

# **FY2012-2013 CITIZEN SATISFACTION SURVEY RESULTS**

Thursday, July 18, 2013

# Performance Management Purpose

- 6 of the Adopted Indicators from the Council Priorities use Citizen Satisfaction data to monitor progress on the priorities
- Citizen Satisfaction Survey data provide best practice outcome measures
- Several City departments have set targets for satisfaction levels
- The survey can help prioritize performance improvement efforts

# Methodology

- Administered by ETC Institute
- Administration time period August 2012–May 2013
- Random sample of **9,000** households selected to receive survey (**2,250** in each of 4 quarters)
- Target of **1,000** surveys completed per quarter (minimum of **150** from each Council District)
- 4,108 households completed survey via mail, phone or online (**46 % response rate**)
- Overall precision of **+/- 1.5%** based on this sample size

# Survey Instrument Changes for FY13

- Collaborative review and revision with departmental staff resulted in a more relevant survey instrument
- Revised “major categories” of city services to reflect organization of city
  - Police, fire & ambulance services → Police services AND Fire & ambulance Services
  - Maintenance of streets, buildings, & facilities → Maintenance of streets, sidewalks, and infrastructure AND Solid waste services
  - Enforcement of city codes/ordinances → Neighborhood services
- Added additional questions for several service areas
  - Health Department
  - 311 Call Center
  - Airport Facilities

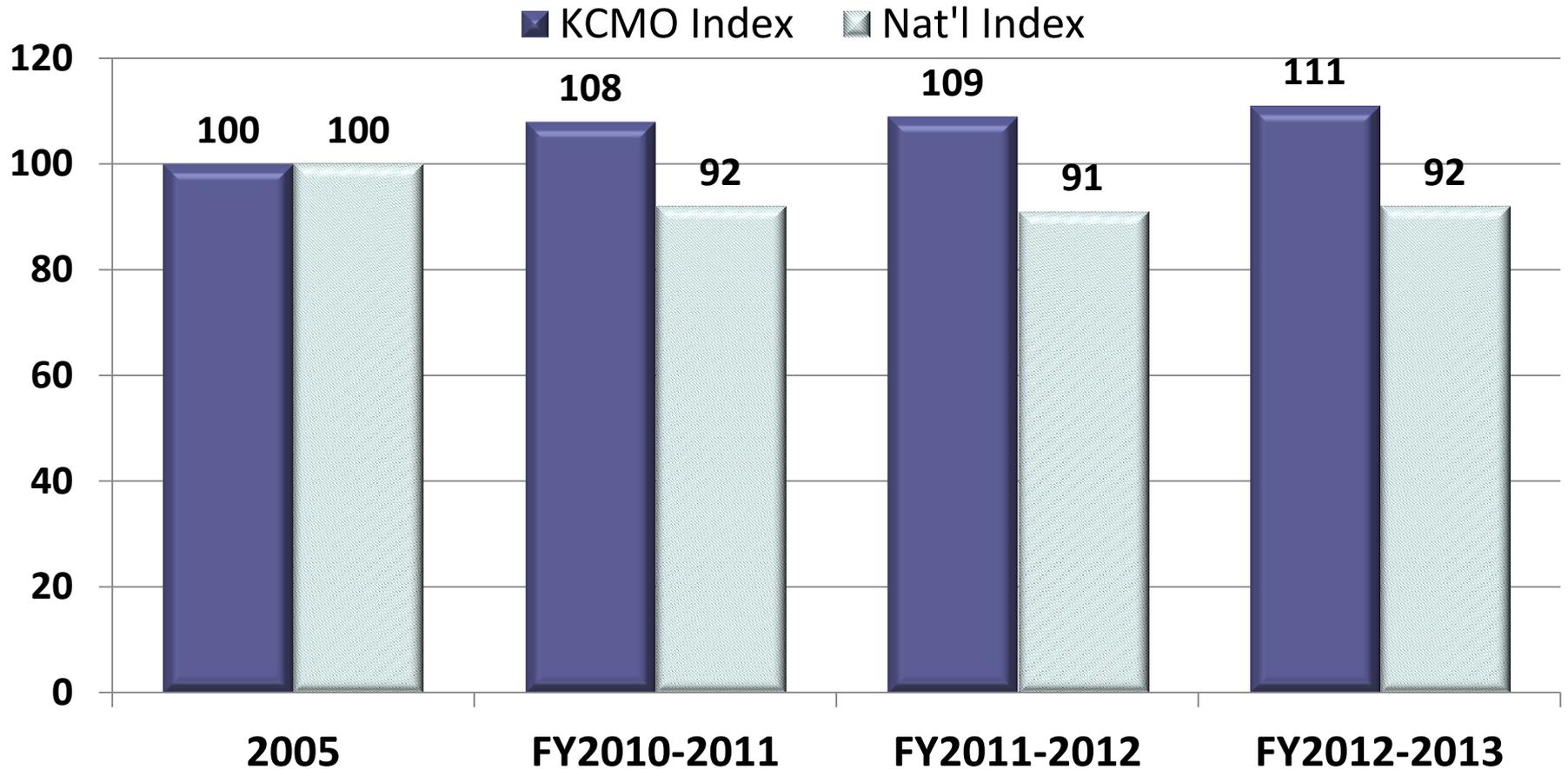
# Theme: Continued and Increased Improvement

Number of questions that saw:	FY2011-12	FY2012-13
Significant Improvement	32	41
No Significant Change	37	18
Significant Decline	7	4
No Trend Available	3	35

22 questions saw significant improvement in both years

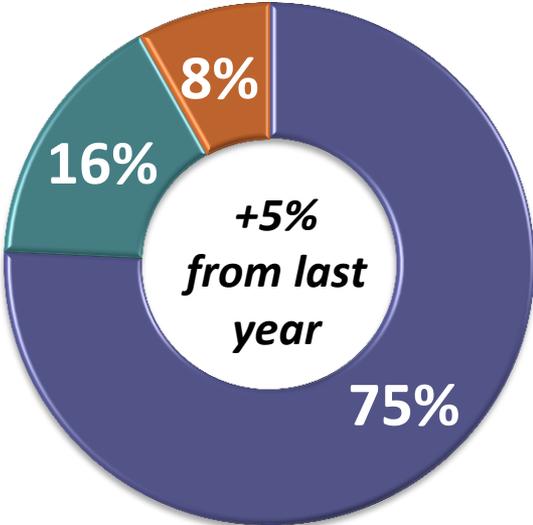
## Composite Customer Satisfaction Index

derived from the mean overall satisfaction rating for the major categories of City services that were assessed on the survey (base year 2005 = 100)

