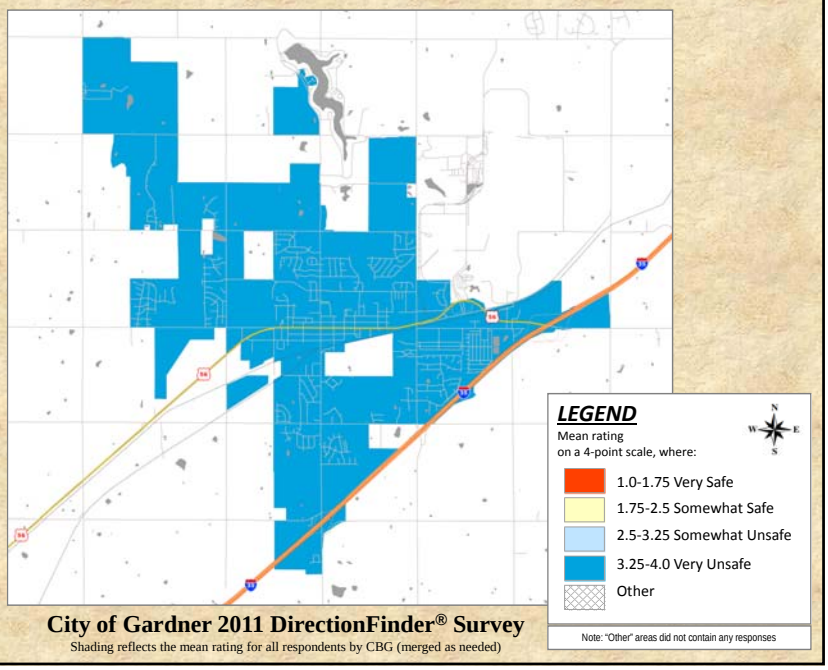
Q6A Walking alone in your neighborhood after dark.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

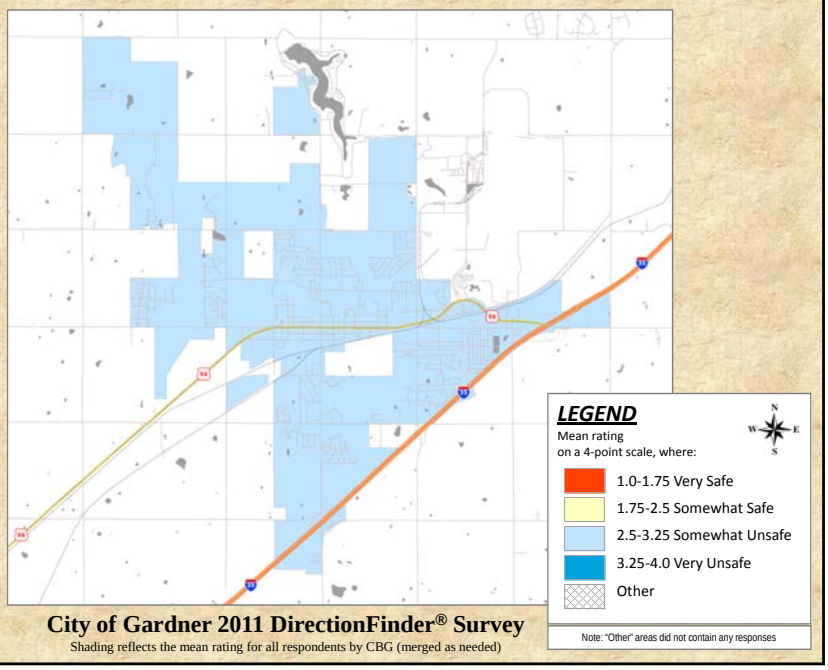
Q6B Walking alone in your neighborhood during the day.



City of Gardner 2011 DirectionFinder® Survey

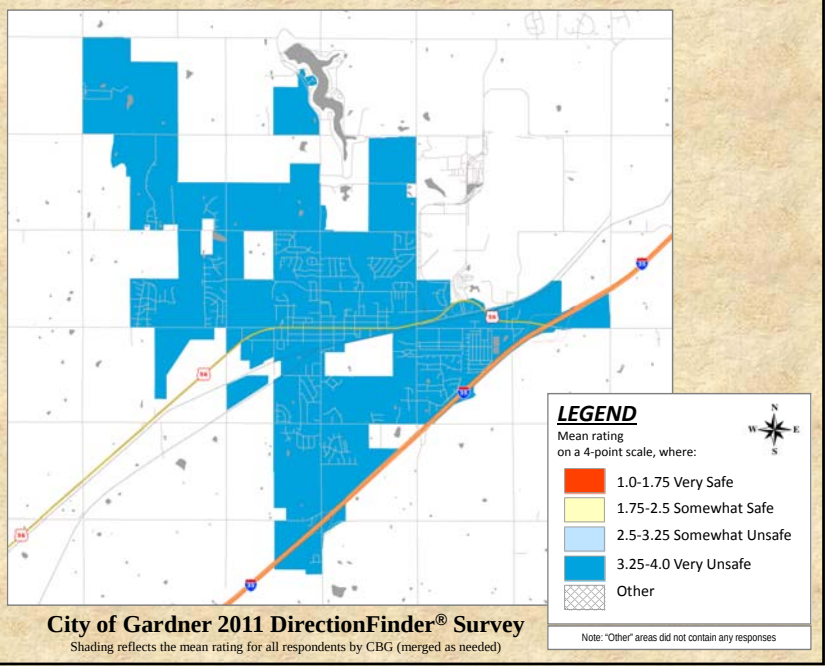
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6C Walking alone in business areas or downtown after dark.



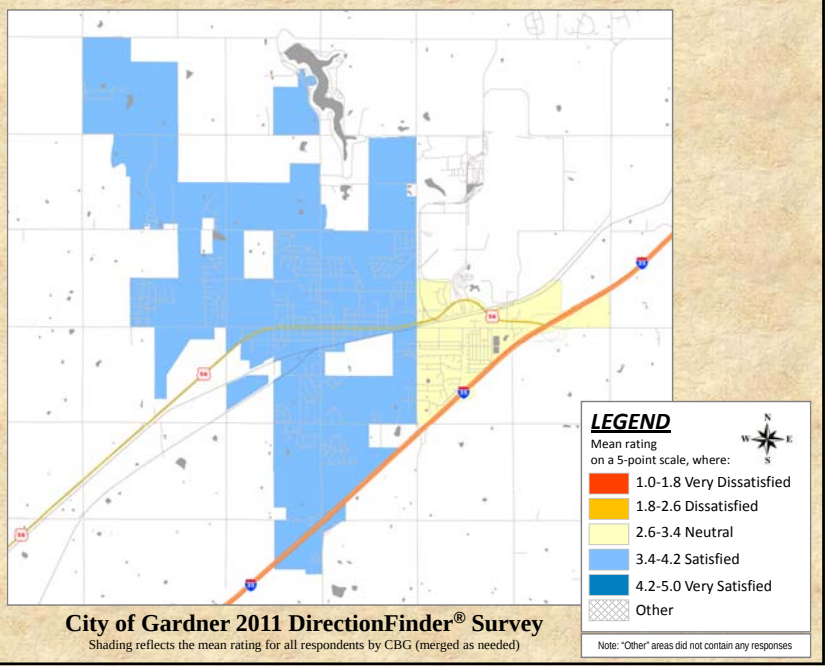
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q6D Walking alone in business areas or downtown during the day.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

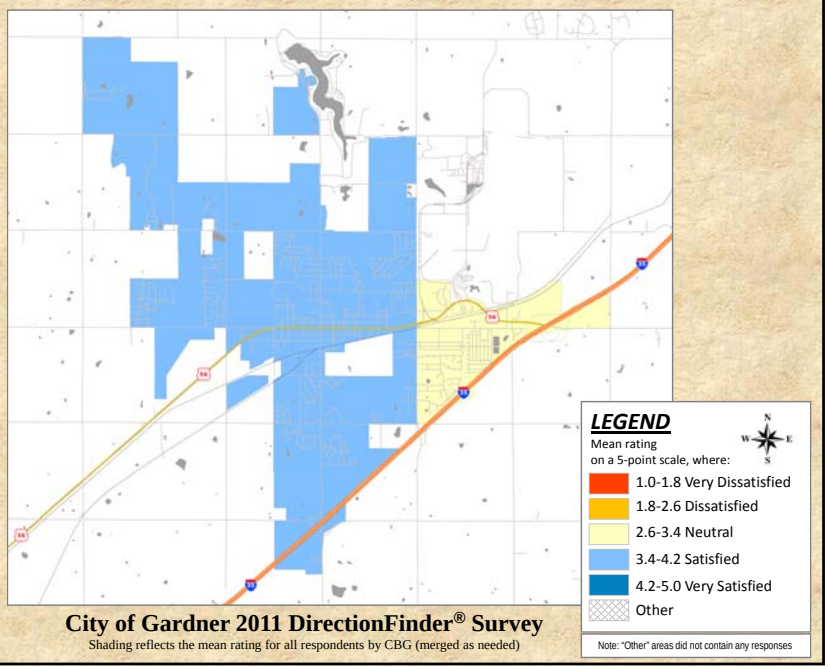
Q9A Maintenance of major City streets.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

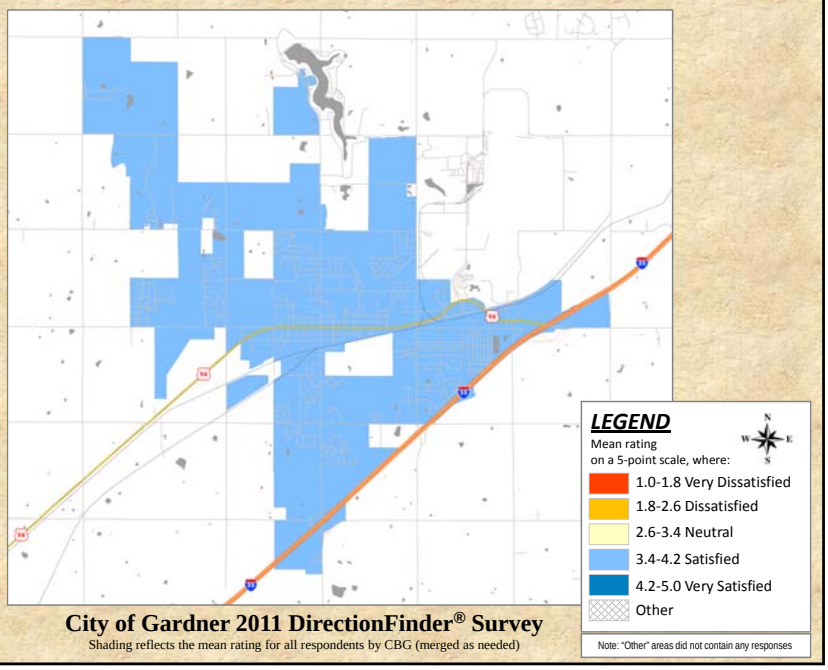
Q9B Maintenance of streets in your neighborhood.



City of Gardner 2011 DirectionFinder® Survey

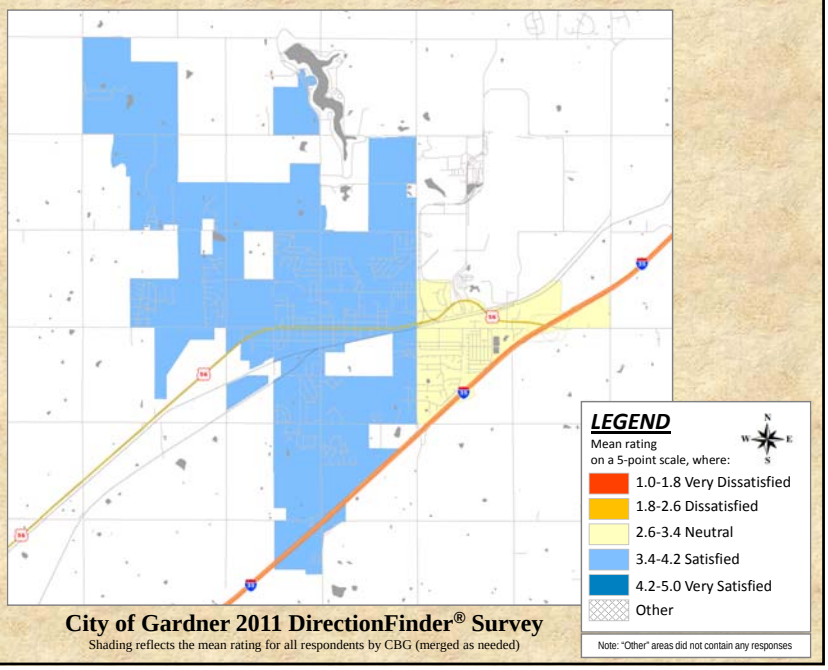
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9C Maintenance of street traffic signals and street signs.



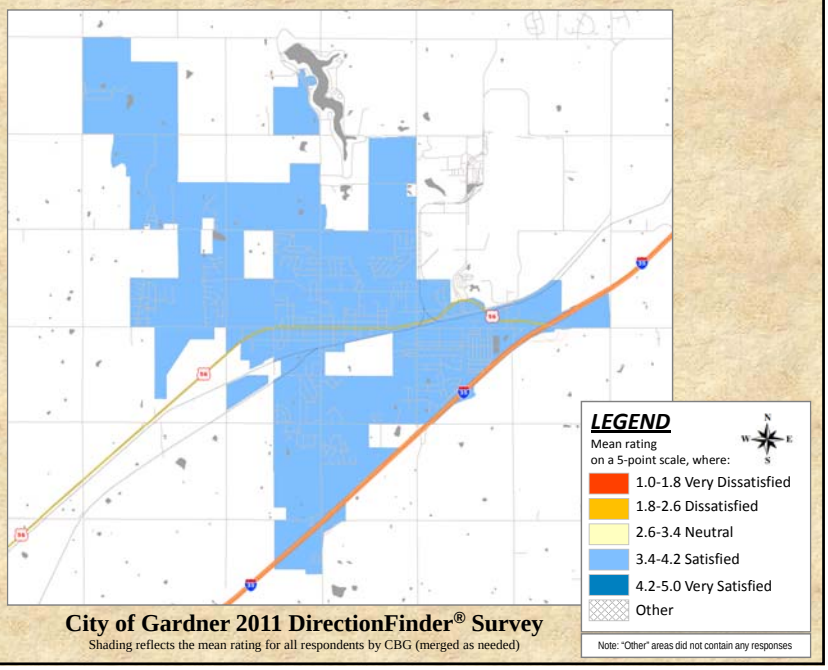
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9D Quality of street repair services.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

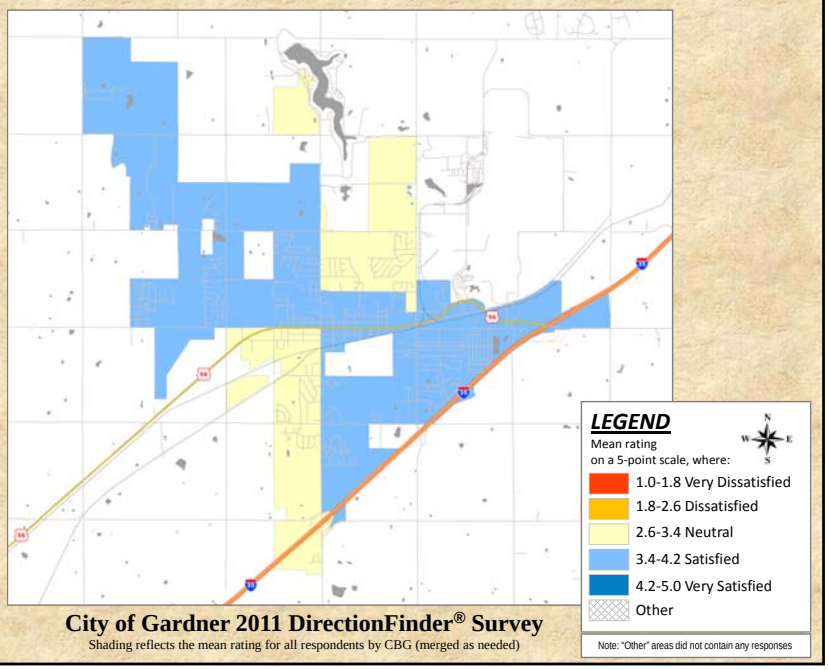
Q9E Quality of street cleaning services.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

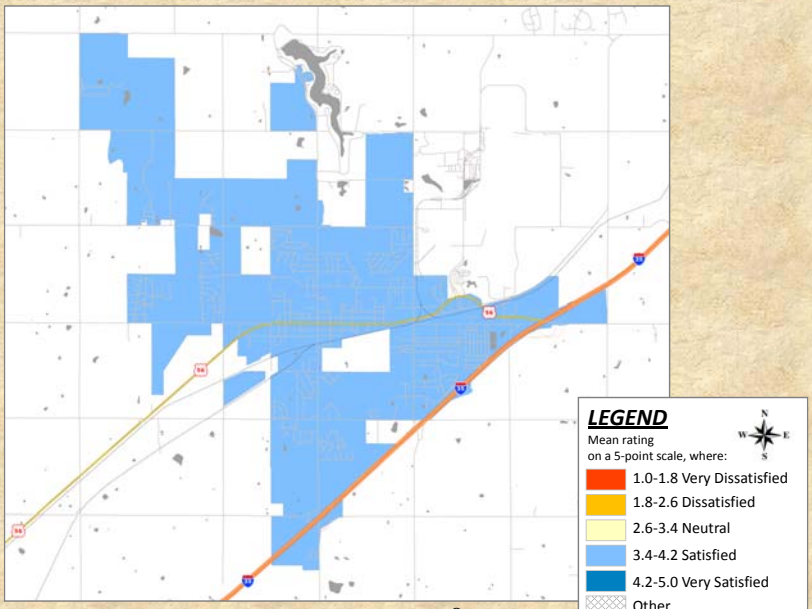
Q9F Maintenance of sidewalks.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

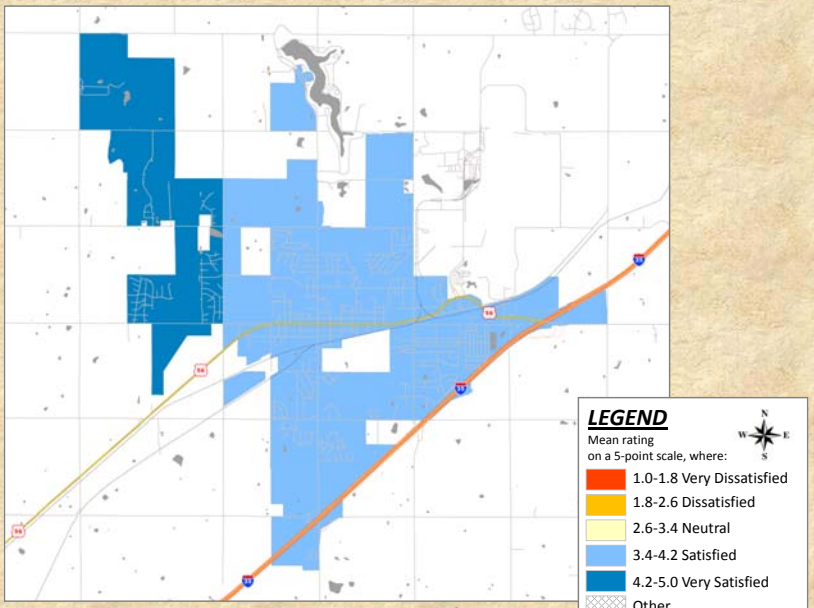
Q9G Maintenance and preservation of Downtown Gardner.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

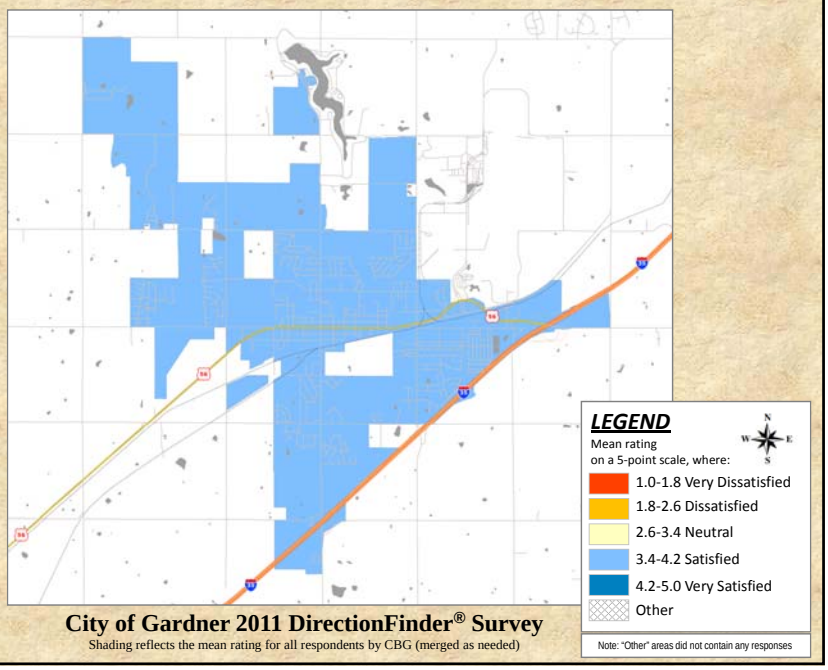
Q9H Maintenance of City buildings.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9I Snow removal on major City streets.



City of Gardner 2011 DirectionFinder® Survey
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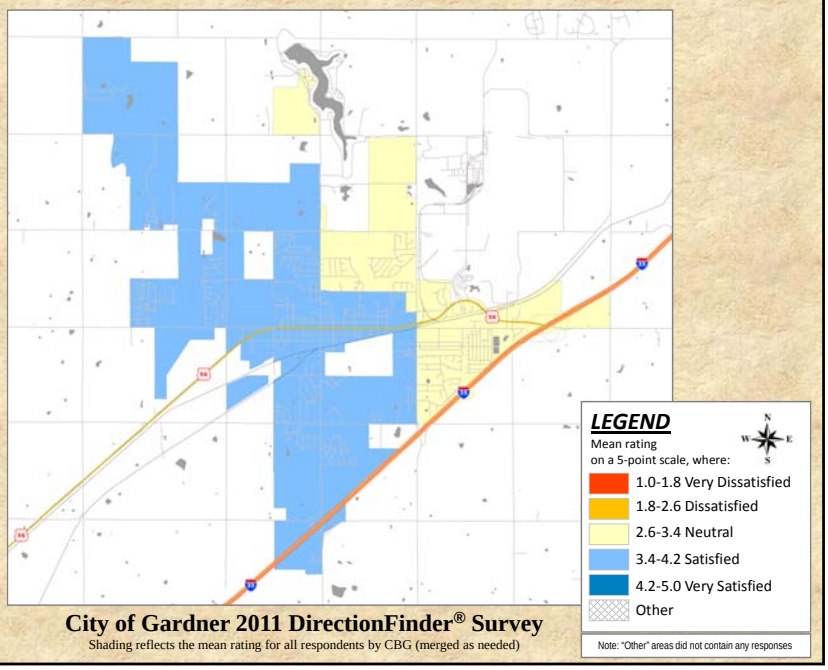
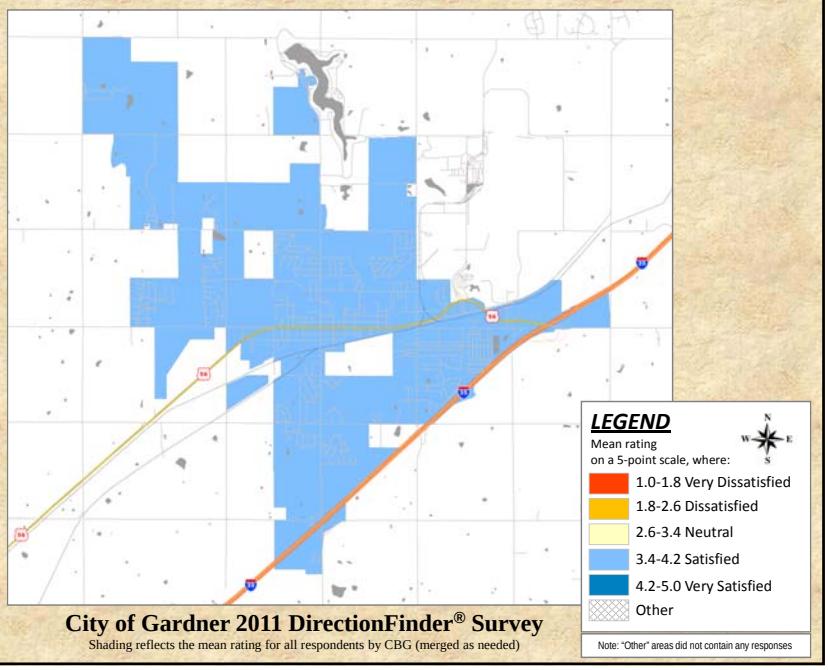
Q9J Snow removal on streets in residential areas.



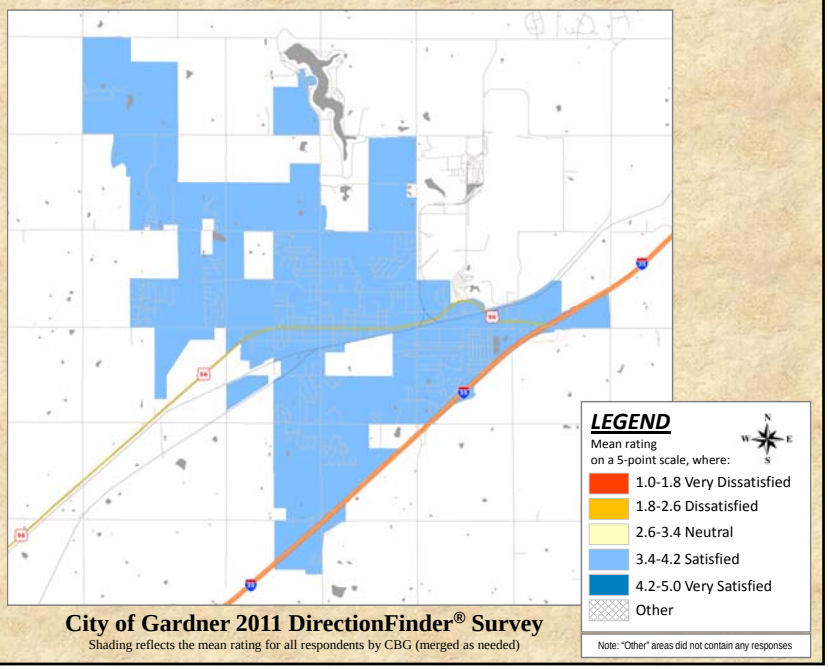
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9K Mowing and trimming along City streets and other public areas.



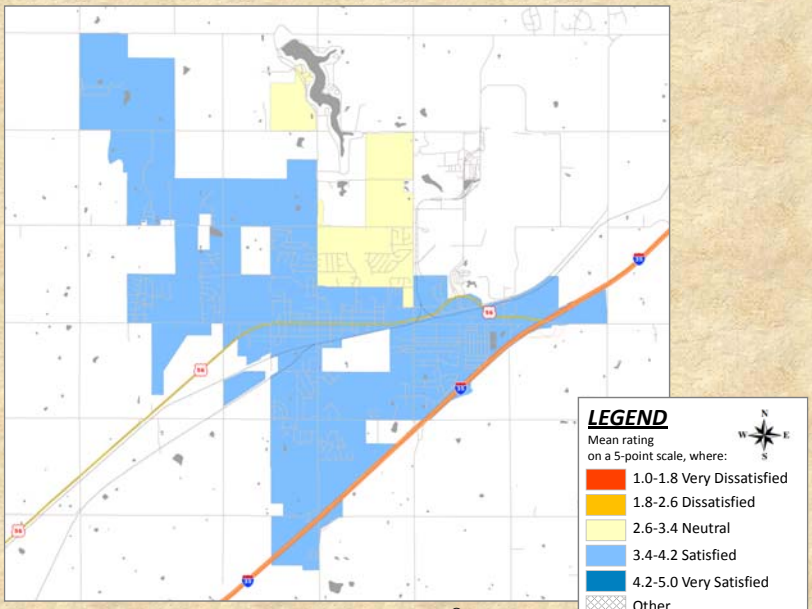
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q9L Overall cleanliness of City streets and other public areas.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

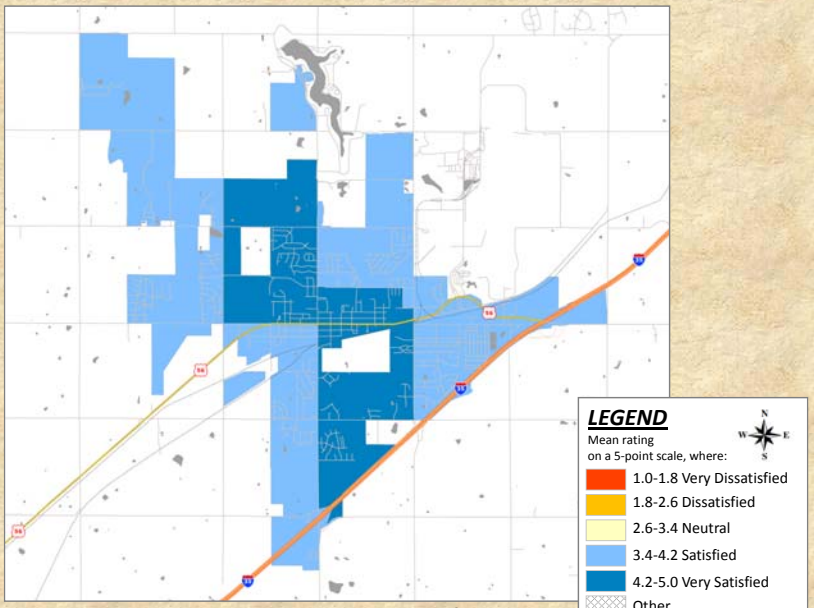
Q9M Adequacy of City street lighting.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

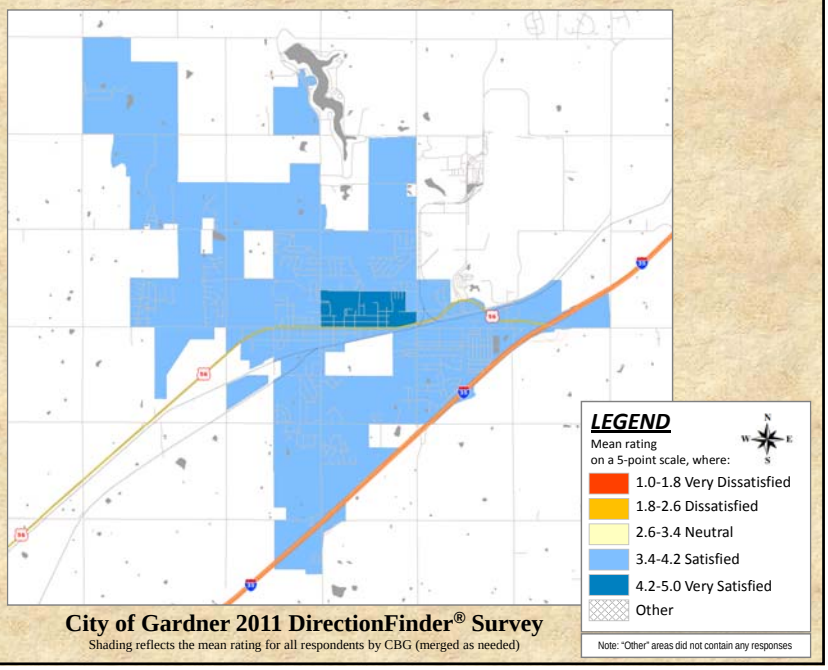
Q11A Maintenance of City parks.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

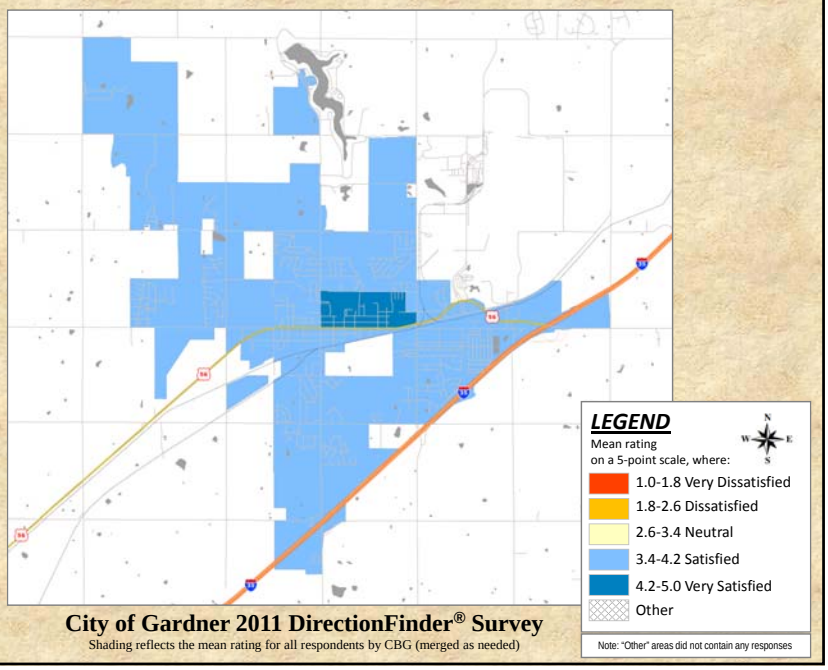
Q11B Number of City parks.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

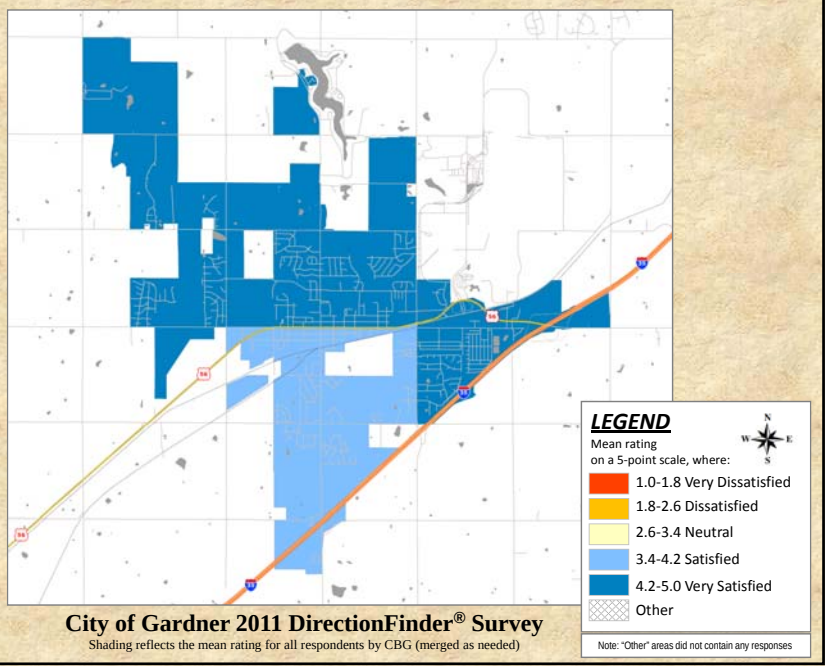
Q11C Walking and biking trails in the City.



City of Gardner 2011 DirectionFinder® Survey

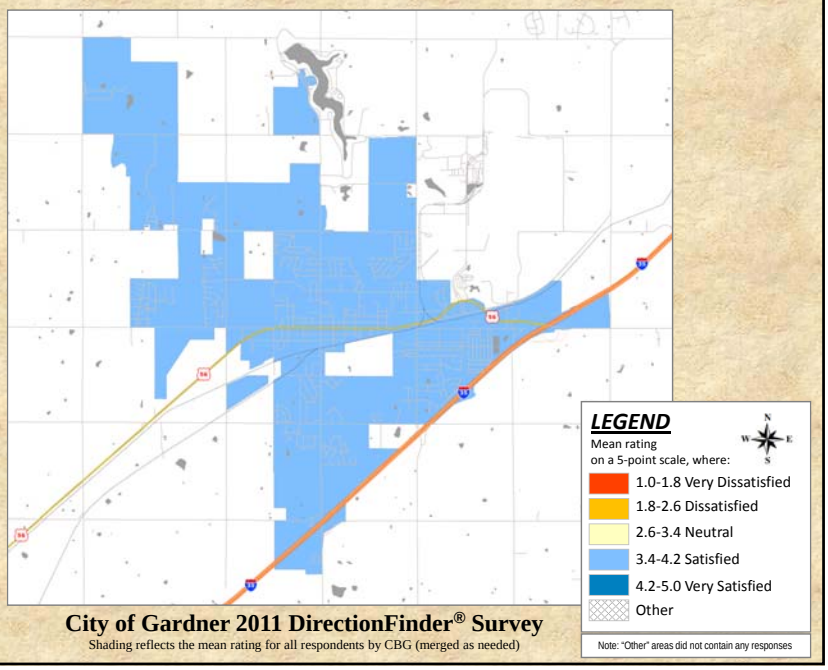
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11D City swimming pool/aquatic center.



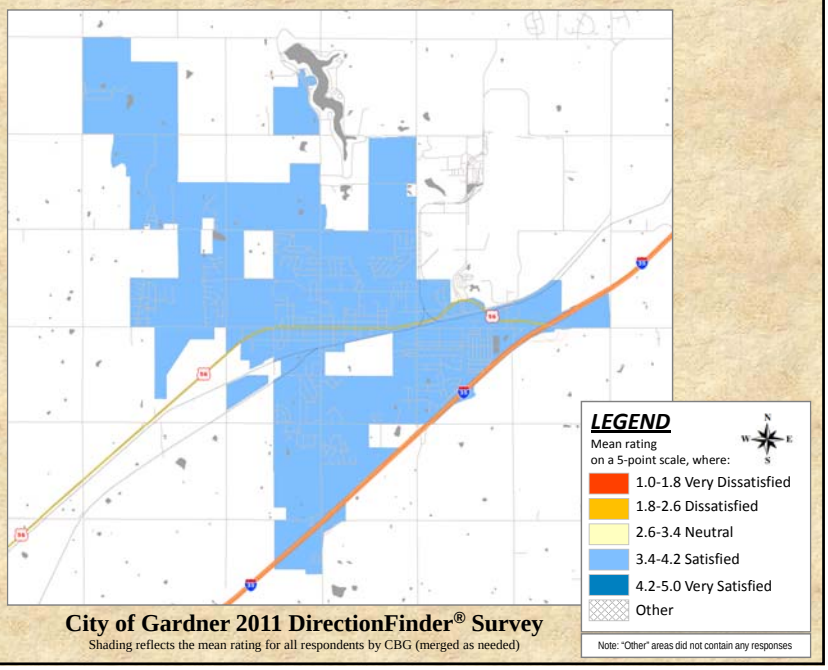
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11E Gardner golf course.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

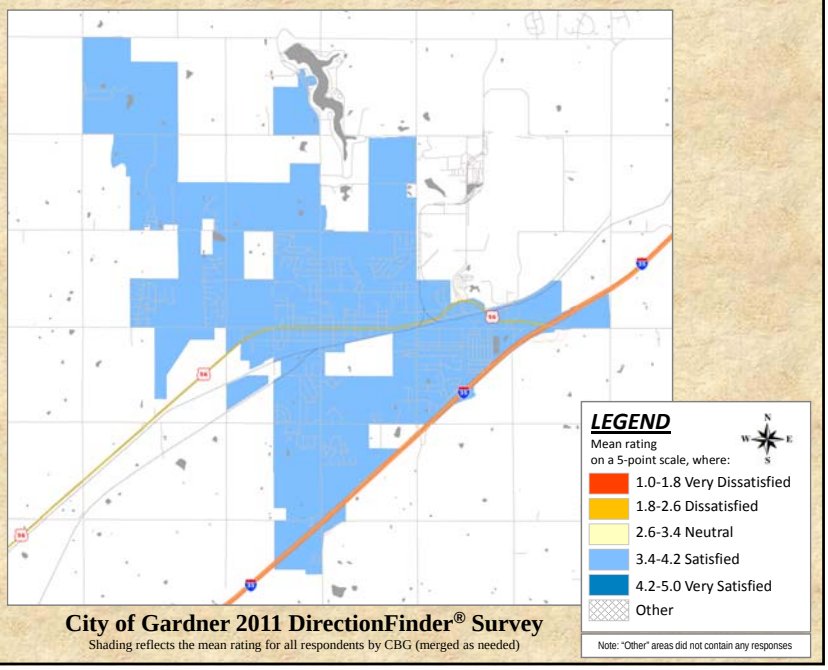
Q11F Outdoor athletic fields.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11G The City's youth athletic programs.



