

# ***2016 Community Survey*** ***City of Independence, Missouri***

Presented by

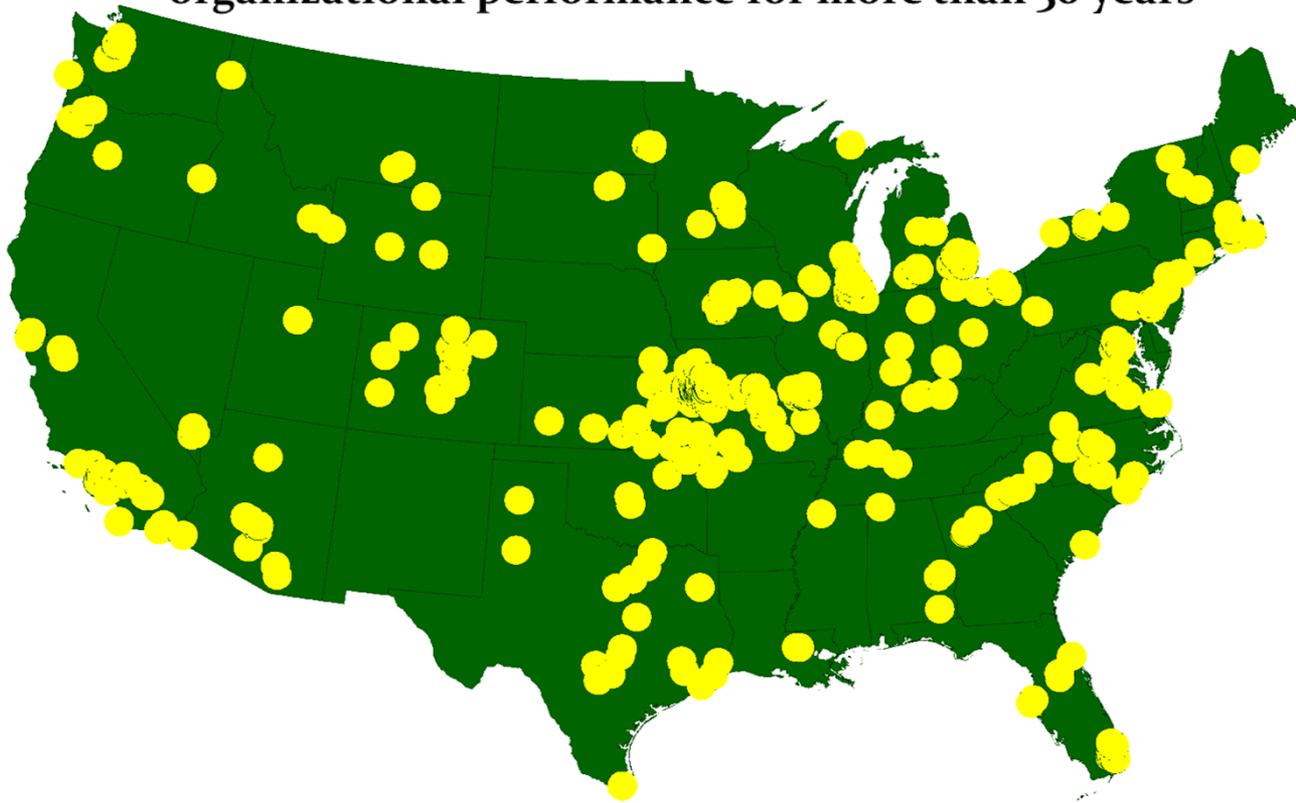


November 11, 2016

# ETC Institute

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

...helping city and county governments gather and use survey data to enhance  
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More than 2,100,000 Persons Surveyed Since 2006  
for more than 800 cities in 49 States

# Agenda

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

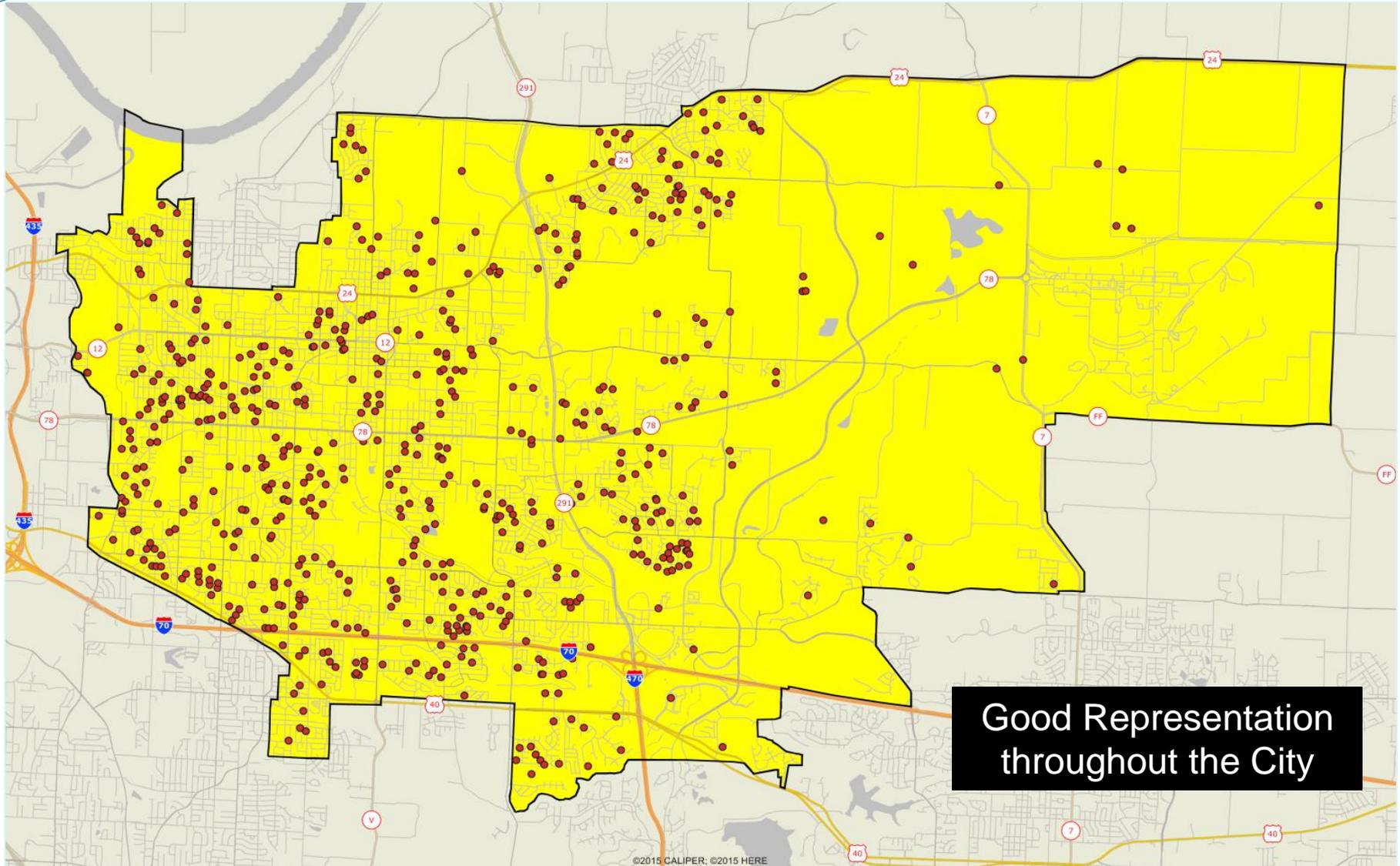
# Purpose

- **Gather input from residents to objectively assess the quality of City services**
- **Track the City's performance over time**
- **Help identify opportunities for improvement**

# Methodology

- **Survey Description**
  - 8<sup>th</sup> Community Survey conducted for the City
  - Included many of the same questions that were asked in previous years
- **Method of Administration**
  - by mail, phone and online to randomly selected households throughout the City
  - each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - Goal: 600 surveys
  - Actual: 661 surveys
- **Confidence level:** 95%
- **Margin of error:** +/- 3.8%

# Location of Survey Respondents



# Bottom Line Up Front

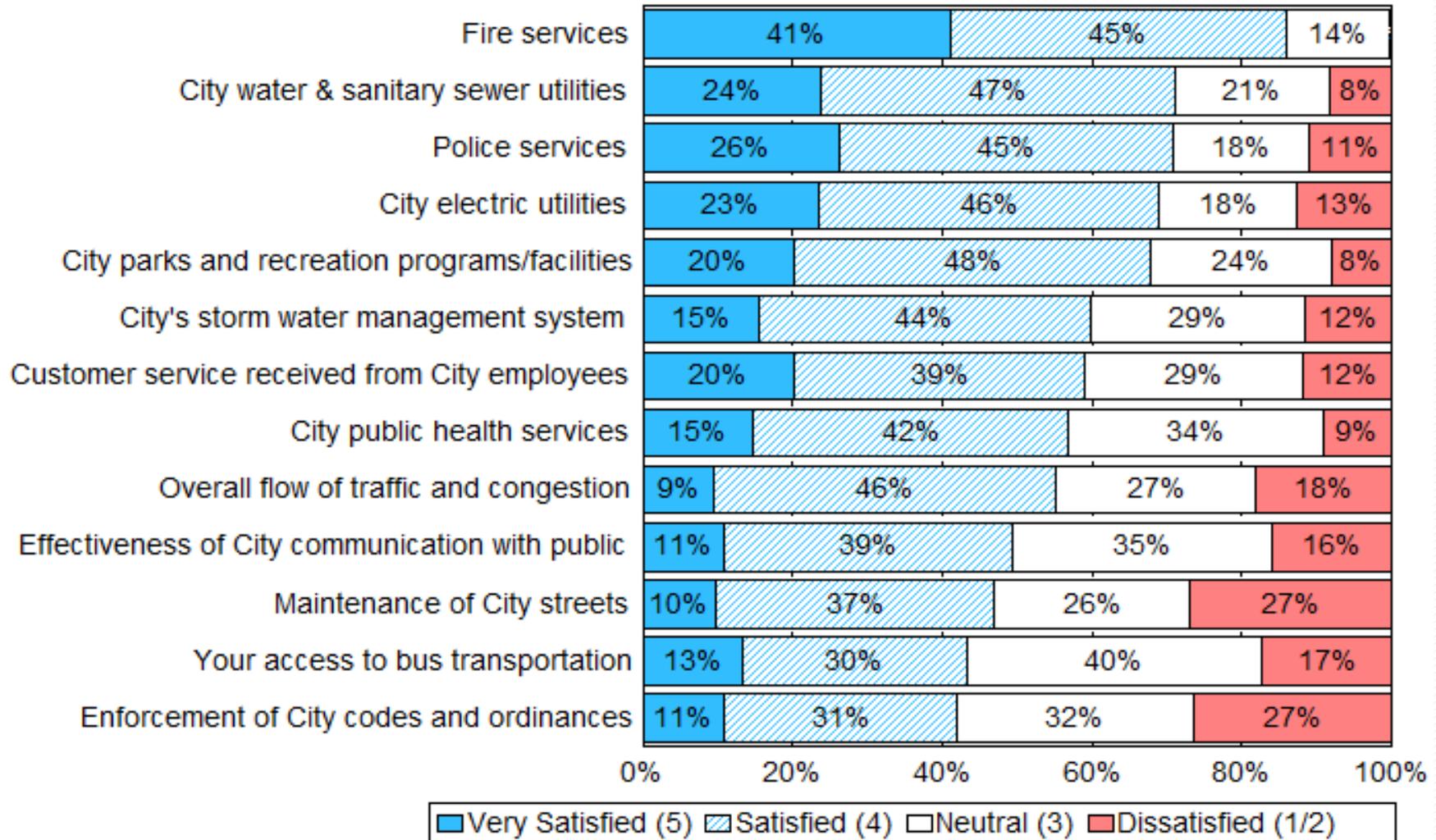
- **Overall Satisfaction Index Is Down Slightly Since 2013, but Has Increased Slightly Since 2010, and Increased Significantly Since 2000**
- **Reasons That Will Have the Biggest Impact on Residents Staying in Independence for the Next 10 Years Are: 1) Affordability of Housing, 2) Living Near Family and Friends, and 3) Access to a Variety of Shopping and Entertainment Options**
- **Types of Development That Residents Most Support Are Single-Family Residential and Retail**
- **Overall Priorities for Improvement Are: 1) Maintenance of City Streets, 2) Enforcement of Codes and Ordinances, and 3) Quality of Police Services**

