



HEALTHY COMMUNITIES

JANUARY 7, 2014

PRIORITY

Reduce Illegal Dumping

INDICATORS

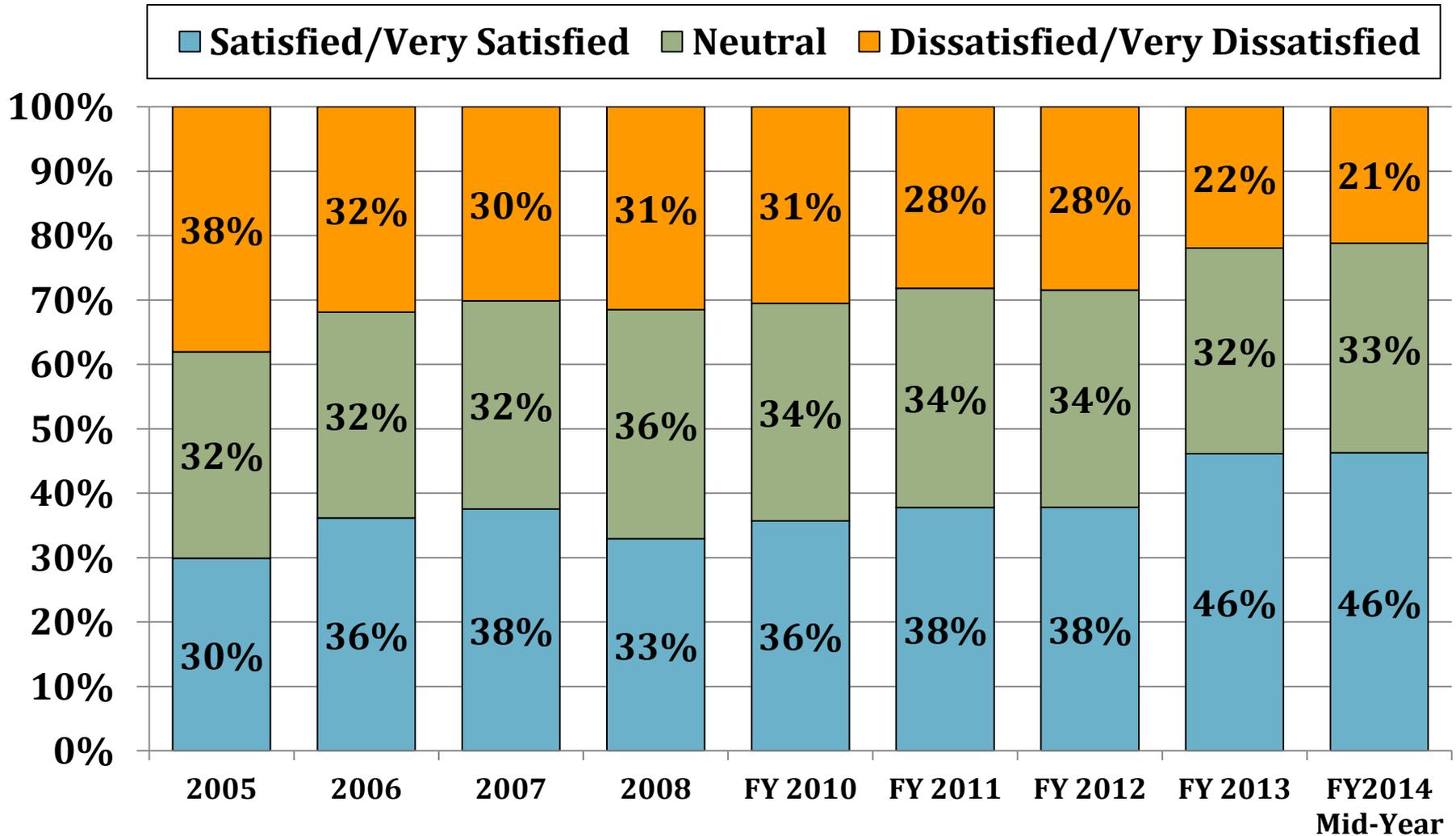
1. % of citizens satisfied with cleanliness of city streets and public areas
2. Citywide and Neighborhood Litter Index
3. Illegal Dumping tonnage
4. Neighborhood Cleanups
5. Recycling tonnage

ASSESSING PROGRESS ON ILLEGAL DUMPING

Outcome Indicators (How are we doing?)	Output Indicators (What are we doing?)
Citizen satisfaction with cleanliness	Illegal dumping prosecutions
Litter index	Illegal dumping prosecution disposition rates
	Tonnage of illegal dumping cleaned
	Neighborhood clean-up events
	Adopt-A-Street participants
	Recycling tonnage/revenue
	Recycling participation

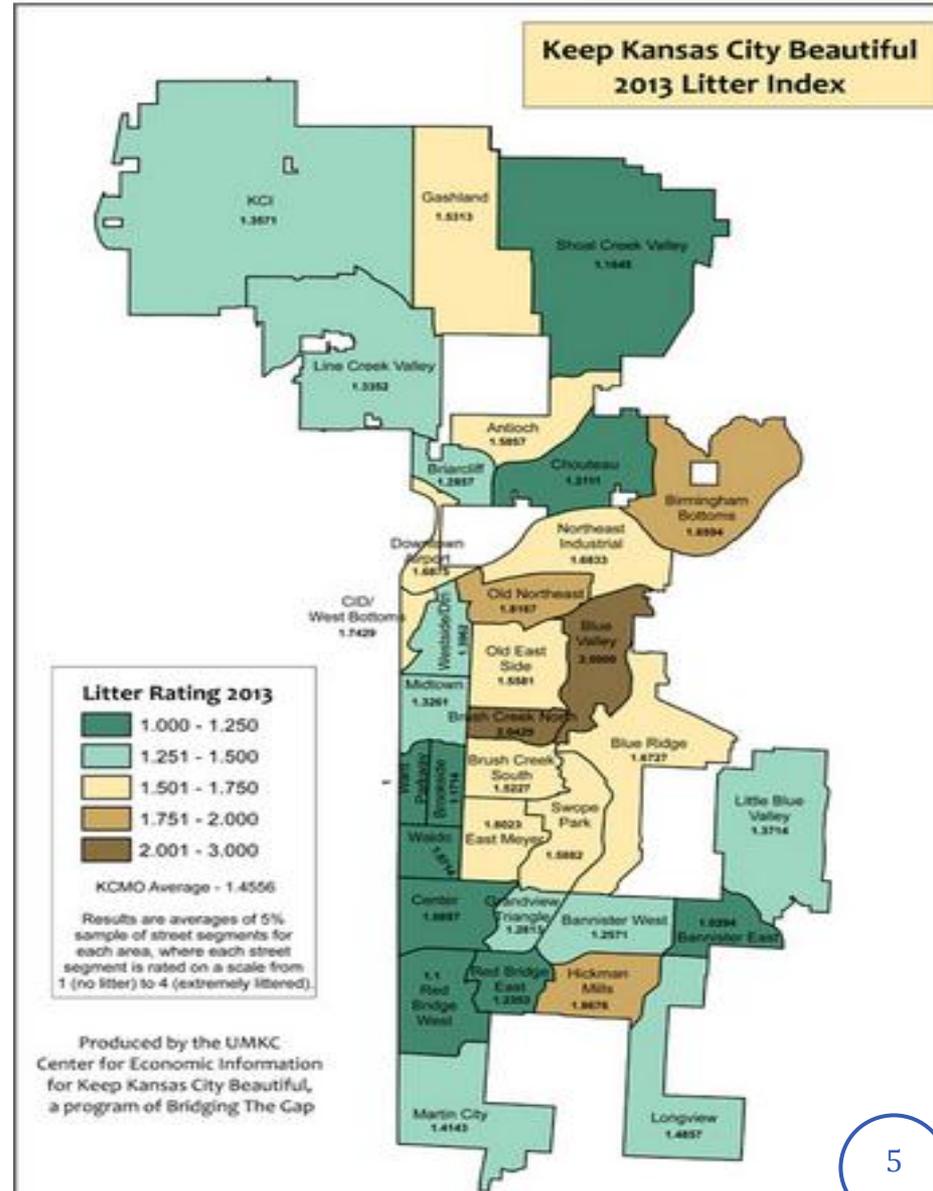
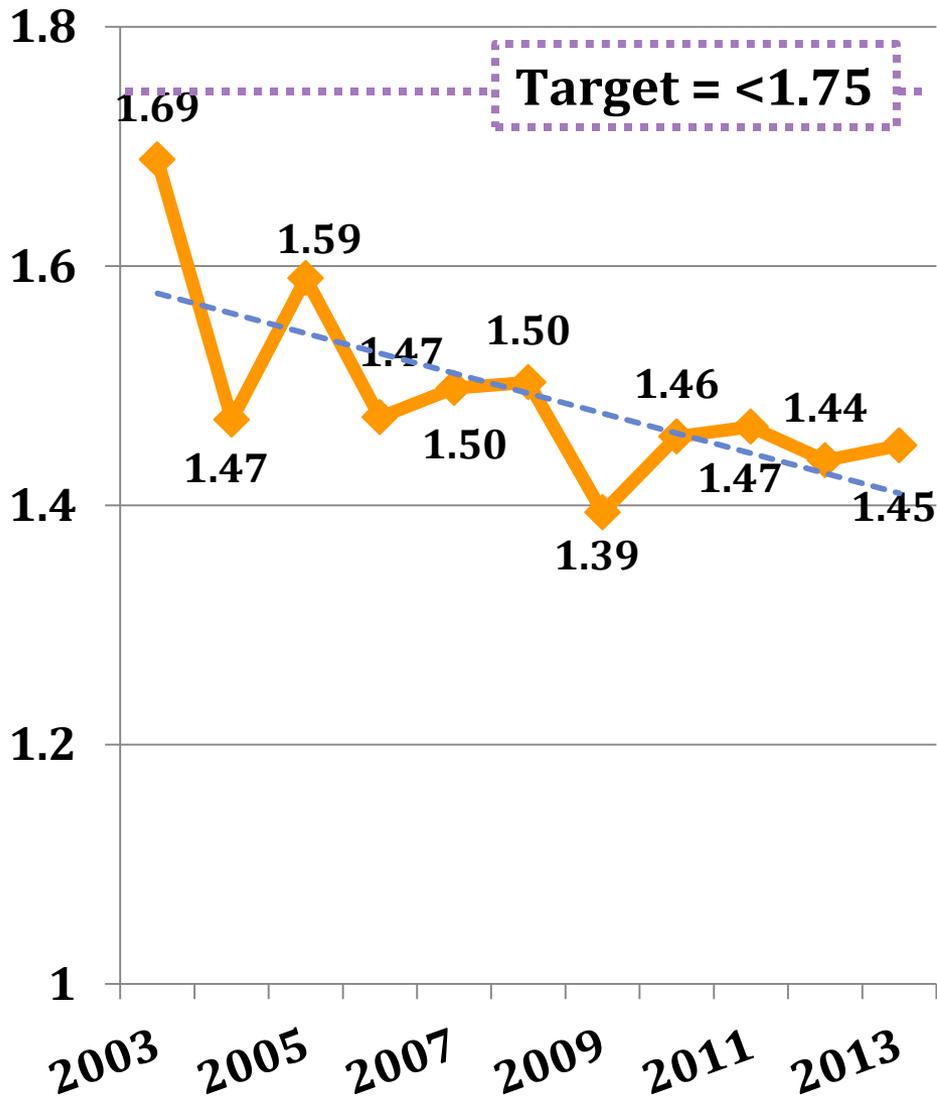
CITIZEN SATISFACTION WITH CLEANLINESS OF CITY STREETS AND PUBLIC AREAS

Positive Trend: 



Source: Citizen Survey, 2005 through FY2014 Q2

2013 LITTER INDEX



LITTER INDEX NEIGHBORHOOD BRIGHT SPOTS

Bridging the Gap Neighborhood	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Chouteau	1.66	1.38	1.38	1.06	1.62	1.53	1.36	1.38	1.50	1.07	1.21
Westside/ Downtown	1.66	1.59	1.46	1.55	1.73	1.27	1.36	1.26	1.59	1.40	1.40
Martin City	2.11	2.06	1.76	1.47	1.86	1.88	1.31	1.77	1.63	1.03	1.41

LITTER INDEX NEIGHBORHOODS TO MONITOR

*** = Neighborhood was on “Bright Spot” list after 2012 results**

Bridging the Gap Neighborhood	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Gashland	1.08	1.31	1.32	1.27	1.33	1.11	1.37	1.11	1.06	1.15	1.53
Birmingham Bottoms*	1.86	1.03	1.78	1.30	1.21	1.20	1.21	1.60	1.24	1.22	1.86
Old Northeast	1.90	1.87	2.26	1.43	1.58	1.23	1.57	1.67	2.09	2.10	1.82
CID/West Bottoms	2.20	1.93	1.82	1.62	1.98	1.34	1.53	1.58	1.82	1.88	1.74
Hickman Mills*	2.26	1.15	1.29	1.34	1.49	1.37	1.63	1.65	1.17	1.41	1.87
Blue Valley	2.52	2.38	2.45	2.67	1.93	1.42	1.45	1.67	1.58	1.87	2.09

CAMERA INVENTORY

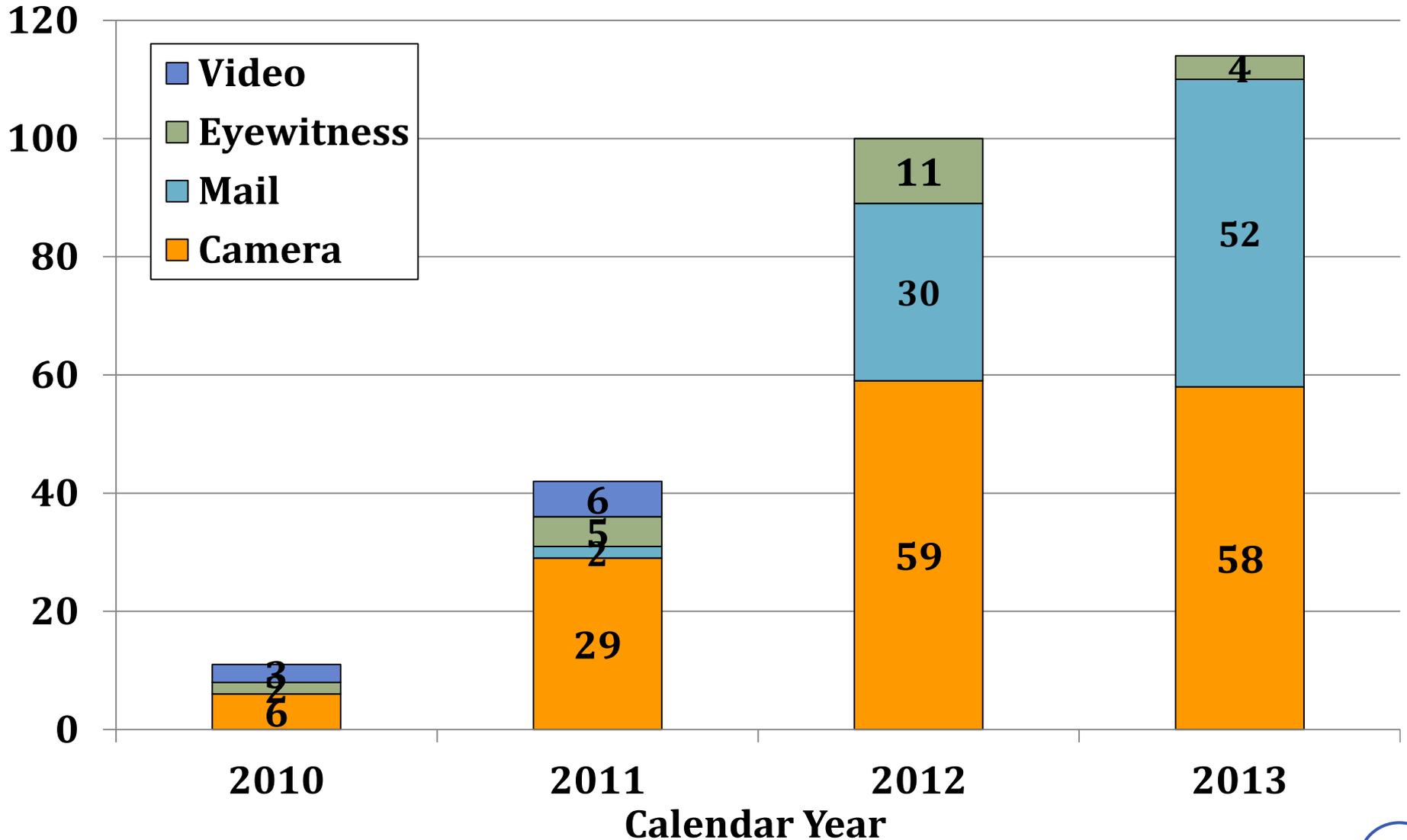
Illegal Dumping Camera Status

19 Cameras currently installed

13 New cameras to be installed as replacements or at selective locations

16 Existing cameras stolen or vandalized since March 2013

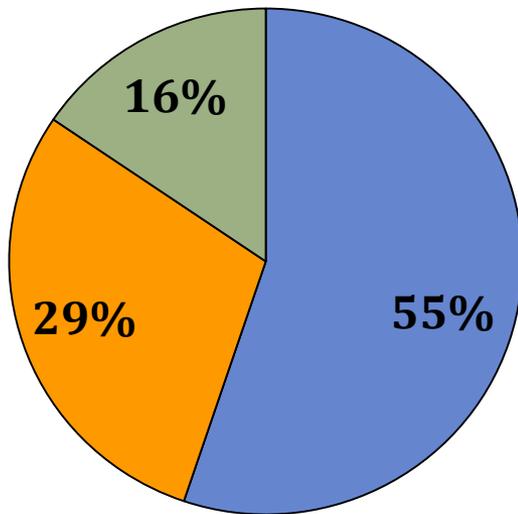
ILLEGAL DUMPING INVESTIGATIONS BY EVIDENCE TYPE



