

FY 2020-21 Resident Satisfaction Survey Results

Board of Parks and Recreation Commissioners
Tuesday, August 24, 2021

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City Manager's Office

Purpose of Survey

Satisfaction

- Which services are residents more/less satisfied with and what is the trend?
- *Use: To understand service gaps or problems in tandem with operational data*

Priorities

- Which services do residents think should be prioritized for improvement?
- *Use: To prioritize improvement efforts or resource allocation*

Segmentation

- How do residents' perspectives differ based on age, race, gender, geography, experiences, etc?
- *Use: To develop targeted outreach strategies for specific resident groups*

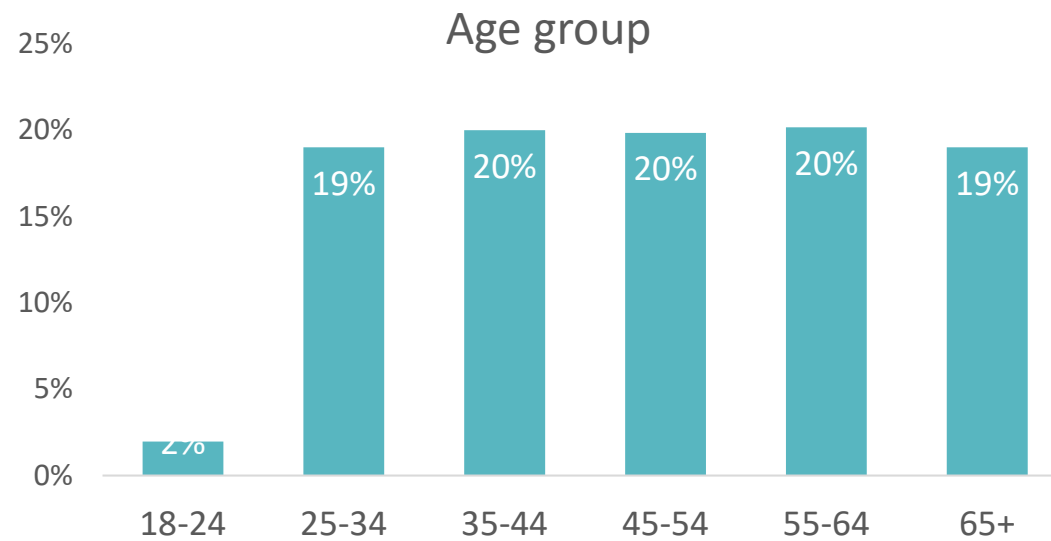
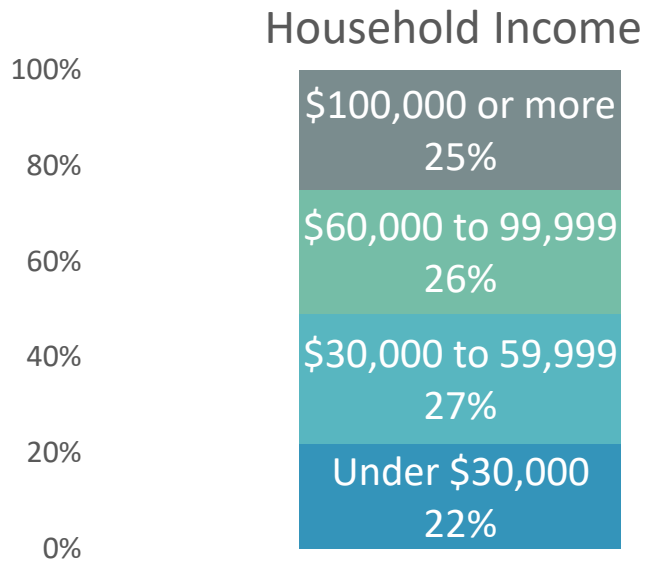
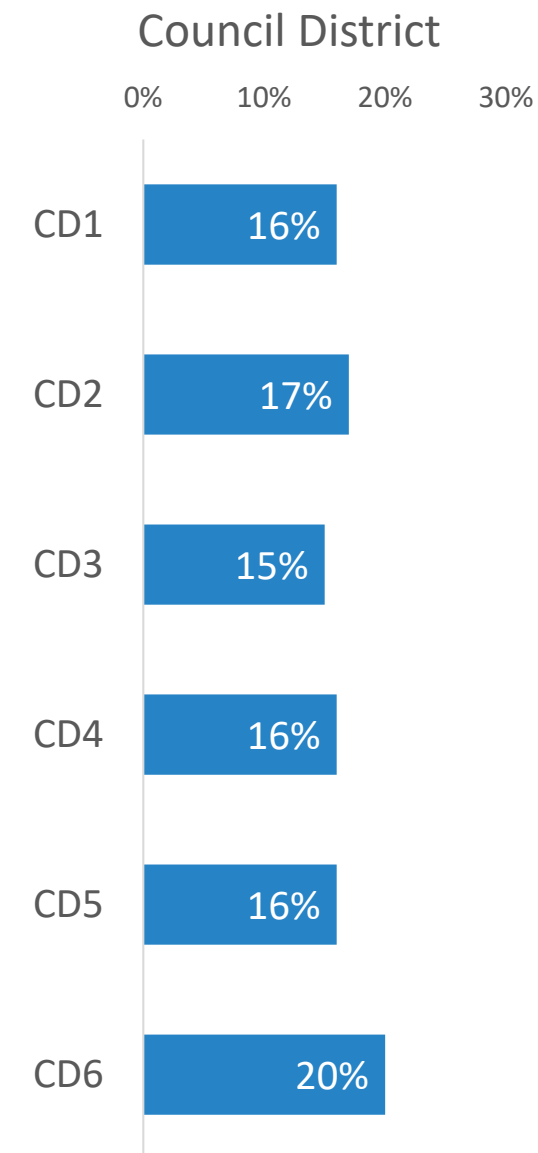
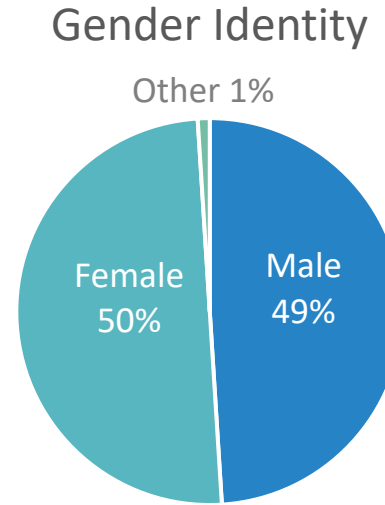
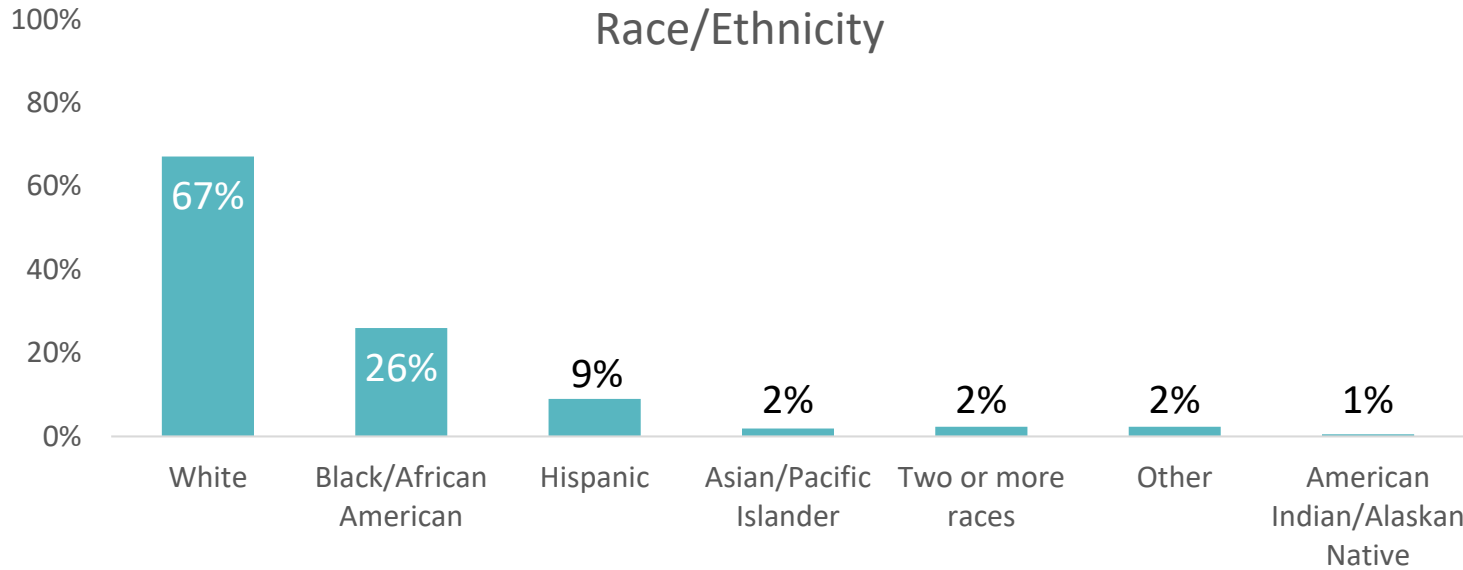
Benchmarks