# *Topic #1*

## Overall Satisfaction with City Services

# Q1. Overall Satisfaction With City Services by Major Category

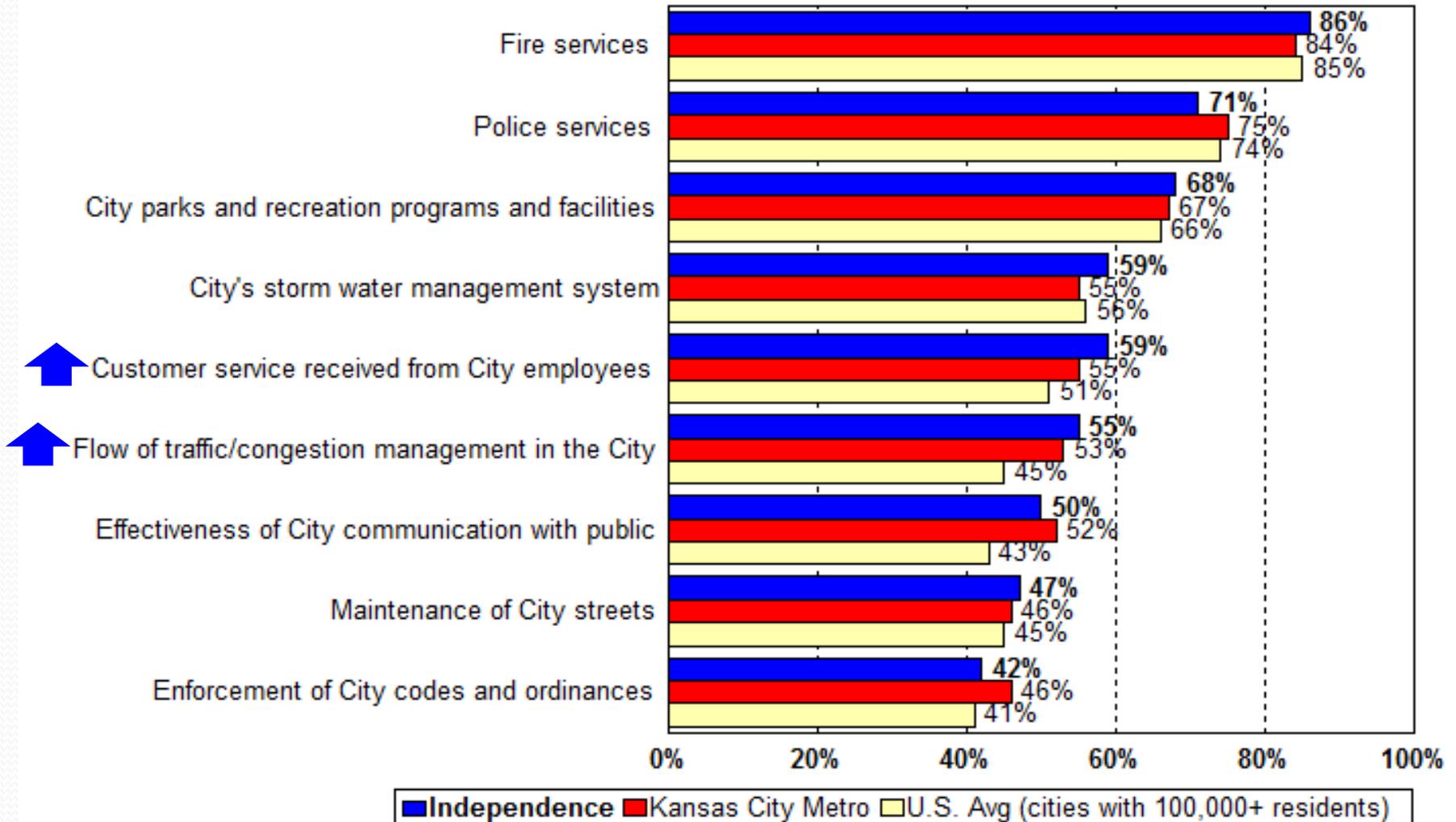
by percentage of respondents (excluding don't knows)



With the Exception of Streets and Code Enforcement, Less Than 20% Are Dissatisfied with Any Other Major Category of City Services

# Overall Satisfaction with Major Categories of City Services Independence vs. Kansas City Metro vs. the U.S.

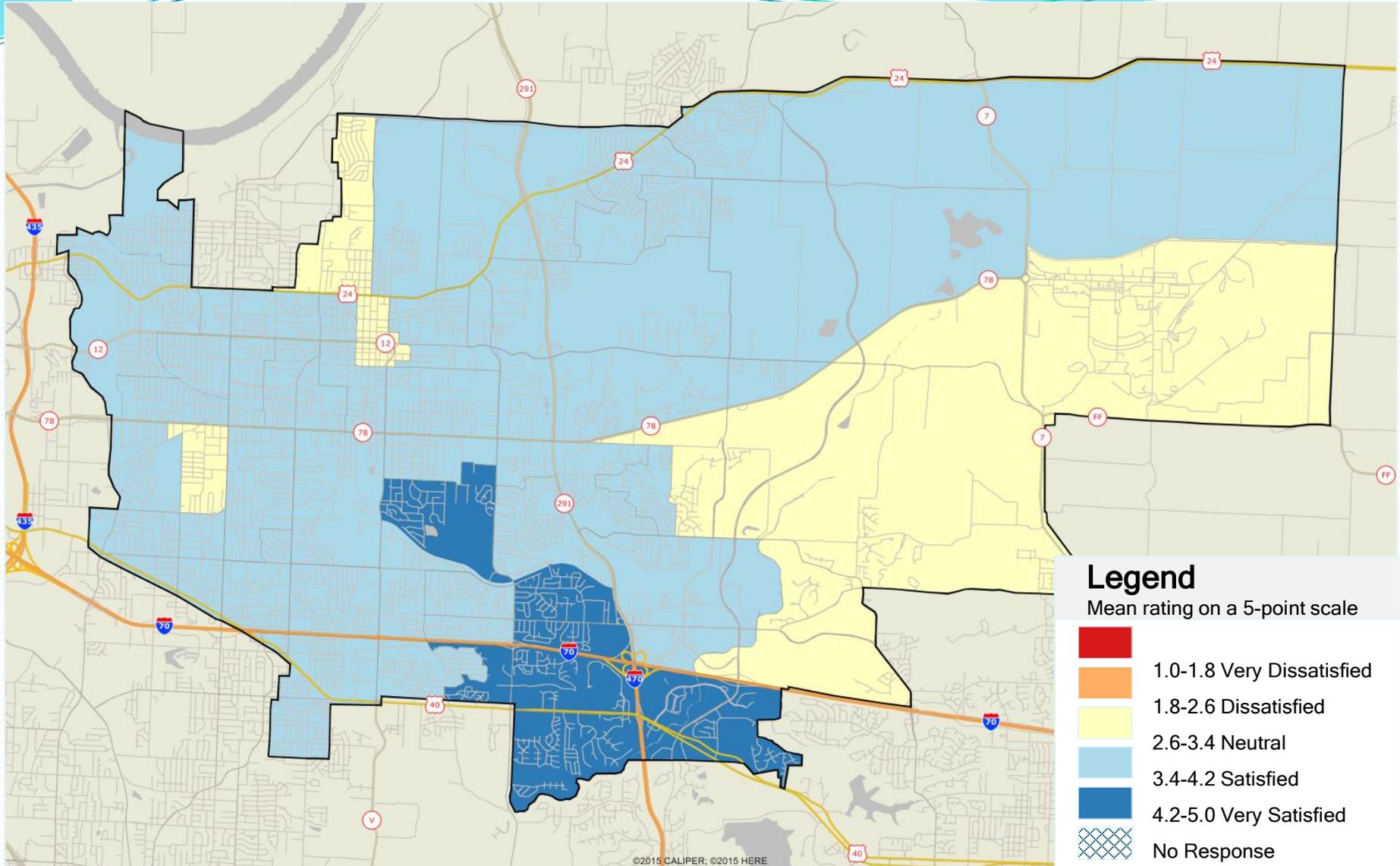
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



