CITY OF MANHATTAN COMMUNITY SURVEY 2015

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This report summarizes the major findings from a community survey that was mailed to nearly 2,000 City of Manhattan, Kansas, residents in November 2015. Data in this report was collected and analyzed using methods based on established, peer reviewed protocols.

*The data, statements, findings, and conclusions in this report do not necessarily reflect the views and policies of the City of Manhattan, Kansas.

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CITY OF MANHATTAN COMMUNITY SURVEY 2015

EXECUTIVE SUMMARY

A survey was administered, by mail, in 2015 to households in the City of Manhattan, Kansas. A total of 1,999 addresses in the City of Manhattan were sent the survey. Of those, 457 were returned, resulting in a 22.8% response rate. Based on the overall survey response rate, we can be 95% confident that results for most questions in the survey accurately reflect the views of Manhattan area households within a margin of error of +/- 4.54 percentage points.

Safety More than 90% of respondents report feeling safe in their neighborhoods and commercial areas during the day and evening.

Public Works Most respondents are satisfied or very satisfied with major public works functions including, street maintenance, sewer maintenance, quality of drinking water and timeliness of snow removal. Maintenance of main City streets, quality of stormwater infrastructure, and maintenance of neighborhood streets are top priorities.

Code Enforcement Most respondents are satisfied or very satisfied with the enforcement of City codes. Cleanup of litter, debris, and weeds on residential and commercial property and enforcing maintenance of sidewalks in front of residential property are top priorities.

Parks and Recreation A majority (>50%) of respondents are satisfied with the Parks and Recreation services covered in this survey, which included, Arts in the Park, Sunset Zoo, cemetery grounds, Animal Control and affordability of parks and recreation fees.

General Government Over 90% of respondents are satisfied or very satisfied with the overall quality of life in the City of Manhattan and the quality of their neighborhood.

Street Maintenance 72% of respondents support or strongly support increasing funding for street maintenance by $2 million. Of those that support increasing funding, 25% suggest a dedicated sales tax increase and 21% suggested a property tax increase to pay for the increase.

Growth Related Projects There is over 50% support for most growth related projects. Respondents' top three priorities are street maintenance, intersection and street width improvements, and storm water drainage. Respondents most often suggested a combination of sales and property tax increases to pay for these projects.

Airport Respondents would most like to see a direct flight to Denver, Colorado, added at the Manhattan Regional Airport.

Development Over 80% of respondents agree with statements that are pro-planning for new development.

Good Governance A small majority of respondents agree with statements about the quality of governance in Manhattan. Many respondents are unsure about the quality of governance here.

Communication The most common sources of information that respondents use to learn about the City are local newspapers, the City website, and radio news. Most respondents do not attend public meetings.

ACKNOWLEDGMENTS

Many people are involved in this initiative, thanks to all of them. In particular, thank you to Ron Fehr, Jason Hilgers, and Kiel Mangus for their project leadership, Gayle Donaldson for her work developing the survey instrument, City of Manhattan Department Heads and staff for their participation and review of the survey, volunteers who helped mail the surveys, Jared Wasinger, Master of Public Administration graduate student at Kansas State University and City of Manhattan intern, for working diligently on many aspects of the project, Ghashia Kiyani, graduate student at Kansas State University for assisting Jared and Kiel with coding of the survey instrument and Jasmine Greene and Lyle Gunn, alumni of the Kansas State University Master of Public Administration program, who initiated the project.

ABOUT THE AUTHORS

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Jared Wasinger is a student of the Master in Public Administration program at Kansas State University. He currently serves as a management intern at the City of Manhattan, Kansas and as a graduate teaching assistant for the Department of Political Science at K-State. He graduated with Bachelor of Science Degrees in Political Science and Public Relations from K-State in 2014.

INTRODUCTION

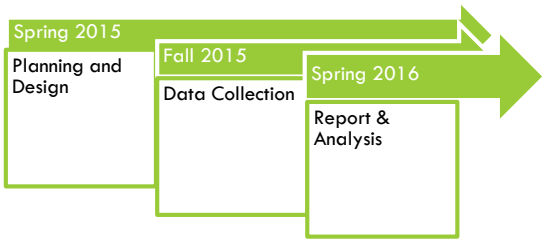
This report describes the results of a community survey conducted for the City of Manhattan, Kansas, between November 5, 2015 and December 18, 2015.

The motivation for this study came from the City Commission and their desire to understand the views of Manhattan area residents about current community priorities, satisfaction with City services, and to benchmark trends over time. Surveys are one of the best and most common methods used to learn residents' perceptions and concerns as they reach out to a broad cross-section of the community and not just those that are active in local politics (Ammons, 2008). Feedback from the survey may, but not necessarily, be used in City goal setting, strategic planning, and decision making.

METHODS

PROCESS

Early in 2015, City management and the author began conversations about the possibility of completing a community survey. At the time, two graduate students in the Master of Public Administration Program at Kansas State University along with the author did some feasibility planning. After an initial meeting with City management, the two graduate students took a lead role in preparing the questionnaire by conducting in-person interviews with City department heads and management. They also prepared a review of the academic literature identifying best practices in community survey design. The students reported their findings in May of 2015. After, the author continued the students' work and further refined the survey instrument in consultation with City management, particularly, Assistant City Manager Kiel Mangus.



SAMPLING

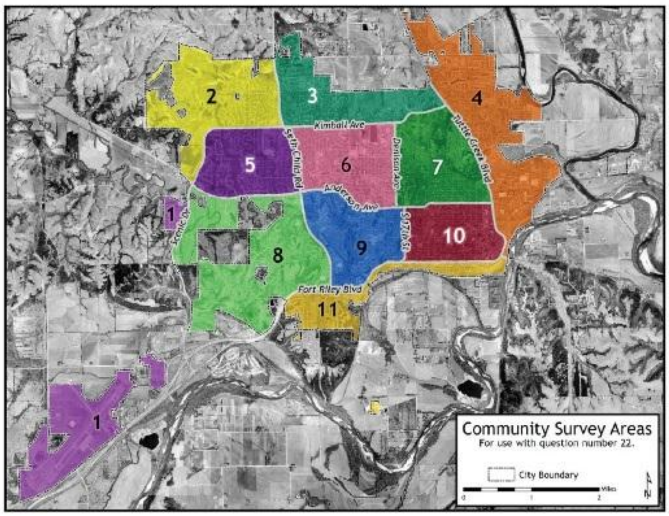
A survey examines the opinions of a sample of a population. A sample is the subset of the population used in order to generalize about the population (O'Sullivan et al. 2011). Thus, sampling is a critical feature of survey methods.

In this study, the population we are concerned with is households in the City of Manhattan, Kansas. We know there to be 21,415 households (Manhattan Utilities Billing Department, 2015). The latter number became our sampling frame. Next, we determined to contact 2,000 households using a well-known formula that considers the total population (households) and the desired confidence interval (95%).

According with best practices in community surveys, a random stratified sampling method was used. A stratified random sample design takes into consideration important population characteristics (Ammons, 2008). We drew a random sample by the *strata*, neighborhoods. The purpose was to insure that our resulting sample proportionately represents all neighborhoods in the City of Manhattan.

City staff identified 11 neighborhoods in the City, as seen in Figure 1. Within those neighborhoods, the total number of addresses from the utilities billing department was calculated. Surveys were sent to a sample of addresses in each neighborhood. This information was provided by Elias Martinson, GIS Coordinator for the City of Manhattan in an email to the author on October 21, 2015.

Figure 1: Neighborhoods in the City of Manhattan



RESPONSE RATE

Actually 1,999 surveys were mailed. Of those, 132 were sent back to the City by the United States Post Office marked as "vacant addresses," meaning no one occupies the residence and 36 were sent back undeliverable. Thus, 1,831 of the surveys mailed went to households that are currently occupied. These numbers are compiled by the City and reported to the author by email on December 30, 2015.

Of the 1,999 surveys that are delivered 457 are returned completed. Thus, the response rate for the survey is 22.8%.

The response rate by strata is consistent with the number of surveys sent to each neighborhood as can be seen in Table 1.

Table 1: Response Rate by Strata

NEIGHBHORHOODS	NUMBER TO BE DISTRIBUTED	TOTAL RECEIVED	PERCENTAGE OF POPULATION	PERCENTAGE RECEIVED
1	34	9	2%	2%
2	143	29	7%	8.5%
3	154	52	8%	11.4%
4	325	64	16%	14%
5	154	50	8%	10.9%
6	269	49	13%	10.7%
7	212	22	11%	4.8%
8	183	61	9%	13.3%
9	150	38	8%	8.3%
10	286	35	14%	7.7%
11	88	21	4%	4.6%
TOTAL	1999	457	100%	100%

The similarity between the last two columns is one of many positive indicators to suggest that we can have some confidence that the findings we see in the sample are true of the population.

CONFIDENCE INTERVAL AND MARGIN OF ERROR

Based on our population, response rate, and resulting sample we are able to calculate a confidence interval and a margin of error, using common formulas. **Generally, we can say that 95% of the time the range of opinions that we see in the sample information we collected will be precise to the true population within 4.54 percentage points above or below the sample number.** However, some questions had smaller response rates. Therefore, the reader should take caution to examine the sample size for each question (ex. N=). The larger the sample the more confidence we can have that our findings about the sample are true of our population.

QUESTIONNAIRE DESIGN

The questionnaire was developed in conjunction with City management and staff and reviewed by the City Commission. All questions follow design principles outlined in Don A. Dillman's and co-authors book *Mail and Internet Surveys: The Tailored Design Method* (2007). Insights particular to municipal surveys were also gleaned from a range of academic sources and a review of community surveys prepared by comparable cities. Several question versions were piloted on 100 students enrolled in a Kansas State University Political Science course.

The mailed survey had 24 questions, several of them were large format matrix style questions.

SURVEY PROCEDURE

Each questionnaire was sent to an address in a sealed envelope on November 5, 2015. Along with the questionnaire was a cover letter signed by the City Commission. The letter directed one person in each household over the age of 18 to complete the survey and return it in the enclosed pre-addressed and stamped envelope by December 4, 2015.

On November 23, 2013 all addresses, except those returned to sender by the U.S. Post Office as vacant and undeliverable, were sent a reminder/thank you postcard. No replacement questionnaires were ever sent.

DATA & ANALYSIS

The returned responses to the survey were coded by one of three coders. Coding is the process of assigning a numeric value to alphanumeric responses and entering them into a computer program for analysis. All coders received training and instruction from the first author on proper coding procedures. All were reminded of the importance and significance of their work and asked to take their time to insure accurate reporting.

To further insure the accuracy of coding, the first author, using standard procedures, drew a random sample of 100 completed surveys and checked the coding on one question, at random, on each survey. If a question was a matrix style question the whole question was evaluated. If one code was found to be inaccurate the following question was additionally checked for accuracy. The number of inaccuracies found in the random check was six. Further accuracy, validity, and reliability checking was carried out as part of the analysis, particularly in examinations of missing data and outliers. An additional 14 changes were made to coding through the review process. The rate of inaccuracies found in the coding process is considered minimal and should not be a significant concern when interpreting the results.

Numeric data was processed and analyzed using IBM SPSS and Microsoft Excel.

LIMITATIONS

As with all surveys, this study has limitations that should be considered when interpreting and reporting results.

1. Some minor errors on the survey could have been misleading and confusing to participants causing error in the reporting of information.

2. The response rate of 22.8% could be considered low for a mailed community survey.

3. Some inaccuracies in the data used for analysis may be a present as a result of human error while coding the survey responses.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data. Therefore, refer to both the percentage and the N (number of individuals) when interpreting results.

5. Sample sizes (N=) vary across questions. As a result, the reader needs to be cautious when interpreting results.

6. The data reflect a snapshot of the current opinions of those in the sample. Opinions do change.

EXAMINING NON-RESPONSE AND SAMPLE BIAS

Non-response bias is the concern that persons who respond to the survey have views that differ substantially from those who do not respond to the survey.

