

# 2016 Business Survey Results

Presentation to Business Session

February 2, 2017

# Methodology and History

## History

- 6<sup>th</sup> consecutive year of surveying businesses, in collaboration with EDC

## Administration

- Combination of mail and phone during October and November 2016

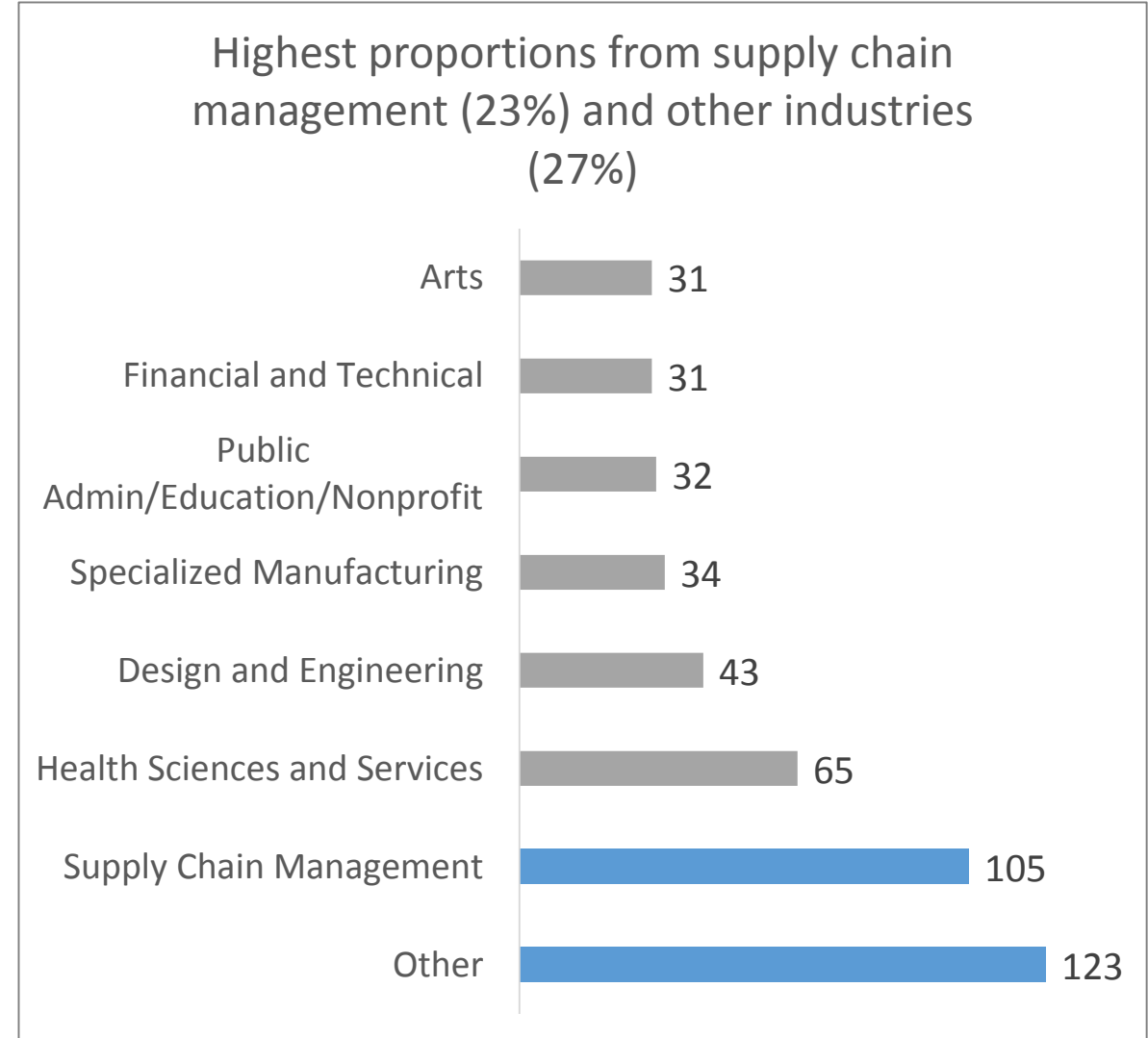
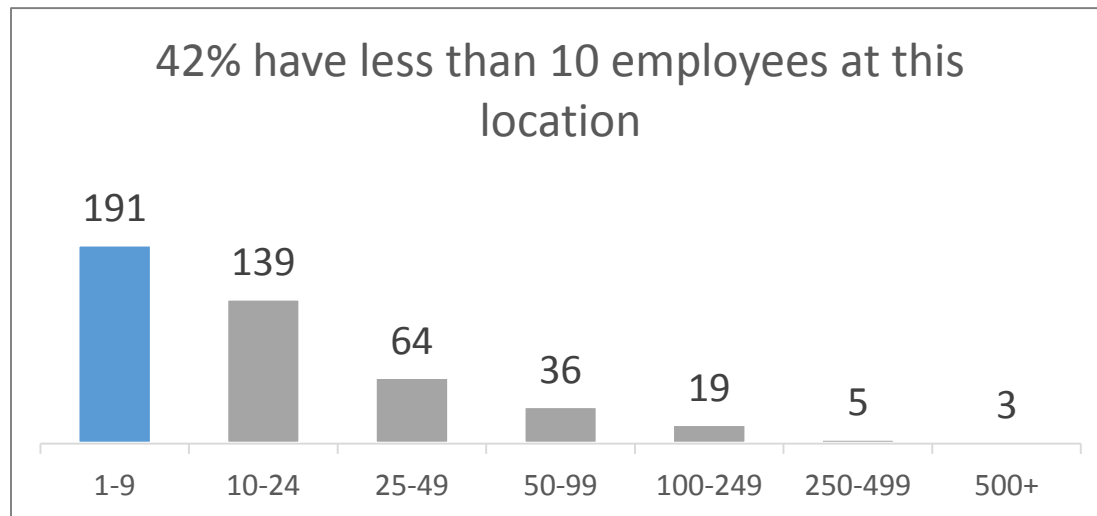
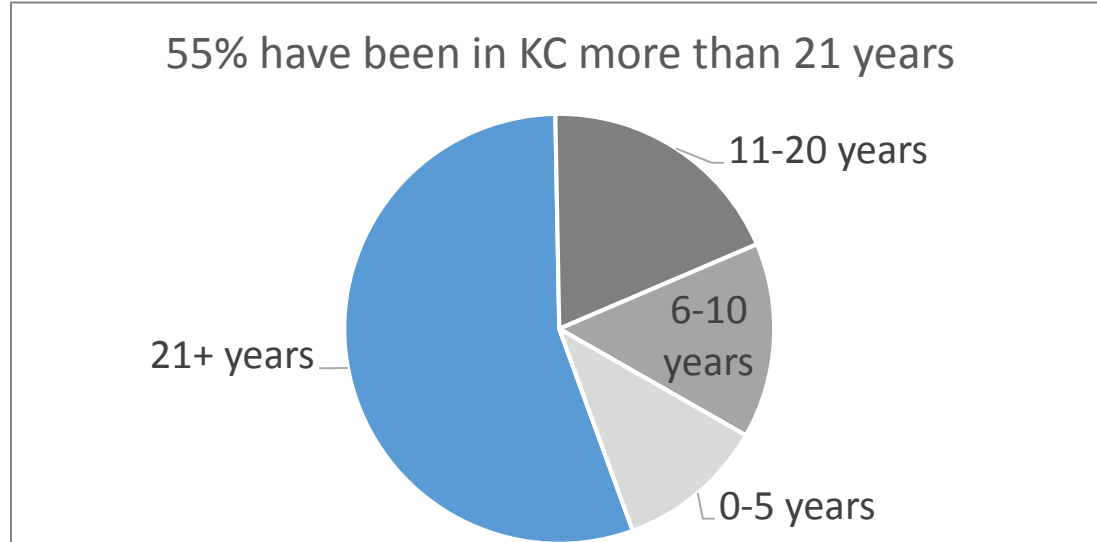
## Sample size

