

# KCMO Citizen Survey Results, FY15-16

Presentation to Business Session

July 7, 2016

# Methodology: Based on a strong statistical foundation

Administered by survey experts

- ETC Institute has been contractor since 2001
- In the last 5 years, they have done surveys in over 700 cities/counties

Random and large sample

- Random sample of population means that results can be assumed to represent entire population
- 9,000 surveys sent, 4,215 completed
- ETC compares final sample to KCMO census demographics to ensure it is representative

Three possible completion methods

- Survey is triggered by mail
- Phone follow-up increases response rate
- Citizens receiving can also choose to complete online

Quarterly administration

- Survey was sent in August 2015, November 2015, February 2016, and April 2016
- Splitting into quarters allows us to track results year-round and balances out any seasonal anomalies

## Use of results: Routinely integrated into planning and operations

### Dangerous building demolition

- FY14 survey indicated a high level of dissatisfaction with vacant buildings; FY16 showed that demolition was the major concern

### Bulky pick-up program

- FY16 mid-year results showed that reduced service had resulted in major drop in satisfaction

### KCMOre mailings

- For last several fiscal years, survey data has been mined for information on communication satisfaction and preferences in order to target KCMOre magazine mailings

# Importance-Satisfaction Analysis: Moves beyond just satisfaction to prioritization

Importance-Satisfaction (I-S for short) takes into account:



I-S is available for comparing between overall service areas and also for comparing between individual services within a service area. The top 3 I-S rankings are shown on slides for service areas where they are available.

# Trends from previous year: Dependent on the service area

## Satisfaction increased

- Image of the city
- Leadership from elected officials

## Satisfaction remained steady in most questions

- Quality of life
- Value for taxation
- Overall city services
- Fire/EMS
- Neighborhood Services
- Health
- Communications
- Education system

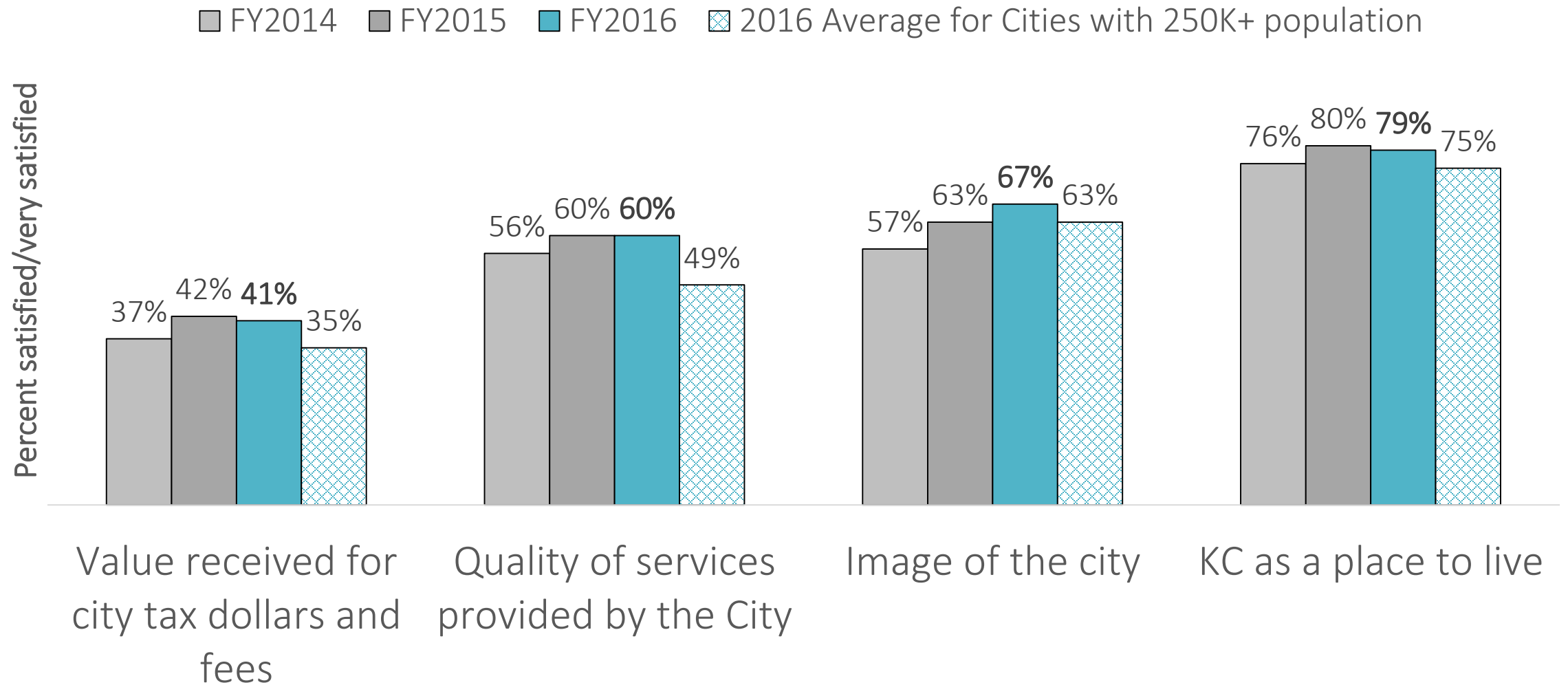
## Satisfaction decreased in most questions

- Police and feelings of safety
- Infrastructure
- Solid waste

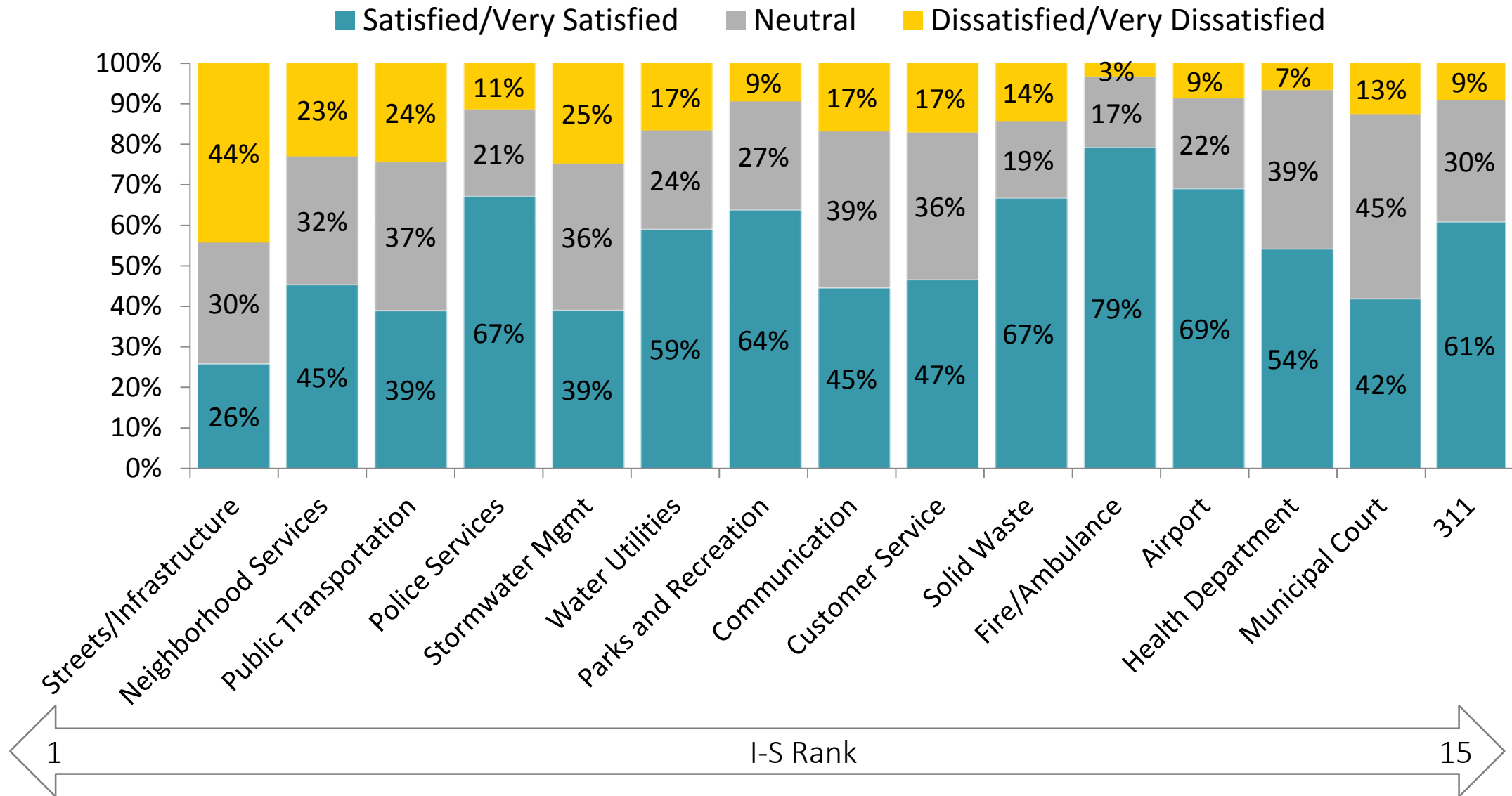
## No clear satisfaction trend (dependent on specific question)

