

Inter-Departmental Communication

Office of the City Auditor

Date: September 1, 2009

To: Mayor Mark Funkhouser and Members of the City Council

From: Gary L. White, City Auditor

Subject: Fiscal Year 2010 First Quarter Citizen Satisfaction Survey Results

Council Resolution 090340 directs the city auditor to prepare quarterly citizen satisfaction surveys. The first quarter results for the Fiscal Year 2010 Citizen Satisfaction Survey are attached. (See Attachment 1.)

The survey was mailed to a random sample of 2,000 Kansas City, Missouri households between June 26th and June 29th. Between July 5th and July 10th, telephone surveys were administered to households that did not respond to the survey by mail. A total of 1,135 households responded. Survey results for the first quarter have a 95 percent confidence level and a margin of error of up to +/- 2.91 percent. Compared to the 2000 Census for the city as a whole, the quarterly survey respondents fairly represent citizens in the gender and race categories.

We have changed our survey reporting methodology to exclude "Don't Know" responses when calculating percentages. The attached table also includes results from the 2008 citizen survey, also recalculated to exclude "Don't Know" responses. Excluding "Don't Know" responses from the survey results will make future comparisons with benchmark data more comparable. Survey reports from prior years should not be used because those results include "Don't Know" responses.

Once all four quarterly surveys are completed, we will analyze satisfaction citywide and for geographic areas of the city. We will also compare the city's annual results to prior years' results and survey results from other metropolitan area and U.S. benchmark cities.

We have also attached additional information for the City Council's upcoming strategy/planning retreat. We compare major service categories selected by respondents for more emphasis with their level of satisfaction with those services. (See Attachment 2.)

If you have any questions, please contact me at 513-3320.

Attachments

cc: Board of Police Commissioners
Board of Parks and Recreation Commissioners
Wayne Cauthen, City Manager
James Corwin, Chief of Police

Attachment 1

Kansas City Citizen Survey Results

All results exclude “Don’t Know” responses. Results may not add to 100% due to rounding.

	2008 Results N= 4,748	FY 2010 1st Quarter Results N= 1,135
Q1a Overall quality of police, fire, and ambulance services		
Satisfied/Very Satisfied	71%	73%
Neutral	21%	20%
Dissatisfied/Very Dissatisfied	8%	7%
Q1b Overall quality of city parks and recreation programs and facilities		
Satisfied/Very Satisfied	54%	57%
Neutral	31%	31%
Dissatisfied/Very Dissatisfied	15%	13%
Q1c Overall maintenance of city streets, buildings, and facilities		
Satisfied/Very Satisfied	19%	23%
Neutral	29%	30%
Dissatisfied/Very Dissatisfied	52%	48%
Q1d Overall quality of city water utilities		
Satisfied/Very Satisfied	59%	61%
Neutral	25%	23%
Dissatisfied/Very Dissatisfied	16%	16%
Q1e Overall enforcement of city codes and ordinances		
Satisfied/Very Satisfied	32%	36%
Neutral	36%	32%
Dissatisfied/Very Dissatisfied	32%	32%
Q1f Overall quality of customer service you received from city employees		
Satisfied/Very Satisfied	48%	52%
Neutral	32%	29%
Dissatisfied/Very Dissatisfied	20%	19%
Q1g Overall effectiveness of city communication with the public		
Satisfied/Very Satisfied	37%	34%
Neutral	38%	36%
Dissatisfied/Very Dissatisfied	25%	31%
Q1h Overall quality of the city's stormwater runoff/stormwater management system		
Satisfied/Very Satisfied	32%	37%
Neutral	33%	30%
Dissatisfied/Very Dissatisfied	35%	33%

	2008 Results	FY 2010 1st Quarter Results
Q1i Overall quality of the city's public health services		
Satisfied/Very Satisfied	45%	44%
Neutral	40%	40%
Dissatisfied/Very Dissatisfied	15%	15%
Q1j Overall flow of traffic		
Satisfied/Very Satisfied	44%	46%
Neutral	33%	33%
Dissatisfied/Very Dissatisfied	23%	22%
Q1k Overall quality of public transportation		
Satisfied/Very Satisfied	<i>new in 2010</i>	35%
Neutral		32%
Dissatisfied/Very Dissatisfied		33%
Q1l Overall quality of city convention facilities		
Satisfied/Very Satisfied	59%	57%
Neutral	32%	32%
Dissatisfied/Very Dissatisfied	10%	11%
Q1m Overall quality of the city's 311 service		
Satisfied/Very Satisfied	<i>new in 2010</i>	57%
Neutral		27%
Dissatisfied/Very Dissatisfied		16%
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 1st Choice		
Police, fire, and ambulance	14%	20%
Parks and recreation	5%	4%
Maintenance	42%	32%
Water utilities	4%	5%
Codes and ordinances	8%	6%
Customer service	3%	2%
Communication	4%	4%
Stromwater	9%	7%
Public health	3%	3%
Traffic flow	5%	4%
Public transportation	<i>new in 2010</i>	10%
Convention facilities	1%	1%
311 service	<i>new in 2010</i>	3%