City of Gardner 2011 DirectionFinder® Survey

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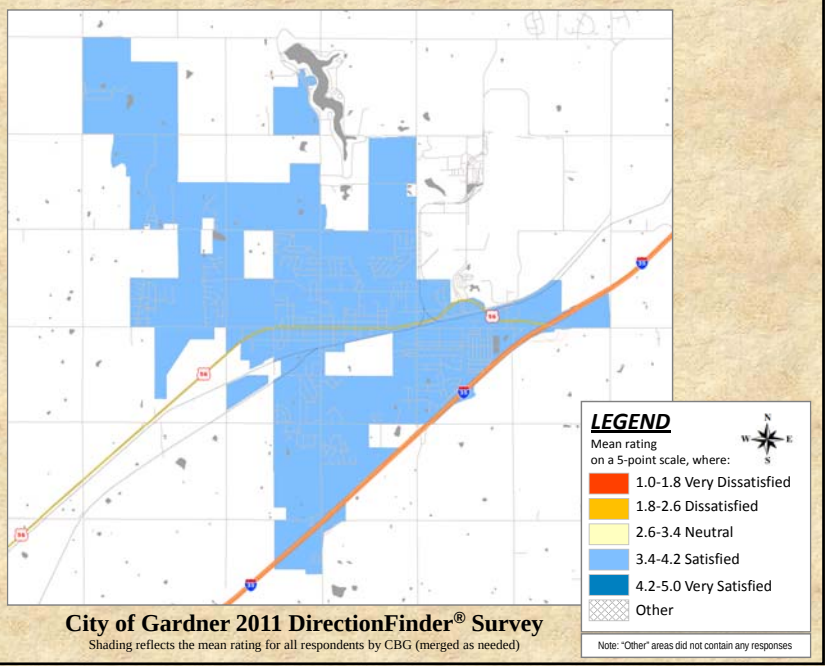
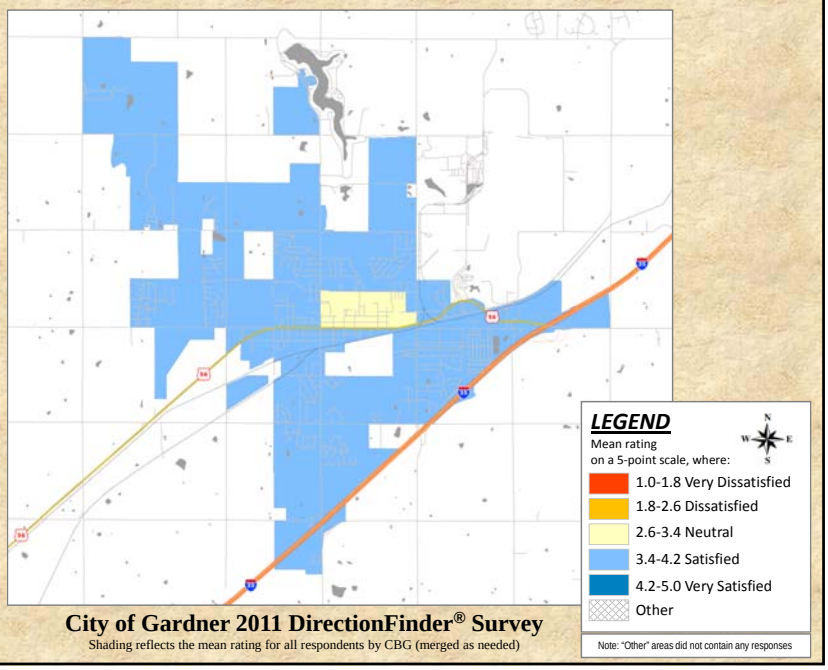
Q11H The City's adult athletic programs.



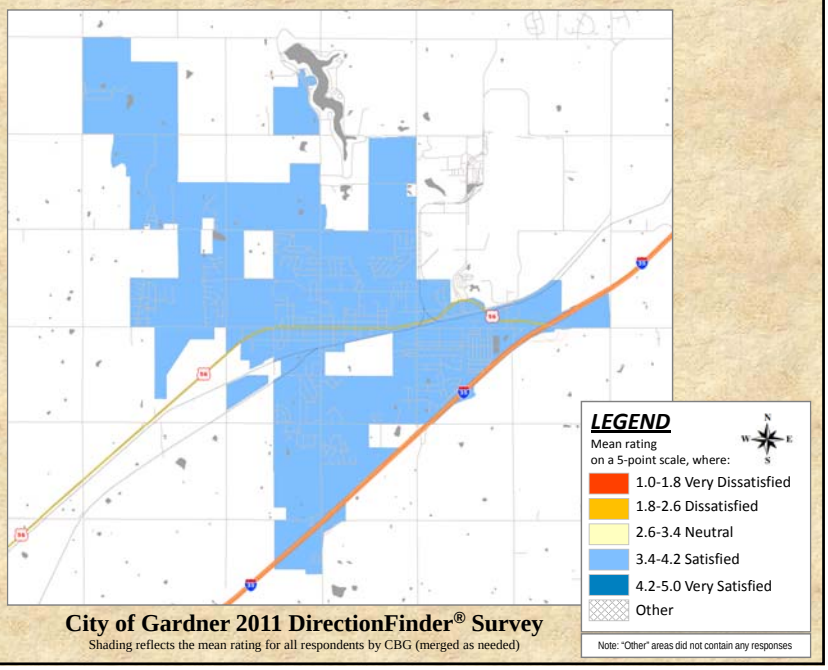
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11I Other City recreation programs, such as classes, trips, and special events.



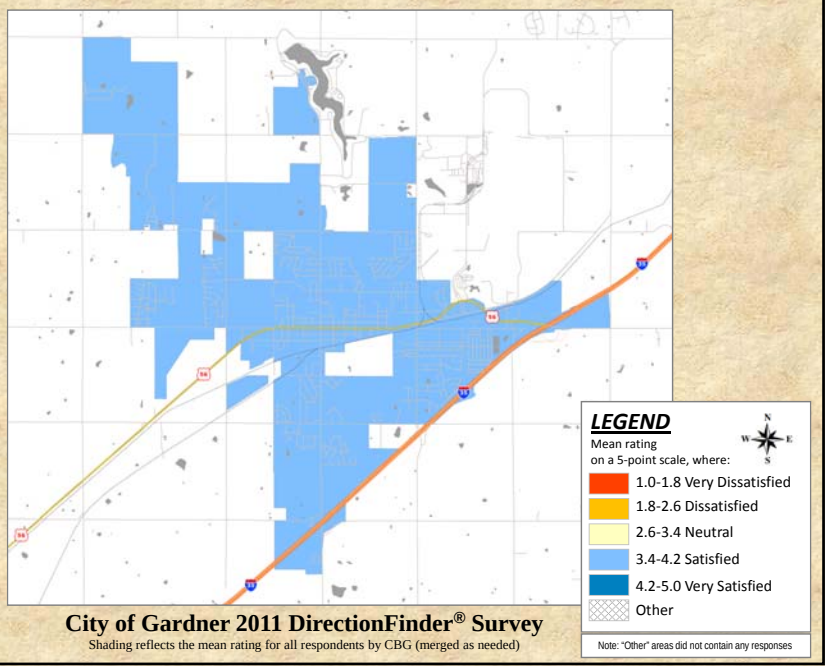
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11J Ease of registration for programs.



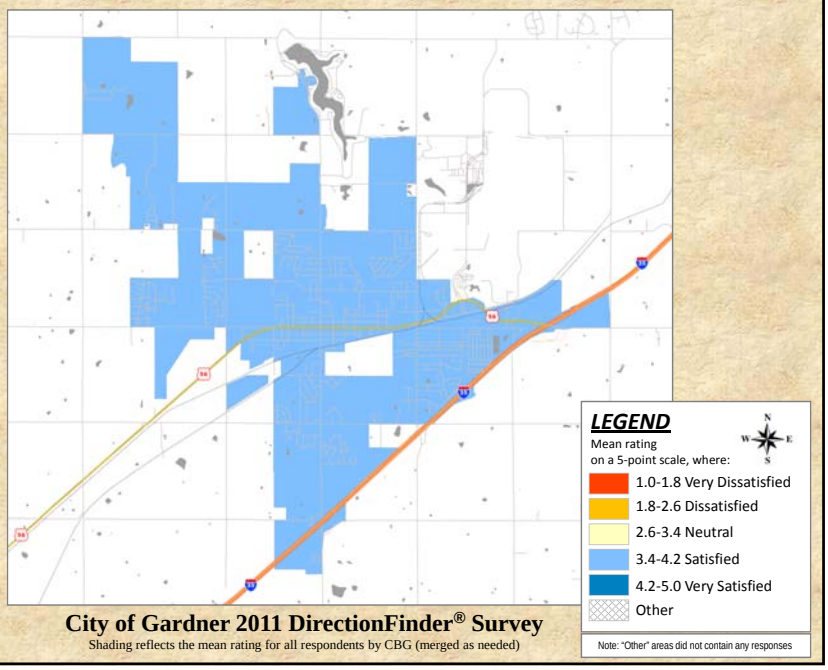
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q11K Fees charged for recreation programs or classes.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

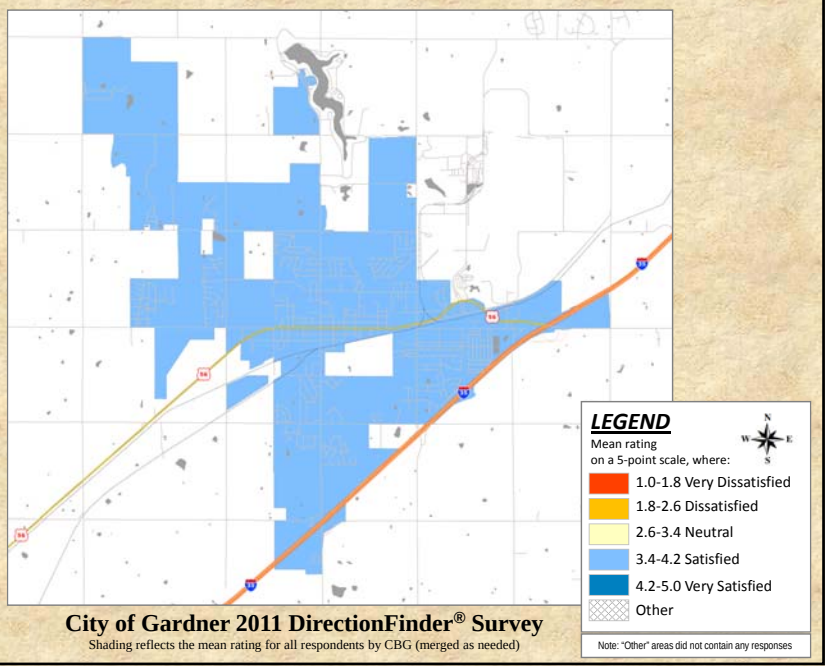
Q11L Quality of recreation programs or classes.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13A The Clarity and taste of the tap water in your home.



City of Gardner 2011 DirectionFinder® Survey

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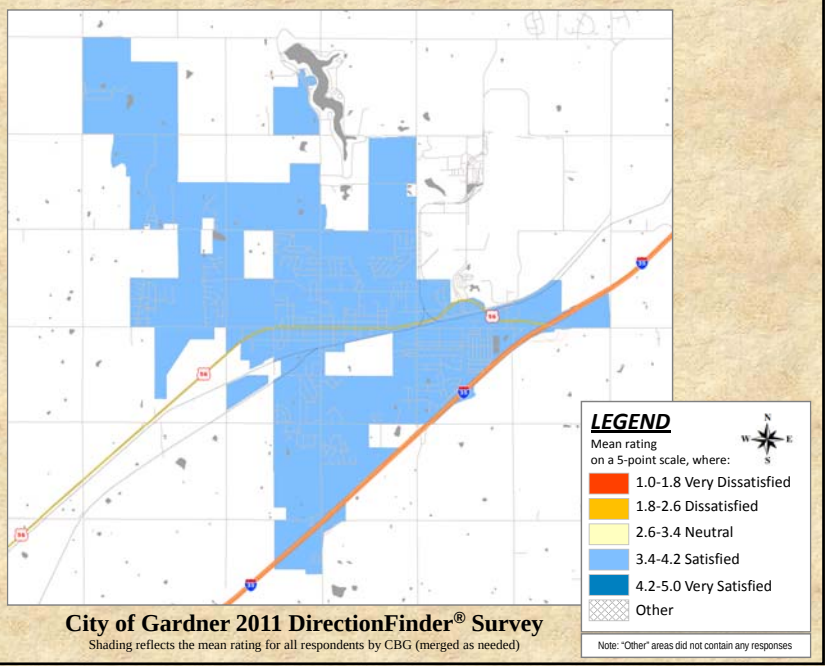
Q13B Water pressure in your home.



City of Gardner 2011 DirectionFinder® Survey
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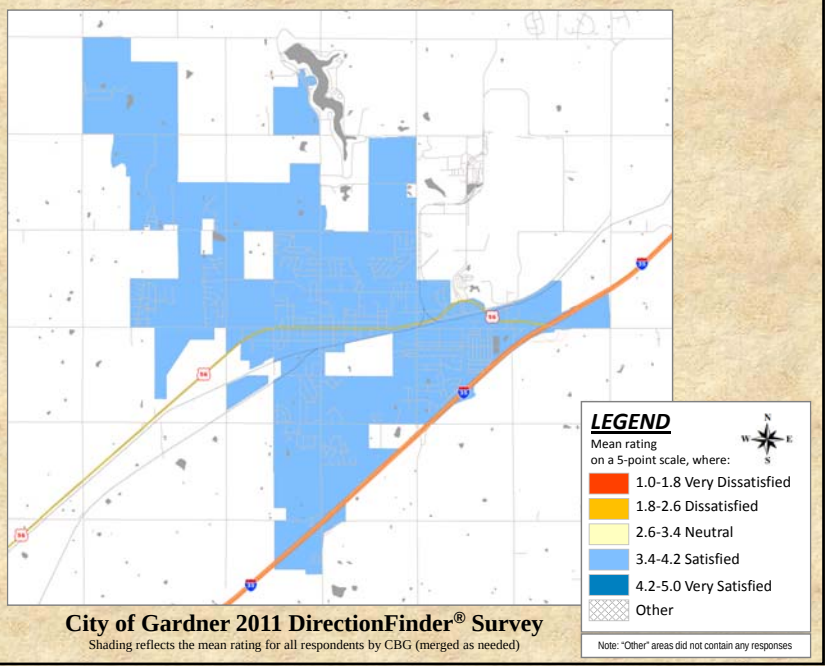
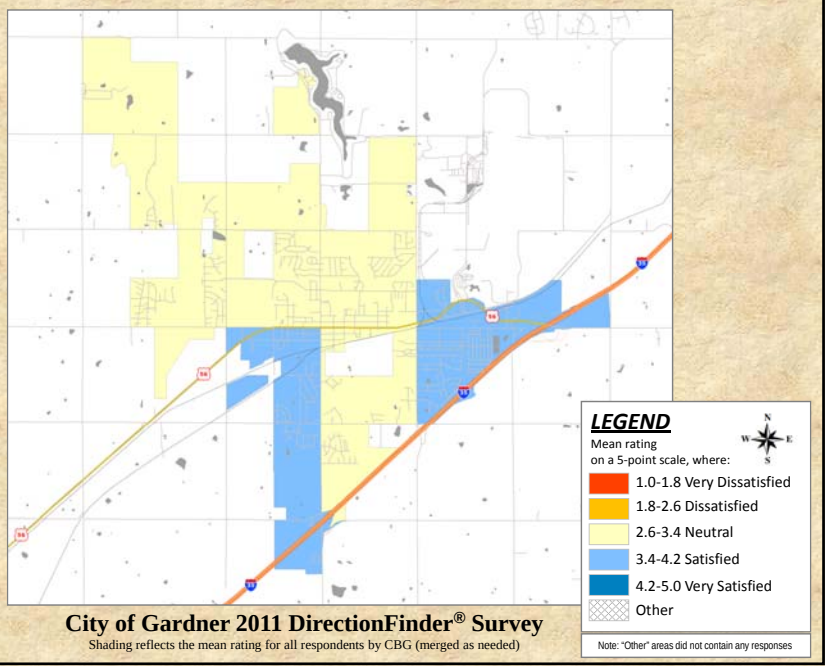
Q13C Drainage of rain water off City streets.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

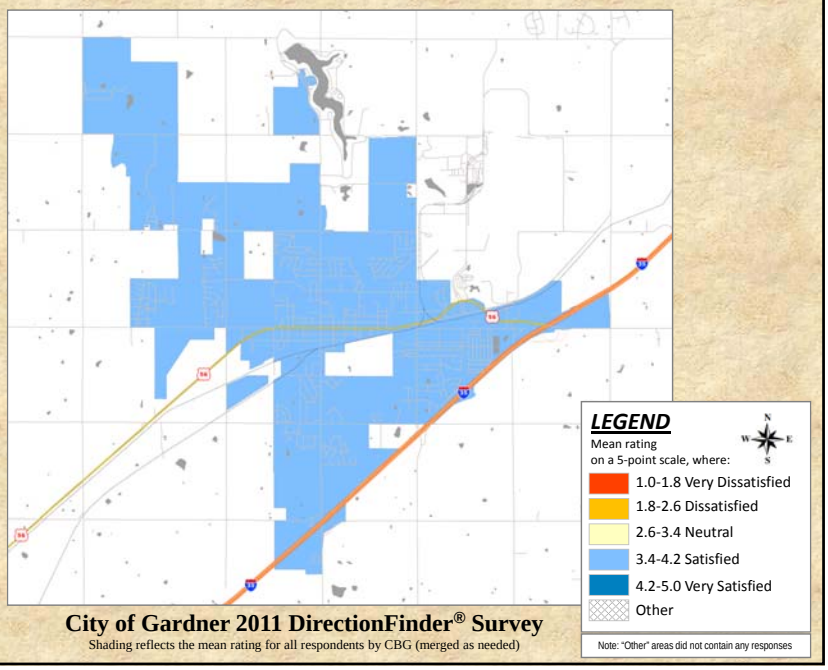
Q13D Drainage of rain water off properties next to your residence.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

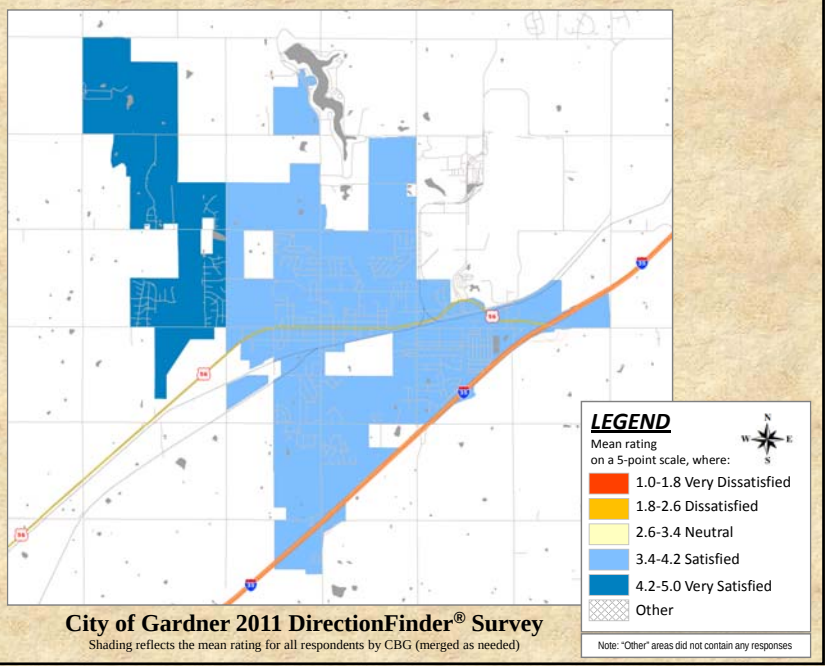
Q13E Adequacy of the City's wastewater collection system.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

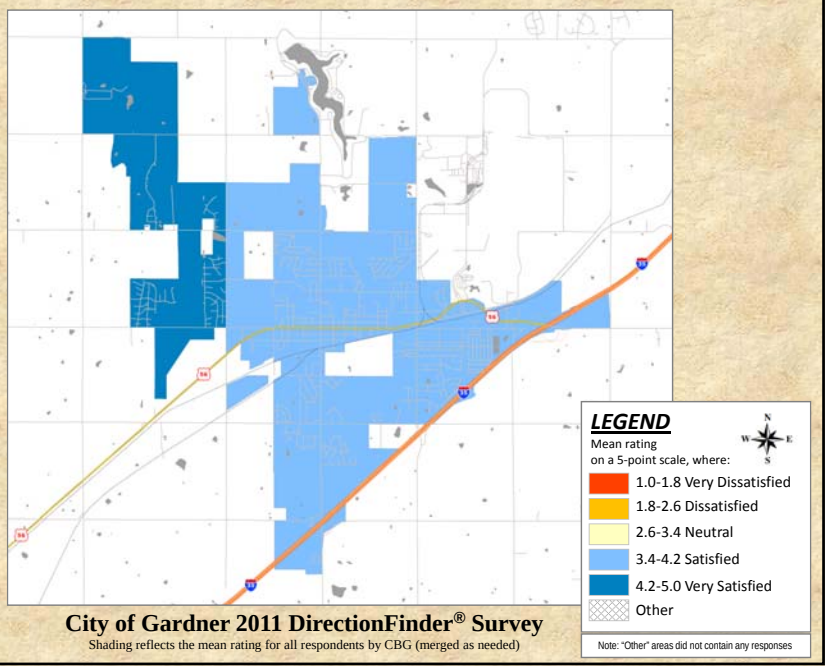
Q13F Overall reliability of electrical services.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

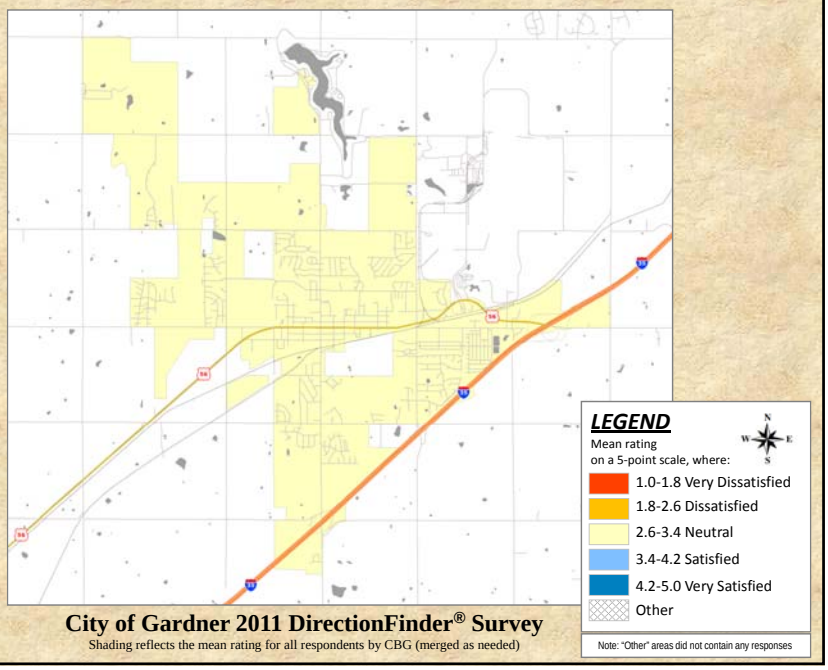
Q13G How quickly electrical outages are repaired.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

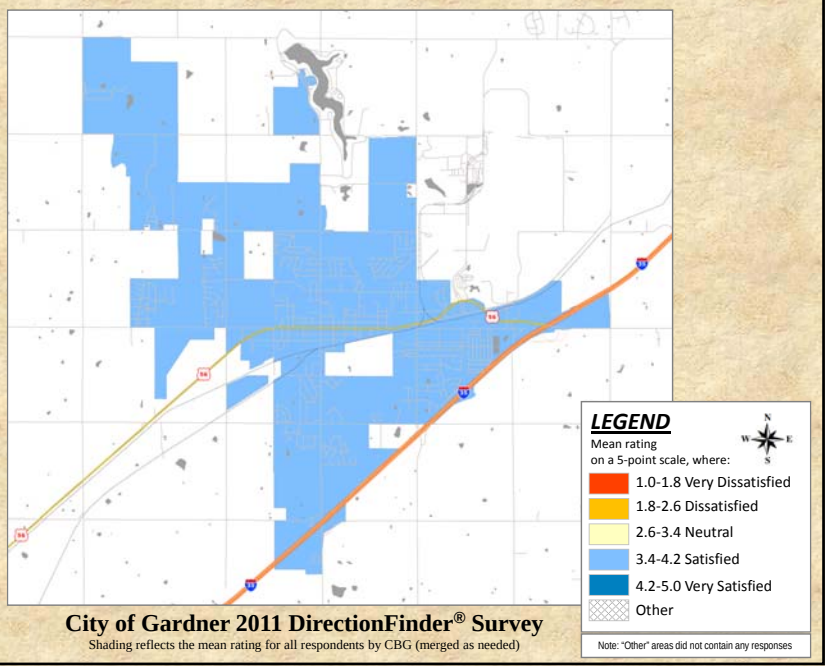
Q13H What you are charged for utilities.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13I How easy your utility bill is to understand.



City of Gardner 2011 DirectionFinder® Survey

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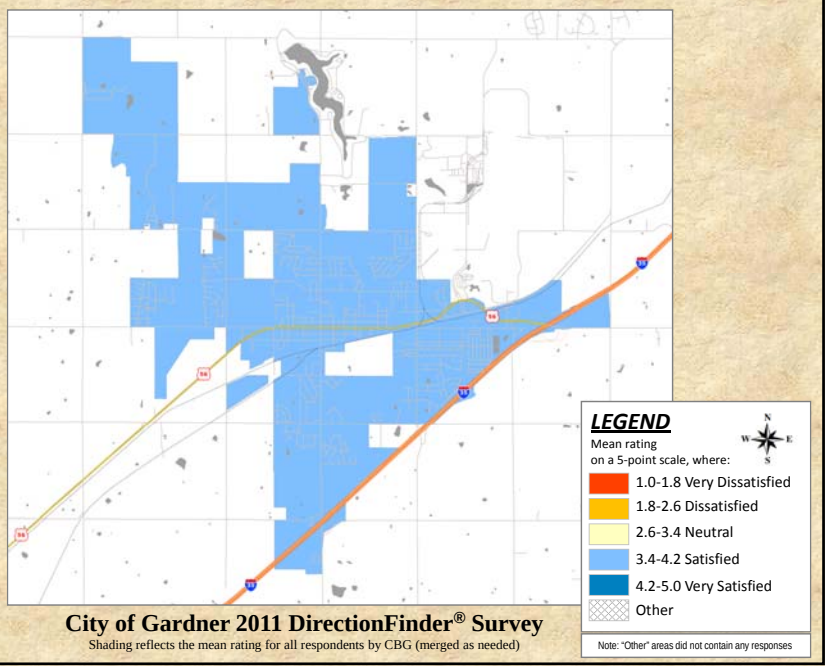
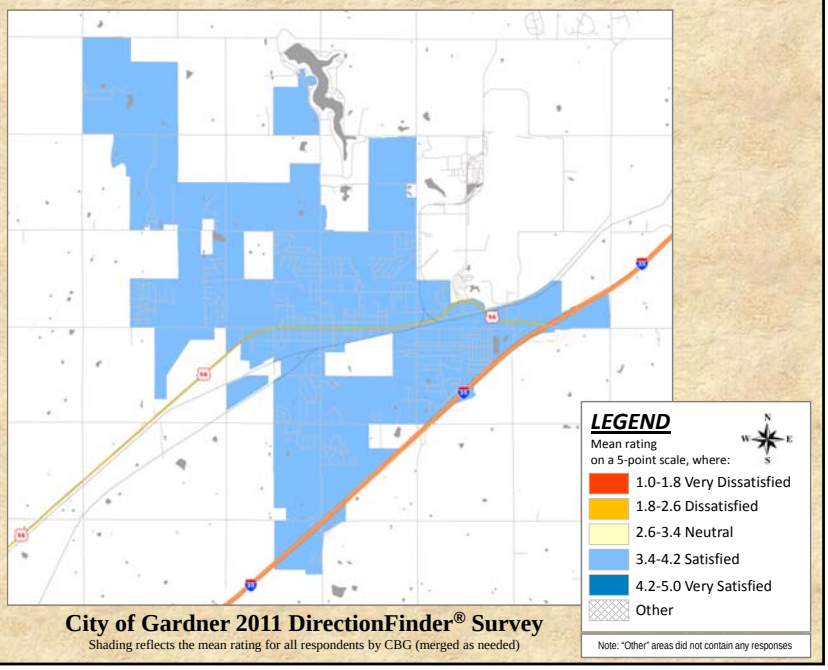
Q13J The timeliness of your utility bill.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

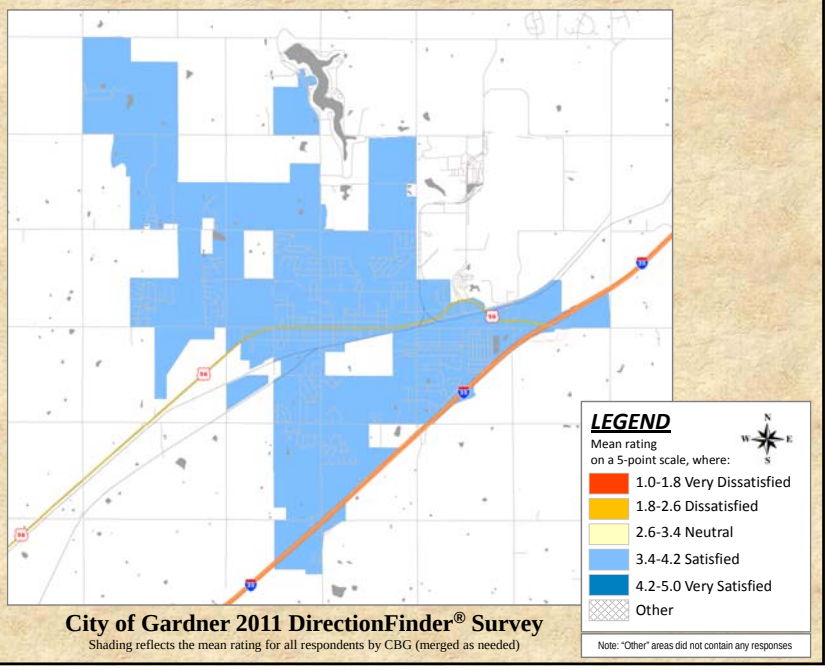
Q13K The accuracy of your utility bill.



City of Gardner 2011 DirectionFinder® Survey

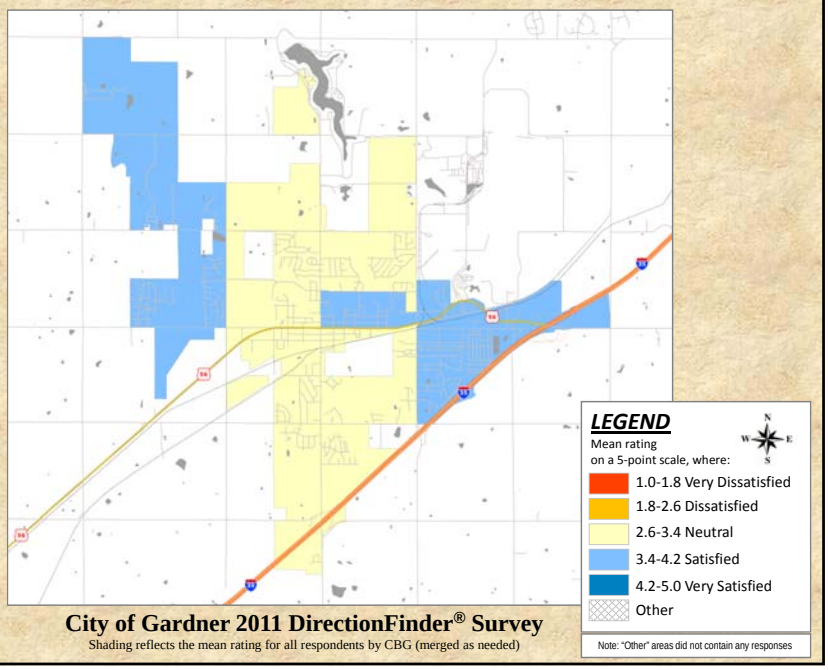
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q13L Options for paying your utility bill.



