

City of Lee's Summit 2013 Citizen Survey

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Final Report

Submitted to the City of Lee's Summit, Missouri

by:

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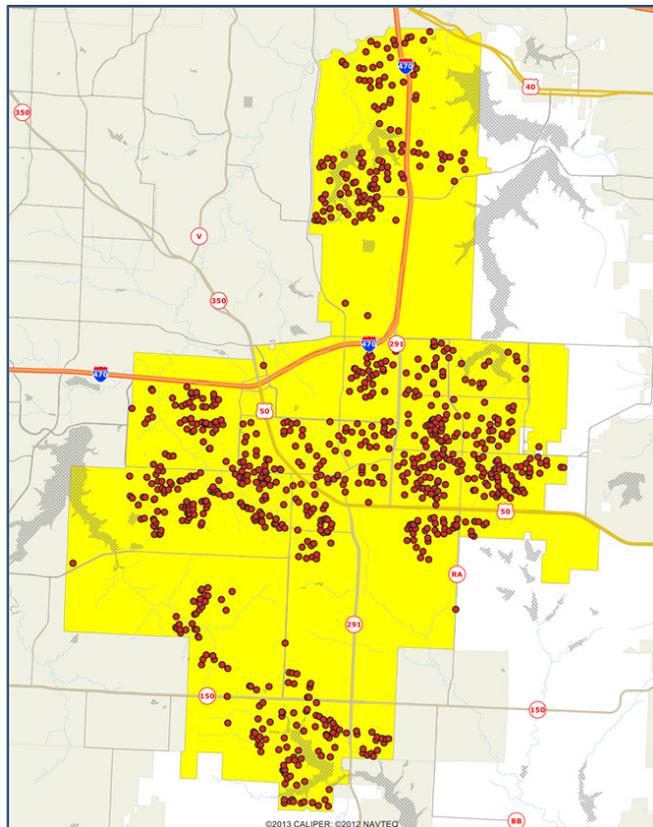
City of Lee's Summit 2013 Citizen Survey Executive Summary Report

Overview and Methodology

During October and November of 2013, ETC Institute administered a citizen survey for the City of Lee's Summit. This was the third citizen survey administered by the City; previous surveys were conducted in 2004 and 2008. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community so that tax dollars are spent wisely.

Methodology. A seven-page survey was mailed to a random sample of households in the City. The mailed survey included a postage paid return envelope, cover letter explaining the purpose of the survey and link to the online version of the survey (www.lssurvey.org). Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online, were given the option of completing it by phone. The goal for the project was to complete 700 surveys; this goal was far exceeded, with a total of 919 surveys being completed. The results for the random sample of 919 households have a 95% level of confidence with a precision of at least +/- 3.2%.

Location of Respondents. To better understand how well services are being delivered in different parts of the City, the home address of respondents to the survey were geocoded. The dots on the map to the right show the distribution of survey respondents based on the location of their home.



Don't Knows. The percentage of "don't know" responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been included in the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains the following:

- an executive summary
- charts depicting the overall results of the survey along with comparisons to the results from previous surveys
- benchmarking data that shows how the survey results for Lee's Summit compare to other cities, including cities in Kansas and Missouri
- an importance satisfaction analysis
- GIS maps that show the results of selected questions on the survey
- tabular data that shows the overall results for each question on the survey
- a copy of the cover letter and survey instrument.

How Lee's Summit Compares to Other Communities

The City of Lee's Summit **rated at or above the national average** in 50 of the 55 areas that were assessed and **rated at or above** the Kansas City Metro average in 52 of the 55 areas that were compared. The areas in which Lee's Summit rated at least 10% above the national average are listed below:

- City employees were timely in their response (+30%)
- City employees resolved my issue to my satisfaction (+26%)
- Overall quality of City services provided (+26%)
- Answers provided by City employees was prompt, accurate and complete (+26%)
- How well the City is managing growth (+25%)
- City employees were courteous and polite (+23%)
- Maintenance of City streets/buildings/facilities (+21%)
- Quality of City communication (+20%)
- Feeling of safety in your neighborhood at night (+19%)
- Visibility of police in neighborhoods (+18%)
- Number of walking/biking trails (+18%)
- Availability of City programs/services information (+18%)
- Overall value received for City taxes/fees (+17%)
- Cleanliness of City streets & other public areas (+17%)
- Quality of parks/recreation programs/facilities (+15%)
- The number of City parks (+15%)
- The City's adult athletic programs (+15%)

