



FY 2019-20 Resident Survey Results
Health Commission

August 14, 2020

Who is DataKC and Why are We Here?

DataKC overview

- Division of City Manager's Office
- Our goal: to improve the efficiency and effectiveness of city services by supporting data-driven decision-making
- How we do this: data collection, analysis, reporting, and continuous improvement efforts in partnership with departments

Today's purpose

- Report to you on data from: 1) the City's Annual Resident Survey from the previous fiscal year (FY2019-20: May 2019 – April 2020) and, 2) Resident COVID-19 Survey

FY19-20: Resident Satisfaction Survey

Purpose of Resident Satisfaction Survey

Resident satisfaction with services and quality of life

- Can be used alongside operational data to understand service gaps (or perceptions of service gaps)

Differences between residents

- Can be used to develop targeted outreach strategies for specific resident groups (based on geography, age, race, income, experiences, etc.)

Resident priorities for improvement

- Can be used to prioritize focus areas and resource allocation

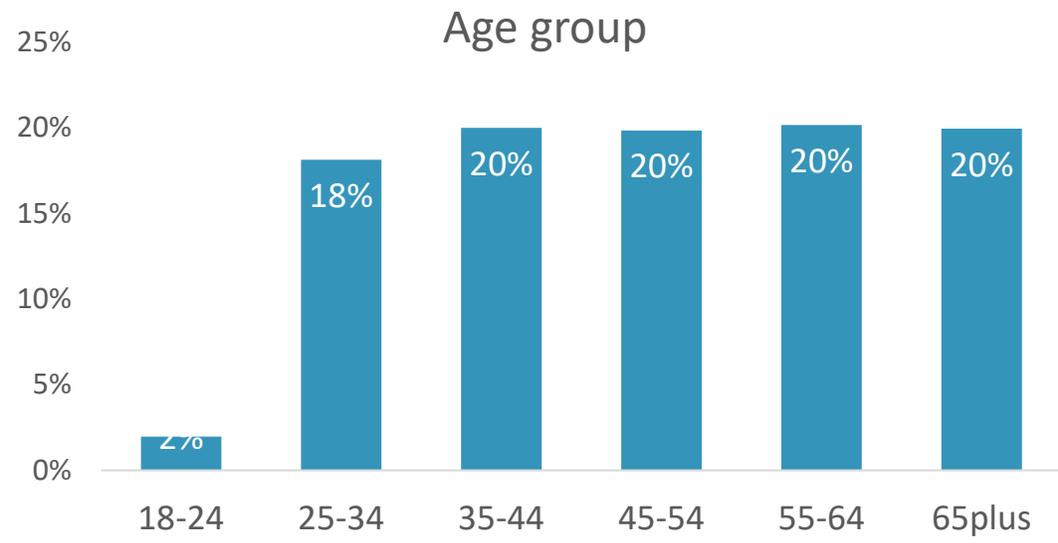
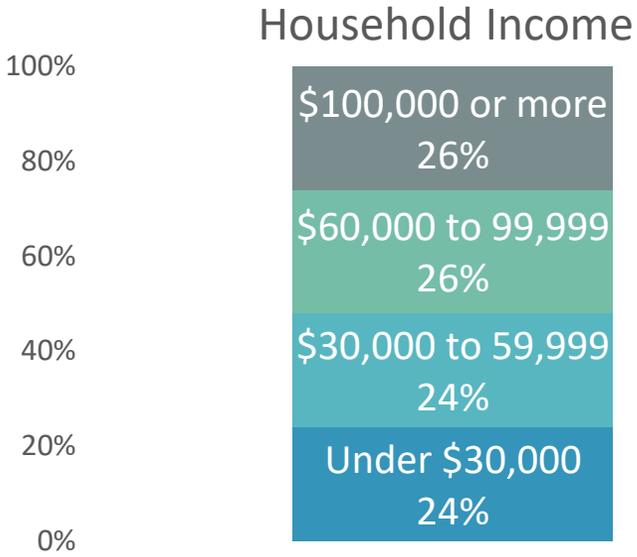
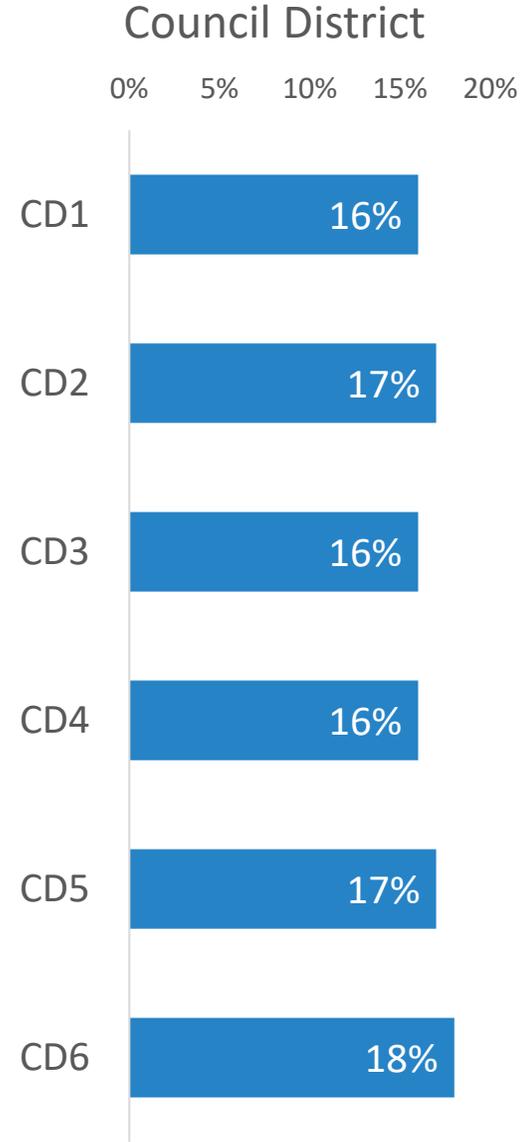
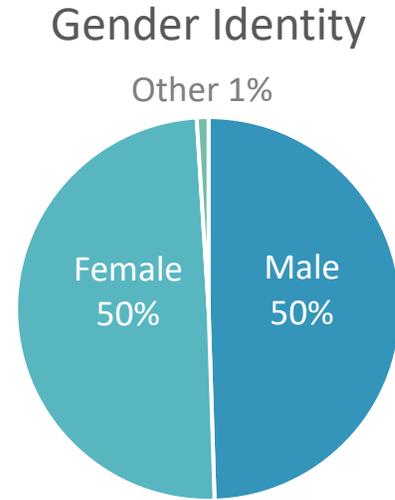
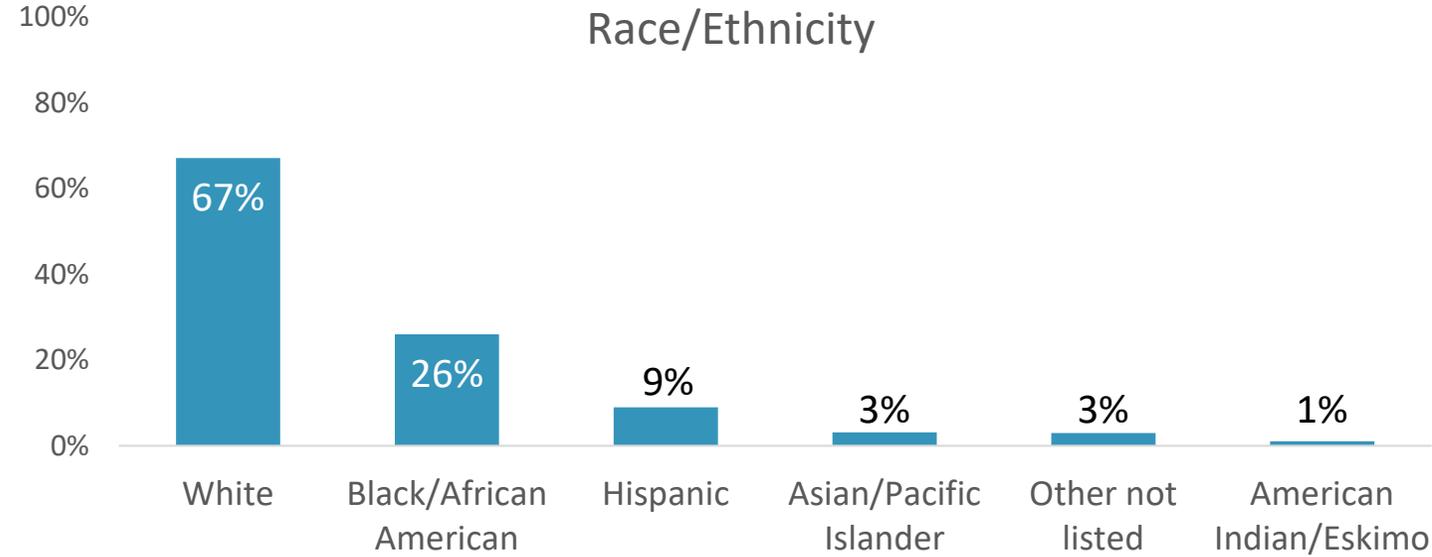
Comparison to other cities

- Can use to understand our relative strengths and weaknesses

Survey Administration Details

- Survey is administered by ETC to **random sample** of residents
 - Sample is **equally divided across Council districts**
 - Total responses: 3,754
 - Results are considered **representative of the general population**, within a margin of error (like a poll)
- Timing of quarterly surveys:
 - Q1 – August 2019
 - Q2 – November 2019
 - Q3 – February 2020
 - Q4 – May 2020

FY20 survey respondent demographics



Sections of questions on the survey

All 4 quarters	1 st and 3 rd quarters	2 nd and 4 th quarters
<ul style="list-style-type: none"> • Quality of life • Overall city services ★ • Police • Fire/EMS • Infrastructure • Public transportation • Neighborhood services • Experiences • Demographics 	<ul style="list-style-type: none"> • 311 • Communications • Municipal Court • Community connectedness ★ • Financial and personal health ★ • Housing 	<ul style="list-style-type: none"> • Parks and Recreation • Solid Waste • Airport • Leadership • KC Water

