

# City of Lee's Summit Citizen Survey

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PRESENTED BY ETC INSTITUTE



# Methodology

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## **Survey Description**

- Fourth Community Survey conducted for the City by ETC Institute
- Included many of the same questions that were asked in previous years

## **Method of Administration**

- By mail and online to random sample of households in the City
- Each survey took approximately 15-20 minutes to complete

## **Sample Size**

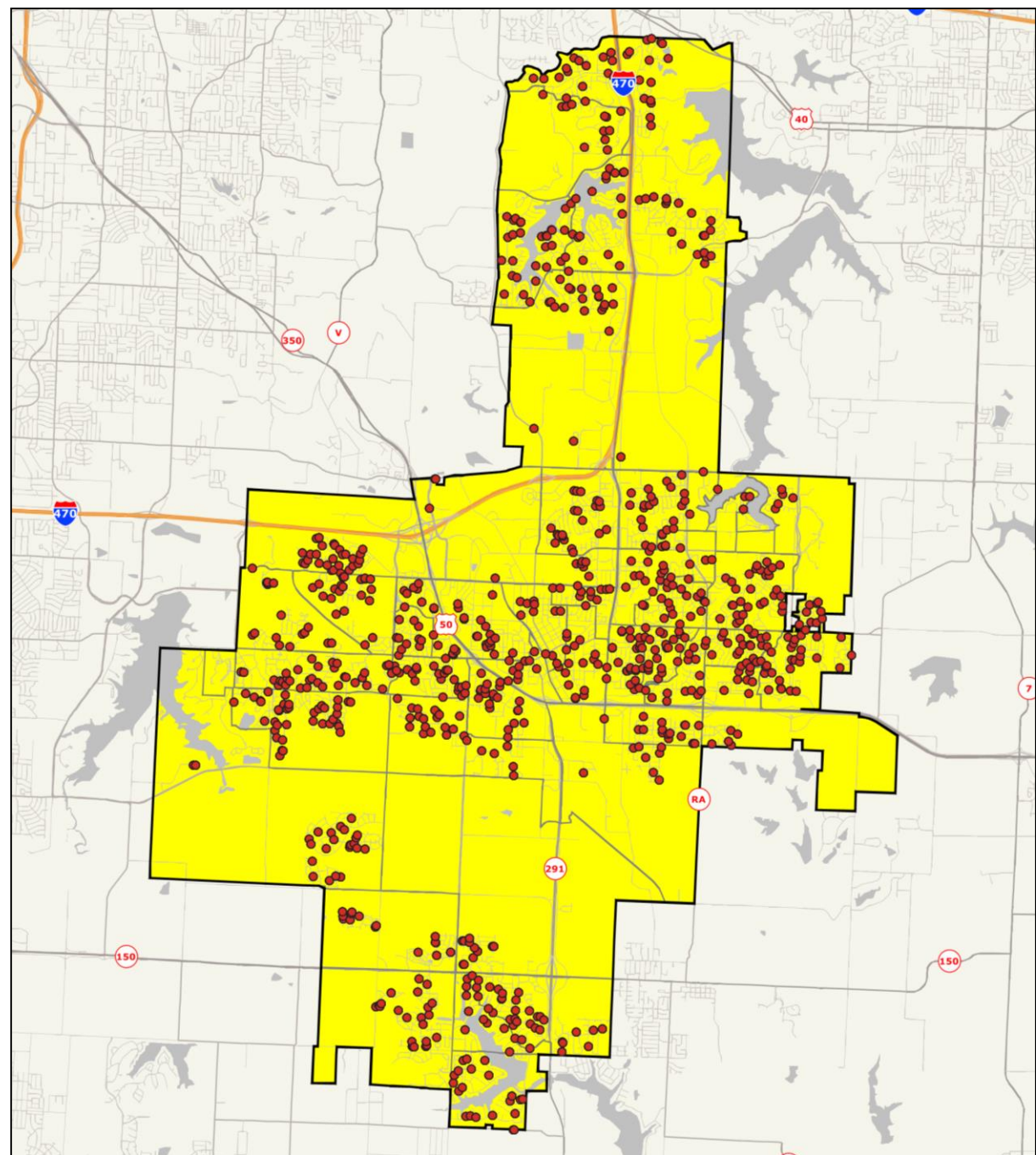
- **Goal:** 700 surveys
- **Actual:** 894 surveys

## **Margin of Error**

- +/- 3.3% at the 95% level of confidence

# Location of Survey Respondents

Good representation by of responses  
throughout the City



**2019 City of Lee's Summit Citizen Survey**

# Bottom Line Up Front

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## **Residents Have a Very Positive Perception of the City**

- 90% indicated they are satisfied with the quality of life in the City
- 78% indicated they are satisfied with the quality of services provided by the City

## **The City is Moving in the Right Direction**

- Satisfaction remained the same or improved in 50 of the 91 areas that were assessed between 2013 and 2019
- 15 areas that were assessed saw a significant increase of 3% or more between 2013 and 2019

## **Satisfaction with City Services is Much Higher in Lee's Summit Than Other Communities**

- The City rated 28% above the U.S. average and 7% above the KC Metro average in the overall quality of City Services
- The City rated the same or above the U.S. average in 49 of the 54 areas assessed
- The City rated the same or above the KC Metro average in 42 of the 54 areas assessed

## **Priorities for Improvement**

- Overall maintenance of streets, municipal buildings, and facilities
- Overall flow of traffic and congestion management
- Overall quality of police services

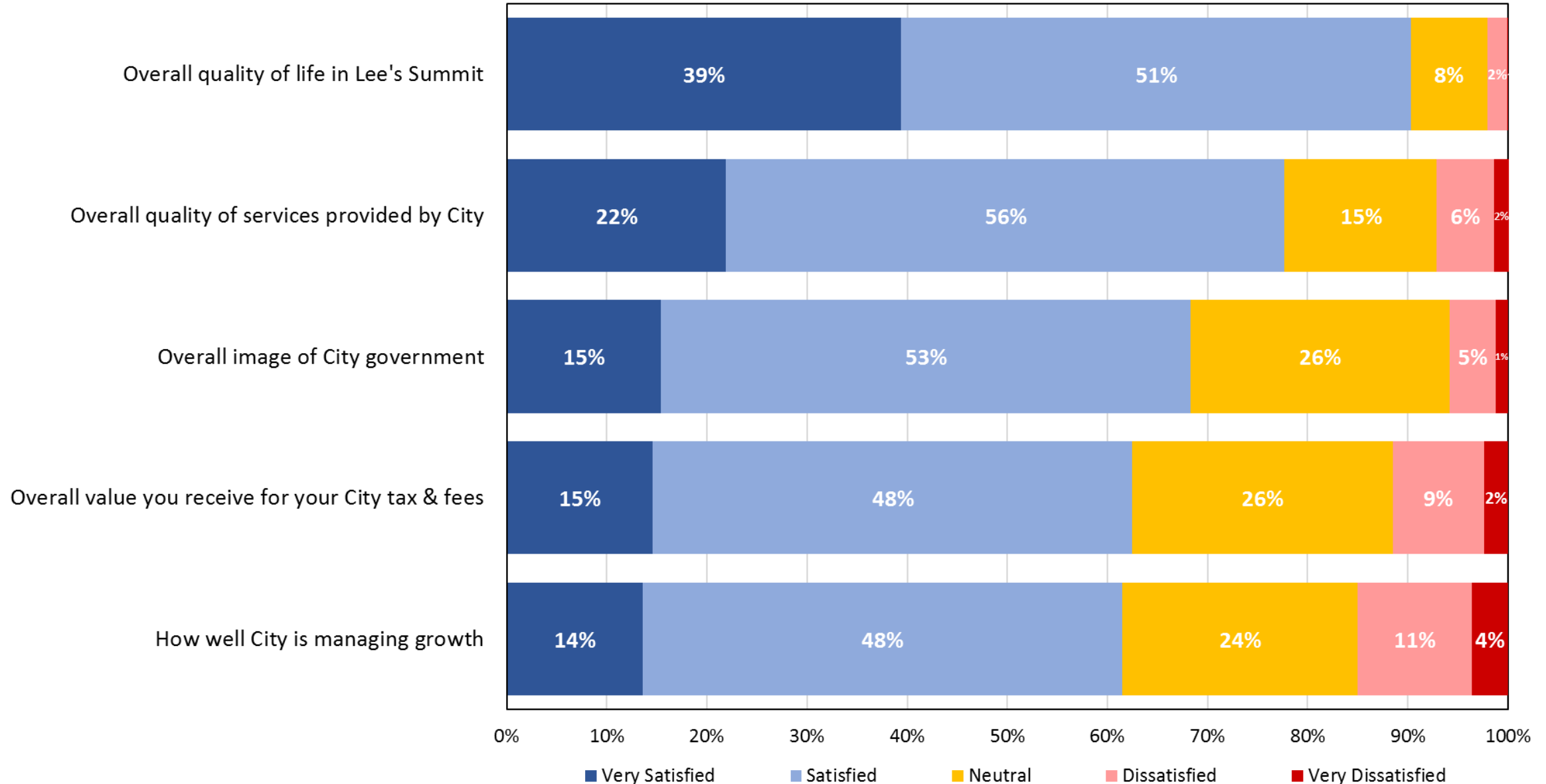
# Perceptions

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RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY

# Q1. Satisfaction with Perceptions of the Community

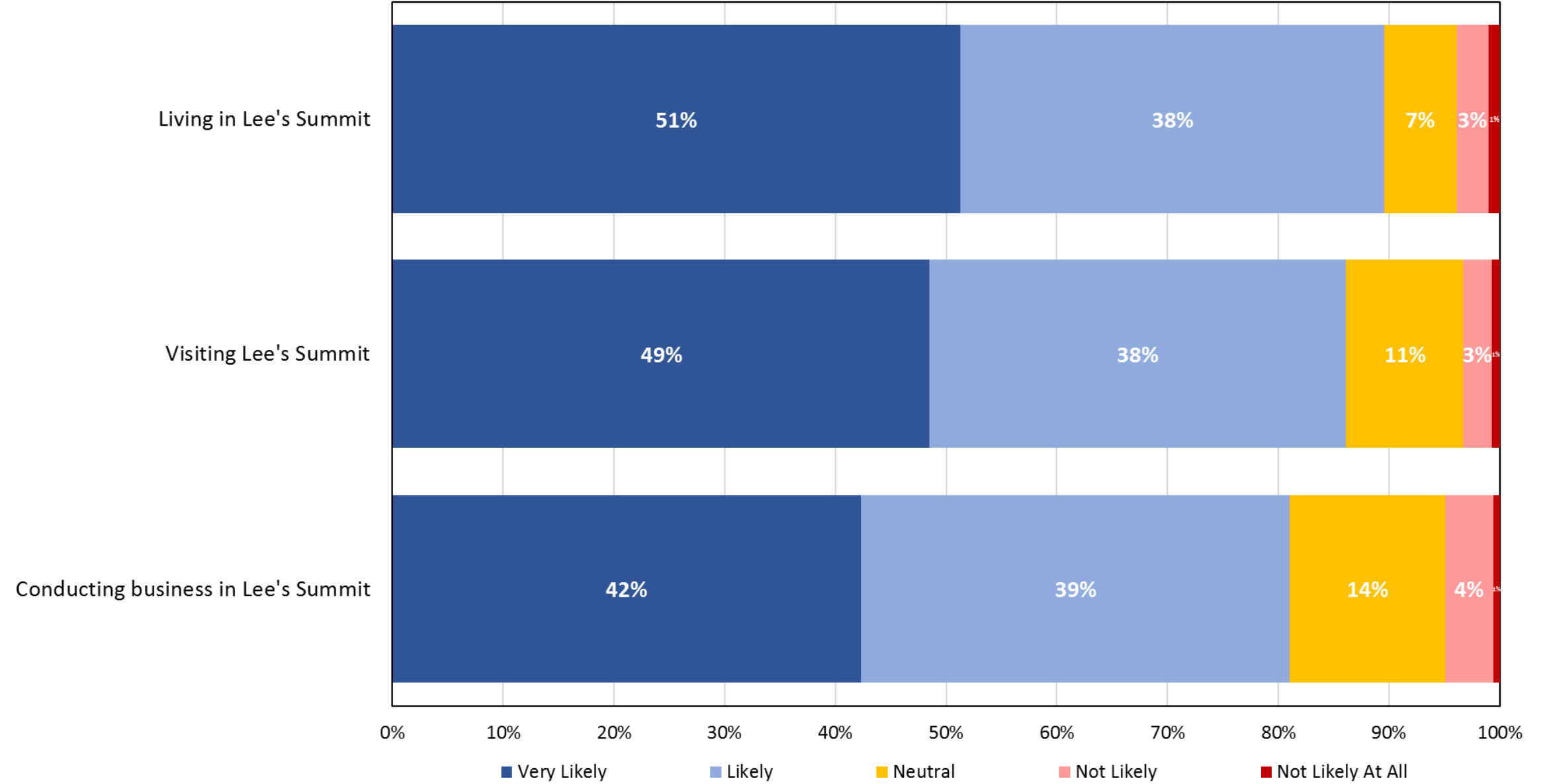
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Most residents indicated they are satisfied with all the items that may influence their perception of the City

# Q4. How Likely Respondent Household's Would Recommend the City in the Following Areas

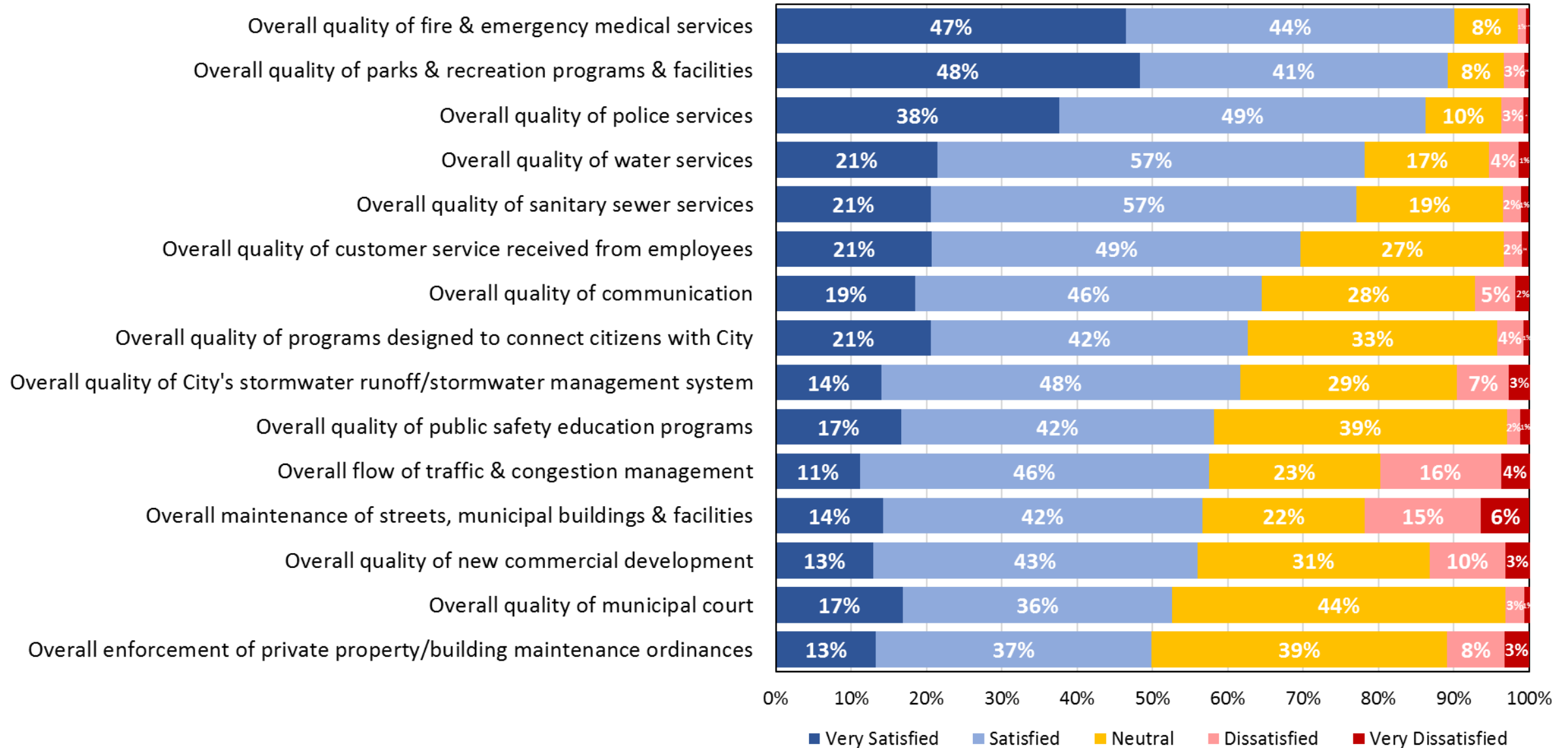
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Most respondents indicated they would be likely to recommend the City as a place to live, visit, and conduct business

