

FY2011-2012  
CITIZEN SATISFACTION  
SURVEY RESULTS

Thursday, August 23, 2012

# Performance Management Purpose



- Citizen Satisfaction Survey data provide best practice outcome measures
- Several City departments have set targets for satisfaction levels
- The survey can help prioritize performance improvement efforts

# Methodology

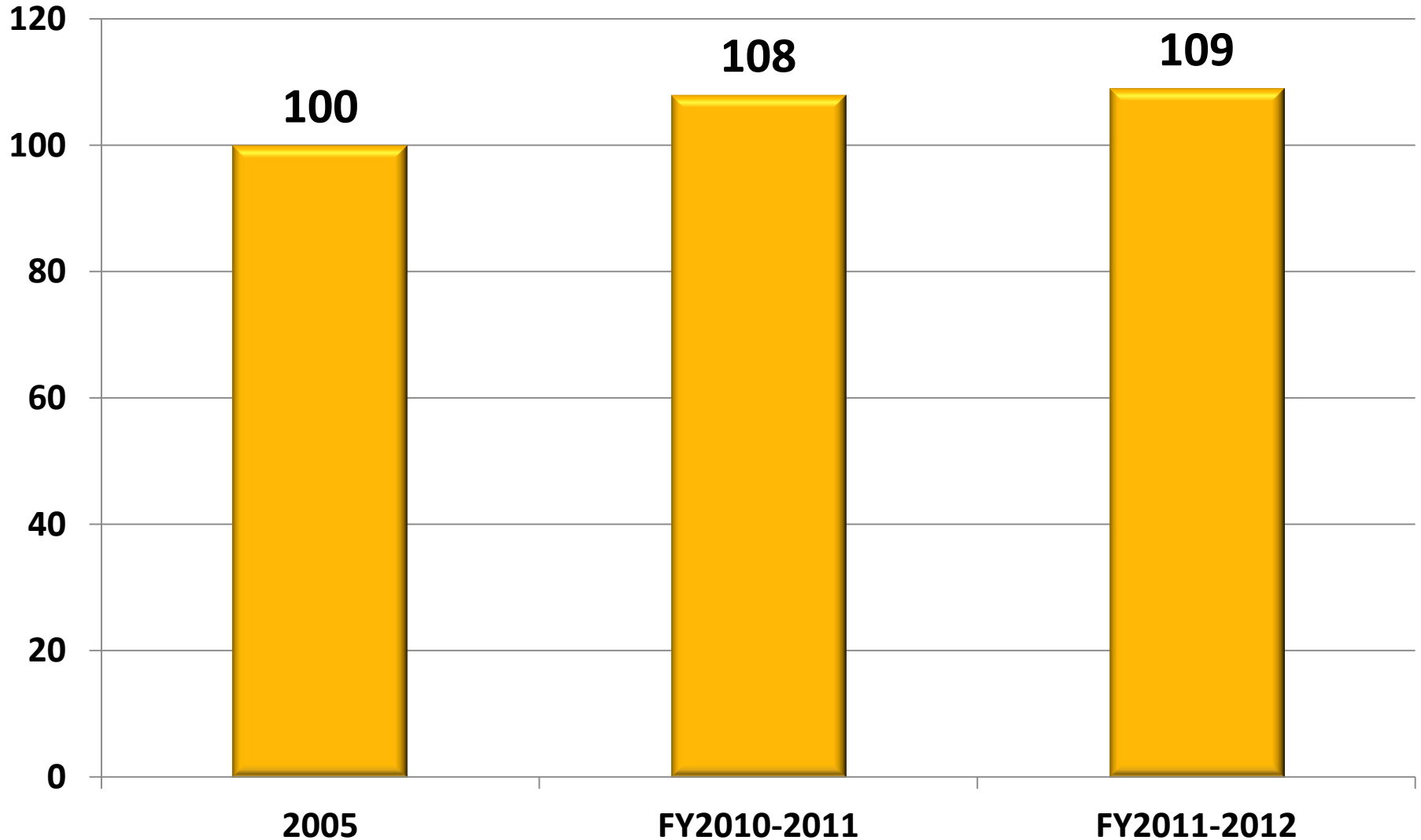
- Administered by ETC Institute
- Random sample of 9,000 households selected to receive survey (2,250 in each of 4 quarters)
- Administration time period July 2011 – May 2012
- 4,725 households completed survey via mail or phone (52.5% response rate)
- Precision of +/- 1.5% based on this sample size