- 311
- Parks
- Airport
- Water Services

# Perception of the city and community: Remains positive compared to both past and benchmarks

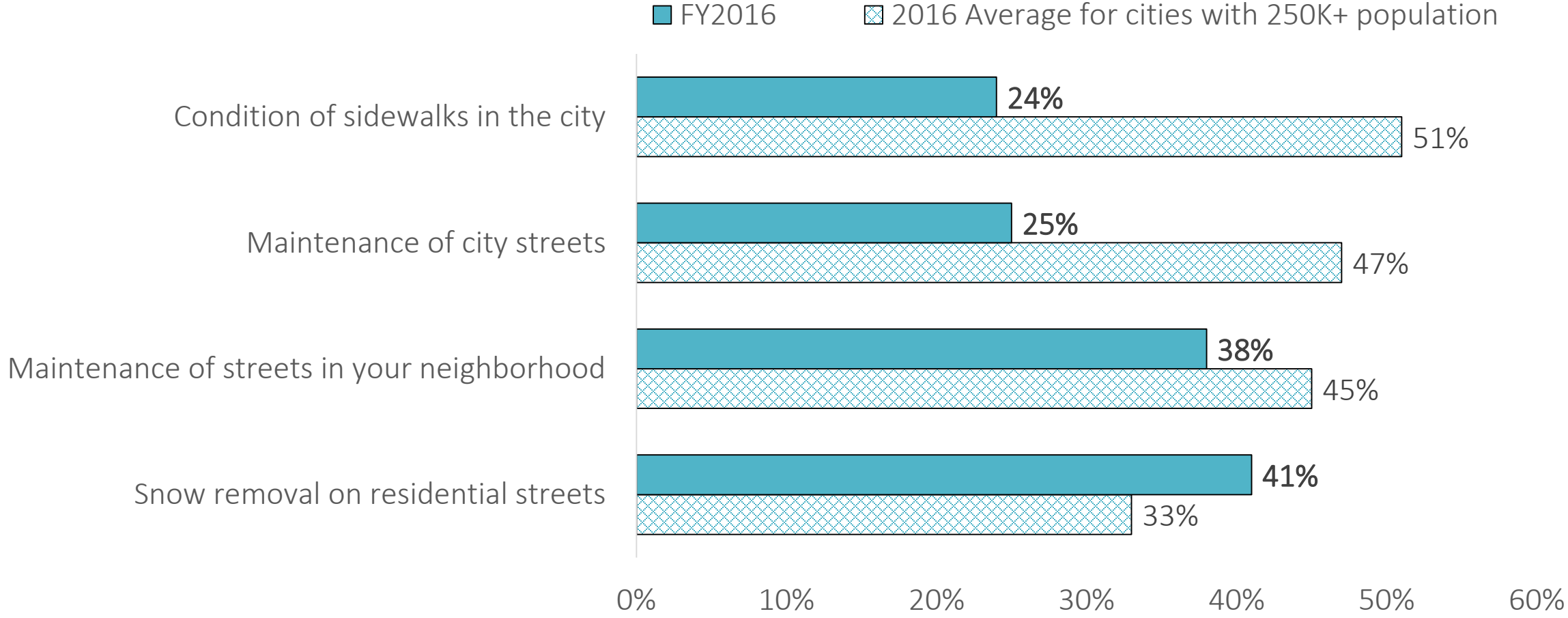


# Overall Service Areas: Satisfaction and priority vary



# City Streets, Sidewalks and Infrastructure: Many areas lag national averages

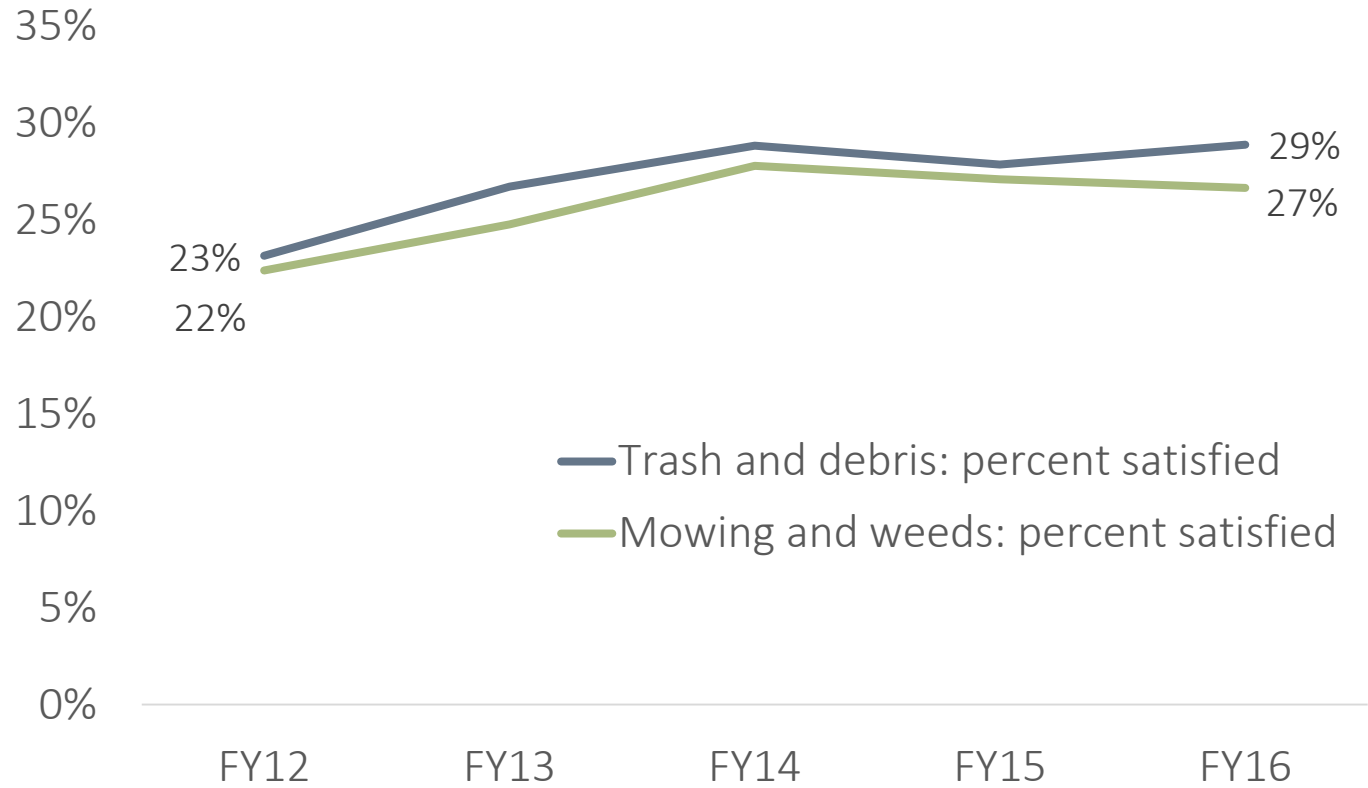
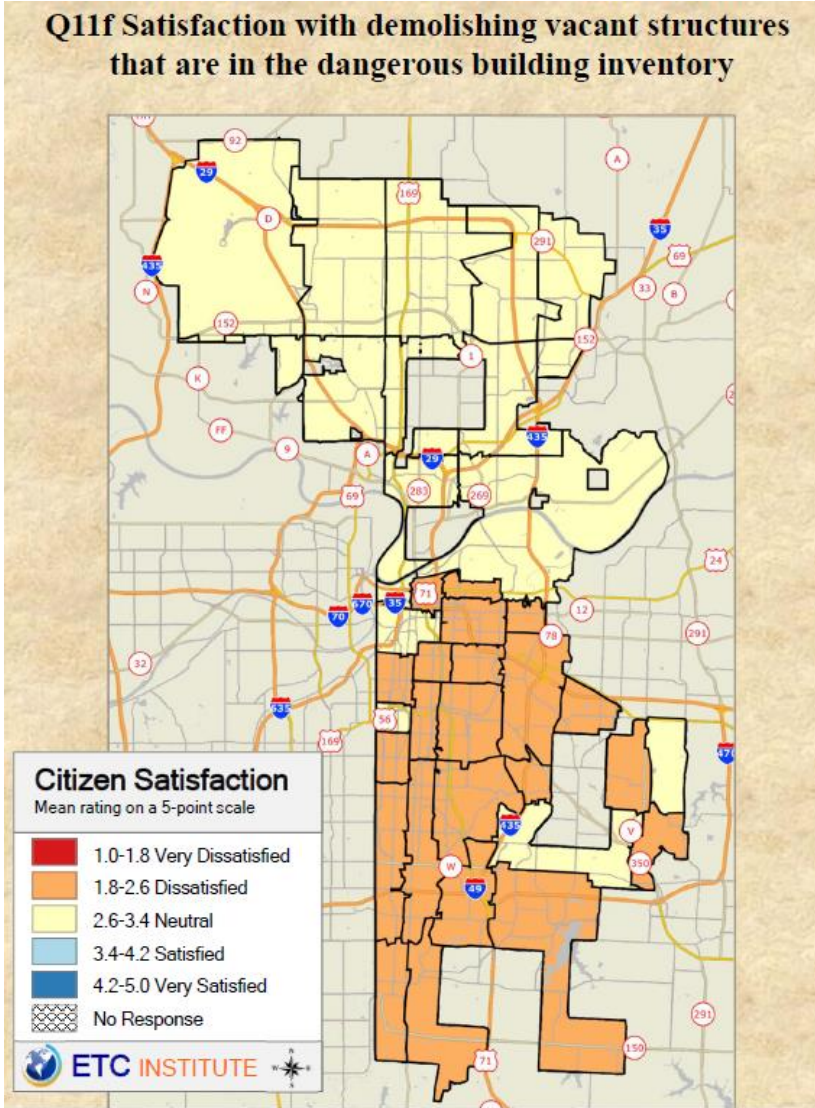
- I-S Rank Top 3
- 1. Maintenance of city streets
  - 2. Condition of sidewalks in city
  - 3. Snow removal on residential streets in the past 12 months





