
Independence Kansas Citizen Satisfaction Survey





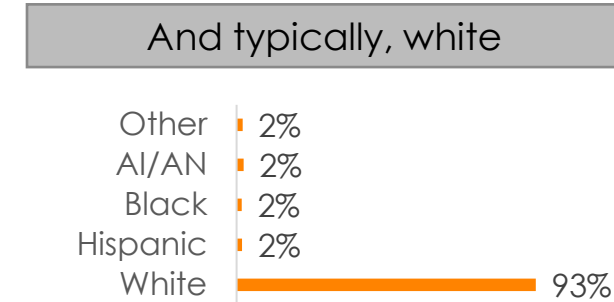
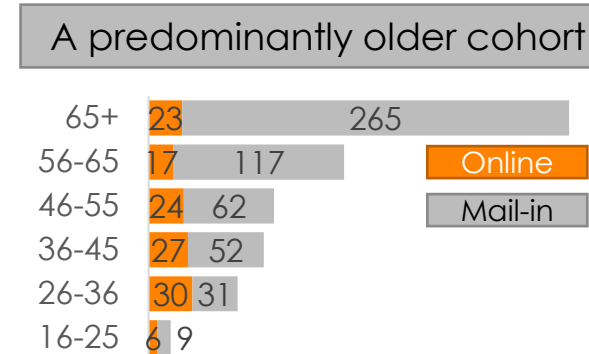
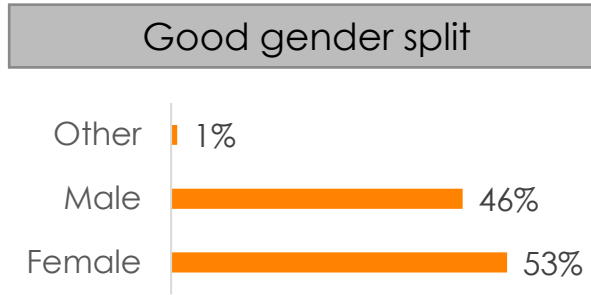
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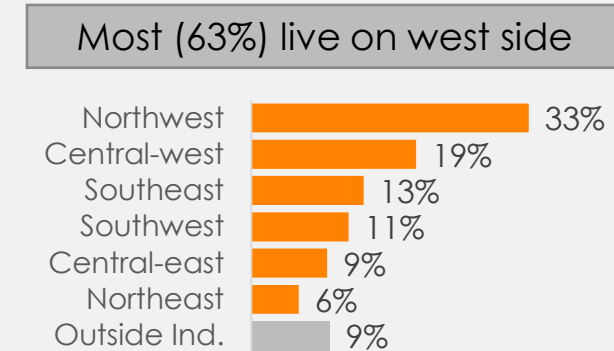
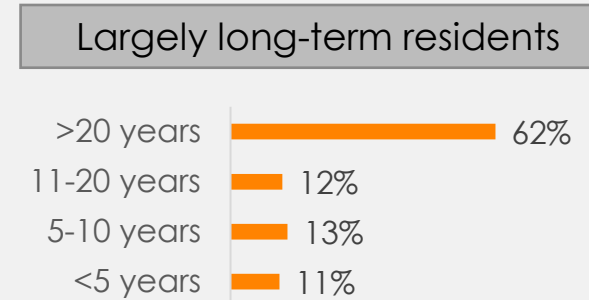
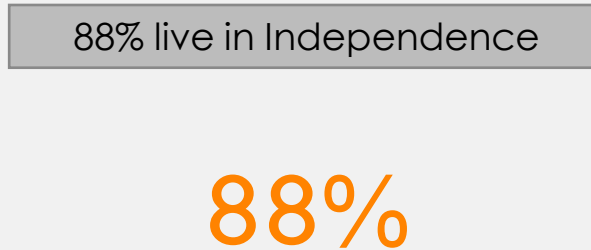
791
respondents

72% mail-in | 28% Online

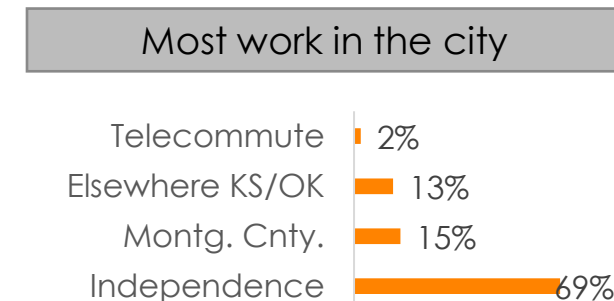
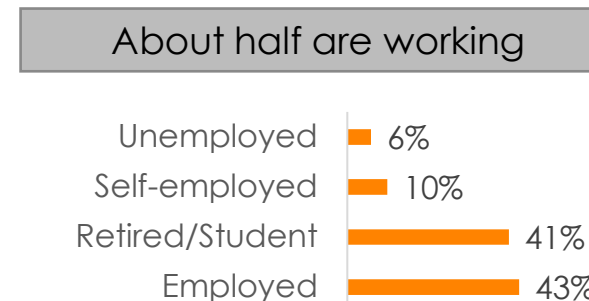
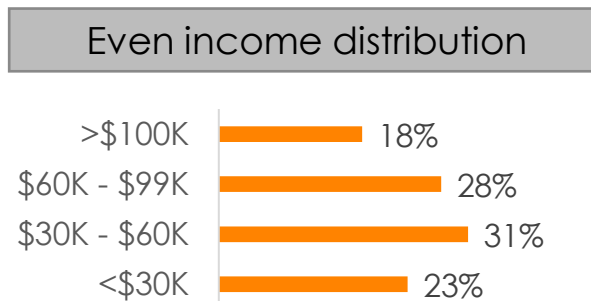
Survey Demographics



Geographics



Economics





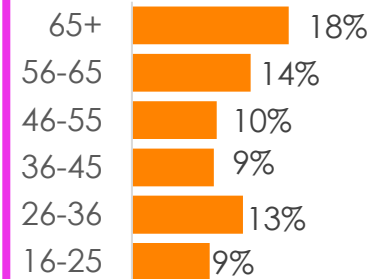
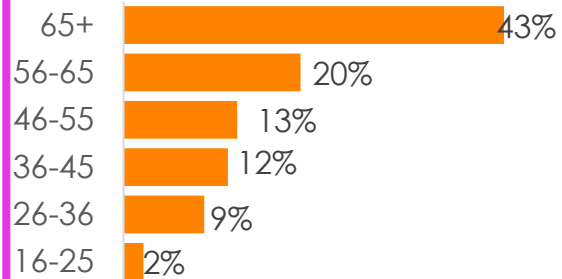
791

respondents

72% mail-in | 28% Online

①
The distribution of age does not reflect the actual distribution in Independence

A predominantly older cohort



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

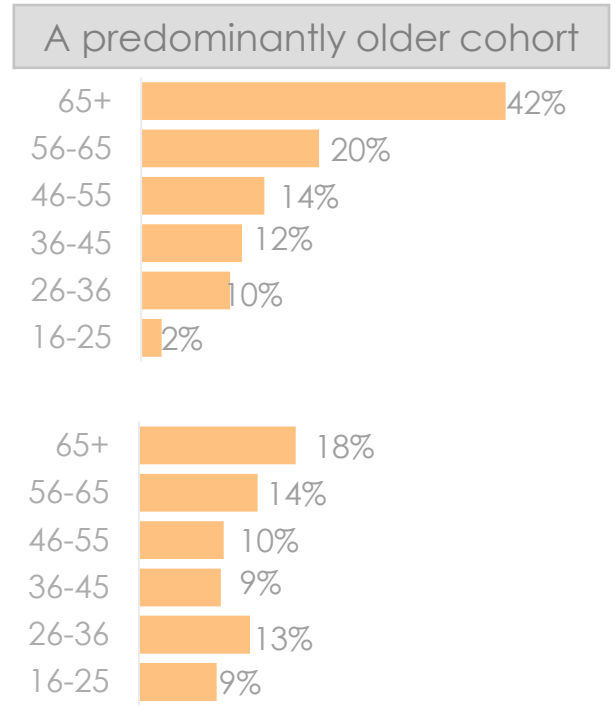


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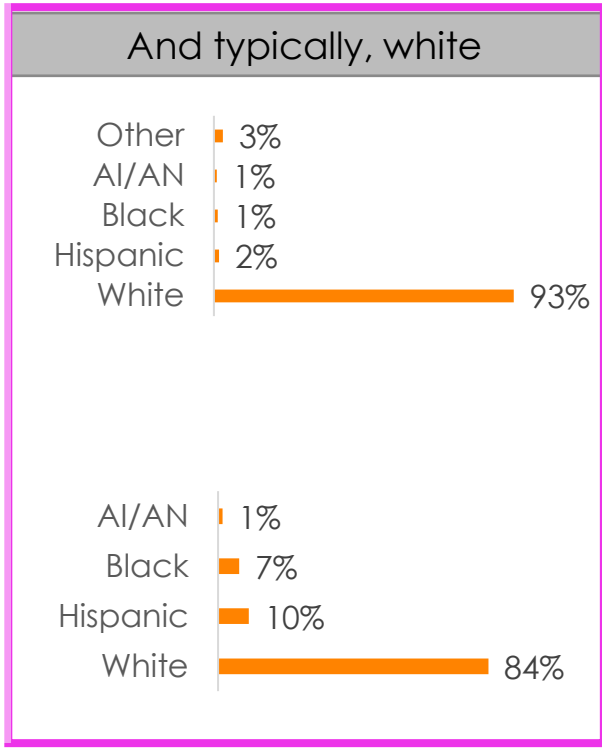
Survey
Demographics

Independence
Demographics

①
The distribution of age
does not reflect the
actual distribution in
Independence



②
**Responses represent a
poor sample of non-white
persons**



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.



Discussion Topic	Goal	Minutes
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Q2: Satisfaction with Services

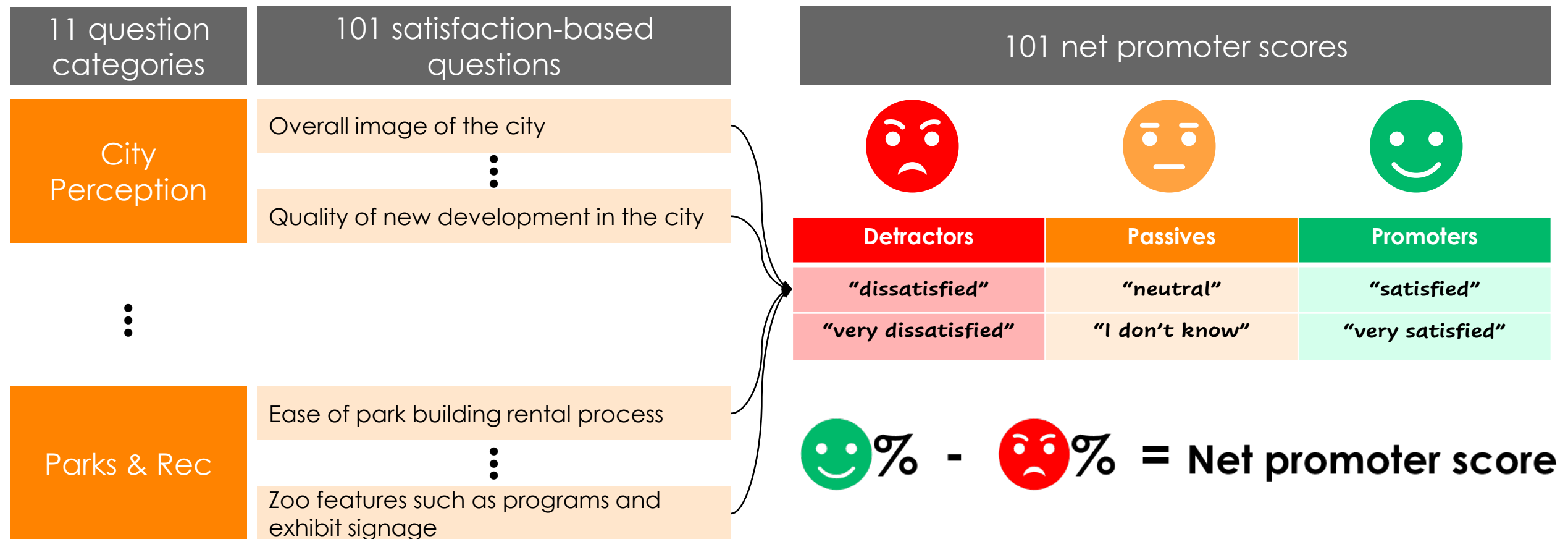
by percentage of respondents (excluding 'don't know')



A second way to think about it: Net Promoter Scores



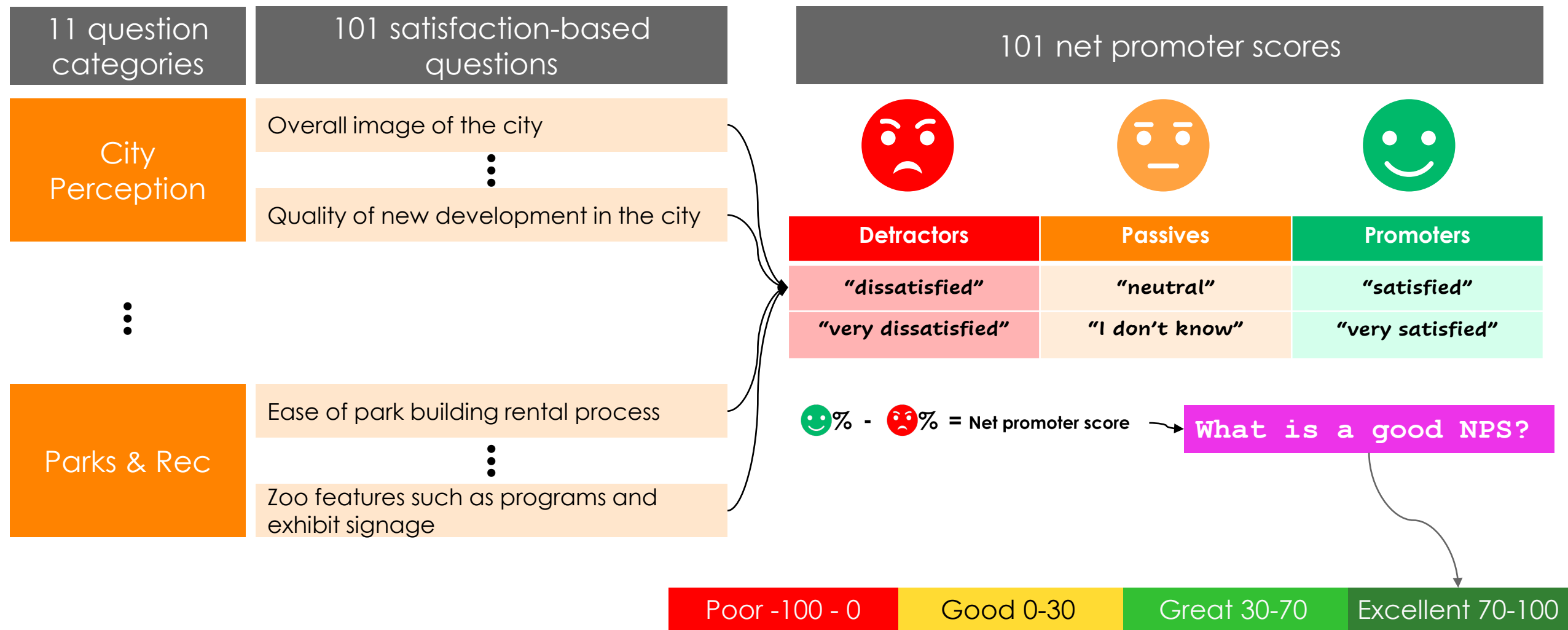
We calculated a **net promoter score** for each satisfaction-based question



Calculating net promoter scores



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





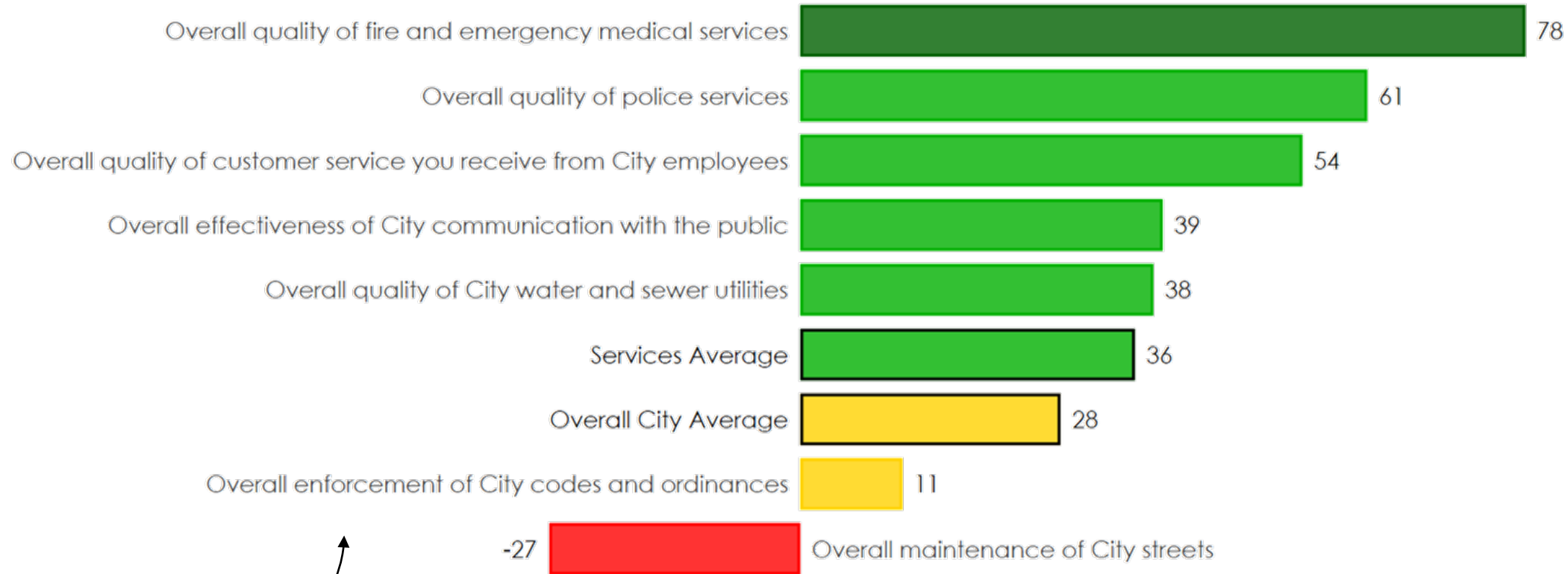
Q2: Satisfaction with Services

by percentage of respondents (excluding 'don't know')





NPS for City Services



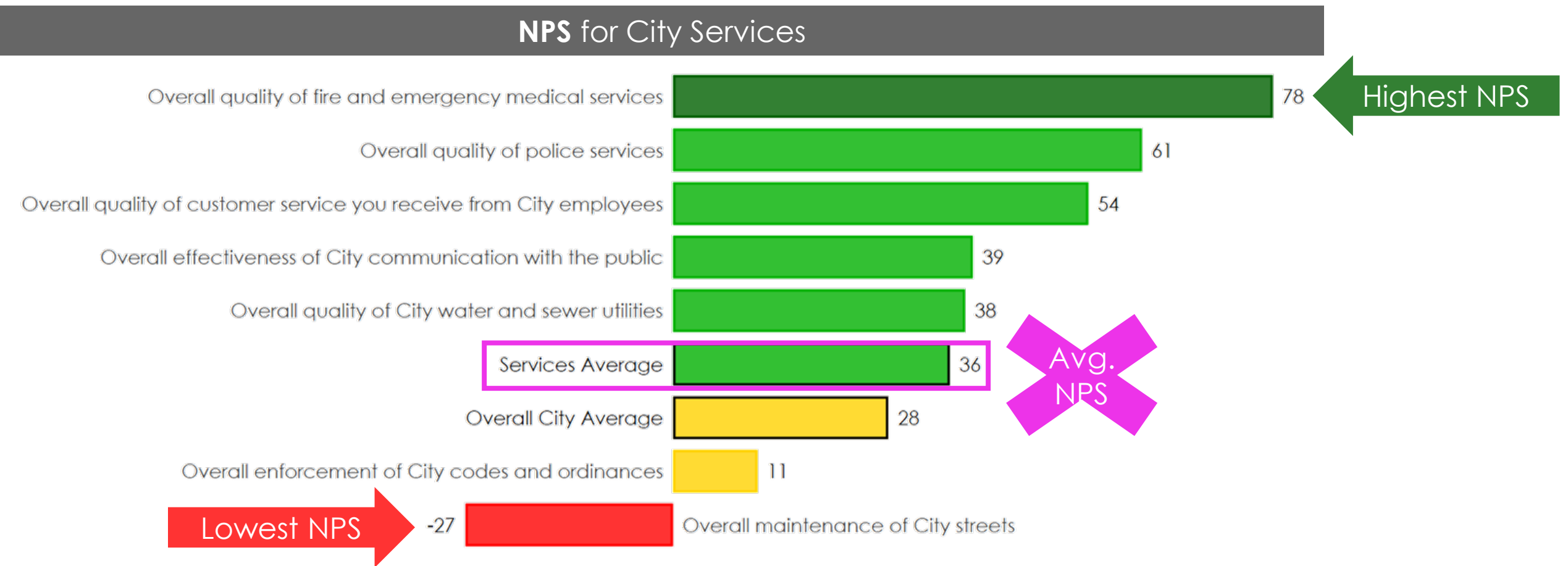
Excellent 70-100

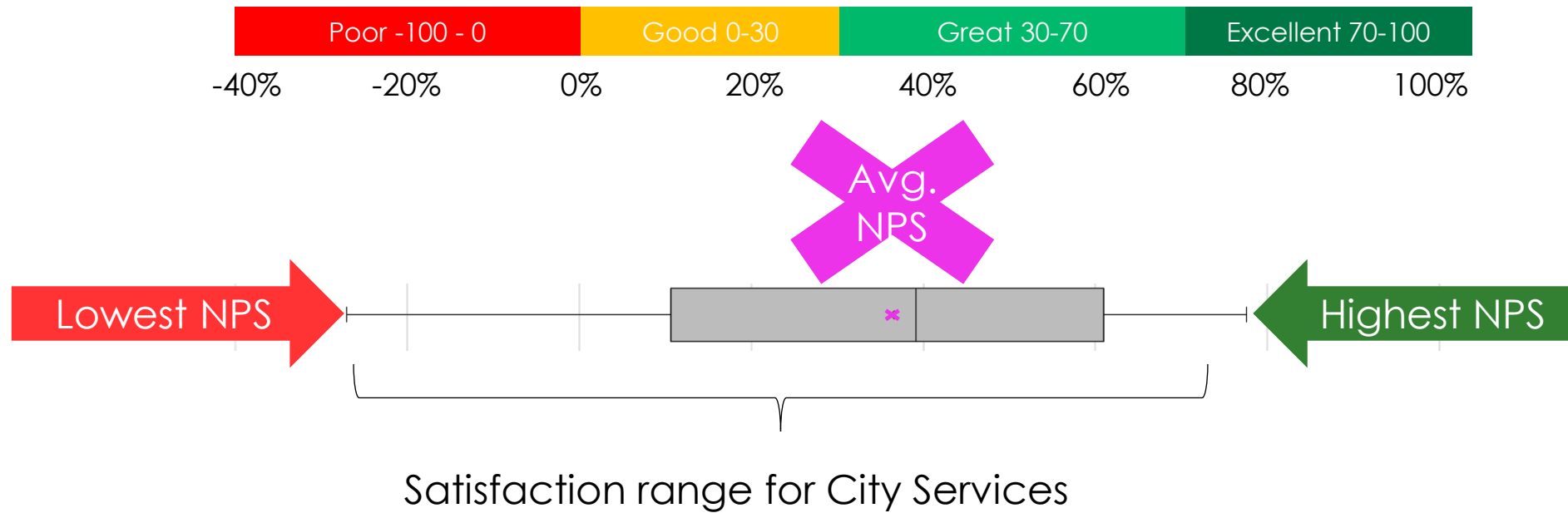
Great 30-70

Good 0-30

Poor -100 - 0

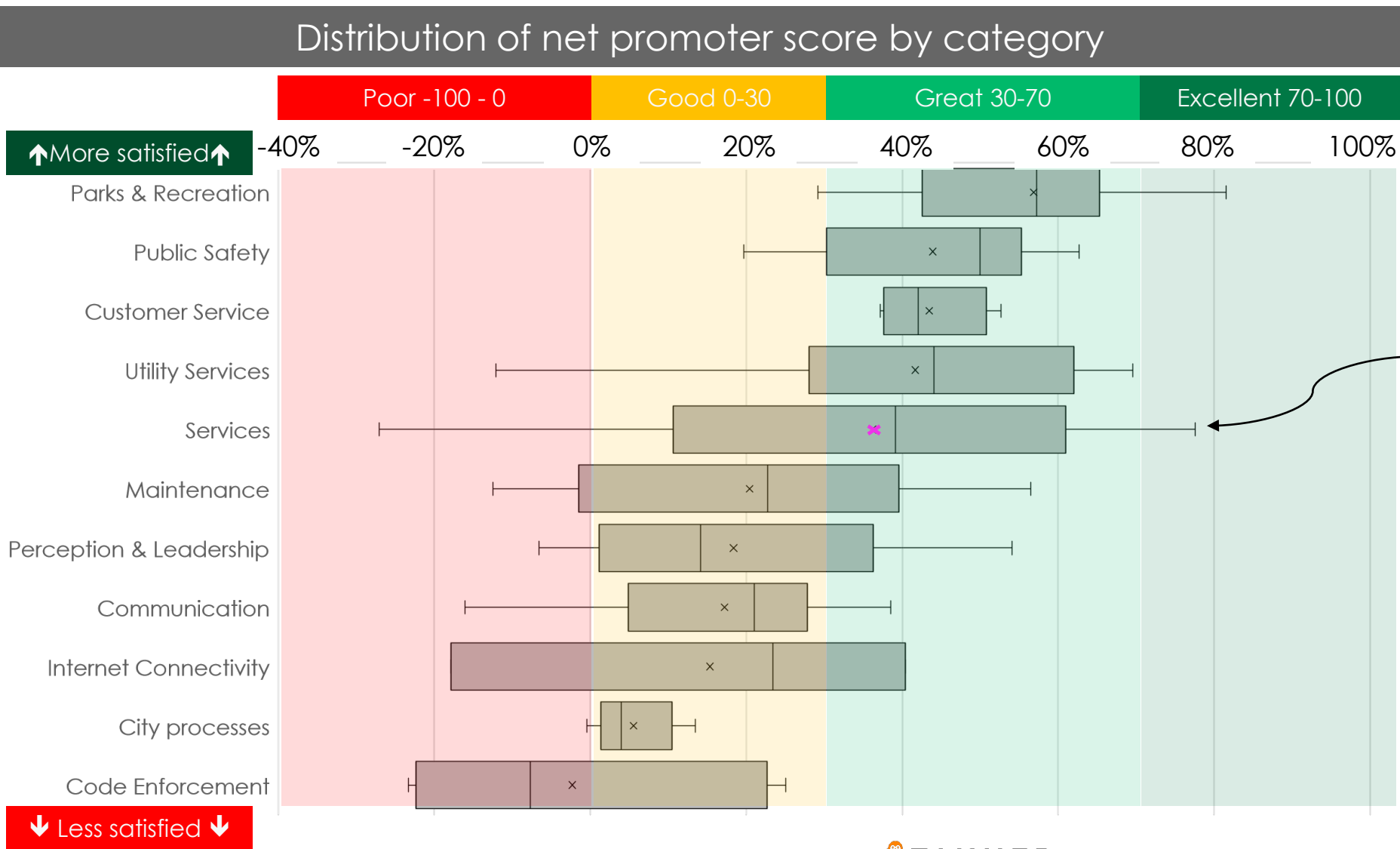








Now we can range of satisfaction compares across all categories



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

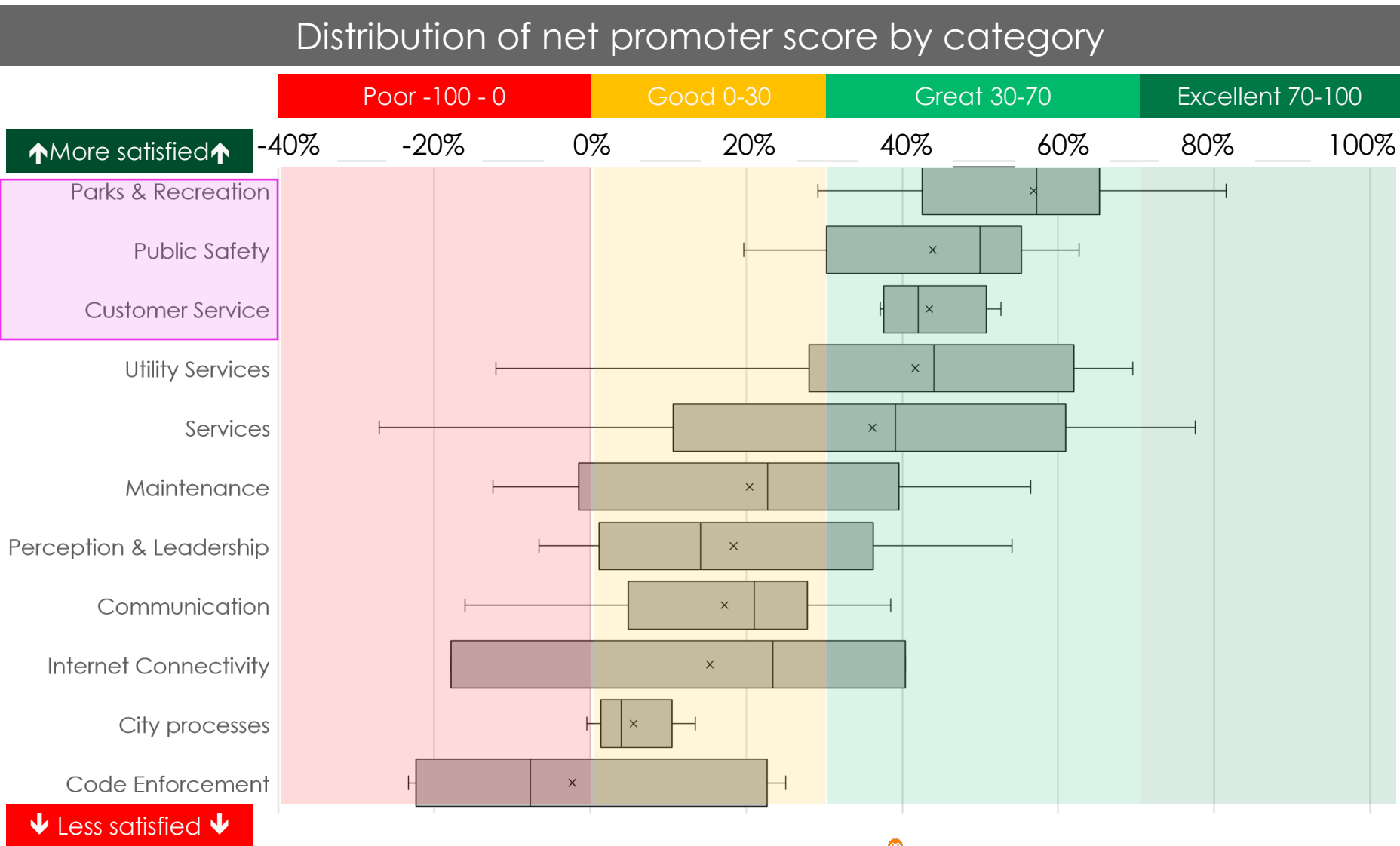
You can also read the graph vertically:

Categories above “Services” generally have higher satisfaction scores

Categories below services generally have lower satisfaction scores

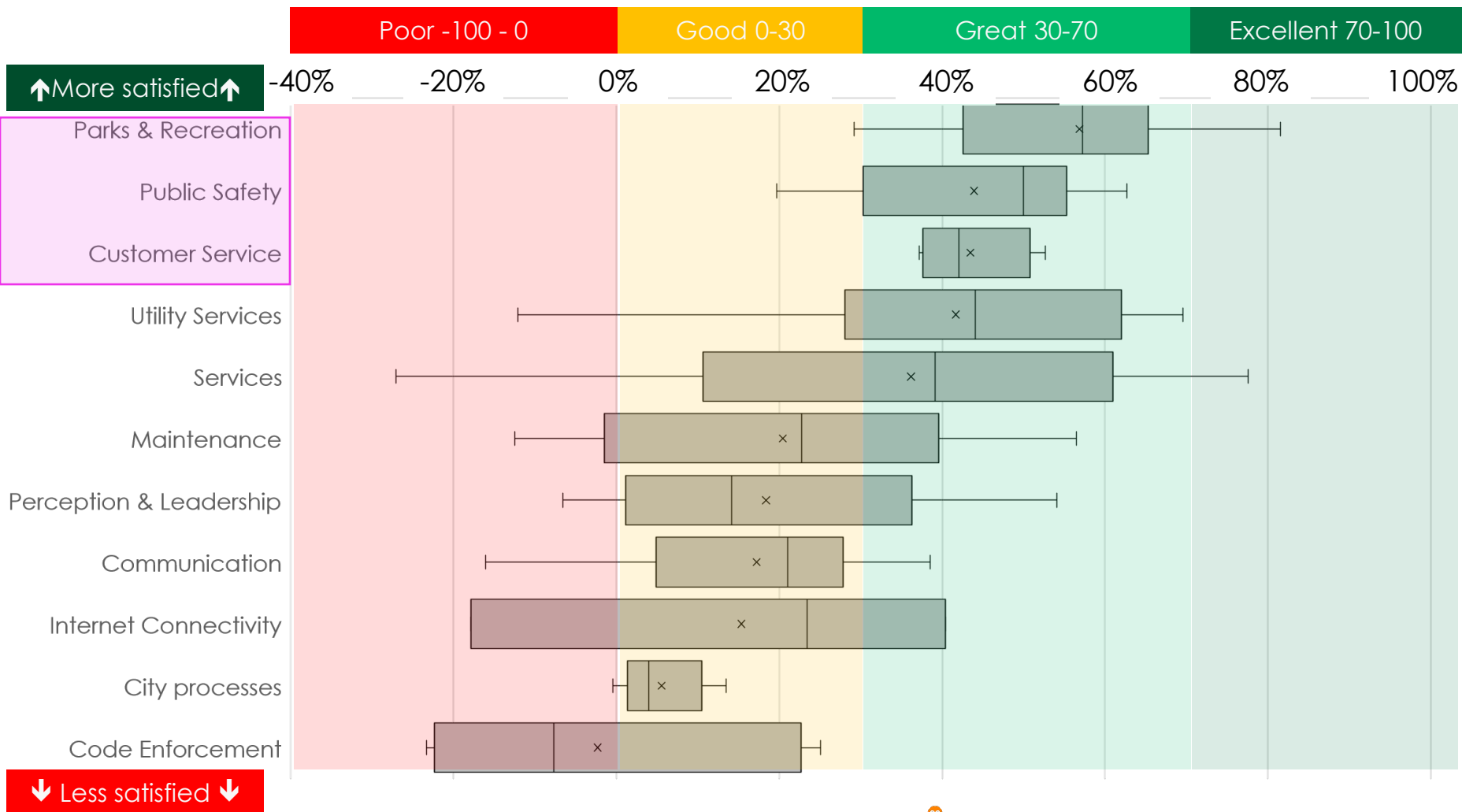


When we do this for each section of the survey, we can learn some interesting things:



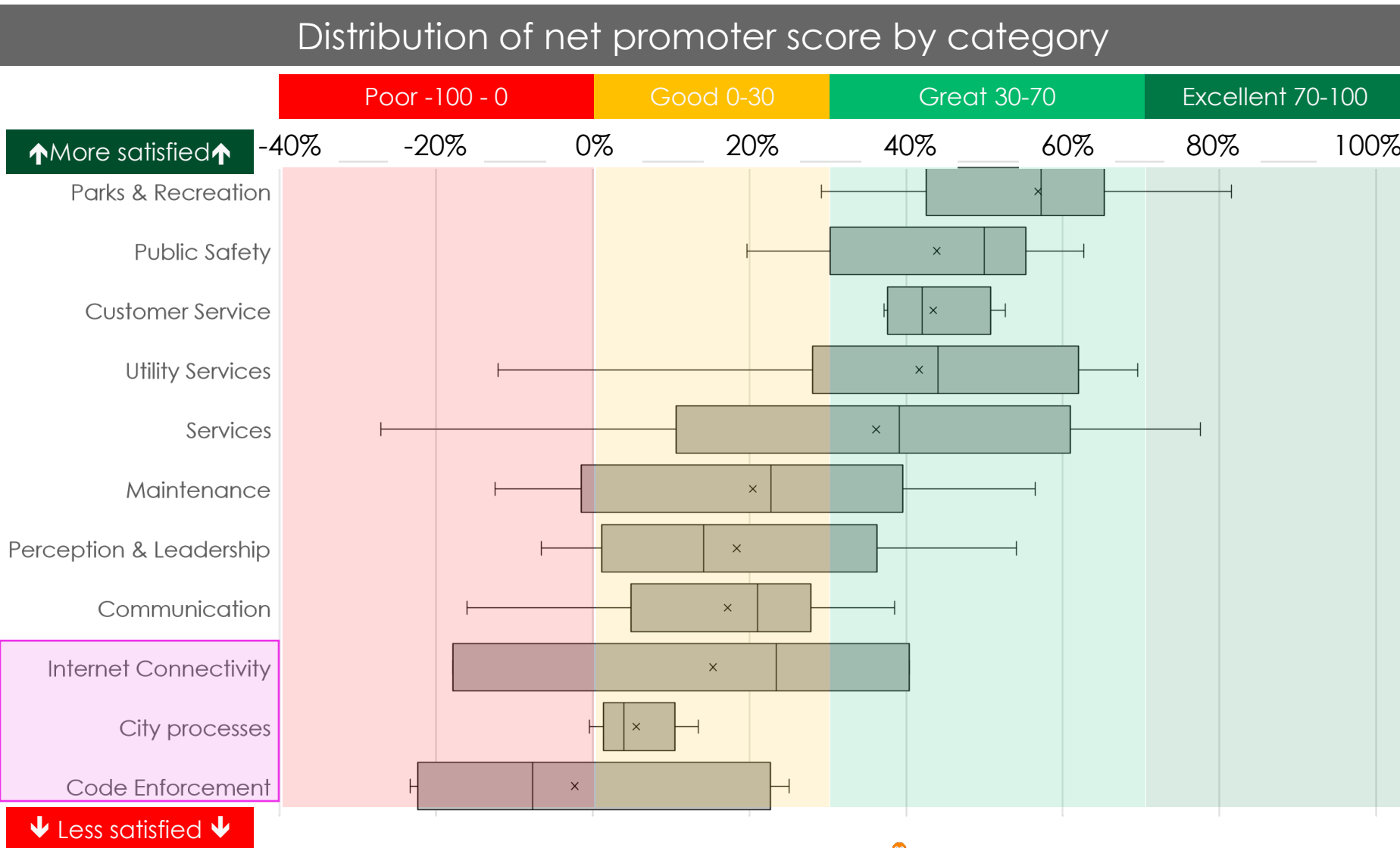
If we do this for each section of the survey, we can learn some interesting things:

Distribution of net promoter score by category



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

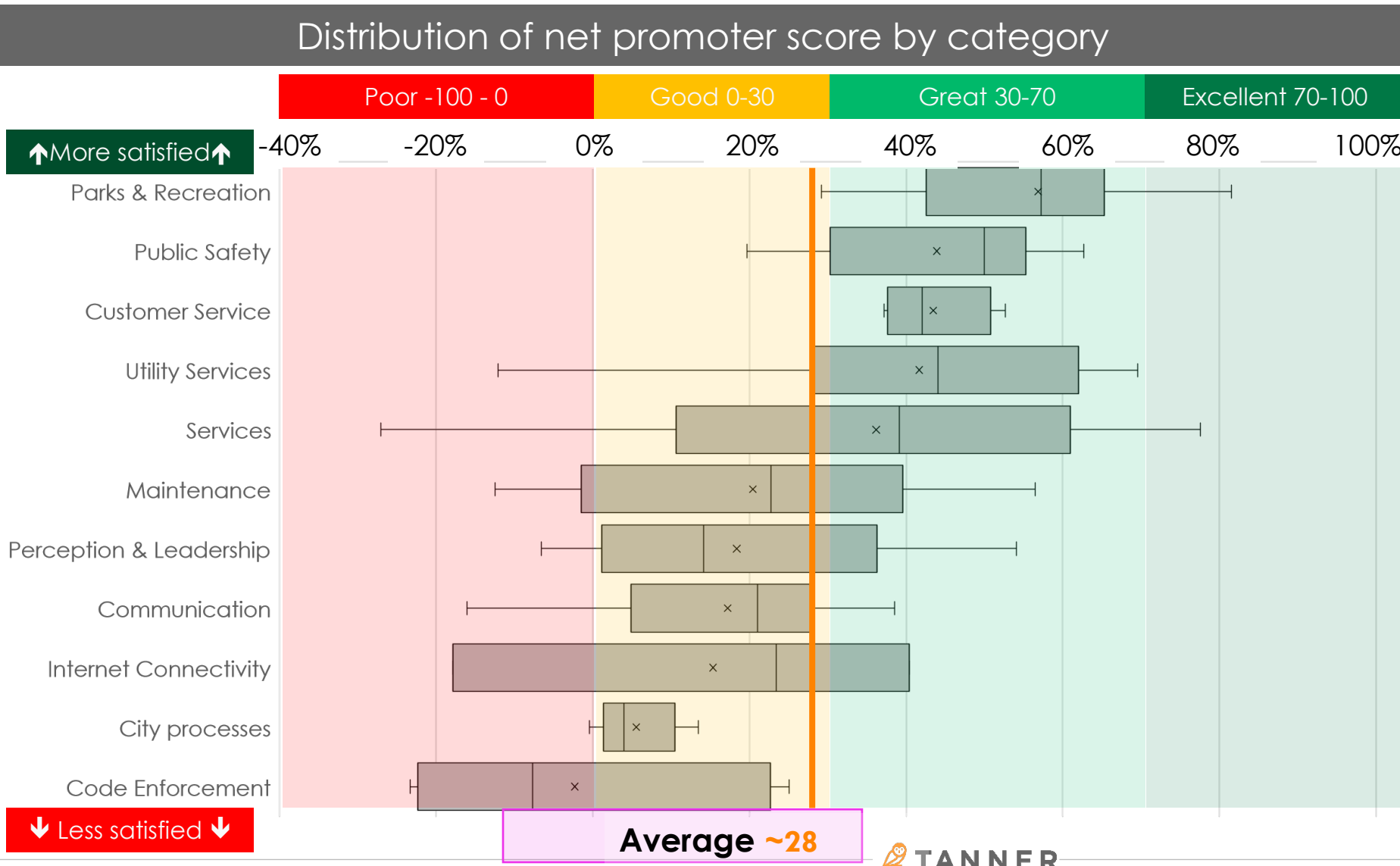
If we do this for each section of the survey, we can learn some interesting things:



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**

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

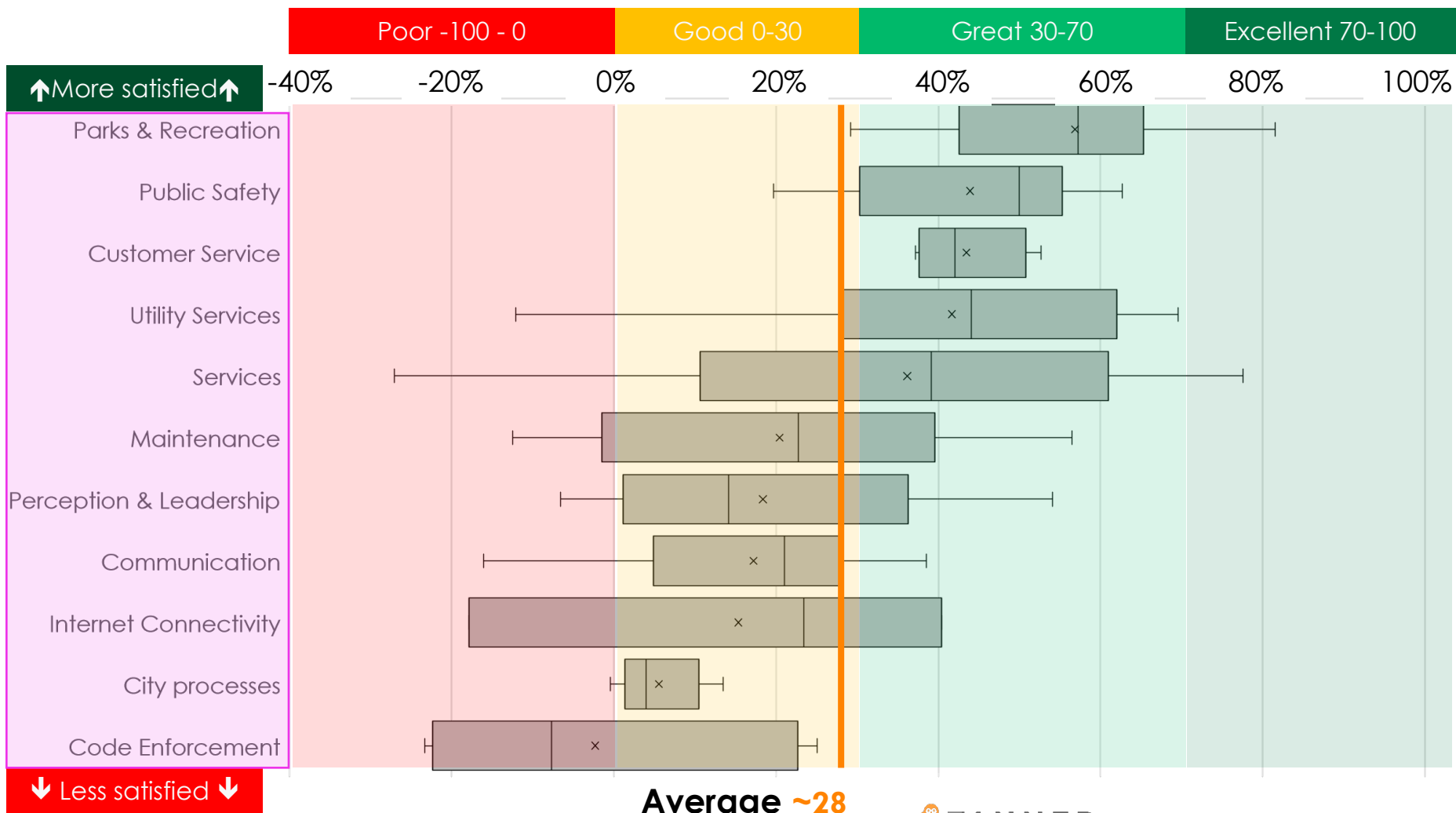
But least satisfied with city processes, internet connectivity, and code enforcement