- How do we compare with other cities?
- *Use: To understand our relative strengths and weaknesses, and examples of best practice cities*

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

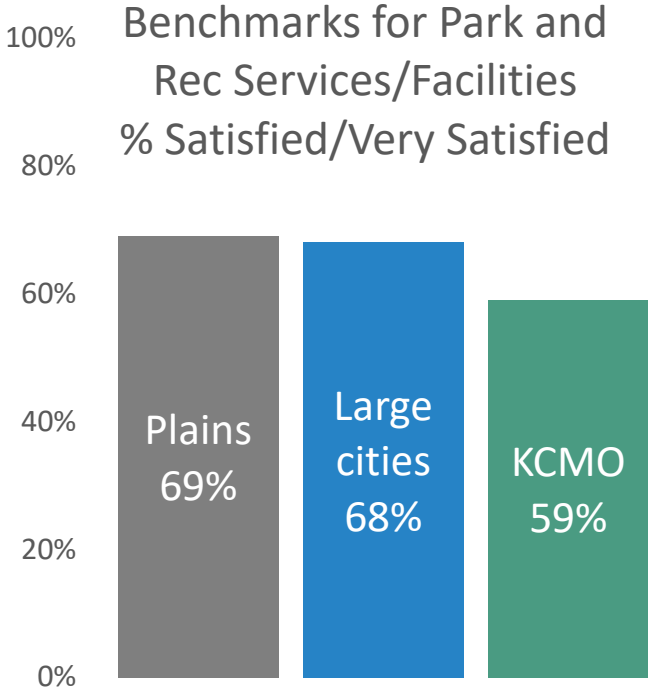
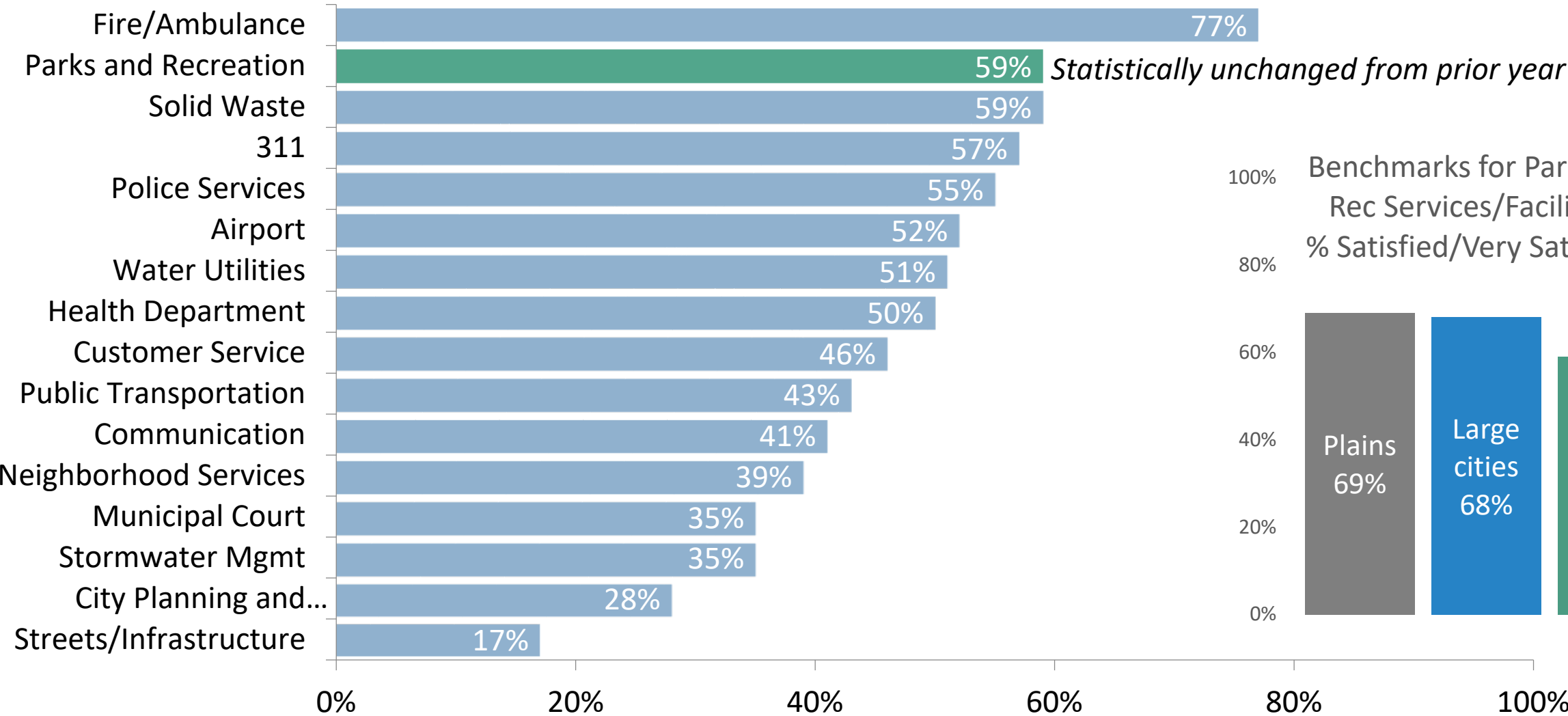
Survey respondent demographics



Overall, Parks and Rec has high satisfaction compared to other service areas



% Satisfied/Very Satisfied



Source: Resident Survey FY2021

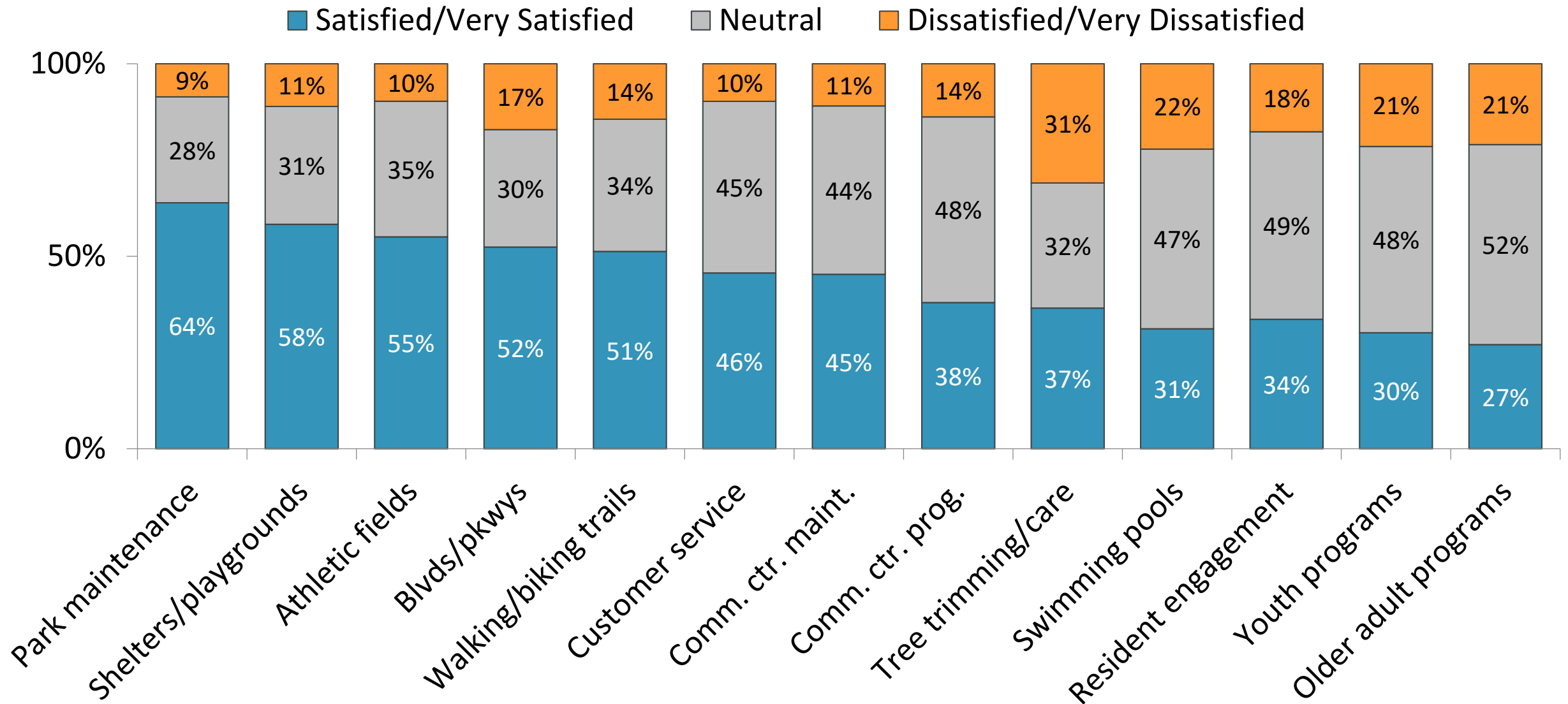
Resident Priorities: Importance-Satisfaction Ranking

