



2008 Community Survey

City of Kalamazoo

Perspectives
■ Consulting Group



Information and planning that make the difference

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The City of Kalamazoo 2008 Community Survey was completed by 800 residents of the City of Kalamazoo. Every respondent was 18 years of age or older, lived within the city limits of Kalamazoo, and did not work for the City of Kalamazoo.

- Of the 800 respondents, 50.5% were female and 49.5% were male.
- When respondents were asked to identify the appropriate range for their household income, 34.6% of respondents indicated a household income of \$35,000 to \$49,999, followed by 28.4% with a household income under \$35,000, and 24.5% with a household income of \$50,000 to \$74,999.
- Respondents were asked which section of Kalamazoo they lived in. One hundred respondents (12.5%) lived in each of the eight sections of Kalamazoo.
- When respondents were asked to indicate their primary ethnic background, 60.0% were white/Caucasian and 31.6% were African-American/black. Five percent (5.0%) of the respondents had a Hispanic background and 2.4% had an Asian background.
- All of the respondents were at least 18 years old. Twenty-two percent (22.3%) of the respondents were between the ages of 18 and 24, followed by 22.1% of respondents who were between the ages of 25 and 34, and 18.4% of respondents were between the ages of 35 and 44.
- The respondents were asked to indicate the highest degree or level of school they have completed. Over one-third of the respondents (36.1%) have a bachelor's degree, followed by 24.1% who have had some college. Both a high school diploma and a graduate degree were named by 12.3% of respondents each.
- Over half of the respondents (55.4%) are currently employed full-time and 14.8% of respondents are currently employed part-time. Twelve percent (12.1%) of respondents are retired and 5.5% of respondents are homemakers.
- When asked if respondents rent or own their home, 59.0% own their own home and 40.9% rent their home.
- The respondents were asked which best describes the building they lived in. Two-thirds of the respondents (64.9%) lived in a house and 32.8% lived in an apartment or condominium. Two percent (2.0%) of respondents lived in a mobile home and one respondent (0.1%) lived in a nursing home.
- When asked how many years respondents lived in the City of Kalamazoo, 33.4% of respondents have lived there for 15 or more years, followed by 21.5% who have lived in the City of Kalamazoo for 5 to 9 years. Nineteen percent (19.1%) have lived in the City of Kalamazoo for 10 to 14 years and 16.1% have lived there for 3 to 4 years.
- Over half of the respondents (52.0%) do not have children age 17 or under, while 47.0% do have children 17 or under.



Executive Summary

- When respondents were asked if they are a registered voter, the majority, (87.6%) are a registered voter and 12.3% are not.
- The top three things respondents like about living in Kalamazoo include: the size/small town, lived there a long time, and family.
- The top three things respondents feel need to be improved include: the economy, crime/drugs, and employment/jobs.
- Respondents were then asked to name three issues facing their neighborhood. The top issues overall facing neighborhoods include: crime, followed by safety, and drugs.
- On a scale of 1 to 5, with 5 being excellent, 37.4% of respondents rated the overall performance of city government duties as a 4, followed by 32.4% of respondents who gave a rating of 3, and 13.4% of respondents who gave a rating of 2.
- The 122 respondents who rated the City of Kalamazoo overall as a 1 or 2 were asked why they feel that way. One-quarter (27.0%) indicated that crime has increase, followed by 23.0% who indicated there are not enough jobs. Seventeen percent (17.2%) of respondents said that city services are low quality and 14.8% said the streets are in poor condition.
- Over one-third of respondents (42.4%) rated the appearance and maintenance of the parks in the city as a 4, followed by 28.0% of respondents who gave a rating of 3, and 20.5% of respondents who gave a rating of 5, meaning excellent.
- Over one-third of respondents (41.3%) rated recreation programs and classes for adults and children as a 4, followed by 30.3% of respondents who gave a rating of 3, and 15.6% of respondents who gave a rating of 5, meaning excellent.
- On the same scale of 1 to 5, over one-third of respondents (38.4%) rated leaf pick-up as a 4, followed by 30.9% of respondents who gave a rating of 3, and 14.1% of respondents who gave a rating of 5, meaning excellent.
- Of the 800 respondents, one-third (32.6%) rated the handling of PCB issue as a 4, followed by 28.9% of respondents who gave a rating of 3, and 11.1% of respondents who gave a rating of 5, meaning excellent.
- Over one-third of respondents (38.6%) rated the speed of snow removal as a 4, followed by 29.8% of respondents who gave a rating of 3, and 14.5% of respondents who gave a rating of 5, meaning excellent.
- On a scale of 1 to 5, with 5 being excellent, 37.4% of the respondents rated the protection of groundwater as a 3, followed by 34.0% of respondents who gave a rating of 4, and 11.9% of respondents who gave a rating of 5, meaning excellent.
- Over one-third (36.9%) of respondents rated the frequency of street cleaning as a 3, followed by 31.4% of respondents who gave a rating of 4, and 12.4% of respondents who gave a rating of 5, meaning excellent.



Executive Summary

- Of the 800 respondents, just over one-third (34.5%) rated providing quality drinking water as a 4, followed by 29.8% of respondents who gave a rating of 3, and 14.3% of respondents who gave a rating of 5, meaning excellent.
- On a scale of 1 to 5, 35.8% rated creating and retaining jobs in the Kalamazoo area as a 3, followed by 27.0% of respondents who gave a rating of 4, and 21.8% of respondents who gave a rating of 2. Eight percent (7.9%) rated creating and retaining jobs as a 5, meaning excellent.
- When asked if respondents found themselves in an emergency situation, how confident are they that Public Safety would protect their family, 45.9% gave a rating of 4, followed by 25.8% of respondents who gave a rating of 5, meaning the respondents are very confident.
- Respondents were asked to rate Kalamazoo's Public Safety Department's responsiveness on a scale of 1 to 5, with 5 being excellent. Close to half of the respondents (42.5%) gave a rating of 4, followed by 23.1% of respondents who gave a rating of 5, meaning Kalamazoo's Public Safety Department's responsiveness is excellent.
- The 800 respondents were then asked to rate Kalamazoo's Public Safety Department's community involvement on a scale of 1 to 5, with 5 being excellent. Over one-third of the respondents (37.3%) gave a rating of 4, followed by 28.5% of respondents who gave a rating of 3.
- When asked to rate Kalamazoo's Public Safety Department's race relations on a scale of 1 to 5 with 5 being excellent, 29.3% of respondents gave a rating of 4, followed by 26.4% of respondents who gave a rating of 3.
- The respondents were then asked if they have noticed more public safety officers interacting with community members in the past year. Of the 800 respondents, 46.3% have not noticed public safety officers interacting with community members, while 41.4% have.
- The majority of respondents (73.9%) have not had direct contact with a Kalamazoo City employee in the past year, compared to 21.6% of respondents who have had direct contact.
- The respondents who have had direct contact with a Kalamazoo City employee in the past year, were then asked if they received a prompt response from the City staff. The majority of the respondents (79.2%) received a prompt response from City staff, compared to 9.8% percent who did not receive a prompt response from City staff.
- When asked how respondents feel about the level of communication between City government and residents, 71.0% indicated that the level of communication meets their expectations, while 12.9% felt the level of communication exceeds their expectations. Seven percent (6.5%) of respondents felt the level of communication fails to meet their expectations.
- On a scale of 1 to 5, with 5 being excellent, 39.3% of respondents rated the city's stewardship of their tax dollars as a four, while 35.5% rated the city's stewardship as a three.



Executive Summary

- Respondents were then asked if they had recently viewed the City of Kalamazoo’s website. Over half of the respondents (64.6%) had not recently viewed the city’s website, while 34.8% had viewed the website.
- The respondents who had recently viewed the City of Kalamazoo’s website were then asked if they were able to easily find what they were looking for. The majority, (90.3%) were able to find what they were looking for easily, while 6.5% could not find what they were looking for.
- The majority of respondents, 80.5%, either strongly agree or agree that building code compliance improves neighborhood property values, while only 5.4% either strongly disagree or disagree.
- The respondents were then asked if they would support a single garbage hauler to service City residents. Close to half (45.6%) would support a single garbage hauler, while 28.3% would not.
- When asked how often respondents had visited a city park in the past year, 37.6% had visited a park 2 to 5 times, followed by 17.3% of respondents who had visited a park one time in the past year. Sixteen percent of respondents had never visited a Kalamazoo City park.
- The 800 respondents were then asked how often they had attended an arts or cultural event in the past year. Thirty-four percent (33.9%) had attended an arts or cultural event 2 to 5 times in the past year and 28.5% of respondents had attended only once in the past year. Twenty-four percent of respondents (23.8%) had never attended an arts or cultural event in the past year.
- Respondents were then asked how often they attended a festival downtown. Of the 800 respondents, 38.5% had attended a downtown festival between 2 and 5 times in the past year, while 29.9% of respondents had only attended a festival once. Close to one-quarter (22.4%) of respondents had never attended a festival in downtown Kalamazoo.
- When respondents were asked if they had walked or biked Kalamazoo’s trailways in the past year, over one-third of the respondents (36.1%) had never walked or biked the trailways. Twenty-three percent (22.8%) of respondents had walked or biked between 2 and 5 times, while 19.1% had only walked or biked Kalamazoo’s trailways once in the past year.
- The 800 respondents were then asked how often they have gone shopping in downtown Kalamazoo in the past year. Twenty-nine percent of respondents (28.8%) have gone shopping between 2 and 5 times in the past year, while 23.4% have never shopped in downtown Kalamazoo, and 21.4% have gone shopping once in the past year.
- Respondents were then asked how often they had dined at a downtown Kalamazoo restaurant or deli in the past year. Of the 800 respondents, 30.8% had dined at a downtown restaurant or deli 2 to 5 times, while 21.0% of respondents had dined 12 or more times in the past year. Twelve percent (12.0%) of respondents had never dined at a downtown Kalamazoo restaurant or deli.



Jerri Barnett-Moore, Deputy City Manager for the City of Kalamazoo has requested that Perspectives Consulting Group, Inc. conduct a community survey for the City. By 2015, the City of Kalamazoo hopes to create a sustainable community as part of their vision for the City. To help reach this goal, the City wants to evaluate the perceptions of its residents in the following areas: community building/neighborhood development, economic vitality/fiscal stewardship, environmental stewardship, and responsive and responsible government.

To collect information from the City's residents about their perceptions and have a representative sample of Kalamazoo residents, a telephone survey was chosen as the most appropriate method to collect data.

The information needs and objectives for this project include:

- 1) Measure the balance among the needs of the environment, the economy, and the social needs of Kalamazoo residents
- 2) Measure awareness and identify perceptions about the quality of services provided by the City of Kalamazoo
- 3) Develop benchmarking data to be used to evaluate the effectiveness of the services provided to City residents
- 4) Understand the public perception of the City of Kalamazoo
- 5) Understand the opportunities for, and effectiveness of communication between residents and the City
- 6) Evaluate the City's progress and perception in creating a sustainable community for residents

There are two main sections to the report; **Survey Results** and **Conclusions**. The **Survey Results** include the responses to all of the survey questions, generally grouped into categories. The **Conclusions** section outlines some of the implications of the research based upon survey findings.





The City of Kalamazoo 2008 Community Survey consisted of 45 questions. Topics included satisfaction with the City of Kalamazoo, Public Safety Department, City of Kalamazoo Government, City of Kalamazoo activities, and general demographics. The questions included various formats including yes/no, open-ended response, and predefined choices. The survey was designed to be completed in ten to fifteen minutes, and was developed based on input from the City of Kalamazoo City Managers Office. Perspectives Consulting Group, Inc. assembled and ordered the survey questions based on generally accepted survey practices. The survey instrument is included for reference in the **Appendices**.

Survey Execution

The population to be surveyed was specifically limited to City of Kalamazoo residents. The City of Kalamazoo was divided into eight sections, which are described below:

- **North:** Northside, Stuart, and Fairmont neighborhoods
- **Northeast:** Burke Acres and Mt. Olivet neighborhoods
- **Central:** Central Business District, Vine, Western Michigan University, KRP, West Main Hill, Gateway, and South Street neighborhoods
- **South:** South Westledge, Westledge Hill, Parker-Duke, Southside, West, Kilgore, Lakeside, Whites, Bronson, and Edgemoor
- **Southeast:** Milwood and Homecrest Circle
- **Southwest:** Colony Farm, Parkview Hills, Oakwood, Hill 'n Brook, Parkwyn Village, and Woods Lake
- **East:** Edison and Eastside
- **West:** Arcadia, Knollwood, Oakland, Winchell, and Westwood

The sampling method used for this survey was a random-digit dialing of telephone numbers with the following telephone prefixes within the eight sections: 226, 276, 341, 342, 343, 344, 345, 349, 353, 372, 375, 381, 382, 383, 384, 385, 388, 544, 552, 553, and 567.

There were 100 telephone surveys completed in each of the eight sections. A list of random telephone numbers was prepared for each section and the numbers were dialed until 800 total completions were made. A total of 9,525 telephone calls were made to obtain the 800 completions. It is important to note that while 100 surveys were completed in each of the eight sections, the population of the City of Kalamazoo is not equally divided into the eight sections. Therefore, the 100 completed surveys in some sections is more than would be proportionate to the exact population and other sections are less than would be proportionate to the exact population.

The survey interviewing took place in July and August 2008 during the evening hours of 6:00 p.m. to 9:00 p.m. local time. A pretest of 63 surveys was completed with no difficulties or problems noted. These pretest completions are included as part of the final results.

Based on the number of respondents and the number of survey completions, a confidence level and confidence interval can be calculated. In statistical terms, the confidence level is the likelihood that if the survey were replicated the results would be the same. The confidence level for this survey is 95 percent, meaning 95 times out of 100, this survey would produce substantially the same results as achieved this time.



Survey Execution

The confidence interval is the range any answer could vary from the actual value. This is the “+/- xxx percent” margin of error value that pollsters reference. In this case, the City of Kalamazoo 2008 Community Survey has a confidence interval of +/-3 percent. Therefore, the answer to any question on the survey is within plus or minus 3 percent of the actual value. When comparing two responses to a question any difference of less than 6 percent needs to be examined carefully, since statistically the difference could be considered negligible.

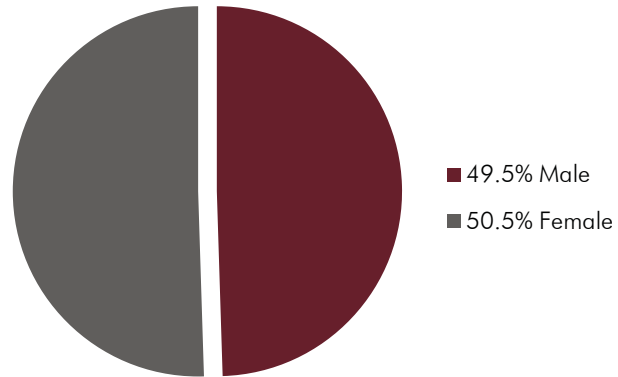


Respondent Profile

Chart 1

Gender of Respondents

Of the 800 respondents, 50.5% were female and 49.5% were male.



Source: City of Kalamazoo 2008 Community Survey, question 45

Chart 2

Household Income

Respondents were also asked to identify the appropriate range for their household income. Thirty-five percent (34.6%) of respondents indicated a household income of \$35,000 to \$49,999, followed by 28.4% with a household income under \$35,000, and 24.5% with a household income of \$50,000 to \$74,999. Seventeen respondents (2.1%) refused to indicate their household income.