**Significantly Higher:** ↑

**Significantly Lower:** ↓

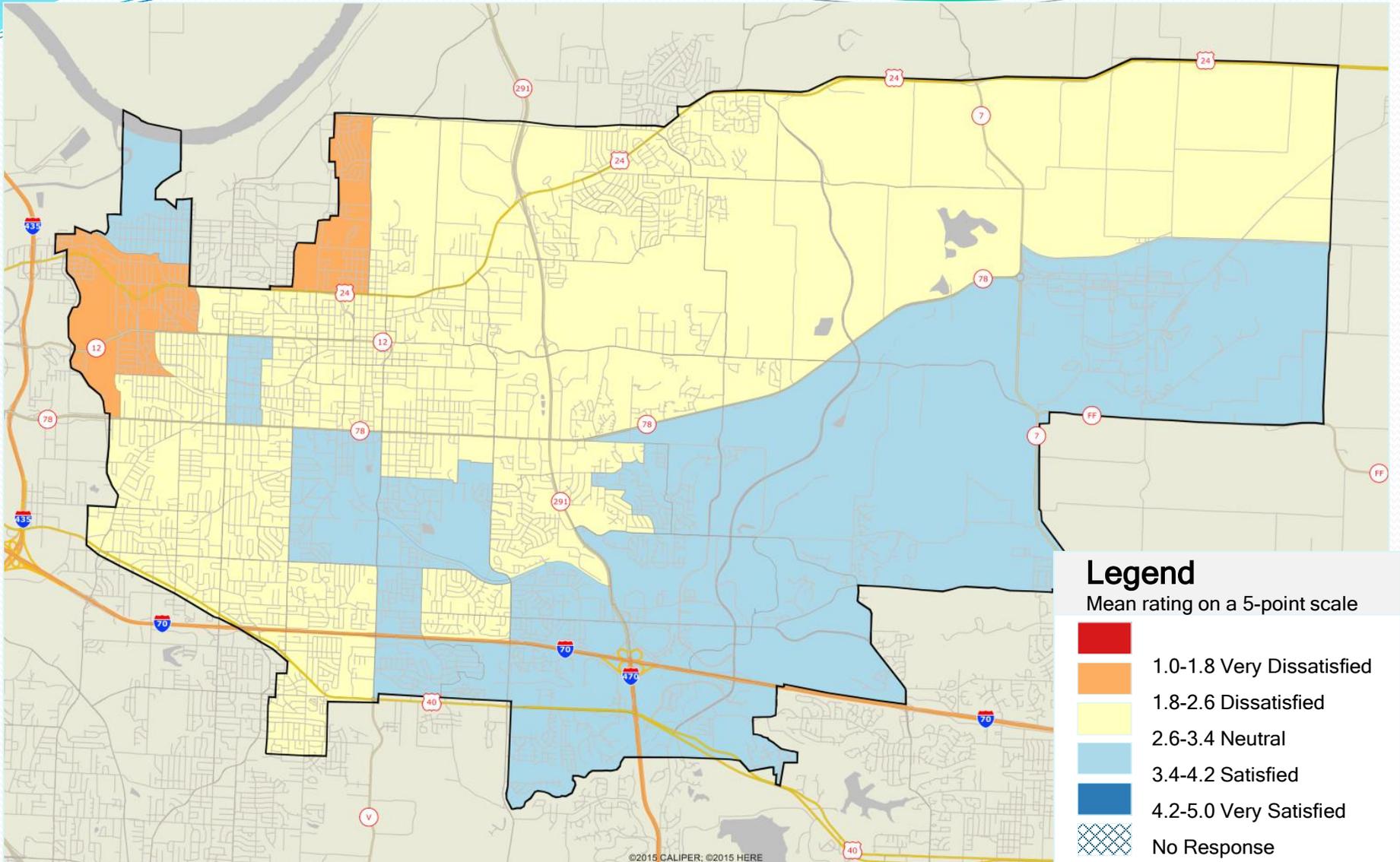
# Satisfaction with the Overall Quality of Police Services



**Independence 2016 Community Survey**

Mean rating for all respondents by CBG (merged as needed)

# Satisfaction with the Maintenance of City Streets



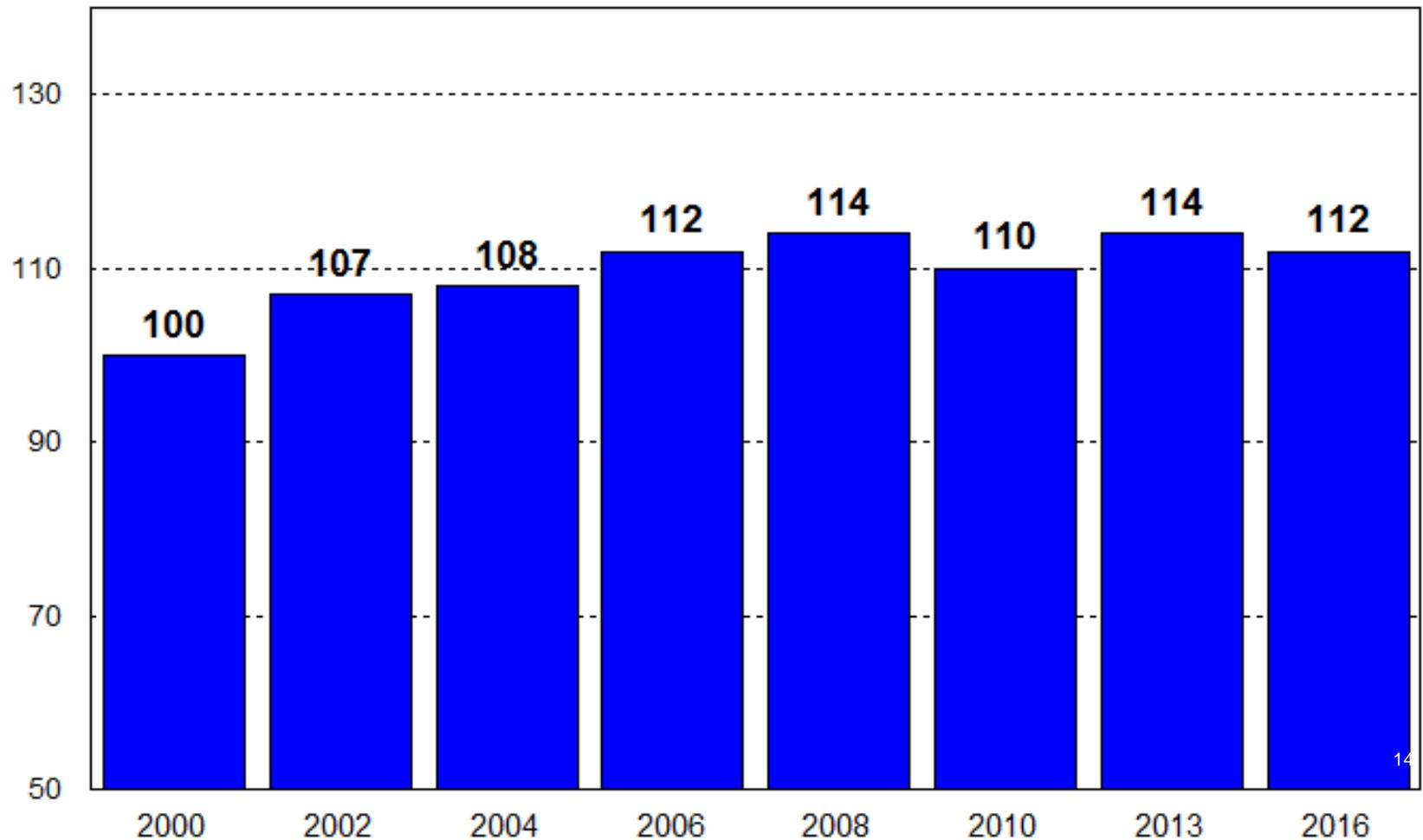
**Independence 2016 Community Survey**  
Mean rating for all respondents by CBG (merged as needed)

# *Topic #2*

## Trend Analysis

# Overall Satisfaction Index: City of Independence 2000 thru 2016

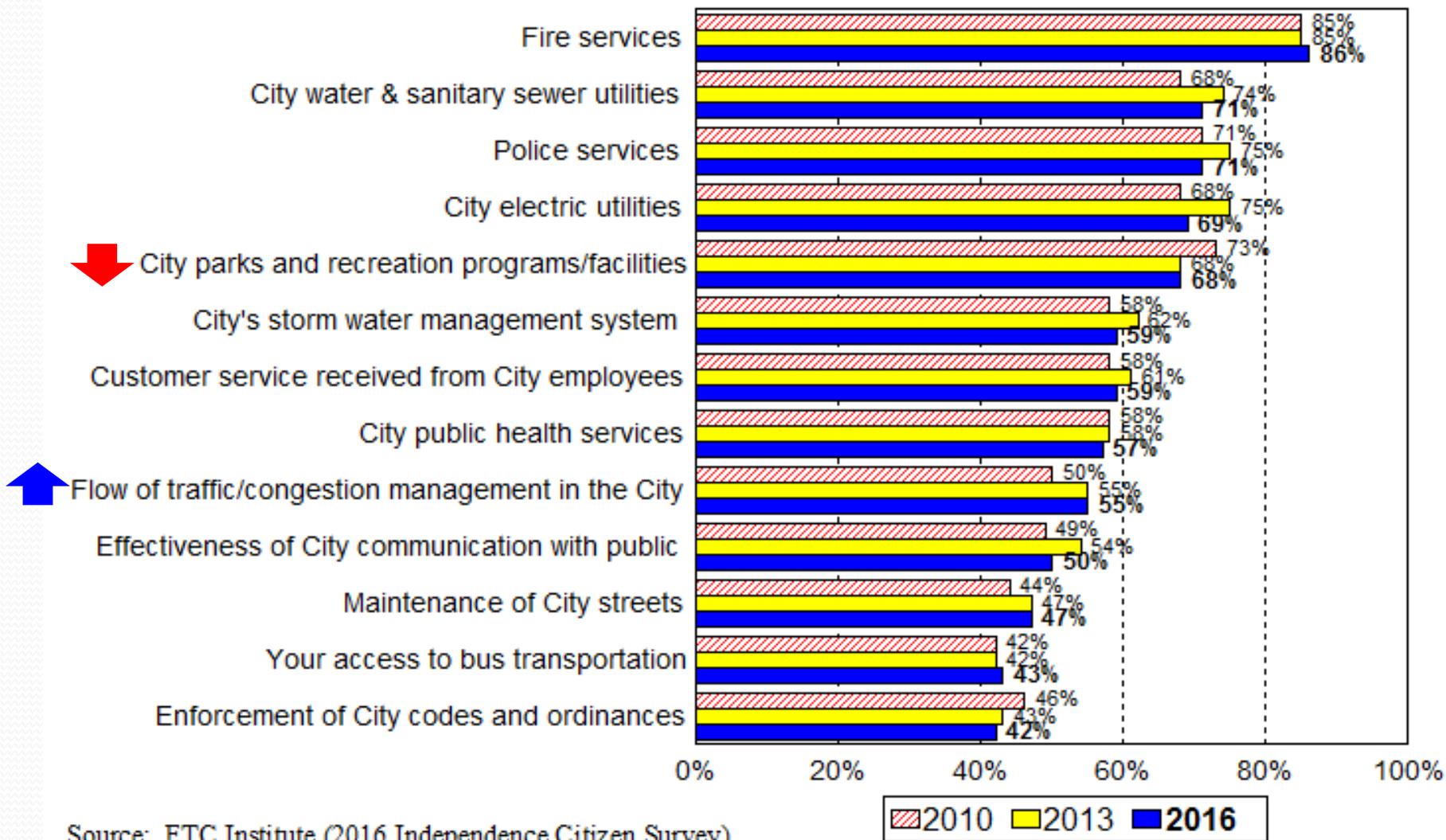
derived from the mean overall satisfaction rating provided by residents (Year 2000=100)



