

Citizen Survey Results FY17-18

June 14, 2018

City Manager's Office of Performance Management

Presentation Agenda

- 1) New Insights
- 2) Declines in Satisfaction
- 3) Areas of Improvement
- 4) Big Picture Takeaways

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

- 4,377 surveys completed (out of 9,000 sent)
- Council Districts and demographic groups are representative in the sample

Began July 2017, ended April 2018

- Survey was sent in July 2017, October 2017, January 2018, and April 2018

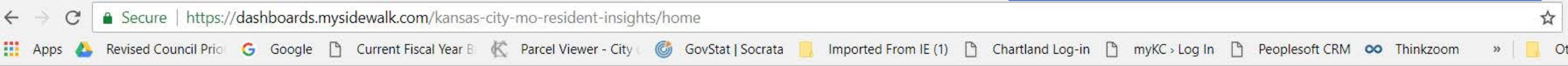
Results are integrated into city strategy and department operations

- Other places you may see data: KCStat, Citywide Business Plan, Budget, department plans

New Insights

New Interactive Access to Data

<https://dashboards.mysidewalk.com/kansas-city-mo-resident-insights/>



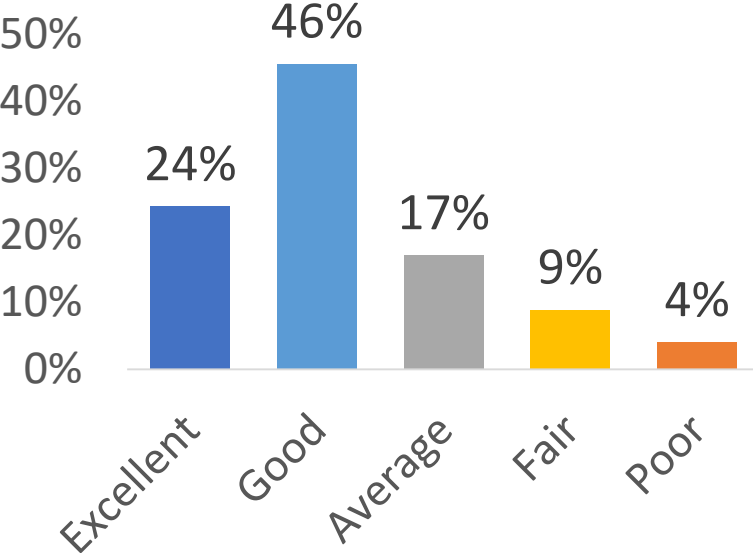
- Home
- Overall Perceptions ▼
- Leadership from Elected Officials ▼
- Police Services & Safety ▲

Introduction

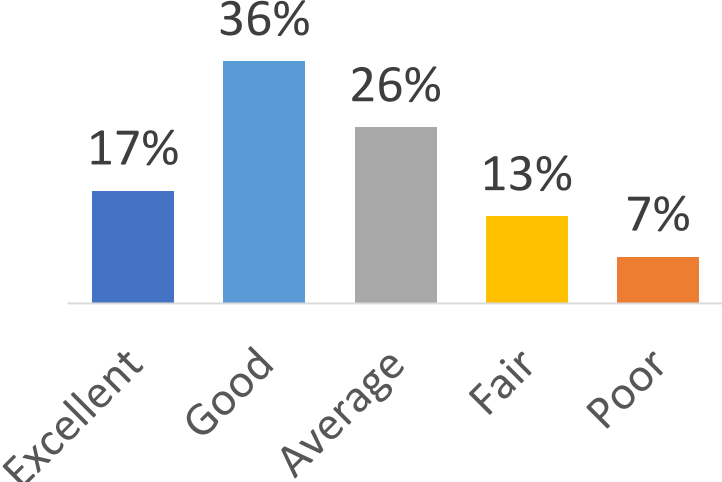
Welcome to the **City of Kansas City, Missouri's Resident Insights Dashboard**, an interactive data resource for understanding the key metrics driving resident satisfaction in our city. On each page, you will discover data points, charts, and maps highlighting areas that are important to Kansas Citians' quality of life. These insights can be used to identify and support resident-centric planning and policy

New Data on Resident Health and Economic Mobility

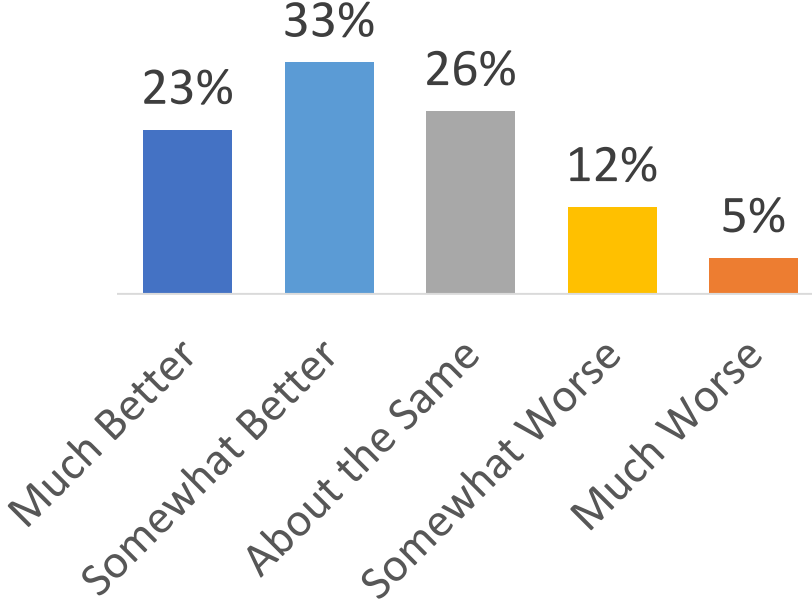
Overall State of Health



Personal Financial Condition



Standard of Living Compared to Parents



29% of residents with incomes < \$30,000 rate their health as Fair/Poor compared to 5% of residents with incomes > \$100,000