	% Respondents
Under \$35,000	28.4%
\$35,000 to \$49,999	34.6%
\$50,000 to \$74,999	24.5%
\$75,000 to \$100,000	7.1%
Over \$100,000	3.3%
Refused/Don't know	2.1%

Source: City of Kalamazoo 2008 Community Survey, question 44



Respondent Profile

Respondents were asked to indicate which section of Kalamazoo they lived in. The city was sectioned according to the following areas:

- **North:** Northside, Stuart, and Fairmont neighborhoods
- **Northeast:** Burke Acres and Mt. Olivet neighborhoods
- **Central:** Central Business District, Vine, Western Michigan University, KRPH, West Main Hill, Gateway, and South Street neighborhoods
- **South:** South Westnedge, Westnedge Hill, Parker-Duke, Southside, West, Kilgore, Lakeside, Whites, Bronson, and Edgemoor
- **Southeast:** Milwood and Homecrest Circle
- **Southwest:** Colony Farm, Parkview Hills, Oakwood, Hill 'n Brook, Parkwyn Village, and Woods Lake
- **East:** Edison and Eastside
- **West:** Arcadia, Knollwood, Oakland, Winchell, and Westwood

It is important to note that while 100 surveys were completed in each of the eight sections, the population of the City of Kalamazoo is not equally divided into the eight sections. Therefore, the 100 completed surveys in some sections is more than would be proportionate to the exact population and other sections are less than would be proportionate to the exact population.

Chart 3
Section of Kalamazoo Lived In

	% Respondents
North	12.5%
Northeast	12.5%
Central	12.5%
South	12.5%
Southeast	12.5%
Southwest	12.5%
East	12.5%
West	12.5%

Source: City of Kalamazoo 2008 Community Survey, question 43



Chart 4

Primary Ethnic Background

When respondents were asked what their primary ethnic background was, 60.0% were white/Caucasian and 31.6% were African-American/black. Five percent (5.0%) of the respondents had a Hispanic background and 2.4% had an Asian background. Six respondents did not indicate their primary ethnic background and two respondents indicated other ethnic backgrounds.

Other ethnic backgrounds include:

- American Indian
- Arabic

	% Respondents
White/Caucasian	60.0%
African-American	31.6%
Hispanic	5.0%
Asian	2.4%
Other	0.3%
Unsure/NA	0.8%

Source: City of Kalamazoo 2008 Community Survey, question 42

Chart 5

Age of Respondents

All of the respondents were at least 18 years old. Twenty-two percent (22.3%) of the respondents were between the ages of 18 and 24, followed by 22.1% of respondents who were between the ages of 25 and 34, and 18.4% of respondents were between the ages of 35 and 44. Three respondents (0.4%) did not indicate their age.

	% Respondents
18 to 24 years of age	22.3%
25 to 34 years of age	22.1%
35 to 44 years of age	18.4%
45 to 54 years of age	13.8%
55 to 64 years of age	8.9%
65+ years of age	14.3%
Unsure/NA	0.4%

Source: City of Kalamazoo 2008 Community Survey, question 41



Respondent Profile

Chart 6
Highest Degree or Level of Education

	% Respondents
Bachelor's Degree	36.1%
Some college	24.1%
High School Diploma	12.3%
Graduate Degree	12.3%
Associates Degree	12.1%
Some High School	2.6%
Other	0.5%

Source: City of Kalamazoo 2008 Community Survey, question 39

The respondents were asked what the highest degree or level of school they have completed. Over one-third of the respondents (36.1%) have a bachelor's degree, followed by 24.1% who have had some college. Both a high school diploma and a graduate degree were named by 12.3% of respondents.

Other responses include:

5th grade
Trade school

Chart 7
Current Employment Status

	% Respondents
Currently employed full-time	55.4%
Currently employed part-time	14.8%
Retired	12.1%
Homemaker	5.5%
Student	4.5%
Self-employed	3.8%
Unemployed	3.0%
Disabled	1.0%

Source: City of Kalamazoo 2008 Community Survey, question 40

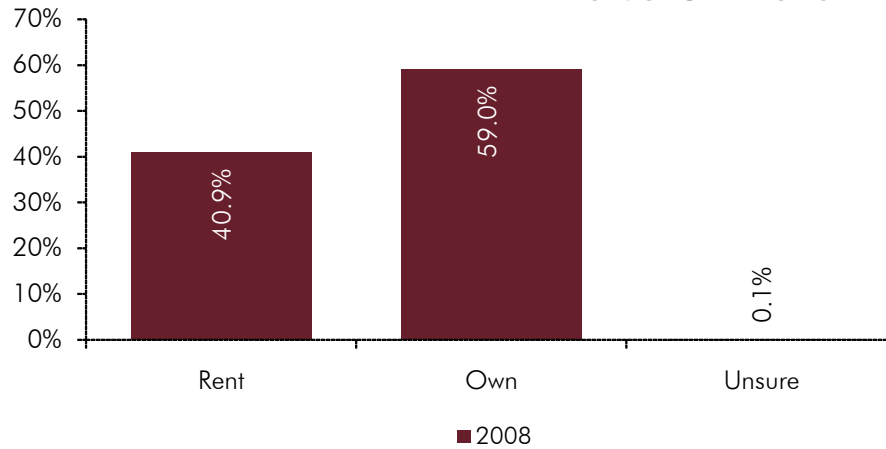
The 800 respondents were asked what their current employment status was. Over half of the respondents (55.4%) are currently employed full-time and 14.8% of respondents are currently employed part-time. Twelve percent (12.1%) of respondents are retired and 5.5% of respondents are homemakers.



When asked if respondents rent or own their home, 59.0% own their own home and 40.9% rent their home. One respondent (0.1%) did not indicated if their rent or own their home.

Chart 8

Rent or Own Home



Source: City of Kalamazoo 2008 Community Survey, question 35

Chart 9

Type of Building Lived In

The respondents were asked which best describes the building they lived in. Two-thirds of the respondents (64.9%) lived in a house and 32.8% lived in an apartment or condominium. Two percent (2.0%) of respondents lived in a mobile home and one respondent (0.1%) lived in a nursing home. Two respondents did not indicate the type of building they lived in.

	% Respondents
House	64.9%
Apartments/condominiums	32.8%
Mobile home	2.0%
Nursing home	0.1%
Unsure/NA	0.3%

Source: City of Kalamazoo 2008 Community Survey, question 36



Respondent Profile

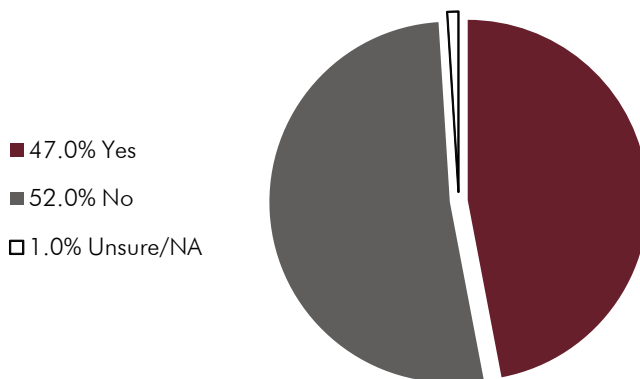
Chart 10
Years Lived in Kalamazoo

	% Respondents
Under one year	1.4%
1 to 2 years	8.5%
3 to 4 years	16.1%
5 to 9 years	21.5%
10 to 14 years	19.1%
15+ years	33.4%
Unsure/NA	0.0%

Source: City of Kalamazoo 2008 Community Survey, question 37

When asked how many years respondents lived in the City of Kalamazoo, 33.4% of respondents have lived there for 15 or more years, followed by 21.5% who have lived in the City of Kalamazoo for 5 to 9 years. Nineteen percent (19.1%) have lived in the City of Kalamazoo for 10 to 14 years and 16.1% have lived there for 3 to 4 years.

Chart 11
Children Living in Household



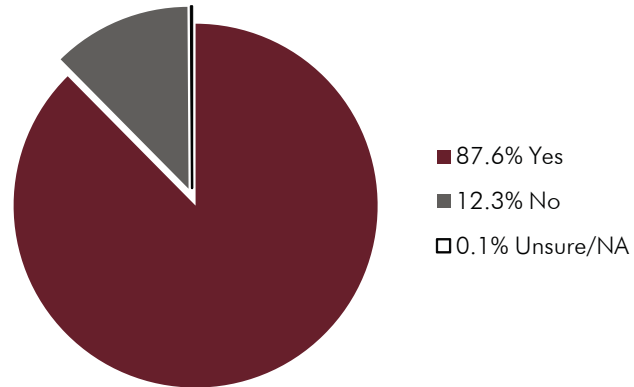
Source: City of Kalamazoo 2008 Community Survey, question 38

The respondents were then asked the question, "Do you have any children age 17 or under living in your household?" Over half of the respondents (52.0%) do not have children age 17 or under, while 47.0% have children. Eight respondents (1.0%) did not indicate if they have children age 17 or under living in their household.



When respondents were asked if they are a registered voter, the majority (87.6%) were a registered voter and 12.3% were not. One respondent (0.1%) was unsure if they were a registered voter.

Chart 12
Registered Voter



Source: City of Kalamazoo 2008 Community Survey, question 34



Satisfaction with City of Kalamazoo

Chart 13
Like About Living in Kalamazoo

	% Respondents
Size/small town	31.4%
Lived there a long time	29.9%
Family	28.3%
Convenience	27.1%
Diversity of population	25.8%
Schools	24.8%
City has lots to offer	15.4%
City is improving	14.0%
Quality of neighborhoods	10.9%
Jobs	10.6%
Shopping	8.4%
Kalamazoo Promise	6.1%
Friends	4.4%
Downtown	2.1%
Other	11.4%
Unsure/NA	8.8%

The 800 respondents were asked the question, "What are three things you like about living in Kalamazoo that you would not want to lose?" Respondents were not prompted with choices. The top three things respondents like about living in Kalamazoo include: the size/small town, lived there a long time, and family.

Source: City of Kalamazoo 2008 Community Survey, question 1

*Chart totals over 100% as respondents were able to list more than one response

Other responses include:

9 Respondents

Arts

6 Respondents

Culture

5 Respondents

Co-workers

Safety

Western Michigan University



4 Respondents

Entertainment
Everything
Friendliness
Friends
Weather

3 Respondents

Cleanliness
Downtown
Night life
Parks
Recycling

2 Respondents

People
Public transportation
Restaurants

1 Respondent

Architecture
Atmosphere
Bars
Bike paths
Born
CD Warehouse
Climate
Club involvement
Colleges
Cost of living
Country area
Dining
Downtown library
Economy
Geographic location
Green practices
Kalamazoo Promise
KVCC
Lack of traffic
Lakes
Local sports teams
Low crime
Medical care
My house
My sweet yard
Neighbors
Nothing
Pace
People are tolerant
Public Safety
Very well acquainted



Satisfaction with City of Kalamazoo

Demographic categories with a significantly higher percentage of respondents who said size/small town was the top thing about living in Kalamazoo that they would not want to lose include: retired (40.2%), age 65 and over (38.6%), East section (43.0%), West section (39.0%), and household income over \$100,000 (42.3%).

Demographic categories with a significantly lower percentage of respondents who said size/small town was the top thing about living in Kalamazoo that they would not want to lose include: student (22.2%), disabled (25.0%), North section (21.0%), Northeast section (25.0%), and household income \$50,000-\$74,999 (23.0%).

Chart 14
Need to be Improved in Kalamazoo

	% Respondents
Economy	32.4%
Crime/drugs	30.6%
Employment/jobs	28.1%
Roads	23.5%
Traffic	22.8%
Taxes are too high	19.5%
Schools	19.0%
Neighborhoods	14.5%
More youth activities	10.9%
Not much to do	10.5%
More restaurants	6.5%
Police	4.5%
More shopping	3.9%
Leaf pick-up	0.6%
Other	13.5%
Unsure/NA	9.4%

The 800 respondents were then asked to name three things about living in Kalamazoo that need to be improved. Respondents were not prompted with choices. The top three things respondents feel need to be improved include: the economy, crime/drugs, and employment/jobs.

Source: City of Kalamazoo 2008 Community Survey, question 2

*Chart totals over 100% as respondents were able to list more than one response



Other responses include:

12 Respondents

Public transportation

9 Respondents

Construction

Gas prices

6 Respondents

Homelessness

5 Respondents

Parking downtown

4 Respondents

Health care

Race relations

3 Respondents

Adult entertainment

Bike paths

Gangs

Litter

2 Respondents

Better recreational center

Cleanliness

Mental health

Parks

Safety

Snow removal

Traffic lights

1 Respondent

Commissioners are not suitable

Curfew

Ditches on community roads

Downtown planning

Government in city

Haulers

Housing

Increase family ownership

Increase turnout

Juvenile home programs

Media

More city services

More outreach programs

More parks

More progressive

More public recreation

Need stronger leadership



Satisfaction with City of Kalamazoo

1 Respondent - continued

New administration to listen to people
Newspaper
No real diversity
Noise
Not enough cultural events
People to take more action
Poverty
Radio stations
Restoration of old buildings
Schools need help
Secretary of State
Senior resources
Sidewalks
Teen pregnancy
Too many apartments
Trash trucks
Trashy parks
Violence in school
Water
Welcome sign at entrance to the city

Demographic categories with a significantly higher percentage of respondents who said the economy in Kalamazoo needs to be improved include: lived in Kalamazoo 5-9 years (39.0%), graduate degree (39.8%), employed part-time (39.0%), self-employed (53.3%), age 55-64 (42.3%), and Central section (43.0%).

Demographic categories with a significantly lower percentage of respondents who said the economy in Kalamazoo needs to be improved include: high school diploma (22.4%), retired (21.6%), age 35-44 (25.2%), and North section (26.0%).



Satisfaction with City of Kalamazoo

Respondents were then asked to name three issues facing their neighborhood. The top issues overall facing neighborhoods include: crime, followed by safety, and drugs. The issues have also been categorized by the section of Kalamazoo respondents live in.

