

# **FY2014-2015 CITIZEN SATISFACTION SURVEY RESULTS**

Thursday, August 13, 2015

# What is a Citizen Survey?

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## Random sample of households

- 2,250/quarter x 4 = 9,000/year
- Reflective of city's demographics and geography

## Receive survey via mail

- Can also complete via phone or online

## High rate of response

- 45% in FY2014-15

## Results can be inferred as representative of the general population

- Margin of error = 1.5%



# What Can We Do With the Results?

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- **Identify citizen priorities**: *What areas would citizens like to see improvement in?*
- **Identify trends over time**: *In what areas is satisfaction increasing/decreasing?*
- **Compare satisfaction levels between different service areas**: *What areas are citizens least/most satisfied with?*
- **Compare satisfaction levels between different demographic or user groups**: *Who is least/most satisfied with different areas?*
- **Compare KCMO's satisfaction levels with other big cities through benchmarking**: *How satisfied are our citizens with our services compared to our peers?*

# Citizen Survey: It's Everywhere!

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- Annual citizen survey event utilizes creative visualization to highlight results (FY15 Salute to Services)
- Presentations are made to Police Board, Parks Board, PIAC, and Greater KC Chamber of Commerce
- Satisfaction levels for individual questions are utilized to measure progress toward Citywide Business Plan Goals
- Quarterly results are monitored throughout the year at Performance Management meetings with departments

# Methodology

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- Administered by ETC Institute
- Administration time period August 2014–May 2015
- Random sample of **9,000** households selected to receive survey (**2,250** in each of 4 quarters)
- Minimum of **600** responses per Council District (**150** in each of 4 quarters)

Quarters	Topics	# of Responses	Response Rate	Margin of Error
Aug 14 Feb 15	Health, 311, Communications	2,016	45%	+/- 2.14%
Nov 14 May 15	Parks and Rec, Solid Waste, Airport, Leadership	2,017	45%	+/- 2.14%
Aug 14 Nov 14 Feb 15 May 15	Perceptions of Community, Major Categories of Service, Police, Fire/EMS, Streets/Infrastructure, Neighborhood Services, Water Services	4,030	45%	+/- 1.5%

# Theme: Improvement in High Level Areas

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Number of questions that saw:	FY2013-14	FY2014-15
Significant Improvement	61	34
No Significant Change	30	39
Significant Decline	7	23
No Trend Available	n/a	2

## **Increases in satisfaction were in seen in:**

- 8 out of 9 high-level questions
- 8 out of 15 overall service area questions
- 3 out of 3 leadership questions

## **Decreases in satisfaction were primarily in:**

- Health
- Communications
- Airport

Major Increase (>4%)

Signif. Increase (1.5-3.99%)

No Change

Signif. Decrease (-1.5 to -3.99%)

Major Decrease (>-4%)

\* = Sig. Decrease in Dissat.

† = Sig. Increase in Dissat.

High Level Indicators
KC as a place to live
KC as a place to raise children
KC as a place to work
Quality of city services
Value you receive for taxes
Image of city
Quality of life
Feelings of safety in city
Safety in your neighborhood
Quality of education system

Police
Effectiveness of police protection
Visibility of police in neighborhoods
Overall effort to prevent crime
Enforcement of traffic laws
Parking enforcement
Police response time

Streets/Infrastructure
Maintenance of streets
Streets in your neighborhood
Condition of sidewalk in city
Sidewalks in your neighborhood
Street signs & traffic signals
Snow removal major streets
Snow removal on residential
Adequacy of street lighting
Accessibility of streets/sidewalks/buildings for people with disabilities
On street bike infrastructure

311
Ease of using 311 via phone
Ease of using 311 via web
Courtesy/professionalism of 311 calltakers*
How well your questions was resolved via 311*

Parks
Maintenance of parks
Facilities such as picnic shelters and playgrounds
Outdoor athletic fields
Maintenance of blvds/pwkys
Walking/biking trails
Swimming pools
Youth programs/activities
Maint community centers
Programs/activities at community centers
Tree trimming/care
Communication from Parks
Customer service from Parks

Major Services Categories
Police
Fire and Ambulance
Streets/Sidewalks/Infrastructure
Solid Waste
Water Utility
Neighborhood Services
Parks and Recreation
Health Department
Airport Facilities
311
Municipal Court
Customer Service from City
Communication with public
Stormwater Mgmt*
Public Transportation

Fire/EMS
Fire protection and rescue
Fire and rescue response
EMS service
EMS response time

Neighborhood Svcs
Clean up of litter/debris on private property
Mowing/cutting of weeds on private property†
Exterior maintenance residential property
Enforcement in your neighborhood
Removal of signs in ROW
Clean up of illegal dump sites†
Removal of abandon cars
Vacant structure maintenance
Animal control

City Communication
Availability of information
Usefulness of city website
Public involvement in local decision making
Quality of Channel 2
Content of KCMore

Solid Waste
Trash collection
Recycling collection
Bulky pick-up
Leaf and brush pick-up
Cleanliness of city streets

Leadership
Elected officials
City manager and staff
How ethically the city conducts business

Airport
Ease moving through security
Availability of parking
Price of parking
Helpfulness of signs
Food/beverage/concessions
Cleanliness of facilities

Water Services
Condition of catch basins
Timeliness water/sewer break repairs
Water Services customer service



**Major Improvement (more than 4% increase in satisfaction)**

**KC as a place to live**

**KC as a place to work**

**Quality of city services**

**Value you receive for your tax dollars**

**Image of the city**

**Quality of life**

**Feelings of safety in city**

**Effectiveness of police protection**

**Overall effort to prevent crime**

**Snow removal on residential streets**

**Leadership from elected officials**

**Effectiveness of city manager and appointed staff**

**Significant Improvement (1.5-3.99% increase in satisfaction)**

<b>KC as a place to raise children</b>	<b>Quality of police services</b>
<b>Quality of city streets/sidewalks/infrastructure</b>	<b>Quality of water utility</b>
<b>Quality of parks and recreation programs/facilities</b>	<b>Quality of health department services</b>
<b>Quality of 311 service</b>	<b>Customer service from city employees</b>
<b>Effectiveness of city communication</b>	<b>How quickly police respond to emergencies</b>
<b>Quality of EMS service</b>	<b>How quickly EMS personnel responds to emergencies</b>
<b>Maintenance of streets in YOUR neighborhood</b>	<b>Maintenance of street signs and traffic signals</b>
<b>Quality of trash collection</b>	<b>Quality of bulky pick-up service</b>
<b>Quality of leaf and brush pick-up service</b>	<b>Cleanliness of city streets and public areas</b>
<b>Quality of outdoor athletic fields</b>	<b>How ethically the city conducts business</b>
<b>Timeliness of water/sewer line break repairs</b>	<b>Quality of WSD customer service</b>

**No Significant Change (satisfaction within margin of error from previous year)**

<b>How safe you feel in your neighborhood</b>	<b>Quality of fire and EMS services</b>	<b>Quality of solid waste services</b>
<b>Quality of neighborhood services</b>	<b>Quality of municipal court services</b>	<b>Quality of stormwater management system</b>
<b>Quality of public transportation</b>	<b>Enforcement of local traffic laws</b>	<b>Parking enforcement services</b>
<b>Quality of fire protection and rescue</b>	<b>How quickly fire and rescue responds</b>	<b>Maintenance of streets</b>
<b>Condition of sidewalks in the city</b>	<b>Adequacy of city street lighting</b>	<b>Snow removal on major city streets</b>
<b>Condition of sidewalks in YOUR neighborhood</b>	<b>Accessibility of infrastructure/buildings for people with disabilities</b>	<b>Enforcing clean-up of litter/debris on private property</b>
<b>Enforcing mowing/cutting of weeds on private property</b>	<b>Enforcing exterior maintenance of residential property</b>	<b>Enforcing weeds, litter, and exterior maintenance in YOUR neighborhood</b>
<b>Clean-up of illegal dumping sites</b>	<b>Timeliness of removal of abandoned cars</b>	<b>Enforcing property maintenance of vacant structures</b>
<b>Ease of utilizing 311 services via phone</b>	<b>Courtesy and professionalism of 311 calltakers</b>	<b>How well your questions were resolved via 311</b>
<b>Quality of curbside recycling services</b>	<b>(Airport) food, beverage &amp; concessions</b>	<b>Maintenance of parks</b>
<b>Park facilities, i.e. playgrounds/shelters</b>	<b>Maintenance of boulevards/parkways</b>	<b>Walking/biking trails</b>
<b>Swimming pools and programs</b>	<b>Youth activities and programming</b>	<b>Maintenance of community centers</b>
<b>Programs/activities at comm centers</b>	<b>Communication from Parks Dept</b>	<b>Condition of catch basins</b>

