

# **FY2013-2014 CITIZEN SATISFACTION SURVEY RESULTS**

Thursday, August 14, 2014

# Performance Management Purpose

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- Citizen Satisfaction Survey data provide best practice outcome measures
- Citizen Satisfaction is used as an indicator to monitor progress on Council strategic priorities
- Several City departments have set targets for satisfaction levels
- The survey can help prioritize performance improvement efforts

# Methodology

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- ❑ Administered by ETC Institute
- ❑ Administration time period August 2013–May 2014
- ❑ Random sample of **9,000** households selected to receive survey (**2,250** in each of 4 quarters)
- ❑ No changes to survey instrument in FY14

Quarters	Topics	# of Responses	Response Rate	Margin of Error
Aug 13/ Feb 14	Health, 311, Communications	2,224	49%	+/- 2.1%
Nov 13/ May 14	Parks and Rec, Solid Waste, Airport, Leadership	2,067	46%	+/- 2.2%
Aug 13/ Nov 13/ Feb 14/ May 14	Perceptions of Community, Major Categories of Service, Police, Fire/EMS, Streets/Infrastructure, Neighborhood Services, Water Services	4,291	48%	+/- 1.5%

# Theme: Continued and Increased Improvement

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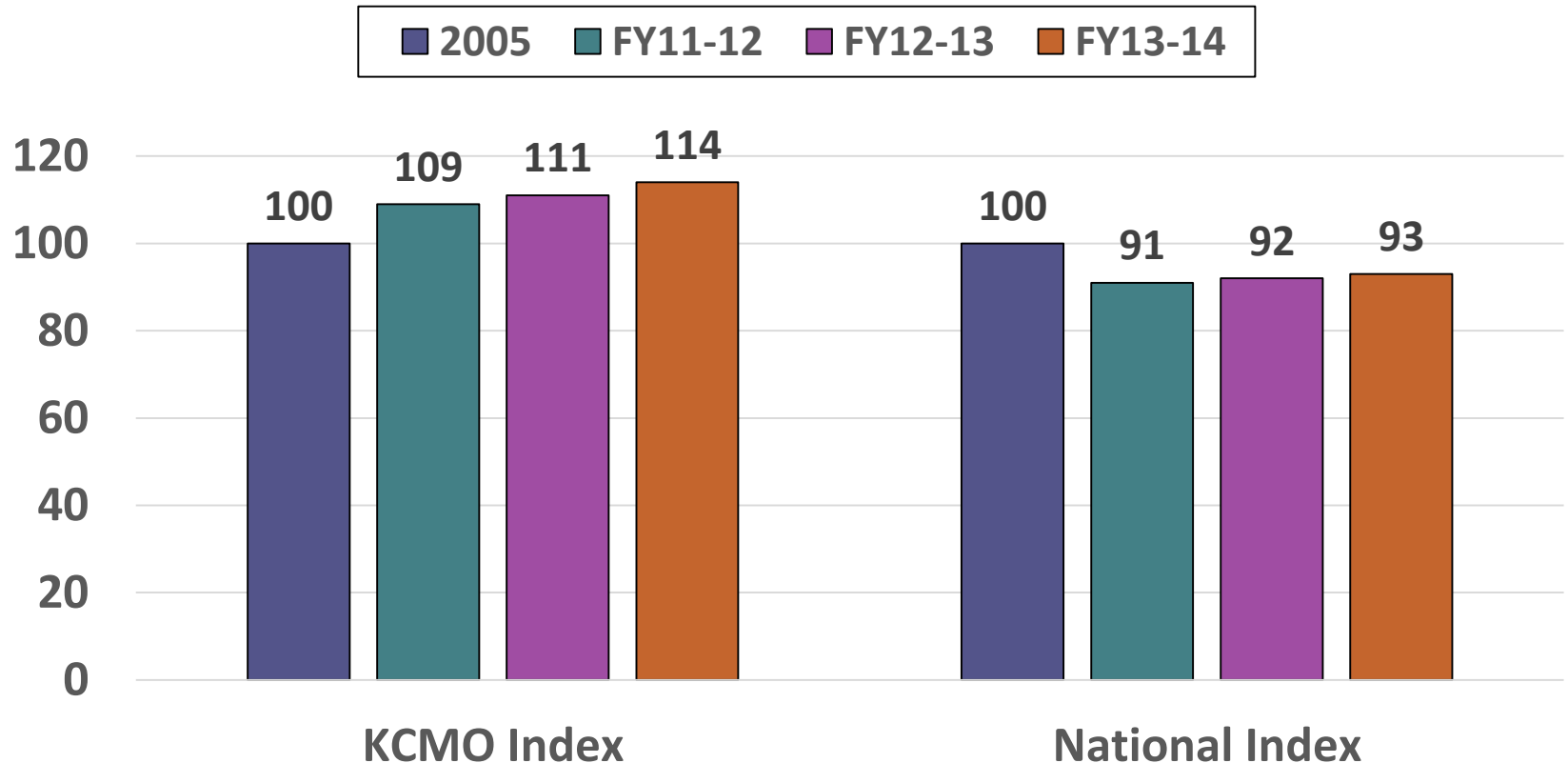
<b>Number of questions that saw:</b>	<b>FY2011-12</b>	<b>FY2012-13</b>	<b>FY2013-14</b>
Significant Improvement	32	41	61
No Significant Change	37	18	30
Significant Decline	7	4	7
No Trend Available	3	35	n/a

# Overall Index Change Compared to National Benchmark

5

## Overall Composite Customer Satisfaction Index

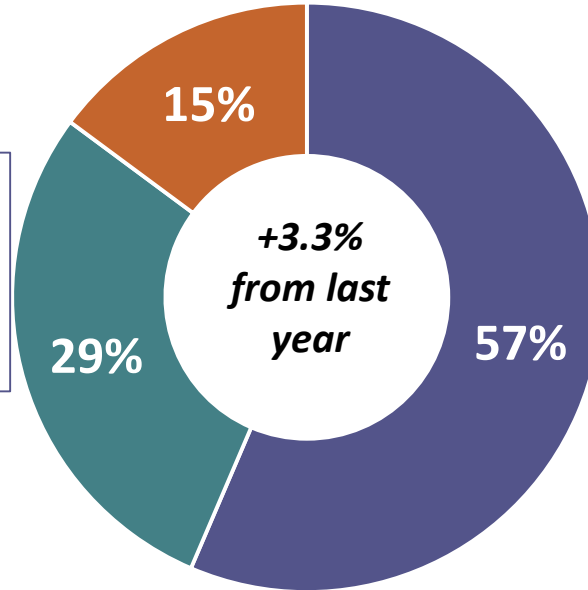
Derived from the mean overall satisfaction rating for the major categories of City services that were assessed on the survey (base year 2005 = 100)



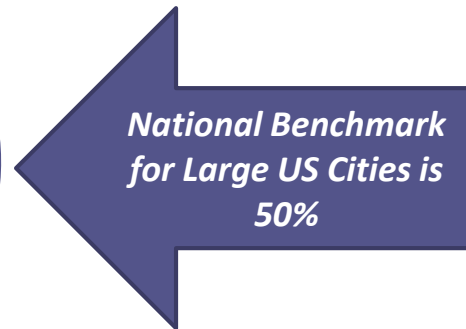
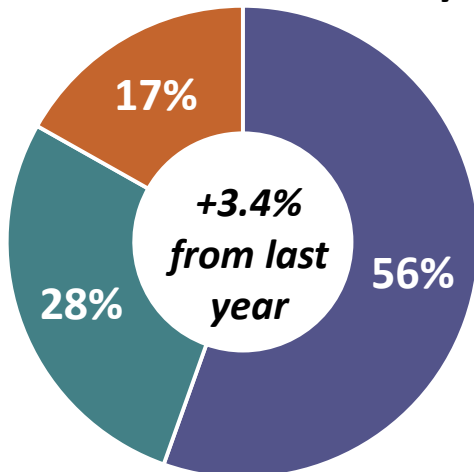
Source: ETC Institute (2013)

# The Big Questions

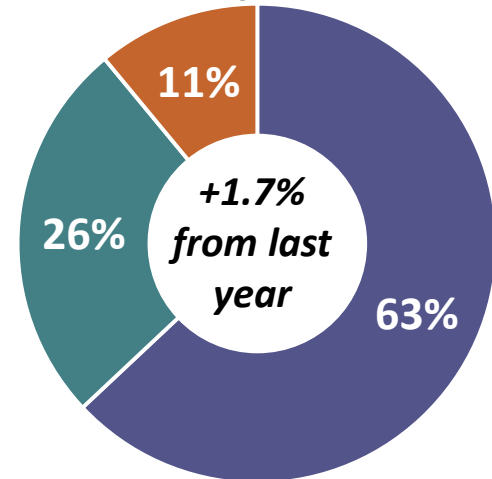
## Overall Image of the City



## Quality of Services Provided by the City



## Quality of Life



**Major Improvement (>4%)**

**Ease of using 311 via phone**

**Ease of using 311 via web**

**How well your questions were resolved via 311**

**Availability of information**

**Usefulness of city website**

**Public involvement in local decision making**

**Content of KCMore**

**Outdoor athletic fields**

**Youth athletic programs**

**Timeliness of ambulance response to emergencies**

**Ambulance service**

**Stormwater management**

**Protecting public from new health threats**

**Protecting the public through restaurant inspections**

**Access to healthy eating and active living**

**Preventing the spread of infectious diseases**

**Communicating about public health concerns**

<b>Significant Improvement (1.5-3.99%)</b>		
<b>KC as a place to raise children</b>	<b>Public transportation</b>	<b>Animal control</b>
<b>Quality of city services</b>	<b>Visibility of policy in neighborhoods</b>	<b>Enforcing property maintenance vacant structures</b>
<b>Value you receive for your tax dollar</b>	<b>Overall efforts to prevent crime</b>	<b>Courtesy/professionalism of 311</b>
<b>Image of city</b>	<b>Timeliness of police response to emergencies</b>	<b>Quality of Channel 2</b>
<b>Quality of life</b>	<b>Timeliness of fire and rescue response</b>	<b>Leaf and Brush pick up</b>
<b>Feelings of safety in the city</b>	<b>Condition of sidewalks in the city</b>	<b>Ease of moving through airport security</b>
<b>Safety in your neighborhood</b>	<b>Street signs and traffic signals</b>	<b>Price of parking at airport</b>
<b>Streets/Sidewalks/Infrastructure</b>	<b>Snow removal on major streets</b>	<b>Maintenance of parks</b>
<b>Water utilities</b>	<b>Accessibility for people w/disabilities</b>	<b>Facilities in parks</b>
<b>Neighborhood services</b>	<b>Clean up of litter/debris on property</b>	<b>Walking/biking trails</b>
<b>Parks and recreation</b>	<b>Enforcing mowing/cutting of weeds</b>	<b>Swimming pools</b>
<b>311</b>	<b>Enforcing of exterior maintenance</b>	<b>Customer service from parks</b>
<b>Municipal Court</b>	<b>Removal of signs in the right of way</b>	<b>Timelines of water/sewer line break repair</b>
<b>Customer service from city employees</b>	<b>Clean up of illegal dump sites</b>	<b>Water services customer service</b>
<b>Communication with the public</b>	<b>Removal of abandon cars</b>	



