

# Citizen Survey Results FY16-17

July 13, 2017

City Manager's Office of Performance Management

# Methodology is 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

- 9,000 surveys sent, 4,399 completed
- Council Districts and demographic groups are representative in the sample
- Random sample of population means that results can be assumed to represent entire population

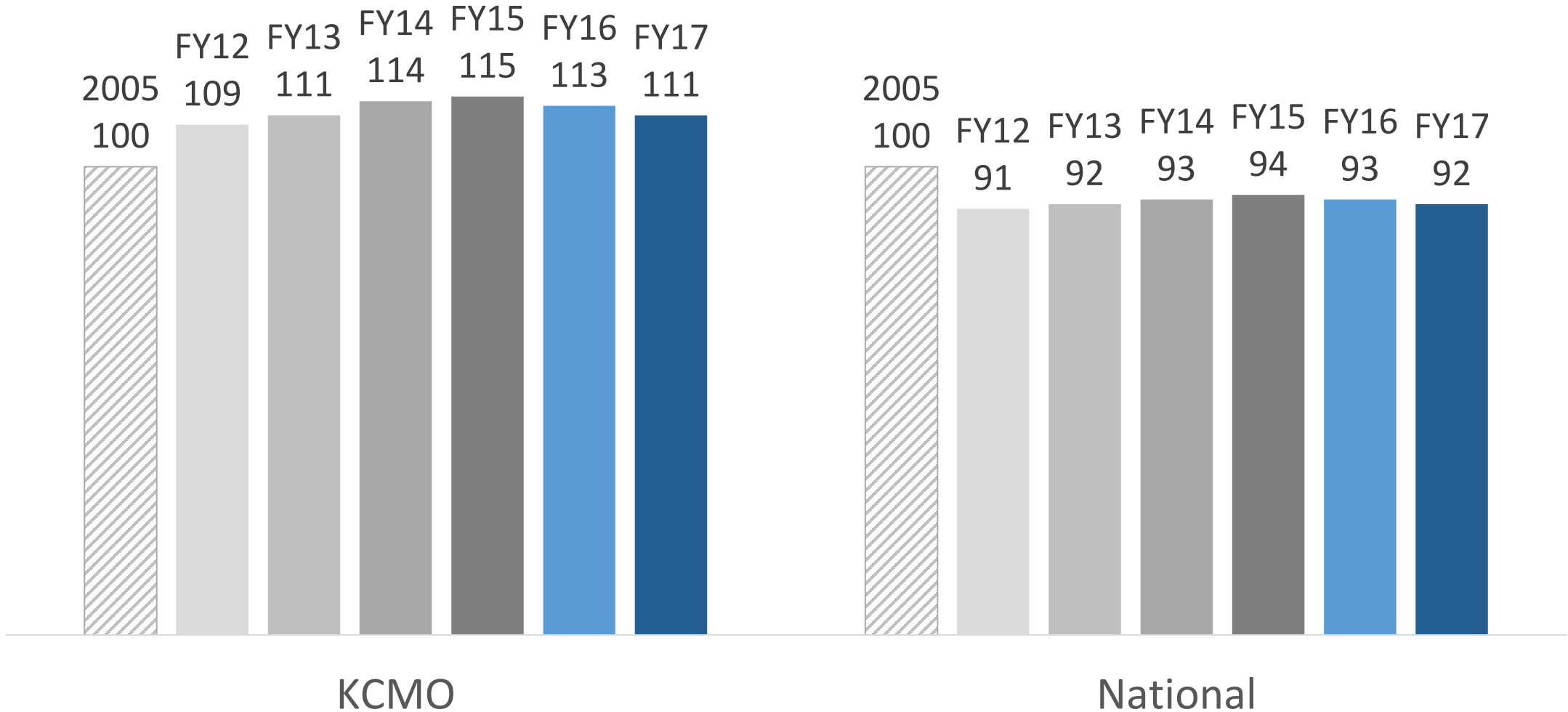
Three possible completion methods

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

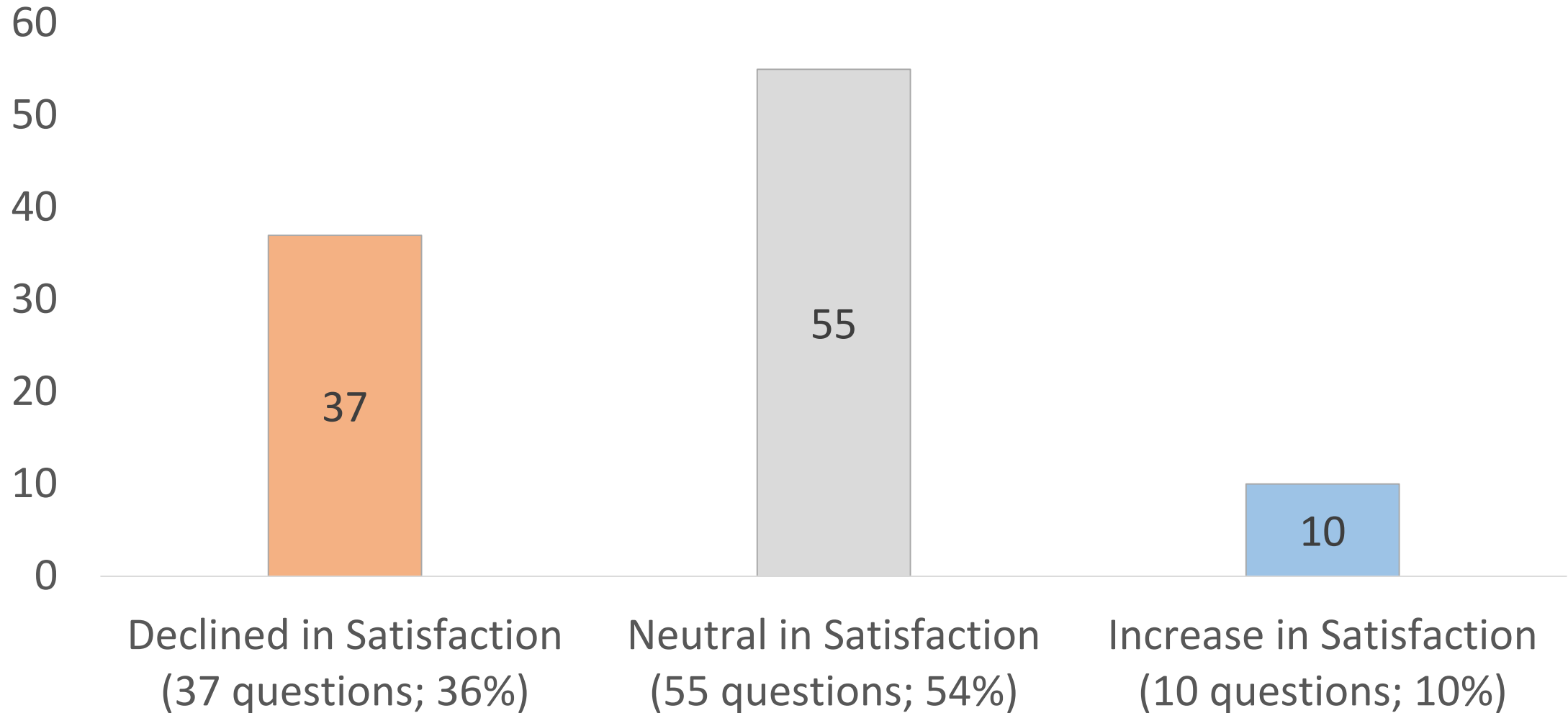
Quarterly administration

- Survey was sent in August 2016, October 2016, January 2017, and April 2017
- Splitting into quarters allows us to track results year-round and balances out any seasonal anomalies

# KCMO's recent trend downward follows the national trend



# Overall Satisfaction Trends: Neutral and Decline



# FY16 to FY17 Changes

Green = statistically significant increase

Orange = statistically significant decrease

White = No change

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
Appearance of neighborhood

Major Service Categories
Police
Fire and EMS
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

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

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
Boarding of vacant structures
Demolishing vacant structures
Enforcement of animal code
Cust svc from animal control
Animal shelter operations

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

Solid Waste
Trash collection
Recycling collection
Recycling drop-off centers
Bulky pick-up
Leaf and brush pick-up
Leaf and brush drop-off center
Cleanliness of city streets
Illegal dumping clean up

