



**CITY OF WICHITA, KS
DRAFT 2010**



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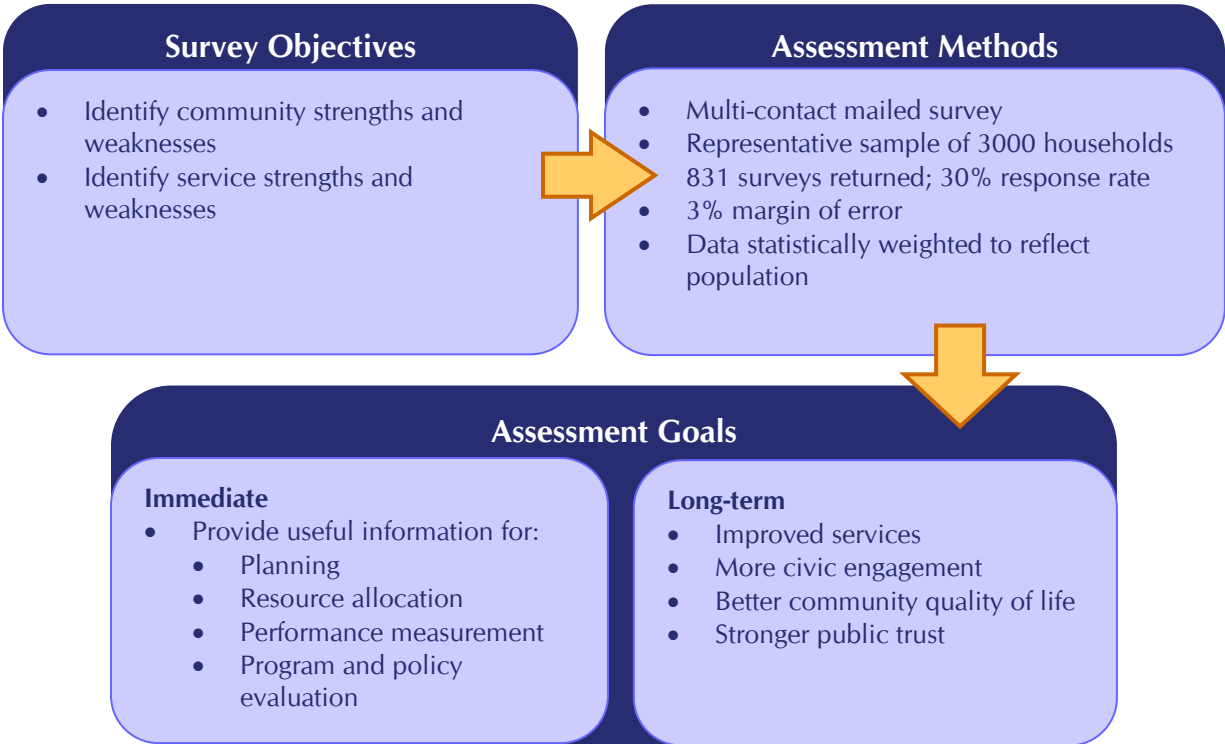
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 831 completed surveys (42 surveys were completed online) were obtained, providing an overall response rate of 30%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Wichita was developed in close cooperation with local jurisdiction staff. Wichita staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Wichita staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, crosstabulation of results, the option to complete the survey in Spanish, the option to complete the survey online, an open-ended question and several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Wichita Survey (831 completed surveys) is plus or minus three percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 57-63% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Wichita, but from City of Wichita services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than five percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Wichita chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations over 150,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Wichita survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Wichita results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Wichita's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Wichita survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Wichita and believed the City was a good place to live. The overall quality of life in the City of Wichita was rated as “excellent” or “good” by 69% of respondents. About eight in ten reported they plan on staying in the City of Wichita for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were ease of car travel, air quality and educational opportunities. The three characteristics receiving the least positive ratings were ease of bicycle travel, employment opportunities and ease of bus travel.

Ratings of community characteristics were compared to the benchmark database. Of the 23 characteristics for which comparisons were available, four were above the national benchmark comparison, six were similar to the national benchmark comparison and 13 were below.

Residents in the City of Wichita were civically engaged. While only 19% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 83% had visited a neighborhood or City park. A majority had volunteered their time to some group or activity in the City of Wichita, which was much higher than the benchmark.

In general, survey respondents demonstrated mild trust in local government. Less than half rated the overall direction being taken by the City of Wichita as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the City of Wichita in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 31 services for which comparisons were available, none were above the benchmark comparison, six were similar to the benchmark comparison and 25 were below.

A Key Driver Analysis was conducted for the City of Wichita which examined the relationships between ratings of each service and ratings of the City of Wichita’s services overall. Those key driver services that correlated most strongly with residents’ perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Wichita can focus on the services that have the greatest likelihood of influencing residents’ opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Economic development
- Preservation of natural areas
- Police services
- Sewer services

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Wichita – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Wichita. Residents were asked whether they planned to move soon or if they would recommend the City of Wichita to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Wichita offers services and amenities that work.

Most of the City of Wichita’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. Ratings for your neighborhood as a place to live and Wichita as a place to live improved over time.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

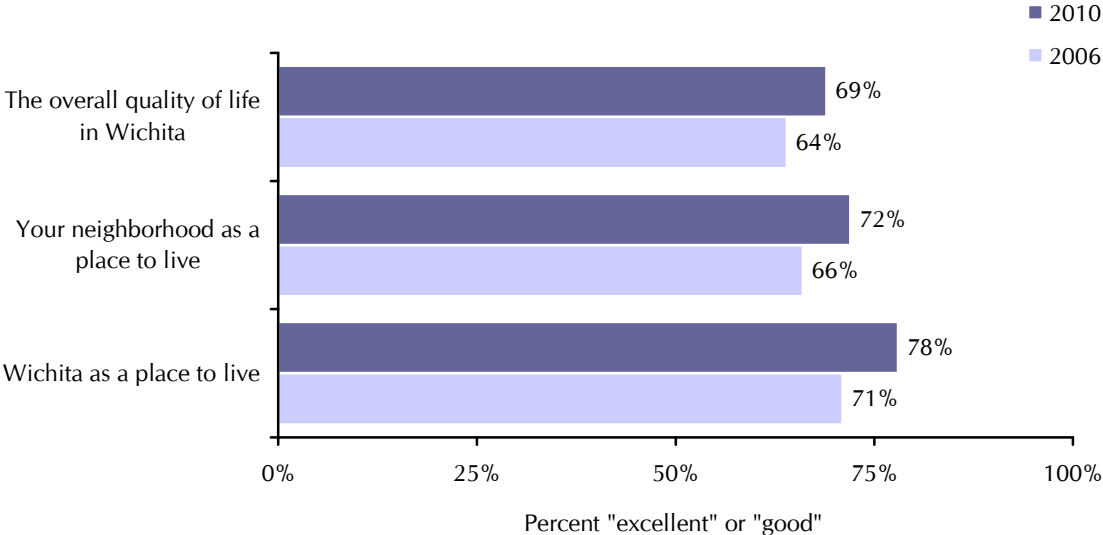
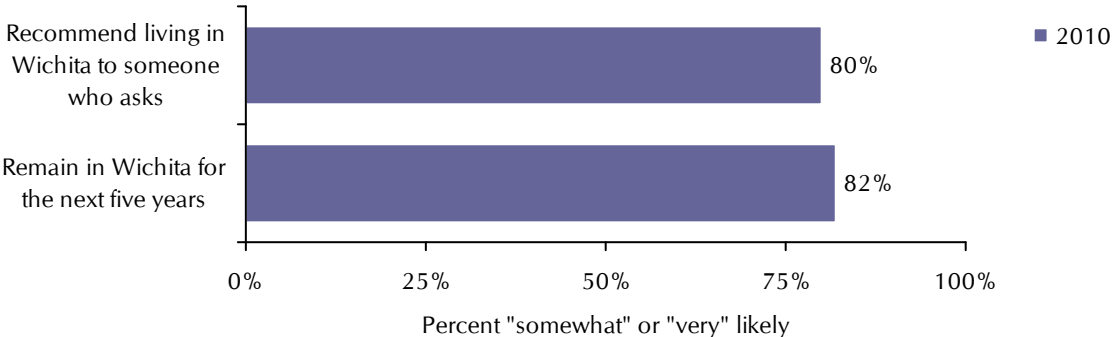


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations over 150,000 comparison
Overall quality of life in Wichita	Much below	Below
Your neighborhood as place to live	Much below	Below
Wichita as a place to live	Much below	Below
Recommend living in Wichita to someone who asks	Much below	Similar
Remain in Wichita for the next five years	Similar	Similar

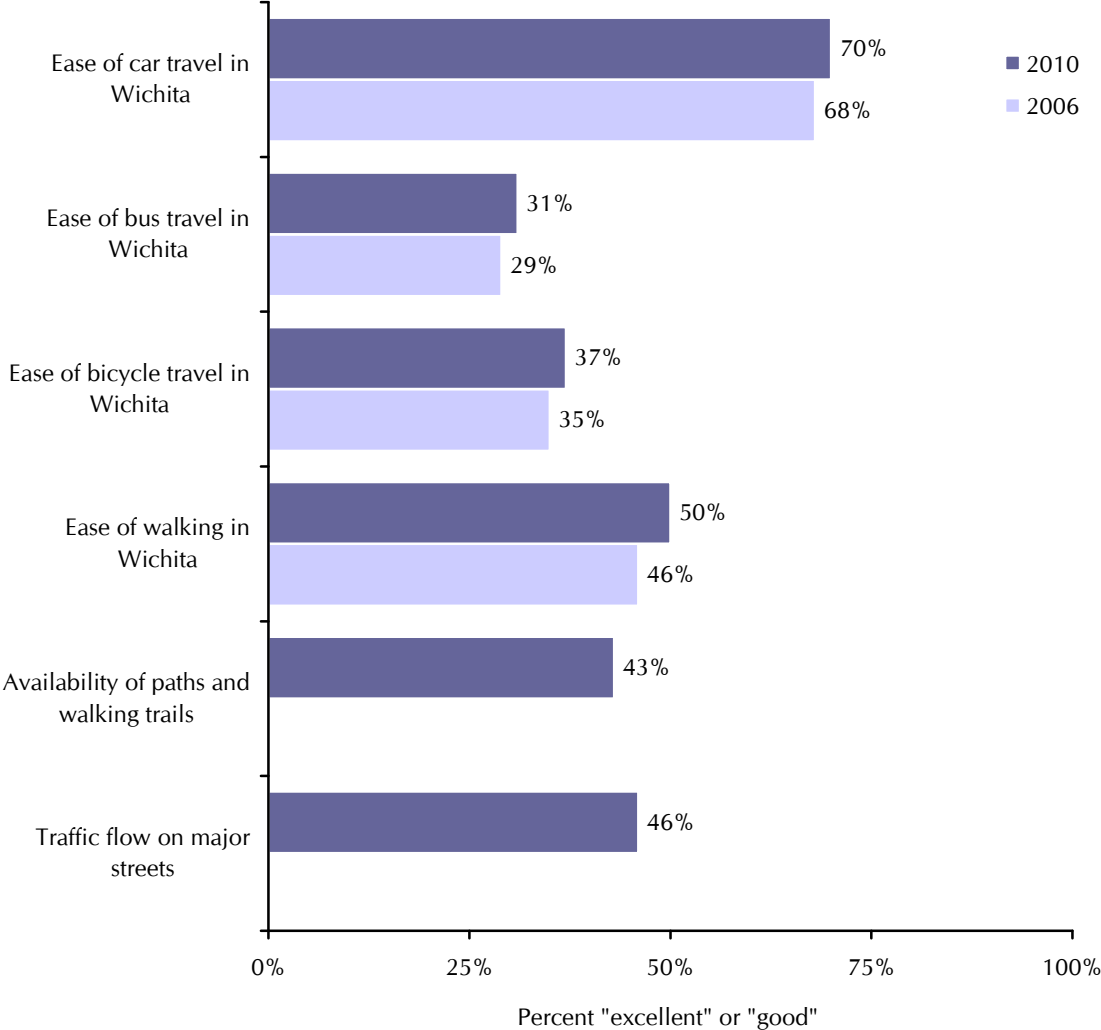
COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of car travel in Wichita was given the most positive rating, followed by ease of walking in Wichita. These ratings tended to be below or similar to the national benchmark. Ease of car travel and traffic flow on major streets were rated much above the benchmark when compared to other jurisdictions of similar population size. These ratings were similar when compared to the 2006 data.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR



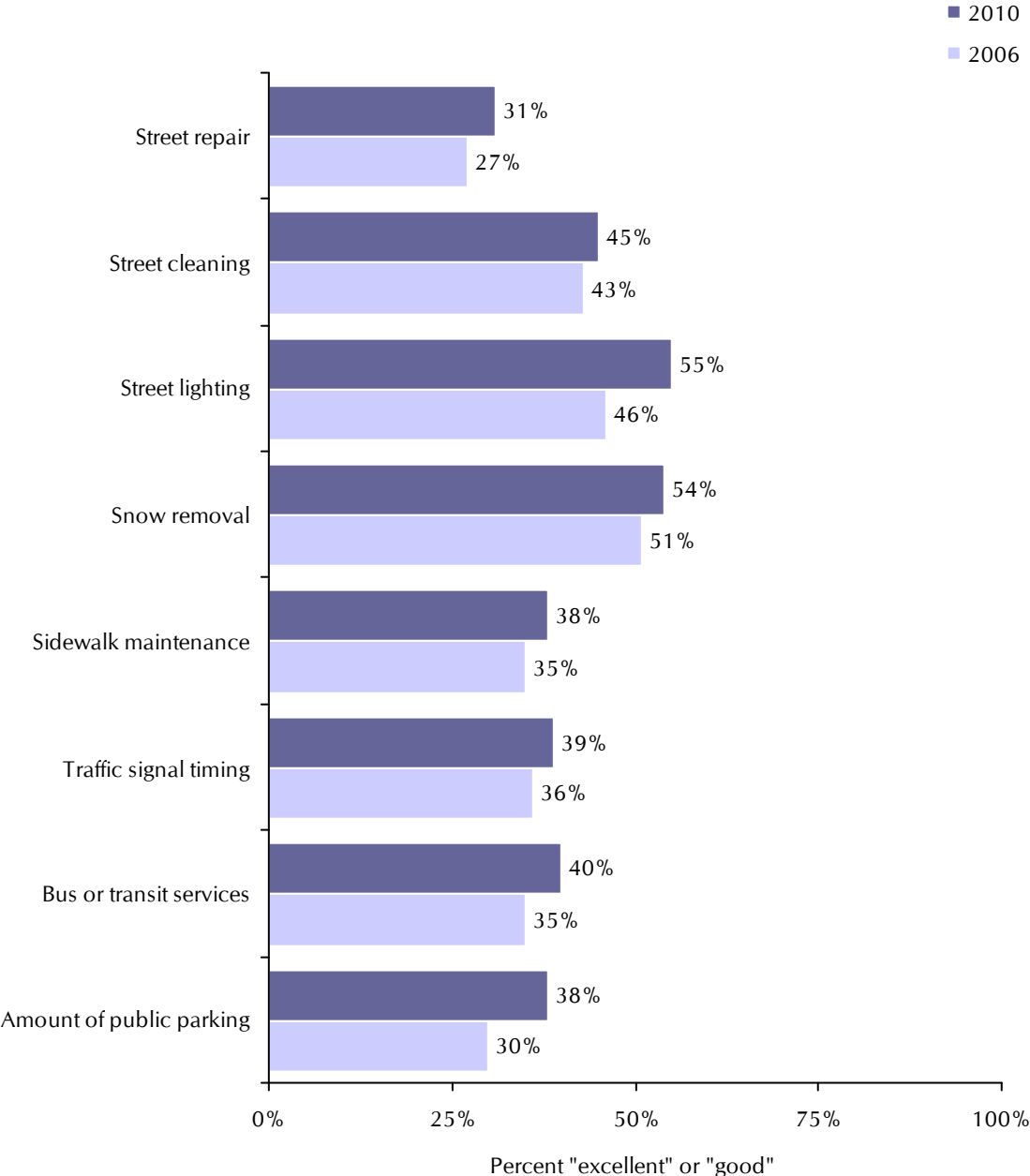
The National Citizen Survey™ by National Research Center, Inc.

FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Populations over 150,000 comparison
Ease of car travel in Wichita	Much above	Much above
Ease of bus travel in Wichita	Much below	Much below
Ease of bicycle travel in Wichita	Much below	Much below
Ease of walking in Wichita	Much below	Similar
Availability of paths and walking trails	Much below	Much below
Traffic flow on major streets	Similar	Much above

Eight transportation services were rated in Wichita. As compared to most communities across America, ratings tended to be somewhat unfavorable. Seven were much below and one was below the national benchmarks. Most ratings were similar to the past survey results though ratings for street lighting and the amount of public parking had increased since 2006.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Street repair	Much below	Below
Street cleaning	Much below	Much below
Street lighting	Below	Similar
Snow removal	Much below	Below
Sidewalk maintenance	Much below	Much below
Traffic signal timing	Much below	Much below
Bus or transit services	Much below	Much below
Amount of public parking	Much below	Much below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. Three percent of work commute trips were made by bicycle or by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

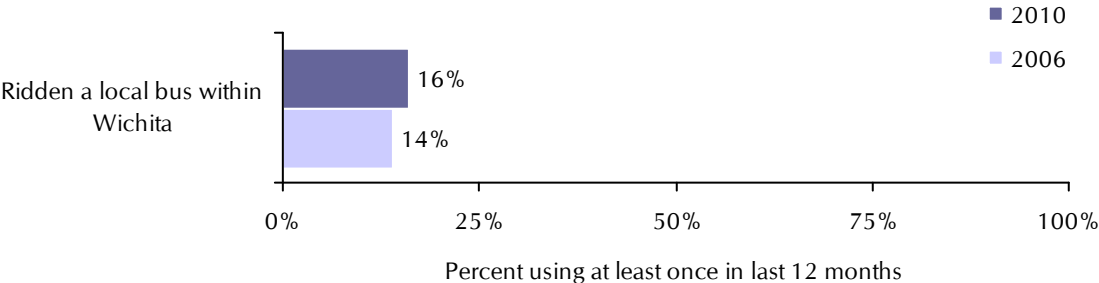


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Populations over 150,000 comparison
Ridden a local bus within Wichita	Much less	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

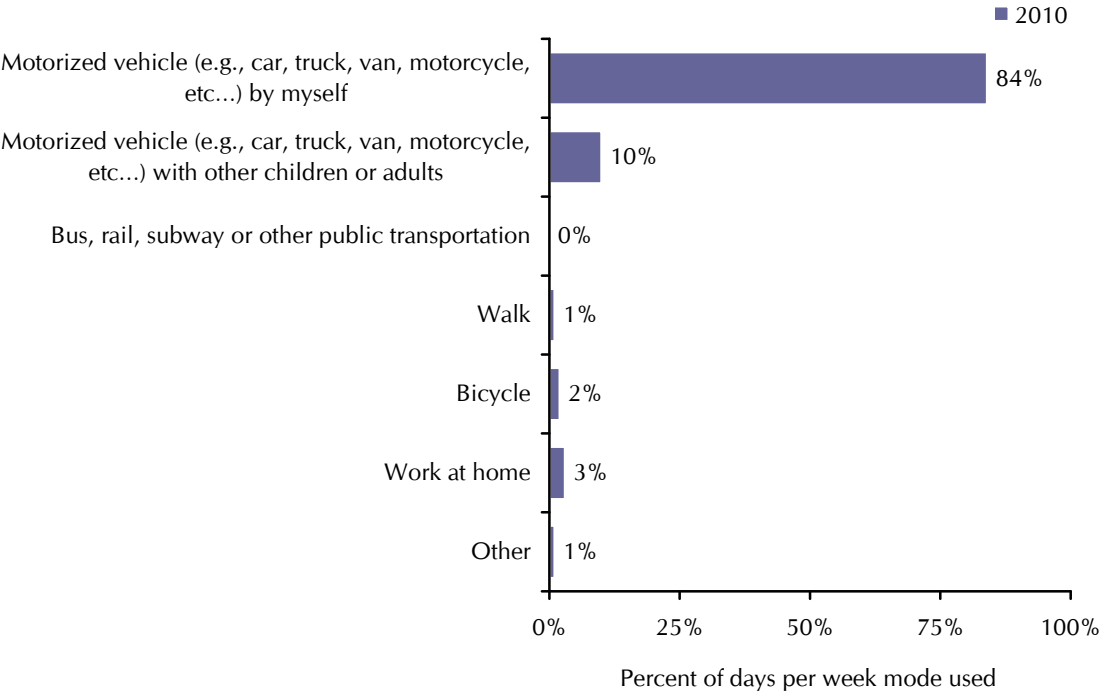


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Populations over 150,000 comparison
Average percent of work commute trips made by driving alone	Much more	Much more

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Wichita residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 53% of respondents. This rating of perceived affordable housing availability was better in the City of Wichita than the ratings, on average, in comparison jurisdictions, and had remained stable over time.