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



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

Distribution of net promoter score by category



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



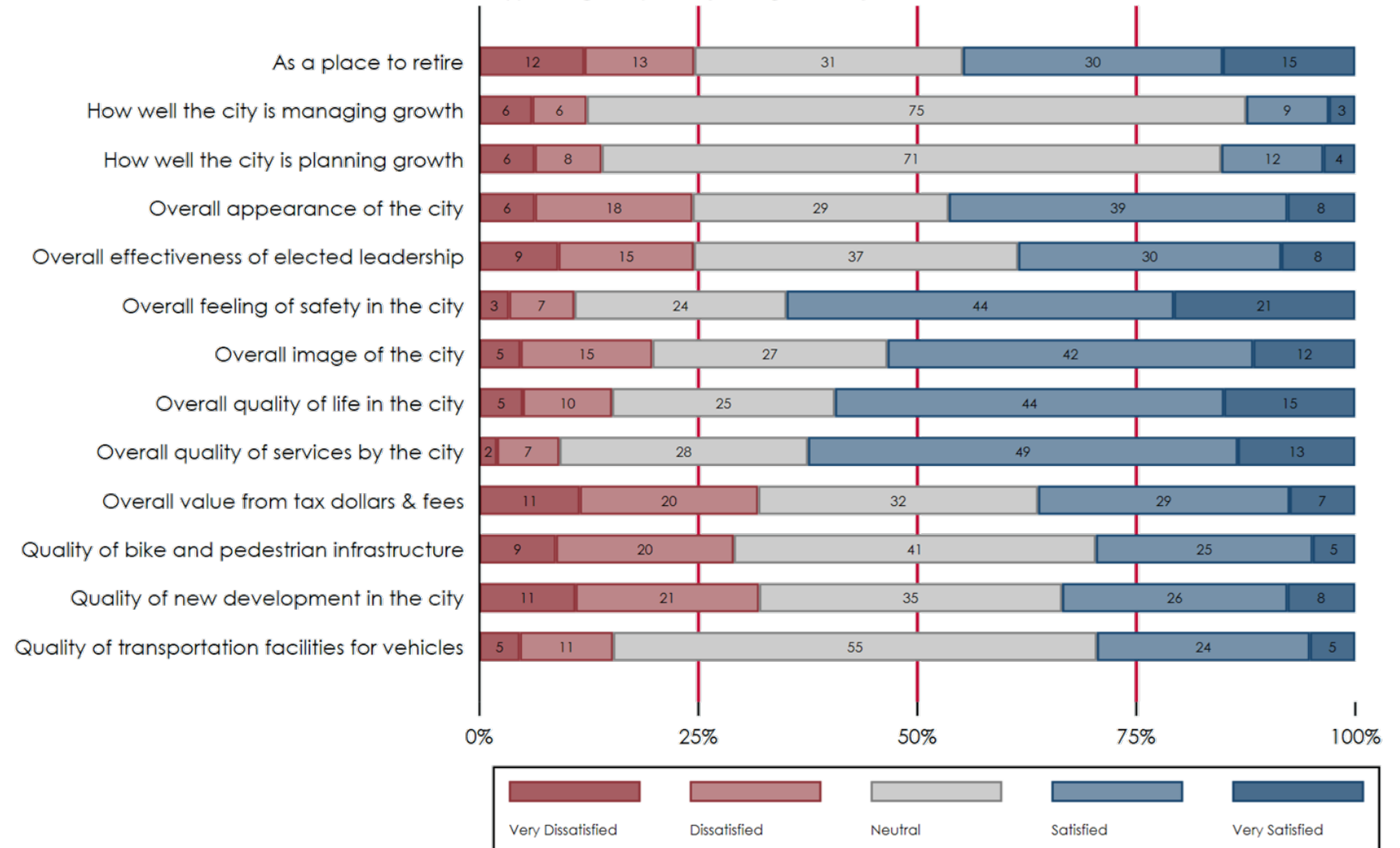
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Overall perception:
21 (Good)

Q4: Satisfaction with Overall Perception of Independence

by percentage of respondents (excluding 'don't know')

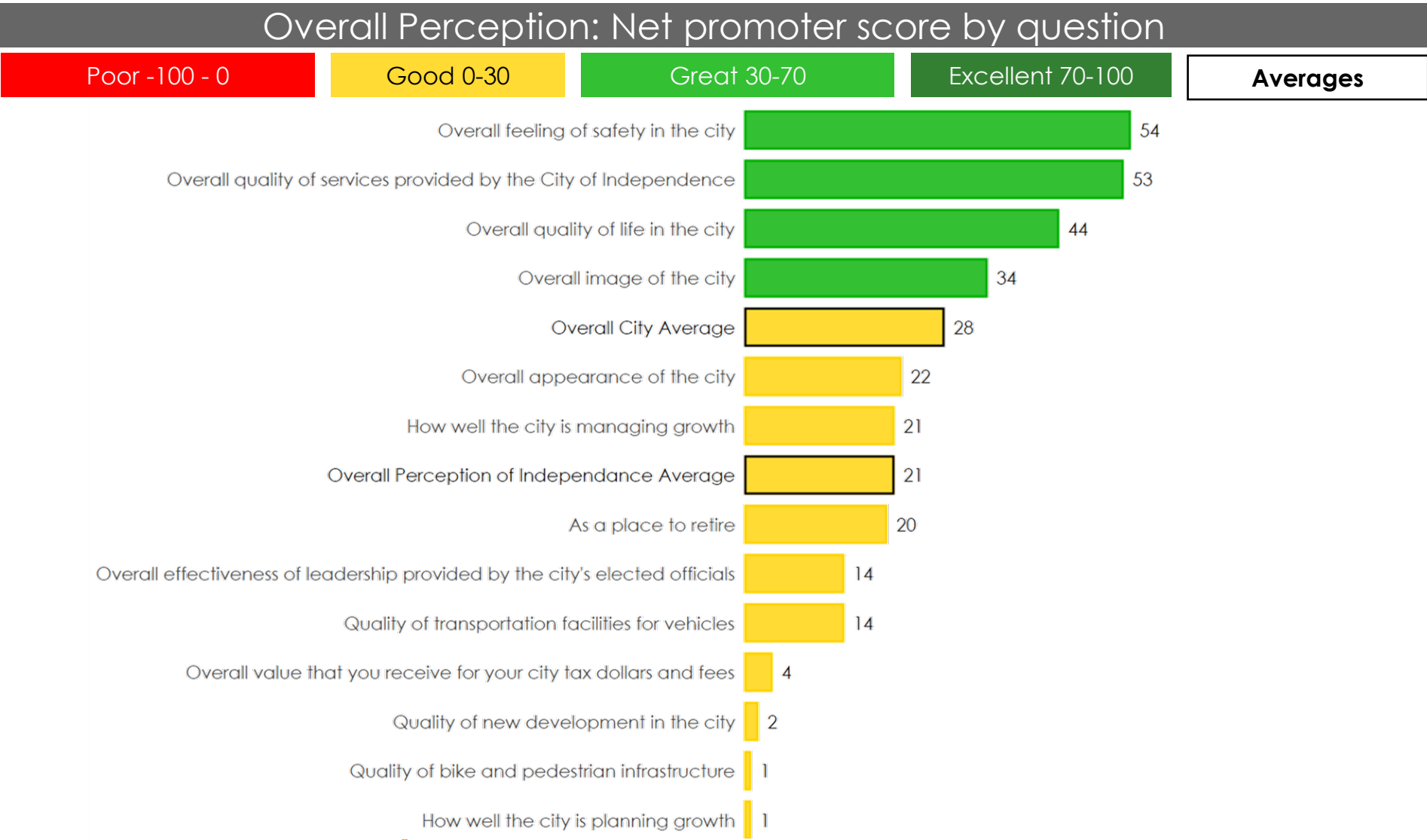


Overall perception of Independence



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

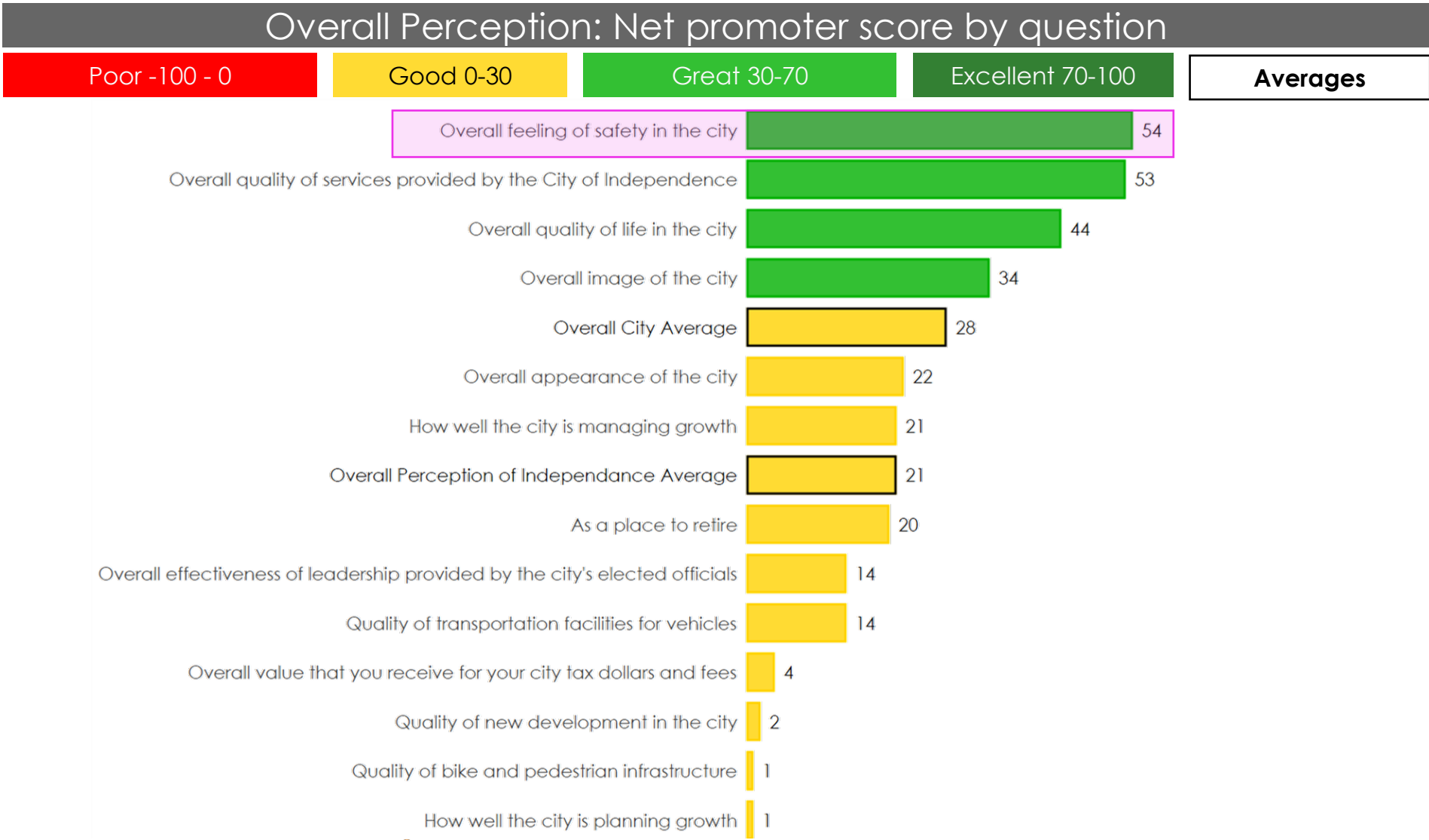


Overall perception of Independence



Overall perception:
21 (Good)

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

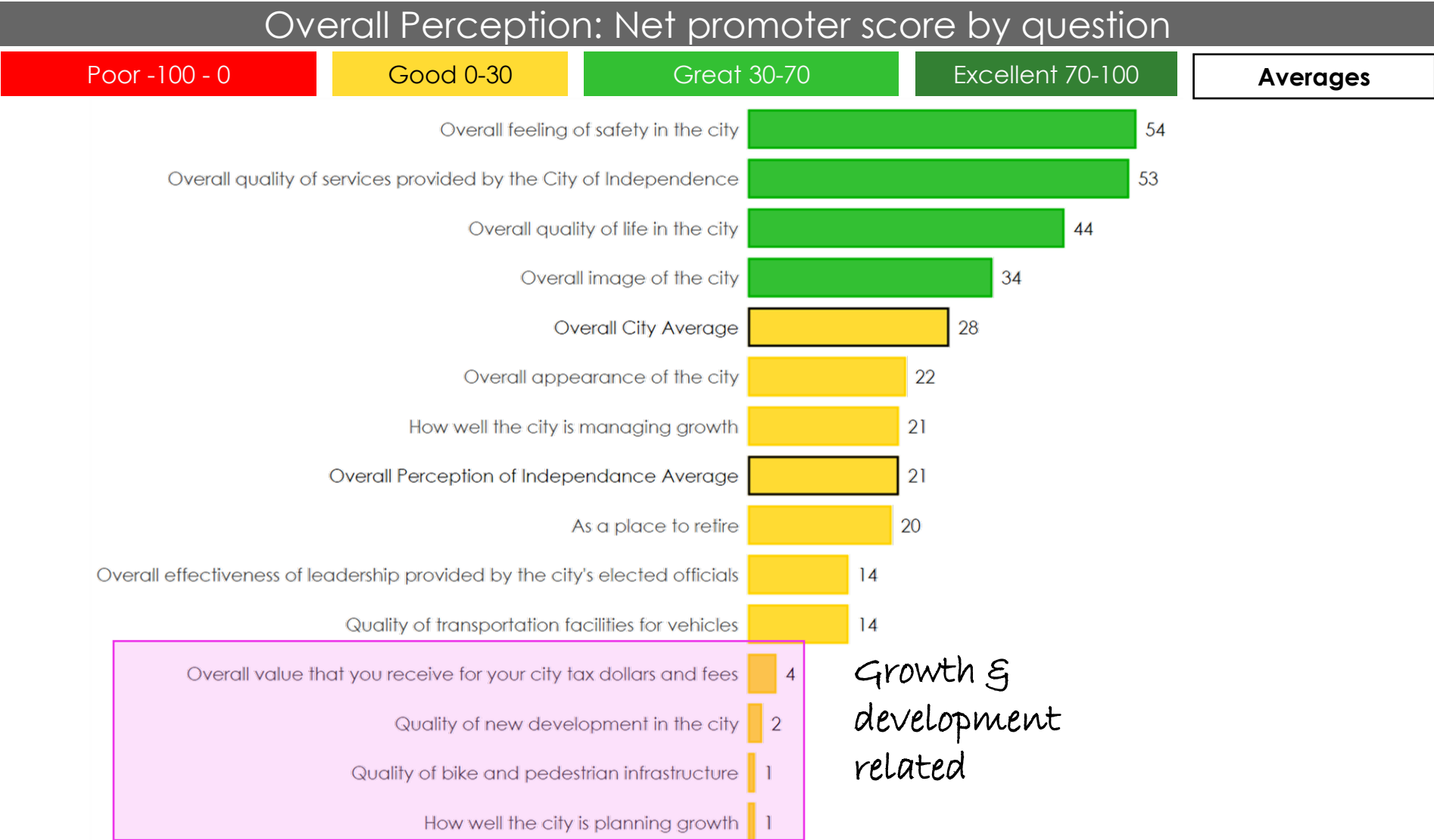


Overall perception of Independence



Overall perception:
21 (Good)

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





Overall perception:
21 (Good)

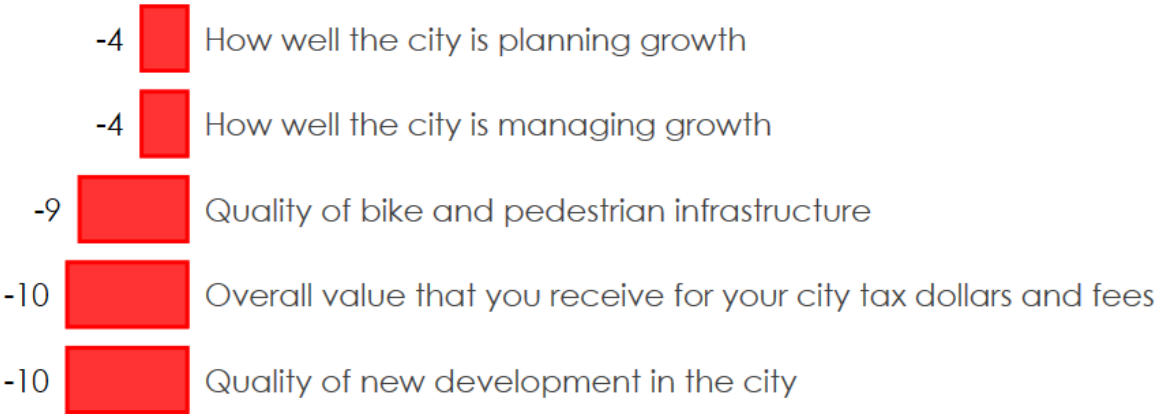
It should also be noted that older cohorts appear much more satisfied with growth than younger ones. Controlling for age, the NPS drops greatly

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



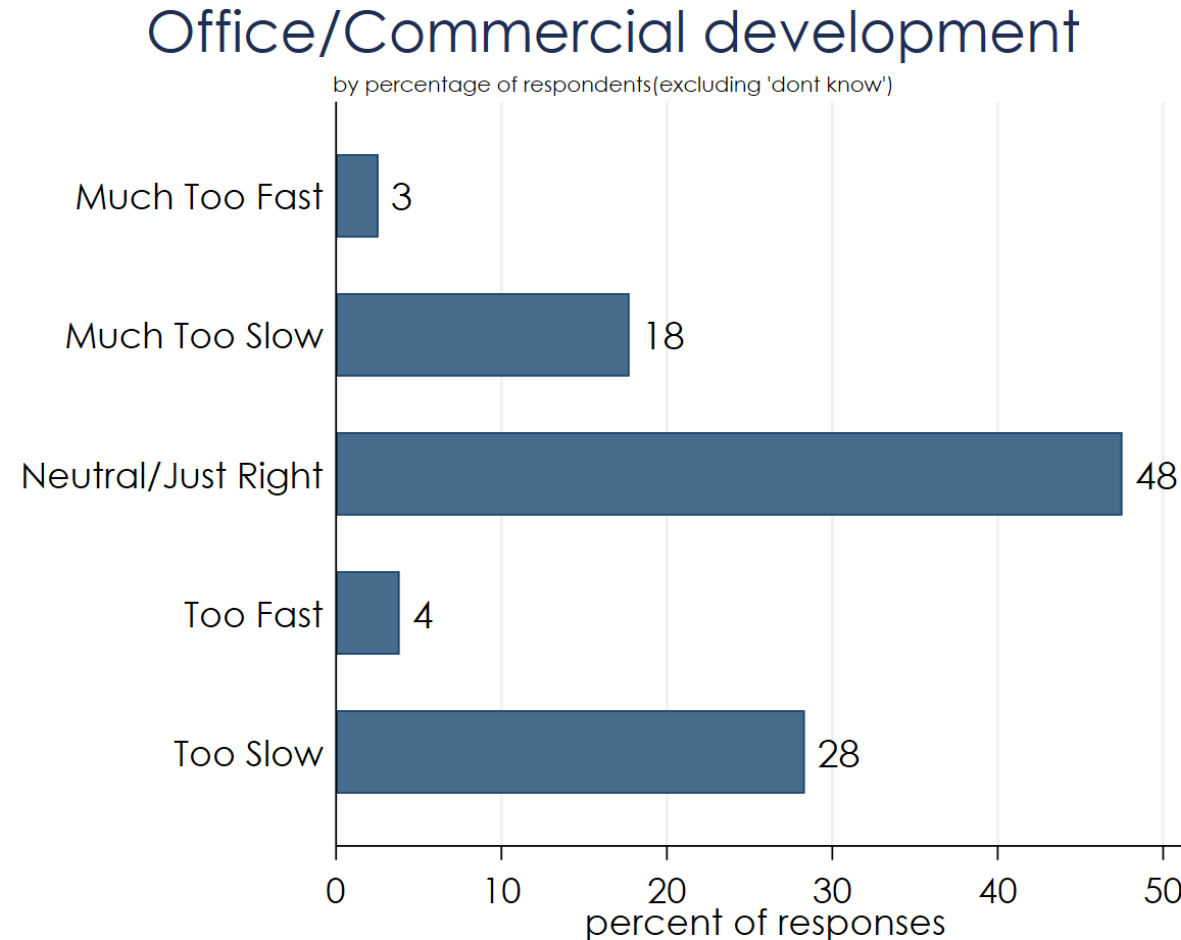
Let's in deeper into these areas



Overall perception:
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:





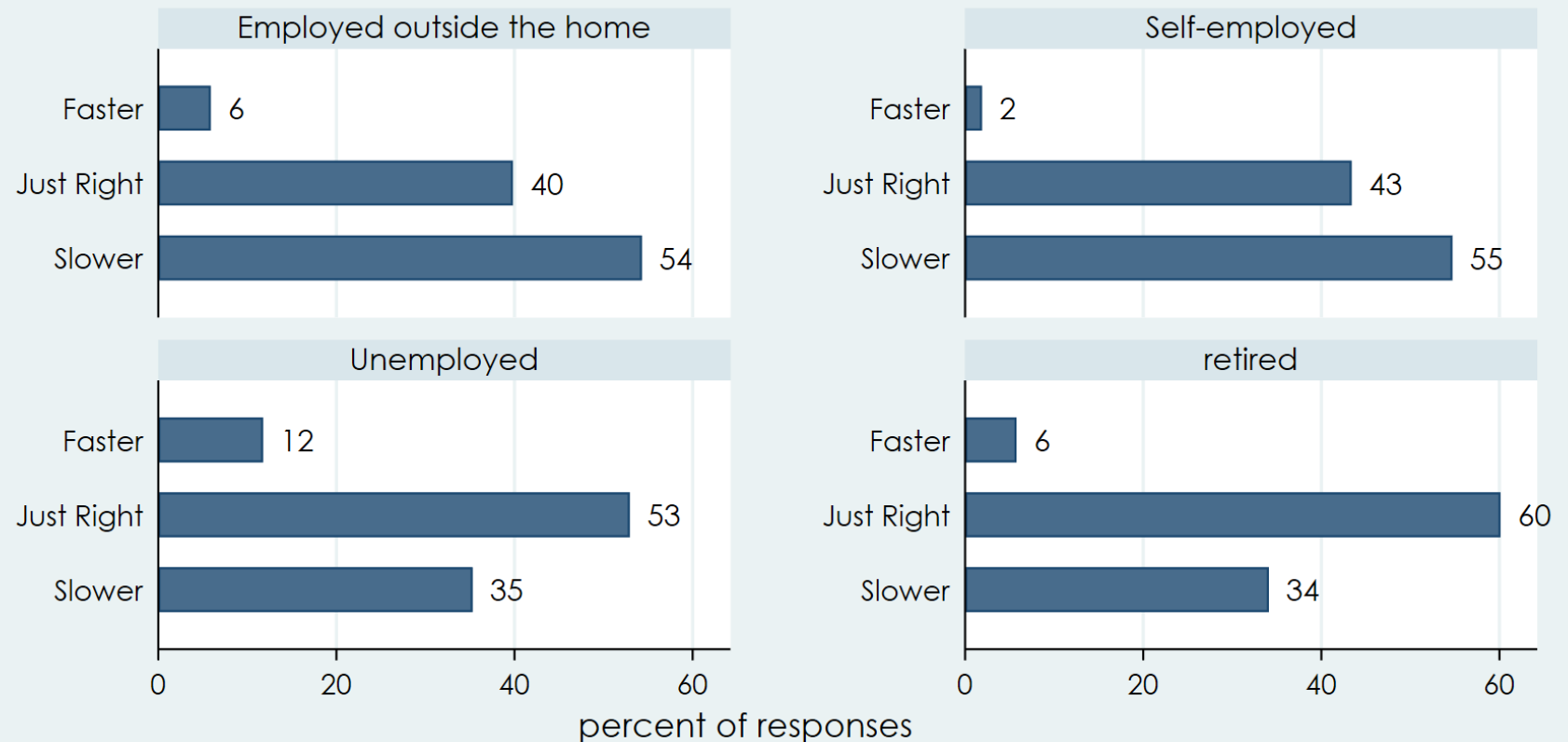
Overall perception:
21 (Good)

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:

Office/Commercial development

by percentage of respondents(excluding 'dont know')



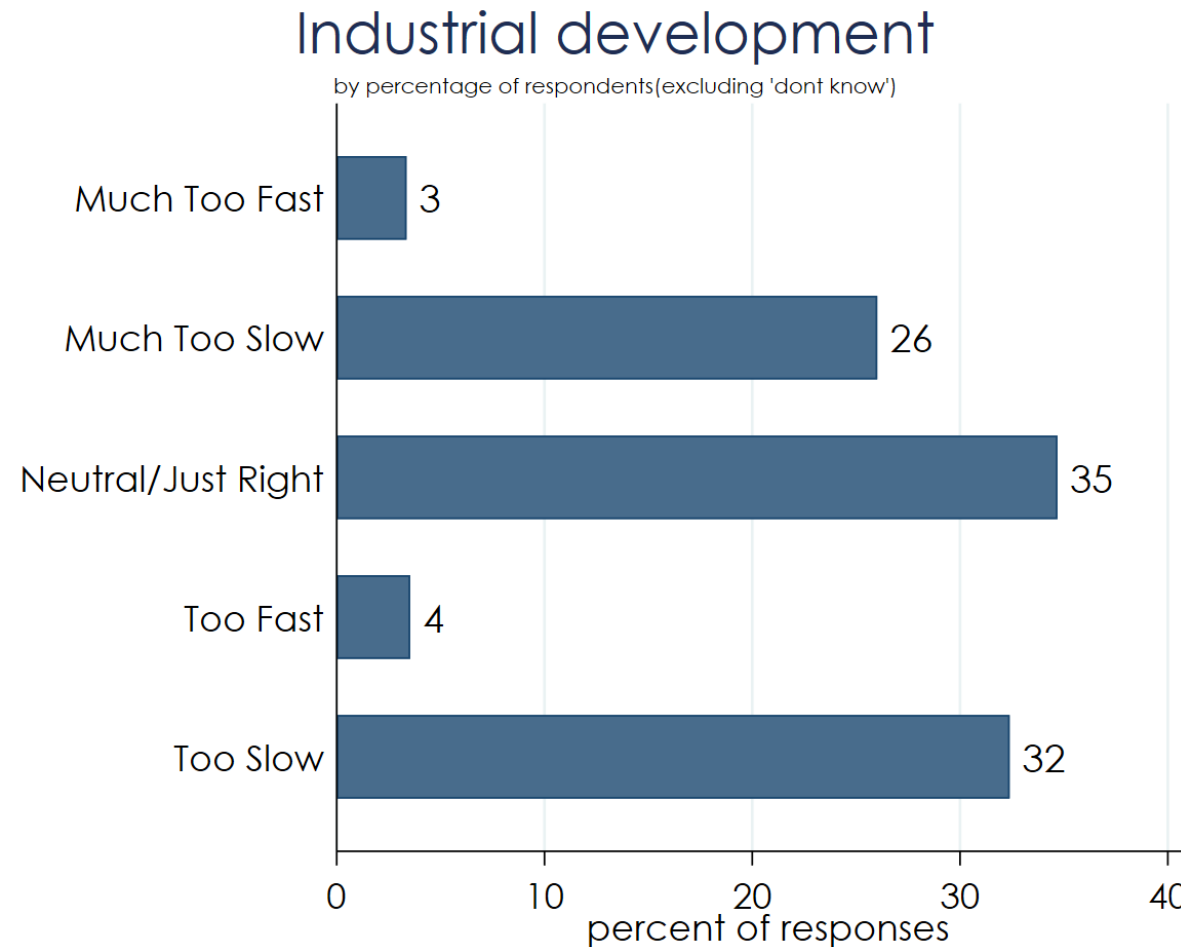
Graphs by Which of the following best describes your current employment status?



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:



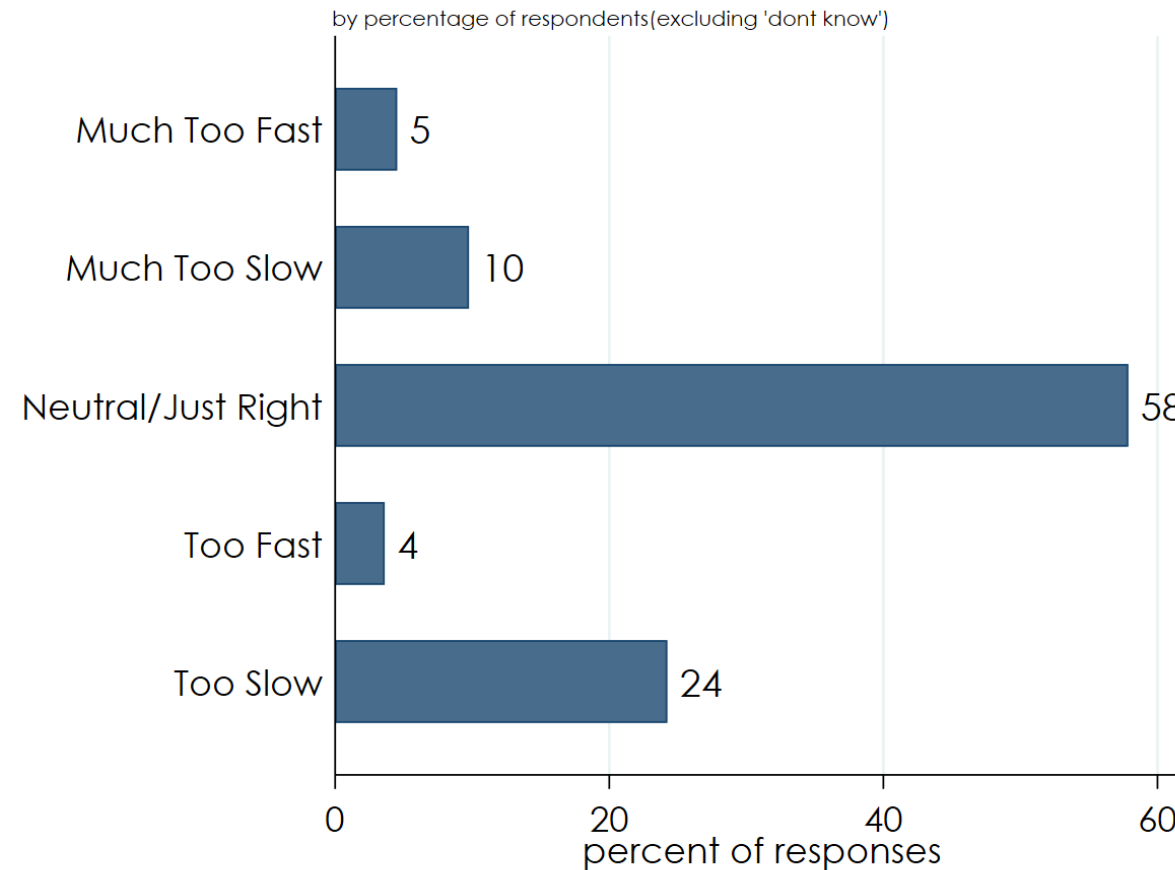


Overall perception:
21 (Good)

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:

Multi-family residential development



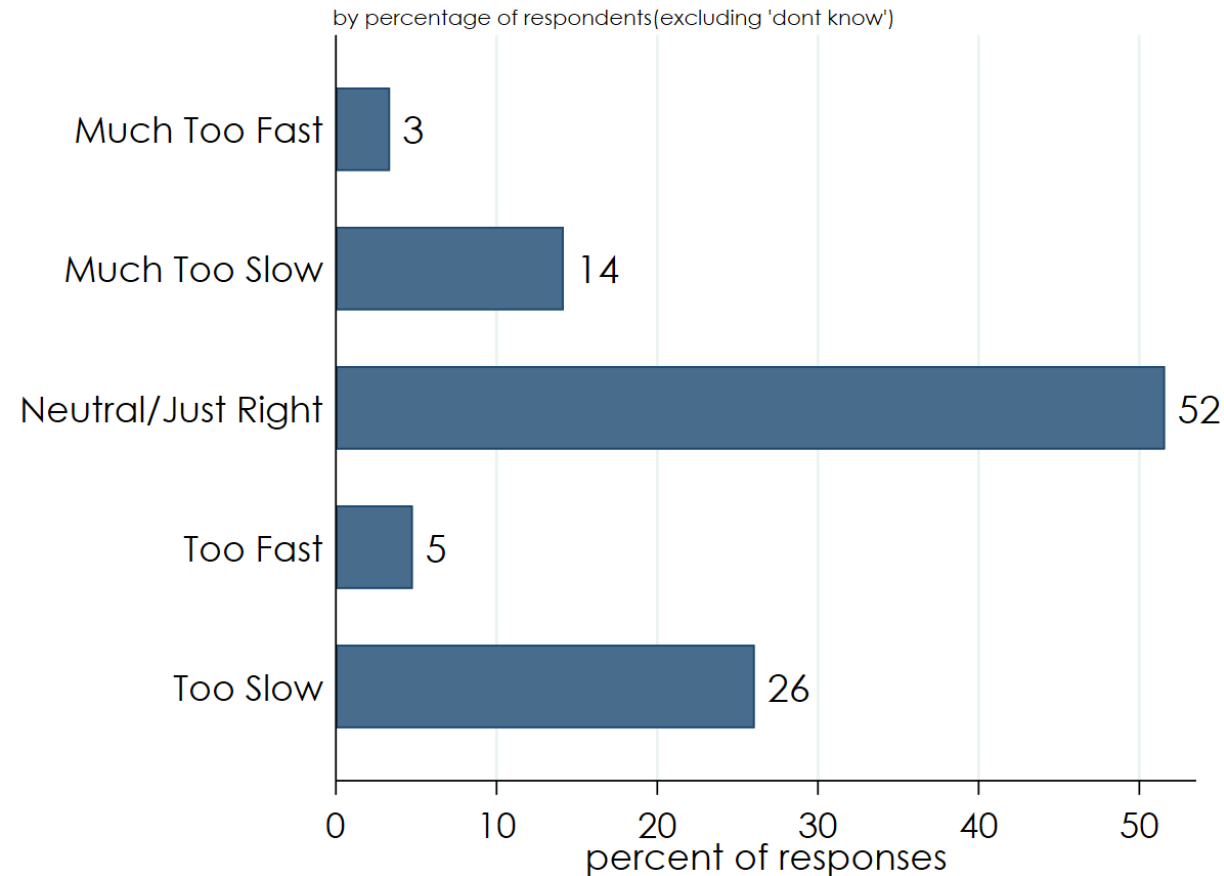


Overall perception:
21 (Good)

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:

Single-family residential development





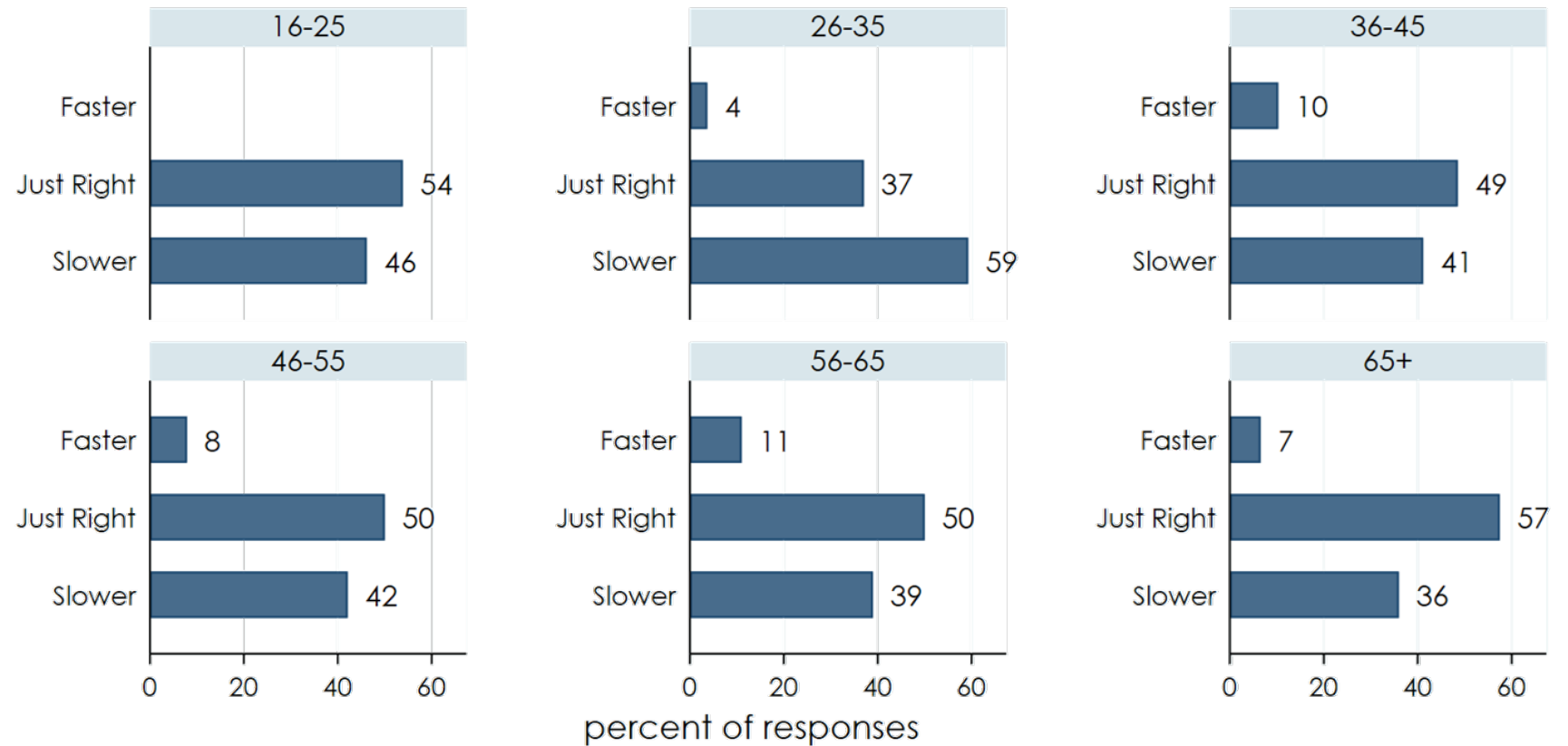
Overall perception:
21 (Good)

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:

Single-family residential development

by percentage of respondents(excluding 'dont know')



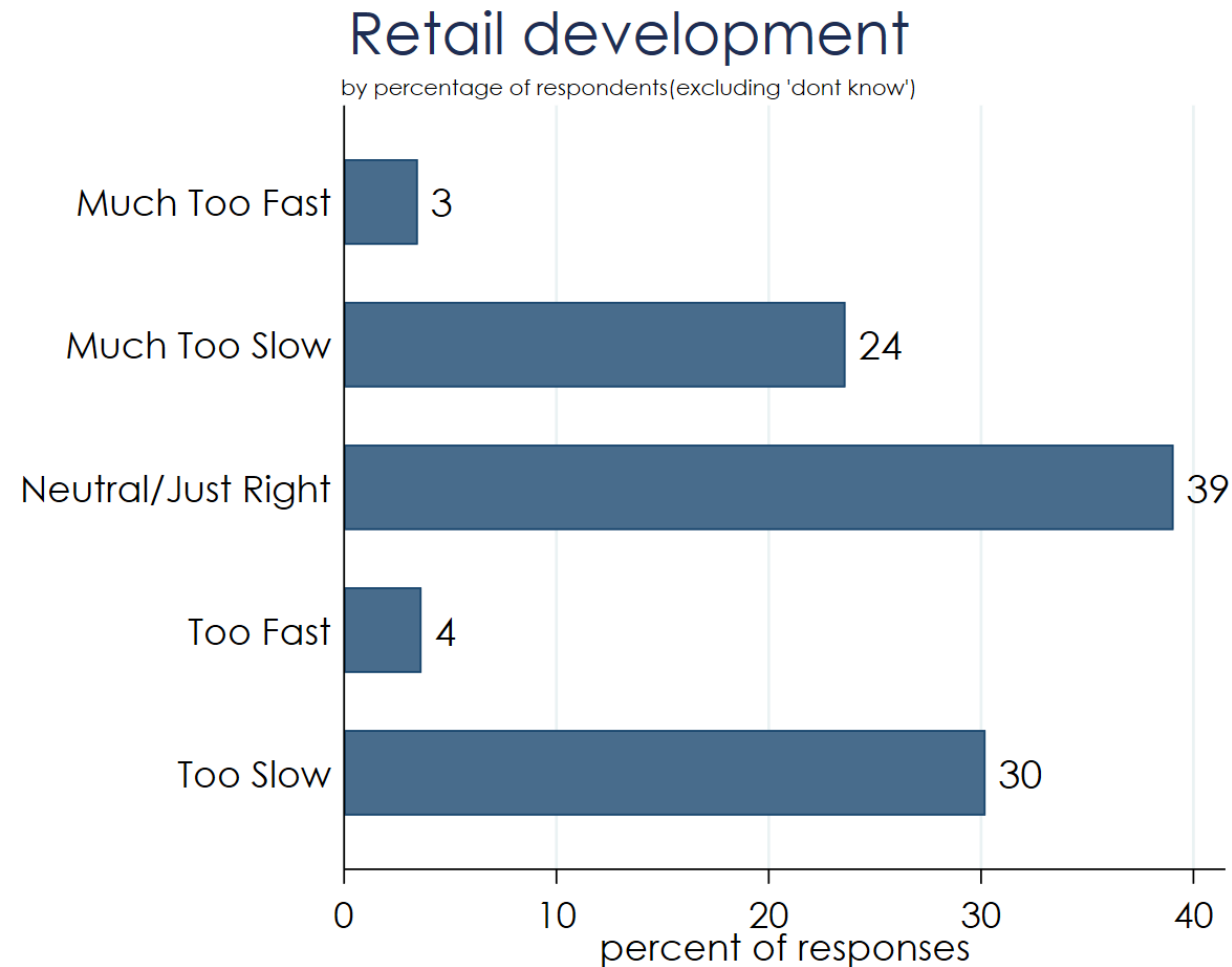
Graphs by What is your age?



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:

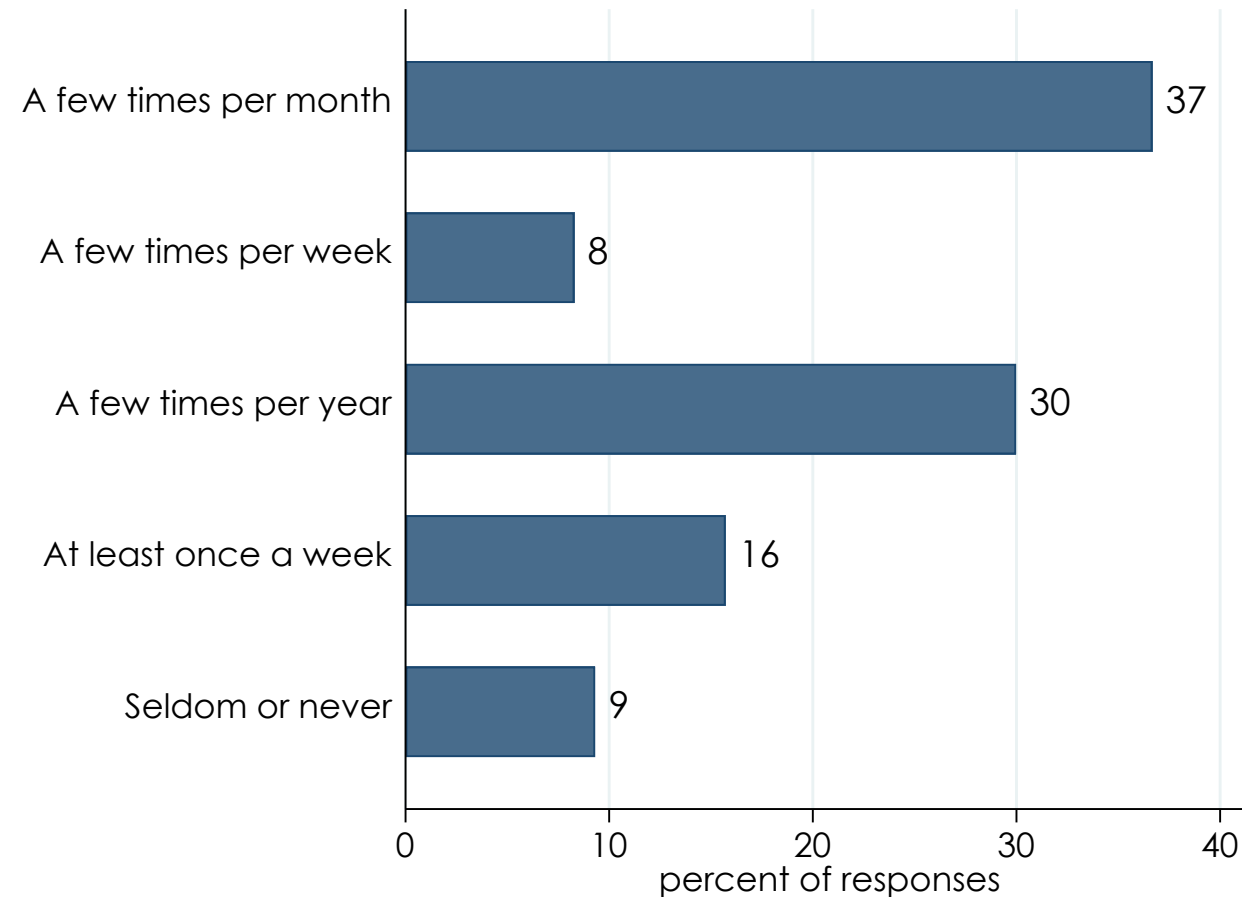




Overall perception:
21 (Good)

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)?`

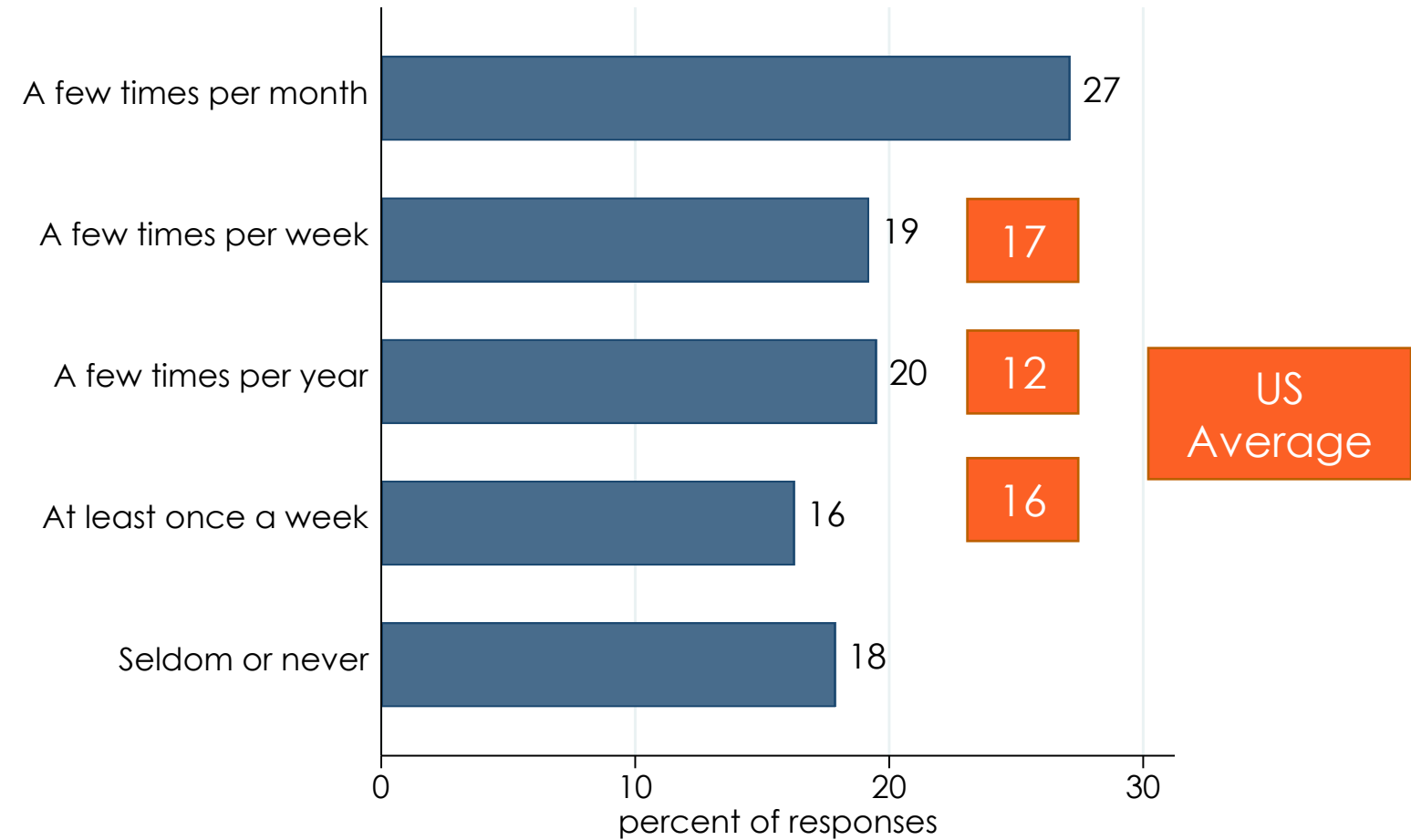




Overall perception:
21 (Good)

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?