## Q5. Satisfaction with the Quality of City Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



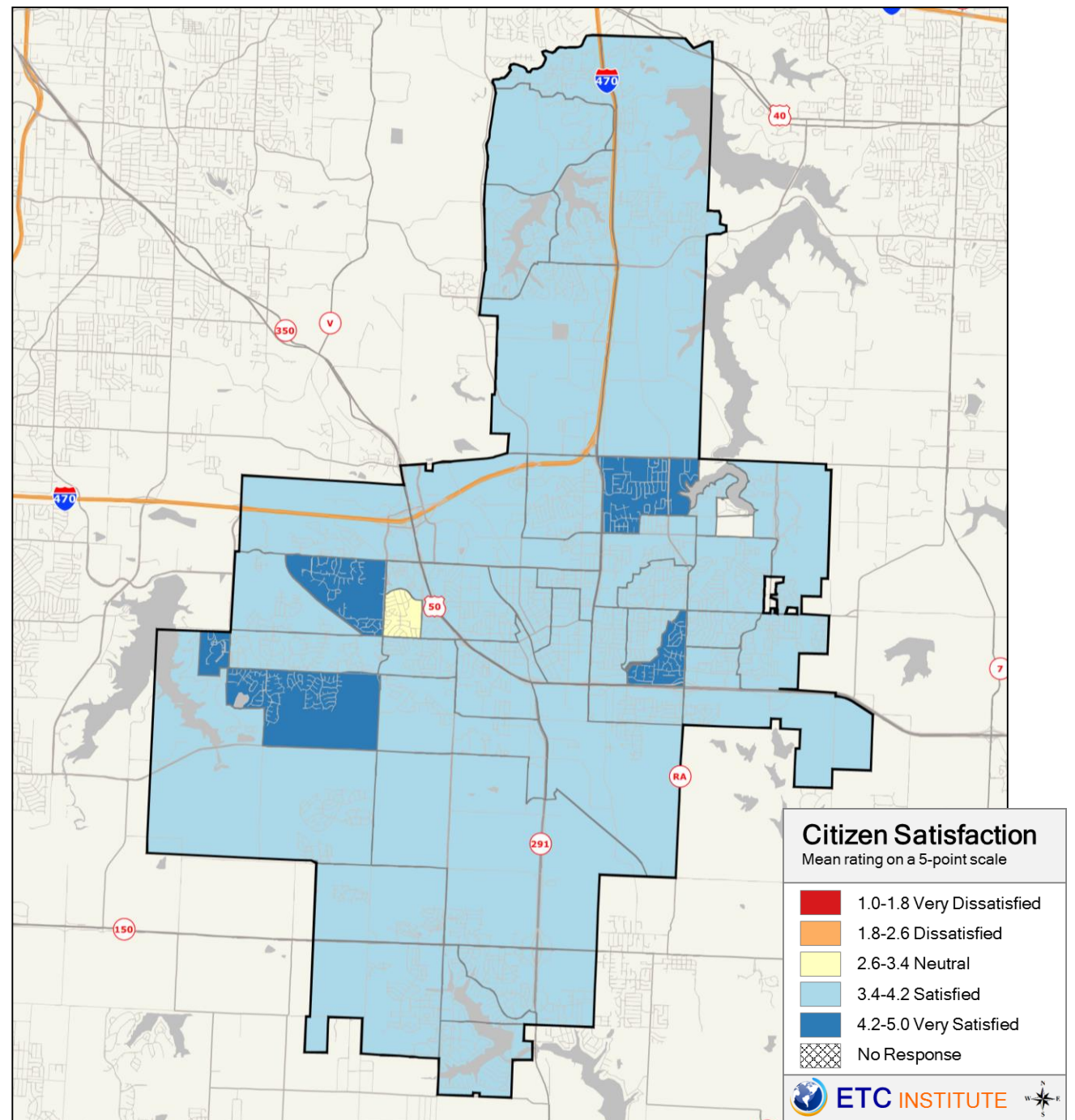
Dissatisfaction ratings were low for all 15 of the areas assessed, the top priorities for improvement received the highest levels of dissatisfaction



# Overall Quality of Services Provided by the City

Most areas of the map are in blue

The City is equitably providing services to all residents regardless of the location