Source: KCMO Resident Survey

Major Service Areas	Importance (%)	Satisfaction (%)	FY20 I-S Rank	FY21 I-S Rank
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	6%	28%	10	10
Parks and recreation	9%	59%	11	11
Fire and ambulance 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

Parks Service Areas

Satisfaction varies significantly between Parks and Rec services

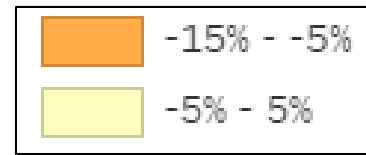


Source: Resident Survey FY2020

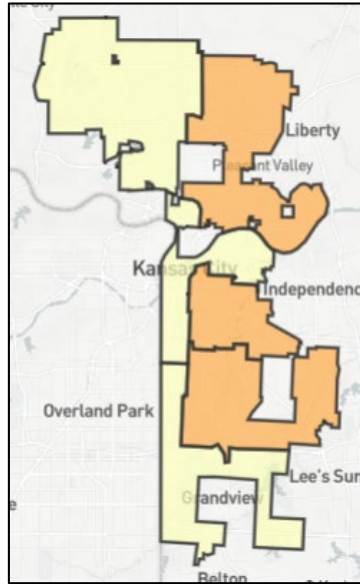
Trends for Parks and Rec service areas were largely down this year



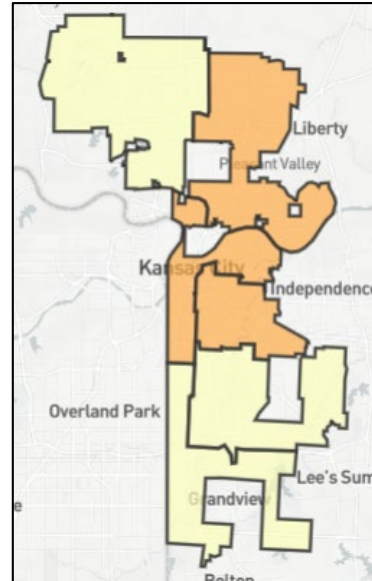
Geographic nature of declines



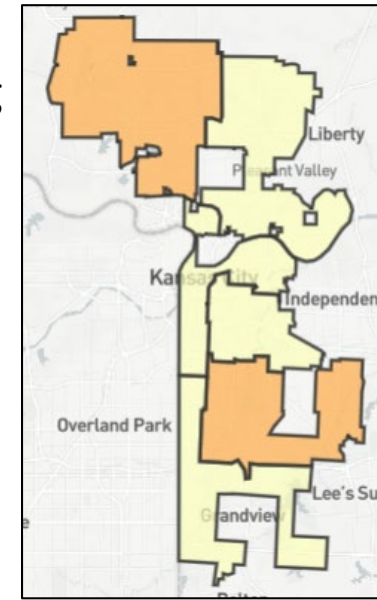
Maintenance of boulevards and parkways



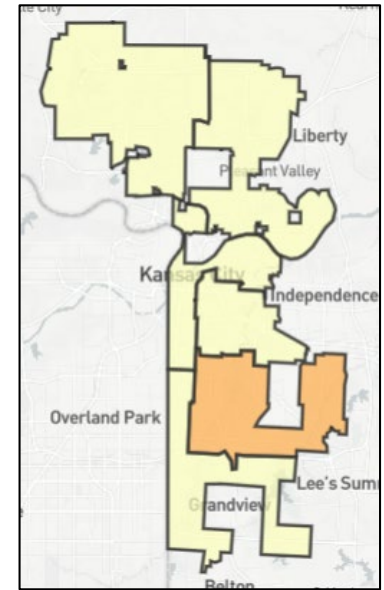
Outdoor athletic fields



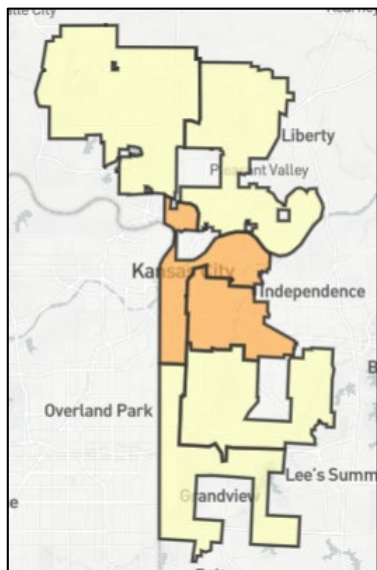
Tree trimming and tree care



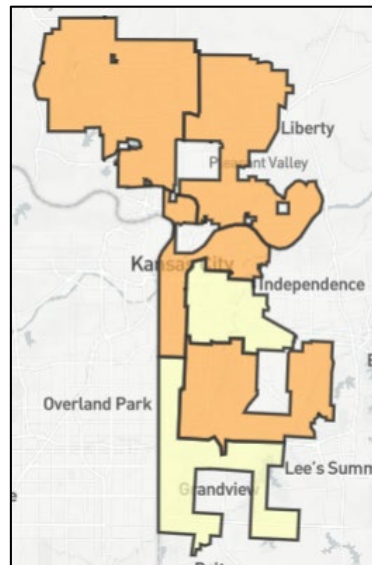
Walking and biking trails



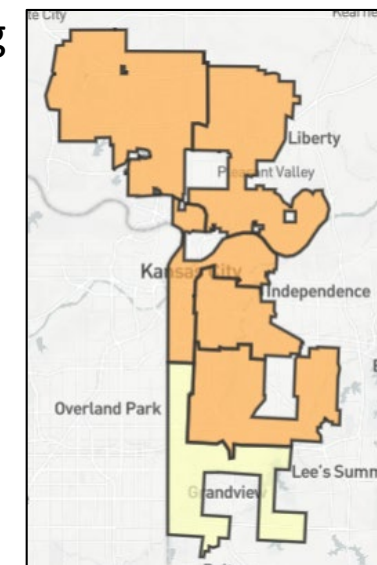
Community center programs



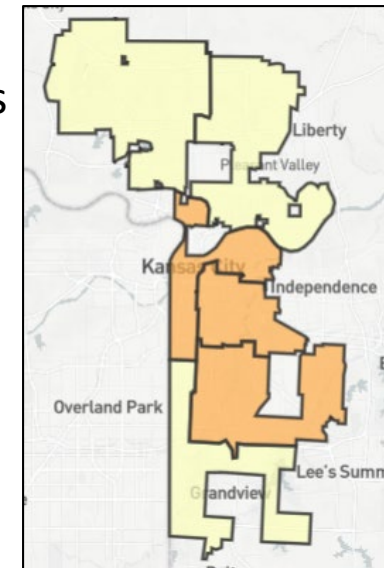
Community center maintenance



Swimming pools and programs



Youth programs and activities



Residents' priorities for Parks and Recreation are fairly consistent over time

Which TWO of the Park and Recreation Services listed do you think should receive the MOST EMPHASIS from the City over the next two years? (Importance = aggregate percent of citizens selecting)

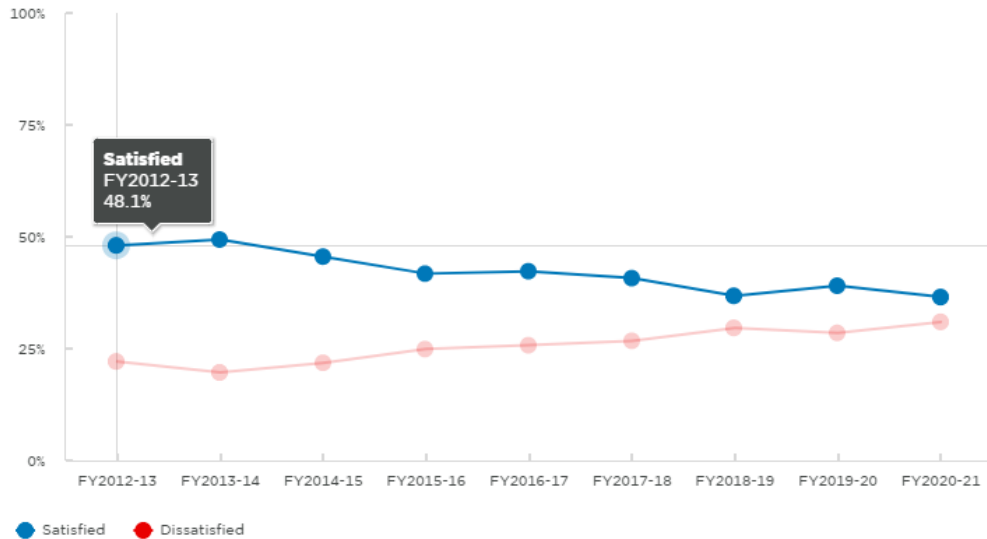
Question	Importance	Satisfaction	FY2020 I-S Rank	FY2021 I-S Rank
Tree trimming and other tree care	22%	37%	1	1
Youth programs and activities	17%	30%	2	2
Maintenance of boulevards/parkways	22%	52%	3	3
Maintenance of city parks	26%	64%	4	4
Older adult programs and activities	12%	27%	--	5
Walking and biking trails	15%	51%	5	6
Quality of park facilities	13%	58%	6	7
City swimming pools and programs	6%	31%	8	8
Resident engagement efforts by Parks and Rec	6%	34%	--	9
Programs and activities at community centers	4%	38%	7	10
Quality of outdoor athletic fields	5%	55%	10	11
Maintenance and appearance of community centers	4%	45%	11	12
Customer service from Parks and Rec employees	2%	46%	12	13

