



FY 2019-20

Resident Satisfaction Survey

Results

Board of Parks and Recreation Commissioners
Tuesday, July 28, 2020

Julie Steenson



City Manager's Office

Purpose of Survey

Satisfaction

- Which services are residents more/less satisfied with and what is the trend?
- *Use: To understand service gaps or problems in tandem with operational data*

Priorities

- Which services do residents think should be prioritized for improvement?
- *Use: To prioritize improvement efforts or resource allocation*

Segmentation

- How do residents' perspectives differ based on age, race, gender, geography, experiences, etc?
- *Use: To develop targeted outreach strategies for specific resident groups*

Benchmarks

- How do we compare with other cities?
- *Use: To understand our relative strengths and weaknesses, and examples of best practice cities*

Important Background on the Resident Survey

Administered by survey experts

- ETC Institute has been our survey contractor since 2001 and administers many mid-to large-sized city surveys
- Sent via mail, with phone and email follow-up

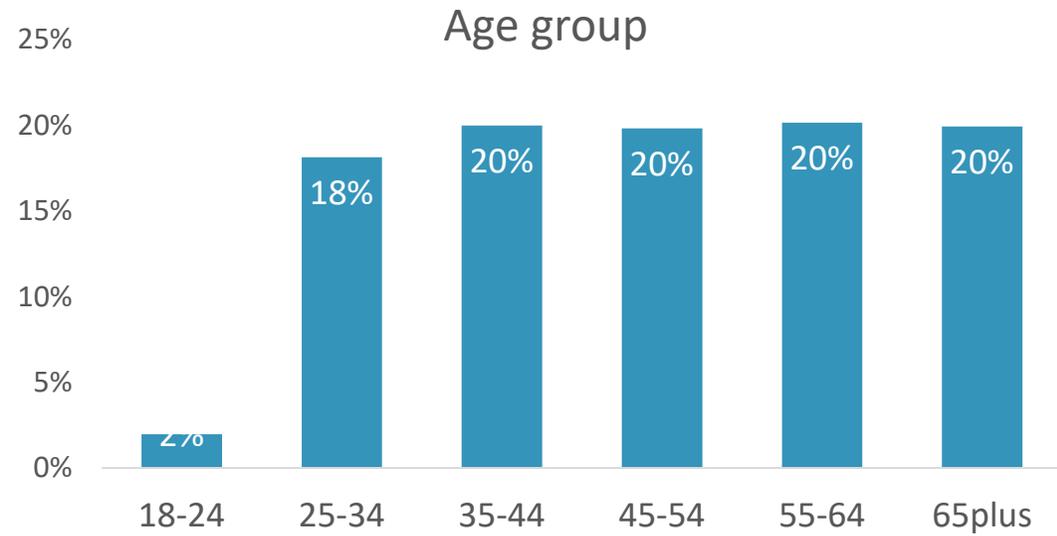
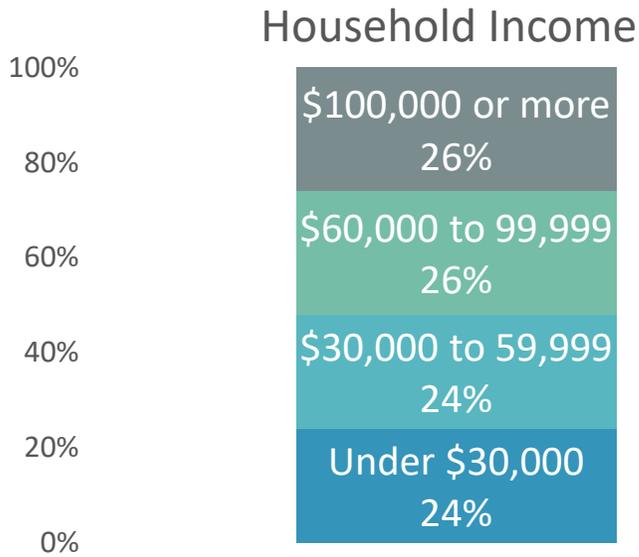
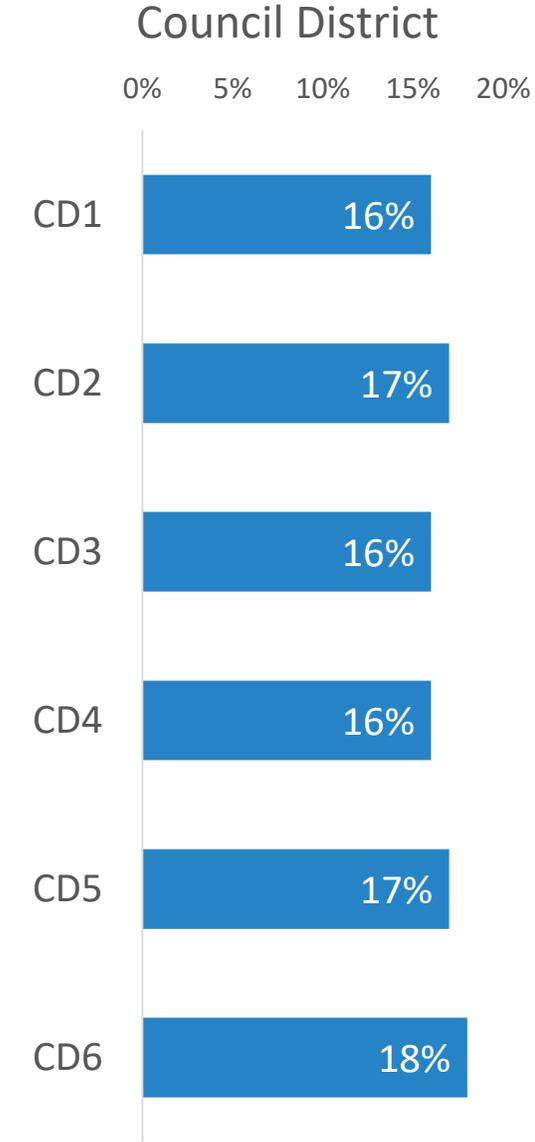
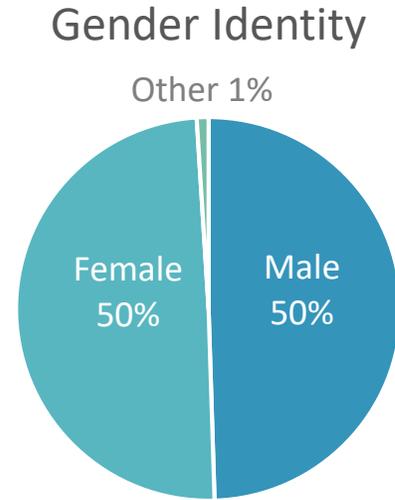
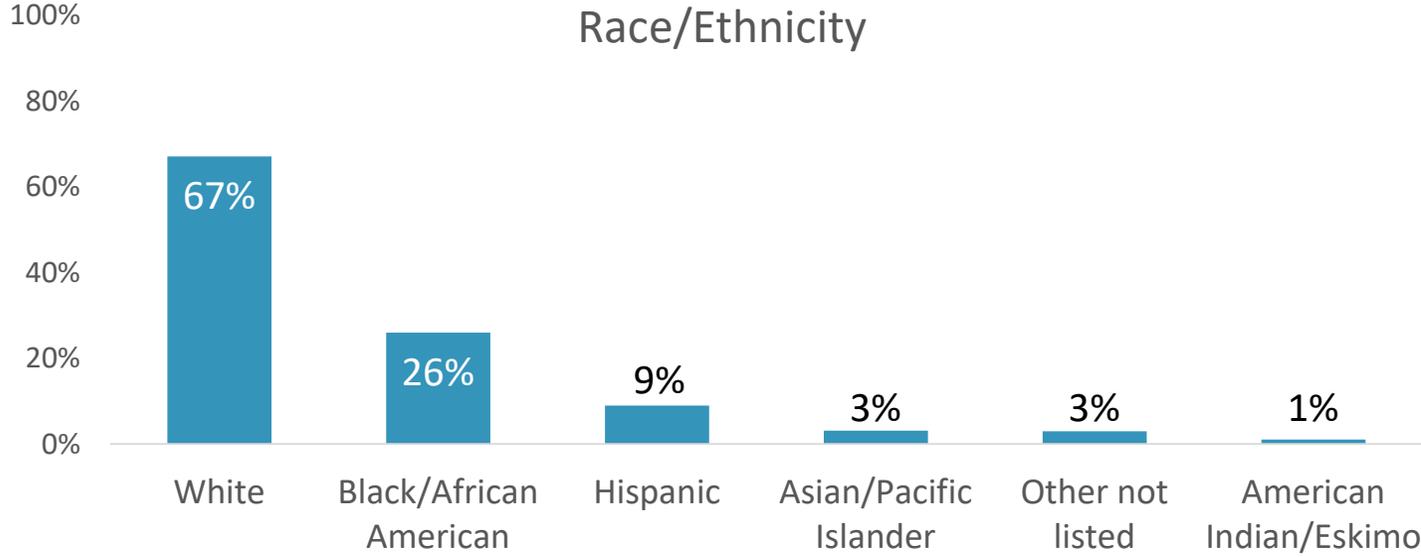
Large, random sample