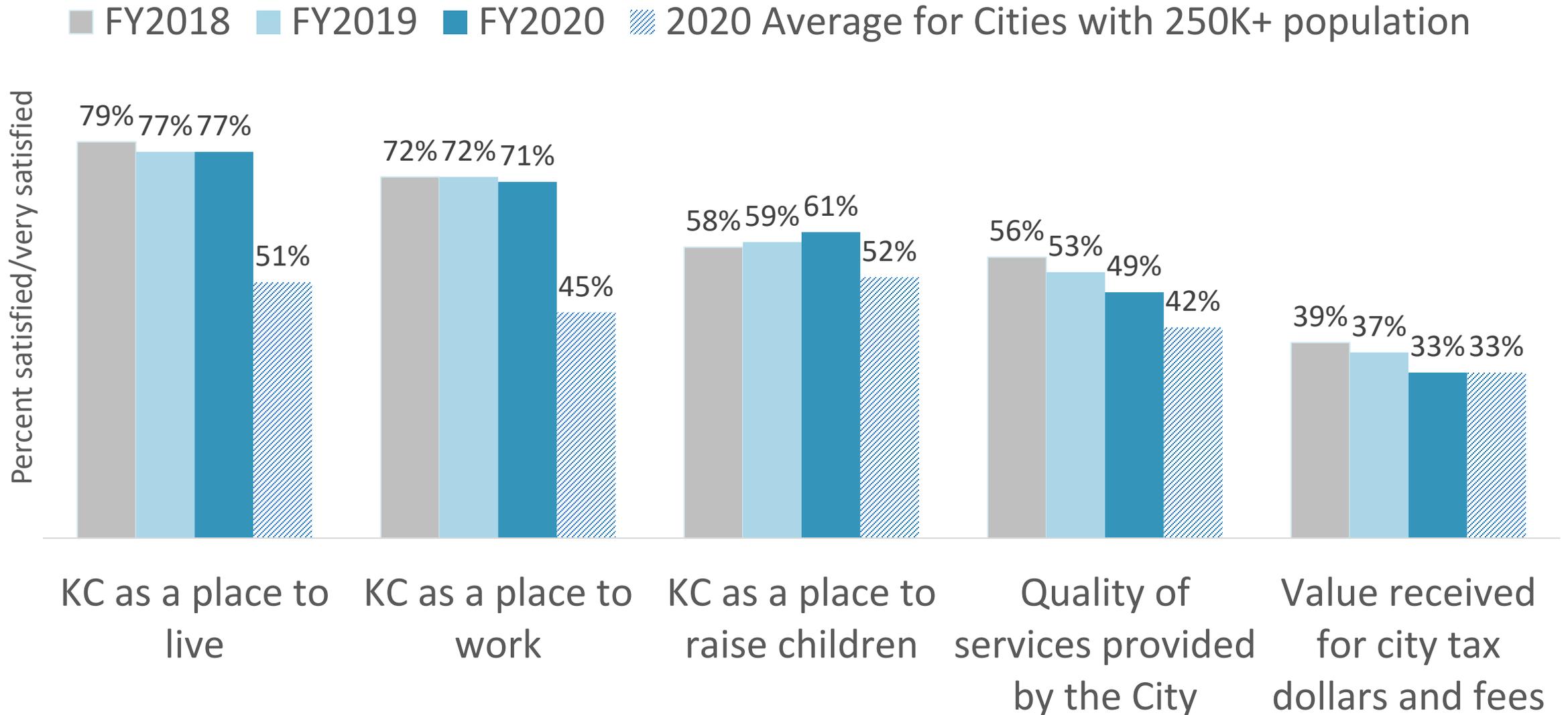
Quarter 4 results (administered post-pandemic) saw notable increases in satisfaction



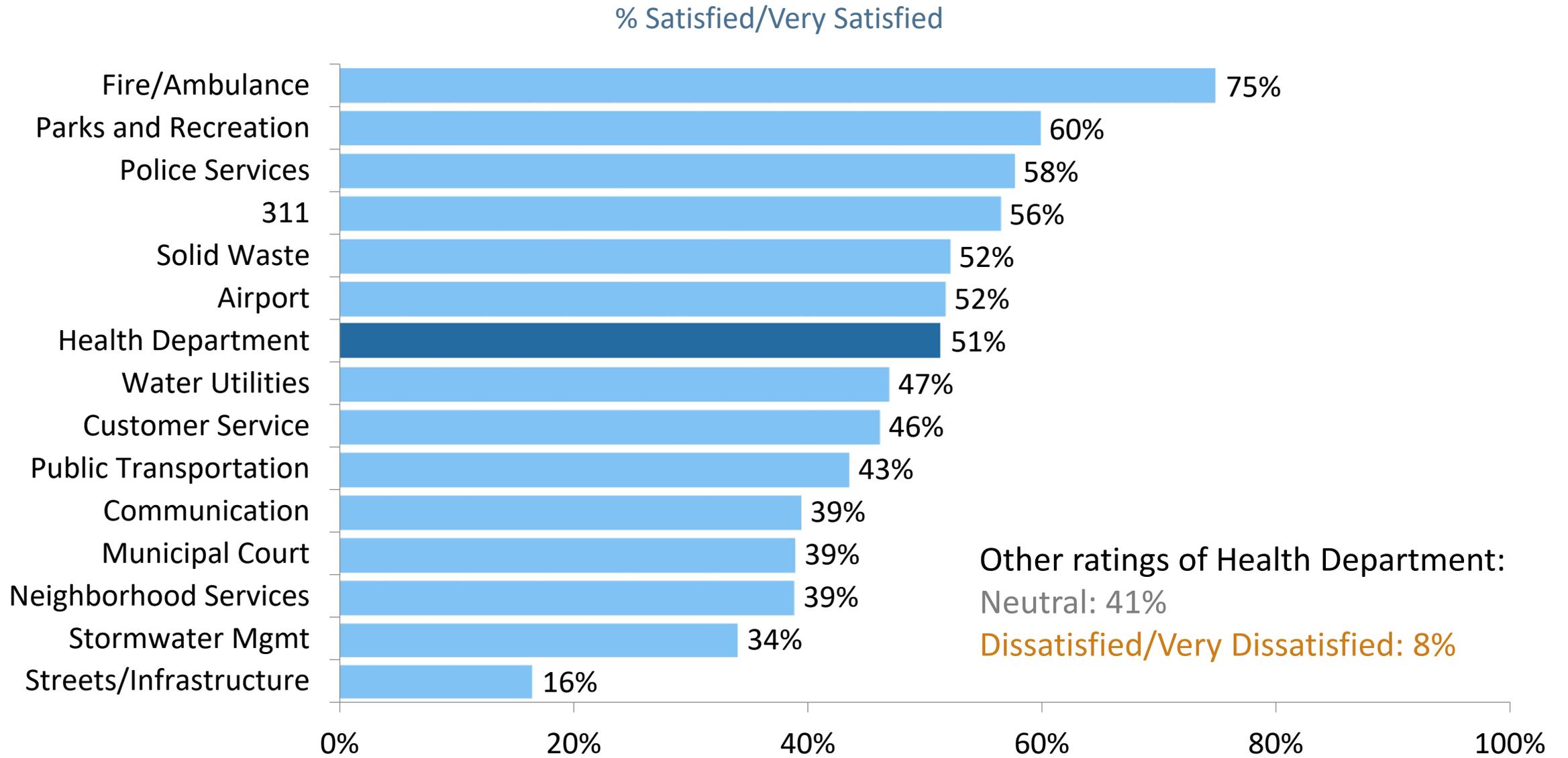
Question	FY19-20 Q1-Q3	FY19-20 Q4	Change (Q4 vs. Q1-Q3)	FY18-19 (full year)	FY19-20 (full year)	Annual Change (FY19 to FY20)
Quality of leadership provided by elected officials	33%	61%	+28%	44%	47%	Increase (+3%)
How ethically the city conducts business	27%	50%	+23%	36%	39%	Increase (+3%)
Effectiveness of city manager and appointed staff	32%	54%	+21%	41%	43%	Unchanged
Effectiveness of city communication with the public	35%	53%	+18%	38%	39%	Unchanged
Overall city services	47%	57%	+10%	53%	49%	Decrease (-4%)
Value for city tax dollars and fees	30%	41%	+11%	37%	33%	Decrease (-4%)
Overall quality of Health Department services	49%	56%	+7%	52%	51%	Unchanged

FY19-20: Overall Trends

Residents Feel Positively about Quality of Life In the City (Compared to National Average)



Satisfaction Varies Across City Services



Resident Priorities: Importance-Satisfaction Table



Service Area	Emphasis %	Satisfaction %	I-S Rank FY20	I-S Rank FY19
Infrastructure - streets and sidewalks	64%	16%	1	1
Police services	35%	57%	2	2
Neighborhood services	20%	39%	3	3
Stormwater runoff/management	13%	34%	4	5
Solid waste services	17%	52%	5	7
City water utilities	14%	47%	6	6
Public transportation	14%	43%	7	4
Airport facilities	10%	52%	8	8
Effectiveness of city communications	7%	39%	9	9
City Planning and Development services	5%	31%	10	--
Parks and recreation	8%	60%	11	10
Customer service from city employees	5%	46%	12	11
Fire and EMS services	11%	75%	13	12
Health Department services	4%	51%	14	13
311 service	4%	56%	15	14
Municipal Court services	2%	39%	16	15

Top three priorities are unchanged

Solid Waste is a higher priority

Public Transportation is a lower priority

City Planning is added to ranking as new question

Increase in Satisfaction (>1.6% for 4Q or 2.3% for 2Q)

No Statistical Change

Decrease in Satisfaction (<-1.6% for 4Q or 2.3% 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

Major Service Categories

Police
Fire and EMS
Infrastructure
City Planning & Devt (new)
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

Police

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

Fire/EMS

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

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

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

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

Water Services

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

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

Public Transportation

KCATA buses
KC Streetcar

Housing

Availability of affordable housing
Quality of housing

Determinants of Health

State of health
Financial condition
Standard of living compared to parents

* Added section on Municipal Court in FY20. No trends available.