Tree trimming and boulevard/parkway maintenance

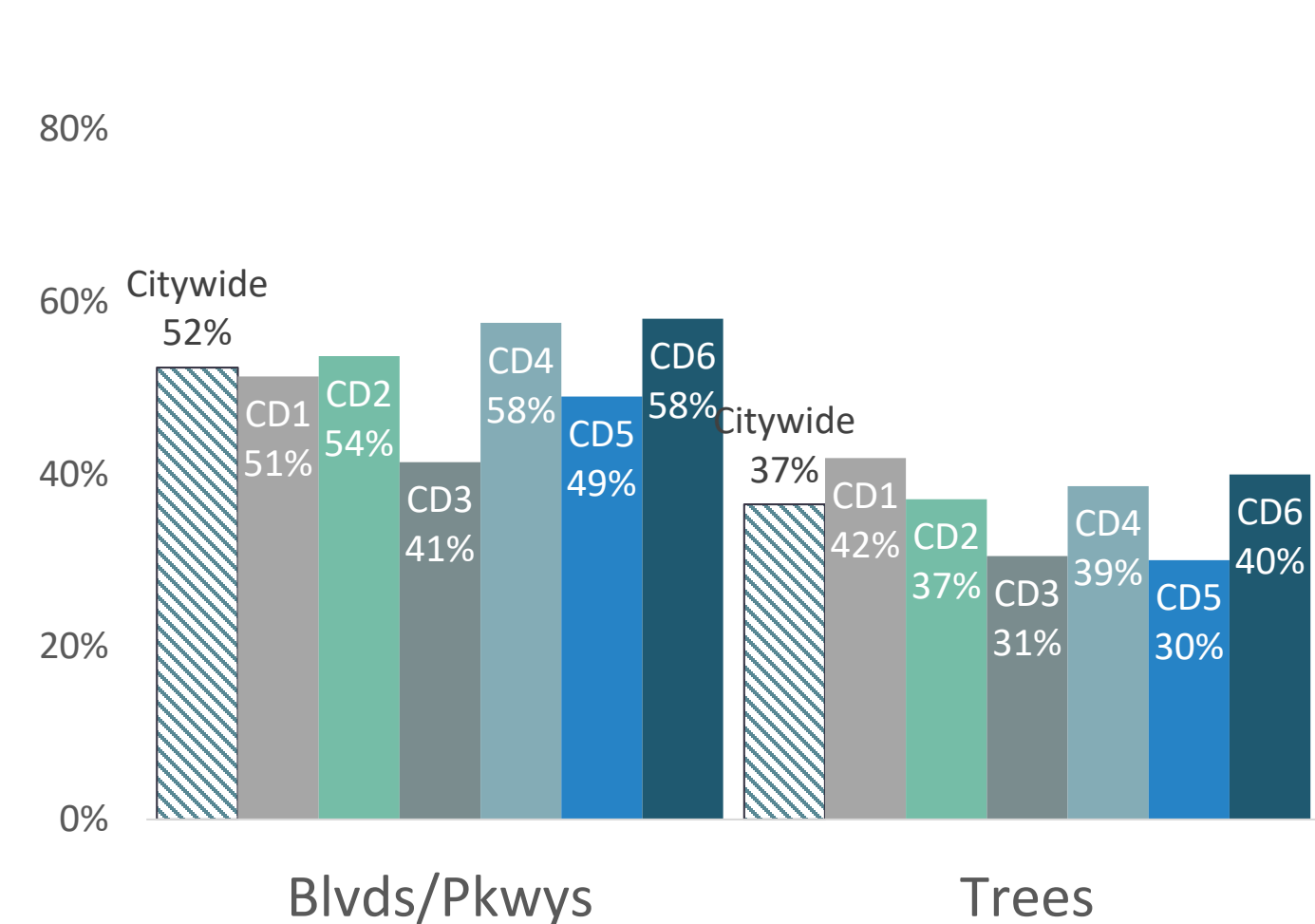
I-S Rank: 1st and 3rd

- Satisfaction for trees has declined by over 10% since FY13 and high dissatisfaction (31%) - close to satisfaction level. Dissatisfaction with boulevards is lower overall (17%)
- Satisfaction is lower for 3rd and 5th Districts for trees and 3rd for boulevards/parkways

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



Percent satisfied (by Council District)

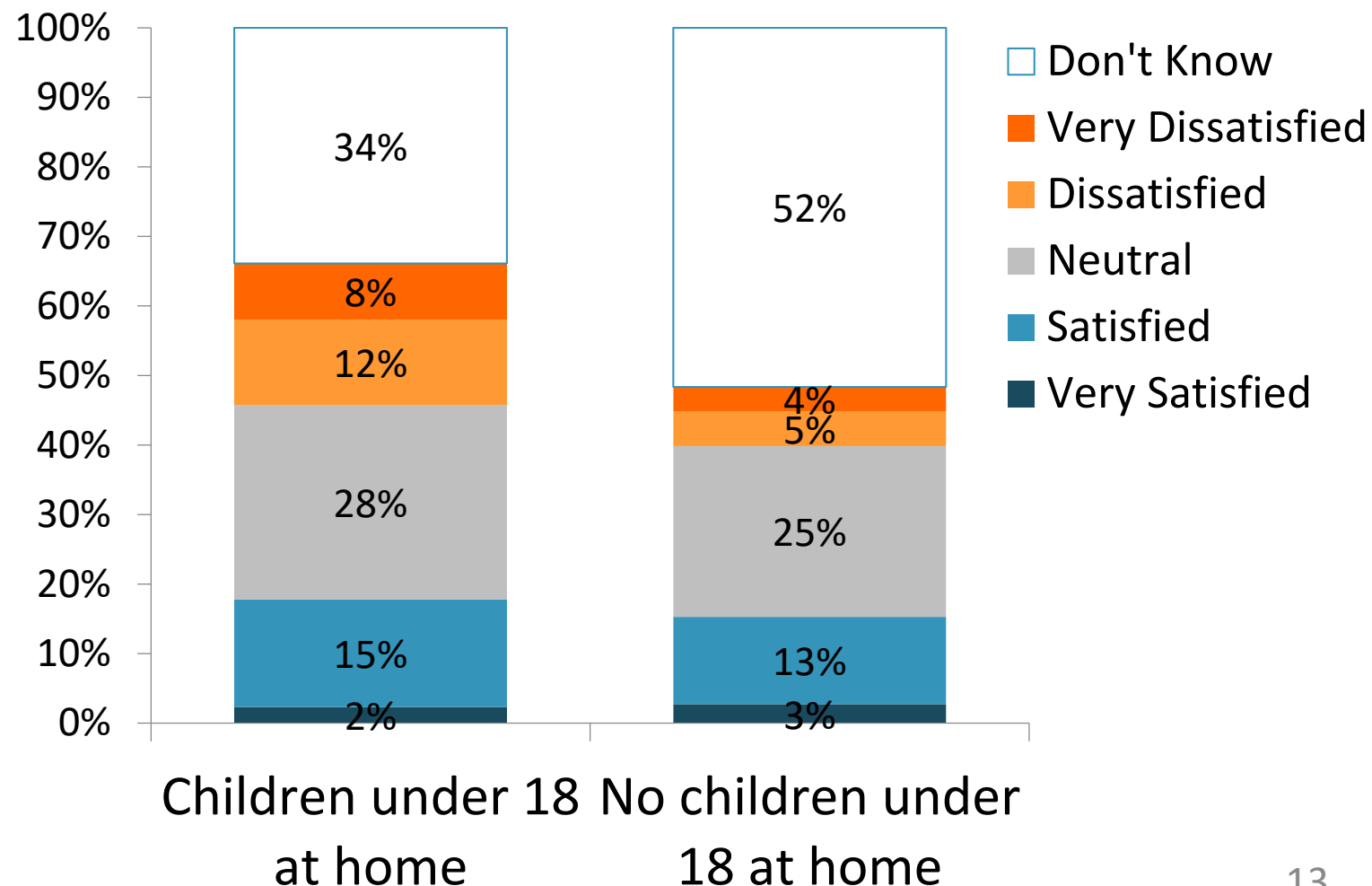


Youth programs and activities

I-S Rank: 2nd

- Relatively high dissatisfaction (22%) AND low satisfaction (30%)
- Satisfaction is lower for 4th (22%) and 5th (24%) Districts
- Very high “don’t know” and “neutral” even for families with children
- Benchmarks: 39% Plains, 42% Large Cities (30% KCMO)

