



Office of the City Auditor

Date: May 16, 2008

To: Mayor Mark Funkhouser

From: Gary White, City Auditor *Gary L. White*

Subject: Citizen Satisfaction Scores – Satisfaction by Mail and Phone Response

During the Board of Police Commissioners meeting on April 22nd, you asked for additional information regarding the difference in citizen satisfaction scores between mail and phone respondents. The attached information includes all questions from the survey concerning satisfaction with individual city services.

A little over 53 percent of the respondents completed the survey over the phone. Phone respondents reported higher satisfaction with city services on 64 out of 72 service-related questions. Satisfaction scores from phone respondents ranged from .5 percent to 12.9 percent higher than mail respondents. Phone respondents were significantly more satisfied than mail respondents on 47 of 72 service-related questions.

If you have any questions, please contact me at 513-3320.

Attachment

cc: Members of the City Council
Members of the Board of Police Commissioners
Wayne Cauthen, City Manager
James Corwin, Police Chief
Rich Noll, Assistant City Manager

Attachment

How respondents completed the survey and associated satisfaction scores

A little over 53 percent of the respondents to the 2007 survey completed the survey over the phone. Phone respondents were generally more satisfied with city services (64 out of 72 questions).

A shaded figure indicates a statistically significant difference between the mail and phone response.

| Question | Percent Responding Satisfied/Very Satisfied | | Variance (Phone less Mail) |
|---|---|-------|-------------------------------|
| | Phone | Mail | |
| 1a Overall quality of police, fire, and ambulance services | 65.1% | 63.5% | 1.6% |
| 1b Overall quality of city parks and recreation programs and facilities | 48.7% | 49.0% | -0.3% |
| 1c Overall maintenance of city streets, buildings and facilities | 27.0% | 21.0% | 6.0% |
| 1d Quality of city water utilities | 64.2% | 58.1% | 6.1% |
| 1e Enforcement of city codes/ordinance | 34.7% | 24.9% | 9.8% |
| 1f Quality of Customer Service | 50.1% | 40.7% | 9.4% |
| 1g Effectiveness of city communication | 38.3% | 34.1% | 4.2% |
| 1h City's stormwater runoff/management system | 38.4% | 33.0% | 5.4% |
| 1i Quality of local public health services | 42.0% | 31.9% | 10.1% |
| 1j Overall flow of traffic | 40.8% | 36.6% | 4.2% |
| 1k Quality of airport facilities | 64.5% | 65.4% | -0.9% |
| 1l Quality of city convention facility | 54.2% | 50.0% | 4.2% |
| 3a Quality of service provided by city | 54.3% | 45.9% | 8.4% |
| 3b Overall value that you receive for | 33.7% | 26.8% | 6.9% |
| 3c Overall image of the City | 51.2% | 42.2% | 9.0% |
| 3d How well city is planning growth | 44.8% | 33.7% | 11.1% |
| 3e Overall quality of life in city | 57.0% | 54.1% | 2.9% |
| 3f Overall feeling of safety in city | 39.1% | 32.0% | 7.1% |
| 5a Overall quality of police protection | 58.5% | 56.5% | 2.0% |
| 5b Visibility of police in neighborhood | 48.3% | 41.6% | 6.7% |
| 5c Visibility of police in retail area | 44.2% | 40.2% | 4.0% |
| 5d City efforts to prevent crime | 40.5% | 34.8% | 5.7% |
| 5e Enforcement of local traffic laws | 51.6% | 42.1% | 9.5% |
| 5f Overall quality of police services | 58.1% | 48.9% | 9.2% |
| 5g City efforts to enhance fire protection | 58.2% | 54.9% | 3.3% |
| 5h Quality of fire protection/rescue | 69.9% | 65.8% | 4.1% |
| 5i Quality of ambulance service | 57.8% | 49.5% | 8.3% |