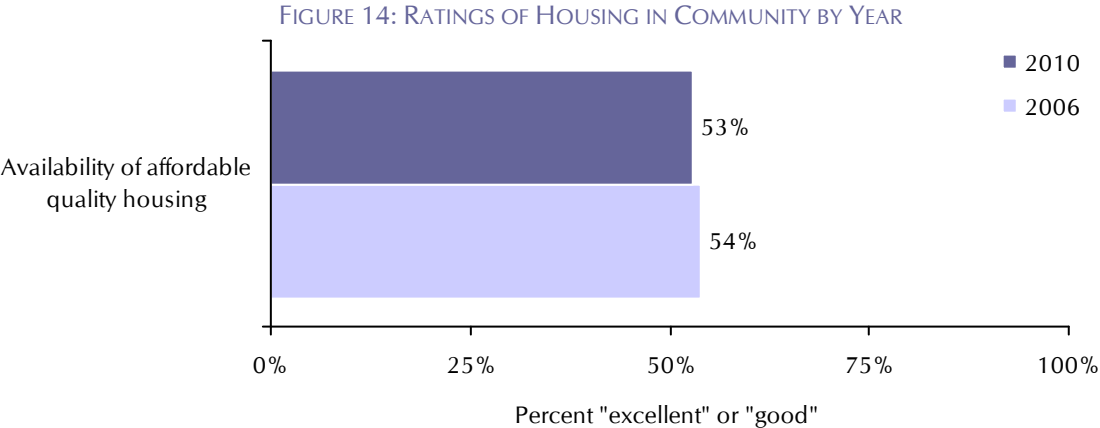


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations over 150,000 comparison
Availability of affordable quality housing	Much above	Much above

To augment the perceptions of affordable housing in Wichita, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Wichita experiencing housing cost stress. About 27% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

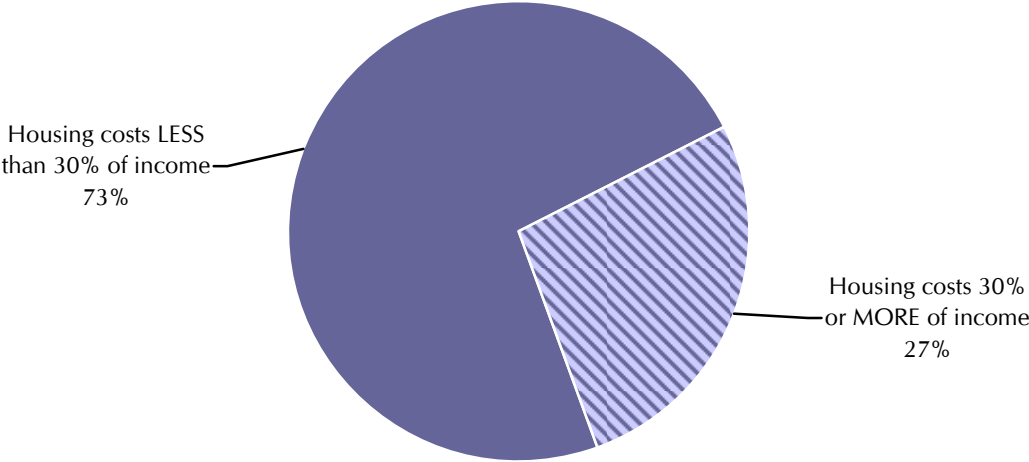


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Populations over 150,000 comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Wichita and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Wichita was rated as "excellent" or "good" by 57% of respondents and was similar to the benchmarks. The overall appearance of Wichita was rated as "excellent" or "good" by 53% of respondents. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Wichita, 13% thought they were a "major" problem, a rating lower than the previous survey. The services of land use, planning and zoning and code enforcement and animal control were rated much below the national benchmark. Land use, planning and zoning was rated similar to the custom benchmark and code enforcement and animal control were much below the custom benchmark. The ratings for land use, planning and zoning and animal control had increased since the last survey.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

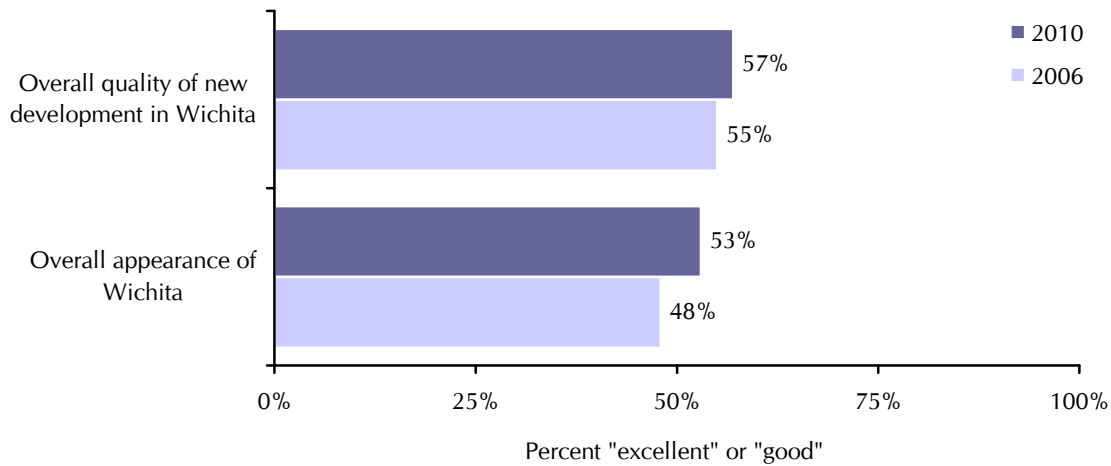


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations over 150,000 comparison
Quality of new development in Wichita	Similar	Similar
Overall appearance of Wichita	Much below	Below

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

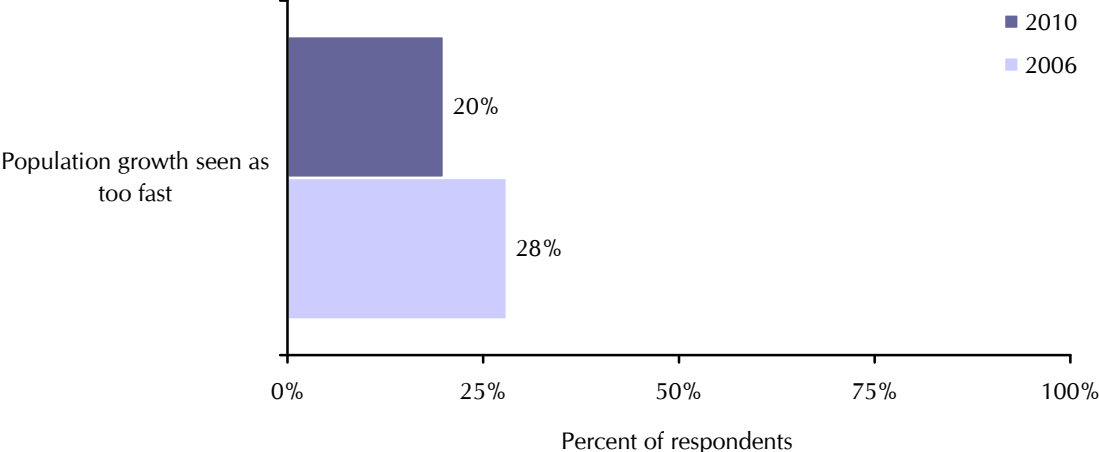


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	Populations over 150,000 comparison
Population growth seen as too fast	Much less	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

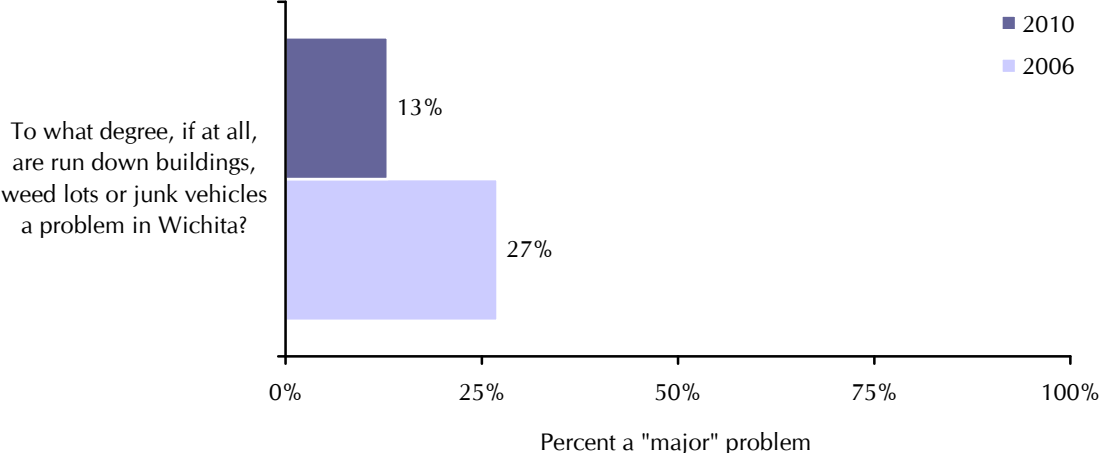


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations over 150,000 comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Similar	Similar

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

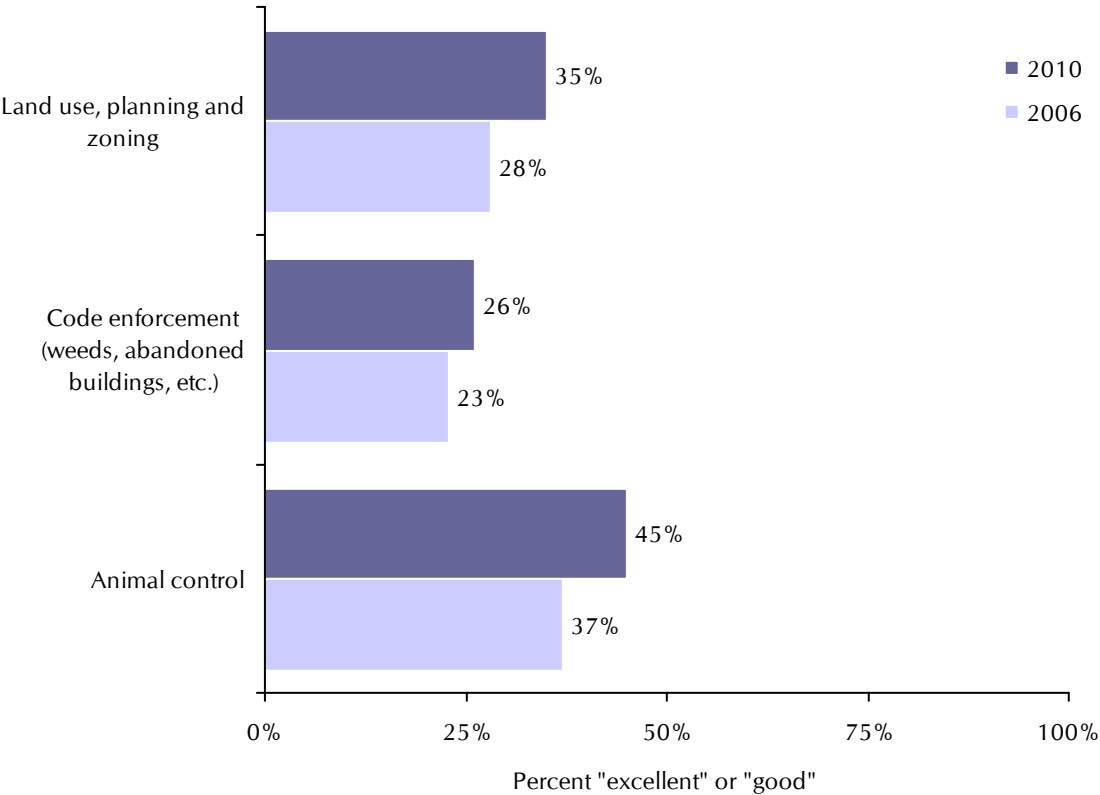


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Land use, planning and zoning	Much below	Similar
Code enforcement (weeds, abandoned buildings, etc.)	Much below	Much below
Animal control	Much below	Much below

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and Wichita as a place to work. Receiving the lowest rating was employment opportunities. The ratings for employment and shopping opportunities had declined since 2006, while the rating for Wichita as a place to work had remained the same.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

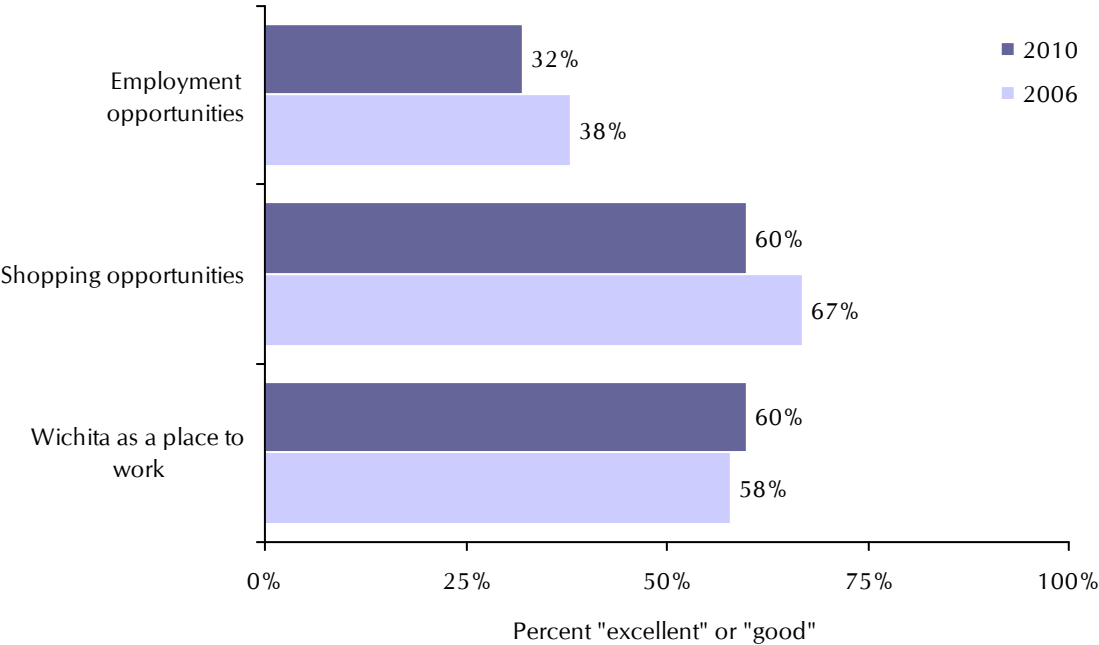


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Employment opportunities	Similar	Similar
Shopping opportunities	Much above	Much below
Wichita as a place to work	Similar	Similar

The National Citizen Survey™ by National Research Center, Inc.

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Wichita, 86% responded that it was “too slow,” while 30% reported retail growth as “too slow.” Many more residents in Wichita compared to other jurisdictions believed that job growth was too slow. When compared to the nation, fewer residents believed that retail growth was too slow; when compared to cities of similar population size many more residents in Wichita perceived retail growth as too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

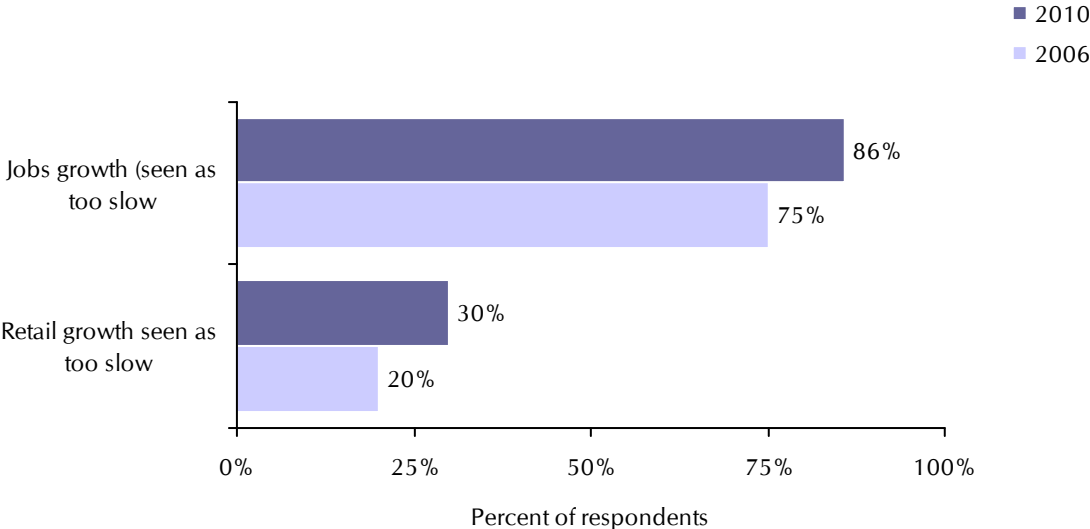


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Populations over 150,000 comparison
Retail growth seen as too slow	Much less	Much more
Jobs growth seen as too slow	Much more	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

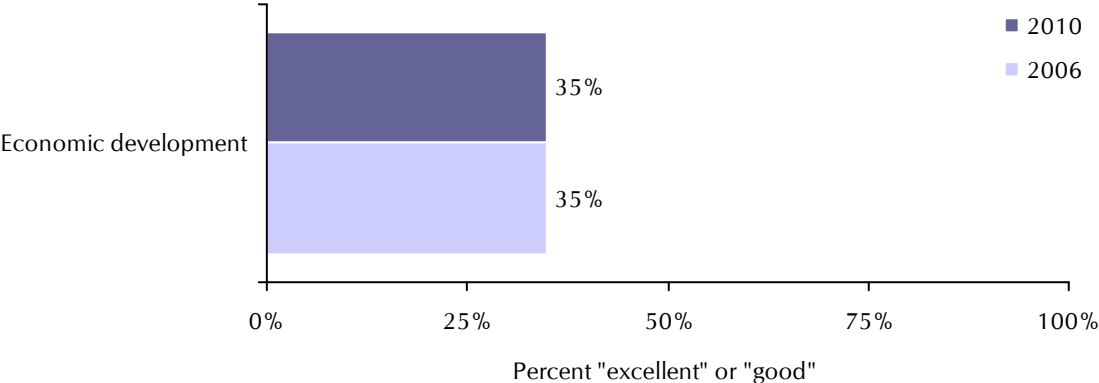


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Economic development	Much below	Similar

The National Citizen Survey™ by National Research Center, Inc.

