

Resident Satisfaction Survey FY 2020-2021 Annual Results

Presentation to Business Session

June 17, 2021

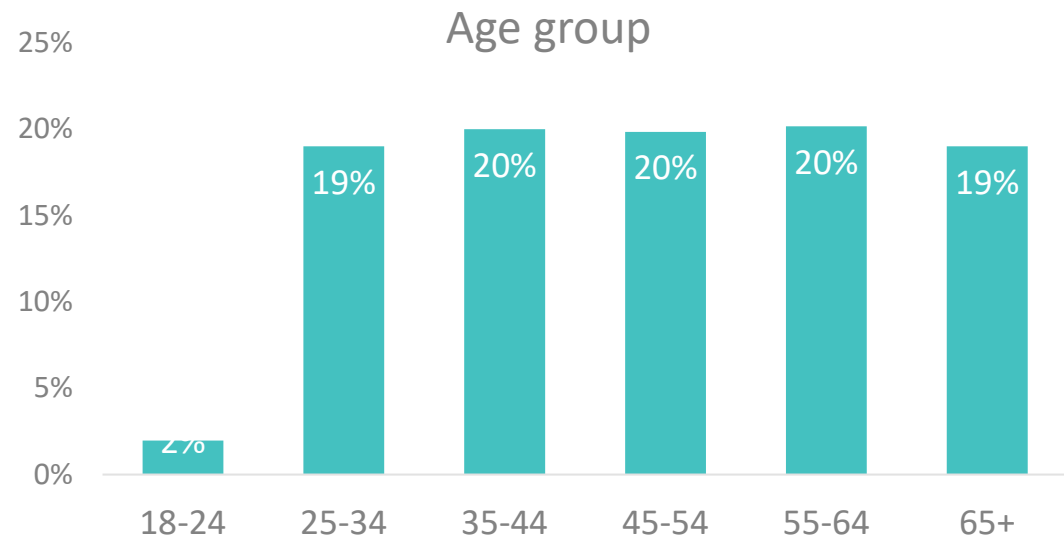
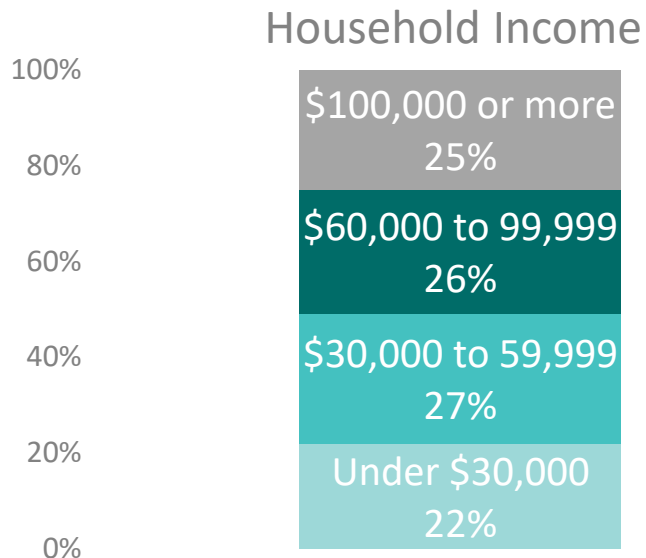
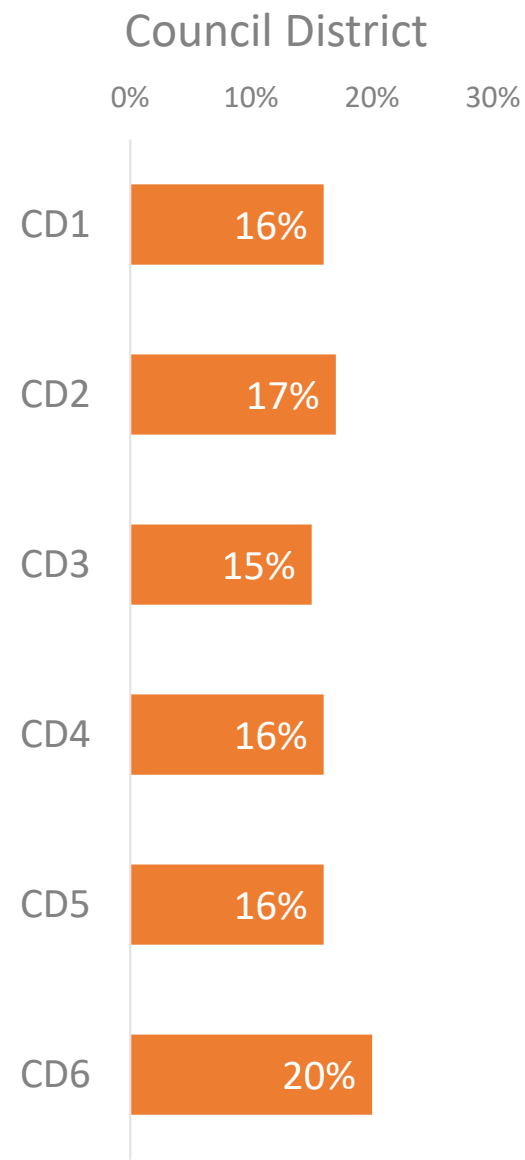
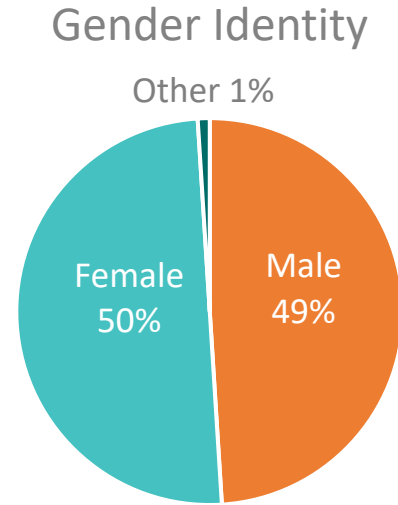
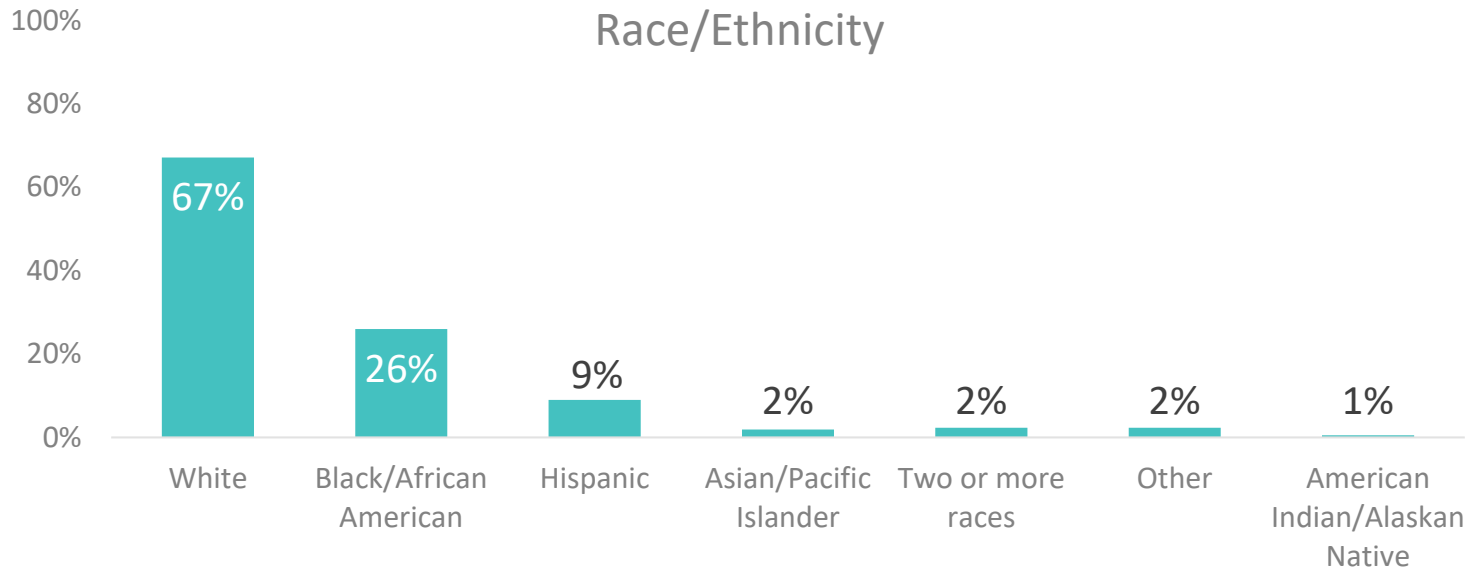
Kate Bender