- 464 businesses (minimum of 100 in each geographic zone)

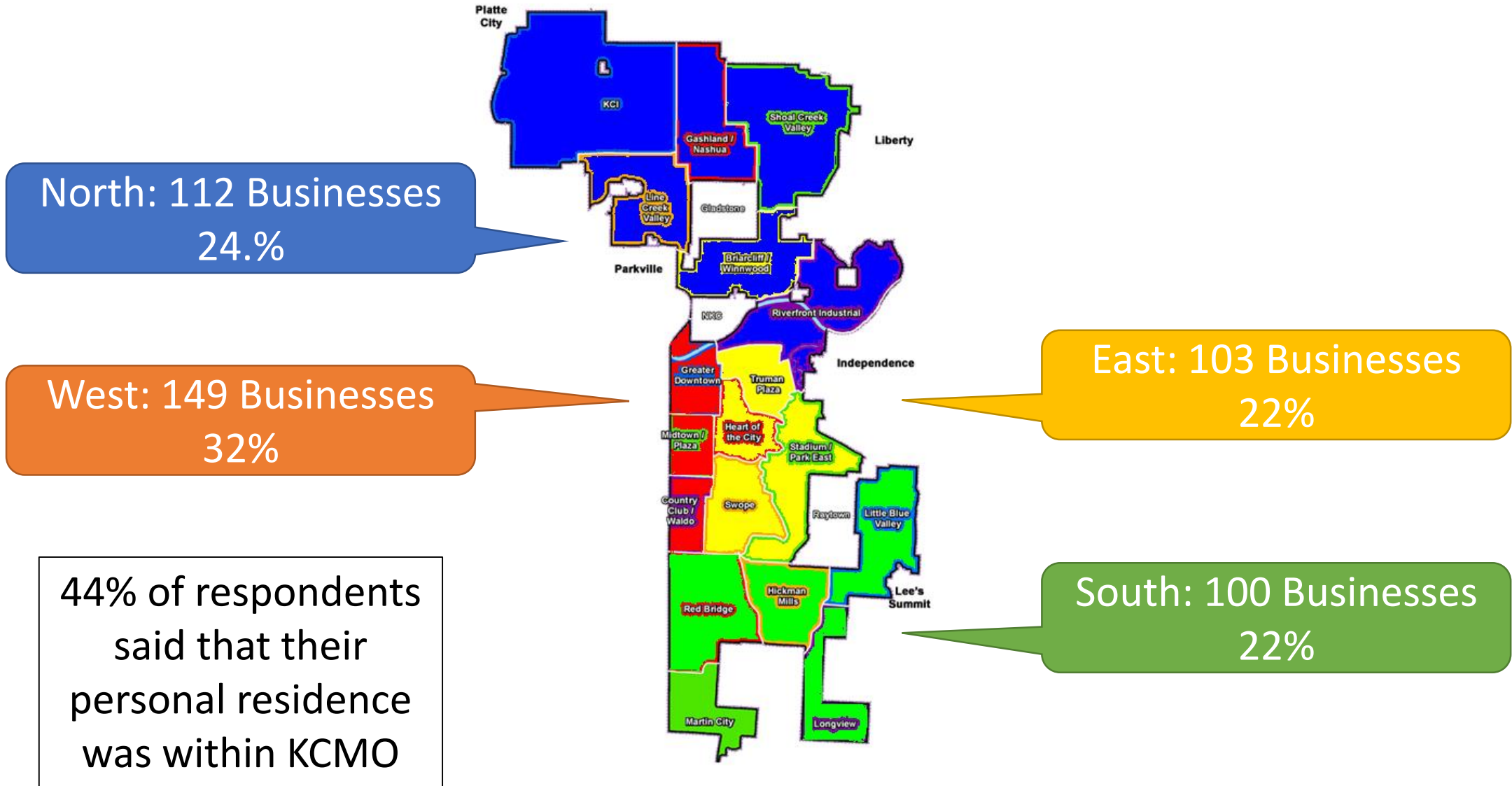
## Margin of error

- + or – 5% (95% level of confidence)

