

# FY 2018-19 Resident Survey Results for City Council Business Session



6/20/19

# Presentation Agenda

- 1) Overview of results
- 2) Satisfaction decreases
- 3) Satisfaction unchanged or mixed
- 4) Satisfaction increases
- 5) Questions

# Important Background on the Resident Survey

## Administered by survey experts

- ETC Institute has been contractor since 2001
- Sent via mail, with phone and email follow-up

## Large, random sample

- 4,606 surveys completed (out of 9,000 sent)
- Sample is representative of Council Districts and demographic groups

## Timeframe: August 2018 to May 2019

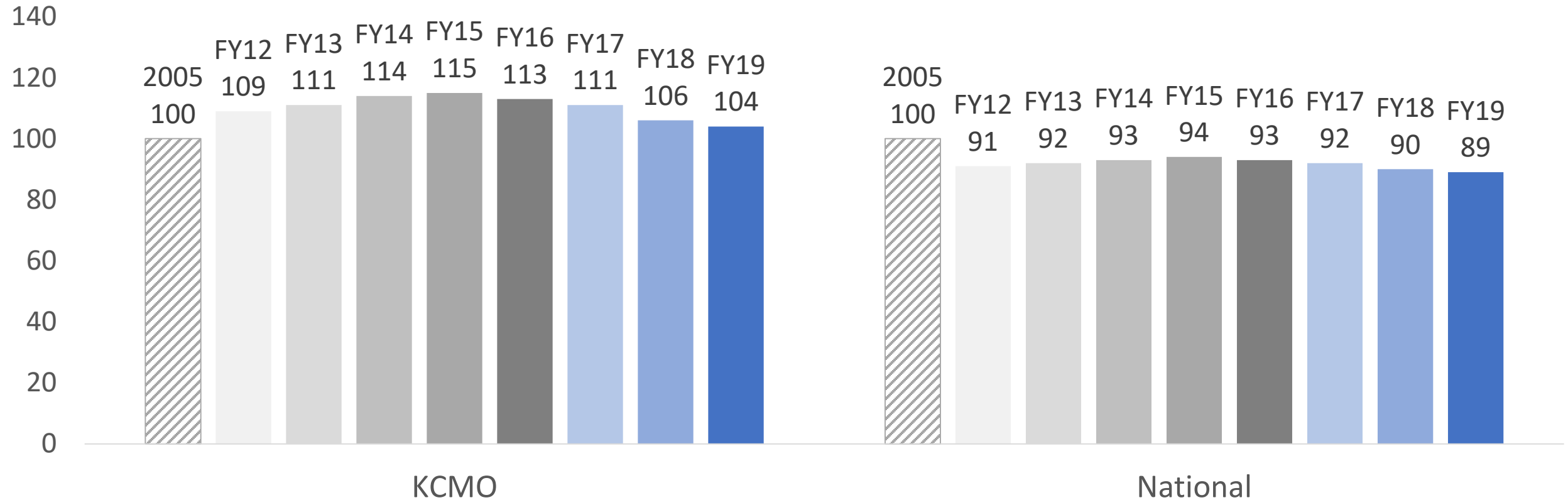
- Survey was sent in August 2018, November 2018, February 2019, and May 2019

## Drives city strategy and operations

- Other places you can see survey results: KCStat, Citywide Business Plan, Budget, City boards, department plans

# KCMO Trend Continues to Track National Trend

Overall Composite Customer Satisfaction Index (compared to baseline year of 2005)



51% of questions were unchanged in satisfaction, **35% saw decreases in satisfaction** and **14% saw increases in satisfaction**

Increase in Satisfaction (>1.4% for 4Q or 2.14% for 2Q)

No Statistical Change

Decrease in Satisfaction (<-1.4% for 4Q or 2.14% for 2Q)

<b>High Level Indicators</b>
KC as a place to live
KC as a place to raise children
KC as a place to work
Quality of city services
Value you receive for taxes
Image of city
Quality of life
Feelings of safety in city
Safety in your neighborhood
Quality of education system
Appearance of neighborhood

<b>Major Service Categories</b>
Police
Fire and EMS
Streets/Sidewalks/ Infrastructure
Solid Waste
Water Utility
Neighborhood Services
Parks and Recreation
Health Department
Airport Facilities
311
Municipal Court
Customer Service from City
Communication with public
Stormwater Mgmt
Public Transportation

<b>Police</b>
Effectiveness of police protection
Visibility of police in neighborhoods
Effort to prevent crime
Enforcement of traffic laws
Parking enforcement
Police response time

<b>Fire/EMS</b>
Fire protection and rescue
Fire and rescue response
EMS service
EMS response time

<b>Neighborhood Svcs</b>
Clean up of litter/debris on private property
Mowing/cutting of weeds on private property
Exterior maintenance residential property
Enforcement in your neighborhood
Boarding of vacant structures
Demolishing vacant structures
Enforcement of animal code
Cust svc from animal control
Animal shelter operations

<b>Streets/Infrastructure</b>
Maintenance of streets
Streets in your neighborhood
Condition of sidewalk in city
Sidewalks in your neighborhood
Street signs & traffic signals
Snow removal major streets
Snow removal on residential
Adequacy of street lighting
Accessibility of streets/sidewalks/buildings for people with disabilities
On street bike infrastructure

<b>Solid Waste</b>
Trash collection
Recycling collection
Recycling drop-off centers
Bulky pick-up
Leaf and brush pick-up
Leaf and brush drop-off centers
Cleanliness of city streets
Illegal dumping clean up

<b>Water Services</b>
Condition of catch basins
Timeliness water/sewer break repairs
WSD customer service

<b>311</b>
Ease of using 311 via phone
Ease of using 311 via web
Courtesy of 311 calltakers
Service resolution via 311

<b>City Communication</b>
Availability of information
Usefulness of city website
Opportunity to engage
Quality of video programming
Content of KCMore
Use of social media

<b>Public Transportation</b>
KCATA buses
KC Streetcar

<b>Determinants of Health</b>
State of health
Financial condition
Standard of living compared to parents
Availability of affordable housing
Quality of housing

<b>Parks</b>
Maintenance of parks
Facilities such as picnic shelters and playgrounds
Outdoor athletic fields
Bldv/pwky maintenance
Walking/biking trails
Swimming pools
Youth programs/activities
Maint community centers
Programs/activities at community centers
Tree trimming/care
Communication from Parks
Customer service from Parks

<b>Airport</b>
Ease moving thru security
Availability of parking
Food/beverage/concessions
Cleanliness of facilities
Availability of seating

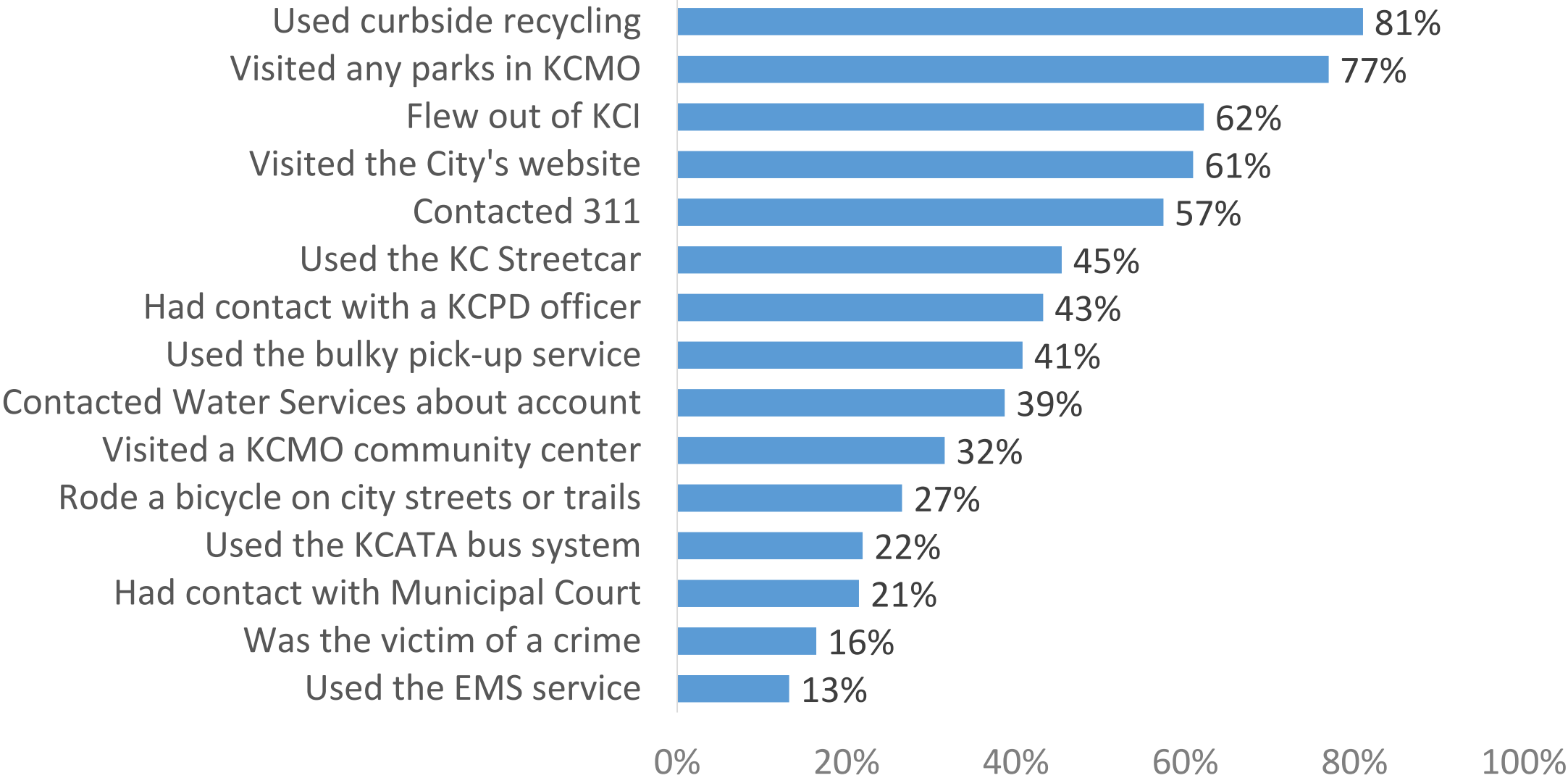
<b>Leadership</b>
Leadership from elected officials
Effectiveness of city manager and appointed
How ethically the city conducts business

