

City of Springfield
Community Survey
Findings Report

Presented by

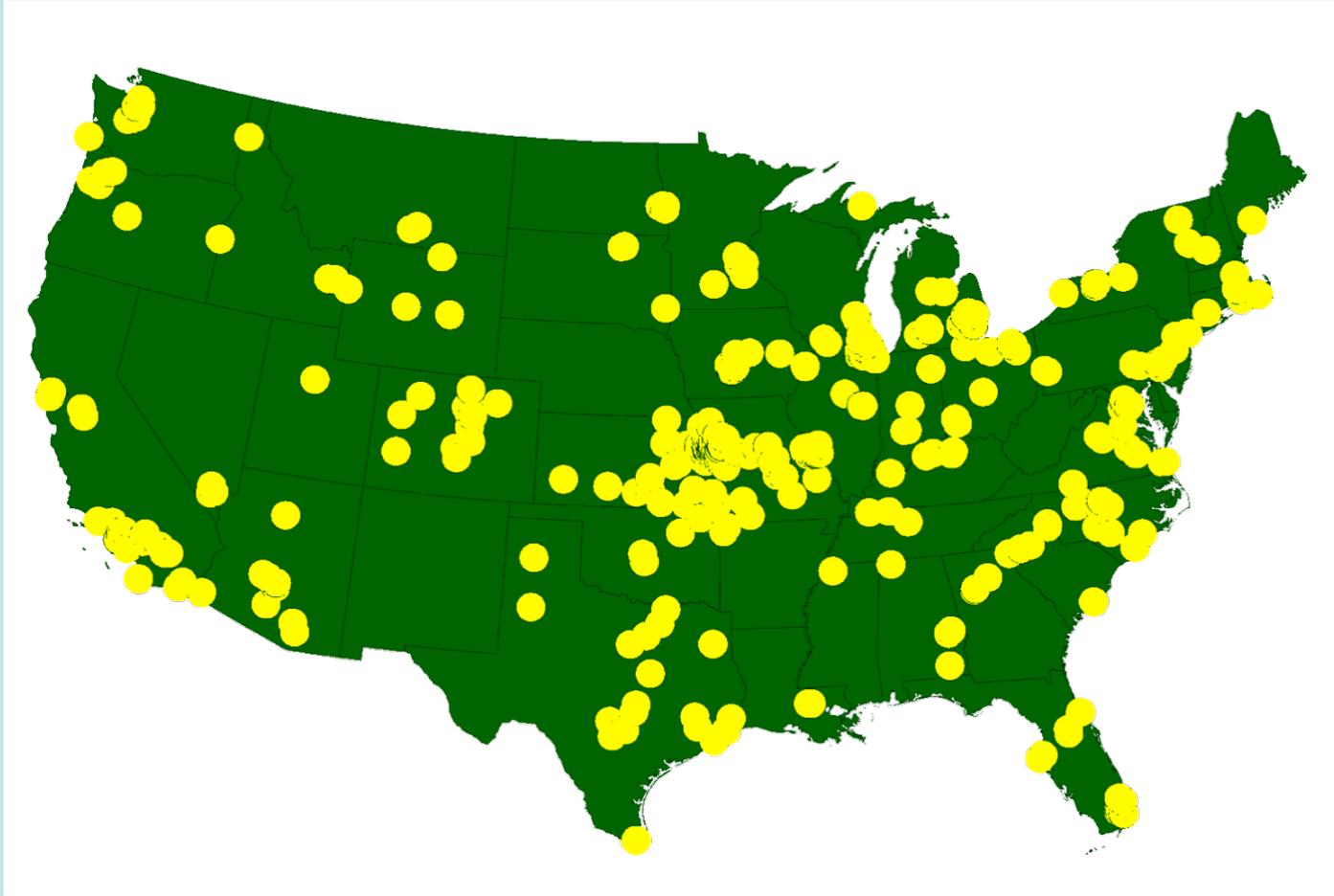
ETC Institute

August 2014



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organizational performance for more than 30 years



More than 1,850,000 Persons Surveyed Since 2006 for
more than 700 cities in 49 States

Agenda

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

Purpose

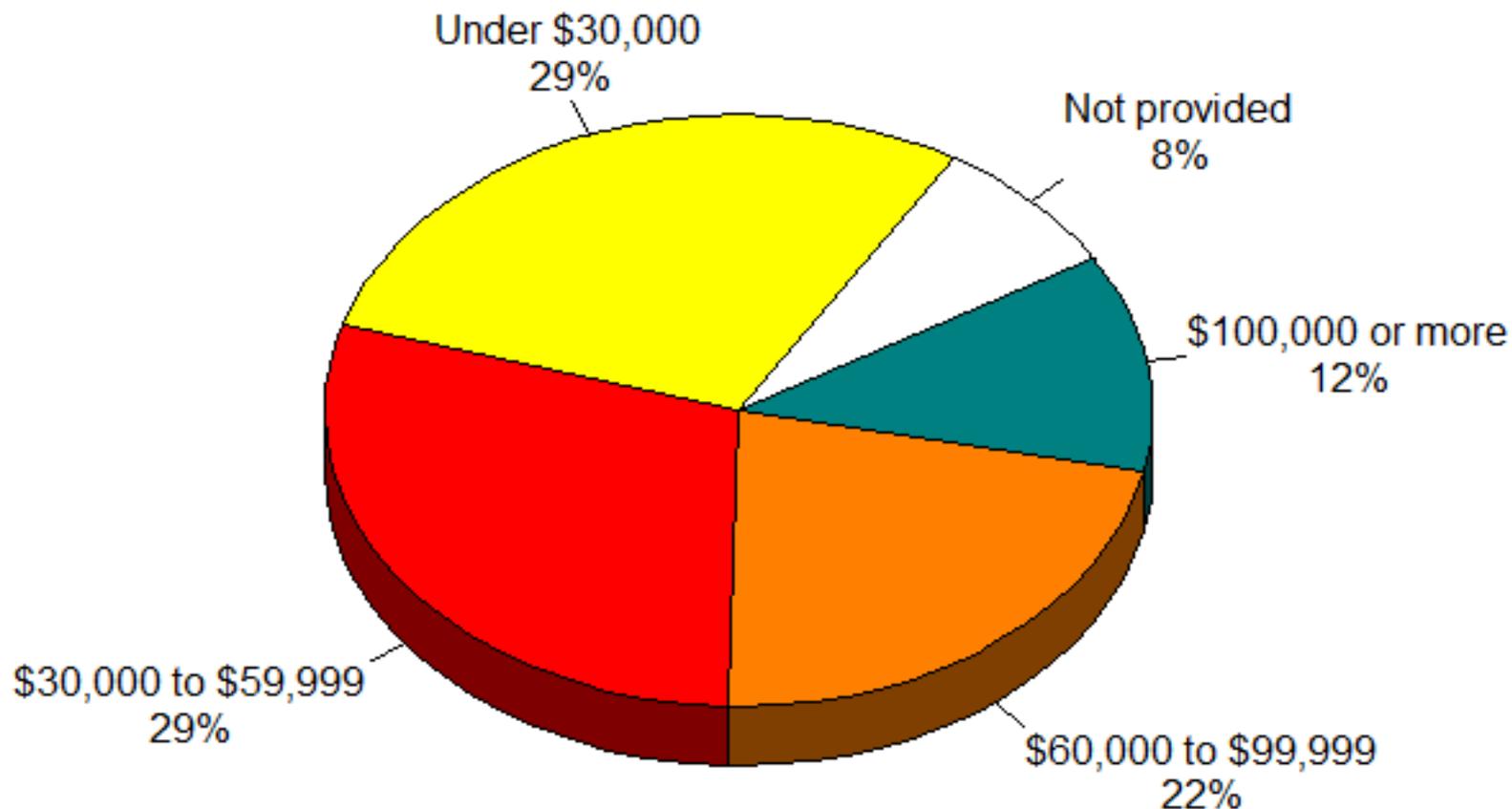
- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from 2008 to 2014**
- **To gather input from residents to help set budget priorities**
- **To compare Springfield's performance with other cities**

Methodology

- **Survey Description**
 - included most of the same questions that were asked in previous surveys
- **Method of Administration**
 - mailed to a random sample of Springfield residents
 - phone follow-ups were completed approximately a week later
 - survey took approximately 15-20 minutes to complete
- **Sample size:**
 - Goal was 800 completed surveys
 - Actual was 932 completed surveys
- **Confidence level: 95%**
- **Margin of error: +/- 3.2% overall**