Survey Administration Details



- Survey is administered by ETC to **random sample** of residents
 - Sample is **consistent across Council districts**
 - Total responses: 4,048
 - Results are considered **representative of the general population**, within a margin of error (like a poll)
- Timing of quarterly surveys:
 - Q1 – August 2020
 - Q2 – November 2020
 - Q3 – March 2021
 - Q4 – May 2021

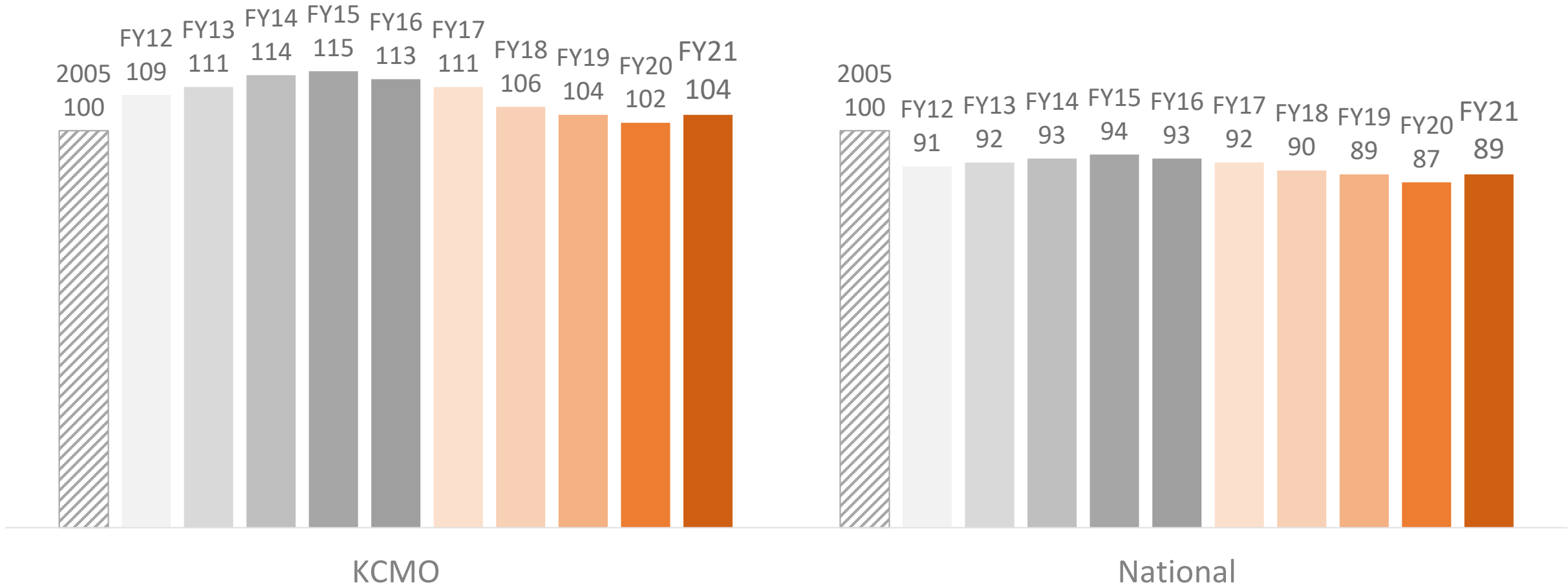
Survey respondent demographics



Overall trend: KCMO tracks national trend

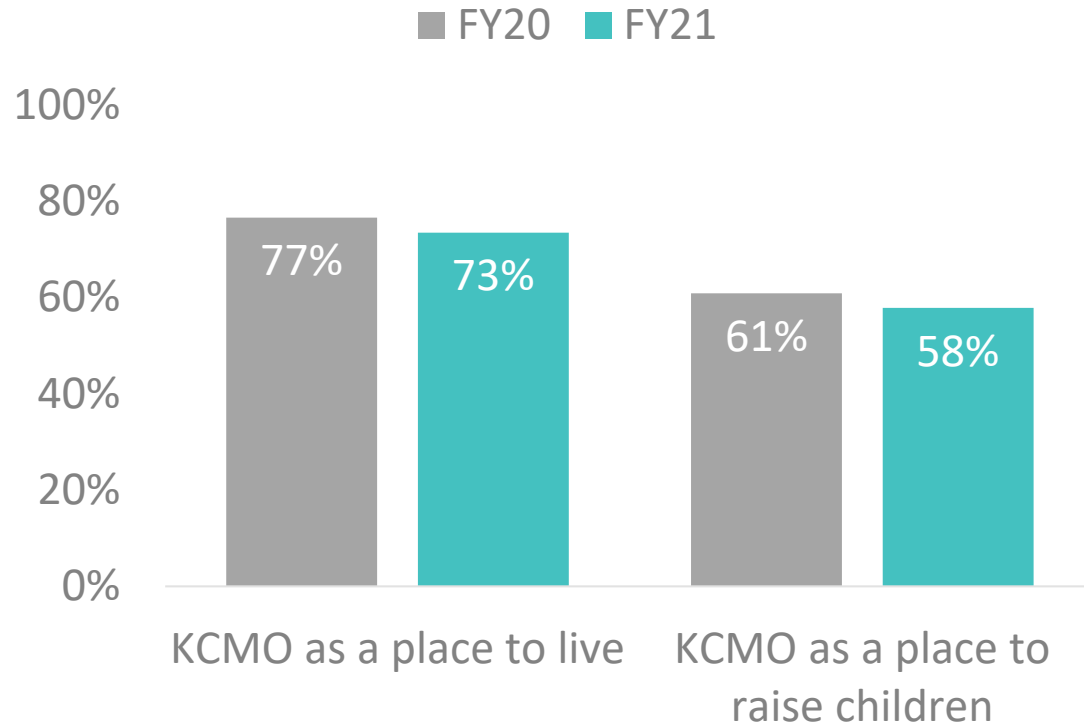


Composite Customer Service Index

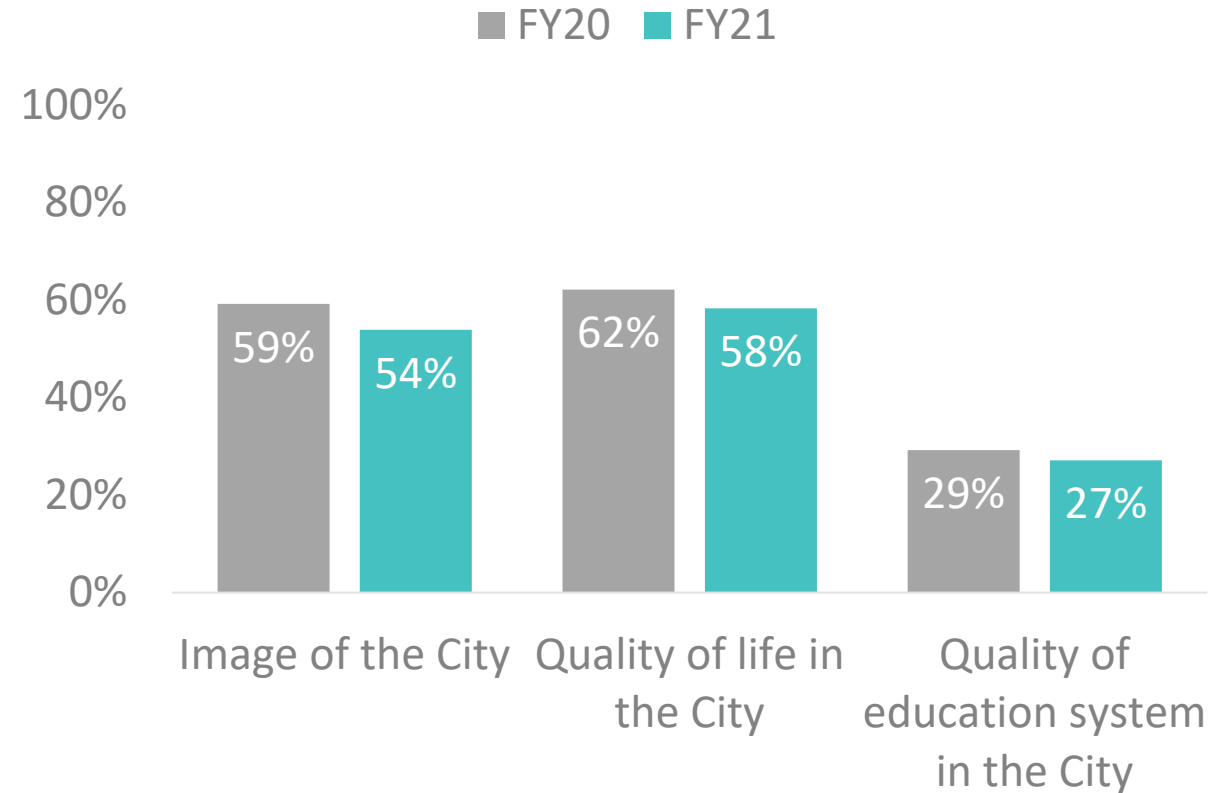


Quality of Life: Decline in ratings

Percent rating “Excellent” or Good”



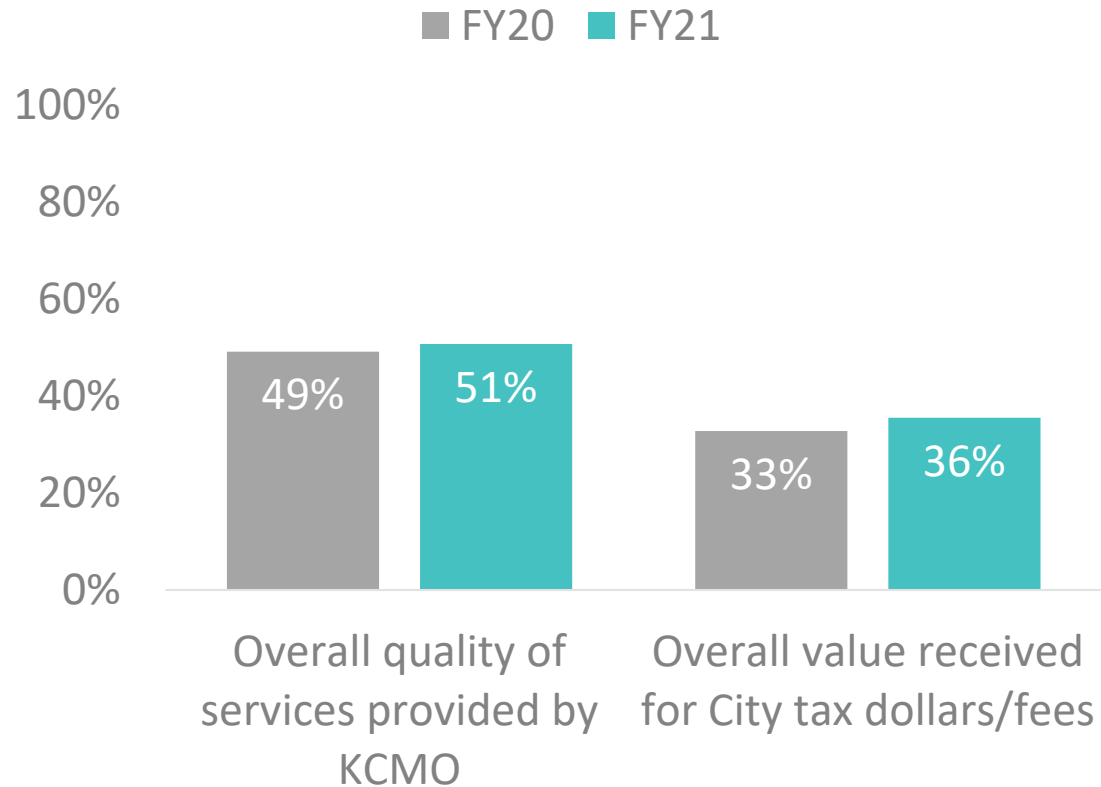
Percent “Satisfied” or “Very Satisfied”