Parks

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

Airport

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

Leadership

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

FY19-20: Health Department Survey Questions

Timeline: Health Department and the resident survey

FY13: Survey rewrite/reorganization adds a section on Health Department services

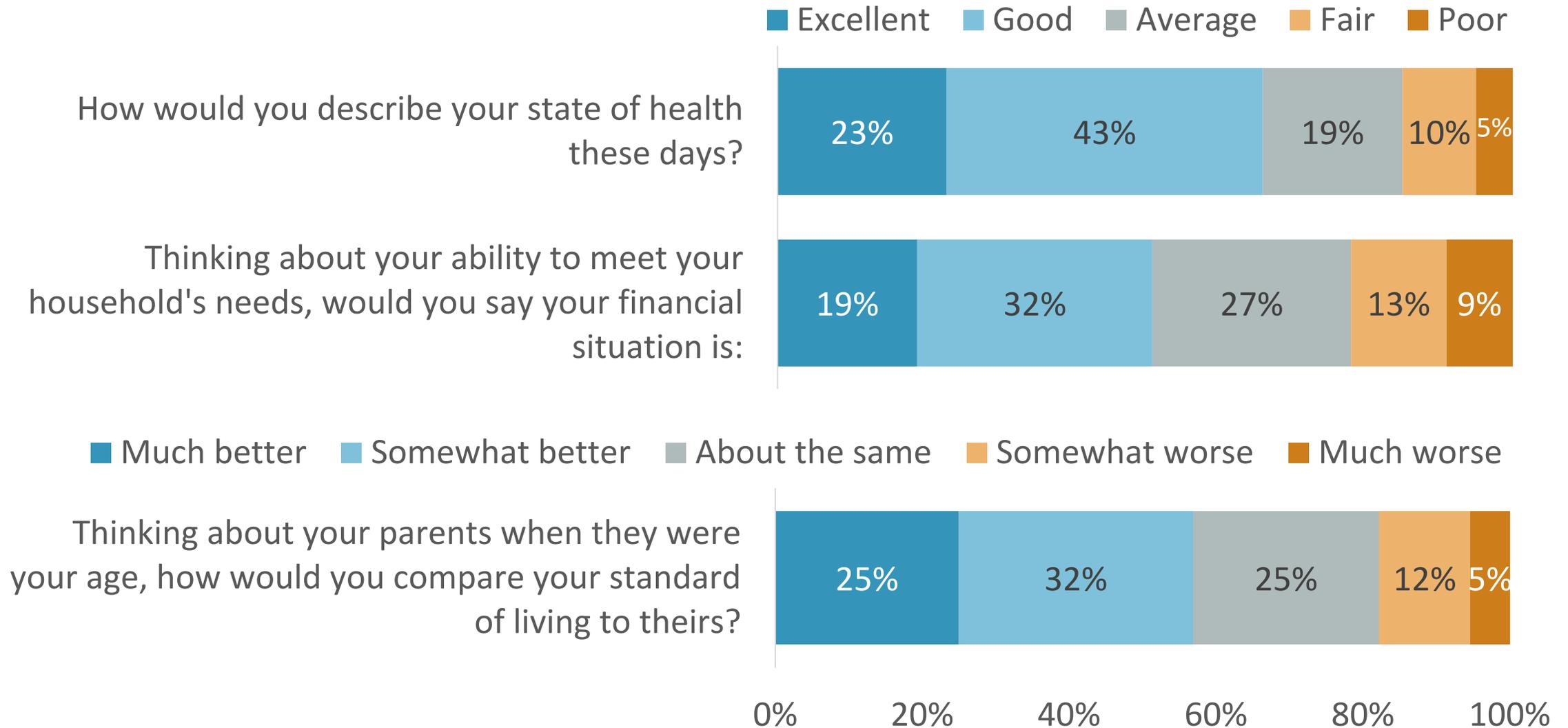
FY13-FY17: Health Department questions consistently have high percentages of “don’t know” and “neutral”, and the overall trends are hard to track.

FY17: Health decides that they would rather leverage the survey to gather resident perceptions about determinants of health.

FY18: In collaboration with DataKC, Health develops questions on perceptions of health, economic mobility, financial condition, and community connectedness

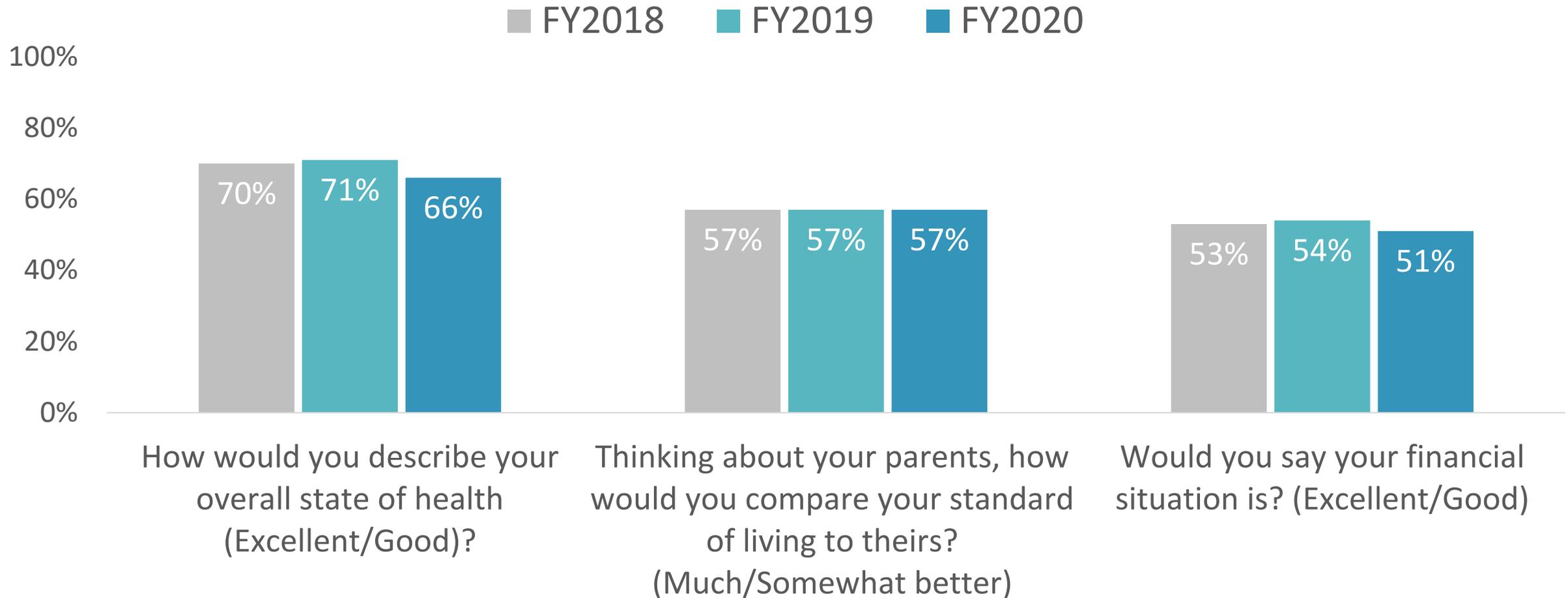
FY21: Update to the survey questions on determinants of health and community connectedness

Health, Financial Situation, and Economic Mobility (FY19-20)