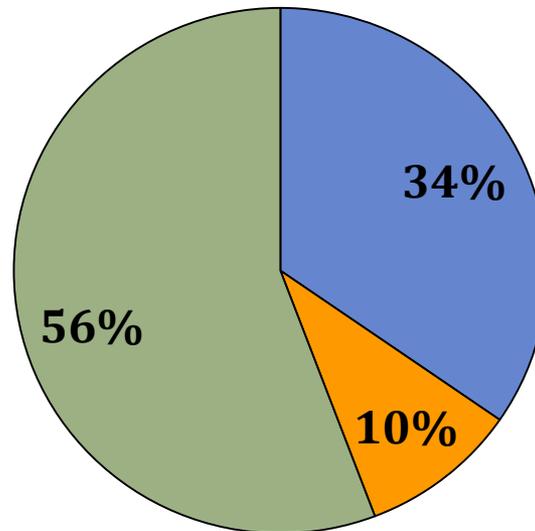
2013 ILLEGAL DUMPING DISPOSITIONS BY EVIDENCE TYPE



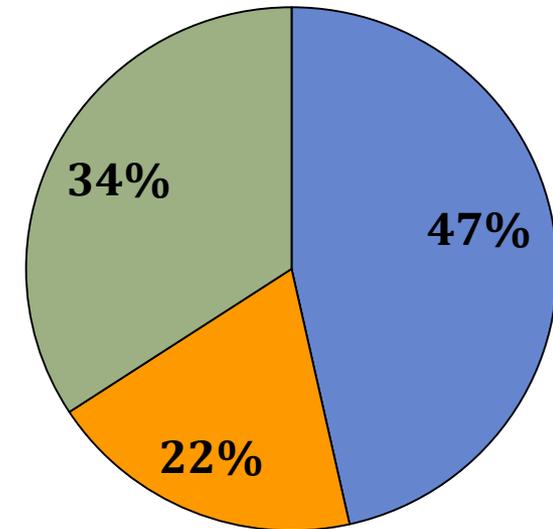
Camera



Mail



All Evidence Types



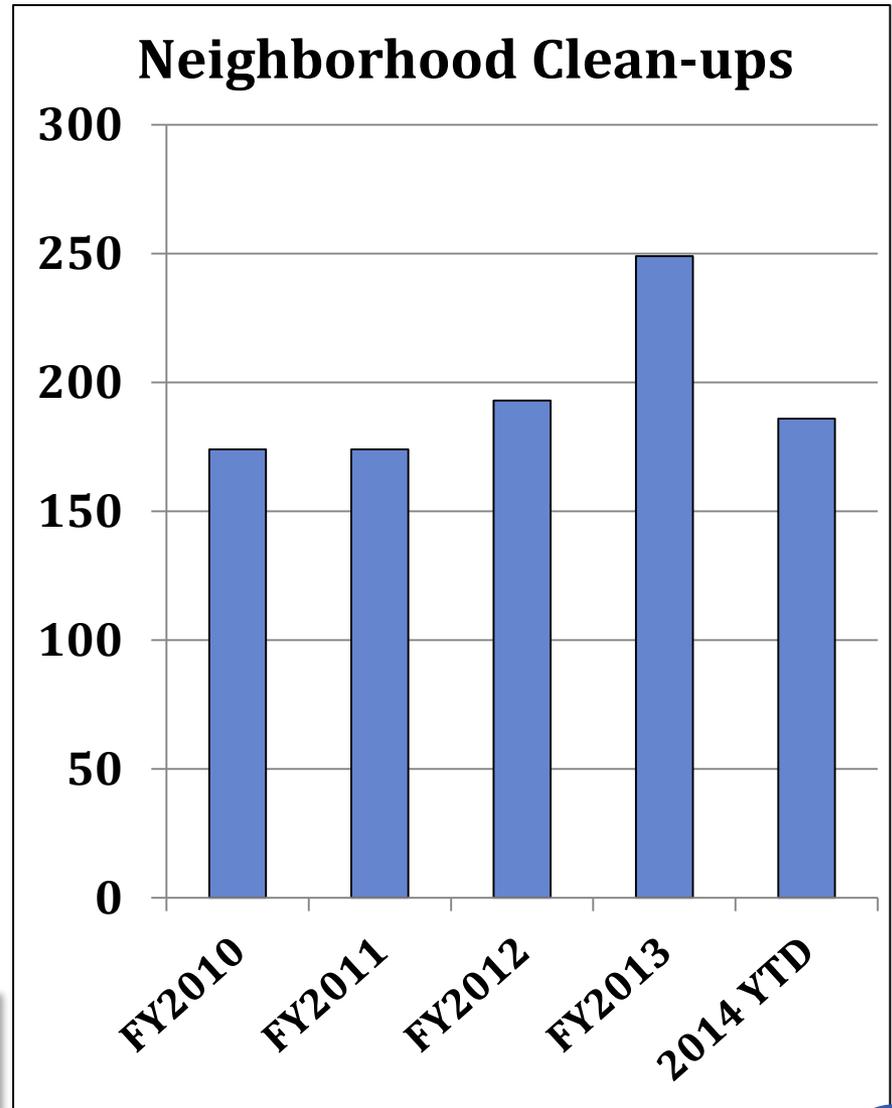
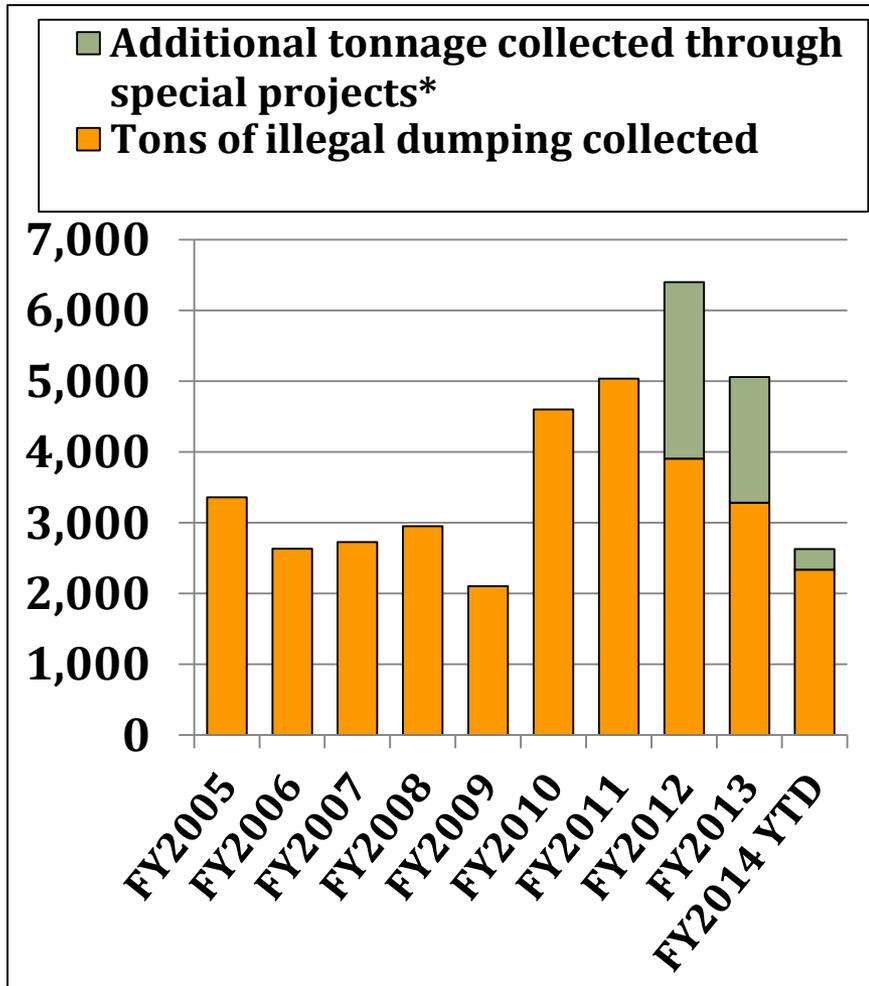
**2012
Guilty
Rates:**

85%

80%

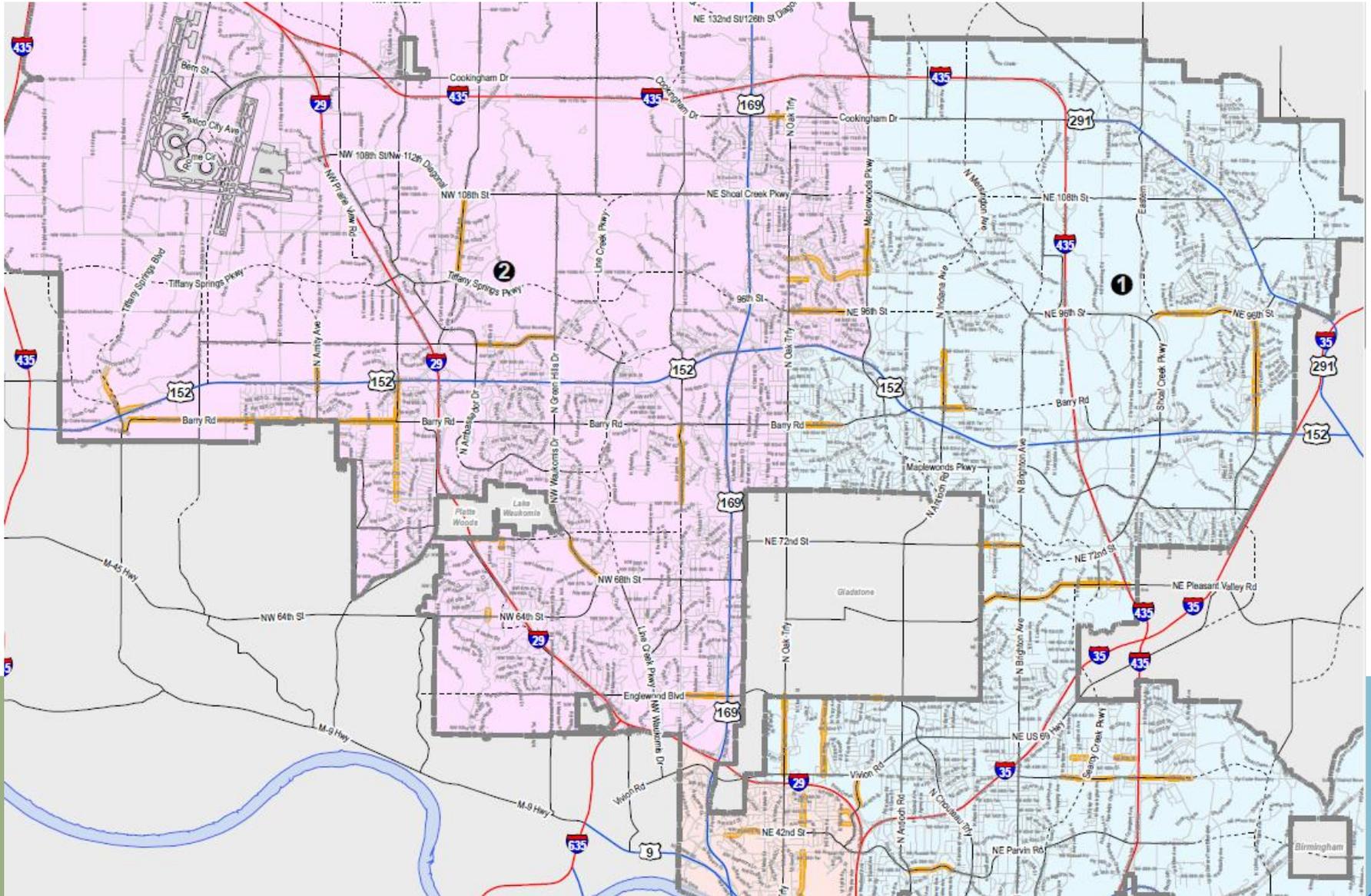
80%

ILLEGAL DUMPING ABATEMENT AND NEIGHBORHOOD CLEAN-UPS

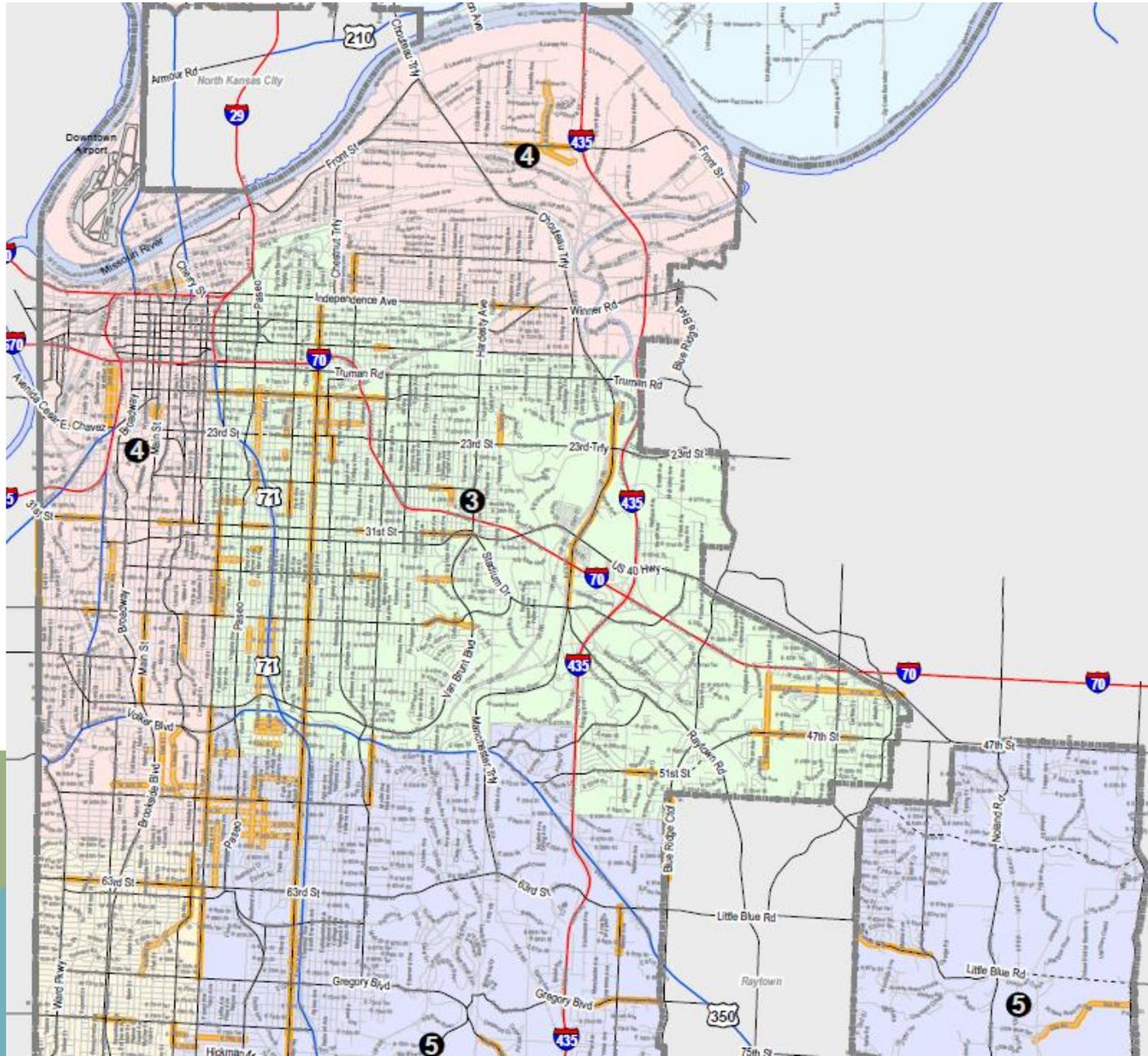


* Note: in FY12, SW began tracking collection separately for other activities (i.e. sweeps)