	2008 Results	FY 2010 1 st Quarter Results
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 2nd Choice		
Police, fire, and ambulance	7%	6%
Parks and recreation	6%	4%
Maintenance	23%	25%
Water utilities	7%	6%
Codes and ordinances	12%	10%
Customer service	6%	4%
Communication	8%	9%
Stormwater	13%	11%
Public health	4%	5%
Traffic flow	10%	9%
Public transportation	<i>new in 2010</i>	8%
Convention facilities	2%	1%
311 service	<i>new in 2010</i>	2%

Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 3rd Choice		
Police, fire, and ambulance	6%	7%
Parks and recreation	7%	7%
Maintenance	13%	13%
Water utilities	6%	4%
Codes and ordinances	11%	9%
Customer service	7%	6%
Communication	12%	13%
Stormwater	13%	8%
Public health	6%	5%
Traffic flow	12%	8%
Public transportation	<i>new in 2010</i>	14%
Convention facilities	4%	3%
311 service	<i>new in 2010</i>	4%

Q3a Overall quality of services provided by the City of Kansas City, MO		
Satisfied/Very Satisfied	46%	45%
Neutral	37%	38%
Dissatisfied/Very Dissatisfied	17%	16%

Q3b Overall value you receive for your city tax dollars and fees		
Satisfied/Very Satisfied	28%	28%
Neutral	33%	33%
Dissatisfied/Very Dissatisfied	38%	39%

Q3c Overall image of the city		
Satisfied/Very Satisfied	45%	41%
Neutral	33%	33%
Dissatisfied/Very Dissatisfied	22%	26%

	2008 Results	FY 2010 1st Quarter Results
Q3d How well the city is planning growth		
Satisfied/Very Satisfied	33%	30%
Neutral	38%	35%
Dissatisfied/Very Dissatisfied	29%	35%
Q3e Overall quality of life in the city		
Satisfied/Very Satisfied	56%	55%
Neutral	28%	29%
Dissatisfied/Very Dissatisfied	15%	17%
Q3f Overall feeling of safety in the city		
Satisfied/Very Satisfied	37%	39%
Neutral	30%	31%
Dissatisfied/Very Dissatisfied	33%	30%
Q4 Do you think you will be living in Kansas City, Missouri, five years from now?		
Yes	<i>new in 2010</i>	82%
No		18%
Q5a Quality of local police protection		
Satisfied/Very Satisfied	60%	62%
Neutral	25%	24%
Dissatisfied/Very Dissatisfied	16%	13%
Q5b The visibility of police in neighborhoods		
Satisfied/Very Satisfied	44%	49%
Neutral	30%	25%
Dissatisfied/Very Dissatisfied	26%	26%
Q5c The visibility of police in retail areas		
Satisfied/Very Satisfied	45%	48%
Neutral	36%	33%
Dissatisfied/Very Dissatisfied	20%	19%
Q5d The city's overall efforts to prevent crime		
Satisfied/Very Satisfied	39%	40%
Neutral	34%	34%
Dissatisfied/Very Dissatisfied	27%	26%
Q5e Enforcement of local traffic laws		
Satisfied/Very Satisfied	50%	53%
Neutral	32%	30%
Dissatisfied/Very Dissatisfied	19%	18%