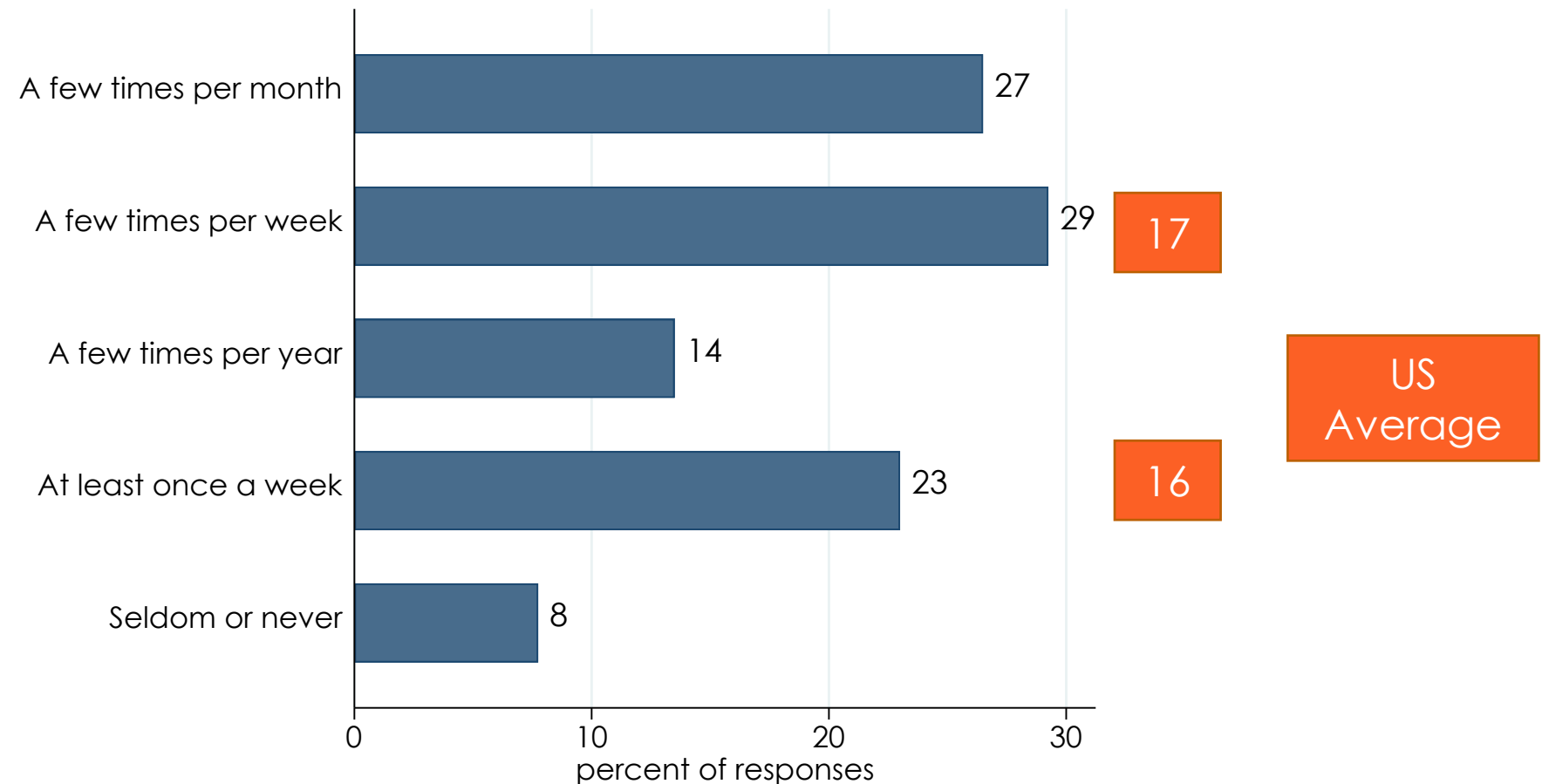




Overall perception:
21 (Good)

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:
21 (Good)

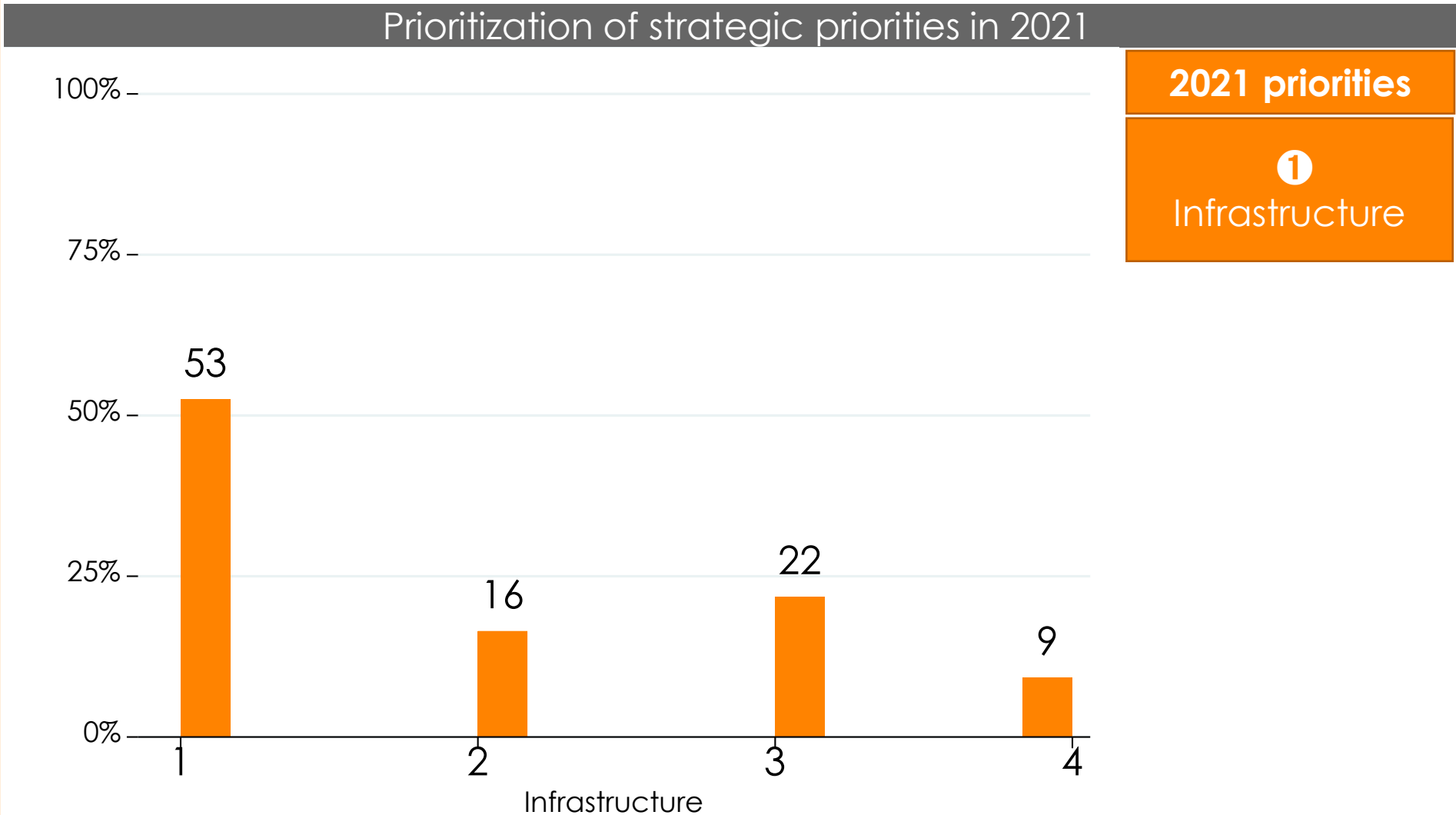
Now that we have looked at **current** behaviors/perceptions of growth and development.

Lets look at **future** expectations for growth



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

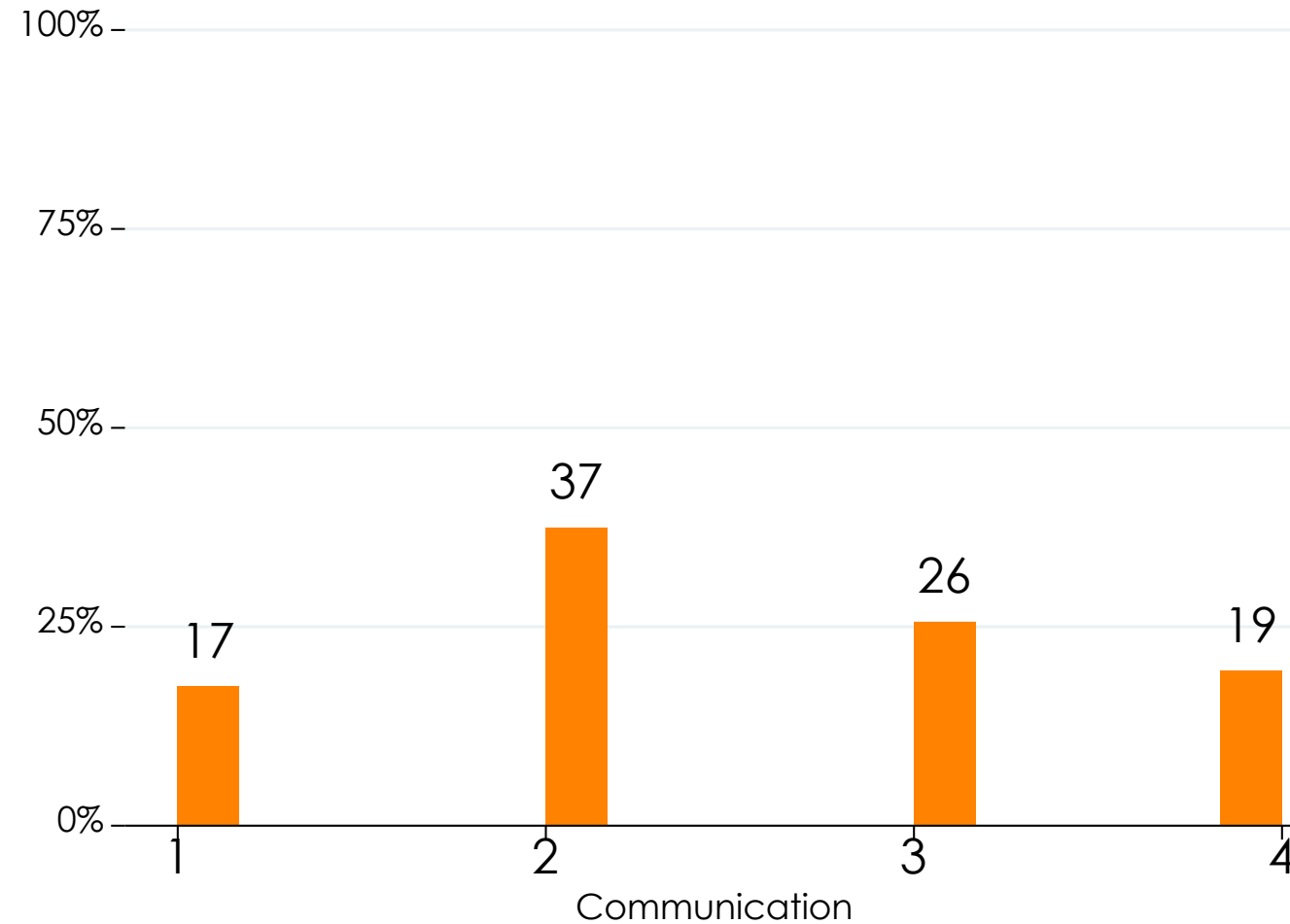




Overall perception:
21 (Good)

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

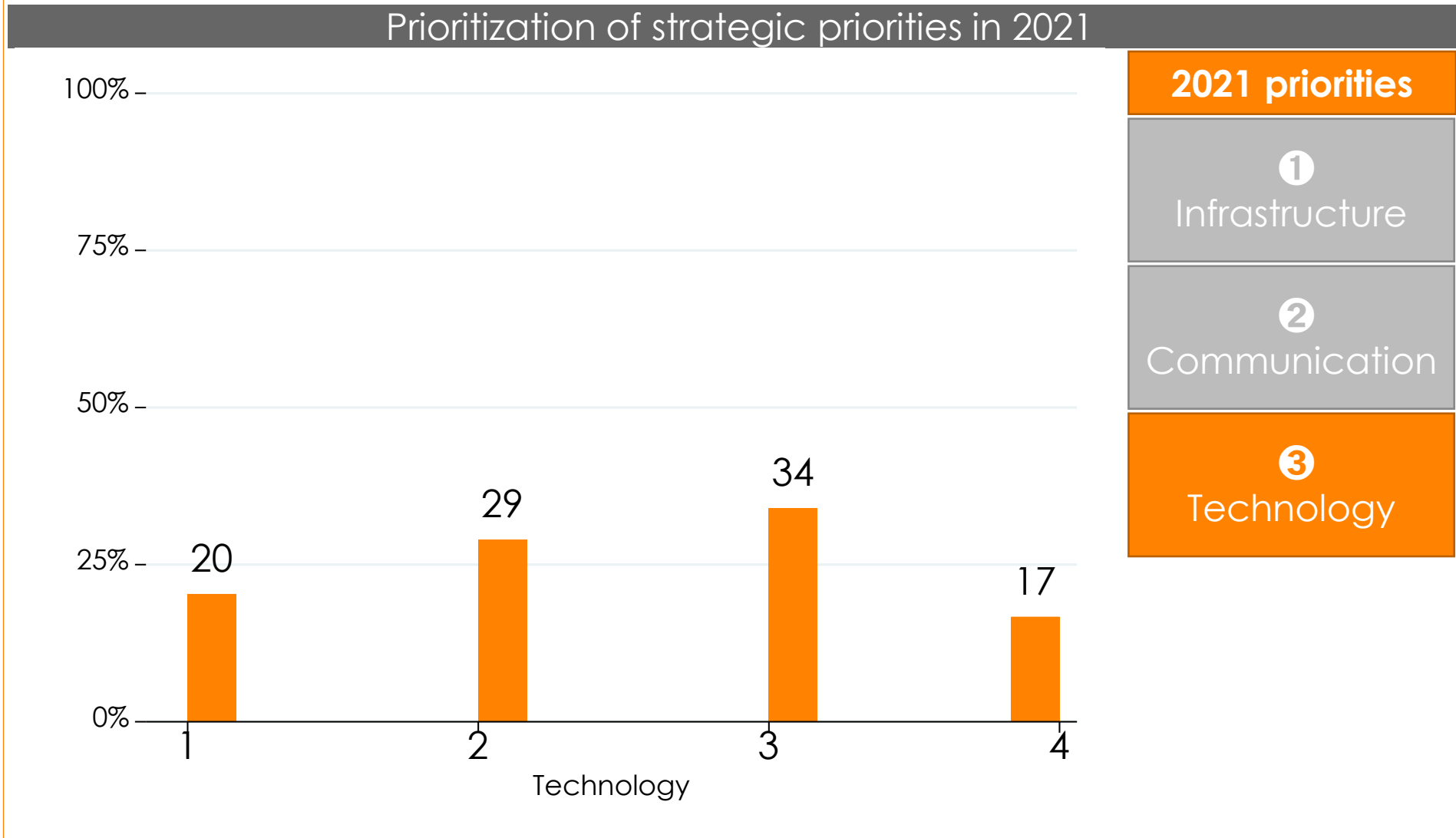
2

Communication



Overall perception:
21 (Good)

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

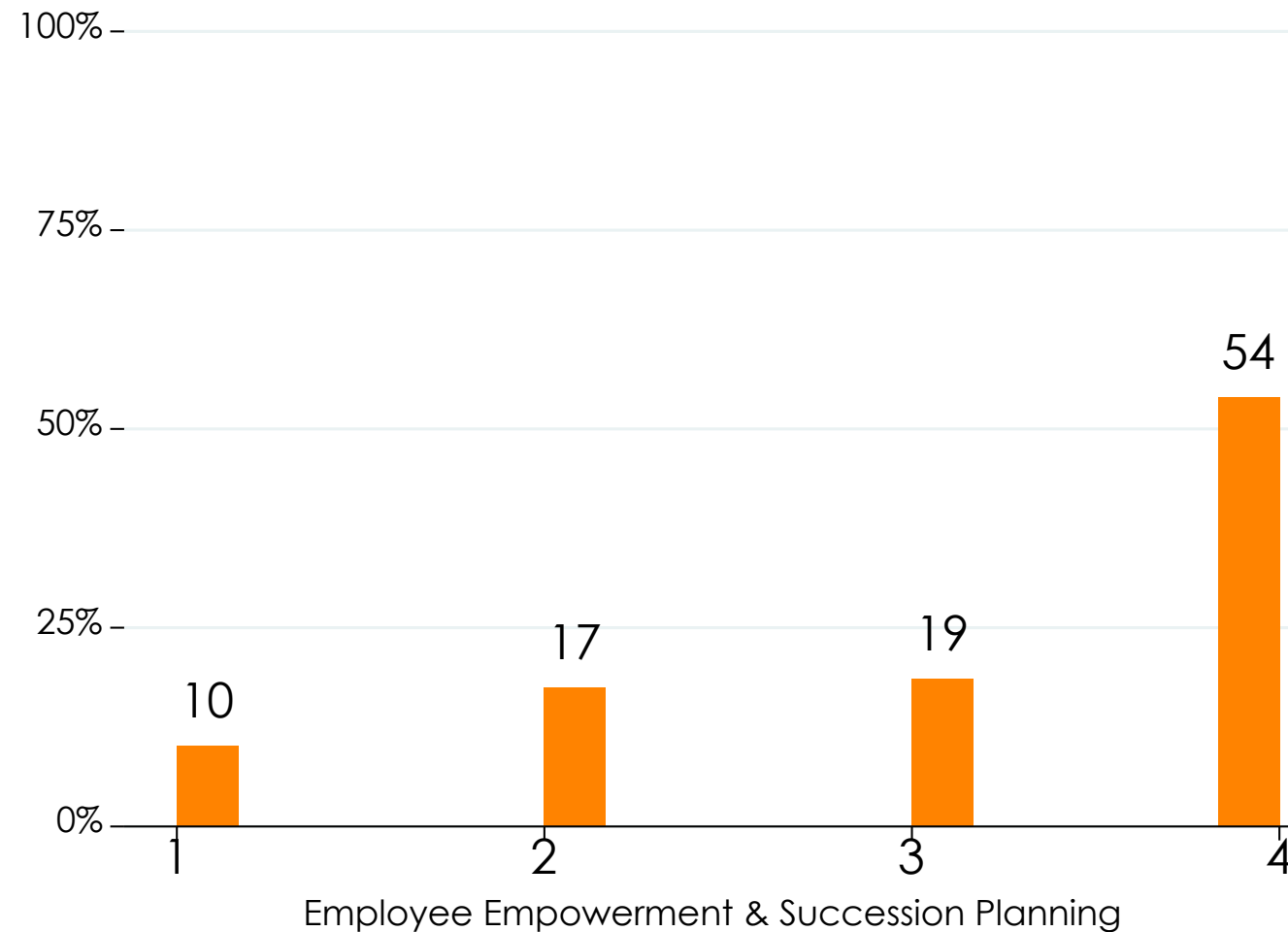




Overall perception:
21 (Good)

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

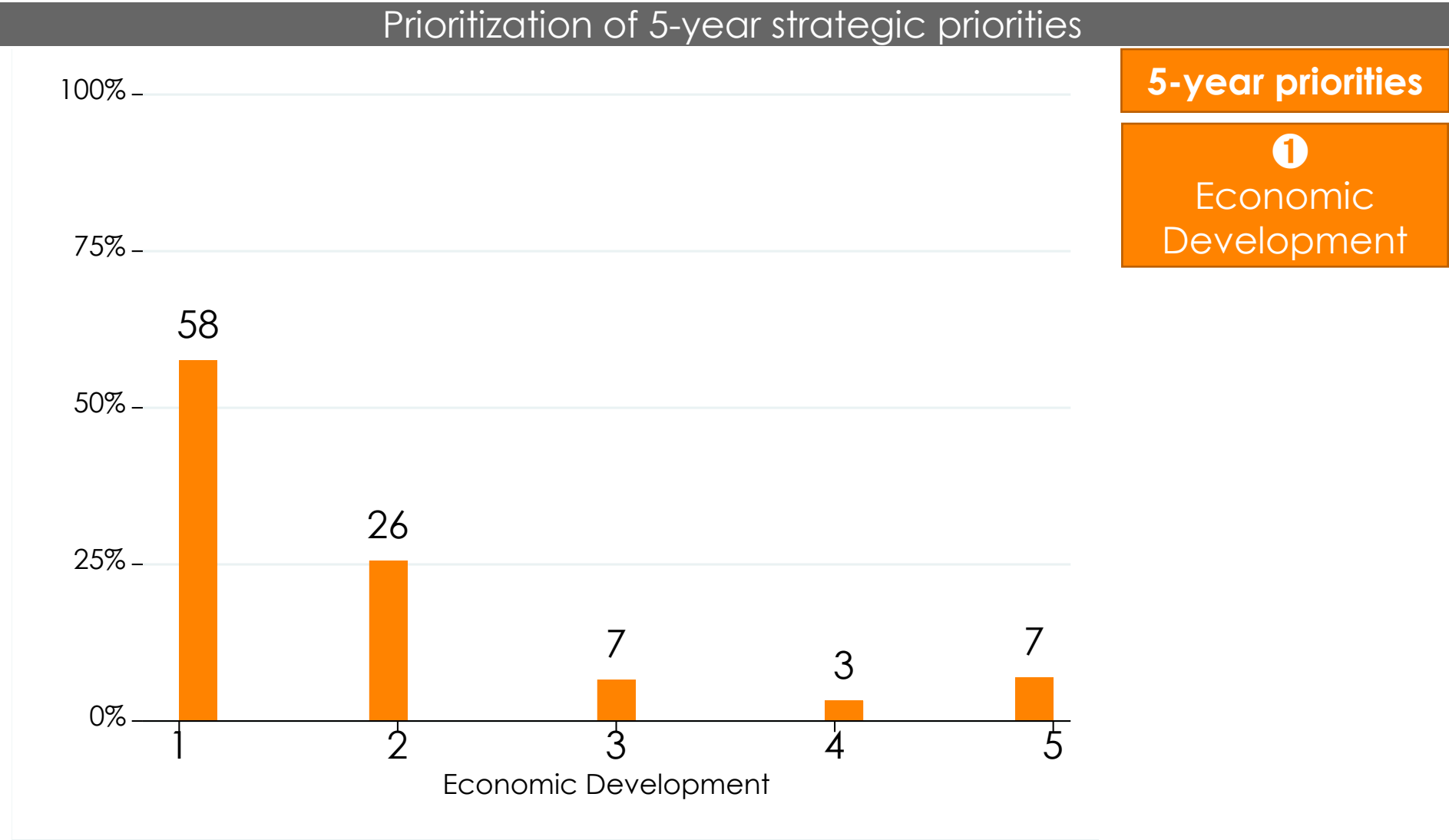
Employee
Planning

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

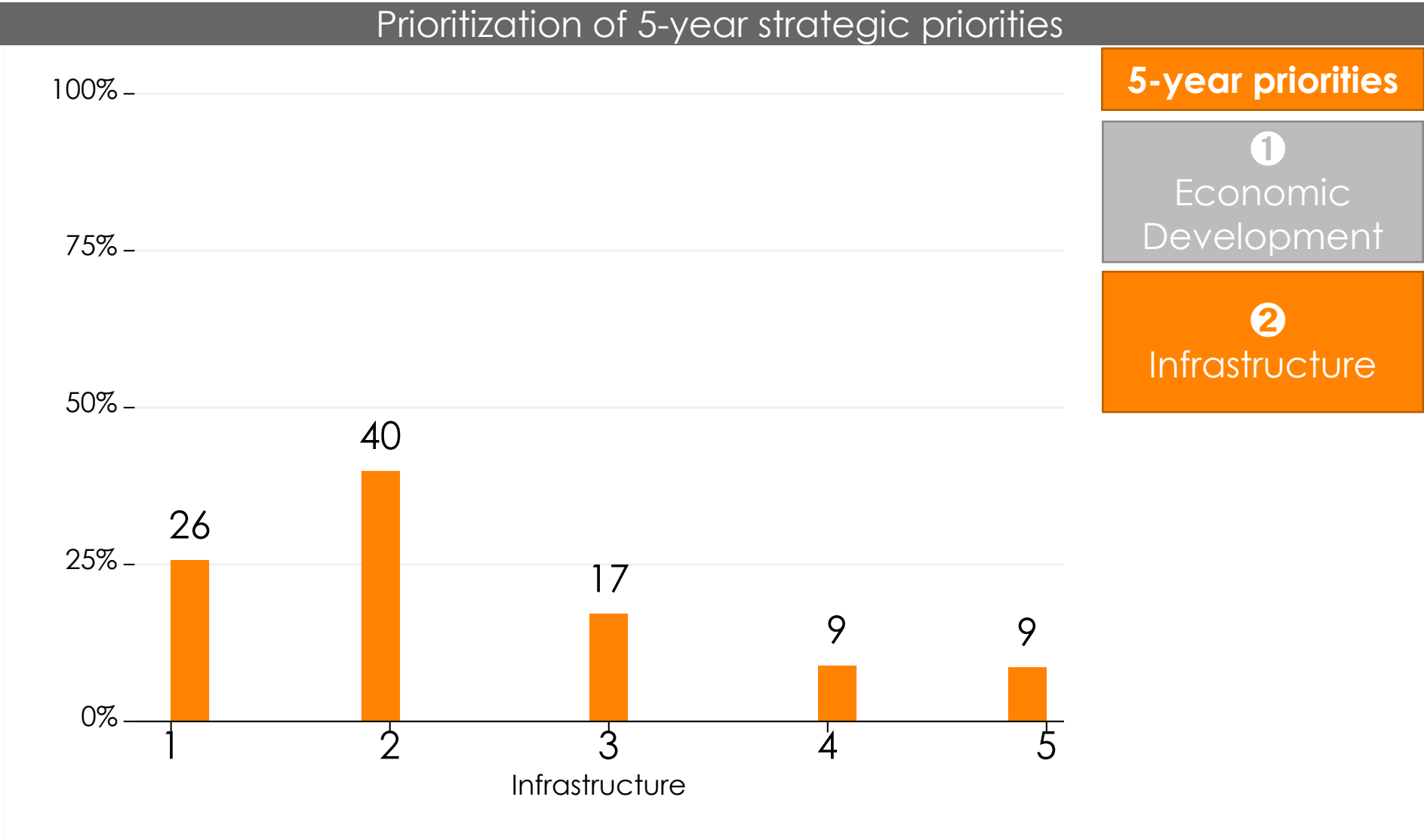


Overall perception of Independence



Overall perception:
21 (Good)

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

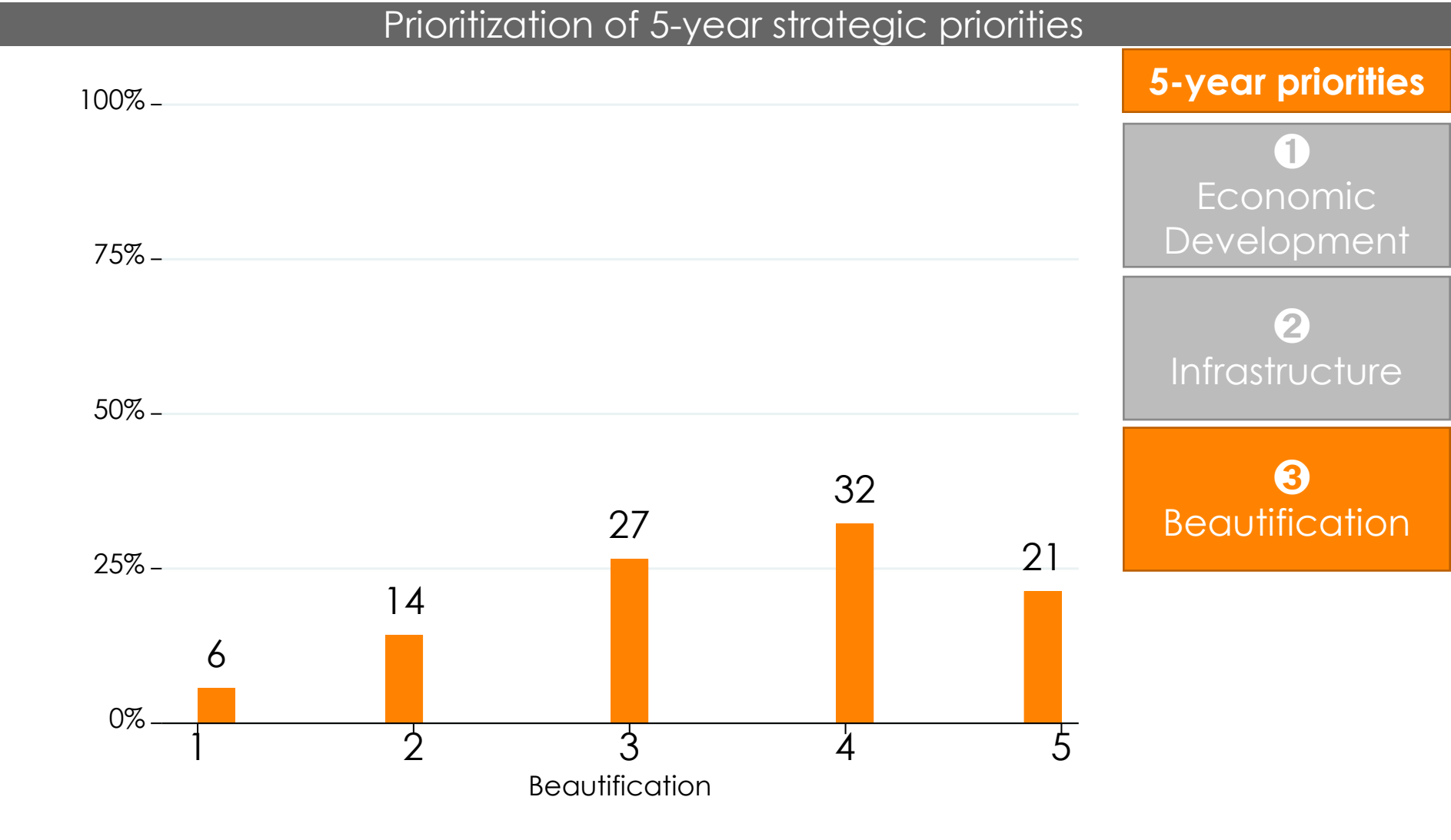


Overall perception of Independence



Overall perception:
21 (Good)

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

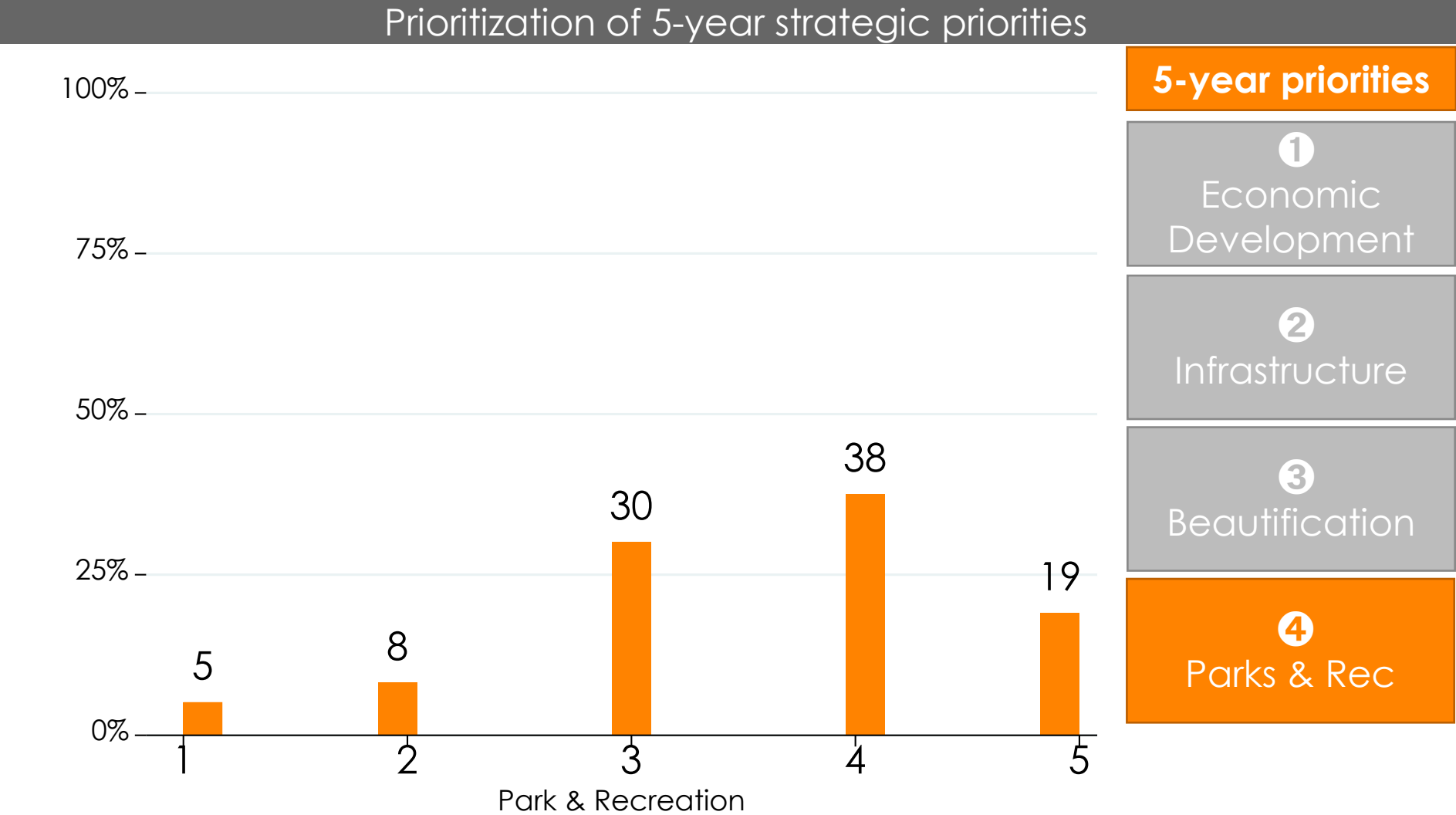


Overall perception of Independence



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)

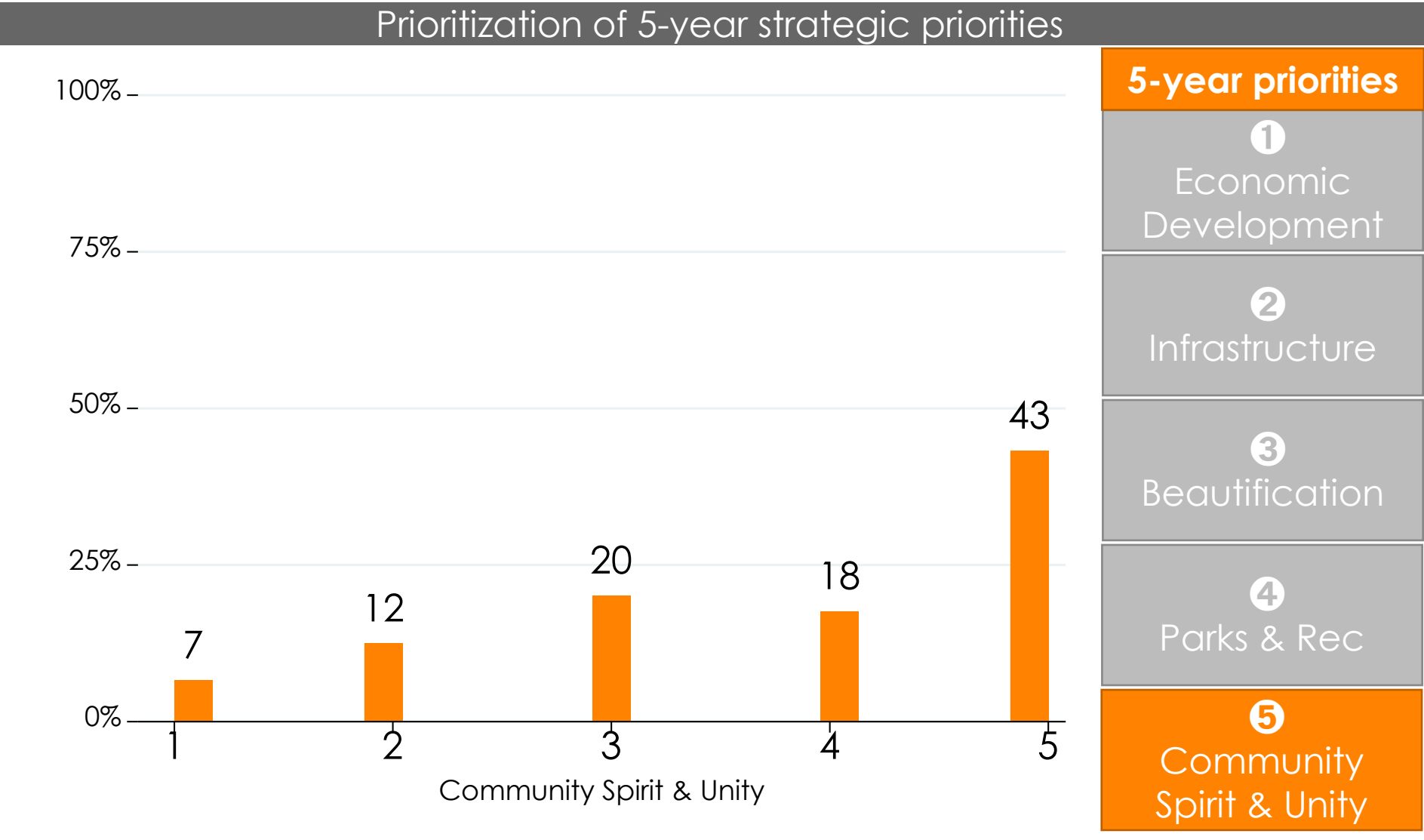


Overall perception of Independence



Overall perception:
21 (Good)

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



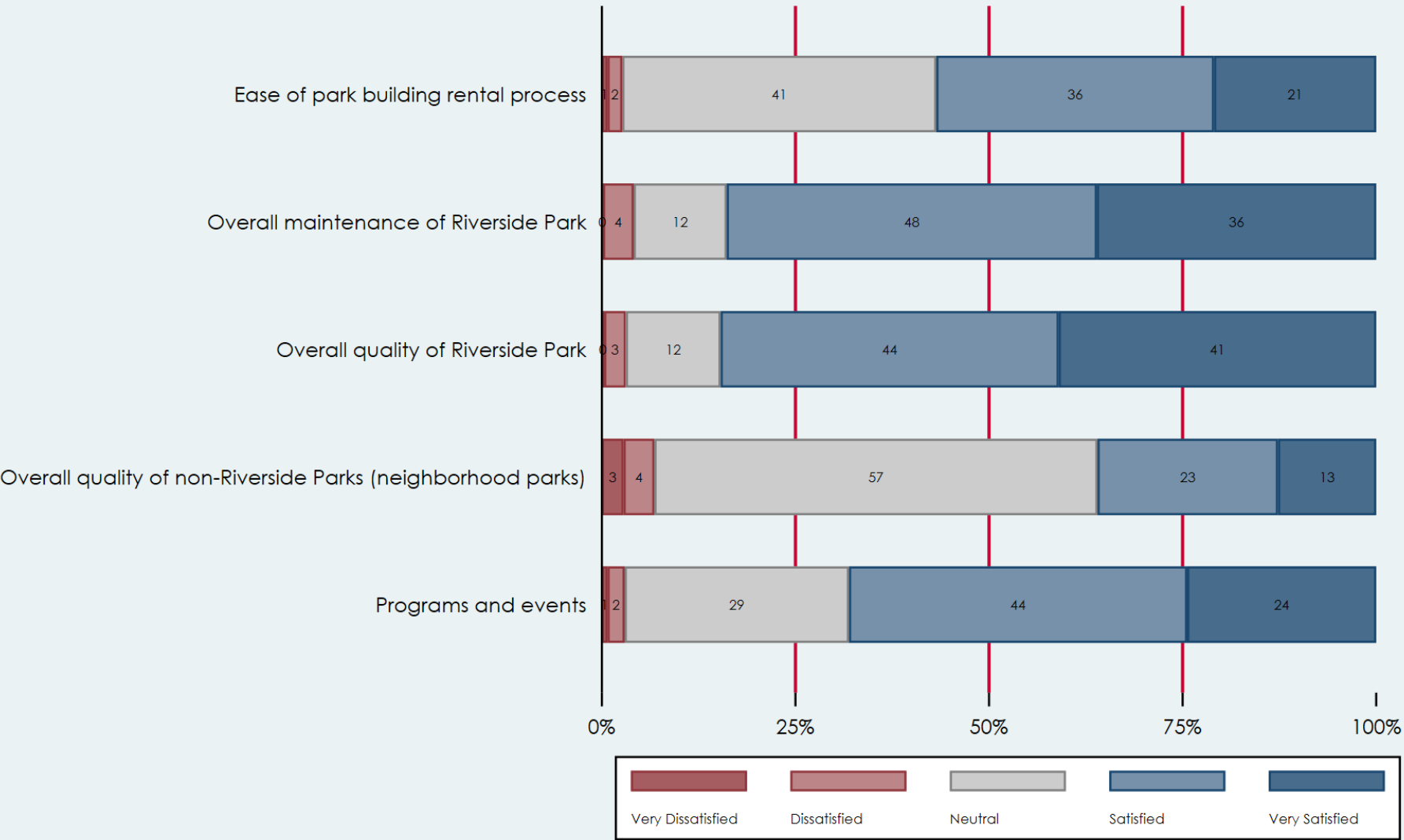


Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Q28: Satisfaction with **Riverside park**

by percentage of respondents(excluding 'dont know')



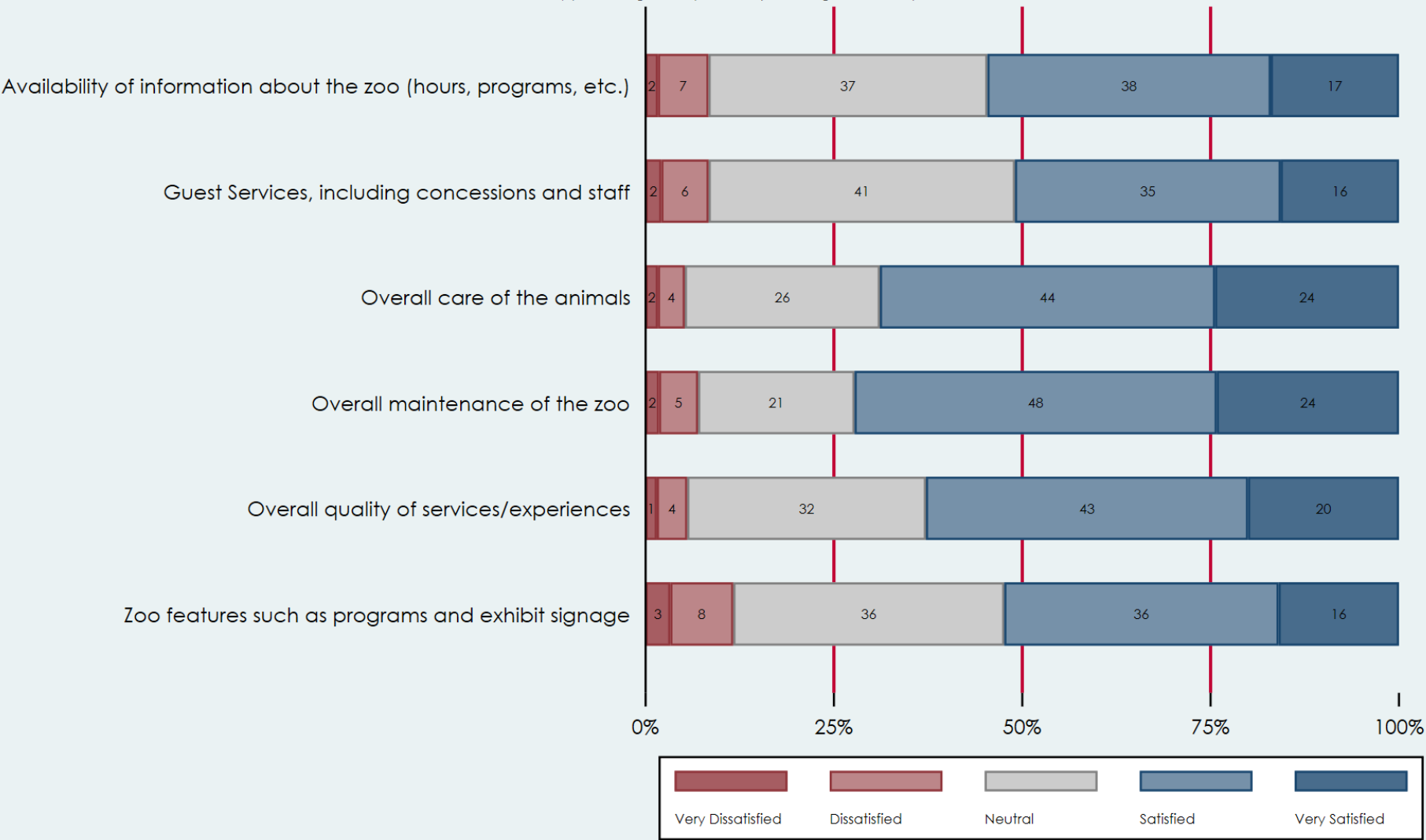


Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

Q33: Satisfaction with **Ralph Mitchell Zoo**

by percentage of respondents(excluding 'dont know')