**Significant Decline (more than 1.5% decrease in satisfaction)**

**Visibility of police in neighborhoods**

**Protecting public from new health threats**

**Guarding against food poisoning through restaurant inspections**

**Communicating information about public health concerns**

**Encouraging access to healthy eating and active living**

**Protecting the public from environmental risks**

**Preventing spread of infectious diseases**

**Enforcing removal of signs in the ROW**

**Quality of animal control**

**Ease of utilizing 311 services via web**

**Availability of information about city programs/services**

**Overall usefulness of city website**

**Public involvement in local decision making**

**Quality of Channel 2**

**Content of City's magazine KCMOre**

**Ease of moving through airport security**

**Availability of (airport) parking**

**Overall quality of airport facilities**

**Price of (airport) parking**

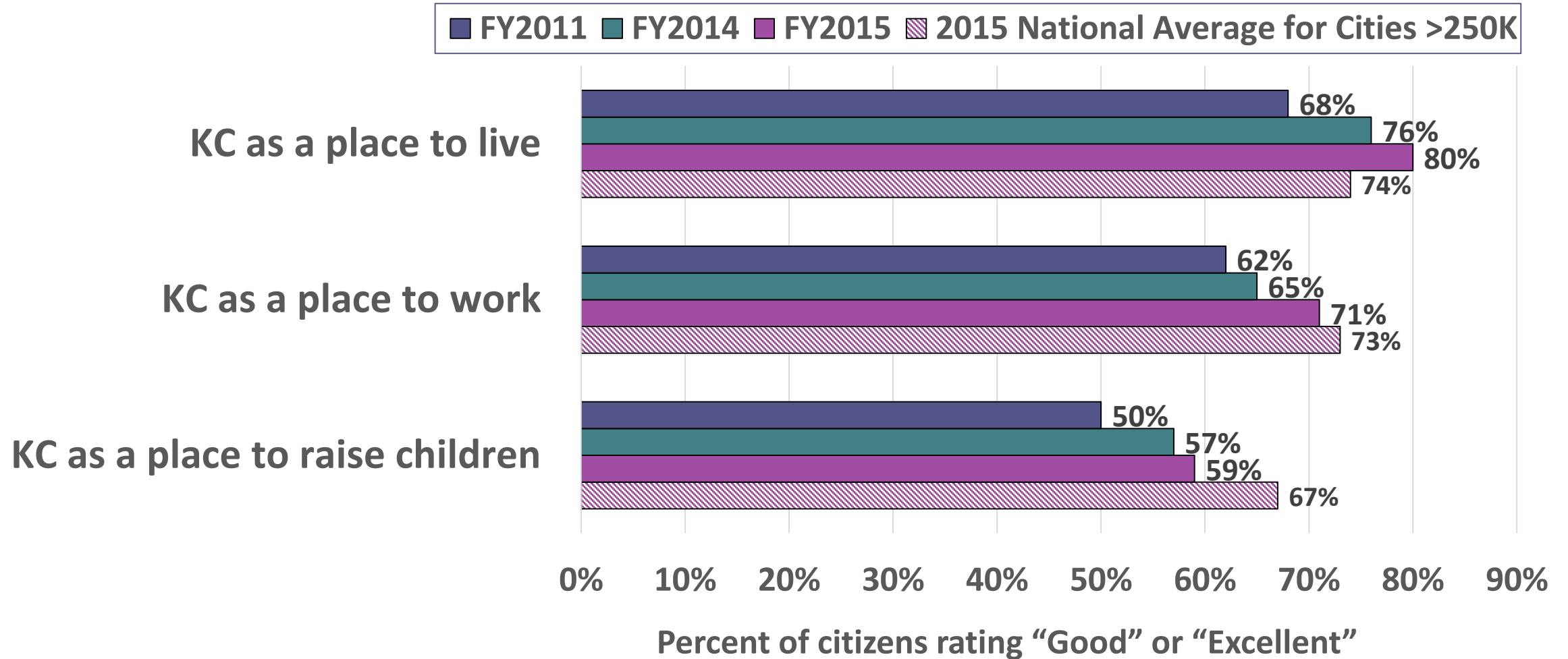
**Helpfulness of (airport) signs and other directions**

**Cleanliness of (airport) facilities**

**Tree trimming and other tree care along city streets and public areas**

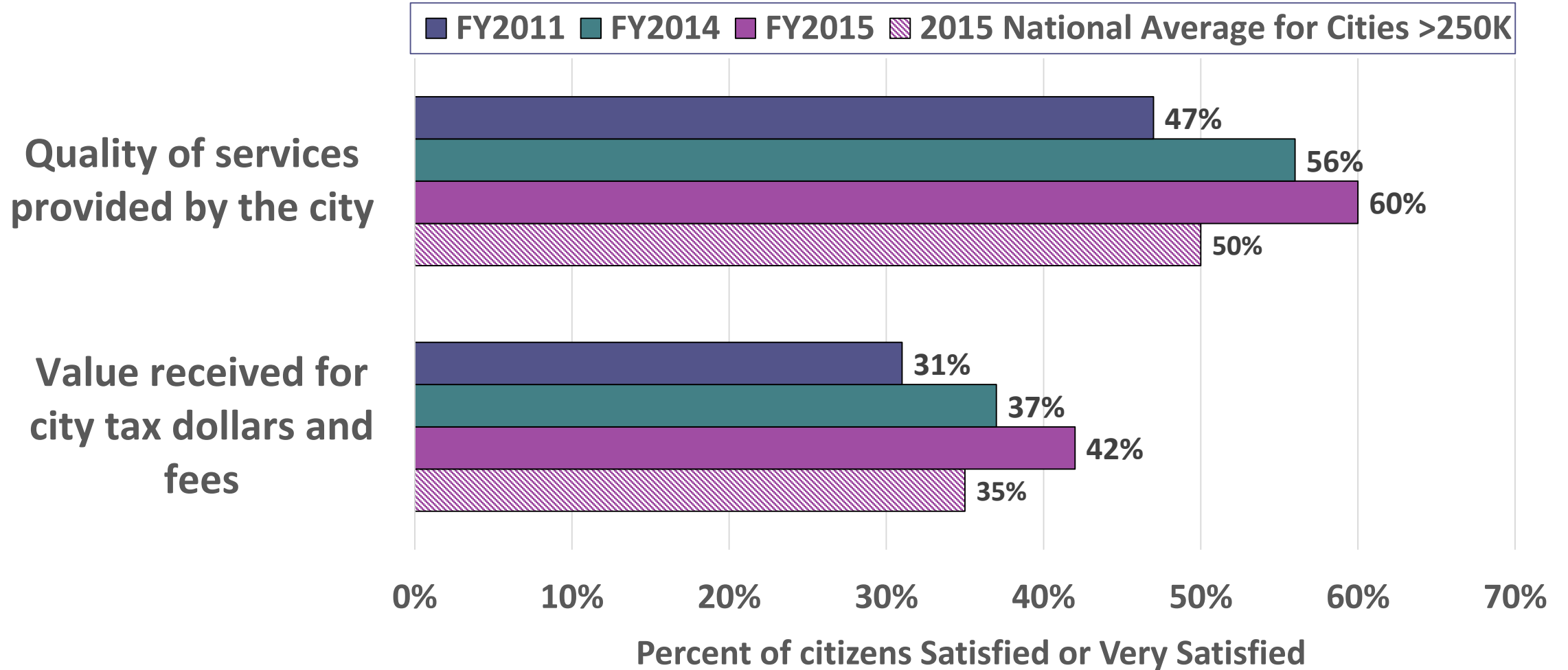
**Quality of customer service from Parks and Rec Dept**