# Characteristics of Businesses Responding

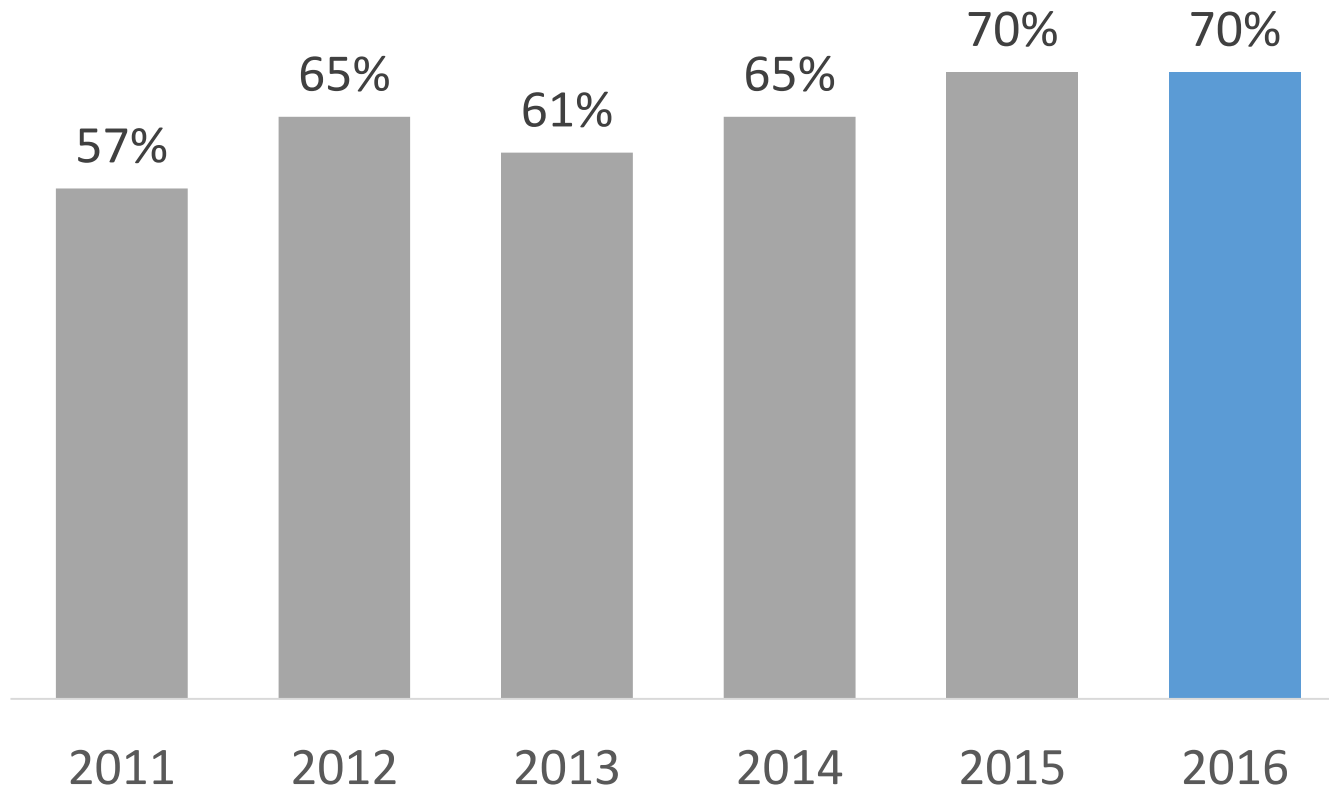


# Characteristics of Businesses Responding

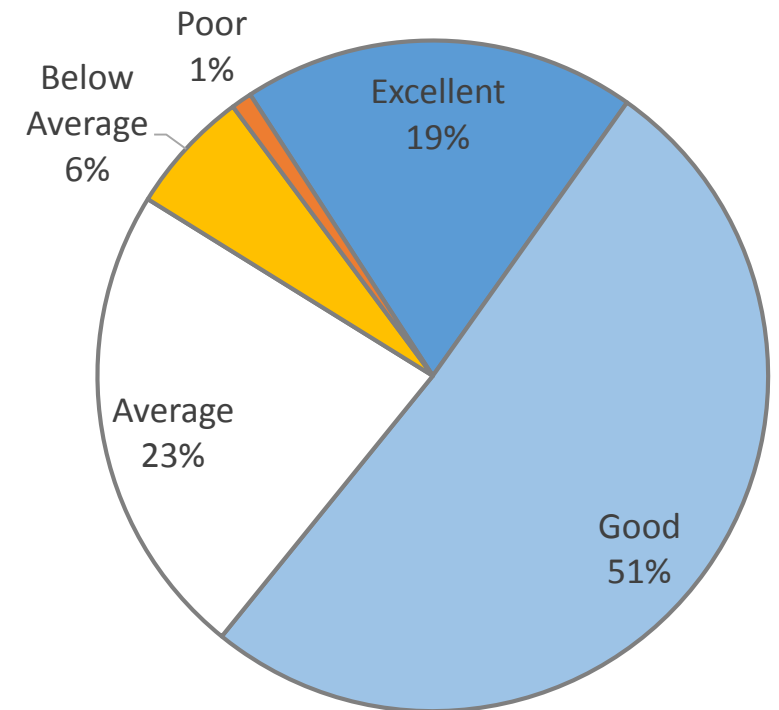


# Kansas City as a Place to Do Business

Rating of KC as an “excellent” or “good” place to do business remains at an all-time high