## No Significant Change

<b>KC as a place to live</b>	<b>Adequacy of street lighting</b>
<b>KC as a place to work</b>	<b>Enforcement of property maintenance codes in your neighborhood</b>
<b>Overall Police</b>	<b>Bulky item pick up</b>
<b>Overall Fire and Ambulance</b>	<b>Cleanliness of city streets</b>
<b>Solid Waste (Trash/Recycling)</b>	<b>Helpfulness of directional signs at airport</b>
<b>Health Department</b>	<b>Food/beverage/concessions at airport</b>
<b>Airport facilities</b>	<b>Maintenance of boulevards/parkways</b>
<b>Effectiveness of police protection</b>	<b>Maintenance of community centers</b>
<b>Enforcement of traffic laws</b>	<b>Programs and activities at community centers</b>
<b>Parking enforcement</b>	<b>Ease of registering for parks programs</b>
<b>Fire protection and rescue</b>	<b>Reasonableness of fees for parks programs</b>
<b>Protecting the public from environmental risks</b>	<b>Mowing and trimming of city trees</b>
<b>Maintenance of streets</b>	<b>Communication from Parks</b>
<b>Maintenance of streets in your neighborhood</b>	<b>How ethically the city conducts business</b>
<b>Snow removal on residential streets</b>	<b>Condition of catch basins</b>

**Significant Decrease (-1.5 to -3.99%)**

**Sidewalks in your neighborhood**

**Trash collection**

**Recycling collection**

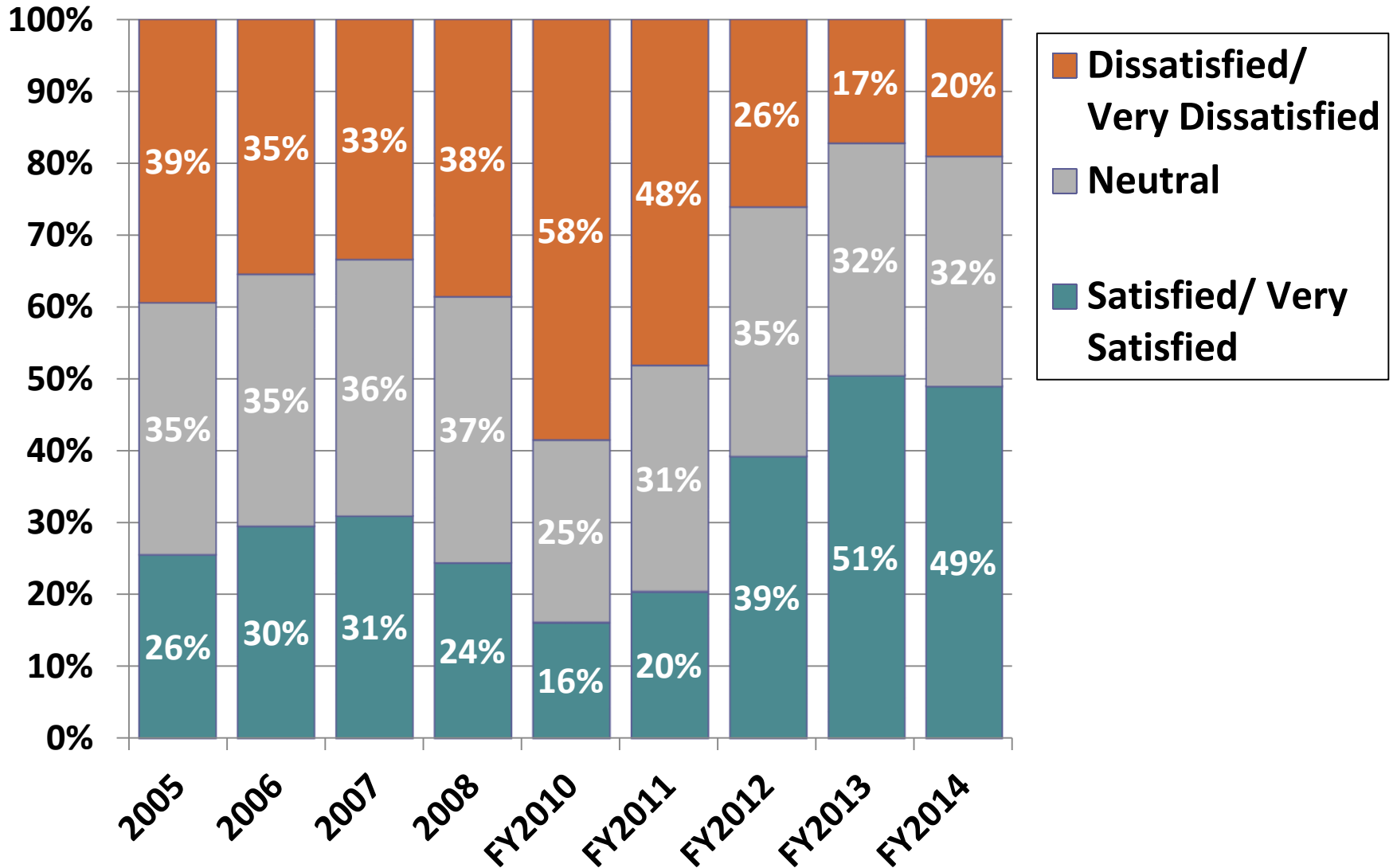
**Availability of parking at airport**

**Cleanliness of airport facilities**

**Leadership of elected officials**

**Effectiveness of city manager and appointed staff**

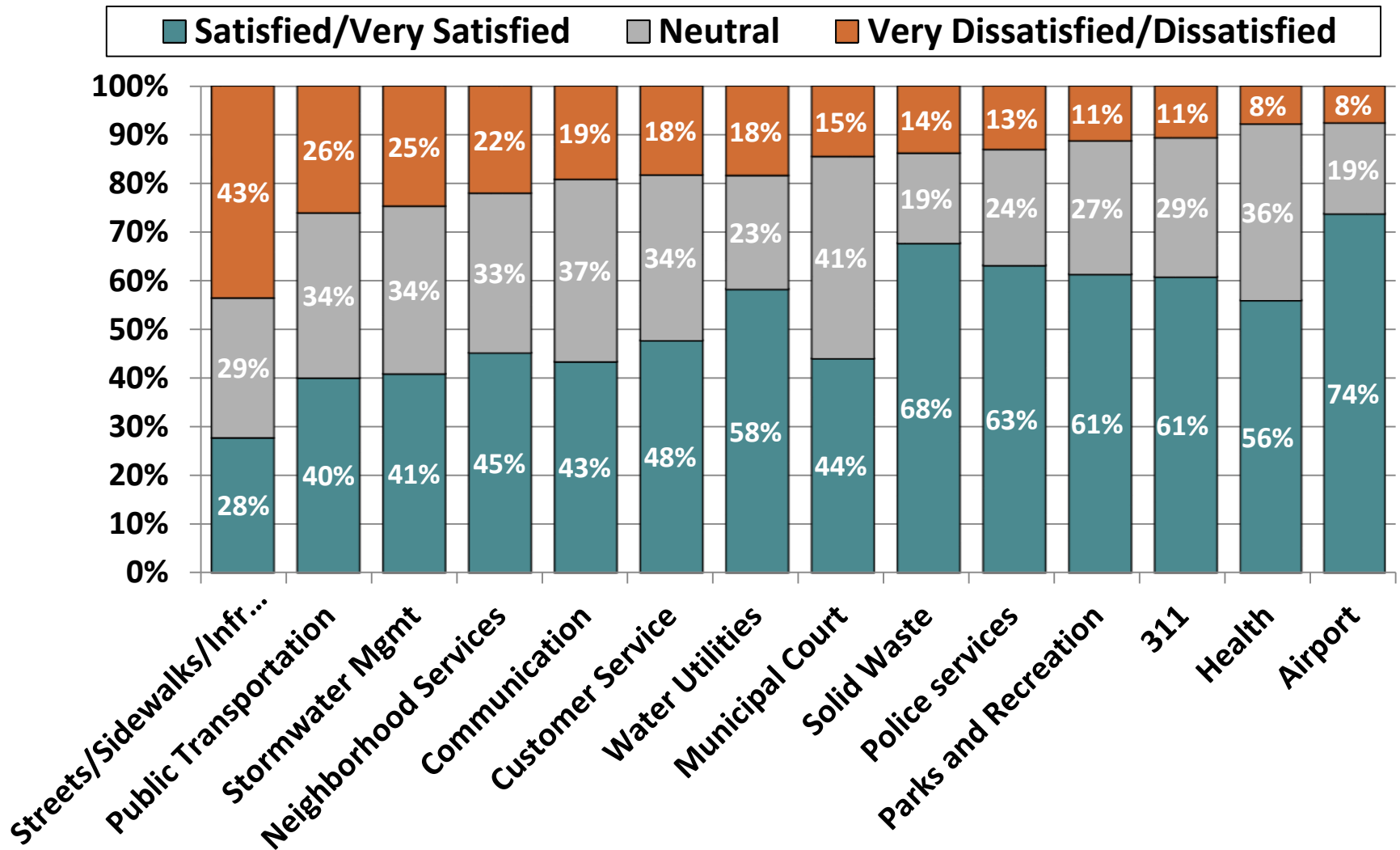
# Quality of Leadership Provided by Elected Officials



# What is important to citizens to improve: Overall

<u>Category of Service</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY13</u>
Streets/Sidewalks/Infrastructure	51%	28%	1	1
Police Services	35%	63%	2	2
Public Transportation	21%	40%	3	3
Neighborhood Services	17%	45%	4	4
Stormwater Management System	14%	41%	5	5
Water Utilities	16%	58%	6	6
Fire/Ambulance Services	19%	76%	7	7
Customer Service	8%	48%	8	9
Effectiveness of Communication	7%	43%	9	8
Parks and Recreation	10%	61%	10	10
Solid Waste Services	10%	68%	11	11
Health Department Services	4%	56%	12	12
Airport	6%	74%	13	15
Municipal Court	2%	44%	14	14
311 Services	3%	61%	15	13

