

COVID-19 Resident Survey - July Resident Survey – FY21, 1st Quarter



Business Session

September 24, 2020

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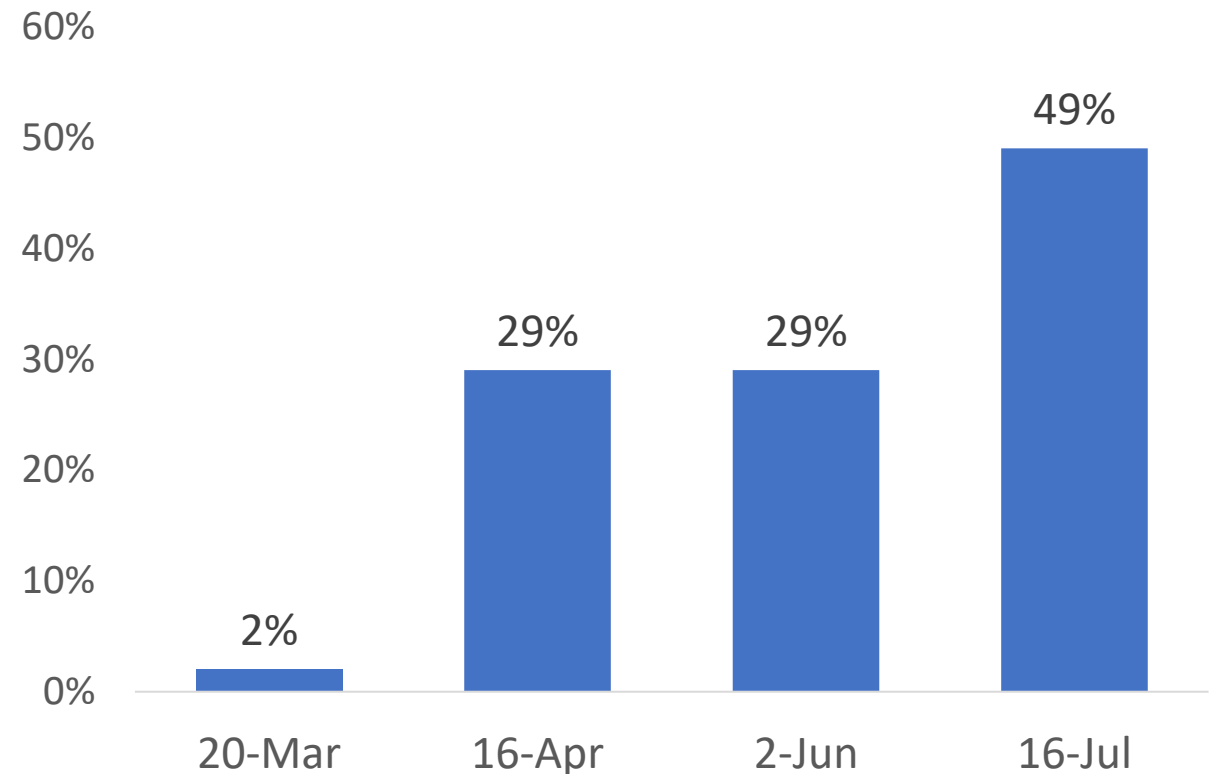
COVID-19 Resident Survey

- **Administration overview:**
 - Random sample survey done in partnership with ETC Institute in March, April, late May/early June, and July
 - No current plans or funding allocated to repeat this survey
 - Sample size from July = 302 residents; margin of error +/- 5.9%
- **Findings:**
 - Charts in this presentation focus on resident perceptions of COVID-19/coronavirus, perceptions of City leadership and communications, and resident actions in response to the pandemic
 - Data on following slides is from mid-July

Resident perceptions of COVID-19 in their community

- **49%** of residents know someone who has tested positive for COVID-19, up considerably from the last survey.
- This number differs by the race of the survey respondent:
 - Latino/Hispanic: **70%**
 - Other race: **56%**
 - Black: **51%**
 - White: **46%**
- **78%** percent of residents believe COVID-19 is a real threat to their community; **18%** say it is not, which is up from **11%** in June

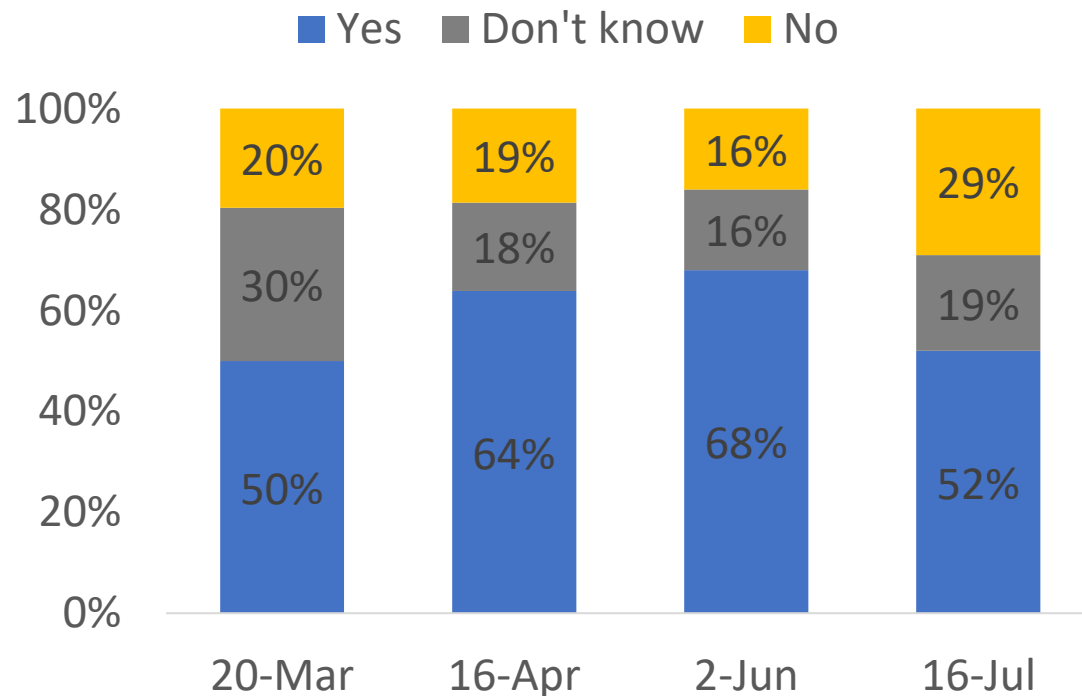
Do you personally know anyone who has tested positive for COVID-19?
(% responding “yes”)



Resident ratings of city leadership and mask order

Ratings of leadership declined since June (see chart); four out of five residents support the mask order.