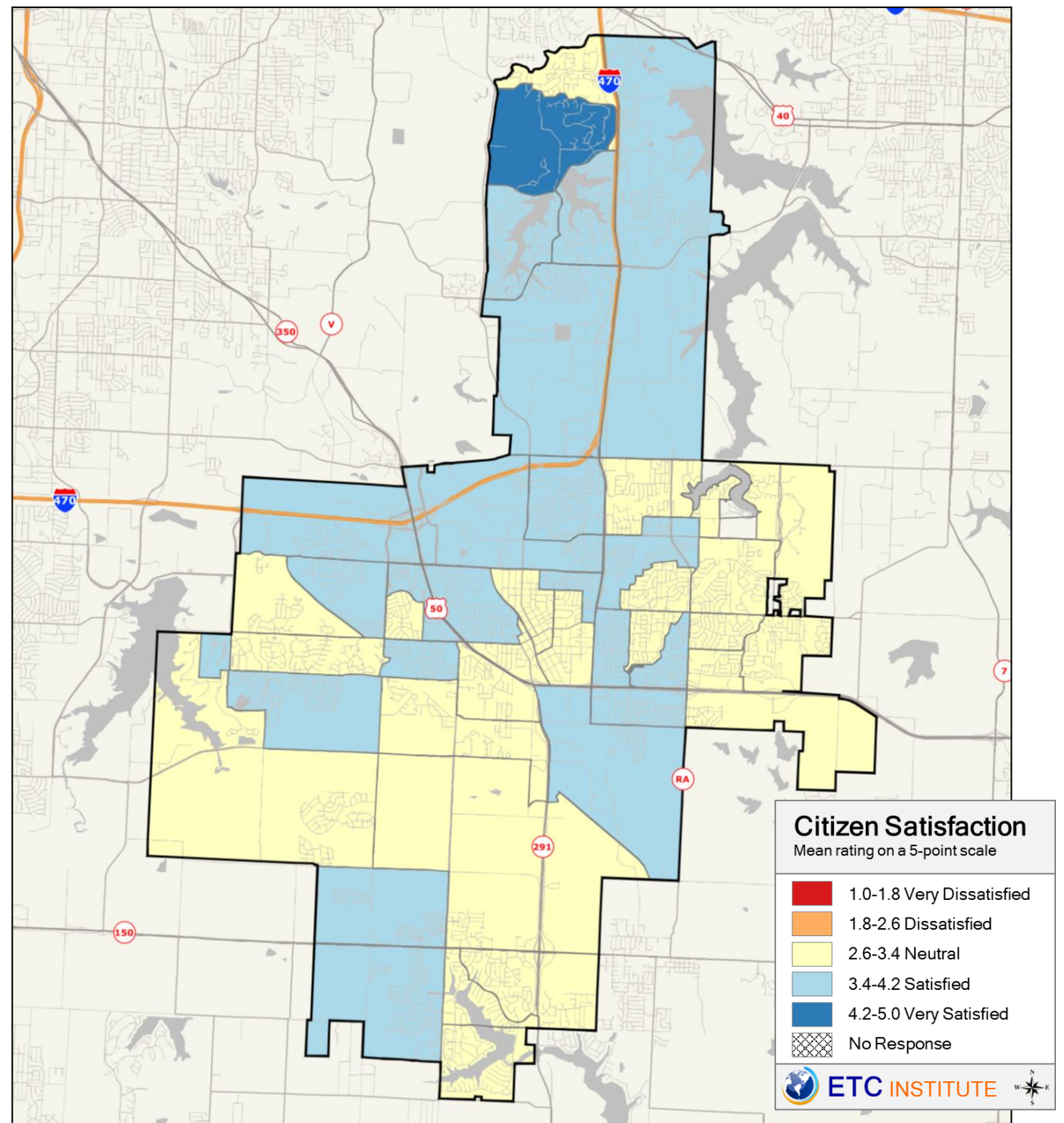


# Overall maintenance of streets, municipal buildings, and facilities

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need

Areas in blue indicate higher levels of satisfaction



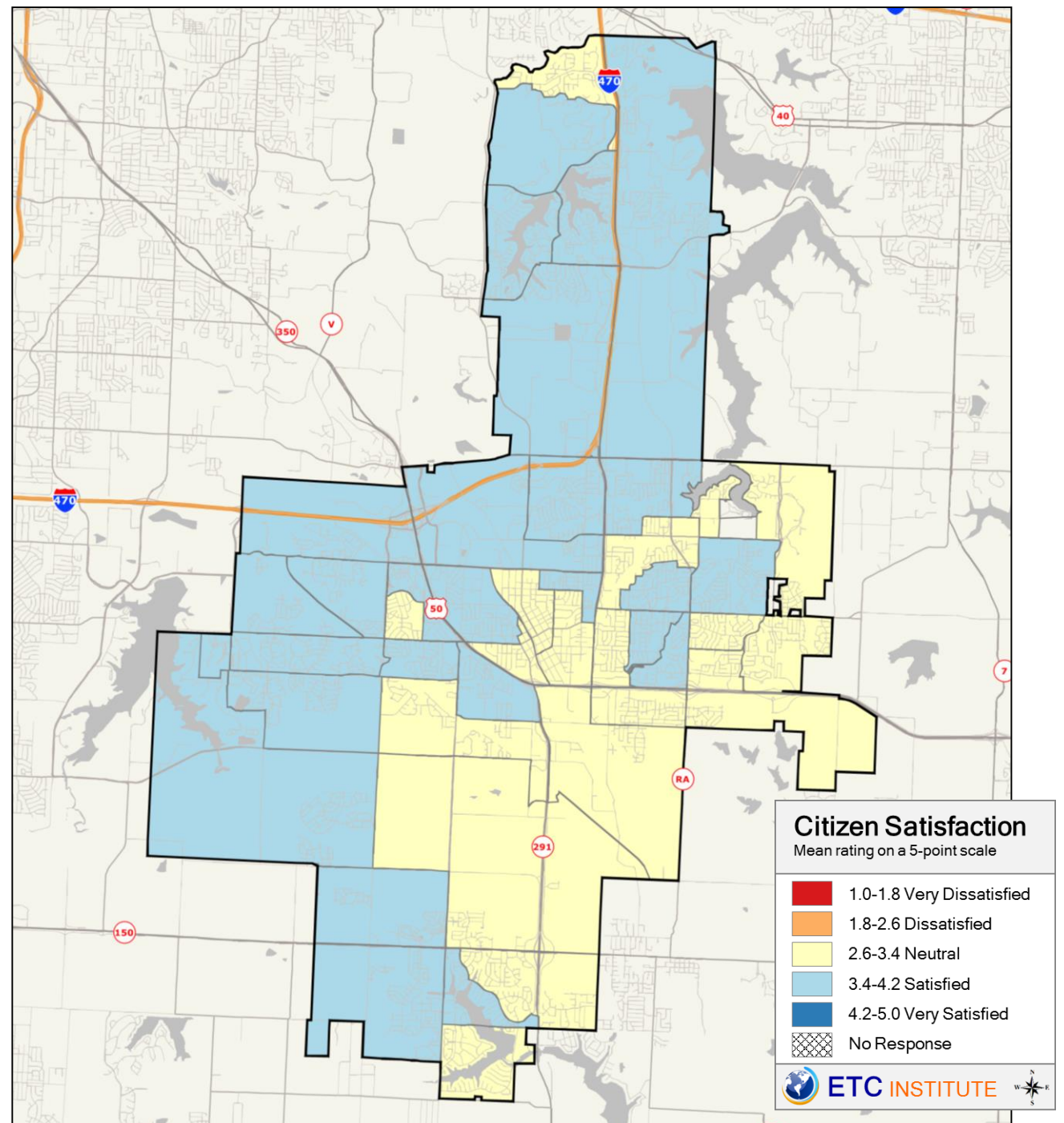


# Overall flow of traffic and congestion management

This item was determined to be the second highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need

Areas in blue indicate higher levels of satisfaction

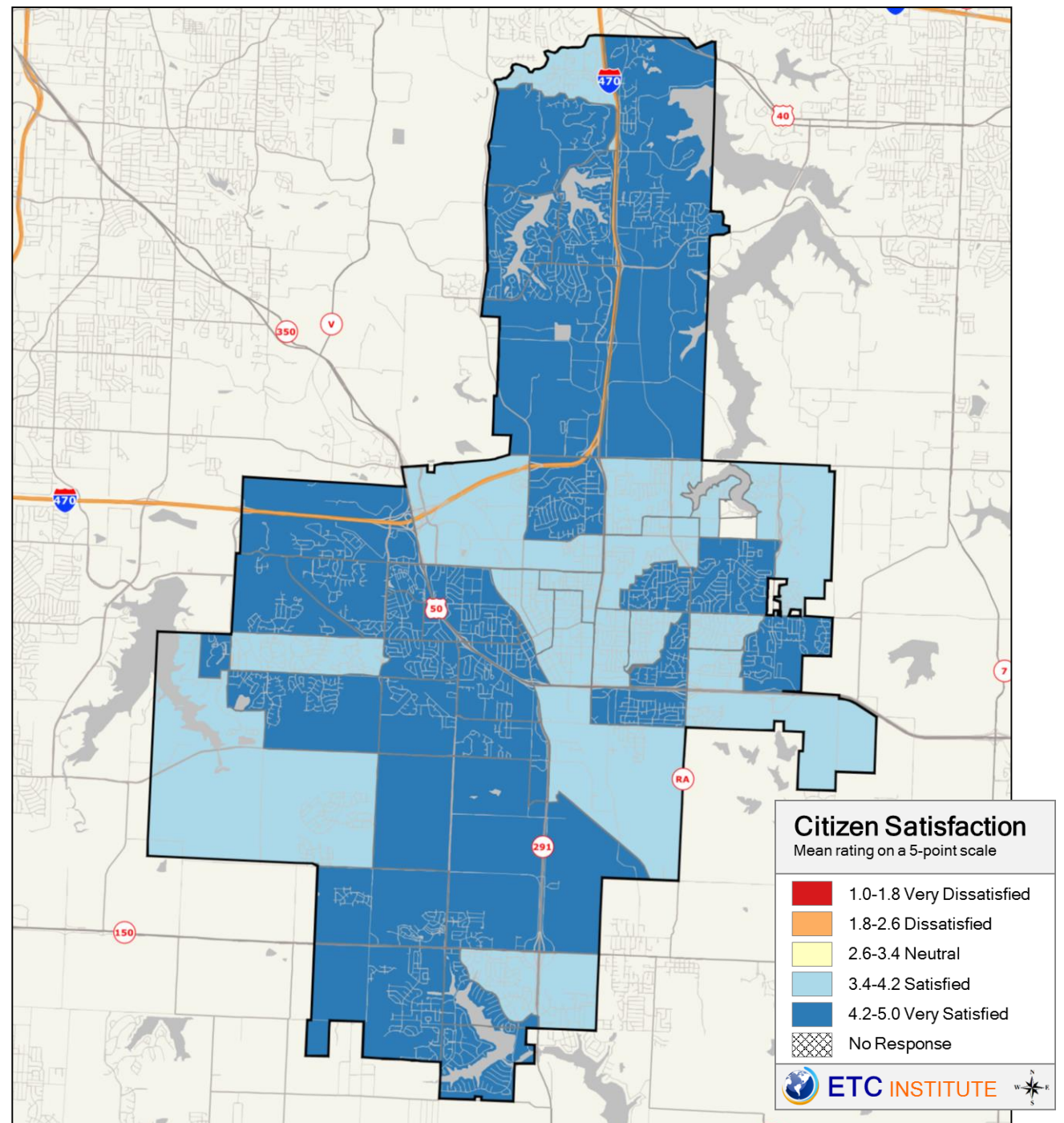


# Overall quality of police services

This item was determined to be the third highest priority for improvement based on the Importance-Satisfaction Analysis

All areas are in blue, which indicates that overall satisfaction with this service is high

Residents indicated this service was one of the most important for the City to provide



