

City of Lawrence ***2011 DirectionFinder®*** ***Survey Findings***

Presented by
ETC Institute

May 16, 2011



Agenda

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

Purpose

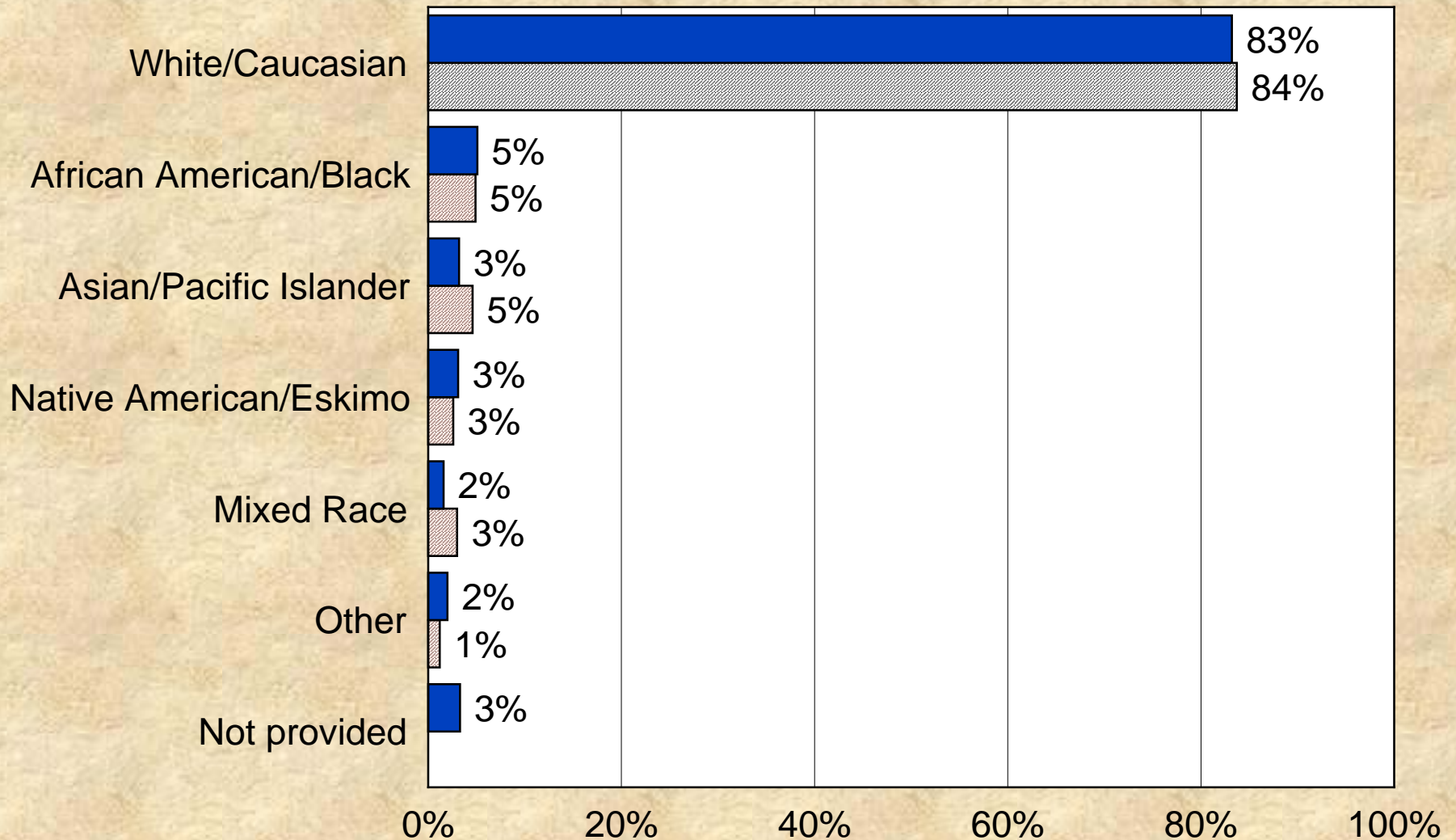
- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from the 2007 survey**
- **To gather input from residents to help set priorities for the community**
- **To compare Lawrence's performance with other cities in the U.S. and in the Kansas City metropolitan area**

Methodology

- **Survey Description**
 - included most of the same questions that were asked in the 2007 survey
- **Method of Administration**
 - mailed to a random sample of 2,500 households in the City
 - phone follow-ups done 7 days after the mailing
 - each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - 1,307 completed surveys (53% response rate)
- **Confidence level: 95%**
- **Margin of error: +/- 2.7% overall**

Respondents Race/Ethnicity

by percentage of respondents (multiple responses allowed)

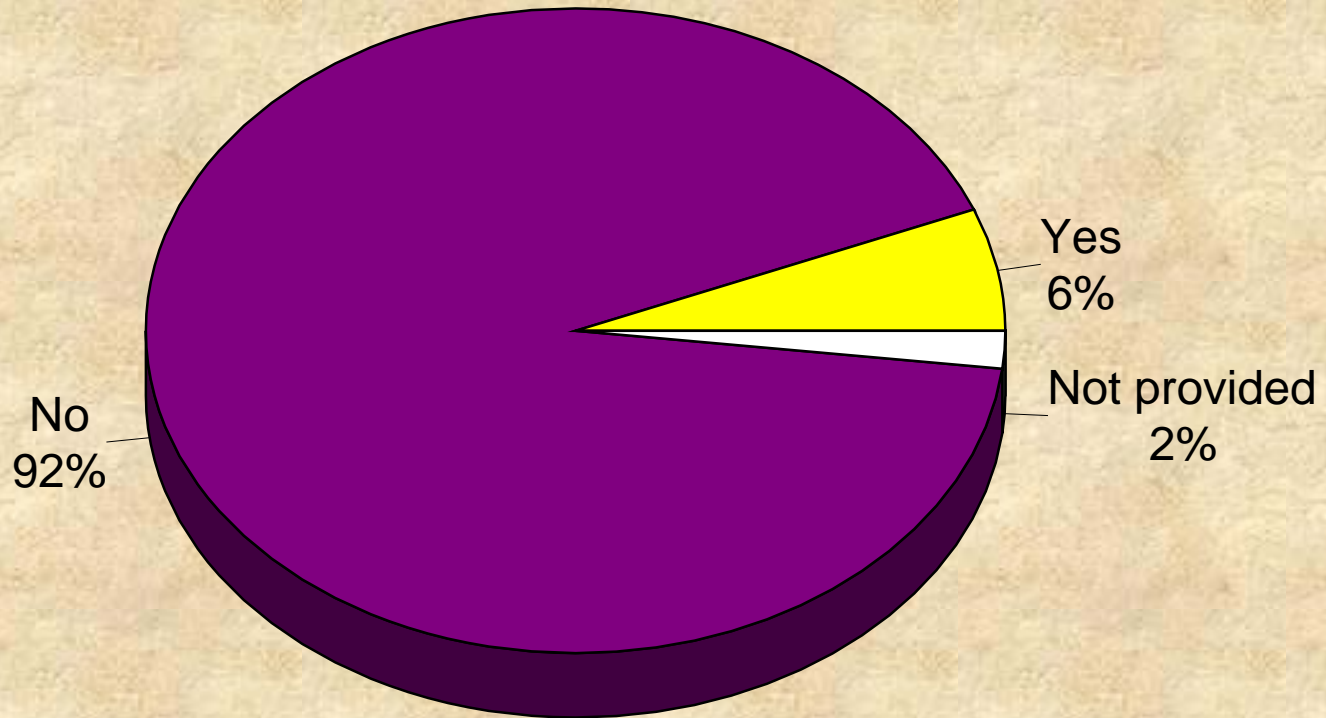


■ Lawrence ■ 2009 Census Est.

