

Resident Survey FY 2019-2020 Presentation to Business Session



June 11, 2020

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Presentation Agenda

- 1) Survey overview
- 2) Quarter 4 trends
- 3) Annual trends overall
- 4) Annual trends by service area

Survey Administration Details

- Survey is administered by ETC to **random sample** of residents
 - Sample is **equally divided across Council districts**
 - Total responses: 3,754
 - Results are considered **representative of the general population**, within a margin of error (like a poll)
- Timing of quarterly surveys:
 - Q1 – August 2019
 - Q2 – November 2019
 - Q3 – February 2020
 - Q4 – May 2020
 - SOME VERY INTERESTING TRENDS EMERGED FROM Q4!

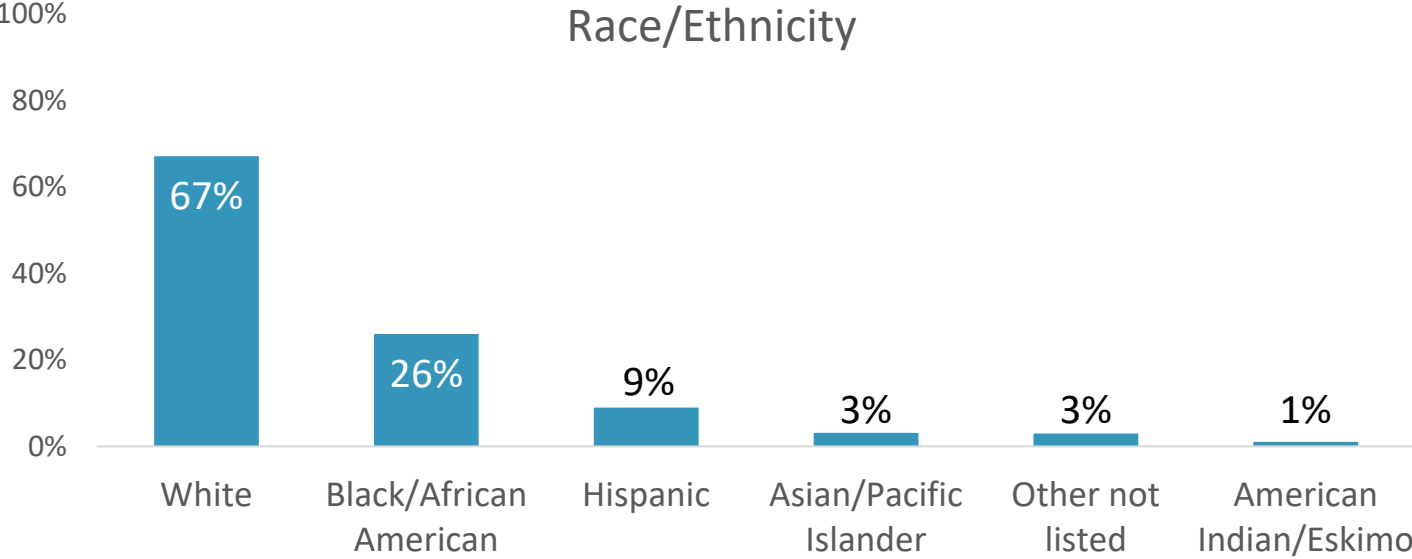
Sections of questions on the survey

All 4 quarters	1 st and 3 rd quarters	2 nd and 4 th quarters
<ul style="list-style-type: none"> • Quality of life • Overall city services • Police • Fire/EMS • Infrastructure • Public transportation • Neighborhood services • Experiences • Demographics 	<ul style="list-style-type: none"> • 311 • Communications • Municipal Court • Community connectedness • Financial and personal health • Housing 	<ul style="list-style-type: none"> • Parks and Recreation • Solid Waste • Airport • Leadership • KC Water