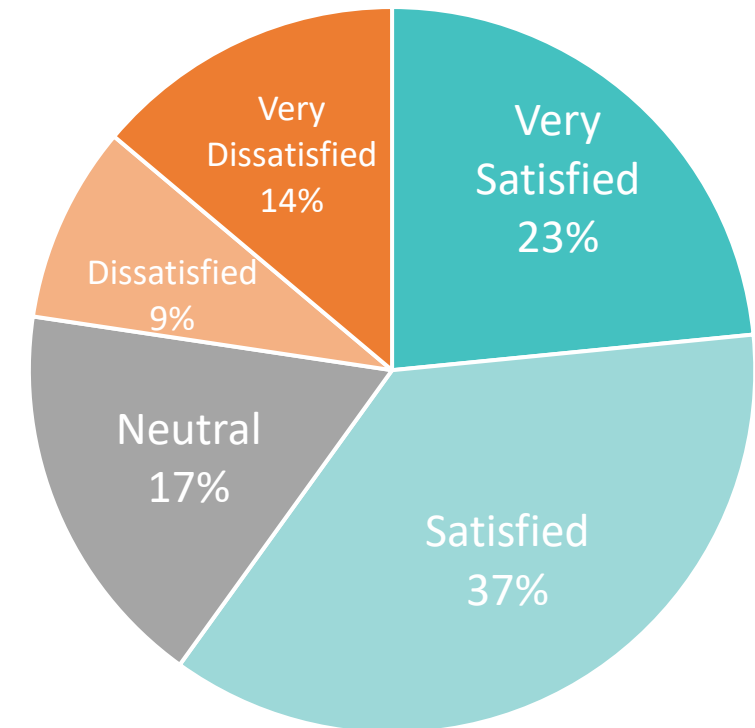
Ratings of KCMO as a place to live are lower for residents in the lowest income group, residents in the 3rd and 5th Districts, and residents who are Black, Other, American Indian/Alaskan Native, or two or more races.

City Services and Value: Ratings increased

Percent “Satisfied” or “Very Satisfied”



60% satisfied with City leadership during the COVID-19 pandemic



Ratings of City services and value for tax dollars/fees are similar across Council Districts

Resident Priorities: Importance-Satisfaction Table



| Service Area | Importance % | Satisfaction % | I-S Rank FY20 | I-S Rank FY21 |
|--|--------------|----------------|---------------|---------------|
| Infrastructure - streets and sidewalks | 65% | 17% | 1 | 1 |
| Police services | 46% | 55% | 2 | 2 |
| Neighborhood services | 18% | 39% | 3 | 3 |
| City water utilities | 13% | 51% | 6 | 4 |
| Public transportation | 11% | 43% | 7 | 5 |
| Stormwater runoff/management | 10% | 35% | 4 | 6 |
| Solid waste services | 13% | 59% | 5 | 7 |
| Health Department services | 10% | 50% | 14 | 8 |
| Effectiveness of city communications | 8% | 41% | 9 | 9 |
| City Planning and Development services | 6% | 28% | 10 | 10 |
| Parks and recreation | 9% | 59% | 11 | 11 |
| Fire and EMS services | 15% | 77% | 13 | 12 |
| Airport facilities | 6% | 52% | 8 | 13 |
| Customer service from city employees | 5% | 46% | 12 | 14 |
| Municipal Court services | 2% | 35% | 16 | 15 |
| 311 service | 3% | 57% | 15 | 16 |

Top three priorities are unchanged

Health Dept Services is a higher priority

Airport facilities is a lower priority

Streets and Infrastructure: Priorities are unchanged, increases for snow removal and street lighting



| Questions | Satisfaction | Importance | I-S | Change |
|-------------------------------------|--------------|------------|-----|--------|
| Maintenance of streets | 13% | 58% | 1 | -- |
| Streets in your neighborhood | 25% | 27% | 2 | -- |
| Snow removal on residential streets | 34% | 22% | 3 | +2.4% |
| Condition of sidewalks | 17% | 17% | 4 | -- |
| Sidewalks in your neighborhood | 28% | 16% | 5 | -- |
| Accessibility of infrastructure | 35% | 10% | 6 | -- |
| On-street bike infrastructure | 29% | 7% | 7 | -- |
| Snow removal on major streets | 51% | 11% | 8 | -- |
| Adequacy of street lighting | 57% | 6% | 9 | +2.5% |
| Maintenance of signs/signals | 53% | 4% | 10 | -- |

Increase in residents who report riding a bicycle on city streets or trails in the last year (28%, up 1.6%)

Police Services: Reducing crime is top priority, but other priorities vary across Council District



| Question | Citywide Satisfaction | Citywide Importance | I-S (Priority Rank) | | | | | | |
|--|-----------------------|---------------------|---------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | | | Citywide | 1 st | 2 nd | 3 rd | 4 th | 5 th | 6 th |
| Efforts to prevent crime | 28% | 54% | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Effectiveness of local police protection | 51% | 32% | 2 | 3 | 3 | 4 | 2 | 3 | 2 |
| How quickly police respond to emergencies | 43% | 25% | 3 | 2 | 2 | 3 | 5 | 5 | 3 |
| Responsiveness of the police department to resident concerns | 42% | 23% | 4 | 4 | 4 | 5 | 3 | 4 | 4 |
| The relationship between my neighborhood and the police | 56% | 29% | 5 | 6 | 5 | 2 | 4 | 2 | 5 |
| Enforcement of local traffic laws | 45% | 9% | 6 | 5 | 6 | 6 | 6 | 6 | 6 |
| Parking enforcement services | 39% | 3% | 7 | 7 | 7 | 7 | 7 | 7 | 7 |

New questions



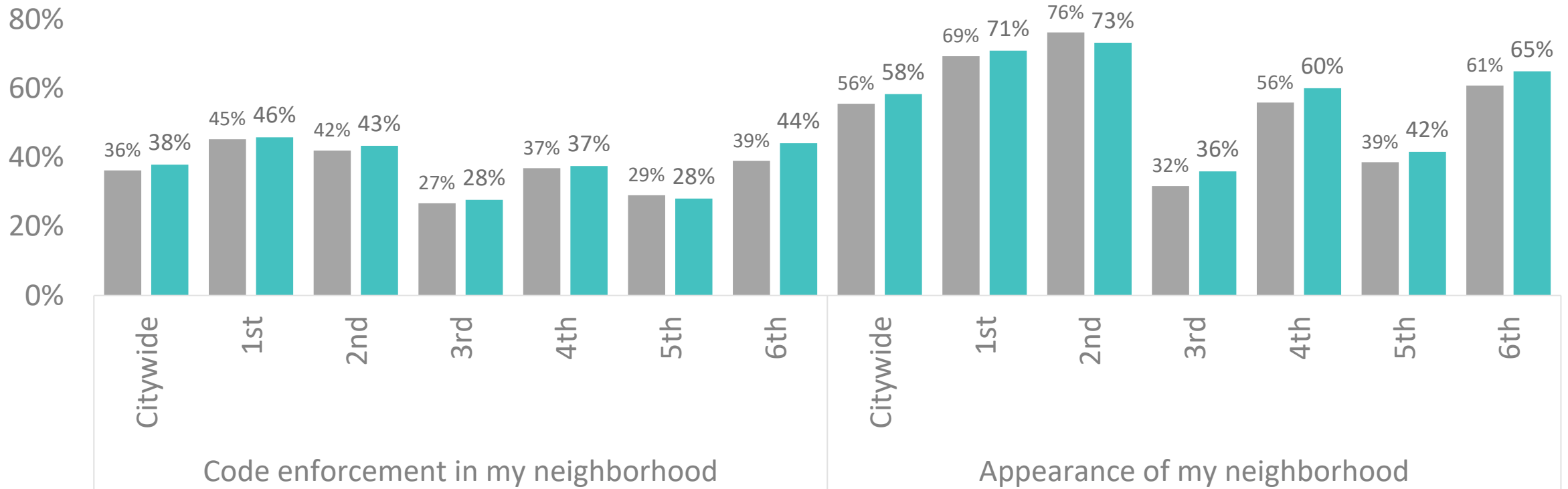
Decline in satisfaction with police services overall (-2.2%) and increase in feelings of safety in your neighborhood (+1.7%). Decline (-1.7%) in calling 911. All other questions unchanged or no trend available.