# Neighborhood Services: Consistent dissatisfaction with vacant structures and nuisance issues

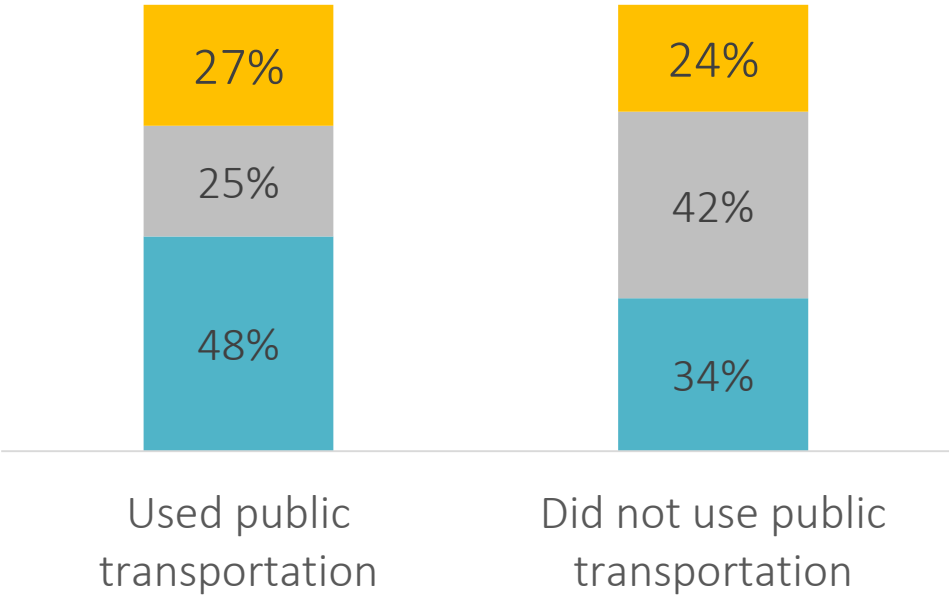
- I-S Rank Top 3
1. Demolishing vacant structures that are in the dangerous building inventory
  2. Enforcing the clean-up of trash and debris on private property
  3. Enforcing the mowing and cutting of weeds on private property