Chart 15
Top Issues Facing Neighborhoods

	Total %									
	Respondents	North	Northeast	Central	South	Southeast	Southwest	East	West	
Crime	29.1%	36.0%	22.0%	22.0%	37.0%	32.0%	30.0%	30.0%	24.0%	
Safety	24.9%	21.0%	29.0%	31.0%	29.0%	19.0%	34.0%	16.0%	20.0%	
Drugs	17.3%	23.0%	19.0%	18.0%	17.0%	13.0%	13.0%	18.0%	17.0%	
Streets	16.3%	14.0%	16.0%	22.0%	15.0%	21.0%	18.0%	13.0%	11.0%	
Speeding	14.6%	7.0%	18.0%	24.0%	20.0%	13.0%	19.0%	8.0%	8.0%	
Garbage/litter/trash	14.3%	14.0%	16.0%	19.0%	13.0%	14.0%	13.0%	10.0%	15.0%	
Noise	11.5%	7.0%	13.0%	15.0%	10.0%	9.0%	12.0%	9.0%	17.0%	
Vandalism	10.8%	14.0%	11.0%	18.0%	10.0%	7.0%	7.0%	8.0%	11.0%	
Police/police patrols	10.0%	9.0%	11.0%	10.0%	15.0%	10.0%	7.0%	9.0%	9.0%	
Snow removal	6.9%	5.0%	6.0%	6.0%	9.0%	6.0%	7.0%	9.0%	7.0%	
Street lights	5.0%	3.0%	8.0%	4.0%	5.0%	6.0%	4.0%	4.0%	6.0%	
Leaf removal	4.9%	6.0%	8.0%	4.0%	4.0%	4.0%	4.0%	6.0%	3.0%	
Stray animals	4.1%	2.0%	5.0%	4.0%	6.0%	7.0%	4.0%	2.0%	3.0%	
Other	8.1%	12.0%	10.0%	11.0%	9.0%	5.0%	7.0%	3.0%	8.0%	
Unsure/NA	8.1%	28.0%	29.0%	19.0%	15.0%	29.0%	31.0%	39.0%	30.0%	

Source: City of Kalamazoo 2008 Community Survey, question 3

*Chart totals over 100% as respondents were able to list more than one response



Satisfaction with City of Kalamazoo

Other responses include:

North

Pan handlers (2 respondents)
Student housing (2 respondents)
Construction
High cost of housing
Housing
Kids skip school and hang around the neighborhood
No landlord
No sidewalks
Noise
People in streets
Police harassment of blacks
Run-down businesses

Northeast

Traffic (2 respondents)
Foreclosures
Gangs
Health care
Homelessness
Housing
Jobs
Lawn maintenance
None
Roads
Should not have separate leaf pick-up times

Central

Homelessness (5 respondents)
Traffic (2 respondents)
Keep track of student rentals
Parking
Public transportation
Too many college kids

South

Gangs (2 respondents)
Sidewalks (2 respondents)
Housing
Loitering
Nosey neighbors
Take better care of landscape
Taxes

Southeast

Homelessness
Mental health
Pot holes
Roads
Teenagers—not enough school programs
Violent kids



Satisfaction with City of Kalamazoo

Southwest

Housing (2 respondents)

Bike paths

Doesn't have a "neighborhood" feeling

Gangs

Growth

Lawn maintenance

Traffic

East

Housing

Taxes

Water

West

Construction (2 respondents)

Parks (2 respondents)

Gangs

Have to use gas and septic tank

Housing

Too many rentals

Demographic categories with a significantly higher percentage of respondents who said crime was the top issue facing their neighborhood include: lived in Kalamazoo 10-14 years (35.3%), self-employed (36.7%), North section (36.0%), and South section (37.0%).

Demographic categories with a significantly lower percentage of respondents who said crime was the top issue facing their neighborhood include: graduate degree (20.4%), retired (15.5%), age 65 and over (21.1%), Northeast section (22.0%), Central section (22.0%), household income \$100,000 or more (19.2%), and Hispanic/Asian/other ethnicities (19.7%).



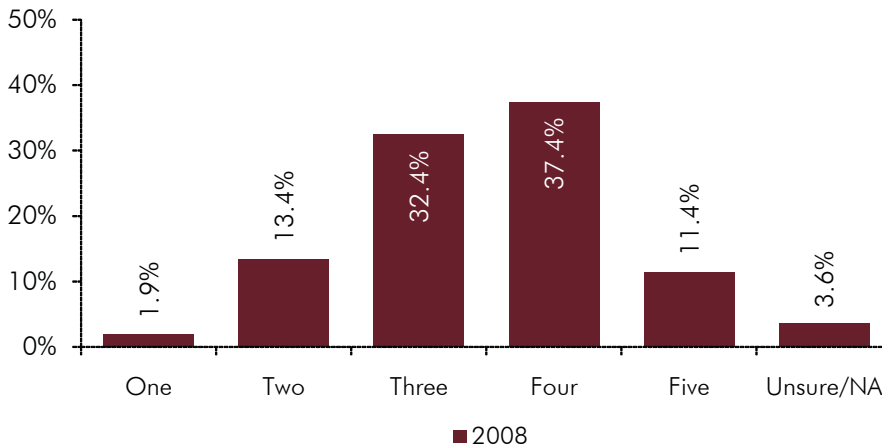
Satisfaction with City of Kalamazoo

“How well is city government performing its duties overall?” (771 respondents - average 3.45)

One-third of respondents (37.4%) gave a rating of 4, followed by 32.4% of respondents who gave a rating of 3, and 13.4% of respondents who gave a rating of 2. Four percent of respondents (3.6%) were unsure how well the city government is performing its duties overall.

Chart 16

City Government Performing Duties Overall



Source: City of Kalamazoo 2008 Community Survey, question 4

An average was calculated where 1 indicates the City of Kalamazoo is performing very poorly and 5 indicates the City of Kalamazoo is performing excellent. Therefore, if all respondents felt the City of Kalamazoo was performing excellent, the average for that area would be 5.0.

Demographic categories with a significantly higher average include: lived in Kalamazoo 3-4 years (3.61), bachelor's degree (3.58), Southwest section (3.72), and household income \$100,000 or more (3.84).

Demographic categories with a significantly lower average include: some college (3.28).



Satisfaction with City of Kalamazoo

There were 122 respondents who rated the City of Kalamazoo overall as a 1 or 2. Those respondents were then asked why they feel that way. Of the 122 respondents, 27.0% indicated that crime has increased, followed by 23.0% who indicated there are not enough jobs. Seventeen percent (17.2%) of respondents said that city services are low quality and 14.8% said the streets are in poor condition. Seven respondents (5.7%) were unsure why they rated the City of Kalamazoo overall as a 1 or 2.

Chart 17
Rating City of Kalamazoo Poorly

	% Respondents
Crime has increased	27.0%
Not enough jobs	23.0%
City services are low quality	17.2%
Streets in poor condition	14.8%
No communication with community leaders	13.1%
Other	5.7%
Unsure/NA	5.7%

Source: City of Kalamazoo 2008 Community Survey, question 5

*Chart totals over 100% as respondents were able to list more than one response

Other responses include:

- Bums
- Crime
- Homelessness
- Kalamazoo economy
- No control over politics
- Nothing changes
- Personal
- Police are more concerned with small issues instead of main issues

Demographic categories with a significantly higher percentage of respondents who said the City of Kalamazoo government is performing poorly because crime has increased include: children living in household (34.6%), bachelor's degree (34.4%), employed full-time (35.6%), white/Caucasian (33.8%), household income under \$35,000 (33.3%), and female (34.4%).

Demographic categories with a significantly lower percentage of respondents who said the City of Kalamazoo government is performing poorly because crime has increased include: no children living in household (20.3%), African American/black (18.2%), and male (19.7%).



Satisfaction with City of Kalamazoo

Among respondents, the top-rated areas include: appearance and maintenance of parks in the city, recreation programs and classes for adults and children, and leaf pick-up.

Chart 18

Performance of City of Kalamazoo

	Averages
Appearance and maintenance of the parks in the city	3.76
Providing recreation, programs, and classes for adults and children	3.68
Leaf pick-up	3.60
Handling the PCB issue	3.50
Speed of snow removal	3.49
Protecting our groundwater	3.45
Frequency of street cleaning	3.43
Providing quality drinking water	3.39
Creating and retaining jobs in the area	3.12

Source: City of Kalamazoo 2008 Community Survey, questions 6-14

An average was calculated for each area where 1 indicates the City of Kalamazoo is performing very poorly and 5 indicates the City of Kalamazoo is performing excellent. Therefore, if all respondents felt the City of Kalamazoo was performing excellent, the average for that area would be 5.0.

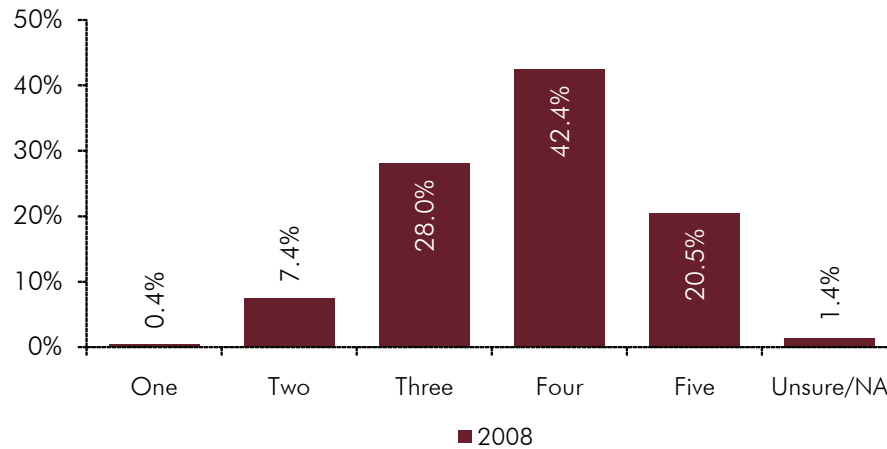
Given the statistical accuracy of the study care needs to be taken when interpreting the data. Any two averages within 0.24 of each other are considered to be statistically equal. For example, among respondents, leaf pick-up (3.60) and handling the PCB issue (3.50) have averages within the 0.24 margin of error, and should be considered statistically equal. If the survey was executed again, it is possible that the order of these responses would be different.



Appearance and maintenance of the parks in the city (776 respondents - 3.76 average)

Over one-third of respondents (42.4%) gave a rating of 4, followed by 28.0% of respondents who gave a rating of 3, and 20.5% of respondents who gave a rating of 5, meaning excellent. Eleven respondents (1.4%) were unsure how to rate the performance of the City of Kalamazoo on the appearance and maintenance of the parks in the city.

Chart 19
Appearance and Maintenance of Parks



Source: City of Kalamazoo 2008 Community Survey, question 14

Demographic categories with a significantly higher average include: lived in Kalamazoo 3-4 years (3.93), Southeast section (3.95), and household income \$100,000 or more (4.12).

There are no demographic categories with a significantly lower average.

There is a strong correlation between the appearance and maintenance of the parks in the city and providing recreation programs and classes for adults and children. The more respondents rated the appearance and maintenance of the parks in the city as excellent, the more likely they were to rate providing recreation programs and classes for adults and children as excellent as well.



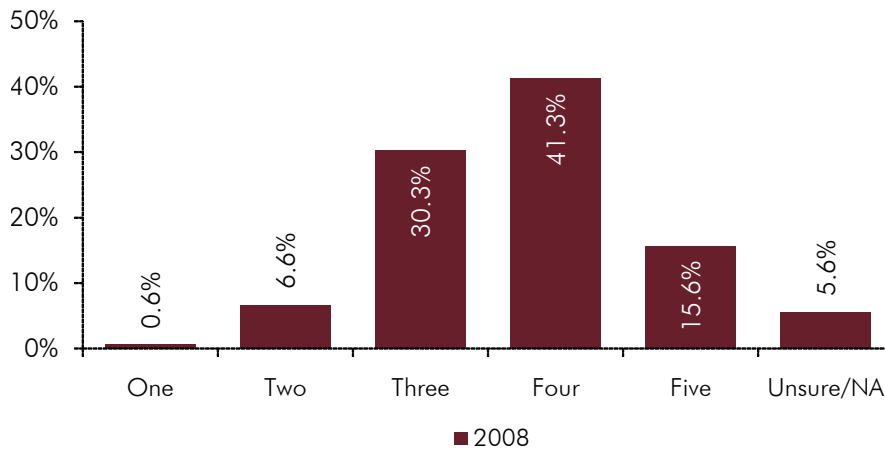
Satisfaction with City of Kalamazoo

Recreation programs and classes for adults and children (755 respondents - 3.68 average)

Over one-third of respondents (41.3%) gave a rating of 4, followed by 30.3% of respondents who gave a rating of 3, and 15.6% of respondents who gave a rating of 5, meaning excellent. Six percent of respondents (5.6%) were unsure how to rate the performance of the City of Kalamazoo in regards to recreation programs and classes for adults and children.

Chart 20

Recreation Programs and Classes



Source: City of Kalamazoo 2008 Community Survey, question 13

Demographic categories with a significantly higher average include: household income \$50,000-\$74,999 (3.82).

Demographic categories with a significantly lower average include: Northeast section (3.52).

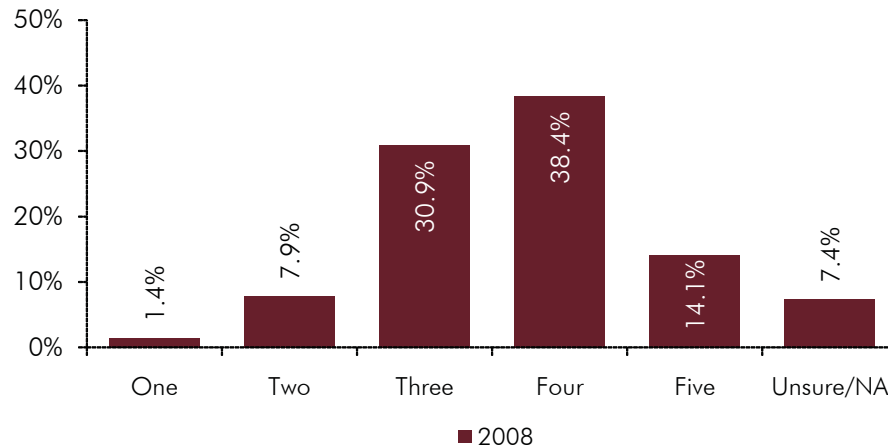
There is a strong correlation between providing recreation programs and classes for adults and children and the appearance and maintenance of the parks in the city. The more respondents rated providing recreation programs and classes for adults and children as excellent, the more likely they were to rate the appearance and maintenance of the parks in the city as excellent as well.



Leaf pick-up (741 respondents - 3.60 average)

Over one-third of respondents (38.4%) gave a rating of 4, followed by 30.9% of respondents who gave a rating of 3, and 14.1% of respondents who gave a rating of 5, meaning excellent. Seven percent of respondents (7.4%) were unsure how to rate the performance of the City of Kalamazoo in regards to leaf pick-up.

Chart 21
Leaf Pick-Up



Source: City of Kalamazoo 2008 Community Survey, question 10

Demographic categories with a significantly higher average include: live in an apartment/condominium (3.72), lived in Kalamazoo 3-4 years (3.75), graduate degree (3.79), and Southwest section (3.86).

There are no demographic categories with a significantly lower average.

There is a strong correlation between leaf pick-up and the following areas:

- Speed of snow removal
- Frequency of street cleaning

The more respondents rated leaf pick-up as excellent, the more likely they were to rate the two areas above as excellent as well.