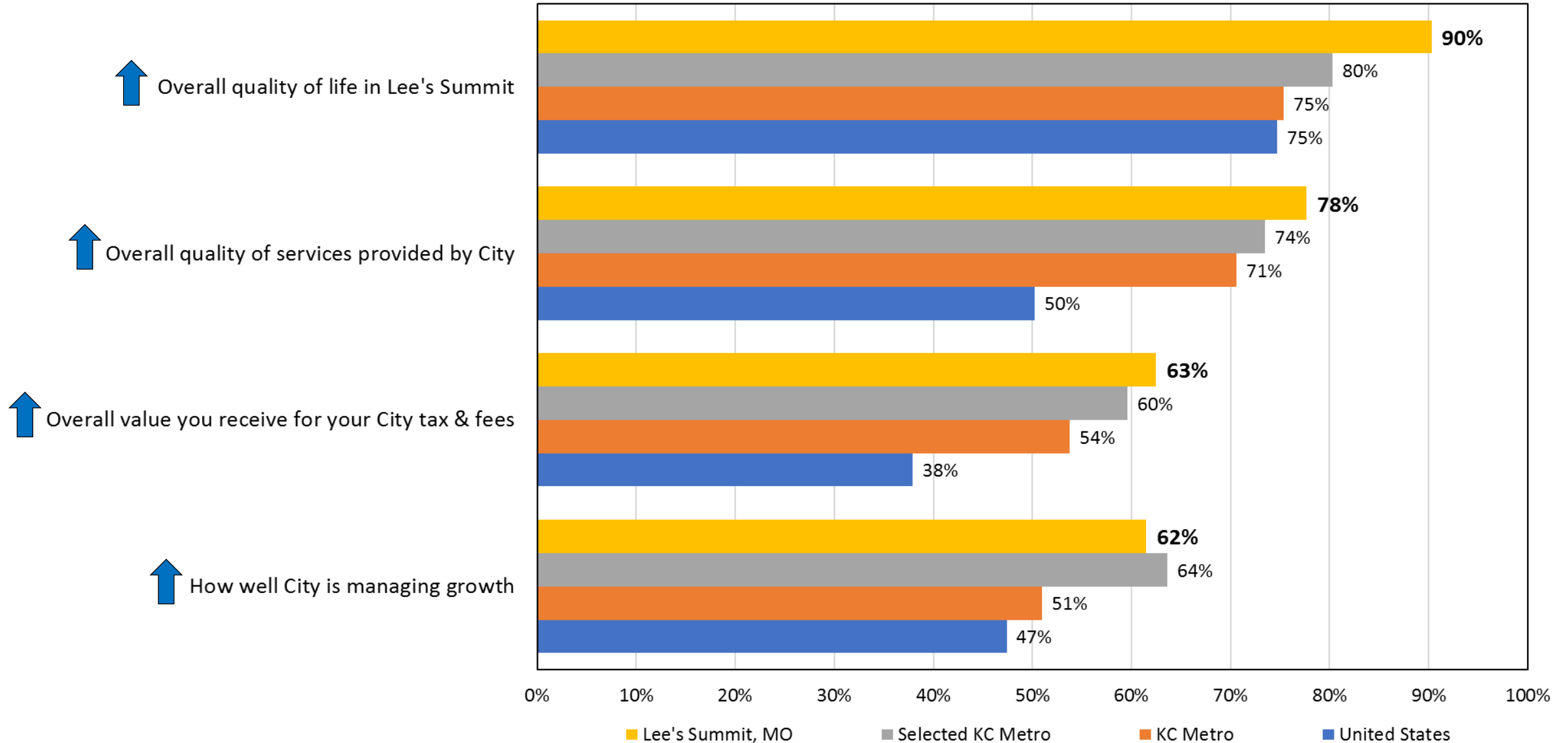
# Benchmarks

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LEE'S SUMMIT RATES SIGNIFICANTLY HIGHER THAN OTHER  
COMMUNITIES

# Q1. Satisfaction with Perceptions of the Community

by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale

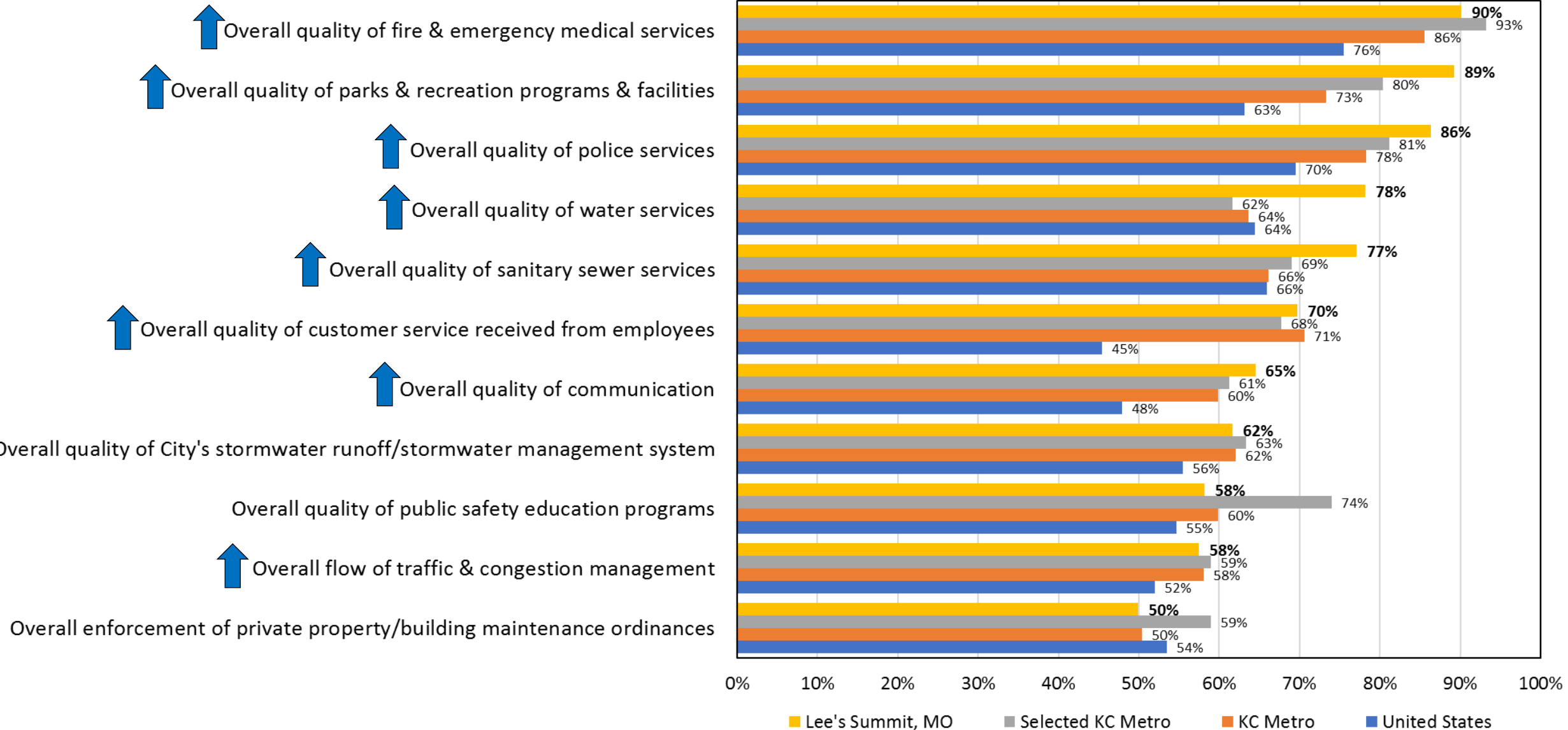


Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# Q5. Satisfaction with the Quality of City Services