**Good Representation By
RACE/ETHNICITY**

Are you or other members of your household of Spanish, Hispanic, or Latino heritage?

by percentage of respondents



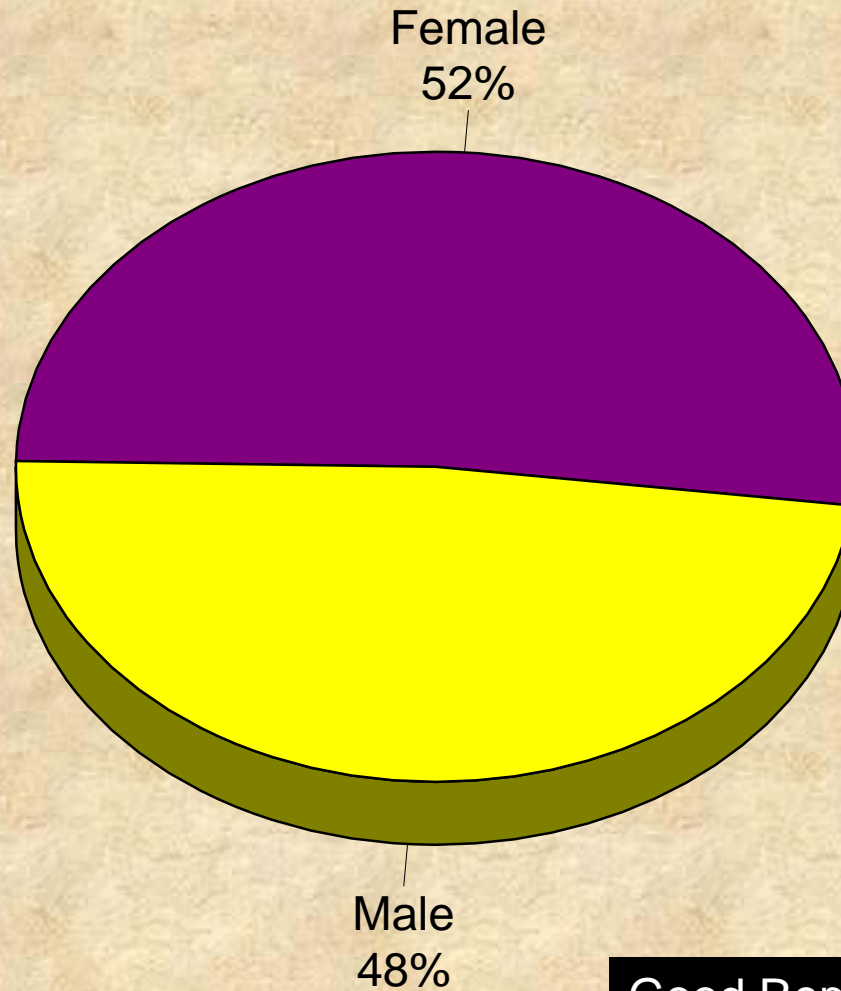
**% Hispanic According to the
2009 Census Estimate = 4.3%**

Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

**Good Representation By SPANISH,
HISPANIC OR LATINO HERITAGE**

Respondents Gender

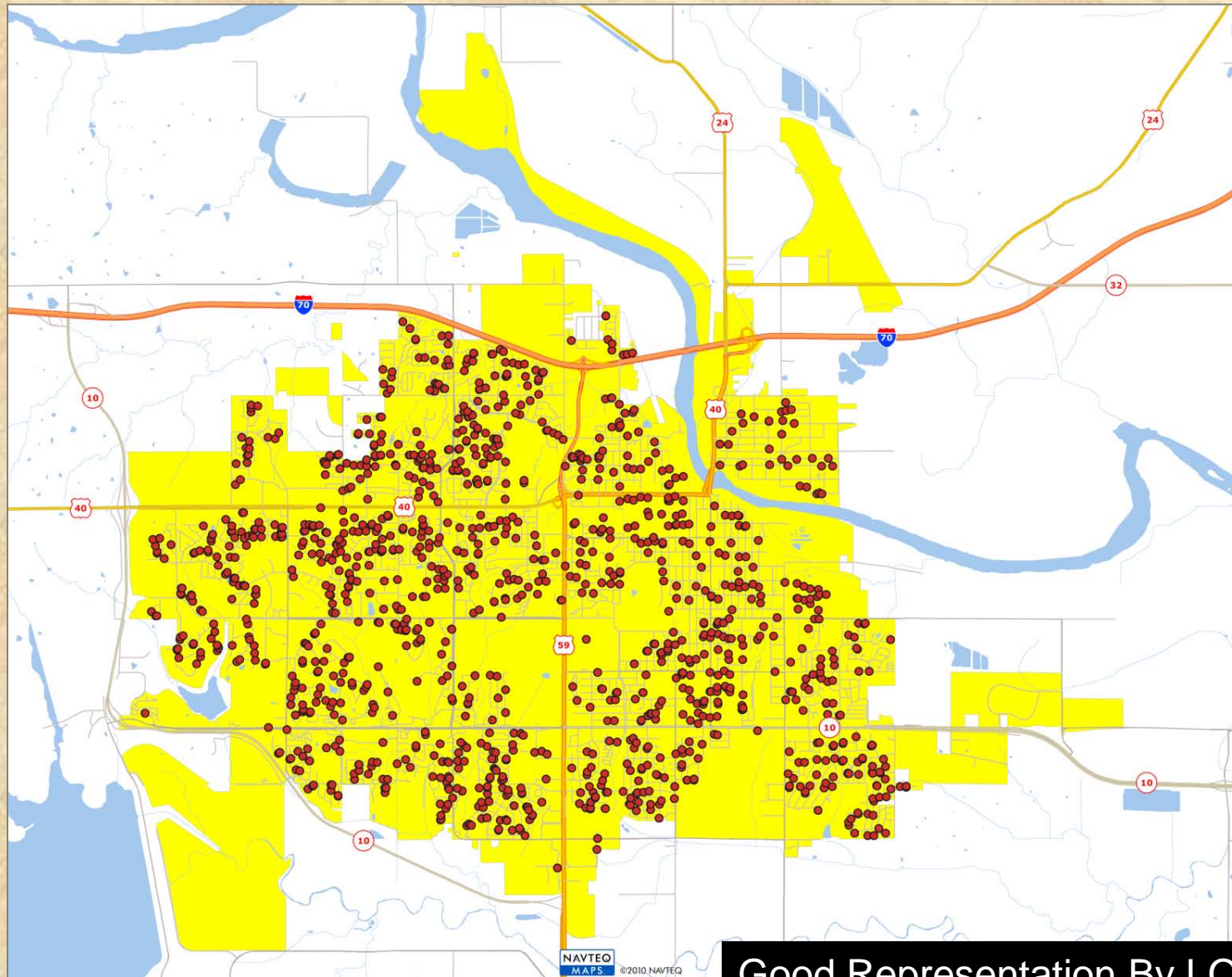
by percentage of respondents



Good Representation By GENDER

City of Lawrence 2011 DirectionFinder® Survey

Location of Survey Respondents



Good Representation By LOCATION

Bottom Line Up Front

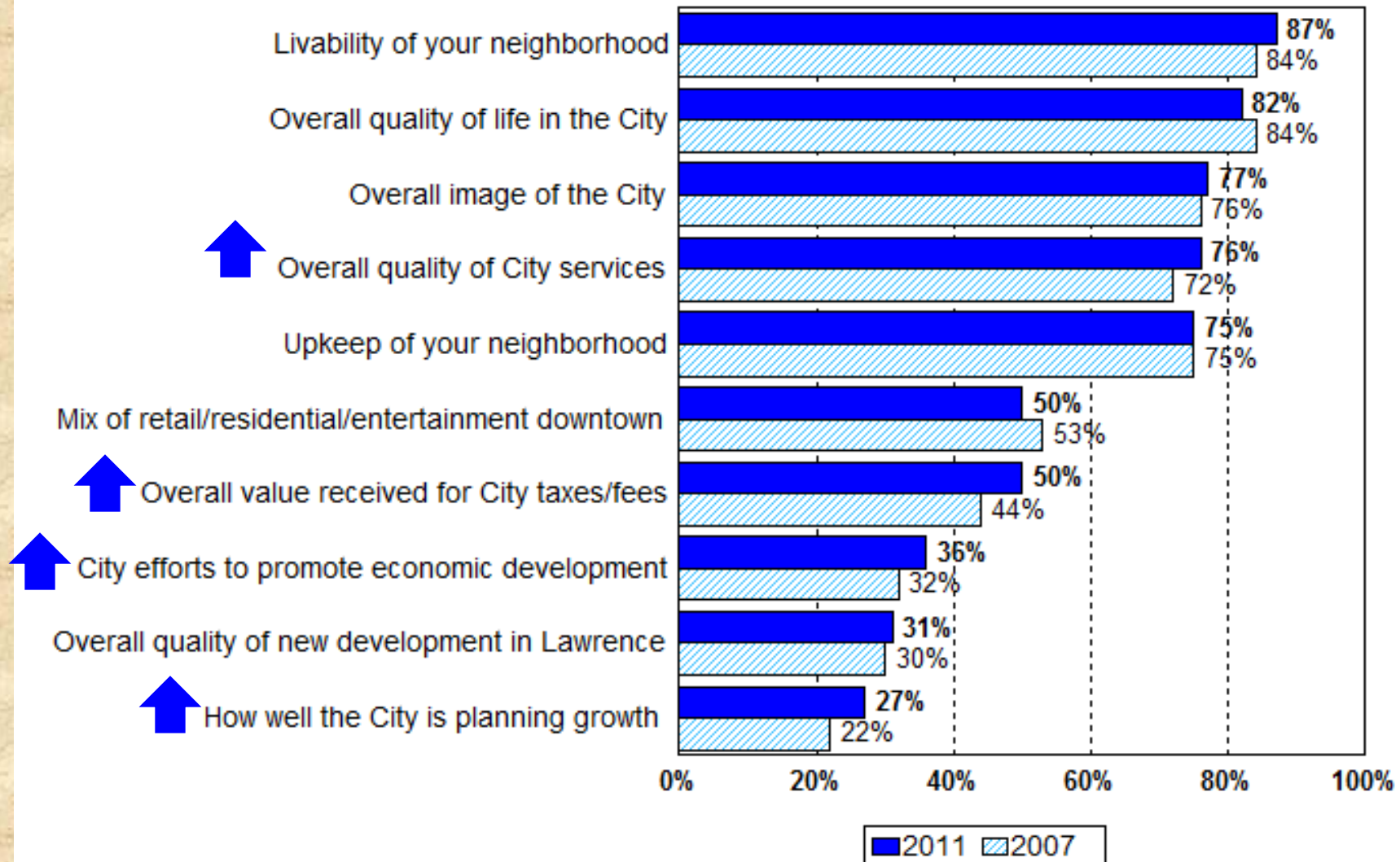
- The City of Lawrence is Moving in the Right Direction
- Overall satisfaction in Lawrence has improved since 2007 while the National and Regional averages have declined
- Top Overall Priorities
 - Maintenance of Streets/Sidewalks/Infrastructure
 - Flow of Traffic/Congestion Management
 - Quality of Planning/Development Services