# Drumroll, please...

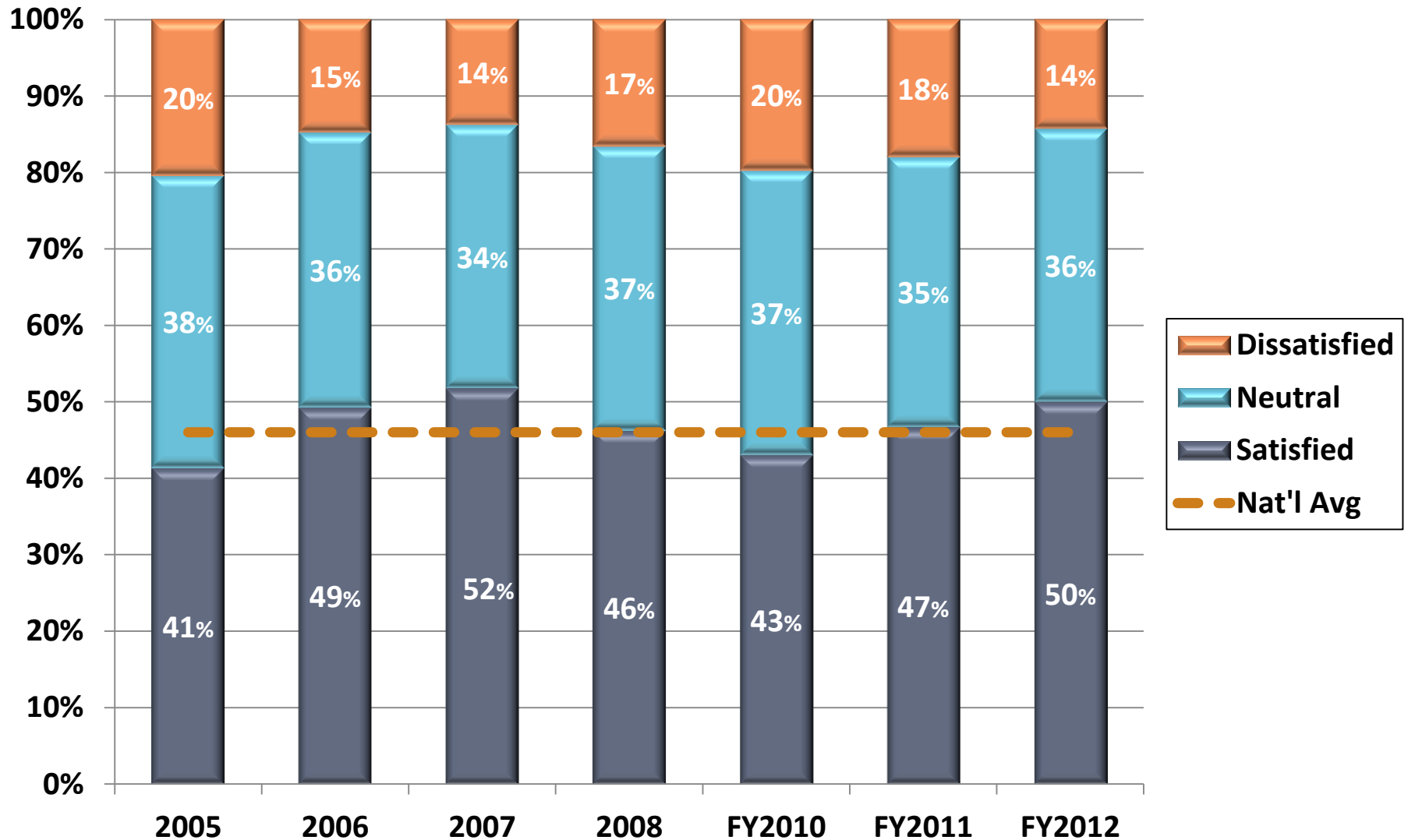
- Overall, satisfaction with City services is up compared to the previous fiscal year (FY2010-11), as well as significantly up from the benchmark year, 2005.
- Index calculated from major categories has increased
- Additionally, many individual program areas showed increased satisfaction and/or decreased dissatisfaction

# Overall Composite Customer Satisfaction Index

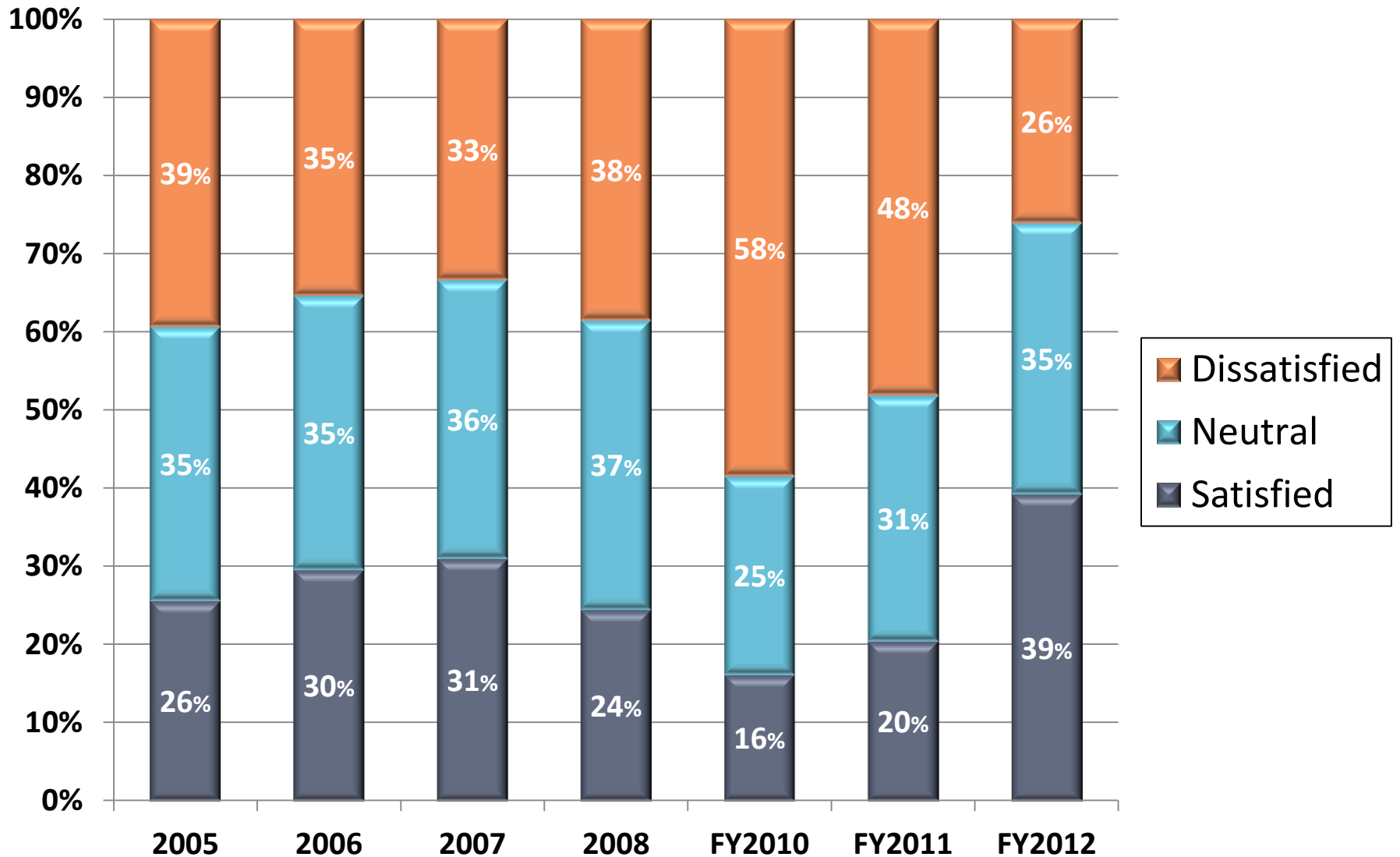
derived from the mean overall satisfaction rating for the major categories of City services that were assessed on the survey (base year 2005=100)