There are several methods for checking non-response bias. However, the most common way is to compare attributes of the data collected with some outside sources of data that characterize the population (Groves, 2006). Data from the U.S. Census Bureau Quick Facts, was compared with some of the demographic variables on the survey. The hypothesis is that there are no significant differences between the demographic findings of the survey and the population as a whole.

We have already noted that we have a fair representation of the 11 neighborhoods that comprise the City (See Table 1).

Next, we examine the number of households with children. The U.S. Census Bureau Quick Facts reports that 15.3% of the population is under the age 18. In the survey, 22% (N=97) of respondents report having children under age 18 living in the home. The difference in the rates is minimal.

We also examine the number of households that own their homes. The U.S. Census Bureau Quick Facts reports that 39.3% of households in Manhattan own. In the survey, 72% (N=329) of respondents report home ownership. Of survey respondents, only 23.6% report renting. The magnitude of difference is large, thus, it is possible that survey results may not accurately reflect the view of renters in the population.

Finally, we examine the number of respondents that report being over age 65. The U.S. Census Bureau Quick Facts reports that 7.5% of persons in Manhattan are over age 65. Of survey respondents, 30.6% (N=140) are over age 65. The magnitude of difference is large, thus, it is possible that survey results may not accurately reflect the views of those under age 65.

To better understand the effect of non-response bias on the survey results further analysis was completed. We examined if there are differences between how different groups, those noted above, answered survey questions. The purpose is to insure validity of the findings for generalizing about the whole population, and not just those groups that more commonly responded to the survey. For example, the number of responses that come from households that rent is less than the rate of renters in the population. Now we want to know if renters answer questions differently than owners. To examine for such bias I looked at the answers' of groups (renters/owners and over 65/under 65) on a subset of survey questions. Chi-square tests are used to detect the difference in the responses among different group types. The chi-square statistic is used to identify a p-value. A p value that is less than .000 indicates a significant difference between the two groups in how they answer the question. Anything above .05 indicates no significant difference. Chi-square is a weak test of differences and does not help us to explain what the difference is, only that a difference in how the groups answered the question exists.

Table 2 and Table 3 report the results of the chi-square tests for group differences on a range of survey questions. The associated p-value used to judge significance of the relationships is in () in the last column. The relationships that are significant have a ** next to them.

Table 2: Comparison of Renters and Owners

Survey Question	Rent	Own	Chi-square (p-value)
Safety at night, report very safe	22.2% (N=24)	35.2% (N=115)	16.414 (.355)
Enforcement of residential codes, very satisfied	14.8% (N=16)	7.9%(N=26)	26.606 (.087)
Increase street funding, Strongly support	28.6% (N=30)	16.1% (N=51)	54.961 (.000)**
Overall quality of neighborhood, Very Satisfied	32.4% (N=35)	36.3% (N=118)	9.419 (.667)
Support for storm water drainage improvements, strongly support	40.7% (N=44)	24.6% (N=81)	58.578 (.000)**

Table 3: Comparison of Respondents under Age 65 and Over Age 65

Survey Question	Under 65	Over 65	p-value (chi-square)
Safety at night, report very safe	31.2% (N=92)	34.5% (N=48)	7.661 (.176)
Enforcement of residential codes, very satisfied	10.8% (N=32)	6.4% (N=9)	8.038 (.235)
Increase street funding, Strongly support	18.7% (N=54)	21.5% (N=28)	5.010 (.286)
Overall quality of neighborhood, Very Satisfied	33.1% (N=97)	38.8% (N=54)	3.595 (.464)
Support for storm water drainage improvements, strongly support	30.7% (N=91)	22.9% (N=32)	8.171 (.226)

There are two significant differences in Table 2 regarding those that report renting and those that report owning. There are no significant differences in Table 3 regarding those that report being under age 65 and those that report being over age 65. My impression from these results is that the survey is not systematically biased. However, renters (N=108) and those under age 65 (N=296) are both underrepresented in the sample and thus cautious interpretation of the results, especially for these groups, should be considered.

RESULTS

Results from the survey are presented below. I review the major findings from each question in the survey, in the order they are asked in the questionnaire. For each question, you will find the question repeated, a graph visually displaying the findings, and bulleted list of key points. The number of respondents for each question (N=) is also noted.

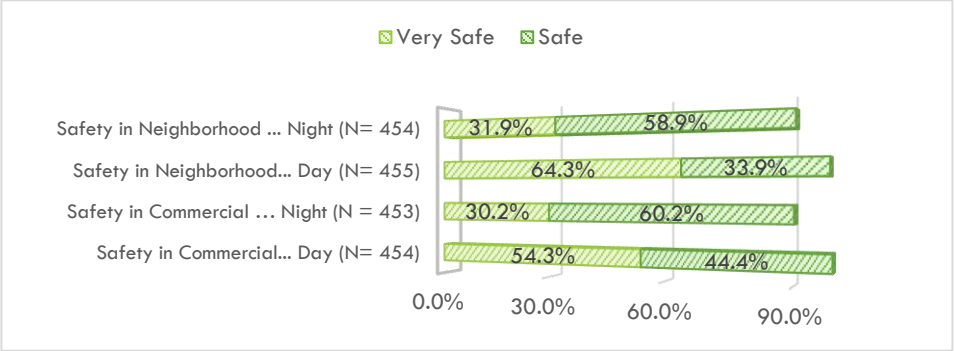
Question 1

How safe or unsafe do you feel in each of the following situations?

Results

- In all four scenarios, over 90% of respondents reported feeling safe or very safe.

Figure 2: Level of Safety

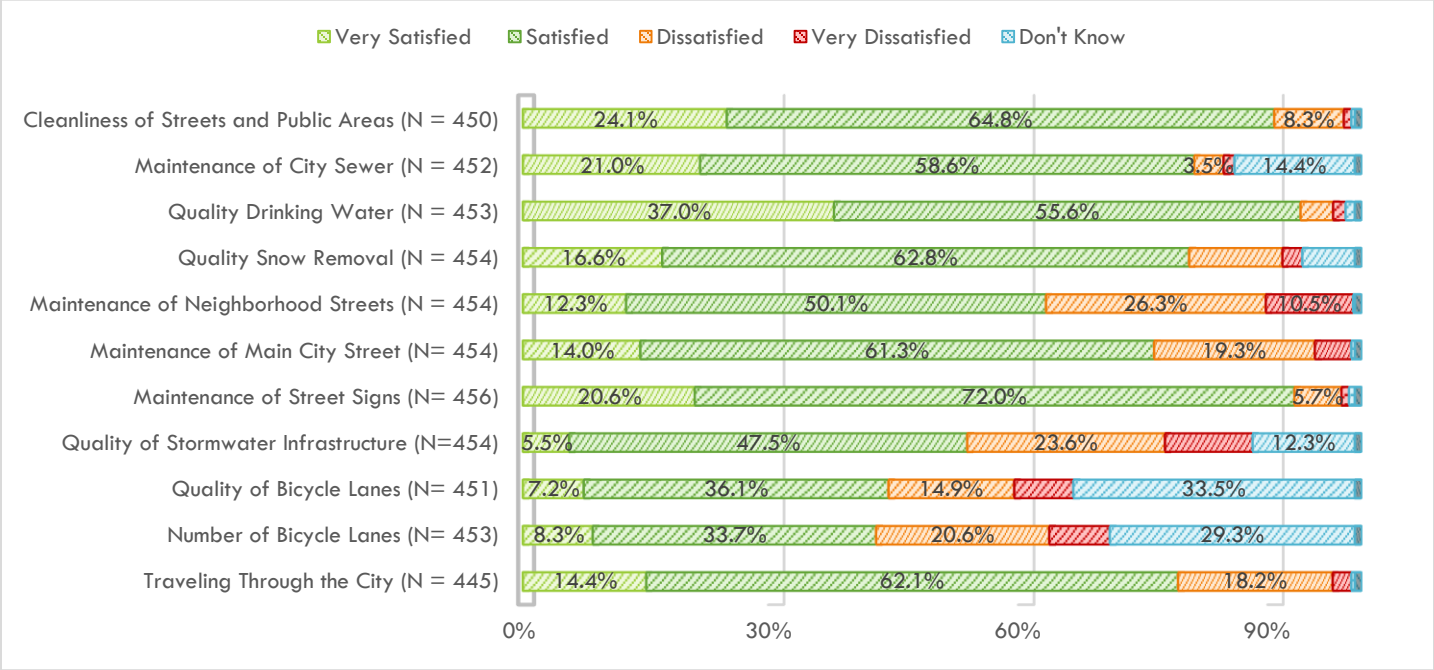


Question 2

What is your level of satisfaction or dissatisfaction with the public works services listed?

Results

Figure 3: Level of Satisfaction with Public Works Services



- Over 90% of respondents are satisfied or very satisfied with the, drinking water, maintenance of traffic signals and streets signs and the cleanliness of streets.
- About 80% respondents are satisfied or very satisfied with snow removal and the maintenance of the sewer.

- About 75% of respondents are satisfied or very satisfied when traveling through the City and with maintenance of main City streets.
- About 60% of respondents are satisfied or very satisfied with maintenance of neighborhood streets.
- Over 50% of respondents are satisfied or very satisfied with the quality of stormwater infrastructure, while 12.3% report that they don't know.
- About 40% of respondents are satisfied or very satisfied with the number and quality of bicycle lanes.
- About 30% of respondents said they did not know about the number and quality of bicycle lanes.

Question 2a

Which three of the public works services listed should receive the most attention from City leadership over the next three years?

Results

- Respondents' top three priorities for Public Works Services:

1. Maintenance of Main City Streets
2. Quality of Stormwater Infrastructure
3. Maintenance of Neighborhood Streets

Table 4: Prioritization of Public Works Services

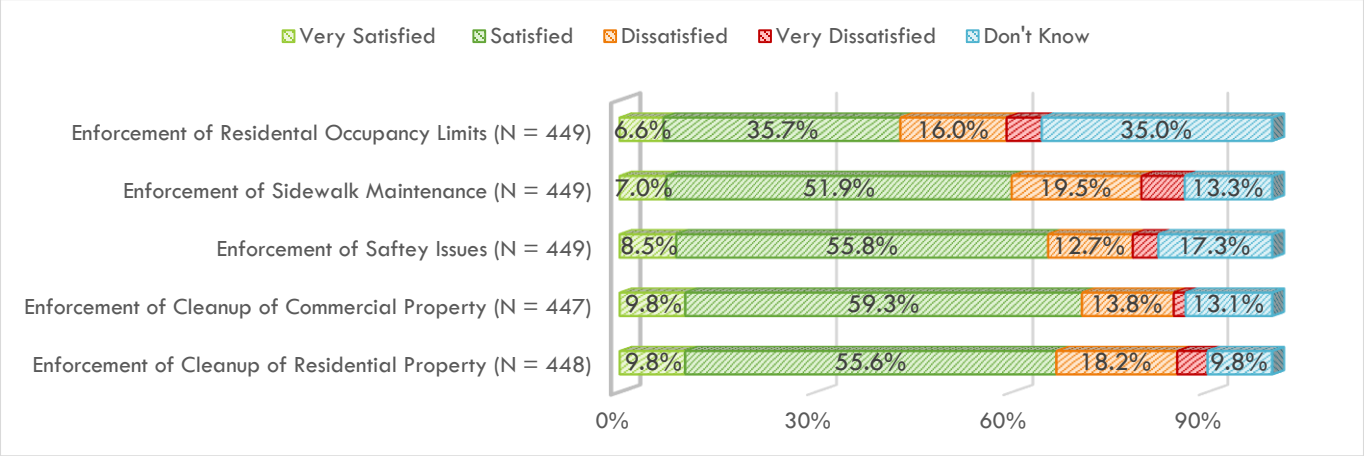
Service	% Respondents
Maintenance of Main City Streets	45.5
Quality of Stormwater Infrastructure	39.4
Maintenance of Neighborhood Streets	35.2
Traveling Through the City	31.7
Number of Bicycle Lanes	21.4
Quality of Snow Removal	18.2
Cleanliness of Streets and Public Areas	14.2
Quality of Drinking Water	14.1
Maintenance of City Sewer	13.4
Quality of Bicycle Lanes	12.1
Maintenance of Street Signs	12.0

Question 3

What is your level of satisfaction or dissatisfaction with the enforcement of City codes listed?

