

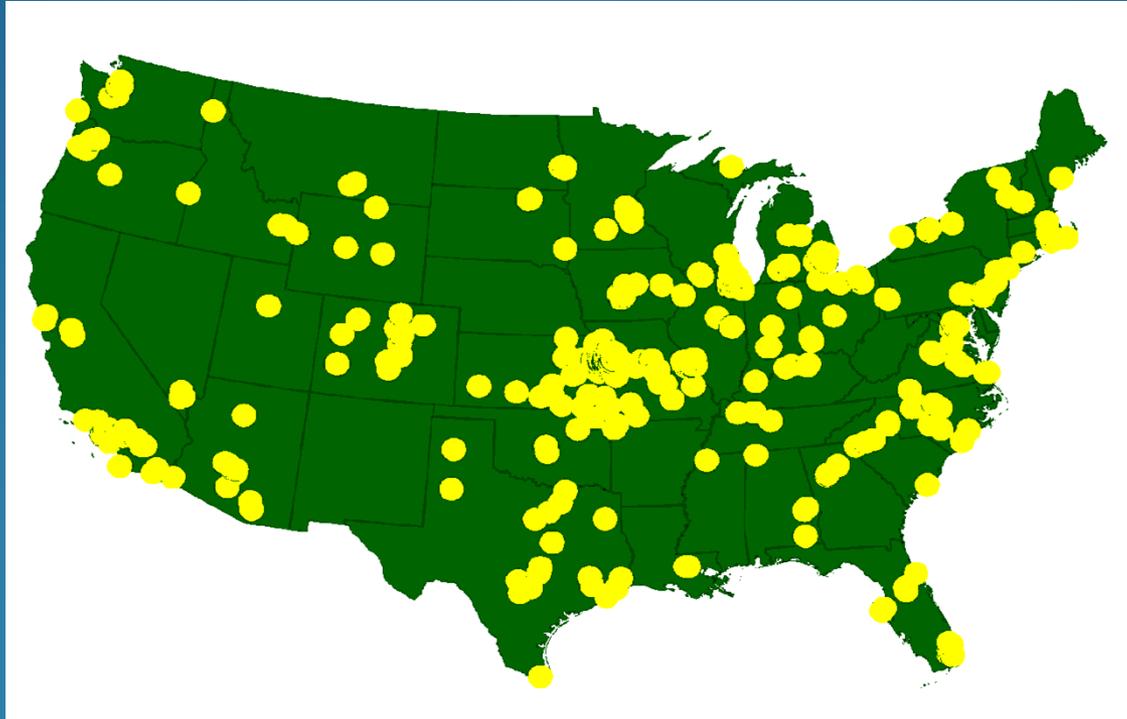
***City of Independence
2013 Citizen Survey
Findings***

**Presented by
*ETC Institute***

February 2014

**A National Leader in Market Research
for Local Governmental Organizations**

***...helping city and county governments gather and
use survey data to enhance organizational
performance for more than 30 years***



**More than 1,850,000 Persons Surveyed Since 2006
for more than 700 cities in 49 States**

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Conclusions**
- **Questions**

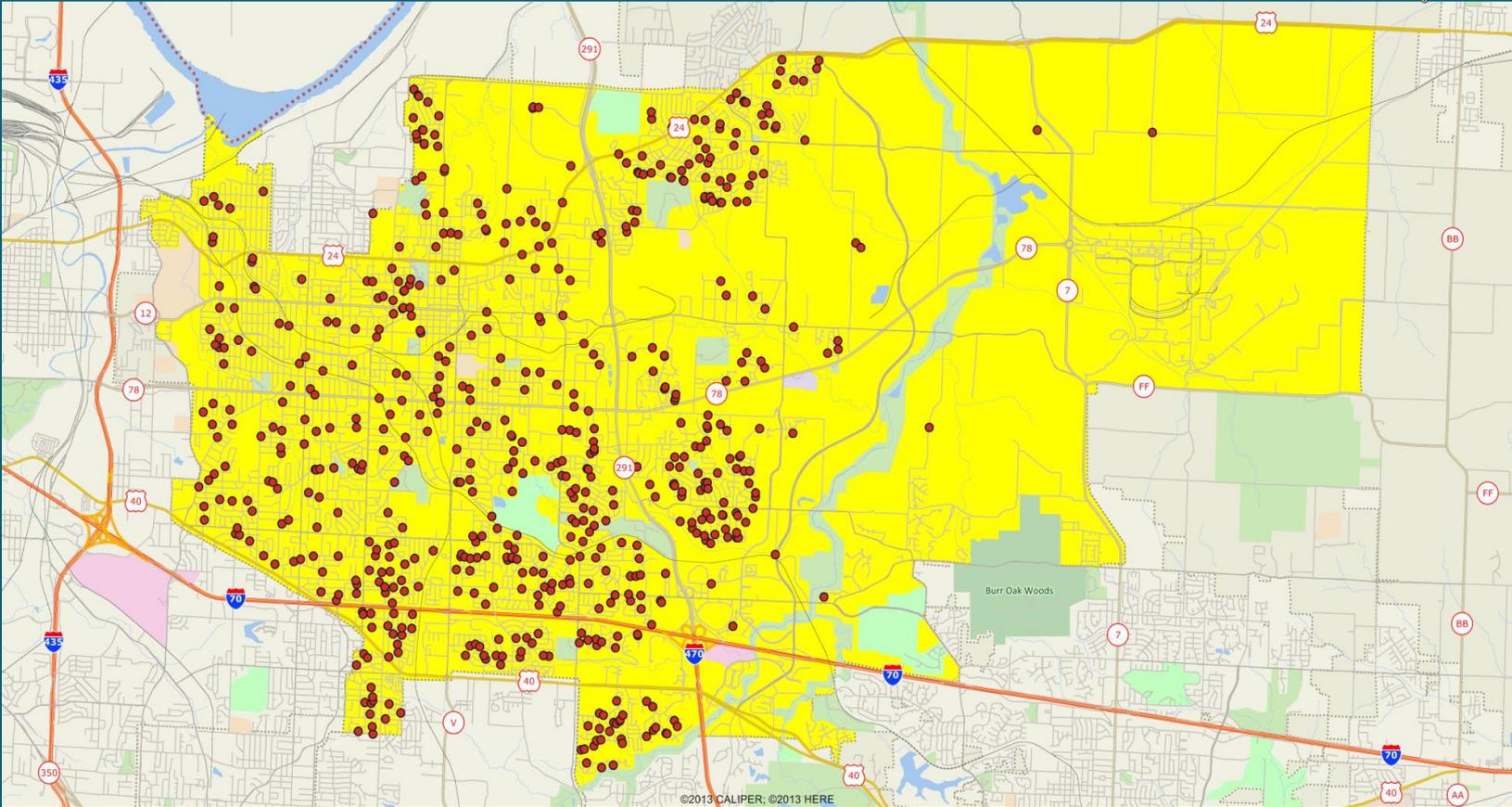
Purpose

- **To objectively assess citizen satisfaction with the delivery of major City services**
- **To help determine priorities for the community as part of the City's on-going strategic planning process.**
- **To measure trends over time to help guide and evaluate the implementation of the City's strategic plan**