| Question | Percent Responding Satisfied/Very Satisfied | | |
|----------|---|-------|----------------------------|
| | Phone | Mail | Variance (Phone less Mail) |
| 5j | 53.5% | 47.6% | 5.9% |
| 5k | 36.9% | 30.9% | 6.0% |
| 5l | 27.6% | 21.6% | 6.0% |
| 5m | 47.2% | 49.8% | -2.6% |
| 5n | 49.7% | 51.2% | -1.5% |
| 5o | 50.8% | 49.6% | 1.2% |
| 5p | 31.7% | 31.8% | -0.1% |
| 5q | 30.1% | 25.4% | 4.7% |
| 5r | 21.9% | 18.8% | 3.1% |
| 5s | 23.5% | 24.5% | -1.0% |
| 5t | 30.0% | 25.7% | 4.3% |
| 5u | 21.2% | 17.8% | 3.4% |
| 5v | 17.6% | 15.0% | 2.6% |
| 5w | 21.0% | 15.8% | 5.2% |
| 5x | 19.9% | 16.0% | 3.9% |
| 5y | 19.2% | 16.4% | 2.8% |
| 5z | 38.5% | 33.5% | 5.0% |
| 5aa | 38.0% | 35.2% | 2.8% |
| 5bb | 24.5% | 20.6% | 3.9% |
| 5cc | 27.7% | 29.3% | -1.6% |
| 5dd | 22.9% | 21.2% | 1.7% |
| 5ee | 27.9% | 28.8% | -0.9% |
| 6a | 27.1% | 23.5% | 3.6% |
| 6b | 38.0% | 37.4% | 0.6% |
| 6c | 25.2% | 19.9% | 5.3% |
| 6d | 25.9% | 17.9% | 8.0% |
| 6e | 55.2% | 42.3% | 12.9% |
| 6f | 62.1% | 49.9% | 12.2% |
| 6g | 50.5% | 41.3% | 9.2% |
| 6h | 50.0% | 42.0% | 8.0% |
| 6i | 62.6% | 49.9% | 12.7% |
| 6j | 37.7% | 32.0% | 5.7% |
| 6k | 42.4% | 38.0% | 4.4% |
| 6l | 38.8% | 33.7% | 5.1% |
| 6m | 62.9% | 62.4% | 0.5% |
| 6n | 60.9% | 56.1% | 4.8% |
| 6o | 28.9% | 19.9% | 9.0% |
| 6p | 24.5% | 16.4% | 8.1% |

| Question | Percent Responding Satisfied/Very Satisfied | | Variance (Phone less Mail) |
|--|---|-------|-------------------------------|
| | Phone | Mail | |
| 6q Enforcing mowing & cutting of weeds on private properties | 24.3% | 16.5% | 7.8% |
| 6r Enforcing maintenance of residential property | 27.0% | 18.5% | 8.5% |
| 6s Enforcing exterior maintenance of business property | 28.1% | 20.3% | 7.8% |
| 6t Enforcing codes designed to protect public safety and public health | 30.4% | 24.0% | 6.4% |
| 6u Enforcing sign regulations | 29.8% | 21.8% | 8.0% |
| 6v Enforcing & prosecuting illegal dumping | 20.6% | 13.6% | 7.0% |
| 6w Enforcing equal opportunity among all citizens | 31.7% | 24.6% | 7.1% |
| Total service-related questions | | | 72 |
| Phone respondent satisfaction higher than mail respondent satisfaction | | | 64 |
| Phone respondent satisfaction lower than mail respondent satisfaction | | | 8 |
| Phone respondent satisfaction significantly higher than mail respondent | | | 47 |
| Phone respondent satisfaction <i>not</i> significantly higher than mail respondent | | | 25 |

Performance Audit

2007 Kansas City Citizen Survey Report

Office of the City Auditor
City of Kansas City, Missouri

Board of Police Commissioners – April 22, 2008

2007 Citizen Survey

- 8,000 surveys sent
- 4,091 surveys completed
 - 2,187 by phone
 - 1,904 by mail
- Comparison to 25 area communities and 13 large regional cities

Citywide survey response

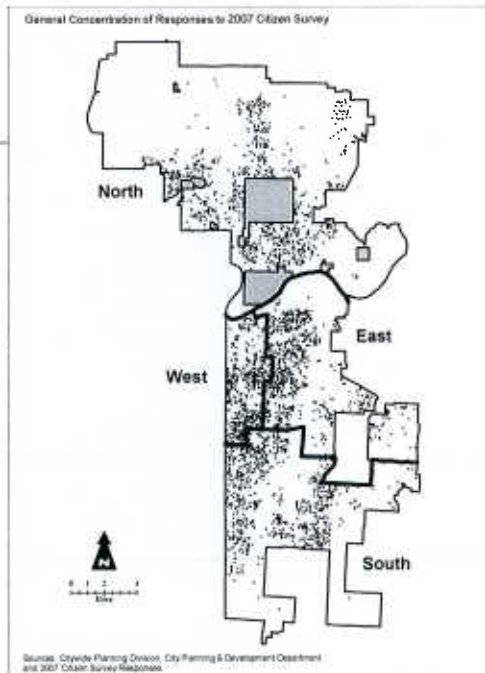
Completed surveys by area

North - 1,172

South - 1,063

East - 1,017

West - 794



3

Five city services with the highest satisfaction levels

| | Satisfaction Trend 2000-2007 | Current Satisfaction Level |
|---|------------------------------|----------------------------|
| Overall quality of fire protection & rescue services | | 68% |
| Overall quality of airport facilities | | 65% |
| Overall quality of police, fire, and ambulance services | | 64% |
| Overall quality of trash collection services | | 63% |
| Overall quality of city water utilities | | 61% |