Overall Satisfaction Index Is Down 2 Points from 2013, but up 2 Points from 2010, and up 12 Points from 2000

# Overall Satisfaction With City Services by Major Category: Trends 2010, 2013 & 2016

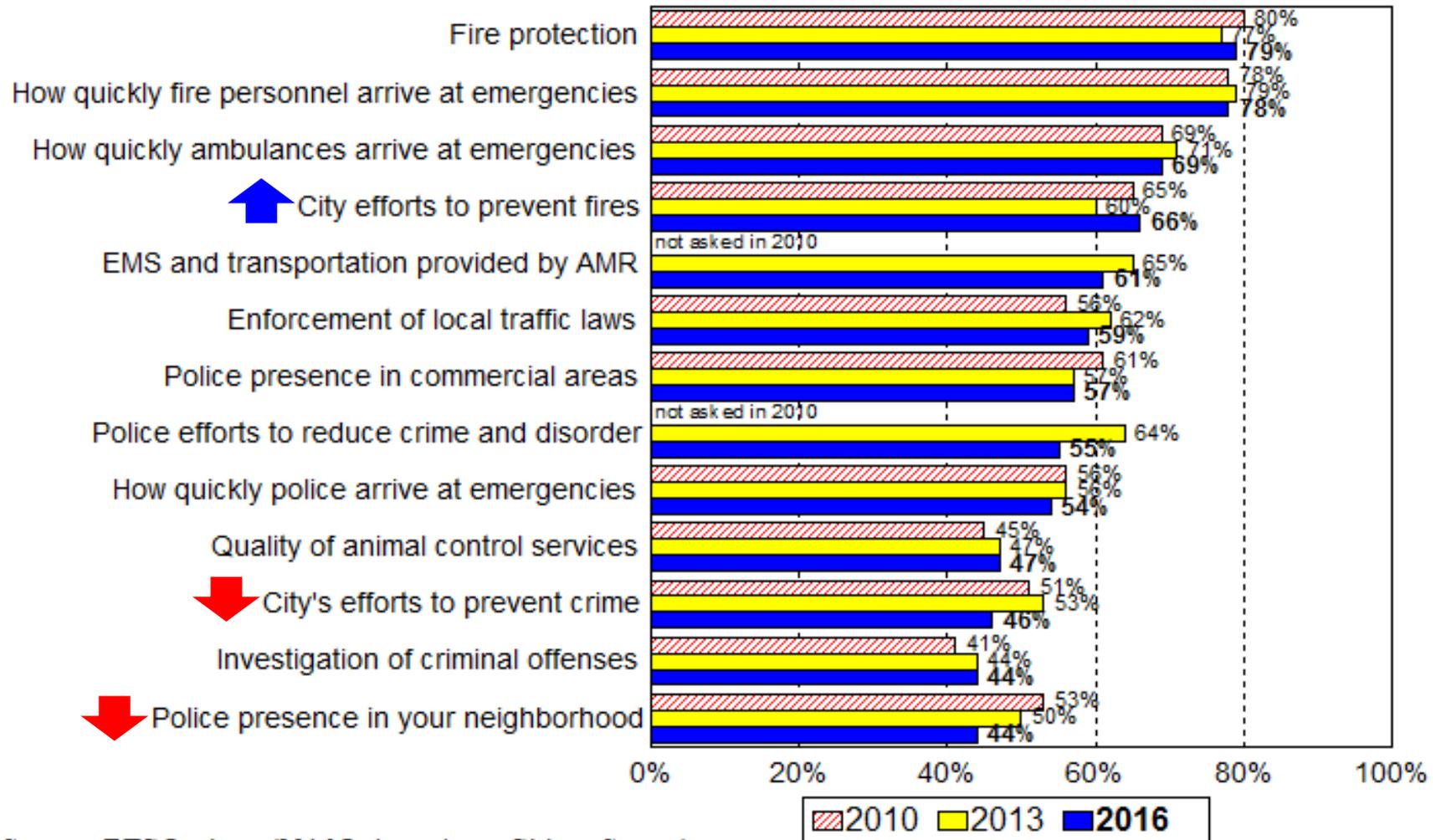
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute (2016 Independence Citizen Survey)

# Satisfaction with Various Aspects of Public Safety: Trends 2010, 2013 & 2016

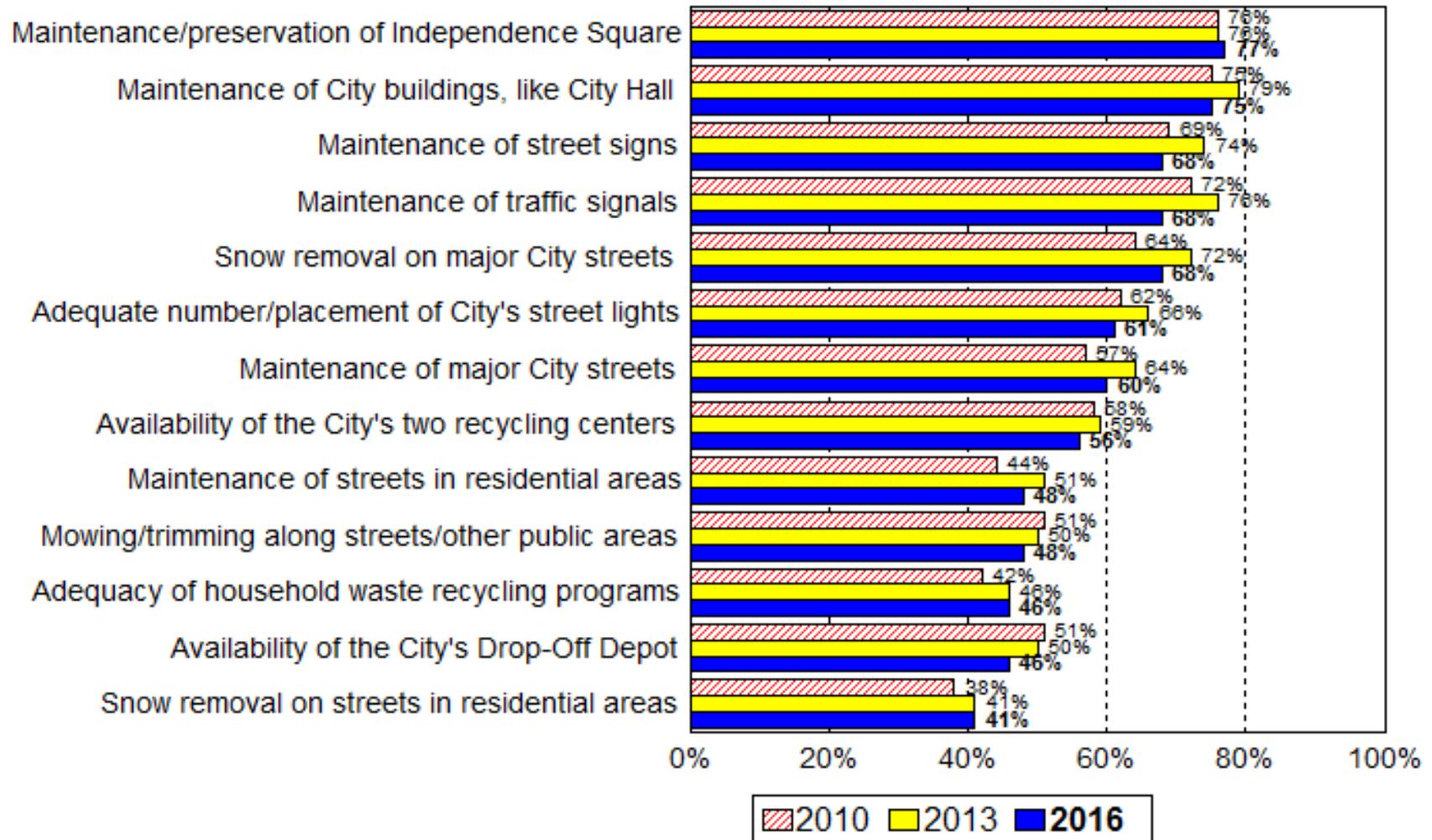
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute (2016 Independence Citizen Survey)

# Satisfaction with Various Aspects of City Maintenance: Trends 2010, 2013 & 2016

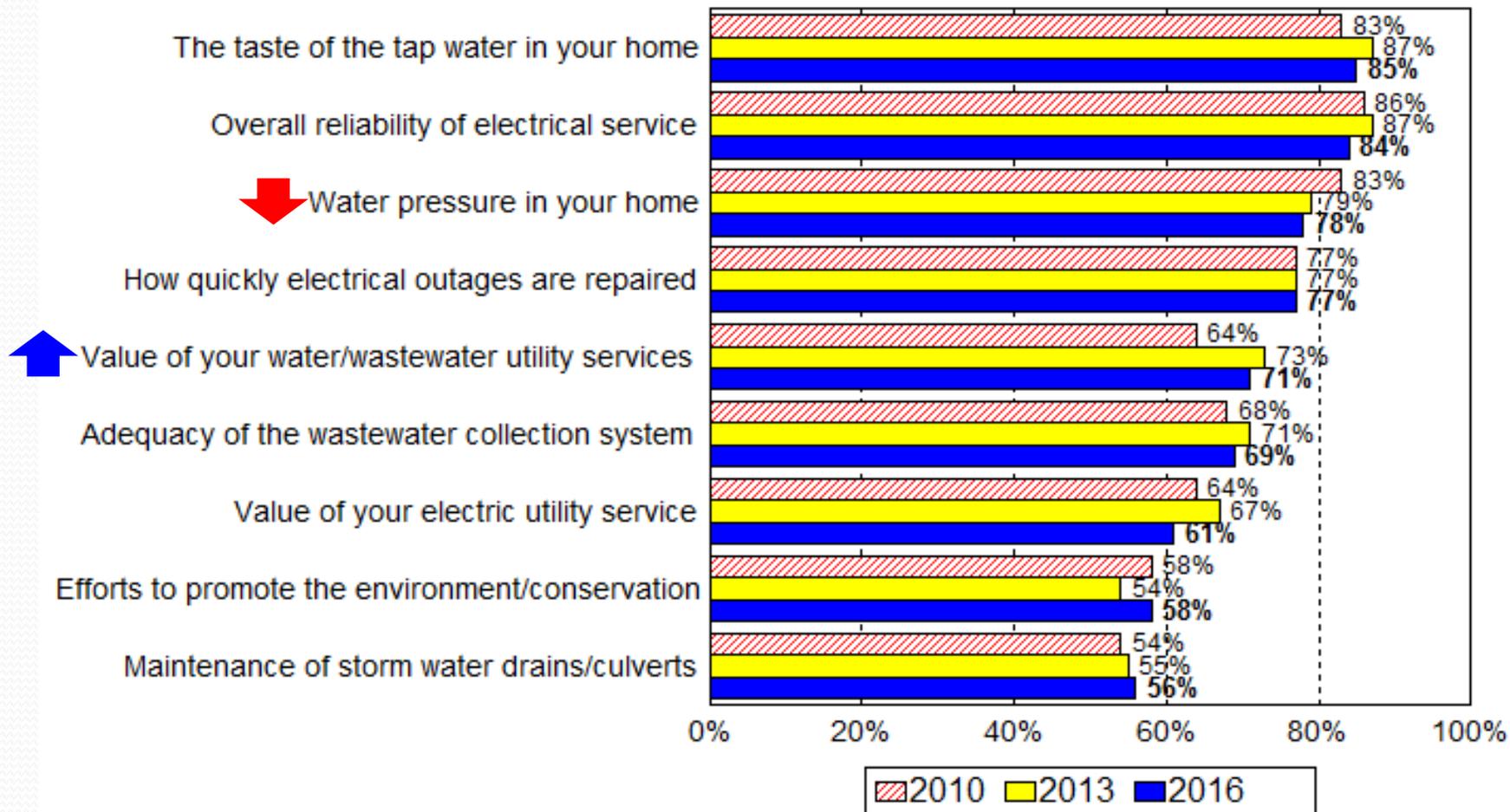
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute (2016 Independence Citizen Survey)