Results

Figure 5: Level of Satisfaction or Dissatisfaction with Enforcement of City Codes



- Over 55% of respondents are satisfied or very satisfied with the enforcement of cleanup on commercial and residential property, sidewalk maintenance, and residential safety issues.
- Only 42% of respondents are satisfied or very satisfied with the enforcement of residential occupancy limits. While 35% report that they "don't know."

Question 3a

Which three code enforcement services listed should receive the most attention from City leadership over the next three years?

Results

- Respondents' top three code enforcement priorities:

1. Cleanup of litter, debris and weeds on residential property
2. Enforcement of sidewalk maintenance in front of residential property
3. Enforcement of cleanup of litter, debris and weeds on commercial property

Table 5: Prioritization of Public Works Services

Service	% Respondents
Enforcement of Cleanup on Residential Property	52.5
Enforcement of Sidewalk Maintenance	46.7
Enforcement of Cleanup on Commercial Property	43.7
Enforcement of Safety Issues	42.2
Enforcement of Residential Occupancy Limits	33.8

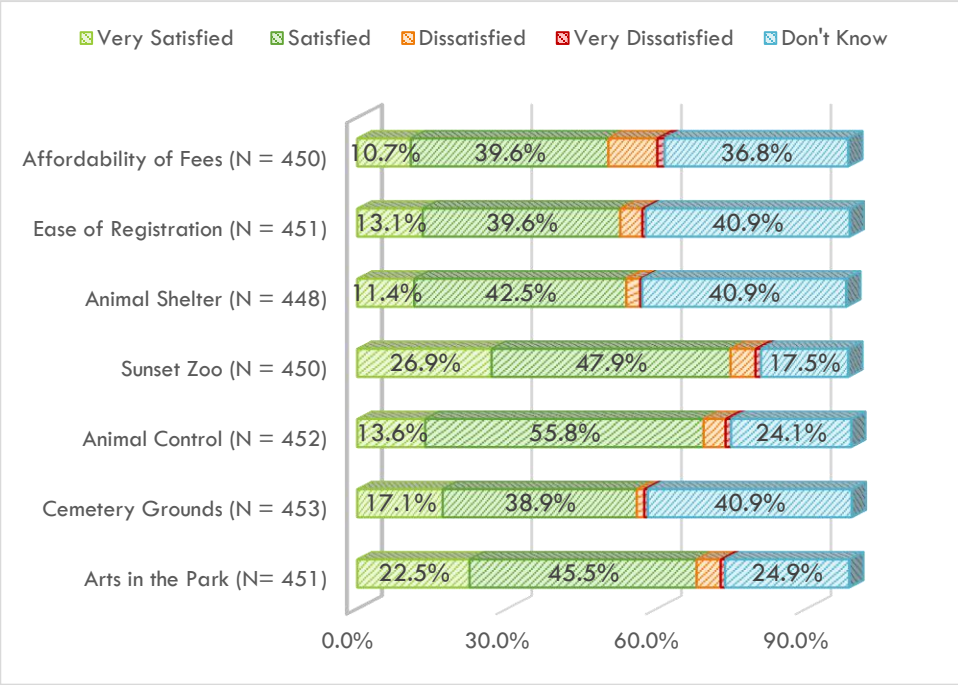
Question 4

What is your level of satisfaction or dissatisfaction with the following parks and recreation services?

Results

- A majority (>50%) of respondents are satisfied or very satisfied with the parks and recreation services listed.
- Many respondents report that they did not know about the service.
- Results should be interpreted cautiously as users of the service are critical for interpreting results about satisfaction.
- Opportunities for greater use of these services may be maximized by an informational campaign.

Figure 6: Level of Satisfaction or Dissatisfaction with Parks and Recreation Services



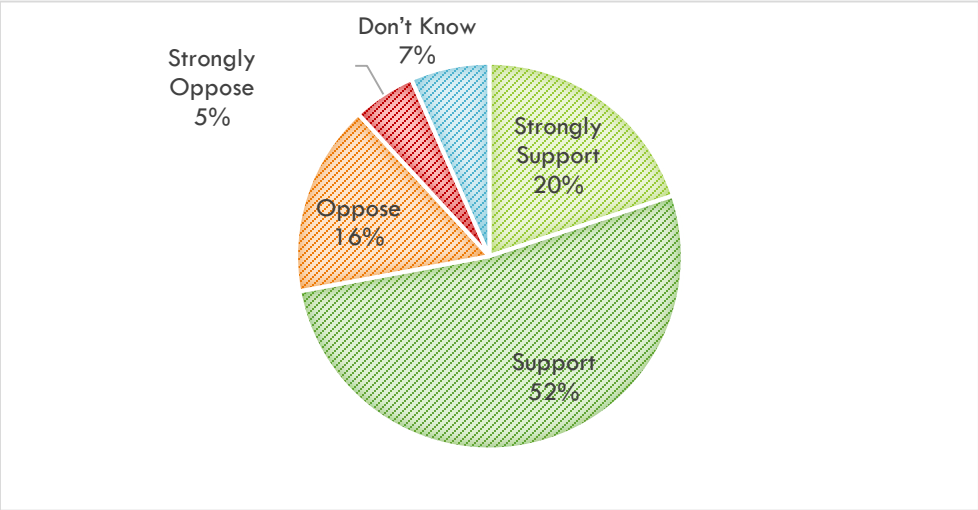
Question 5

Would you support or oppose increasing funding for street maintenance by $2 million?

Results

- 72% of respondents support or strongly support increasing funding for street maintenance by $2 million.
- 21% of respondents oppose or strongly oppose increasing funding for street maintenance by $2 million.

Figure 7: Increase Funding For Street Maintenance



Question 5a

If you support increasing funding for street maintenance, how do you think the City should pay for the increase?

Results

- Of those that support increasing funding (N =308), 25% suggest a dedicated sales tax increase and 21% suggested a small property tax increase.

Table 6: Means of Paying for Street Maintenance

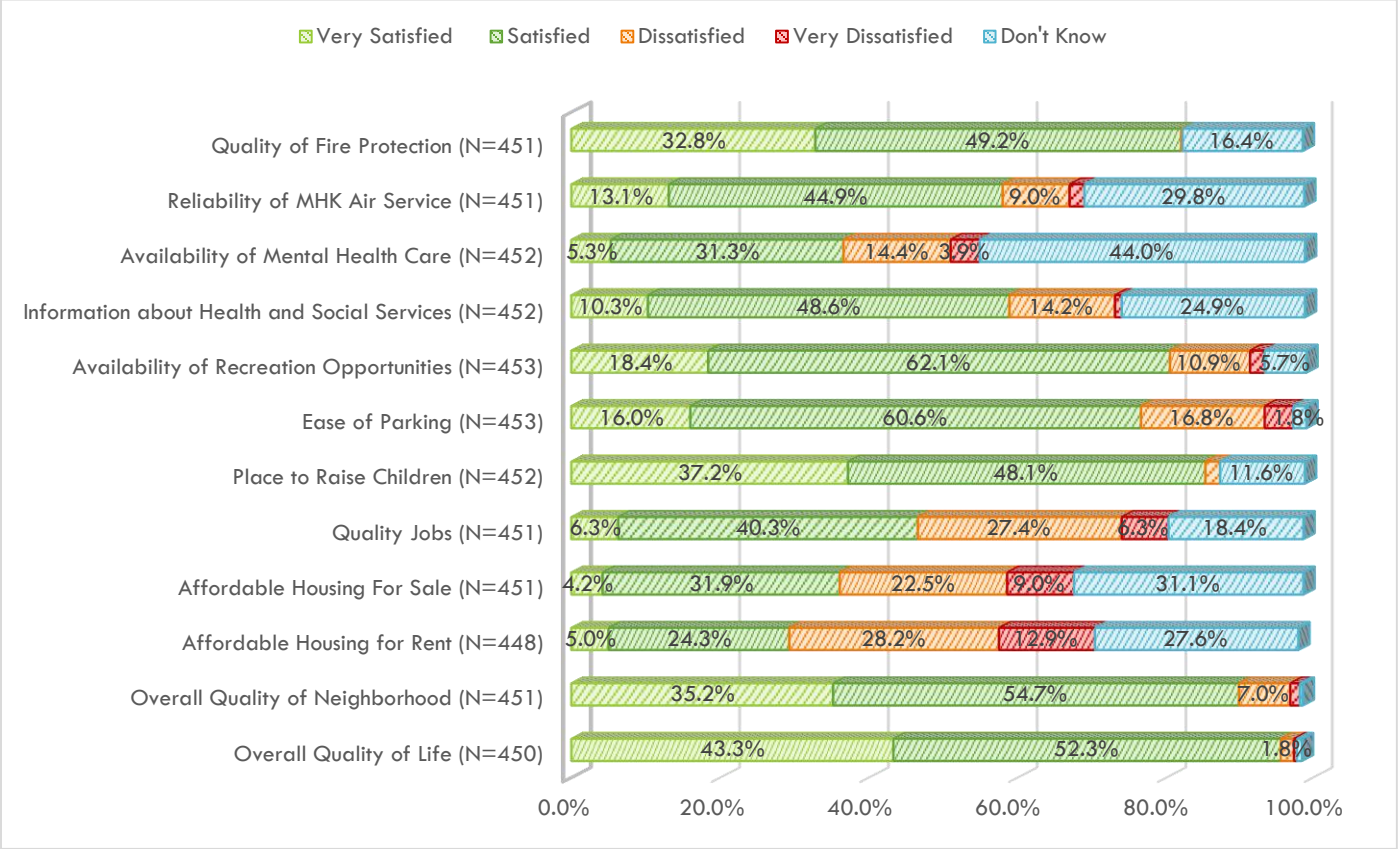
How to Pay	% of Respondents
Dedicated Sales Tax	24.9
Small Property Tax	21.4
Cuts to Other Services	13.6
Don't Know	7.4

Question 6

What is your level of satisfaction or dissatisfaction with the following general items about the City of Manhattan?

Results

Figure 8: Level of Satisfaction with General Items



- Over 90% of respondents are satisfied or very satisfied with the overall quality of life and quality of their neighborhood.
- Over 80% of respondents are satisfied or very satisfied with fire services, availability of recreation opportunities, and the City of Manhattan as a place to raise children.
- Over 70% of respondents are satisfied or very satisfied with ease of parking.
- Over 50% of respondents are satisfied or very satisfied with the reliability of MHK air service and access to information about health and social services.
- Over 40% of respondents are satisfied or very satisfied with the quality of jobs.
- Over 30% of respondents are satisfied or very satisfied with the availability of metal health care and the availability of affordable housing for sale.
- Over 20% of respondents are satisfied or very satisfied with the availability of affordable housing for rent.

Question 7

What one other City would you most like to see air service offered to and from MHK Airport?

Results

- Respondents' top three choices:
  1. Denver, Colorado
  2. Las Vegas, Nevada
  3. Washington D.C.