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

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

City Communication
Availability of information
Usefulness of city website
Opportunity to engage
Quality of video
Content of KCMORE
Use of social media

Health Department
Protecting public from new health threats
Restaurant inspections
Environmental risks
Access to healthy lifestyles
Communicating about public health concerns
Preventing spread of infectious disease
Services for families/children

Parks
Maintenance of parks
Facilities such as picnic shelters and playgrounds
Outdoor athletic fields
Maintenance of 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

Airport
Ease moving through
Availability of parking
Food/beverage/concessions
Cleanliness of facilities

Leadership
Leadership from elected officials
Effectiveness of city manager and appointed
How ethically the city conducts business

# Importance-Satisfaction analysis allows us to move beyond just satisfaction to prioritization

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



# Residents' Priorities: Some shifts from prior years

Direction  
of  
Movement

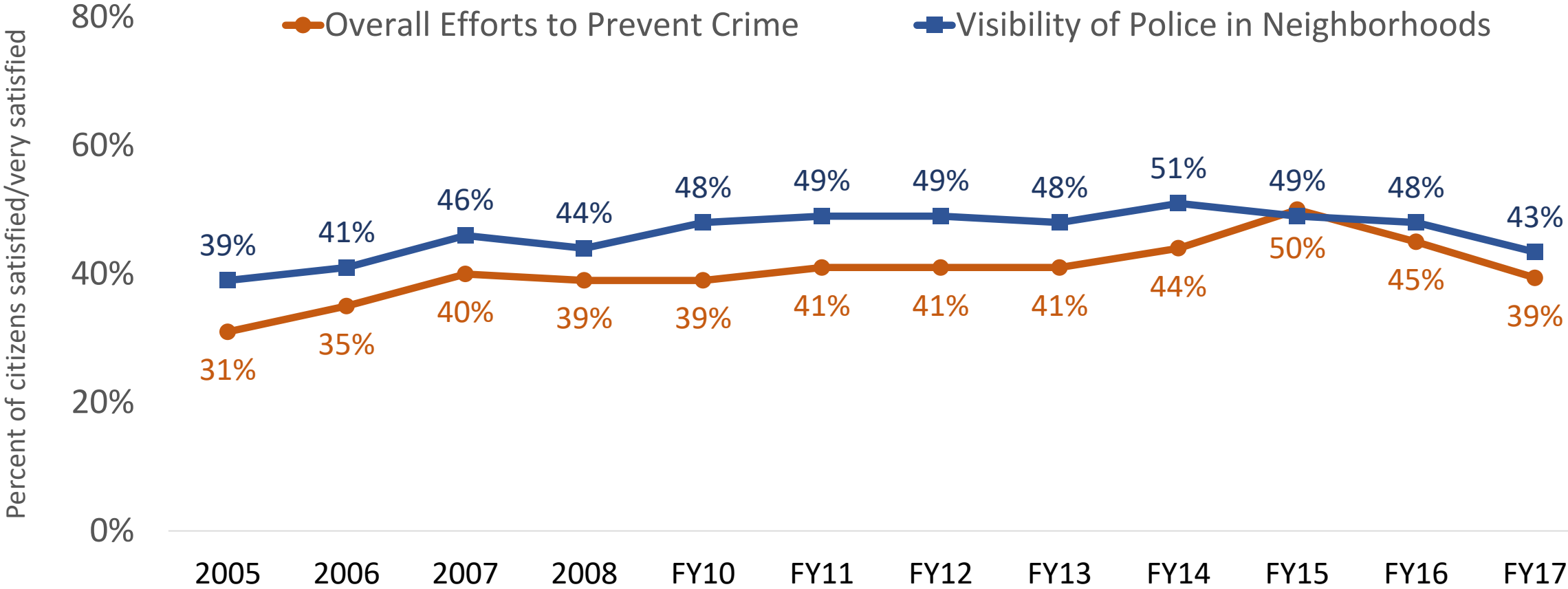


<u>Category of Service</u>	<u>I-S Rank</u>	<u>FY16 I-S Rank</u>	<u>Importance</u>	<u>Satisfaction</u>
Streets, Sidewalks and infrastructure	1	1	56%	24%
Police	2	4	35%	65%
Public Transportation	3	3	18%	44%
Neighborhood Services	4	2	18%	45%
Stormwater Management	5	5	15%	38%
Water Utility	6	6	16%	55%
Solid Waste	7	10	13%	61%
Communication	8	8	8%	44%
Airport	9	12	12%	67%
Parks and Recreation	10	7	10%	65%
Customer Service	11	9	6%	48%
Fire/EMS Services	12	11	14%	77%
Health	13	13	5%	54%
Municipal Court	14	14	3%	41%
311	15	15	3%	58%