# Public Transportation: Users are more satisfied; use varies by geography

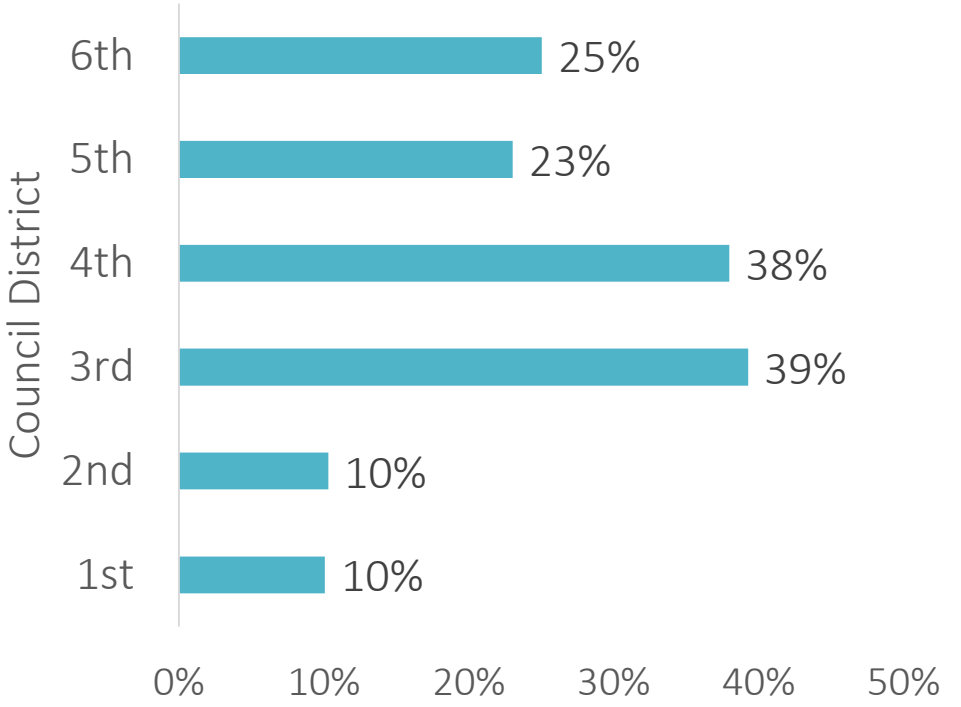
Satisfaction by Use

- Dissatisfied/Very Dissatisfied
- Neutral
- Satisfied/Very Satisfied



Use by Council District

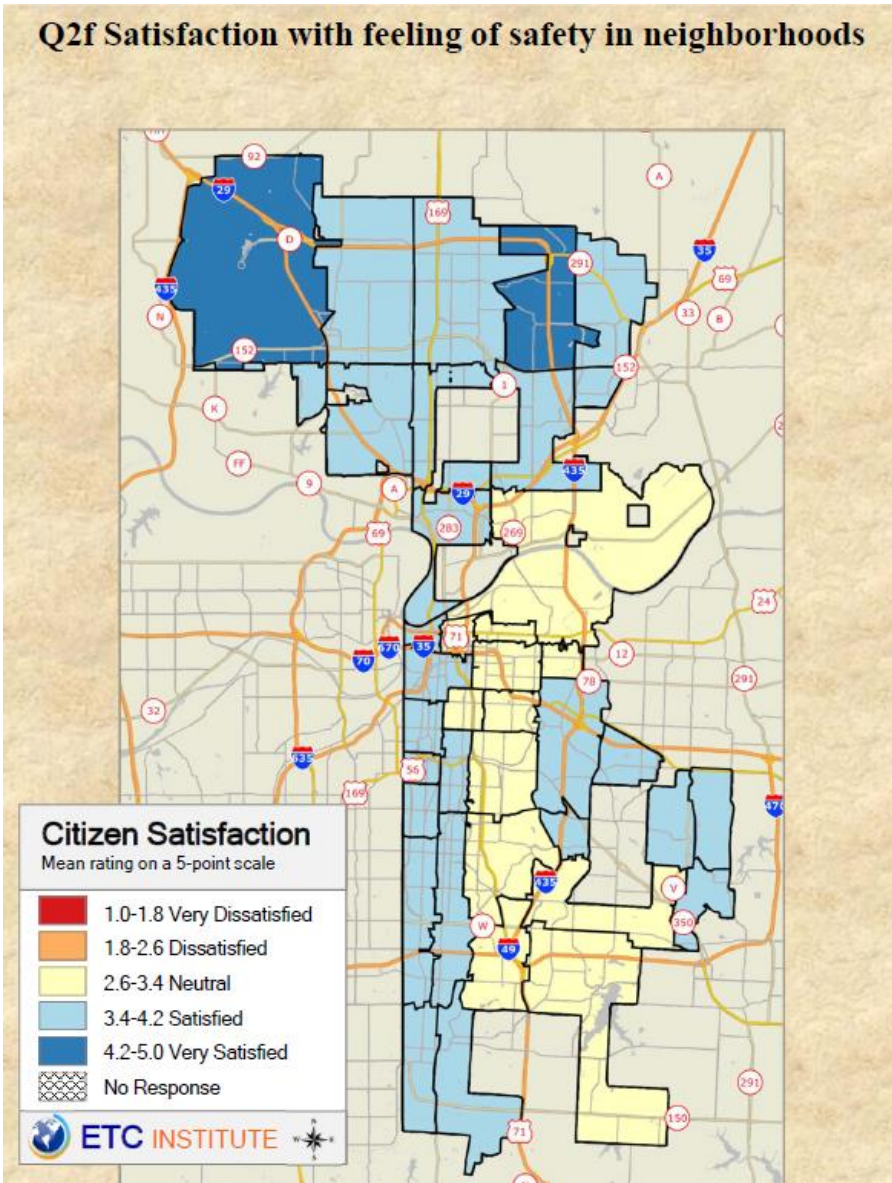
- Percent who used public transportation



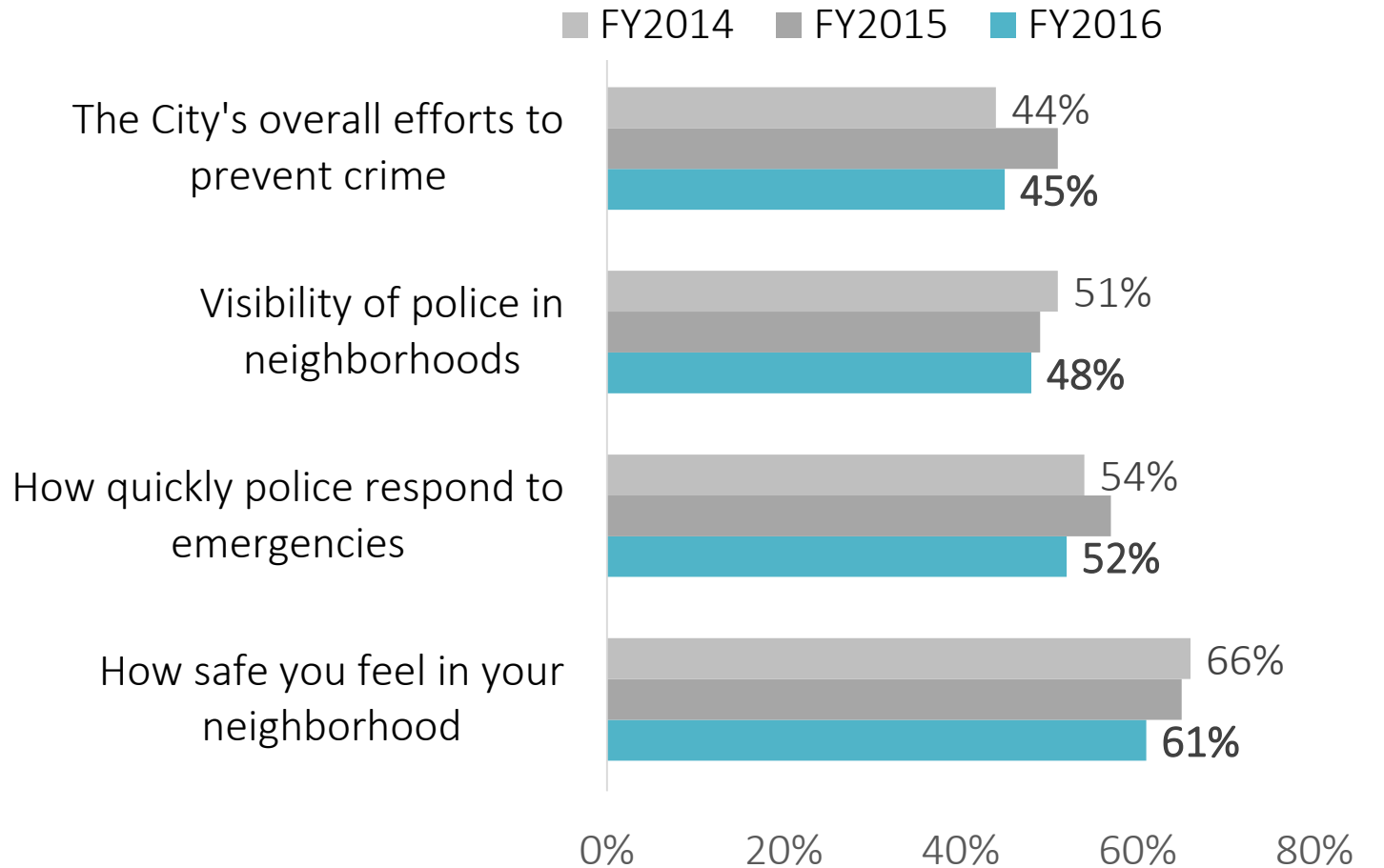
*Addition to FY16-17 survey: separate questions on satisfaction and use for KCATA bus system and KC Streetcar*

# Police Services: Declines in satisfaction

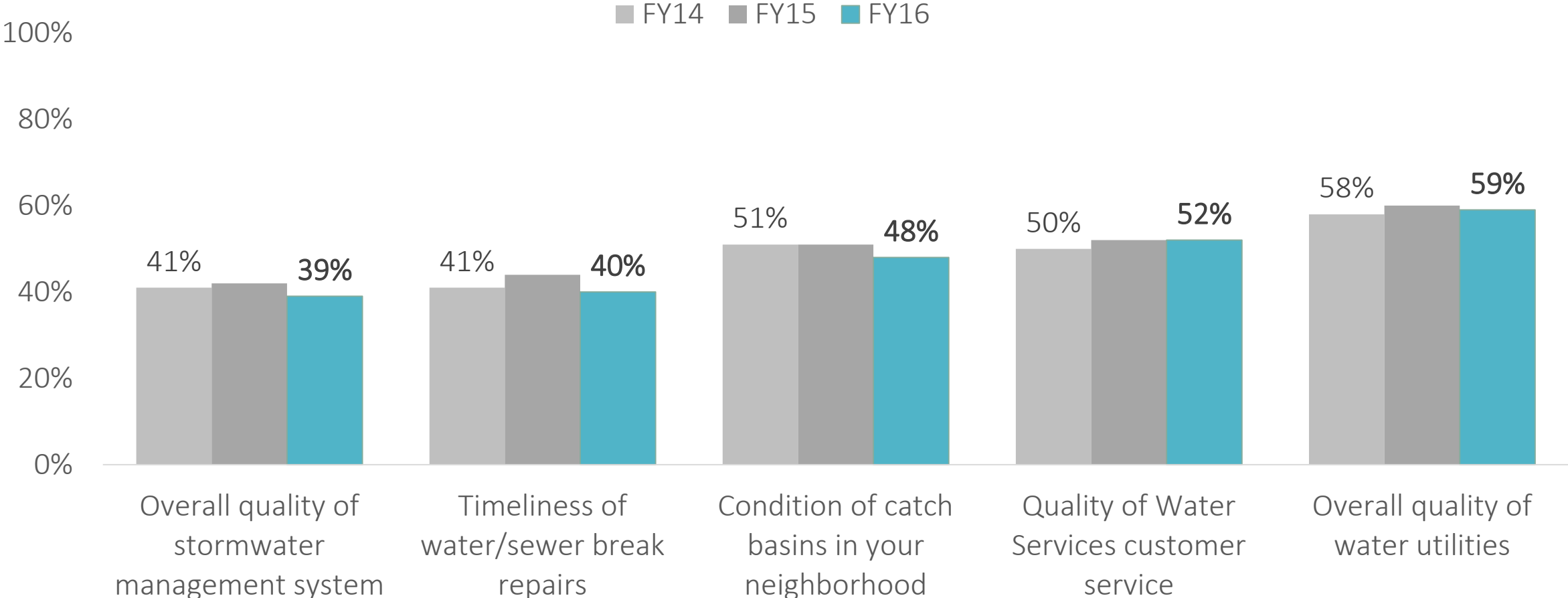
Q2f Satisfaction with feeling of safety in neighborhoods