Methodology

- **Survey Description**
 - included most of the questions that were asked in previous years
- **Method of Administration**
 - mailed to a random sample of residents
 - phone follow-ups made approximately two weeks later
- **Sample size: 610 completed surveys**
- **Confidence level: 95%**
- **Margin of error: +/- 3.9% overall**

Location of Survey Respondents



Bottom Line Up Front

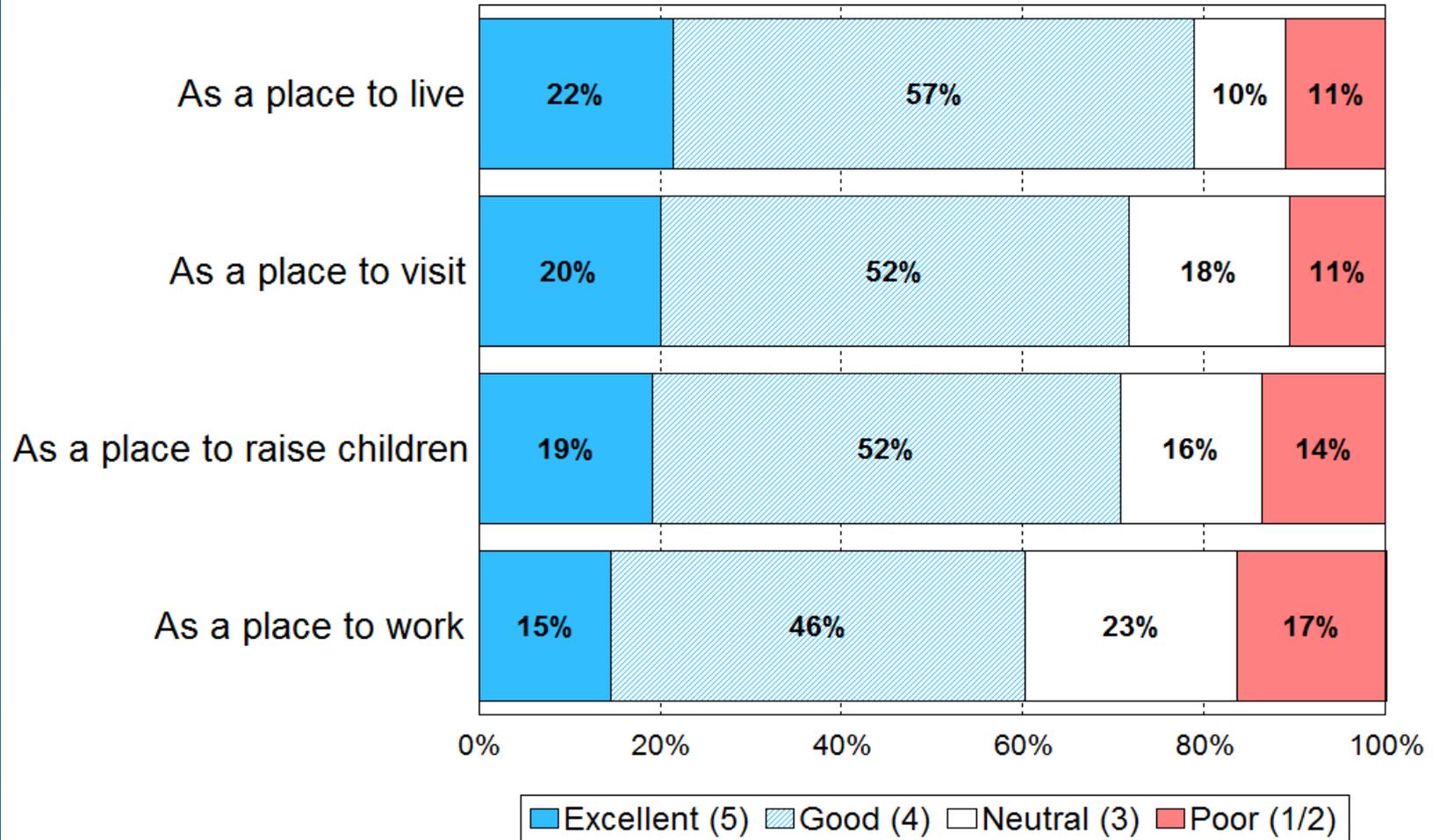
- Residents generally have a positive perception of the City
- The City is moving in the right direction
- City investment priorities that will have the most positive impact on overall satisfaction over the next year:
 - ❑ Maintenance of City streets
 - ❑ Enforcement of City codes and ordinances
 - ❑ Overall flow of traffic and congestion management in the City