Do you have confidence in your city and county leaders to manage your community's needs during the COVID-19 Pandemic?



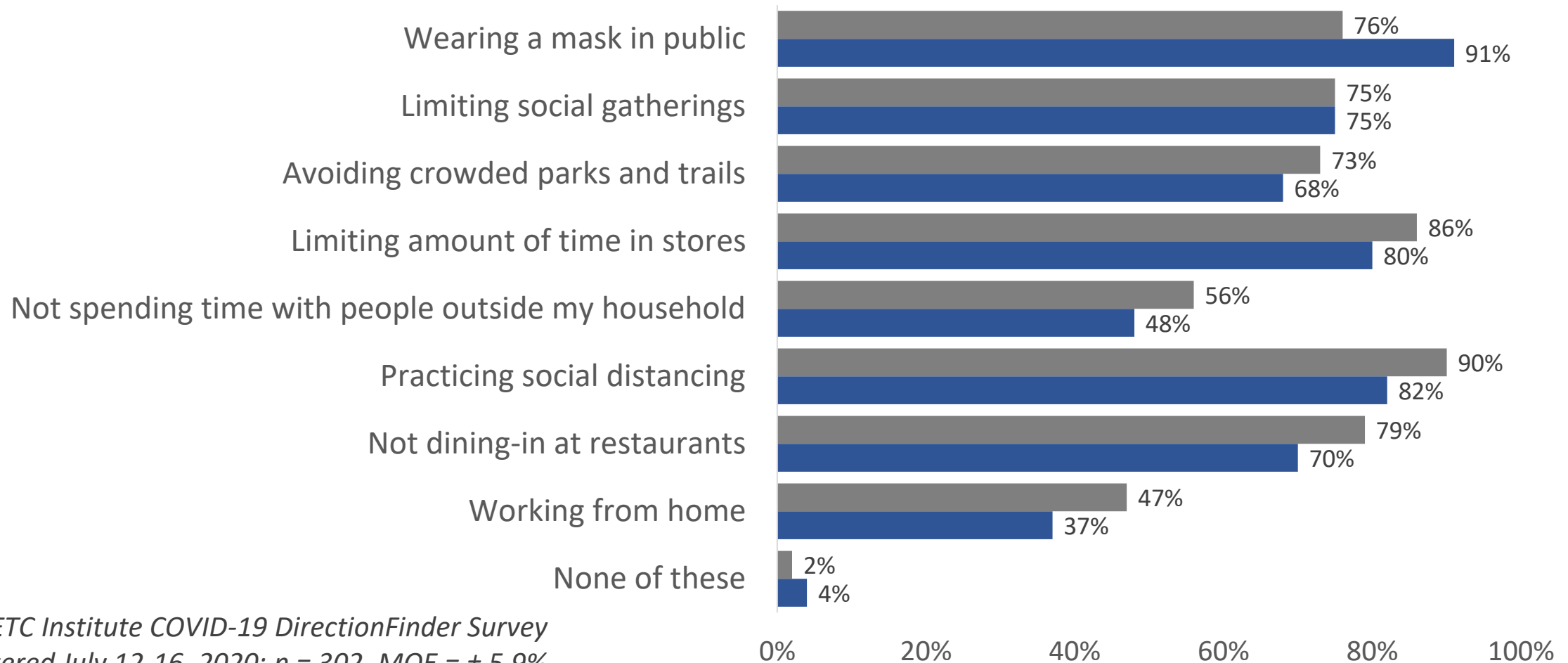
- 78% of residents support new orders that require face masks to be worn in public places
- 20% do not support mask orders
- Support is higher among:
 - Residents with income < \$30K: 87%
 - Residents with income \$30-59K: 85%
 - Black residents: 85%
 - Residents aged 65+: 87%
- Opposition is higher among:
 - Residents with income \$60-99K: 29%
 - Residents with income \$100K+: 25%
 - White residents: 24%
 - Residents aged 18-34: 25%
 - Residents aged 55-64: 24%

Source: ETC Institute COVID-19 DirectionFinder Survey
Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

Resident actions in response to COVID-19

Wearing a mask is the only action that has increased (76% to 91%) since early June (see chart).

Since the stay-at-home order was lifted on May 15, which of the following actions are you taking to prevent the spread of COVID-19? (% responding “yes”) ■ 2-Jun ■ 16-Jul