- 3,754 surveys completed (out of 9,000 sent)
- Sample is representative of Council Districts and demographic groups
- Results are considered representative of the general population, within a margin of error (like a poll)

Timeframe of Administration

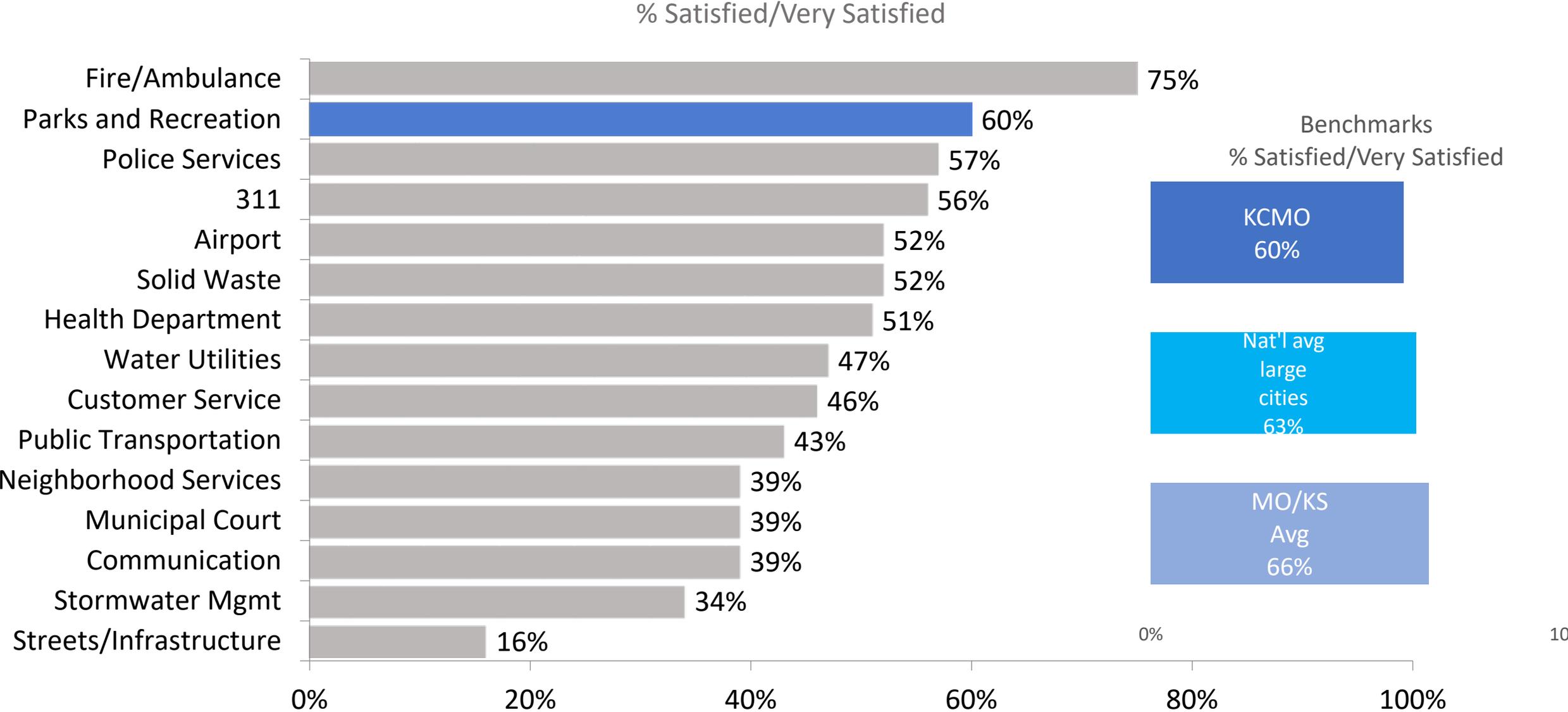
- Survey was sent in August 2019, November 2019, February 2020, and May 2020
- Parks questions appeared on November and May.
 - Very interesting trends emerged in Q4!

