NEIGHBORHOOD LIVABILITY

AUGUST 19, 2014

TARGET BLIGHT IN UNDERDEVELOPED PARTS OF THE CITY

CITIZEN SATISFACTION WITH CODE ENFORCEMENT

Neighborhood Livability

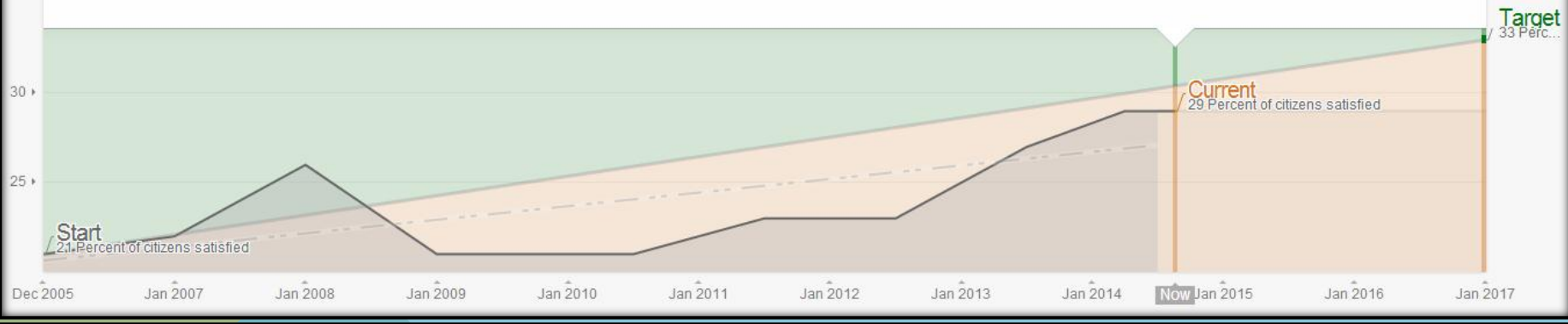
Reduce blight in the City's neighborhoods

The key measurement for this priority is citizen satisfaction with the enforcement of litter and debris clean up on private property. The goal is to increase satisfaction by at least 2% per year, which translates into a goal of 33% by 2016. Explore the data›

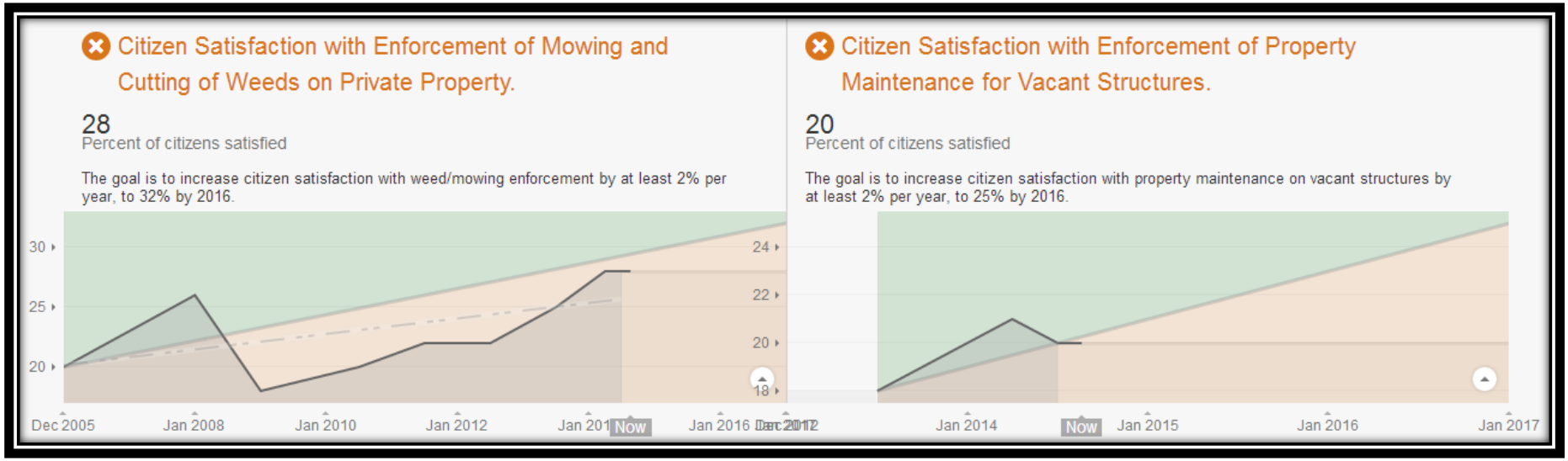
29 Percent of citizens satisfied
Current as of Jul 2014

33 Percent of citizens satisfied
Jan 2017 Target

Needs Improvement
Hide chart

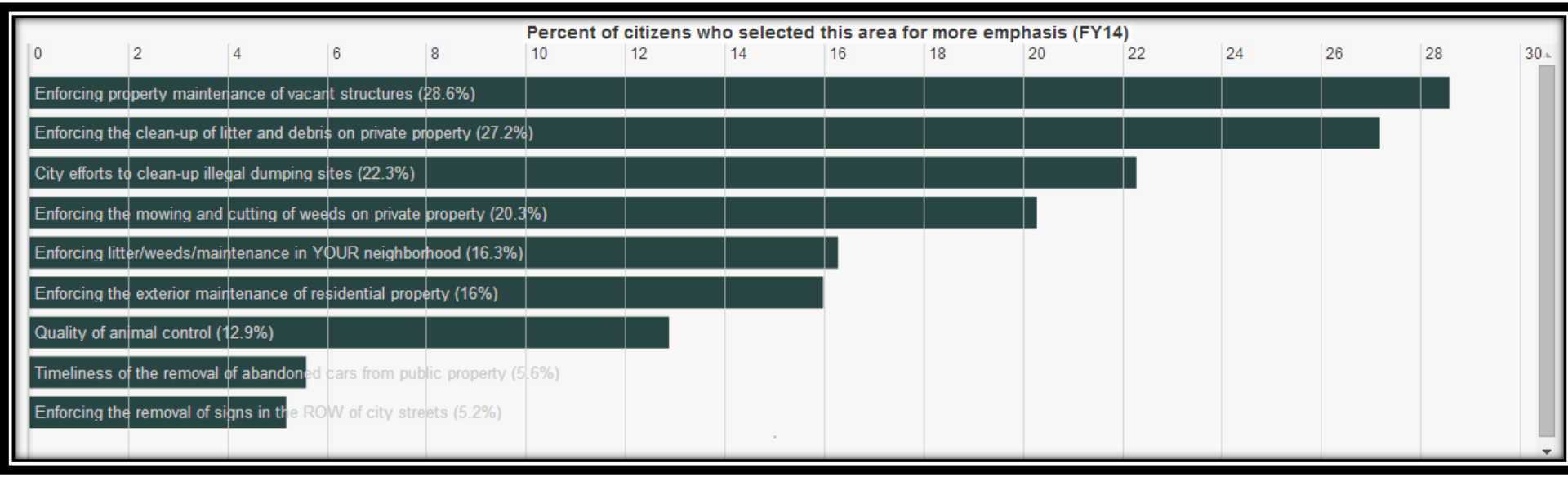


CITIZEN SATISFACTION WITH CODE ENFORCEMENT



Source: kcstat.kcmo.org

CITIZEN EMPHASIS ON NEIGHBORHOOD SERVICES



Source: kcstat.kcmo.org

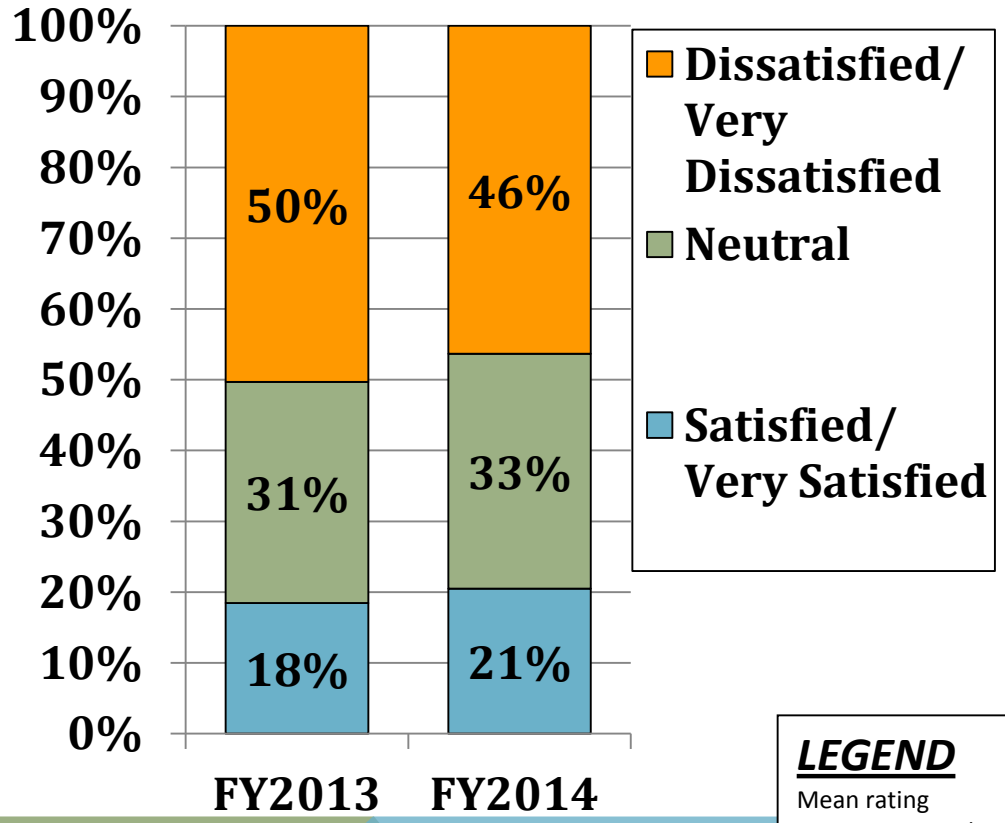
CITIZEN EMPHASIS WITHIN NEIGHBORHOOD SERVICES

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

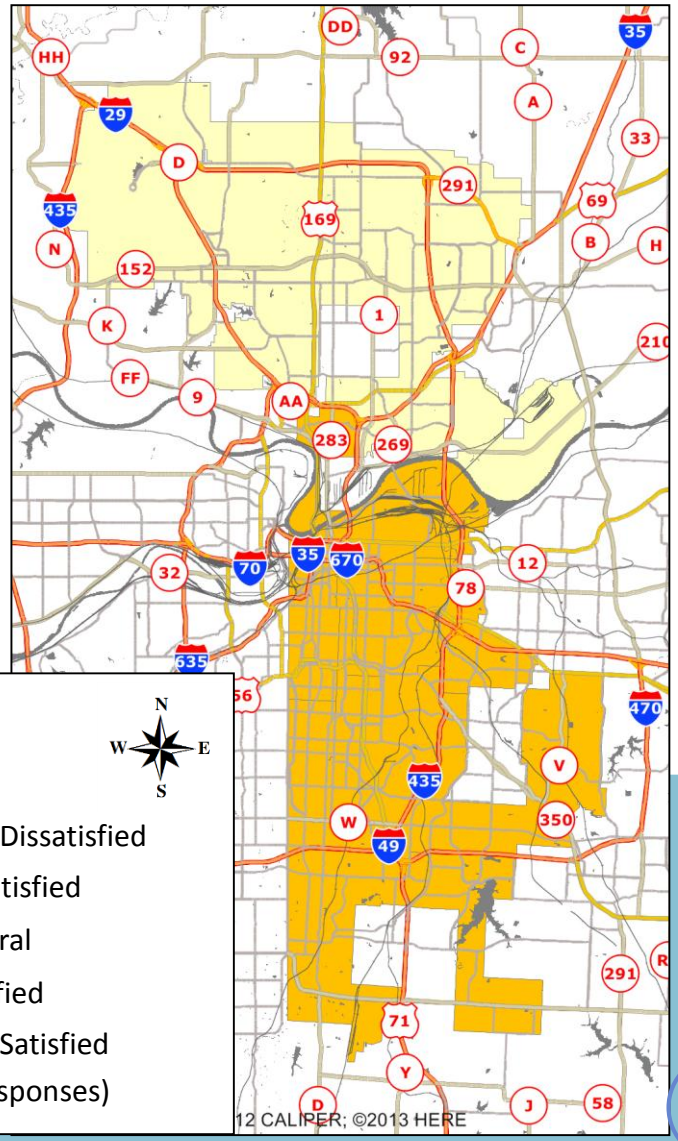
Source: Citizen Survey FY2014

I-S Rank = Importance * (1-Satisfaction)

