City of Riverside

2008 *DirectionFinder*®

Survey Results

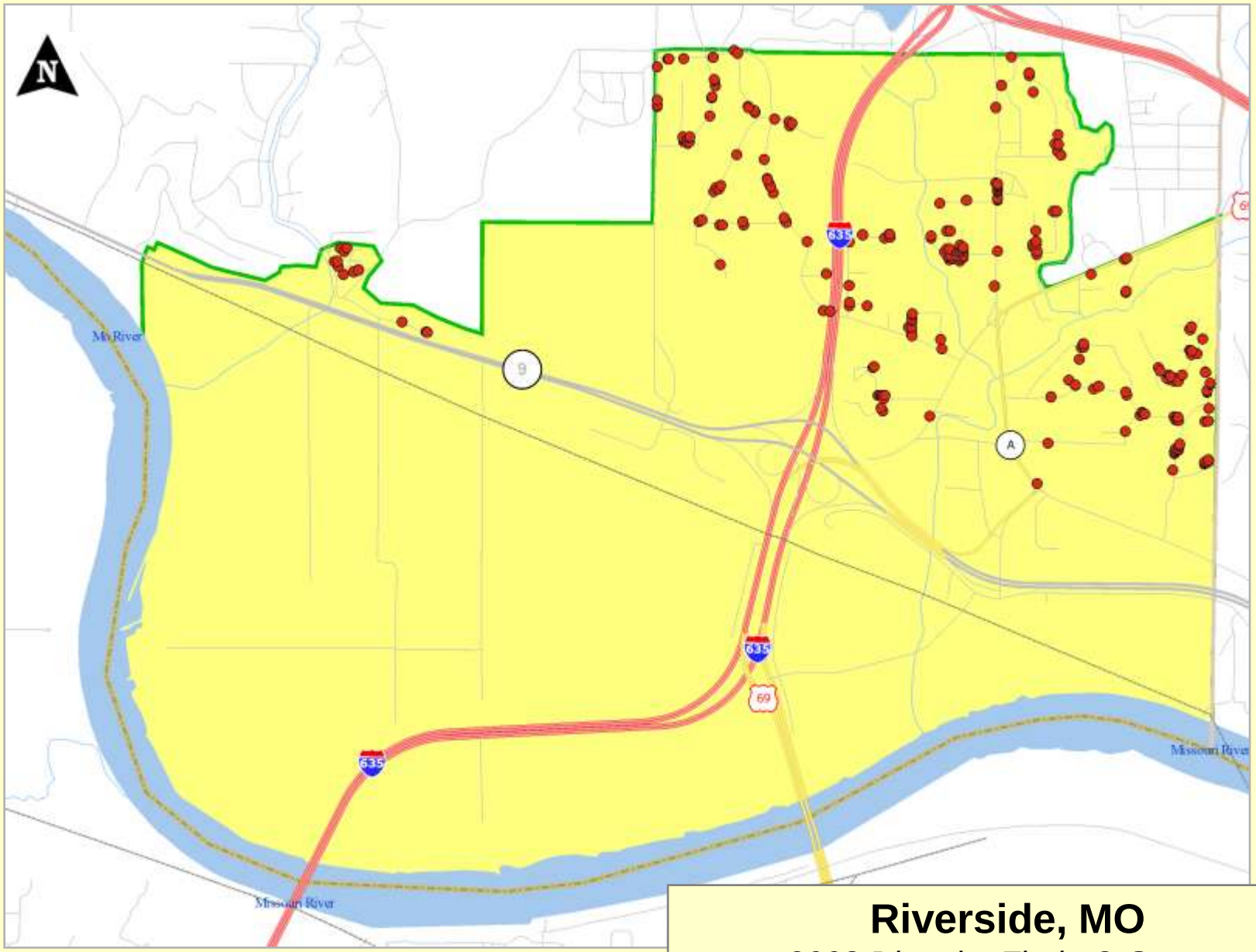
AGENDA

- Methodology
- Overall Results – Residents
- Questions
- Overall Results – Businesses
- Questions

Methodology

- Random Sample of 401 households
- Administered by Mail/Phone
- Administered for the second time during May and June of 2008
- Precision +/-5.0% at the 95% level of confidence

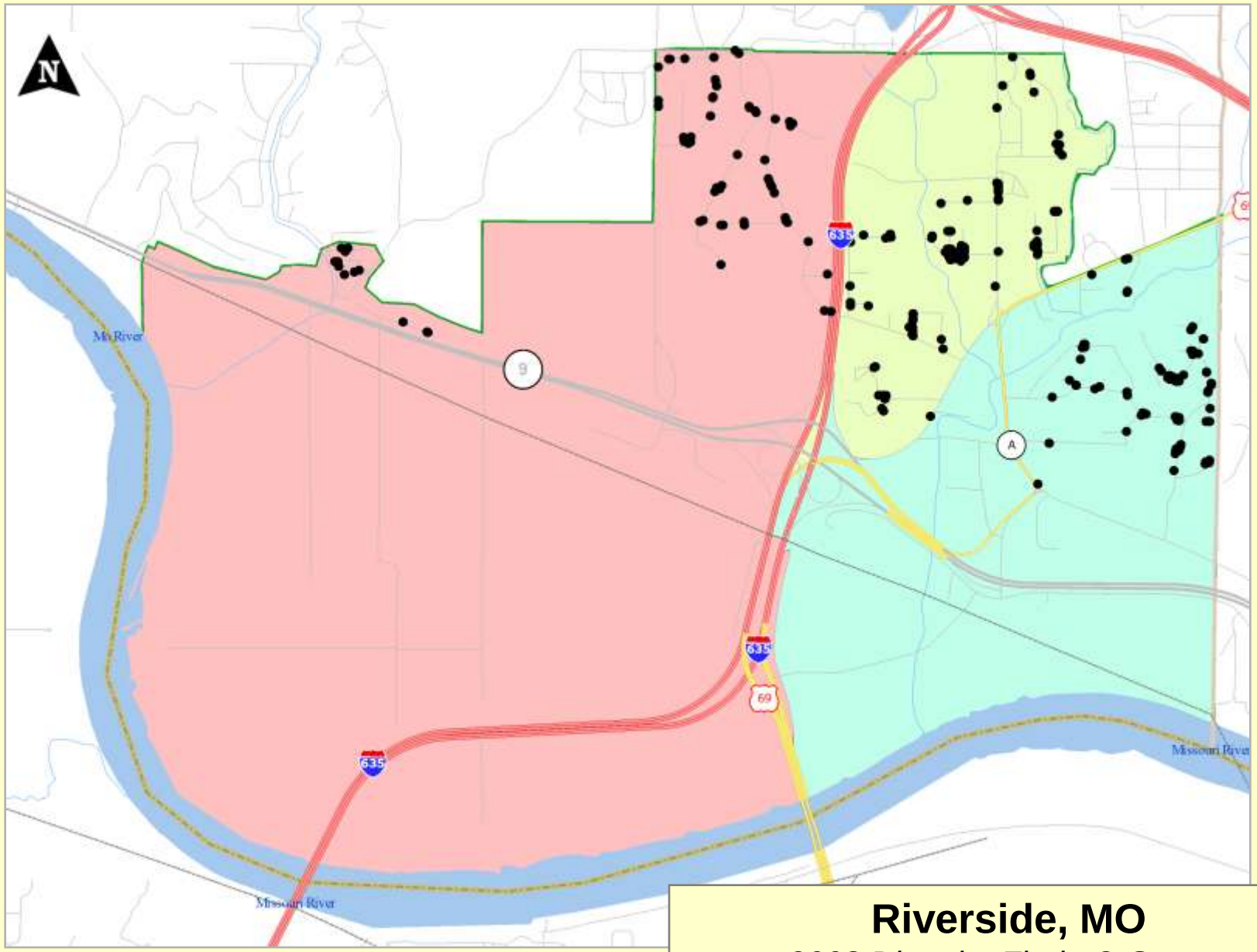
Location of Survey Respondents



Riverside, MO

2008 DirectionFinder® Survey

Census Block Groups



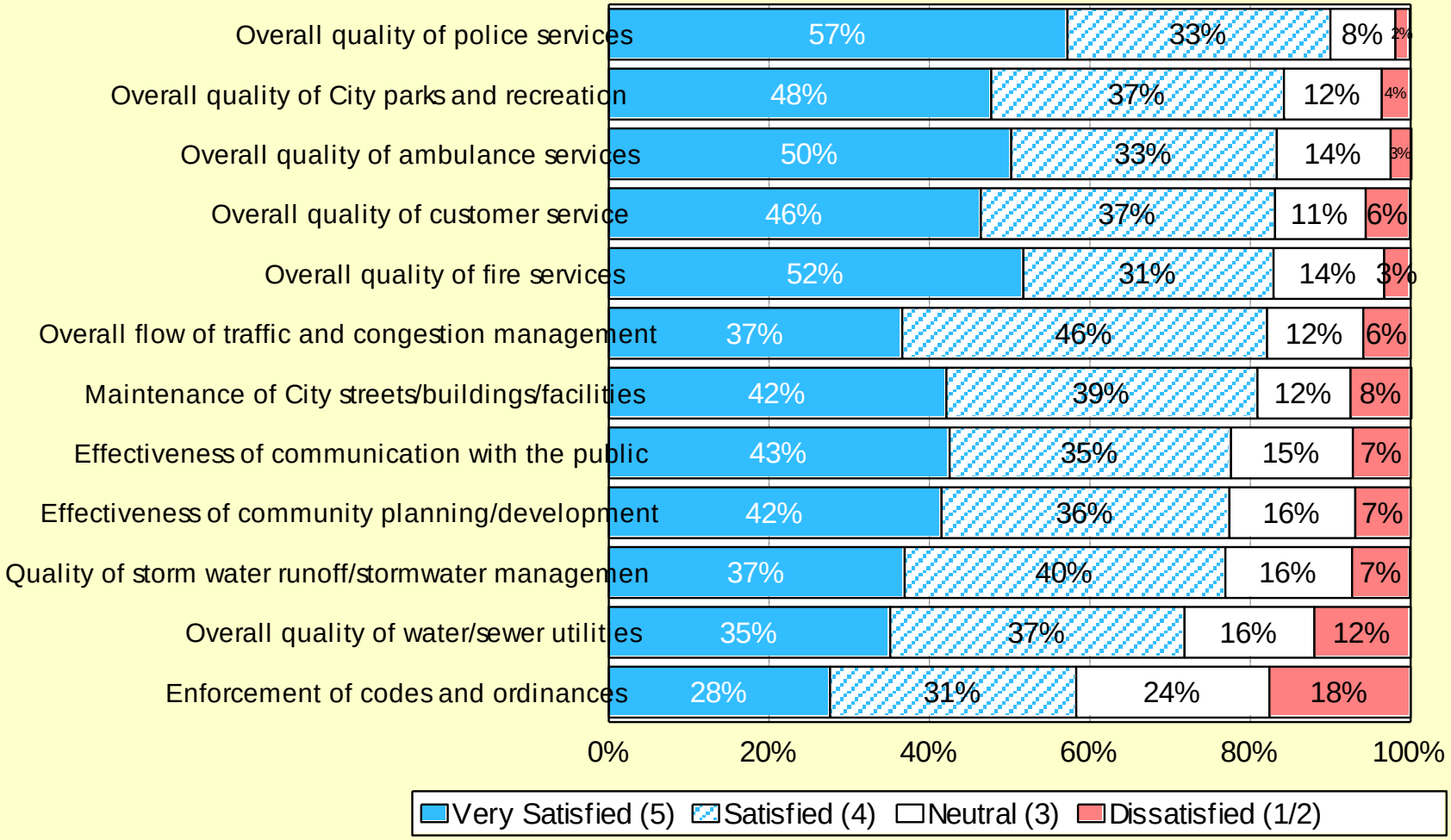
Riverside, MO

2008 DirectionFinder® Survey

OVERALL RESULTS

Overall Satisfaction With City and Other Services by Major Category

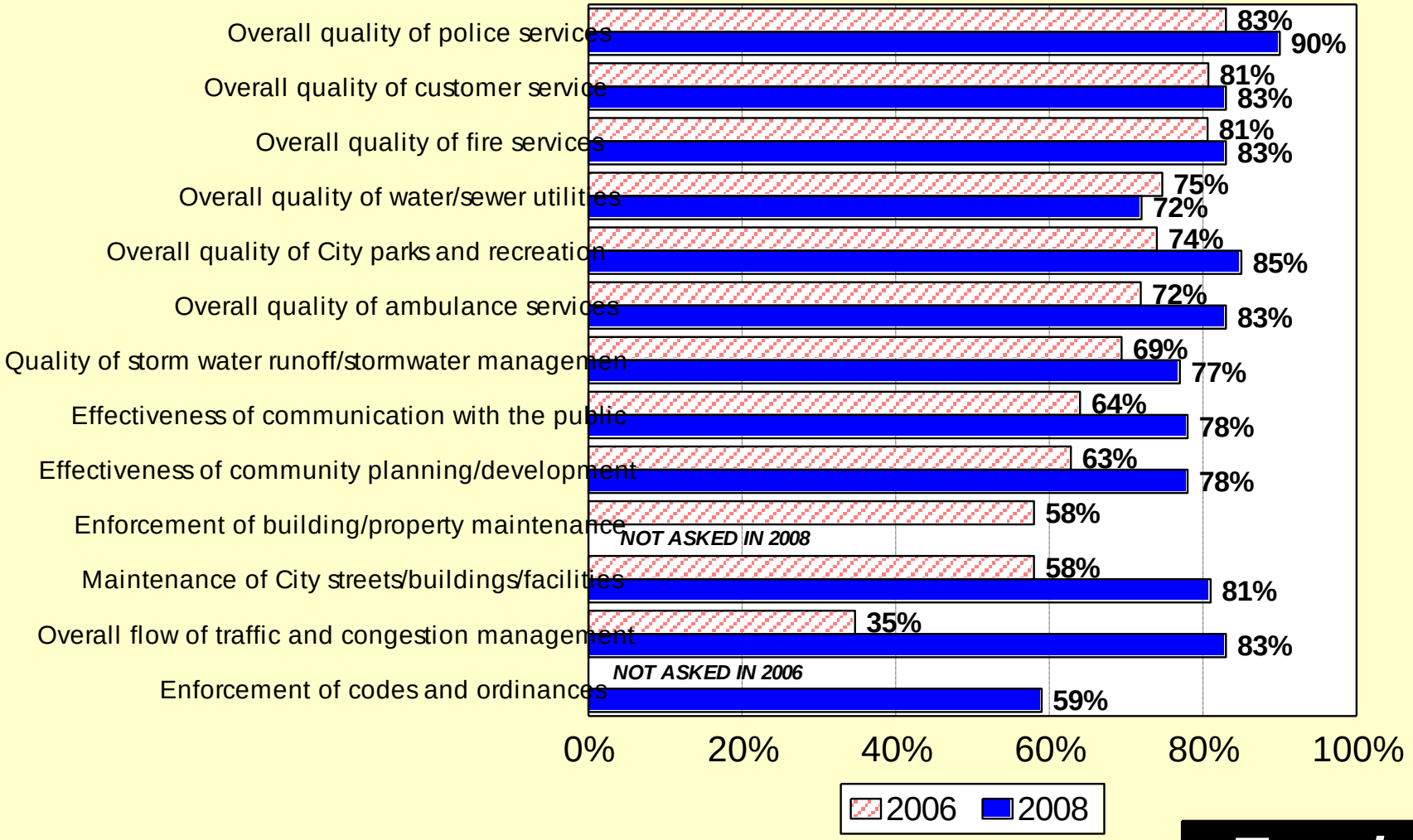
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Overall Satisfaction With City Services by Major Category - 2008 vs 2006

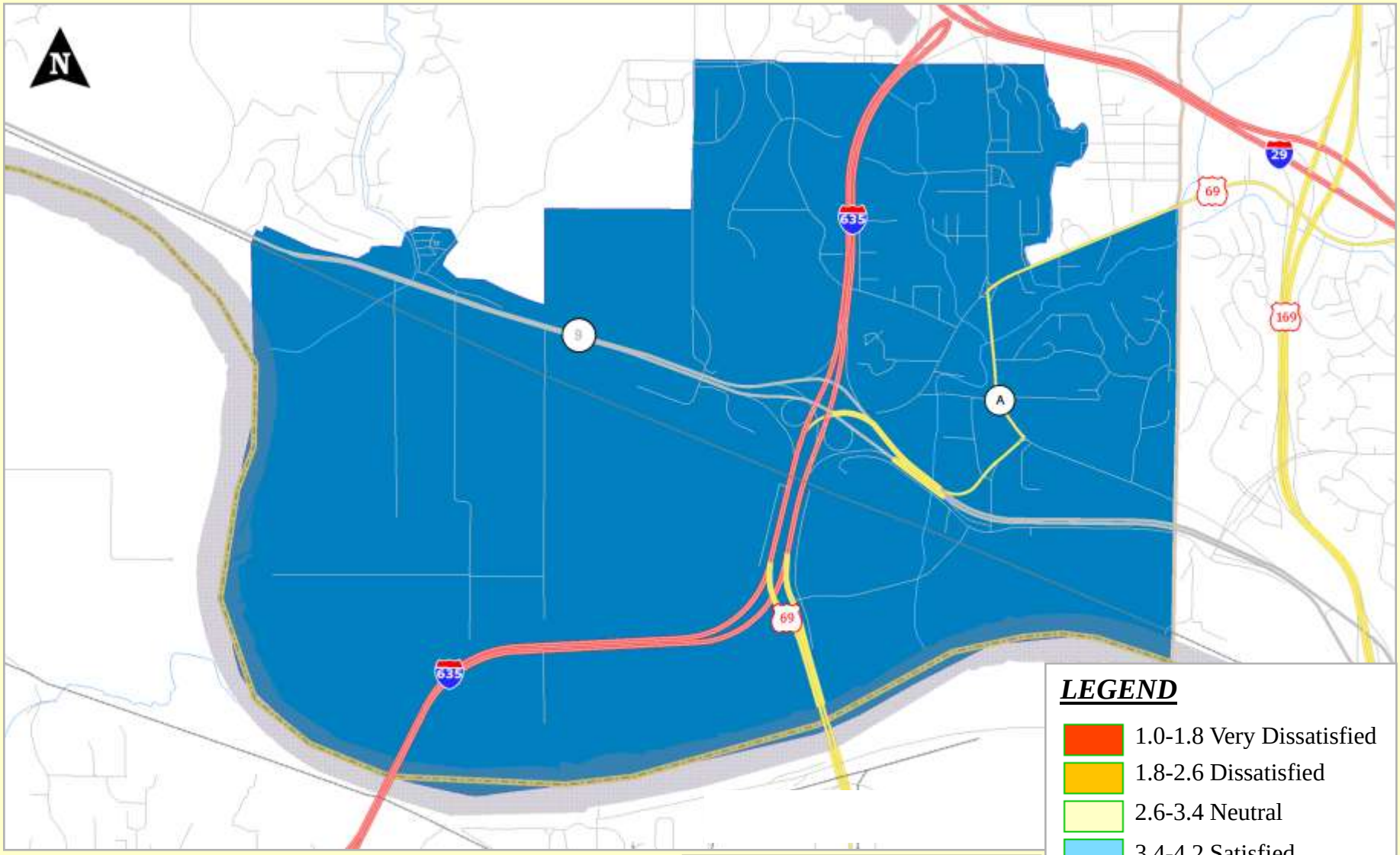
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Q1a Overall Quality of Police Services



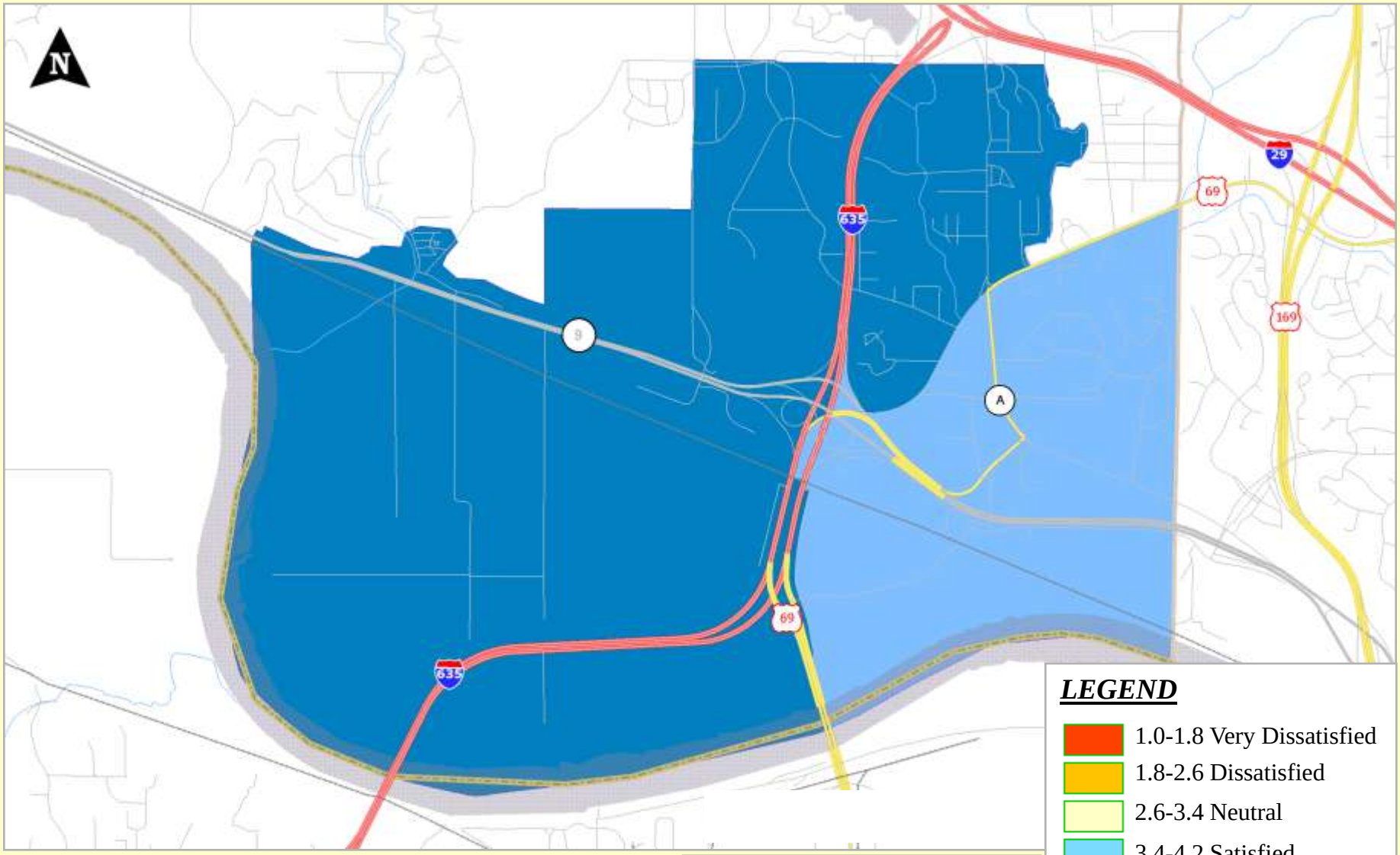
Riverside, MO

2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
*Selected CBGs were merged based on respondent distribution.