Annual Household Income

by percentage of respondents

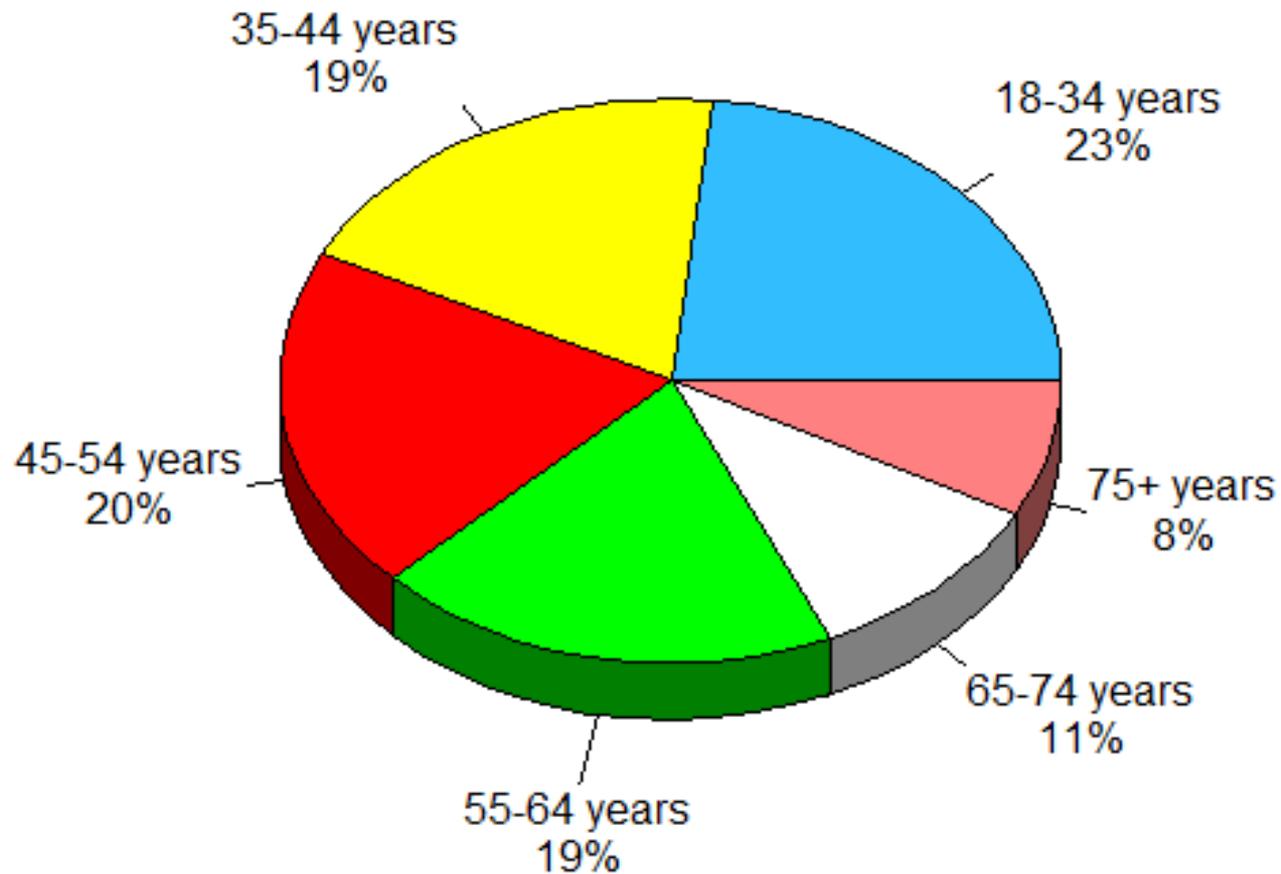


Good Representation By INCOME

Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

Age of Respondents

by percentage of respondents

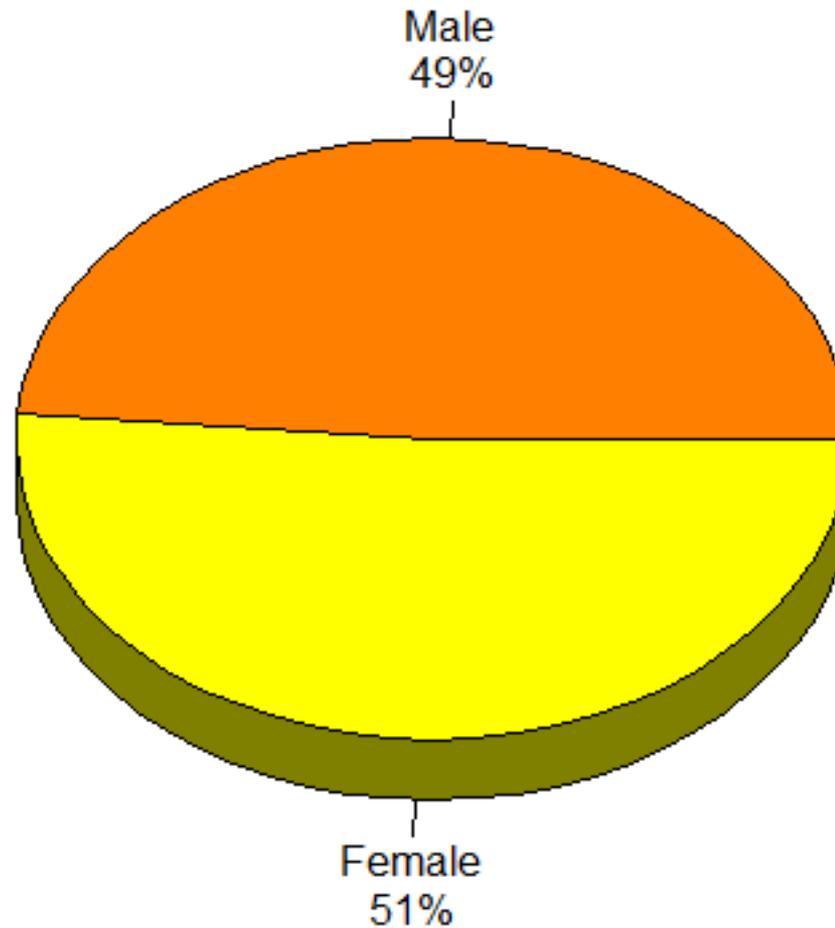


Good Representation By AGE

Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

Gender of Respondents

by percentage of respondents

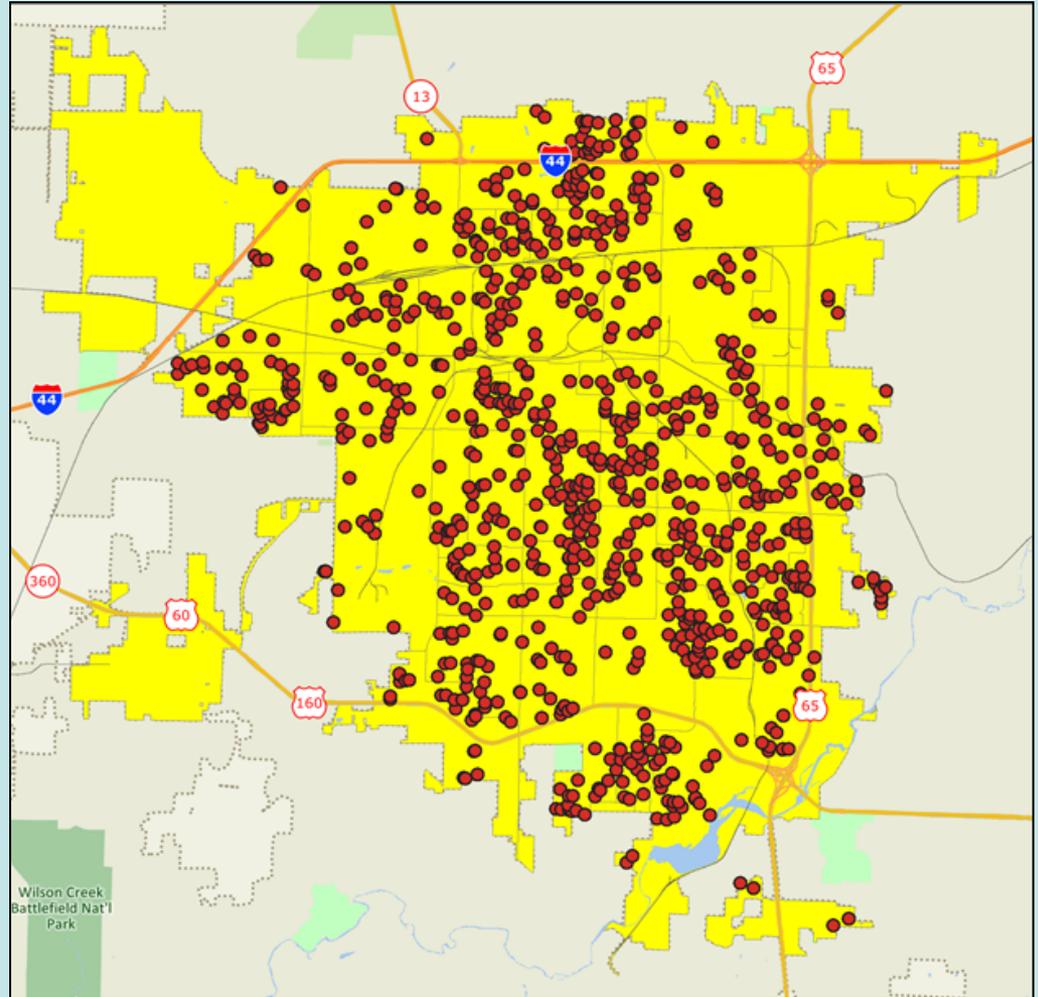


Good Representation By GENDER

Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

City of Springfield 2014 Community Survey

Location of Respondents



Good Representation By LOCATION

Bottom Line Up Front

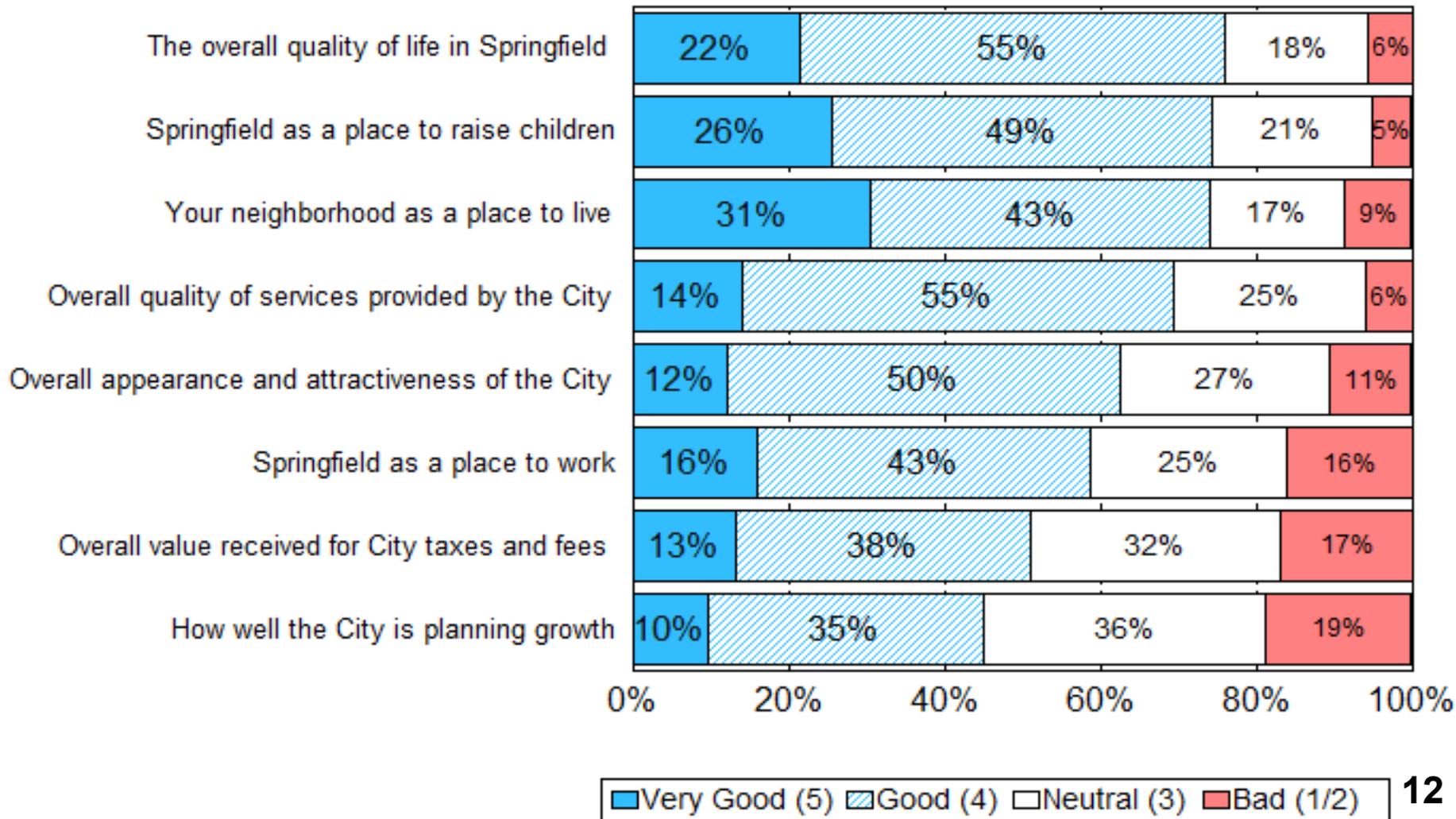
- Overall, the City of Springfield is Moving in the Right Direction
 - The Composite Customer Satisfaction Index for the City improved 1 point from 2011 while the national index decreased by 2 points during the same period
 - Satisfaction ratings improved or stayed the same in the majority of areas that were rated in 2011 and 2014
- Overall Satisfaction with City services rated 15% above the KS/MO Average and 12% above the National Average
- If the City wants to see its overall satisfaction rating increase, the City should emphasize improvements to Traffic Flow, the Maintenance of City Streets and Public Safety over the next 2-3 years.