# Resident Priorities: Importance-Satisfaction Ranking

Source: KCMO Resident Survey

Major Service Areas	Importance		Satisfaction		Importance-Satisfaction
	Percent	Rank	Percent	Rank	FY19 Rank
Streets, Sidewalks and Infrastructure	59%	1	19%	15	<b>1</b>
Police	32%	2	61%	3	<b>2</b>
Neighborhood Services	18%	3	40%	11	<b>3</b>
Public Transportation	17%	4	43%	10	<b>4</b>
Stormwater Management	14%	7	34%	14	<b>5</b>
Water Utility	15%	6	47%	8	<b>6</b>
Solid Waste	16%	5	51%	7	<b>7</b>
Airport	14%	7	55%	5	<b>8</b>
Communication	7%	11	38%	13	<b>9</b>
Parks and Recreation	8%	10	61%	2	<b>10</b>
Customer Service	5%	12	46%	9	<b>11</b>
Fire/EMS Services	11%	9	76%	1	<b>12</b>
Health	4%	13	52%	6	<b>13</b>
311	4%	13	58%	4	<b>14</b>
Municipal Court	2%	15	39%	12	<b>15</b>

# Residents interact regularly with a range of city services and infrastructure



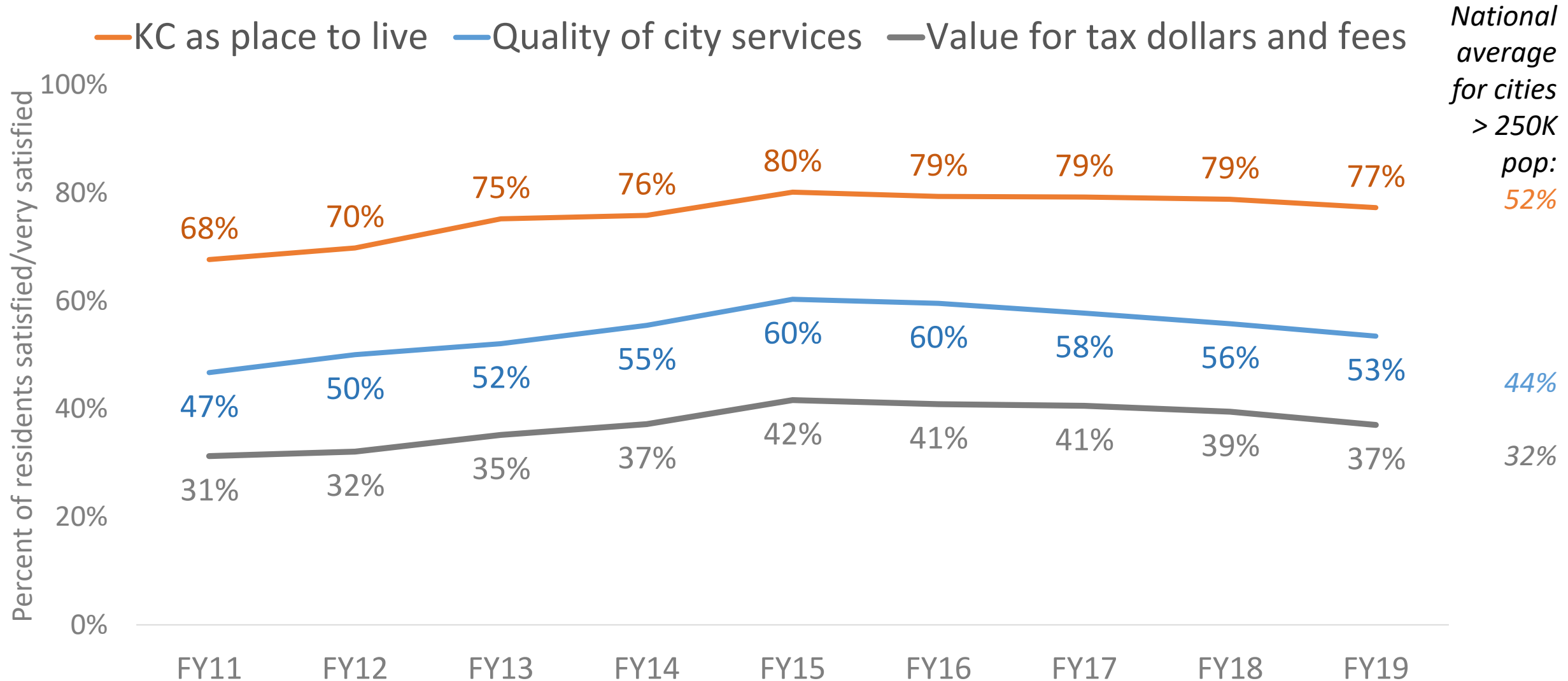
Source: KCMO Resident Survey

Percent of residents who did this activity in the last year

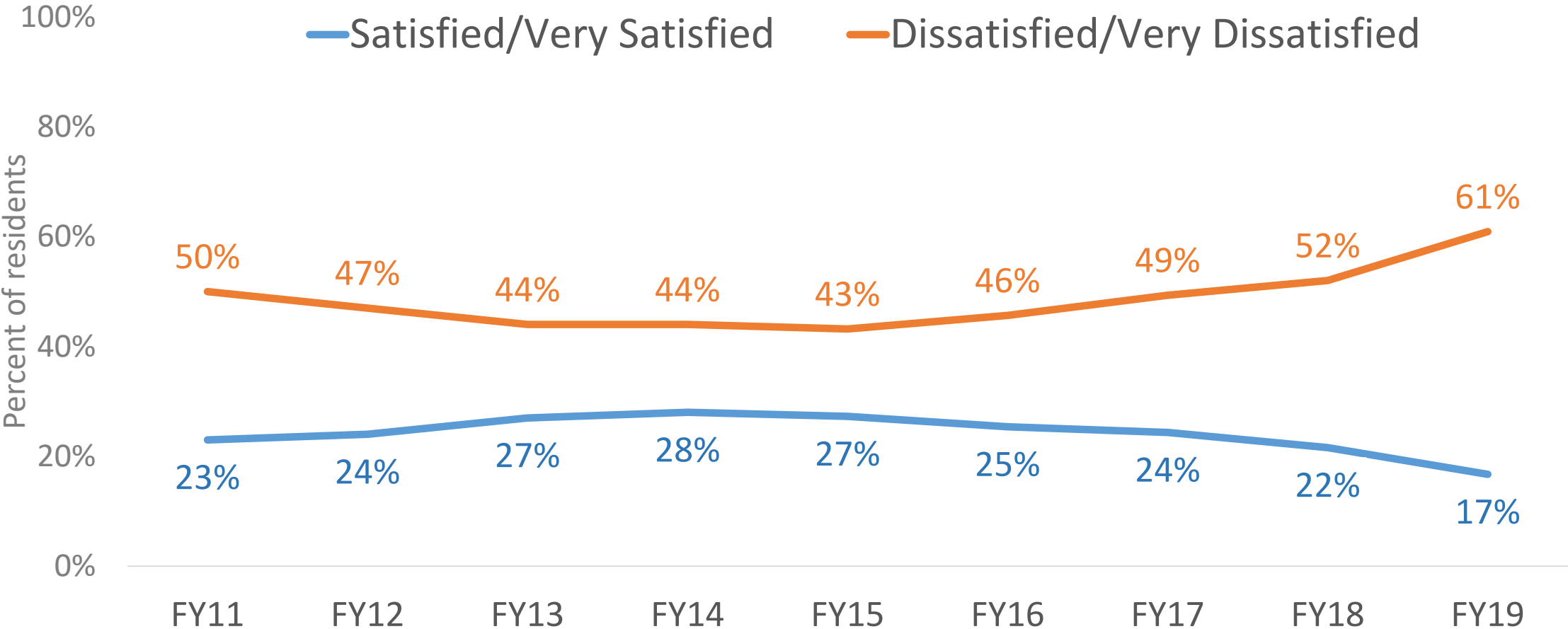
Satisfaction decreases