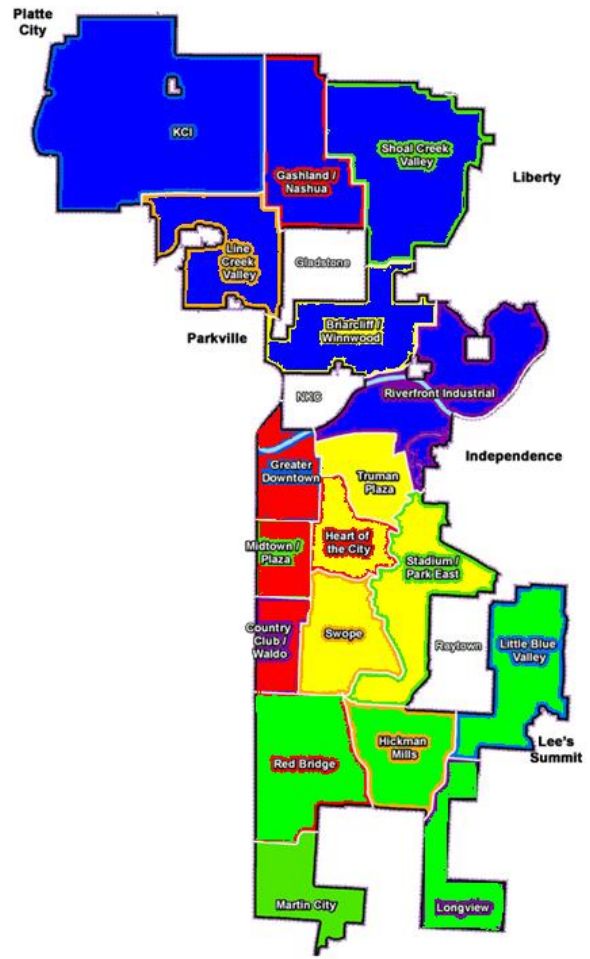
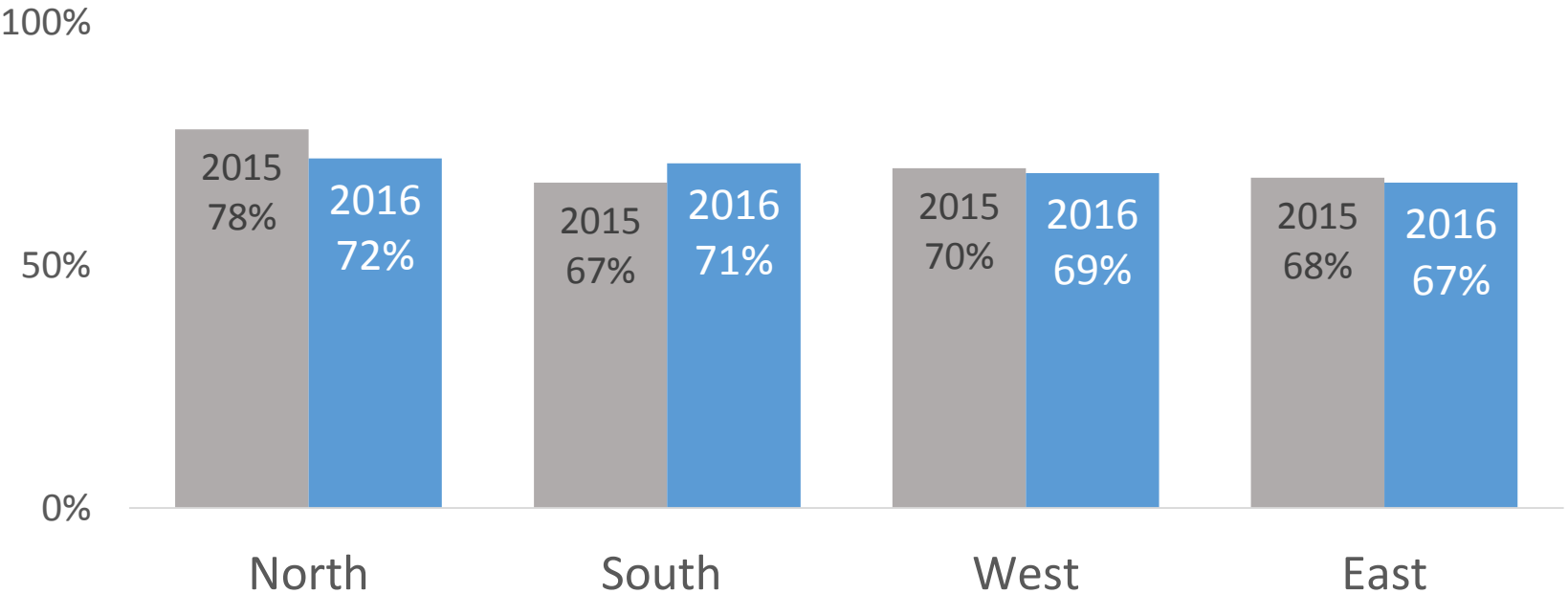


Only 7% of businesses rate KC as a “below average” or “poor” place to do business



# Kansas City as a Place to Do Business by Location and Industry Type

Businesses in “North” zone saw a slight decline in rating KC as an “Excellent” or “Good” place to do business



## By Industry Type

- Design & Engineering had the highest rating of Excellent/Good (89%)
- Supply Chain Management had the lowest rating of Excellent/Good (56%)

# Most Important Reasons for Locating Business in KCMO

Percent of businesses selecting reason as “extremely important” or “very important” in their decision to locate their business in Kansas City

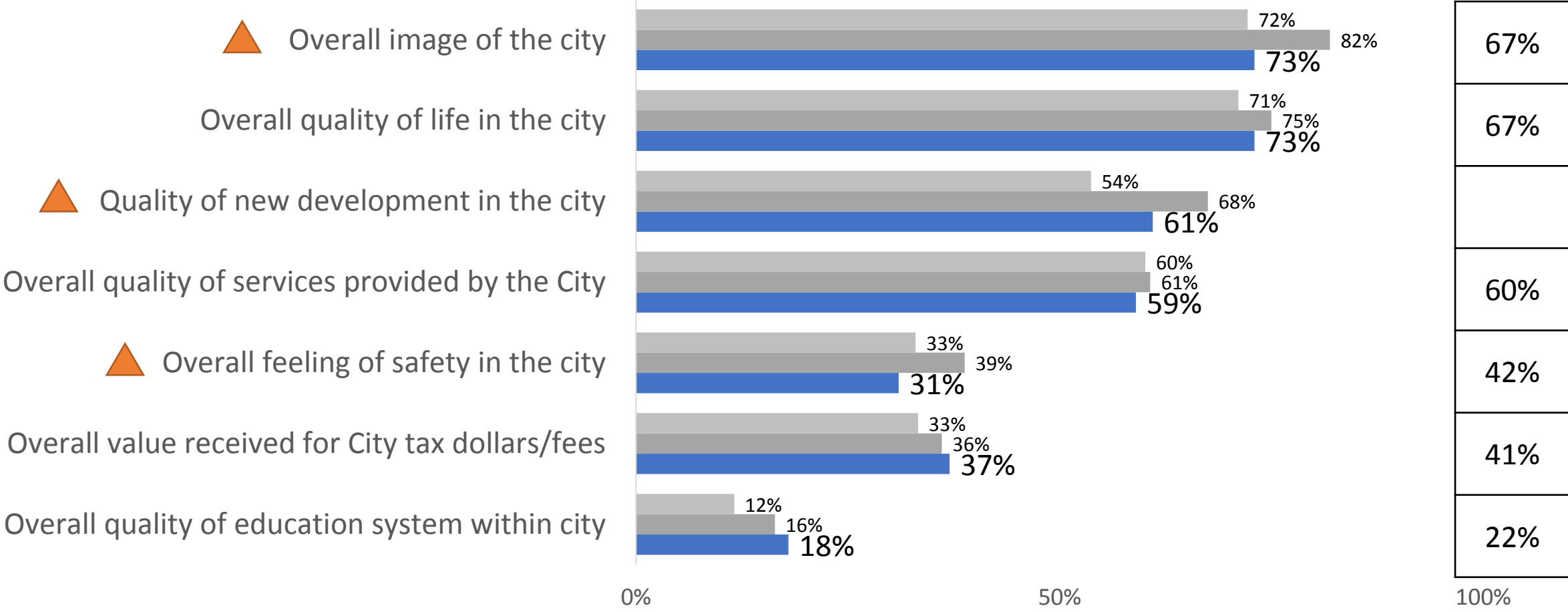
Most Important	% Selecting as “extremely” or “very important”
Attitude of local government toward business	75%
Availability of telecommunications, utilities, and other infrastructure	73%
Low crime rate	63%
Level of taxation	60%
Availability of trained employees	60%
Overall image of the city	57%