Major Findings: #1

Residents Generally Have a Positive Perception of the City

Perceptions of the City

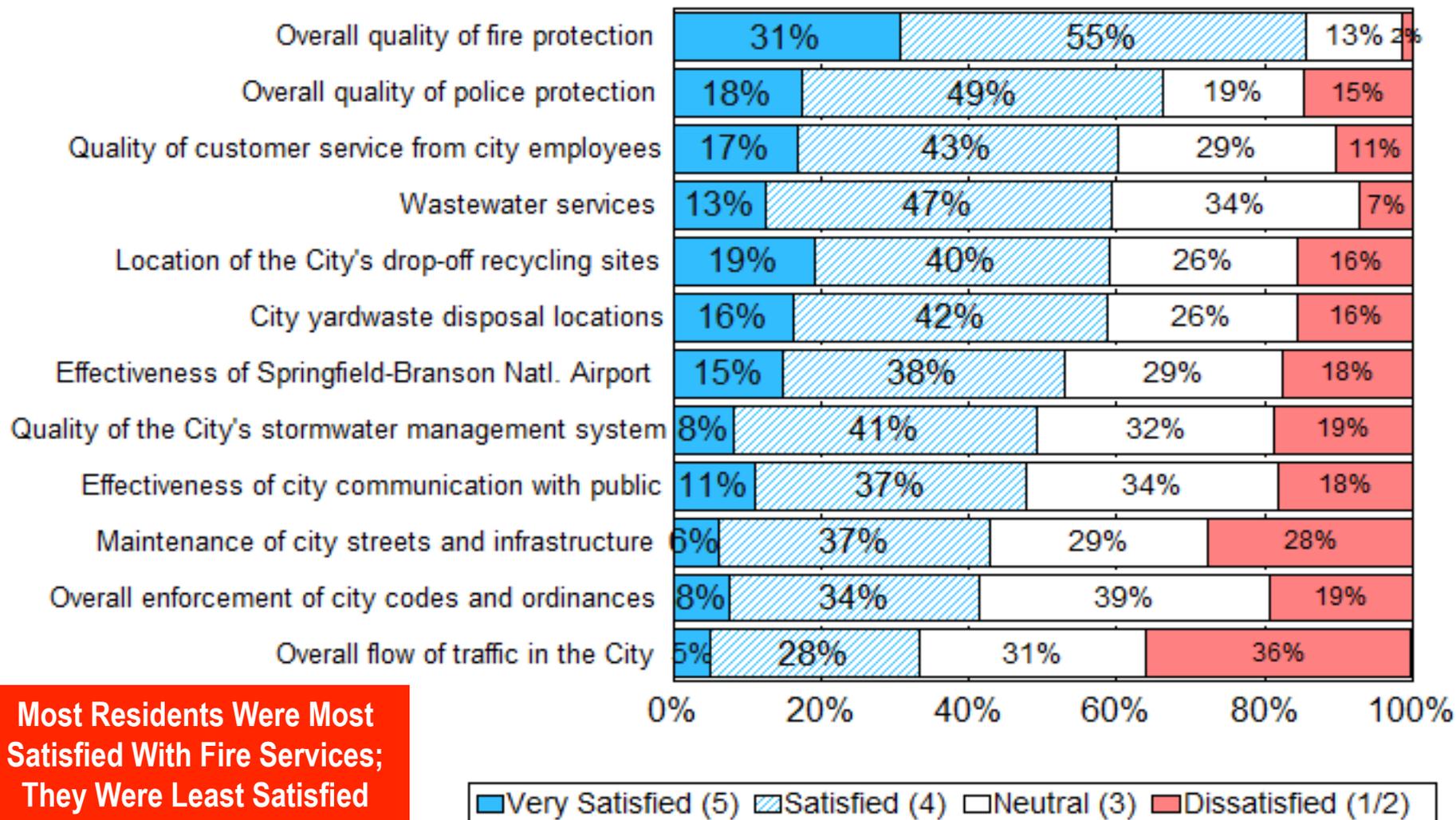
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Only 6% of Residents Surveyed Were Dissatisfied With the Overall Quality of Services; Residents are 3 times more likely to be satisfied (51%) with the value of taxes than they are to be dissatisfied (17%)

Overall Satisfaction with City Services

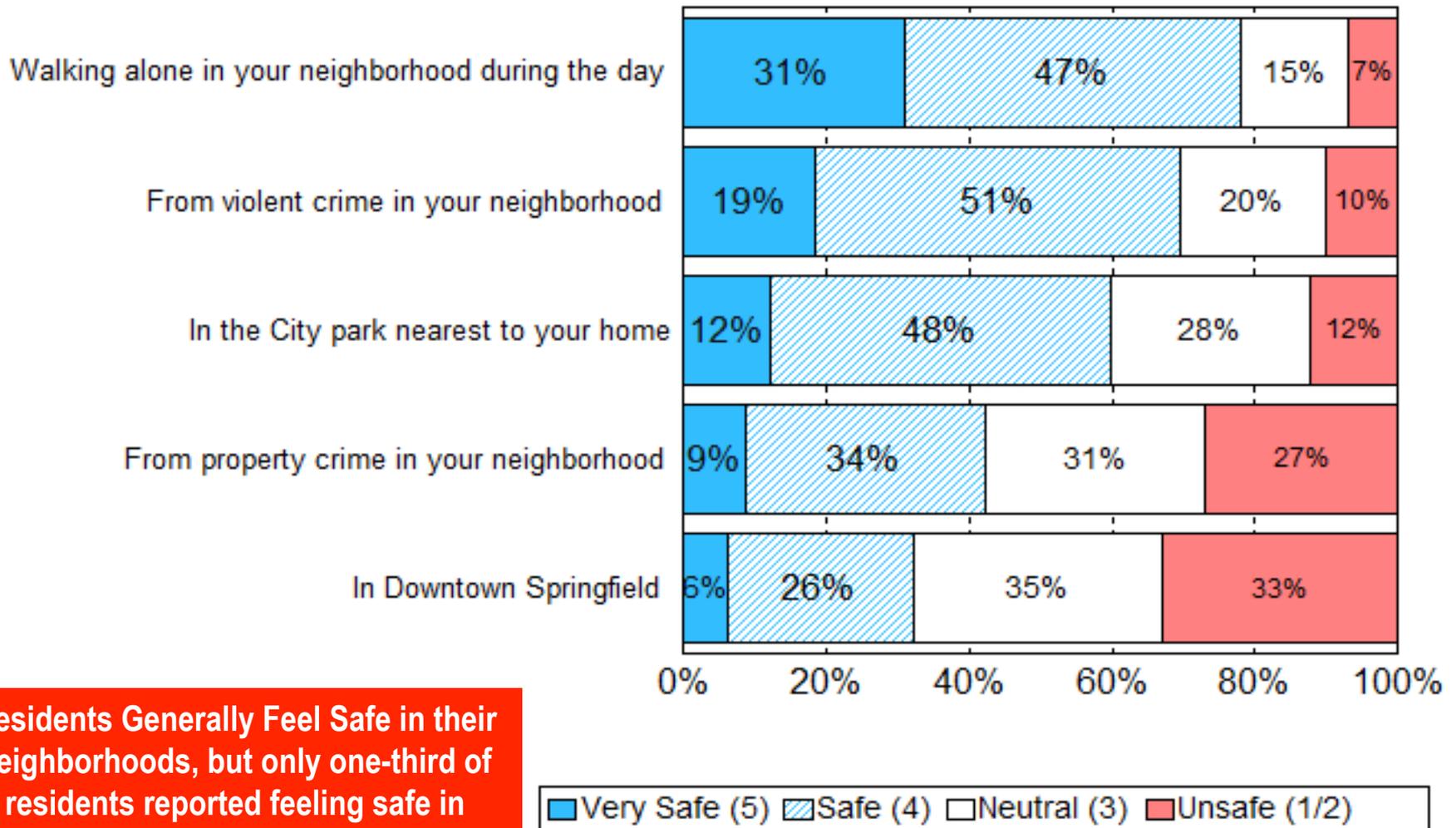
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Most Residents Were Most Satisfied With Fire Services; They Were Least Satisfied with Traffic Flow

Feeling of Safety in the City

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



Residents Generally Feel Safe in their neighborhoods, but only one-third of residents reported feeling safe in Downtown Springfield

Major Findings: #2

**Overall Satisfaction with
City Services Is Generally
the Same Throughout the City**

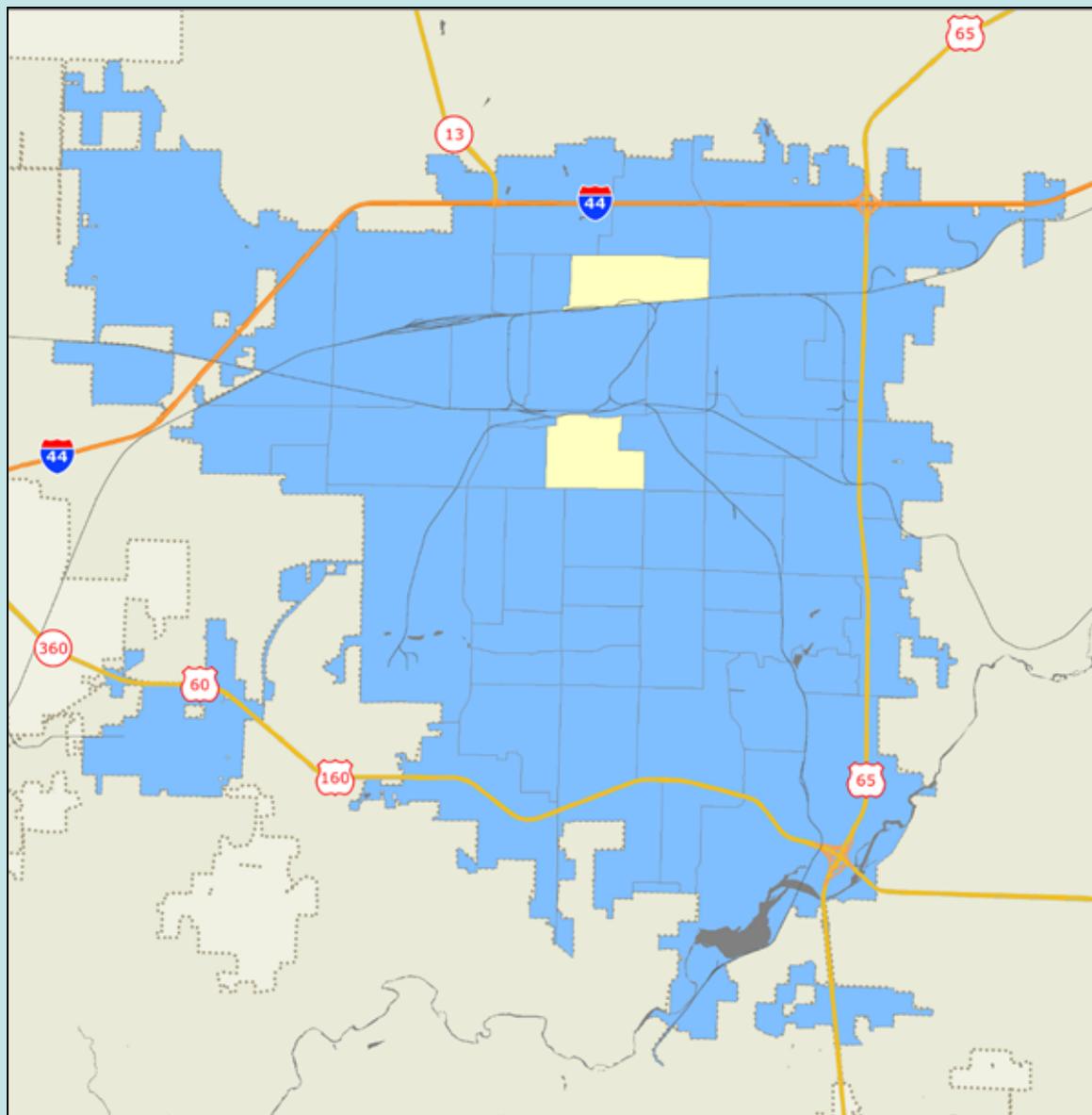
Ratings of the OVERALL quality of services provided by the City

While There Are Some Differences for Specific Services, Overall Satisfaction With City Services Is the Same in Most Parts of the City

LEGEND

Mean rating on a 5-point scale, where:

-  1.0-1.8 Very bad
-  1.8-2.6 Bad
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Very Good
-  Other (no responses)



2014 City of Springfield Community Survey

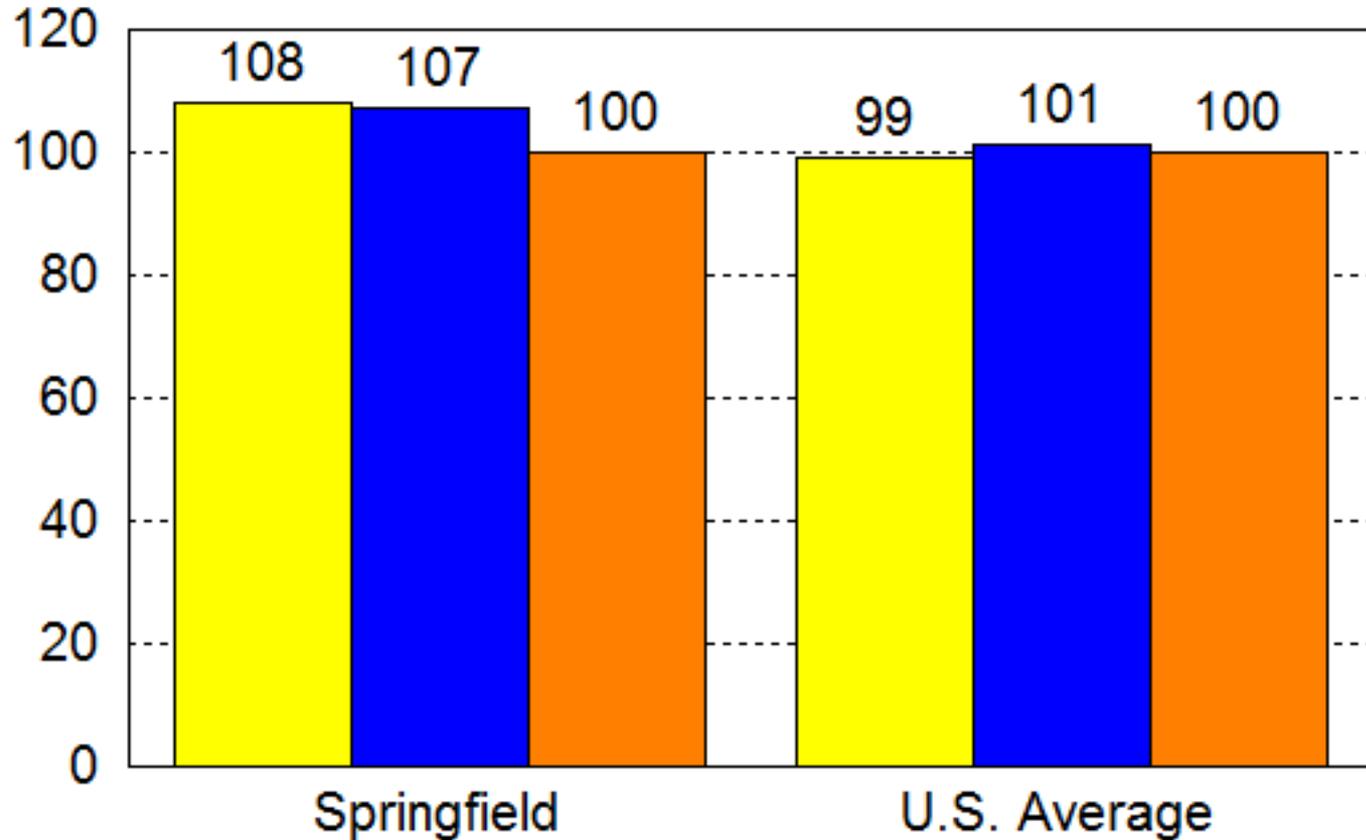
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Major Findings: #3