Table 7: Prioritization of Air Service from MHK

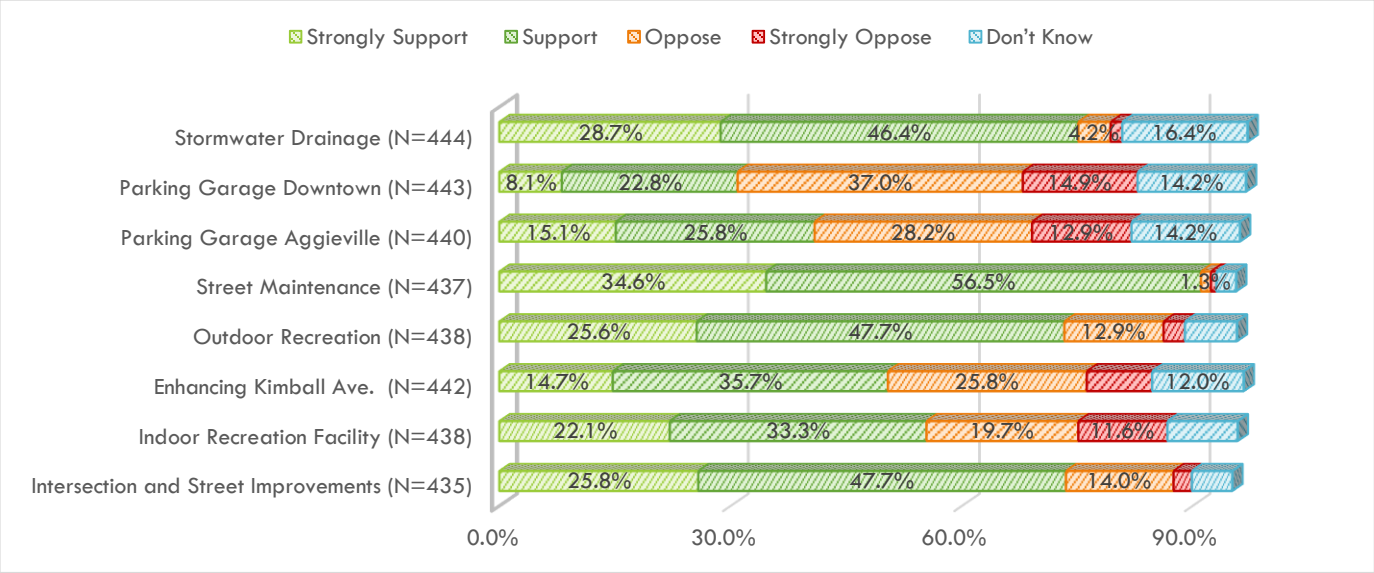
Location	% of Respondents
Denver	40.7
Las Vegas	9.4
Atlanta	9.4
Washington D.C.	7.2
Phoenix	7
Orlando	5.9
San Francisco	3.1
Charlotte	2.4

Question 8

What level of support or opposition would you give to the following growth-related projects?

Results

Figure 9: Level of Support for Growth Related Projects



- Over 90% of respondents support or strongly support street maintenance projects.
- Over 70% of respondents support or strongly support improvements for stormwater drainage, outdoor recreation and intersection and street improvements.
- Over 50% of respondents support or strongly support creating an indoor recreation facility and enhancing Kimball Ave.
- 42% of respondents support or strongly support a parking garage in Aggieville and 32% support a parking garage downtown.

Question 8a

If you support any of the growth-related projects, which three projects should receive the most attention from City leadership over the next three years?

Results

- Respondents top three priorities:
  1. Street Maintenance
  2. Intersection and Street Improvements
  3. Stormwater Drainage

Table 8: Prioritization of Growth Related Projects

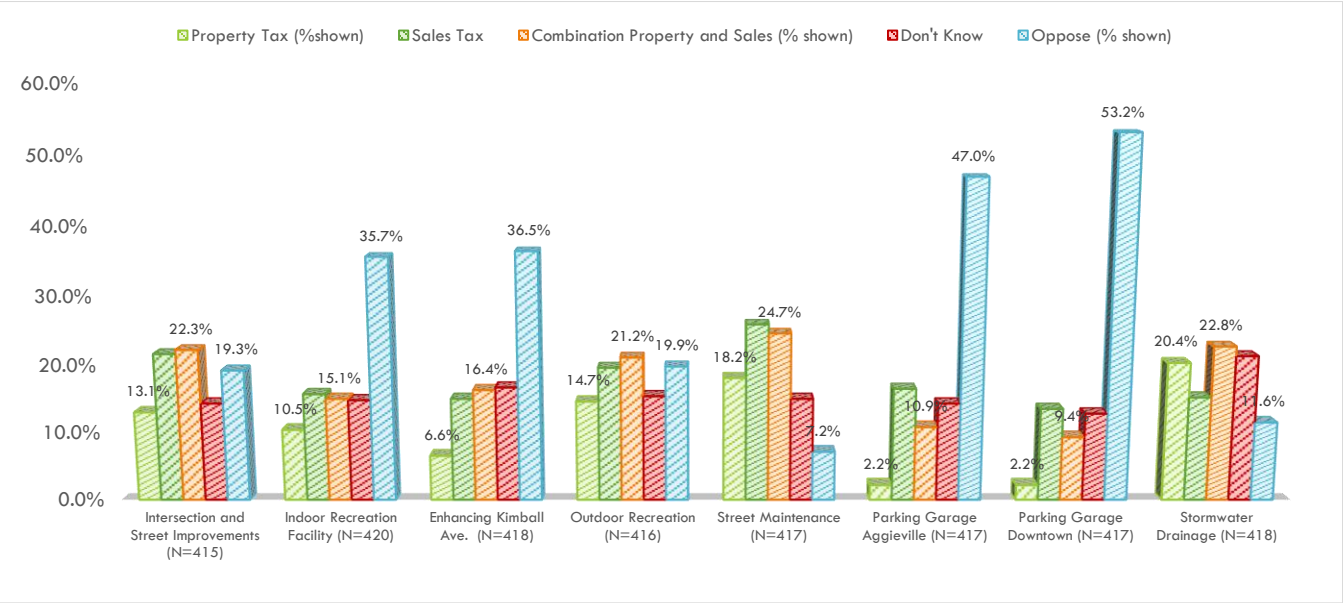
Growth Related Projects	% of Respondents
Street Maintenance	56.2
Intersection and Street Improvements	44
Stormwater Drainage	43.1
Outdoor Recreation	33.9
Indoor Recreation Facility	25.6
Parking Garage Aggieville	20.8
Enhancing Kimball Ave.	19.3
Parking Garage Downtown	8.7

Question 8b

If you support any of the growth-related projects, please indicate your preference for how the City should fund them?

Results

Figure 10: How to Pay for Growth Related Projects



- 22.3% of respondents suggest a combination of property and sales tax to pay for intersection and street width improvements.
- 15.8% of respondents suggest a sales tax to pay for indoor recreation facility.
- 16.4% of respondents suggest a combination of property and sales tax to pay for enhancing Kimball Ave.
- 21.2% of respondents suggest a combination of property and sales tax to pay for street maintenance.
- 16.6% of respondents suggest a sales tax to pay for a parking garage in Aggieville.
- 13.6% of respondents suggest a sales tax to pay for a parking garage downtown.
- 22.8 of respondents suggest a combination of property and sales tax to pay for stormwater drainage improvements.

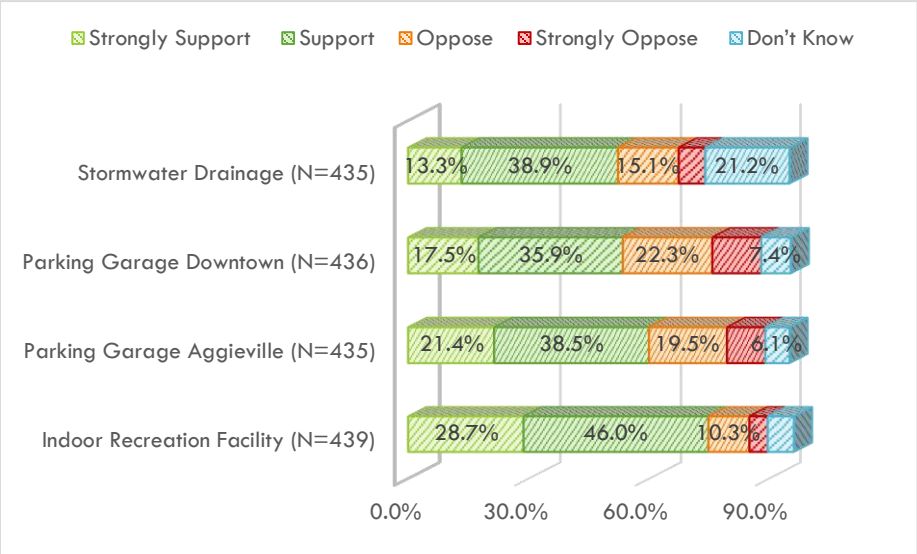
Question 9

Would you support or oppose the growth related projects listed if they are funded by user fees?

Results

- 77.7% of respondents support or strongly support an indoor recreation facility when paid for by user fees.
- 63.3% of respondents support or strongly support a parking garage in Aggieville when paid for by user fees.
- 56% of respondents support or strongly support a parking garage in downtown when paid for by user fees.
- 54% of respondents support or strongly support stormwater drainage improvements when paid for by user fees.

Figure 11: Level of Support for Growth Related Projects Funded by User Fees



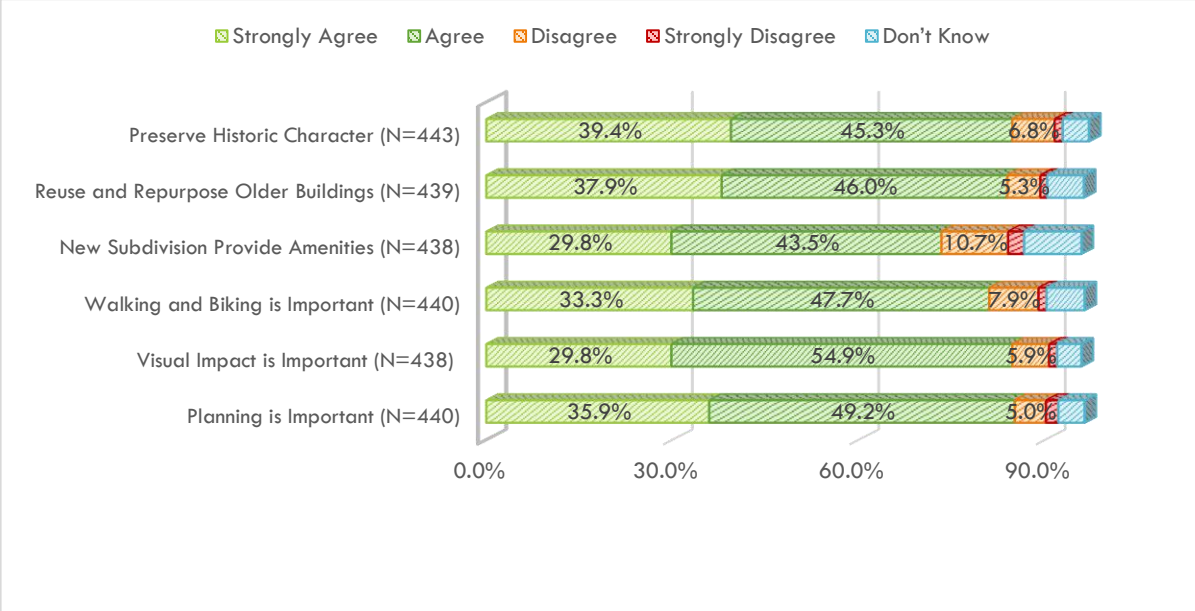
Question 10

Please rate your level of agreement or disagreement with each of the following statements?

Results

- Over 80% of respondents agree or strongly agree with pro-planning statements, except that new subdivisions should provide amenities (76.5%).

Figure 12: Character of Commercial and Residential Development



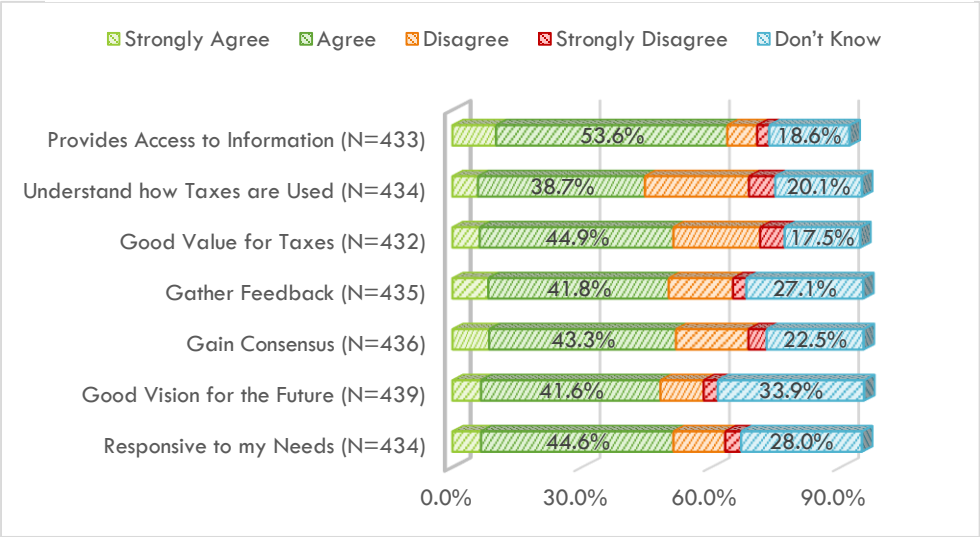
Question 11

Do you agree or disagree with the following statements about the governing of the City of Manhattan?