# Three High Level Indicators Decreased in Satisfaction (but continue to be above the national average)



# Street Maintenance Satisfaction is the Lowest among Infrastructure Service Areas



Trend is similar for: streets in your neighborhood and condition of sidewalks

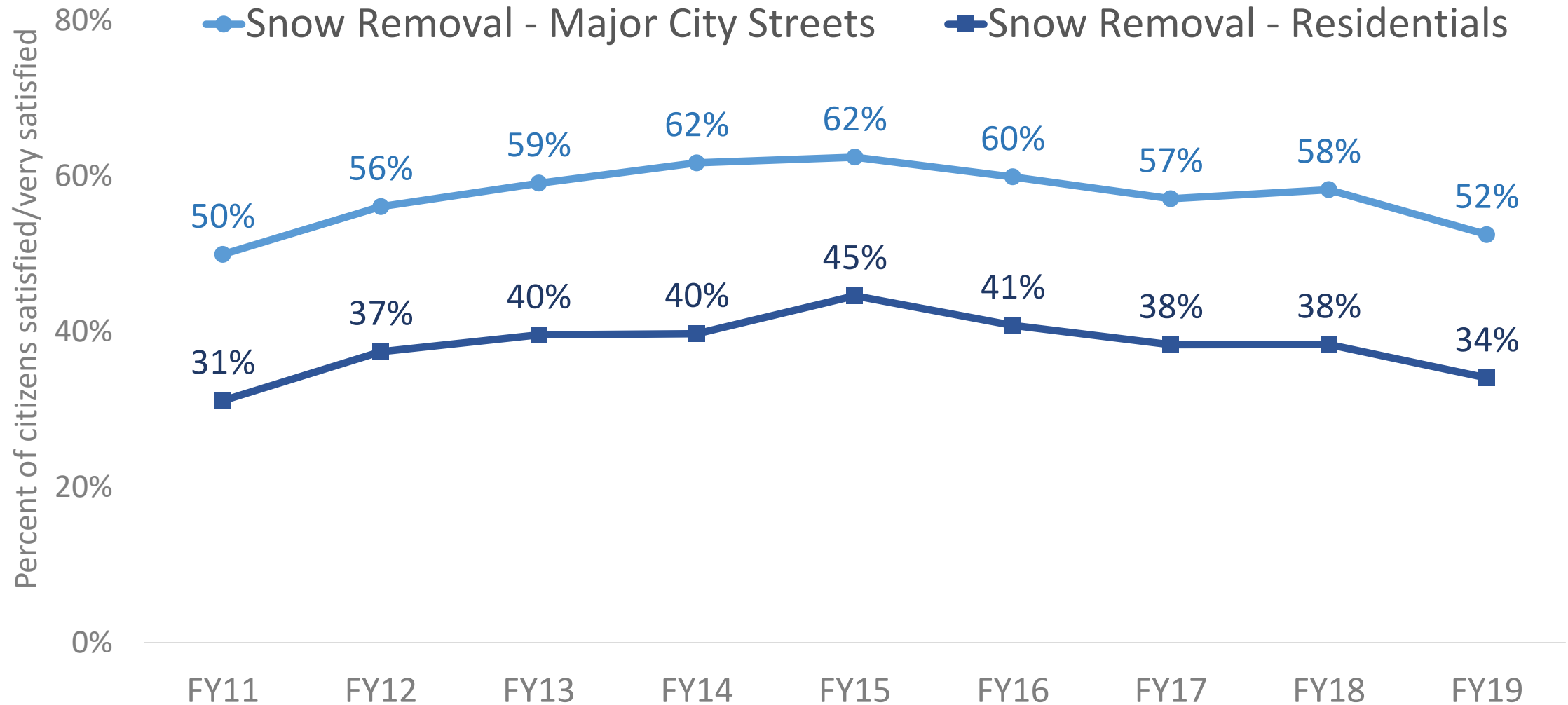
Source: KCMO Resident Survey

# Infrastructure Priorities Citywide and by Council District: Street Maintenance is #1 for All

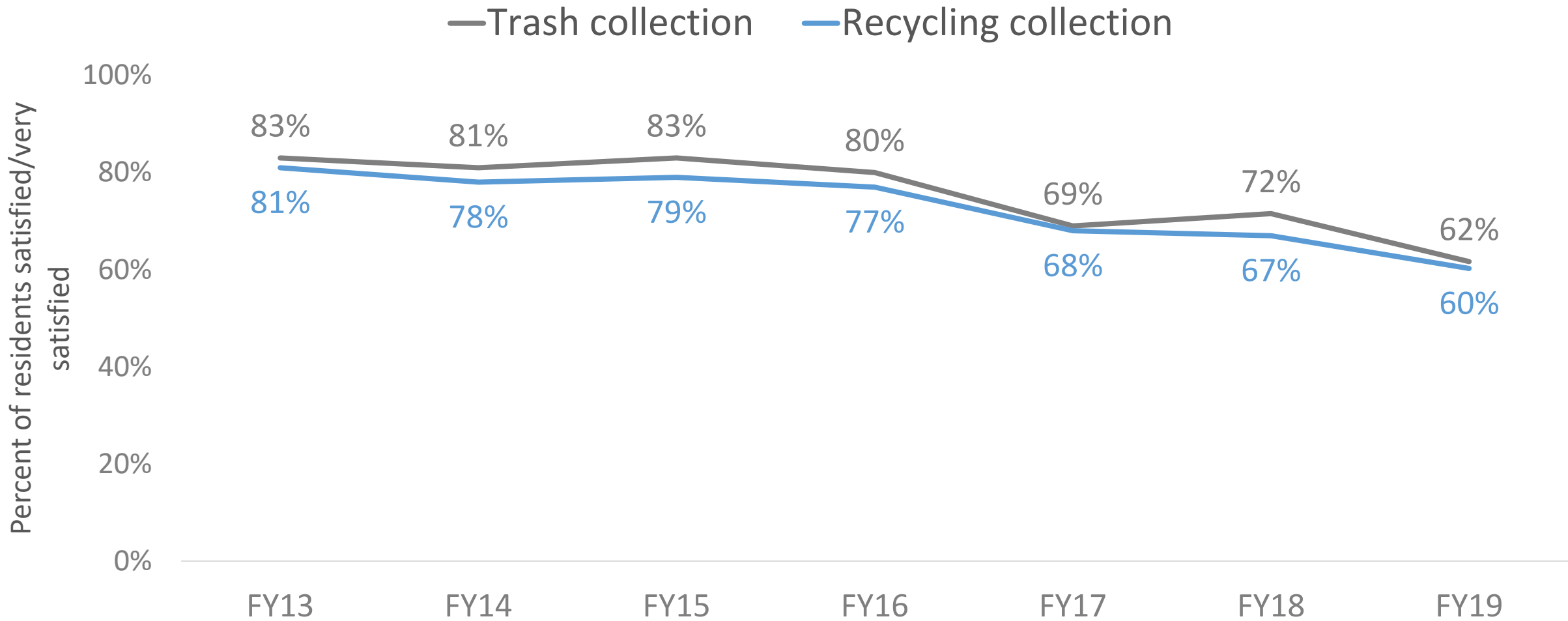


<b>Infrastructure Service Areas</b>	<b>Citywide</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>
Street maintenance	<b>1</b>	1	1	1	1	1	1
Street maintenance in your neighborhood	<b>2</b>	3	3	2	6	2	3
Sidewalk condition	<b>3</b>	4	4	4	2	3	2
Snow removal on residential streets	<b>4</b>	2	2	3	5	4	5
Sidewalk condition in your neighborhood	<b>5</b>	6	5	5	4	5	4
On-street bike infrastructure	<b>6</b>	5	7	8	3	7	6
Accessibility of infrastructure	<b>7</b>	8	8	7	7	6	7
Snow removal on major city streets	<b>8</b>	7	6	6	8	9	8
City street lighting	<b>9</b>	9	9	9	9	8	9
Street signs and traffic signals	<b>10</b>	10	10	10	10	10	10

