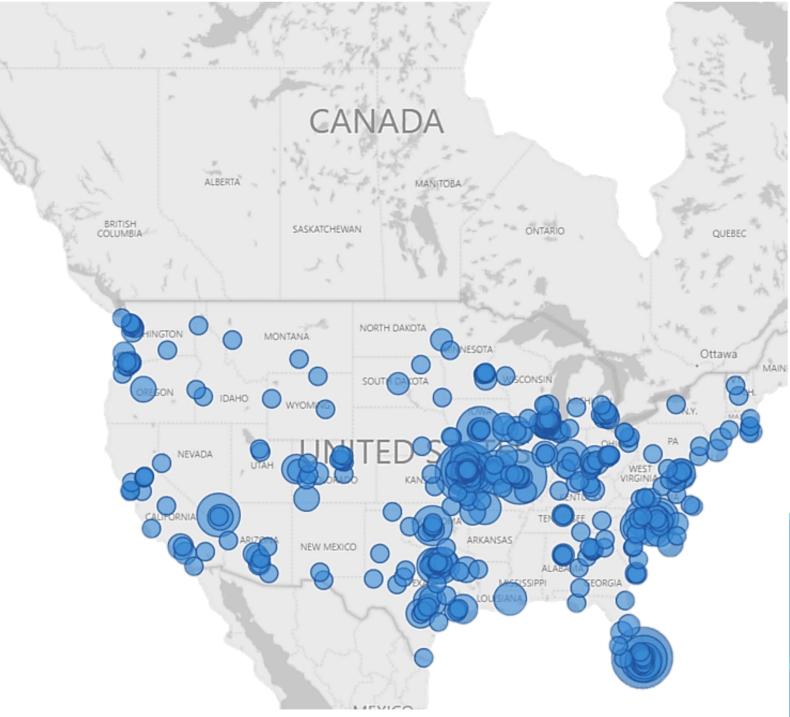# City of Lawrence Community Survey

PRESENTED BY ETC INSTITUTE

A National Leader in Market Research for Local Governmental Organizations

More than 2,000,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states

Helping organizations make better decisions

Agenda

Purpose, Methodology, and Demographics

Bottom Line Upfront

Major Findings

Summary

Questions

Purpose

To objectively assess resident satisfaction with the delivery of City services

To measure trends from previous surveys

To compare the City's performance with residents in other communities both regionally and nationally

To help determine priorities for the community

Methodology

Survey Description
◦ Seven-page survey
◦ Fifth Community Survey conducted for the City by ETC Institute – most recently conducted in 2019
◦ Included many of the same questions that were asked in previous years
◦ Including oversampling of minority populations for comparisons and crosstabulations

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:** 800 surveys
◦ **Actual:** 857 surveys

Margin of Error
◦ +/- 3.3% at the 95% level of confidence

Demographics

Demographics of Final Sample Closely Mirror Census Estimates

Race or Ethnic Background	Census	Survey
Asian or Asian Indian	6.5%	6.5%
Black or African American	5.1%	5.1%
American Indian or Alaska Native	2.4%	2.5%
White	78.7%	78.9%
Native Hawaiian or other Pacific Islander	0.0%	0.5%
Hispanic/Latino	6.7%	6.8%
Census results are based on population estimates as of July 1, 2021		

Location of Survey Respondents

Good distribution of responses from throughout the City

City of Lawrence Community Survey

Bottom Line Up Front

Residents Continue to Have a Positive Perception of the City

- 88% of respondents indicated they are satisfied with the City as a place to live, only 4% were not

- 73% indicated they are satisfied with the quality of services provided by the City

Lawrence Is Setting the Standard for the Delivery of City Services in Key Areas

- The City rated above the U.S. Average in 44 of the 53 areas that were compared and above the KC Metro Average in 24 of the 53 areas

- The City rated 22 points above the U.S. average for the overall quality of services provided by the City

  - The City was aligned with the Metro average which is extremely competitive

Bottom Line Up Front

Trends (2019 – 2022)

◦ The City saw an increase in positive ratings in 31 of the 107 areas that were assessed in 2019 and 2022 – increases of 5 points or more in 8 areas - 23 items saw significant decreases in satisfaction

Priorities for Improvement

◦ Maintenance of City streets and utilities – *same as 2019/2020*

◦ Flow of motor vehicle traffic and congestion management – *same as 2019/2020*

◦ Quality of planning and code enforcement – *same as 2019/2020*

◦ Effectiveness of City communication with the public – *same as 2019/2020*

Perceptions

RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY

Q4. Perceptions of the City
by percentage of respondents (excluding don't knows)