# Overall quality of services provided by the City of Kansas City, Missouri



# Overall quality of leadership provided by elected officials



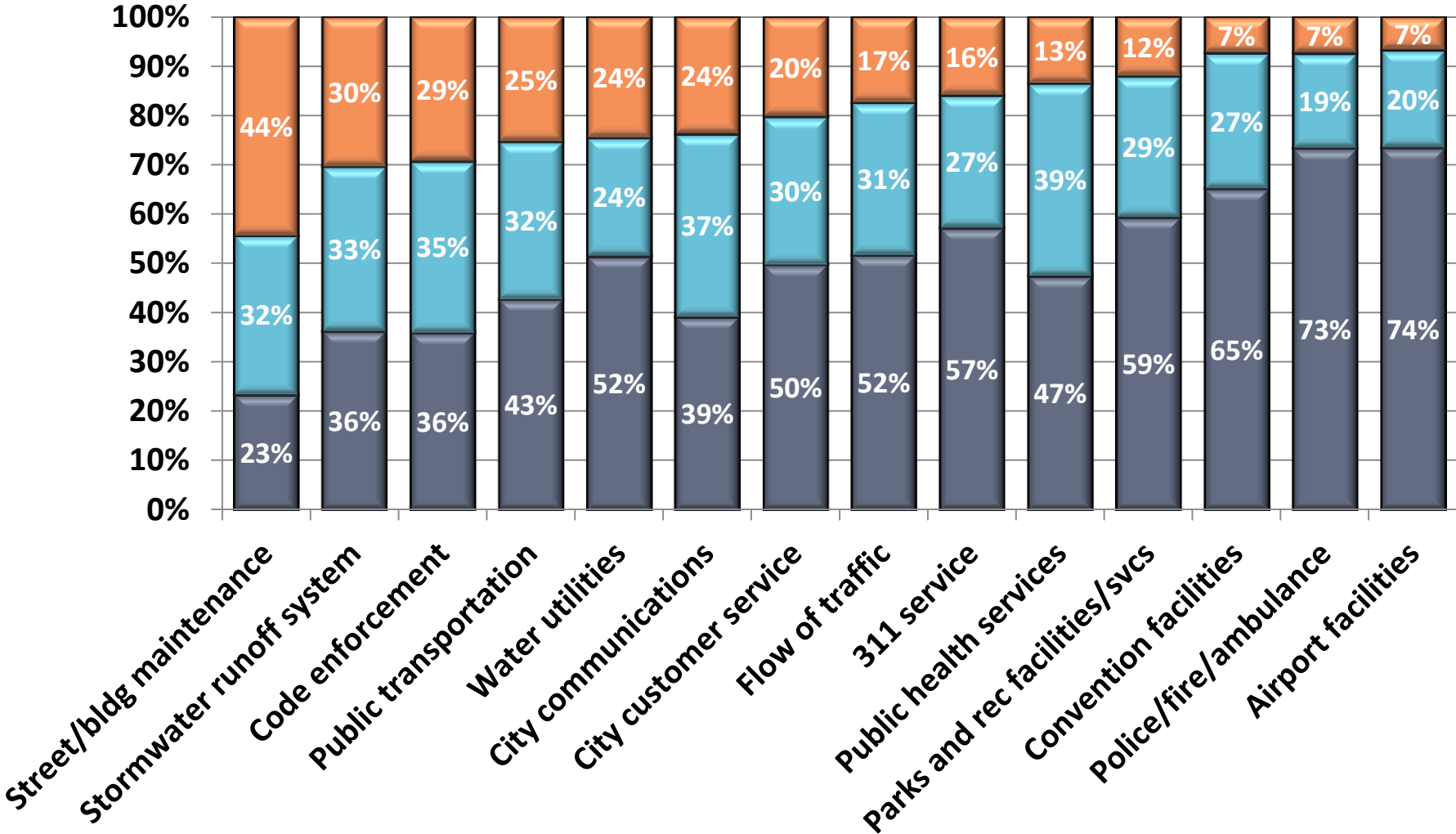
Major Improvement (>4%)	Significant Improvement (2-3%)
Quality of leadership by elected officials	Level of public involvement in decisionmaking
Effectiveness of appointed board and commissions	Customer service from city employees
Effectiveness of city manager and staff	Quality of city's 311 service
How ethically the city conducts business	Parking enforcement services
Availability of info re: city programs/services	Effectiveness of city communication w/ public
Efforts to keep you informed re: local issues	Enforcing sign regulations
Quality of the City's website	Quality of outdoor athletic fields
Maintenance of city parks	Ease of registering for Parks & Rec programs
Quality of park facilities	Walking and biking trails in the city
Maintenance of boulevards and parkways	Maintenance of city streets, bldgs, facilities
Maintenance of community centers	Flow of traffic
Maintenance of city buildings	Maintenance of city streets
Snow removal on major city streets	Maintenance of streets in your neighborhood
Snow removal on residential streets	Quality of storm water management system
Quality of recycling collection services	Catch basin condition in your neighborhood
Quality of bulky item pick-up services	Quality of trash collection services



<b>No Significant Change</b>	<b>Decline (2-4%)</b>
<b>Timeliness of water/sewer line break repairs</b>	<b>Overall quality of water utilities</b>
<b>Overall quality of airport facilities</b>	<b>Overall quality of public transportation</b>
<b>Overall enforcement of city codes</b>	<b>Enforcing and prosecuting illegal dumping</b>
<b>Questions re: enforcing property maintenance</b>	<b>City's youth athletic programs</b>
<b>Overall quality of parks and rec</b>	<b>City swimming pools and programs</b>
<b>Adult athletic programs, community centers &amp; fees for recreation programs</b>	<b>Quality of animal control</b>
<b>Overall quality of police/fire/ambulance</b>	<b>Quality of local ambulance service</b>
<b>Questions re: police services (except parking enforcement)</b>	
<b>Quality of fire protection and rescue</b>	
<b>City's municipal court</b>	
<b>Overall quality of public health services</b>	
<b>Overall quality of city convention facilities</b>	