Note: "Other" areas did not contain enough responses to show statistically significant results.

Q1b Overall Quality of Fire Services



Riverside, MO

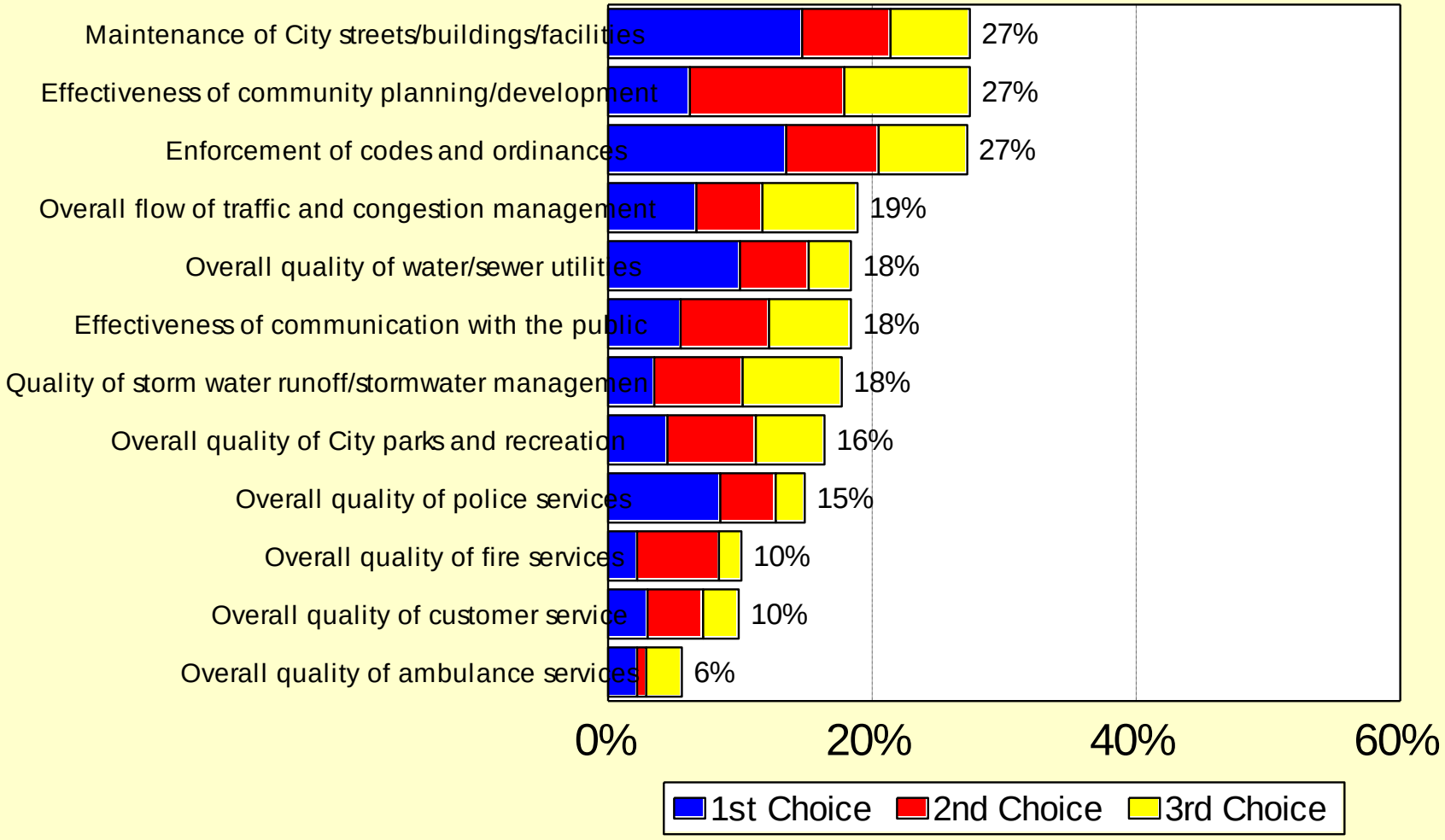
2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
*Selected CBGs were merged based on respondent distribution.

Note: "Other" areas did not contain enough responses to show statistically significant results.

City Services and Other ServicesThat 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



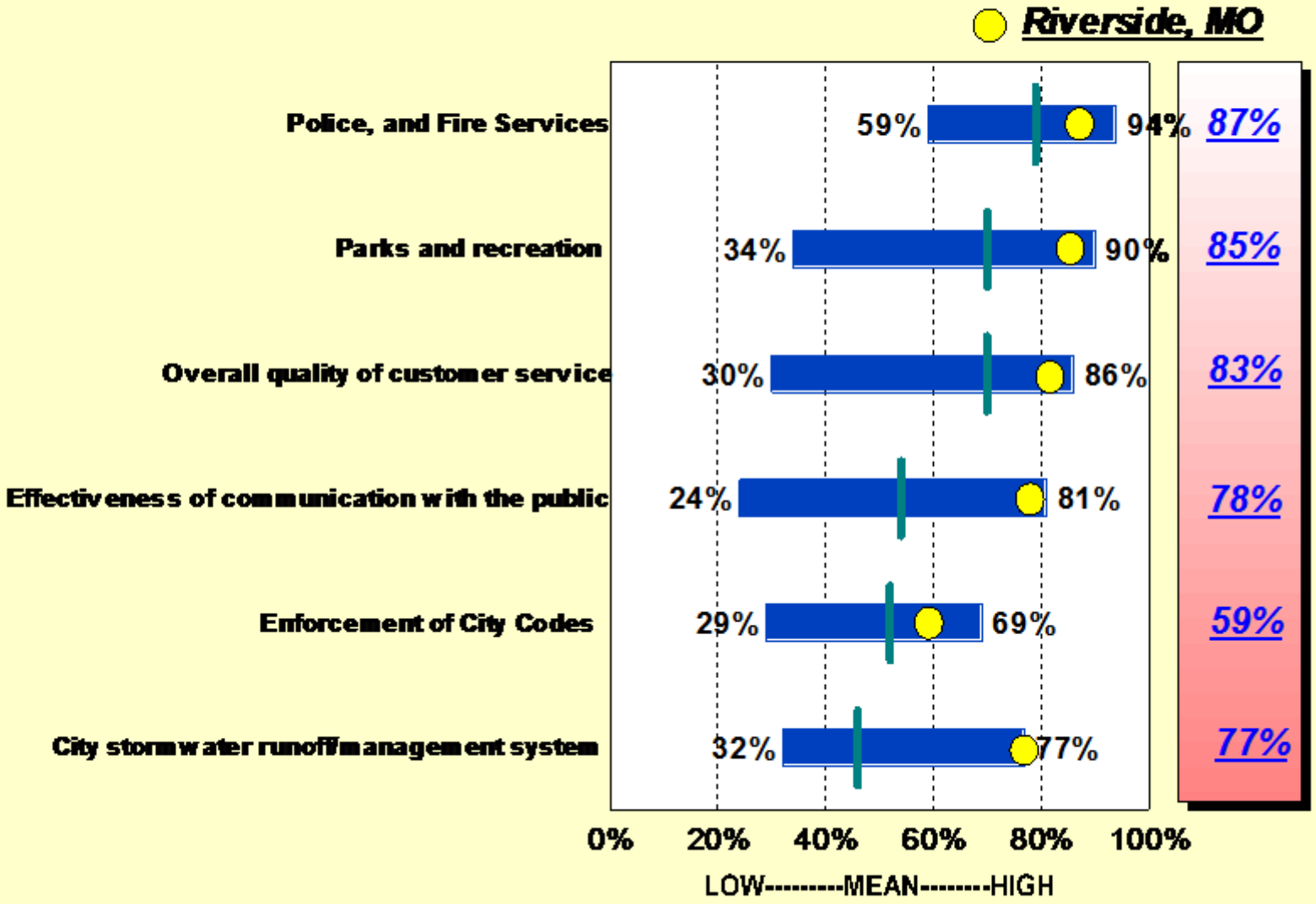
Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Importance-Satisfaction Rating
City of Riverside
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcement of codes and ordinances	**27%**	**3**	**59%**	**12**	0.1107	**1**
Medium Priority (IS <.10)						
Effectiveness of community planning/development	**27%**	**2**	**78%**	**9**	0.0594	**2**
Maintenance of City streets/buildings/facilities	**27%**	**1**	**81%**	**7**	0.0513	**3**
Overall quality of water/sewer utilities	**18%**	**5**	**72%**	**11**	0.0504	**4**
Quality of storm water runoff/stormwater management	**18%**	**7**	**77%**	**10**	0.0414	**5**
Effectiveness of communication with the public	**18%**	**6**	**78%**	**8**	0.0385	**6**
Overall flow of traffic and congestion management	**19%**	**4**	**83%**	**6**	0.0323	**7**
Overall quality of City parks and recreation	**16%**	**8**	**85%**	**2**	0.0240	**8**
Overall quality of fire services	**10%**	**10**	**83%**	**5**	0.0170	**9**
Overall quality of customer service	**10%**	**11**	**83%**	**4**	0.0170	**10**
Overall quality of police services	**15%**	**9**	**90%**	**1**	0.0150	**11**
Overall quality of ambulance services	**6%**	**12**	**83%**	**3**	0.0102	**12**

Overall Satisfaction With City Services By Major Category in 2008

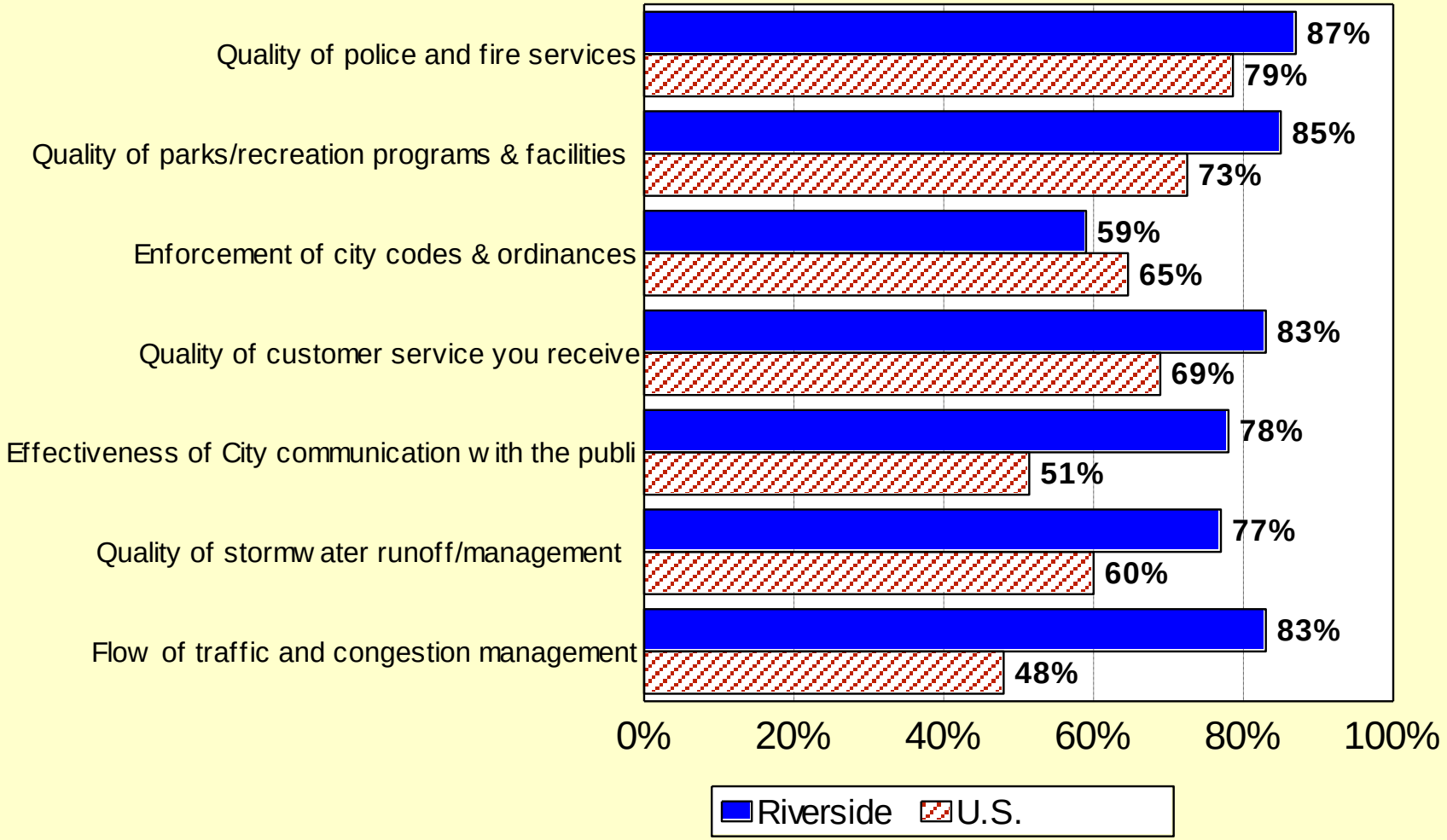
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Overall Satisfaction with City Services
City of Riverside vs. U.S

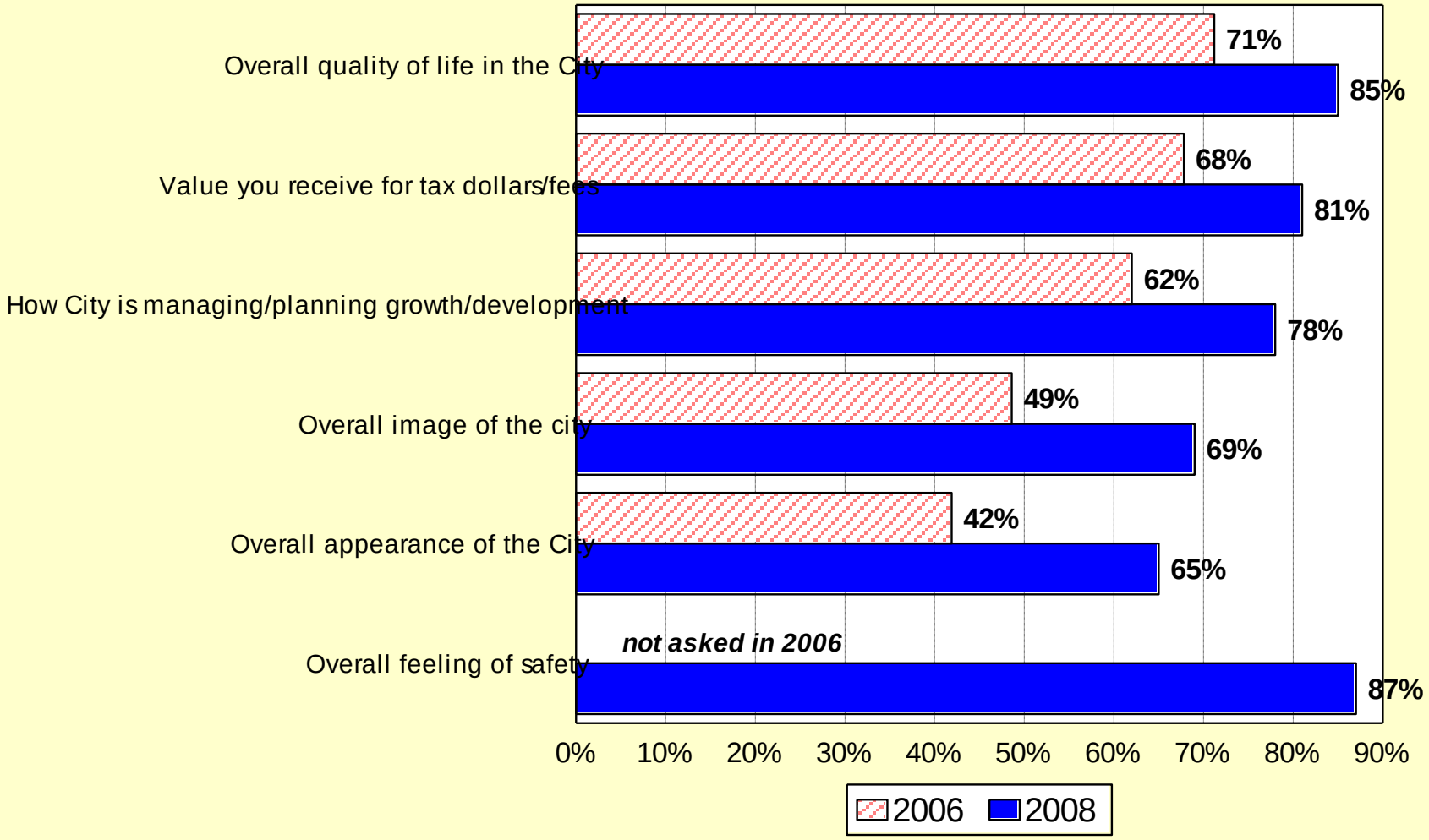
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2008 - Riverside, MO)

