

2010 Community Survey

City of Kalamazoo

Perspectives
■ Consulting Group



Information and planning that make the difference

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The City of Kalamazoo 2010 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. Highlights of the survey included:

Of the 800 respondents, half were female and half were male. All of the respondents were at least 18 years old and lived within eight specified sections of the City of Kalamazoo. Just over half of the respondents had a household income below \$50,000, and the majority were either Caucasian/white or African-American/black. Only half of the respondents were currently employed (full-time, part-time, or self-employed) and the majority of the respondents owned their own home and lived in a house or apartment/condominium. When asked how many years respondents lived in the City of Kalamazoo, two-thirds of respondents had lived there for 10 or more years and did not have children under the age of 18 living in their household. Interestingly, over ninety percent of respondents were registered voters.

The top three things respondents liked about living in Kalamazoo included: convenience, schools, and size/small town; however, the respondents felt that roads, crime/drugs, and employment/jobs needed to be improved. The top issues overall facing all neighborhoods in the City of Kalamazoo included: crime, streets, and decreased property values. Close to half of the respondents were pleased with the way city government was performing its duties overall. The respondents who were not pleased with the City of Kalamazoo overall indicated that it was because the city services were low quality and there was no communication with community leaders. Among all of the respondents, the top-rated performance areas included: appearance and maintenance of parks in the city, and leaf pick-up.

Three-quarters of the respondents were confident that Public Safety would protect them and their family. Over half of the respondents rated Kalamazoo’s Public Safety Department’s responsiveness and community involvement as excellent, while only one-third of the respondents rated their race relations as excellent.

Only one-quarter of respondents had contact with a City of Kalamazoo employee in the past year. Of the 188 respondents who had direct contact with a city employee in the past year, the majority received a prompt and professional response from city staff, and received efficient and effective services that met their needs.

The 800 respondents most strongly supported freezing staff salaries, deferring capital projects, and renegotiating union contracts to reduce pay or benefits to help balance the City of Kalamazoo budget. Interestingly, two-thirds of the respondents felt it was acceptable for public safety officers to not respond to all calls, or to not respond immediately because there were other more important calls. The majority of the respondents felt the City of Kalamazoo should continue to provide regional support for KVET (Kalamazoo Valley Enforcement Team). The respondents were then asked questions regarding an increase in property taxes. The respondents were most likely to support an increase in taxes to maintain support for police/fire and street maintenance.

Over one-third of respondents had visited a city park six or more times in the past year, and over half of the respondents would consider contributing to a fundraising effort to redevelop these parks.



Executive Summary

The majority of the 800 respondents had access to the Internet. The majority of the 638 respondents who had access to the Internet would be willing to sign up online for City of Kalamazoo programs or services, pay a city bill online, and apply for permits online. However, only half of the 638 respondents who had access to the Internet would be willing to file a police report for minor incidents online.

Mail and e-mail were the most common ways respondents would prefer to receive information from the City of Kalamazoo.



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.

A community survey was also conducted in 2008. Comparisons have been made for questions that remained consistent from year-to-year.

To collect information from the city's residents about their perceptions, and to 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** section includes 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 2010 Community Survey consisted of 54 questions. Topics included: satisfaction with the City of Kalamazoo Public Safety Department, City of Kalamazoo Government, City of Kalamazoo budget, city parks, Internet and online usage, information about the City of Kalamazoo, 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 10 to 15 minutes, and was developed based on input from the City of Kalamazoo City Manager's 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, KRPH, West Main Hill, Gateway, and South Street neighborhoods
- **South:** South Westnedge, Westnedge Hill, Parker-Duke, Southside, West, Kilgore, Lakeside, Whites, Bronson, and Edgemoor neighborhoods
- **Southeast:** Milwood and Homecrest Circle neighborhoods
- **Southwest:** Colony Farm, Parkview Hills, Oakwood, Hill 'n Brook, Parkwyn Village, and Woods Lake neighborhoods
- **East:** Edison and Eastside neighborhoods
- **West:** Arcadia, Knollwood, Oakland, Winchell, and Westwood neighborhoods

The sampling method used for this survey was random-digit dialing of telephone numbers with the following telephone prefixes in area code 269 within the eight sections of the City of Kalamazoo: 201, 209, 210, 216, 226, 242, 252, 254, 266, 267, 270, 271, 274, 276, 279, 290, 324, 325, 342, 343, 344, 345, 348, 349, 350, 352, 353, 355, 365, 366, 372, 373, 375, 377, 381, 382, 383, 384, 385, 387, 388, 410, 420, 474, 482, 488, 492, 532, 544, 549, 552, 553, 567, 569, 576, 598, 599, 614, 615, 638, 670, 736, 743, 762, 808, 819, 820, 861, 863, 879, 885, 891, 903, 913, 924, 978.

Cellular phones were also randomly contacted in 24 additional prefixes.



Survey Execution

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 15,403 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 August and September 2010 during the evening hours of 6:00 p.m. to 9:00 p.m. local time. A pretest of 29 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.

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 2010 Community Survey has a confidence interval of +/- 5 percent. Therefore, the answer to any question on the survey is within plus or minus 5 percent of the actual value. When comparing two responses to a question, any difference of less than 10 percent needs to be examined carefully, since statistically the difference could be considered negligible.

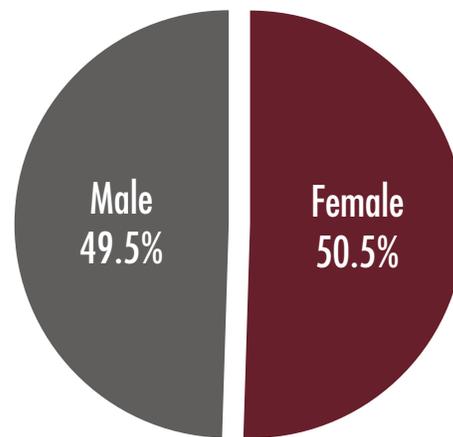


Respondent Profile

Overview: Of the 800 respondents, half were female and half were male. All of the respondents were at least 18 years old and lived within eight specified sections of the City of Kalamazoo. Just over half of the respondents had a household income below \$50,000, and the majority were either Caucasian/white or African-American/black. Of the 800 respondents who completed the survey, only half were currently employed (full-time, part-time, or self-employed). The majority of the respondents owned their own home and lived in a house or an apartment/condominium. When asked how many years respondents lived in the City of Kalamazoo, two-thirds of respondents had lived there for 10 or more years and did not have children under the age of 18 living in their household. Interestingly, over ninety percent of respondents were registered voters.

Chart 1
Gender of Respondents

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



Source: City of Kalamazoo 2010 Community Survey, question 54

Chart 2
Household Income of Respondents

Over half of the respondents (56.8%) had a household income below \$50,000. However, it is important to note that 11.0% of the respondents did not indicate their total household income.

	% Respondents
Under \$35,000	38.8%
\$35,000 to \$49,999	18.0%
\$50,000 to \$74,999	16.0%
\$75,000 to \$100,000	11.0%
Over \$100,000	5.3%
Refused/Don't know	11.0%

Source: City of Kalamazoo 2010 Community Survey, question 52



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 neighborhoods
- **Southeast:** Milwood and Homecrest Circle neighborhoods
- **Southwest:** Colony Farm, Parkview Hills, Oakwood, Hill 'n Brook, Parkwyn Village, and Woods Lake neighborhoods
- **East:** Edison and Eastside neighborhoods
- **West:** Arcadia, Knollwood, Oakland, Winchell, and Westwood neighborhoods

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

	% 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 2010 Community Survey, question 51



Chart 4

Ethnic Background of Respondents

The majority of the respondents were either Caucasian/white (74.3%) or African-American/black (20.0%).

Other ethnic backgrounds included:

6 Respondents
Multi-racial

5 Respondents
Native American

1 Respondent
Arab
Dominican
Inuit

	% Respondents
Caucasian/white	74.3%
African-American/black	20.0%
Hispanic	2.4%
Asian	1.1%
Other	1.8%
Unsure/NA	0.5%

Source: City of Kalamazoo 2010 Community Survey, question 50

Chart 5

Age of Respondents

All of the 800 respondents were at least 18 years old. The six age categories had similar percentages of respondents ranging from 13.5% to 19.6%.

	% Respondents
18 to 24	15.9%
25 to 34	17.3%
35 to 44	19.6%
45 to 54	16.6%
55 to 64	13.5%
65 and over	17.1%
Unsure/NA	0.0%

Source: City of Kalamazoo 2010 Community Survey, question 49



Respondent Profile

Chart 6 Highest Degree or Level of Education

	% Respondents
Bachelor's degree	26.6%
Some college	26.6%
High school diploma	17.8%
Graduate degree	14.1%
Associate's degree	9.0%
Some high school	4.5%
Other	0.8%
Unsure/NA	0.6%

Source: City of Kalamazoo 2010 Community Survey, question 47

When asked what the highest degree or level of school was that the respondents had completed, 76.3% had either some college education or a college degree.

Six respondents indicated another level of education, which included:

2 Respondents

8th grade
Skill trade

1 Respondent

Business school
Cosmetology school

Chart 7 Current Employment Status

	% Respondents
Currently employed full-time	34.9%
Retired	21.1%
Currently employed part-time	13.0%
Unemployed	12.3%
Student	8.5%
Homemaker	3.9%
Disabled	3.3%
Self-employed	2.8%
Refused	0.4%

Source: City of Kalamazoo 2010 Community Survey, question 48

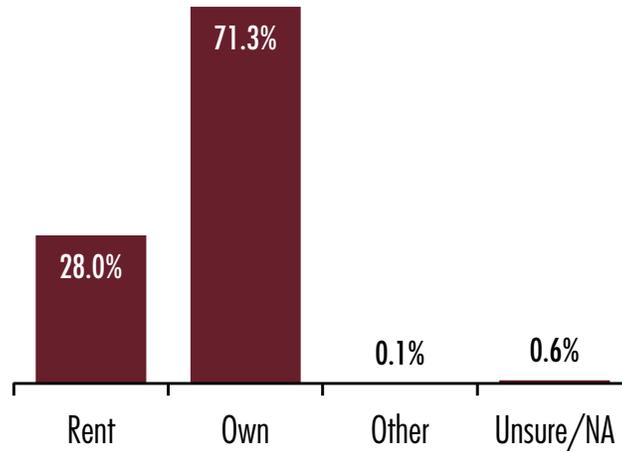
Of the 800 respondents who completed the survey, over half (50.7%) were currently employed (full-time, part-time, or self-employed).



Chart 8
Rent or Own Home

When the respondents were asked if they rented or owned their home, the majority (71.3%) owned their own home.

One respondent (0.1%) lived in a nursing home.



Source: City of Kalamazoo 2010 Community Survey, question 43

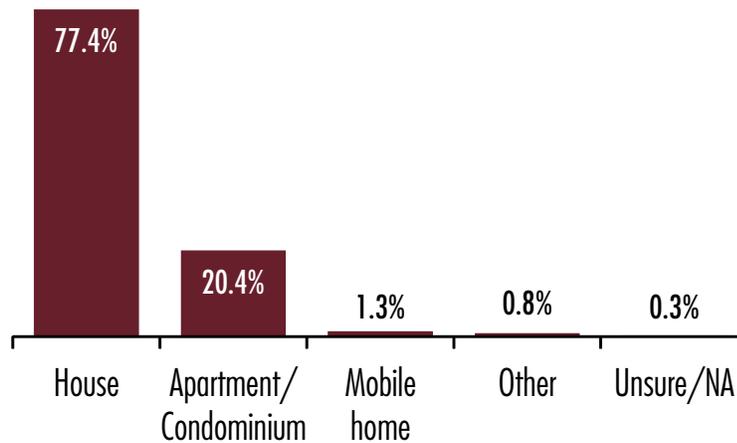
Chart 9
Type of Building

The majority of the respondents (97.8%) lived in a house or apartment/condominium.

There were six respondents who indicated other places they lived, which included:

5 Respondents
Residence hall

1 Respondent
Nursing home



Source: City of Kalamazoo 2010 Community Survey, question 44



Respondent Profile

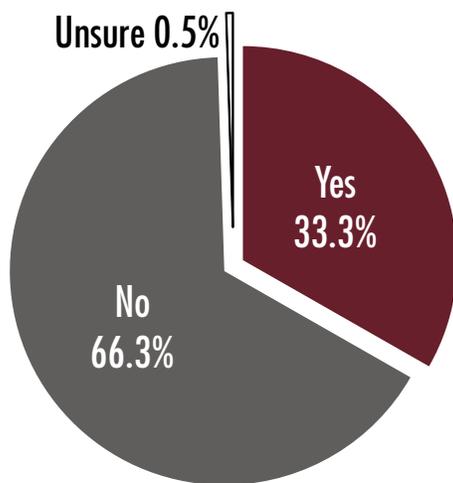
Chart 10
Years Lived in Kalamazoo

	% Respondents
Under 1 year	2.8%
1 to 2 years	6.5%
3 to 4 years	9.1%
5 to 9 years	13.8%
10 to 14 years	12.3%
15 or more years	55.4%
Unsure/NA	0.3%

When asked how many years respondents lived in the City of Kalamazoo, 67.7% of respondents had lived there for 10 or more years.

Source: City of Kalamazoo 2010 Community Survey, question 45

Chart 11
Children Living in Household



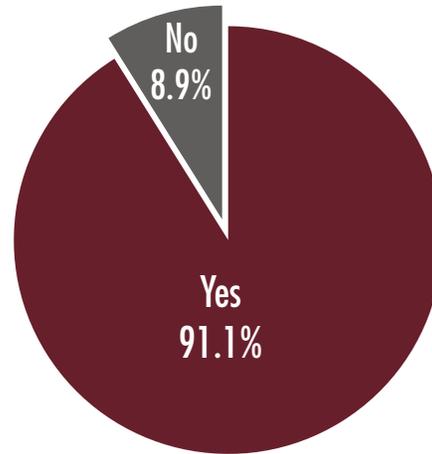
The respondents were then asked the question, "Do you have any children under the age of 18 living in your household?" Two-thirds of the respondents (66.3%) did not have children under the age of 18 living in their household.

Source: City of Kalamazoo 2010 Community Survey, question 46



Chart 12
Registered Voter

The majority of the 800 respondents (91.1%) were registered voters.



Source: City of Kalamazoo 2010 Community Survey, question 42



Satisfaction with City of Kalamazoo

Overview: The top three things respondents liked about living in Kalamazoo included: convenience, schools, and size/small town; however, the respondents felt that roads, crime/drugs, and employment/jobs needed to be improved. The top issues overall facing all neighborhoods in the City of Kalamazoo included: crime, streets, and decreased property values. Close to half of the respondents were pleased with the way city government was performing its duties overall. The respondents who were not pleased with the City of Kalamazoo overall indicated that it was because the city services were low quality and there was no communication with community leaders. Among all of the respondents, the top-rated performance areas included: appearance and maintenance of parks in the city, and leaf pick-up.

Survey Results: The questions in this section were also asked on the City of Kalamazoo 2008 Community Survey; therefore, year-to-year comparisons have been made.



Chart 13

Like About Living in Kalamazoo

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 liked about living in Kalamazoo included: convenience, schools, and size/small town. The top responses on the City of Kalamazoo 2008 Community Survey included: size/small town, lived there a long time, and family.