Results

- A majority (>50%) of respondents agreed or strongly agreed with each statement, except understand how my tax dollars are spent (47%).
- Note, that "don't know" was common response for each statement.

Figure 13: Level of Agreement with Statements about City Government



Question 12

Have you called or visited the City with a question, problem or complaint during the past year?

Results

- Of 435 respondents, 172 (39.5%) called the City in the past year.

Question 12a

For what purpose did you call most recently?

Results

- Most respondents called for multiple reasons
- Respondents often called regarding:
  - Utility Bill, Other and Street Maintenance
- Responses for which 0 people called are not listed
- "Other" included: Drain issues, Flood plain information, forestry department, police protection, traffic lights, trees, and vehicle registration

Table 9: Calls to the City

Purpose of Call	# of Calls
Utility Bill	21
Other	18
Street Maintenance Issues	14
Parks and Recreation	9
City Code Regulation	8
Traffic Concerns	4
City Calendar, Agenda, or Meetings	2
General Inquiry	2
Applying For a Permit	1
Applying for a License	1
Planning/Zoning Application	1
Construction Projects Updates	1
Respondents Listed More Than One	90
Total	172

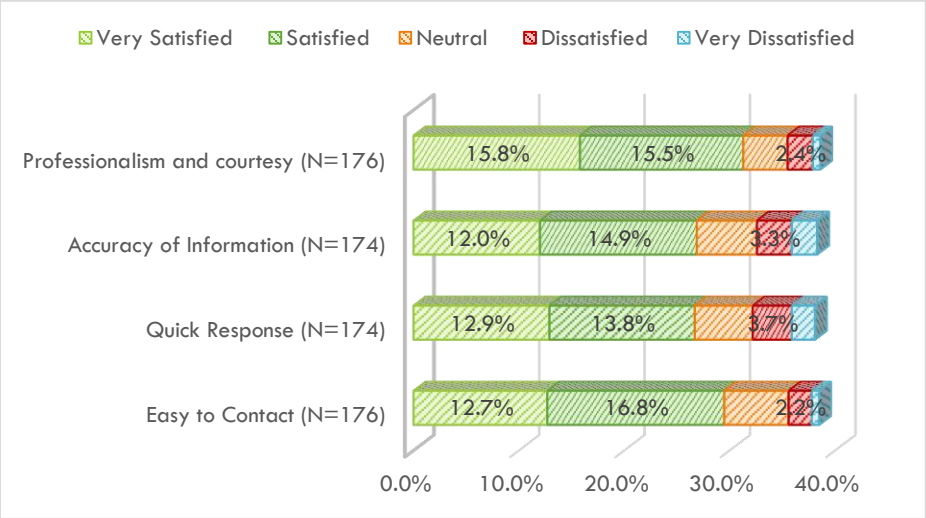
Question 12b

In your most recent interaction with the City, what was your level of satisfaction with the experience?

Results

- Of those that contacted the City by phone, most commonly, respondents reported being satisfied with their experience (Mode=satisfied)
- Be cautious about interpretation here as the sample is small (N=174), inconsistent, and it is unclear why most respondents called.

Figure 14: Level of Satisfaction with Experience Calling the City



Question 13

How do you prefer to get your information about the City of Manhattan?

Results

- Respondents preferred the following sources of information:

1. Local Newspapers
2. City Website
3. Radio News

Table 10: Sources of Information about the City

Information Sources	% of Respondents
Local Newspapers	55.1
City Website	48.4
Radio News	37.2
Utility Bill	36.8
Television News	32.6
Parks and Rec Activity Guide	25.8
Social Media	24.9
Word of Mouth	19.9
News Websites	17.1
Government Access Channel	15.3
InTouch Emails	14.4
Other	3.3

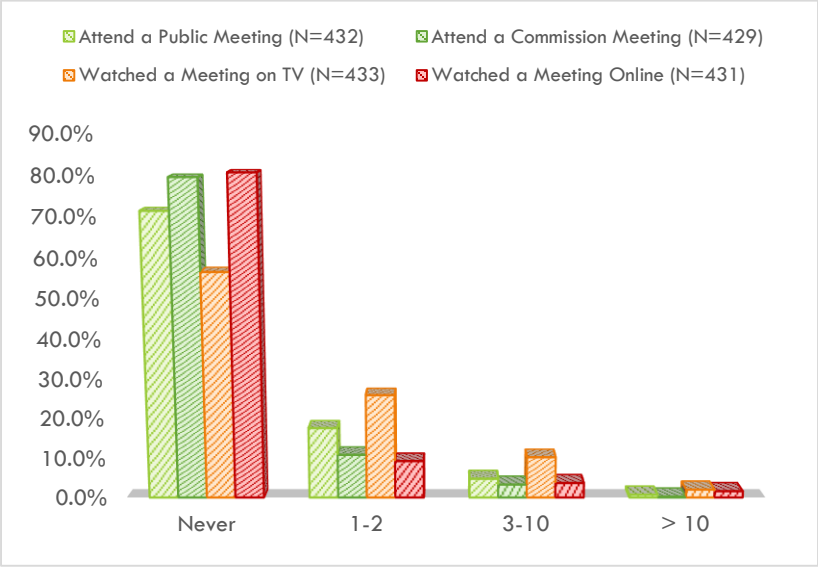
Question 14

In the past 12 months, how many times have you had the following interaction with the City?

Results

- Most respondents, do not attend public meetings (71.3%) or Commission meetings (79.4%)
- Watching a meeting on TV (38%) is more common than watching online (14%).

Figure 15: Number of Interactions with the City in Past 12 Months



Question 15

Age of Respondents

Age	N	Percent
18-25	40	8.8
26-36	78	17.1
36-45	45	9.8
46-55	58	12.7
56-56	75	16.4
over 65	140	30.6
Total	457	100

Question 16

Years Lived in City of Manhattan

# of Years	N	Percent
< 2	34	7.4
2-5	74	16.2
6-10	50	10.9
>10	283	62.1
Total	442	96.7

Question 17

Years Planning to Live in City of Manhattan

# of Years	N	Percent
< 2	29	6.3
2-5	51	11.2
6-10	55	12
>10	286	62.6
Totals	421	92.1

Question 18

Estimated Total Annual Household Income

Income	N	Percent
< $24,999	67	14.7
$25,000-$49,999	77	16.8
$50,000-$99,999	132	28.9
>$100,000	97	21.2
Prefer not to answer	61	13.3
Totals	457	95

Question19

Home Ownership

Home Ownership	N	Percent
Rent	108	23.6
Own	329	72
Totals	437	95.6

Question 20

Military or Kansas State University Student

Special Populations	N	Percent
Service Member	16	3.5
KSU Student	46	10.1
Both	1	0.2
Neither	370	81
Totals	433	94.7

Question 21a

Number of Adults Living in Household

# of Adults	N	Percent
1	129	28.2
2	264	57.8
3	27	5.9
4	11	2.4
6	3	0.7
8	1	0.2
Total	435	95.2

Question 21b

Number of Children Living in Household

# of Children	N	Percent
0	338	74
1	51	11.2
2	34	7.4
3	6	1.3
4	5	1.1
8	1	0.2
Total	435	95.2

Question 22

Neighborhoods

Neighborhoods	N	Percent
1	9	2
2	29	8.5
3	52	11.4
4	64	14
5	50	10.9
6	49	10.7
7	22	4.8
8	61	13.3
9	38	8.3
10	35	7.7
11	21	4.6
Total	457	100

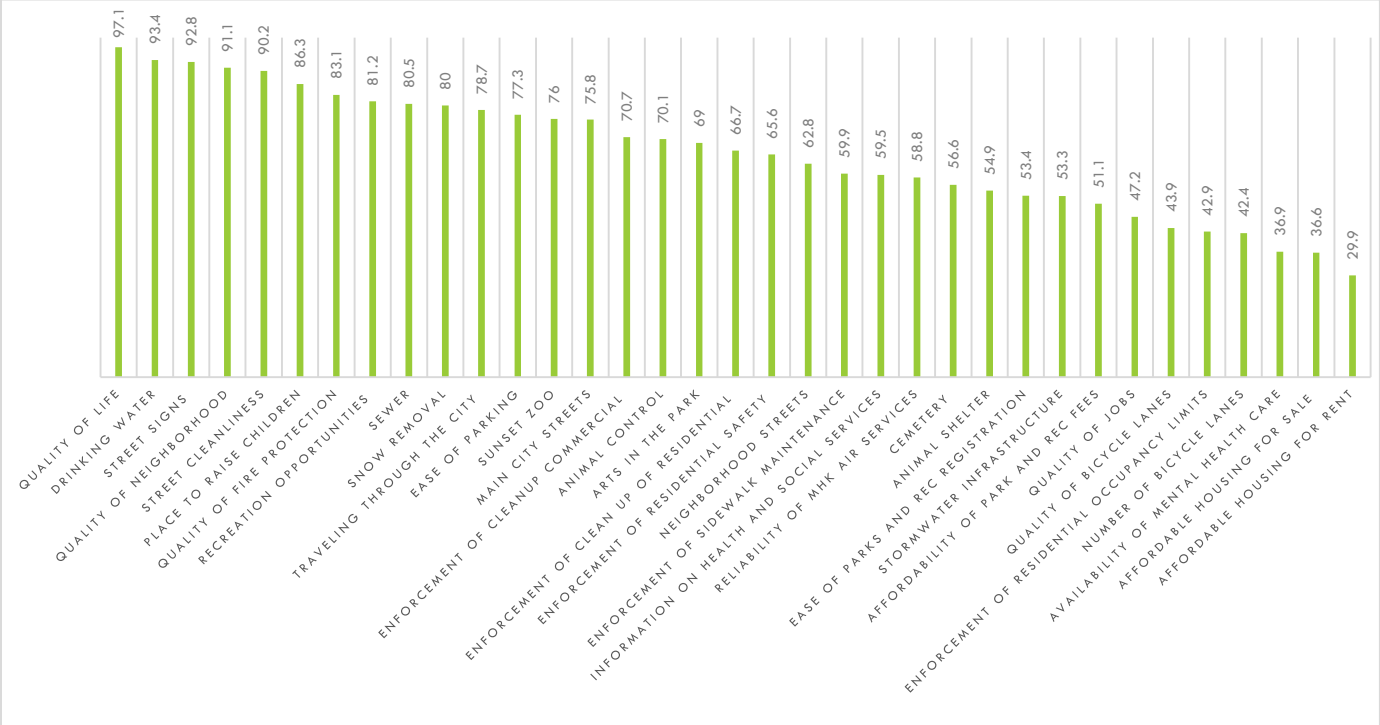
ANALYSIS

This section gives further details about the 2015 community survey results. The purpose is to explore the survey results in greater depth through comparison, contrast, and association among questions and among subgroups of the population. Examining variation in response across different subgroups can help to identify service areas to prioritize and how different parts of the community experience the City.

PRIORITY SERVICE AREAS

The first figure in this section is a comparison of respondent's satisfactions across all service areas. The figure can be used to identify service areas to prioritize.