Perception Residents Have of the City - 2008 vs 2006

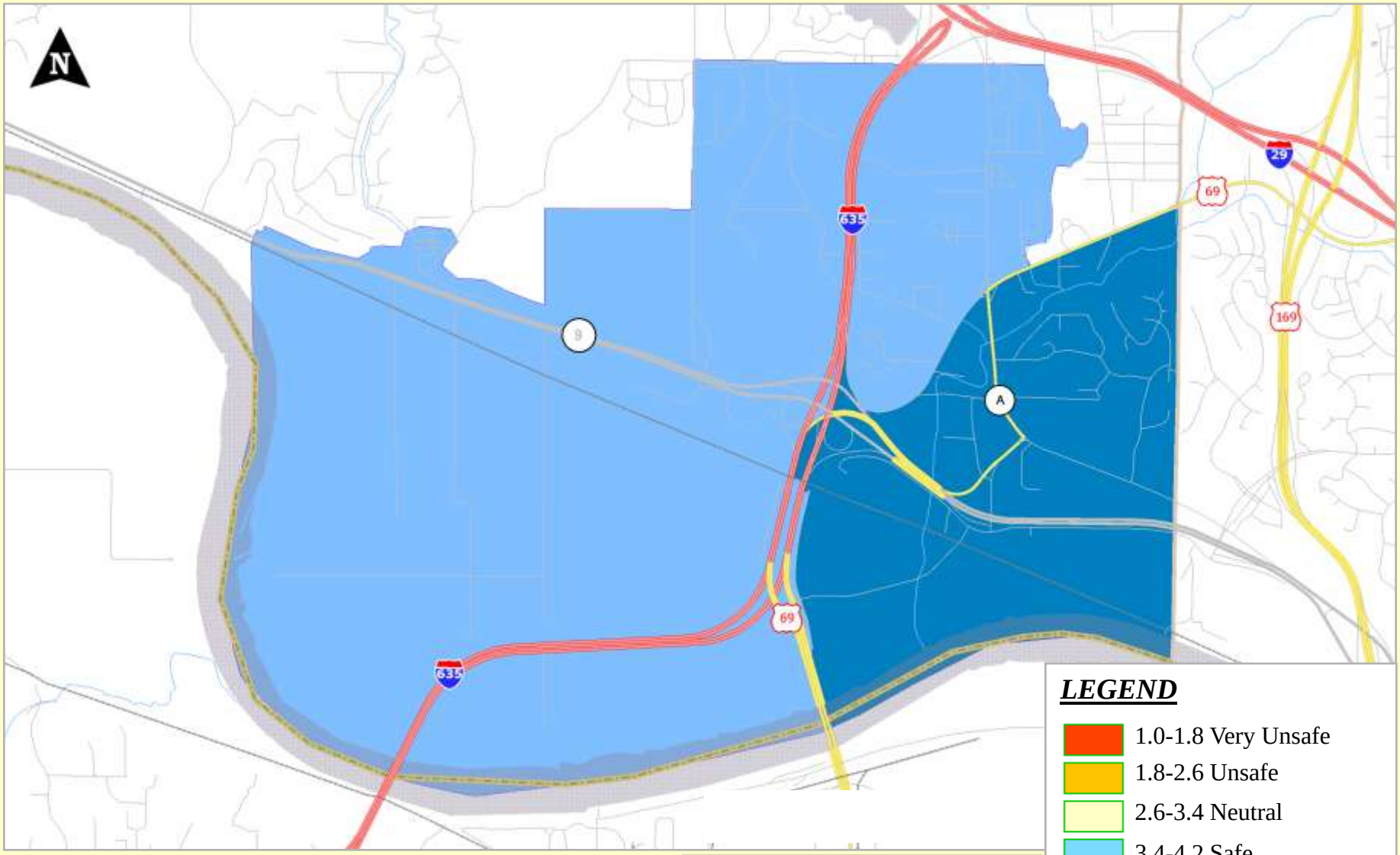
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Q3b Overall Value Received from Tax Dollars and Fees



Riverside, MO

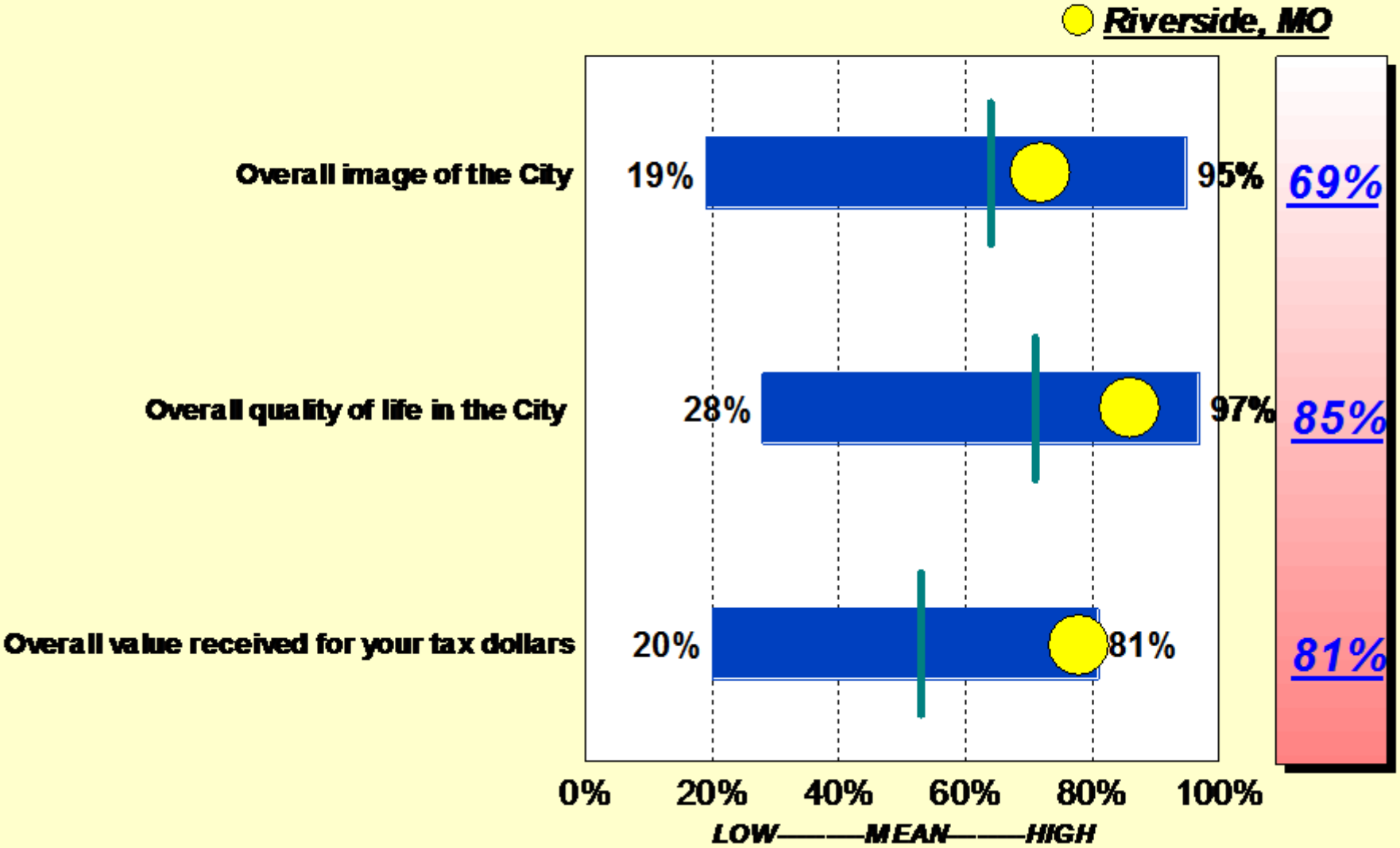
2008 DirectionFinder® Survey

Shading reflects the mean rating for all respondents by Census Block Group.
*Selected CBGs were merged based on respondent distribution.

Note: "Other" areas did not contain enough responses to show statistically significant results.

Ratings that Kansas City Area Residents Have of the City in Which They Live in 2008

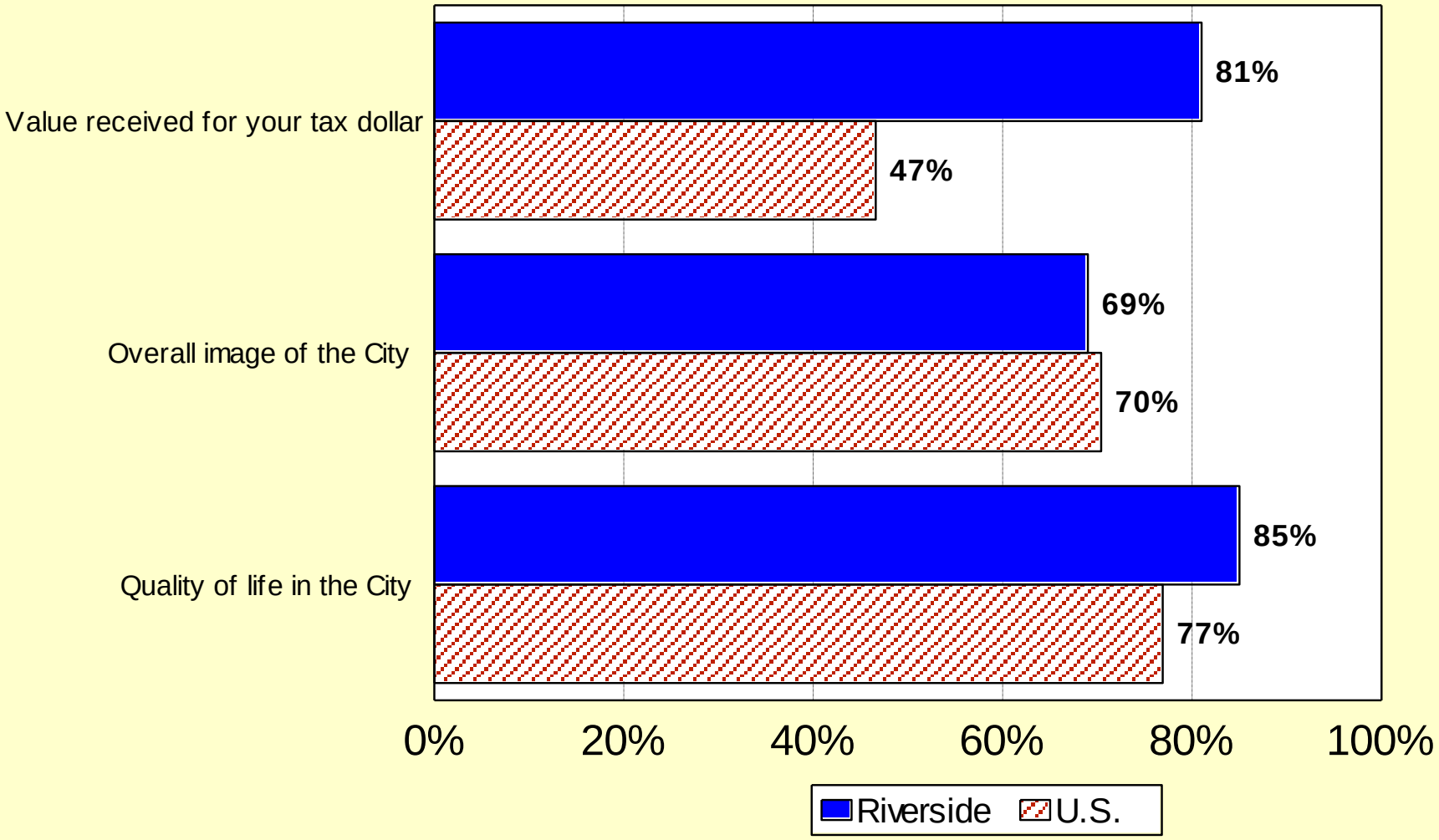
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

How Residents Rate the Community Where They Currently Live: Riverside vs. U.S.

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

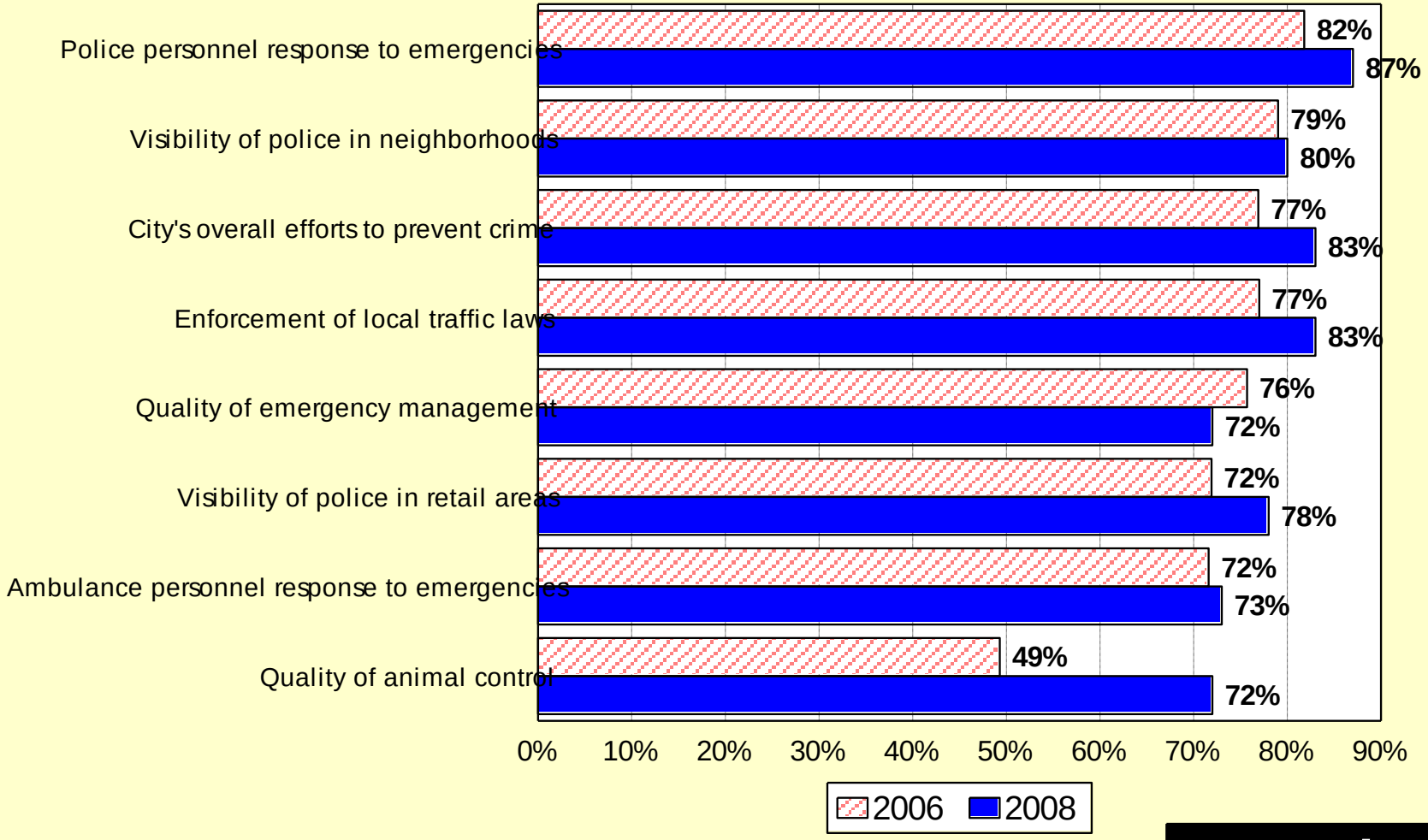


Source: ETC Institute Survey (2008 - Riverside, MO)

PUBLIC SAFETY

Satisfaction with Various Aspects of Public Safety Services - 2008 vs 2006

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



Trends

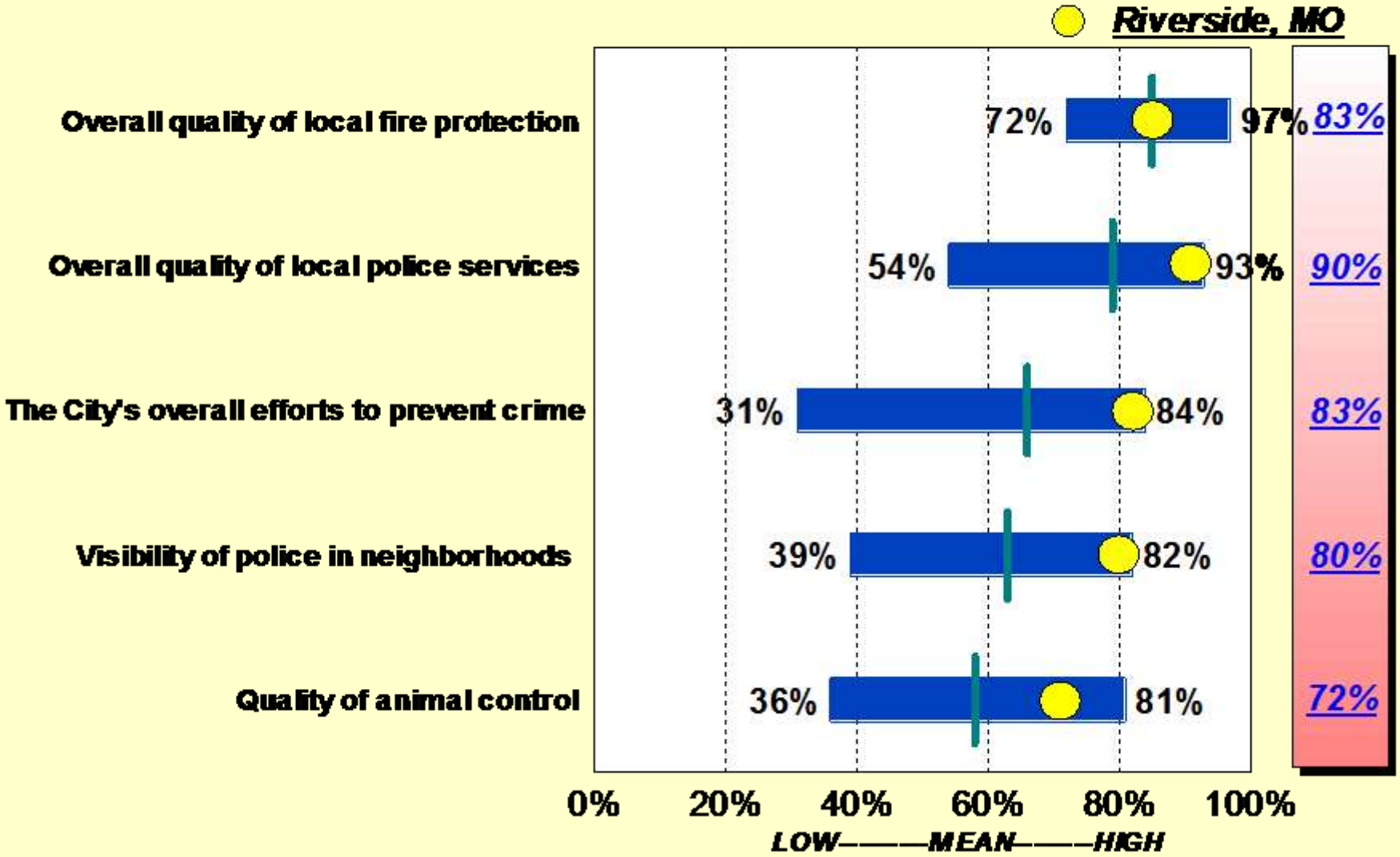
Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Importance-Satisfaction Rating
City of Riverside
PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Quality of animal control	**29%**	**3**	**72%**	**8**	0.0812	**1**
Quality of emergency management	**27%**	**4**	**72%**	**6**	0.0756	**2**
Visibility of police in neighborhoods	**31%**	**2**	**80%**	**4**	0.0620	**3**
City's overall efforts to prevent crime	**35%**	**1**	**83%**	**2**	0.0595	**4**
Visibility of police in retail areas	**20%**	**5**	**78%**	**5**	0.0440	**5**
Ambulance personnel response to emergencies	**15%**	**8**	**73%**	**7**	0.0405	**6**
Enforcement of local traffic laws	**17%**	**7**	**83%**	**3**	0.0289	**7**
Police personnel response to emergencies	**20%**	**6**	**87%**	**1**	0.0260	**8**

Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in 2008

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

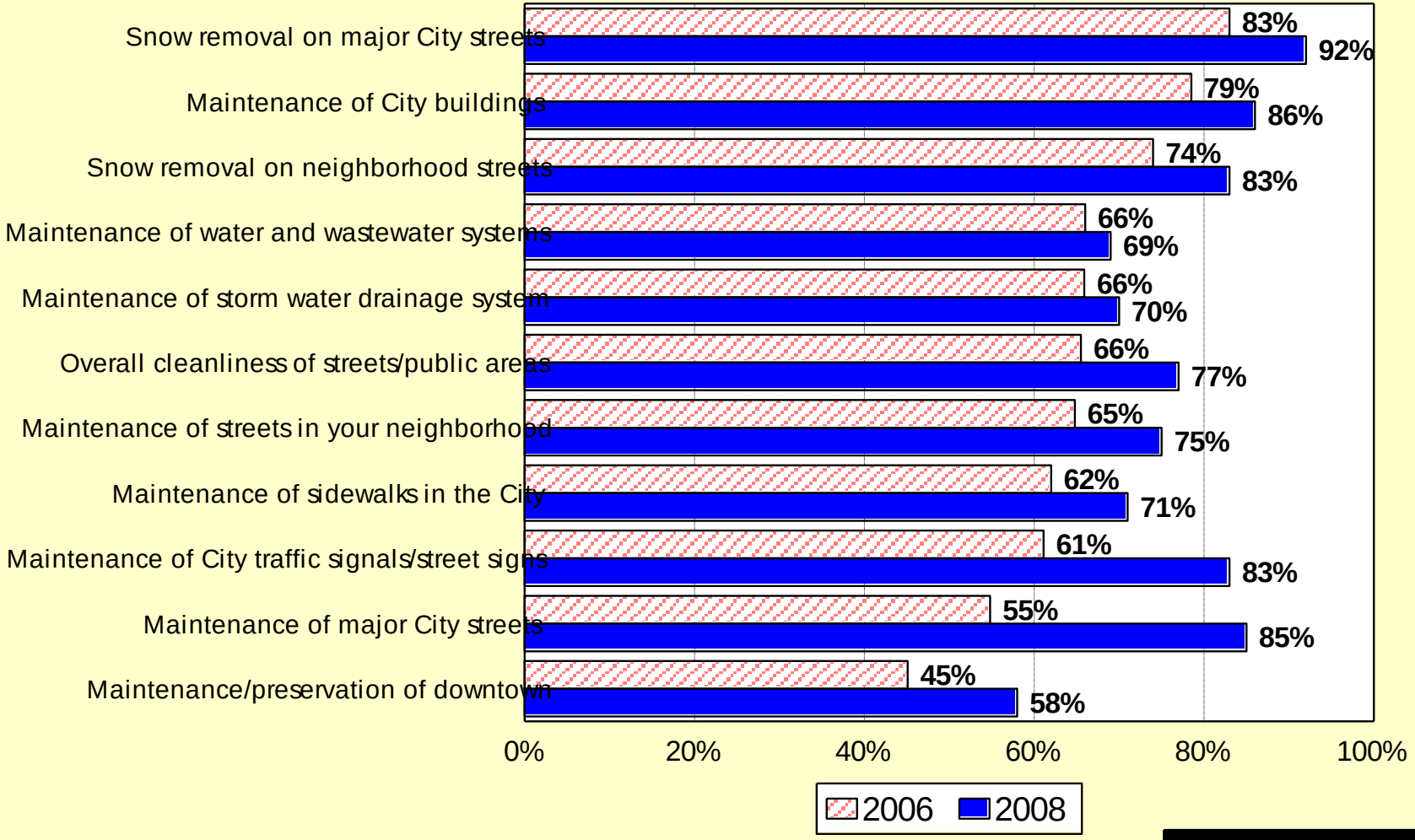


Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

MAINTENANCE

Satisfaction with Various Aspects of City Maintenance - 2008 vs 2006

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

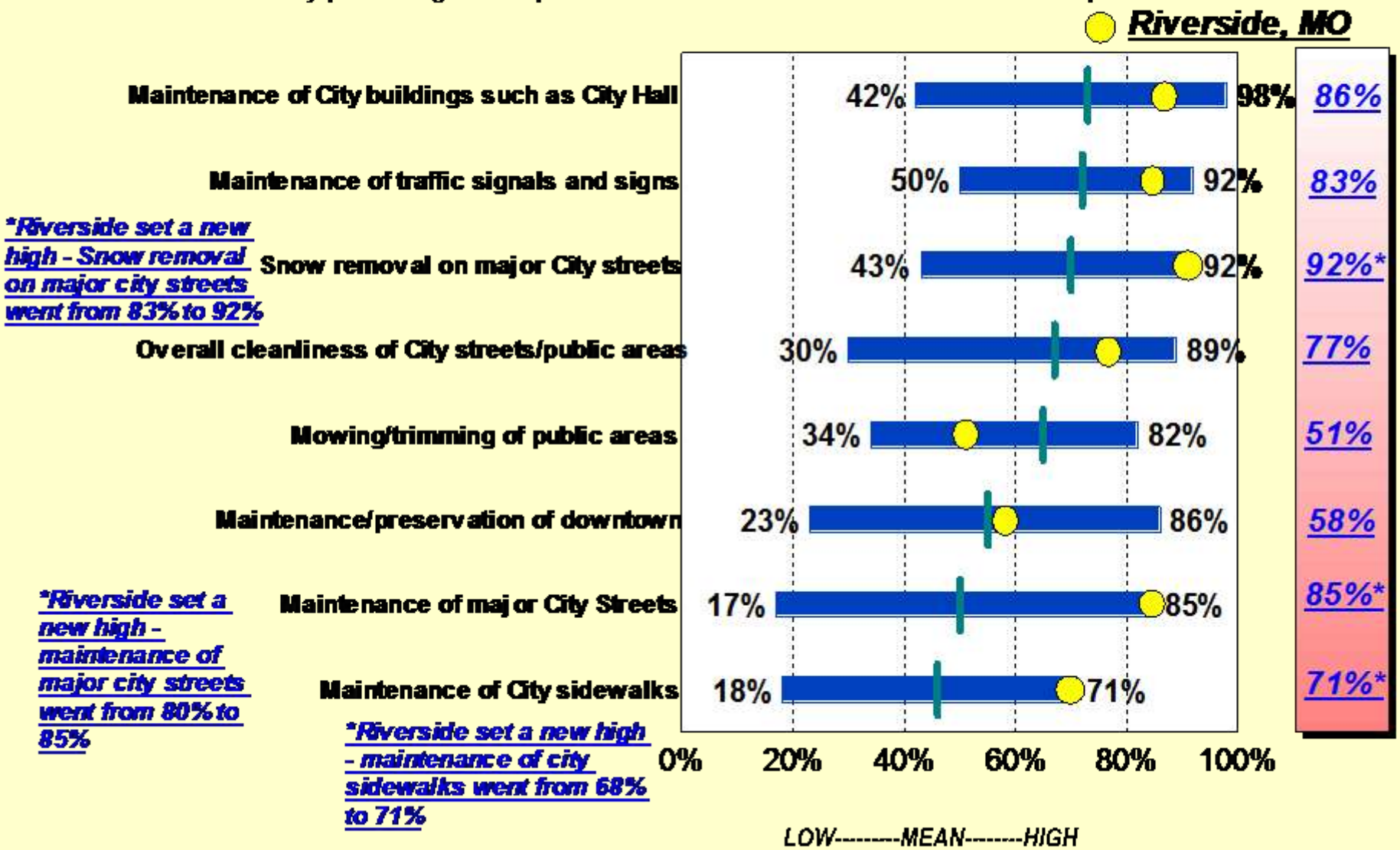


Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2008

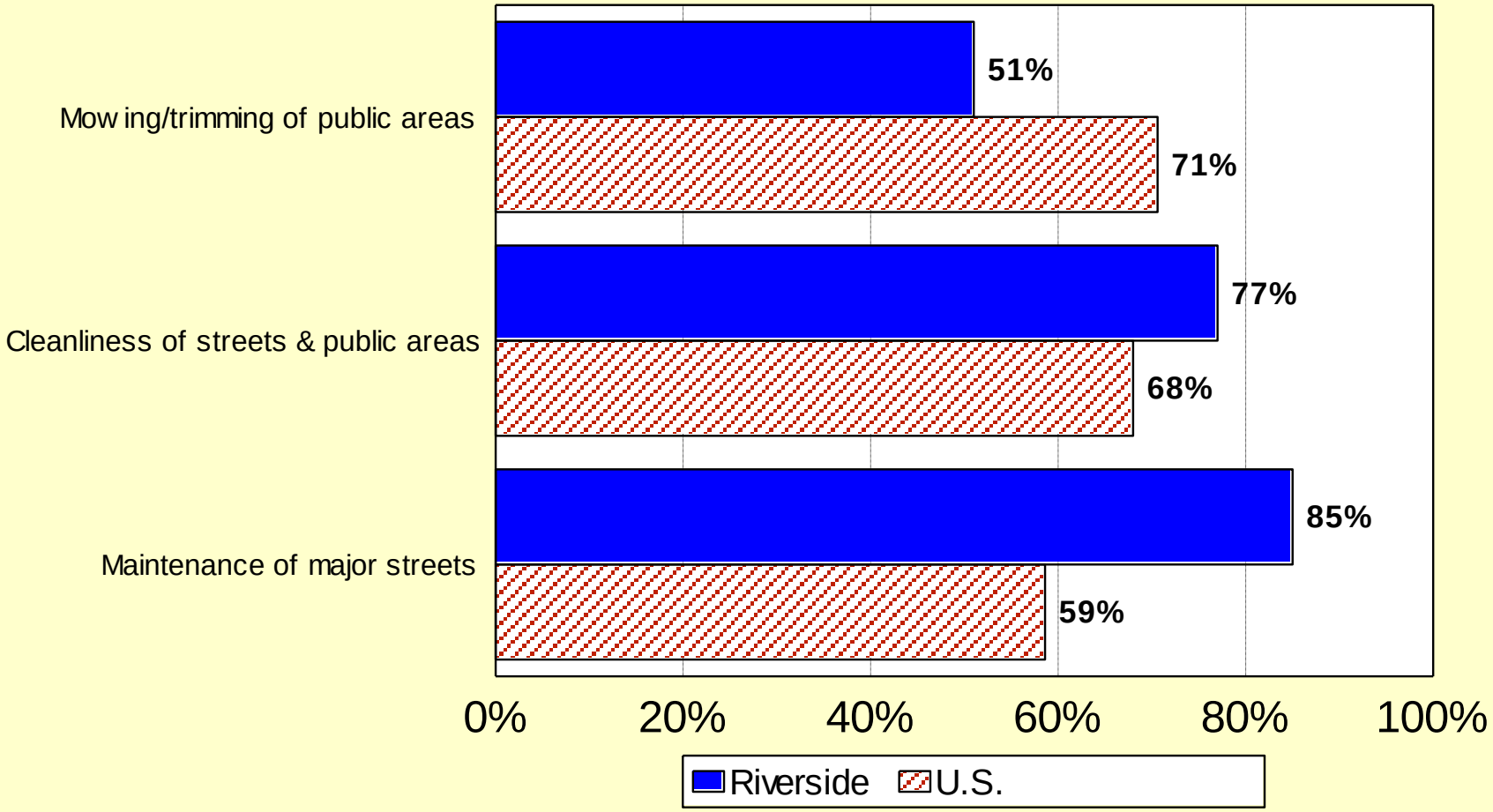
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Overall Satisfaction with Maintenance
City Riverside vs. U.S

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



Source: ETC Institute Survey (2008 - Riverside, MO)

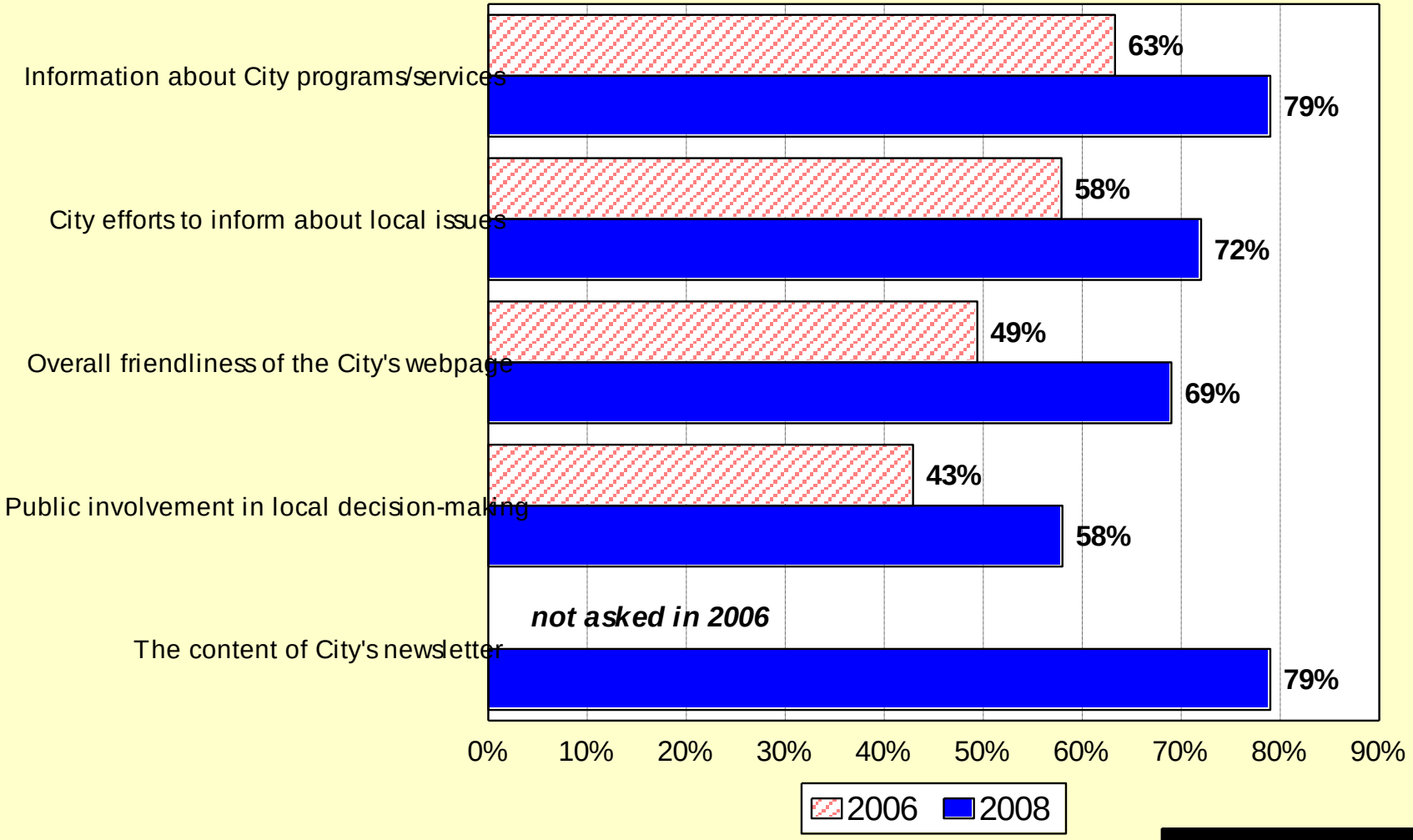
Importance-Satisfaction Rating
City of Riverside
CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance/preservation of downtown	**32%**	**1**	**58%**	**11**	0.1344	**1**
Medium Priority (IS < .10)						
Maintenance of streets in your neighborhood	**24%**	**2**	**75%**	**7**	0.0600	**2**
Maintenance of City's water and wastewater systems	**18%**	**5**	**69%**	**10**	0.0558	**3**
Maintenance of storm water drainage system	**18%**	**6**	**70%**	**9**	0.0540	**4**
Overall cleanliness of streets/public areas	**23%**	**3**	**77%**	**6**	0.0529	**5**
Maintenance of sidewalks in the City	**18%**	**7**	**71%**	**8**	0.0522	**6**
Maintenance of major City streets	**20%**	**4**	**85%**	**3**	0.0300	**7**
Snow removal on neighborhood streets	**15%**	**8**	**83%**	**5**	0.0255	**8**
Maintenance of City street signs/traffic signals	**10%**	**11**	**83%**	**4**	0.0170	**9**
Maintenance of City buildings	**11%**	**10**	**86%**	**2**	0.0154	**10**
Snow removal on major City streets	**14%**	**9**	**92%**	**1**	0.0112	**11**

COMMUNICATION WITH THE PUBLIC

Satisfaction with Various Aspects of City Communications - 2008 vs 2006

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

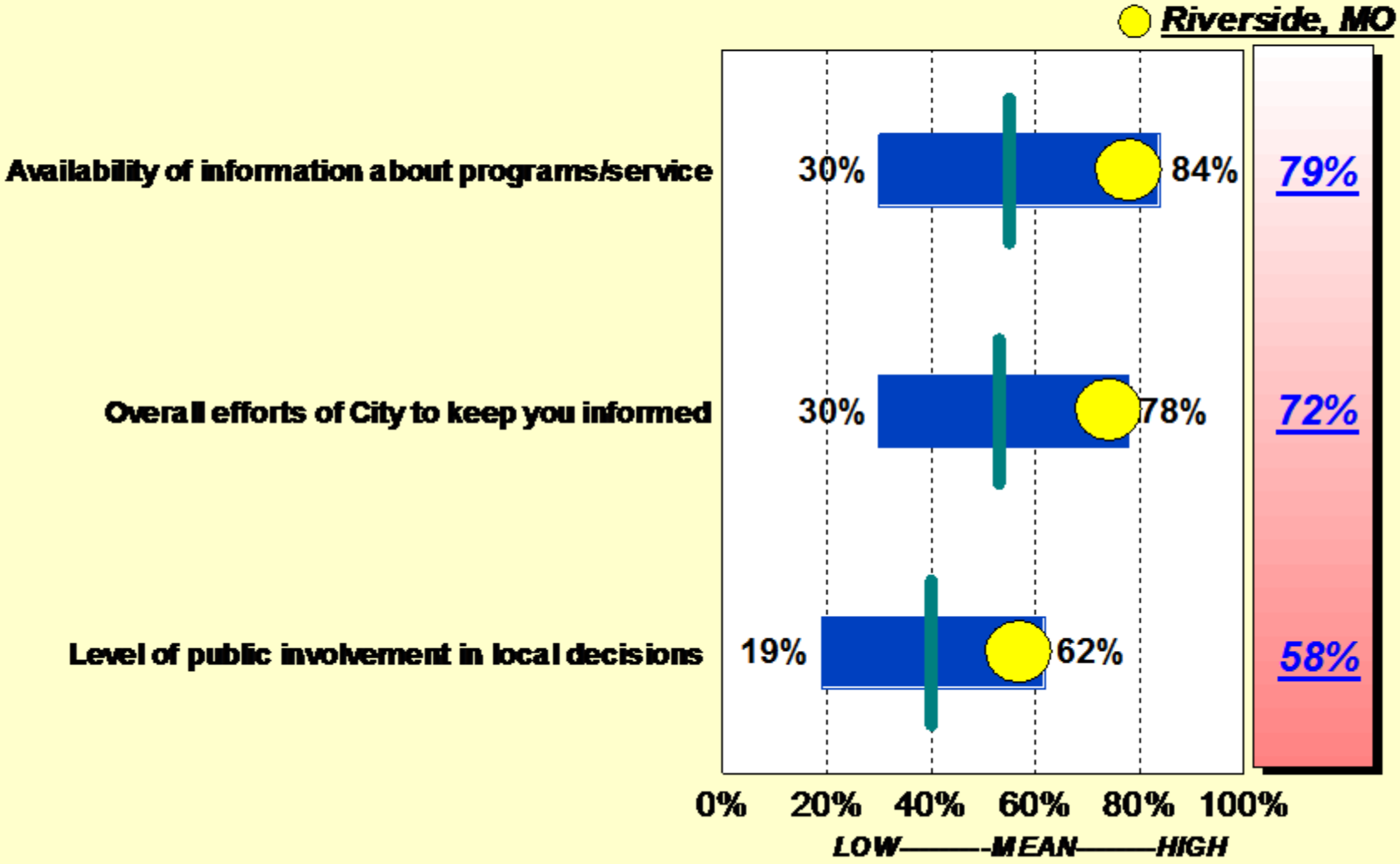


Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Satisfaction with Various Aspects of City Communications in 2008