- I-S Rank Top 3
1. The city's overall efforts to prevent crime
  2. The visibility of police in neighborhoods
  3. How quickly police respond to emergencies



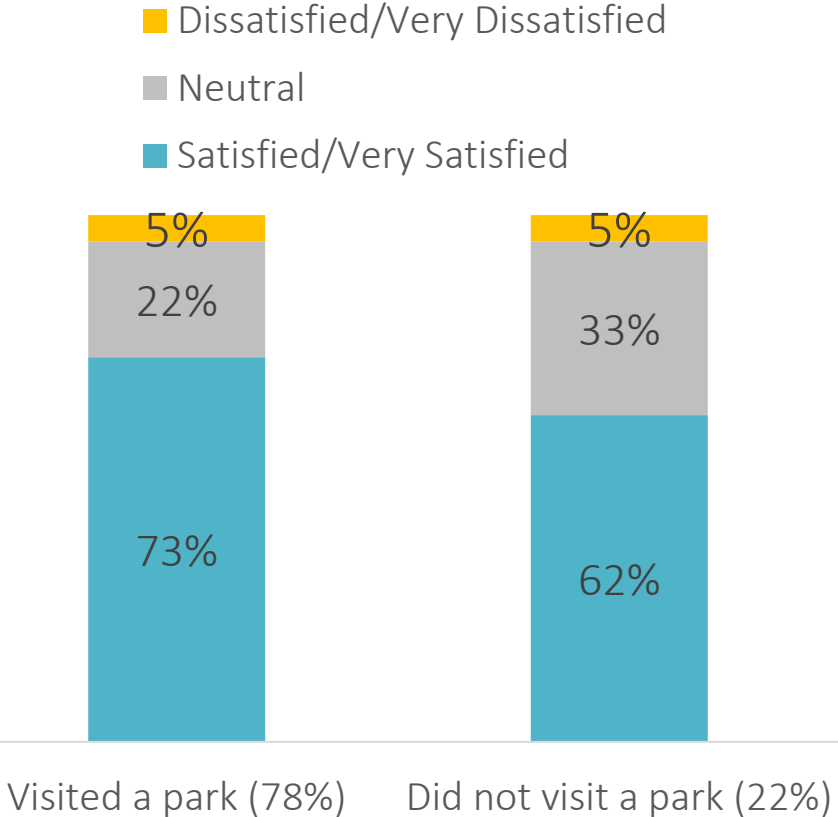
# Water Services and Stormwater System: Overall trend in satisfaction is flat



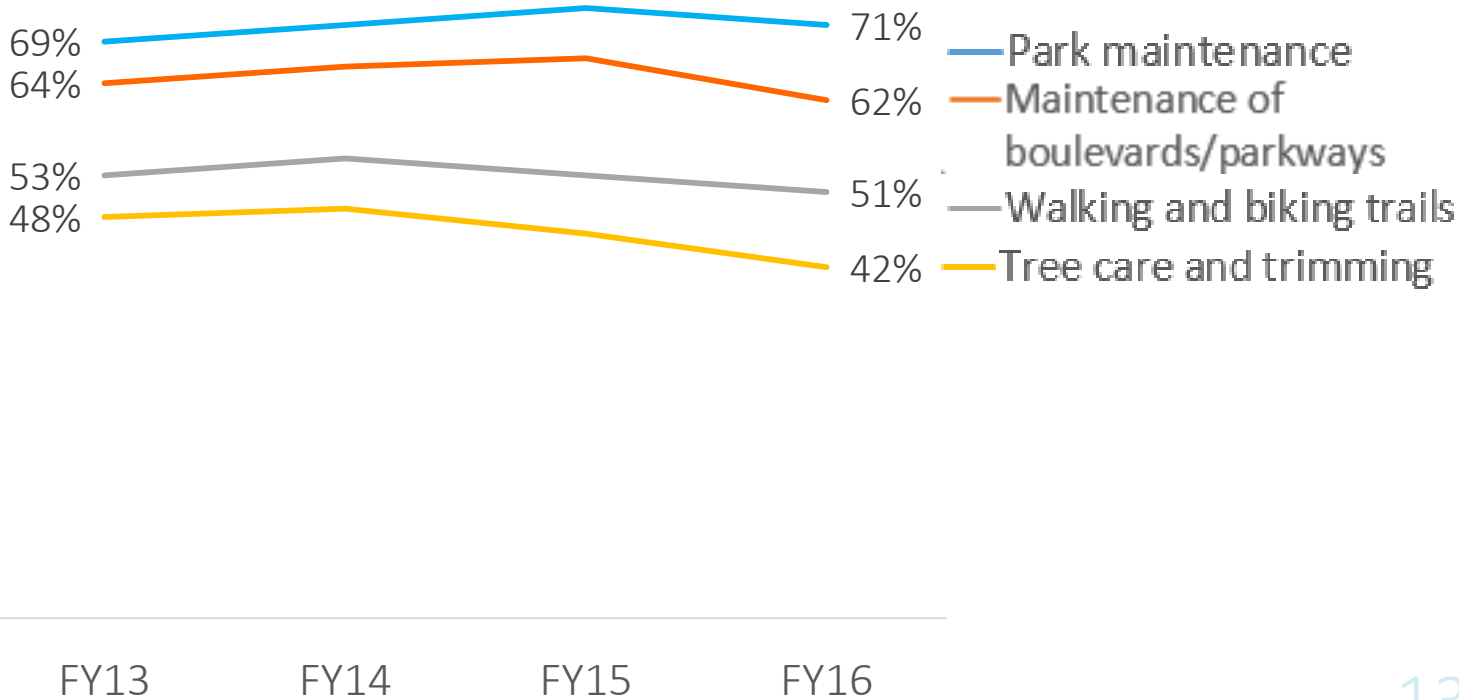
# Parks and Recreation: Park use and satisfaction is high; satisfaction with other assets has decreased

- I-S Rank Top 3
1. Tree trimming and other tree care along city streets and other public areas
  2. The city's youth programs and activities
  3. Walking and biking trails in the City

Satisfaction with park maintenance by use



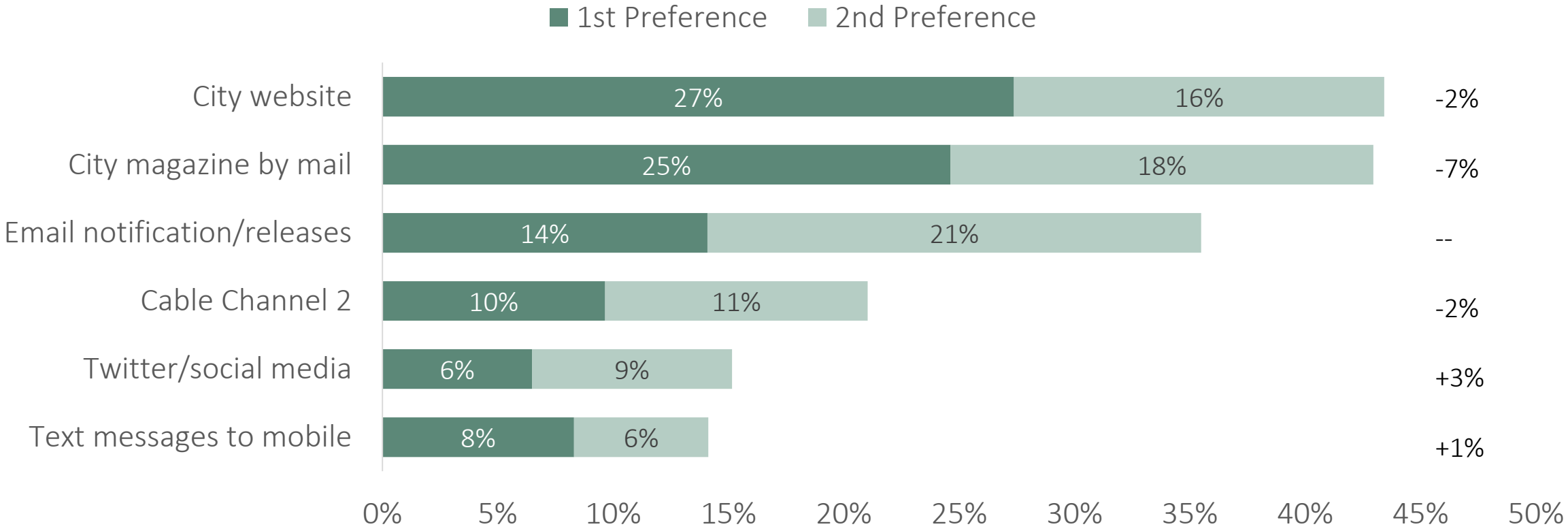
Satisfaction with asset-related questions in I-S Top 5