FY20 survey respondent demographics



Source: Resident Survey FY2020

Compared to all city service areas, Parks and Rec has overall higher levels of satisfaction than most



Source: Resident Survey FY2020

Resident Priorities: Importance-Satisfaction Ranking

Source: KCMO Resident Survey

Major Service Areas	Importance		Satisfaction	Importance-Satisfaction
	Percent	Rank	Percent	FY19 Rank
Infrastructure - streets and sidewalks	64%	1	16%	1
Police services	35%	2	57%	2
Neighborhood services	20%	3	39%	3
Stormwater runoff/management	13%	7	34%	4
Solid waste services	17%	4	52%	5
City water utilities	14%	5	47%	6
Public transportation	14%	6	43%	7
Airport facilities	10%	9	52%	8
Effectiveness of city communications	7%	11	39%	9
City Planning and Development	5%	14	31%	10
Parks and recreation*	8%	10	60%	11
Customer service from city employees	5%	12	46%	12
Fire and ambulance services	11%	8	75%	13
Health Department services	4%	14	51%	14
311 service	4%	15	56%	15
Municipal Court services	2%	16	39%	16

*When analyzed by demographic data, Parks and Recreation is listed as a higher priority (8th) for emphasis by residents who identified as Black/African American

Quarter 4 results (administered post-pandemic) saw notable increases in satisfaction

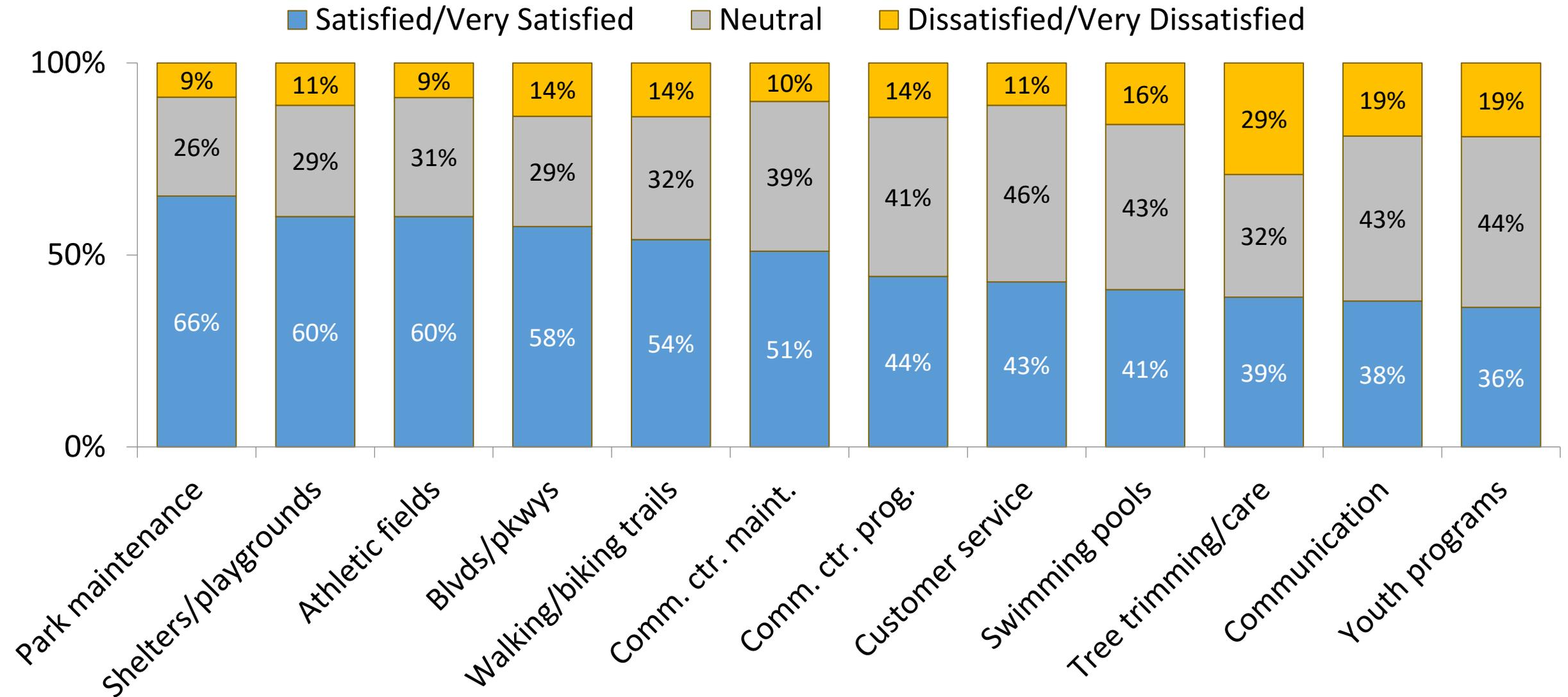


Question	FY19-20 Thru Q2	FY19-20 Q4	Change (Q2 to Q4)	FY18-19 (full year)	FY19-20 (full year)	Annual Change (FY19 to FY20)
Overall quality of city parks and recreation programs and facilities	58%	64%	5.4%	61%	60%	No change; would have decreased w/o Q4
Maintenance of city parks	62%	70%	7.4%	67%	66%	No change; would have decreased w/o Q4
Quality of facilities (picnic shelters/playgrounds)	58%	63%	5.3%	61%	60%	No change; would have decreased w/o Q4
Maintenance of blvds/pkwys	54%	62%	7.7%	55%	58%	Q4 caused Increased (2.5%)
Walking/biking trails in the city	50%	58%	8.0%	50%	54%	Q4 caused Increased (3.8%)
Maintenance/appearance of community centers	48%	55%	6.8%	48%	51%	Q4 caused Increased (3.3%)

Most questions asked in the 4th quarter showed an increase in satisfaction. It is too early to tell whether these changes were situational or will extend forward. This is just a sample of questions from Parks section, but this trend applies to most.