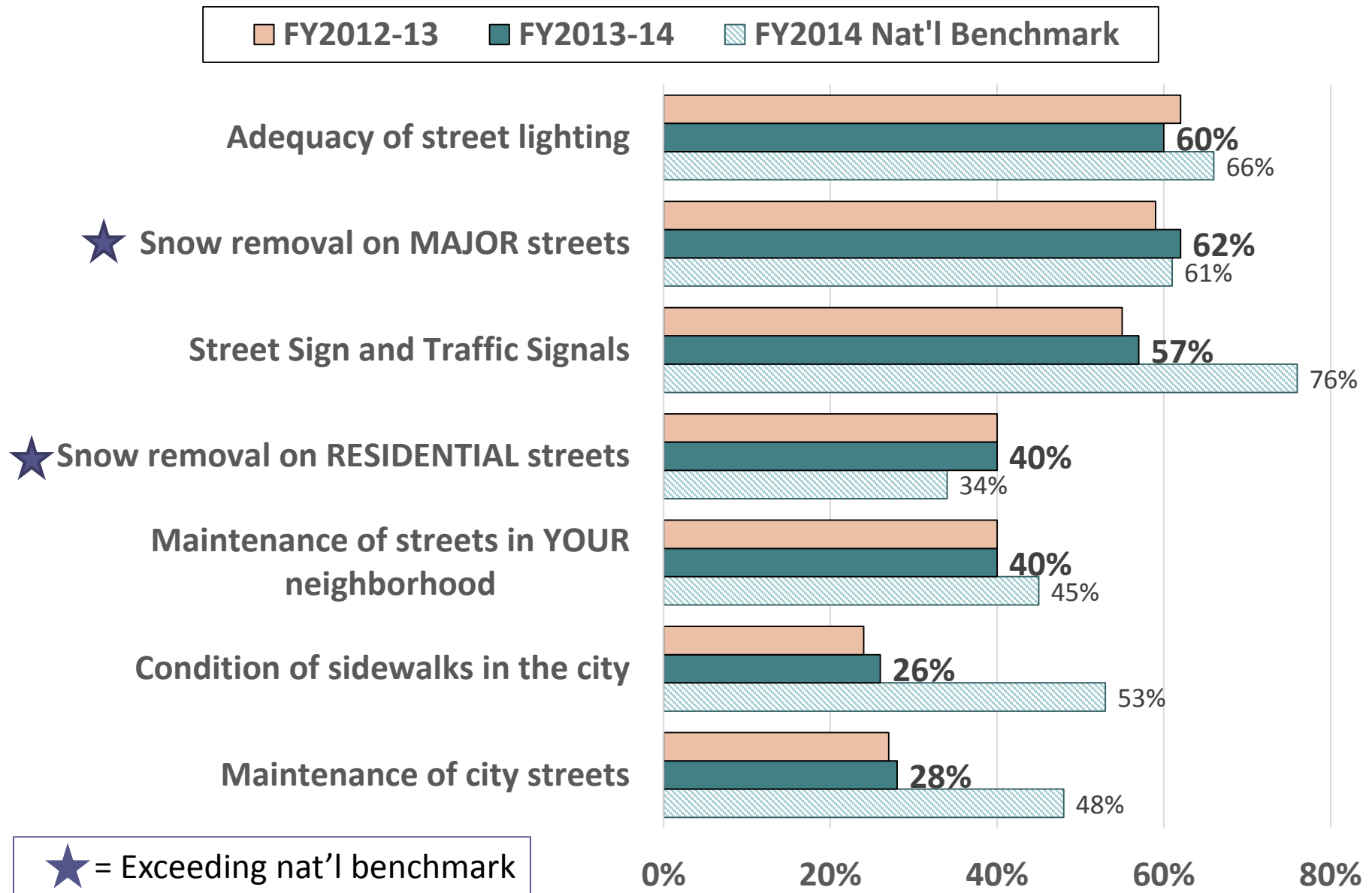
# Satisfaction with Categories of City Services



# What is important to citizens to improve: Infrastructure

<u>Maintenance Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY13</u>
Maintenance of city streets	43%	28%	1	1
Snow removal on residential streets during the past 12 months	28%	40%	2	2
Condition of sidewalks in the city	18%	26%	3	3
Condition of sidewalks in YOUR neighborhood	17%	35%	4	5
Maintenance of streets in YOUR neighborhood	18%	40%	5	4
Accessibility of city streets, sidewalks, and buildings for people with disabilities	14%	46%	6	6
Snow removal on major city streets during the past 12 months	14%	62%	7	7
Adequacy of city street lighting	9%	60%	8	8
Maintenance of street signs and traffic signals	6%	57%	9	9

# Infrastructure: Highlights



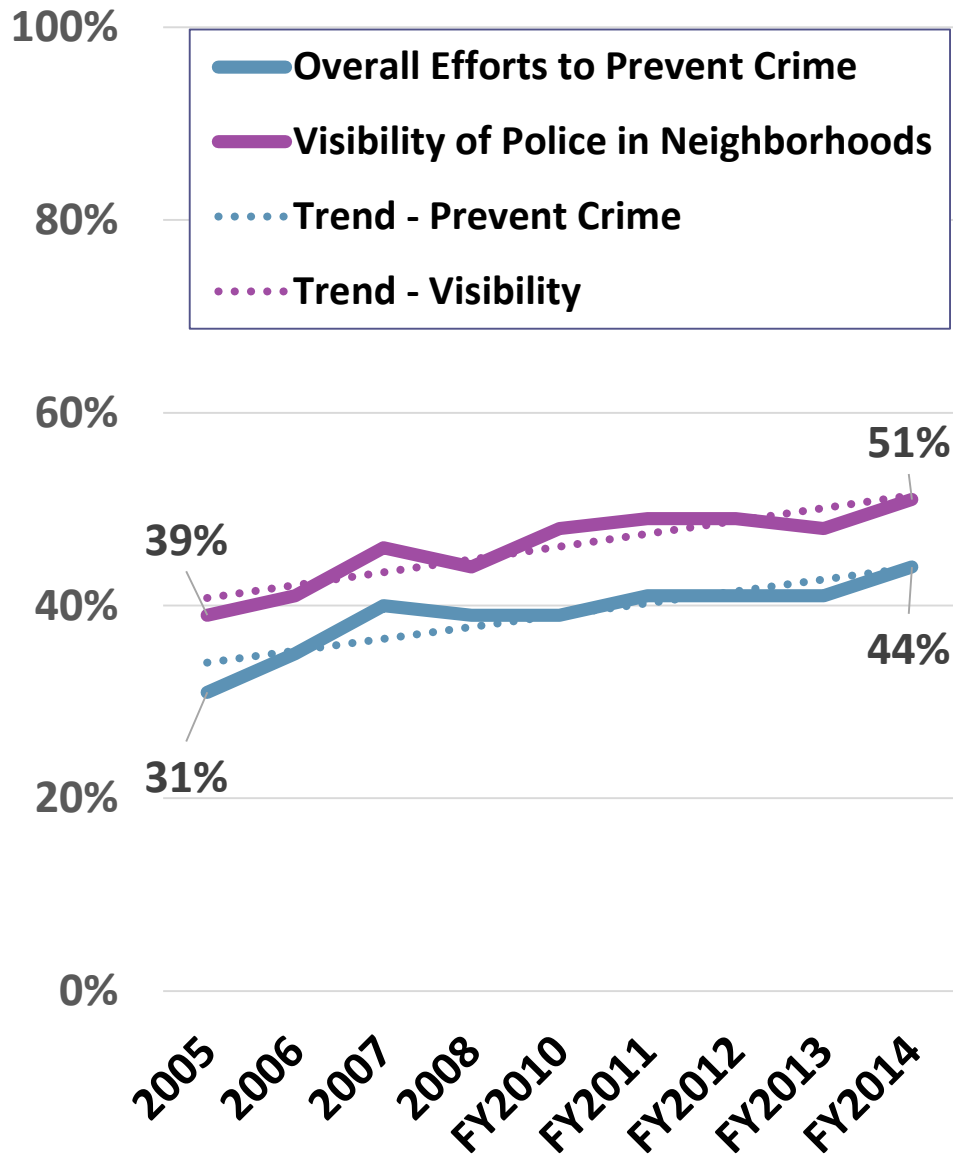
# What is important to citizens to improve: Police Services

16

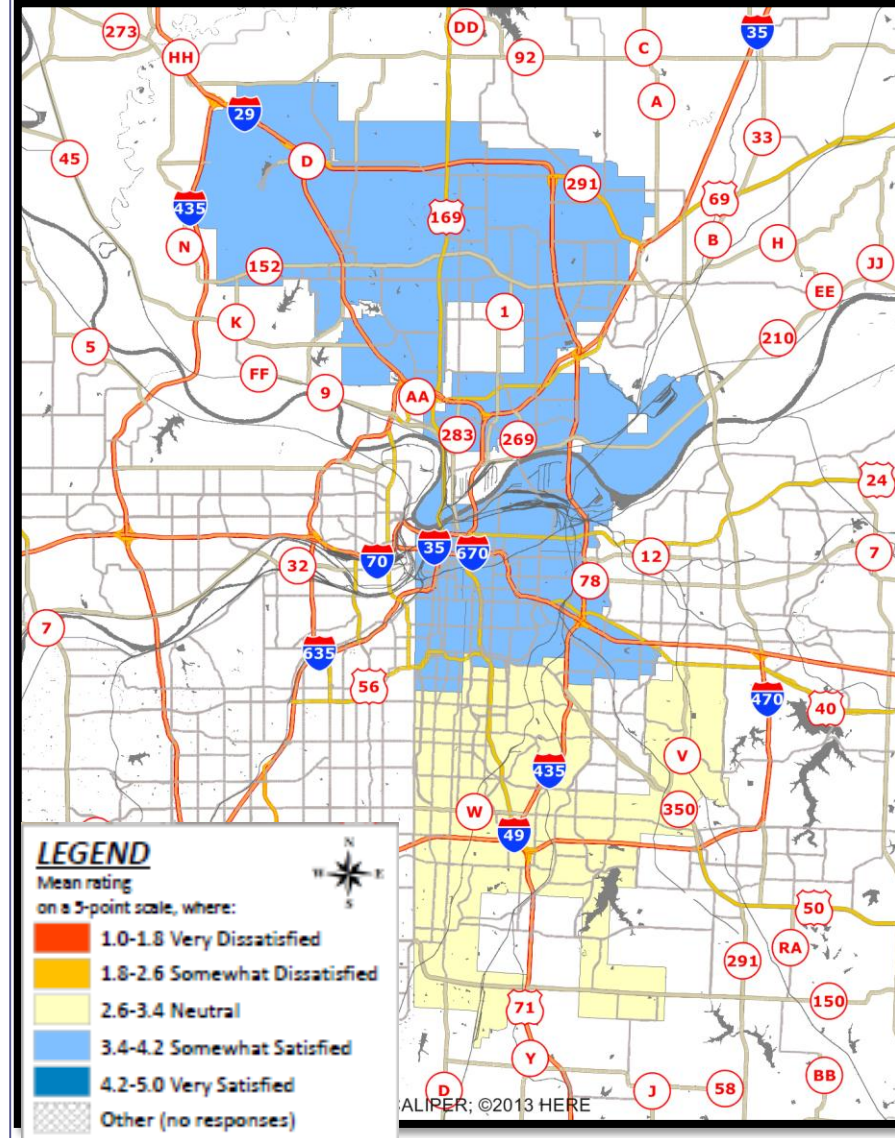
<u>Police Services Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY13</u>
<b>The city's overall efforts to prevent crime</b>	<b>44%</b>	<b>44%</b>	<b>1</b>	<b>1</b>
<b>The visibility of police in neighborhoods</b>	<b>39%</b>	<b>51%</b>	<b>2</b>	<b>2</b>
<b>How quickly police respond to emergencies</b>	<b>34%</b>	<b>54%</b>	<b>3</b>	<b>3</b>
<b>Effectiveness of local police protection</b>	<b>28%</b>	<b>61%</b>	<b>4</b>	<b>4</b>
<b>Enforcement of local traffic laws</b>	<b>10%</b>	<b>52%</b>	<b>5</b>	<b>5</b>
<b>Parking enforcement services</b>	<b>4%</b>	<b>48%</b>	<b>6</b>	<b>6</b>