	2008 Results	FY 2010 1st Quarter Results
Q5f Overall quality of police services		
Satisfied/Very Satisfied	56%	59%
Neutral	31%	29%
Dissatisfied/Very Dissatisfied	13%	12%
Q5g Overall quality of fire protection and rescue services		
Satisfied/Very Satisfied	77%	82%
Neutral	21%	16%
Dissatisfied/Very Dissatisfied	3%	2%
Q5h Quality of local ambulance service		
Satisfied/Very Satisfied	68%	77%
Neutral	27%	20%
Dissatisfied/Very Dissatisfied	5%	3%
Q5i How quickly public safety personnel respond to emergencies		
Satisfied/Very Satisfied	63%	68%
Neutral	26%	22%
Dissatisfied/Very Dissatisfied	11%	10%
Q5j Quality of animal control		
Satisfied/Very Satisfied	40%	44%
Neutral	35%	33%
Dissatisfied/Very Dissatisfied	25%	23%
Q5k Maintenance of city parks		
Satisfied/Very Satisfied	49%	53%
Neutral	34%	32%
Dissatisfied/Very Dissatisfied	17%	15%
Q5l Maintenance of boulevards and parkways		
Satisfied/Very Satisfied	49%	51%
Neutral	31%	32%
Dissatisfied/Very Dissatisfied	19%	17%
Q5m The location of city parks		
Satisfied/Very Satisfied	56%	58%
Neutral	32%	30%
Dissatisfied/Very Dissatisfied	12%	12%
Q5n Walking and biking trails in the city		
Satisfied/Very Satisfied	36%	37%
Neutral	33%	30%
Dissatisfied/Very Dissatisfied	31%	33%

	2008 Results	FY 2010 1st Quarter Results
Q5o Maintenance of Kansas City, Missouri, community centers		
Satisfied/Very Satisfied	40%	46%
Neutral	45%	39%
Dissatisfied/Very Dissatisfied	15%	14%
Q5p City swimming pools and programs		
Satisfied/Very Satisfied	33%	37%
Neutral	44%	41%
Dissatisfied/Very Dissatisfied	23%	23%
Q5q Outdoor athletic fields (i.e. baseball, soccer, and flag football)		
Satisfied/Very Satisfied	44%	43%
Neutral	42%	41%
Dissatisfied/Very Dissatisfied	13%	16%
Q5r The city's youth athletic programs		
Satisfied/Very Satisfied	35%	38%
Neutral	46%	41%
Dissatisfied/Very Dissatisfied	19%	21%
Q5s The city's adult athletic programs		
Satisfied/Very Satisfied	30%	34%
Neutral	50%	43%
Dissatisfied/Very Dissatisfied	20%	23%
Q5t Programs and activities at Kansas City, Missouri, community centers		
Satisfied/Very Satisfied	<i>new in 2010</i>	42%
Neutral		42%
Dissatisfied/Very Dissatisfied		16%
Q5u Ease of registering for [Parks and Recreation] programs		
Satisfied/Very Satisfied	33%	40%
Neutral	50%	46%
Dissatisfied/Very Dissatisfied	18%	15%
Q5v The reasonableness of fees charged for recreation programs		
Satisfied/Very Satisfied	34%	38%
Neutral	49%	45%
Dissatisfied/Very Dissatisfied	17%	17%
Q5w The availability of information about city programs and services		
Satisfied/Very Satisfied	37%	35%
Neutral	36%	35%
Dissatisfied/Very Dissatisfied	28%	30%

	2008 Results	FY 2010 1st Quarter Results
Q5x City efforts to keep you informed about local issues		
Satisfied/Very Satisfied	36%	32%
Neutral	35%	34%
Dissatisfied/Very Dissatisfied	29%	35%
Q5y The level of public involvement in local decision making		
Satisfied/Very Satisfied	23%	20%
Neutral	39%	33%
Dissatisfied/Very Dissatisfied	38%	47%
Q5z Overall quality of leadership provided by the city's elected officials		
Satisfied/Very Satisfied	24%	19%
Neutral	37%	25%
Dissatisfied/Very Dissatisfied	38%	56%
Q5aa Overall effectiveness of appointed boards and commissions		
Satisfied/Very Satisfied	21%	18%
Neutral	40%	33%
Dissatisfied/Very Dissatisfied	39%	49%
Q5bb Overall effectiveness of the city manager and appointed staff		
Satisfied/Very Satisfied	27%	18%
Neutral	41%	32%
Dissatisfied/Very Dissatisfied	33%	49%
Q5cc How ethically city conducts business		
Satisfied/Very Satisfied	25%	21%
Neutral	42%	32%
Dissatisfied/Very Dissatisfied	33%	48%
Q5dd Overall quality of the city's website		
Satisfied/Very Satisfied	<i>new in 2010</i>	40%
Neutral		42%
Dissatisfied/Very Dissatisfied		18%
Q6a Maintenance of city streets		
Satisfied/Very Satisfied	18%	23%
Neutral	27%	27%
Dissatisfied/Very Dissatisfied	54%	50%
Q6b Maintenance of streets in YOUR neighborhood		
Satisfied/Very Satisfied	34%	37%
Neutral	25%	24%
Dissatisfied/Very Dissatisfied	41%	39%