Major Finding #1

**Residents Generally Have a
Positive Perception of the City**

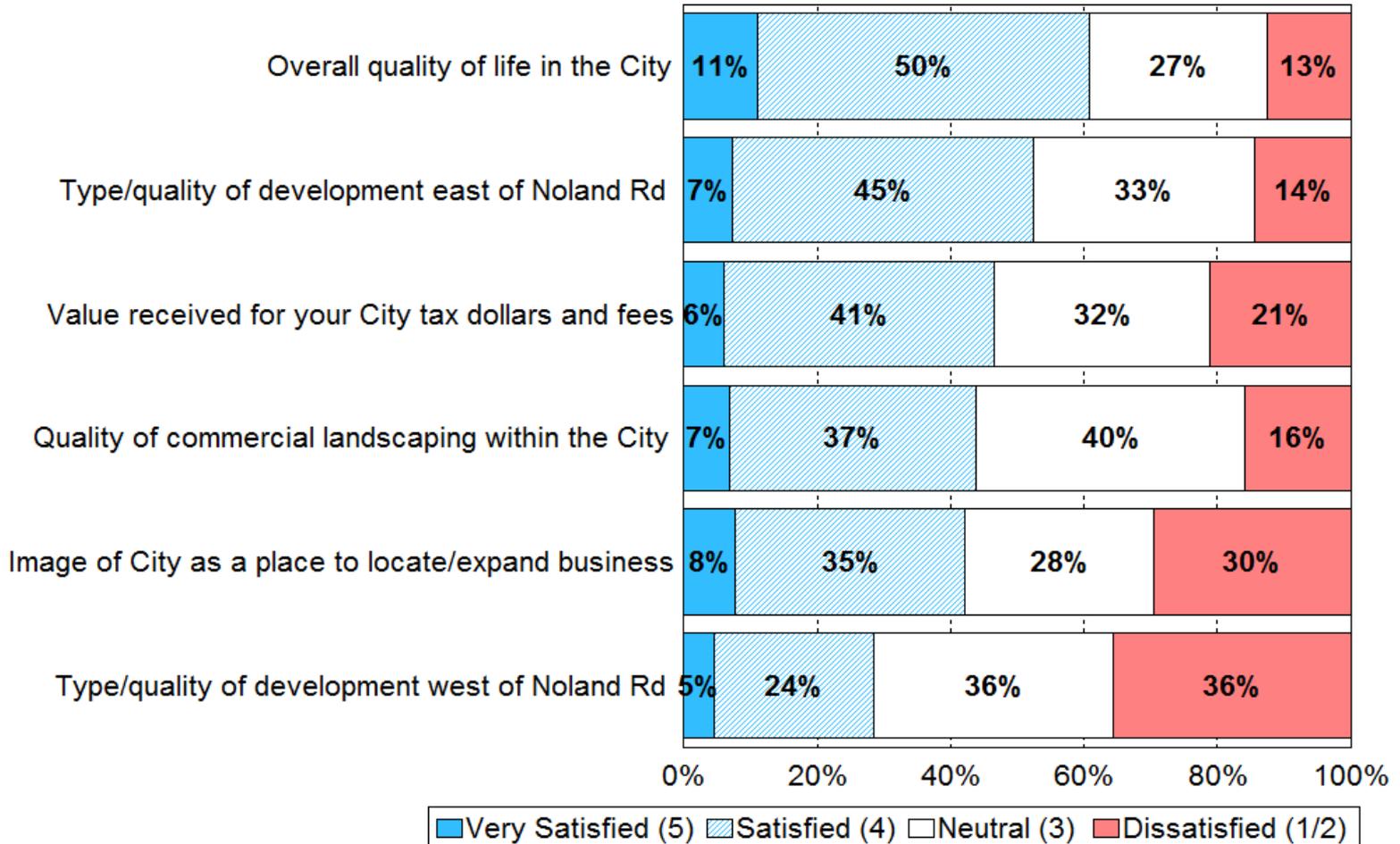
Q16. Ratings of the City

by percentage of respondents (excluding don't knows)



Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

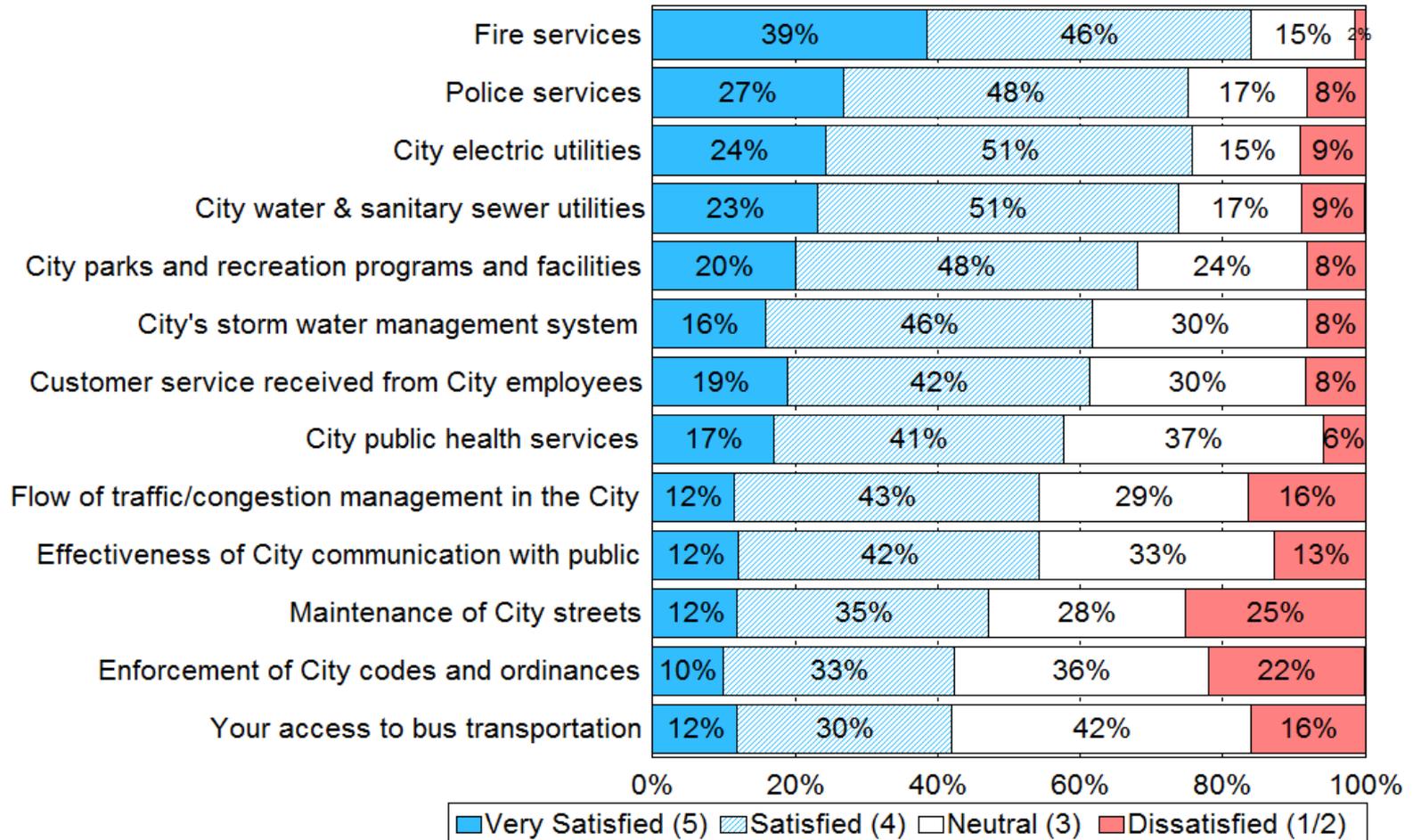
by percentage of respondents (excluding don't knows)



Source: 2013 Independence Citizen Survey

Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)

