Independence Kansas
Citizen Satisfaction Survey

Agenda

Discussion Topic	Goal	Minutes
Survey respondents: Who took the survey?	Review survey responses and limitations they impose; Highlight primary satisfiers & dissatisfiers	5
High level overview: Overall satisfaction with "Services"	Introduction to NPS scores, Compare satisfaction ranges for each survey section to services overall	10
In-depth analysis of each theme and topic	In-depth analysis of each section; Understand relevant demographic variance; identify relative performance & rank for each section	~50
Synthesis & recommendations	Highlight key takeaways and conclusions	10

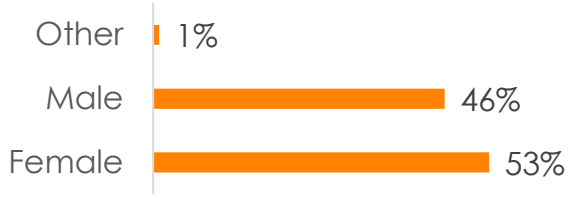
Survey respondents

791
respondents

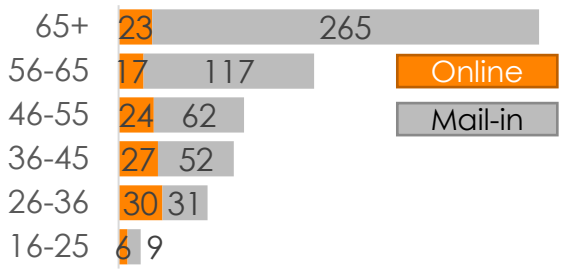
72% mail-in | 28% Online

Survey Demographics

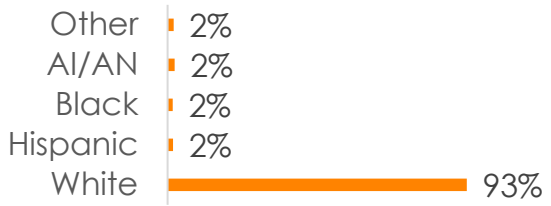
Good gender split



A predominantly older cohort



And typically, white

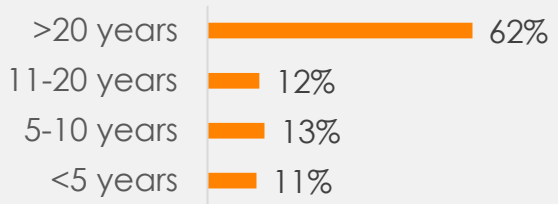


Geographics

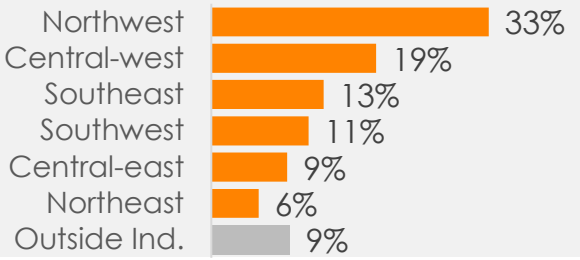
88% live in Independence

88%

Largely long-term residents



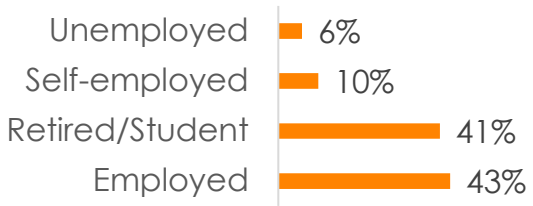
Most (63%) live on west side



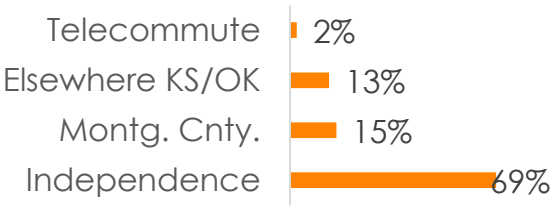
Economics

Even income distribution

About half are working



Most work in the city



Two areas are more likely skew the results

791
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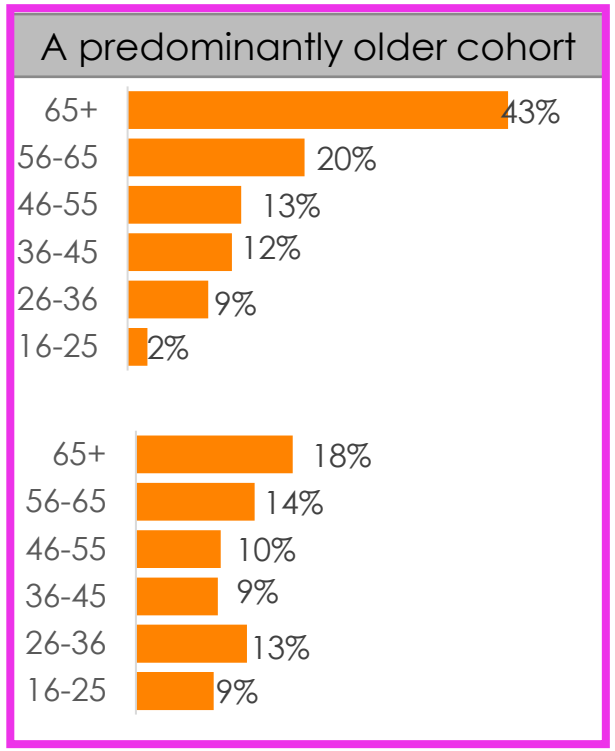
72% mail-in | 28% Online

❶
The distribution of age does not reflect the actual distribution in Independence

Survey Demographics

Independence Demographics



On topics where age heavily influences opinion e.g., online shopping…

What the survey reports to be the "average" viewpoint is actually less likely to reflect the true "average" opinion in Independence i.e., the results are heavily skewed by the viewpoint of the 65+ cohort.

To help control for this, we have separated out responses by age on topics that are most helpful/relevant.

Two areas are more likely skew the results

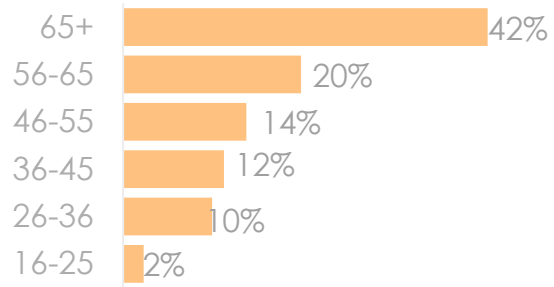
791
respondents
72% mail-in | 28% Online

❶
The distribution of age does not reflect the actual distribution in Independence

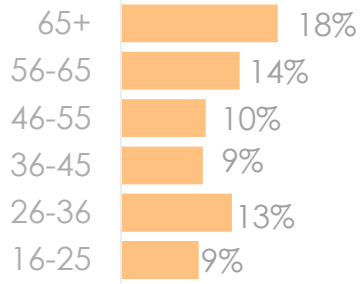
❷
Responses represent a poor sample of non-white persons

Survey Demographics

A predominantly older cohort



Independence Demographics



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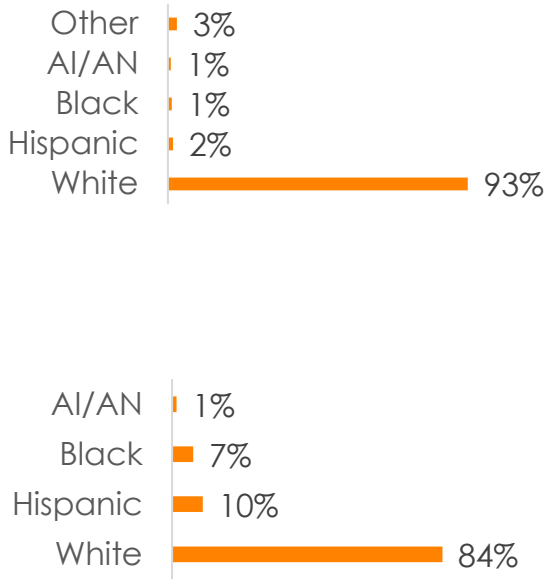

Similarly, on topics where race heavily influences opinion, the "average" will under-weigh the viewpoint of non-white citizens.

Where relevant, we have separated out responses by race.

However, it should be noted that because minority responses were so low—they command lower statistical power. As such, the small sample could potentially misrepresent the true "average opinion" held by that cohort—the results should be interpreted within that context.

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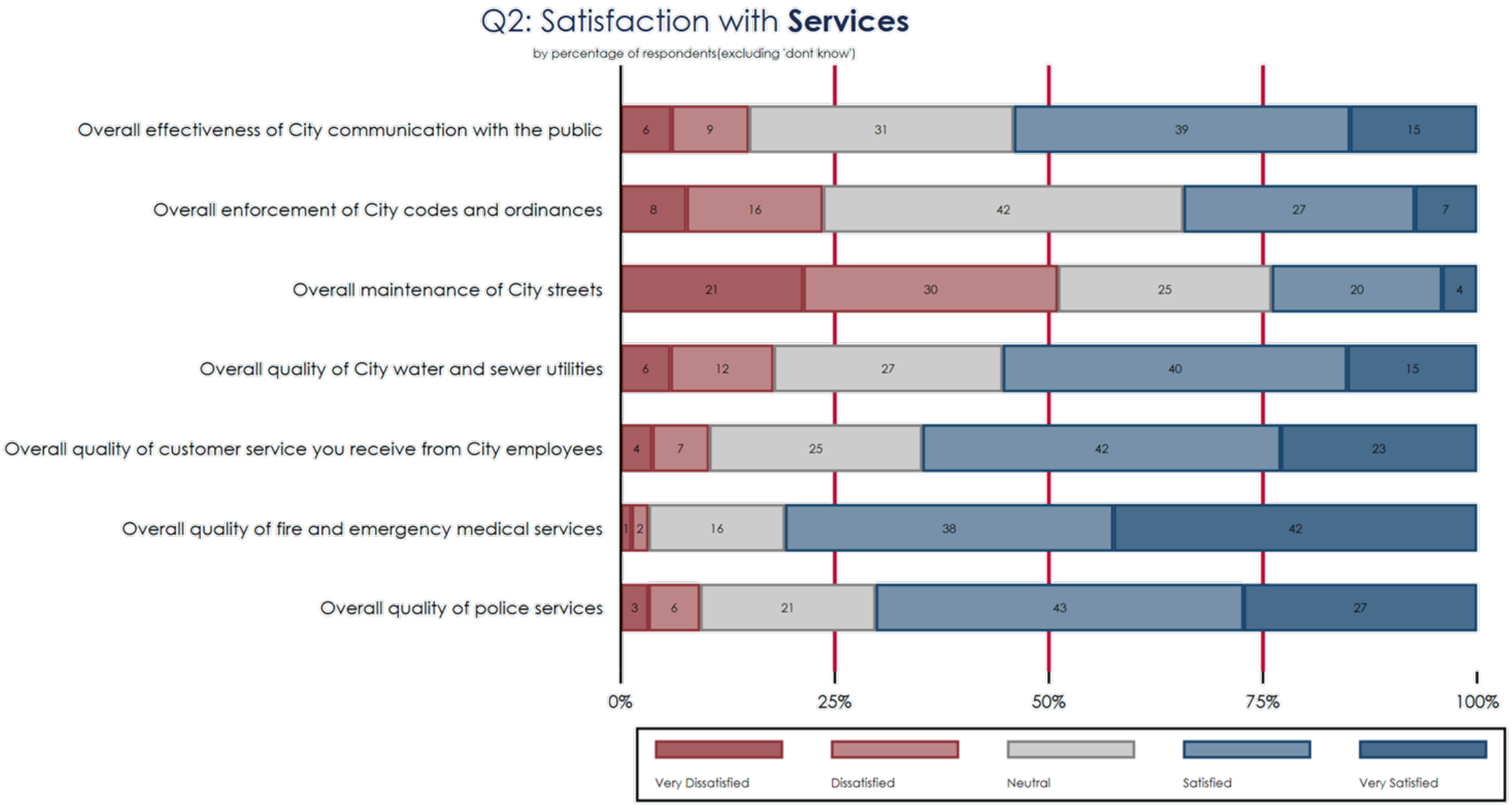
The service section serves as a rough estimate for the other survey sections



A second way to think about it: Net Promoter Scores

We calculated a **net promoter score** for each satisfaction-based question

11 question categories	101 satisfaction-based questions
City Perception	Overall image of the city
	⋮
	Quality of new development in the city
⋮	
Parks & Rec	Ease of park building rental process
	⋮
	Zoo features such as programs and exhibit signage

101 net promoter scores

Detractors	Passives	Promoters
"dissatisfied"	"neutral"	"satisfied"
"very dissatisfied"	"I don't know"	"very satisfied"

% - % = Net promoter score

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

Calculating net promoter scores

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101 net promoter scores

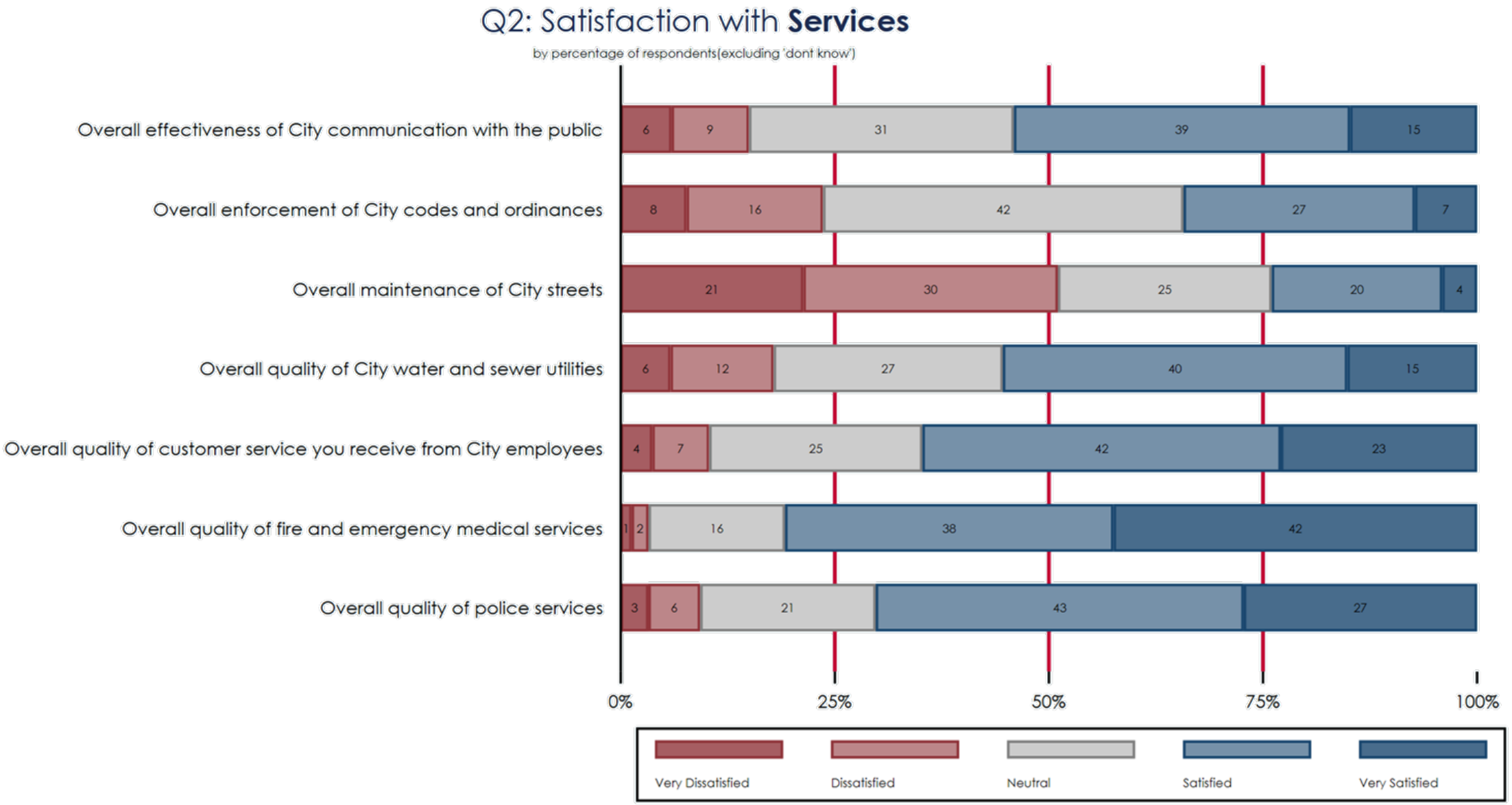
Detractors	Passives	Promoters
"dissatisfied"	"neutral"	"satisfied"
"very dissatisfied"	"I don't know"	"very satisfied"

% - % = Net promoter score → What is a good NPS?

Poor -100 - 0	Good 0-30	Great 30-70	Excellent 70-100

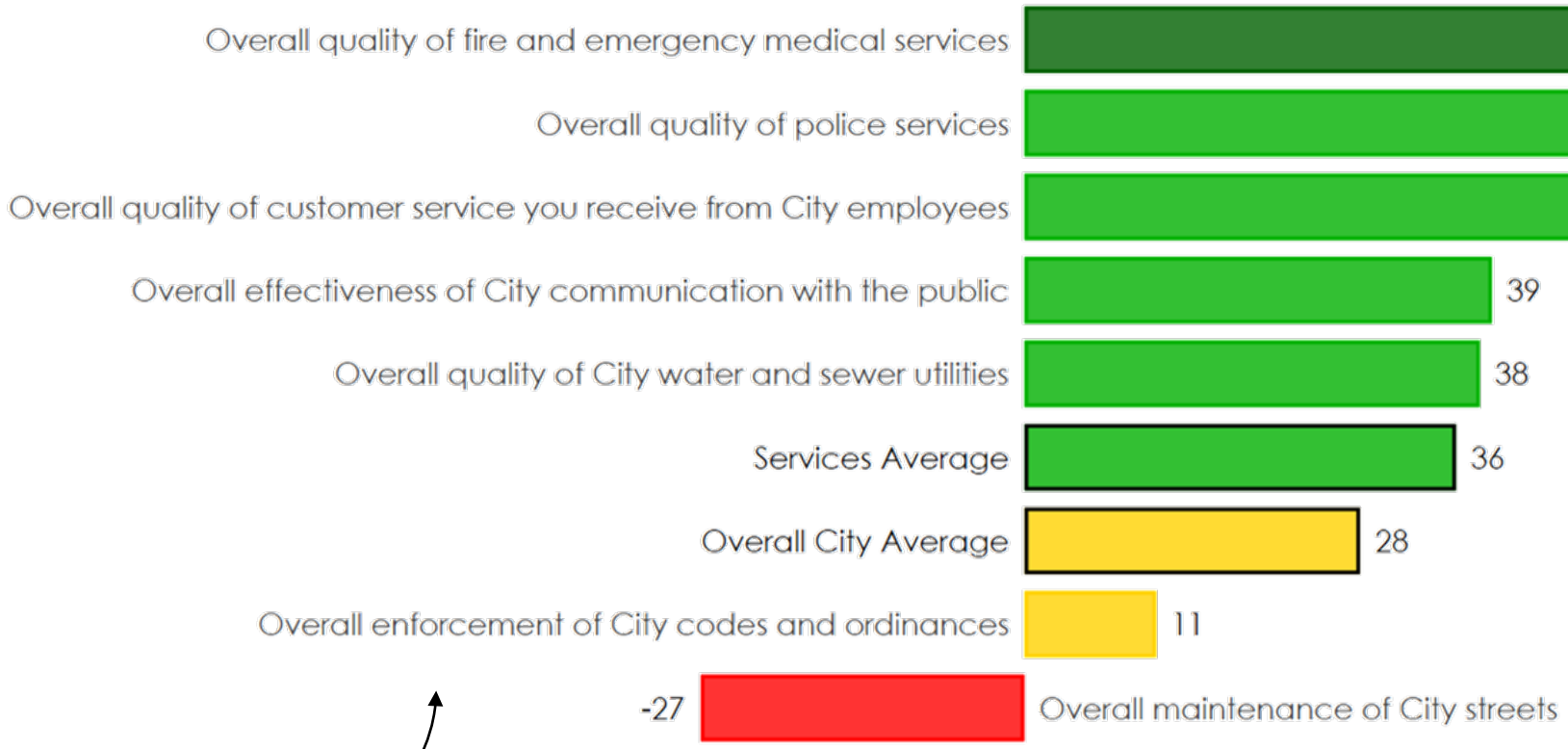
Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

So this….


Q2: Satisfaction with **Services**
by percentage of respondents(excluding 'dont know')
Overall effectiveness of City communication with the public
6
9
31
39
15
Overall enforcement of City codes and ordinances
8
16
42
27
7
Overall maintenance of City streets
21
30
25
20
4
Overall quality of City water and sewer utilities
6
12
27
40
15
Overall quality of customer service you receive from City employees
4
7
25
42
23
Overall quality of fire and emergency medical services
1
2
16
38
42
Overall quality of police services
3
6
21
43
27
0%
25%
50%
75%
100%
Very Dissatisfied
Dissatisfied
Neutral
Satisfied
Very Satisfied

Can be more easily understood as this…

NPS for City Services



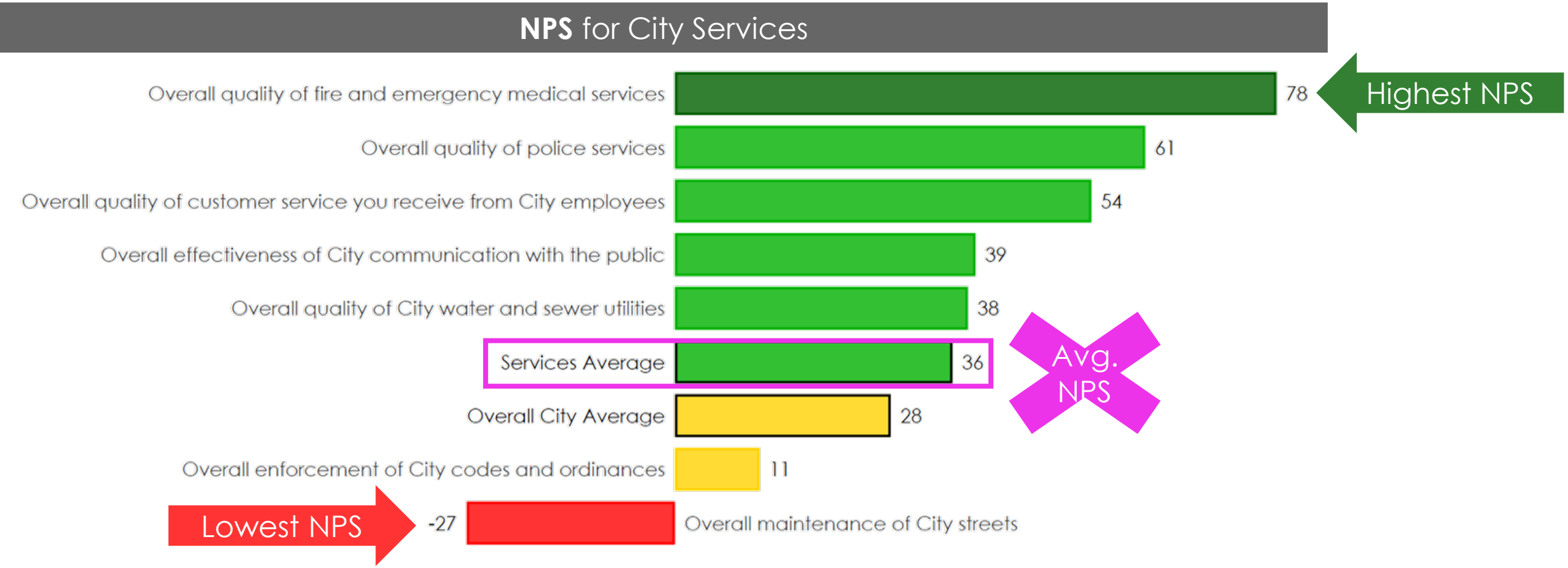
Excellent 70-100

Great 30-70

Good 0-30

Poor -100 - 0

We can also use each of these NPS scores to visualize the range of satisfaction



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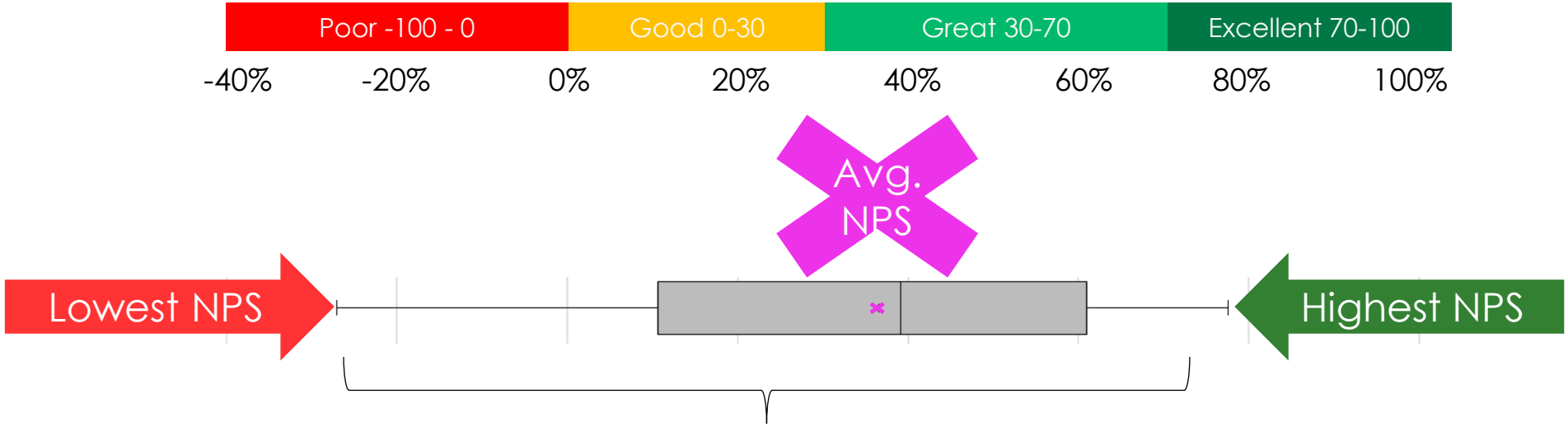
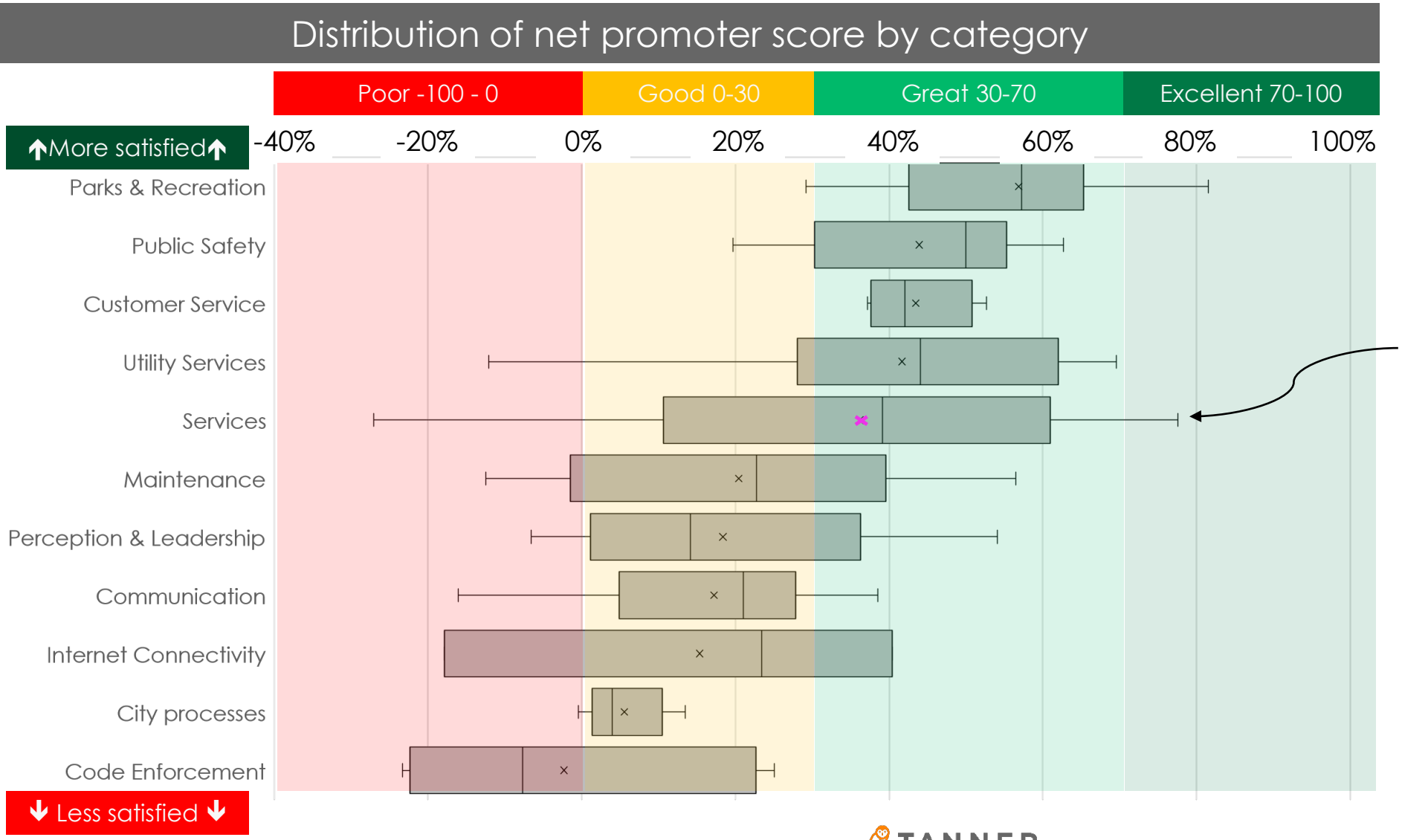


Satisfaction range for City Services

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

NPS by category

Now we can range of satisfaction compares across all categories



Recall that services served as a rough guide for other survey sections. In that way "Services" acts as a kind of average.
For example:

You can see that the range of services is inclusive of all the other sections

You can also read the graph vertically:

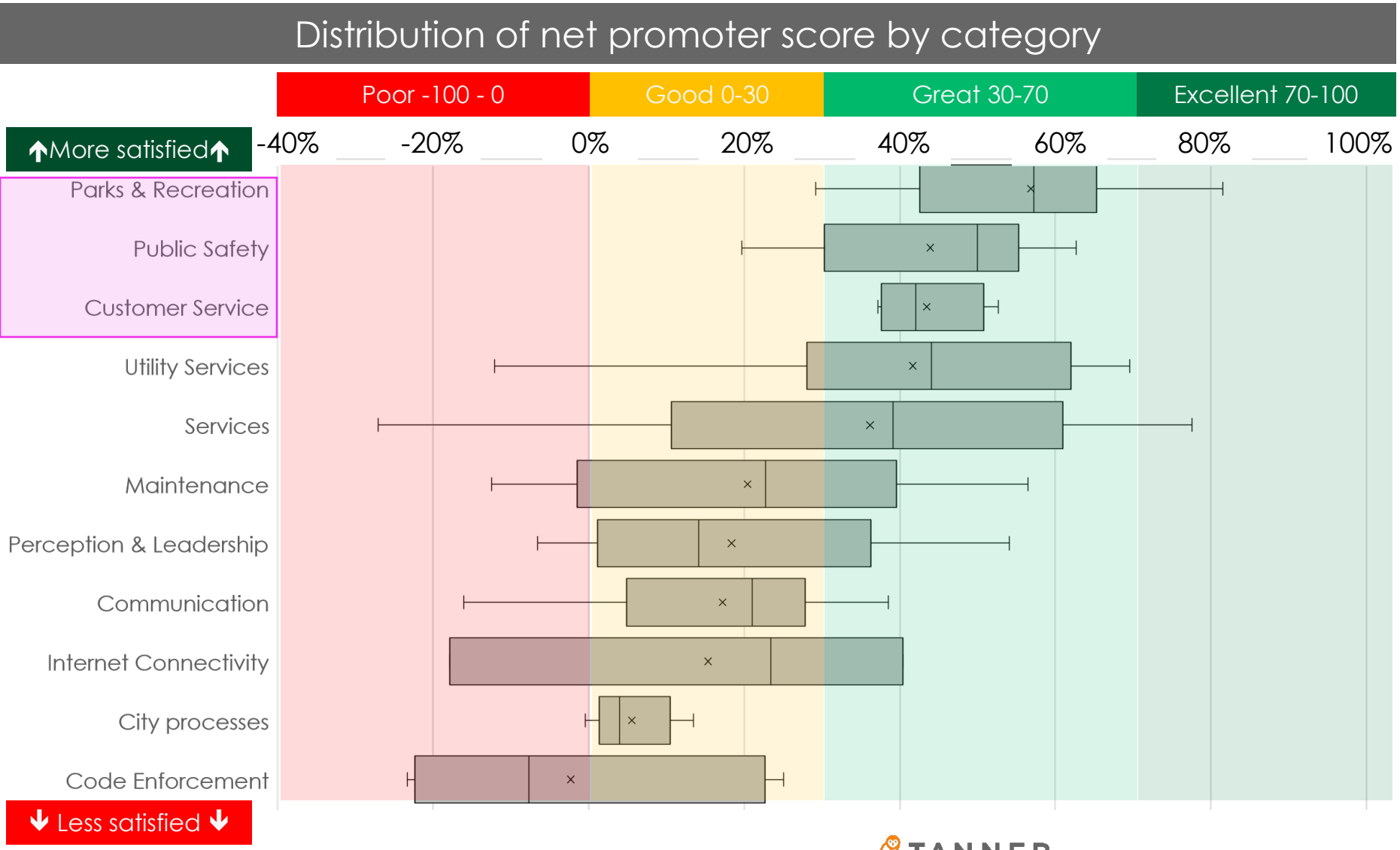
Categories above "Services" generally have higher satisfaction scores

Categories below services generally have lower satisfaction scores

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

NPS by category

When we do this for each section of the survey, we can learn some interesting things:



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NPS by category

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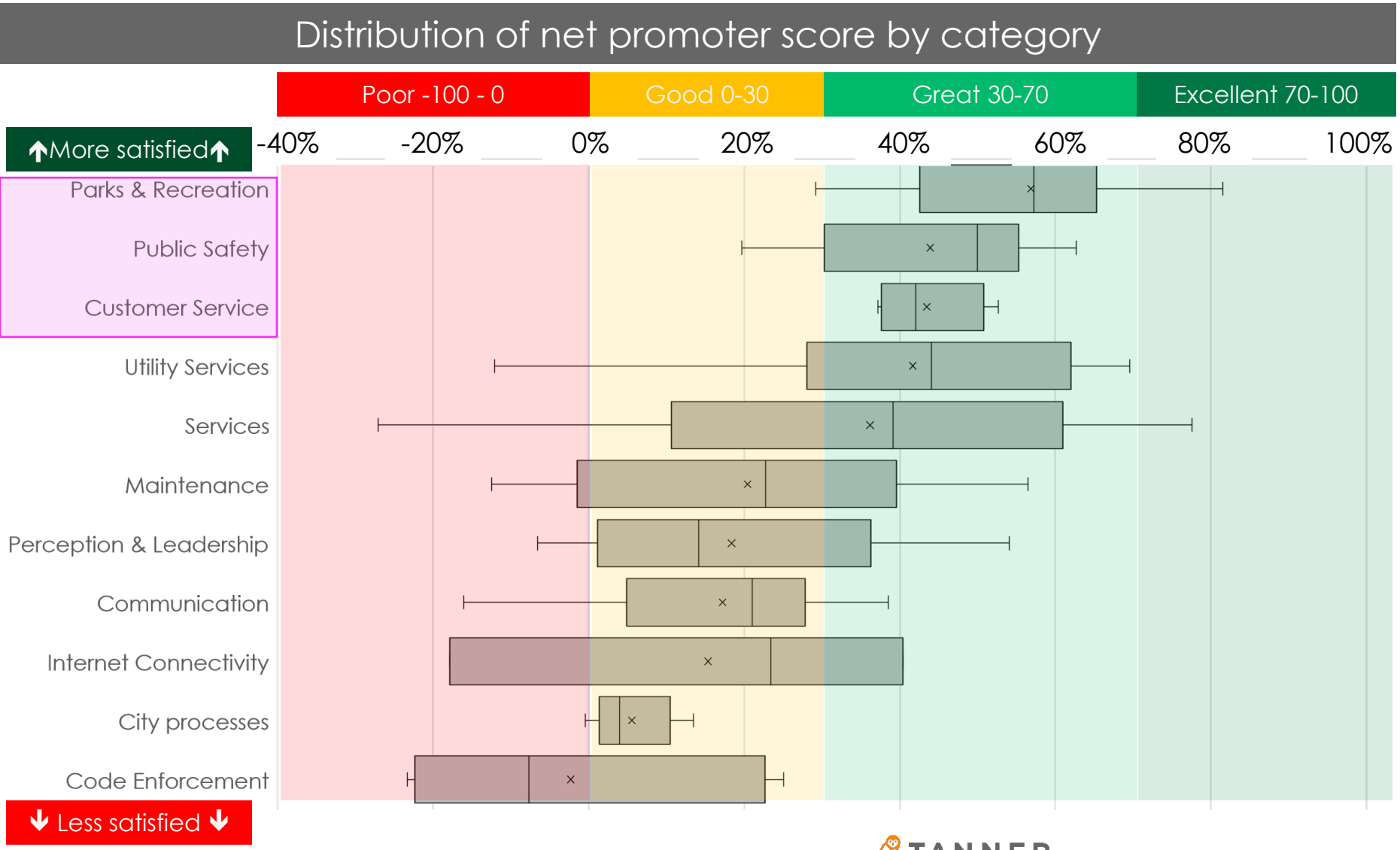

Generally, citizens are most satisfied with **parks and rec, public safety, and customer services.**

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

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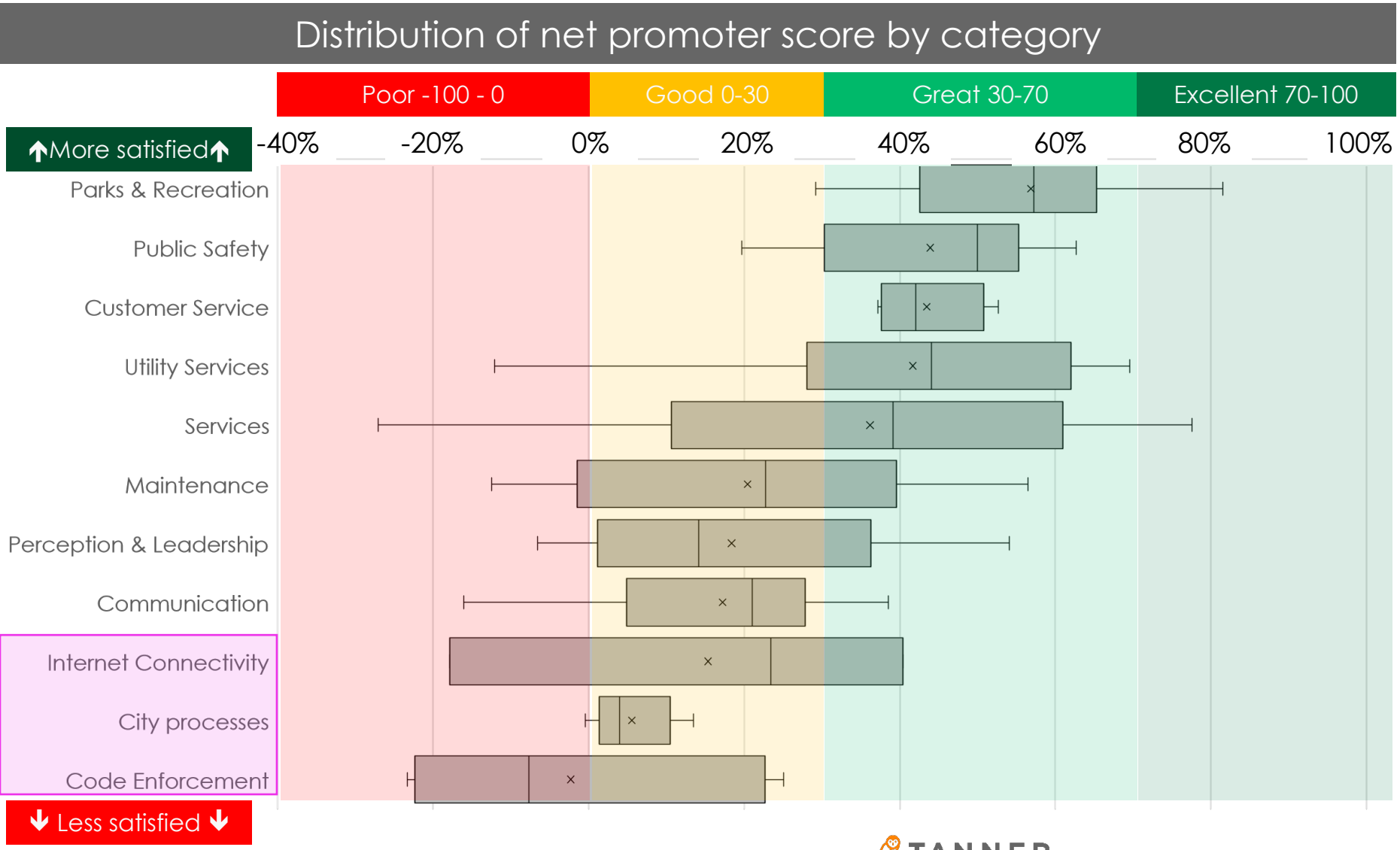

Generally, citizens are most satisfied with parks and rec, public safety, and customer services.

But least satisfied with **city processes, internet connectivity, and code enforcement**

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

NPS by category

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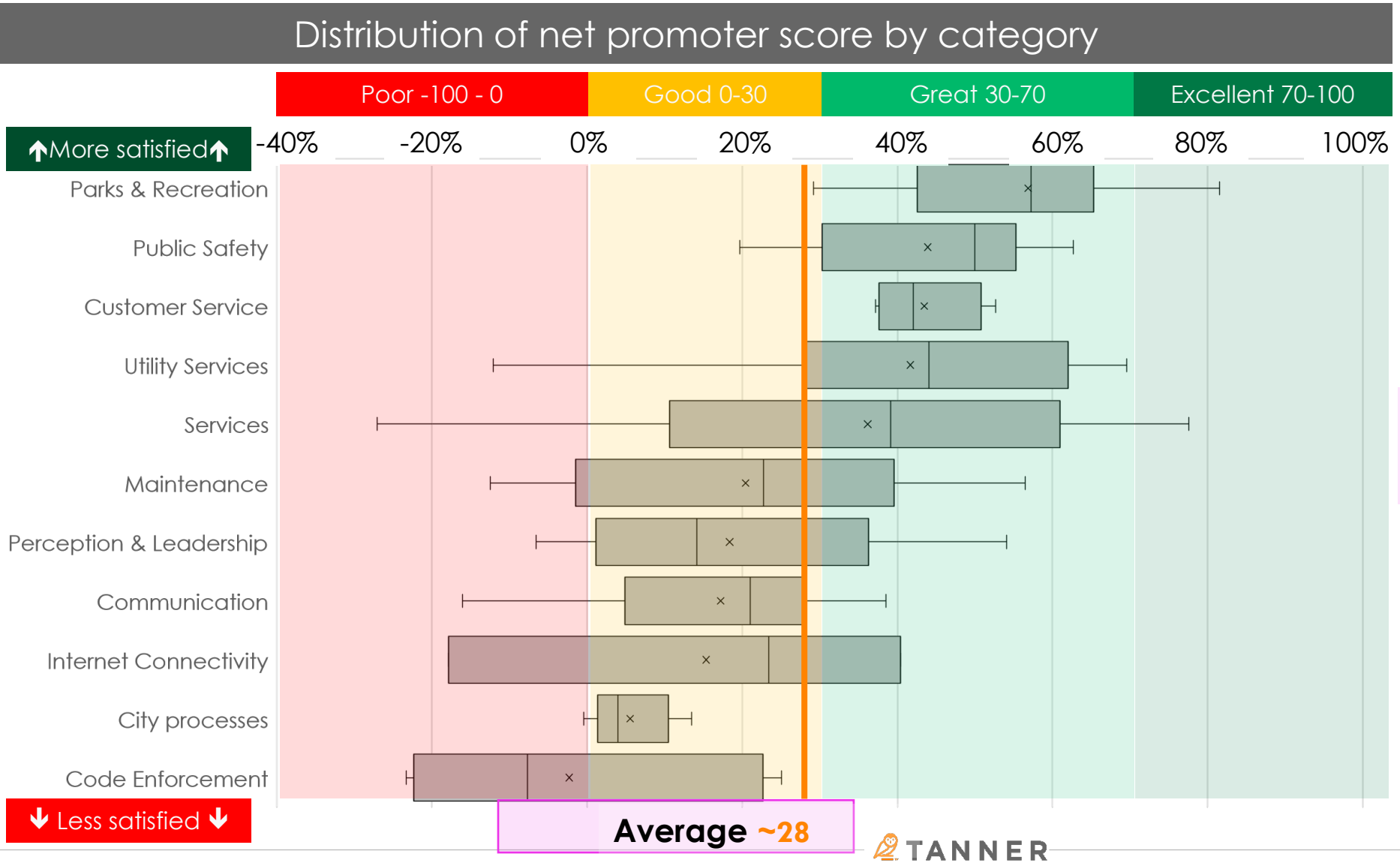


Generally, citizens are most satisfied with parks and rec, public safety, and customer services.

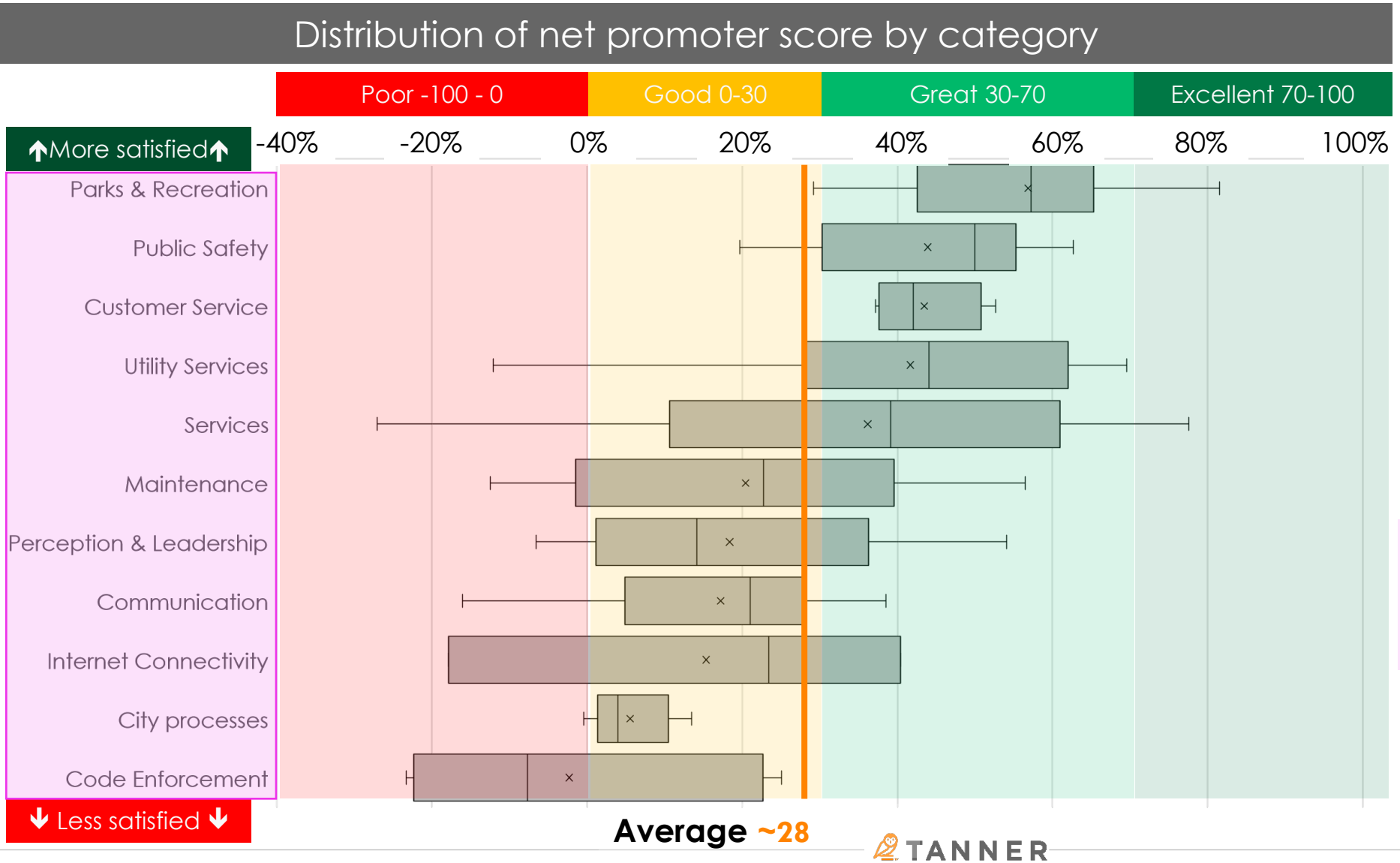
But least satisfied with city processes, internet connectivity, and code enforcement

Across all questions the city scored and average NPS of ~28 which is considered good.