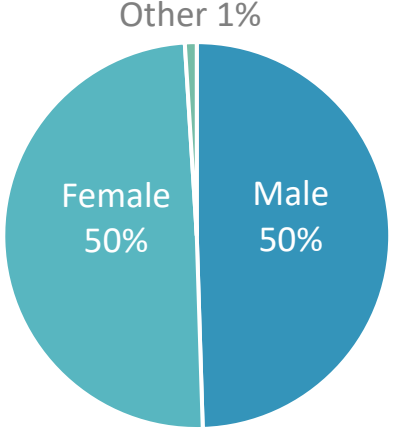
FY20 survey respondent demographics



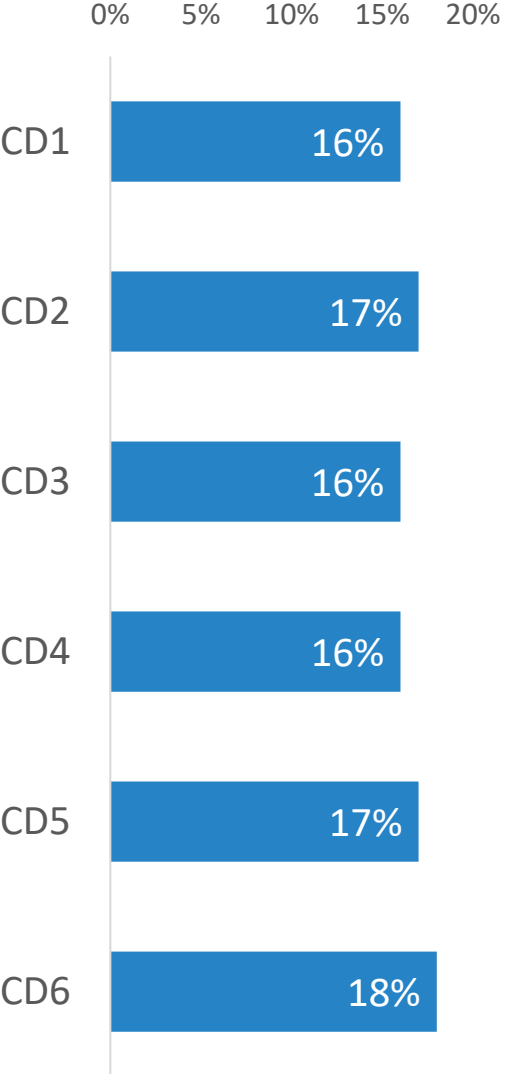
Race/Ethnicity



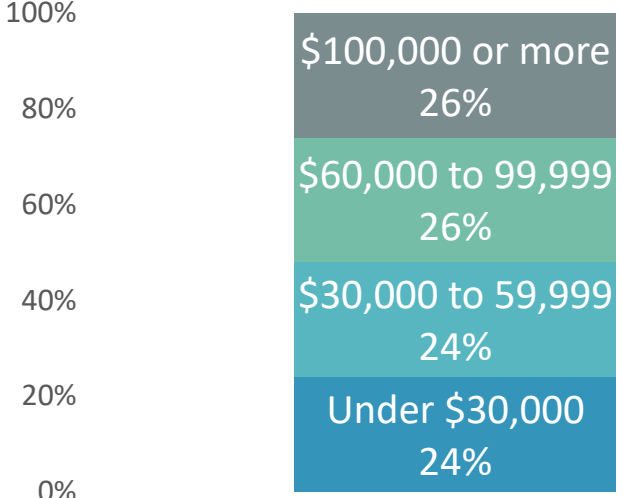
Gender Identity



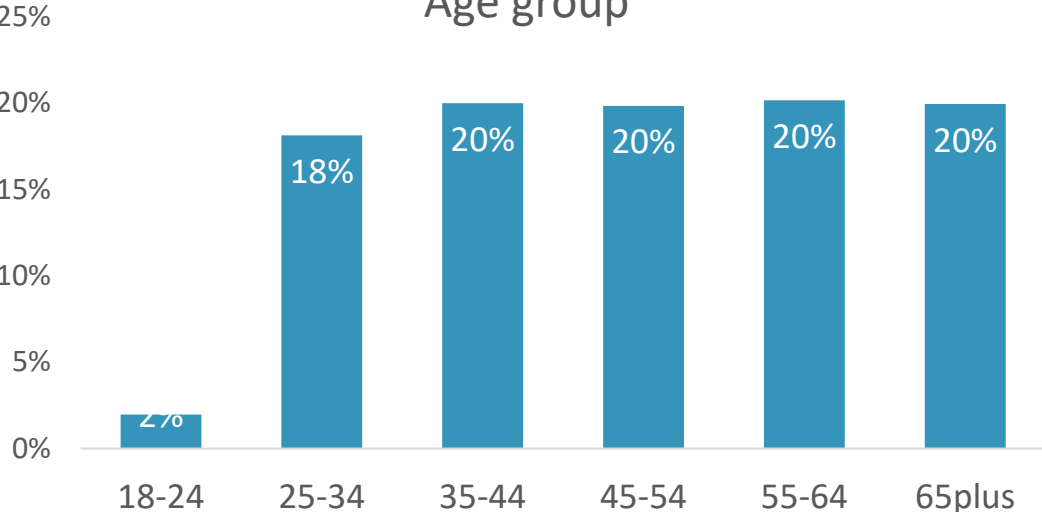
Council District



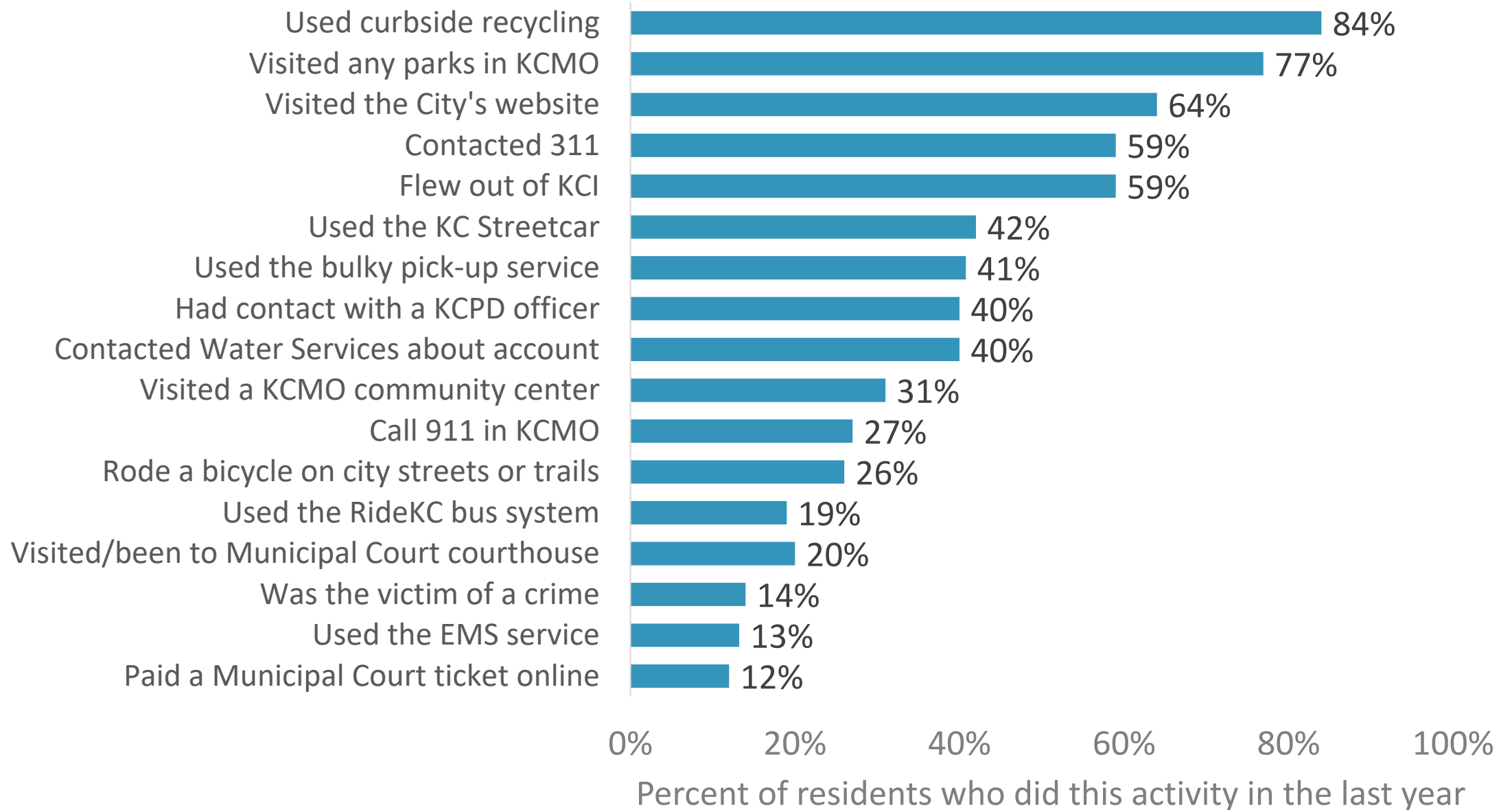
Household Income



Age group



Resident experiences with city services and infrastructure



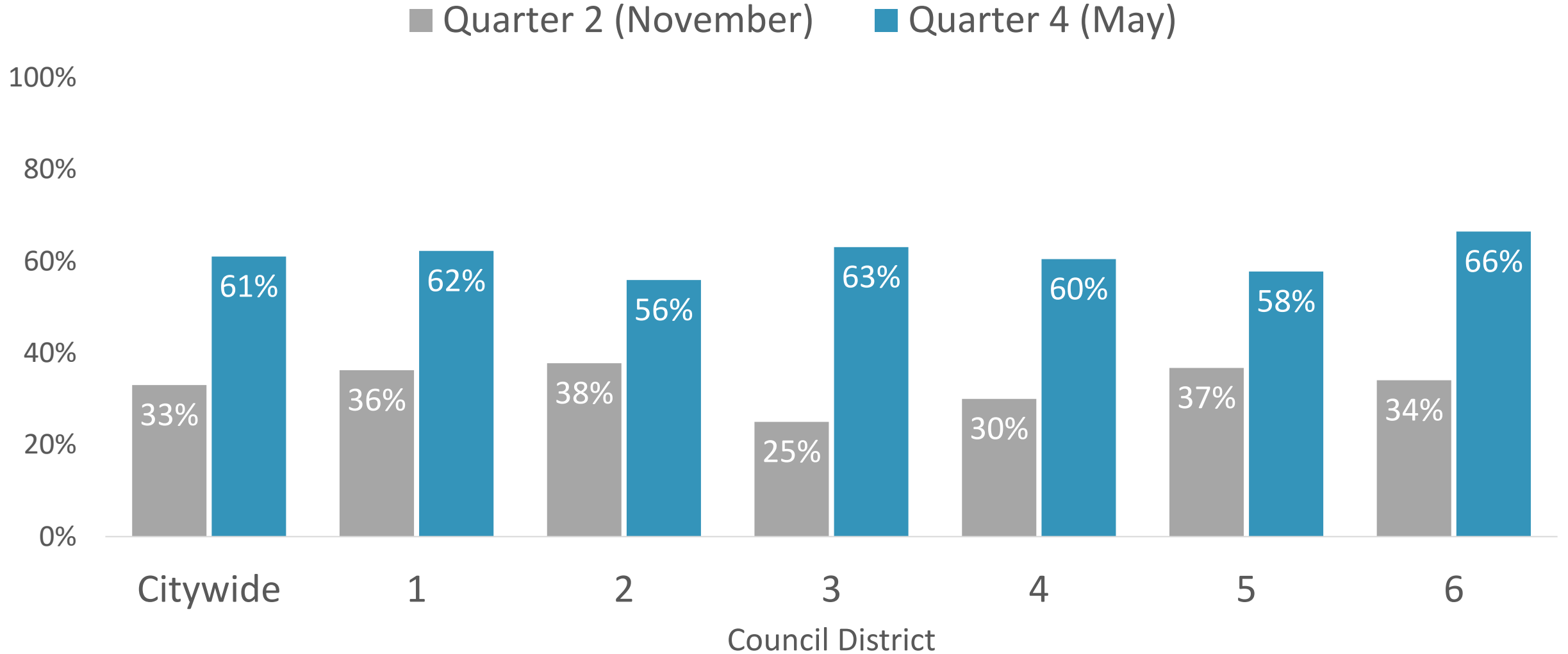
Quarter 4 results (administered post-pandemic) saw notable increases in satisfaction