	2010 Respondents	2008 Respondents
Convenience	18.9%	27.1%
Schools	18.0%	24.8%
Size/small town	18.0%	31.4%
City has lots to offer	17.4%	15.4%
Lived there a long time	16.0%	29.9%
Diversity of population	14.0%	25.8%
Family	11.5%	28.3%
Quality of neighborhoods	11.1%	10.9%
Jobs	5.8%	10.6%
Shopping	5.4%	8.4%
Kalamazoo Promise	4.6%	6.1%
Downtown	3.9%	2.1%
Arts	2.9%	1.1%
Western Michigan University	2.6%	0.6%
City parks	2.5%	0.0%
City is improving	2.4%	14.0%
Public transportation	2.3%	0.3%
Other	17.0%	11.4%
Unsure/NA	13.9%	8.8%

Source: City of Kalamazoo 2010 Community Survey, question 1

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

**Chart is ordered by 2010 responses



Satisfaction with City of Kalamazoo

Other responses included:

13 Respondents

Library

11 Respondents

Restaurants

10 Respondents

Colleges

Safety

9 Respondents

Recycling

Weather

7 Respondents

Culture

Natural landscape

6 Respondents

Location

Public safety

5 Respondents

Cultural activities/events

Entertainment

People

4 Respondents

Churches

Parks and recreation

3 Respondents

Bars

Bike trails

City services

Civic activities

Clean

Community

Concerts

Festivals

Hospitals

Night life

Quiet

Trash/leaf pick-up

Trees



2 Respondents

- Businesses
- Campus life
- Community activities/events
- Friends
- Golf courses
- Low cost of living
- Neighborhoods
- Privacy
- Public services

1 Respondent

- Arcadia Creek fairgrounds
- Arcadia site
- Arts center
- Arts community
- Atmosphere
- Bar scene
- Baseball team
- Beer
- Benefits
- Bronson Hospital
- Building structures
- Campus
- City activities in park
- City commissioner
- City looks nice
- City true to roots/culture
- Clubs
- College scene
- Community housing
- Community projects
- Cost of living
- Courthouses
- Creative
- Crime rate is good
- Cultural opportunities
- Doctor
- Downtown atmosphere
- Education
- Educational facilities
- Equality
- Events downtown
- Everything
- Expansion
- Farmers' Market
- Fishing
- Friendliness of population
- Friendly
- Gardens
- Good people
- Good services
- Great basic service



Satisfaction with City of Kalamazoo

1 Respondent - continued

Green spaces
Higher education
Historic buildings
Hospital care
House
Independence
Kalamazoo Institute of Arts
Kalamazoo Symphony Orchestra
Lakes
Law crime
Layout
Leaf pick-up
Lots of housing
Low traffic
Medical services
Milham Park
Museums
Name
Nature
Neighborhood police reports
New trails
Nice
No major problems
No police cuts
Older homes
Otter's Head Shop
Pretty
Programs for disabled and homeless
Public golf course
Recreation
Reduced benefits
Replace trees that are cut
Resources
Roundabouts
Seasons
Security
Skate park
Snow removal
Society
Sports programs
Taxes
Teachers
Theater
Trails
Unique businesses
Variety of businesses
Variety of churches
Very pretty
Volunteerism
Water supply
Well-managed
Western Michigan University students
YMCA



Satisfaction with City of Kalamazoo

Demographic categories with a significantly higher percentage of respondents who said convenience was the top thing about living in Kalamazoo that they would not want to lose included: household income over \$100,000 (31.0%).

There were no demographic categories with a significantly lower percentage of respondents who said convenience was the top thing about living in Kalamazoo that they would not want to lose.

Chart 14
Needs to be Improved in Kalamazoo

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 felt needed to be improved included: roads, crime/drugs, and employment/jobs. The responses were somewhat similar on the City of Kalamazoo 2008 Community Survey, which included: the economy, crime/drugs, and employment/jobs.

	2010 Respondents	2008 Respondents
Roads	31.0%	23.5%
Crime/drugs	14.1%	30.6%
Employment/jobs	13.8%	28.1%
Traffic	11.0%	22.8%
Economy	9.9%	32.4%
Police	7.8%	4.5%
Taxes are too high	7.8%	19.5%
Schools	7.4%	19.0%
More youth activities	3.9%	10.9%
Neighborhoods	3.9%	14.5%
More shopping	2.6%	3.9%
Public transportation	2.4%	1.5%
Water quality	1.8%	0.0%
Leaf pick-up	1.4%	0.6%
Not much to do	0.9%	10.5%
More restaurants	0.6%	6.5%
Other	27.1%	13.5%
Unsure/NA	18.0%	9.4%

Source: City of Kalamazoo 2010 Community Survey, question 2

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

**Chart is ordered by 2010 responses



Satisfaction with City of Kalamazoo

Other responses included:

12 Respondents

*Parking
Sidewalks*

9 Respondents

City parks

6 Respondents

*Snow removal
Parking downtown*

5 Respondents

Race relations

4 Respondents

*Bike trails
Homelessness
Noise*

3 Respondents

*Construction
Curfew enforcement
Downtown
Housing assistance*

2 Respondents

*Abandoned houses/buildings
Cleaner streets
Court system
Disability services
Health care
Infrastructure
Lights
More communication
More downtown redevelopment
More parks
Neighborhood clean-up
Northside
One-way streets
Poverty
Public transportation on Sunday
Recycling
Safety
Transportation
Vacant lots
Yards
Zoning*



1 Respondent

- Access to health care
- Access to stores/more parking
- Add speed bumps to streets
- Affordable public transportation
- Appearance
- Arborist
- Arts
- Barking dogs
- Benefits
- Better code enforcement
- Better gas prices
- Better neighborhood landscaping
- Better police coverage on busy roads
- Better race relations
- Better snow removal
- Better use of land
- Better waste disposal
- Bettering maintenance of Kal-Haven trail
- Brush pick-up
- Buses
- Businesses on Northside
- Cable
- Care for parks
- Change city manager concept
- Cheaper grocery shopping
- Child protective services
- City clean-up
- City Commission
- City needs to reach out to college students
- City plan
- City services
- Clean up Northside
- Clear snow faster
- Codes/regulations
- College students
- Communication with government
- Community issues
- Community service
- Cost of living
- Crosswalks
- Culture
- Dirty streets and sidewalks
- Doctor care
- Downtown crime/dilapidation
- Downtown Kalamazoo Inc.
- Entertainment
- Expensive libraries
- Fewer one-way streets
- Finish dog park
- Funding high schools
- Golf courses
- Green space
- High property taxes



Satisfaction with City of Kalamazoo

1 Respondent - continued

High schools
Housing for homeless
Improve sidewalks
Jail
Jaywalking
Kalamazoo River smells
Lack of sidewalks
Law enforcement system
Littering
Loitering
Mental health services
Messy properties
More adult activities
More businesses
More coffeehouses
More college student events downtown
More community coverage
More community involvement
More diversity
More dog parks
More equal rights for gay/minorities
More firefighters
More funding of social services
More independent stores
More information
More job opportunities for minority population
More library services
More Northside developments
More occupied houses
More patrol at night
More publicity for downtown events
More recreation for youth
Need comedy club
Neighborhood programs
Neighborhood restoration
Neighborhood watches
News
Newspaper
Night life
Noise late at night
Not a lot to do
Not safe
Old buildings (tear down)
Opening creek
Ordinances (zoning and building)
Park clean-up enforced
Parking fees too high
Parking meters
Parks
Parks and recreation
Perception of city
Picking up after dogs



1 Respondent - continued

- Plow sidewalks
- Police need more support
- Politicians
- Poor and ill-treated
- Power outages
- Property prices are low
- Quality of leadership
- Quality of life
- Racial divisions
- Racial profiling
- Racism/prejudice
- Radio
- Rebuild downtown
- Rebuild Southside
- Reduce/eliminate fees for online payment
- Response to citizen complaints
- Restrictions on tree limb pick-up
- Run-down buildings near downtown
- Schools
- Sewer/infrastructure
- Shopping
- Sidewalks cleared in winter
- Skyscrapers
- Snow removal faster
- Social agenda
- Special needs kids need more help
- Speed limits higher
- Spending
- Sports teams need more support
- Spray for mosquitoes
- Stop signs
- Street clean-up
- Street lights
- Street repair
- Student housing downtown
- Taxes
- Taxes on seniors
- Too hard to sell house
- Too liberal
- Too many social services-make more rigorous
- Traffic circle on Howard
- Traffic lights
- Train tracks
- Trash
- Trash/litter
- Vagrancy downtown
- Variety of employers
- Violence
- Weather
- Web site
- Western Michigan University students



Satisfaction with City of Kalamazoo

Demographic categories with a significantly higher percentage of respondents who said roads in Kalamazoo needed to be improved included: Southeast section (41.0%).

Respondents were then asked to indicate three issues facing their neighborhood. The top issues overall facing neighborhoods included: crime, streets, and decreased property values. The top issues overall facing neighborhoods on the City of Kalamazoo 2008 Community Survey included: crime, safety, and drugs. The issues have also been categorized by the eight sections surveyed in the City of Kalamazoo.

Chart 15
Top Issues Facing Neighborhoods - 1

	Total 2010 Respondents	Total 2008 Respondents	2010 North	2008 North	2010 Northeast	2008 Northeast	2010 Central	2008 Central
Crime	14.8%	29.1%	22.0%	36.0%	8.0%	22.0%	11.0%	22.0%
Streets	11.3%	16.3%	12.0%	14.0%	7.0%	16.0%	14.0%	22.0%
Decreased property values	9.0%	0.0%	9.0%	0.0%	14.0%	0.0%	11.0%	0.0%
Safety	8.4%	24.9%	8.0%	21.0%	6.0%	29.0%	15.0%	31.0%
Noise	7.9%	11.5%	4.0%	7.0%	8.0%	13.0%	16.0%	15.0%
Police/police patrols	6.1%	10.0%	6.0%	9.0%	6.0%	11.0%	6.0%	10.0%
Speeding	5.8%	14.6%	6.0%	7.0%	6.0%	18.0%	8.0%	24.0%
Drugs	4.6%	17.3%	6.0%	23.0%	7.0%	19.0%	2.0%	18.0%
Garbage/litter/trash	3.9%	14.3%	6.0%	14.0%	5.0%	16.0%	1.0%	19.0%
Vandalism	3.6%	10.8%	2.0%	14.0%	2.0%	11.0%	1.0%	18.0%
Snow removal	2.4%	6.9%	2.0%	5.0%	3.0%	6.0%	3.0%	6.0%
Street lights	1.5%	5.0%	1.0%	3.0%	3.0%	8.0%	2.0%	4.0%
Stray animals	1.0%	4.1%	0.0%	2.0%	1.0%	5.0%	1.0%	4.0%
Leaf removal	0.8%	4.9%	0.0%	6.0%	0.0%	8.0%	1.0%	4.0%
Other	21.8%	8.1%	24.0%	12.0%	17.0%	10.0%	21.0%	11.0%
Unsure/NA	40.3%	27.5%	39.0%	28.0%	41.0%	29.0%	39.0%	19.0%

Source: City of Kalamazoo 2010 Community Survey, question 3

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

**Chart is ordered by 2010 responses



Chart 16
Top Issues Facing Neighborhoods - 2

	2010	2008	2010	2008	2010	2008	2010	2008	2010	2008
	South	South	Southeast	Southeast	Southwest	Southwest	East	East	West	West
Crime	9.0%	37.0%	20.0%	32.0%	9.0%	30.0%	24.0%	30.0%	15.0%	24.0%
Streets	14.0%	15.0%	17.0%	21.0%	9.0%	18.0%	11.0%	13.0%	6.0%	11.0%
Decreased property values	9.0%	0.0%	8.0%	0.0%	5.0%	0.0%	10.0%	0.0%	6.0%	0.0%
Safety	7.0%	29.0%	10.0%	19.0%	2.0%	34.0%	8.0%	16.0%	11.0%	20.0%
Noise	6.0%	10.0%	8.0%	9.0%	6.0%	12.0%	10.0%	9.0%	5.0%	17.0%
Police/police patrols	8.0%	15.0%	3.0%	10.0%	6.0%	7.0%	10.0%	9.0%	4.0%	9.0%
Speeding	9.0%	20.0%	2.0%	13.0%	4.0%	19.0%	7.0%	8.0%	4.0%	8.0%
Drugs	4.0%	17.0%	3.0%	13.0%	3.0%	13.0%	10.0%	18.0%	2.0%	17.0%
Garbage/litter/trash	3.0%	13.0%	3.0%	14.0%	1.0%	13.0%	8.0%	10.0%	4.0%	15.0%
Vandalism	6.0%	10.0%	4.0%	7.0%	3.0%	7.0%	9.0%	8.0%	2.0%	11.0%
Snow removal	4.0%	9.0%	1.0%	6.0%	4.0%	7.0%	1.0%	9.0%	1.0%	7.0%
Street lights	3.0%	5.0%	0.0%	6.0%	1.0%	4.0%	0.0%	4.0%	2.0%	6.0%
Stray animals	1.0%	6.0%	2.0%	7.0%	1.0%	4.0%	1.0%	2.0%	1.0%	3.0%
Leaf removal	1.0%	4.0%	1.0%	4.0%	1.0%	4.0%	1.0%	6.0%	1.0%	3.0%
Other	25.0%	9.0%	21.0%	5.0%	21.0%	7.0%	24.0%	3.0%	21.0%	8.0%
Unsure/NA	38.0%	15.0%	38.0%	29.0%	45.0%	31.0%	35.0%	39.0%	47.0%	30.0%

Source: City of Kalamazoo 2010 Community Survey, question 3

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

**Chart is ordered by 2010 responses

Other responses included:

North

- Unemployment (3 respondents)
- Abandoned/condemned houses (2 respondents)
- Taxes (2 respondents)
- Traffic (2 respondents)
- Curb-appeal
- Tree-trimming
- Drop-outs
- Jaywalking
- Loitering
- More youth activities
- No neighborhood watch



Satisfaction with City of Kalamazoo

North - continued

Poor landscaping
Rape/violence
Rundown neighborhood
Schools/education
Poverty
Vacant houses
Vacant lots
Water quality
Blind intersections
Young families
Youth

Northeast

Traffic (4 respondents)
Parking (2 respondents)
Tree maintenance (2 respondents)
Bad roads
Flooded streets
High taxes
Kids on streets jaywalking
Loitering
More convenience
Property assessment
Storm drains/street/sidewalk repair
Vacant houses
Water quality

Central

Traffic (4 respondents)
Bury electrical lines (2 respondents)
Age of telephone wires/poles
College students
Dogs barking
Homelessness
More lighting
Parking
Parking on streets
Poverty
Property taxes
Rental properties
Replace trees that are cut in yards
River pollution
Sidewalks
Students party
Water quality
Youth
Zoning



South

- Traffic (4 respondents)
- Taxes (3 respondents)
- Loitering youth (2 respondents)
- Water quality (2 respondents)
- Abandoned/condemned houses
- Apartment makes it difficult to recycle
- Commercial building in residential area
- Demographics
- Education
- Engagement/participation
- Fallen signs
- Neighbors not maintaining house
- Schools
- Sidewalks
- Street walkers
- Tree inspection around power lines/roads
- Trees
- Trucks
- Unemployment
- Vacant houses and lots
- Water drainage

Southeast

- Unemployment (2 respondents)
- Water quality (2 respondents)
- Backyard bonfires
- Bussing for schools
- City services
- Construction
- High taxes
- Loitering
- Loitering youth
- Other neighbors
- PCB
- Potholes
- Public safety response
- Rundown houses
- Schools
- Sidewalks
- Taxes
- Traffic
- Tree maintenance
- Trees



Satisfaction with City of Kalamazoo

Southwest

Water quality (3 respondents)
Taxes (2 respondents)
Unemployment (2 respondents)
Banks
Exposed power lines
Flooded streets
Government wastes money
High taxes
Home sales
Homelessness
Integration bad idea
Lack of sidewalks
No neighborhood association
Police being called
Public health care
Public transportation
Services
Sidewalks
Street repair
Traffic
Tree maintenance

East

Loitering (2 respondents)
Loitering youth (2 respondents)
More youth activities/programs (2 respondents)
Traffic (2 respondents)
Youth (2 respondents)
Abandoned/condemned houses
Garbage
Guns
Hospitals
Juveniles
Local laws
Messy properties
Police attitudes
Poor director
Poorly maintained properties
Promote businesses
Public transportation
Teens walking/biking in streets
Truancy
Unsupported youth
Vacant houses
Youth causing trouble



West

- Parking (2 respondents)*
- Traffic (2 respondents)*
- Abandoned/condemned houses*
- Clutter*
- College students*
- Deer crossing signs*
- Dirty lakes*
- Dogs barking*
- Elementary schools*
- Government*
- High property taxes*
- Kids out late*
- Littering*
- More mailboxes*
- Poverty*
- Power outages*
- Property management*
- Renting*
- Students moving in*
- Students too loud*
- Taxes*

Demographic categories with a significantly higher percentage of respondents who said crime was the top issue facing their neighborhood included: disabled (26.9%) and East section (24.0%).