4

Five city services with the lowest satisfaction levels

| | Satisfaction Trend 2000-2007 | Current Satisfaction Level |
|--|---------------------------------|----------------------------|
| Other city recreation programs (classes, trips, special events) | ■■■■■■■■■■ | 19% |
| Ease of registering for recreation programs | ■■■■■■■■■■ | 18% |
| Reasonableness of recreation program fees | ■■■■■■■■■■ | 18% |
| Enforcing and prosecuting illegal dumping | ■■■■■■■■■■ | 17% |
| The city's adult athletic programs | ■■■■■■■■■■ | 16% |

5

Top five service categories for more emphasis compared to satisfaction levels

| | Percent Identifying Need | Current Satisfaction Level |
|------------------------------------|--------------------------|----------------------------|
| Maintenance of city infrastructure | 64% | 24% |
| Traffic flow | 27% | 39% |
| Police, fire, and ambulance | 25% | 64% |
| Stormwater | 25% | 36% |
| Code enforcement | 22% | 30% |

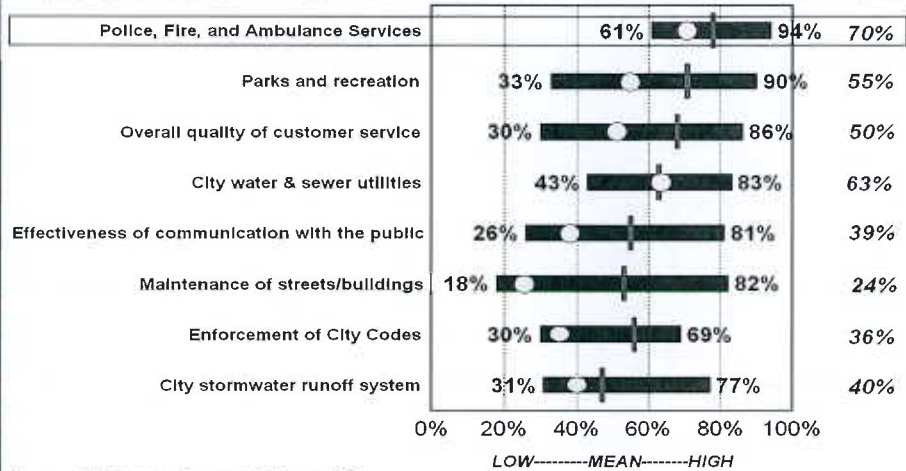
6

Overall Satisfaction With City Services in 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Metropolitan Kansas City Area Benchmarks

○ Kansas City, MO



Source: ETC Institute DirectionFinder (c) 2007

Satisfaction with items that may influence perception of the city

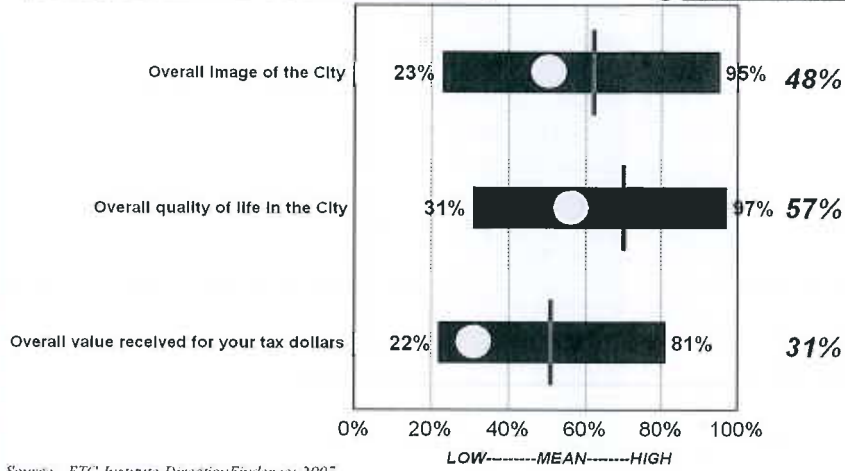
| | Satisfaction Trend 2000-2007 | Current Satisfaction Level |
|--|------------------------------|----------------------------|
| Overall quality of life in the city | | 56% |
| Overall quality of services provided by the city | | 50% |
| Overall image of the city | | 47% |
| Overall value received for city tax dollars and fees | | 31% |