# Police Services: Highlights



## Visibility of Police in Neighborhoods by Zip



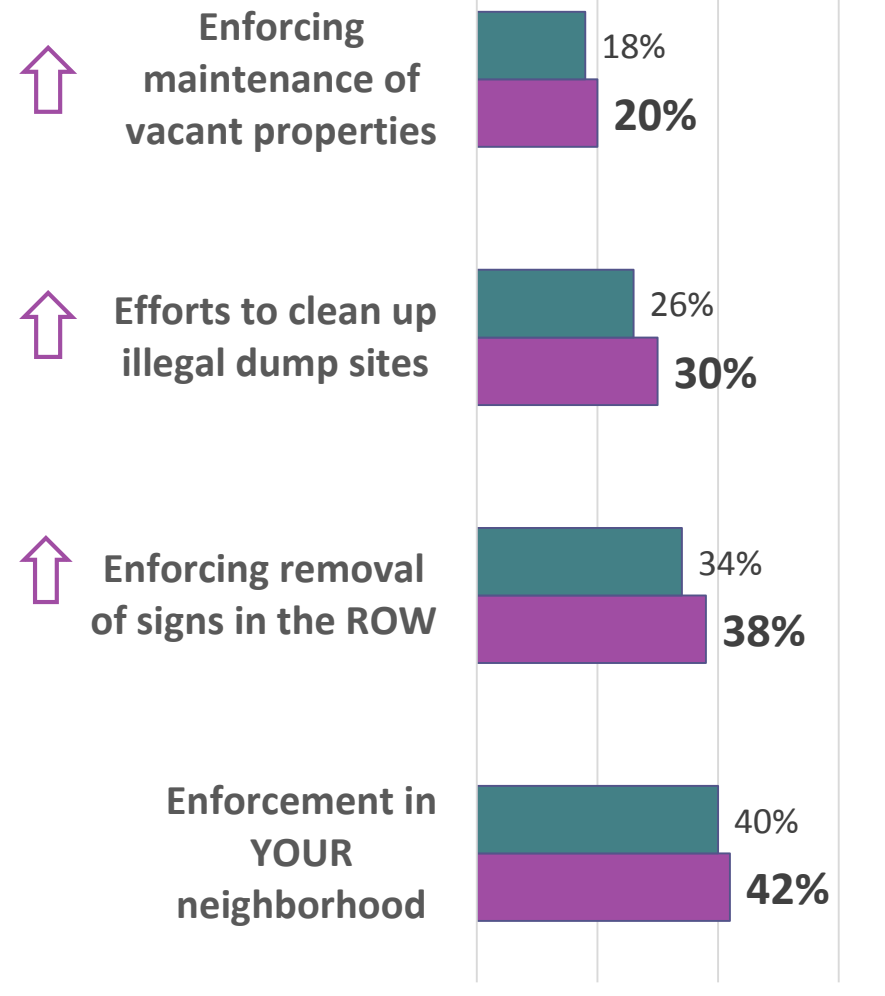
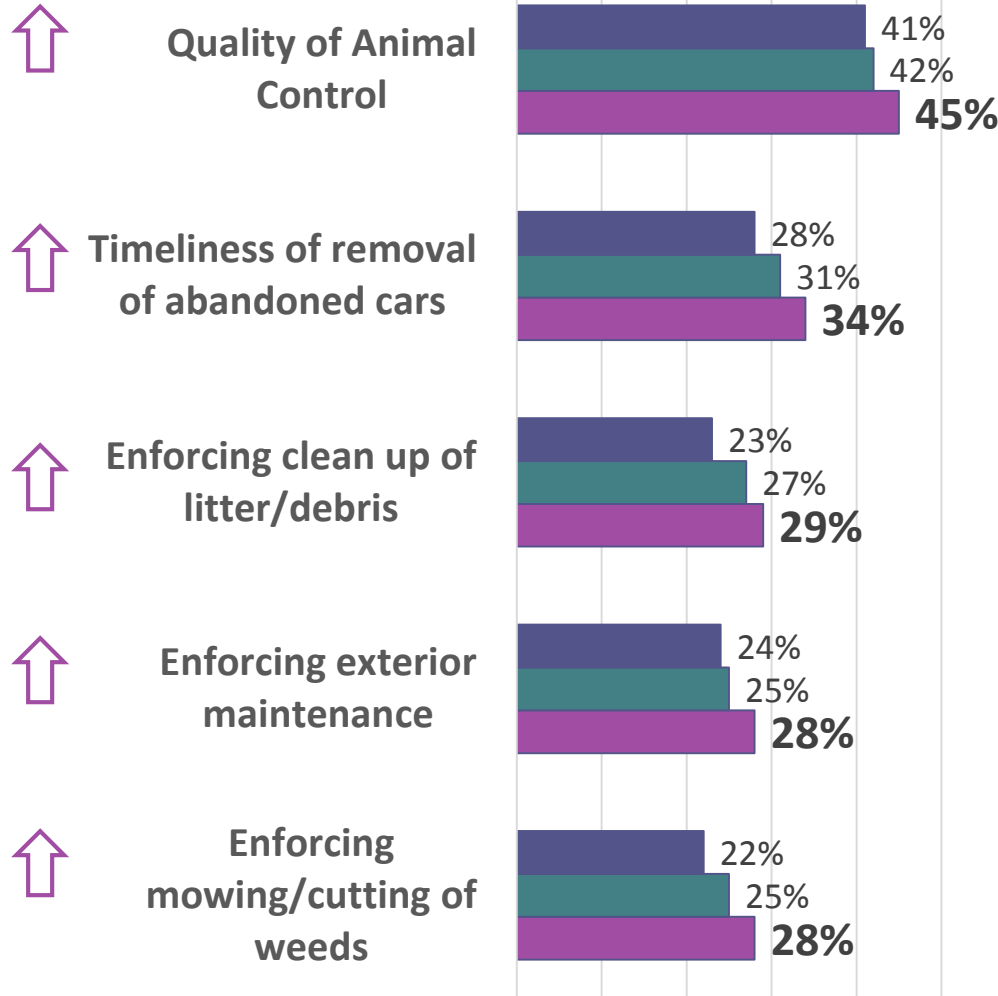
# What is important to citizens to improve: Neighborhood Services

<u>Neighborhood Services Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY13</u>
<b>Enforcing property maintenance of vacant structures</b>	<b>29%</b>	<b>20%</b>	<b>1</b>	<b>1</b>
<b>Enforcing the clean-up of litter/debris on private property</b>	<b>27%</b>	<b>29%</b>	<b>2</b>	<b>2</b>
<b>City efforts to clean-up illegal dump sites</b>	<b>22%</b>	<b>30%</b>	<b>3</b>	<b>3</b>
<b>Enforcing the mowing/cutting of weeds private property</b>	<b>20%</b>	<b>28%</b>	<b>4</b>	<b>5</b>
<b>Enforcing the exterior maintenance of residential property</b>	<b>16%</b>	<b>28%</b>	<b>5</b>	<b>4</b>
<b>Enforcing clean-up of litter, mowing of weeds, &amp; exterior maintenance of residential property in YOUR neighborhood</b>	<b>16%</b>	<b>42%</b>	<b>6</b>	<b>6</b>
<b>Quality of animal control</b>	<b>13%</b>	<b>45%</b>	<b>7</b>	<b>7</b>
<b>Timeliness of removal of abandoned cars</b>	<b>6%</b>	<b>34%</b>	<b>8</b>	<b>8</b>
<b>Enforcing the removal of signs in the ROW</b>	<b>5%</b>	<b>38%</b>	<b>9</b>	<b>9</b>