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

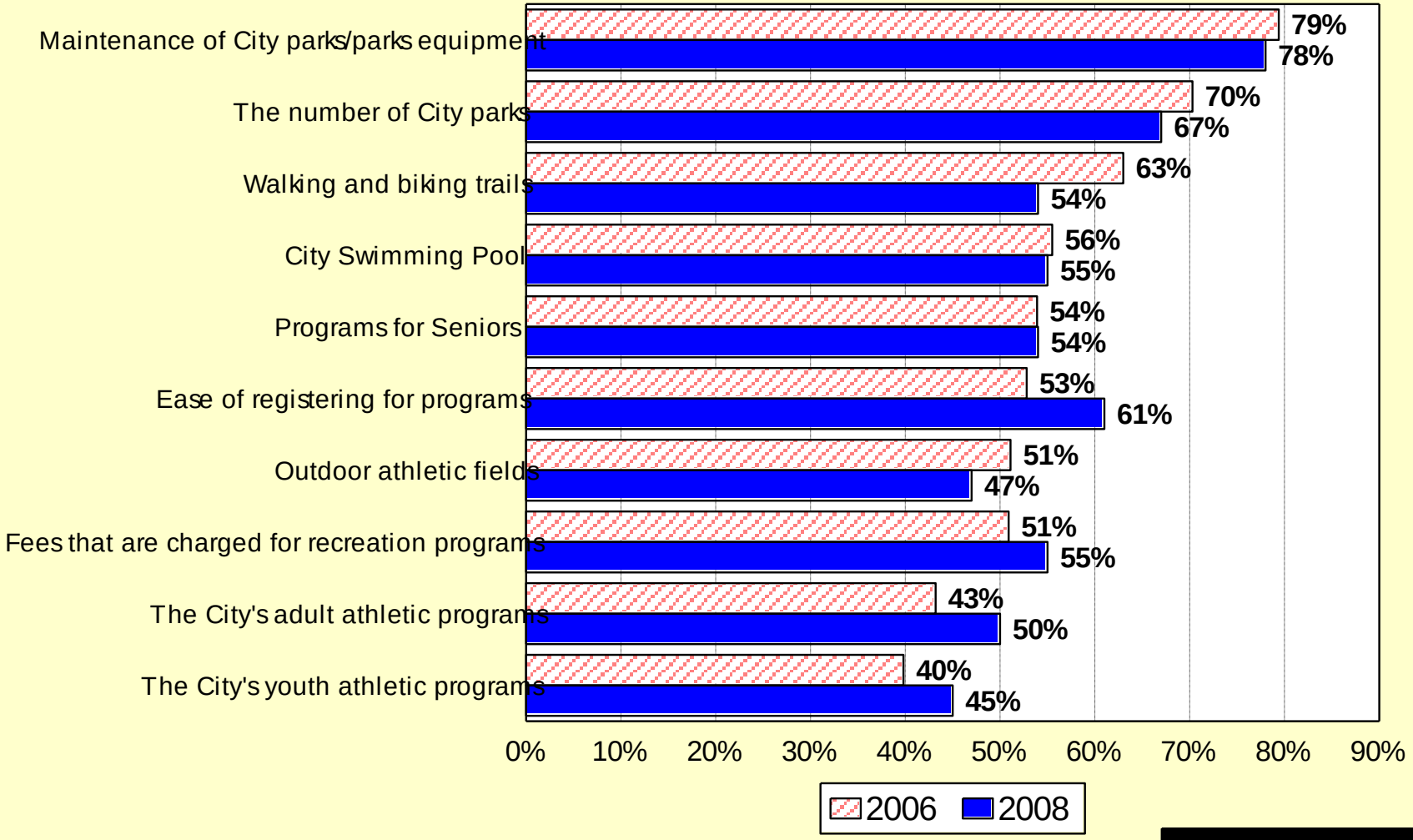


Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

PARKS & RECREATION

Satisfaction with Various Aspects of Parks and Recreation in Riverside - 2008 vs 2006

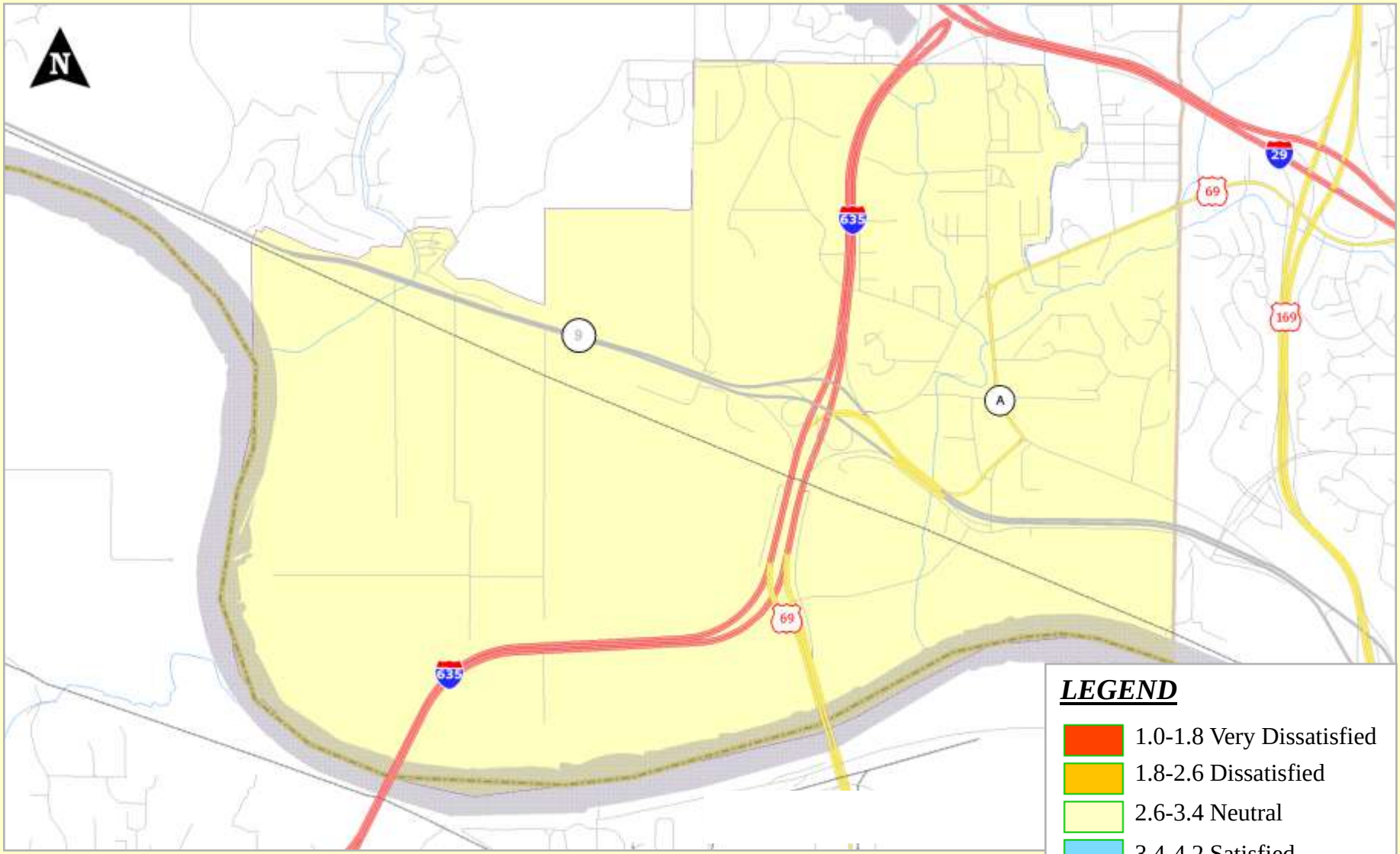
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Q9b Number of Walking and Biking Trails



Riverside, MO

2008 DirectionFinder® Survey

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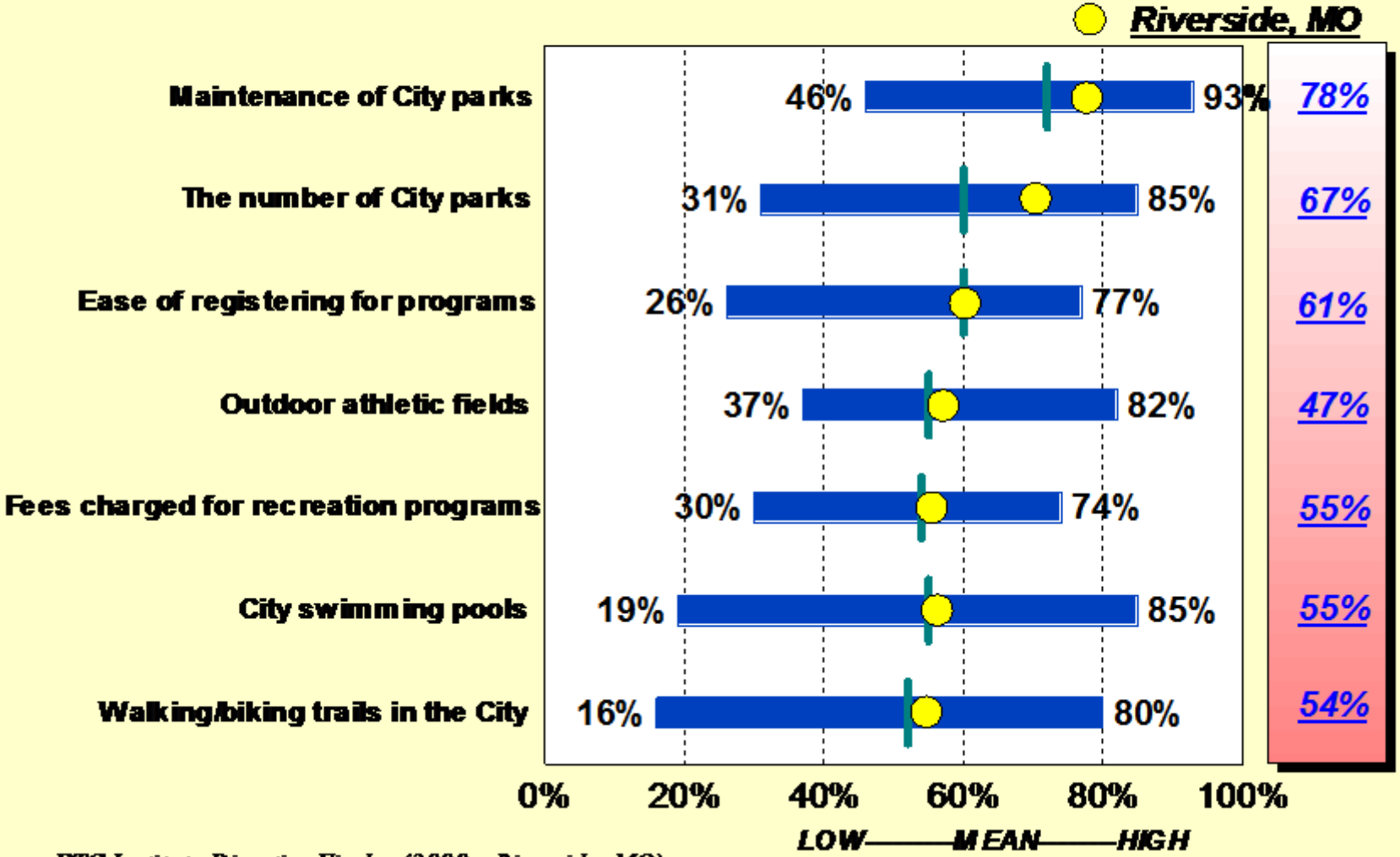
Importance-Satisfaction Rating
City of Riverside
PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Number of walking and biking trails	**32%**	**1**	**54%**	**5**	0.1472	**1**
The City's youth athletic programs	**19%**	**3**	**45%**	**10**	0.1045	**2**
Medium Priority (IS < .10)						
Outdoor athletic fields	**16%**	**6**	**47%**	**9**	0.0848	**3**
City Swimming Pool	**18%**	**4**	**55%**	**6**	0.0810	**4**
Programs for Seniors	**16%**	**7**	**54%**	**7**	0.0736	**5**
The City's adult athletic programs	**13%**	**8**	**50%**	**8**	0.0650	**6**
Maintenance of City parks/parks equipment	**27%**	**2**	**78%**	**1**	0.0594	**7**
The number of City parks	**17%**	**5**	**67%**	**2**	0.0561	**8**
Fees that are charged for recreation programs	**11%**	**9**	**55%**	**4**	0.0495	**9**
Ease of registering for programs	**8%**	**10**	**61%**	**3**	0.0312	**10**

Satisfaction with Parks and Recreation Facilities and Services Provided by Cities in the Kansas City Area in 2008

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

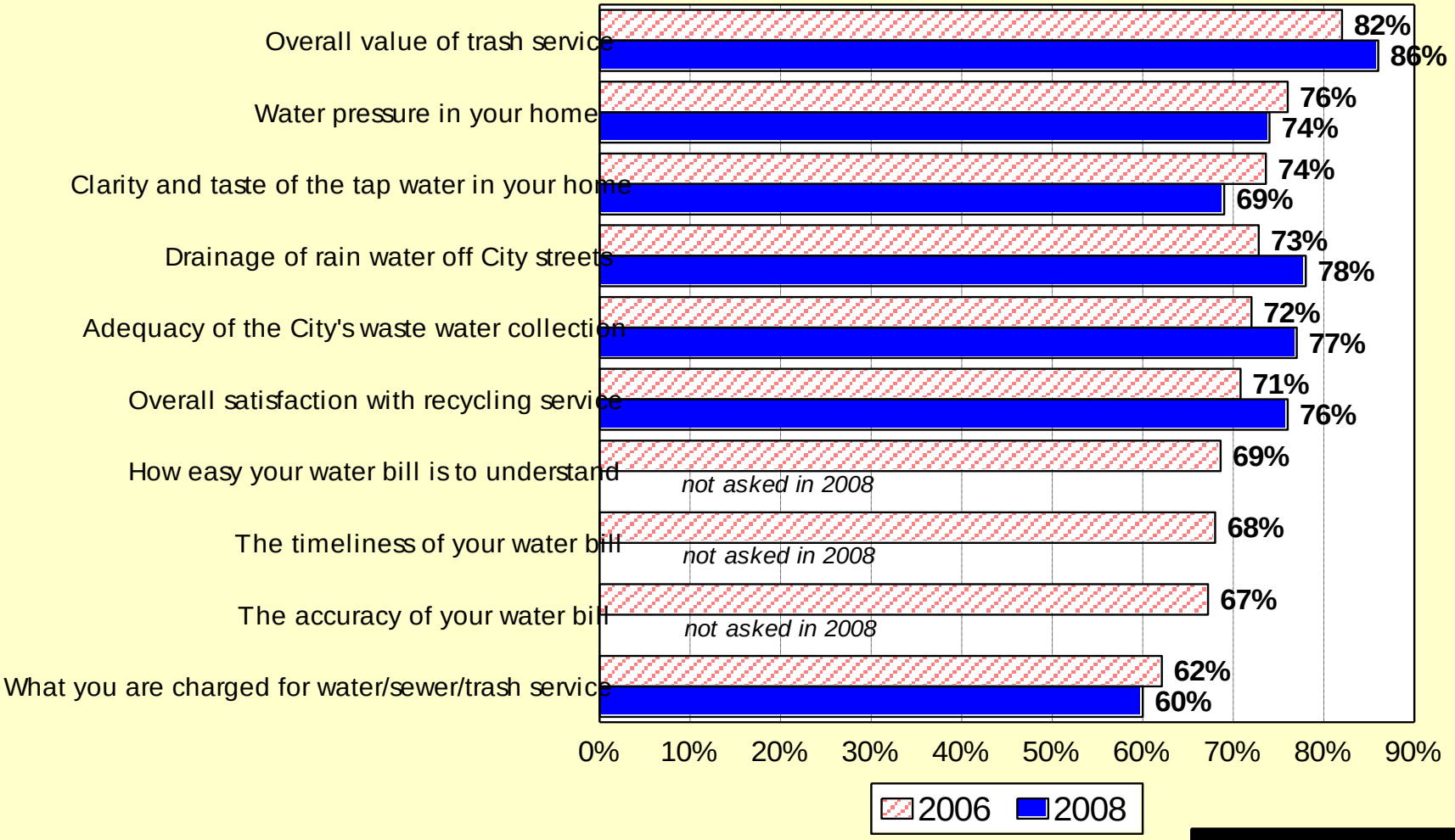


Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Water/Sewer/Trash/Utilities

Satisfaction with Various Aspects of Water,Sewer and Trash Utilities - 2008 vs 2006

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



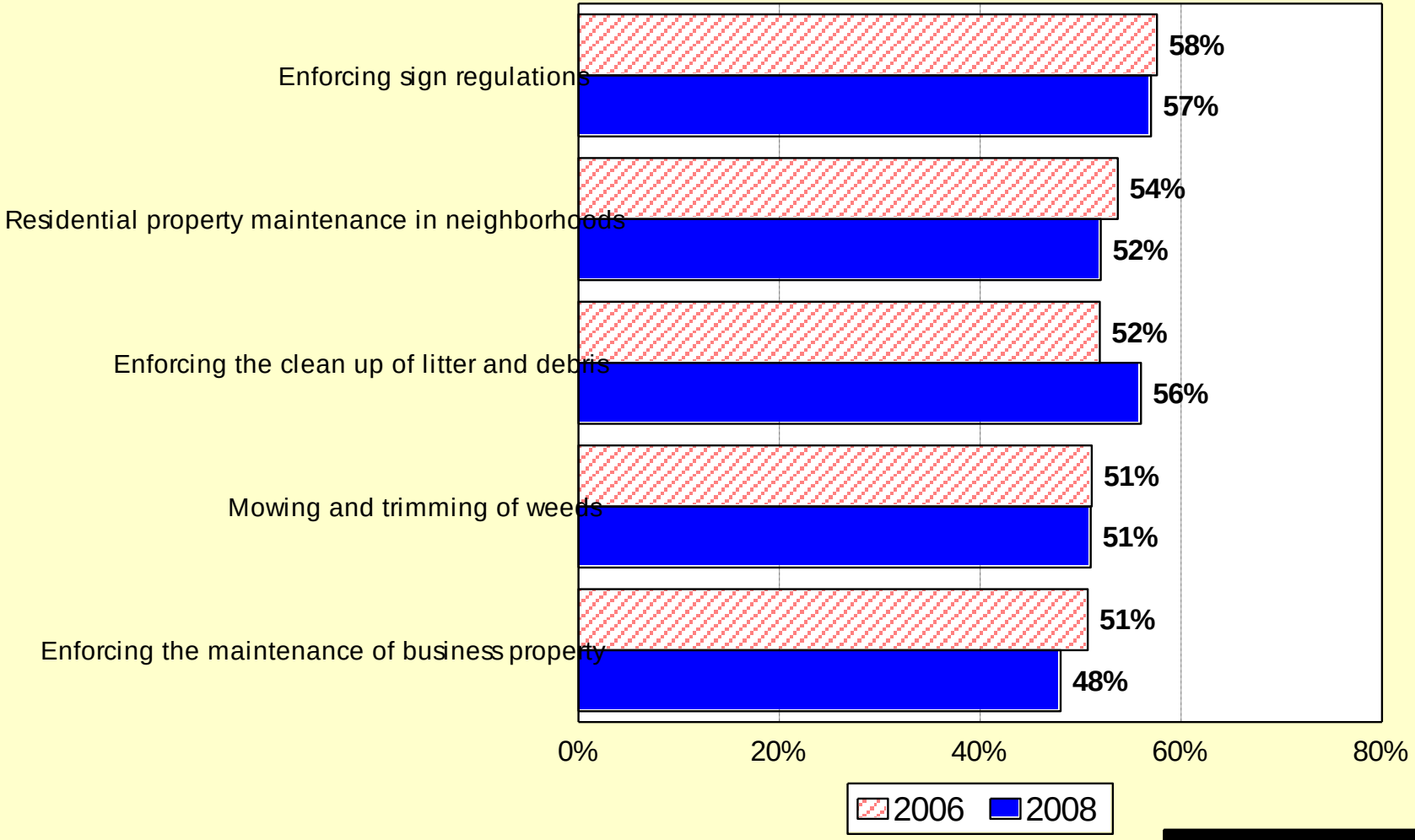
Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

CODE ENFORCEMENT

Satisfaction with Various Aspects of Code Enforcement in Riverside - 2008 vs 2006