by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale



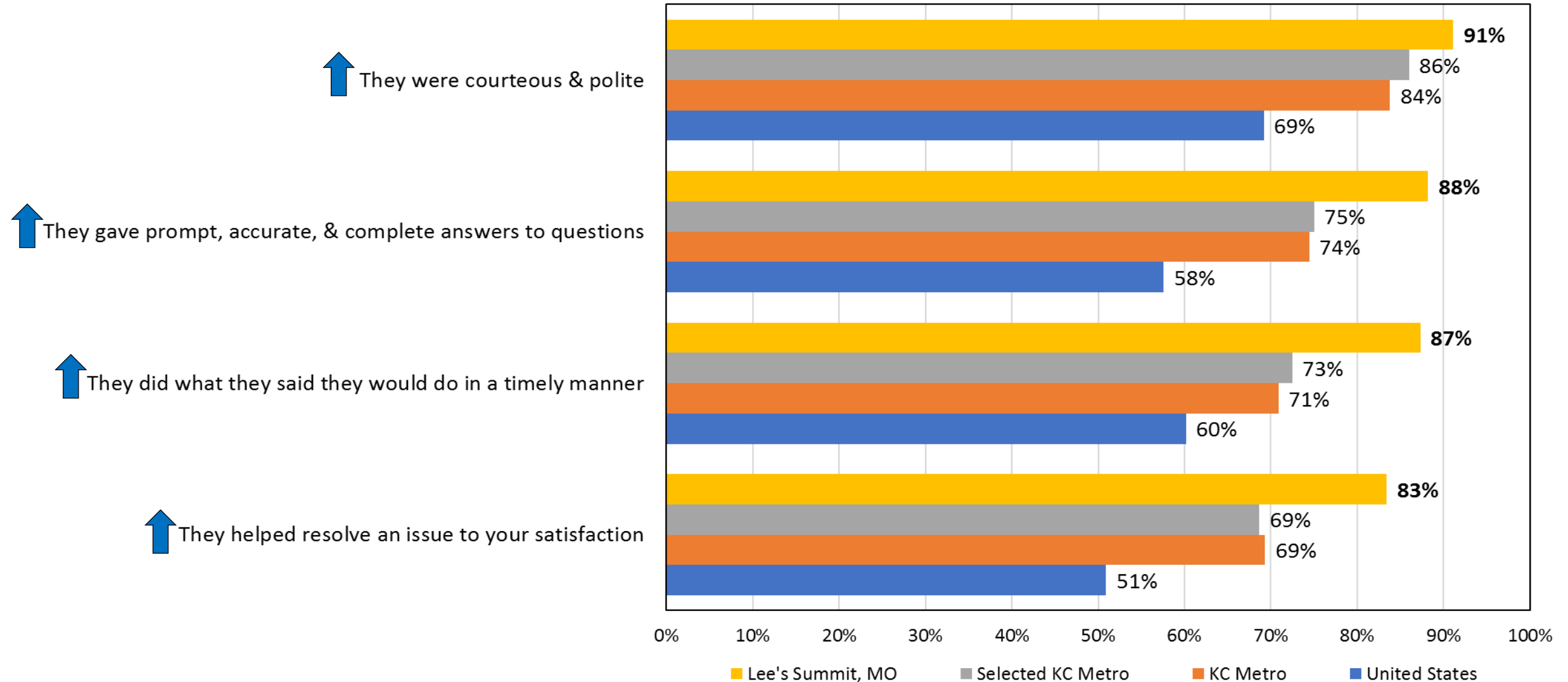
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓



# Q24c. Respondents' Perception of the Quality of Customer Service Received from City Employees

*by percentage of respondents who rated the item as a 4 to 5 on a 5-point scale*



Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓



# Priorities for Investment

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IMPORTANCE-SATISFACTION ANALYSIS

# 2019 Importance-Satisfaction Rating

## City of Lee's Summit, Missouri

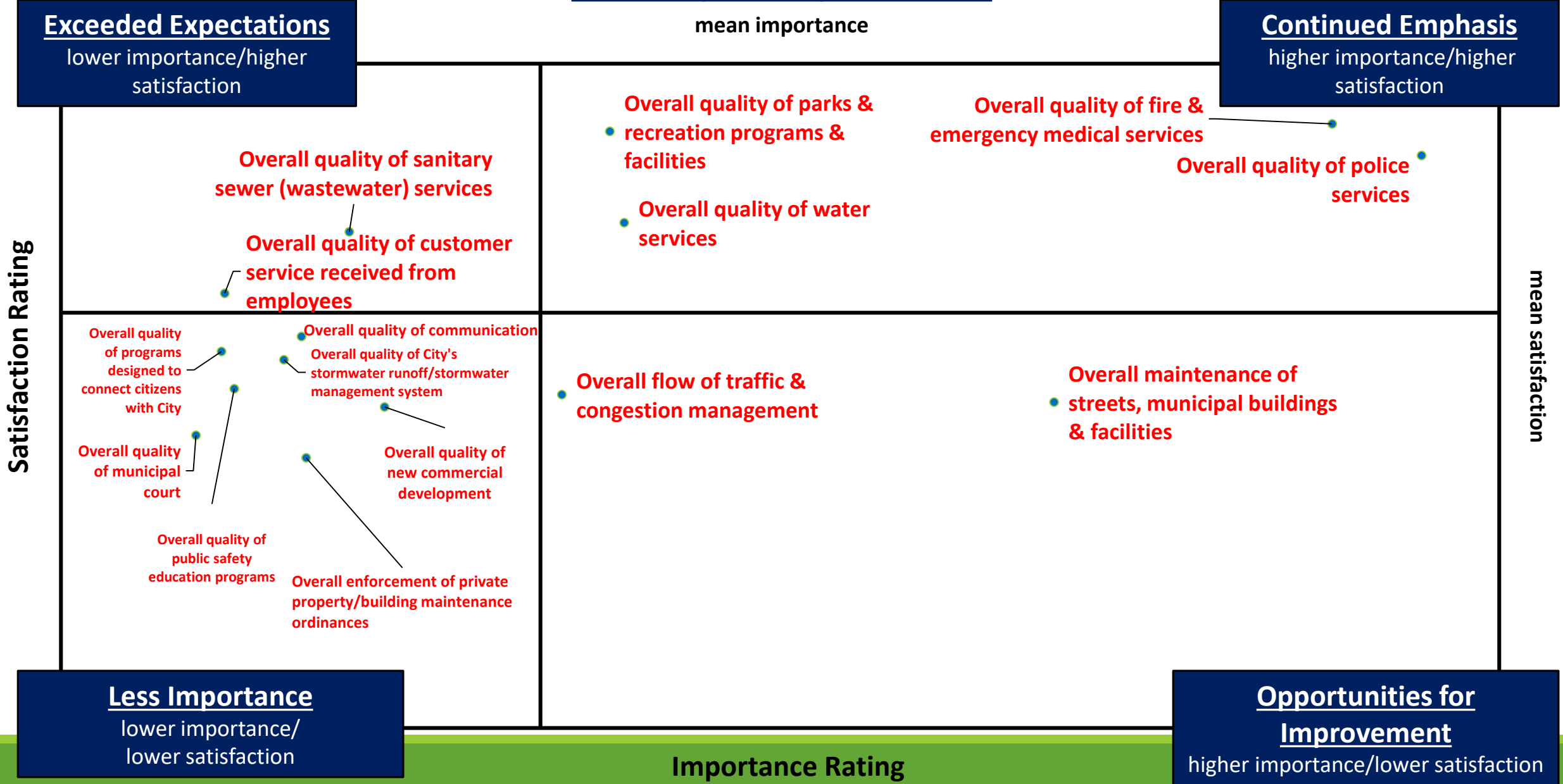
### Quality of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Overall maintenance of streets, municipal buildings & facilities	57%	3	57%	11	0.2452	1
Overall flow of traffic & congestion management	26%	4	58%	10	0.1092	2
Overall quality of police services	80%	1	86%	3	0.1089	3
Overall quality of fire & emergency medical services	74%	2	90%	1	0.0732	4
Overall quality of water services	30%	5	78%	4	0.0645	5
Overall quality of new commercial development	15%	7	56%	12	0.0642	6
Overall enforcement of private property/building maintenance ordinances	10%	8	50%	13	0.0486	7
Overall quality of communication	9%	12	65%	6	0.0334	8
Overall quality of City's stormwater runoff/stormwater management system	8%	11	62%	8	0.0318	9
Overall quality of parks & recreation programs & facilities	29%	6	89%	2	0.0310	10
Overall quality of sanitary sewer (wastewater) services	12%	9	77%	14	0.0284	11
Overall quality of public safety education programs	5%	10	58%	9	0.0217	12
Overall quality of programs designed to connect citizens with City	4%	13	63%	7	0.0164	13
Overall quality of customer service received from employees	5%	14	70%	5	0.0139	14
Overall quality of municipal court	3%	15	53%	15	0.0133	15

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

# 2019 City of Lee's Summit Citizen Survey Importance-Satisfaction Assessment Matrix

## - Quality of City Services-



# Questions?

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# City of Lee's Summit Water Utility Survey

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PRESENTED BY ETC INSTITUTE



# Methodology

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## **Survey Description**

- Second Community Survey conducted for the City by ETC Institute, first conducted in 2010

## **Method of Administration**

- By mail and online to random sample of households in the Water Utility service area
- Each survey took approximately 15-20 minutes to complete