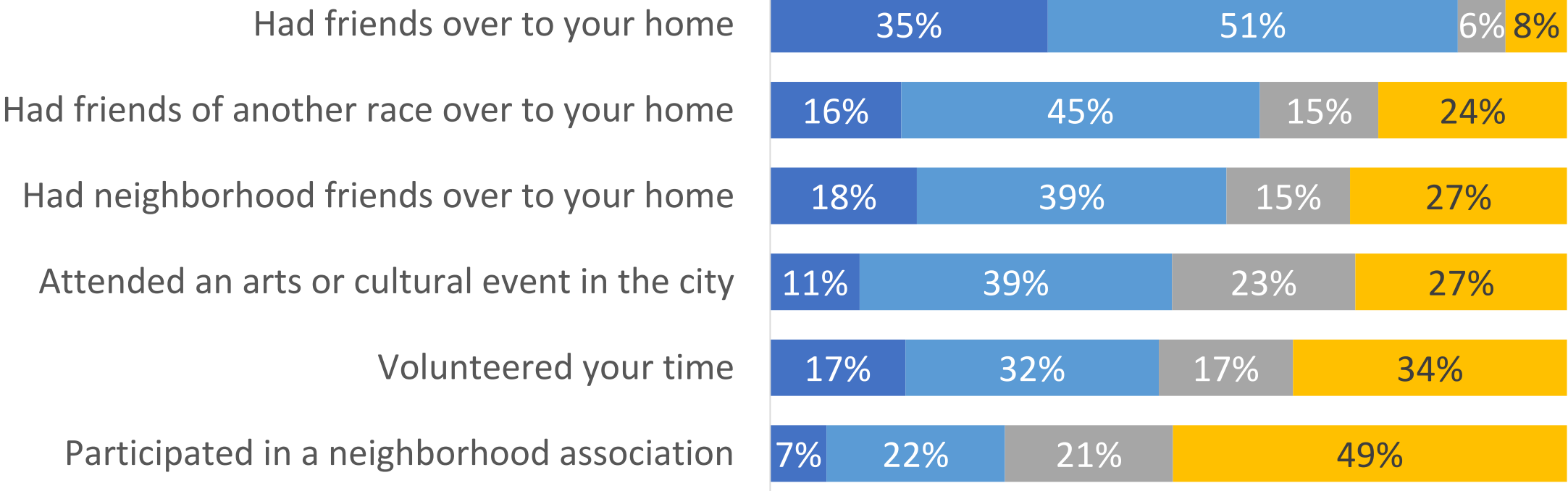
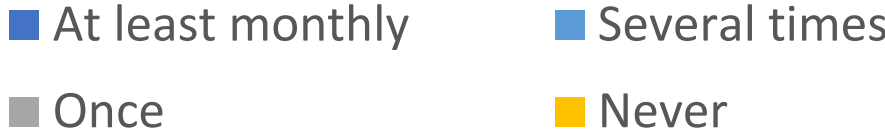
58% of white residents rate their financial condition as Excellent/Good compared to 42% of black residents

51% of residents aged 18-24 rate their standard of living as better than their parents compared to 69% of residents aged 65+

Source: KCMO Resident Survey, FY2017-18

New Data on Community Connectedness

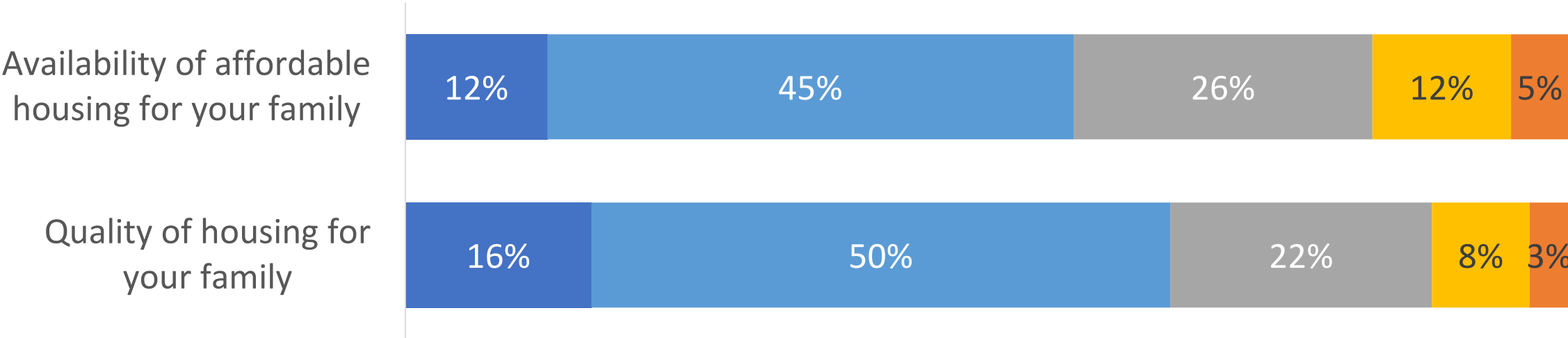
In the last year, how often have you....