# Perceptions of the Community



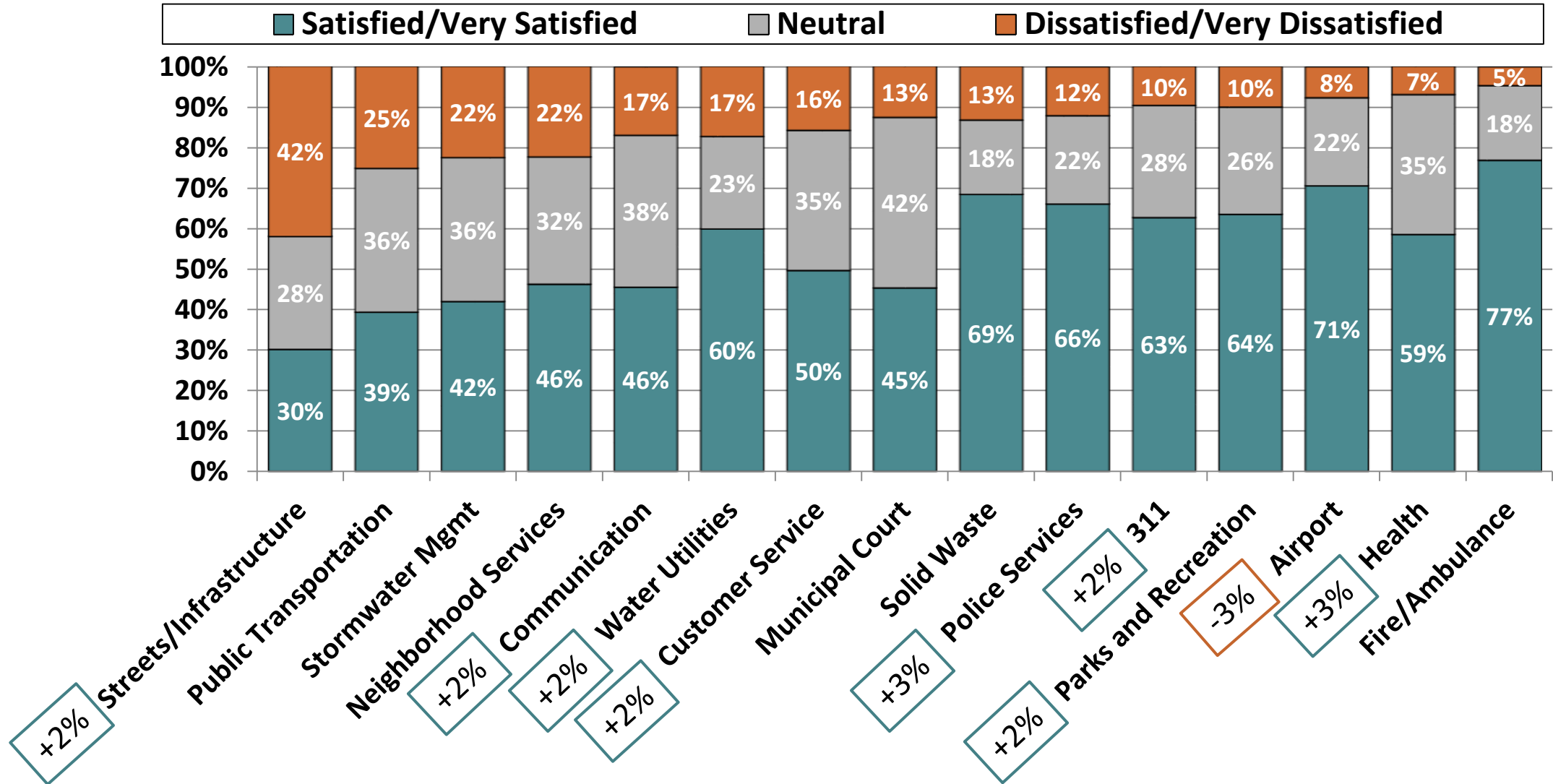
Source: ETC Institute (2015)

# Perceptions of the City

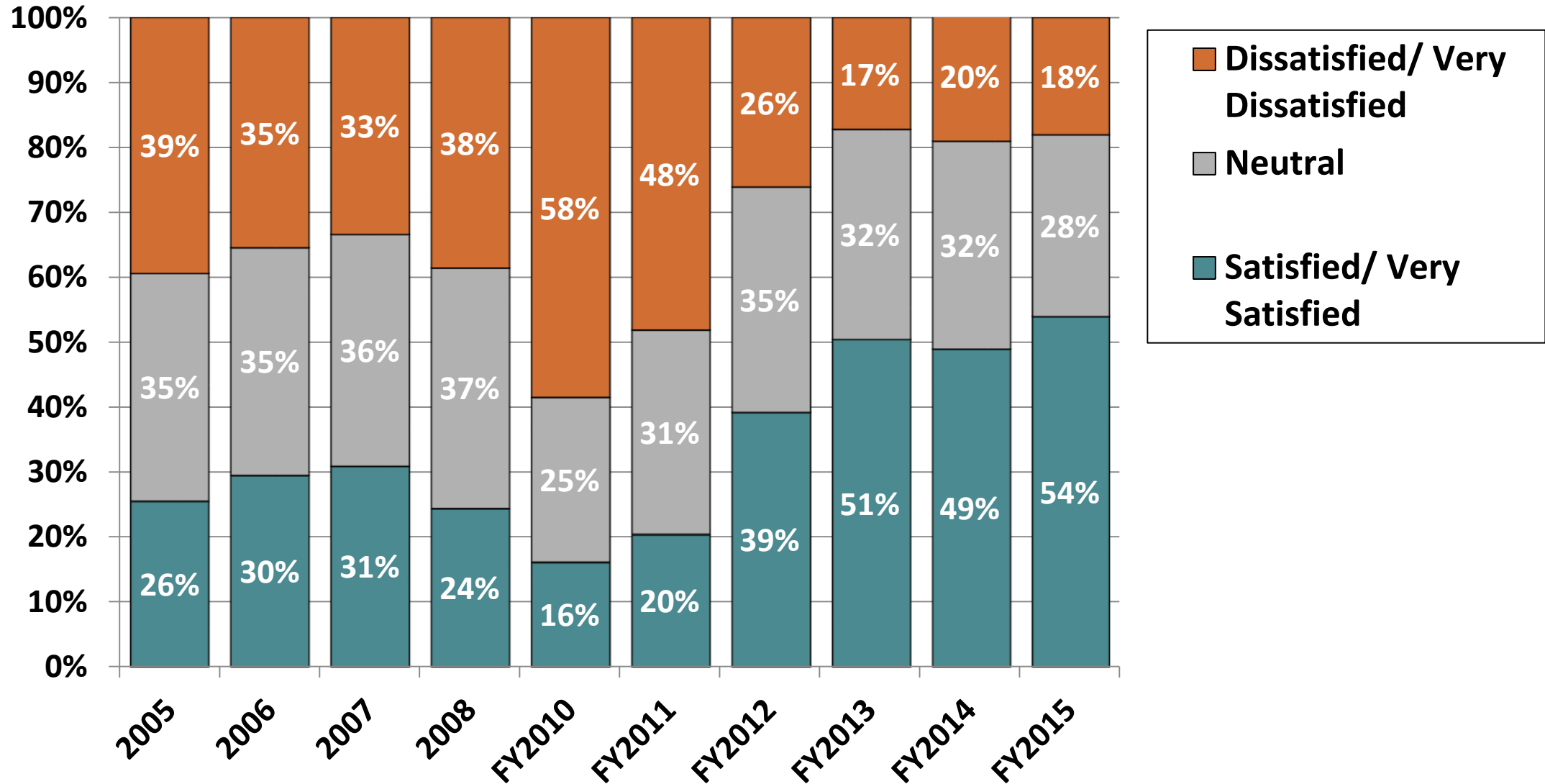


Source: ETC Institute (2015)

# Satisfaction with Categories of City Services



# Quality of Leadership Provided by Elected Officials





# What is important to citizens to improve: Overall

<u>Category of Service</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY14</u>
Streets/Sidewalks/Infrastructure	54%	30%	1	1
Public Transportation	19%	39%	2	3
Neighborhood Services	20%	46%	3	4
Police Services	27%	66%	4	2
Stormwater Management System	14%	42%	5	5
Water Utilities	15%	60%	6	6
Parks and Recreation	14%	64%	7	10
City Communication	8%	46%	8	9
Customer Service	7%	50%	9	8
Fire/Ambulance Services	14%	77%	10	7
Solid Waste Services	9%	68%	11	11
Airport	7%	71%	12	13
Municipal Court	3%	45%	13	14
Health Department Services	4%	59%	14	12
311 Services	3%	63%	15	15

**Importance** = Total percent of citizens selecting category in response to the following question:

*Which **THREE** of the Major Categories listed do you think should receive the **MOST EMPHASIS** from the City over the next two years?*

**I-S** = Rank based on Importance-Satisfaction Rating. This is an established methodology used to identify those services that are of the highest importance to residents and where residents are least satisfied.

Calculation of I-S = (Importance\*(1-Satisfaction)). I-S Rank orders the categories from the highest to lowest I-S.