There were no demographic categories with a significantly lower percentage of respondents who said crime was the top issue facing their neighborhood.



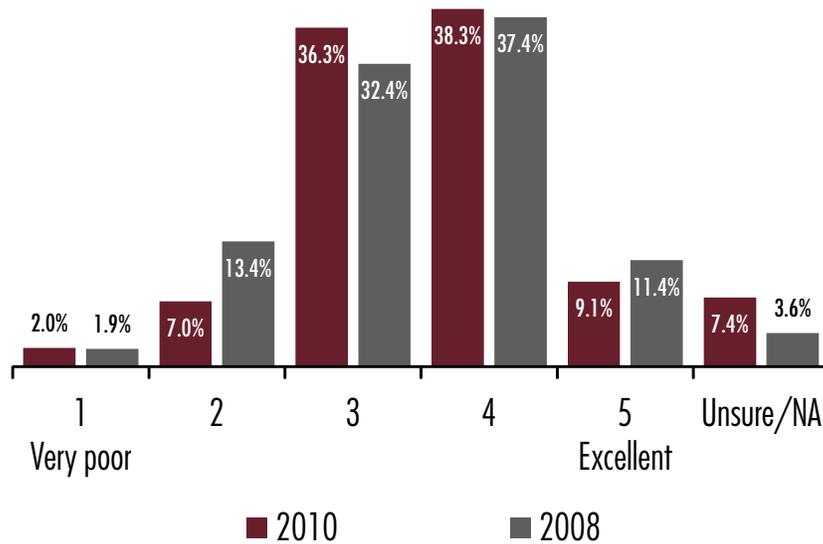
Satisfaction with City of Kalamazoo

For the following question, an average was calculated where 1 indicated the City of Kalamazoo was performing very poorly and 5 indicated the City of Kalamazoo was performing excellent. Therefore, if all respondents felt the City of Kalamazoo was performing excellent, the average for that area would be 5.0.

“How well is city government performing its duties overall?” (741 respondents - average 3.49)

Close to half of the respondents (47.4%) gave a rating of 4 or 5, meaning the respondents were pleased with the way city government was performing its duties overall, compared to 48.8% of respondents in 2008.

Chart 17
City Government Performing Duties Overall



Source: City of Kalamazoo 2010 Community Survey, question 4

Demographic categories with a significantly higher average included: bachelor’s degree (3.61), Central section (3.64), and Southwest section (3.72).

There were no demographic categories with a significantly lower average.

The average for the 2010 respondents (3.49) was slightly higher than the average for the 2008 respondents (3.45); however, the difference is not statistically significant.



Chart 18

Rating City of Kalamazoo Poorly

There were 72 respondents who rated the City of Kalamazoo overall as a 1 or 2. Those respondents were then asked why they felt that way. The most common reasons for rating the city government's performance so low included: city services are low quality and no communication with community leaders.

	2010 Respondents	2008 Respondents
City services are low quality	16.7%	17.2%
No communication with community leaders	12.5%	13.1%
Crime has increased	8.3%	27.0%
Streets in poor condition	4.2%	14.8%
Not enough jobs	2.8%	23.0%
Other	50.0%	5.7%
Unsure/NA	5.6%	5.7%

Source: City of Kalamazoo 2010 Community Survey, question 5

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

**Chart is ordered by 2010 responses

There were 36 respondents who indicated other reasons they felt this way, which included:

2 Respondents

Mismanaged money

1 Respondent

- Bad court system*
- Building permit problems*
- City does not listen*
- City is just going down in all aspects*
- Disabled, non-responsive*
- Do not listen*
- Does not see anything getting better*
- High crime rates*
- Kik pool closed*
- Lack of businesses*
- Lot to be done and not getting done*
- Needs improvement*
- Neighborhood going down*
- Not focused on quality*
- Not helping*
- Not improving what needs to be improved*
- Nothing being done*
- Nothing happening*
- Over-taxed, high costs*
- People dealing with races*
- Poor landscaping*
- Poorly put together*



Satisfaction with City of Kalamazoo

1 Respondent - continued

Poorly run

Property tax

Public safety

Public safety not taking things seriously

Quality of services, crime

Race relations

Slow services (water)

Too conservative

Too liberal

Traffic, police coverage

Trouble with custody

Worried about keeping certain standard and not helping those in need

There were no demographic categories with a significantly higher or lower percentage of respondents who said the City of Kalamazoo government is performing poorly because city services are low quality.



Satisfaction with City of Kalamazoo

An average was calculated for each area where 1 indicated the City of Kalamazoo was performing very poorly and 5 indicated the City of Kalamazoo was 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 0.40 of each other are considered to be statistically equal. For example, among respondents, appearance and maintenance of the parks in the city (3.80) and leaf pick-up (3.74) have averages within the 0.40 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.

Among respondents, the top-rated areas were the same in 2010 as 2008 and included: appearance and maintenance of the parks in the city, and leaf pick-up.

Chart 19
Performance of City of Kalamazoo

	2010 Averages	2008 Averages
Appearance and maintenance of the parks in the city	3.80	3.76
Leaf pick-up	3.74	3.60
Speed of snow removal	3.50	3.49
Providing quality drinking water	3.19	3.39
Protecting our groundwater	3.18	3.45

Source: City of Kalamazoo 2010 Community Survey, questions 6 through 10

**Chart is ordered by 2010 responses

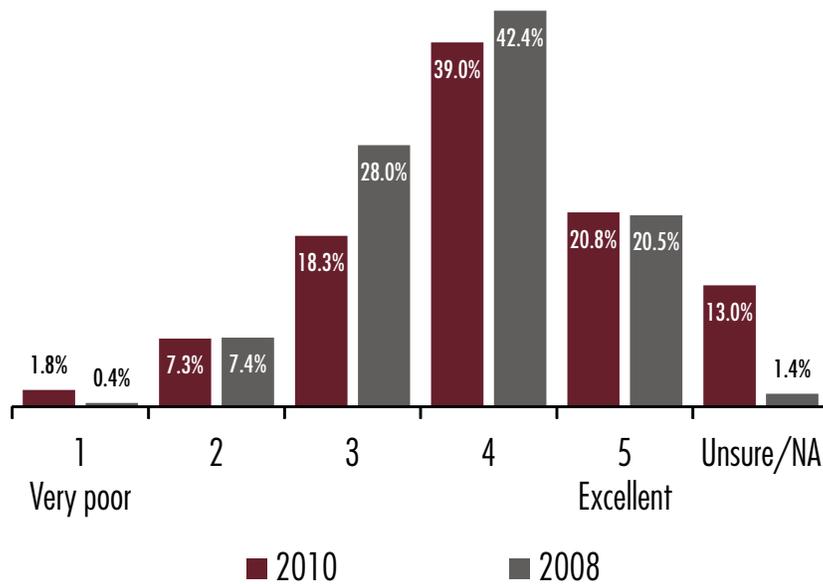


Satisfaction with City of Kalamazoo

Appearance and maintenance of the parks in the city (696 respondents - 3.80 average)

Over half of the respondents (59.8%) gave a rating of 4 or 5, meaning the respondents were pleased with the appearance and maintenance of the parks in the city, compared to 62.9% of respondents in 2008.

Chart 20
Appearance and Maintenance of Parks



Source: City of Kalamazoo 2010 Community Survey, question 10

Demographic categories with a significantly higher average included: lived in a mobile home (4.44), lived in Kalamazoo less than 1 year (4.21), and age 65 and over (3.96).

Demographic categories with a significantly lower average included: lived in Kalamazoo 10 to 14 years (3.54) and Southeast section (3.52).

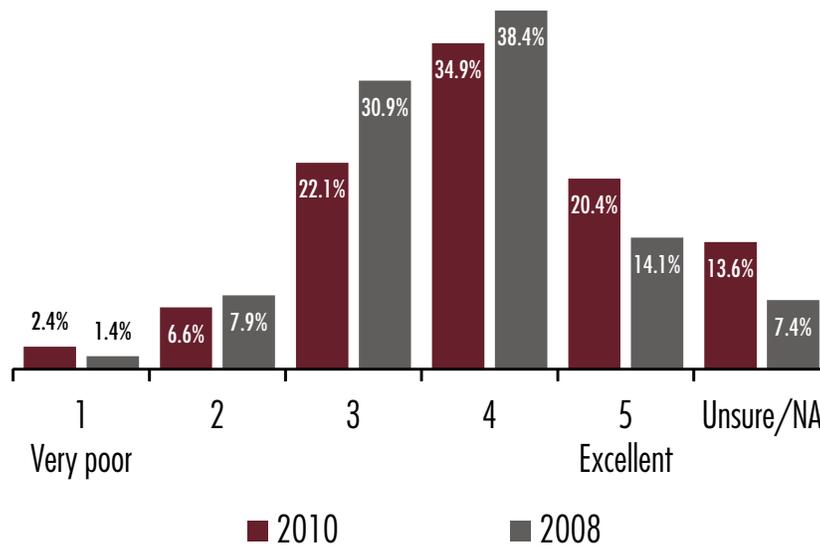
The average for the 2010 respondents (3.80) was slightly higher than the average for the 2008 respondents (3.76); however, the difference is not statistically significant.



Leaf pick-up (691 respondents - 3.74 average)

Over fifty-five percent of respondents (55.3%) gave a rating of 4 or 5, meaning they were pleased with the leaf pick-up in the City of Kalamazoo. The percentage in 2010 was slightly higher than 2008, which was 52.5%.

Chart 21
Leaf Pick-Up



Source: City of Kalamazoo 2010 Community Survey, question 9

Demographic categories with a significantly higher average included: lived in Kalamazoo 15 or more years (3.84).

There were no demographic categories with a significantly lower average.

The average for the 2010 respondents (3.74) was significantly higher than the average for the 2008 respondents (3.60); therefore, the difference is considered statistically significant.

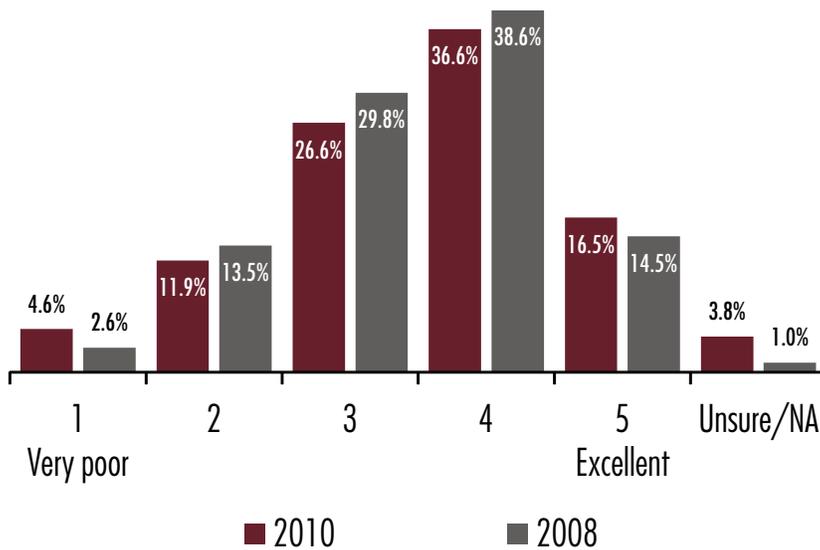


Satisfaction with City of Kalamazoo

Speed of snow removal (770 respondents - 3.50 average)

Just over half of the respondents (53.1%) gave a rating of 4 or 5, meaning the respondents were pleased with the speed of snow removal. This was the exact percentage in 2008 as well.

Chart 22
Speed of Snow Removal



Source: City of Kalamazoo 2010 Community Survey, question 8

Demographic categories with a significantly higher average included: associate's degree (3.74), retired (3.72), age 65 and over (3.77), and Southwest section (3.72).

Demographic categories with a significantly lower average included: some college (3.33).

The average for the 2010 respondents (3.50) was slightly higher than the average for the 2008 respondents (3.49); however, the difference is not statistically significant.

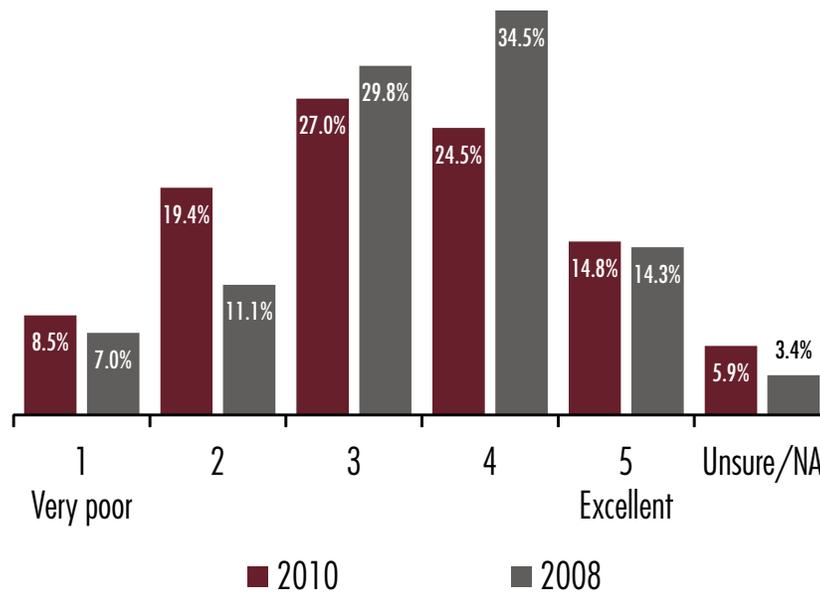


Providing quality drinking water (753 respondents - 3.19 average)

Close to forty percent of respondents (39.3%) gave a rating of 4 or 5, meaning the respondents were pleased with the quality of drinking water provided by the City of Kalamazoo. The percentage in 2010 was close to 10.0% lower than 2008, which was 48.8%.

Chart 23

Providing Quality Drinking Water



Source: City of Kalamazoo 2010 Community Survey, question 7

Demographic categories with a significantly higher average included: lived in Kalamazoo 15 or more years (3.36), some high school (3.69), retired (3.59), age 65 and over (3.56), and North section (3.43).

Demographic categories with a significantly lower average included: lived in Kalamazoo 5 to 9 years (2.86), some college (3.00), employed part-time (2.94), age 25 to 34 (2.92), and Southeast section (2.91).

The average for the 2010 respondents (3.19) was significantly lower than the average for the 2008 respondents (3.39); therefore, the difference is considered statistically significant.

There was a strong correlation between the quality of drinking water provided by the City of Kalamazoo and the protection of our groundwater. The more respondents rated the quality of drinking water provided by the City of Kalamazoo as excellent, the more likely they were to rate the protection of our groundwater as excellent as well.

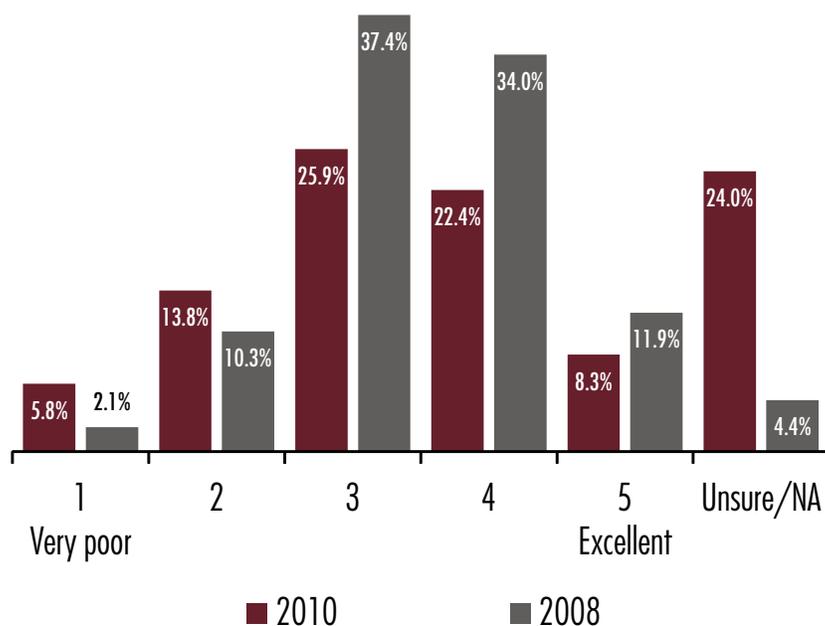


Satisfaction with City of Kalamazoo

Protecting our groundwater (608 respondents - 3.18 average)

Close to one-third of the respondents (30.7%) gave a rating of 4 or 5, meaning the respondents were pleased with the city's protection of groundwater, which was much lower than the 45.9% of respondents who gave a rating of 4 or 5 in 2008.