Major Findings: #1

**Perceptions of the City
Have Improved**

TRENDS: Satisfaction with Items That Influence Perceptions of the City - 2011 vrs. 2007

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



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

Perceptions of the City have improved in most areas in spite of the struggling economy

Major Findings: #2

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

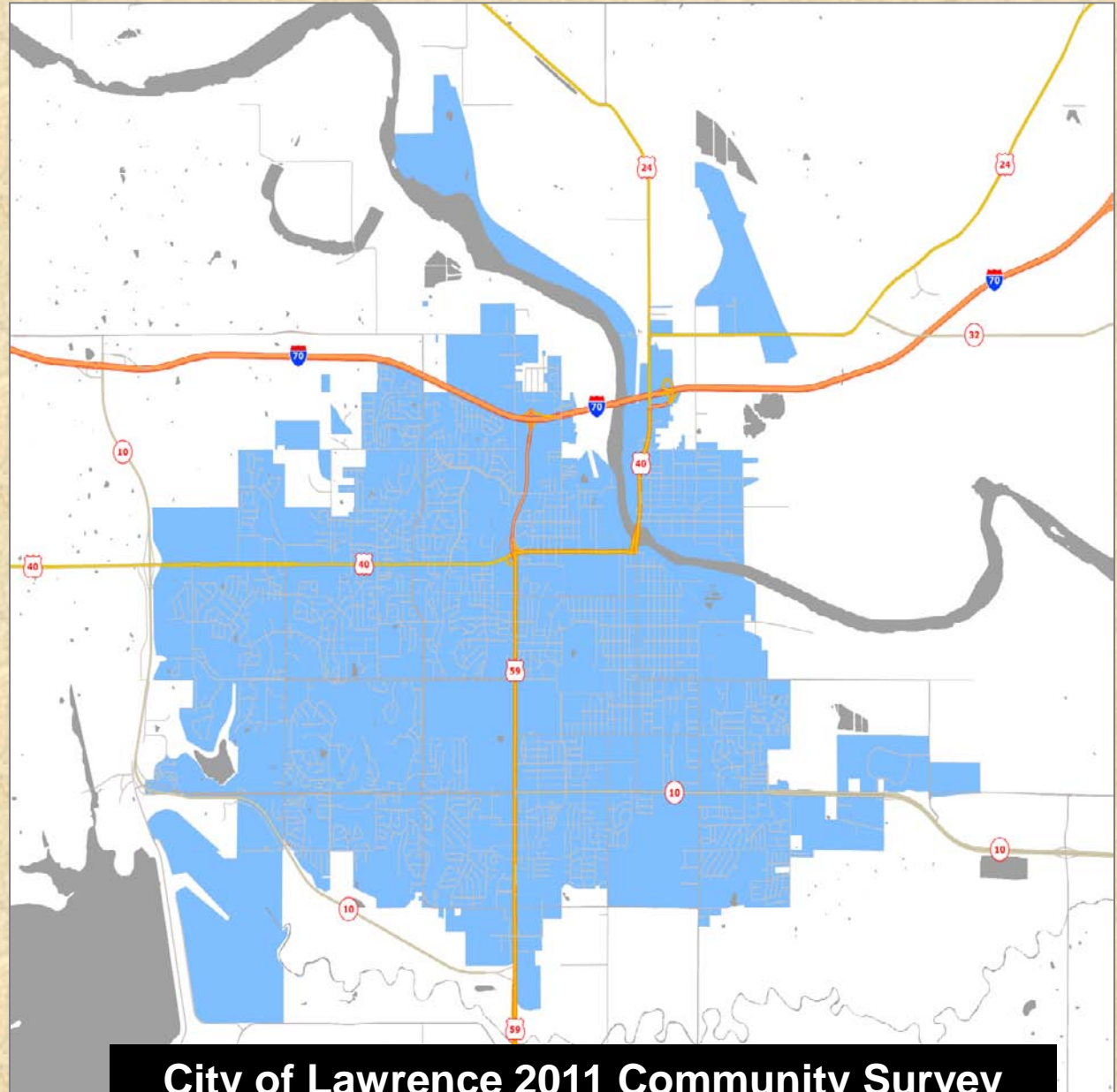
Satisfaction with the OVERALL quality of services provided by the City

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

LEGEND

Mean rating
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)



City of Lawrence 2011 Community Survey

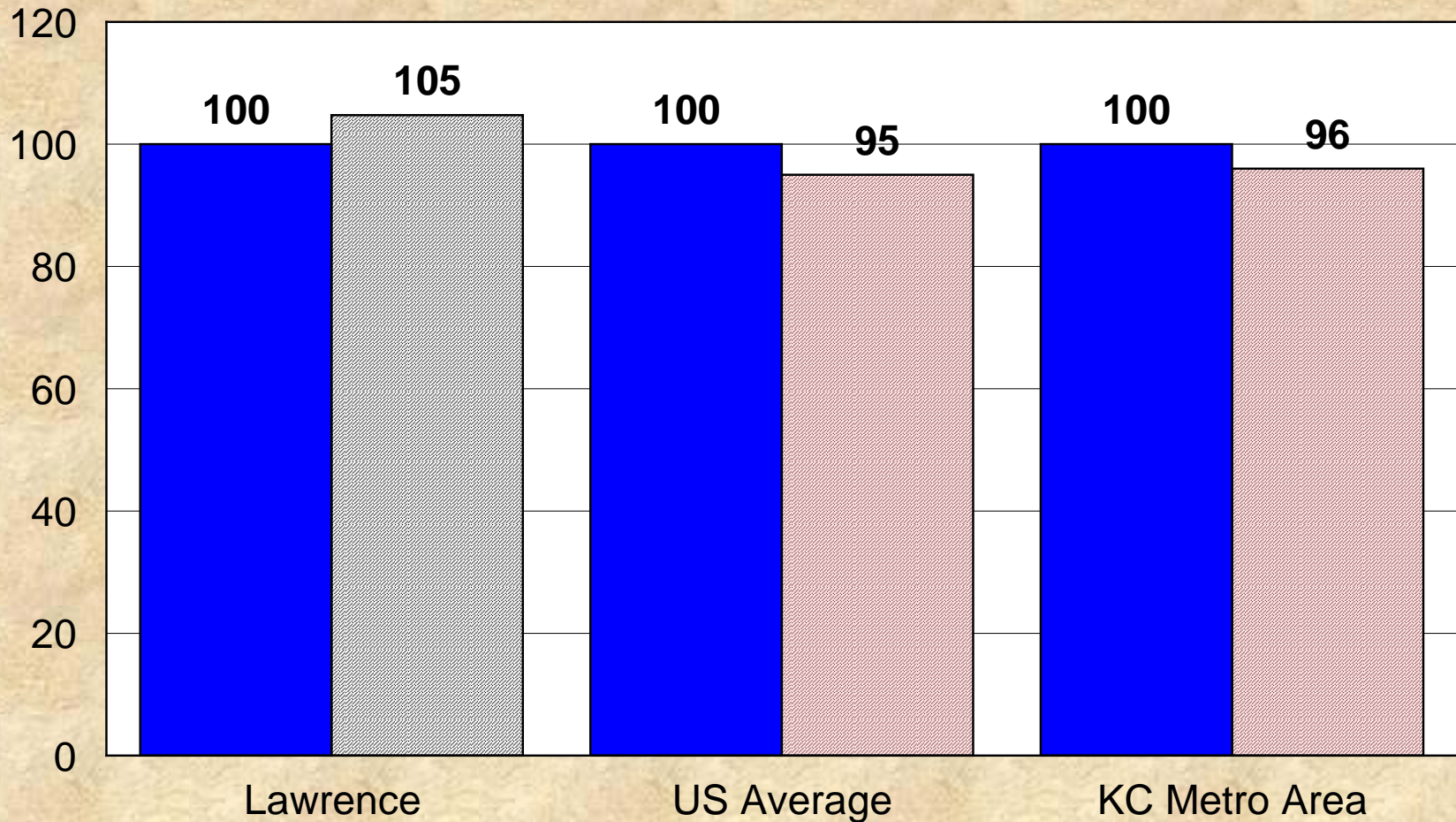
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Major Findings: #3