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

NPS by category

If we do this for each section of the survey, we can learn some interesting things:



Generally, citizens are most satisfied with parks and rec, public safety, and customer services.

But least satisfied with city processes, internet connectivity, and code enforcement

Across all questions the city scored and average NPS of ~28 which is considered good.

Through the remainder of our analysis, we take a deeper look at each of these individual sections and highlight insights along the way

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

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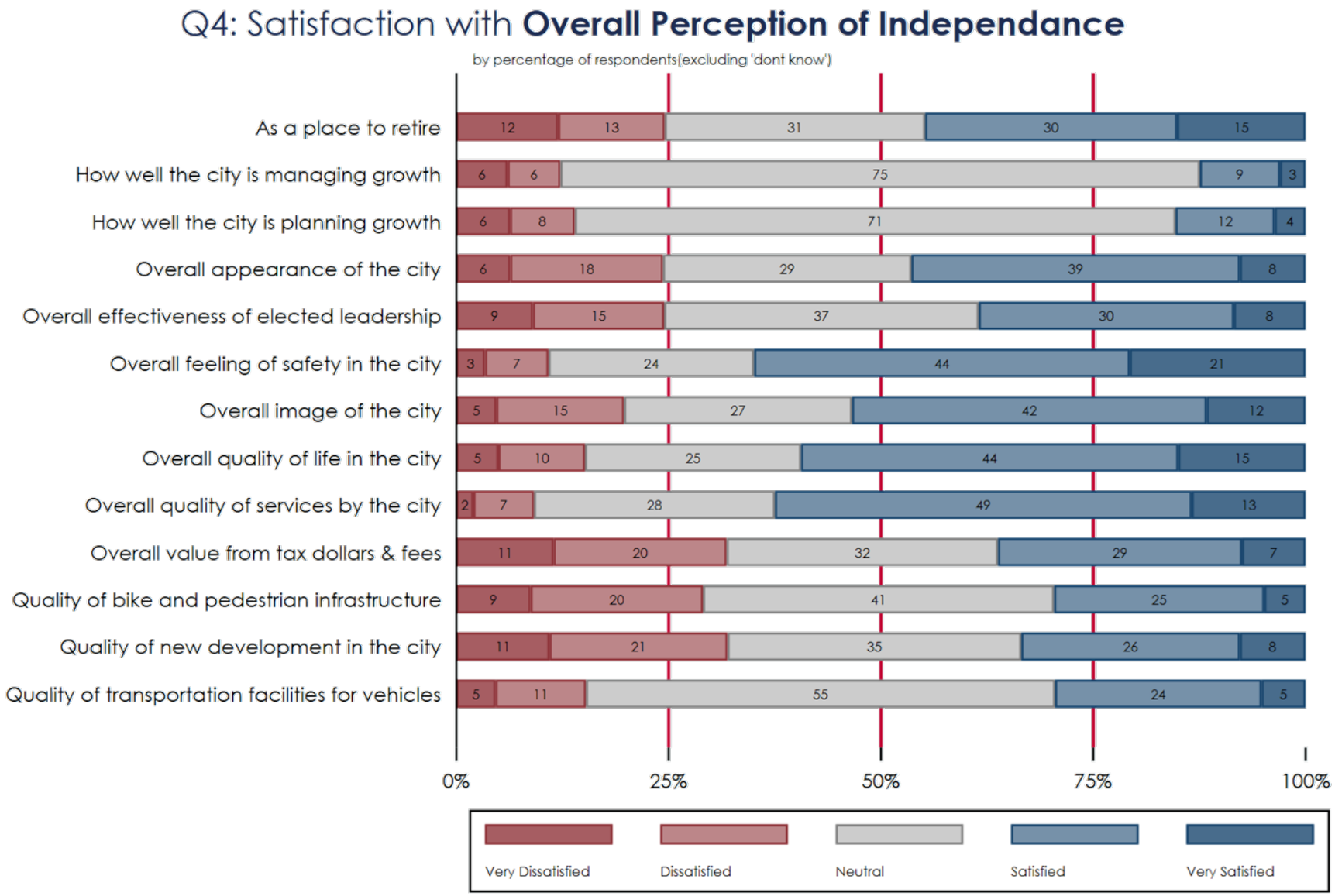
Overall perception of Independence

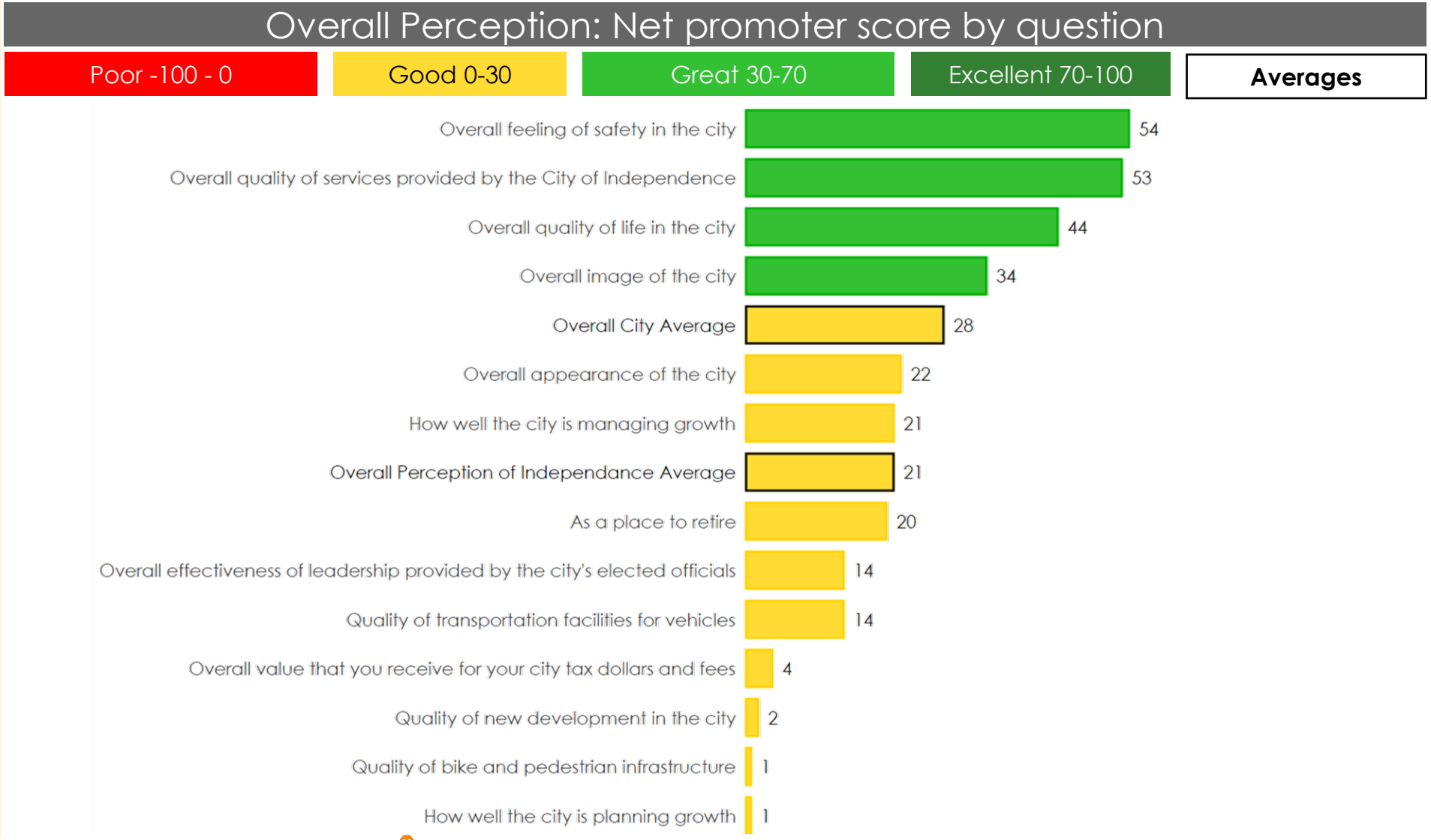
Overall perception:
21 (Good)



Overall perception of Independence

Overall perception:
21 (Good)

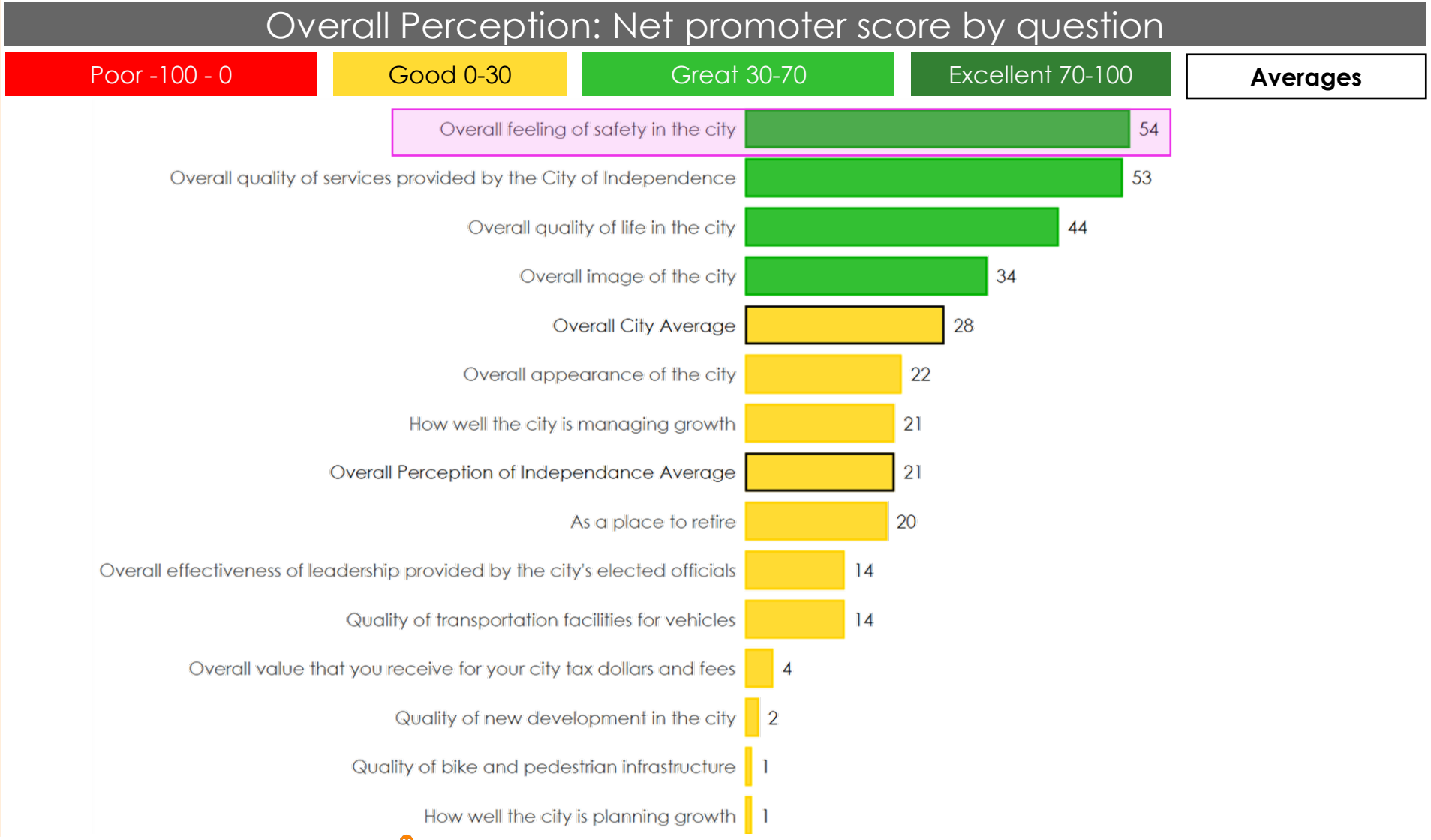
The overall perception of independences is ~22—which is good. It is, however, below average when compared to the overall average



Overall perception of Independence

Overall perception:
21 (Good)

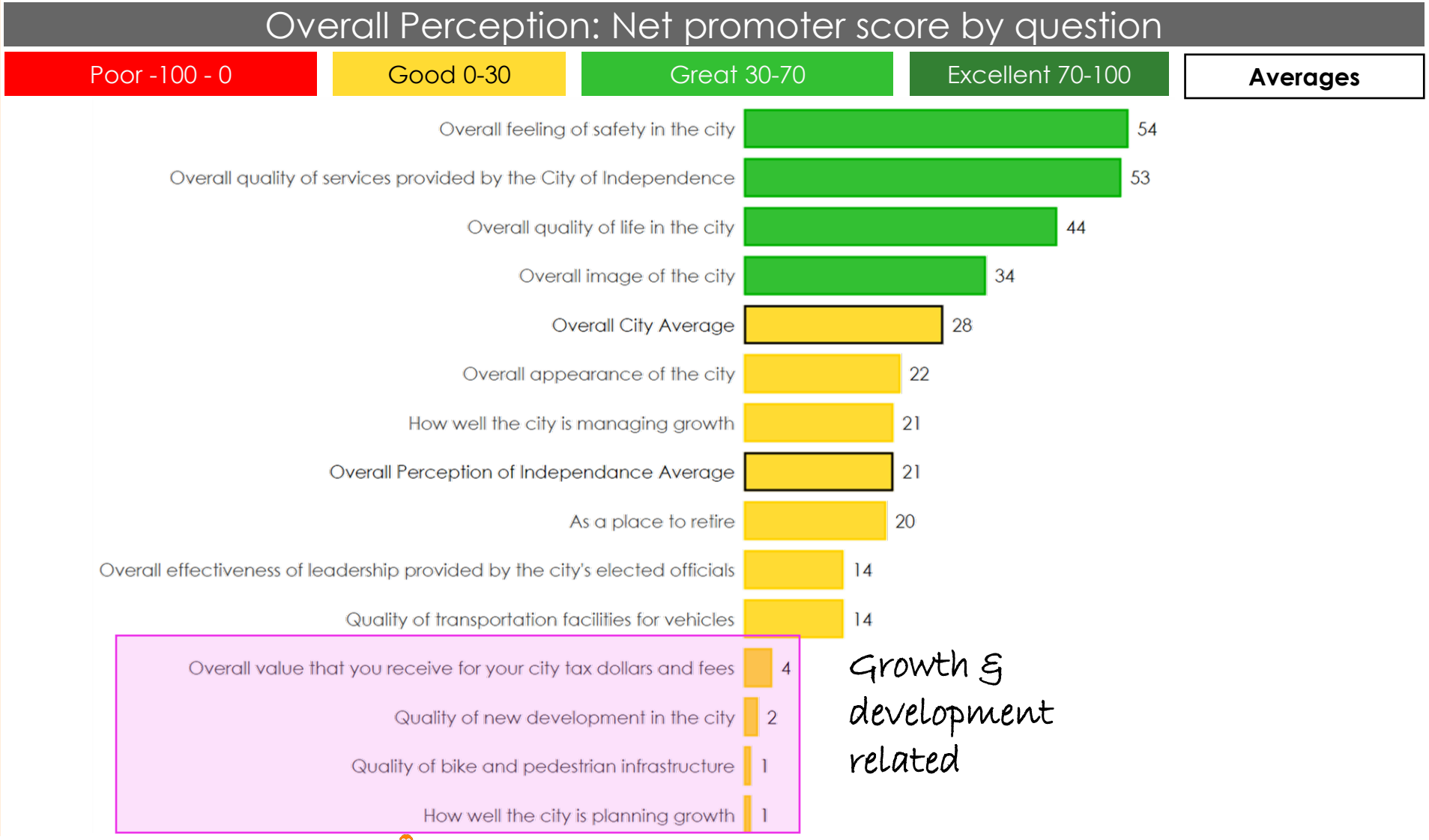
Overall, safety scores high. We will cover more on this in the "Public Safety" section.



Overall perception of Independence

Overall perception:
21 (Good)

The primary drivers of lower satisfaction are related to growth and development.



Overall perception of Independence

Overall perception:
21 (Good)

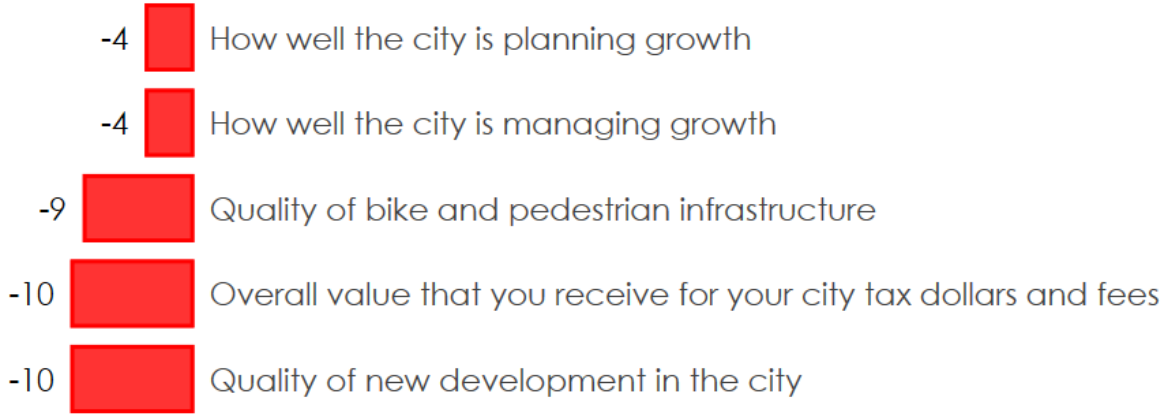
It should also be noted that older cohorts appear much more satisfied with growth than younger ones. Controlling for age, the NPS drops greatly

Overall Perception: Net promoter score by question

Poor -100 - 0 | Good 0-30 | Great 30-70 | Excellent 70-100 | **Averages**

Growth & development related

Controlled for age



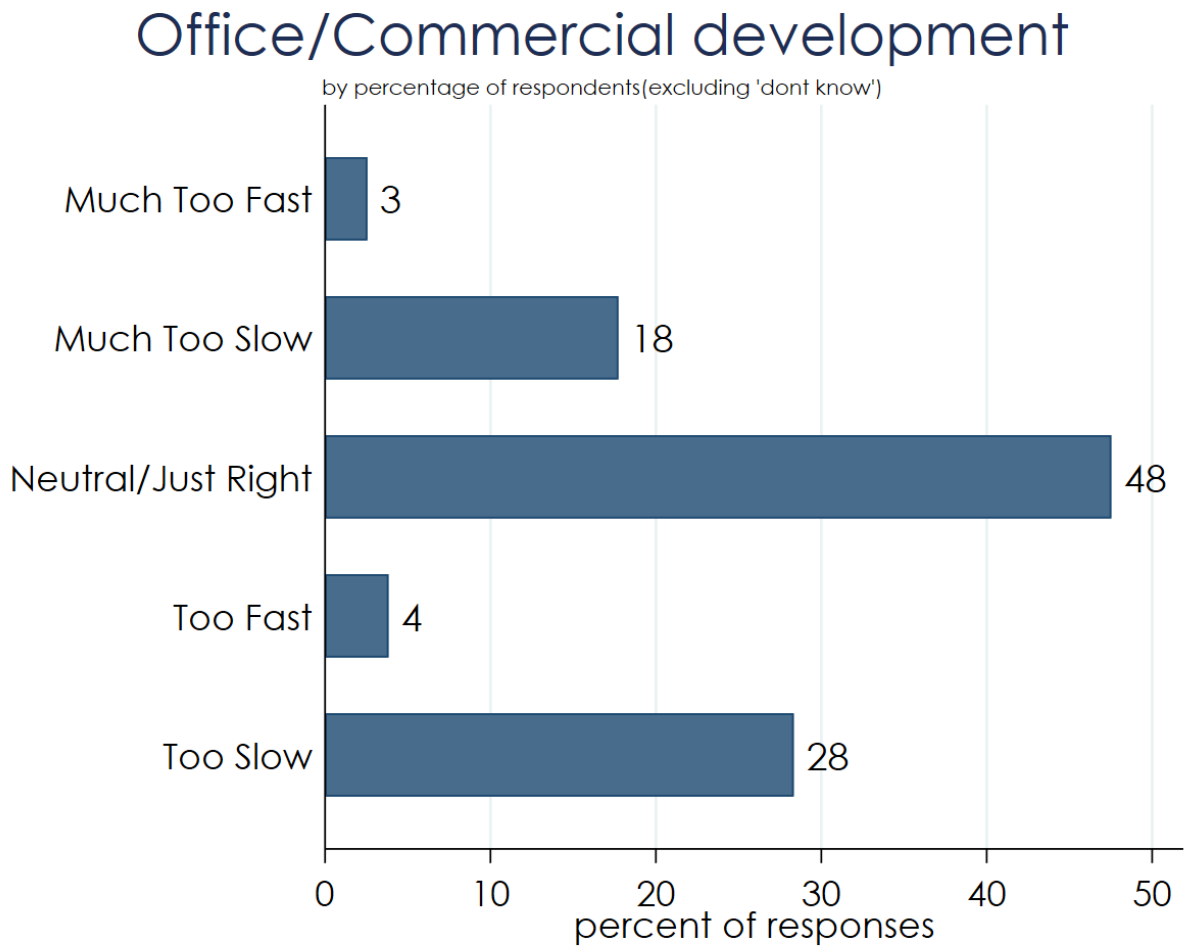
Let's in deeper into these areas

Overall perception of Independence

Overall perception:
21 (Good)

Regarding the current pace of growth, there is a 50/50 split in thinking the pace is on target vs slower than it should be.

Rate the city's current pace of development in each of the following areas:

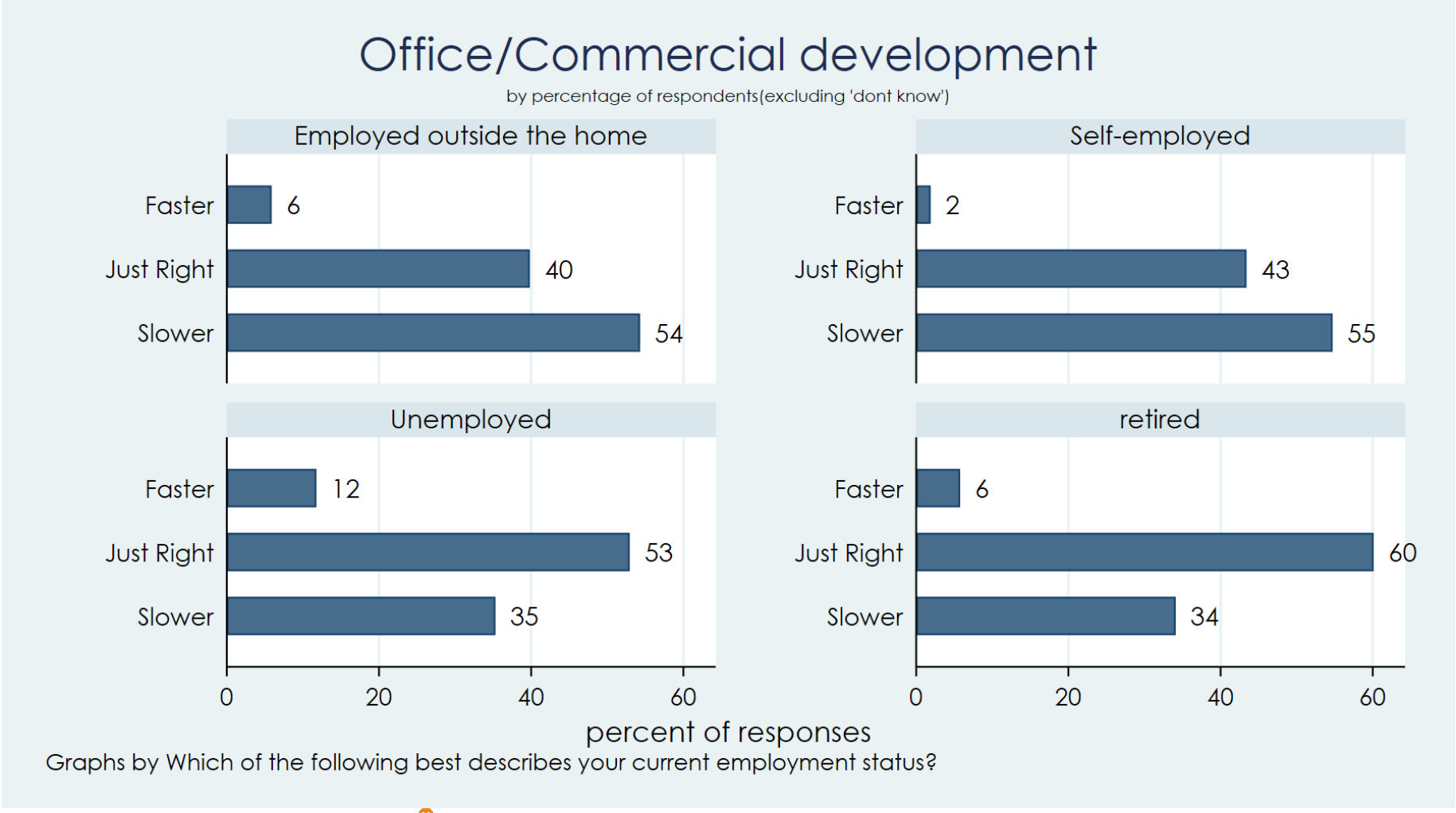


Overall perception of Independence

Overall perception:
21 (Good)

The chief explanation for the 50/50 split is employment. Those who are unemployed or retired skew towards "just right" but working people view commercial growth as being too slow.

Rate the city's current pace of development in each of the following areas:

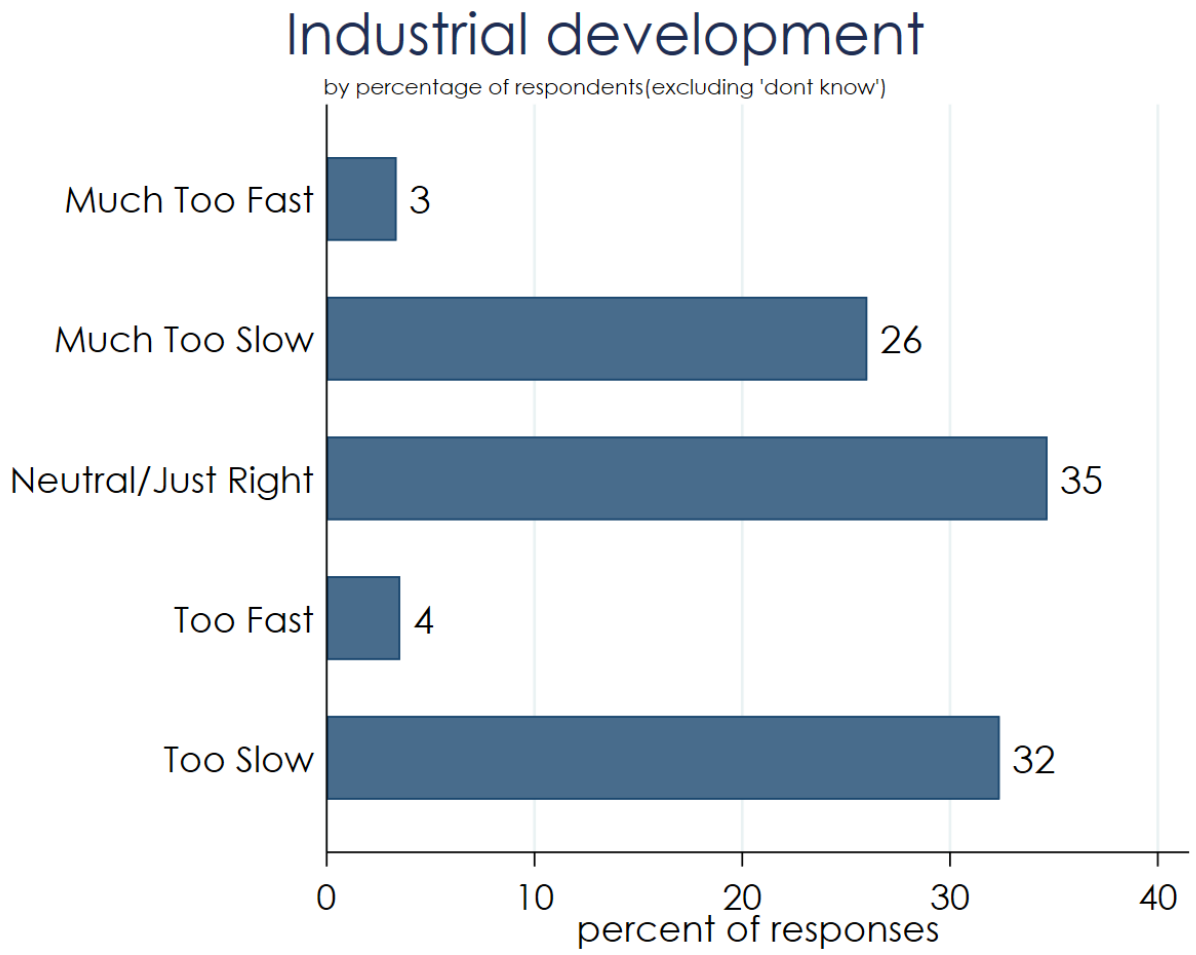


Overall perception of Independence

Overall perception:
21 (Good)

~58% of respondents see industrial development as being slower than it should be

Rate the city's current pace of development in each of the following areas:

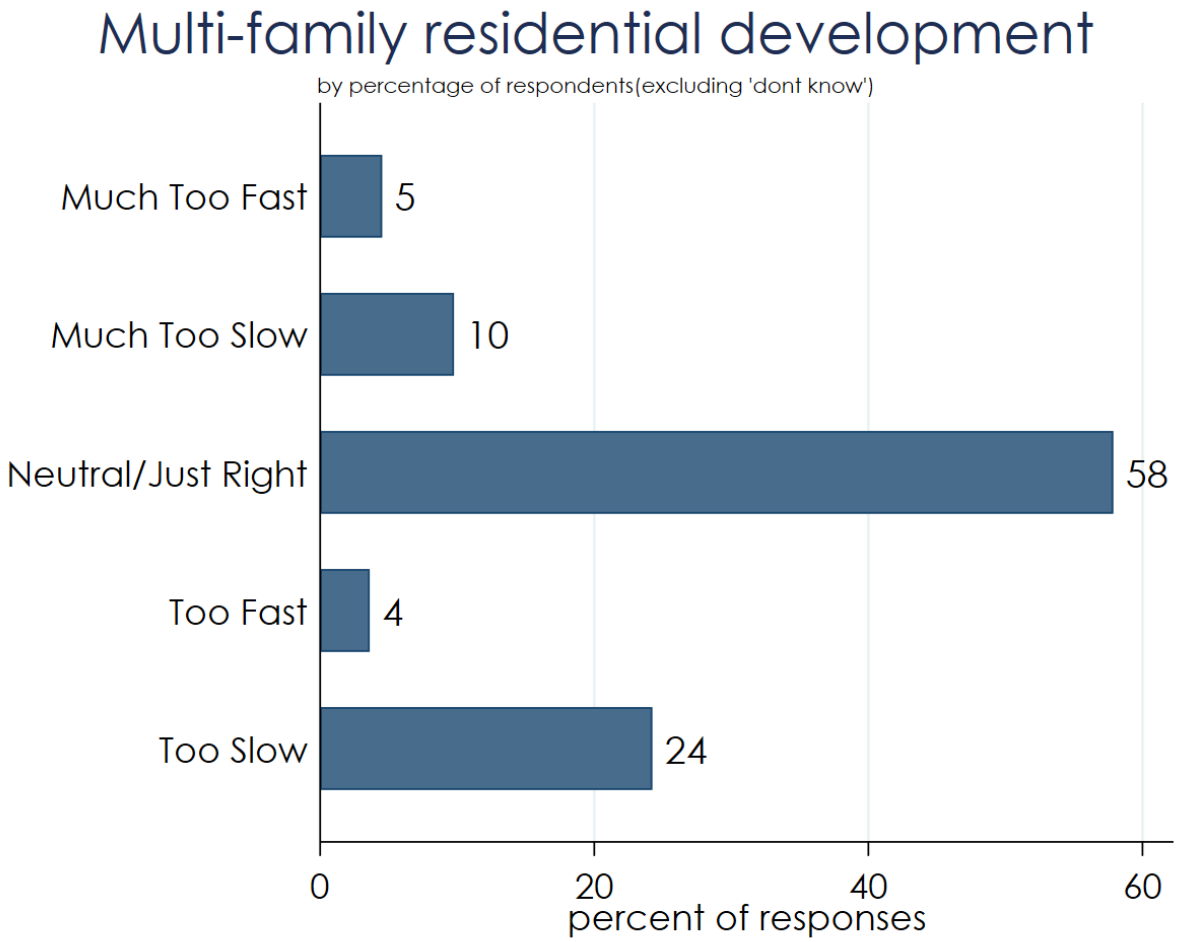


Overall perception of Independence

Overall perception:
21 (Good)

But the majority (~58%) of respondents see multi-family residential development as being on track

Rate the city's current pace of development in each of the following areas:

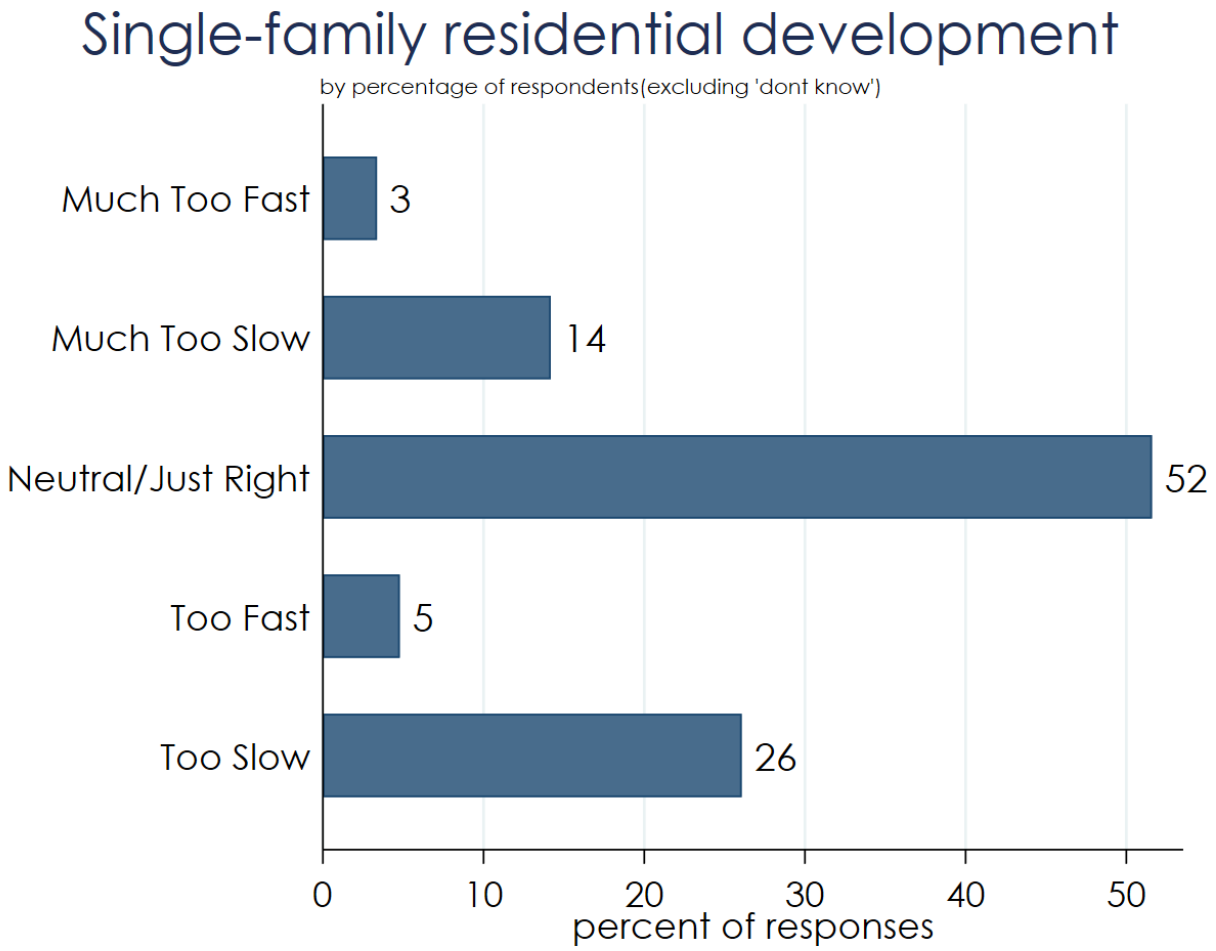


Overall perception of Independence

Overall perception:
21 (Good)

The majority (~52%) of respondents see single-family residential development as being on track. However, nearly ~40% see it as being slow.

Rate the city's current pace of development in each of the following areas:

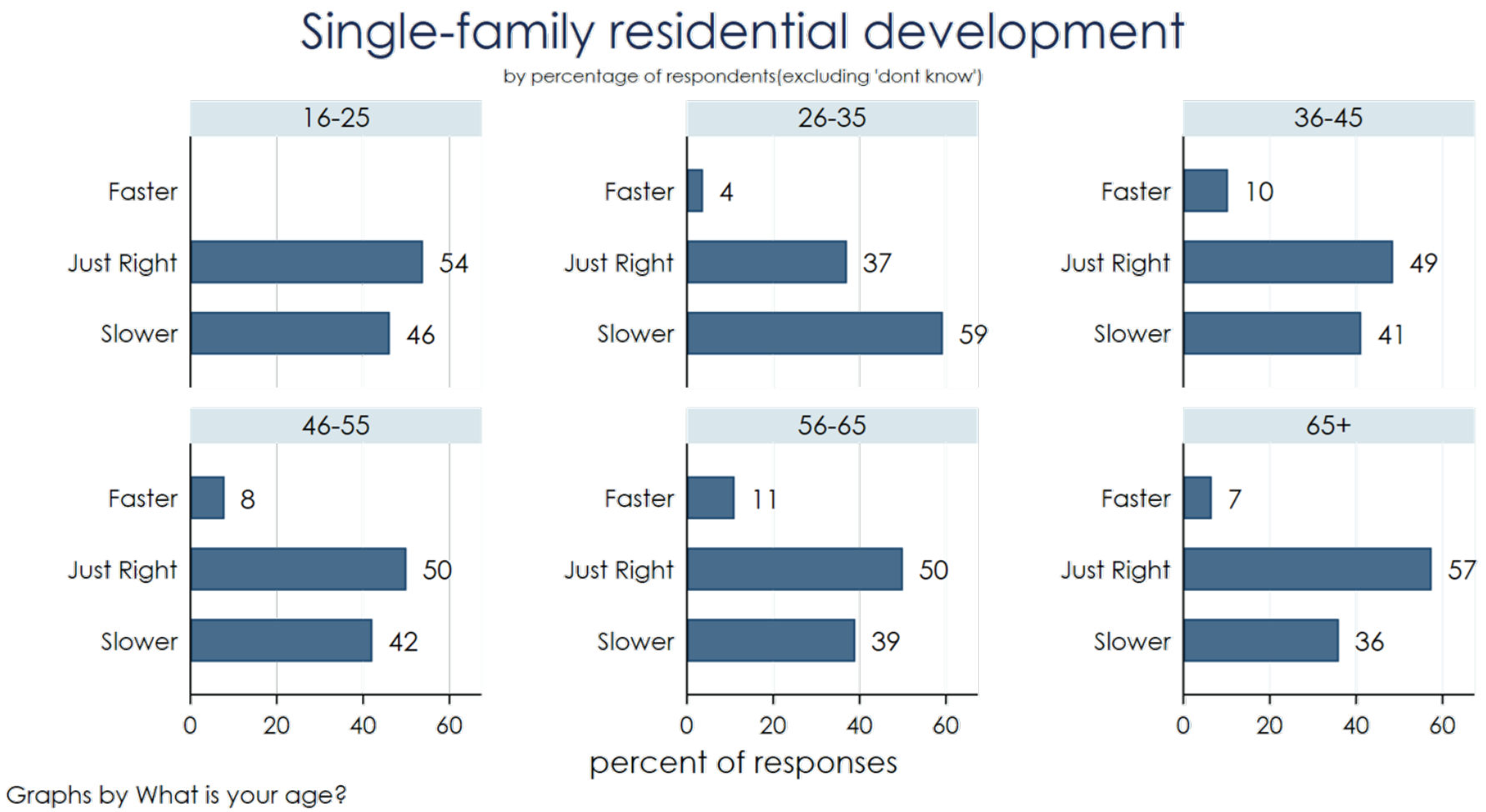


Overall perception of Independence

Overall perception:
21 (Good)

Age plays a role here. Those most likely to be single 26-35 see single-family residential development as being too slow compared to other ages

Rate the city's current pace of development in each of the following areas:

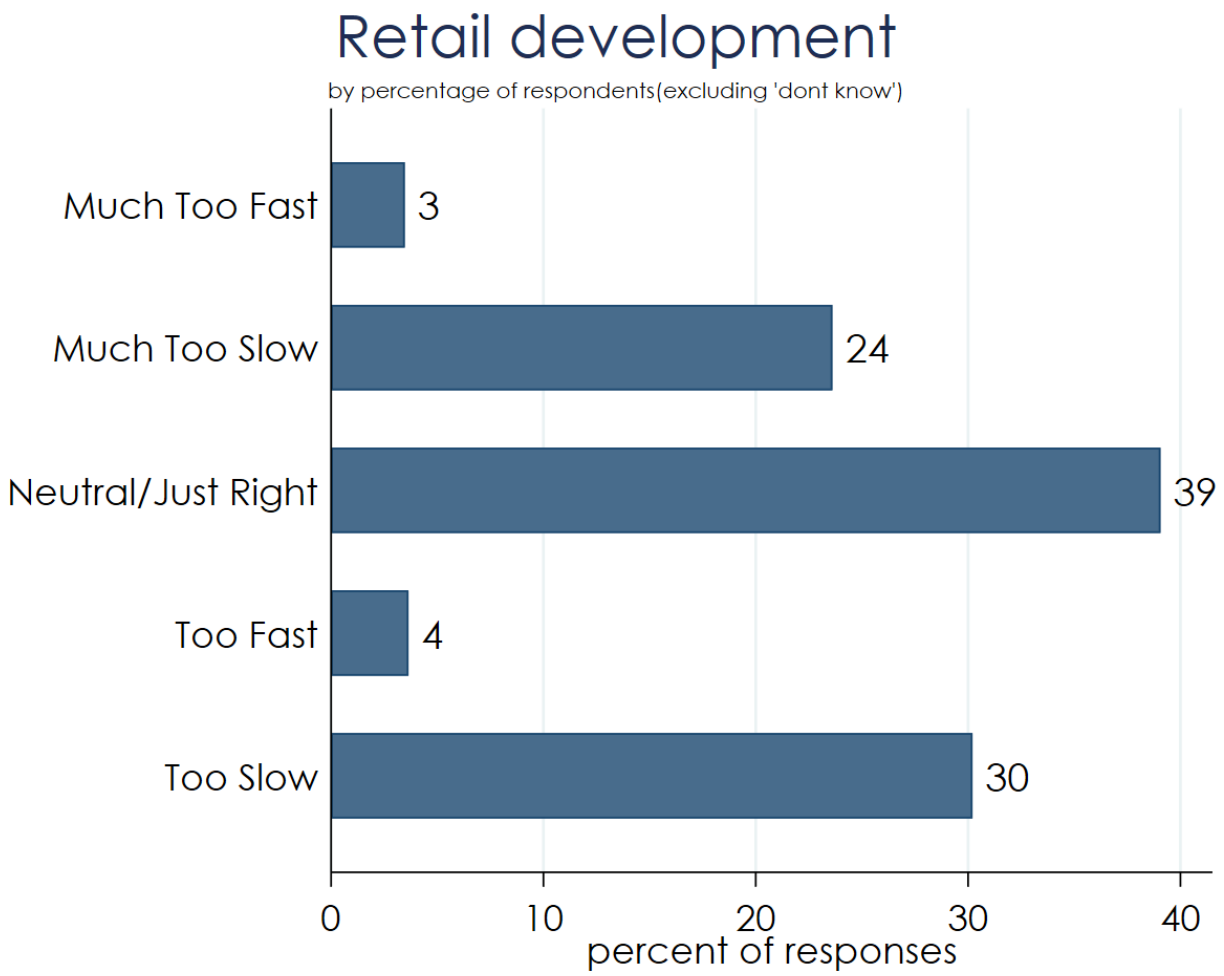


Overall perception of Independence

Overall perception:
21 (Good)

Finally, ~54% of people see retail development as too slow. Age does not play a significant role here

Rate the city's current pace of development in each of the following areas:

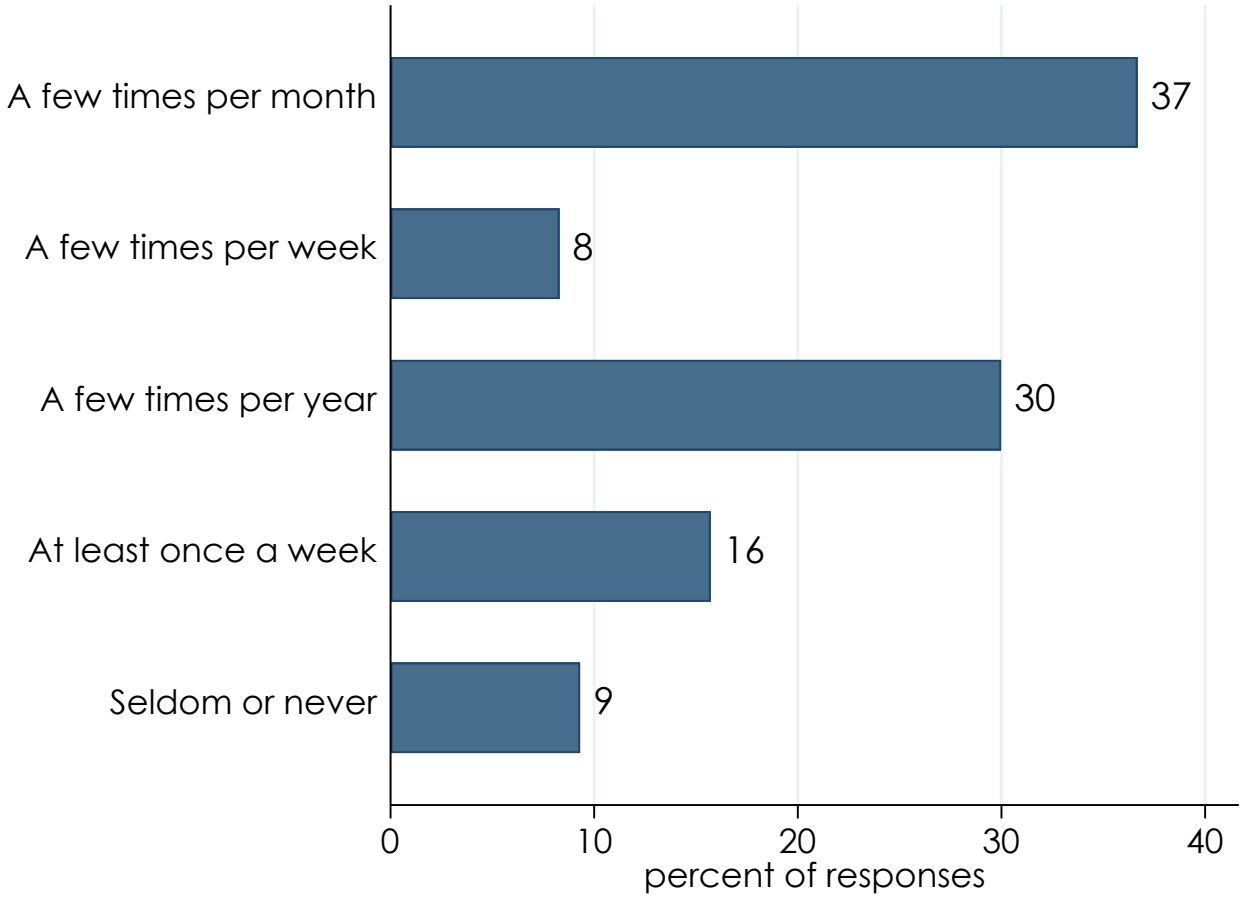


Overall perception of Independence

Overall perception:
21 (Good)

One artifact of retail development being too slow is that ~65% of residents leave the city regularly to shop

Typically, how often do you go to communities other than Independence to shop (this does not include online shopping)?`

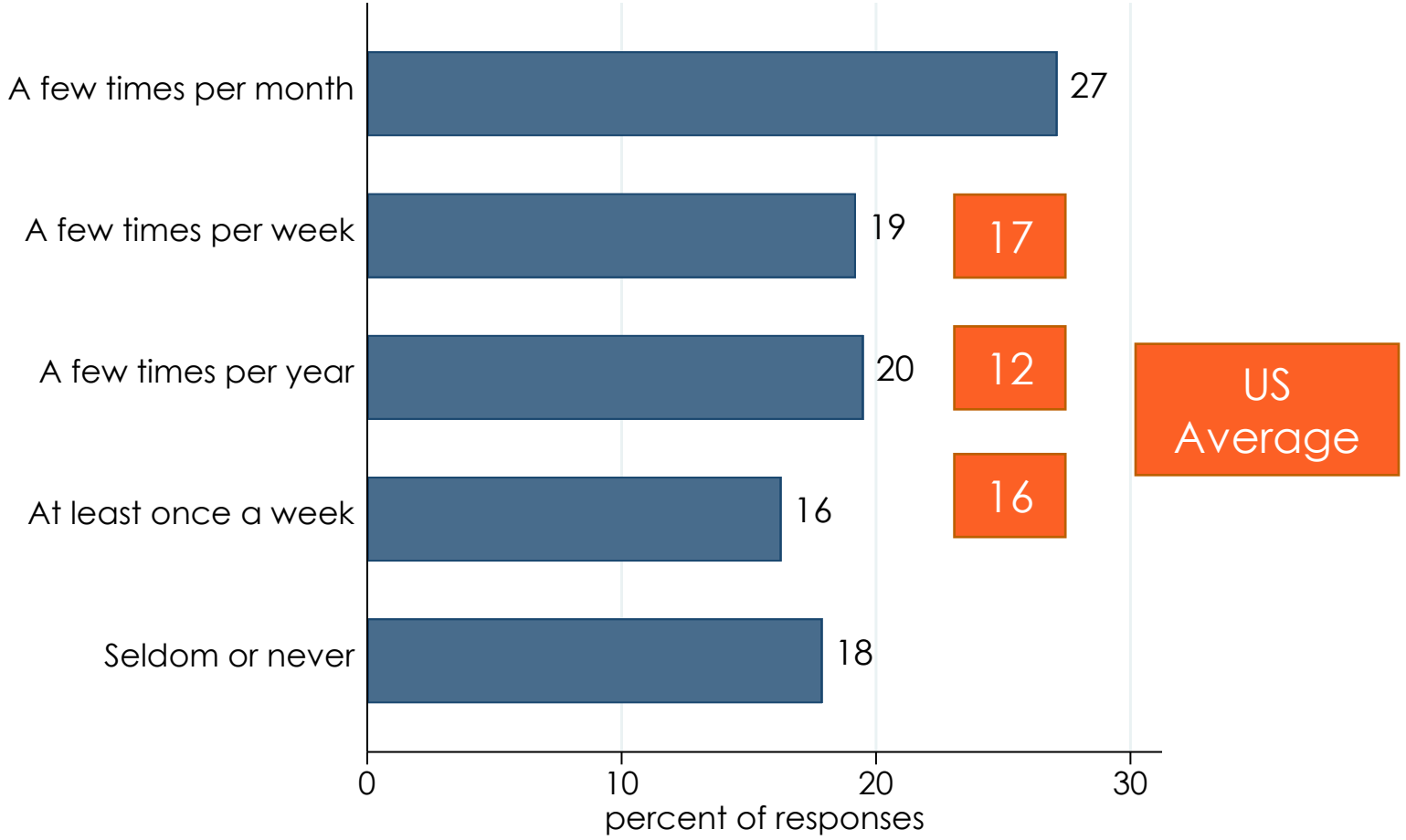


Overall perception of Independence

Overall perception:
21 (Good)

Likewise, many turn to ecommerce for shopping. Compared to the US average, people in Independence shop online slightly more than others

Typically, how often do you shop online with stores outside of Independence?