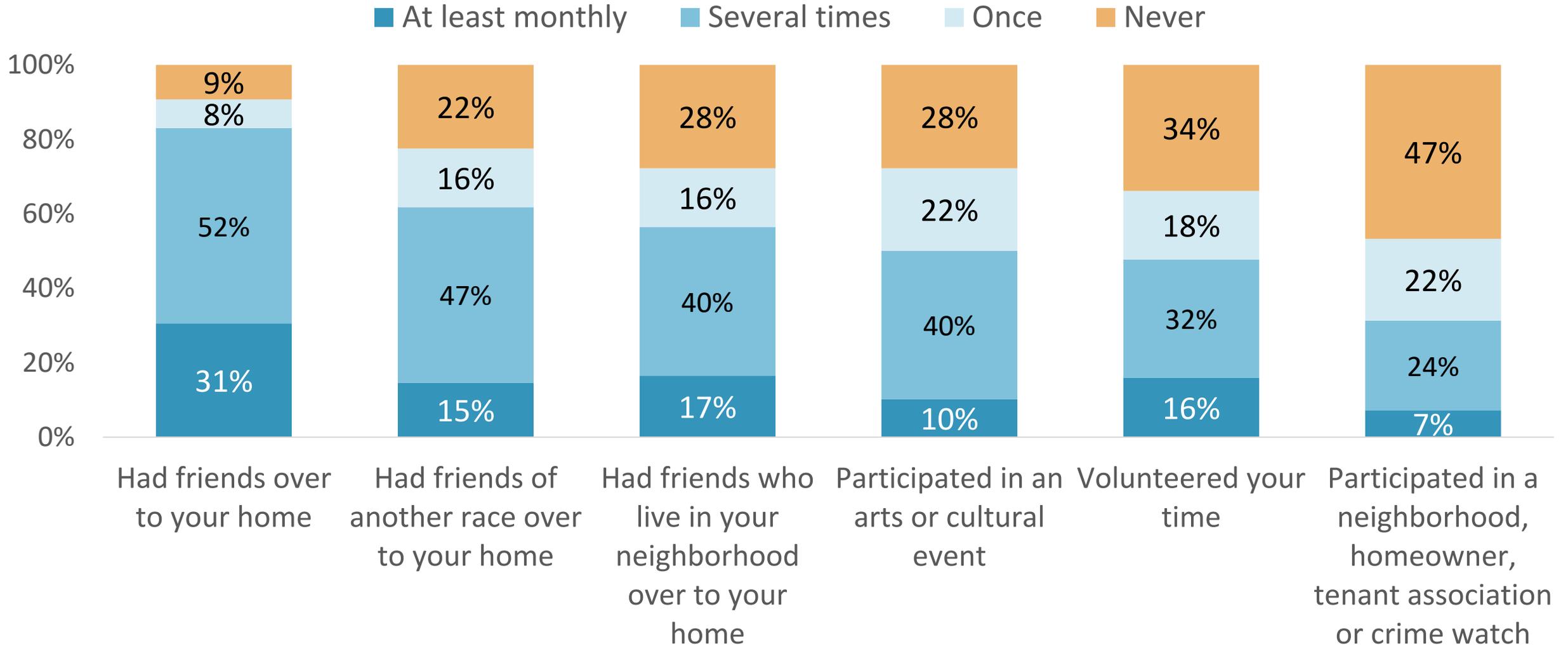


Determinants of Health Questions

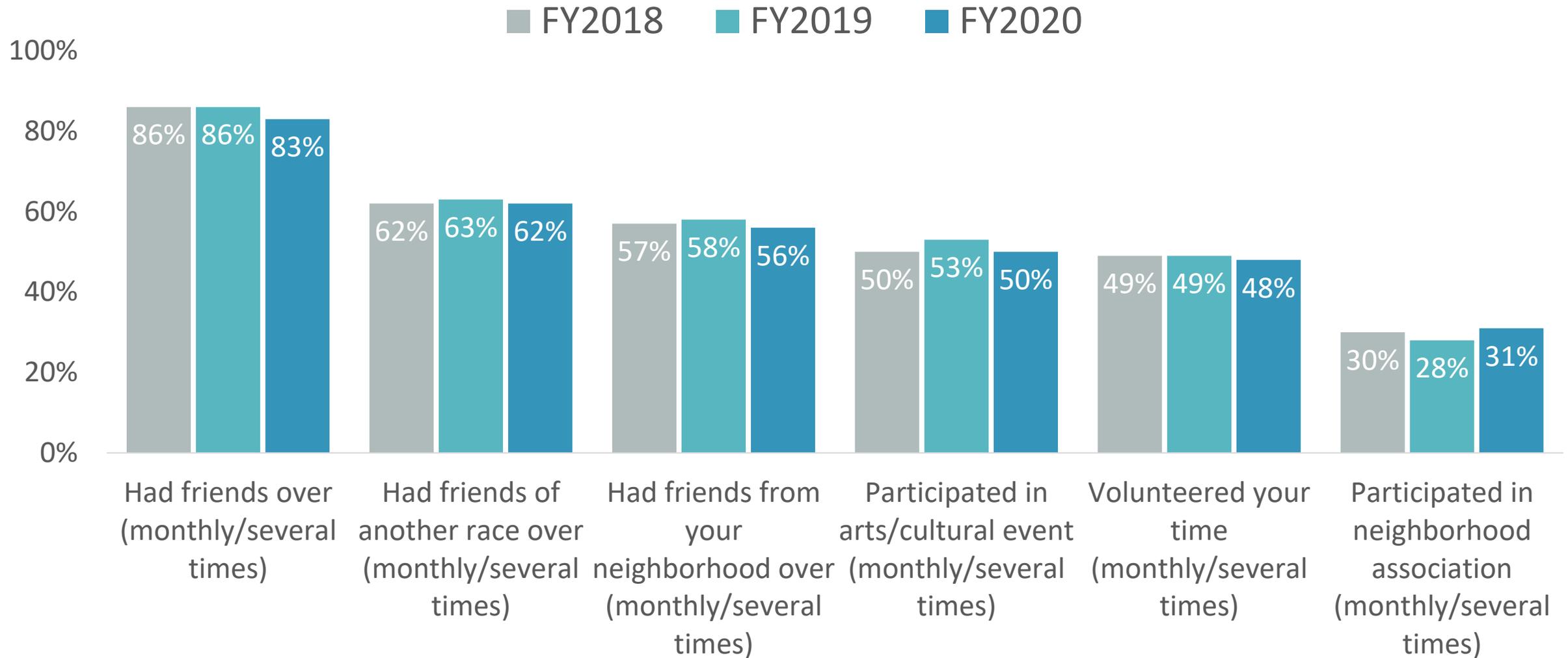
Decreases in the last year in overall state of health and financial situation



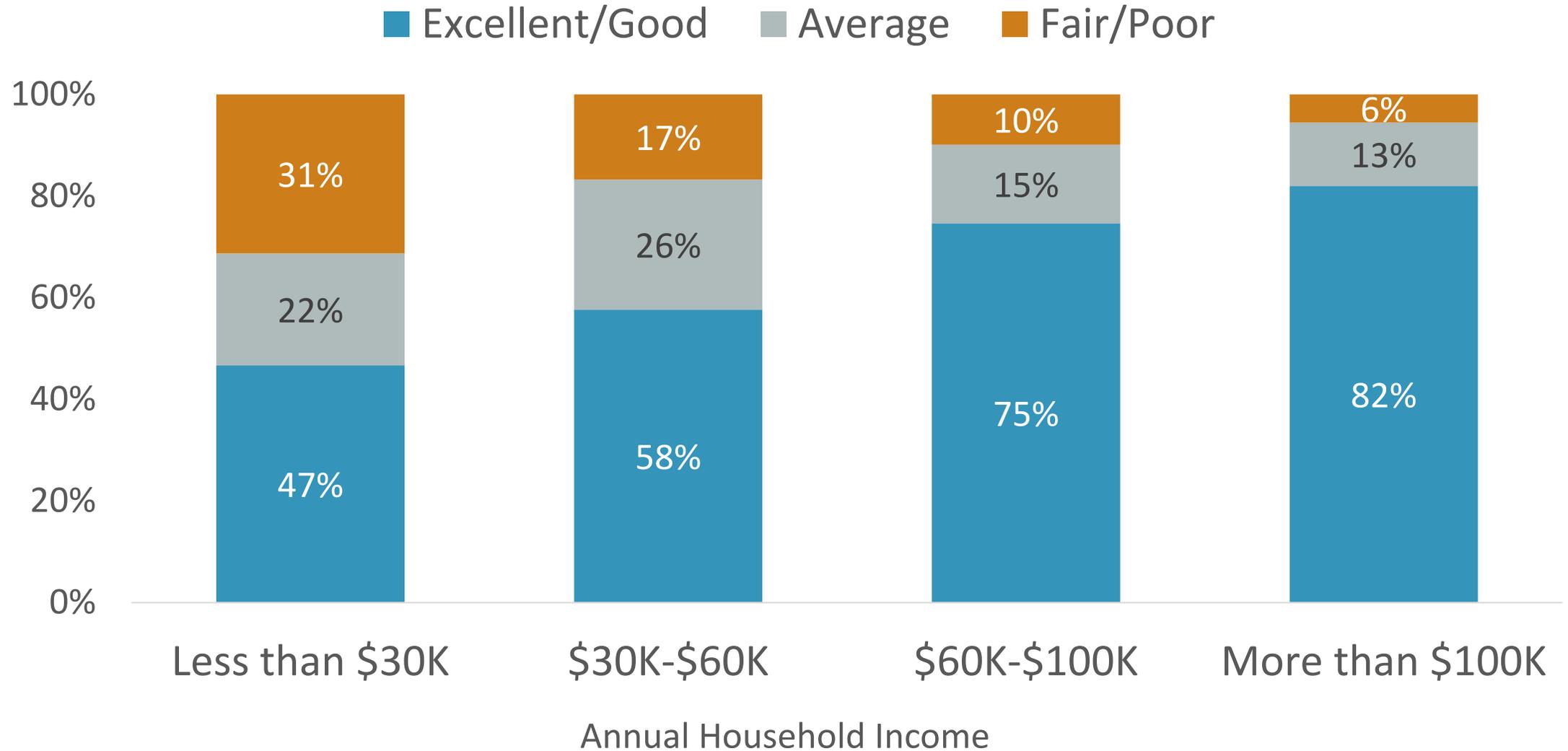
Community Connectedness (FY19-20)



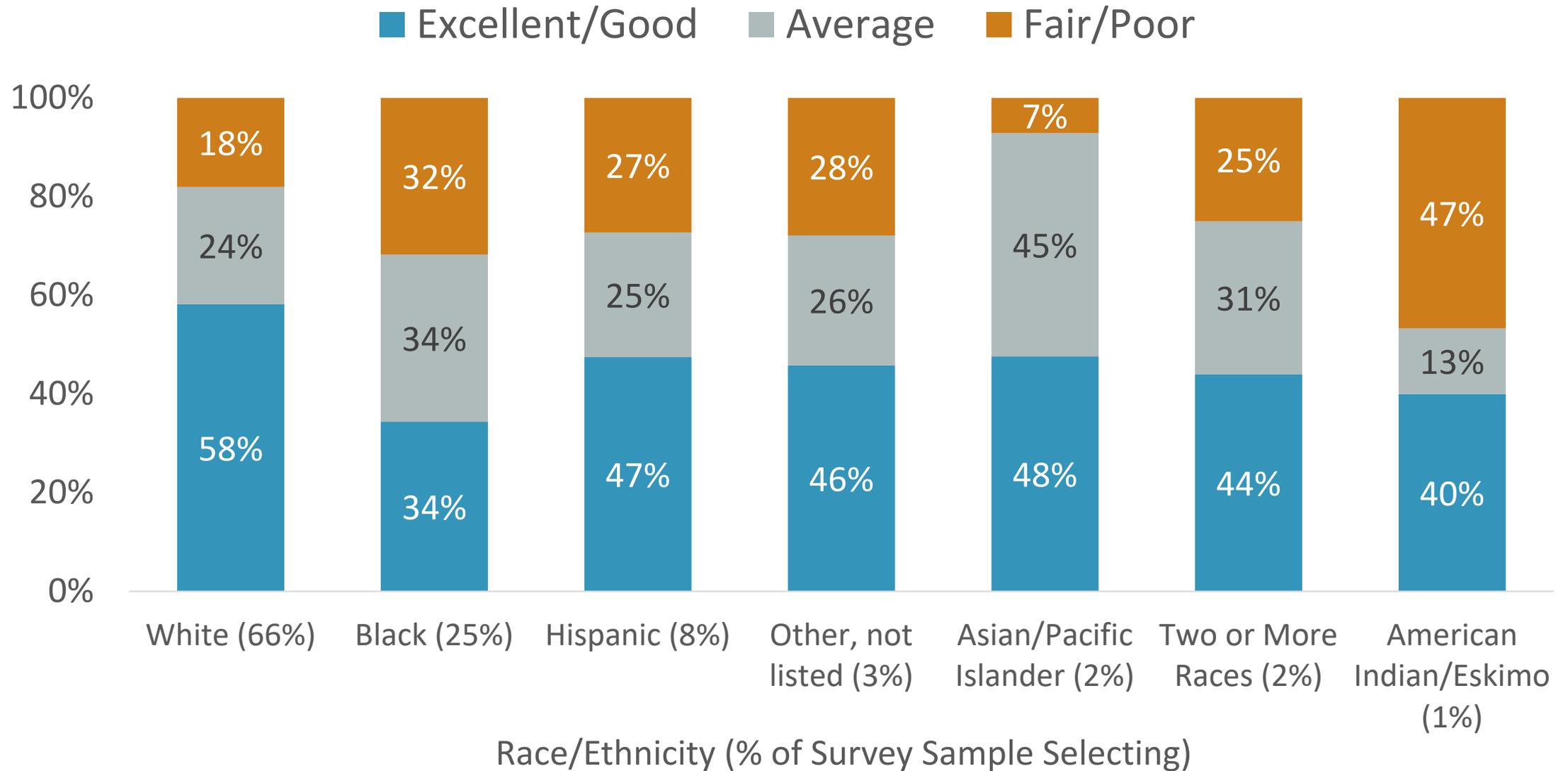
Community Connectedness Questions are Fairly Steady Over Time