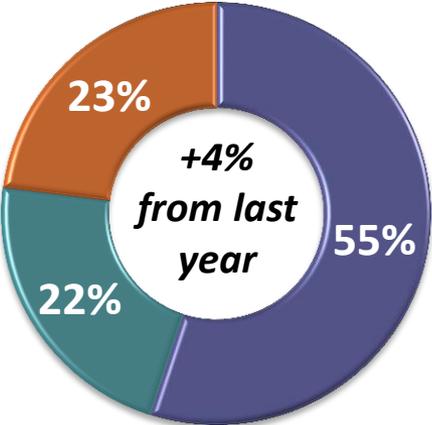


# The Big Questions

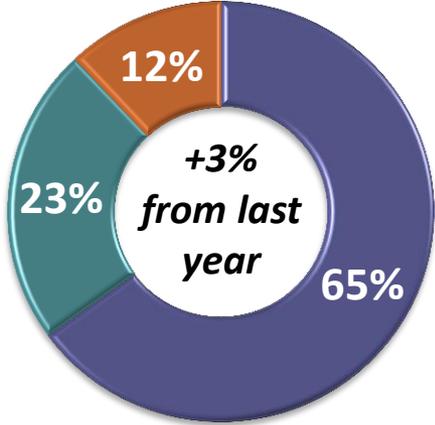
## Kansas City as a Place to Live



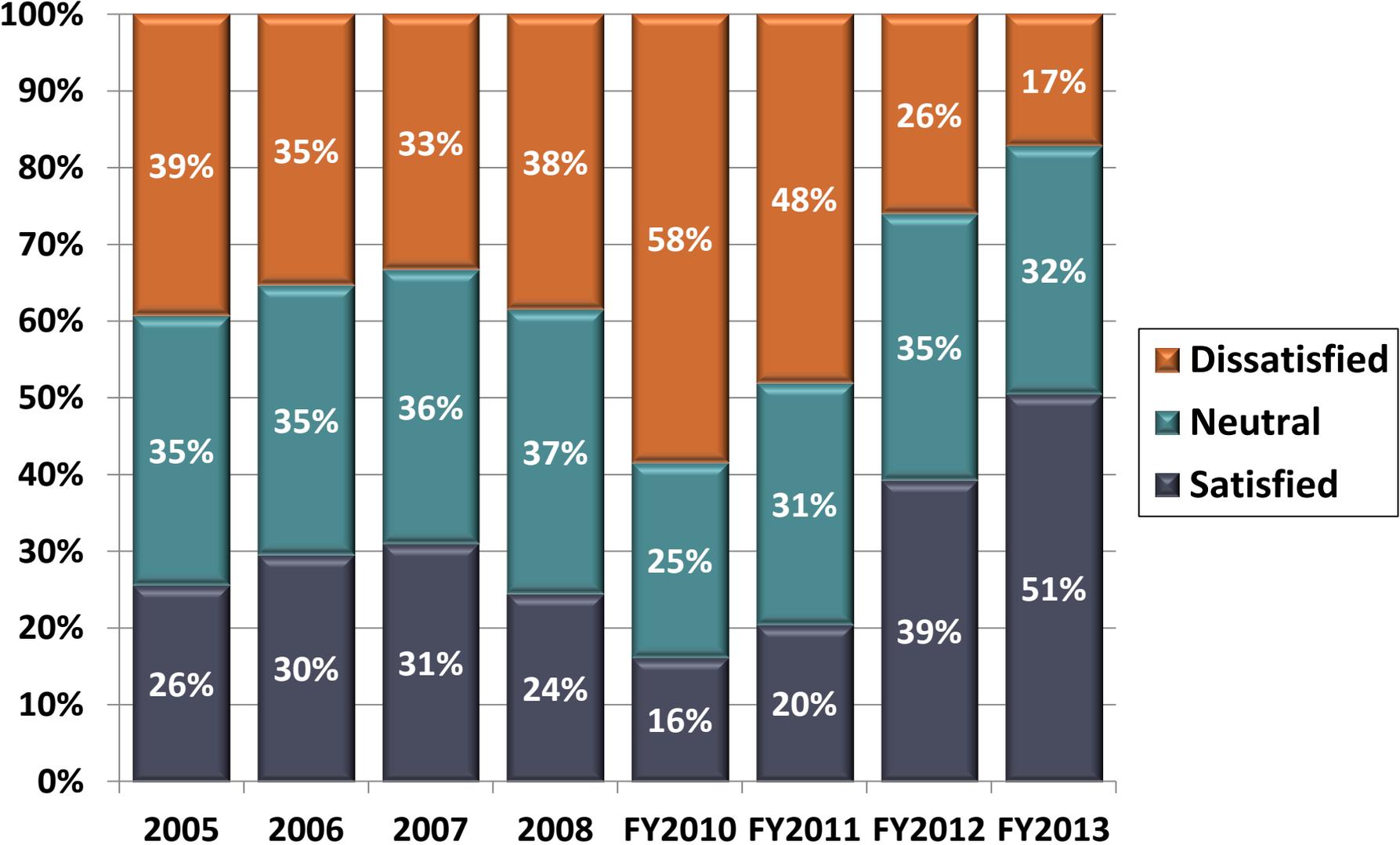
## KC as a Place to Raise Children



## KC as a Place to Work



# Quality of Leadership Provided by Elected Officials

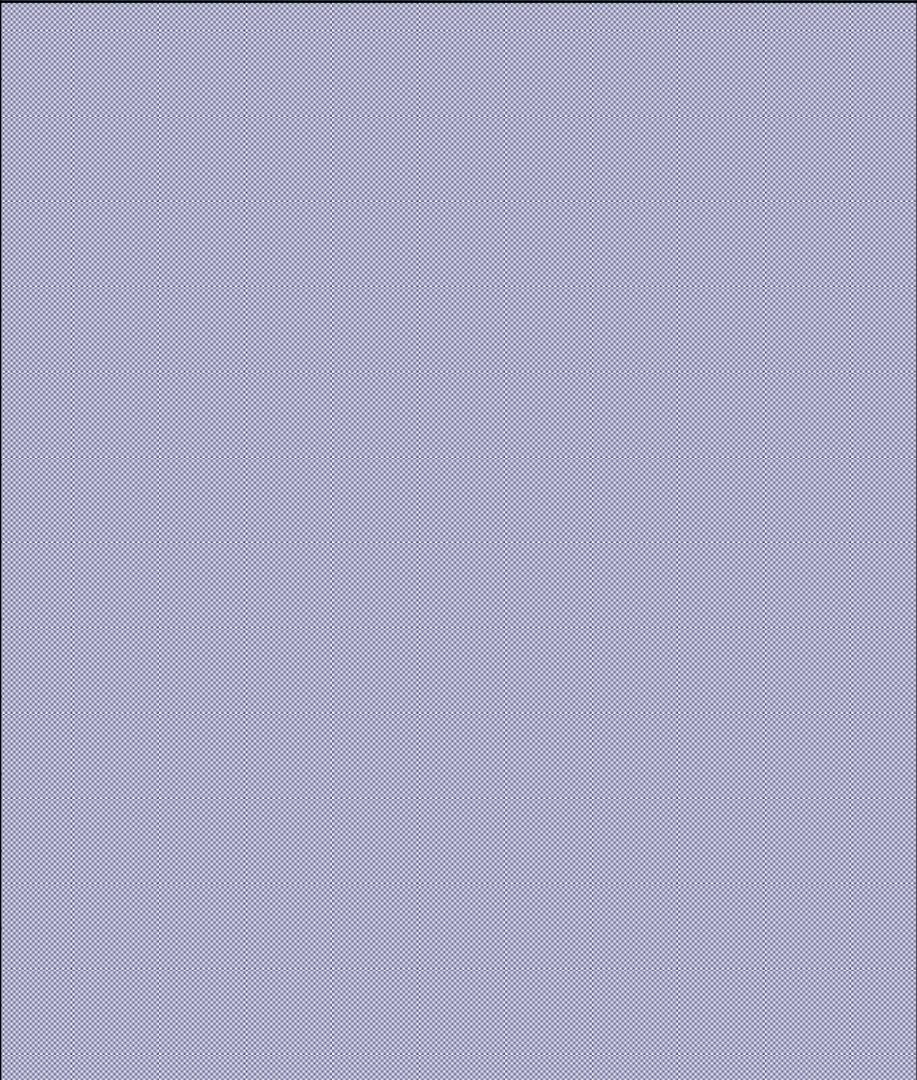


## Major Improvement (>4%)

<b>Kansas City as a place to live</b>	<b>Reasonableness of fees for rec programs</b>
<b>Kansas City as a place to raise children</b>	<b>Mowing/tree trimming along city streets</b>
<b>Overall image of the city</b>	<b>Trash collection services</b>
<b>Overall quality of life in the city</b>	<b>Recycling collection services</b>
<b>Overall quality of police services</b>	<b>Bulky item pick-up services</b>
<b>Overall quality of water utilities</b>	<b>Cleanliness of city streets/public areas</b>
<b>Quality of municipal court</b>	<b>Leadership of elected officials</b>
<b>Maintenance of streets in your neighborhood</b>	<b>Effectiveness of city manager and staff</b>
<b>Adequacy of city street lighting</b>	<b>How ethically the city conducts business</b>
<b>Availability of info about city prgms/svcs</b>	<b>Condition of catch basins</b>
<b>Maintenance of parks</b>	<b>Timeliness of water/sewer line break repairs</b>
<b>Picnic shelters/playgrounds</b>	
<b>Outdoor athletic fields</b>	
<b>Maintenance of boulevards/parkways</b>	
<b>Walking/biking trails in the city</b>	
<b>City swimming pools</b>	

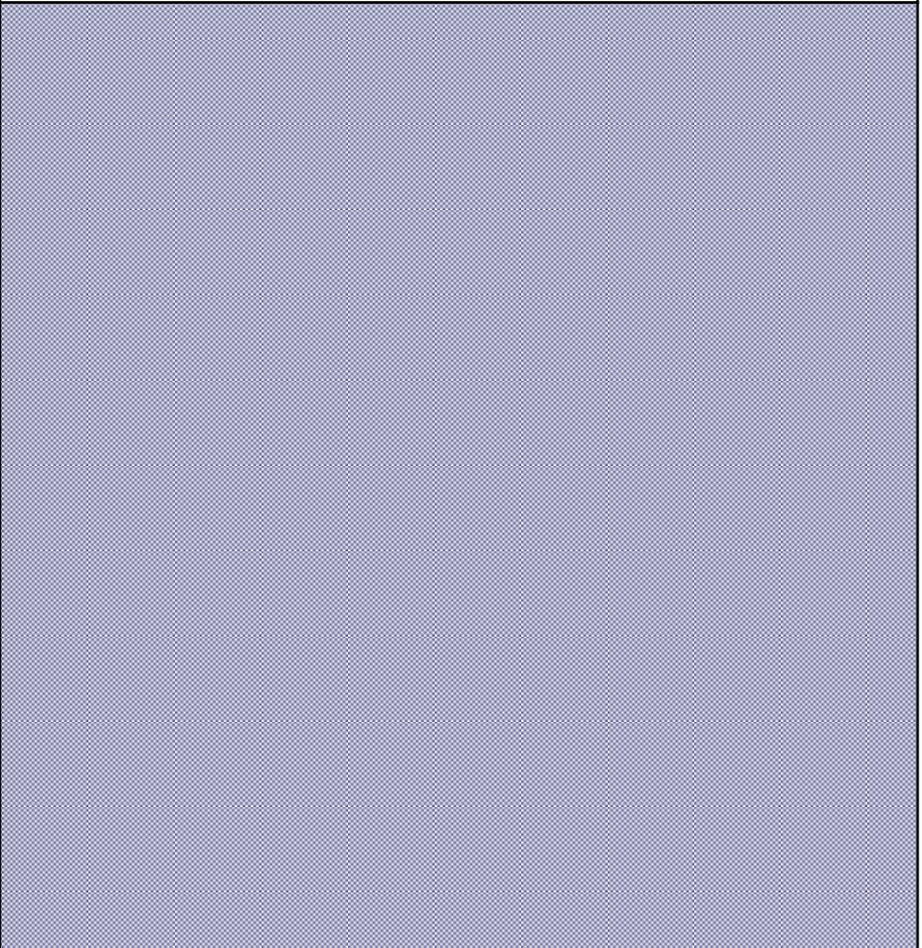
**Significant Improvement (2-3.99%)**

<b>Kansas City as a place to work</b>
<b>Overall quality of services provided by City</b>
<b>Overall value you receive for tax dollars</b>
<b>Maintenance of city streets</b>
<b>Maintenance of street signs/traffic signals</b>
<b>Snow removal on major streets</b>
<b>Snow removal on residential streets</b>
<b>Enforcing clean up of litter/debris on priv prop</b>
<b>Enforcing mowing of weeds on priv prop</b>
<b>Timely removal of abandoned cars</b>
<b>Youth athletic programs</b>
<b>Maintenance of community centers</b>
<b>Programs/activities at community centers</b>
<b>Ease of registering for Parks programs</b>

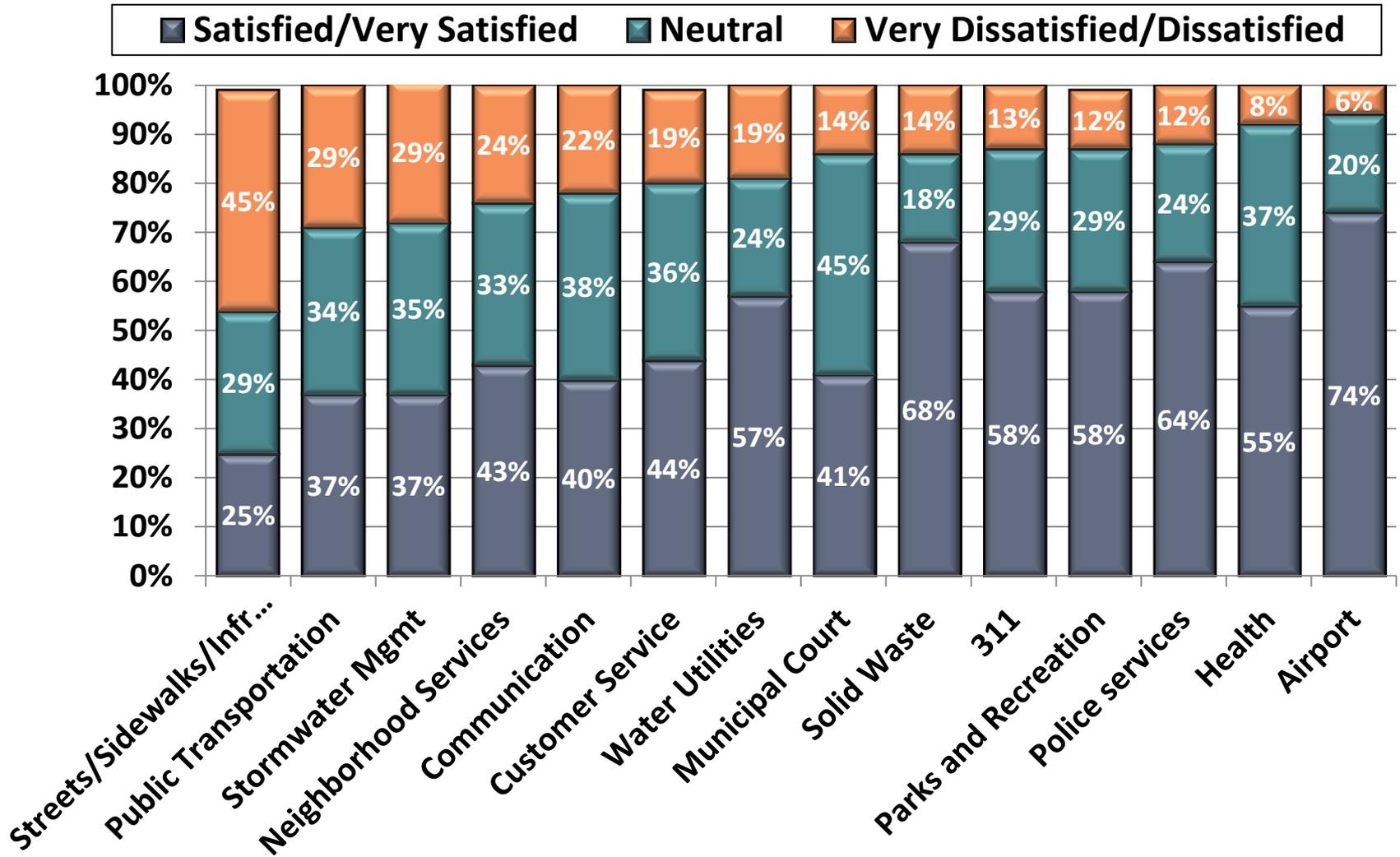


No Significant Change	Decline ( >2%)
Overall feeling of safety	Customer service from city employees
Overall quality of parks and rec prog/facil	Overall quality of public transportation
Overall quality of airport facilities	How quickly police respond to emergencies
Overall quality of 311 service	Quality of Channel 2
Overall effectiveness of city communication	
Overall quality of stormwater management	
Visibility of police in neighborhoods	
Overall efforts to prevent crime	
Enforcement of local traffic laws	
Parking enforcement services	
ALL Fire and EMS service questions	
Condition of sidewalks in the city	
Enforcing the exterior maint of resid prop	
Quality of animal control	
Level of public involvement in local decisions	