- Quality of customer service from City employees (+14%)
- Visibility of police in retail/business areas (+13%)
- Clean up of litter & debris (+13%)
- City's efforts to keep you informed (+13%)
- Overall quality of local police protection (+13%)
- Quality of fire/ambulance services (+12%)
- Overall quality of life in the City (+10%)

The City of Lee's Summit **rated below the national average** in 5 of the 55 areas that were assessed and rated below the Kansas City Metro average in 3 of the 55 areas. The areas in which Lee's Summit rated at least 5% below the national average were:

- Public transportation system (-11%)
- Quality of the City's cable channels (-6%)
- Maintenance of traffic signals/street signs (-5%)

Quality of Life in the City

Most (90%) of the residents surveyed, who had an opinion, were "very satisfied" or "satisfied" with the overall quality of life in the City; 8% were "neutral" and only 2% were dissatisfied. When asked how likely they would be to recommend the City as a place to live, ninety percent (90%) of the residents surveyed, who had an opinion, were "very likely" or "likely" to recommend the City; 7% were "neutral" and only 4% were not likely to recommend the City.

Overall Satisfaction with City Services

Eighty-three percent (83%) of the residents surveyed, who had an opinion, were "very satisfied" or "satisfied" with the overall quality of services provided by the City of Lee's Summit; 14% of the residents were "neutral" and only 4% were dissatisfied. The overall city services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the quality of fire and emergency medical services (92%), the quality of local police services (86%), the quality of City parks and recreation programs and facilities (86%) and the quality of City water services (78%).

Satisfaction with Specific City Services

- **Police Services.** The highest levels of satisfaction with police services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the professionalism of police employees (80%), how quickly the police department responds to emergencies (76%) and the visibility of police in neighborhoods (75%).

Residents were also asked to rate how safe they felt in various situations in the City. The areas/situations where residents felt most safe, based upon the combined percentage of “very safe” and “safe” responses among those who had an opinion, were: feeling of safety in your neighborhood during the day (96%), overall feeling of safety in the City (92%) and feeling of safety traveling on City streets (91%).

- **Fire and Emergency Medical Services.** The highest levels of satisfaction with fire and emergency medical services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of local fire protection (92%), overall quality of ambulance service (88%) and how quickly the fire department responds to emergencies (86%).
- **City Services.** The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the maintenance and preservation of Downtown Lee’s Summit (82%), the overall cleanliness of City streets and public areas (81%), the maintenance of traffic signals and street signs (72%) and snow removal on major City streets (72%).
- **City Code Enforcement.** The highest levels of satisfaction with City code enforcement services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall appearance of the City (85%), enforcing the clean-up of litter and debris (60%) and enforcing the maintenance of business property (60%).
- **City Water Services.** Residents were generally satisfied with City water services. Eighty-nine percent (89%) of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” with the reliability of water pressure in their home; 83% of the residents surveyed, who had an opinion, were “very satisfied” and “satisfied” with the availability of account information and 82% were satisfied with the overall quality of customer service.
- **Parks and Recreation.** The highest levels of satisfaction with the City’s parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the number of city parks (86%), the maintenance of City parks (85%), the Legacy Park Community Center (80%), the Downtown Summer Music Festivals (79%) and the Legacy Park Youth Sports Field (78%)
- **City Communication.** The highest levels of satisfaction with the City’s communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the availability of information about City programs and services (71%), the information provided on the City’s website (62%) and City efforts to keep residents informed on local issues (61%).

- **Customer Service.** Residents were asked to indicate how often City employees they interacted with displayed various behaviors. The items that residents rated highest, based upon the combined percentage of residents who reported the City employee “always” or “usually” displayed the behavior, were: they were courteous and polite (92%), they gave prompt, accurate and complete answers (87%) and they did what they said they would do in a timely manner (86%).