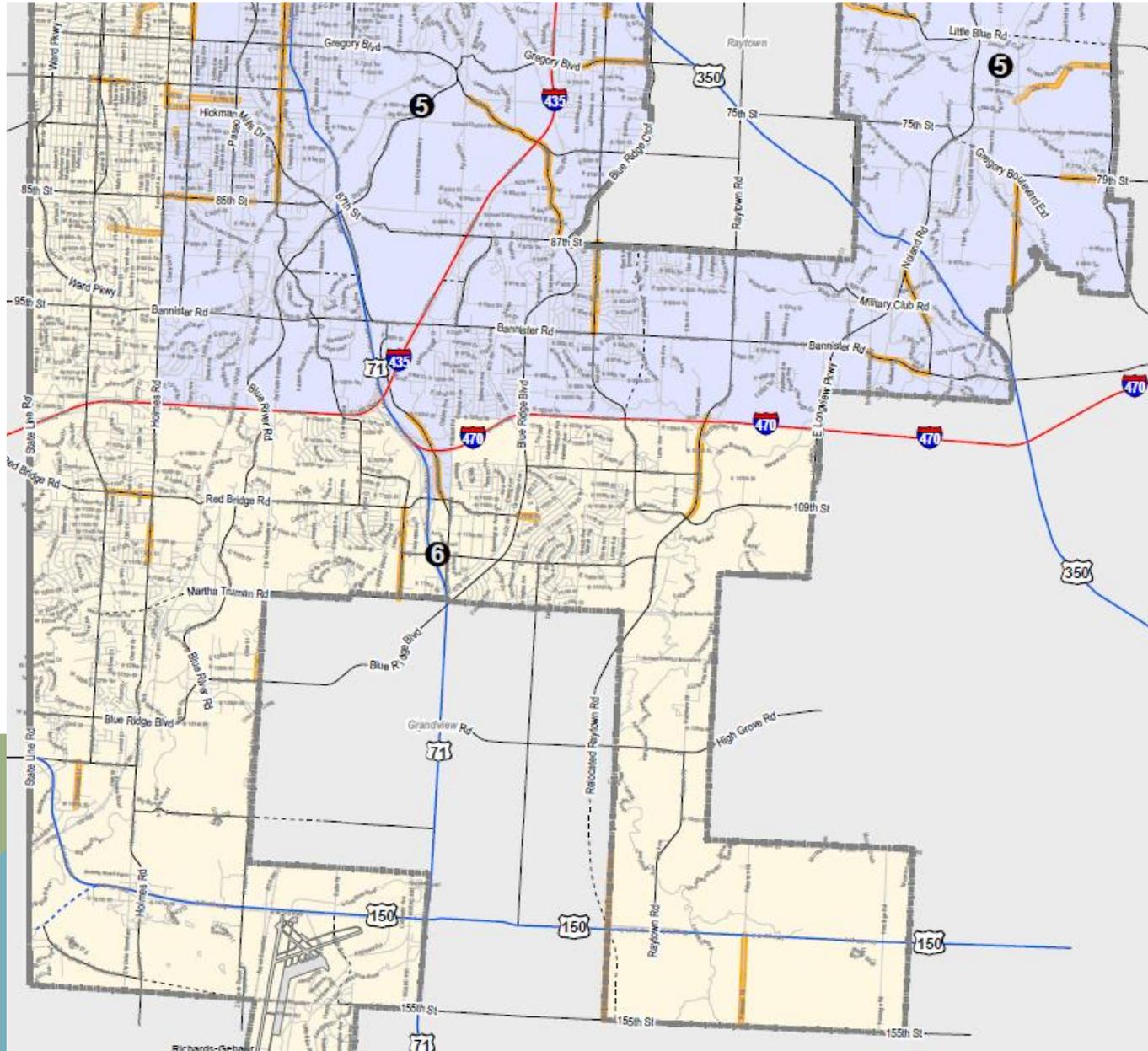
ADOPT-A-STREET LOCATIONS - NORTH



ADOPT-A-STREET LOCATIONS - CENTRAL

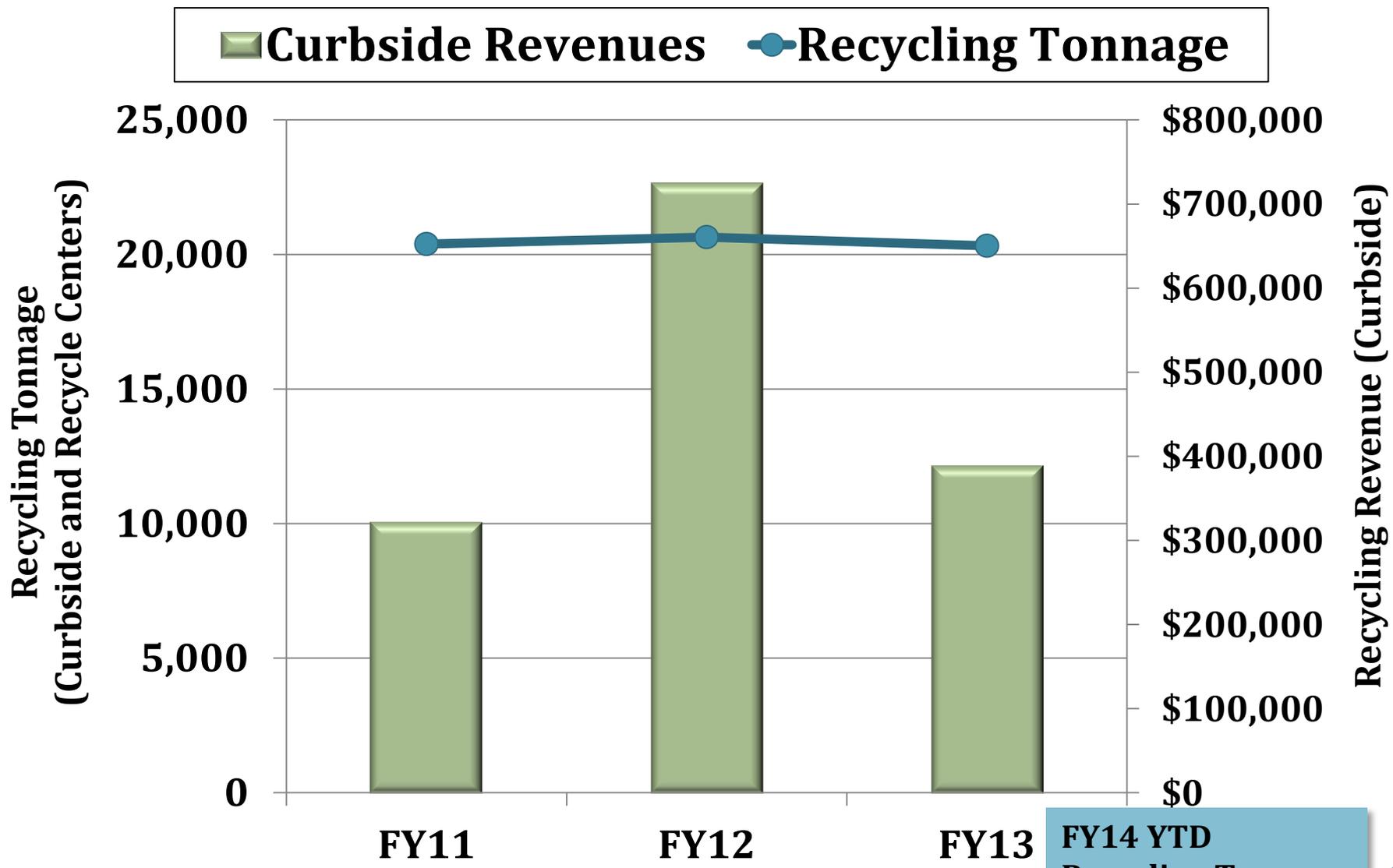


ADOPT-A-STREET LOCATIONS - SOUTH



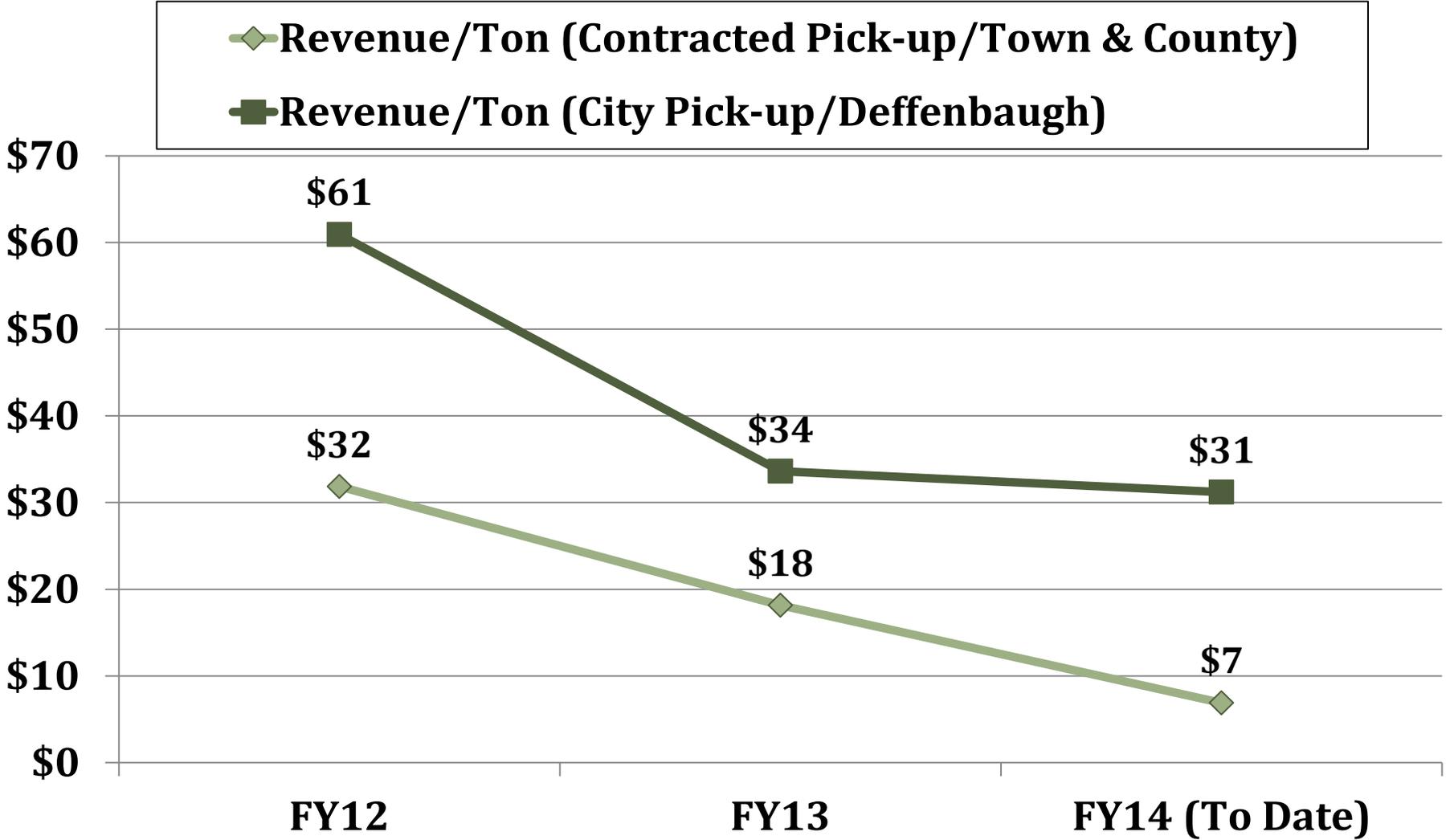
**Watch
Trend**

RECYCLING REVENUE AND TONNAGE TRENDS



Source: Public Works-Solid Waste

RECYCLING REVENUE PER TON



Source: Public Works-Solid Waste

RESIDENTIAL RECYCLING PROFILE – WHO RECYCLES IN KC?

80% of residents indicate they use curbside recycling weekly

Residents who recycle **weekly are more likely to:**

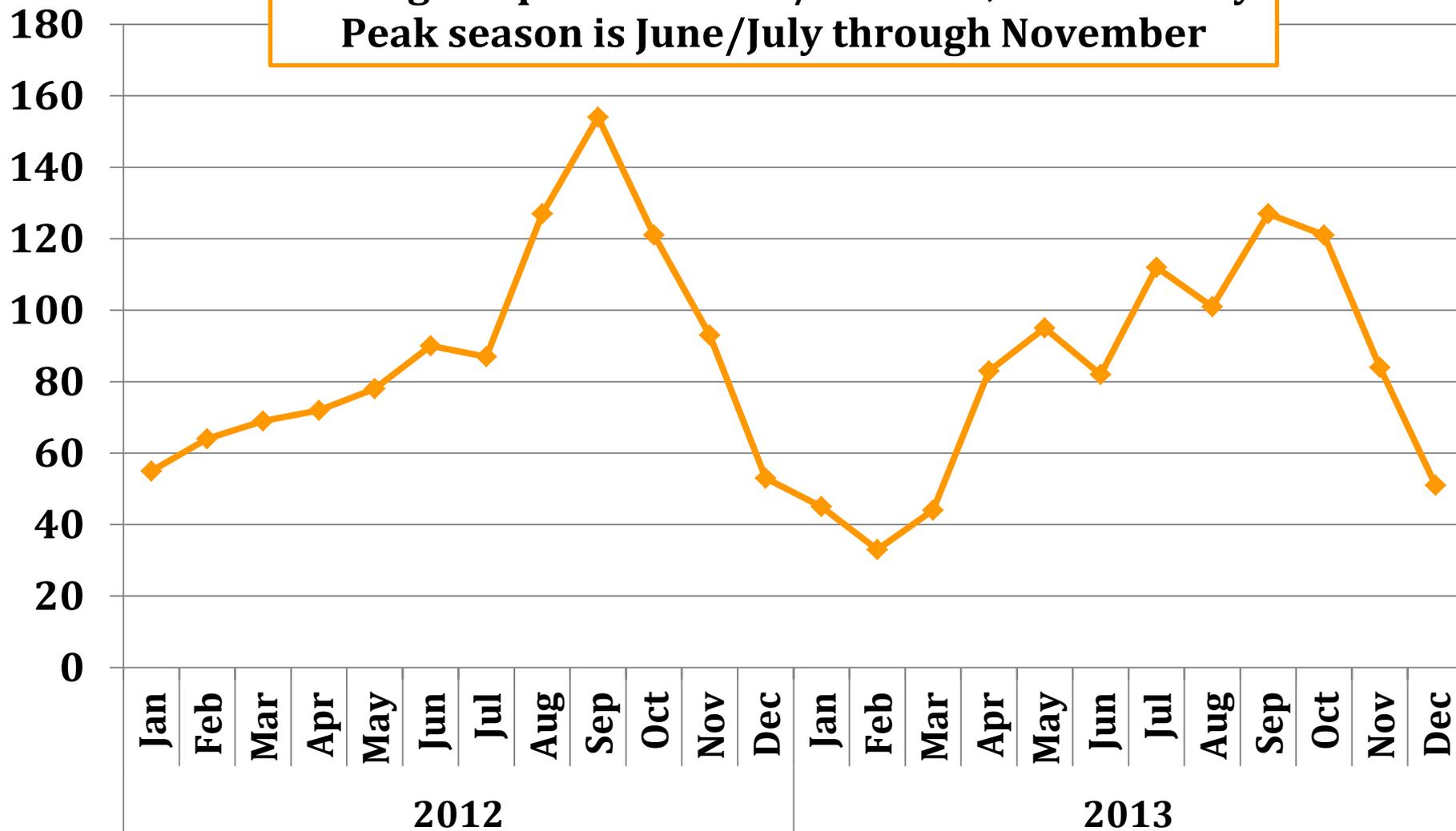
- Have household income in the range of **\$60,000-\$100,000+**
- Be between **25-54 years old**
- **Own** their home
- Want to receive information **via city website**

Residents who **never recycle are more likely to:**

- Have household income **below \$60,000**
- **Rent** their home
- Want to receive information **via city magazine by mail**

CASE STUDY: RAT CONTROL TREATMENT REQUESTS

Average requests in 2012/2013 = 1,020 annually
Peak season is June/July through November

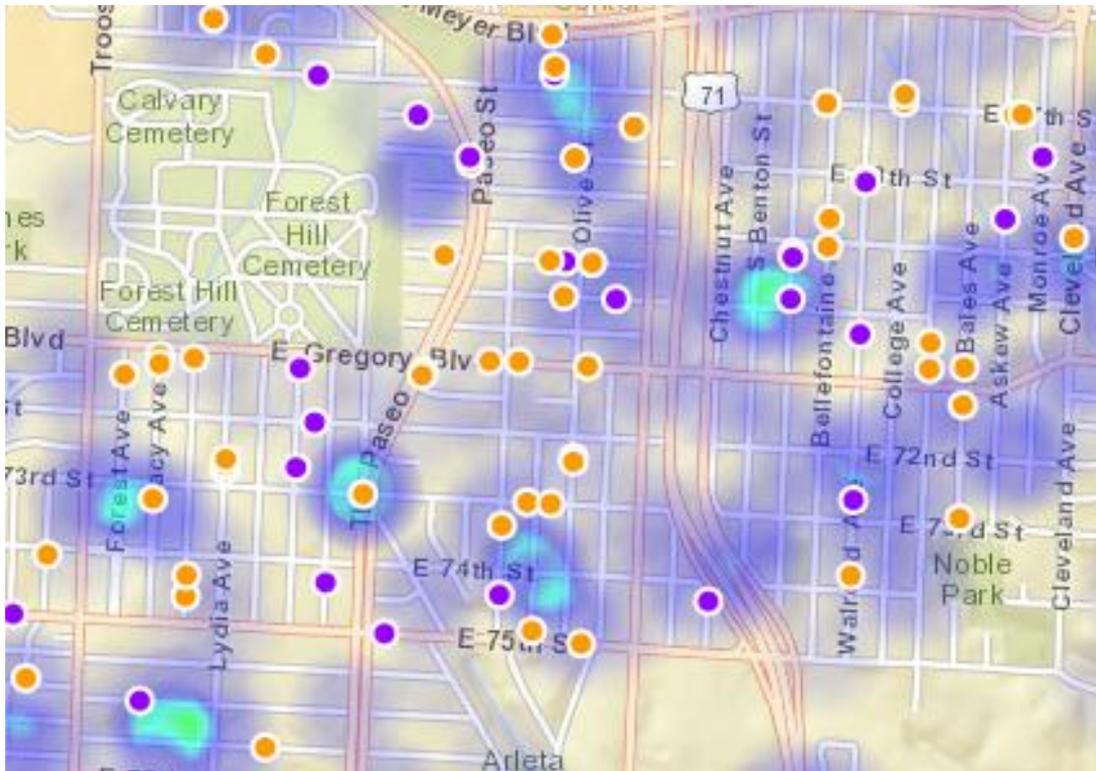


ASSOCIATION BETWEEN ILLEGAL DUMPING AND RAT CONTROL

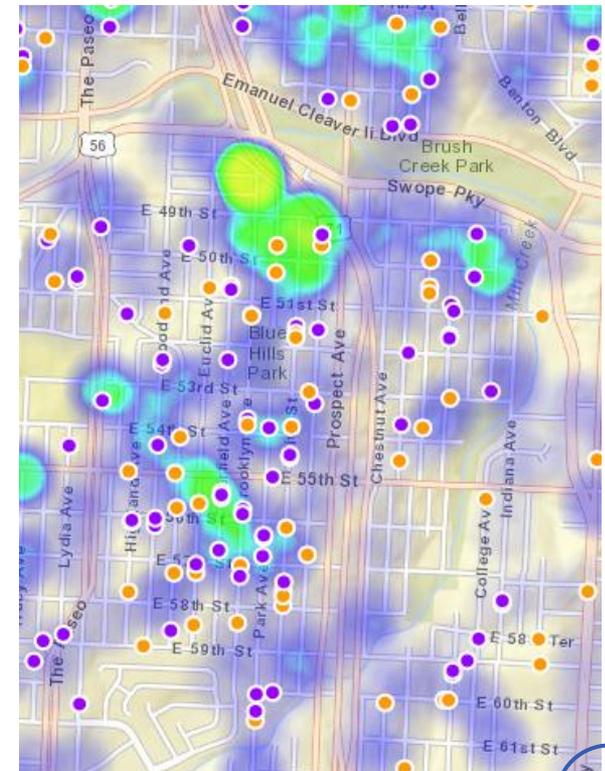
Points = Rat Control Treatment Requests, July-November 2012 and 2013