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Livability of your neighborhood	37%	48%	9%	6%
Overall quality of life in the City	21%	59%	14%	6%
Overall quality of City services	14%	59%	23%	5%
Upkeep of your neighborhood	26%	45%	15%	14%
Overall image of the City	18%	52%	19%	11%
The City as a culturally welcoming place where all enjoy life and feel at home	25%	45%	23%	7%
Overall quality of the City's equitable delivery of service	10%	43%	32%	15%
Overall value that you receive for your City tax dollars and fees	7%	38%	27%	28%
Enforcement of City codes and ordinances	8%	34%	38%	21%

Over 50% of Respondents Were Satisfied with 7 of the 9 Items Rated

Q3. Perceptions of Downtown

by percentage of respondents (excluding don't knows)

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Beautification of Downtown Lawrence	40%	44%	13%	3%
How safe you feel in Downtown Lawrence during the day	43%	40%	10%	7%
Downtown Lawrence special events and parades	30%	45%	23%	3%
The appearance and cleanliness of Downtown Lawrence	19%	50%	12%	19%
Diverse representation of cultural events in Downtown Lawrence	25%	40%	30%	6%
The types of retail and entertainment establishments available	13%	43%	25%	20%
→ The availability of vehicle parking	12%	41%	20%	27%
→ How safe you feel in Downtown Lawrence after dark	15%	33%	25%	27%
The availability of bicycle parking	15%	32%	44%	10%

While satisfaction remains high – some areas received elevated levels of dissatisfied responses

Q1. Major Categories of Services

by percentage of respondents (excluding don't knows)

Service	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (1/2)
Overall quality of fire & emergency medical services	41%	48%	10%	
Overall quality of City trash and yardwaste services	43%	47%	6%	5%
Overall quality of the Lawrence Public Library	59%	29%	9%	3%
Overall quality of the City's parks and recreation system	30%	51%	12%	7%
Overall quality of City water and wastewater utility services	22%	55%	16%	7%
Overall quality of police services	24%	47%	21%	8%
Overall quality of customer service by City staff	22%	43%	28%	6%
Overall quality of the City's public transportation	16%	35%	37%	13%
→ Overall flow of motor vehicle traffic and congestion management on streets in the City	5%	40%	26%	30%
Overall effectiveness of City communication with the public	9%	35%	37%	19%
Overall quality of planning and code enforcement	8%	26%	44%	22%
→ Overall maintenance of City streets and utilities	5%	25%	25%	45%

■ Very Satisfied (5)   ■ Satisfied (4)   ■ Neutral (3)   ■ Dissatisfied (1/2)

The top priorities for improvement received the highest levels of dissatisfied responess
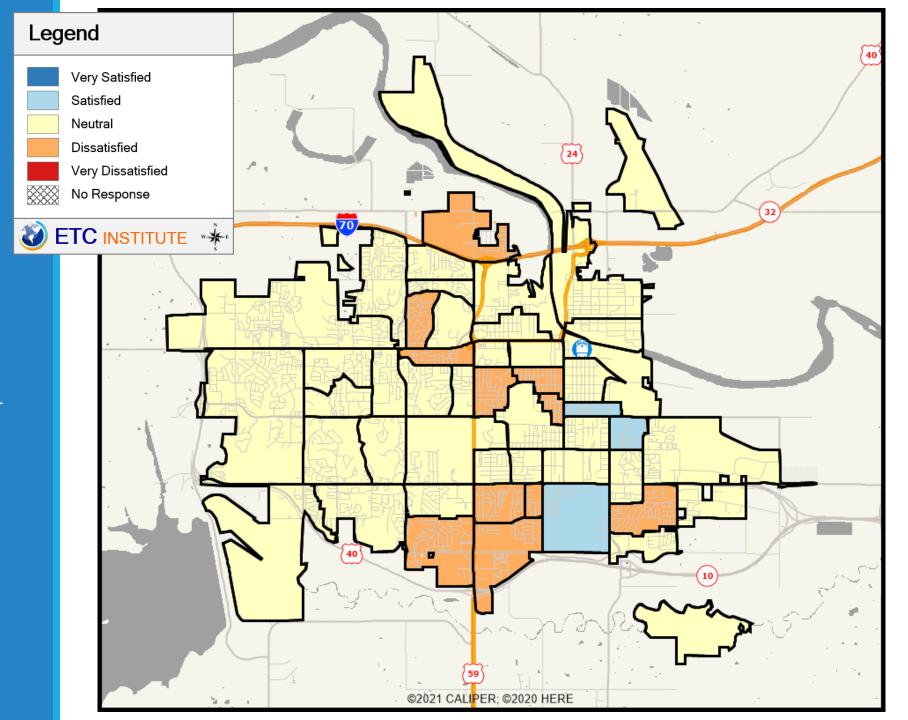
Overall Maintenance of City Streets and Utilities