Shifted in I-S rank since FY14

# What is important to citizens to improve: Infrastructure

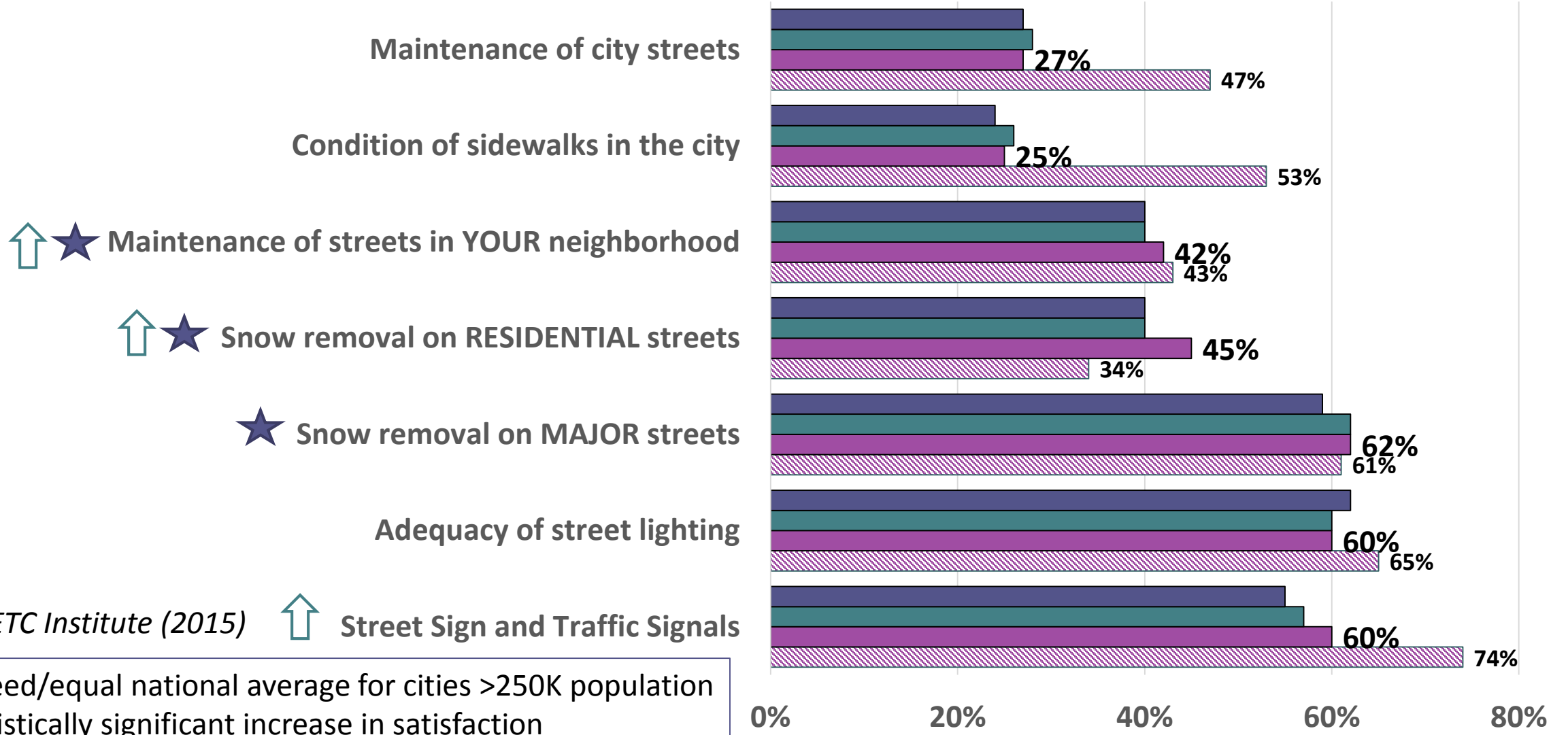
<u>Maintenance Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY14</u>
Maintenance of city streets	43%	27%	1	1
Condition of sidewalks in the city	18%	25%	2	3
Snow removal on residential streets during the past 12 months	23%	45%	3	2
Condition of sidewalks in YOUR neighborhood	18%	36%	4	4
Maintenance of streets in YOUR neighborhood	18%	41%	5	5
On street bike infrastructure	14%	30%	6	--
Accessibility of city streets, sidewalks, & buildings for people with disabilities	9%	46%	7	6
Snow removal on major city streets during the past 12 months	11%	62%	8	7
Adequacy of city street lighting	8%	60%	9	8
Maintenance of street signs and traffic signals	5%	60%	10	9

**Importance** = Total percent of citizens selecting category in response to the following question:  
***Which TWO of the Street, Sidewalk, and Infrastructure Services listed do you think should receive the MOST EMPHASIS from the City over the next two years?***

**I-S** = Rank based on Importance-Satisfaction Rating. This is an established methodology used to identify those services that are of the highest importance to residents and where residents are least satisfied. Calculation of I-S = (Importance\*(1-Satisfaction)). I-S Rank orders the categories from the highest to lowest I-S.

Shifted in I-S rank since FY14

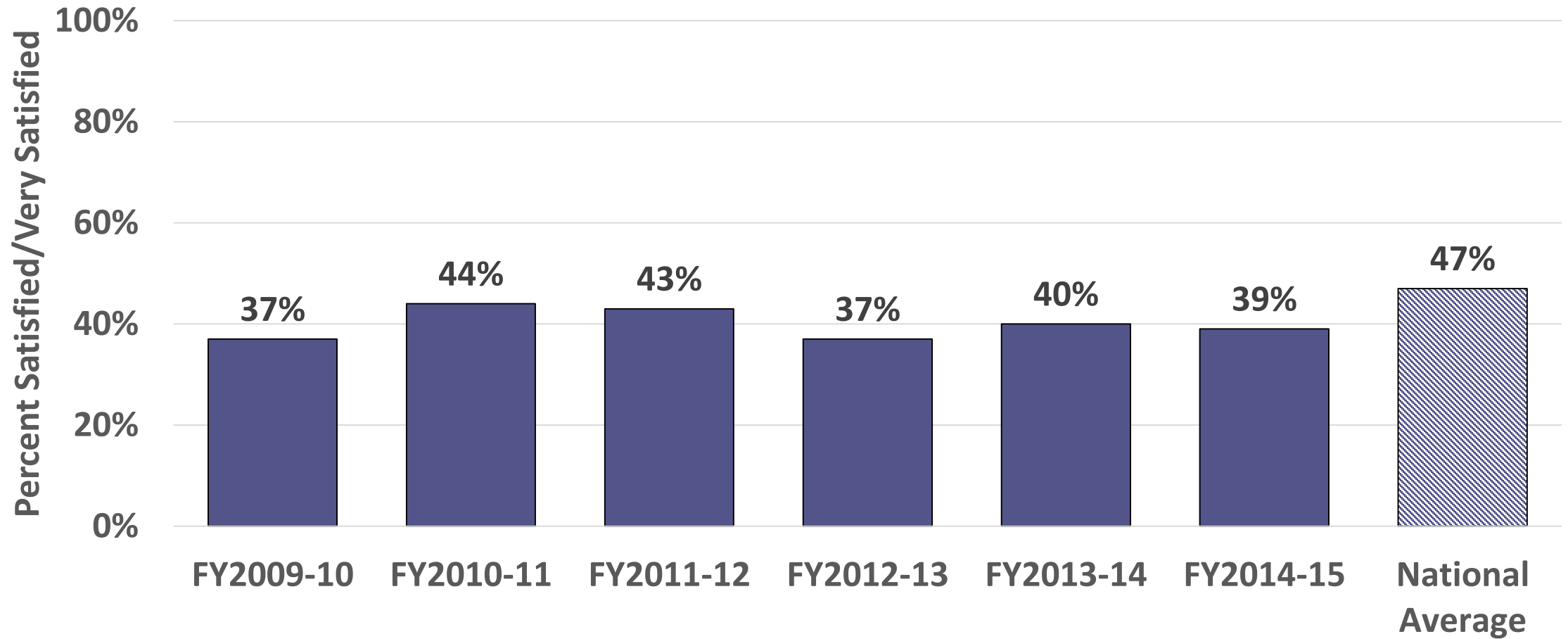
# Infrastructure: Trends and Benchmarks



Source: ETC Institute (2015)

