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
• 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
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)

- As a place to live
  - Excellent (5): 22%
  - Good (4): 57%
  - Neutral (3): 10%
  - Poor (1/2): 11%

- As a place to visit
  - Excellent (5): 20%
  - Good (4): 52%
  - Neutral (3): 18%
  - Poor (1/2): 11%

- As a place to raise children
  - Excellent (5): 19%
  - Good (4): 52%
  - Neutral (3): 16%
  - Poor (1/2): 14%

- As a place to work
  - Excellent (5): 15%
  - Good (4): 46%
  - Neutral (3): 23%
  - Poor (1/2): 17%

Source: 2013 Independence Citizen Survey
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of life in the City</td>
<td>11%</td>
<td>50%</td>
<td>27%</td>
<td>13%</td>
</tr>
<tr>
<td>Type/quality of development east of Noland Rd</td>
<td>7%</td>
<td>45%</td>
<td>33%</td>
<td>14%</td>
</tr>
<tr>
<td>Value received for your City tax dollars and fees</td>
<td>6%</td>
<td>41%</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>Quality of commercial landscaping within the City</td>
<td>7%</td>
<td>37%</td>
<td>40%</td>
<td>16%</td>
</tr>
<tr>
<td>Image of City as a place to locate/expand business</td>
<td>8%</td>
<td>35%</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>Type/quality of development west of Noland Rd</td>
<td>5%</td>
<td>24%</td>
<td>36%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Source: 2013 Independence Citizen Survey
## Q1. Overall Satisfaction With City Services by Major Category

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire services</td>
<td>39%</td>
<td>46%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Police services</td>
<td>27%</td>
<td>48%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>City electric utilities</td>
<td>24%</td>
<td>51%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>City water &amp; sanitary sewer utilities</td>
<td>23%</td>
<td>51%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>City parks and recreation programs and facilities</td>
<td>20%</td>
<td>48%</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>City’s storm water management system</td>
<td>16%</td>
<td>46%</td>
<td>30%</td>
<td>8%</td>
</tr>
<tr>
<td>Customer service received from City employees</td>
<td>19%</td>
<td>42%</td>
<td>30%</td>
<td>8%</td>
</tr>
<tr>
<td>City public health services</td>
<td>17%</td>
<td>41%</td>
<td>37%</td>
<td>6%</td>
</tr>
<tr>
<td>Flow of traffic/congestion management in the City</td>
<td>12%</td>
<td>43%</td>
<td>29%</td>
<td>16%</td>
</tr>
<tr>
<td>Effectiveness of City communication with public</td>
<td>12%</td>
<td>42%</td>
<td>33%</td>
<td>13%</td>
</tr>
<tr>
<td>Maintenance of City streets</td>
<td>12%</td>
<td>35%</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Enforcement of City codes and ordinances</td>
<td>10%</td>
<td>33%</td>
<td>36%</td>
<td>22%</td>
</tr>
<tr>
<td>Your access to bus transportation</td>
<td>12%</td>
<td>30%</td>
<td>42%</td>
<td>16%</td>
</tr>
</tbody>
</table>

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
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

<table>
<thead>
<tr>
<th>Category</th>
<th>2008</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mowing – Commercial</td>
<td>44%</td>
<td>53%</td>
</tr>
<tr>
<td>Mowing – Residential</td>
<td>37%</td>
<td>47%</td>
</tr>
<tr>
<td>Ambulance Response Time</td>
<td>65%</td>
<td>71%</td>
</tr>
<tr>
<td>Access to Bus Transp.</td>
<td>33%</td>
<td>42%</td>
</tr>
</tbody>
</table>
## Significant 5-Year Trends Decreases

<table>
<thead>
<tr>
<th>Category</th>
<th>2008</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire Protection</td>
<td>86%</td>
<td>77%</td>
</tr>
<tr>
<td>Efforts to Prevent Fires</td>
<td>74%</td>
<td>60%</td>
</tr>
<tr>
<td>Police Response Times</td>
<td>65%</td>
<td>56%</td>
</tr>
<tr>
<td>Watched City 7</td>
<td>50%</td>
<td>30%</td>
</tr>
</tbody>
</table>
Major Finding #4
Opportunities for Improvement
## Importance-Satisfaction Rating (I-S)