Source: KCMO Resident Survey, FY2017-18

New Data on Perceptions of Housing

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



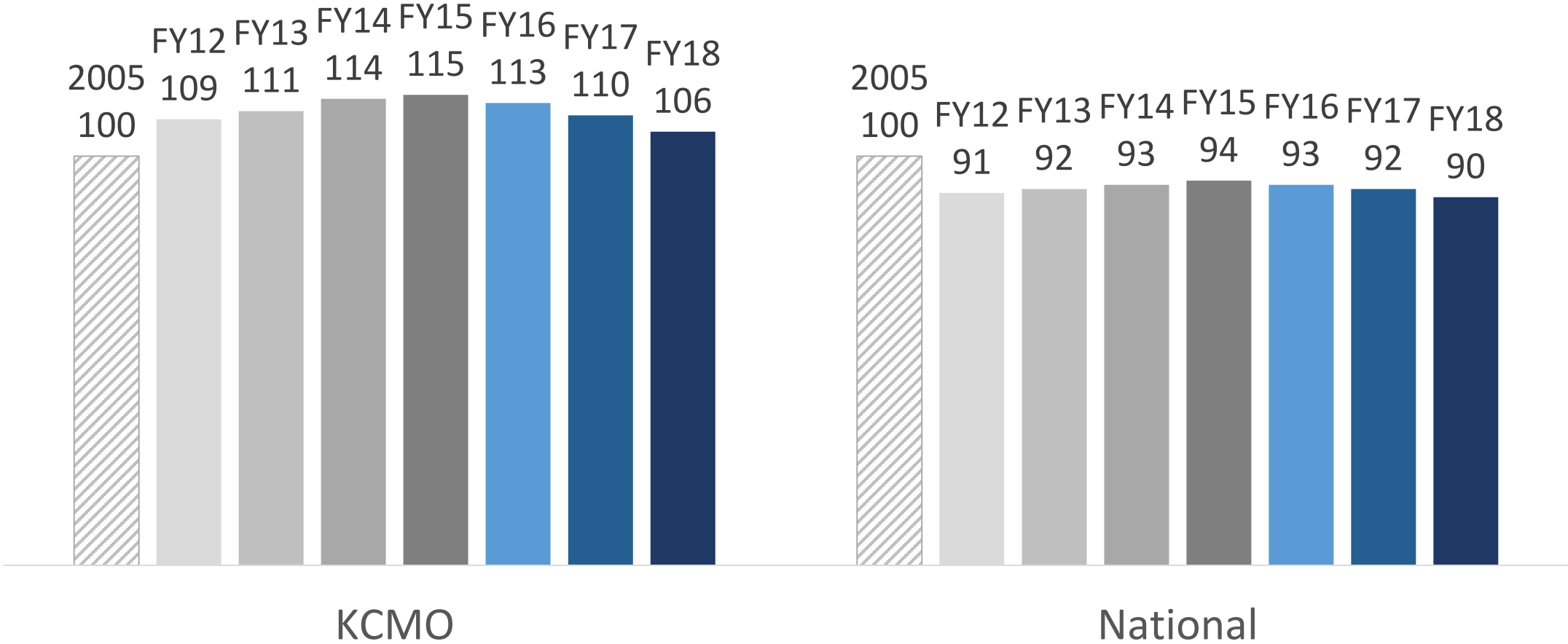
40% of residents with incomes < \$30,000 are satisfied with availability of affordable housing and 31% are dissatisfied

Between Council Districts, satisfaction with quality of housing ranges from 74% (CD 1 and 2) to 45% (CD3)

Declines in Satisfaction

KCMO's decline in satisfaction follows the national trend

Composite Customer Satisfaction Index



Source: ETC Institute (2018)

Increase in Satisfaction (>1.5% for 4Q or 2.14% for 2Q)

No Change or No Trend

Decrease in Satisfaction (<-1.5% for 4Q or 2.14% for 2Q)

High Level Indicators
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

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

Streets/Infrastructure
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

311
Ease of using 311 via phone
Ease of using 311 via web
Courtesy of 311 calltakers
Service resolution via 311

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

Parks
Maintenance of parks
Facilities such as picnic shelters and playgrounds
Outdoor athletic fields
Blvd/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

Major Service Categories
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

Fire/EMS
Fire protection and rescue
Fire and rescue response
EMS service
EMS response time