Parks service areas for emphasis
and satisfaction trends

Satisfaction varies significantly between Parks and Rec services



Source: Resident Survey FY2020

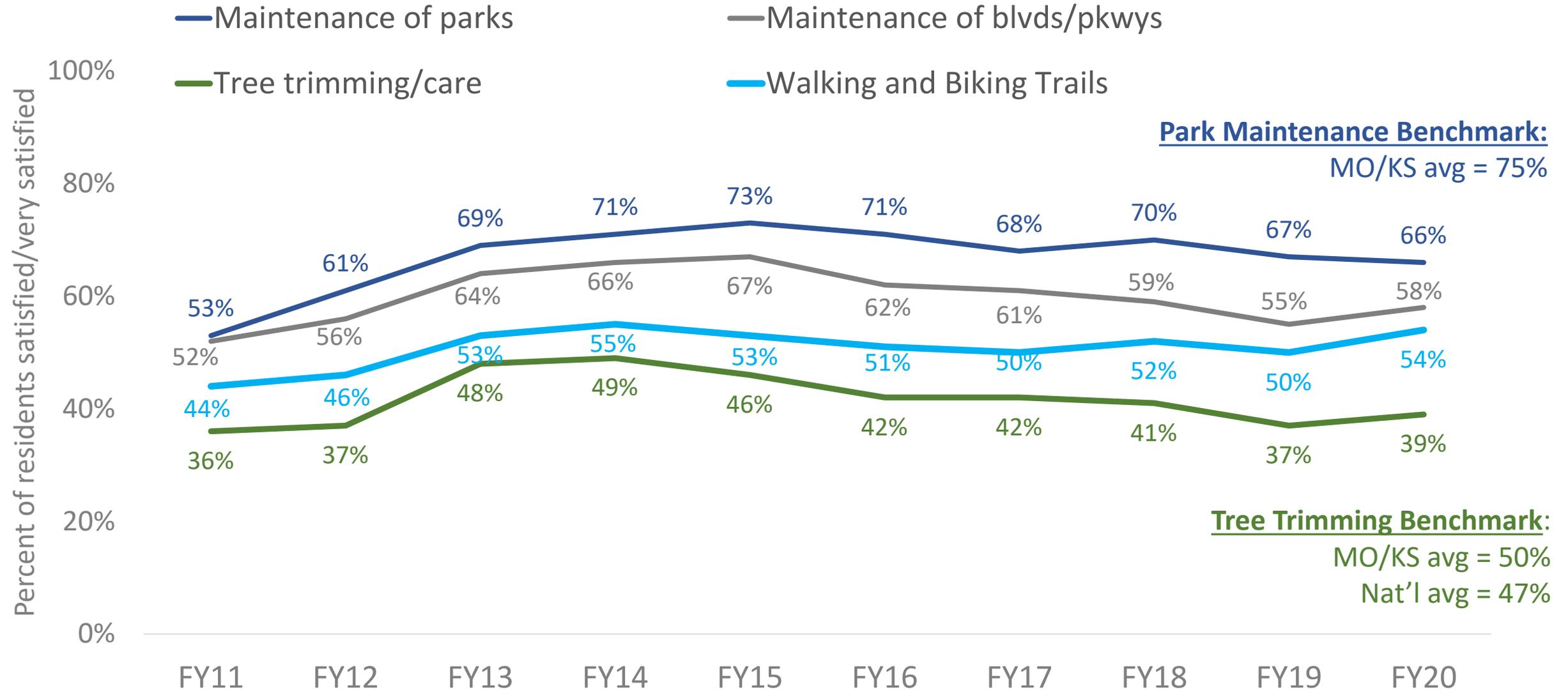
Residents' priorities for Parks and Recreation are fairly consistent over time

Which TWO of the Park and Recreation Services listed do you think should receive the MOST EMPHASIS from the City over the next two years? (Importance = aggregate percent of citizens selecting)

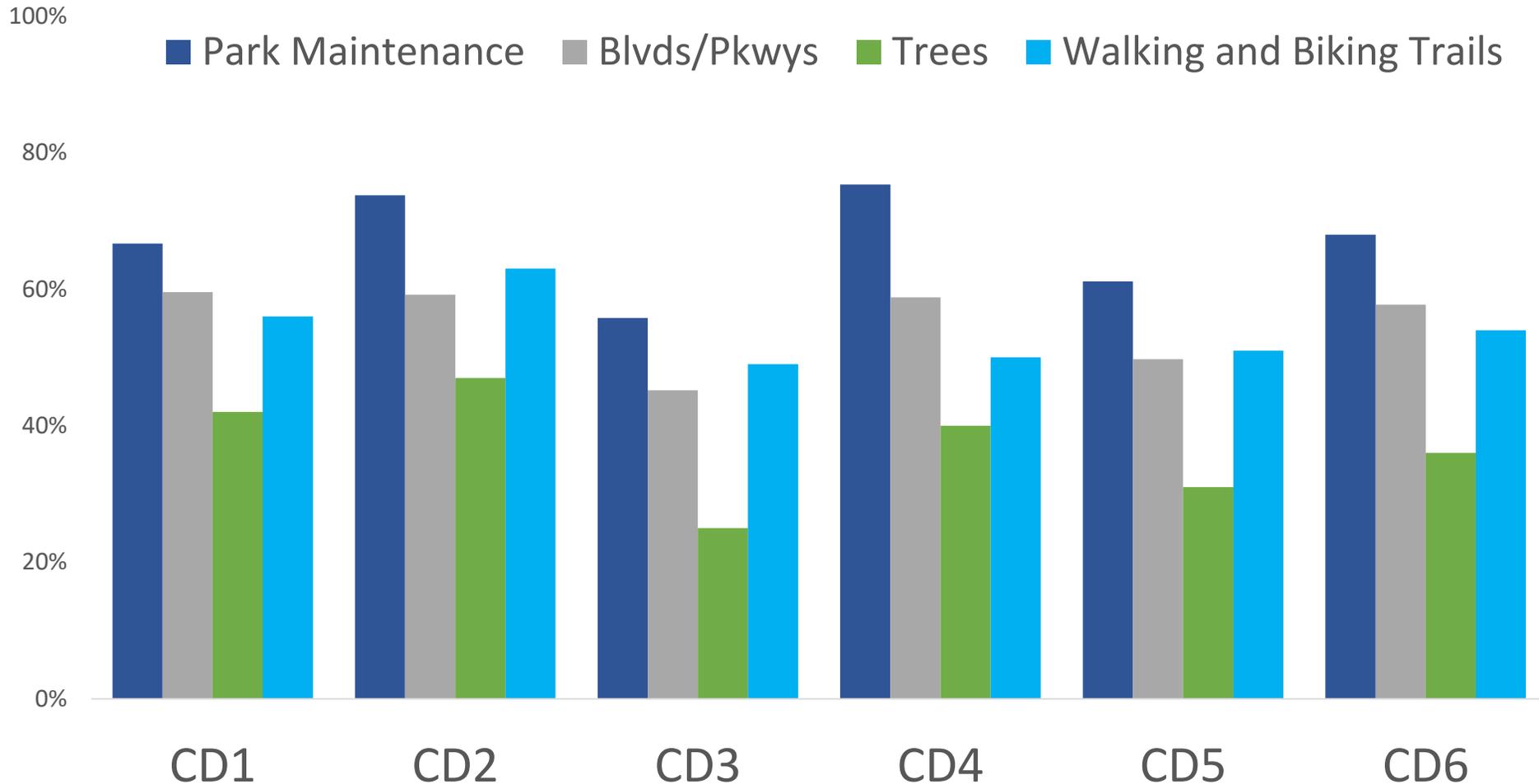
Question	Importance	Satisfaction	FY2020 I-S Rank	FY2019 I-S Rank
Tree trimming and other tree care	25%	39%	1	1
Youth programs and activities	17%	36%	2	2
Maintenance of boulevards/parkways	19%	58%	3	3
Maintenance of city parks	24%	66%	4	5
Walking and biking trails	16%	54%	5	4
Quality of park facilities	15%	60%	6	6
Programs and activities at community centers	8%	44%	7	7
City swimming pools and programs	6%	41%	8	8
Parks and Rec communications	5%	38%	9	9
Quality of outdoor athletic fields	7%	60%	10	10
Maintenance and appearance of community centers	4%	51%	11	12
Parks and Rec customer service	2%	43%	12	11

Source: Resident Survey FY2020

Parks and Recreation Infrastructure areas were steady or increased



Satisfaction with Parks infrastructure varies by Council District and other factors



Walking/Biking Trails:

- Increase in satisfaction in 3rd, 5th and 6th Council Districts

Blvds/Pkwys:

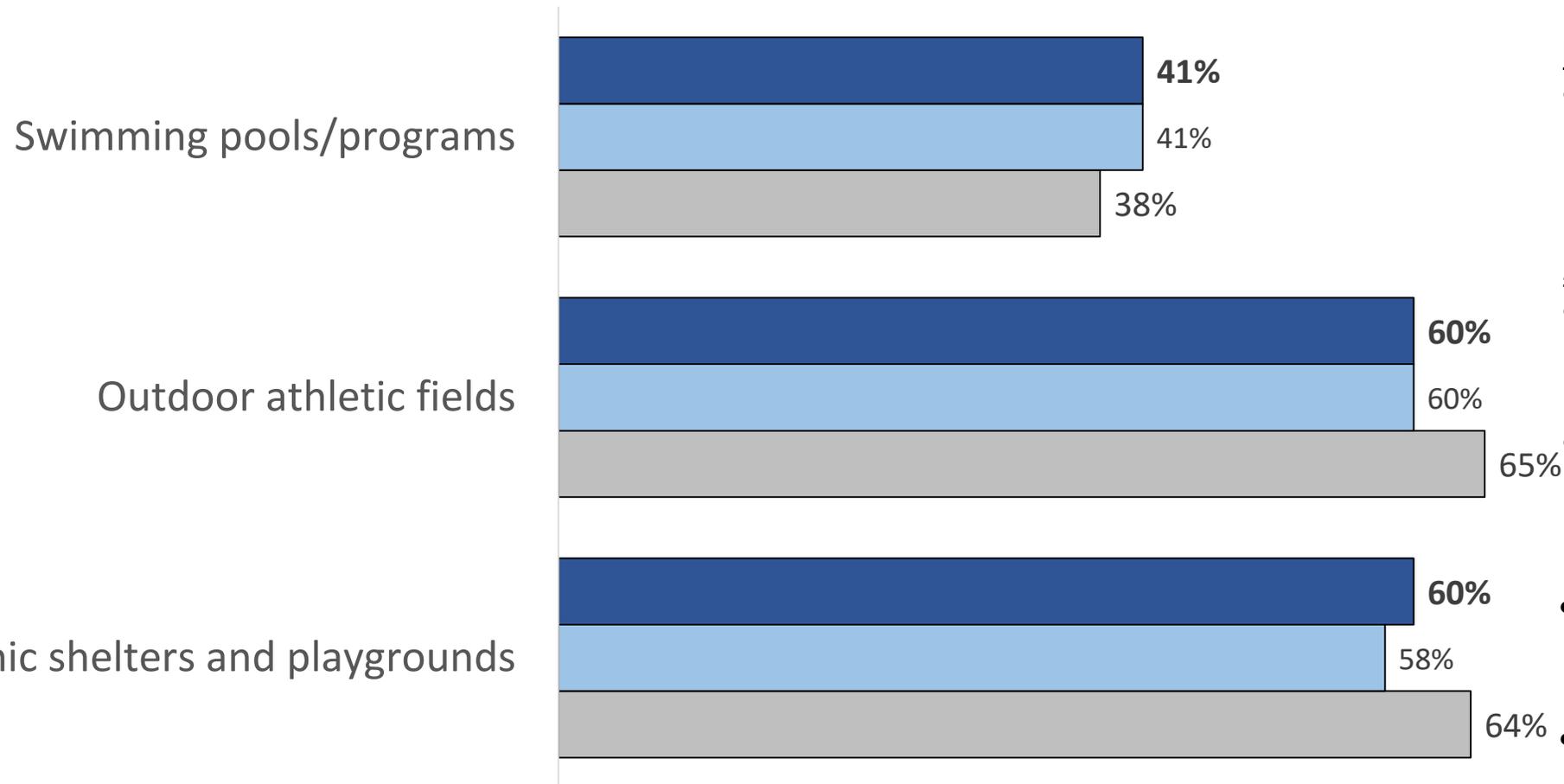
- Increase in satisfaction in 3rd and 5th Council Districts

Maintenance of Parks:

- Variation in satisfaction by age groups – 35-44 year-olds most least likely to be satisfied (58%)

Other Park Amenities: increased or steady satisfaction; Comparison with benchmarks shows strengths (w/in margin of error for large and regional benchmarks)

■ KCMO ■ Large Cities Average ■ MO/KS Average



Pools:

- 4.2% increase in satisfaction

Athletic Fields:

- 3rd and 5th Council Districts had lower than average satisfaction
- Black/African American satisfaction below citywide

Picnic shelters/playgrounds:

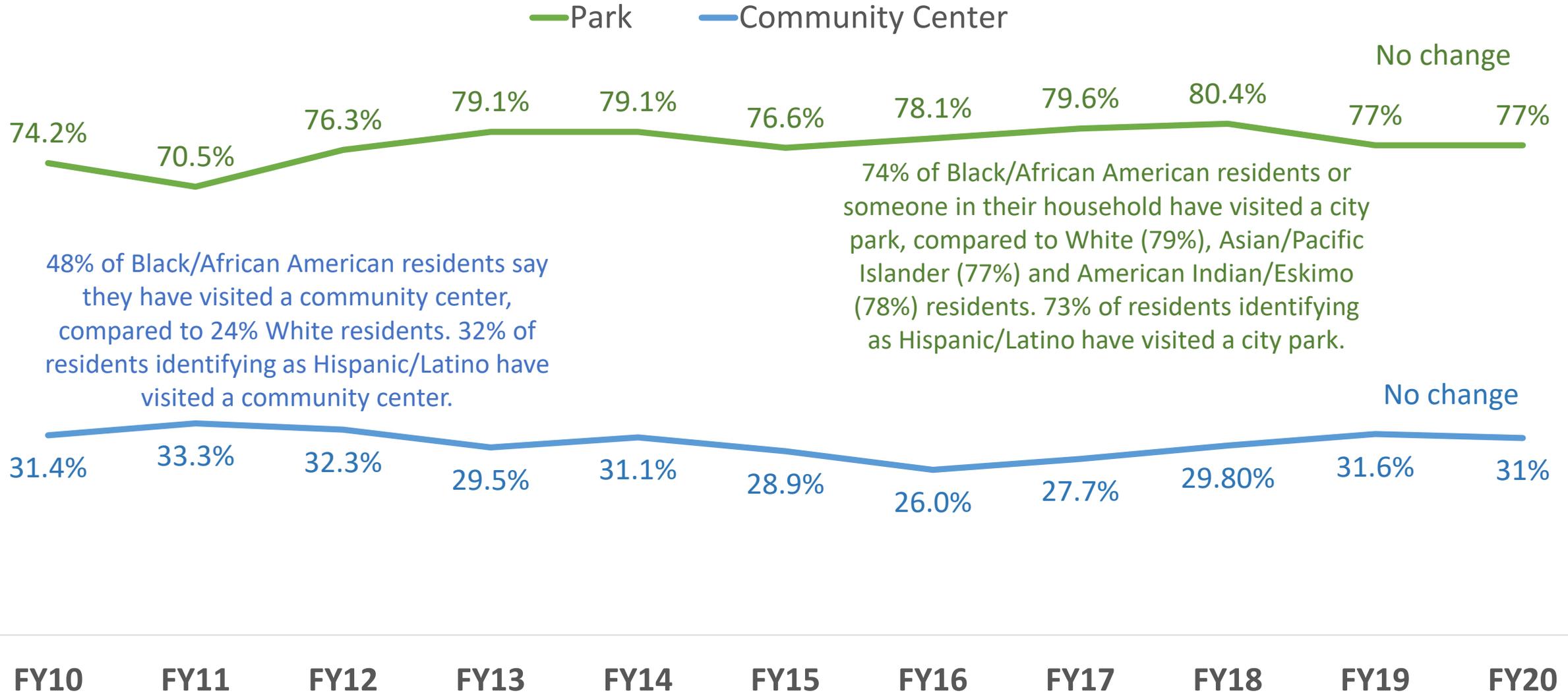
- 3rd and 5th Council Districts had lower than average satisfaction
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Source: Resident Survey FY2020