# Satisfaction with Categories of City Services

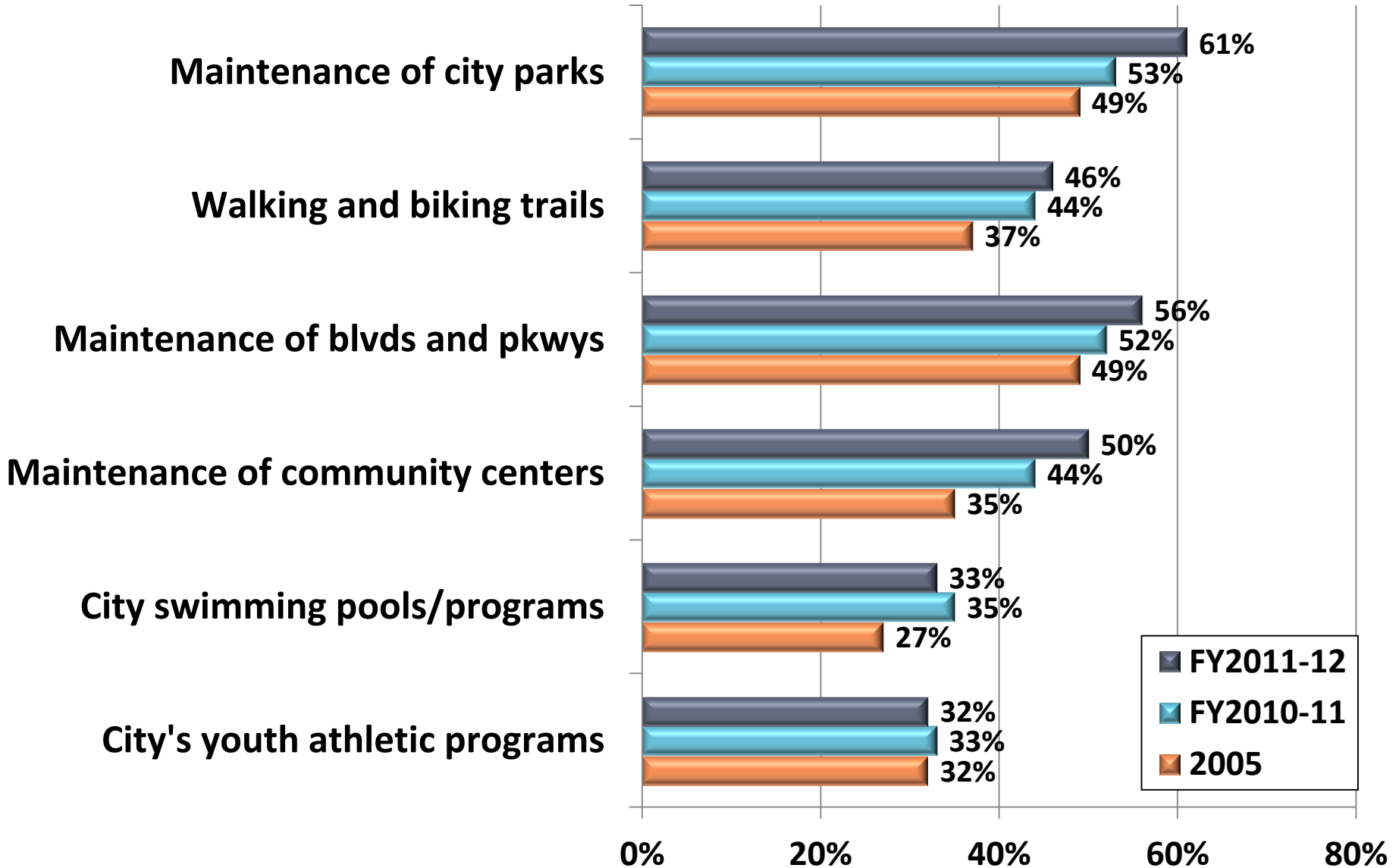
(excludes don't knows)



# What is important to citizens: Overall

<u>Category of Service</u>	<u>Importance</u>	<u>Dissatisfaction</u>	<u>I-D Rank</u>
Maintenance of streets, bldgs, & facilities	66%	44%	1
Quality of city's stormwater runoff system	26%	30%	2
Enforcement of city codes and ordinances	21%	29%	3
Quality of city water utilities	24%	24%	4
Quality of public transportation	23%	25%	5
Effectiveness of communication w/ public	16%	24%	6
Flow of traffic	17%	17%	7
Quality of customer service from employees	13%	20%	8
Quality of police, fire, & ambulance services	29%	7%	9
Quality of city parks & rec. programs/facilities	15%	12%	10
Quality of the city's 311 service	9%	16%	11
Quality of city's public health services	9%	13%	12
Quality of city convention facilities	4%	7%	13
Quality of airport facilities	4%	7%	14