	2008 Results	FY 2010 1st Quarter Results
Q6c The smoothness of city streets		
Satisfied/Very Satisfied	18%	23%
Neutral	30%	30%
Dissatisfied/Very Dissatisfied	52%	48%
Q6d Condition of sidewalks in the city		
Satisfied/Very Satisfied	19%	23%
Neutral	32%	30%
Dissatisfied/Very Dissatisfied	49%	47%
Q6e Maintenance of traffic signals		
Satisfied/Very Satisfied	55%	58%
Neutral	31%	28%
Dissatisfied/Very Dissatisfied	13%	14%
Q6f Maintenance and preservation of downtown Kansas City, Missouri		
Satisfied/Very Satisfied	54%	55%
Neutral	31%	33%
Dissatisfied/Very Dissatisfied	14%	12%
Q6g Maintenance of city buildings, e.g., City Hall		
Satisfied/Very Satisfied	53%	53%
Neutral	38%	38%
Dissatisfied/Very Dissatisfied	9%	9%
Q6h Snow removal on major city streets during the past 12 months		
Satisfied/Very Satisfied	55%	60%
Neutral	24%	22%
Dissatisfied/Very Dissatisfied	21%	19%
Q6i Snow removal on residential streets during the past 12 months		
Satisfied/Very Satisfied	35%	41%
Neutral	24%	21%
Dissatisfied/Very Dissatisfied	40%	38%
Q6j Mowing and tree trimming along city streets and other public areas		
Satisfied/Very Satisfied	34%	38%
Neutral	32%	33%
Dissatisfied/Very Dissatisfied	35%	29%
Q6k Overall cleanliness of city streets and other public areas		
Satisfied/Very Satisfied	33%	38%
Neutral	36%	35%
Dissatisfied/Very Dissatisfied	31%	26%

	2008 Results	FY 2010 1st Quarter Results
Q6l Adequacy of city street lighting		
Satisfied/Very Satisfied	63%	60%
Neutral	25%	25%
Dissatisfied/Very Dissatisfied	12%	15%
Q6m Overall quality of trash collection services		
Satisfied/Very Satisfied	59%	68%
Neutral	21%	18%
Dissatisfied/Very Dissatisfied	20%	14%
Q6n Overall quality of recycling collection services		
Satisfied/Very Satisfied	<i>new in 2010</i>	68%
Neutral		19%
Dissatisfied/Very Dissatisfied		13%
Q6o Overall quality of bulky item collection services		
Satisfied/Very Satisfied	<i>new in 2010</i>	45%
Neutral		22%
Dissatisfied/Very Dissatisfied		33%
Q6p Overall quality of catch basin cleaning and repairs		
Satisfied/Very Satisfied	<i>new in 2010</i>	31%
Neutral		39%
Dissatisfied/Very Dissatisfied		30%
Q6q Timeliness of water/sewer line break repairs		
Satisfied/Very Satisfied	<i>new in 2010</i>	37%
Neutral		32%
Dissatisfied/Very Dissatisfied		31%
Q6r Enforcing the clean up of litter and debris on private property		
Satisfied/Very Satisfied	21%	23%
Neutral	30%	27%
Dissatisfied/Very Dissatisfied	49%	51%
Q6s Enforcing the mowing and cutting of weeds on private property		
Satisfied/Very Satisfied	18%	22%
Neutral	28%	26%
Dissatisfied/Very Dissatisfied	54%	52%
Q6t Enforcing the maintenance of residential property		
Satisfied/Very Satisfied	21%	26%
Neutral	34%	29%
Dissatisfied/Very Dissatisfied	45%	45%

	2008 Results	FY 2010 1st Quarter Results
Q6u Enforcing the exterior maintenance of business property		
Satisfied/Very Satisfied	28%	30%
Neutral	43%	38%
Dissatisfied/Very Dissatisfied	30%	32%
Q6v Enforcing codes designed to protect public safety and public health		
Satisfied/Very Satisfied	33%	35%
Neutral	42%	41%
Dissatisfied/Very Dissatisfied	25%	24%
Q6w Enforcing sign regulations		
Satisfied/Very Satisfied	35%	35%
Neutral	45%	42%
Dissatisfied/Very Dissatisfied	21%	23%
Q6x Enforcing and prosecuting illegal dumping activities		
Satisfied/Very Satisfied	20%	21%
Neutral	31%	28%
Dissatisfied/Very Dissatisfied	49%	51%
Q7a Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?		
Yes	15%	15%
No	85%	85%
Q7b Have you called the police in the last year?		
Yes	32%	33%
No	68%	67%
Q7c Have you called 311 in the last year?		
Yes	33%	44%
No	67%	56%
Q7d Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?		
Yes	<i>new in 2010</i>	38%
No		62%
Q7e Have you visited city's website in last year?		
Yes	<i>new in 2010</i>	44%
No		56%
Q7f Have you used city's website to make any payments in the last year?		
Yes	<i>new in 2010</i>	19%
No		81%