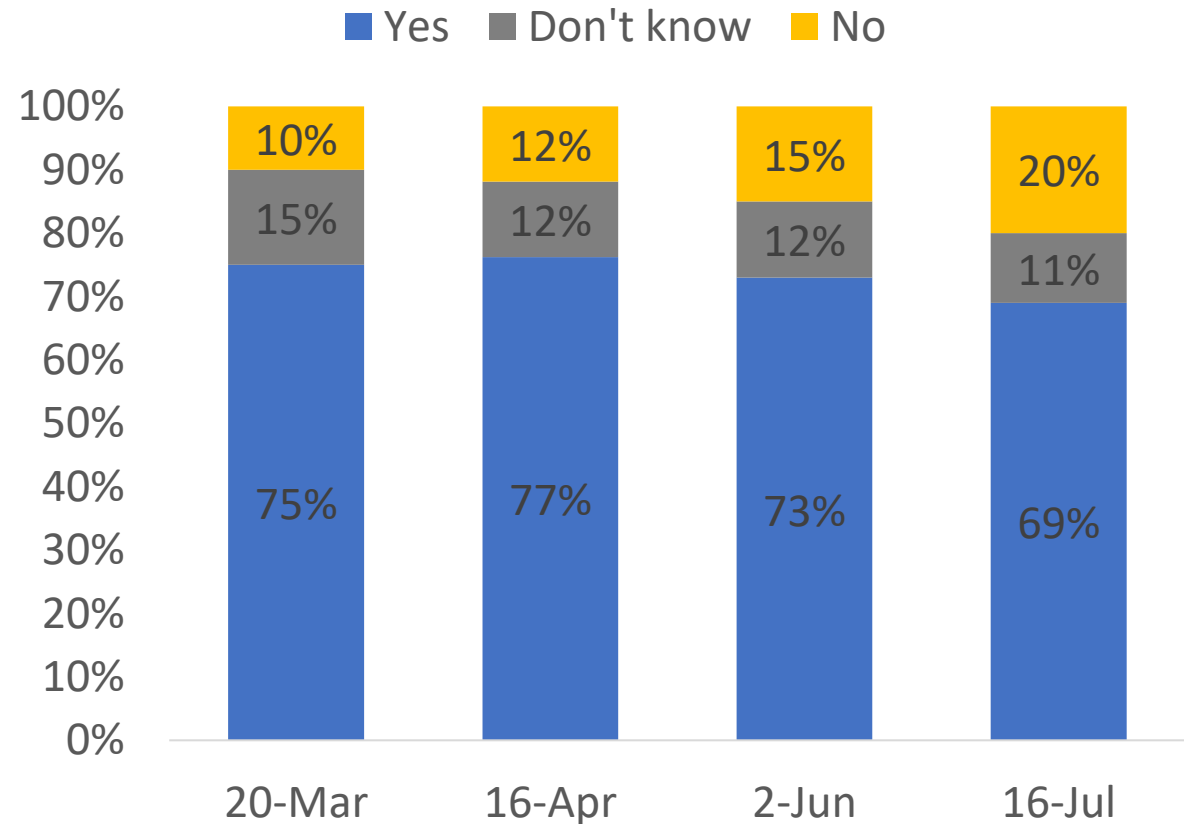


Source: ETC Institute COVID-19 DirectionFinder Survey
Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

Resident ratings of COVID-19 information

- 69% of residents think that local officials are keeping them informed, a drop since April (77%) and statistically unchanged since June (73%) (see chart)
- Residents in these groups are more likely to agree that efforts to inform are good:
 - Black (74%) and Hispanic residents (74%)
 - Residents aged 18-34 (75%), 45-54 (76%), and 65+ (75%)
 - Residents with income > \$100K (74%)
- Residents in these groups are more likely to disagree that efforts to inform are good:
 - Residents aged 55-64 (27%)
 - Residents with income \$60-99K (28%)

Do you think local officials in your community are doing a good job of keeping you informed about the COVID-19 pandemic?



Source: ETC Institute COVID-19 DirectionFinder Survey
Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

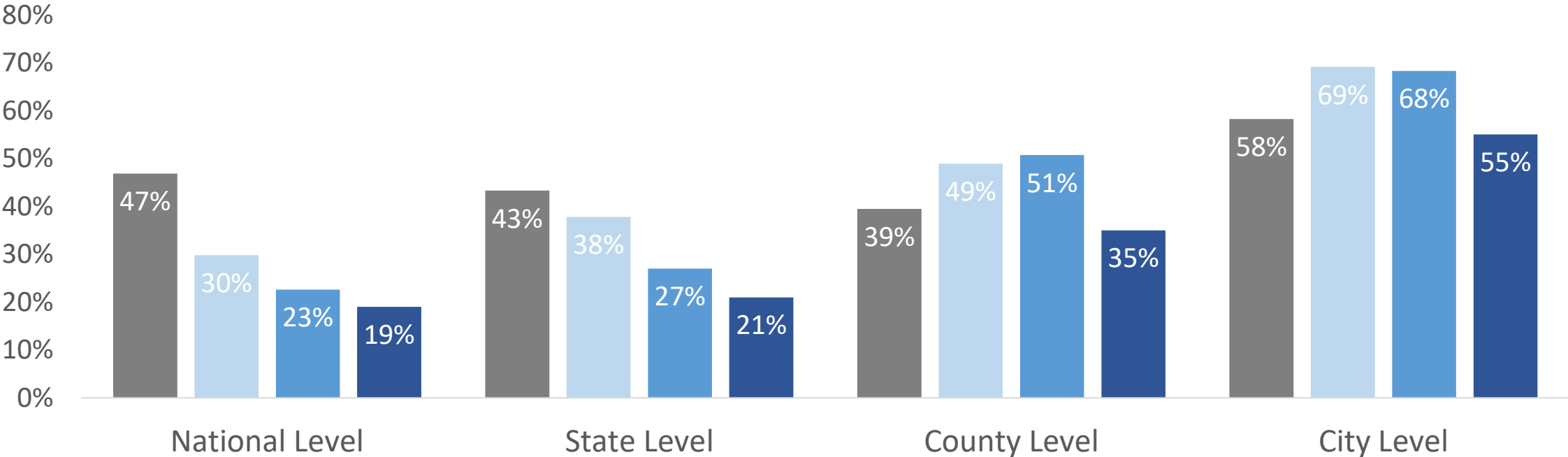
Resident ratings of all levels of government during COVID-19



Residents have continued to differentiate between levels of government in their satisfaction with pandemic response; ratings **declined** for all levels since June (see chart).

Overall, how would you rate the way leaders at the following levels of government have responded so far to the COVID-19 pandemic?
(% of residents rating “Excellent” or “Good”)

■ 20-Mar ■ 16-Apr ■ 2-Jun ■ 16-Jul



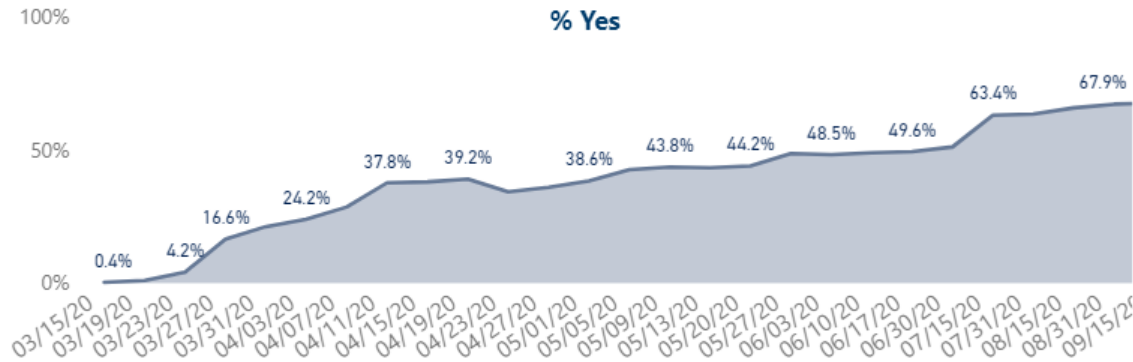
Source: ETC Institute COVID-19 DirectionFinder Survey
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View More COVID-19 Survey Data (Local, Regional and National) on ETC's Dashboard