Chart 24
Protecting Groundwater



Source: City of Kalamazoo 2010 Community Survey, question 6

Demographic categories with a significantly higher average included: retired (3.47) and age 65 and over (3.48).

Demographic categories with a significantly lower average included: unemployed (2.90) and Hispanic ethnic background (2.47).

The average for the 2010 respondents (3.18) was significantly lower than the average for the 2008 respondents (3.45); therefore, the difference is considered statistically significant.

There is a strong correlation between the protection of our groundwater and the quality of drinking water provided by the City of Kalamazoo. The more respondents rated the protection of our groundwater as excellent, the more likely they were to rate the quality of drinking water provided by the City of Kalamazoo as excellent as well.



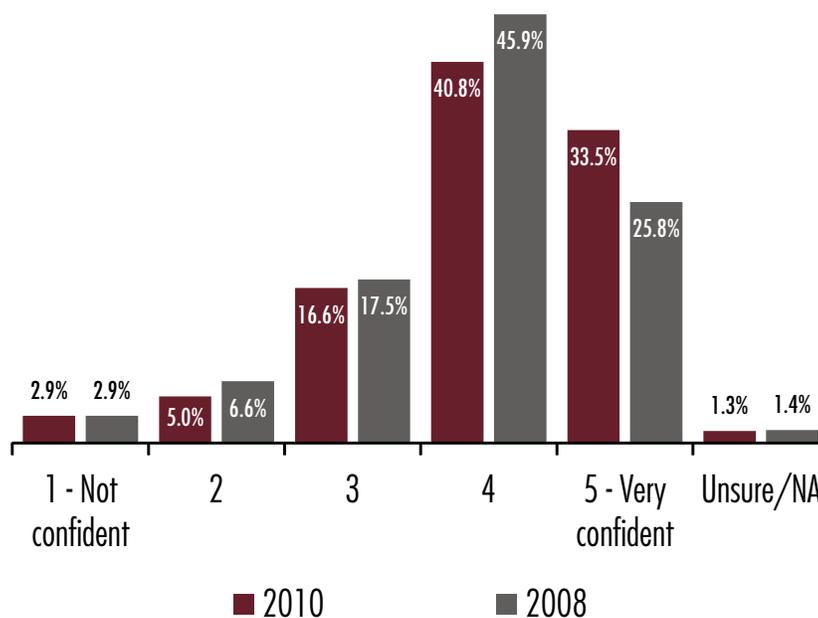
Overview: Three-quarters of the respondents were confident that Public Safety would protect them and their family. Over half of the respondents rated Kalamazoo’s Public Safety Department’s responsiveness and community involvement as excellent, while only one-third of the respondents rated their race relations as excellent.

Survey Results: An average was calculated for this question on a scale of 1 to 5, where 1 indicated not confident and 5 indicated 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?” (790 respondents - average 3.98)

Chart 25
Public Safety Protection

The majority of the respondents (74.3%) gave a rating of 4 or 5, meaning they felt confident that Public Safety would protect them and their family.



Source: City of Kalamazoo 2010 Community Survey, question 14

Demographic categories with a significantly higher average included: bachelor’s degree (4.18), homemaker (4.32), Southwest section (4.16), household income \$50,000-\$74,999 (4.17), and household income \$75,000-\$100,000 (4.15).

Demographic categories with a significantly lower average included: rented home (3.82).

The average for the 2010 respondents (3.98) was significantly higher than the average for the 2008 respondents (3.86); therefore, the difference is considered statistically significant.



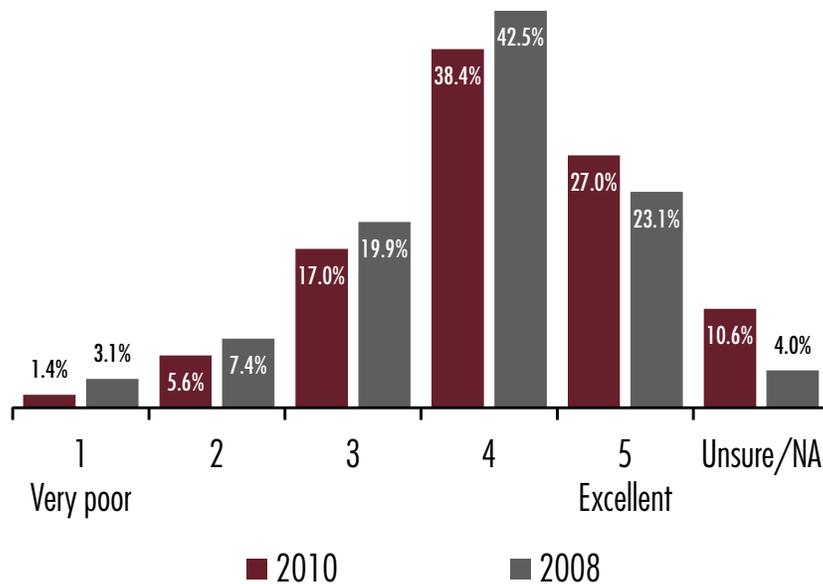
Public Safety Department

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

Responsiveness (715 respondents - 3.94 average)

Two-thirds of the respondents (65.4%) gave a rating of 4 or 5, meaning they felt Kalamazoo's Public Safety Department's responsiveness was excellent.

Chart 26
Responsiveness



Source: City of Kalamazoo 2010 Community Survey, question 15

The 11 respondents who rated Kalamazoo's Public Safety Department's responsiveness as a 1, meaning very poor, were asked to indicate why. Two respondents were unsure. Other responses included:

5 Respondents

Took too long

1 Respondent

Bad history with calls

No response

Not enough police

Personal problems



Demographic categories with a significantly higher average included: bachelor's degree (4.09), retired (4.10), age 65 and over (4.17), and Southwest section (4.10).

Demographic categories with a significantly lower average included: unemployed (3.72), disabled (3.46), African-American/black ethnic background (3.78).

The average for the 2010 respondents (3.94) was significantly higher than the average for the 2008 respondents (3.78); therefore, the difference is considered statistically significant.

There was a strong correlation between Kalamazoo's Public Safety Department's responsiveness and Kalamazoo's Public Safety Department's community involvement. The more respondents rated Kalamazoo's Public Safety Department's responsiveness as excellent, the more likely they were to rate Kalamazoo's Public Safety Department's community involvement as excellent as well.

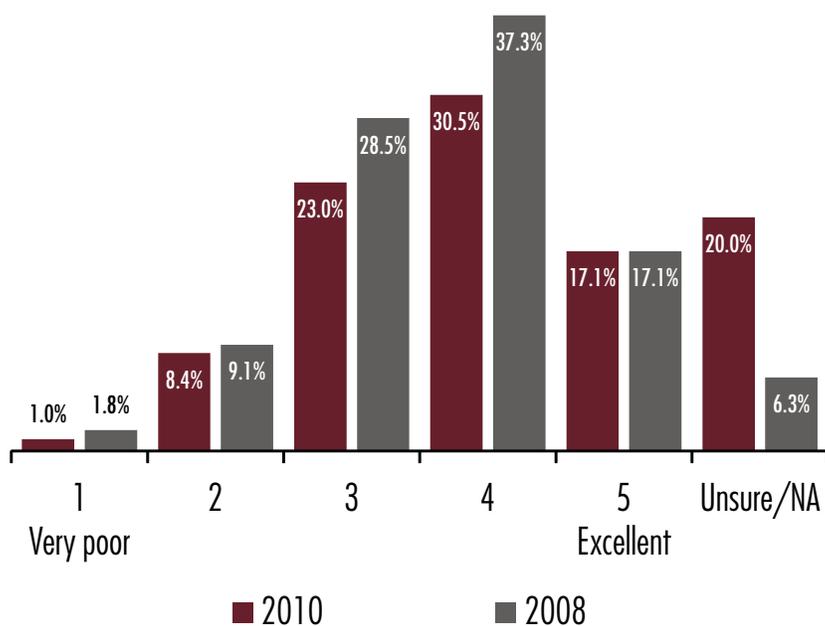


Public Safety Department

Community Involvement (640 respondents - 3.68 average)

Close to half of the respondents (47.6%) gave a rating of 4 or 5, meaning they felt Kalamazoo's Public Safety Department's community involvement was excellent.

Chart 27
Community Involvement



Source: City of Kalamazoo 2010 Community Survey, question 16

The eight respondents who rated Kalamazoo's Public Safety Department's community involvement as a 1, meaning very poor, were asked to indicate why. One respondent was unsure. Other responses given by one respondent each included:

- Do not witness any involvement*
- Drug problem, reported it, nothing happened*
- More presence*
- Never out of their cars*
- No presence in community*
- No presence, more preemptive*
- Not enough police*



Demographic categories with a significantly higher average included: age 65 and over (3.86), Hispanic ethnic background (4.12), household income \$50,000-\$74,999 (3.88), and Southwest section (3.88).

Demographic categories with a significantly lower average included: disabled (3.05) and African-American/black ethnic background (3.52).

The average for the 2010 respondents (3.68) was slightly higher than the average for the 2008 respondents (3.63); however, the difference is not statistically significant.

There was 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.

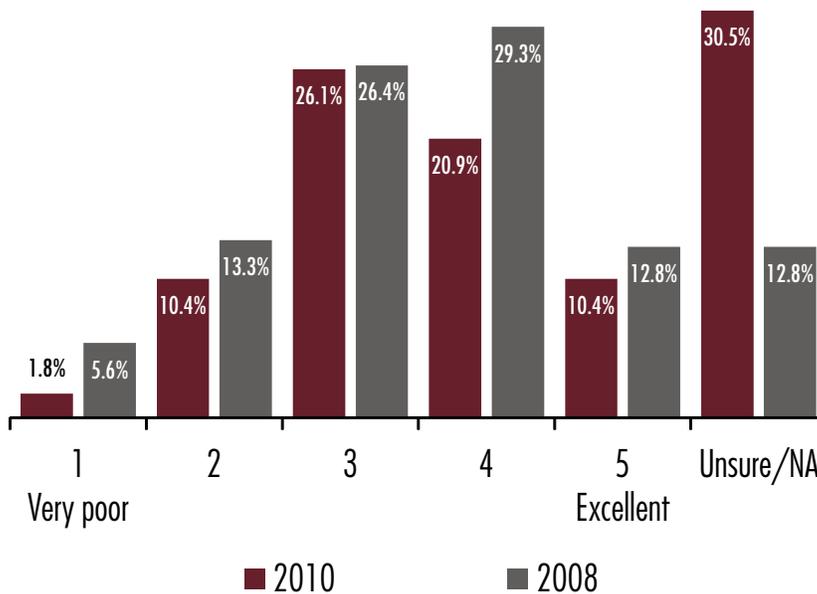


Public Safety Department

Race Relations (556 respondents - 3.40 average)

Close to one-third of the respondents (31.3%) gave a rating of 4 or 5, meaning they felt Kalamazoo's Public Safety Department's race relations were excellent.

Chart 28
Race Relations



Source: City of Kalamazoo 2010 Community Survey, question 17

The 14 respondents who rated Kalamazoo's Public Safety Department's race relations as a 1, meaning very poor, were asked to indicate why. One respondent was unsure. Other responses given by one respondent each included:

- Abuse power*
- Attitude problems*
- Bad experience with racist officer*
- Certain races do not get along/big egos*
- Difficulty between police and minorities*
- Discrimination*
- Lack of involvement with community*
- Profiling in general*
- Quick to judge an appearance*
- Racial profiling for African-Americans*
- Target certain people too often*
- They discriminate*
- Too many black men being picked on, excessive force*



Demographic categories with a significantly higher average included: retired (3.60), age 65 and over (3.69), and household income \$50,000-\$74,999 (3.61).

Demographic categories with a significantly lower average included: African-American/black ethnic background (3.19).

The average for the 2010 respondents (3.40) was slightly higher than the average for the 2008 respondents (3.35); however, the difference is not statistically significant.

There was a strong correlation between Kalamazoo's Public Safety Department's race relations and 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 Kalamazoo's Public Safety Department's community involvement as excellent as well.

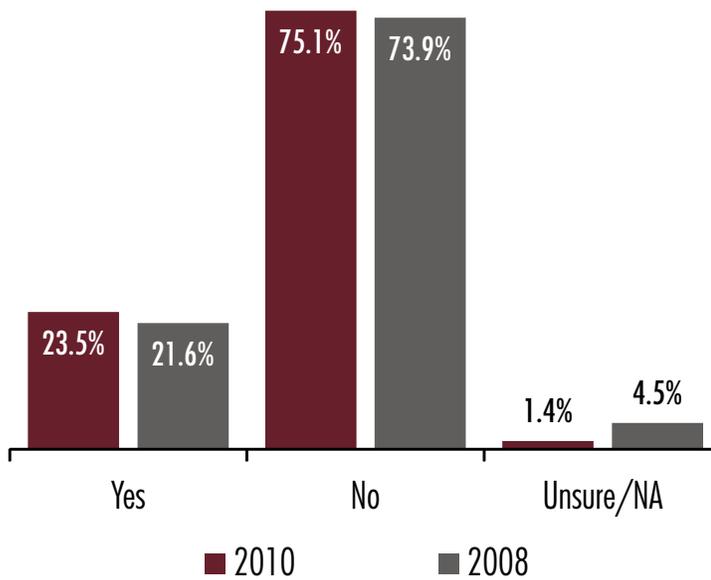


City of Kalamazoo Government

Overview: Only one-quarter of respondents had contact with a City of Kalamazoo employee in the past year. Of the 188 respondents who had direct contact with a city employee in the past year, the majority received a prompt and professional response from city staff, and received efficient and effective services that met their needs.

Survey Results: All of the 800 respondents were asked the question, "Have you had contact, by telephone or in person, with any City of Kalamazoo employee in the past year?" Only one-quarter of respondents (23.5%) had contact with a City of Kalamazoo employee in the past year.

Chart 29
Contact with a City Employee



Source: City of Kalamazoo 2010 Community Survey, question 11



The 188 respondents who had direct contact with a City of Kalamazoo employee in the past year were asked to indicate which department they had contact with. Respondents could name more than one department. There were four respondents who were unsure. Other responses included:

63 Respondents

Public safety

26 Respondents

Water

12 Respondents

Parks and recreation

8 Respondents

Public works

7 Respondents

City Commission

Court

Tree removal

6 Respondents

City clerk

Housing

Streets

5 Respondents

Waste

4 Respondents

Engineering

Mayor Hopewell

Public transportation

Zoning

3 Respondents

City Hall

Leaf pick-up

Sewer

Tax office

Treasury

2 Respondents

Building inspector

Development

Maintenance

Snow removal



City of Kalamazoo Government

1 Respondent

*Animal control
Assessing office
Building code supervisor
City commissioner
City general
Community development
Community health
Disability services
Downtown Kalamazoo Inc.
Education
Elections
Forestry
Highway
Historical preservations
Housing and development
Housing violations
Kalamazoo Mental Health
Parking
Permit
Planning
Probate court
Records
Sharon Tarrough
Tax assessor
Telephone/utilities
Transportation
Trash pick-up*

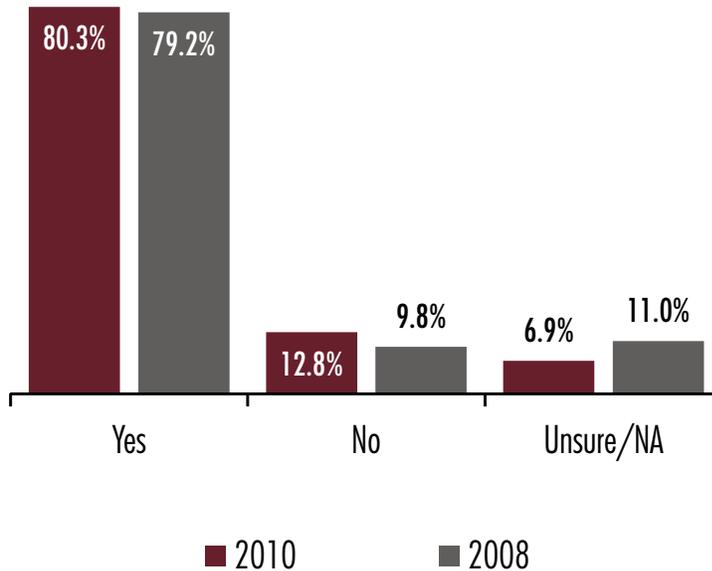
Demographic categories with a significantly higher percentage of respondents who had not had contact with a city employee included: lived in an apartment/condominium (87.1%) and lived in Kalamazoo 1 to 2 years (88.5%).