	2008 Results	FY 2010 1 st Quarter Results
Q7g Have you used bulky item pick-up service in the last year?		
Yes	<i>new in 2010</i>	48%
No		52%
Q7h Have you visited downtown in the last year?		
Yes	81%	77%
No	19%	23%
Q7i Have you visited downtown for entertainment or dining in the last year?		
Yes	60%	62%
No	40%	38%
Q7j Have you visited a Kansas City, Missouri, community center in the last year?		
Yes	<i>new in 2010</i>	31%
No		69%
Q7k Have any members of your household visited any parks in Kansas City, Missouri, in the last year?		
Yes	<i>new in 2010¹</i>	72%
No		28%
Q7l Have any members of your household received notification of Kansas City, Missouri, Parks and Recreation Department programs or activities in the last year?		
Yes	<i>new in 2010</i>	36%
No		64%
Q7m Have you used public transportation in the last year?		
Yes	<i>new in 2010</i>	26%
No		74%
Q8a How would you rate Kansas City, Missouri, as a place to live?		
Excellent/Good	71%	68%
Neutral	19%	21%
Below Average/Poor	10%	12%
Q8b How would you rate Kansas City, Missouri, as a place to raise children?		
Excellent/Good	52%	53%
Neutral	24%	22%
Below Average/Poor	24%	25%
Q8c How would you rate Kansas City, Missouri, as a place to work?		
Excellent/Good	65%	62%
Neutral	22%	25%
Below Average/Poor	13%	14%

¹ In prior years we asked respondents how frequently they had visited a city park during the last 12 months – weekly, a few times a month, monthly, less than once a month, or seldom/never.

	2008 Results	FY 2010 1st Quarter Results
Q9a How safe do you feel at home during the day?		
Safe/Very Safe	84%	83%
Neutral	11%	12%
Unsafe/Very Unsafe	5%	5%
Q9b How safe do you feel at home at night?		
Safe/Very Safe	72%	73%
Neutral	17%	17%
Unsafe/Very Unsafe	11%	11%
Q9c How safe do you feel in your neighborhood during the day?		
Safe/Very Safe	81%	80%
Neutral	12%	13%
Unsafe/Very Unsafe	6%	6%
Q9d How safe do you feel in your neighborhood at night?		
Safe/Very Safe	62%	63%
Neutral	21%	20%
Unsafe/Very Unsafe	17%	17%
Q9e How safe do you feel in city parks during the day?		
Safe/Very Safe	59%	62%
Neutral	27%	26%
Unsafe/Very Unsafe	14%	12%
Q9f How safe do you feel in city parks at night?		
Safe/Very Safe	13%	17%
Neutral	25%	26%
Unsafe/Very Unsafe	62%	57%
Q9g How safe do you feel in Downtown KCMO during the day?		
Safe/Very Safe	71%	69%
Neutral	22%	23%
Unsafe/Very Unsafe	8%	8%
Q9h How safe do you feel in Downtown KCMO at night?		
Safe/Very Safe	33%	31%
Neutral	32%	29%
Unsafe/Very Unsafe	35%	40%
Q10 Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in the last week?		
Yes	<i>new in 2010</i>	35%
No		56%
Not available on my television		9%