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



Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

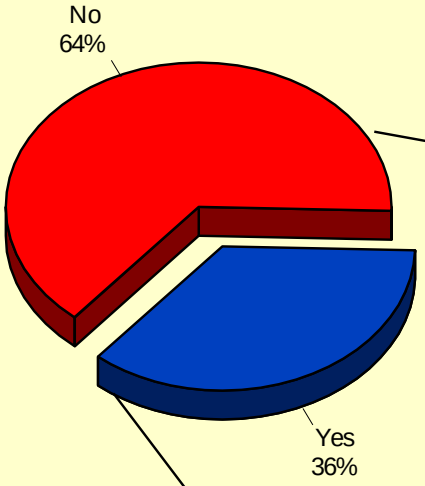
Importance-Satisfaction Rating
City of Riverside
Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Residential property maintenance in neighborhoods	**40%**	**2**	**52%**	**3**	0.1920	**1**
Enforcing the maintenance of business property	**36%**	**4**	**48%**	**5**	0.1872	**2**
Enforcing the clean up of litter and debris	**42%**	**1**	**56%**	**2**	0.1848	**3**
Mowing and trimming of weeds	**36%**	**3**	**51%**	**4**	0.1764	**4**
Medium Priority (IS < .10)						
Enforcing sign regulations	**22%**	**5**	**57%**	**1**	0.0946	**5**

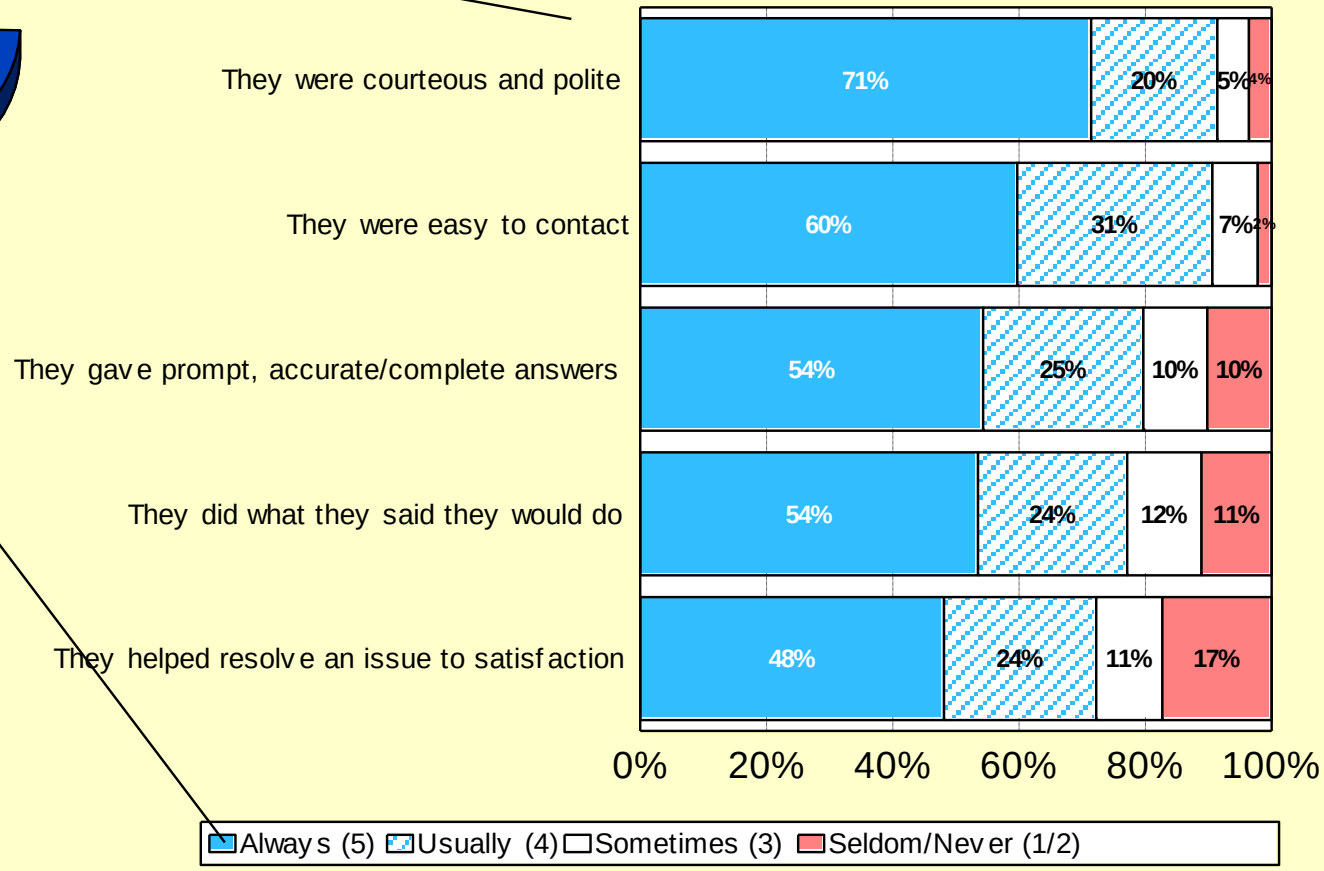
OTHER ISSUES

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

by percentage of respondents



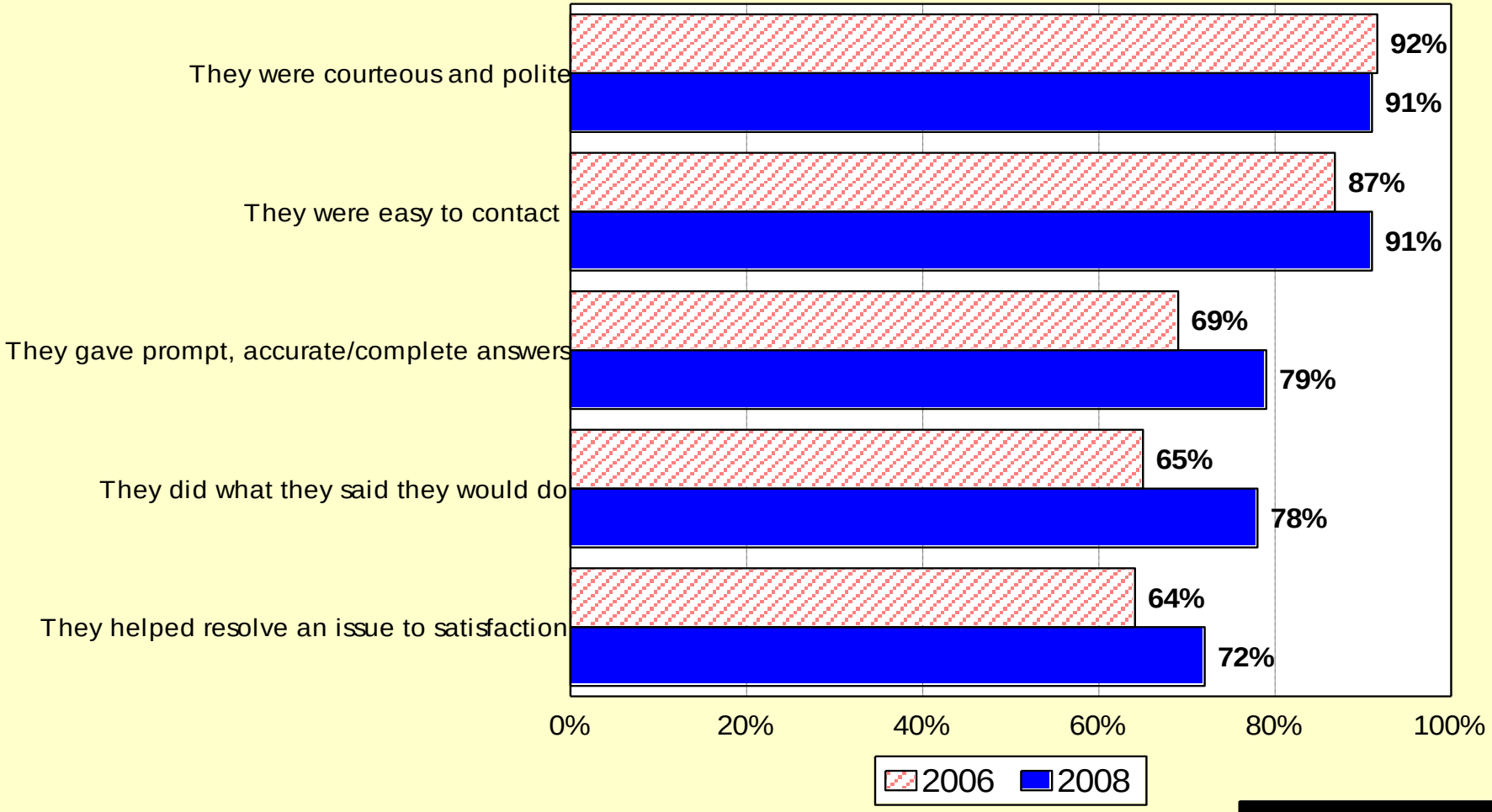
If Yes, Rate the Quality of Customer Service You Received



Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Quality of Customer Service You Received From City Employees - 2008 vs 2006

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

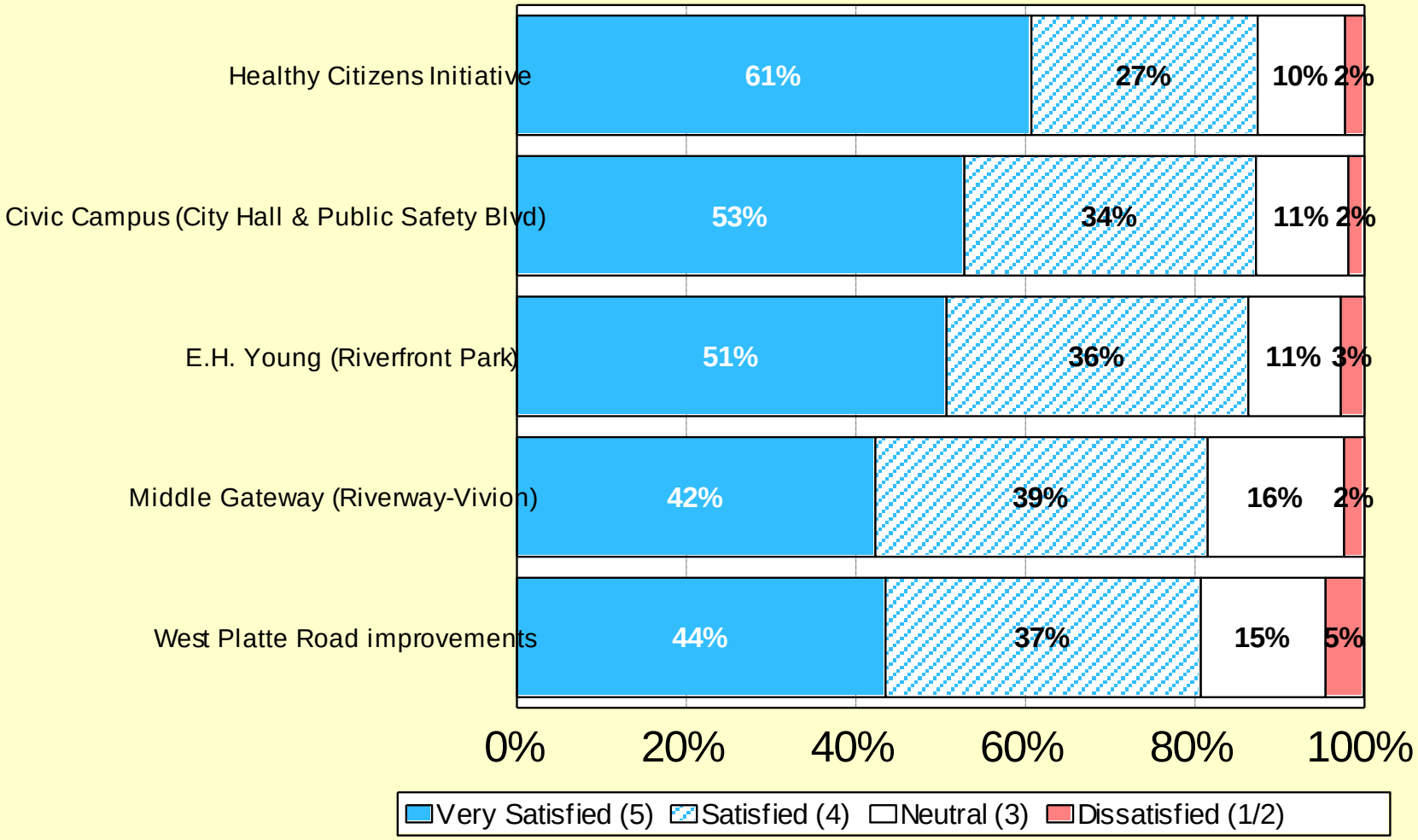


Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Satisfaction with Recent Improvements and Initiatives in the City of Riverside

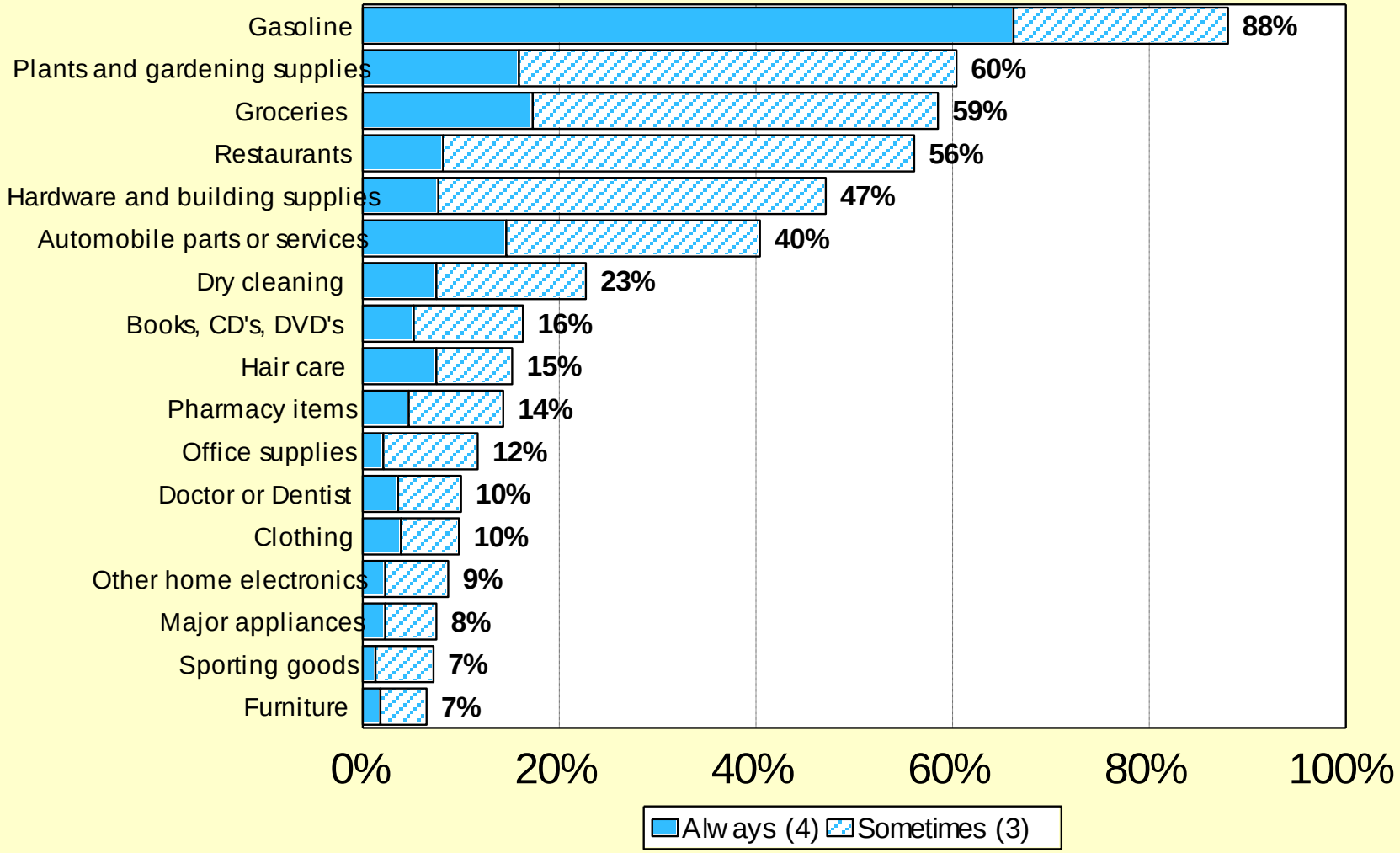
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

How often do you shop for these goods and services in Riverside?

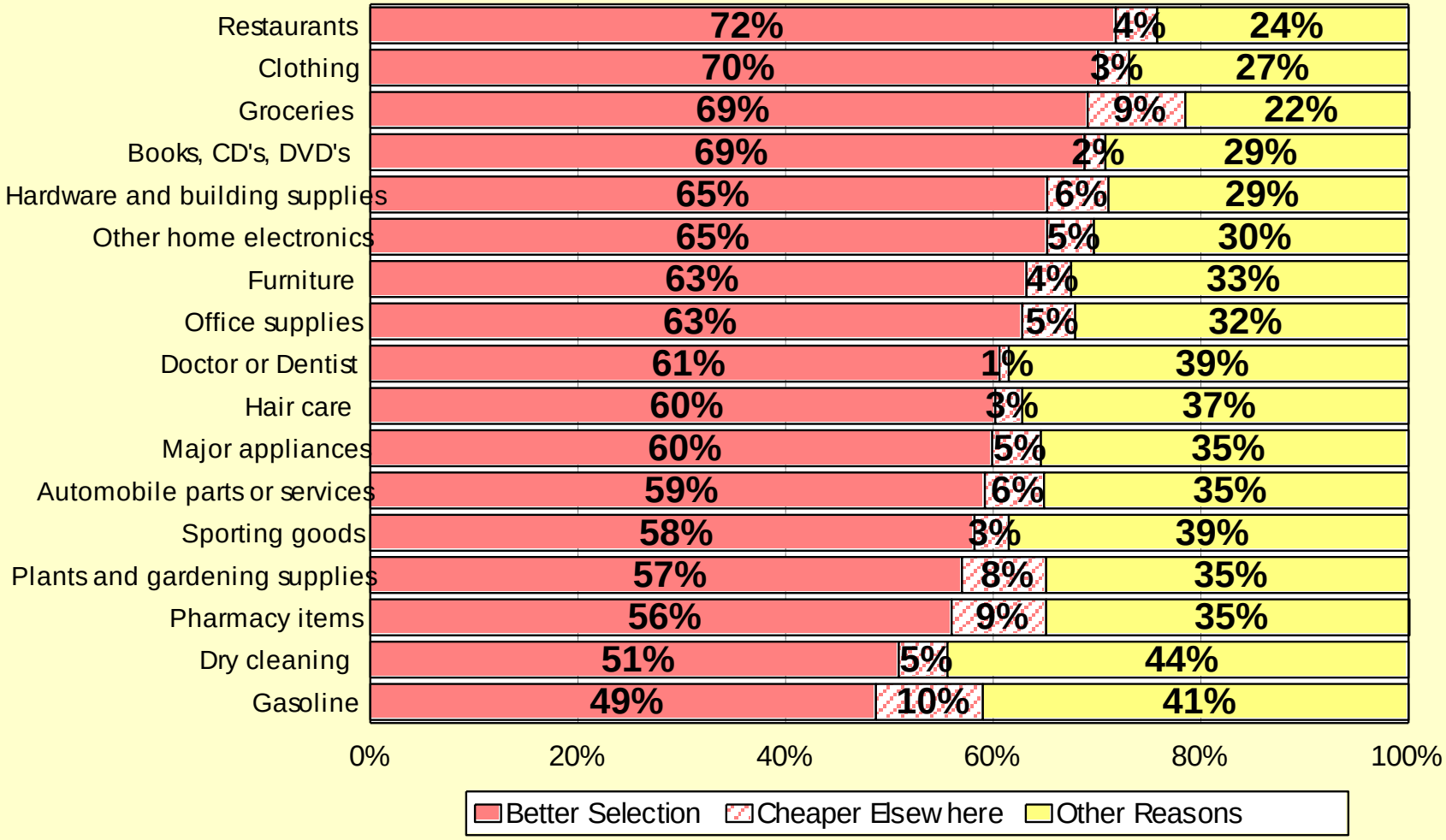
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Why do you go outside Riverside to purchase the following items/goods?