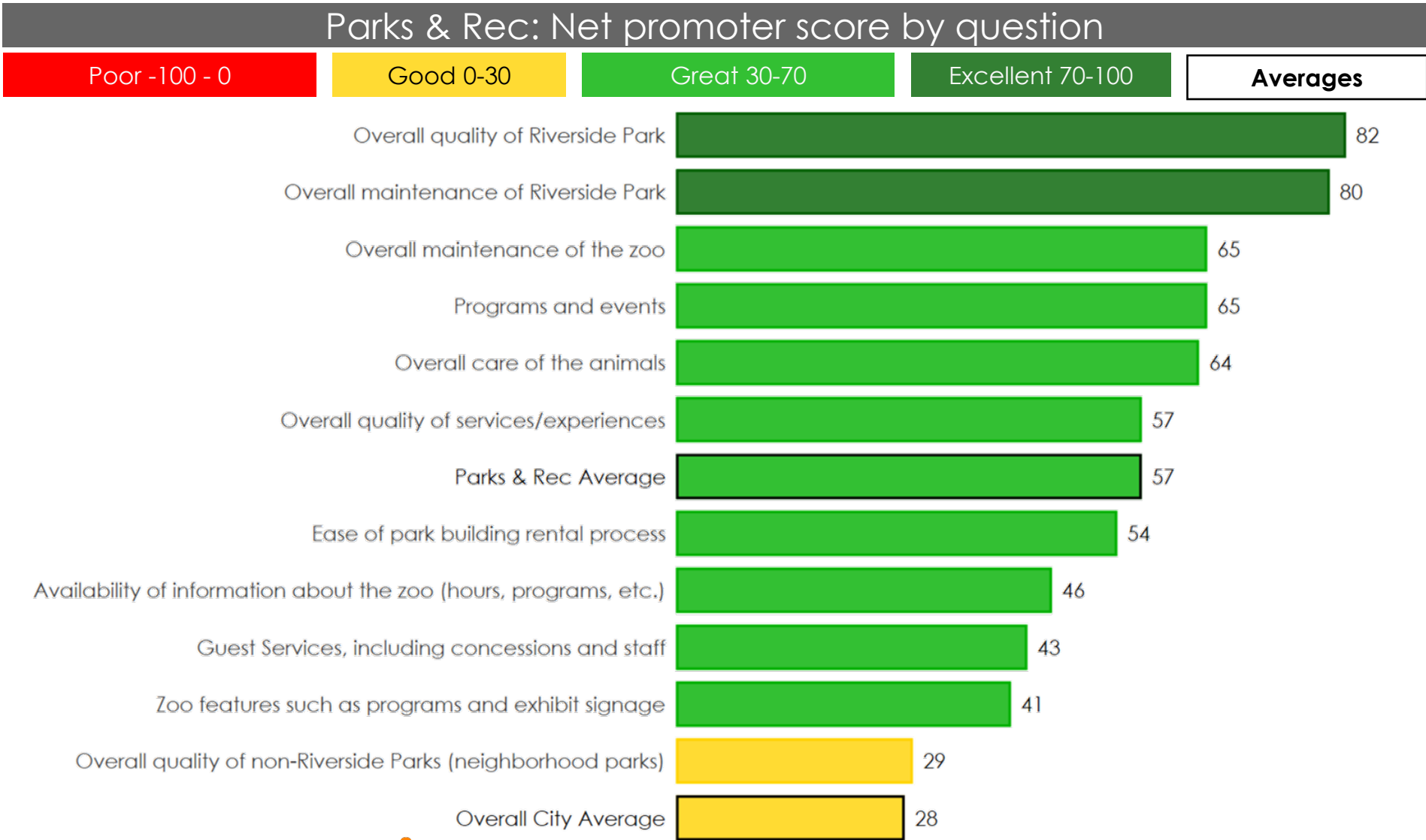




Overall perception:
21 (Good)

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



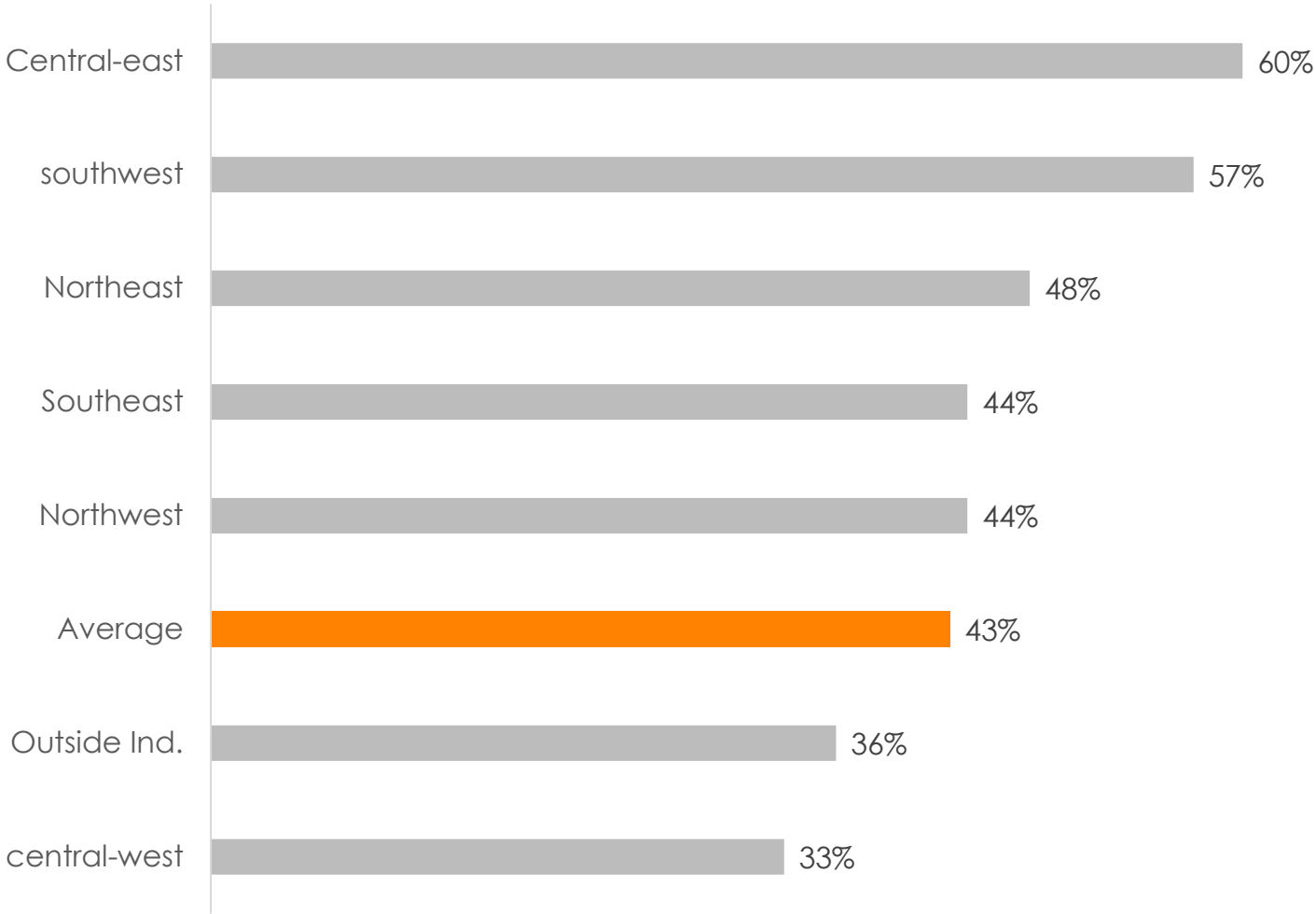


Overall perception:
21 (Good)

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

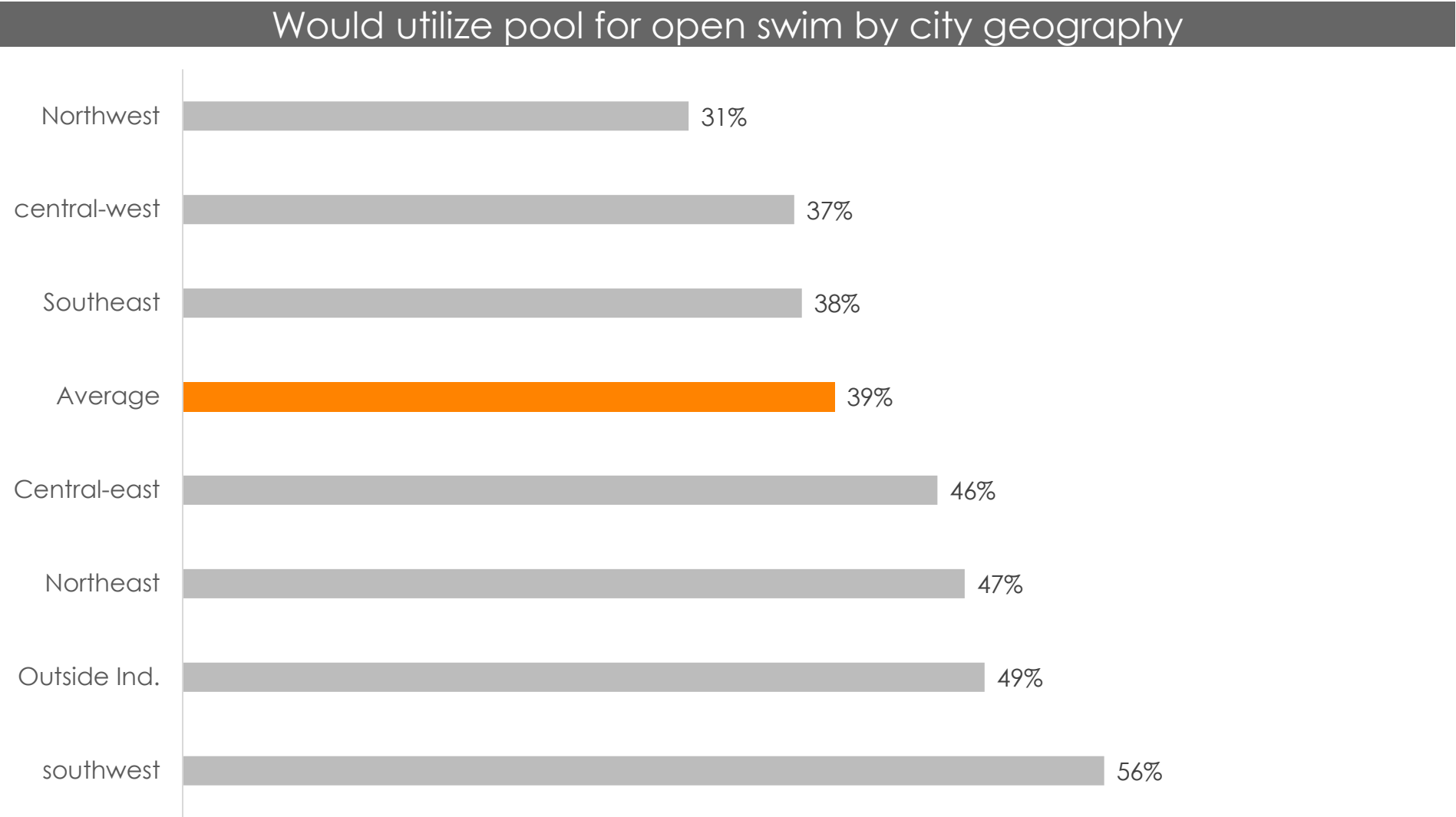




Overall perception:
21 (Good)

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

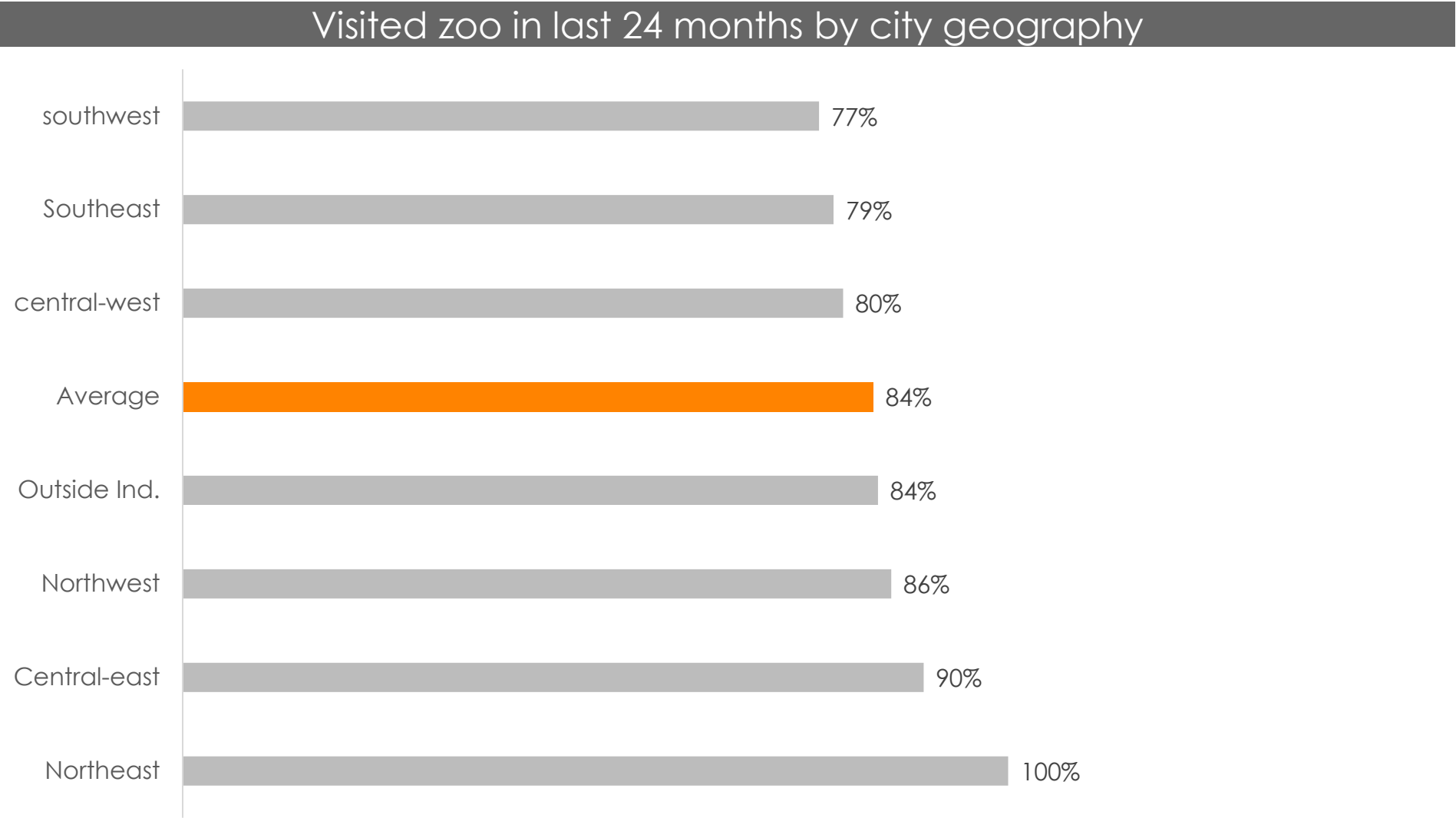




Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

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





Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)

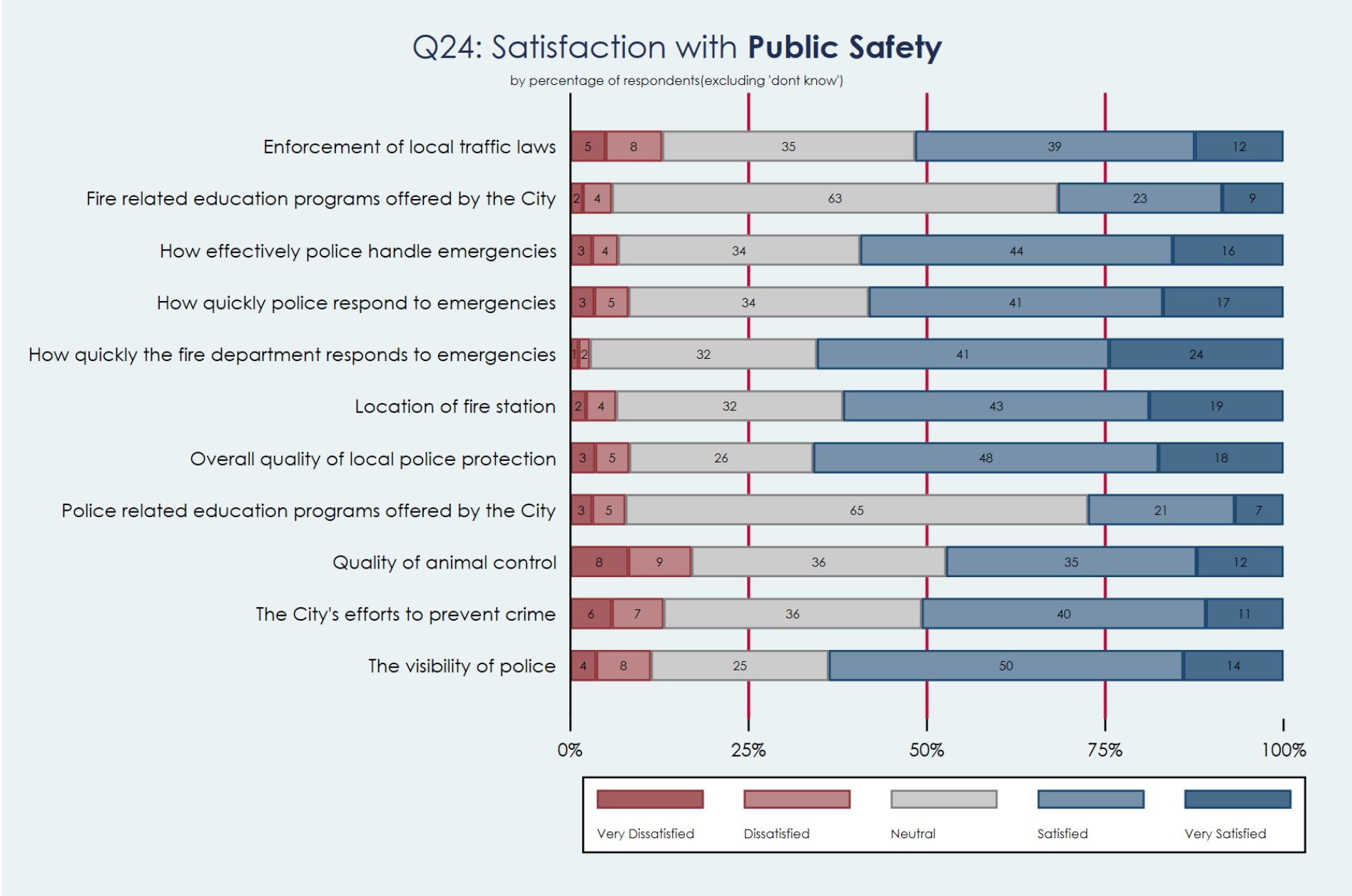
Perspectives on parks & rec	
Theme ...	Representative Comments ...
Overall satisfaction of parks	"Riverside park is a great piece of this community. It's upkeep very well, it's free to the public, and is a great place to spend the afternoon with kids."
	"The park and zoo are very important to our town - 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."



Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

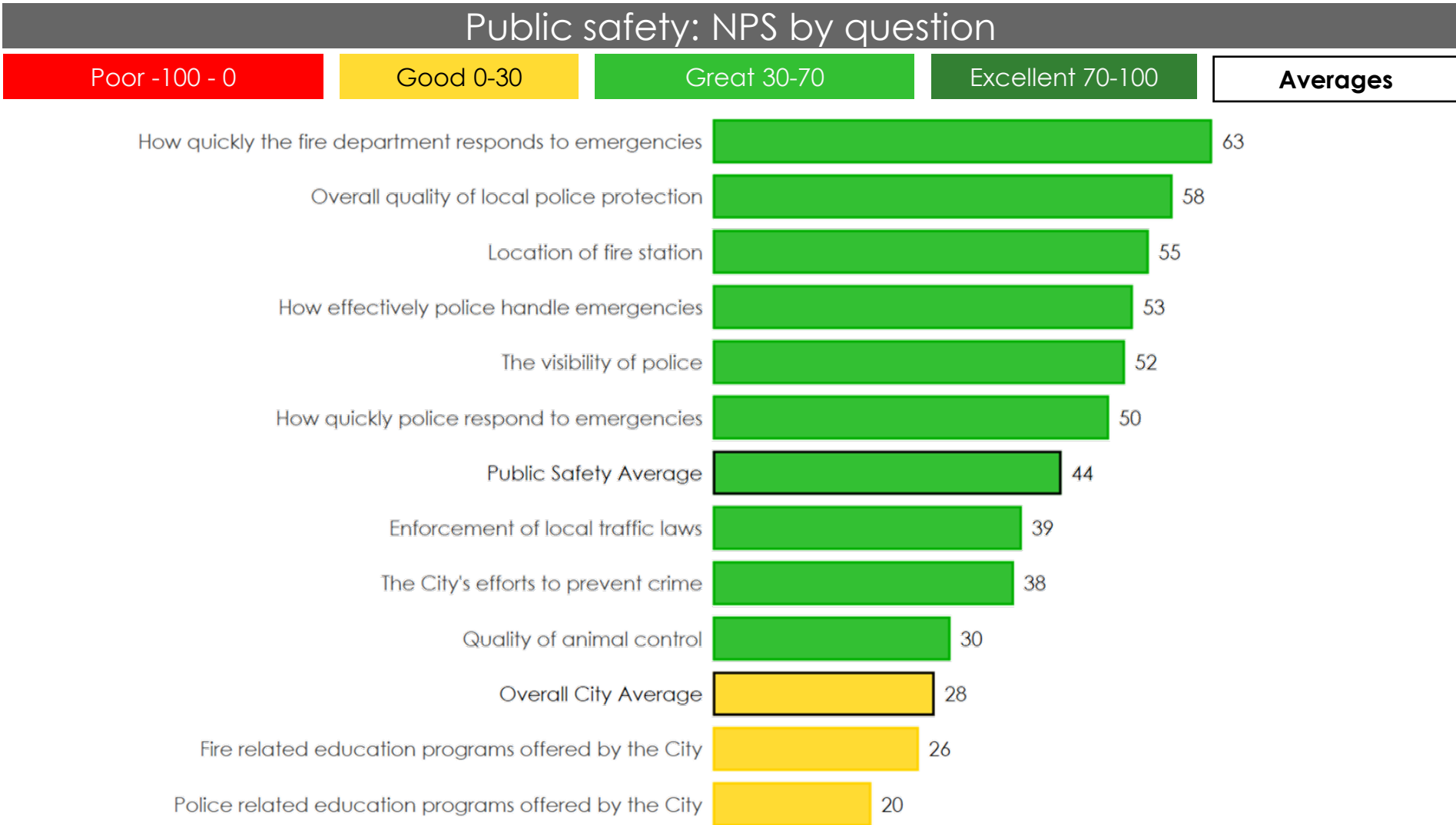
Public Safety:
44 (Great)





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

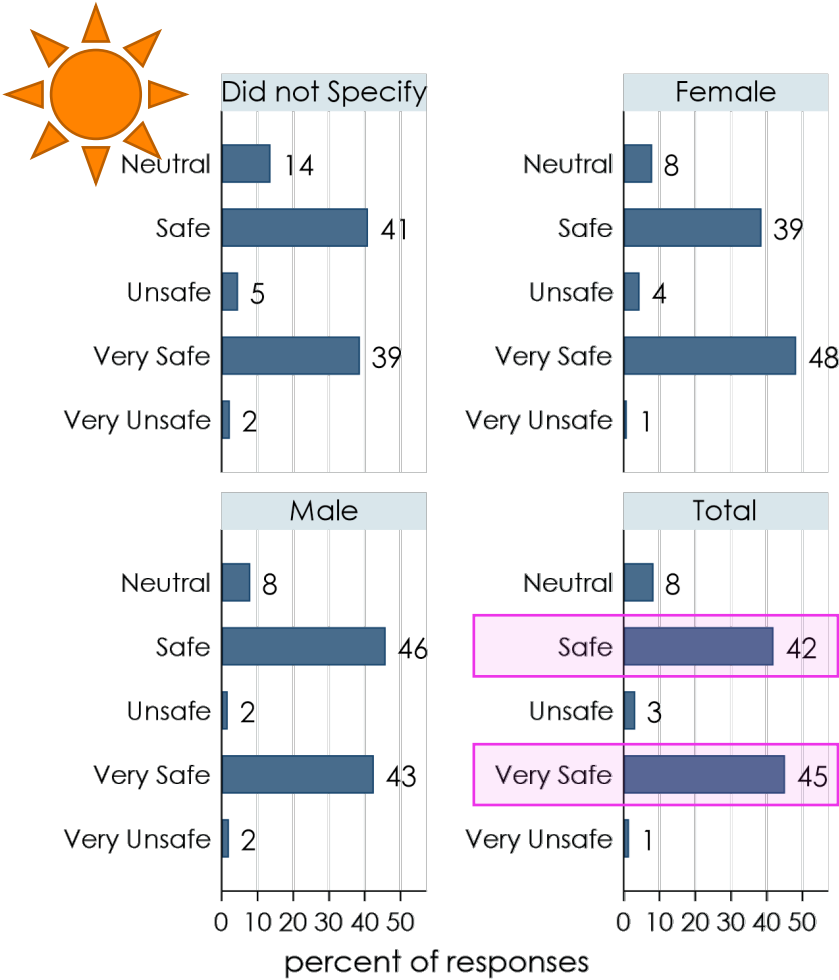




Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)

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



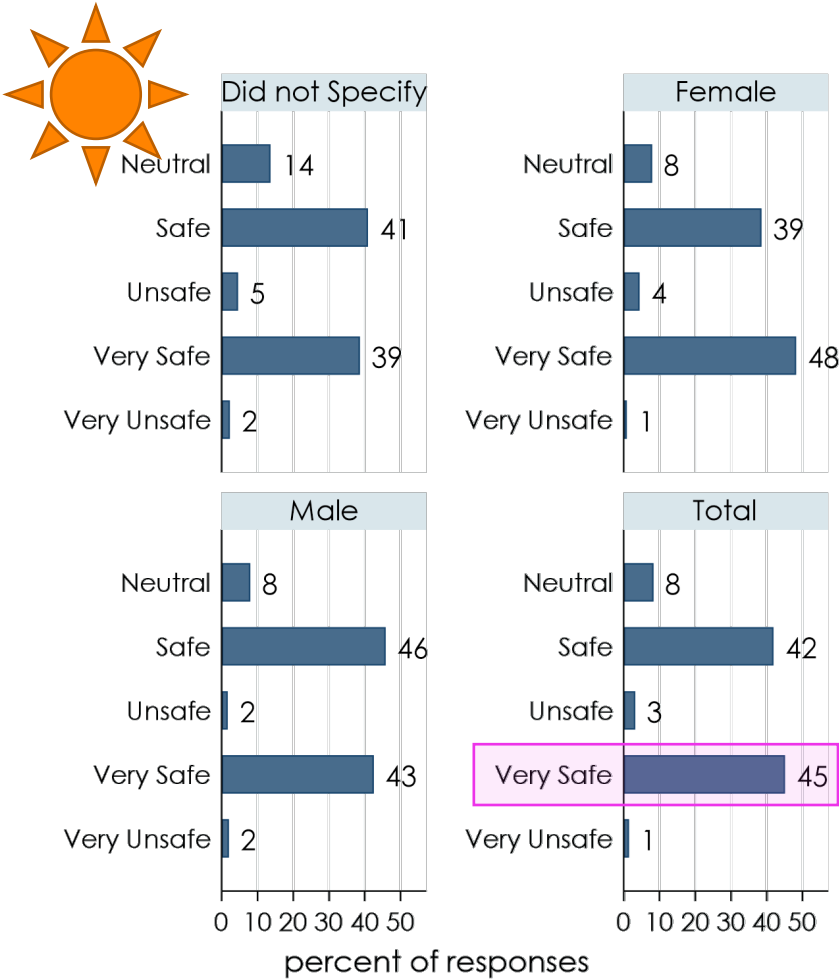
Graphs by gender_2



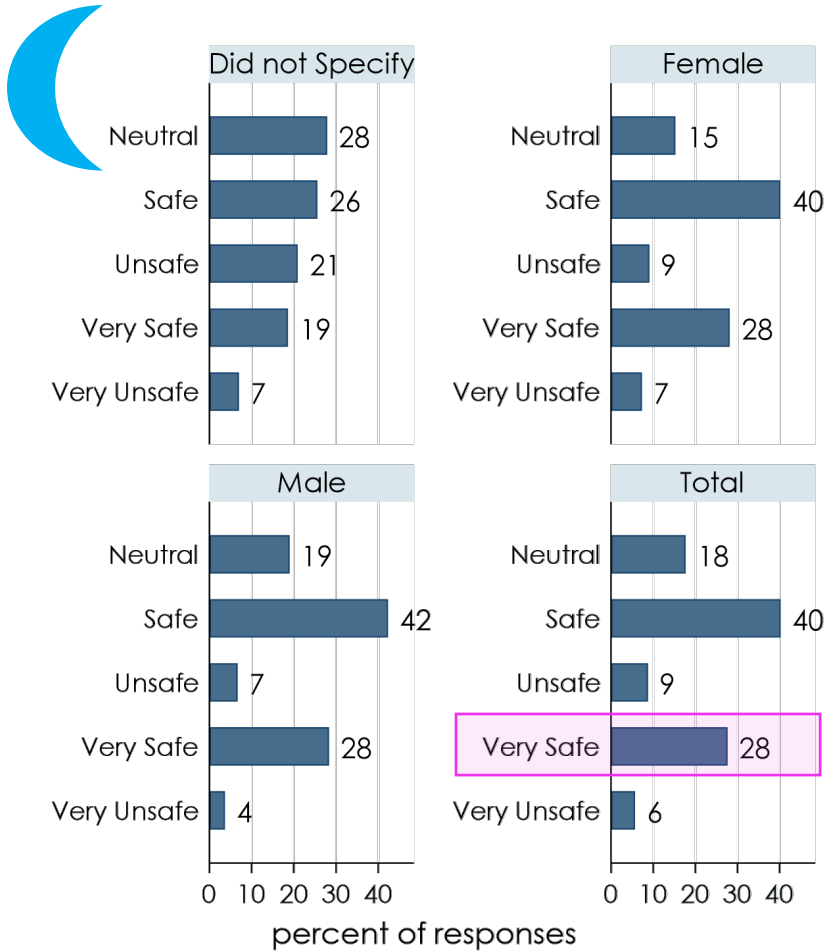
Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)

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

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



Graphs by gender_2



Graphs by gender_2



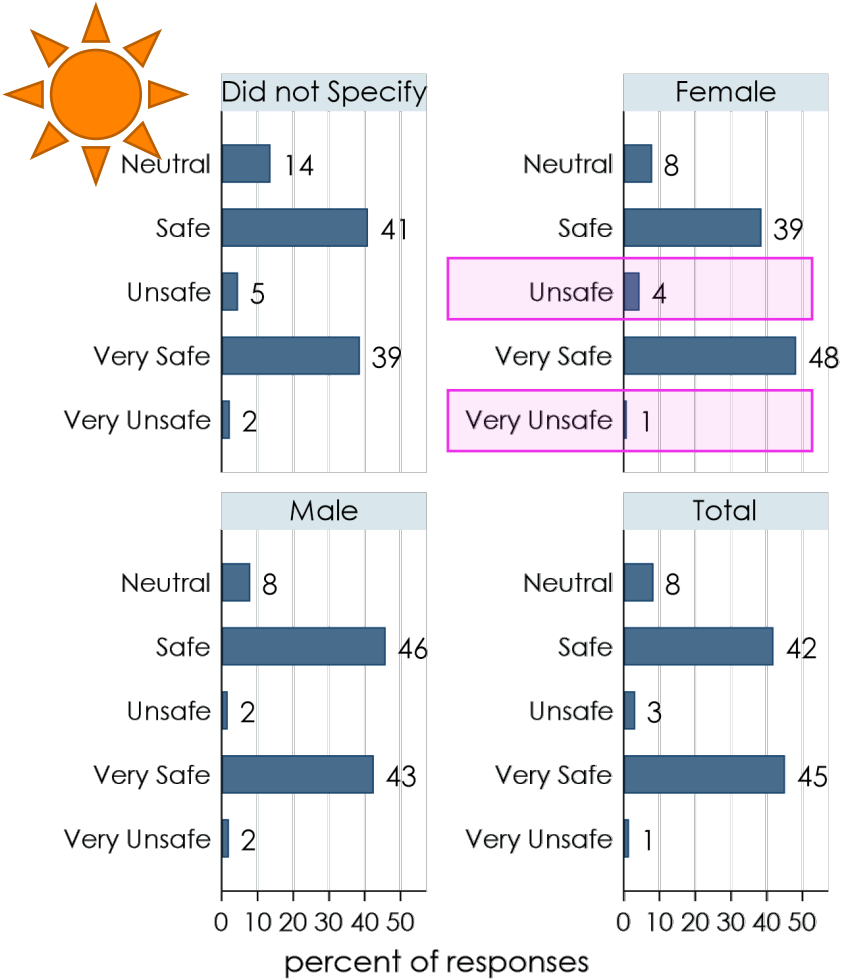
Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

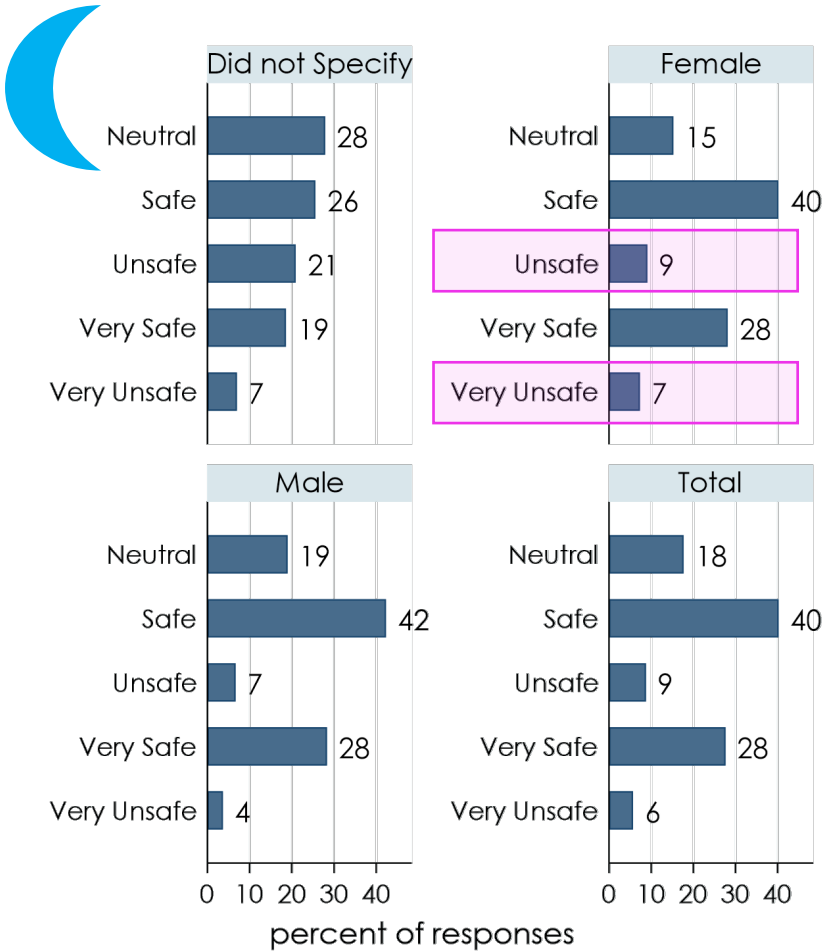
Public Safety:
44 (Great)

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



Graphs by gender_2



Graphs by gender_2



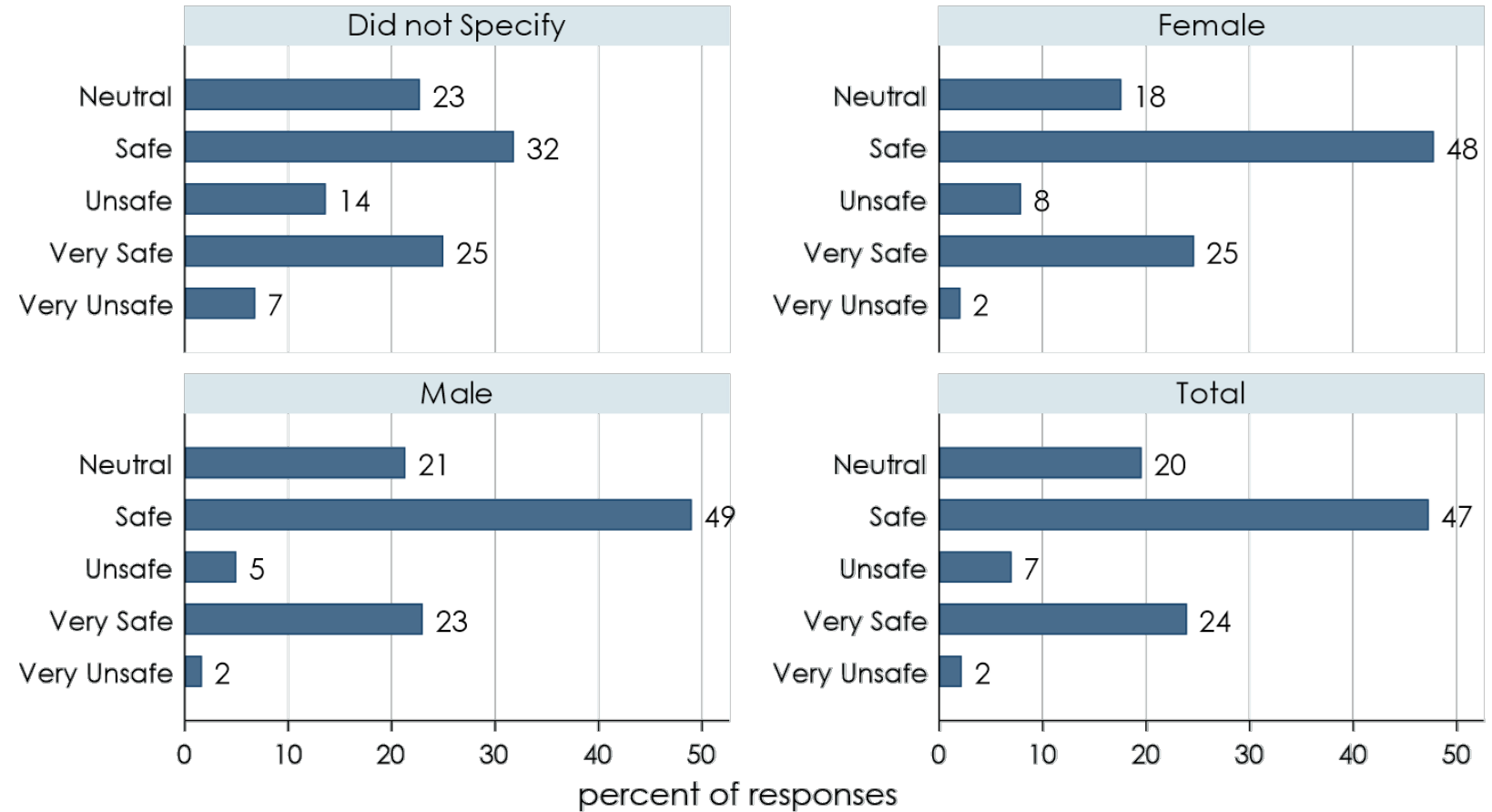
Overall perception:
21 (Good)

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



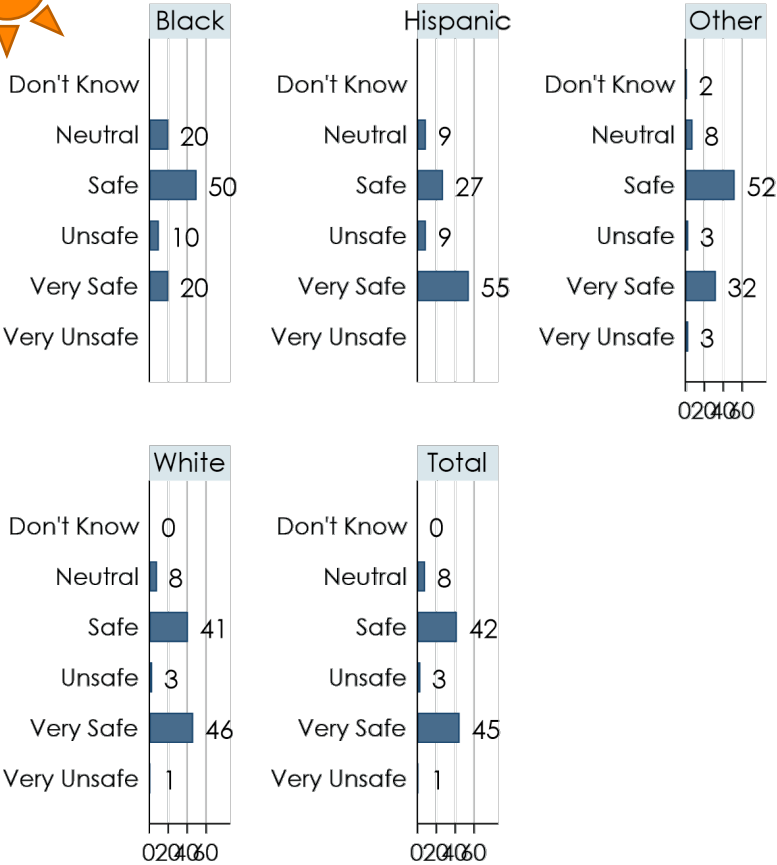
Graphs by gender_2



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



percent of responses
Graphs by race3



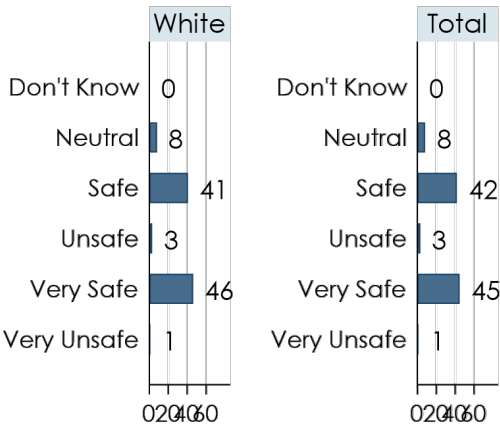
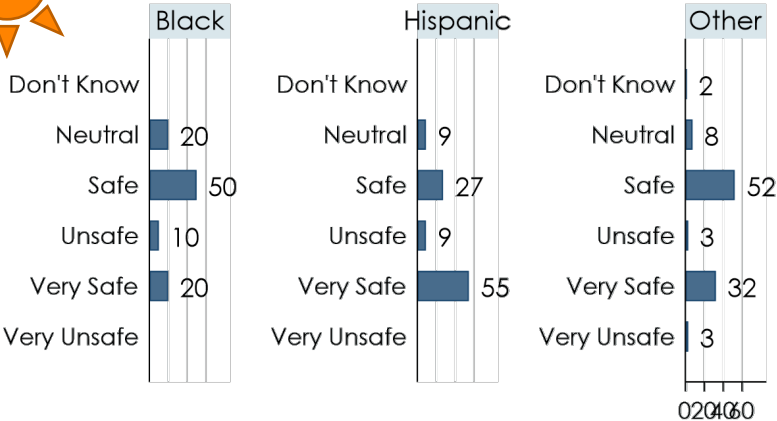
Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

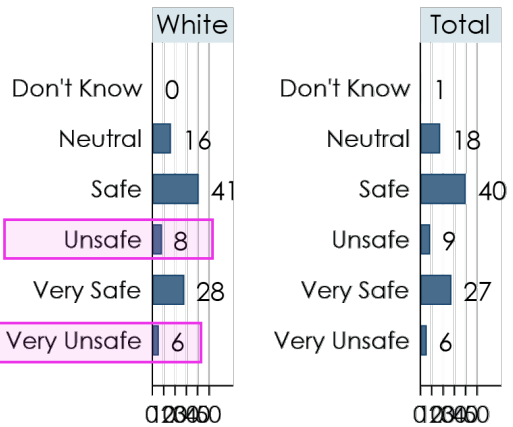
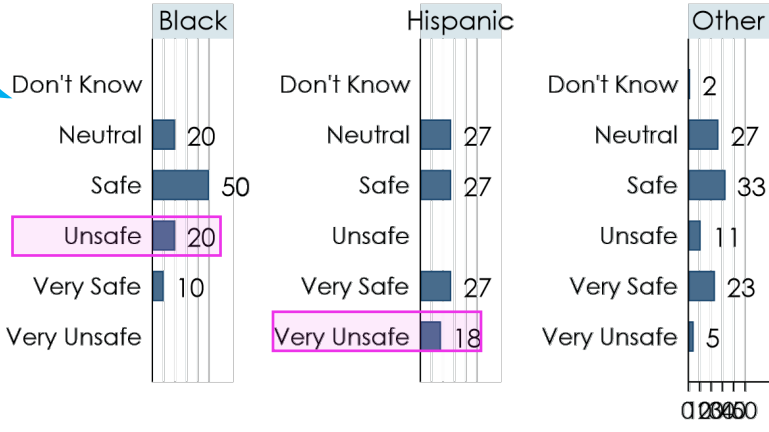
Public Safety:
44 (Great)