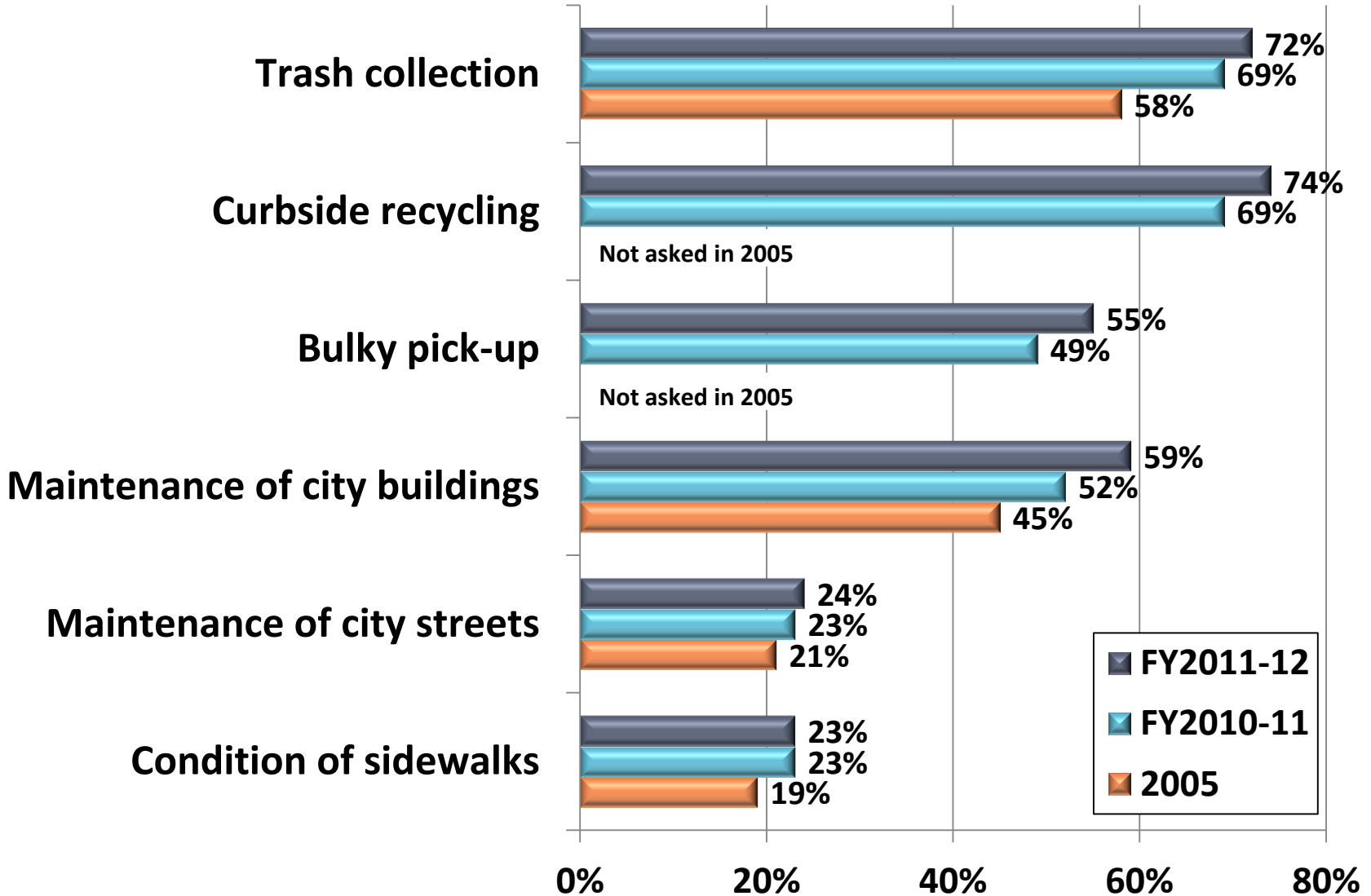
# Parks and Recreation: Highlights



# What is important to citizens: Parks and Recreation

<u>Park Category</u>	<u>Importance</u>	<u>Dissatisfaction</u>	<u>I-D Rank</u>
Walking and biking trails in the city	25.4%	23%	1
The city's youth athletic programs	18.9%	26%	2
Maintenance of city parks	35.8%	12%	3
Maintenance of boulevards and parkways	27.3%	15%	4
City swimming pools and programs	11.4%	27%	5
Quality of picnic shelters and playgrounds	18.5%	14%	6
The reasonableness of fees charged for programs	9.1%	17%	7
Programs and activities at community centers	10.3%	14%	8
The city's adult athletic programs	6.0%	22%	9
Quality of outdoor athletic fields	8.0%	14%	10
Maintenance/appearance of community ctrs	7.9%	11%	11
Ease of registering for programs	3.6%	13%	12