Neighborhoods: Citywide increases for code enforcement in my neighborhood and appearance of my neighborhood



Percent satisfied or very satisfied

■ FY20 ■ FY21



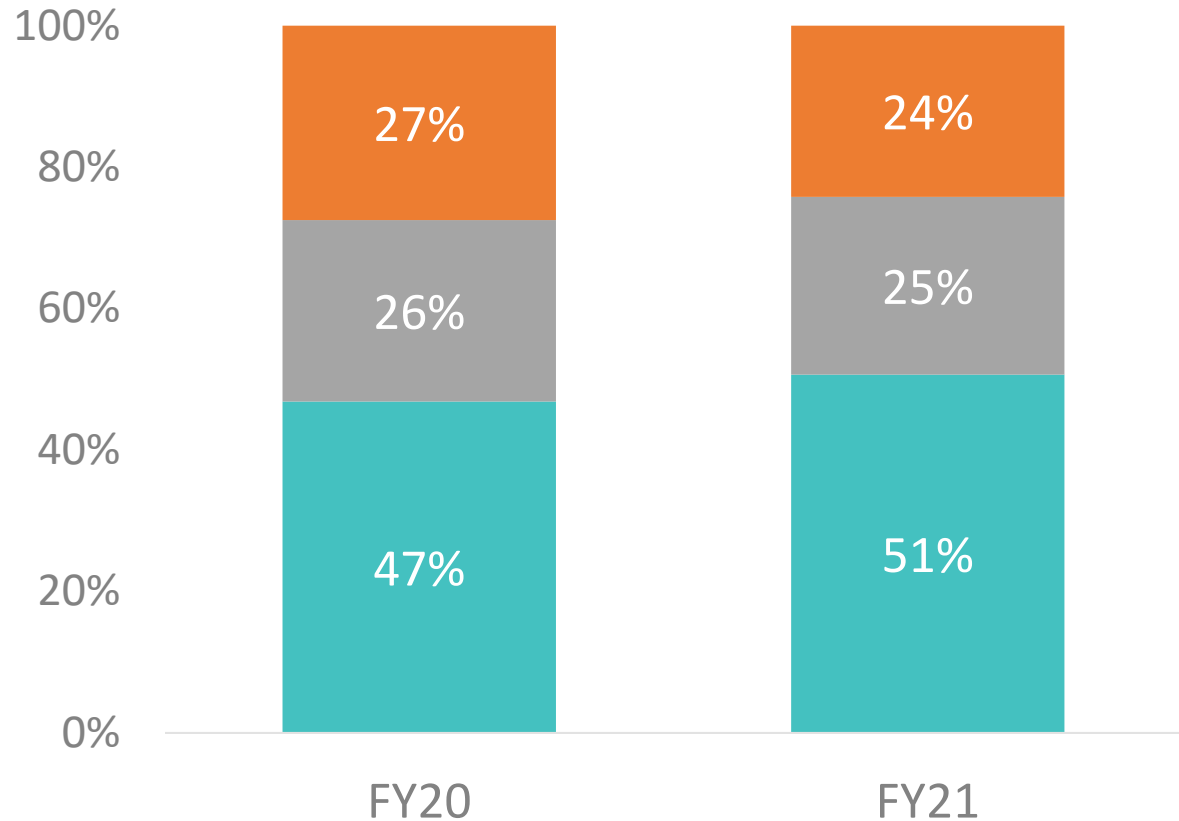
Increase in satisfaction for animal code enforcement (36%, +2.8%). Other new questions for animal control include: customer service from KC Pet Project (56%), animal shelter adoption efforts and community education/resources (60%), and process for intake of animals (41%).

Water Utility and Stormwater Management: Increase in satisfaction and/or decline in dissatisfaction