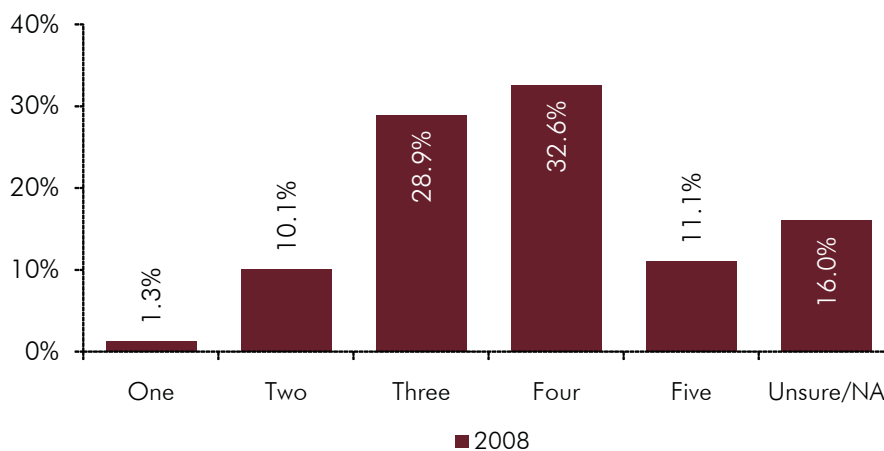


Satisfaction with City of Kalamazoo

Handling the PCB Issue (672 respondents - 3.50 average)

Close to one-third of respondents (32.6%) gave a rating of 4, followed by 28.9% of respondents who gave a rating of 3, and 11.1% of respondents who gave a rating of 5, meaning excellent. Sixteen percent of respondents (16.0%) were unsure how to rate the performance of the City of Kalamazoo in regards to handling the PCB issue.

Chart 22
Handling PCB Issue



Source: City of Kalamazoo 2008 Community Survey, question 9

Demographic categories with a significantly higher average include: live in an apartment/condominium (3.64), bachelor's degree (3.62), and Southwest section (3.82).

Demographic categories with a significantly lower average include: West section (3.24).

There is a strong correlation between handling the PCB issue and the following areas:

- Protecting our groundwater
- Providing quality drinking water

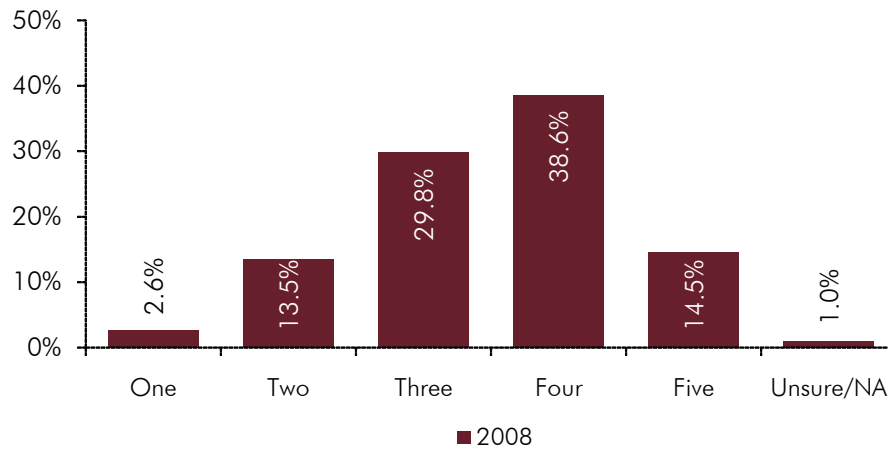
The more respondents rated handling the PCB issue as excellent, the more likely they were to rate the two areas above as excellent as well.



Speed of snow removal (792 respondents - 3.49 average)

Over one-third of respondents (38.6%) gave a rating of 4, followed by 29.8% of respondents who gave a rating of 3, and 14.5% of respondents who gave a rating of 5, meaning excellent. Eight respondents (1.0%) were unsure how to rate the performance of the City of Kalamazoo on the speed of snow removal.

Chart 23
Speed of Snow Removal



Source: City of Kalamazoo 2008 Community Survey, question 11

Demographic categories with a significantly higher average include: graduate degree (3.68), age 65 and over (3.71), white/Caucasian (3.59), Southeast section (3.74), and Southwest section (3.76).

Demographic categories with a significantly lower average include: African American/black (3.31) and North section (3.24).

There is a strong correlation between the speed of snow removal and the following areas:

- Leaf pick-up
- Frequency of street cleaning

The more respondents rated the speed of snow removal as excellent, the more likely they were to rate the two areas above as excellent as well.

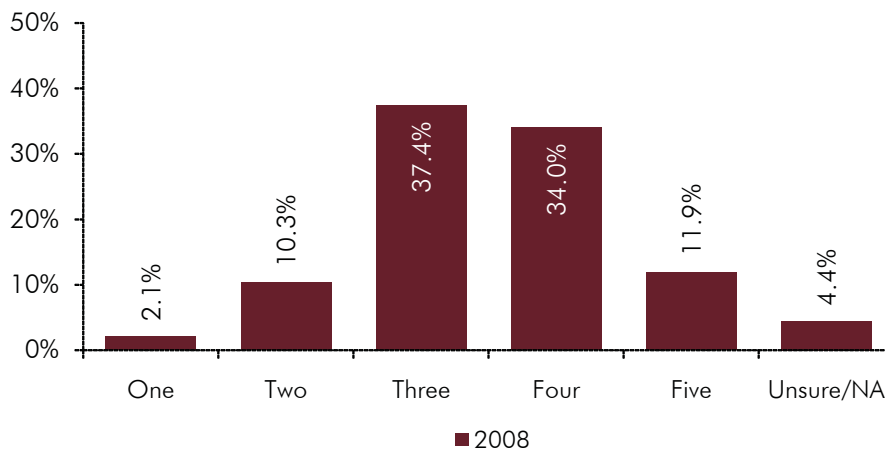


Satisfaction with City of Kalamazoo

Protecting our groundwater (765 respondents - 3.45 average)

Thirty-seven percent (37.4%) gave a rating of 3, followed by 34.0% of respondents who gave a rating of 4, and 11.9% of respondents who gave a rating of 5, meaning excellent. Four percent of respondents (4.4%) were unsure how to rate the performance of the City of Kalamazoo in regards to protecting our groundwater.

Chart 24
Protecting Groundwater



Source: City of Kalamazoo 2008 Community Survey, question 7

Demographic categories with a significantly higher average include: lived in Kalamazoo 3-4 years (3.60), lived in Kalamazoo 5-9 years (3.59), bachelor's degree (3.66), and Southwest section (3.77).

Demographic categories with a significantly lower average include: lived in Kalamazoo under 1 year (3.09), lived in Kalamazoo 15 years or more (3.26), some high school (2.85), and North section (3.23).

There is a strong correlation between protecting our groundwater and the following areas:

- Creating and retaining jobs in the area
- Providing quality drinking water
- Handling the PCB issue

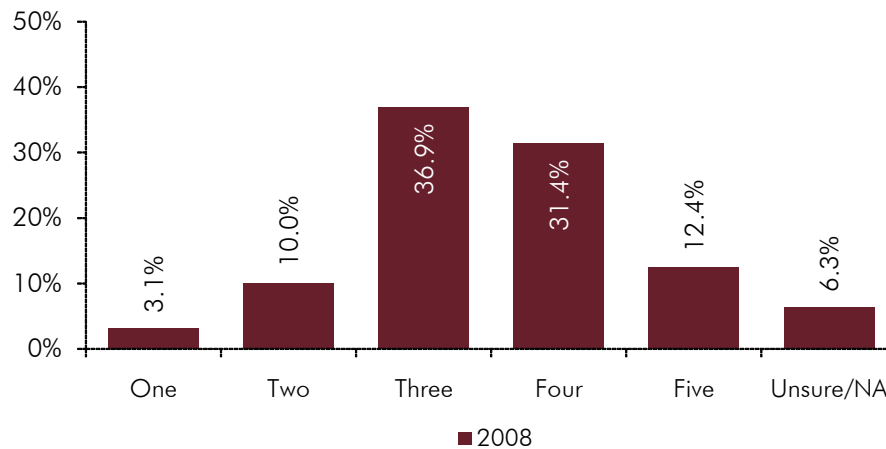
The more respondents rated protecting our groundwater as excellent, the more likely they were to rate the three areas above as excellent as well.



Frequency of street cleaning (750 respondents - 3.43 average)

Over one-third (36.9%) gave a rating of 3, followed by 31.4% of respondents who gave a rating of 4, and 12.4% of respondents who gave a rating of 5, meaning excellent. Six percent of respondents (6.3%) were unsure how to rate the performance of the City of Kalamazoo in regards to the frequency of street cleaning.

Chart 25
Frequency of Street Cleaning



Source: City of Kalamazoo 2008 Community Survey, question 12

Demographic categories with a significantly higher average include: live in a mobile home (4.00), lived in Kalamazoo 3-4 years (3.60), and Southwest section (3.69).

Demographic categories with a significantly lower average include: African American/black (3.29).

There is a strong correlation between the frequency of street cleaning and the following areas:

- Leaf pick-up
- Speed of snow removal

The more respondents rated the frequency of street cleaning as excellent, the more likely they were to rate the two areas above as excellent as well.



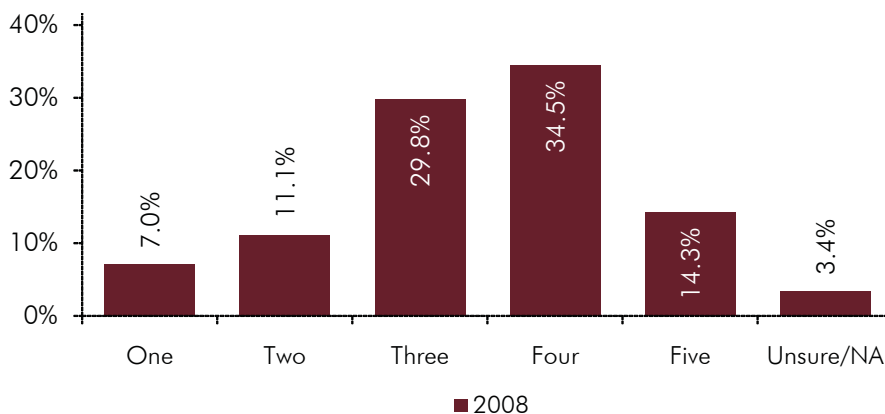
Satisfaction with City of Kalamazoo

Providing quality drinking water (773 respondents - 3.39 average)

Just over one-third (34.5%) gave a rating of 4, followed by 29.8% of respondents who gave a rating of 3, and 14.3% of respondents who gave a rating of 5, meaning excellent. Three percent of respondents (3.4%) were unsure how to rate the performance of the City of Kalamazoo in regards to providing quality drinking water.

Chart 26

Providing Quality Drinking Water



Source: City of Kalamazoo 2008 Community Survey, question 8

Demographic categories with a significantly higher average include: lived in Kalamazoo 3-4 years (3.61), bachelor's degree (3.61), and Southwest section (3.81).

Demographic categories with a significantly lower average include: lived in Kalamazoo 15 or more years (3.23) and some high school (2.76).

There is a strong correlation between providing quality drinking water and the following areas:

- Protecting our groundwater
- Handling the PCB issue

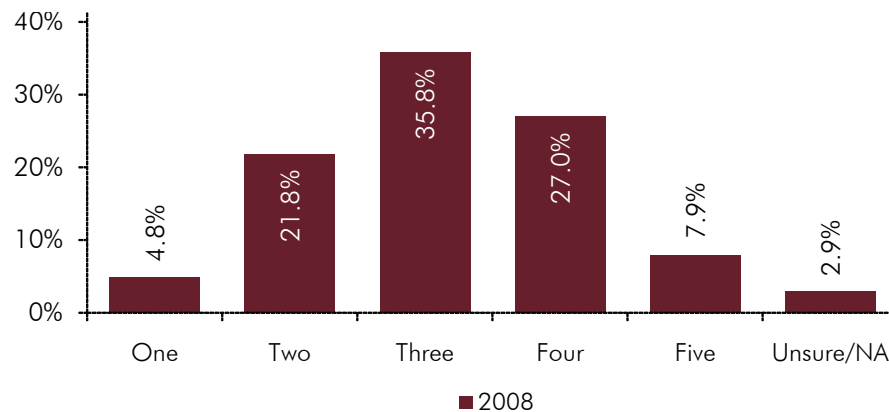
The more respondents rated providing quality drinking water as excellent, the more likely they were to rate the two areas above as excellent as well.



Creating and retaining jobs in the area (777 respondents - 3.12 average)

Over one-third (35.8%) gave a rating of 3, followed by 27.0% of respondents who gave a rating of 4, and 21.8% of respondents who gave a rating of 2. Eight percent (7.9%) rated creating and retaining jobs as a 5, meaning excellent and 2.9% were unsure how to rate the performance of the City of Kalamazoo in regards to creating and retaining jobs in the area.

Chart 27
Creating and Retaining Jobs



Source: City of Kalamazoo 2008 Community Survey, question 6

Demographic categories with a significantly higher average include: bachelor's degree (3.28).

Demographic categories with a significantly lower average include: lived in Kalamazoo 15 or more years (2.93) and some high school (2.76).

There is a strong correlation between creating and retaining jobs in the area and protecting our groundwater. The more respondents rated creating and retaining jobs in the area as excellent, the more likely they were to rate protecting our groundwater as excellent as well.



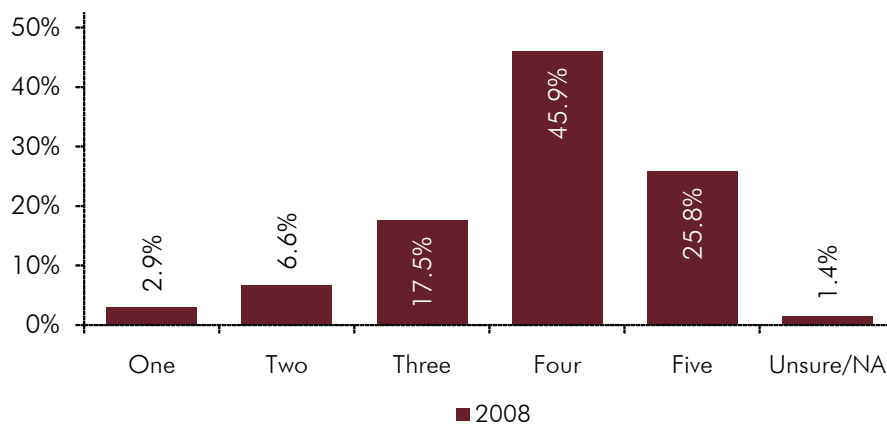
Public Safety Department

An average was calculated for this question on a scale of 1 to 5, where 1 indicates not confident and 5 indicates very confident. Therefore, if all respondents felt very confident, the average for this question would be 5.0.

"If you find yourself in an emergency situation, how confident are you that Public Safety will protect you and your family?" (789 respondents - average 3.86)

Close to half of the respondents (45.9%) gave a rating of 4, followed by 25.8% of respondents who gave a rating of 5, meaning the respondents are very confident. Eleven respondents (1.4%) were unsure how confident they are that Public Safety will protect them and their family.

Chart 28
Public Safety Protection



Source: City of Kalamazoo 2008 Community Survey, question 15

Demographic categories with a significantly higher average include: bachelor's degree (4.08), age 35-44 (4.01), white/Caucasian (3.96), Southeast section (4.02), Southwest section (4.21), and household income \$50,000-\$74,999 (4.02).

Demographic categories with a significantly lower average include: some college (3.64), unemployed (3.30), disabled (2.63), age 18-24 (3.70), and Northeast section (3.62).



Averages were calculated for the next three questions on a scale of 1 to 5, where 1 indicates very poor and 5 indicates excellent. Therefore, if all respondents felt Kalamazoo’s Public Safety Department was excellent, the average for these questions would be 5.0.