Percent satisfied/very satisfied

Use of parks/community centers is steady

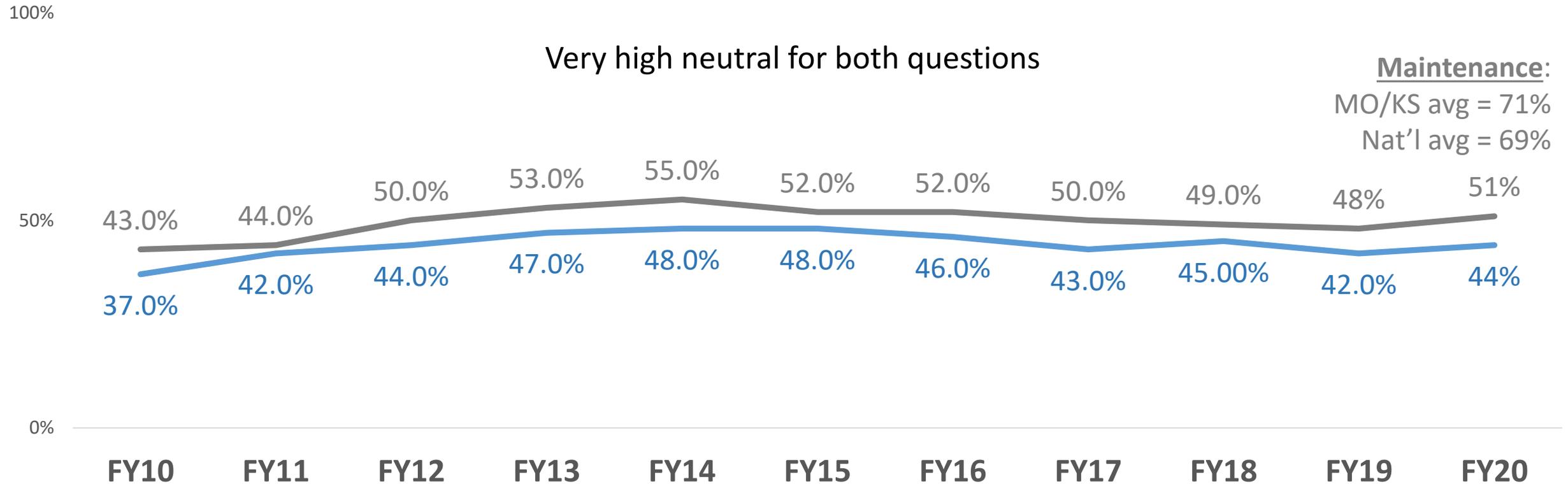
Have you Visited a Park/Have you Visited a Community Center?



Maintenance of community centers and programs and activities at community centers increased