Question	FY19-20 Q1-Q3	FY19-20 Q4	Change (Q4 vs. Q1-Q3)	FY18-19 (full year)	FY19-20 (full year)	Annual Change (FY19 to FY20)
Quality of leadership provided by elected officials	33%	61%	+28%	44%	47%	Increase (+3%)
How ethically the city conducts business	27%	50%	+23%	36%	39%	Increase (+3%)
Effectiveness of city manager and appointed staff	32%	54%	+21%	41%	43%	Unchanged
Effectiveness of city communication with the public	35%	53%	+18%	38%	39%	Unchanged
Overall city services	47%	57%	+10%	53%	49%	Decrease (-4%)
Value for city tax dollars and fees	30%	41%	+11%	37%	33%	Decrease (-4%)

Most questions asked in the 4th quarter showed an increase in satisfaction. It is too early to tell whether these changes were situational or will extend forward. Impact on questions only asked in 1Q/3Q is also unclear.

Quality of leadership provided by elected officials by Council District



FY19-20: Overall Trends

Overall, satisfaction changes were mixed

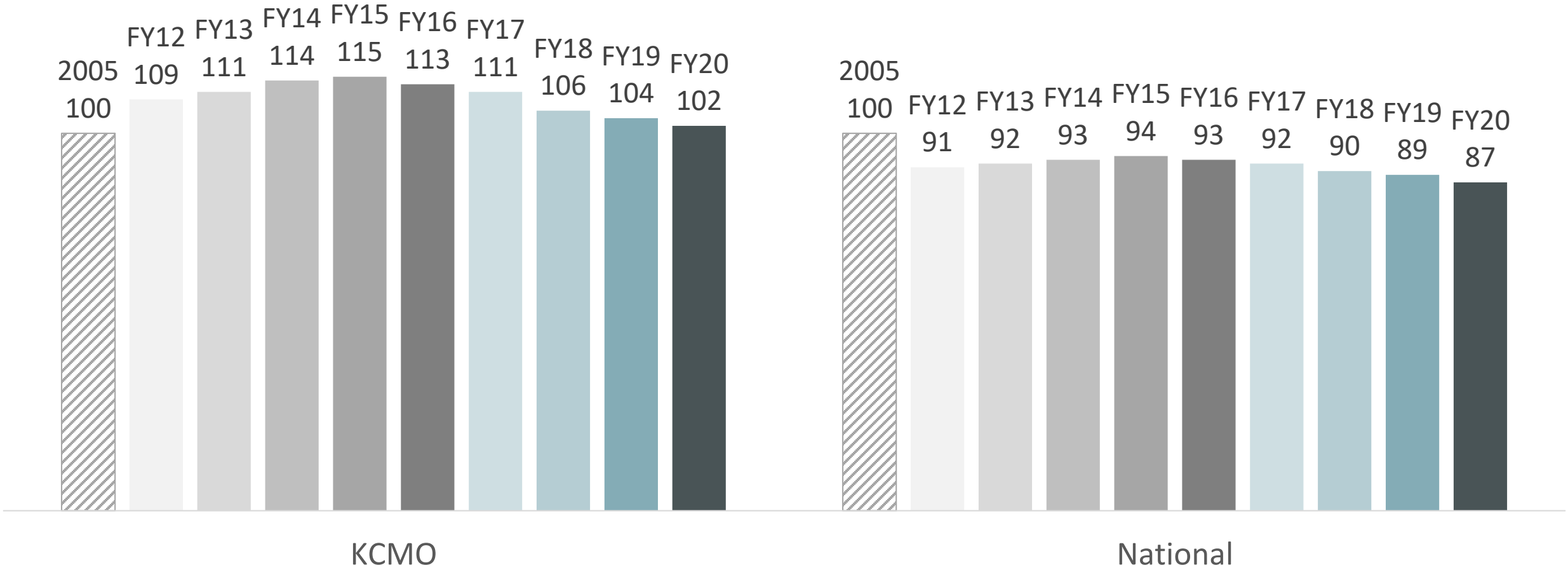


Out of 103 questions:

- 18 questions (17%) saw an **increase in satisfaction**
- 49 questions (48%) were **unchanged** in satisfaction
- 36 questions (35%) saw **a decrease in satisfaction**
 - For 25 (24%) **it was a one year decrease**
 - For 11 (11%) **it was at least the second year of decrease in a row**

This is very similar to FY2018-19: there were 4 more questions with increases and 1 more question with a decrease

KCMO Trend Continues to Track National Trend



Increase in Satisfaction (>1.6% for 4Q or 2.3% for 2Q)

No Statistical Change

Decrease in Satisfaction (<-1.6% for 4Q or 2.3% for 2Q)

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
Infrastructure
City Planning & Devt (new)
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
Effort to prevent crime
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 centers
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 of 311 calltakers
Service resolution via 311

City Communication

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

Public Transportation

KCATA buses
KC Streetcar

Housing

Availability of affordable housing
Quality of housing

Determinants of Health

State of health
Financial condition
Standard of living compared to parents

* Added section on Municipal Court in FY20. No trends available.

Parks

Maintenance of parks
Facilities such as picnic shelters and playgrounds
Outdoor athletic fields
Bldv/pwky maintenance
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 thru security
Availability of parking
Food/beverage/concessions
Cleanliness of facilities
Availability of seating

Leadership

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

Resident Priorities: Importance-Satisfaction Table



Service Area	Emphasis %	Satisfaction %	I-S Rank FY20	I-S Rank FY19
Infrastructure - streets and sidewalks	64%	16%	1	1
Police services	35%	57%	2	2
Neighborhood services	20%	39%	3	3
Stormwater runoff/management	13%	34%	4	5
Solid waste services	17%	52%	5	7
City water utilities	14%	47%	6	6
Public transportation	14%	43%	7	4
Airport facilities	10%	52%	8	8
Effectiveness of city communications	7%	39%	9	9
City Planning and Development services	5%	31%	10	--
Parks and recreation	8%	60%	11	10
Customer service from city employees	5%	46%	12	11
Fire and EMS services	11%	75%	13	12
Health Department services	4%	51%	14	13
311 service	4%	56%	15	14
Municipal Court services	2%	39%	16	15