# Neighborhood Services: Highlights

FY2012 FY2013 FY2014

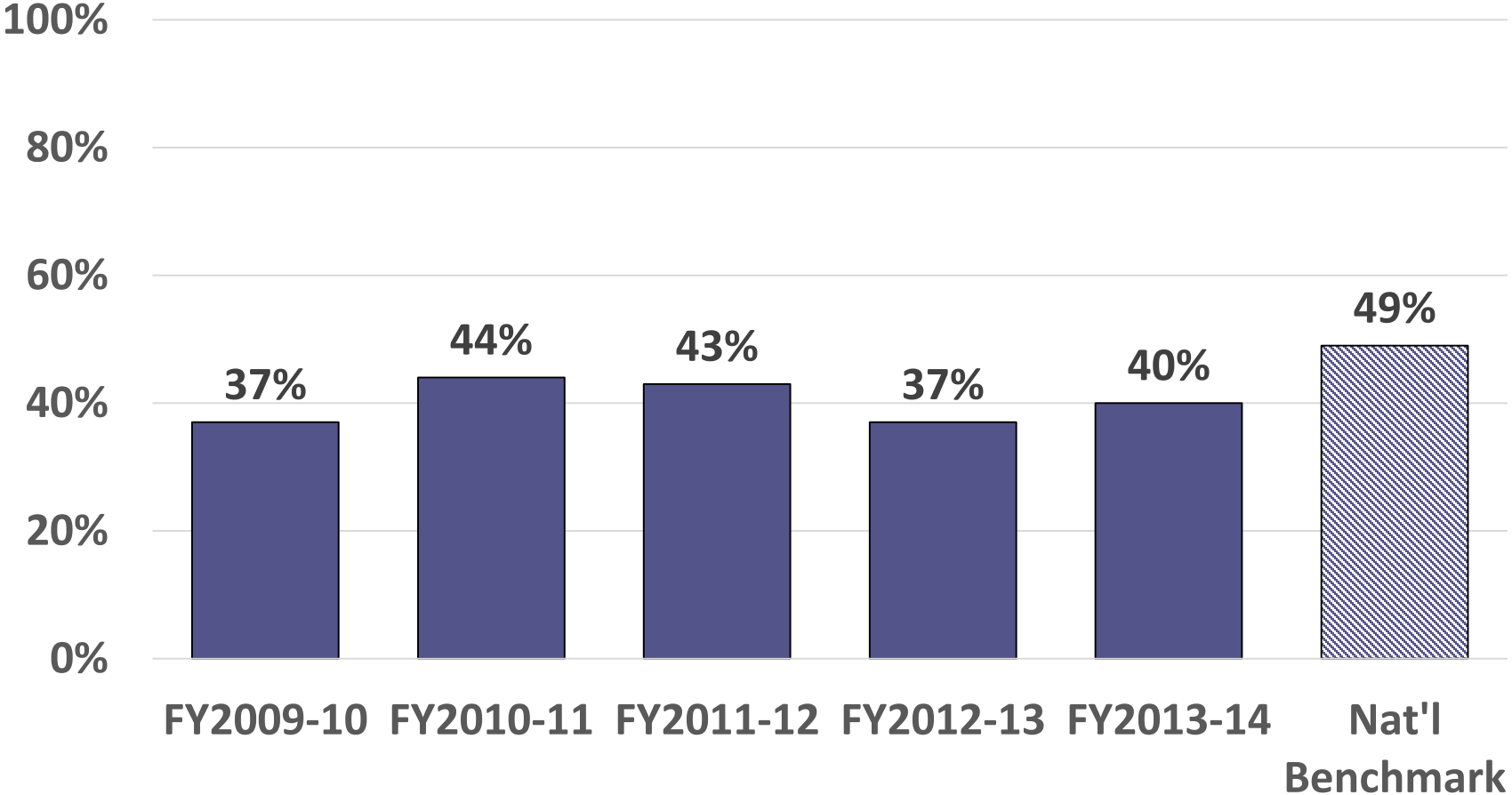
FY2013 FY2014



↑ = significant increase 0% 10% 20% 30% 40% 50%

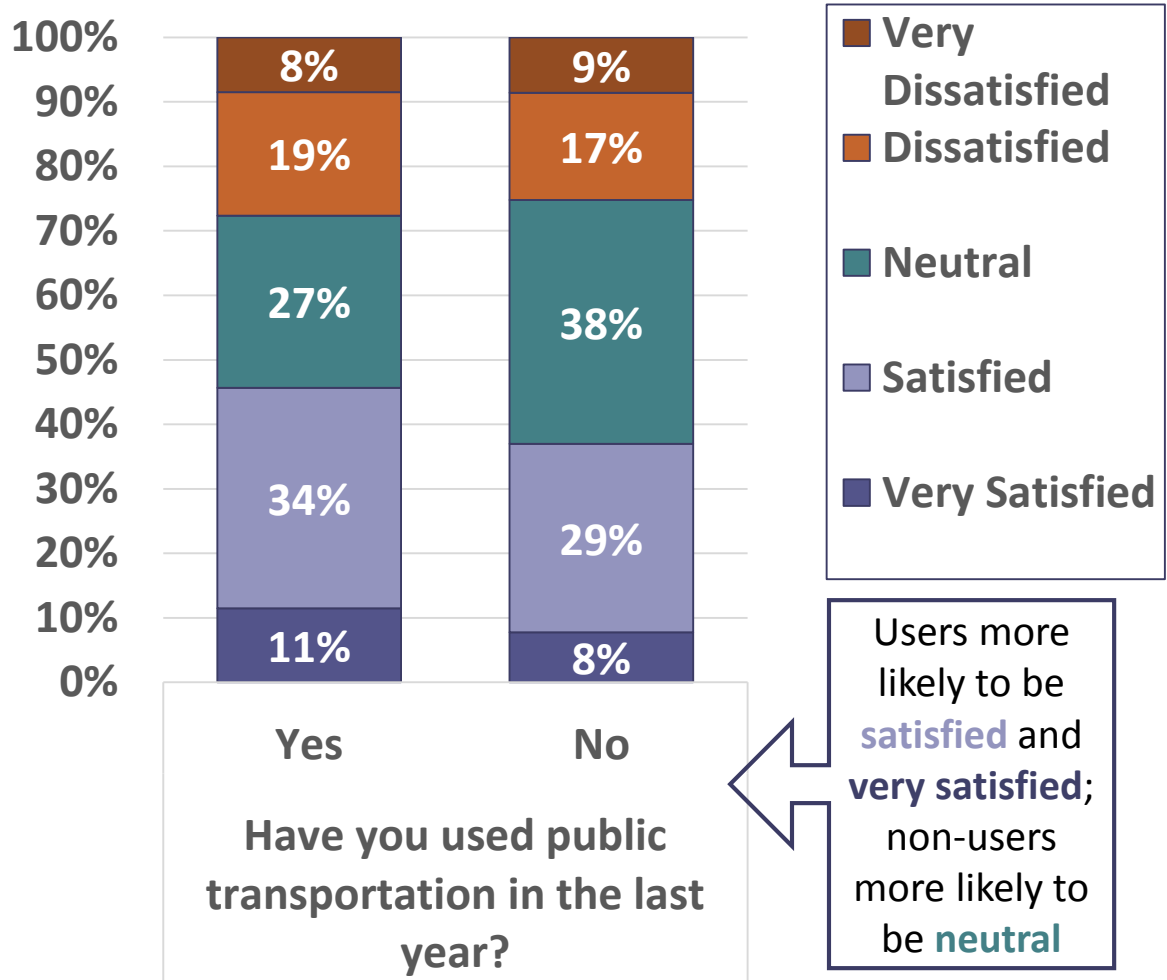
0% 20% 40% 60%

# Public Transportation: Trend

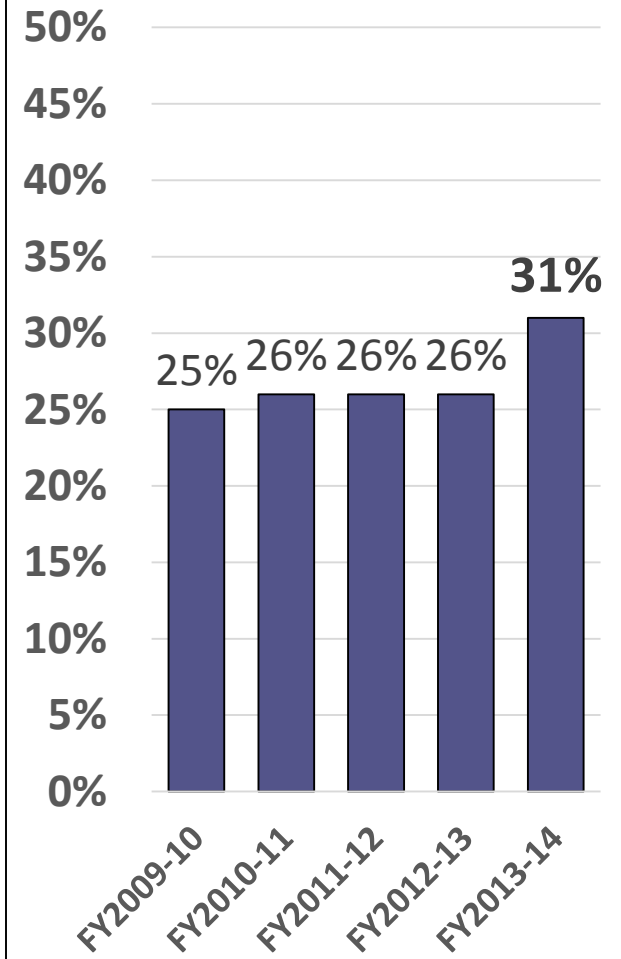


# Public Transportation: Highlights

Satisfaction with Quality of Public Transportation  
User vs. Non-User



Used Public Transportation in the last year

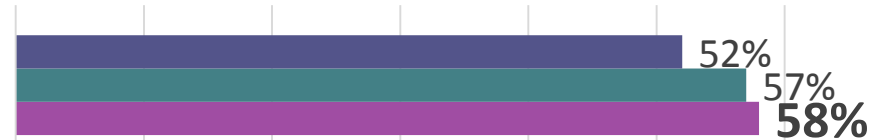


# Water Services/Stormwater: Highlights

22

FY2012 FY2013 FY2014

Overall quality of water utilities



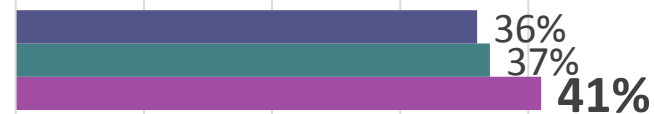
Condition of catch basins (storm drains)



Quality of Water Services customer service



Quality of stormwater management



Timeliness of water/sewer line break repairs



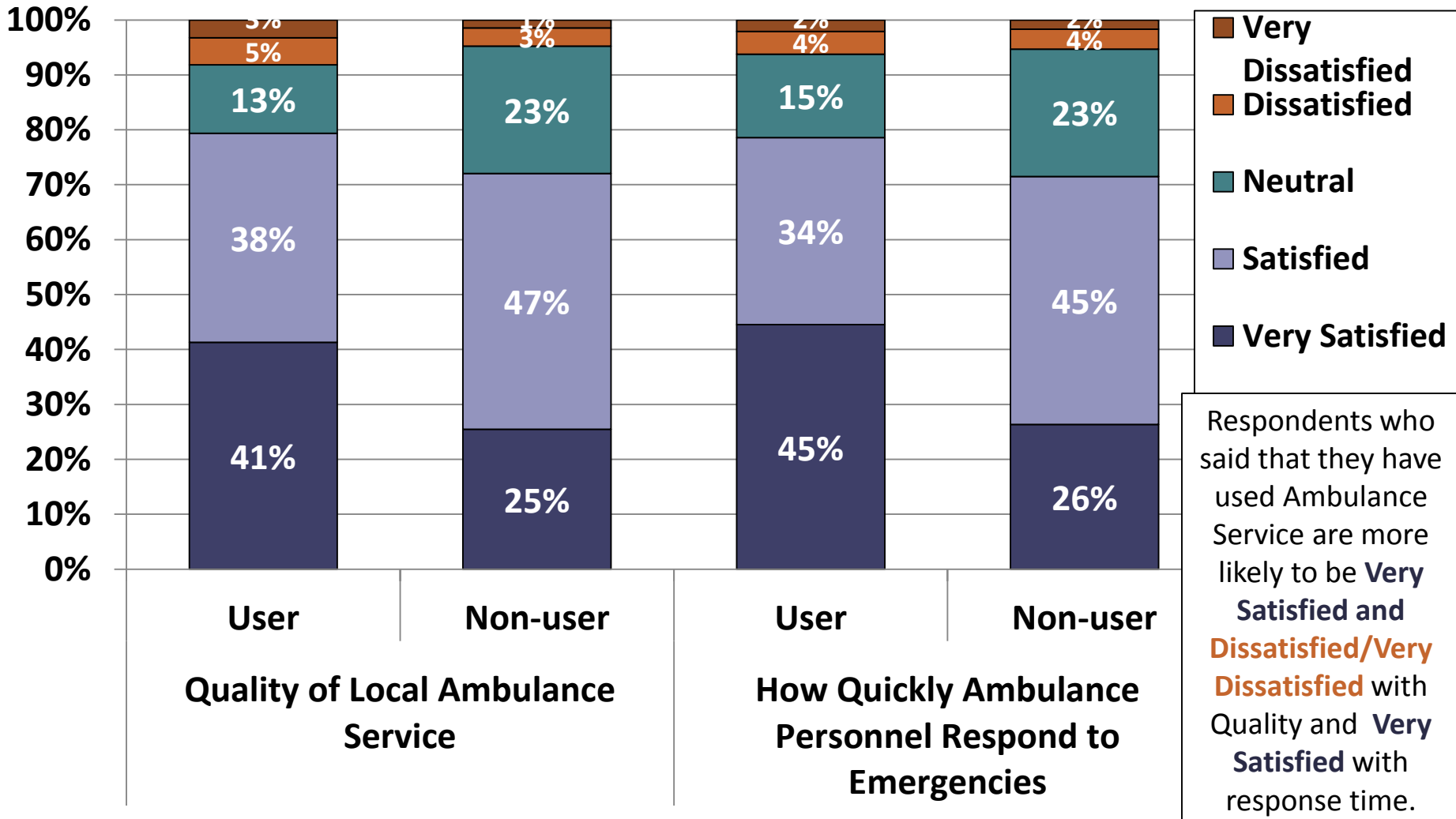
0% 10% 20% 30% 40% 50% 60% 70%

# What's Important to citizens to improve: Fire and Ambulance Services

23

<u>Fire/Ambulance Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S Rank FY2013</u>
How quickly ambulance personnel respond to emergencies	41%	73%	1	1
How quickly fire/rescue personnel respond to emergencies	41%	80%	2	2
Quality of local ambulance service	22%	73%	3	3
Overall quality of local fire protection and rescue services	29%	82%	4	4

# Fire and Ambulance Services: Highlights



Respondents who said that they have used Ambulance Service are more likely to be **Very Satisfied** and **Dissatisfied/Very Dissatisfied** with Quality and **Very Satisfied** with response time.

Have you used ambulance service in the last year?