CITIZEN SATISFACTION WITH ENFORCING MAINTENANCE OF VACANT STRUCTURES

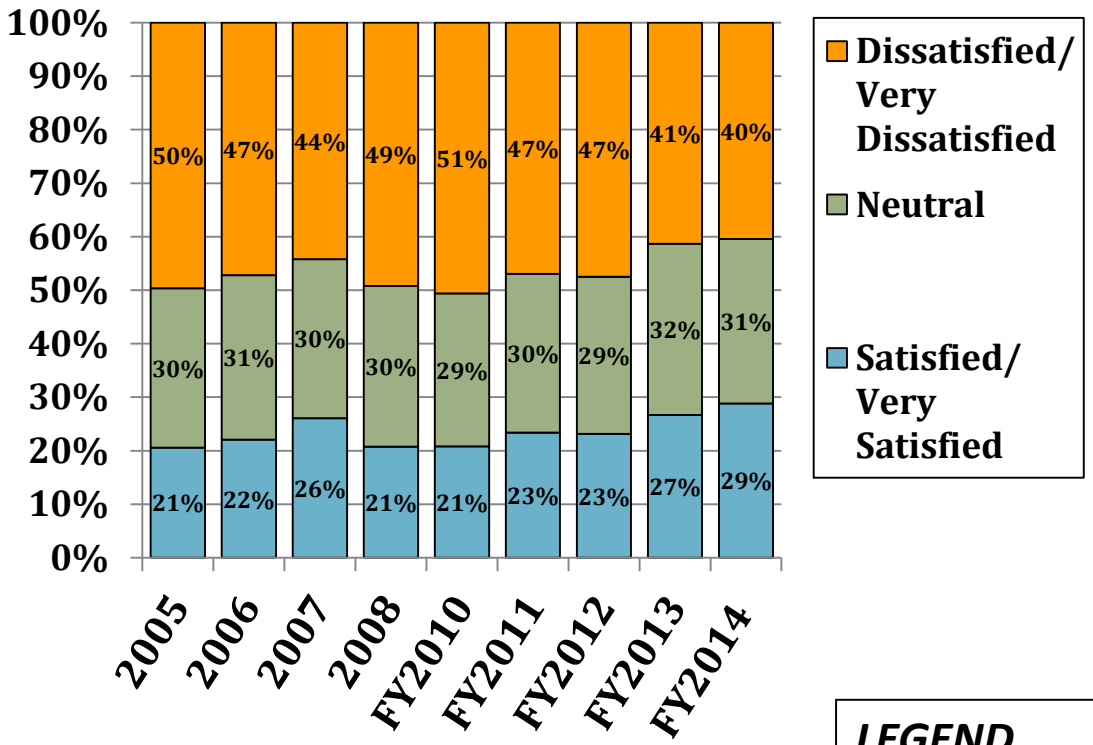


FY14

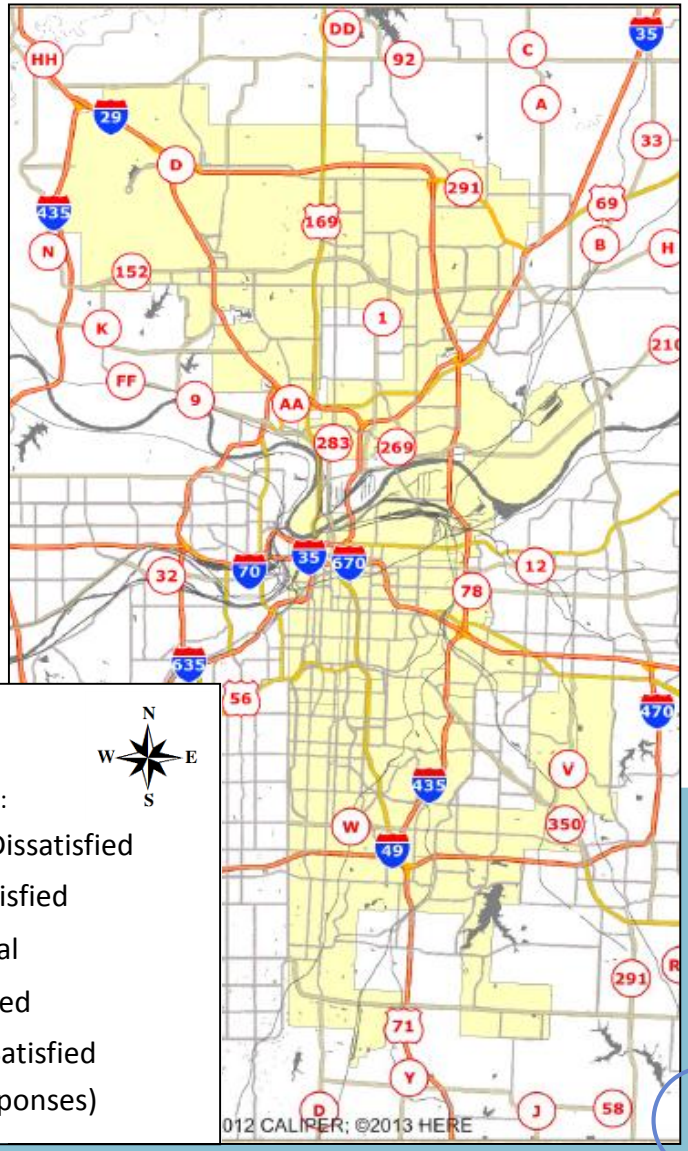


Source: Citizen Survey FY2013, FY2014

CITIZEN SATISFACTION WITH ENFORCING CLEAN UP OF LITTER/DEBRIS ON PRIVATE PROPERTY



FY14



LEGEND

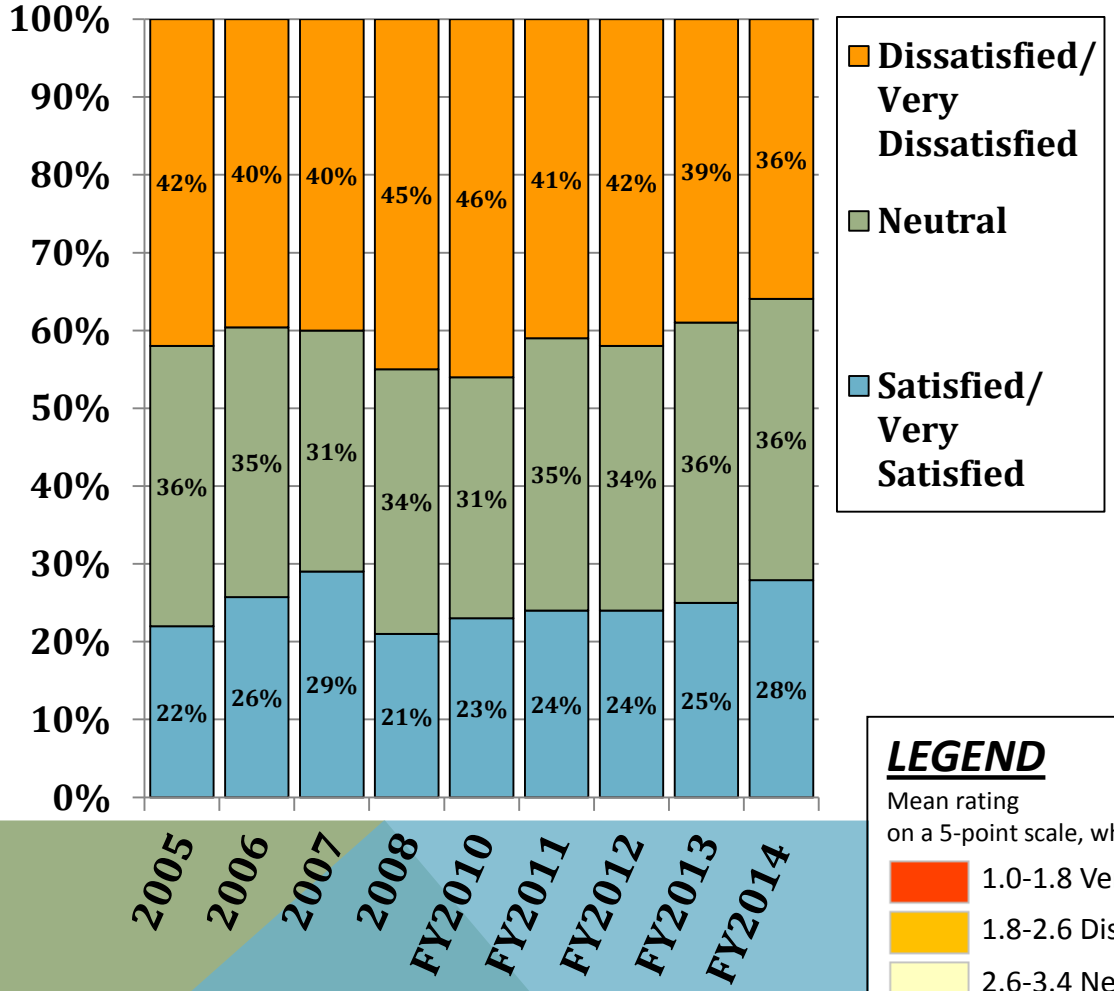
Mean rating
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

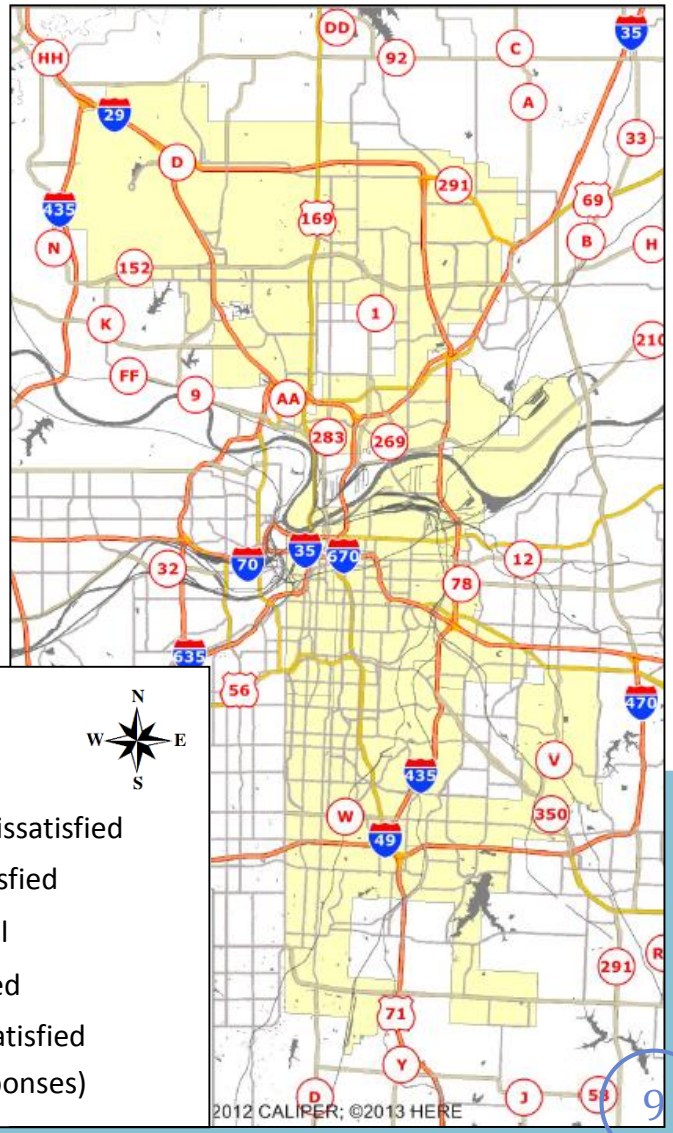
N W E S

Source: Citizen Survey 2005-FY2014

CITIZEN SATISFACTION WITH EXTERIOR MAINTENANCE

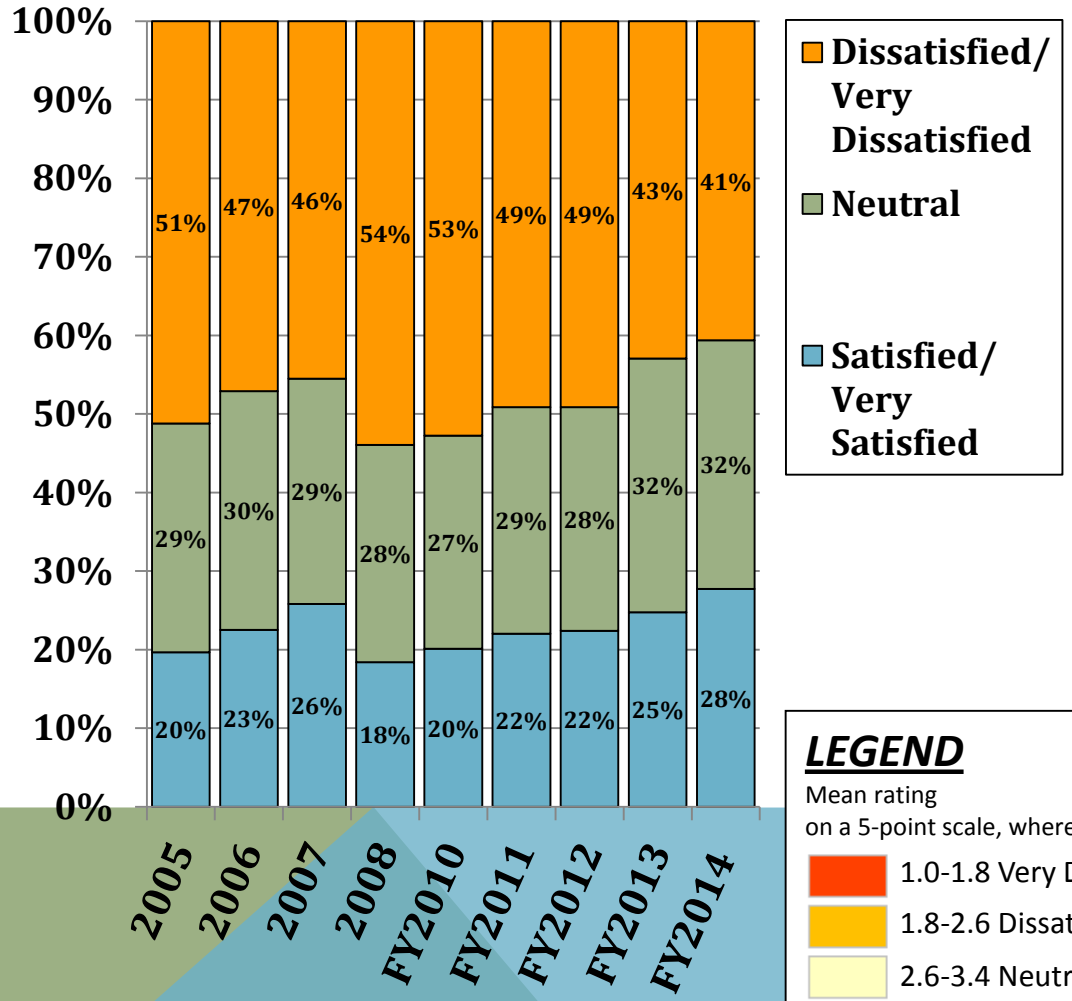


FY14

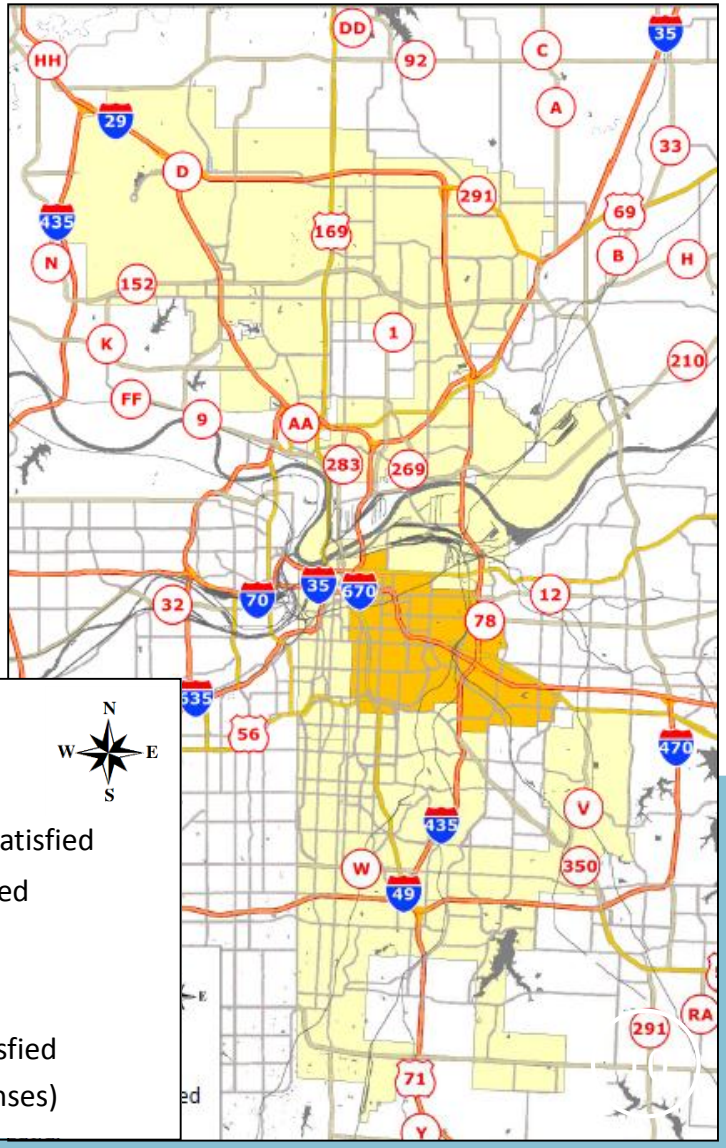


Source: Citizen Survey 2005-FY2014

CITIZEN SATISFACTION WITH ENFORCING THE MOWING AND CUTTING OF WEEDS ON PRIVATE PROPERTY



FY14



LEGEND

Mean rating on a 5-point scale, where:

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- 1.8-2.6 Dissatisfied
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- 4.2-5.0 Very Satisfied
- Other (no responses)

Source: Citizen Survey 2005-FY2014 Mid-Year

CODE ENFORCEMENT ACTIVITY

2014 MOWING SEASON SNAPSHOT: NEIGHBORHOOD PRESERVATION

	2013 Mowing Season	2014 Mowing Season (YTD)
# of private properties abated	1,071	753
# of Land Bank/Homesteading properties abated	4,123	4,270

Source: Neighborhood and Housing Services Department

YOUTH EMPLOYMENT THRU ADOPT-A-NEIGHBORHOOD (2014)

Organization	Youth (Ages 15-18)	Young Adults (Ages 19-25)	Adults (over 25)
Blue Hills			
100 Men of Blue Hills	3	5	11
Ivanhoe	1	2	1
Key Coalition			
Marlborough Community Coalition and Manheim Park (Urban Rangers)	28	7	1
Marlborough East	0	0	3
Twelfth St. Heritage			
Voices of the People	6	4	7
Washington Wheatley	0	0	3
Total	**38**	**18**	**26**