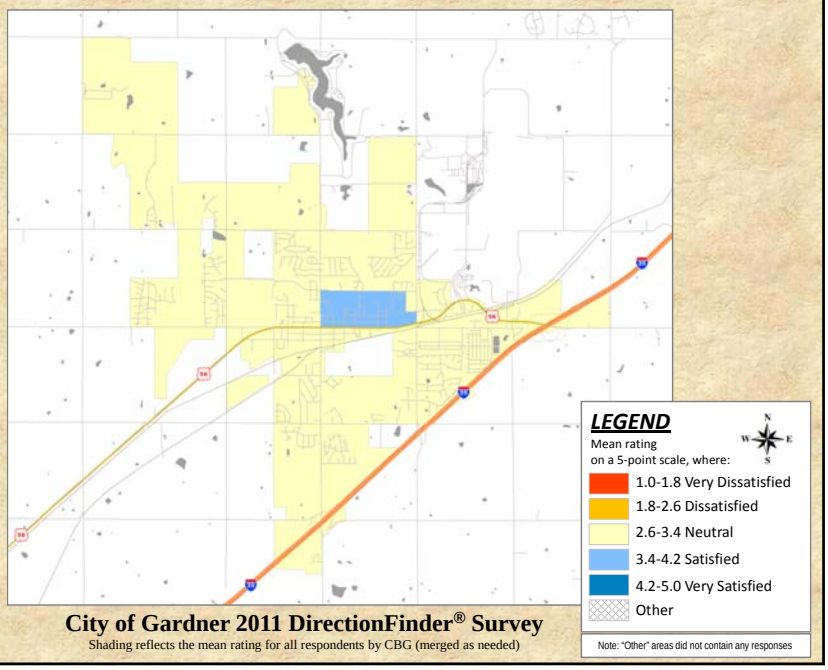
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15A Enforcing the clean up of liter and debris.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

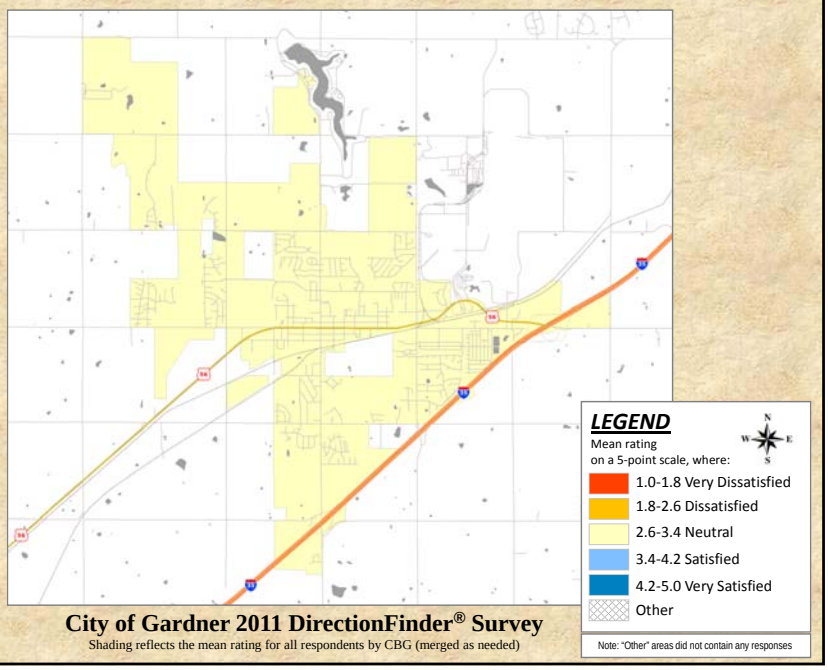
Q15B Enforcing the mowing and trimming of lawns.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

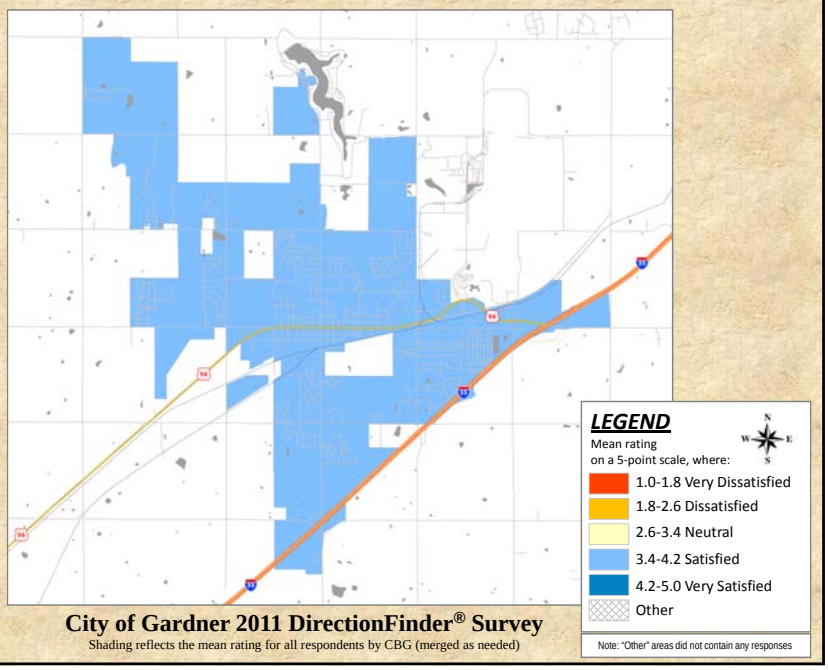
Q15C Enforcing the maintenance of residential property.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

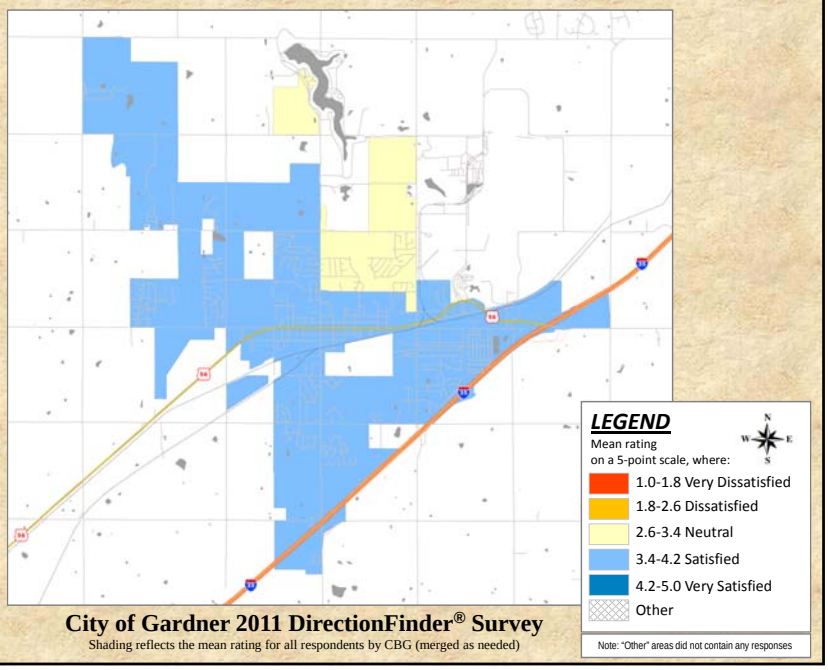
Q15D Enforcing the maintenance of business property.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

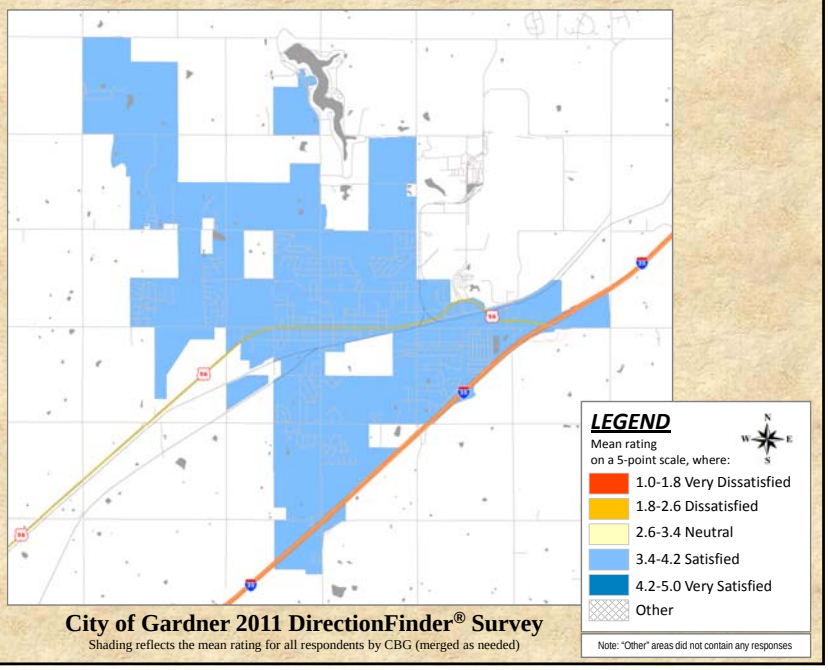
Q15E Enforcing sign regulations.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

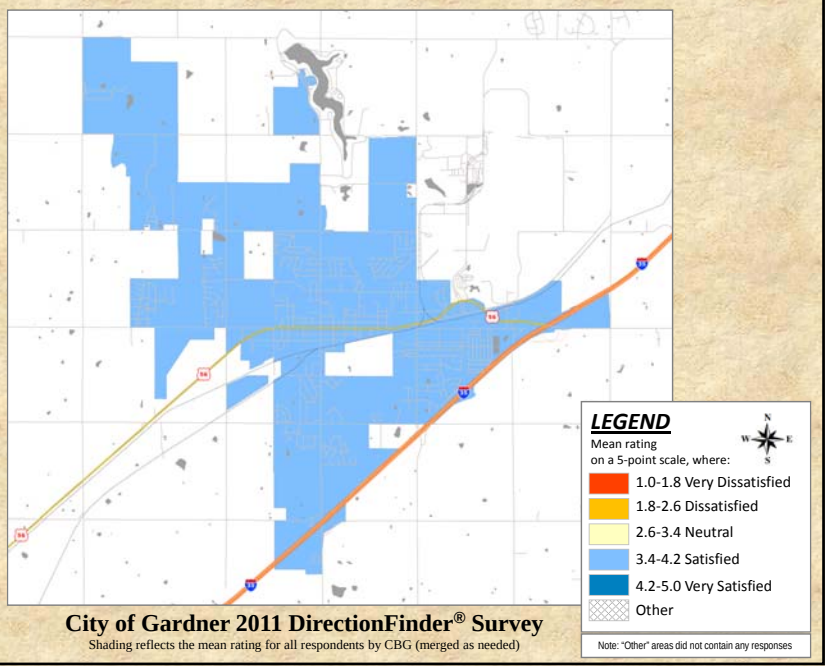
Q15F Ensuring construction meets building and safety codes.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

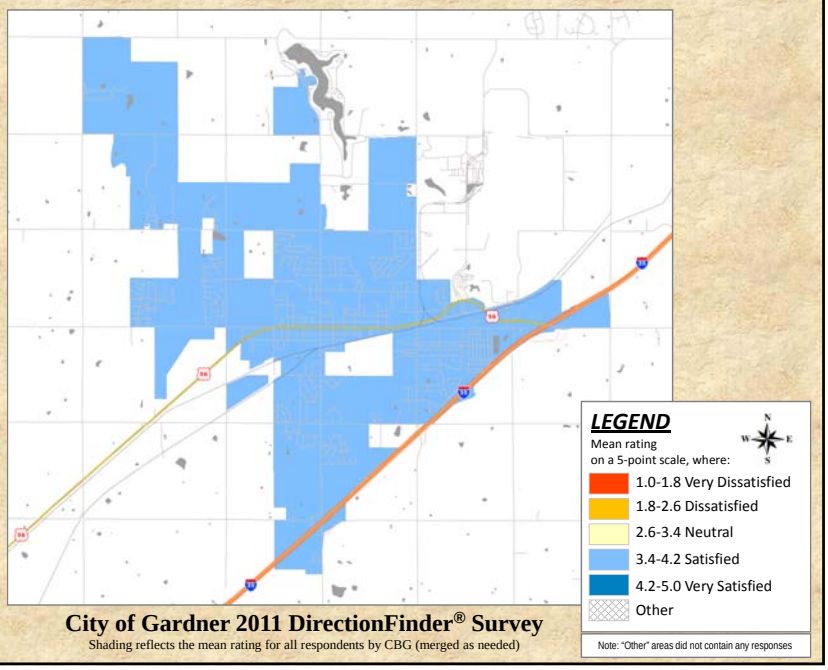
Q17A The availability of information about City programs and services.



City of Gardner 2011 DirectionFinder® Survey

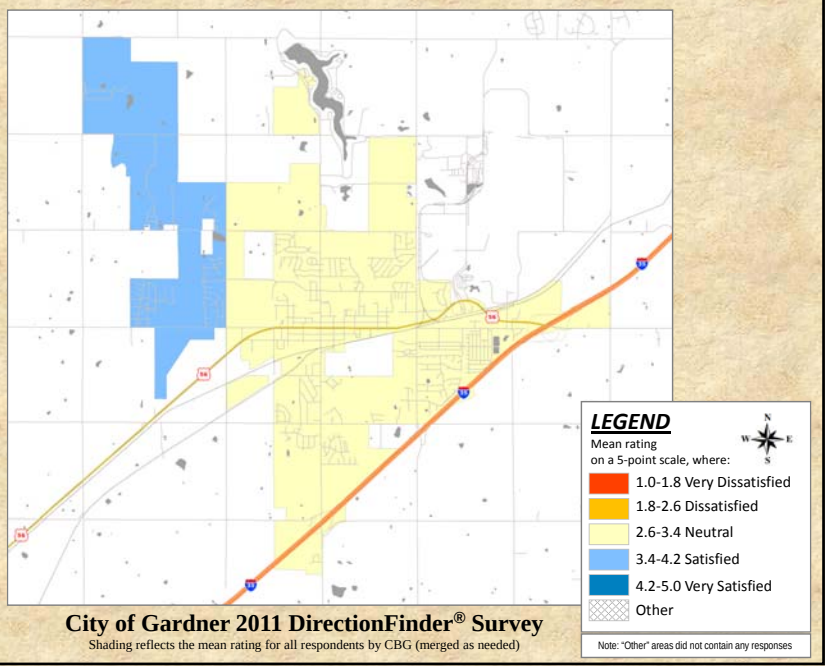
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q17B City efforts to keep you informed about local issues.



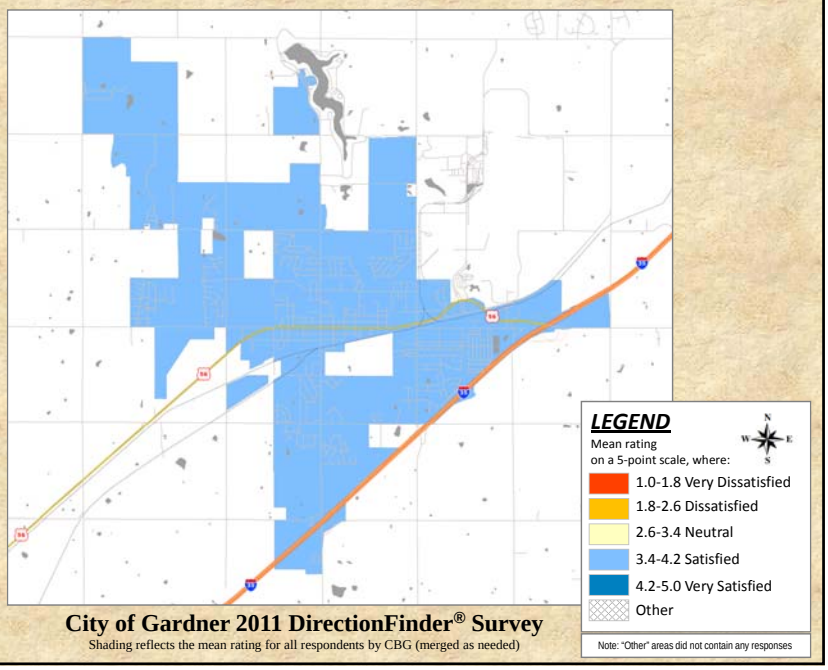
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q17C The level of public involvement in local decision making.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

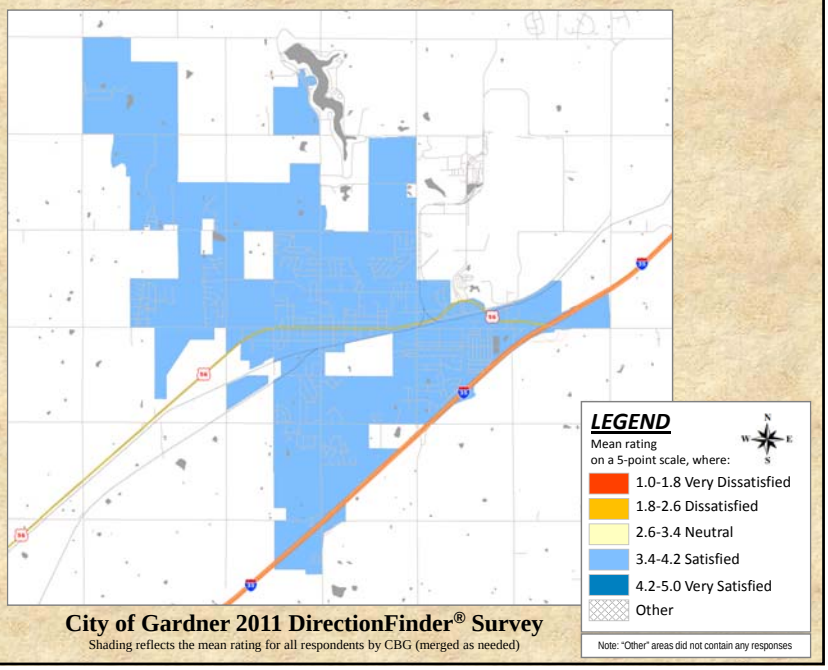
Q17D The quality of the City's web page.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

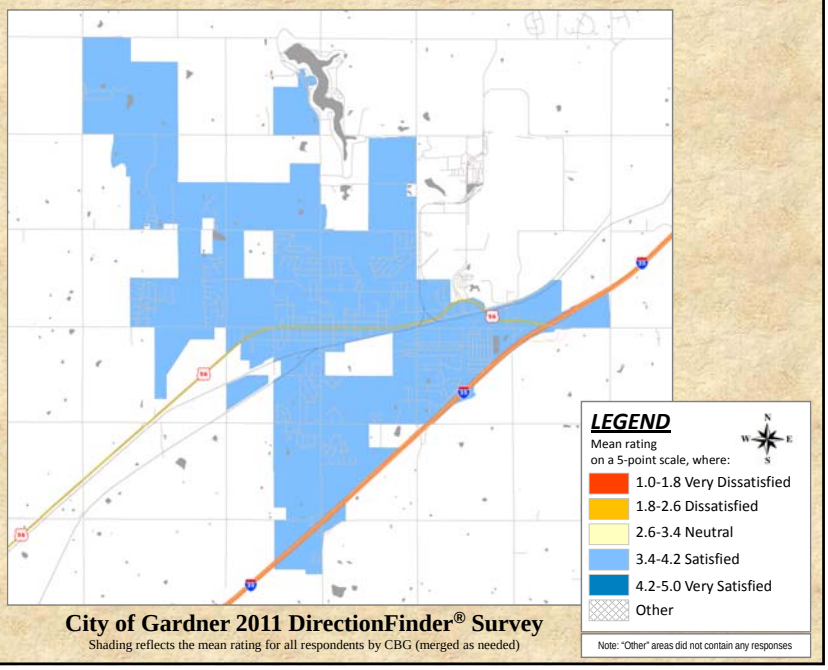
Q17E The quality of the City's newsletter.



City of Gardner 2011 DirectionFinder® Survey

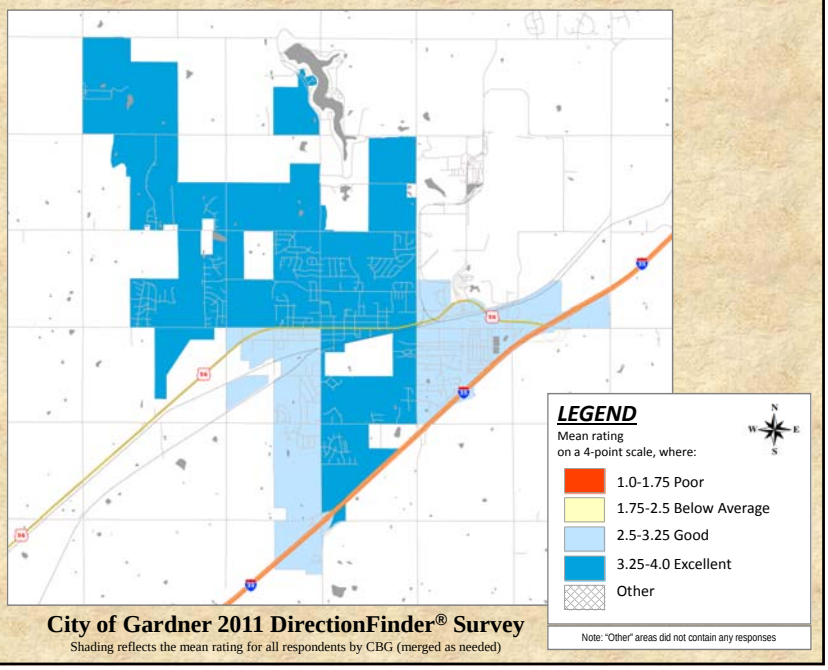
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q17F The quality of the City's Utility News



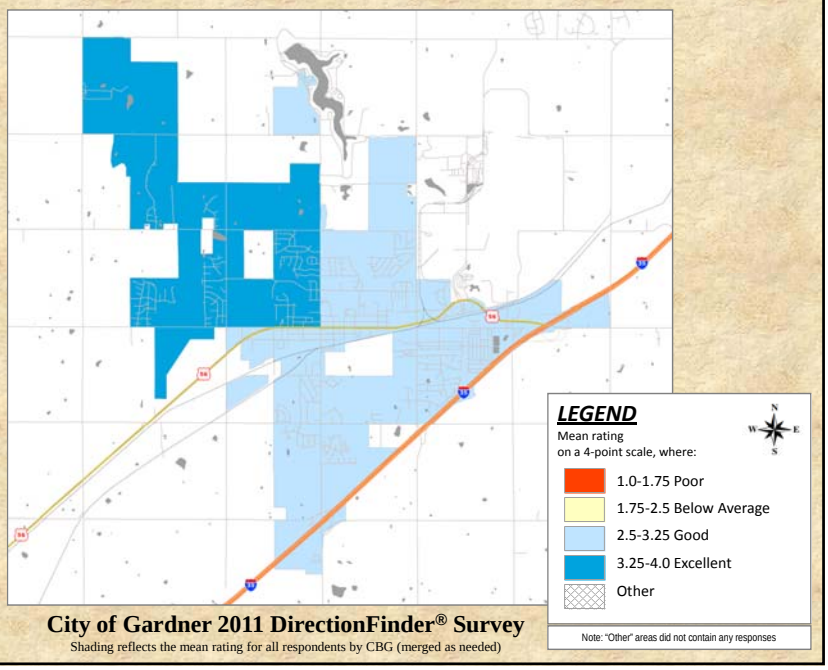
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q22A Ease of contacting City employee.



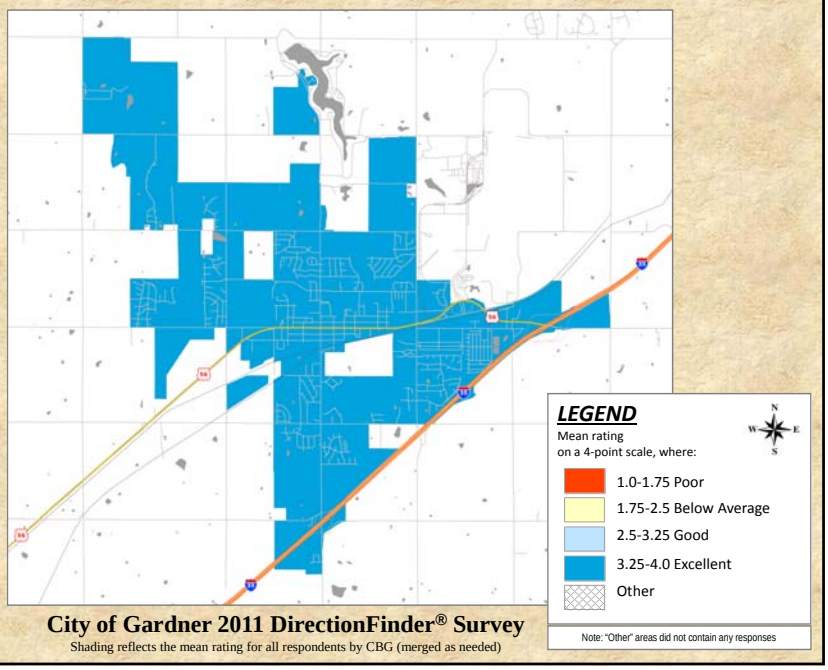
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q22B Timeliness of response.



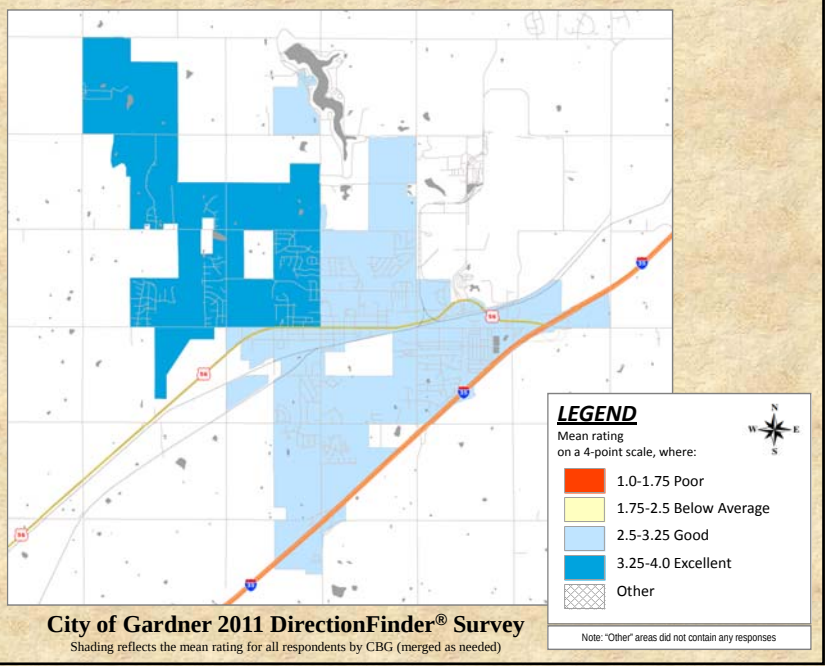
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q22C Courtesy shown by City employee.



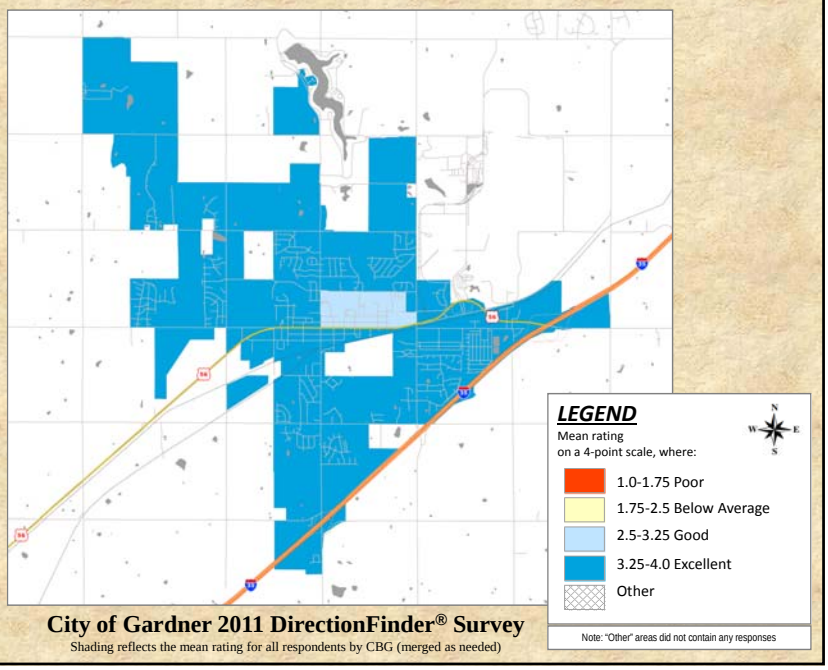
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q22D Competency in handling the issue.



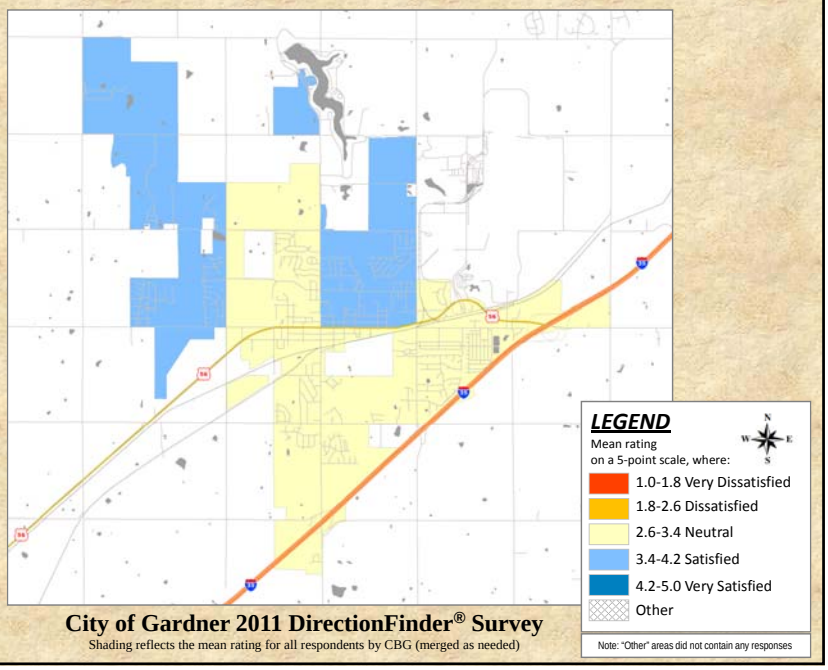
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q22E Professionalism shown by City employee.



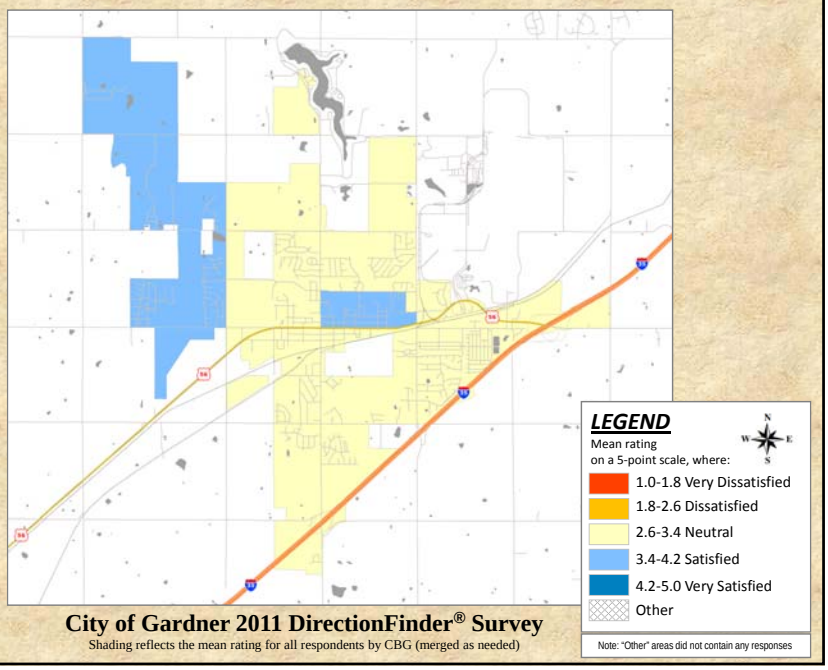
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q23A Overall quality of leadership provided by the City's elected officials.



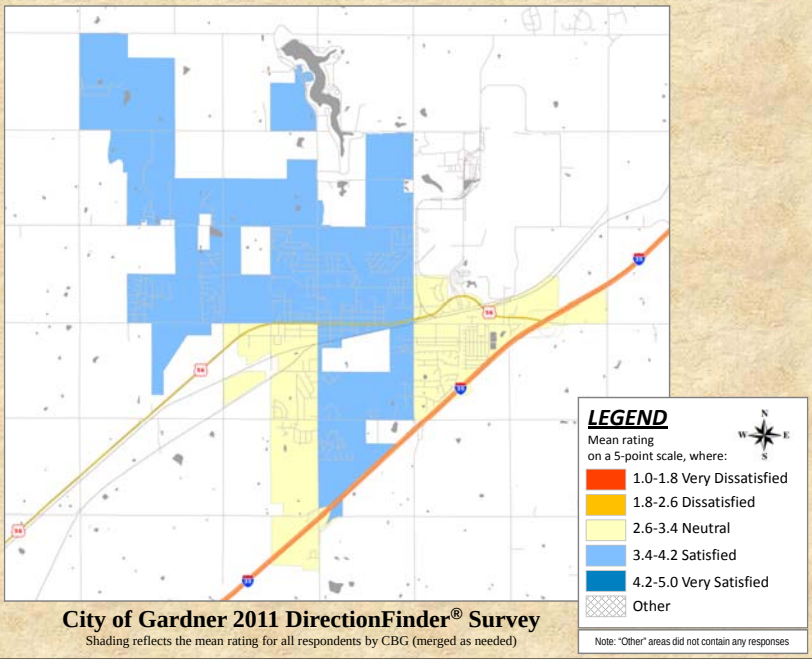
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q23B Overall effectiveness of appointed boards and commissions.



City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

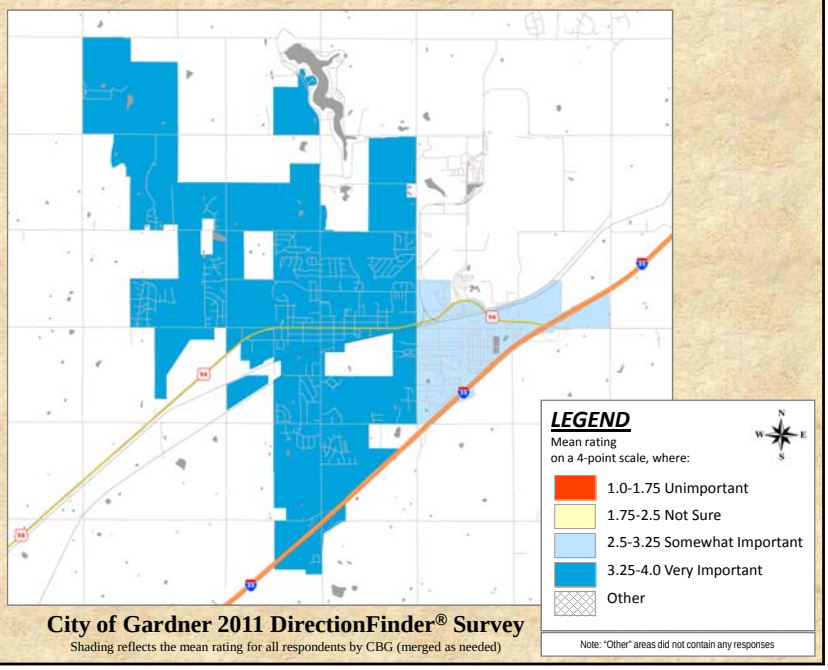
Q23C Overall effectiveness of the City Administrator and appointed staff.



City of Gardner 2011 DirectionFinder® Survey

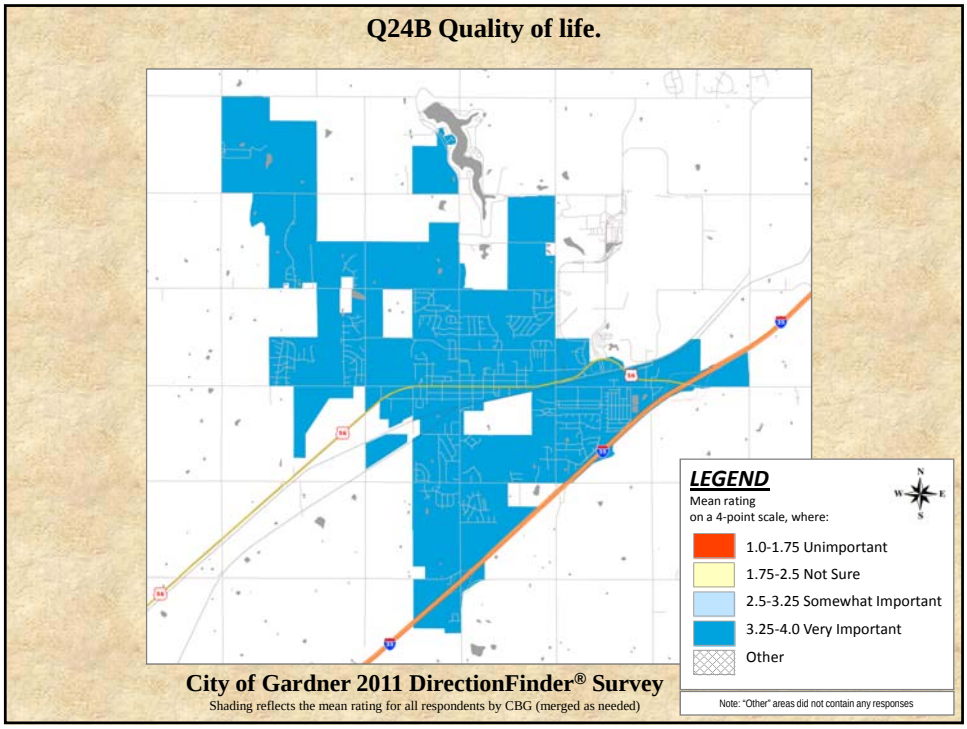
Shading reflects the mean rating for all respondents by CBG (merged as needed)

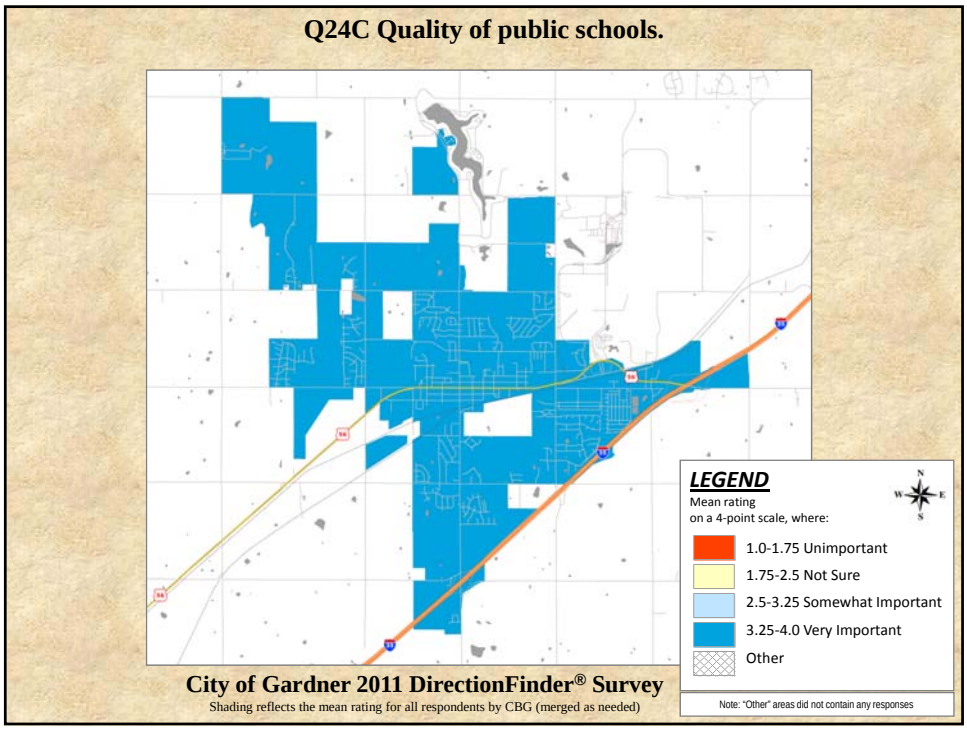
Q24A Sense of community.



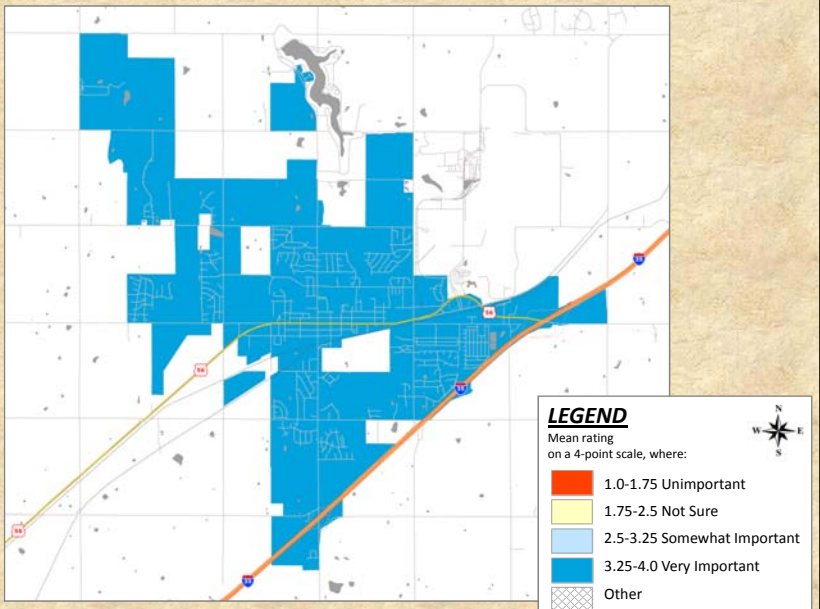
City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)


Q24B Quality of life.
LEGEND
Mean rating
on a 4-point scale, where:
1.0-1.75 Unimportant
1.75-2.5 Not Sure
2.5-3.25 Somewhat Important
3.25-4.0 Very Important
Other
Note: "Other" areas did not contain any responses
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)


Q24C Quality of public schools.
LEGEND
Mean rating
on a 4-point scale, where:
1.0-1.75 Unimportant
1.75-2.5 Not Sure
2.5-3.25 Somewhat Important
3.25-4.0 Very Important
Other
Note: "Other" areas did not contain any responses
City of Gardner 2011 DirectionFinder® Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

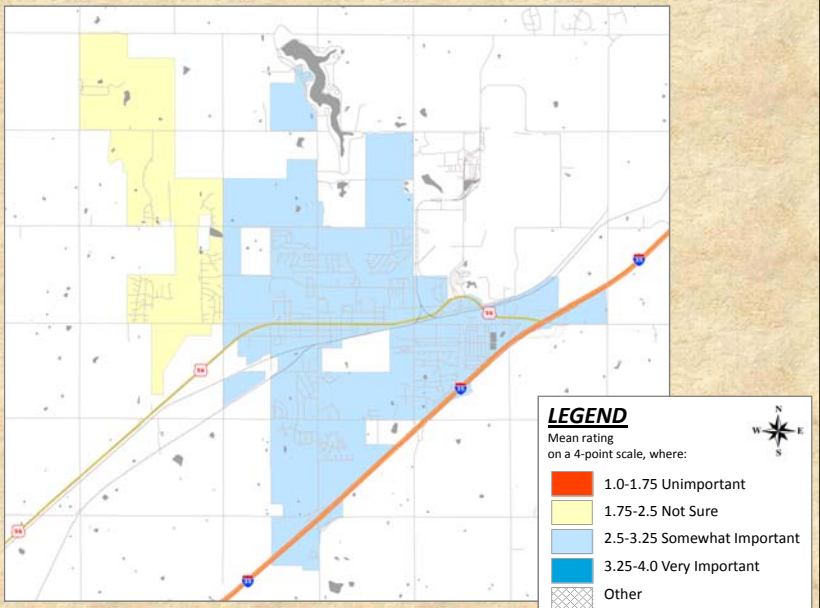
Q24D Low crime rate.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

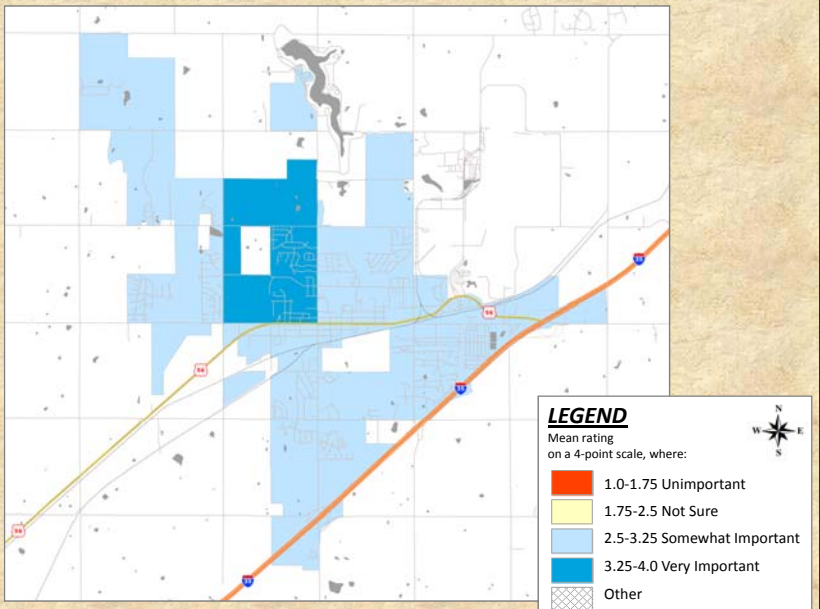
Q24E Employment opportunities in Gardner.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q24F Close to jobs in other cities.