# Communications: Satisfaction decreased for availability of information; preferences for communication vary considerably

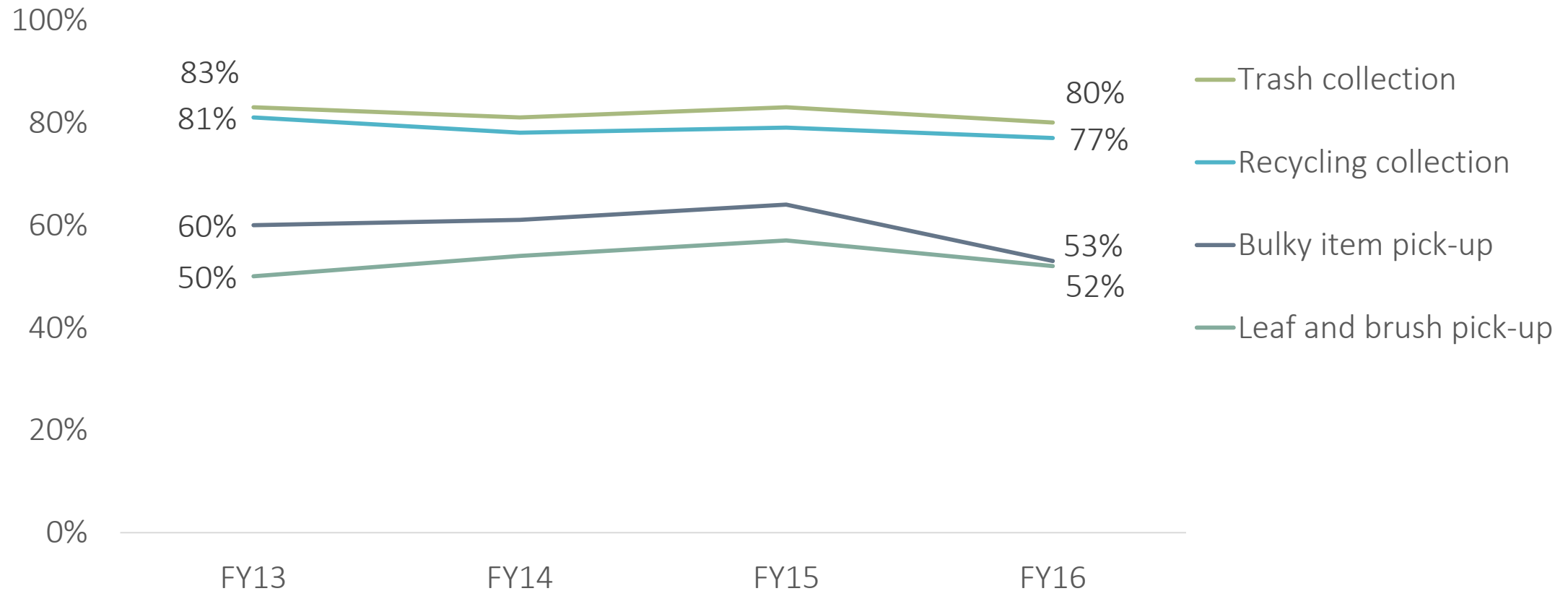
- I-S Rank Top 3
1. Opportunity to engage/provide input into decisions made by the city
  2. Availability of information about city programs and services
  3. Overall usefulness of the city's website

Preferred methods of receiving information from the City



# Solid Waste: Declines in satisfaction in all services; satisfaction with core services remains high

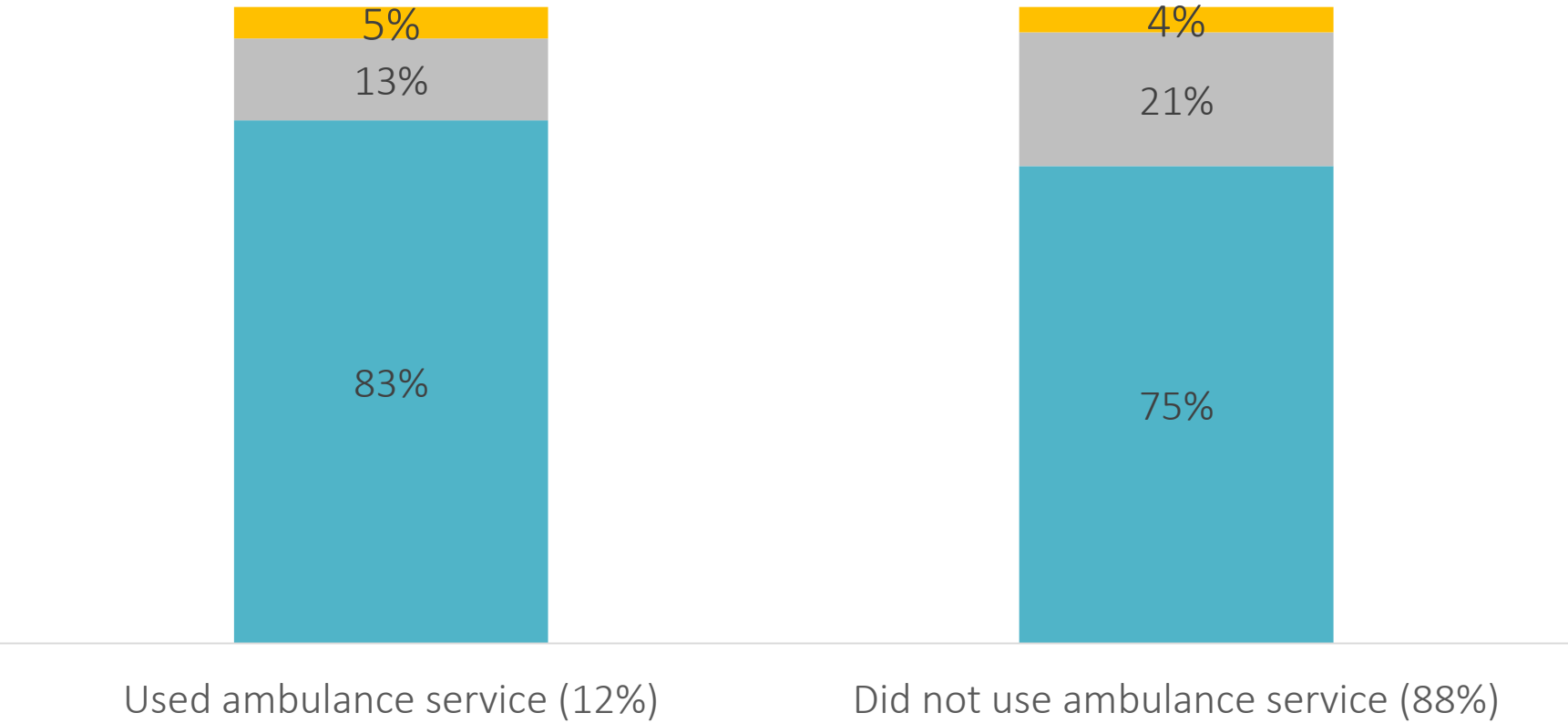
- I-S Rank Top 3
1. City efforts to clean up illegal dumping sites
  2. Overall cleanliness of city streets and other public areas
  3. Overall quality of bulky item pick-up services