Ratings of Health are Positively Correlated with Income

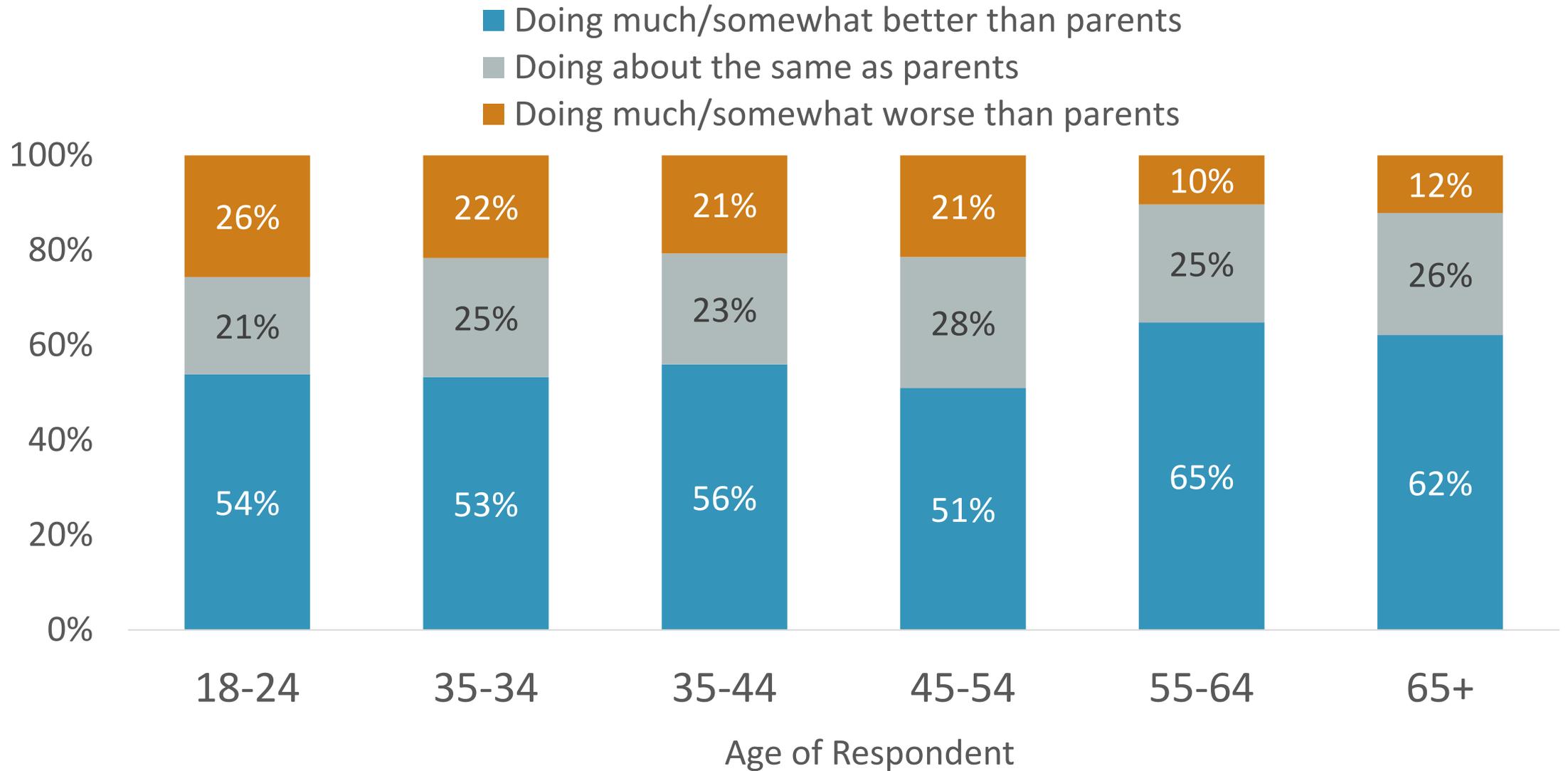


Ratings of Financial Condition are Related to Race and Ethnicity



Source: KCMO Resident Survey (FY20). Race is a "select all" question on the survey, and Hispanic/Latino ethnicity is a separate question.