The biggest **decrease in importance** from 2015 to 2016 was “availability of parks and open spaces”, which saw an **14% decline** in businesses selecting it as “extremely” or “very” important.

# Perceptions of the City and City Government

▲ Statistically significant decline in satisfaction (> 5%)

■ 2014 ■ 2015 ■ 2016





# Satisfaction with More Frequently Used City Services (Used by 40% or more businesses)

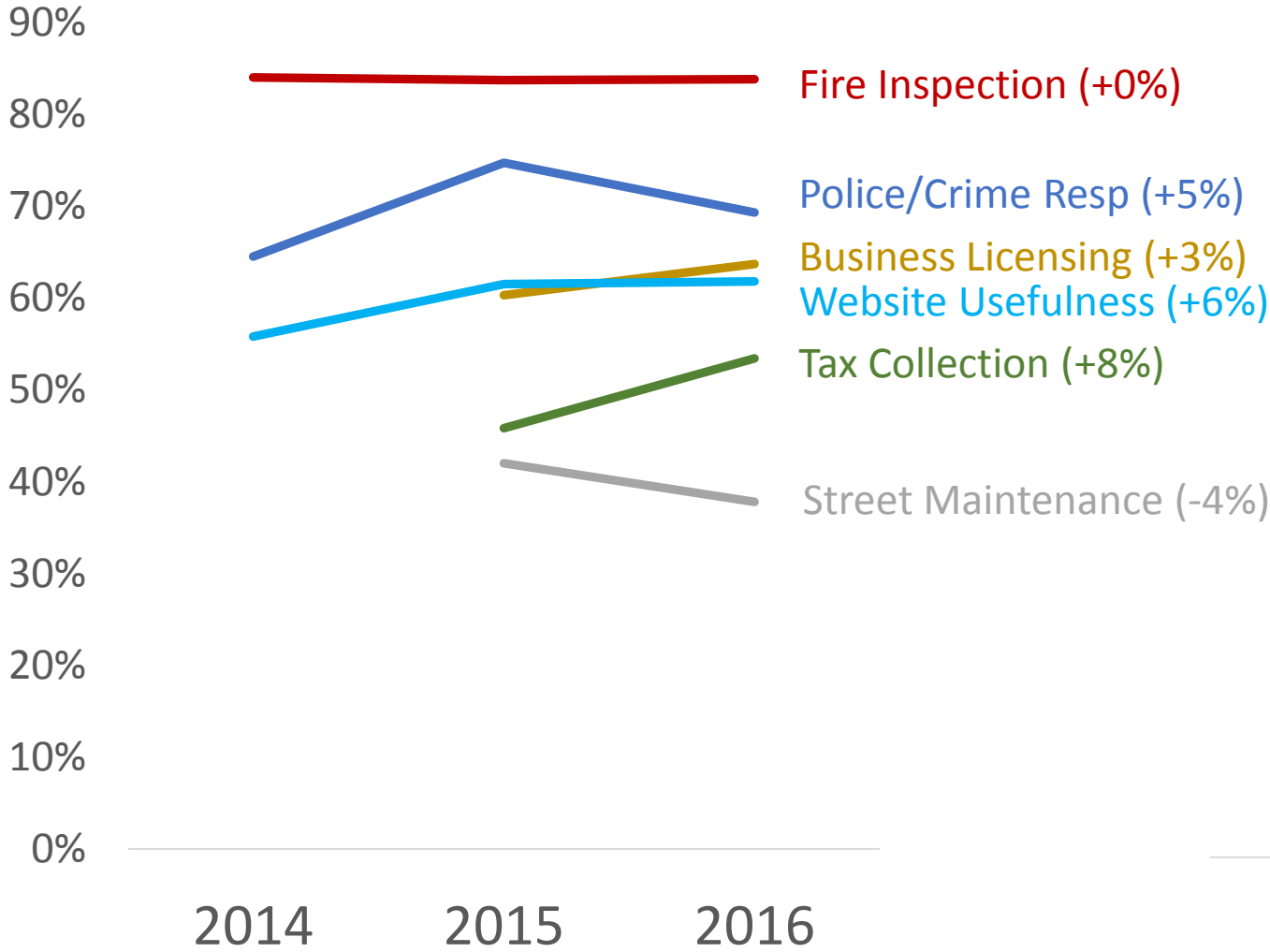
Service	% Satisfied	% Dissatisfied	% Who Used	Citizen satisfaction
Fire Inspection	84%	5%	64%	
Police-Crime/Safety Response	69%	16%	53%	67%
Airport Services	68%	14%	40%	69%
Business Licensing	64%	12%	66%	
Website Usefulness	62%	13%	44%	47%
Water Services	57%	20%	63%	59%
Tax Collection	53%	16%	54%	
Stormwater Drainage	49%	26%	43%	39%
Street Maintenance	38%	34%	46%	25%