# Fire and EMS Services: Satisfaction remains high, and higher for users

Satisfaction with How quickly emergency medical personnel respond by use of ambulance service

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

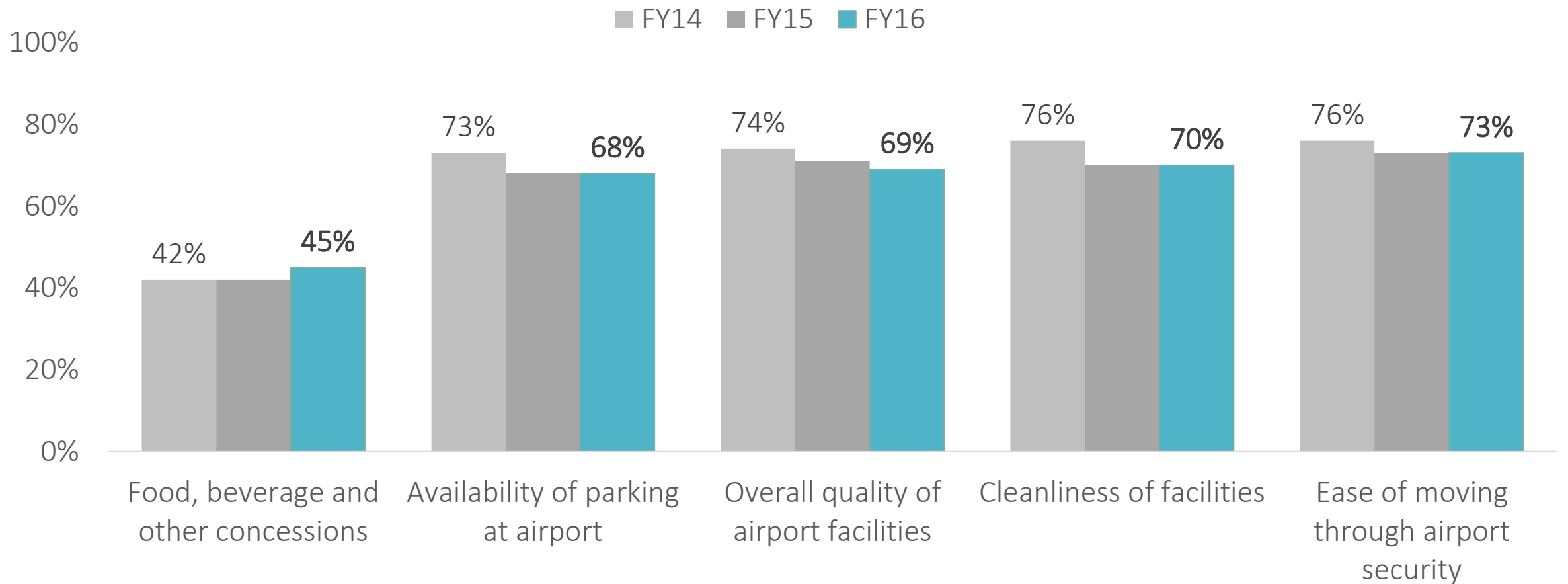


- I-S Rank Top 3
1. How quickly emergency medical personnel respond to emergencies
  2. How quickly fire and rescue personnel respond to emergencies
  3. Quality of local emergency medical service



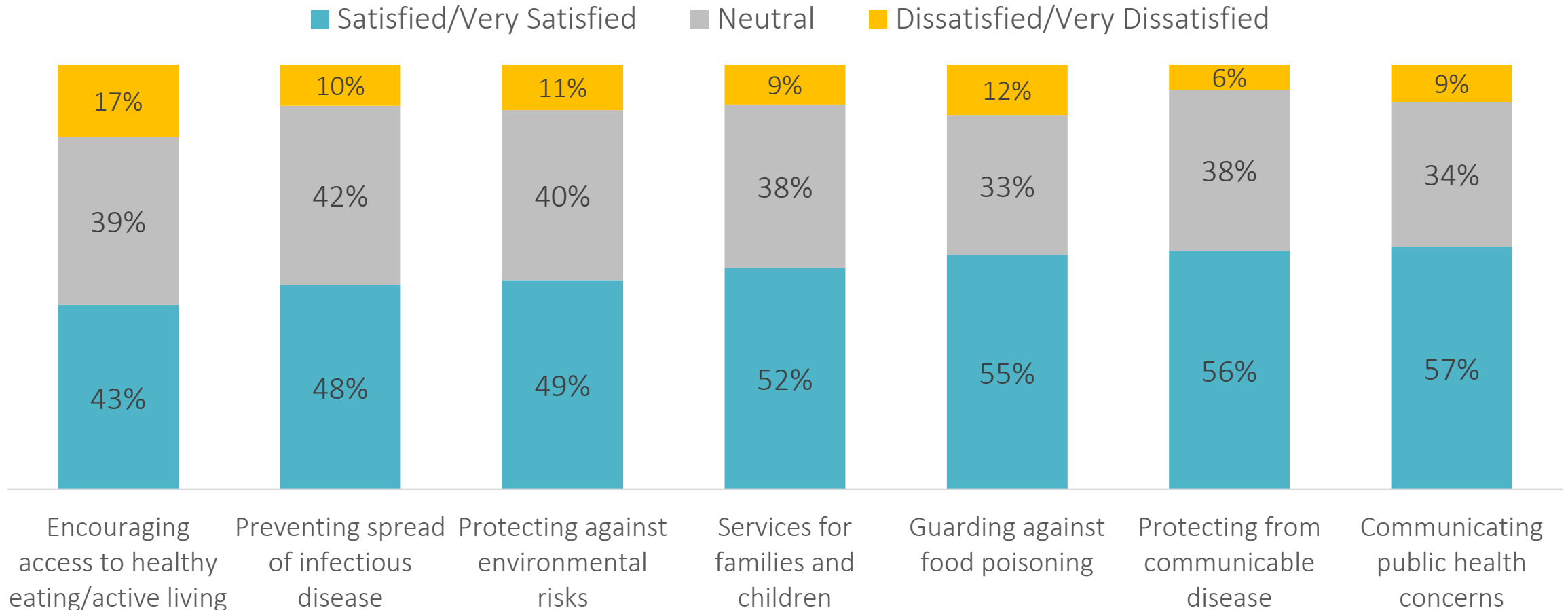
# Airport: Most areas maintain decrease in satisfaction from previous years

- I-S Rank Top 3
1. Food, beverage, and other concessions
  2. Availability of parking
  3. Ease of moving through airport security



# Health Department Services: Questions have changed; high neutral rating

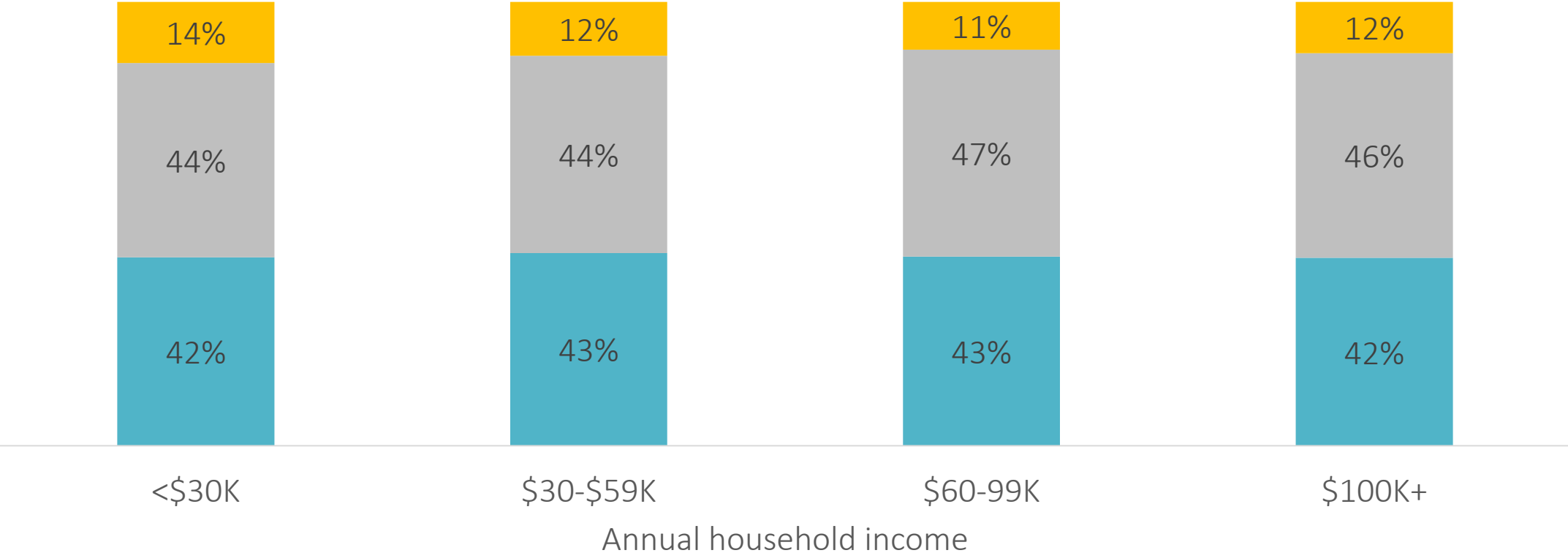
- I-S Rank Top 3
1. Providing services for families and children such as childhood vaccinations, lead screening, and healthy home inspections
  2. Protecting the public from exposure to environmental risks such as air pollution, lead poisoning, rat infestation, & swimming pool contamination
  3. Guarding against food poisoning through restaurant inspections