## **Sample Size**

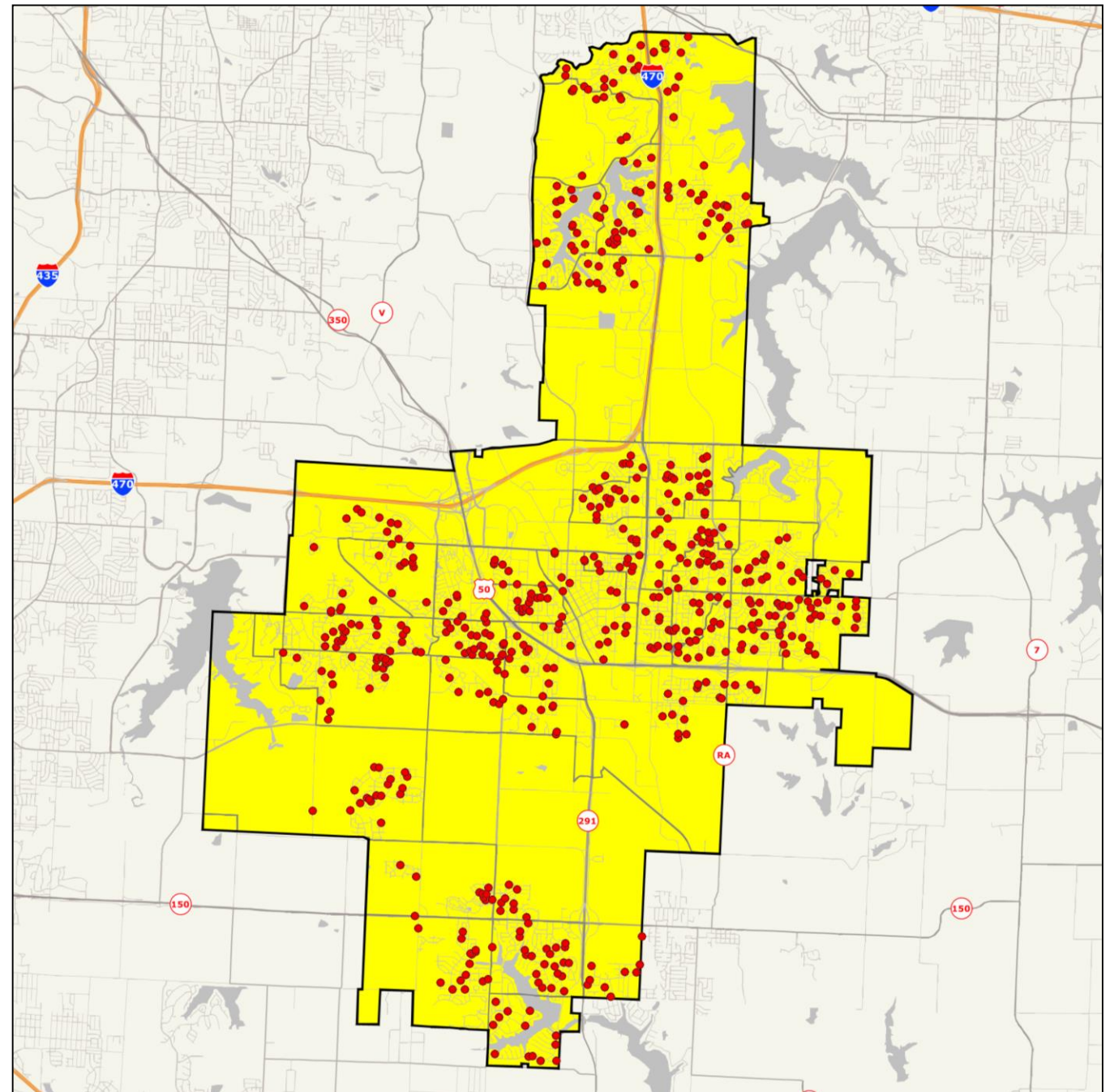
- **Goal:** 400 surveys
- **Actual:** 605 surveys

## **Margin of Error**

- +/- 3.98% at the 95% level of confidence

# Location of Survey Respondents

Good representation by of responses  
throughout the service area



**2019 City of Lee's Summit Water Utility Customer Satisfaction Survey**

# Bottom Line Up Front

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## **Water Utility Staff Are Setting the Standard for Customer Service**

- Staff are outperforming similar organizations when it comes to the overall customer service experience

## **Satisfaction with Water Utility Services is Very High**

- Over half of all respondents gave positive ratings when asked to rate their satisfaction with WU services

## **Priorities for Improvement**

- Water service charges
- How well Water Utility plans for future water and sanitary sewer needs
- Safety of drinking water



### Water Utility Survey Benchmarks

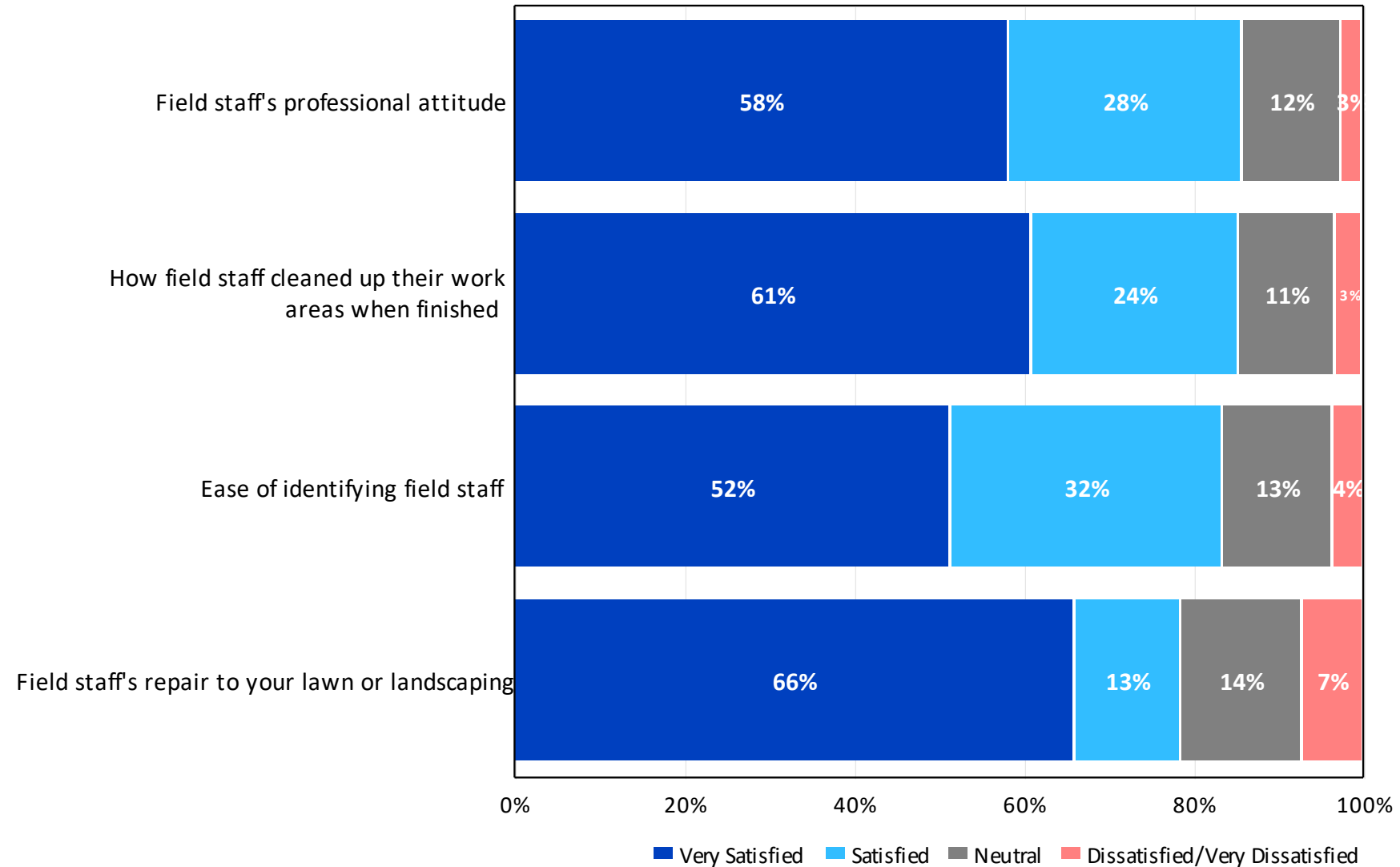
Percentages reflect the combined percentages for positive ratings of "very satisfied" and "satisfied"

Customer Service from Watuer Utility Department Staff	WU 2019	U.S. Average	KS/MO Average	WaterOne 2019	KC Water 2018
Politeness & courteousness of staff	87%	69%	73%	81%	71%
Technical competence & knowledge of staff	87%	58%	64%	87%	62%
Overall responsiveness to your request, question, or concern	86%	60%	57%	78%	62%
How easy the department staff was to contact	86%	65%	73%	84%	61%
Overall resolution to your issue or request	85%	51%	42%	81%	59%