Heat Map = Illegal Dumping Service Requests 2012 and 2013

Gregory and The Paseo



Blue Hills



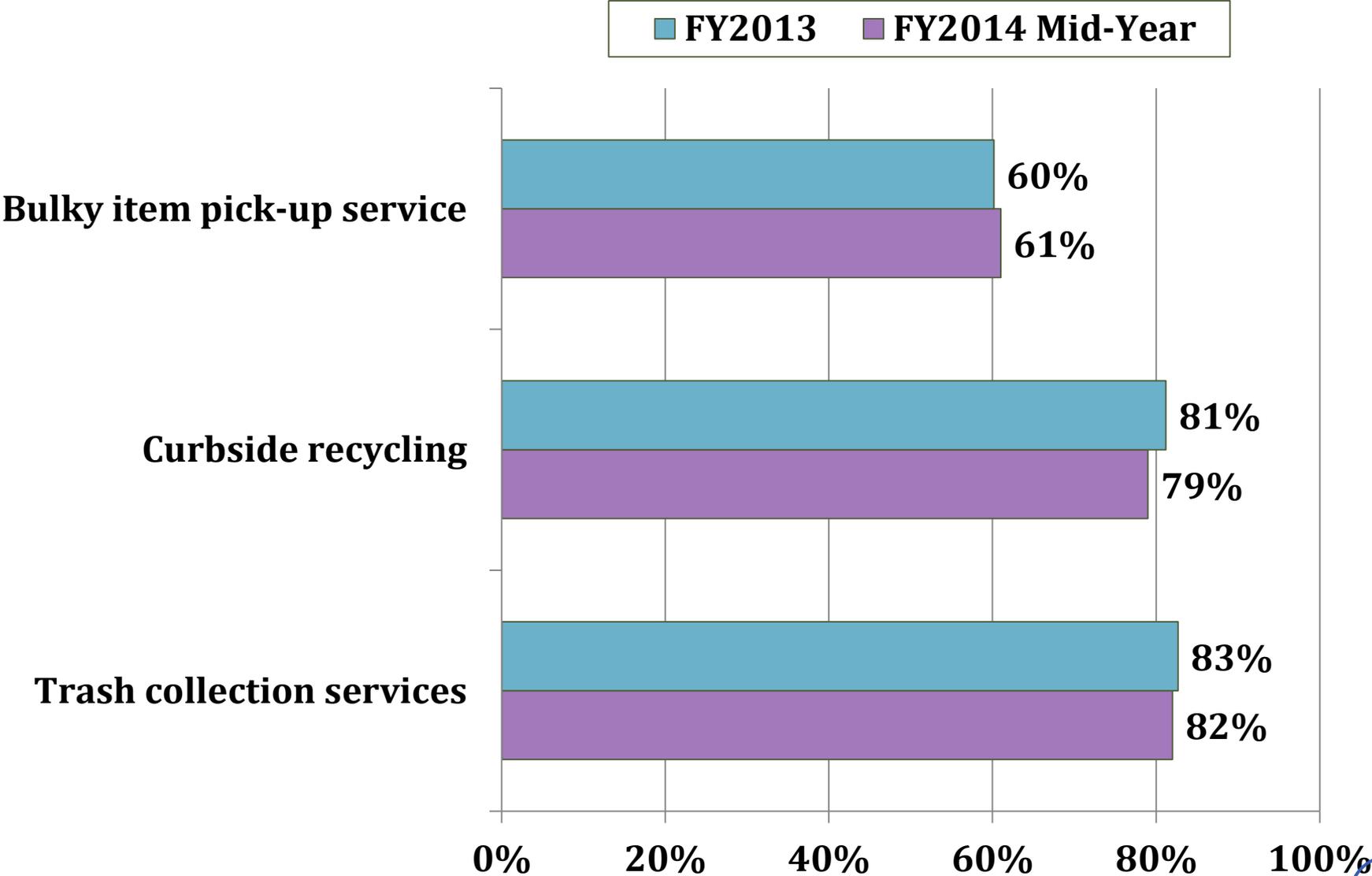
PRIORITY

Emphasize the focus on the customer across all City services; engage citizens in a meaningful dialogue about City services, processes, and priorities using strategic communication methods.

INDICATORS

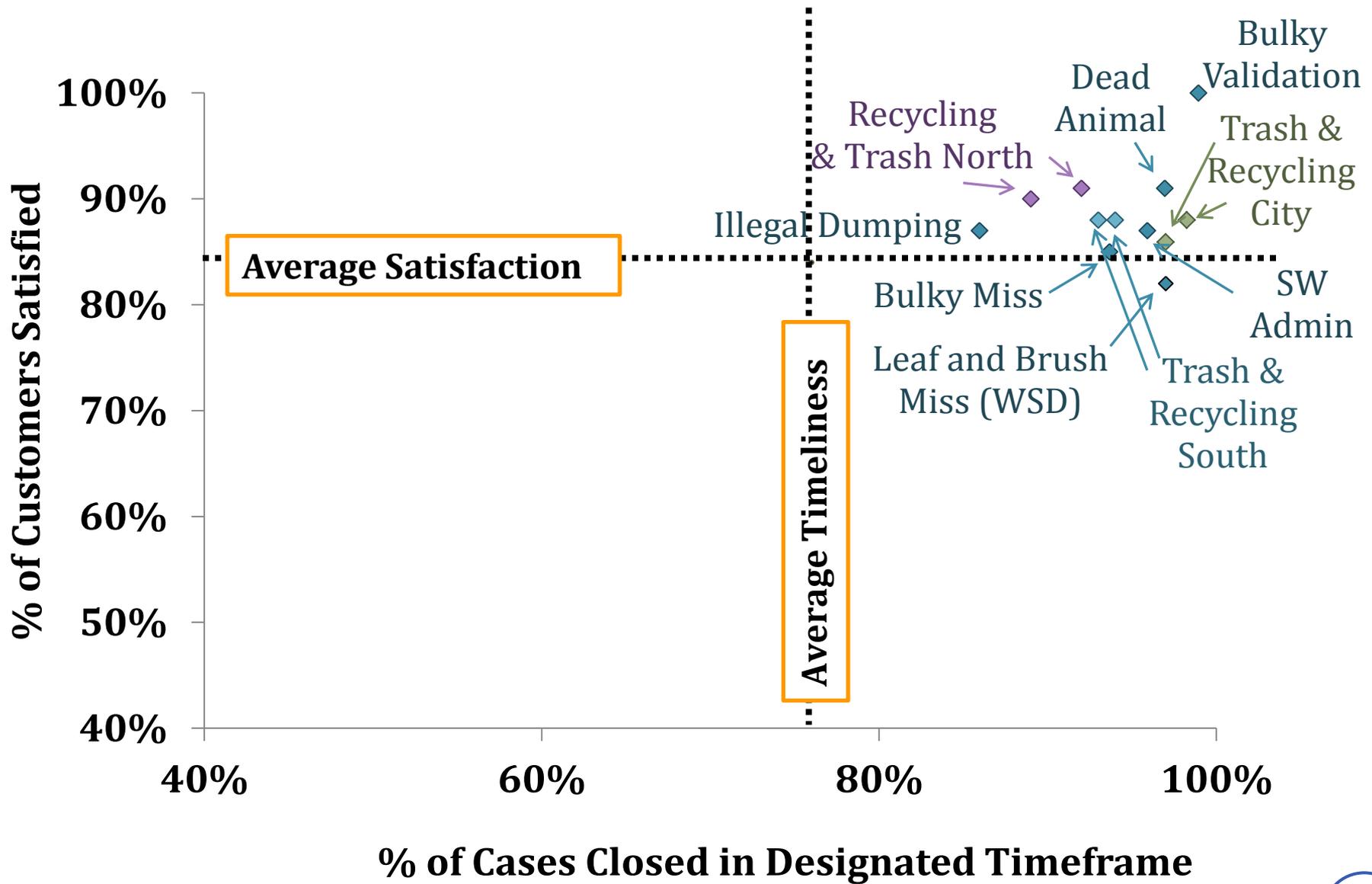
- 1. % of citizens satisfied with solid waste services**
- 2. % of customers satisfied with 311 solid waste service request outcomes**

CITIZEN SATISFACTION WITH SOLID WASTE SERVICES



Source: Citizen Survey, FY13-14

SOLID WASTE 311 MATRIX – MAY-DECEMBER 2013



PRIORITY

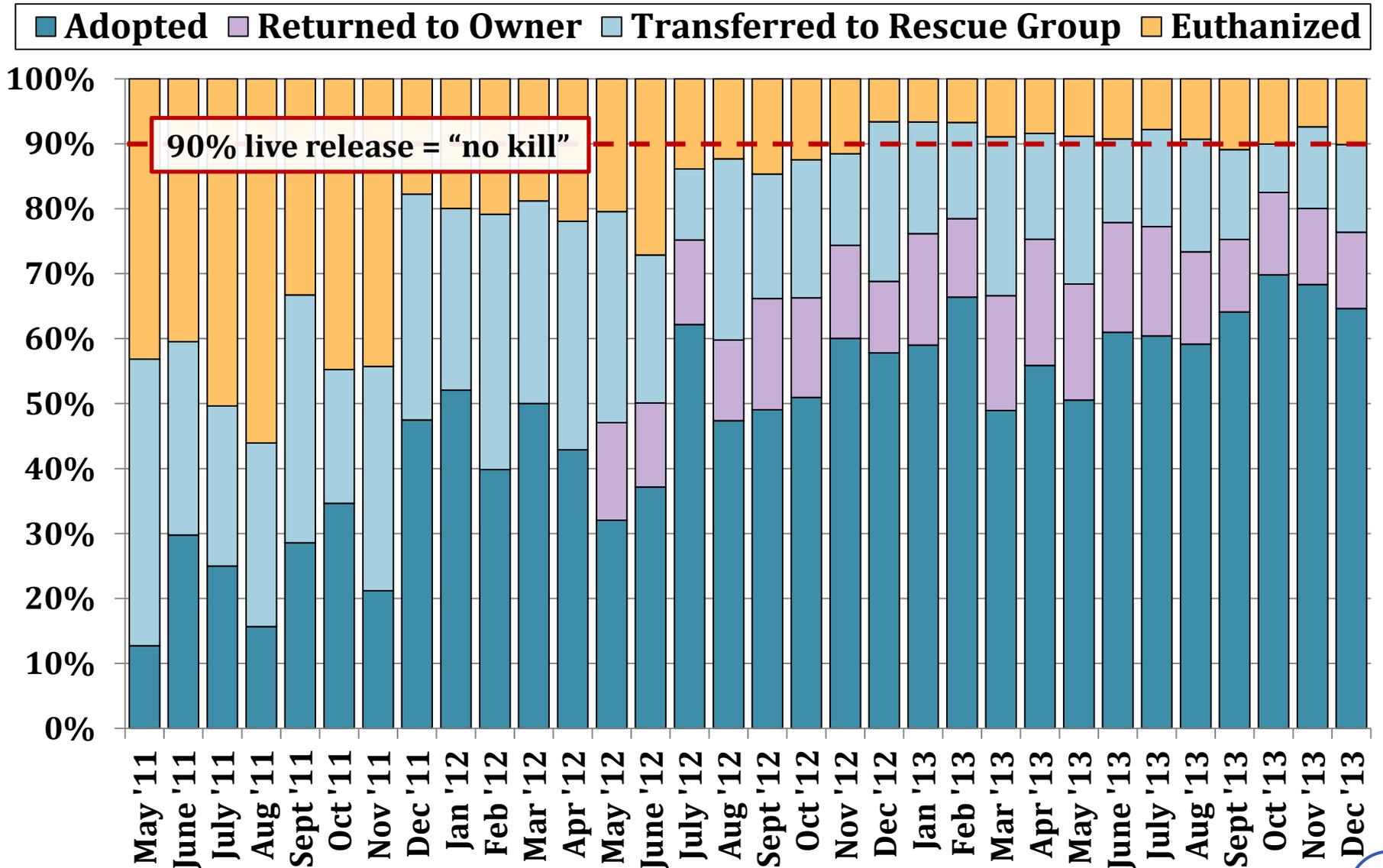
Ensure that any City or shared community animal shelters meet industry standards and work with the community to address issues of pet population and responsible pet ownership

INDICATORS

- 1. Live release rate from City animal shelter**
- 2. Pets with licenses, tags, chips**

OUTCOMES FOR ANIMALS IMPOUNDED AT SHELTER

Positive Trend: 



Source: PetPoint (Animal Shelter Mgmt System), via KC Pet Project

TAG-LICENSE-CHIP CAMPAIGN OUTCOMES

Service	Units sold by Spay Neuter KC in 2012 w/o TLC Campaign (January – December 2012)	Units sold by Spay Neuter KC during 2013 TLC Campaign (January – December 2013)
City License	1,810	4,020
Rabies	5,686	8,542
Chips	976	6,405



PROJECT TAG-LICENSE-CHIP TLC
Your pet's ticket home!

TAGS WON'T WORK IF YOU DON'T PUT THEM ON!

Thousands of pets are lost each year in Kansas City. Many are never reunited with their owners. Most lost pets lack one vital piece of information. **Identification.** Support Project TLC – tag, license and chip your pet. It is your pet's ticket home! KCMO pet owners pay only \$30 for rabies vaccination, KCMO pet license and microchip! For more information, visit www.snkc.net or call 816-353-0940.