Solid Waste
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

Public Transportation
KCATA buses
KC Streetcar

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

Neighborhood Svcs
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

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

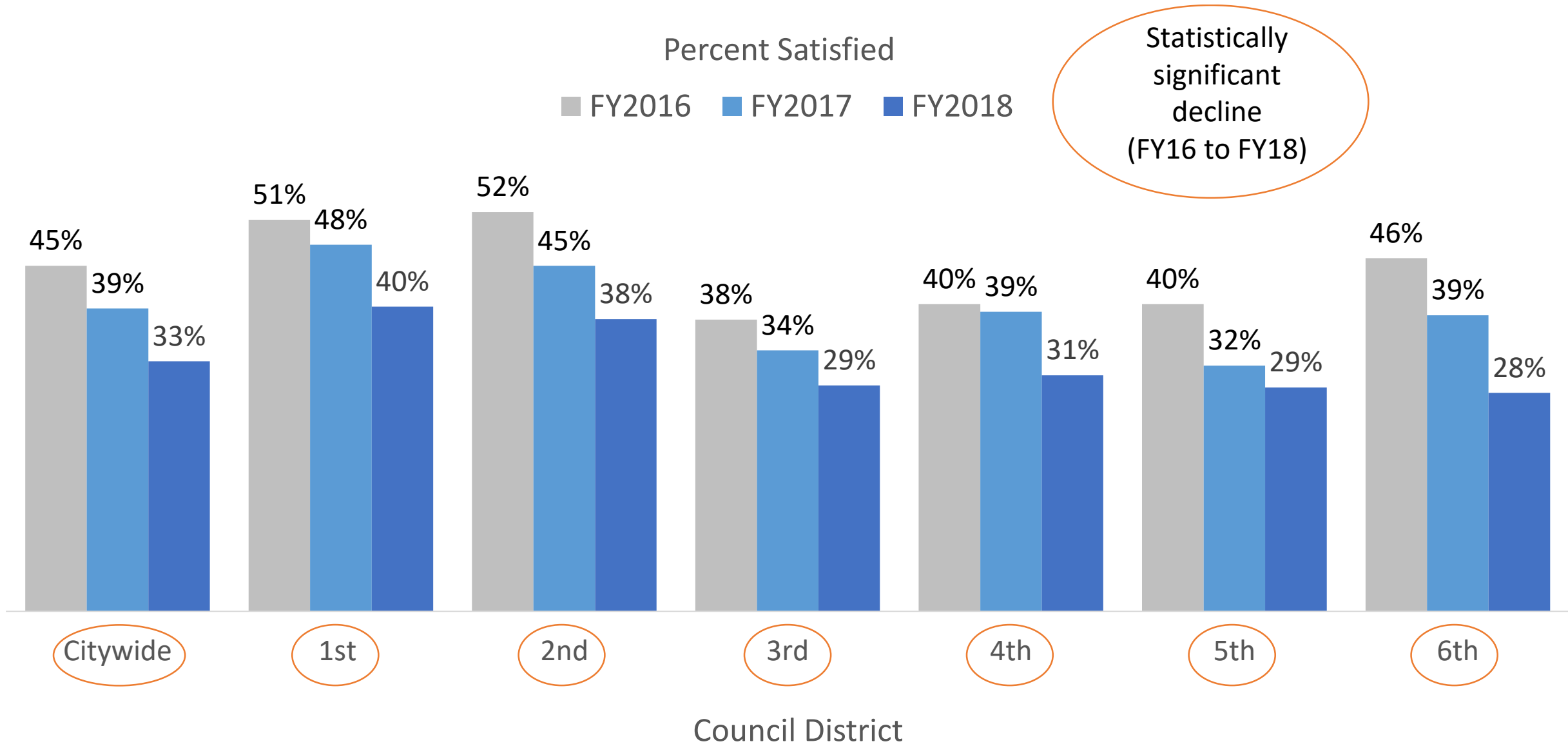
Determinants of Health
State of health
Financial condition
Standard of living compared to parents
Availability of affordable housing
Quality of housing

Leadership
Leadership from elected officials
Effectiveness of city manager and appointed
How ethically the city conducts business

Questions with a Decline in Satisfaction Two Years in a Row

Category	Question	FY16	FY18	Two Year Decline
Overall	Quality of city services	59.5%	55.8%	-3.8%
Major Services	Police services	67.1%	60.0%	-7.1%
	Fire/EMS services	79.2%	74.9%	-4.2%
	Water utilities	59.0%	50.9%	-8.1%
	Airport	69.0%	52.6%	-16.4%
Police Services	Efforts to prevent crime	44.6%	32.6%	-12.1%
	Visibility of police in neighborhoods	47.7%	39.6%	-8.1%
	How quickly police respond to emergencies	52.0%	44.1%	-7.8%
	Effectiveness of police protection	62.9%	55.4%	-7.5%
Maintenance and Infrastructure	Streets in your neighborhood	38.1%	33.4%	-4.8%
	Sidewalks in the city	24.2%	20.0%	-4.2%
	Accessibility of infrastructure of people with disabilities	42.7%	37.0%	-5.6%
Airport	Food, beverage and other concessions	45.2%	27.8%	-17.4%
Leadership	Leadership of elected officials	55.9%	46.8%	-9.1%
	Effectiveness of city manager and appointed staff	52.1%	44.3%	-7.8%
	How ethically the city conducts business	46.5%	37.7%	-8.8%