**Satisfaction With Most City
Services Has Increased**

Overall Composite Satisfaction Index 2008 to 2014

derived from the overall satisfaction ratings provided by residents
Base Year 2008=100



Springfield's Composite Rating Increased by 1 point while the national average decreased by 2 points

2014 2011 2008

Significant Changes From 2011:

Notable Short-Term Increases

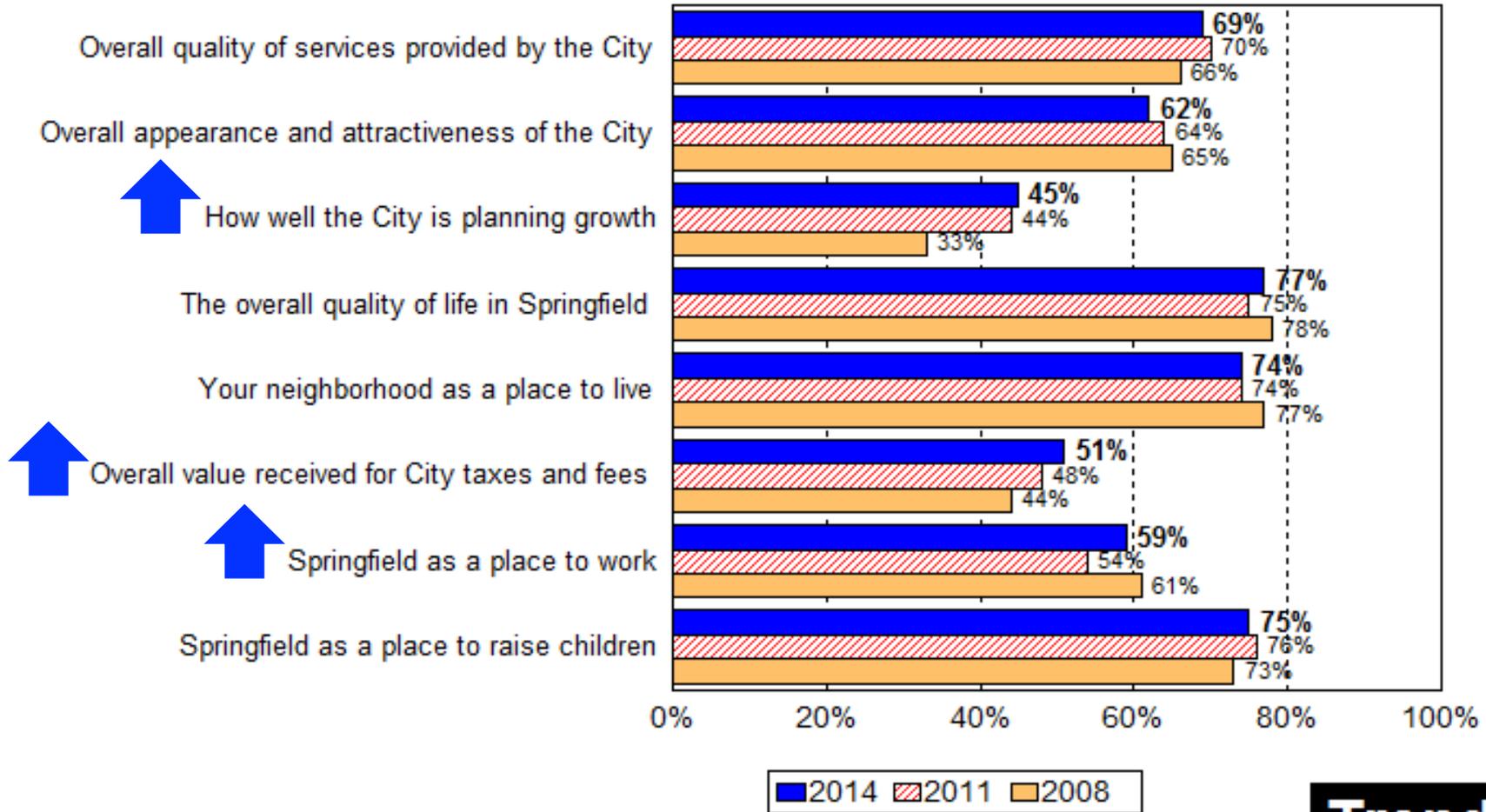
- Ratings of the City as a place to work (+5%)
- Quality of the City's stormwater management system (+5%)
- Effectiveness of City communication with the public (+4%)
- Location of the City's drop-off recycling sites (+4%)
- City's efforts to keep residents informed about local issues (+4%)

Notable Short-Term Decreases

- Cleanliness of City streets and public areas (-6%)
- Overall maintenance of City streets and infrastructure (-5%)
- Maintenance of major City streets (-5%)
- Maintenance of neighborhood streets (-5%)
- City efforts to prevent crime (-5%)
- Overall enforcement of City codes and ordinances (-4%)

Perception of the City of Springfield 2008 to 2014

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



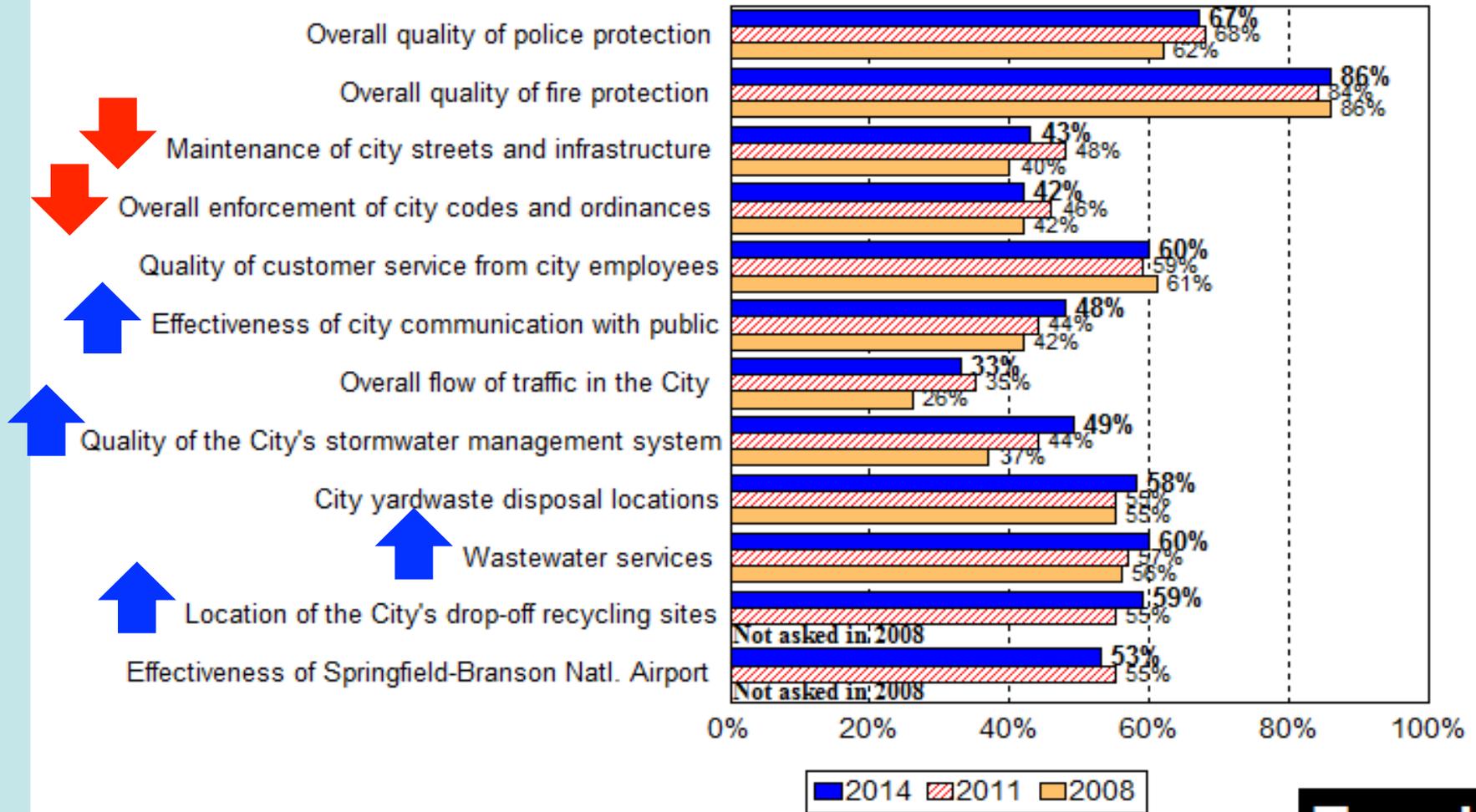
Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

Significant Increases:

Significant Decreases:

Satisfaction with City Services 2008 to 2014

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



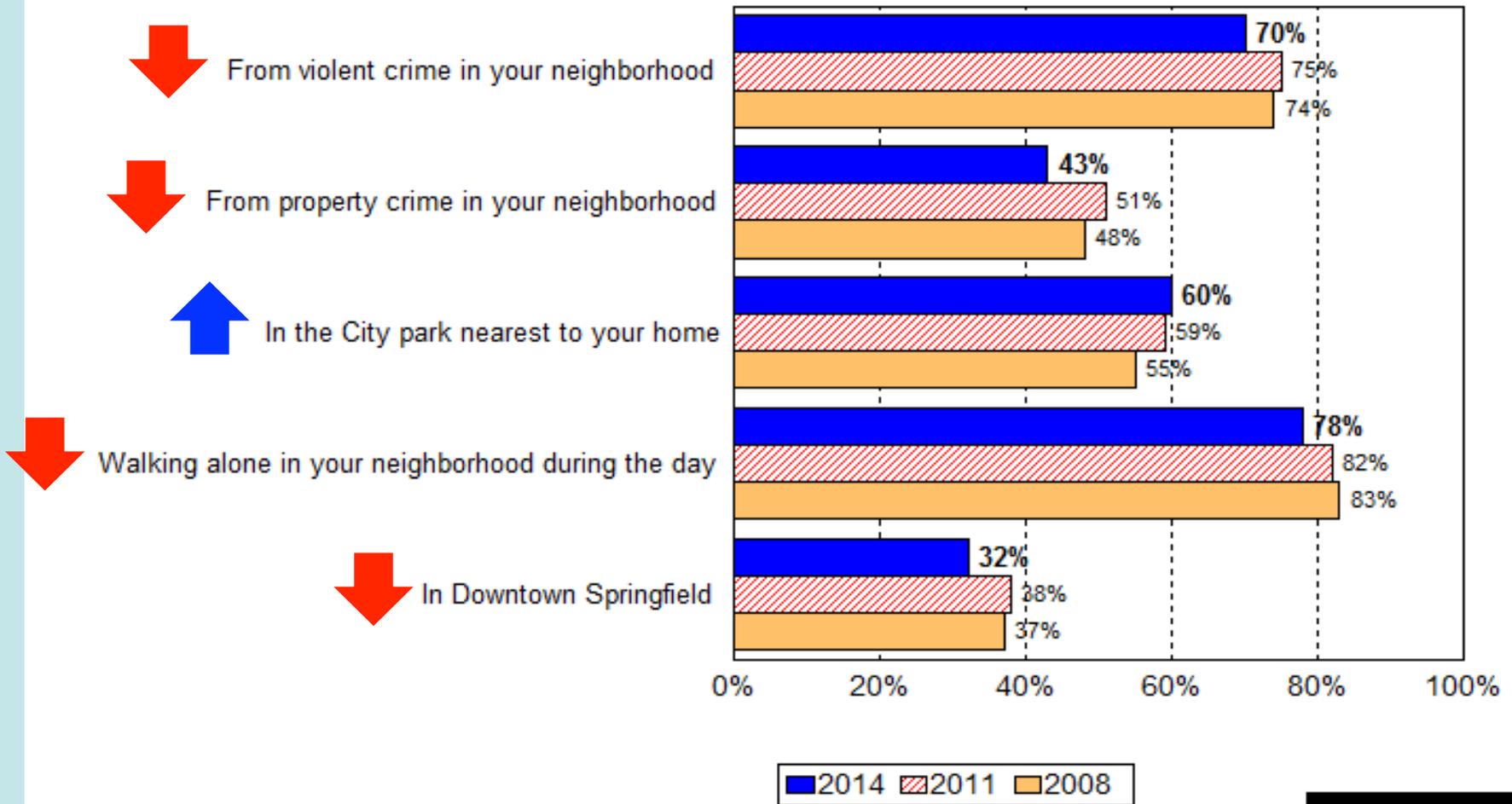
Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

Significant Increases: ↑

Significant Decreases: ↓

Feeling of Safety in the City 2008 to 2014

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



Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

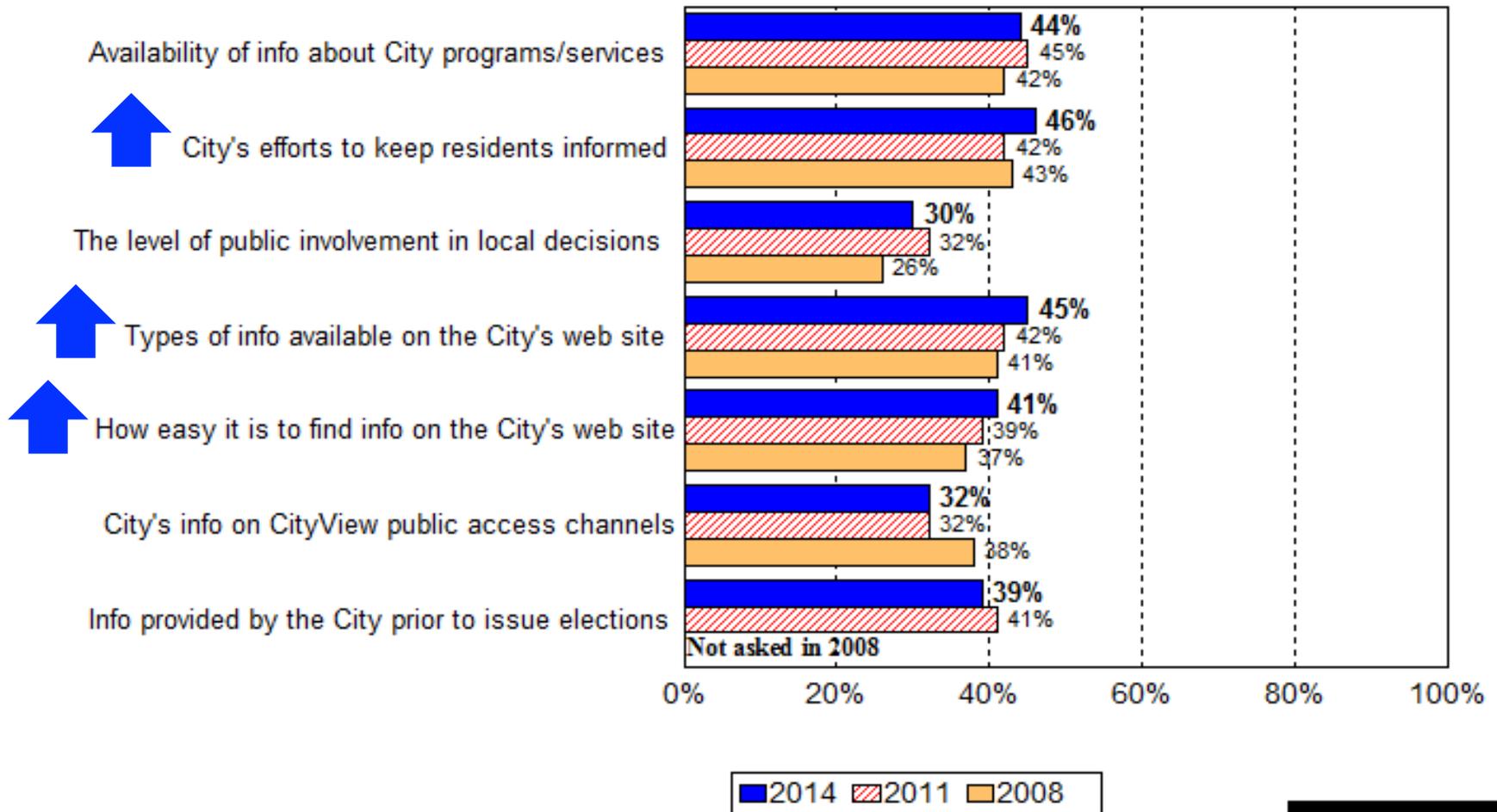
Trends

Significant Increases:

Significant Decreases:

Satisfaction With City Communication 2008 to 2014

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



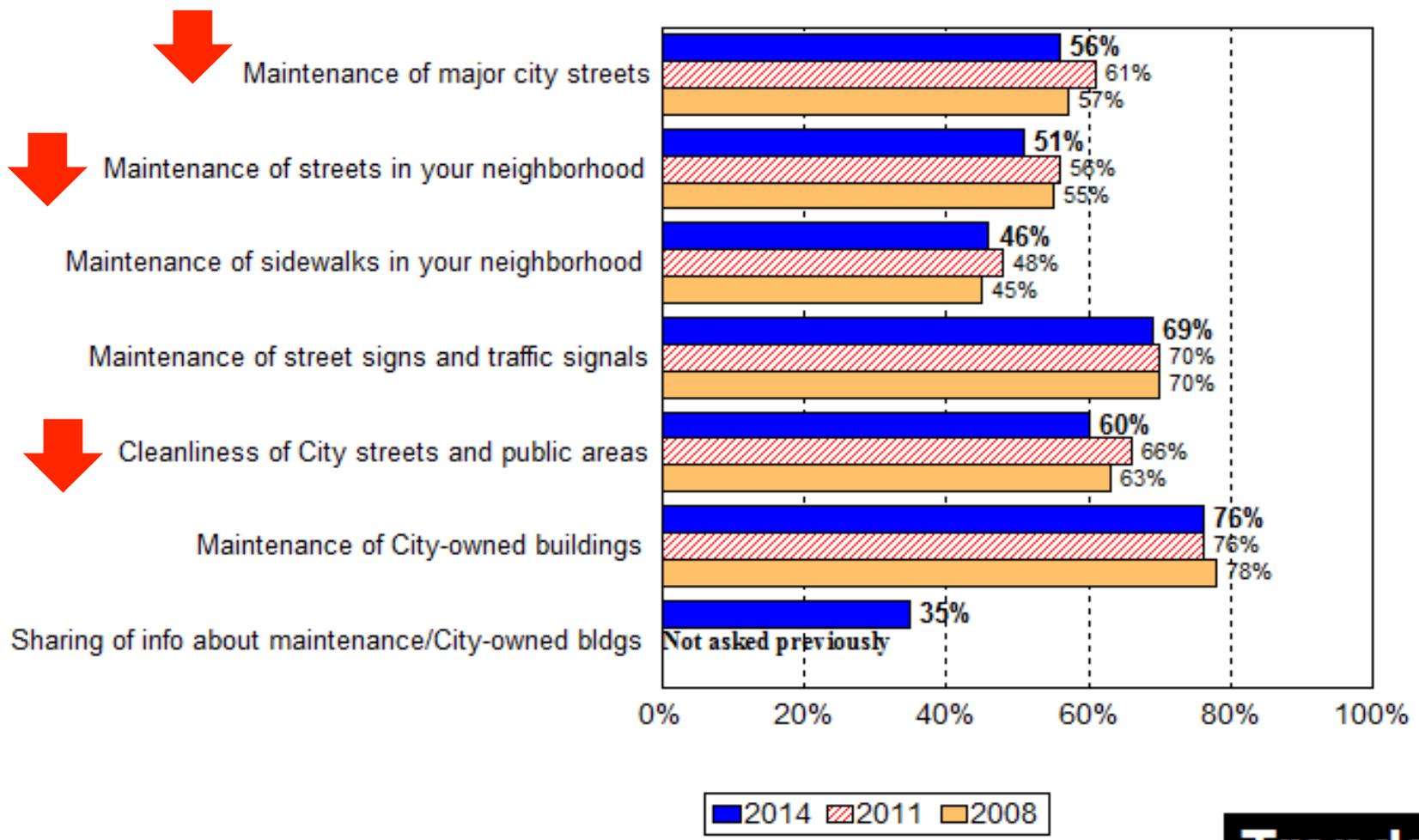
Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

Significant Increases:

Significant Decreases:

Satisfaction With City Maintenance 2008 to 2014

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



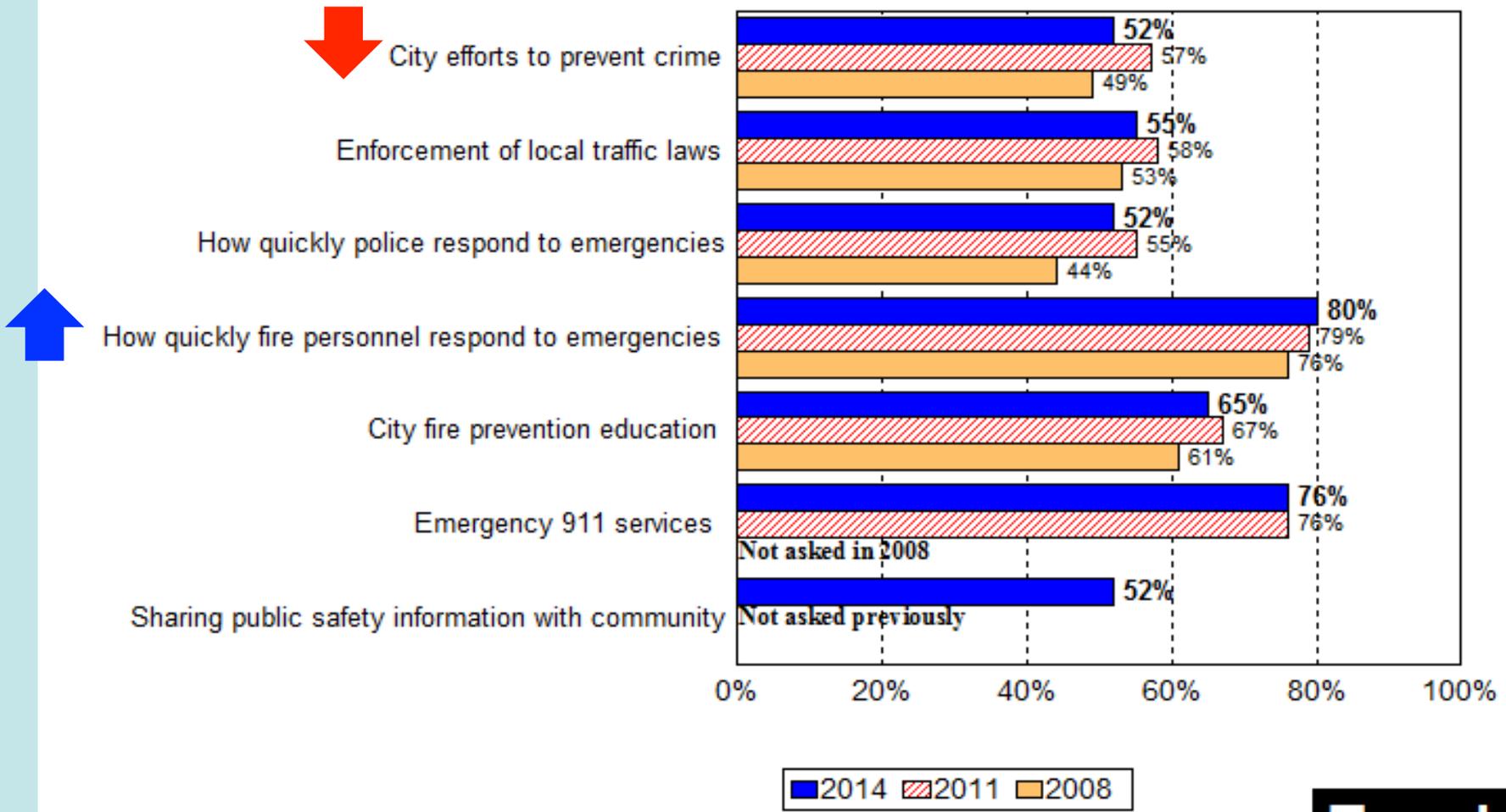
Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