Figure 16: Comparison of Satisfaction Across All Services



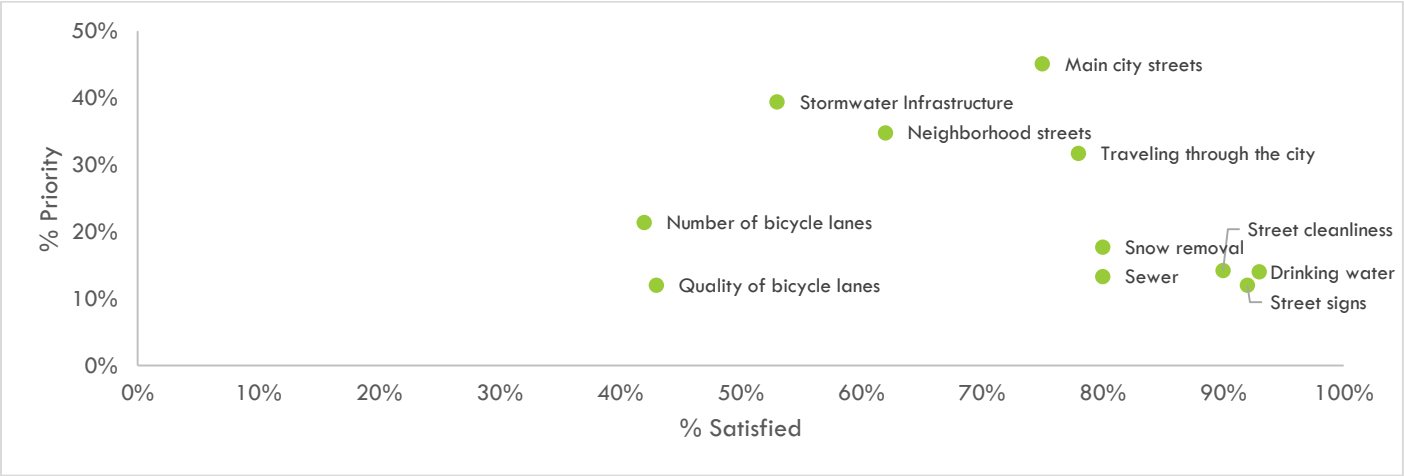
Respondents are most satisfied with overall quality of life. When comparing all service areas, the services that respondents are most dissatisfied with, include:

- affordable housing for rent and sale,
- availability of mental health care,
- number of bicycle lanes,
- enforcement of residential occupancy limits, and
- quality of bike lanes.

Another means to identify service areas to prioritize is to compare the level of respondents' satisfaction with a service, to the level of priority residents would like to see given to the service area. Those services that are highly prioritized but respondents are less satisfied with are services to consider for priority action.

The next graph is a comparison between respondents' satisfaction with public works services and the level of priority survey respondents would like to see each public works service given over the next three years by City leadership.

Figure 17: Identifying Priority Public Works Services

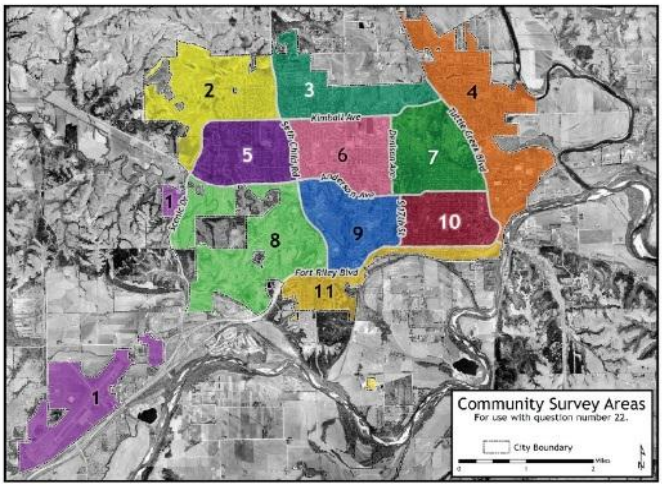


The public works services that have low levels of satisfaction but are highly prioritized include:

- stormwater infrastructure,
- neighborhood streets, and
- main city streets.

To further pursue the finding that stormwater infrastructure, neighborhood streets, and main city streets are services that our respondents are not overwhelmingly satisfied with but are highly prioritized, we examined satisfaction levels for these three services areas across neighborhoods. The purpose was to isolate those neighborhoods that are least satisfied. Such information can be used to target improvements within the priority service areas.

In the following table, the neighborhoods in which service satisfaction falls below 50%[1] are highlighted. These are the neighborhoods that are least satisfied with each public works service. A figure of the neighborhoods is provided here for reference.



[1] The choice of 50% as the benchmark value is intuitive and makes sense across all three categories. However, a slightly improved benchmark number would be the percent satisfied or very satisfied within each service area minus the margin of error.

Table 11: Satisfaction with Stormwater by Neighborhood

Neighborhoods	% very satisfied or satisfied with stormwater infrastructure	N
1	45	9
2	75	39
3	67	51
4	48	63
5	65	49
6	57	49
7	32	22
8	56	61
9	42	38
10	29	35
11	57	21
p>.007		

Neighborhoods 1, 4, 7, 9 and 10 have low levels of satisfaction with stormwater infrastructure. The p-value from the chi-square test indicates that there is a significant relationship between satisfaction with stormwater infrastructure and neighborhoods.

Table 12: Satisfaction with Neighborhood Streets by Neighborhood

Neighborhoods	% very satisfied or satisfied with neighborhood streets	N
1	67	9
2	68	39
3	64	52
4	41	64
5	64	50
6	69	49
7	49	22
8	73	61
9	60	38
10	68	35
11	71	21
p>.074		

The neighborhoods that are least satisfied with their local streets are 4 and 7. Again, the p-value of the chi-square test indicates that there is a significant relationship between satisfaction with neighborhood streets and neighborhoods.

Table 13: Satisfaction with Main City Streets by Neighborhoods

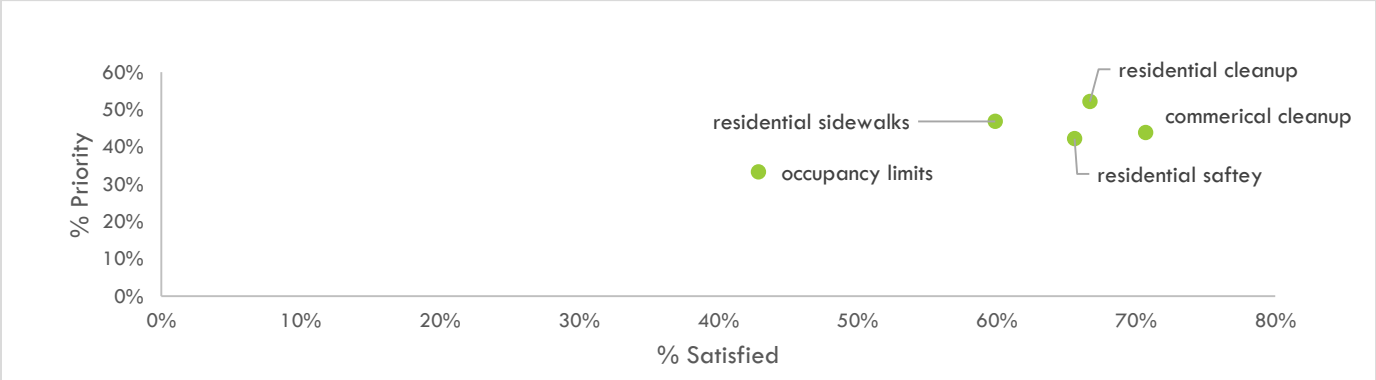
Neighborhoods	% satisfied or very satisfied with main city streets	N
1	66	9
2	86	39
3	69	52
4	72	64
5	69	50
6	69	49
7	81	22
8	74	61
9	83	38
10	80	35
11	85	21
p>.384		

All neighborhoods report over 50% satisfaction with main city streets and there is no significant relationship between satisfaction with main city streets and neighborhoods.

CODE ENFORCEMENT

We used a similar set of analysis to identify service priority areas for code enforcement. In the next figure, you will see a comparison of satisfaction with code enforcement services to the level of priority survey respondents would like to see each service area given over the next three years by City leadership. Those services about which respondents are less satisfied but are highly prioritized should be considered as a service priority area.

Figure 18: Identifying Priority Code Enforcement Services



The code enforcement services that are highly prioritized but have lower levels of satisfaction include:

- enforcement of the maintenance of residential sidewalks,
- enforcement of residential cleanup of litter, debris, and weeds,
- enforcement of maintenance and safety issues on residential property, and
- enforcement of residential occupancy limits.

To further pursue the finding that respondents are not overwhelmingly satisfied with these four code enforcement services but they are highly prioritized, we examined satisfaction levels for the four services areas, across neighborhoods. The purpose is to isolate those neighborhoods that are least satisfied. Such information can be used to target improvements.

In the following four tables, the neighborhoods where service satisfaction falls below 55%[2] are highlighted. These are the neighborhoods that are least satisfied with each code enforcement service.

Table 14: Satisfaction with Residential Sidewalks by Neighborhoods

Neighborhoods	% very satisfied or satisfied with residential sidewalks	N
1	55	9
2	67	39
3	72	52
4	57	64
5	52	50
6	60	49
7	49	22
8	69	61
9	57	38
10	37	35
11	70	21
p>.000		

Neighborhoods 5, 7 and 10 are least satisfied with the enforcement of residential sidewalk maintenance. The p-value from the chi-square test indicates there is a significant relationship between satisfaction with enforcement of residential sidewalk maintenance and neighborhoods.

Table 15: Satisfaction with Enforcement of Clean-up on Residential Property

Neighborhoods	% satisfied or very satisfied with enforcement of clean-up on residential property	N
1	55	9
2	75	39
3	66	52
4	68	64
5	62	50
6	67	49
7	56	22
8	73	61
9	65	38
10	53	35
11	70	21
p>.017		

Neighborhood 10 reported less than 55% satisfaction with the enforcement of clean-up of litter, debris, and weeds on residential properties. The p-value from the chi-square test does indicates a relationship between enforcement of clean-up of litter, debris, and weeds on residential properties and neighborhoods.

[2] The choice of 55% as the benchmark value is intuitive and makes sense across all three categories. However, a slightly improved benchmark number would be the percent satisfied or very satisfied within each service area minus the margin of error.

Table 16: Satisfaction with Enforcement of Residential Safety

Neighborhoods	% very satisfied or satisfied with residential safety	N
1	55	9
2	76	39
3	69	52
4	64	63
5	58	48
6	65	49
7	73	22
8	73	60
9	63	38
10	43	35
11	67	21
p>.000		

Neighborhood 10 reported less than 55% satisfaction with the enforcement of maintenance and safety issues on residential property. The p-value from the chi-square test does indicates a relationship between enforcement of maintenance and safety issues on residential property and neighborhoods.