Top three priorities are unchanged

Solid Waste is a higher priority

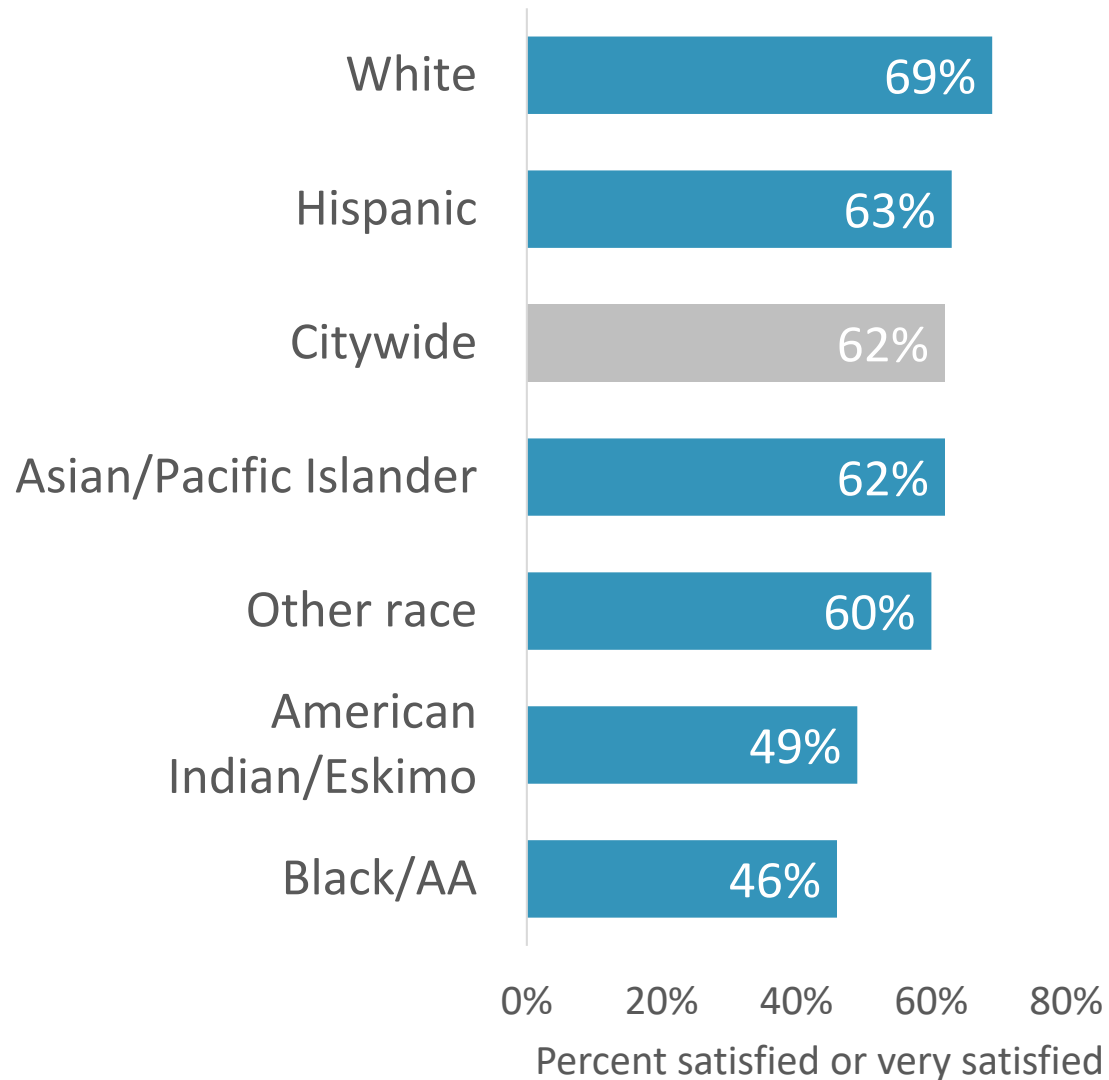
Public Transportation is a lower priority

City Planning is added to ranking as new question

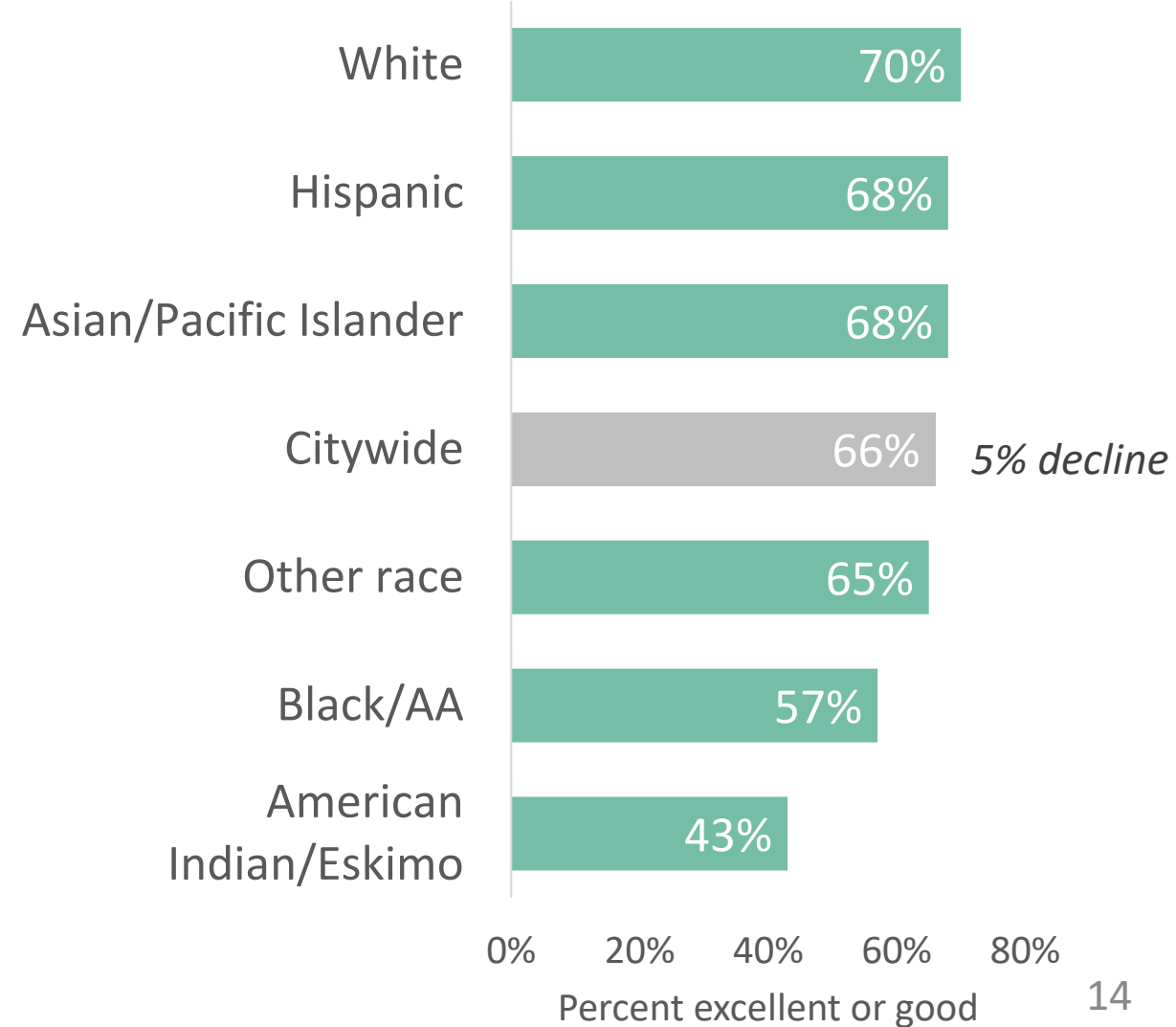
Perceptions of quality of life and health by race/ethnicity