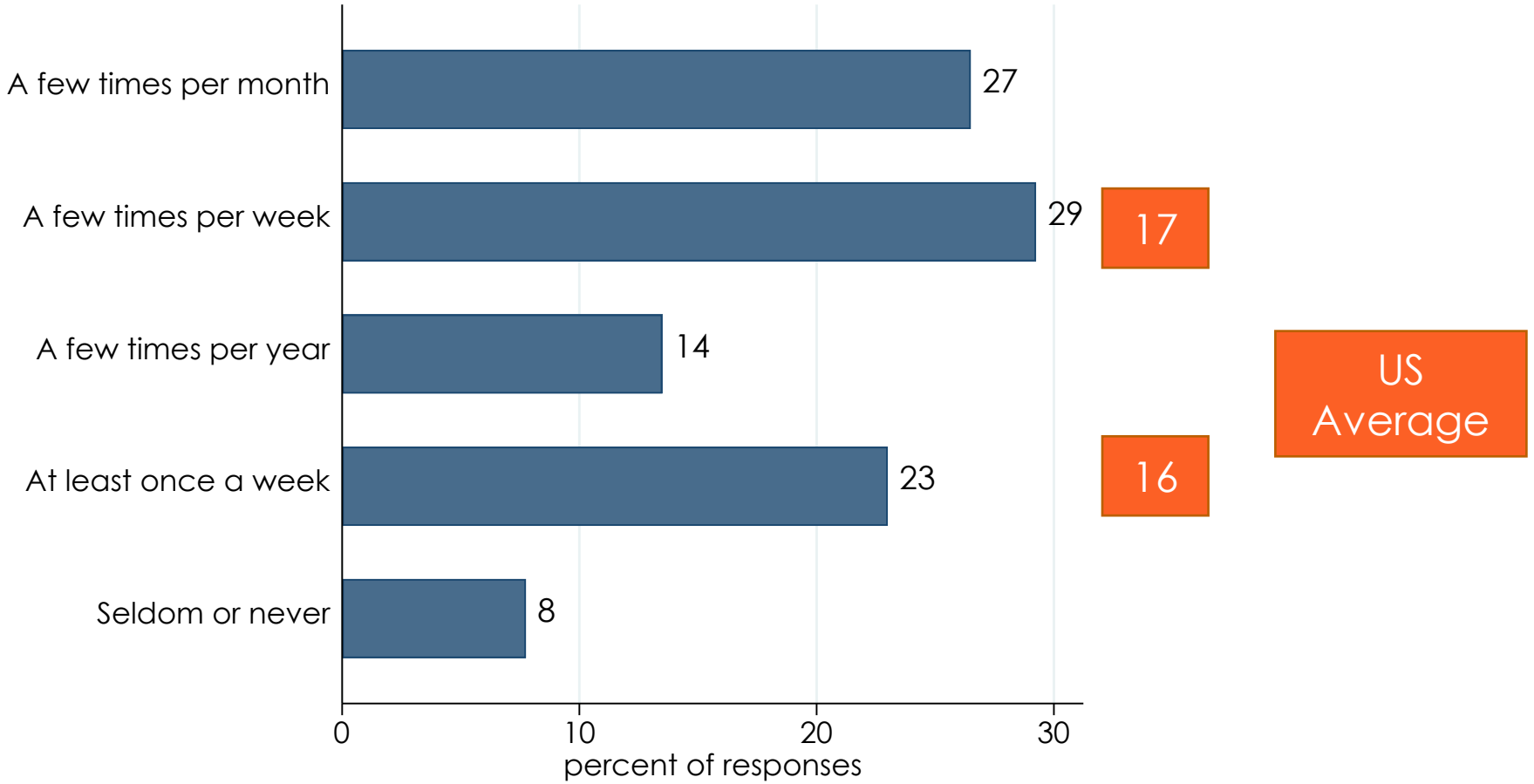


Overall perception of Independence

Overall perception:
21 (Good)

This jumps even higher when restricted to those younger than 65. These residents shop online 70% more frequently than national averages

Typically, how often do you shop online with stores outside of Independence?
Age<65



Overall perception of Independence

Overall perception:
21 (Good)

Now that we have looked at **current** behaviors/perceptions of growth and development.

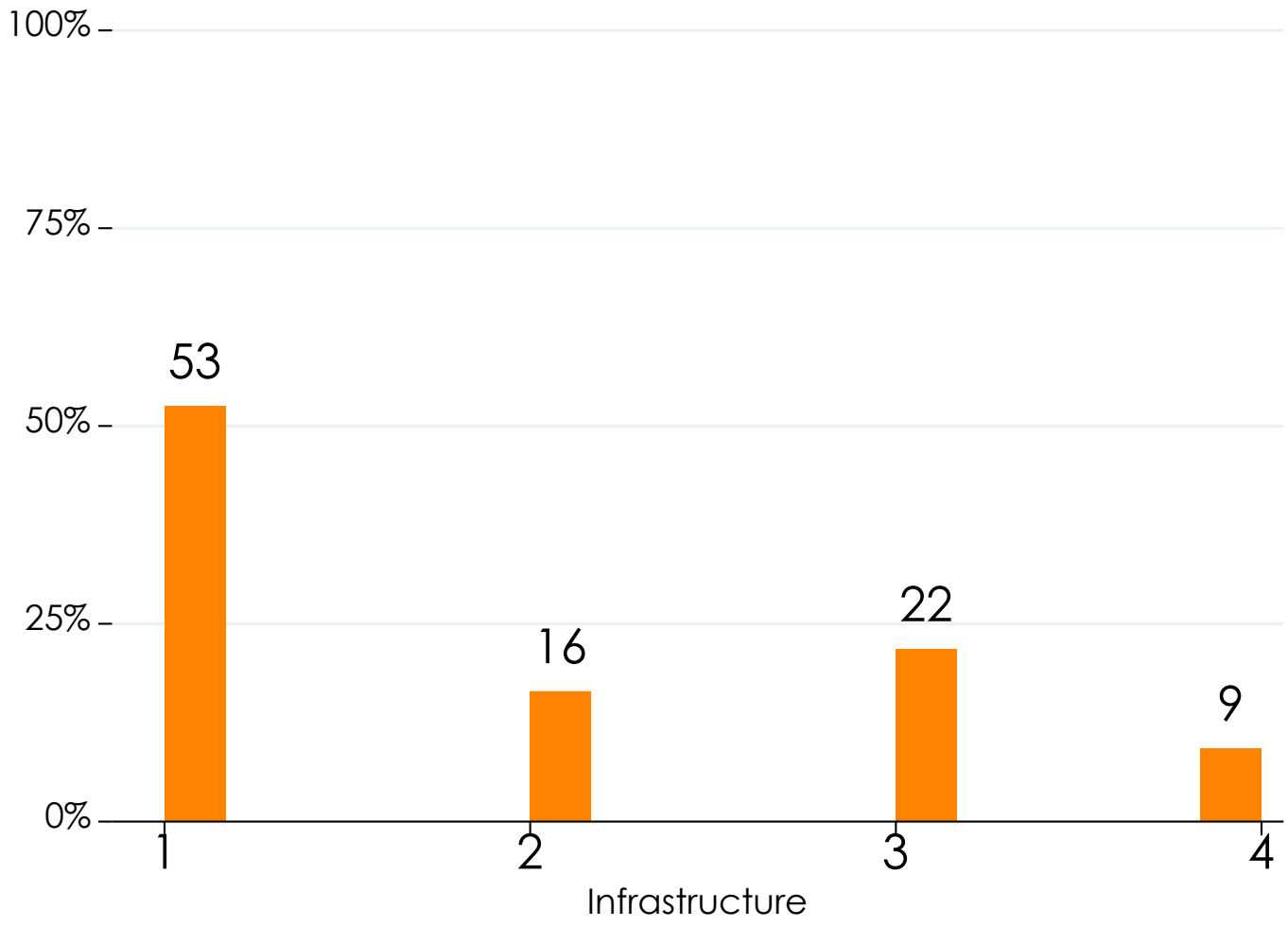
Lets look at **future** expectations for growth

Overall perception of Independence

Overall perception:
21 (Good)

In terms of the priorities for 2021, most prioritize infrastructure: i.e., to evaluate and develop City facilities and resources to enhance efficiencies

Prioritization of strategic priorities in 2021



2021 priorities

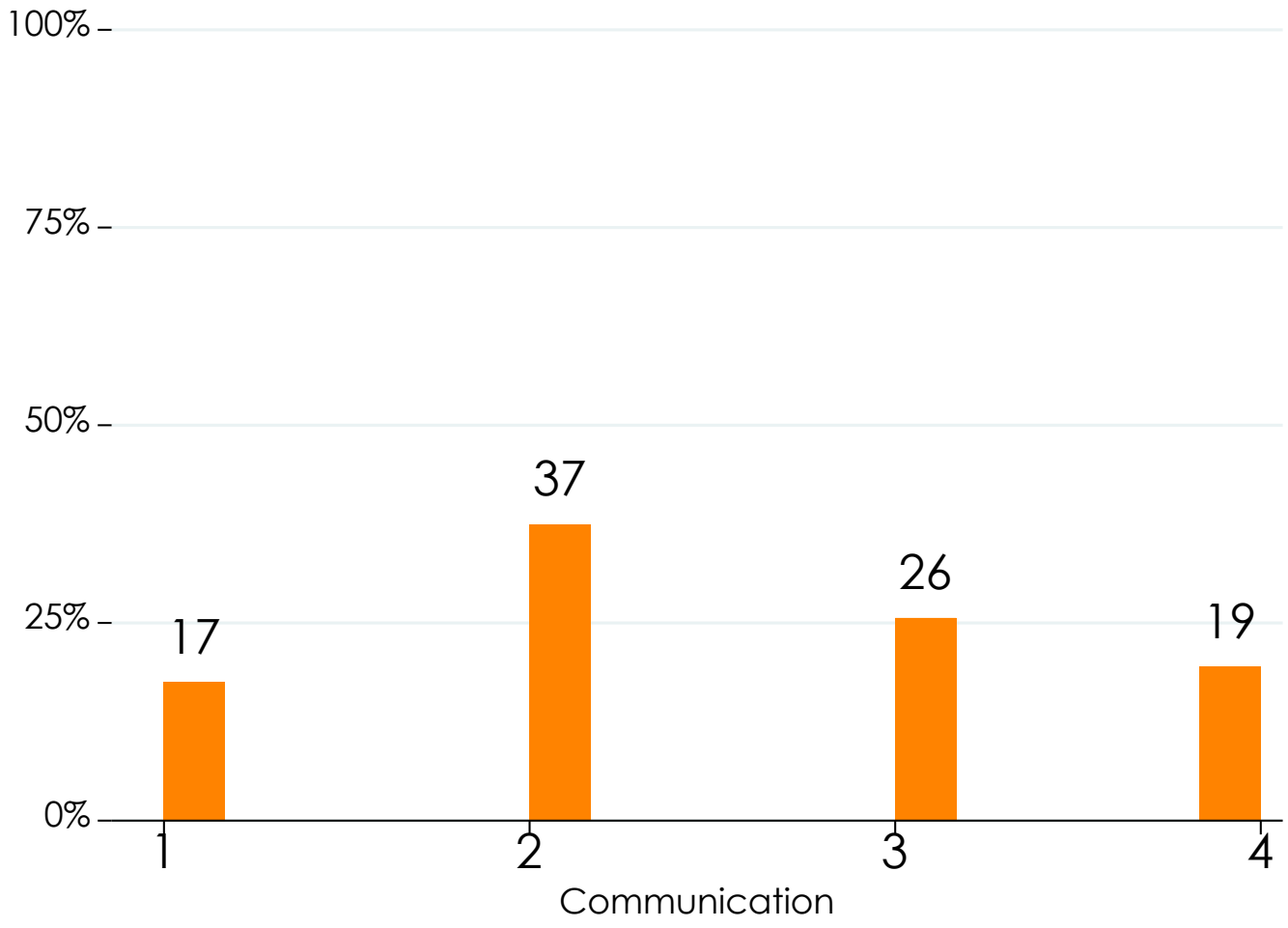
1 Infrastructure

Overall perception of Independence

Overall perception:
21 (Good)

Second, is communication i.e., Every person who contacts the City via any pathway gets what they need and have a good positive experience in the process

Prioritization of strategic priorities in 2021



2021 priorities

1 Infrastructure

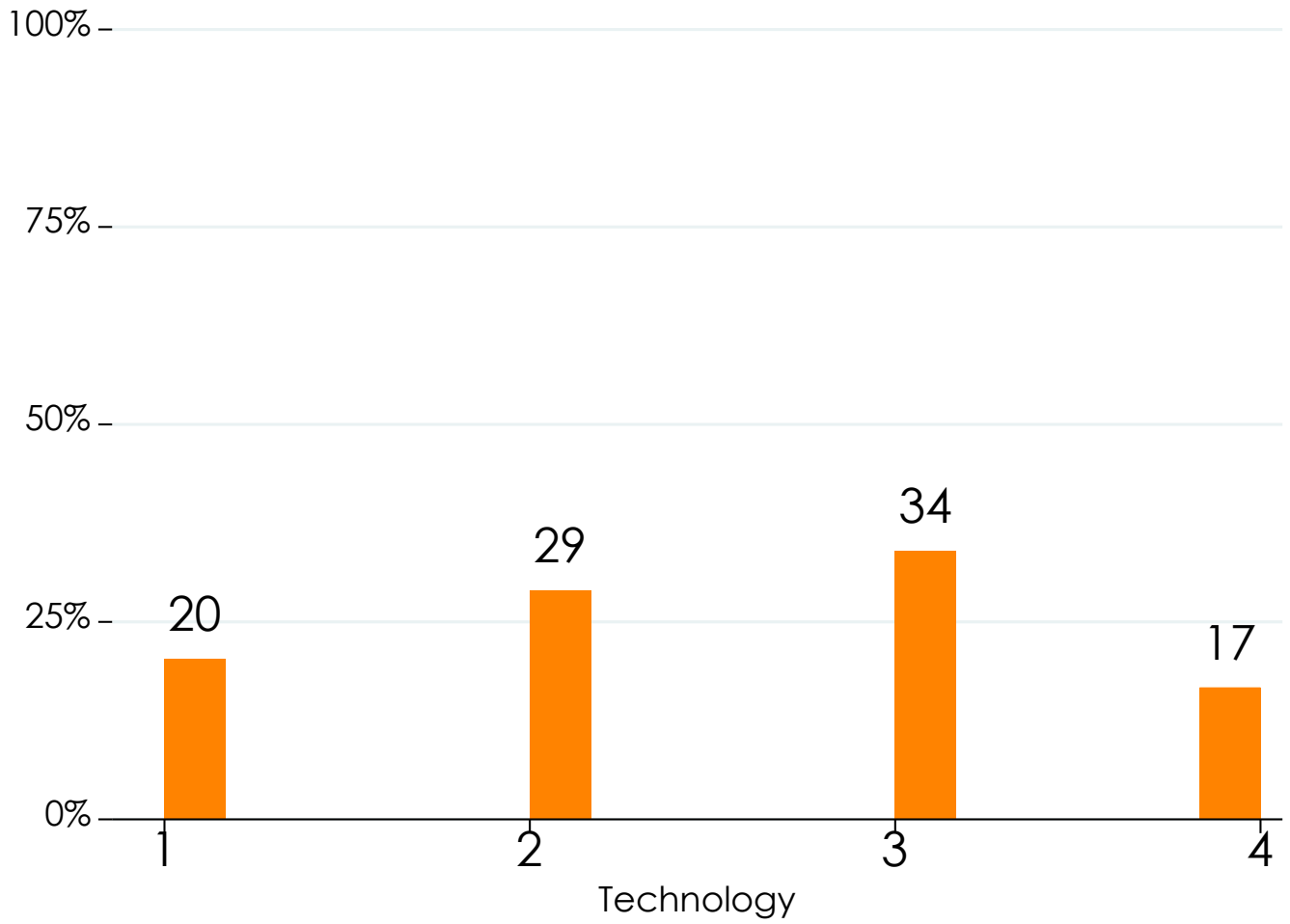
2 Communication

Overall perception of Independence

Overall perception:
21 (Good)

Third, is technology i.e., to Save employees time and improve customer service

Prioritization of strategic priorities in 2021



2021 priorities

1 Infrastructure

2 Communication

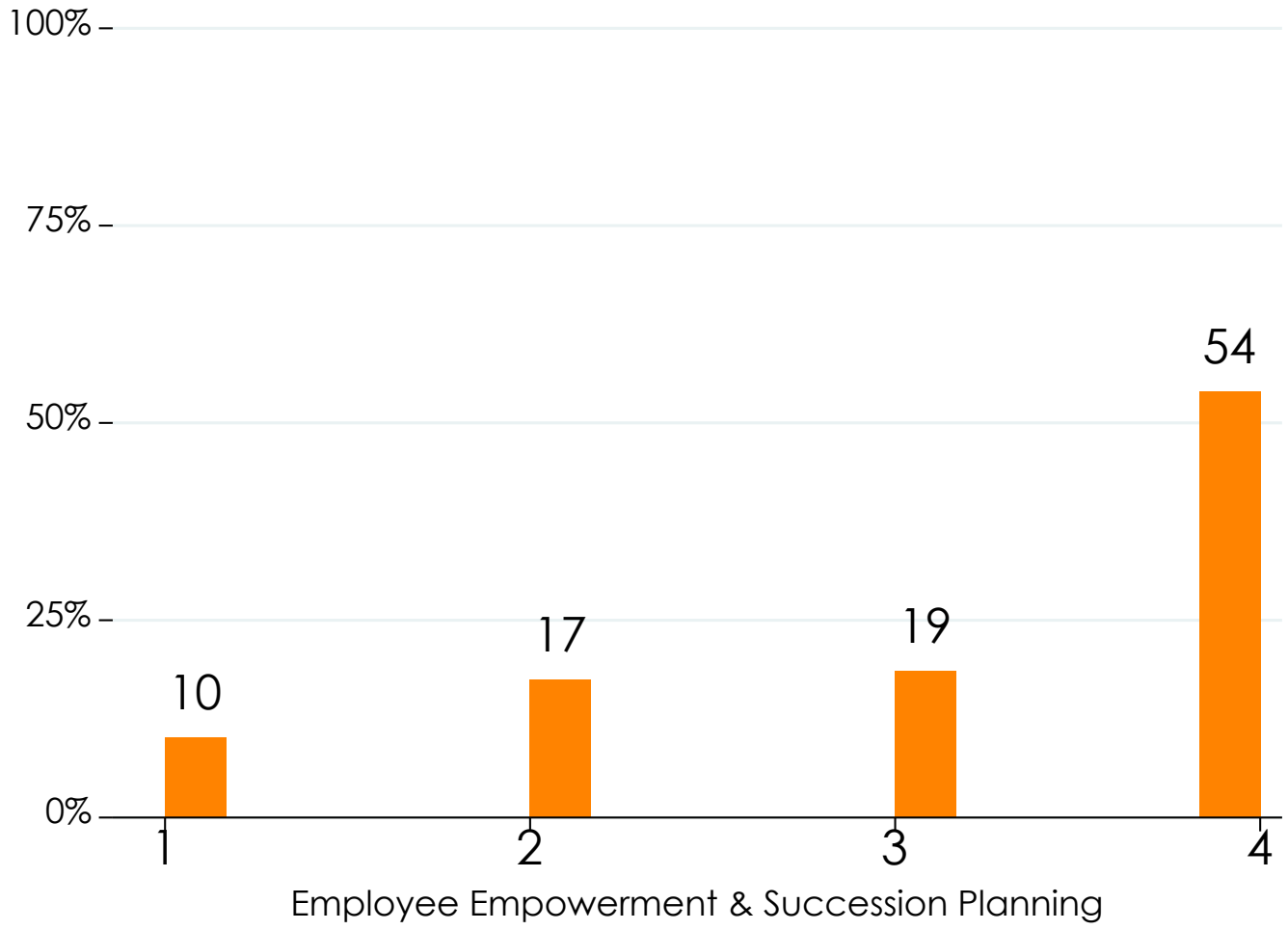
3 Technology

Overall perception of Independence

Overall perception:
21 (Good)

Finally, the fourth priority is Employee Empowerment & Succession Planning i.e., to Develop environment where employees succeed by guiding the City.

Prioritization of strategic priorities in 2021



2021 priorities

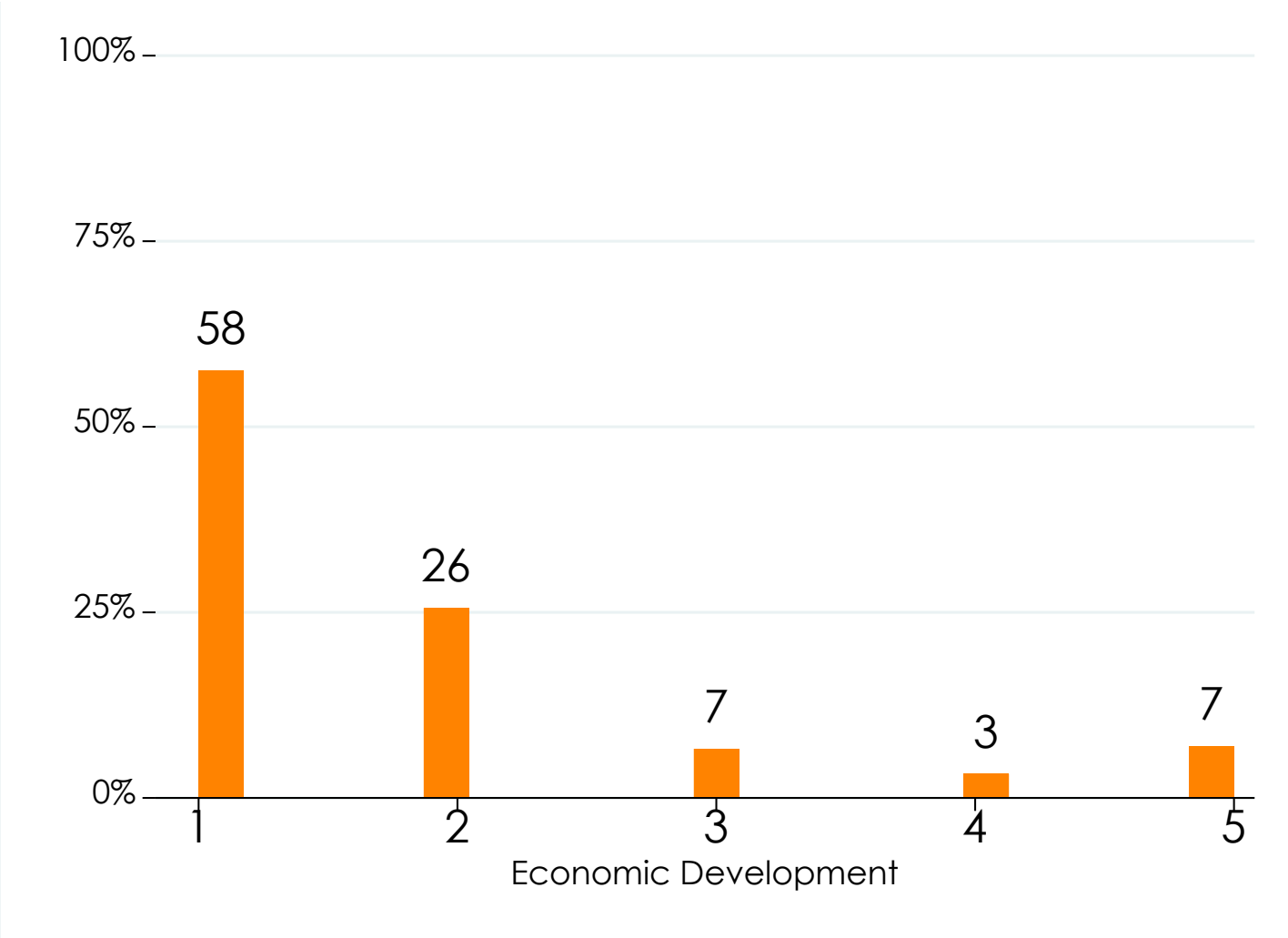
1. Infrastructure
2. Communication
3. Technology
4. Employee Planning

Overall perception of Independence

Overall perception:
21 (Good)

In terms of **5-year strategy** for growth and development, ~58% of respondents view economic growth as the #1 priority. Over 83% place it in the top 2

Prioritization of 5-year strategic priorities



5-year priorities

1 Economic Development

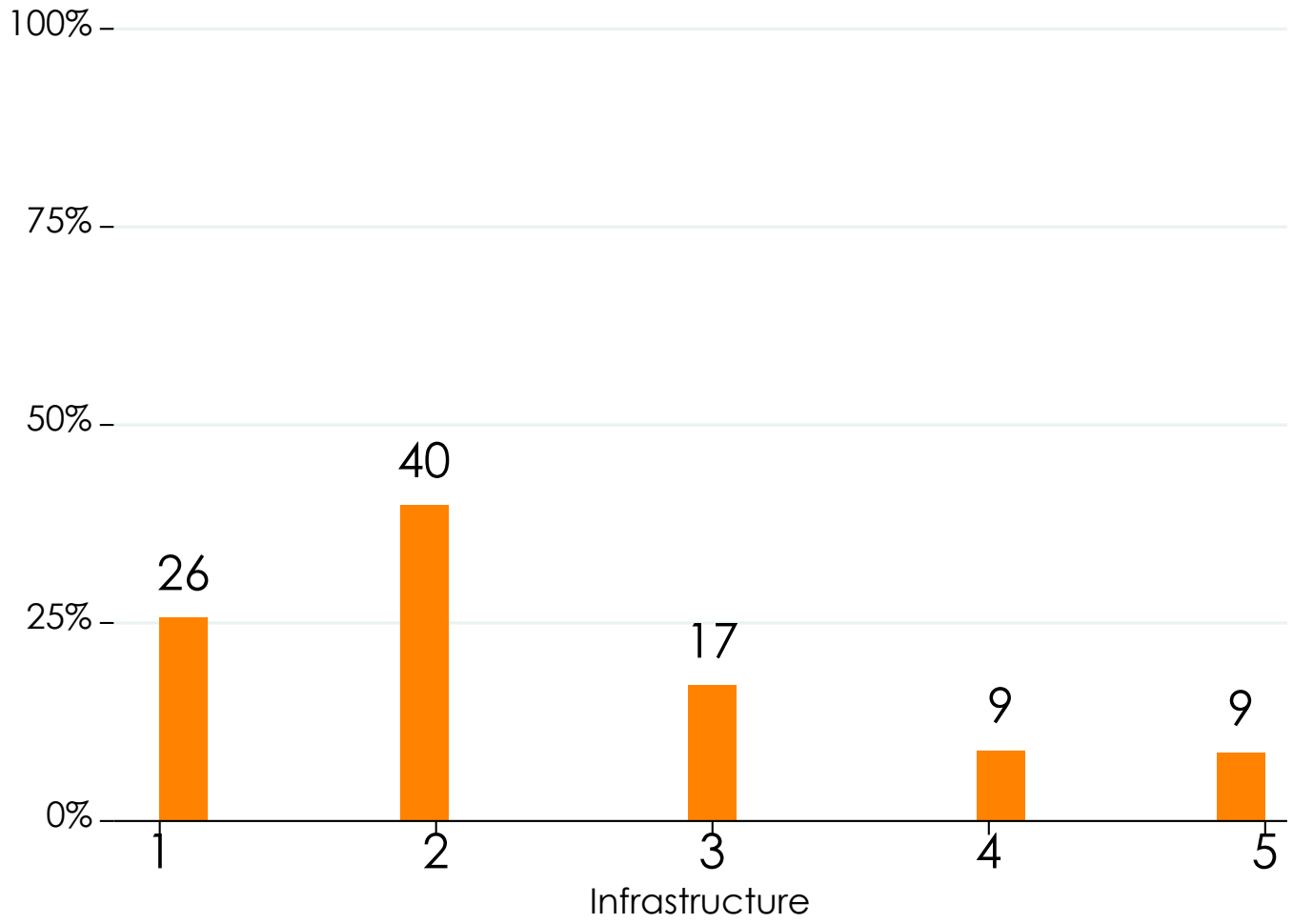
Q39 5-Year Strategic Plan Directives 2018-2023The City of Independence is also halfway through implementing its five year community-based strategic plan. The strategic directives in the plan include:1.Economic Development2.Infrastructure3.Beautification4.Park & Recreation5.Community Spirit & UnityPlease rank the importance of each goal from 1st (MOST important) to 5th (LEAST important).

Overall perception of Independence

Overall perception:
21 (Good)

Over ~40% of respondents see infrastructure as the second priority, and over 66% place it in the top 2

Prioritization of 5-year strategic priorities



5-year priorities

1. Economic Development
2. Infrastructure

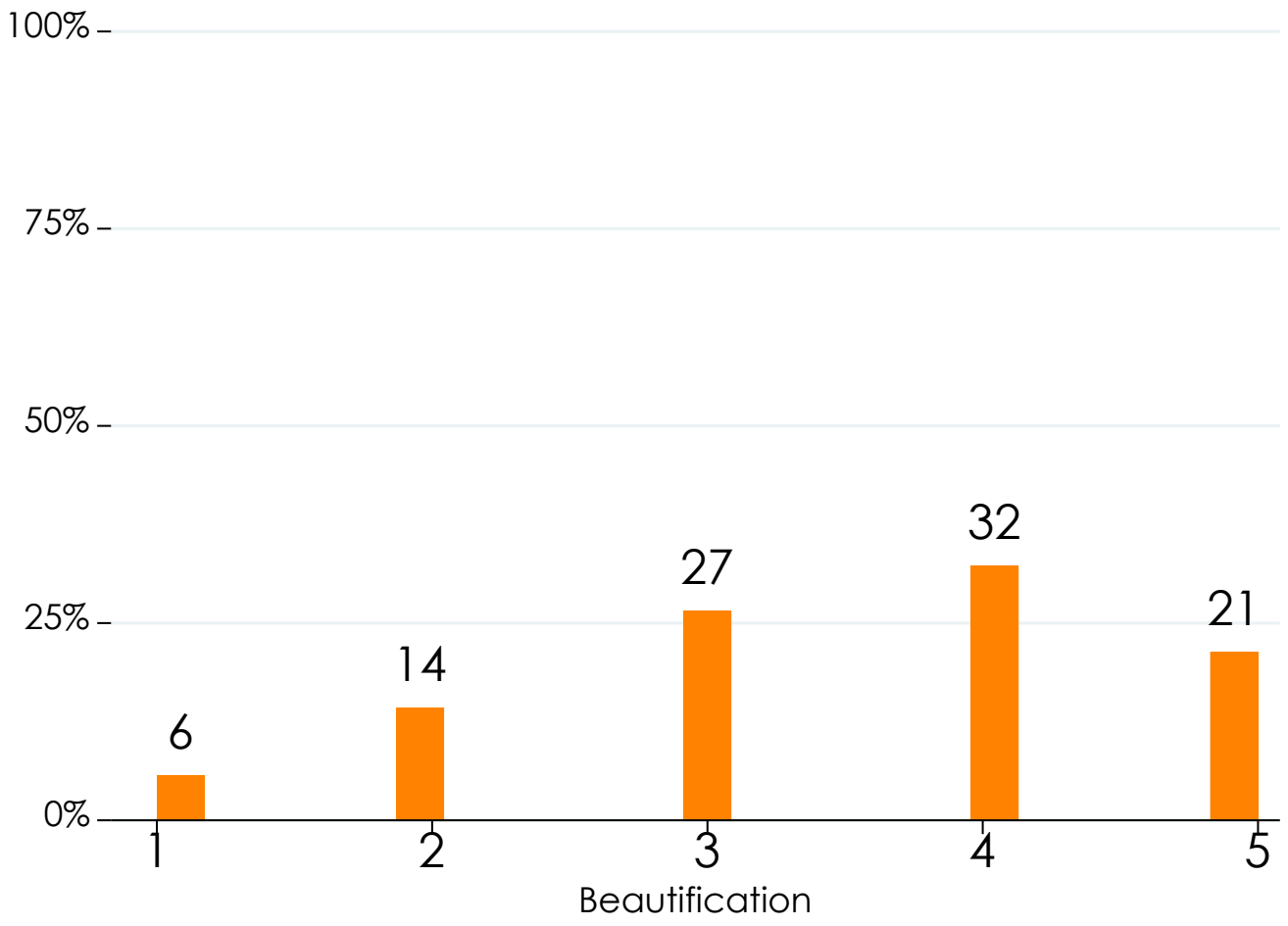
Q39 5-Year Strategic Plan Directives 2018-2023The City of Independence is also halfway through implementing its five year community-based strategic plan. The strategic directives in the plan include:1.Economic Development2.Infrastructure3.Beautification4.Park & Recreation5.Community Spirit & UnityPlease rank the importance of each goal from 1st (MOST important) to 5th (LEAST important).

Overall perception of Independence

Overall perception:
21 (Good)

Beautification is more of a mixed bag with most (~59%) place it between the 3rd and 4th priority

Prioritization of 5-year strategic priorities



5-year priorities

1. Economic Development
2. Infrastructure
3. Beautification

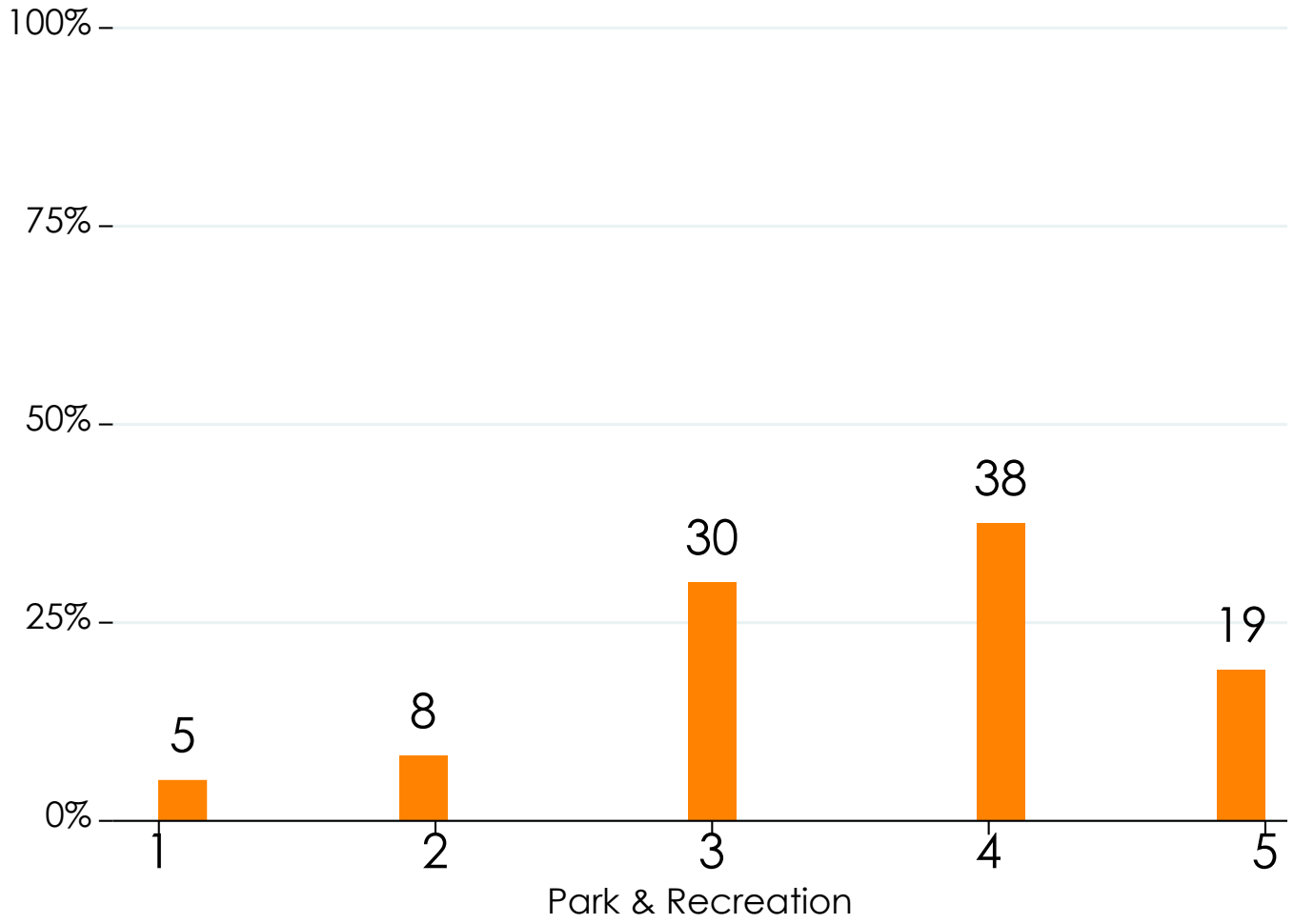
Q39 5-Year Strategic Plan Directives 2018-2023The City of Independence is also halfway through implementing its five year community-based strategic plan. The strategic directives in the plan include:1.Economic Development2.Infrastructure3.Beautification4.Park & Recreation5.Community Spirit & UnityPlease rank the importance of each goal from 1st (MOST important) to 5th (LEAST important).

Overall perception of Independence

Overall perception:
21 (Good)

Almost ~60% of people see development of parks and rec as the 4th or 5th priority. This is likely because parks are already the highest area of satisfaction (discussed in next section)

Prioritization of 5-year strategic priorities



5-year priorities

1. Economic Development
2. Infrastructure
3. Beautification
4. Parks & Rec

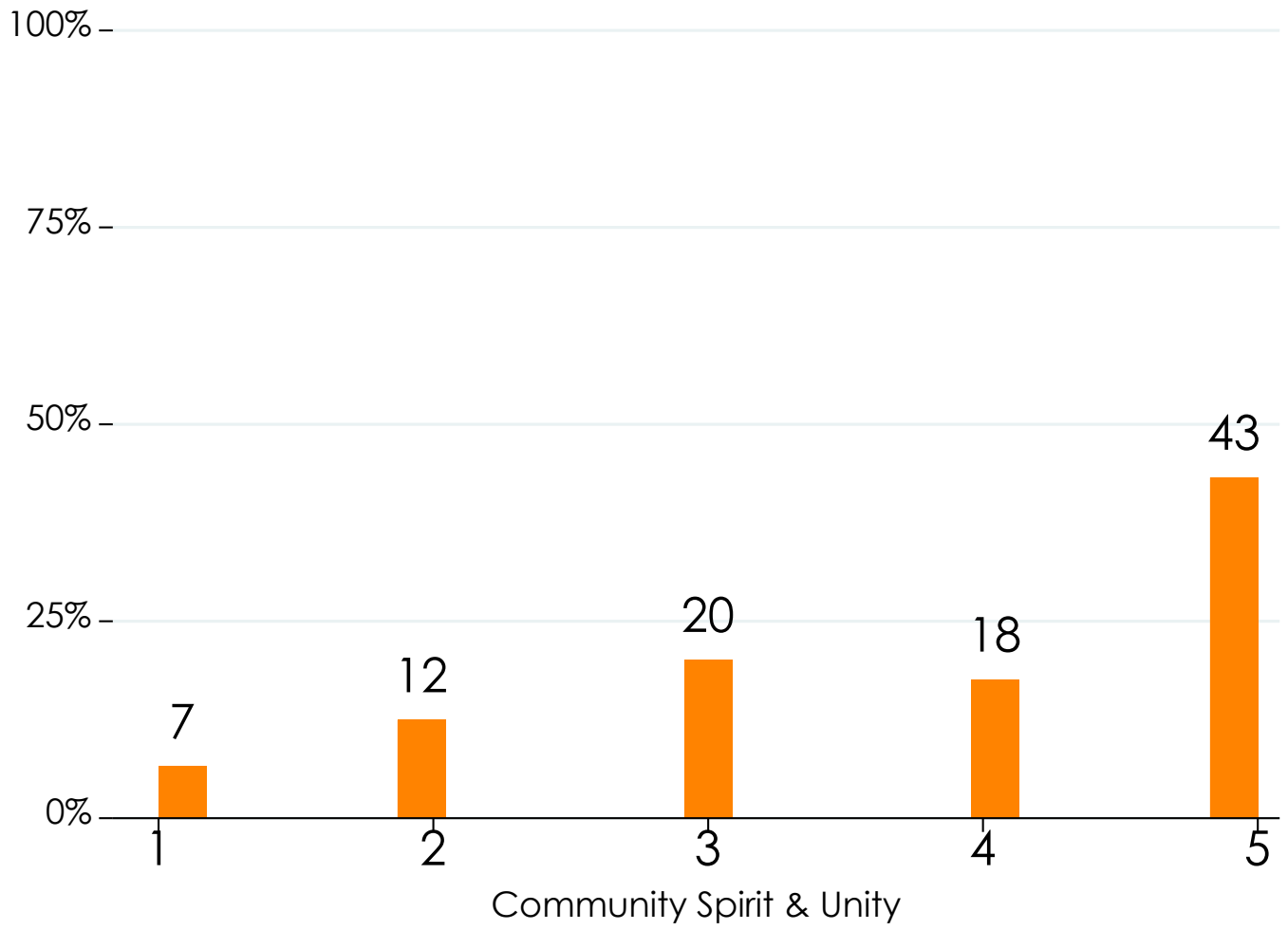
Q39 5-Year Strategic Plan Directives 2018-2023The City of Independence is also halfway through implementing its five year community-based strategic plan. The strategic directives in the plan include:1.Economic Development2.Infrastructure3.Beautification4.Park & Recreation5.Community Spirit & UnityPlease rank the importance of each goal from 1st (MOST important) to 5th (LEAST important).

Overall perception of Independence

Overall perception:
21 (Good)

Finally, investing in community spirit and unity is largely seen as a lower priority compared to economic development and infrastructure

Prioritization of 5-year strategic priorities



5-year priorities

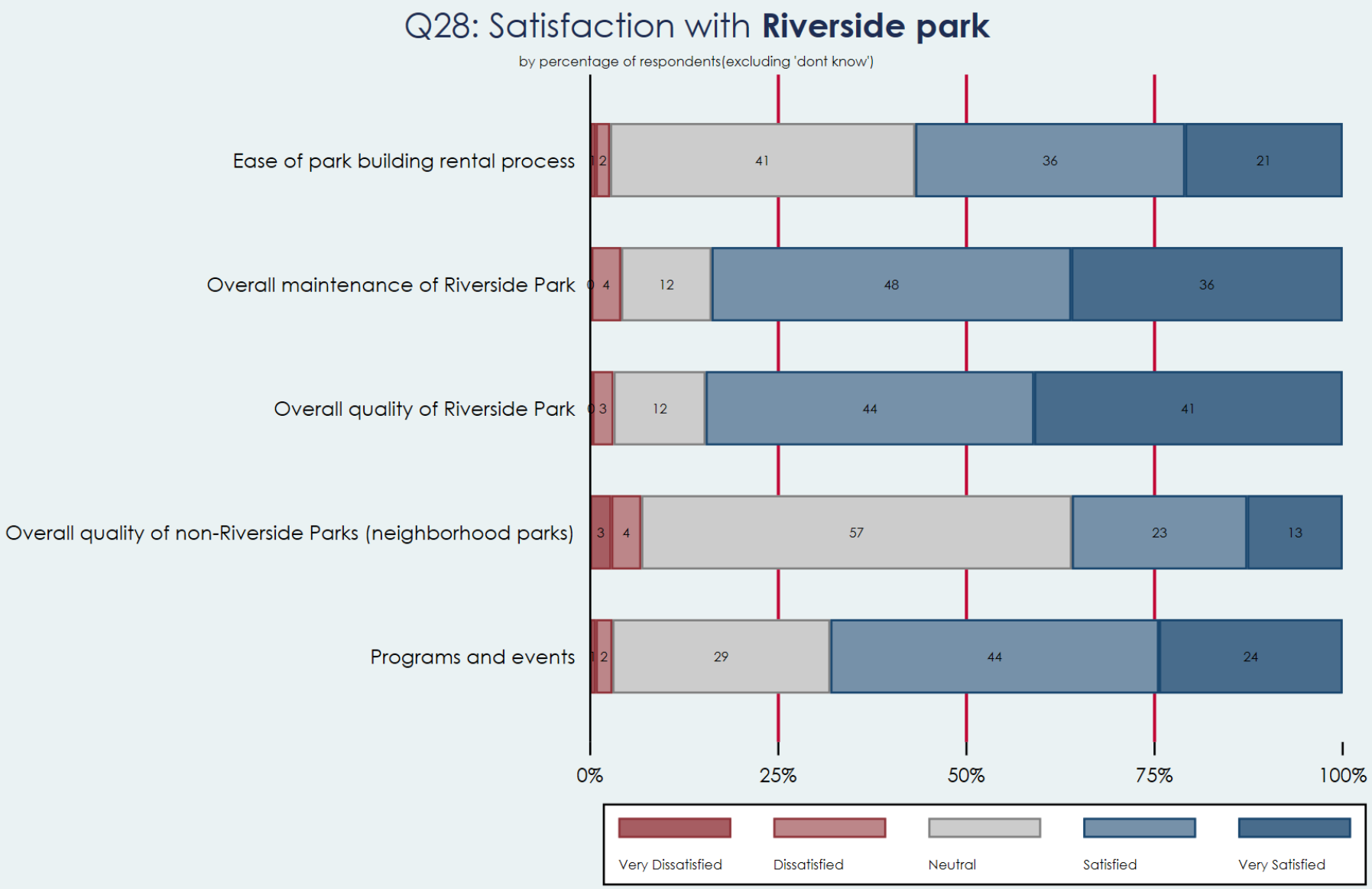
1. Economic Development
2. Infrastructure
3. Beautification
4. Parks & Rec
5. Community Spirit & Unity

Q39 5-Year Strategic Plan Directives 2018-2023The City of Independence is also halfway through implementing its five year community-based strategic plan. The strategic directives in the plan include:1.Economic Development2.Infrastructure3.Beautification4.Park & Recreation5.Community Spirit & UnityPlease rank the importance of each goal from 1st (MOST important) to 5th (LEAST important).

