

Performance Audit



2007 Kansas City Citizen Survey Report

Office of the City Auditor
City of Kansas City, Missouri

Board of Police Commissioners – April 22, 2008



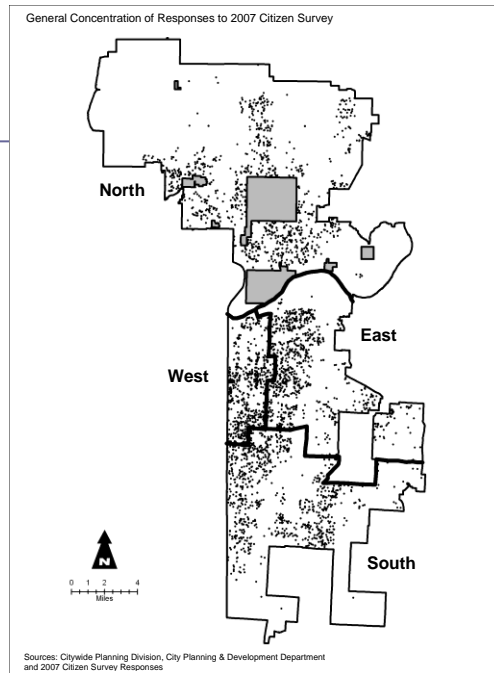
2007 Citizen Survey

- 8,000 surveys sent
- 4,091 surveys completed
 - 2,187 by phone
 - 1,904 by mail
- Comparison to 25 area communities and 13 large regional cities

Citywide survey response

Completed surveys by area

North – 1,172
 South – 1,063
 East – 1,017
 West – 794



3

Five city services with the highest satisfaction levels

	Satisfaction Trend 2000-2007	Current Satisfaction Level
Overall quality of fire protection & rescue services		68%
Overall quality of airport facilities		65%
Overall quality of police, fire, and ambulance services		64%
Overall quality of trash collection services		63%
Overall quality of city water utilities		61%

4

Five city services with the lowest satisfaction levels

	Satisfaction Trend 2000-2007	Current Satisfaction Level
Other city recreation programs (classes, trips, special events)		19%
Ease of registering for recreation programs		18%
Reasonableness of recreation program fees		18%
Enforcing and prosecuting illegal dumping		17%
The city's adult athletic programs		16%

5

Top five service categories for more emphasis compared to satisfaction levels

	Percent Identifying Need	Current Satisfaction Level
Maintenance of city infrastructure	64%	24%
Traffic flow	27%	39%
Police, fire, and ambulance	25%	64%
Stormwater	25%	36%
Code enforcement	22%	30%

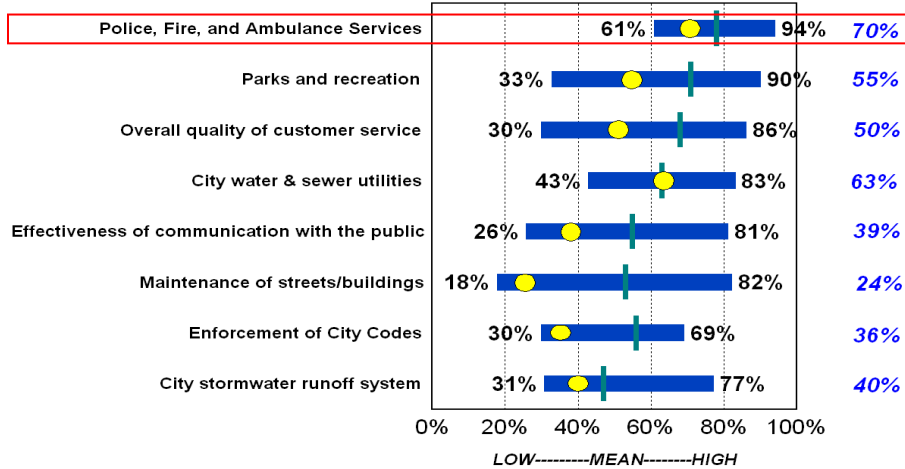
6

Overall Satisfaction With City Services in 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Metropolitan Kansas City Area Benchmarks

● Kansas City, MO



Source: ETC Institute DirectionFinder (c) 2007

7

Satisfaction with items that may influence perception of the city

Item	Satisfaction Trend 2000-2007	Current Satisfaction Level
Overall quality of life in the city		56%
Overall quality of services provided by the city		50%
Overall image of the city		47%
Overall value received for city tax dollars and fees		31%