**Satisfaction With Most City
Services Has Increased**

Composite Satisfaction Index: City of Lawrence 2007 thru 2011

derived from the mean overall satisfaction ratings provided by residents
Year 2007=100



**Lawrence's Results Have Improved While
the National and Regional Averages Have Declined**

■ 2007 ■ 2011

Significant Increases

(There were increases in 65 of the 102 of the items rated in 2007 and 2011)

❑ MOST Significant INCREASES

- Beautification of Downtown Lawrence (+15%)
- Feeling of Safety in Downtown After Dark (+13%)
- Efforts by the City to prepare against emergencies (+10%)
- Flow of traffic/congestion management (+9%)
- Quality of the City's wastewater utility services (+7%)
- Quality of planning /development services (+7%)
- Informing residents on recycling opportunities (+7%)
- City's drop-off recycling sites (+7%)
- Availability of pedestrian paths in Lawrence (+7%)
- Overall value received for City taxes and fees (+6%)
- Ease of north/south travel in Lawrence (+6%)
- Ease of east/west travel in Lawrence (+6%)

Most Significant Decreases

(There were decreases in 28 of the 102 of the items rated in 2007 and 2011)

❑ MOST Significant DECREASES

- Hours that businesses are open Downtown (-8%)
- Types of retail and entertainment establishments in Downtown Lawrence (-7%)
- Snow removal on neighborhood streets (-6%)
- Availability of information about parks and recreation programs (-6%)