Significant Increases:

Significant Decreases:

Satisfaction With Public Safety 2008 to 2014

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



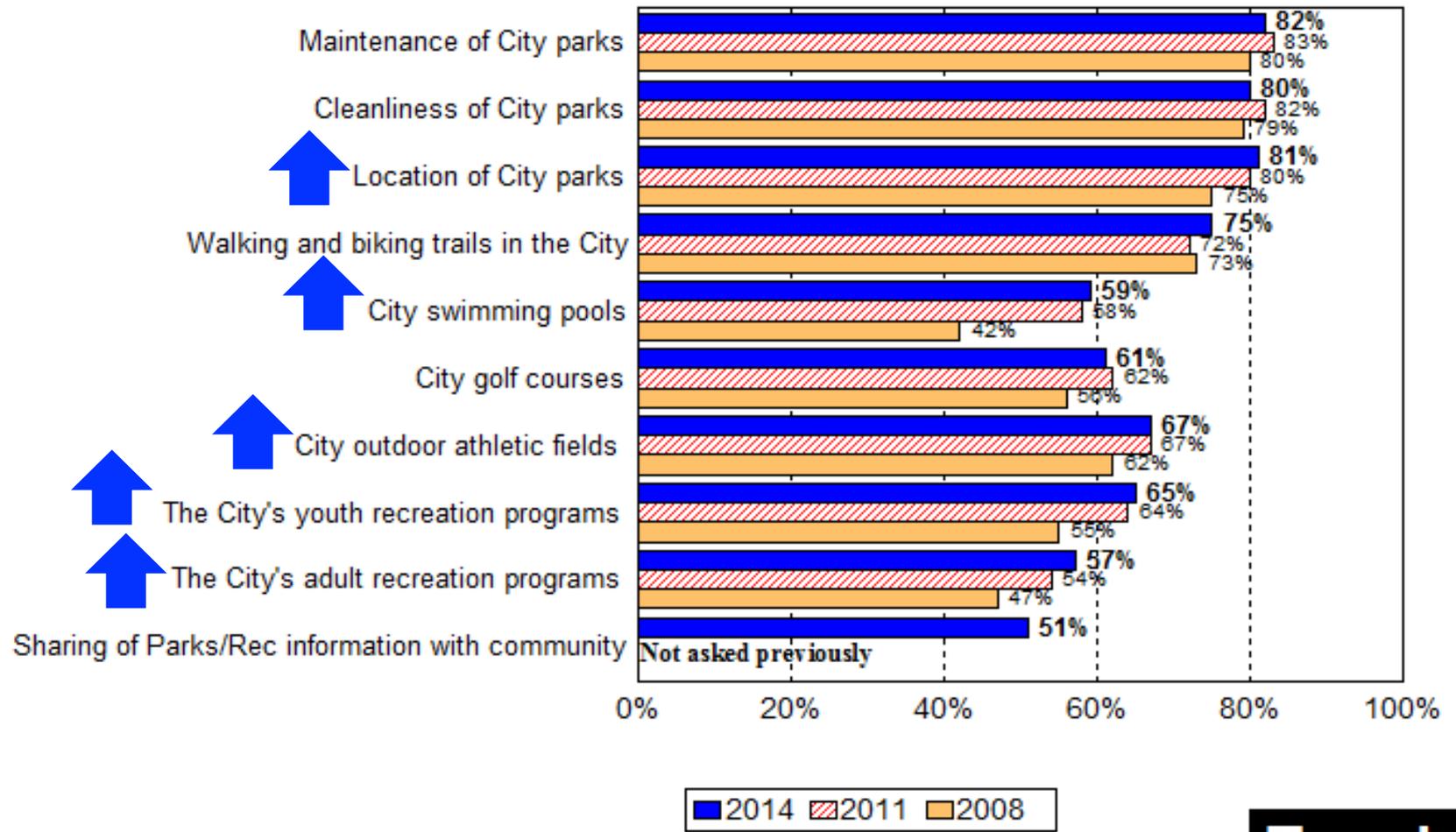
Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

Significant Increases:

Significant Decreases:

Satisfaction With Parks and Recreation 2008 to 2014

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



Source: ETC Institute DirectionFinder (2014 - City of Springfield, MO)

Trends

Significant Increases:



Significant Decreases:

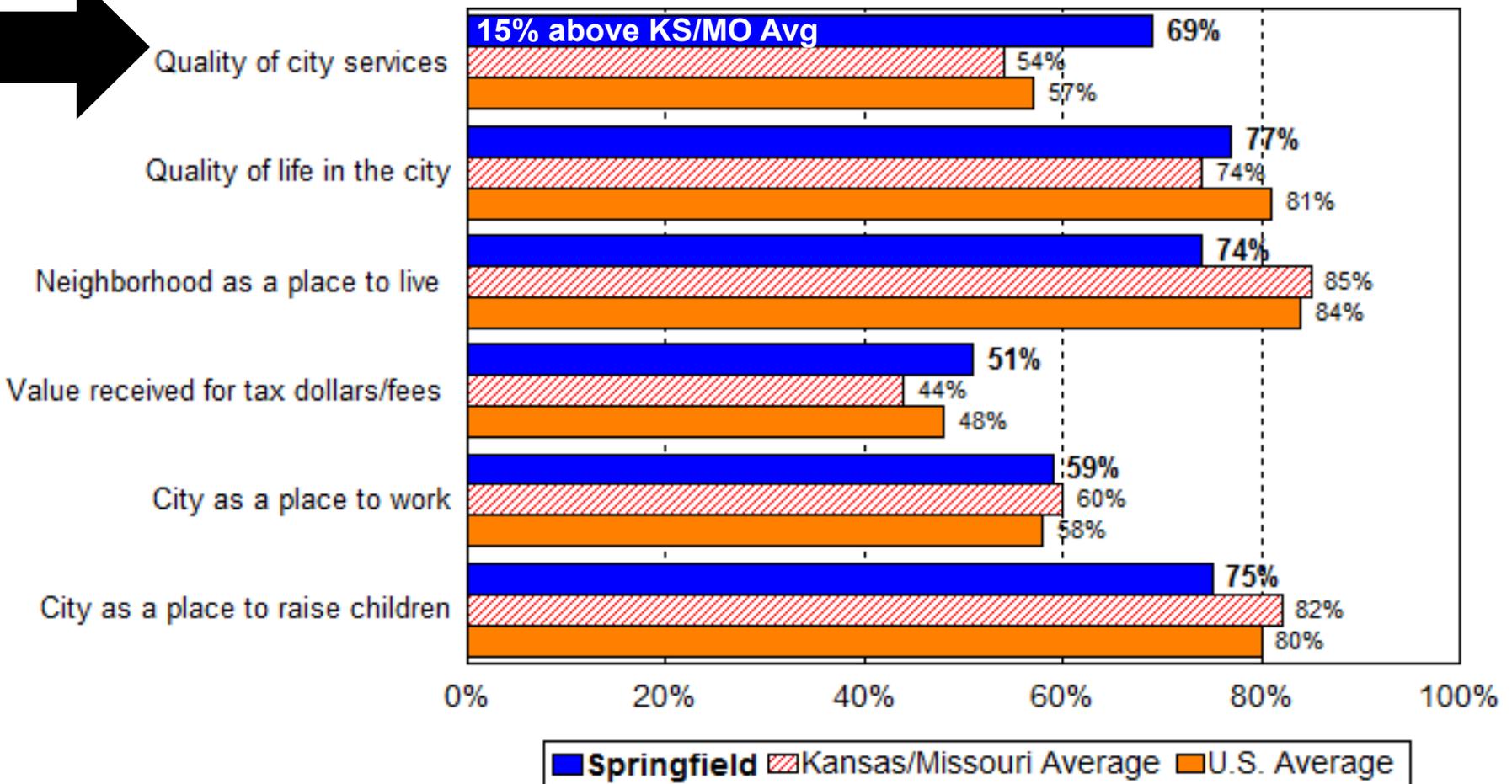
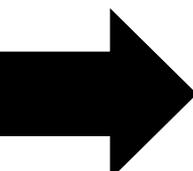


Major Finding #4

**Overall Satisfaction in the
City of Springfield Is Higher than
the Kansas/Missouri Average
and the National Average**

Satisfaction with Issues that Influence Perceptions of the City: Springfield vs. Kansas/Missouri vs. U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Major Finding #5

Priorities for Residents

Importance-Satisfaction Rating

City of Springfield, MO

Overall Priorities for City Services

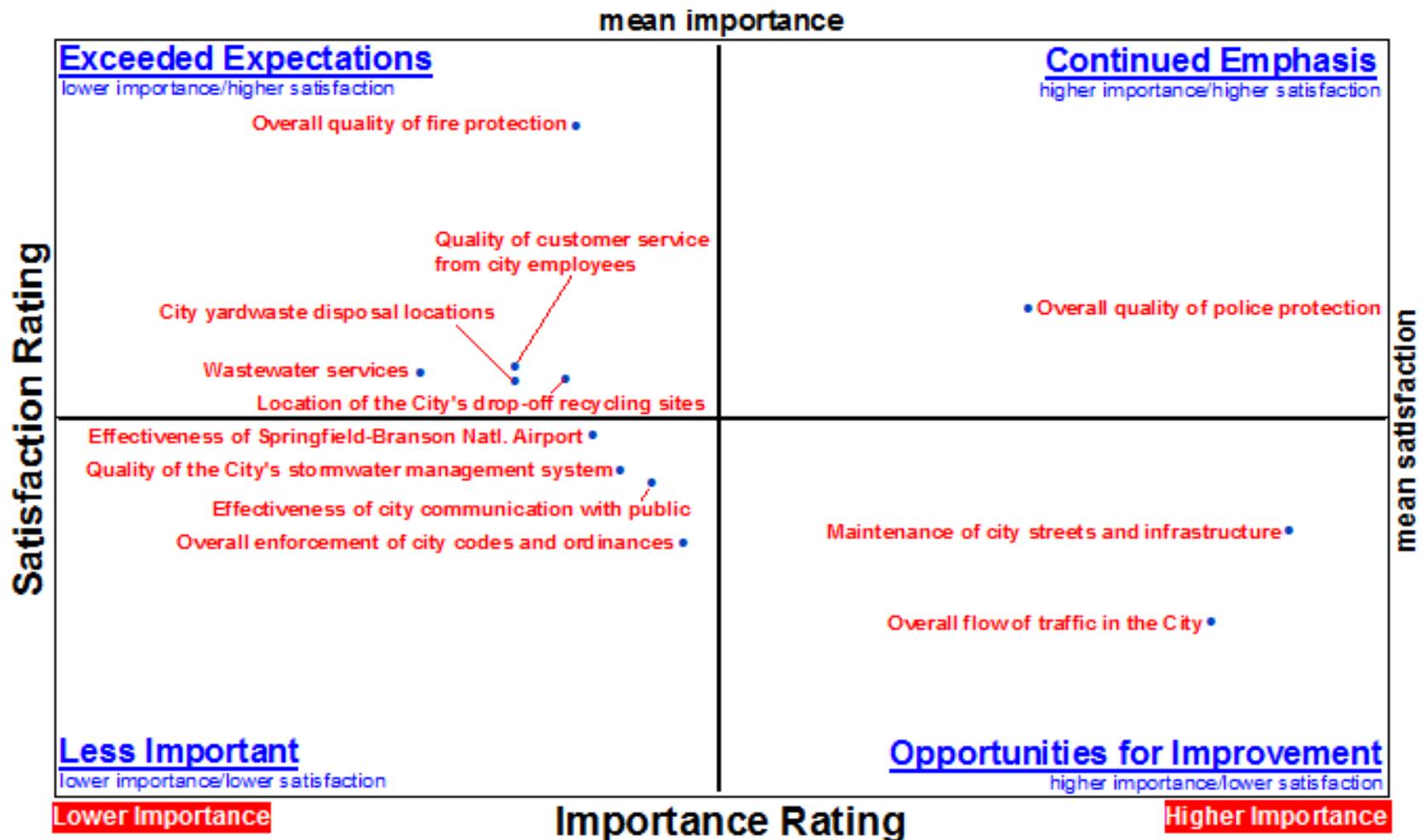
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Overall flow of traffic in the City	51%	2	33%	12	0.3387	1
Maintenance of city streets and infrastructure	55%	1	43%	10	0.3163	2
<i>High Priority (IS .10-.20)</i>						
Overall quality of police protection	40%	3	67%	2	0.1310	3
Overall enforcement of city codes and ordinances	19%	4	42%	11	0.1112	4
<i>Medium Priority (IS <.10)</i>						
Effectiveness of city communication with public	17%	5	48%	9	0.0893	5
Quality of the City's stormwater management system	15%	6	49%	8	0.0772	6
Effectiveness of Springfield-Branson Natl. Airport	14%	7	53%	7	0.0639	7
Location of the City's drop-off recycling sites	12%	9	59%	5	0.0489	8
City yardwaste disposal locations	9%	11	58%	6	0.0374	9
Quality of customer service from city employees	9%	10	60%	3	0.0355	10
Overall quality of fire protection	13%	8	86%	1	0.0180	11
Wastewater services	3%	12	60%	4	0.0128	12