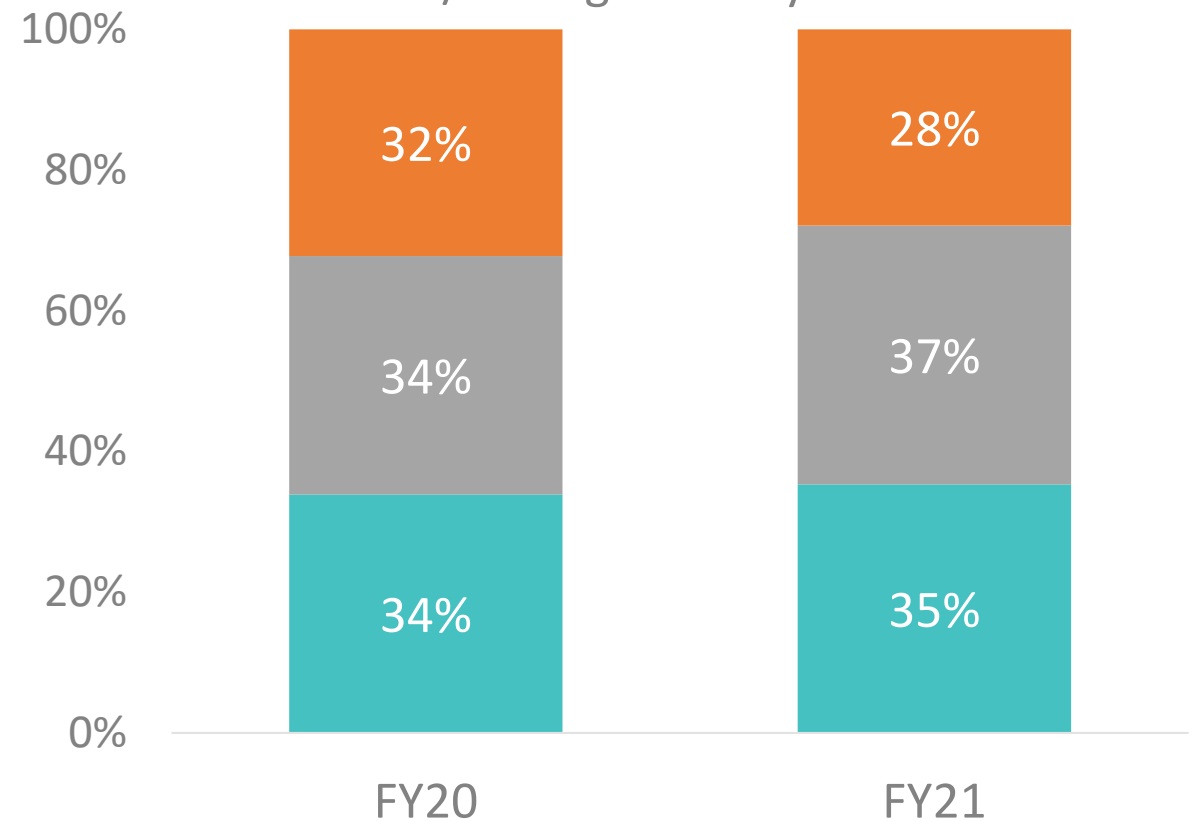


■ Satisfied/Very Satisfied ■ Neutral ■ Dissatisfied/Very Dissatisfied

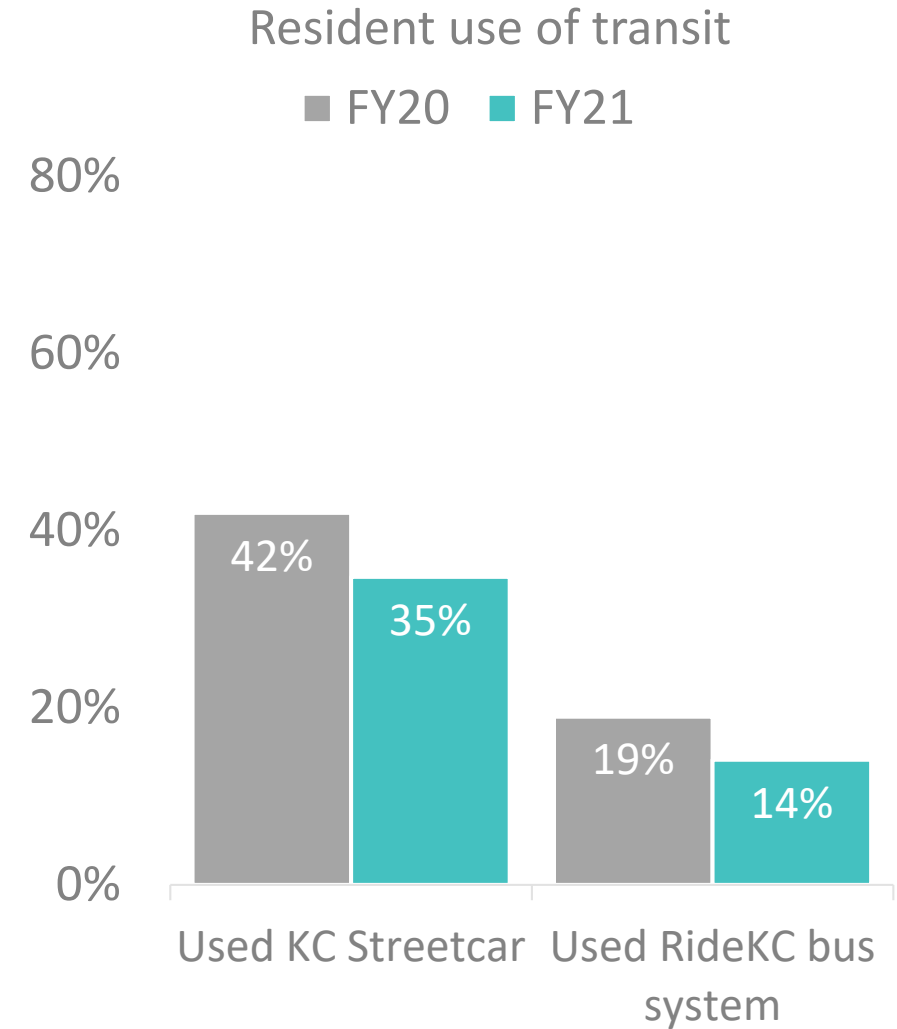
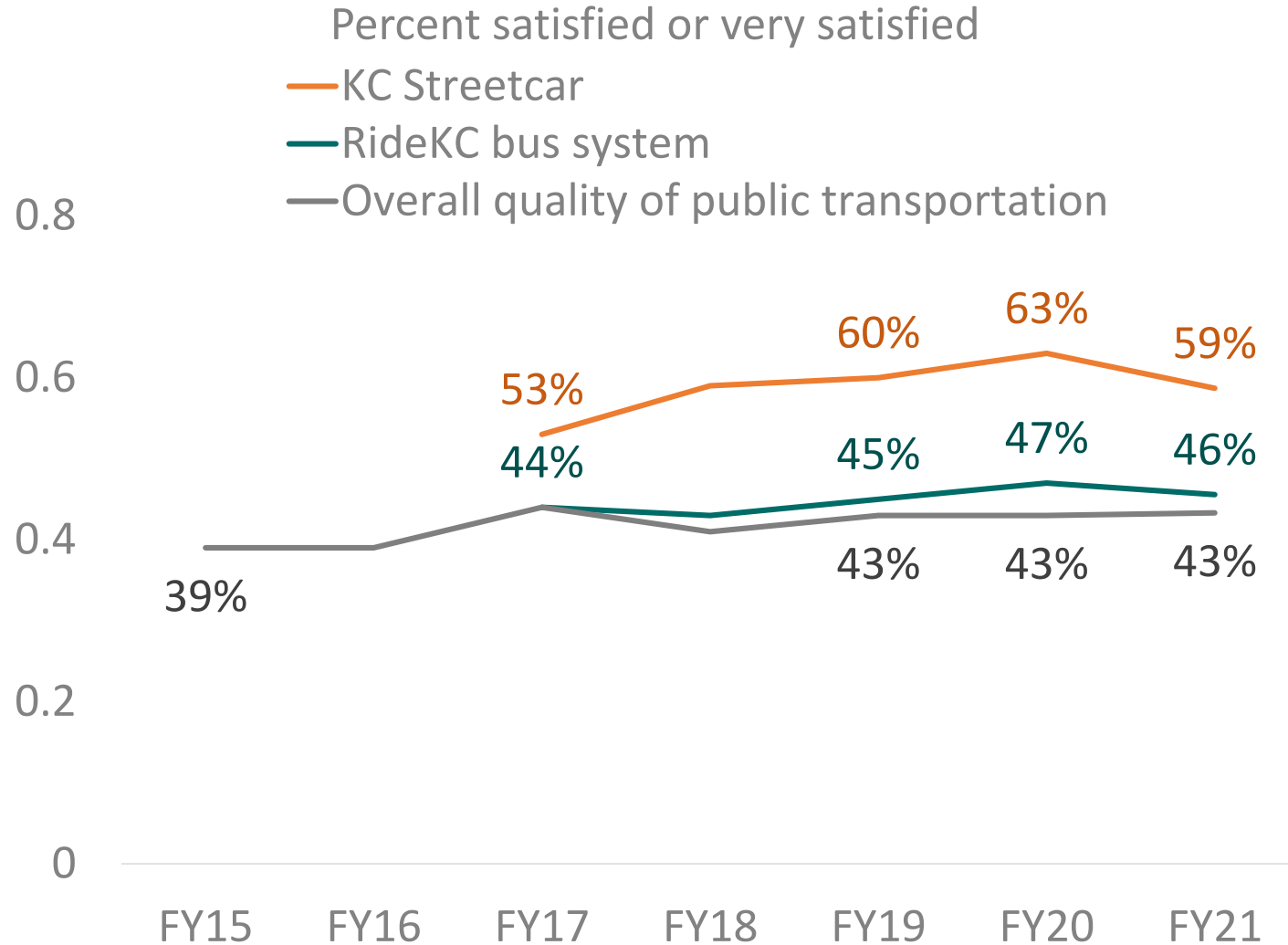
Overall quality of city water utilities