Efforts to Prevent Crime: Satisfaction by Council District



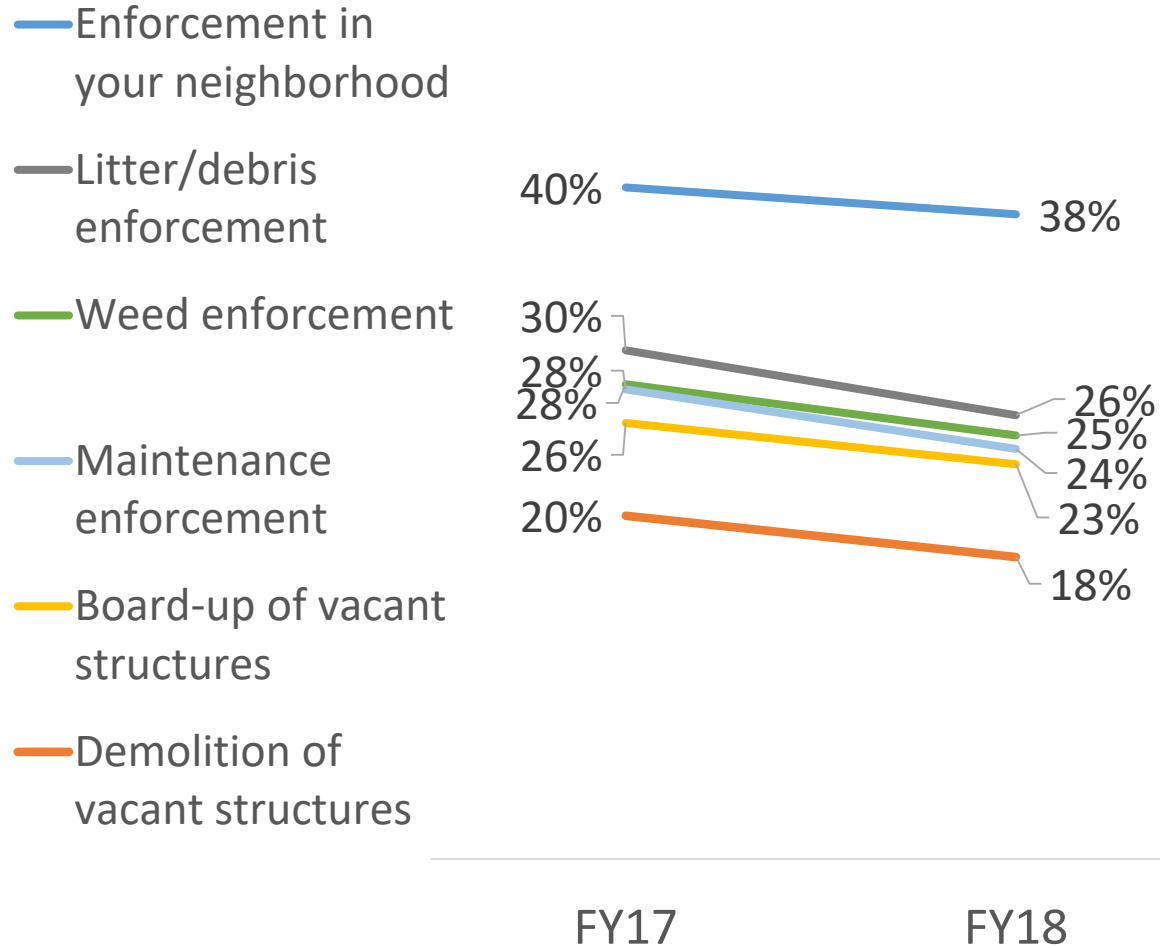
Infrastructure Priorities, Satisfaction, and Benchmarks

Question	I-S Rank	FY17	FY18	Trend	Large Cities
		Satisfaction	Satisfaction		Average
Maintenance of city streets	1	24%	22%	↓	43%
Condition of sidewalks in the city	2	23%	20%	↓	48%
Maintenance of streets in your neighborhood	3	37%	33%	↓	43%
Condition of sidewalks in your neighborhood	4	33%	31%	↓	--
Snow removal on residential streets	5	38%	38%		49%
On street bike infrastructure	6	28%	26%	↓	--
Accessibility of streets/infrastructure for people with disabilities	7	40%	37%	↓	--
Adequacy of city street lighting	9	57%	57%		59%
Snow removal on major city streets	8	57%	58%		54%
Maintenance of traffic signs & signals	10	59%	57%	↓	66%