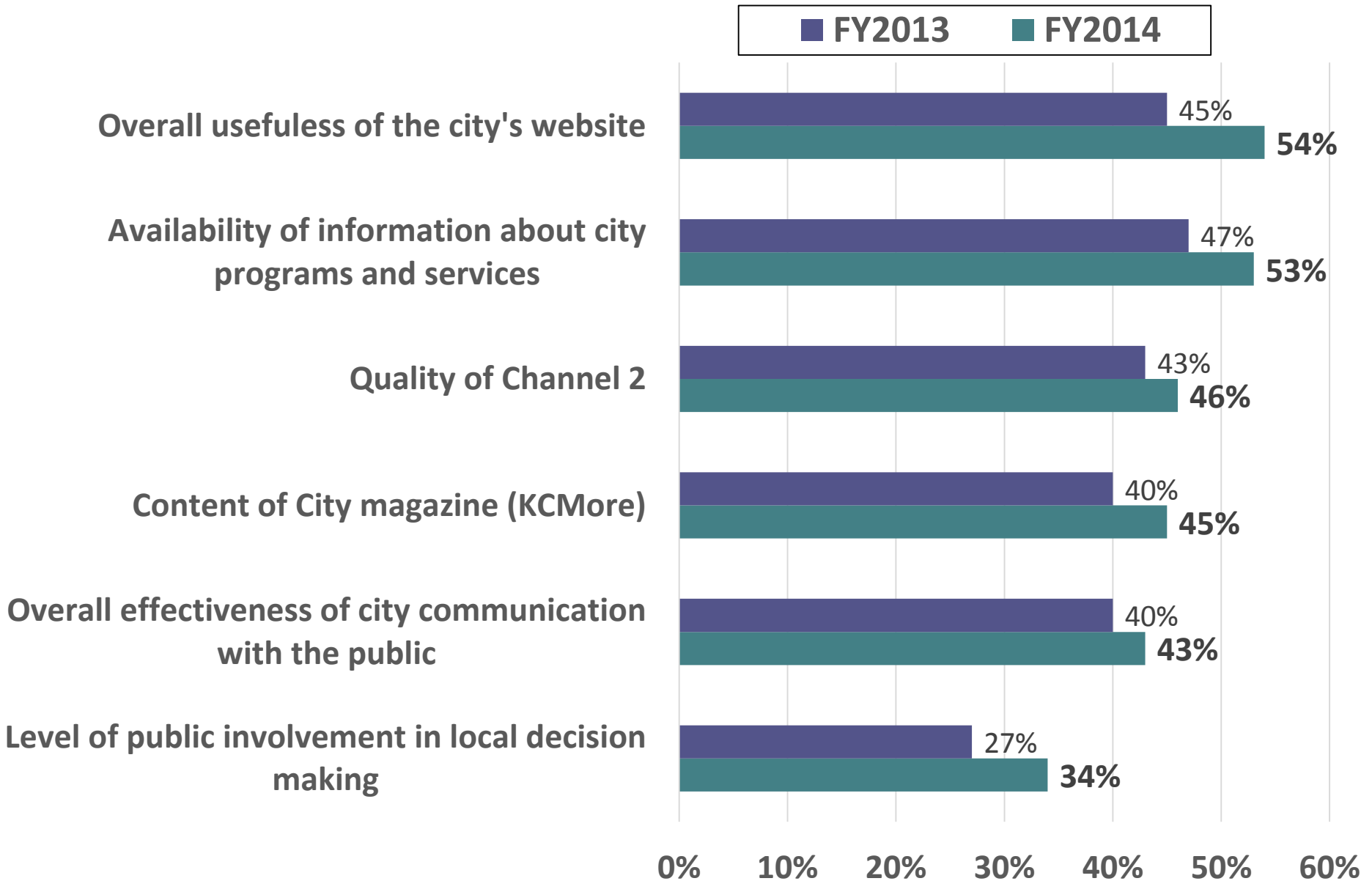


# What is important to citizens to improve: Communications

25

<u>Communications Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S Rank FY2013</u>
The level of public involvement in local decision making	42%	34%	1	1
The availability of information about city programs/services	49%	53%	2	2
Overall usefulness of the city's website	28%	54%	3	3
The quality of Channel 2	10%	46%	4	4
The content in the City's magazine KCMore	10%	45%	5	5

# Communications: Highlights



# What is important to citizens to improve: Parks & Recreation

<u>Parks and Recreation Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY13</u>
Mowing/tree trimming along city streets	21%	49%	1	1
The city's youth athletic programs	13%	40%	2	2
Walking and biking trails in the City	16%	55%	3	3
Maintenance of City parks	23%	71%	4	4
Maintenance of boulevards & parkways	14%	66%	5	6
Programs/activities at community ctrs	9%	48%	6	9
City swimming pools and programs	7%	41%	7	8
Reasonableness of fees for rec programs	7%	45%	8	7
Quality of communication from Parks	6%	41%	9	11
Facilities (playgrounds/shelters) in parks	11%	66%	10	10
Customer service from Parks employees	6%	49%	11	5
Quality of outdoor athletic fields	6%	63%	12	13
Maint/appearance of community ctrs	4%	55%	13	12
Ease of registering for programs	2%	45%	14	14

# Parks and Rec: Highlights

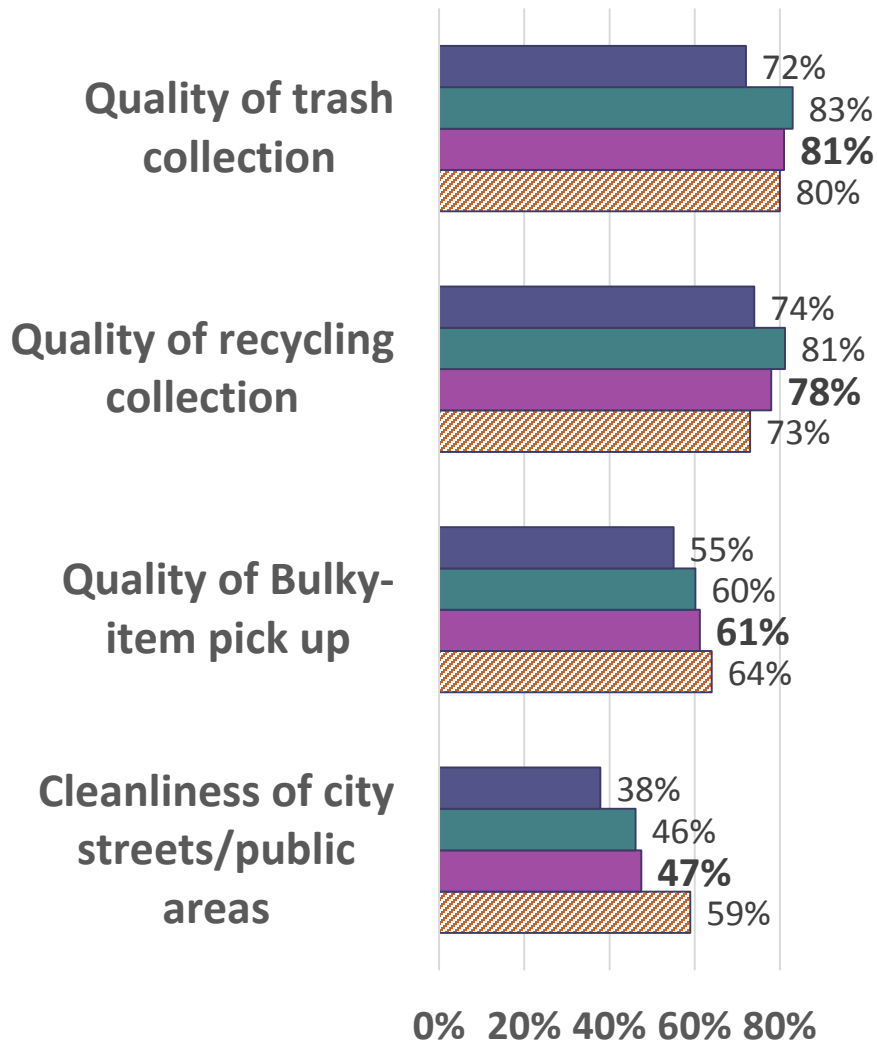
<u>Question</u>	<u>FY12</u>	<u>FY13</u>	<u>FY14</u>
Maintenance of City parks	+ 8%	+ 8%	+2%
Quality of outdoor athletic fields	+ 4%	+ 6%	+ 4%
Walking and biking trails in the City	+ 2%	+ 6%	+ 2%
The city's youth athletic programs	no chg	+ 4%	+ 5%
Quality of customer service from Parks employees			+ 4%
Overall quality of city parks & rec programs and facilities	no chg	no chg	+ 3%
Quality of facilities (shelters/playgrounds) in city parks	+ 5%	+ 9%	no chg
Maintenance of boulevards and parkways	+ 4%	+ 8%	no chg
Maintenance/appearance of City community centers	+ 6%	+ 4%	no chg
Ease of registering for programs	+ 2%	+ 4%	no chg
Mowing/tree trimming along city streets	no chg	+ 11%	no chg
Programs and activities at City community centers	no chg	+ 4%	no chg
The reasonableness of fees charged for rec programs	no chg	+ 4%	no chg
City swimming pools and programs	- 2%	+ 6%	no chg
Quality of communication from Parks and Recreation			no chg