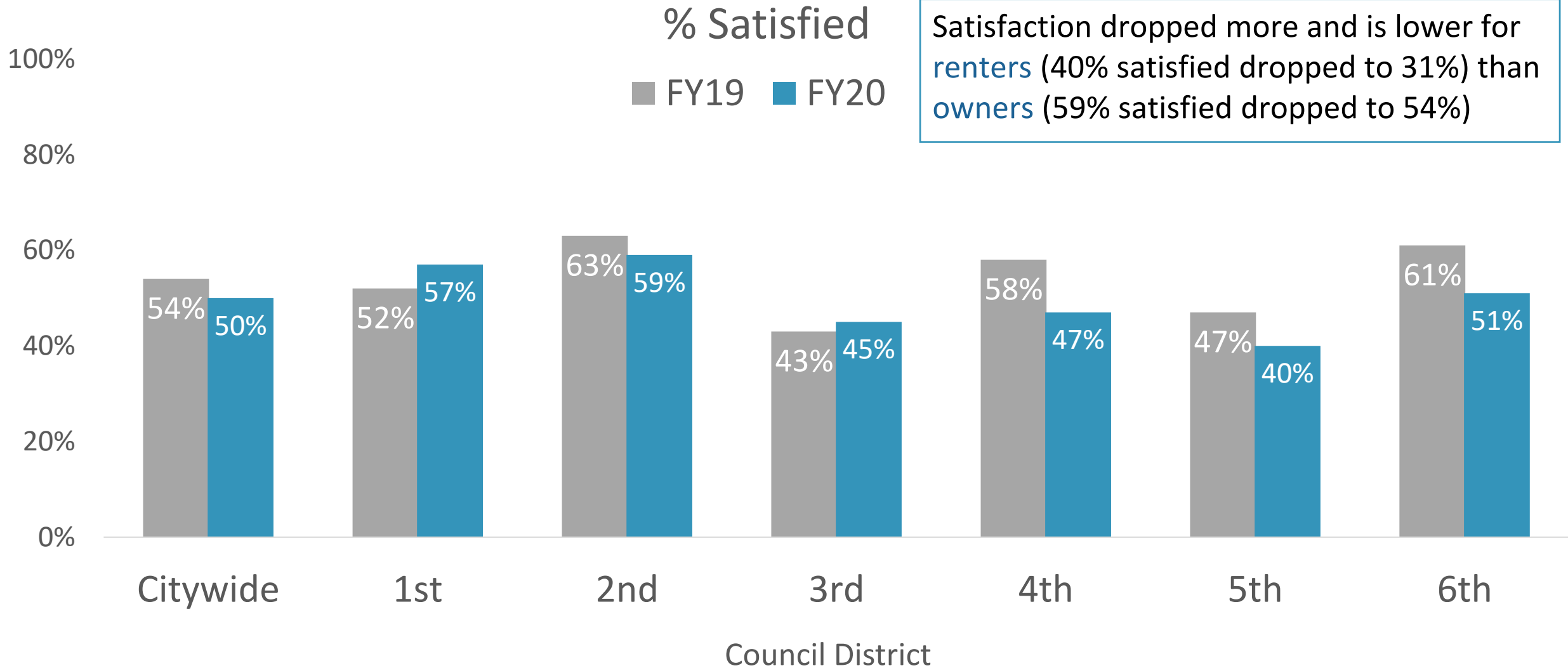
Satisfaction with quality of life



Excellent or good self-ratings of personal health



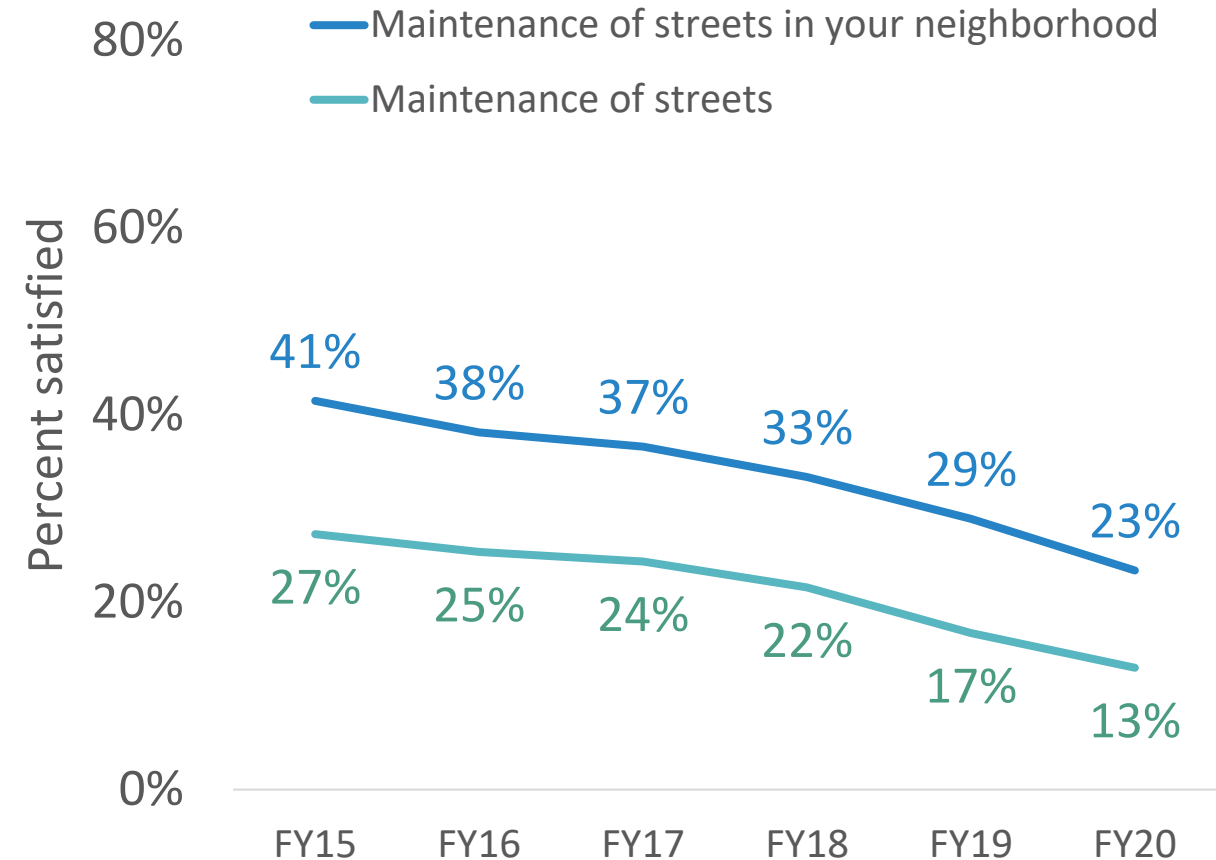
Satisfaction with availability of affordable housing by Council District, over time