# Major Declines



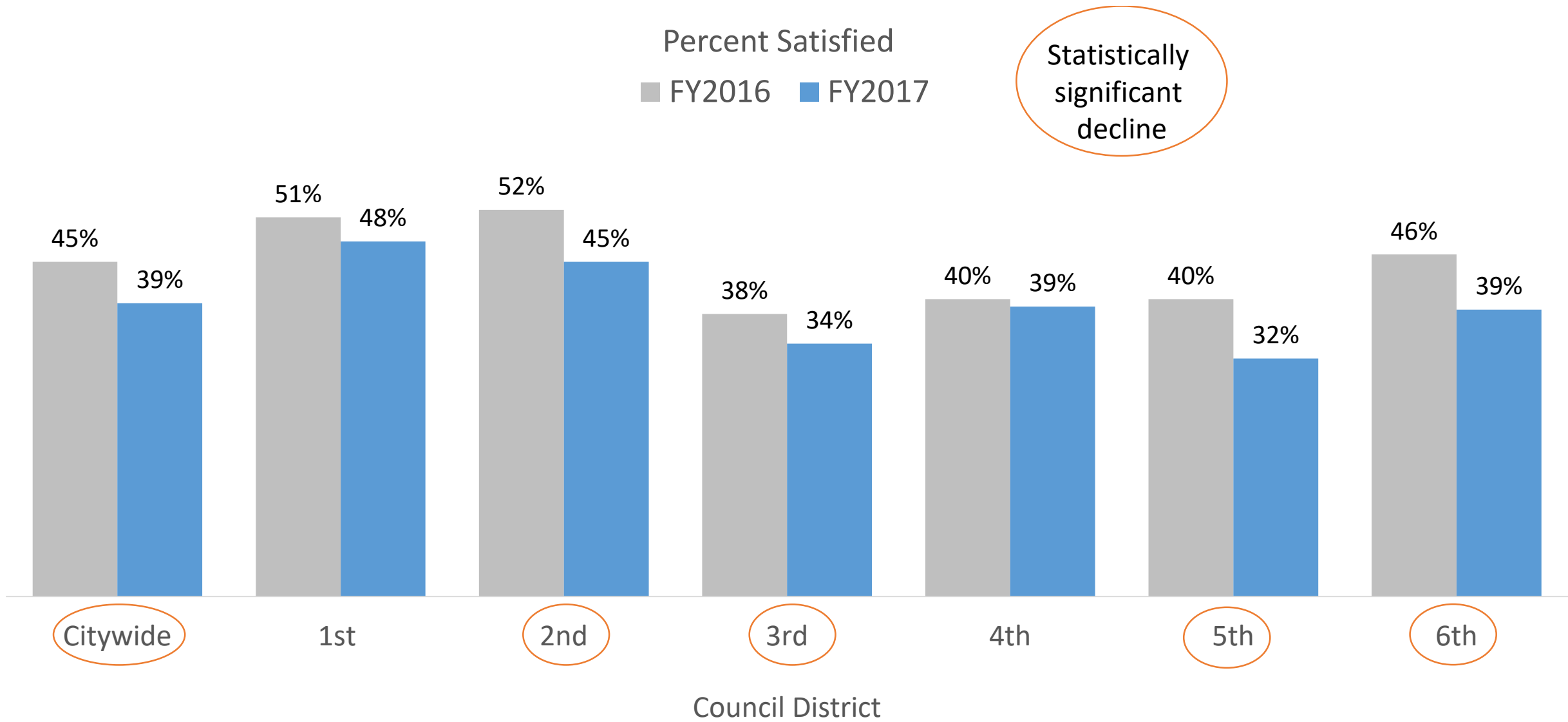
# Police Services Satisfaction



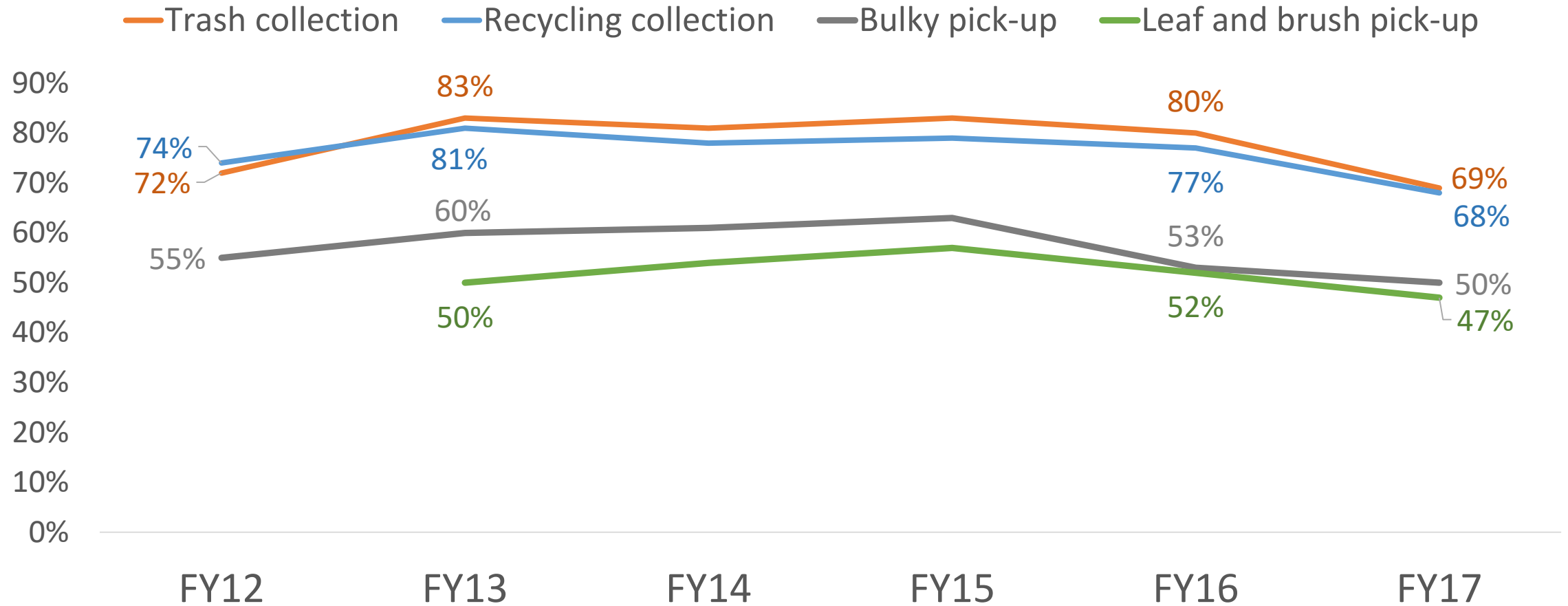
**Large Cities Average:**  
 Efforts to Prevent Crime: 45%  
 Visibility of Police in Neighborhoods: 43%