The WU is setting the standard for all areas of customer service that were rated on the survey

## Q6a. Satisfaction with Recent Observations of Water Utility Department Field Staff

by percentage of respondents who indicated they observed a Water Utility Department field staff member during the past two years



Source: ETC Institute (2019)

Field staff also received very high levels of satisfaction among respondents who observed them during the past two years

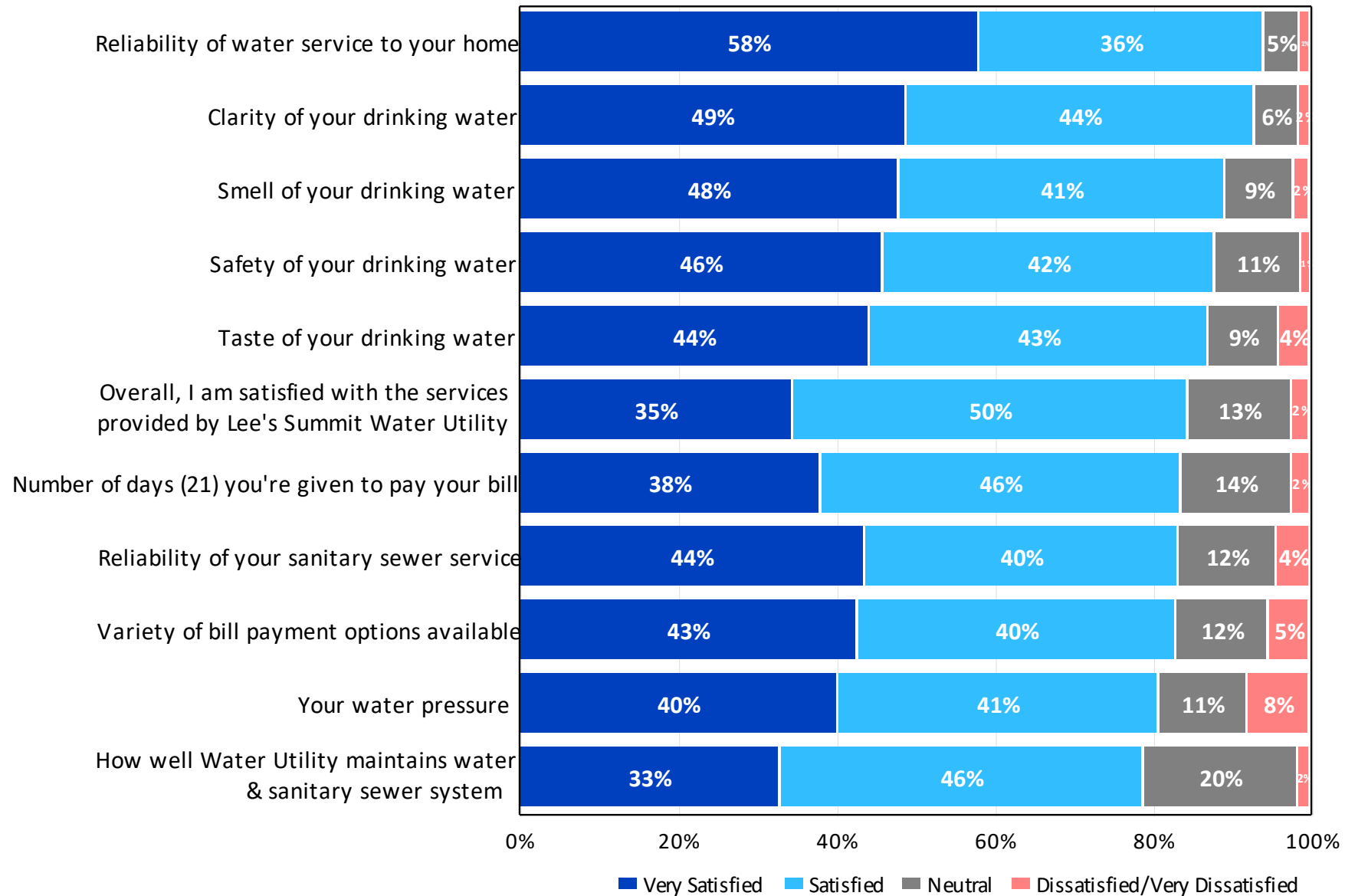
# Perceptions

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RESPONDENTS HAVE A POSITIVE PERCEPTION OF WATER UTILITY SERVICES

# Q11. Satisfaction with Water Utility Department Services

by percentage of respondents

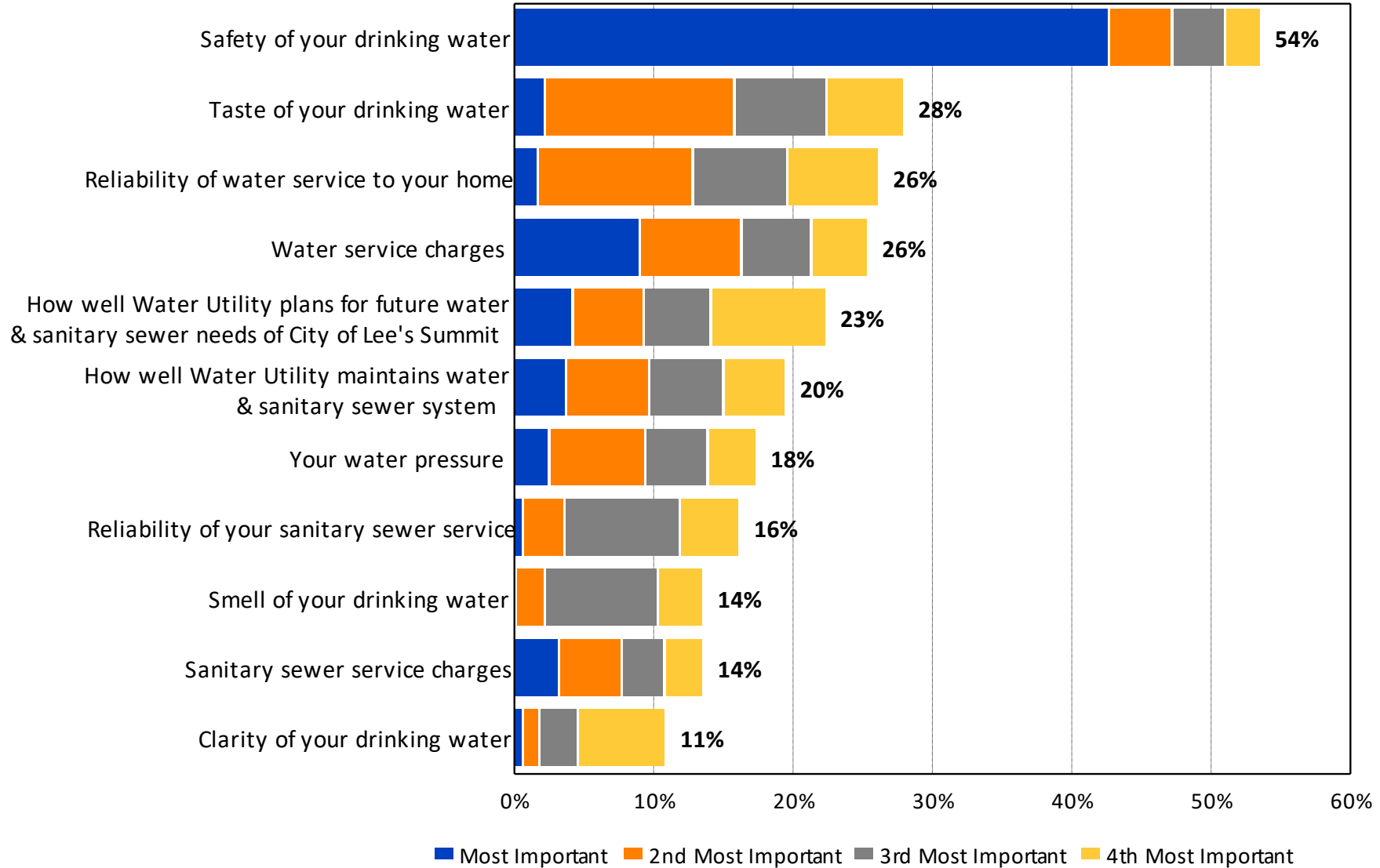


Source: ETC Institute (2019)

Most respondents are satisfied with all aspects of services the Water Utility provides

## Q12. Service Items Respondents Think Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2019)

Safety of drinking water is the most important item for respondents

# Questions?

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THANK YOU

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