### Overall Priorities

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>I-S Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority</strong> <em>(I-S &gt; .20)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of City streets</td>
<td>51%</td>
<td>1</td>
<td>47%</td>
<td>11</td>
<td>0.269</td>
<td>3</td>
</tr>
<tr>
<td><strong>High Priority</strong> <em>(I-S .10-.20)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcement of City codes and ordinances</td>
<td>25%</td>
<td>4</td>
<td>43%</td>
<td>12</td>
<td>0.144</td>
<td>8</td>
</tr>
<tr>
<td>Overall flow of traffic and congestion management in the City</td>
<td>26%</td>
<td>3</td>
<td>55%</td>
<td>9</td>
<td>0.117</td>
<td>5</td>
</tr>
</tbody>
</table>
## Importance-Satisfaction Rating (I-S)

### Public Safety Priorities

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>I-S Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Priority (I-S .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City’s efforts to prevent crime</td>
<td>35%</td>
<td>2</td>
<td>53%</td>
<td>10</td>
<td>0.163</td>
<td>1</td>
</tr>
<tr>
<td>Police efforts to reduce crime and disorder</td>
<td>43%</td>
<td>1</td>
<td>64%</td>
<td>5</td>
<td>0.156</td>
<td>2</td>
</tr>
<tr>
<td>Police presence in your neighborhood</td>
<td>31%</td>
<td>3</td>
<td>50%</td>
<td>11</td>
<td>0.155</td>
<td>2</td>
</tr>
<tr>
<td>Investigation of criminal offenses</td>
<td>19%</td>
<td>4</td>
<td>44%</td>
<td>13</td>
<td>0.108</td>
<td>1</td>
</tr>
<tr>
<td>Quality of animal control services</td>
<td>19%</td>
<td>5</td>
<td>47%</td>
<td>12</td>
<td>0.101</td>
<td>2</td>
</tr>
</tbody>
</table>
Other Notable Findings
Agreement with Various Statements About Independence as a Historic City:
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)

- Its important to preserve City's historic sites:
  - 2008: 94%
  - 2010: 92%
  - 2013: 94%

- Its important to maintain character of The Square:
  - 2008: 89%
  - 2010: 90%
  - 2013: 93%

- Its important to preserve historic neighborhoods:
  - 2008: 86%
  - 2010: 85%
  - 2013: 89%

- City effectively distributes material on heritage:
  - 2008: 62%
  - 2010: 60%
  - 2013: 58%

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

- Affordability of housing: 58%
- Near family or friends: 51%
- Access to a variety of shopping and entertainment: 46%
- Sense of community: 33%
- Employment opportunities in Independence: 28%
- Diversity of housing choice: 18%
- Availability of parks & recreation opportunities: 17%

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)

<table>
<thead>
<tr>
<th>Category</th>
<th>Much too slow (5)</th>
<th>Too slow (4)</th>
<th>Just right (3)</th>
<th>Too fast (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial development</td>
<td>14%</td>
<td>45%</td>
<td>34%</td>
<td>7%</td>
</tr>
<tr>
<td>Single-family residential development</td>
<td>11%</td>
<td>34%</td>
<td>50%</td>
<td>5%</td>
</tr>
<tr>
<td>Office development</td>
<td>6%</td>
<td>37%</td>
<td>44%</td>
<td>13%</td>
</tr>
<tr>
<td>Retail development</td>
<td>10%</td>
<td>30%</td>
<td>43%</td>
<td>18%</td>
</tr>
<tr>
<td>Condominium and townhouse development</td>
<td>5%</td>
<td>23%</td>
<td>52%</td>
<td>20%</td>
</tr>
<tr>
<td>Multi-family residential development</td>
<td>3%</td>
<td>13%</td>
<td>46%</td>
<td>37%</td>
</tr>
</tbody>
</table>

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

- Single-family residential development: 54%
- Retail development: 52%
- Industrial development: 48%
- Office development: 34%
- Condominium and townhouse development: 24%
- Multi-family residential development: 21%

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

Yes
53%

No
47%

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)

- Sporting event: 75%
- Concert: 40%
- Ice skating: 22%
- Dinner/luncheon: 4%

Source: 2013 Independence Citizen Survey
Have you done any of the following during the past year?
by percentage of respondents who said "YES"

- Read the City's newsletter, CityScene
- Read an article in the Examiner about the City
- Read an article in the KC Star about the City
- Accessed City website (www.independencemo.org)
- Watched network television news about City
- Watched the City's cable channel, City 7
- Attended a neighborhood meeting
- Called or written a City Council member
- Accessed the City's Facebook pages
- Attended a City Council meeting
- Registered to receive e-newsletters

Source: 2013 Independence Citizen Survey
Summary and Conclusions

- 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
Questions?

THANK YOU!!