Perceptions Residents Have of the City in Which They Live - 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Metropolitan Kansas City Area Benchmarks

○ Kansas City, MO




Source: ETC Institute DirectionFinder (c) 2007

How different areas of the city rated Kansas City as a good or excellent...





| | N | S | E | W | Citywide |
|-------------------------|---|---|---|---|----------|
| Place to live | █ | █ | █ | █ | █ 70% |
| Place to work | █ | █ | █ | █ | █ 63% |
| Place to raise children | █ | █ | █ | █ | █ 52% |

Satisfaction with Public Safety Services

| | Satisfaction Trend 2000-2007 | Current Satisfaction Level |
|---|--|-------------------------------|
| Quality of police protection |  | 58% |
| Quality of police services |  | 54% |
| How quickly public safety personnel responds to emergencies |  | 51% |
| Enforcement of local traffic laws |  | 47% |

11

Satisfaction with Public Safety Services (cont.)

| | Satisfaction Trend 2000-2007 | Current Satisfaction Level |
|--|--|-------------------------------|
| Visibility of police in neighborhoods |  | 45% |
| Visibility of police in retail areas |  | 42% |
| City's overall effort to prevent crime |  | 38% |
| Overall feeling of safety in the city |  | 36% |

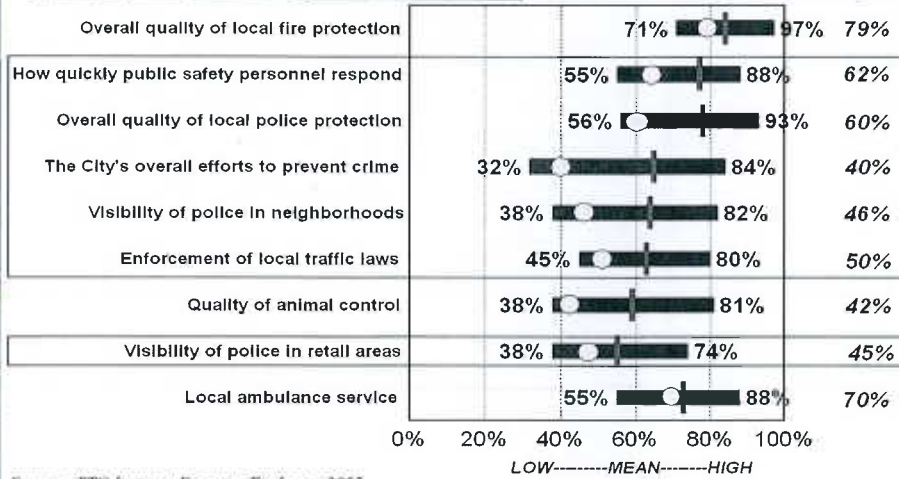
12

Satisfaction with Public Safety 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Metropolitan Kansas City Area Benchmarks

○ Kansas City, MO



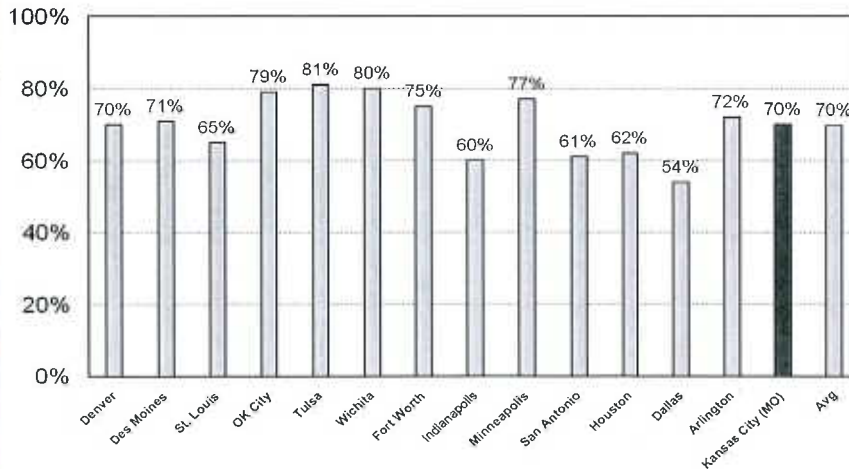
Source: ETC Institute DirectionFinder (c) 2007