# Satisfaction with Various Aspects of Water, Wastewater, and Electric Utilities: Trends 2010, 2013 & 2016

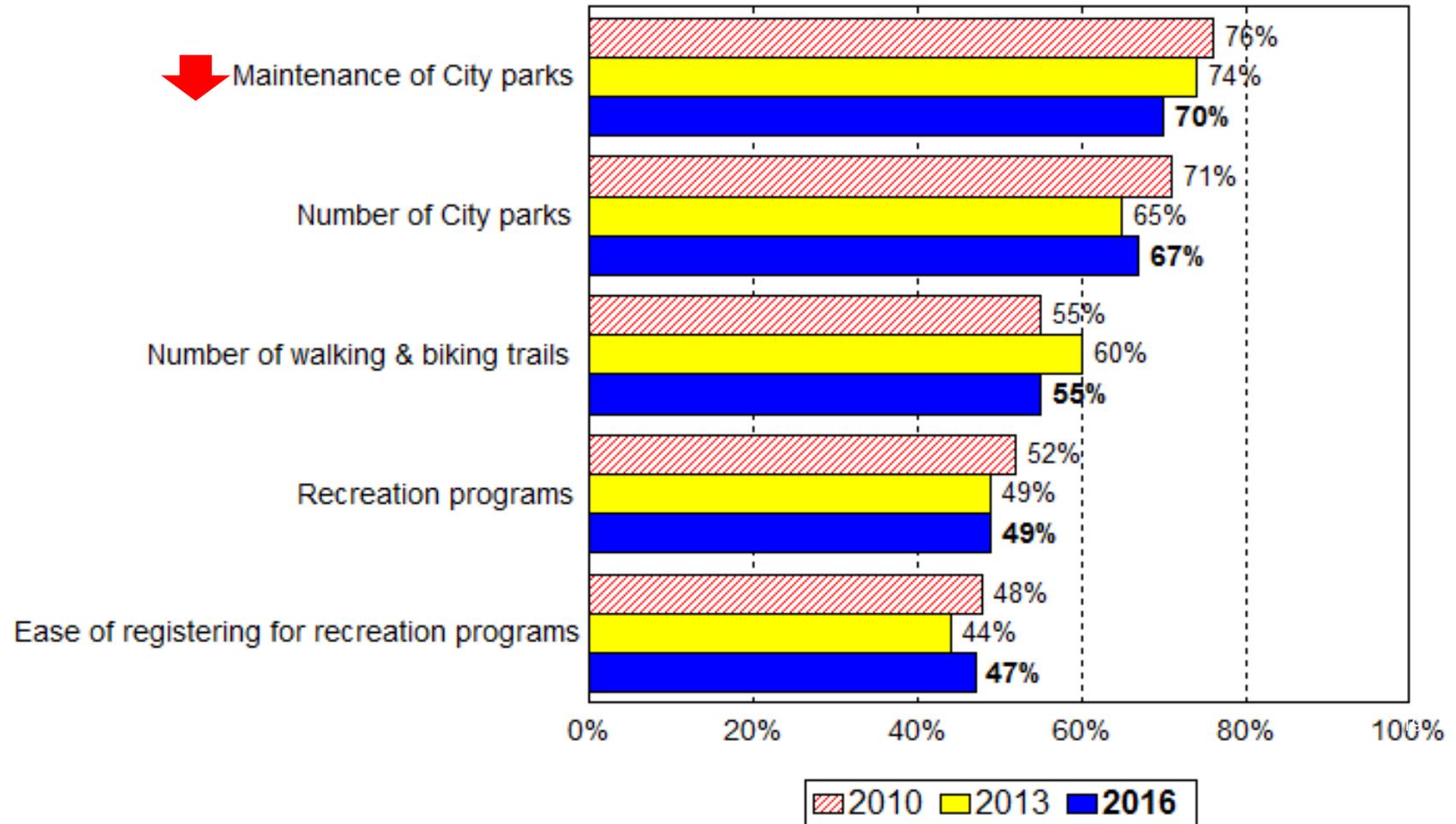
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute (2016 Independence Citizen Survey)

# Satisfaction with Parks and Recreation: Trends 2010, 2013 & 2016

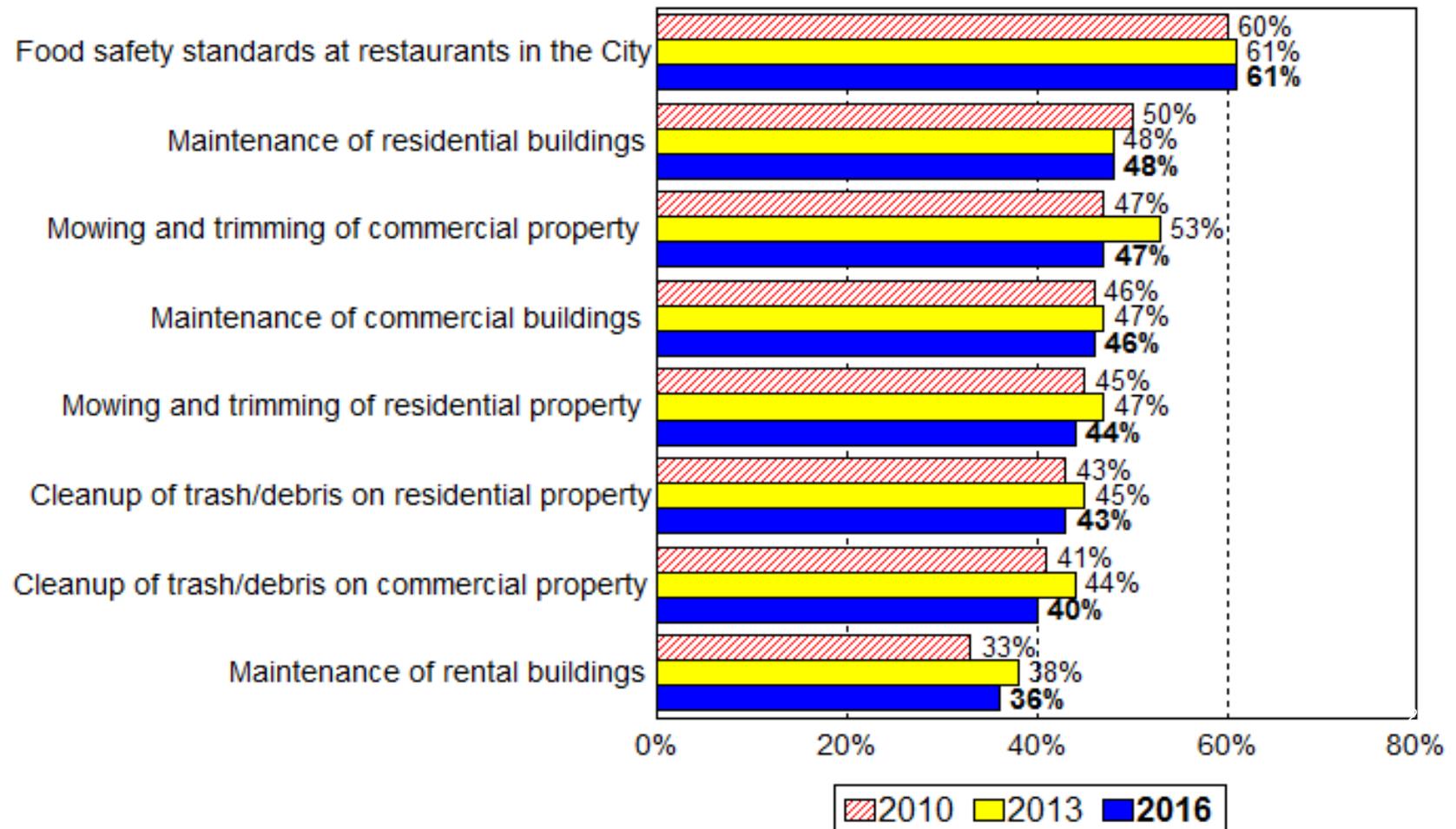
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute (2016 Independence Citizen Survey)

# Satisfaction with the Enforcement of City Codes and Ordinances: Trends 2010, 2013 & 2016

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



Source: ETC Institute (2016 Independence Citizen Survey)