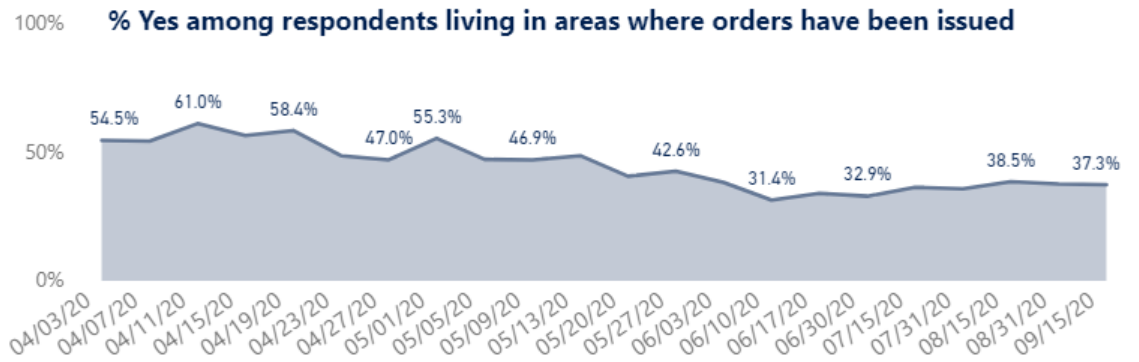


- Key Indicators
- Perceptions of Government
- Changes in People's Behavior
- Financial Impact During the Crisis
- Workplace Issues
- Regional, State, & Local Results
- Results by Age, Gender, and Political Affiliation

Do you personally know anyone who has tested positive for the Coronavirus (COVID-19)?



Are you completely following guidelines for "stay at home" orders in your community?



<https://etcinstitute.com/communityplanning/covid19/nationaldirectionfinder/>

FY21 Resident Survey – 1st Quarter



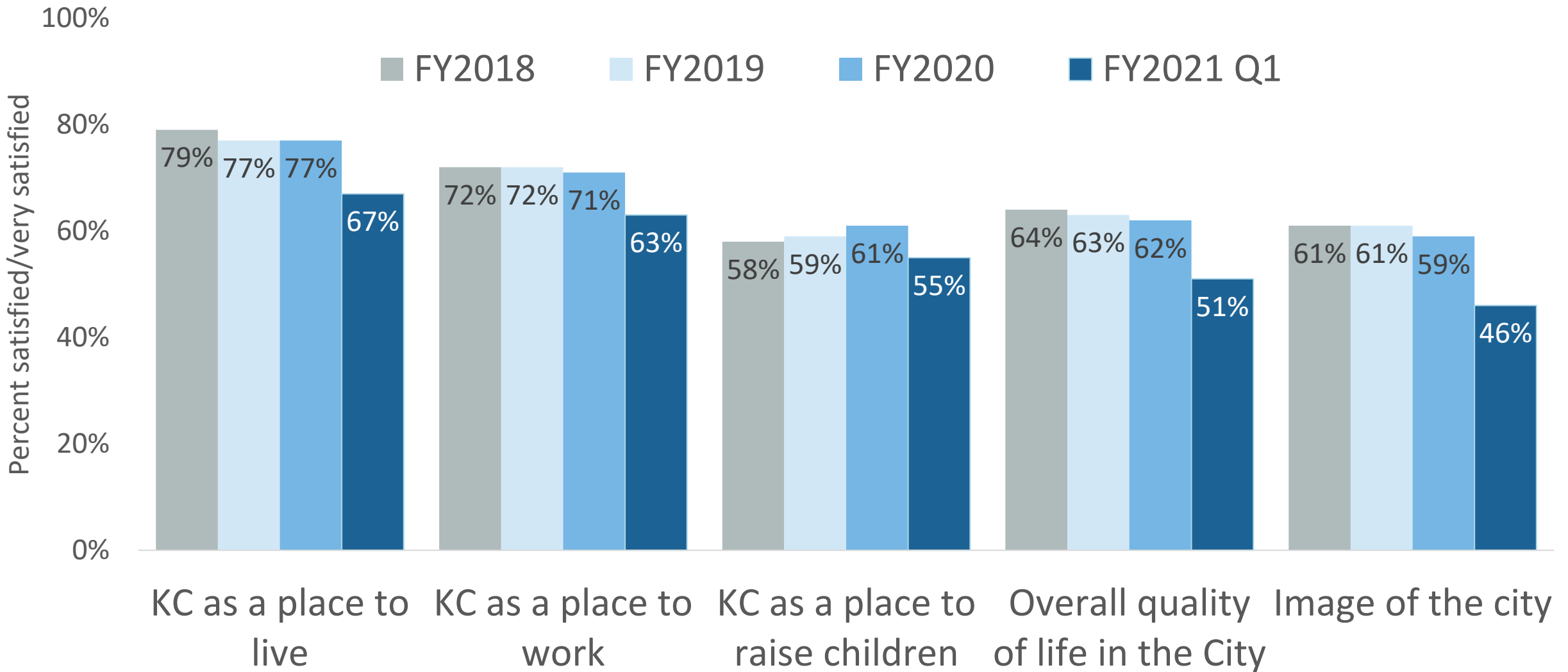
- **Administration overview:**

- Timeframe for survey: August 2020
- Margin of error for 1 quarter of results: +/- 3.1%
- More data to come in quarters 2, 3, and 4!