**New Questions Added or Reworded in FY2013**

<b>How safe you feel in your neighborhood</b>	<b>Communication from Parks and Rec</b>
<b>Overall quality of fire/ambulance srvs</b>	<b>Customer service from Parks employees</b>
<b>Overall maintenance of streets/sidewalks/infr</b>	<b>Leaf and brush pick-up services</b>
<b>Overall quality of solid waste services</b>	<b>ALL Airport questions</b>
<b>Overall quality of neighborhood services</b>	<b>Water Services customer service</b>
<b>Overall quality of Health Dept Services</b>	
<b>Effectiveness of local police protection</b>	
<b>Condition of sidewalks in your neighborhood</b>	
<b>Accessibility of streets/sidewalks/buildings for people with disabilities</b>	
<b>Enforcing prop maint in your neighborhood</b>	
<b>Enforcing removal of signs in the ROW</b>	
<b>City efforts to clean up illegal dump sites</b>	
<b>Enforcing prop maint of vacant structures</b>	
<b>ALL Health Department Service questions</b>	
<b>ALL 311 Service questions</b>	
<b>Usefulness of city's website</b>	
<b>Content of City's magazine KCMore</b>	

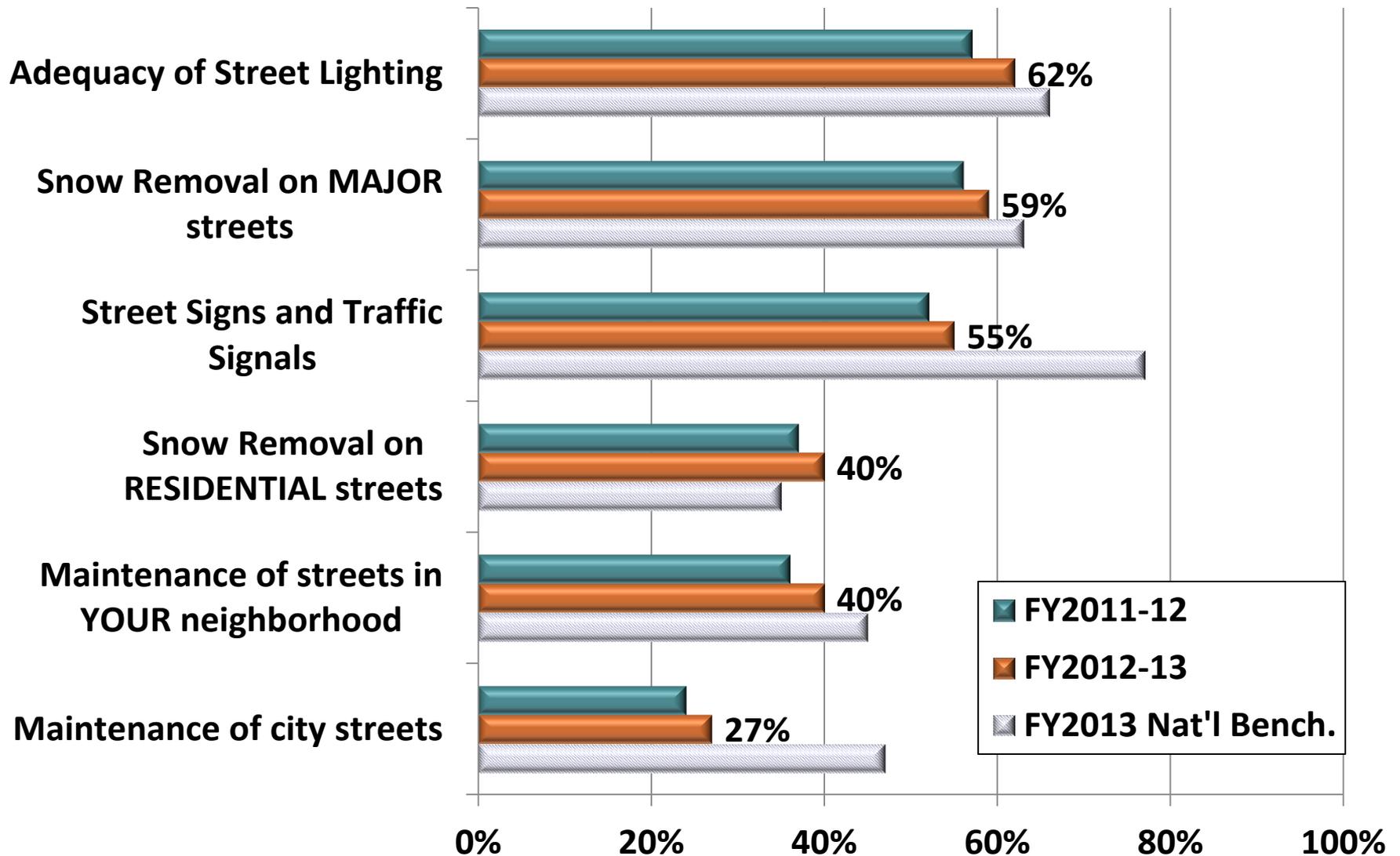
# Satisfaction with Categories of City Services



# What is important to citizens: Overall

<u>Category of Service</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>
<b>Streets/Sidewalks/Infrastructure</b>	<b>54%</b>	<b>25%</b>	<b>1</b>
<b>Police Services</b>	<b>42%</b>	<b>64%</b>	<b>2</b>
<b>Public Transportation</b>	<b>19%</b>	<b>37%</b>	<b>3</b>
<b>Neighborhood Services</b>	<b>18%</b>	<b>43%</b>	<b>4</b>
<b>Stormwater management system</b>	<b>13%</b>	<b>37%</b>	<b>5</b>
<b>Water Utilities</b>	<b>16%</b>	<b>57%</b>	<b>6</b>
<b>Fire/Ambulance Services</b>	<b>24%</b>	<b>75%</b>	<b>7</b>
<b>Effectiveness of Communication</b>	<b>8%</b>	<b>40%</b>	<b>8</b>
<b>Customer Service</b>	<b>8%</b>	<b>44%</b>	<b>9</b>
<b>Parks and Recreation</b>	<b>10%</b>	<b>58%</b>	<b>10</b>
<b>Solid Waste Services</b>	<b>11%</b>	<b>68%</b>	<b>11</b>
<b>Health Department Services</b>	<b>5%</b>	<b>55%</b>	<b>12</b>
<b>311 Services</b>	<b>4%</b>	<b>58%</b>	<b>13</b>
<b>Municipal Court</b>	<b>2%</b>	<b>41%</b>	<b>14</b>
<b>Airport</b>	<b>4%</b>	<b>74%</b>	<b>15</b>

# Maintenance: Highlights

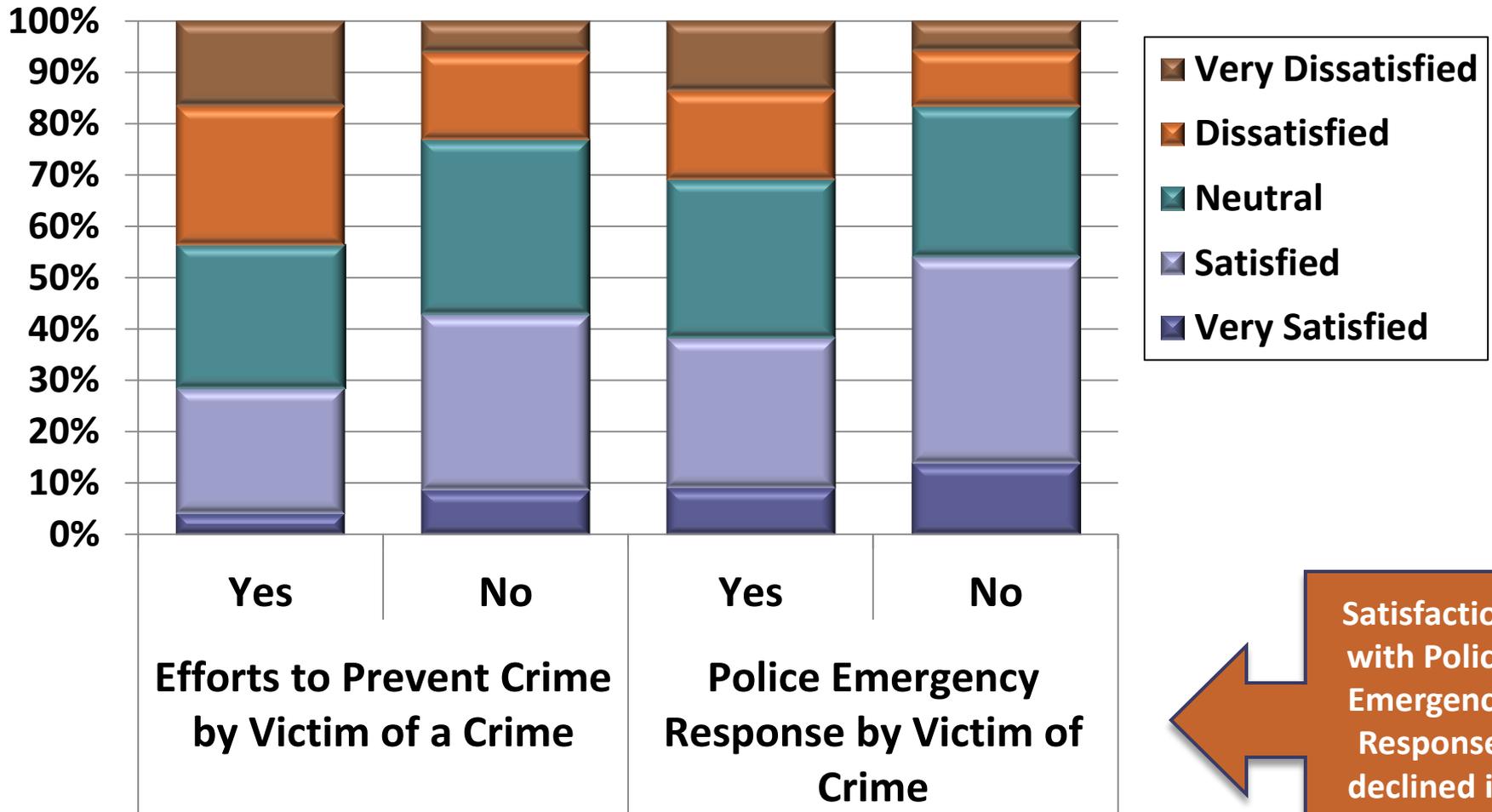


# What is important to citizens: Maintenance

<b><u>Maintenance Category</u></b>	<b><u>Importance</u></b>	<b><u>Satisfaction</u></b>	<b><u>I-S Rank</u></b>
<b>Maintenance of city streets</b>	<b>48%</b>	<b>27%</b>	<b>1</b>
<b>Snow removal on residential streets during the past 12 months</b>	<b>24%</b>	<b>40%</b>	<b>2</b>
<b>Condition of sidewalks in the city</b>	<b>19%</b>	<b>24%</b>	<b>3</b>
<b>Maintenance of streets in YOUR neighborhood</b>	<b>17%</b>	<b>40%</b>	<b>4</b>
<b>Condition of sidewalks in YOUR neighborhood</b>	<b>15%</b>	<b>37%</b>	<b>5</b>
<b>Accessibility of city streets, sidewalks, and buildings for people with disabilities</b>	<b>16%</b>	<b>44%</b>	<b>6</b>
<b>Snow removal on major city streets during the past 12 months</b>	<b>15%</b>	<b>59%</b>	<b>7</b>
<b>Adequacy of city street lighting</b>	<b>10%</b>	<b>62%</b>	<b>8</b>
<b>Maintenance of street signs and traffic signals</b>	<b>8%</b>	<b>55%</b>	<b>9</b>

# Police Services: Highlights

## Satisfaction with Police Services by Crime Victims/Non-Victims



Have you been the victim of a crime?