# What's important to citizens to improve: Solid Waste

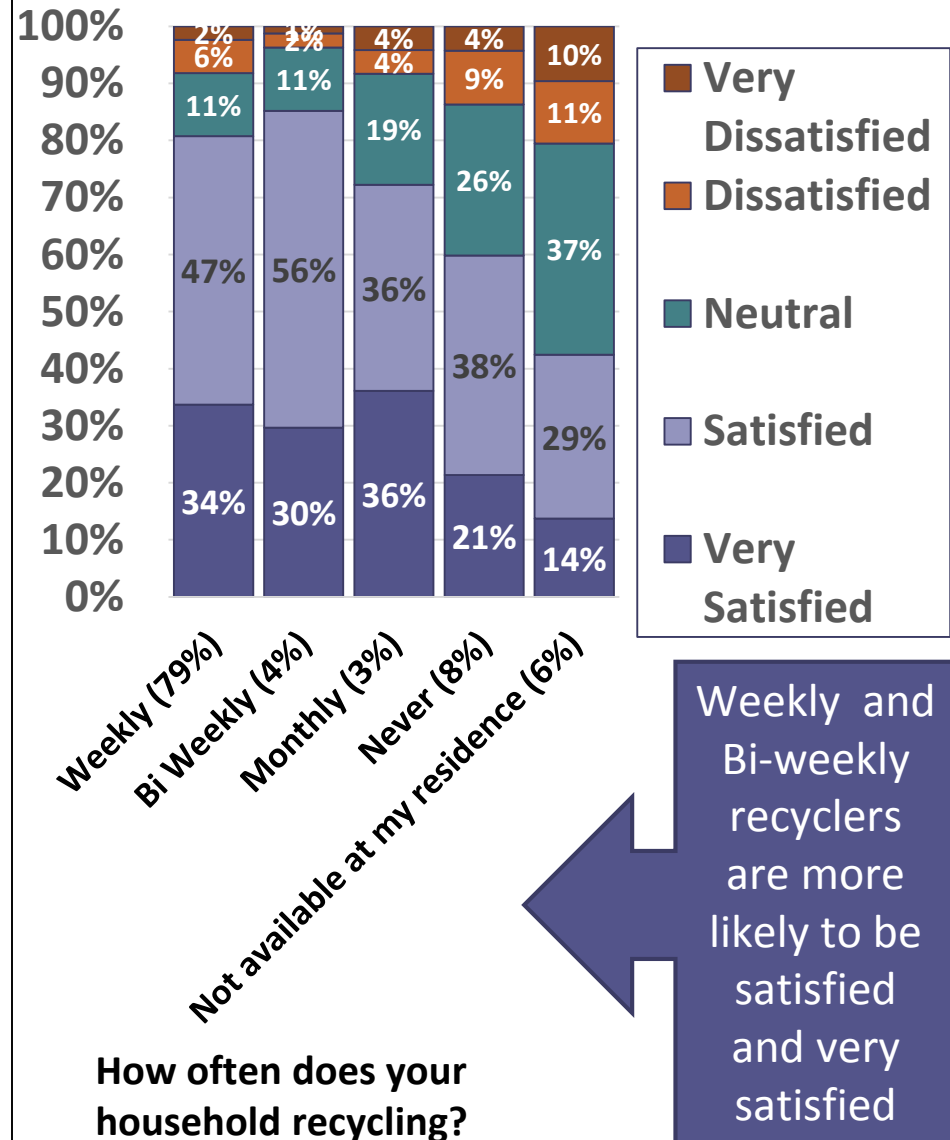
29

<b><u>Solid Waste Category</u></b>	<b><u>Importance</u></b>	<b><u>Satisfaction</u></b>	<b><u>I-S Rank</u></b>	<b><u>I-S Rank FY2013</u></b>
<b>Overall cleanliness of city streets and public areas</b>	<b>46%</b>	<b>47%</b>	<b>1</b>	<b>1</b>
<b>Overall quality of leaf and brush pick-up services</b>	<b>28%</b>	<b>54%</b>	<b>2</b>	<b>2</b>
<b>Overall quality of bulky item pick-up services</b>	<b>27%</b>	<b>61%</b>	<b>3</b>	<b>3</b>
<b>Overall quality of trash collection services</b>	<b>24%</b>	<b>81%</b>	<b>4</b>	<b>4</b>
<b>Overall quality of curbside recycling services</b>	<b>19%</b>	<b>78%</b>	<b>5</b>	<b>5</b>

# Solid Waste: Highlights



## Satisfaction by Recycling Use

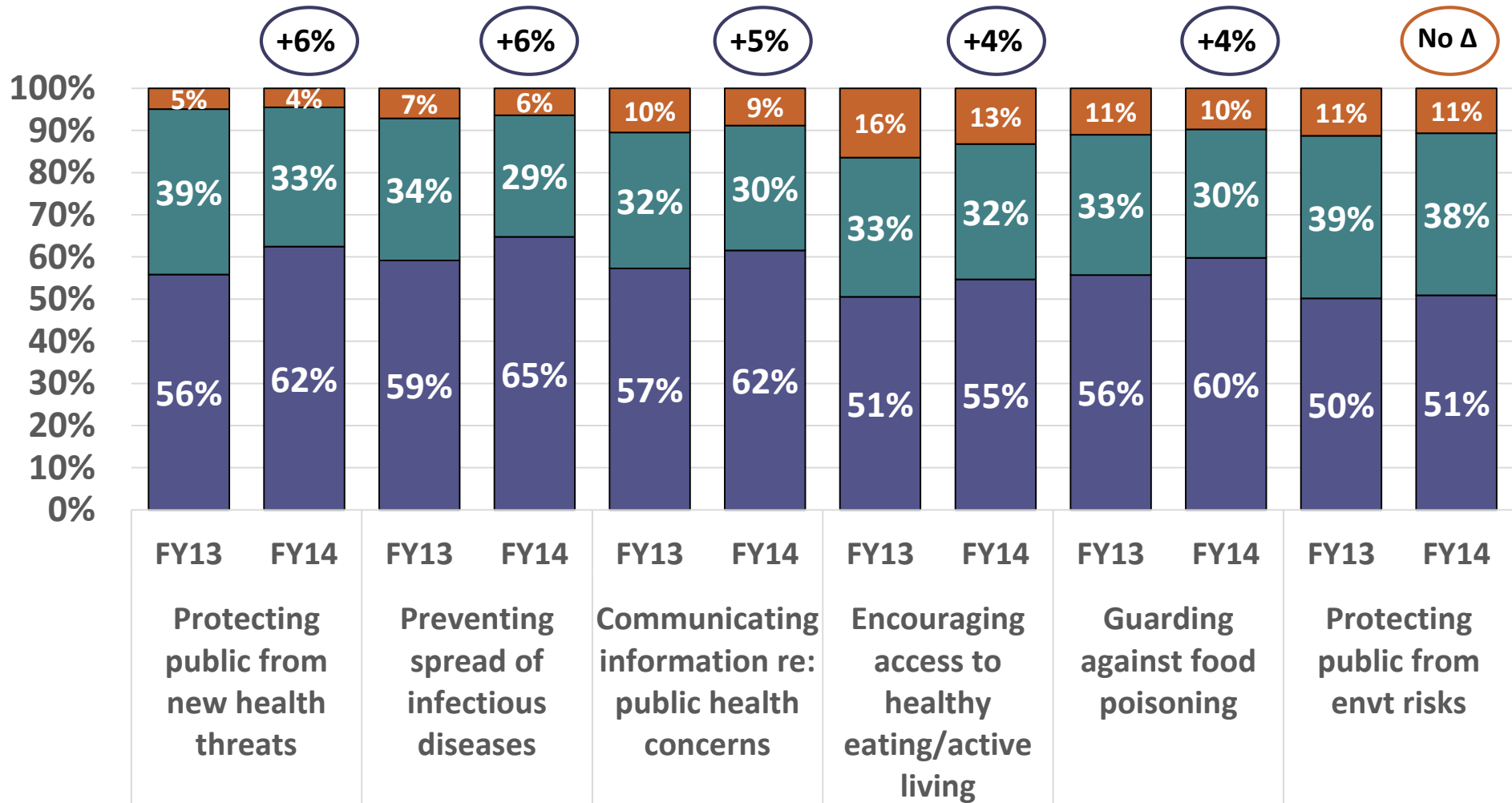


# What's important to citizens to improve: Health Department

<u>Health Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY13</u>
Guarding against food poisoning through restaurant inspections	27%	60%	1	3
Preventing the spread of infectious diseases	30%	65%	2	2
Protecting the public from exposure to environmental risks	19%	51%	3	4
Protecting the public from new or unusual health threats	25%	62%	4	1
Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments.	19%	55%	5	5
Communicating information regarding public health concerns	18%	62%	6	6

# Health Department: Highlights

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





# What's important to citizens to improve: Airport

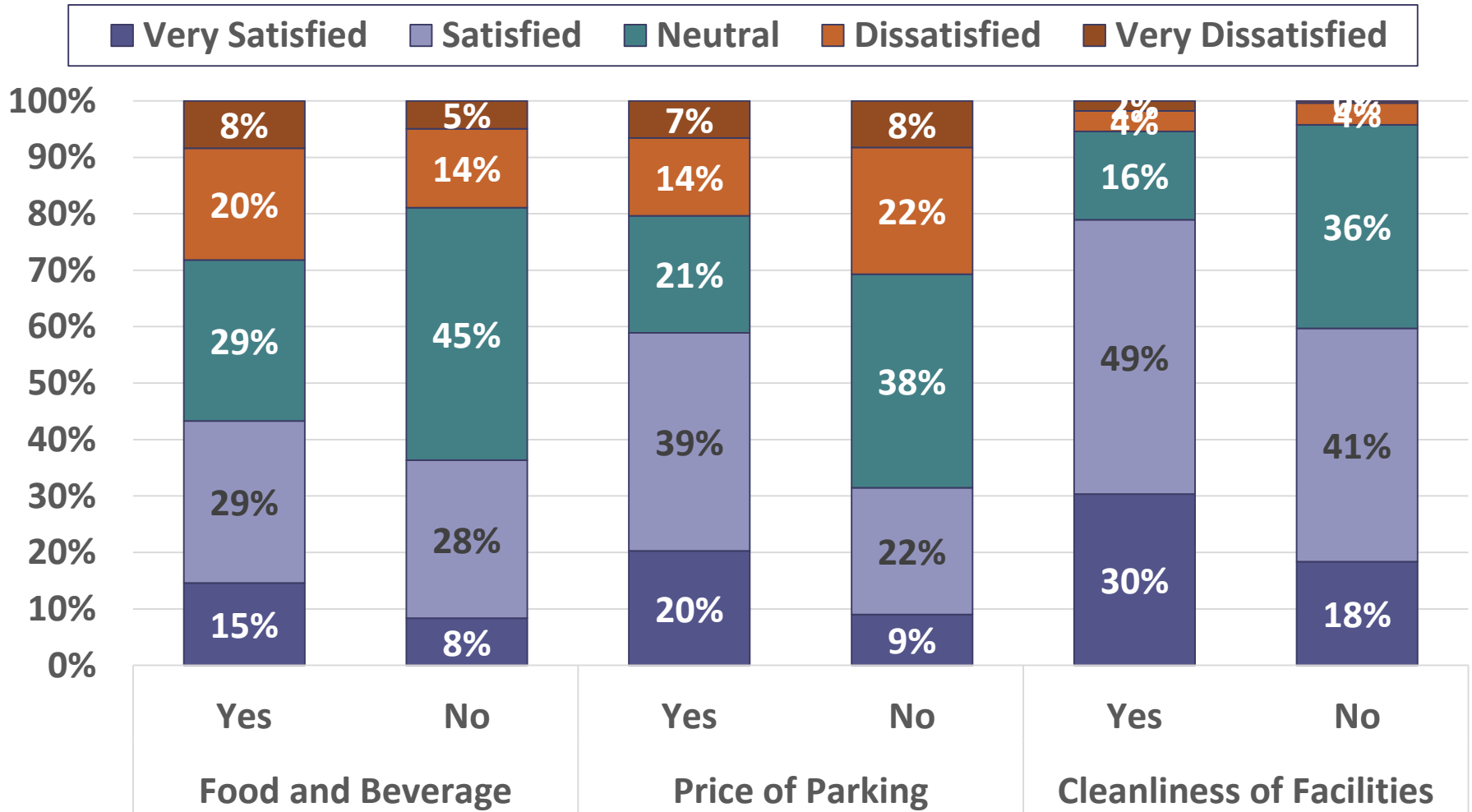
33

<u>Airport Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S Rank FY2013</u>
Food, beverage, and other concessions	28%	42%	1	1
Price of parking	29%	55%	2	2
Ease of moving through airport security	27%	76%	3	3
Availability of parking	20%	73%	4	4
Cleanliness of facilities	16%	76%	5	6
Helpfulness of signs and other directions	12%	73%	6	5