City of Gardner 2011 DirectionFinder® Survey

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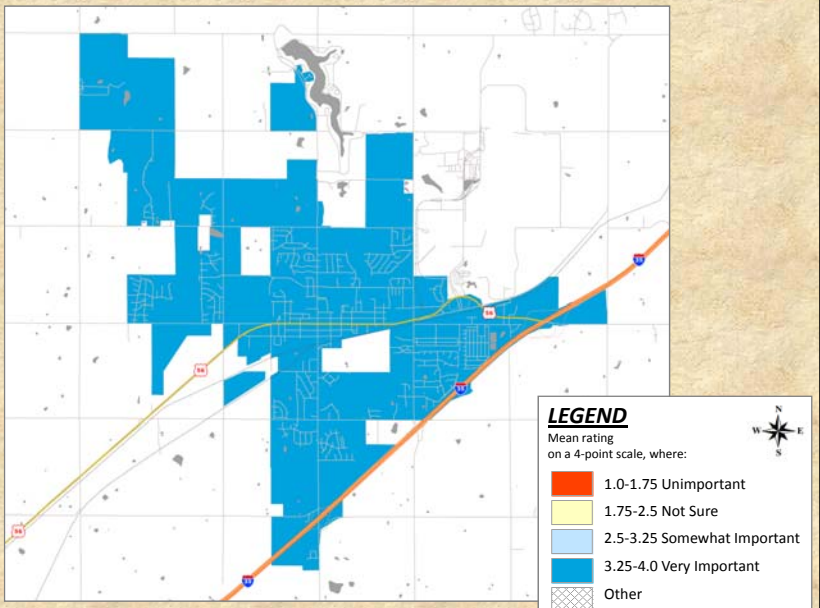
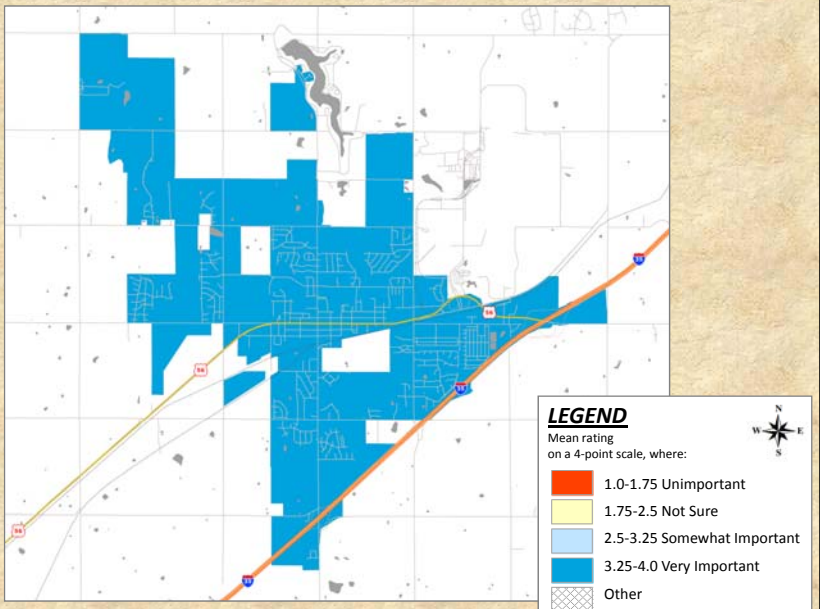
Q24G Access to highways.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

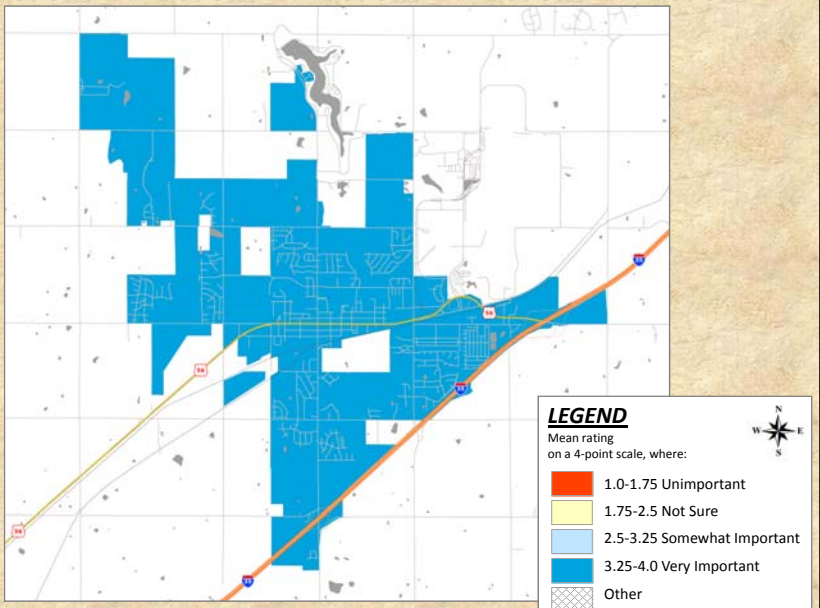
Q24H Affordability of housing.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

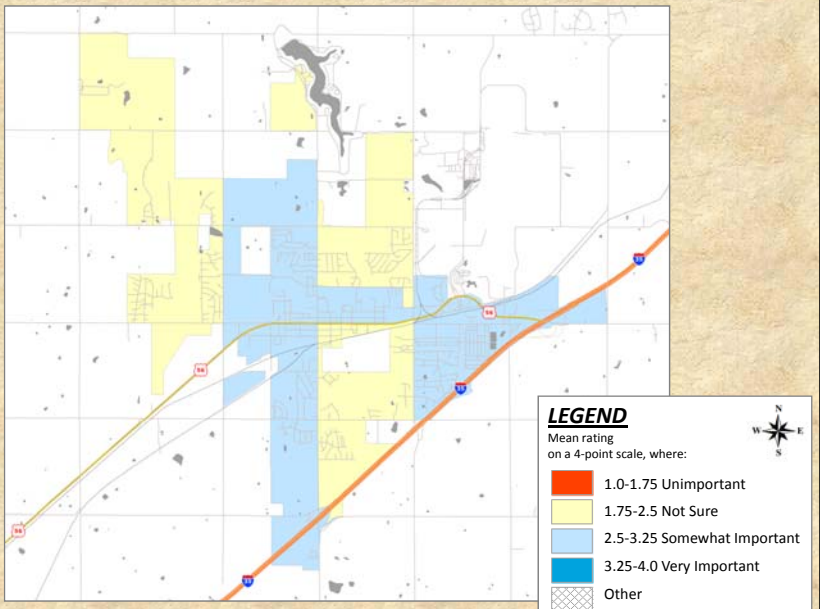
Q24I Quality of housing.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

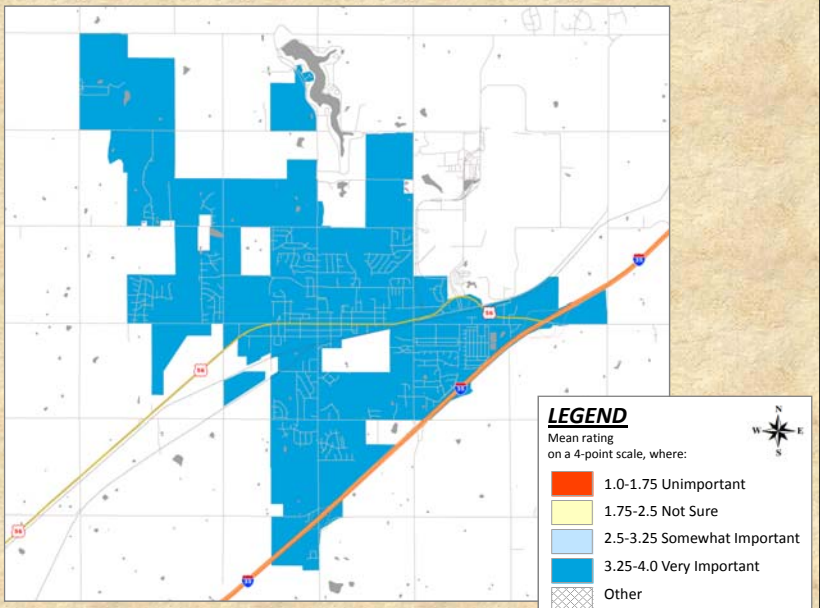
Q24J Retirement.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

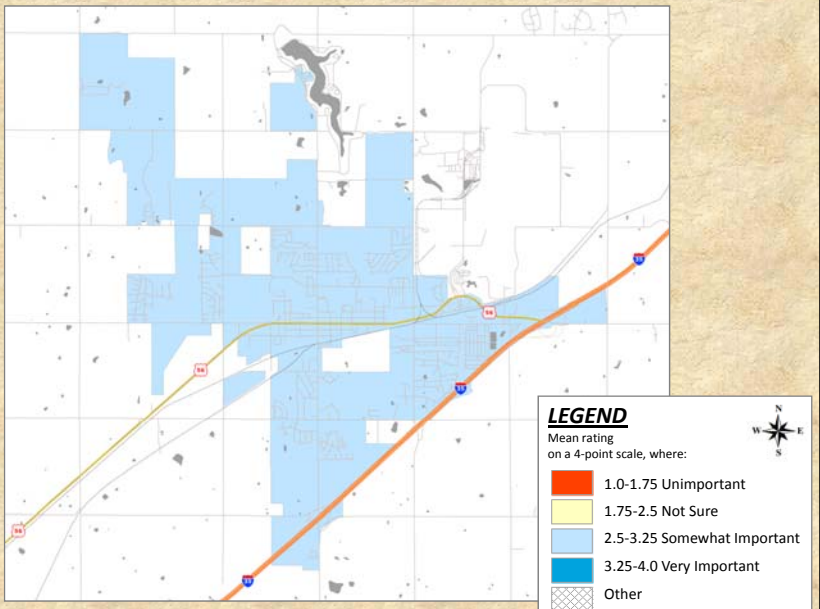
Q24K Overall cost of living is low.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

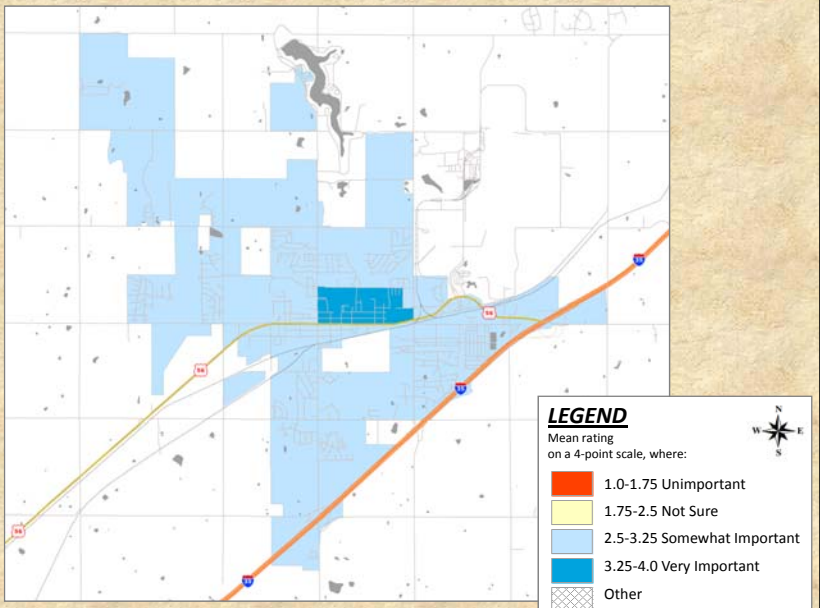
Q24L Number of parks and trails.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q24M Access to quality shopping.



City of Gardner 2011 DirectionFinder® Survey

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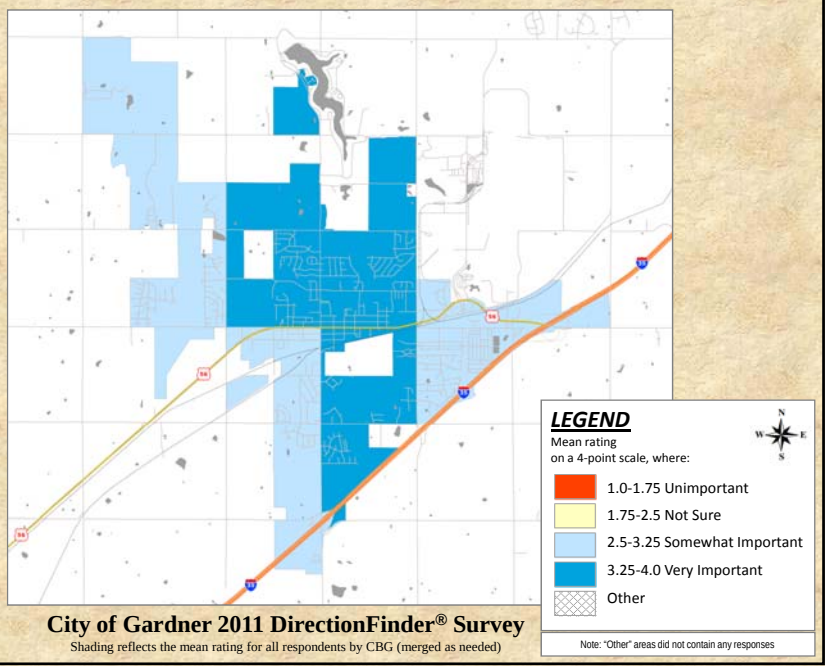
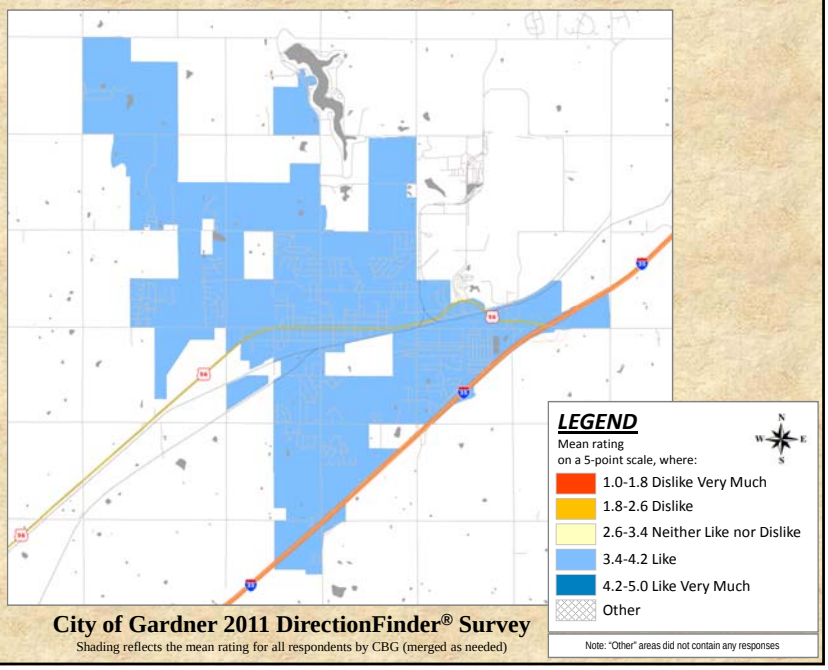
Q24N Affordable shopping/merchandise.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

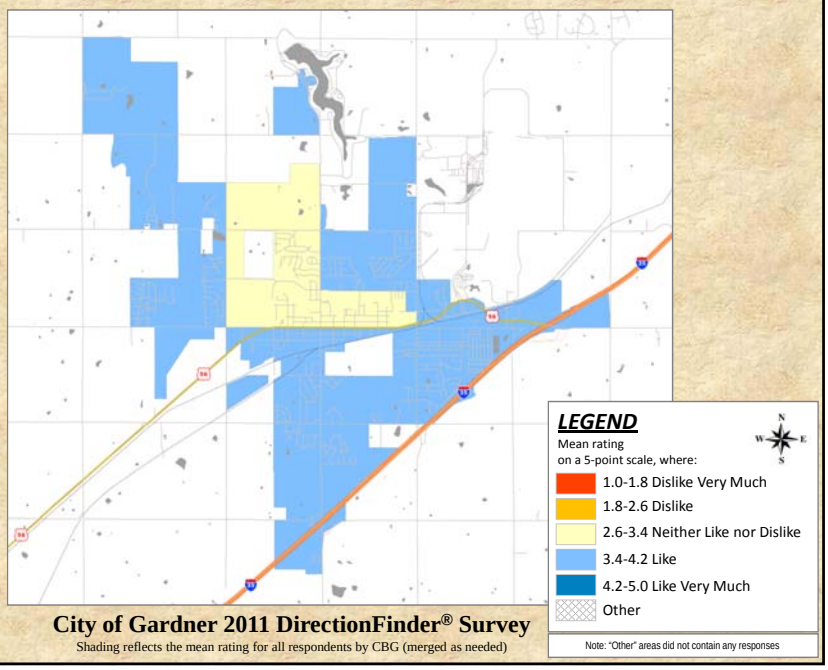
Q25A Overall appearance of housing units in new single family developments.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

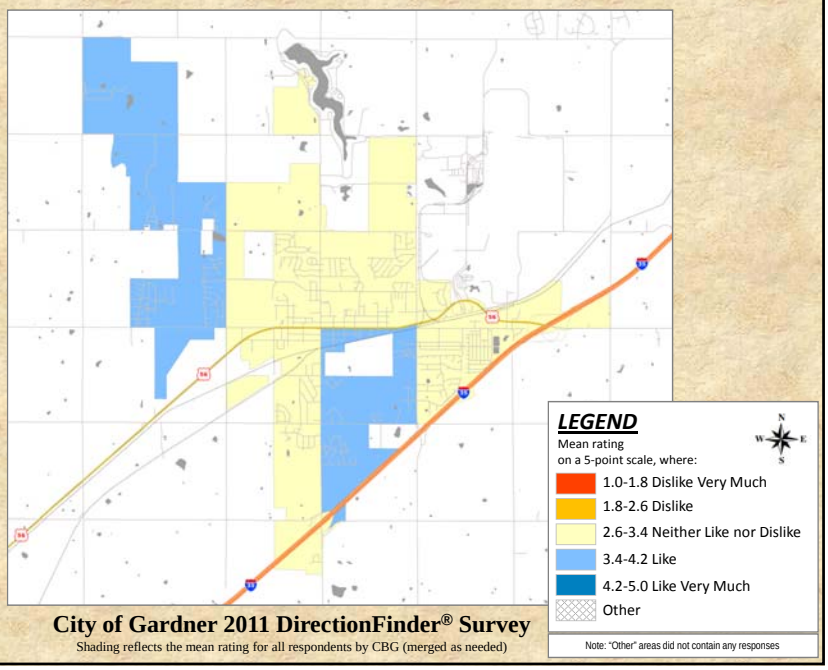
Q25B Mixture of types of units and styles in new single family developments.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

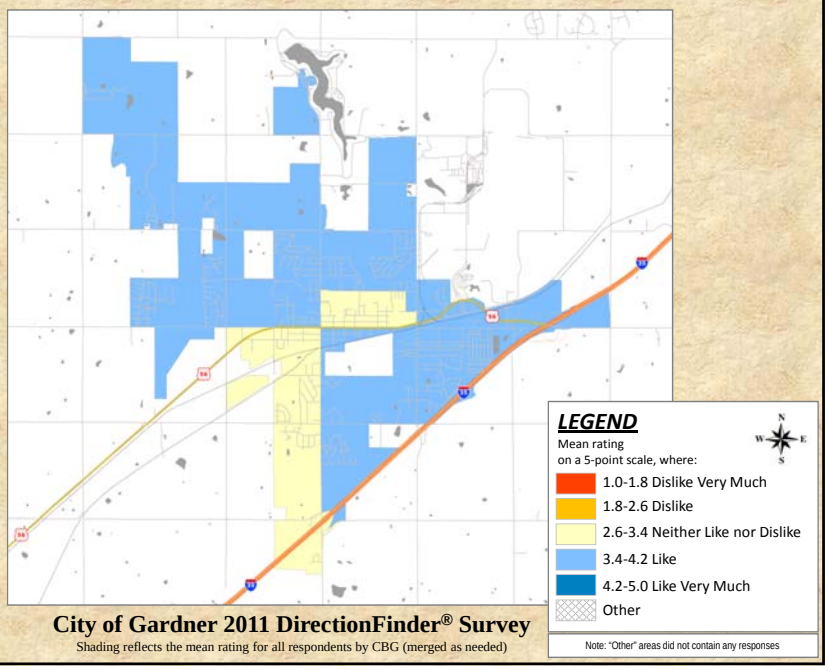
Q25C Cost of new housing units.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

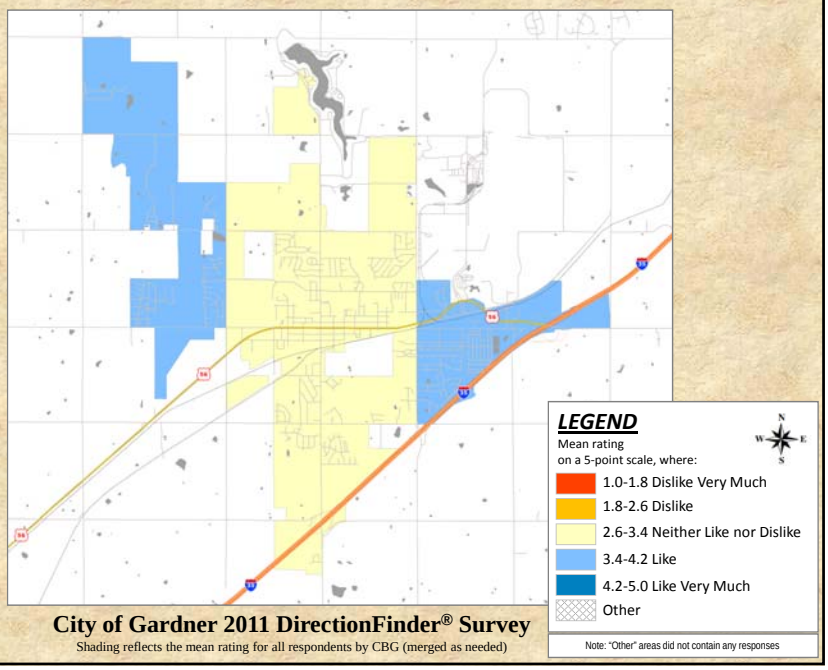
Q25D Locations of new subdivisions.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

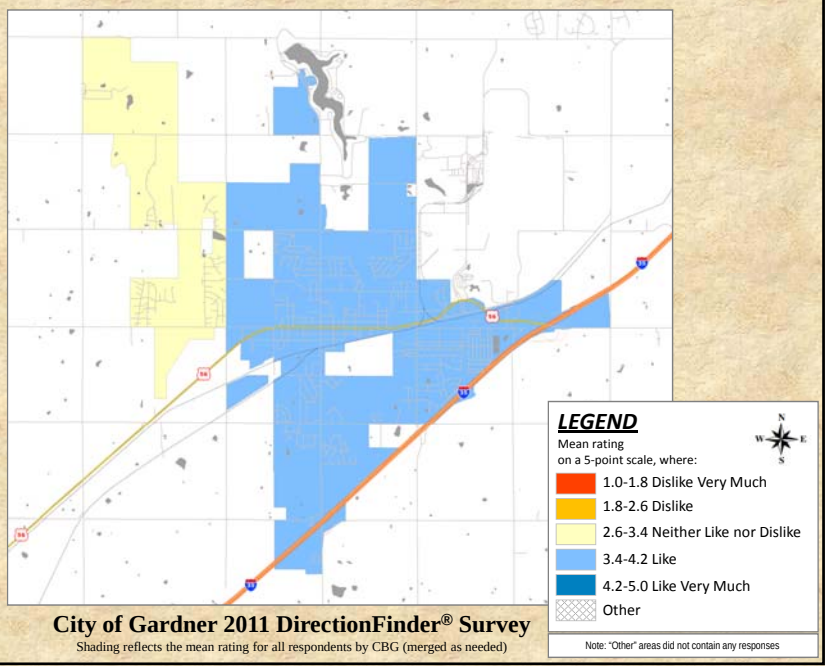
Q25E Spacing between houses in new developments.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

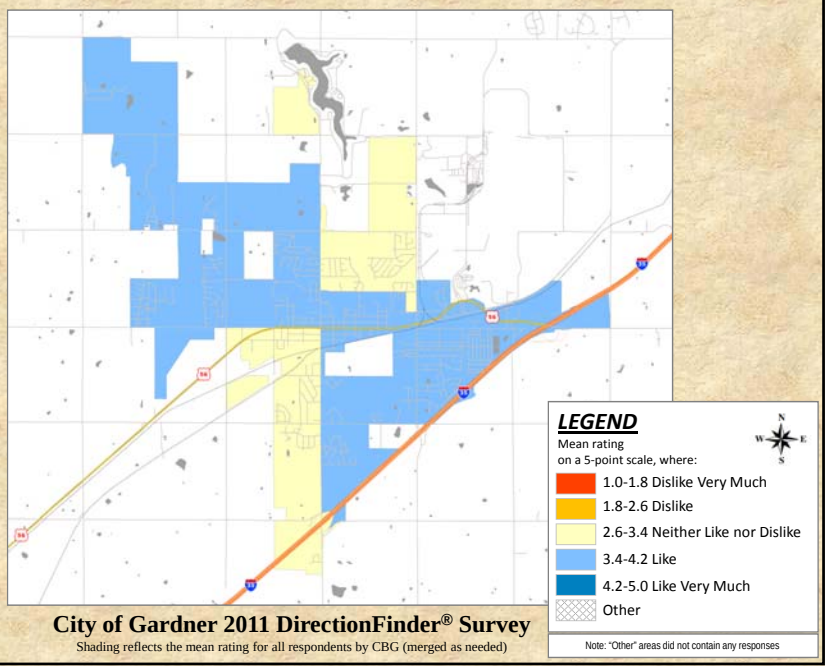
Q25F Types of amenities in new development, such as trails, parks, and pools., etc.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

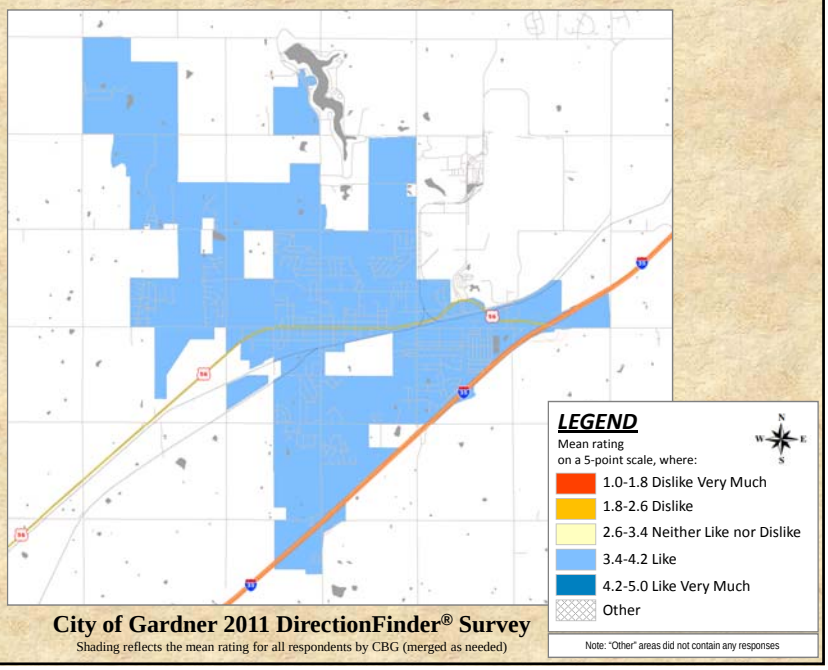
Q25G Number of through streets in new developments.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

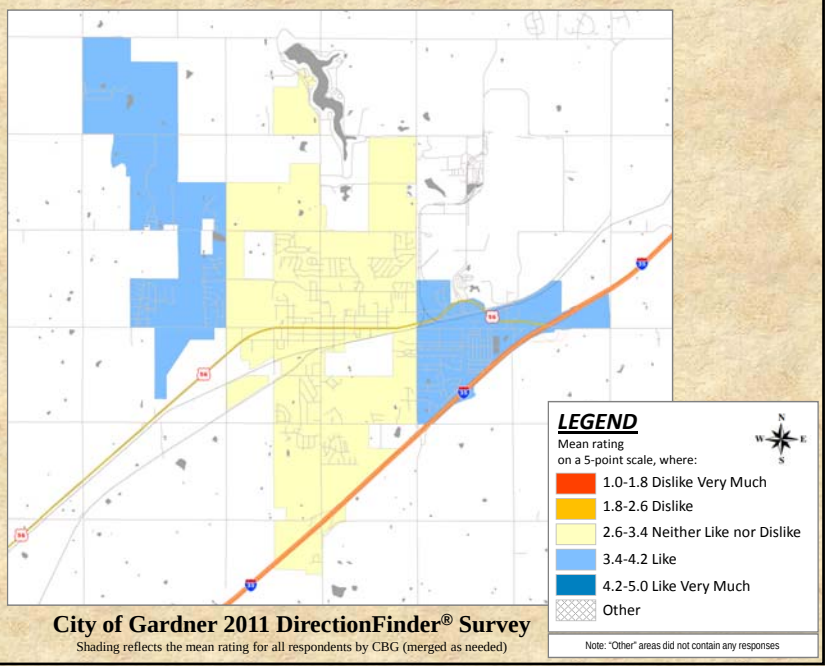
Q25H Width of streets in new development.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

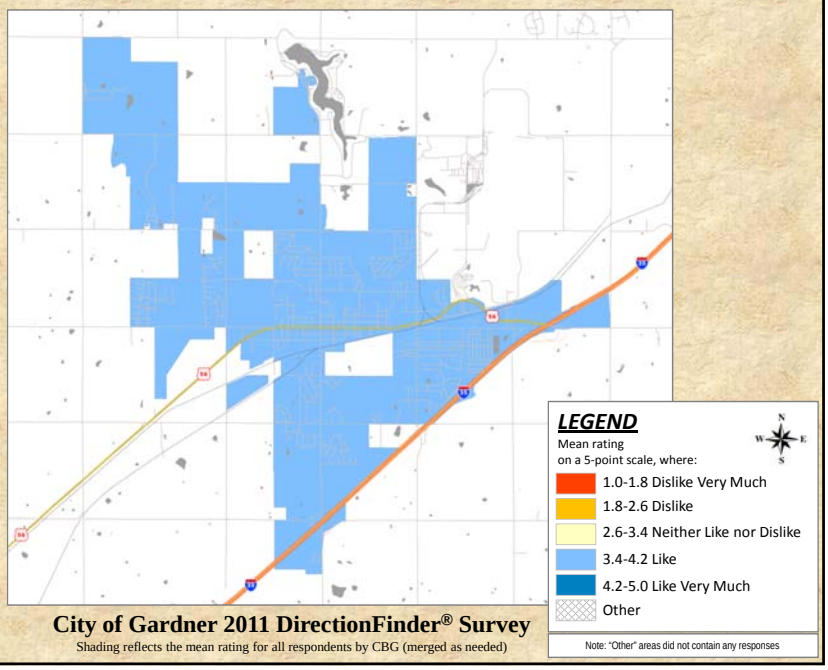
Q25I Amount of on-street parking in neighborhoods.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

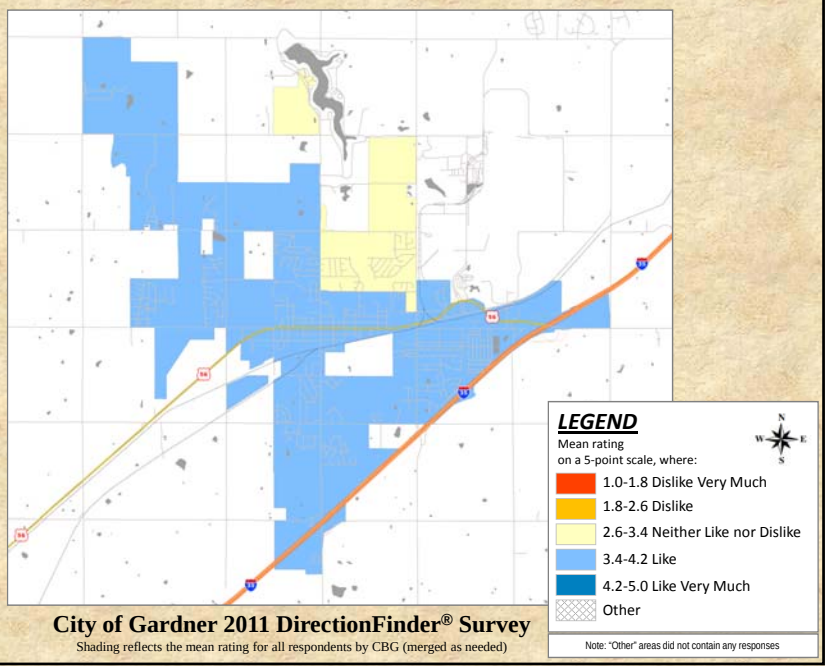
Q25J Sidewalks in area.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q25K Overall appearance of commercial/ industrial development.



City of Gardner 2011 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Section 3:

Benchmarking

DirectionFinder® Survey
Year 2011 Benchmarking Summary Report

Overview

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

Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute in the Spring of 2011 to a random sample of 3,926 residents in the continental United States (2) a regional survey that was administered by ETC Institute in the Spring of 2011 to a random sample of 456 residents in Kansas and Missouri communities and (3) surveys that have been administered by ETC Institute in 32 communities in the Kansas City metro area between January 2008 and May 2011. The Kansas and Missouri communities represented in this report include:

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

National Benchmarks. The first set of charts on the following pages show how the overall results for Gardner compare to the national average and the Kansas/Missouri average. These are based on the results of the survey that was administered by ETC Institute to a random sample of 3,926 U.S. residents and to 456 residents in Kansas and Missouri communities.

Kansas/Missouri Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 32 communities, listed above, for more than 40 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction in the Kansas and Missouri communities. The actual ratings for Gardner are listed to the right of each chart. The dot on each bar shows how the results for Gardner compare to the other communities in the states of Kansas and Missouri where the DirectionFinder® survey has been administered.