Residents were asked to reflect on their economic prospects in the near term. Twenty percent of the City of Wichita residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

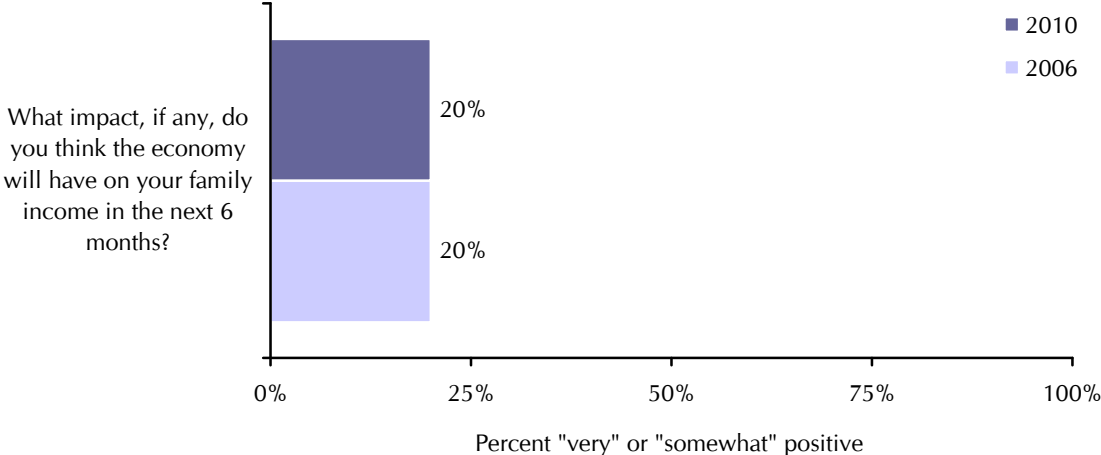


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

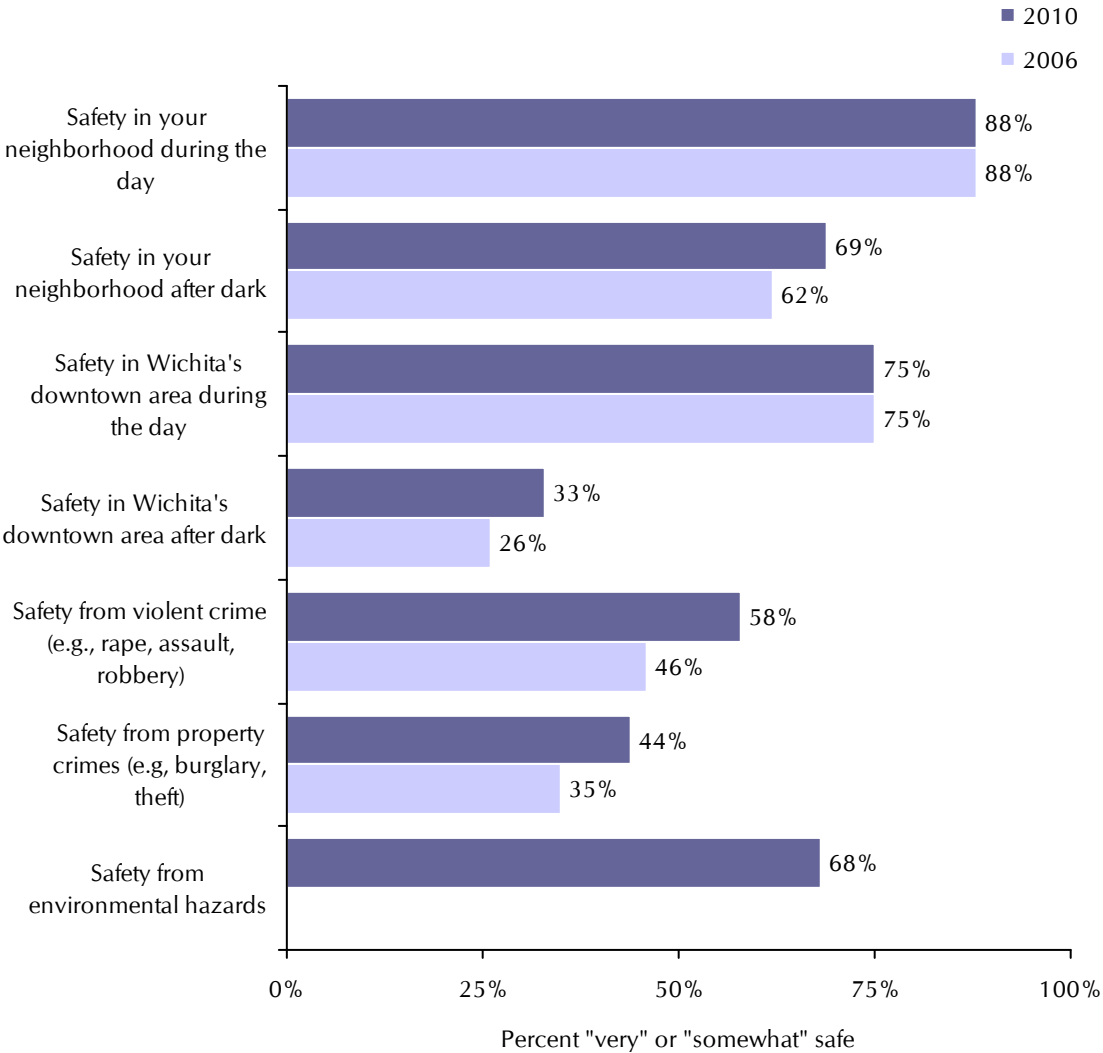
	National comparison	Populations over 150,000 comparison
Positive impact of economy on household income	Similar	Similar

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City Wichita. About 58% percent of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 68% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. When compared to the 2006 data, these ratings remained the same or improved.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations over 150,000 comparison
In your neighborhood during the day	Below	Similar
In your neighborhood after dark	Below	Similar
In Wichita's downtown area during the day	Much below	Similar
In Wichita's downtown area after dark	Much below	Much below
Violent crime (e.g., rape, assault, robbery)	Much below	Below
Property crimes (e.g., burglary, theft)	Much below	Much below
Environmental hazards, including toxic waste	Much below	Similar

As assessed by the survey, 16% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 71% had reported it to police. Compared to the national benchmark more Wichita residents had been victims of crime in the 12 months preceding the survey and fewer Wichita residents had reported their most recent crime victimization to the police. Residents who had been the victim of a crime were fewer when compared to the custom benchmark. The reporting of crimes to the police was less than the custom comparison. The rates of crime victimization and reporting were lower when compared to the past survey results.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

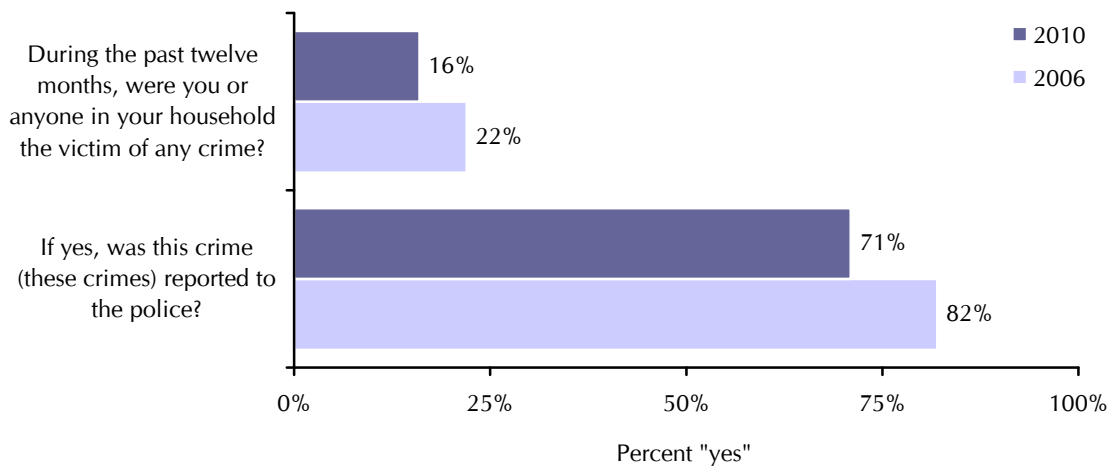


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations over 150,000 comparison
Victim of crime	More	Less
Reported crimes	Much less	Less

Residents rated six City public safety services. The ratings for police services and crime prevention improved from 2006 to 2010.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

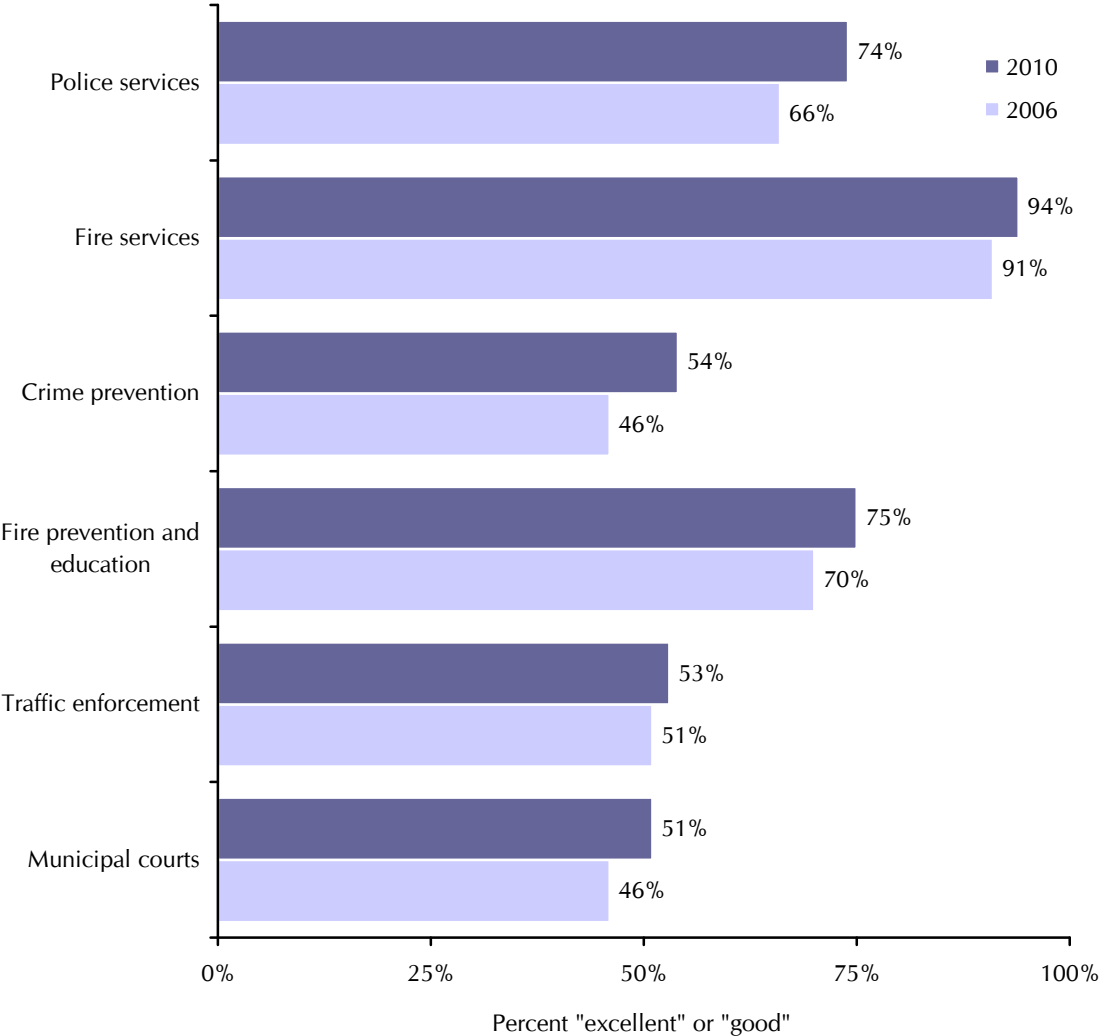


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Police services	Below	Similar
Fire services	Similar	Above
Crime prevention	Much below	Similar
Fire prevention and education	Similar	Above
Traffic enforcement	Much below	Similar
Courts	Much below	Below

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Wichita were asked to evaluate their local environment and the services provided to ensure its quality. Air quality received the highest rating, and it was higher than the custom benchmark and similar to the past survey year.

FIGURE 40: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

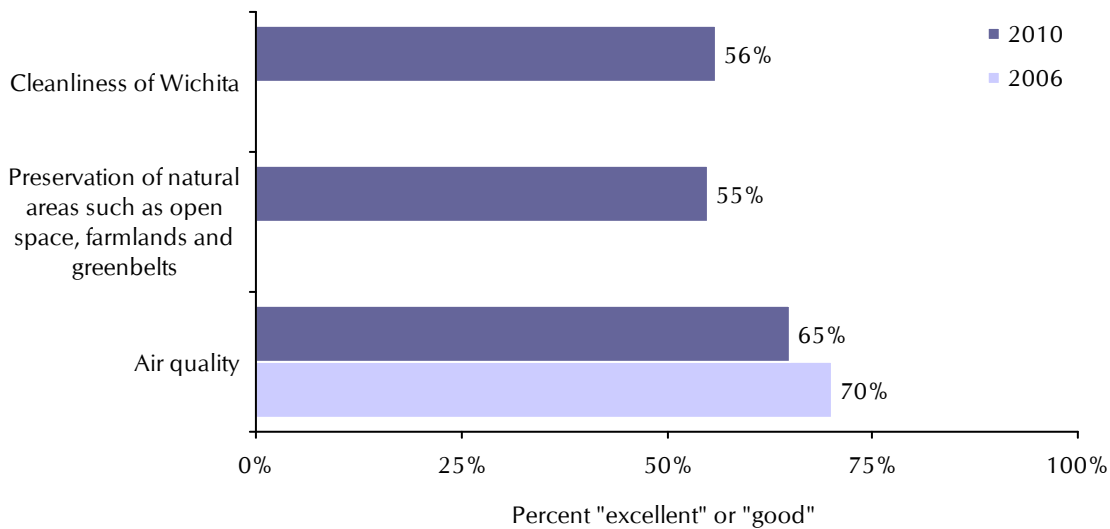


FIGURE 41: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations over 150,000 comparison
Cleanliness of Wichita	Much below	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Similar	Similar
Air quality	Below	Much above

Resident recycling was much less than recycling reported in comparison communities, and had increased over time.

FIGURE 42: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

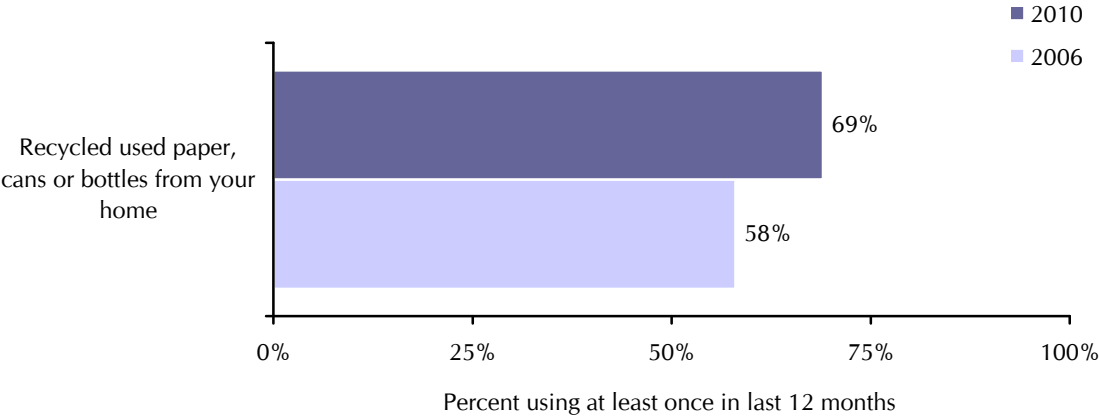


FIGURE 43: FREQUENCY OF RECYCLING BENCHMARKS

	Norm type	
	National comparison	Populations over 150,000 comparison
Recycled used paper, cans or bottles from your home	Much less	Much less

Of the four utility services rated by those completing the questionnaire, three ratings had increased over time, and one had remained the same. Storm drainage and garbage collection were much below both benchmark comparisons. Drinking water was below the national benchmark and similar to the custom benchmark. Sewer services were similar to the nation and above the custom comparison.

FIGURE 44: RATINGS OF UTILITY SERVICES BY YEAR

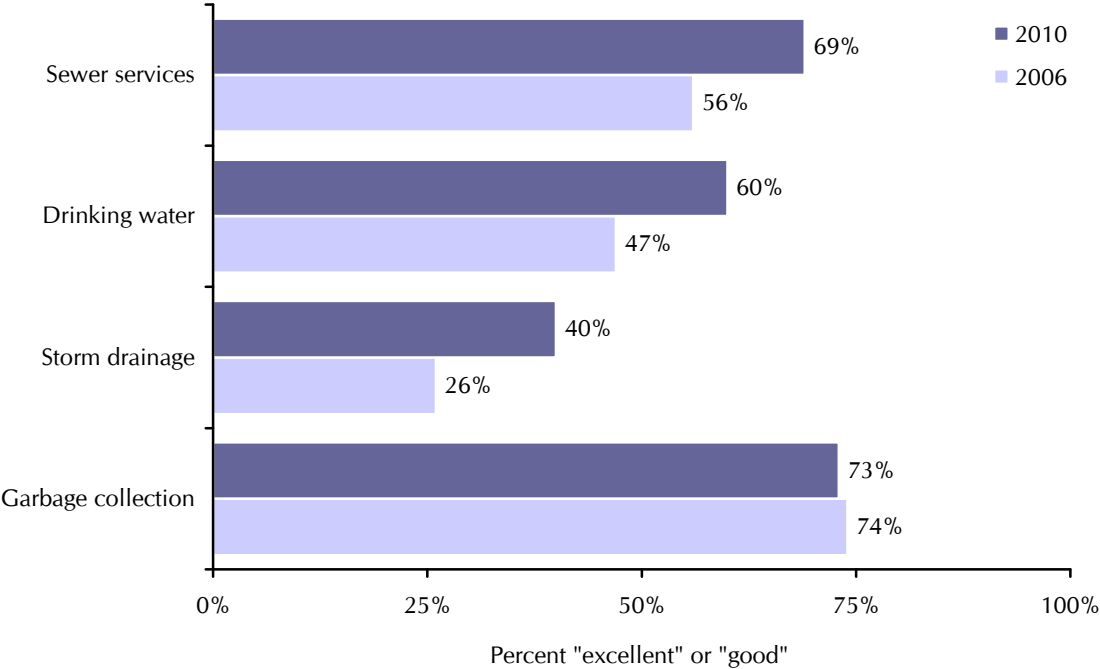


FIGURE 45: UTILITY SERVICES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Sewer services	Similar	Above
Drinking water	Below	Similar
Storm drainage	Much below	Much below
Garbage collection	Much below	Much below

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents’ perspectives about opportunities and services related to the community’s parks and recreation services.

Recreation opportunities in the City of Wichita were rated “excellent” or “good” by nearly half of residents. Services related to parks and recreation were rated more favorably. Parks and recreation ratings have stayed constant over time.

Resident use of Wichita parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Wichita recreation centers was smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Wichita was lower than use in comparison jurisdictions. The amount of participation in a recreation program or activity was lower when compared to the past survey, while those who had visited a city park or used a recreation center had remained the same.