Source: ETC Institute (2017)

# Efforts to Prevent Crime: Satisfaction by Council District



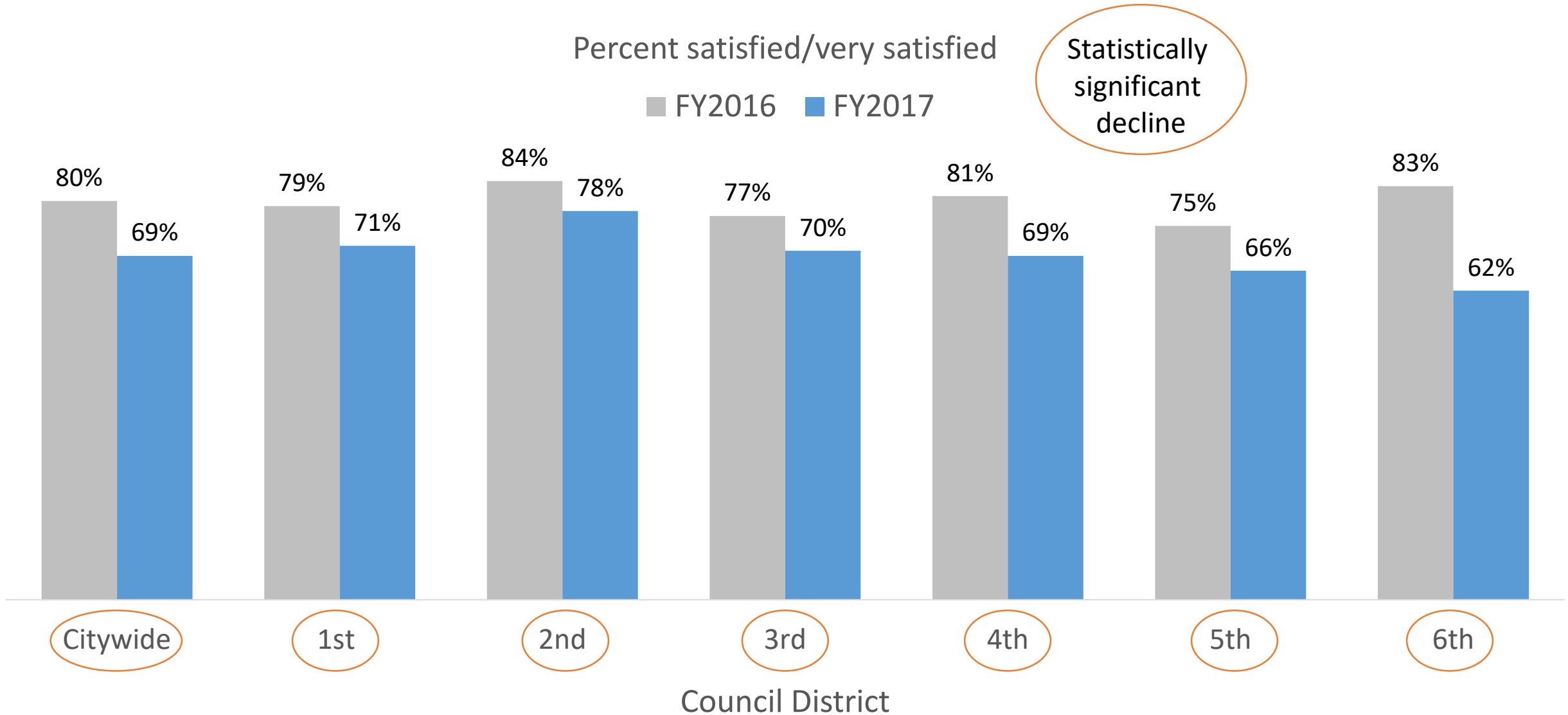
# Solid Waste Collection Satisfaction



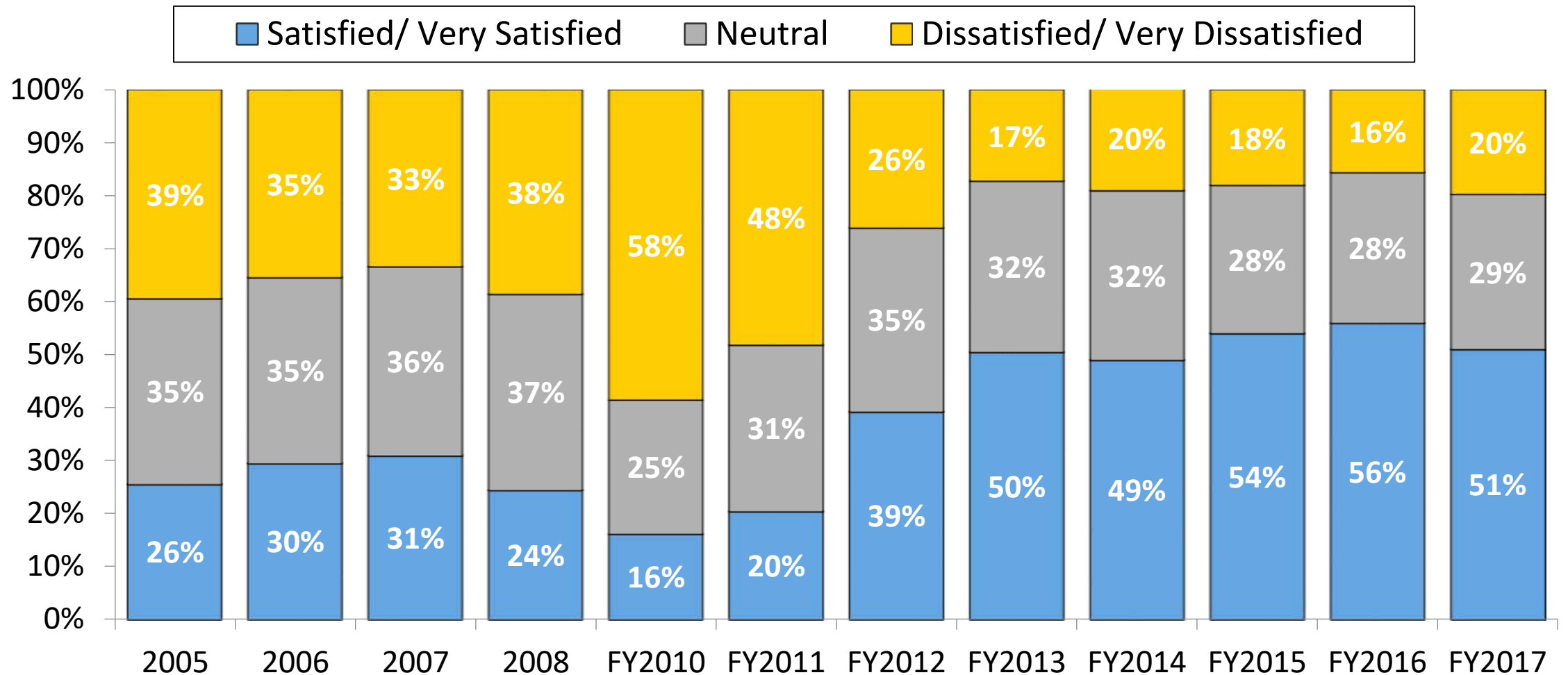
**Large Cities Average:**  
Trash Collection: 71%  
Recycling Collection: 61%  
Bulky Pick-up: 54%