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



percent of responses
Graphs by race3



percent of responses
Graphs by race3

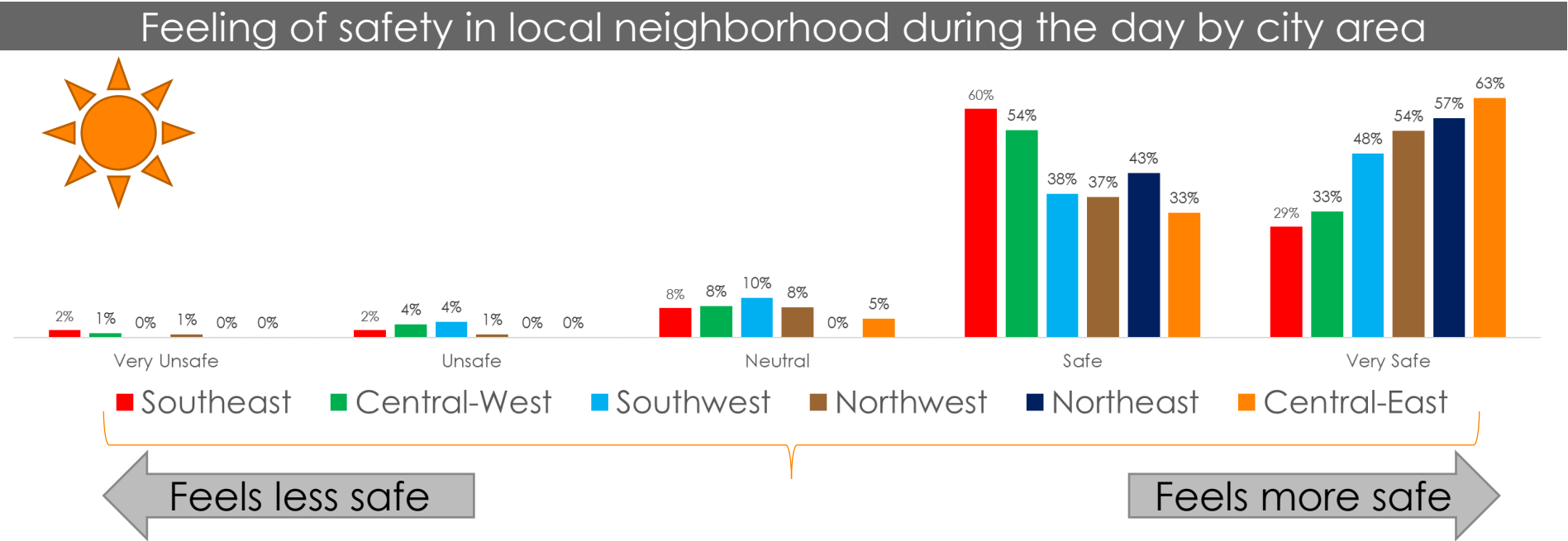


Overall perception:
21 (Good)

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

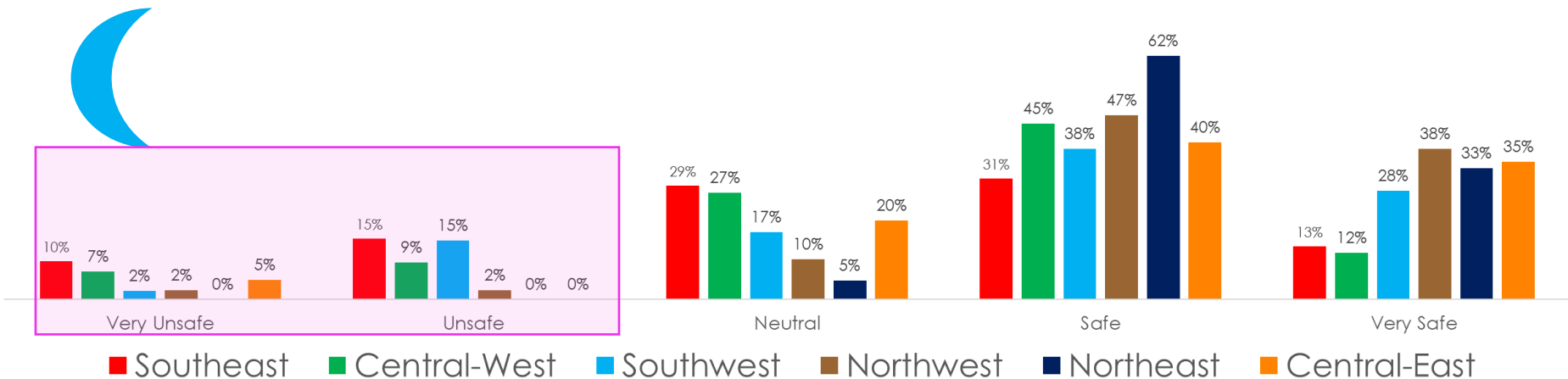
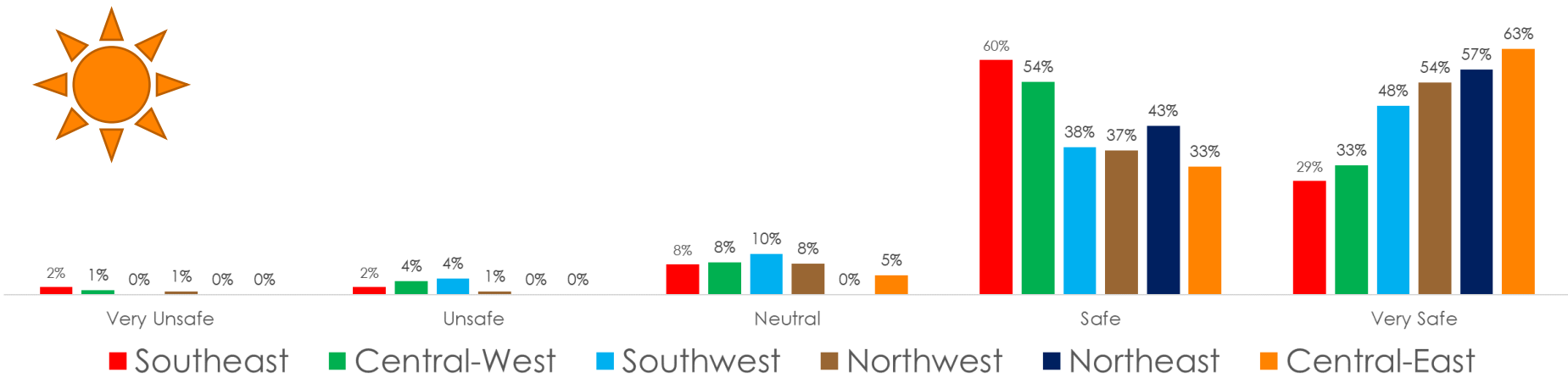




Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)

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

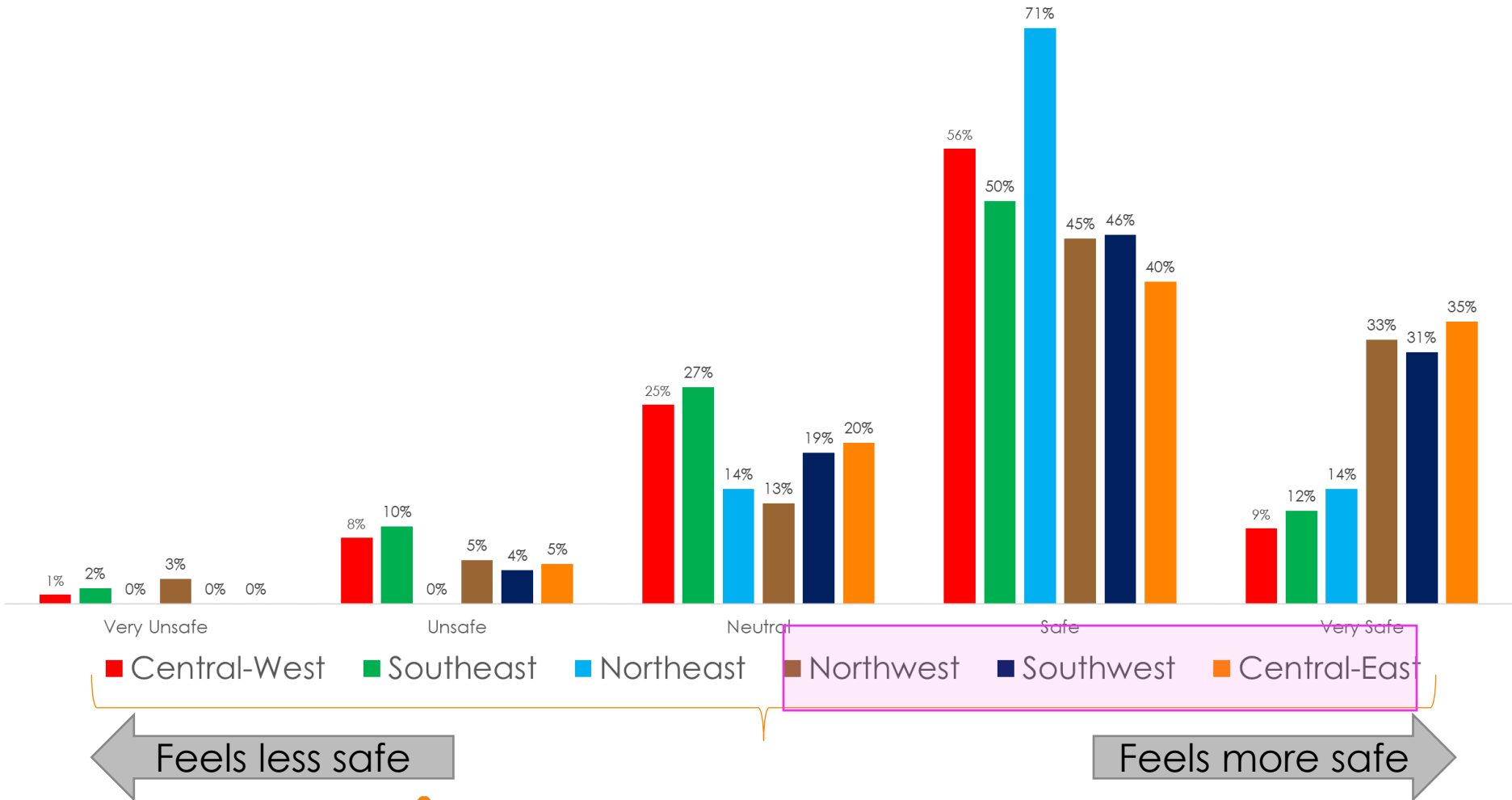




Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)

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

Overall feeling of safety in Independence by city area



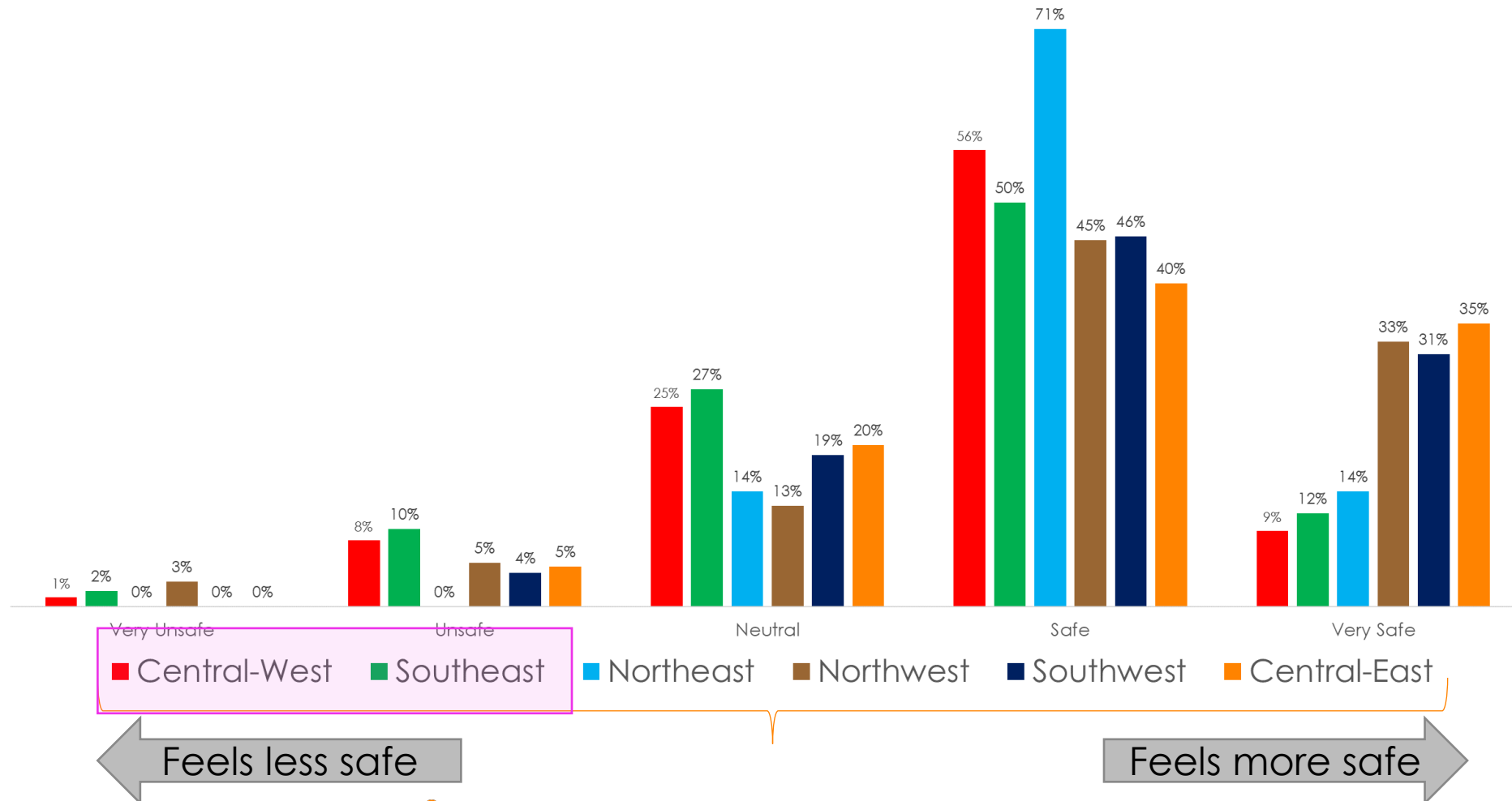


Parks & Recreation:
57 (Great)

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





Overall perception:
21 (Good)

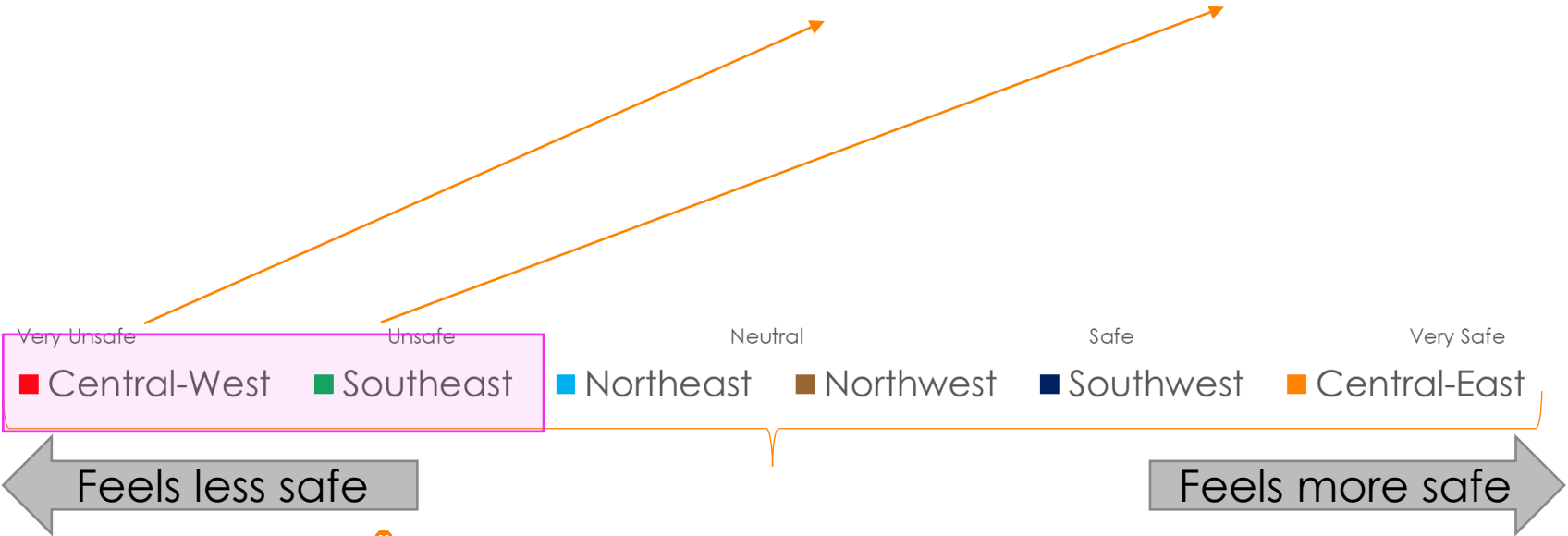
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

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

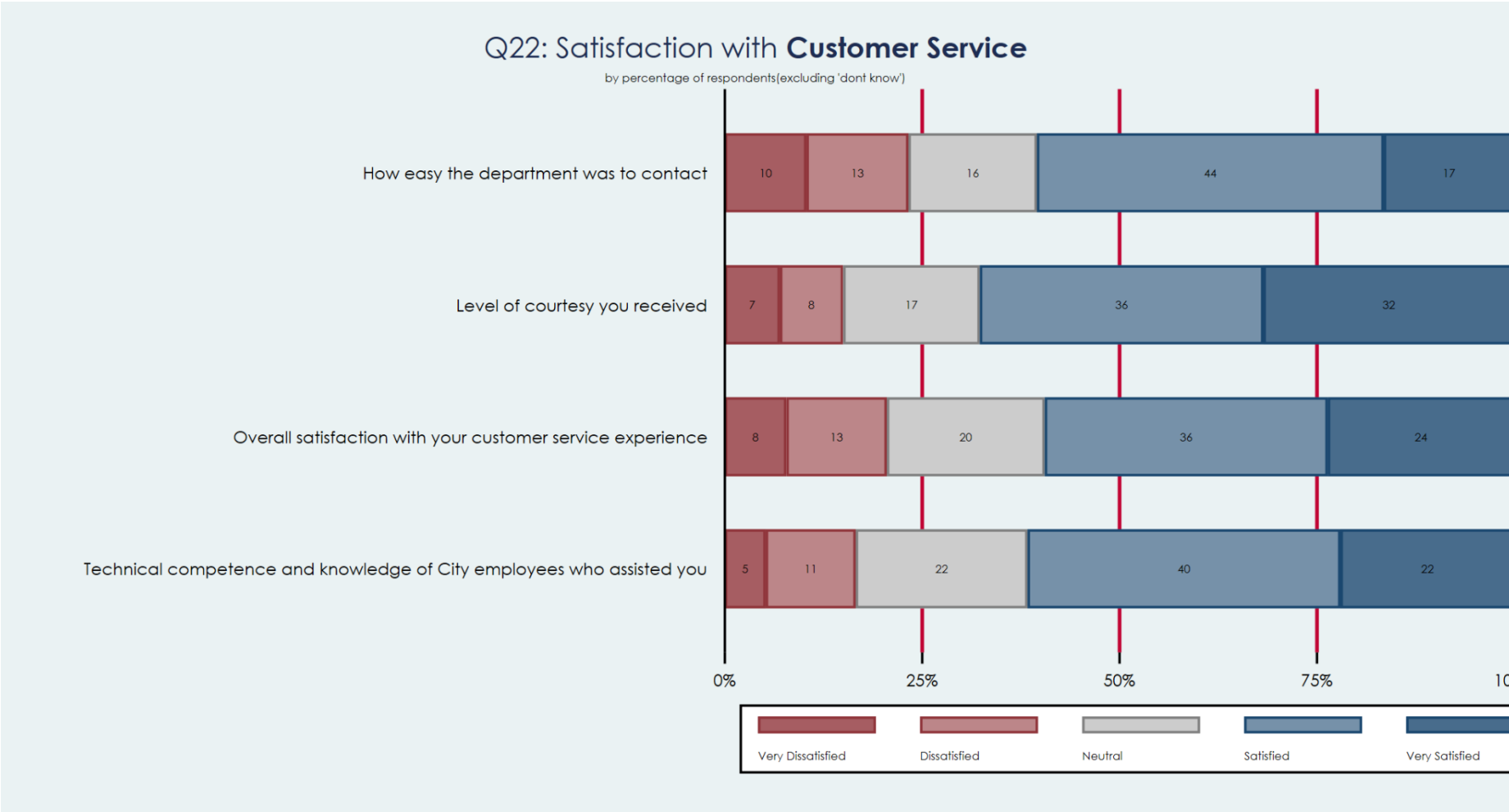
Average satisfaction score by question & city area

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





Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)





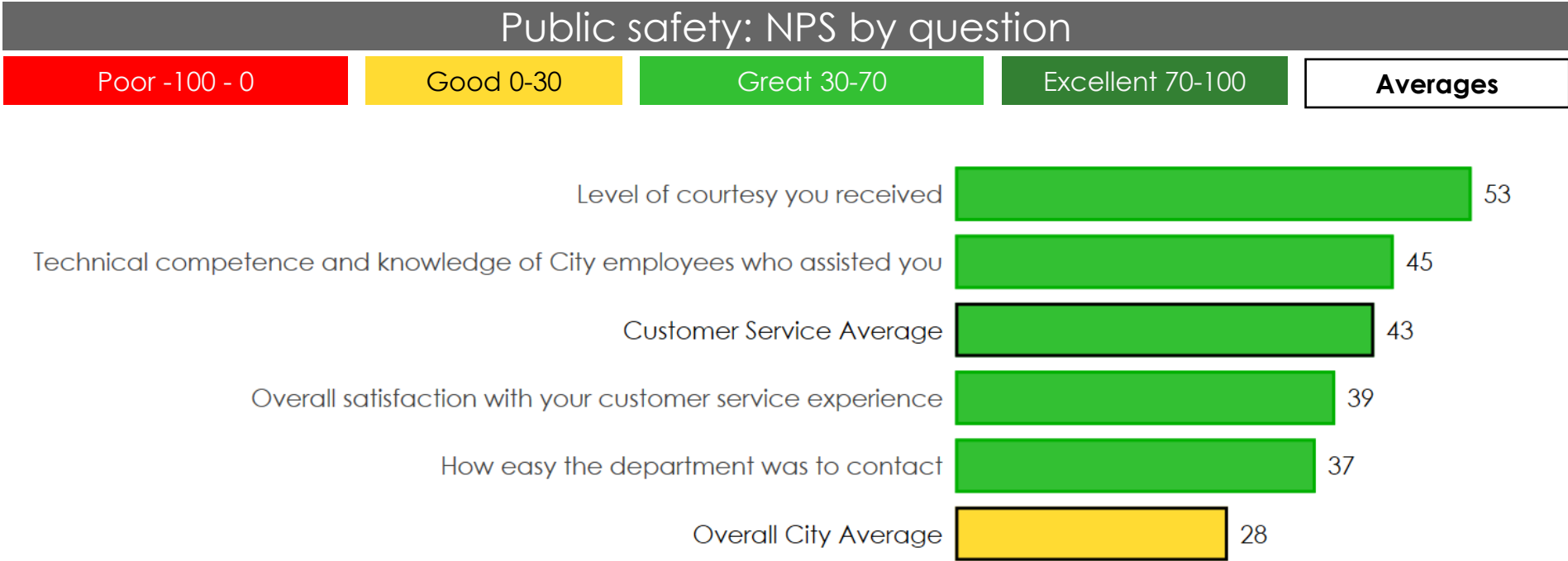
Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)

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.”



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

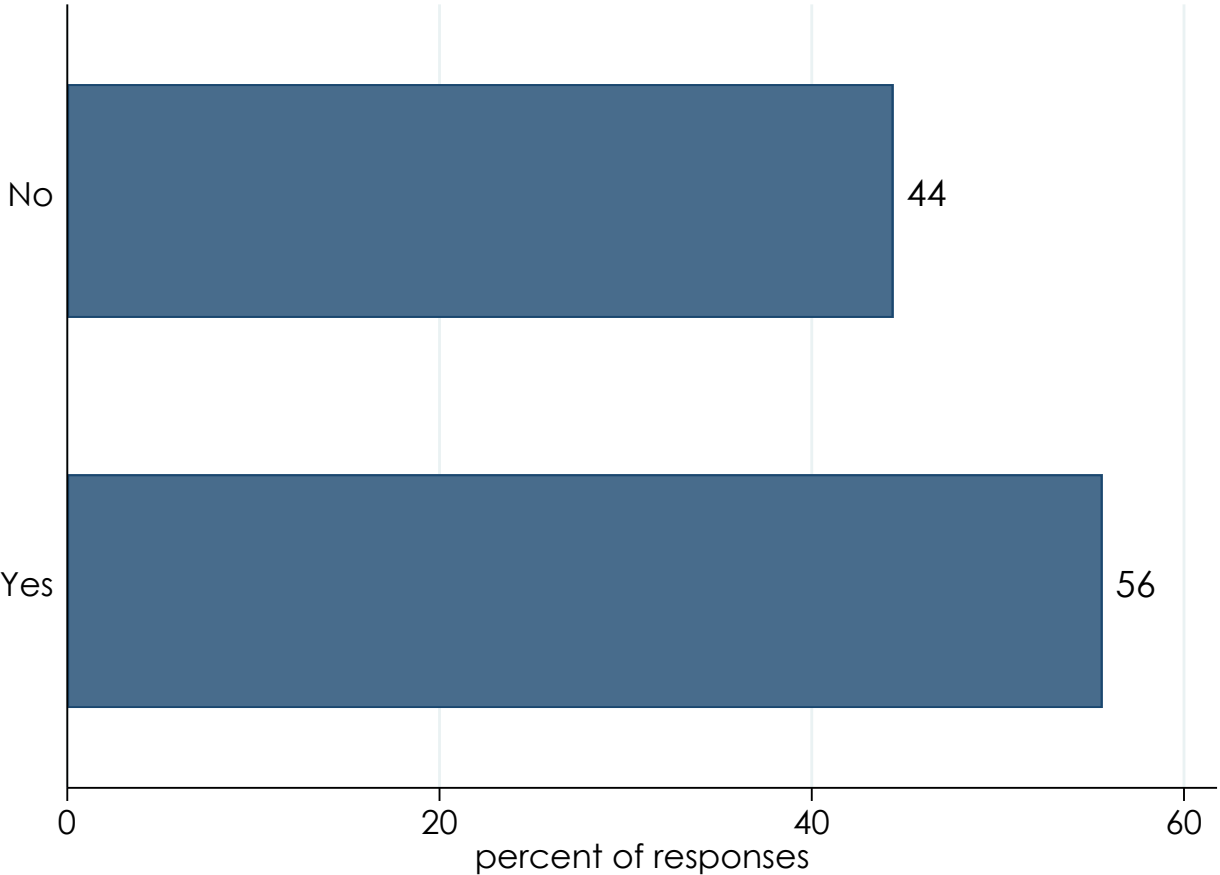




Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)

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?

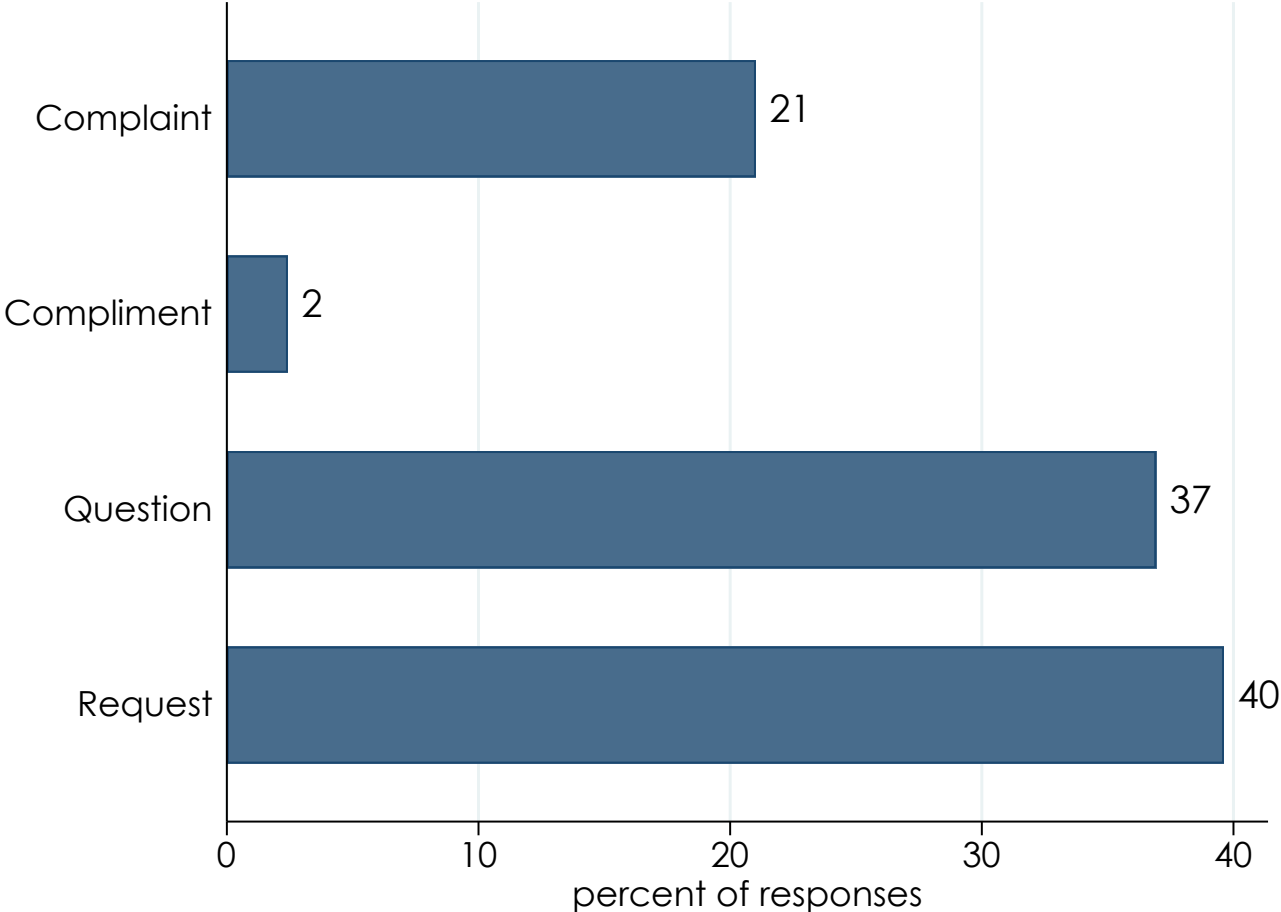




Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)

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

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

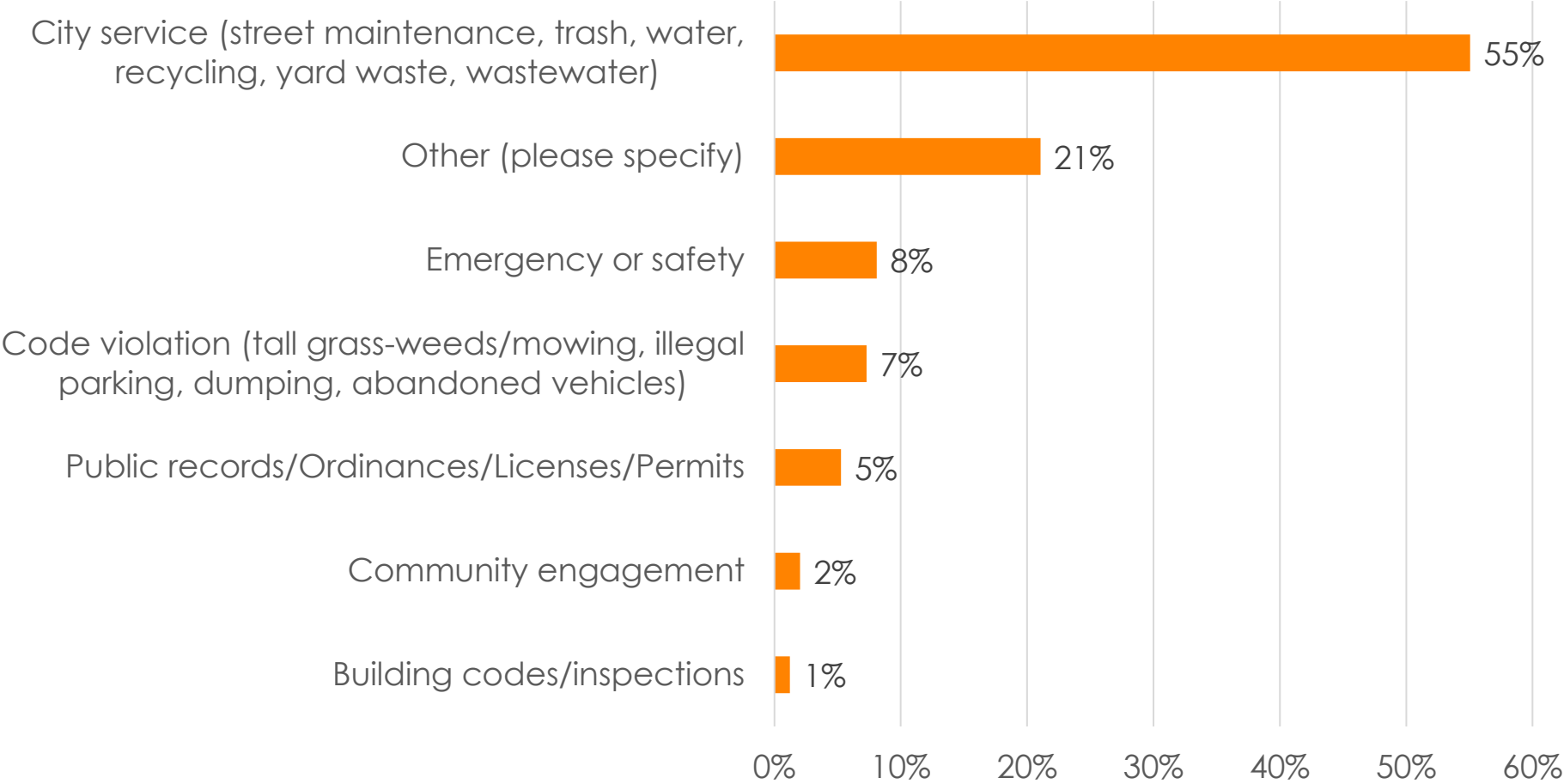




Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)

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?





Overall perception:
21 (Good)

Parks & Recreation:
57 (Great)

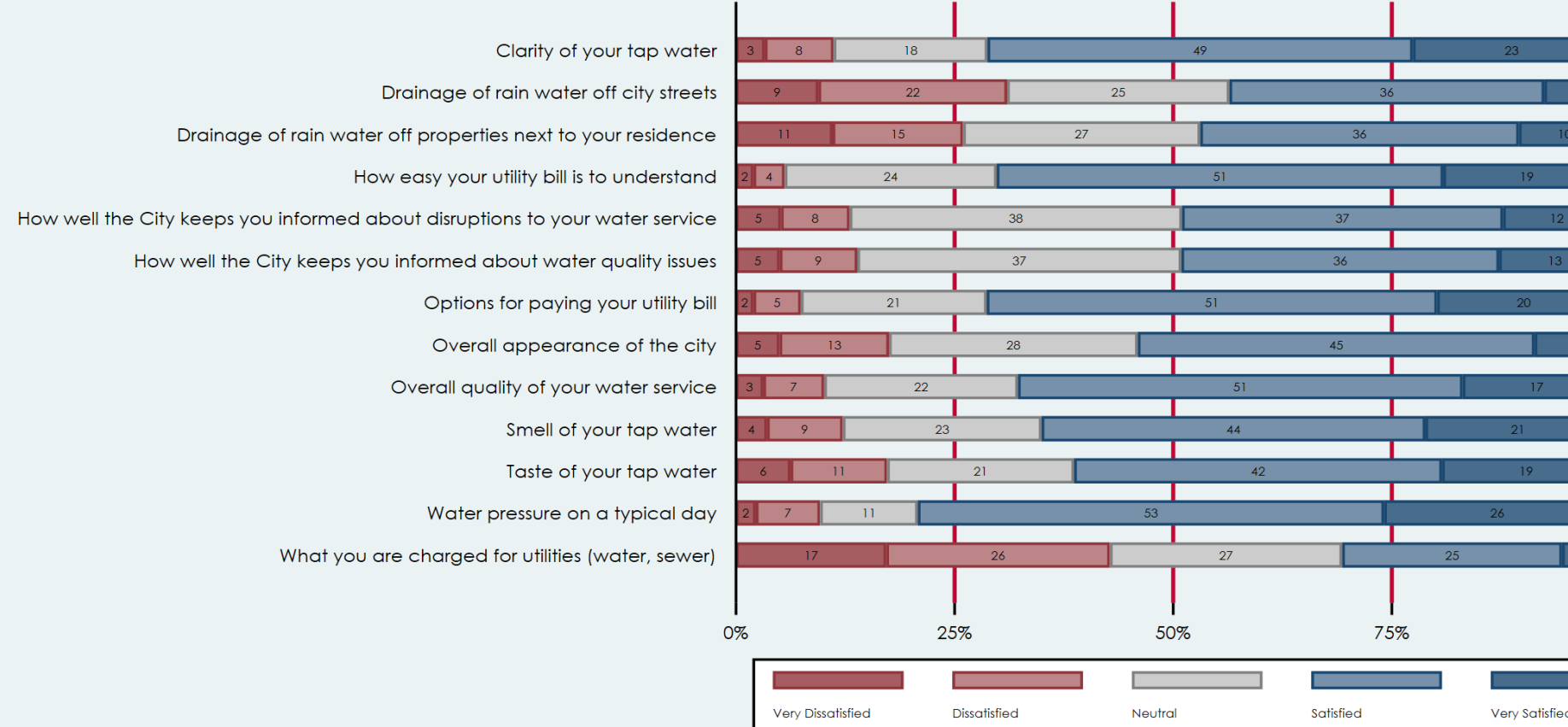
Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
43 (Great)

Q12: Satisfaction with **Utility Services**

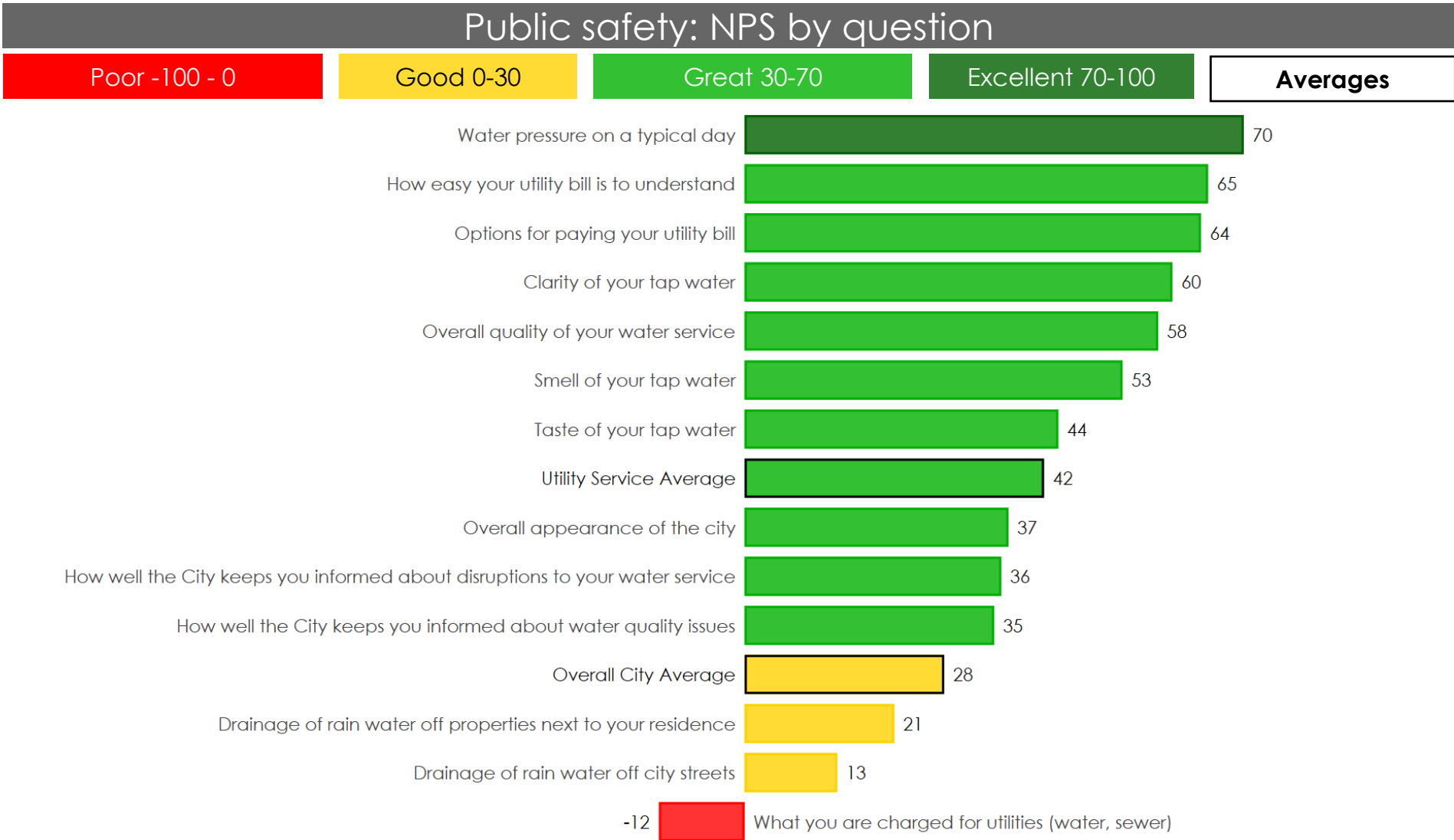
by percentage of respondents(excluding 'dont know')





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





Overall perception:
21 (Good)

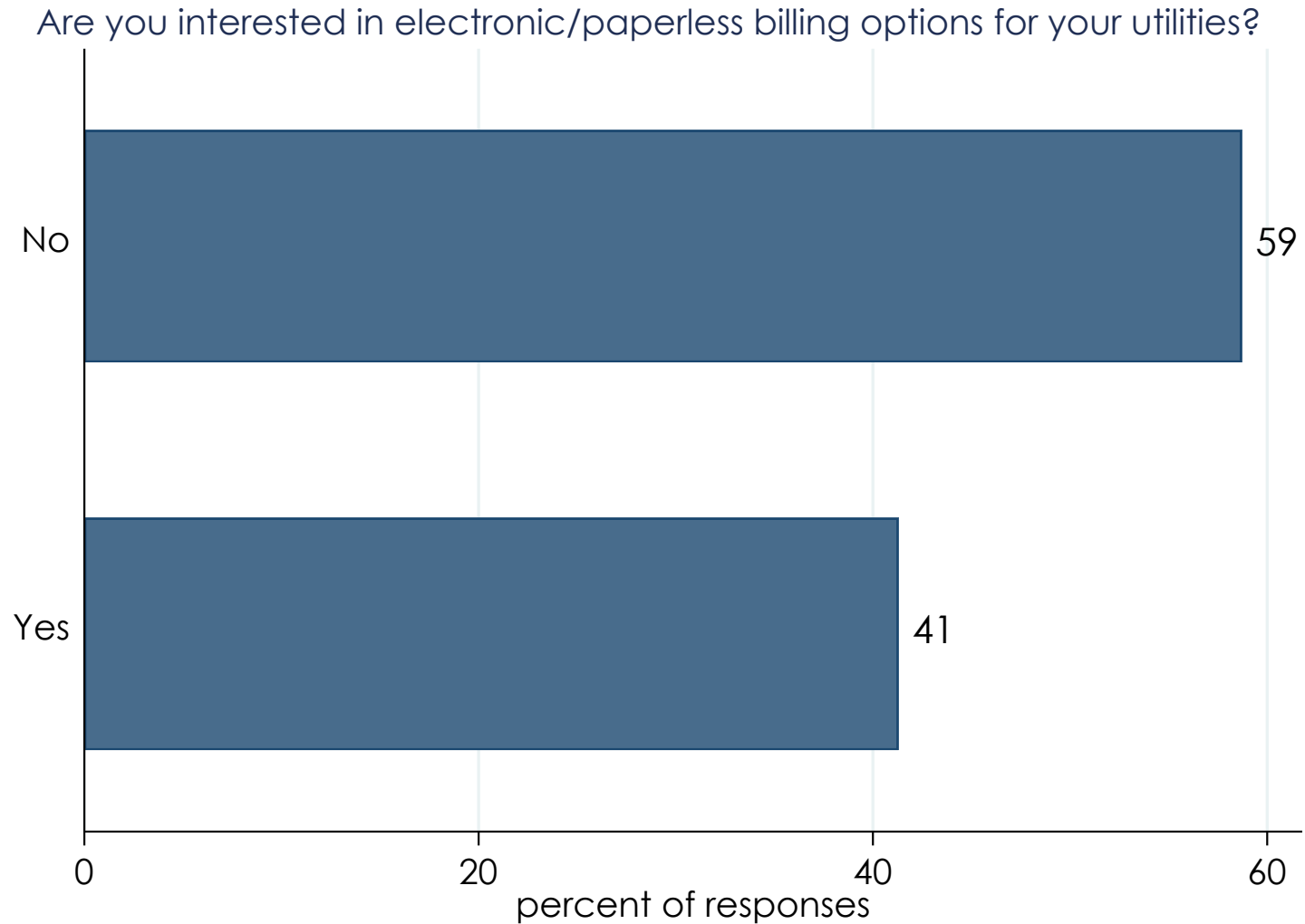
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

Utility Services:
42 (Great)

Most people said they were not interested in paperless billing





Overall perception:
21 (Good)

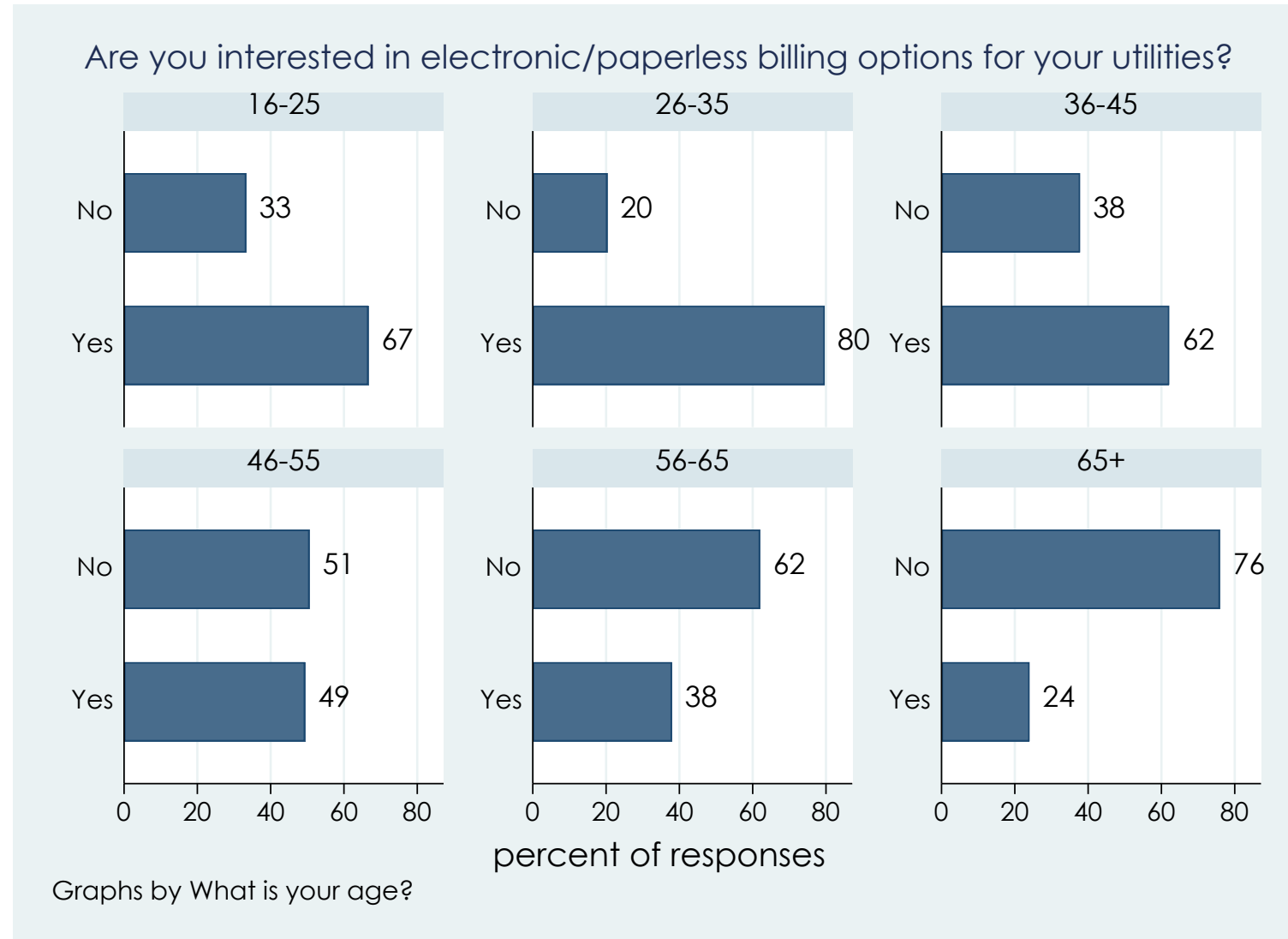
Parks & Recreation:
57 (Great)