# Satisfaction with Less Frequently Used City Services (Used by 33% or less businesses)

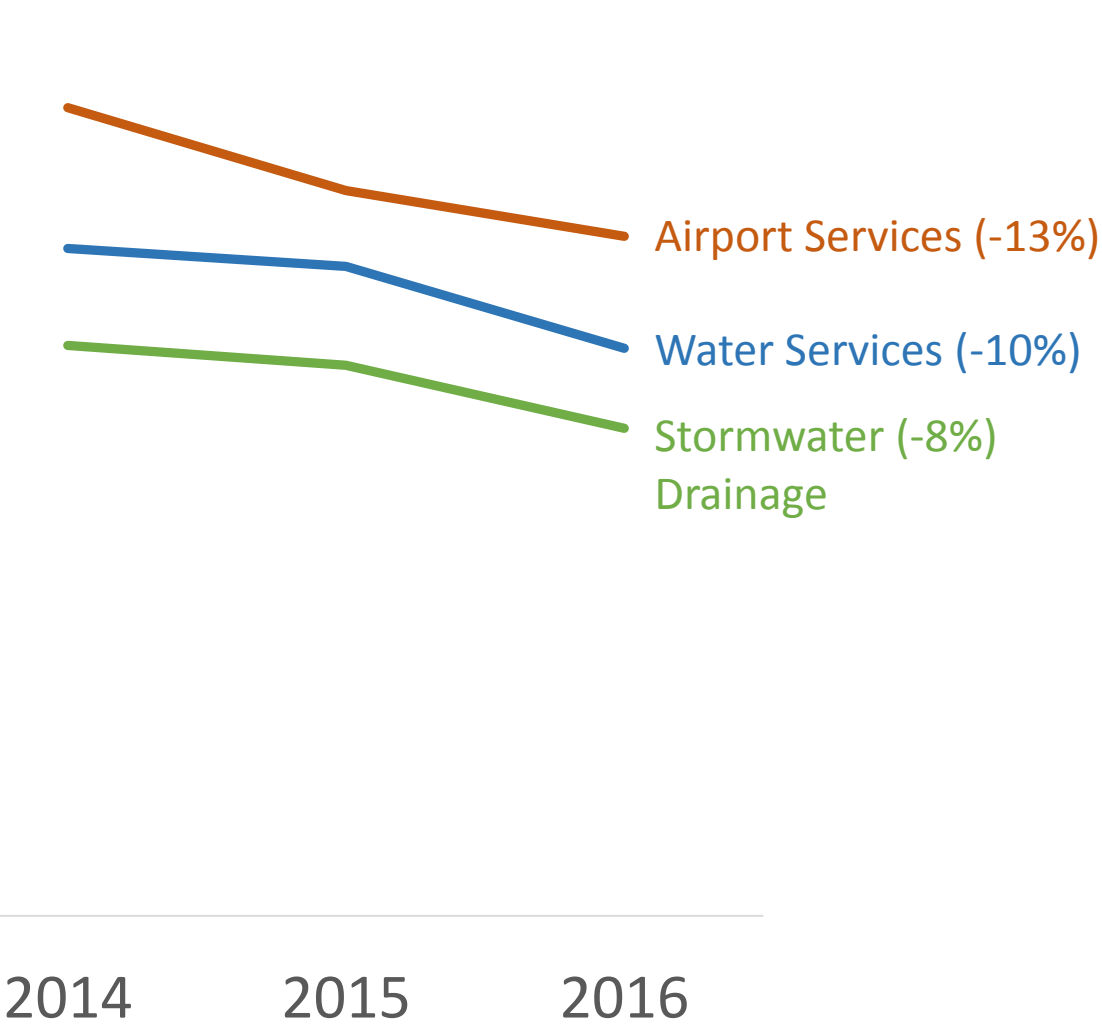
Service	% Satisfied	% Dissatisfied	% Who Used	Citizen satisfaction
Fire Incident Response	88%	3%	17%	80%
Ambulance-Medical Emergency Response	86%	5%	24%	76%
Regulated Industries Licensing/Inspections	68%	18%	32%	
Health Inspections	65%	19%	24%	
311 Action Center	62%	21%	27%	61%
Building Permits	55%	25%	28%	
Public incentives Requests	52%	19%	8%	
Zoning Requests	50%	31%	15%	
Code Enforcement	50%	31%	31%	27%
MBE/WBE Certification	50%	39%	13%	
Municipal Court	40%	16%	19%	42%
Sidewalk Maintenance	40%	33%	33%	24%

# Satisfaction over Time for More Frequently Used Services

## Satisfaction Up or Statistically Unchanged



## Satisfaction Down



# Importance vs. Satisfaction for City Services

	Above Average Satisfaction	Below Average Satisfaction
Above Average Importance	Airport Services Ambulance-EMS Response Business Licensing Fire Incident Response Health Inspections Police-Crime/Safety Response	Street Maintenance Tax Collection Water Services
Below Average Importance	311 Action Center Fire Inspection Regulated Industries Licensing/Inspections Website Usefulness	Building Permits Code Enforcement MBE/WBE Certification Municipal Court Public Incentives Requests Sidewalk Maintenance Stormwater Drainage Zoning Requests