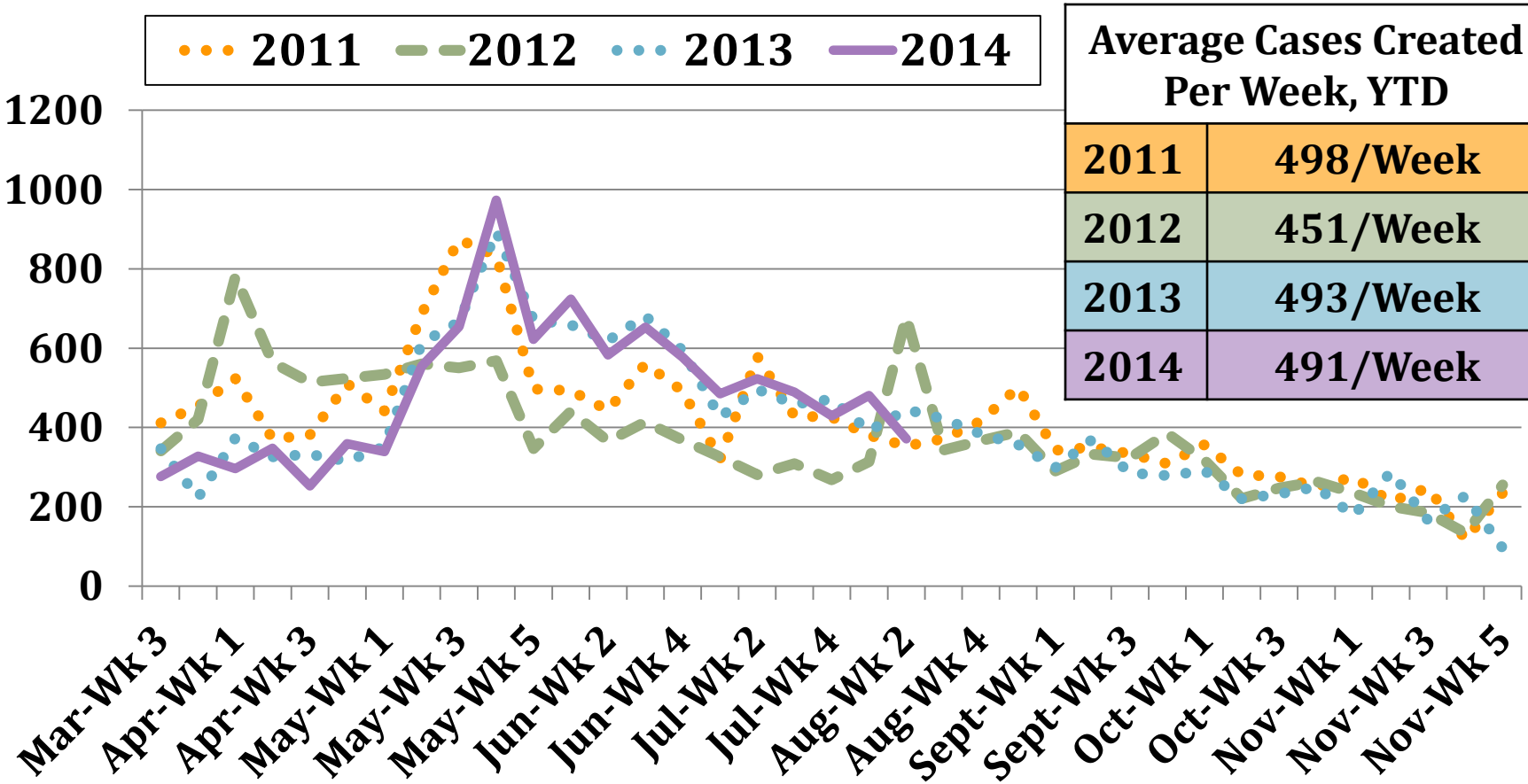
Source: Neighborhood and Housing Services Department

VOLUNTEER INSPECTOR PROGRAM 2013 OUTCOMES

	March – August 14, 2013	March – August 14, 2014
Cases Opened	75	58
Cases Closed	85	53
Median Days to Close	54	134
Cases Remaining Open	71	77
Median Days Open	147	273

Source: NHS; Peoplesoft CRM 311 Service Request System

PROPERTY VIOLATION CASES CREATED EACH WEEK



Average Cases Created Per Week, YTD	
2011	498/Week
2012	451/Week
2013	493/Week
2014	491/Week

Historic NPD inspector staffing levels

2011 61

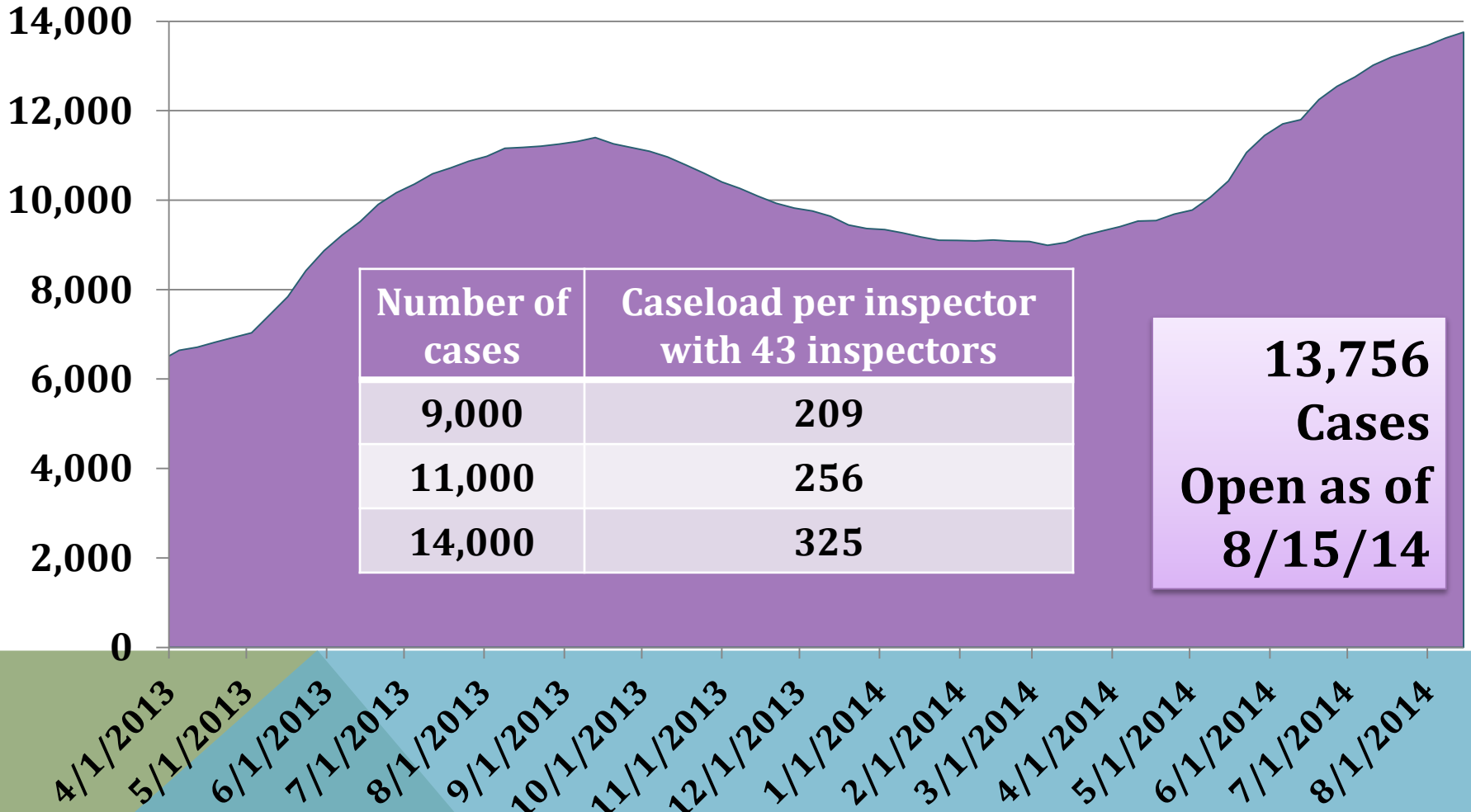
2012 59

2013 53

2014 52

Source: Peoplesoft CRM 311 Service Request System; NHS

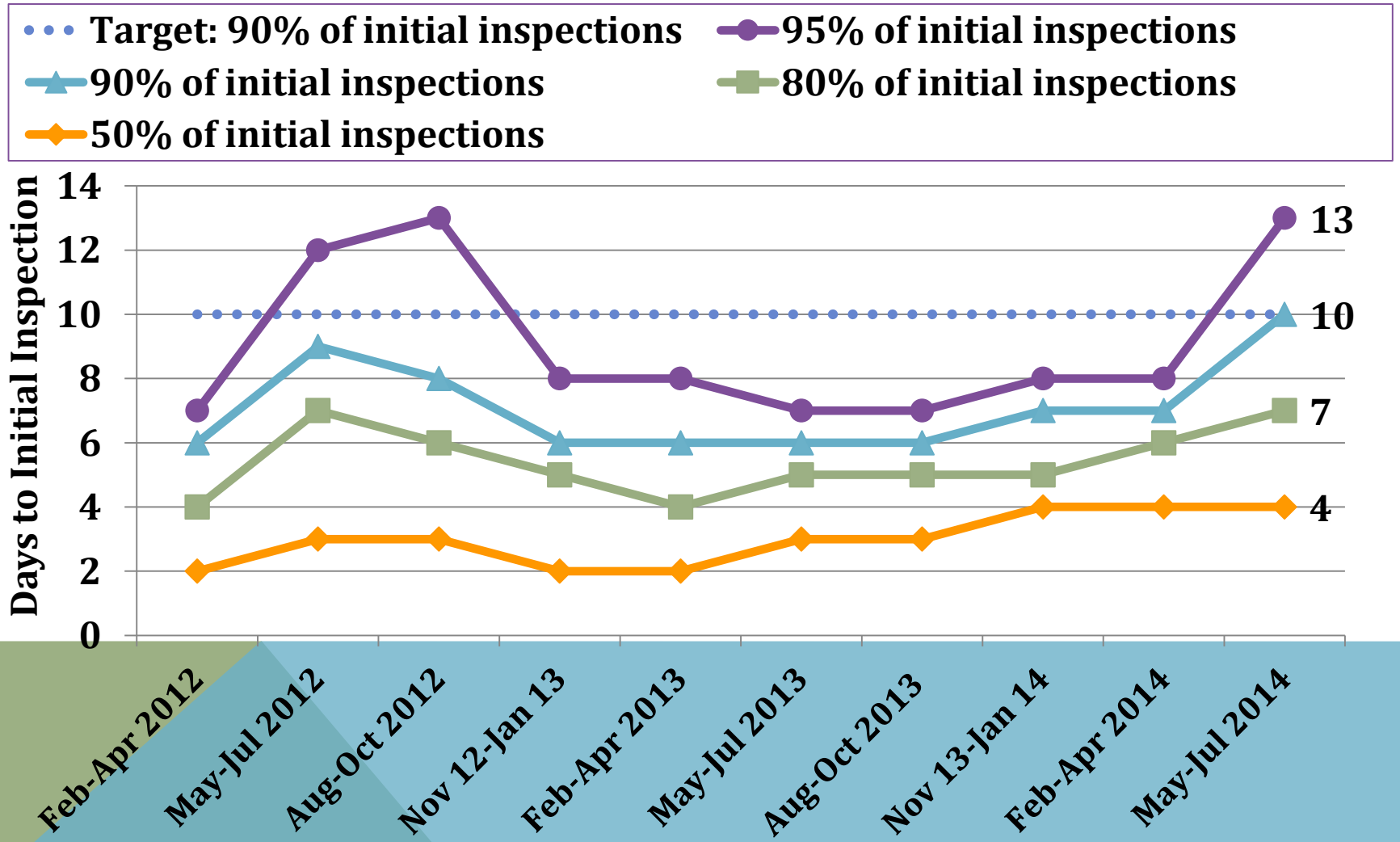
PROPERTY VIOLATION CASES REMAINING OPEN



Number of cases	Caseload per inspector with 43 inspectors
9,000	209
11,000	256
14,000	325

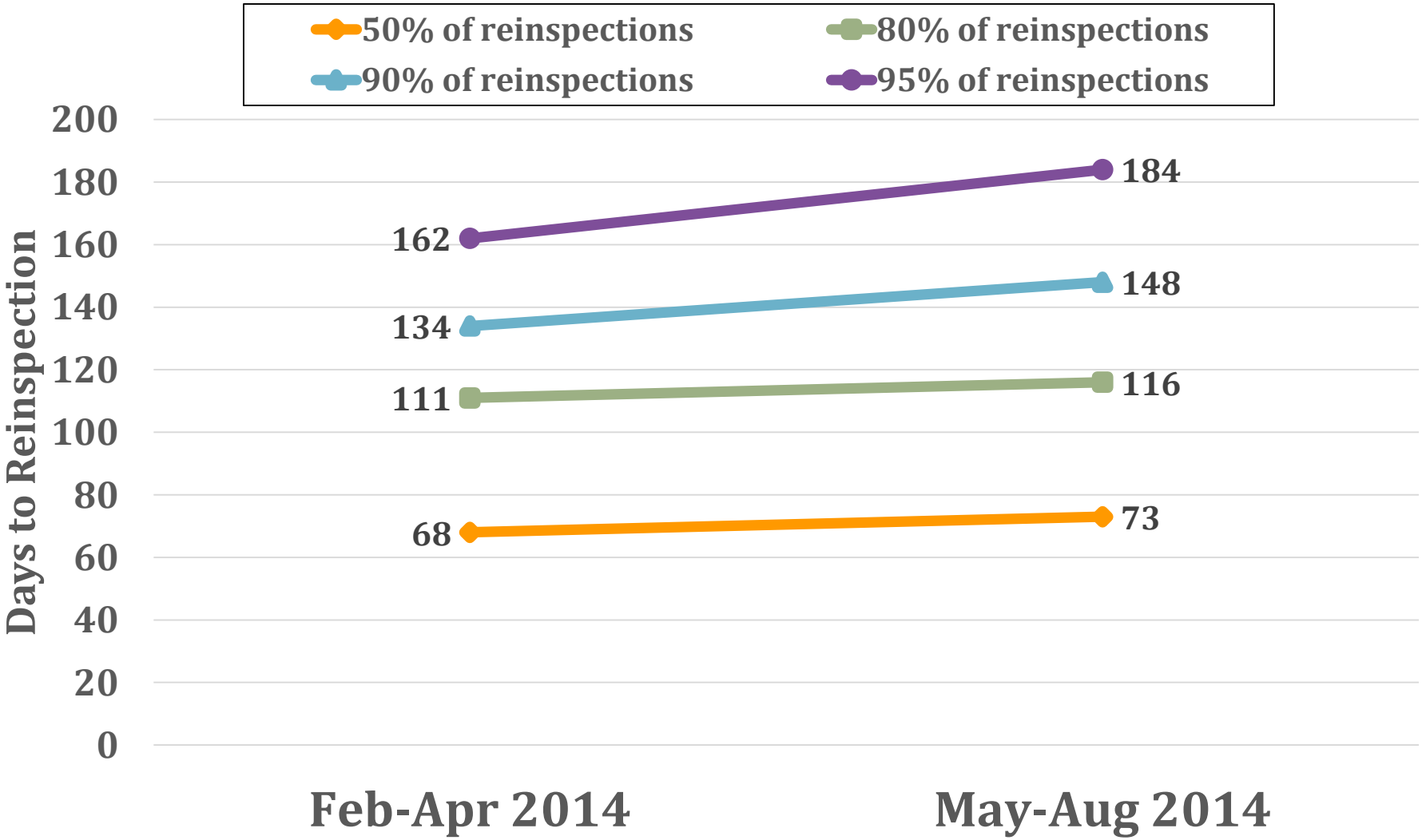
Source: Peoplesoft CRM 311 Service Request System

DAYS TO INITIAL INSPECTIONS FOR NEIGHBORHOOD PRESERVATION



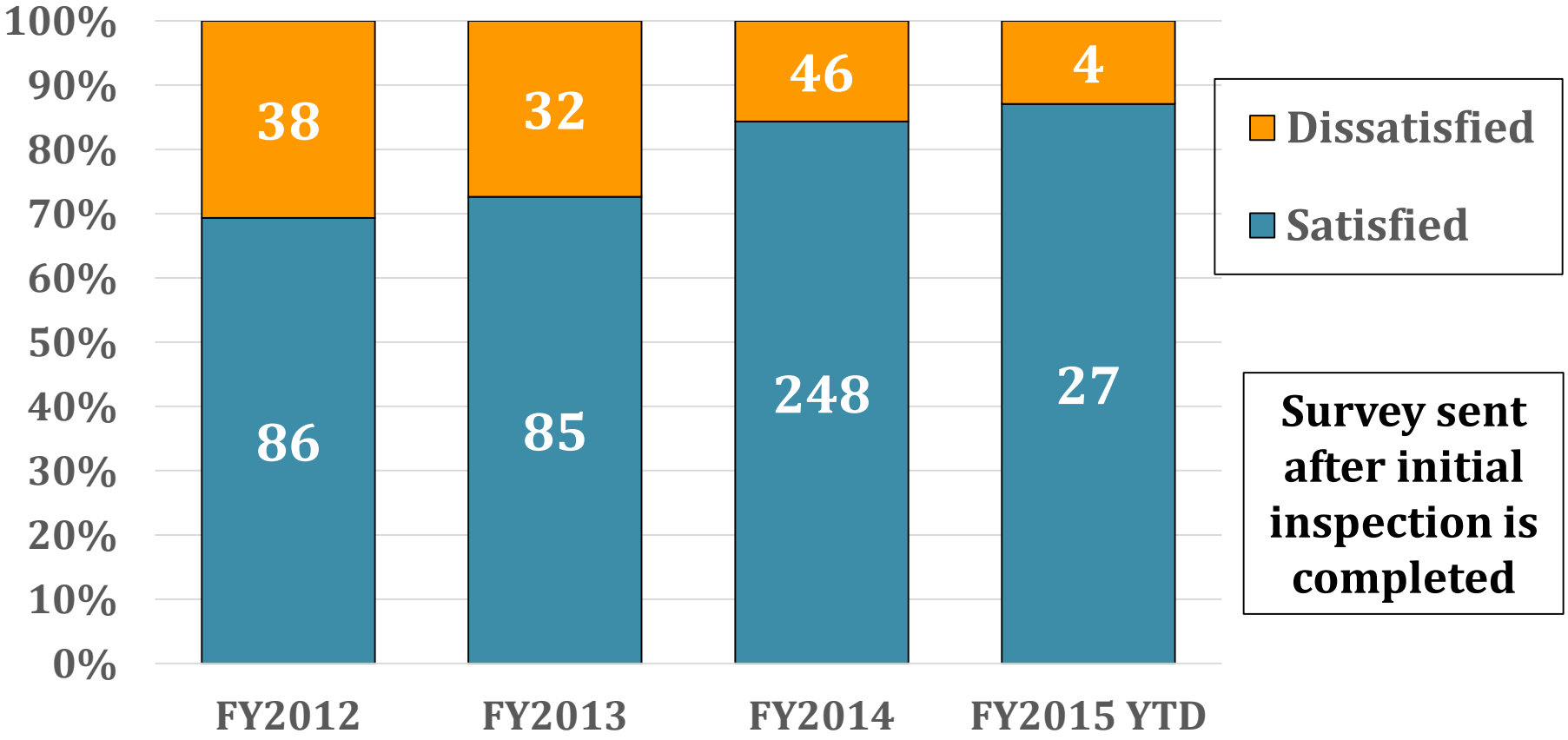
Source: Peoplesoft Field Services System