Source: ETC Institute (2017)

# Trash Pick-up: Satisfaction by Council District



# Quality of Leadership Provided by Elected Officials



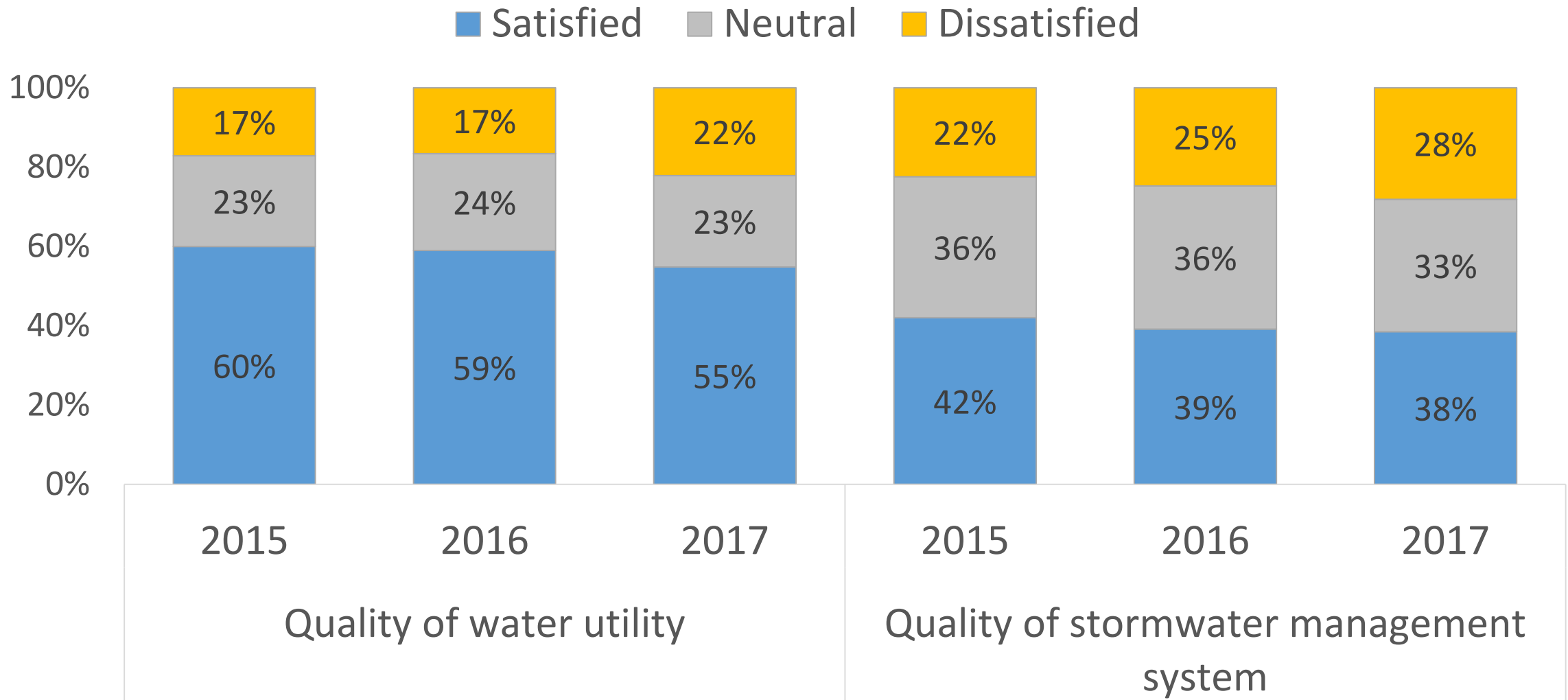
Similar trends seen in questions regarding “Effectiveness of City Manager and Appointed Officials” and “How Ethically the City Conducts Business”

# Areas to Watch

# Infrastructure Priorities, Satisfaction, and Benchmarks

Question	I-S Rank	Importance	Satisfaction	Large Cities Average
Maintenance of city streets	1	42%	24%	43%
Condition of sidewalks in the city	2	19%	23%	48%
Snow removal on residential streets	3	21%	38%	49%
Maintenance of streets in your neighborhood	4	19%	37%	43%
Condition of sidewalks in your neighborhood	5	16%	33%	--
On street bike infrastructure	6	12%	28%	--
Accessibility of streets/infrastructure for people with disabilities	7	10%	40%	--
Snow removal on major city streets	8	10%	57%	54%
Adequacy of city street lighting	9	8%	57%	59%
Maintenance of traffic signs & signals	10	4%	59%	66%

# Water Utility and Stormwater Management Satisfaction



Decline occurred across all income groups

Satisfaction varies by Council District



# Parks and Recreation: Changes in Satisfaction Over Time

★ Satisfaction is above national average

Increase in sat	No change in sat	Decline in sat
-----------------	------------------	----------------