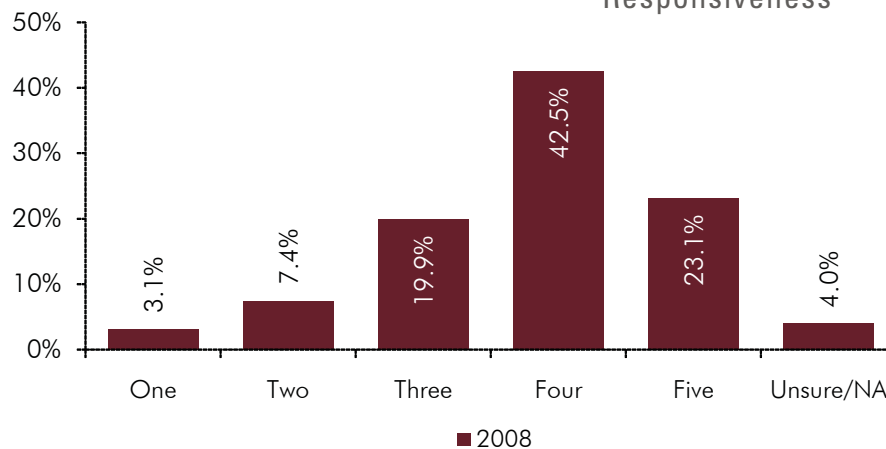
Given the statistical accuracy of the study care needs to be taken when interpreting the data. Any two averages within 0.24 of each other are considered to be statistically equal. For example, among respondents, responsiveness (3.78) and community involvement (3.63) have averages within the 0.24 margin of error, and should be considered statistically equal. If the survey was executed again, it is possible that the order of these responses would be different.

Responsiveness (768 respondents - 3.78 average)

Close to half of the respondents (42.5%) gave a rating of 4, followed by 23.1% of respondents who gave a rating of 5, meaning Kalamazoo’s Public Safety Department’s responsiveness is excellent. Four percent of respondents (4.0%) were unsure how they would rate the Public Safety Department’s responsiveness.

Chart 29

Responsiveness



Source: City of Kalamazoo 2008 Community Survey, question 16

Demographic categories with a significantly higher average include: bachelor’s degree (3.99), white/Caucasian (3.86), Southeast section (3.95), Southwest section (4.03), household income \$50,000-\$74,999 (3.94), and household income \$100,000 or more (4.12).

Demographic categories with a significantly lower average include: some college (3.54).

There is a strong correlation between Kalamazoo’s Public Safety Department’s responsiveness and the following areas:

- Kalamazoo’s Public Safety Department’s community involvement
- Kalamazoo’s Public Safety Department’s race relations

The more respondents rated Kalamazoo’s Public Safety Department’s responsiveness as excellent, the more likely they were to rate the two areas above as excellent as well.

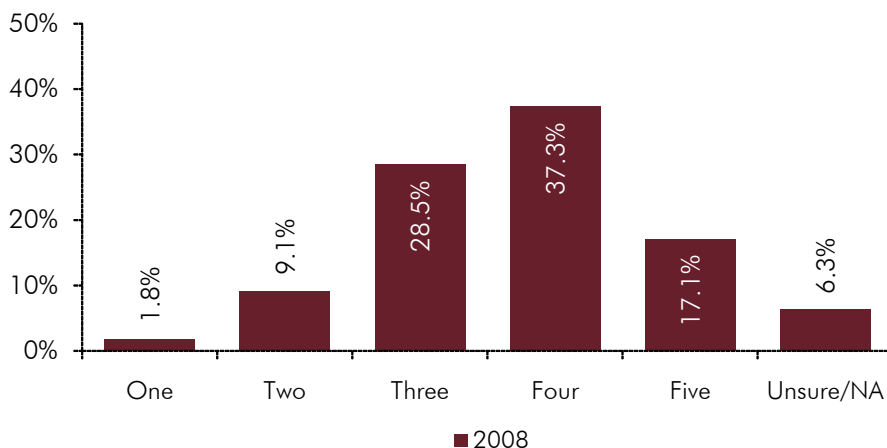


Public Safety Department

Community Involvement (750 respondents - 3.63 average)

Over one-third of the respondents (37.3%) gave a rating of 4, followed by 28.5% of respondents who gave a rating of 3. Six percent of respondents (6.3%) were unsure how they would rate Kalamazoo's Public Safety Department's community involvement.

Chart 30
Community Involvement



Source: City of Kalamazoo 2008 Community Survey, question 17

Demographic categories with a significantly higher average include: lived in Kalamazoo 3-4 years (3.81), bachelor's degree (3.80), student (3.94), white/Caucasian (3.73), and Southwest section (3.88).

Demographic categories with a significantly lower average include: some college (3.44), unemployed (3.17), African American/black (3.48), and Northeast section (3.43).

There is a strong correlation between Kalamazoo's Public Safety Department's community involvement and the following areas:

- Kalamazoo's Public Safety Department's responsiveness
- Kalamazoo's Public Safety Department's race relations

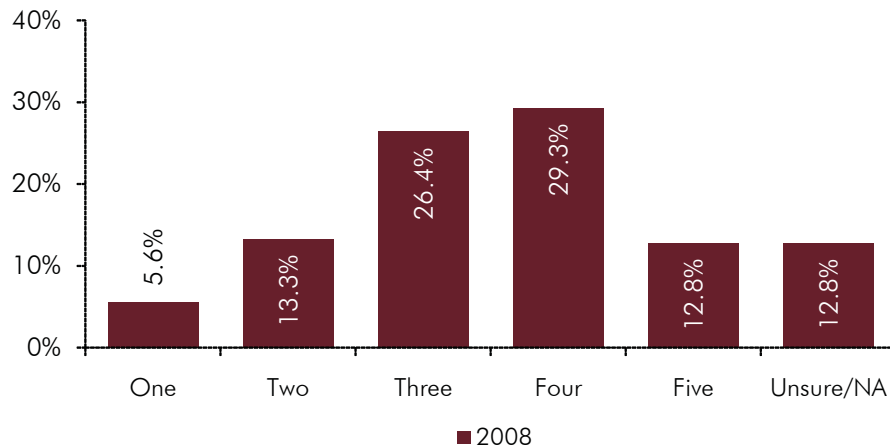
The more respondents rated Kalamazoo's Public Safety Department's community involvement as excellent, the more likely they were to rate the two areas above as excellent as well.



Race Relations (698 respondents - 3.35 average)

Close to one-third of the respondents (29.3%) gave a rating of 4, followed by 26.4% of respondents who gave a rating of 3. Thirteen percent of respondents (12.8%) were unsure how they would rate Kalamazoo’s Public Safety Department’s race relations.

Chart 31
Race Relations



Source: City of Kalamazoo 2008 Community Survey, question 18

Demographic categories with a significantly higher average include: lived in Kalamazoo 3-4 years (3.55), bachelor’s degree (3.58), and white/Caucasian (3.51).

Demographic categories with a significantly lower average include: some high school (2.89), some college (3.07), unemployed (2.82), African American/black (3.15), and North section (3.08).

There is a strong correlation between Kalamazoo’s Public Safety race relations and the following areas:

- Kalamazoo’s Public Safety Department’s responsiveness
- Kalamazoo’s Public Safety Department’s community involvement

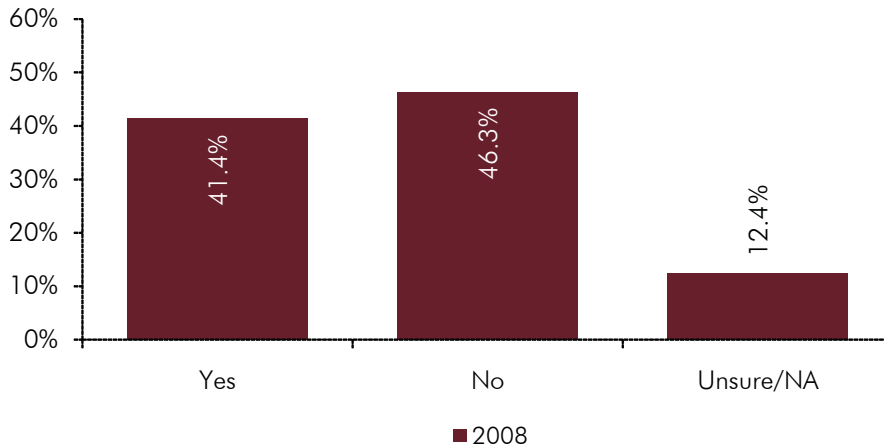
The more respondents rated Kalamazoo’s Public Safety Department’s race relations as excellent, the more likely they were to rate the two areas above as excellent as well.



Public Safety Department

The respondents were then asked if they have noticed more public safety officers interacting with community members in the past year. Of the 800 respondents, 46.3% have not noticed public safety officers interacting with community members, while 41.4% have. Twelve percent of the respondents (12.4%) were unsure.

Chart 32
Public Safety Officer Interaction



Source: City of Kalamazoo 2008 Community Survey, question 19

Demographic categories with a significantly higher percentage of respondents who said they have not noticed more public safety officers interacting with community members include: some college (58.5%), student (55.6%), and North section (55.0%).

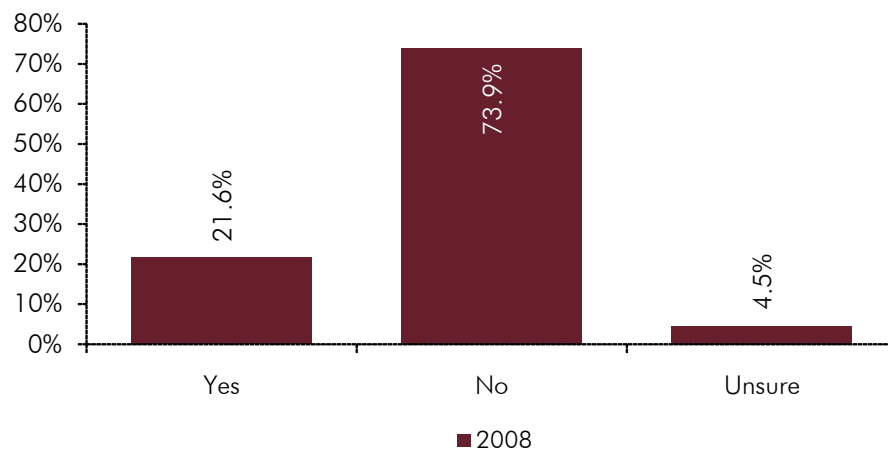
Demographic categories with a significantly lower percentage of respondents who said they have not noticed more public safety officers interacting with community members include: associates degree (38.1%), self-employed (40.0%), age 35-44 (40.1%), age 55-64 (39.4%), Southwest section (34.0%), household income \$50,000-\$74,999 (37.8%), and household income over \$100,000 (38.5%).



There were eight questions on the survey that asked respondents how they felt about the City of Kalamazoo government.

All of the 800 respondents were asked the question, "Have you had direct contact with a Kalamazoo City employee in the past year?" The majority of respondents (73.9%) have not had contact with a Kalamazoo City employee, compared to 21.6% of respondents who have had direct contact. Five percent (4.5%) of respondents were unsure if they had direct contact with a Kalamazoo City employee in the past year.

Chart 33
Contact with a Kalamazoo City Employee



Source: City of Kalamazoo 2008 Community Survey, question 20

The 173 respondents who have had direct contact with a Kalamazoo City Employee in the past year were asked to indicate which department they had contact with. There are a few responses that are not related to the city such as: road commission, library, trustee's office, sheriff, parking, Mayor's office, Health Department, and Secretary of State. These responses are not specifically linked to the City of Kalamazoo, but have been included in the total responses.

Responses include:

25 Respondents
Public Services

18 Respondents
Public Safety

13 Respondents
City Clerk's Office

8 Respondents
Community Planning and Development



City of Kalamazoo Government

7 Respondents

Parking Services

5 Respondents

Commissioner's Office

4 Respondents

Library

3 Respondents

Fire Department

Mayor's Office

Parks and Recreation

Police

2 Respondents

Commissioner

Health Department

Road Commission

1 Respondent

City Assessor

City Attorney

Emergency Medical Services

Finance

Inspector's Office

Secretary of State

Sheriff

Treasury

Trustee's Office

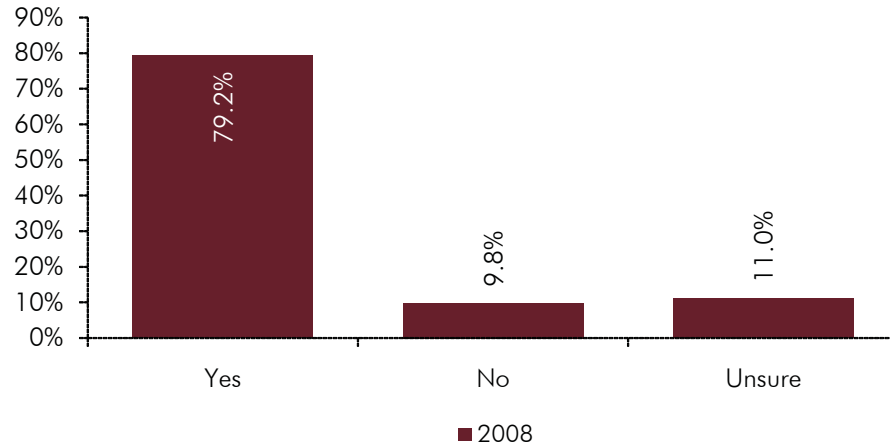
Demographic categories with a significantly higher percentage of respondents who have not had contact with a Kalamazoo City employee include: lived in Kalamazoo less than 1 year (81.8%), lived in Kalamazoo 10-14 years (81.7%), student (83.3%), age 45-54 (80.9%), and East section (84.0%).

Demographic categories with a significantly lower percentage of respondents who have not had contact with a Kalamazoo City employee include: retired (62.9%), age 55-64 (60.6%), West section (66.0%), household income \$75,000-\$100,000 (64.9%), and household income over \$100,000 (57.7%).



The 173 respondents who have had direct contact with a Kalamazoo City employee in the past year, were then asked if they received a prompt response from the City staff. The majority of the respondents (79.2%) received a prompt response from City staff, compared to 9.8% percent who did not receive a prompt response from City staff. Seventeen respondents (11.0%) were unsure.

Chart 34
Prompt Response from City Staff



Source: City of Kalamazoo 2008 Community Survey, question 21



City of Kalamazoo Government

The respondents who answered no were asked to indicate which department and why. Responses include:

2 Respondents

Public Services

1 Respondent

EMS, response time

FIA, not enough workers

Parking, it took a while

Parks and Recreation, did not get job interview

Police, no officer came until an hour later

Police, not sure why

Police, take too long

Police, they don't know

Police, took too long to arrive

Public Safety, take their time on the North Side

Public Safety, too slow

Public Safety, took three hours

Public Safety, was not friendly

Public Services, had to wait forever

Road Commission, road still wasn't plowed

Secretary of State, slow

Trouble finding records

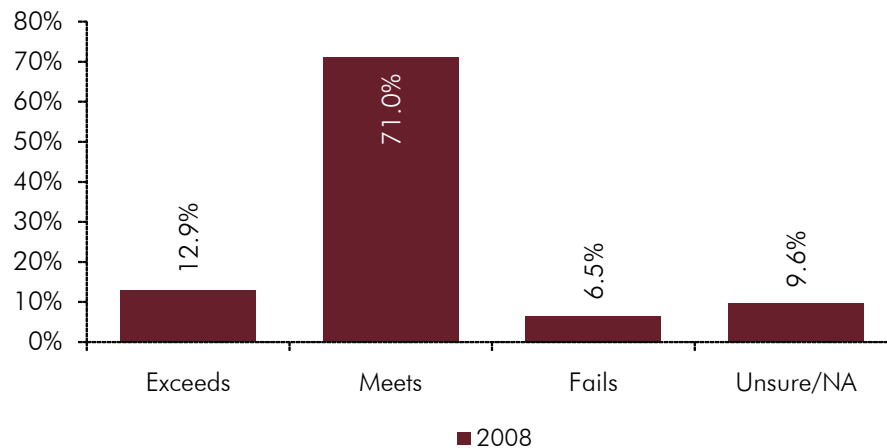
Demographic categories with a significantly higher percentage of respondents who received a prompt response from City staff include: lived in Kalamazoo 5-9 years (86.5%), children in household (86.3%), bachelor's degree (85.3%), employed part-time (85.7%), age 25-34 (86.1%), West section (88.0%), and household income \$50,000-\$74,999 (88.4%).