Overall quality of City's stormwater runoff/management system



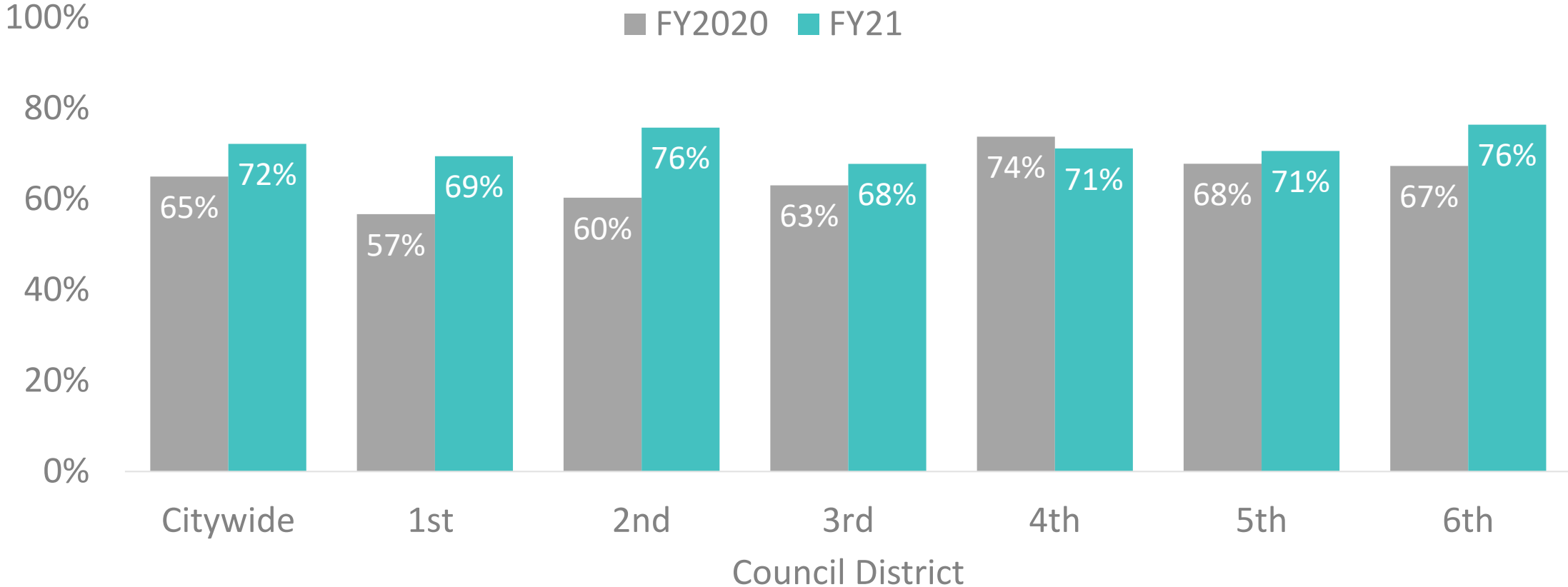
Public transportation: Satisfaction down for streetcar, unchanged for bus and overall system; ridership down for both



Solid Waste: Big increases in satisfaction with trash, recycling and drop off centers; decline in satisfaction with illegal dumping



Percent satisfied or very satisfied with trash collection



Other increases: quality of curbside recycling (+5.5%), quality of recycling drop-off centers (+3.4%), quality of leaf and brush drop-off centers (+4%), overall quality of solid waste services (+6.7%).
Decline in City efforts to clean up illegal dumping sites (-3.1%)

Source: KCMO Resident Survey

Other Service Area Changes



| Service Area | FY21 Notable Changes |
|----------------------|--|
| Health Dept | <ul style="list-style-type: none"> Overall satisfaction unchanged; dissatisfaction increased from 8% to 12% |
| Communications | <ul style="list-style-type: none"> Effectiveness of communication increased (+2.1%) Quality of video content increased (+2.4%) Percent of residents watching video on live stream or social media increased (+3% and +3.9%) Percent of residents visiting website increased (+4.2%) |
| CPD | <ul style="list-style-type: none"> Satisfaction with CPD services declined (-2.8%) |
| Parks and Recreation | <ul style="list-style-type: none"> Multiple questions declined: outdoor athletic fields (-4.8%), boulevard/parkway maintenance (-5.3%), walking and biking trails (-2.6%), swimming pools and programs (-9.5%), youth programs (-6.2%), community center maintenance (-6%), community center programs (-6.3%), tree trimming (-2.5%) Customer service from Parks and Rec increased (+2.8%) Visiting community centers declined (-7.4%) |

Other Service Area Changes (continued)