National Benchmarks

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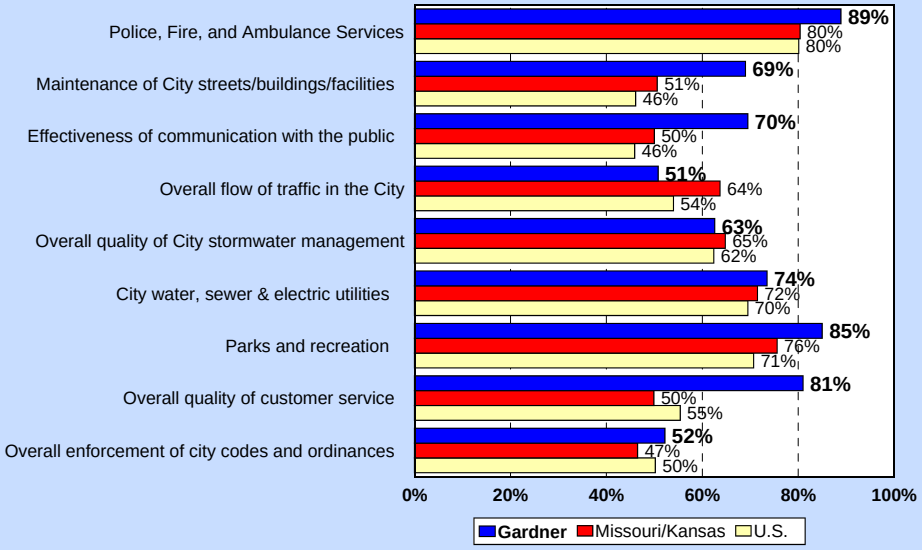
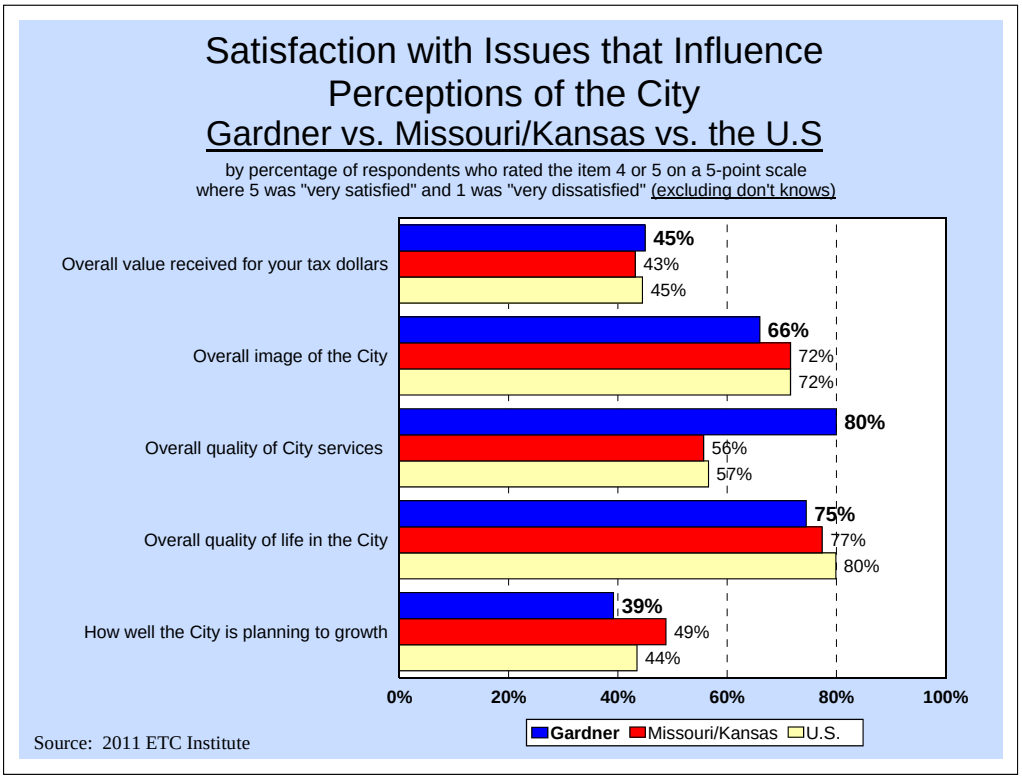
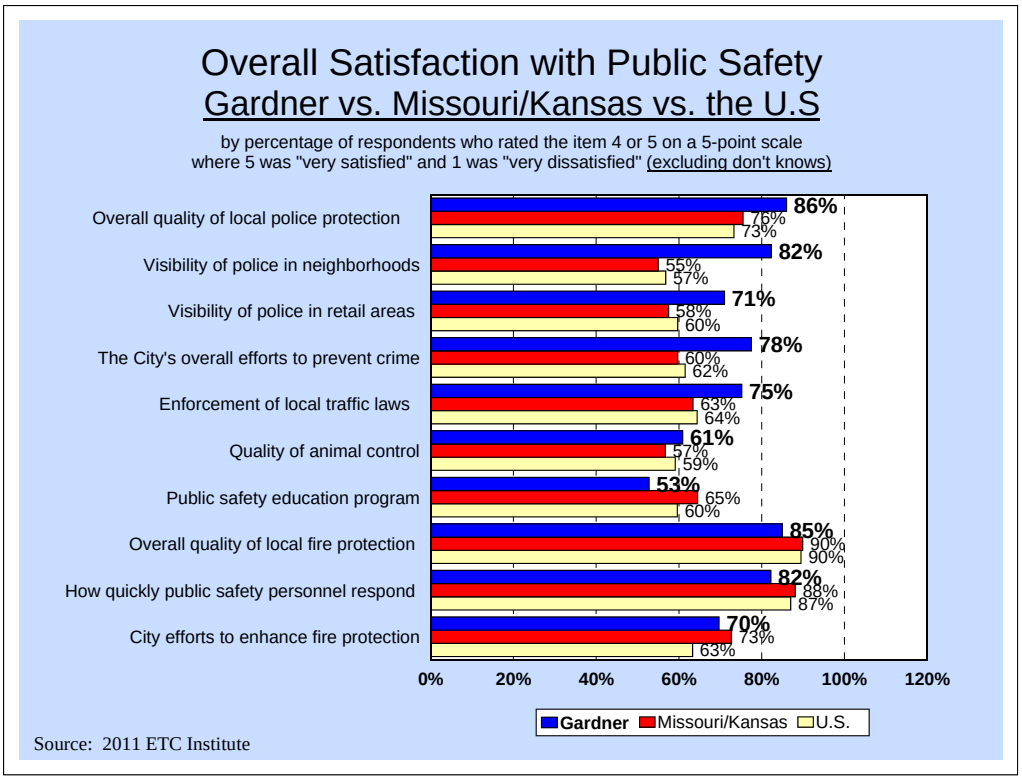
Overall Satisfaction with Various City Services
Gardner vs. Missouri/Kansas vs. the U.S

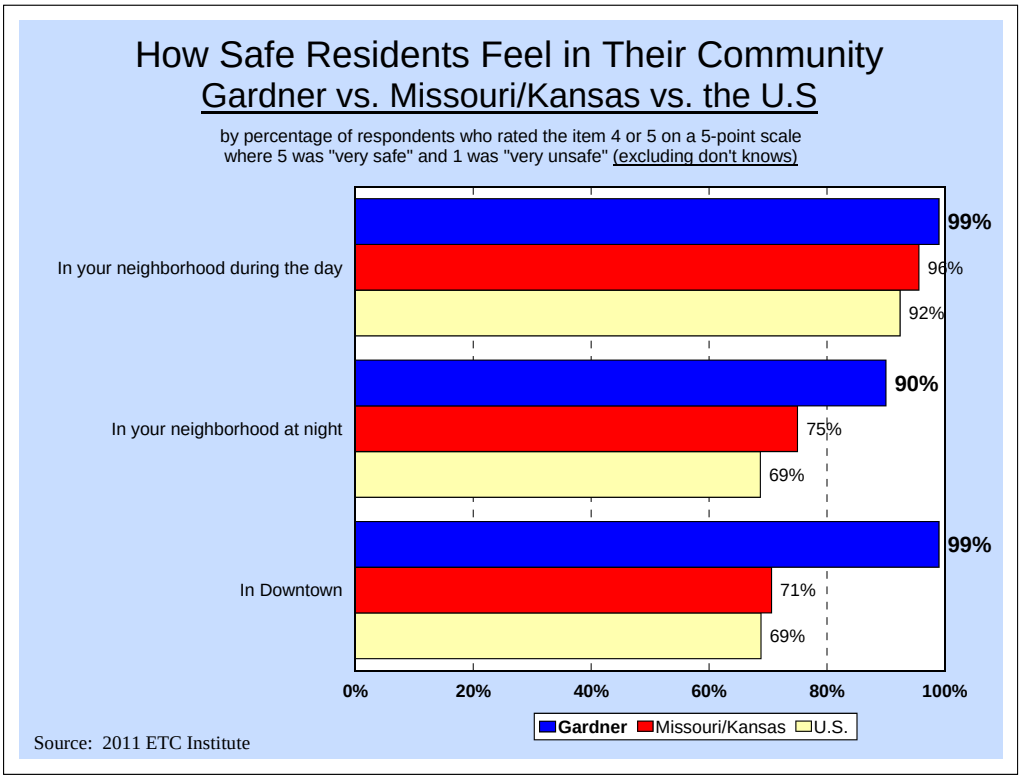
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

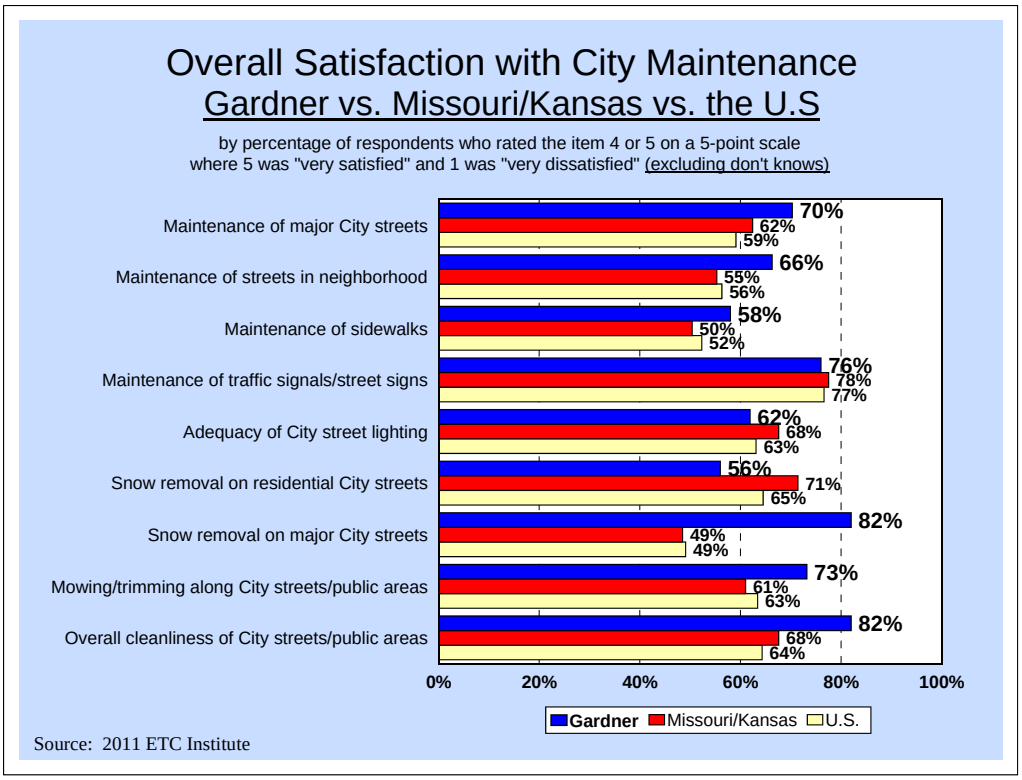


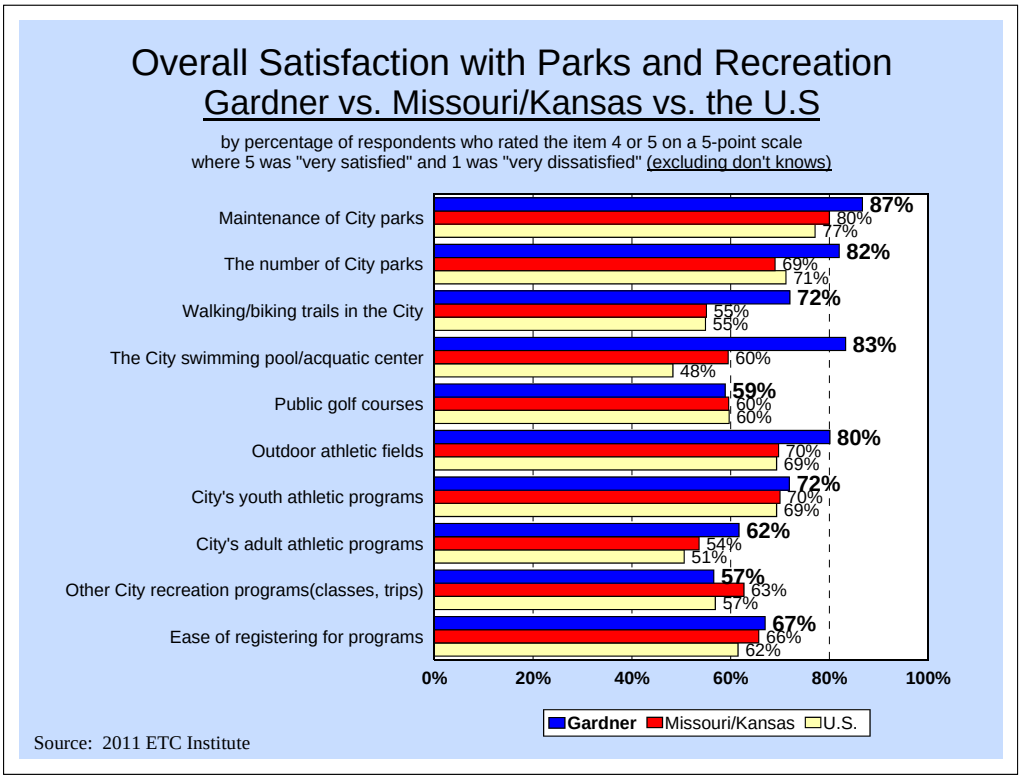
Source: 2011 ETC Institute

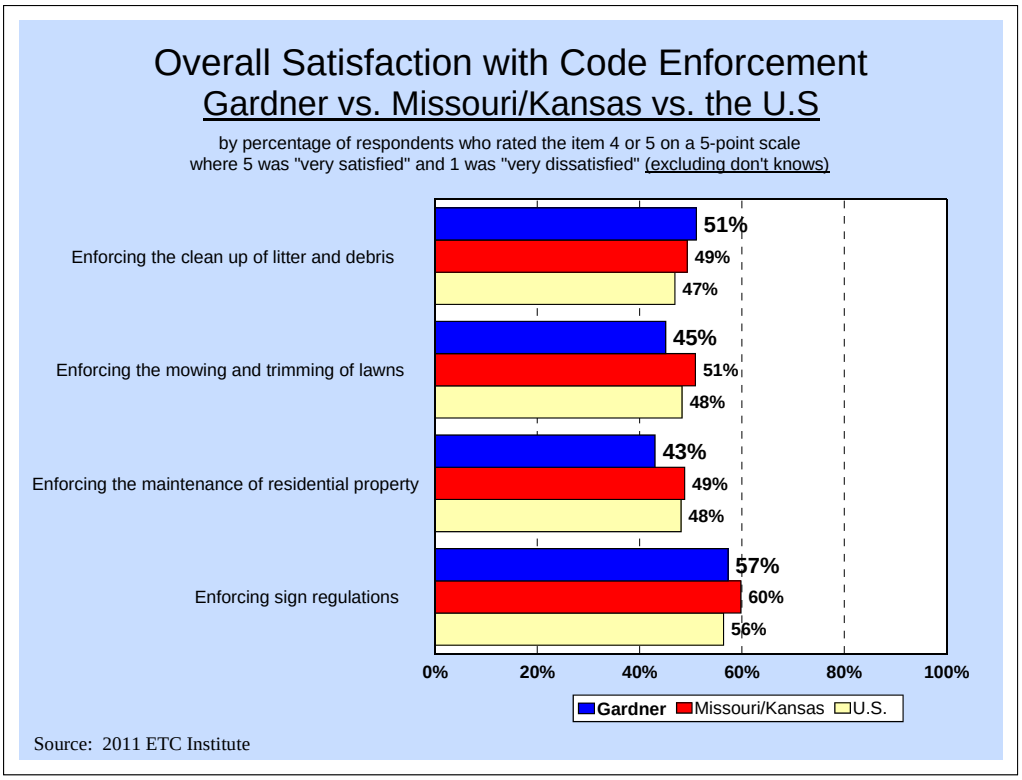

Satisfaction with Issues that Influence Perceptions of the City
Gardner vs. Missouri/Kansas vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Overall value received for your tax dollars
45%
43%
45%
Overall image of the City
66%
72%
72%
Overall quality of City services
80%
56%
57%
Overall quality of life in the City
75%
77%
80%
How well the City is planning to growth
39%
49%
44%
0%
20%
40%
60%
80%
100%
Gardner
Missouri/Kansas
U.S.
Source: 2011 ETC Institute

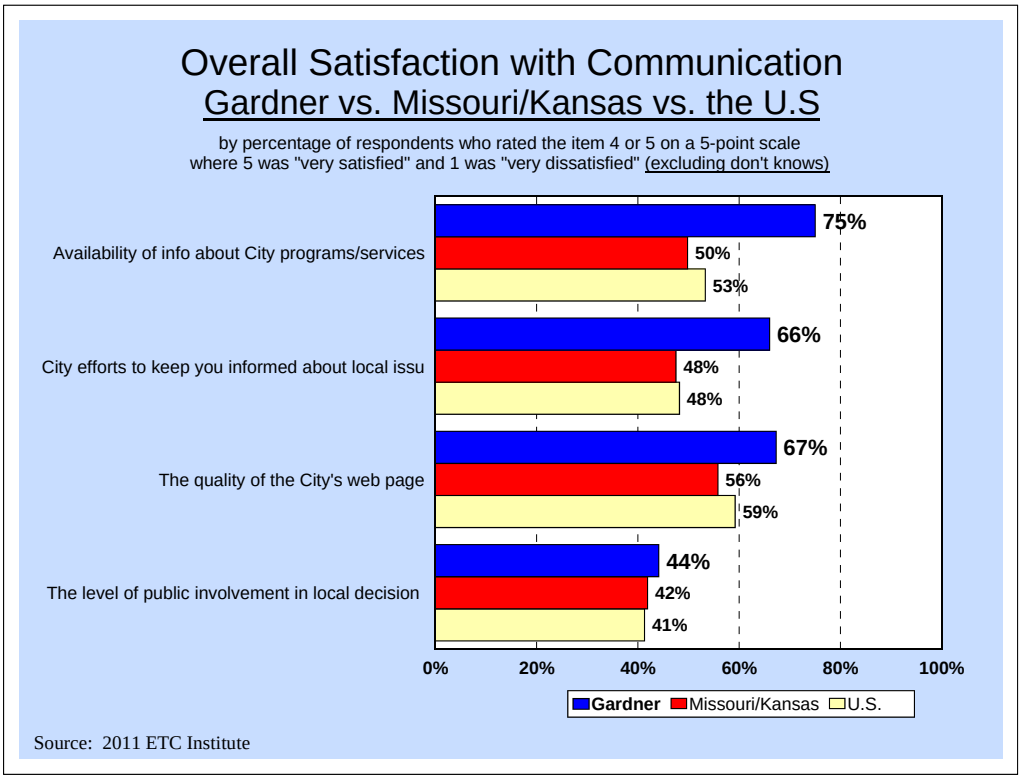

Overall Satisfaction with Public Safety
Gardner vs. Missouri/Kansas vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Overall quality of local police protection
86%
76%
73%
Visibility of police in neighborhoods
82%
55%
57%
Visibility of police in retail areas
71%
58%
60%
The City's overall efforts to prevent crime
78%
60%
62%
Enforcement of local traffic laws
75%
63%
64%
Quality of animal control
61%
57%
59%
Public safety education program
53%
65%
60%
Overall quality of local fire protection
85%
90%
90%
How quickly public safety personnel respond
82%
88%
87%
City efforts to enhance fire protection
70%
73%
63%
0%
20%
40%
60%
80%
100%
120%
Gardner
Missouri/Kansas
U.S.
Source: 2011 ETC Institute

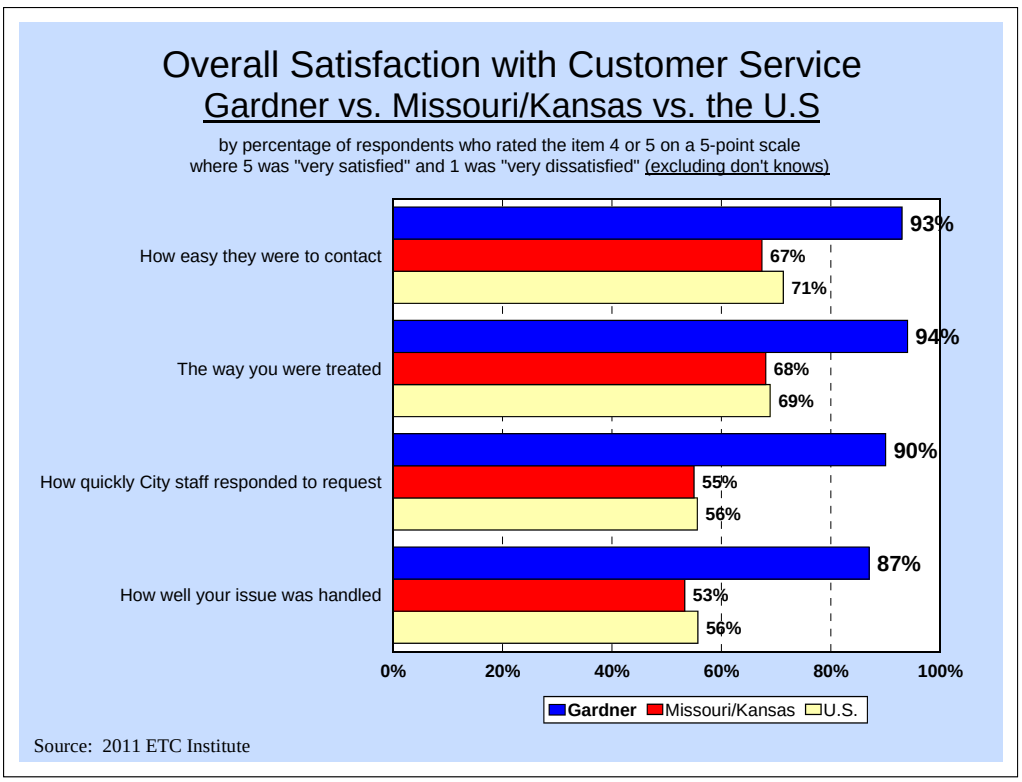

How Safe Residents Feel in Their Community
Gardner vs. Missouri/Kansas vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)
In your neighborhood during the day
99%
96%
92%
In your neighborhood at night
90%
75%
69%
In Downtown
99%
71%
69%
0%
20%
40%
60%
80%
100%
Gardner
Missouri/Kansas
U.S.
Source: 2011 ETC Institute


Overall Satisfaction with City Maintenance
Gardner vs. Missouri/Kansas vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Maintenance of major City streets
70%
62%
59%
Maintenance of streets in neighborhood
66%
55%
56%
Maintenance of sidewalks
58%
50%
52%
Maintenance of traffic signals/street signs
76%
78%
77%
Adequacy of City street lighting
62%
68%
63%
Snow removal on residential City streets
56%
71%
65%
Snow removal on major City streets
82%
49%
49%
Mowing/trimming along City streets/public areas
73%
61%
63%
Overall cleanliness of City streets/public areas
82%
68%
64%
0%
20%
40%
60%
80%
100%
Gardner
Missouri/Kansas
U.S.
Source: 2011 ETC Institute


Overall Satisfaction with Parks and Recreation
Gardner vs. Missouri/Kansas vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Maintenance of City parks
87%
80%
77%
The number of City parks
82%
69%
71%
Walking/biking trails in the City
72%
55%
55%
The City swimming pool/acquatic center
83%
60%
48%
Public golf courses
59%
60%
60%
Outdoor athletic fields
80%
70%
69%
City's youth athletic programs
72%
70%
69%
City's adult athletic programs
62%
54%
51%
Other City recreation programs(classes, trips)
57%
63%
57%
Ease of registering for programs
67%
66%
62%
0%
20%
40%
60%
80%
100%
Gardner
Missouri/Kansas
U.S.
Source: 2011 ETC Institute


Overall Satisfaction with Code Enforcement
Gardner vs. Missouri/Kansas vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Enforcing the clean up of litter and debris
51%
49%
47%
Enforcing the mowing and trimming of lawns
45%
51%
48%
Enforcing the maintenance of residential property
43%
49%
48%
Enforcing sign regulations
57%
60%
56%
0%
20%
40%
60%
80%
100%
Gardner
Missouri/Kansas
U.S.
Source: 2011 ETC Institute


Overall Satisfaction with Communication
Gardner vs. Missouri/Kansas vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Availability of info about City programs/services
75%
50%
53%
City efforts to keep you informed about local issu
66%
48%
48%
The quality of the City's web page
67%
56%
59%
The level of public involvement in local decision
44%
42%
41%
0%
20%
40%
60%
80%
100%
Gardner
Missouri/Kansas
U.S.
Source: 2011 ETC Institute

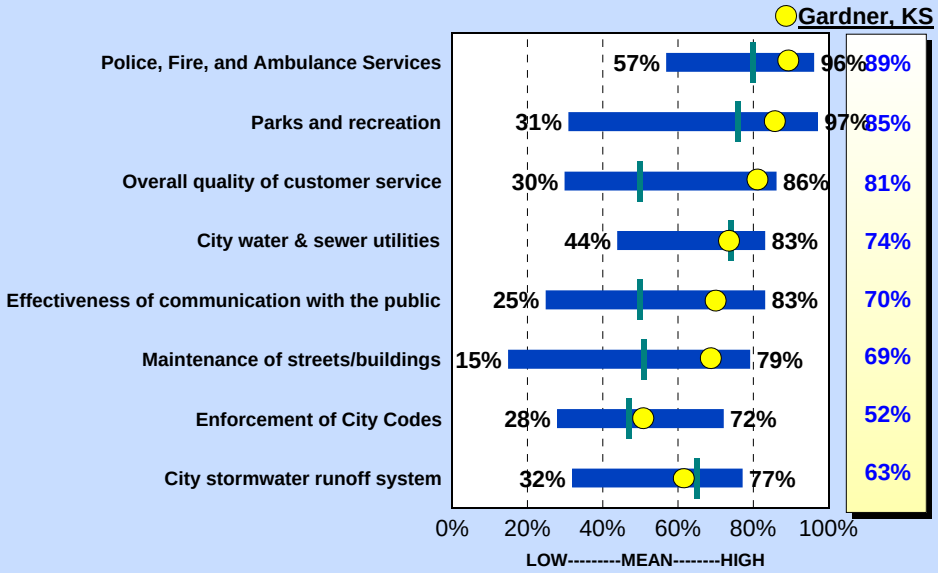

Overall Satisfaction with Customer Service
Gardner vs. Missouri/Kansas vs. the U.S
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
How easy they were to contact
93%
67%
71%
The way you were treated
94%
68%
69%
How quickly City staff responded to request
90%
55%
56%
How well your issue was handled
87%
53%
56%
0%
20%
40%
60%
80%
100%
Gardner
Missouri/Kansas
U.S.
Source: 2011 ETC Institute

Metropolitan Kansas City Area Benchmarks

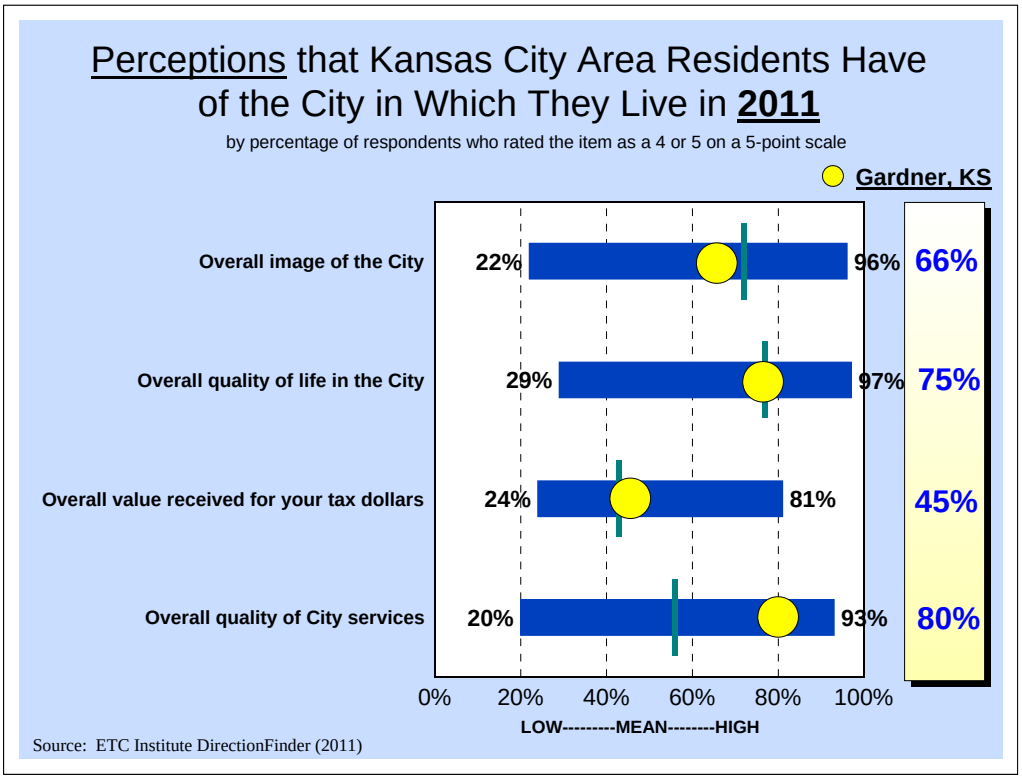
Source: ETC Institute DirectionFinder (2011)

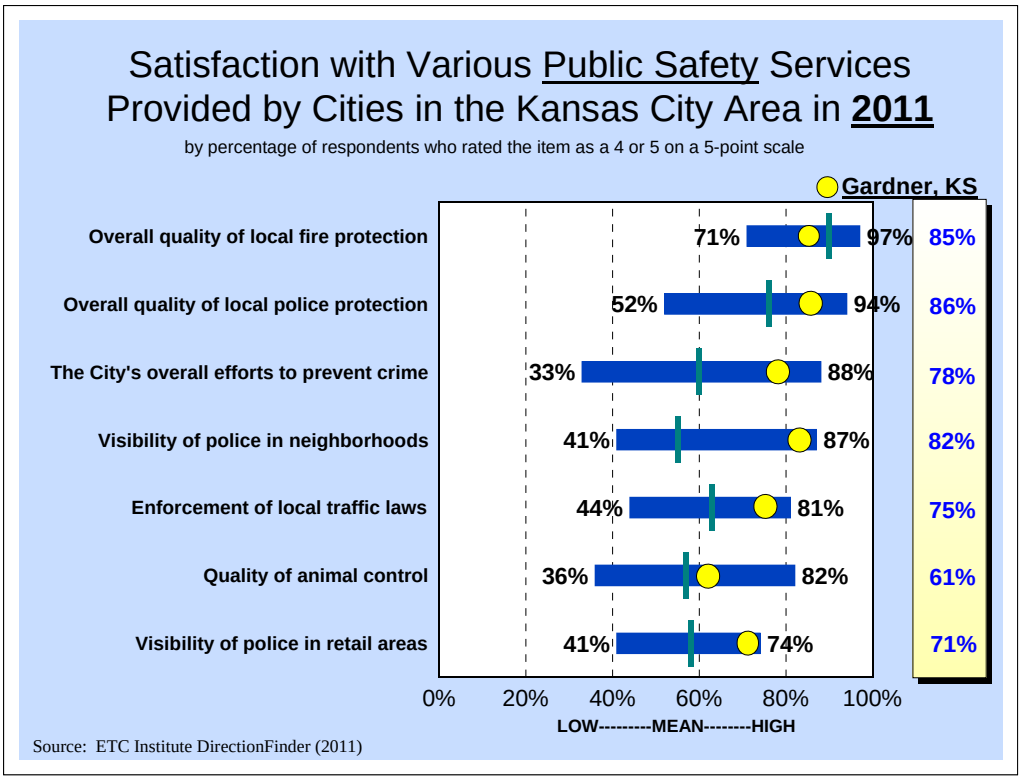
Overall Satisfaction With City Services Provided by Cities in the Kansas City Area in 2011

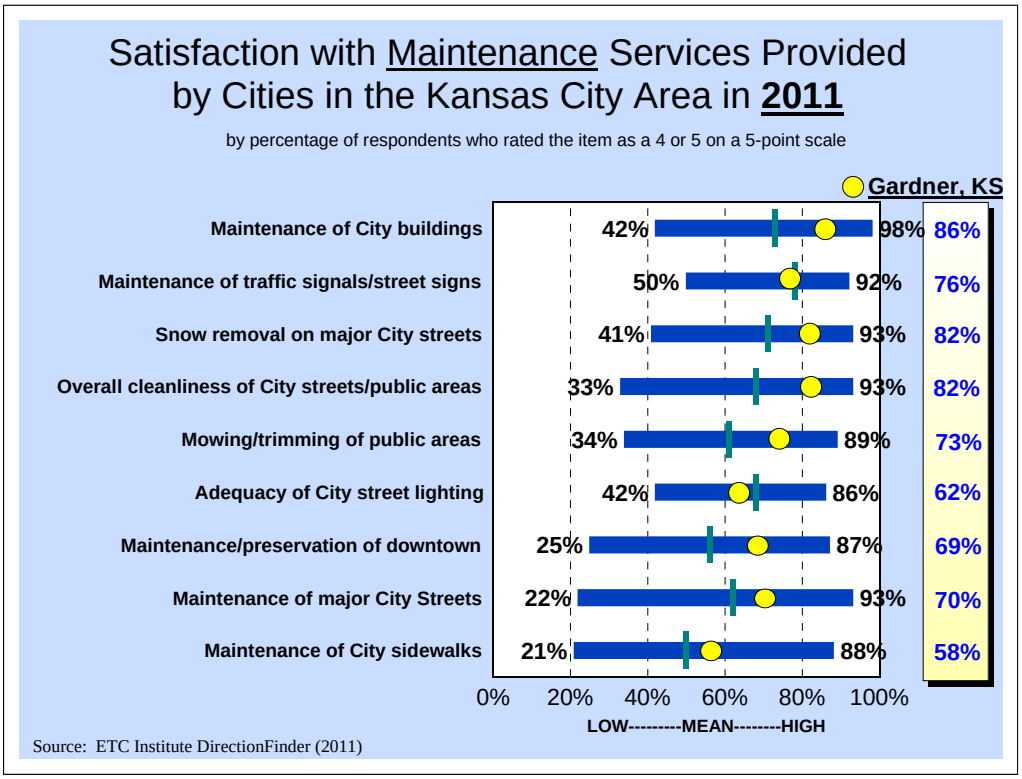
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

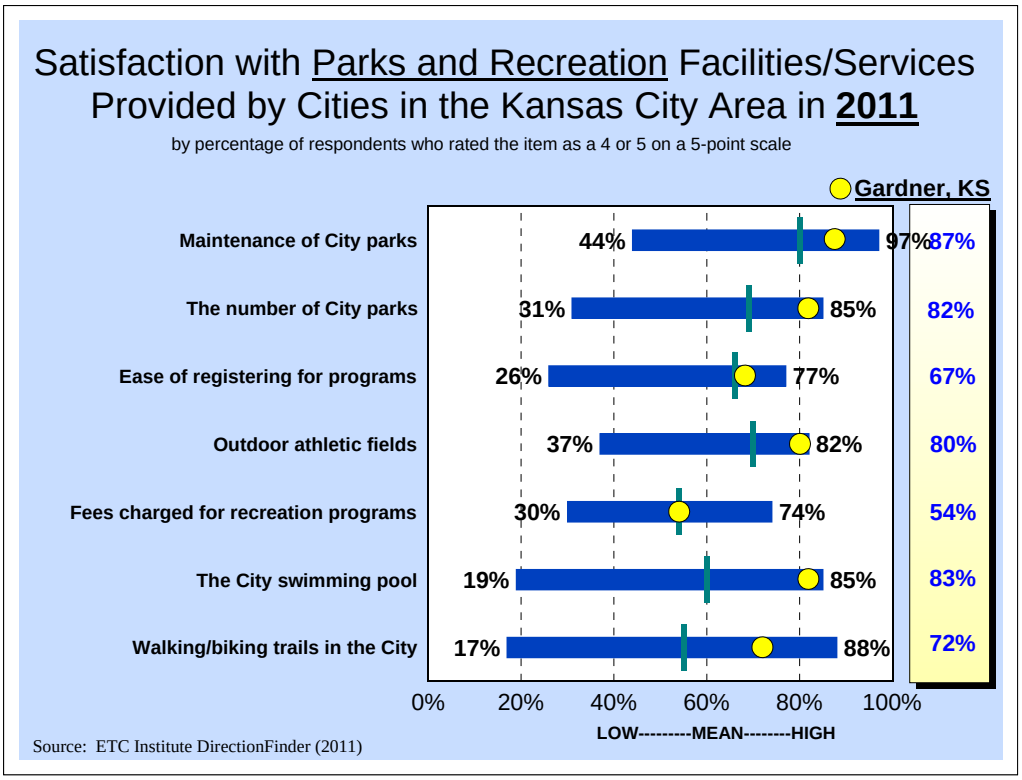


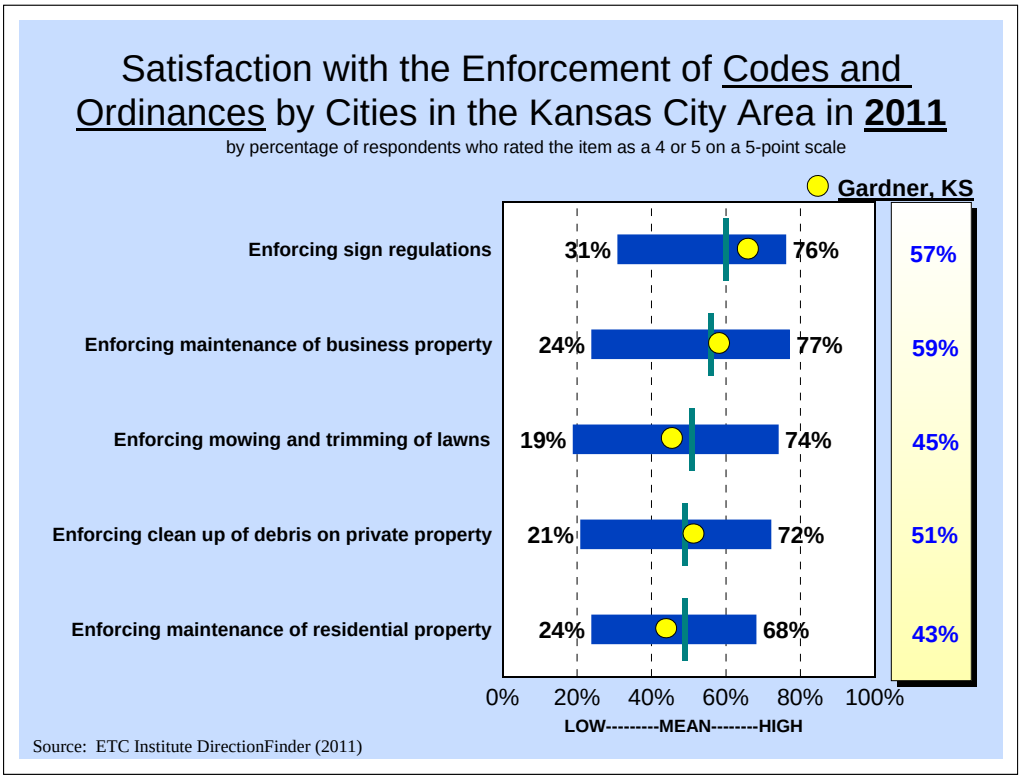
Source: ETC Institute DirectionFinder (2011)

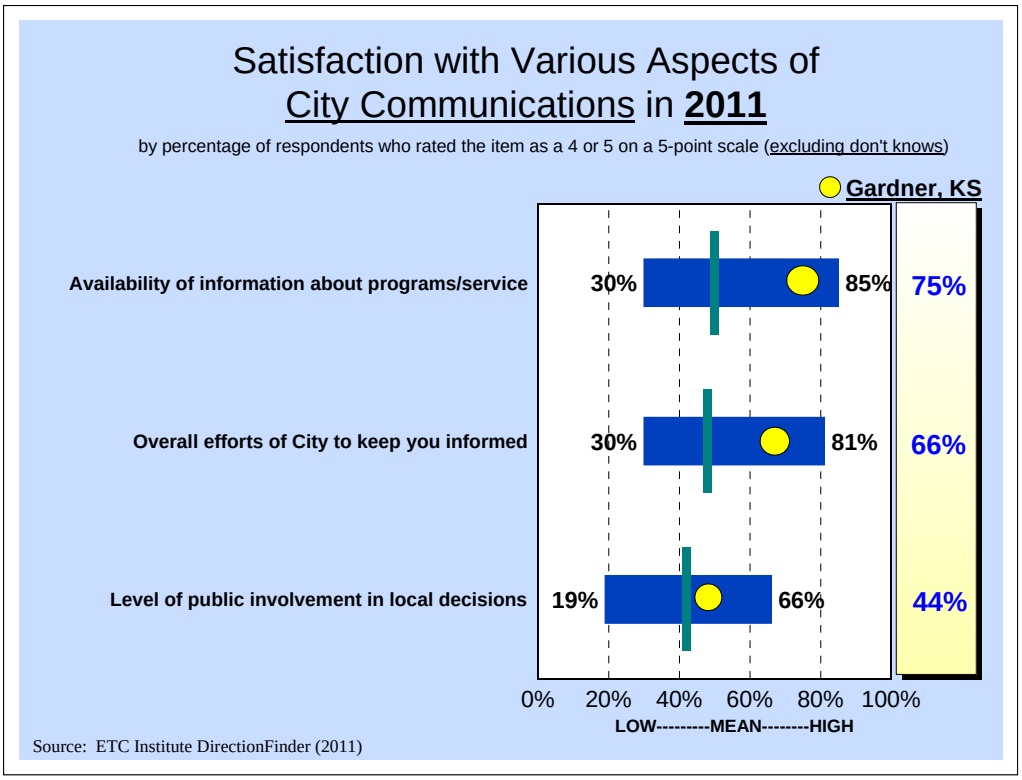

Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2011
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
Gardner, KS
Overall image of the City
22%
96%
66%
Overall quality of life in the City
29%
97%
75%
Overall value received for your tax dollars
24%
81%
45%
Overall quality of City services
20%
93%
80%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: ETC Institute DirectionFinder (2011)


Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in 2011
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
Gardner, KS
Overall quality of local fire protection
71%
97%
85%
Overall quality of local police protection
52%
94%
86%
The City's overall efforts to prevent crime
33%
88%
78%
Visibility of police in neighborhoods
41%
87%
82%
Enforcement of local traffic laws
44%
81%
75%
Quality of animal control
36%
82%
61%
Visibility of police in retail areas
41%
74%
71%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: ETC Institute DirectionFinder (2011)


Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2011
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
Gardner, KS
Maintenance of City buildings 42% 98% 86%
Maintenance of traffic signals/street signs 50% 92% 76%
Snow removal on major City streets 41% 93% 82%
Overall cleanliness of City streets/public areas 33% 93% 82%
Mowing/trimming of public areas 34% 89% 73%
Adequacy of City street lighting 42% 86% 62%
Maintenance/preservation of downtown 25% 87% 69%
Maintenance of major City Streets 22% 93% 70%
Maintenance of City sidewalks 21% 88% 58%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: ETC Institute DirectionFinder (2011)


Satisfaction with Parks and Recreation Facilities/Services Provided by Cities in the Kansas City Area in 2011
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
Gardner, KS
Maintenance of City parks 44% 97% 87%
The number of City parks 31% 85% 82%
Ease of registering for programs 26% 77% 67%
Outdoor athletic fields 37% 82% 80%
Fees charged for recreation programs 30% 74% 54%
The City swimming pool 19% 85% 83%
Walking/biking trails in the City 17% 88% 72%
0% 20% 40% 60% 80% 100%
LOW---------MEAN--------HIGH
Source: ETC Institute DirectionFinder (2011)


Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area in 2011
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
Gardner, KS
Enforcing sign regulations
31%
76%
57%
Enforcing maintenance of business property
24%
77%
59%
Enforcing mowing and trimming of lawns
19%
74%
45%
Enforcing clean up of debris on private property
21%
72%
51%
Enforcing maintenance of residential property
24%
68%
43%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: ETC Institute DirectionFinder (2011)


Satisfaction with Various Aspects of City Communications in 2011
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Gardner, KS
Availability of information about programs/service
30%
85%
75%
Overall efforts of City to keep you informed
30%
81%
66%
Level of public involvement in local decisions
19%
66%
44%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: ETC Institute DirectionFinder (2011)

Section 4:

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Gardner, Kansas

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Eighteen percent (18%) ranked "Quality of City parks and recreation programs and facilities" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Quality of City parks and recreation programs and facilities” was ranked second overall with 85% rating “Quality of City parks and recreation programs and facilities” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for “Quality of City parks and recreation programs and facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 18% was multiplied by 15% (1-0.85). This calculation yielded an I-S rating of 0.0270, which was ranked seventh out of nine major service categories.