Satisfaction with Police Emergency Response declined in FY2013

# What is important to citizens: Police Services

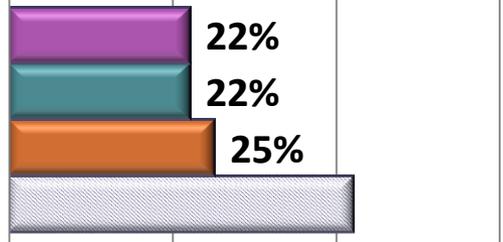
<b><u>Police Services Category</u></b>	<b><u>Importance</u></b>	<b><u>Satisfaction</u></b>	<b><u>I-S Rank</u></b>
<b>The city's overall efforts to prevent crime</b>	<b>45%</b>	<b>41%</b>	<b>1</b>
<b>The visibility of police in neighborhoods</b>	<b>39%</b>	<b>48%</b>	<b>2</b>
<b>How quickly police respond to emergencies</b>	<b>38%</b>	<b>52%</b>	<b>3</b>
<b>Effectiveness of local police protection</b>	<b>33%</b>	<b>62%</b>	<b>4</b>
<b>Enforcement of local traffic laws</b>	<b>9%</b>	<b>52%</b>	<b>5</b>
<b>Parking enforcement services</b>	<b>4%</b>	<b>47%</b>	<b>6</b>

# Neighborhood Services: Highlights

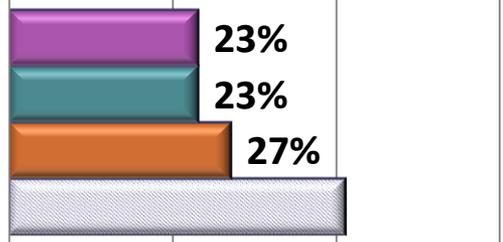
## Increases in Satisfaction

■ FY2010-11 
 ■ FY2011-12 
 ■ FY2012-13 
 ■ FY2013 Nat'l Bench.

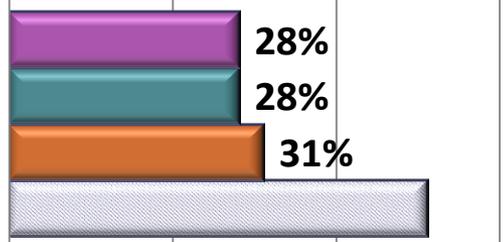
**Enforcing Mowing/cutting of weeds of private prop**



**Enforcing Clean up of Litter and Debris**



**Timeliness of Removing Abandon Cars**

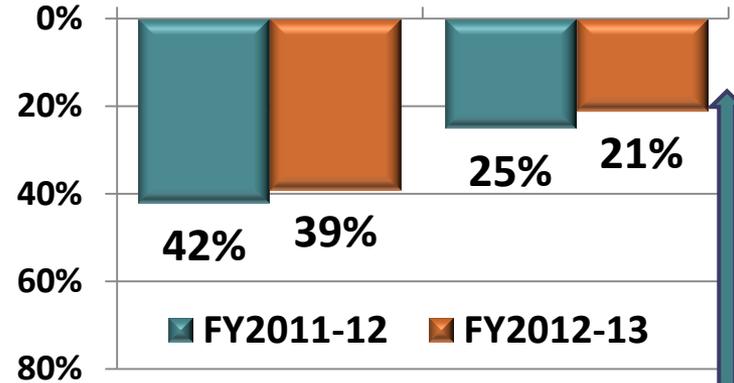


0% 20% 40% 60%

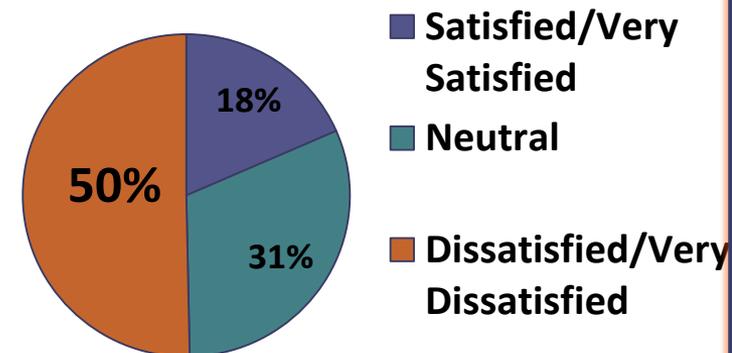
## Decreases in Dissatisfaction

Enforcing exterior maint of residential prop

Quality of Animal Control



## FY2013 Enforcing Prop Maint on Vacant Structures

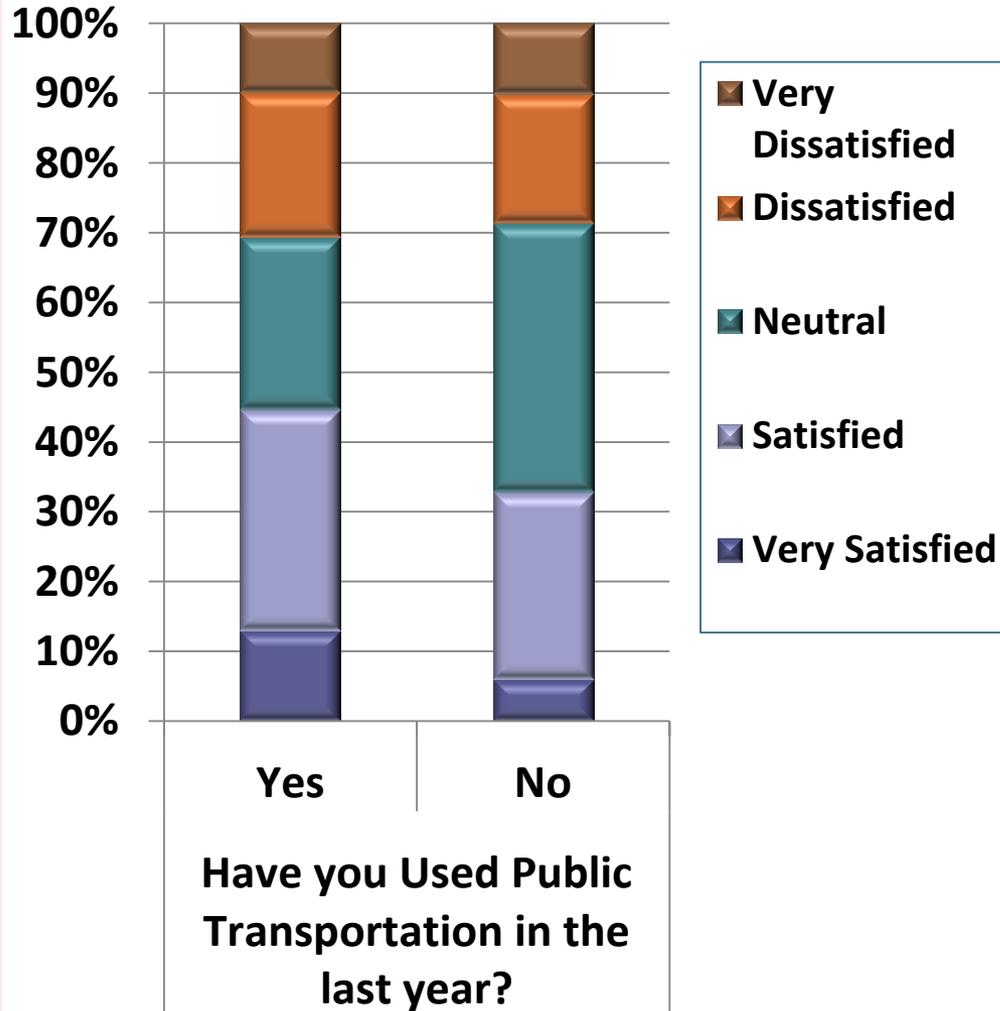


# What is important to citizens: Neighborhood Services

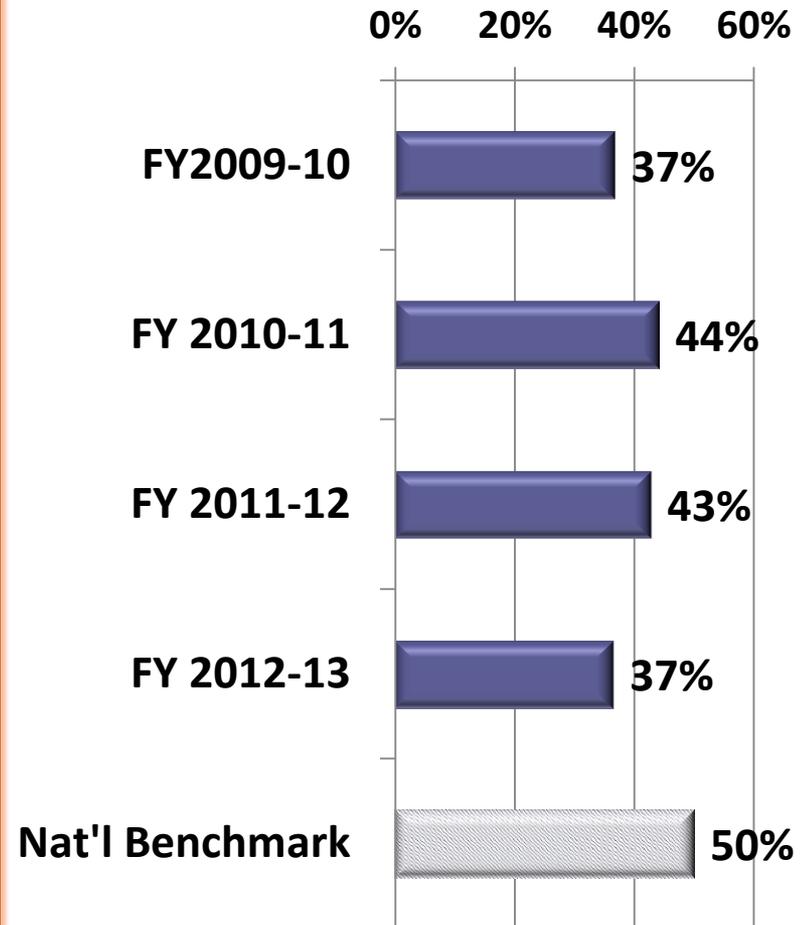
<b><u>Neighborhood Services Category</u></b>	<b><u>Importance</u></b>	<b><u>Satisfaction</u></b>	<b><u>I-S Rank</u></b>
<b>Enforcing property maintenance of vacant structures</b>	<b>31%</b>	<b>18%</b>	<b>1</b>
<b>Enforcing the clean-up of litter/debris on private property</b>	<b>29%</b>	<b>27%</b>	<b>2</b>
<b>City efforts to clean-up illegal dumping sites</b>	<b>23%</b>	<b>26%</b>	<b>3</b>
<b>Enforcing the exterior maintenance of residential property</b>	<b>19%</b>	<b>25%</b>	<b>4</b>
<b>Enforcing the mowing/cutting of weeds private property</b>	<b>19%</b>	<b>25%</b>	<b>5</b>
<b>Enforcing the clean-up of litter, mowing of weeds, and exterior maintenance of residential property in YOUR neighborhood</b>	<b>16%</b>	<b>40%</b>	<b>6</b>
<b>Quality of animal control</b>	<b>13%</b>	<b>42%</b>	<b>7</b>
<b>Timeliness of the removal of abandoned cars</b>	<b>5%</b>	<b>31%</b>	<b>8</b>
<b>Enforcing the removal of signs in the ROW</b>	<b>5%</b>	<b>34%</b>	<b>9</b>