FIGURE 46: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

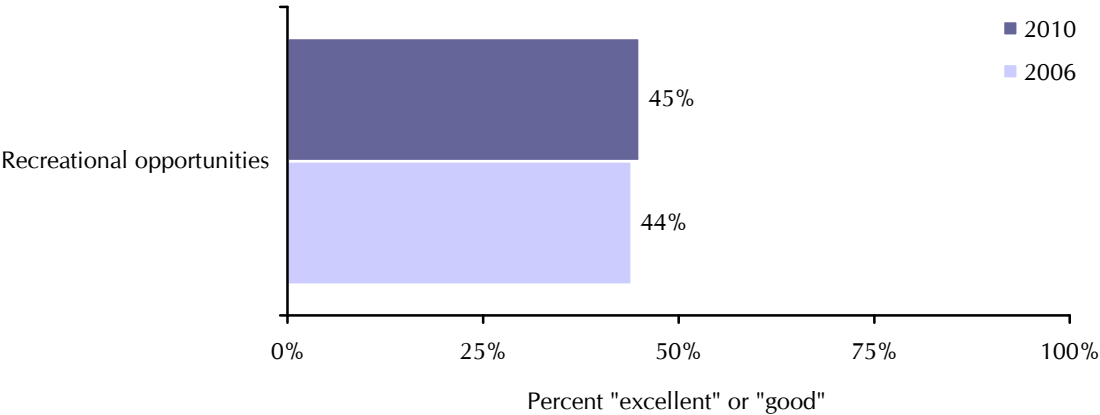


FIGURE 47: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Recreation opportunities	Much below	Much below

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

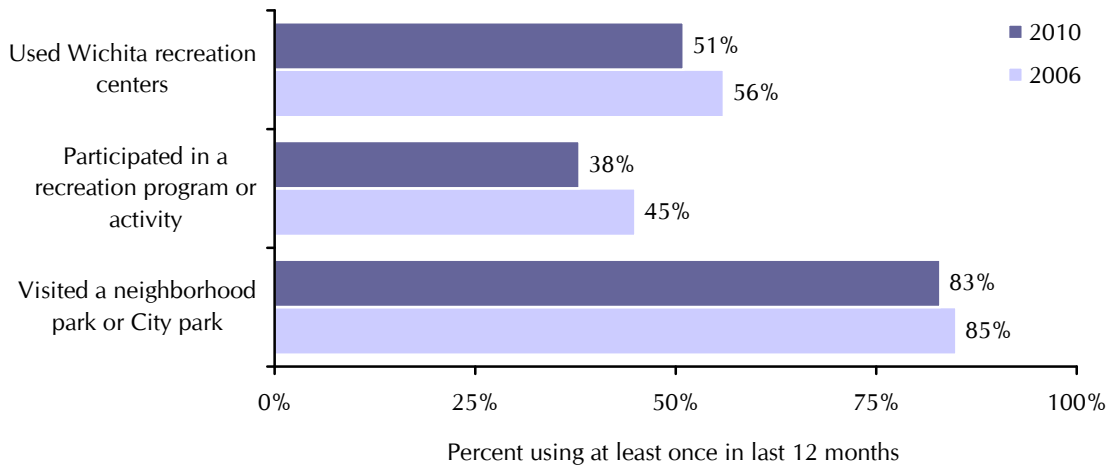


FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Used Wichita recreation centers	Much less	Much less
Participated in a recreation program or activity	Much less	Much less
Visited a neighborhood park or City park	Less	Less

FIGURE 50: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

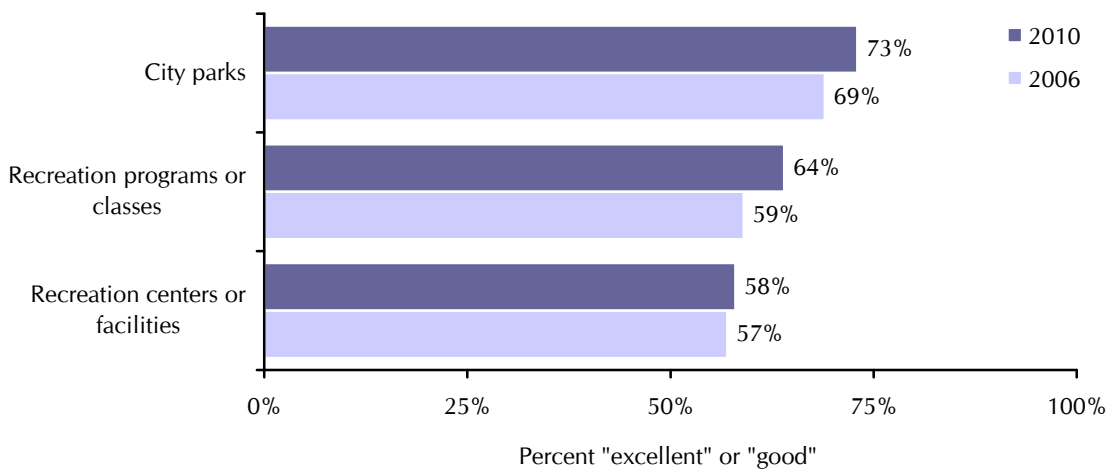


FIGURE 51: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations over 150,000 comparison
City parks	Much below	Similar
Recreation programs or classes	Much below	Below
Recreation centers or facilities	Much below	Below

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 53% of respondents. Educational opportunities were rated as “excellent” or “good” by 64% of respondents. Compared to the benchmark data, educational opportunities were similar to the average of comparison jurisdictions, while cultural activity opportunities were rated similar to the national benchmark and below the custom benchmark comparison.

About 61% of Wichita residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much less than comparison jurisdictions and had decreased since 2006.

FIGURE 52: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

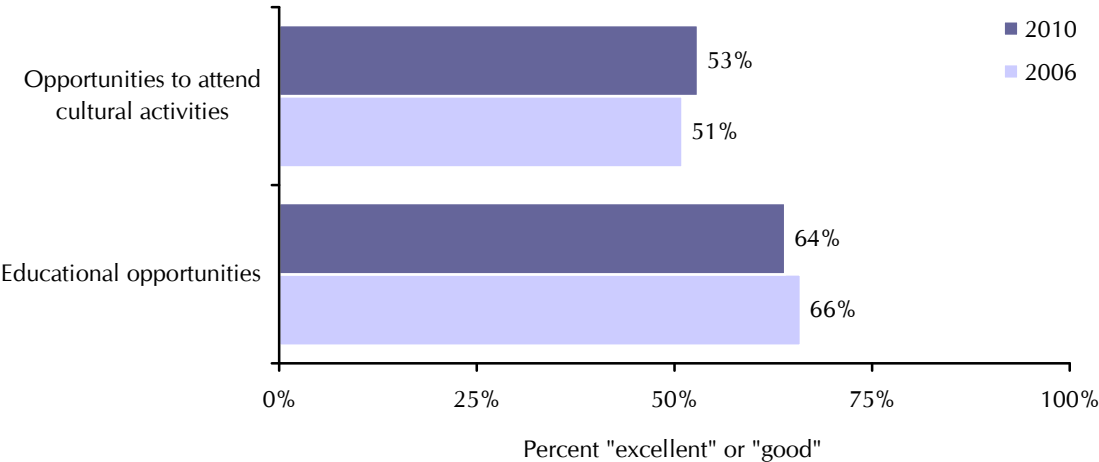


FIGURE 53: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Opportunities to attend cultural activities	Similar	Below
Educational opportunities	Similar	Similar

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

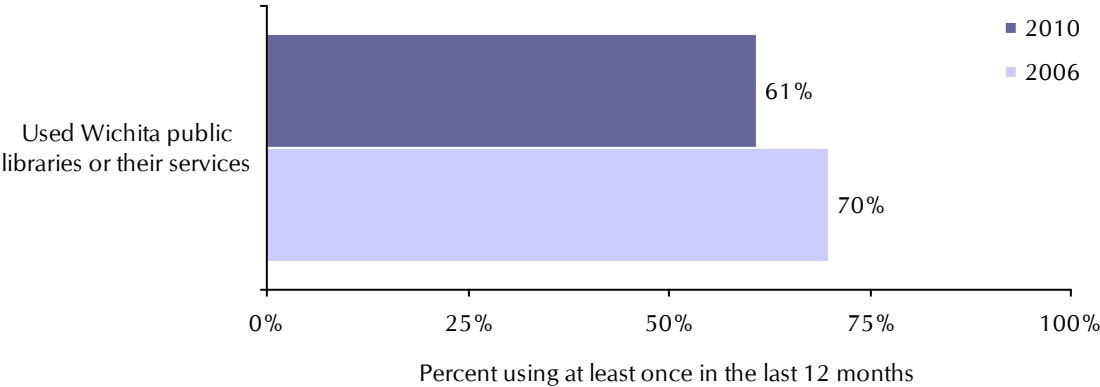


FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Used Wichita public libraries or their services	Much less	Much less

FIGURE 56: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

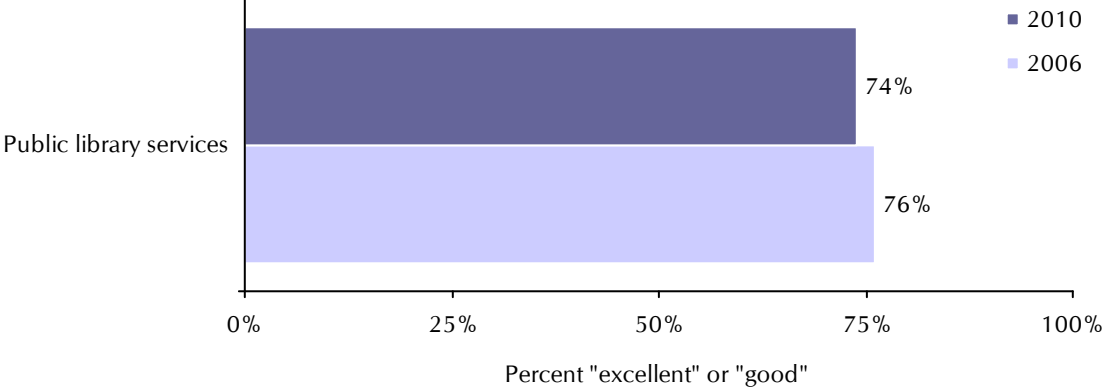


FIGURE 57: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Public library services	Much below	Below

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Wichita were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality healthcare was rated positively for the City of Wichita. Among Wichita residents, 54% rated affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of the national comparison communities and much above jurisdictions included in the custom comparison.

FIGURE 58: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

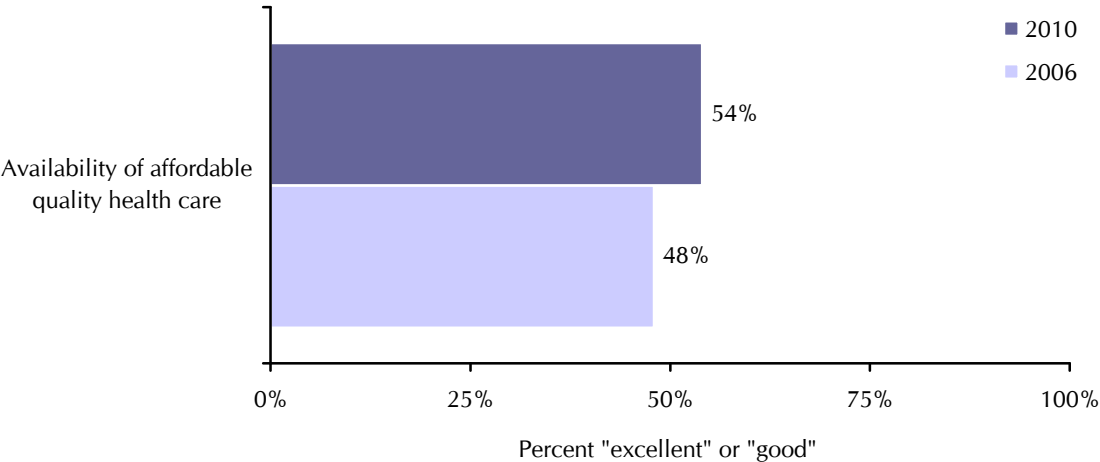


FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

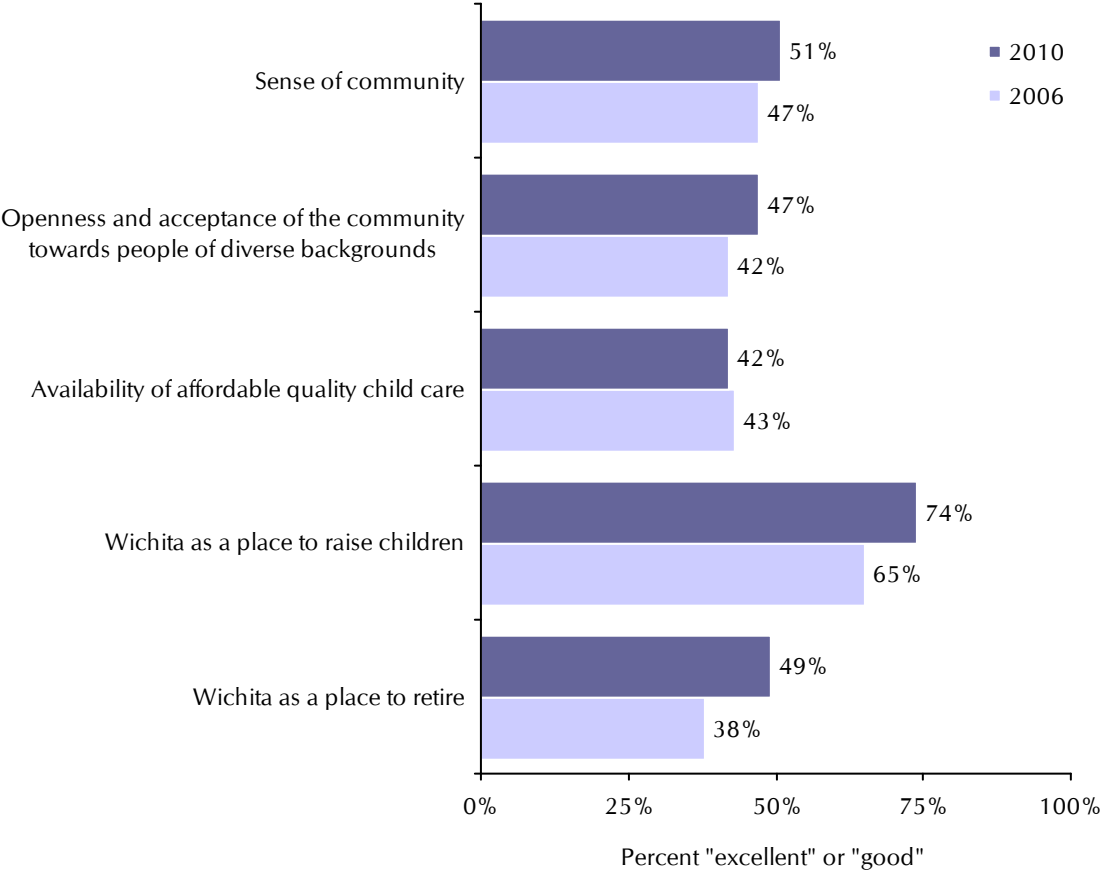
	National comparison	Populations over 150,000 comparison
Availability of affordable quality health care	Above	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Wichita as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Wichita as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Close to half of survey respondents felt the City of Wichita was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was similar to the nation and above the custom benchmark. These ratings were similar or higher than in 2006.

FIGURE 60: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 61: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations over 150,000 comparison
Sense of community	Much below	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Much below	Much below
Availability of affordable quality child care	Similar	Above
Wichita as a place to raise kids	Below	Above
Wichita as a place to retire	Much below	Much below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 41% to 49% with ratings of “excellent” or “good.” Services to seniors and youth were below the benchmark comparisons. Services to low-income people were similar to the nation and above the custom benchmark. The ratings for services to seniors and youth and low-income people had improved over time.

FIGURE 62: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

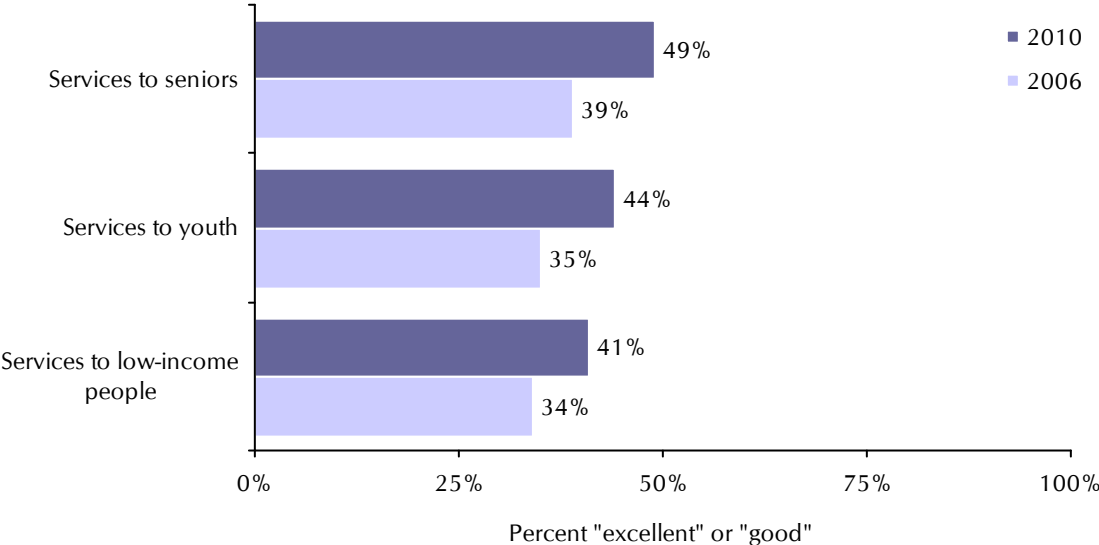


FIGURE 63: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations over 150,000 comparison
Services to seniors	Much below	Below
Services to youth	Much below	Below
Services to low income people	Similar	Above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Wichita. Opportunities to attend or participate in community matters were rated moderately.

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked.

FIGURE 64: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

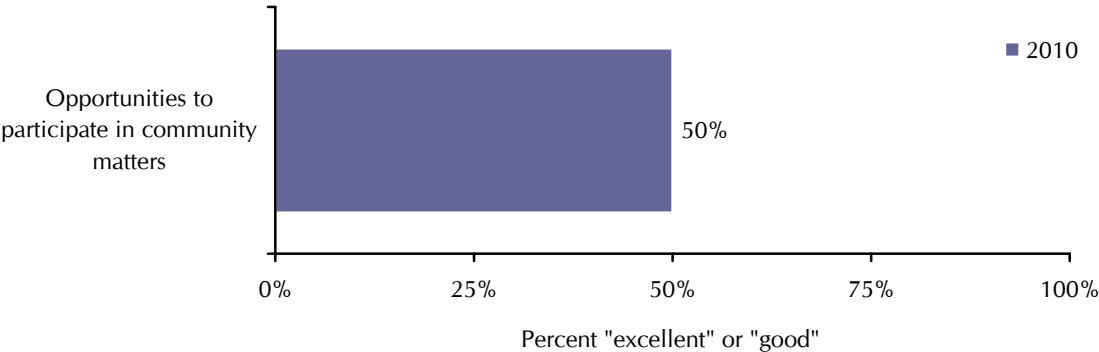


FIGURE 65: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Opportunities to participate in community matters	Much below	Below

Most of the participants in this survey had not attended or watched a public meeting. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Volunteerism showed much higher rates, and those who had watched a meeting of local elected officials or other public meeting on cable television, the internet or other media showed higher rates of participation. Those who had attended a meeting of local elected officials or other local public meeting show much lower rates of community engagement.

FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

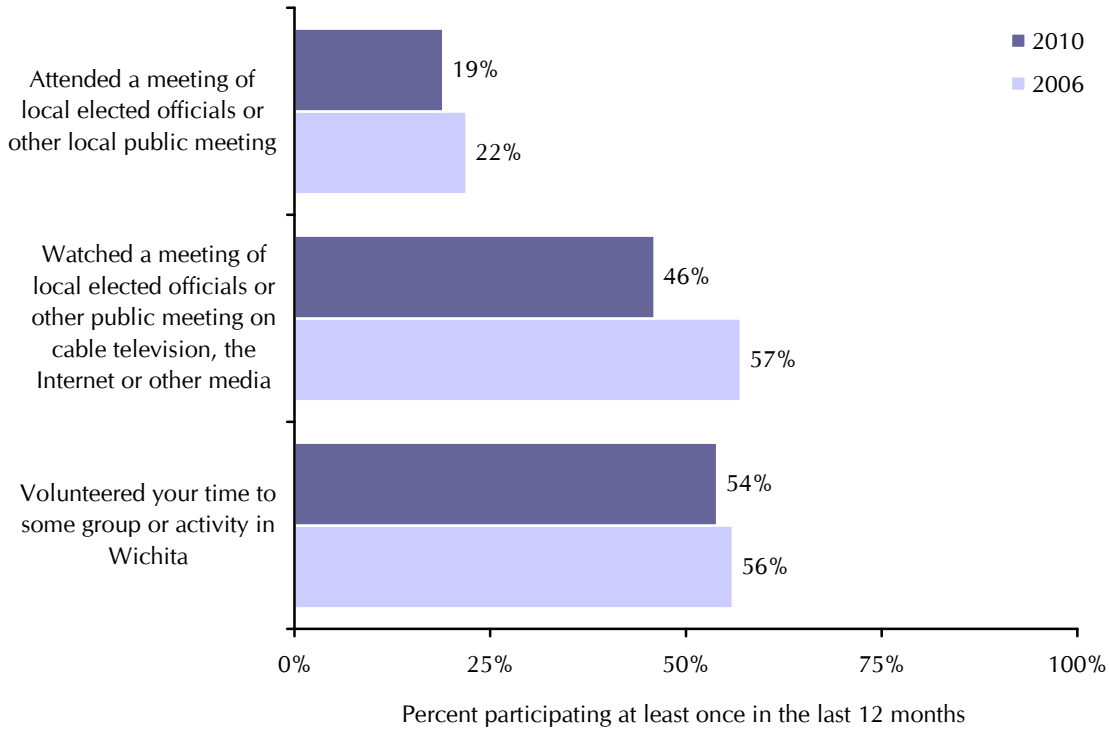


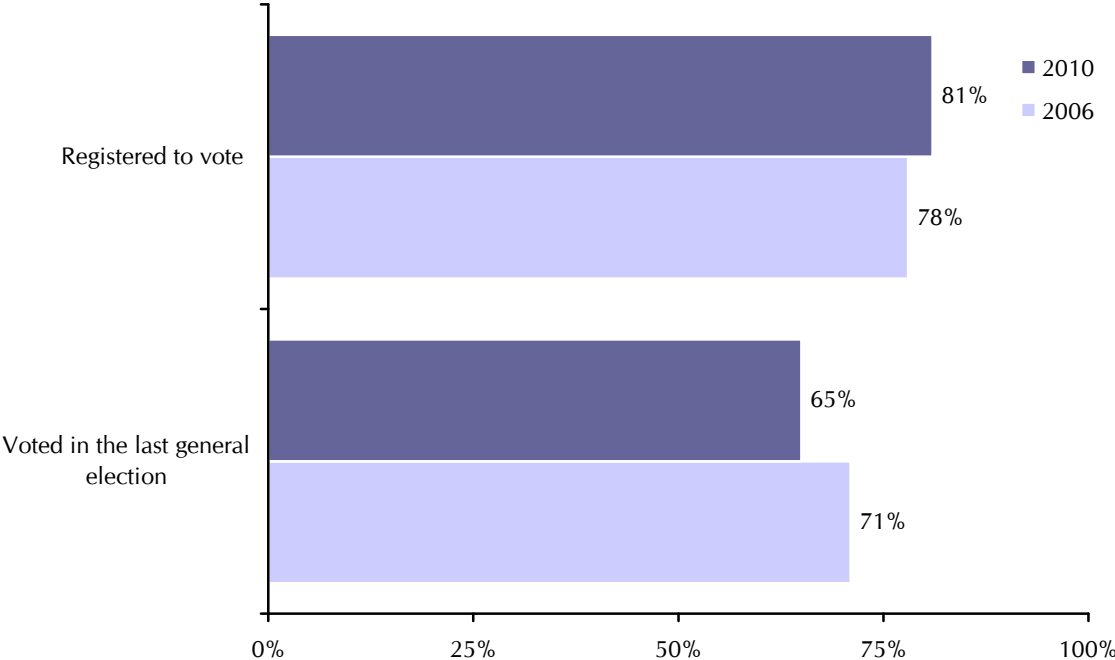
FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Norm type	
	National comparison	Populations over 150,000 comparison
Attended a meeting of local elected officials or other local public meeting	Much less	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	More	More
Volunteered your time to some group or activity in Wichita	Much more	Much more

¹ Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

City of Wichita residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-one percent reported they were registered to vote and 65% indicated they had voted in the last general election. This rate of self-reported voting was much lower than that of comparison communities.

FIGURE 68: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of "don't know" responses, those who said they are "not eligible to vote" also have been omitted

FIGURE 69: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations over 150,000 comparison
Registered to vote	Much less	Much less
Voted in last general election	Much less	Much less

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Wichita Web site in the previous 12 months, 57% reported they had done so at least once. Public information services were rated below the nation and similar to the custom comparison.

FIGURE 70: USE OF INFORMATION SOURCES

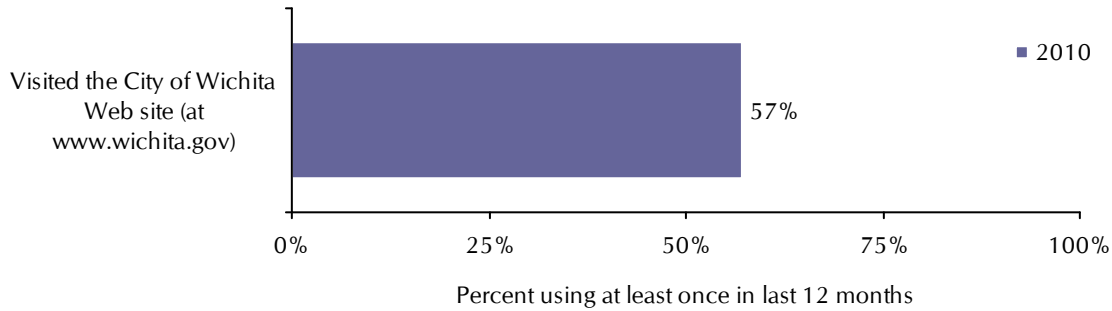


FIGURE 71: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Visited the City of Wichita Web site (at www.wichita.gov)	Less	Similar

FIGURE 72: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

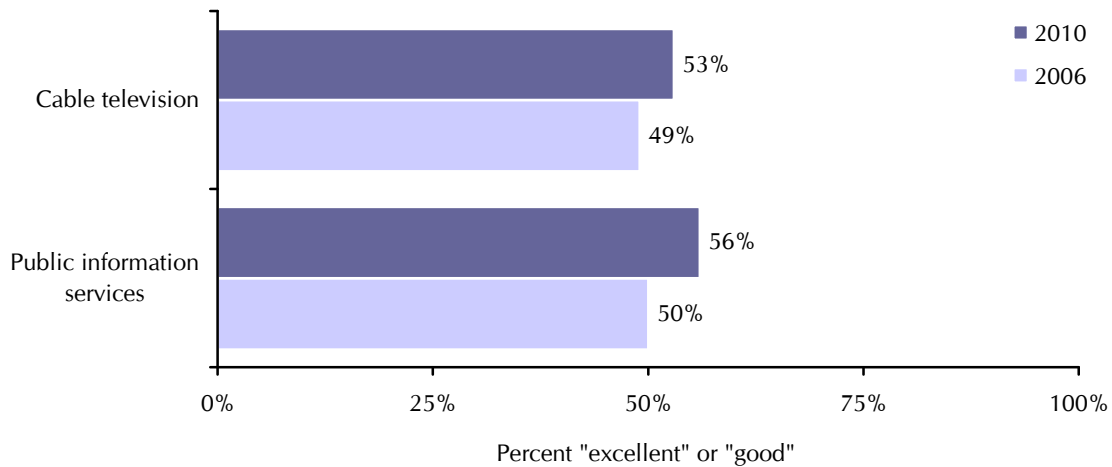


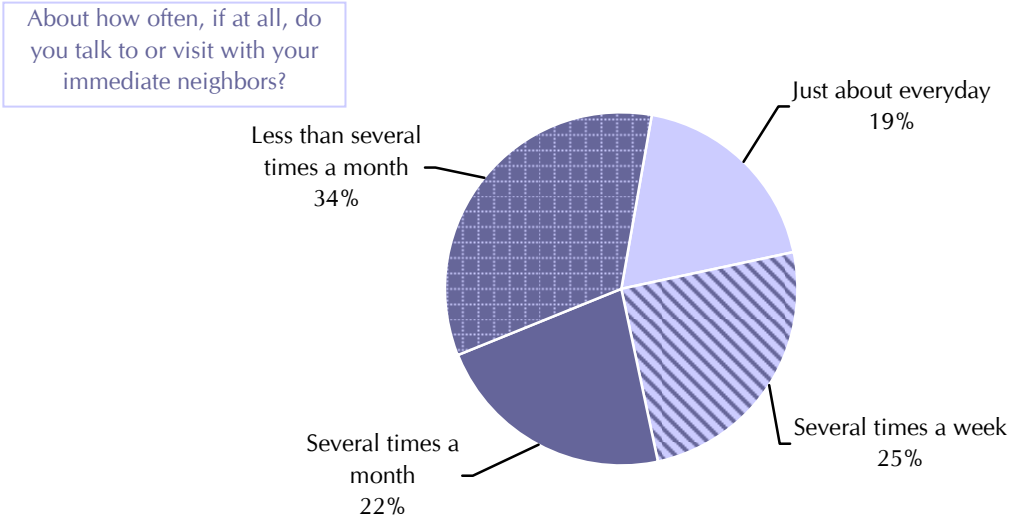
FIGURE 73: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations over 150,000 comparison
Cable television	Similar	Similar
Public information services	Below	Similar

Social Engagement

Residents in Wichita reported a fair amount of neighborliness. More than 44% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 74: CONTACT WITH IMMEDIATE NEIGHBORS



Note: This question was not asked in previous surveys.

FIGURE 75: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

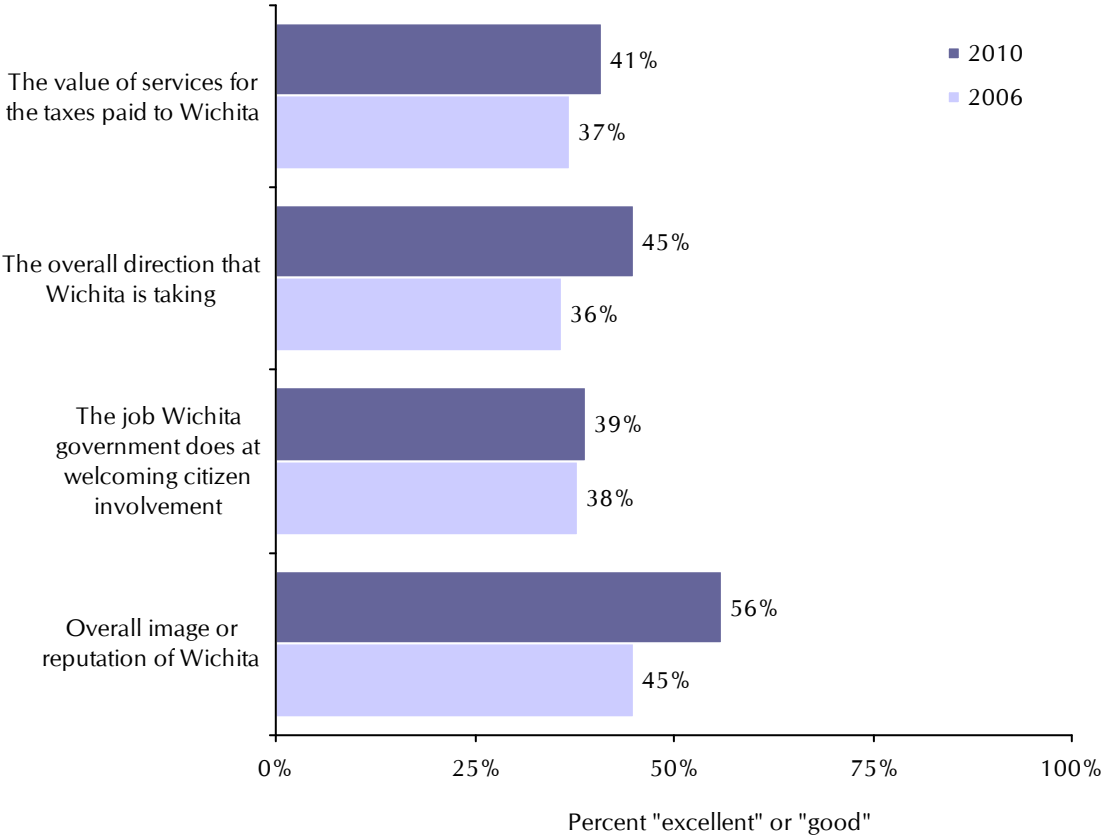
	National comparison	Populations over 150,000 comparison
Has contact with neighbors at least several times per week	Much less	Less

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Wichita is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Wichita could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Wichita may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Wichita does at welcoming citizen involvement, 39% rated it as "excellent" or "good."

FIGURE 76: PUBLIC TRUST RATINGS BY YEAR²



² For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 77: PUBLIC TRUST BENCHMARKS

	National comparison	Populations over 150,000 comparison
Value of services for the taxes paid to Wichita	Much below	Below
The overall direction that Wichita is taking	Below	Similar
Job Wichita government does at welcoming citizen involvement	Much below	Similar
Overall image or reputation of Wichita	Much below	Below

On average, residents of the City of Wichita gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by the City of Wichita was rated as “excellent” or “good” by 62% of survey participants. Ratings of overall City services increased over time.

FIGURE 78: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

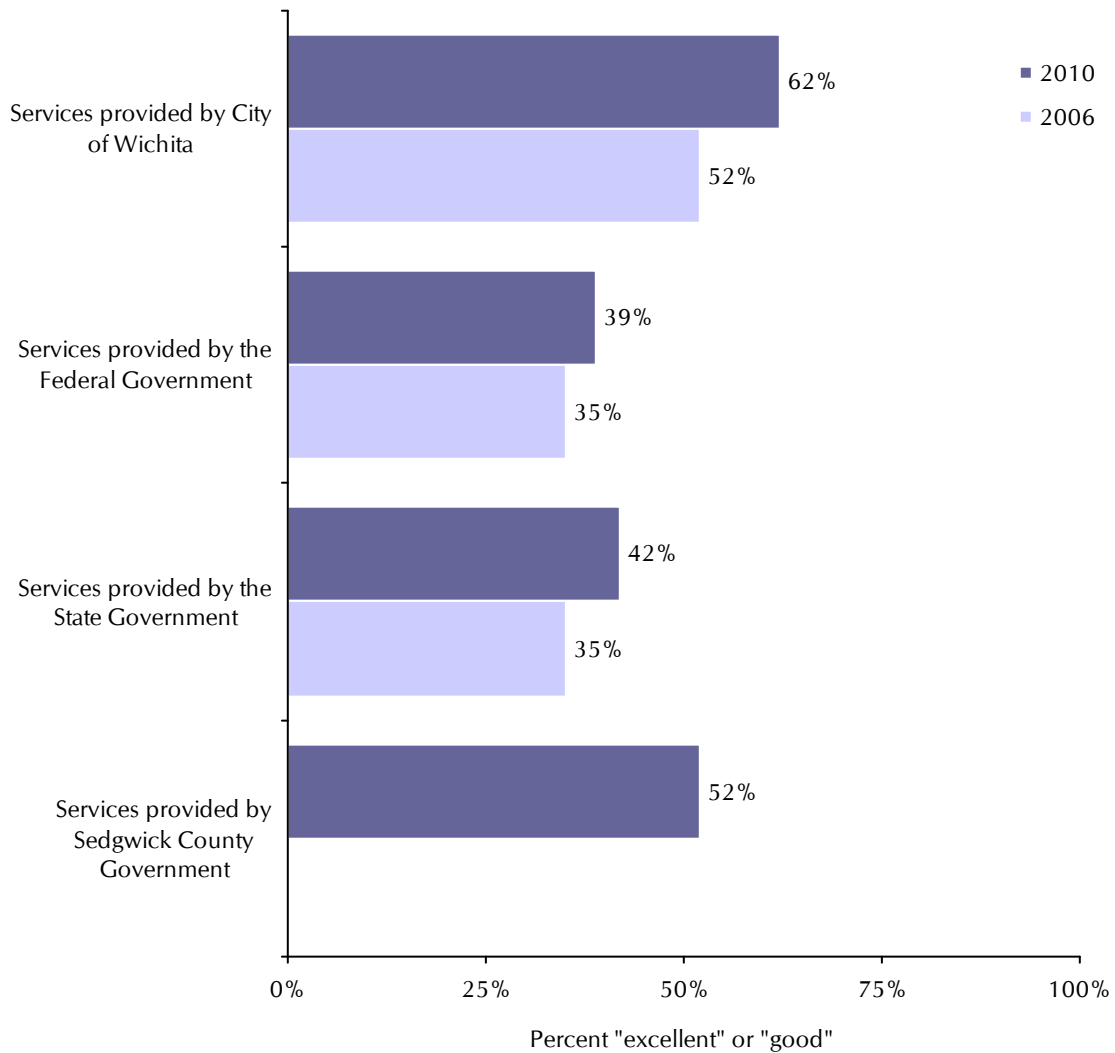


FIGURE 79: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations over 150,000 comparison
Services provided by the City of Wichita	Much below	Similar
Services provided by the Federal Government	Similar	Above
Services provided by the State Government	Similar	Similar
Services provided by Sedgwick County Government	Similar	Above

City of Wichita Employees

The employees of the City of Wichita who interact with the public create the first impression that most residents have of the City of Wichita. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Wichita. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Wichita staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 47% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated favorably; 68% of respondents rated their overall impression as "excellent" or "good." Employee ratings were higher than or similar to the past survey year.

FIGURE 80: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

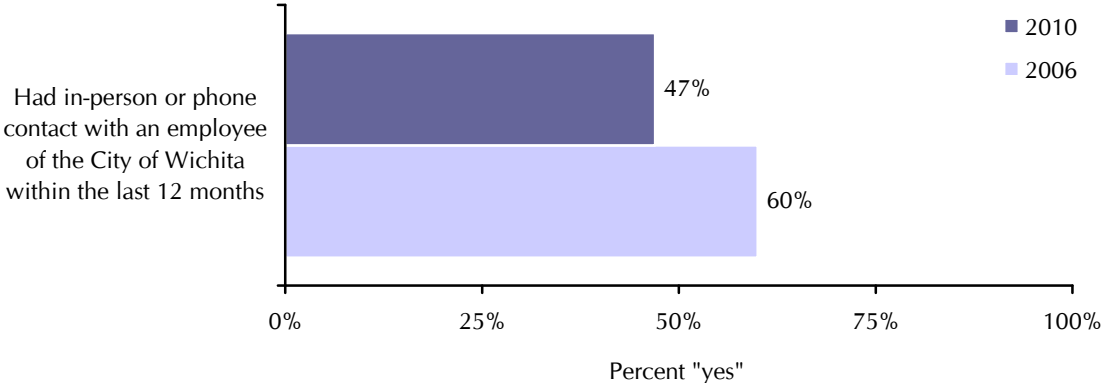


FIGURE 81: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Populations over 150,000 comparison
Had contact with City employee(s) in last 12 months	Much less	Much less

FIGURE 82: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

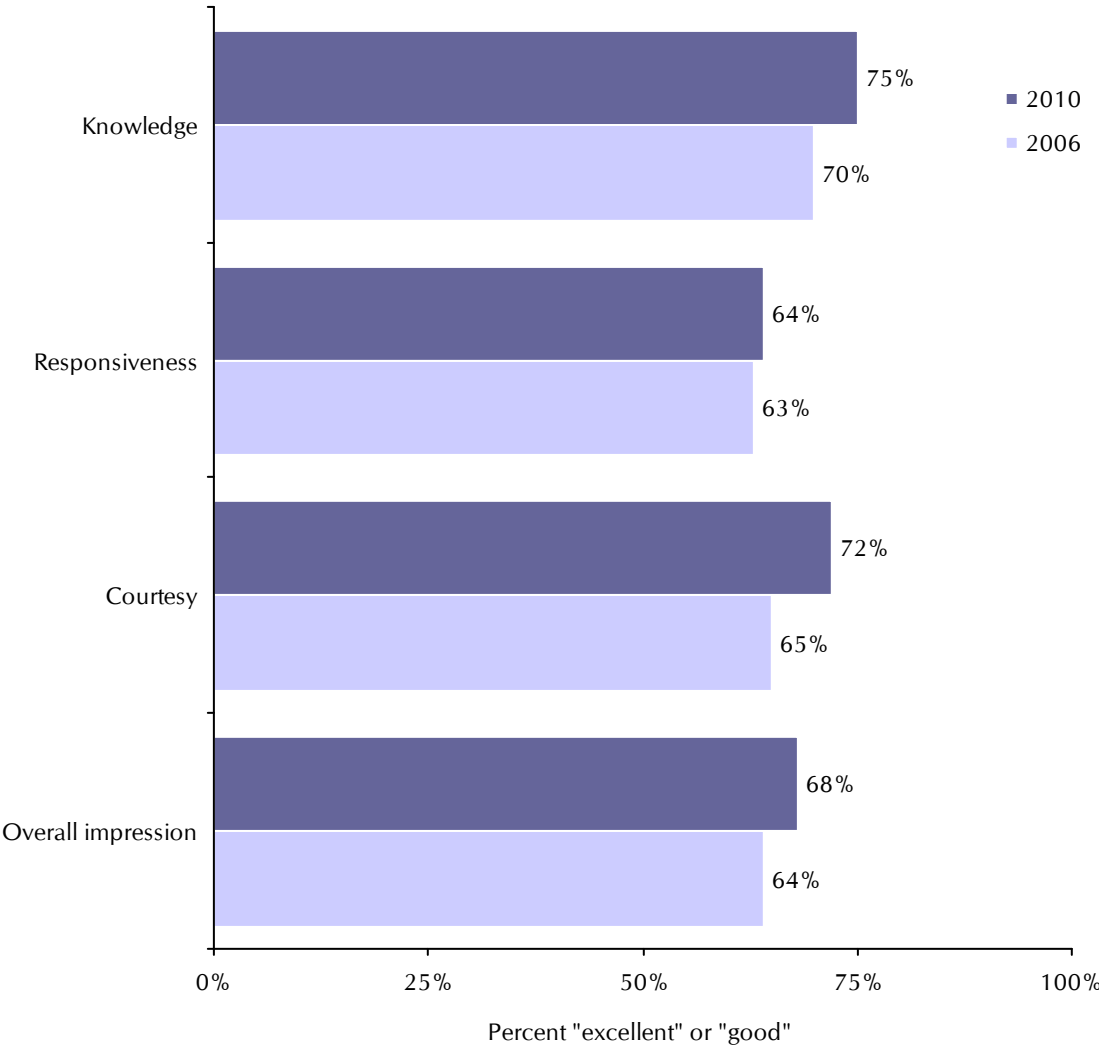


FIGURE 83: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Populations over 150,000 comparison
Knowledge	Below	Similar
Responsiveness	Much below	Below
Courteousness	Much below	Similar
Overall impression	Much below	Similar

The National Citizen Survey™ by National Research Center, Inc.