FY19-20: Individual Service Area Trends

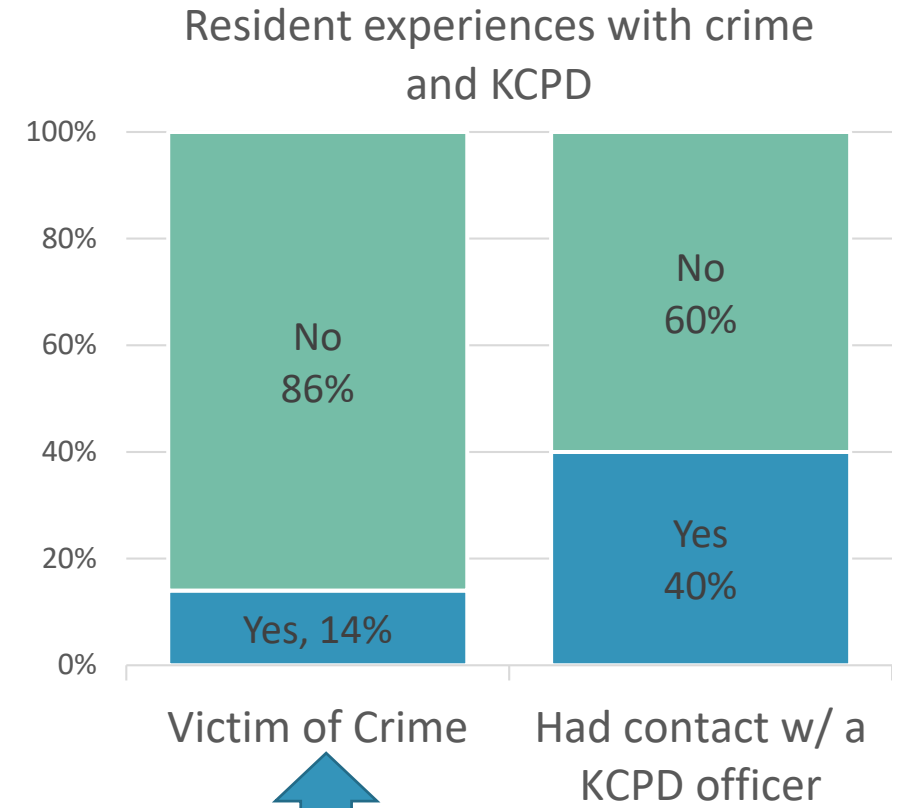
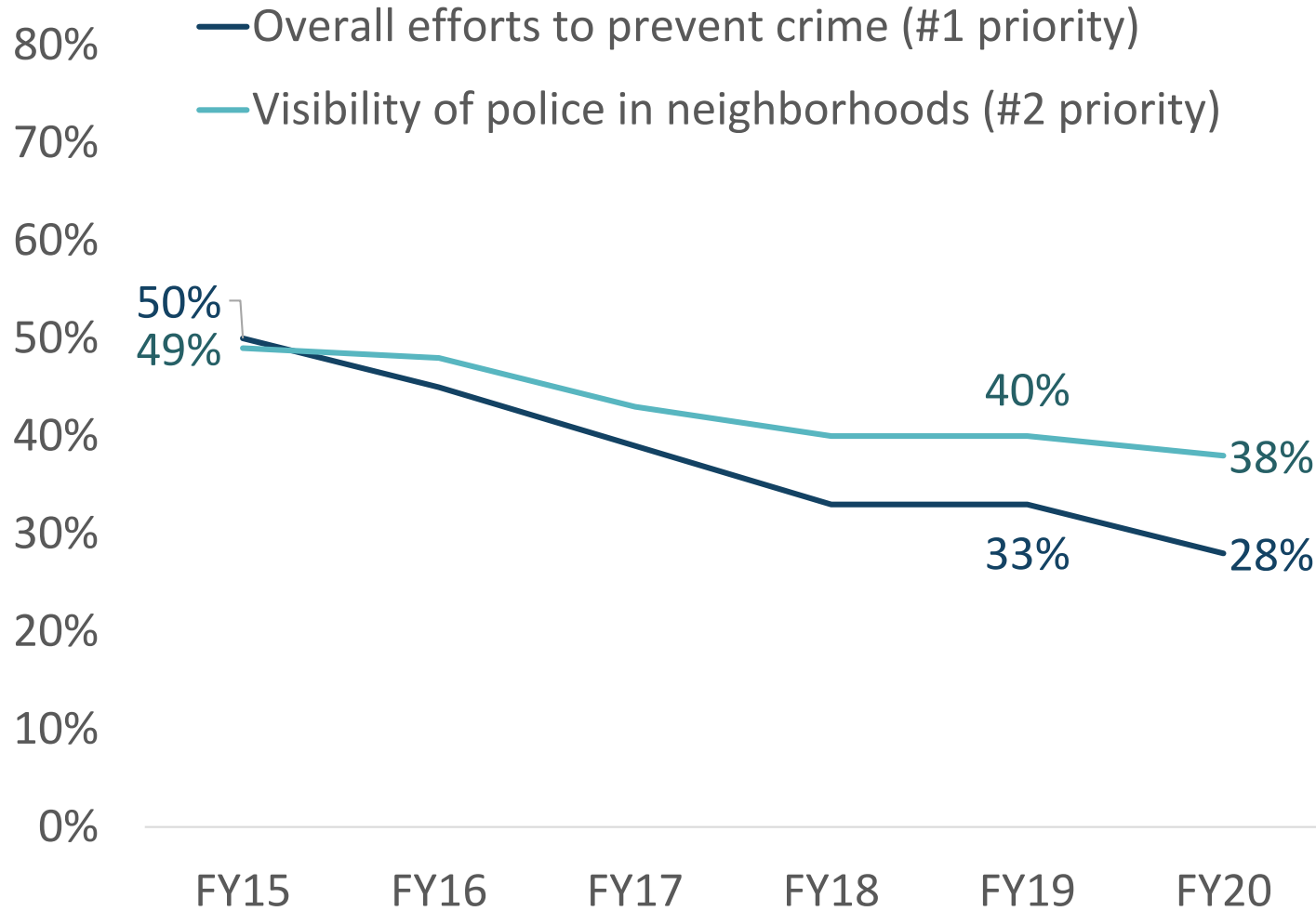
Streets and Infrastructure: Satisfaction in highest priority areas continues to decline

Questions	Satis.	Imp.	I-S
Maintenance of streets	13%	57%	1
Streets in your neighborhood	23%	27%	2
Snow removal on residential streets	32%	25%	3
Condition of sidewalks	17%	17%	4
Sidewalks in your neighborhood	26%	16%	5
Accessibility of infrastructure	34%	9%	6
On-street bike infrastructure	28%	7%	7
Snow removal on major streets	52%	10%	8
Adequacy of street lighting	54%	5%	9
Maintenance of signs/signals	53%	4%	10



Green shading indicates questions with a decline in satisfaction from FY19 to FY20.

Police Services: Satisfaction decreased for all questions; safety questions stable



- More likely to be a victim:
- Age: <35
 - Gender identity: other
 - Race: American Indian/Eskimo

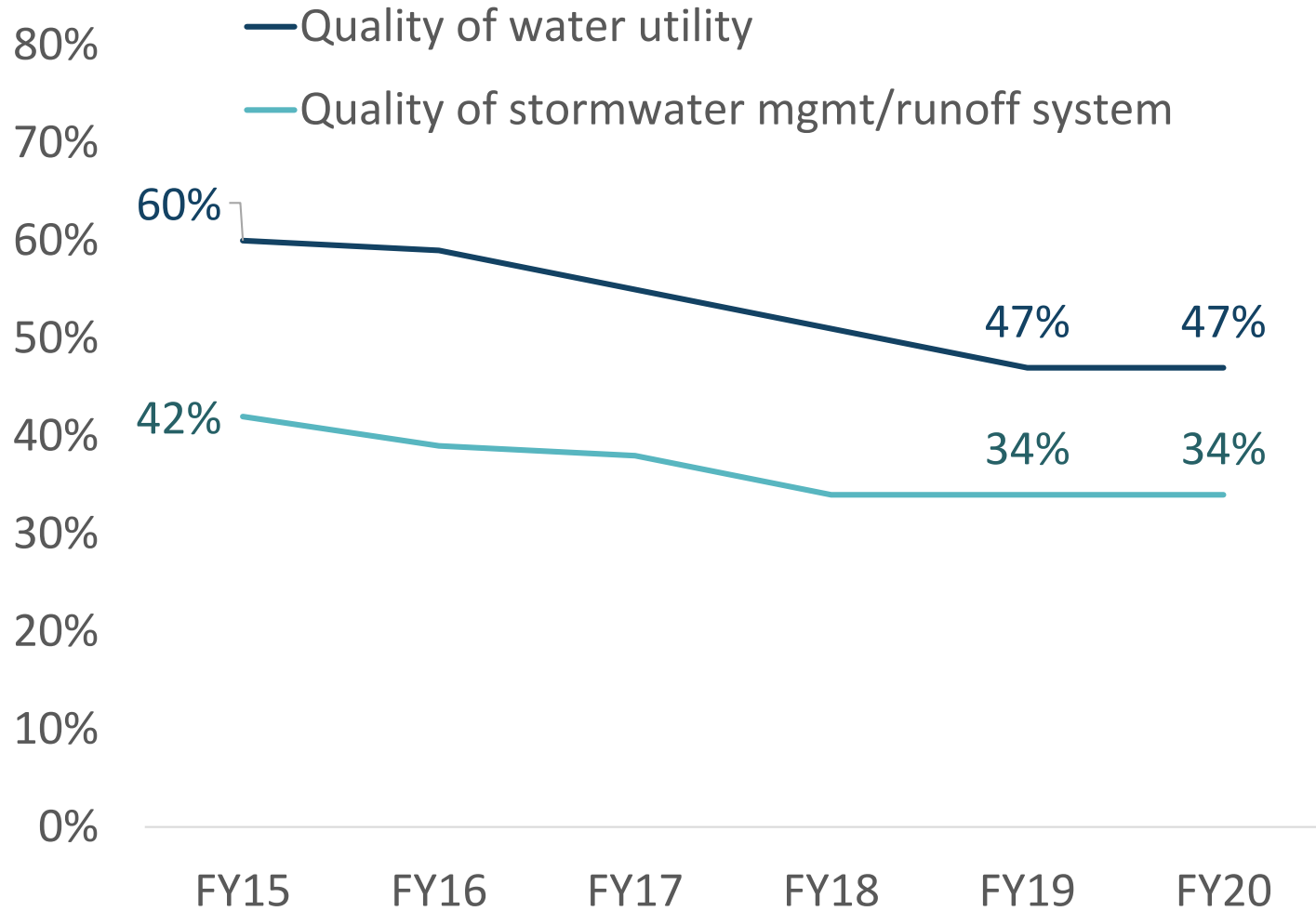
- More likely to have had contact:
- Race: not white
 - Income: More than \$30K