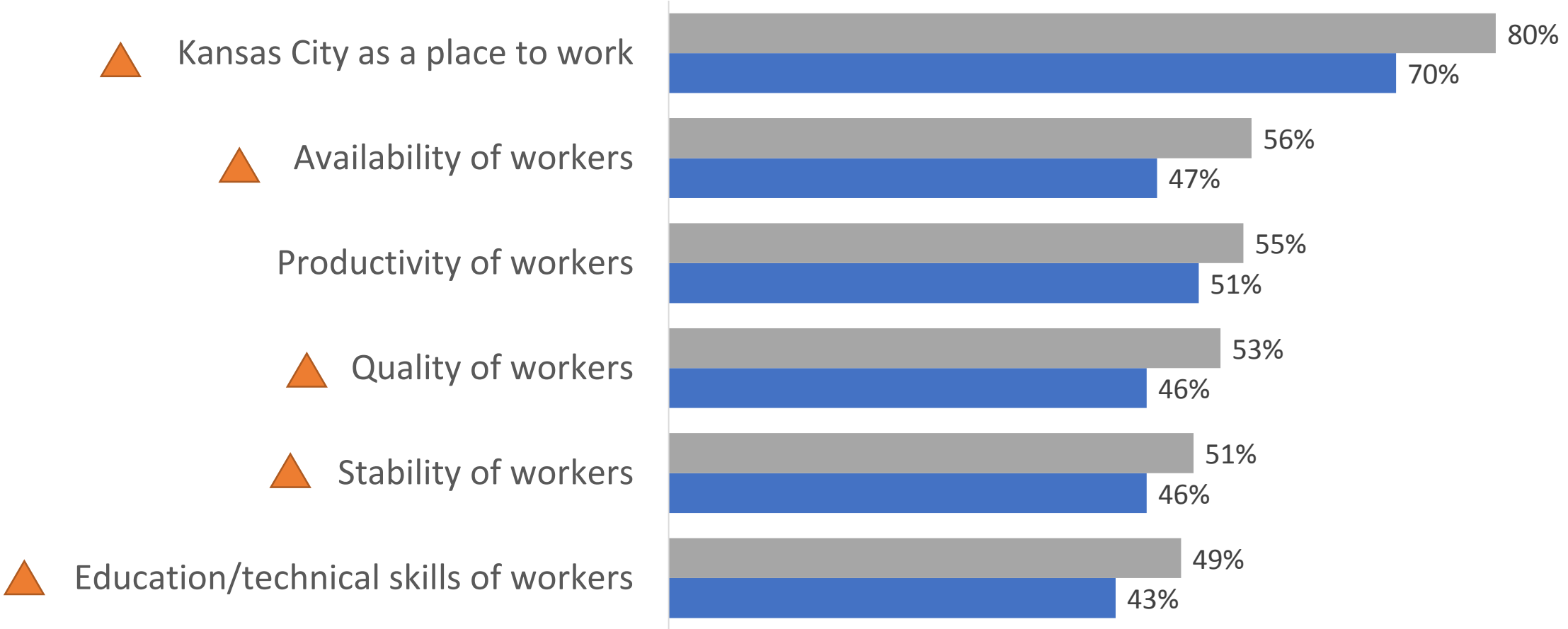
# Rating the Workforce – Rating of Good/Excellent

▲ Statistically significant decline in satisfaction (> 5%)