Parks & Rec Analysis

Overall perception:
21 (Good)

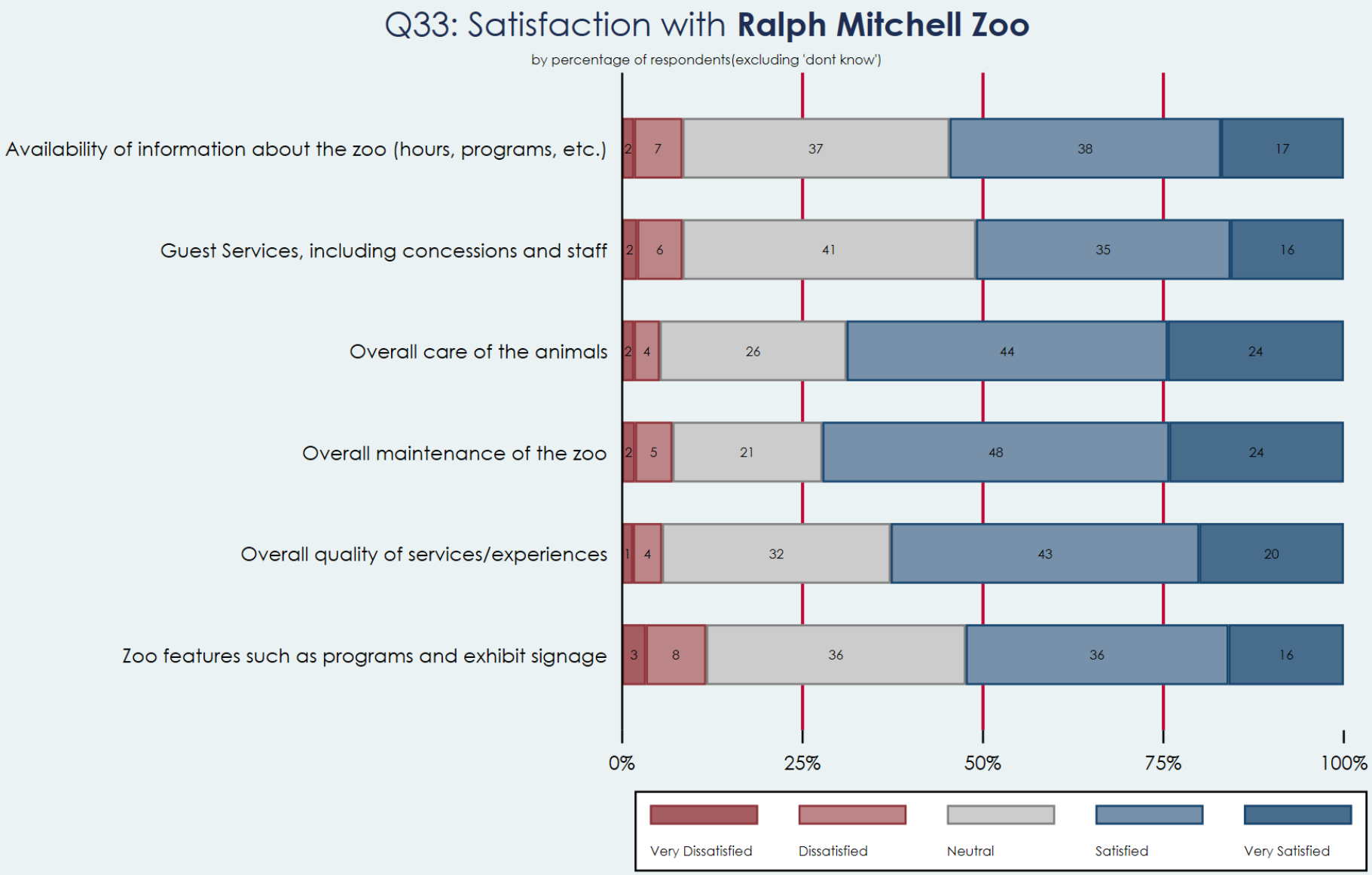
Parks & Recreation:
57 (Great)



Parks & Rec Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

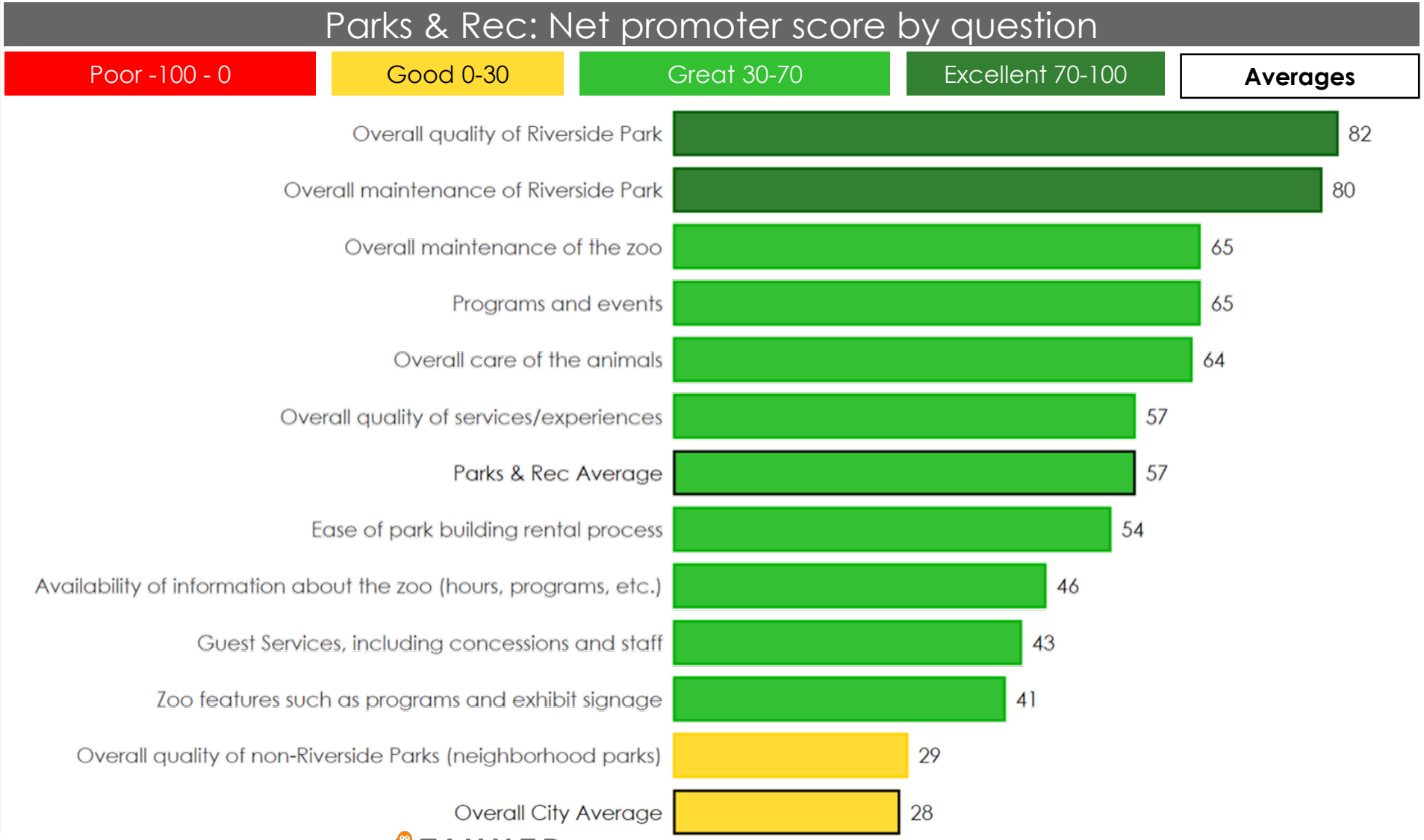


Parks & Rec Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Overall satisfaction for parks and recreation services has an NPS of ~57--in fact every individual area outperforms the city's average NPS



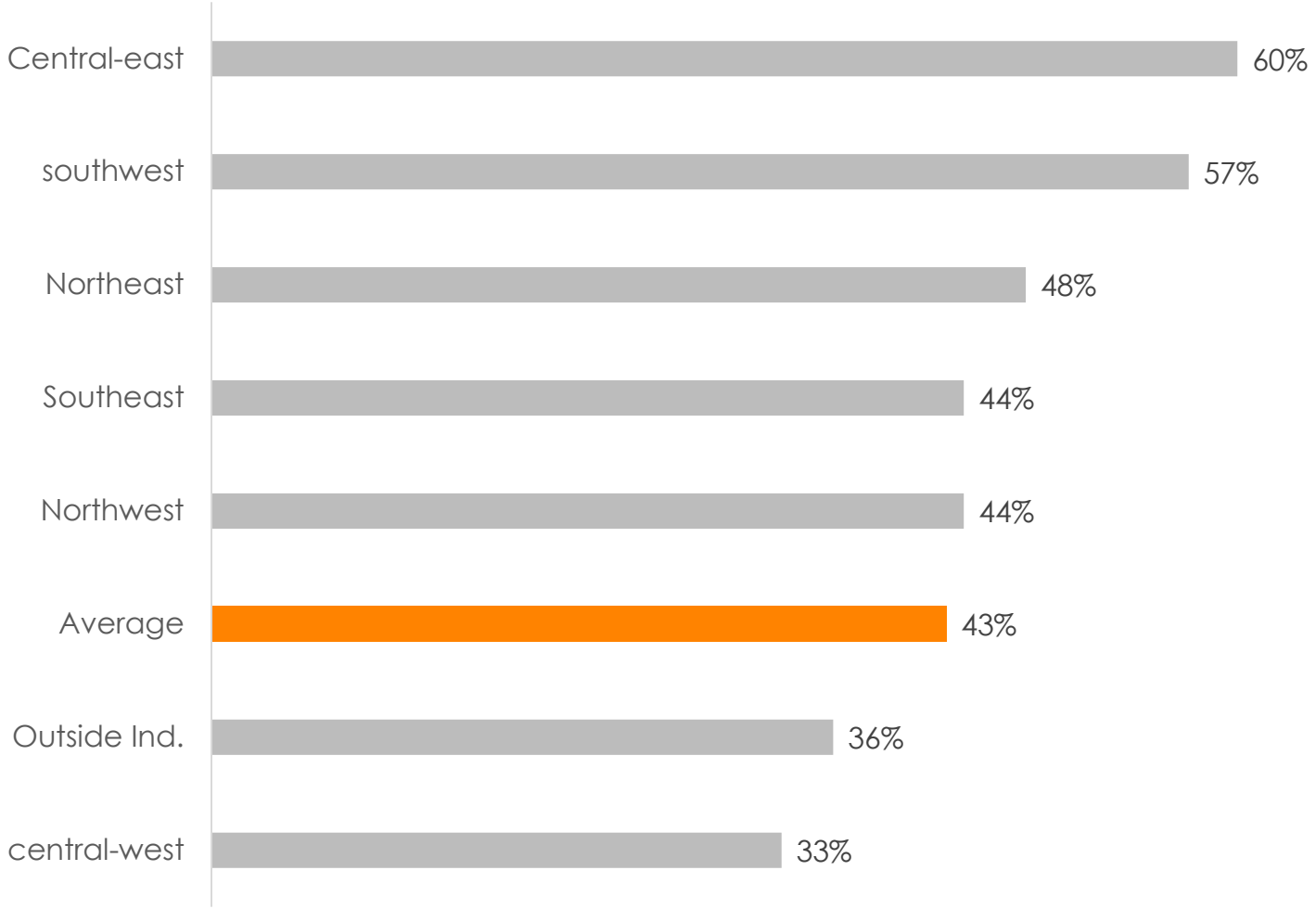
Parks & Rec Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

~43% of residents regularly utilize neighborhood parks. Though central-east & southwest residents utilize parks far more; central-west utilize parks far less

Utilization of local parks (non-riverside) by city geography



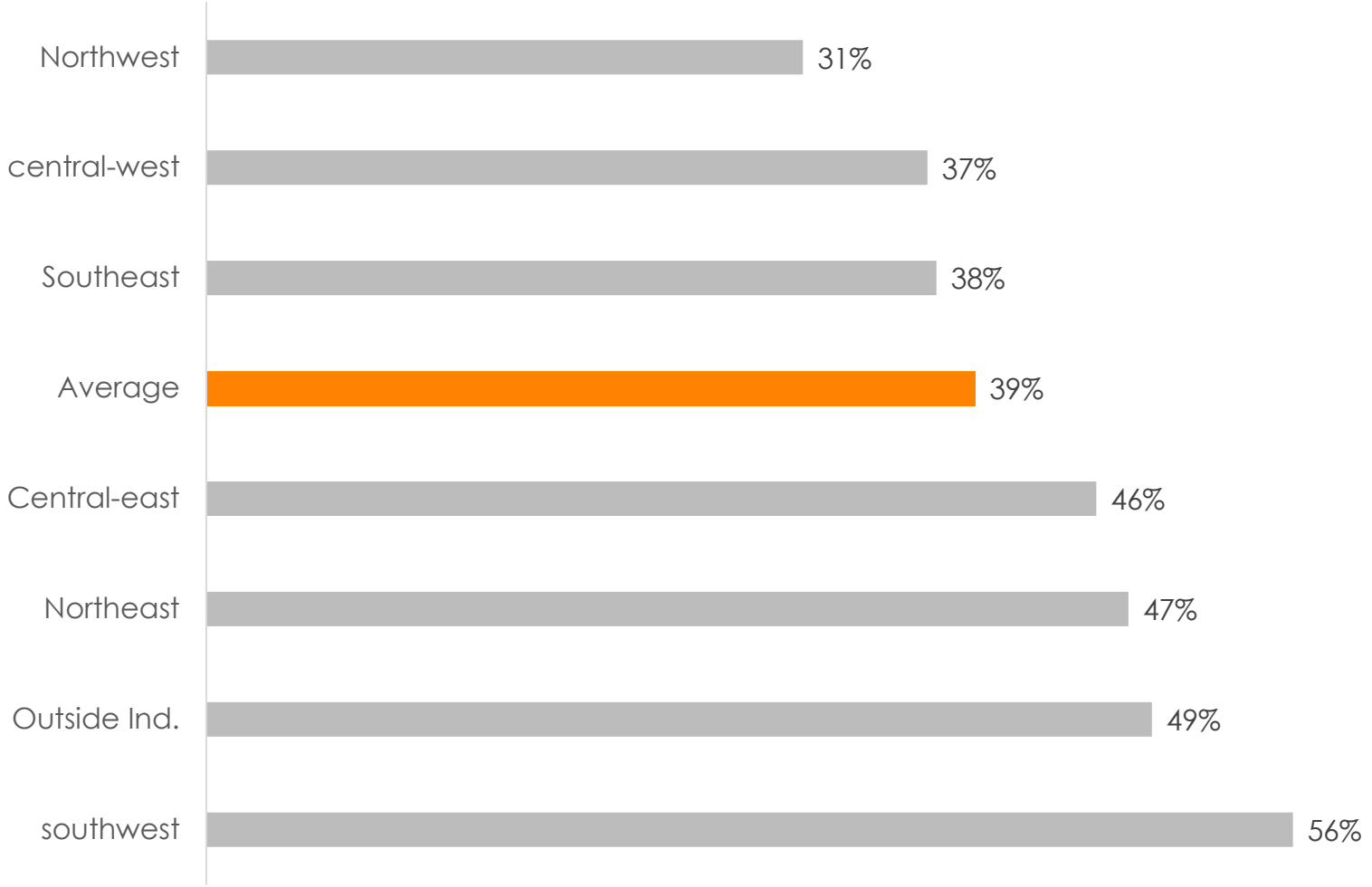
Parks & Rec Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

~39% of residents would utilize the ash youth pool for open swim; More than half in the southwest neighborhood say they would do so

Would utilize pool for open swim by city geography



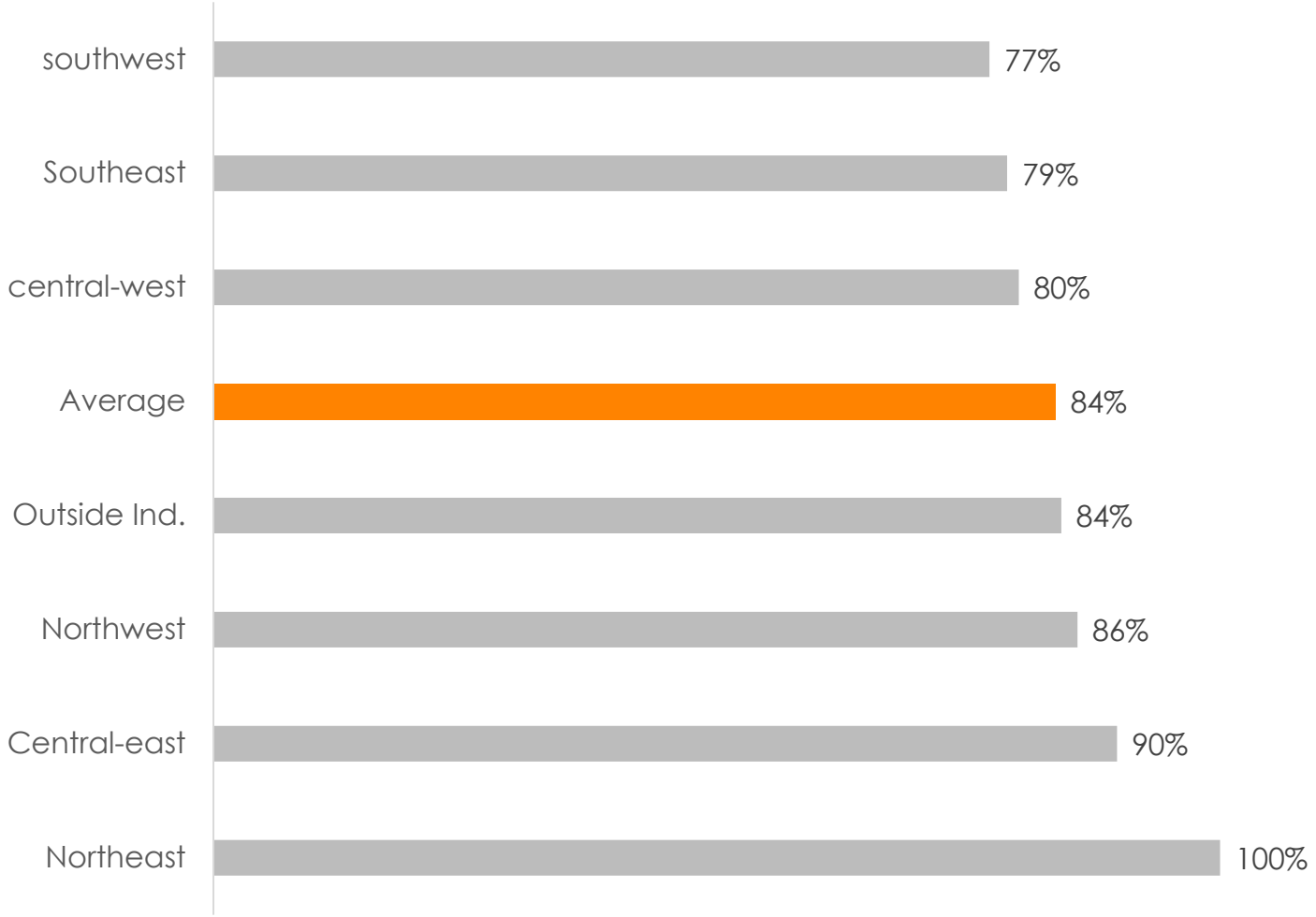
Parks & Rec Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

The zoo is incredibly popular. ~84% of those polled have visited in the last 24 months.

Visited zoo in last 24 months by city geography



Parks & Rec Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Perspectives on parks & rec

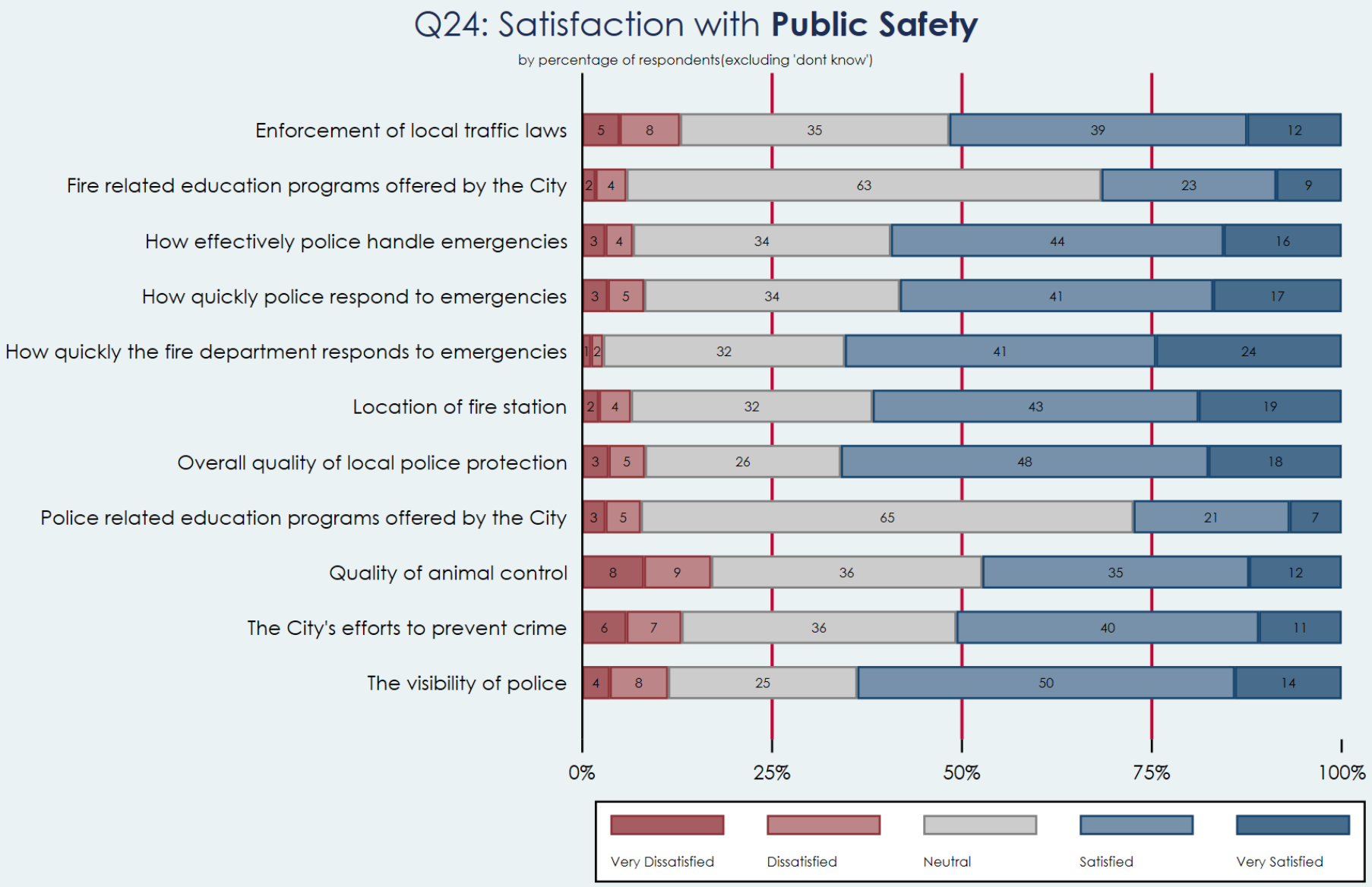
Theme …	*Representative Comments …*
Overall satisfaction of parks	"Riverside park is a great piece of this community. It's upkept very well, it's free to the public, and is a great place to spend the afternoon with kids." "The park and zoo are very important to our town - keeping things in excellent shape will pay off for us - staff is on top of things I feel." "Riverside Park or Zoo has a great reputation statewide. Don't let that slip away. "City pool needs better maintenance." "Restrooms could be open later in the evening for walkers." "What neighborhood parks outside of Riverside Park are there?" "Equipment in small parks needs renovation or replacement and general maintenance." "Some of the most heavily used and beloved playground equipment is very old and pretty dangerous by today's standards. I would like to see some more variety and more engaging playground features like they have at the Gathering Place."

Public Safety Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)



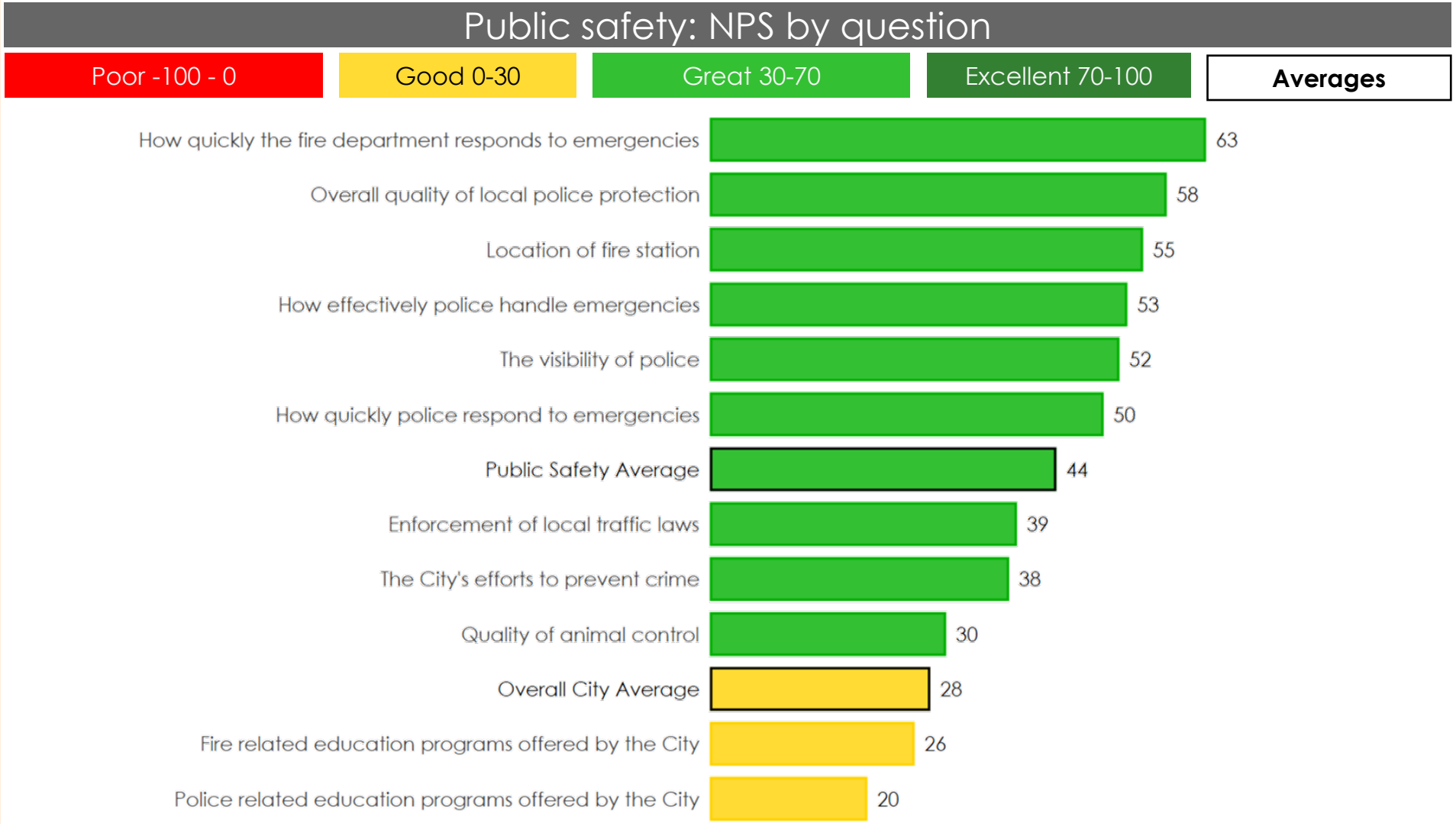
Public Safety Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Overall satisfaction for public safety had an NPS of ~44. Nearly all areas outperformed the city average, and each scored good or great



Public Safety Analysis

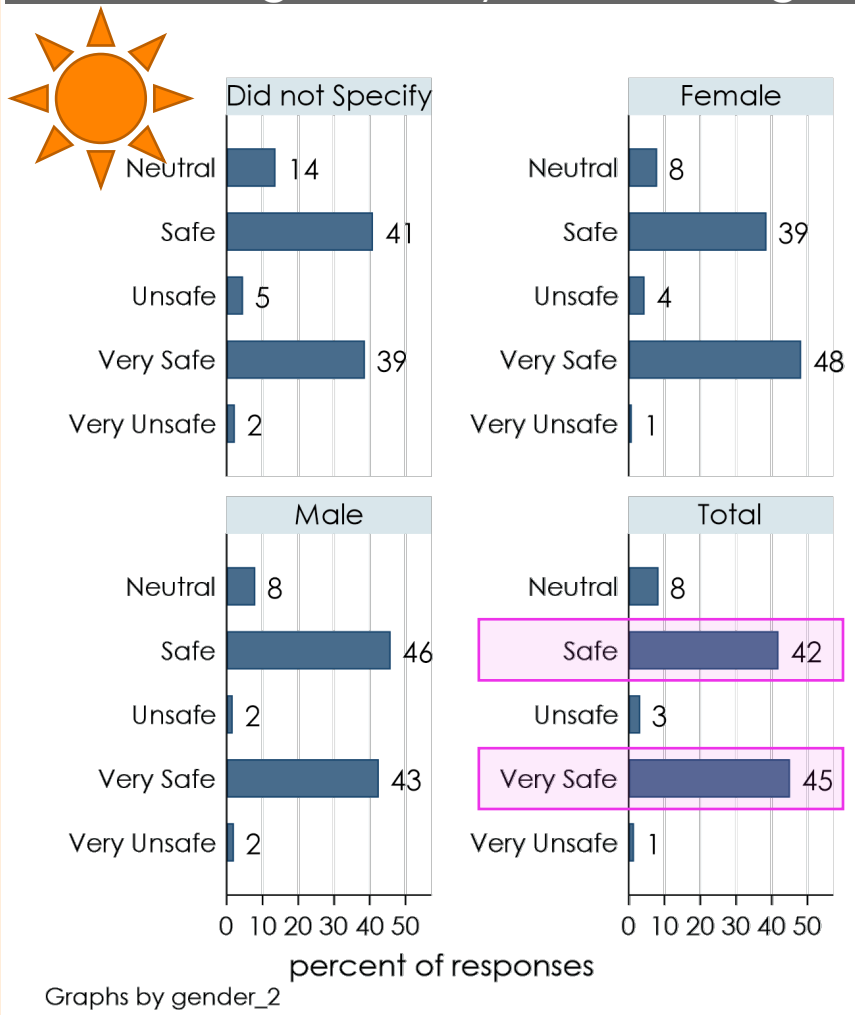
Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

During the day, ~87% of people feel safe or very safe in their local neighborhood. There is no major variance by gender.

Feeling of safety in local neighborhood during the day/night by gender



Public Safety Analysis

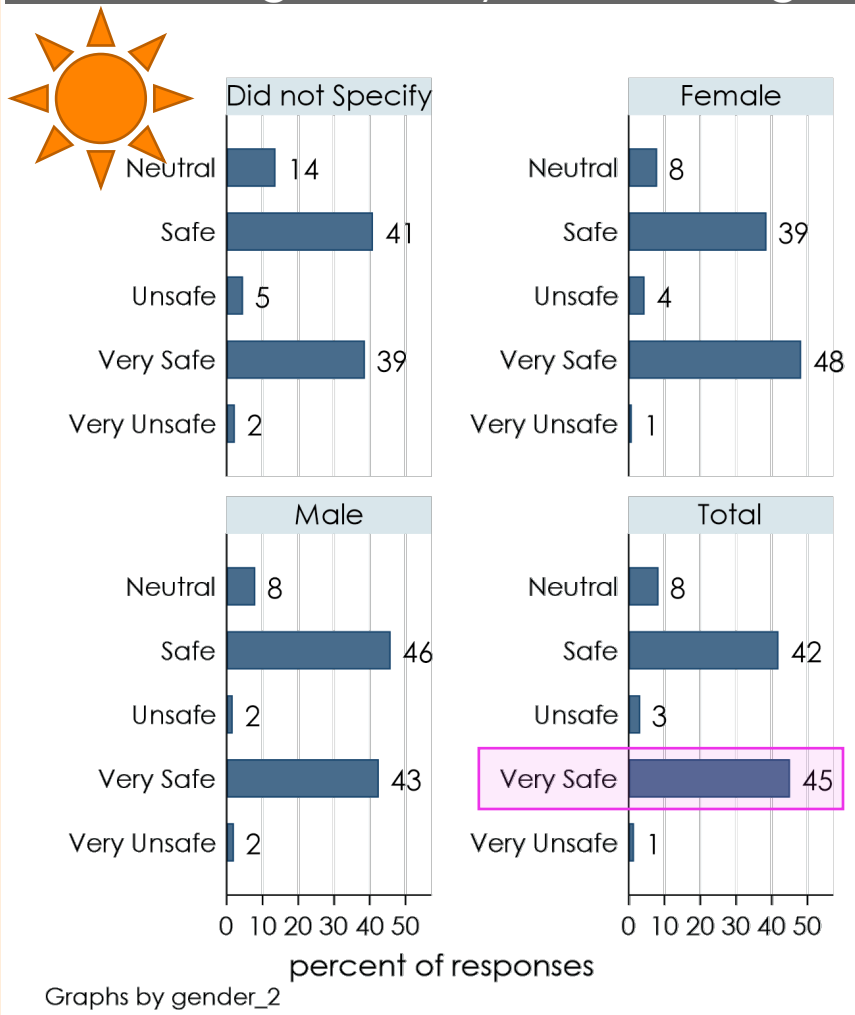
Overall perception:
21 (Good)

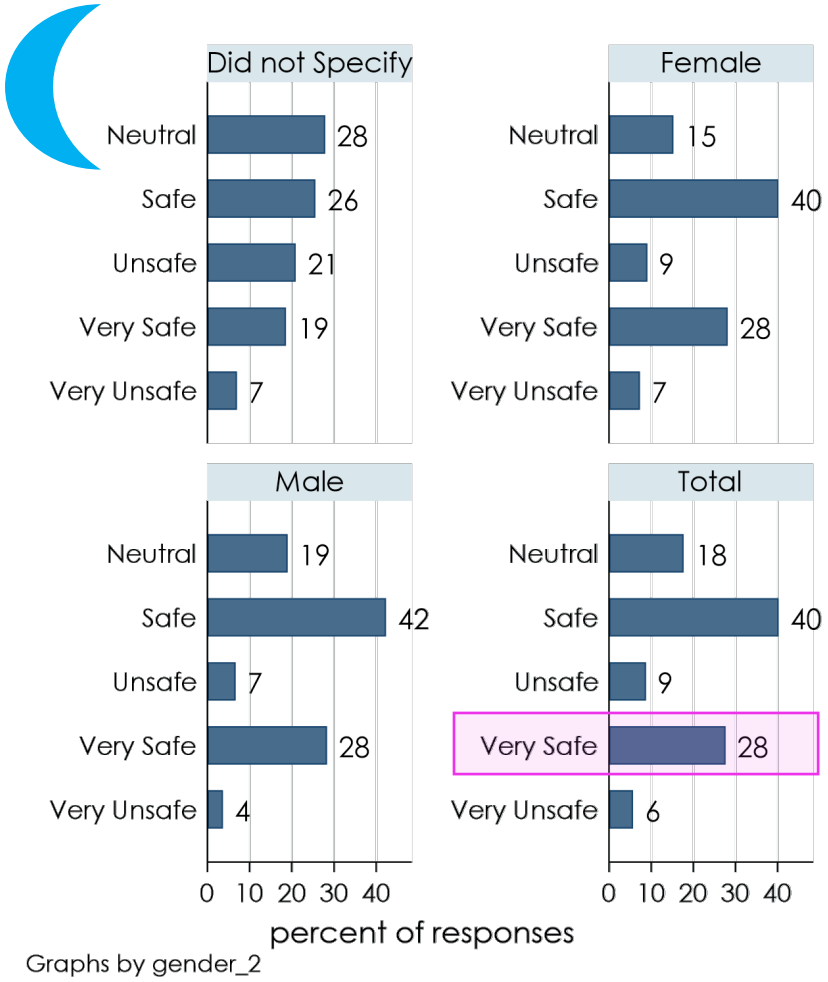
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

At night, however, the feeling of "very safe" decreases by ~40%

Feeling of safety in local neighborhood during the day/night by gender





Public Safety Analysis

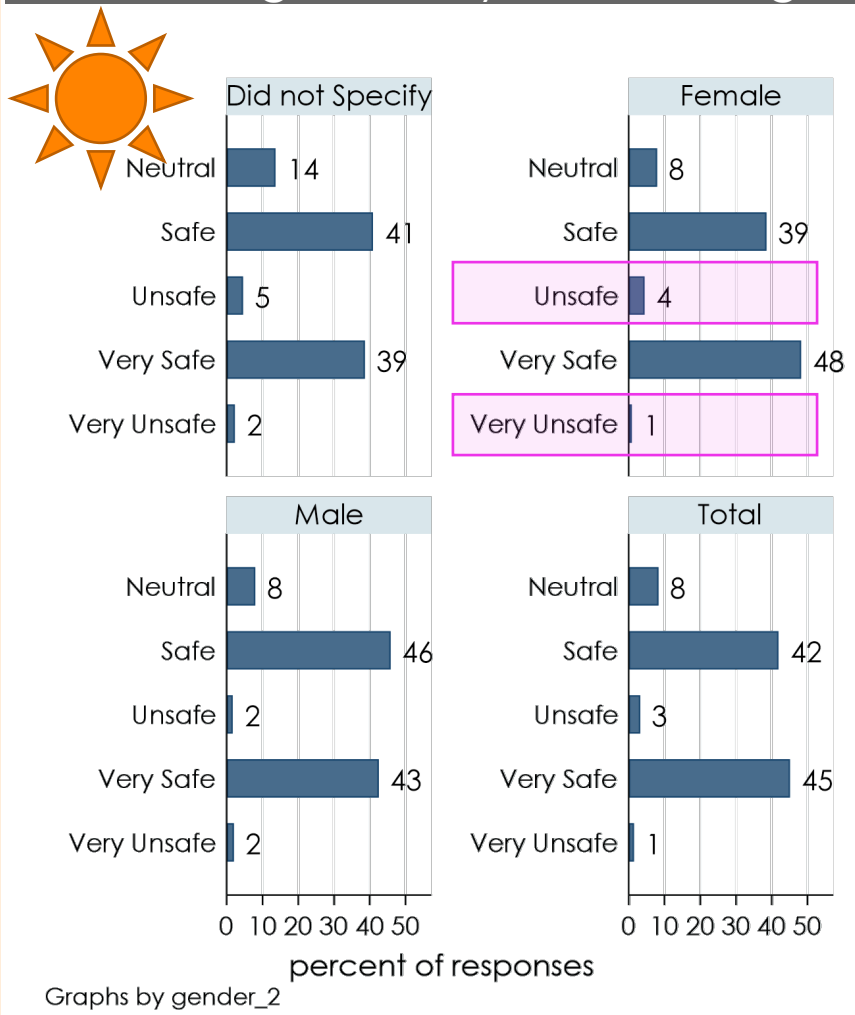
Overall perception:
21 (Good)

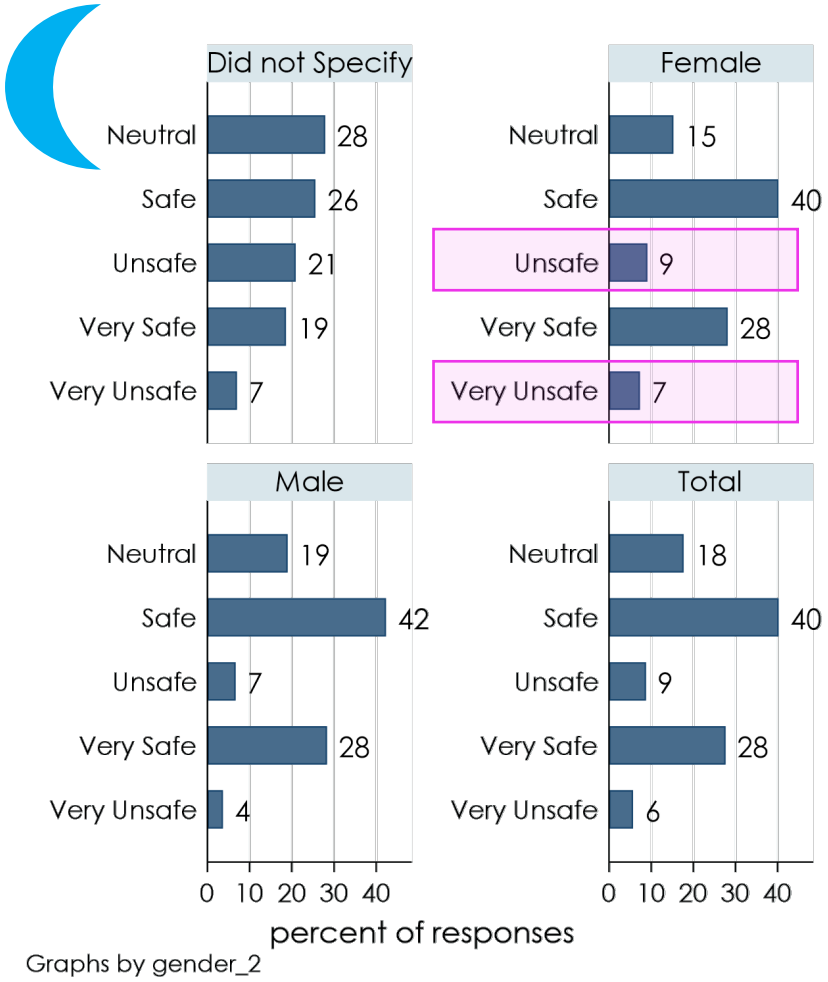
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Likewise, 3x more women report feeling unsafe at night compared to the day—16% vs 5%

Feeling of safety in local neighborhood during the day/night by gender





Public Safety Analysis

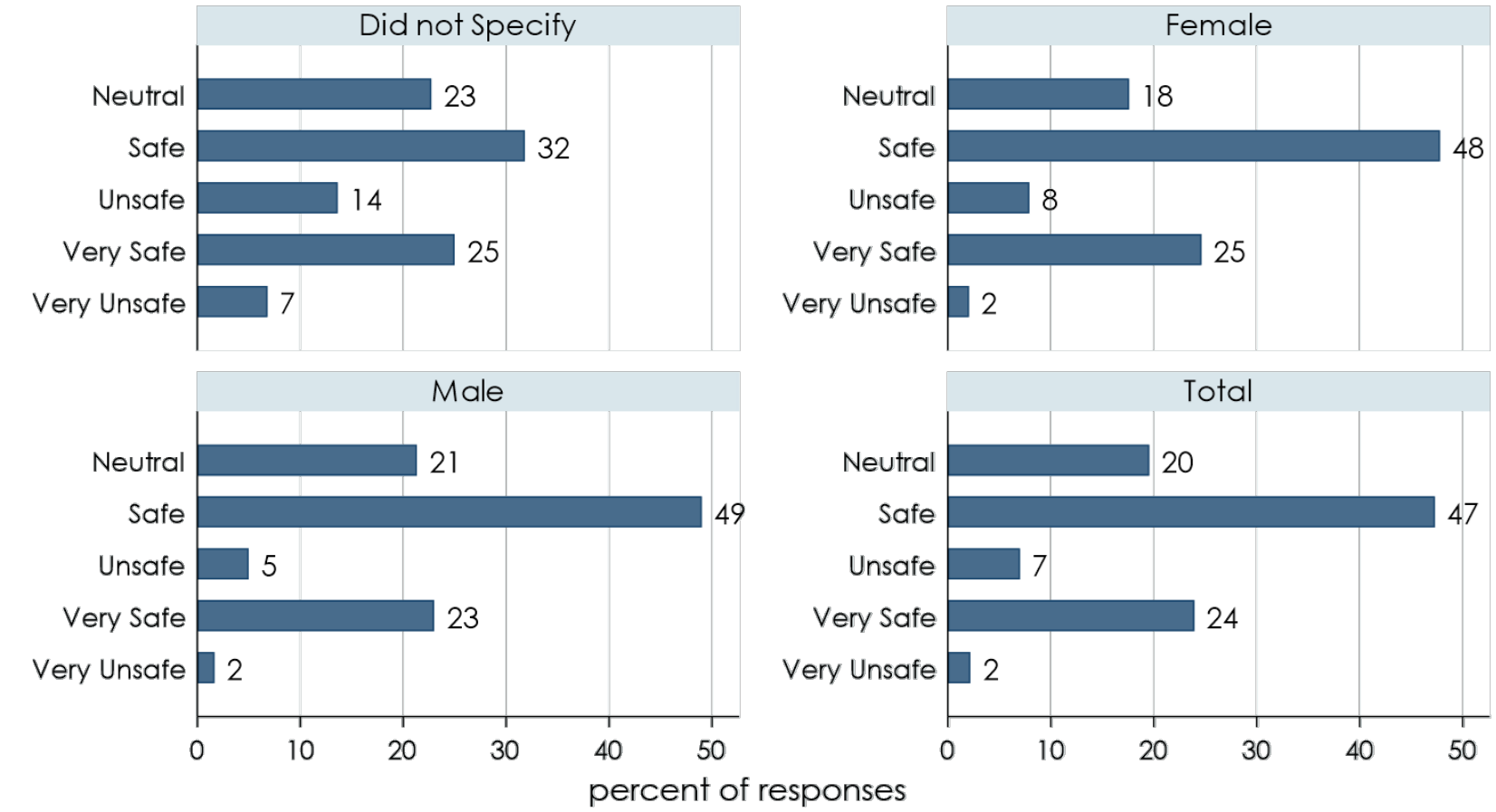
Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Overall most people (~71%) of people feel safe in Independence.