# Snow Removal Satisfaction Decreased for Both Questions

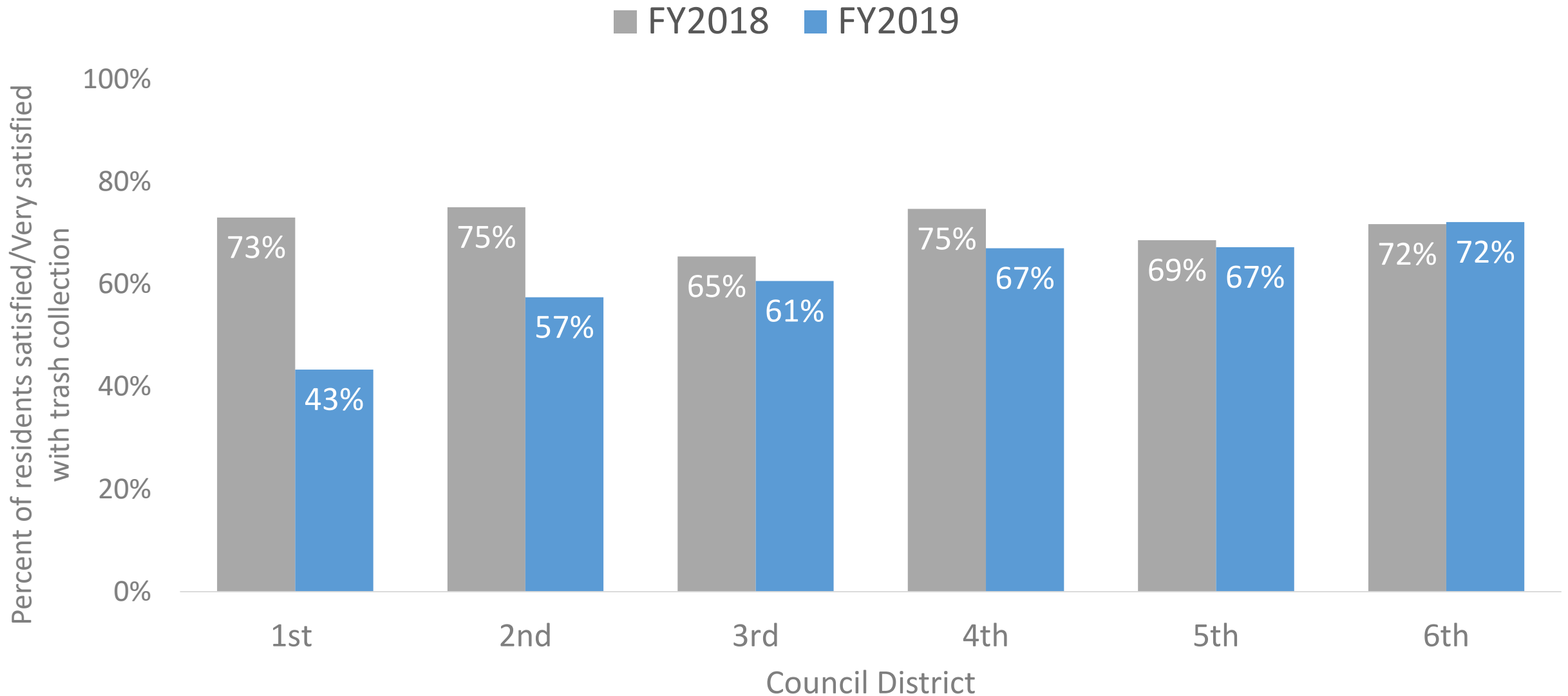


# Solid Waste Satisfaction Has Plummeted



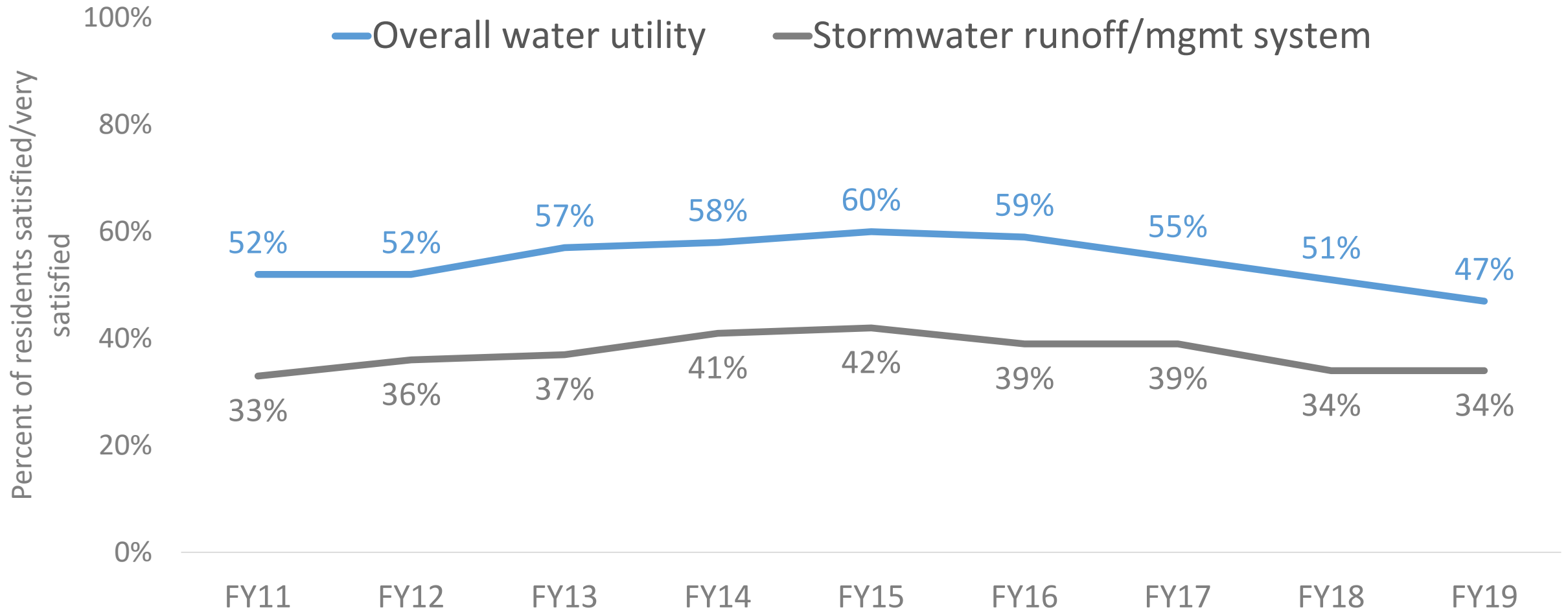
Similar trend for Solid Waste Services Overall