DAYS BETWEEN REINSPECTION FOR NEIGHBORHOOD PRESERVATION



Source: Peoplesoft Field Services System

311 CUSTOMER SURVEY: NEIGHBORHOOD PRESERVATION



Source: 311 Customer Survey

DANGEROUS BUILDING DEMOLITION

STRATEGIC DANGEROUS BUILDING DEMOLITION

	East Patrol	Emergency	Land Bank	Marlborough	Green Impact Zone/UNI
Completed	38	8	9		133
In Progress	14	1	31		
Pending	10	22		50	
Owner Repair	14				

Exploring partnership with private sector for demolitions in targeted areas

Source: Neighborhood and Housing Services Department

DANGEROUS BUILDING SNAPSHOT SUMMARY

1,169

Buildings on Dangerous Building List,
January 31, 2014

1,198

Buildings on Dangerous Building List,
May 3rd, 2014

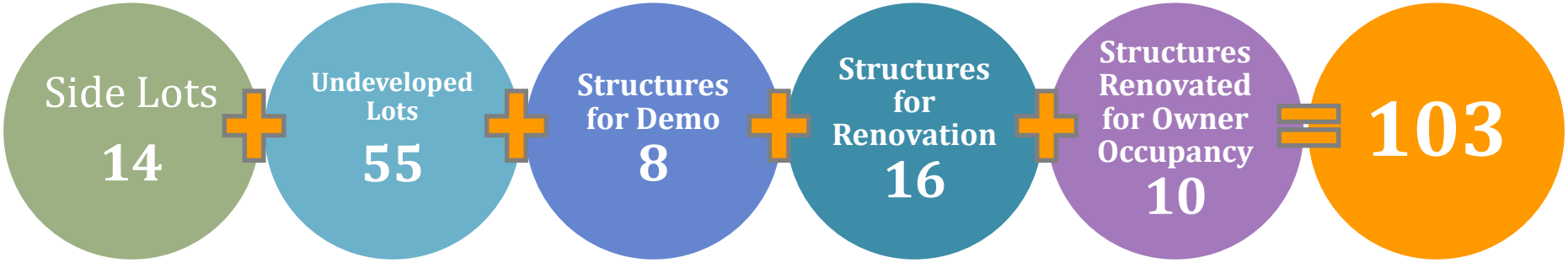
1,164

Buildings on Dangerous Building List,
August 12th, 2014

Source: Peoplesoft Field Services

LAND BANK

LAND BANK PROPERTIES SOLD

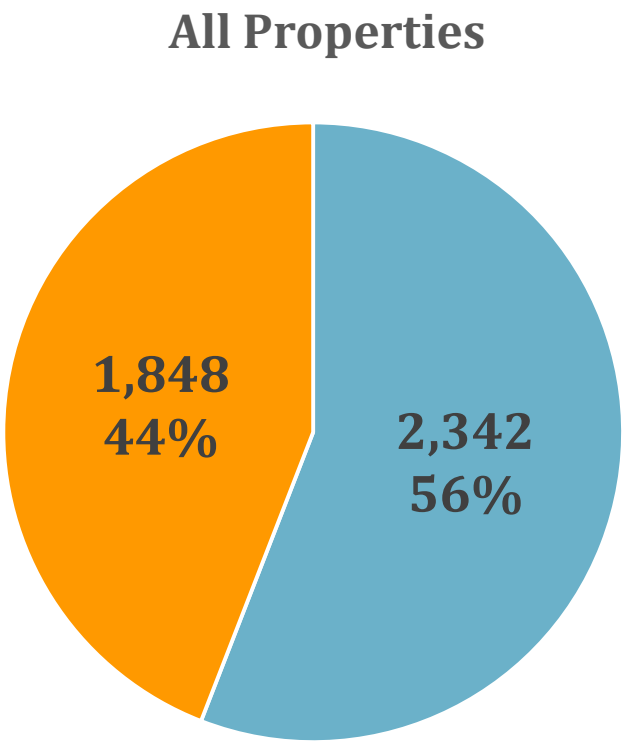


Pending sales (approved but not closed) = 115

Total Available Properties for Sale: 4,087

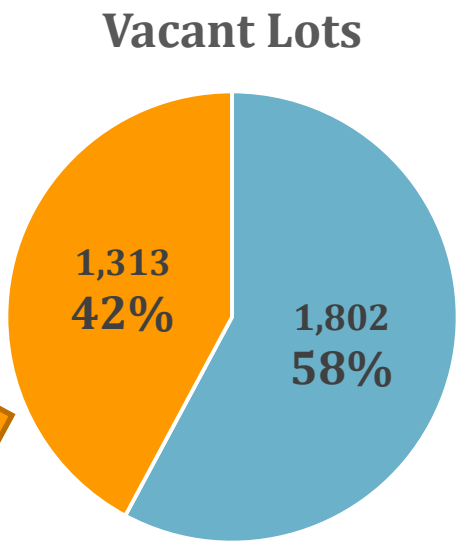
Source: Land Bank

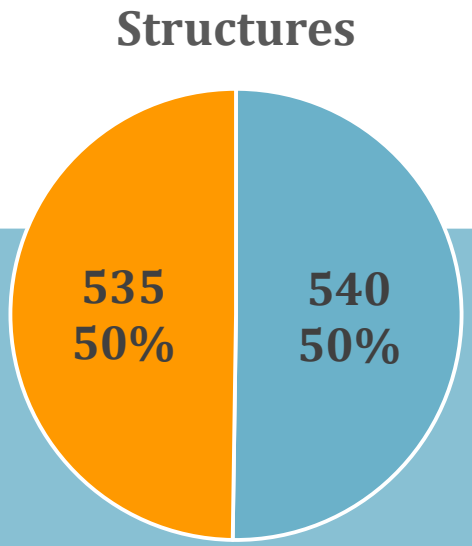
REVIEW/ASSESSMENT OF PROPERTIES



Assessed
Unassessed

600 will be imported into database next week





420 of unassessed structures are from most recent tax sale

56 have been evaluated but not yet added to database

Source: Land Bank

MARKETING OPPORTUNITIES

- Land Bank metal signs
- Direct marketing with neighborhood associations
- Flyers in City employee paychecks
- Targeted inventories for neighborhood associations to include in newsletters
- Educational speaking engagements
- Other involvement in neighborhoods through NHS department
- Through existing partnerships
- Websites

PARTNERSHIP OPPORTUNITIES

Vacant Lot Task Force	• Reviewed preliminary report and provided comments
Neighborhood Associations	• Ongoing communication efforts underway
Private Company	• Partnership for demolition of 25 Land Bank houses as philanthropy
Realtor Association	• Discussions ongoing re: using REO agents for selling
Shafer Kline Warren	• Interested in sponsoring inner city baseball fields
Petsmart	• Possible lead - sponsors neighborhood dog parks on vacant lots
Private Foundations	• Future lead – grants for demos, clean-up of lots, etc.
Historic Kansas City	• Speaking engagement scheduled
International Right of Way Association	• Speaking engagement scheduled

PROVIDE SAFE AND WELL MAINTAINED PARKS AND COMMUNITY CENTERS

CITIZEN SATISFACTION WITH PARK MAINTENANCE

Neighborhood Livability

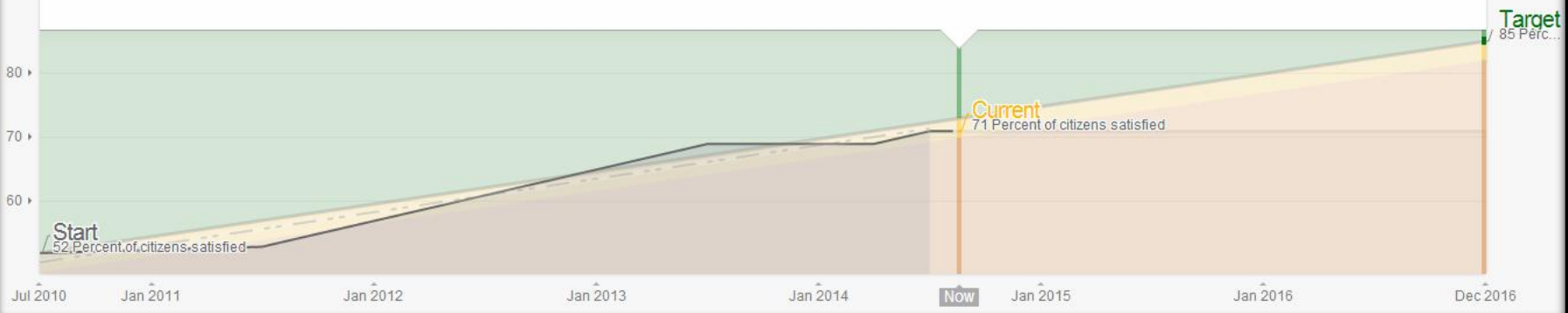
Provide safe and well-maintained parks, community centers, and other facilities that have amenities our residents want.

The key measurement for this priority is the percent of citizens who are satisfied with the quality of park maintenance. The goal is to increase satisfaction to 85% by 2016. Explore the data›

71 Percent of citizens satisfied
Current as of Jul 2014

85 Percent of citizens satisfied
Dec 2016 Target

Near Target
Hide chart



Source: kcstat.kcmo.org

CITIZEN SATISFACTION WITH COMMUNITY CENTER PROGRAMMING

Source: kcstat.kcmo.org

WHAT'S IMPORTANT TO CITIZENS TO IMPROVE: PARKS

Parks and Recreation Category	Importance	Satisfaction	I-S Rank	I-S FY13
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 and parkways	14%	66%	5	6
Programs/activities at City community centers	9%	48%	6	9
City swimming pools and programs	7%	41%	7	8
Reasonableness of fees charged for rec prgms	7%	45%	8	7
Quality of communication from Parks & Rec	6%	41%	9	11
Quality of facilities (shelters/playgrnds) in prks	11%	66%	10	10
Quality of customer service from Parks empl.	6%	49%	11	5
Quality of outdoor athletic fields	6%	63%	12	13
Maintenance/appearance of City comm cntrs	4%	55%	13	12
Ease of registering for programs	2%	45%	14	14

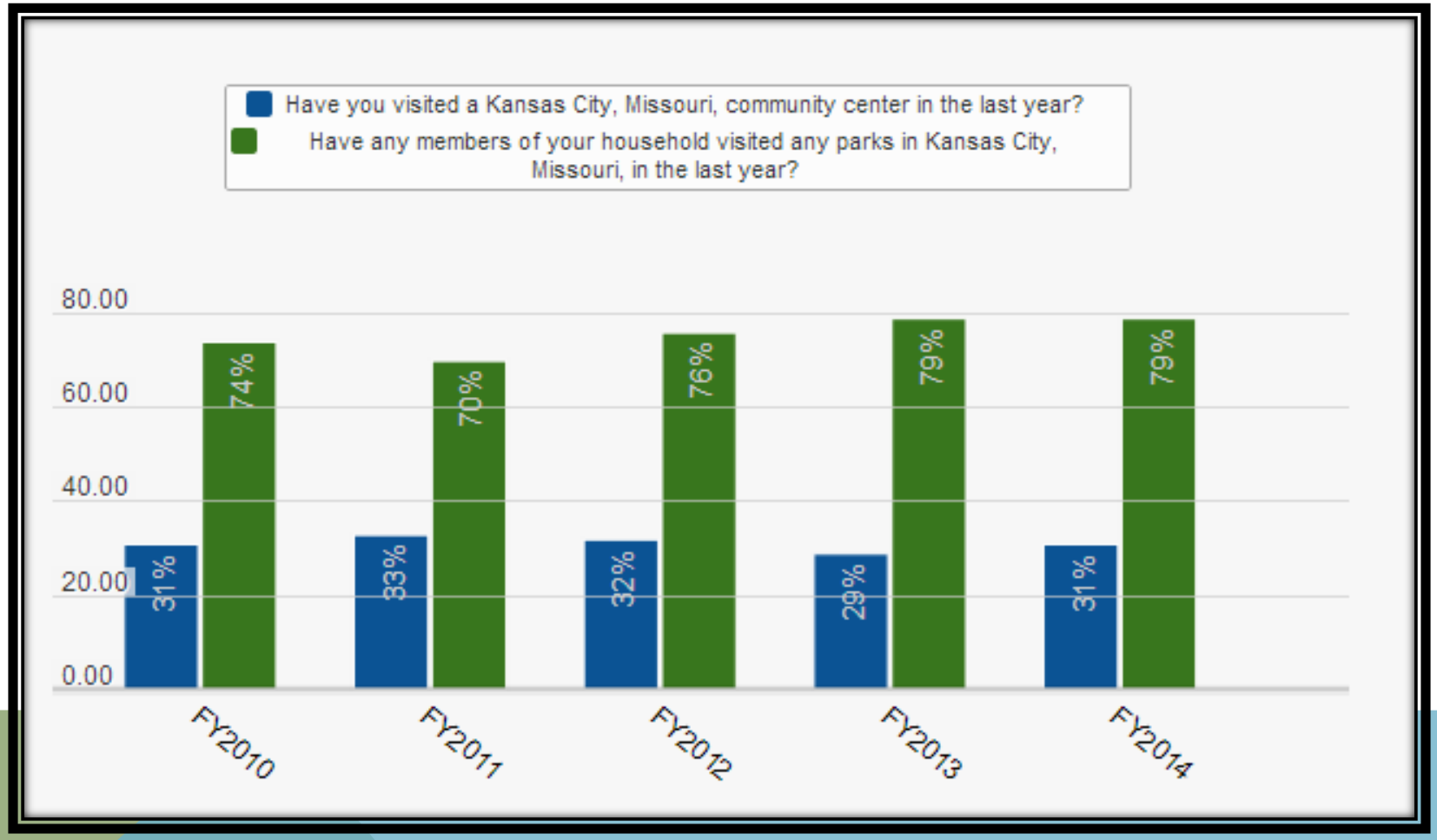
Source: FY14 Citizen Survey

PARKS AND REC SATISFACTION INCREASE BY QUESTION

Question	FY12	FY13	FY14
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

Source: FY12-FY14 Citizen Survey

CITIZEN SATISFACTION: VISITS TO COMMUNITY CENTERS AND PARKS



Source: kcstat.kcmo.org

WHO IS MOST LIKELY TO VISIT CITY PARKS AND COMMUNITY CENTERS?