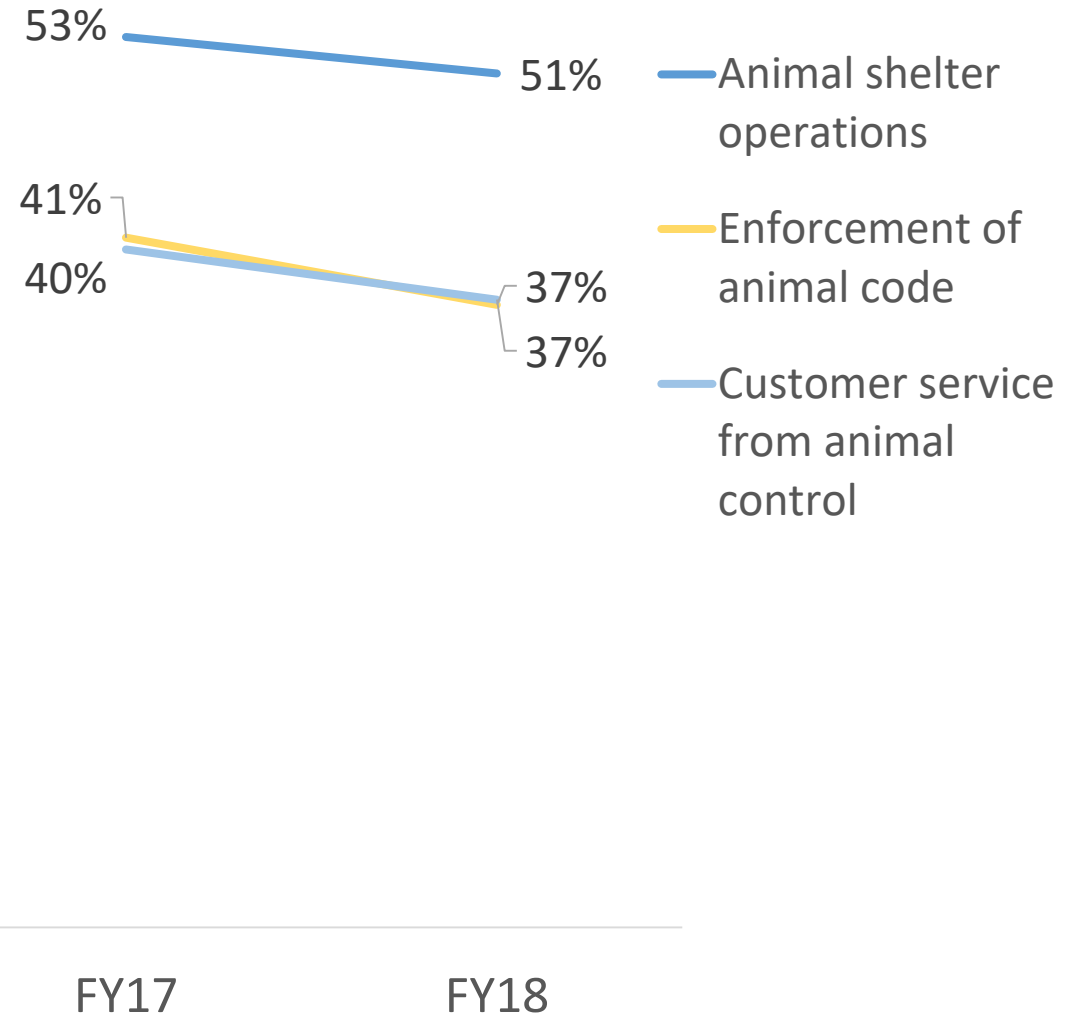
Source: KCMO Resident Survey FY17 and FY18; ETC Institute (2018)