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Wichita by examining the relationships between ratings of each service and ratings of the City of Wichita's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Wichita can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Wichita Key Driver Analysis were:

- Economic development
- Preservation of natural areas
- Police services
- Sewer services

CITY OF WICHITA ACTION CHART

The 2010 City of Wichita Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

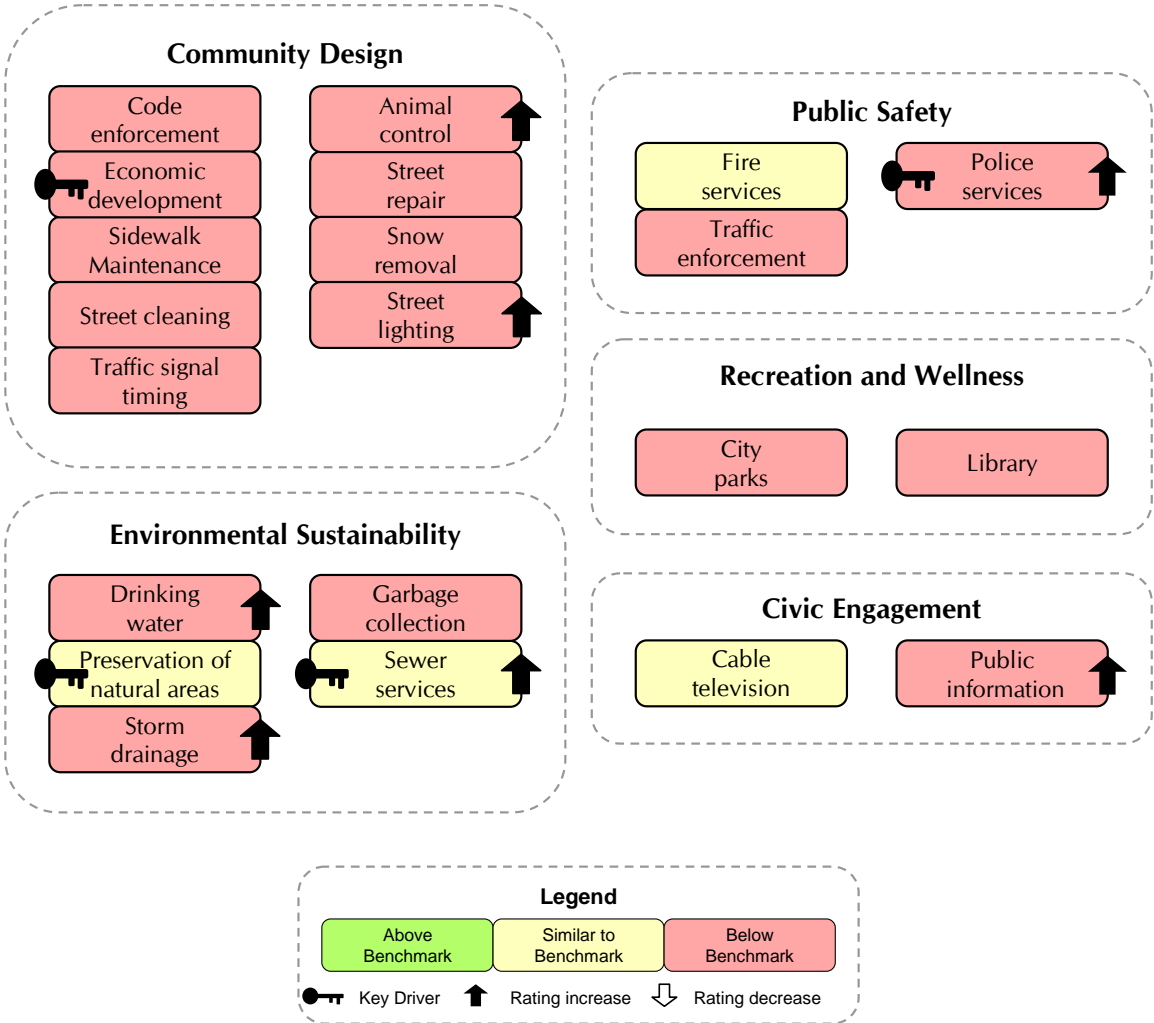
Twenty-six services were included in the KDA for the City of Wichita. Of these, none were above the benchmark, 21 were below the benchmark and five were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Wichita, economic development and police services were below the benchmark and preservation of natural areas and sewer services were similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 84: CITY OF WICHITA ACTION CHART™

Overall Quality of City of Wichita Services



Using Your Action Chart™

The key drivers derived for the City of Wichita provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Wichita, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Wichita, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Wichita residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Wichita key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 85: KEY DRIVERS COMPARED

Service	City of Wichita Key Drivers	National Key Drivers	Core Services
• Police services	✓	✓	✓
Fire services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
Storm drainage			✓
Drinking water			✓
• Sewer services	✓		✓
◦ City parks			
Code enforcement			✓
◦ Animal control			
• Economic development	✓	✓	
◦ Public library			
Public information services		✓	
◦ Cable television			
Preservation of natural areas	✓		

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions.

Policy Question 1					
The City is exploring ways to enhance and develop public projects and services. Please indicate to what degree you would support or oppose City funds used to enhance and develop the following areas:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Creating new parks	33%	43%	18%	7%	100%
More park amenities (such as swimming pools and tennis courts)	31%	44%	17%	8%	100%
Additional bike paths	40%	40%	12%	8%	100%
Additional police stations	37%	42%	16%	6%	100%
Additional fire stations	52%	40%	7%	1%	100%
Night bus service	34%	53%	9%	4%	100%
Additional street maintenance	36%	52%	8%	3%	100%
Improving branch libraries	47%	42%	9%	2%	100%
Building a larger downtown public library	44%	43%	11%	3%	100%

Policy Question 2					
Please indicate the degree to which you are satisfied or dissatisfied with the current level of arts and cultural opportunities provided by the City:	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Total
Quality of Botanica	20%	46%	24%	9%	100%
Quality of Century II Performing Arts Center	37%	46%	13%	4%	100%
Quality of CityArts	36%	39%	15%	9%	100%
Quality of the Great Plains Nature Museum	43%	47%	6%	4%	100%
Quality of the Wichita Art Museum	36%	44%	13%	7%	100%
Knowledge of events and activities at the local attractions	22%	31%	25%	21%	100%
Public investment in local attractions	14%	48%	28%	9%	100%
Quality of public art	24%	53%	18%	6%	100%
Public investment in public art	18%	47%	26%	9%	100%
Mid-America All Indian Center	26%	56%	13%	5%	100%
Cowtown	26%	48%	19%	8%	100%

Policy Question 3				
To what degree, if at all, do the following barriers exist regarding housing choices in Wichita?	Definitely a barrier	Sort of a barrier	Not at all a barrier	Total
Cost of housing	20%	42%	38%	100%
Distance to employment	9%	36%	56%	100%
Location of public transportation	21%	39%	39%	100%
Lack of accessibility for the disabled	17%	39%	44%	100%
Language barriers	18%	39%	43%	100%
Unfair lending practices	20%	32%	48%	100%
Discrimination based on gender	12%	30%	58%	100%
Discrimination based on age	15%	33%	52%	100%
Discrimination based on children/size of family	11%	29%	60%	100%
Discrimination on the basis of race and ethnicity	17%	34%	49%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Wichita:	Excellent	Good	Fair	Poor	Total
Wichita as a place to live	21%	57%	19%	3%	100%
Your neighborhood as a place to live	23%	49%	22%	6%	100%
Wichita as a place to raise children	21%	53%	21%	5%	100%
Wichita as a place to work	13%	47%	29%	11%	100%
Wichita as a place to retire	13%	36%	35%	16%	100%
The overall quality of life in Wichita	14%	55%	27%	4%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Wichita as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	6%	45%	40%	9%	100%
Openness and acceptance of the community towards people of diverse backgrounds	6%	41%	41%	12%	100%
Overall appearance of Wichita	9%	45%	43%	4%	100%
Cleanliness of Wichita	10%	46%	36%	7%	100%
Overall quality of new development in Wichita	10%	48%	34%	9%	100%
Shopping opportunities	15%	45%	31%	9%	100%
Opportunities to attend cultural activities	10%	42%	38%	10%	100%
Recreational opportunities	7%	38%	40%	14%	100%
Employment opportunities	4%	29%	44%	23%	100%
Educational opportunities	15%	48%	32%	5%	100%
Opportunities to participate in community matters	8%	42%	40%	10%	100%
Ease of car travel in Wichita	25%	46%	23%	7%	100%
Ease of bus travel in Wichita	6%	25%	36%	33%	100%
Ease of bicycle travel in Wichita	7%	29%	37%	26%	100%
Ease of walking in Wichita	9%	41%	35%	15%	100%
Availability of paths and walking trails	10%	33%	38%	19%	100%
Traffic flow on major streets	5%	41%	39%	15%	100%
Amount of public parking	5%	33%	40%	22%	100%
Availability of affordable quality housing	10%	44%	35%	11%	100%
Availability of affordable quality child care	4%	38%	40%	18%	100%
Availability of affordable quality health care	11%	43%	29%	16%	100%
Air quality	11%	54%	30%	5%	100%
Overall image or reputation of Wichita	6%	49%	38%	7%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Wichita over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	3%	13%	64%	15%	5%	100%
Retail growth (stores, restaurants, etc.)	5%	24%	56%	10%	4%	100%
Jobs growth	31%	55%	12%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wichita?	Percent of respondents
Not a problem	4%
Minor problem	31%
Moderate problem	52%
Major problem	13%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Wichita:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	13%	45%	20%	17%	5%	100%
Property crimes (e.g., burglary, theft)	7%	37%	20%	26%	10%	100%
Environmental hazards, including toxic waste	25%	43%	22%	7%	3%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	54%	34%	7%	4%	1%	100%
In your neighborhood after dark	23%	46%	11%	15%	5%	100%
In Wichita's downtown area during the day	32%	43%	17%	7%	2%	100%
In Wichita's downtown area after dark	5%	28%	17%	34%	16%	100%

Question 7: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	84%
Yes	16%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	29%
Yes	71%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wichita?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Wichita public libraries or their services	39%	26%	21%	7%	7%	100%
Used Wichita recreation centers	49%	25%	17%	5%	4%	100%
Participated in a recreation program or activity	62%	20%	10%	4%	4%	100%
Visited a neighborhood park or City park	17%	27%	30%	14%	13%	100%
Ridden a local bus within Wichita	84%	9%	3%	1%	3%	100%
Attended a meeting of local elected officials or other local public meeting	81%	15%	4%	0%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	54%	28%	14%	3%	1%	100%
Visited the City of Wichita Web site (at www.wichita.gov)	43%	27%	21%	6%	3%	100%
Recycled used paper, cans or bottles from your home	31%	15%	19%	10%	25%	100%
Volunteered your time to some group or activity in Wichita	46%	22%	17%	7%	8%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	19%
Several times a week	25%
Several times a month	22%
Less than several times a month	34%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Wichita:	Excellent	Good	Fair	Poor	Total
Police services	20%	54%	20%	5%	100%
Fire services	39%	55%	6%	0%	100%
Crime prevention	8%	47%	34%	11%	100%
Fire prevention and education	19%	57%	22%	3%	100%
Municipal courts	8%	43%	39%	10%	100%
Traffic enforcement	8%	44%	37%	11%	100%
Street repair	6%	25%	39%	30%	100%
Street cleaning	8%	38%	40%	15%	100%
Street lighting	9%	46%	35%	10%	100%
Snow removal	11%	44%	31%	15%	100%
Sidewalk maintenance	6%	31%	39%	23%	100%
Traffic signal timing	6%	33%	38%	23%	100%
Bus or transit services	8%	32%	35%	25%	100%
Garbage collection	18%	54%	22%	5%	100%
Storm drainage	5%	35%	35%	25%	100%
Drinking water	14%	46%	28%	12%	100%
Sewer services	13%	56%	28%	3%	100%
City parks	18%	54%	25%	3%	100%
Recreation programs or classes	13%	50%	31%	5%	100%
Recreation centers or facilities	11%	47%	36%	5%	100%
Land use, planning and zoning	3%	31%	45%	20%	100%
Code enforcement (weeds, abandoned buildings, etc)	3%	22%	45%	29%	100%
Animal control	7%	38%	38%	18%	100%
Economic development	4%	31%	46%	18%	100%
Services to seniors	10%	40%	37%	13%	100%
Services to youth	8%	36%	42%	14%	100%
Services to low-income people	10%	31%	43%	17%	100%
Public library services	24%	50%	24%	2%	100%
Public information services	11%	44%	39%	5%	100%
Cable television	11%	42%	33%	14%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	10%	45%	34%	12%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Wichita	9%	53%	31%	7%	100%
The Federal Government	7%	32%	41%	20%	100%
The State Government	6%	36%	42%	16%	100%
Sedgwick County Government	8%	44%	37%	11%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Wichita within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	53%
Yes	47%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Wichita in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	27%	48%	19%	6%	100%
Responsiveness	27%	37%	21%	15%	100%
Courtesy	35%	38%	16%	12%	100%
Overall impression	25%	43%	21%	12%	100%

Question 15: Government Performance					
Please rate the following categories of Wichita government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Wichita	6%	36%	40%	19%	100%
The overall direction that Wichita is taking	7%	39%	41%	14%	100%
The job Wichita government does at welcoming citizen involvement	7%	32%	43%	18%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Wichita to someone who asks	33%	47%	14%	6%	100%
Remain in Wichita for the next five years	56%	26%	9%	9%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	14%
Neutral	43%
Somewhat negative	29%
Very negative	10%
Total	100%

Question 18a: Policy Question 1					
The City is exploring ways to enhance and develop public projects and services. Please indicate to what degree you would support or oppose City funds used to enhance and develop the following areas:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Creating new parks	33%	43%	18%	7%	100%
More park amenities (such as swimming pools and tennis courts)	31%	44%	17%	8%	100%
Additional bike paths	40%	40%	12%	8%	100%
Additional police stations	37%	42%	16%	6%	100%
Additional fire stations	52%	40%	7%	1%	100%
Night bus service	34%	53%	9%	4%	100%
Additional street maintenance	36%	52%	8%	3%	100%
Improving branch libraries	47%	42%	9%	2%	100%
Building a larger downtown public library	44%	43%	11%	3%	100%

Question 18b: Policy Question 2					
Please indicate the degree to which you are satisfied or dissatisfied with the current level of arts and cultural opportunities provided by the City:	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Total
Quality of Botanica	20%	46%	24%	9%	100%
Quality of Century II Performing Arts Center	37%	46%	13%	4%	100%
Quality of CityArts	36%	39%	15%	9%	100%
Quality of the Great Plains Nature Museum	43%	47%	6%	4%	100%
Quality of the Wichita Art Museum	36%	44%	13%	7%	100%
Knowledge of events and activities at the local attractions	22%	31%	25%	21%	100%
Public investment in local attractions	14%	48%	28%	9%	100%
Quality of public art	24%	53%	18%	6%	100%
Public investment in public art	18%	47%	26%	9%	100%
Mid-America All Indian Center	26%	56%	13%	5%	100%
Cowtown	26%	48%	19%	8%	100%

Question 18c: Policy Question 3				
To what degree, if at all, do the following barriers exist regarding housing choices in Wichita?	Definitely a barrier	Sort of a barrier	Not at all a barrier	Total
Cost of housing	20%	42%	38%	100%
Distance to employment	9%	36%	56%	100%
Location of public transportation	21%	39%	39%	100%
Lack of accessibility for the disabled	17%	39%	44%	100%
Language barriers	18%	39%	43%	100%
Unfair lending practices	20%	32%	48%	100%
Discrimination based on gender	12%	30%	58%	100%
Discrimination based on age	15%	33%	52%	100%
Discrimination based on children/size of family	11%	29%	60%	100%
Discrimination on the basis of race and ethnicity	17%	34%	49%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	35%
Yes, full-time	54%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	84%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	2%
Work at home	3%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Wichita?	Percent of respondents
Less than 2 years	6%
2 to 5 years	13%
6 to 10 years	10%
11 to 20 years	15%
More than 20 years	56%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	54%
House attached to one or more houses (e.g., a duplex or townhome)	11%
Building with two or more apartments or condominiums	32%
Mobile home	0%
Other	3%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	37%
Owned by you or someone in this house with a mortgage or free and clear	63%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	10%
\$300 to \$599 per month	33%
\$600 to \$999 per month	35%
\$1,000 to \$1,499 per month	13%
\$1,500 to \$2,499 per month	6%
\$2,500 or more per month	3%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	69%
Yes	31%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	77%
Yes	23%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	28%
\$25,000 to \$49,999	30%
\$50,000 to \$99,999	31%
\$100,000 to \$149,000	7%
\$150,000 or more	4%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	91%
Yes, I consider myself to be Spanish, Hispanic or Latino	9%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	4%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	8%
White	81%
Other	7%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	8%
25 to 34 years	23%
35 to 44 years	16%
45 to 54 years	22%
55 to 64 years	13%
65 to 74 years	8%
75 years or older	11%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	19%
Yes	79%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	33%
Yes	63%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	13%
Yes	87%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	41%
Yes	59%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	26%
Land line	57%
Both	16%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Wichita:	Excellent		Good		Fair		Poor		Don't know		Total	
	Wichita as a place to live	21%	168	57%	466	19%	156	3%	25	0%	2	100%
Your neighborhood as a place to live	23%	186	49%	395	22%	179	6%	50	0%	3	100%	813
Wichita as a place to raise children	19%	156	49%	394	20%	158	5%	39	7%	60	100%	806
Wichita as a place to work	13%	103	46%	372	28%	227	11%	88	2%	20	100%	811
Wichita as a place to retire	12%	95	33%	269	32%	258	15%	118	9%	70	100%	810
The overall quality of life in Wichita	14%	113	55%	447	27%	218	4%	29	1%	6	100%	813