2013 Goal = 10,000 combined License, Rabies and Chips

FREE RIDE HOME

11

Number of Animals taking advantage of Free Ride Home since January 2013



*License me
It's my free ride home!*



LOST PETS CAN'T CALL HOME

Las mascotas perdidas no pueden llamar a casa

**Licensing your pet is now only \$10
and your pet will qualify for a Free Ride Home**

Obtenga un permiso para su mascota. ¡Hay beneficios! Sólo cuesta \$10

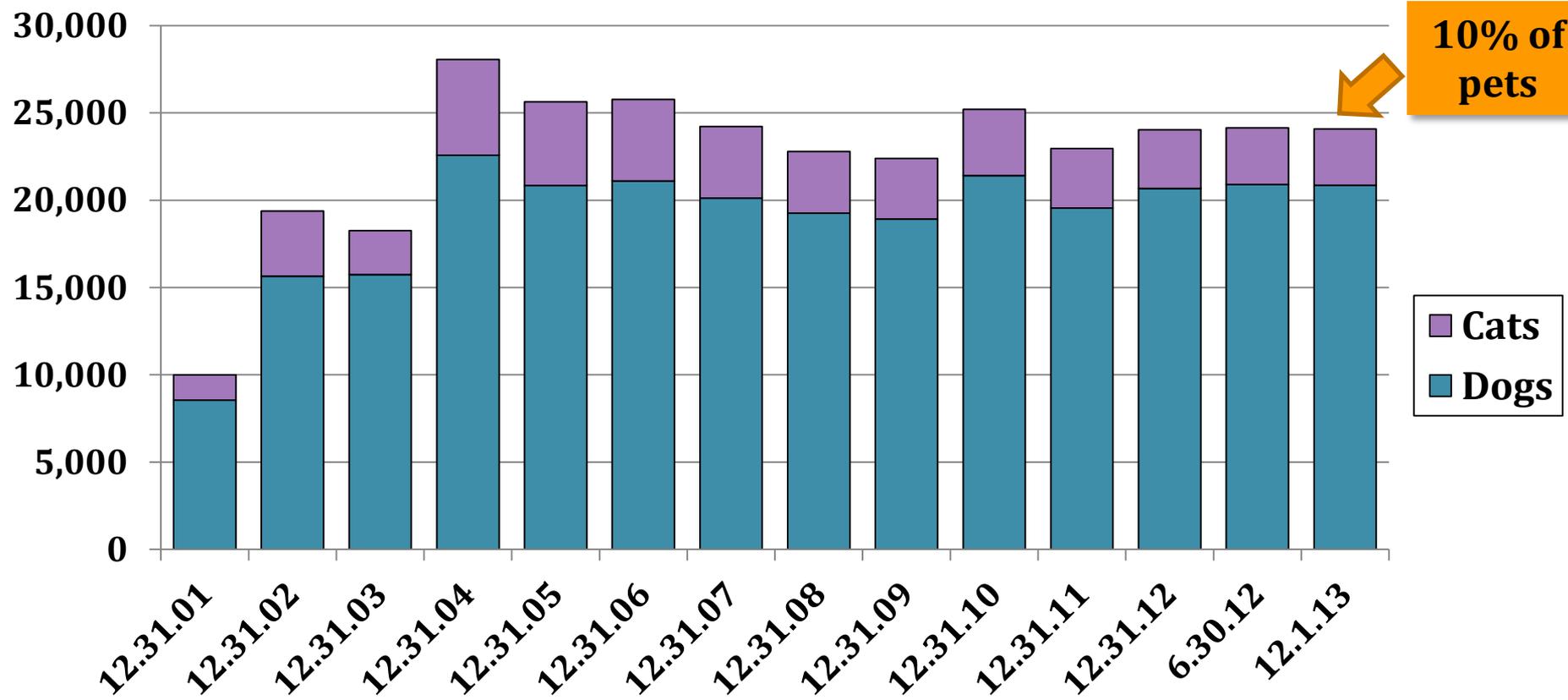
816-513-1313 or 1-800-738-3463

To purchase a pet license, visit www.petdata.com

SNAPSHOT COUNT OF PETS WITH LICENSES

Watch Trend

10% of pets



- 

2004
Publicity campaign
- 

2006
Introduction of 3-year license
- 

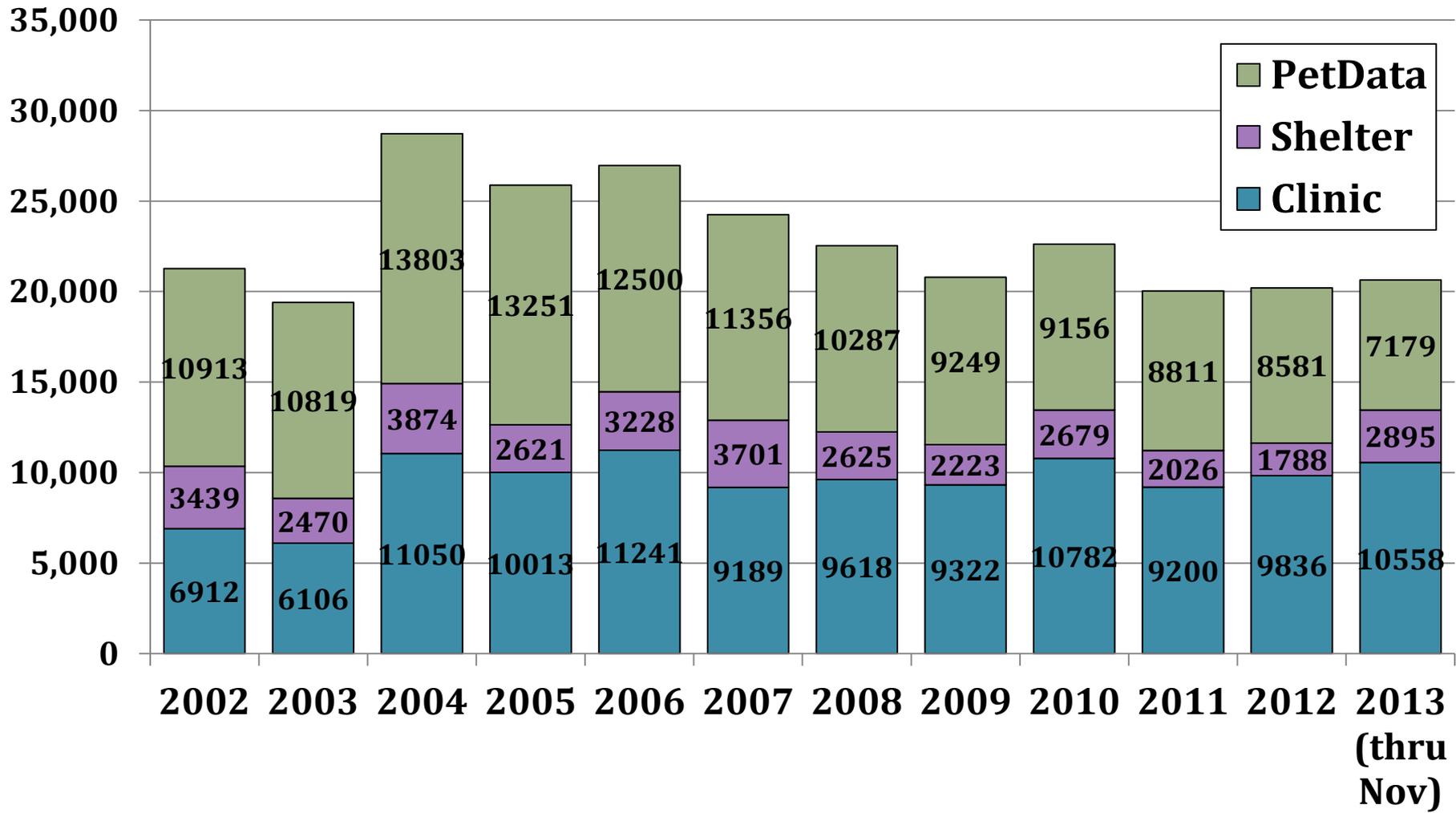
2007
Fee increase of \$3/year
- 

2008
Nationwide downturn in licensing and adoption
- 

2010
Enforcement campaign
- 

2012/13
TLC Campaign

LICENSE SALES BY LOCATION



Source: Pet Data

PETSMART PITBULL GRANT

- **PetSmart grant (\$100,000) covers cost of spay/neuter, vaccination and licensing services for “pitbull” breeds**
 - Of the almost 4,900 dogs impounded in 2012, 19% (910) were pitbulls.
 - Goal is to reach 850 pitbulls with grant
- **KCMO is contracting with three vendors to provide these services under grant**
- **Efforts are targeted in zip codes 64130 and 64132**
 - 36% (324) of the impounded pitbulls came from these zip codes



Vaccination clinics coming to 64130 and 64132 this spring/summer!

PRIORITY

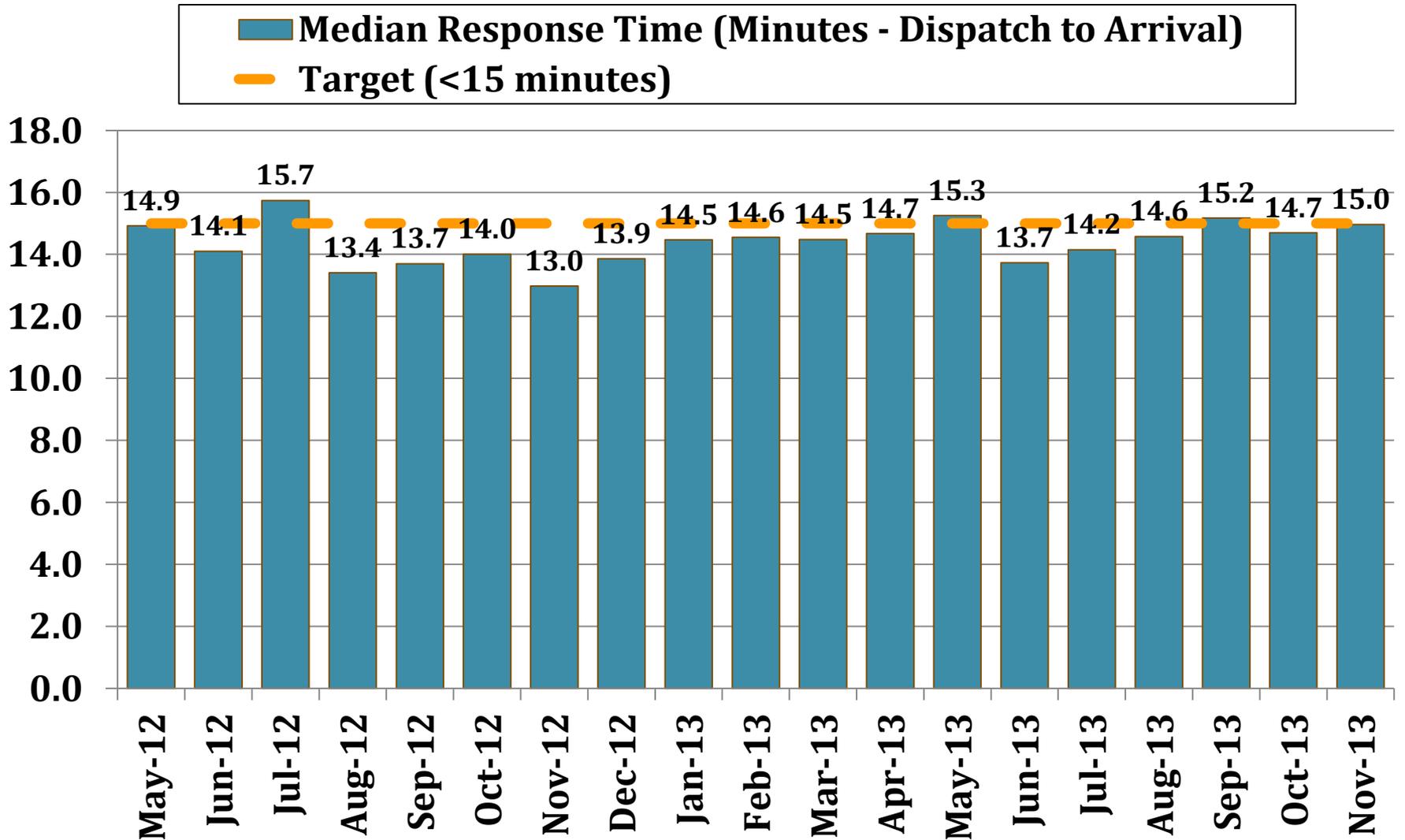
Prevent threats to public safety and animal welfare via efficient and effective animal control response and operations.

INDICATORS

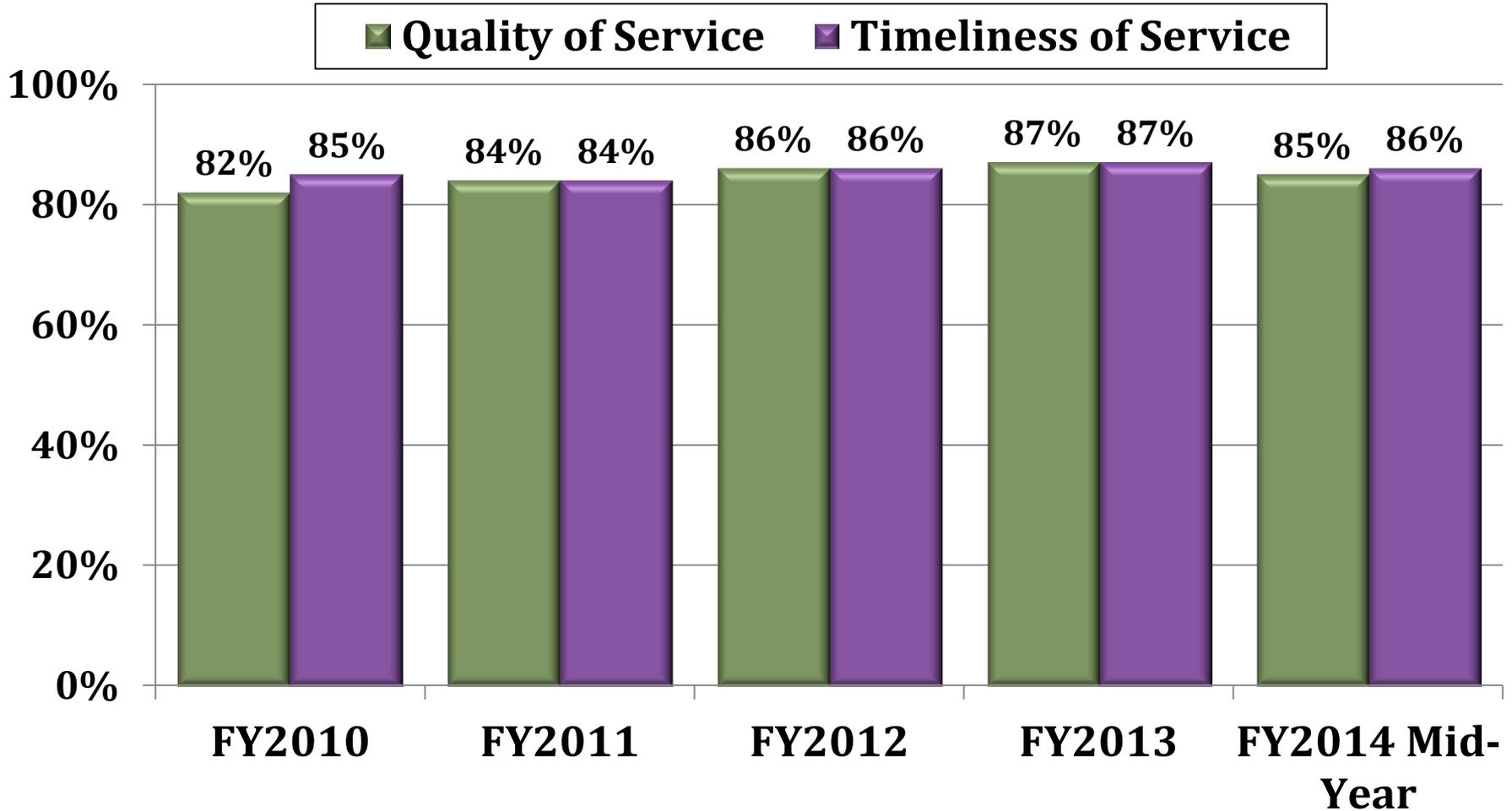
- 1. Response time for complaints**
- 2. % of customers satisfied with 311 animal control service request outcomes**

RESPONSE TIME FOR ANIMAL CONTROL

Positive
Trend: 



311 CUSTOMER SATISFACTION WITH ANIMAL CONTROL SERVICE REQUESTS

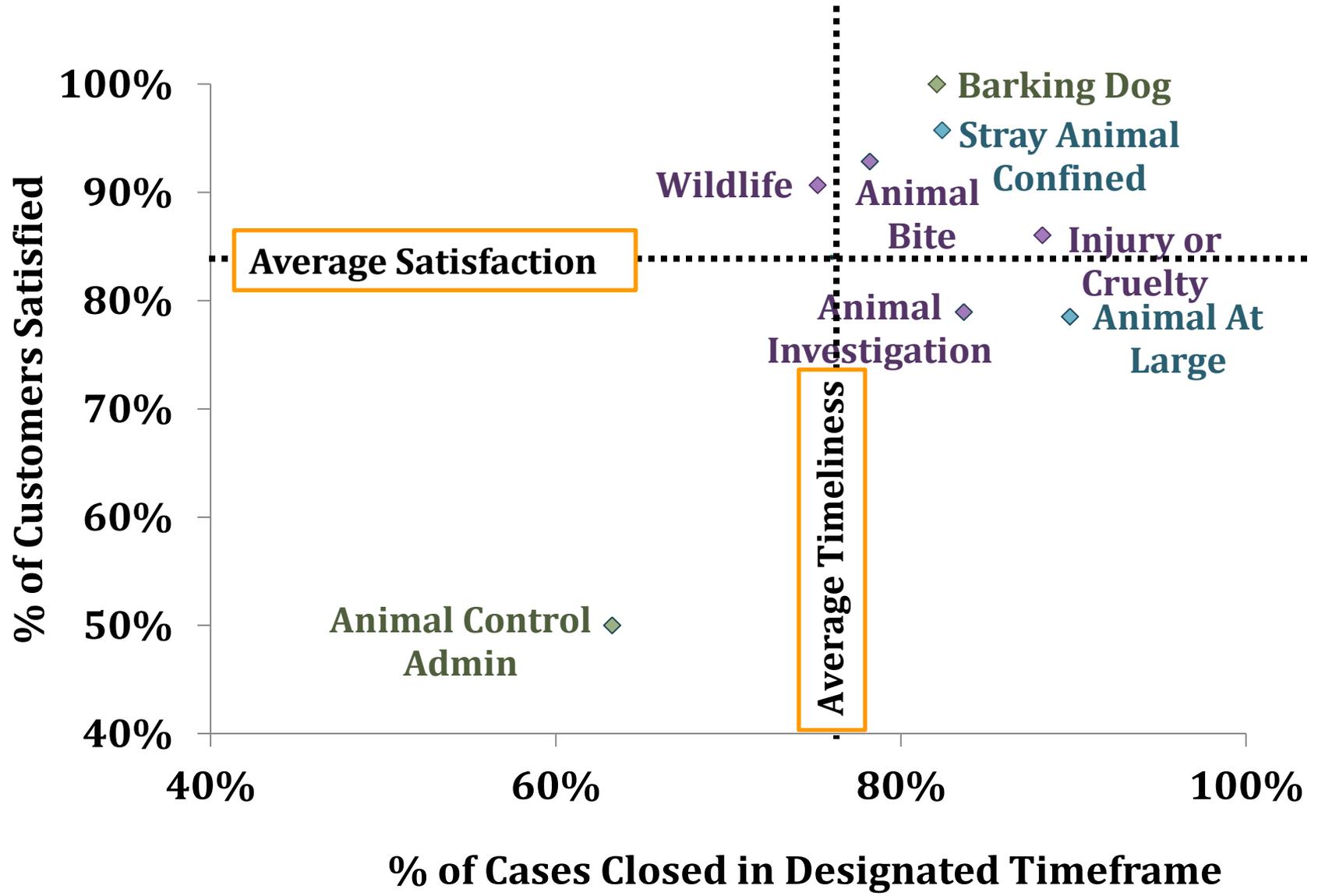


311 CUSTOMER SATISFACTION BY SERVICE REQUEST TYPE (MAY-DECEMBER 2013)



From May - December 2013, Animal At Large calls accounted for 41% of Animal Control service requests

ANIMAL CONTROL 311 MATRIX – MAY-DECEMBER 2013



Source: Peoplesoft CRM (311 Service Request System) and 311 Customer Survey

PRIORITY

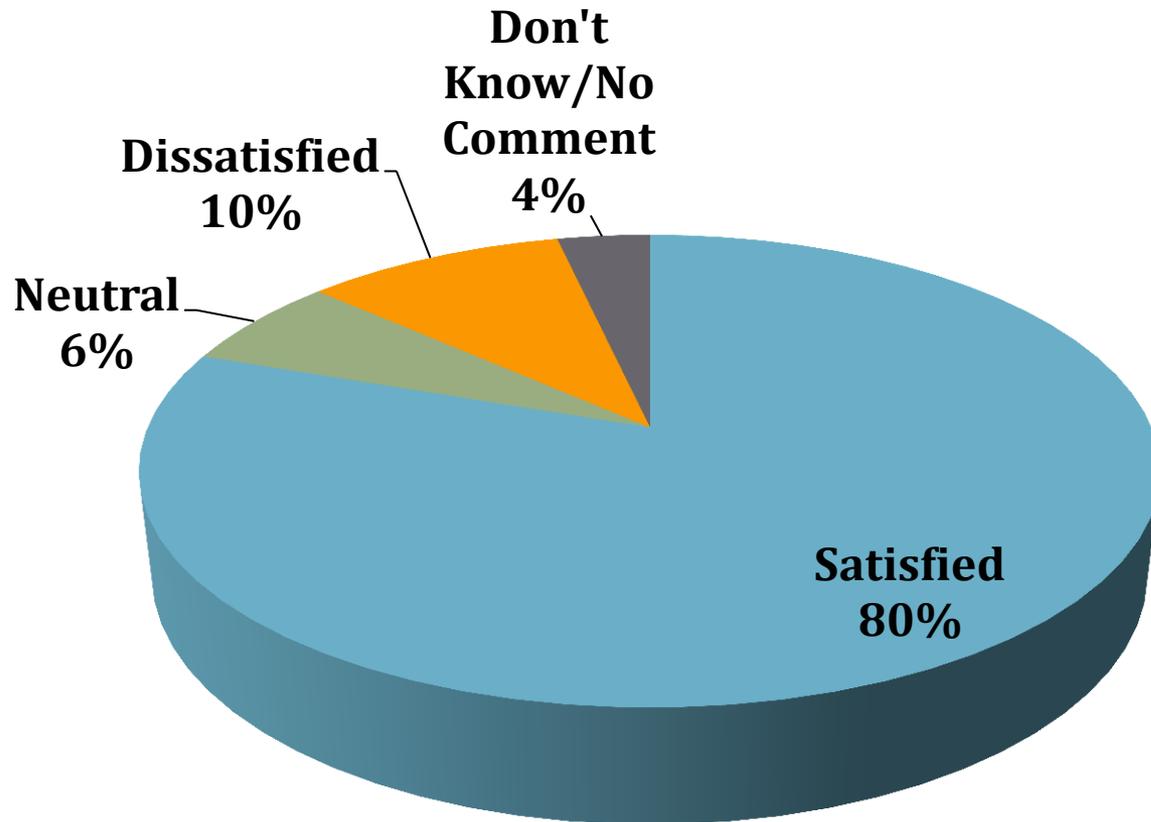
Emphasize the focus on the customer across all City services; engage citizens in a meaningful dialogue about City services, processes, and priorities using strategic communication methods.