# Maintenance: Highlights

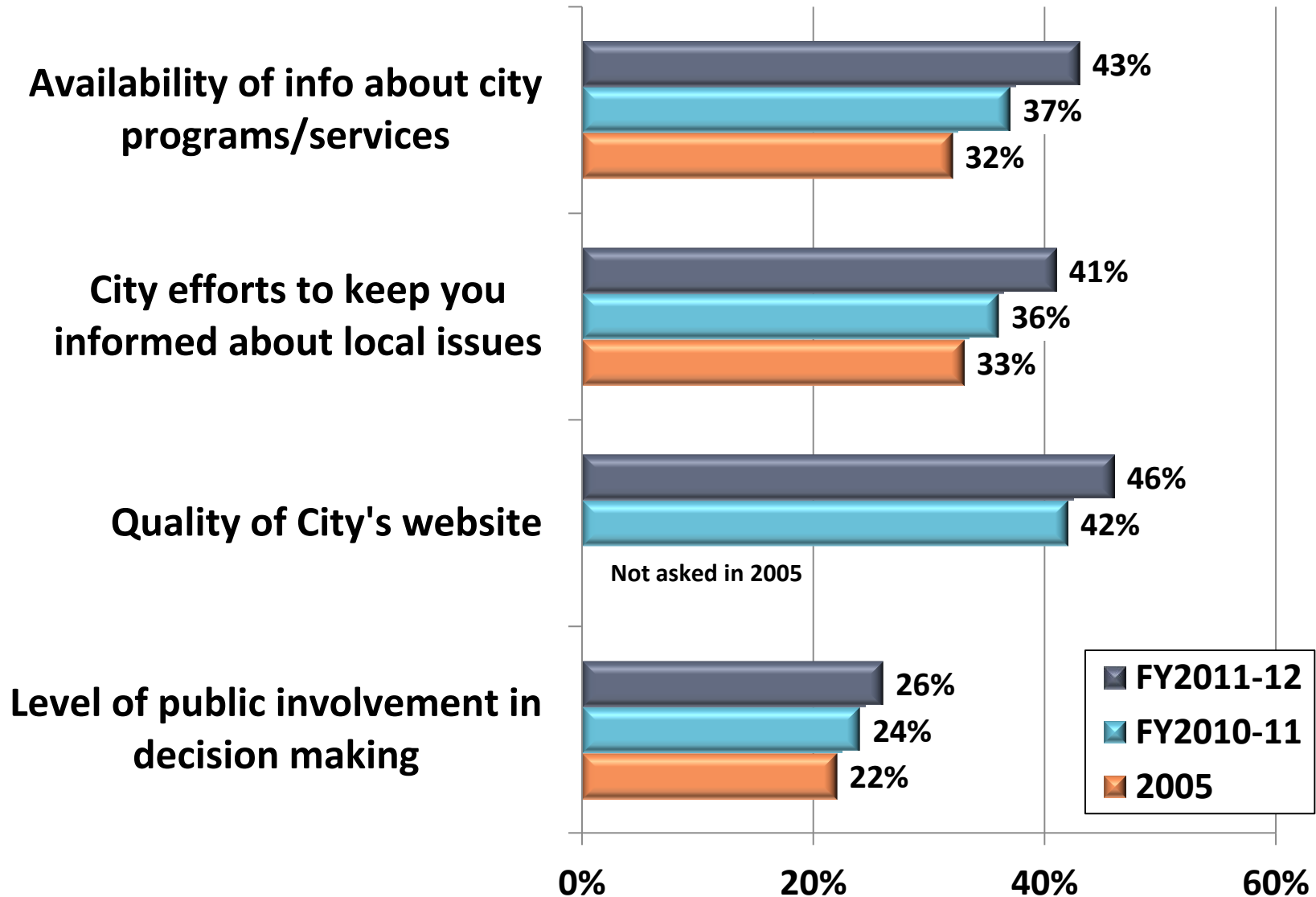


# What is important to citizens:

## Maintenance

<u>Maintenance Category</u>	<u>Importance</u>	<u>Dissatisfaction</u>	<u>I-D Rank</u>
Maintenance of city streets	33%	47%	1
Condition of sidewalks in the city	19%	48%	2
Snow removal on residential streets	22%	39%	3
Timeliness of water/sewer repairs	22%	38%	4
Smoothness of city streets	13%	48%	5
Maintenance of streets-neighborhood	14%	39%	6
Condition of catch basin	11%	29%	7
Mowing/tree trimming along streets	10%	31%	8
Overall cleanliness of city streets	10%	28%	9
Snow removal on major city streets	8%	21%	10
Quality of bulky items pick up	7%	21%	11
Maintenance of street signs/traffic	4%	17%	12
Adequacy of city street lighting	4%	15%	13
Maintenance/preservation of downtown	4%	14%	14
Quality of trash collection services	4%	10%	15
Quality of recycling collection	3%	9%	16
Maintenance of city buildings	1%	8%	17

# Communications: Highlights

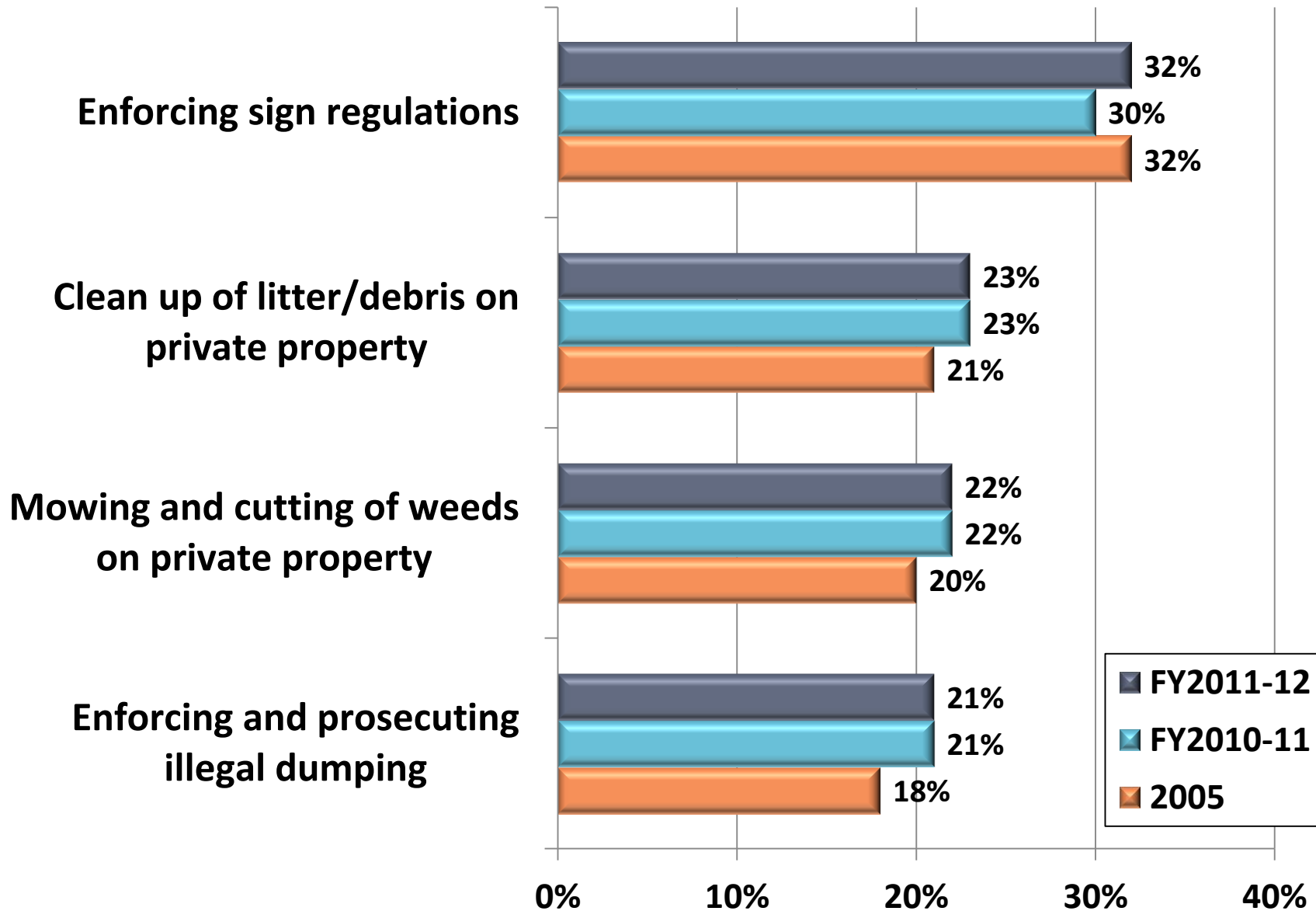




# What is important to citizens: Communications

<u>Communications Category</u>	<u>Importance</u>	<u>Dissatisfaction</u>	<u>I-D Rank</u>
Level of public involvement	43%	32%	1
City efforts keep you informed	49%	25%	2
Availability of information	43%	23%	3
Timeliness of info provided by City	27%	24%	4
Quality of the city's website	15%	16%	5
Quality of government cable TV channel	9%	12%	6