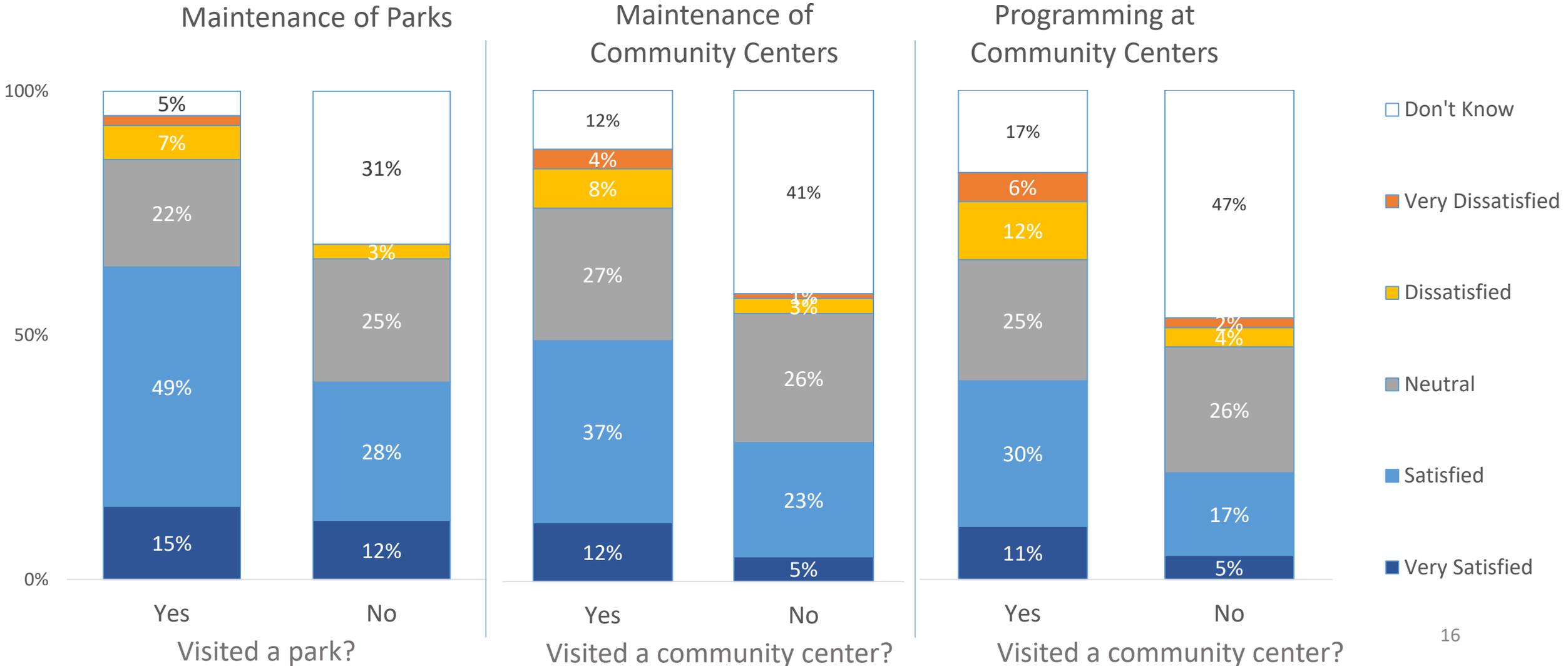
Satisfaction with Community Centers

—Maintenance —Programs

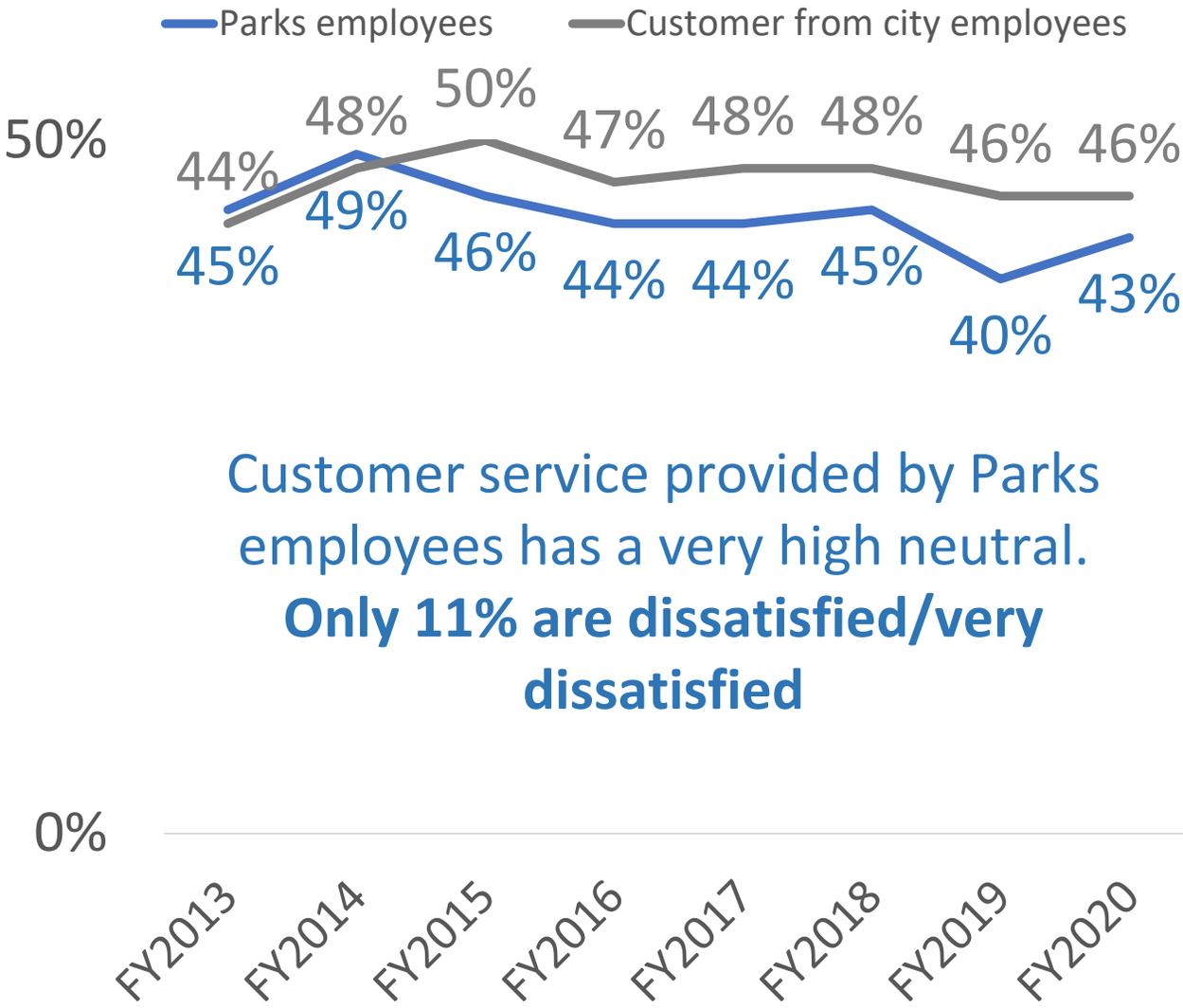


“Have you visited a park or community center”

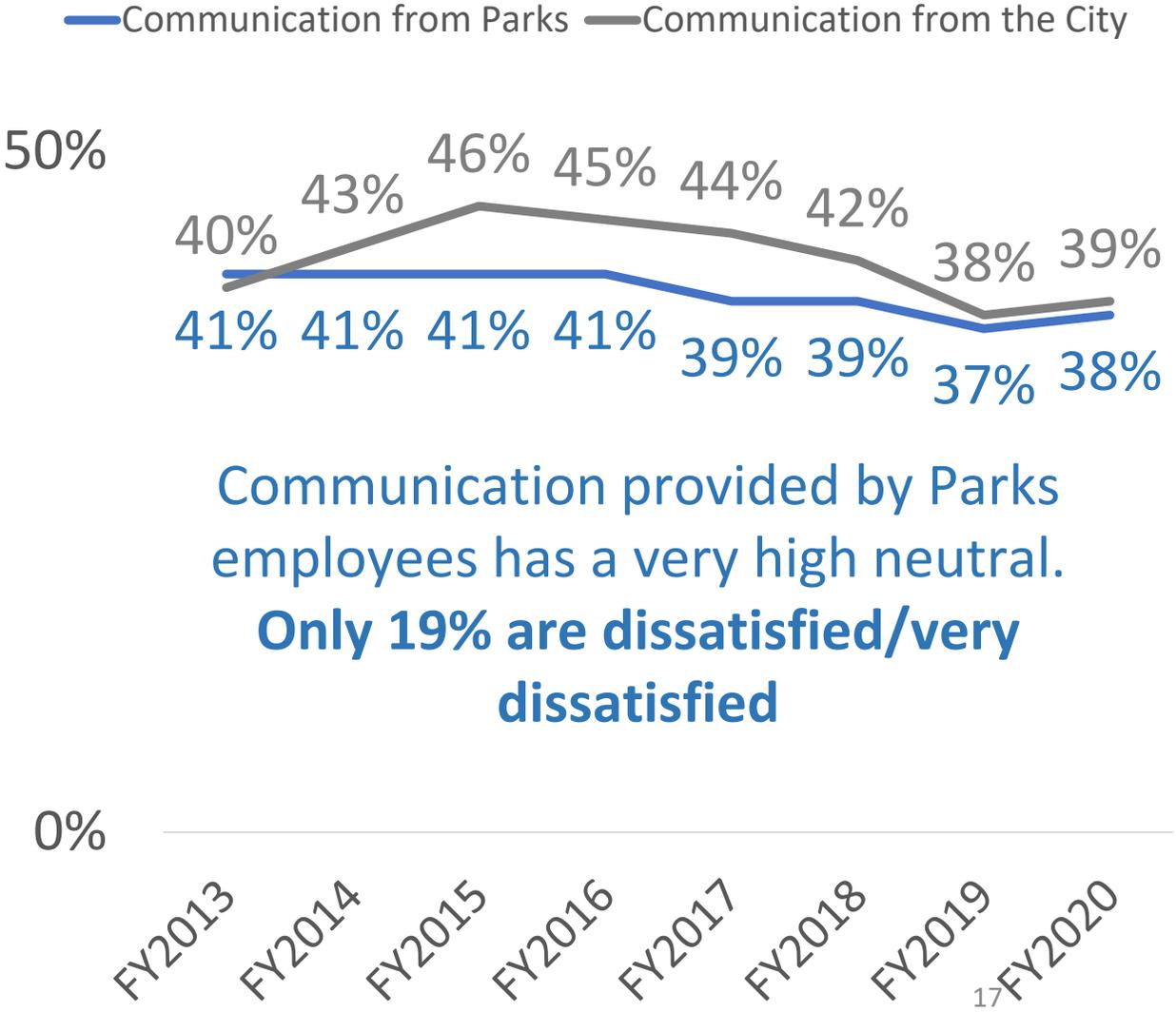
Respondents who say yes are more likely to be satisfied