Satisfaction with youth programs and activities by children at home

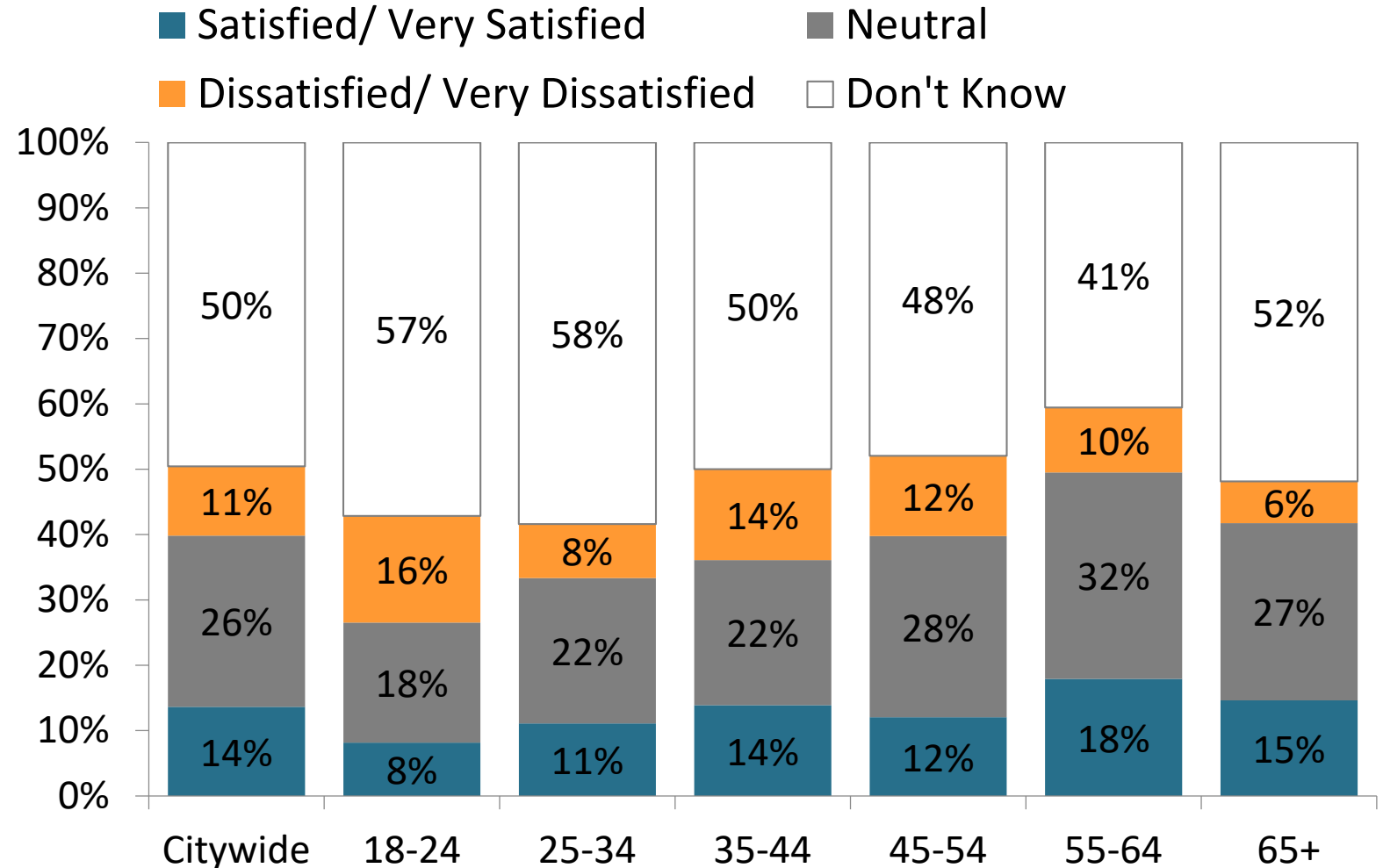


Older Adult Programs and Activities

I-S Rank: 5th

- Relatively high dissatisfaction (21%) AND low satisfaction (27%)
- Satisfaction is lower for 4th (22%), 5th (23%), and 6th Districts (23%)
- High “Don’t Know” even for older age groups
- Higher satisfaction, higher dissatisfaction and lower don’t know for residents who have been to a community center

Older adult programs by age group



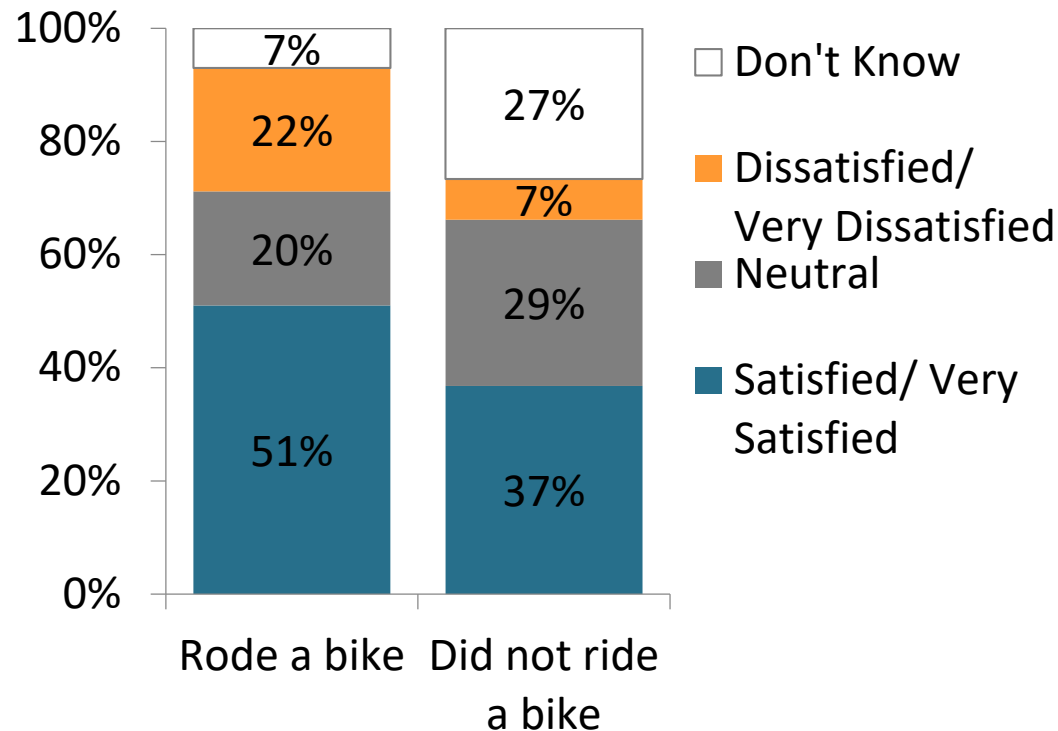
Park maintenance, walking/biking trails and park facilities