Demographic categories with a significantly lower percentage of respondents who had not had contact with a city employee included: associate's degree (63.9%), graduate degree (59.3%), Central section (64.0%), and household income over \$100,000 (57.1%).



Chart 30
Prompt Response from City Staff

The 188 respondents who had direct contact with a city employee in the past year, were then asked if they received a prompt and professional response from the city staff. The majority of the respondents (80.3%) received a prompt response from city staff.



Source: City of Kalamazoo 2010 Community Survey, question 12

The 151 respondents who had received a prompt and professional response from city staff were asked to indicate which department. Respondents could name more than one department. Three respondents were unsure. Other responses included:

53 Respondents

Public safety

23 Respondents

Water

8 Respondents

Parks and recreation

6 Respondents

City clerk

City Commission

Court

Housing

5 Respondents

Public works

Streets



City of Kalamazoo Government

4 Respondents

Engineering
Mayor Hopewell
Public transportation
Tree removal

3 Respondents

City Hall
Leaf pick-up
Sewer
Tax office
Waste

2 Respondents

Development
Snow removal
Treasury
Zoning

1 Respondent

Building inspector
City commissioner
City general
Community health
Disability services
Downtown Kalamazoo Inc.
Elections
Historical preservations
Housing and development
Maintenance
Parks
Planning and zoning
Probate court
Records
Sharon Tarrough
Tax assessor
Transportation
Trash pick-up

The 24 respondents who had not received a prompt and professional response from city staff were asked to indicate which department and why they felt they had not received a prompt and professional response. Respondents could name more than one department. Responses included:

Parks and Recreation Department

Parks and recreation - no response
Parks and recreation - said call someone else



Public Safety Department

- Public safety - no answer from them
- Public safety - not a priority
- Public safety - not fast
- Public safety - too concerned with college students
- Public safety - took too long

Public Works Department

- Public works
- Public works - have not responded
- Public works - took 5+ weeks

Water Department

- Water (2 respondents)
- Water - did not come out on time

Miscellaneous Departments

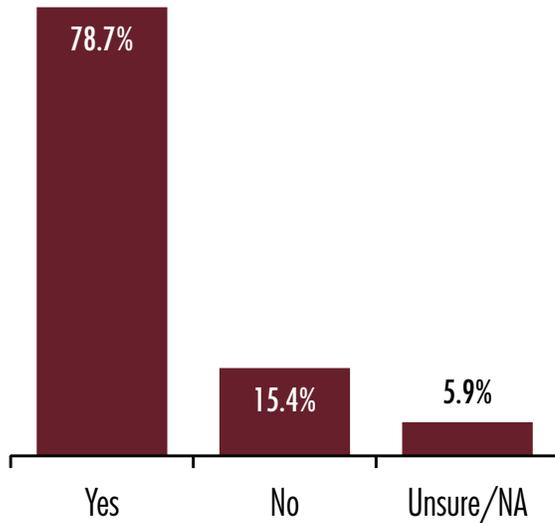
- Assessing office - treated badly
- Building code - too long and unreasonable
- Building inspector - did not hear back
- Court - not responsive
- Forestry
- Highway
- Housing violations - voice mail instead of person
- Kalamazoo Mental Health - non-responsive
- Maintenance - took too long
- N/A - was rude
- Street
- Telephone/utilities - no response
- Tree removal
- Waste - not specific, unfriendly

Demographic categories with a significantly higher percentage of respondents who received a prompt and professional response from city staff included: graduate degree (90.5%).

Demographic categories with a significantly lower percentage of respondents who received a prompt and professional response from city staff included: age 55 to 64 (66.7%).



Chart 31
Needs Were Met by City Staff



The 188 respondents who had contact with a City of Kalamazoo employee in the past year were then asked if the city staff provided efficient and effective services to meet their needs. The majority of the respondents (78.7%) had received efficient and effective services from city staff that met their needs.

Source: City of Kalamazoo 2010 Community Survey, question 13

The 148 respondents whose needs were met by city staff were asked to indicate which department. Respondents could name more than one department. Three respondents were unsure. Other responses included:

50 Respondents

Public safety

23 Respondents

Water

9 Respondents

Parks and recreation

6 Respondents

City clerk

City Commission

Court

5 Respondents

Housing

Streets

Tree removal



4 Respondents

Engineering
Mayor Hopewell
Public transportation
Public works

3 Respondents

Sewer
Tax office
Waste

2 Respondents

Building inspector
City Hall
Development
Leaf pick-up
Treasury
Zoning

1 Respondent

Animal control
City commissioner
City general
Community health
Court - not responsive
Downtown Kalamazoo Inc.
Elections
Housing and development
Maintenance
Parking
Parks
Planning and zoning
Probate court
Records
Snow removal
Tax assessor
Transportation

The 29 respondents whose needs were not met by city staff were asked to indicate which department and why they felt this way. Respondents could name more than one department. One respondent was unsure. Responses included:

Housing Department

Housing - not prompt
Housing violations - still have not heard back

Parks and Recreation Department

Parks and recreation
Parks and recreation - said call someone else



City of Kalamazoo Government

Public Safety Department

- Public safety - no answer from them*
- Public safety - not a priority*
- Public safety - pay too close attention to students, too harsh*
- Public safety - puts college students first*
- Public safety - too concerned with college students and not with real issues*

Public Works Department

- Public works*
- Public works - no results*
- Public works - poor intercommunication, too slow, and did not finish what was started*
- Public works - took 5+ weeks*

Tree Removal

- Tree removal - did not replant tree*
- Tree removal - took three years, but someone nice finally helped*

Water Department

- Water (2 respondents)*
- Water - did not come out on time*

Miscellaneous Departments

- Assessing office - treated badly*
- Building code - too long and unreasonable*
- City Hall - N/A*
- Disability services - lacking equipment*
- Forestry*
- Highway*
- Historical preservations/Sharron Tarrough - took too long to mail permit*
- Leaf pick-up - N/A*
- Maintenance*
- N/A - was very rude*
- Snow removal*
- Street*
- Telephone/utilities*
- Trash pick-up - N/A*
- Waste - not specific, unfriendly*

Demographic categories with a significantly higher percentage of respondents who felt city staff provided efficient and effective services that met their needs included: lived in Kalamazoo 5 to 9 years (90.0%).

Demographic categories with a significantly lower percentage of respondents who felt city staff provided efficient and effective services that met their needs included: age 55 to 64 (66.7%).



Overview: The 800 respondents most strongly supported freezing staff salaries, deferring capital projects, and renegotiating union contracts to reduce pay or benefits to help balance the City of Kalamazoo budget. Interestingly, two-thirds of the respondents felt it was acceptable for public safety officers to not respond to all calls, or to not respond immediately because there were more important calls. The majority of the respondents felt the City of Kalamazoo should continue to provide regional support for KVET (Kalamazoo Valley Enforcement Team). When asked about an increase in property taxes, respondents were most likely to support an increase in taxes to maintain support for police/fire and street maintenance.

Survey Results: The city will need to consider a variety of ideas to help balance the budget. The respondents were asked to rate each idea regarding the budget on a scale of 1 to 3. An average was calculated for each idea where 1 indicated the respondents did not support the idea and 3 indicated the respondents strongly supported the idea. Therefore, if all the respondents strongly supported an idea, the average for that idea would be 3.0.

Given the statistical accuracy of the study, care needs to be taken when interpreting the data. Any two averages within 0.20 of each other are considered to be statistically equal. For example, freeze staff salaries (1.77) and defer capital projects (1.75) have averages within the 0.20 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.

Chart 32
Balance the City of Kalamazoo Budget

The 800 respondents most strongly supported freezing staff salaries, deferring capital projects, and renegotiating union contracts to reduce pay or benefits.

	2010 Averages
Freeze staff salaries	1.77
Defer capital projects	1.75
Renegotiate union contracts to reduce pay or benefits	1.71
Implement furloughs for staff/reduce the number of hours worked	1.61
Reduce code enforcement	1.58
Increase fees for services	1.57
Pave fewer city streets	1.44
Reduce recreation programs and services	1.42
Reduce or eliminate specialty police units	1.32

Source: City of Kalamazoo 2010 Community Survey, questions 24 through 32

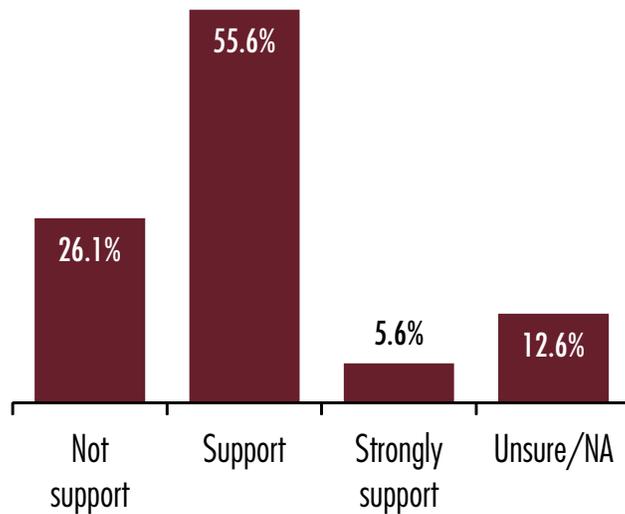


Budget

Freeze staff salaries (699 respondents - 1.77 average)

Two-thirds of the respondents (61.2%) either supported or strongly supported freezing staff salaries to help balance the budget in the City of Kalamazoo.

Chart 33
Freeze Staff Salaries



Source: City of Kalamazoo 2010 Community Survey, question 31

Demographic categories with a significantly higher average included: self-employed (2.06) and age 55 to 64 (1.96).

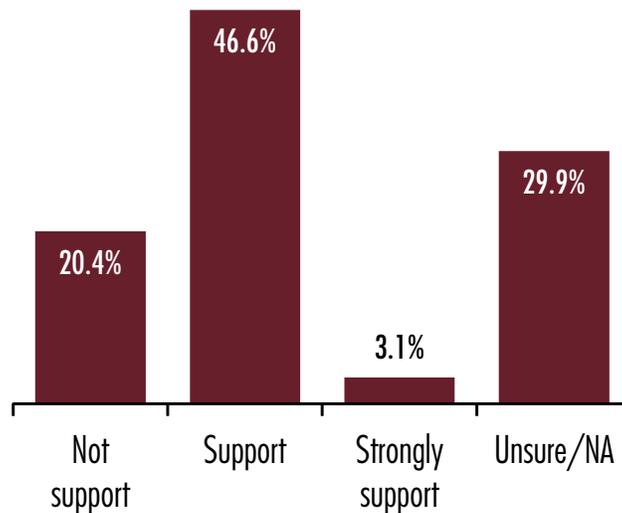
Demographic categories with a significantly lower average included: rented home (1.66), lived in an apartment/condominium (1.67), lived in Kalamazoo 1 to 2 years (1.62), unemployed (1.57), age 18 to 24 (1.58), age 45 to 54 (1.67), African-American/black ethnic background (1.68), and household income less than \$35,000 (1.70).



Defer capital projects (561 respondents - 1.75 average)

Half of the respondents (49.7%) either supported or strongly supported deferring capital projects to help balance the budget in the City of Kalamazoo.

Chart 34
Defer Capital Projects



Source: City of Kalamazoo 2010 Community Survey, question 32

Demographic categories with a significantly higher average included: lived in Kalamazoo 5 to 9 years (1.89) and Northeast section (1.92).

Demographic categories with a significantly lower average included: age 18 to 24 (1.63), African-American/black ethnic background (1.64), and Central section (1.62).

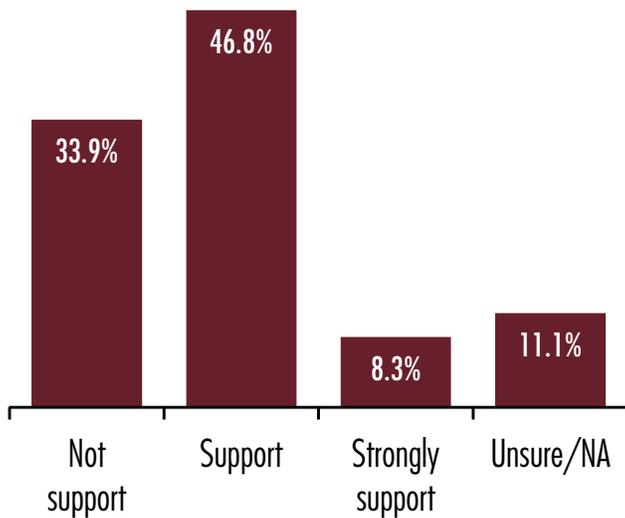


Budget

Renegotiate union contracts to reduce pay or benefits (711 respondents - 1.71 average)

Just over half of the respondents (55.1%) either supported or strongly supported renegotiating union contracts to reduce pay or benefits to help balance the budget in the City of Kalamazoo.

Chart 35
Renegotiate Union Contracts



Source: City of Kalamazoo 2010 Community Survey, question 30

Demographic categories with a significantly higher average included: age 55 to 64 (1.89).

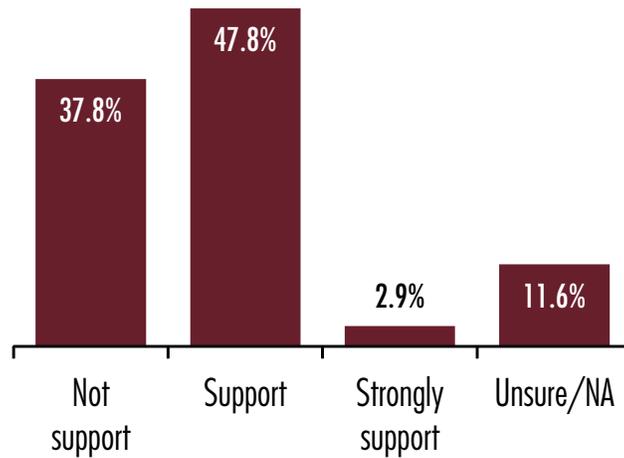
Demographic categories with a significantly lower average included: unemployed (1.45), age 45 to 54 (1.55), and African-American/black ethnic background (1.58).



Implement furloughs for staff/reduce the number of hours worked (707 respondents - 1.61 average)

Half of the respondents (50.7%) either supported or strongly supported implementing furloughs for staff and reducing the number of hours worked to help balance the budget in the City of Kalamazoo.

Chart 36
Implement Furloughs for Staff



Source: City of Kalamazoo 2010 Community Survey, question 29

Demographic categories with a significantly higher average included: bachelor's degree (1.69).

Demographic categories with a significantly lower average included: unemployed (1.49), age 65 and over (1.51), and Central section (1.46).