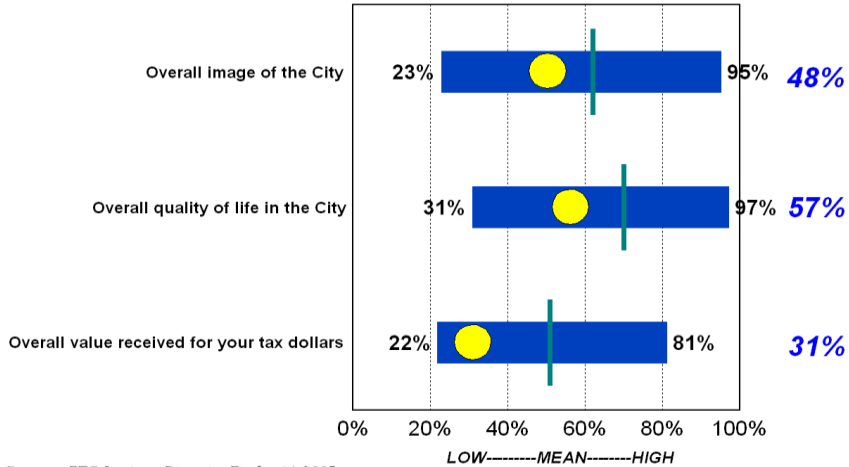
8

Perceptions Residents Have of the City in Which They Live - 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Metropolitan Kansas City Area Benchmarks

● Kansas City, MO



Source: ETC Institute DirectionFinder (c) 2007





9

How different areas of the city rated Kansas City as a good or excellent...

	N	S	E	W	Citywide
Place to live	█	█	█	█	70%
Place to work	█	█	█	█	63%
Place to raise children	█	█	█	█	52%

10

Satisfaction with Public Safety Services

	Satisfaction Trend 2000-2007	Current Satisfaction Level
Quality of police protection		58%
Quality of police services		54%
How quickly public safety personnel responds to emergencies		51%
Enforcement of local traffic laws		47%

11

Satisfaction with Public Safety Services (cont.)

	Satisfaction Trend 2000-2007	Current Satisfaction Level
Visibility of police in neighborhoods		45%
Visibility of police in retail areas		42%
City's overall effort to prevent crime		38%
Overall feeling of safety in the city		36%

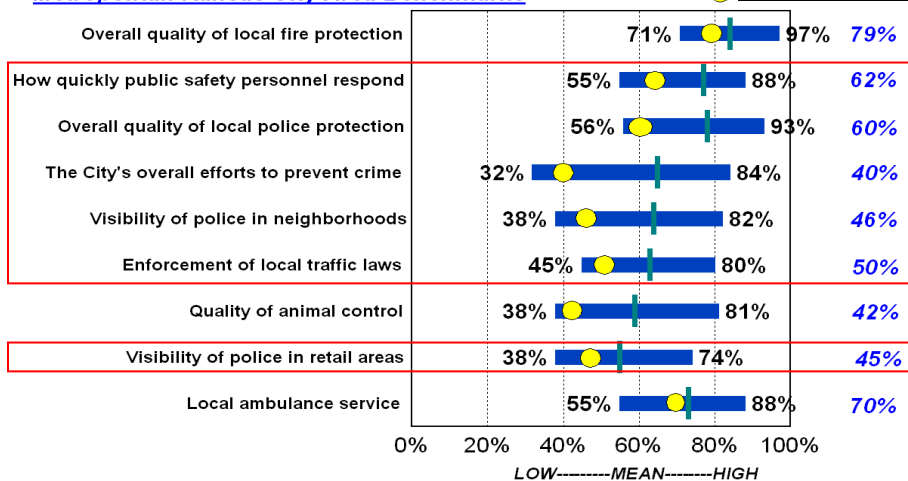
12

Satisfaction with Public Safety 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Metropolitan Kansas City Area Benchmarks