Ratings of Economic Mobility are Lower for Younger People

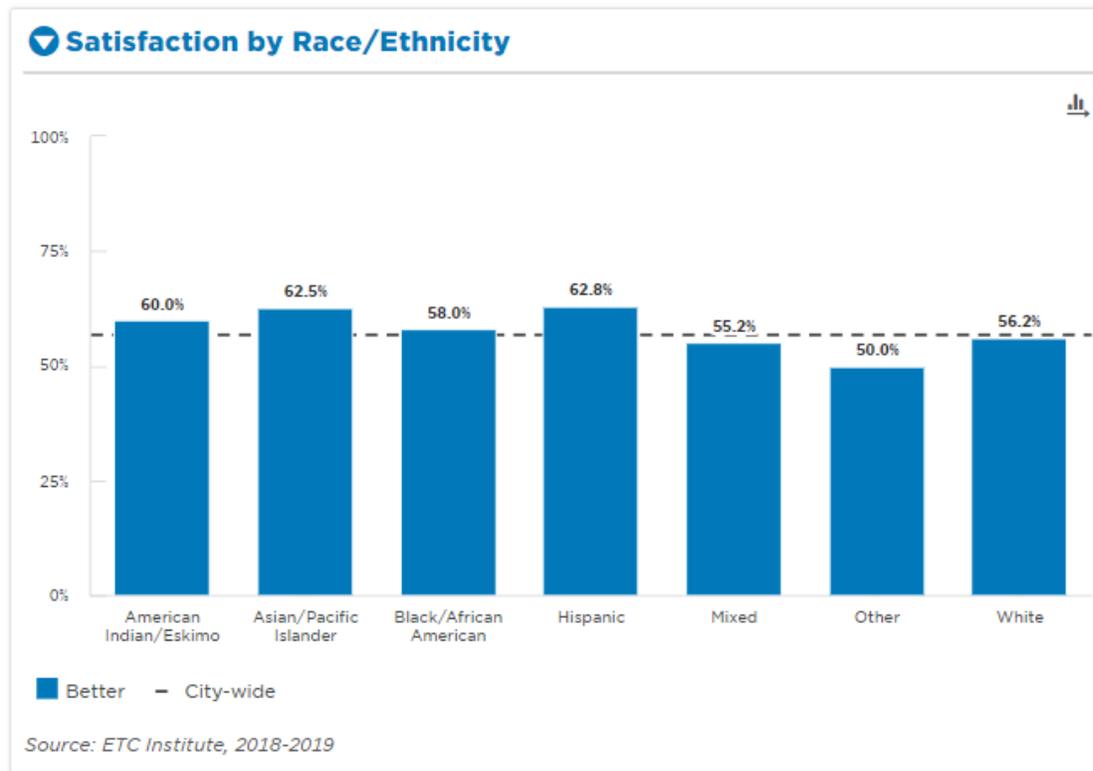


Interactive Access to Data is Available on Resident Insights Dashboard

FY20 dashboard update coming in early September

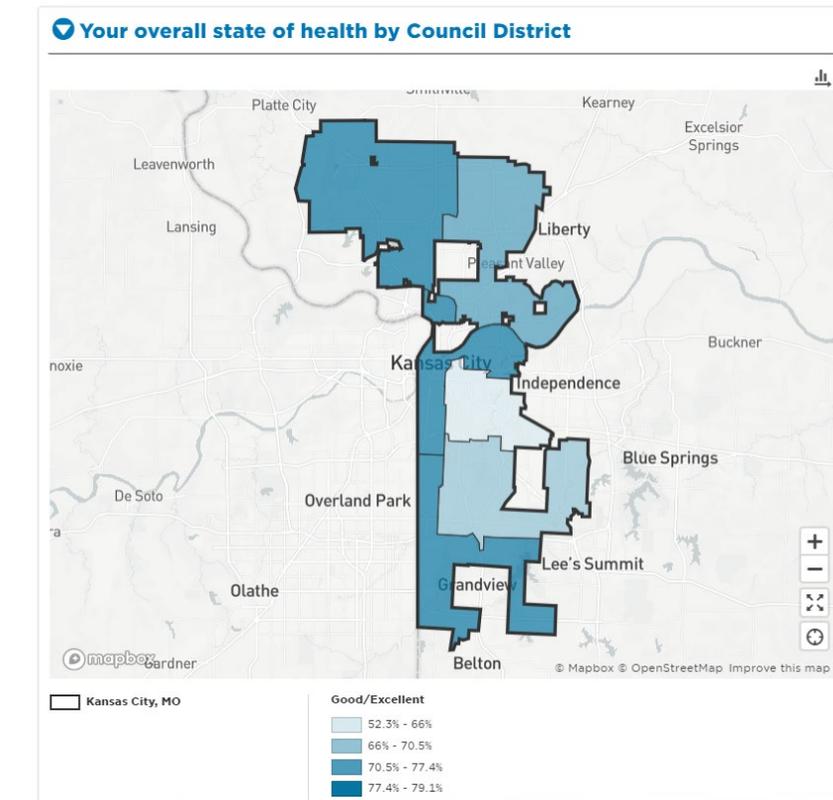
Satisfaction by Demographics

Standard of living compared to your parents



Satisfaction by Place

Your overall state of health in Kansas City



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

Resident Survey on COVID-19/Coronavirus

Conducted July 12-16 by ETC Institute
to random sample of KCMO residents online

Sample size = 302 residents; margin of error +/- 5.9% at 95% confidence interval

Previous survey conducted May 28-June 2

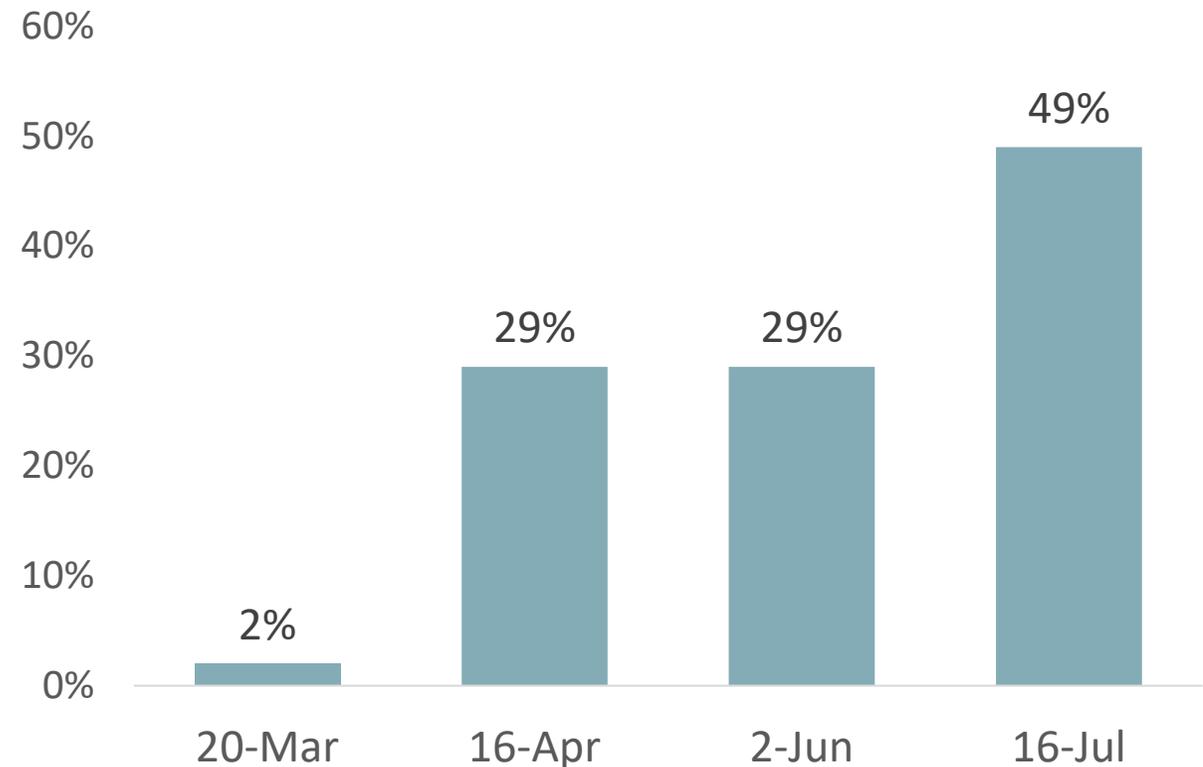
Bo McCall

Bo.mccall@kcmo.org

Resident perceptions of COVID-19 in their community

- 49% of residents know someone who has tested positive for COVID-19, up considerably from the last survey.
- This number differs by the race of the survey respondent:
 - Latino/Hispanic: 70%
 - Other race: 56%
 - Black: 51%
 - White: 46%
- 78% percent of residents believe COVID-19 is a real threat to their community; 18% say it is not, which is up from 11% in June

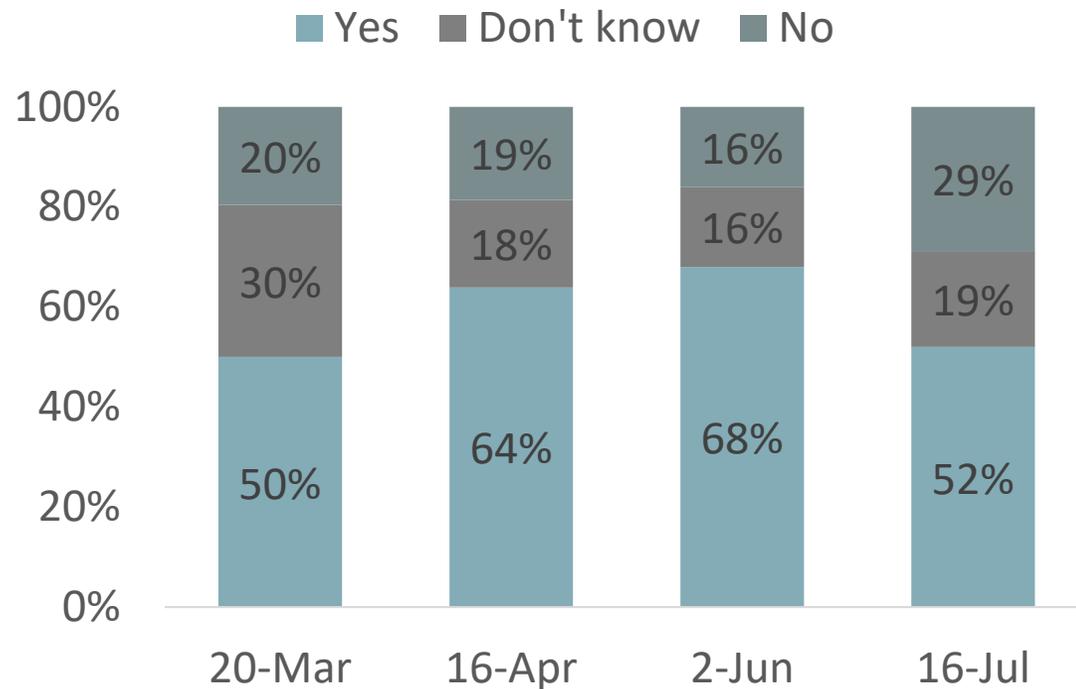
Do you personally know anyone who has tested positive for COVID-19?
(% responding “yes”)



Resident ratings of city leadership and mask order

Ratings of leadership declined since June (see chart); four out of five residents support the mask order.

Do you have confidence in your city and county leaders to manage your community's needs during the COVID-19 Pandemic?

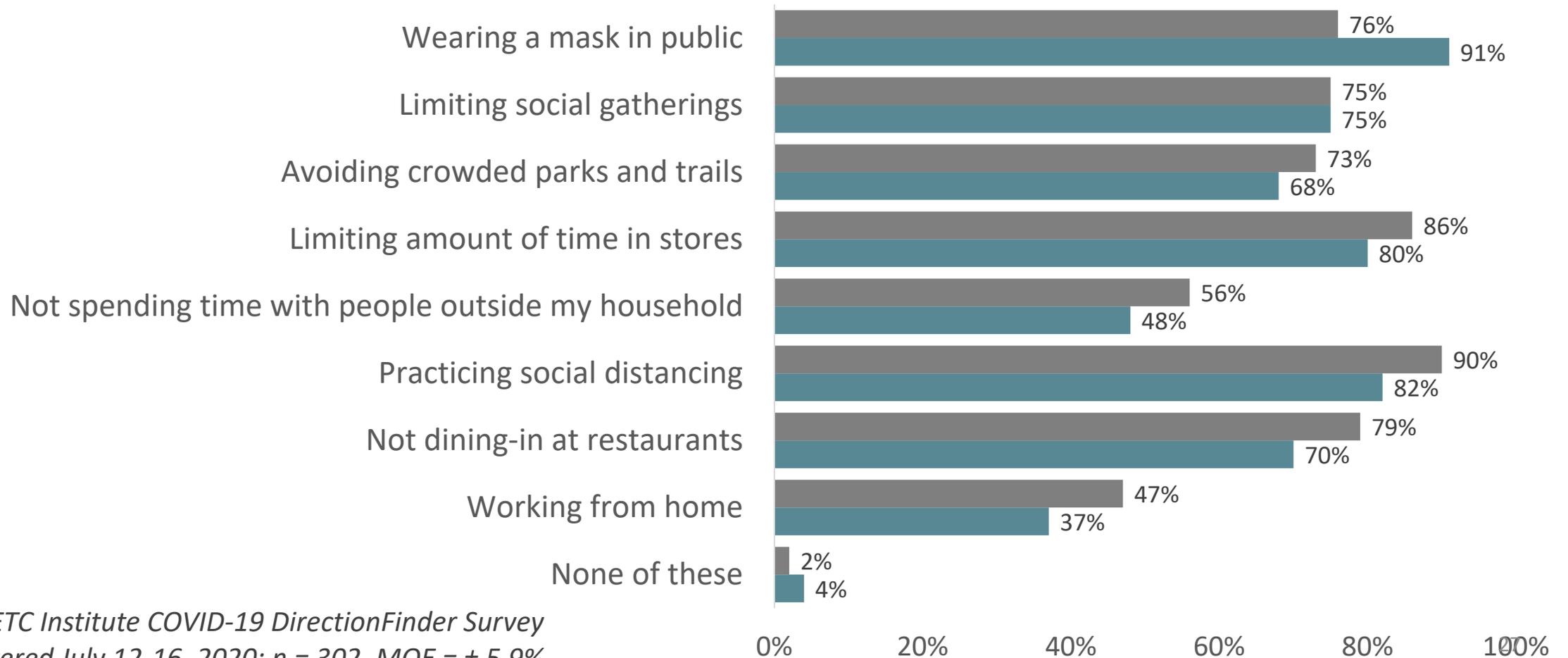


- 78% of residents support new orders that require face masks to be worn in public places
- 20% do not support mask orders
- Support is higher among:
 - Residents with income < \$30K: 87%
 - Residents with income \$30-59K: 85%
 - Black residents: 85%
 - Residents aged 65+: 87%
- Opposition is higher among:
 - Residents with income \$60-99K: 29%
 - Residents with income \$100K+: 25%
 - White residents: 24%
 - Residents aged 18-34: 25%
 - Residents aged 55-64: 24%

Resident actions in response to COVID-19

Wearing a mask is the only action that has increased (76% to 91%) since early June (see chart).