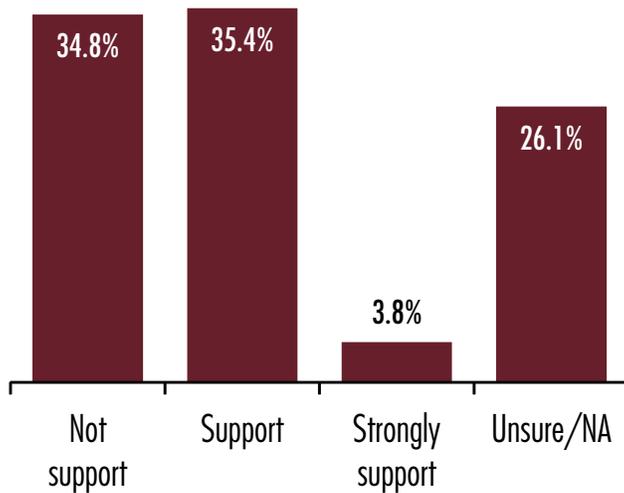


Budget

Reduce code enforcement (591 respondents - 1.58 average)

Over one-third of the respondents (39.2%) either supported or strongly supported reducing code enforcement to help balance the budget in the City of Kalamazoo.

Chart 37
Reduce Code Enforcement



Source: City of Kalamazoo 2010 Community Survey, question 24

Demographic categories with a significantly higher average included: bachelor's degree (1.66).

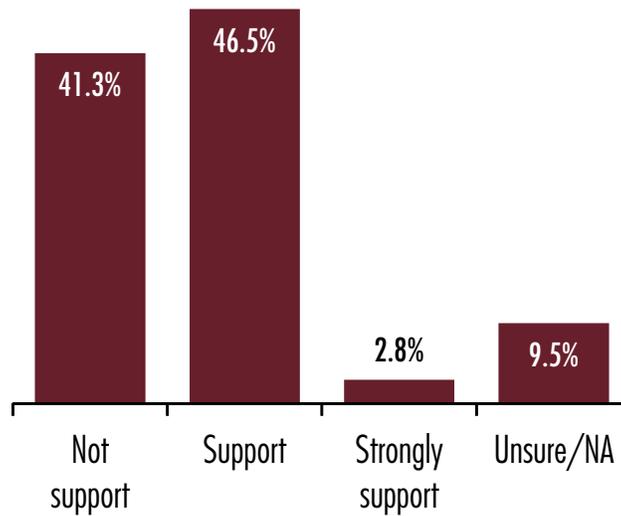
Demographic categories with a significantly lower average included: lived in Kalamazoo 15 or more years (1.50), graduate degree (1.39), and self-employed (1.28).



Increase fees for services (724 respondents - 1.57 average)

Half of the respondents (49.3%) either supported or strongly supported increasing fees for services to help balance the budget in the City of Kalamazoo.

Chart 38
Increase Fees for Services



Source: City of Kalamazoo 2010 Community Survey, question 28

Demographic categories with a significantly higher average included: graduate degree (1.72), North section (1.72), and household income over \$100,000 (1.74).

Demographic categories with a significantly lower average included: Northeast section (1.44) and household income \$35,000-\$49,999 (1.47).

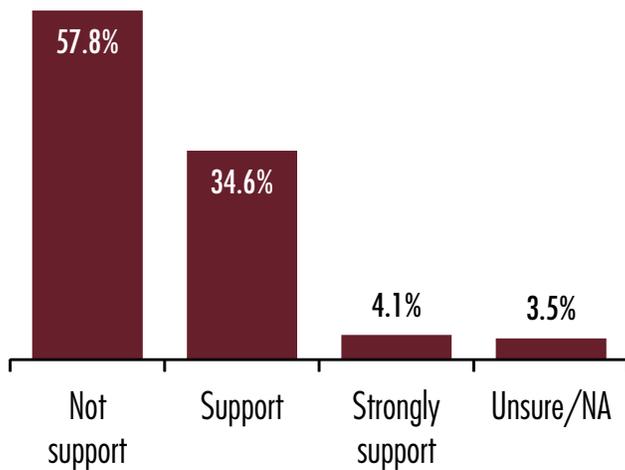


Budget

Pave fewer city streets (772 respondents - 1.44 average)

Over one-third of the respondents (38.7%) either supported or strongly supported paving fewer city streets to help balance the budget in the City of Kalamazoo.

Chart 39
Pave Fewer City Streets



Source: City of Kalamazoo 2010 Community Survey, question 25

Demographic categories with a significantly higher average included: employed part-time (1.59), age 35 to 44 (1.54), and household income \$35,000-\$49,999 (1.55).

Demographic categories with a significantly lower average included: graduate degree (1.32), Hispanic ethnic background (1.21), and household income over \$100,000 (1.29).

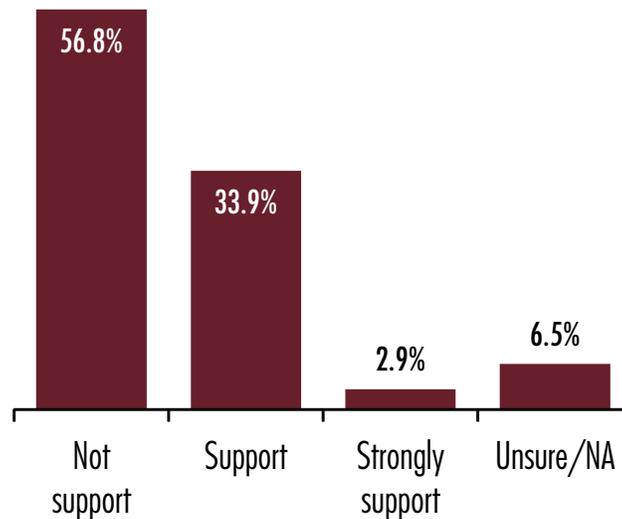


Reduce recreation programs and services (748 respondents - 1.42 average)

Just over one-third of the respondents (36.8%) either supported or strongly supported reducing recreation programs and services to help balance the budget in the City of Kalamazoo.

Chart 40

Reduce Recreation Programs and Services



Source: City of Kalamazoo 2010 Community Survey, question 26

Demographic categories with a significantly higher average included: lived in Kalamazoo 10 to 14 years (1.56), bachelor's degree (1.52), age 35 to 44 (1.51), Northeast section (1.57), and household income \$75,000-\$100,000 (1.61).

Demographic categories with a significantly lower average included: rented home (1.34), lived in Kalamazoo less than one year (1.21), some college (1.33), age 18 to 24 (1.25), Central section (1.32), and household income less than \$35,000 (1.34).

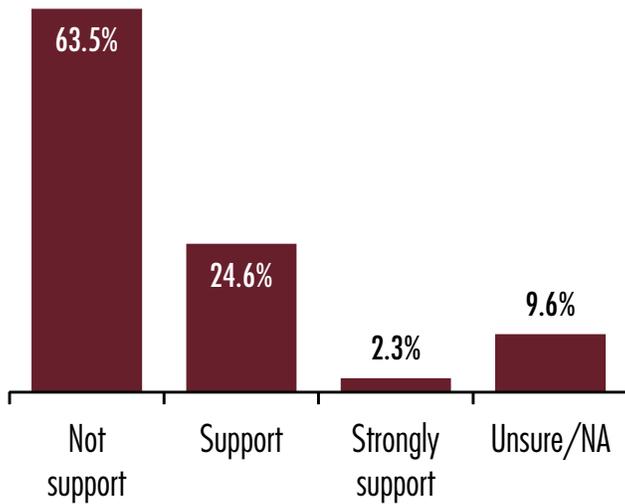


Budget

Reduce or eliminate specialty police units (723 respondents - 1.32 average)

Only one-quarter of the respondents (26.9%) either supported or strongly supported reducing or eliminating specialty police units to help balance the budget in the City of Kalamazoo.

Chart 41
Reduce or Eliminate Specialty Police Units



Source: City of Kalamazoo 2010 Community Survey, question 27

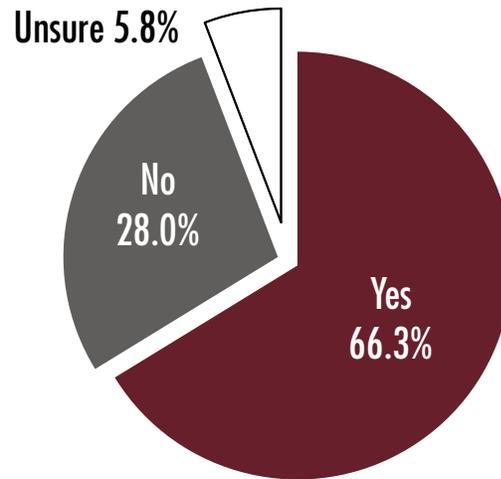
Demographic categories with a significantly higher average included: student (1.48) and household income \$75,000-\$100,000 (1.48).

Demographic categories with a significantly lower average included: retired (1.24), age 65 and over (1.19), Southeast section (1.21), and household income over \$100,000 (1.16).



Chart 42
Public Safety Response

To ensure that a public safety officer can get to the most critical incidents they may not be able to respond to all calls. The respondents were asked if it would be acceptable to them if a public safety officer did not respond to all calls, or did not respond immediately because there were other more important calls. Interestingly, two-thirds of the respondents (66.3%) felt it was acceptable.



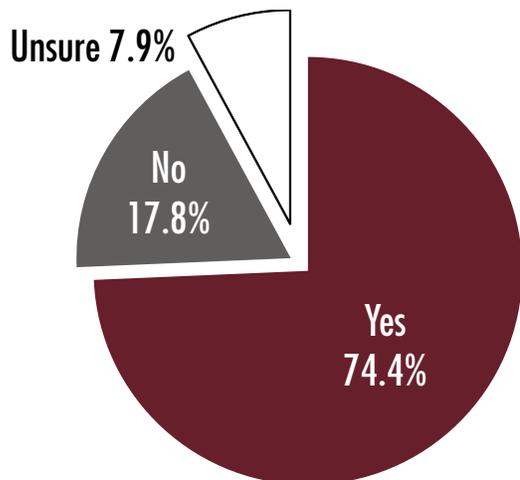
Source: City of Kalamazoo 2010 Community Survey, question 33

There were no demographic categories with a significantly higher percentage of respondents who felt it would be acceptable if public safety officers did not respond to all calls immediately.

Demographic categories with a significantly lower percentage of respondents who felt it would be acceptable if public safety officers did not respond to all calls immediately included: disabled (50.0%) and West section (53.0%).



Chart 43
KVET Regional Support



The Kalamazoo Valley Enforcement Team, or KVET, is a regional cooperative narcotics unit. Currently 15 of the 16 officers staffing KVET are City of Kalamazoo officers. The respondents were asked if the City of Kalamazoo should continue to provide regional support for KVET, and the majority of the respondents (74.4%) felt the City of Kalamazoo should continue to provide regional support for KVET.

Source: City of Kalamazoo 2010 Community Survey, question 34

Demographic categories with a significantly higher percentage of respondents who felt the City of Kalamazoo should continue to provide regional support for KVET included: some high school (88.9%).

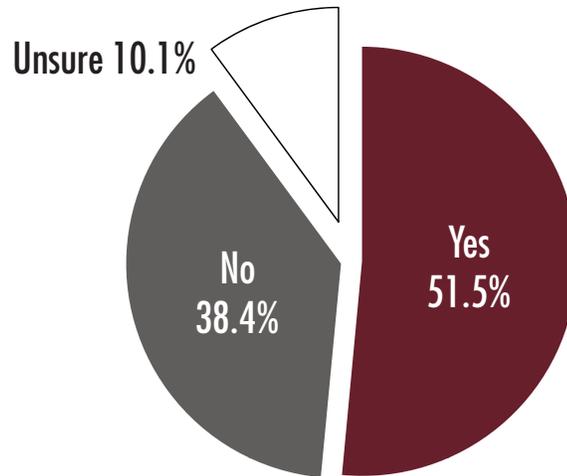
Demographic categories with a significantly lower percentage of respondents who felt the City of Kalamazoo should continue to provide regional support for KVET included: household income \$75,000-\$100,000 (62.5%).



The next set of four questions asked respondents if they would support an increase in property taxes to maintain four areas of interest in the City of Kalamazoo.

Chart 44
Police and Fire

Over half of the respondents (51.5%) would support an increase in property taxes in order to maintain police and fire, while another 10.1% of respondents were unsure.



Source: City of Kalamazoo 2010 Community Survey, question 38

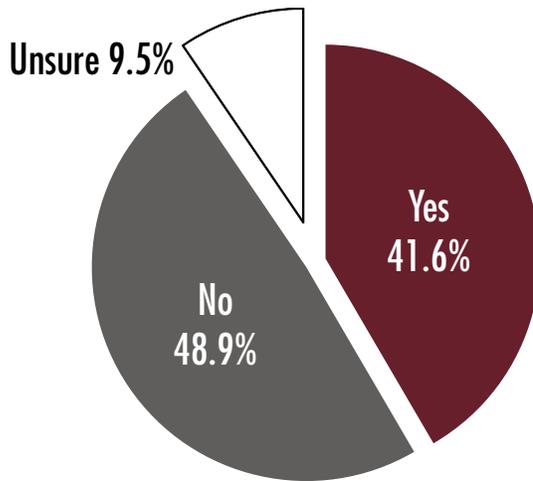
Demographic categories with a significantly higher percentage of respondents who would support an increase in property taxes to maintain police and fire included: household income over \$100,000 (76.2%).

There were no demographic categories with a significantly lower percentage of respondents who would support an increase in property taxes to maintain police and fire.



Budget

Chart 45
Parks



When respondents were asked if they would support an increase in property taxes to maintain parks, 41.6% would support an increase, while another 9.5% were unsure.

Source: City of Kalamazoo 2010 Community Survey, question 39

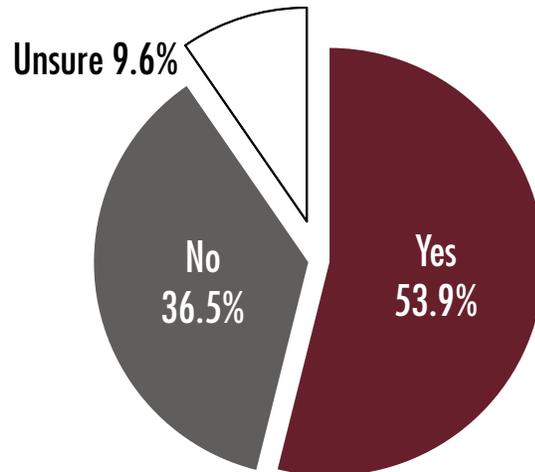
There were no demographic categories with a significantly higher percentage of respondents who would support an increase in property taxes to maintain parks.

Demographic categories with a significantly lower percentage of respondents who would support an increase in property taxes to maintain parks included: rented home (33.0%), lived in apartment/condominium (36.2%), lived in Kalamazoo 3 to 4 years (38.4%), some high school (36.1%), student (36.8%), and age 18 to 24 (34.6%).



Chart 46
Street Maintenance

Over half of the respondents (53.9%) would support an increase in property taxes in order to maintain street maintenance, while another 9.6% of respondents were unsure.



Source: City of Kalamazoo 2010 Community Survey, question 40

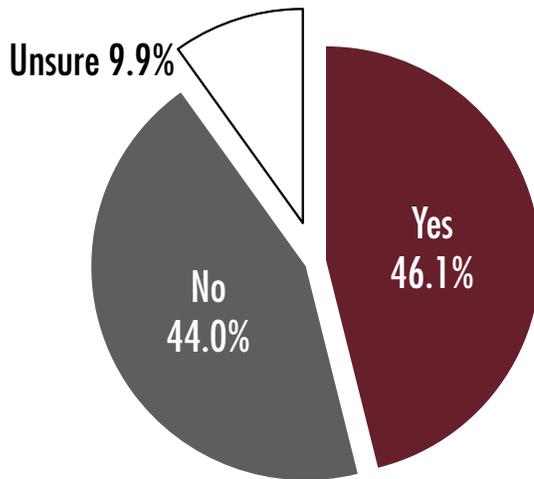
Demographic categories with a significantly higher percentage of respondents who would support an increase in property taxes to maintain street maintenance included: North section (64.0%) and household income over \$100,000 (69.0%).

There were no demographic categories with a significantly lower percentage of respondents who would support an increase in property taxes to maintain street maintenance.



Budget

Chart 47
Sidewalk Repair and Maintenance



When respondents were asked if they would support an increase in property taxes to maintain sidewalk repair and maintenance, 46.1% would support an increase, while another 9.9% were unsure.