# Public Transportation: Highlights

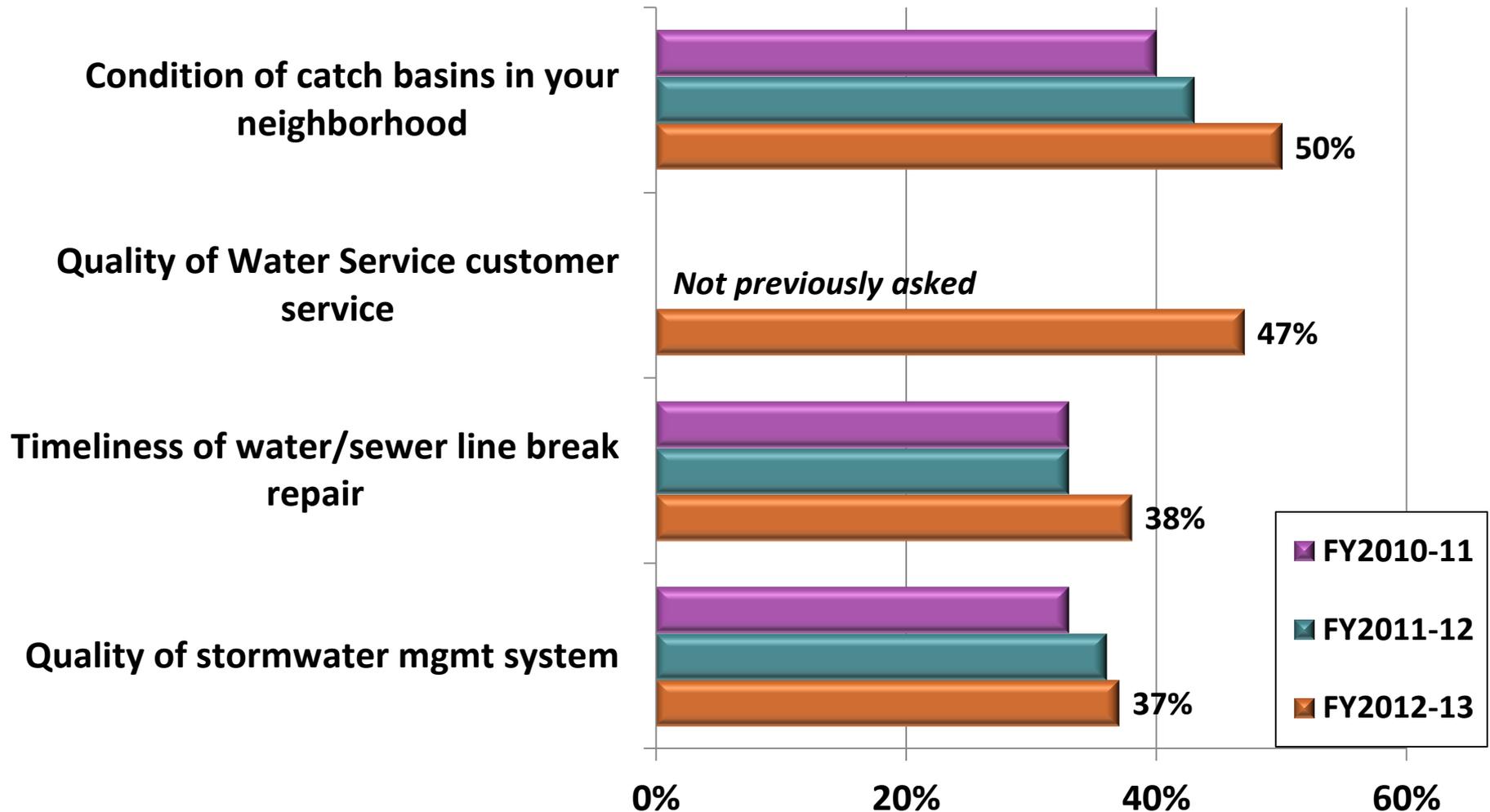
## Satisfaction for Public Transportation - Users vs. Non-Users



## Satisfaction with Overall Quality of Public Transportation

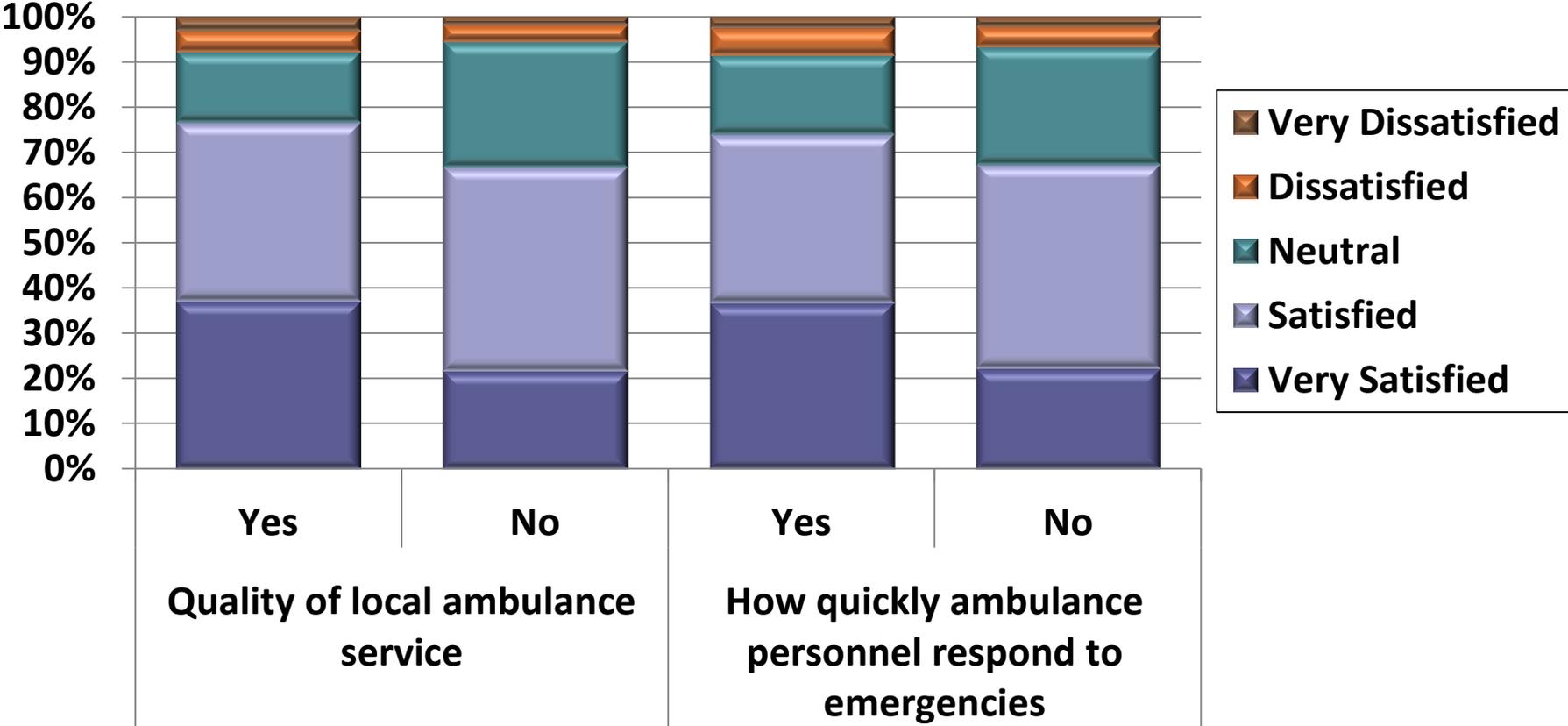


# Water Services/Stormwater: Highlights



# Fire and Ambulance Services: Highlights

### Satisfaction with Ambulance Services by Users/Non-Users of Service



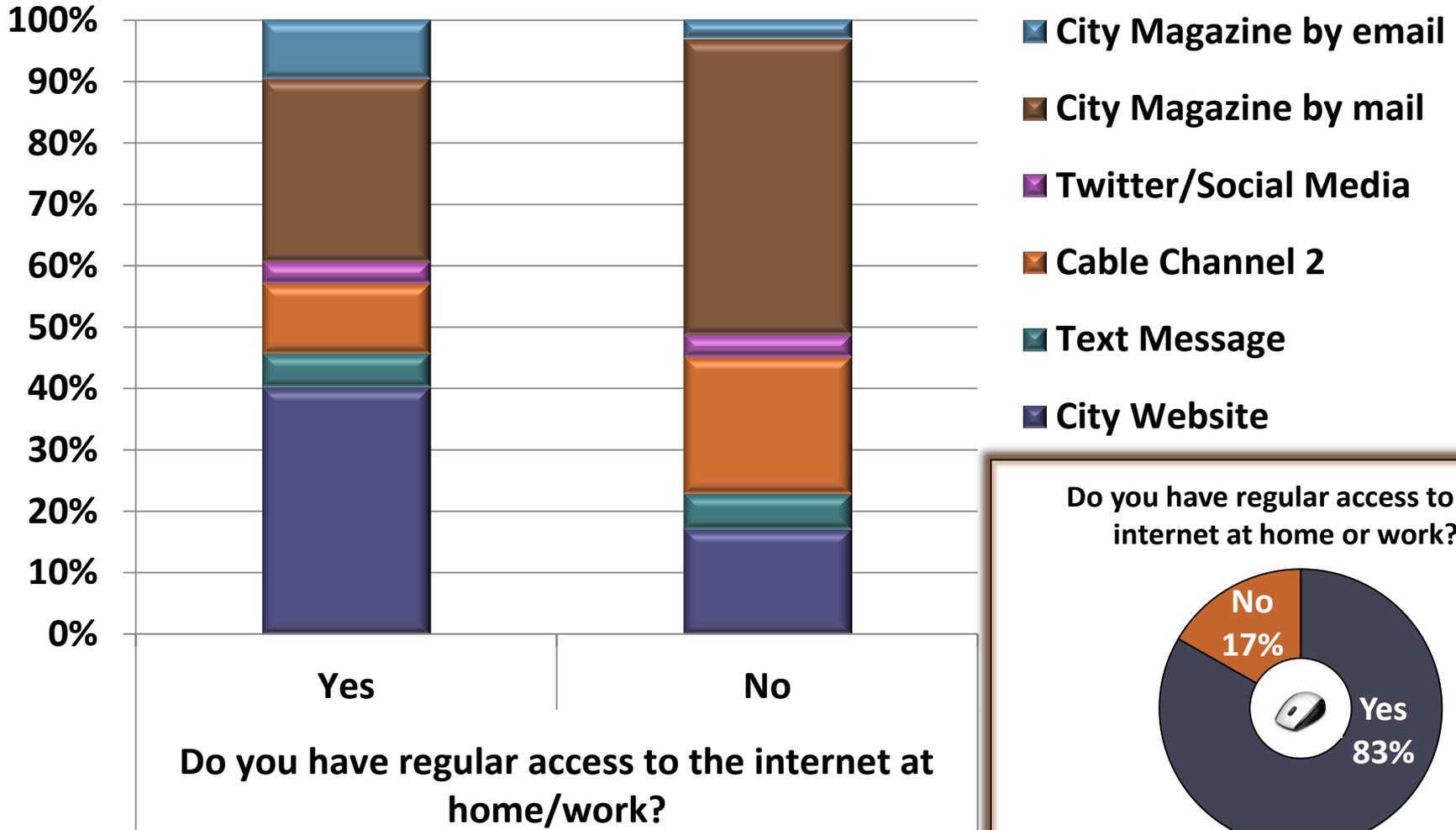
Have you used the ambulance service?