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

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

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

Interpreting the Ratings

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

- Definitely Increase Emphasis (IS>=0.20)
- Increase Current Emphasis (0.10<=IS<0.20)
- Maintain Current Emphasis (IS<0.10)

The results for Gardner are provided on the following page.

Importance-Satisfaction Rating
City of Gardner
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall flow of traffic in the City	**62%**	**1**	**51%**	**9**	0.3038	**1**
High Priority (IS .10-.20)						
Maintenance of City streets/buildings/facilities	**53%**	**2**	**69%**	**5**	0.1643	**2**
Overall enforcement of city codes and ordinances	**32%**	**4**	**52%**	**8**	0.1536	**3**
Medium Priority (IS <.10)						
City water, sewer & electric utilities	**34%**	**3**	**74%**	**4**	0.0884	**4**
Overall quality of City stormwater management	**20%**	**6**	**63%**	**7**	0.0744	**5**
Effectiveness of communication with the public	**19%**	**7**	**70%**	**6**	0.0570	**6**
Parks and recreation	**18%**	**8**	**85%**	**2**	0.0270	**7**
Police, Fire, and Ambulance Services	**24%**	**5**	**89%**	**1**	0.0264	**8**
Overall quality of customer service	**6%**	**9**	**81%**	**3**	0.0114	**9**

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

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

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

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Importance-Satisfaction Rating
City of Gardner
Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Level of emphasis/resources combat drug activity	**41%**	**1**	**50%**	**13**	0.2050	**1**
High Priority (IS .10-.20)						
Public safety education program	**23%**	**4**	**53%**	**12**	0.1081	**2**
Medium Priority (IS <.10)						
Quality of animal control	**20%**	**5**	**61%**	**11**	0.0780	**3**
The City's overall efforts to prevent crime	**32%**	**2**	**78%**	**5**	0.0704	**4**
Visibility of police in retail areas	**15%**	**9**	**71%**	**9**	0.0435	**5**
Enforcement of local traffic laws	**16%**	**8**	**75%**	**7**	0.0400	**6**
Overall quality of local police protection	**24%**	**3**	**86%**	**1**	0.0336	**7**
Visibility of police in neighborhoods	**17%**	**6**	**82%**	**3**	0.0306	**8**
How quickly public safety personnel respond	**16%**	**7**	**82%**	**4**	0.0288	**9**
Quality of local ambulance service	**11%**	**11**	**76%**	**6**	0.0264	**10**
City efforts to enhance fire protection	**8%**	**12**	**70%**	**10**	0.0240	**11**
Visibility of fire department personnel	**8%**	**13**	**73%**	**8**	0.0216	**12**
Overall quality of local fire protection	**12%**	**10**	**85%**	**2**	0.0180	**13**

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

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

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

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Importance-Satisfaction Rating
City of Gardner
Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Snow removal on residential City streets	**40%**	**1**	**56%**	**13**	0.1760	**1**
Quality of street repair services	**33%**	**3**	**60%**	**11**	0.1320	**2**
Adequacy of City street lighting	**30%**	**4**	**62%**	**10**	0.1140	**3**
Maintenance of major City streets	**37%**	**2**	**70%**	**6**	0.1110	**4**
Medium Priority (IS <.10)						
Maintenance of streets in neighborhood	**23%**	**5**	**66%**	**9**	0.0782	**5**
Maintenance of sidewalks	**18%**	**6**	**58%**	**12**	0.0756	**6**
Maintenance and preservation of downtown Gardner	**16%**	**7**	**69%**	**7**	0.0496	**7**
Maintenance of traffic signals/street signs	**12%**	**10**	**76%**	**4**	0.0288	**8**
Snow removal on major City streets	**15%**	**8**	**82%**	**2**	0.0270	**9**
Mowing/trimming along City streets/public areas	**10%**	**11**	**73%**	**5**	0.0270	**10**
Overall cleanliness of City streets/public areas	**14%**	**9**	**82%**	**3**	0.0252	**11**
Quality of street cleaning services	**4%**	**12**	**69%**	**8**	0.0124	**12**
Maintenance of city buildings	**1%**	**13**	**86%**	**1**	0.0014	**13**

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

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

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

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Importance-Satisfaction Rating
City of Gardner
Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Walking/biking trails in the City	**34%**	**2**	**72%**	**5**	0.0952	**1**
Fees charged for recreation programs	**18%**	**4**	**54%**	**12**	0.0828	**2**
City's youth athletic programs	**22%**	**3**	**72%**	**6**	0.0616	**3**
Other City recreation programs(classes, trips)	**13%**	**7**	**57%**	**11**	0.0559	**4**
Quality of recreation programs or classes	**13%**	**8**	**60%**	**9**	0.0520	**5**
Maintenance of City parks	**35%**	**1**	**87%**	**1**	0.0455	**6**
Gardner golf course	**11%**	**9**	**59%**	**10**	0.0451	**7**
City's adult athletic programs	**8%**	**11**	**62%**	**8**	0.0304	**8**
The City swimming pool/acquatic center	**16%**	**5**	**83%**	**2**	0.0272	**9**
The number of City parks	**15%**	**6**	**82%**	**3**	0.0270	**10**
Outdoor athletic fields	**11%**	**10**	**80%**	**4**	0.0220	**11**
Ease of registering for programs	**5%**	**12**	**67%**	**7**	0.0165	**12**

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

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

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

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Importance-Satisfaction Rating
City of Gardner
Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Walking/biking trails in the City	**34%**	**2**	**72%**	**5**	0.0952	**1**
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Maintenance of City parks	**35%**	**1**	**87%**	**1**	0.0455	**6**
Gardner golf course	**11%**	**9**	**59%**	**10**	0.0451	**7**
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The City swimming pool/acquatic center	**16%**	**5**	**83%**	**2**	0.0272	**9**
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Outdoor athletic fields	**11%**	**10**	**80%**	**4**	0.0220	**11**
Ease of registering for programs	**5%**	**12**	**67%**	**7**	0.0165	**12**

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

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

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

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Importance-Satisfaction Matrix Analysis.

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

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

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.

- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.

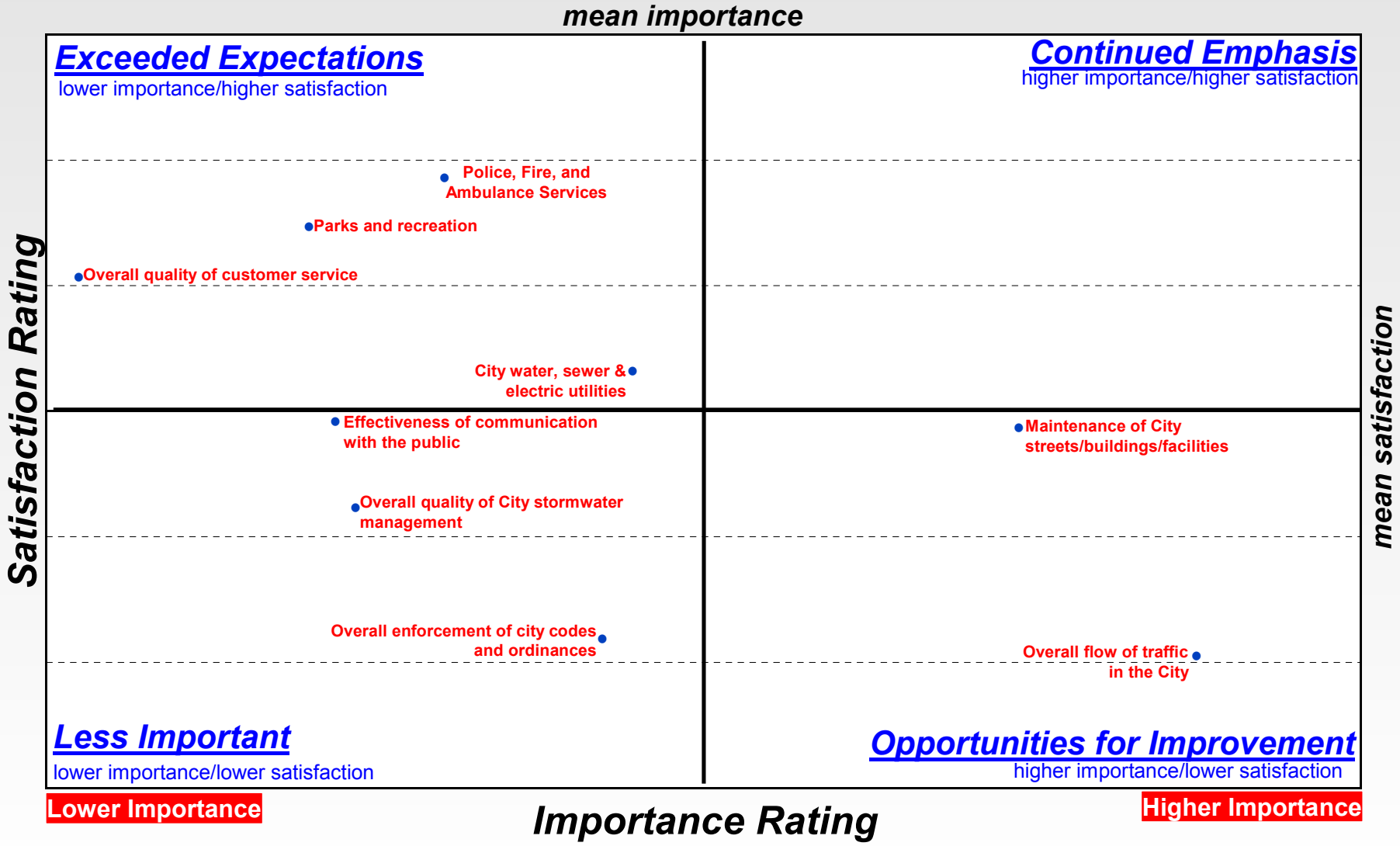
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.

- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the Gardner are provided on the following pages.

2011 City of Gardner DirectionFinder
Importance-Satisfaction Assessment Matrix
-Overall-

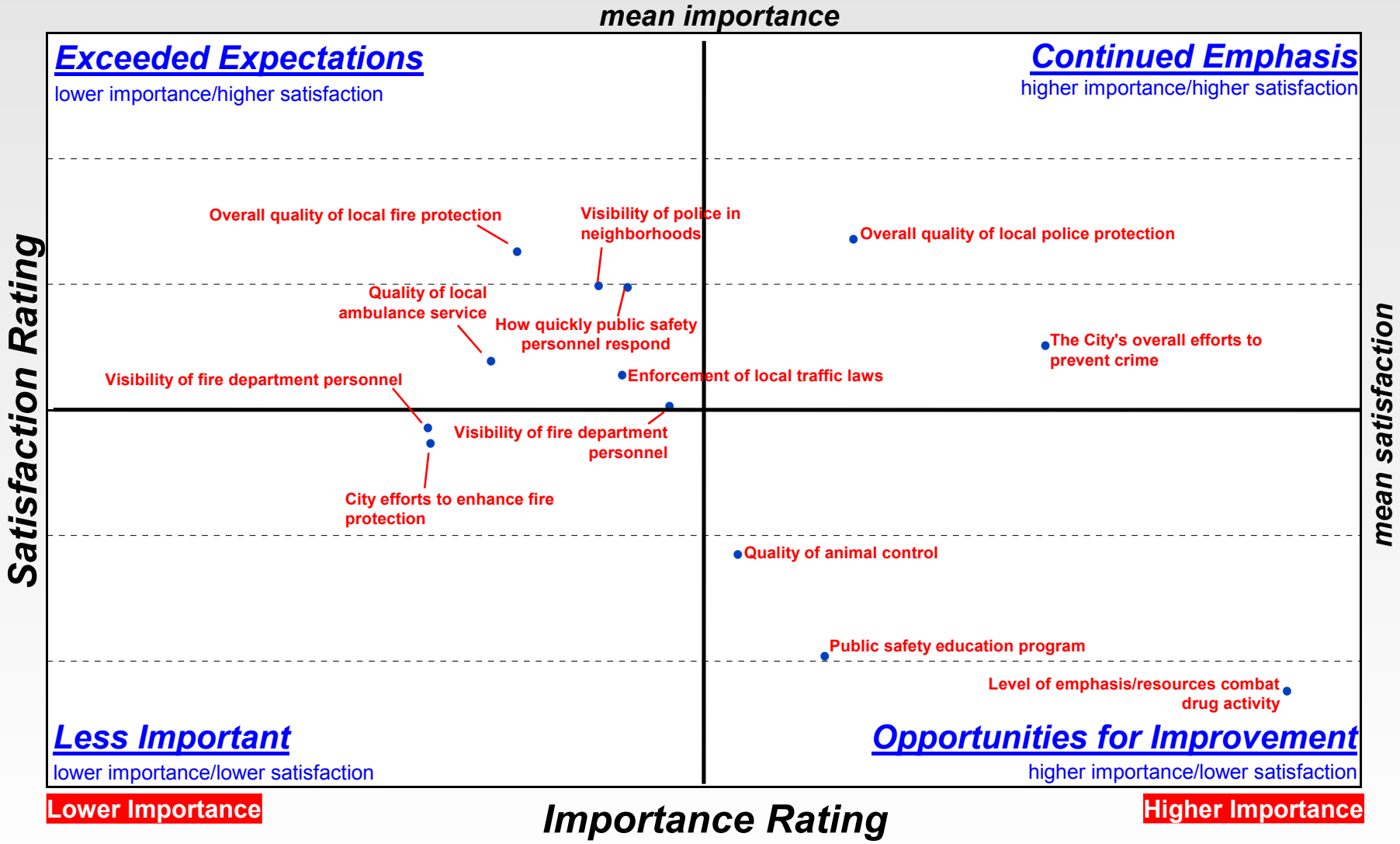
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2011)

2011 City of Gardner DirectionFinder
Importance-Satisfaction Assessment Matrix
-Public Safety-

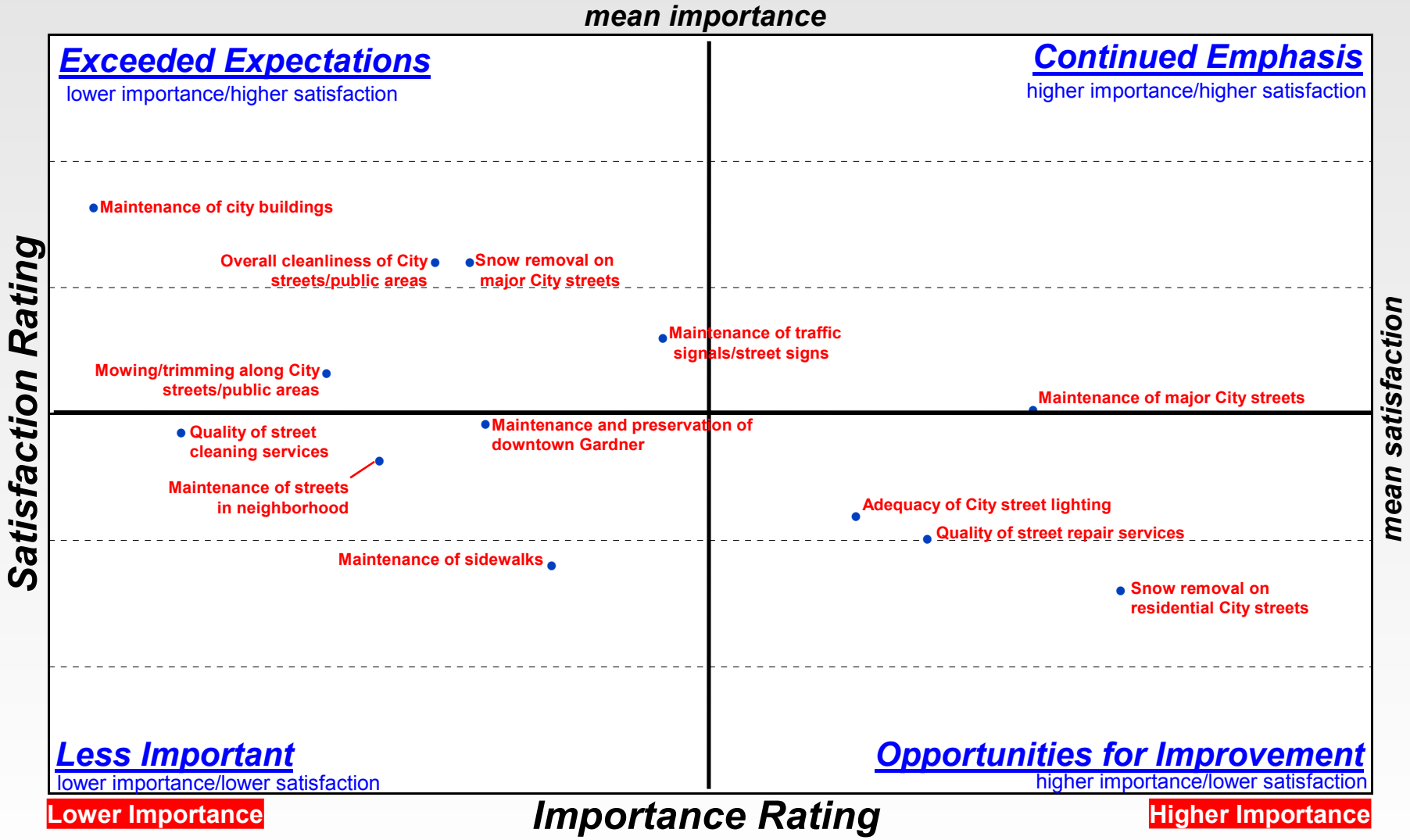
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2011)

2011 City of Gardner DirectionFinder
Importance-Satisfaction Assessment Matrix
-Maintenance-

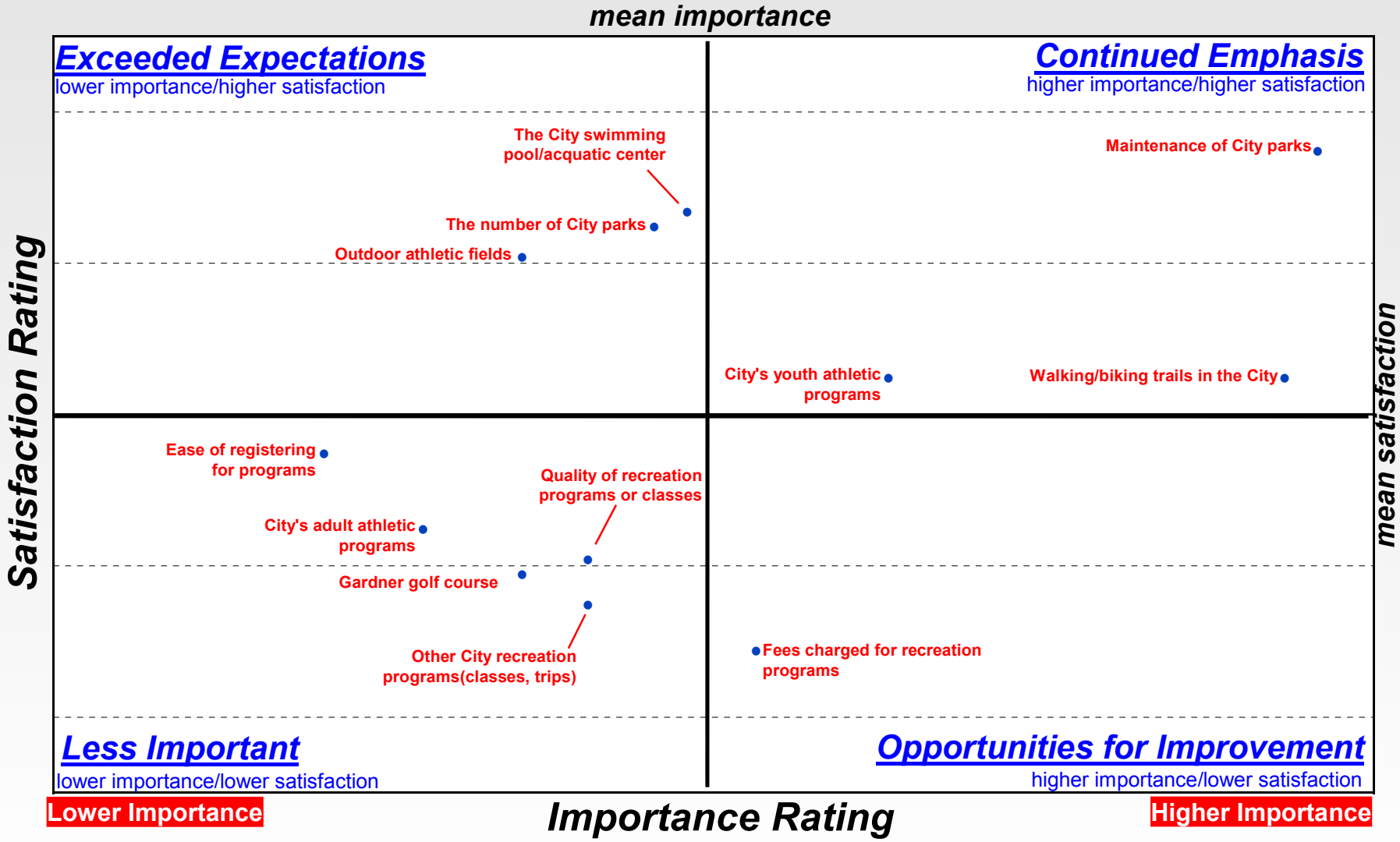
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2011)

2011 City of Gardner DirectionFinder
Importance-Satisfaction Assessment Matrix
-Parks and Recreation-

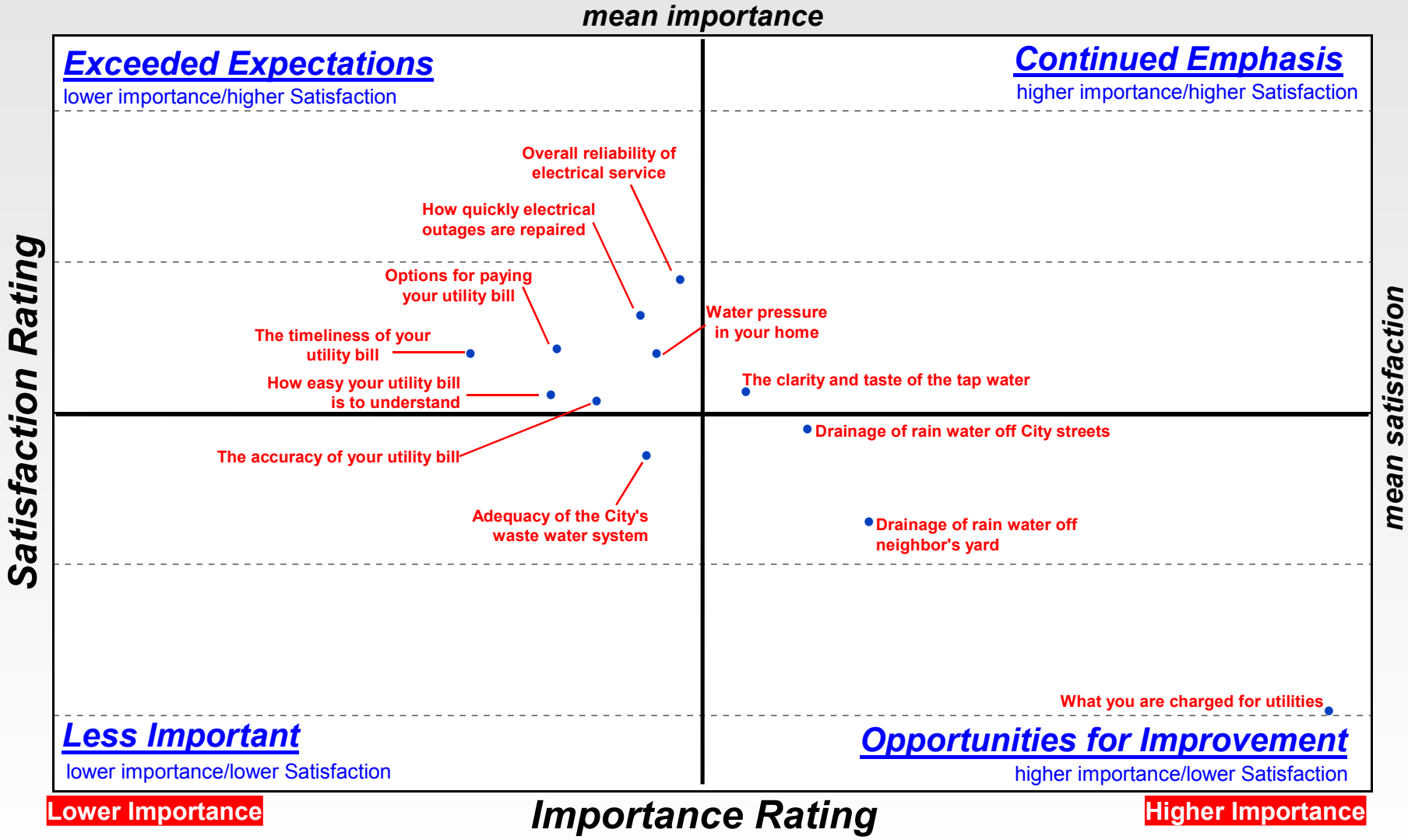
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2011)

2011 City of Gardner DirectionFinder
Importance-Satisfaction Assessment Matrix
-Utilities-

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



Source: ETC Institute (2011)

Section 5:

Tabular Data and Survey Instrument

Q1. Please rate your satisfaction with major categories of services provided by the City of Gardner on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1a. Quality of police, fire, & ambulance services	37.8%	45.2%	8.6%	1.2%	0.5%	6.7%
Q1b. Quality of parks & recreation programs & facilities	38.7%	44.1%	9.1%	3.7%	0.7%	3.7%
Q1c. Maintenance of City streets, buildings & facilities	17.2%	51.8%	21.7%	6.5%	2.1%	0.7%
Q1d. Quality of City water, sewer & electric utilities	25.2%	47.5%	17.9%	6.5%	1.8%	1.2%
Q1e. Enforcement of City codes & ordinances	11.4%	36.3%	26.3%	12.6%	4.7%	8.8%
Q1f. Quality of customer service from City employees	33.3%	43.4%	14.0%	3.3%	1.4%	4.6%
Q1g. Effectiveness of City communication with public	22.1%	45.7%	22.6%	5.3%	2.1%	2.3%
Q1h. Overall flow of traffic in City	8.2%	41.7%	23.5%	18.0%	6.8%	1.8%
Q1i. Quality of City's stormwater management system	14.7%	43.4%	25.0%	8.1%	1.6%	7.2%

Q1. Please rate your satisfaction with major categories of services provided by the City of Gardner on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a. Quality of police, fire, & ambulance services	40.5%	48.4%	9.2%	1.3%	0.6%
Q1b. Quality of parks & recreation programs & facilities	40.2%	45.8%	9.5%	3.8%	0.7%
Q1c. Maintenance of City streets, buildings & facilities	17.3%	52.2%	21.9%	6.5%	2.1%
Q1d. Quality of City water, sewer & electric utilities	25.5%	48.0%	18.1%	6.6%	1.8%
Q1e. Enforcement of City codes & ordinances	12.5%	39.7%	28.8%	13.8%	5.2%
Q1f. Quality of customer service from City employees	34.9%	45.5%	14.7%	3.5%	1.5%
Q1g. Effectiveness of City communication with public	22.6%	46.8%	23.1%	5.4%	2.2%
Q1h. Overall flow of traffic in City	8.4%	42.4%	23.9%	18.4%	7.0%
Q1i. Quality of City's stormwater management system	15.8%	46.8%	27.0%	8.7%	1.7%

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

Q2. Top choice	Number	Percent
Police, fire, & ambulance services	56	9.8 %
Parks & recreation programs & facilities	20	3.5 %
Maintenance of streets, buildings & facilities	95	16.6 %
Quality of water, sewer & electric utilities	63	11.0 %
Enforcement of codes & ordinances	46	8.1 %
Quality of customer service from City employees	11	1.9 %
Effectiveness of City communication with public	21	3.7 %
Flow of traffic	190	33.3 %
Stormwater management system	34	6.0 %
None chosen	35	6.1 %
Total	571	100.0 %

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

Q2. 2nd choice	Number	Percent
Police, fire, & ambulance services	41	7.2 %
Parks & recreation programs & facilities	31	5.4 %
Maintenance of streets, buildings & facilities	123	21.5 %
Quality of water, sewer & electric utilities	67	11.7 %
Enforcement of codes & ordinances	71	12.4 %
Quality of customer service from City employees	8	1.4 %
Effectiveness of City communication with public	38	6.7 %
Flow of traffic	97	17.0 %
Stormwater management system	37	6.5 %
None chosen	58	10.2 %
Total	571	100.0 %

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

Q2. 3rd choice	Number	Percent
Police, fire, & ambulance services	42	7.4 %
Parks & recreation programs & facilities	50	8.8 %
Maintenance of streets, buildings & facilities	84	14.7 %
Quality of water, sewer & electric utilities	63	11.0 %
Enforcement of codes & ordinances	67	11.7 %
Quality of customer service from City employees	17	3.0 %
Effectiveness of City communication with public	49	8.6 %
Flow of traffic	66	11.6 %
Stormwater management system	43	7.5 %
None chosen	90	15.8 %
Total	571	100.0 %

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

Q2. Top choice	Number	Percent
Police, fire, & ambulance services	139	24.3 %
Parks & recreation programs & facilities	101	17.7 %
Maintenance of streets, buildings & facilities	302	52.9 %
Quality of water, sewer & electric utilities	193	33.8 %
Enforcement of codes & ordinances	184	32.2 %
Quality of customer service from City employees	36	6.3 %
Effectiveness of City communication with public	108	18.9 %
Flow of traffic	353	61.8 %
Stormwater management system	114	20.0 %
None chosen	35	6.1 %
Total	1565	

Q3. Several items that may influence your perception of the City of Gardner are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3a. Overall quality of services provided by City	19.6%	58.8%	16.1%	3.0%	0.5%	1.9%
Q3b. Overall image of City	15.9%	49.4%	22.1%	8.6%	2.1%	1.9%
Q3c. How well City is planning growth	7.9%	28.9%	27.7%	19.3%	10.0%	6.3%
Q3d. Overall quality of life in City	21.7%	51.1%	18.7%	5.3%	0.9%	2.3%
Q3e. Quality of new development in Gardner	10.0%	30.8%	31.7%	16.8%	6.8%	3.9%
Q3f. Overall feeling of safety in City	34.0%	52.9%	9.8%	1.9%	0.2%	1.2%
Q3g. Overall value you receive for City tax dollars & fees	9.5%	34.0%	32.0%	16.5%	6.5%	1.6%

Q3. Several items that may influence your perception of the City of Gardner are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3a. Overall quality of services provided by City	20.0%	60.0%	16.4%	3.0%	0.5%
Q3b. Overall image of City	16.3%	50.4%	22.5%	8.8%	2.1%
Q3c. How well City is planning growth	8.4%	30.8%	29.5%	20.6%	10.7%
Q3d. Overall quality of life in City	22.2%	52.3%	19.2%	5.4%	0.9%
Q3e. Quality of new development in Gardner	10.4%	32.1%	33.0%	17.5%	7.1%
Q3f. Overall feeling of safety in City	34.4%	53.5%	9.9%	2.0%	0.2%
Q3g. Overall value you receive for City tax dollars & fees	9.6%	34.5%	32.6%	16.7%	6.6%

Q4.Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following Public Safety services provided by the City of Gardner:

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4a. Quality of local police protection	34.3%	49.9%	10.0%	2.3%	0.9%	2.6%
Q4b. Visibility of police in neighborhoods	37.8%	44.1%	12.1%	4.7%	0.9%	0.4%
Q4c. Visibility of police in retail areas	24.7%	42.9%	23.1%	4.9%	0.4%	4.0%
Q4d. City's efforts to prevent crime	24.9%	47.3%	17.9%	2.1%	1.1%	6.8%
Q4e. Enforcement of local traffic laws	24.0%	48.5%	18.2%	4.2%	1.6%	3.5%
Q4f. Quality of local fire protection	31.7%	45.7%	11.7%	1.4%	0.0%	9.5%
Q4g. Visibility of fire department personnel	27.7%	40.1%	21.7%	3.3%	0.4%	6.8%
Q4h. City efforts to enhance fire protection	24.2%	34.3%	22.4%	2.3%	0.7%	16.1%
Q4i. How quickly public safety personnel respond to emergencies	34.7%	34.5%	14.5%	0.4%	0.2%	15.8%
Q4j. Overall quality of local ambulance services	25.0%	31.0%	16.8%	0.5%	0.0%	26.6%
Q4k. Public safety education programs	14.0%	24.7%	30.6%	3.0%	0.9%	26.8%
Q4l. Level of emphasis & resources used to combat illegal drug activities	12.1%	22.6%	25.6%	7.9%	1.2%	30.6%
Q4m. Quality of animal control	14.0%	40.5%	22.4%	8.2%	4.4%	10.5%

Q4.Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following Public Safety services provided by the City of Gardner: (without "don't know")

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a. Quality of local police protection	35.3%	51.3%	10.3%	2.3%	0.9%
Q4b. Visibility of police in neighborhoods	38.0%	44.3%	12.1%	4.7%	0.9%
Q4c. Visibility of police in retail areas	25.7%	44.7%	24.1%	5.1%	0.4%
Q4d. City's efforts to prevent crime	26.7%	50.8%	19.2%	2.3%	1.1%
Q4e. Enforcement of local traffic laws	24.9%	50.3%	18.9%	4.4%	1.6%
Q4f. Quality of local fire protection	35.0%	50.5%	13.0%	1.5%	0.0%
Q4g. Visibility of fire department personnel	29.7%	43.0%	23.3%	3.6%	0.4%
Q4h. City efforts to enhance fire protection	28.8%	40.9%	26.7%	2.7%	0.8%
Q4i. How quickly public safety personnel respond to emergencies	41.2%	41.0%	17.3%	0.4%	0.2%
Q4j. Overall quality of local ambulance services	34.1%	42.2%	22.9%	0.7%	0.0%
Q4k. Public safety education programs	19.1%	33.7%	41.9%	4.1%	1.2%
Q4l. Level of emphasis & resources used to combat illegal drug activities	17.4%	32.6%	36.9%	11.4%	1.8%
Q4m. Quality of animal control	15.7%	45.2%	25.0%	9.2%	4.9%

Q5. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q5. Top choice	Number	Percent
Quality of local police protection	89	15.6 %
Visibility of police in neighborhoods	40	7.0 %
Visibility of police in retail areas	24	4.2 %
City's efforts to prevent crime	59	10.3 %
Enforcement of local traffic laws	35	6.1 %
Quality of local fire protection	9	1.6 %
Visibility of local fire personnel	15	2.6 %
City efforts to enhance fire protection	8	1.4 %
Quick response to emergencies by public safety personnel	25	4.4 %
Quality of local ambulance services	9	1.6 %
Public safety education programs	32	5.6 %
Emphasis & resources used to combat illegal drug activities	98	17.2 %
Quality of animal control	38	6.7 %
None chosen	90	15.8 %
Total	571	100.0 %

Q5. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q5. 2nd choice	Number	Percent
Quality of local police protection	25	4.4 %
Visibility of police in neighborhoods	30	5.3 %
Visibility of police in retail areas	31	5.4 %
City's efforts to prevent crime	70	12.3 %
Enforcement of local traffic laws	26	4.6 %
Quality of local fire protection	41	7.2 %
Visibility of local fire personnel	16	2.8 %
City efforts to enhance fire protection	21	3.7 %
Quick response to emergencies by public safety personnel	38	6.7 %
Quality of local ambulance services	17	3.0 %
Public safety education programs	49	8.6 %
Emphasis & resources used to combat illegal drug activities	70	12.3 %
Quality of animal control	28	4.9 %
None chosen	109	19.1 %
Total	571	100.0 %

Q5. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q5. 3rd choice	Number	Percent
Quality of local police protection	25	4.4 %
Visibility of police in neighborhoods	29	5.1 %
Visibility of police in retail areas	29	5.1 %
City's efforts to prevent crime	52	9.1 %
Enforcement of local traffic laws	28	4.9 %
Quality of local fire protection	16	2.8 %
Visibility of local fire personnel	16	2.8 %
City efforts to enhance fire protection	18	3.2 %
Quick response to emergencies by public safety personnel	27	4.7 %
Quality of local ambulance services	34	6.0 %
Public safety education programs	52	9.1 %
Emphasis & resources used to combat illegal drug activities	65	11.4 %
Quality of animal control	48	8.4 %
None chosen	132	23.1 %
Total	571	100.0 %

Q5. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years? (top 3)

Q5. Top choice	Number	Percent
Quality of local police protection	139	24.3 %
Visibility of police in neighborhoods	99	17.3 %
Visibility of police in retail areas	84	14.7 %
City's efforts to prevent crime	181	31.7 %
Enforcement of local traffic laws	89	15.6 %
Quality of local fire protection	66	11.6 %
Visibility of local fire personnel	47	8.2 %
City efforts to enhance fire protection	47	8.2 %
Quick response to emergencies by public safety personnel	90	15.8 %
Quality of local ambulance services	60	10.5 %
Public safety education programs	133	23.3 %
Emphasis & resources used to combat illegal drug activities	233	40.8 %
Quality of animal control	114	20.0 %
None chosen	90	15.8 %
Total	1472	

Q6. How safe do you feel in the following circumstances? For each of the items listed, please rate your selection on a scale of 1 to 4 where 4 means "Very safe" and 1 means "Very unsafe."