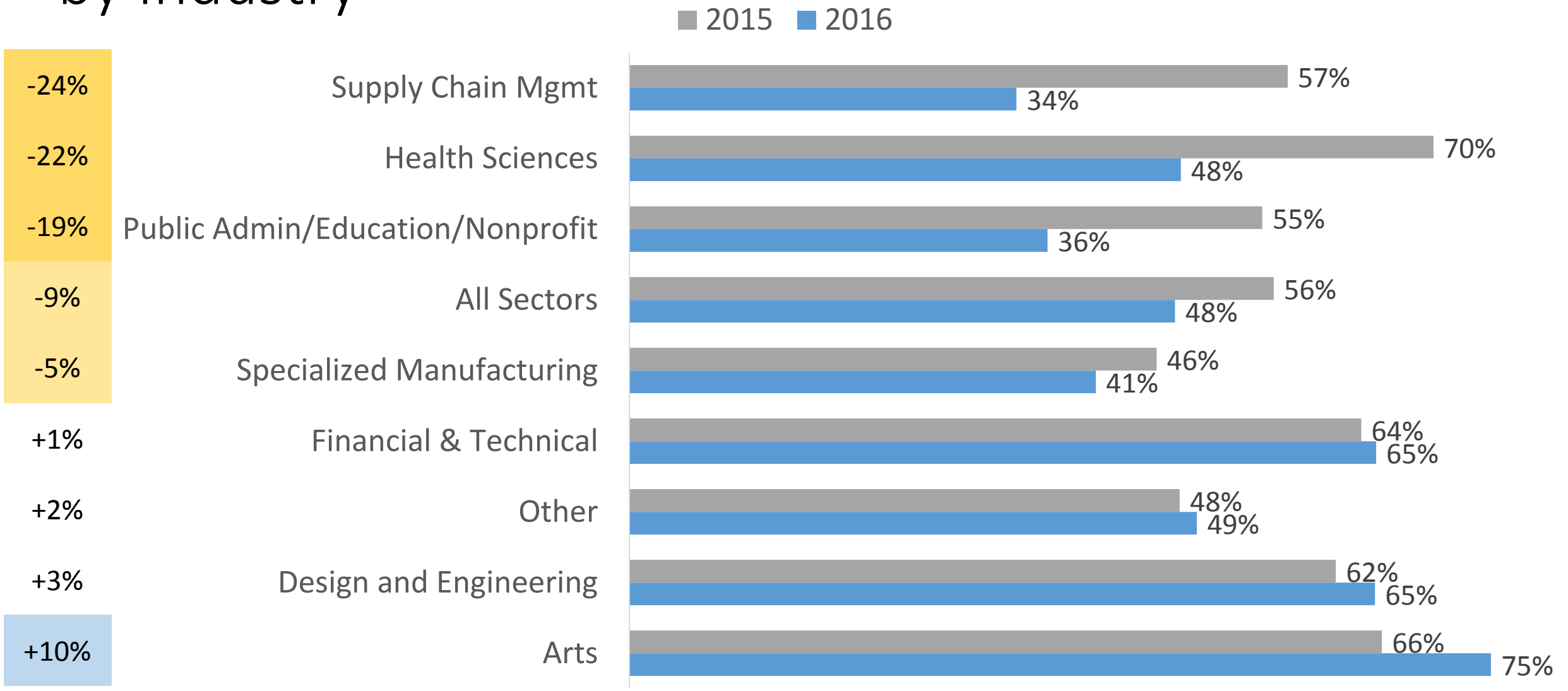
■ 2015 ■ 2016

Citizen satisfaction

71%



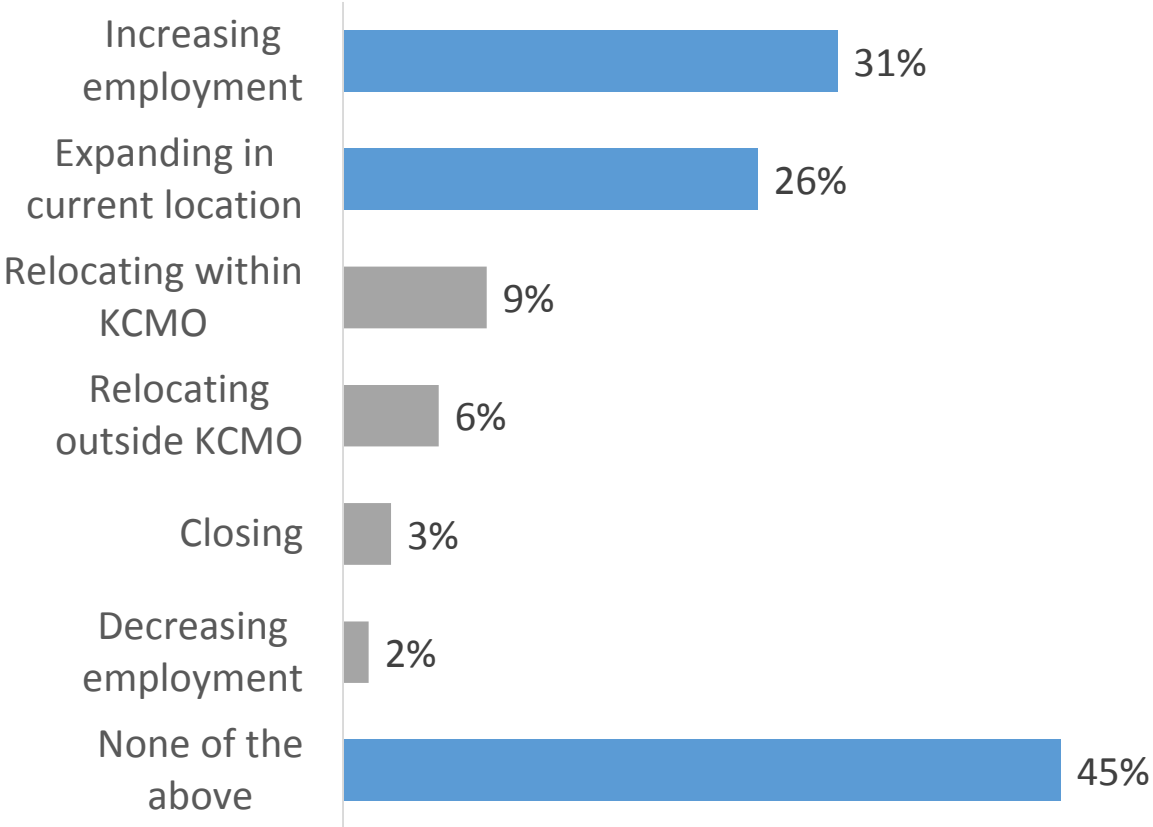
# Availability of Workers (Rating of Excellent/Good) by Industry



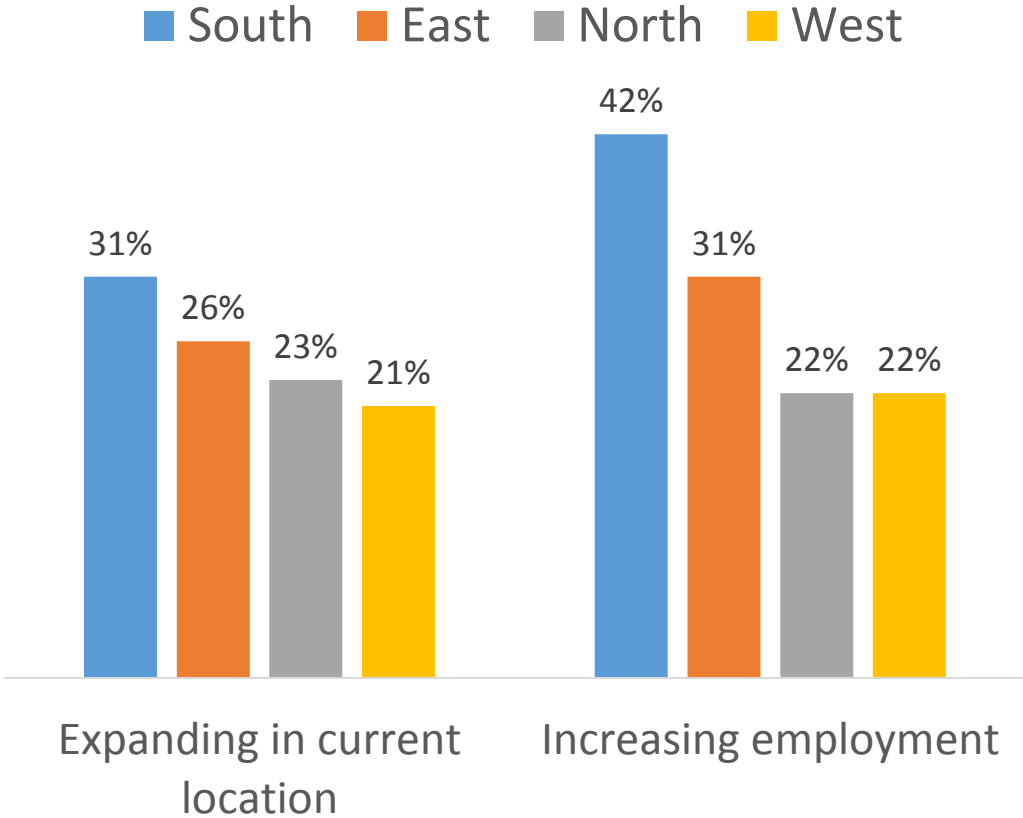
Similar industry trends are found for ratings of Quality of Workers

# In the Next 3 Years, Is Your Organization Planning to Do any of the Following?

Almost a third plan to expand or increase employment; almost half plan no changes.



Businesses in the South zone are more likely to be planning changes



# Questions?

- Kate Bender, Office of the City Manager
- Katherine Carttar, City Planning and Development Department
- Gary Sage, Economic Development Corporation
- Full report available at [kcmo.gov/survey](http://kcmo.gov/survey)

## *2016 Kansas City, Missouri Employer Survey FINAL Results*



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