# Decrease in Satisfaction with Trash Collection was Largest in the 1<sup>st</sup> and 2<sup>nd</sup> Districts



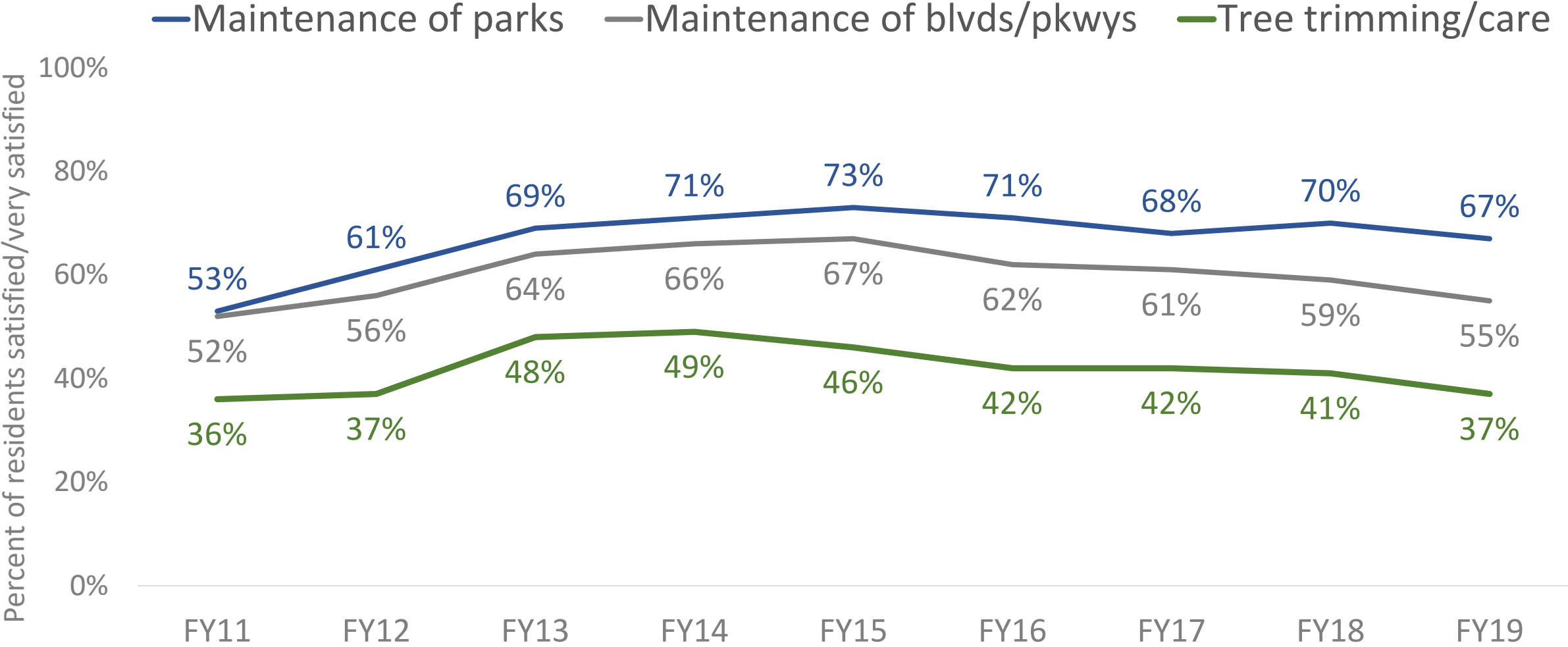
Source: KCMO Resident Survey

# KC Water Service Areas Decreased in Satisfaction



Condition of catch basins, timeliness of water/sewer line break repairs and customer service from KC Water saw similar trends

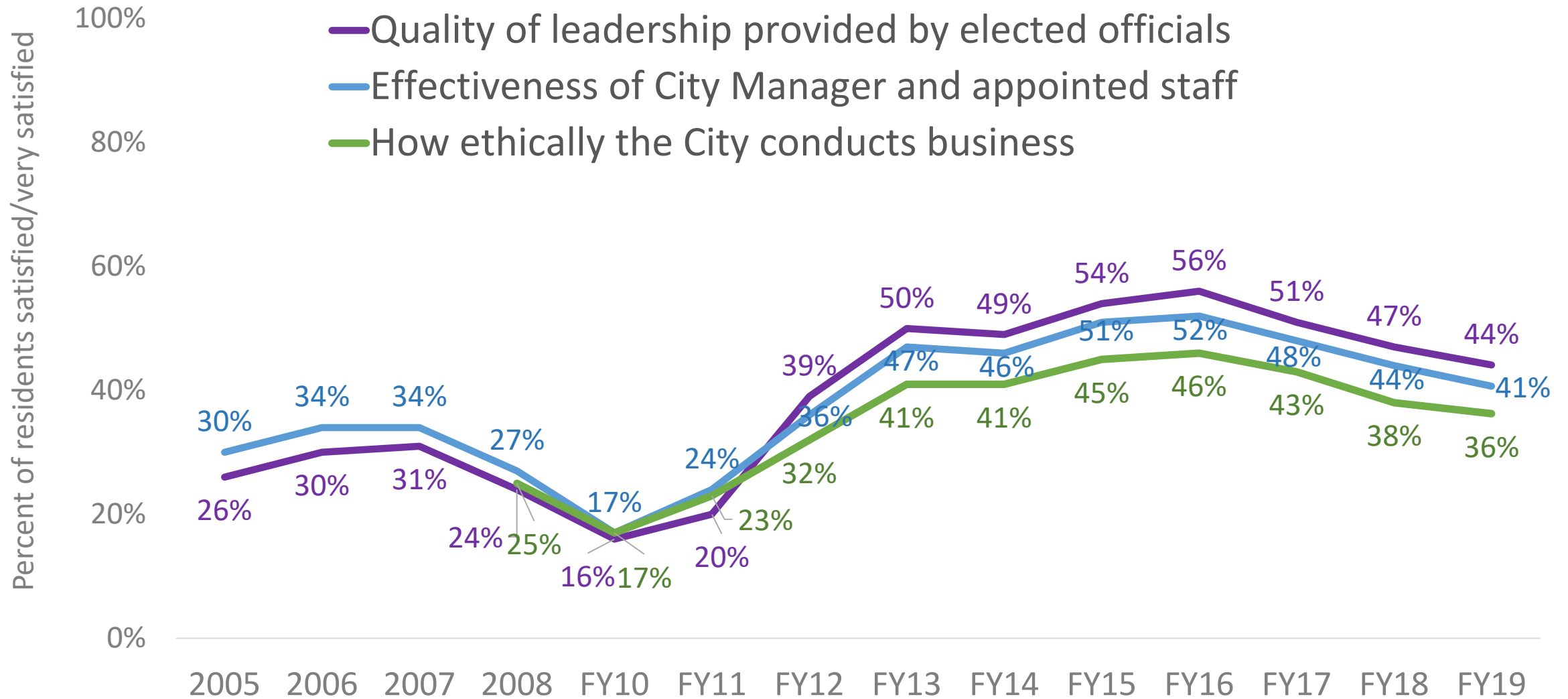
# Parks and Recreation Infrastructure Service Areas Also Decreased in Satisfaction