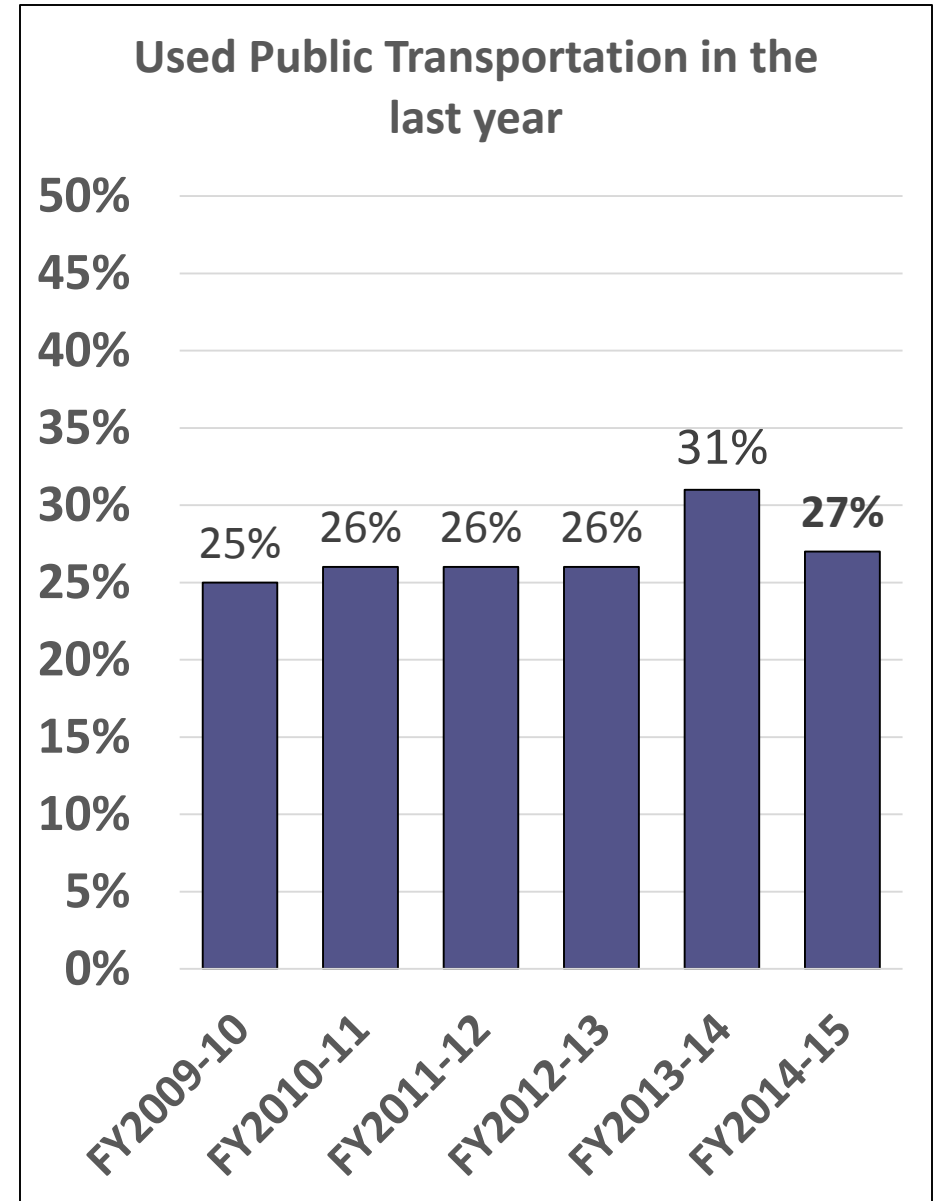
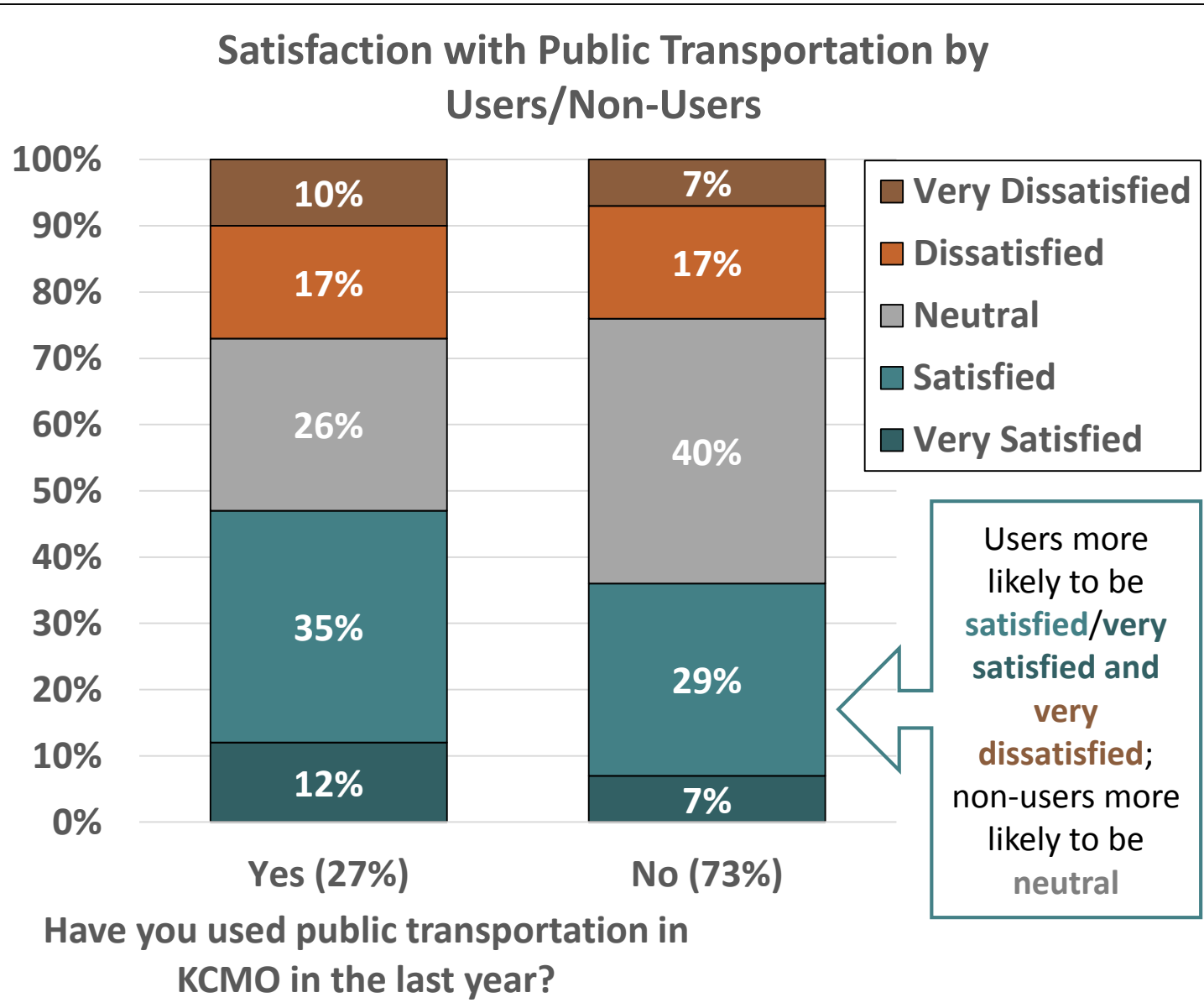
★ = Exceed/equal national average for cities >250K population  
 ↑ = Statistically significant increase in satisfaction

# Public Transportation: Trend and Benchmark



Source: ETC Institute (2015)

# Public Transportation: Users v. Non-Users



# What is important to citizens to improve: Neighborhood Services

<u>Neighborhood Services Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY14</u>
Enforcing property maintenance of vacant structures	28%	21%	1	1
Enforcing the clean-up of litter/debris on private property	28%	28%	2	2
City efforts to clean-up illegal dump sites	22%	28%	3	3
Enforcing the mowing/cutting of weeds private property	21%	27%	4	4
Enforcing the exterior maintenance of residential property	16%	28%	5	5
Enforcing clean-up of litter, mowing of weeds, & exterior maintenance of residential property in YOUR neighborhood	16%	41%	6	6
Quality of animal control	11%	42%	7	7
Enforcing the removal of signs in the ROW	5%	36%	8	9
Timeliness of removal of abandoned cars	5%	33%	9	8