Public Safety:
44 (Great)

Customer Service:
43 (Great)

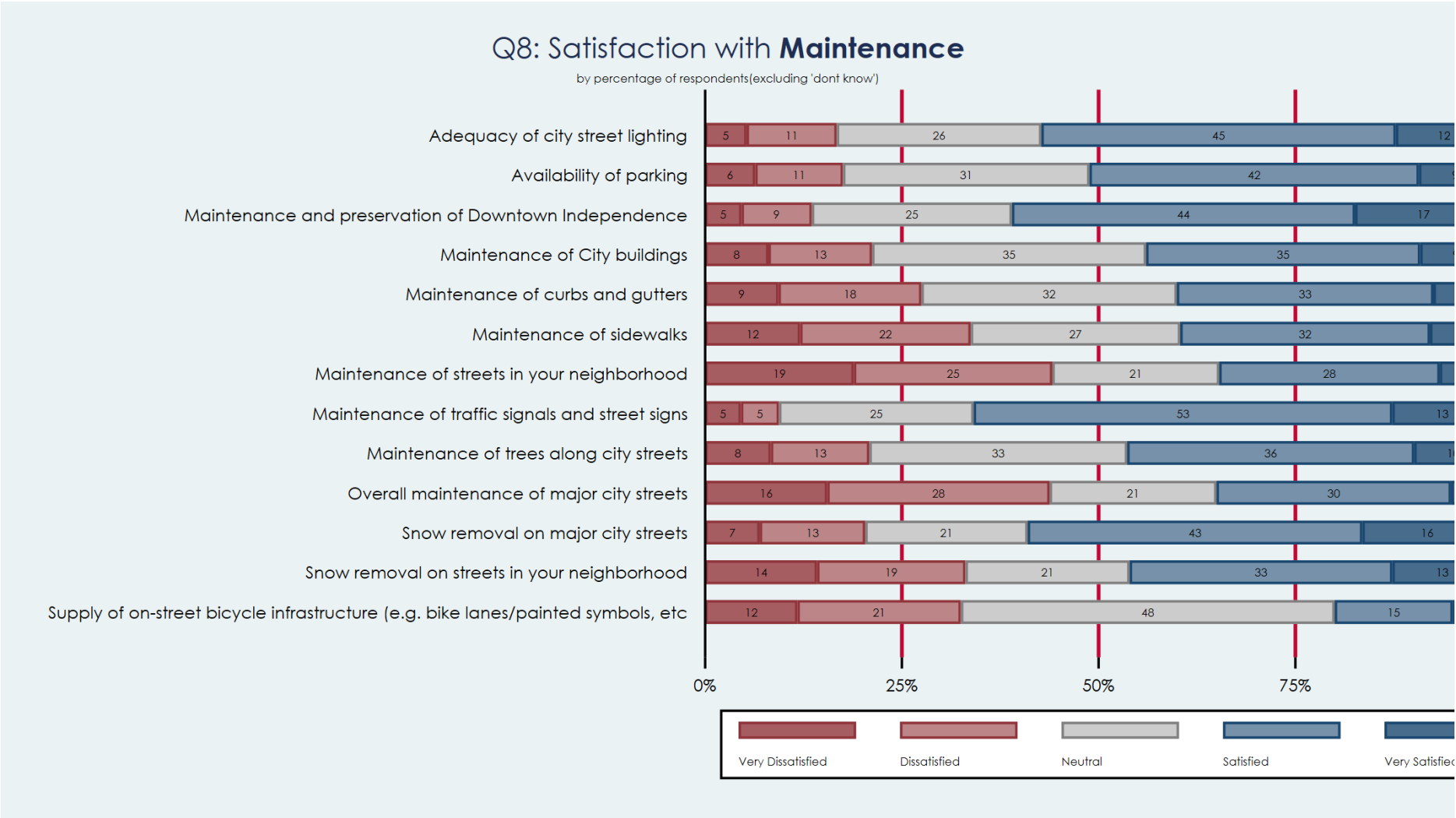
Utility Services:
42 (Great)

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





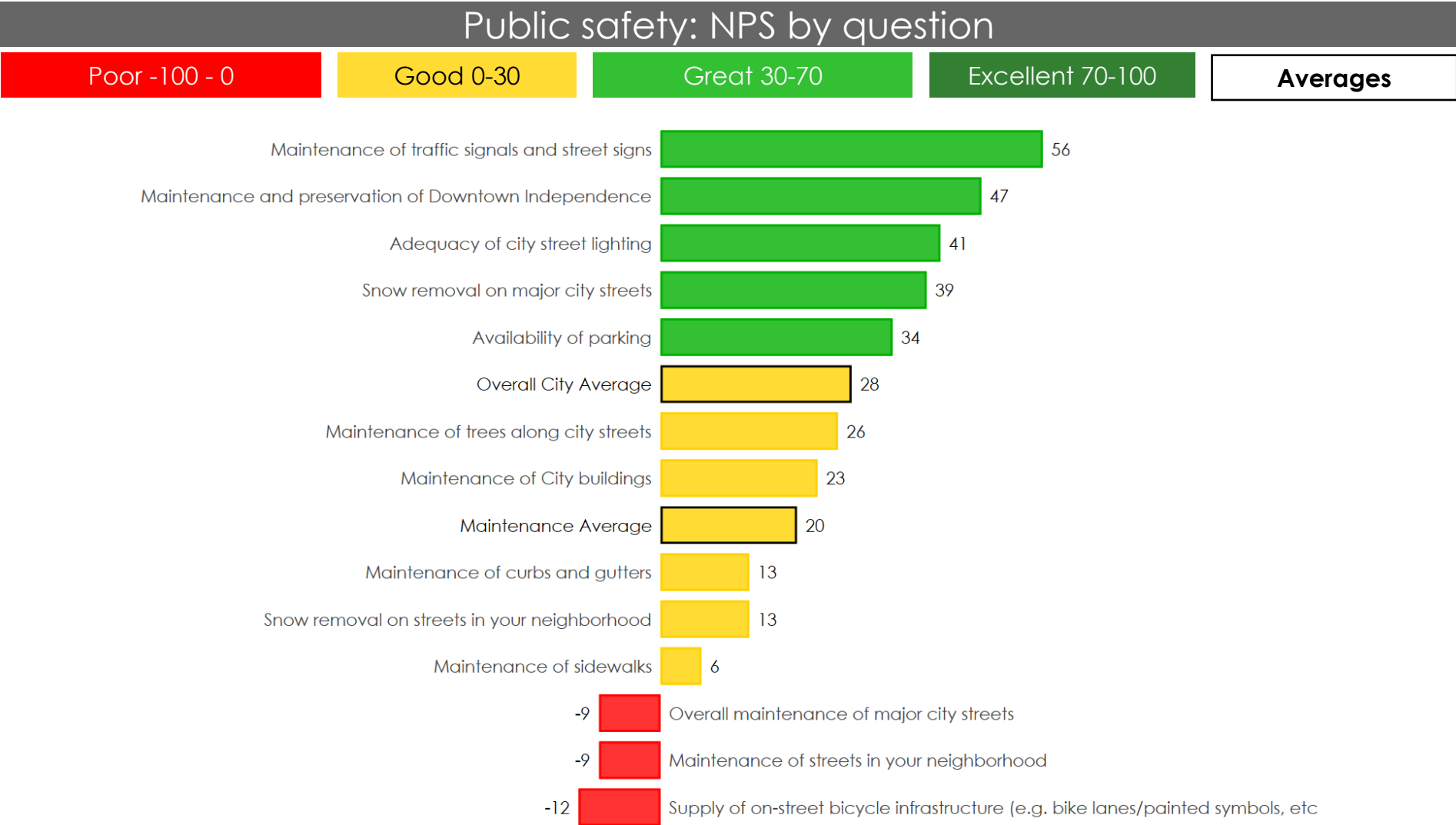
Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 42 (Great)
Maintenance: 20 (Good)





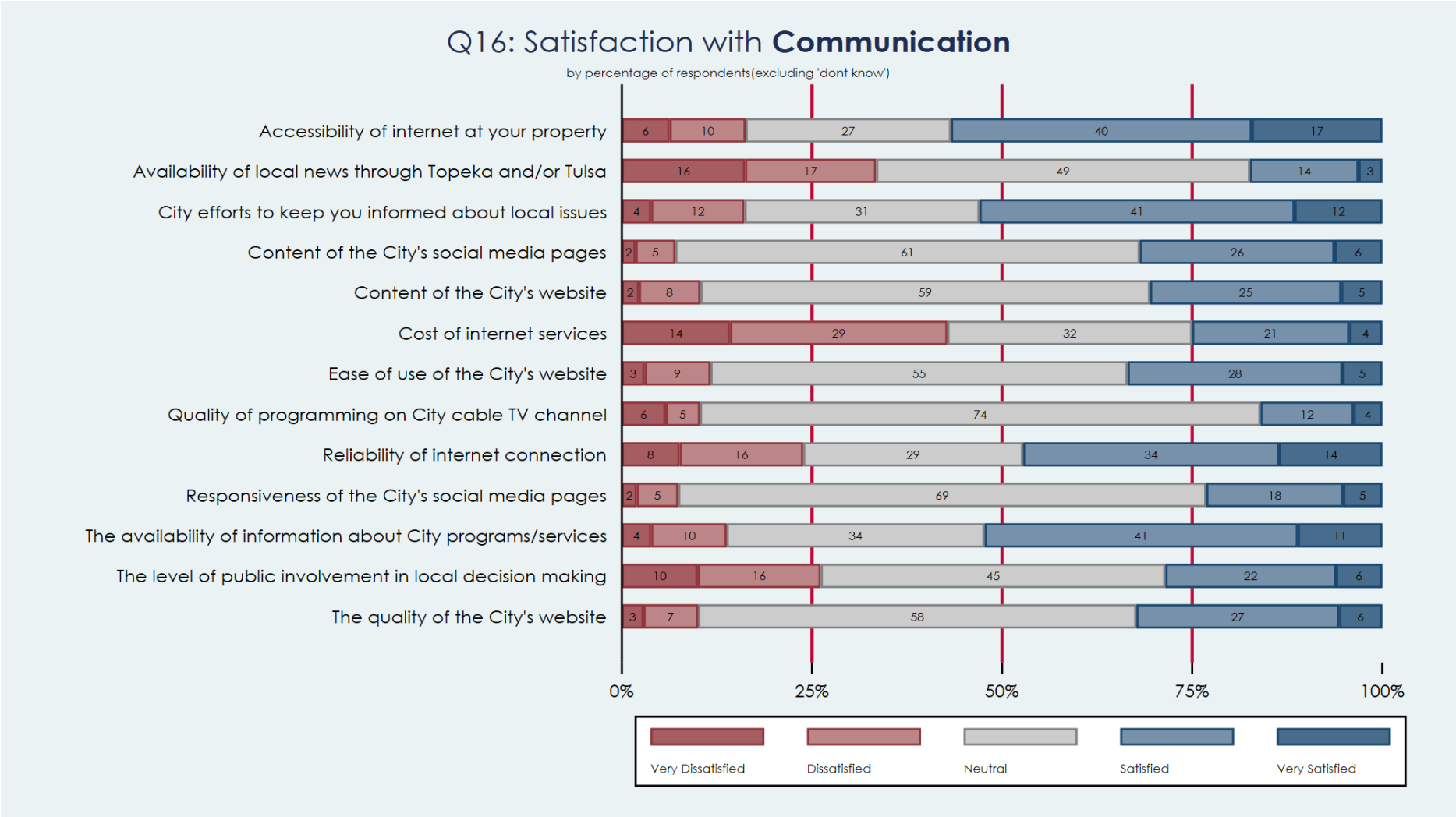
Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 42 (Great)
Maintenance: 20 (Good)

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





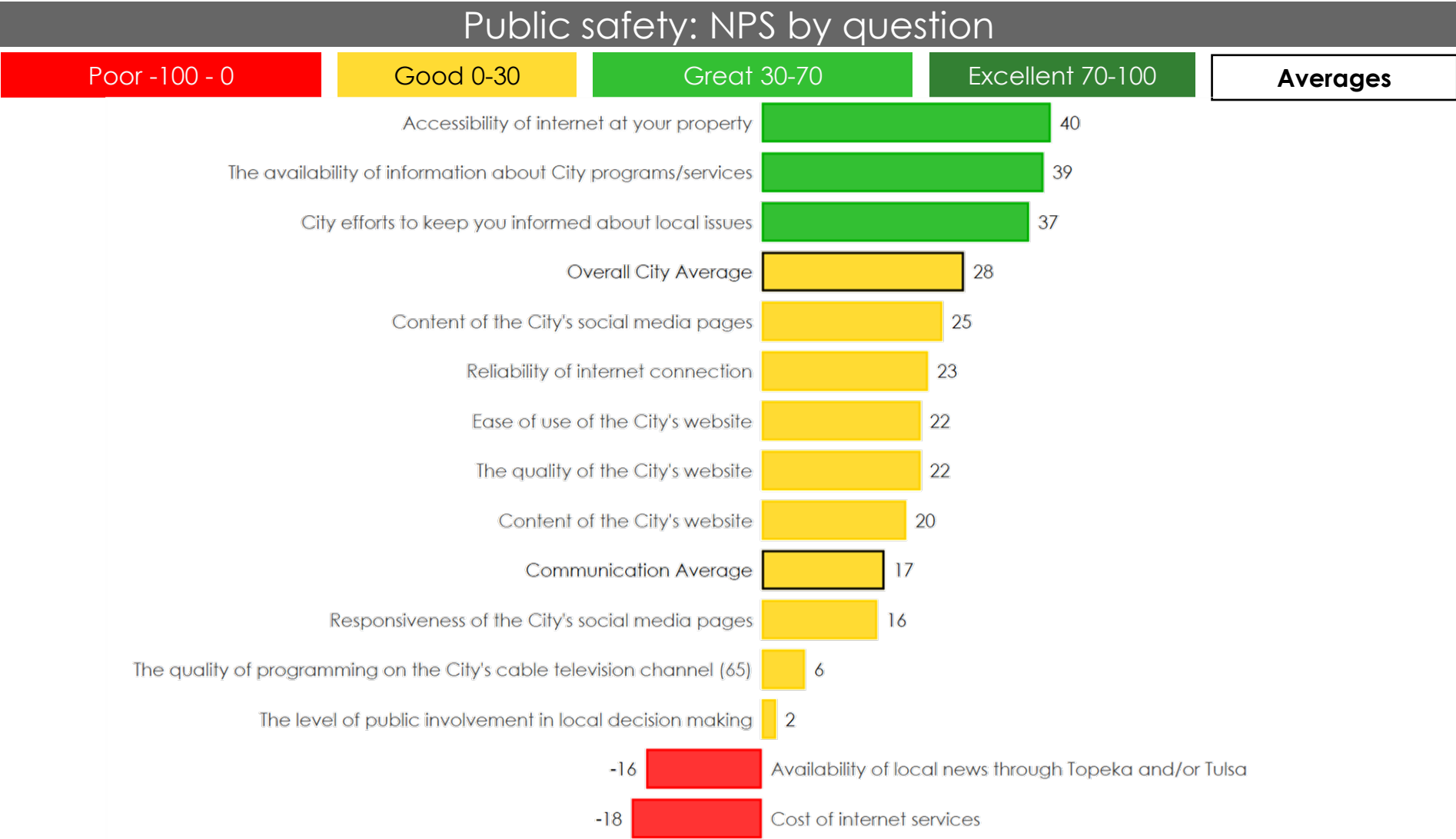
Overall perception: 21 (Good)
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Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 42 (Great)
Maintenance: 20 (Good)
Communications: 17 (Good)





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)

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

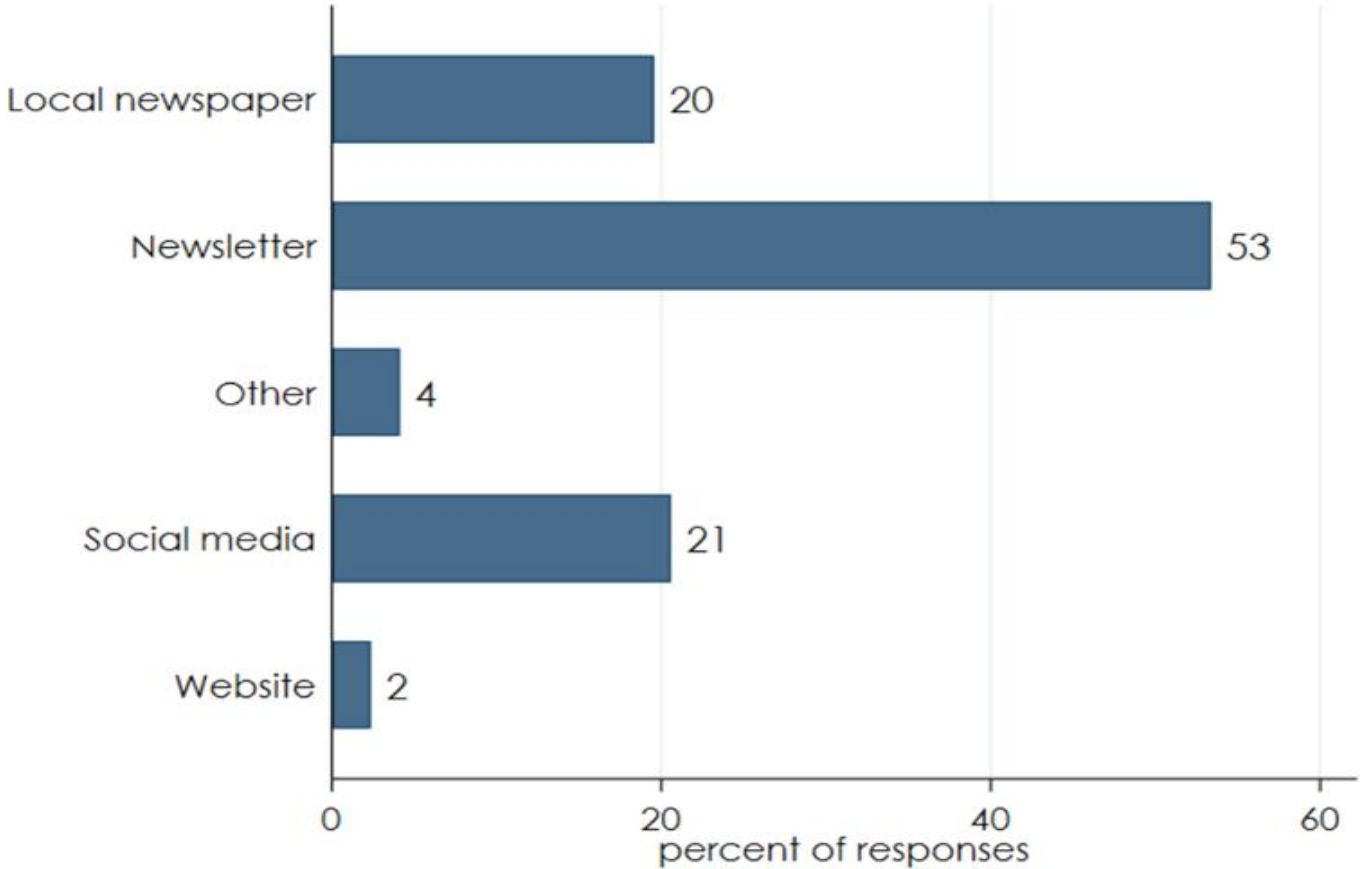




Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 42 (Great)
Maintenance: 20 (Good)
Communications: 17 (Good)

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?

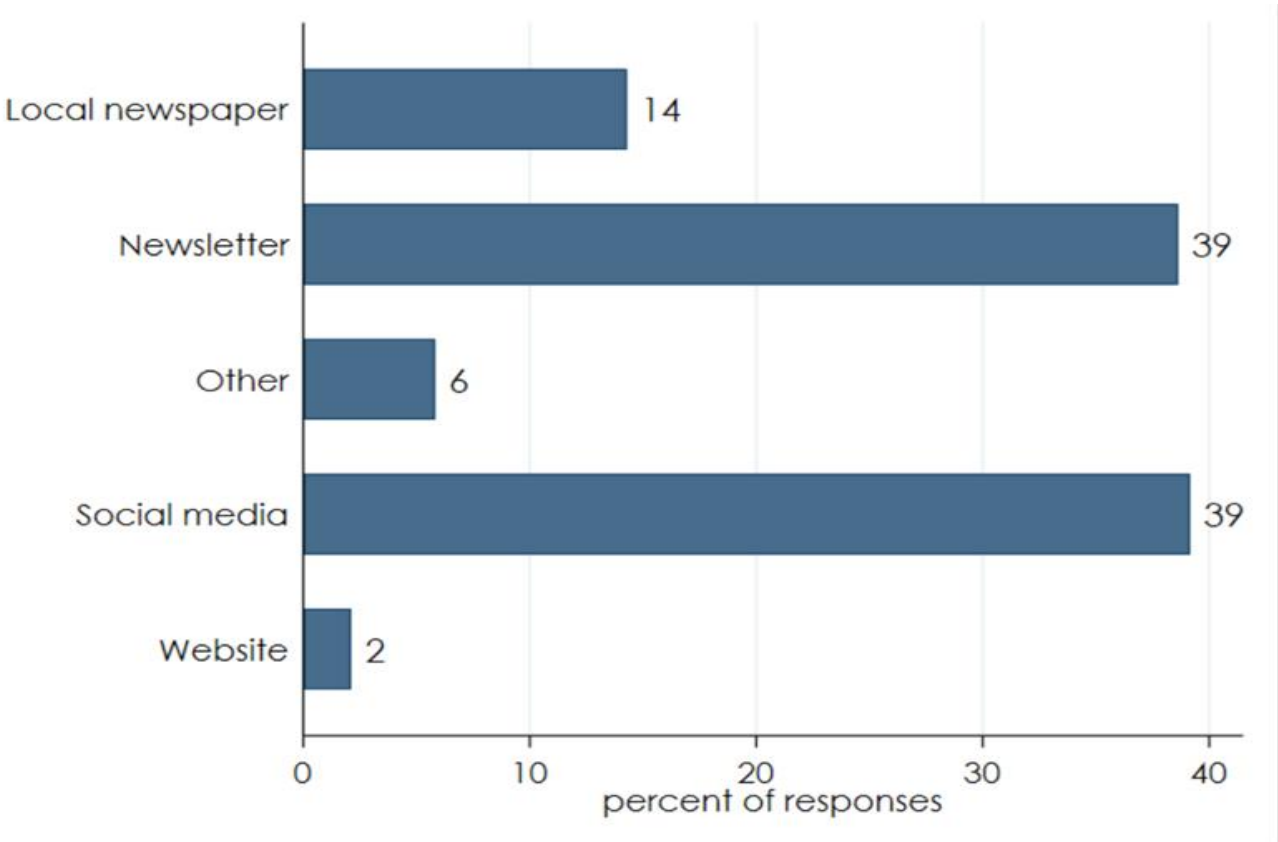




Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 42 (Great)
Maintenance: 20 (Good)
Communications: 17 (Good)

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)





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)

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?



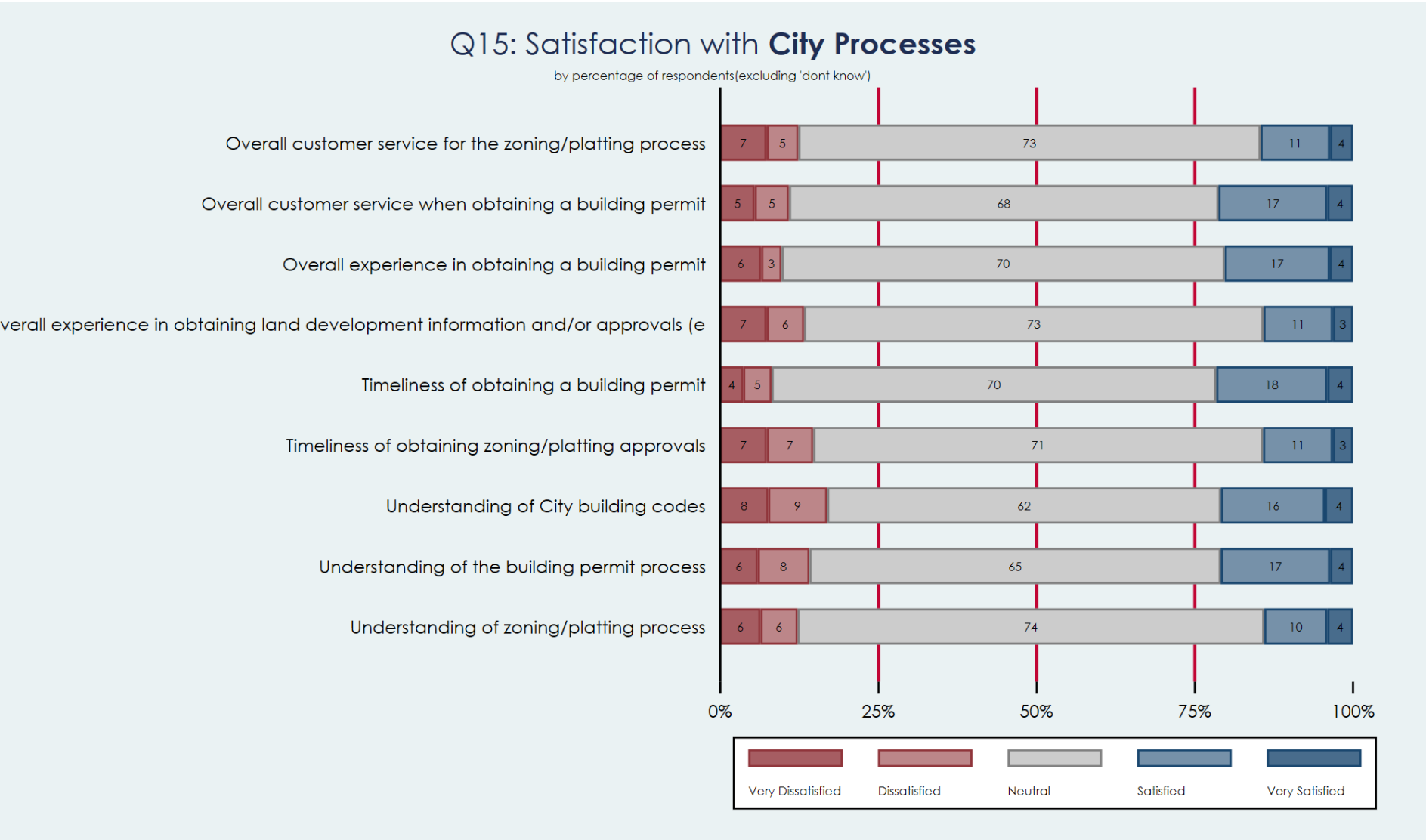


Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 42 (Great)
Maintenance: 20 (Good)
Communications: 17 (Good)

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."



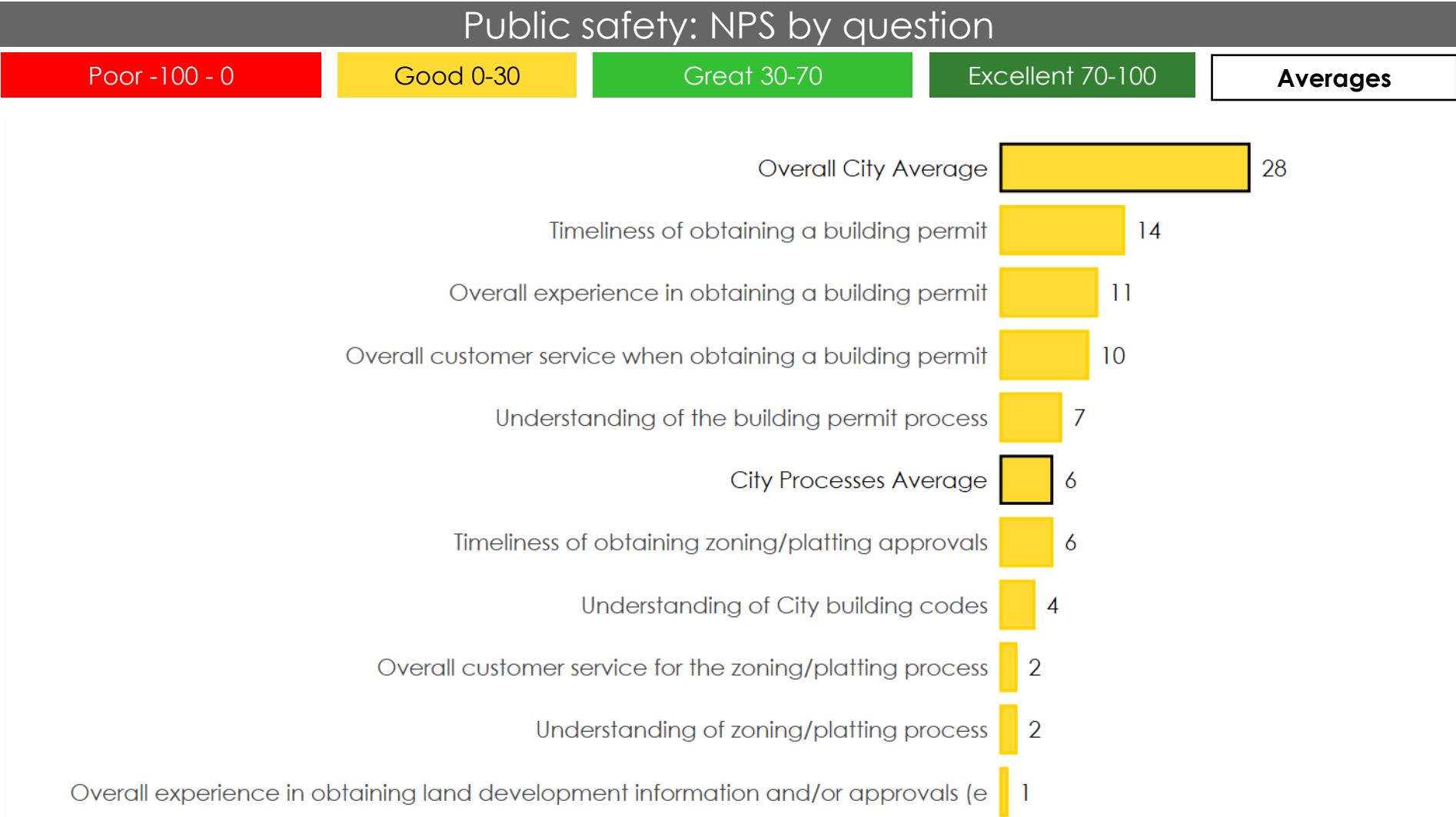
Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 42 (Great)
Maintenance: 20 (Good)
Communications: 17 (Good)
City Processes: 6 (Good)





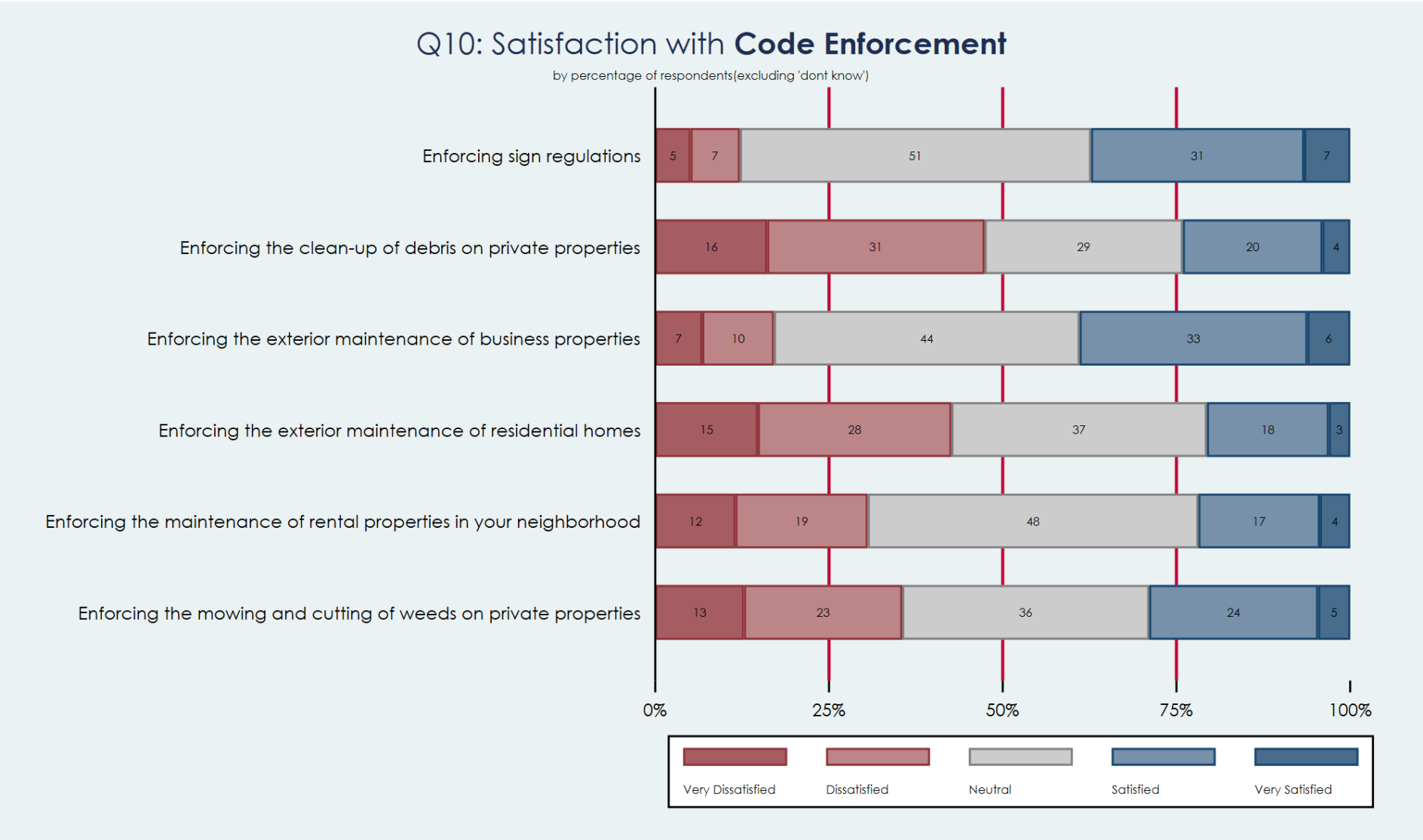
Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 42 (Great)
Maintenance: 20 (Good)
Communications: 17 (Good)
City Processes: 6 (Good)

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





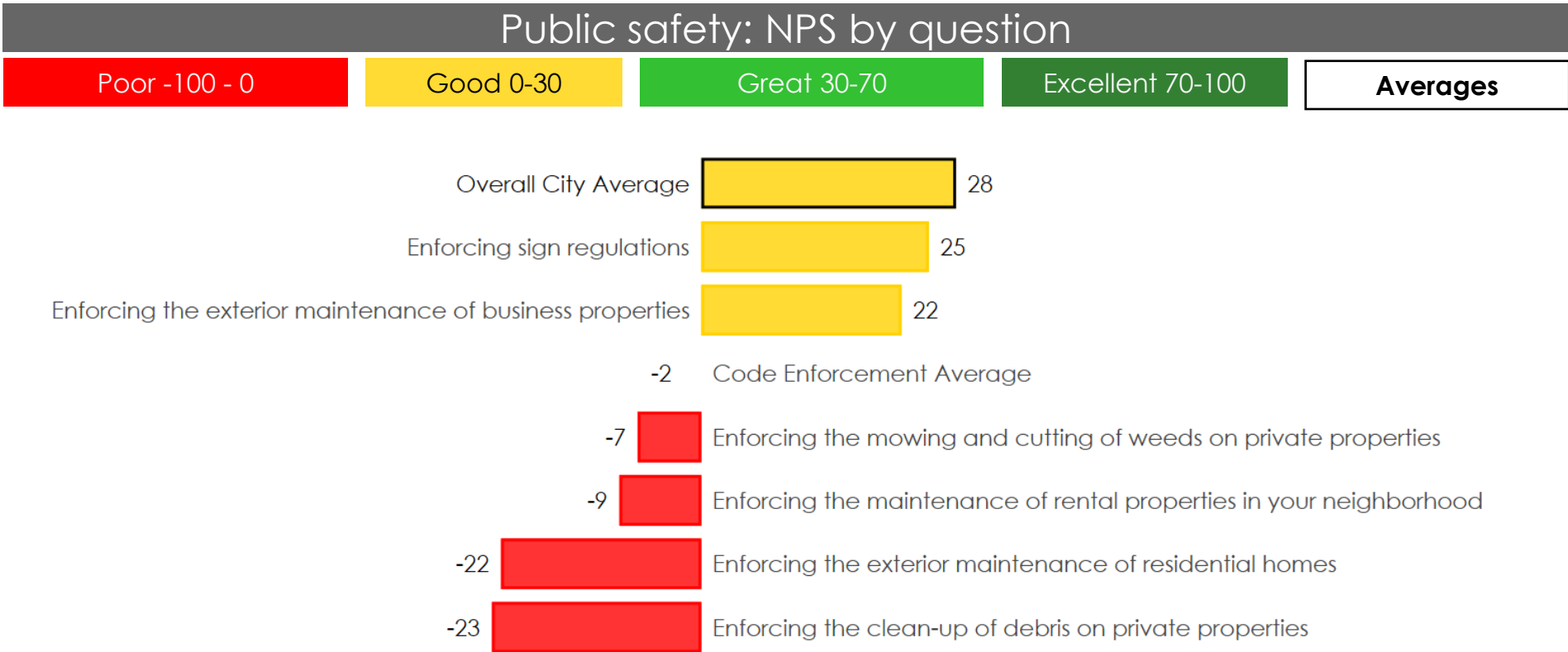
Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 42 (Great)
Maintenance: 20 (Good)
Communications: 17 (Good)
City Processes: 6 (Good)
Code Enforcement: -2 (Poor)





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)

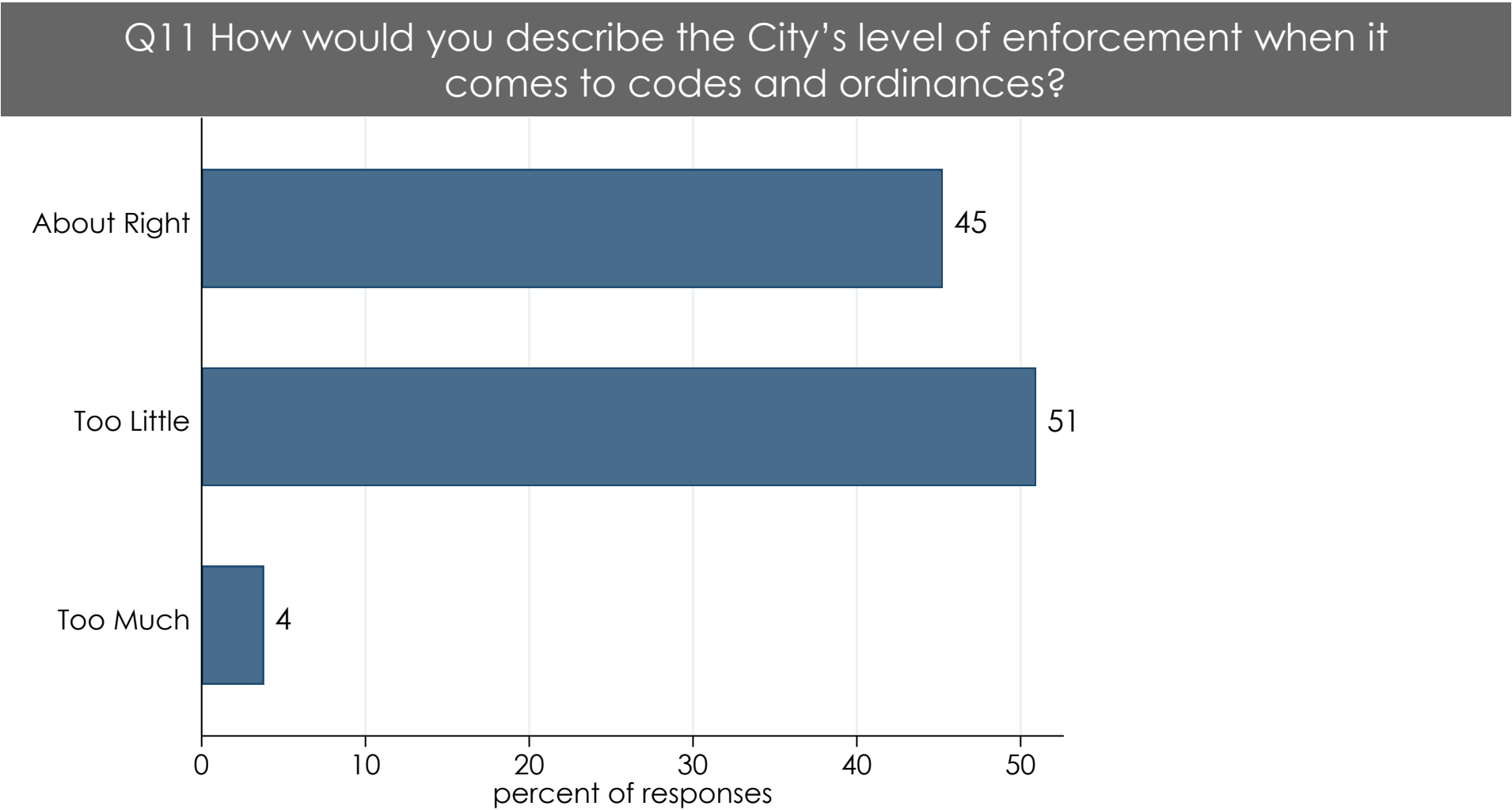
The area that needs the most work is code enforcement. It scores an NPS of -2. All areas score below the city average





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 think codes are not enforced enough

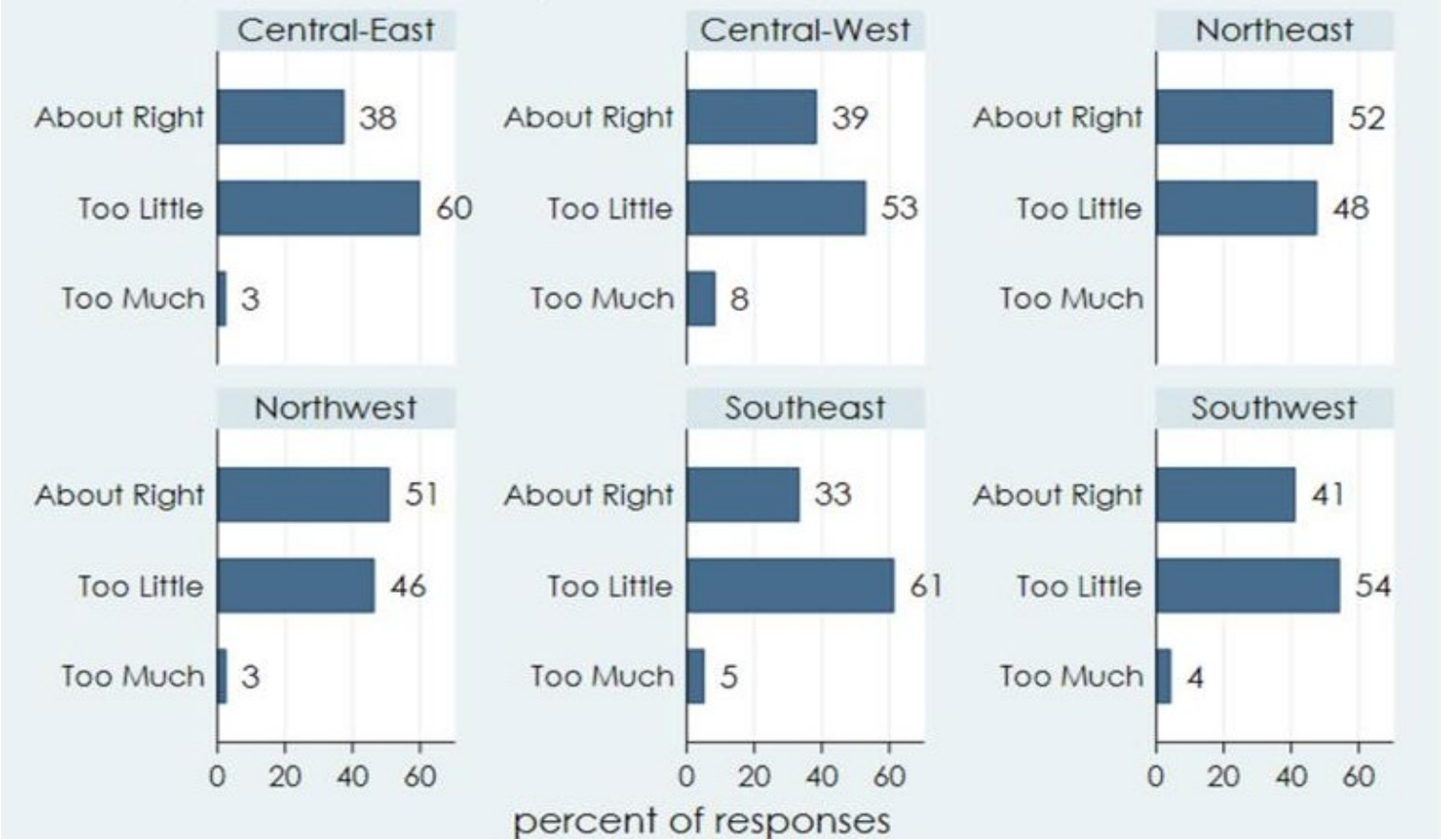




Overall perception: 21 (Good)
Parks & Recreation: 57 (Great)
Public Safety: 44 (Great)
Customer Service: 43 (Great)
Utility Services: 43 (Great)
Maintenance: 21 (Good)
Communications: 17 (Good)
City Processes: 6 (Good)
Code Enforcement: -2 (Poor)

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?





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)

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.”