Overall Feeling of safety in Independence by gender



Graphs by gender_2

Public Safety Analysis

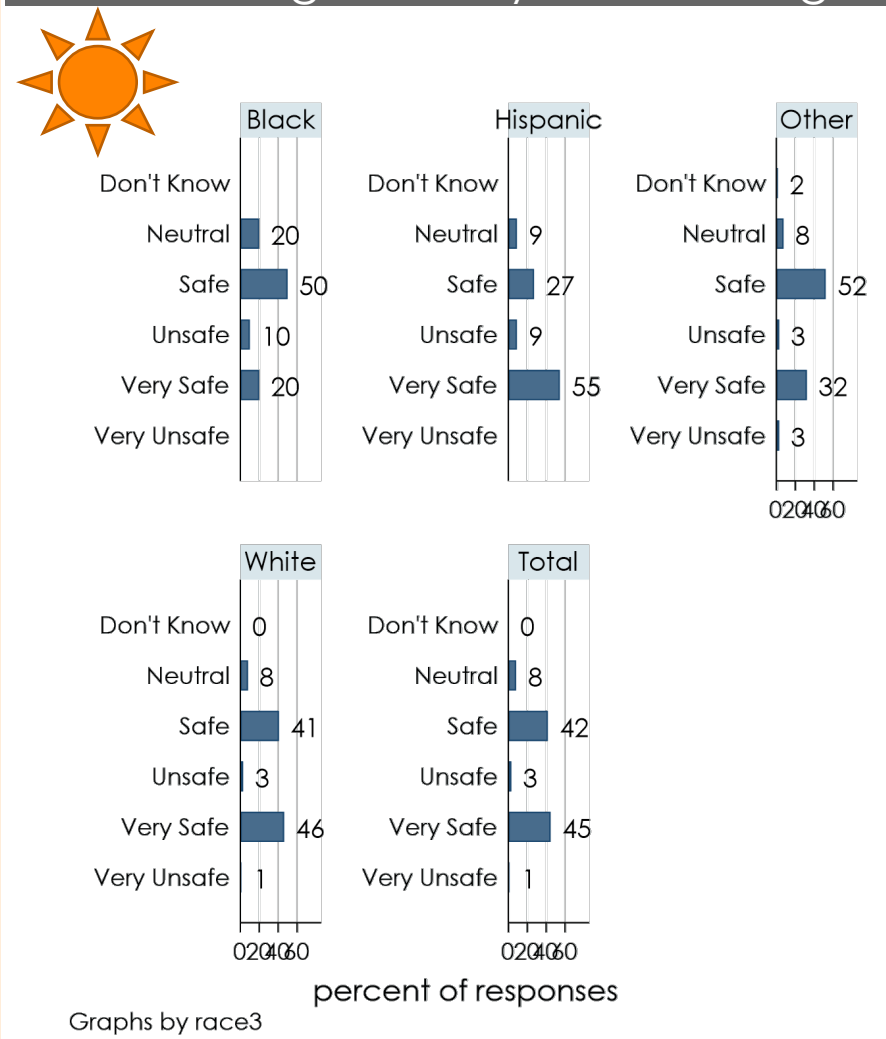
Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

During the day, minorities are 2x more likely to feel unsafe in their local neighborhood than their white peers

Feeling of safety in local neighborhood during the day/night by race



Public Safety Analysis

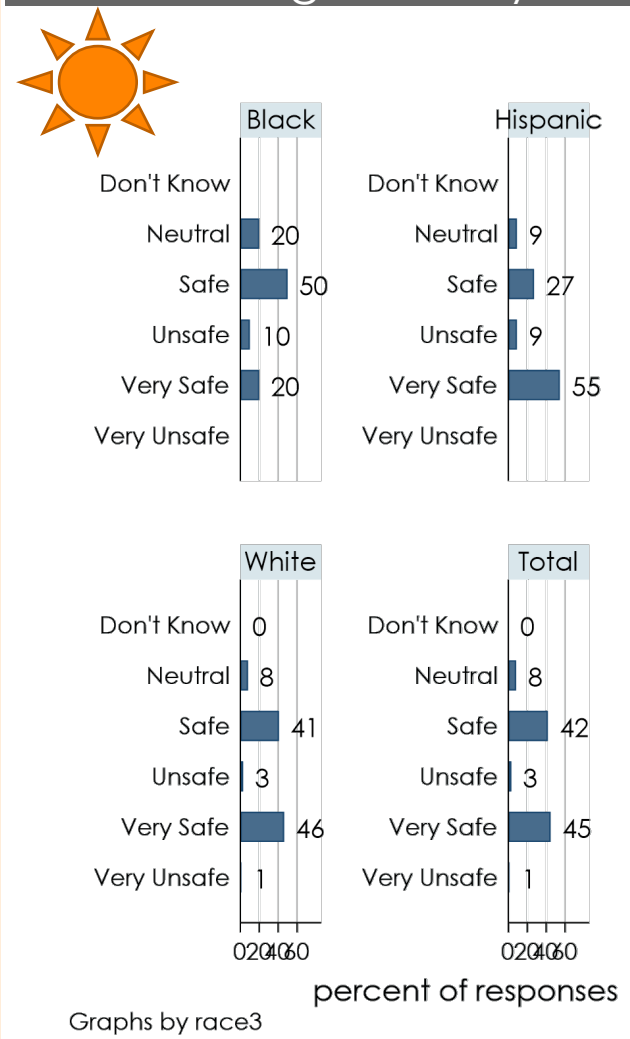
Overall perception:
21 (Good)

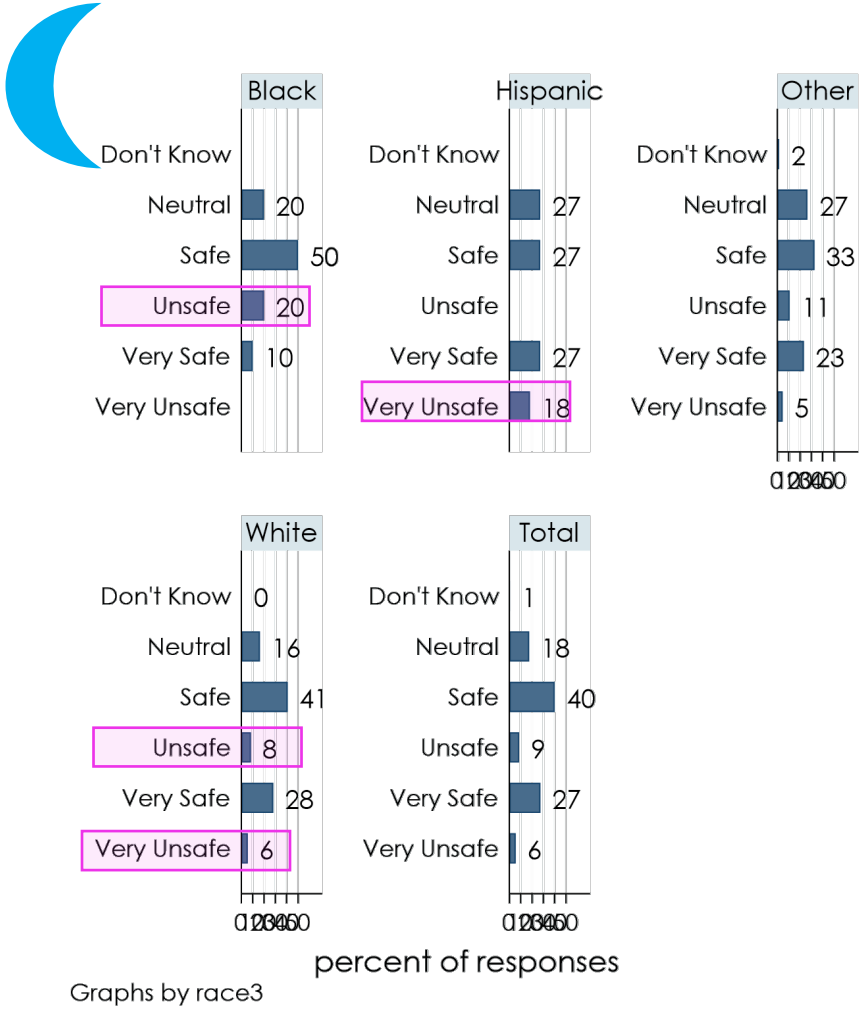
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Likewise, at night, blacks and Hispanic/Latino's feel disproportionately unsafe compared to the white population

Feeling of safety in local neighborhood during the day/night by race





Public Safety Analysis

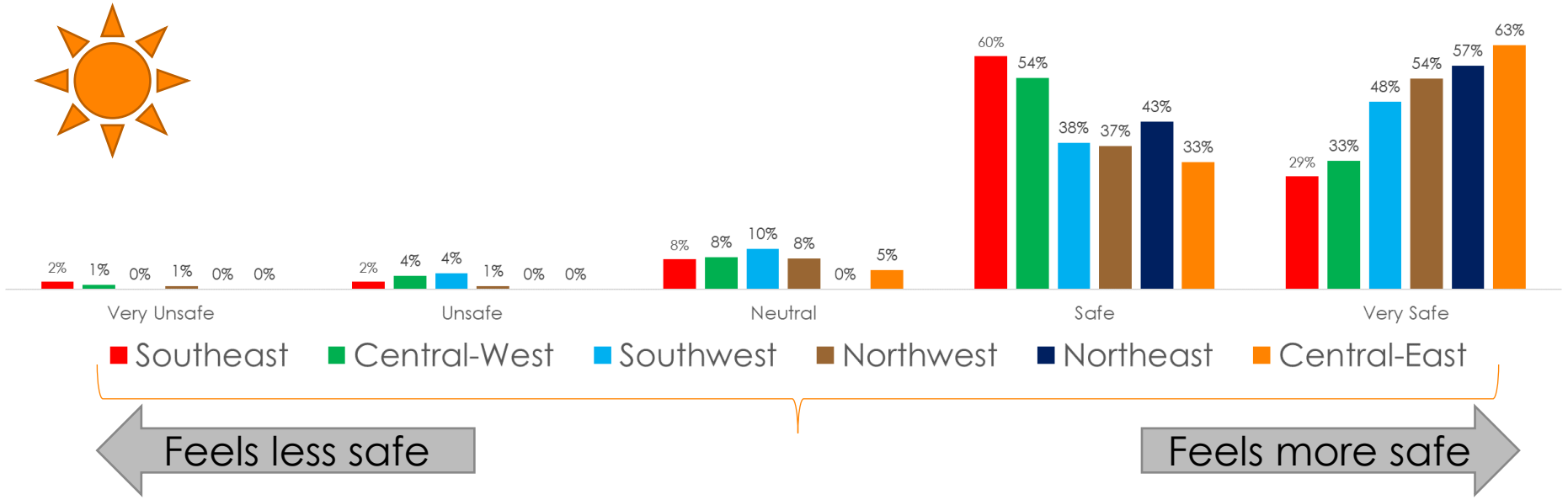
Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

During the day, the central-east area has the highest response of "very safe"; the south-east area the lowest

Feeling of safety in local neighborhood during the day by city area



Public Safety Analysis

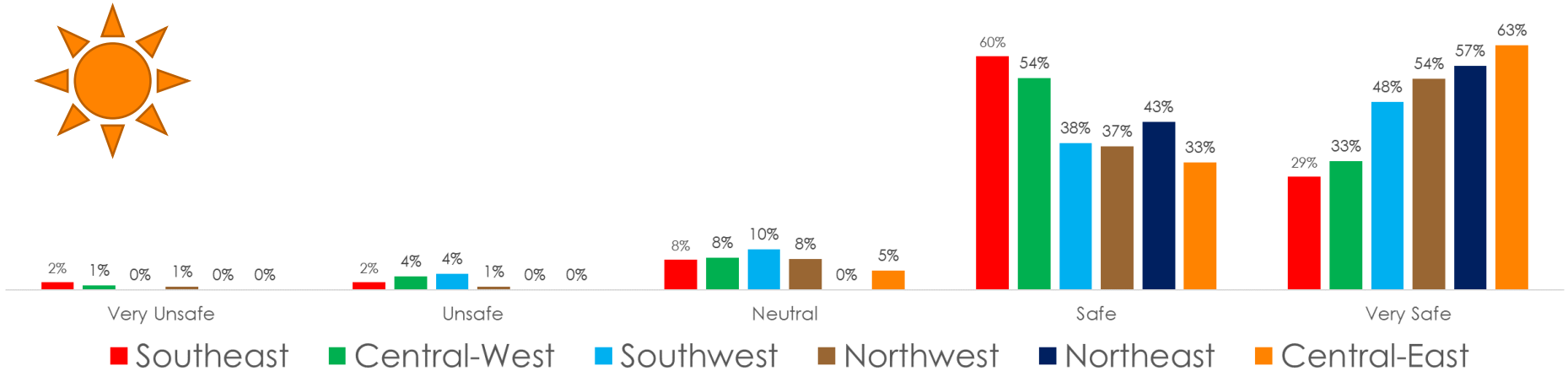
Overall perception:
21 (Good)

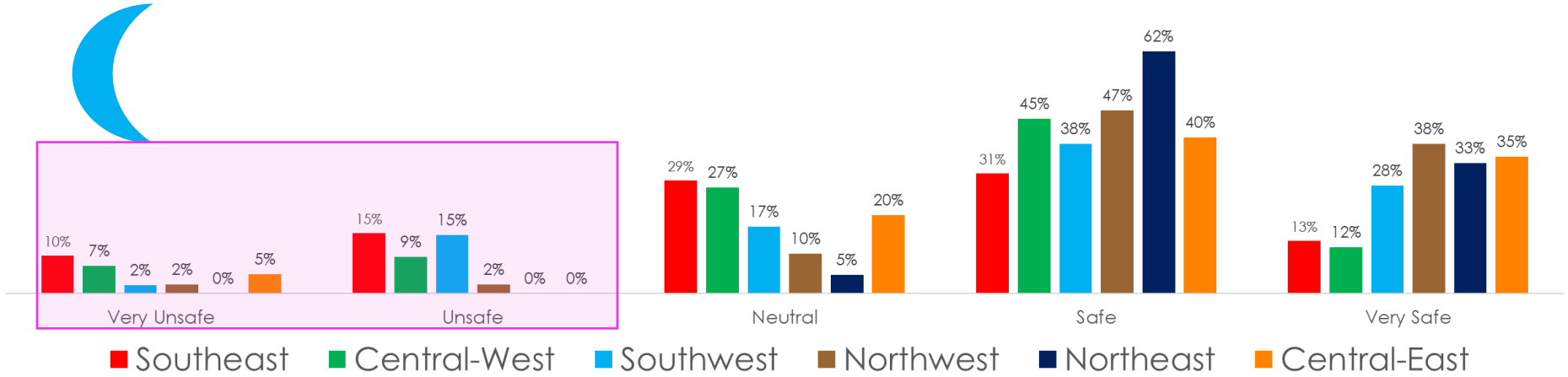
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Likewise, at night the southeast, central-west, and southwest areas reported much higher rates of feeling unsafe

Feeling of safety in local neighborhood during the day by city area





Public Safety Analysis

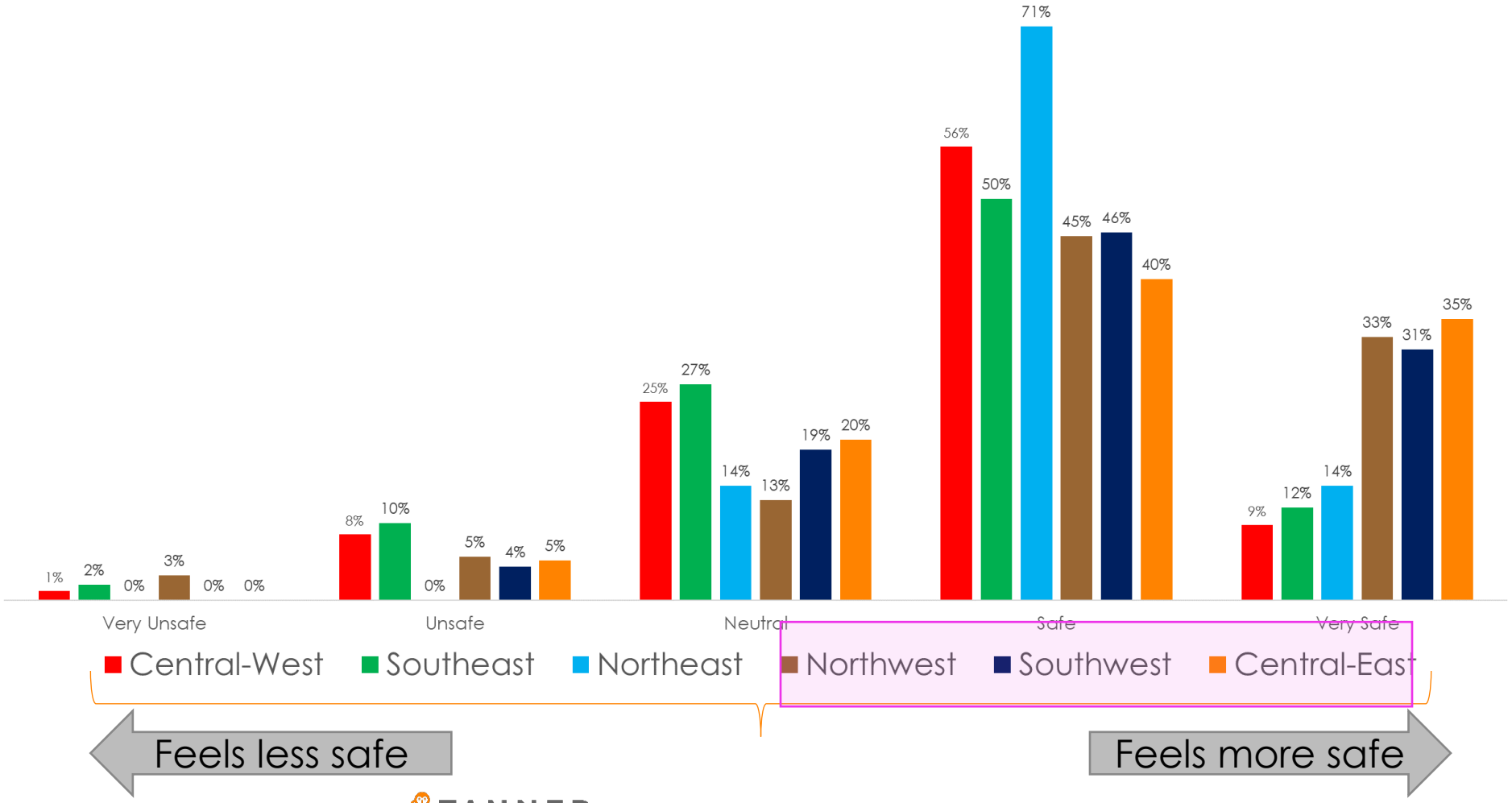
Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Overall citizens in southwest, northwest, and central-east reported the highest feeling of "very safe"

Overall feeling of safety in Independence by city area



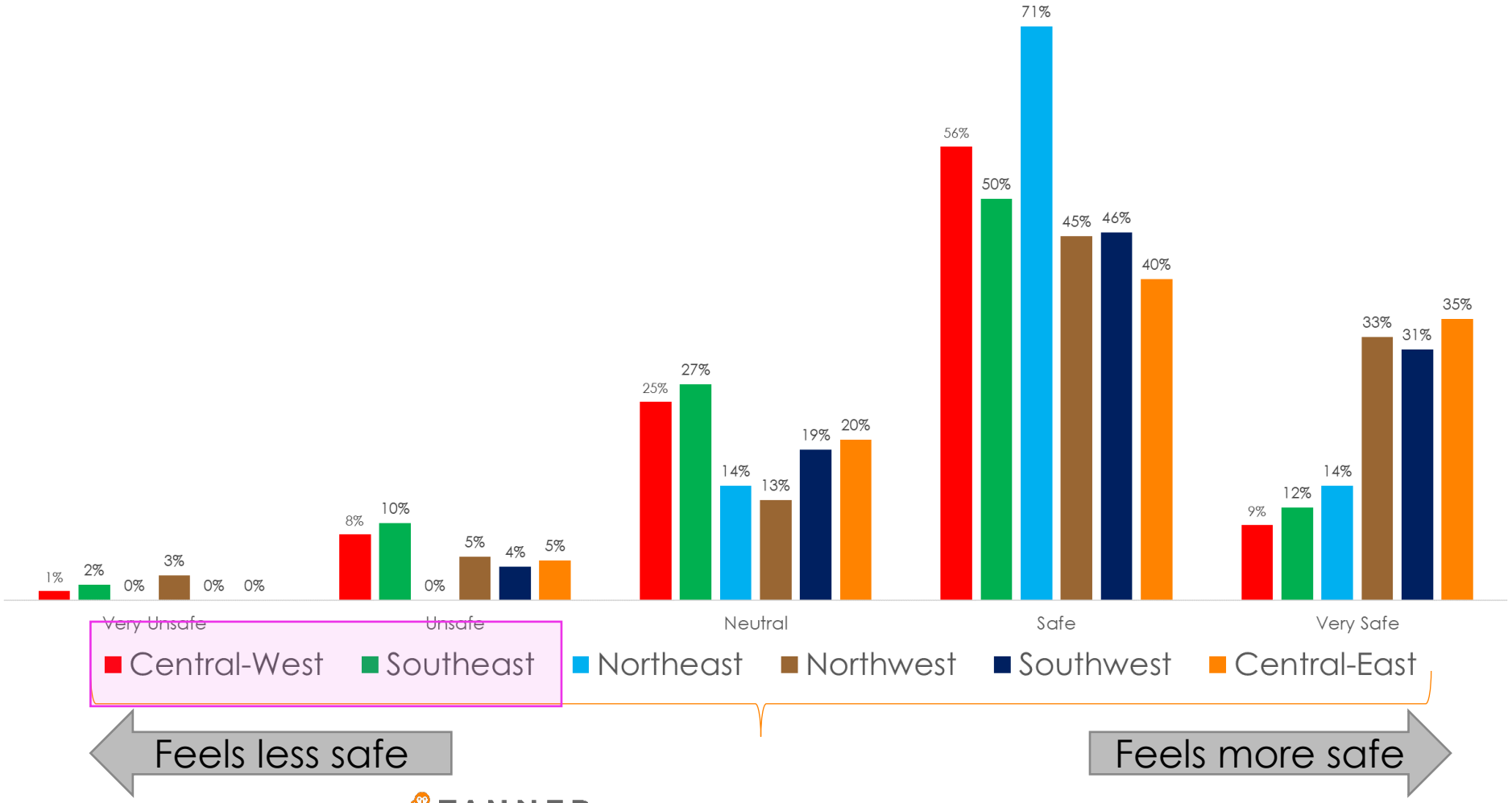
Public Safety Analysis

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Centra-west and southeast on the other hand receive much lower scores

Overall feeling of safety in Independence by city area



Public Safety Analysis

Overall perception:
21 (Good)

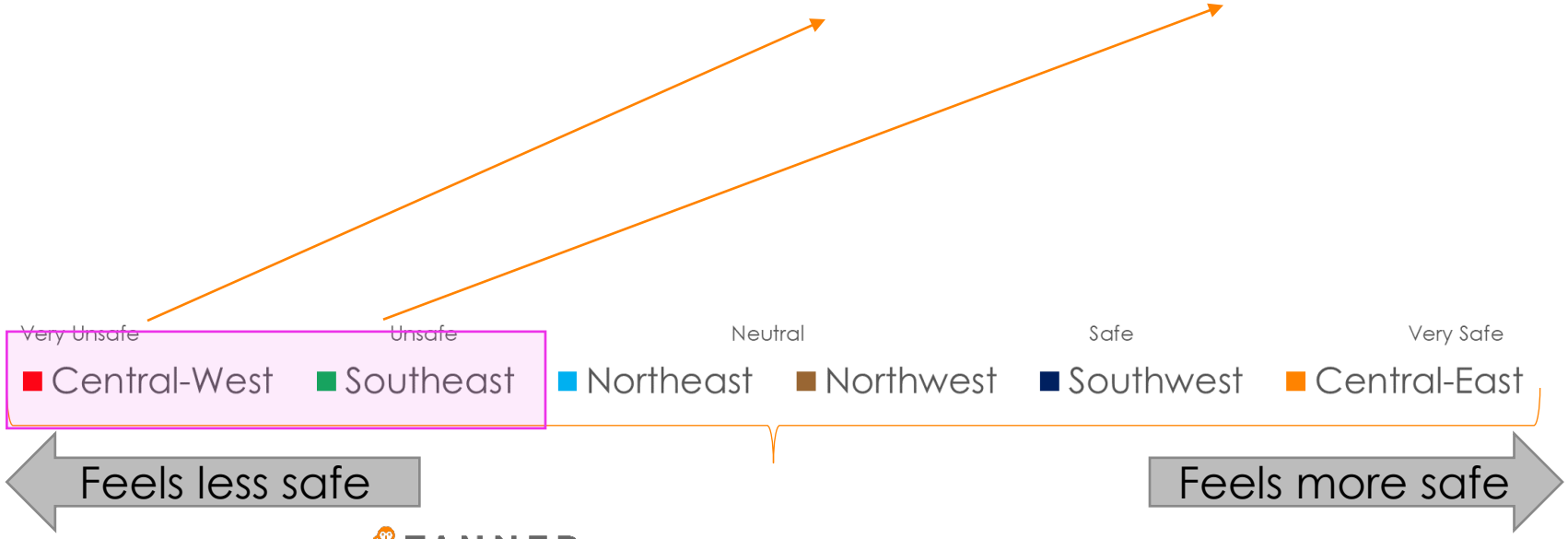
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

This is confirmed as the southeast and central-west areas recurrently had the lowest public safety satisfaction scores

Average satisfaction score by question & city area

Values	Central-East	Central-West	Northeast	Northwest	Southeast	Southwest	Grand Total
Average of The visibility of police	3.7	3.6	3.6	3.8	3.3	3.8	3.7
Average of The City efforts to prevent crime	3.6	3.3	3.6	3.6	3.1	3.7	3.5
Average of How effectively police handle emergencies	3.8	3.6	3.8	3.8	3.4	3.8	3.7
Average of How quickly police respond to emergencies	3.7	3.6	3.8	3.7	3.4	3.9	3.7
Average of Location of fire station	4.0	3.6	3.9	3.9	3.5	3.9	3.8
Average of How quickly the fire department responds to emergencies	4.0	3.8	4.0	4.0	3.8	4.0	3.9
Average of Enforcement of local traffic laws	3.7	3.4	3.5	3.6	3.4	3.6	3.5
Average of Overall quality of local police protection	3.8	3.6	3.8	3.8	3.4	4.0	3.7
Average of Quality of animal control	3.7	3.2	3.5	3.5	2.8	3.4	3.4
Average of Fire related education programs offered by the City	3.5	3.1	3.6	3.5	3.2	3.3	3.3
Average of Police related education programs offered by the City	3.3	3.1	3.6	3.3	3.1	3.2	3.3



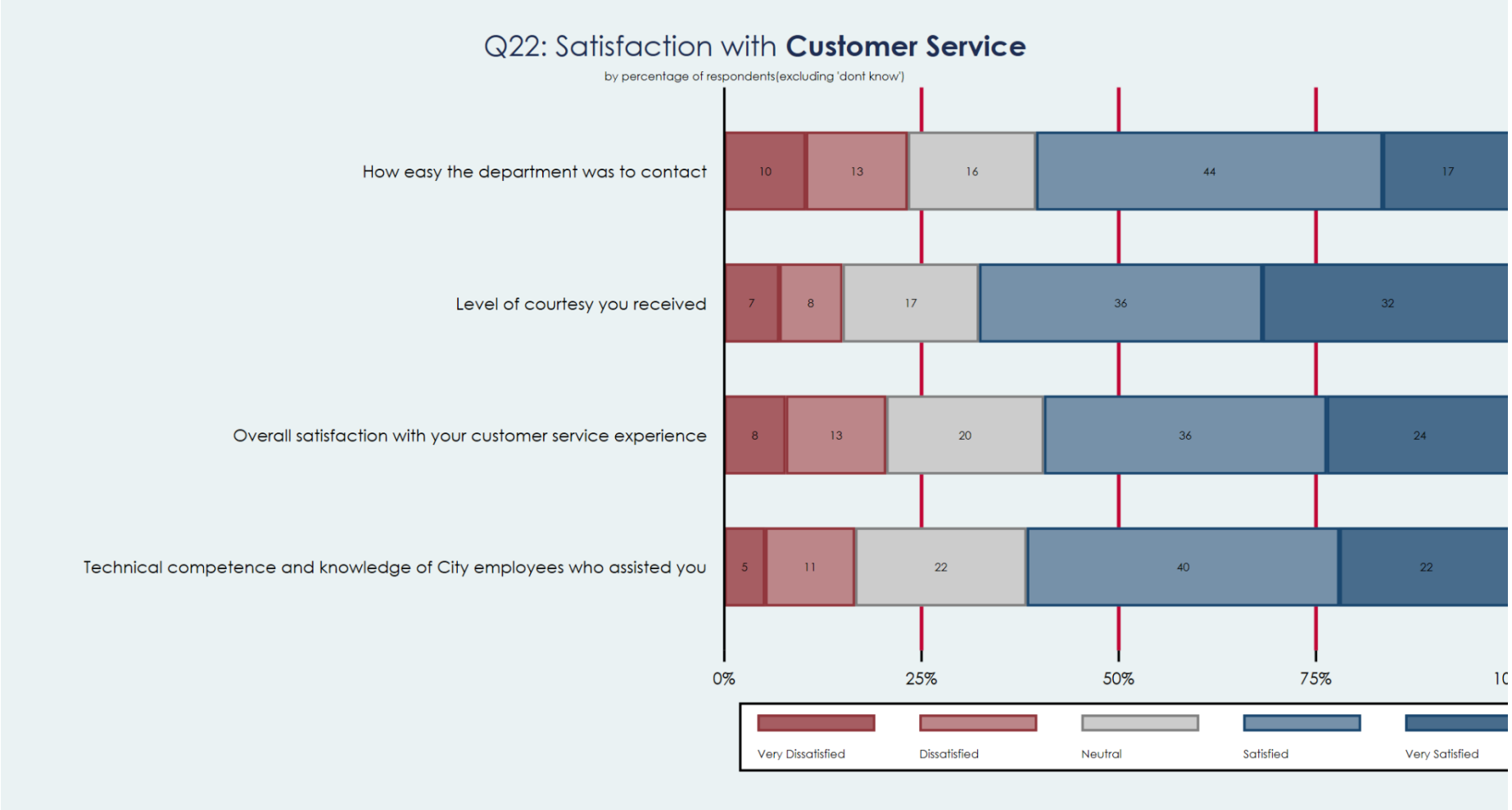
Customer Service Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)



Parks & Rec Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Perspectives on parks & rec

Theme …	*Representative Comments …*
Overall feedback regarding policing	"Officers have been very friendly the few times I have had a chance to chat with them."
	"Enforce traffic laws, understand we're in a pandemic but see individuals running stop signs, speeding, not stopping for pedestrians."
	"The city has done a good job of providing for our safety in emergency situations."
	"Keep up efforts to be pro-active in neighborhood safety, especially in areas of known drug traffic."
	"Police Dept. needs to be more visible. I never see them even on a daily walk and certainly never in my neighborhood."
	"Enforce speed limits in residential neighborhoods."
	"I think the city could have some foot patrol in some areas to talk to people."

Customer Service Analysis

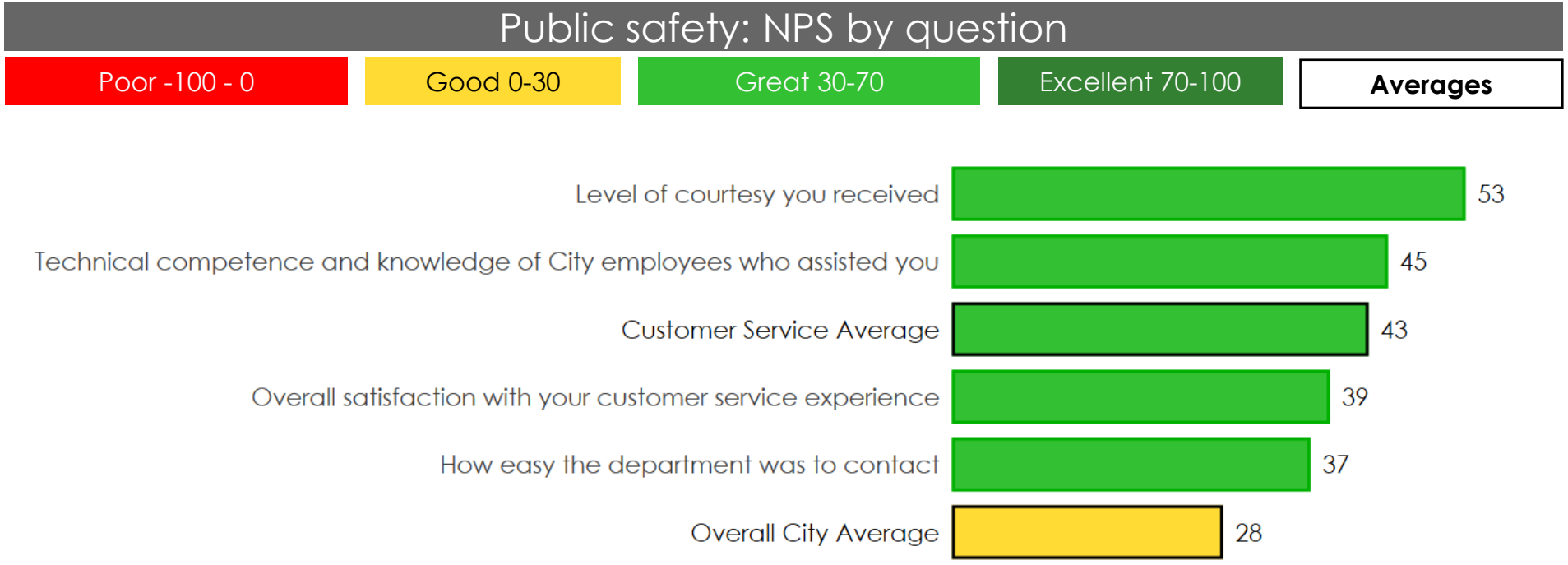
Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

All areas of customer service were considered great (avg:45) and each outperformed the city average



Customer Service Analysis

Overall perception:
21 (Good)

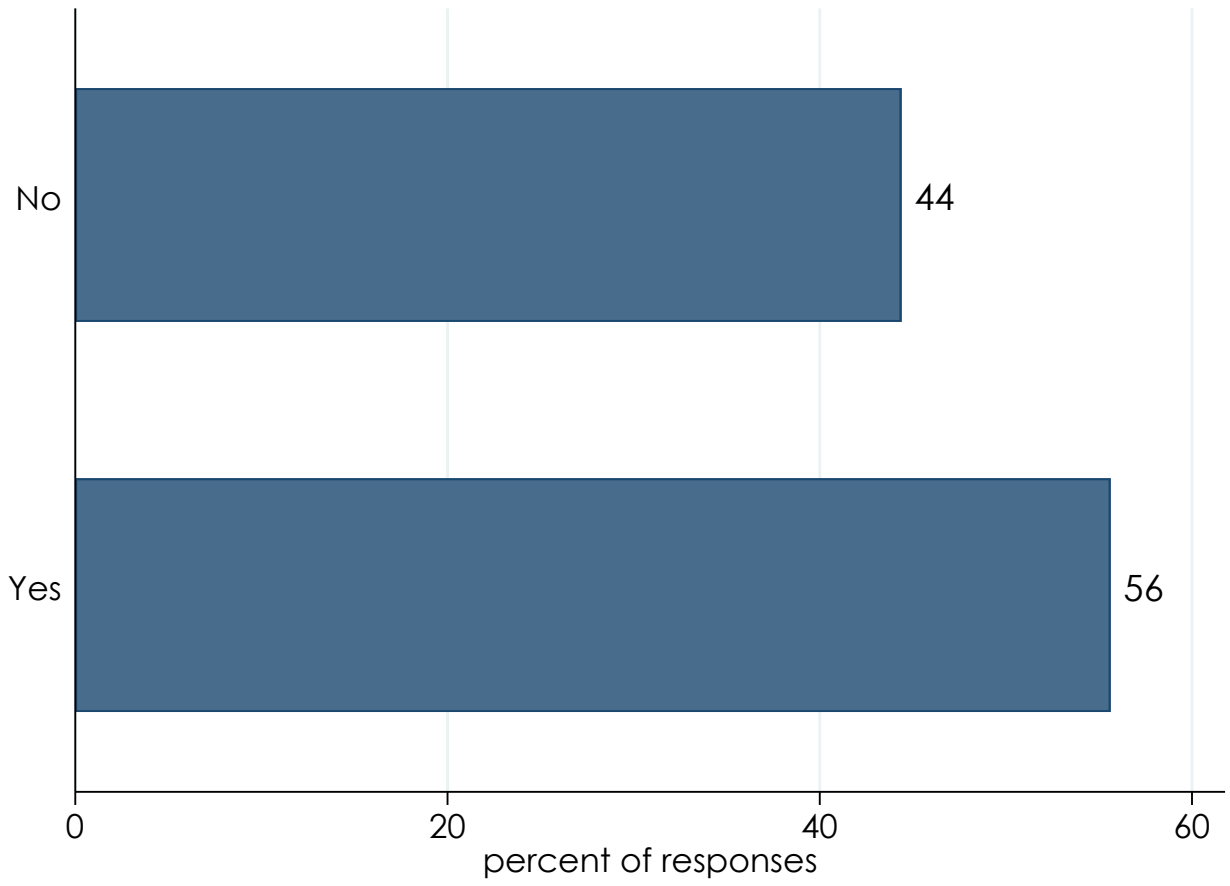
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Most (56%) of people have interacted with the city for a question or concern

Q19 Have you interacted with (by phone, online or visiting) the City with a question, problem, or complaint during the past year?



Customer Service Analysis

Overall perception:
21 (Good)

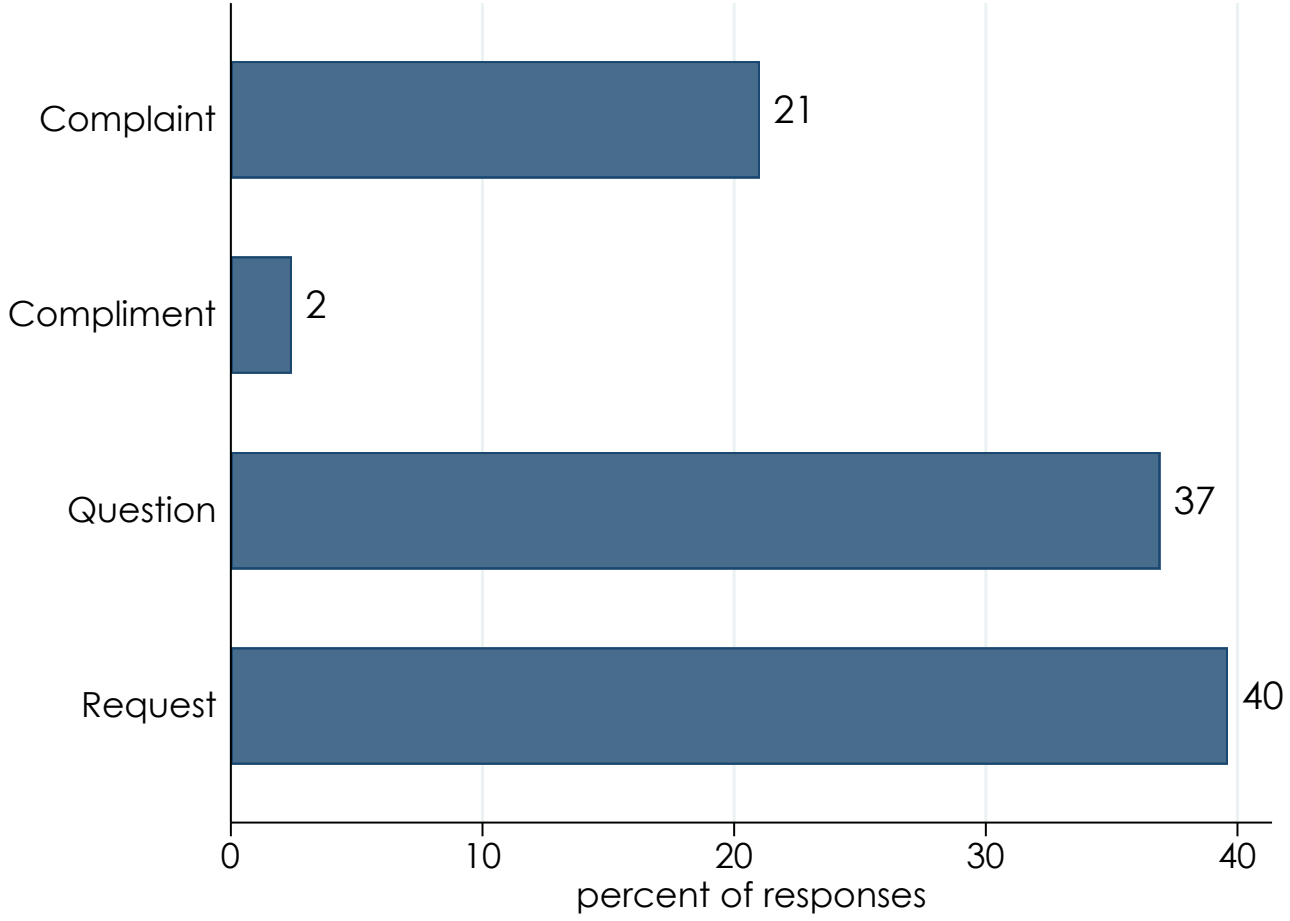
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

The most common reason was for a request. About a 5th of the time it was for a compliant

Q20 If you have interacted with (by phone, online, or visiting) the City during the past year, what was the nature of that interaction?



Customer Service Analysis

Overall perception:
21 (Good)

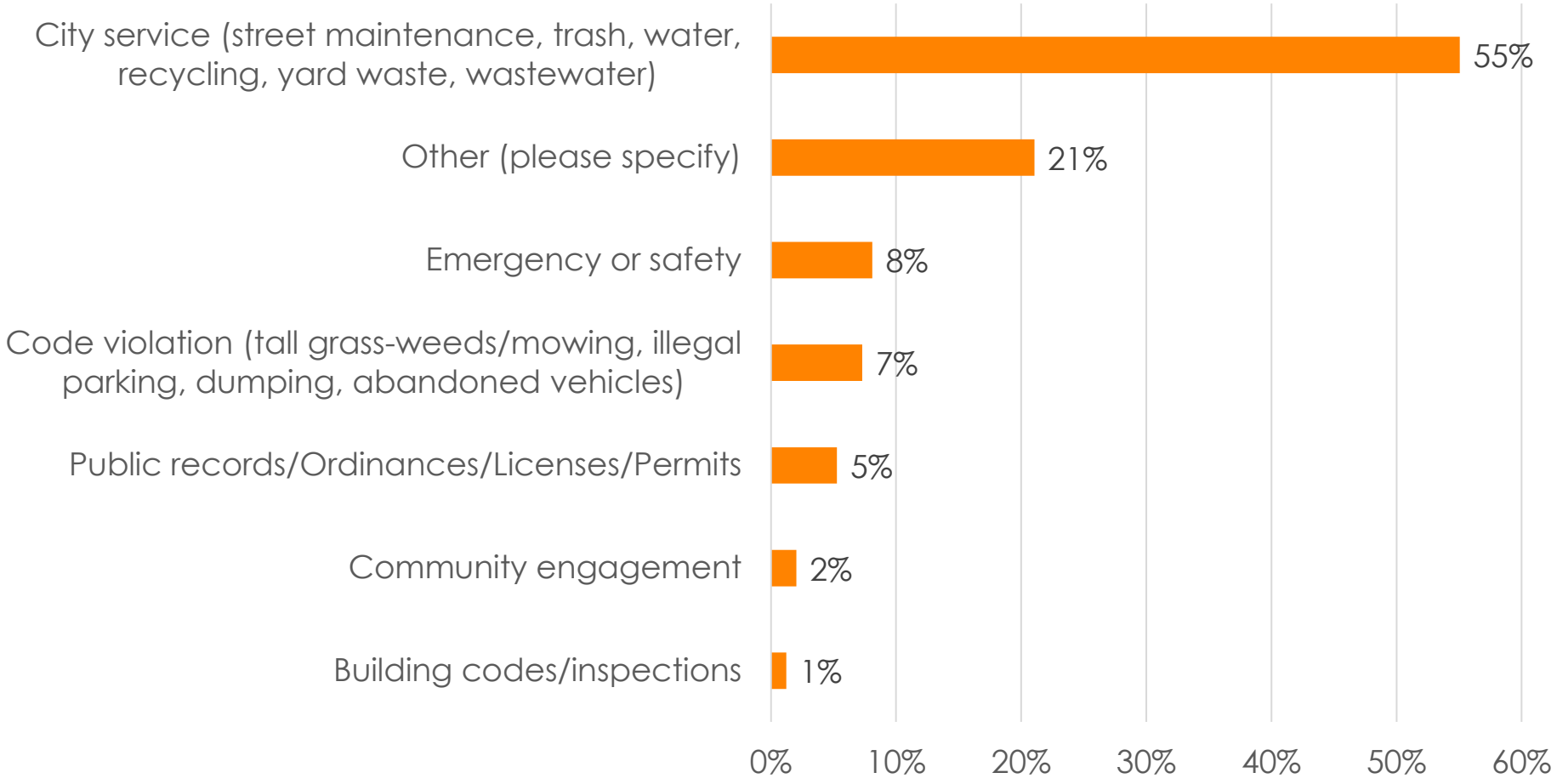
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Most often the interaction was to address a city service e.g., maintenance. (see that section for more details)

Q21 What was the specific reason you interacted with the City?