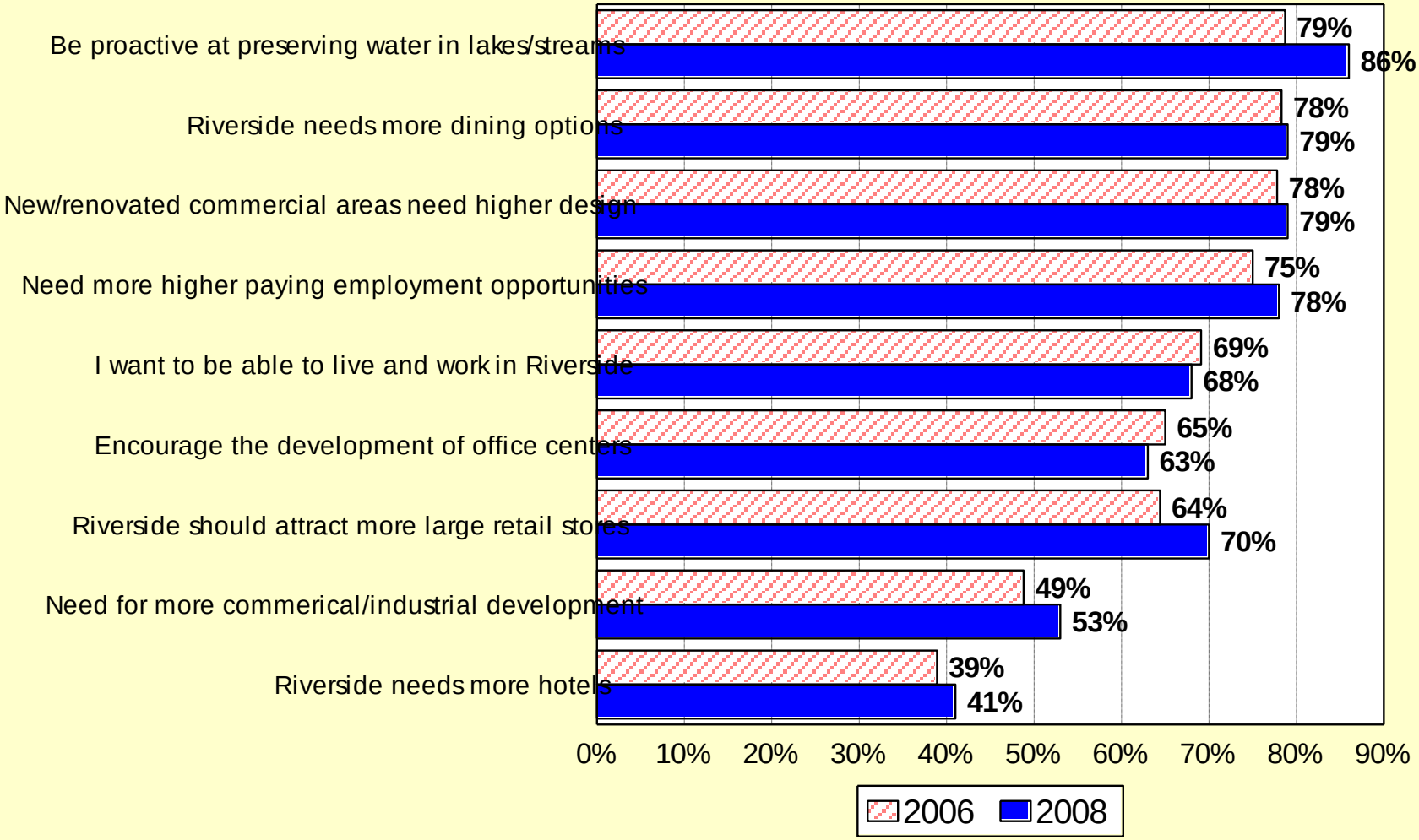
by percentage of respondents who indicated they "seldom" or "never" purchase the following items in Riverside (excluding don't knows)



Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Level of Agreement on Various Issues - 2008 vs 2006

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



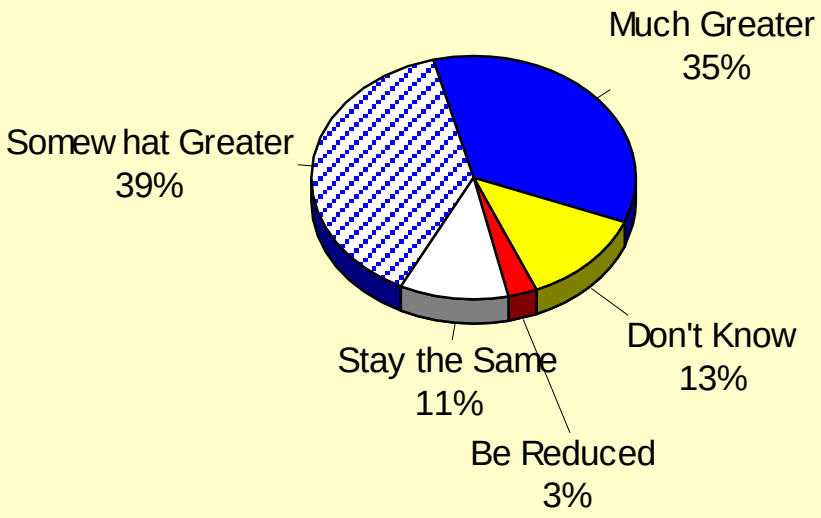
Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

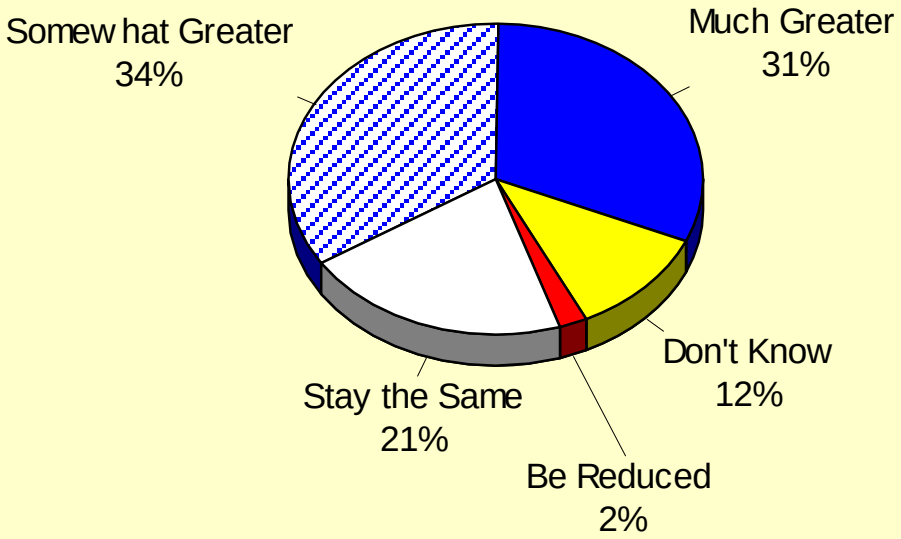
How do you think the City's efforts to promote economic development in the community should change over the next five years?

by percentage of respondents

2006



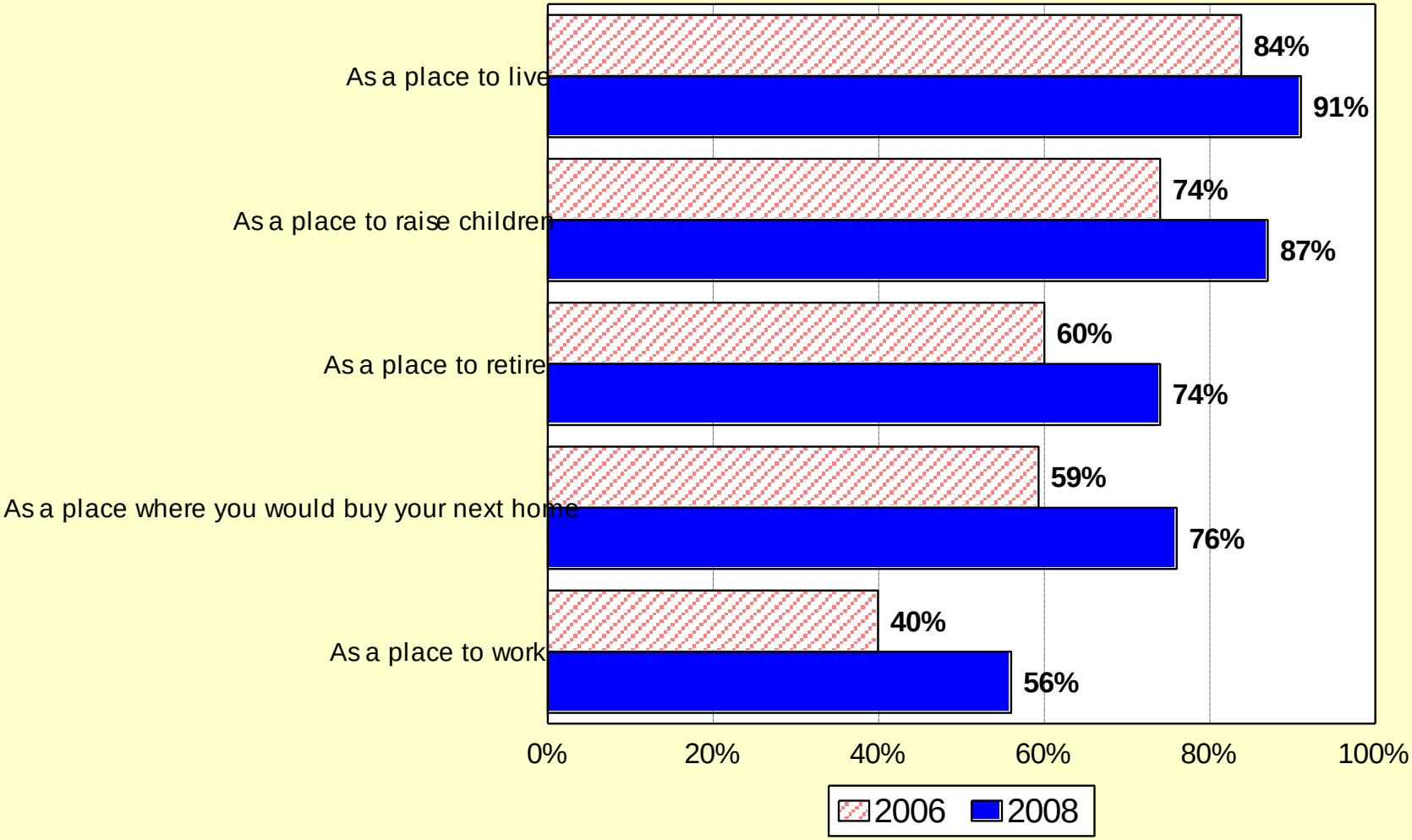
2008



Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Ratings of Various Aspects of Riverside - 2008 vs 2006

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

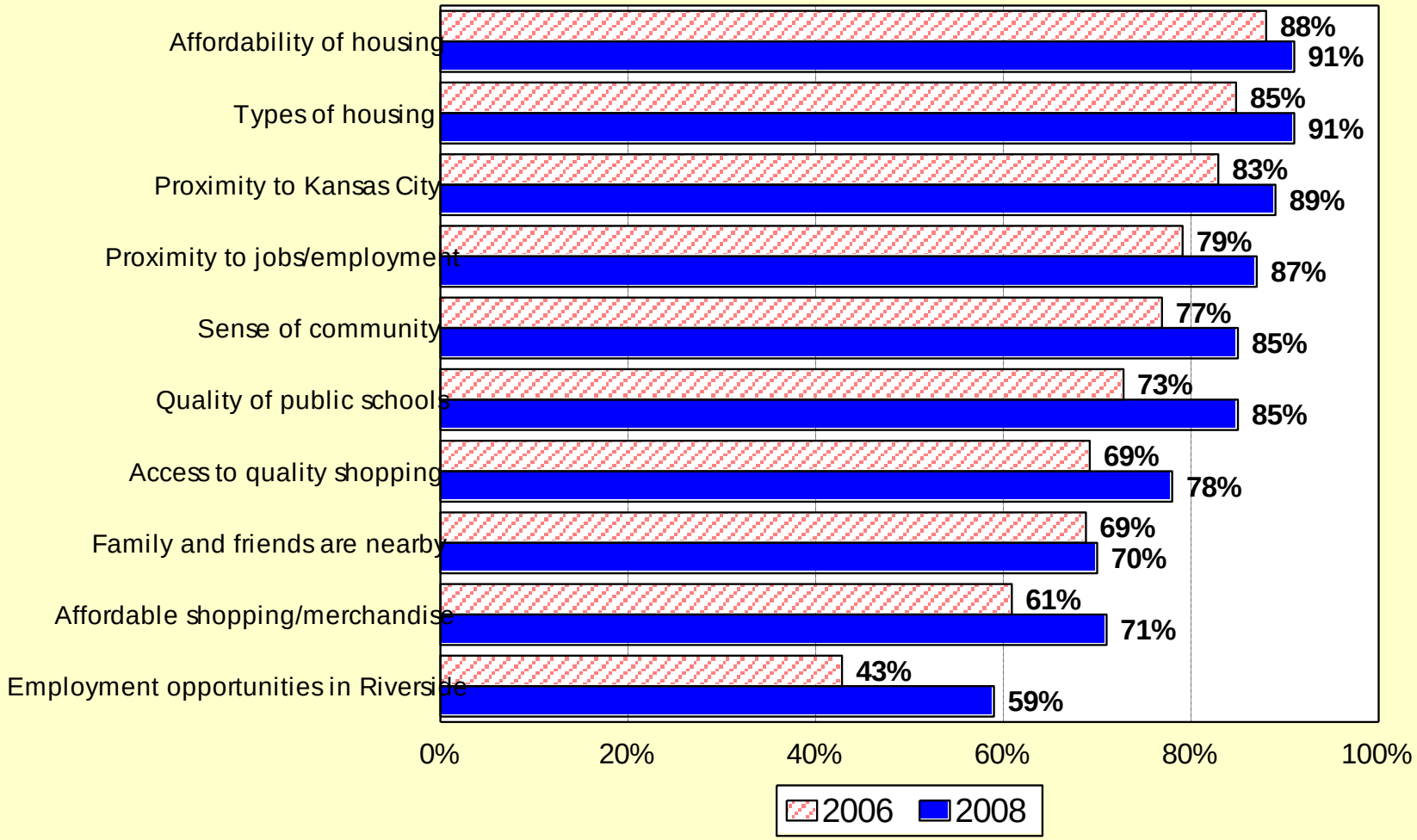


Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Reasons for Deciding to Live in Riverside- 2008 vs 2006

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



Trends

Source: ETC Institute DirectionFinder (2008 - Riverside, MO)

Summary

- **Overall the City of Riverside is doing an <u>excellent</u> job of delivering City services**

- **<u>Areas of Greatest Satisfaction;</u>**

  The overall quality of police services

  The overall flow of traffic and congestion management

  Snow removal on City streets

  The overall quality of parks and recreation programs and facilities

- **<u>Areas of Least Satisfaction</u>**

  The enforcement of City codes and ordinances

  The maintenance and preservation of downtown

- **Areas of Emphasis Over the next 2 years based on items with the highest I-S Rating should include:**

  Residential and business property maintenance

  Maintenance and preservation of downtown

  The enforcement of City codes and ordinances

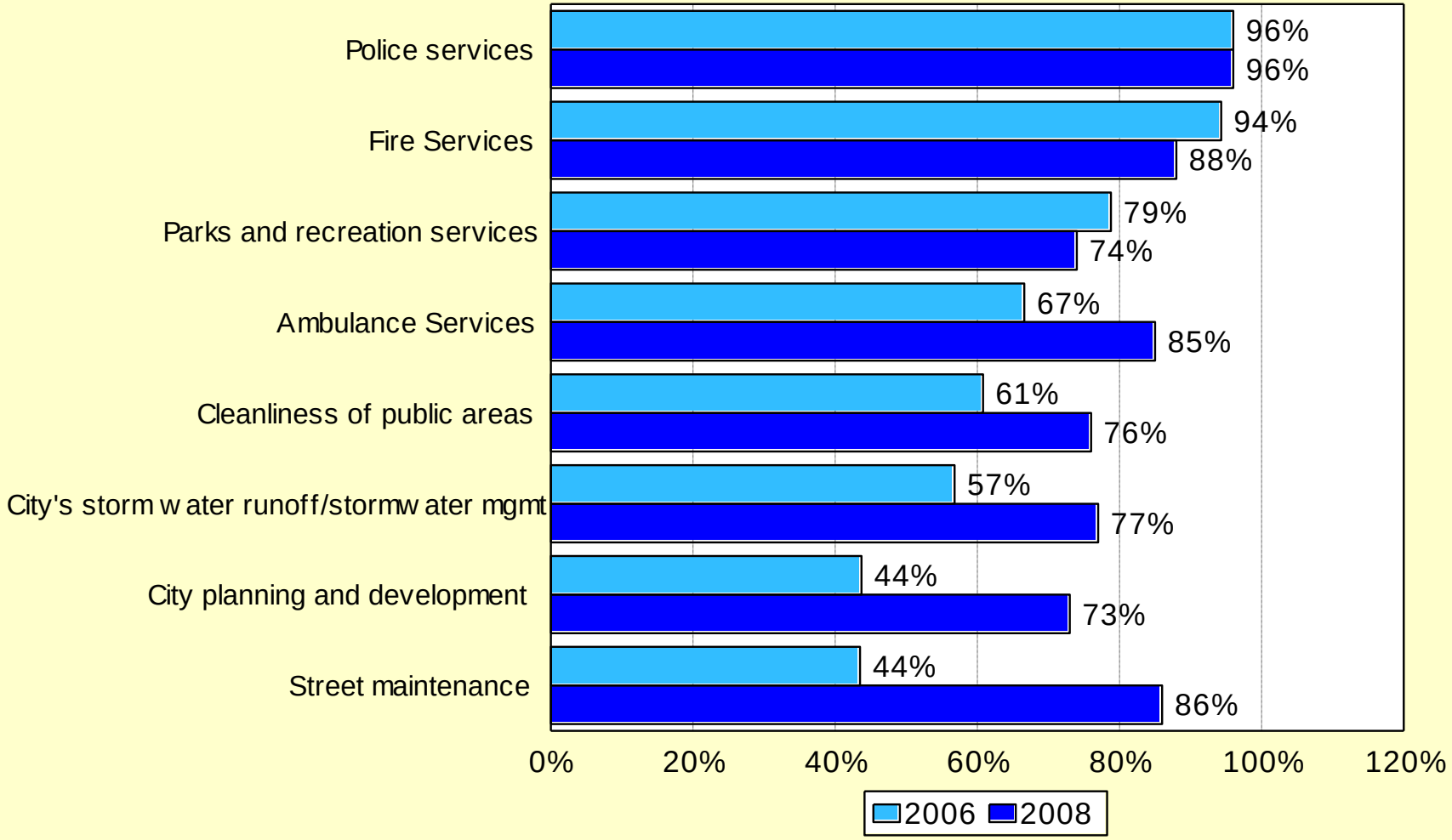
  Walking and biking trails in the City

QUESTIONS?