● Kansas City, MO



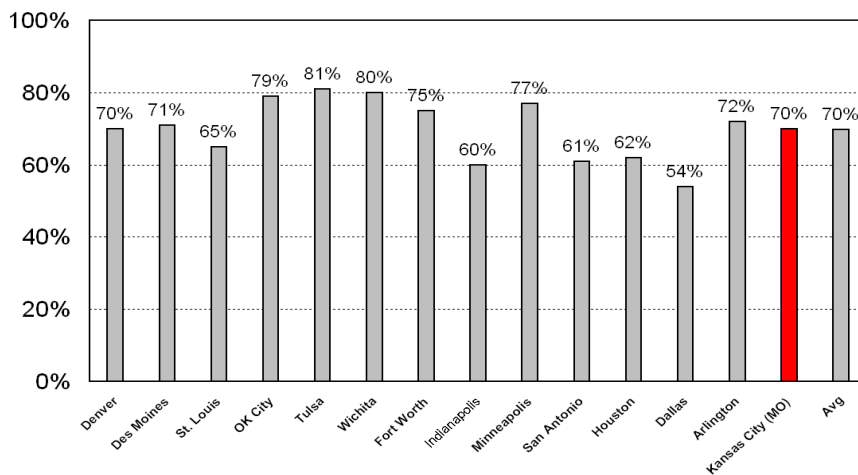
Source: ETC Institute DirectionFinder (c) 2007

13

Overall Satisfaction With Public Safety - 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Central US Large City Regional Benchmarks



Source: ETC Institute DirectionFinder (c) 2007

14

Satisfaction with Public Safety Services by geographic area

	N S E W	Citywide
Quality of police protection	■ ■ ■ ■	■ 58%
Quality of police services	■ ■ ■ ■	■ 54%
How quickly public safety personnel responds to emergencies	■ ■ ■ ■	■ 51%
Enforcement of local traffic laws	■ ■ ■ ■	■ 47%

15

Satisfaction with Public Safety Services by geographic area (cont.)

	N S E W	Citywide
Visibility of police in neighborhoods	■ ■ ■ ■	■ 45%
Visibility of police in retail areas	■ ■ ■ ■	■ 42%
City's overall effort to prevent crime	■ ■ ■ ■	■ 38%
Overall feeling of safety in the city	■ ■ ■ ■	■ 36%

16

Do you feel safe or very safe...

	N S E W	Citywide
At home during the day	■ ■ ■ ■	■ 81%
At home during at night	■ ■ ■ ■	■ 69%
In your neighborhood during the day	■ ■ ■ ■	■ 77%
In your neighborhood at night	■ ■ ■ ■	■ 58%

17

Do you feel safe or very safe...

	N S E W	Citywide
In city parks during the day	■ ■ ■ ■	■ 48%
In city parks during at night	- - - -	- 11%
Downtown during the day	■ ■ ■ ■	■ 59%
Downtown at night	■ ■ ■ ■	■ 23%

18

We asked residents if they had...

	N S E W	Citywide
Called the police in the last year	■ ■ ■ ■	■ 35%
Been a victim of crime during the last year ¹	- - ■ ■	■ 15%

¹ This question also asked if anyone in household had been a victim of crime in the last year.

19

Comparing satisfaction with Public Safety Services between respondents who...

	Called Police	Did Not Call Police
Quality of police protection	50%	62%
Quality of police services	48%	57%
How quickly public safety personnel responds to emergencies	51%	51%
Enforcement of local traffic laws	45%	48%

20

Comparing satisfaction with Public Safety Services between respondents who... (cont)

	Called Police	Did Not Call Police
Visibility of police in neighborhoods	40%	48%
Visibility of police in retail areas	39%	44%
City's overall effort to prevent crime	34%	40%
Overall feeling of safety in the city	30%	39%

21

Comparing satisfaction with Public Safety Services between respondents who were...

	Victim of Crime	Not a Victim of Crime
Quality of police protection	41%	60%
Quality of police services	40%	56%
How quickly public safety personnel responds to emergencies	45%	52%
Enforcement of local traffic laws	42%	48%

22

Comparing satisfaction with Public Safety Services between respondents who were... (cont)

	A victim of Crime	Not a Victim of Crime
Visibility of police in neighborhoods	36%	47%
Visibility of police in retail areas	36%	44%
City's overall effort to prevent crime	29%	39%
Overall feeling of safety in the city	26%	37%

23

Comparing feelings of safety between respondents who...

	Called Police	Did Not Call Police
At home during the day	75%	84%
At home during at night	60%	74%
In your neighborhood during the day	70%	81%
In your neighborhood at night	48%	64%

24

Comparing feelings of safety between respondents who were...

	A victim of Crime	Not a Victim of Crime
At home during the day	70%	83%
At home during at night	54%	71%
In your neighborhood during the day	64%	79%
In your neighborhood at night	40%	61%

25

Office of the City Auditor

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www.kcmo.org/auditor



26