Utility Service Analysis

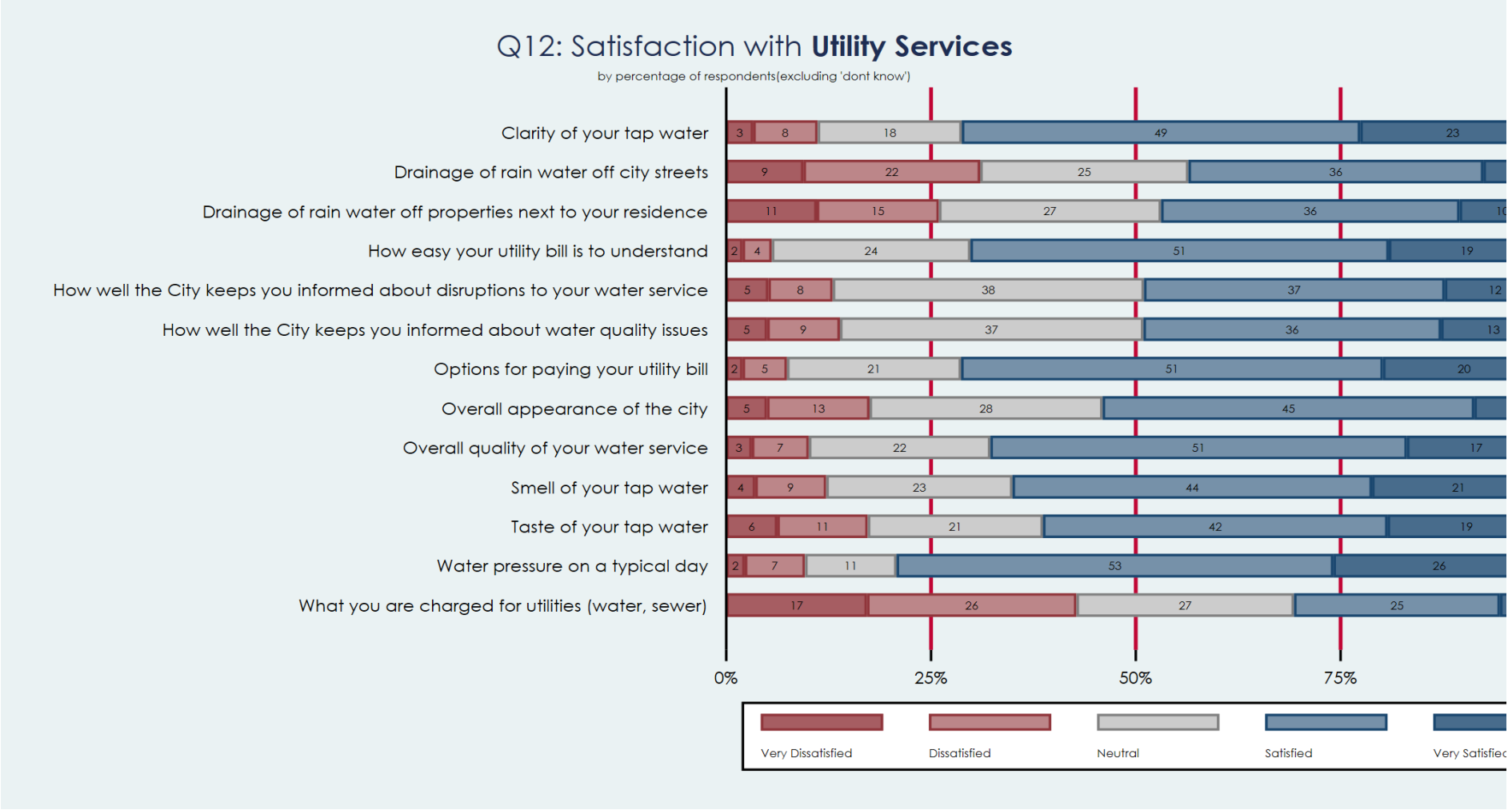
Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
43 (Great)



Utility Service Analysis

Overall perception:
21 (Good)

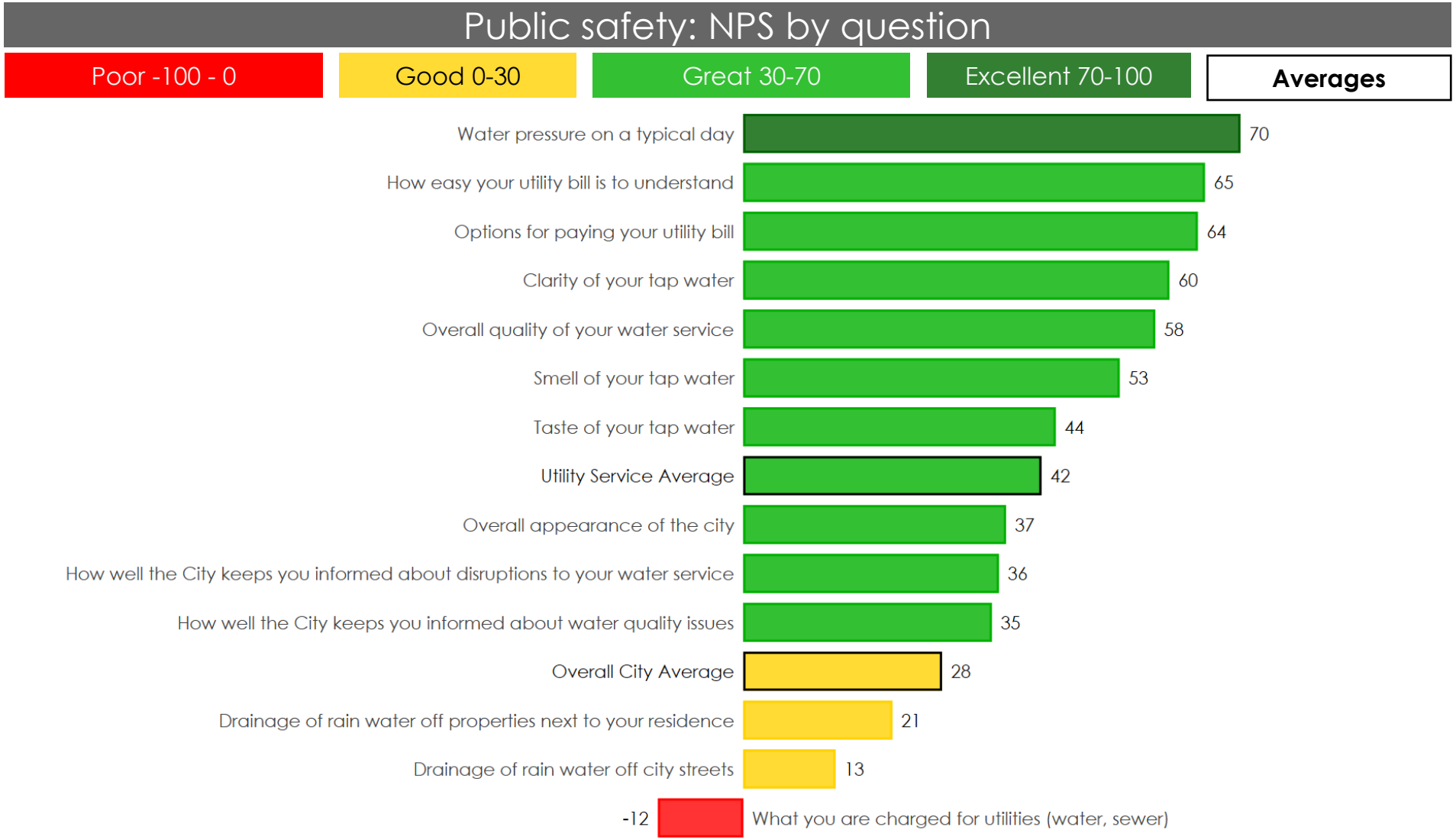
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
42 (Great)

Overall satisfaction for utility services is great (42). Only one area is a major source of unsatisfaction i.e., the price of water/sewer



Utility Service Analysis

Overall perception:
21 (Good)

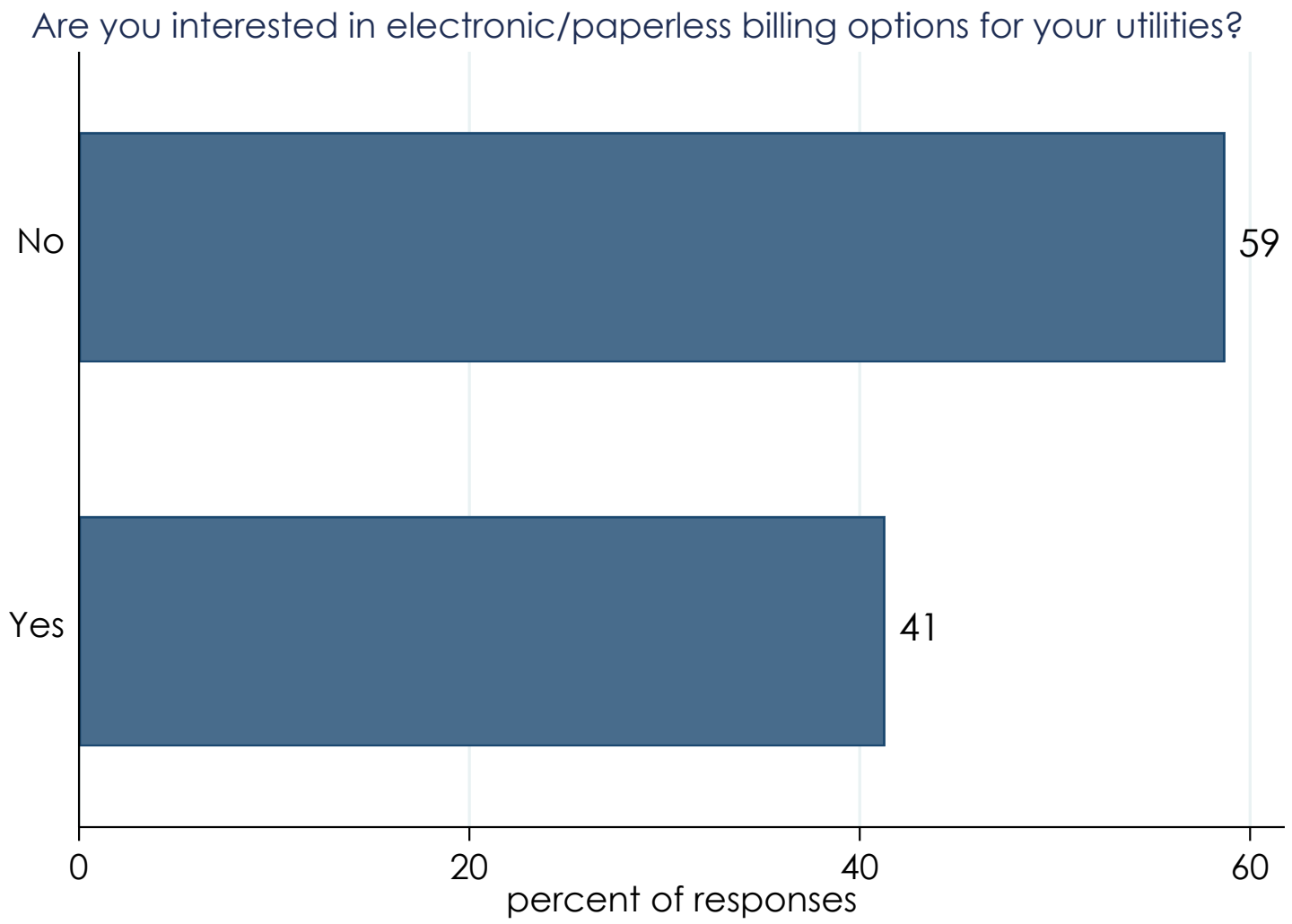
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
42 (Great)

Most people said they were not interested in paperless billing



Utility Service Analysis

Overall perception:
21 (Good)

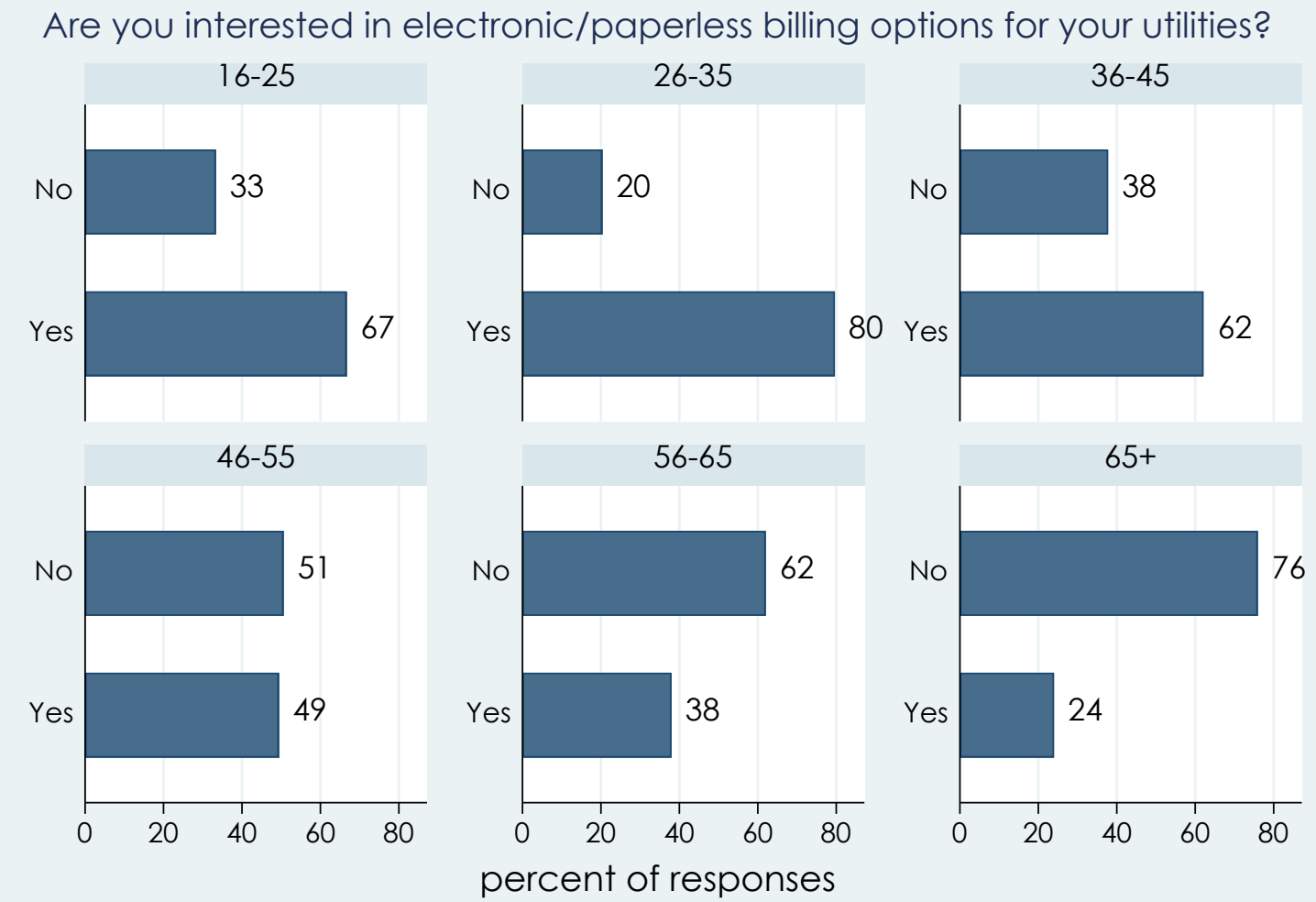
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
42 (Great)

However, this was largely dependent on age. The clear majority of younger cohorts would prefer a paperless option



Graphs by What is your age?

Maintenance Analysis

Overall perception:
21 (Good)

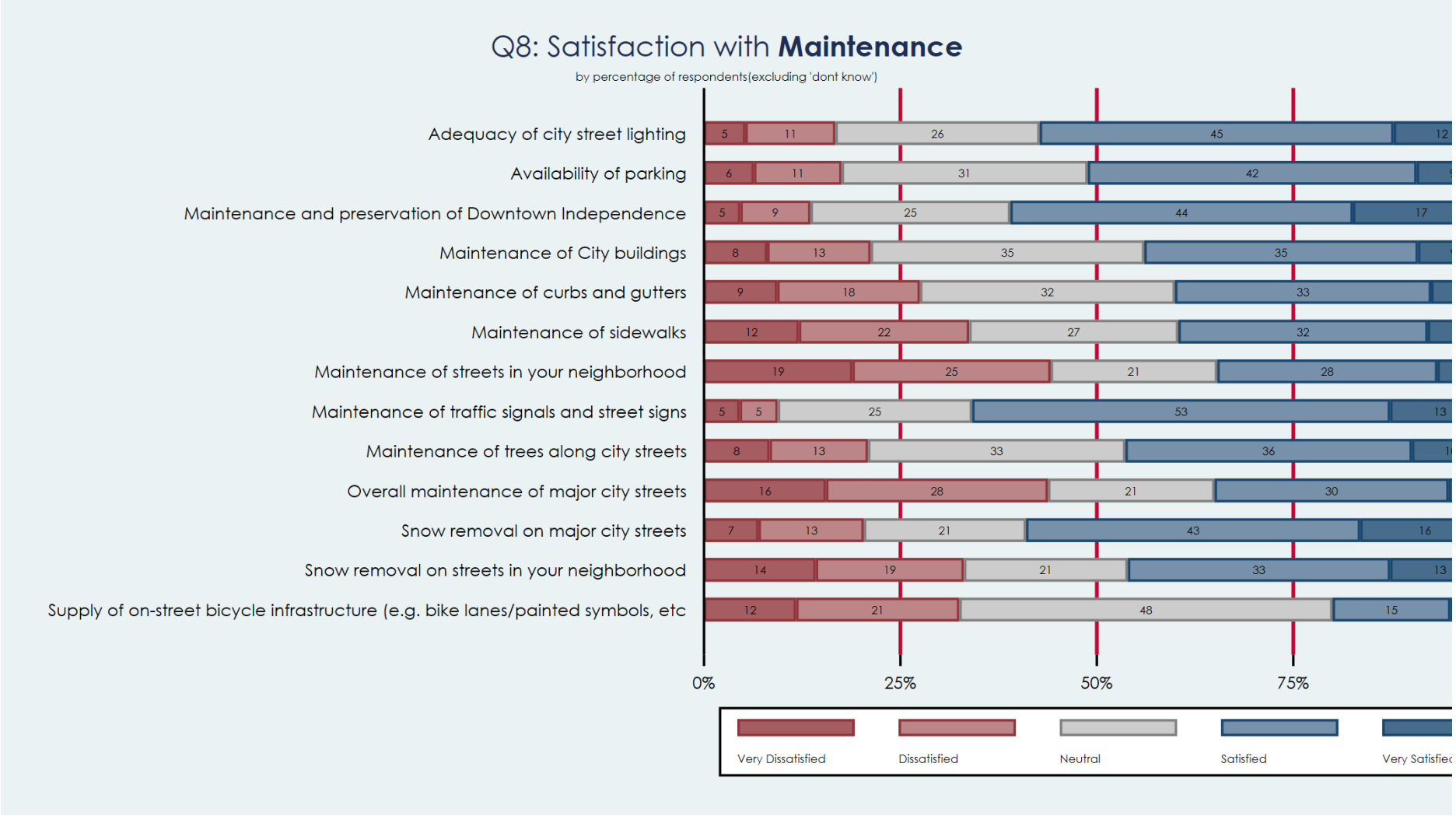
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
42 (Great)

Maintenance:
20 (Good)



Maintenance Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

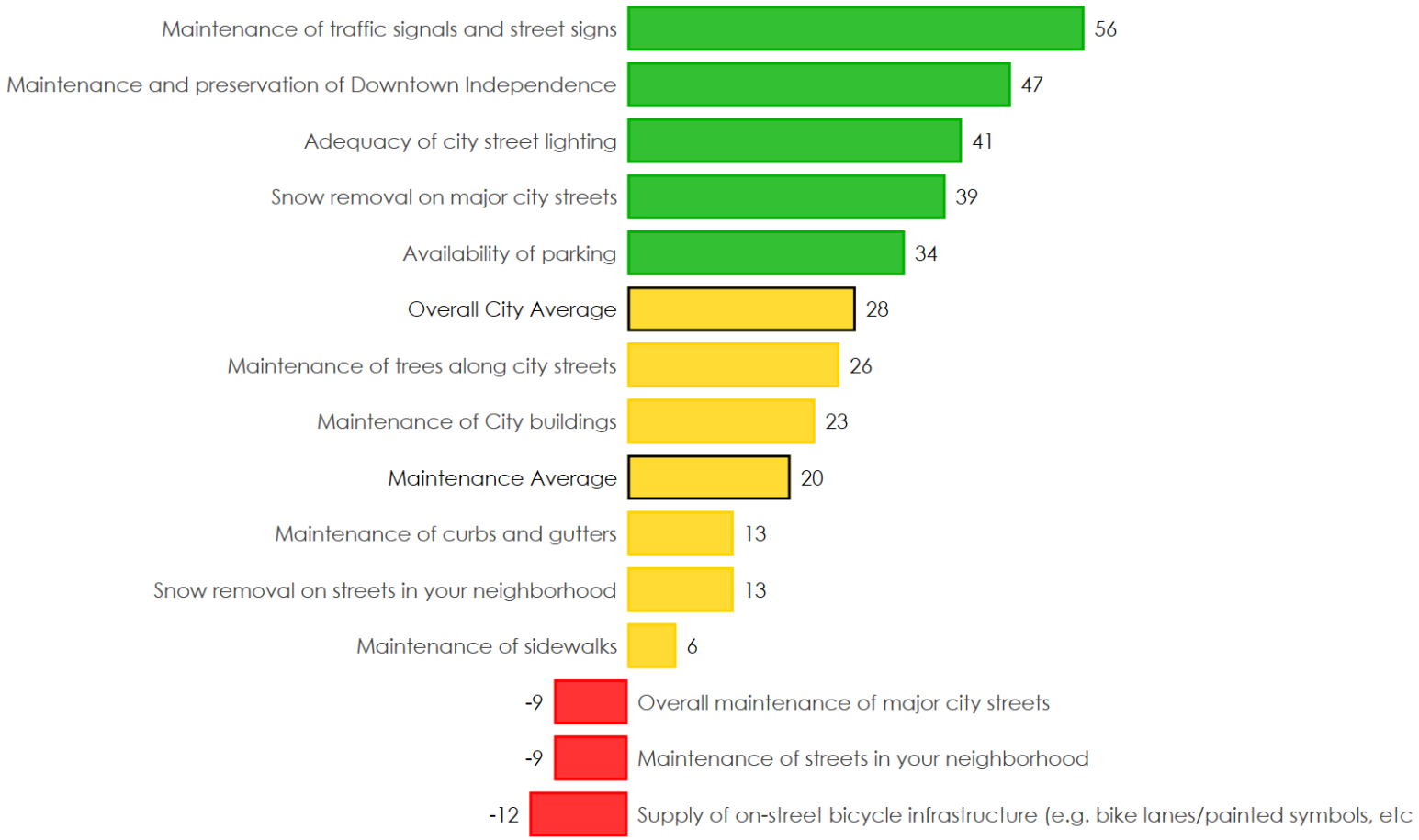
Utility Services:
42 (Great)

Maintenance:
20 (Good)

Overall satisfaction for utility services is good ~20. However, this is below average for the city, and several factors are large dissatisfiers

Public safety: NPS by question

Poor -100 - 0 | Good 0-30 | Great 30-70 | Excellent 70-100 | **Averages**



Communication Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
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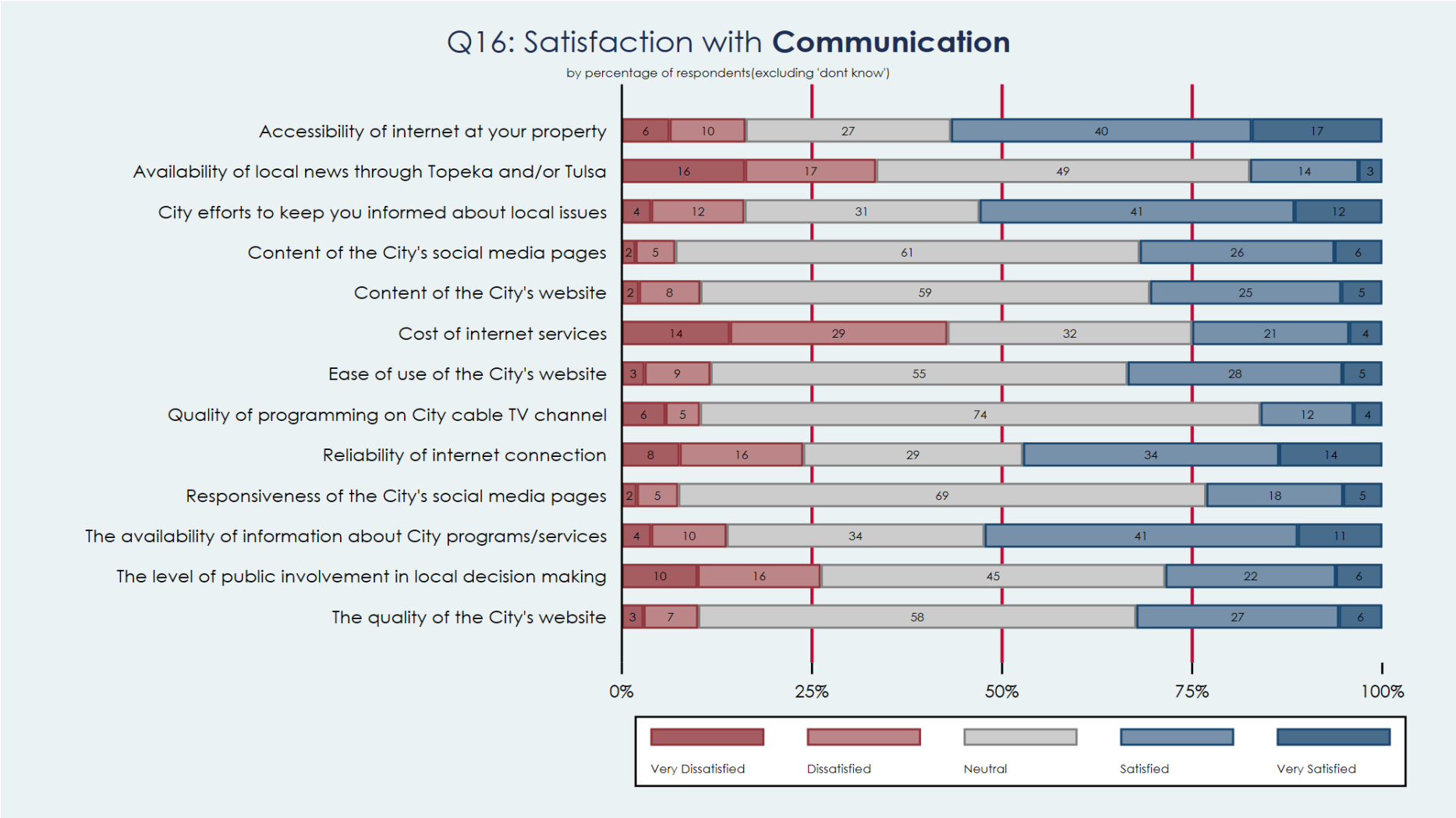
Customer Service:
43 (Great)

Utility Services:
42 (Great)

Maintenance:
20 (Good)

Communications:
17 (Good)



Communication Analysis

Overall perception:
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Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

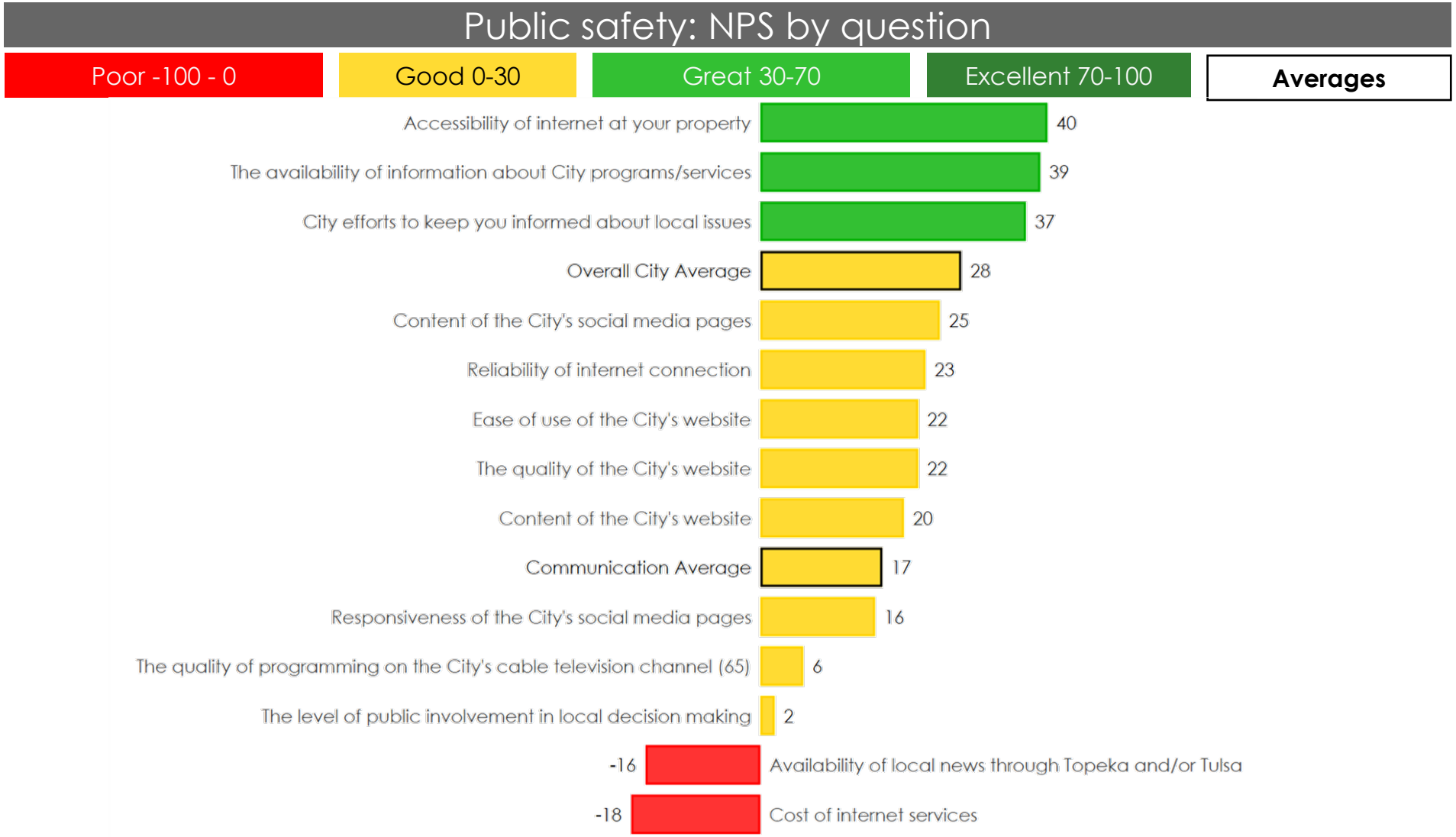
Customer Service:
43 (Great)

Utility Services:
42 (Great)

Maintenance:
20 (Good)

Communications:
17 (Good)

Communication scored an NPS of 17. This is low but still considered good. It appears TV & Internet services are areas that drive the score down



Communication Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

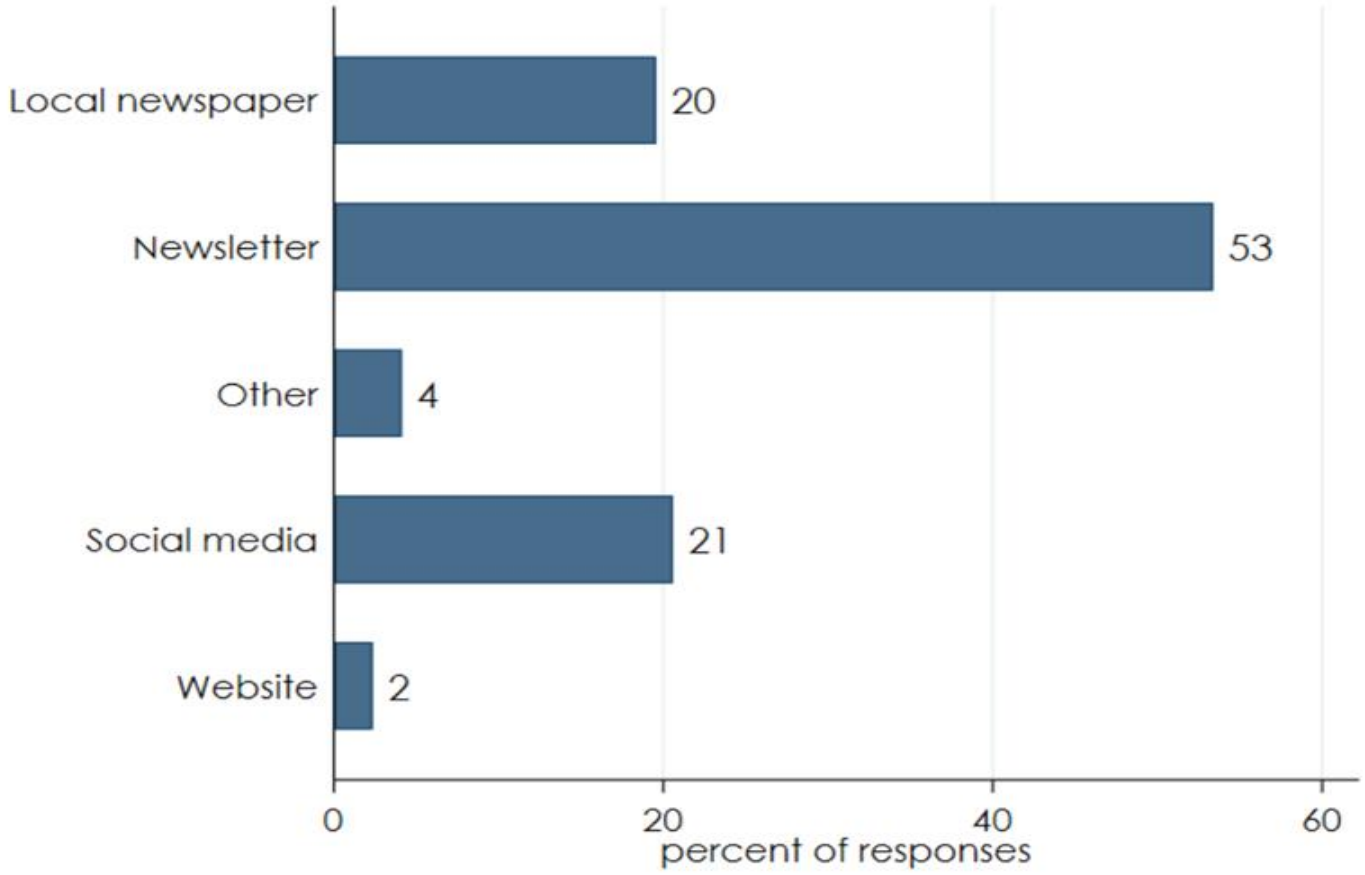
Utility Services:
42 (Great)

Maintenance:
20 (Good)

Communications:
17 (Good)

Most get their info about the city from the newsletter or newspaper

Q17 Which of the following are your primary sources of information about City issues, services, and events?



Communication Analysis

Overall perception:
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Parks & Recreation:
57 (Great)

Public Safety:
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Customer Service:
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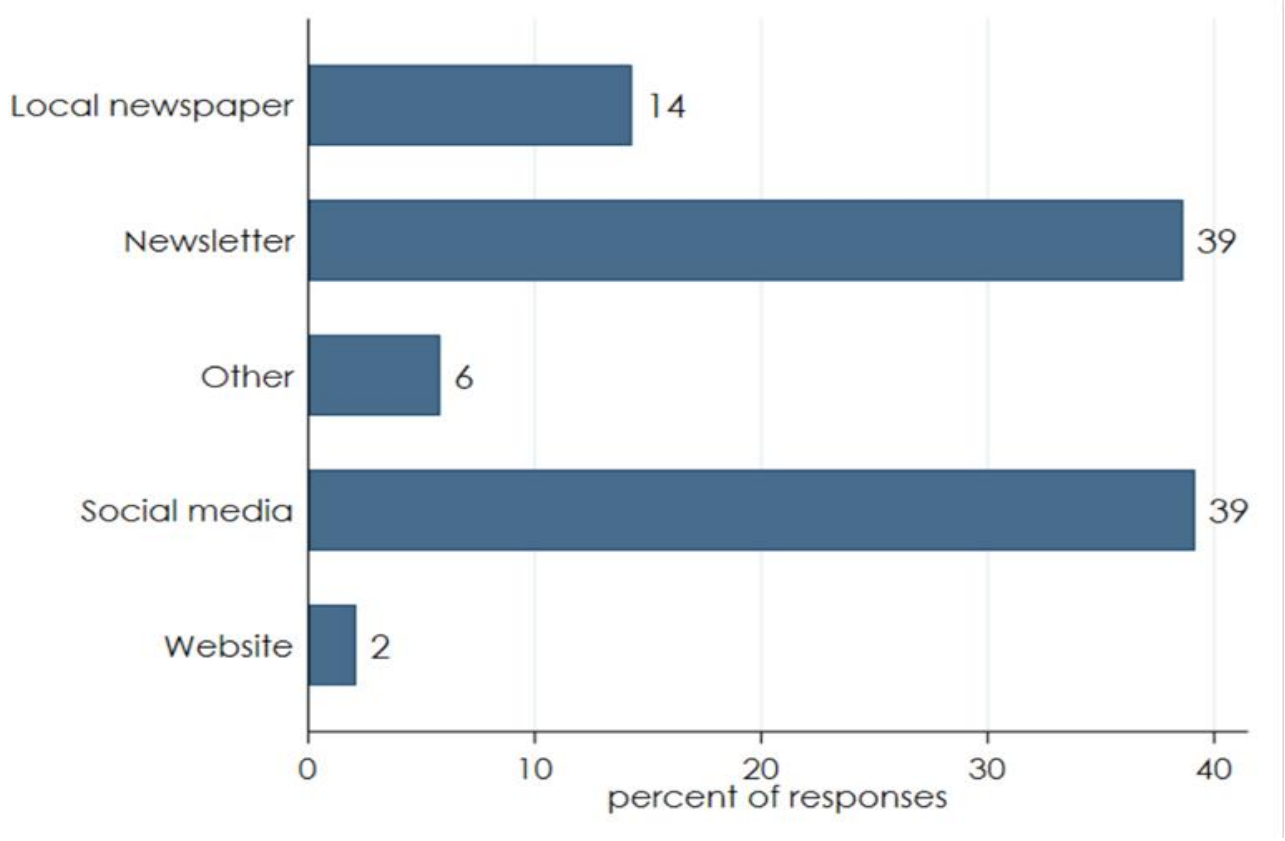
Utility Services:
42 (Great)

Maintenance:
20 (Good)

Communications:
17 (Good)

Younger cohorts use online mediums far more frequently

Q17 Which of the following are your primary sources of information about City issues, services, and events? (45 & Younger)



Communication Analysis

Overall perception:
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Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
42 (Great)

Maintenance:
20 (Good)

Communications:
17 (Good)

Again, this is due to age. Younger cohorts use online mediums far more

Q17 Which of the following are your primary sources of information about City issues, services, and events?

Parks & Rec Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
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Utility Services:
42 (Great)

Maintenance:
20 (Good)

Communications:
17 (Good)

Perspectives on communication

Theme …	*Representative Comments …*
Overall communication	"I'm glad there has been better communication in the last several year." "There is a large amount of communication between many city departments and the public. There are numerous avenues for the public to discuss any concerns with city officials." "Work with utilities to provide better communications regarding information to residents." Information on the city's website is also generally not easily "googleable." The city could greatly improve communication to the public simply by enhancing/getting its website up to speed so that one person can just google something and then immediately be directed to that information on the city's website. Instead, if one has the time, a person has to attempt to navigate all the different aspects of the City's website. I suspect very few people will do that and just give up. "We need a little big more communication on the website or you can change it more friendly users."

City Processes Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

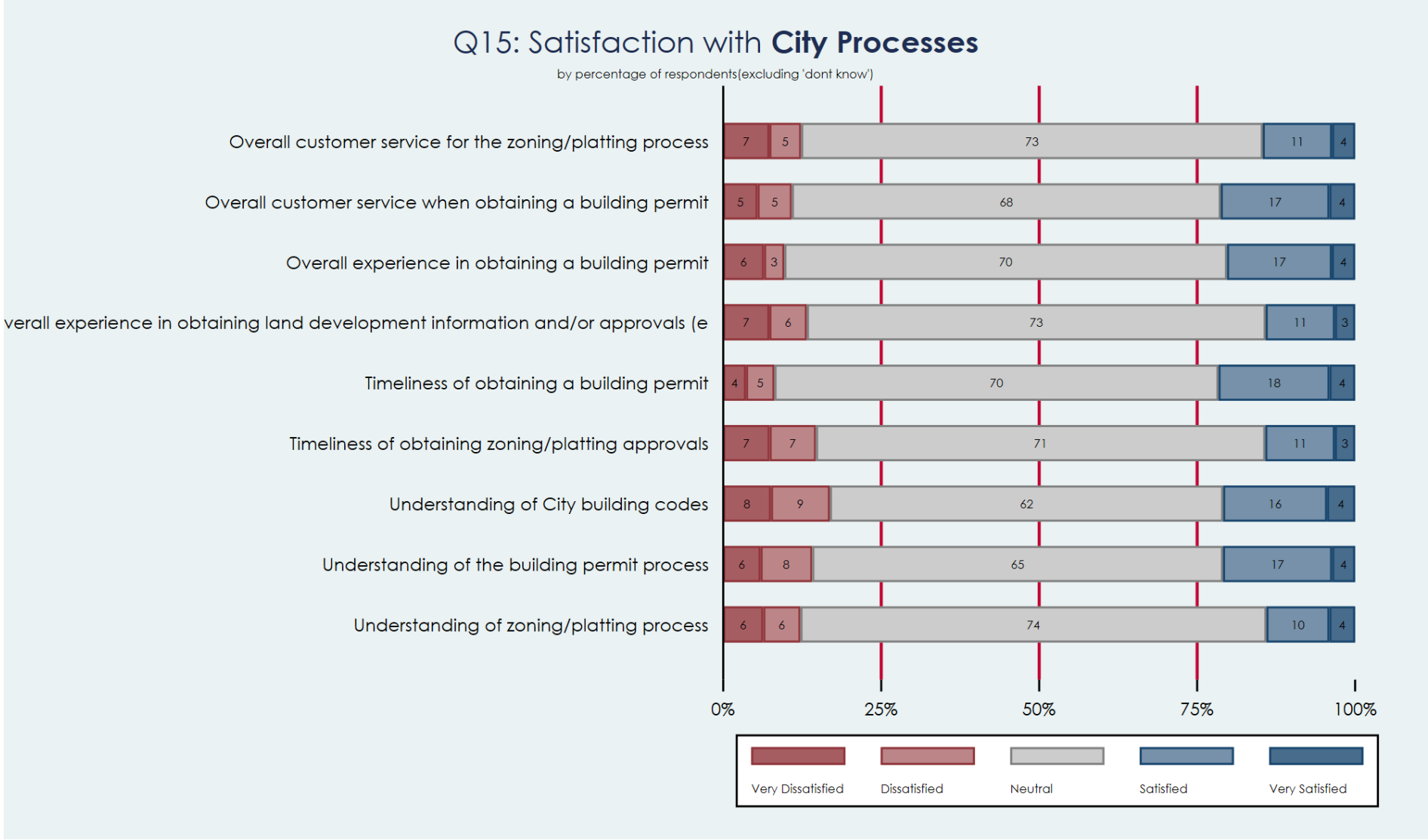
Customer Service:
43 (Great)

Utility Services:
42 (Great)

Maintenance:
20 (Good)

Communications:
17 (Good)

City Processes:
6 (Good)



Communication Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

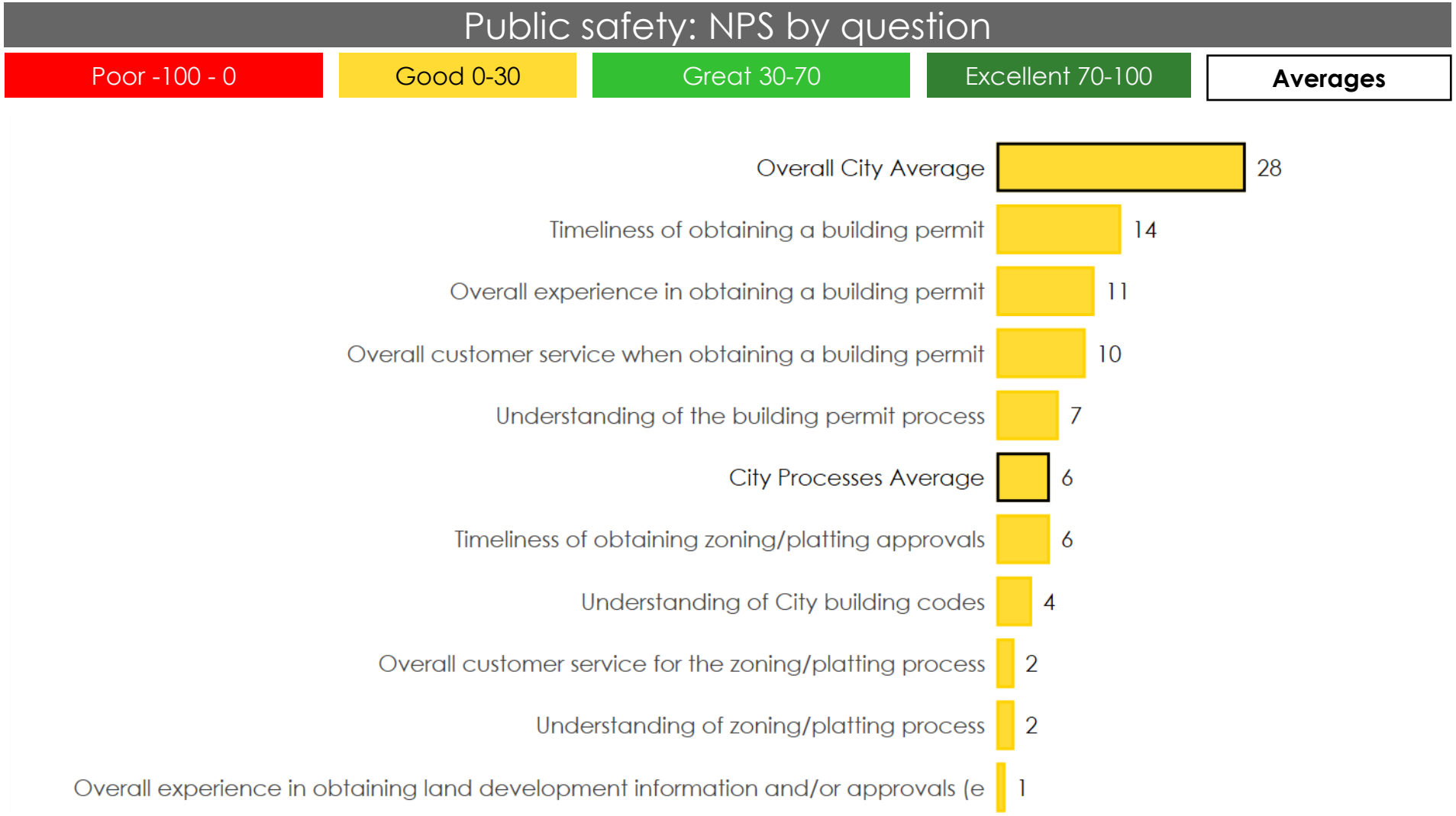
Utility Services:
42 (Great)

Maintenance:
20 (Good)

Communications:
17 (Good)

City Processes:
6 (Good)

City processes scored an NPS of 5. This is low. In fact, all areas scored lower than the city average.



Code Enforcement Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

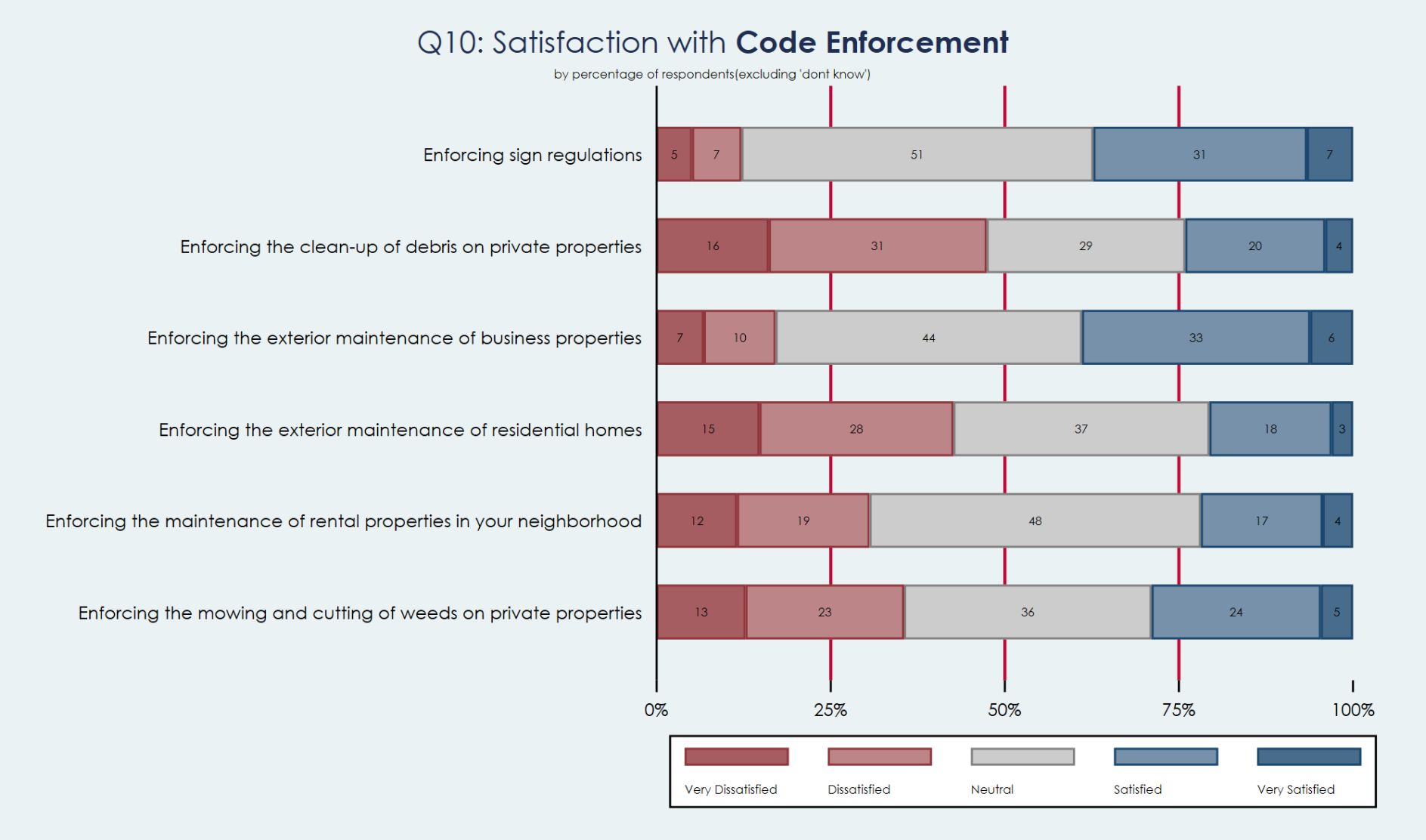
Utility Services:
42 (Great)

Maintenance:
20 (Good)

Communications:
17 (Good)

City Processes:
6 (Good)

Code Enforcement:
-2 (Poor)



Code Enforcement Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
43 (Great)

Maintenance:
21 (Good)

Communications:
17 (Good)

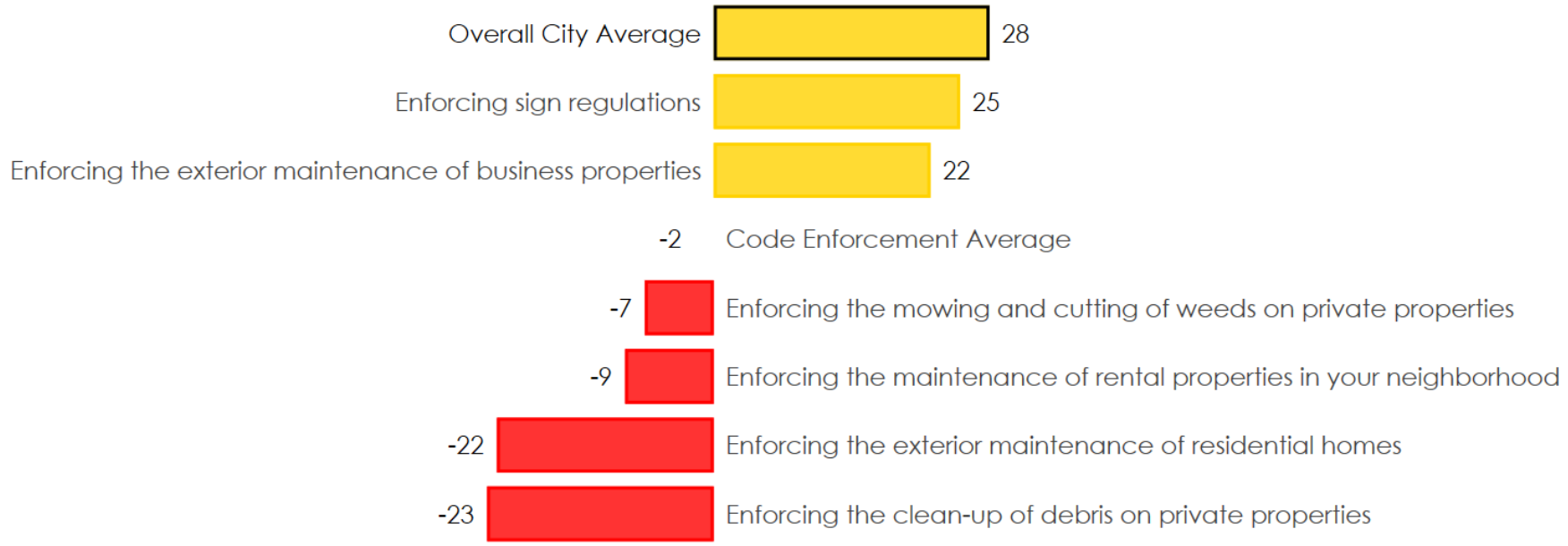
City Processes:
6 (Good)

Code Enforcement:
-2 (Poor)

The area that needs the most work is code enforcement. It scores an NPS of -2. All areas score below the city average

Public safety: NPS by question

Poor -100 - 0 | Good 0-30 | Great 30-70 | Excellent 70-100 | **Averages**



Code Enforcement Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
43 (Great)

Maintenance:
21 (Good)

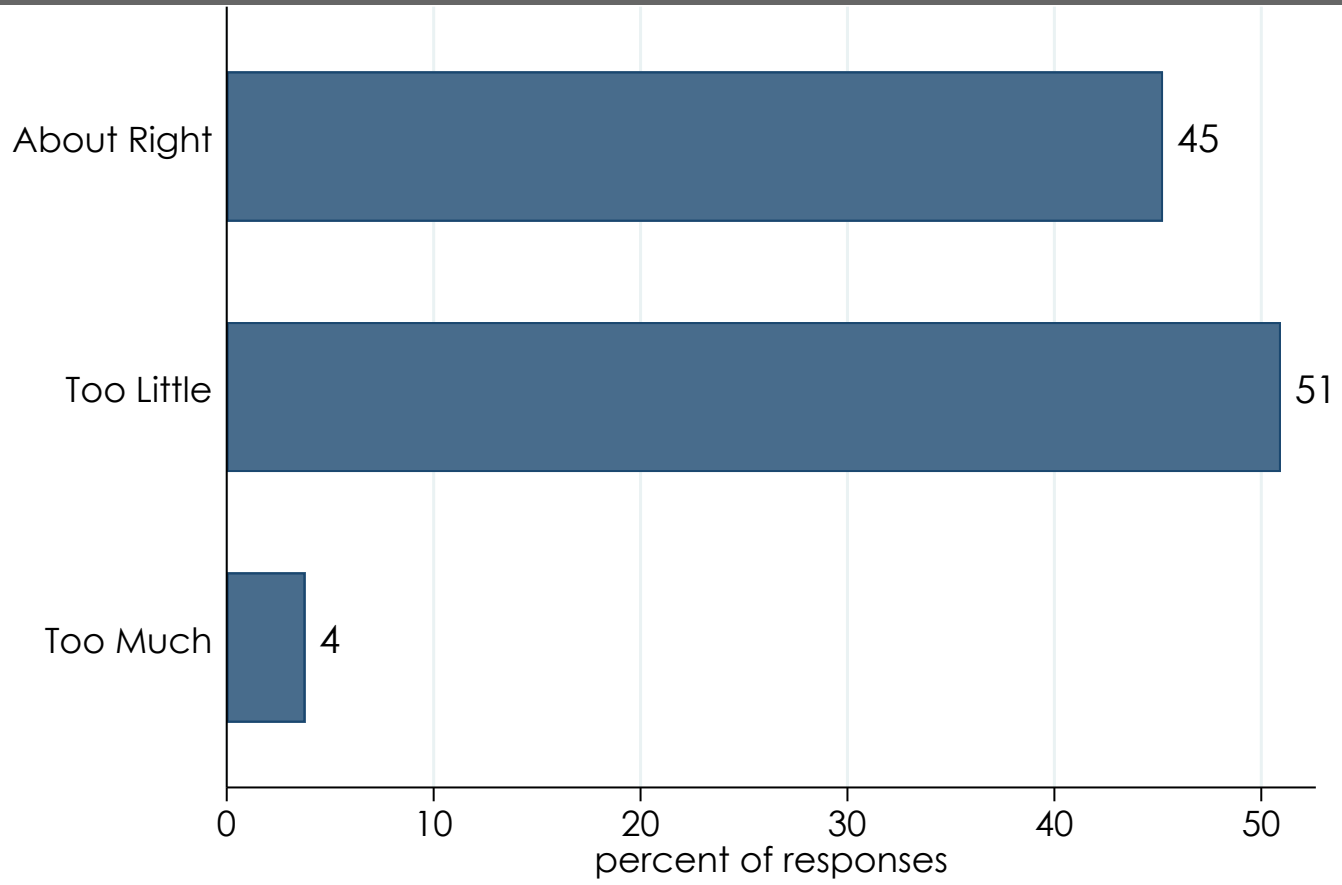
Communications:
17 (Good)

City Processes:
6 (Good)

Code Enforcement:
-2 (Poor)

More than half of people thing codes are not enforced enough

Q11 How would you describe the City's level of enforcement when it comes to codes and ordinances?