		Gender/Age	Income	Council District
Parks (79% Overall)	**Most Likely**	Men 25-34 (90%) Men 35-44 (86%) Women 25-34 (85%) Women 35-44 (84%)	$60,000-$99,999 (85%) $100,000 or more (85%)	4th (86%) 6th (83%)
	Least Likely	Men 65+ (61%) Women 65+ (65%)	Under $30,000 (72%)	3rd (73%)
Community Centers (31% Overall)	**Most Likely**	Women 18-24 (39%) Women 25-34 (37%) Women 35-44 (35%) Women 55-64 (34%) Women 65+ (34%)	Under $30,000 (36%)	3rd (41%)
	Least Likely	Men 25-35 (26%) Men 45-54 (26%) Men 55-64 (26%) Men 65+ (27%)	$100,000 or more (25%)	6th (20%)

Source: FY14 Citizen Survey

PARKS SOCIAL MEDIA ANALYTICS JULY 1 - 31, 2014

@KCMOParks
KCMO Parks and Rec

1,766 followers

@ Mentions = 163

Messages sent = 239

Retweets = 216

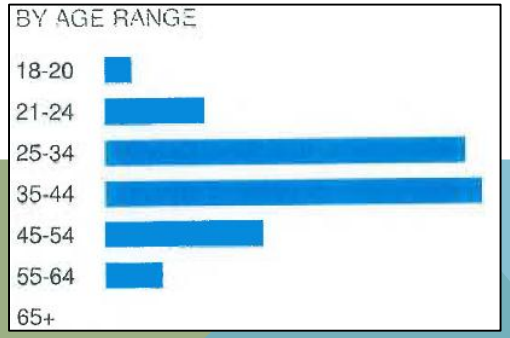
Followers are:

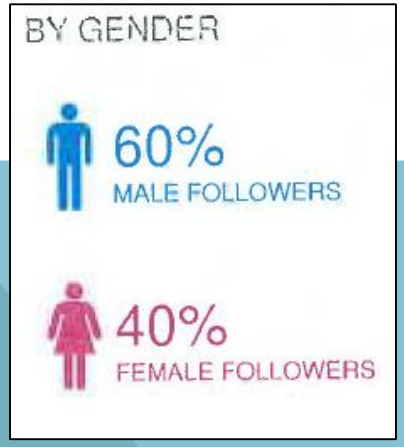
Kansas City, MO Parks and Recreation

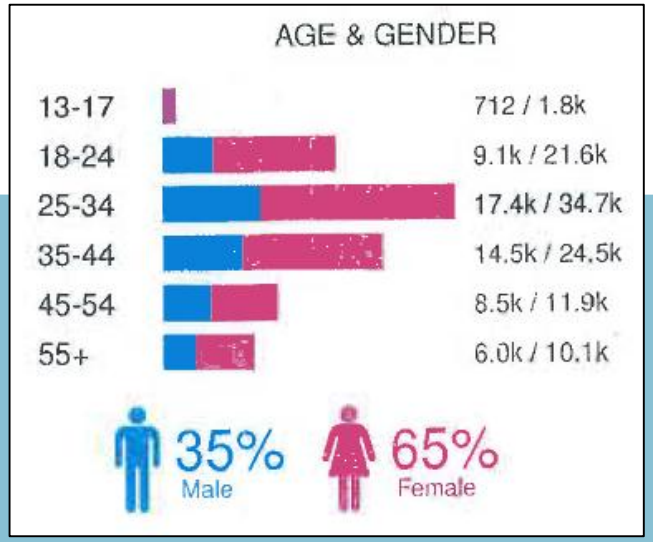
3,340 Likes

Impressions = 287,712 by 163,142 users

Impression Demographics:

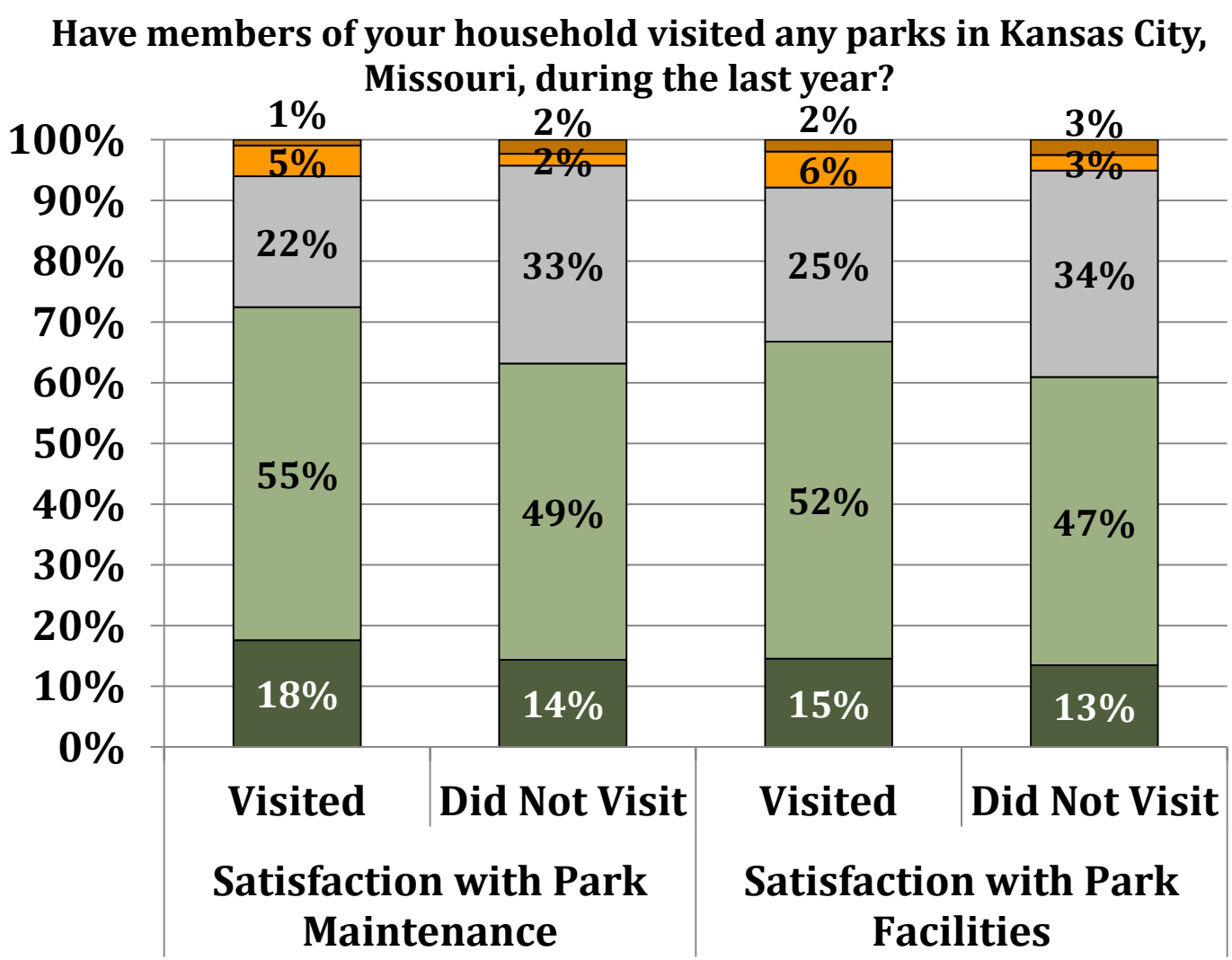






Source: Parks and Recreation

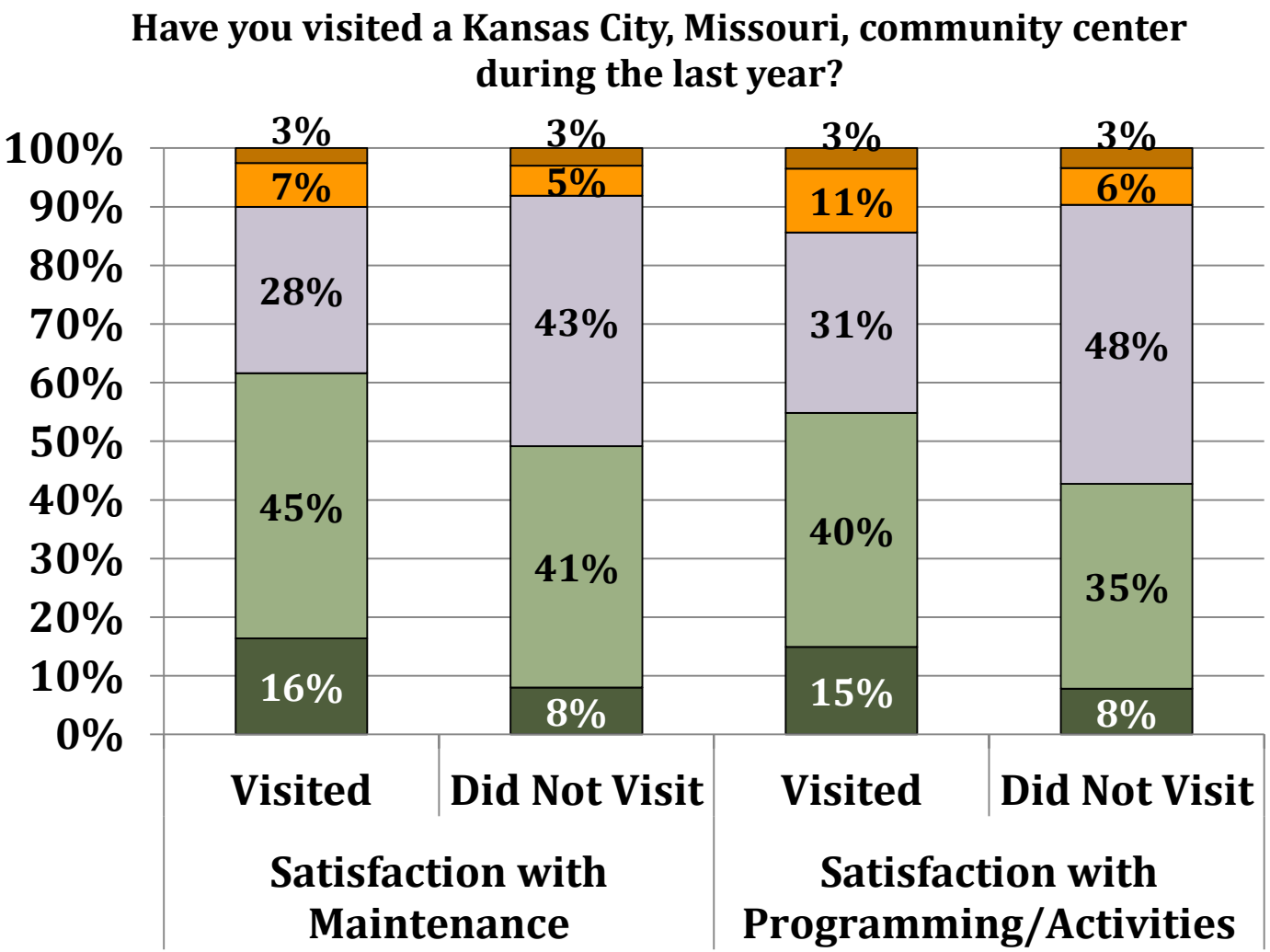
USERS V. NON-USERS: PARKS



In FY14, park visitors are more likely than non-visitors to be **satisfied** with park maintenance and **dissatisfied** with maintenance and facilities. Non-visitors are more likely to be **neutral**.

Source: FY14 Citizen Survey

USERS V. NON-USERS: COMMUNITY CENTERS



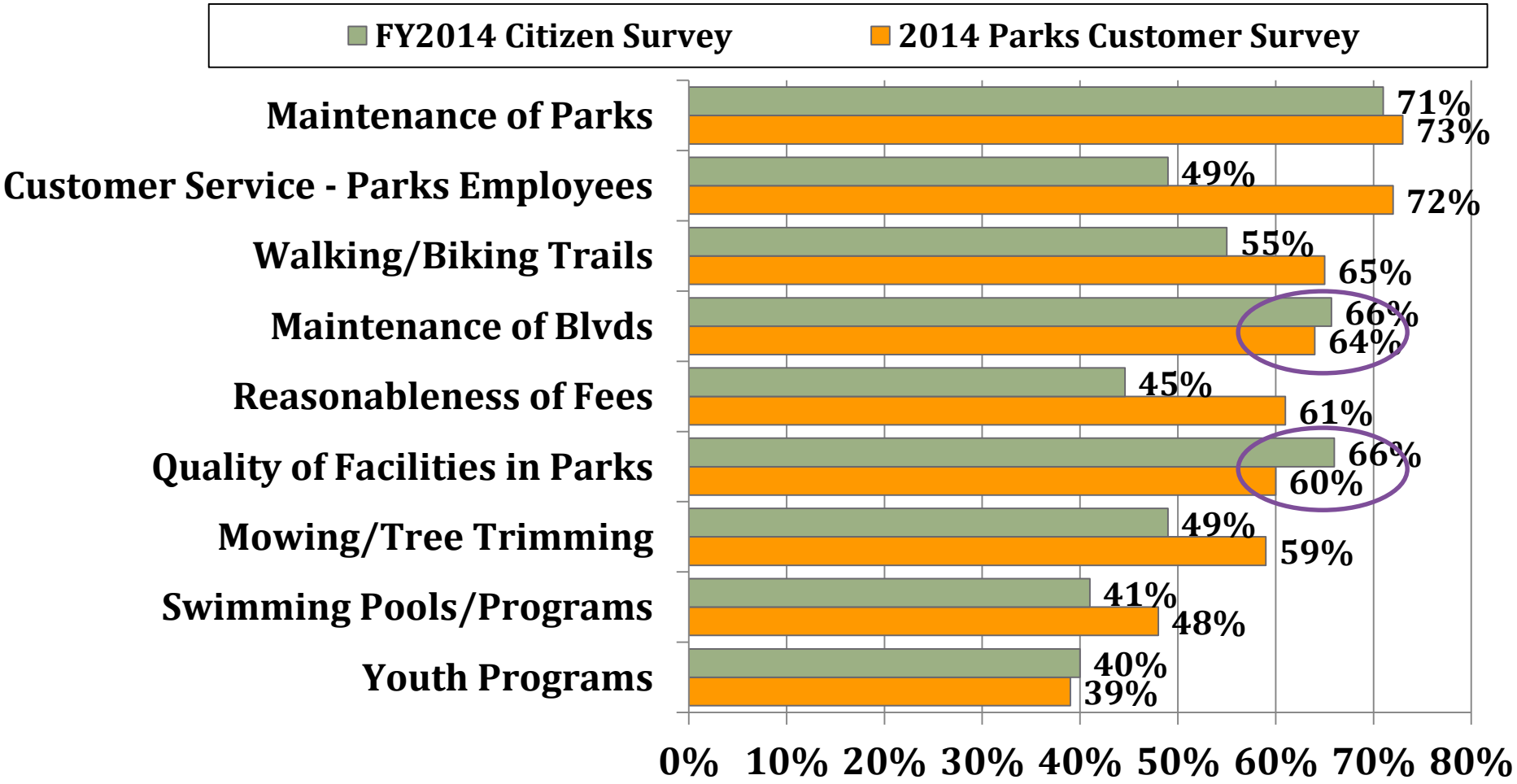
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

In FY14, community center visitors are more likely than non-visitors to be **very satisfied** and **dissatisfied** with maintenance and programming/ activities. Non-visitors are more likely to be **neutral**.

Source: FY14 Citizen Survey

PARKS USER SURVEY COMPARISON WITH CITIZEN SATISFACTION SURVEY

More targeted than Citizen Survey – Parks User Survey was sent to residents actually registered for newsletter updates, programs, etc. with Parks and Recreation



Source: Parks and Recreation

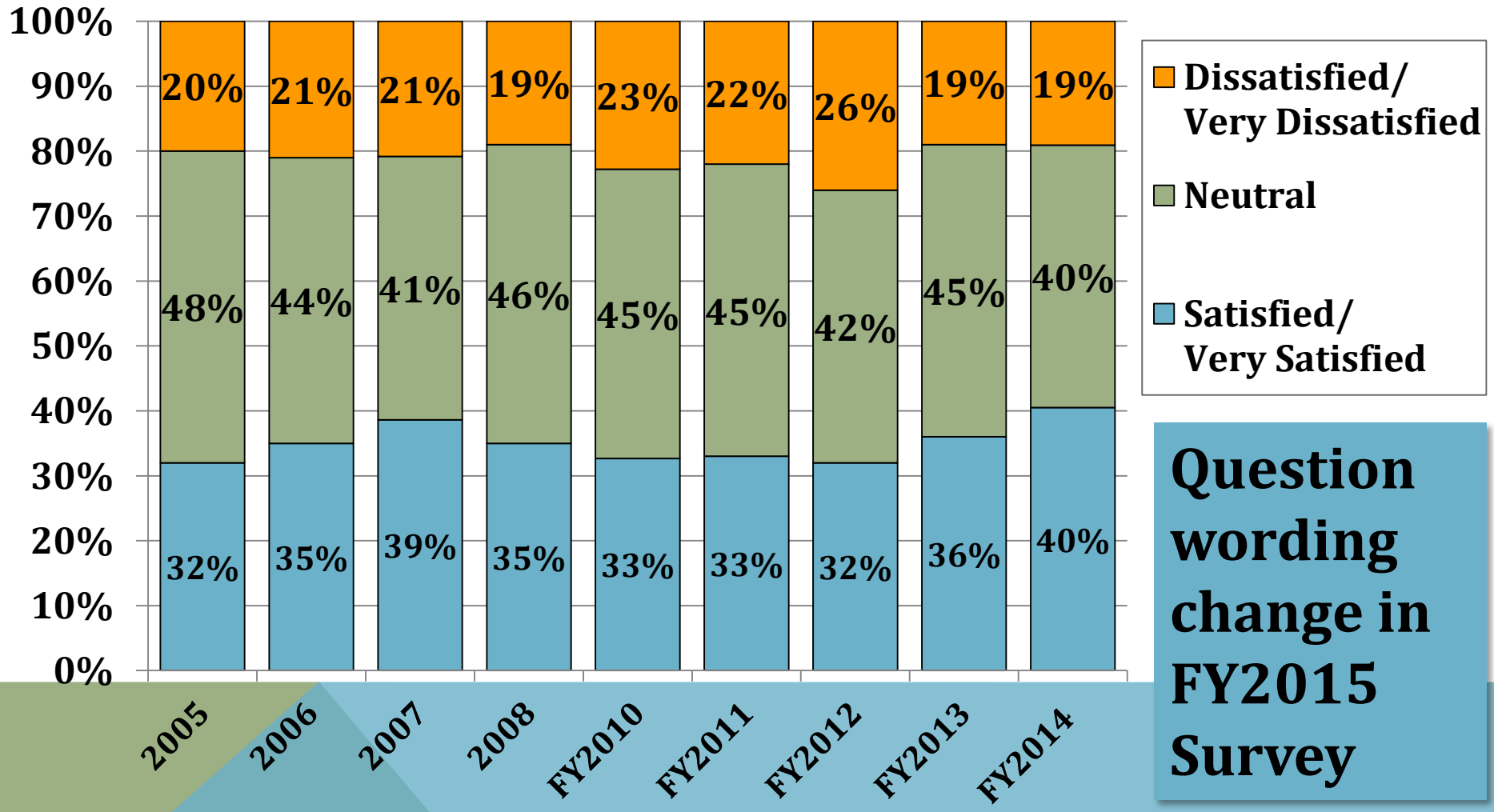
WHO TOOK THESE SURVEYS?