Demographic categories with a significantly lower percentage of respondents who received a prompt response from City staff include: retired (62.1%), Northeast section (60.0%), and household income under \$35,000 (72.7%).



All 800 respondents were then asked the question, "Does the level of communication between city government and residents meet, exceed or fail to meet your expectations?" The majority of the respondents (71.0%) indicated that the level of communication meets their expectations, while 12.9% felt the level of communication exceeds their expectations. Seven percent (6.5%) of respondents felt the level of communication fails to meet their expectations and 9.6% were unsure.

Chart 35
Level of Communication



Source: City of Kalamazoo 2008 Community Survey, question 22

The 52 respondents who indicated that the communication between city government and residents failed to meet their expectations, were asked why. Responses include:

4 Respondents

Unsafe streets

3 Respondents

Crime

Drugs

2 Respondents

Bad communication

Could be better

No communication

Not enough communication

Streets



City of Kalamazoo Government

1 Respondent

Area is in a slump
Citizens' complaints need to be taken seriously
City needs to be cleaned up
Crappy roads
Dirty
Dirty neighborhoods
Dirty sidewalks
Don't see any improvements
Don't get a response
Don't keep us updated
Don't monitor things
Don't receive any information
Don't see any communication built between the two
Don't tell us of issues or ideas to fix problems
Fail to update residents on decisions made
Few jobs
Have limited power
Have not seen too many
Head of city neighborhood watch has bad communication
High rate of drug use
Homeless population
Jobs
Lack of communication
Lazy
Make decisions without residents
Meth labs
More communication
Need to help build the city more
Never hear anything changing or decisions being made
No communication when it comes to police issues
No communication with minorities—they look over us
No new developments with diversity programs as promised
No opportunities
Not safe
Nothing gets done
Older people are waiting for social security and not getting it
Only time you hear from them is when something goes wrong
Personal
Poor jobs
Poor safety
Poor schooling
Prostitution
Questions and concerns have to be routed to too many prompts when you call
Roads
Safety
Should have more ways for citizens to communicate before things get done
They don't do a good job letting the community know things
They just want to be in control
Unsafe



Demographic categories with a significantly higher percentage of respondents who feel the level of communication between City government and residents meets their expectations include: homemaker (77.3%), Central section (79.0%), and Southeast section (84.0%).

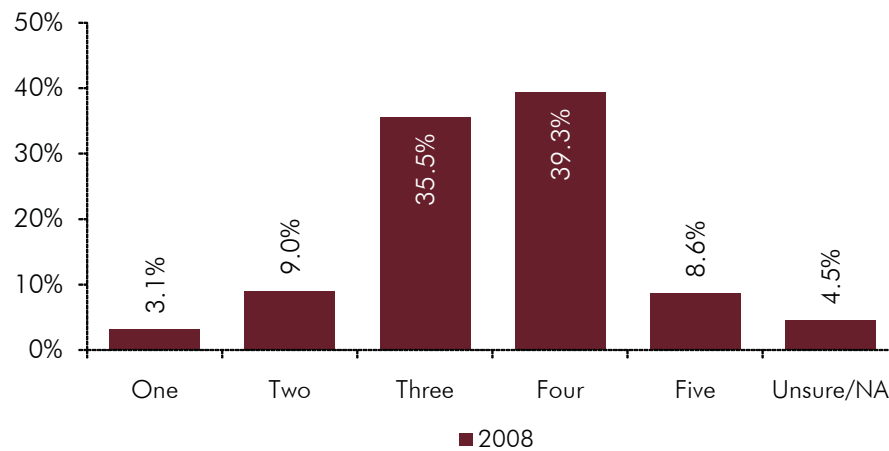
Demographic categories with a significantly lower percentage of respondents who feel the level of communication between City government and residents meets their expectations include: not a registered voter (63.3%), student (61.1%), self-employed (63.3%), age 55-64 (64.8%), Hispanic/Asian/other ethnicities (62.3%), South section (65.0%), and West section (62.0%).

An average was calculated for this question on a scale of 1 to 5, where 1 indicates very poor and 5 indicates excellent. Therefore, if all respondents felt the City of Kalamazoo is a good steward of their tax dollars, the average for this question would be 5.0.

“Do you feel the City of Kalamazoo is a good steward of your tax dollars?” (764 respondents – average 3.43)

Close to forty percent (39.3%) of respondents rated the city’s stewardship of their tax dollars as a four, while 35.5% rated the city’s stewardship as a three. Five percent (4.5%) of respondents were unsure how to rate the city’s stewardship of their tax dollars.

Chart 36
Steward of Tax Dollars



Source: City of Kalamazoo 2008 Community Survey, question 23

Demographic categories with a significantly higher average include: bachelor’s degree (3.59), Central section (3.60), and Southwest section (3.75).

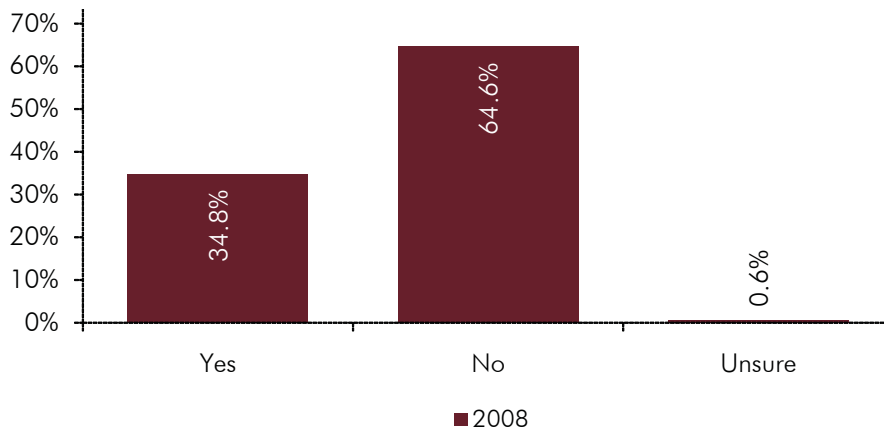
Demographic categories with a significantly lower average include: lived in Kalamazoo 15 or more years (3.28), some college (3.26), North section (3.22), Northeast section (3.19), and West section (3.22).



City of Kalamazoo Government

Respondents were then asked if they had recently viewed the City of Kalamazoo's website. Over half of the respondents (64.6%) had not recently viewed the city's website, while 34.8% had viewed the website. Five respondents (0.6%) were unsure.

Chart 37
Recently Viewed Website



Source: City of Kalamazoo 2008 Community Survey, question 24

Demographic categories with a significantly higher percentage of respondents who have not recently viewed the city's website include: lived in Kalamazoo 15 or more years (71.5%), high school diploma (75.5%), retired (81.4%), age 55-64 (73.2%), age 65 and over (74.6%), and North section (71.0%).

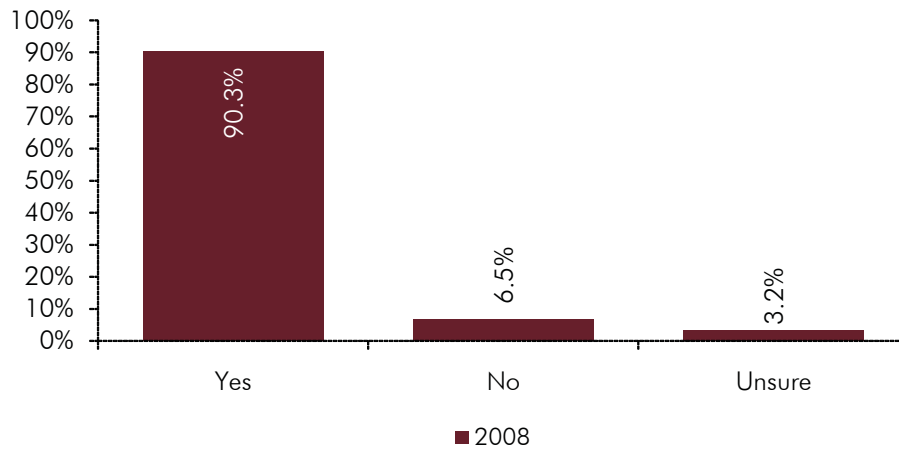
Demographic categories with a significantly lower percentage of respondents who have not recently viewed the city's website include: lived in Kalamazoo 5-9 years (55.8%), associate's degree (55.7%), self-employed (53.3%), age 45-54 (56.4%), Hispanic/Asian/other ethnicities (54.1%), and Central section (53.0%).



The 278 respondents who had recently viewed the City of Kalamazoo’s website were then asked if they were able to easily find what they were looking for. The majority, (90.3%) were able to find what they were looking for easily, while 6.5% could not find what they were looking for. Nine respondents (3.2%) were unsure.

Chart 38

Found What was Needed on Website



Source: City of Kalamazoo 2008 Community Survey, question 25

The 18 respondents who said they were not able to easily find what they were looking for on the City of Kalamazoo’s website, where asked why not. Responses include:

2 Respondents

Hard to navigate

1 Respondent

A little round in circles

Confusing

Couldn’t find it

Had trouble finding what she wanted

Hard to find

Lack of information

Looking in wrong website

Not good with computers

Not updated and not enough information—difficult to navigate and not user-friendly

Not user friendly

On other website

Was not easy

Was on a different site

Wasn’t available

Wasn’t there and hard to find



City of Kalamazoo Government

Demographic categories with a significantly higher percentage of respondents who were able to easily find what they were looking for on the City’s website include: graduate degree (97.3%) and age 45-54 (97.9%).

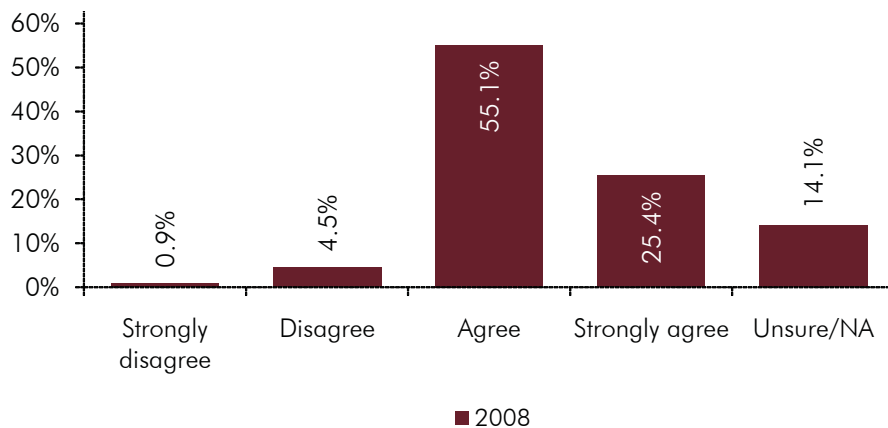
Demographic categories with a significantly lower percentage of respondents who were able to easily find what they were looking for on the City’s website include: live in an apartment/condominium (82.7%), Northeast section (82.1%), and Southeast section (81.6%).

An average was calculated for this question on a scale of 1 to 4, where 1 indicates strongly disagree and 4 indicates strongly agree. Therefore, if all respondents agree that building code compliance improves neighborhood property values, the average for this question would be 4.0.

“Do you agree that building code compliance improves neighborhood property values?” (687 respondents – average 3.22)

Over eighty percent of respondents (80.5%) either strongly agree or agree that building code compliance improves neighborhood property values, while only 5.4% either strongly disagree or disagree. Fourteen percent (14.1%) of respondents were unsure.

Chart 39
Building Code Compliance



Source: City of Kalamazoo 2008 Community Survey, question 26

The respondents who strongly disagree were asked why. Responses include:

- 2 Respondents**
Strength in the community



1 Respondent

- Crime and schools*
- Husband works in that area and helps keep neighborhoods looking great*
- Problems with own issues*
- The city does a bad job*

The respondents who disagree were asked why. Responses include:

3 Respondents

- Economy is so bad it doesn't make a difference*
- Good schools*

2 Respondents

- Crime*
- Economy*
- Economy is the biggest factor*
- Economy is too bad now*
- Schools*

1 Respondent

- Clean up and prevent homeless loitering*
- Do not think there has been that much of an effect*
- Doesn't matter*
- Fines people who may not be able to afford it*
- Good community*
- Has no effect*
- I think strong schooling and good night life does*
- Improves the whole community*
- It sets standards, but doesn't change values*
- Jobs*
- Just another way to make up fines*
- Location*
- Nice streets and cleanliness*
- Nothing can help right now*
- Only a government issue*
- Promotes fees*
- Quality of city helps property value*
- Right now nothing can help*
- Safe community*
- Good streets increase value*
- Streets*
- Strong economy*
- Too many other issues*

Demographic categories with a significantly higher average include: Southwest section (3.36) and household income \$75,000-\$100,000 (3.39).

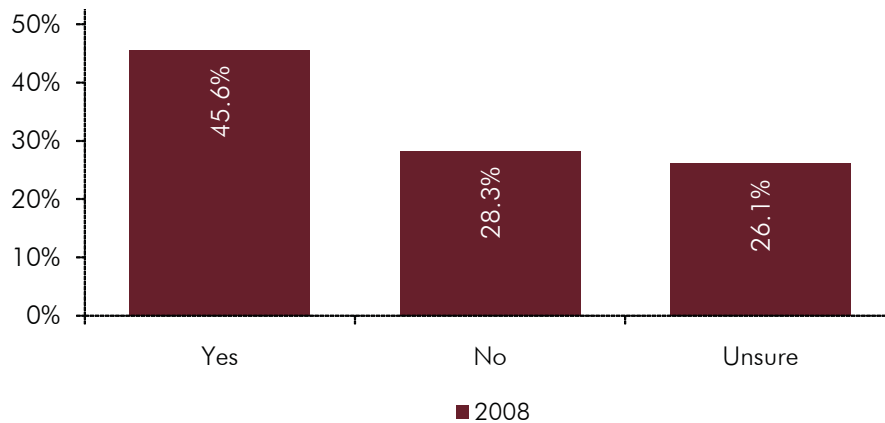
Demographic categories with a significantly lower average include: some college (3.11).



City of Kalamazoo Government

The respondents were then asked if they would support a single garbage hauler to service City residents. Close to half (45.6%) would support a single garbage hauler, while 28.3% would not. One quarter of respondents (26.1%) were unsure if they would support a single garbage hauler to service City residents.