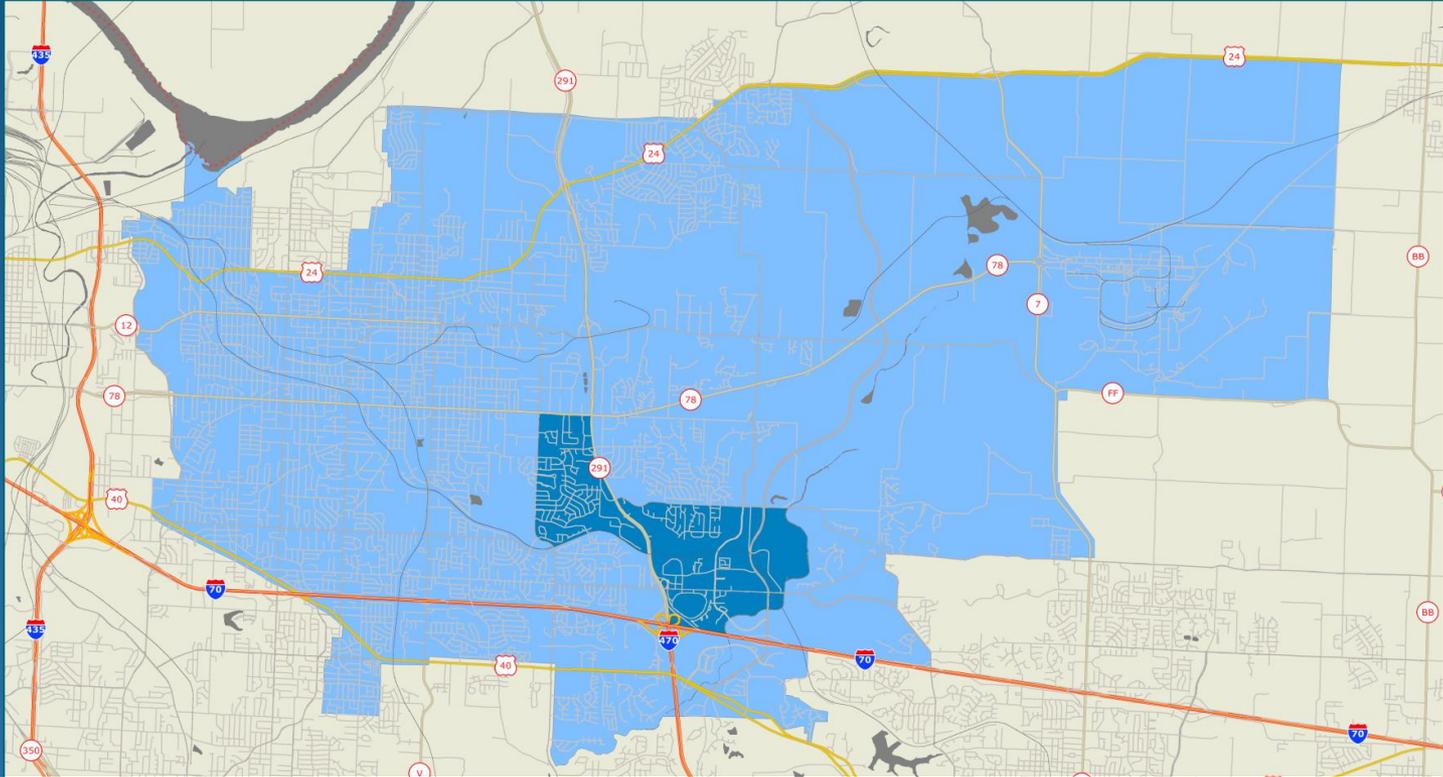


Source: 2013 Independence Citizen Survey

Major Finding #2

**Overall Ratings for
Independence Are High in
ALL areas of the City**

Q16a Ratings of the City as a place to live



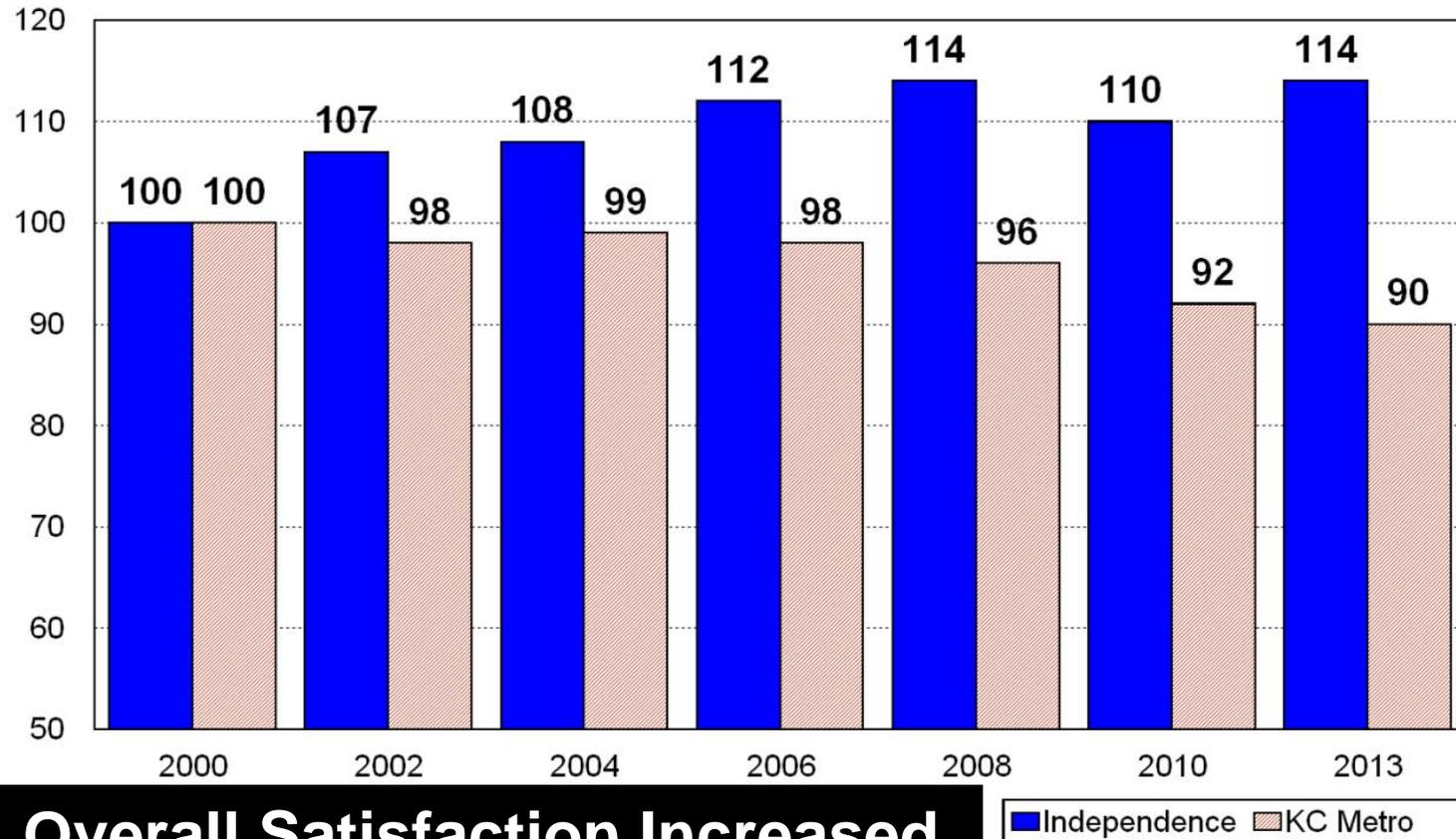
All areas are in BLUE, which indicates that residents in all parts of the City gave positive ratings for Independence as a place to live

Major Finding #3

**The City is Moving in the
Right Direction**

Composite Satisfaction Index: City of Independence 2000 thru 2013

derived from the mean overall satisfaction rating provided by residents (Year 2000=100)



**Overall Satisfaction Increased
Significantly From 2010 to 2013**

Significant Increases 2010 to 2013

- Value of your water and wastewater utility services
- Snow removal on major City streets
- City electric utilities
- Maintenance of streets in residential areas
- Maintenance of major City streets
- City water & sanitary sewer utilities
- Mowing and trimming of commercial property
- Enforcement of local traffic laws
- Number of walking & biking trails
- Maintenance of rental buildings
- Flow of traffic/congestion management in the City