# Municipal Court: High neutral rating; satisfaction is consistent across income groups

Satisfaction with quality of municipal court services by income group

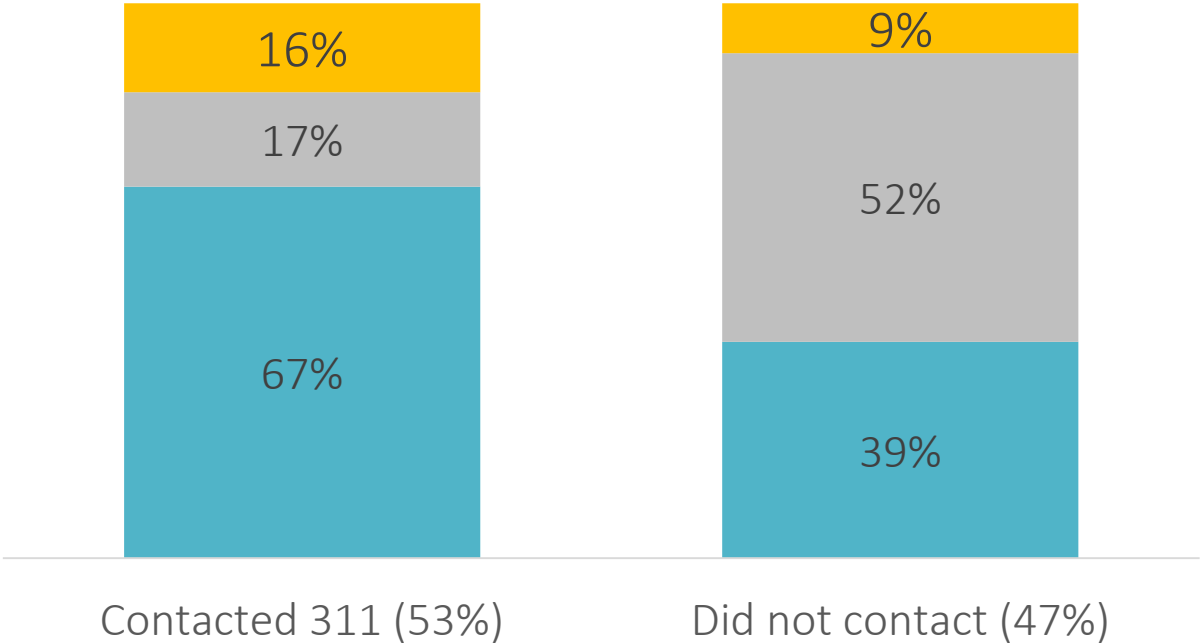
■ Satisfied/Very satisfied   ■ Neutral   ■ Dissatisfied/very dissatisfied



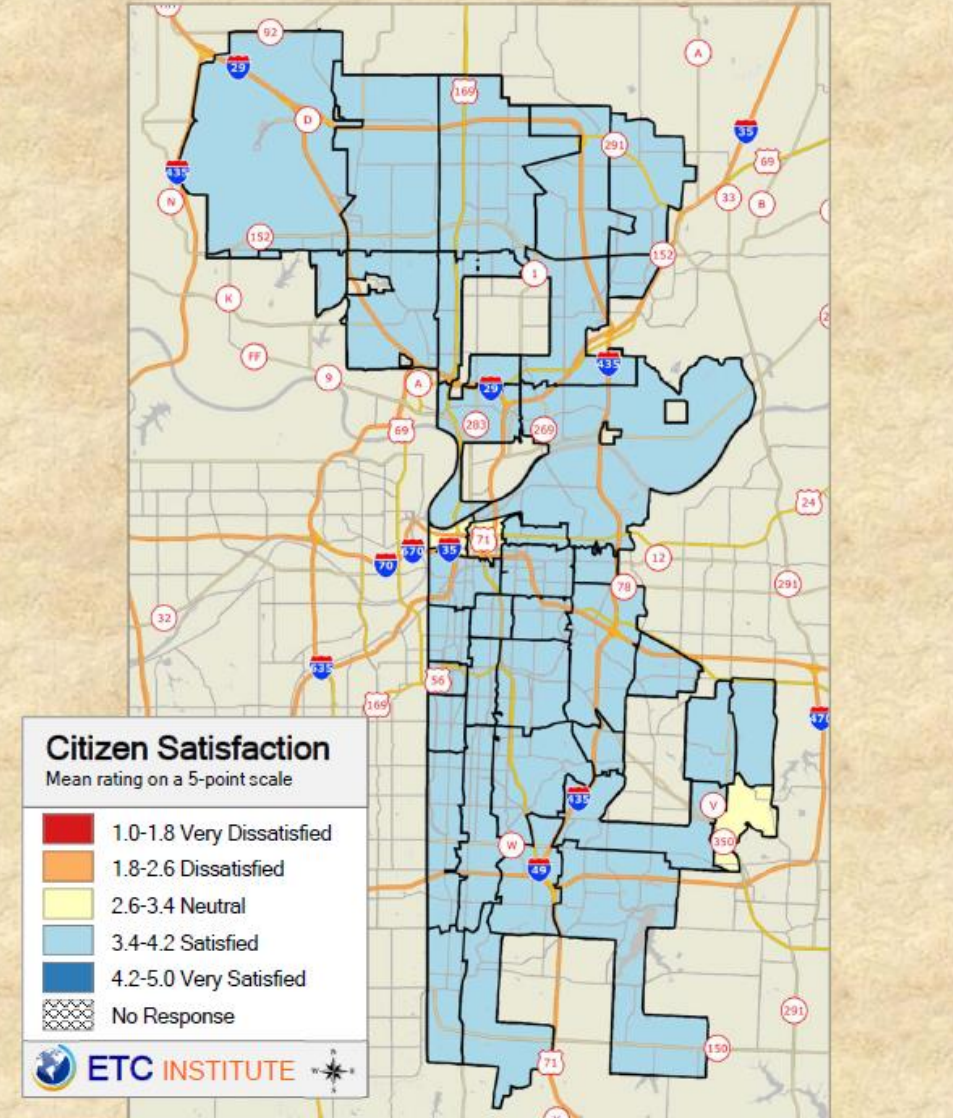
# 311: Users are more satisfied; satisfaction consistent across geography

Satisfaction with how well your question or issue was resolved via 311 by use

- Dissatisfied/Very Dissatisfied
- Neutral
- Satisfied/Very Satisfied



Q3j Satisfaction with overall quality of the city's 311 service



# Where the Citizen Survey Lives

## Presentations to boards and civic groups

Police Board

Parks Board

PIAC

Greater KC Chamber of Commerce

## Planning and operations

Citywide Business Plan

KCStat

Annual budget

DepartmentStat

## Website

Report, appendices, presentation on [kcmo.gov](http://kcmo.gov)

Aggregate data and I-S rankings on Open Data and KCStat dashboard

## Questions?

Kate Bender and Julie Steenson, City  
Manager's Office of Performance  
Management

[kcmo.gov/survey](http://kcmo.gov/survey)

**2015-16**  
**KANSAS CITY**  
**MISSOURI**  
**CITIZEN**  
**SURVEY**

**FINAL REPORT**

Submitted to:  
**The City of Kansas City, Missouri**

ETC Institute  
725 W. Frontier Ln,  
Olathe, KS 66061  
913-829-1215