Overall Priorities: 

2014 City of Springfield DirectionFinder Importance-Satisfaction Assessment Matrix

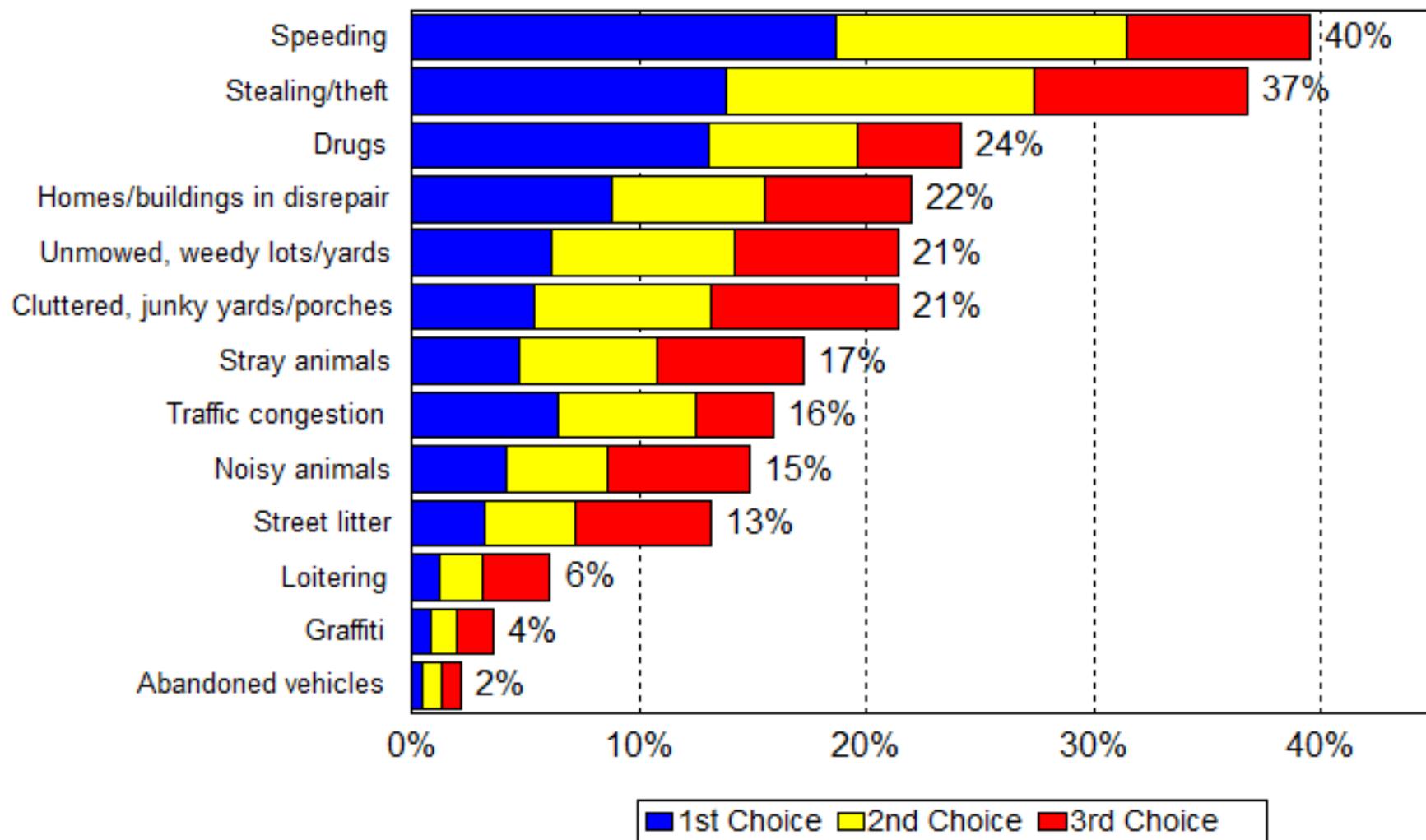
-Overall-

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



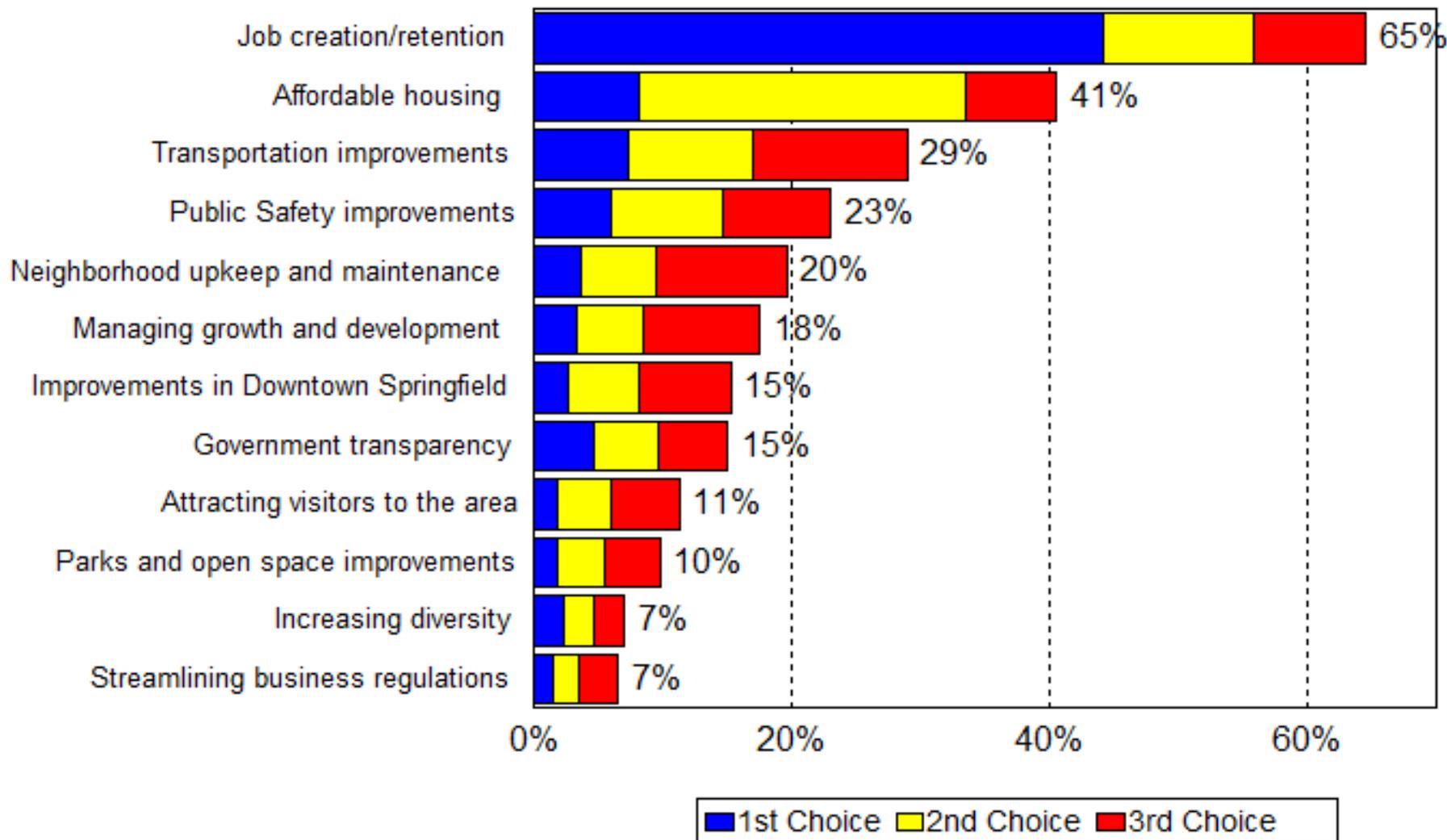
Q6. Neighborhood Issues That Should be the Top Priorities for Improvement in Neighborhoods

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



Q19. Community Issues That Should Receive the Most Emphasis Over the Next 2 Years

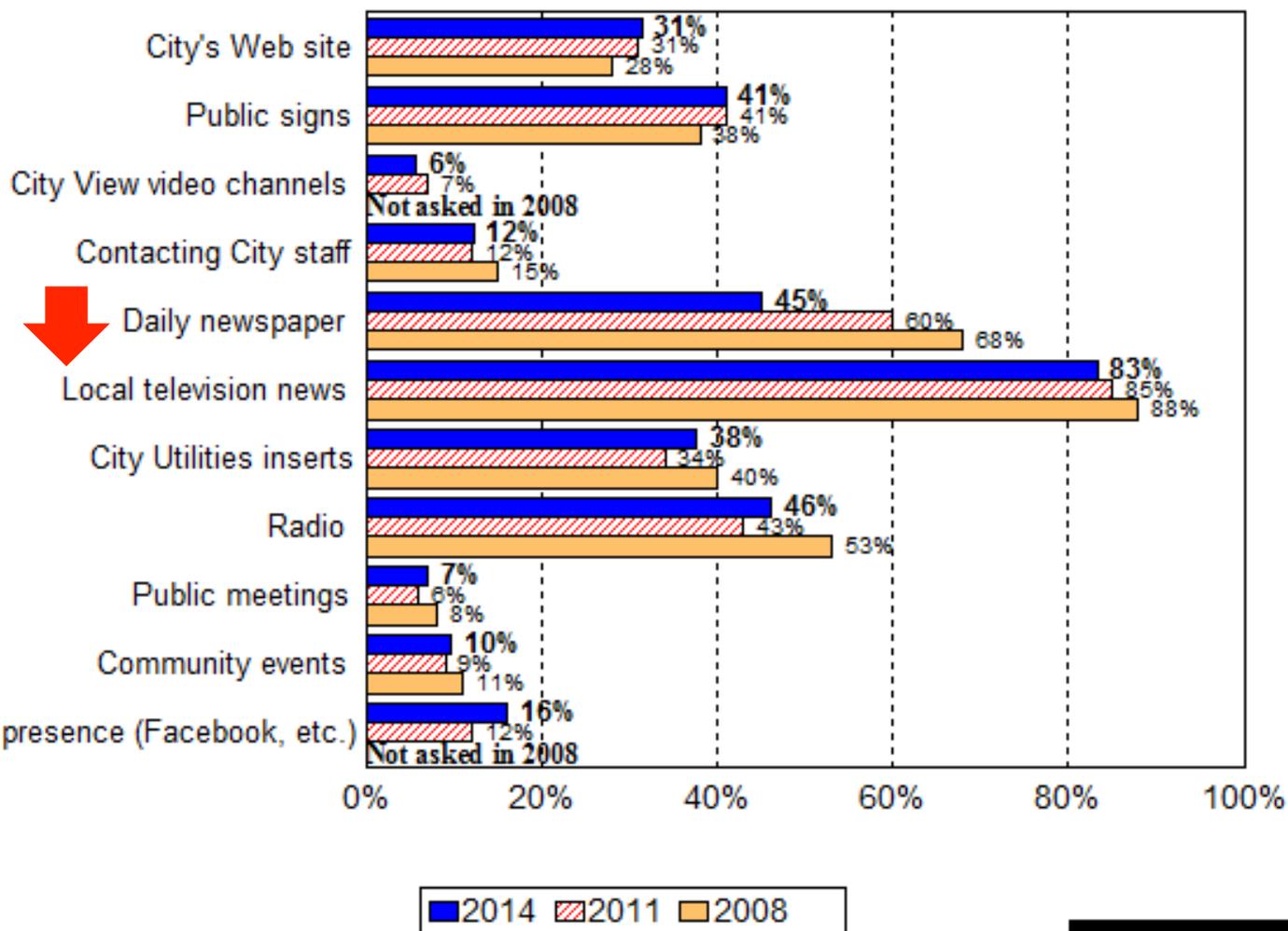
by percentage of respondents who selected the item as one of their top three choices