Significant Increases (Cont.) 2010 to 2013

- Effectiveness of City communication with public
- Maintenance of street signs
- City's storm water management system
- Adequate number/placement of City's street lights
- Adequacy of household waste recycling programs
- Type/quality of development west of Noland Rd
- Maintenance of traffic signals
- Maintenance of City buildings, like City Hall
- Police services
- The taste of the tap water in your home

Significant Decreases 2010 to 2013

- Number of City parks
- Availability of information about City programs/services
- City efforts to keep residents informed about local issues
- City efforts to prevent fires
- City parks and recreation programs and facilities
- Ease of registering for recreation programs
- City efforts to promote the environment and conservation
- Water pressure in your home
- Police presence in commercial areas

Significant 5-Year Trends Increases

	<u>2008</u>	<u>2013</u>
• Mowing – Commercial	44%	53%
• Mowing – Residential	37%	47%
• Ambulance Response Time	65%	71%
• Access to Bus Transp.	33%	42%

Significant 5-Year Trends Decreases

	<u>2008</u>	<u>2013</u>
• Fire Protection	86%	77%
• Efforts to Prevent Fires	74%	60%
• Police Response Times	65%	56%
• Watched City 7	50%	30%

Major Finding #4

**Opportunities
for Improvement**

Importance-Satisfaction Rating (I-S)

Overall Priorities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
<u>Very High Priority</u> <u>(I-S >.20)</u>						
Maintenance of City streets	51%	1	47%	11	0.269 3	1
<u>High Priority</u> <u>(I-S .10-.20)</u>						
Enforcement of City codes and ordinances	25%	4	43%	12	0.144 8	2
Overall flow of traffic and congestion management in the City	26%	3	55%	9	0.117 5	3

Importance-Satisfaction Rating (I-S)

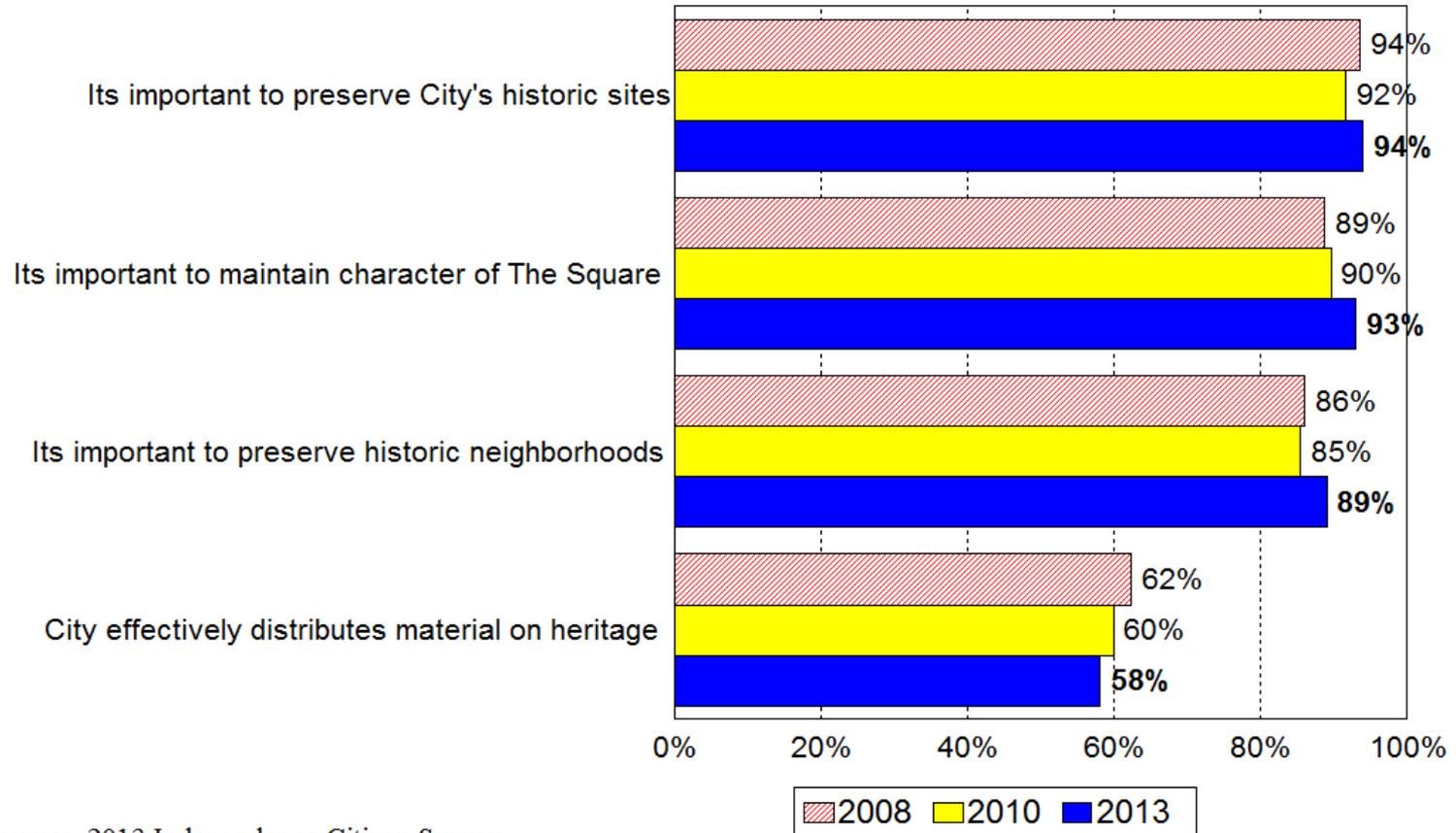
Public Safety Priorities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
<i>High Priority (I-S .10-.20)</i>						
City's efforts to prevent crime	35%	2	53%	10	0.163 1	1
Police efforts to reduce crime and disorder	43%	1	64%	5	0.156 2	2
Police presence in your neighborhood	31%	3	50%	11	0.155 2	3
Investigation of criminal offenses	19%	4	44%	13	0.108 1	4
Quality of animal control services	19%	5	47%	12	0.101 2	5

Other Notable Findings

Agreement with Various Statements About Independence as a Historic City: Trends 2008, 2010 & 2013