INDICATORS

- 1. Animal Control Supervisor QA Survey Results**

ANIMAL HEALTH SUPERVISOR QUALITY CONTROL

Total of 285 cases randomly reviewed by Animal Health supervisors in 2013



UPDATE ON STAFFING AND OFFICER TRAINING

- **July 17 & 24, 2013: Animal Control Officers and Supervisors trained in evidence collection and report writing**
- **Summer 2013: Defensive driving training for Animal Control Officers**

PRIORITY

Encourage active living and healthy eating via strategies in the KC Community Health Improvement Plan (KC CHIP)

INDICATORS

- 1. Citizen satisfaction with City efforts toward active living**
- 2. # of community gardens through Healthy Eating Active Living grant**
- 3. Bike mode share**

WHAT IS KC CHIP?

- **The Kansas City Community Health Improvement Plan (KC CHIP) is a five-year community-wide strategic plan that focuses on the improvement of health in Kansas City**
- **Created through 10 interactive community meetings, engaging over 95 agencies (churches, neighborhoods, non-profits, hospitals, clinics and community health agencies)**

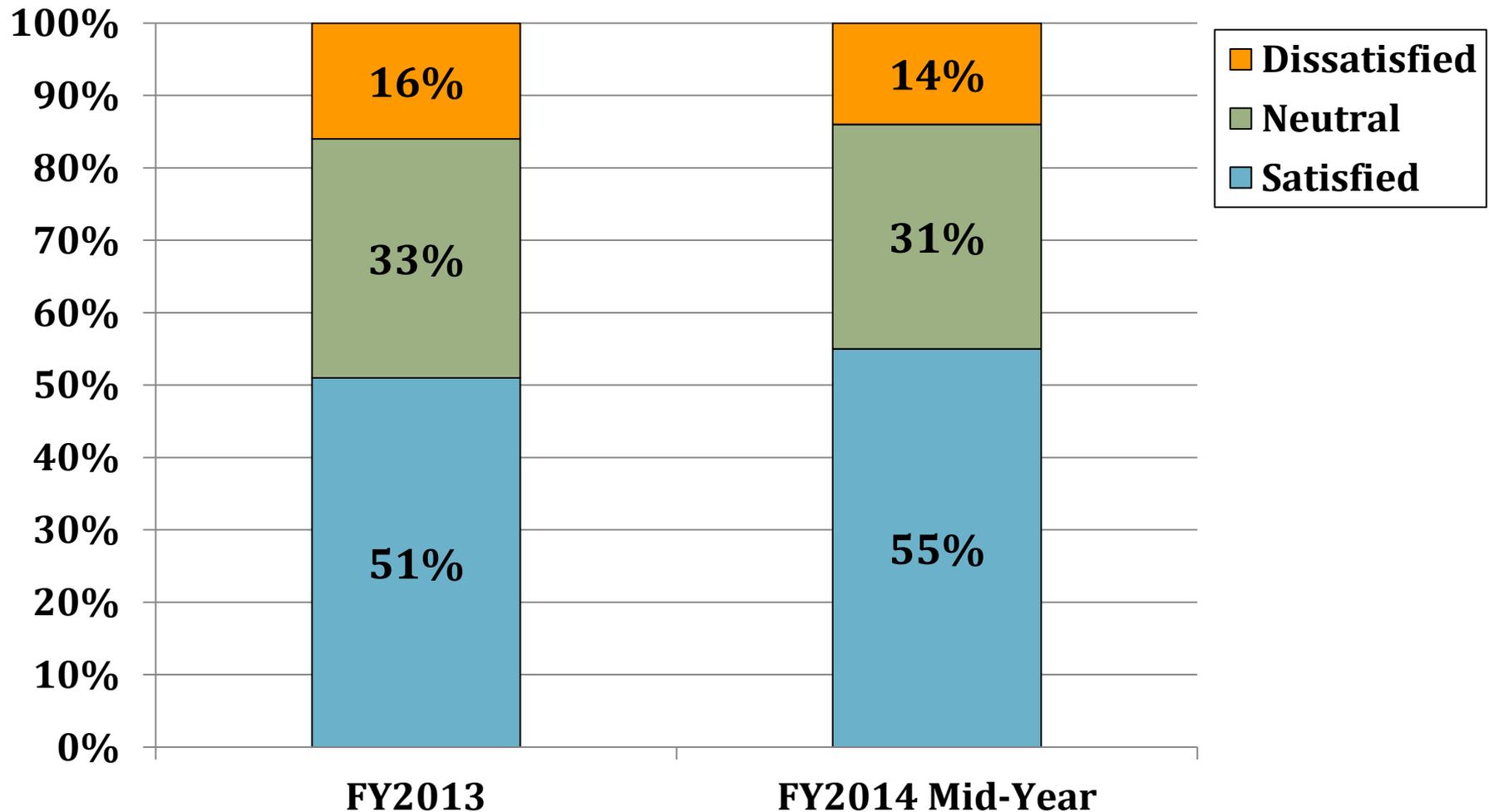
KC CHIP targets six strategic issues:

- Ensuring access to clinical preventive services, illness care, and public health services/interventions
- Healthy equity and social determinants of health
- Ensuring a safe and healthy community environment
- Ensuring every child has a healthy start
- **Encouraging active living and healthy eating**
- Tobacco free living

**Current Council Priority focuses on:
Encouraging active living and healthy eating**

CITIZEN SATISFACTION WITH ENCOURAGING HEALTHY EATING, EXERCISE AND NON-SMOKING

**Watch
Trend**



GOALS AND STRATEGIES FOR HEALTHY EATING AND ACTIVE LIVING (HEAL)

- **Advance policy, environmental, and system changes promoting healthy eating and active living in **our communities****
 - Identify and mobilize community resources to increase availability of supermarkets in underserved areas
 - **Improve availability of affordable healthier food options using activities such as farmers markets, urban agriculture**
 - Support creation and/or enhancement of places for physical activity
 - Promote livable streets
- **Advance policy, environmental, and system changes promoting healthy eating and active living in our organizations**
 - Work with employers, faith-based agencies and schools to implement policies/practices that promote access to healthy foods and beverages and physical activity

CORNER STORES INITIATIVE



- **Working with two stores: Indiana Market (37th and Indiana) and Shayan's EZ Shop (85th and Woodland) – stocking fresh produce**
- **Kickoff event was held in November, where neighbors could sample a recipe made from produce sold at the corner stores.**
- **Goal for 2014 is to add 2-3 stores through a neighborhood nomination process, which begins in January**

COMMUNITY GARDENS THROUGH COMMUNITY TRANSFORMATION GRANT (HEALTH DEPT)

CTG Goal for KCMO: 6 new gardens by end September 2013; 25 for all of Jackson County by September 2016

2013

Year 2 of grant

- 6 gardens developed
- 26 beds
- 18 water tanks
- gardening tools
- tomato cages

2014

Year 3 of grant

- Plans for 4 additional community garden sites in KCMO, including at local public housing properties

<https://data.kcmo.org/Food/Community-Gardens-and-Farmer-s-Markets/smcx-sth3>

URBAN AGRICULTURE PROPOSED PERFORMANCE INDICATORS

Health	Economic
<ul style="list-style-type: none">• # pounds of food produced by farm/garden	<ul style="list-style-type: none">• \$ total value of food produced
<ul style="list-style-type: none">• # of CSAs linked to the farm/garden	<ul style="list-style-type: none">• \$ total value per sq ft of produce
<ul style="list-style-type: none">• # of participants in CSAs linked to the farm/garden	<ul style="list-style-type: none">• #, % total revenue generated from sale of food
<ul style="list-style-type: none">• # of people engaged in farming/gardening on the farm/garden	<ul style="list-style-type: none">• # hours of volunteer-time contributed to the farms/gardens
<ul style="list-style-type: none">• # of total person-hours spent farming/gardening per year	

URBAN AGRICULTURE PROPOSED PERFORMANCE INDICATORS

Social	Ecological
<ul style="list-style-type: none"> # of farmer's markets farms/gardens sell in 	<ul style="list-style-type: none"> # of school students participating in food system ecology programs
<ul style="list-style-type: none"> # of youth participating in farming/gardening 	<ul style="list-style-type: none"> Energy/Water consumption
<ul style="list-style-type: none"> # of total youth person-hours spent working on farm/garden per year 	<ul style="list-style-type: none"> #, % sq ft of land/lots that could potentially grow food that are used for growing food
<ul style="list-style-type: none"> #, % of youth farm/garden trains in job skills 	<ul style="list-style-type: none"> Pounds of food waste processed for compost/collected
<ul style="list-style-type: none"> #, % youth participating in programs who graduate from high school 	<ul style="list-style-type: none"> Sq ft of permeable surface in farm/garden
<ul style="list-style-type: none"> #, % youth participating who report having at least one good relationship with an adult other than parent 	<ul style="list-style-type: none"> Lead levels in farm/garden's soil
<ul style="list-style-type: none"> #, % youth indicating positive attitude change and/or aspirations related to participation 	<ul style="list-style-type: none"> Habitat improvement/biodiversity/ecological connectivity measures

URBAN AGRICULTURAL ZONES

Ordinance #130983 to create Urban Agricultural Zone Advisory Commission will be introduced January 8th

- Advises the City on policies for Urban Ag Zones authorized by 262.900 RSMo
- Consists of 9 members appointed by Mayor
- Recommendations introduced no later than April 10, 2014.



OAK WOLF GARAGE REQUEST FOR PROPOSAL

Update on restaurant spaces under Wolf Garage: Request for Proposal has been issued that gives preference to purveyors of healthy food options



GOALS AND STRATEGIES FOR HEALTHY EATING AND ACTIVE LIVING (HEAL)

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 - **Work with employers, faith-based agencies and schools to implement policies/practices that promote access to healthy foods and beverages and physical activity**

HEALTHY VENDING IN CITY OF KCMO AND BEYOND

City of Kansas City – Internal Efforts Toward Healthy Vending

- The Health Care Trust voted unanimously in favor of including these criteria in a draft resolution being prepared by Health Department staff
- Healthy Vending Sourcing Committee will begin meeting late January 2014

Efforts Toward Employer Healthy Vending

- Assisted Children's Mercy Hospital with assessments of vending machines, a survey and development of criteria for new snack vending contract
- Goal for 2013 was 5 employers signed up; did not meet target. Goal for 2016 is 12.
- 2014: Changing strategies and updating toolkit to recruit more employers!

GOALS AND STRATEGIES FOR HEALTHY EATING AND ACTIVE LIVING (HEAL)

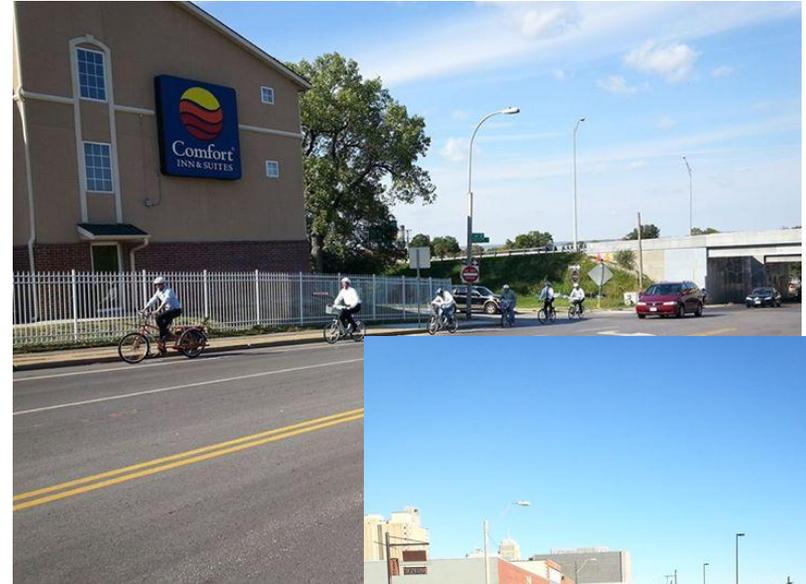
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PROPOSED PERFORMANCE INDICATORS FOR BIKING

Output	Outcome
<p>Infrastructure Development</p> <ul style="list-style-type: none"> • Miles of facilities by type • Number of bike-friendly projects • Number of existing and new bicycle parking spaces 	<p>Citizen perception</p> <ul style="list-style-type: none"> • Safety in riding • Amount and connectivity of network • Quality of facility design and maintenance • Number of bike parking spaces • KC as a bike-friendly city
<p>Bike Traffic</p> <ul style="list-style-type: none"> • Intersection counts (PW) • Other volume counts (Volunteers) • As share of commuters (ACS) 	<p>Safety outcomes</p> <ul style="list-style-type: none"> • Crashes (MARC) • Fatalities (MARC) • Children receiving bicycling education
	<p>Other Areas (Potential Case Studies)</p> <ul style="list-style-type: none"> • Economic Impact • Health Impact • Tourism • Children and Youth

STREET OVERLAY 2013

- **+3.4 lane miles of sharrows/11.4 lane miles total**
- **+3.6 lane miles of bike lanes/29.6 lane miles total**
- **33% of 600 mile on-street system constructed**
- **28% of 230 mile trail system constructed**



BIKE MODE SHARE (ACS CENSUS)



1990 - 2000	.1% share of bicycle commuters
2005	0.0% share of bicycle commuters
2010 - 2011	.3% share of bicycle commuters
2012	.4% share of bicycle commuters
2011	KC ranked #59 out of 70 largest cities in the US for share of bicycle commuters
2012	KC ranked #49 out of 70 largest cities in the US for share of bicycle commuters
2005 - 2012	1761.4% increase in bicycle commuting in KC
2011 - 2012	42.4% increase in bicycle commuting in KC

GREEN LANE PROJECT 2.0 APPLICATION

What is GLP?

- **National initiative to help six US cities make their streets work better for everyone by engaging a multi-disciplinary network of leading cities to build better bike lanes.**

What services will GLP provide KC?

- **Technical, financial and strategic resources and opportunities to network with peers and international experts on study tours and gain national recognition as a leader in a rapidly evolving field.**

What is the Focus City Selection Criteria?

- **High profile protected bike lane project constructed 2014-15**
- **Strong political support**
- **Supportive and engaged city transportation staff**
- **Evidence of strong community support**
- **Evidence of support from business community**
- **Recent successes that demonstrate momentum**