<u>Question</u>	<u>FY12</u> Change	<u>FY13</u> Change	<u>FY14</u> Change	<u>FY15</u> Change	<u>FY16</u> Change	<u>FY17</u> Change
★ Maintenance of City parks	+ 8%	+ 8%	+2%			-3%
★ Quality of facilities (shelters/playgrounds) in city parks	+ 5%	+ 9%				-3%
Maintenance of boulevards and parkways	+ 4%	+ 8%			-5%	
★ Quality of outdoor athletic fields	+ 4%	+ 6%	+ 4%	+2%	-2%	-4%
Maintenance/appearance of City community centers	+ 6%	+ 4%				
Walking and biking trails in the City	+ 2%	+ 6%	+ 2%		-2%	
Quality of customer service from Parks employees			+ 4%	-3%		
Programs and activities at City community centers		+ 4%			-2%	-3%
Tree trimming and other tree care		+ 11%		-4%	-4%	
Quality of communication from Parks and Recreation						
City swimming pools and programs	- 2%	+ 6%				-4%
The city's youth programs		+ 4%	+ 5%			-5%

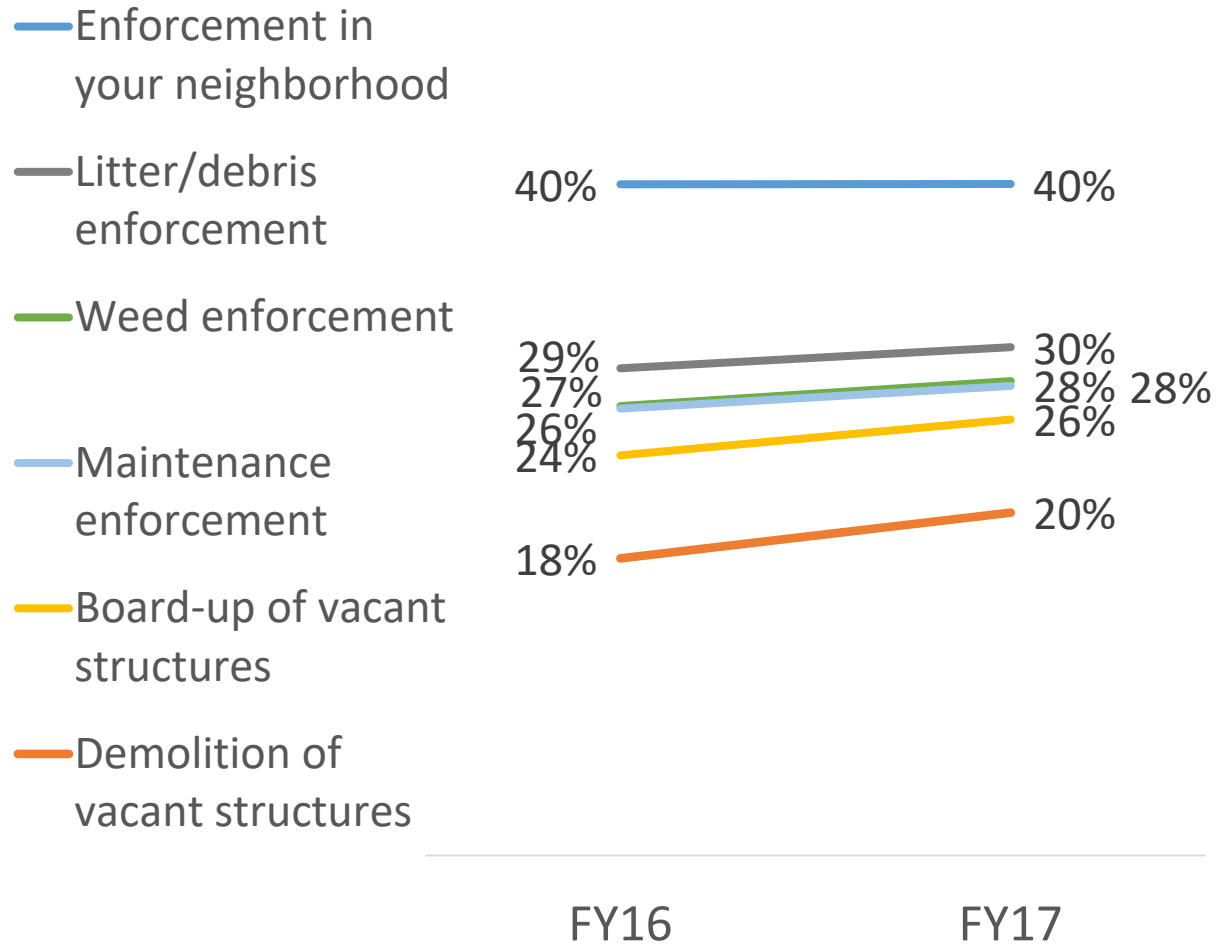
# Aviation Priorities and Satisfaction over Time

Question	I-S Rank	FY13	FY14	FY15	FY16	FY17	FY13-FY17 Change
Overall quality of airport facilities	n/a	74%	74%	71%	69%	67%	↓ 6.5%
Food, beverage and other concessions	1	41%	42%	42%	45%	40%	↓ 1.2%
Availability of parking	2	75%	73%	68%	68%	68%	↓ 6.8%
Ease of moving through security	3	74%	76%	73%	73%	72%	↓ 2.2%
Cleanliness of facility	4	78%	76%	70%	70%	70%	↓ 7.9%