Table 17: Satisfaction with Enforcement of Occupancy Limits by Neighborhoods

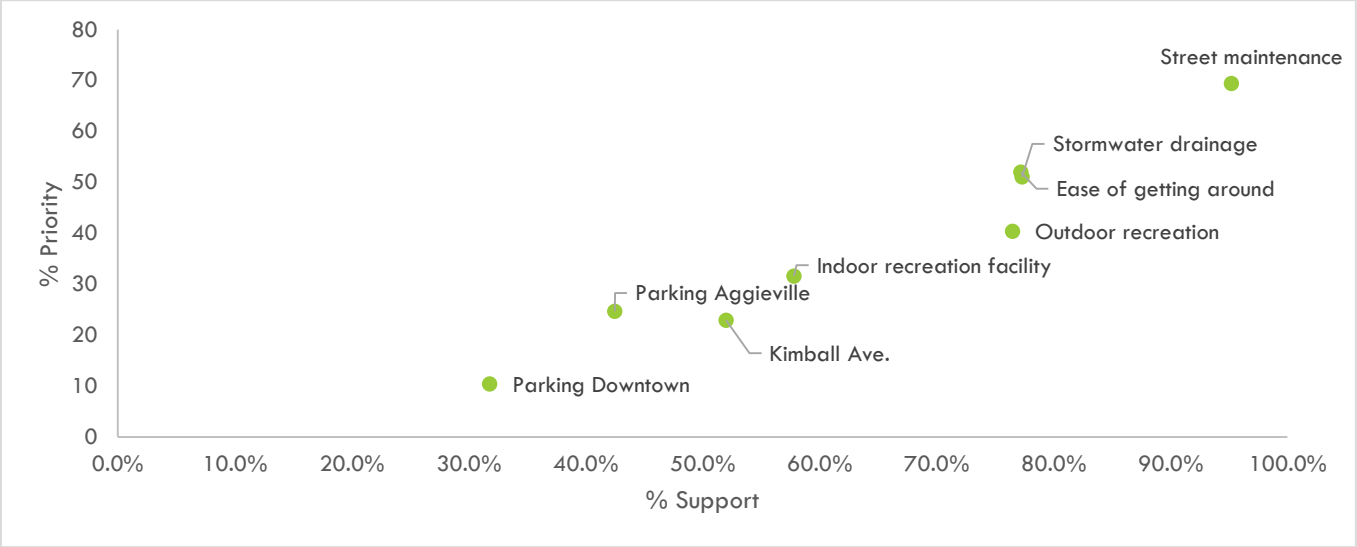
Neighborhoods	% very satisfied or satisfied with occupancy limits	N
1	67	9
2	38	37
3	48	52
4	39	63
5	41	49
6	41	49
7	55	22
8	44	60
9	35	38
10	43	35
11	38	21
p>.387		

Neighborhoods 2-6 and 8-11 all report under 55% satisfaction with the enforcement of residential occupancy limits. Not surprisingly, the p-value of the chi square test statistic is not significant. Lack of satisfaction with the enforcement of residential occupancy limits is pervasive across neighborhoods.

GROWTH RELATED PROJECTS

Here we examine the list of projects that we asked respondents to consider "growth related." We compare the overall level of support for each project to the the percentage of respondents who prioritized the service. Those that are highly supported and higly prioritized should be targeted for strategic action.

Figure 19: Identifying Strategic Priority Growth Related Projects



The growth related projects that are both highly prioritized and highly supported are:

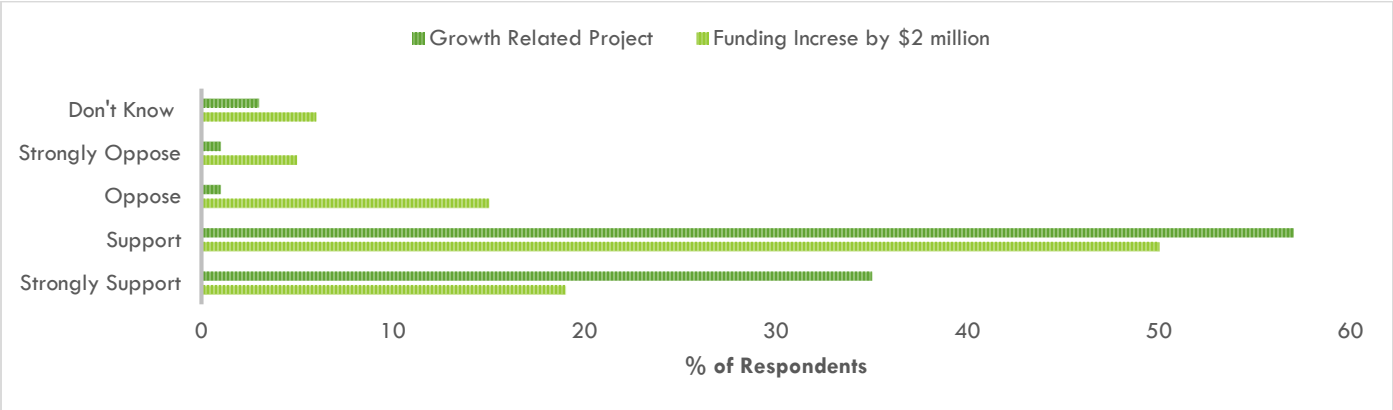
- street maintenance,
- stormwater drainage,
- intersection and street improvements, and
- outdoor recreation.

FUNDING FOR STREET MAINTEANCE

Several questions on the survey asked respondents about their support and willingness to pay for street maintenance.

The two questions about street maintenance provide information about how the form and context of the question can vary the responses. The following table contrasts respondents' selections on the two differently worded, but similar, questions about street maintenance.

Figure 20: Support for Street Maintenance in Two Different Survey Questions



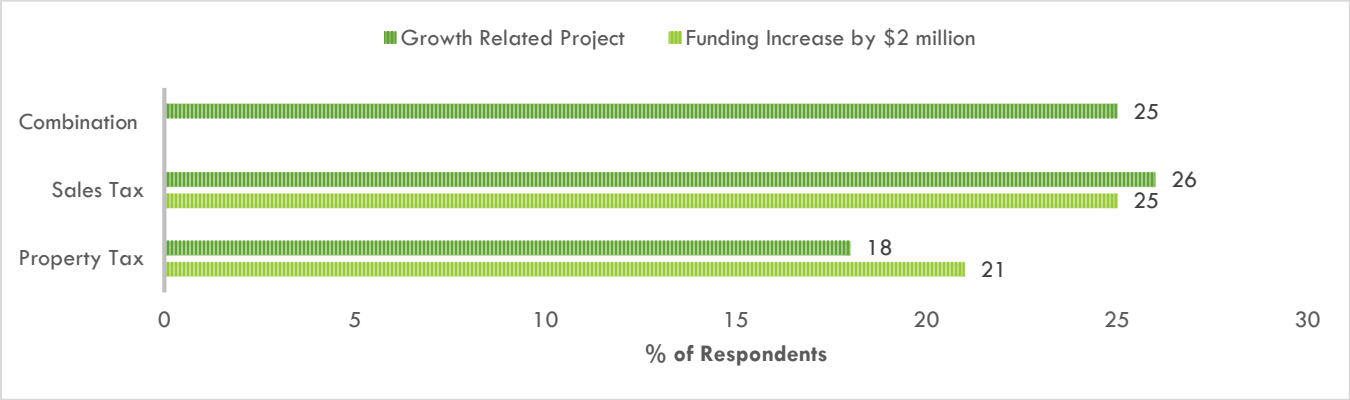
Question 5 on the survey asked households if they would "…support or oppose increasing funding for street maintenance by $2 million." The question also gave information about the Pavement Condition Index (PCI) and the specific number, $4 million, that the City should spend on street funding to meet the goal PCI. 72% of respondents supported or strongly supported increasing funding for street maintenance by $2 million.

In contrast, question 8 asked "What level of support or opposition would you give to the following projects?" Households were given a variety of growth related projects to evaluate including "street maintenance." The questions provided no analysis of the problem or specific funding levels and was asked as part of a matrix with other projects for consideration. 95.2% of respondents supported or strongly supported street maintenance.

The lower level of support for the first street maintance question is probably a result of the wording and context in which the question was asked. Based on a review of the academic literature, we should expect that more sincire and thoughtful respones are provided on survey questions in which respondents are asked to support a specefic, numerical increase (Ferris, 1982), as in the first question. In contrast, the latter question does not force the respondent to make a cost-benfit anlaysis. Moreover, the future orientation of the second question might make individauls more likely to see benefit in the project. As a result, we can be sure that while overall lower support is garnered by the first question, those that supported increasing street maitneance in the first question are more sincerely supportive.

The next figure contrasts responses about how to pay for increases, across the two questions on the survey.

Figure 21: Paying for Street Maintenance in Two Different Questions



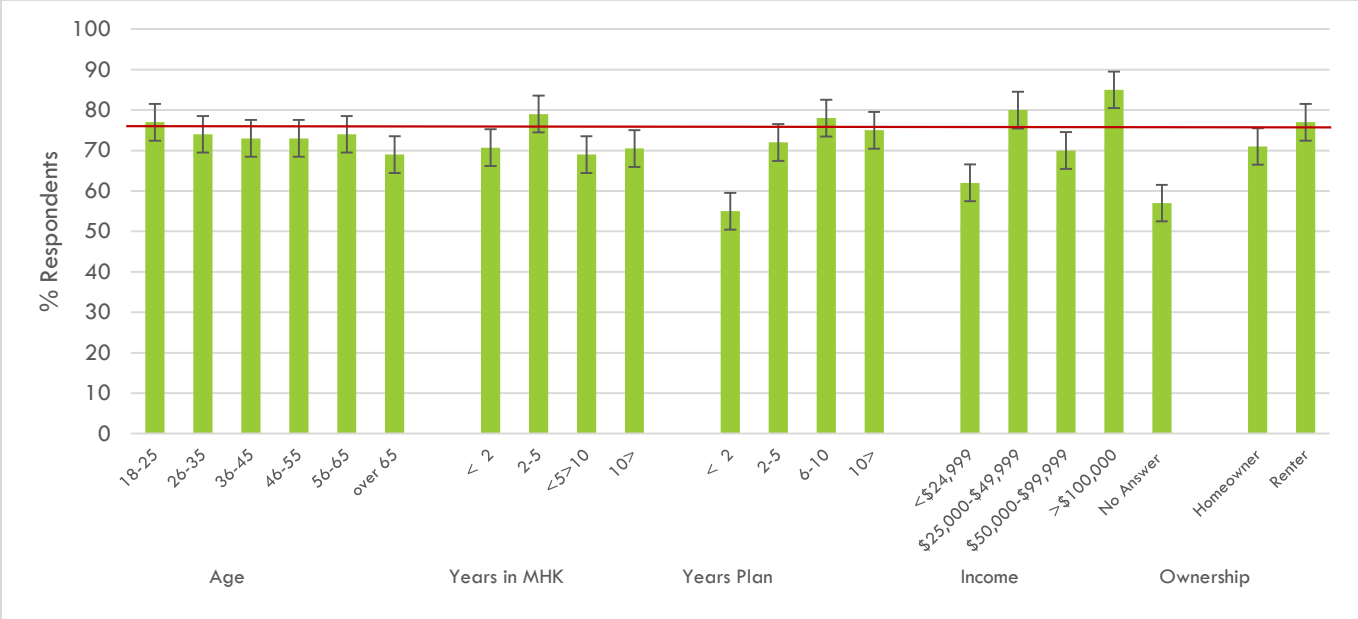
In both questions, the largest percentage support is for sales tax. However, the percentage of respondents who preferred property tax in the first street maintenance questions, the one in which more sincere and current preferences are elicited,

preference for property tax was over 20%. A possibility of a combination of taxes to pay for street maintenance was only asked in the second question.

Next, we provide some additional analysis about support for street maintenance using the response to the first street maintenance question, "would you support an increase in funding of $2 million," which resulted in the overall support rate of 72%.

The following graph shows the level of support for increasing funding by demographic subgroups. The red line is the overall support rate of 72%. The gray tick marks on each column indicate the margin of error.