Neighborhood Services Satisfaction Trends

Code Enforcement Satisfaction

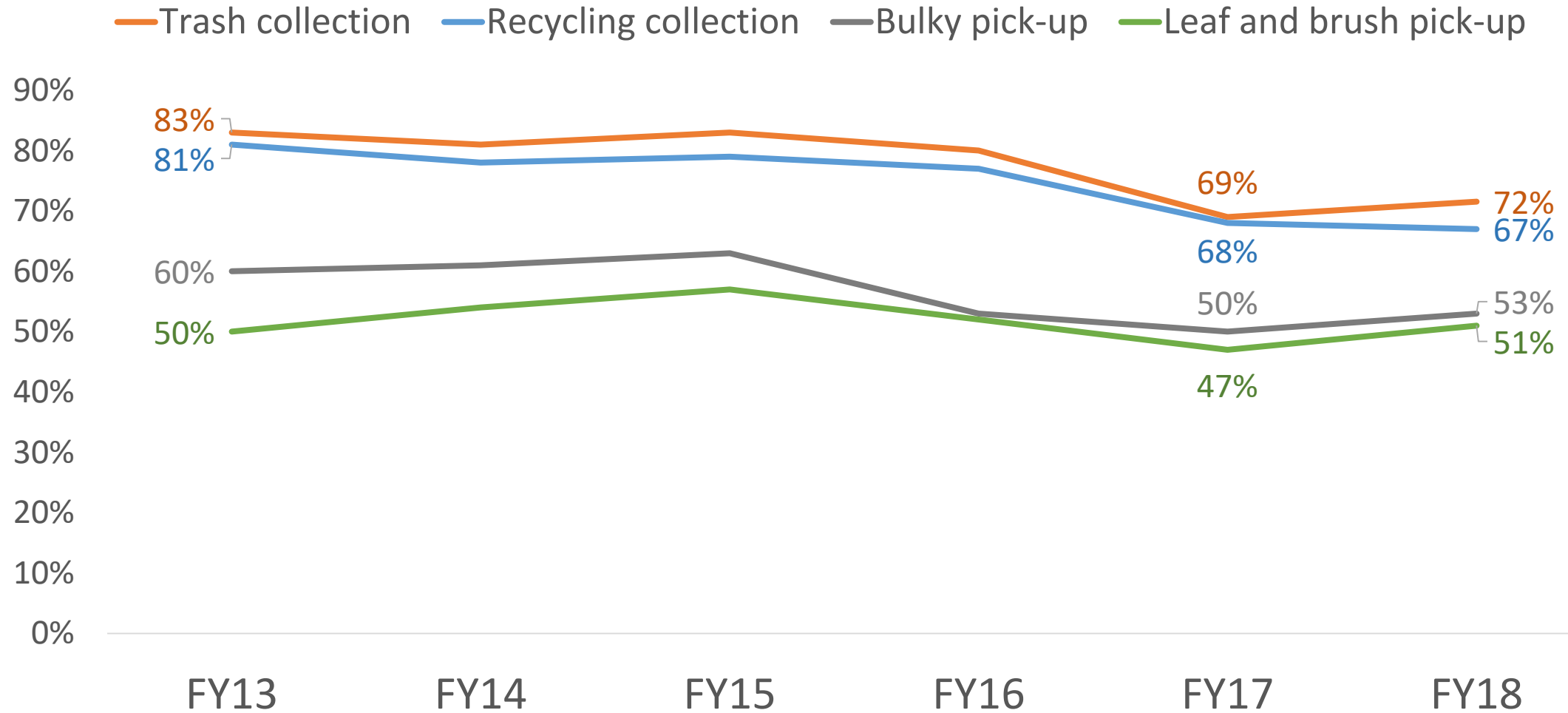


Animal Control Satisfaction



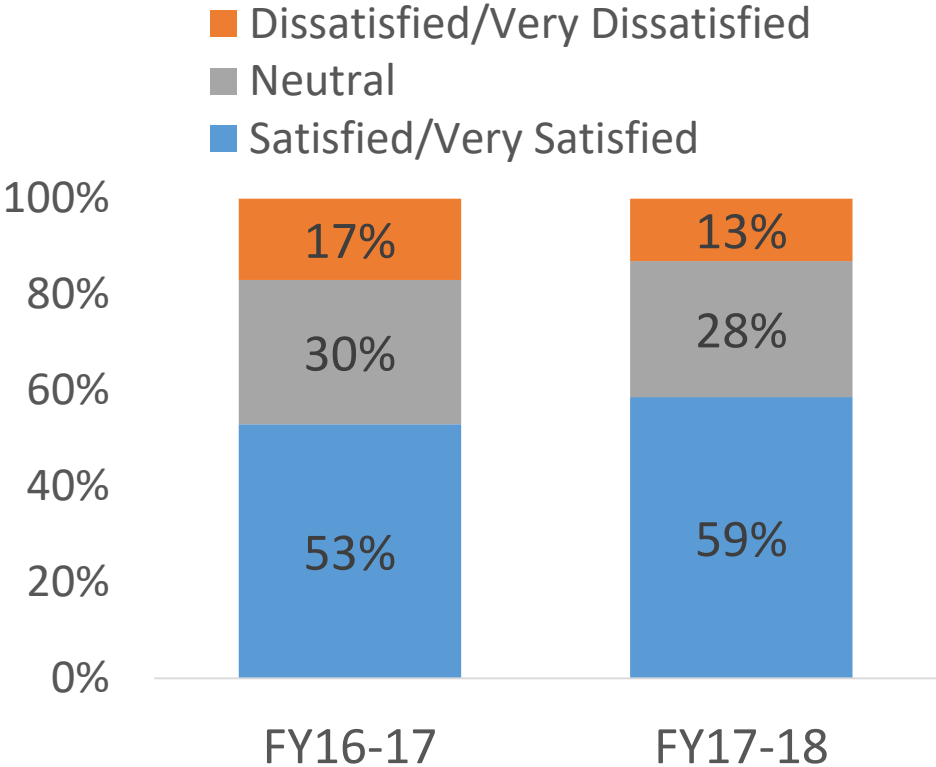
Areas of Improvement

Solid Waste Satisfaction Trends



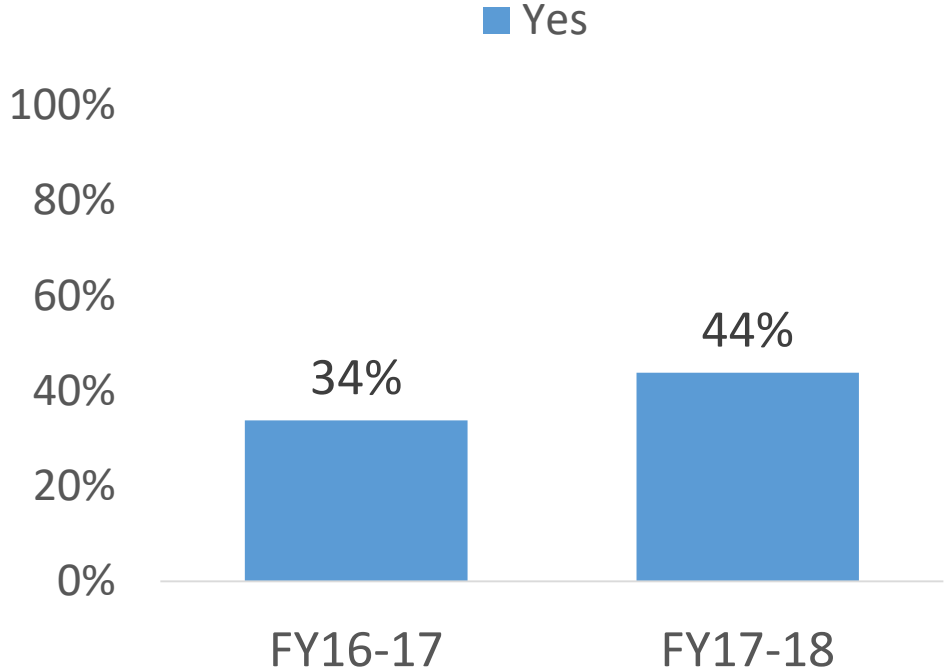
KC Streetcar Ridership and Satisfaction

Satisfaction with KC Streetcar



76% of KC Streetcar riders are satisfied, 7% are dissatisfied

Have you used the KC Streetcar in the last year?