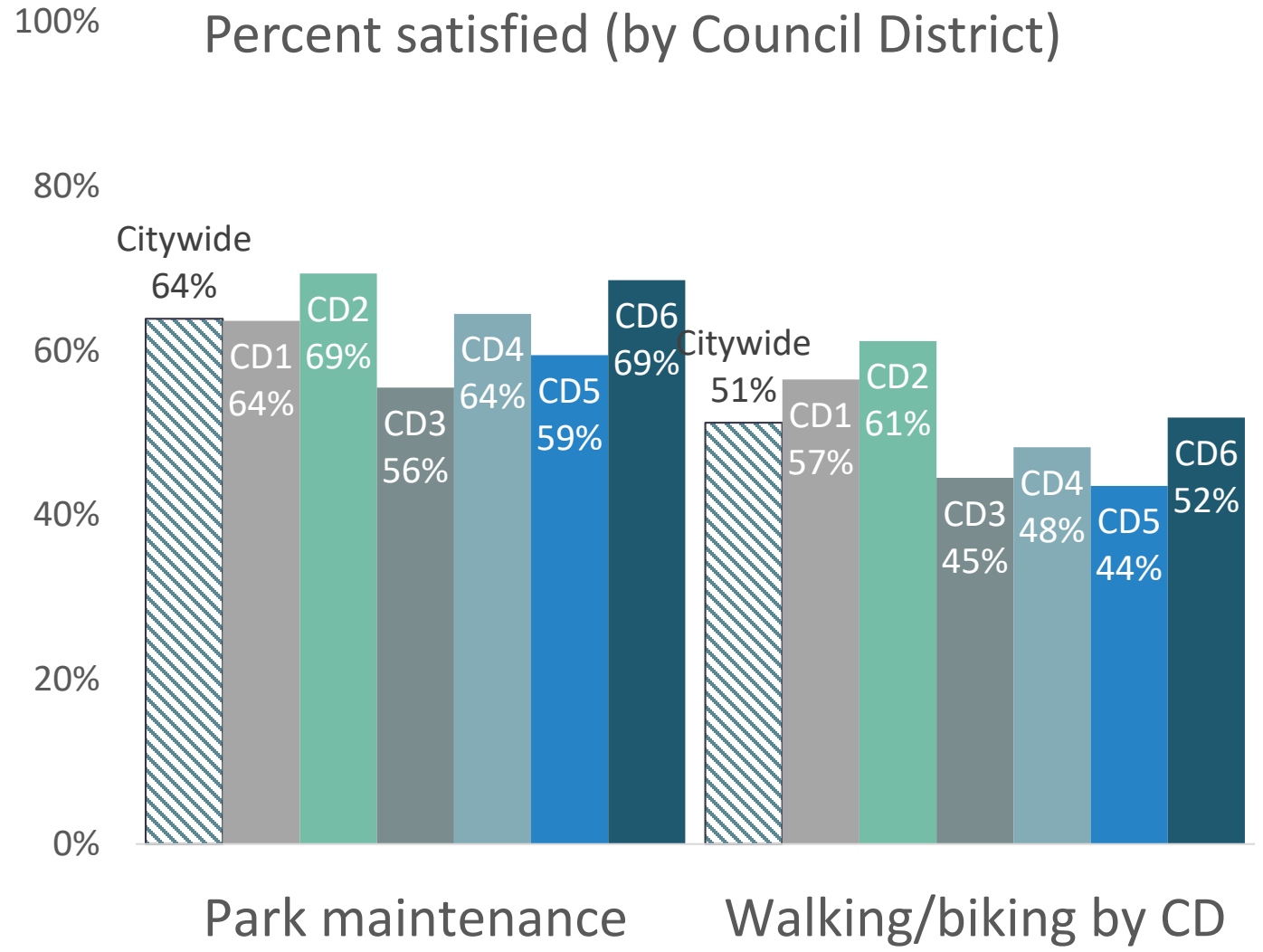
I-S Rank: 4th, 6th and 7th

- Dissatisfaction is low for all three (Parks – 9%, Facilities – 11%, Walking/biking – 14%)
- 3rd and 5th stand out as lower satisfaction on all
- Walking/biking benchmarks: 66% Plains, 59% Large Cities (51% KCMO)

Walking/biking trails by rode a bike



Percent satisfied (by Council District)



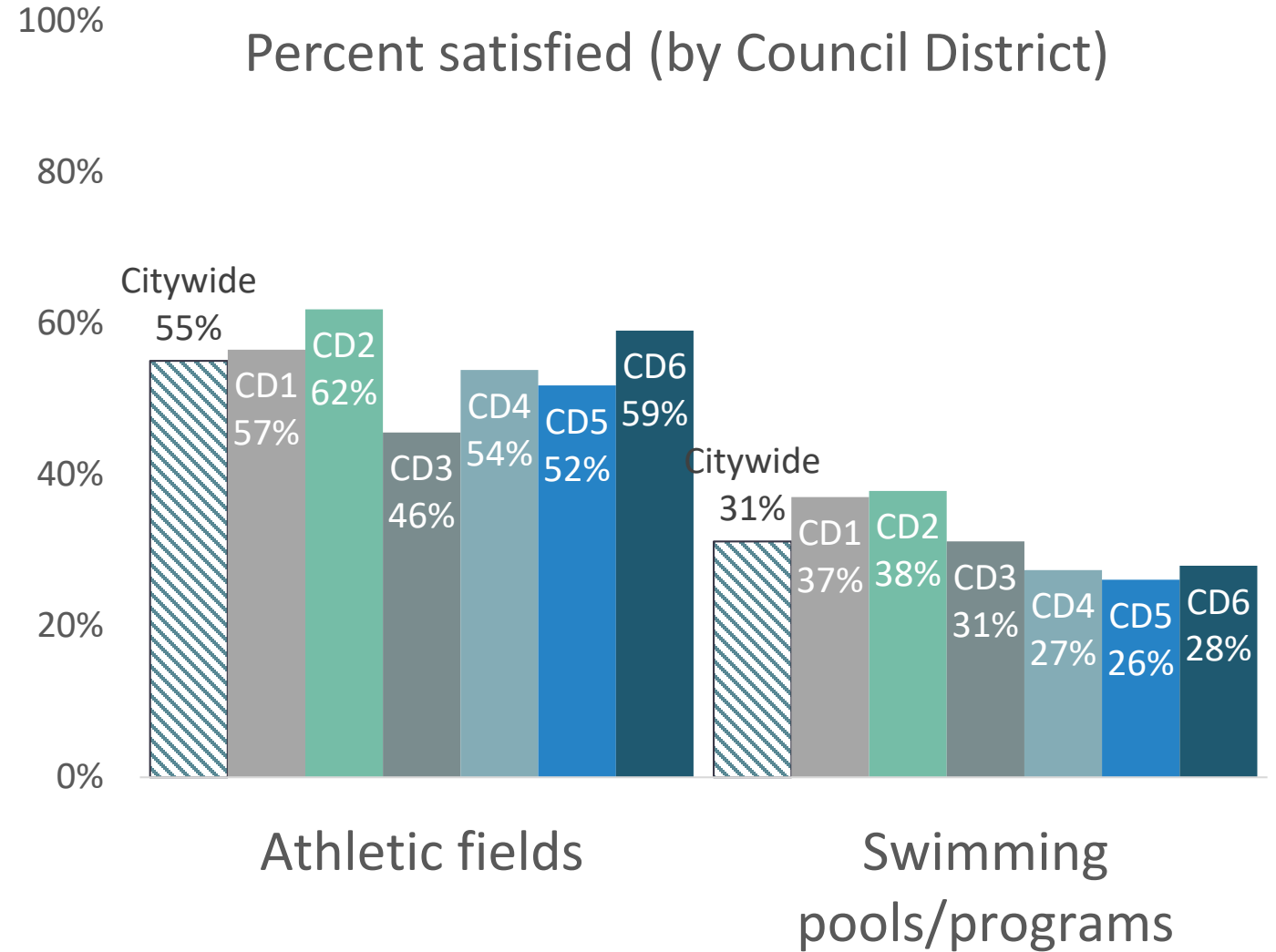
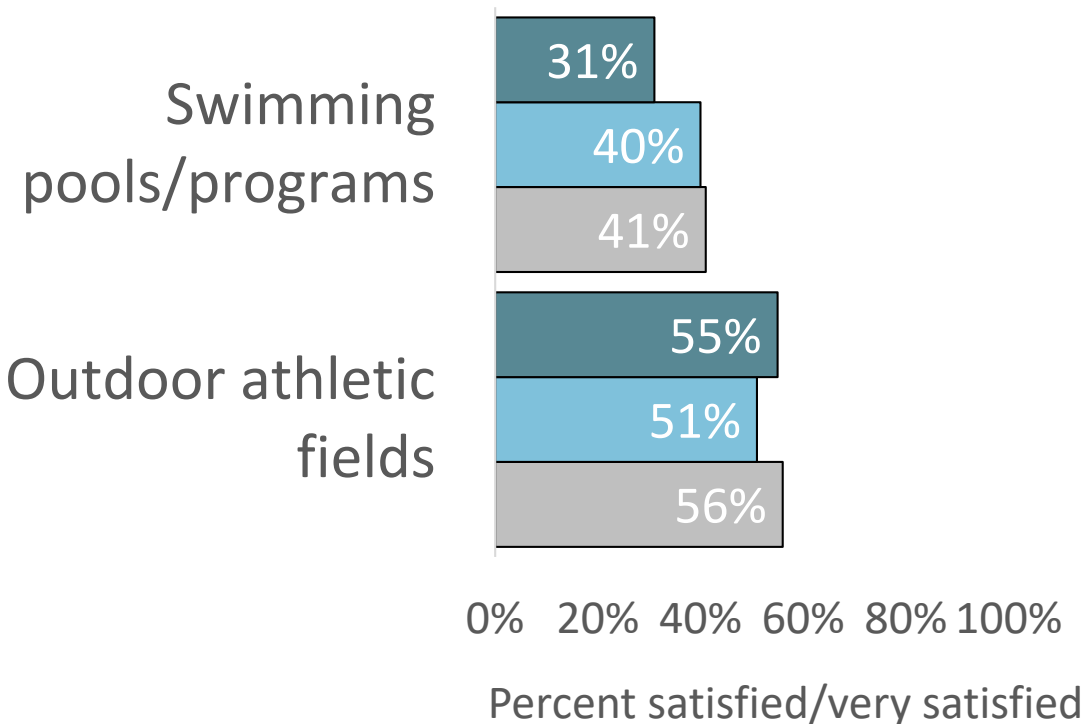
Source: Resident Survey FY2021