Source: KCMO Resident Survey

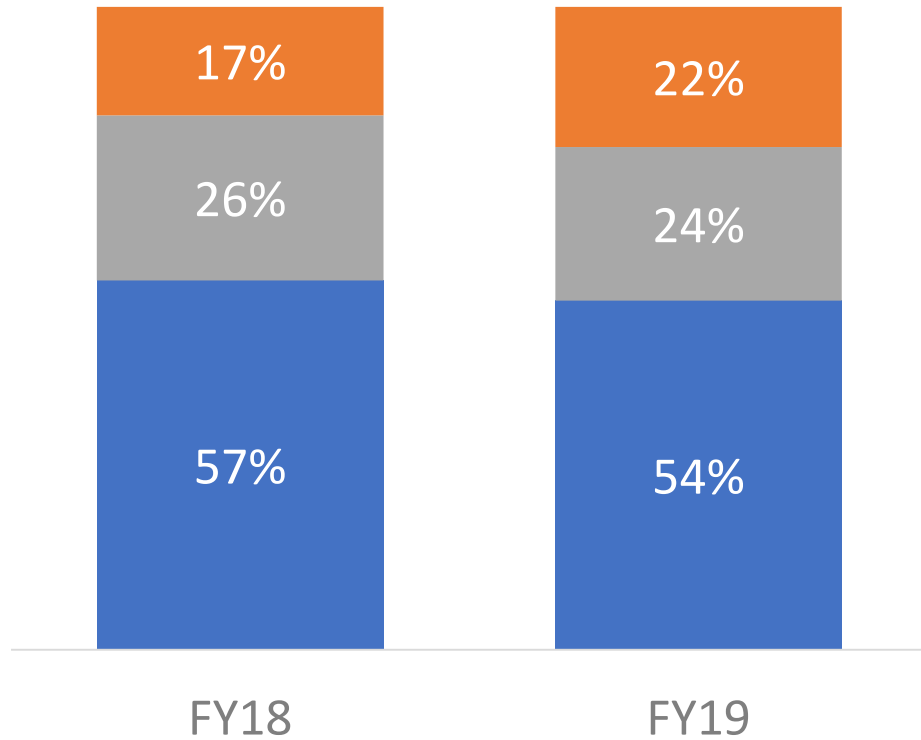


# Satisfaction with Leadership Decreased

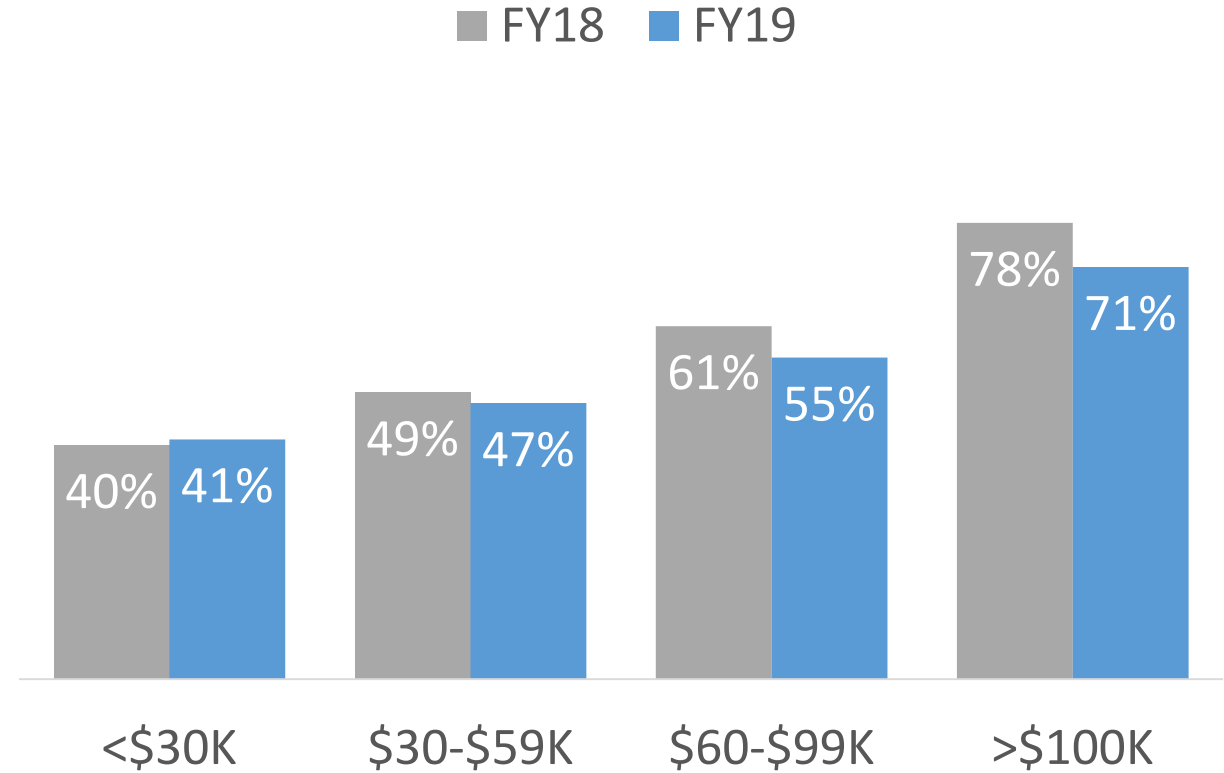


# Satisfaction Decreased with Availability of Affordable Housing (mostly for higher-income residents)

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



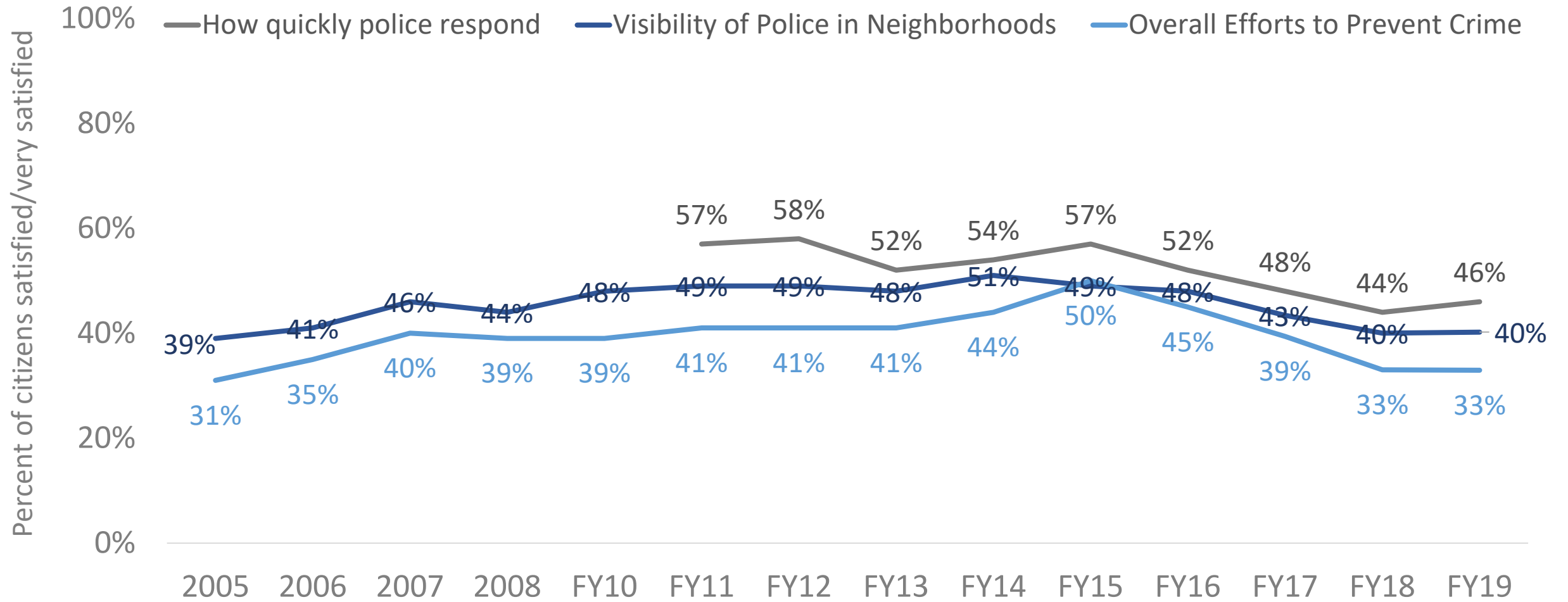
Satisfaction with Availability of Housing for Your Family by Household Income Groups



From geographic standpoint, largest drops in satisfaction were in the 1<sup>st</sup> and 4<sup>th</sup> Districts

Satisfaction unchanged or mixed

# Police Services Satisfaction Was Mostly Level



Similar trend for safety questions

# Neighborhood Services Were Mostly Unchanged (but satisfaction remains low)



Question	I-S Rank	FY19 Satisfaction	One Yr Trend	Large Cities Average
Neighborhood Services Overall	n/a	40%		47%
Physical appearance of neighborhood	n/a	55%		
Enforcing clean-up of trash and debris	1	26%		41%
Demolishing vacant structures	2	17%		
Enforcing mowing and cutting of weeds	3	25%		39%
Enforcing exterior maintenance	4	24%		46%
Boarding up vacant structures	5	22%		
Enforcement in your neighborhood	6	37%		
Enforcement of animal code	7	36%	↓	
Animal shelter and adoption efforts	8	53%	↑	
Customer service from animal control	9	38%		

Source: KCMO Resident Survey; ETC Institute (2019)




# Communications Services Are Mixed in Satisfaction

## Trends and Benchmarks



Question	I-S Rank	FY19 Satisfaction	One Yr Trend	Large Cities Average
Effectiveness of city communication with public	n/a	38%	↓	39%
Opportunity to engage/provide input into decisions	1	30%		25%
Availability of info about city programs/services	2	46%		33%
Usefulness of the city's website	3	46%	↓	55%
City's use of social media	4	42%	↑	
Video programming/web streaming	5	40%	↑	50%
Content in the City's magazine, KCMOre	6	44%	↑	