# *Topic #3*

## Priorities for Investment

# Importance-Satisfaction Rating

## City of Independence

### OVERALL

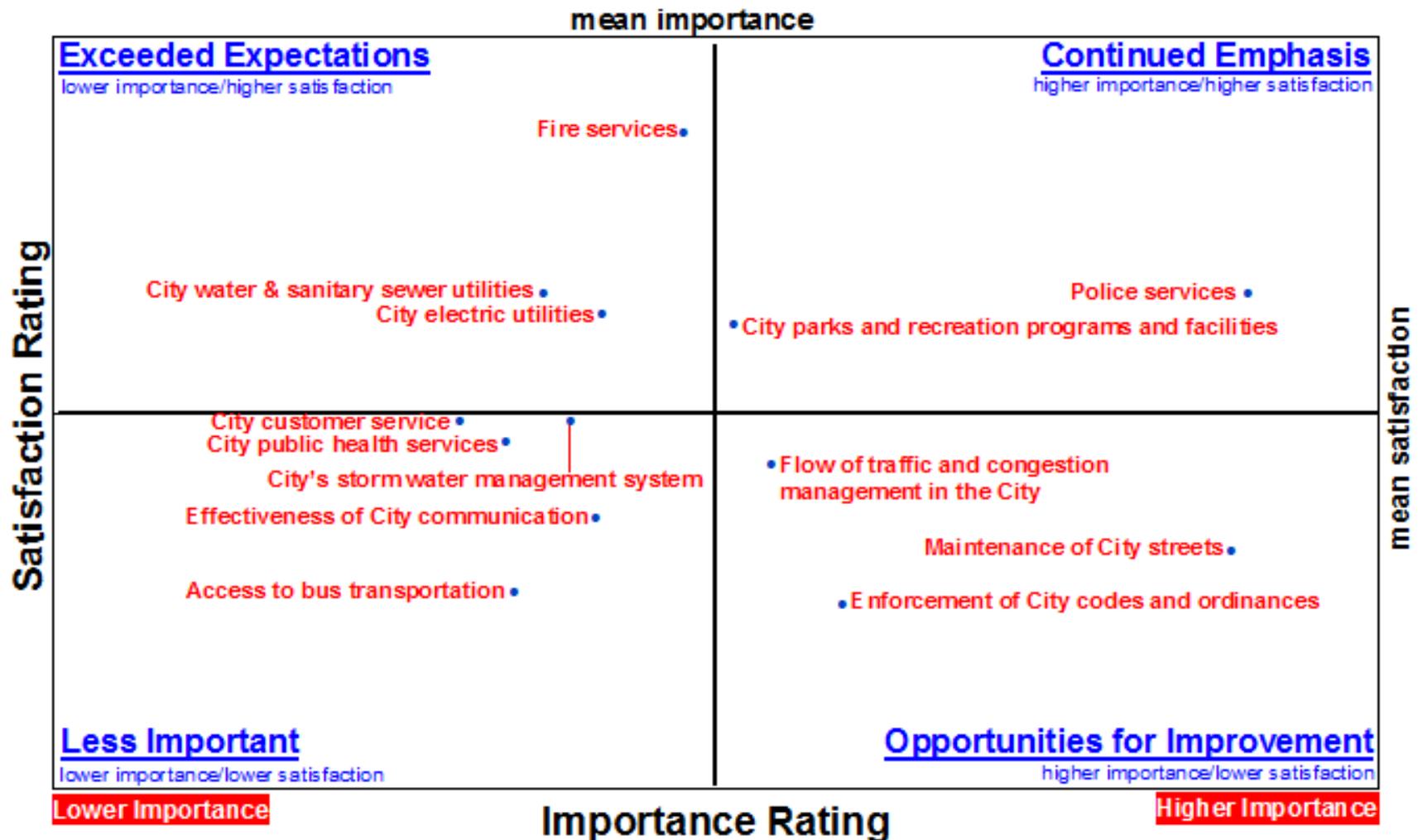
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (I-S &gt;.20)</i></b>						
Maintenance of City streets	48%	2	47%	11	0.2533	1
<b><i>High Priority (I-S .10-.20)</i></b>						
Enforcement of City codes and ordinances	27%	3	42%	13	0.1583	2
Police services	49%	1	71%	3	0.1412	3
Overall flow of traffic and congestion	24%	4	55%	9	0.1058	4
<b><i>Medium Priority (I-S &lt;.10)</i></b>						
Effectiveness of City communication with public	14%	8	50%	10	0.0710	5
City parks and recreation programs/facilities	22%	5	68%	5	0.0688	6
Your access to bus transportation	10%	11	43%	12	0.0564	7
City's storm water management system	13%	9	59%	6	0.0529	8
City electric utilities	15%	7	69%	4	0.0453	9
City public health services	10%	12	57%	8	0.0409	10
City water & sanitary sewer utilities	12%	10	71%	2	0.0334	11
Customer service received from City employees	7%	13	59%	7	0.0291	12
Fire services	19%	6	86%	1	0.0265	13

**Overall Priorities:** 

# 2016 City of Independence DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Importance-Satisfaction Rating

## City of Independence

### PUBLIC SAFETY

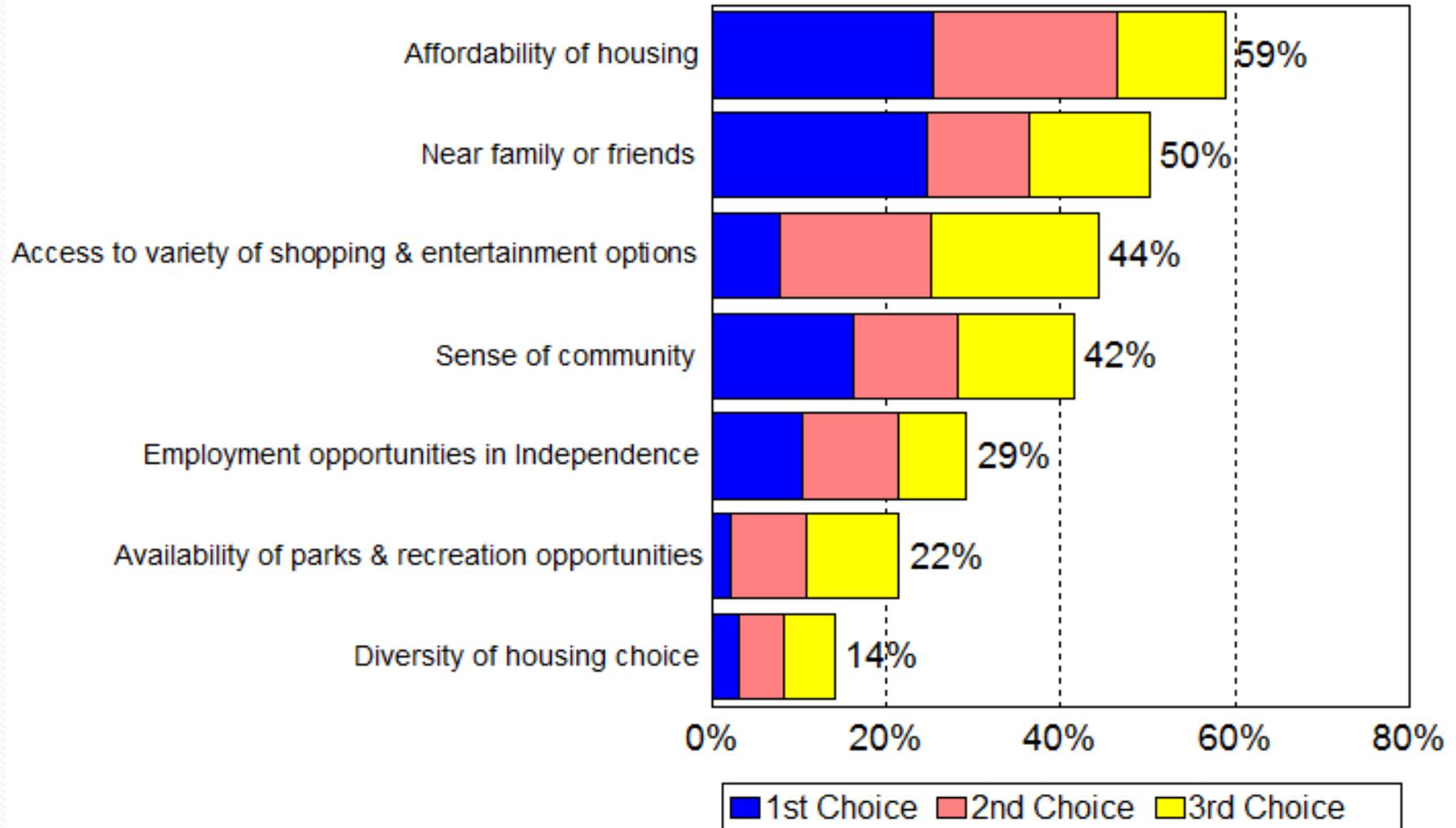
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (I-S &gt;.20)</i></b>						
Police efforts to reduce crime and disorder	52%	1	55%	8	0.2340	1
City's efforts to prevent crime	41%	2	46%	11	0.2214	2
Police presence in your neighborhood	36%	3	44%	13	0.2022	3
<b><i>High Priority (I-S .10-.20)</i></b>						
Investigation of criminal offenses	22%	4	44%	12	0.1204	4
<b><i>Medium Priority (I-S &lt;.10)</i></b>						
Quality of animal control services	19%	5	47%	10	0.0996	5
How quickly police arrive at emergencies	18%	7	54%	9	0.0842	6
Police presence in commercial areas	18%	6	57%	7	0.0787	7
Enforcement of local traffic laws	11%	8	59%	6	0.0447	8
EMS and transportation provided by AMR	9%	11	61%	5	0.0359	9
How quickly ambulances arrive at emergencies	9%	10	69%	3	0.0285	10
Fire protection	10%	9	79%	1	0.0212	11
City efforts to prevent fires	5%	13	66%	4	0.0170	12
How quickly fire personnel arrive at emergencies	6%	12	78%	2	0.0136	13

**Public Safety Priorities:** 

*Topic #4*  
Other Issues

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

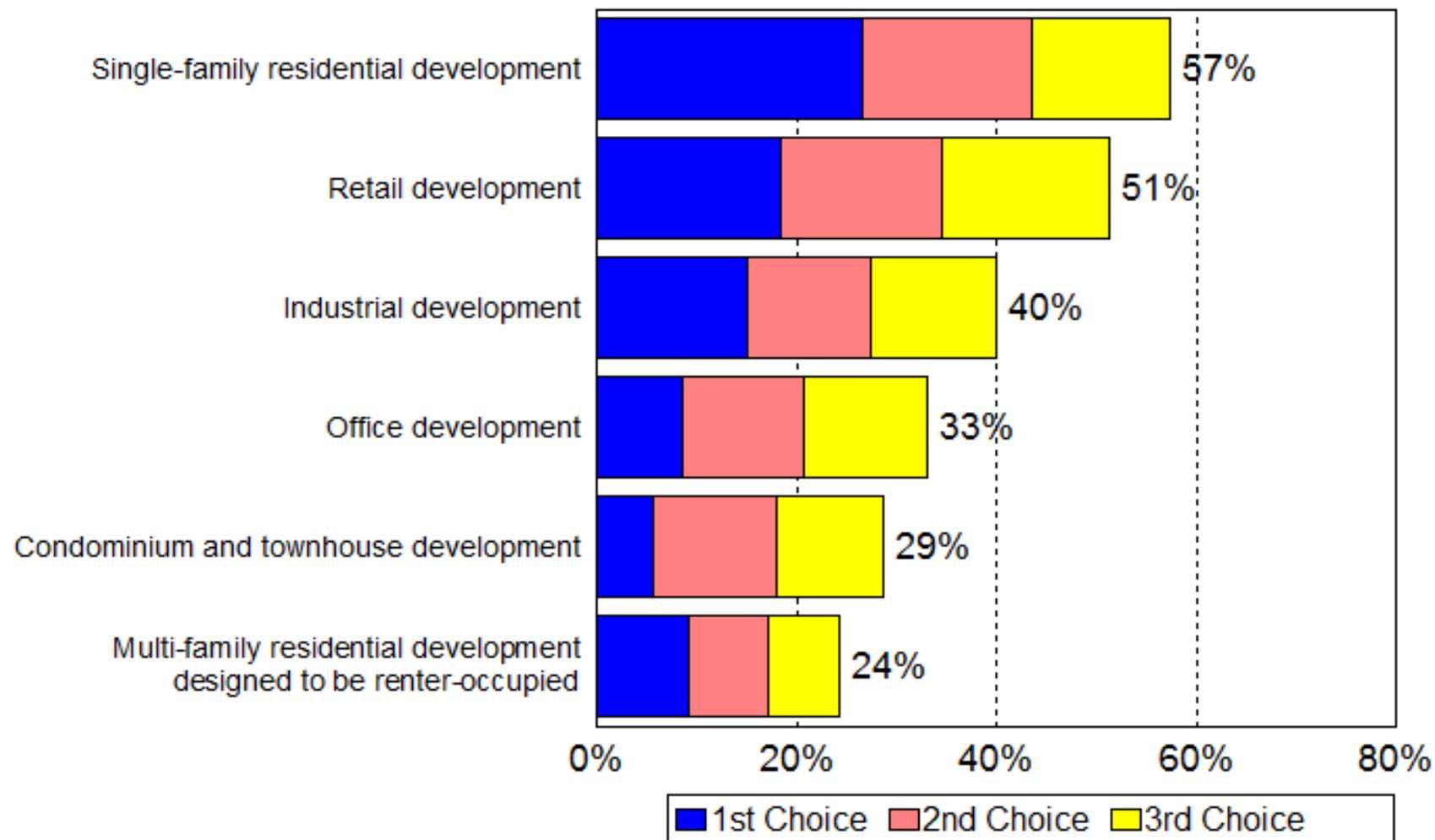
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016 Independence Citizen Survey)