Other Findings

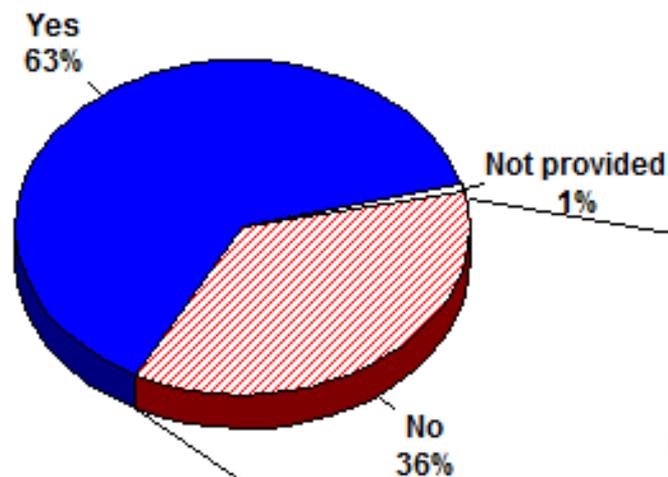
Primary Sources Residents Use to Get Information About City Government - 2008 to 2014

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

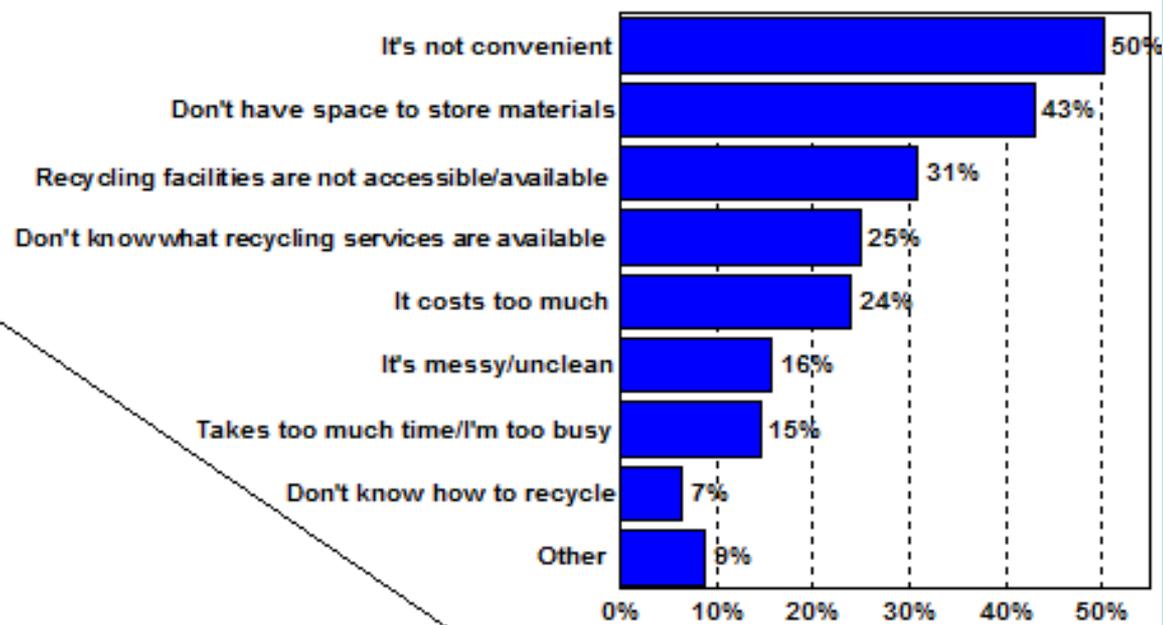


Q22. Do you currently recycle?

by percentage of respondents

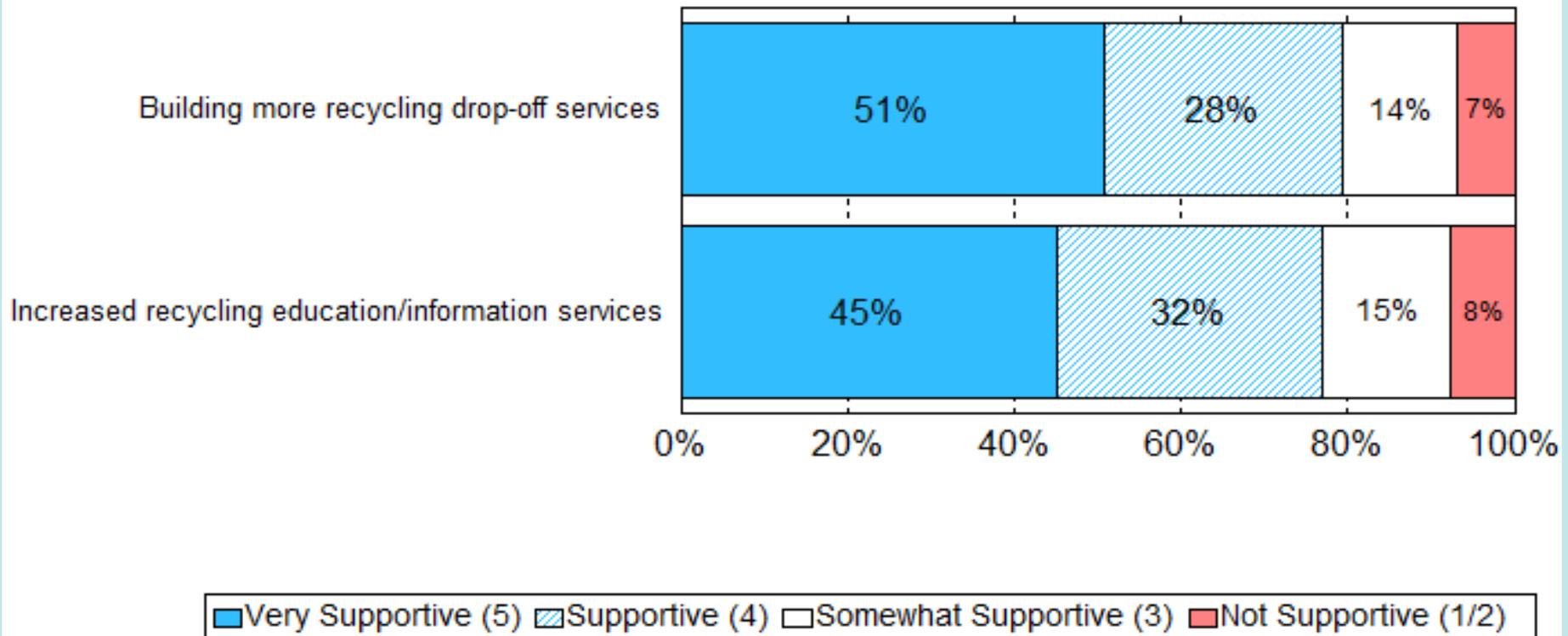


Q22a. If NO, why not?



Q21. Level of Support for Recycling Efforts

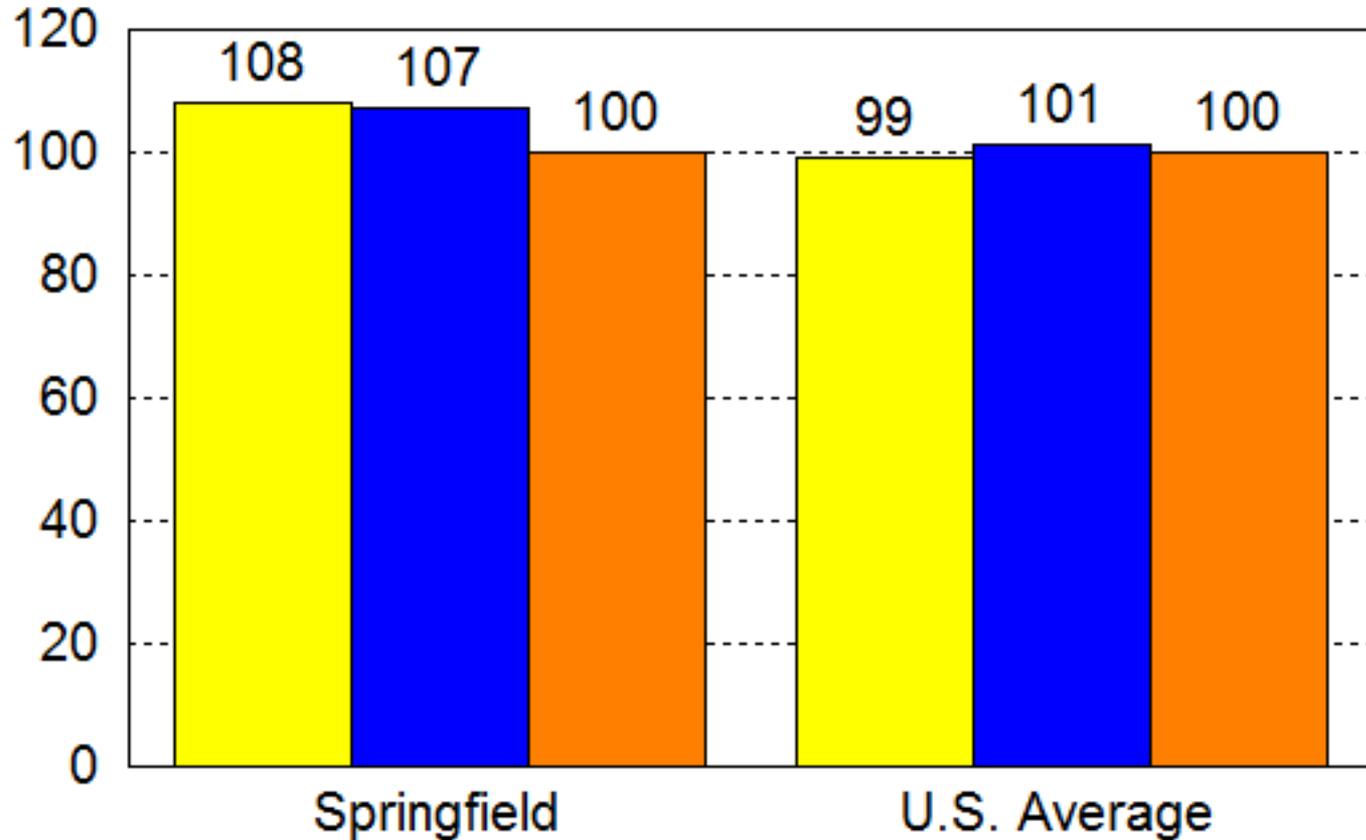
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SUMMARY

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Questions ?

THANK YOU