Source: City of Kalamazoo 2010 Community Survey, question 41

Demographic categories with a significantly higher percentage of respondents who would support an increase in property taxes to maintain sidewalk repair and maintenance included: household income over \$100,000 (57.1%).

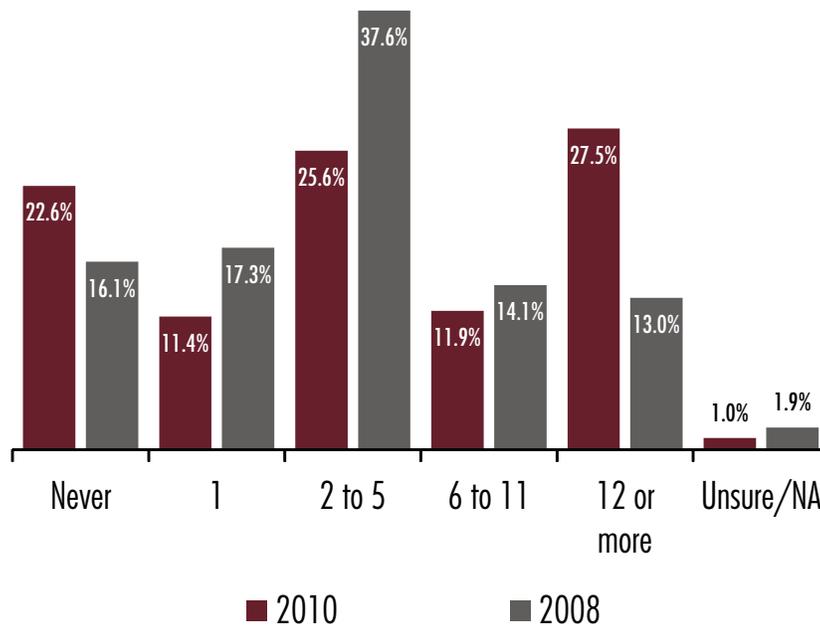
Demographic categories with a significantly lower percentage of respondents who would support an increase in property taxes to maintain sidewalk repair and maintenance included: lived in Kalamazoo 3 to 4 years (32.9%) and lived in Kalamazoo 5 to 9 years (33.6%).



Overview: Over one-third of respondents had visited a city park six or more times in the past year, and over half of the respondents would consider contributing to a fundraising effort to redevelop these parks.

Chart 48
Visited a City Park

Survey Results: All of the 800 respondents were asked how often they had visited a city park in the past year. Forty percent of the respondents (39.4%) had visited a city park six or more times in the past year; however, close to one-quarter of the respondents (22.6%) never visited a city park in the past year.



Source: City of Kalamazoo 2010 Community Survey, question 35

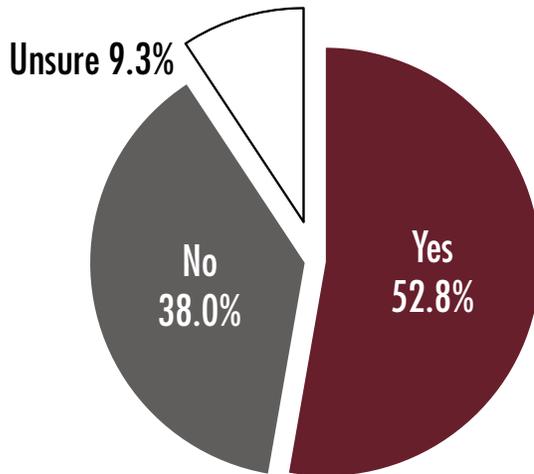
Demographic categories with a significantly higher percentage of respondents who had visited a city park 12 or more times in the past year included: children under 18 living in household (41.4%), graduate degree (41.6%), and age 25 to 34 (41.3%).

Demographic categories with a significantly lower percentage of respondents who had visited a city park 12 or more times in the past year included: retired (16.0%), student (16.2%), disabled (11.5%), and age 65 and over (17.5%).



City Parks

Chart 49
Contribute to Redevelop City Parks



The City of Kalamazoo plans to redevelop several city parks, such as Milham Park. Over half of the respondents (52.8%) would consider contributing to a fundraising effort to redevelop the parks, while another 9.3% of respondents were unsure.

Source: City of Kalamazoo 2010 Community Survey, question 37

Demographic categories with a significantly higher percentage of respondents who would consider contributing to a fundraising effort to redevelop the parks included: lived in Kalamazoo 1 to 2 years (63.5%) and household income over \$100,000 (73.8%).

Demographic categories with a significantly lower percentage of respondents who would consider contributing to a fundraising effort to redevelop the parks included: homemaker (35.5%) and age 65 and over (41.6%).

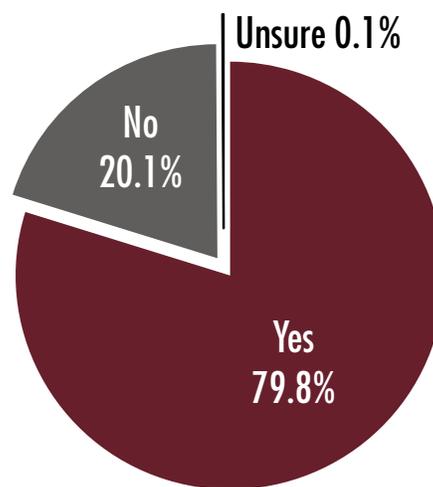


Internet & Online Usage

Overview: The majority of the 800 respondents had access to the Internet. The majority of the 638 respondents who had access to the Internet would be willing to sign up online for City of Kalamazoo programs or services, pay a city bill online, and apply for permits online. However, only half of those respondents who had access to the Internet would be willing to file a police report for minor incidents online.

Chart 50
Access to Internet

Survey Results: The majority of the 800 respondents (79.8%) had access to the Internet.



Source: City of Kalamazoo 2010 Community Survey, question 18

Demographic categories with a significantly higher percentage of respondents who had access to the Internet included: lived in Kalamazoo 3 to 4 years (91.8%), children under age 18 living in household (91.0%), employed full-time (92.5%), homemaker (93.5%), student (91.2%), household income \$50,000-\$74,999 (94.5%), household income \$75,000-\$100,000 (98.9%), and household income over \$100,000 (100.0%).

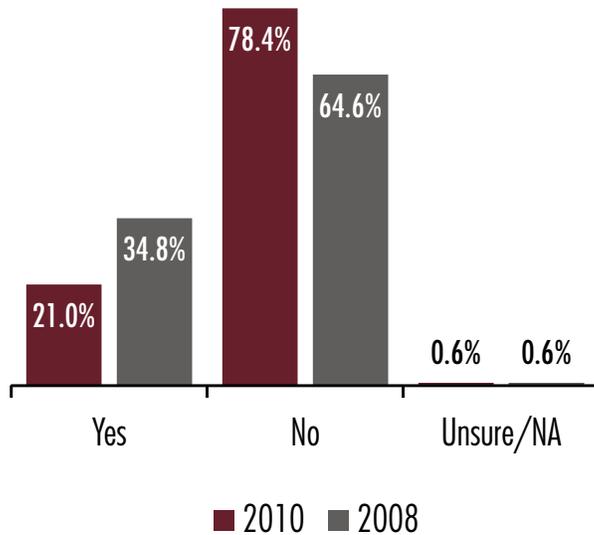
Demographic categories with a significantly lower percentage of respondents who had access to the Internet included: some high school (41.7%), high school diploma (57.7%), retired (55.0%), unemployed (68.4%), disabled (57.7%), age 65 and over (48.9%), and household income less than \$35,000 (68.1%).



Internet & Online Usage

The remaining questions in this section were asked of the 638 respondents who indicated they had access to the Internet.

Chart 51
Recently Viewed City's Web Site



The 638 respondents were then asked if they had recently viewed the City of Kalamazoo's Web site. Only 21.0% of the respondents had recently viewed the City of Kalamazoo's Web site, which was a decrease from 34.8% of respondents in 2008.

Source: City of Kalamazoo 2010 Community Survey, question 19

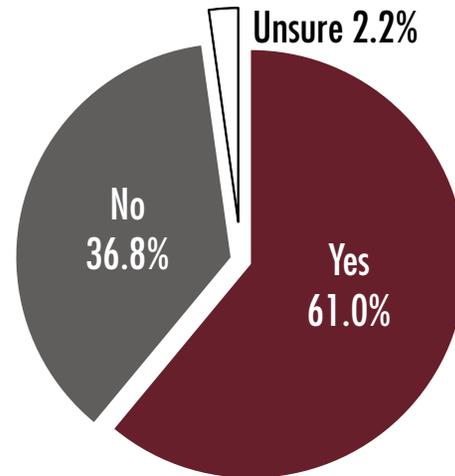
Demographic categories with a significantly higher percentage of respondents who had not recently viewed the city's Web site included: high school diploma (92.7%), homemaker (93.1%), and unemployed (91.0%).

There were no demographic categories with a significantly lower percentage of respondents who had not recently viewed the city's Web site.



Chart 52
Pay a City Bill Online

When the 638 respondents who had access to the Internet were asked if they would be willing to pay a city bill online (utility bill, property taxes, or permit fees), 61.0% of respondents said they would be willing to pay a city bill online.



Source: City of Kalamazoo 2010 Community Survey, question 20

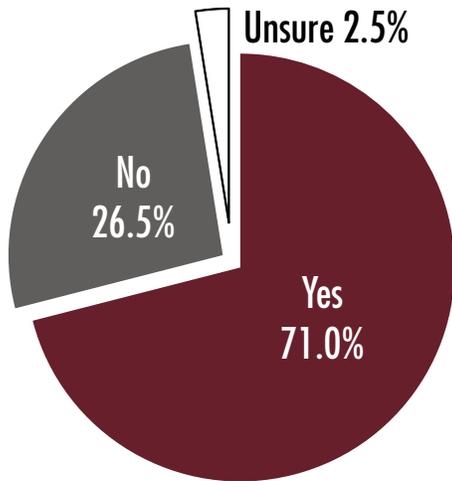
Demographic categories with a significantly higher percentage of respondents who would be willing to pay a city bill online included: lived in Kalamazoo 5 to 9 years (76.8%), children under age 18 living in household (71.5%), student (79.0%), age 25 to 34 (73.2%), age 35 to 44 (72.1%), and household income over \$100,000 (81.0%).

Demographic categories with a significantly lower percentage of respondents who would be willing to pay a city bill online included: high school diploma (42.7%), retired (31.2%), age 55 to 64 (46.4%), and age 65 and over (26.9%).



Internet & Online Usage

Chart 53
Sign Up for City Programs or Services Online



The majority of the 638 respondents who had access to the Internet (71.0%) would be willing to sign up online for City of Kalamazoo programs or services, such as recreation programs.

Source: City of Kalamazoo 2010 Community Survey, question 21

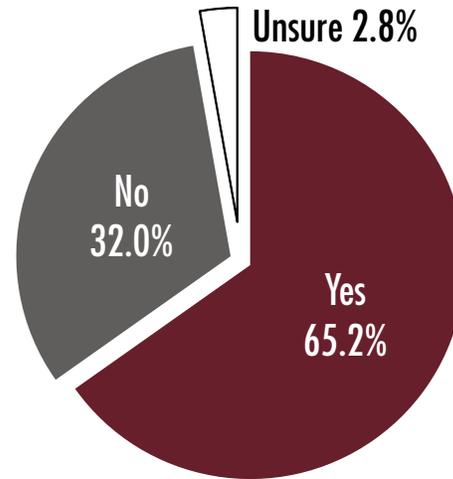
Demographic categories with a significantly higher percentage of respondents who would be willing to sign up for city programs or services online included: lived in Kalamazoo 3 to 4 years (83.6%), children under age 18 living in household (81.4%), graduate degree (82.2%), homemaker (82.8%), age 25 to 34 (86.2%), and household income over \$100,000 (81.0%).

Demographic categories with a significantly lower percentage of respondents who would be willing to sign up for city programs or services online included: high school diploma (50.0%), retired (44.1%), and age 65 and over (35.8%).



Chart 54
Apply for Permits Online

When the 638 respondents who had access to the Internet were asked if they would be willing to apply for permits online, 65.2% of respondents said they would be willing to apply for permits online.



Source: City of Kalamazoo 2010 Community Survey, question 22

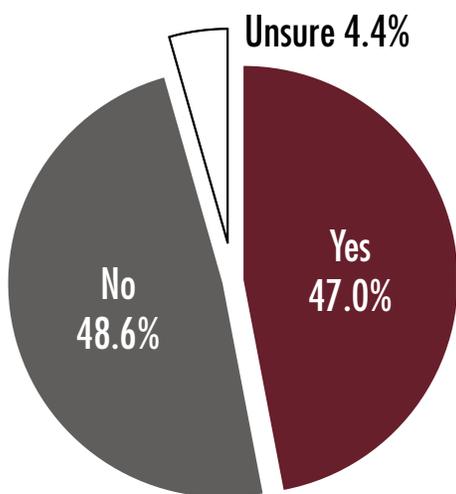
Demographic categories with a significantly higher percentage of respondents who would be willing to apply for permits online included: lived in Kalamazoo 3 to 4 years (74.6%), children under age 18 living in household (76.9%), graduate degree (75.2%), homemaker (82.8%), student (79.0%), age 25 to 34 (79.7%), Central section (80.0%), household income \$75,000-\$100,000 (78.2%), and household income over \$100,000 (83.3%).

Demographic categories with a significantly lower percentage of respondents who would be willing to apply for permits online included: high school diploma (48.8%), retired (31.2%), age 65 and over (23.9%), African-American/black ethnic background (53.5%), East section (50.6%), and household income \$35,000-\$49,999 (54.5%).



Internet & Online Usage

Chart 55
File a Police Report Online



Close to half (47.0%) of the 638 respondents who had access to the Internet would be willing to file a police report for minor incidents online.

Source: City of Kalamazoo 2010 Community Survey, question 23

Demographic categories with a significantly higher percentage of respondents who would not be willing to file a police report for minor incidents online included: high school diploma (59.8%), homemaker (62.1%), retired (65.6%), age 65 and over (76.1%), East section (59.5%), and household income \$35,000-\$49,999 (60.2%).

Demographic categories with a significantly lower percentage of respondents who would not be willing to file a police report for minor incidents online included: lived in Kalamazoo 3 to 4 years (37.3%), West section (35.8%), and household income over \$100,000 (35.7%).



Overview: Mail and e-mail were the most common ways respondents would prefer to receive information from the City of Kalamazoo.

Chart 56

Receive Information from City of Kalamazoo

Survey Results: When the 800 respondents were asked how they would prefer to receive information from the City of Kalamazoo, mail (55.0%) and e-mail (20.1%) were the most common responses.

	% Respondents
Mailing	55.0%
E-mail	20.1%
Web site/Internet	12.9%
Advertisement	7.0%
Other	1.6%
Unsure/NA	3.4%

Source: City of Kalamazoo 2010 Community Survey, question 36

There were 13 other responses, which included:

5 Respondents

Newspaper

2 Respondents

Texting

Television news

1 Respondent

Newsletter

Phone calls

Television

Television/Kalamazoo Gazette

Demographic categories with a significantly higher percentage of respondents who would prefer to receive information from the City of Kalamazoo through the mail included: some high school (72.2%), high school diploma (70.4%), retired (65.1%), disabled (88.5%), and age 65 and over (67.2%).

Demographic categories with a significantly lower percentage of respondents who would prefer to receive information from the City of Kalamazoo through the mail included: lived in Kalamazoo 1 to 2 years (40.4%), associate's degree (44.4%), student (38.2%), and age 18 to 24 (37.8%).