Neighborhood Services: Most questions low but stable, a few decreases



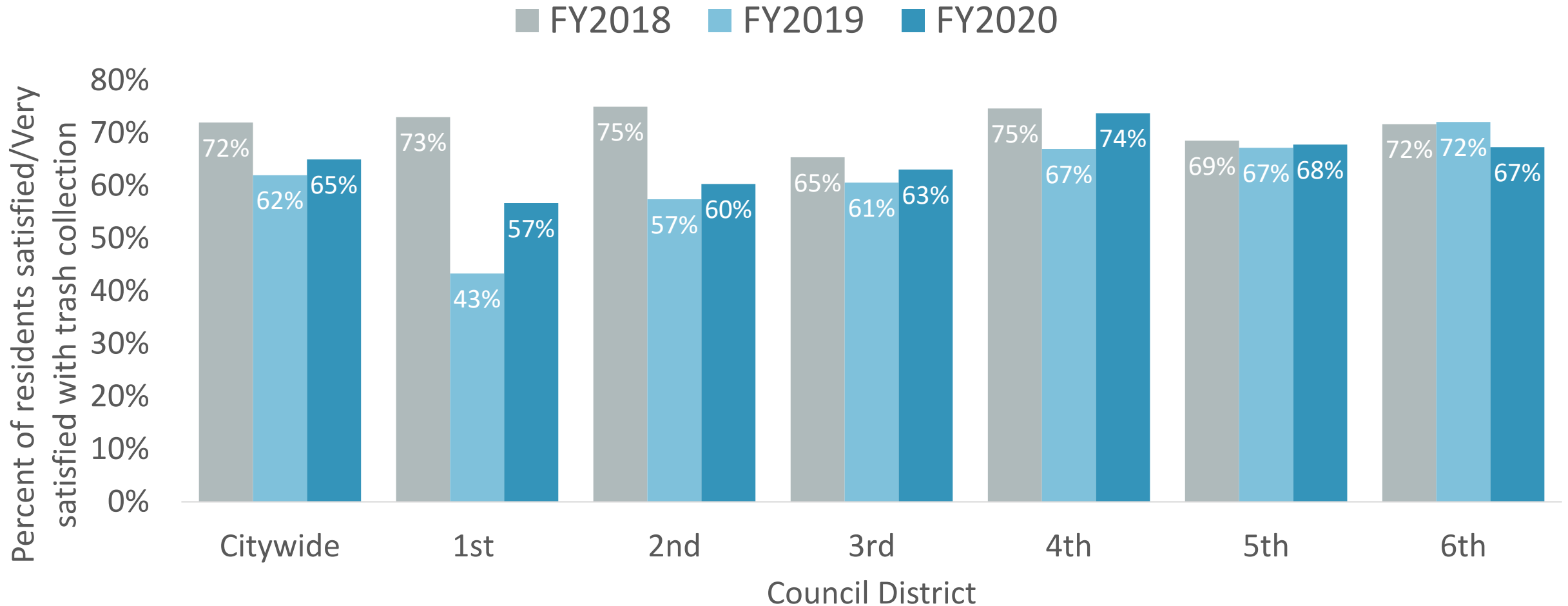
Question	I-S Rank	FY20 Satisfaction	One Yr Trend	Large Cities Average
Neighborhood Services Overall	n/a	39%	no change	44%
Physical appearance of neighborhood	n/a	56%	no change	--
Enforcing clean-up of trash and debris	1	24%	-2.0%	42%
Demolishing vacant structures	2	17%	no change	--
Enforcing mowing and cutting of weeds	3	24%	no change	36%
Enforcing exterior maintenance	4	24%	no change	43%
Boarding up vacant structures	5	21%	no change	--
Enforcement in your neighborhood	6	36%	no change	--
Enforcement of animal code	7	33%	-2.6%	--
Animal shelter and adoption efforts	8	53%	no change	--
Customer service from animal control	9	35%	-2.8%	--