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

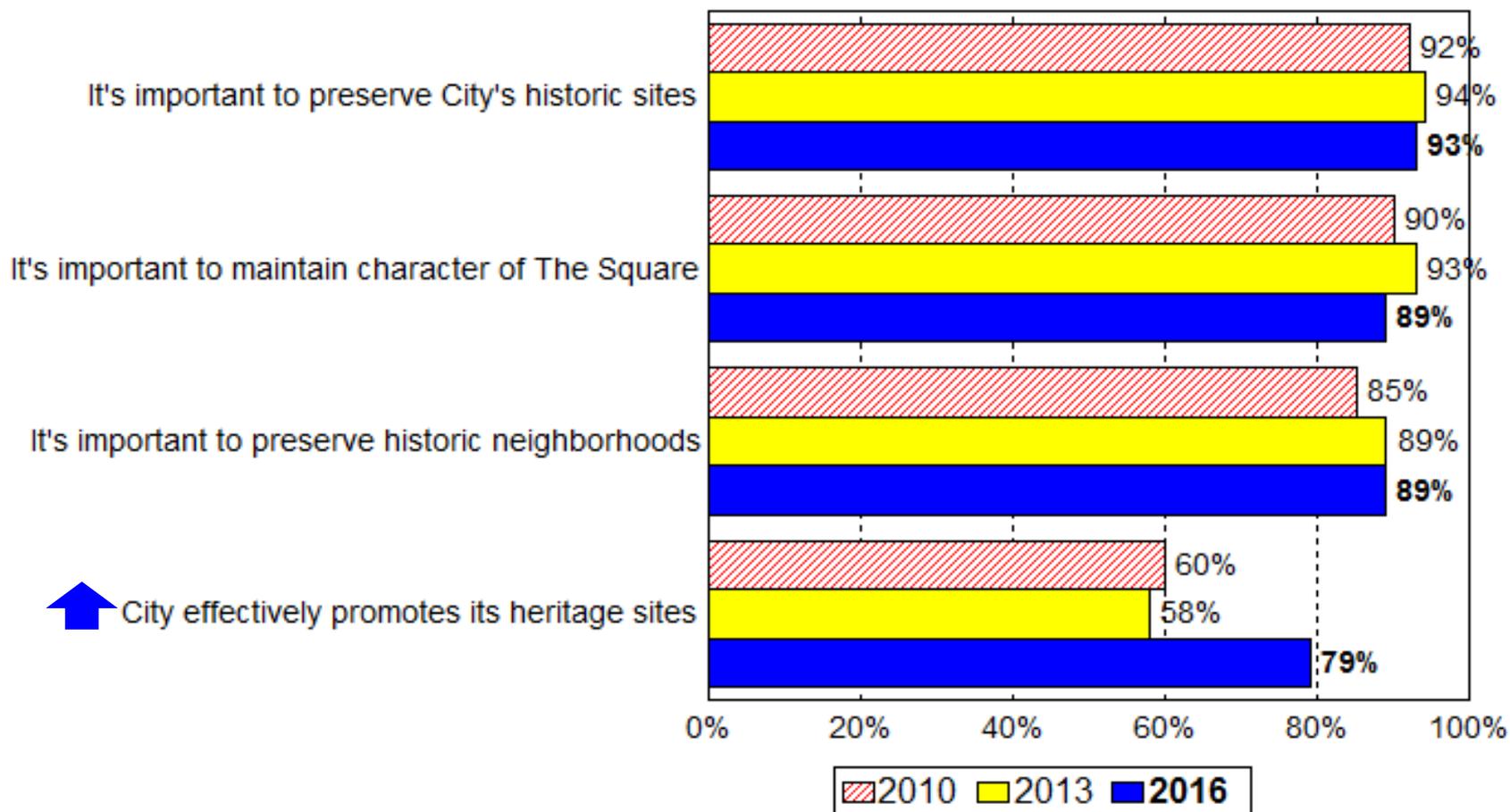
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016 Independence Citizen Survey)

# Agreement with Various Statements About Independence as a Historic City: Trends 2008, 2013 & 2016

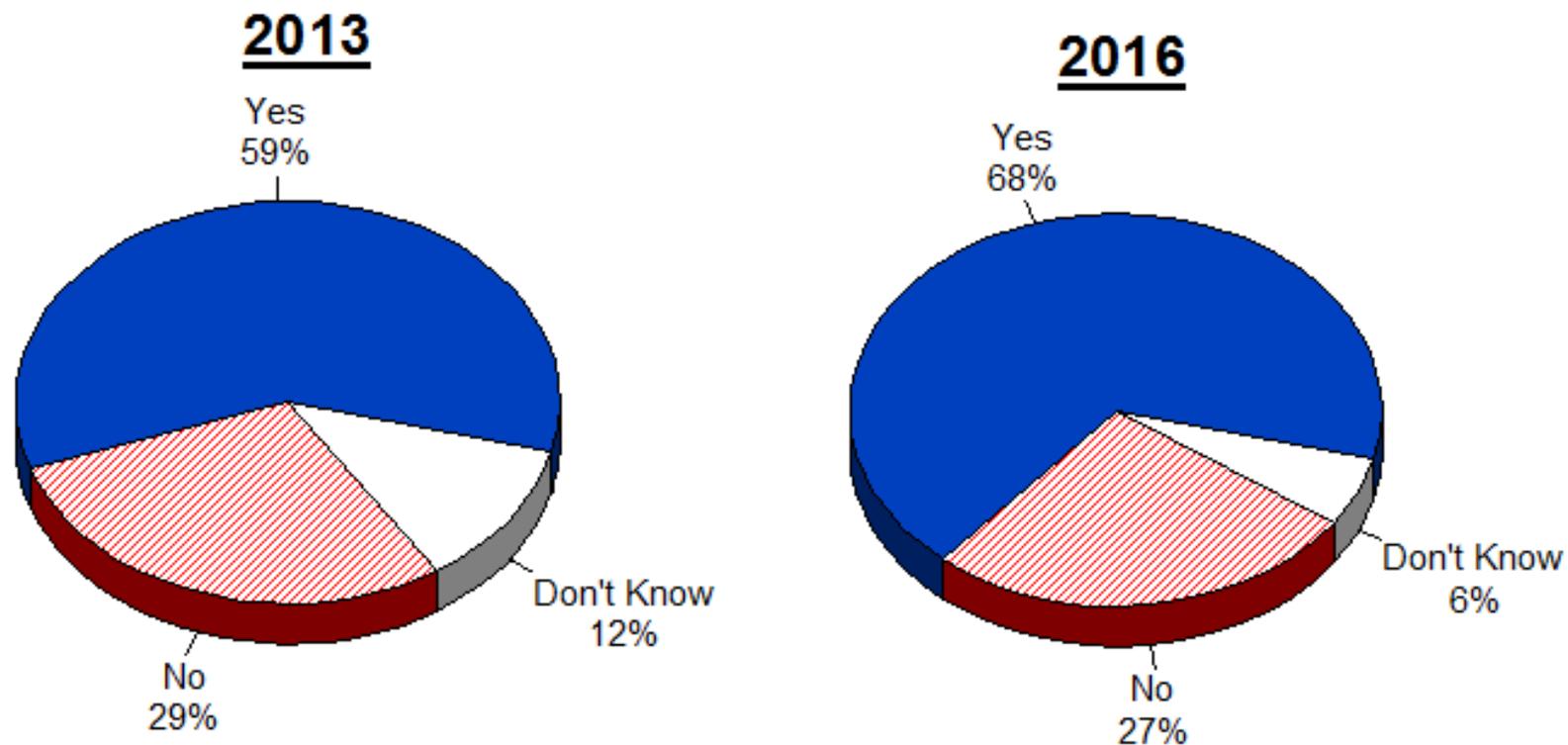
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "strongly agree" (excluding don't knows)



Source: ETC Institute (2016 Independence Citizen Survey)