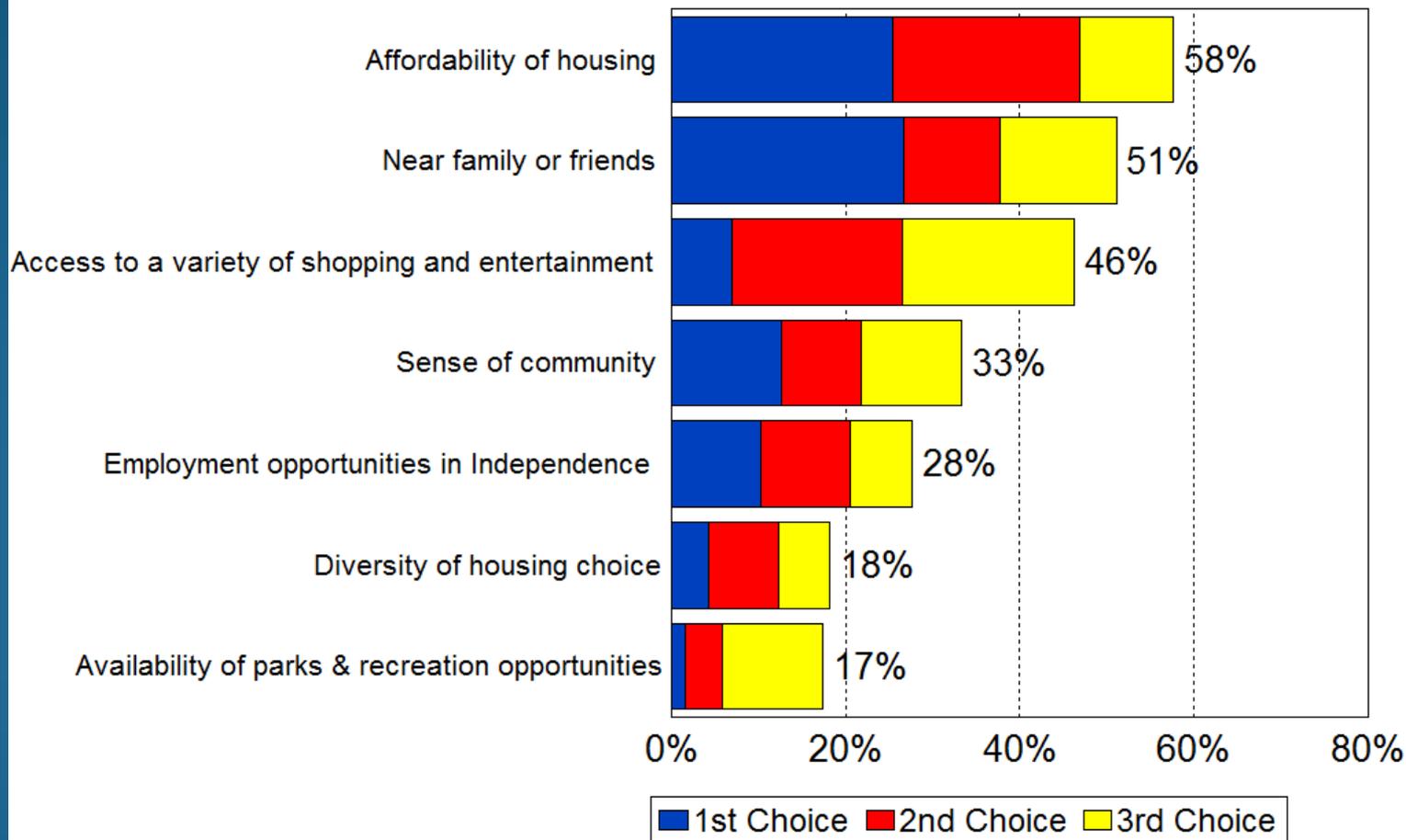
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "strongly agree" (excluding don't knows)



Source: 2013 Independence Citizen Survey

Q19. Most Important Reasons for Staying in the City for the Next 10 Years

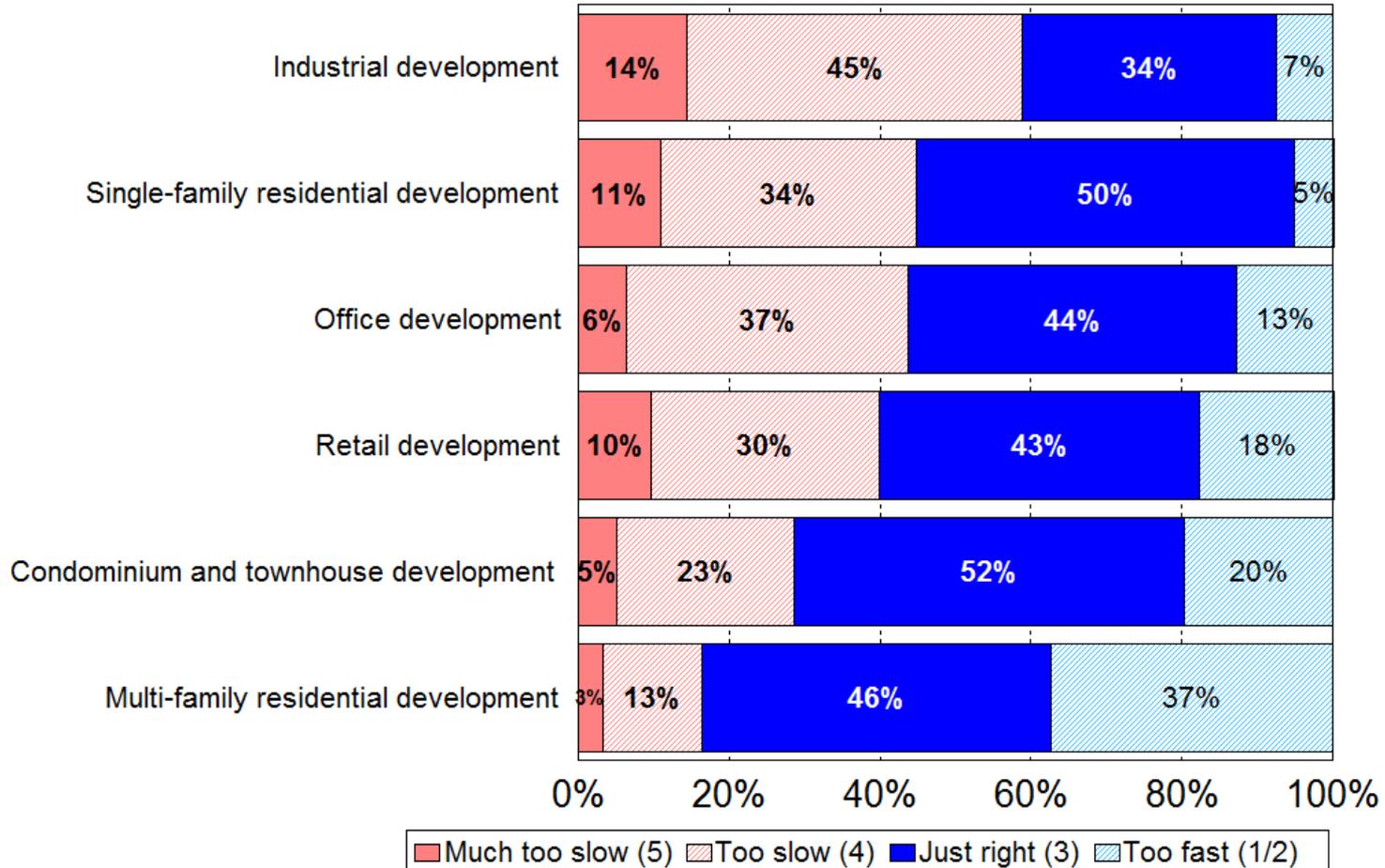
by percentage of respondents who selected the item as one of their top three choices