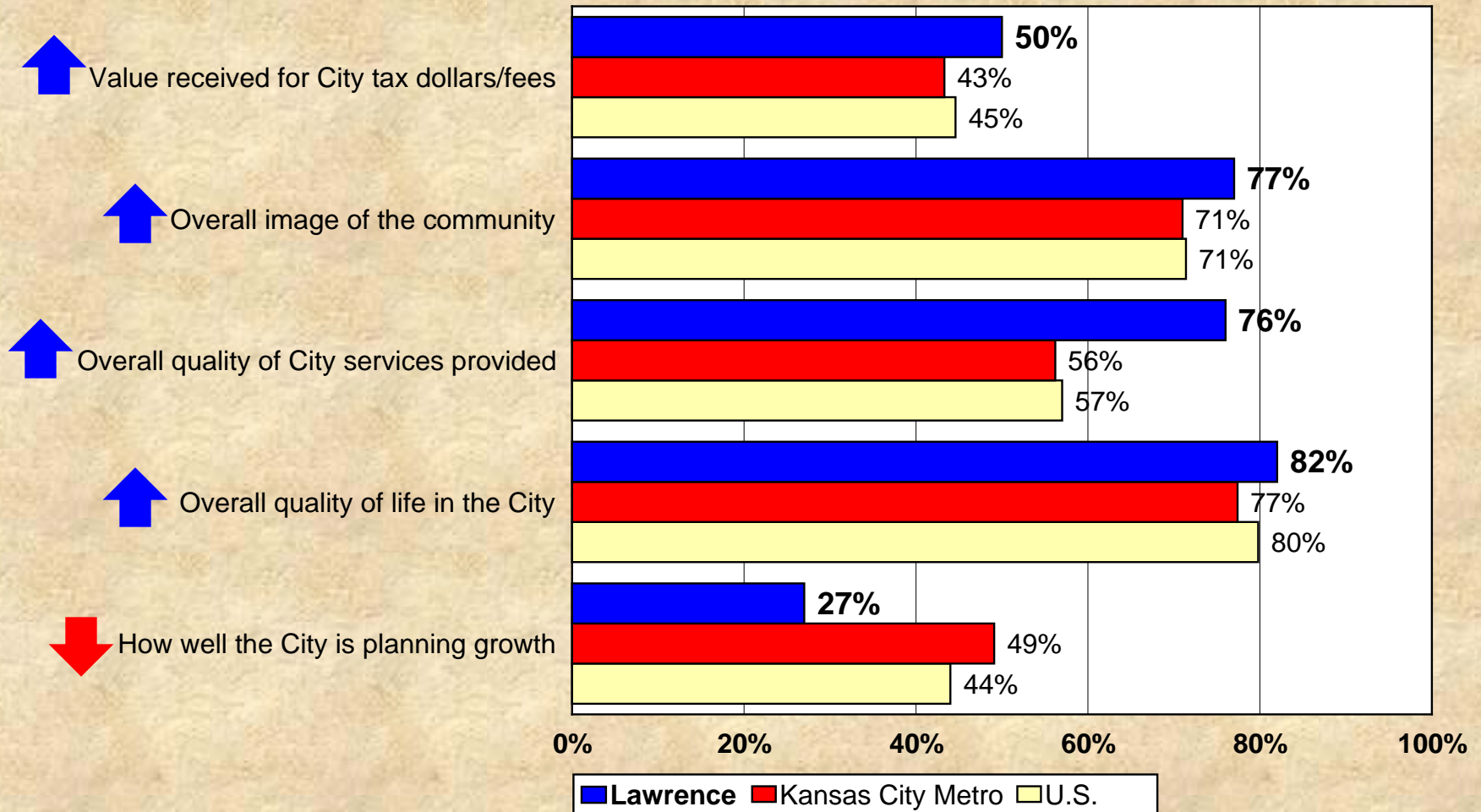
Major Finding #4

**The City of Lawrence Generally
Performs Well Compared to
Other Communities**

Satisfaction with Issues that Influence Perceptions of the City

Lawrence vs. Kansas City Metro vs. the U.S

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

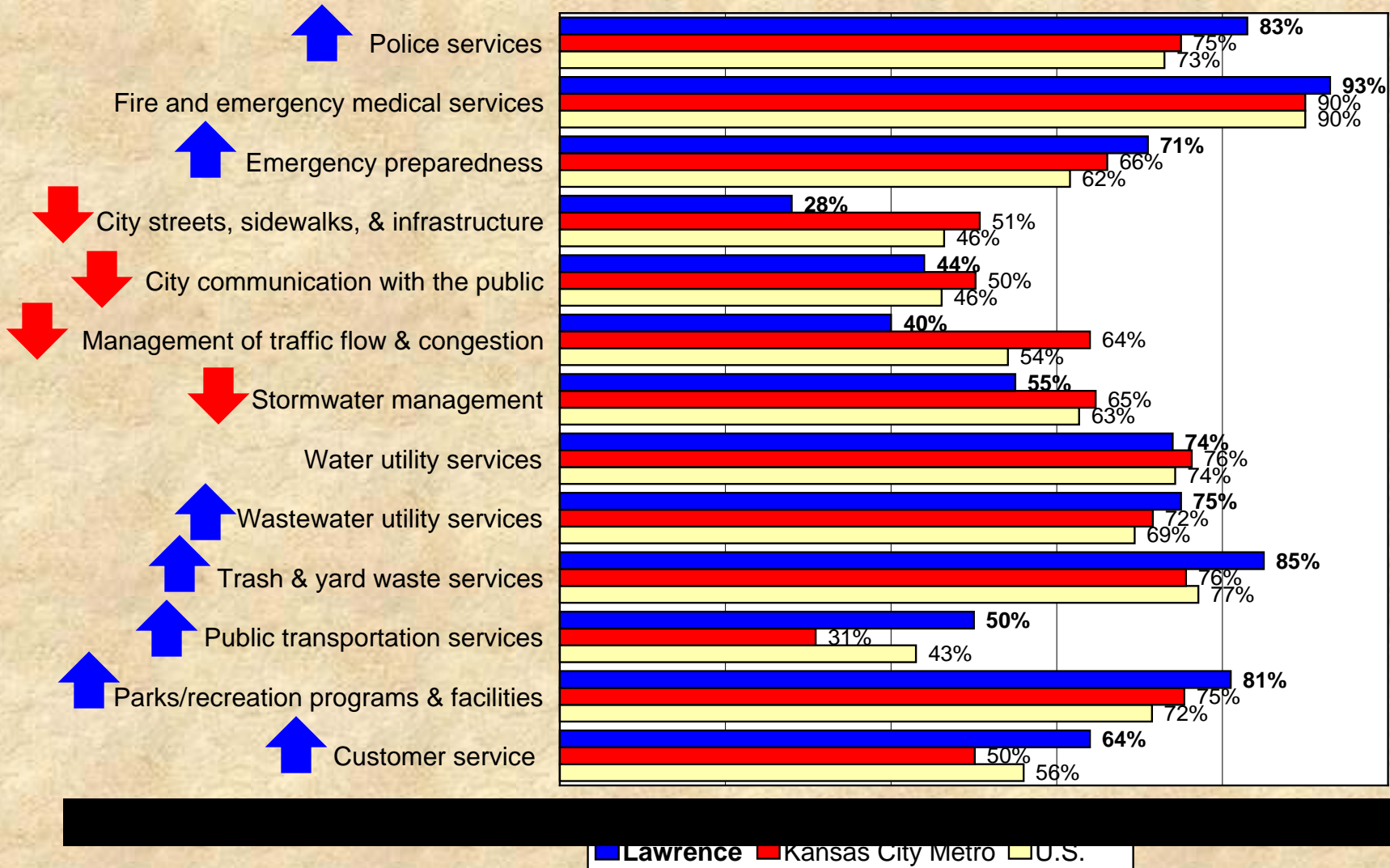


Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Various City Services Lawrence vs. Kansas City Metro vs. the U.S

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

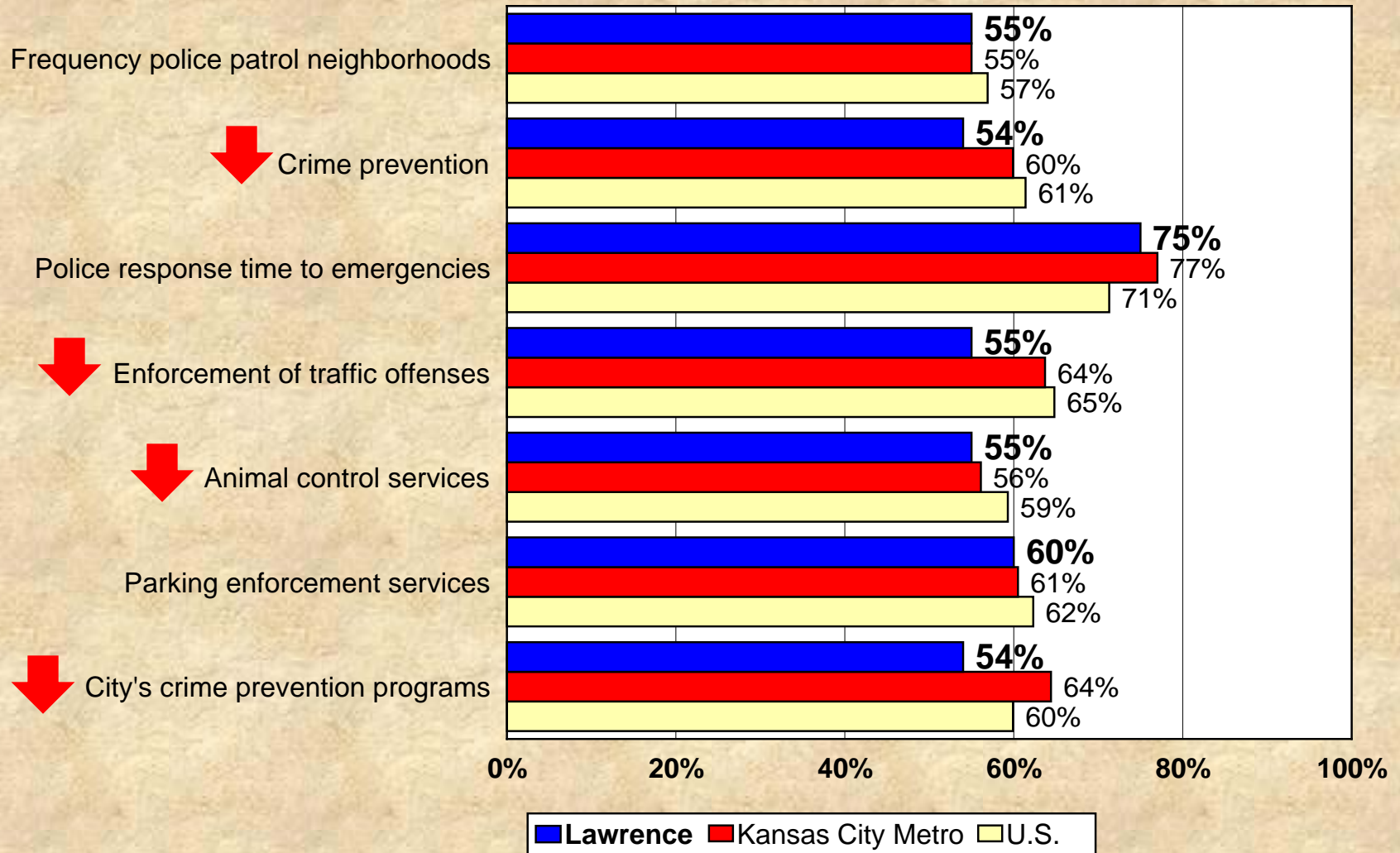


Significantly Higher: ↑

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Overall Satisfaction with Police Services Lawrence vs. Kansas City Metro vs. the U.S

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

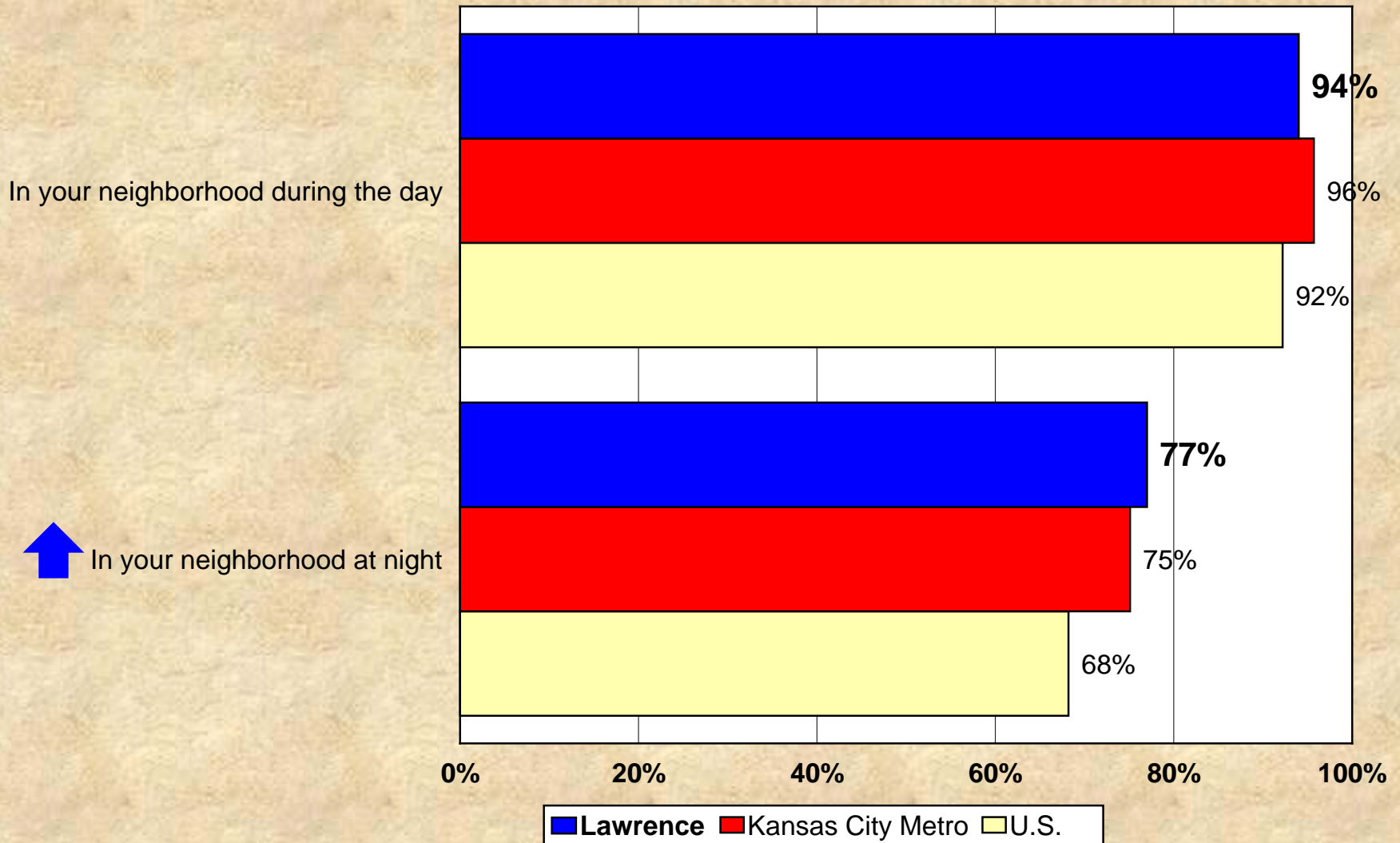


Significantly Higher: ↑

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How Safe Residents Feel in Their Community Lawrence vs. Kansas City Metro vs. the U.S