# Q15. Have you visited at least one of the City's historic sites within the last two years?

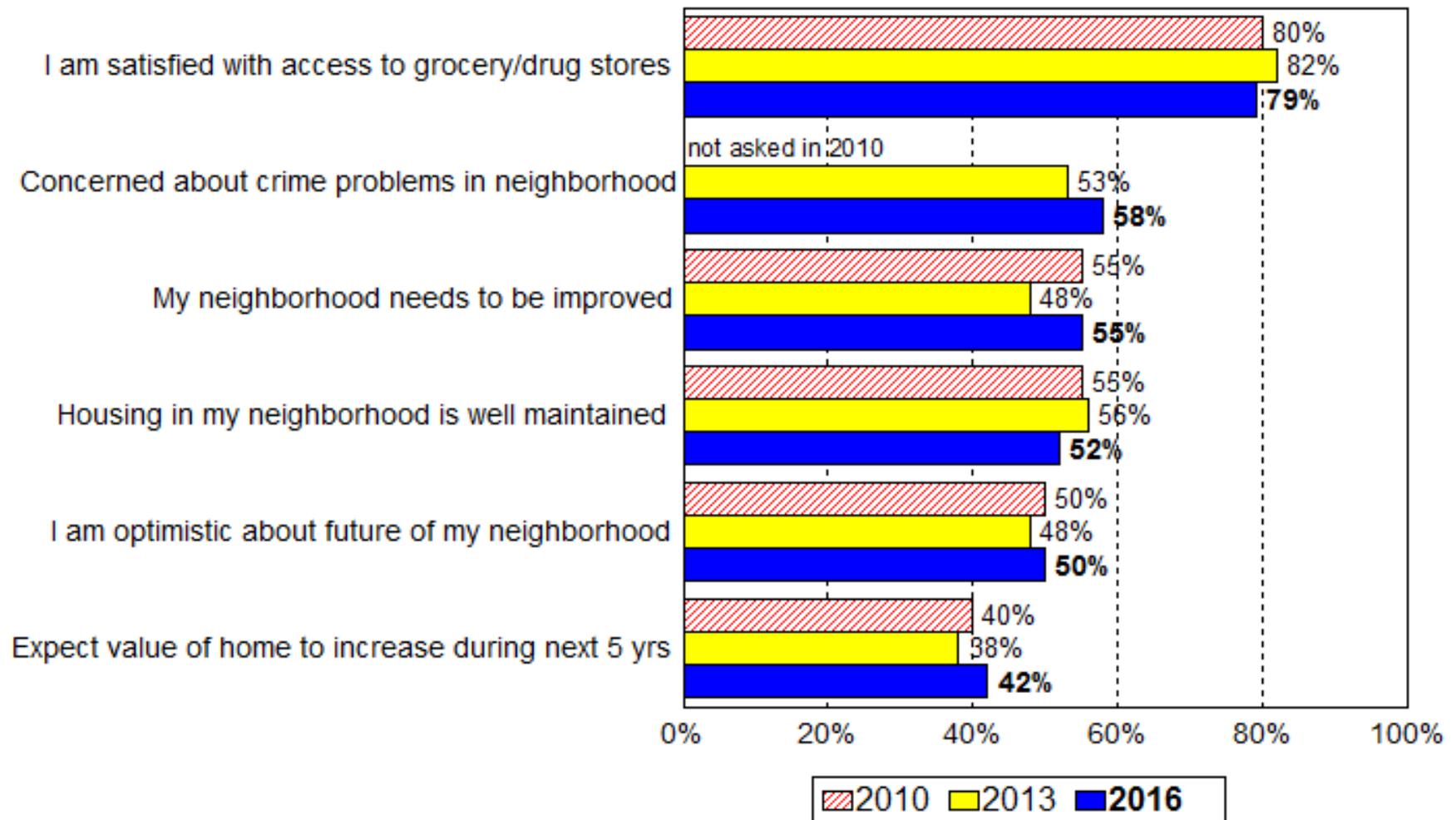
by percentage of respondents



Source: ETC Institute (2016 Independence Citizen Survey)

# Agreement with Various Statements About the City: Trends 2010, 2013 & 2016

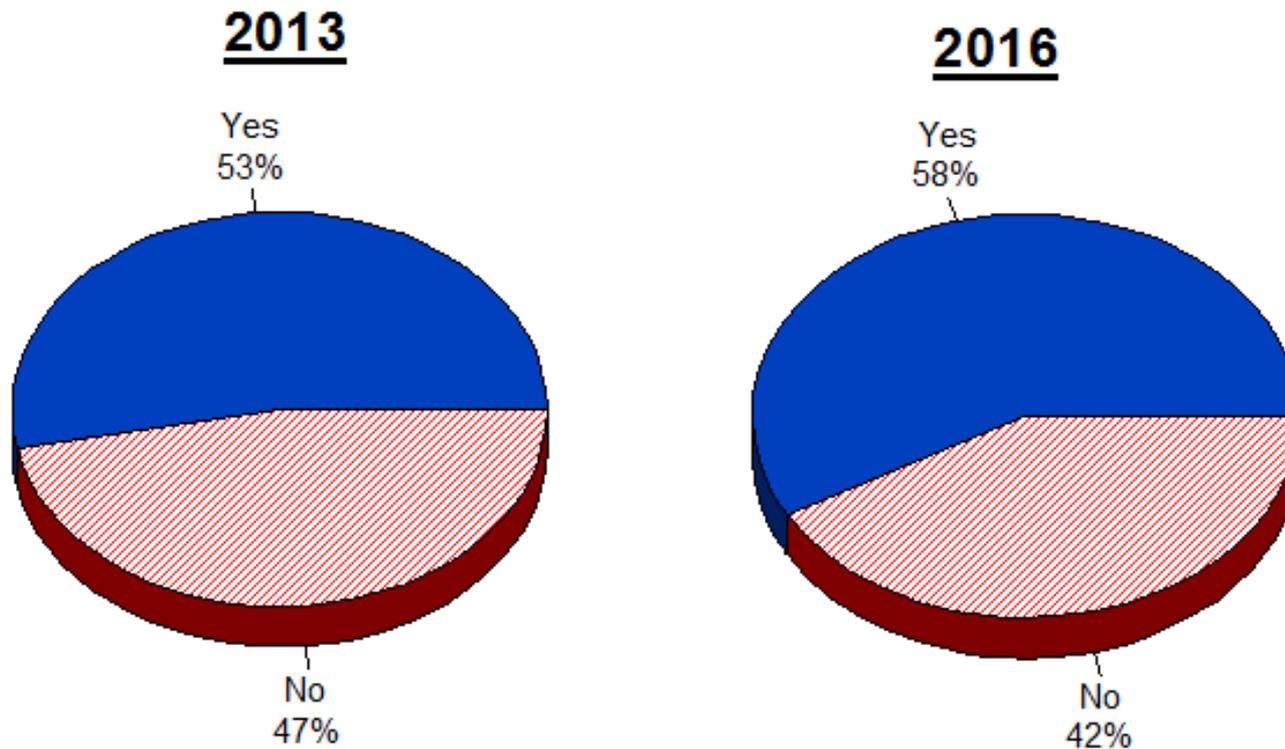
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "strongly agree" (excluding don't knows)



Source: ETC Institute (2016 Independence Citizen Survey)

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

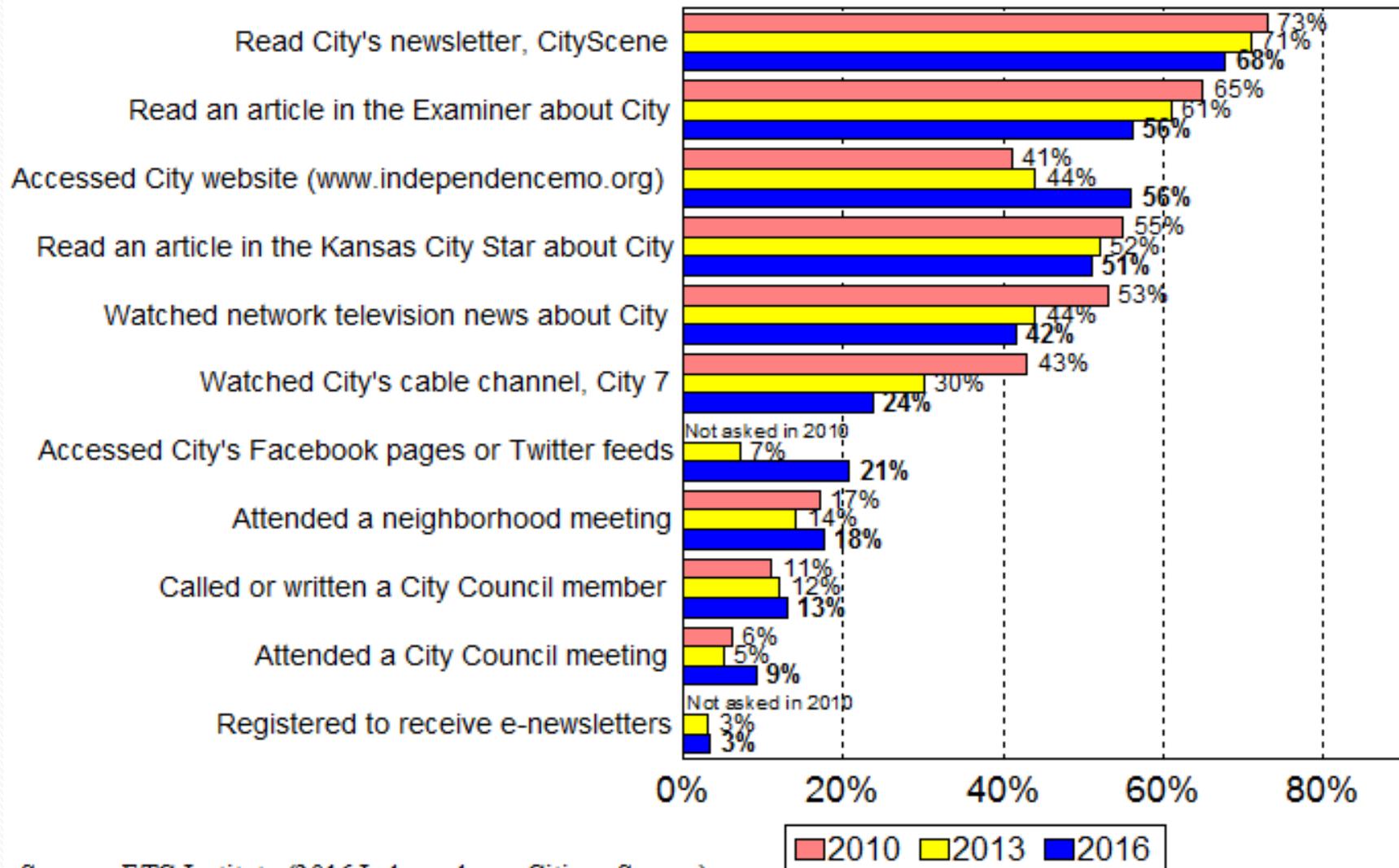
by percentage of respondents



Source: ETC Institute (2016 Independence Citizen Survey)

# Q23. Have you done any of the following during the past year?

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016 Independence Citizen Survey)

# Summary

- **Overall Satisfaction Index Is Down Slightly Since 2013, but Has Increased Slightly Since 2010, and Increased Significantly Since 2000**
- **Reasons That Will Have the Biggest Impact on Residents Staying in Independence for the Next 10 Years Are: 1) Affordability of Housing, 2) Living Near Family and Friends, and 3) Access to a Variety of Shopping and Entertainment Options**
- **Types of Development That Residents Most Support Are Single-Family Residential and Retail**
- **Overall Priorities for Improvement Are: 1) Maintenance of City Streets, 2) Enforcement of Codes and Ordinances, and 3) Quality of Police Services**

# Questions?

THANK YOU!!