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Wichita as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	5%	43	44%	346	39%	307	8%	65	3%	25	100%
Openness and acceptance of the community towards people of diverse backgrounds	6%	51	39%	316	40%	320	11%	92	3%	24	100%	804
Overall appearance of Wichita	9%	69	44%	354	42%	339	4%	34	1%	5	100%	801
Cleanliness of Wichita	10%	80	46%	373	36%	290	7%	60	1%	5	100%	808
Overall quality of new development in Wichita	9%	75	45%	364	32%	260	8%	66	4%	36	100%	800
Shopping opportunities	15%	121	45%	362	30%	245	9%	74	1%	7	100%	809
Opportunities to attend cultural activities	10%	78	40%	319	36%	285	9%	72	5%	42	100%	797
Recreational opportunities	7%	54	37%	295	39%	310	14%	109	4%	30	100%	798
Employment opportunities	4%	29	27%	219	42%	337	22%	178	4%	33	100%	796
Educational opportunities	15%	120	47%	377	31%	248	5%	37	3%	23	100%	805
Opportunities to participate in community matters	7%	55	39%	307	37%	293	9%	69	9%	69	100%	794
Ease of car travel in Wichita	24%	195	45%	363	23%	181	7%	56	1%	10	100%	805
Ease of bus travel in Wichita	4%	29	15%	118	21%	169	19%	154	41%	327	100%	796

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Wichita as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Ease of bicycle travel in Wichita	5%	40	20%	161	26%	204	18%	144	31%	248	100%
Ease of walking in Wichita	8%	65	36%	288	31%	247	14%	109	11%	89	100%	798
Availability of paths and walking trails	8%	67	29%	230	33%	259	17%	134	13%	104	100%	794
Traffic flow on major streets	5%	43	40%	319	38%	303	15%	115	1%	12	100%	790
Amount of public parking	5%	38	32%	252	38%	307	21%	171	4%	31	100%	799
Availability of affordable quality housing	9%	72	40%	319	32%	258	10%	84	9%	70	100%	802
Availability of affordable quality child care	2%	18	21%	163	22%	173	10%	80	45%	353	100%	787
Availability of affordable quality health care	10%	82	39%	307	27%	211	15%	118	10%	77	100%	794
Air quality	11%	87	52%	416	29%	233	5%	37	3%	27	100%	801
Overall image or reputation of Wichita	6%	50	48%	385	37%	296	7%	52	2%	20	100%	802

Question 3: Growth														
Please rate the speed of growth in the following categories in Wichita over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	2%	17	10%	80	50%	400	11%	90	4%	33	23%	184	100%
Retail growth (stores, restaurants, etc.)	5%	39	22%	175	50%	400	9%	73	4%	28	11%	84	100%	800
Jobs growth	27%	220	48%	385	10%	82	1%	8	1%	7	13%	103	100%	804

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wichita?	Percent of respondents	Count
Not a problem	3%	27
Minor problem	29%	229
Moderate problem	48%	380
Major problem	12%	92
Don't know	8%	66
Total	100%	794

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Wichita:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	13%	104	45%	362	19%	158	17%	138	5%	40	1%	7	100%
Property crimes (e.g., burglary, theft)	7%	56	37%	300	20%	160	25%	205	10%	80	1%	7	100%	807
Environmental hazards, including toxic waste	23%	185	39%	314	20%	160	6%	48	3%	22	10%	79	100%	808

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	54%	441	34%	277	7%	56	4%	30	1%	9	0%	1	100%
In your neighborhood after dark	23%	189	46%	372	11%	90	15%	120	5%	39	0%	3	100%	813
In Wichita's downtown area during the day	31%	250	41%	329	16%	129	6%	52	2%	15	4%	35	100%	809
In Wichita's downtown area after dark	4%	36	26%	212	16%	131	31%	254	15%	121	7%	59	100%	812

Question 7: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	83%	658
Yes	16%	128
Don't know	1%	5
Total	100%	790

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	29%	37
Yes	70%	90
Don't know	1%	1
Total	100%	128

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wichita?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Wichita public libraries or their services	39%	312	26%	213	21%	170	7%	57	7%	54	100%
Used Wichita recreation centers	49%	392	25%	202	17%	134	5%	43	4%	30	100%	802
Participated in a recreation program or activity	62%	487	20%	157	10%	82	4%	29	4%	34	100%	790
Visited a neighborhood park or City park	17%	137	27%	211	30%	239	14%	109	13%	100	100%	796
Ridden a local bus within Wichita	84%	670	9%	74	3%	25	1%	7	3%	20	100%	798
Attended a meeting of local elected officials or other local public meeting	81%	652	15%	119	4%	29	0%	0	1%	7	100%	807
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	54%	433	28%	230	14%	111	3%	21	1%	11	100%	806
Visited the City of Wichita Web site (at www.wichita.gov)	43%	346	27%	214	21%	167	6%	45	3%	25	100%	799
Recycled used paper, cans or bottles from your home	31%	248	15%	121	19%	153	10%	84	25%	198	100%	804
Volunteered your time to some group or activity in Wichita	46%	367	22%	177	17%	141	7%	58	8%	62	100%	805

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	19%	155
Several times a week	25%	198
Several times a month	22%	178
Less than several times a month	34%	268
Total	100%	800

Question 11: Service Quality												
Please rate the quality of each of the following services in Wichita:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	19%	148	51%	407	19%	153	5%	40	6%	48	100%
Fire services	34%	268	48%	380	5%	42	0%	3	13%	103	100%	796
Crime prevention	7%	53	41%	327	30%	238	10%	79	12%	94	100%	790
Fire prevention and education	14%	114	44%	348	17%	133	2%	18	22%	174	100%	787
Municipal courts	5%	38	28%	218	25%	198	7%	51	35%	274	100%	779
Traffic enforcement	8%	61	41%	318	34%	262	10%	76	8%	64	100%	780
Street repair	6%	44	25%	194	38%	302	30%	234	1%	11	100%	785
Street cleaning	7%	59	36%	286	38%	301	15%	115	4%	30	100%	790
Street lighting	8%	67	46%	358	34%	269	10%	80	1%	11	100%	785
Snow removal	11%	84	42%	334	30%	236	15%	115	3%	21	100%	790
Sidewalk maintenance	6%	43	28%	220	35%	275	21%	161	11%	83	100%	782
Traffic signal timing	6%	44	32%	249	37%	291	22%	174	3%	26	100%	784
Bus or transit services	4%	29	16%	122	17%	133	13%	97	51%	393	100%	774
Garbage collection	17%	134	51%	399	21%	164	5%	36	6%	50	100%	783
Storm drainage	5%	39	33%	257	33%	255	23%	181	6%	49	100%	781
Drinking water	14%	110	45%	355	27%	213	12%	91	3%	21	100%	790
Sewer services	12%	96	50%	398	25%	197	3%	22	10%	78	100%	791
City parks	17%	134	50%	393	23%	178	3%	21	7%	58	100%	784

Question 11: Service Quality												
Please rate the quality of each of the following services in Wichita:	Excellent		Good		Fair		Poor		Don't know		Total	
	Recreation programs or classes	8%	63	30%	237	19%	147	3%	24	40%	312	100%
Recreation centers or facilities	7%	56	31%	238	23%	182	4%	28	35%	275	100%	780
Land use, planning and zoning	2%	17	21%	159	29%	229	13%	103	35%	269	100%	777
Code enforcement (weeds, abandoned buildings, etc)	3%	21	17%	136	35%	274	23%	177	23%	178	100%	785
Animal control	6%	46	31%	244	31%	245	14%	114	17%	137	100%	785
Economic development	3%	24	26%	201	38%	296	15%	118	18%	142	100%	782
Services to seniors	6%	45	23%	182	22%	173	8%	60	41%	325	100%	785
Services to youth	5%	39	23%	179	26%	207	9%	70	37%	286	100%	782
Services to low-income people	6%	46	19%	148	26%	204	10%	80	38%	294	100%	771
Public library services	19%	150	40%	313	19%	152	2%	13	20%	159	100%	787
Public information services	8%	64	33%	249	29%	220	4%	30	26%	202	100%	765
Cable television	10%	77	38%	292	29%	227	13%	97	10%	81	100%	774
Preservation of natural areas such as open space, farmlands and greenbelts	7%	54	34%	254	25%	190	9%	67	25%	188	100%	754

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Wichita	8%	66	50%	396	29%	232	6%	51	5%	43	100%
The Federal Government	6%	48	29%	226	36%	287	18%	141	11%	85	100%	787
The State Government	5%	42	33%	257	38%	298	14%	111	9%	73	100%	782
Sedgwick County Government	7%	56	39%	310	33%	259	9%	74	11%	86	100%	786

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Wichita within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	53%	411
Yes	47%	359
Total	100%	770

Question 14: City Employees												
What was your impression of the employee(s) of the City of Wichita in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	26%	94	48%	171	19%	68	6%	21	1%	3	100%
Responsiveness	27%	96	37%	133	21%	74	15%	53	0%	0	100%	357
Courtesy	35%	123	38%	134	16%	57	12%	42	0%	0	100%	357
Overall impression	25%	88	43%	152	21%	73	12%	42	0%	0	100%	355

Question 15: Government Performance												
Please rate the following categories of Wichita government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Wichita	5%	41	32%	254	36%	282	17%	136	10%	82	100%
The overall direction that Wichita is taking	6%	50	35%	279	37%	297	12%	98	9%	70	100%	793
The job Wichita government does at welcoming citizen involvement	5%	43	27%	210	35%	276	15%	119	18%	142	100%	789

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Wichita to someone who asks	32%	256	46%	370	13%	107	6%	48	3%	20	100%
Remain in Wichita for the next five years	54%	436	25%	199	9%	72	8%	66	4%	29	100%	802

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	33
Somewhat positive	14%	113
Neutral	43%	346
Somewhat negative	29%	238
Very negative	10%	77
Total	100%	807

Question 18a: Policy Question 1												
The City is exploring ways to enhance and develop public projects and services. Please indicate to what degree you would support or oppose City funds used to enhance and develop the following areas:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Creating new parks	31%	245	40%	320	16%	132	7%	55	6%	50	100%	802
More park amenities (such as swimming pools and tennis courts)	28%	227	41%	330	15%	124	8%	61	7%	60	100%	801
Additional bike paths	37%	298	36%	291	11%	91	7%	57	8%	65	100%	802
Additional police stations	33%	269	38%	308	14%	114	5%	43	9%	73	100%	807
Additional fire stations	37%	300	29%	233	5%	39	1%	7	28%	231	100%	810
Night bus service	25%	204	39%	315	6%	52	3%	24	26%	211	100%	806
Additional street maintenance	22%	174	31%	249	5%	38	2%	17	40%	322	100%	800
Improving branch libraries	30%	239	26%	212	6%	45	1%	12	36%	292	100%	800
Building a larger downtown public library	30%	241	29%	234	7%	58	2%	16	31%	252	100%	802

Question 18b: Policy Question 2												
Please indicate the degree to which you are satisfied or dissatisfied with the current level of arts and cultural opportunities provided by the City:	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know		Total	
	Quality of Botanica	16%	131	37%	296	19%	153	8%	61	19%	155	100%
Quality of Century II Performing Arts Center	33%	263	41%	331	12%	93	4%	30	11%	86	100%	803
Quality of CityArts	27%	219	29%	234	12%	92	7%	56	25%	199	100%	799
Quality of the Great Plains Nature Museum	40%	319	44%	349	5%	42	4%	30	7%	58	100%	800
Quality of the Wichita Art Museum	31%	252	38%	302	11%	91	6%	45	14%	115	100%	805
Knowledge of events and activities at the local attractions	20%	160	28%	221	23%	182	19%	153	11%	88	100%	805
Public investment in local attractions	11%	85	36%	285	21%	165	7%	53	27%	212	100%	800
Quality of public art	17%	136	39%	309	13%	102	4%	32	28%	222	100%	802
Public investment in public art	12%	92	29%	232	16%	127	6%	45	38%	299	100%	795
Mid-America All Indian Center	16%	128	35%	279	8%	67	3%	27	37%	301	100%	803
Cowtown	17%	134	31%	252	12%	98	5%	41	34%	275	100%	800

Question 18c: Policy Question 3												
To what degree, if at all, do the following barriers exist regarding housing choices in Wichita?	Definitely a barrier		Sort of a barrier		Not at all a barrier		Don't know		Total			
	Cost of housing	18%	140	36%	288	33%	262	13%	107	100%	797	
Distance to employment	8%	62	31%	248	49%	387	13%	100	100%	797		
Location of public transportation	15%	115	27%	210	27%	211	32%	257	100%	794		
Lack of accessibility for the disabled	10%	76	22%	174	25%	199	43%	342	100%	791		
Language barriers	14%	108	29%	229	31%	249	26%	210	100%	795		
Unfair lending practices	11%	87	17%	134	26%	203	46%	365	100%	789		
Discrimination based on gender	8%	62	20%	162	39%	310	33%	266	100%	800		
Discrimination based on age	10%	82	22%	178	35%	281	32%	260	100%	801		
Discrimination based on children/size of family	6%	51	17%	138	35%	280	41%	329	100%	798		
Discrimination on the basis of race and ethnicity	11%	91	22%	179	32%	254	34%	275	100%	798		

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	35%	278
Yes, full-time	54%	425
Yes, part-time	12%	92
Total	100%	794

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	84%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	2%
Work at home	3%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Wichita?	Percent of respondents	Count
Less than 2 years	6%	49
2 to 5 years	13%	106
6 to 10 years	10%	81
11 to 20 years	15%	121
More than 20 years	56%	453
Total	100%	810

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	54%	436
House attached to one or more houses (e.g., a duplex or townhome)	11%	89
Building with two or more apartments or condominiums	32%	262
Mobile home	0%	3
Other	3%	22
Total	100%	812

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	37%	294
Owned by you or someone in this house with a mortgage or free and clear	63%	500
Total	100%	795

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	10%	80
\$300 to \$599 per month	33%	260
\$600 to \$999 per month	35%	271
\$1,000 to \$1,499 per month	13%	106
\$1,500 to \$2,499 per month	6%	47
\$2,500 or more per month	3%	20
Total	100%	783

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	69%	557
Yes	31%	248
Total	100%	805

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	77%	619
Yes	23%	190
Total	100%	809

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	28%	217
\$25,000 to \$49,999	30%	232
\$50,000 to \$99,999	31%	241
\$100,000 to \$149,000	7%	58
\$150,000 or more	4%	29
Total	100%	778

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	91%	730
Yes, I consider myself to be Spanish, Hispanic or Latino	9%	69
Total	100%	799

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	4%	34
Asian, Asian Indian or Pacific Islander	5%	37
Black or African American	8%	65
White	81%	649
Other	7%	52
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	8%	61
25 to 34 years	23%	181
35 to 44 years	16%	129
45 to 54 years	22%	175
55 to 64 years	13%	100
65 to 74 years	8%	65
75 years or older	11%	92
Total	100%	803

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	421
Male	47%	376
Total	100%	797

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	18%	143
Yes	76%	611
Ineligible to vote	2%	16
Don't know	4%	33
Total	100%	803

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	33%	266
Yes	62%	505
Ineligible to vote	3%	25
Don't know	2%	14
Total	100%	810

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	13%	106
Yes	87%	703
Total	100%	809

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	41%	335
Yes	59%	473
Total	100%	808

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	26%	100
Land line	57%	217
Both	16%	62
Total	100%	379

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

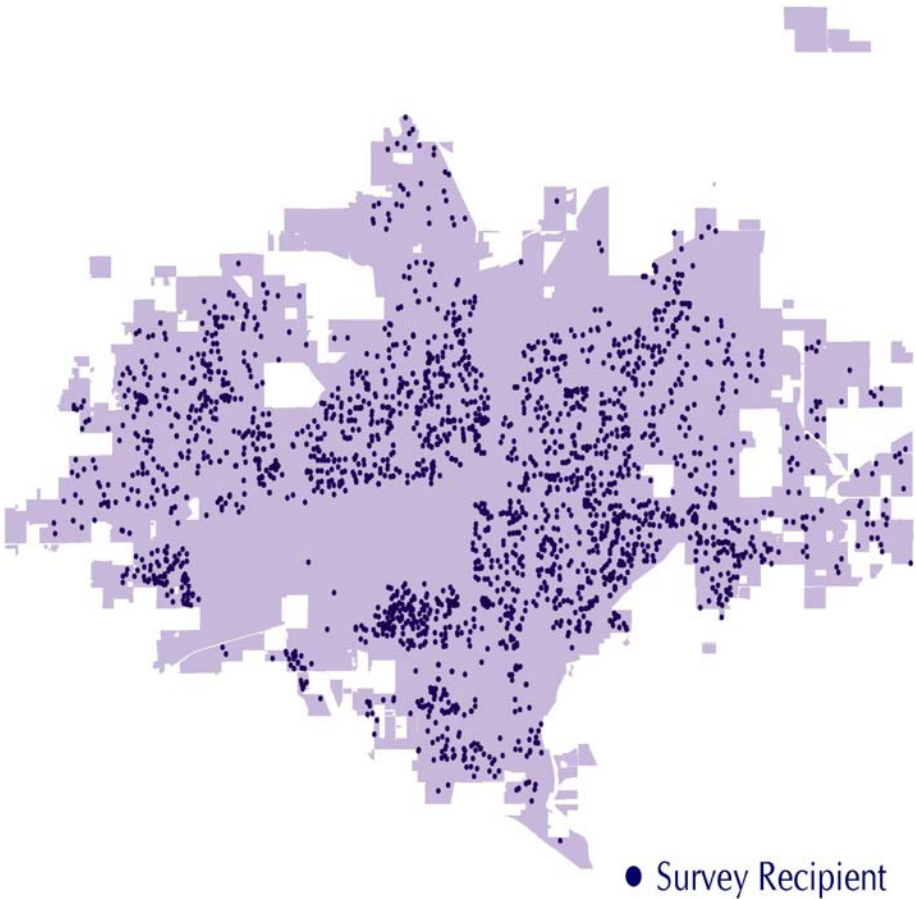
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Wichita were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within the City of Wichita boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Wichita households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Wichita boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Wichita. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 86: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™ City of Wichita, KS 2010

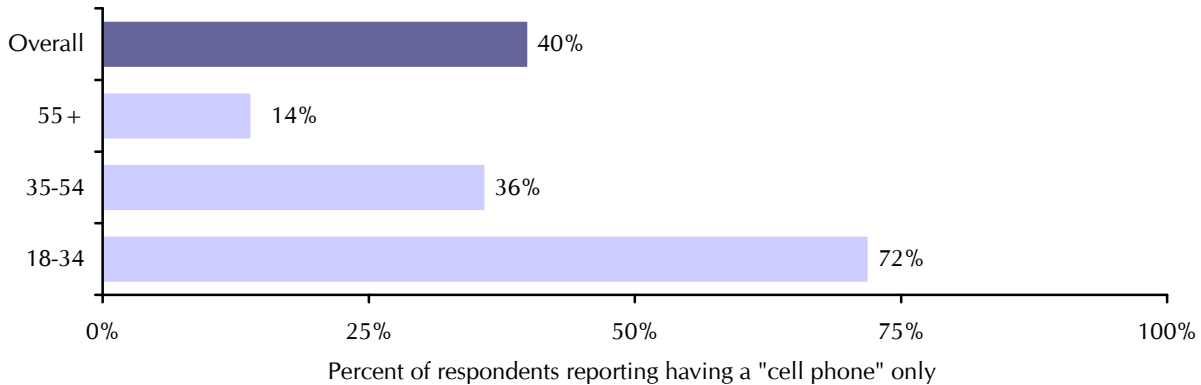


An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

The National Citizen Survey™ by National Research Center, Inc.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines were added to The NCS™ questionnaire. According to recent estimates, about 12 percent of all U.S. households have a cell phone but no landline. By 2010, researchers predict that 40 percent of Americans 18 to 30 years old will have only a cell phone and no landline.³

FIGURE 87: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN WICHITA



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning July 19, 2010. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The letter included an invitation to request a Spanish language survey as well as an invitation to complete the survey online if the recipient chose. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey and also included an invitation to request a Spanish language survey and an invitation to complete the survey online. Completed surveys were collected over the following seven weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Wichita survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (837 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of

³ . Paul J. Lavrakas, Charles D. Shuttles, Charlotte Steeh, and Howard Fienberg, “The State of Surveying Cell Phone Numbers in the United States: 2007 and Beyond,” *Public Opinion Quarterly* 71, no. 5 (2007), 840-854.

error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2006-2008 American Community Survey Census estimates for adults in the City of Wichita. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Wichita Citizen Survey Weighting Table			
Characteristic	Population Norm ⁴	Unweighted Data	Weighted Data
Housing			
Rent home	37%	34%	37%
Own home	63%	66%	63%
Detached unit	53%	67%	54%
Attached unit	47%	33%	46%
Race and Ethnicity			
White alone, not Hispanic	73%	79%	74%
Hispanic and/or other race	27%	21%	26%
Sex and Age			
Female	51%	60%	53%
Male	49%	40%	47%
18-34 years of age	33%	19%	30%
35-54 years of age	38%	30%	38%
55+ years of age	30%	51%	32%
Females 18-34	16%	13%	16%
Females 35-54	19%	18%	19%
Females 55+	16%	30%	18%
Males 18-34	16%	6%	15%
Males 35-54	19%	13%	19%
Males 55+	13%	21%	14%

⁴ Source: 2006-2008 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Wichita to the Benchmark Database

The City of Wichita chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations over 150,000). A benchmark comparison (the average

rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Wichita Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Wichita results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Wichita's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Wichita.