# Airport: Highlights

34

## Satisfaction by Have you visited KCI?



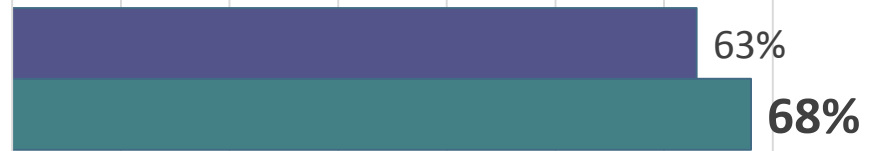
# 311: Trend

35

FY2012-13

FY2013-14

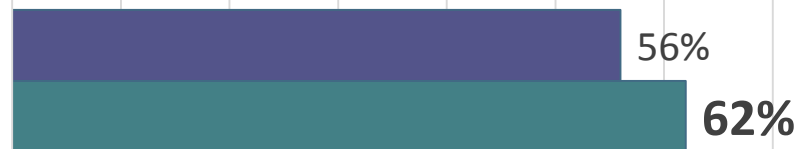
↑ Ease of utilizing 311 via phone



↑ Courtesy/Professionalism of 311 calltakers



↑ How well your issue was resolved via 311



↑ Overall quality of 311 service



↑ Ease of utilizing 311 via web

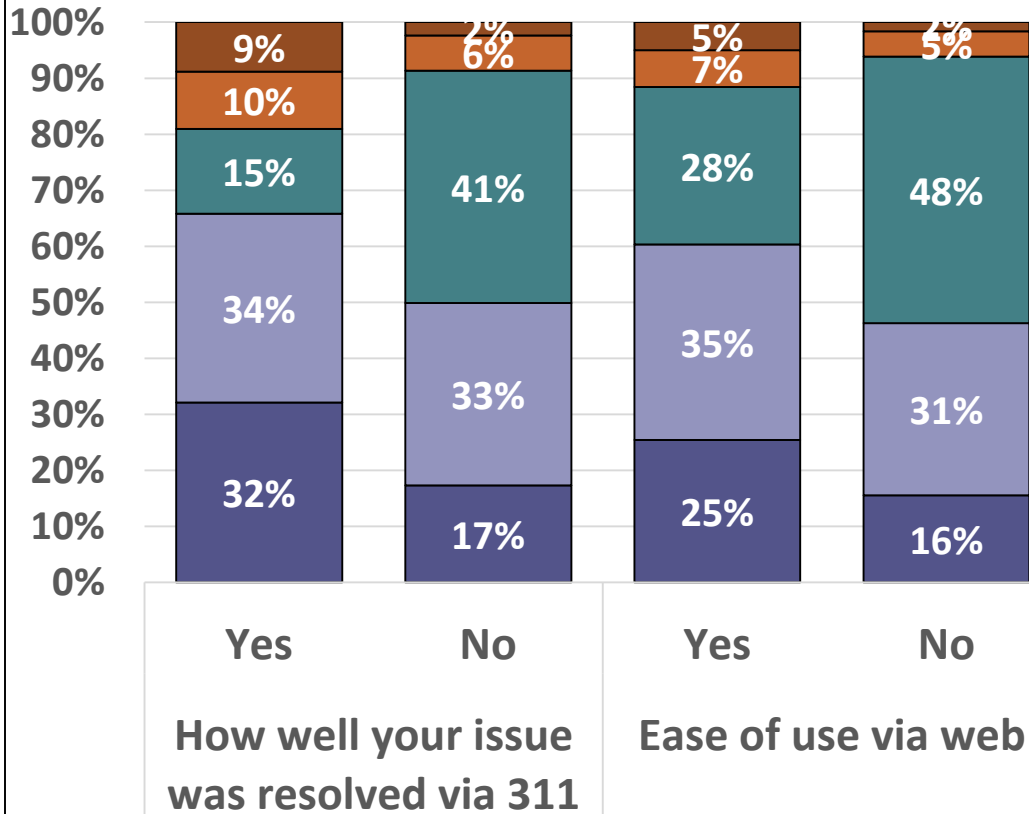
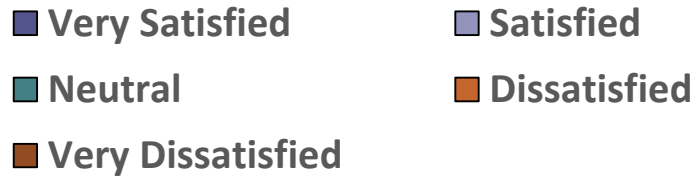


↑ = significant increase

0% 10% 20% 30% 40% 50% 60% 70% 80%

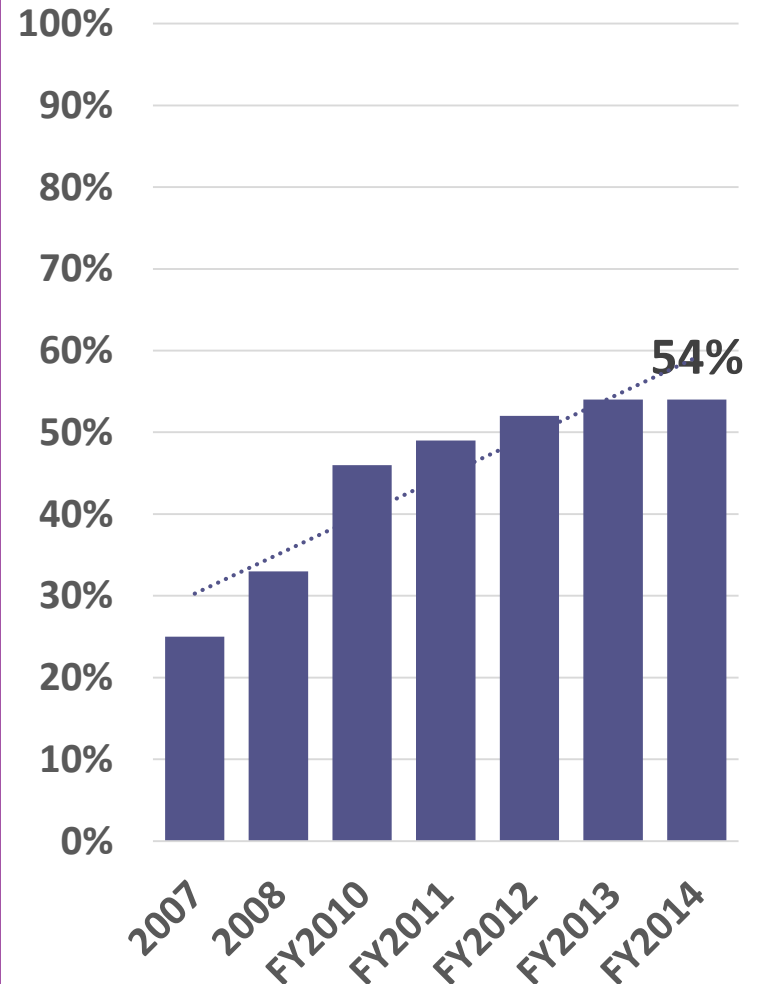
# 311: Highlights

## Satisfaction by user of 311



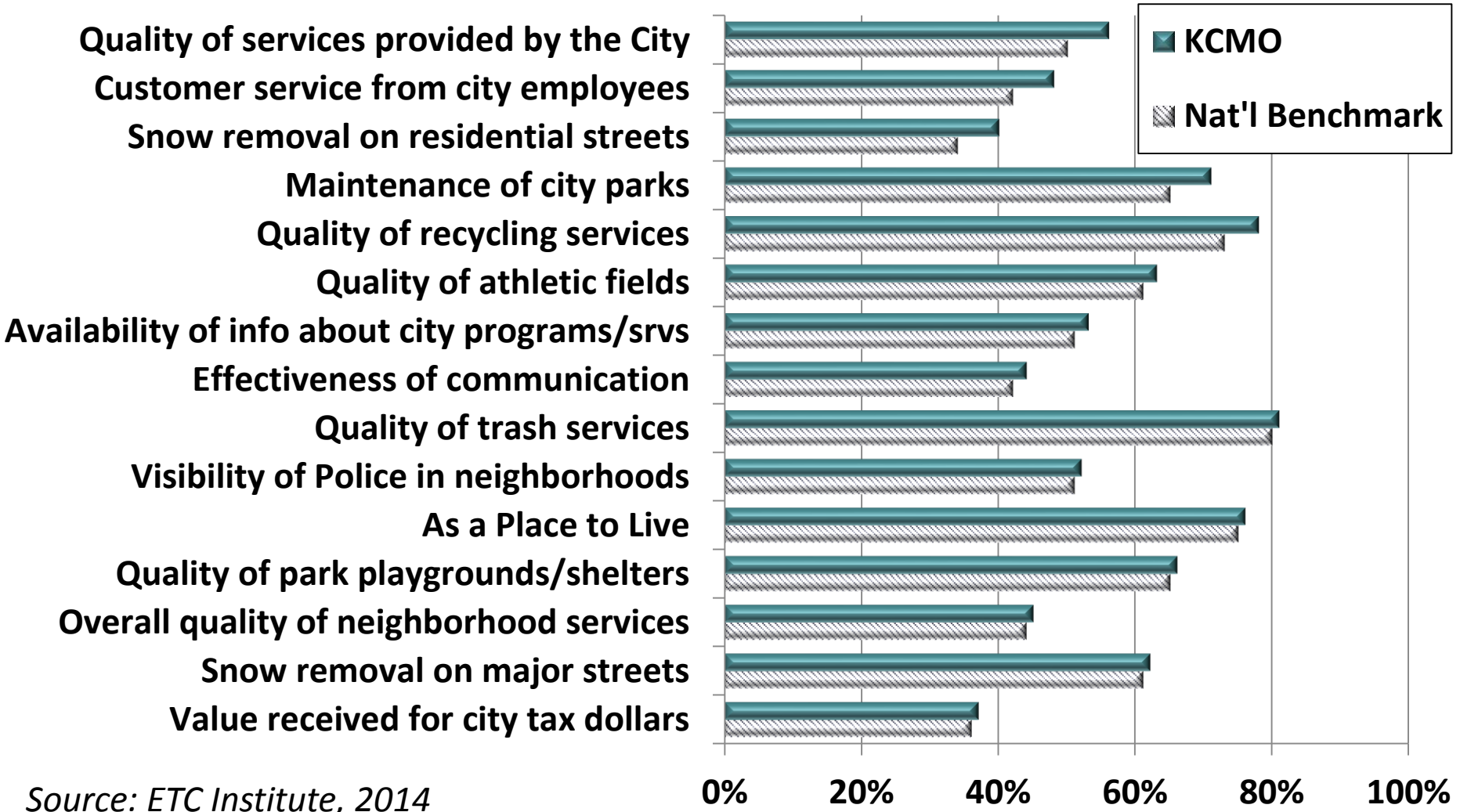
Have you contacted 311 in the last year?

## Have you contacted 311 in the last year?



# Leader of the Pack

## Questions above or at national benchmark for 250K+ cities



Source: ETC Institute, 2014

# Changes to Survey for FY14-15

38

- Adding
  - ▣ Perception of education system
  - ▣ Do you have children
  - ▣ Rating of children's school/type of school
  - ▣ Bike infrastructure question
- Rewording
  - ▣ Ambulance → EMS
  - ▣ Tree trimming → Tree care
  - ▣ Youth athletics → Youth programs and activities

# Big 20

39

 **THE BIG**

**20**



# Questions?

40



City of **Kansas City, Missouri**  
**Citizen Survey**

[click here to take survey](#)

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning decisions. If you have questions, please call Bonnie Banks (toll free) at 1-888-801-5368.

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