Source: 2013 Independence Citizen Survey

Q20. Ratings of the Current Pace of Development in the City of Independence

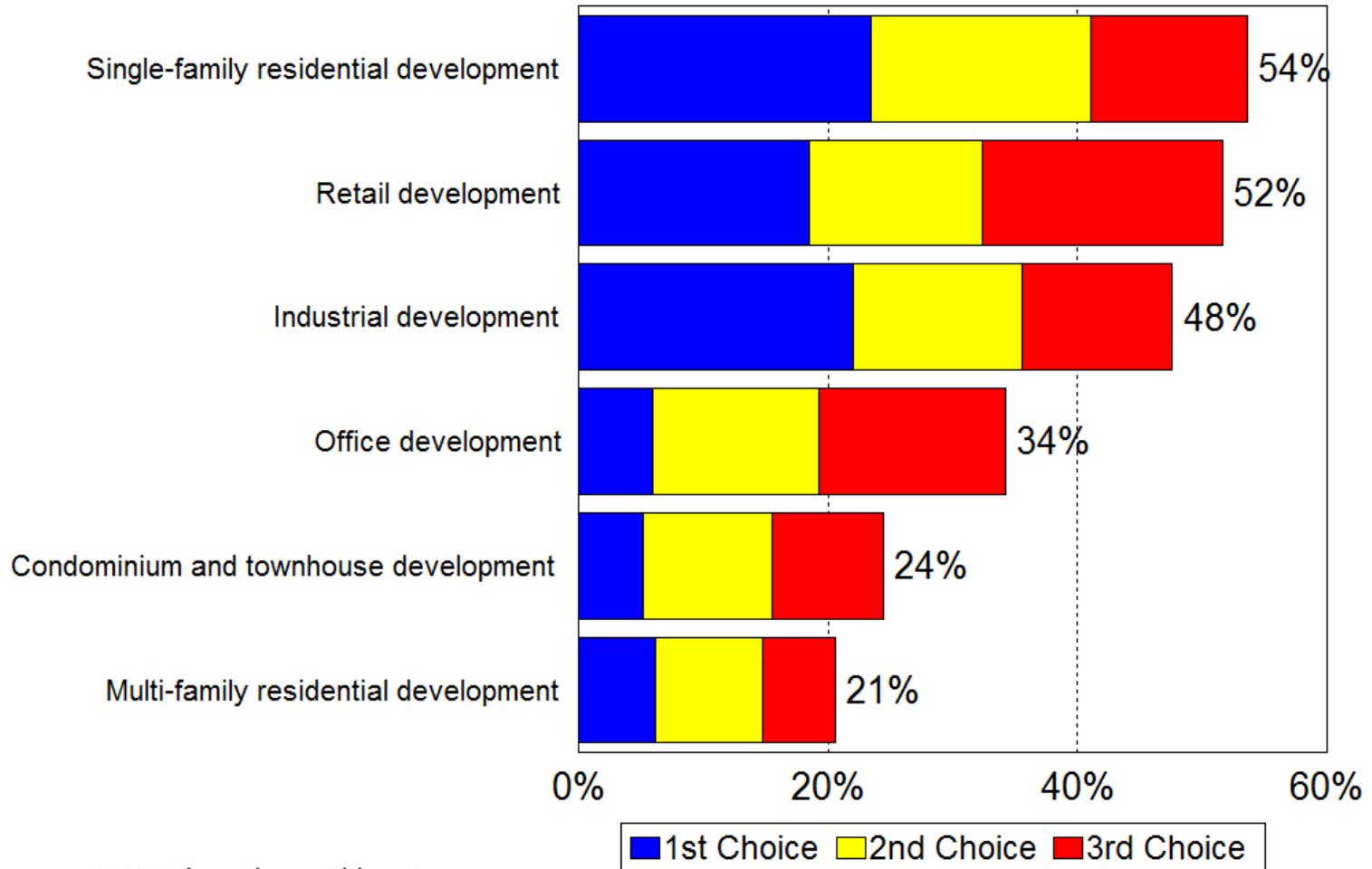
by percentage of respondents (excluding don't knows)



Source: 2013 Independence Citizen Survey

Q21. Types of Development that Should Receive the Highest Priority in the City's Long Range Plan

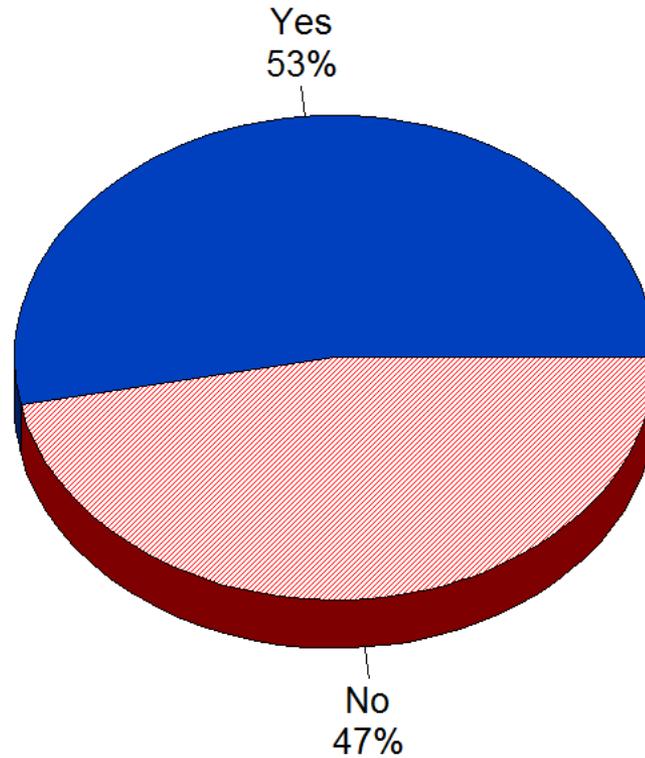
by percentage of respondents who selected the item as one of their top three choices



Source: 2013 Independence Citizen Survey

Q22. In November 2009, the City opened the Independence Events Center. Have you attended an event at the facility?