GREEN LANE PROJECT 2.0 APPLICATION

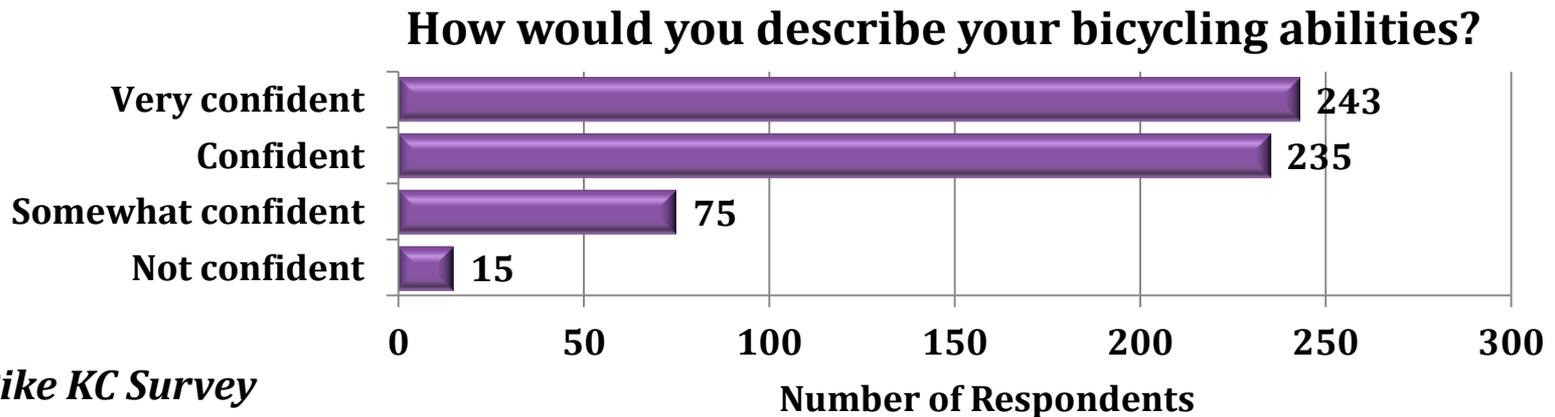
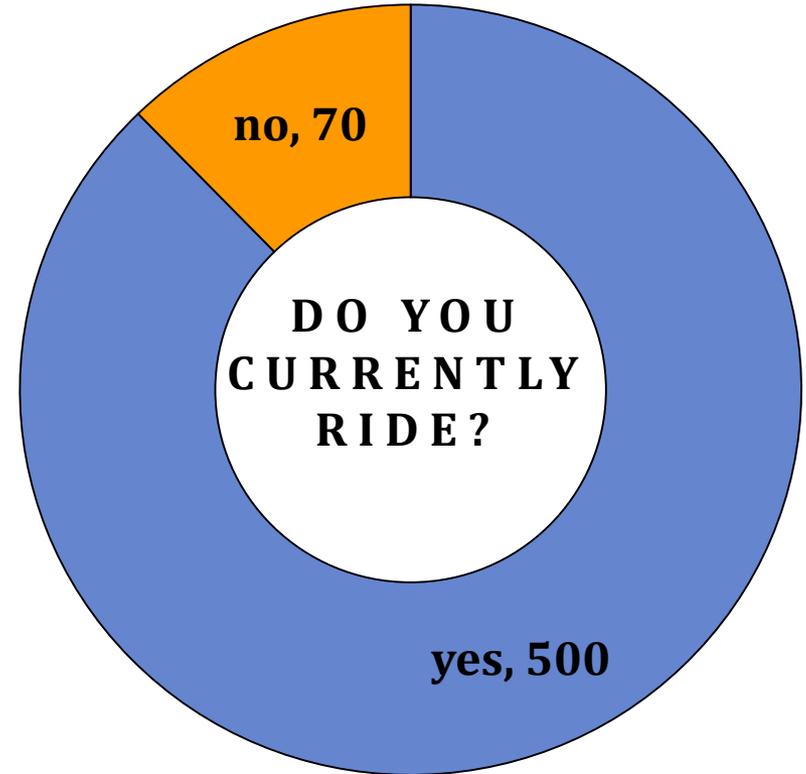
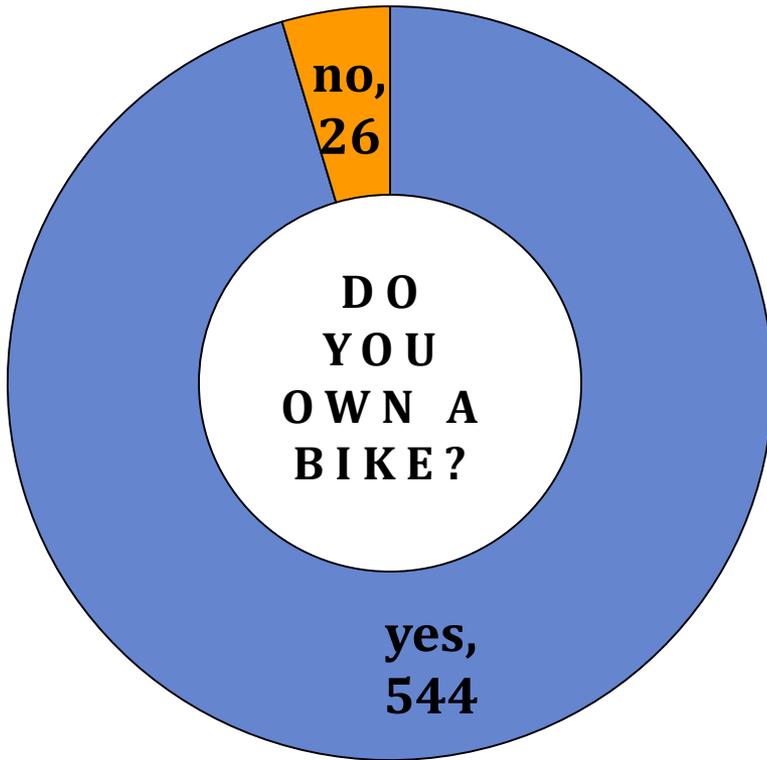
What is required of KC if selected as GLP city?

- **Participate in monthly conference calls**
- **Recruit members for participation in study tours**
- **Produce report at end of 2014 and 2015**
- **Cover airfare for international study tours**

What are the benefits of a focus city?

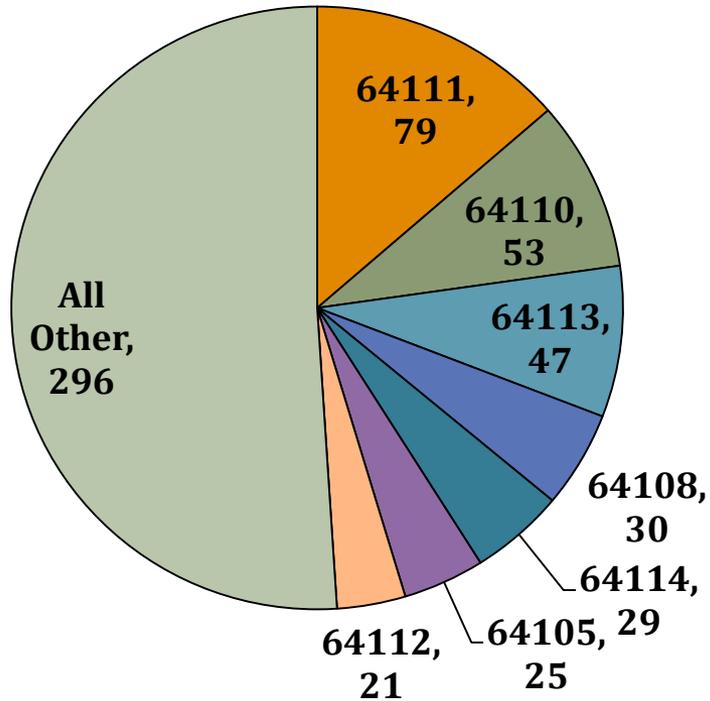
- **At least 2 visits from GLP team experts to assess conditions and engage leaders**
- **Professional peer exchange on best practices for protected bike lanes**
- **Collaboration with country's leading innovators**
- **Participation and travel scholarships to GLP domestic workshops**
- **Participation in international study tours to Netherlands and Denmark**
- **Access to modest grant funds**
- **Role in developing research priorities and projects**
- **National publicity and recognition as a leading city**

BIKE KC SURVEY: BIKE OWNERSHIP/ABILITY

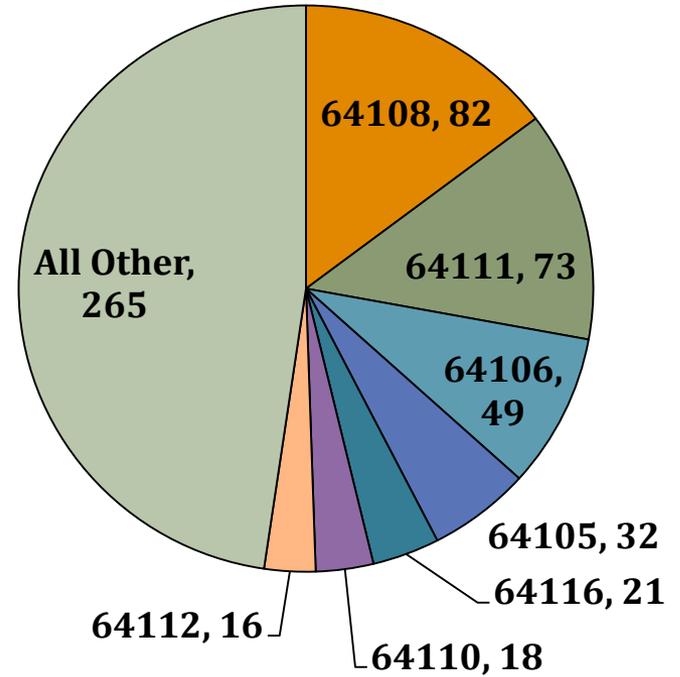


BIKE KC SURVEY: CYCLISTS LOCATIONS AND COMMUTES

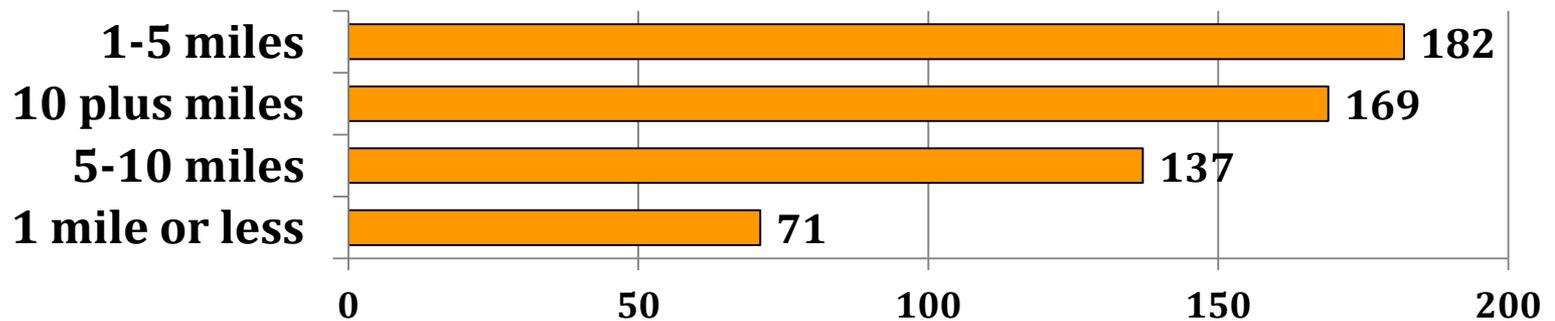
Respondents Home Zip



Respondents Work Zip

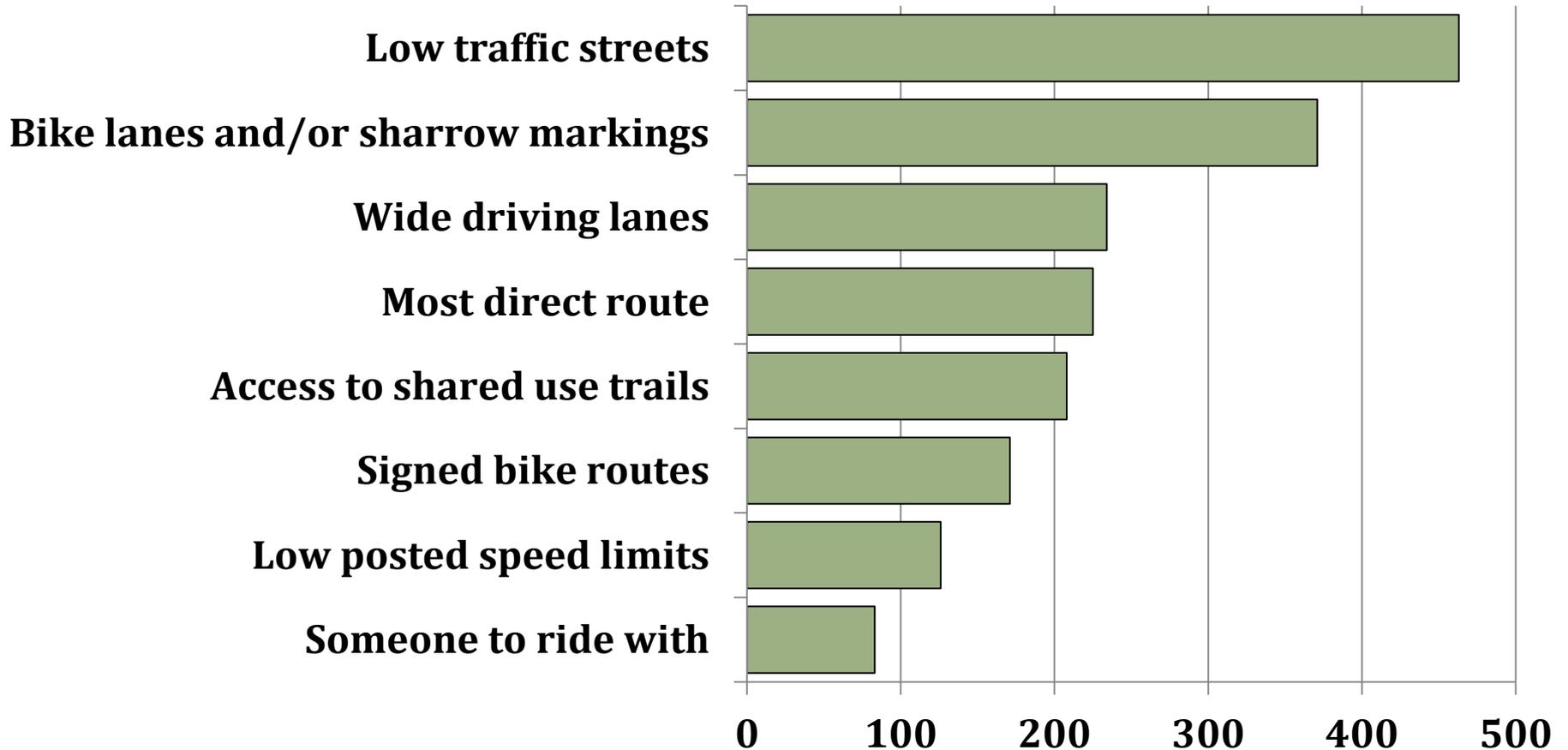


How far is your one-way commute to work/school?