In Q4, 50% of residents said that they had used the KC Streetcar in the last year

Source: KCMO Resident Survey FY17 and FY18

Additional Positive Trends

311 Services

- Increased satisfaction with courtesy/professionalism of calltakers
- Steady satisfaction with other areas
- Use of 311 remained high (53%)

Parks and Recreation

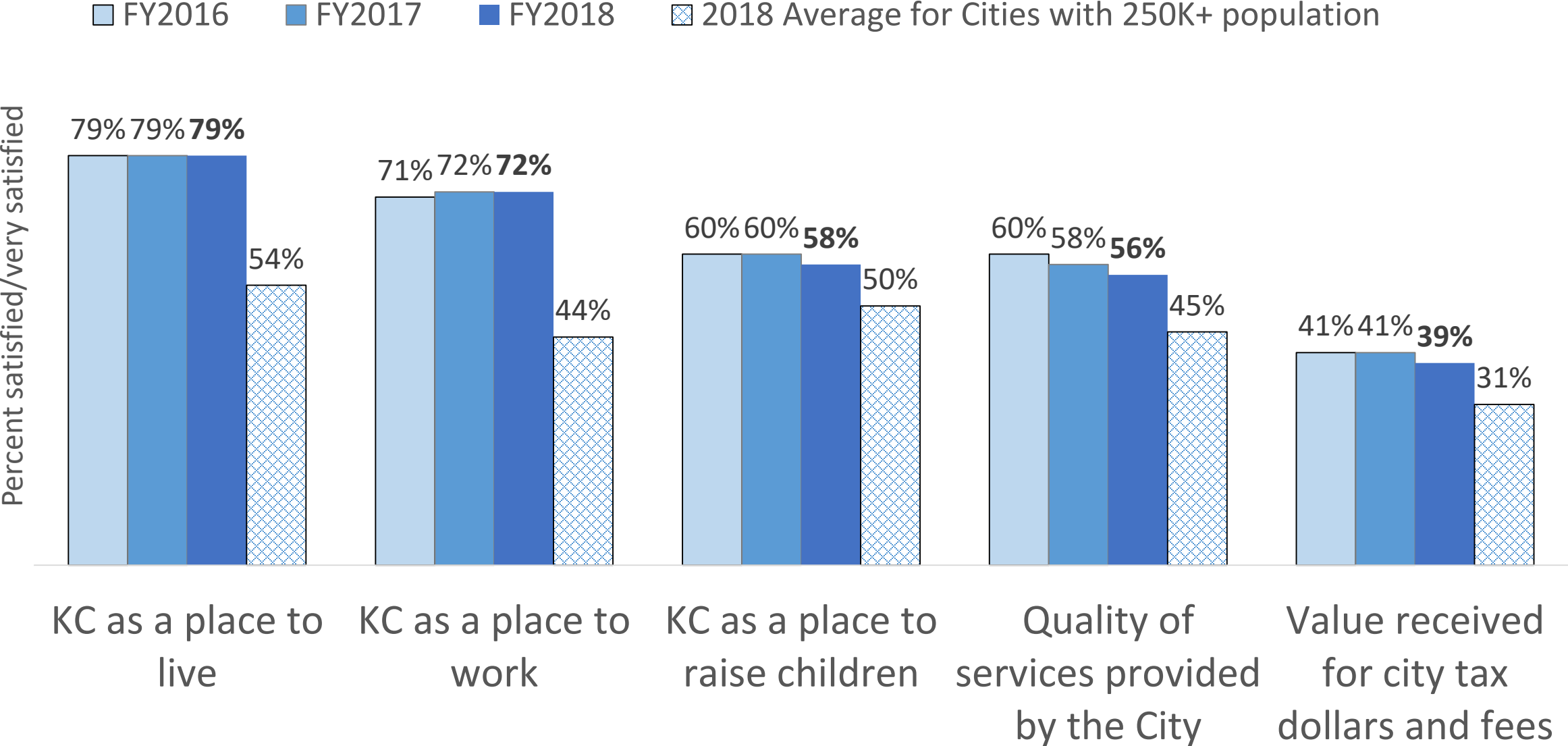
- Increased satisfaction with park maintenance and community center programming
- Increased use of community centers (30%); park use remained high (80%)

Big Picture Takeaways

Residents' Top Priorities are Steady (FY17-18 I-S Ranking)

Movement	Service	Importance	Satisfaction	FY2018 I-S	FY2017 I-S
	Streets, Sidewalks and infrastructure	58%	23%	1	1
	Police Services	35%	60%	2	2
	Public Transportation	19%	41%	3	3
	Neighborhood Services	18%	41%	4	4
	Stormwater Management	15%	34%	5	5
↑	Airport	19%	53%	6	9
↓	Water Utility	15%	51%	7	6
	Communication	8%	41%	8	8
↓	Solid Waste	11%	61%	9	7
	Parks and Recreation	9%	62%	10	10
↑	Fire/EMS Services	14%	75%	11	12
↓	Customer Service	5%	48%	12	11
	Health	4%	52%	13	13
↑	311	3%	59%	14	15
↓	Municipal Court	2%	39%	15	14

High Level Perceptions Remain Positive Compared to Benchmarks



Source: KCMO Resident Survey FY16, FY17, FY18; ETC Institute (2018)

Questions?

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kcmo.gov/survey

[dashboards.mysidewalk.com/
kansas-city-mo-resident-insights/](http://dashboards.mysidewalk.com/kansas-city-mo-resident-insights/)

2017-18 KANSAS CITY MISSOURI CITIZEN SURVEY

FINAL REPORT

Submitted to:

The City of Kansas City, Missouri

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