# What's Important to Citizens: Fire and Ambulance Services

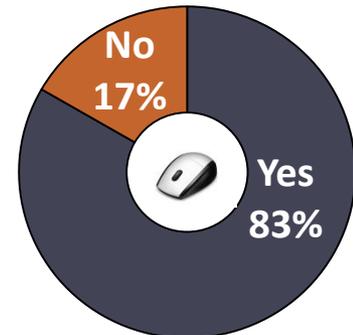
<b><u>Fire/Ambulance Category</u></b>	<b><u>Importance</u></b>	<b><u>Satisfaction</u></b>	<b><u>I-S Rank</u></b>
<b>How quickly ambulance personnel respond to emergencies</b>	<b>45%</b>	<b>69%</b>	<b>1</b>
<b>How quickly fire/rescue personnel respond to emergencies</b>	<b>46%</b>	<b>78%</b>	<b>2</b>
<b>Quality of local ambulance service</b>	<b>25%</b>	<b>69%</b>	<b>3</b>
<b>Overall quality of local fire protection and rescue services</b>	<b>32%</b>	<b>80%</b>	<b>4</b>

# Communications: Highlights

Preferred method of receiving information by Internet access



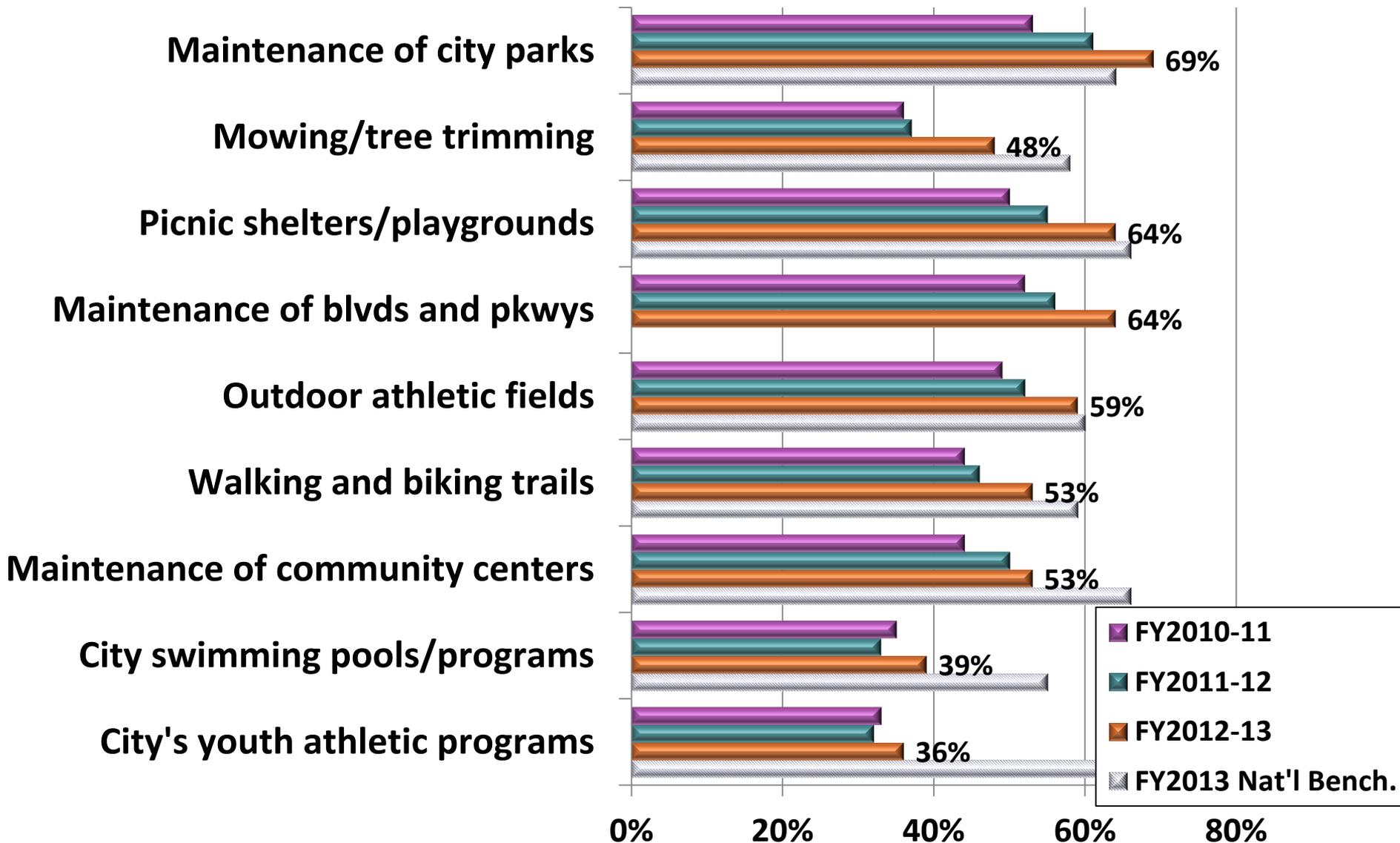
Do you have regular access to the internet at home or work?



# What is important to citizens: Communications

<b><u>Communications Category</u></b>	<b><u>Importance</u></b>	<b><u>Satisfaction</u></b>	<b><u>I-S Rank</u></b>
<b>The level of public involvement in local decision making</b>	<b>48%</b>	<b>27%</b>	<b>1</b>
<b>The availability of information about city programs/services</b>	<b>58%</b>	<b>47%</b>	<b>2</b>
<b>Overall usefulness of the city's website</b>	<b>29%</b>	<b>45%</b>	<b>3</b>
<b>The quality of Channel 2</b>	<b>11%</b>	<b>43%</b>	<b>4</b>
<b>The content in the City's magazine KCMore</b>	<b>9%</b>	<b>40%</b>	<b>5</b>

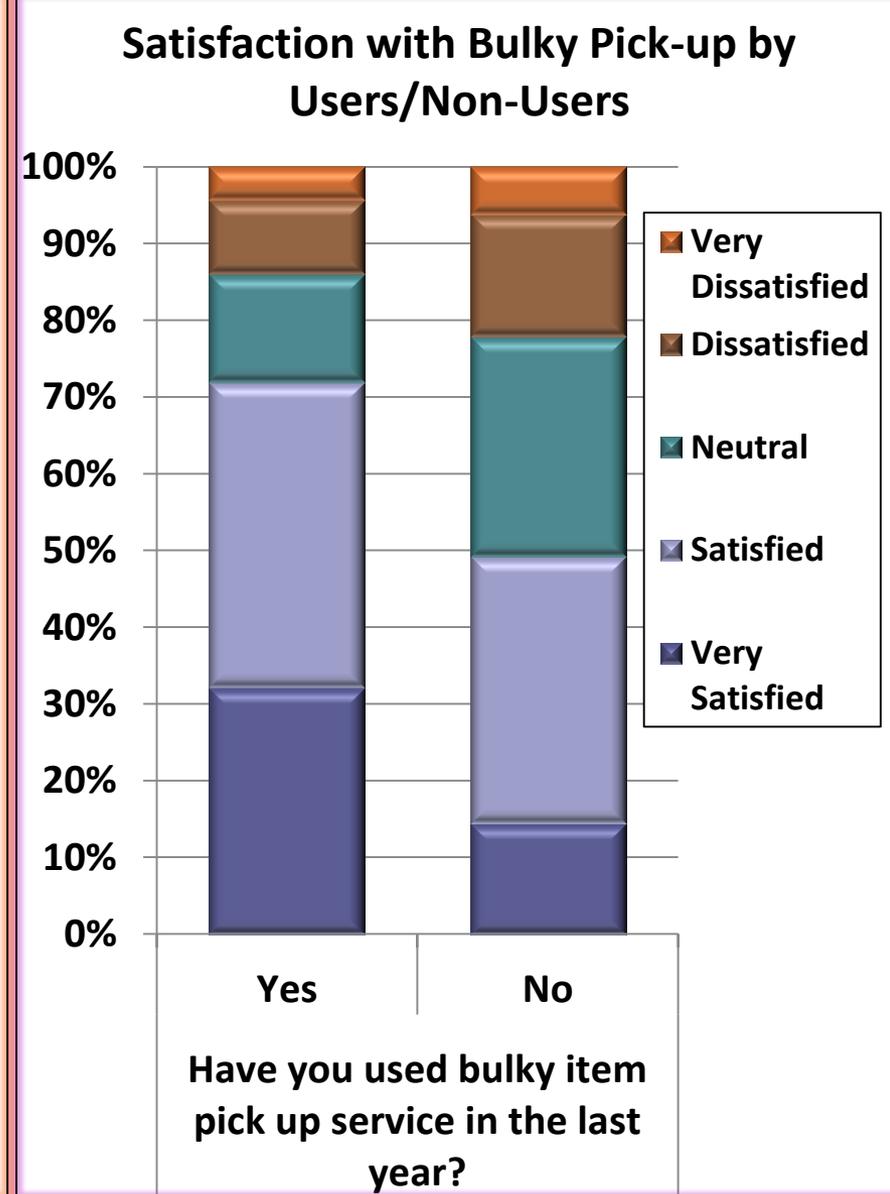
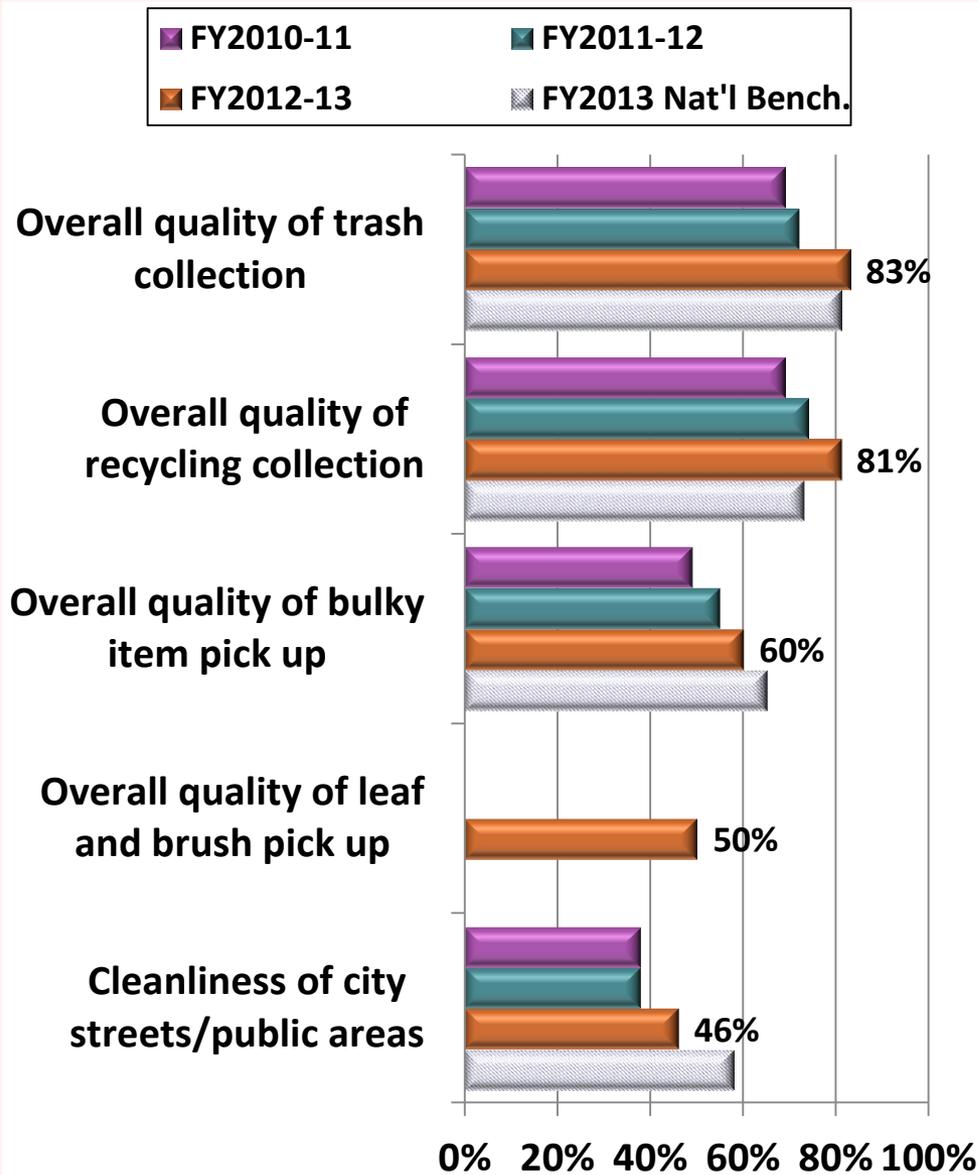
# Parks and Recreation: Highlights