(N=571)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q6a. How safe do you feel walking alone in your neighborhood after dark	47.3%	39.1%	8.2%	1.2%	4.2%
Q6b. How safe do you feel walking alone in your neighborhood during the day	86.5%	11.4%	1.1%	0.2%	0.9%
Q6c. How safe do you feel walking alone in business areas or downtown after dark	26.4%	43.4%	15.4%	2.1%	12.6%
Q6d. How safe do you feel walking alone in business areas or downtown during the day	80.7%	15.8%	0.9%	0.4%	2.3%

Q6. How safe do you feel in the following circumstances? For each of the items listed, please rate your selection on a scale of 1 to 4 where 4 means "Very safe" and 1 means "Very unsafe." (without "don't know")

(N=571)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q6a. How safe do you feel walking alone in your neighborhood after dark	49.4%	40.8%	8.6%	1.3%
Q6b. How safe do you feel walking alone in your neighborhood during the day	87.3%	11.5%	1.1%	0.2%
Q6c. How safe do you feel walking alone in business areas or downtown after dark	30.3%	49.7%	17.6%	2.4%
Q6d. How safe do you feel walking alone in business areas or downtown during the day	82.6%	16.1%	0.9%	0.4%

Q7. During the past 12 months, were you or anyone in your household the victim of any crime in Gardner?

Q7. Were you the victim of any crime	Number	Percent
Yes	31	5.4 %
No	535	93.7 %
Don't know	4	0.7 %
No response	1	0.2 %
Total	571	100.0 %

Q7. During the past 12 months, were you or anyone in your household the victim of any crime in Gardner? (without "don't know" or "no response")

Q7. Were you the victim of any crime	Number	Percent
Yes	31	5.5 %
No	535	94.5 %
Total	566	100.0 %

Q7a. If "yes", did you report all of these crimes to the police?

Q7a. Did you report crimes to police	Number	Percent
Yes	30	96.8 %
No	1	3.2 %
Total	31	100.0 %

Q8. During the past 12 months, have you had ANY contact with the police department?

Q8. Have you had any contact with police department	Number	Percent
Yes	278	48.8 %
No	287	50.4 %
Don't know	3	0.5 %
No response	2	0.4 %
Total	570	100.0 %

Q8. During the past 12 months, have you had ANY contact with the police department? (without "don't know" or "no response")

Q8. Have you had any contact with police department	Number	Percent
Yes	278	49.2 %
No	287	50.8 %
Total	565	100.0 %

Q8a. If "yes", how would you rate the contact?

Q8a. How would you rate the contact	Number	Percent
Excellent	159	57.2 %
Good	82	29.5 %
Fair	20	7.2 %
Poor	17	6.1 %
Total	278	100.0 %

Q9. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following MAINTENANCE services provided by the City:

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9a. Maintenance of major City streets	14.0%	55.7%	18.0%	8.9%	2.5%	0.9%
Q9b. Maintenance of streets in your neighborhood	15.6%	49.6%	19.4%	10.9%	2.8%	1.8%
Q9c. Maintenance of street traffic signals & street signs	19.3%	54.5%	18.2%	3.9%	2.3%	1.9%
Q9d. Quality of street repair services	12.6%	46.1%	23.5%	12.4%	3.0%	2.5%
Q9e. Quality of street cleaning services	17.0%	48.3%	23.5%	5.8%	0.7%	4.7%
Q9f. Maintenance of sidewalks	12.6%	42.9%	26.4%	8.8%	4.0%	5.3%
Q9g. Maintenance & preservation of Downtown Gardner	13.8%	52.5%	21.7%	6.5%	1.2%	4.2%
Q9h. Maintenance of City buildings, such as City Hall	26.1%	56.0%	12.1%	0.7%	0.2%	4.9%
Q9i. Snow removal on major City streets	29.1%	51.8%	11.9%	4.2%	1.9%	1.1%
Q9j. Snow removal on streets in residential areas	16.8%	38.2%	20.8%	16.6%	5.8%	1.8%
Q9k. Mowing & trimming along City streets & other public areas	19.8%	51.7%	20.1%	4.6%	1.6%	2.3%
Q9l. Overall cleanliness of City streets & other public areas	21.4%	59.2%	15.8%	2.1%	0.7%	0.9%
Q9m. Adequacy of City street lighting	15.6%	45.5%	22.1%	13.0%	2.6%	1.2%

Q9. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following MAINTENANCE services provided by the City: (without "don't know")

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a. Maintenance of major City streets	14.1%	56.2%	18.2%	9.0%	2.5%
Q9b. Maintenance of streets in your neighborhood	15.9%	50.4%	19.8%	11.1%	2.9%
Q9c. Maintenance of street traffic signals & street signs	19.6%	55.5%	18.6%	3.9%	2.3%
Q9d. Quality of street repair services	12.9%	47.2%	24.1%	12.7%	3.1%
Q9e. Quality of street cleaning services	17.8%	50.7%	24.6%	6.1%	0.7%
Q9f. Maintenance of sidewalks	13.3%	45.3%	27.9%	9.2%	4.3%
Q9g. Maintenance & preservation of Downtown Gardner	14.4%	54.8%	22.7%	6.8%	1.3%
Q9h. Maintenance of City buildings, such as City Hall	27.4%	58.9%	12.7%	0.7%	0.2%
Q9i. Snow removal on major City streets	29.4%	52.4%	12.0%	4.2%	1.9%
Q9j. Snow removal on streets in residential areas	17.1%	38.9%	21.2%	16.9%	5.9%
Q9k. Mowing & trimming along City streets & other public areas	20.3%	52.9%	20.6%	4.7%	1.6%
Q9l. Overall cleanliness of City streets & other public areas	21.6%	59.7%	15.9%	2.1%	0.7%
Q9m. Adequacy of City street lighting	15.8%	46.1%	22.3%	13.1%	2.7%

Q10. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q10. Top choice	Number	Percent
Maintenance of major City streets	115	20.1 %
Maintenance of neighborhood streets	40	7.0 %
Maintenance of traffic signals & street signs	21	3.7 %
Quality of street repair services	53	9.3 %
Quality of street cleaning services	5	0.9 %
Maintenance of sidewalks	37	6.5 %
Maintenance & preservation of Downtown Gardner	30	5.3 %
Maintenance of City buildings	3	0.5 %
Snow removal on major City streets	20	3.5 %
Snow removal in residential areas	91	15.9 %
Mowing & trimming along City streets & other public areas	10	1.8 %
Overall cleanliness of City streets & other public areas	13	2.3 %
Adequacy of City street lighting	70	12.3 %
None chosen	63	11.0 %
Total	571	100.0 %

Q10. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q10. 2nd choice	Number	Percent
Maintenance of major City streets	46	8.1 %
Maintenance of neighborhood streets	49	8.6 %
Maintenance of traffic signals & street signs	23	4.0 %
Quality of street repair services	73	12.8 %
Quality of street cleaning services	9	1.6 %
Maintenance of sidewalks	40	7.0 %
Maintenance & preservation of Downtown Gardner	34	6.0 %
Maintenance of City buildings	1	0.2 %
Snow removal on major City streets	37	6.5 %
Snow removal in residential areas	83	14.5 %
Mowing & trimming along City streets & other public areas	16	2.8 %
Overall cleanliness of City streets & other public areas	23	4.0 %
Adequacy of City street lighting	46	8.1 %
None chosen	91	15.9 %
Total	571	100.0 %

Q10. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q10. 3rd choice	Number	Percent
Maintenance of major City streets	48	8.4 %
Maintenance of neighborhood streets	40	7.0 %
Maintenance of traffic signals & street signs	24	4.2 %
Quality of street repair services	60	10.5 %
Quality of street cleaning services	11	1.9 %
Maintenance of sidewalks	28	4.9 %
Maintenance & preservation of Downtown Gardner	26	4.6 %
Maintenance of City buildings	2	0.4 %
Snow removal on major City streets	30	5.3 %
Snow removal in residential areas	54	9.5 %
Mowing & trimming along City streets & other public areas	30	5.3 %
Overall cleanliness of City streets & other public areas	44	7.7 %
Adequacy of City street lighting	54	9.5 %
None chosen	120	21.0 %
Total	571	100.0 %

Q10. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years? (top 3)

Q10. Top choice	Number	Percent
Maintenance of major City streets	209	36.6 %
Maintenance of neighborhood streets	129	22.6 %
Maintenance of traffic signals & street signs	68	11.9 %
Quality of street repair services	186	32.6 %
Quality of street cleaning services	25	4.4 %
Maintenance of sidewalks	105	18.4 %
Maintenance & preservation of Downtown Gardner	90	15.8 %
Maintenance of City buildings	6	1.1 %
Snow removal on major City streets	87	15.2 %
Snow removal in residential areas	228	39.9 %
Mowing & trimming along City streets & other public areas	56	9.8 %
Overall cleanliness of City streets & other public areas	80	14.0 %
Adequacy of City street lighting	170	29.8 %
None chosen	63	11.0 %
Total	1502	

Q11. Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with PARKS AND RECREATION issues.

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11a. Maintenance of City parks	30.8%	49.0%	9.5%	2.1%	0.7%	7.9%
Q11b. Number of City parks	31.3%	44.7%	12.6%	3.5%	0.5%	7.4%
Q11c. Walking & biking trails in City	25.0%	39.6%	17.5%	6.5%	1.4%	10.0%
Q11d. City Swimming pool/ aquatic center	35.9%	34.0%	11.6%	2.1%	0.4%	16.1%
Q11e. Gardner golf course	11.7%	25.2%	20.8%	2.3%	2.6%	37.3%
Q11f. Outdoor athletic fields	24.9%	38.0%	14.4%	0.9%	0.4%	21.5%
Q11g. City's youth athletic programs	22.4%	29.6%	16.5%	3.2%	0.7%	27.7%
Q11h. City's adult athletic programs	14.9%	25.2%	22.8%	1.6%	0.5%	35.0%
Q11i. Other City recreation programs	14.4%	22.9%	25.2%	2.5%	0.9%	34.2%
Q11j. Ease of registering for programs	18.2%	28.5%	20.0%	2.5%	0.2%	30.6%
Q11k. Fees charged for recreation programs	12.8%	26.8%	27.1%	5.4%	1.1%	26.8%
Q11l. Quality of recreation programs or classes	14.9%	25.9%	24.3%	2.5%	0.2%	32.2%

Q11. Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with PARKS AND RECREATION issues. (without "don't know")

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11a. Maintenance of City parks	33.5%	53.2%	10.3%	2.3%	0.8%
Q11b. Number of City parks	33.8%	48.2%	13.6%	3.8%	0.6%
Q11c. Walking & biking trails in City	27.8%	44.0%	19.5%	7.2%	1.6%
Q11d. City Swimming pool/ aquatic center	42.8%	40.5%	13.8%	2.5%	0.4%
Q11e. Gardner golf course	18.7%	40.2%	33.2%	3.6%	4.2%
Q11f. Outdoor athletic fields	31.7%	48.4%	18.3%	1.1%	0.4%
Q11g. City's youth athletic programs	31.0%	40.9%	22.8%	4.4%	1.0%
Q11h. City's adult athletic programs	22.9%	38.8%	35.0%	2.4%	0.8%
Q11i. Other City recreation programs	21.8%	34.8%	38.3%	3.7%	1.3%
Q11j. Ease of registering for programs	26.3%	41.2%	28.8%	3.5%	0.3%
Q11k. Fees charged for recreation programs	17.5%	36.6%	37.1%	7.4%	1.4%
Q11l. Quality of recreation programs or classes	22.0%	38.2%	35.9%	3.6%	0.3%

Q12. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q12. Top choice	Number	Percent
Maintenance of City parks	128	22.4 %
Number of City parks	20	3.5 %
Walking & biking trails in City	76	13.3 %
City swimming pool/aquatic center	23	4.0 %
Gardner golf course	27	4.7 %
Outdoor athletic fields	11	1.9 %
City's youth athletic programs	42	7.4 %
City's adult athletic programs	9	1.6 %
Other recreation programs	22	3.9 %
Ease of registering for programs	9	1.6 %
Fees charged for recreation programs	36	6.3 %
Quality of recreation programs or classes	16	2.8 %
None chosen	152	26.6 %
Total	571	100.0 %

Q12. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q12. 2nd choice	Number	Percent
Maintenance of City parks	40	7.0 %
Number of City parks	39	6.8 %
Walking & biking trails in City	80	14.0 %
City swimming pool/aquatic center	34	6.0 %
Gardner golf course	17	3.0 %
Outdoor athletic fields	22	3.9 %
City's youth athletic programs	52	9.1 %
City's adult athletic programs	17	3.0 %
Other recreation programs	19	3.3 %
Ease of registering for programs	8	1.4 %
Fees charged for recreation programs	31	5.4 %
Quality of recreation programs or classes	22	3.9 %
None chosen	190	33.3 %
Total	571	100.0 %

Q12. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q12. 3rd choice	Number	Percent
Maintenance of City parks	34	6.0 %
Number of City parks	26	4.6 %
Walking & biking trails in City	39	6.8 %
City swimming pool/aquatic center	33	5.8 %
Gardner golf course	20	3.5 %
Outdoor athletic fields	27	4.7 %
City's youth athletic programs	33	5.8 %
City's adult athletic programs	19	3.3 %
Other recreation programs	35	6.1 %
Ease of registering for programs	13	2.3 %
Fees charged for recreation programs	38	6.7 %
Quality of recreation programs or classes	35	6.1 %
None chosen	219	38.4 %
Total	571	100.0 %

Q12. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years? (top 3)

Q12. Top choice	Number	Percent
Maintenance of City parks	202	35.4 %
Number of City parks	85	14.9 %
Walking & biking trails in City	195	34.2 %
City swimming pool/aquatic center	90	15.8 %
Gardner golf course	64	11.2 %
Outdoor athletic fields	60	10.5 %
City's youth athletic programs	127	22.2 %
City's adult athletic programs	45	7.9 %
Other recreation programs	76	13.3 %
Ease of registering for programs	30	5.3 %
Fees charged for recreation programs	105	18.4 %
Quality of recreation programs or classes	73	12.8 %
None chosen	152	26.6 %
Total	1304	

Q13. Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with CITY UTILITIES issues.

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13a. Clarity & taste of tap water in your home	27.0%	44.1%	15.4%	9.6%	2.6%	1.2%
Q13b. Water pressure in your home	23.5%	53.6%	10.7%	8.8%	3.0%	0.5%
Q13c. Drainage of rain water off City streets	16.6%	48.9%	18.2%	10.9%	3.2%	2.3%
Q13d. Drainage of rain water off properties next to your residence	12.4%	41.5%	17.3%	17.3%	10.0%	1.4%
Q13e. Adequacy of City's wastewater collection system	13.7%	41.3%	27.5%	3.5%	0.7%	13.3%
Q13f. Overall reliability of electrical service	30.8%	55.0%	10.0%	2.1%	1.1%	1.1%
Q13g. How quickly electrical outages are repaired	27.5%	49.0%	13.0%	3.2%	0.5%	6.8%
Q13h. What you are charged for utilities	5.8%	23.8%	27.7%	27.7%	14.5%	0.5%
Q13i. How easy your utility bill is to understand	19.8%	51.3%	19.1%	6.3%	2.8%	0.7%
Q13j. Timeliness of your utility bill	22.4%	54.5%	19.8%	1.8%	0.9%	0.7%
Q13k. Accuracy of your utility bill	18.7%	48.9%	20.1%	6.0%	1.9%	4.4%
Q13l. Options for paying your utility bill	24.0%	51.7%	15.9%	3.5%	2.5%	2.5%

Q13. Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with CITY UTILITIES issues. (without "don't know")

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a. Clarity & taste of tap water in your home	27.3%	44.7%	15.6%	9.8%	2.7%
Q13b. Water pressure in your home	23.6%	53.9%	10.7%	8.8%	3.0%
Q13c. Drainage of rain water off City streets	17.0%	50.0%	18.6%	11.1%	3.2%
Q13d. Drainage of rain water off properties next to your residence	12.6%	42.1%	17.6%	17.6%	10.1%
Q13e. Adequacy of City's wastewater collection system	15.8%	47.7%	31.7%	4.0%	0.8%
Q13f. Overall reliability of electrical service	31.2%	55.6%	10.1%	2.1%	1.1%
Q13g. How quickly electrical outages are repaired	29.5%	52.6%	13.9%	3.4%	0.6%
Q13h. What you are charged for utilities	5.8%	23.9%	27.8%	27.8%	14.6%
Q13i. How easy your utility bill is to understand	19.9%	51.7%	19.2%	6.3%	2.8%
Q13j. Timeliness of your utility bill	22.6%	54.9%	19.9%	1.8%	0.9%
Q13k. Accuracy of your utility bill	19.6%	51.1%	21.1%	6.2%	2.0%
Q13l. Options for paying your utility bill	24.6%	53.0%	16.3%	3.6%	2.5%

Q14. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q14. Top choice	Number	Percent
Clarity & taste of tap water in your home	82	14.4 %
Water pressure in your home	21	3.7 %
Drainage of rain water off City streets	46	8.1 %
Drainage of rain water off properties next to your residence	75	13.1 %
Adequacy of City's wastewater collection system	10	1.8 %
Overall reliability of electrical service	28	4.9 %
How quickly electrical outages are repaired	16	2.8 %
What you are charged for utilities	194	34.0 %
How easy to understand your utility bill	3	0.5 %
Timeliness of your utility bill	3	0.5 %
Accuracy of your utility bill	10	1.8 %
Options for paying your utility bill	13	2.3 %
None chosen	70	12.3 %
Total	571	100.0 %

Q14. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q14. 2nd choice	Number	Percent
Clarity & taste of tap water in your home	56	9.8 %
Water pressure in your home	42	7.4 %
Drainage of rain water off City streets	52	9.1 %
Drainage of rain water off properties next to your residence	50	8.8 %
Adequacy of City's wastewater collection system	31	5.4 %
Overall reliability of electrical service	33	5.8 %
How quickly electrical outages are repaired	31	5.4 %
What you are charged for utilities	88	15.4 %
How easy to understand your utility bill	26	4.6 %
Timeliness of your utility bill	7	1.2 %
Accuracy of your utility bill	26	4.6 %
Options for paying your utility bill	10	1.8 %
None chosen	119	20.8 %
Total	571	100.0 %

Q14. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years?

Q14. 3rd choice	Number	Percent
Clarity & taste of tap water in your home	57	10.0 %
Water pressure in your home	23	4.0 %
Drainage of rain water off City streets	47	8.2 %
Drainage of rain water off properties next to your residence	44	7.7 %
Adequacy of City's wastewater collection system	41	7.2 %
Overall reliability of electrical service	34	6.0 %
How quickly electrical outages are repaired	33	5.8 %
What you are charged for utilities	66	11.6 %
How easy to understand your utility bill	16	2.8 %
Timeliness of your utility bill	4	0.7 %
Accuracy of your utility bill	26	4.6 %
Options for paying your utility bill	24	4.2 %
None chosen	156	27.3 %
Total	571	100.0 %

Q14. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years? (top 3)

Q14. Top choice	Number	Percent
Clarity & taste of tap water in your home	195	34.2 %
Water pressure in your home	86	15.1 %
Drainage of rain water off City streets	145	25.4 %
Drainage of rain water off properties next to your residence	169	29.6 %
Adequacy of City's wastewater collection system	82	14.4 %
Overall reliability of electrical service	95	16.6 %
How quickly electrical outages are repaired	80	14.0 %
What you are charged for utilities	348	60.9 %
How easy to understand your utility bill	45	7.9 %
Timeliness of your utility bill	14	2.5 %
Accuracy of your utility bill	62	10.9 %
Options for paying your utility bill	47	8.2 %
None chosen	70	12.3 %
Total	1438	

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

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15a. Enforcing clean up of litter & debris	11.6%	34.7%	22.4%	16.6%	5.3%	9.5%
Q15b. Enforcing mowing & trimming of lawns	10.2%	30.3%	22.9%	19.3%	7.0%	10.3%
Q15c. Enforcing maintenance of residential property	9.1%	29.4%	26.4%	18.7%	7.0%	9.3%
Q15d. Enforcing maintenance of business property	11.0%	39.2%	27.0%	6.1%	1.9%	14.7%
Q15e. Enforcing sign regulations	13.3%	35.0%	25.4%	7.2%	3.5%	15.6%
Q15f. Ensuring construction meets building & safety codes	13.8%	29.8%	24.3%	5.8%	2.6%	23.6%

Q15. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following: (without "don't know")

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a. Enforcing clean up of litter & debris	12.8%	38.3%	24.8%	18.4%	5.8%
Q15b. Enforcing mowing & trimming of lawns	11.3%	33.8%	25.6%	21.5%	7.8%
Q15c. Enforcing maintenance of residential property	10.0%	32.4%	29.2%	20.7%	7.7%
Q15d. Enforcing maintenance of business property	12.9%	46.0%	31.6%	7.2%	2.3%
Q15e. Enforcing sign regulations	15.8%	41.5%	30.1%	8.5%	4.1%
Q15f. Ensuring construction meets building & safety codes	18.1%	39.0%	31.9%	7.6%	3.4%

Q16. Are weed lots, abandoned vehicles, graffiti or dilapidated buildings a problem in your neighborhood?

Q16. Are weed lots, abandoned vehicles, graffiti or dilapidated buildings a problem	Number	Percent
Yes	151	26.4 %
No	357	62.5 %
No response	63	11.0 %
Total	571	100.0 %

Q16. Are weed lots, abandoned vehicles, graffiti or dilapidated buildings a problem in your neighborhood? (without "no response")

Q16. Are weed lots, abandoned vehicles, graffiti or dilapidated buildings a problem	Number	Percent
Yes	151	29.7 %
No	357	70.3 %
Total	508	100.0 %

Q17. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of COMMUNICATION provided by the City of Gardner:

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17a. Availability of information about City programs & services	22.6%	48.7%	17.7%	5.1%	1.1%	4.9%
Q17b. City efforts to keep you informed about local issues	19.6%	44.7%	20.5%	10.5%	1.4%	3.3%
Q17c. Level of public involvement in local decision making	10.0%	29.8%	30.5%	12.3%	7.7%	9.8%
Q17d. Quality of City's web page	14.4%	41.5%	22.4%	4.2%	0.5%	17.0%
Q17e. Quality of City's newsletter	22.2%	49.6%	19.6%	3.7%	0.4%	4.6%
Q17f. Quality of City Utility News	19.3%	46.4%	23.3%	3.2%	0.4%	7.5%

Q17. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of COMMUNICATION provided by the City of Gardner: (without "don't know")

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17a. Availability of information about City programs & services	23.8%	51.2%	18.6%	5.3%	1.1%
Q17b. City efforts to keep you informed about local issues	20.3%	46.2%	21.2%	10.9%	1.4%
Q17c. Level of public involvement in local decision making	11.1%	33.0%	33.8%	13.6%	8.5%
Q17d. Quality of City's web page	17.3%	50.0%	27.0%	5.1%	0.6%
Q17e. Quality of City's newsletter	23.3%	51.9%	20.6%	3.9%	0.4%
Q17f. Quality of City Utility News	20.8%	50.2%	25.2%	3.4%	0.4%

Q18. Which of the following are your primary sources of information about City issues, services, and events?

Q18. Primary sources of information	Number	Percent
City newsletter-Inside Gardner	444	77.8 %
Kansas City Star	96	16.8 %
The Olathe News	37	6.5 %
The Gardner News	151	26.4 %
Television news	148	25.9 %
City website	194	34.0 %
GardnerEdge.com	142	24.9 %
City website	129	22.6 %
The Utility News	217	38.0 %
Email notifications	59	10.3 %
Social media	49	8.6 %
Other	23	4.0 %
None chosen	7	1.2 %
Total	1696	

Q18. Which of the following are your primary sources of information about City issues, services, and events? (without "none chosen")

Q18. Primary sources of information	Number	Percent
City newsletter-Inside Gardner	444	77.8 %
Kansas City Star	96	16.8 %
The Olathe News	37	6.5 %
The Gardner News	151	26.4 %
Television news	148	25.9 %
City website	194	34.0 %
GardnerEdge.com	142	24.9 %
City website	129	22.6 %
The Utility News	217	38.0 %
Email notifications	59	10.3 %
Social media	49	8.6 %
Other	23	4.0 %
Total	1689	

Q18. Other

Q18 Other
CH OF COMMERCE
CHAMBER WEBSITE
CITY COUNCL MTG
CITY NEWSLETTER
DRIVE THRU, ASK
EDGE
FRIENDS
GOSSIP
JUST ASK
KATHY GANTHER
KCCHANNEL.COM
NOTIF IN BILLS
PERSONAL NETWRK
RUMORS
VOICE
WORD OF MOUTH
WORD OF MOUTH
WORD OF MOUTH
WORD OF MOUTH
WORD OF MOUTH
WORD OF MOUTH
WORD OF MOUTH

Q19. Which of the following ways would you prefer to receive information from the City of Gardner?

Q19. Your preferred ways to receive information	Number	Percent
City newsletter-Inside Gardner	417	73.0 %
Neighborhood meetings	52	9.1 %
Local media	115	20.1 %
City website	187	32.7 %
Email notification	160	28.0 %
Social media	41	7.2 %
Other	9	1.6 %
None chosen	19	3.3 %
Total	1000	

Q19. Which of the following ways would you prefer to receive information from the City of Gardner? (without "none chosen")

Q19. Your preferred ways to receive information	Number	Percent
City newsletter-Inside Gardner	417	73.0 %
Neighborhood meetings	52	9.1 %
Local media	115	20.1 %
City website	187	32.7 %
Email notification	160	28.0 %
Social media	41	7.2 %
Other	9	1.6 %
Total	981	

Q19. Other

Q19 Other
CITY WEBSITE
EDGE
EMAIL
EMAIL
EMAIL;SOC MEDIA
GARDNER NEWS
GARDNER NEWS
GARDNER NEWS
MAIL
MAIL
MAILINGS
N/A
NEWSPAPER
SOCIAL MEDIA
SOCIAL MEDIA
SOCIAL MEDIA
USPS

Q20. If the City were to purchase the equipment to provide a webcast of City Council meetings and other City meetings, would you watch it?

Q20. would you watch webcast of City Council meetings	Number	Percent
Yes	233	40.8 %
No	318	55.7 %
No response	20	3.5 %
Total	571	100.0 %

Q20. If the City were to purchase the equipment to provide a webcast of City Council meetings and other City meetings, would you watch it? (without "no response")

Q20. would you watch webcast of City Council meetings	Number	Percent
Yes	233	42.3 %
No	318	57.7 %
Total	551	100.0 %

Q21. Have you done any of the following during the past year?

Q21. Have you done the following	Number	Percent
Called or written a City Council member	56	9.8 %
Attended a City Council meeting	63	11.0 %
Attended a neighborhood meeting	72	12.6 %
Read an article in newspaper about City	379	66.4 %
Read City's newsletter	487	85.3 %
Read City Utility News	444	77.8 %
Accessed City website for information about City	334	58.5 %
None chosen	18	3.2 %
Total	1853	

Q21. Have you done any of the following during the past year? (without "None chosen")

Q21. Have you done the following	Number	Percent
Called or written a City Council member	56	9.8 %
Attended a City Council meeting	63	11.0 %
Attended a neighborhood meeting	72	12.6 %
Read an article in newspaper about City	379	66.4 %
Read City's newsletter	487	85.3 %
Read City Utility News	444	77.8 %
Accessed City website for information about City	334	58.5 %
Total	1835	

Q22. Which City department(s) have you interacted within the past 12 months?

Q22. Which City department(s) have you interacted	Number	Percent
Animal Control	123	21.5 %
Building & Property Code Enforcement	76	13.3 %
City Attorney	3	0.5 %
City Clerk's Office	63	11.0 %
Mayor & City Council	49	8.6 %
City Administration	61	10.7 %
Community Development/Planning	31	5.4 %
Finance	8	1.4 %
Human Resources	17	3.0 %
Information Technology	2	0.4 %
Municipal Court	16	2.8 %
Parks & Recreation	225	39.4 %
Police Department	218	38.2 %
Public Works	100	17.5 %
Utility Billing	222	38.9 %
None	80	14.0 %
No response	13	2.3 %
Total	1307	

Q22. Which City department(s) have you interacted within the past 12 months? (without "none" or "no response")

Q22. Which City department(s) have you interacted	Number	Percent
Animal Control	123	21.5 %
Building & Property Code Enforcement	76	13.3 %
City Attorney	3	0.5 %
City Clerk's Office	63	11.0 %
Mayor & City Council	49	8.6 %
City Administration	61	10.7 %
Community Development/Planning	31	5.4 %
Finance	8	1.4 %
Human Resources	17	3.0 %
Information Technology	2	0.4 %
Municipal Court	16	2.8 %
Parks & Recreation	225	39.4 %
Police Department	218	38.2 %
Public Works	100	17.5 %
Utility Billing	222	38.9 %
Total	1214	

Q22a. Pleas rate the following based on your last interaction:

(N=478)

	Excellent	Good	Below average	Poor	Don't know
Q22a. Ease of contacting City employee	37.2%	49.2%	4.4%	2.1%	7.1%
Q22b. Timeliness of response	36.4%	45.8%	6.1%	3.8%	7.9%
Q22c. Courtesy	49.2%	40.0%	3.6%	2.1%	5.2%
Q22d. Competency in handling issue	39.7%	40.6%	8.6%	4.2%	6.9%
Q22e. Professionalism	46.2%	40.4%	5.2%	2.1%	6.1%

Q22a. Pleas rate the following based on your last interaction: (without "don't know")

(N=478)

	Excellent	Good	Below average	Poor
Q22a. Ease of contacting City employee	40.1%	52.9%	4.7%	2.3%
Q22b. Timeliness of response	39.5%	49.8%	6.6%	4.1%
Q22c. Courtesy	51.9%	42.2%	3.8%	2.2%
Q22d. Competency in handling issue	42.7%	43.6%	9.2%	4.5%
Q22e. Professionalism	49.2%	43.0%	5.6%	2.2%

Q23. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23a. Quality of leadership provided by elected officials	8.2%	37.3%	28.0%	9.5%	5.4%	11.6%
Q23b. Effectiveness of appointed boards & commissions	5.3%	33.3%	32.4%	7.5%	4.4%	17.2%
Q23c. Effectiveness of City Administrator & appointed staff	7.2%	35.6%	31.3%	6.1%	3.3%	16.5%

Q23. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=571)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23a. Quality of leadership provided by elected officials	9.3%	42.2%	31.7%	10.7%	6.1%
Q23b. Effectiveness of appointed boards & commissions	6.3%	40.2%	39.1%	9.1%	5.3%
Q23c. Effectiveness of City Administrator & appointed staff	8.6%	42.6%	37.5%	7.3%	4.0%

Q24. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very important" and 1 is "Unimportant", how important was each reason in your decision to live where you live?

(N=571)

	Very important	Somewhat important	Not sure	Unimportant	No response
Q24a. Sense of community	51.3%	38.6%	3.7%	3.0%	3.4%
Q24b. Quality of life	82.2%	13.8%	0.7%	0.5%	2.8%
Q24c. Quality of public schools	71.9%	12.7%	1.9%	10.4%	3.0%
Q24d. Low crime rate	87.0%	9.1%	1.1%	0.0%	2.8%
Q24e. Employment opportunities	24.2%	33.4%	10.4%	28.1%	3.9%
Q24f. Close to jobs in other cities	49.9%	29.0%	4.6%	12.2%	4.2%
Q24g. Access to highways	63.7%	28.2%	0.5%	4.4%	3.2%
Q24h. Affordability of housing	74.6%	17.1%	2.1%	2.6%	3.5%
Q24i. Quality of housing	76.4%	17.8%	1.1%	1.1%	3.7%
Q24j. Retirement	26.5%	20.5%	15.2%	34.0%	3.9%
Q24k. Overall cost of living is low	61.0%	28.8%	4.9%	1.4%	3.9%
Q24l. Number of parks & trails	32.5%	42.8%	7.8%	13.3%	3.7%
Q24m. Access to quality shopping	39.0%	42.2%	4.6%	10.2%	3.9%
Q24n. Affordable shopping/ merchandise	44.9%	38.3%	5.1%	8.0%	3.7%

Q24. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Very important" and 1 is "Unimportant", how important was each reason in your decision to live where you live? (without "no response")

(N=571)

	Very important	Somewhat important	Not sure	Unimportant
Q24a. Sense of community	53.1%	40.0%	3.8%	3.1%
Q24b. Quality of life	84.6%	14.2%	0.7%	0.5%
Q24c. Quality of public schools	74.1%	13.1%	2.0%	10.7%
Q24d. Low crime rate	89.5%	9.4%	1.1%	0.0%
Q24e. Employment opportunities	25.2%	34.7%	10.8%	29.2%
Q24f. Close to jobs in other cities	52.1%	30.3%	4.8%	12.8%
Q24g. Access to highways	65.8%	29.1%	0.5%	4.6%
Q24h. Affordability of housing	77.3%	17.7%	2.2%	2.7%
Q24i. Quality of housing	79.3%	18.5%	1.1%	1.1%
Q24j. Retirement	27.5%	21.3%	15.8%	35.4%
Q24k. Overall cost of living is low	63.4%	30.0%	5.1%	1.5%
Q24l. Number of parks & trails	33.8%	44.4%	8.1%	13.8%
Q24m. Access to quality shopping	40.6%	43.9%	4.8%	10.7%
Q24n. Affordable shopping/merchandise	46.6%	39.8%	5.3%	8.3%

Q24. Then, please indicate if your needs are being met in Gardner.

(N=571)

	Yes	No	No response
Q24a. Sense of community	69.8%	12.9%	17.3%
Q24b. Quality of life	76.2%	7.2%	16.6%
Q24c. Quality of public schools	72.0%	6.6%	21.4%
Q24d. Low crime rate	76.7%	5.2%	18.1%
Q24e. Employment opportunities	39.0%	36.7%	24.3%
Q24f. Close to jobs in other cities	69.5%	8.0%	22.5%
Q24g. Access to highways	76.2%	5.5%	18.3%
Q24h. Affordability of housing	71.1%	10.7%	18.2%
Q24i. Quality of housing	69.6%	12.0%	18.5%
Q24j. Retirement	48.9%	21.2%	30.0%
Q24k. Overall cost of living is low	51.3%	29.2%	19.4%
Q24l. Number of parks & trails	69.8%	8.1%	22.1%
Q24m. Access to quality shopping	46.1%	33.9%	20.0%
Q24n. Affordable shopping/merchandise	54.0%	26.0%	20.0%

Q24. Then, please indicate if your needs are being met in Gardner. (without "no response")

(N=571)

	Yes	No
Q24a. Sense of community	84.4%	15.6%
Q24b. Quality of life	91.3%	8.7%
Q24c. Quality of public schools	91.6%	8.4%
Q24d. Low crime rate	93.6%	6.4%
Q24e. Employment opportunities	51.5%	48.5%
Q24f. Close to jobs in other cities	89.7%	10.3%
Q24g. Access to highways	93.3%	6.7%
Q24h. Affordability of housing	86.9%	13.1%
Q24i. Quality of housing	85.3%	14.7%
Q24j. Retirement	69.8%	30.2%
Q24k. Overall cost of living is low	63.7%	36.3%
Q24l. Number of parks & trails	89.7%	10.3%
Q24m. Access to quality shopping	57.6%	42.4%
Q24n. Affordable shopping/merchandise	67.5%	32.5%

Q25. Using a scale from 1 to 5 where 5 means you "Like Very Much" and 1 means you "Dislike Very Much," please indicate how much you like the following aspects of new single family residential developments in Gardner:

(N=571)

	Like very much	Like	Neither like or dislike	Dislike	Dislike very much	Don't know
Q25a. Overall appearance of housing units in new single family developments	16.6%	49.6%	18.4%	6.3%	1.9%	7.2%
Q25b. Mixture of types of units & styles in new single family developments	12.1%	41.2%	24.0%	12.3%	3.3%	7.2%
Q25c. Cost of new housing units	9.6%	27.7%	30.8%	11.4%	3.7%	16.8%
Q25d. Locations of new subdivisions	13.0%	35.2%	35.2%	4.7%	1.8%	10.2%
Q25e. Spacing between houses in new developments	9.8%	28.5%	27.0%	19.4%	5.3%	10.0%
Q25f. Types of amenities in new developments	12.6%	37.5%	26.1%	6.8%	2.1%	14.9%
Q25g. Number of through streets in new developments	10.3%	35.4%	29.2%	7.7%	3.3%	14.0%
Q25h. Width of streets in new developments	13.8%	42.2%	23.6%	5.4%	2.8%	12.1%
Q25i. Amount of on-street parking in neighborhoods	9.3%	29.8%	26.3%	14.2%	9.5%	11.0%
Q25j. Sidewalks in area	17.9%	45.7%	18.4%	6.3%	3.2%	8.6%
Q25k. Appearance of commercial/industrial development	11.0%	40.3%	29.1%	8.1%	3.5%	8.1%

Q25. Using a scale from 1 to 5 where 5 means you "Like Very Much" and 1 means you "Dislike Very Much," please indicate how much you like the following aspects of new single family residential developments in Gardner: (without "don't know")

(N=571)

	Like very much	Like	Neither like or dislike	Dislike	Dislike very much
Q25a. Overall appearance of housing units in new single family developments	17.9%	53.4%	19.8%	6.8%	2.1%
Q25b. Mixture of types of units & styles in new single family developments	13.0%	44.3%	25.8%	13.2%	3.6%
Q25c. Cost of new housing units	11.6%	33.3%	37.1%	13.7%	4.4%
Q25d. Locations of new subdivisions	14.4%	39.2%	39.2%	5.3%	1.9%
Q25e. Spacing between houses in new developments	10.9%	31.7%	30.0%	21.6%	5.8%
Q25f. Types of amenities in new developments	14.8%	44.0%	30.7%	8.0%	2.5%
Q25g. Number of through streets in new developments	12.0%	41.1%	34.0%	9.0%	3.9%
Q25h. Width of streets in new developments	15.7%	48.0%	26.9%	6.2%	3.2%
Q25i. Amount of on-street parking in neighborhoods	10.4%	33.5%	29.5%	15.9%	10.6%
Q25j. Sidewalks in area	19.5%	50.0%	20.1%	6.9%	3.4%
Q25k. Appearance of commercial/industrial development	12.0%	43.8%	31.6%	8.8%	3.8%

Q26. What is the maximum increase in taxes that you would be willing to pay per year to fund projects that would improve the condition of city streets, sidewalks, and traffic flow in the City of Gardner?