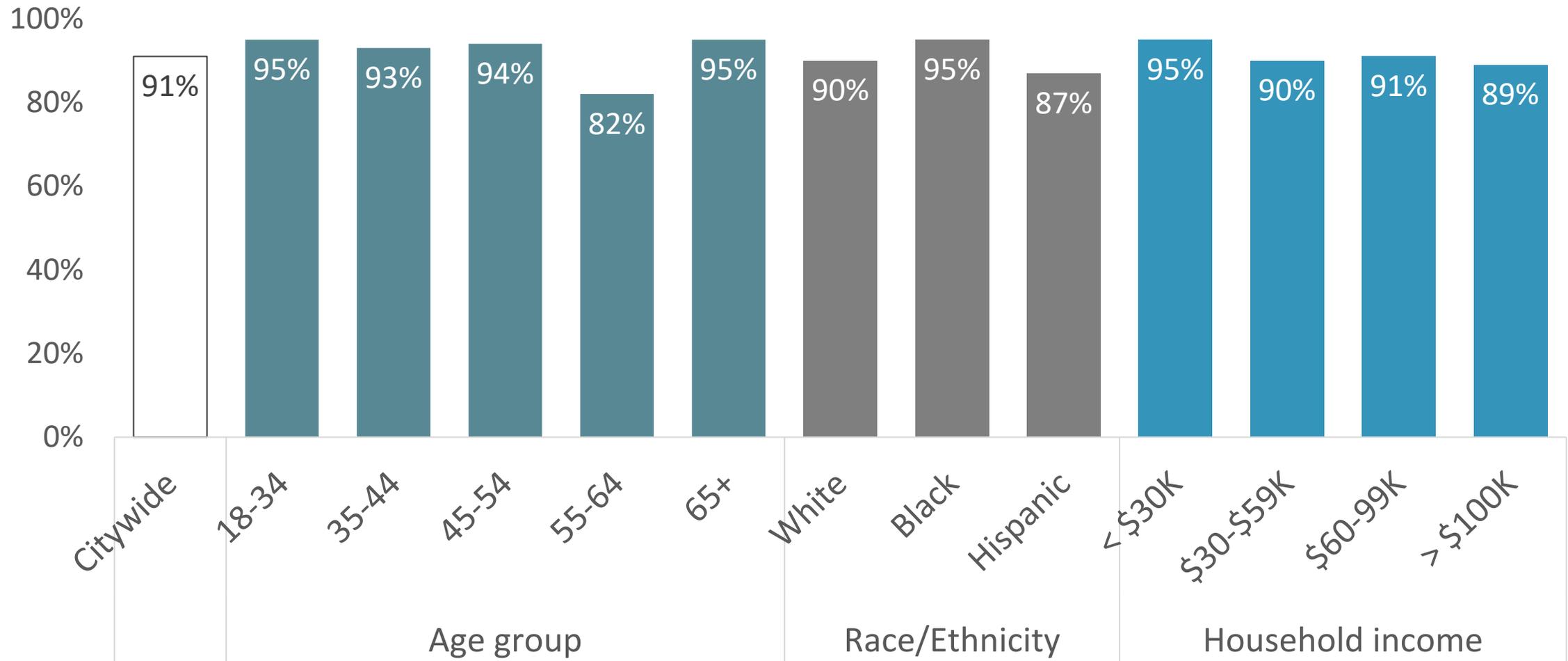
Since the stay-at-home order was lifted on May 15, which of the following actions are you taking to prevent the spread of COVID-19? (% responding “yes”) ■ 2-Jun ■ 16-Jul



Source: ETC Institute COVID-19 DirectionFinder Survey
Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

Wearing a mask in public, by demographic groups

Are you taking the following action: wearing a mask while in public
(% yes)



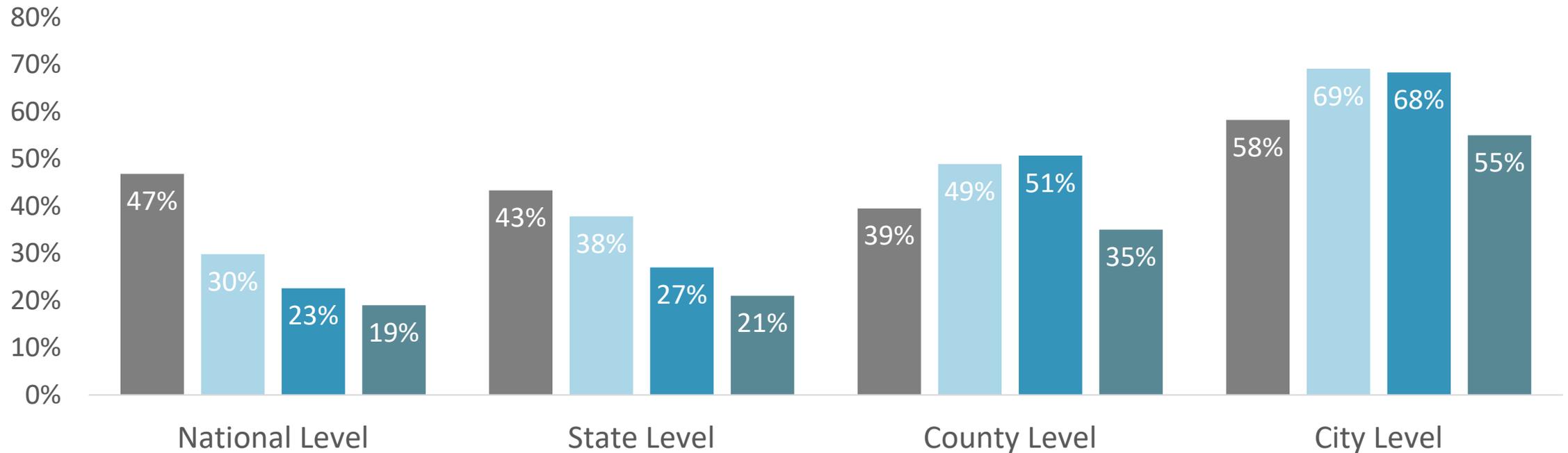
Source: ETC Institute COVID-19 DirectionFinder Survey
Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

Resident ratings of all levels of government during COVID-19

Residents have continued to differentiate between levels of government in their satisfaction with pandemic response; ratings **declined** for all levels since June (see chart).

Overall, how would you rate the way leaders at the following levels of government have responded so far to the COVID-19 pandemic?
(% of residents rating “Excellent” or “Good”)

■ 20-Mar ■ 16-Apr ■ 2-Jun ■ 16-Jul

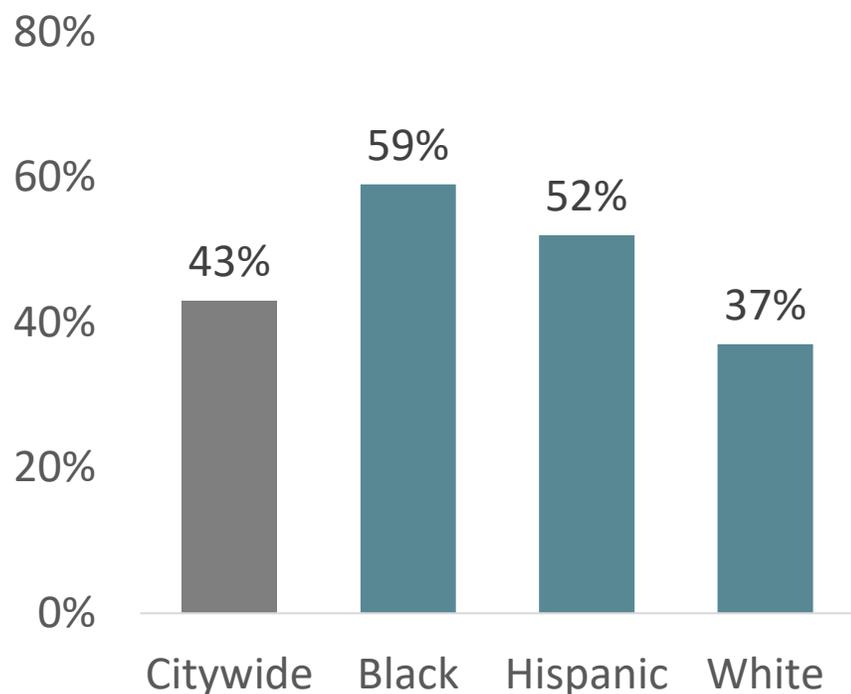


Source: ETC Institute COVID-19 DirectionFinder Survey
Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

Financial impact of COVID-19 on residents, by race

More than two out of five residents say that they have experienced a financial impact due to COVID-19; this number is 59% for Black residents and 52% for Hispanic residents. Types of impact vary by race (see charts).

Has your financial situation gotten worse as a result of the COVID-19 outbreak? (% yes, by race)



Please indicate how your financial situation has gotten worse as a result of COVID-19 by checking all that apply:

	Citywide	Black	Hispanic	White
Work hours reduced	18%	31%	26%	13%
Stock value down	16%	12%	13%	18%
Sales down at business	13%	15%	9%	13%
Projects/contracts postponed	10%	7%	9%	12%
Job loss	9%	16%	13%	6%
Job furlough	6%	4%	9%	8%
Unable to work due to sickness	5%	12%	9%	2%

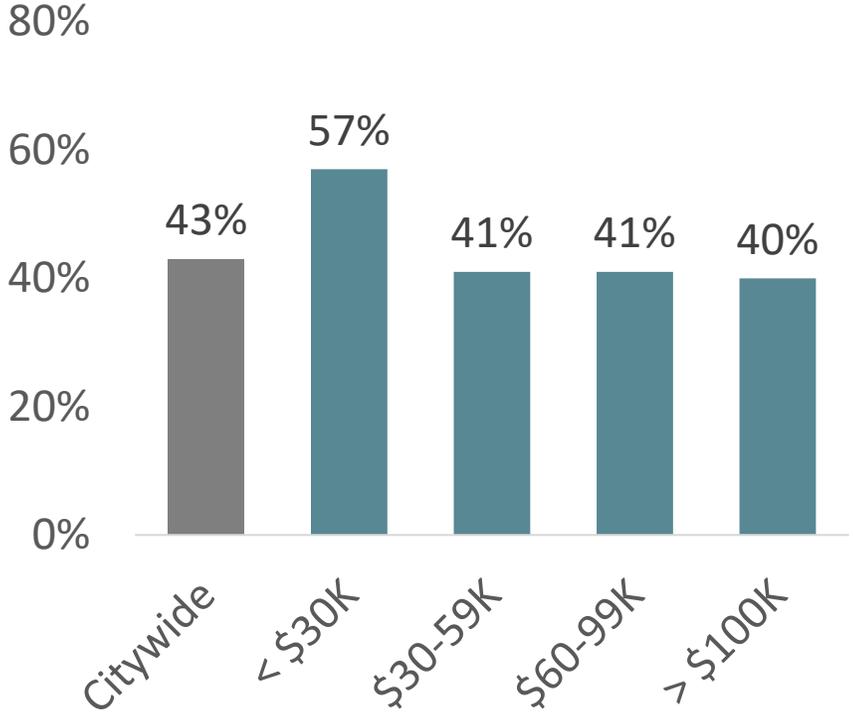
Source: ETC Institute COVID-19 DirectionFinder Survey Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

Financial impact of COVID-19 on residents, by income



Residents with a household income of <\$30K are **more likely** to report that COVID-19 has impacted their financial situation. Types of impact vary by household income level (see charts).