# What is important to citizens: Parks and Recreation

<u>Parks and Recreation Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>
Mowing/tree trimming along city streets	21%	48%	1
The city's youth athletic programs	14%	36%	2
Walking and biking trails in the City	16%	53%	3
Maintenance of City parks	24%	69%	4
Quality of customer service from Parks employees	13%	45%	5
Maintenance of boulevards and parkways	15%	64%	6
The reasonableness of fees charged for rec programs	10%	44%	7
City swimming pools and programs	7%	39%	8
Programs and activities at City community centers	8%	47%	9
Quality of facilities (shelters/playgrounds) in city parks	11%	64%	10
Quality of communication from Parks and Recreation	5%	41%	11
Maintenance/appearance of City community centers	6%	53%	12
Quality of outdoor athletic fields	6%	59%	13
Ease of registering for programs	4%	46%	14

# Solid Waste: Highlights



# What's important to citizens: Solid Waste

<b><u>Solid Waste Category</u></b>	<b><u>Importance</u></b>	<b><u>Satisfaction</u></b>	<b><u>I-S Rank</u></b>
<b>Overall cleanliness of city streets and public areas</b>	<b>48%</b>	<b>46%</b>	<b>1</b>
<b>Overall quality of leaf and brush pick-up services</b>	<b>33%</b>	<b>50%</b>	<b>2</b>
<b>Overall quality of bulky item pick-up services</b>	<b>28%</b>	<b>60%</b>	<b>3</b>
<b>Overall quality of trash collection services</b>	<b>24%</b>	<b>83%</b>	<b>4</b>
<b>Overall quality of curbside recycling services</b>	<b>19%</b>	<b>81%</b>	<b>5</b>

# What's important to citizens: Health Department

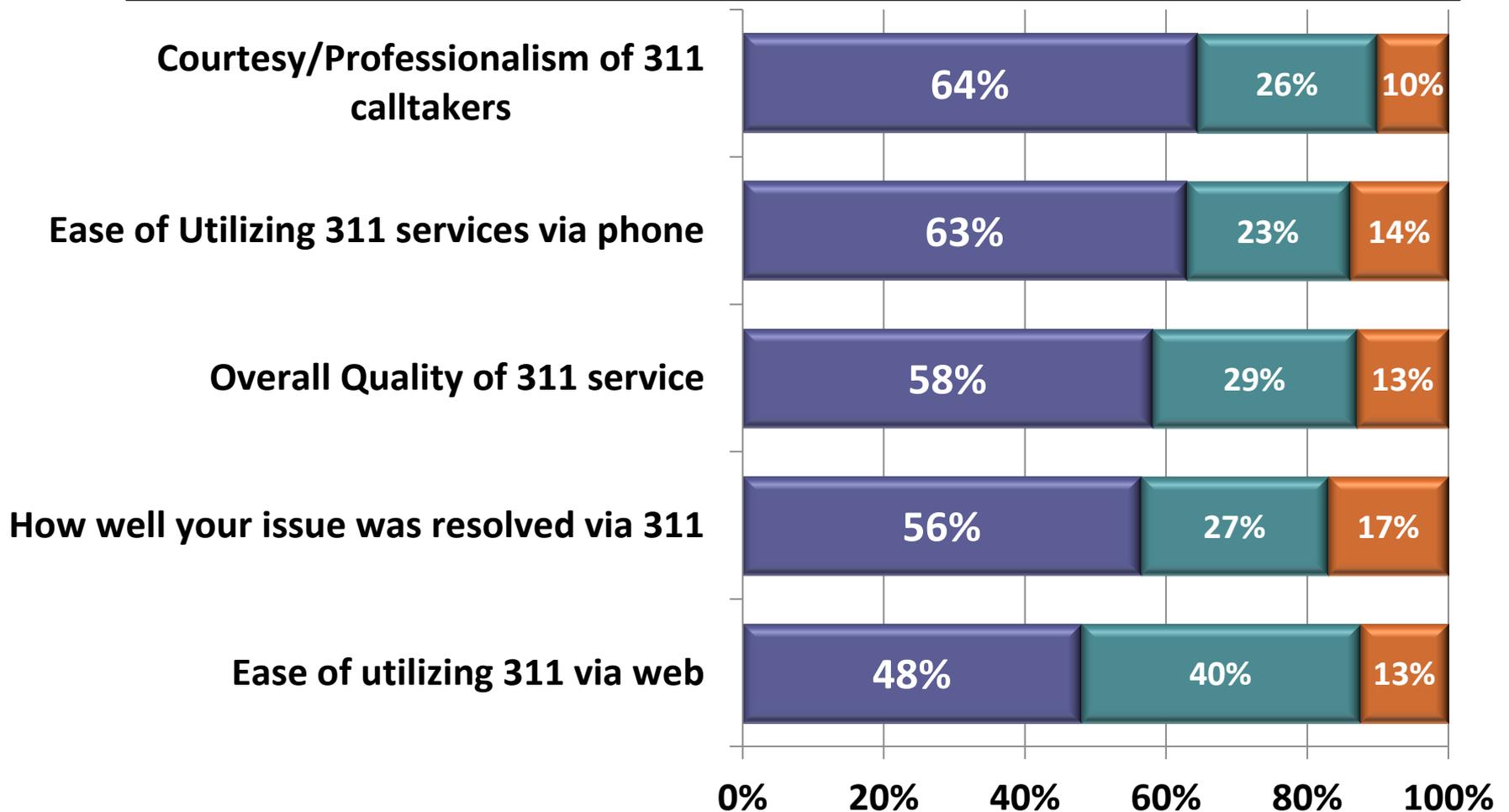
<b><u>Health Department Category</u></b>	<b><u>Importance</u></b>	<b><u>Satisfaction</u></b>	<b><u>I-S Rank</u></b>
<b>Protecting the public from new or unusual health threats</b>	<b>32%</b>	<b>56%</b>	<b>1</b>
<b>Preventing the spread of infectious diseases</b>	<b>34%</b>	<b>59%</b>	<b>2</b>
<b>Guarding against food poisoning through restaurant inspections.</b>	<b>29%</b>	<b>56%</b>	<b>3</b>
<b>Protecting the public from exposure to environmental risks</b>	<b>21%</b>	<b>50%</b>	<b>4</b>
<b>Encouraging access to healthy fruits and vegetables, safe places to exercise, and non-smoking environments.</b>	<b>19%</b>	<b>51%</b>	<b>5</b>
<b>Communicating information regarding public health concerns</b>	<b>22%</b>	<b>57%</b>	<b>6</b>

# What's important to citizens: Airport

<b><u>Airport Category</u></b>	<b><u>Importance</u></b>	<b><u>Satisfaction</u></b>	<b><u>I-S Rank</u></b>
<b>Food, beverage, and other concessions</b>	<b>30%</b>	<b>41%</b>	<b>1</b>
<b>Price of parking</b>	<b>31%</b>	<b>52%</b>	<b>2</b>
<b>Ease of moving through airport security</b>	<b>29%</b>	<b>74%</b>	<b>3</b>
<b>Availability of parking</b>	<b>19%</b>	<b>75%</b>	<b>4</b>
<b>Helpfulness of signs and other directions</b>	<b>12%</b>	<b>73%</b>	<b>5</b>
<b>Cleanliness of facilities</b>	<b>14%</b>	<b>78%</b>	<b>6</b>