Q26. Maximum increase in taxes you willing to pay per year	Number	Percent
$80 per year	51	8.9 %
$40 per year	87	15.2 %
$20 per year	108	18.9 %
Nothing	179	31.3 %
Don't know	146	25.6 %
Total	571	100.0 %

Q26. What is the maximum increase in taxes that you would be willing to pay per year to fund projects that would improve the condition of city streets, sidewalks, and traffic flow in the City of Gardner? (without "don't know")

Q26. Maximum increase in taxes you willing to pay per year	Number	Percent
$80 per year	51	12.0 %
$40 per year	87	20.5 %
$20 per year	108	25.4 %
Nothing	179	42.1 %
Total	425	100.0 %

Q27. Our fireworks celebration is currently held at the high school. Which of these two locations would you prefer?

Q27. Location for fireworks celebration	Number	Percent
Move it to Celebration Park	149	26.1 %
Keep it at the high school	387	67.8 %
No response	35	6.1 %
Total	571	100.0 %

Q27. Our fireworks celebration is currently held at the high school. Which of these two locations would you prefer? (without "no response")

Q27. Location for fireworks celebration	Number	Percent
Move it to Celebration Park	149	27.8 %
Keep it at the high school	387	72.2 %
Total	536	100.0 %

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

Q28. How many years have you lived in Gardner	Number	Percent
Less than 5 years	147	25.7 %
5-10 years	229	40.1 %
11-20 years	107	18.7 %
20+ years	86	15.1 %
No response	2	0.4 %
Total	571	100.0 %

Q28. Approximately how many years have you lived in the City of Gardner? (without "no response")

Q28. How many years have you lived in Gardner	Number	Percent
Less than 5 years	147	25.8 %
5-10 years	229	40.2 %
11-20 years	107	18.8 %
20+ years	86	15.1 %
Total	569	100.0 %

Q29. How many (counting yourself), are?

	Mean	Sum
number	2.75	944
Under 5	0.46	183
5-9	0.35	135
10-14	0.36	139
15-19	0.29	110
20-24	0.12	41
25-34	0.66	274
35-44	0.63	262
45-54	0.47	187
55-64	0.37	143
65-74	0.23	84
75+	0.19	67

Q30. Do you own or rent your current residence?

Q30. Do you own or rent your current residence	Number	Percent
Own	515	90.2 %
Rent	53	9.3 %
No response	3	0.5 %
Total	571	100.0 %

Q30. Do you own or rent your current residence? (without "no response")

Q30. Do you own or rent your current residence	Number	Percent
Own	515	90.7 %
Rent	53	9.3 %
Total	568	100.0 %

Q31. What is the age of your current home?

Q31. Age of your current home	Number	Percent
3 or less	29	5.1 %
4 or 5	73	12.8 %
6 to 10	181	31.7 %
11 to 15	118	20.7 %
16 to 20	40	7.0 %
21 to 30	19	3.3 %
31+	87	15.2 %
Total	547	95.8 %

Q32. Where did you live prior to moving to Gardner?

Q32. Where did you live	Number	Percent
A rural community	114	20.0 %
A larger suburb or urban area outside Kansas City area	137	24.0 %
Another part of Kansas City area	286	50.1 %
Nowhere, I am a native of Gardner	20	3.5 %
None chosen	14	2.5 %
Total	571	100.0 %

Q32. Where did you live prior to moving to Gardner? (without "none chosen")

Q32. Where did you live	Number	Percent
A rural community	114	20.5 %
A larger suburb or urban area outside Kansas City area	137	24.6 %
Another part of Kansas City area	286	51.3 %
Nowhere, I am a native of Gardner	20	3.6 %
Total	557	100.0 %

Q32. If answered "another part of the Kansas City area," which city?

Q32. Which city	Number	Percent
BALDWIN CITY	1	0.4 %
BELTON	1	0.4 %
BLUE SPRINGS, MO	1	0.4 %
BONNER SPRINGS	2	0.7 %
BROOKSIDE	1	0.4 %
DESOTO	2	0.7 %
EDGERTON	5	1.8 %
EDWARDSVILLE	1	0.4 %
EUDORA	1	0.4 %
FAIRWAY	1	0.4 %
INDEPENDENCE, MO	3	1.1 %
INDEPENDENCE, MO	3	1.1 %
IOLA	1	0.4 %
JETMORE	1	0.4 %
KANSAS CITY	1	0.4 %
KANSAS CITY KS	11	3.9 %
KANSAS CITY KS, OLATHE	1	0.4 %
KANSAS CITY MO	2	0.7 %
KANSAS CITY NORTH	1	0.4 %
KANSAS CITY, KS	5	1.8 %
KANSAS CITY, MO	2	0.7 %
KC MO, PRAIRIE VILLAGE KS	1	0.4 %
LAWRENCE	2	0.7 %
LAWRENCE AND OLATHE	1	0.4 %
LAWRENCE, KS	1	0.4 %
LEAVENWORTH	3	1.1 %
LEAWOOD	1	0.4 %
LEES SUMMIT	3	1.1 %
LENEXA	19	6.7 %
LIBERTY	1	0.4 %
MERRIAM, KS	1	0.4 %
MISSION	6	2.1 %
MISSION, KS	1	0.4 %
NORTH KANSAS CITY	1	0.4 %
OLATHE	102	36.0 %
OLATHE, KANSAS CITY KS	1	0.4 %
OLATHE; NORTH KANSAS CITY	1	0.4 %
OLATHE	1	0.4 %
OTTAWA	1	0.4 %
OVERLAND PARK	63	22.3 %

Q32. If answered "another part of the Kansas City area," which city?

Q32. Which city	Number	Percent
OVERLAND PARK, KS	1	0.4 %
OVERLAND PARK/SHAWNEE	1	0.4 %
PAOLA	1	0.4 %
PIPER	1	0.4 %
PLATTE COUNTY	1	0.4 %
PRAIRIE VILLAGE	3	1.1 %
RAYTOWN & OLATHE	1	0.4 %
ROELAND PARK	1	0.4 %
SHAWNEE	14	4.9 %
SPRING HILL	1	0.4 %
WELLSVILLE, KS	1	0.4 %
Total	283	100.0 %

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

159TH & 4 CORNRS;WAVERLY/175TH
159TH - PAVE THAT DARN THING!
167 BETWEEN MOONLIGHT/GARDNER
167TH & 183RD/GARDNER RD
167TH/WAVERLY RD
175 ST/W WAVERLY
175TH & WALMART EXIT
175TH & WAVERLY
175TH & WAVERLY
175TH & WAVERLY (DRAINAGE)
175TH/56 HWY @CURVE TO BALDWIN
175TH AND WAVERLY
175TH/BETWEEN MOONLIGHT & I350
175TH/CEDAR NILES
175TH/CENTER
175TH FROM MAIN; MAIN & CENTER
183 & CENTER; WAVERLY & 167
183/CENTER
183/GARDNER RD
183/MOONLIGHT/I35
183 ST
183RD & CENTER
183RD & CENTER, 167TH & CENTER
183RD & CENTER; MAIN & CENTER
183RD & CENTER; MAIN & CENTER
183RD & GARDNER RD
183RD & GARDNER RD (CENTER ST)
183RD & GARDNER RD; MAIN & CTR
183RD - HOW WILL CHG W/INTRMOD
183RD-184TH/GARDNER RD
183RD-184TH/GARDNER RD
183RD AND CENTER
183RD/CENTER
183RD/CENTER
183RD/CENTER & OLD 56/175TH
183RD/CENTER ST
183RD/CHEROKEE & GARDNER RD
183RD/GARDNER RD

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

183RD/GARDNER RD
183RD/GARDNER RD
183RD/GARDNER RD
183RD/GARDNER RD
183RD/GARDNER RD
183RD ST
183RD ST/GARDNER RD
183RD ST/S GARDNER RD
184TH/GARDNER RD
2X LIGHTS CONFUSING @56/MOONLT
56 & MOONLIGHT-TRAINS HORRIBLE
56 & MOONLT IS BIGGEST CONCERN
56/CEDAR NILES & MAIN/CENTER
56/CEDAR NILES&MADISON/POPLAR
56/CENTER
56/CENTER
56/CENTER
56/CENTER
56/CENTER ST
56/CENTER-175TH
56 ENTRANCE TO KICKS-SUBWAY
56/GARDNER RD
56 HIGHWAY AND CENTER
56 HIGHWAY AND CENTER
56 HIGHWAY AND MOONLIGHT ROAD
56 HWY & CEDAR NILES
56 HWY & CENTER
56 HWY & CENTER ST
56 HWY & CENTER ST
56 HWY & GARDNER RD
56 HWY @ PHILLIPS 66/WALMART
56 HWY/CEDAR NILES
56 HWY/CEDAR NILES
56 HWY/CEDAR NILES RD & I35
56 HWY/CENTER
56 HWY/CENTER
56 HWY/CENTER
56 HWY/CENTER

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

56 HWY/CENTER ST
56 HWY/CENTER ST
56 HWY/CENTER ST
56 HWY/CENTER ST
56 HWY/CENTER ST
56 HWY/GARDNER RD
56 HWY/GARDNER RD
56 HWY/GARDNER RD
56 HWY/GARDNER RD
56 HWY/GARDNER RD
56 HWY/GARDNER RD (LEFT TURNS)
56 HWY/INTERMODEL
56 HWY/MCDONALDS RESTAURANT
56 HWY/MOONLIGHT IS THE ONLY 1
56 HWY/SANTA FE TRAIL DR
56 HWY SPD LIMIT SHLD BE 45MPH
ACCESS TO NB I-35
ALL NEW PARTS OF MOONLT FLOOD
AREA BTWN MOONLT & CENTR ON 56
BRIDGE
BTWN MADISON SCHOOL & HIGH SCH
BTWN MOONLIGHT & CENTR ON MAIN
BY WALMART
CEDAR/MAIN
CEDAR NILES AND SANTA FE
CEDAR NILES/175TH
CEDAR NILES/56 HWY
CEDAR NILES/56;CDR NILES/175TH
CENTER
CENTER & 183RD
CENTER & 56 HWY
CENTER & 56 HWY
CENTER & APACHE LN OR PAWNEE
CENTER & MAIN
CENTER & MAIN
CENTER & MAIN
CENTER & MAIN
CENTER & MAIN

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

CENTER & MAIN
CENTER & MAIN INTERSECTION
CENTER & MAIN NEED TURN ARROWS
CENTER & MAIN ST
CENTER & MAIN ST
CENTER & MAIN, MADISON & CENTR
CENTER & MAIN/GARD RD/183RD ST
CENTER & MAIN; LONE ELM & 56
CENTER & MAIN;CENTER & MADISON
CENTER & MOONLIGHT/167TH
CENTER/183RD & MAIN
CENTER/183RD-167TH-MOONLIGHT
CENTER/56
CENTER/56 HWY
CENTER/56 HWY
CENTER/56 HWY
CENTER/56 HWY
CENTER/56 HWY
CENTER AND 183RD (CHEROKEE)
CENTER AND MADISON
CENTER AND MAIN
CENTER/GARDNER RD
CENTER/GARDNER RD/56
CENTER/HWY 56
CENTER/MADISON
CENTER/MADISON
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN
CENTER/MAIN & CENTER/183RD
CENTER/MAIN & EXIT 209
CENTER/MAIN & MADISON/CENTER
CENTER/MAIN ST
CENTER/MAIN ST/GARDNER
CENTER/MAIN-183RD
CENTER/MAIN-MADISON
CENTER/OLD 56
CENTER RD/183RD ST
CENTER ST
CENTER ST
CENTER ST
CENTER ST
CENTER ST
CENTER ST
CENTER ST & SHAWNEE
CENTER ST AND MAIN ST
CENTER ST/56 HWY
CENTER ST/CITY HALL
CENTER ST/GARDNER RD & I-35
CENTER ST/I35
CENTER ST/MADISON
CENTER ST/MAIN ST
CENTER ST/SHAWNEE
CENTER ST/W WARREN
CENTER ST/WAVERLY RD
CENTER STREET & MAIN
CHEROKEE-183RD-MAIN/CENTER
CHEROKEE/183RD & GARDNER RD
CHEROKEE/GARDNER RD
CNTR & MAIN NEED LEFT TURN SIG
CNTR & MAIN;INTRSCT @ SUNFLOWR
CNTR/MAIN NEEDS LEFT TRN ARROW
CNTR/MAIN;ALL MAIN BTWN MOONLT

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

CONGESTION @ ELEM. SCHOOLS
CTR/MAIN;167/WAVERLY;MADI/WAVE
CTR/MAIN;MADISON/CTR;183RD/CTR
E MADISON/N MOONLT NEEDS LIGHT
E MAIN & ASPEN - TERRIBLE CHGS
EFFECT OF RR ON GRDNR RD TRAFF
ENTRANCE TO WALMART
GARDNER/183RD & 175TH/WAVERLY
GARDNER/MAIN
GARDNER NEEDS BNSF QUIET ZONE
GARDNER RD
GARDNER RD
GARDNER RD & HWY 56
GARDNER RD (CENTER ST) & MAIN
GARDNER RD/183RD
GARDNER RD/183RD
GARDNER RD/183RD ST
GARDNER RD/183RD ST
GARDNER RD/56
GARDNER RD/CENTER & MAIN ST
GARDNER RD/GARDNER LAKE
GARDNER RD/HWY 56
GARDNER RD/I35
GARDNER RD/I35.MAKE TURN LANES
GARDNER RD/MADISON
GARDNER RD/MAIN
GARDNER RD/MAIN
GARDNER RD/MAIN ST
GARDNER RD/MAIN ST
GARDNER RD/MAIN ST & MADISON
GETTING ON TO CENTER ST SOUTH
GRDNR RD EXIT,SPD LIM FLUCTUAT
HWY 56 - WALMART
HWY 56 AND GARDNER RD
HWY 56/CENTER ST
HWY 56/MAIN ST
I-35
I-35 & GARDNER RD

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

I-35 & GARDNER RD
I-35/175TH; 56 HWY/175TH SPLIT
I-35/GRDNR RD EXIT;INTRMOD TRF
I35
I35
I35 & 56 HWY/GARDNER RD
I35/BETWEEN EXIT 215-EXIT 210
I35/MAIN
I35 SO.,WEIGH STA TO GARD EXIT
INTERSECTION @ MAIN & CENTRAL
INTERSECTION BY WALMART/SUBWAY
INTRSCT BY ALLSTAR TO HIGH SCH
INTRSCT BY WALMART & GAS STATN
INTRSCTN NEAR WALMART/BRGR KNG
JUST MOONLIGHT
LEAVING WALGREENS ONTO MAIN ST
LINCOLN LN/MOONLIGHT
LINCOLN/MOONLIGHT
LONE ELM/56
MADISM/CENTER
MADISON & CENTER
MADISON & LINCOLN LN/MOONLIGHT
MADISON & MOONLIGHT
MADISON & MOONLT NEEDS STOP LT
MADISON & POPLAR
MADISON AROUND SCHOOLS
MADISON/CENTER
MADISON/CENTER & CENTER/MAIN
MADISON/CENTER-WAVERLY
MADISON-MAIN/CENTER
MADISON/POPLAR
MADISON/POPLAR;WMS ENTR @ MADI
MADISON ST/POPLAR
MADISON/WAVERLY
MADISON/WAVERLY; WAVERLY/167TH
MAIN & 183RD/CENTER
MAIN & CENTER
MAIN & CENTER

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

MAIN & CENTER
MAIN & CENTER
MAIN & CENTER
MAIN & CENTER
MAIN & CENTER
MAIN & CENTER
MAIN & CENTER (56 HWY/GARDNER)
MAIN & CENTER - 191ST & CENTER
MAIN & CENTER - TURNING LEFT
MAIN & CENTER ST
MAIN & CENTER ST
MAIN & CENTER ST
MAIN & CENTR, NEED LFT TRN SIG
MAIN & CHEROKEE
MAIN & CTR;MOONLT TO I35 ON 56
MAIN-183RD/CENTER
MAIN-191/CENTER & SANTA FE/56
MAIN/56 HWY
MAIN AND CENTER
MAIN AND CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER
MAIN/CENTER

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

MAIN/CENTER
MAIN/CENTER & I35/175TH
MAIN/CENTER ST
MAIN/CENTER-POPLAR
MAIN/CENTER-TRN LNS, DANGEROUS
MAIN/CENTRAL
MAIN/CENTRAL
MAIN/GARDNER RD
MAIN/GARDNER RD & 56/SANTA FE
MAIN ST
MAIN ST
MAIN ST
MAIN ST & CENTER ST
MAIN ST & CENTER/GARDNER ROAD
MAIN ST & GARDNER RD
MAIN ST/CEDAR ST
MAIN ST/CENTER
MAIN ST/CENTER
MAIN ST/CENTER ST
MAIN ST/CENTER ST
MAIN ST/CENTER ST
MAIN ST/CENTER ST
MAIN ST/GARDNER RD
MAIN ST/GARDNER RD
MAIN ST/GARDNER RD
MAIN ST/GARDNER RD
MAIN ST-MADISON/GARDNER RD
MAIN STREET FLOW
MAIN-WARREN-MADISON/CENTER
MAKING LFT TRN ON CNTRL/MOONLT
MOONIGHT & CENTER/MAIN
MOONIGHT/MADISON
MOONIGHT/MADISON-LINCOLN LN
MOONLIGHT & 151ST
MOONLIGHT & LINEON(?) LN
MOONLIGHT & MADISON
MOONLIGHT & MAIN
MOONLIGHT & MAIN ST POTHOLE

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

MOONLIGHT AND LINCOLN LANE
MOONLIGHT AND MADISON
MOONLIGHT AND MADISON
MOONLIGHT AT MOONLIGHT ELEM
MOONLIGHT RAILROAD TRACKS
MOONLIGHT RD
MOONLIGHT RD/LINCOLN LN
MOONLIGHT SOUTH OF RR TRACKS
MOONLIGHT STREET LIGHTS
MOONLIGHT/175TH
MOONLIGHT/E MADISON
MOONLIGHT/I35
MOONLIGHT/LINCOLN
MOONLIGHT/MAIN
MOONLIGHT/MAIN
MOONLIGHT/SANTA FE
MOONLIGHT/WARREN
MOONLT/MAIN-BEING STUCK @ XING
NEAR HIGH SCH (POPLAR/MADISON)
NEAR SCHOOLS
NEED ENT/EXIT OFF MOONLT @ HWY
NEED LFT TRN LT,MCDNLDS TO HWY
NEED RAMP TO I-35 FROM MOONLT
NEED VIADUCT OVER 56 ON MOONLT
NEW CENTURY PKWY
NEW CONSTR FIXED PRBLM INTRSCT
NEW POST OFFICE NEEDS LIGHT
NEW RR DISTRUBTION CENTER
NEW WHITE STOP LINE @ MOONLGHT
NO FRWY ACCESS @ MOONLT & I-35
NONE
NONE
NONE
NONE
NONE
NONE
NONE
NONE

Q33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

Q33 Intersections biggest concern

NONE
NONE-JUST THAT 1 (56 & MOONLT)
OLD 56 & 56 HIGHWAY
ONLY 56 HWY & MOONLIGHT RD
OVERPASS @ CENTER & I-35
PARKING LOT POTHOLES
POPLAR ST FROM MADISON TO 167
RAILRD XING @ MOONLT & 56 HWY
RAILROAD TRACKS AT MOONLIGHT
RR CROSSING @ MOONLT IS BUMPY
S CENTER
SANTA FE & INTRSCTN BY WALMART
SANTA FE AT WALMART
SANTA FE/CEDAR NILES
SANTA FE/CEDAR NILES RD
SANTA FE TO RD BEHIND CONOCO
SHLD BE HWY ACCESS OFF MOONLGT
SOUTH ACCESS TO I-35
TRACKS ON MOONLIGHT TO MAIN ST
TRACTOR TRLRS RUINING FOUNDATN
W MAIN/WALNUT
WALMART AREAS; MOONLT SCH AREA
WALMART/SUBWAY/BK INTERSECTION
WARREN & 56/CENTER
WARREN & CENTER; CENTER & MAIN
WARREN ST & CENTER
WAVERLY & 175TH
WAVERLY & 175TH;MAIN & GARDNER
WAVERLY/175TH
WAVERLY/175TH
WAVERLY/175TH
WAVERLY/MAIN
WESTBND LANES ON MAIN @ CENTER
WOULD LIKE SPD BUMPS ON POPLAR

Q34. What is your age?

Q34. Your age	Number	Percent
Under 35	143	25.5 %
35 to 44	138	24.6 %
45 to 54	96	17.1 %
55 to 64	84	15.0 %
65+	99	17.7 %
Total	560	100.0 %

Q35. Would you say your total household income is:

Q35. Your total household income	Number	Percent
Under $30K	70	12.3 %
$30K-$59,999	148	25.9 %
$60K-$99,999	212	37.1 %
$100K+	100	17.5 %
Refused	41	7.2 %
Total	571	100.0 %

Q35. Would you say your total household income is: (without "refused")

Q35. Your total household income	Number	Percent
Under $30K	70	13.2 %
$30K-$59,999	148	27.9 %
$60K-$99,999	212	40.0 %
$100K+	100	18.9 %
Total	530	100.0 %

Q36. Which of the following best describes your current employment status?

Q36. Your current employment status	Number	Percent
Employed outside home	393	68.8 %
Employed in home	30	5.3 %
Student	3	0.5 %
Retired	104	18.2 %
Not currently employed outside home	24	4.2 %
if unemployed, but not by choice	11	1.9 %
None chosen	6	1.1 %
Total	571	100.0 %

Q36. Which of the following best describes your current employment status? (without "none chosen")

Q36. Your current employment status	Number	Percent
Employed outside home	393	69.6 %
Employed in home	30	5.3 %
Student	3	0.5 %
Retired	104	18.4 %
Not currently employed outside home	24	4.2 %
if unemployed, but not by choice	11	1.9 %
Total	565	100.0 %

Q36. If answered "employed outside the home," where do you work?

Q36. Where do you work	Number	Percent
In Gardner	61	15.5 %
New Century Air Center	16	4.1 %
Elsewhere in Johnson County, KS	231	58.8 %
Wyandotte County, Ks	17	4.3 %
Kansas City, MO	31	7.9 %
Elsewhere in MO	6	1.5 %
Elsewhere in KS	29	7.4 %
None chosen	2	0.5 %
Total	393	100.0 %

Q36. If answered "employed outside the home," where do you work? (without "none chosen")

Q36. Where do you work	Number	Percent
In Gardner	61	15.6 %
New Century Air Center	16	4.1 %
Elsewhere in Johnson County, KS	231	59.1 %
Wyandotte County, Ks	17	4.3 %
Kansas City, MO	31	7.9 %
Elsewhere in MO	6	1.5 %
Elsewhere in KS	29	7.4 %
Total	391	100.0 %

Q36. If answered "if unemployed, but not by choice," how long have you been unemployed?

Q36. How long have you been unemployed	Number	Percent
002	1	11.1 %
060	1	11.1 %
090	1	11.1 %
365	3	33.3 %
540	1	11.1 %
547	1	11.1 %
730	1	11.1 %
Total	9	100.0 %

Q37. Your gender:

Q37. Your gender	Number	Percent
Male	262	45.9 %
Female	309	54.1 %
Total	571	100.0 %

GARDNER
KANSAS

City of Gardner Resident:

The City of Gardner needs your input on the enclosed Citizen Survey which will be used to gather information about the priorities and quality of services provided by the City. Please complete this survey only if you are a resident of the City of Gardner.

Since only a limited number of households in the City of Gardner were selected at random to receive the survey, it is very important that you participate. Your responses will be used as part of the needs assessment process that will help shape the future of our City. Your voice is important.

The Citizen Survey has been a valuable tool in monitoring the quality of City services, helping establish budget priorities and making policy decisions. This year, the City has again partnered with ETC Institute to administer the survey.

If possible, please complete and return the survey within the next two weeks. A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. They will compile the results and present a report to the City in a few weeks.

Survey results will be available at City Hall, posted on the City's website and included in a future issue of the Inside Gardner.

If you have questions, please contact Melissa Mundt, Interim City Administrator, at 913-856-0939.

Regards,

David C. Drovetta, Mayor

City of Gardner 2011 *DirectionFinder®* Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning and investment decisions. If you have questions, please call Melissa Mundt, Assistant City Administrator at 913-856-0939.

1. Please rate your overall satisfaction with major categories of services provided by the City of Gardner on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

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

2. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above].

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

3. Several items that may influence your perception of the City of Gardner are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Perceptions of The City of Gardner:		*Very Satisfied*	*Satisfied*	*Neutral*	*Dissatisfied*	*Very Dissatisfied*	*Don't Know*
A.	Overall quality of services provided by the City of Gardner	5	4	3	2	1	9
B.	Overall image of the City	5	4	3	2	1	9
C.	How well the City is planning growth	5	4	3	2	1	9
D.	Overall quality of life in the City	5	4	3	2	1	9
E.	Quality of new development in Gardner	5	4	3	2	1	9
F.	Overall feeling of safety in the City	5	4	3	2	1	9
G.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9

4. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following Public Safety services provided by the City of Gardner:

Public Safety		*Very Satisfied*	*Satisfied*	*Neutral*	*Dissatisfied*	*Very Dissatisfied*	*Don't Know*
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	The visibility of police in neighborhoods	5	4	3	2	1	9
C.	The visibility of police in retail areas	5	4	3	2	1	9
D.	The City's efforts to prevent crime	5	4	3	2	1	9
E.	Enforcement of local traffic laws	5	4	3	2	1	9
F.	Overall quality of local fire protection	5	4	3	2	1	9
G.	Visibility of fire department personnel	5	4	3	2	1	9
H.	City efforts to enhance fire protection	5	4	3	2	1	9
I.	How quickly public safety personnel respond to emergencies	5	4	3	2	1	9
J.	Overall quality of local ambulance services	5	4	3	2	1	9
K.	Public safety education programs	5	4	3	2	1	9
L.	The level of emphasis and resources used to combat illegal drug activities	5	4	3	2	1	9
M.	Quality of animal control	5	4	3	2	1	9

5. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 4 above].

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

6. COMMUNITY SAFETY How safe do you feel in the following circumstances? For each of the items listed, please rate your selection on a scale of 1 to 4 where 4 means "Very safe" and 1 means "Very unsafe."

In Gardner, how safe do you feel		*Very safe*	*Somewhat safe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
A.	How safe do you feel walking alone in your neighborhood after dark	4	3	2	1	9
B.	How safe do you feel walking alone in your neighborhood during the day	4	3	2	1	9
C.	How safe do you feel walking alone in business areas or downtown after dark	4	3	2	1	9
D.	How safe do you feel walking alone in business areas or downtown during the day	4	3	2	1	9

7. During the past 12 months, were you or anyone in your household the victim of any crime in Gardner?

_____ (l) Yes [go to Q7a] _____ (2) No [go to Q8] _____ (3) Don't know [go to Q8]

7a. If "yes", did you report all of these crimes to the police?

_____ (l) Yes [go to Q8] _____ (2) No [go to Q9] _____ (3) Don't know [go to Q9]

8. During the past 12 months, have you had ANY contact with the police department?

_____ (l) Yes [go to Q8a] _____ (2) No [go to Q9] _____ (3) Don't know [go to Q9]

8a. If "yes", how would you rate the contact?

_____ (1) Excellent _____ (3) Poor
_____ (2) Good _____ (4) Don't know
_____ (3) Fair

9. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following MAINTENANCE services provided by the City:

City Maintenance		*Very Satisfied*	*Satisfied*	*Neutral*	*Dissatisfied*	*Very Dissatisfied*	*Don't Know*
A.	Maintenance of major City streets	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of street traffic signals and street signs	5	4	3	2	1	9
D.	Quality of street repair services	5	4	3	2	1	9
E.	Quality of street cleaning services	5	4	3	2	1	9
F.	Maintenance of sidewalks	5	4	3	2	1	9
G.	Maintenance and preservation of Downtown Gardner	5	4	3	2	1	9
H.	Maintenance of City buildings, such as City Hall	5	4	3	2	1	9
I.	Snow removal on major City streets	5	4	3	2	1	9
J.	Snow removal on streets in residential areas	5	4	3	2	1	9
K.	Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
L.	Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
M.	Adequacy of City street lighting	5	4	3	2	1	9

10. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 9 above].

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

11. <u>Parks and Recreation</u>. Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with PARKS AND RECREATION issues.

Parks and Recreation		*Very Satisfied*	*Satisfied*	*Neutral*	*Dissatisfied*	*Very Dissatisfied*	*Don't Know*
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Number of City parks	5	4	3	2	1	9
C.	Walking and biking trails in the City	5	4	3	2	1	9
D.	City Swimming pool/aquatic center	5	4	3	2	1	9
E.	Gardner golf course	5	4	3	2	1	9
F.	Outdoor athletic fields (i.e. baseball, soccer, etc.)	5	4	3	2	1	9
G.	The City's youth athletic programs	5	4	3	2	1	9
H.	The City's adult athletic programs	5	4	3	2	1	9
I.	Other City recreation programs, such as classes, trips, and special events	5	4	3	2	1	9
J.	Ease of registering for programs	5	4	3	2	1	9
K.	Fees charged for recreation programs	5	4	3	2	1	9
L.	Quality of recreation programs or classes	5	4	3	2	1	9

12. Which THREE of these items do you think should receive the most emphasis from city leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 11 above].

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

13. <u>City Utilities</u> Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with CITY UTILITIES issues.

City Utilities		*Very Satisfied*	*Satisfied*	*Neutral*	*Dissatisfied*	*Very Dissatisfied*	*Don't Know*
A.	The clarity and taste of the tap water in your home	5	4	3	2	1	9
B.	Water pressure in your home	5	4	3	2	1	9
C.	Drainage of rain water off City streets	5	4	3	2	1	9
D.	Drainage of rain water off properties next to your residence	5	4	3	2	1	9
E.	Adequacy of the City's wastewater collection system	5	4	3	2	1	9
F.	Overall reliability of electrical service	5	4	3	2	1	9
G.	How quickly electrical outages are repaired	5	4	3	2	1	9
H.	What you are charged for utilities	5	4	3	2	1	9
I.	How easy your utility bill is to understand	5	4	3	2	1	9
J.	The timeliness of your utility bill	5	4	3	2	1	9
K.	The accuracy of your utility bill	5	4	3	2	1	9
L.	Options for paying your utility bill	5	4	3	2	1	9

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

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

15. <u>Code Enforcement</u>. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

Code Enforcement		*Very Satisfied*	*Satisfied*	*Neutral*	*Dissatisfied*	*Very Dissatisfied*	*Don't Know*
A.	Enforcing the clean up of litter and debris	5	4	3	2	1	9
B.	Enforcing the mowing and trimming of lawns	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property	5	4	3	2	1	9
D.	Enforcing the maintenance of business property	5	4	3	2	1	9
E.	Enforcing sign regulations	5	4	3	2	1	9
F.	Ensuring construction meets building and safety codes	5	4	3	2	1	9

16. Are weed lots, abandoned vehicles, graffiti or dilapidated buildings a problem in your neighborhood?

___(A) Yes ___(B) No

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

City Communication		*Very Satisfied*	*Satisfied*	*Neutral*	*Dissatisfied*	*Very Dissatisfied*	*Don't Know*
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in local decision making	5	4	3	2	1	9
D.	The quality of the City's web page	5	4	3	2	1	9
E.	The quality of the City's newsletter	5	4	3	2	1	9

F.	The quality of the *City Utility News*	5	4	3	2	1	9

18. Which of the following are your primary sources of information about City issues, services, and events? (Check all that apply)

____(1) City newsletter - Inside Gardner
____(2) Kansas City Star
____(3) The Olathe News
____(4) The Gardner News
____(5) Television News
____(6) City website
____(7) GardnerEdge.com
____(8) City website
____(9) The Utility News
____(10) Email notifications
____(11) Social media (face book, twitter, etc.)
____(12) Other: _____

19. Which of the following ways would you prefer to receive information from the City of Gardner?

____(1) City newsletter - Inside Gardner
____(2) Neighborhood meetings
____(3) Local media
____(4) City website
____(5) Email notifications
____(6) Social media (face book, twitter, etc.)
____(7) Other: _____

20. If the City were to purchase the equipment to provide a webcast of City Council meetings and other City meetings, would you watch it?

___(A) Yes ___(B) No

21. Have you done any of the following during the past year? (Check all that apply)

____(1) Called or written a City Council member
____(2) Attended a City Council meeting
____(3) Attended a neighborhood meeting
____(4) Read an article in the newspaper about the City
____(5) Read the City's newsletter
____(6) Read the City Utility News
____(7) Accessed City website for information about the City

22. Which City department(s) have you interacted with in the past 12 months? (Check all that apply)

_____ (01) Animal Control
_____ (02) Building and Property Code Enforcement
_____ (03) City Attorney
_____ (04) City Clerk's Office
_____ (05) Mayor and City Council
_____ (06) City Administration
_____ (07) Community Development/Planning
_____ (08) Finance
_____ (09) Human Resources
_____ (10) Information Technology
_____ (11) Municipal Court
_____ (12) Parks and Recreation
_____ (13) Police Department
_____ (14) Public Works, including Street Maintenance
_____ (15) Utility Billing
_____ (16) None

22a. Rate the following based on your last interaction:

		Excellent	*Good*	*Below average*	*Poor*	*Don't know*
A.	Ease of contacting City employee	4	3	2	1	9
B.	Timeliness of response	4	3	2	1	9
C.	Courtesy	4	3	2	1	9
D.	Competency in handling the issue	4	3	2	1	9
E.	Professionalism	4	3	2	1	9

23. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

	City Leadership	*Very Satisfied*	*Satisfied*	*Neutral*	*Dissatisfied*	*Very Dissatisfied*	*Don't Know*
A.	Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
B.	Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
C.	Overall effectiveness of the City Administrator and appointed staff	5	4	3	2	1	9

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

	The Reasons for Choosing a Community to Live in	*Very important*	*Somewhat important*	*Not sure*	*Un-important*	*Are your needs being met in Gardner?*	
						Yes	*No*
A.	Sense of community	4	3	2	1	A	B
B.	Quality of life	4	3	2	1	A	B
C.	Quality of public schools	4	3	2	1	A	B
D.	Low crime rate	4	3	2	1	A	B
E.	Employment opportunities in Gardner	4	3	2	1	A	B
F.	Close to jobs in other cities	4	3	2	1	A	B
G.	Access to highways	4	3	2	1	A	B
H.	Affordability of housing	4	3	2	1	A	B
I.	Quality of housing	4	3	2	1	A	B
J.	Retirement	4	3	2	1	A	B
K.	Overall cost of living is low	4	3	2	1	A	B
L.	Number of parks & trails	4	3	2	1	A	B
M.	Access to quality shopping	4	3	2	1	A	B
N.	Affordable shopping/merchandise	4	3	2	1	A	B

25. Using a scale from "1" to "5" where "5" means you "Like Very Much" and "1" means you "Dislike Very Much," please indicate how much you like the following aspects of new single family residential developments in Gardner:

	New Development	*Like Very Much*	*Like*	*Neither Like or Dislike*	*Dislike*	*Dislike Very Much*	*Don't Know*
A.	The overall appearance of housing units in new single family developments in Gardner	5	4	3	2	1	9
B.	Mixture of types of units and styles in new single family developments	5	4	3	2	1	9
C.	Cost of new housing units	5	4	3	2	1	9
D.	Locations of new subdivisions	5	4	3	2	1	9
E.	Spacing between houses in new developments	5	4	3	2	1	9
F.	Types of amenities in new developments, such as trails, parks, pools, etc.	5	4	3	2	1	9
G.	Number of through streets in new developments	5	4	3	2	1	9
H.	Width of streets in new developments	5	4	3	2	1	9
I.	Amount of on-street parking in neighborhoods	5	4	3	2	1	9
J.	Sidewalks in area	5	4	3	2	1	9
K.	Overall appearance of commercial/industrial development in Gardner	5	4	3	2	1	9

26. What is the maximum increase in taxes that you would be willing to pay per year to fund projects that would improve the condition of city streets, sidewalks, and traffic flow in the City of Gardner?

___(1) $80 per year
___(2) $40 per year
___(3) $20 per year
___(4) Nothing
___(9) Don't know

27. Our fireworks celebration is currently held at the high school. Which of these two locations would you prefer?

___(A) Move it to Celebration Park ___(B) Keep it at the high school

DEMOGRAPHICS

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

____(1) less than 5 years ____(3) 11-20 years
____(2) 5-10 years ____(4) more than 20 years

29. How many (counting yourself), are?

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

30. Do you own or rent your current residence? ____(1) Own ____(2) Rent

31. What is the age of your current home? _____ years

32. Where did you live prior to moving to Gardner?

___(1) A rural community
___(2) A larger suburb or urban area outside the Kansas City area
___(3) Another part of the Kansas City area: **which city?** _____
___(4) Nowhere, I am a native of Gardner

33. Which intersections or traffic areas in the City of Gardner, other than 56 Highway and Moonlight Road, are your biggest concerns?

_____

34. What is your age? _____years

35. Would you say your total household income is:

____(1) Under $30,000 ____(3) $60,000 to $99,999
____(2) $30,000 to $59,999 ____(4) more than $100,000

36. Which of the following best describes your current employment status?

____(1) employed outside the home

Where do you work?

___(1) In Gardner ___(5) Kansas City, MO
___(2) New Century Air Center ___(6) Elsewhere in MO
___(3) Elsewhere in Johnson County, KS ___(7) Elsewhere in KS
___(4) Wyandotte, County, KS

____(2) employed in the home
____(3) student
____(4) retired
____(5) not currently employed outside the home
____(6) if unemployed, but not by choice, how long have you been unemployed?_____

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

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

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