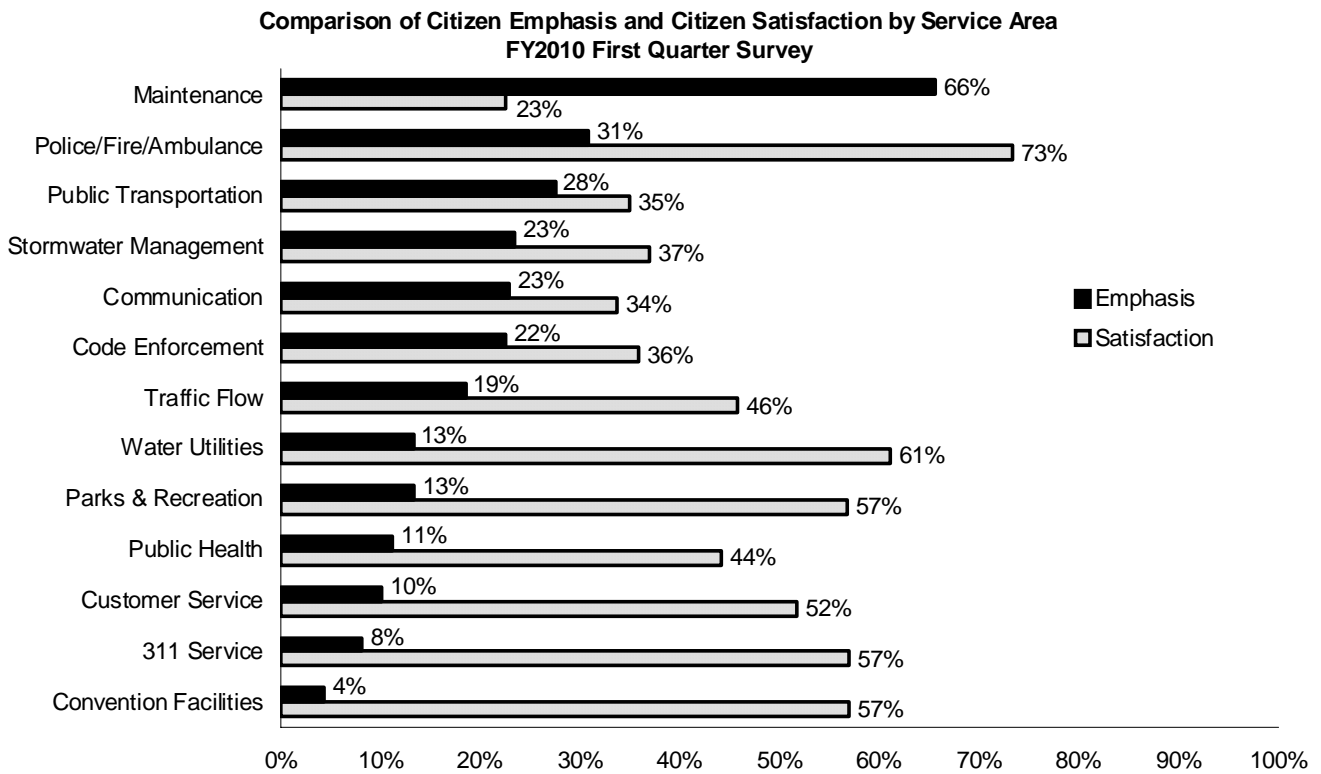
	2008 Results	FY 2010 1st Quarter Results
Q11 Do you own or rent your current residence?		
Own	83%	82%
Rent	17%	18%
Q12 Approximately how many years have you lived in Kansas City, Missouri?		
Median number of years	33	32
Q13 Respondent's race/ethnicity		
Asian/Pacific Islander	2%	1%
White	64%	66%
American Indian/Eskimo	2%	1%
Black/African American	27%	27%
Other	6%	4%
Q14 Are you or any members of your household of Hispanic, Latino or Spanish ancestry?		
Yes	8%	8%
No	92%	92%
Q15 Respondent's total annual household income		
Under \$30,000	25%	30%
\$30,000 to \$59,999	35%	30%
\$60,000 to \$99,999	23%	24%
\$100,000 or more	18%	16%
Q16 Respondent's gender		
Male	47%	49%
Female	53%	51%
How respondents completed the survey		
Mail	57%	47%
Phone	43%	53%

Attachment 2

Comparing Service Emphasis to Satisfaction

In addition to asking citizens about their satisfaction with major service categories, we asked them to indicate which three service categories should receive the most emphasis from city leaders over the next two years.

This graph shows a direct comparison between emphasis² and satisfaction. For each of the 13 major service categories, we compare the percentage of respondents that identified the service as their first, second, or third choice with the percentage that were either satisfied or very satisfied with the service.



² Based on respondents' first, second, and third choice of a major service category that should receive the most emphasis from city leaders over the next two years.

This graph plots the satisfaction with the major service categories and the percentage of respondents who indicated the service should receive more emphasis from city leaders over the next two years. For example, while about a fourth of respondents were satisfied with maintenance efforts, two-thirds said maintenance should receive more emphasis.