Has your financial situation gotten worse as a result of the COVID-19 outbreak? (% yes, by income)



Please indicate how your financial situation has gotten worse as a result of COVID-19 by checking all that apply:

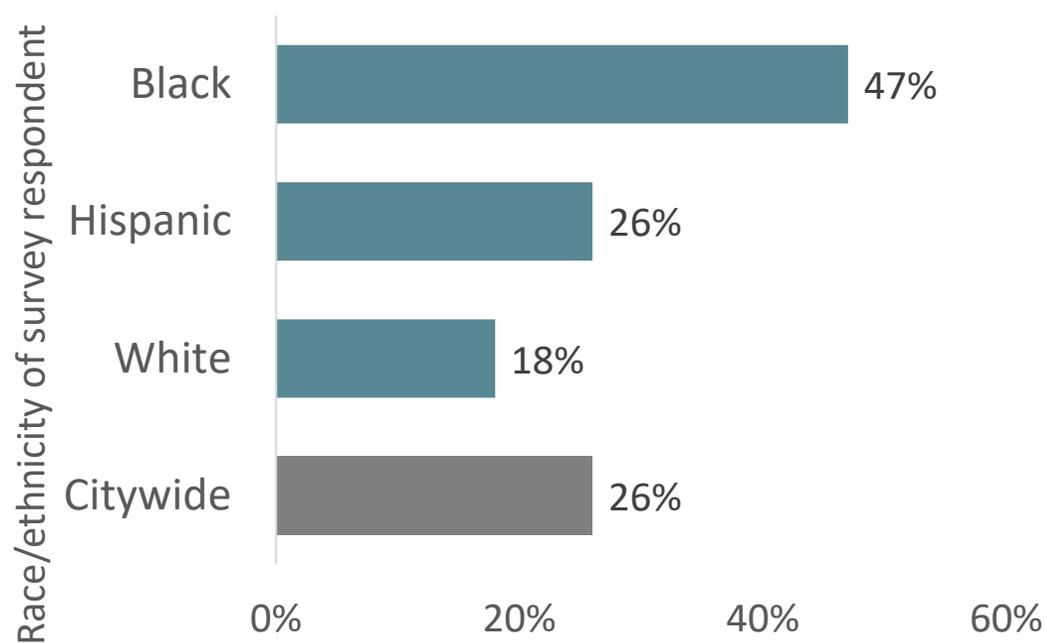
	Citywide	< \$30K	\$30-59K	\$60-99K	> \$100K
Work hours reduced	18%	25%	18%	23%	12%
Stock value down	16%	7%	8%	25%	25%
Sales down at business	13%	7%	12%	16%	20%
Projects/contracts postponed	10%	7%	6%	13%	15%
Job loss	9%	13%	8%	5%	6%
Job furlough	6%	3%	7%	8%	8%
Unable to work due to sickness	5%	15%	6%	0%	2%

Source: ETC Institute COVID-19 DirectionFinder Survey Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

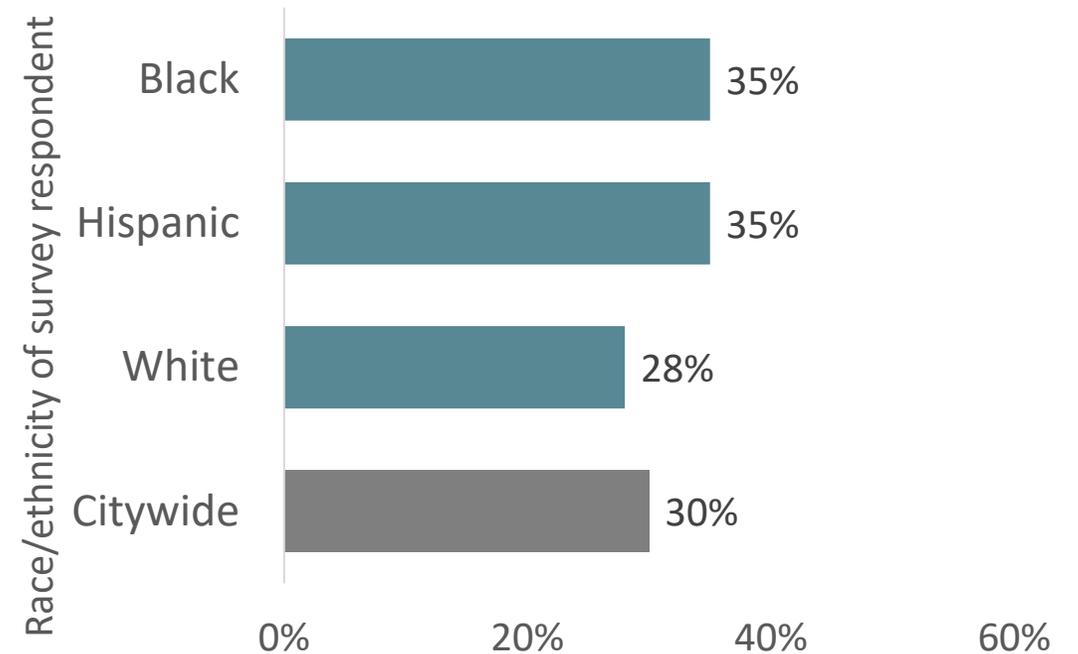
Severe financial impacts of COVID-19 on residents, by race

More than one-quarter of residents have had trouble paying for necessities and 30% have filed for unemployment or had someone in their household file for employment. These numbers are higher than June. Black residents are more likely to report having trouble paying for necessities (see charts).

Have you had problems paying for basic necessities, such as rent/mortgage, food, utilities, etc. during the COVID-19 Pandemic? (% answering “yes”, by race)



Have you or someone in your household filed for unemployment? (% answering “yes”, by race)



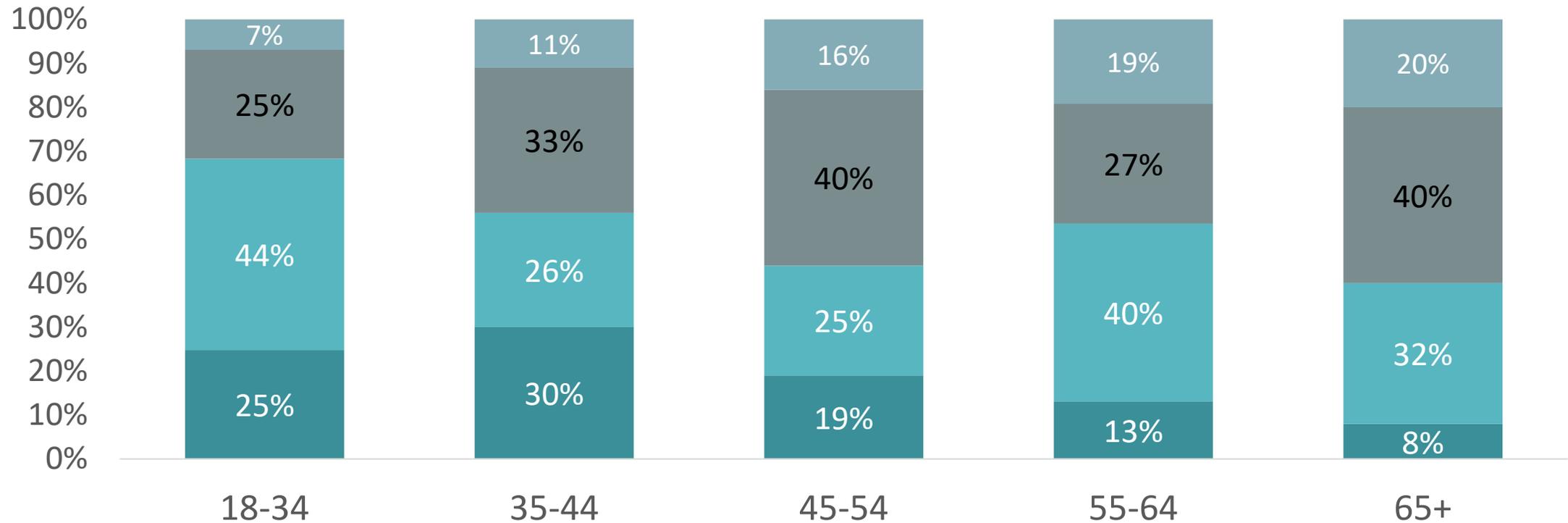
Source: ETC Institute COVID-19 DirectionFinder Survey Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

COVID-19 mental health impact by age group

Younger residents on the whole rate themselves as more stressed, anxious and/or depressed than older residents (see chart).

How would you rate your level of stress, anxiety, and/or depression during this time?

Extremely stressed Moderately stressed Somewhat stressed Not stressed



Source: ETC Institute COVID-19 DirectionFinder Survey
Administered July 12-16, 2020; n = 302, MOE = ± 5.9%

Interactive Access to Local COVID-19 Survey Data is Available on ETC's Dashboard



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Coronavirus Survey Results

About the DirectionFinder® Survey

Phone: 913.254.4584 info@etcinstitute.com www.etcinstitute.com

Coronavirus (COVID-19) National DirectionFinder® Survey



Key Indicators

Perceptions of Government

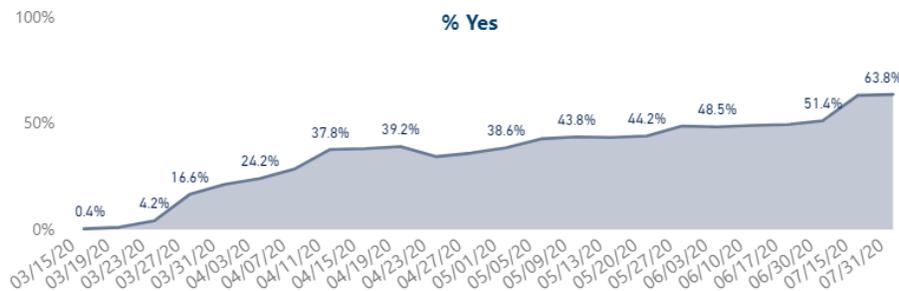
Changes in People's Behavior

Financial Impact During the Crisis

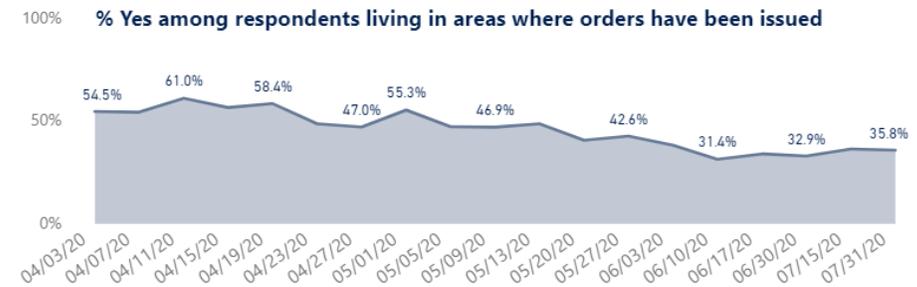
Region, State & Local Results

Results by Age, Gender, and Political Affiliation

Do you personally know anyone who has tested positive for the Coronavirus (COVID-19)?



Are you completely following guidelines for "stay at home" orders in your community?



<https://etcinstitute.com/communityplanning/covid19/nationaldirectionfinder/>

Source: KCMO Resident Survey (FY19)

Questions?

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