**Importance** = Total percent of citizens selecting category in response to the following question:

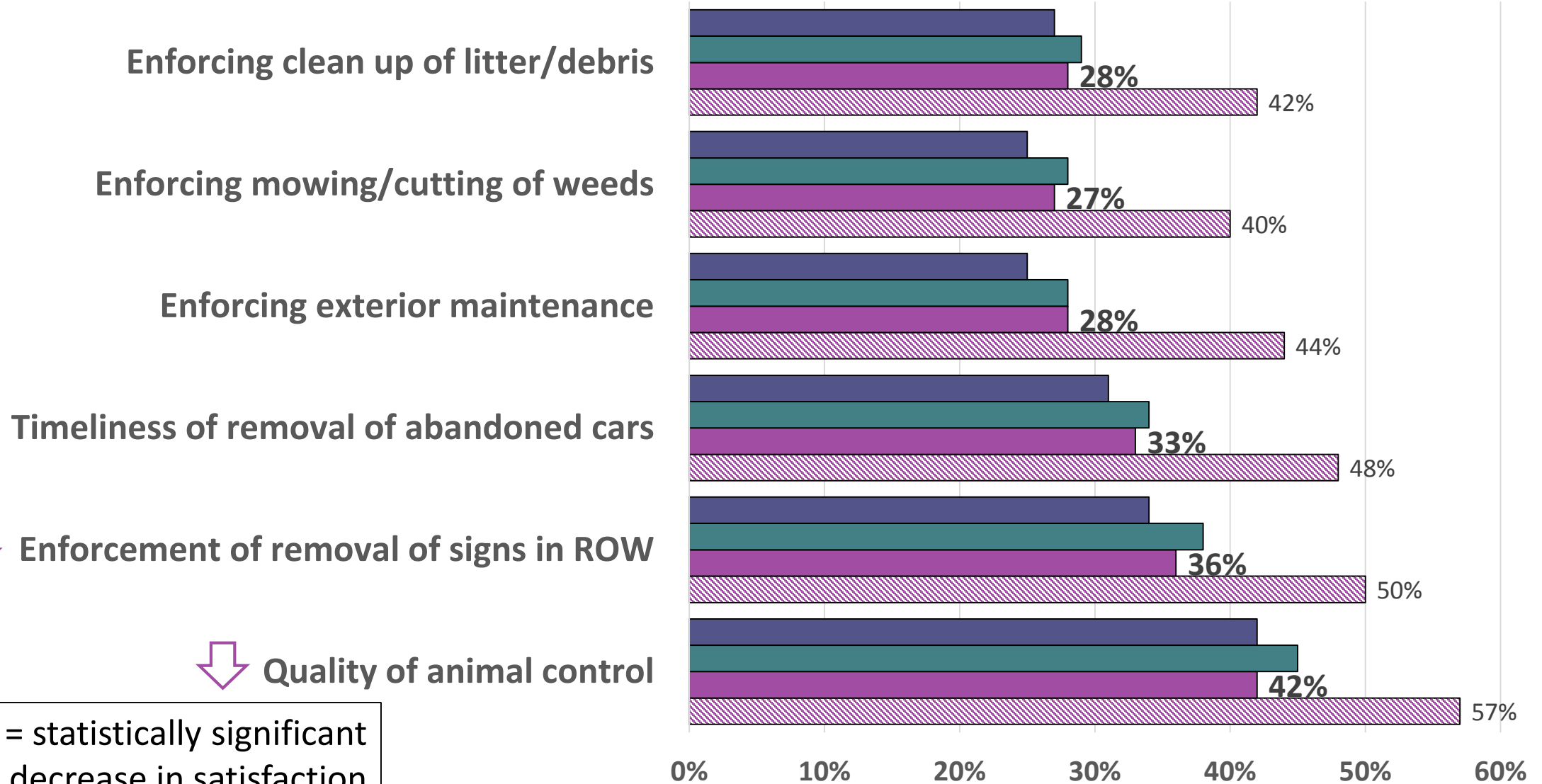
***Which TWO of the Neighborhood Services listed do you think should receive the MOST EMPHASIS from the City over the next two years?***

**I-S** = Rank based on Importance-Satisfaction Rating. This is an established methodology used to identify those services that are of the highest importance to residents and where residents are least satisfied. Calculation of I-S = (Importance\*(1-Satisfaction)). I-S Rank orders the categories from the highest to lowest I-S.

Shifted in I-S rank since FY14

# Neighborhood Services: Trends and Benchmarks

Source: ETC Institute (2015)



↓ = statistically significant decrease in satisfaction

# What is important to citizens to improve: Police Services

<u>Police Services Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY14</u>
The city's overall efforts to prevent crime	45%	50%	1	1
The visibility of police in neighborhoods	42%	49%	2	2
How quickly police respond to emergencies	29%	56%	3	3
Effectiveness of local police protection	28%	66%	4	4
Enforcement of local traffic laws	11%	53%	5	5
Parking enforcement services	5%	48%	6	6

**Importance** = Total percent of citizens selecting category in response to the following question:

***Which TWO of the Police Services listed do you think should receive the MOST EMPHASIS from the City over the next two years?***

**I-S** = Rank based on Importance-Satisfaction Rating. This is an established methodology used to identify those services that are of the highest importance to residents and where residents are least satisfied.

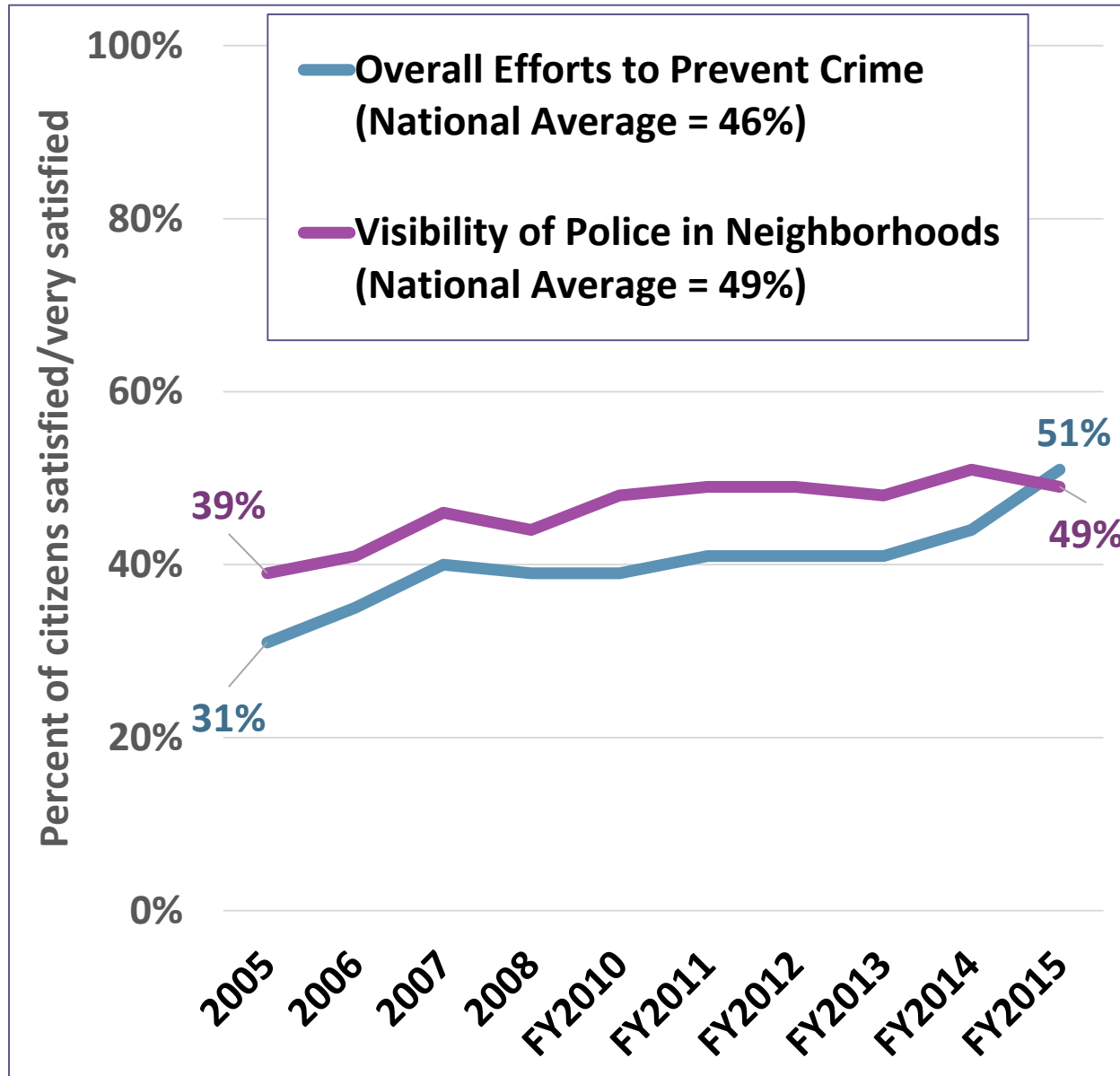
Calculation of I-S = (Importance\*(1-Satisfaction)). I-S Rank orders the categories from the highest to lowest I-S.