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

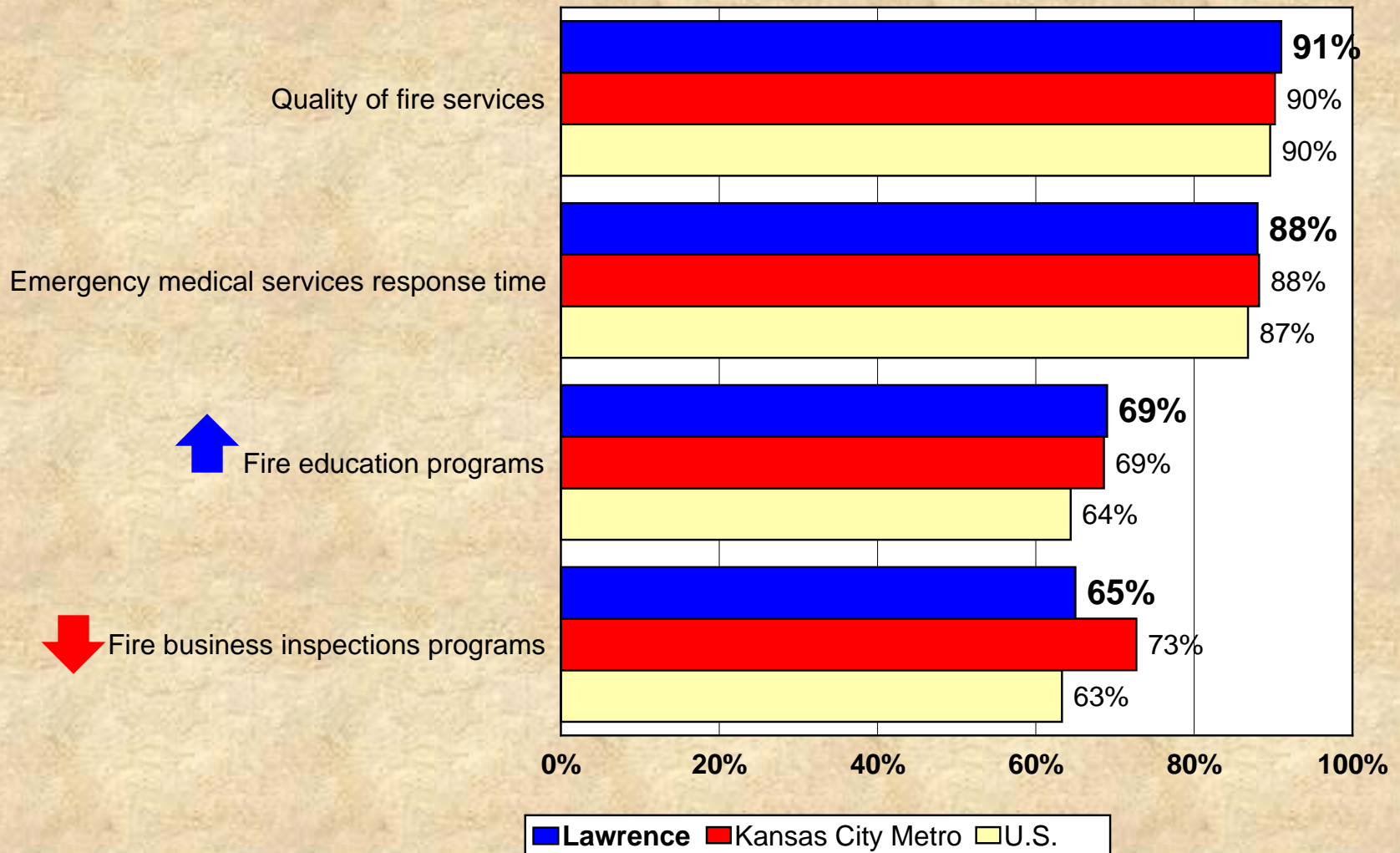


Significantly Higher: ↑

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Overall Satisfaction with Fire and Ambulance Services Lawrence vs. Kansas City Metro vs. the U.S

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

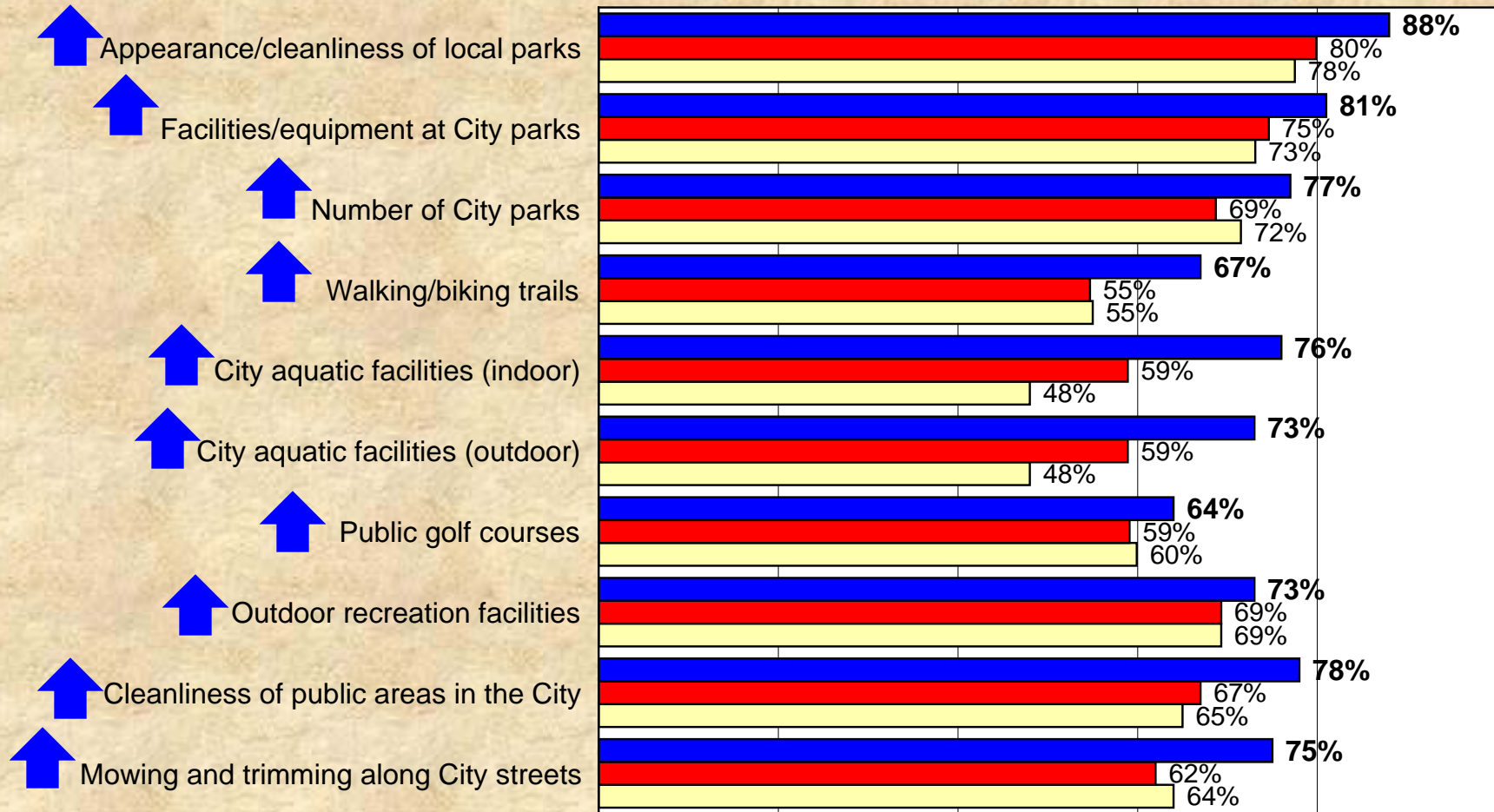


Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Parks and Recreation Lawrence vs. Kansas City Metro vs. the U.S

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



Lawrence Kansas City Metro U.S.