	Demographics	Citizen Survey	Citizen Survey – Parks Users	Citizen Survey – Comm Ctr Users	Parks Survey
Gender	Male	49%	49%	56%	32%
	Female	51%	51%	44%	68%
Age	18-34	22%	24%	24%	
	20-39				19%
	35-54	39%	41%	39%	
	40-59				49%
	55+	39%	36%	37%	
	60+				30%
	KCMO Resident	100%	100%	100%	77%

Parks staff also distributed survey link to Mayor's Nights Programs and through social media

YOUTH SUMMER ACTIVITY PROGRAMS

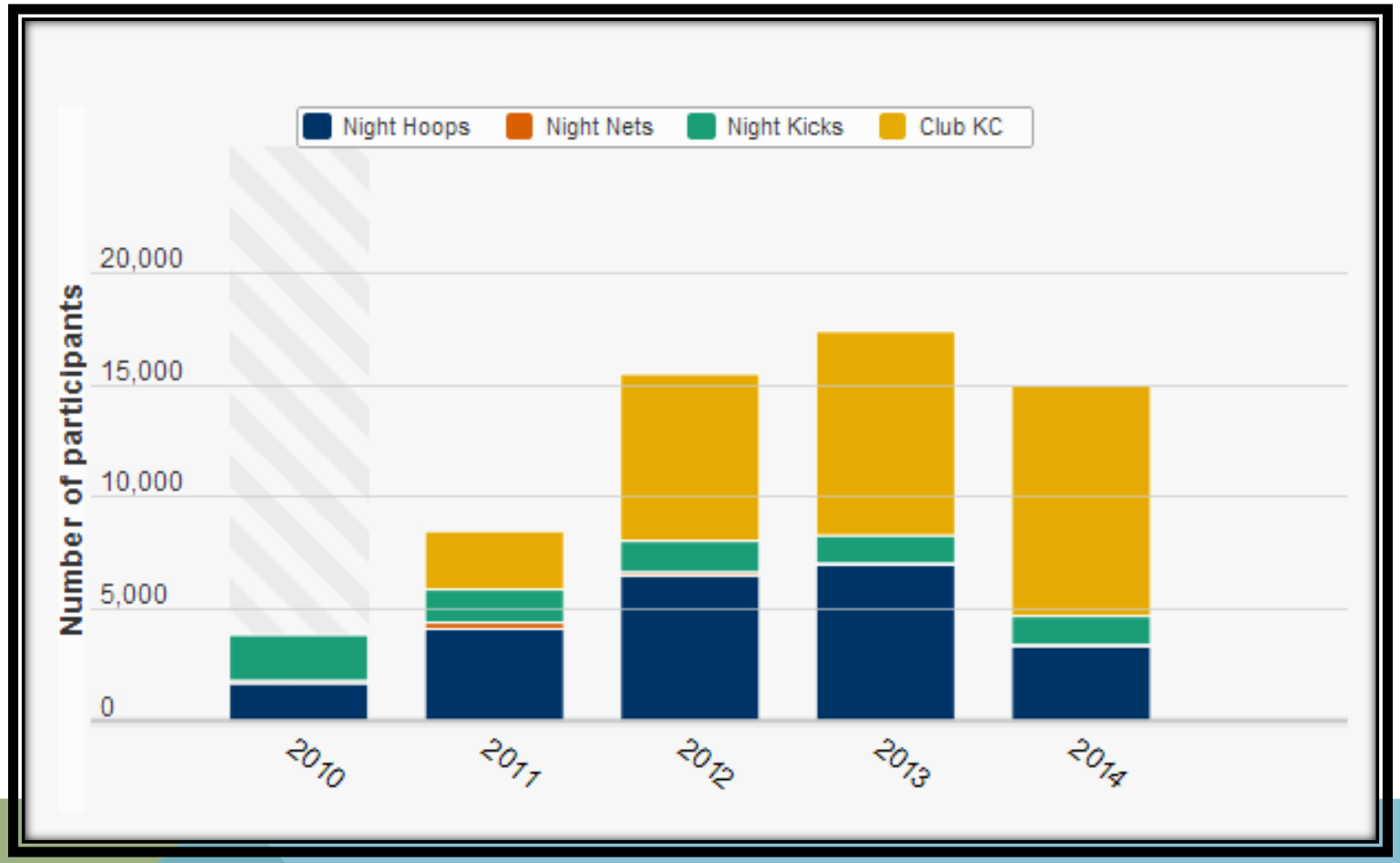
CITIZEN SATISFACTION WITH YOUTH ATHLETIC PROGRAMS



Question wording change in FY2015 Survey

Source: Citizen Survey, 2005-FY2014 Mid-Year

YOUTH SUMMER ACTIVITY PARTICIPANTS



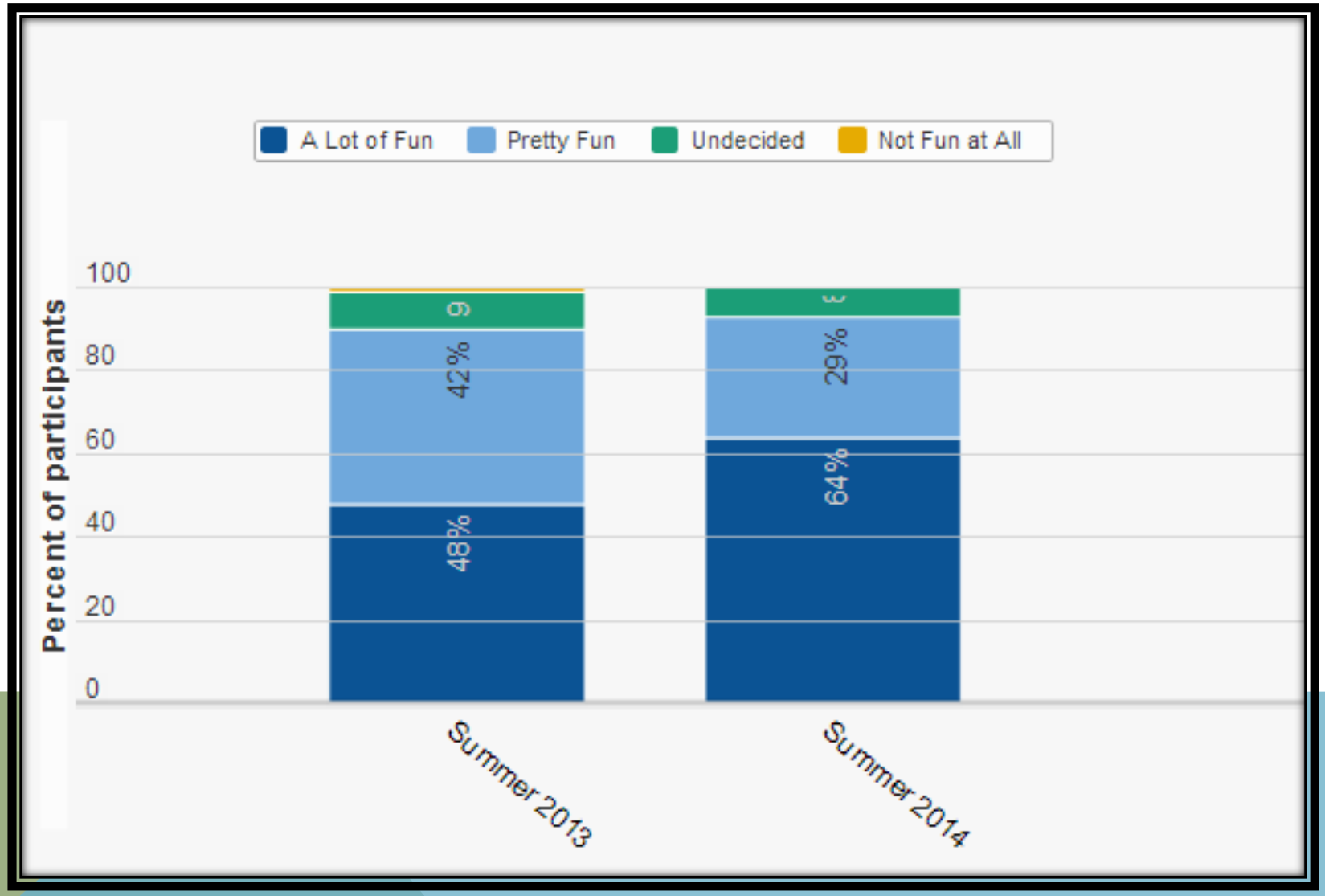
Source: kcstat.kcmo.org

2014 MAYORS PROGRAMS: ARTS COMPONENT

- Nelson-Atkins provided one hour long sessions on Art Introduction at Gregg-Klice (4 weeks)
  - 35 total participants

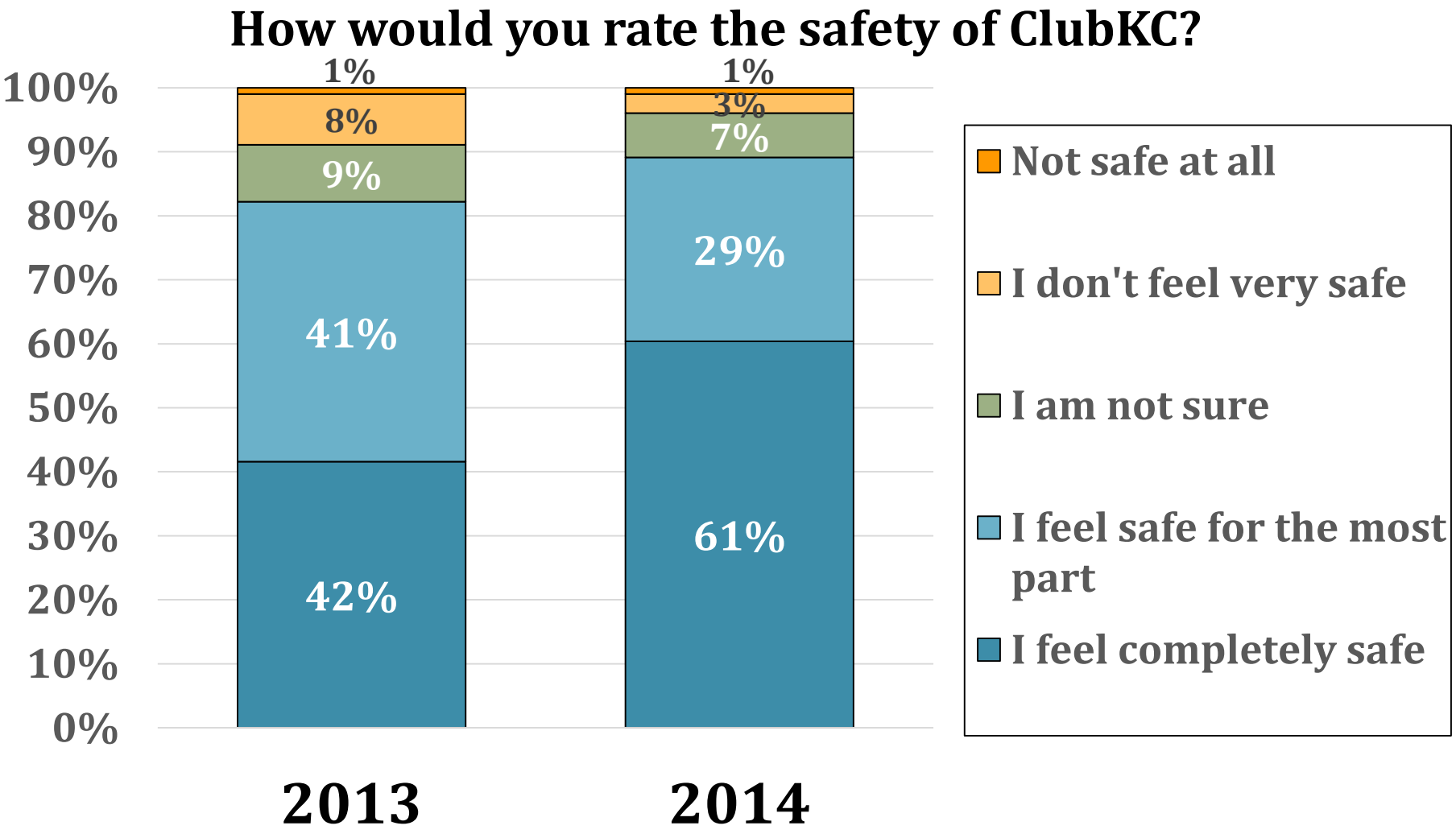
- ArtsTech is organized by a board of youth and include multiple youth-driven art displays
  - 100 + total participants per weekend
  - Supported by $15,000 private donation

2014 CLUBKC SURVEY RESULTS



Source: kcstat.kcmo.org

2013 CLUBKC SURVEY RESULTS



Source: Parks and Recreation Department

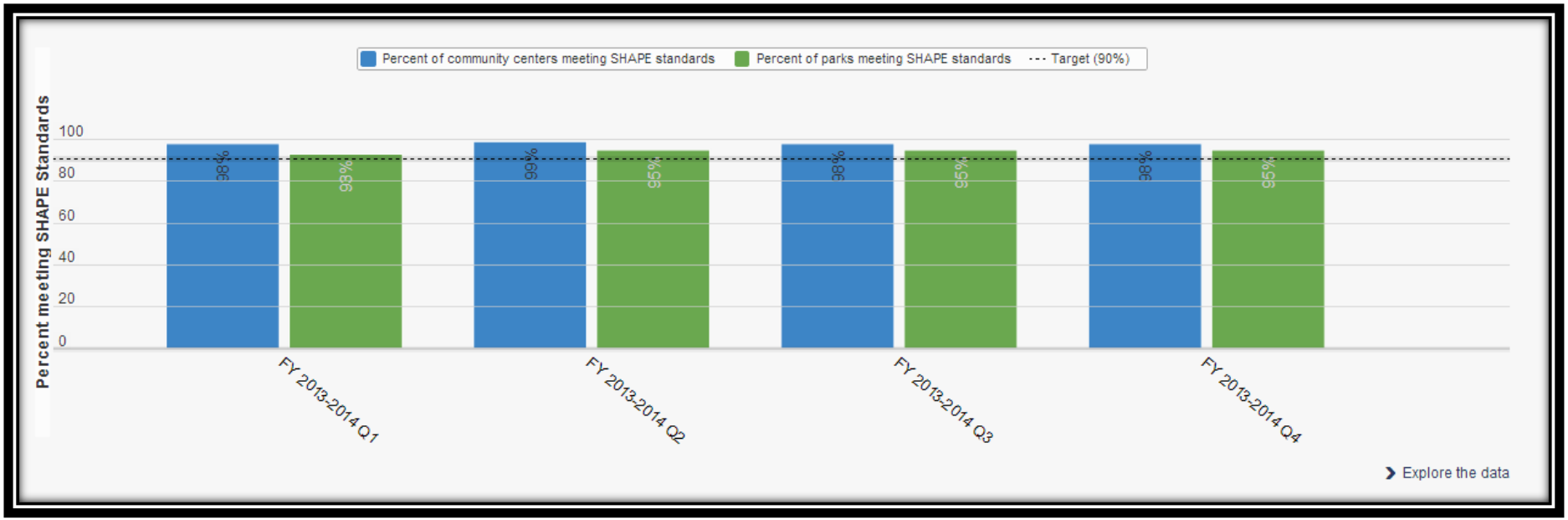
SAFE HEALTHY ATTRACTIVE PUBLIC ENVIRONMENTS (S.H.A.P.E) PROGRAM

WHAT IS S.H.A.P.E.?