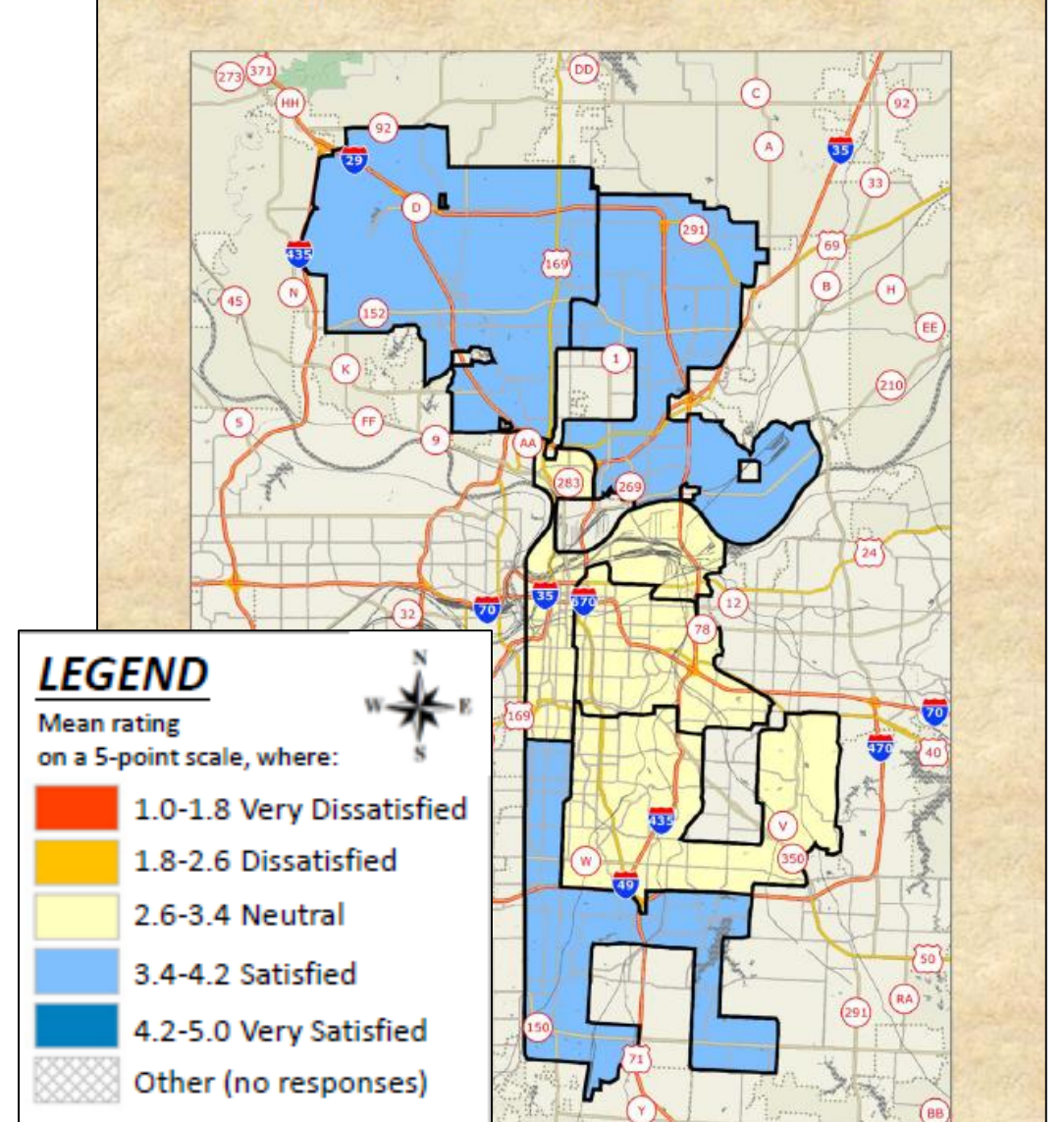
# Police Services: Trends and Benchmarks

Source: ETC Institute (2015)

## Visibility of Police in Neighborhoods by Council District



Q5b Satisfaction with the visibility of police in neighborhoods

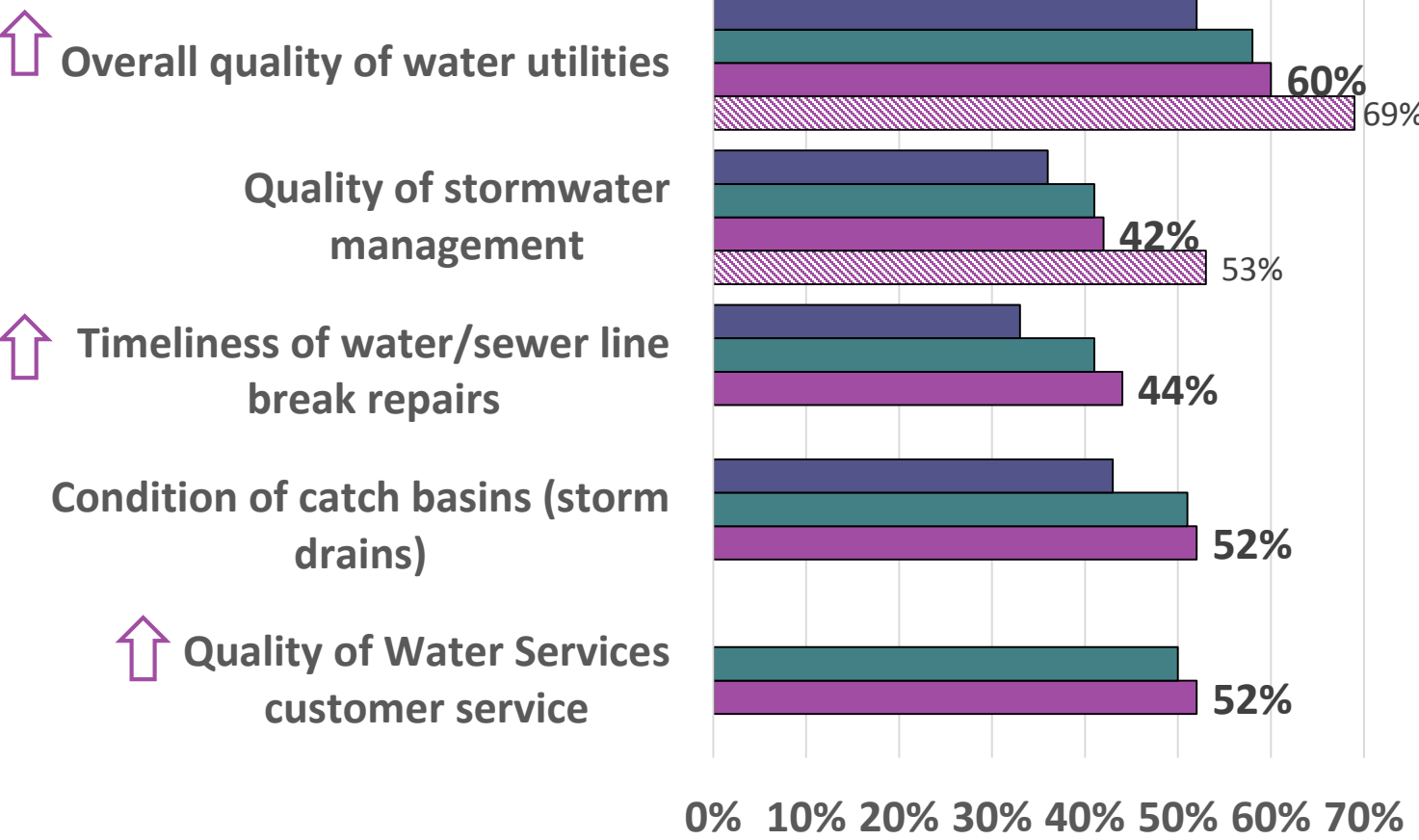


FY 2014-15 City of Kansas City, MO Citizen Survey

Shading reflects the mean rating for all respondents by District (merged as needed)