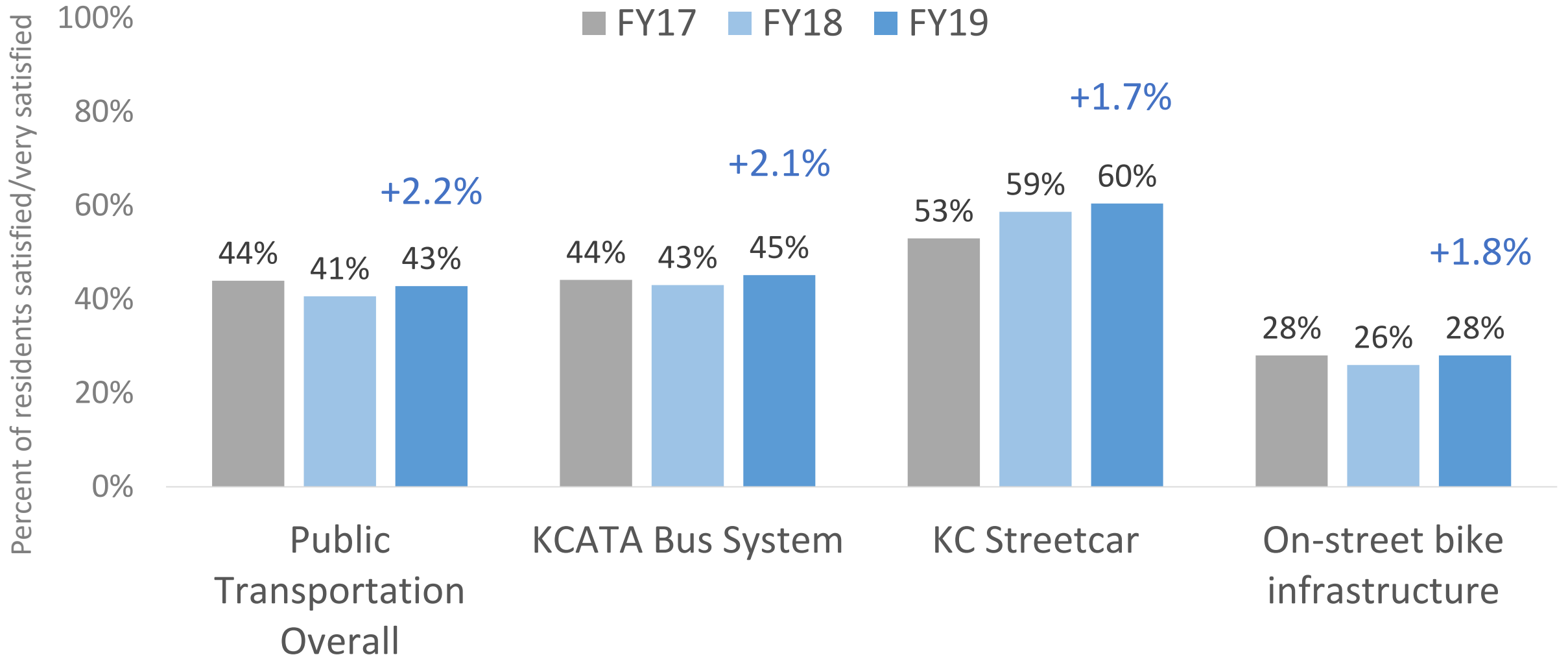
# Airport Services Had Two Increases in Satisfaction and One Decrease

Question	I-S Rank	FY19 Satisfaction	One Yr Trend
Overall quality of airport facilities	n/a	55%	
Food, beverage, and other concessions	1	32%	
Availability of seating near gates	2	53%	
Availability of parking	3	63%	
Ease of moving through security	4	69%	
Cleanliness of facilities	5	60%	

Satisfaction increases



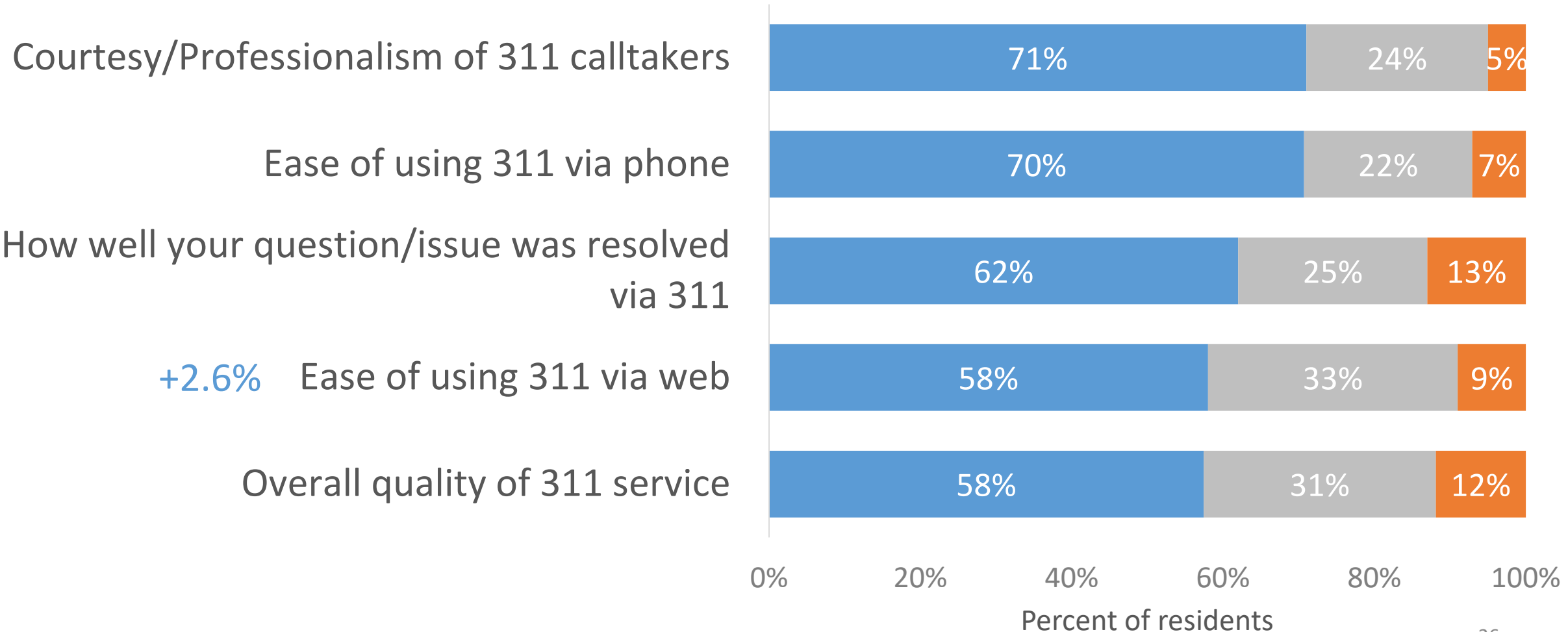
# All Public Transportation Questions Plus Bike Infrastructure Increased in Satisfaction



# Satisfaction with 311 Remained High With an Increase in One Area



■ Satisfied/Very Satisfied   ■ Neutral   ■ Dissatisfied/Very Dissatisfied



Source: KCMO Resident Survey

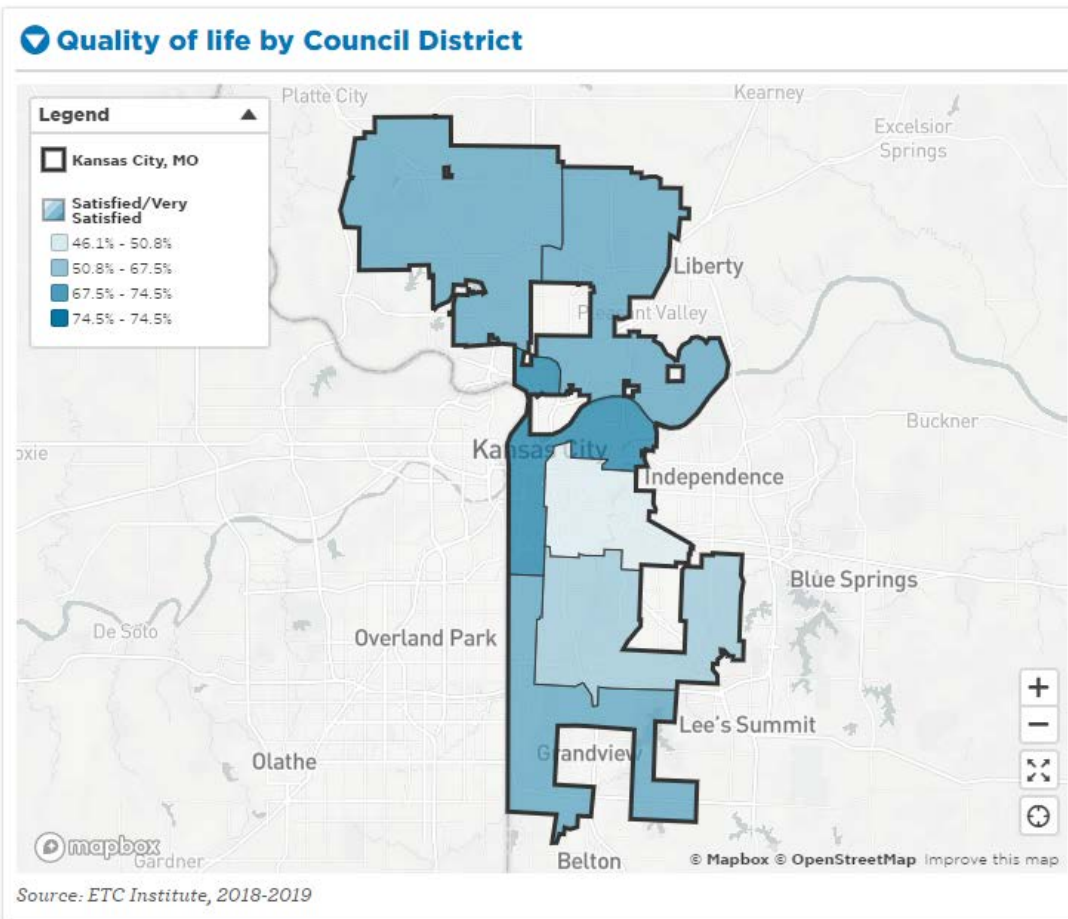
# Fire/EMS Service Areas Were Mostly Unchanged (but satisfaction remains high)