Figure 22: Percentage of Respondents who Support or Strongly Support Increasing Funding for Street Maintenance by Demographic Variables with 95% Confidence Interval



The profile of a person who is likely to support increasing funding for street maintenance is:

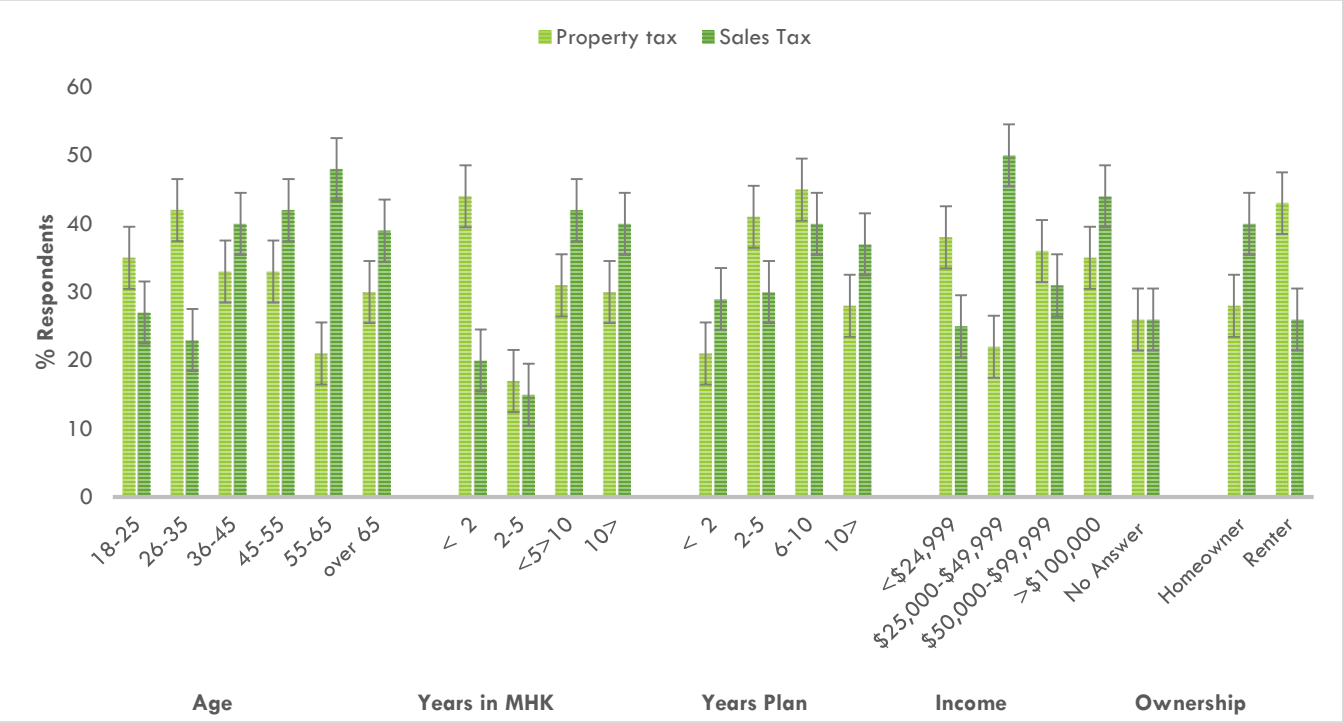
- a young professional (under age 65, and making $25,000 a year or more),
- who has lived here for 2-5 years, and
- plans to live here for more than 5.

However, most groups analyzed fall close to the 72% support rate, within the margin of error. Further analysis using logistic regression, not pictured here, also showed that controlling for a range of the questions asked on the survey, those that own homes and agree or strongly agree "that the visual impact of residential and commercial development is important" (Q10) are likely to support increasing funding for street maintenance.

The p-values of the chi-square test statistic are significant for income ($p > .02$) and ownership ($p > .03$).

Next, I examined two different ways to pay for the increased funding for street maintenance, property tax or sales tax, by demographic subgroups.

Figure 23: Preferences for How to Pay for Increases to Street Maintenance with 95% Confidence Interval



In most sup-groups, particularly among respondents over age 36 and among homeowners, sales tax is the preferred method of paying for a $2 million increase in funding for street maintenance. However, within many subgroups there is not an overwhelming preference for one or the other as most fall within the margin of error.

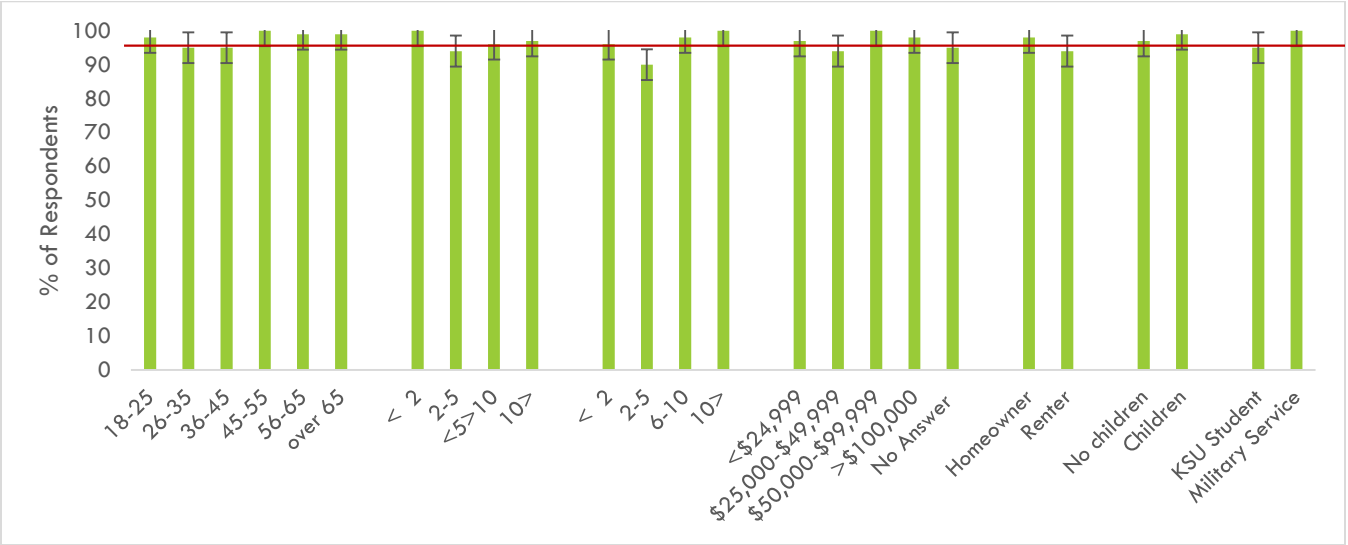
The p-values of the chi-square test statistic are significant for age category (p >.02), income category (p >.05) and ownership (p >. 01).

QUALITY OF LIFE

We examined findings about the overall quality of life by demographic subgroups. The purpose was to isolate if any subgroups are significantly less satisfied than others. Overall, we found that 97.1% of respondents are satisfied or very satisfied with their quality of life.

The columns in the following figure indicate the percentage of respondents who are satisfied or very satisfied with their quality of life. The 97.1% benchmark is indicated with a red line. The gray tick marks on each column indicate the margin of error.

Figure 24: Overall Quality of Life by Demographic Subgroups with 95% Confidence Interval



By subgroup, we found most to be within the margin of error of 97% satisfaction with overall quality of life.

The p-values of the chi-square test statistic are significant for years you plan to live in the City (p>.00), and special populations (p>.000), which included Kansas State University students and military service members compared to the general population.

QUALITY OF NEIGHOBHOORDS

We also pursued the finding that 91.1% of respondents are satisfied or very satisfied with the overall quality of their neighborhood.

The following table lists the percentage of respondents satisfied for very satisfied with the quality of their neighborhood by neighborhoods. Neighborhoods with a level of satisfaction below 86% (the overall level of satisfaction minus the margin of error) are highlighted.

Table 18: Satisfaction with Quality of Neighborhood by Neighborhoods

Neighborhoods	% very satisfied or satisfied with quality of neighborhood	N
1	89	9
2	100	39
3	98	52
4	83	64
5	92	50
6	96	49
7	73	22
8	97	61
9	89	38
10	85	35
11	95	21
p>.001		

Neighborhoods 4, 7 and 10 fell below the rate of 86% satisfied or very satisfied. The p-value from the chi-square tests indicates that there is a significant relationship between satisfaction with quality of life across neighborhoods and neighborhoods (p>.00).

OPEN-ENDED QUESTIONS

The last two questions of the community survey allowed respondents to provide written comments regarding the City of Manhattan. In order to analyze the open-ended questions, qualitative analysis was undertaken. Each written comment was examined to identify themes. Once all possible themes that were mentioned had been identified, comments were categorized according to a theme. We provide an overview of the number of mentions that each theme received for each question.

Question 23

What do you like about living in Manhattan?

Results

- 26% (N= 104) wrote how they liked Manhattan's *friendly people and its strong feeling of a welcoming community*.
- 16% of respondents (N=65) wrote how *safe* they feel, along with *low crime*.
- 15% of respondents (N=58) wrote that they like the *small town feel* of Manhattan. However, several also mentioned that Manhattan offers many *big city amenities*.
    - Similarly, 11% of respondents (N=42) said they like Manhattan's *size*.
- 15% of respondents (N=58) wrote that they liked the quality and amount of *activities, amenities, and entertainment*.
    - Additionally, 13% of respondents (N=49) mentioned they like Manhattan's *shopping, restaurants,* or both.
- 10 % of respondents (N=40) wrote that Kansas State University was one of the reasons they like living in Manhattan.

Other themes include: *environment*, *green space* and *parks*, *education*, *college town* feel, and *culture*.

Question 24

What is something you think the City should improve on?

Results

- 37% (N=141) note some aspect of *street maintenance*.
    - Included: *maintenance*, *pavement of city and residential streets*, *traffic and the ease of getting around town*, *traffic light systems*, *repainting lines on the road*, and *parking*, particularly in Aggieville, Downtown, around campus and other commercial districts.
- 28% of respondents (N=108) note some aspect of *community development*.
    - Included*: commercial development*, particularly, *restaurants and shopping*, *affordable housing jobs*, *code enforcement*, particularly, *enforcing cleanliness of residential properties*, and *planning for growth*.
- 19% of respondents (N=73) note some aspect of *city finances*.
    - Included: *efficiency in budgeting and spending, high taxes* and *high cost of living*.
- 16% of respondents (N=62) note some aspect of *parks and recreation*.
    - Included: *indoor recreation facility*, *indoor swimming,* for example, something like the YMCA, and *family and youth activities,* for example a children's museum.
- 9% of respondents (N=35) note some aspect of bikeability
    - Included: *accessibility*, *more lanes*, and *more trails*.
- 9% of respondents (N=34) notes some aspect of *stormwater infrastructure*
    - Included: *improving city sewers*, *drainage,* and *flooding*.

CONCLUSIONS

The overall quality of life and safety in the community are both highly regarded with over 90% of respondents saying they are satisfied or very satisfied.

Yet, there are areas for service improvement, including:

- affordable housing for rent and sale,
- availability of mental health care,
- number of bicycle lanes,
- enforcement of residential occupancy limits, and
- quality of bike lanes.

Street maintenance and stormwater infrastructure are two particular service areas in public works for which we can be confident that a majority of respondents, across demographic subgroups, are interested in seeing improvements.

Some neighborhoods are particularly unsatisfied with stormwater infrastructure, including:

- Neighborhood 1
- Neighborhood 4
- Neighborhood 7
- Neighborhood 9, and
- Neighborhood 10.

Some neighborhoods are particularly unsatisfied with the maintenance of their local streets, including:

- Neighborhood 4, and
- Neighborhood 7.

Taking action on the issue of street maintenance, by specifically increasing funding by $2 million a year, is supported or strongly supported by 72% of respondents.

The profile of a person who is likely to support increasing funding for street maintenance is:

- a young professional (under age 65, and making $25,000 a year or more),
- who has lived here for 2-5 years, and
- plans to live here for more than 5.

We find mixed results, especially across demographic subgroups, regarding how respondents would like to see the City pay for an increase in funding for street maintenance. Property tax and sales tax are both possibilities, both receiving over 20% support.

Satisfaction levels with code enforcement services is another area for improvement, including:

- enforcement of the maintenance of residential sidewalks,
- enforcement of residential cleanup of litter, debris, and weeds,
- enforcement of maintenance and safety issues on residential property, and
- enforcement of residential occupancy limits.

Across the four issues areas, neighborhood 10 reports low levels of satisfaction consistently.

In addition, it should be noted that about 80% of respondents are positive about government taking a role in planning the community, including:

- the visual impact of residential and commercial development,
- reusing older buildings, and
- preserving the city's historic character.

Generally, respondents are also positive about the governance and direction of City leadership, including:

- the city's efforts to provide access to information
- value for tax dollars and
- responsiveness to needs.

However, many respondents don't know a great deal about the governance of the City. For instance, 40% said they didn't know if the City has a good vision for the future and 27% didn't know if the City gathers feedback from residents on new policies or projects. Moreover, we found a lack of participation in city governance. For example, only 40% of respondents have ever called the City and over 70% do not attend public meetings or City Commission meetings. Thus, opportunity exists to reach out and inform the public about the work of the City.

In written responses many noted that the City of Manhattan is a friendly, welcoming community, with a small town feel, low crime rate, and big city cultural amenities.

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