Satisfaction with the quality of customer service from Parks employees and Communication are highly correlated, so each will impact the other and other service areas



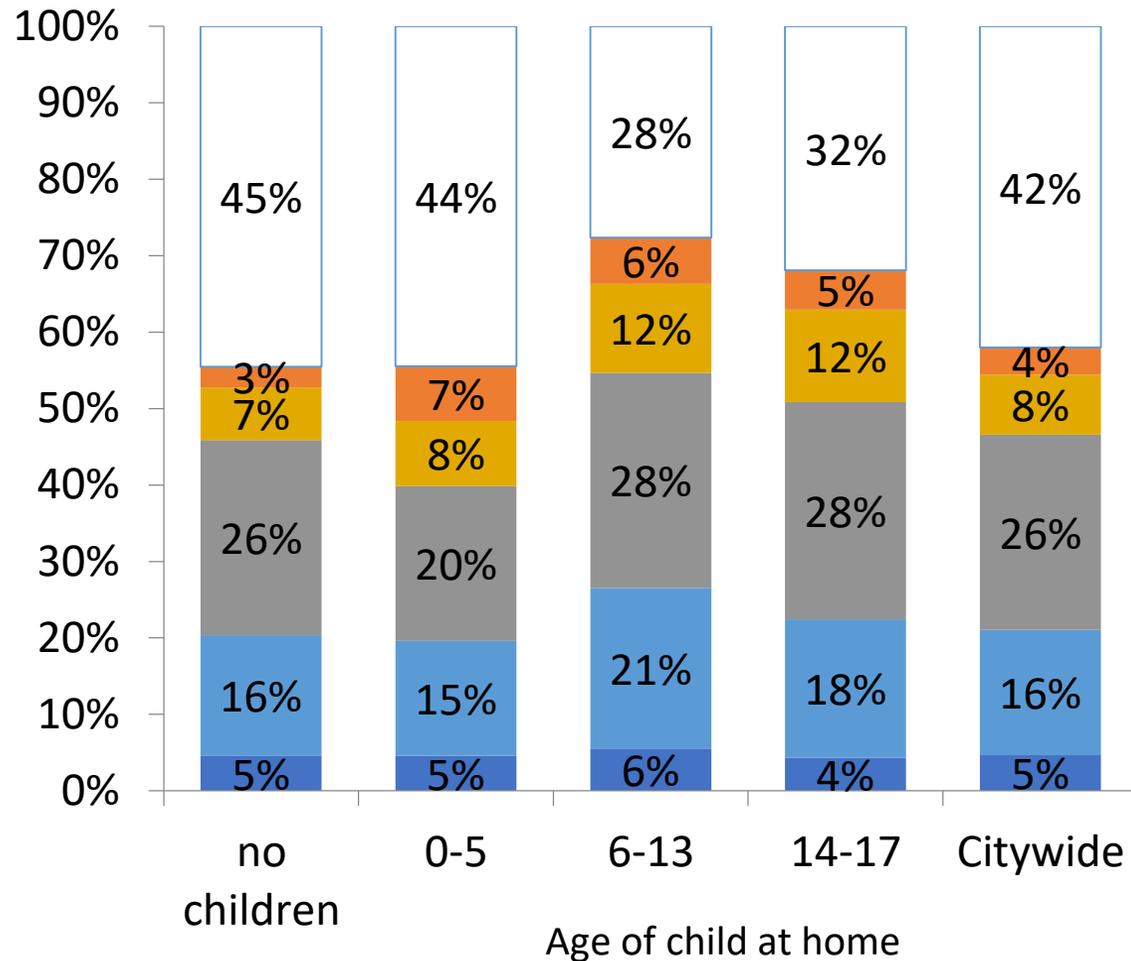
Customer service provided by Parks employees has a very high neutral. **Only 11% are dissatisfied/very dissatisfied**



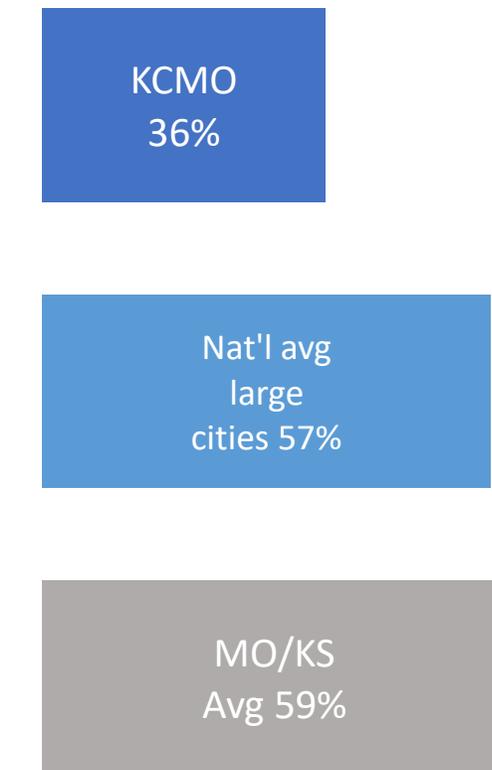
Communication provided by Parks employees has a very high neutral. **Only 19% are dissatisfied/very dissatisfied**

Youth programs and activities by “do you have children” and age range

% Satisfied with youth programs and activities



Benchmarks
% Satisfied/Very Satisfied



Insights from Resident Survey

- Quarter four, administered in May 2020, shows significant increases in many Parks questions; this may be an outlier year or could signal a trend upward
- Tree trimming and care remains the number one priority for emphasis and there is significant variation in satisfaction levels geographically
- Correlations suggest that enhanced communication from Parks would positively impact satisfaction levels across several questions
- Satisfaction with most parks questions is in line with benchmarks; notable exceptions are maintenance/appearance of community centers and youth programs and activities

Questions?

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CITY OF
KANSAS CITY,
MISSOURI

2019-20 KANSAS CITY MISSOURI CITIZEN SURVEY

FINAL REPORT

Submitted to:

The City of Kansas City, Missouri

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www.kcmo.gov/survey