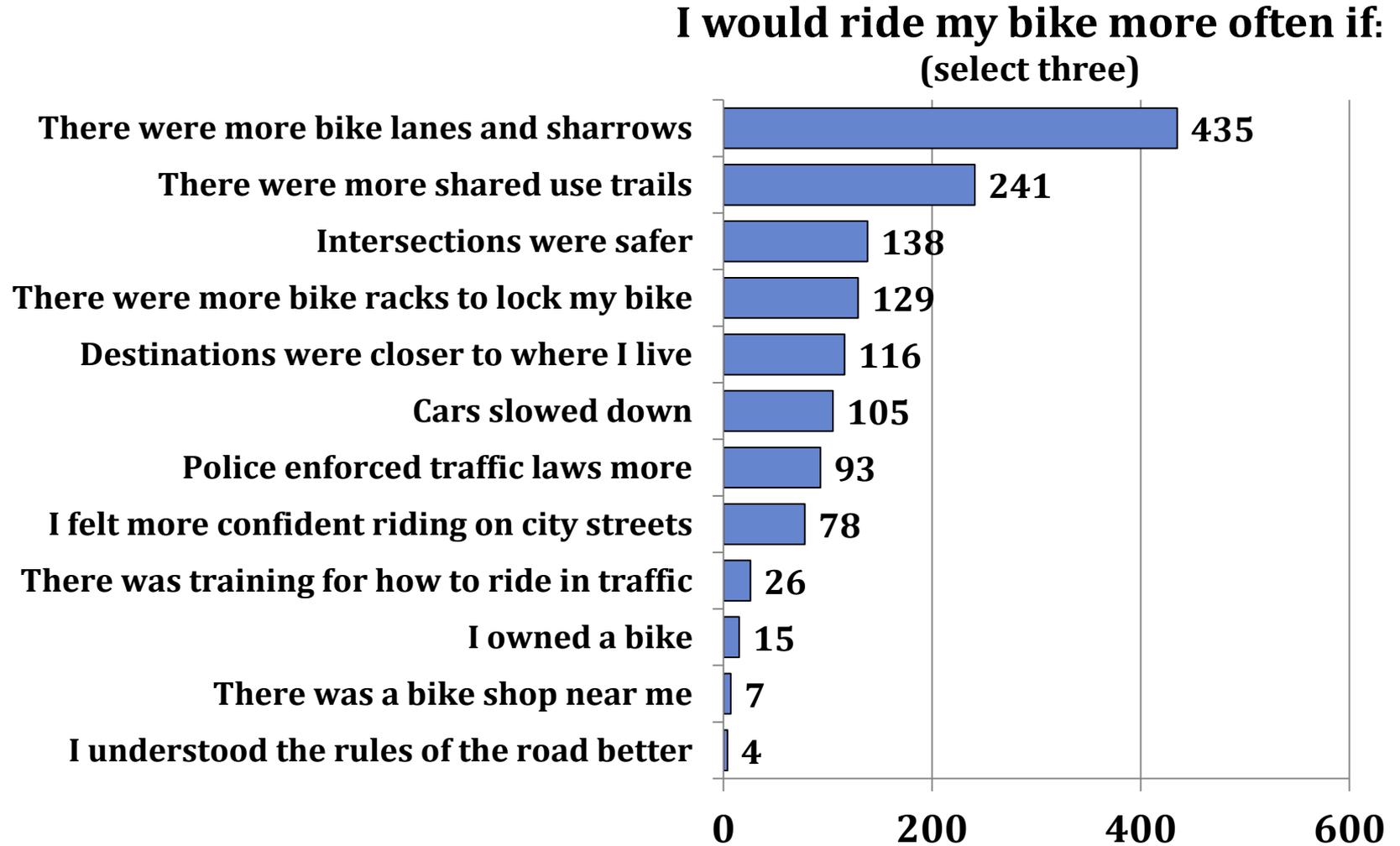


BIKE KC SURVEY: ROUTE FACTORS

**What helps you determine a route for your bike trip?
(select all that apply)**

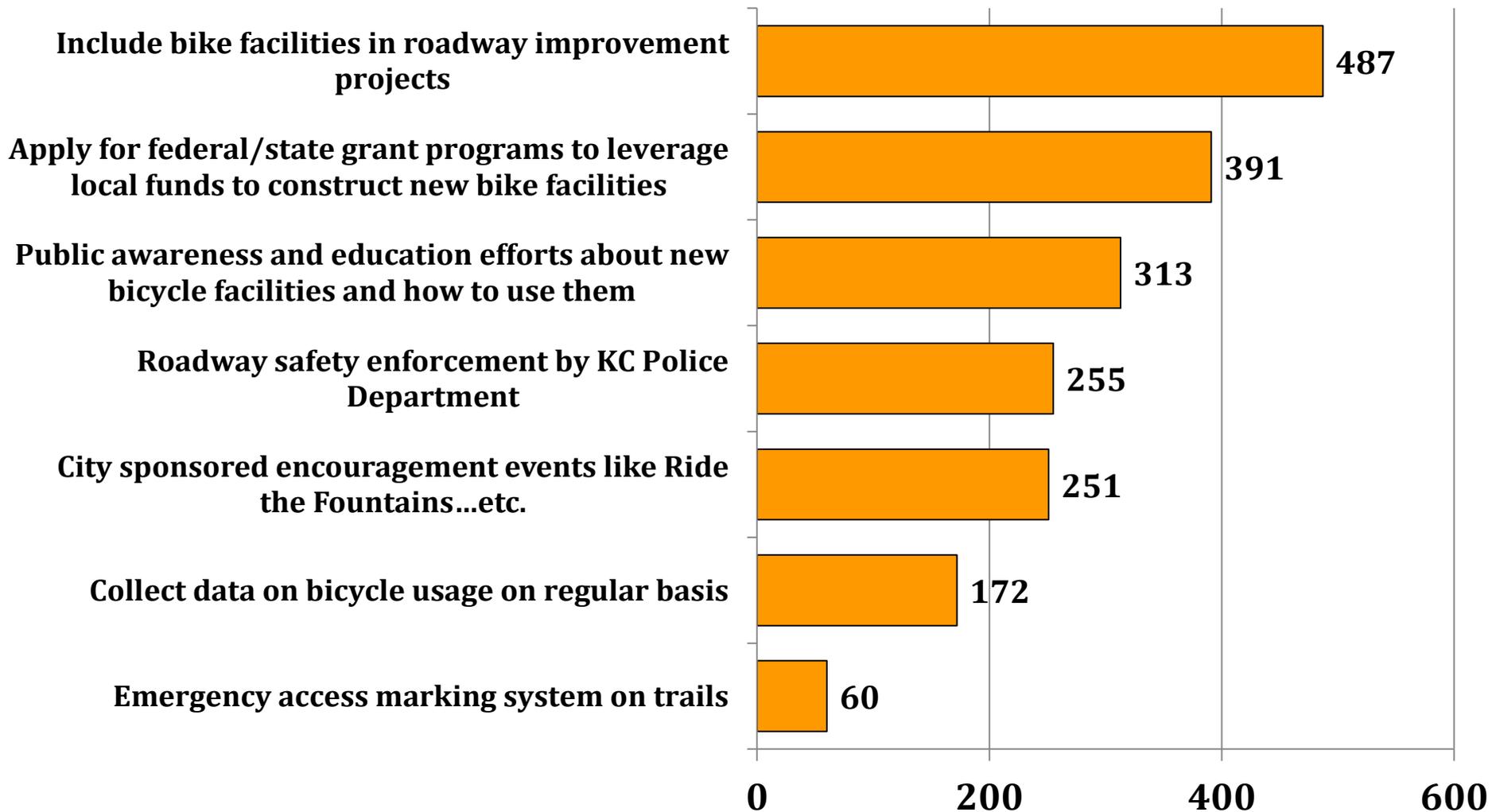


BIKE KC SURVEY: RIDERSHIP FACTORS

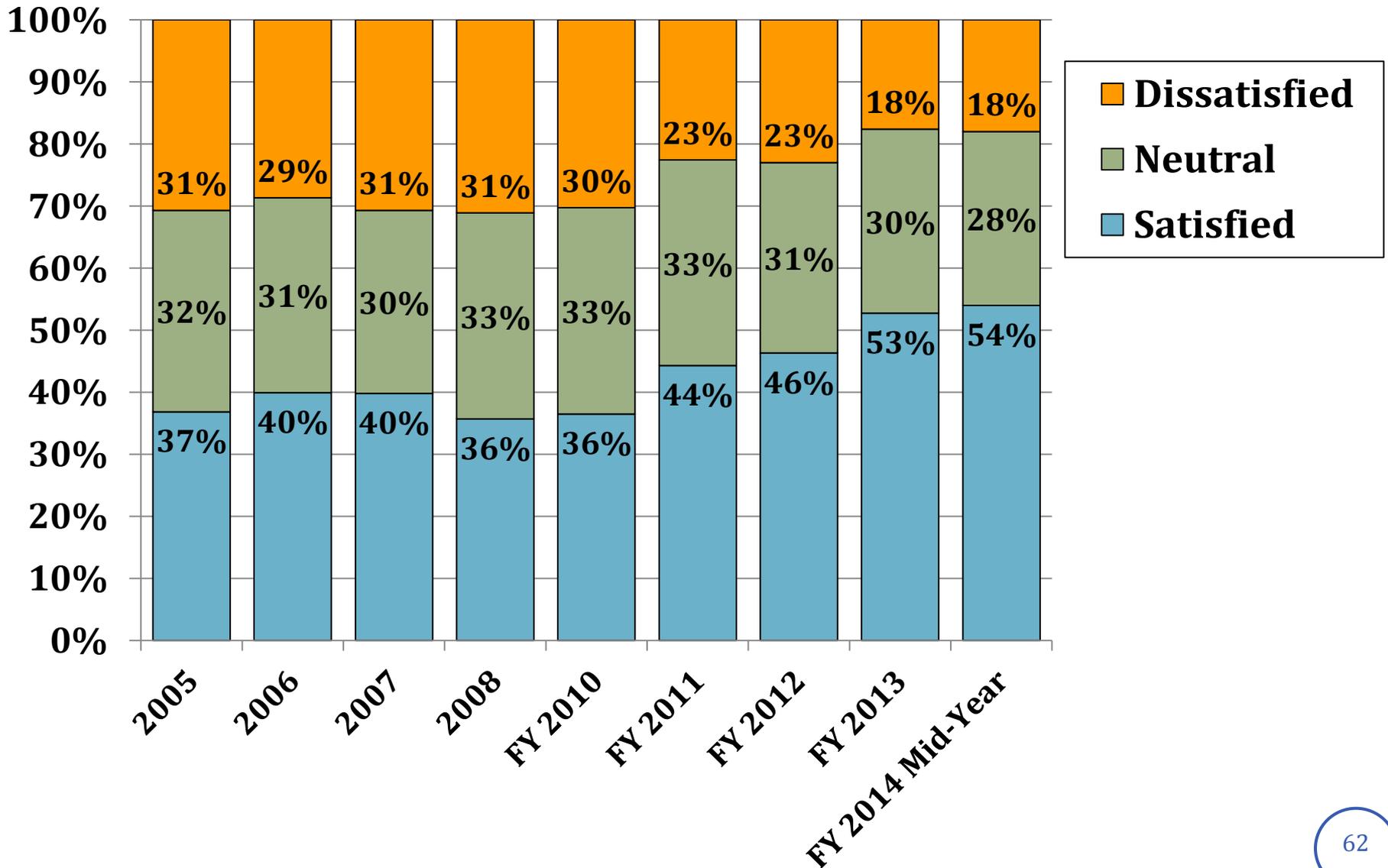


BIKE KC SURVEY: KC POLICY PRIORITIES

What should be KC's policy priorities to support a bicycle friendly community? (select all that apply)



CITIZEN SATISFACTION WITH BIKING/WALKING TRAILS



Source: Citizen Survey, 2005 – FY2014 Mid-Year

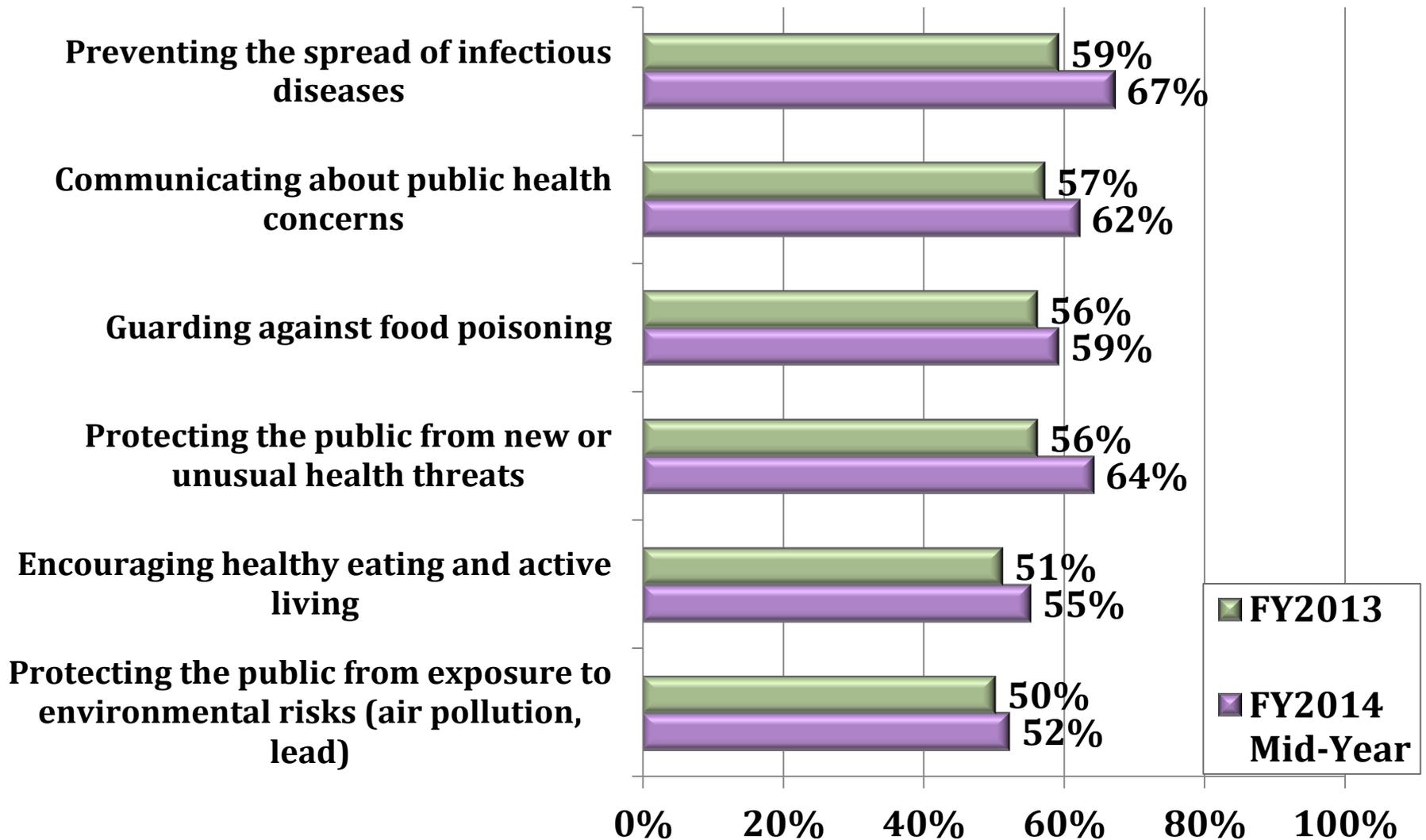
PRIORITY

Emphasize the focus on the customer across all City services; engage citizens in a meaningful dialogue about City services, processes, and priorities using strategic communication methods.

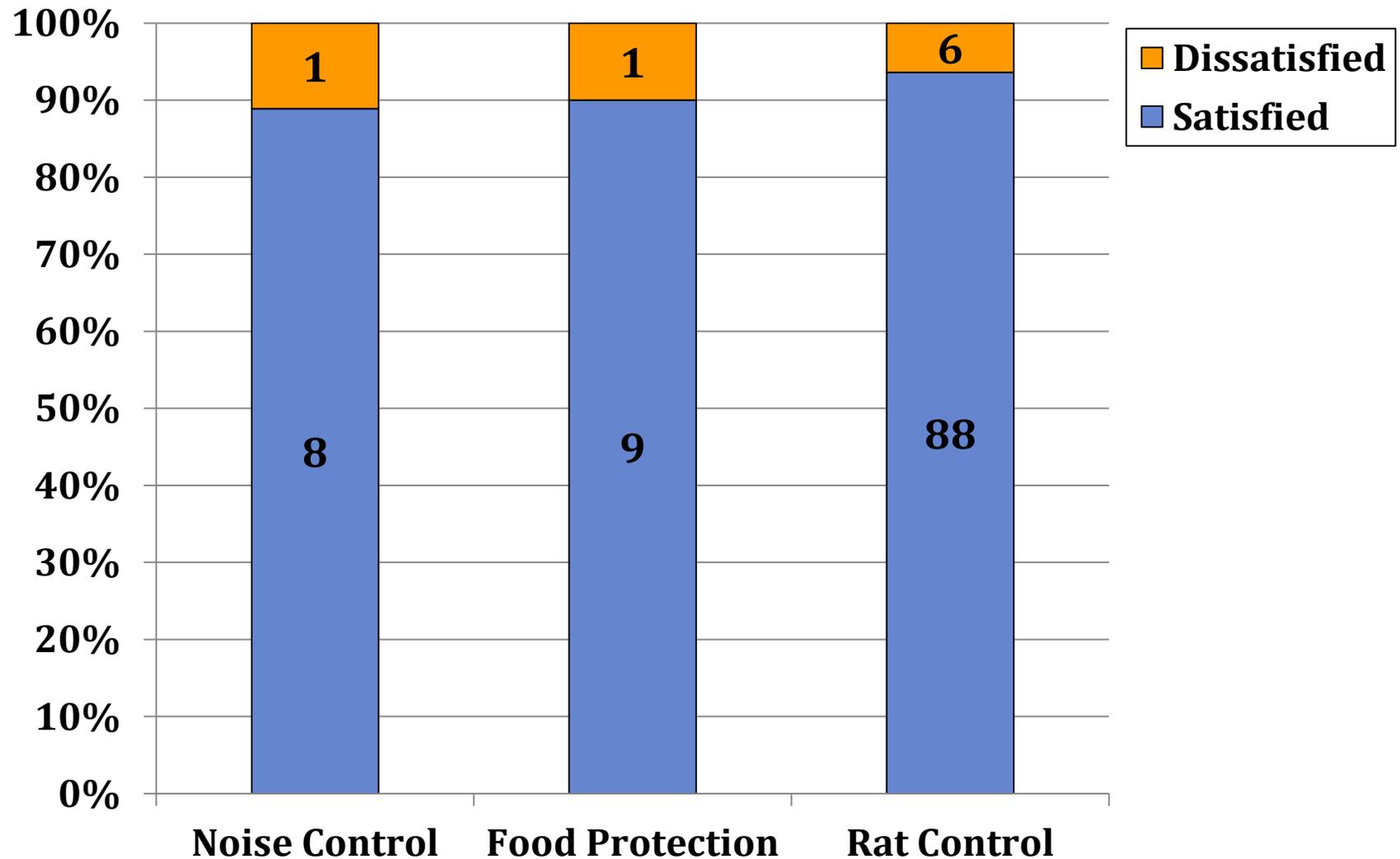
INDICATORS

- 1. % of citizens satisfied with Health Dept services**
- 2. % of customers satisfied with 311 service request outcomes for Health Dept**

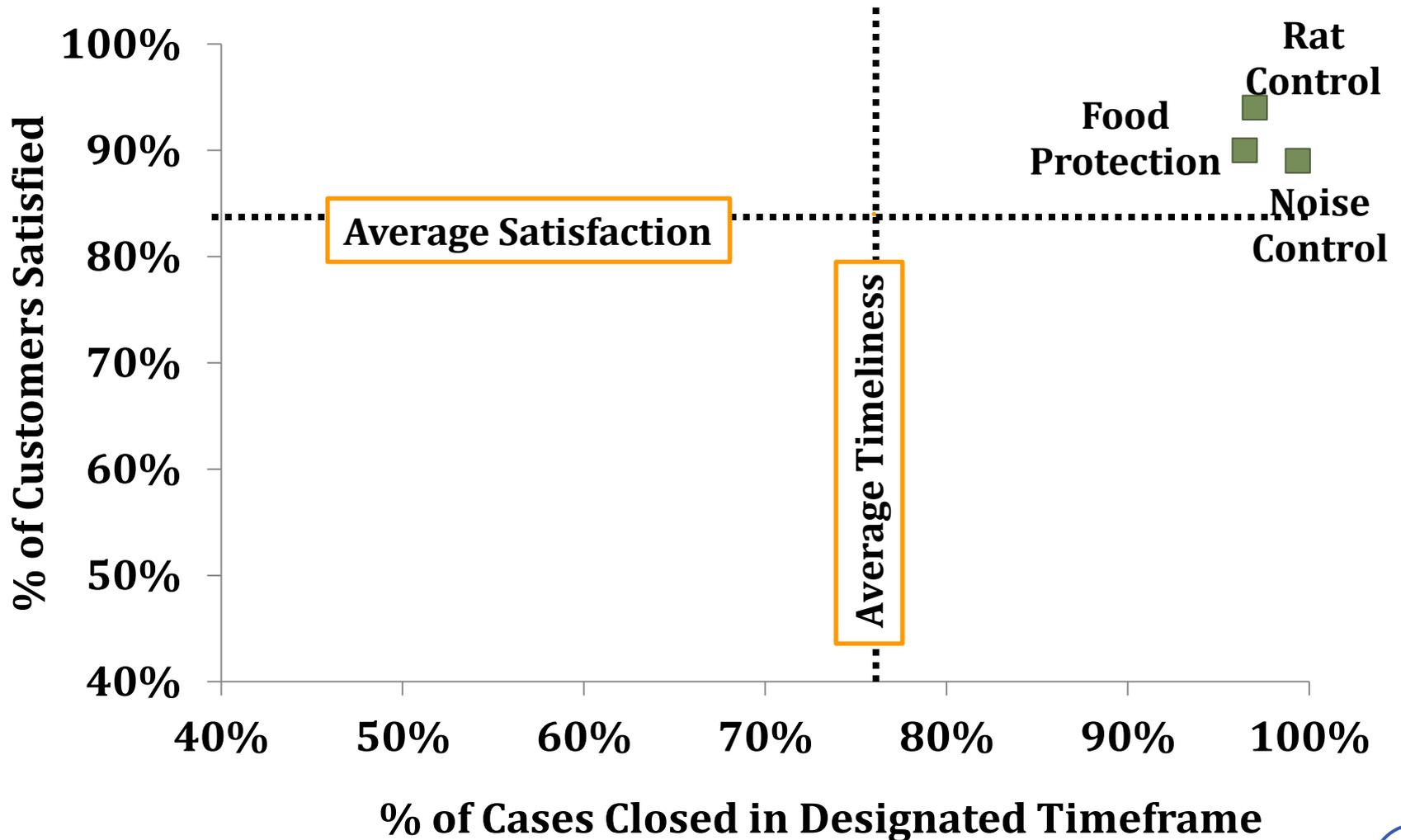
CITIZEN SATISFACTION: HEALTH DEPARTMENT SERVICES



311 CUSTOMER SATISFACTION: HEALTH SERVICES (MAY-DECEMBER 2013)



HEALTH DEPT 311 MATRIX – MAY-DECEMBER 2013



Final Thoughts or Questions?