Code Enforcement Analysis

Overall perception:
21 (Good)

Parks & Recreation:
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Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
43 (Great)

Maintenance:
21 (Good)

Communications:
17 (Good)

City Processes:
6 (Good)

Code Enforcement:
-2 (Poor)

This is especially true among residents in Central and Southeast neighborhoods

Q11 How would you describe the City's level of enforcement when it comes to codes and ordinances?

Code Enforcement Analysis

Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Public Safety:
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Customer Service:
43 (Great)

Utility Services:
43 (Great)

Maintenance:
21 (Good)

Communications:
17 (Good)

City Processes:
6 (Good)

Code Enforcement:
-2 (Poor)

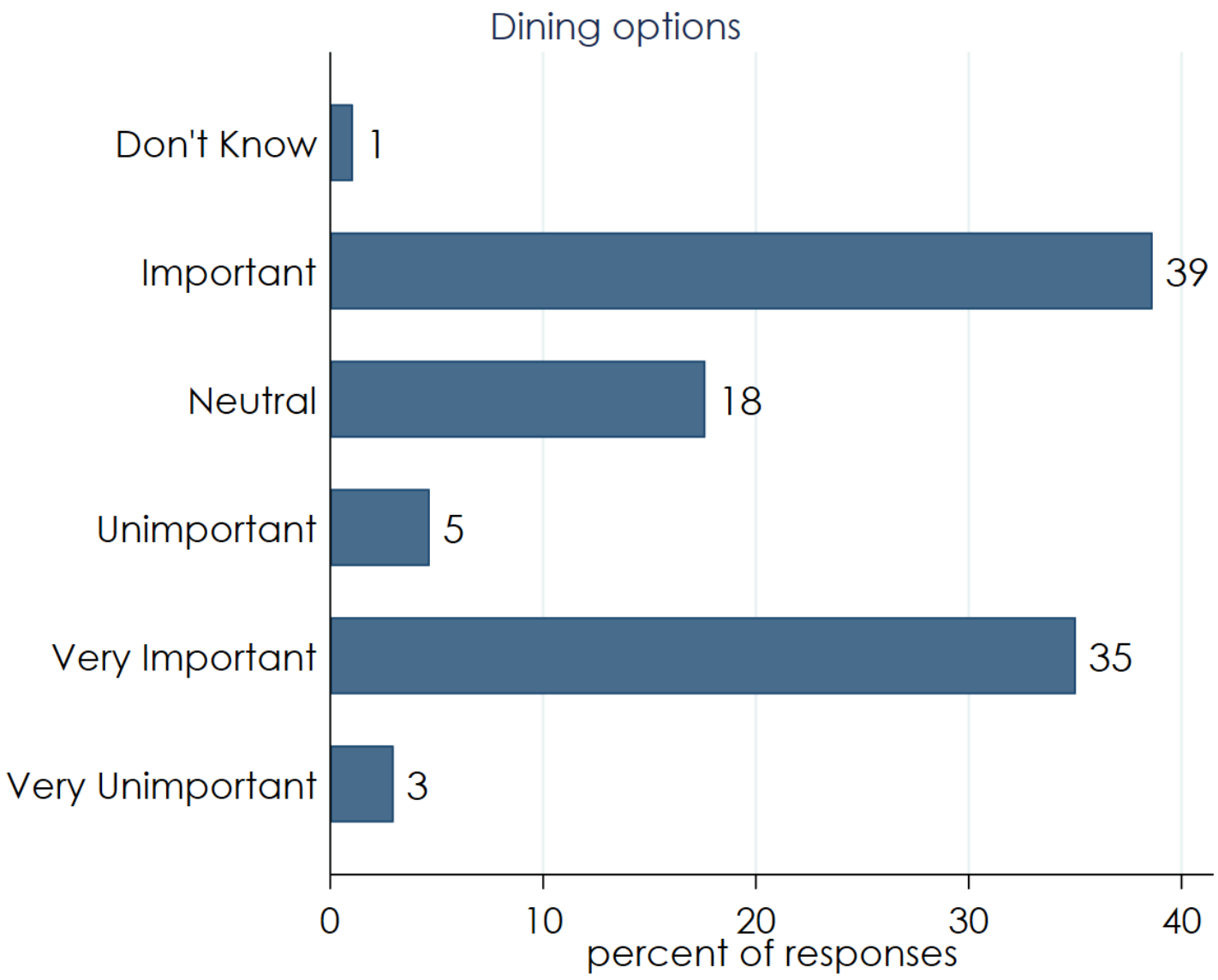
Perspectives on Code Enforcement

Theme …	*Representative Comments …*
Overall thoughts on code enforcement	"Our streets are a mess. Please fix the potholes"
	"The upkeep of homes and yards present a problem to people in the area. Unkept and trash everywhere gives all a bad name"
	"I don't seem like anything happens to people who don't follow codes. People need to be held accountable for their properties."
	"The city codes have gotten crazy over the last few years what counts for some doesn't affect others, look at all the trashy yards."
	"The appearance of our city. Provide dumpsters so people can clean up their yards."
	"Code enforcement is at the top of my list…the overall appearance of the city has deteriorated over the past decade."
	"Very disappointed in the way yards and clutter are being allowed."
	"There are a LOT of empty houses in the area that need to be either repaired or torn down."

Appendix

Living in Independence

Please indicate how important each of the following considerations were in your decision to live in Independence.



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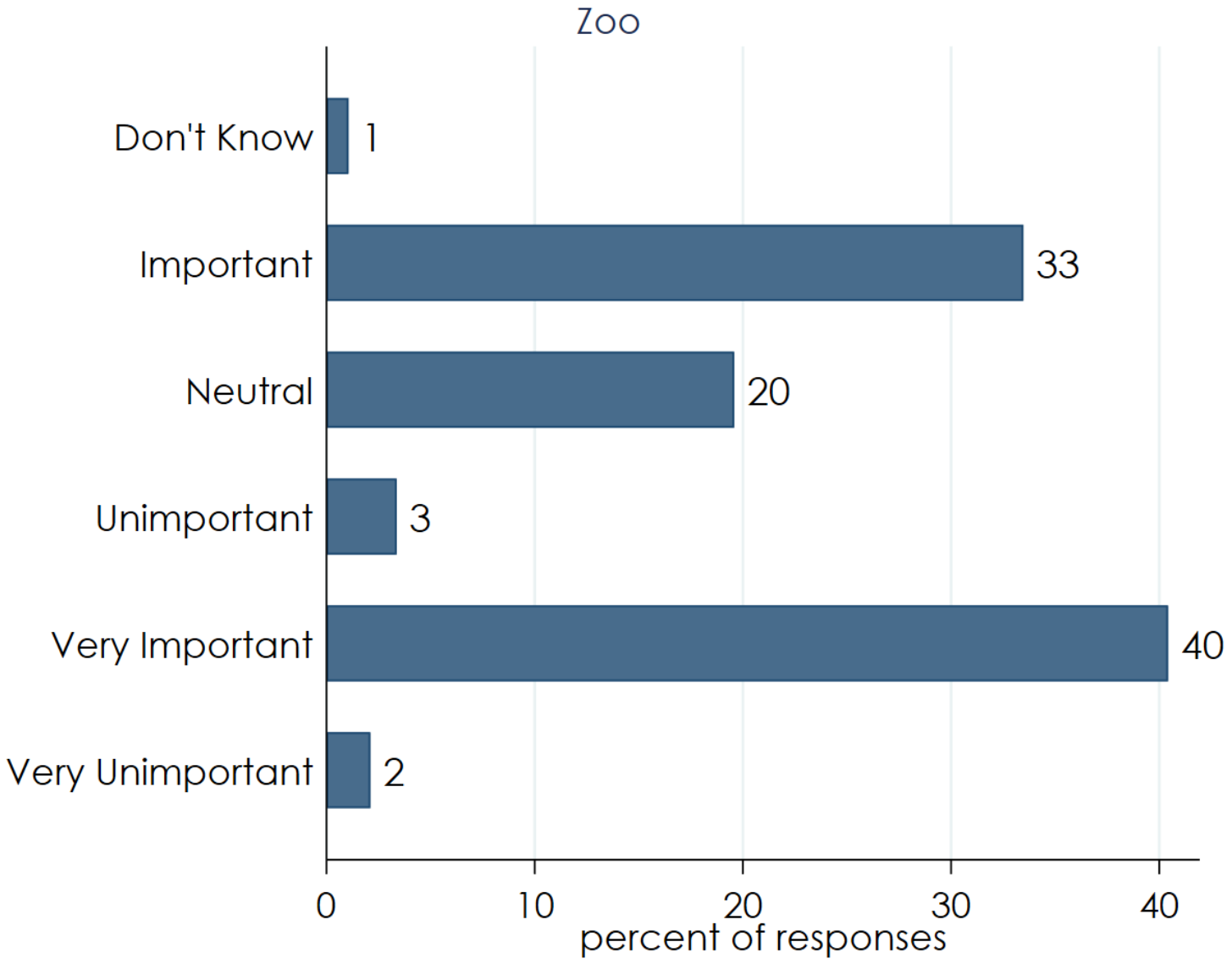

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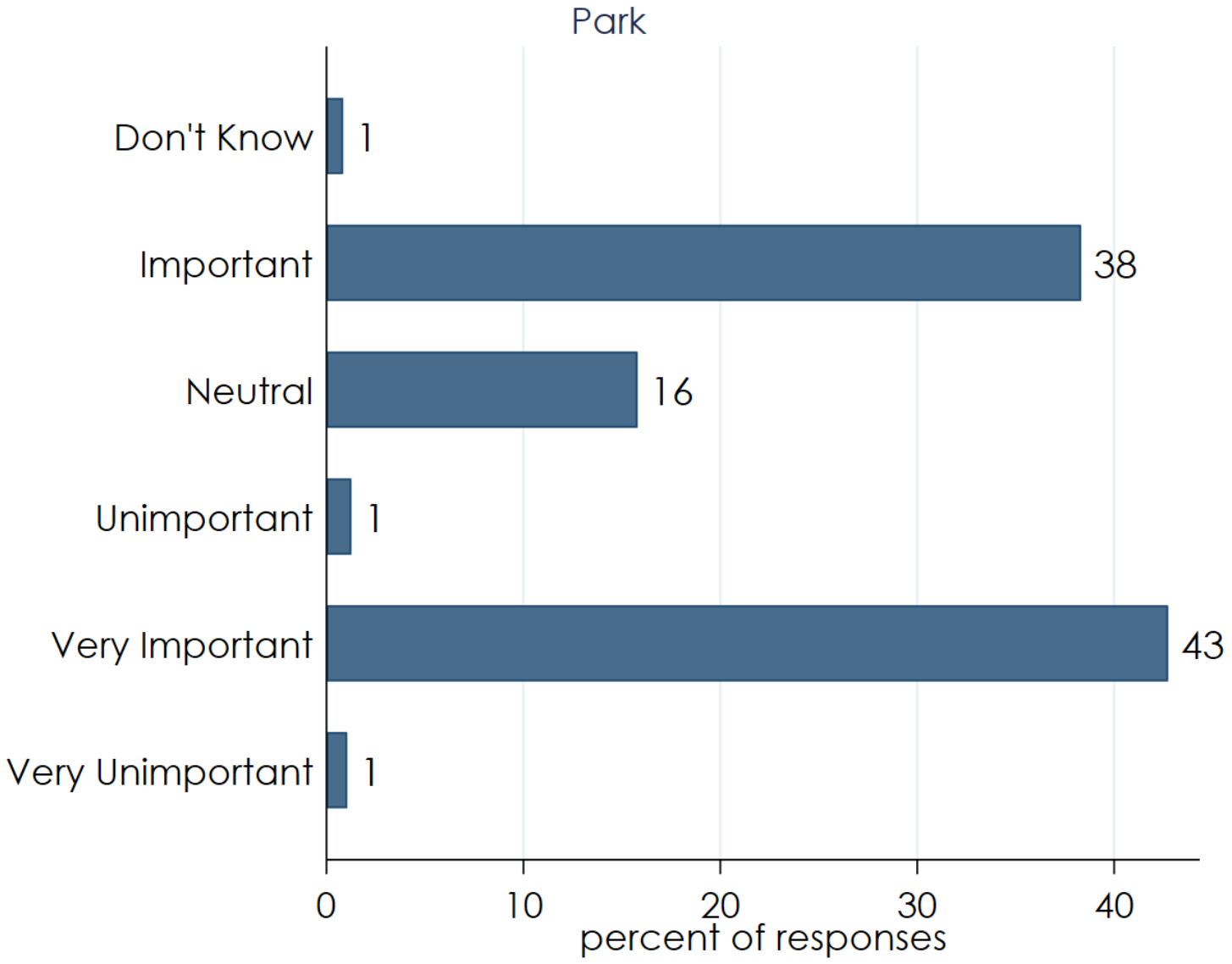

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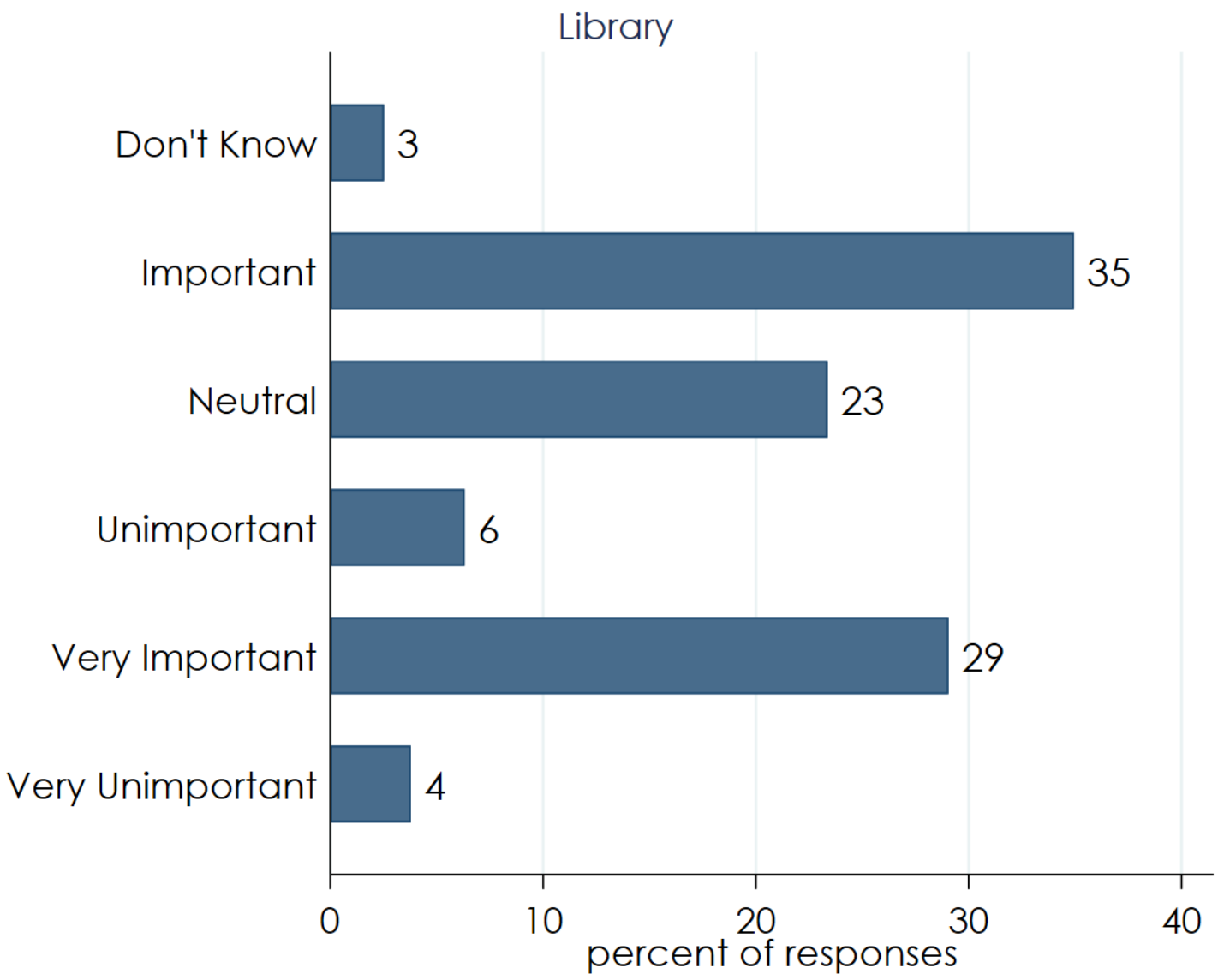

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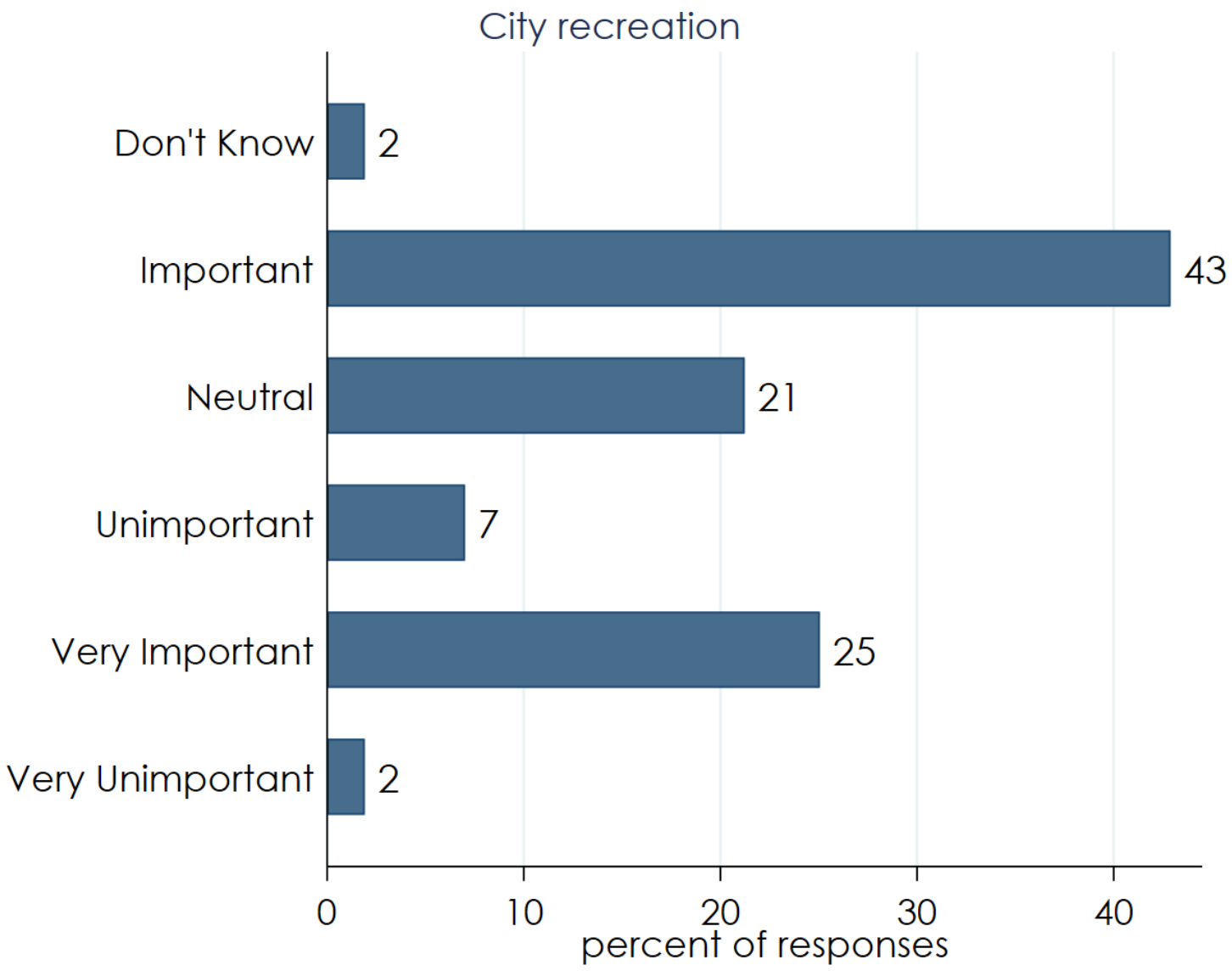

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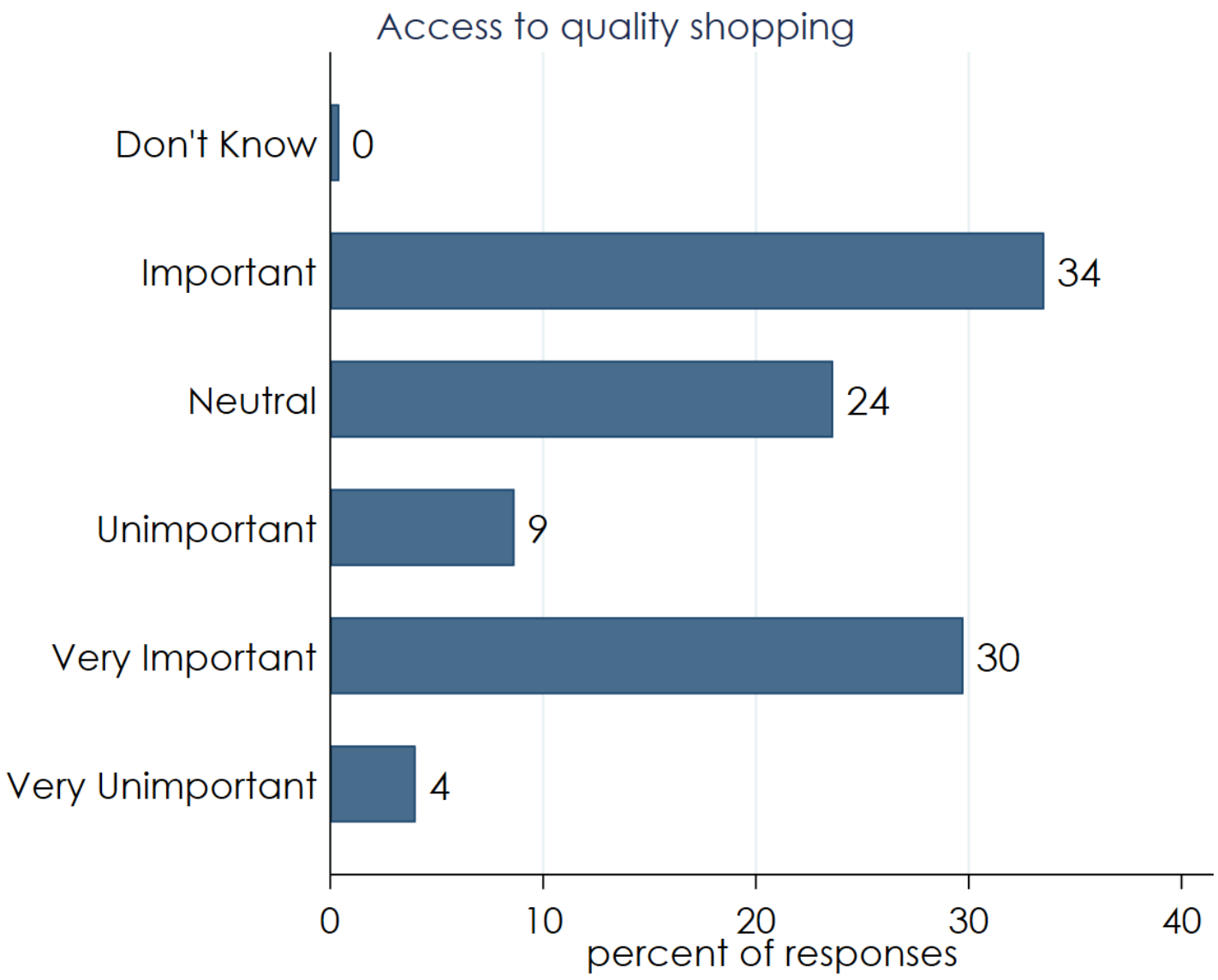

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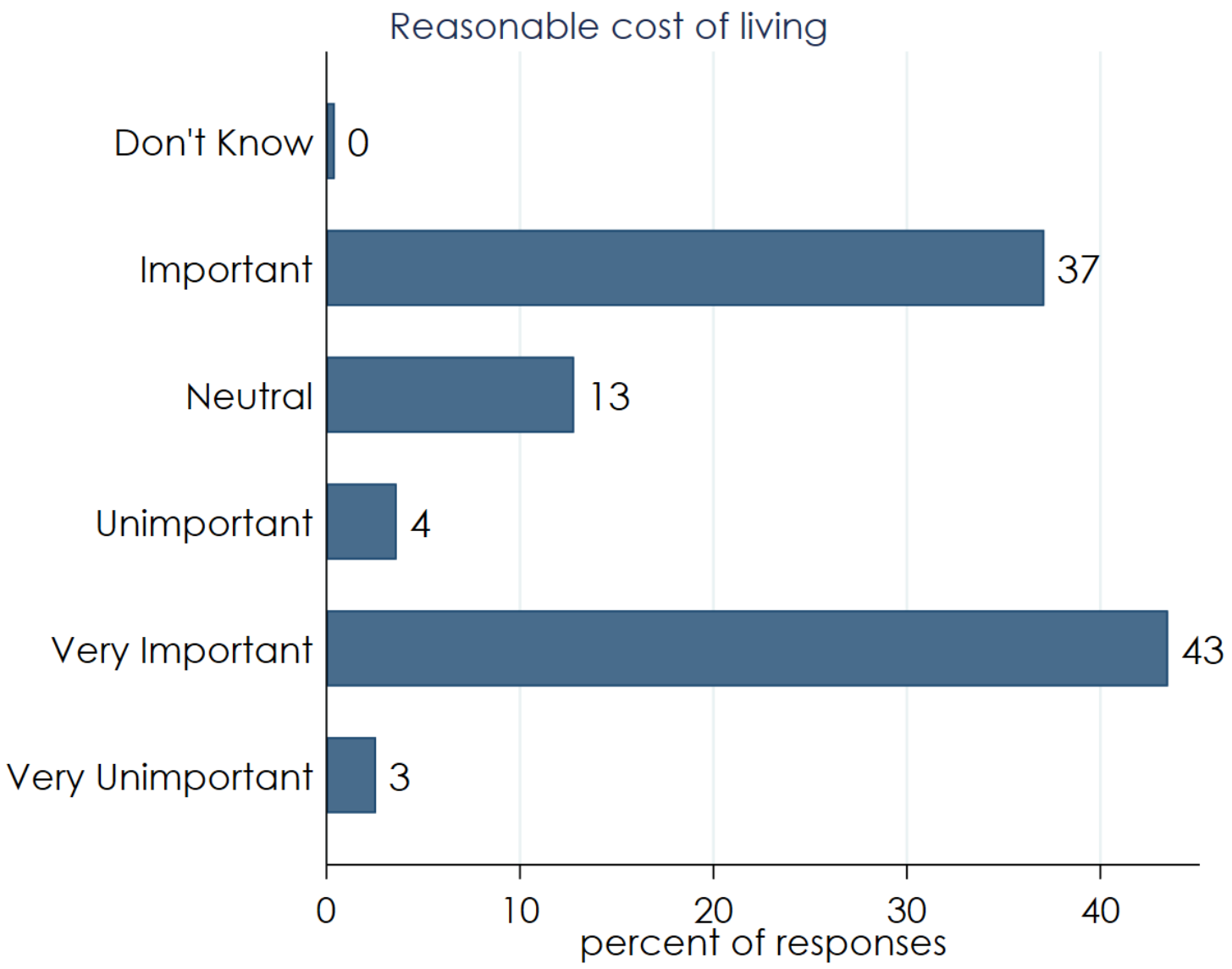

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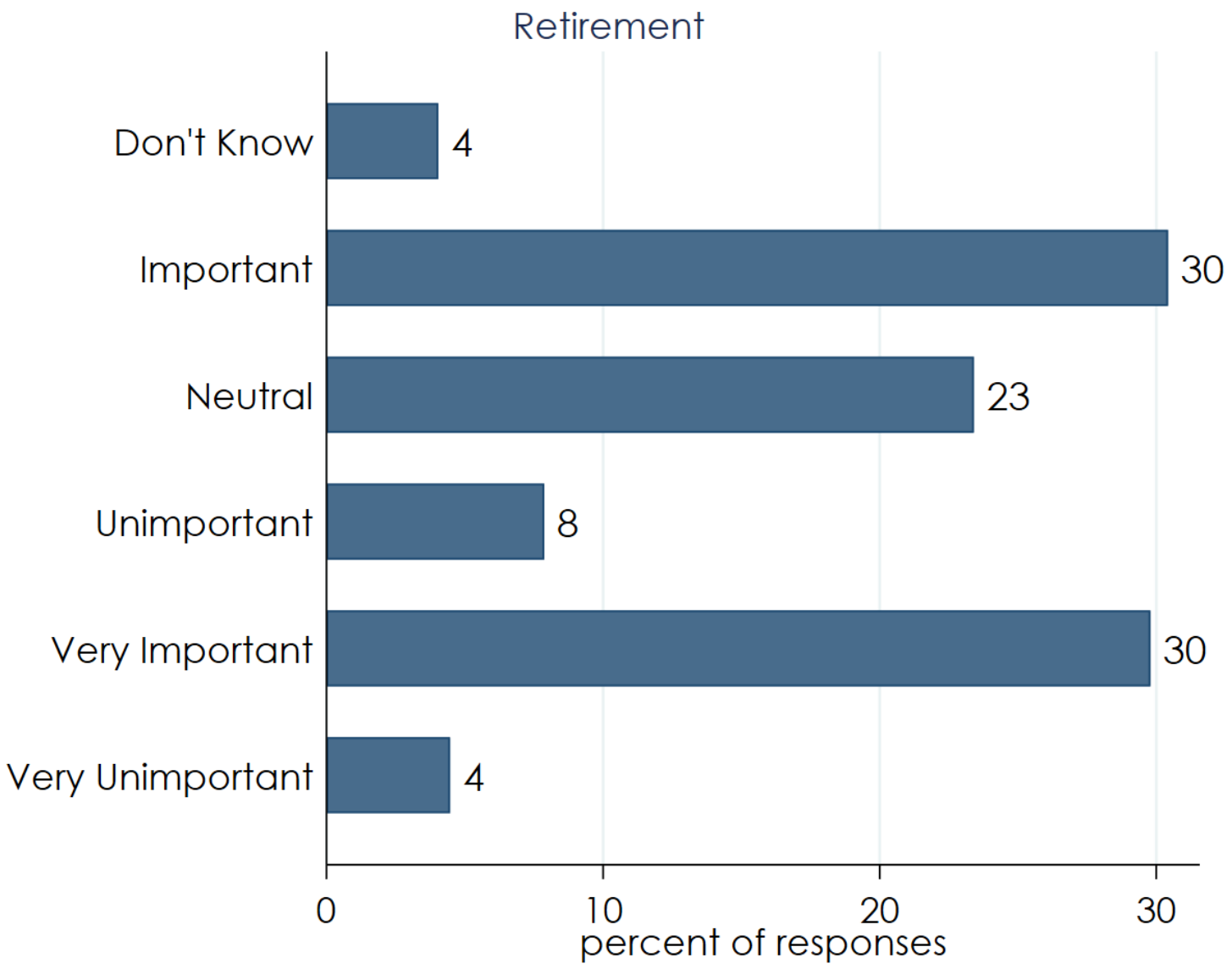

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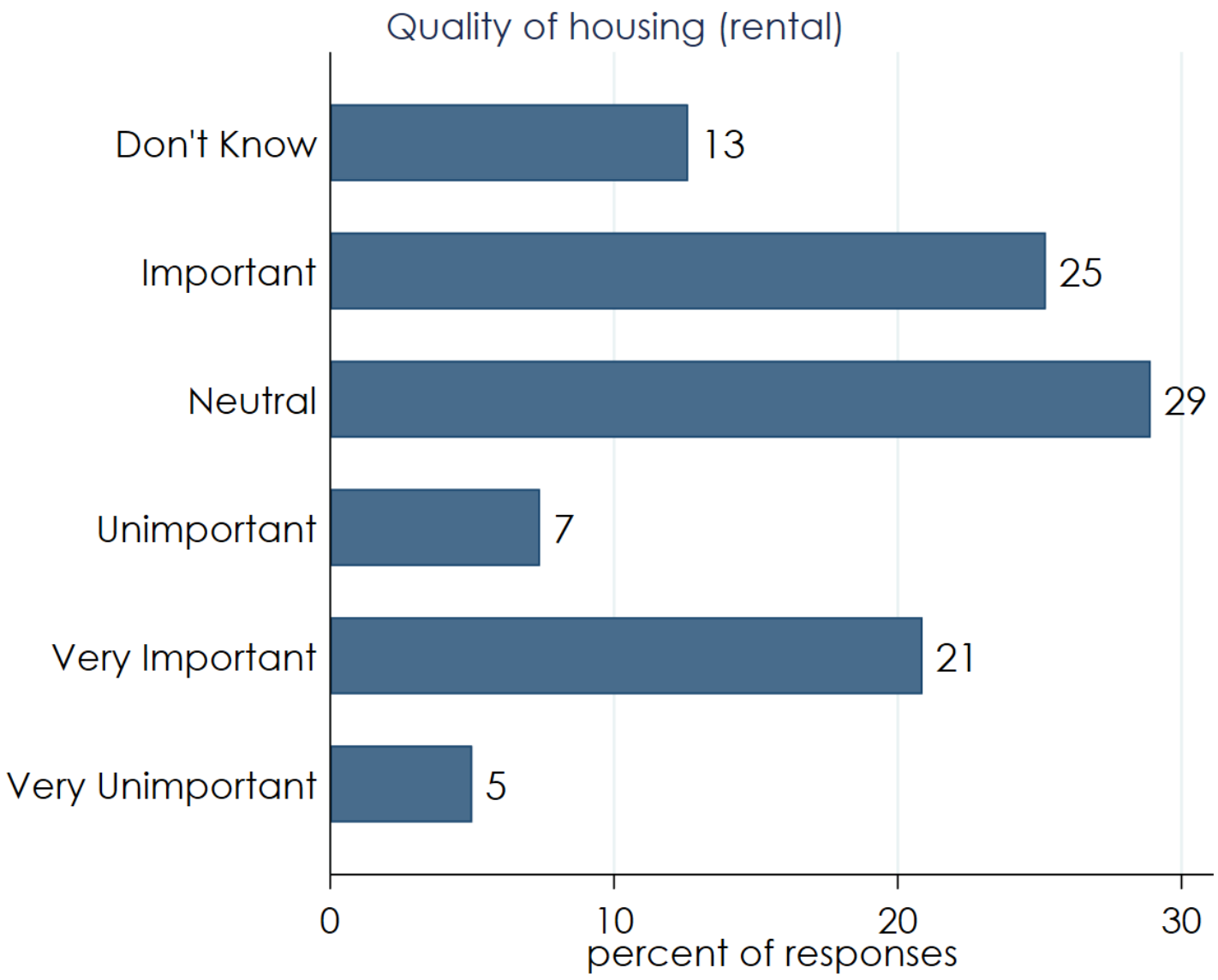

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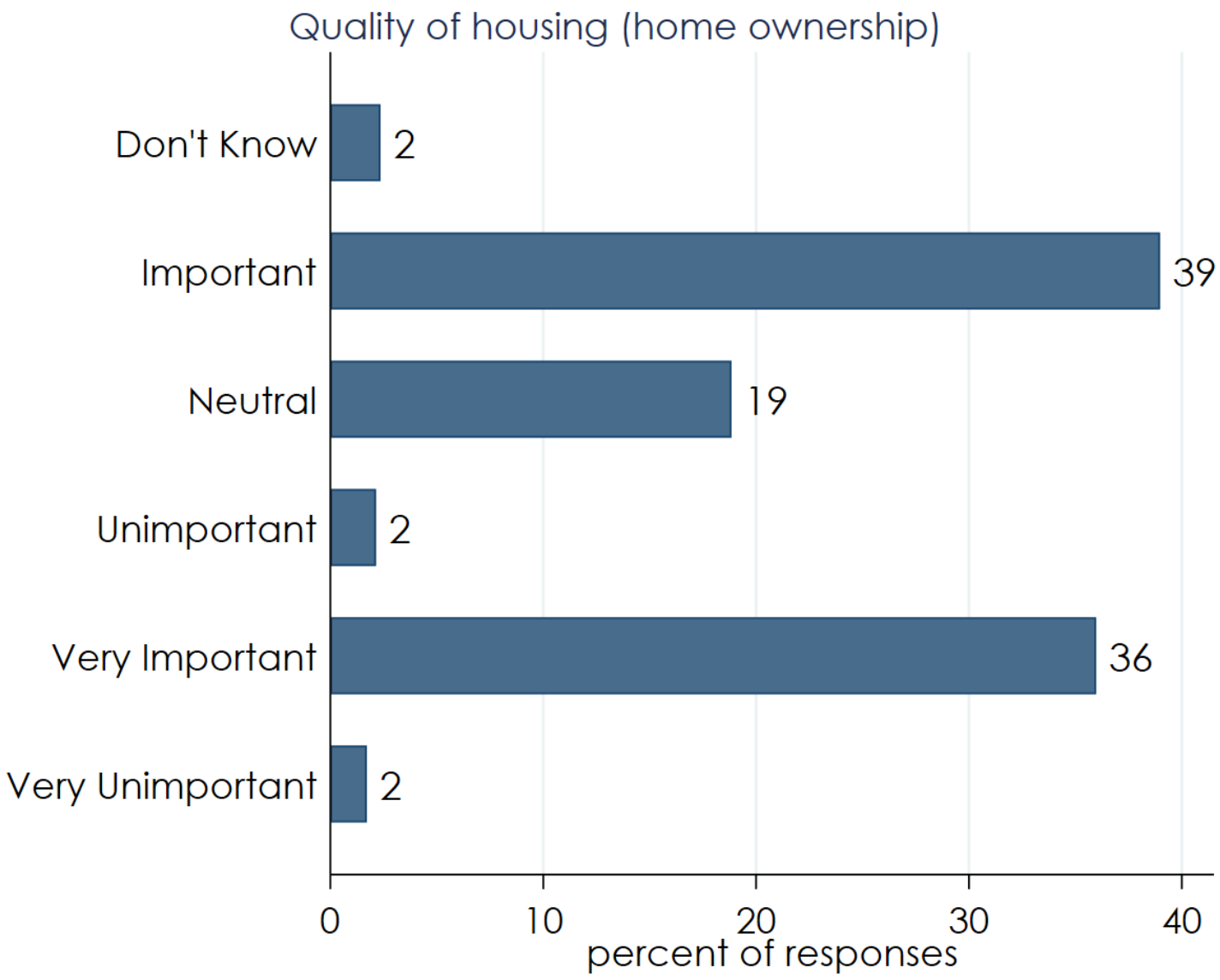

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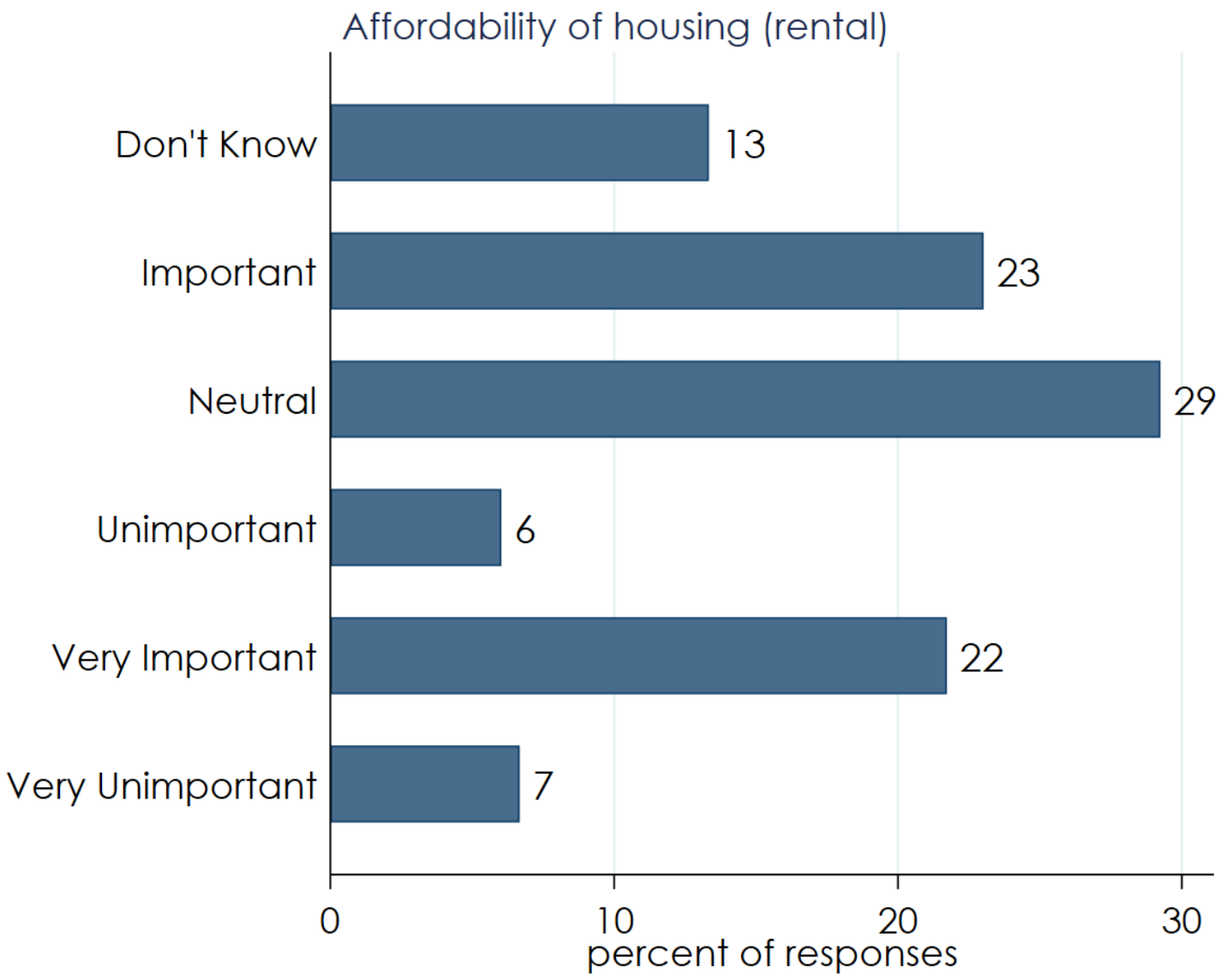

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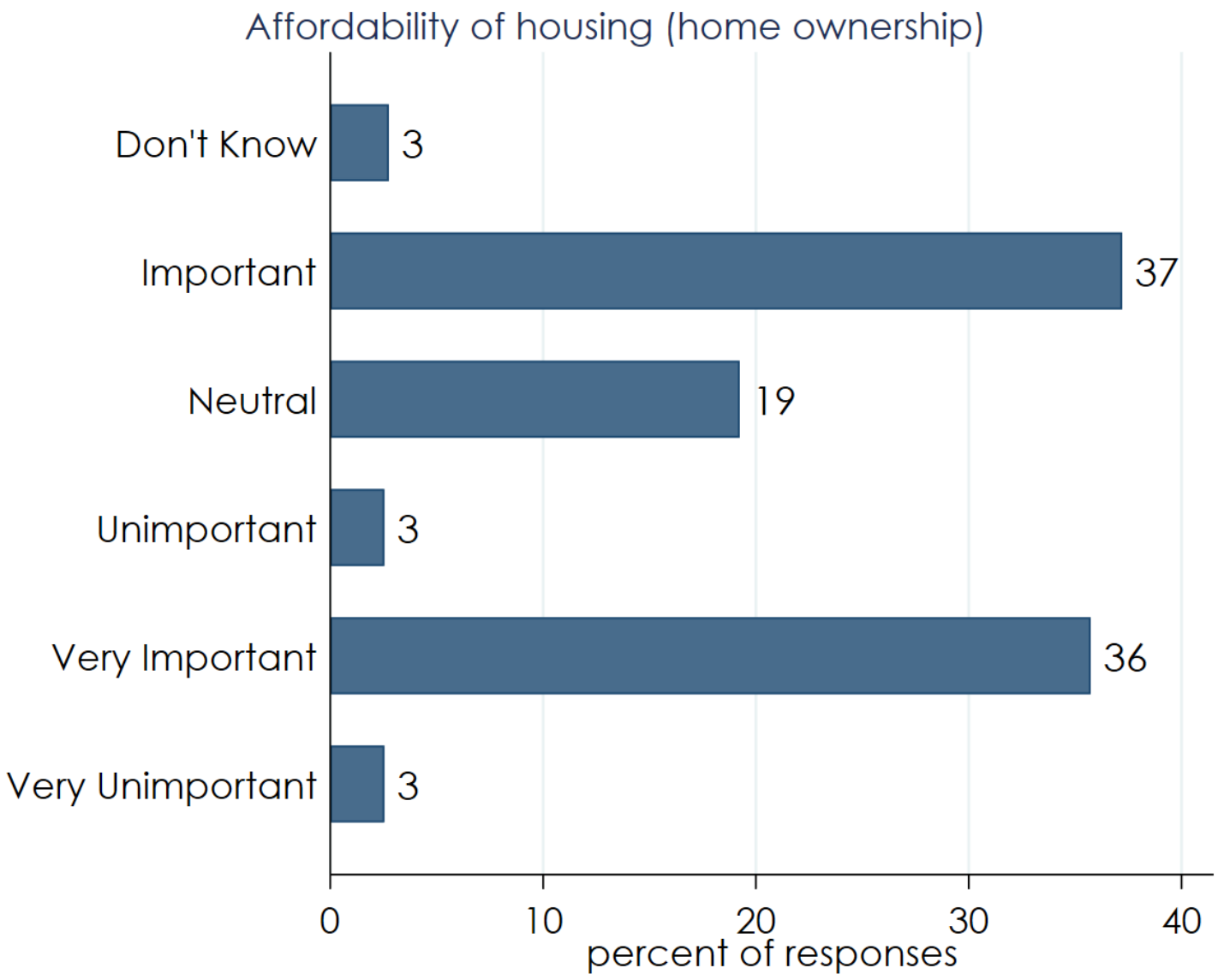