Riverside Business

Overall Satisfaction With City Services Based on How the Services Affect Your Business Trends: 2006, 2008

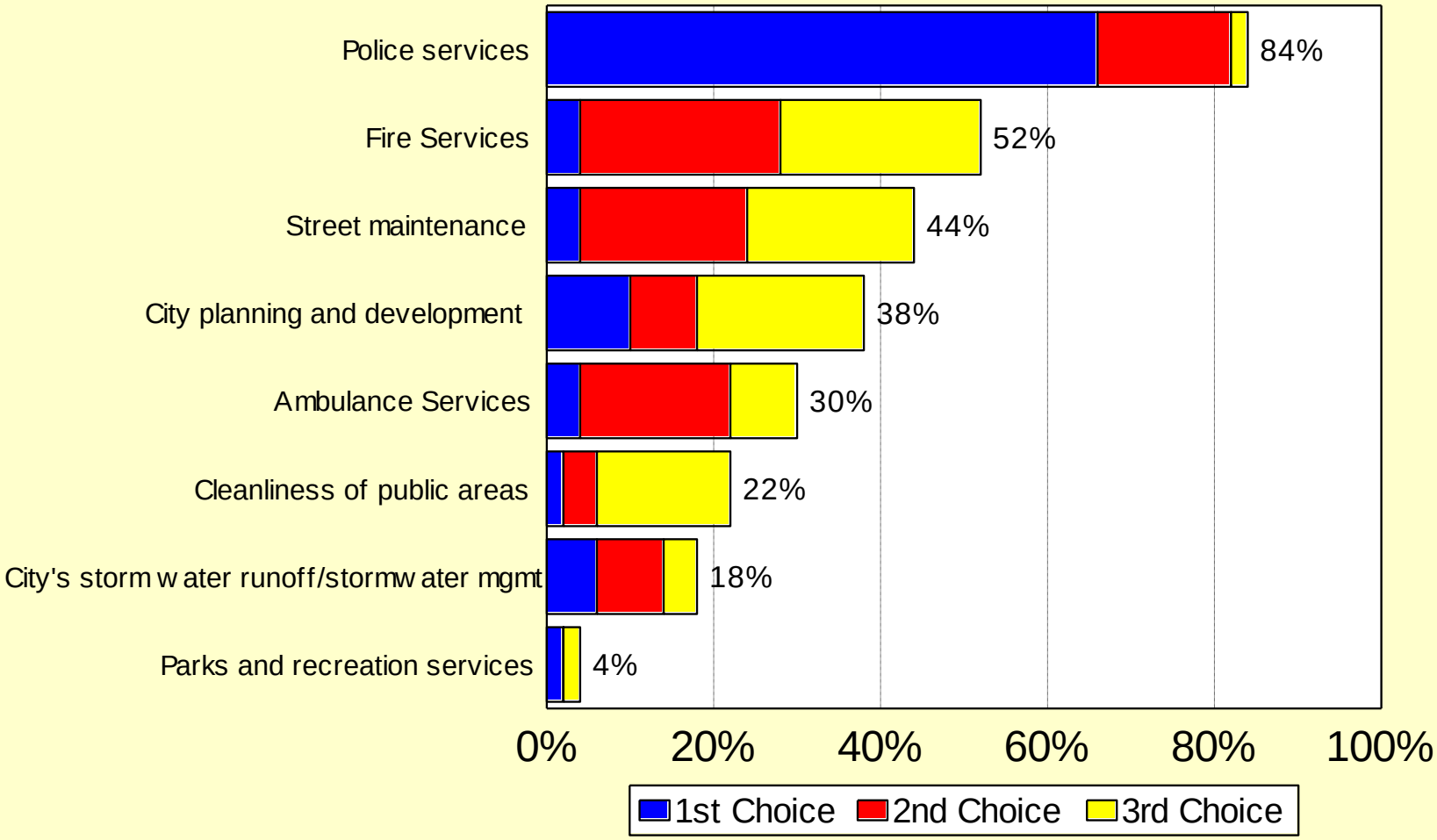
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2008 - Business - Riverside, MO)

City Services That Are the Most Important to Your Business

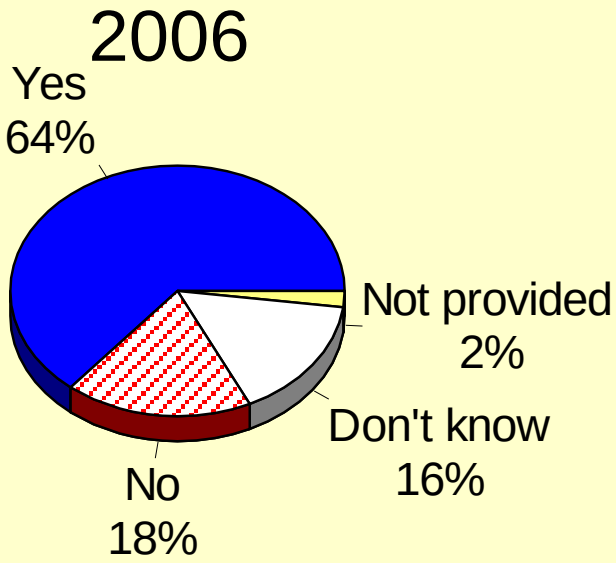
by percentage of business respondents who selected the item as one of their top three choices

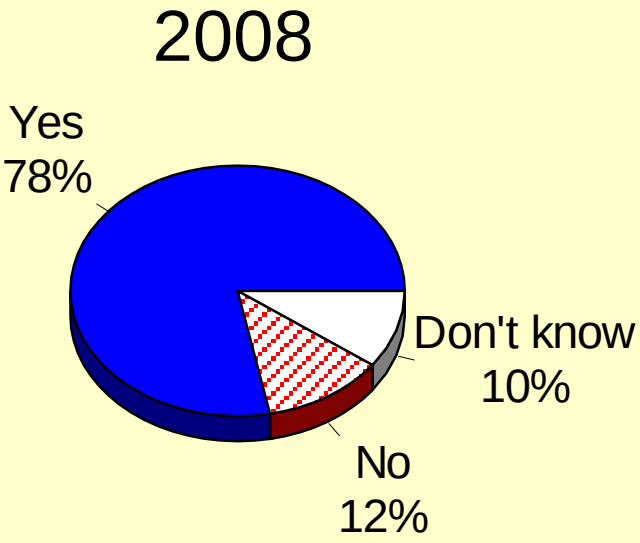


Source: ETC Institute DirectionFinder (June 2008 - Business - Riverside, MO)

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

by percentage of business respondents

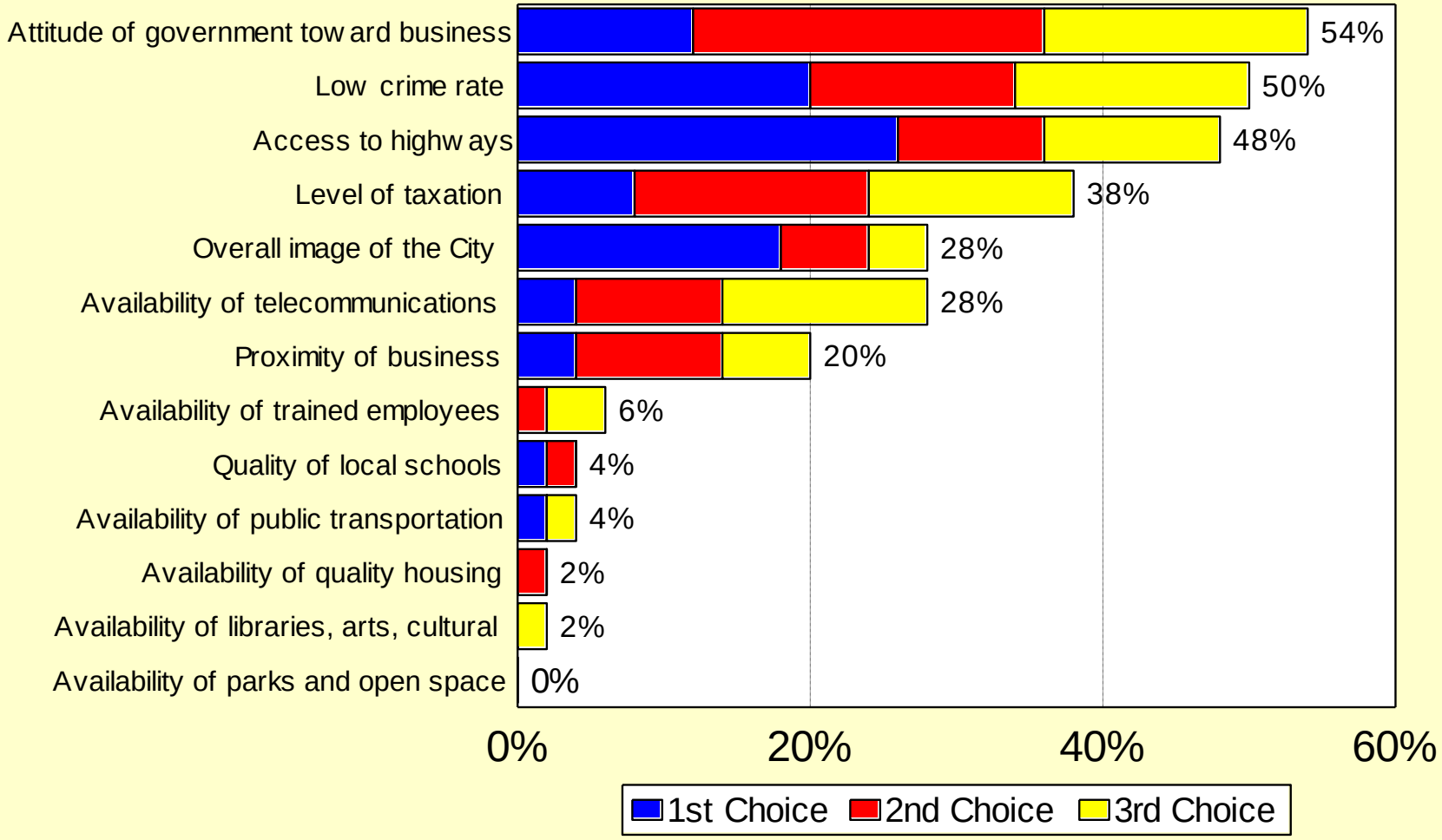




Source: ETC Institute DirectionFinder (June 2008 - Business - Riverside, MO)

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

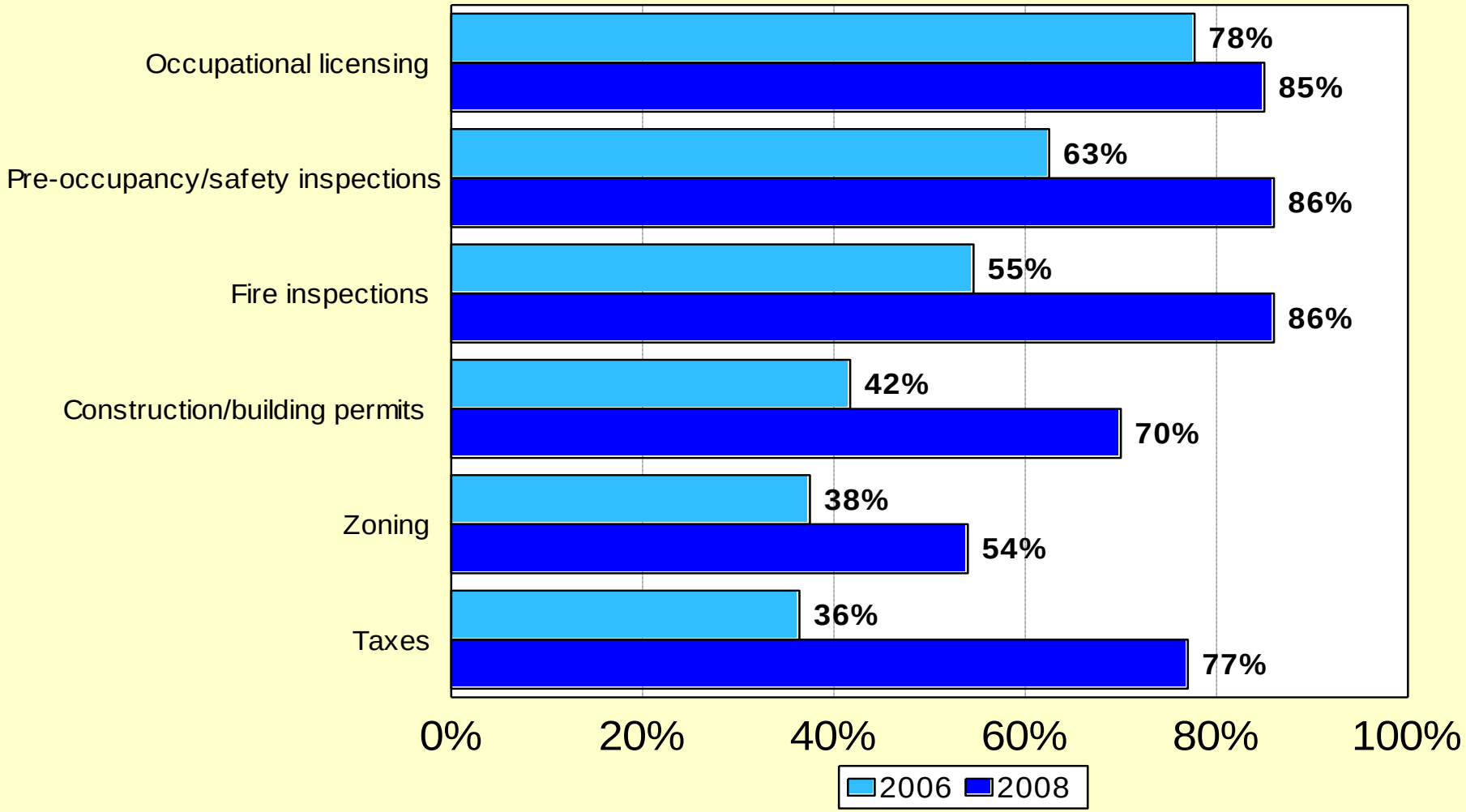
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2008 - Business - Riverside, MO)

Experience Your Business Has Had With Riverside City Government During the Past Year
Trend: 2006, 2008

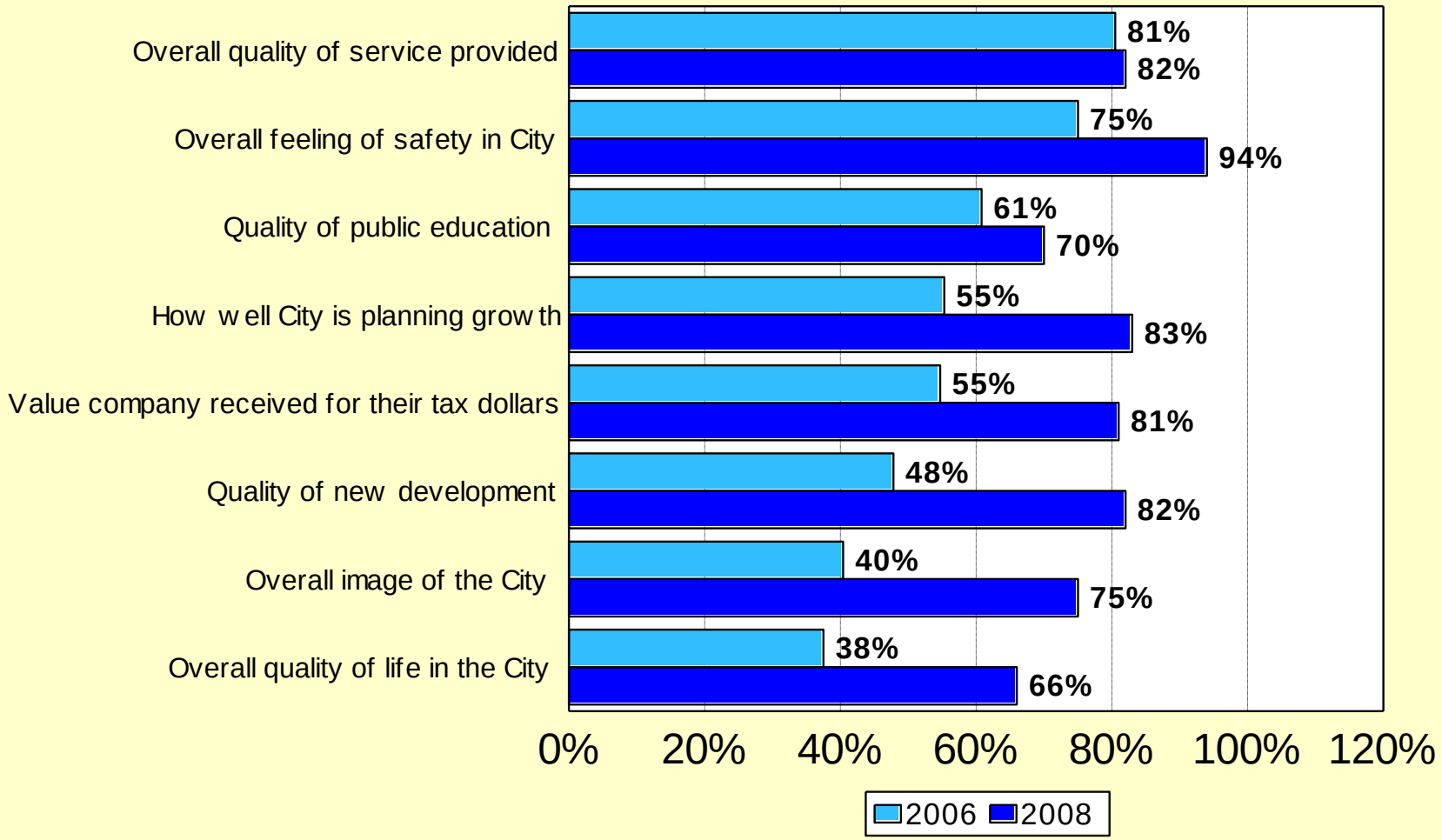
by percentage of respondents who had contact with the City over these issues, and who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2008 - Business - Riverside, MO)

Perception of the City of Riverside
Trends: 2006, 2008

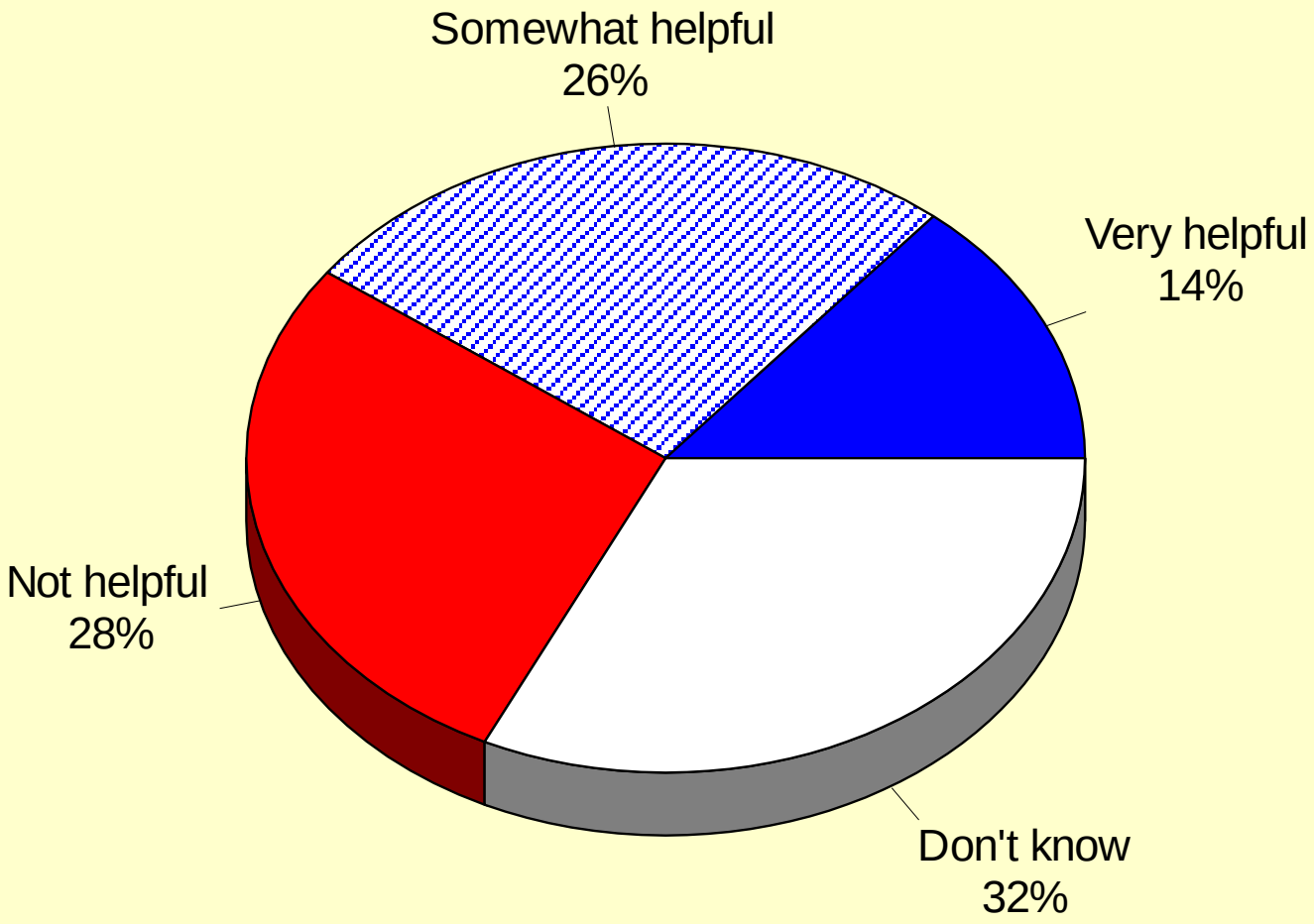
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (June 2008 - Business - Riverside, MO)

How Helpful Would Regional Transportation System be to Your Ability to Attract Employees?

based on mean distribution reported by respondents to the business survey



Source: ETC Institute DirectionFinder (June 2008 - Business - Riverside, MO)

QUESTIONS?