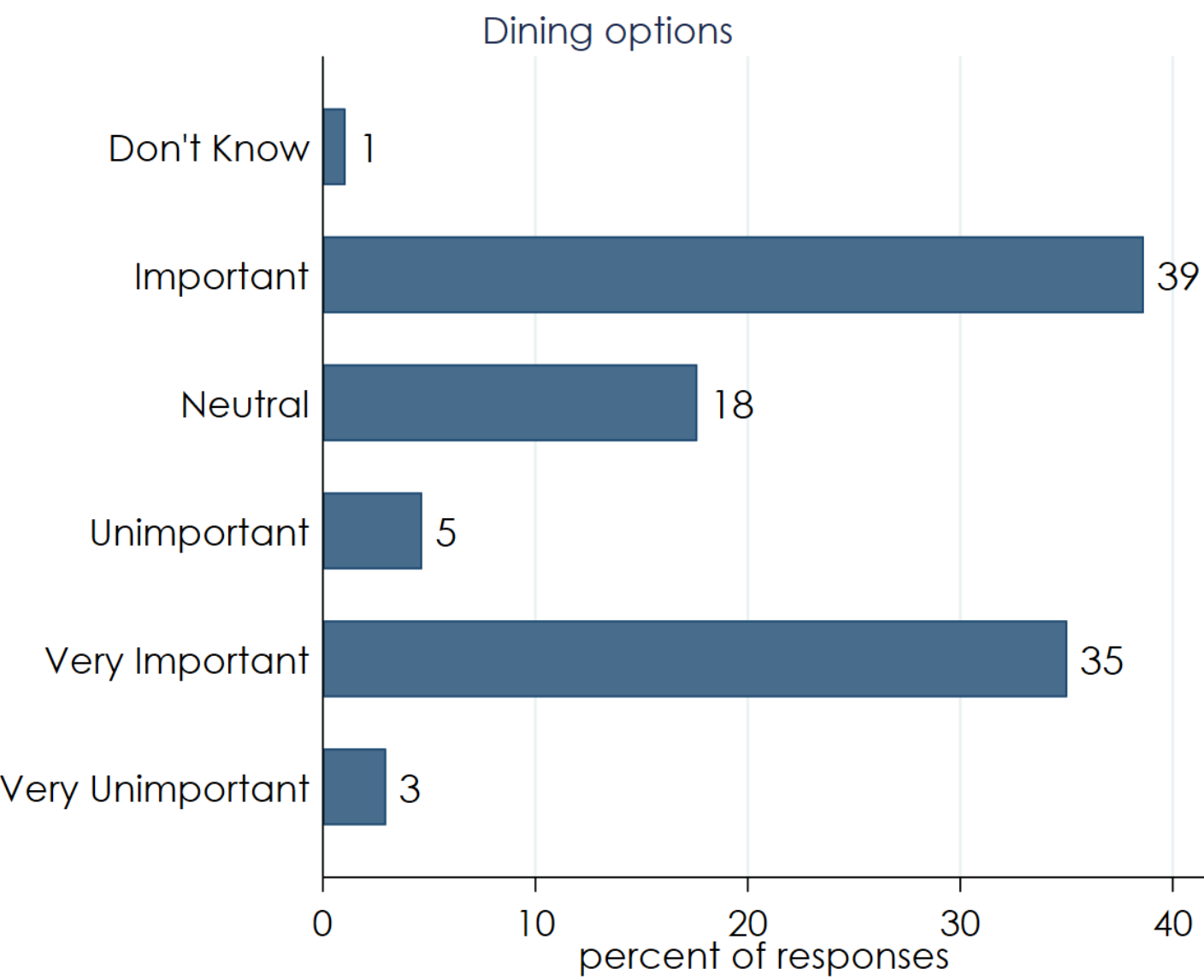


Appendix

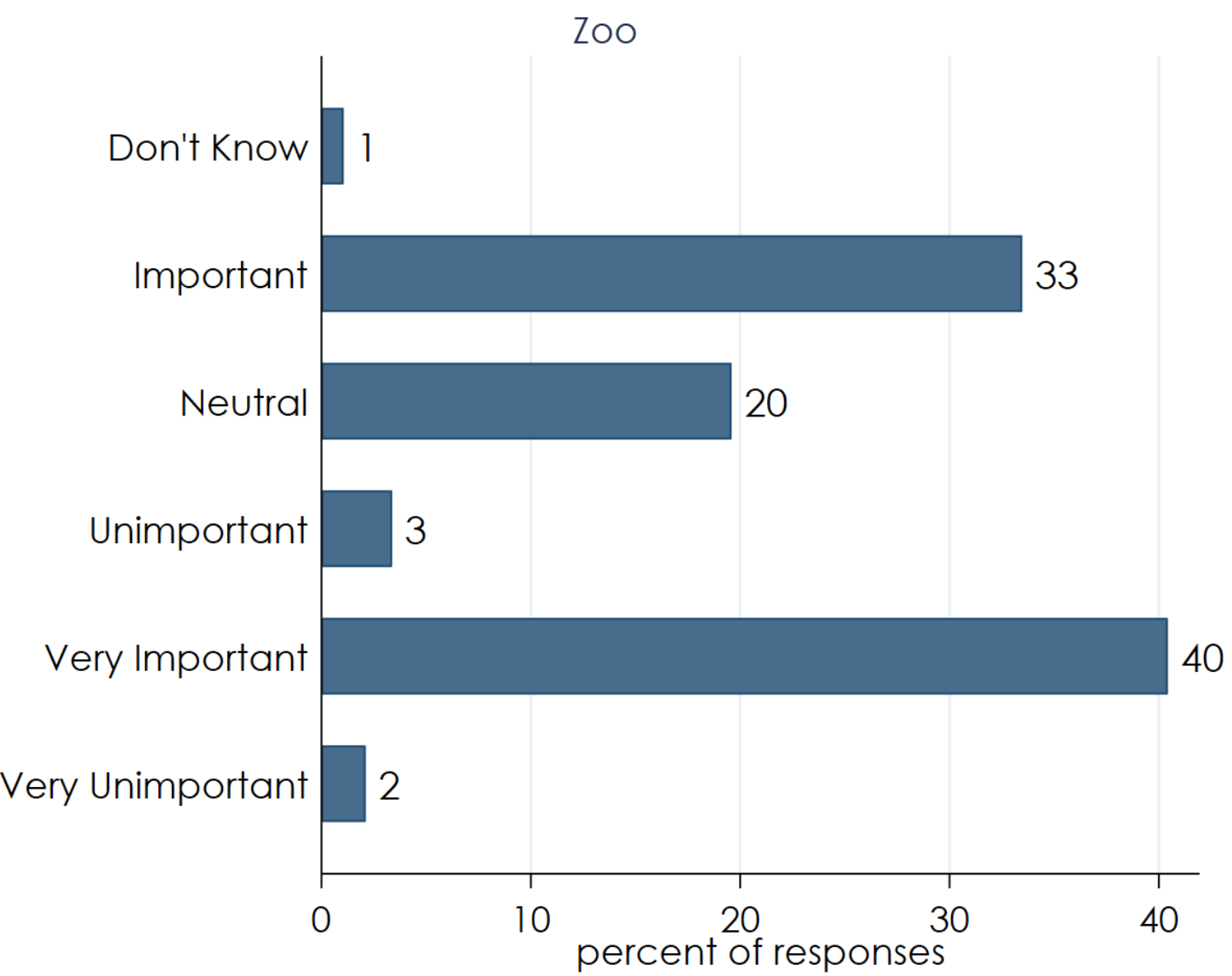


Living in Independence

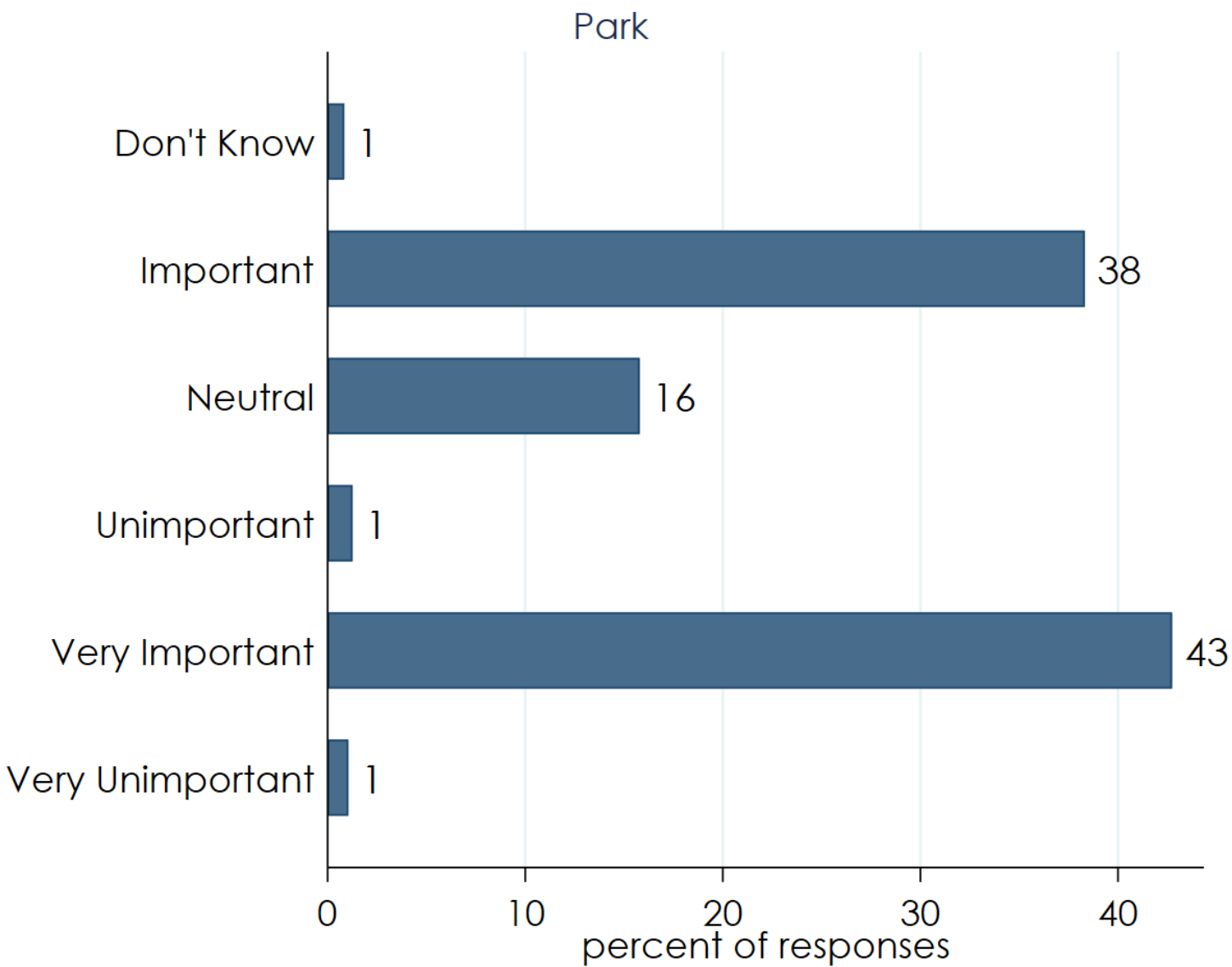
Please indicate how important each of the following considerations were in your decision to live in Independence.



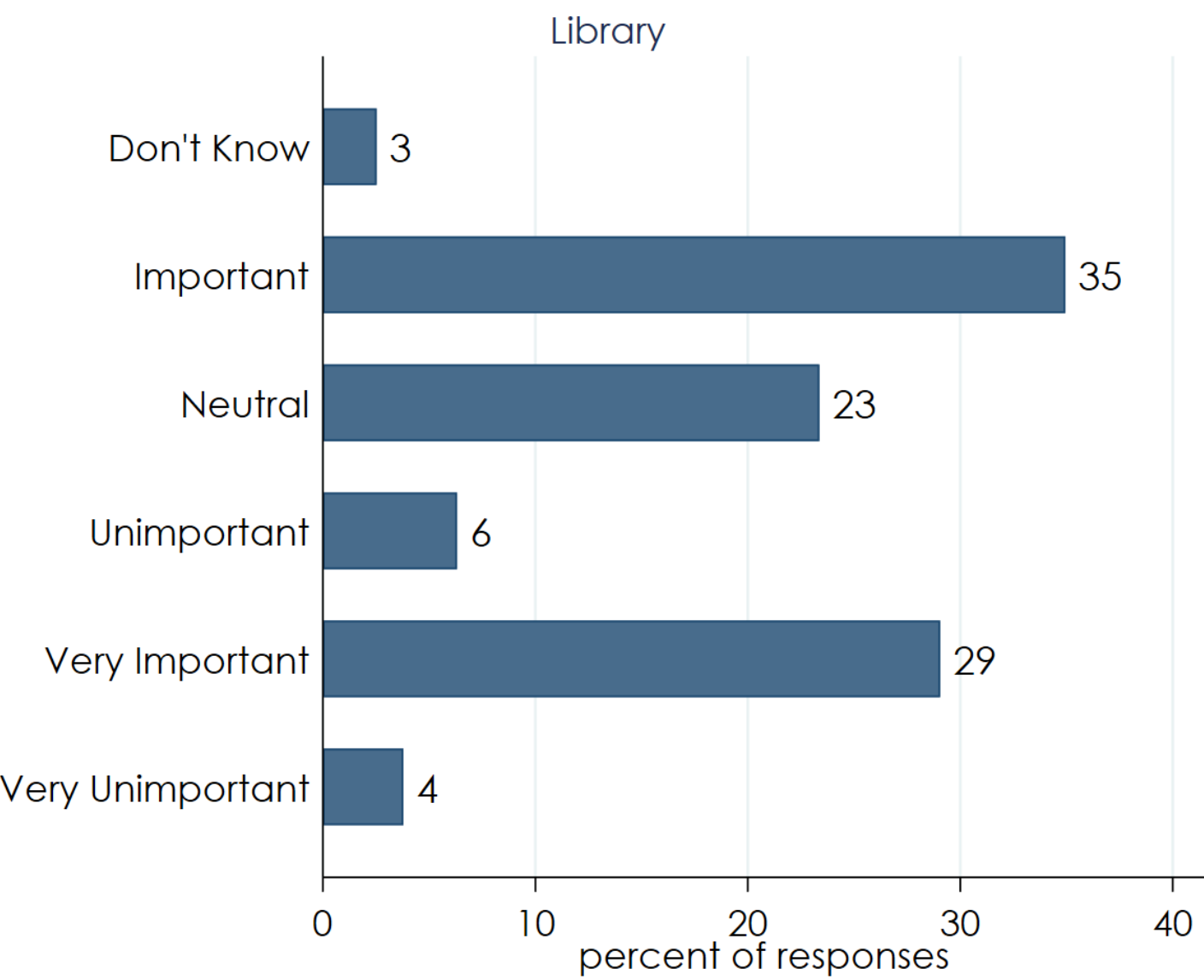
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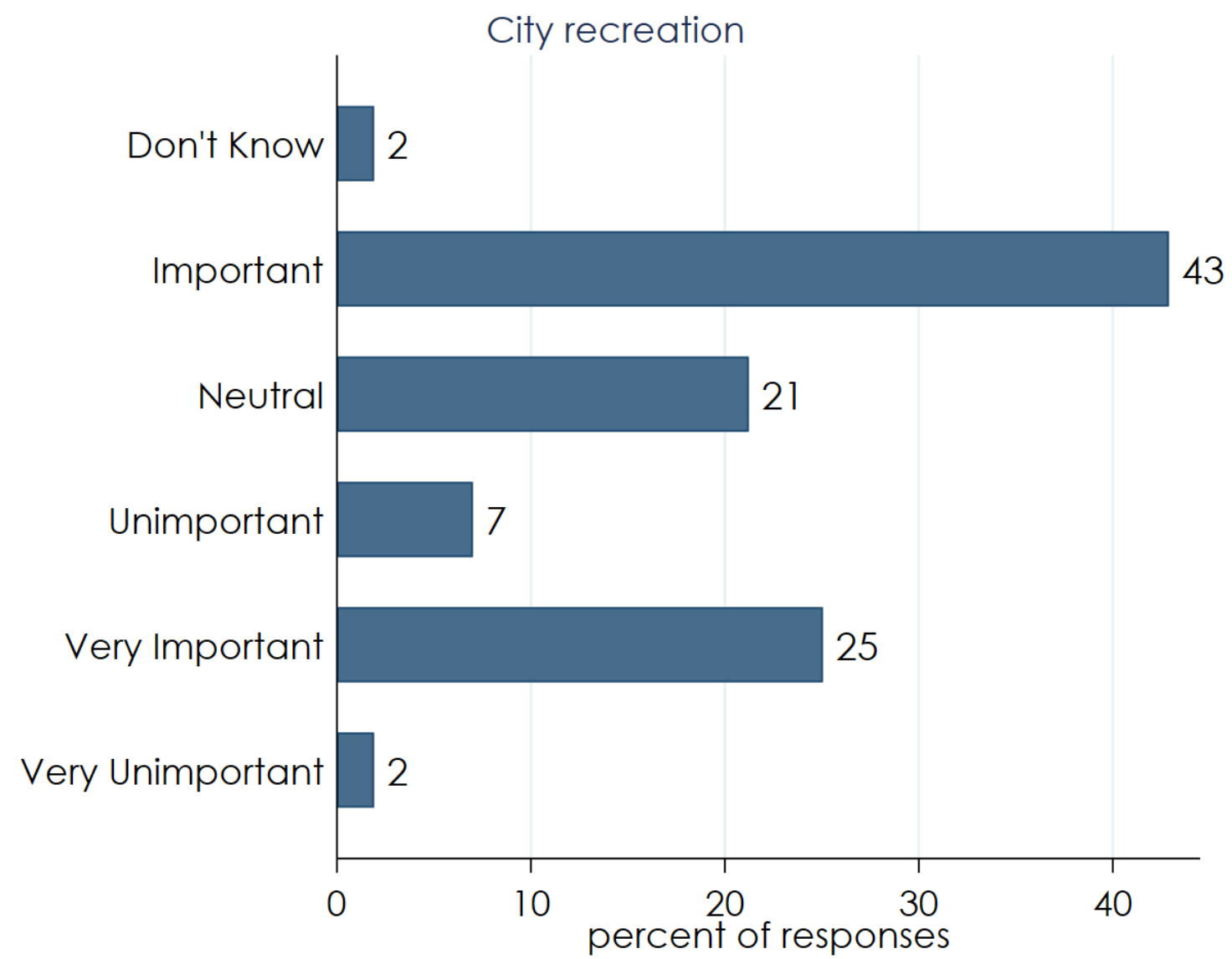


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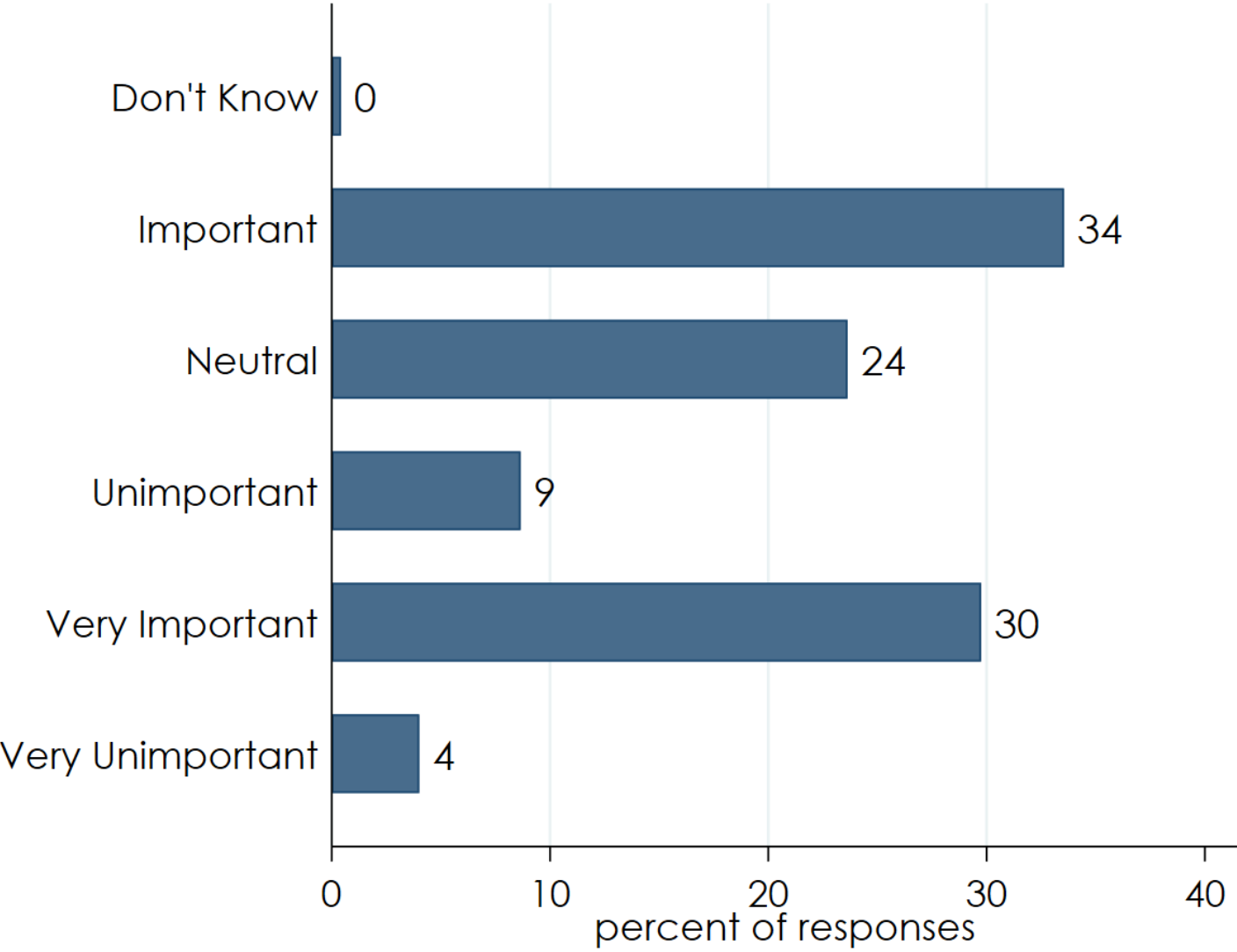




Please indicate how important each of the following considerations were in your decision to live in Independence.



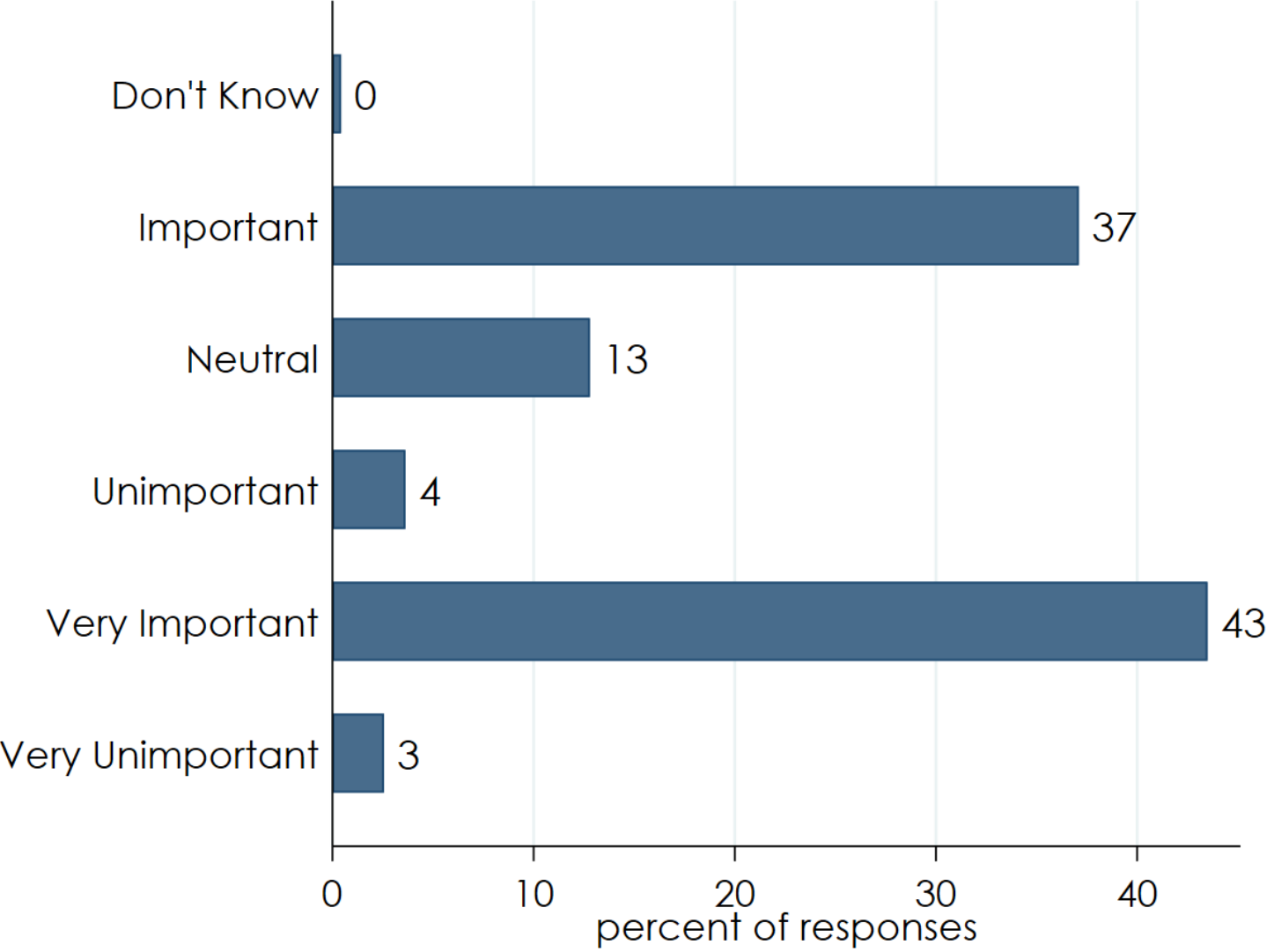
Access to quality shopping



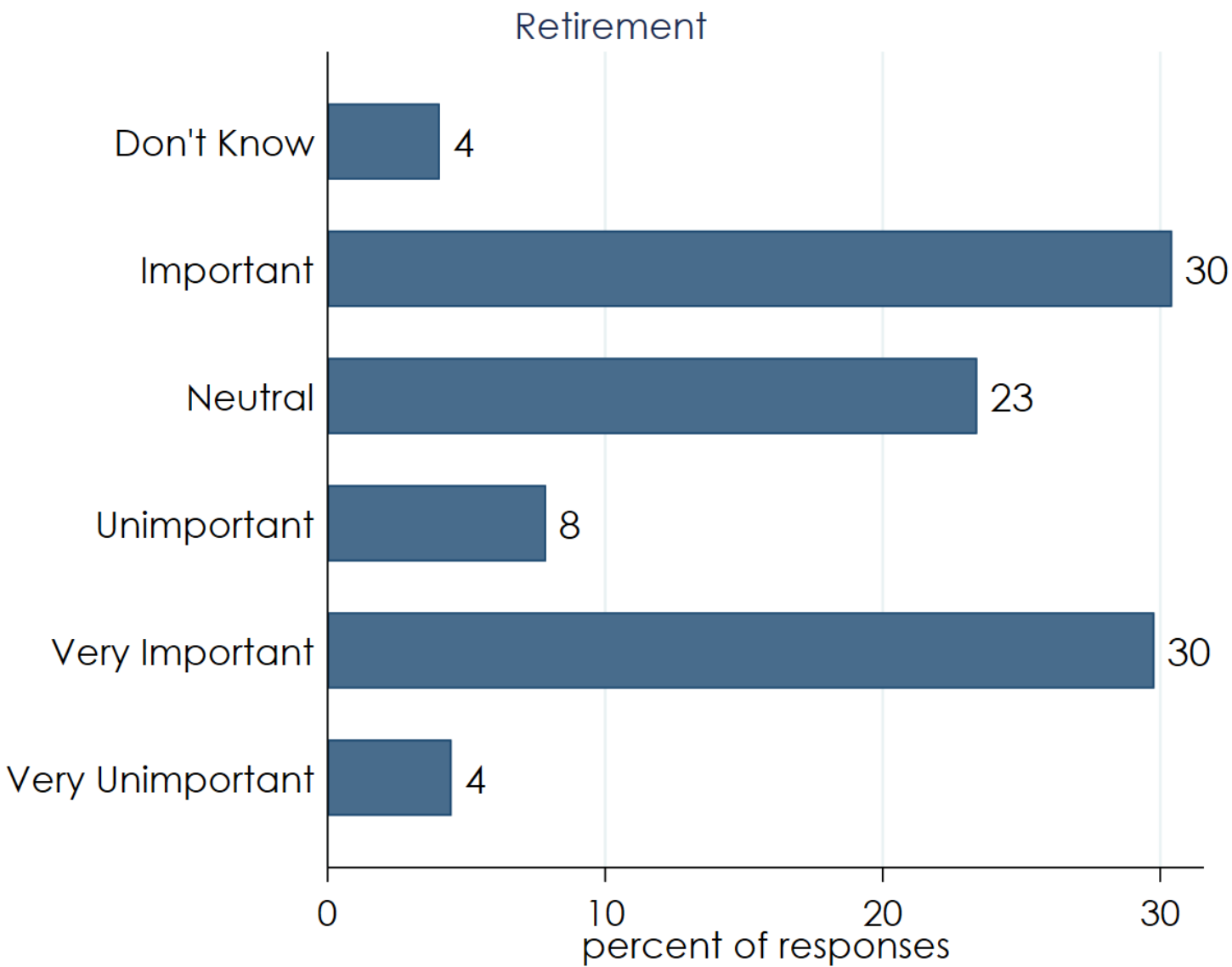
Please indicate how important each of the following considerations were in your decision to live in Independence.



Reasonable cost of living



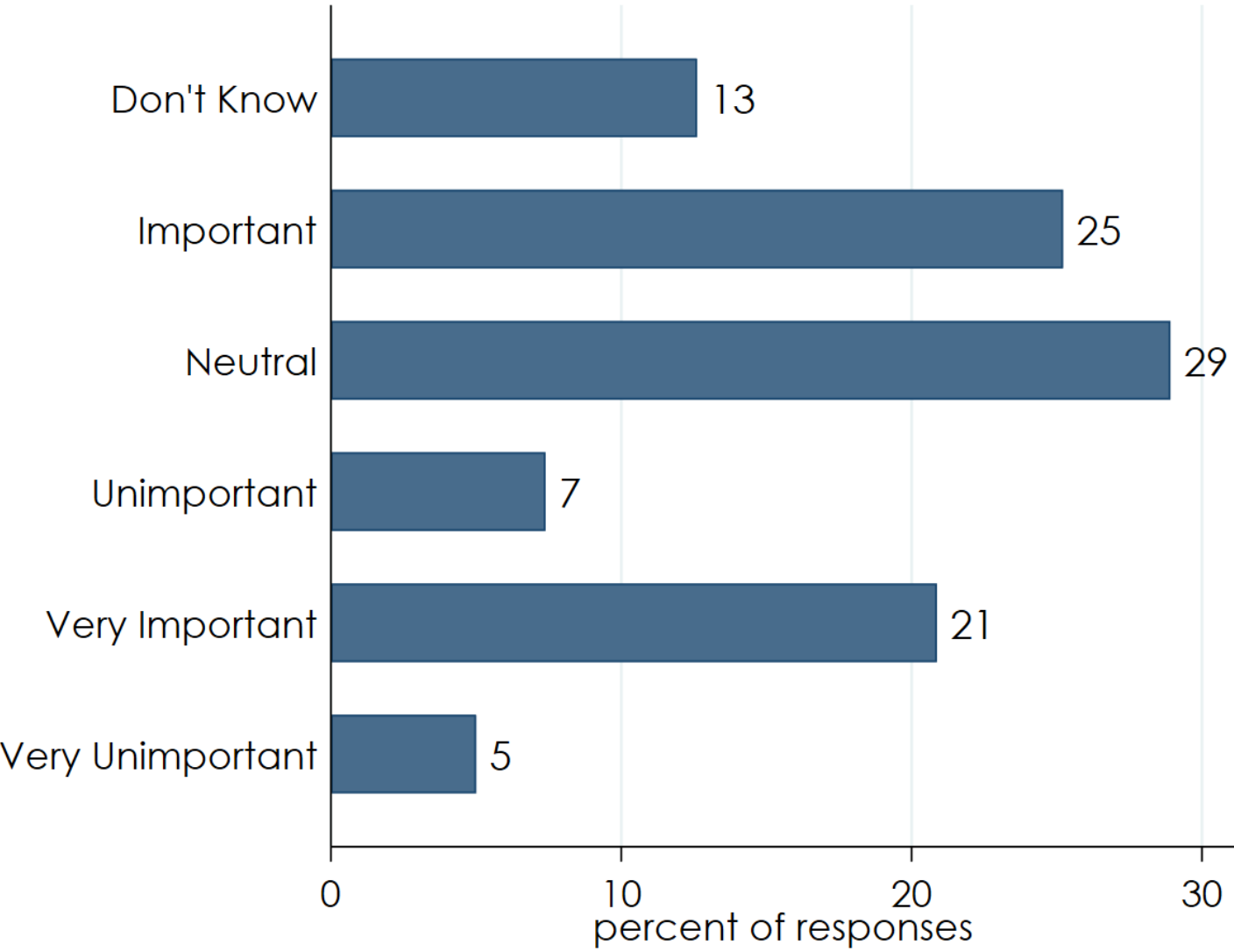
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Please indicate how important each of the following considerations were in your decision to live in Independence.

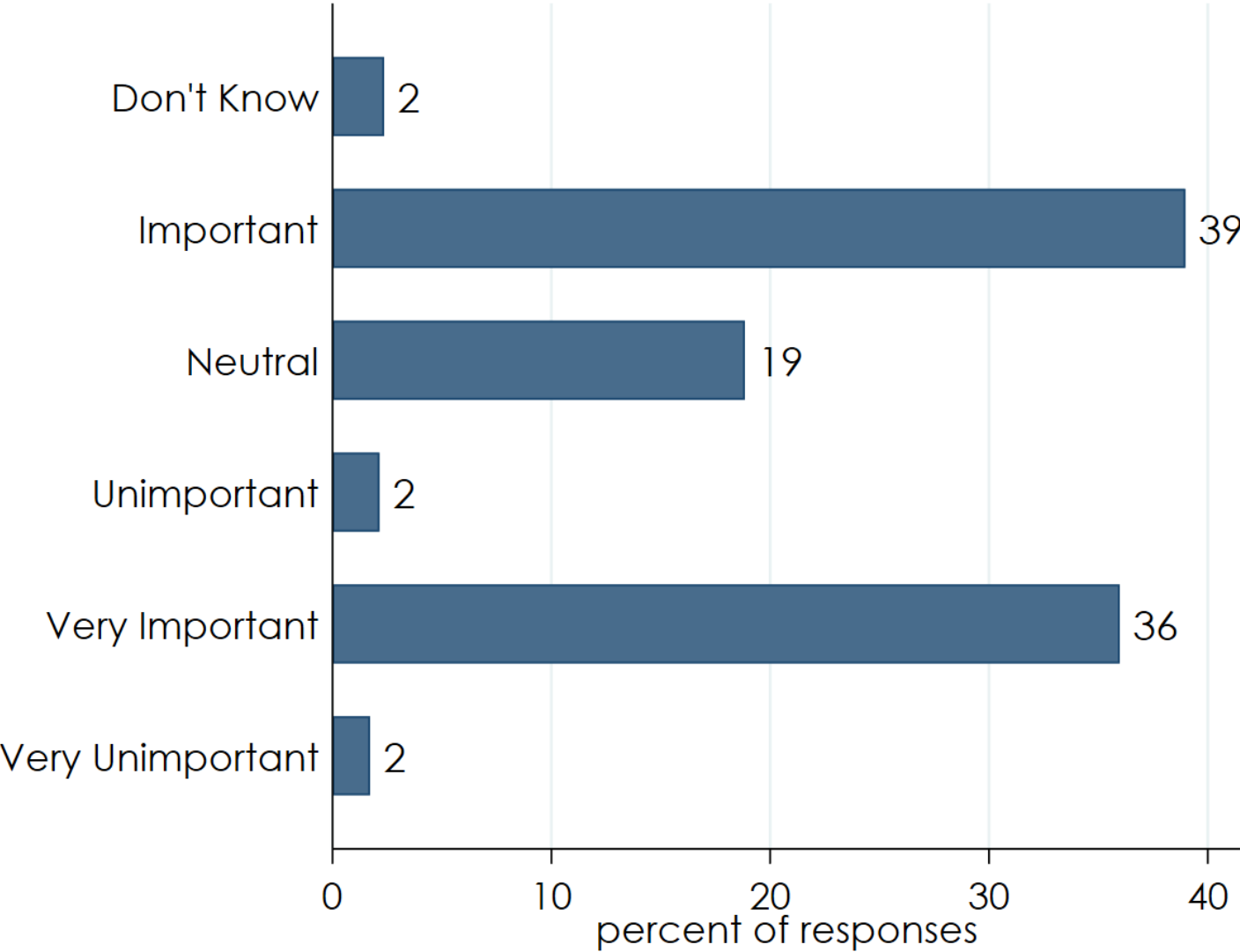


Quality of housing (rental)



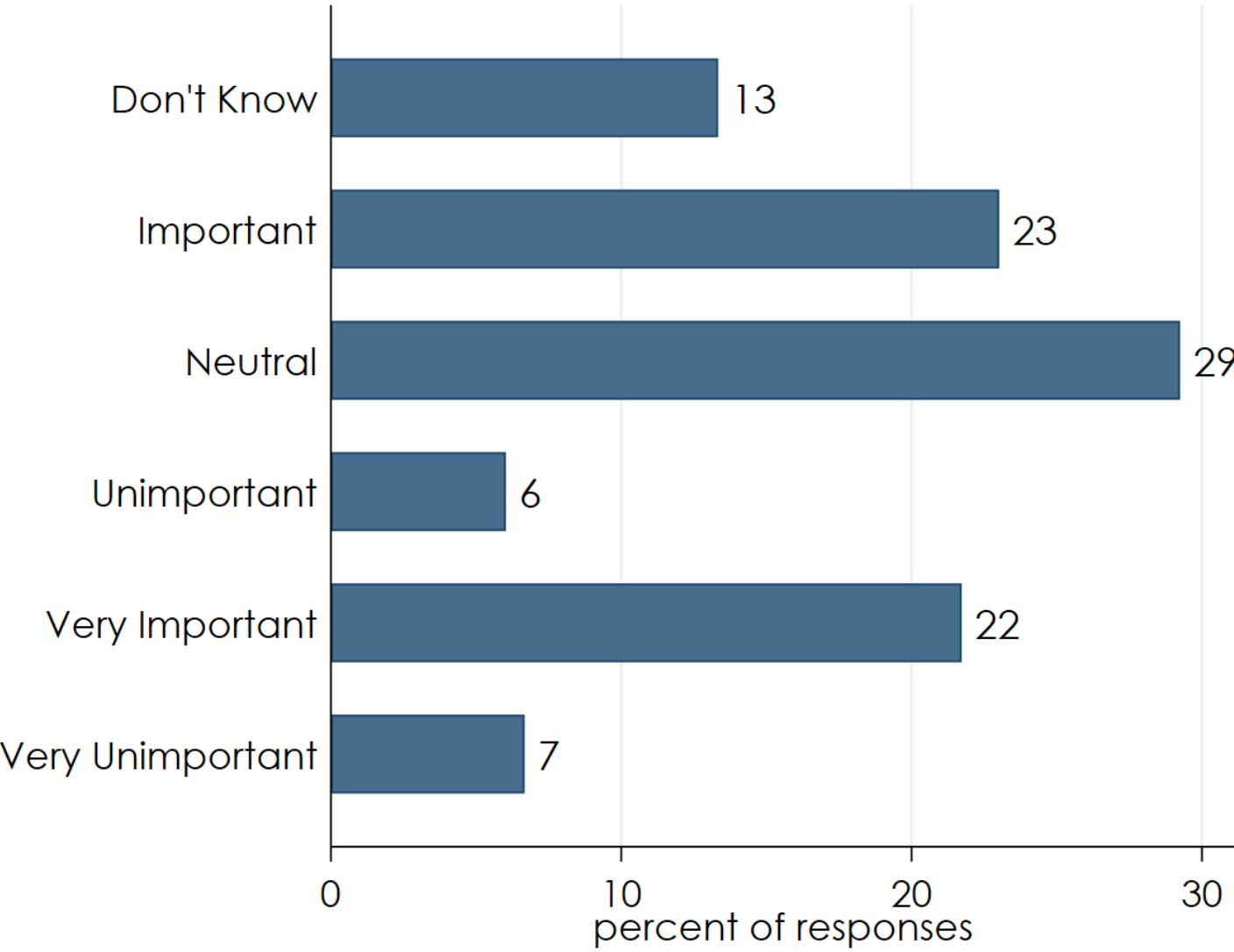


Quality of housing (home ownership)



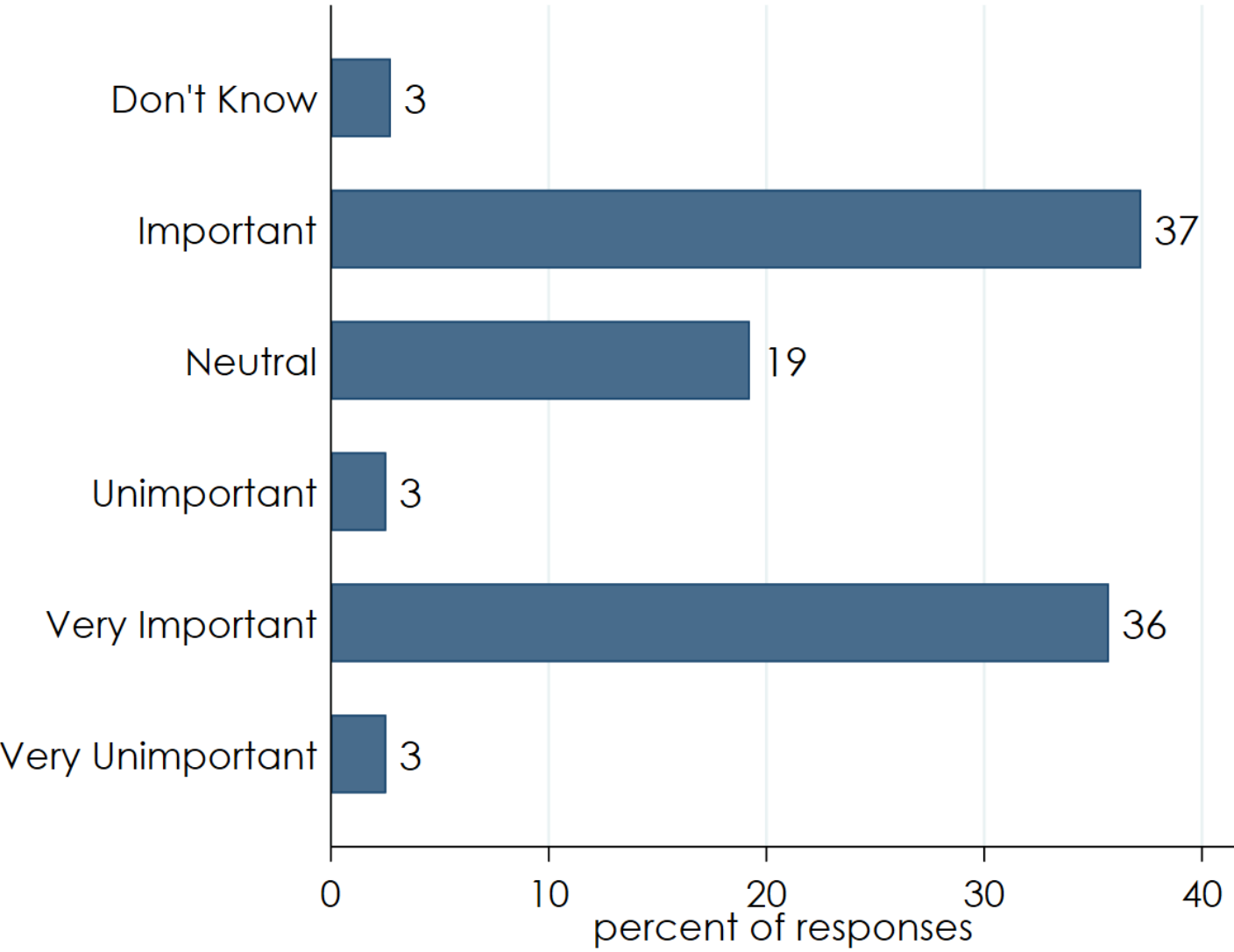


Affordability of housing (rental)





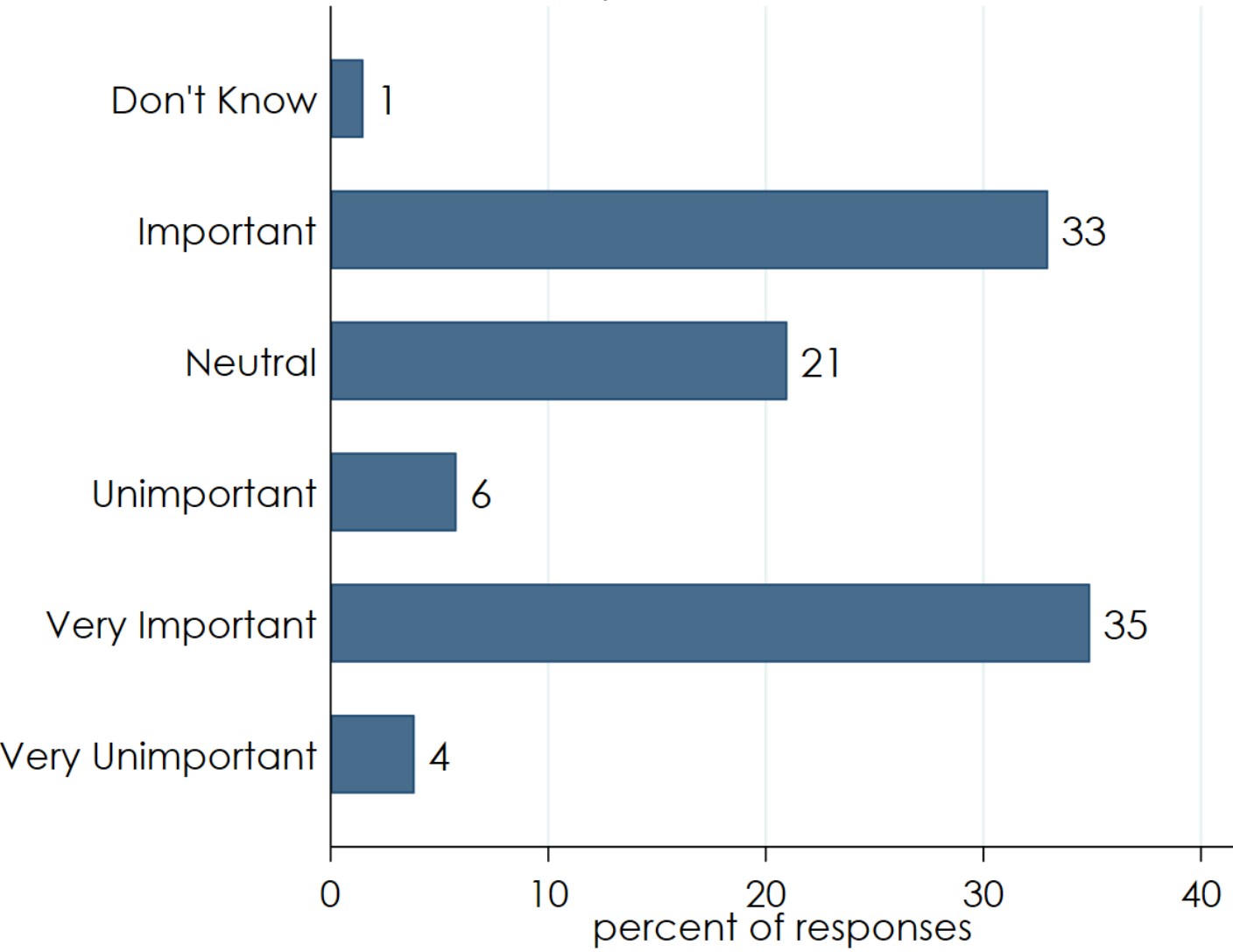
Affordability of housing (home ownership)