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

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

Areas in blue indicate higher levels of satisfaction

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

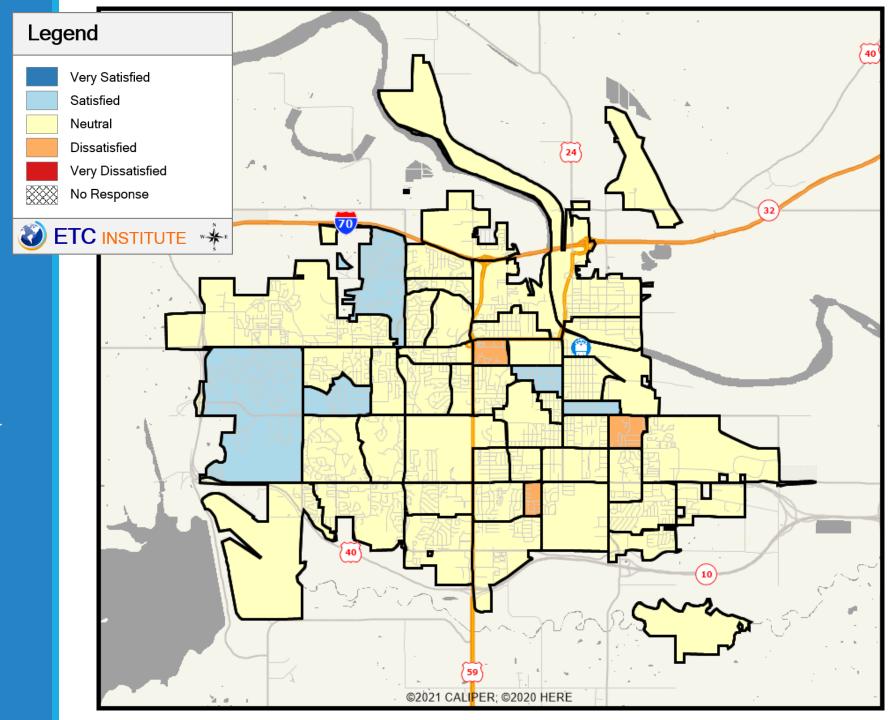**ETC** INSTITUTE

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Overall Flow of Motor Vehicle Traffic and Congestion

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

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

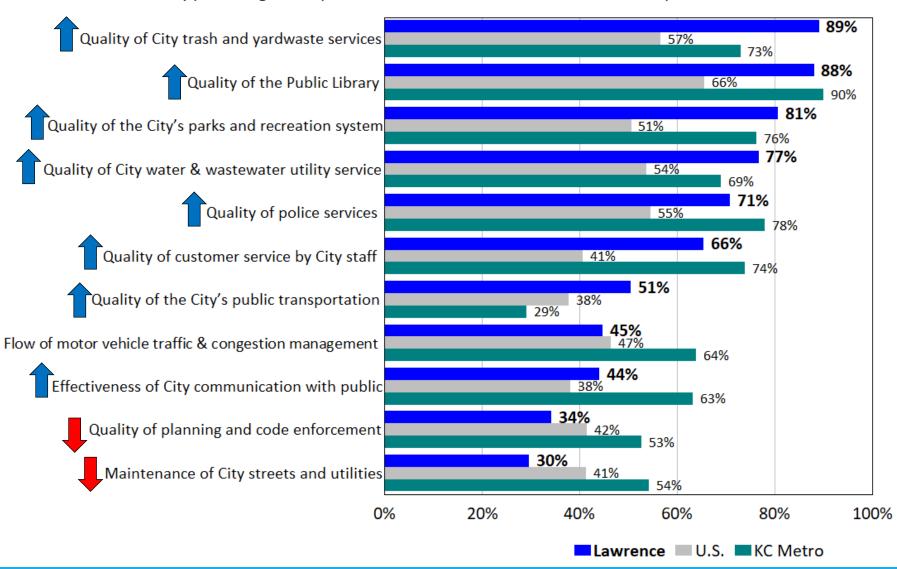Areas in blue indicate higher levels of satisfaction