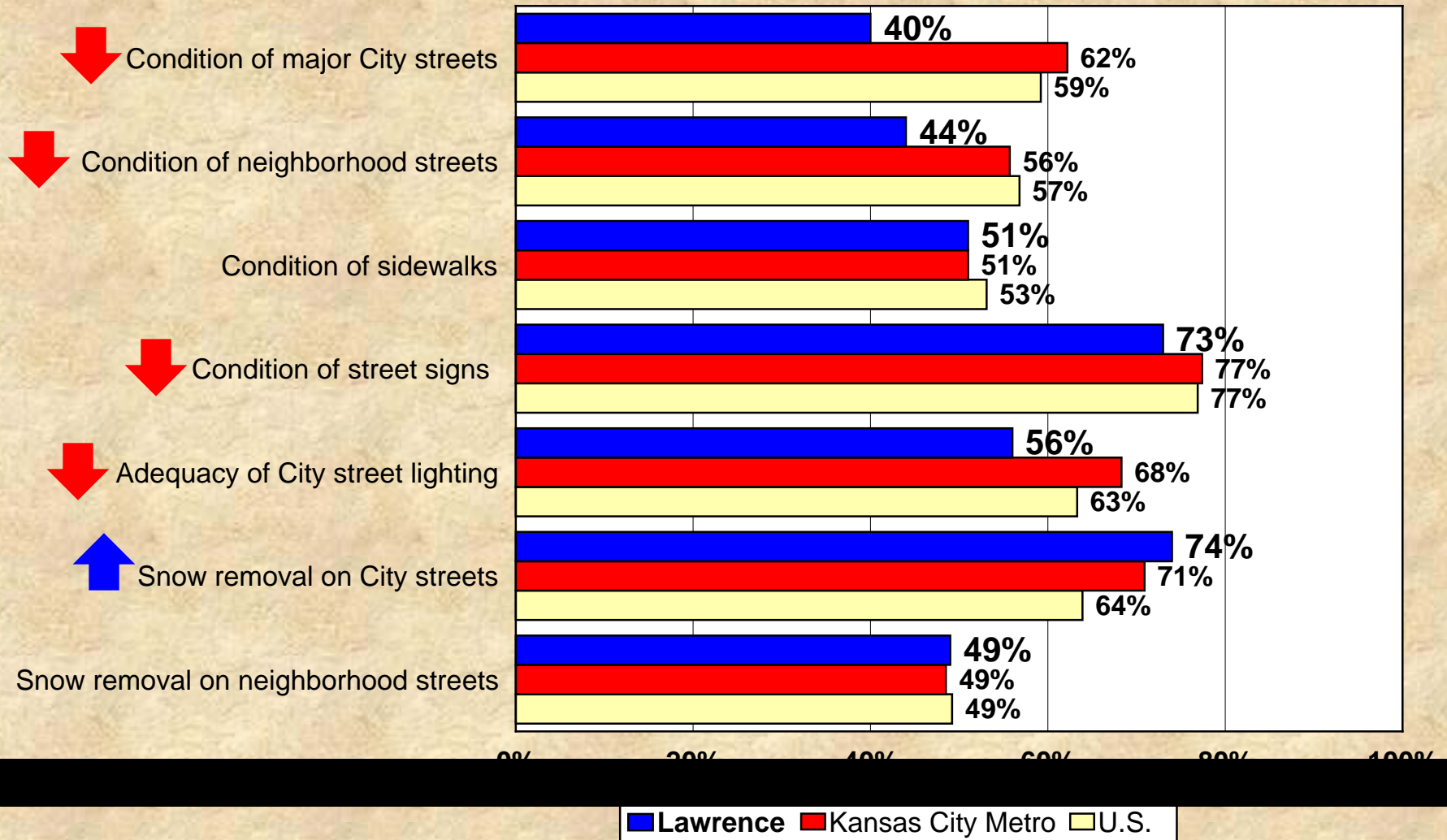
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Maintenance and Public Works

Lawrence vs. Kansas City Metro vs. the U.S

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

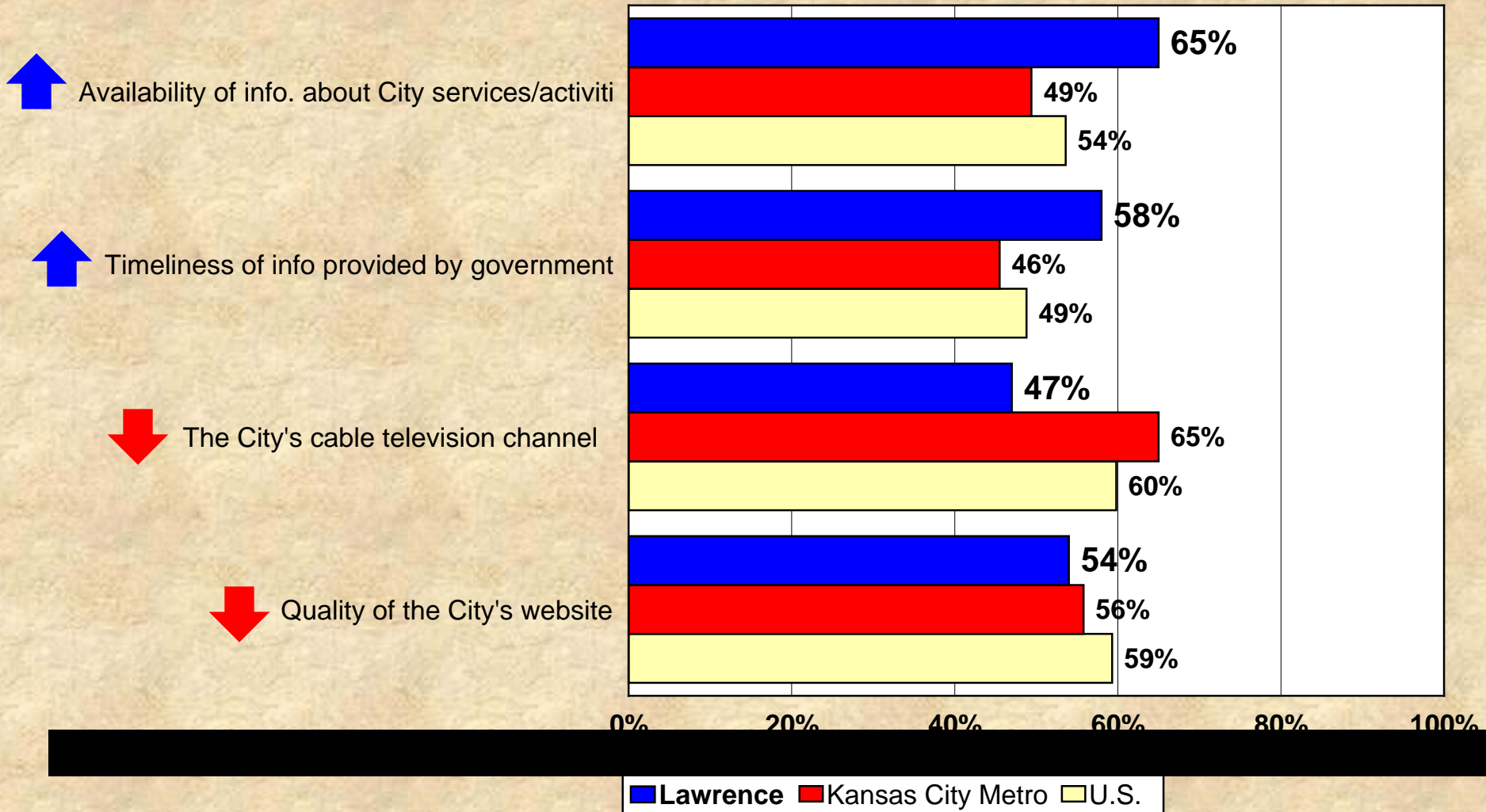


Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Public Information Lawrence vs. Kansas City Metro vs. the U.S