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



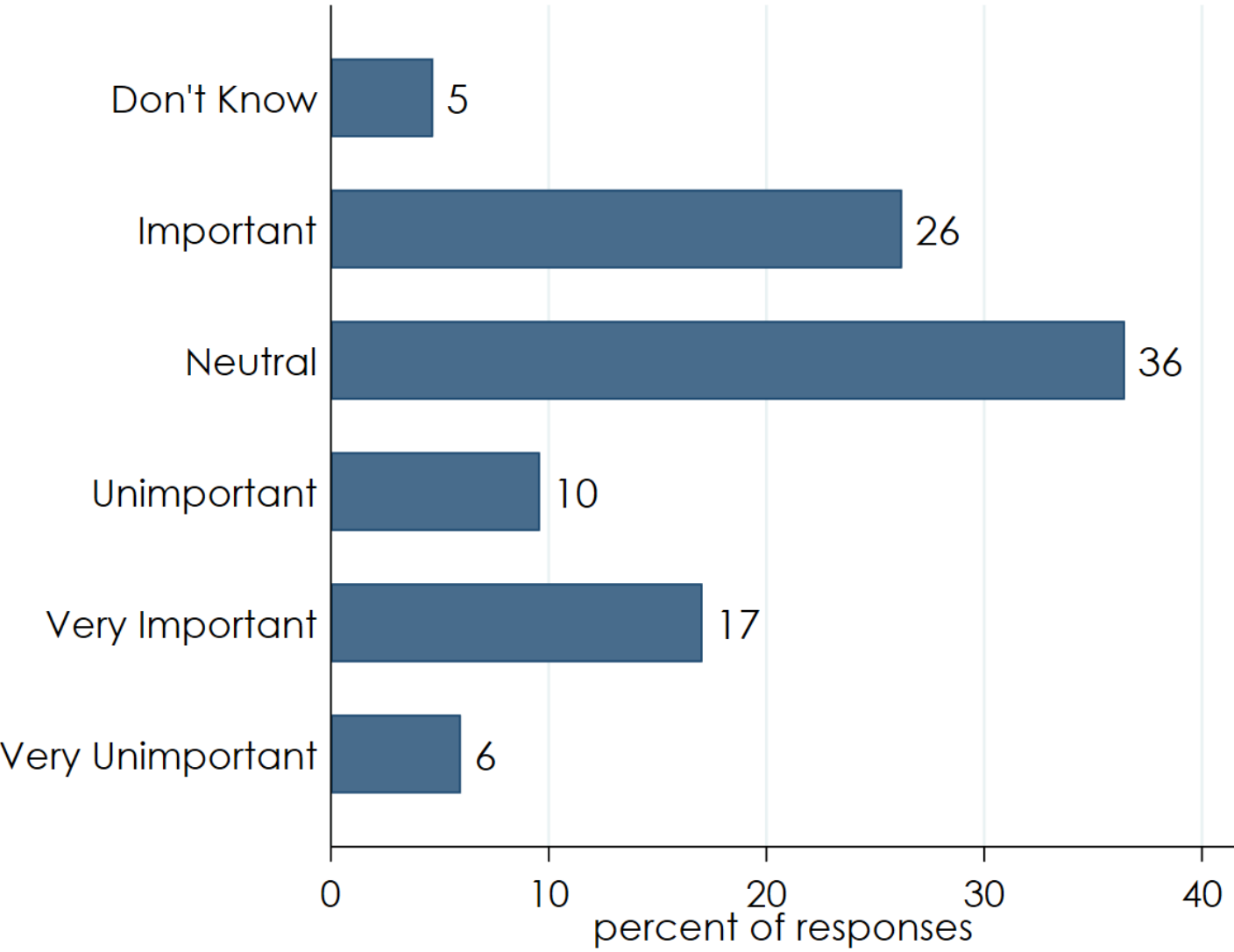
Near family and friends



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

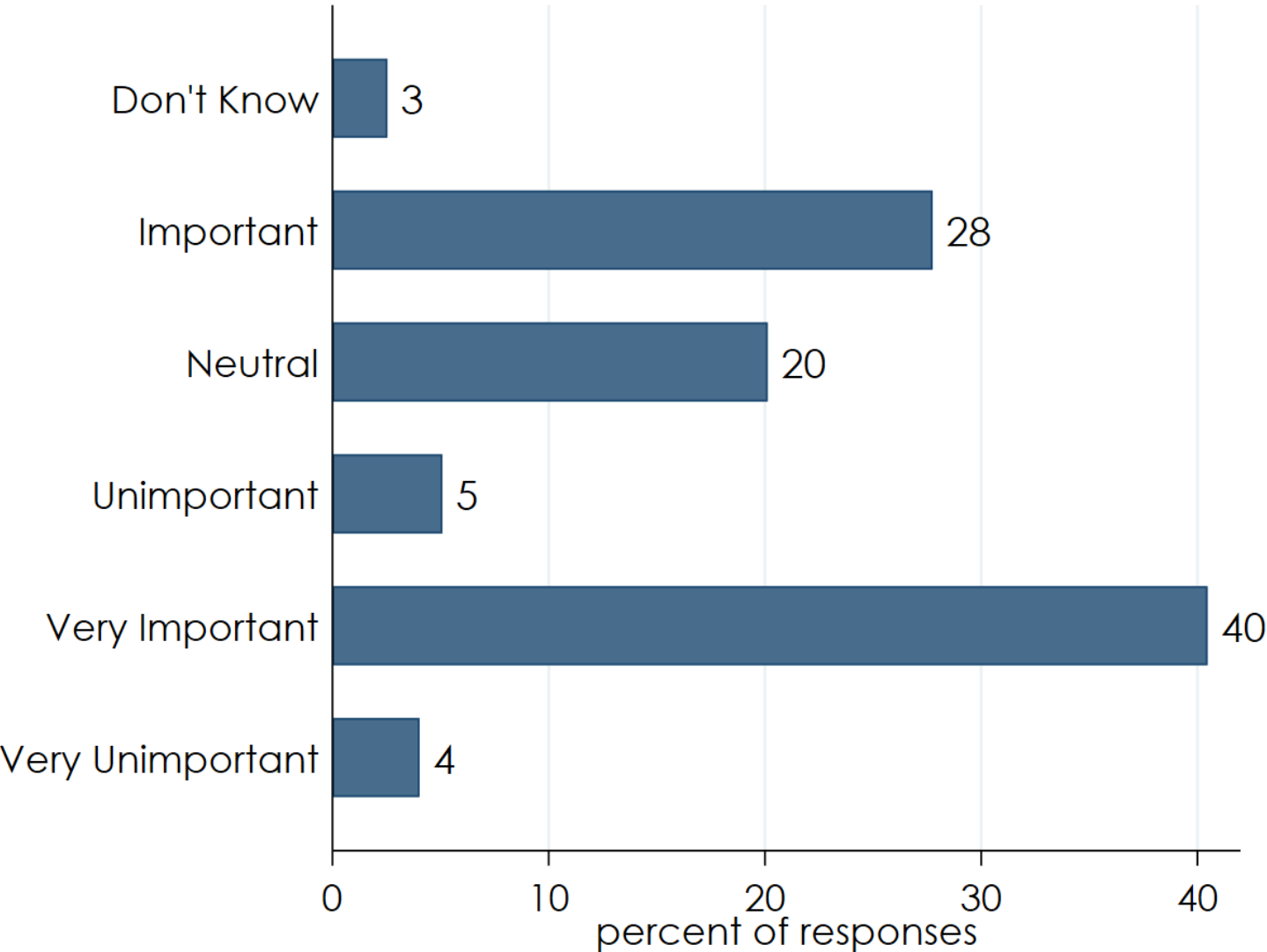


Close to jobs in other cities

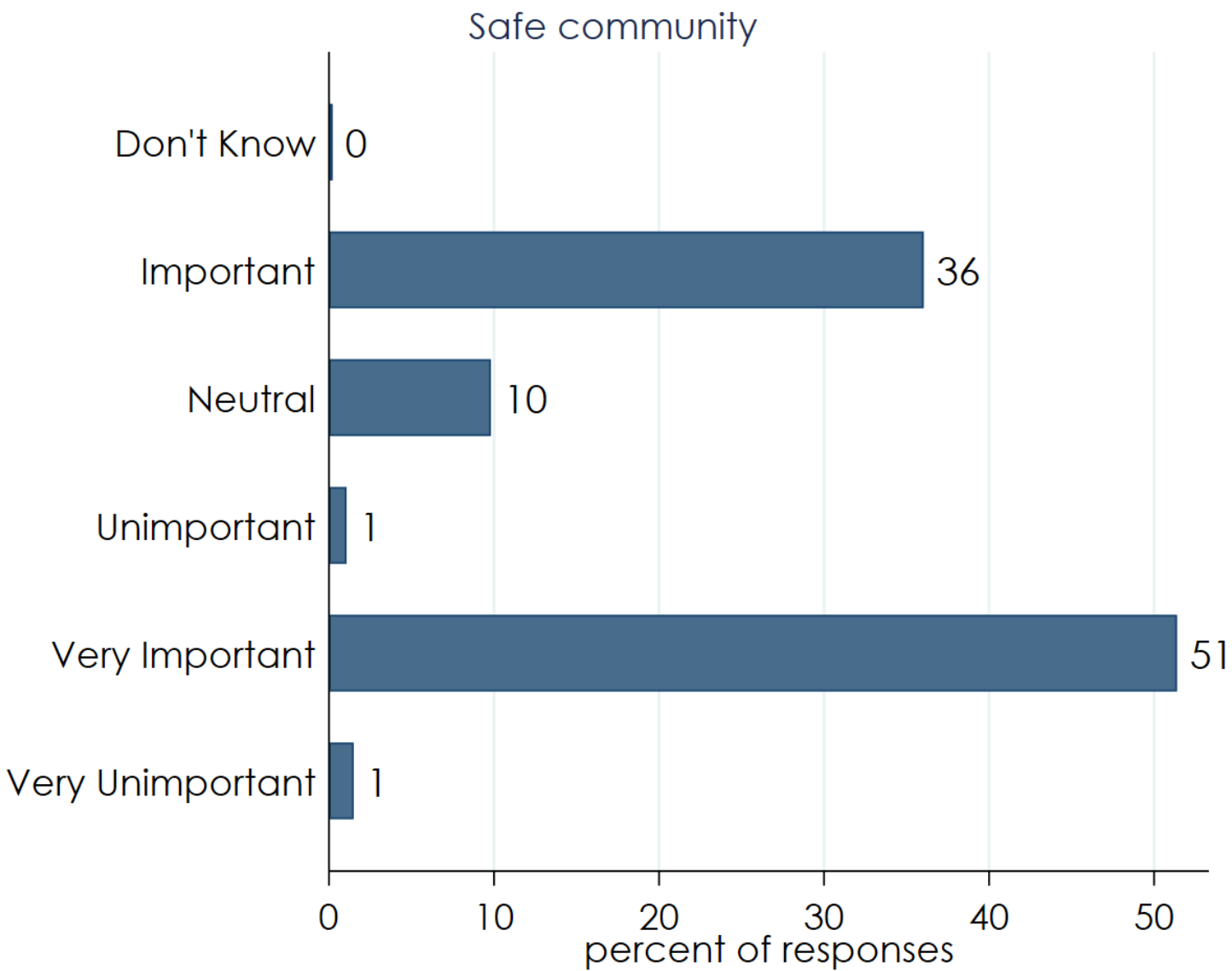




Employment opportunities in Independence

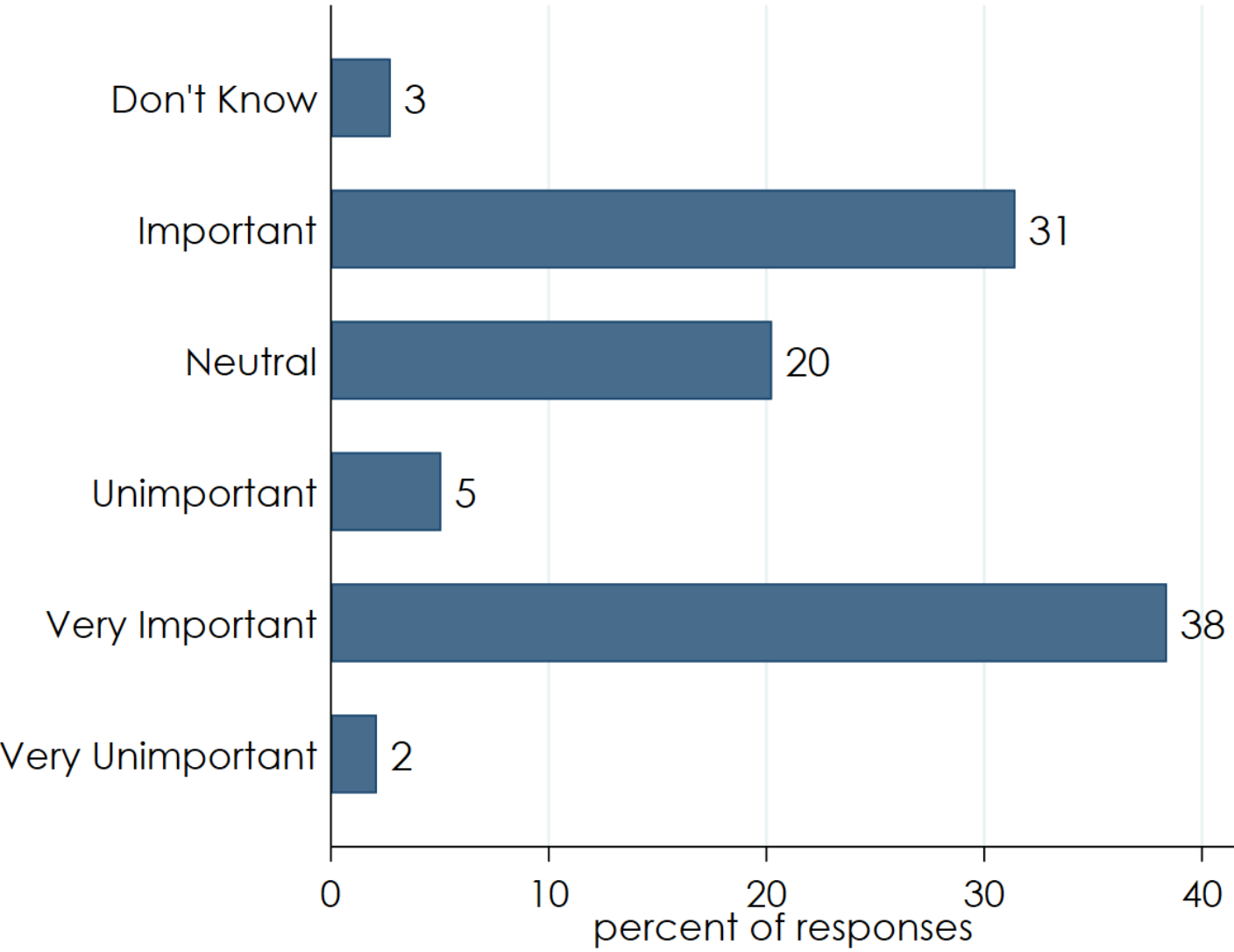


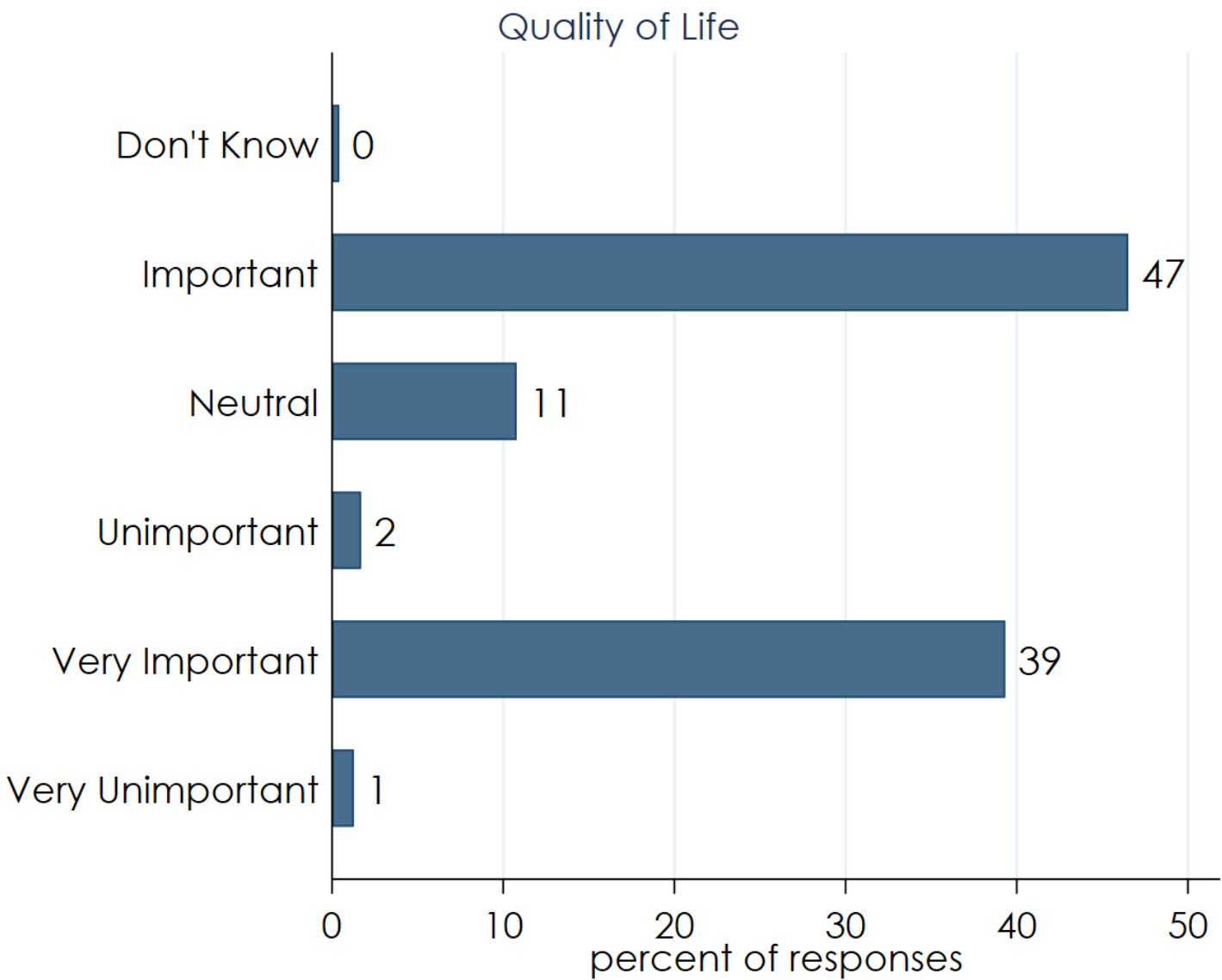
Please indicate how important each of the following considerations were in your decision to live in Independence.



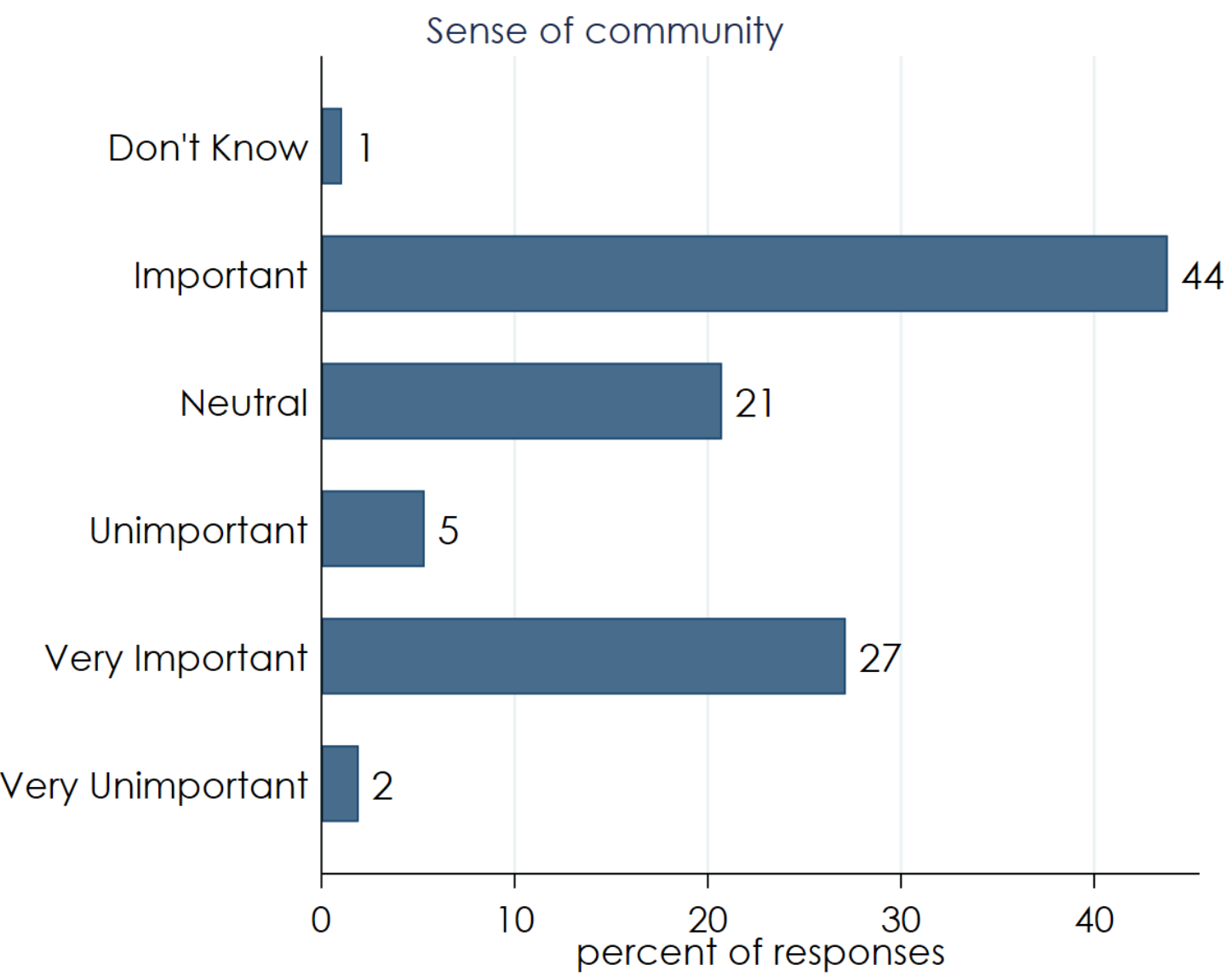


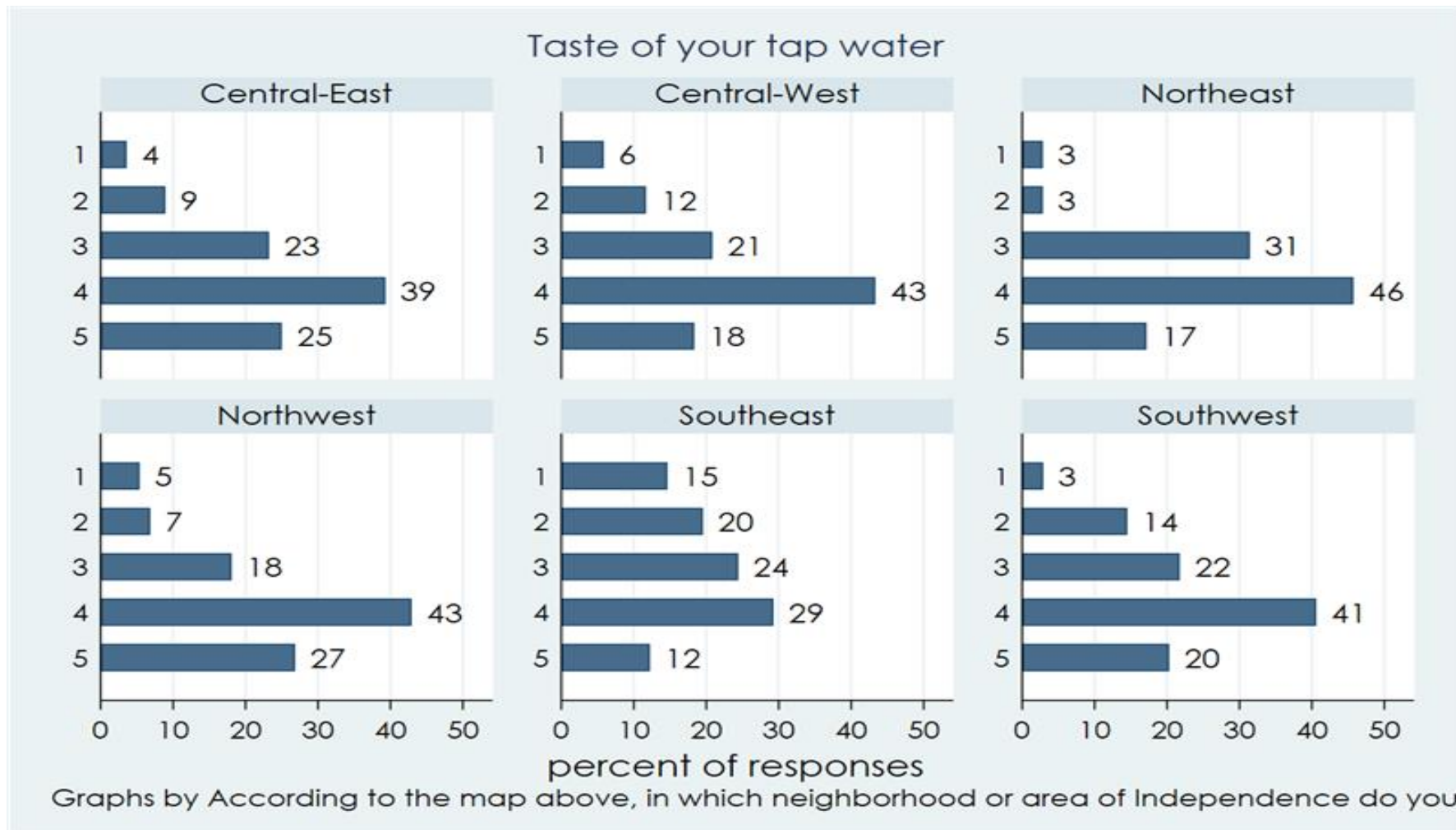
Quality of public schools





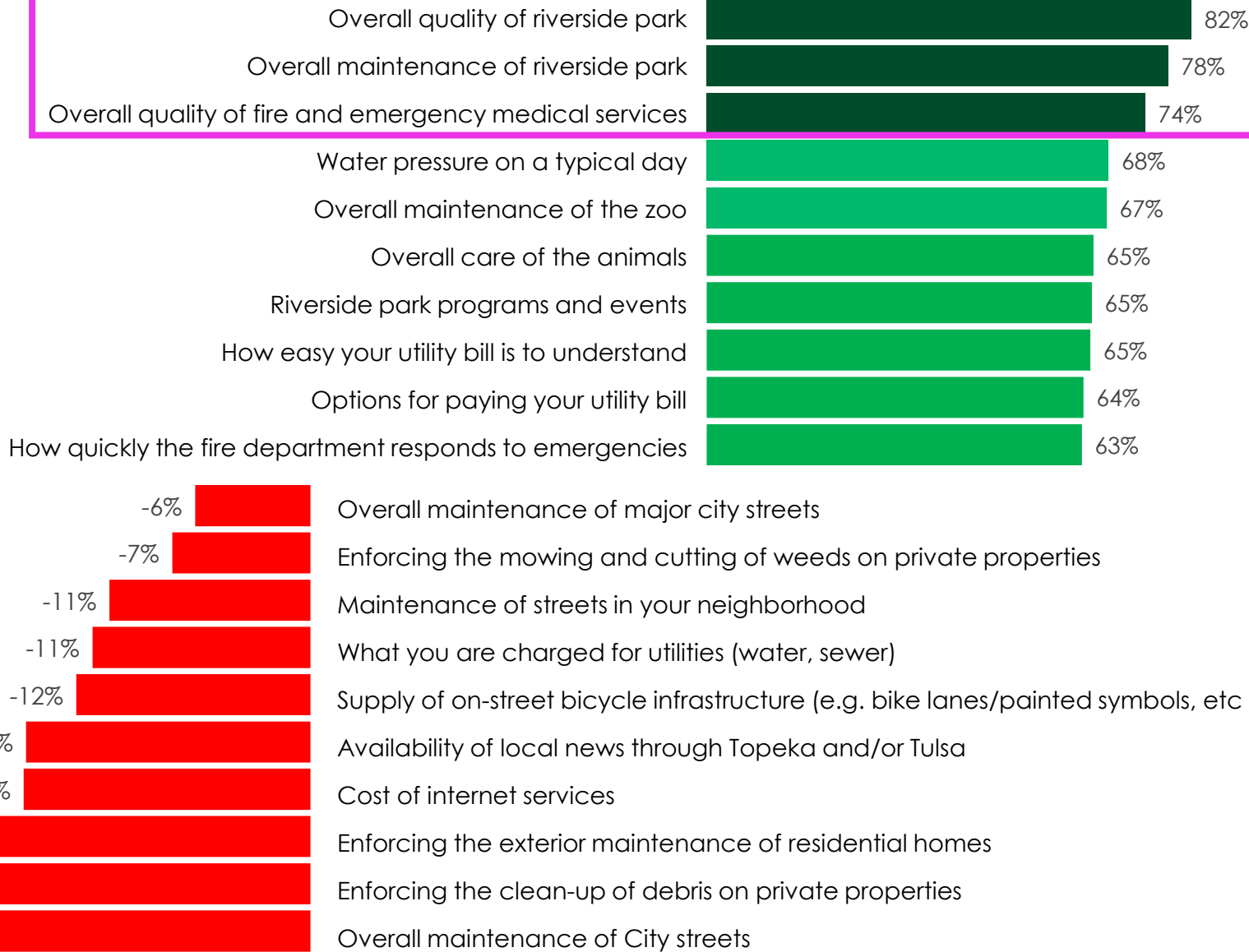
Please indicate how important each of the following considerations were in your decision to live in Independence.







Overall top/bottom 10 net promoter scores by question



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

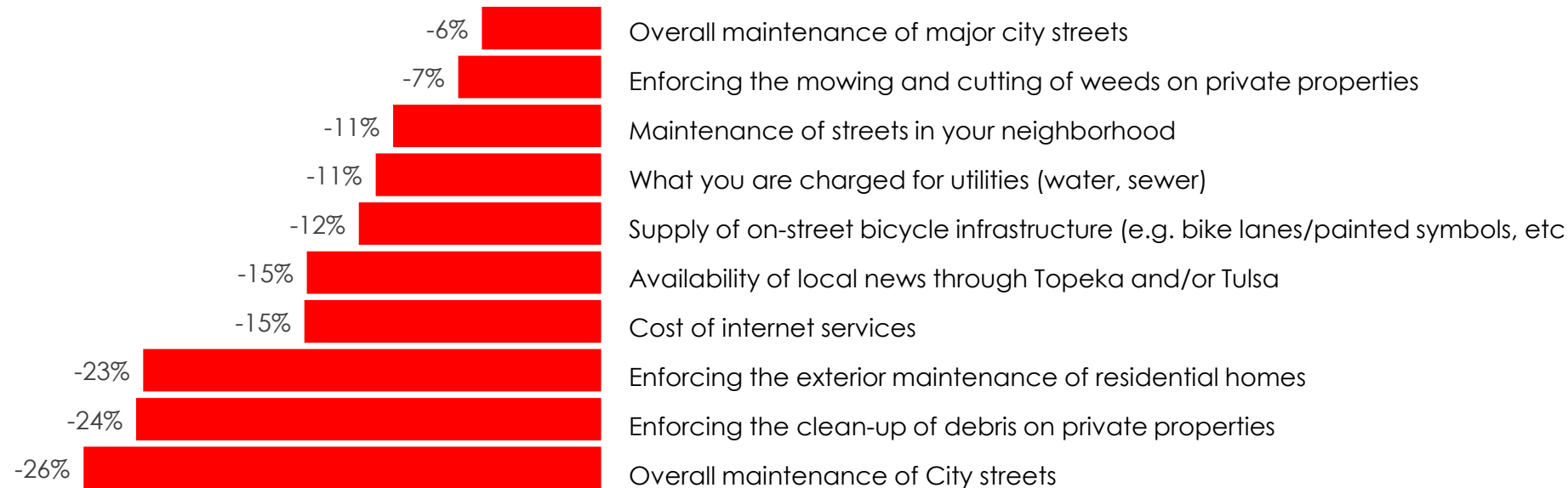


Overall top/bottom 10 net promoter scores by question



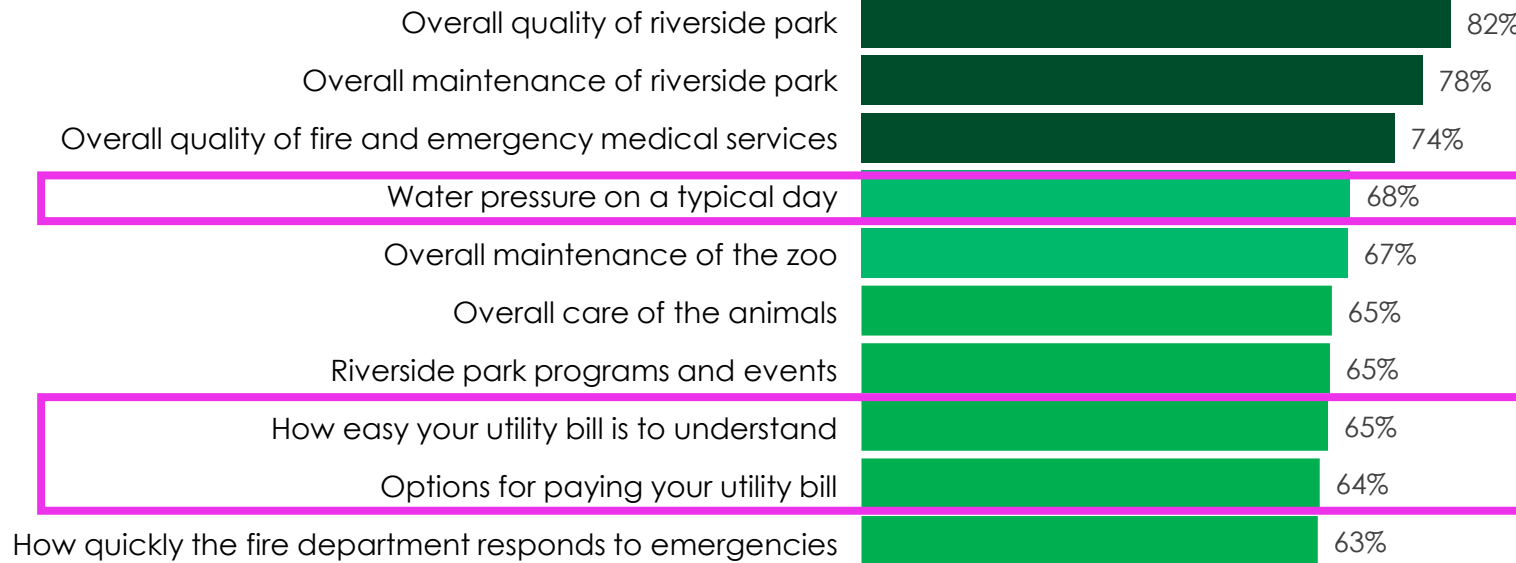
Of all satisfaction-based questions, 3 areas achieved truly excellent scores

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





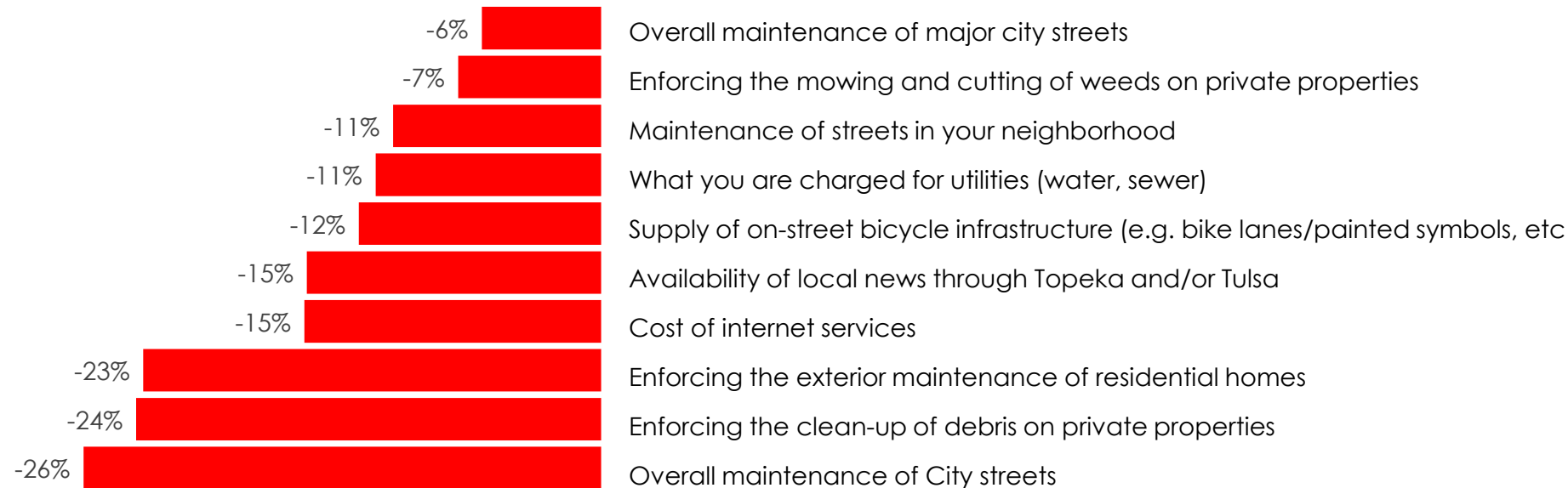
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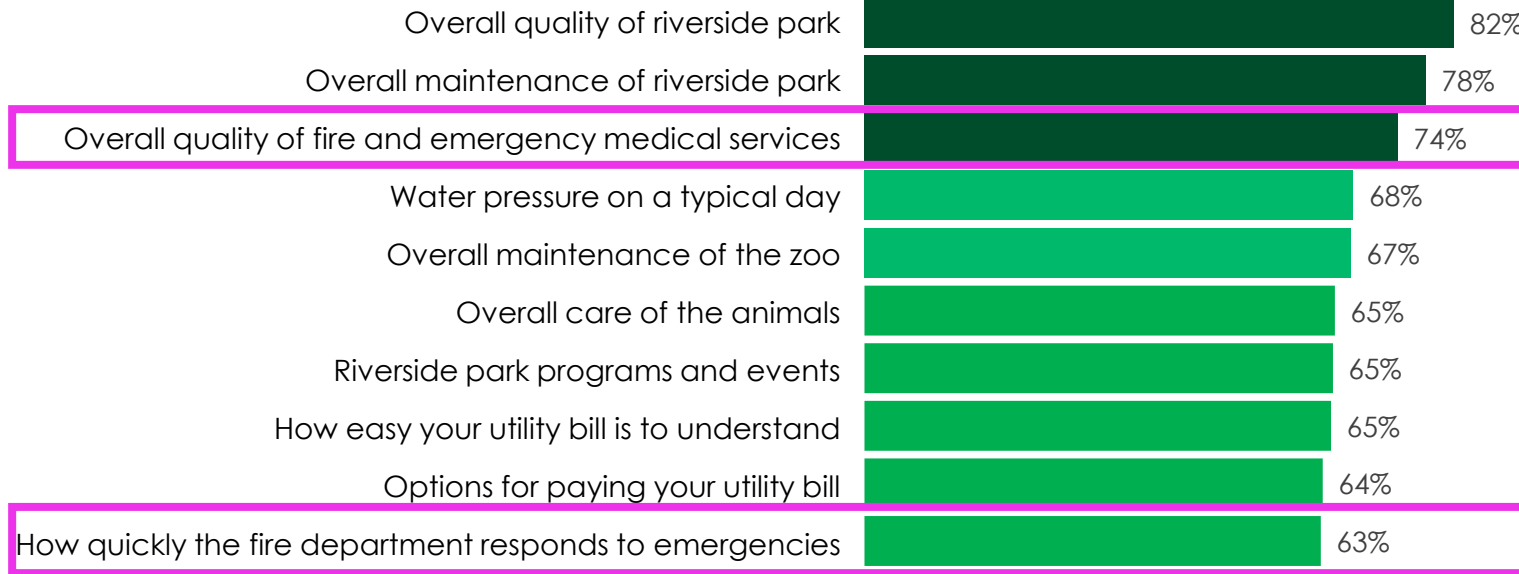
5 of the top 10 delighters were related to riverside park and the zoo

3 of the top 10 were related to utilities





Overall top/bottom 10 net promoter scores by question

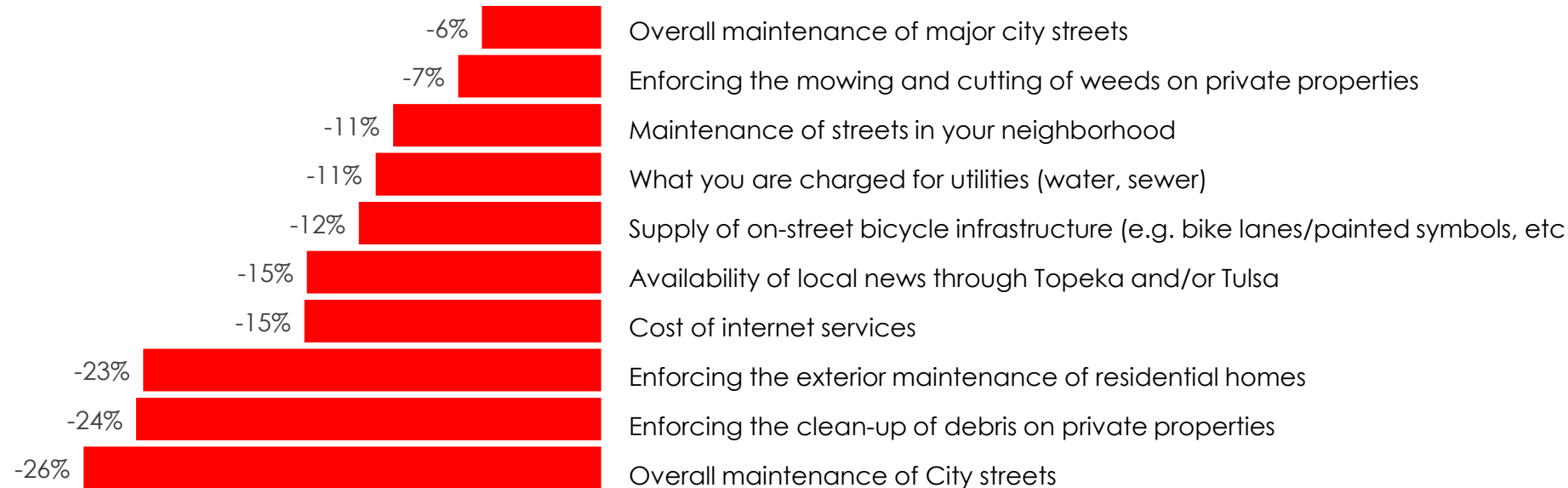


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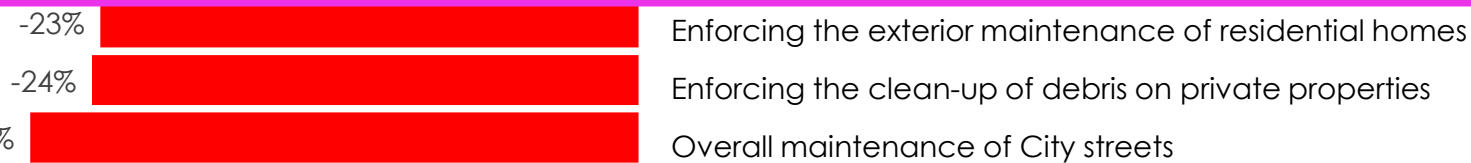
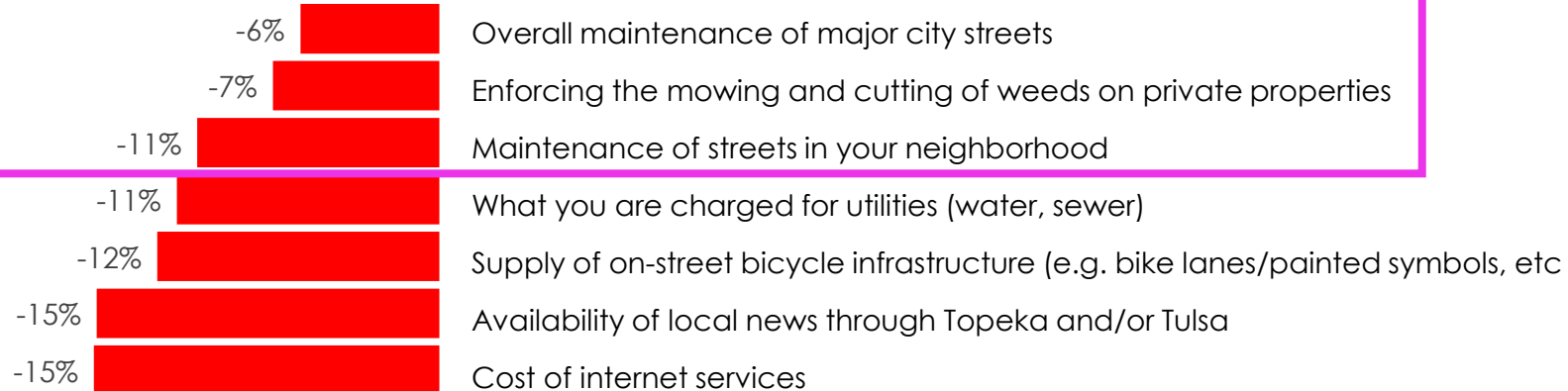
3 of the top 10 were related to utilities

And the remaining 2 were related to emergency services





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