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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Benchmarks

LAWRENCE COMPARES FAVORABLY TO MOST U.S. AND REGIONAL AVERAGES

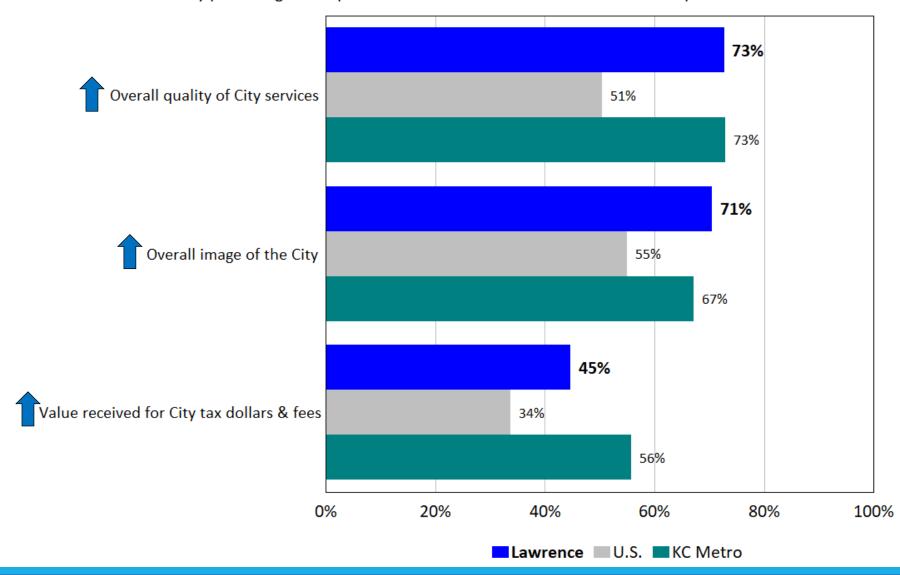# Q1. Major Categories of Services

Lawrence vs. U.S. vs. KC Metro

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

Category	Lawrence	U.S.	KC Metro
Quality of City trash and yardwaste services ⬆	89%	57%	73%
Quality of the Public Library ⬆	88%	66%	90%
Quality of the City's parks and recreation system ⬆	81%	51%	76%
Quality of City water & wastewater utility service ⬆	77%	54%	69%
Quality of police services ⬆	71%	55%	78%
Quality of customer service by City staff ⬆	66%	41%	74%
Quality of the City's public transportation ⬆	51%	38%	29%
Flow of motor vehicle traffic & congestion management ⬆	45%	47%	64%
Effectiveness of City communication with public ⬆	44%	38%	63%
Quality of planning and code enforcement ⬇	34%	42%	53%
Maintenance of City streets and utilities ⬇	30%	41%	54%

Legend: ■ Lawrence ■ U.S. ■ KC Metro

Significantly Higher Than National Average: ⬆   **Significantly Lower Than National Average:** ⬇

Trends

SHORT-AND LONG-TERM TREND ANALYSIS

Short-Term Trends

Notable *Short-Term Increases* Since 2019

◦ Responsiveness of City social media accounts

◦ Access to quality mental healthcare you can afford

◦ The types of retail and entertainment establishments available

◦ City efforts to promote economic development

◦ Connectivity of sidewalks and paths

◦ Connectivity of bicycle lanes and shared use paths

◦ Availability of pedestrian (walking) paths in Lawrence

◦ **Traffic signal coordination on major city streets**

◦ The availability of vehicle parking

◦ **Overall flow of motor vehicle traffic and congestion management on streets in the City**

Notable *Short-Term Decreases* Since 2019

◦ Overall quality of police services

◦ The appearance and cleanliness of Downtown Lawrence

◦ Police Department engagement within the community

Long-Term Trends

Notable *Long-Term Increases* Since 2011

- Ease of east/west travel in Lawrence
- City indoor recreation facilities
- Overall quality of the City's drop-off recycling sites
- The availability of vehicle parking
- Availability of pedestrian (walking) paths in Lawrence
- Number of walking and biking trails
- Downtown Lawrence special events and parades