Stormwater and KC Water: Stable, with one increase



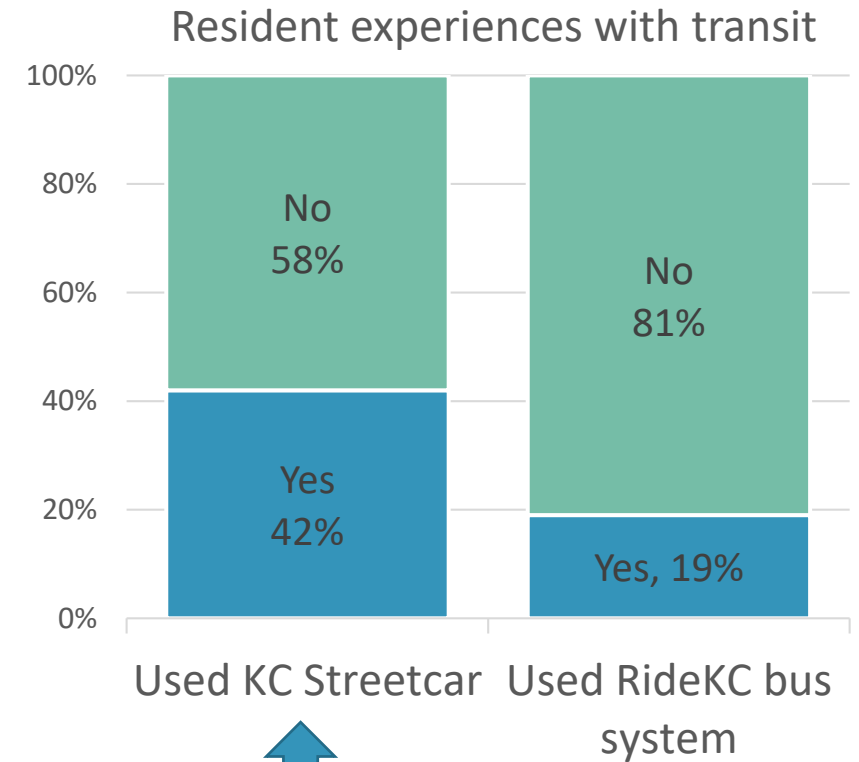
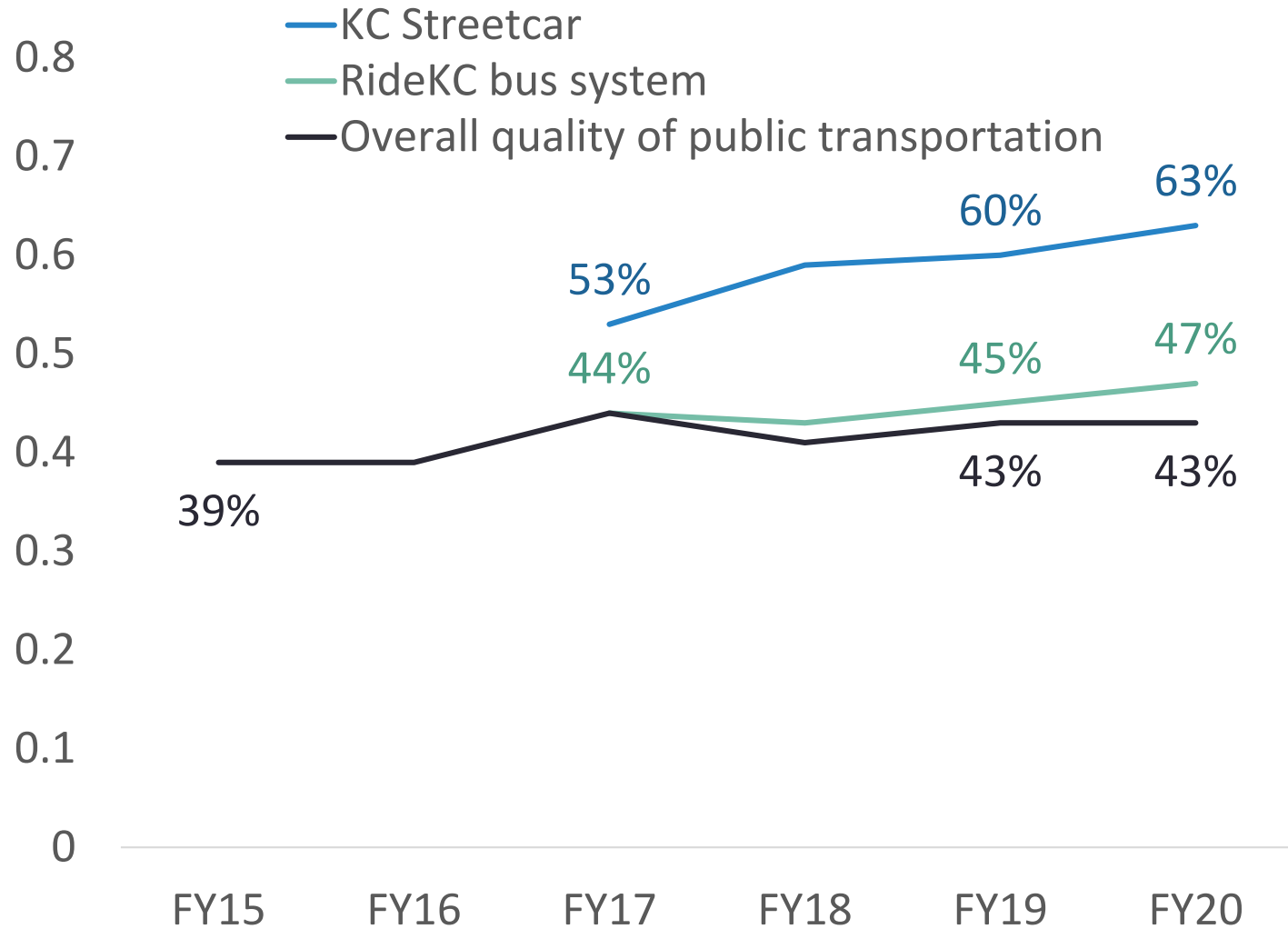
- Satisfaction with quality of KC Water customer service **increased by 6%** (from 43% to 49%)
- Satisfaction was **unchanged** with condition of catch basins (43%) and timeliness of water/sewer break repairs (39%)
- Satisfaction with both the water utility and stormwater management are **lower in the 3rd, 5th, and 6th districts.**
- Satisfaction with catchbasins is **lower in the 3rd, 4th, and 6th districts.**
- **Large cities average = 66%** for water utility and 54% for stormwater management

Trash Collection: Citywide satisfaction increase; increased or stable in most Council Districts



Other **solid waste** questions with **increase in satisfaction**: Curbside recycling program, bulky item pick-up, recycling drop-off centers and leaf and brush drop-off centers. Other questions unchanged from prior year.
#1 priority in this area is Efforts to clean up illegal dumping sites.

Public transportation: Satisfaction increased or stable



More likely to use streetcar:

- Districts: 4th, 6th
- Income: >\$100K
- Age: less than 45

More likely to use bus:

- Districts: 3rd, 4th
- Income: <\$30K
- Race: Black or Amer Ind/Eskimo
- Age: 18-24

Top priorities from other service areas



Service Area	Top Resident Priority
Airport	Food, beverage and other concessions
City Communications	Opportunity to engage/ provide input into decisions made by the City
Parks and Recreation	Tree trimming and other tree care
Fire and EMS	How quickly EMS responds to emergencies
Municipal Court services	Effectiveness of problem-solving court programs

Next Steps with the Resident Survey



Continue to Share FY20 Results

- Meet with Departments and City manager to review results
- Present to City Boards/Commissions as requested
- Present to civic organizations as requested
- Update the public Resident Insight Dashboard
 - (FY19 Results available at: <https://dashboards.mysidewalk.com/kansas-city-mo-resident-insights/>)

Plan for FY2020-21 Administration

- Currently working to review the survey draft for FY20-21
 - Engaging stakeholders from departments to discuss potential changes
 - Possible additions: more housing questions, shared mobility questions, questions about pandemic management
 - We would like the Mayor/Council's feedback on questions as well
- Goal: to finalize by early July

Another place you will see these results: Resident Survey measures and priorities are both used in the Citywide Business Plan



Goal Area	Measure	FY17	FY18	FY19	FY20
Customer Service and Communication	Residents satisfied with effectiveness of communication from the city	44%	42%	38%	39%
	Residents satisfied with opportunity to engage/provide input into decisions made by the city	30%	29%	30%	22%
	Residents satisfied with customer service from city employees	48%	48%	46%	46%
Finance and Governance	Residents satisfied with the value received for tax dollars	41%	39%	37%	33%
	Residents satisfied with effectiveness of City Manager and appointed staff	48%	44%	41%	43%
Housing	Residents satisfied with availability of affordable housing	--	57%	54%	50%
Neighborhood and Healthy Communities	Residents satisfied with programs and activities at City community centers	43%	45%	42%	44%
	Residents who attended an arts/cultural event (several times or more)	--	50%	53%	50%
	Residents satisfied with efforts to cleanup illegal dumping sites	23%	24%	23%	23%
Planning, Zoning and ED	Residents satisfied with physical appearance of their neighborhood	56%	56%	55%	56%
Public Safety	Residents satisfied with the City's overall efforts to prevent crime	39%	33%	33%	28%
Transportation and Infrastructure	Residents satisfied with condition of sidewalks in your neighborhood	33%	31%	30%	26%
	Residents satisfied with overall quality of public transportation	44%	41%	43%	43%
	Residents satisfied with on-street bicycle infrastructure	28%	26%	28%	28%
	Residents satisfied with the City's stormwater management/runoff system	38%	34%	34%	34%
	Residents satisfied with the overall maintenance of city infrastructure	24%	23%	19%	16%

Questions?

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