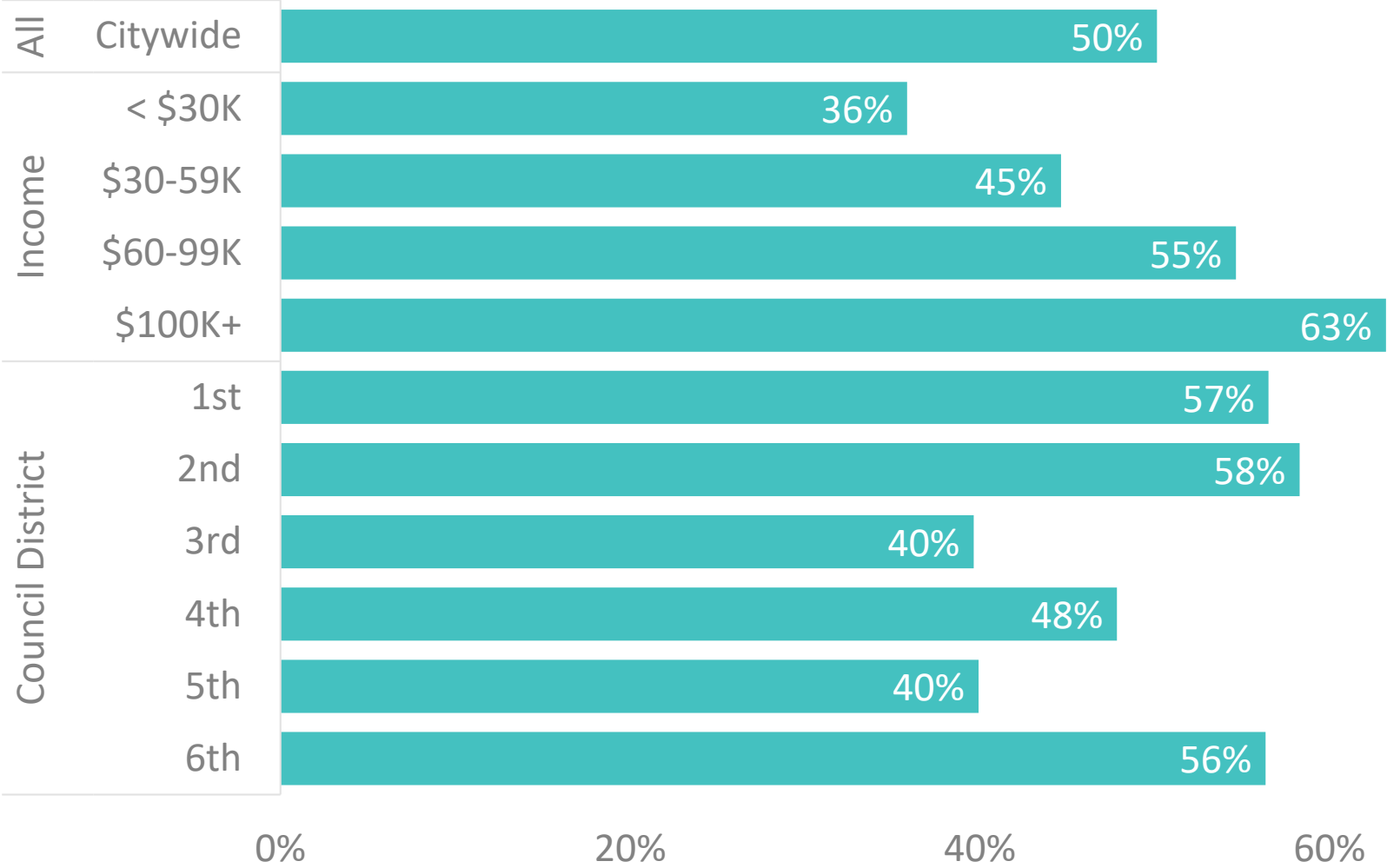


| Service Area | FY21 Notable Changes |
|-----------------|---|
| Fire and EMS | <ul style="list-style-type: none"> • Overall satisfaction increased (+2.1%) • Satisfaction with how quickly fire and rescue personnel respond increased (+1.8%) |
| Airport | <ul style="list-style-type: none"> • Availability of parking declined (-2.6%) • Food, beverage and concessions declined (-4.8%) • Availability of seating near the gate increased (+3%) • Flying out of KCI declined (-14.3%) |
| Municipal Court | <ul style="list-style-type: none"> • Overall satisfaction declined (-4.3%) • Ease of using Municipal Court online ticket payment and info system increased (+3%) • Effectiveness of problem-solving court programs increased (+4.5%) • Paying ticket online declined (-2.7%) • Visiting Municipal Court courthouse declined (-6.8%) |
| 311 | <ul style="list-style-type: none"> • How well your question or issue was resolved via 311 increased (+2.9%) |

Housing: No changes in ratings of affordability or quality; internet access increased



Availability of affordable housing for your family:
percent satisfied/very satisfied



Regular access to the internet increased from FY20 to FY21:

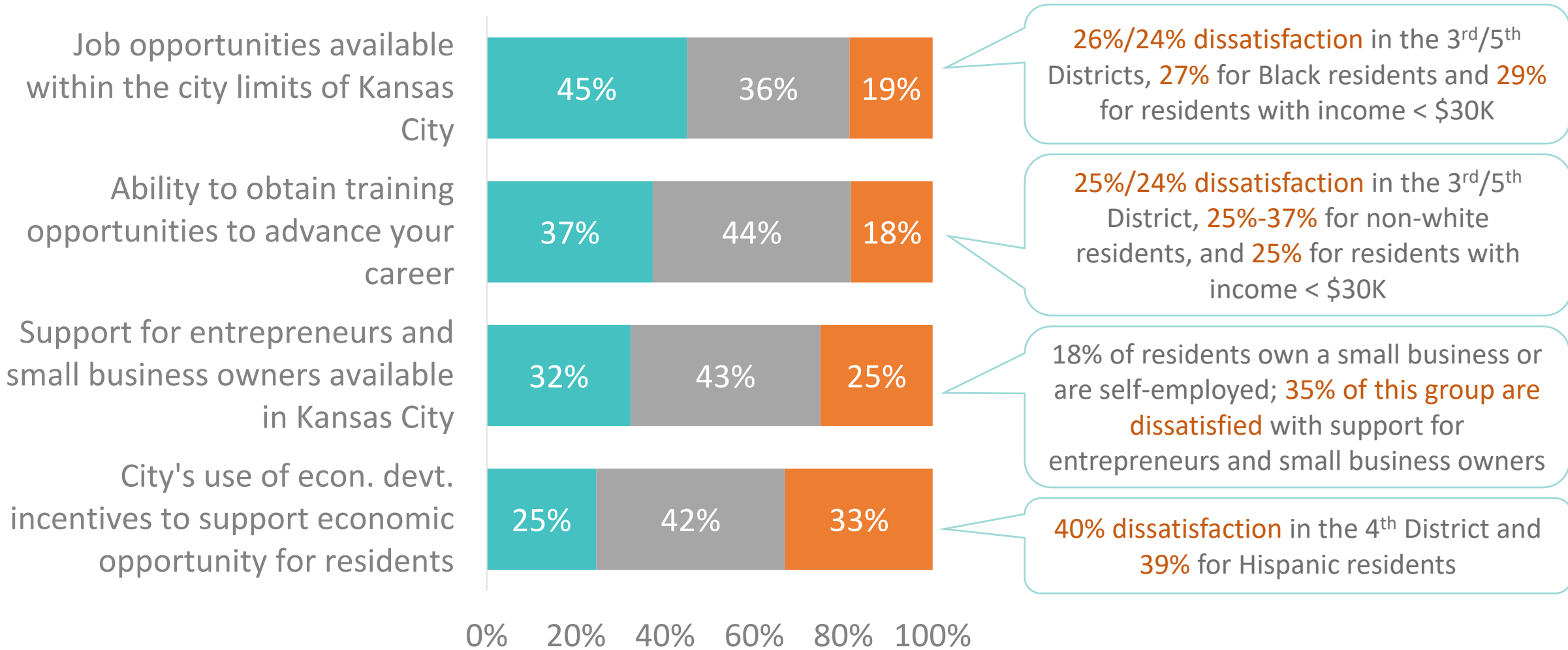
- +5.6% citywide, from 86% to 91%
- +9% in the 3rd District, from 72% to 81%
- +6% in the 5th District, from 81% to 87%
- +9% for households with income < \$30K, from 66% to 75%
- +6% for households with income \$30-59K, from 86% to 92%

Source: KCMO Resident Survey

Economic Development: Baseline ratings show inequities



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



Upcoming

- Full survey report and presentation available at: kcmo.gov/survey
- Resident dashboard in process of annual update
- Presentation to City boards and commissions
- For additional analysis or questions contact: kate.bender@kcmo.org