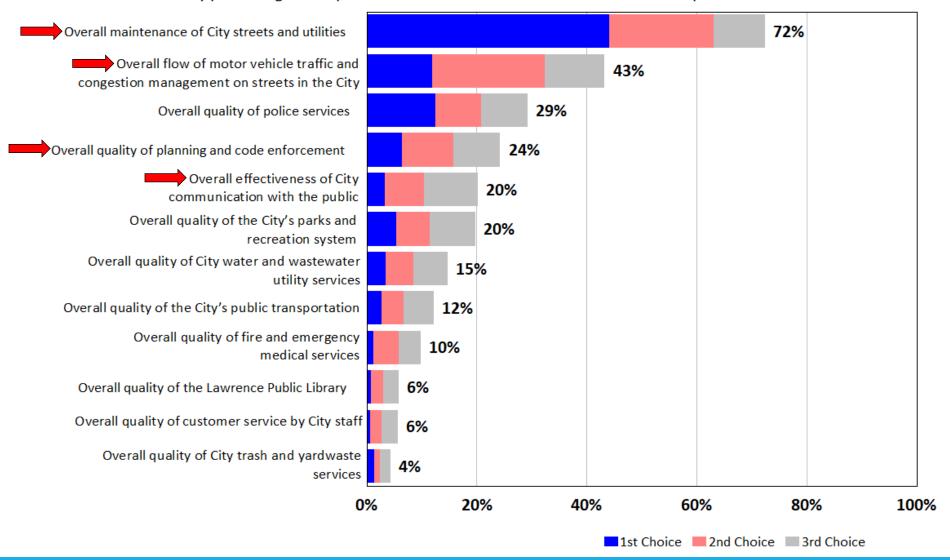**Notable *Long-Term Decreases* Since 2011**

- The City's outdoor aquatic facilities
- How effectively the City enforces traffic offenses
- The City's indoor aquatic facilities
- Parking enforcement services
- Police related education programs

Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS

Q2. Major City Services That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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

- Overall maintenance of City streets and utilities — 72%
- Overall flow of motor vehicle traffic and congestion management on streets in the City — 43%
- Overall quality of police services — 29%
- Overall quality of planning and code enforcement — 24%
- Overall effectiveness of City communication with the public — 20%
- Overall quality of the City's parks and recreation system — 20%
- Overall quality of City water and wastewater utility services — 15%
- Overall quality of the City's public transportation — 12%
- Overall quality of fire and emergency medical services — 10%
- Overall quality of the Lawrence Public Library — 6%
- Overall quality of customer service by City staff — 6%
- Overall quality of City trash and yardwaste services — 4%

0% 20% 40% 60% 80% 100%

■ 1st Choice ■ 2nd Choice ■ 3rd Choice

2022 Importance-Satisfaction Rating
Lawrence, Kansas
<u>Major Categories of Services</u>

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Overall maintenance of City streets and utilities	72%	1	30%	12	0.5090	1
Overall flow of motor vehicle traffic & congestion management	43%	2	45%	9	0.2394	2
Overall quality of planning and code enforcement	24%	4	34%	11	0.1599	3
Overall effectiveness of City communication with the public	20%	5	44%	10	0.1129	4
Overall quality of police services	29%	3	71%	6	0.0853	5
Overall quality of the City's public transportation	12%	8	51%	8	0.0604	6
Overall quality of the City's parks and recreation system	20%	6	81%	4	0.0382	7
Overall quality of City water and wastewater utility services	15%	7	77%	5	0.0343	8
Overall quality of customer service by City staff	6%	11	66%	7	0.0197	9
Overall quality of fire & emergency medical services	10%	9	89%	1	0.0104	10
Overall quality of the Lawrence Public Library	6%	10	88%	3	0.0069	11
Overall quality of City trash and yardwaste services	4%	12	89%	2	0.0048	12

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

2022 City of Lawrence Community Survey
Importance-Satisfaction Assessment Matrix
-Major Categories of Services-

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

mean importance

Exceeded Expectations
lower importance/higher Satisfaction

Overall quality of fire and emergency medical services

Overall quality of City trash & yardwaste services ■

Overall quality of the Lawrence Public Library

Overall quality of the City's parks and rec system ■

Overall quality of City water & wastewater utility services ■

Overall quality of customer service by City staff ■

Continued Emphasis
higher importance/higher Satisfaction

■ Overall quality of police services

mean satisfaction

Satisfaction Rating

Overall quality of the City's public transportation ■

Overall effectiveness of City communication with the public ■

■ Overall flow of motor vehicle traffic & congestion management

■ Overall quality of planning and code enforcement

Overall maintenance of City streets and utilities ■

Less Important
lower importance/lower Satisfaction

Opportunities for Improvement
higher importance/lower Satisfaction

Lower Importance

Importance Rating

Higher Importance

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

Communication

THE CITY IS THE PRIMARY SOURCE OF INFORMATION FOR MOST RESIDENTS

Q20. Communication
by percentage of respondents (excluding don't knows)