Chart 40
Support Single Garbage Hauler



Source: City of Kalamazoo 2008 Community Survey, question 27

The 226 respondents who indicated they would not support a single garbage hauler were asked why. Responses include:

26 Respondents
Too much for one service to handle

20 Respondents
Need options

17 Respondents
Loss of jobs

16 Respondents
Competition

14 Respondents
Economy needs competition

12 Respondents
Competition is good for prices

9 Respondents
Happy with current situation
Not necessary



8 Respondents

Prices would rise

7 Respondents

Competition is better

5 Respondents

Too much for one service to handle and would eliminate jobs

4 Respondents

Competition is good for the economy

3 Respondents

Don't know how it works

2 Respondents

Appreciate options

Creates a monopoly

Doesn't make sense

Had bad experience with one

I just would not

Might be too hard

More haulers equal more jobs

Wouldn't promote economic growth

1 Respondent

Believe in free market

City doesn't need to control everything

Competition improves the quality of the economy

Competition keeps quality high

Current system works

Doesn't benefit Kalamazoo

Doesn't make sense to do that—time consuming

Doesn't seem economic

Doesn't seem like one would do quality work

Don't see what good it would do

Dumb idea

Economy needs competition and choices

Good as is right now

Hard to handle

If you have a problem with the service you would have nowhere to go—the customer service level goes down without competition

Might be inefficient

Monopoly is a bad service

More than one hauler would produce more jobs

Need more than one

Not fair to companies

Quality would be lost with only one choice

Seems like it would be a problem in the end

Should be a choice since citizens pay for it

Should be citizen's choice

Slower pick-up

System works



1 Respondent - continued

Takes away from individual companies

Taxes

The money needs to be spread

There needs to be competition

Too busy

Too hard to budget and manage

Too many choices already taken away from Americans

Too much trash

Unrealistic

Unsure

We need choices so quality stays high

We need competition

When there is competition you get better service

Would be a hassle

Would stop people's voice to choose

Demographic categories with a significantly higher percentage of respondents who would support a single garbage hauler to service City residents include: bachelor's degree (52.2%), age 45-54 (51.8%), age 55-64 (57.7%), and Southwest section (56.0%).

Demographic categories with a significantly lower percentage of respondents who would support a single garbage hauler to service City residents include: lived in Kalamazoo 1-2 years (39.7%), student (38.9%), Hispanic/Asian/other ethnicities (39.3%), and Southeast section (35.0%).

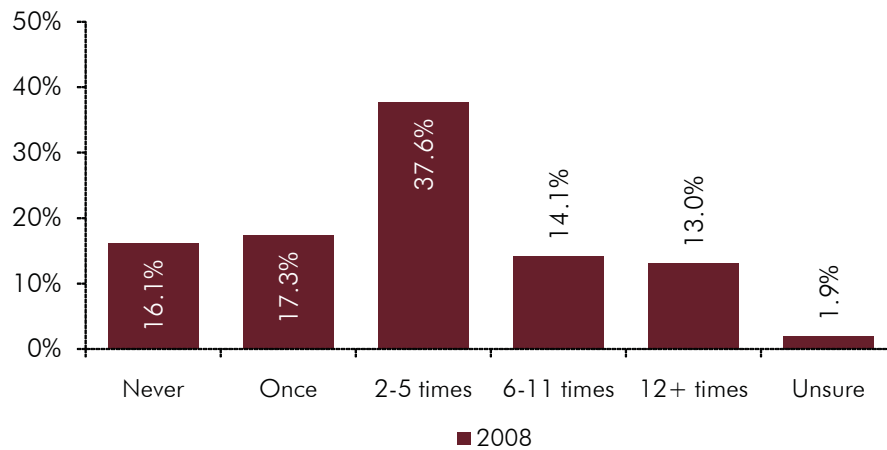


Kalamazoo has a lot of activities to offer its local residents. Respondents were asked in the past year how often they had done the following six activities.

When asked how often respondents had visited a city park in the past year, 37.6% had visited a park 2 to 5 times, followed by 17.3% of respondents who had visited a park one time in the past year. Sixteen percent of respondents had never visited a Kalamazoo City park and 1.9% were unsure.

Chart 41

Visited a Kalamazoo City Park



Source: City of Kalamazoo 2008 Community Survey, question 28

Demographic categories with a significantly higher percentage of respondents who have visited a City park 2-5 times in the past year include: not a registered voter (46.9%) and lived in Kalamazoo 5-9 years (44.8%).

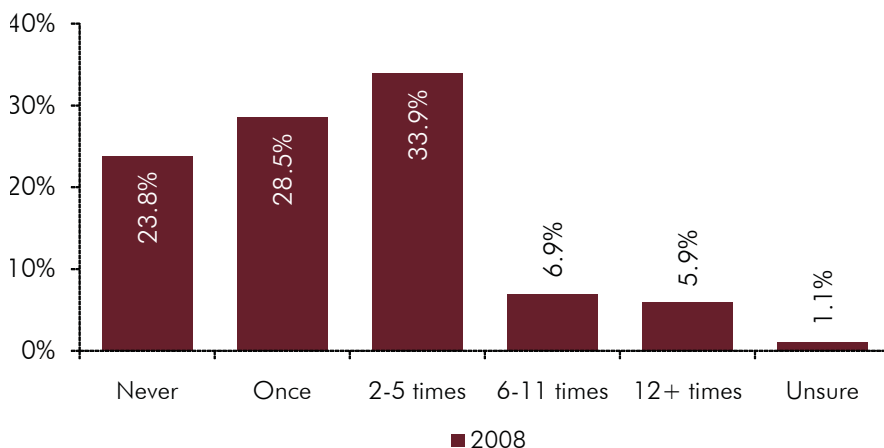
Demographic categories with a significantly lower percentage of respondents who have visited a City park 2-5 times in the past year include: lived in Kalamazoo for 10-14 years (28.1%), homemaker (31.8%), and age 55-64 (25.4%).



City of Kalamazoo Activities

The 800 respondents were then asked how often they had attended an arts or cultural event in the past year. Thirty-four percent (33.9%) had attended an arts or cultural event 2 to 5 times in the past year and 28.5% of respondents had attended only once in the past year. Twenty-four percent of respondents (23.8%) had never attended an arts or cultural event in the past year and nine respondents (1.1%) were unsure.

Chart 42
Attended an Arts or Cultural Event



Source: City of Kalamazoo 2008 Community Survey, question 29

Demographic categories with a significantly higher percentage of respondents who have attended an arts or cultural event 2-5 times in the past year include: West section (41.0%) and household income \$75,000-\$100,000 (43.9%).

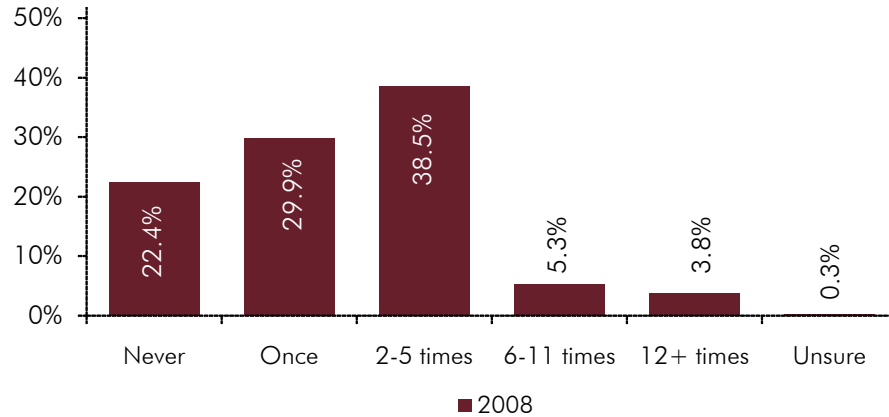
Demographic categories with a significantly lower percentage of respondents who have attended an arts or cultural event 2-5 times in the past year include: associates degree (27.8%) and Northeast section (24.0%).



Respondents were then asked how often they attended a festival downtown. Of the 800 respondents, 38.5% had attended a downtown festival between 2 and 5 times in the past year, while 29.9% of respondents had only attended a festival once. Close to one-quarter (22.4%) of respondents had never attended a festival in downtown Kalamazoo and two respondents (0.3%) were unsure.

Chart 43

Attended a Festival Downtown



Source: City of Kalamazoo 2008 Community Survey, question 30

Demographic categories with a significantly higher percentage of respondents who have attended a festival downtown 2-5 times in the past year include: some college (50.8%), student (72.2%), age 18-24 (48.9%), age 45-54 (44.5%), Hispanic/Asian/other ethnicities (52.5%), West section (45.0%), household income \$75,000-\$100,000 (45.6%), and household income over \$100,000 (45.2%).

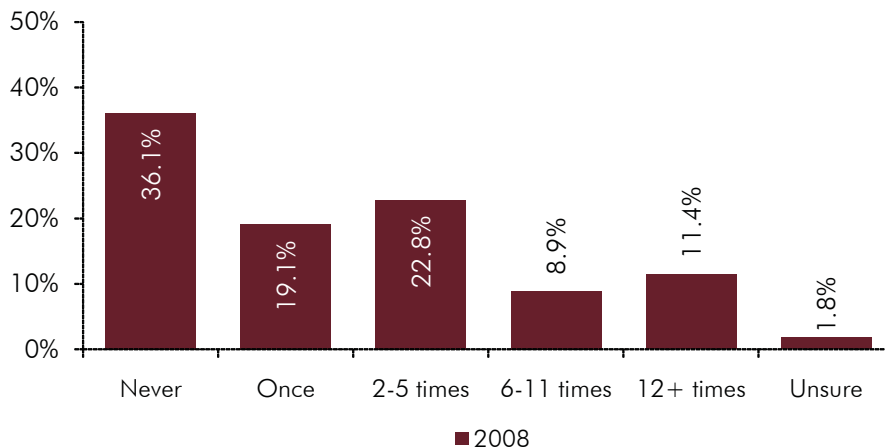
Demographic categories with a significantly lower percentage of respondents who have attended a festival downtown 2-5 times in the past year include: high school diploma (27.6%), retired (27.8%), and age 65 and over (25.4%).



City of Kalamazoo Activities

When respondents were asked if they had walked or biked Kalamazoo’s trailways in the past year, over one-third of the respondents (36.1%) had never walked or biked the trailways. Twenty-three percent (22.8%) of respondents had walked or biked between 2 and 5 times, while 19.1% had only walked or biked Kalamazoo’s trailways once in the past year. Two percent of respondents (1.8%) were unsure.

Chart 44
Walked or Biked Kalamazoo’s Trailways



Source: City of Kalamazoo 2008 Community Survey, question 31

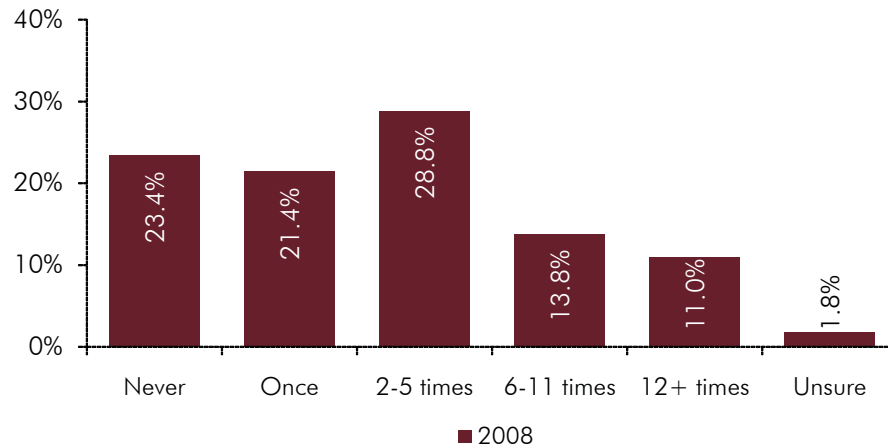
Demographic categories with a significantly higher percentage of respondents who have never walked or biked Kalamazoo’s trailways in the past year include: lived in Kalamazoo 15 or more years (50.9%), high school diploma (56.1%), retired (55.7%), age 65 and over (49.1%), Northeast section (47.0%), household income under \$35,000 (47.1%), and household income over \$100,000 (42.3%).

Demographic categories with a significantly lower percentage of respondents who have never walked or biked Kalamazoo’s trailways in the past year include: lived in Kalamazoo 1-2 years (29.4%), lived in Kalamazoo 3-4 years (29.5%), lived in Kalamazoo 5-9 years (27.3%), lived in Kalamazoo 10-14 years (28.8%), associates degree (28.9%), bachelor’s degree (28.0%), employed part-time (22.9%), homemaker (15.9%), student (27.8%), self-employed (26.7%), age 25-34 (26.6%), Hispanic/Asian/other ethnicities (18.0%), South section (29.0%), West section (29.0%), and household income \$50,000-\$74,999 (23.5%).



The 800 respondents were then asked how often they have gone shopping in downtown Kalamazoo in the past year. Twenty-nine percent of respondents (28.8%) have gone shopping between 2 and 5 times in the past year, while 23.4% have never shopped in downtown Kalamazoo, and 21.4% have gone shopping once in the past year. Two percent (1.8%) of respondents were unsure.

Chart 45
Went Shopping Downtown



Source: City of Kalamazoo 2008 Community Survey, question 32

Demographic categories with a significantly higher percentage of respondents who have gone shopping downtown 2-5 times in the past year include: homemaker (40.9%) and age 55-64 (38.0%).

Demographic categories with a significantly lower percentage of respondents who have gone shopping downtown 2-5 times in the past year include: retired (17.5%), student (19.4%), and age 65 and over (19.3%).

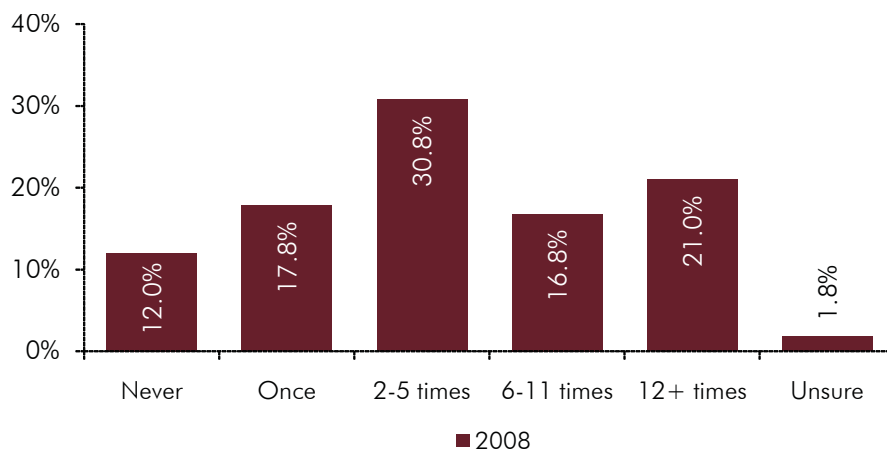


City of Kalamazoo Activities

Respondents were then asked how often they had dined at a downtown Kalamazoo restaurant or deli in the past year. Of the 800 respondents, 30.8% had dined at a downtown restaurant or deli 2 to 5 times in the past year, while 21.0% of respondents had dined 12 or more times in the past year. Twelve percent (12.0%) of respondents had never dined at a downtown Kalamazoo restaurant or deli and 1.8% were unsure.