Additional Comments

The respondents were asked if they had any other comments or suggestions about how the City of Kalamazoo could manage their budget that were not discussed previously. There were 113 respondents who had additional comments or suggestions, which included:

All departments should cut back equally
Be clearer on proposals
Be more attentive to most needed positions and jobs
Be more thorough with road paving to ensure proper job, so it does not need as many touch-ups
Being more selective on capital projects
Break the police union, we pay them too much
Brush pick-up, once-a-month trash pick-up eliminated, road work planning
Cater more to the poor and destitute
City income tax
City income tax should be restricted to 2%
City people get paid too much for what they're doing
Construction leaves a lot of things undone afterward
Continue civic functions
Create more efficiencies to generate more income
Create more jobs (2 respondents)
Cut administrative salaries and benefits
Cut back on salaries, no gateways (not necessary), arena downtown not a priority
Cut city wages, make employees live in city
Cut down police units that go overboard on Western Michigan University students - the amount is unnecessary
Cut out high paying jobs
Cut pay of city officials, retain police
Cut some of space program funding to balance budget
Cut spending
Do not cut snow removal
Do not pay salaries until city budget is set (like Lansing)
Do not reduce funding to neighborhood associations
Drop programs
Eliminate more management positions within the city
Eliminate prisons and unions
Engage in more fundraising opportunities, not raise taxes
Evaluate programs more effectively to ensure adequate dispersal of funds
Everyone should help - volunteers, not paid employees
Fewer middle-management positions
Fewer sidewalks up and down West Main
Fix Portage Road
Focus more on major crimes and leave small drug crimes alone
Freeze salaries across the board
Fundraisers rather than increase taxes
Get more jobs
Get rid of high dollar people and professionals, cut budget for judges and attorneys, more police
Have surrounding areas that use Kalamazoo for work/leisure help improve city
Increase property taxes
Increase taxes on tobacco and alcohol, more community clean-up programs
Innovative ways to spend money that are overlooked
Integrate planning budgeting concept, need kids/younger in decision-making ideas because it brings a fresh perspective
Investigate people on welfare; provide more youth activities
Less bureaucracy
Less employees, cut down waste



Additional Comments - continued

- Less money for marijuana enforcement*
- Look at revenue sharing within county and make sure it is equitable*
- Make sure everyone can be heard - focus groups*
- Metro bus service should be cut, always empty*
- More communication, more involvement*
- More community involvement*
- More community involvement with time rather than money*
- More effort in public safety in downtown, bus, train, and Bronson Park areas*
- More information on pay raises, limit it to the county/city-wide average, more reflective of city as whole*
- More interaction with population, zero-based budgeting*
- More local farming*
- More police*
- More productive members*
- More taxes (2 respondents)*
- Need to freeze salaries of city employees*
- Only agree to raise property tax if city agrees not to raise sales tax, do not cut library, do less with parks*
- Opposed to event center*
- Other ways to deal with issues other than current methods*
- Pay more attention to working class*
- Planning and preventative action*
- Police need to focus more on crime rate, not drugs or narcotics*
- Police need to stop harassing people and being nosy*
- Police need to stop focusing on students*
- Politicians need pay cuts*
- Property improvement*
- Put money into helping people, not parks*
- Put money into more self-sustaining programs; too many college students have Bridge Cards who do not need them*
- Quit spending*
- Raise revenue*
- Raise taxes*
- Recycling canisters on street*
- Redo and eliminate street lighting to make it more efficient*
- Reduce members of city council*
- Reduce police patrols in low-income neighborhoods*
- Reduce/eliminate parking meters downtown*
- Re-examine our public safety to ensure they are being used as effectively as possible*
- Return funds from previous budgets before re-appropriation, welfare subsidies, and large pensions*
- Review every department and make hard cuts*
- Send mailing via Internet*
- Slow snow removal*
- Spend less*
- Spend less money on social programs or issues and use it toward law enforcement*
- Spend more on infrastructure, less on people*
- Spend too much money on police to protect crime*
- Stop building dog parks, have inmates help clean up roadsides*
- Stop funding Downtown Kalamazoo Inc.*
- Stop wasting money*
- Support college students and tuition*
- Take a board of 50 random citizens and let them look at the budget*
- Talk to more of the citizens, raises should be based on peer/citizen review*
- Tax pop drinking to city*



Additional Comments

Additional Comments - continued

Tax the higher-income people; lower the business tax

Taxes are way too high, library understaffed, stop spending on impractical projects

Taxes based more on income instead of flat rates

Taxes need to be increased

Taxes on small corporations or businesses, just look over

They should use a wider range of people to gather information for the city

To stop arresting people for small amounts of marijuana to save money

Too many metro resources

Trim the fat

Volunteers for city park maintenance/upkeep

Watch the budget

Work with other cities to save money in long-run



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

Top Issues. This year the top issues facing neighborhoods in the City of Kalamazoo are crime, streets, decreasing property values, and safety.

Although crime was the top issue in both 2008 and 2010, concern about crime has dropped dramatically since 2008. The percentage of respondents naming crime as a top issue in 2010 (14.8%) was half of the percentage noted in 2008 (29.1%). In 2010, the percentage of respondents naming crime as a top issue in their neighborhood decreased in all eight sections of the city from 2008. In 2008, crime was the top issue in all eight sections of the city, but in 2010, crime was the top issue in only four of the eight sections of the city: North, Southeast, East, and West.

A new issue of concern in 2010 was declining property values. Declining property values was not named as one of the top issues facing residents in 2008; however, declining property values was named by 9.0% of respondents in 2010. Declining property values was the most frequently named issue in the Northeast section of the city, ahead of crime and streets. Declining property values was not named as one of the top issues by residents in the North section of the city.

Overall, more respondents did not name any issues of concern facing their neighborhood this year. In 2008, 72.5% of survey respondents named one or more issues of concern in their neighborhood, but only 59.7% named one or more issues facing their neighborhood this year.

Budget Issues. Respondents generally favored freezing staff salaries, deferring capital projects, and renegotiating union contracts to reduce pay or benefits over other options presented to balance the city budget. Less than half of the survey respondents supported reducing or eliminating specialty police units, paving fewer streets, or reducing recreation programs or services.

In some cases, respondents were unsure about whether or not they would support certain actions to balance the budget. For example, 29.9% of the survey respondents were unsure if they would support deferring capital projects to balance the budget, and 26.1% were unsure if they would support reducing code enforcement to balance the budget. Once these unsure respondents learn more about the proposed actions, they may choose to support or not support the actions, which may change the results dramatically.

For some of these actions, such as deferring capital projects, renegotiating union contracts, increasing fees for services, and reducing code enforcement, support varies by section of the city. For example, increasing fees for services is supported or strongly supported by 55.0% of respondents from the North section of the city, while only 38.0% support or strongly support it in the Northeast section of the city.

There are also differences in support for budget balancing actions by household income. For the option of reducing or eliminating specialty police units, 25.2% of respondents with a household income under \$35,000 supported or strongly supported this action, compared to only 14.3% of households with a household income over \$100,000. For the option of reducing recreation programs and services, 29.4% of respondents with a household income under \$35,000 supported or strongly supported this action, compared to 45.2% of households with a household income over \$100,000.



Conclusions

When specifically asked if the City of Kalamazoo should continue to provide regional support for the Kalamazoo Valley Enforcement Team (KVET), 74.4% of the survey respondents said “yes,” while 17.8% said “no,” and 7.9% were unsure. Support for KVET was consistent across all demographic categories including: age, gender, household income, education level, employment status, section of the city, or years lived in the city.

Property Taxes. Over half of the survey respondents were supportive of increasing property taxes to maintain police and fire services, and for street maintenance. Fewer than half of the survey respondents favored increasing property taxes to maintain parks, and for sidewalk repair and maintenance.

Respondents with a household income over \$100,000 had higher levels of support for increasing property taxes for all four items: police and fire, parks, street maintenance, and sidewalk repair and maintenance. Support for increasing property taxes to maintain parks was greater among respondents who had visited city parks more often over the past year. Support for increasing property taxes to maintain police and fire services was stronger among respondents who gave public safety services higher ratings on the questions about responsiveness, community involvement, and race relations.

Improvements. When asked what needed to be improved in the City of Kalamazoo, roads was the top response named by nearly one in every three respondents, followed by crime/drugs, employment/jobs, traffic, and the economy.

Improvements that are needed in the City of Kalamazoo were also similar among all eight sections, although there were differences in the percentages of respondents who suggested these improvements by section of the city. For example, the economy was named by only 4.0% of respondents in the North, while 16.0% of respondents who live in the East section said the economy in Kalamazoo needs to be improved. While the improvements desired may be similar among sections of the city, the degree to which each improvement is named in each section of the city does vary.

Overall Performance of City of Kalamazoo Government. When respondents were asked how well city government was performing overall, the response was once again positive. In 2010, 83.7% of respondents rated the overall performance of the City of Kalamazoo government as a 3, 4, or 5 on a scale of 1 to 5 (5 indicating excellent), up from 81.2% in 2008. When the 72 respondents who gave the city a very poor rating of 1 or 2 were asked why, their reasons included: nothing being done, mismanagement, taxes, and race relations among others.

City of Kalamazoo Government Performance. Respondents were asked about how well the City of Kalamazoo was performing in five specific areas: protecting groundwater, providing quality drinking water, leaf pick-up, speed of snow removal, and the appearance/maintenance of parks. For the appearance/maintenance of parks, leaf pick-up, and speed of snow removal, the ratings improved slightly in 2010. The ratings for providing quality drinking water and protecting our groundwater both dropped in 2010. In both cases, changes in the ratings were small and would not be considered statistically significant. Older respondents, age 65 and over, gave the city better ratings in all five areas.



The percentage of respondents who were unsure how to rate each area increased in 2010. For example, in 2008, only 4.4% of respondents were unsure how to rate the city on protecting groundwater, but nearly one out of four respondents (24.0%) were unsure how to rate the city on protecting groundwater in 2010. The increase in the percentage of respondents who were unsure how to rate the city was consistent with the increase in the percentage of respondents who were unsure about the top issues facing their neighborhood.

Public Safety Department. Just as in 2008, residents of the City of Kalamazoo are confident that Public Safety will protect them and their family. On a scale of 1 to 5, where 1 indicated not confident and 5 indicated very confident, the average response in 2010 was 3.98, which is significantly higher statistically than the average response of 3.86 in 2008. Respondents of the Southwest section of Kalamazoo were more confident while respondents from the North and East sections 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, ratings improved in all three areas in 2010, compared to 2008. For example, the average rating on a scale of 1 to 5 (5 indicating excellent) for responsiveness increased from 3.78 in 2008 to 3.94 in 2010. Respondents over the age of 65 gave higher ratings for all three areas, while African-American respondents gave lower ratings in all three areas.

Internet. Nearly four out of every five survey respondents (79.8%) have access to the Internet. Internet access is more prevalent at the upper-income levels and for those working full-time. Internet access is more limited among respondents over age 65, and those with a lower household income.

Of those respondents who had access to the Internet, more than half were willing to pay a city bill online, apply for permits online, and sign-up for city programs or services online. However, only 47.0% of respondents with Internet access were willing to file a police report for minor incidents online. For all of these activities there was less willingness among those respondents over age 65.





City of Kalamazoo 2010 Community Survey 93

Perspectives Consulting Group, Inc. 97





City of Kalamazoo 2010 Community Survey

City of Kalamazoo - 2010 Community Survey

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.

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

CL224-P02 Final 8-18-10

- 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] Convenience
 [7] Shopping [8] Schools [9] Size/small town
 [10] Lived there a long time [11] Quality of neighborhood
 [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] Taxes are too high
 [4] Crime/drugs [5] Employment/jobs [6] Economy
 [7] Traffic [8] Roads [9] Schools
 [10] Police [11] Neighborhoods [12] More restaurants
 [13] Leaf pick-up [14] More youth activities
 [15] More shopping [16] Other _____
3. What are the top THREE issues or concerns facing your neighborhood? (Do NOT read list/Check NO MORE THAN THREE choices)
 [1] Unsure/NA [2] Crime [3] Drugs
 [4] Noise [5] Garbage/litter/trash [6] Leaf pick-up
 [7] Safety [8] Police/police patrols [9] Snow removal
 [10] Speeding [11] Stray animals [12] Streets
 [13] Street lights [14] Vandalism
 [15] Decreased property values [16] 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?
 5. If 1 or 2 for question 4 - Why do you feel this way?
- Very Poor [1] [2] [3] [4] Excellent [5] 3-6 Skip to q. 6
- [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
- Very Poor [1] [2] [3] [4] Excellent [5] [6] Unsure/NA
- [1] [2] [3] [4] [5] [6] Unsure/NA
- [1] [2] [3] [4] [5] [6] Unsure/NA
- [1] [2] [3] [4] [5] [6] Unsure/NA
11. Have you had contact, by telephone or in person, with any City of Kalamazoo employee in the past year?
 [1] Yes, what departments – list: _____
 [2] No ** Skip to question 14
 [3] Unsure/NA ** Skip to question 14
12. If they had contact with City staff in past year – Did you receive a prompt and professional response from City employees?
 [1] Yes, what department or departments? _____
 [2] Unsure/NA
 [3] No, what department and why? _____
13. If they had contact with City staff in past year – Did City staff provide efficient and effective services to meet your needs?
 [1] Yes, what department or departments? _____
 [2] Unsure/NA
 [3] No, what department and why? _____
14. Using a scale of 1-5, with 1 indicating "Not Confident" and 5 indicating "Very Confident", 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] Very Confident [5] [6] Unsure/NA



City of Kalamazoo 2010 Community Survey

42. Are you a registered voter?	[1] Yes	[2] No	[3] Unsure/NA
43. Do you rent or own your home?	[1] Rent	[2] Own	[3] Unsure/NA
	[4] Other _____		
44. Which best describes the building you live in? (Read choices)	[1] House	[2] Apartment/condominium	
	[3] Mobile home	[4] Other _____	
	[5] Unsure/NA		
45. 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		
46. Do you have any children under the age of 18 living in your household?	[1] Yes	[2] No	[3] Unsure/NA
47. What is the highest degree or level of school you have completed?	[1] Some high school	[2] High school diploma	
	[3] Some college	[4] Associate's degree	
	[5] Bachelor's degree	[6] Graduate degree	
	[7] Other, please list: _____		
48. What is your current employment status? (Read choices)	[1] Employed full-time	[2] Employed part-time	
	[3] Homemaker	[4] Retired	[5] Student
	[6] Unemployed	[7] Self-employed	
	[8] Disabled	[9] Other, list: _____	
49. 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		
50. What is your primary ethnic background? (If they hesitate, read choices)	[1] Caucasian/White	[2] African-American/Black	
	[3] Hispanic	[4] Asian	
	[5] Other _____	[6] Unsure/NA	
51. In which section of Kalamazoo do you live in?	[1] North (Northside, Stuart, and Fairmont)		
	[2] Northeast (Burke Acres/Mt. Olivet)		
	[3] Central (Central Business District, Vine, WMU/KRPH, West Main Hill, Gateway/South Street)		
	[4] South (South Westnedge, Westnedge Hill, Parker-Duke, Southside, West, Kilgore, Lakeside, Whites/Bronson/Edgemoor)		
	[5] Southeast (Milwood, Homecrest Circle)		
	[6] Southwest (Colony Farm, Parkview Hills, Oakwood, Hill n' Brook, Parkwyn Village, Woods Lake)		
	[7] East (Edison, Eastside)		
	[8] West (Arcadia, Knollwood, Oakland/Winchell, Westwood)		
	[9] Unsure, ask what street they live on (house number not required) _____		
52. What range best represents your total household income before taxes? (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	
53. We have covered a wide variety of topics on this survey. Do you have any other comments or suggestions about how the City of Kalamazoo can balance their budget that we have not discussed previously?	[1] No additional comments		
	[2] Comments _____		
This concludes the survey. The City of Kalamazoo will be hosting several focus groups to discuss the City budget and how to balance the budget. If you are interested in participating in one of these focus groups, I can provide your name and e-mail address to the City of Kalamazoo. All of the information you provided on this survey would remain confidential; we would provide your name and e-mail address to the City of Kalamazoo separately. Would you like us to provide them your name and e-mail address?			
Thank you very much for your time. The City of Kalamazoo appreciates your help.			
54. Determine by voice - Gender of Respondent	[1] Male	[2] Female	





**2010 Community Survey
City of Kalamazoo**

Project Dates: July 20, 2010 - October 22, 2010
Project Number: CL224-P02

Project Coordinator: Gary M. Goscenski
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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 on meeting the needs of community foundations, educational organizations, faith-based organizations, nonprofit 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 ensures and protects the confidentiality of the client's situation.

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