- **Findings:**

- 4th quarter increases in satisfaction were not sustained
- Quality of life questions saw major declines
- Resident priorities shifted somewhat
- Some service areas saw declines
- There were few increases in satisfaction
- Results received from new questions added (economic development, police, communications, connectedness)

Quality of Life Questions: Decline in Satisfaction



Service areas with decline in satisfaction



Question	FY2019	FY2020	FY2021 1Q	Change
City's municipal court	39%	39%	31%	-8%
Quality of public transportation	43%	43%	36%	-7%
City Planning and Development services	--	31%	24%	-7%
Quality of Health Department services	52%	51%	44%	-7%
Quality of City parks and recreation programs and facilities	61%	60%	54%	-6%
Quality of City's 311 service	58%	56%	51%	-6%
Quality of customer service from City employees	46%	46%	40%	-6%
Overall feeling of safety in the City	35%	34%	29%	-5%
Overall quality of services provided by KCMO	53%	49%	46%	-4%
Overall value from city tax dollars and fees	37%	33%	30%	-3% *

* Also saw a 7% increase in dissatisfaction, to 42% 11

Shifts in Resident Priorities: Importance-Satisfaction Table



Service Area	Emphasis %	Satisfaction %	I-S Rank FY20	I-S Rank FY21 1Q
Infrastructure - streets and sidewalks	63%	17%	1	1
Police services	52%	58%	2	2
Neighborhood services	17%	38%	3	3
Health Department services	12%	44%	14	4
Public transportation	10%	36%	7	5
City water utilities	11%	45%	6	6
Effectiveness of city communications	10%	38%	9	7
Stormwater runoff/management	9%	32%	4	8
Solid waste services	13%	56%	5	9
City Planning and Development services	6%	24%	10	10
Fire and EMS services	18%	77%	13	11
Parks and recreation	8%	54%	11	12
Airport facilities	7%	50%	8	13
Customer service from city employees	5%	40%	12	14
Municipal Court services	3%	31%	16	15
311 service	3%	51%	15	16

Top three priorities are unchanged

Health Dept is a much higher priority

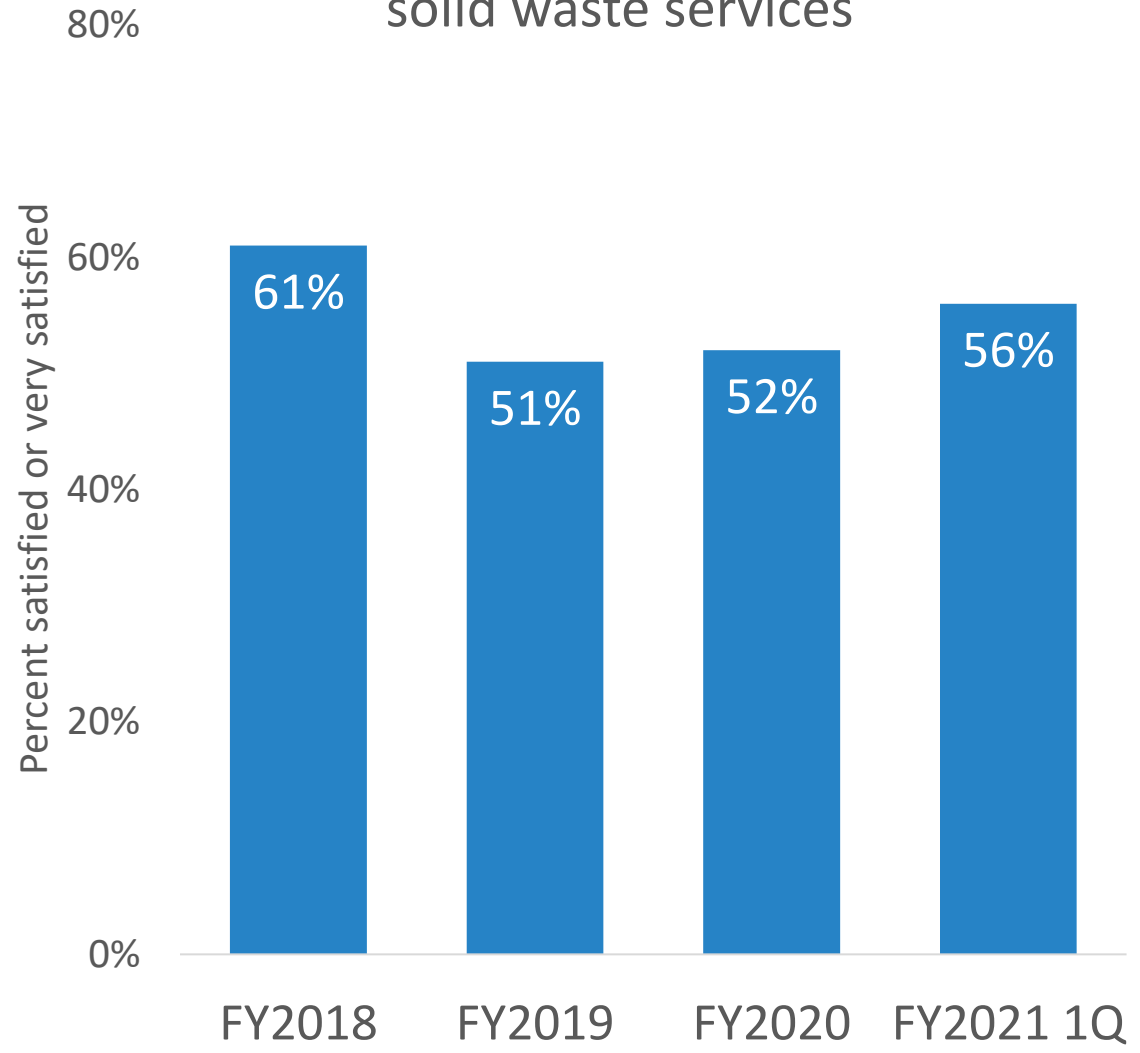
Public Transportation and Communications are higher priorities