Question	I-S Rank	FY19 Satisfaction	Trend	Large Cities Average
How quickly emergency medical personnel respond to emergencies	1	75%		
How quickly fire and rescue personnel respond to emergencies	2	79%	↑	
Quality of local emergency medical service	3	76%		
Quality of local fire protection and rescue services	4	81%		80%

# The Resident Insights Dashboard Provides Detailed Drilldowns (Council Districts, Demographic Groups, and Correlations with Other Data)

## Satisfaction by Place

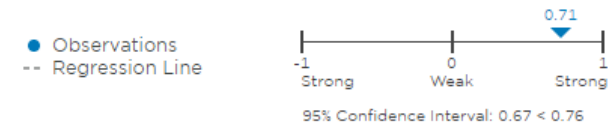
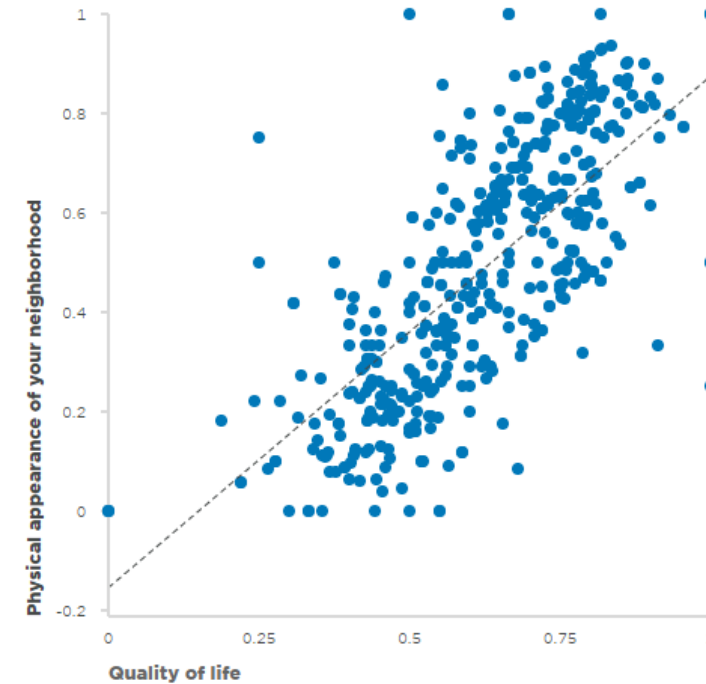
Quality of life in Kansas City



## What Correlates with Quality of Life?

### Physical appearance of neighborhood

Block Groups in Kansas City, MO

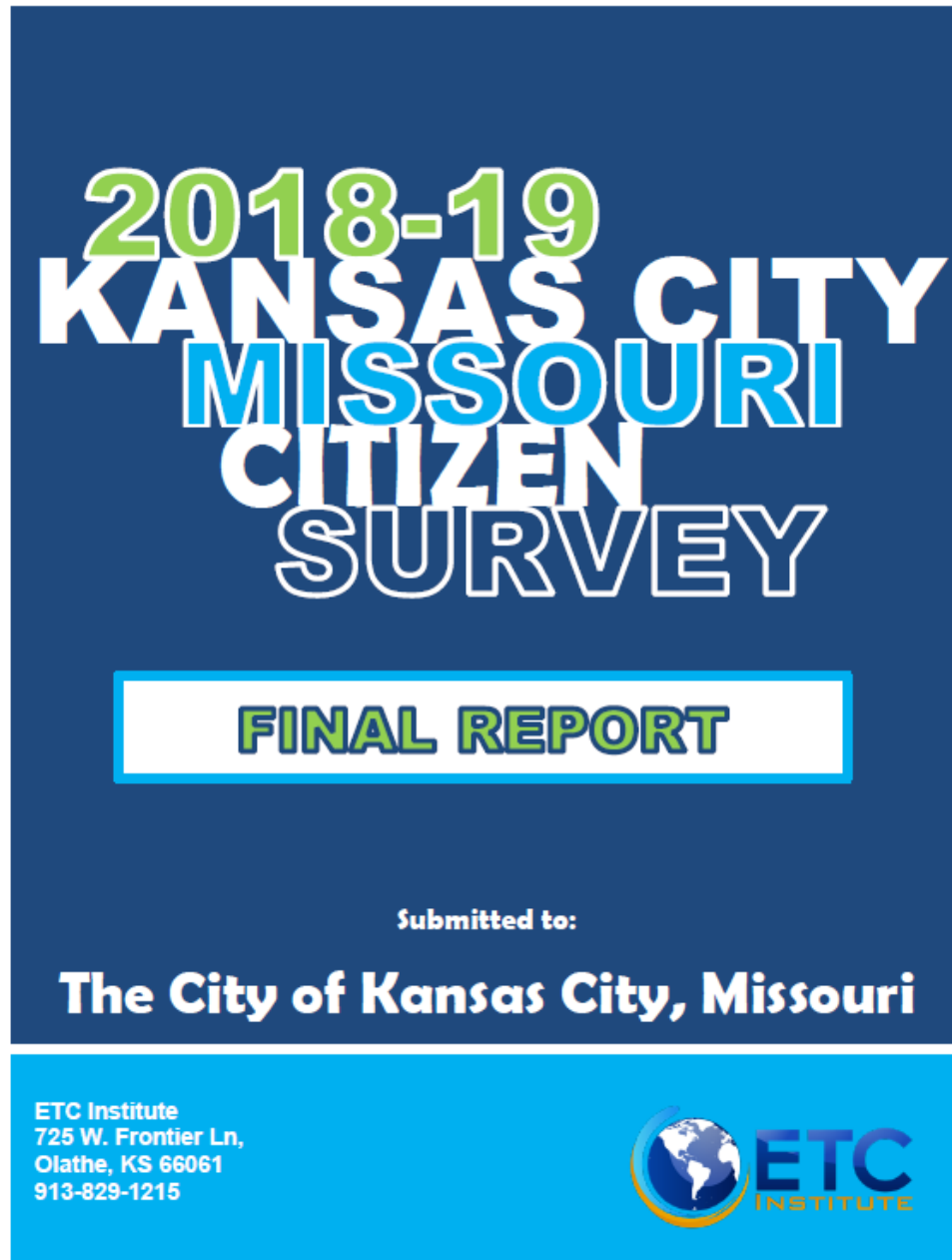


# Questions?

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The image shows the cover of a report titled "2018-19 KANSAS CITY MISSOURI CITIZEN SURVEY FINAL REPORT". The text is arranged in a stacked, overlapping manner. "2018-19" is in green, "KANSAS CITY" is in white, "MISSOURI" is in blue, "CITIZEN" is in white, and "SURVEY" is in white. "FINAL REPORT" is in green and white on a white background with a blue border. Below this, it says "Submitted to: The City of Kansas City, Missouri". At the bottom, it lists the ETC Institute address and phone number, along with the ETC Institute logo.

**2018-19**  
**KANSAS CITY**  
**MISSOURI**  
**CITIZEN**  
**SURVEY**

**FINAL REPORT**

Submitted to:  
**The City of Kansas City, Missouri**

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