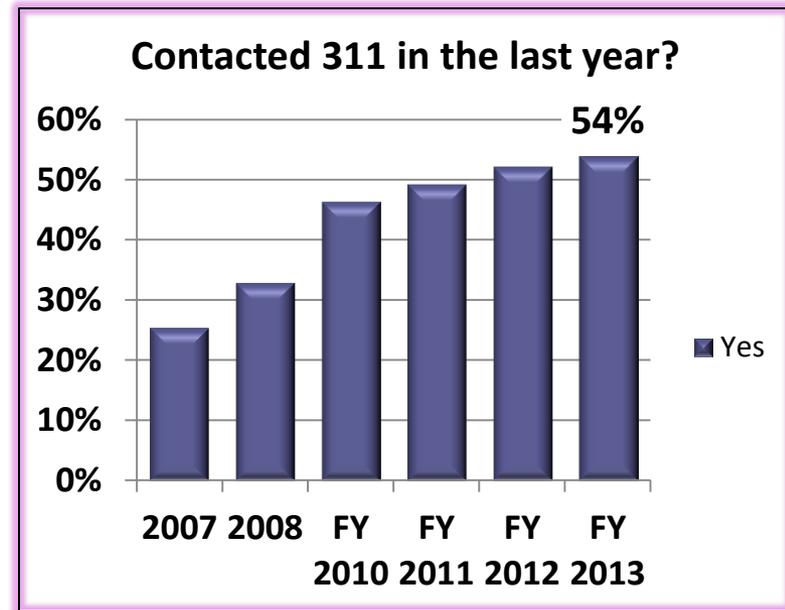
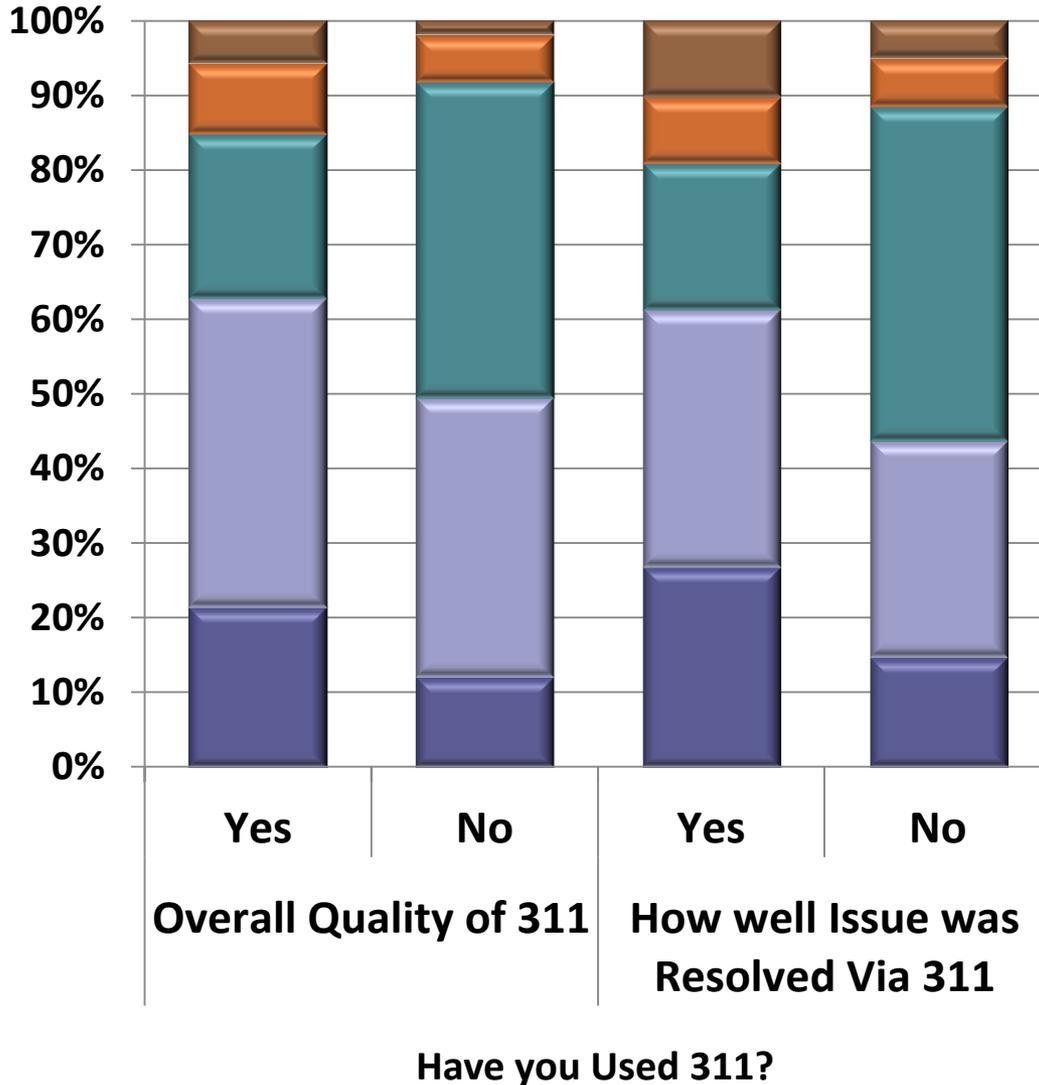
# 311: Highlights

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



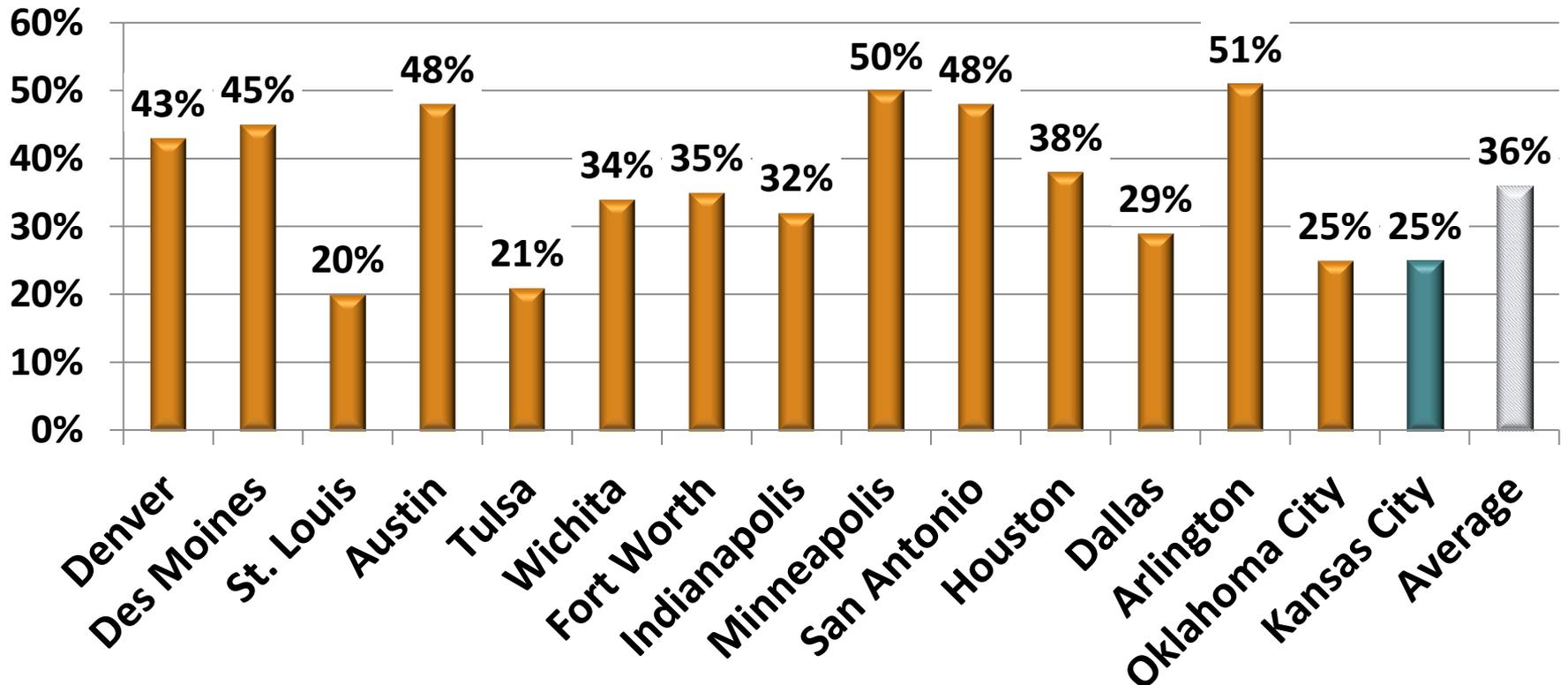
# 311: Highlights

## Satisfaction with 311 by Users/Non-users of 311



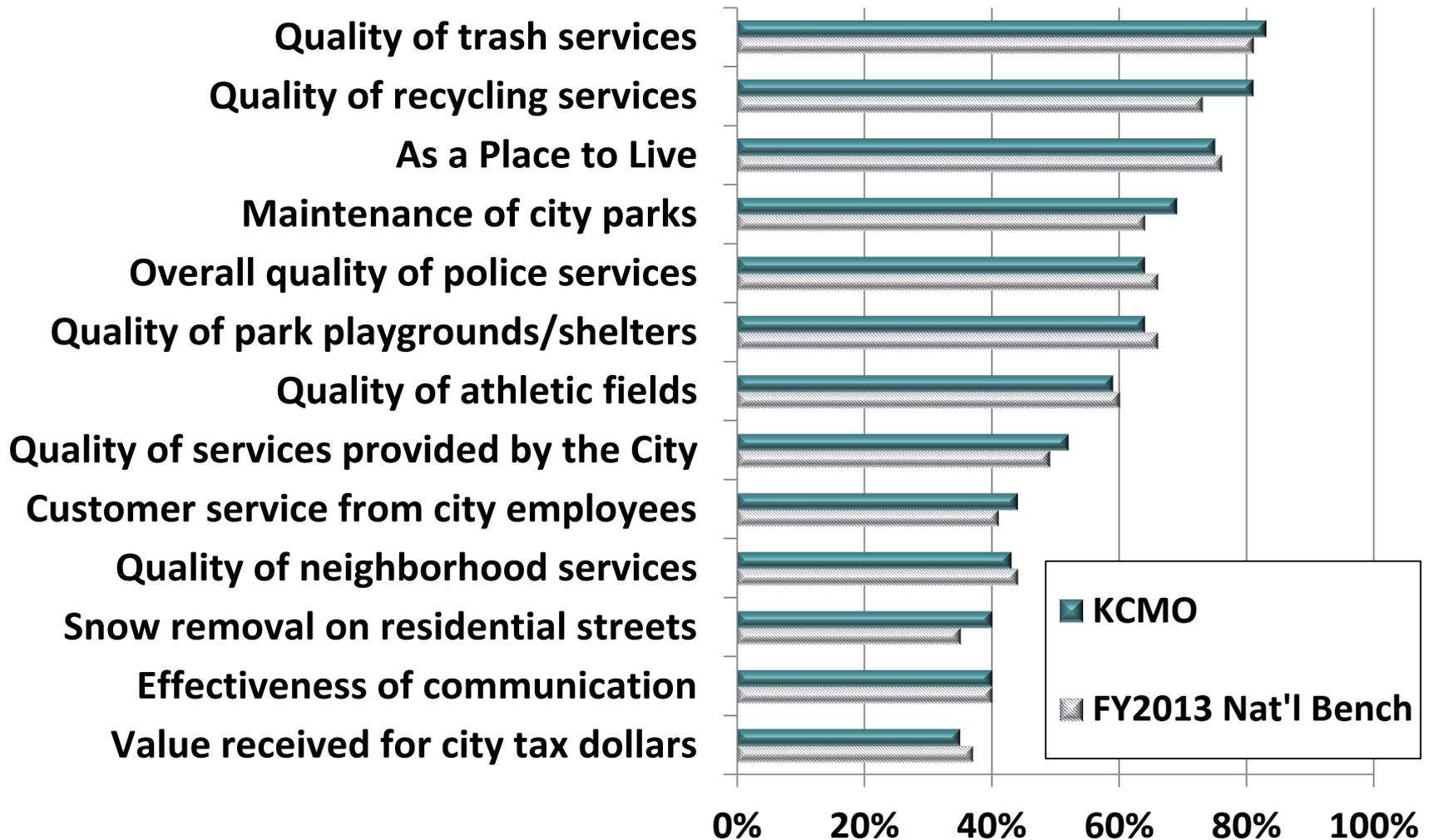
## Overall Satisfaction w/ Maintenance of Streets, Buildings and Facilities

By % of respondents who rated item as 4 or 5, excluding don't know



# Leader of the Pack

Questions above or within 2% of national benchmark for 250K+ cities





KC, REPRESENT!



WHAT IT ALL BOILS DOWN TO

+5%

[WWW.KCMO.ORG/HIGH5](http://WWW.KCMO.ORG/HIGH5)

KC, REPRESENT!



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# Questions?



City of **Kansas City, Missouri**  
**Citizen Survey**

[click here to take survey](#)

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve citizens in long-range planning decisions. If you have questions, please call Bonnie Banks (toll free) at 1-888-801-5368.

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