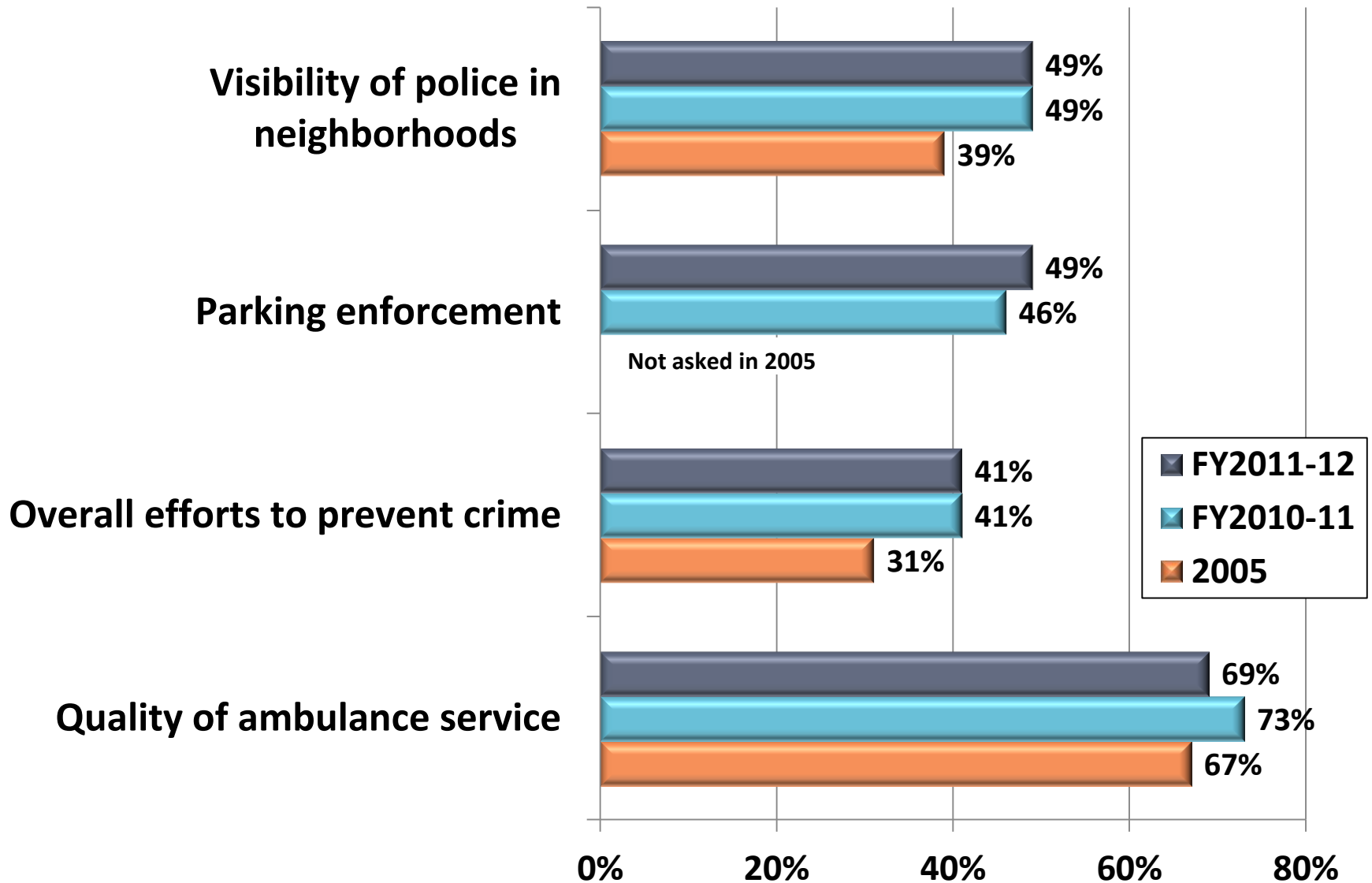
# Code Enforcement: Highlights



# What is important to citizens: Code Enforcement

<u>Category of Code Enforcement</u>	<u>Importance</u>	<u>Dissatisfaction</u>	<u>I-D Rank</u>
Enforcing clean up of litter & debris	51%	47%	1
Enforcing mowing cutting of weeds	46%	49%	2
Enforcing prosecuting illegal dumping	42%	51%	3
Enforcing exterior maintenance	23%	42%	4
Timeliness-removal of abandoned cars	17%	36%	5
Enforcing sign regulations	8%	26%	6