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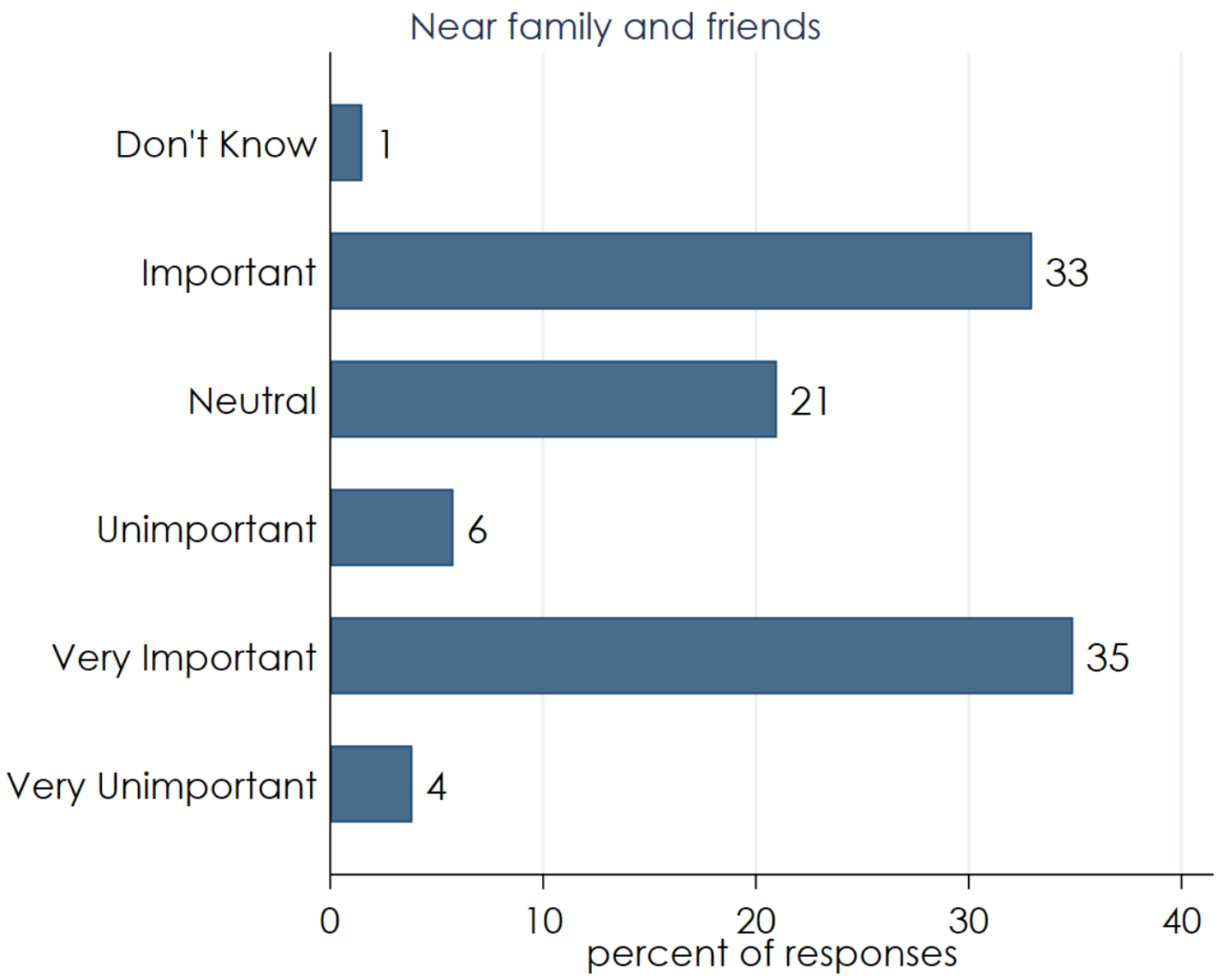

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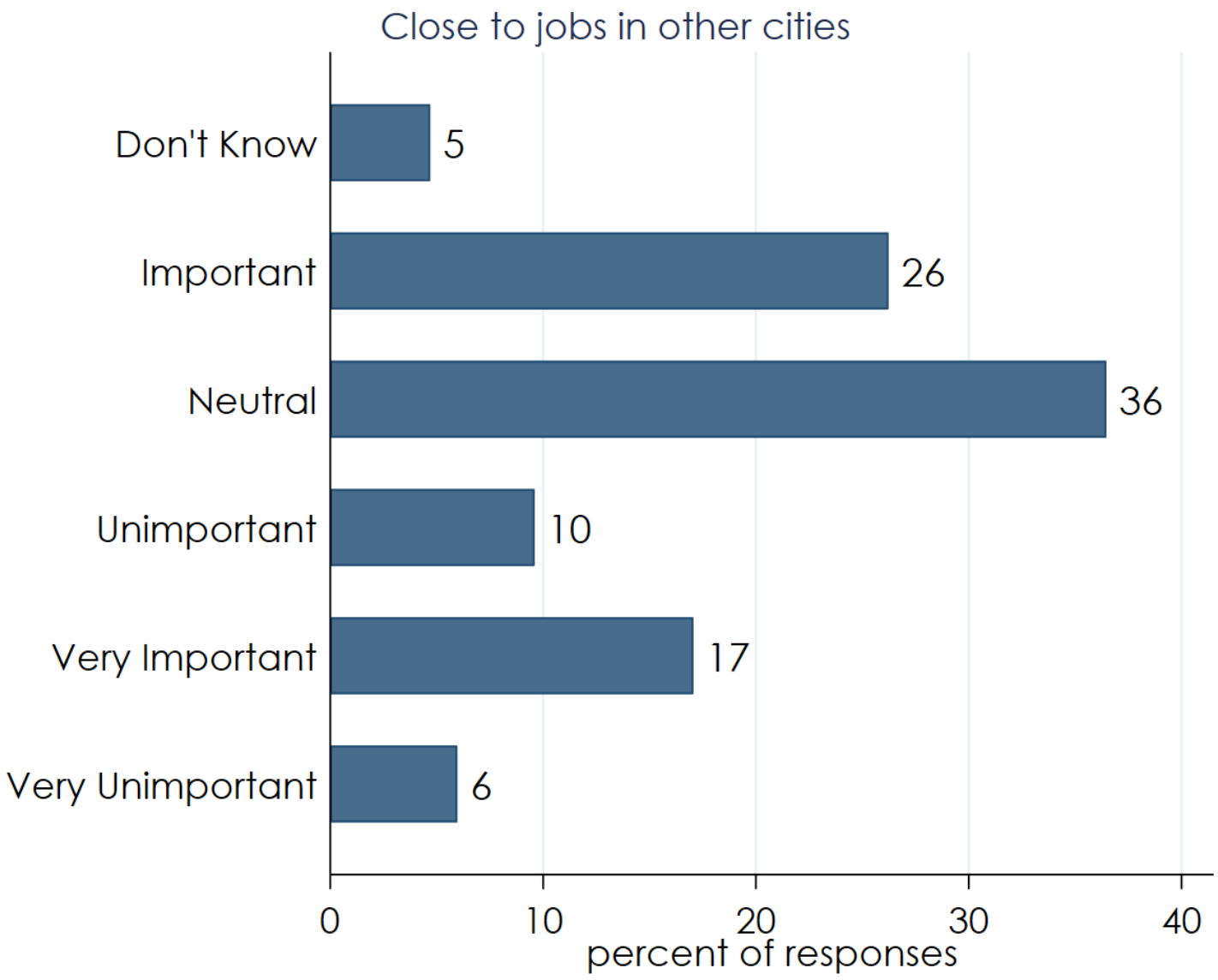
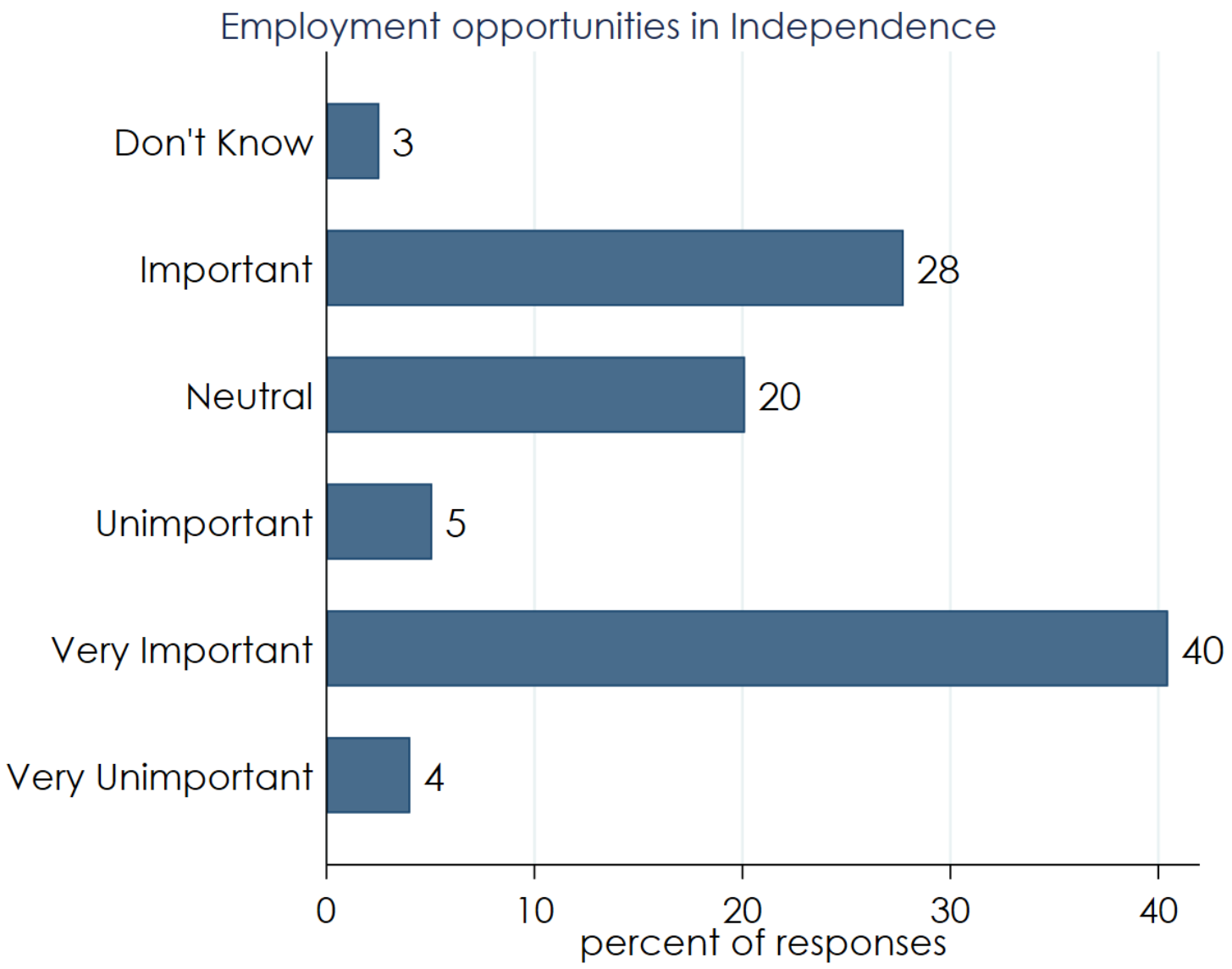


Please indicate how important each of the following considerations were in your decision to live in Independence.



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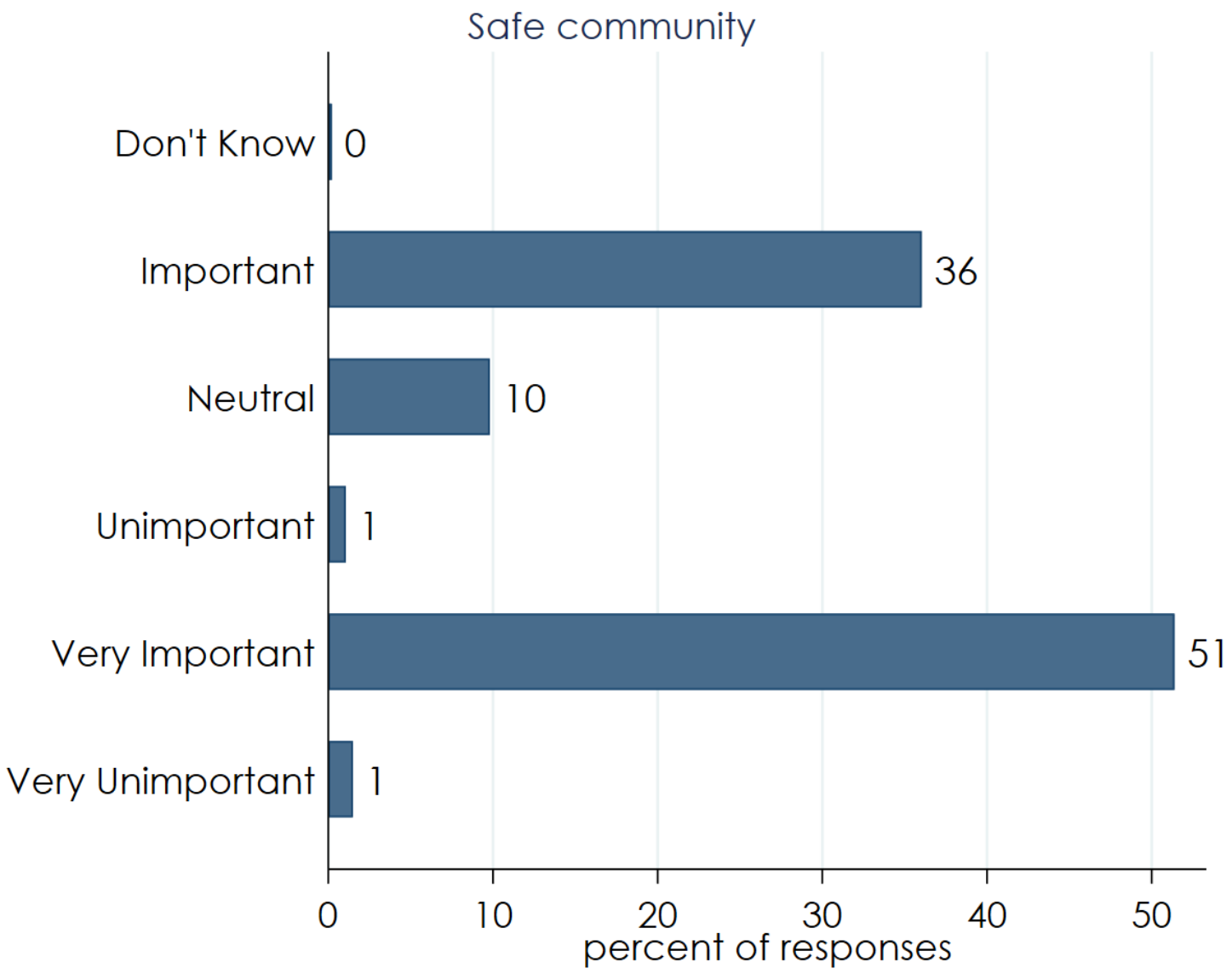

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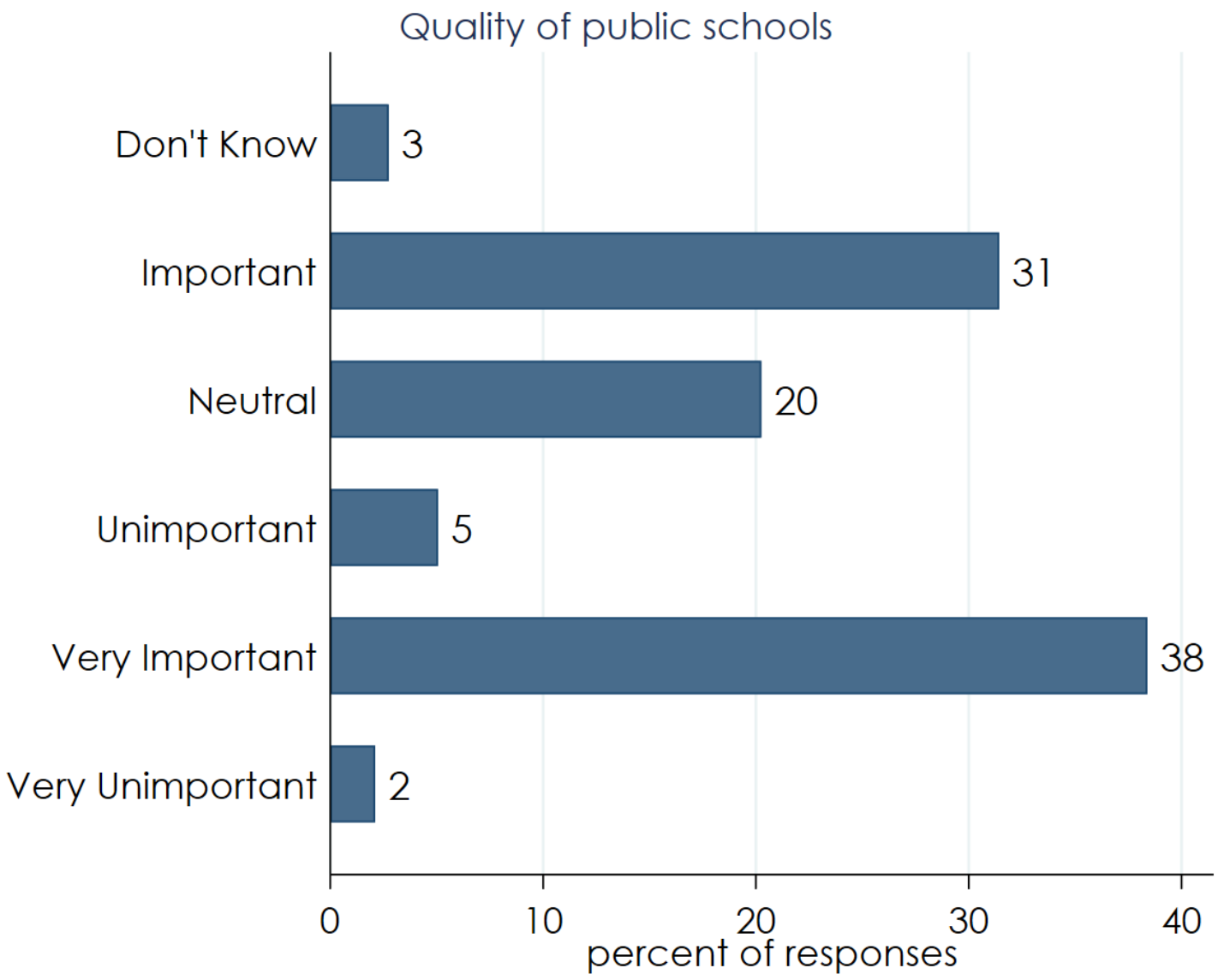

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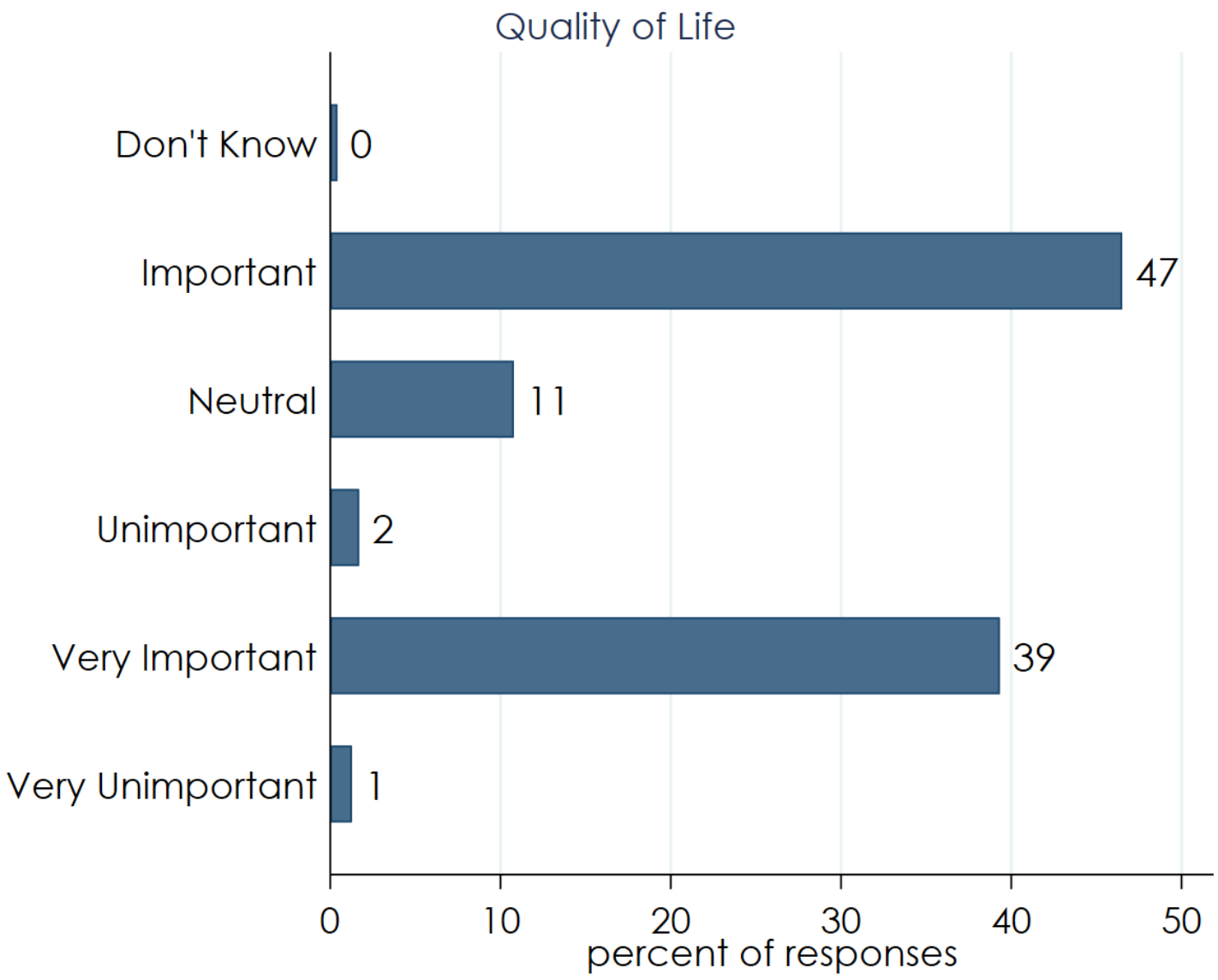

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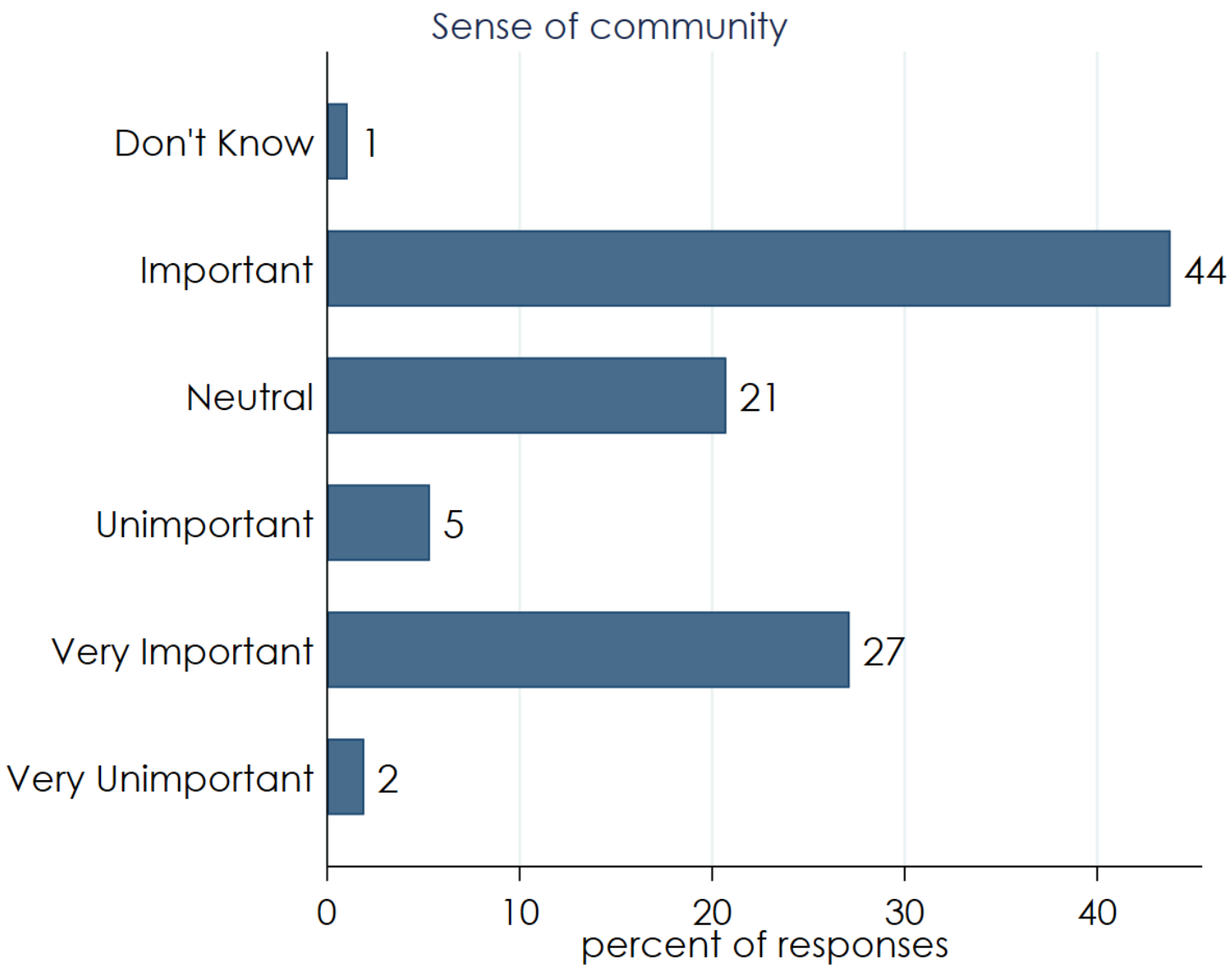
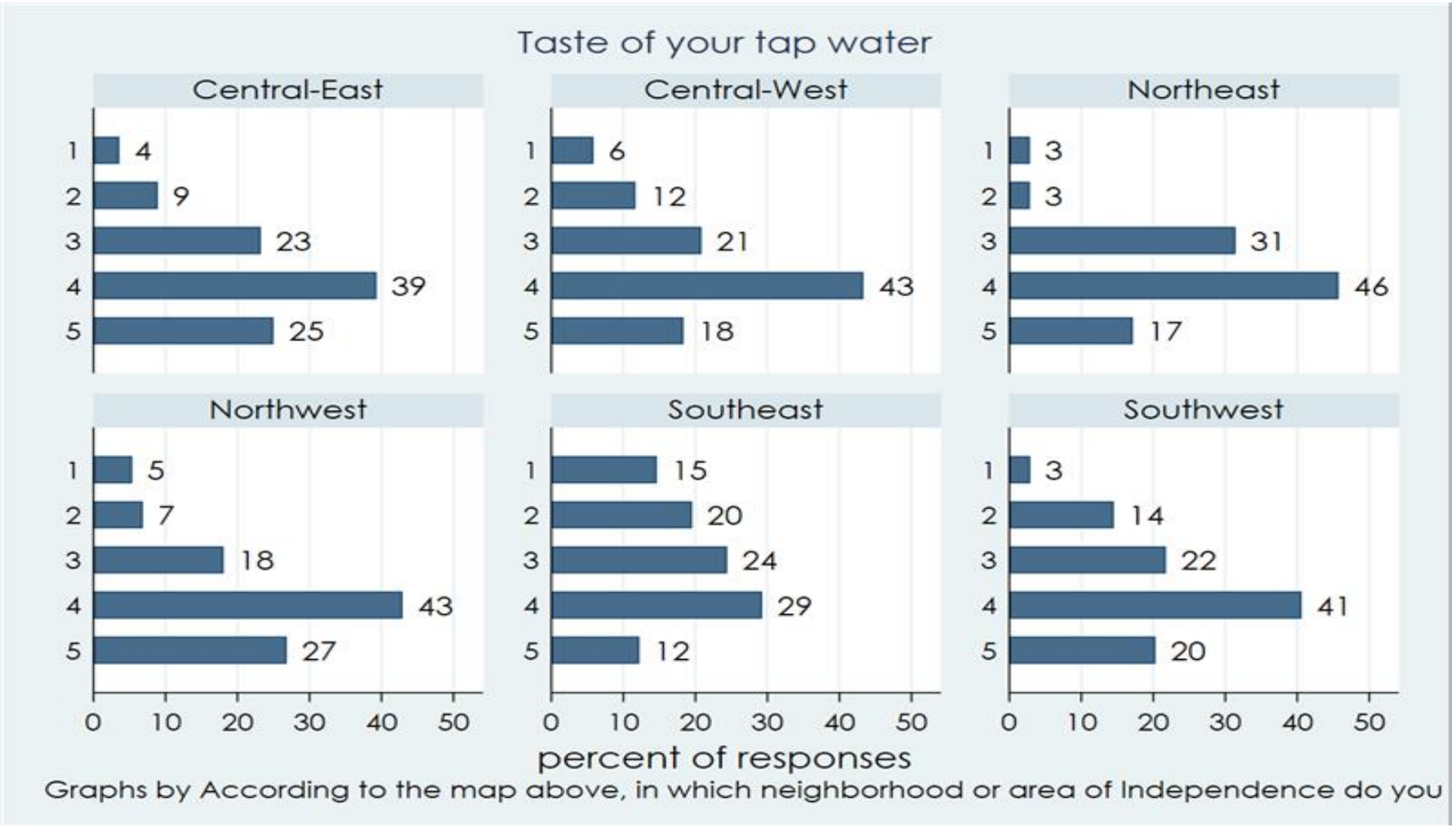


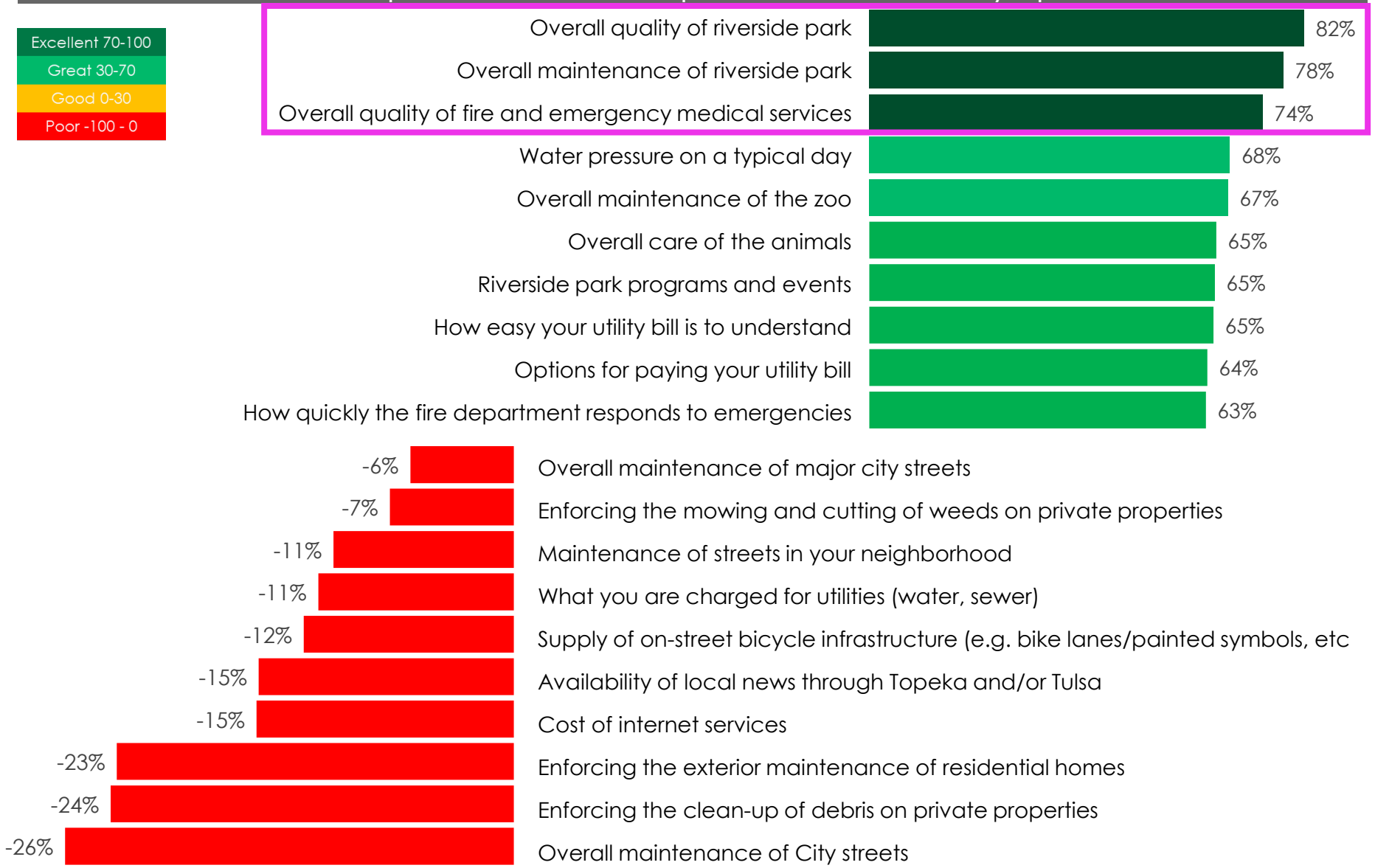
Taste of Water by Geography



NPS by question

Overall top/bottom 10 net promoter scores by question

Excellent 70-100
Great 30-70
Good 0-30
Poor -100 - 0

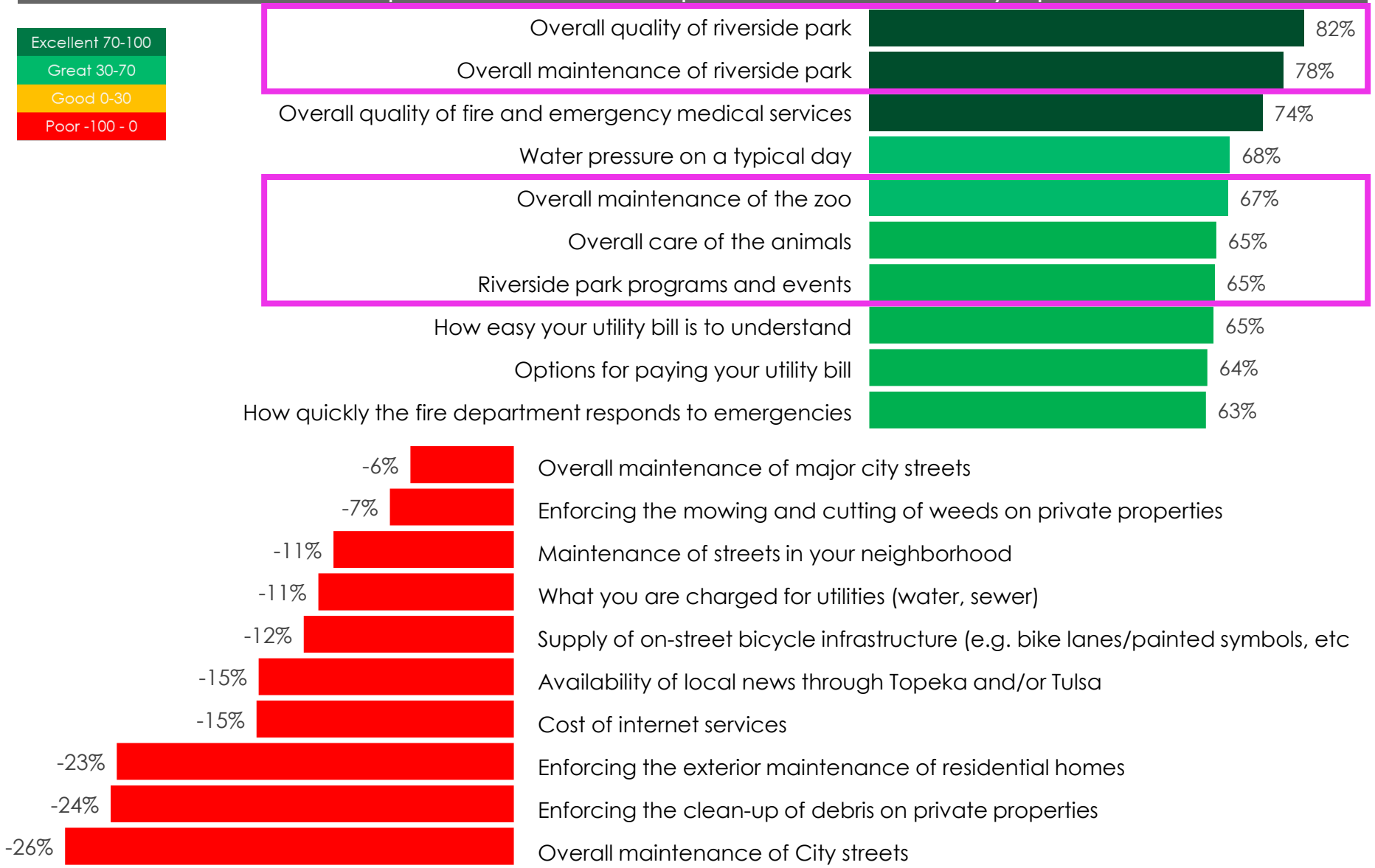


Of all satisfaction-based questions, 3 areas achieved truly excellent scores

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

NPS by question

Overall top/bottom 10 net promoter scores by question



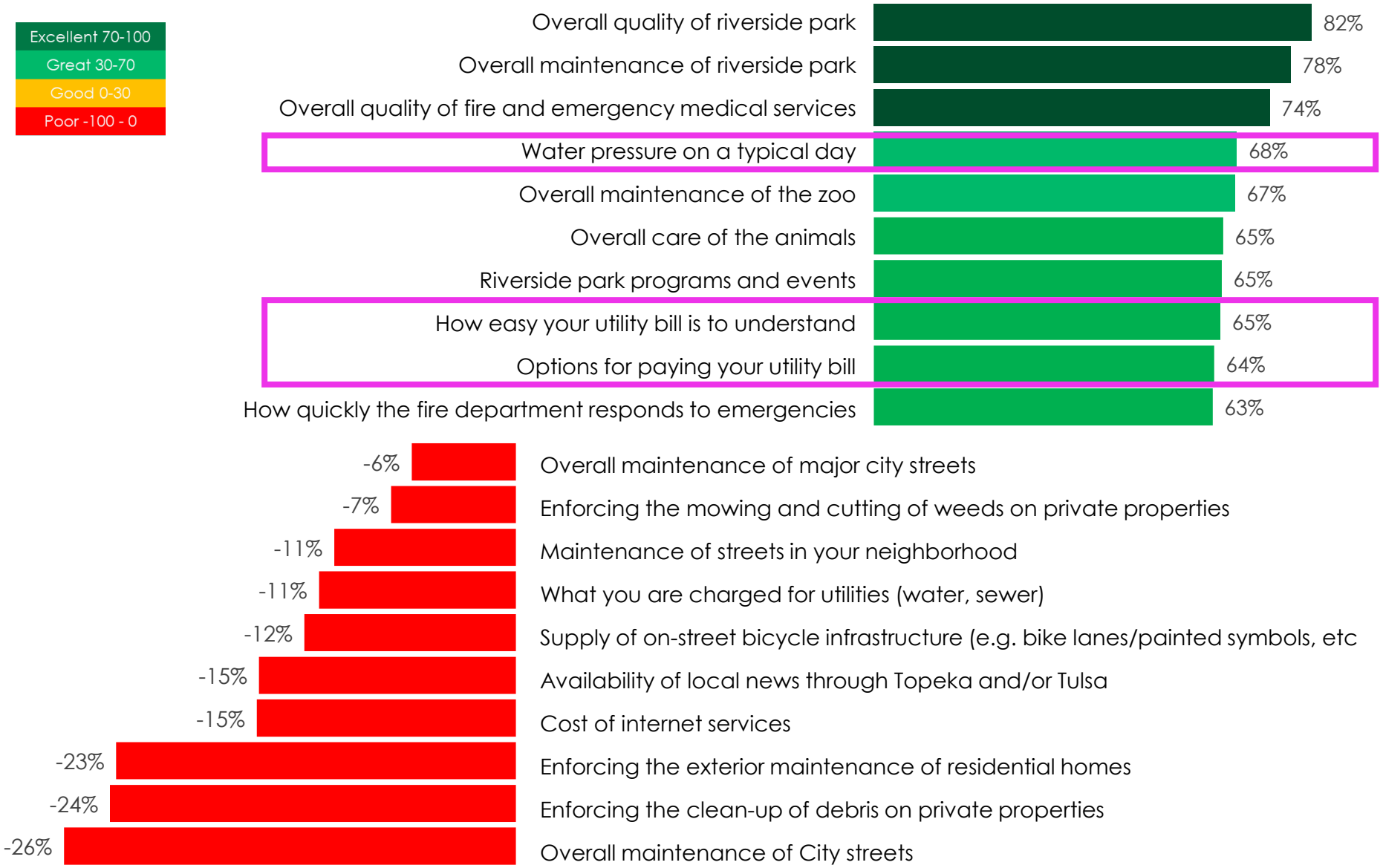
Of all satisfaction-based questions, 3 areas achieved truly excellent scores

5 of the top 10 delighters were related to riverside park and the zoo

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

NPS by question

Overall top/bottom 10 net promoter scores by question



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5 of the top 10 delighters were related to riverside park and the zoo

3 of the top 10 were related to utilities

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

NPS by question

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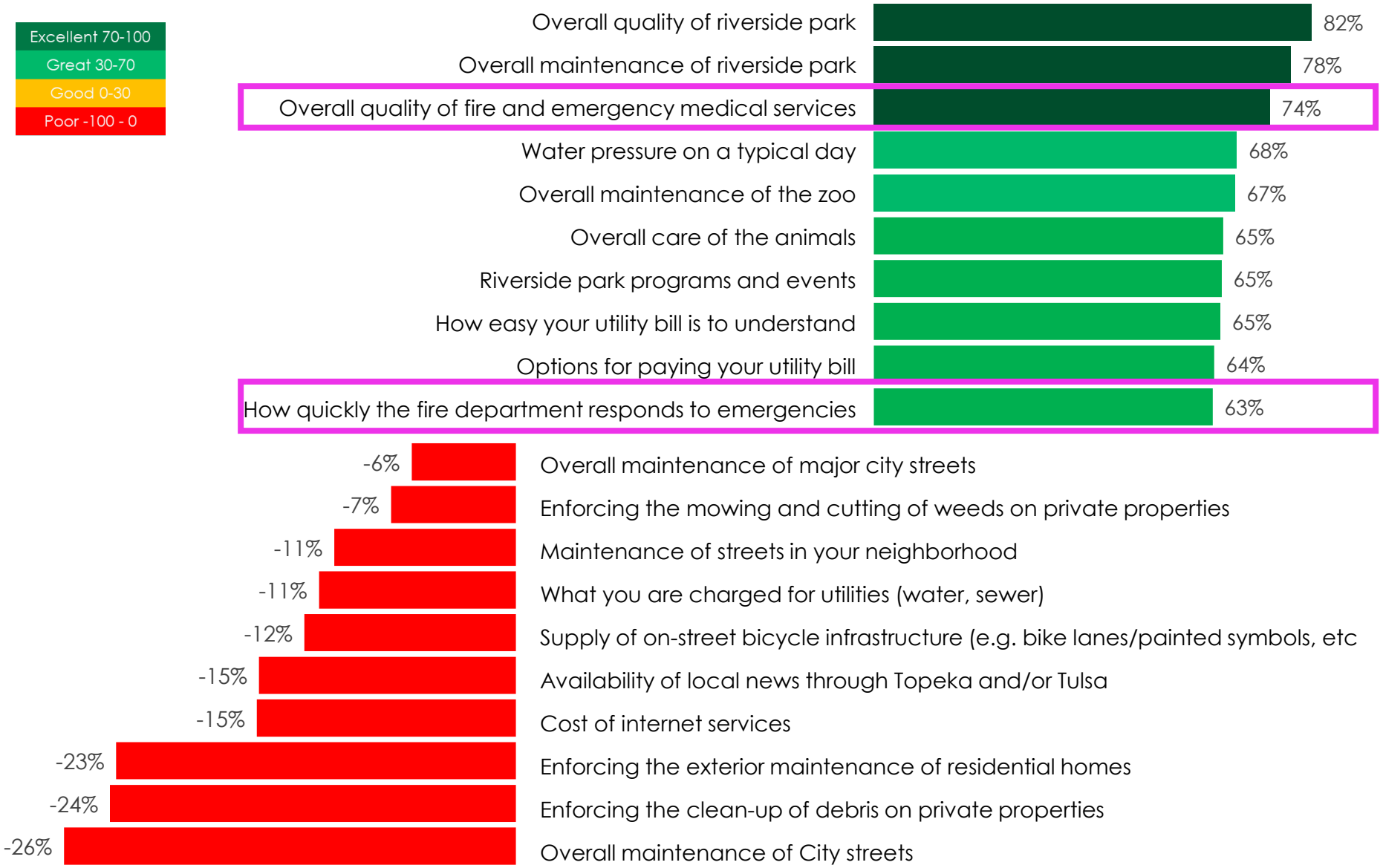


Of all satisfaction-based questions, 3 areas achieved truly excellent scores

5 of the top 10 delighters were related to riverside park and the zoo

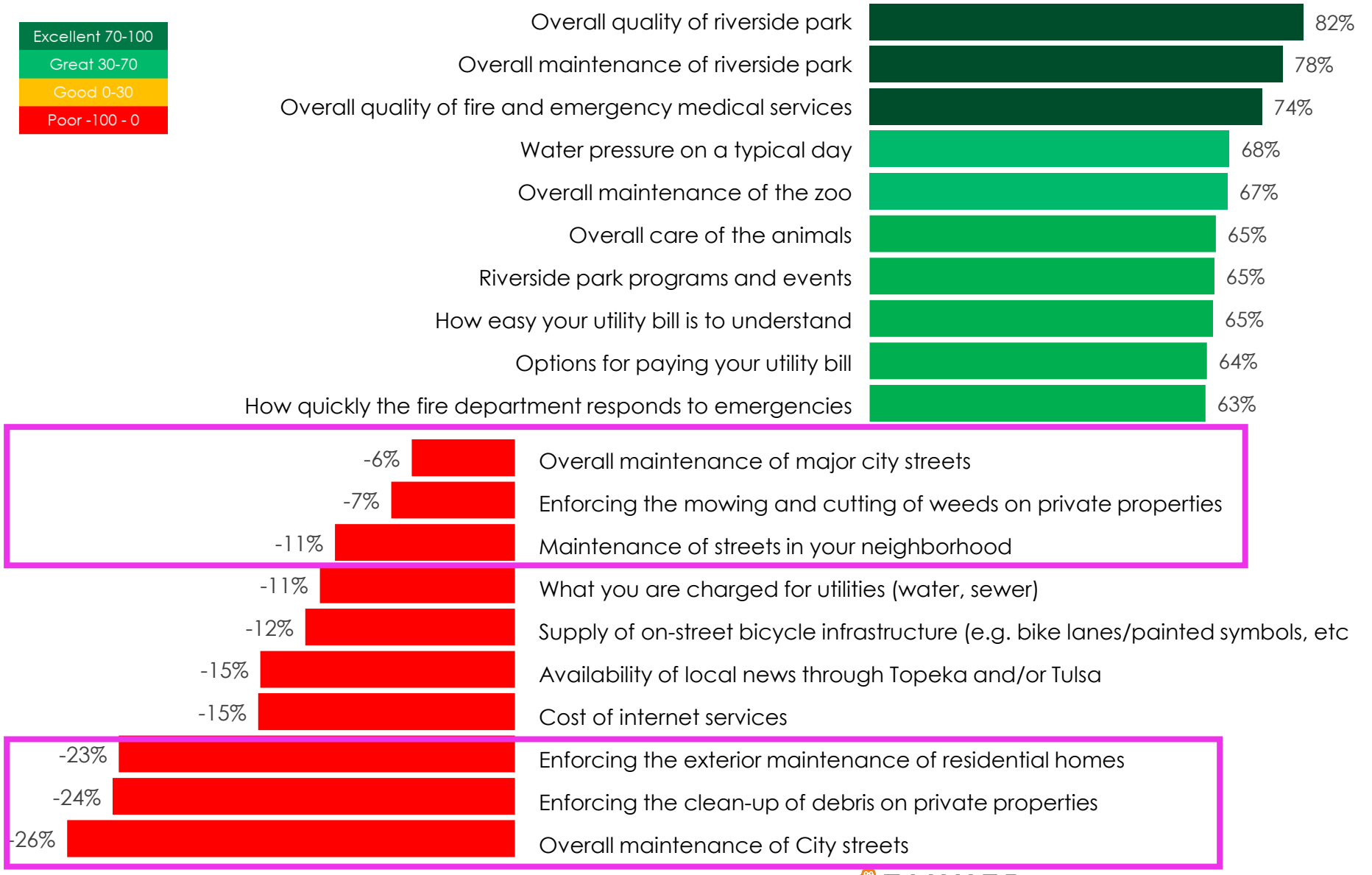
3 of the top 10 were related to utilities

And the remaining 2 were related to emergency services

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)

NPS by question

Overall top/bottom 10 net promoter scores by question



Of all satisfaction-based questions, 3 areas achieved truly excellent scores

5 of the top 10 delighters were related to riverside park and the zoo

3 of the top 10 were related to utilities

And the remaining 2 were related to emergency services

6 of the lowest scoring areas were related to city maintenance/cleanliness

Net promoter score = % promoters (Satisfied & Very satisfied) - % detractors (Dissatisfied & Very dissatisfied)