Chart 46

Dined at a Downtown Restaurant or Deli



Source: City of Kalamazoo 2008 Community Survey, question 33

Demographic categories with a significantly higher percentage of respondents who have dined at a downtown restaurant or deli 2-5 times in the past year include: homemaker (45.5%) and Northeast section (38.0%).

Demographic categories with a significantly lower percentage of respondents who have dined at a restaurant or deli 2-5 times in the past year include: retired (24.7%) and household income over \$100,000 (15.4%).



The following conclusions have been developed based upon the results presented in this report:

Top Issues. When it comes to issues facing Kalamazoo, crime and safety were the top issues across the board in all eight sections of the City. Crime was the top issue for respondents living in the North, South, Southeast, East, and West sections, while safety was the top issue for respondents living in the Northeast, Central, and Southwest sections. Percentages of respondents by neighborhood who named either crime or safety as one of the top three issues facing their neighborhood ranged from 24.0% to 37.0% of overall respondents. Even though there were many issues named, it is significant that crime and safety were the top issues named in every neighborhood.

Differences by Section. The 800 survey respondents were divided into eight sections within the City of Kalamazoo. There were many differences found between the sections of the City on the survey. Some examples include:

- Respondents who live in the Northeast section (35.0%) feel that diversity in population is the top attribute they like about living in Kalamazoo, compared to 25.8% of the overall respondents
- Over one-third (38.0%) of respondents in the Southwest section feel schools are the top attribute about living in Kalamazoo, which is much higher than the overall percentage of respondents (24.8%)
- A higher percentage of respondents who live in the East section (43.0%) said the best thing about living in Kalamazoo is size/small town, compared to 31.4% of the overall respondents.

Judging by the variety of attributes named, each section clearly has specific features that residents value. For many questions on the survey there were statistically significant differences in how residents answered the question depending on their section of the City. Residents in the Southeast and Southwest sections of the City generally tended to rate questions higher or more favorably than residents of other sections of the City.

Improvements. When asked what needs to be improved in the City of Kalamazoo nearly sixty percent of respondents (59.3%) were unable to name anything they thought needed improved in the City of Kalamazoo. The top responses provided by residents with suggestions for improvements included the economy followed by crime/drugs, employment/jobs, and roads.

Improvements that are needed in the City of Kalamazoo were also similar among all eight sections, although there were differences in the percentages of residents who suggested these improvements by section of the City. For example, the economy was named by only 26.0% of residents in the North, while 43.0% of respondents who live in the Central section said the economy in Kalamazoo needs to be improved. While the improvements desired may be similar between sections of the City, the degree to which each improvement is named in each section of the City does vary.



Conclusions

Overall Performance of City of Kalamazoo Government. When respondents were asked how well City government was performing overall, the response was very positive. Over eighty-one percent (81.2%) of the respondents rated the overall performance of the City of Kalamazoo government as a 3, 4 or 5 on a scale of 1 to 5, with 5 meaning excellent. Half of the 122 respondents who gave a very poor or poor rating of 1 or 2 listed an increase in crime or not enough jobs as the reason why they rated the overall City government's performance as poor.

City of Kalamazoo Government Performance. Respondents were asked about how well the City of Kalamazoo was performing in nine specific areas: creating/retaining jobs in the area, protecting groundwater, providing quality drinking water, handling the PCB issue, leaf pick-up, speed of snow removal, frequency of street cleaning, recreation programs and classes for adults and children, and the appearance/maintenance of parks. For eight of these nine areas the ratings were within a consistent range, however, the rating for creating/retaining jobs in the area was lower.

There is a moderate correlation between how residents rated creating/retaining jobs in the area, protecting our groundwater, and providing quality drinking water, and their rating of the overall performance of City of Kalamazoo government. Respondents who rated these three areas lower were also more likely to rate the overall performance of City government lower. This suggests these areas may have more influence on how residents perceive the performance of government than other more visible areas such as leaf pick-up or speed of snow removal.

Public Safety Department. Overall, residents of the City of Kalamazoo were confident that Public Safety will protect them and their family. The majority (89.2%) of respondents rated their confidence in the Public Safety department as a 3, 4 or 5 on a one to five scale where five is very confident. Residents of the Southeast and Southwest sections of Kalamazoo were more confident while respondents from the Northeast section were slightly less confident than other sections of the City.

When asked specifically about the responsiveness, community involvement, and race relations of the Public Safety department, there was a strong correlation between all three aspects. Respondents generally rated all three of these aspects consistently, as residents either gave all three aspects high ratings, moderate ratings, or low ratings. This suggests overall satisfaction with the Public Safety department involves all three of these aspects and not any one aspect more than another.



Activities. The survey asked residents to indicate how many times in the past year they participated in six different activities located in the City of Kalamazoo: visiting city parks, arts or cultural events, and festivals; as well as walking or biking trailways, shopping, and dining downtown. Of the six activities, more residents dined downtown (88.0%), while only 63.9% walked or biked Kalamazoo’s trailways in the past year.

Generally, older residents were the least likely to have participated in these activities, while younger residents were more likely to have participated. Respondents age 65 and over consistently have the highest percentage of Kalamazoo residents who have never participated in any of the activities. Residents with a higher household income were more likely to have participated in these activities, while lower income residents were less likely to have participated.

Frequency of use also impacted how residents perceived appearance and maintenance of City parks. Respondents who had visited parks in Kalamazoo 6 or more times in the past year were more likely to rate the parks as a four or five on a scale of 1 to 5, with 1 meaning very poor and 5 meaning excellent. Respondents who had visited a park in Kalamazoo once in the past year or never visited a park in Kalamazoo, did not rate them as well. When looking at the ratings of specific aspects of Kalamazoo, it is important to also look at the respondent’s frequency of use.





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City of Kalamazoo 2008 Community Survey

City of Kalamazoo- 2008 Community Survey

Tel. Number: _____
 Interviewer: _____
 Date/Time: _____

CL224 P01 Final 8-14-08

Good evening my name is _____. I am calling from Perspectives Consulting Group and we are conducting a community survey for the City of Kalamazoo. Your opinions are important to the City. We are not selling anything and your responses will be kept confidential.

This survey will take approximately 10 to 15 minutes.

Are you 18 years old or older? [1] Yes - Continue [2] No - May I speak to someone 18 or older please?

Do you live within the city limits of Kalamazoo? [1] Yes - Continue [2] No - Terminate

Do you work for the City of Kalamazoo? [1] Yes - Terminate [2] No - Continue

1. What are THREE things you like about living in Kalamazoo that you would not want to lose? (Do NOT read list/Check NO MORE THAN THREE choices)	[1] Unsure/NA [2] City has lots to offer [3] City is improving [4] Jobs [5] Diversity of population [6] Lived there a long time [7] Convenience [8] Shopping [9] Schools [10] Quality of Neighborhoods [11] Size/small town [12] Family [13] Other _____
2. What are THREE things about living in Kalamazoo that need to be improved? (Do NOT read list/Check NO MORE THAN THREE choices)	[1] Unsure/NA [2] Not much to do [3] Drugs [3] Taxes are too high [4] Crime/drugs [5] Employment/jobs [6] Economy [7] Traffic [8] Roads [9] Schools [10] Neighborhoods [11] Police [12] More restaurants [13] More youth activities [14] Leaf pickup [15] More shopping [16] Other _____
3. What are the top THREE issues or concerns facing your neighborhood?	[1] Unsure/NA [2] Crime [3] Drugs [4] Garbage/litter/trash [5] Leaf removal [6] Noise [7] Police/police patrols [8] Safety [9] Snow removal [10] Speeding [11] Stray animals [12] Streets [13] Street lights [14] Vandalism [15] Other _____
Please rate the performance of the City of Kalamazoo on a scale of 1-5, with 1 indicating "Very poor" and 5 indicating "Excellent".	
4. How well is city government performing its duties overall?	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
5. If 1 or 2 for question 4 - Why do you feel this way?	[1] No communication with community leaders [2] Crime has increased [3] Streets in poor condition [4] City services are low quality [5] Not enough jobs [6] Other _____ [7] Unsure/NA
6. Creating and retaining jobs in the area.	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
7. Protecting our groundwater	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
8. Providing quality drinking water	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
9. Handling the PCB issue	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
10. Leaf pick-up	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
11. Speed of snow removal	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
12. Frequency of street cleaning	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
13. Recreation programs and classes for adults and children	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
14. Appearance and maintenance of the parks in the City	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
Using a scale of 1-5, with 1 indicating "Not Confident" and 5 indicating "Very Confident", please answer the following question:	
15. If you find yourself in an emergency situation, how confident are you that Public Safety will protect you and your family?	Not Confident [1] [2] [3] [4] [5] [6] Very Confident Unsure/NA
The Public Safety Department is an important City service. Using a scale of 1-5, with 1 indicating "Very poor" and 5 indicating "Excellent", please rate Kalamazoo's Public Safety Department's _____:	
16. Responsiveness	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
17. Community Involvement	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
18. Race Relations	Very Poor [1] [2] [3] [4] [5] [6] Excellent Unsure/NA
19. Community policing is a high priority for the community. In the past year, have you noticed more public safety officers interacting with community members?	[1] Yes [2] No [3] Unsure/NA
20. Have you had direct contact with a Kalamazoo City employee in the past year?	[1] Yes, what departments – list: _____ [2] No **skip to q.22 [3] Unsure/NA **skip to q.22



City of Kalamazoo 2008 Community Survey

21. If they had contact with City staff in past year - Did you receive a prompt response from City staff?	[1] Yes, what department or departments _____ [2] Unsure/NA [3] No, what department and why? _____
22. Does the level of communication between city government and residents meet, exceed or fail your expectations?	[1] Meets [2] Exceeds [3] Fails, why? _____ [4] Unsure/NA
23. Do you feel the City is a good steward of your tax dollars?	Very Poor _____ Excellent _____ [1] [2] [3] [4] [5] [6] Unsure/NA
24. Have you recently viewed the City's website?	[1] Yes [2] No ** skip to q. 26 [3] Unsure/NA **skip to q. 26
25. Were you able to easily find what you were looking for on the City's website?	[1] Yes [2] No, why not? _____ [3] Unsure/NA
26. Do you strongly disagree, disagree, agree or strongly agree that building code compliance improves neighborhood property values?	[1] Strongly disagree, why? _____ [2] Disagree, why? _____ [3] Agree [4] Strongly agree [5] Unsure/NA
27. Would you support a single garbage hauler to service City residents?	[1] Yes [2] No, why? _____ [3] Unsure/NA
Kalamazoo has a lot of activities to offer to its local residents. In the past year how often have you:	
28. Visited a City park	[1] Never [2] Once [3] 2-5 times [4] 6-11 times [5] 12+ times [6] Unsure
29. Attended an arts or cultural event	[1] Never [2] Once [3] 2-5 times [4] 6-11 times [5] 12+ times [6] Unsure
30. Attended a festival downtown	[1] Never [2] Once [3] 2-5 times [4] 6-11 times [5] 12+ times [6] Unsure
31. Walked or biked Kalamazoo's trailways	[1] Never [2] Once [3] 2-5 times [4] 6-11 times [5] 12+ times [6] Unsure
32. Went shopping downtown	[1] Never [2] Once [3] 2-5 times [4] 6-11 times [5] 12+ times [6] Unsure
33. Dined at a downtown restaurant/deli	[1] Never [2] Once [3] 2-5 times [4] 6-11 times [5] 12+ times [6] Unsure
34. Are you a registered voter?	[1] Yes [2] No [3] Unsure/NA
35. Do you rent or own your home?	[1] Rent [2] Own [3] Unsure/NA [4] Other _____
36. Which best describes the building you live in? (read choices)	[1] House [2] Apartments/condominiums [3] Mobile Home [4] Other _____ [5] Unsure/NA
37. How many years have you lived in the City of Kalamazoo? (read choices)	[1] Under 1 year [2] 1 - 2 years [3] 3 - 4 years [4] 5 - 9 years [5] 10 - 14 years [6] 15 + years [7] Unsure/NA
38. Do you have any children of age 17 or under living in your household?	[1] Yes [2] No [3] Unsure/NA
39. What is the highest degree or level of school you have completed?	[1] Some High School [2] High School Diploma [3] Some College [4] Associates Degree [5] Bachelor's Degree [6] Graduate Degree [7] Other, please list: _____
40. What is your current employment status? (Read choices)	[1] Currently employed full-time [2] Currently employed part-time [3] Homemaker [4] Retired [5] Student [6] Unemployed [7] Self-employed [8] Disabled [9] Other, please list: _____
41. Is your age ... (Read choices)	[1] 18-24 [2] 25-34 [3] 35-44 [4] 45-54 [5] 55-64 [6] 65+ [7] Unsure/NA
42. What is your primary ethnic background? (If they hesitate, read choices)	[1] White/Caucasian [2] African-American/Black [3] Hispanic [4] Asian [5] Other _____ [6] Unsure/NA
43. In which section of Kalamazoo do you live in?	[1] North (includes Northside, Stuart, and Fairmont neighborhoods) [2] Northeast (includes Burke Acres/Mt. Olivet neighborhoods) [3] Central (includes Central Business District, Vine, WMU/KRPH, West Main Hill, Gateway/South Street neighborhoods) [4] South (includes South Westnedge, Westnedge Hill, Parker-Duke, Southside, West, Kilgore, Lakeside, Whites/Bronson/Edgemoor) [5] Southeast (includes Milwood, Homecrest Circle) [6] Southwest (includes Colony Farm, Parkview Hills, Oakwood, Hill n' Brook, Parkwyn Village, Woods Lake) [7] East (includes Edison, Eastside) [8] West (includes Arcadia, Knollwood, Oakland/Winchell, Westwood) [9] Unsure, ask what street they live on (house number not required)
44. What range best represents your total household income? (Read list)	[1] Under \$35,000 [2] \$35,000-\$49,999 [3] \$50,000-\$74,999 [4] \$75,000-\$100,000 [5] Over \$100,000 [6] Refused/Don't Know
This concludes our survey. Thank you very much for your time. The City of Kalamazoo appreciates your help.	
45. Determine by voice - Gender of Respondent	[1] Male [2] Female



**2008 Community Survey
City of Kalamazoo**

Project Dates: June 12, 2008 - September 2, 2008
Project Number: CL224-P01

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Founded in 1987, Perspectives Consulting Group, Inc. provides market research and strategic planning services to businesses and organizations throughout the United States. Using state-of-the-art market research techniques including focus groups, telephone/mail surveys, interviews and customer response systems, Perspectives Consulting Group, Inc. obtains the information necessary to make efficient and effective decisions and plan for the future. Perspectives Consulting Group, Inc. offers a full-range of planning services including strategic planning and feasibility studies that are essential to succeed in today's marketplace. Our primary focus is meeting the needs of nonprofit organizations, educational institutions, religious organizations, and United Ways.

We firmly believe and practice the following guiding philosophies:

- To provide the client with what they need, when they need it.
- To follow the simple process of listening, planning, researching, analyzing, evaluating and reporting for each client and project.
- To treat each client's situation as unique and individual, providing the best combination of services to meet the client's needs.
- To maintain a state of involvement that allows clear, unbiased, objectivity that insures and protects the confidentiality of the client's situation.

For more information, contact us at:

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