Parks and Recreation's evaluation tool designed to measure the effectiveness of park and community center maintenance

Facilities are evaluated through <u>unannounced</u> inspections

SHAPE ASSESSMENT



Source: kcstat.kcmo.org

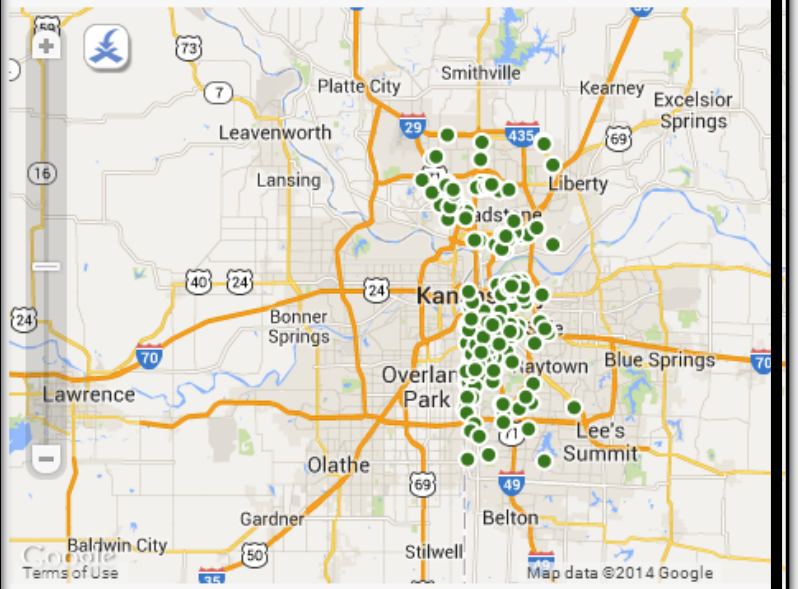
PARKS SERVICES: FORESTRY AND MAINTENANCE

TREE TRIMMING AND REMOVING

Tree Service Requests Map

Mapping service requests can assist in identifying patterns. All currently open tree requests are shown below, including requests for tree trimming, limb removal, tree removal, and tree planting. These services can be requested by c

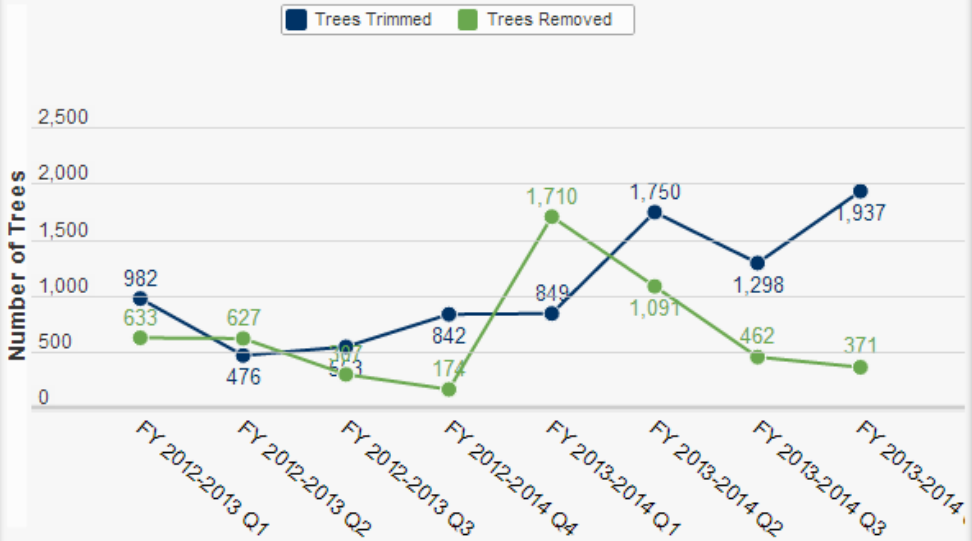
(updated daily)



Tree Trimming and Removal

As part of the maintenance of a healthy urban forest, the Forestry division of Parks and Recreation responds to request from citizens to trim city trees (those located in the right-of-way, next to the street, or in a park) or remove them if they are dead or dying. The division's capacity for tree trimming/removal is dependent on capital budget allocations for these functions, as well as seasonal weather issues.

(updated quarterly)



Source: kcstat.kcmo.org

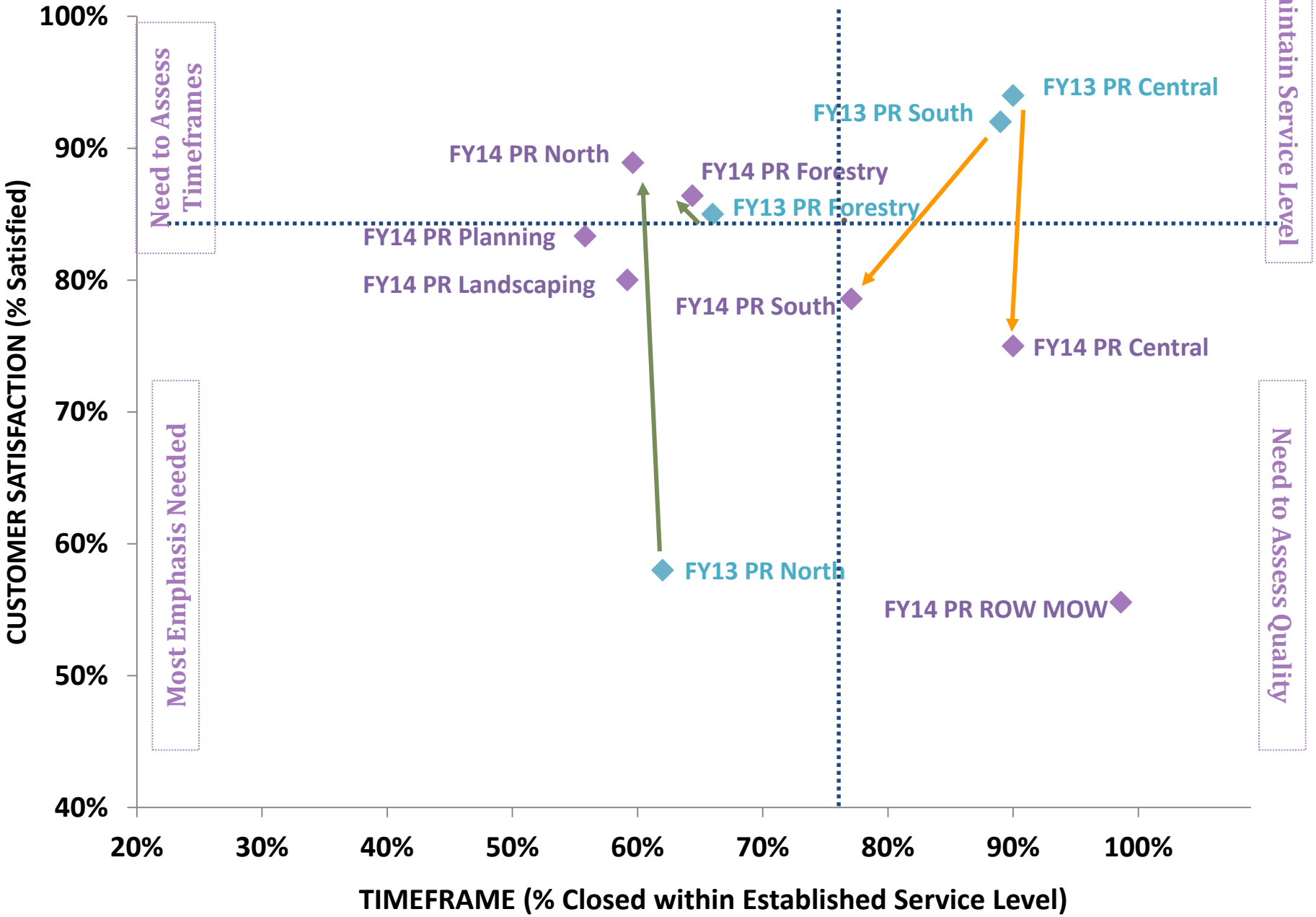
TREE PLANTING AND CARE

Grant Source	Neighborhood	Tree Planting $	Tree Pruning $	Tree Removal $
FY2014 PIAC	Armour Hills	$45,000	$20,000	
	Greenway Fields	$40,000		
	63rd St/Brookside CID	$20,000		
	Gillham Road	$10,000		
FY2015 PIAC	Armour Hills	$7,500		
	Trolley Track	$10,000		$5,000

Other grants being explored:

- **TRIM grants from Missouri Department of Conservation**
- **Missouri ReLeaf**
- **4-H**
- **Alliance for Community Trees**
- **American Forests Community Releaf program**

311 MATRIX FY2013 TO FY2014 CHANGE



Source: Peoplesoft CRM 311 Service Request Data and 311 Customer Survey

PROVIDING THE AMENITIES RESIDENTS WANT

NORTHLAND REGIONAL COMMUNITY CENTER: COMMUNITY ENGAGEMENT

Open Topic on kcparksmindmixer.com: September 20 – December 22, 2013

99%

110 of 111 respondents

...Are interested in a Northland Regional Community Center

74%

82 of 111 respondents

...Would visit a regional community center in a convenient location several times per week

76%

77 out of 111 respondents

...Are in favor of a seasonal Aquatic Center adjacent to the community center

WASHINGTON SQUARE PARK – KCMOMENTUM ACTIVITY

Getting the Most out of our Park

What benefits would you like Washington Square Park to bring to our community? Pick two areas.

Provide a space that creates interaction with the surrounding attractions (Union Station, Crown Center, etc.)	18 votes
Providing more amenities such as benches, picnic tables, paths, lighting, plazas, cafes, food truck area, etc.	22 votes
Increase / create park programming (Festivals, movies in the park, live music. etc.)	14 votes
Increasing economic development, spur new residential development and tourism	4 votes
Creating more recreational opportunities and/or exercise stations	4 votes

COMMUNITY OUTREACH PLAN UPDATE

- **Identified during the 2013 Recreation Assessment as a major goal, all 10 community centers have now finished business plans**
- **Plans include the 5 following components:**
  - Community Outreach Plans
  - Customer Satisfaction
  - Participation Numbers
  - Staff to Program Hour Ratios
  - Cost Recovery Goals
- **Community Outreach Plans identify businesses, schools, civic and neighborhood organizations, faith-based organizations, and other not-for – profits within a 3 mile radius**
- **Each community organization is contacted by staff to see what programs they would like to see**
- **Marketing efforts move to pre-program planning vs. post-program planning**
- **Department presence at all community events**
  - Added 600+ names to the data base in past 6 weeks

BASIC SERVICE DELIVERY

CITIZEN SATISFACTION WITH THE QUALITY OF SERVICE PROVIDED BY THE CITY

Neighborhood Livability

Improve Kansas City's overall quality of services

This goal is measured by tracking Citizen satisfaction with the overall quality of services provided by Kanas City in Percent of citizens satisfied. Explore the data›

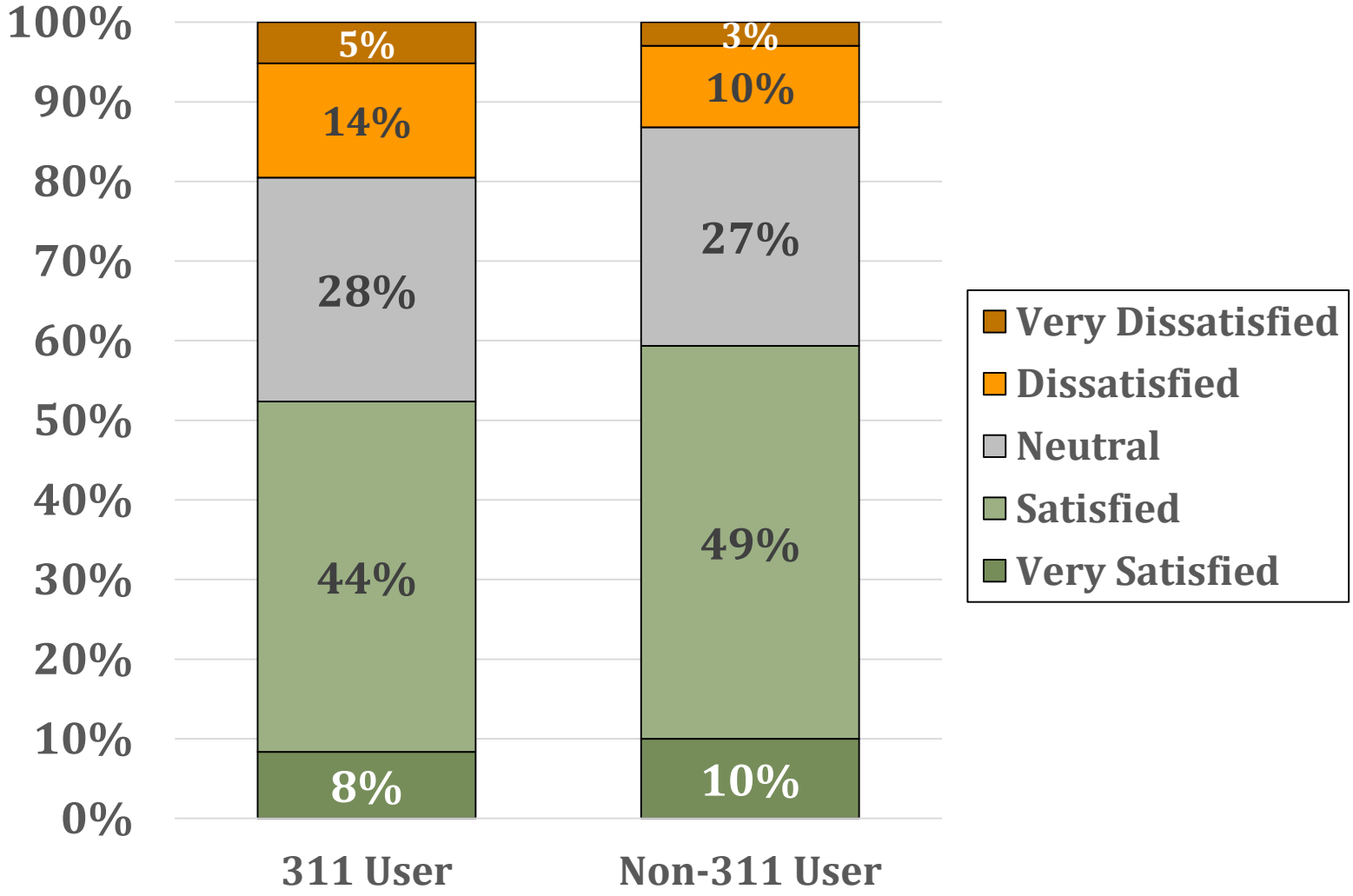
56 Percent of citizens satisfied
Current as of Jul 2014