Swimming pools/programs and outdoor athletic fields

I-S Rank: 8th and 11th

- Dissatisfaction fairly high for swimming pools (22%) and lower for athletic fields (10%)
- More geographic difference for athletic fields

■ KCMO ■ Plains Region ■ Large Cities



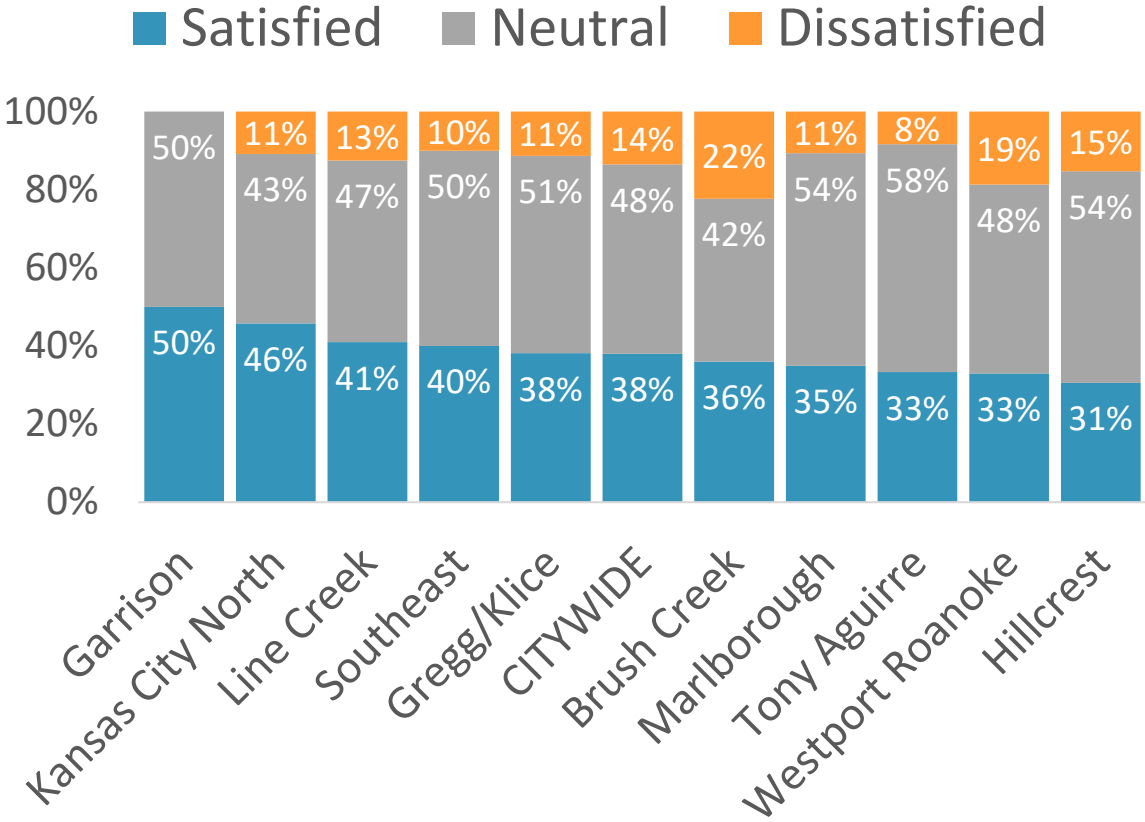
Community Center Programs and Maintenance



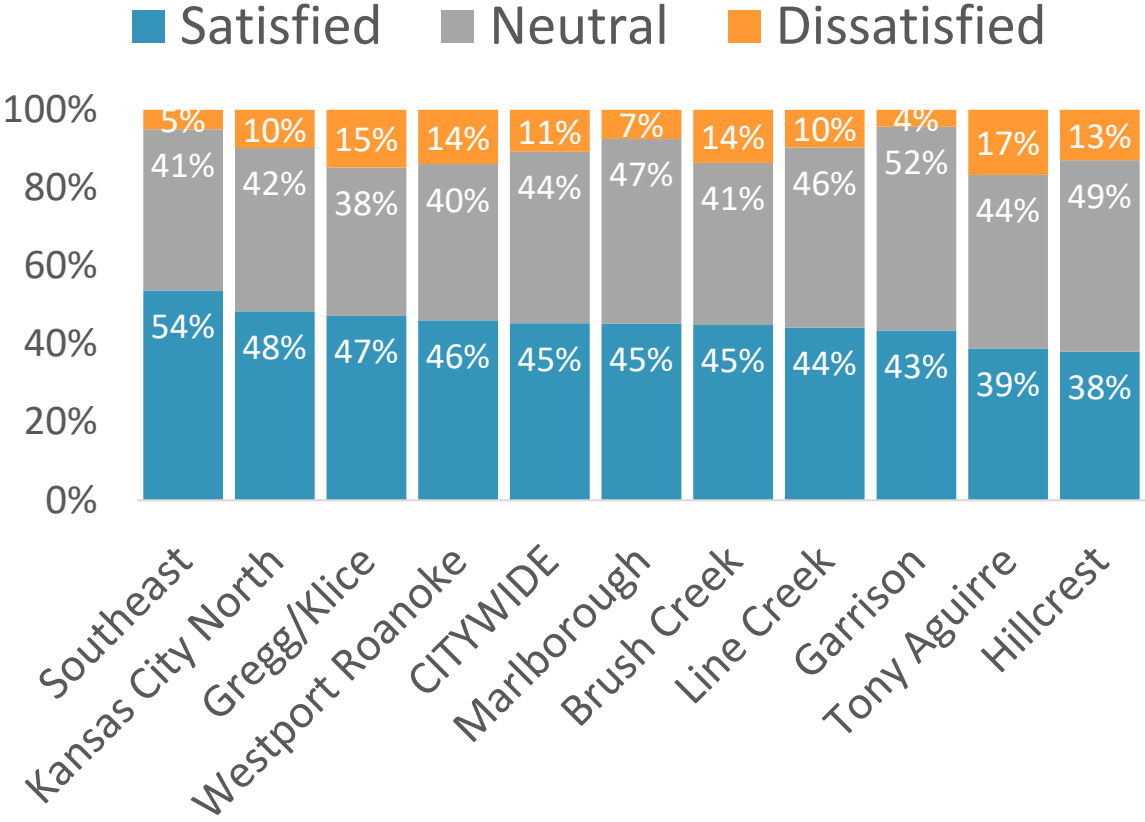
I-S Rank: 10th and 12th

GIS analysis was done to “assign” each survey response to the community center closest to it. This gives a sense of regional/neighborhood satisfaction with community centers.