# Public Safety: Highlights



# What is important to citizens:

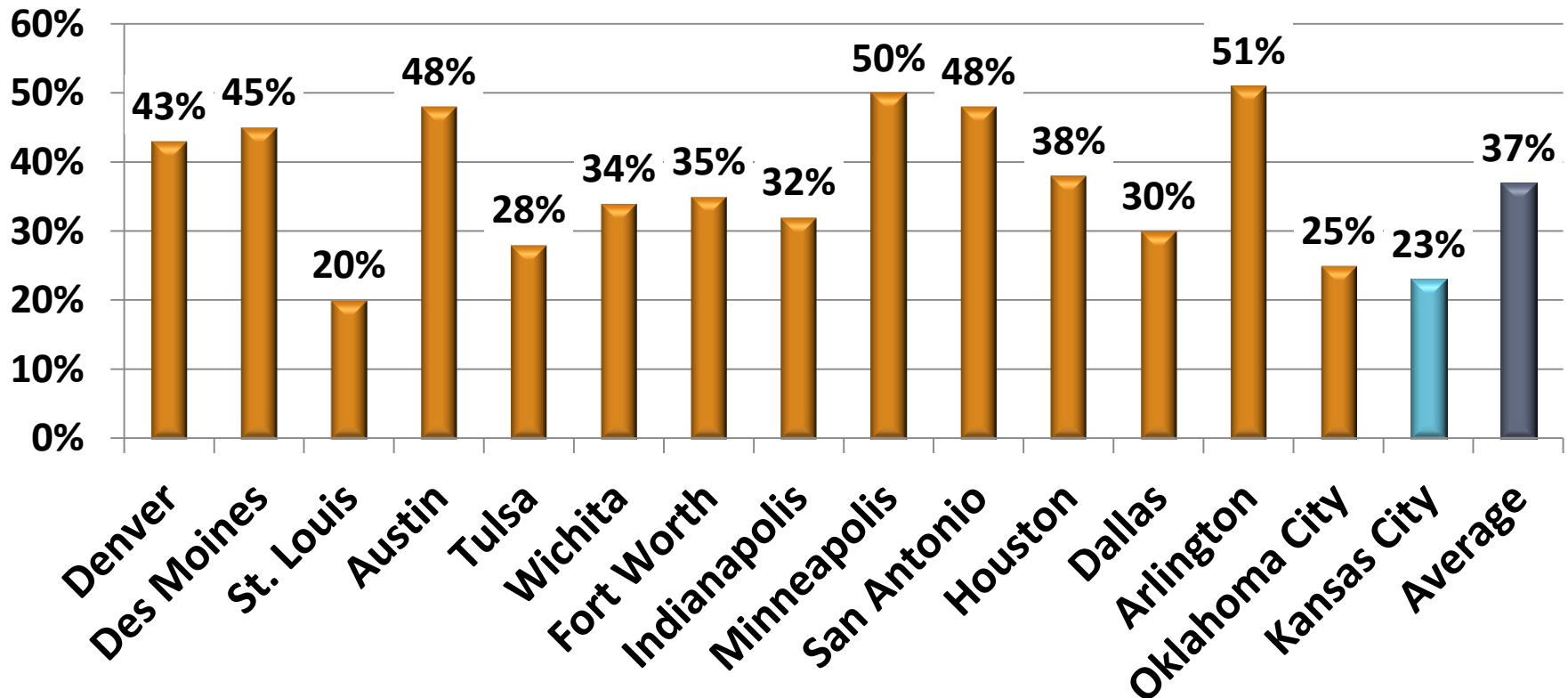
## Public Safety

<u>Public Safety Category</u>	<u>Importance</u>	<u>Dissatisfaction</u>	<u>I-D Rank</u>
City's overall efforts to prevent crime	39%	28%	1
Visibility of police in neighborhoods	34%	24%	2
Quality of animal control	14%	25%	3
Quality police protection	23%	13%	4
How quickly police respond-emergency	13%	18%	5
Enforcement of traffic laws	12%	17%	6
Visibility of police in retail areas	11%	18%	7
City's municipal court	8%	19%	8
Quality of police services	10%	12%	9
Parking enforcement services	5%	14%	10
Ambulance personnel response	5%	7%	11
Quality of fire protection/rescue	7%	4%	12
Quality of local ambulance service	4%	7%	13
Fire/rescue response	4%	4%	14

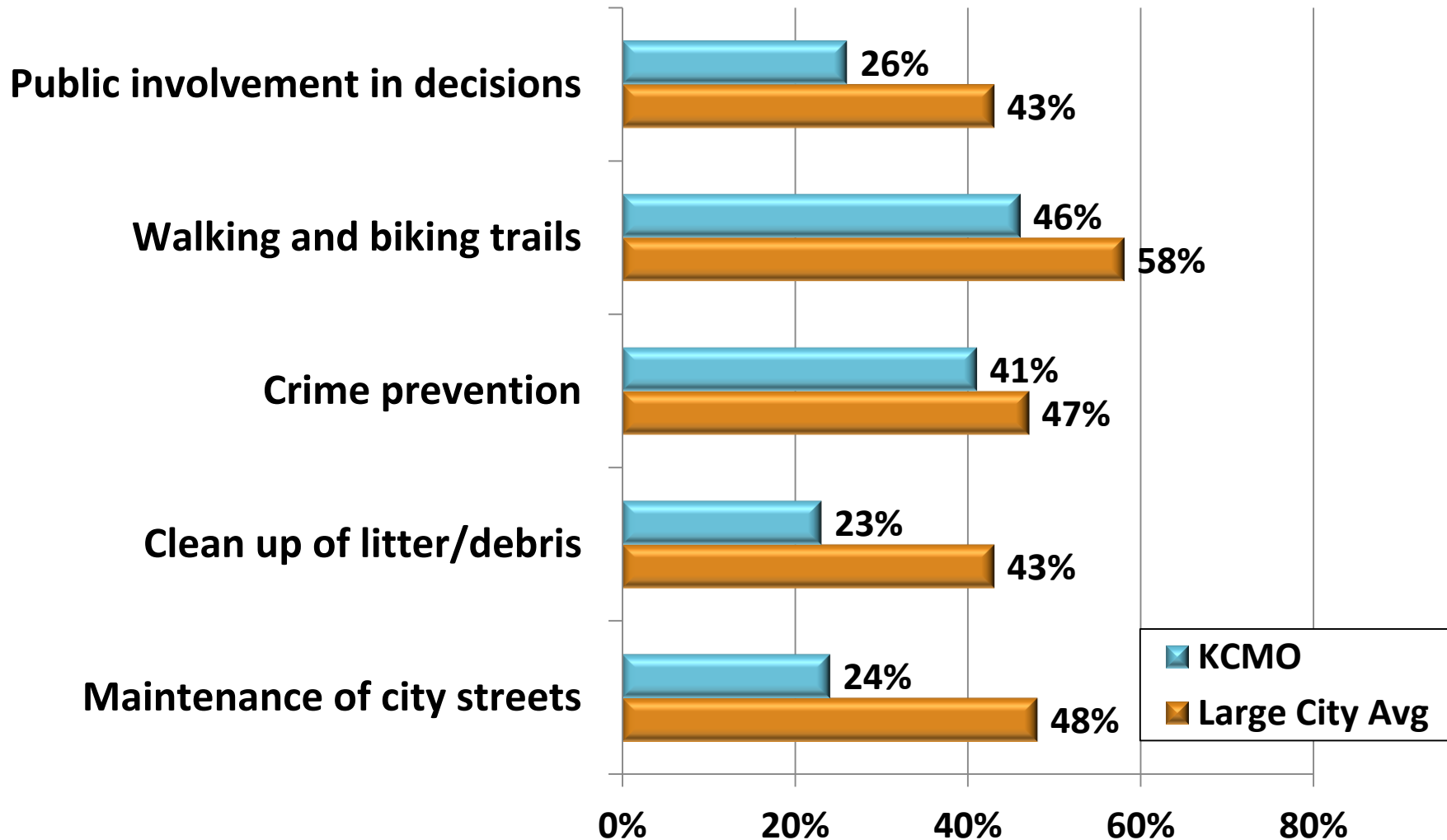
# Benchmarking: Maintenance

## Overall Satisfaction w/ Maintenance of Streets, Buildings and Facilities

By % of respondents who rated item as 4 or 5, excluding don't know



# Benchmarking: #1 Areas of Importance from each service category



# The Future of the Survey

- FY2013 administration began week of August 13
- Sampling based on 2010 census
- Questions reviewed by a panel of staff members
- New categories for Public Health and Airport Facilities added
- Some existing categories have been divided to capture more accurate Importance ranking
- First year for Online option



# Questions?



City of **Kansas City, Missouri**  
**Citizen Survey**

[click here to take survey](#)

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning decisions. If you have questions, please call Bonnie Banks (toll free) at 1-888-801-5368.

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