# Water Services/Stormwater: Trends and Benchmarks

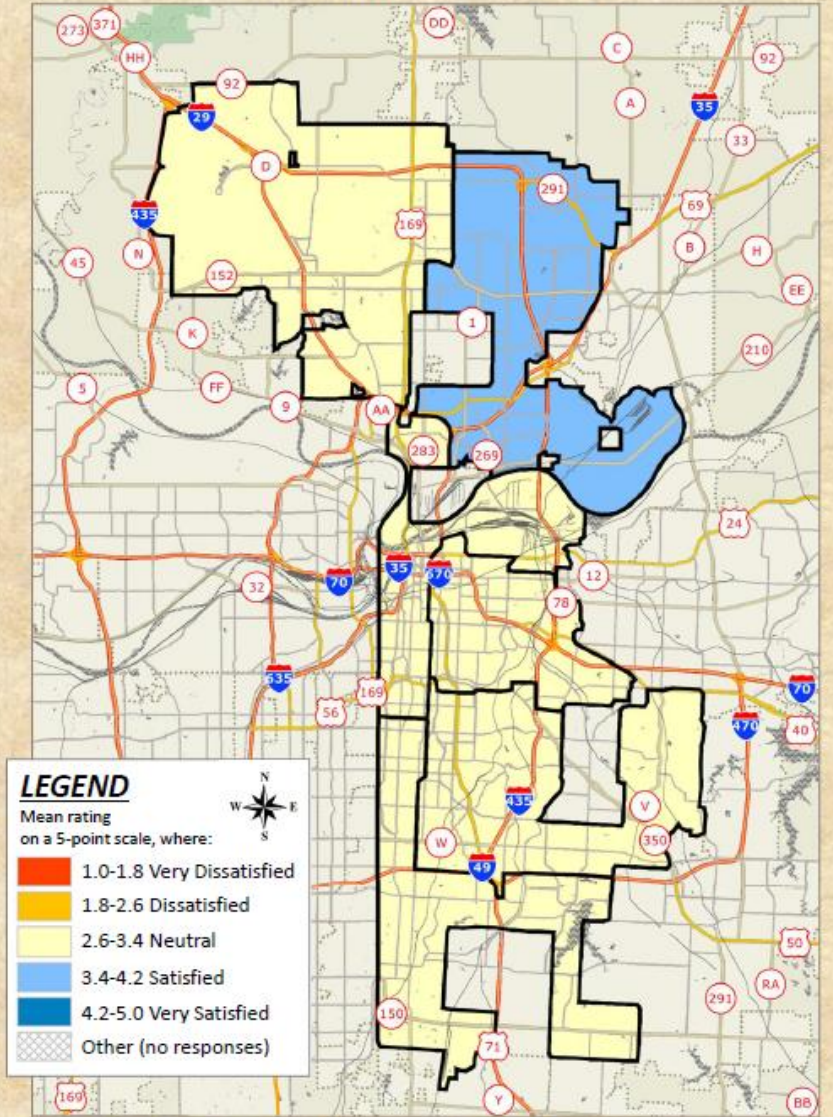
Source: ETC Institute (2015)



↑ = statistically significant increase in satisfaction

# Stormwater Management by Council District

Q3n Satisfaction with overall quality of the city's stormwater runoff/management system



FY 2014-15 City of Kansas City, MO Citizen Survey  
Shading reflects the mean rating for all respondents by District (merged as needed)

# What is important to citizens to improve: Parks & Recreation

<u>Parks and Recreation Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY14</u>
The city's youth programs and activities	23%	37%	1	2
Tree trimming/tree care along city streets	22%	48%	2	1
Walking and biking trails in the City	19%	56%	3	3
Maintenance of City parks	22%	73%	4	4
Maintenance of boulevards & parkways	14%	69%	5	5
City swimming pools and programs	9%	41%	6	7
Programs/activities at community ctrs	9%	48%	7	6
Facilities (playgrounds/shelters) in parks	10%	66%	8	10
Quality of communication from Parks	5%	44%	9	9
Maint/appearance of community centers	5%	53%	10	13
Quality of outdoor athletic fields	5%	66%	11	12
Customer service from Parks employees	3%	48%	12	11

**Importance** = Total percent of citizens selecting category in response to the following question:

***Which TWO of the Parks and Recreation Services listed do you think should receive the MOST EMPHASIS from the City over the next two years?***

**I-S** = Rank based on Importance-Satisfaction Rating. This is an established methodology used to identify those services that are of the highest importance to residents and where residents are least satisfied.

Calculation of I-S = (Importance\*(1-Satisfaction)). I-S Rank orders the categories from the highest to lowest I-S.

Shifted in I-S rank since FY14

# Parks and Rec: Trends and Benchmarks

<u>Question</u>	<u>FY12 Change</u>	<u>FY13 Change</u>	<u>FY14 Change</u>	<u>FY15 Change</u>
Overall quality of city parks & rec programs and facilities*	no chg	no chg	+ 3%	+2%
Maintenance of City parks*	+ 8%	+ 8%	+2%	no chg
Quality of outdoor athletic fields*	+ 4%	+ 6%	+ 4%	+2%
Walking and biking trails in the City	+ 2%	+ 6%	+ 2%	no chg
The city's youth athletic programs (youth programs and activities)	no chg	+ 4%	+ 5%	no chg
Quality of customer service from Parks employees			+ 4%	-3%
Quality of facilities (shelters/playgrounds) in city parks*	+ 5%	+ 9%	no chg	no chg
Maintenance of boulevards and parkways	+ 4%	+ 8%	no chg	no chg
Maintenance/appearance of City community centers	+ 6%	+ 4%	no chg	no chg
Mowing/tree trimming along city streets (Tree trimming and other tree care)	no chg	+ 11%	no chg	-4%
Programs and activities at City community centers	no chg	+ 4%	no chg	no chg
City swimming pools and programs	- 2%	+ 6%	no chg	no chg
Quality of communication from Parks and Recreation			no chg	no chg

\* At or exceeding 2015 national average for cities with population of 250k+

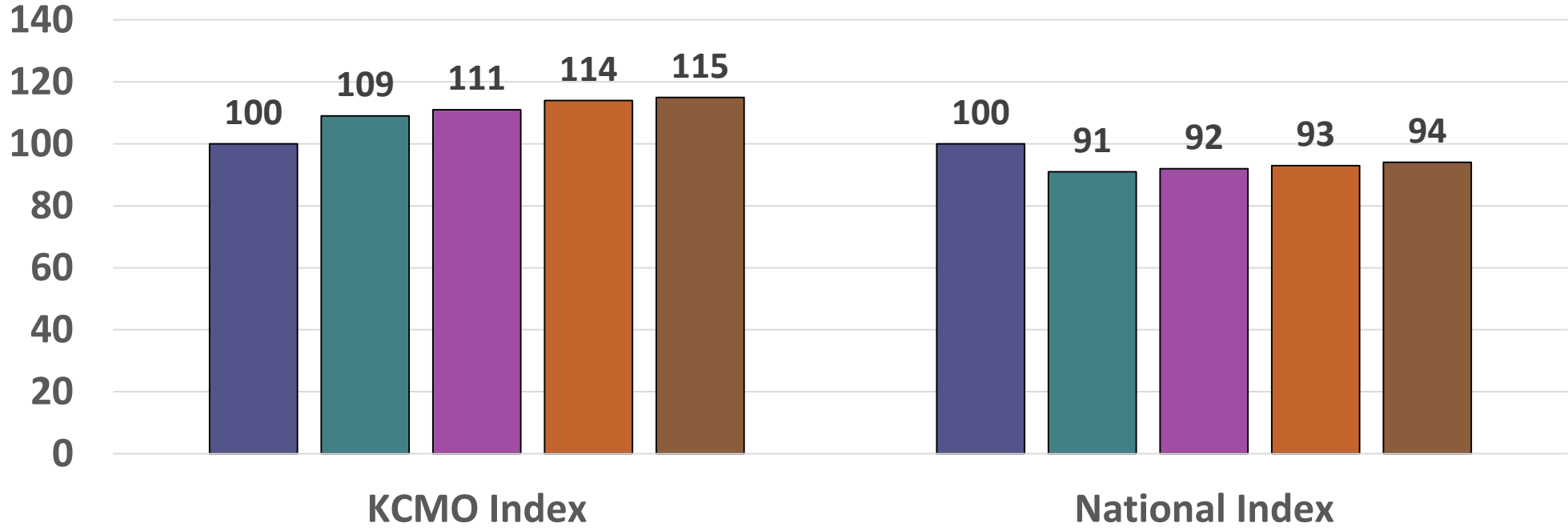
Source: ETC Institute (2015)

Parks Services have mostly sustained increases over time

# Overall Change Compared to National Benchmark

## Overall Composite Citizen 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)



Source: ETC Institute (2014)

# Changes to Survey for FY15-16

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- Adding
  - ▣ Physical appearance of your neighborhood
  - ▣ Additional questions on animal control
  - ▣ Additional questions on vacant buildings
  - ▣ Use of social media
  - ▣ Public engagement opportunities
  - ▣ Dwelling type (single family home, apartment, duplex, other)
  - ▣ Had contact with a KCPD Officer
- Rewording
  - ▣ Some Health Department questions about infectious disease and services for family and children
  - ▣ Channel 2 – added “web streaming”

# Salute to Services



## You did it!

Thanks to your dedication and excellent customer service, Satisfaction with City Services is at an all-time high.\*



## THANK YOU!

\*2014-25 Survey results Citizen Satisfaction at 60%, up 13 points in past 4 years, up 5 points since last year.

# Questions?

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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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