13

Overall Satisfaction With Public Safety - 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Central US Large City Regional Benchmarks



Source: ETC Institute DirectionFinder (c) 2007

14

Satisfaction with Public Safety Services by geographic area

| | N S E W | Citywide |
|---|---------|----------|
| Quality of police protection | ■ ■ ■ ■ | ■ 58% |
| Quality of police services | ■ ■ ■ ■ | ■ 54% |
| How quickly public safety personnel responds to emergencies | ■ ■ ■ ■ | ■ 51% |
| Enforcement of local traffic laws | ■ ■ ■ ■ | ■ 47% |

15

Satisfaction with Public Safety Services by geographic area (cont.)

| | N S E W | Citywide |
|--|---------|----------|
| Visibility of police in neighborhoods | ■ ■ ■ ■ | ■ 45% |
| Visibility of police in retail areas | ■ ■ ■ ■ | ■ 42% |
| City's overall effort to prevent crime | ■ ■ ■ ■ | ■ 38% |
| Overall feeling of safety in the city | ■ ■ ■ ■ | ■ 36% |

16

Do you feel safe or very safe...

| | N S E W | Citywide |
|-------------------------------------|---------|----------|
| At home during the day | ■ ■ ■ ■ | ■ 81% |
| At home during at night | ■ ■ ■ ■ | ■ 69% |
| In your neighborhood during the day | ■ ■ ■ ■ | ■ 77% |
| In your neighborhood at night | ■ ■ ■ ■ | ■ 58% |

17

Do you feel safe or very safe...

| | N S E W | Citywide |
|-------------------------------|---------|----------|
| In city parks during the day | ■ ■ ■ ■ | ■ 48% |
| In city parks during at night | - - - - | - 11% |
| Downtown during the day | ■ ■ ■ ■ | ■ 59% |
| Downtown at night | ■ ■ ■ ■ | ■ 23% |

18

We asked residents if they had...

| | N S E W | Citywide |
|--|---------|----------|
| Called the police in the last year | ■ ■ ■ ■ | ■ 35% |
| Been a victim of crime during the last year ¹ | - - ■ - | - 15% |

¹ This question also asked if anyone in household had been a victim of crime in the last year.

19

Comparing satisfaction with Public Safety Services between respondents who...

| | Called Police | Did Not Call Police |
|---|---------------|---------------------|
| Quality of police protection | 50% | 62% |
| Quality of police services | 48% | 57% |
| How quickly public safety personnel responds to emergencies | 51% | 51% |
| Enforcement of local traffic laws | 45% | 48% |

20

Comparing satisfaction with Public Safety Services between respondents who... (cont)

| | Called Police | Did Not Call Police |
|--|---------------|---------------------|
| Visibility of police in neighborhoods | 40% | 48% |
| Visibility of police in retail areas | 39% | 44% |
| City's overall effort to prevent crime | 34% | 40% |
| Overall feeling of safety in the city | 30% | 39% |

21

Comparing satisfaction with Public Safety Services between respondents who were...

| | Victim of Crime | Not a Victim of Crime |
|---|-----------------|-----------------------|
| Quality of police protection | 41% | 60% |
| Quality of police services | 40% | 56% |
| How quickly public safety personnel responds to emergencies | 45% | 52% |
| Enforcement of local traffic laws | 42% | 48% |

22

**Comparing satisfaction with Public Safety Services between respondents who were...
(cont)**

| | A victim of Crime | Not a Victim of Crime |
|--|-------------------|-----------------------|
| Visibility of police in neighborhoods | 36% | 47% |
| Visibility of police in retail areas | 36% | 44% |
| City's overall effort to prevent crime | 29% | 39% |
| Overall feeling of safety in the city | 26% | 37% |

23

Comparing feelings of safety between respondents who...

| | Called Police | Did Not Call Police |
|-------------------------------------|---------------|---------------------|
| At home during the day | 75% | 84% |
| At home during at night | 60% | 74% |
| In your neighborhood during the day | 70% | 81% |
| In your neighborhood at night | 48% | 64% |

24

Comparing feelings of safety between respondents who were...

| | A victim of Crime | Not a Victim of Crime |
|-------------------------------------|-------------------|-----------------------|
| At home during the day | 70% | 83% |
| At home during at night | 54% | 71% |
| In your neighborhood during the day | 64% | 79% |
| In your neighborhood at night | 40% | 61% |

25

Office of the City Auditor

Copies of audit reports can be obtained from the City Auditor's website

www.kcmo.org/auditor



26