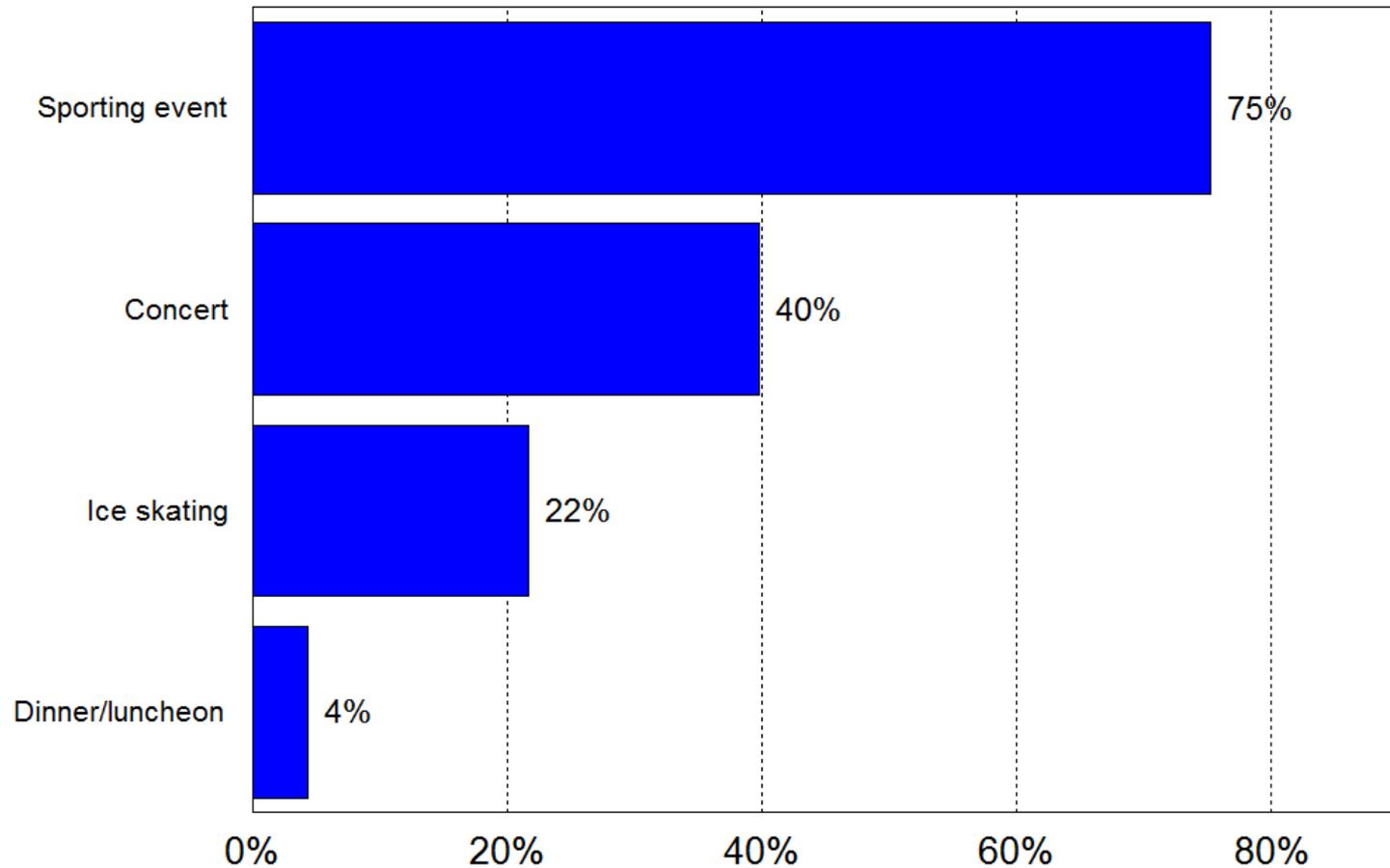
by percentage of respondents



Source: 2013 Independence Citizen Survey

Q22a. Types of Events Attended by Residents at the Independence Events Center

by percentage of respondents who attended an event (multiple responses)

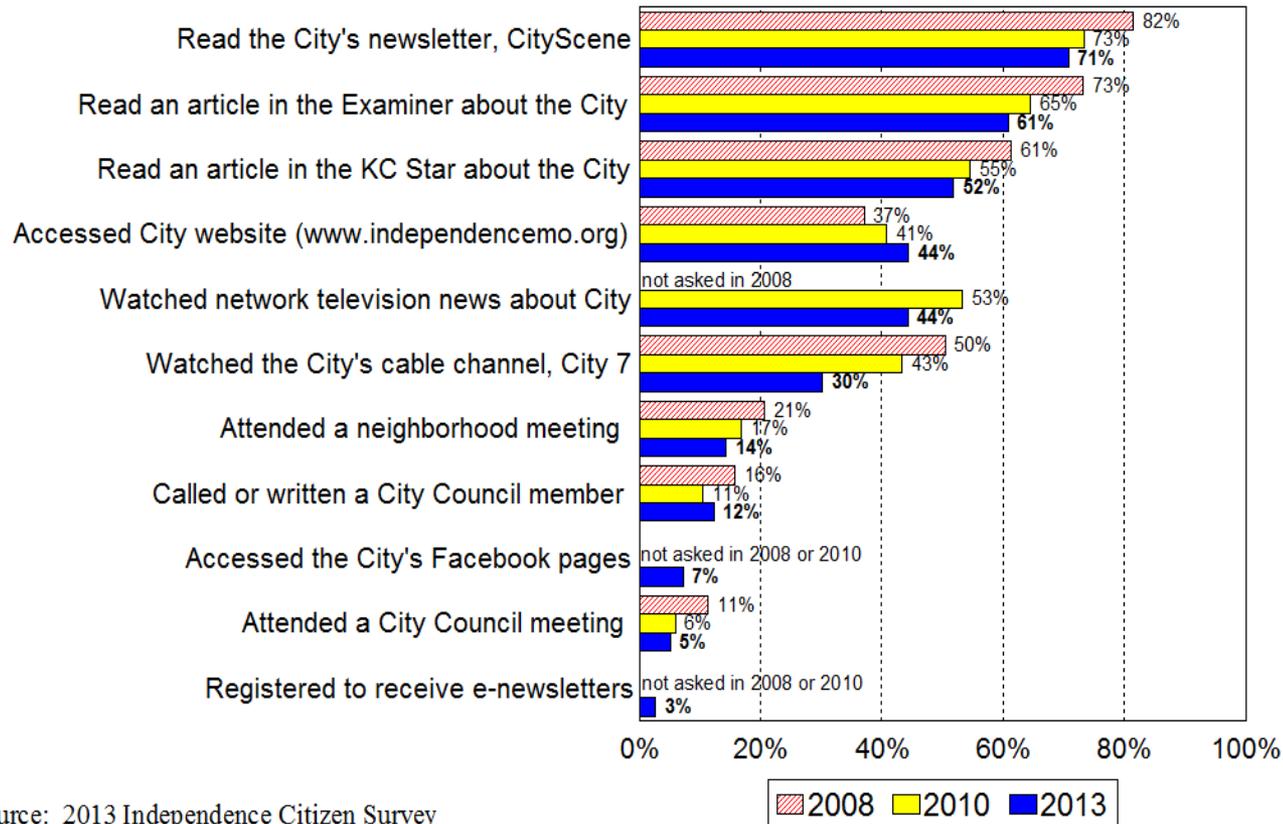


Source: 2013 Independence Citizen Survey

Have you done any of the following during the past year?

Trends 2008, 2010 & 2013

by percentage of respondents who said "YES"



Source: 2013 Independence Citizen Survey

Summary and Conclusions

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- The City is moving in the right direction
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Questions?

THANK YOU!!