Programs and Activities



Maintenance and Appearance



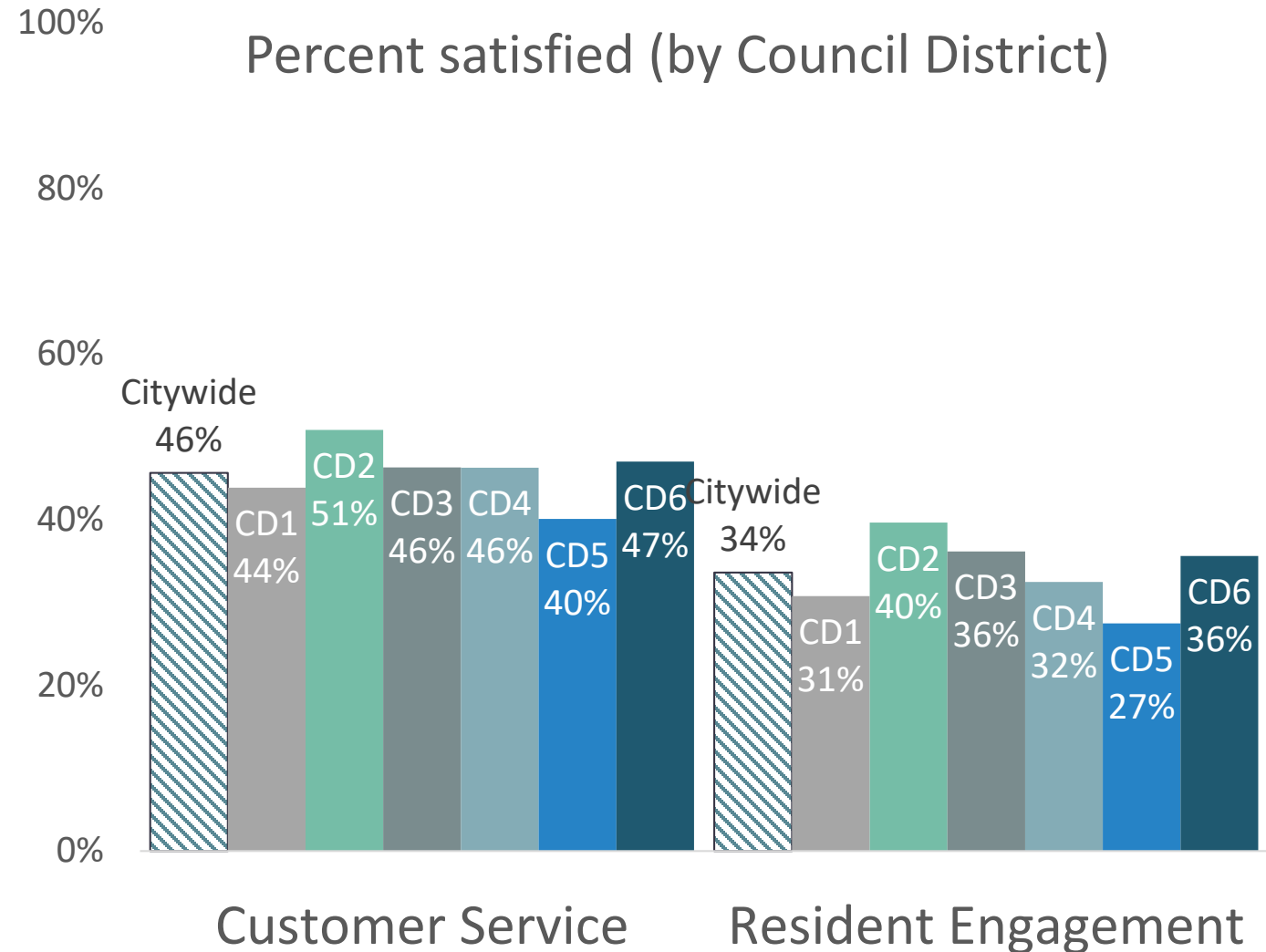
Source: Resident Survey FY2021

Customer Service and Resident Engagement

I-S Rank: 9th and 13th



- Dissatisfaction middling for engagement (18%) and low for customer service (10%)
- Some geographic differences by Council District for engagement; less for customer service
- Slightly higher satisfaction with engagement and customer service for higher income groups and youngest age groups
- Slightly higher satisfaction with engagement for Hispanic/Latinx residents

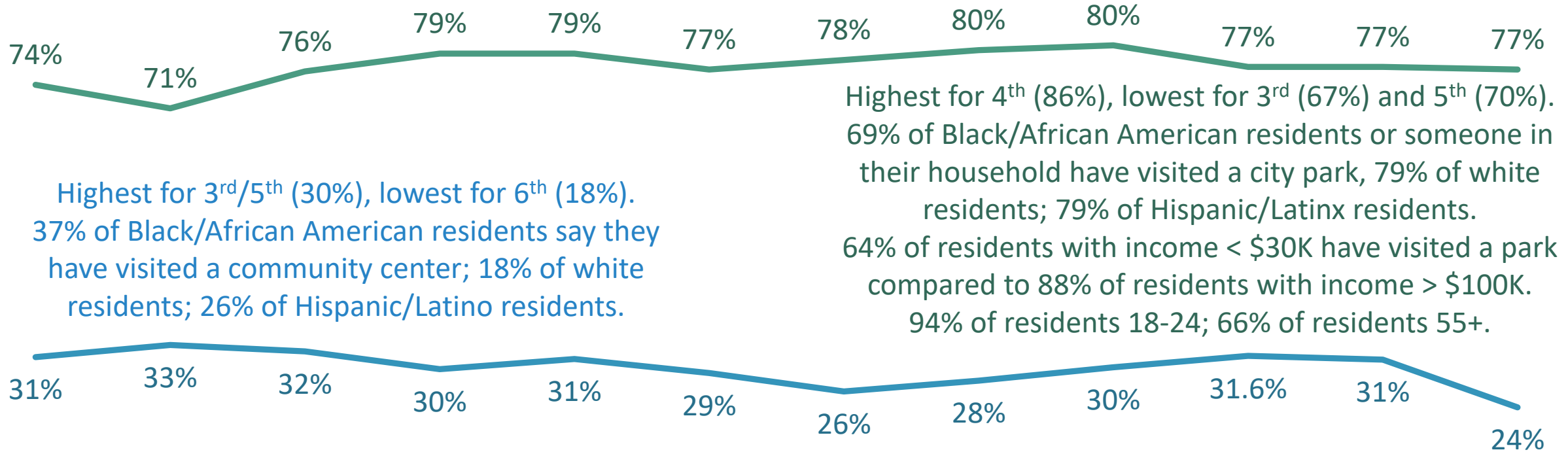


Visiting park is steady; visiting community center is down



Have you Visited a Park/Have you Visited a Community Center?

— Park — Community Center



Highest for 3rd/5th (30%), lowest for 6th (18%).
 37% of Black/African American residents say they have visited a community center; 18% of white residents; 26% of Hispanic/Latino residents.

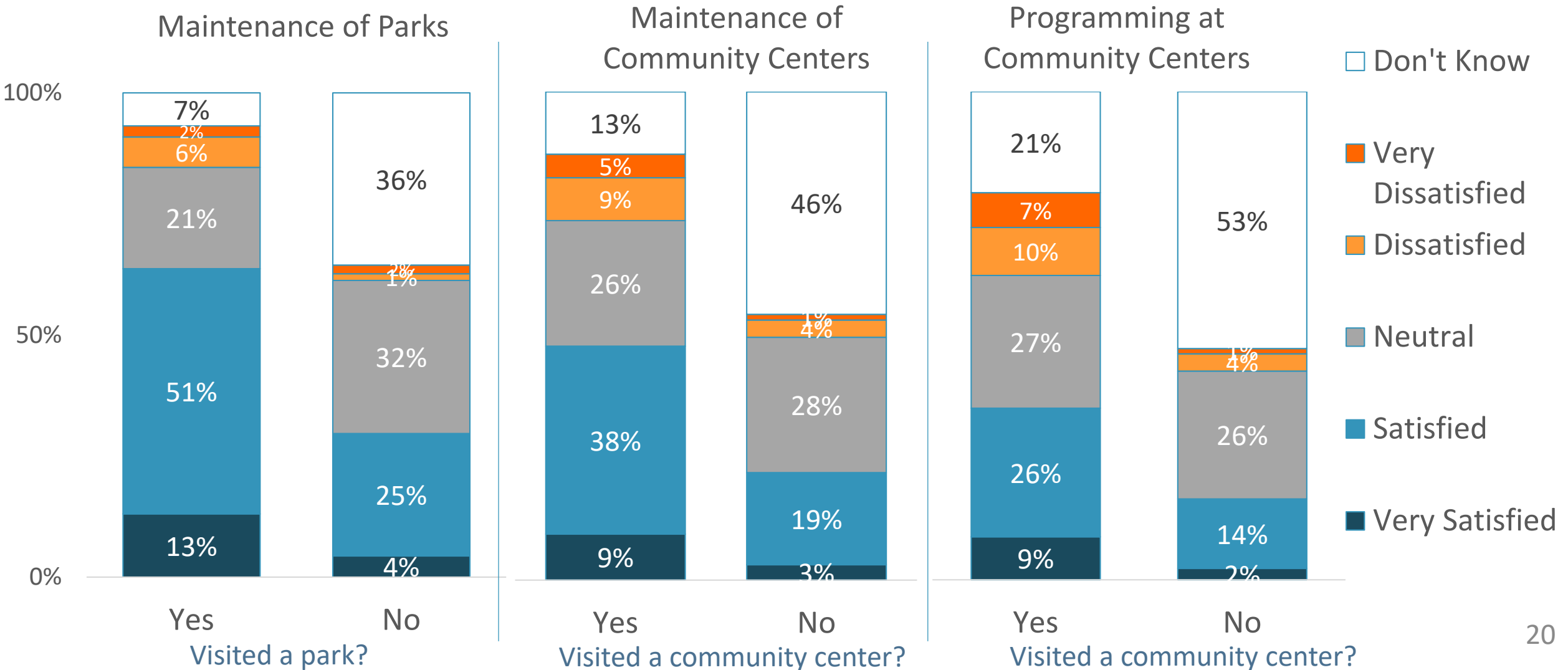
Highest for 4th (86%), lowest for 3rd (67%) and 5th (70%).
 69% of Black/African American residents or someone in their household have visited a city park, 79% of white residents; 79% of Hispanic/Latinx residents.
 64% of residents with income < \$30K have visited a park compared to 88% of residents with income > \$100K.
 94% of residents 18-24; 66% of residents 55+.

FY10 FY11 FY12 FY13 FY14 FY15 FY16 FY17 FY18 FY19 FY20 FY21

Visitors to parks and community centers are more likely to be satisfied than non-visitors



Source: Resident Survey FY2021



Questions?

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KANSAS CITY,
MISSOURI