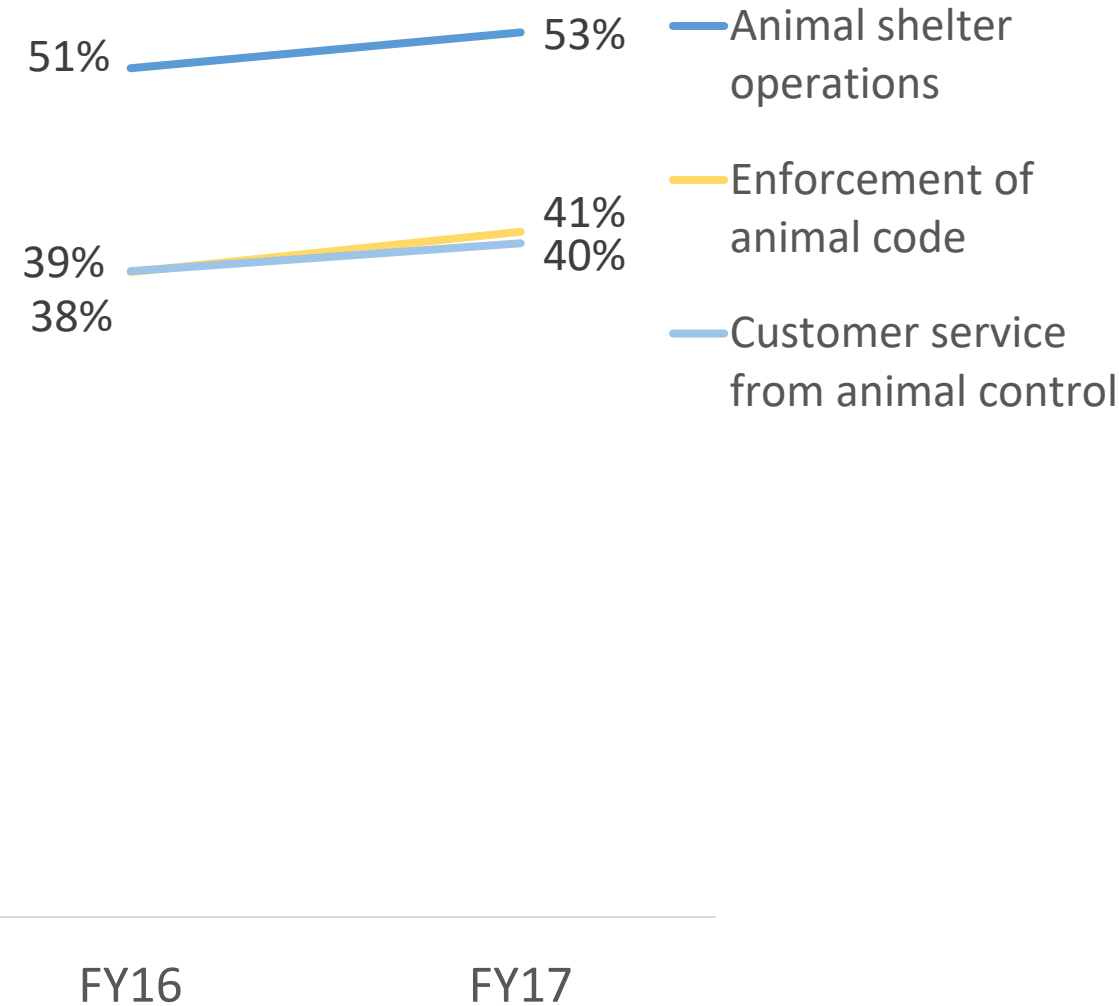
# Bright Spots

# Neighborhood Services Satisfaction

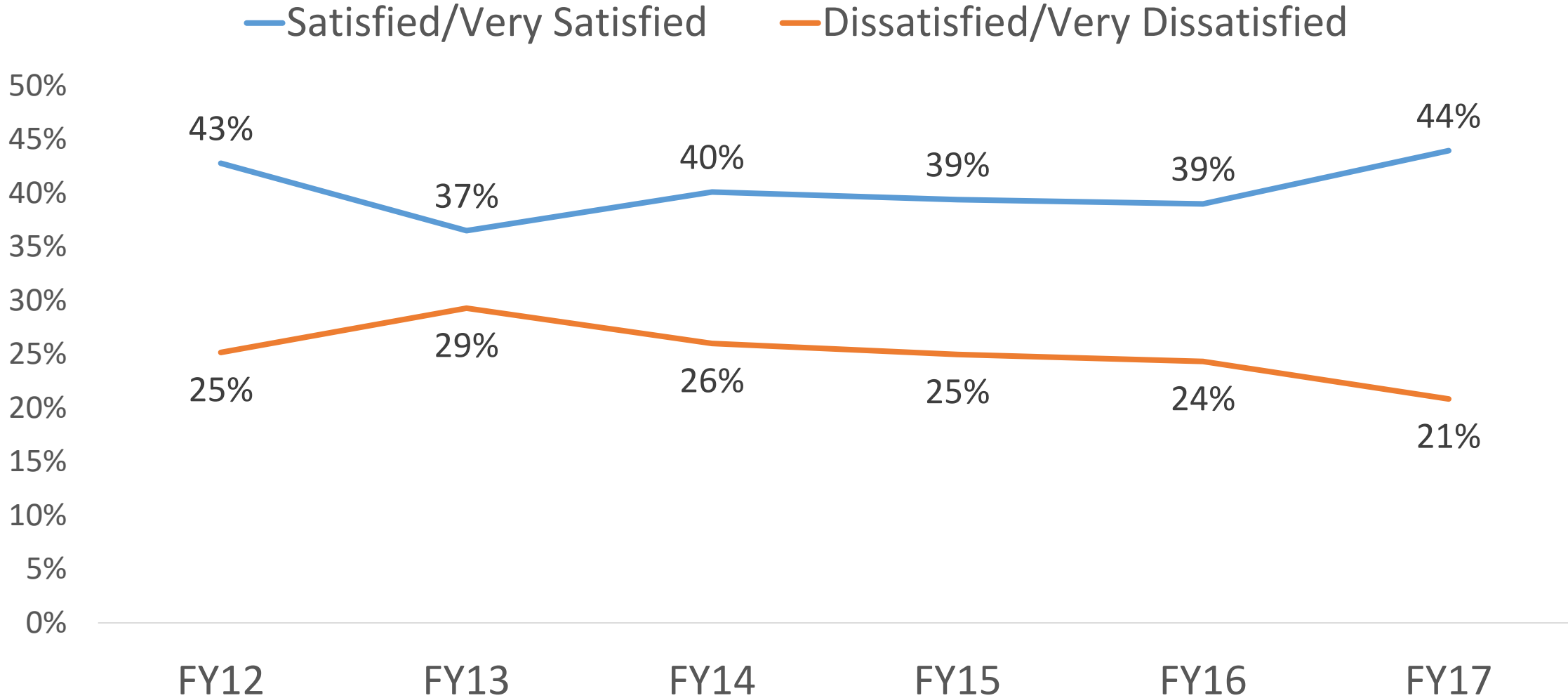
## Code Enforcement Satisfaction



## Animal Control Satisfaction



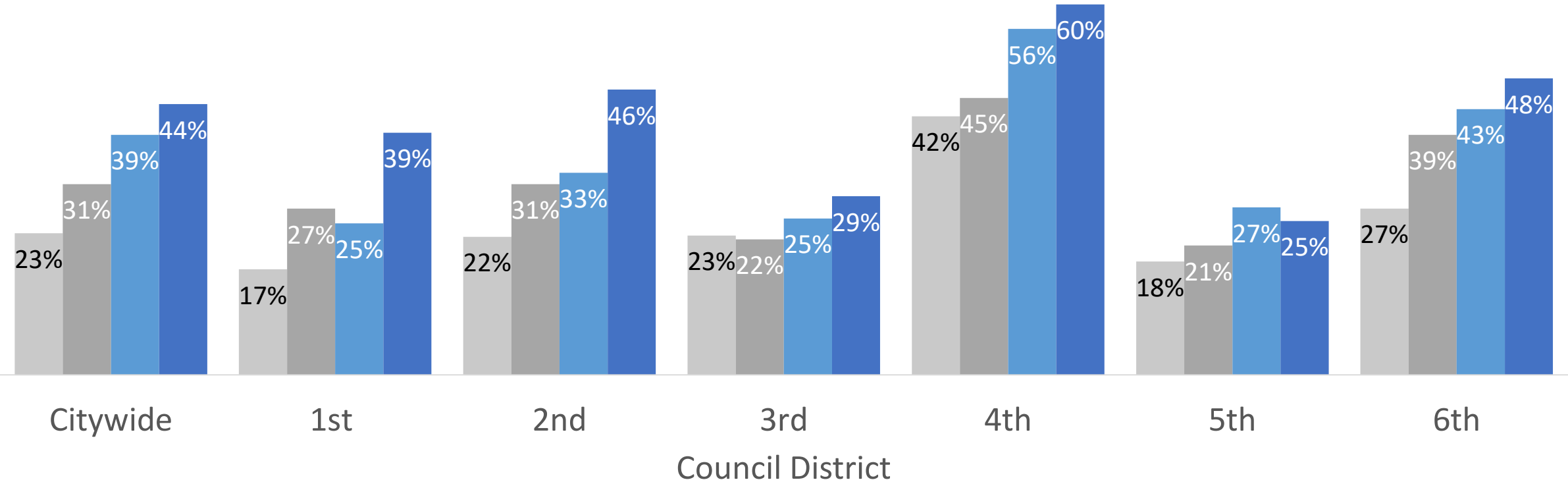
# Public Transportation Satisfaction and Dissatisfaction Over Time



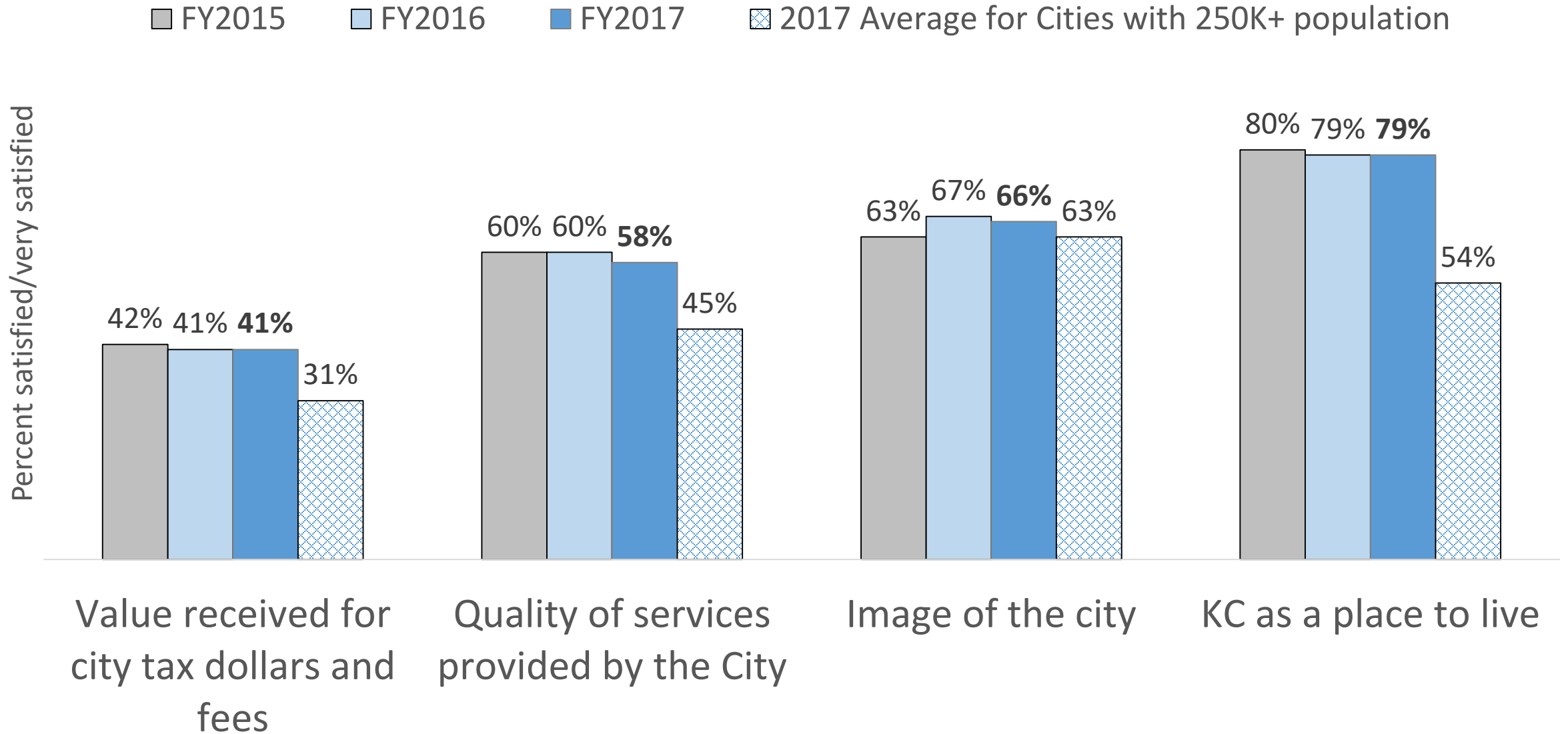
# Use of KC Streetcar by Council District (by Quarter)

Have you used the KC Streetcar in the last year?

■ 1Q ■ 2Q ■ 3Q ■ 4Q



# General Perception of City and Community: Satisfaction and Benchmarks



# Changes to FY 17-18 Survey

## Added

- Determinants of health questions, including community connectedness and economic mobility
- Question on availability of seating at KCI
- Questions on housing affordability and quality
- Question on bike ridership

## Modified

- Modified bike infrastructure question with updated language
- KCI experience question changed to “have you flown out of KCI”
- Gender identity option of “other” added

## Removed

- Health programs questions (replaced with determinants of health questions)

“Citizen Survey” rebranded as “Resident Survey” in upcoming year



# Questions?

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

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

# 2016-17 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