Stormwater Runoff, Solid Waste and Airport are lower priorities

Increases in satisfaction with solid waste and use of some services

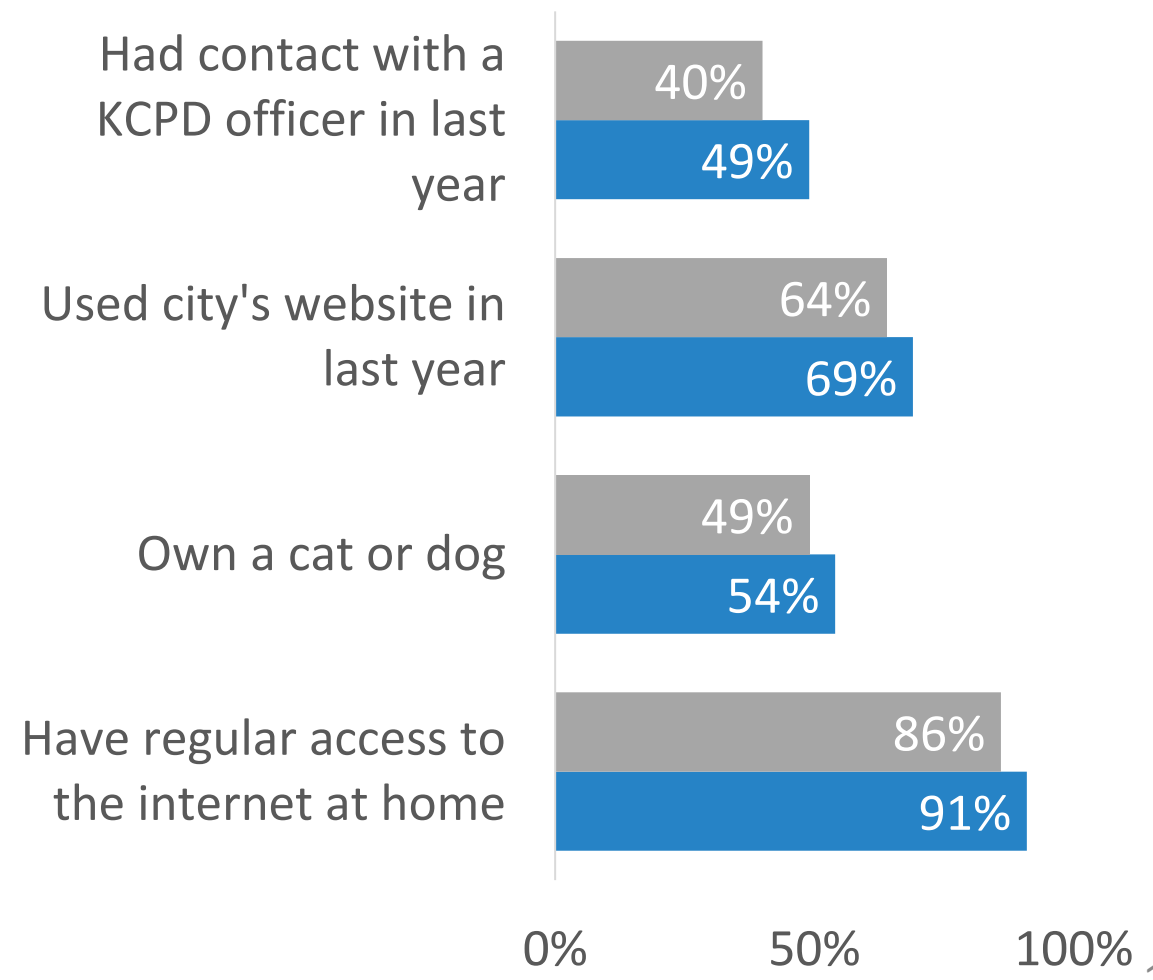


Satisfaction with overall quality of solid waste services



Use of City services and other experiences

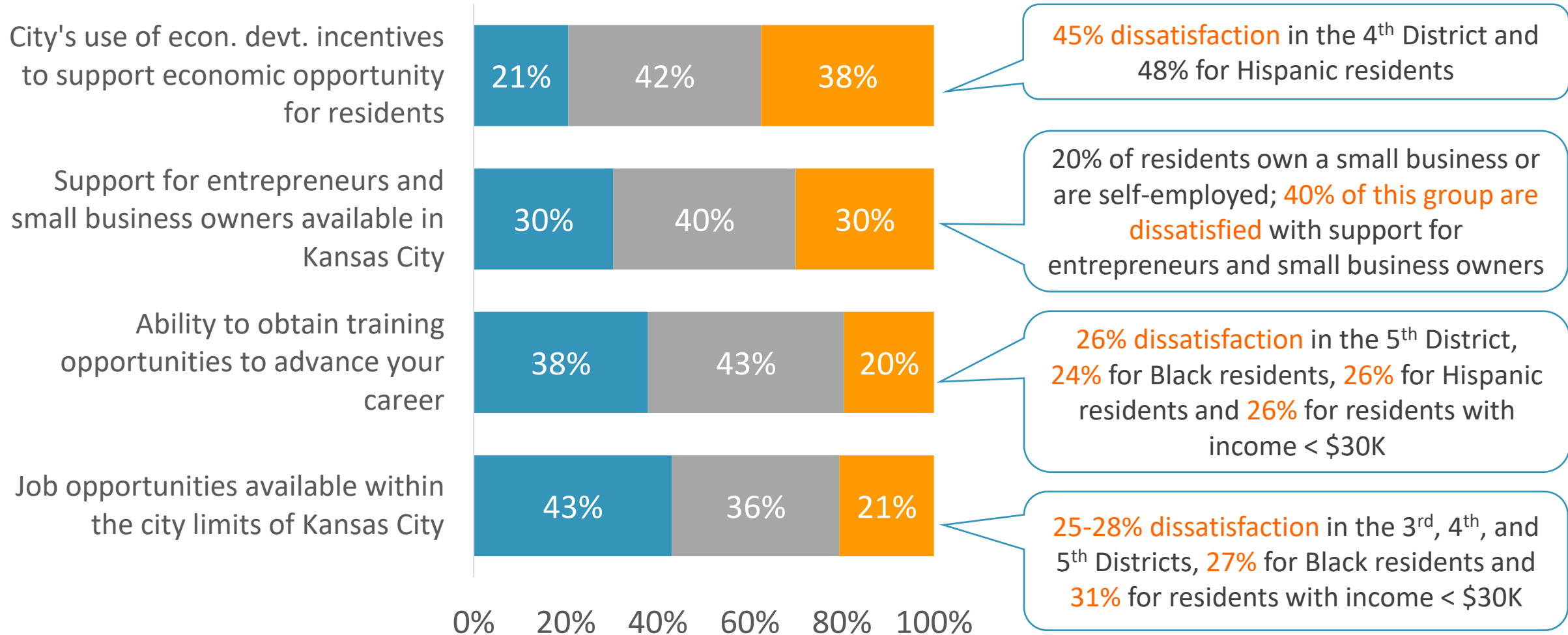
■ FY2020
■ FY2021 1Q



Source: KCMO Resident Survey

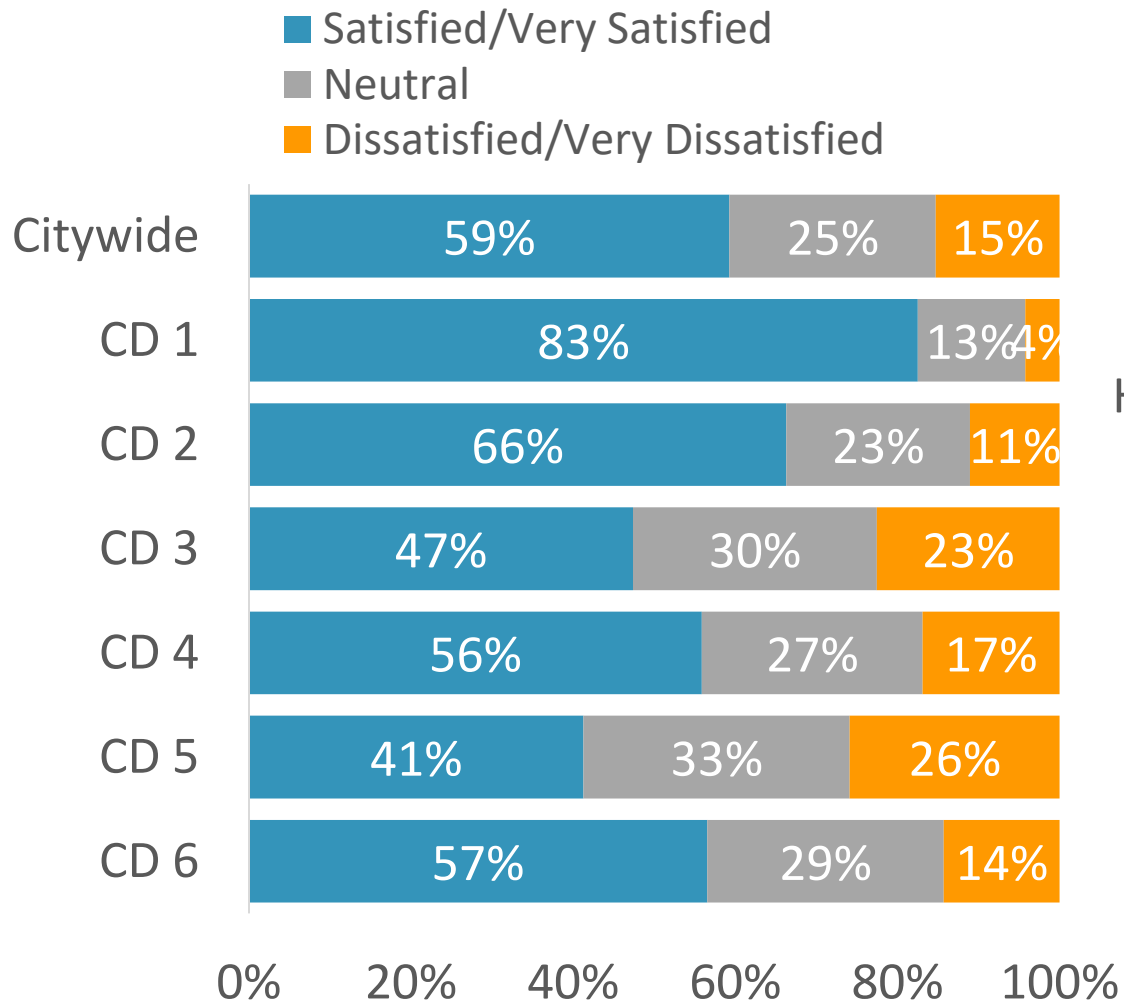
New economic development questions

■ Satisfied/Very Satisfied ■ Neutral ■ Dissatisfied/Very Dissatisfied

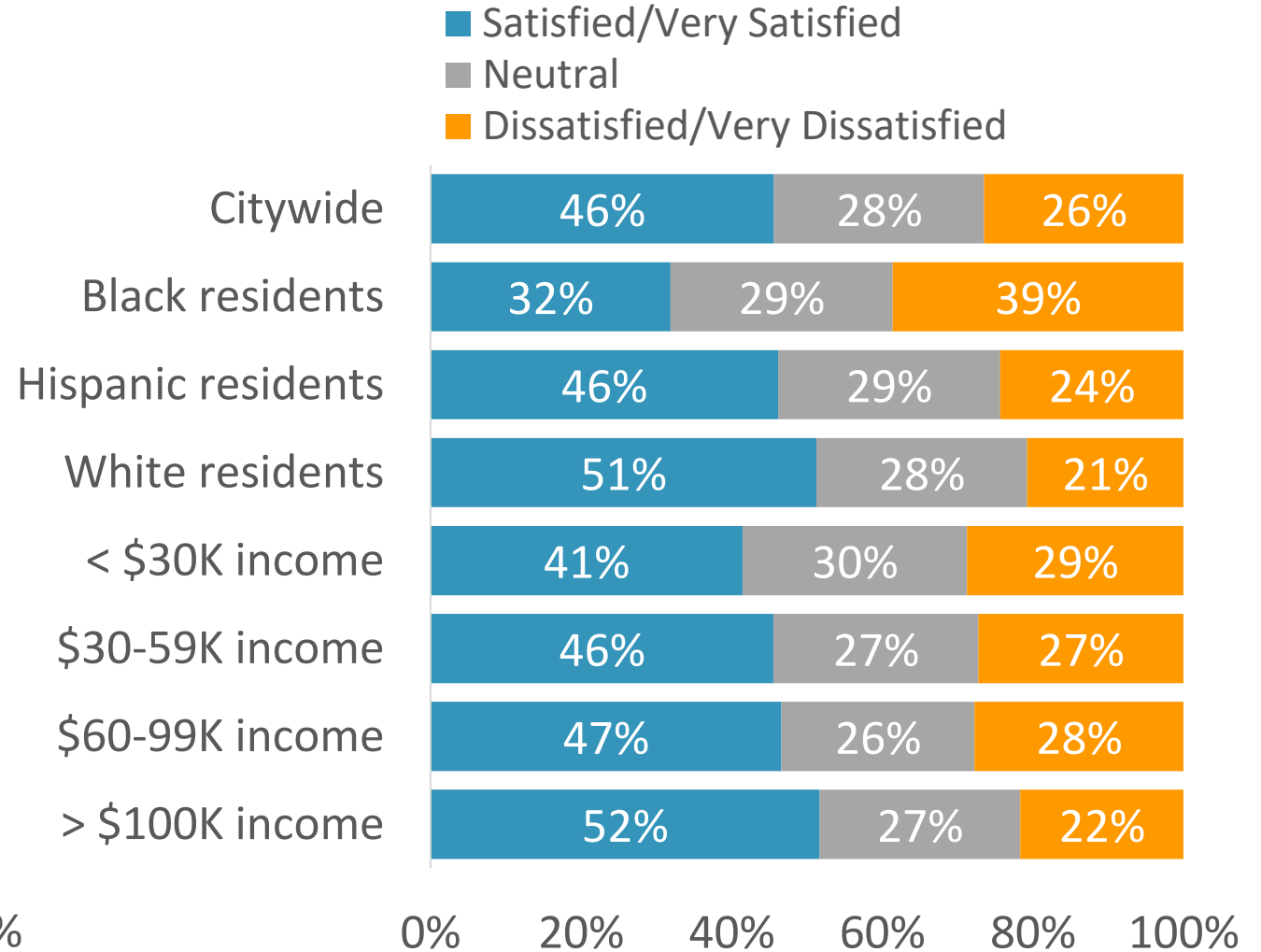


New police services questions

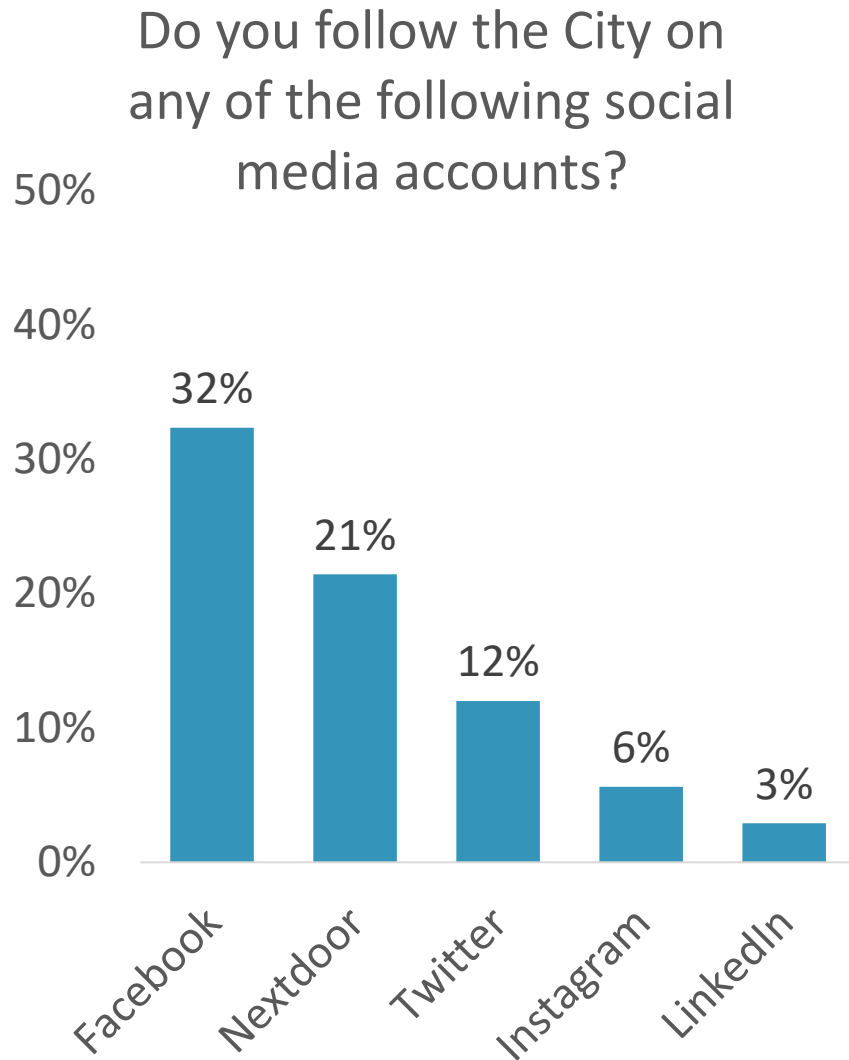
Relationship between my neighborhood and the police



Responsiveness of the police dept to resident concerns



Other new questions: Communications, Connectedness