60 Percent of citizens satisfied
Dec 2017 Target

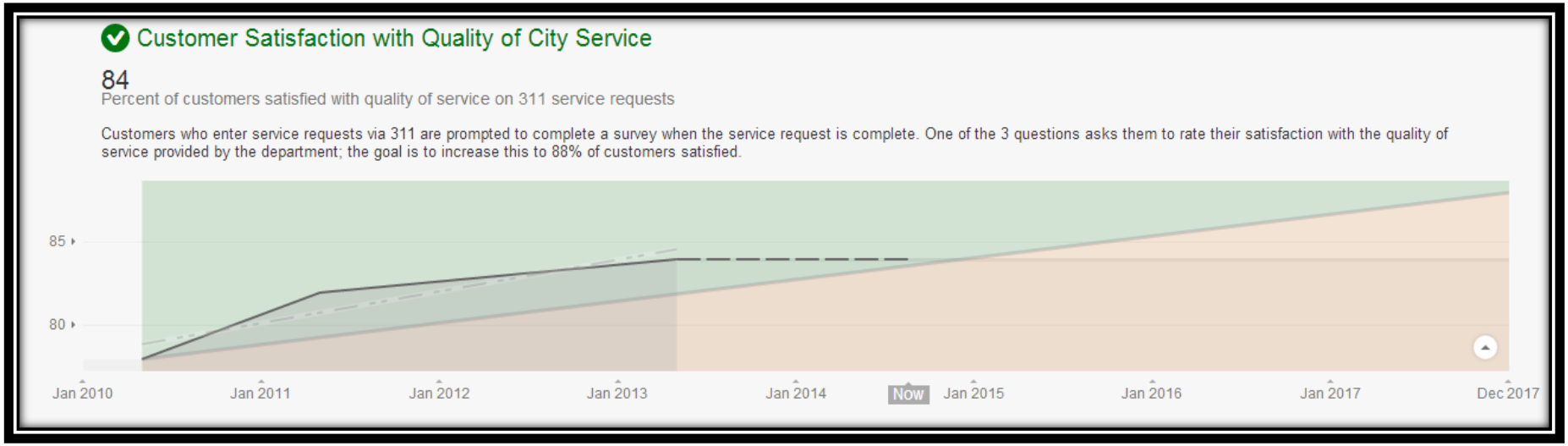
On Track
Hide chart

Source: kcstat.kcmo.org

CITIZEN SATISFACTION WITH OVERALL QUALITY OF CITY SERVICES BY 311 USE



CUSTOMER SATISFACTION WITH 311 SERVICE REQUESTS

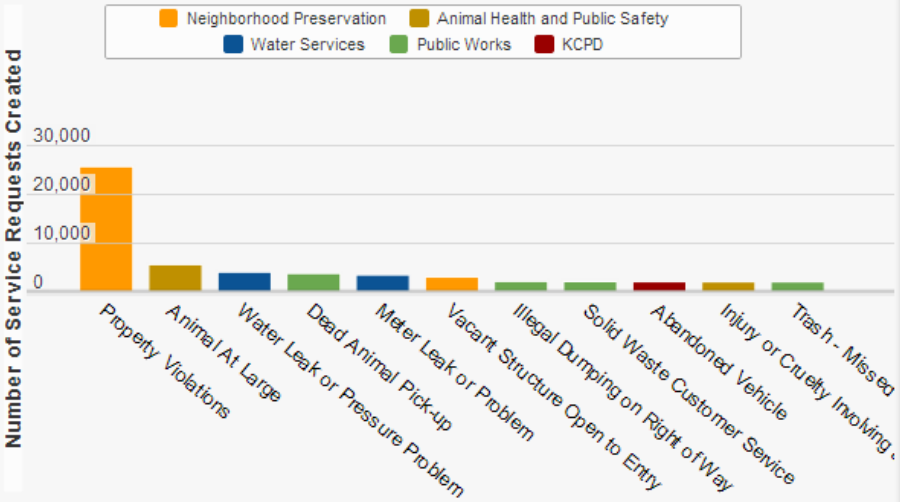


Source: kcstat.kcmo.org

MOST REQUESTED SERVICES

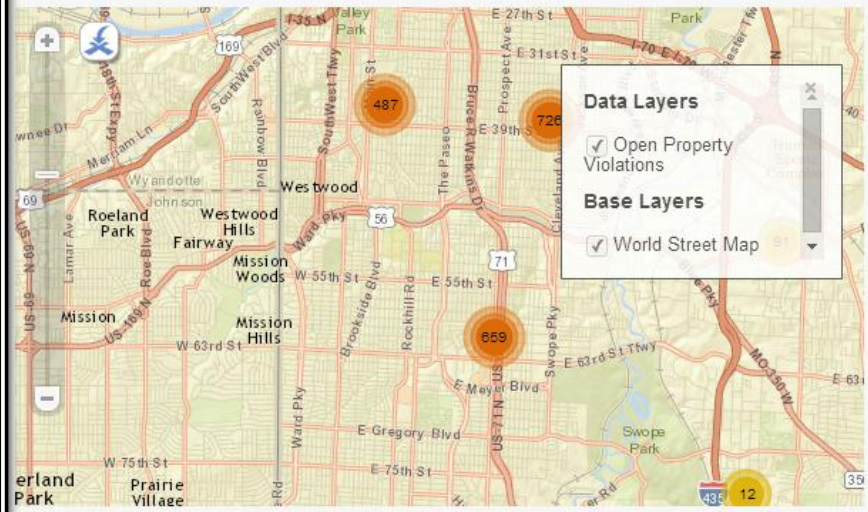
Most Frequently Requested Services

The column chart below shows the most requested services made 311, along with the total quantity of requests since the beginning of fiscal year FY13-14 (May 1, 2013). They are categorized by the department that is responsible for the request. *(updated daily)*



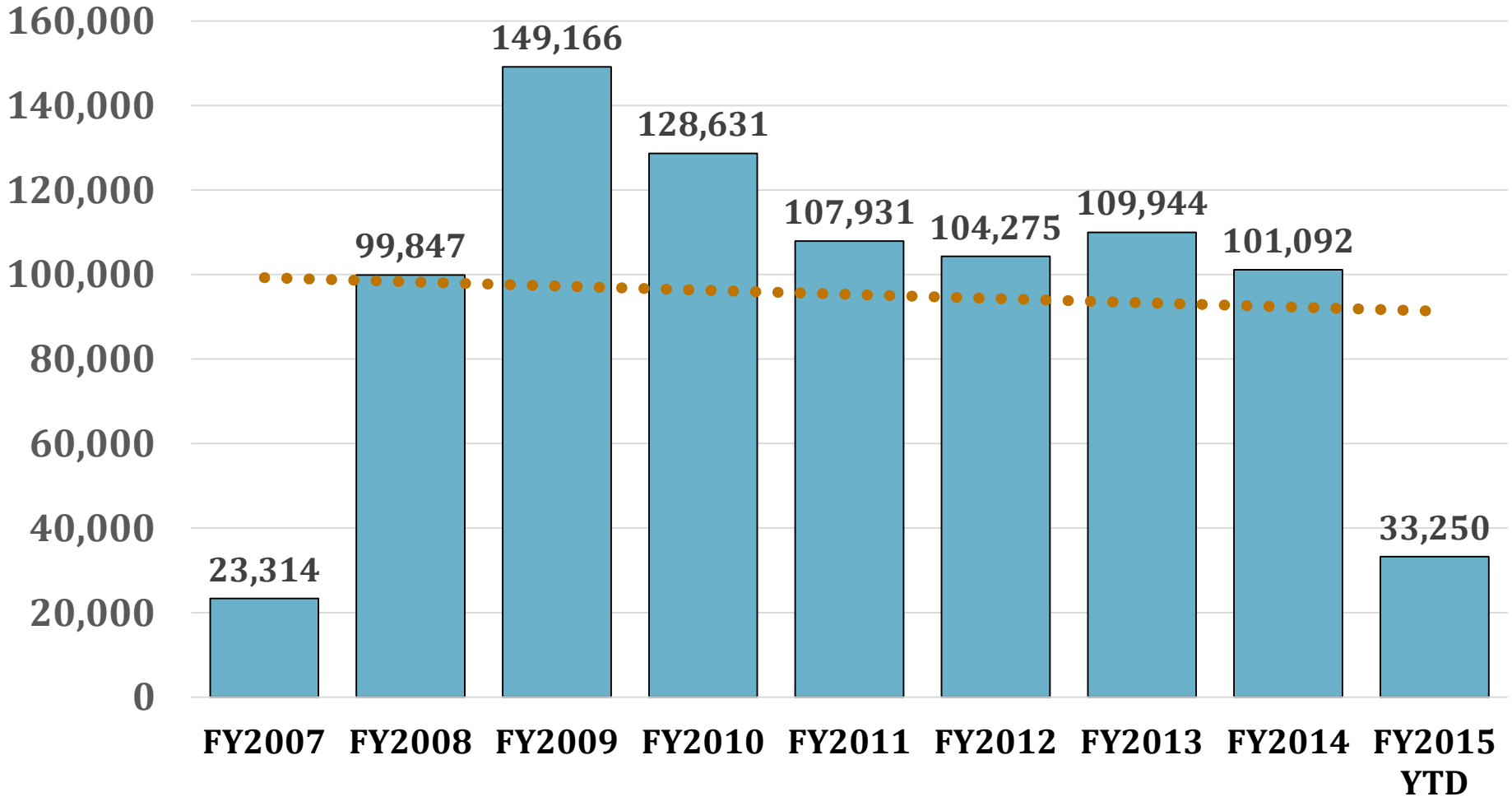
Number One Most Requested Service

The most frequently requested service through 311 is property violations. More information on the process behind addressing property violations is available on the Reduce Blight dashboard page. The map below shows all currently open cases for property violations. *(updated daily)*



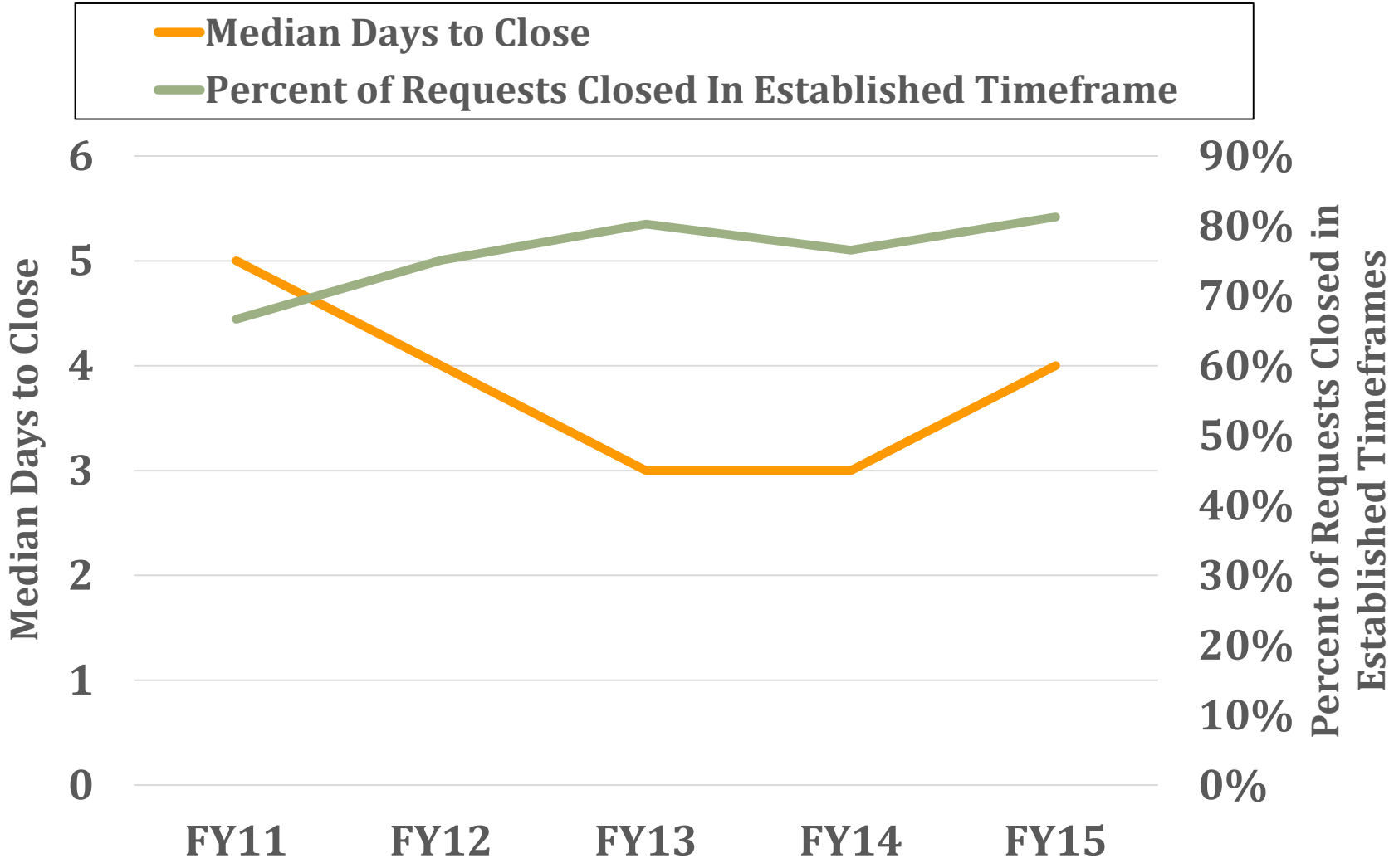
Source: kcstat.kcmo.org

SERVICE REQUEST VOLUME OVER TIME



Source: Peoplesoft CRM

TIMEFRAME TO CLOSE SERVICE REQUESTS



Source: Peoplesoft CRM

WHO IS CONTACTING US FOR SERVICES?

	Most Likely to be 311 User	Least Likely to be 311 User
Council District	3rd (62%) 5th (62%)	1st (49%) 4th (49%)
Income Level	$30,000-$60,000 (58%)	Greater than $100,000 (50%)
Age	35-44 (59%) 45-54 (57%)	18-24 (40%)
Gender	Women (56%)	Men (52%)
Homeowner	Homeowner (56%)	Renter (44%)
Years in City	30-39 (61%) 40-49 (60%)	0-9 (40%)

54% of citizens overall report contacting 311

Source: Citizen Survey FY14

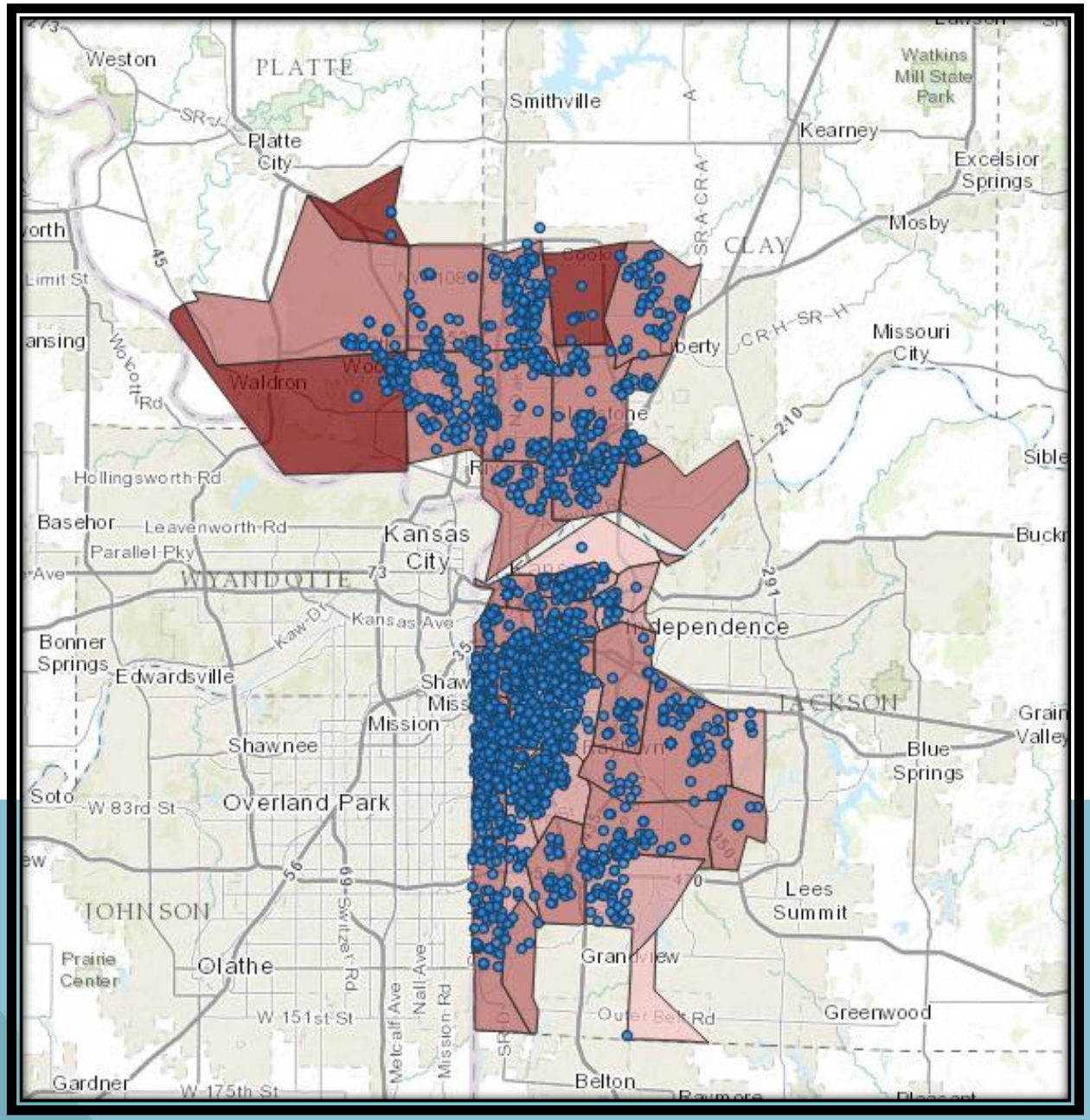
CALL DISTRIBUTION

Individuals_that_contacted_311

Q2a_Sat_w_City_Services

- 0% - 24%
- 24.1% - 48%
- 48.1% - 72%
- 72.1% - 100%

http://bit.ly/1swh12h



Source: Citizen Survey FY14