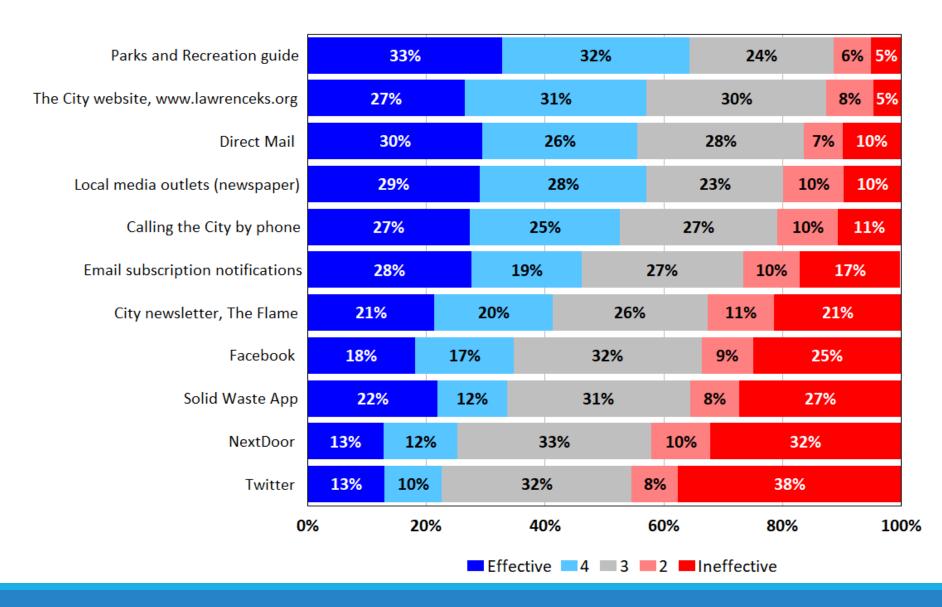Overall, Satisfaction with City Communication is Relatively High When Compared to the National Average

Q21[1]. How Often Respondents Use Each of the Following Communication Services

by percentage of respondents (excluding not provided)

	Often	4	3	2	Never
Local media outlets (newspaper)	27%	18%	17%	13%	26%
The City website, www.lawrenceks.org	11%	15%	32%	22%	21%
Parks and Recreation guide	12%	20%	24%	20%	25%
Direct Mail	14%	16%	24%	17%	29%
Calling the City by phone	8%	12%	21%	26%	33%
City newsletter, The Flame	9%	11%	13%	13%	55%
Facebook	10%	8%	11%	9%	62%
Email subscription notifications	11%	8%	10%	9%	63%
NextDoor	6%	8%	10%	8%	69%
Solid Waste App	7%	6%	8%	7%	72%
Twitter	4%	5%	5%	5%	82%

Social Media is not the Most Used Source of Information

Legend: ■ Often ■ 4 ■ 3 ■ 2 ■ Never

Q21[2]. Effectiveness of Each of the Following

by percentage of respondents (excluding not provided)

	Effective	4	3	2	Ineffective
Parks and Recreation guide	33%	32%	24%	6%	5%
The City website, www.lawrenceks.org	27%	31%	30%	8%	5%
Direct Mail	30%	26%	28%	7%	10%
Local media outlets (newspaper)	29%	28%	23%	10%	10%
Calling the City by phone	27%	25%	27%	10%	11%
Email subscription notifications	28%	19%	27%	10%	17%
City newsletter, The Flame	21%	20%	26%	11%	21%
Facebook	18%	17%	32%	9%	25%
Solid Waste App	22%	12%	31%	8%	27%
NextDoor	13%	12%	33%	10%	32%
Twitter	13%	10%	32%	8%	38%

Residents Still Find the City to be the Most Effective Source of Communication

Summary

Residents Continue Have a Positive Perception of the City

Lawrence Rated Significantly Higher than the U.S. Average in 83% of the Areas Assessed

Lawrence Saw an Increase in Positive Ratings in 29% of the Areas Assessed Between 2019 and 2022

Priorities for Improvement

- Maintenance of City streets and utilities (*timeliness of repairs and condition of streets*)
- Flow of motor vehicle traffic and congestion management (*traffic signal coordination + walking/biking connectivity*)
- Quality of planning and code enforcement
- Effectiveness of City communication with the public (*increasing the utilization of sources maintained by City*)

Questions?

THANK YOU!