Trends in Satisfaction Ratings

Satisfaction ratings for the City of Lee's Summit improved or stayed the same in 60 of the 72 areas that were assessed in both 2008 and 2013; 41 of these improvements were statistically significant (changes of more than 3% were significant). There were decreases in satisfaction ratings in 12 of the 72 areas that were rated in both 2008 and 2013; only 1 of these decreases was significant. The most notable changes in satisfaction from 2008 to 2013 are listed below and on the following page:

Notable Increases from 2008 to 2013:

- Visibility of police in business districts (+21%)
- Maintenance of City streets (+19%)
- Overall flow of traffic and congestion management (+16%)
- Maintenance of sidewalks in the City (+16%)
- Frequency City employees helped resolve an issue to your satisfaction (+16%)
- How well City is managing growth (+14%)
- Overall quality of ambulance service (+14%)
- Frequency that City employees did what they said they would do in a timely manner (+14%)
- Overall image of City government (+13%)
- Maintenance of City streets, municipal buildings and facilities (+13%)
- Maintenance of stormwater drainage system (+13%)
- Visibility of police in neighborhoods (+11%)
- Frequency that City employees gave prompt, accurate and complete answers (+11%)
- Snow removal on neighborhood streets (+10%)

Notable Decreases from 2008 to 2013:

- City efforts to keep you informed (-5%)
- Effectiveness of appointed boards and commissions (-3%)
- Quality of sanitary sewer services (-3%)
- Efforts to enhance fire prevention (-3%)

Other Findings

Some of the other major findings from the survey are listed below:

- **City Growth and Development.** Residents were asked a series of questions related to City growth and development. The major findings from these questions are highlighted on the following page:
 - Seventy-one percent (71%) of those surveyed, who had an opinion, were “very satisfied” or “satisfied” with the rate of growth in Lee’s Summit; 69% of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with residential growth in the City and 59% were satisfied with business growth.
 - The type of development that residents rated highest as being “much too slow” or “too slow” was industrial development (44%); the type of development that residents rated highest as being “much too fast” or “too fast” was multi-family residential development (37%).
 - Residents were asked to rate their support for various development initiatives. The initiatives that residents were most supportive of, based upon the combined percentage of “very supportive” and “supportive” ratings among residents who had an opinion, were: retail development (58%) and industrial development (55%).
 - Seventy-two percent (72%) of the residents surveyed were “very supportive” or “supportive” of the City becoming more aggressive with attracting commercial development; 16% were “neutral,” 8% were not supportive and 4% did not know.
 - Half (50%) of the residents surveyed were “very supportive” or “supportive” of the City dedicating an economic development fund for activities or programs targeting commercial development; 26% were “neutral,” 17% were not supportive and 7% did not know.
- **Primary Sources of City Information.** The primary sources where residents reported they received information about the City were: City publications (67%), Lee’s Summit Illustrated (65%) and the Lee’s Summit Journal (50%). The top four sources where residents most preferred to receive information about the City were: City publications (49%), Lee’s Summit Illustrated (46%), the Lee’s Summit Journal (40%) and the City website (37%).
- **Ease of Contacting the City.** Most (90%) of residents who had contacted the City, felt it was “very easy” or “somewhat easy” to reach the person they needed; 5% felt it was “difficult” or “very difficult” to reach the person needed and 5% did not know.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings.

Details regarding the methodology for the analysis are provided in the Section 3 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top three priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Maintenance of streets, municipal buildings and facilities
 - Overall flow of traffic and congestion management in Lee's Summit
 - Overall quality of police services

- **Priorities Within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Police Services:** Efforts to prevent crime
 - **Fire and Emergency Medical Services:** No high priorities identified
 - **City Services:** Maintenance of City streets and snow removal on neighborhood streets
 - **City Code Enforcement:** enforcing the clean-up of litter and debris, enforcing the maintenance of residential property and enforcing the mowing of grass/weeds on private property
 - **Parks and Recreation:** Maintenance of City parks and Youth Athletic Programs
 - **Customer Service:** No high priorities identified