“When I need some extra help, I can count on someone in the community to help with daily tasks”	51% agree or strongly agree
How many times in a month do you have personal conversations with a person of a different race or ethnicity?	80% daily or weekly
How many times in a month do you have personal conversations with people who have different political views than you?	75% daily or weekly
How many times in a year do you attend public meetings where there is discussion of local government affairs?	18% monthly or several times
How many times in a year have you tried to get your local government to pay attention to something that concerned you?	30% monthly or several times
Would you like to receive more printed materials from the City mailed to your home?	45% yes
Are you aware of the Greater KC TIPS hotline?	81% yes

Check out the updated Resident Insights Dashboard for more info on FY19-20 results



- Home
- Overall Perceptions ▼
- Leadership ▼
- Police Services and Safety ▼
- Fire and EMS ▼
- Infrastructure ▼
- Public Transportation ▼
- Neighborhoods ▼
- Housing ▼
- Communications ▼
- 311 ▼

Welcome.

Welcome to the **City of Kansas City, Missouri's Resident Insights Dashboard**, an interactive data resource for understanding the key metrics driving resident satisfaction in our city. On each page, you will discover data points, charts, and maps highlighting areas that are important to quality of life. These insights can be used to identify and support resident-centric planning and policy.



<https://dashboards.mysidewalk.com/kansas-city-mo-citizen-survey>