Dear City of Wichita Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Wichita. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Carl Brewer
Mayor/Alcalde ■ City of Wichita

Estimado residente de la ciudad de Wichita,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Wichita. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Wichita Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Wichita. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Carl Brewer
Mayor/Alcalde ■ City of Wichita

Estimado residente de la ciudad de Wichita,

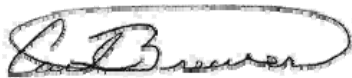
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Mayor/Alcalde ■ City of Wichita

Estimado residente de la ciudad de Wichita,

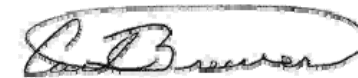
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Atentamente,



CITY OF
WICHITA
wichita.gov

455 North Main Street, 13th Floor
Wichita, Kansas 67202

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



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July 2010

Dear Wichita Resident:

The City of Wichita wants to know what you think about our community and municipal government. You have been randomly selected to participate in Wichita's 2010 Citizen Survey.

En este documento la Ciudad de Wichita le provee a usted una oportunidad importante para decirnos lo que piensa acerca de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Wichita. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos a Wichita al número 316- 303-8080 para pedir una copia de la encuesta en español. Todas sus respuestas quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, el cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Wichita City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Wichita residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend the few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 316-268-4351.

Please help us shape the future of Wichita. Thank you for your time and participation.

Sincerely,

Carl Brewer
Mayor

Office of the Mayor

City Hall ■ 1st Floor ■ 455 N. Main ■ Wichita, Kansas 67202-1698
T 316.268.4351 F 316.858.7743



August 2010

Dear Wichita Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Wichita wants to know what you think about our community and municipal government. You have been randomly selected to participate in The City of Wichita's 2010 Citizen Survey.

En este documento la Ciudad de Wichita le provee a usted una oportunidad importante para decirnos lo que piensa acerca de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Wichita. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos a Wichita al número 316- 303-8080 para pedir una copia de la encuesta en español. Todas sus respuestas quedarán completamente anónimas. (Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, el cuál está con franqueo pagado. Muchas gracias.

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Please help us shape the future of Wichita. Thank you for your time and participation.

Sincerely,

Carl Brewer
Mayor

Office of the Mayor

City Hall ■ 1st Floor ■ 455 N. Main ■ Wichita, Kansas 67202-1698

T 316.268.4351 F 316.858.7743

We invite the adult (18 years or older) in your household who most recently had a birthday to complete and return the enclosed survey, or to complete the survey online if you would prefer, at:

<http://www.n-r-c.com/survey/wichita.htm>

We invite the adult (18 years or older) in your household who most recently had a birthday to complete and return the enclosed survey, or to complete the survey online if you would prefer, at:

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<http://www.n-r-c.com/survey/wichita.htm>

The City of Wichita 2010 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Wichita:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Wichita as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Wichita as a place to raise children	1	2	3	4	5
Wichita as a place to work	1	2	3	4	5
Wichita as a place to retire	1	2	3	4	5
The overall quality of life in Wichita	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Wichita as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Wichita	1	2	3	4	5
Cleanliness of Wichita	1	2	3	4	5
Overall quality of new development in Wichita	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Wichita	1	2	3	4	5
Ease of bus travel in Wichita	1	2	3	4	5
Ease of bicycle travel in Wichita	1	2	3	4	5
Ease of walking in Wichita	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Air quality	1	2	3	4	5
Overall image or reputation of Wichita	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Wichita over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wichita?

- Not a problem
 Minor problem
 Moderate problem
 Major problem
 Don't know

5. Please rate how safe or unsafe you feel from the following in Wichita:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Wichita's downtown area during the day	1	2	3	4	5	6
In Wichita's downtown area after dark.....	1	2	3	4	5	6

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

- No → Go to Question 9
 Yes → Go to Question 8
 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?

- No
 Yes
 Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wichita?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Wichita public libraries or their services	1	2	3	4	5
Used Wichita recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Wichita	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Visited the City of Wichita Web site (at www.wichita.gov)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Wichita	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The City of Wichita 2010 Citizen Survey

11. Please rate the quality of each of the following services in Wichita:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5

12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Wichita.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Sedgwick County Government.....	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of the City of Wichita within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of the City of Wichita in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression.....	1	2	3	4	5

15. Please rate the following categories of Wichita government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Wichita	1	2	3	4	5
The overall direction that Wichita is taking	1	2	3	4	5
The job Wichita government does at welcoming citizen involvement.....	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Wichita to someone who asks	1	2	3	4	5
Remain in Wichita for the next five years	1	2	3	4	5

17. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

18. Please select the response that comes closest to your opinion for each of the following questions:

a. The City is exploring ways to enhance and develop public projects and services. Please indicate to what degree you would support or oppose City funds used to enhance and develop the following areas:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Creating new parks	1	2	3	4	5
More park amenities (such as swimming pools and tennis courts)	1	2	3	4	5
Additional bike paths	1	2	3	4	5
Additional police stations	1	2	3	4	5
Additional fire stations	1	2	3	4	5
Night bus service	1	2	3	4	5
Additional street maintenance	1	2	3	4	5
Improving branch libraries	1	2	3	4	5
Building a larger downtown public library	1	2	3	4	5

b. Please indicate the degree to which you are satisfied or dissatisfied with the current level of arts and cultural opportunities provided by the City:

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
Quality of Botanica	1	2	3	4	5
Quality of Century II Performing Arts Center	1	2	3	4	5
Quality of CityArts	1	2	3	4	5
Quality of the Great Plains Nature Center	1	2	3	4	5
Quality of the Wichita Art Museum	1	2	3	4	5
Knowledge of events and activities at the local attractions	1	2	3	4	5
Public investment in local attractions	1	2	3	4	5
Quality of public art	1	2	3	4	5
Public investment in public art	1	2	3	4	5
Mid-America All Indian Center	1	2	3	4	5
Cowtown	1	2	3	4	5

c. To what degree, if at all, do the following barriers exist regarding housing choices in Wichita?

	Definitely a barrier	Sort of a barrier	Not at all a barrier	Don't know
Cost of housing	1	2	3	4
Distance to employment	1	2	3	4
Location of public transportation	1	2	3	4
Lack of accessibility for the disabled	1	2	3	4
Language barriers	1	2	3	4
Unfair lending practices	1	2	3	4
Discrimination based on gender	1	2	3	4
Discrimination based on age	1	2	3	4
Discrimination based on children/size of family	1	2	3	4
Discrimination on the basis of race and ethnicity	1	2	3	4

d. What is the one thing the City of Wichita could do to improve your neighborhood?

The City of Wichita 2010 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults days
- Bus, Rail, Subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Wichita?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



Agosto 2010

Estimado residente de Wichita:

La Ciudad de Wichita desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Wichita 2010 Encuesta de los Ciudadanos.**

Por favor tome unos pocos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Wichita, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que sus respuestas se mantendrán anónimas.

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llámenos al (316) 303-8080.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño número que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Wichita. Gracias por su tiempo y participación.

Sinceramente,

Carl Brewer
Alcalde

Office of the Mayor

City Hall ■ 1st Floor ■ 455 N. Main ■ Wichita, Kansas 67202-1698
T 316.268.4351 F 316.858.7743

Encuesta Ciudadana del 2010 de la Ciudad de Wichita

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en Wichita:

	Excelente	Bueno	Pasable	Bajo	No sé
Wichita como lugar en donde vivir	1	2	3	4	5
Su vecindario como lugar en donde vivir	1	2	3	4	5
Wichita como lugar para criar niños	1	2	3	4	5
Wichita como lugar para trabajar	1	2	3	4	5
Wichita como lugar para jubilarse/retirarse	1	2	3	4	5
La calidad general de vida en Wichita.....	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Wichita:

	Excelente	Bueno	Pasable	Bajo	No sé
Sentido de cooperación comunitaria.....	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Wichita.....	1	2	3	4	5
Limpieza de Wichita.....	1	2	3	4	5
Calidad general de desarrollo nuevo en Wichita.....	1	2	3	4	5
Suficientes lugares de compra.....	1	2	3	4	5
Oportunidades para asistir a actividades culturales	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades para empleo	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Oportunidades para participar en asuntos de comunidad.....	1	2	3	4	5
Facilidad para andar en carro.....	1	2	3	4	5
Facilidad para andar en autobús.....	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar.....	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales	1	2	3	4	5
Disponibilidad de Estacionamiento Público	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles.....	1	2	3	4	5
Calidad del medio ambiente (aire)	1	2	3	4	5
Imagen/reputación general de Wichita.....	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	demasiado lento	un poco lento	cantidad apropiada	un poco rápido	muy rápido	no sé
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. ¿Hasta qué grado son problema los edificios en ruinas, lotes de hierba mala o vehículos chatarra en Wichita?

No son problema Problema menor Problema moderado Problema mayor No sé

5. Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Wichita:

	muy seguro	más o menos seguro	ni seguro ni inseguro	más o menos inseguro	muy inseguro	no sé
Crimen violento (Ej. violación, ataque, robo)	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto).....	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

6. Por favor clasifique qué tan seguro o inseguro se siente usted:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la Ciudad durante el día.....	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6

7. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?

- No → Vaya a la pregunta #9
 Sí → Vaya a la pregunta #8
 No sé → Vaya a la pregunta #9

8. ¿Si usted marcó sí, denunció esos crímenes a la policía?

- No
 Sí
 No sé

9. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Wichita?

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó las bibliotecas públicas de Wichita y sus servicios.....	1	2	3	4	5
Utilizó los centros de recreación de Wichita.....	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad.....	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad.....	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Miró una reunión de oficiales locales electos u otra reunión pública patrocinada por la Ciudad en televisión por cable, la Internet u otros medios	1	2	3	4	5
Visitó la Ciudad del sitio en red Wichita (www.wichita.gov)	1	2	3	4	5
Recicló papel, latas o botellas en su casa	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad	1	2	3	4	5

10. ¿Como qué tan a menudo, si lo hace, habla o tiene visita con sus vecinos inmediatos (gente que vive en los 10 o 20 hogares más cercanos a usted)?

- Casi todos los días
 Varias veces por semana
 Varias veces al mes
 Menos de varias veces al mes

11. Por favor clasifique la calidad de cada uno de los siguientes servicios en Wichita:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Servicios de la Policía	1	2	3	4	5
Servicios de Bomberos.....	1	2	3	4	5
Prevención de Crímenes	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Cortes Municipales	1	2	3	4	5
Imposición de las Leyes de Tránsito	1	2	3	4	5
Reparación de Calles	1	2	3	4	5
Limpieza de Calles.....	1	2	3	4	5
Iluminación de Calles	1	2	3	4	5
Removimiento de Nieve	1	2	3	4	5
Mantenimiento de Aceras / Veredas.....	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito	1	2	3	4	5
Servicios de Autobús / Transporte	1	2	3	4	5
Recolección de Basura.....	1	2	3	4	5
Drenajes	1	2	3	4	5
Agua Potable	1	2	3	4	5
Servicios de Cañería	1	2	3	4	5
Parques de Ciudad.....	1	2	3	4	5
Clases o Programas Recreativos	1	2	3	4	5
Centros de Recreación	1	2	3	4	5

Encuesta Ciudadana del 2010 de la Ciudad de Wichita

11. Por favor clasifique la calidad de cada uno de los siguientes servicios en Wichita:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Control de Animales	1	2	3	4	5
Desarrollo Económico	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, Ciudadanos de oro, "seniors")	1	2	3	4	5
Servicios para la juventud	1	2	3	4	5
Servicios para Personas de Bajos Recursos	1	2	3	4	5
Servicios de Bibliotecas Públicas.....	1	2	3	4	5
Servicios de Información Pública	1	2	3	4	5
Televisión por Cable.....	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, tierra de cultivo y áreas verdes.....	1	2	3	4	5

12. En general, ¿cómo evalúa usted los servicios suministrados por...

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
la Ciudad de Wichita	1	2	3	4	5
el Gobierno Federal	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5
Gobierno del Condado de Sedgwick.....	1	2	3	4	5

13. ¿Ha tenido contacto personal o por teléfono con algún empleado de la Ciudad de Wichita durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

- No → Vaya a la pregunta #15 Sí → Vaya a la pregunta #14

14. ¿Cuál fue su impresión de los empleados de la Ciudad de Wichita en su más reciente contacto? (Evalúe cada característica abajo.)

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Conocimiento	1	2	3	4	5
Simpatía.....	1	2	3	4	5
Cortesía	1	2	3	4	5
Impresión General	1	2	3	4	5

15. Por favor clasifique las siguientes categorías del desempeño gubernamental en Wichita:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
El valor de servicios para los impuestos pagados a Wichita.....	1	2	3	4	5
La dirección general que está tomando Wichita.....	1	2	3	4	5
La labor del gobierno de Wichita para incluir la participación ciudadana.....	1	2	3	4	5
La labor del gobierno de Wichita para escuchar a los ciudadanos.....	1	2	3	4	5

16. Por favor indique qué tan probable o improbable es usted para hacer cada uno de los siguientes:

	<i>Muy Probable</i>	<i>Algo probable</i>	<i>Algo improbable</i>	<i>Muy Improbable</i>	<i>No sé</i>
Recomendarle vivir en Wichita a alguien que pregunta	1	2	3	4	5
Permanecer en Wichita para los próximos cinco años.....	1	2	3	4	5

17. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo Más o menos positivo Neutral Más o menos negativo Muy negativo

18. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

a. La Ciudad está explorando maneras de mejorar y desarrollar proyectos y servicios públicos. Por favor indique hasta qué punto apoyaría o se opondría a que se utilicen fondos de la Ciudad para mejorar y desarrollar las siguientes áreas:

	<i>Fuertemente apoyaría</i>	<i>Algo apoyaría</i>	<i>Algo me opondría</i>	<i>Fuertemente me opondría</i>	<i>No sé</i>
Crear parques nuevos	1	2	3	4	5
Más amenidades de parques (tales como piscinas/ albercas y canchas de tenis)	1	2	3	4	5
Caminos adicionales para bicicleta	1	2	3	4	5
Estaciones adicionales de policía	1	2	3	4	5
Estaciones adicionales de bomberos	1	2	3	4	5
Servicio de autobús nocturno.....	1	2	3	4	5
Mantenimiento adicional de calles.....	1	2	3	4	5
Mejorar las sucursales de bibliotecas	1	2	3	4	5
Construir una biblioteca pública más grande en el centro	1	2	3	4	5

b. Por favor indique el grado hasta el cual está satisfecho o insatisfecho con el nivel actual de artes y oportunidades culturales proporcionadas por la Ciudad:

	<i>Satisfecho</i>	<i>Algo satisfecho</i>	<i>Algo insatisfecho</i>	<i>Muy insatisfecho</i>	<i>No sé</i>
Calidad de Botánica.....	1	2	3	4	5
Calidad del Century II Performing Arts Center (Centro de Artes Interpretativas Century II)	1	2	3	4	5
Calidad de CityArts (Artes de la Ciudad)	1	2	3	4	5
Calidad del Great Plains Nature Center (Centro de Naturaleza de Great Plains)	1	2	3	4	5
Calidad del Wichita Art Museum (Museo de Artes de Wichita)	1	2	3	4	5
Conocimiento de eventos y actividades en las atracciones/sitios locales	1	2	3	4	5
Inversión pública en las atracciones locales	1	2	3	4	5
Calidad de arte público.....	1	2	3	4	5
Inversión pública en el arte público	1	2	3	4	5
Mid-America All Indian Center (Centro Indígena Total de Mid-America).....	1	2	3	4	5
Cowtown.....	1	2	3	4	5

c. ¿Hasta qué punto existen las siguientes barreras respecto a selecciones de vivienda en Wichita?:

	<i>Barrera definitiva</i>	<i>En cierto modo barrera</i>	<i>Nada de barrera</i>	<i>No sé</i>
Costo de vivienda	1	2	3	4
Distancia al empleo	1	2	3	4
Ubicación de transporte público	1	2	3	4
Falta de accesibilidad para los minusválidos	1	2	3	4
Barreras de Idioma.....	1	2	3	4
Prácticas injustas para préstamos.....	1	2	3	4
Discriminación basada en el género	1	2	3	4
Discriminación basada en la edad.....	1	2	3	4
Discriminación basada en niños/tamaño de familia.....	1	2	3	4
Discriminación con base a la raza y origen étnico	1	2	3	4

d. ¿Cuál es una cosa que podría hacer la Ciudad de Wichita para mejorar su vecindario?

Encuesta Ciudadana del 2010 de la Ciudad de Wichita

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

D1. ¿Actualmente está empleado con sueldo?

- No → Vaya a la Pregunta D3
- Sí, tiempo completo → Vaya a la Pregunta D2
- Sí, medio tiempo → Vaya a la Pregunta D2

D2. Durante una semana típica, ¿cuántos días hace un recorrido hasta el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)

- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo días
- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos días
- Autobús, Vía férrea, Metro u otro transporte público días
- Caminar días
- Bicicleta días
- Trabajar en el hogar días
- Otro días

D3. ¿Cuántos años tiene usted viviendo en Wichita?

- Menos de 2 años
- 2-5 años
- 6-10 años
- 11-20 años
- Más de 20 años

D4. ¿Cuál describe mejor el edificio en el que vive?

- Casa de una sola familia separada de cualquier otra casa
- Casa adjunta a una o más casas (p.ej., un dúplex o townhome)
- Edificio con dos o más apartamentos o condominios
- Hogar móvil
- Otro

D5. ¿Es esta casa, apartamento o casa rodante / trailer es...

- Alquilada o la ocupa sin pago?
- Propia, o alguno de su familia la paga con hipoteca o ya está pagado?

D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive? (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?

- Menos de \$300 por mes
- \$300 a \$599 por mes
- \$600 a \$999 por mes
- \$1,000 a \$1,499 por mes
- \$1,500 a \$2,499 por mes
- \$2,500 o más por mes

D7. ¿Algún niño de 17 años o menos vive en su hogar?

- No
- Sí

D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- No
- Sí

D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

Por favor responda a ambas preguntas D10 y D11:

D10. ¿Es usted Español, Hispano o Latino?

- No, no soy Español, Hispano o Latino
- Sí, me considero Español, Hispano o Latino

D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

D12. ¿En que categoría está su edad?

- 18-24 años
- 25-34 años
- 35-44 años
- 45-54 años
- 55-64 años
- 65-74 años
- 75 años o más

D13. ¿Cuál es su sexo?

- Femenino
- Masculino

D14. ¿Está registrado para votar en su jurisdicción?

- No
- Sí
- No tengo derecho a votar
- No sé

D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?

- No
- Sí
- No tengo derecho a votar
- No sé

D16. ¿Usted tiene un teléfono celular?

- No
- Sí

D17. ¿Usted tiene una línea de tierra (conexión a la pared) en el hogar?

- No
- Sí

D18. Si usted tiene tanto un teléfono celular como una línea de tierra, ¿a cuál considera como su número primordial de teléfono?

- Celular
- Línea de tierra
- Ambos

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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Office of the Mayor
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Wichita, Kansas 67202-1698

Information for Spanish
speakers enclosed.

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español para los
hispanoparlantes.

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