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

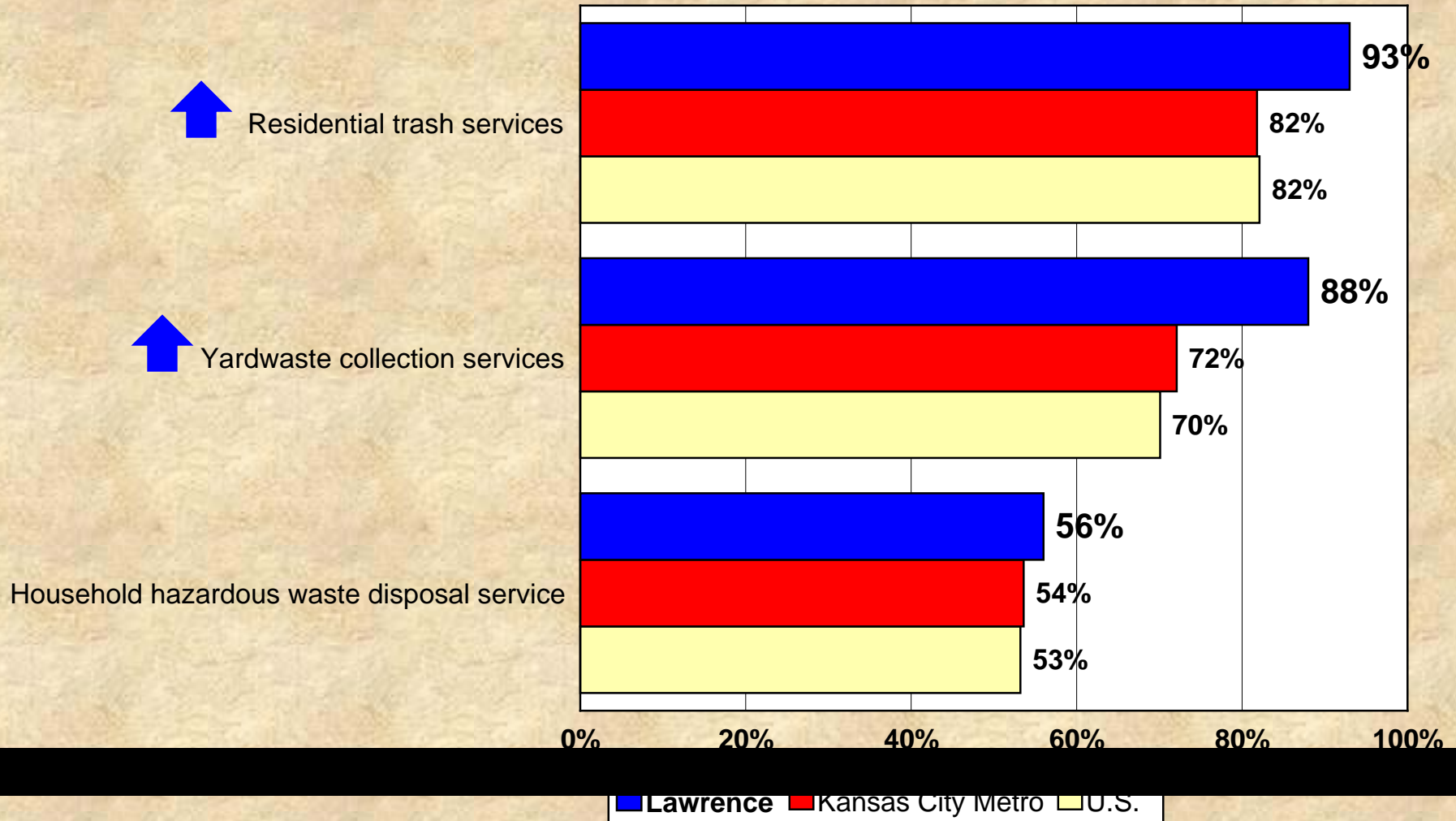


Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Solid Waste Disposal Services Lawrence vs. Kansas City Metro vs. the U.S

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



Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #5

Priorities for Investment

Priorities for Investment

- Importance-Satisfaction (I-S) Analysis was performed to assess the potential impact that investments in various city services would have on overall satisfaction with city services over the next 2 years
- I-S Rating is calculated by multiplying the percentage of respondents who selected an item as one of their top priorities by 1 minus the percentage of respondents who indicated they agreed with a statement about the issue
- By emphasizing improvements in areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high, the City will be more likely to cause positive change in overall satisfaction with City services over the next two years

Importance-Satisfaction Rating

City of Lawrence

OVERALL

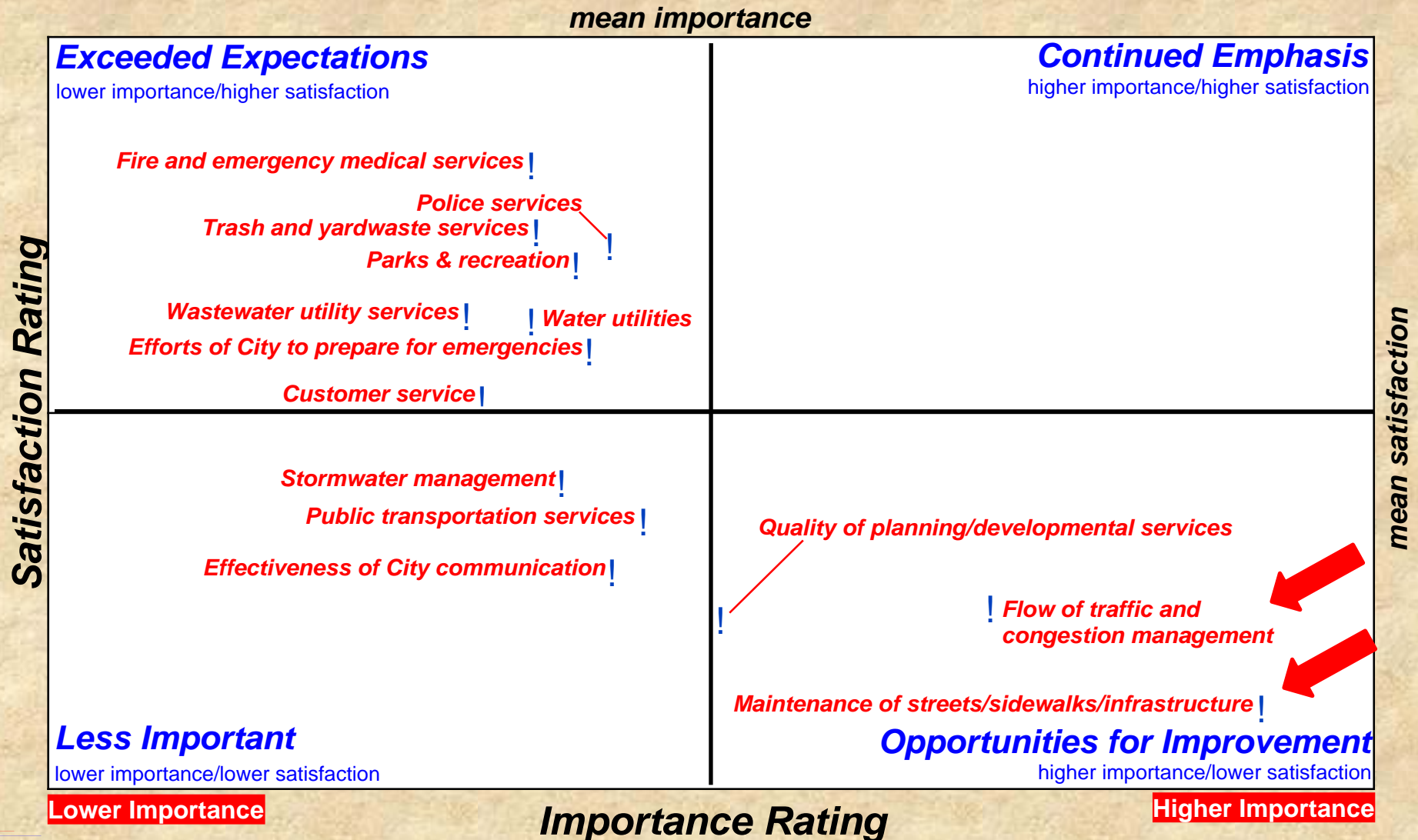
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of streets/sidewalks/infrastructure	69%	1	28%	14	0.4968	1
Flow of traffic/congestion management	46%	2	40%	12	0.2760	2
<u>High Priority (IS .10-.20)</u>						
Quality of planning/developmental services	21%	3	39%	13	0.1289	3
<u>Medium Priority (IS <.10)</u>						
Quality of City's public transportation services	18%	4	50%	10	0.0900	4
Effectiveness of City communication	15%	5	44%	11	0.0840	5
Quality of the City's stormwater mgt. system	11%	9	55%	9	0.0495	6
Efforts of City to prepare against emergencies	13%	7	71%	7	0.0377	7
Quality of police services	15%	6	83%	3	0.0255	8
Quality of the City's parks & recreation system	12%	8	81%	4	0.0228	9
Quality of City water utility services	8%	12	74%	6	0.0208	10
Quality of customer service provided by City	4%	13	64%	8	0.0144	11
Quality of City trash and yardwaste services	9%	10	85%	2	0.0135	12
Quality of City wastewater utility services	3%	14	75%	5	0.0075	13
Quality of fire and emergency medical services	8%	11	93%	1	0.0056	14

Overall Priorities:

2011 City of Lawrence 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)



Importance-Satisfaction Rating

City of Lawrence

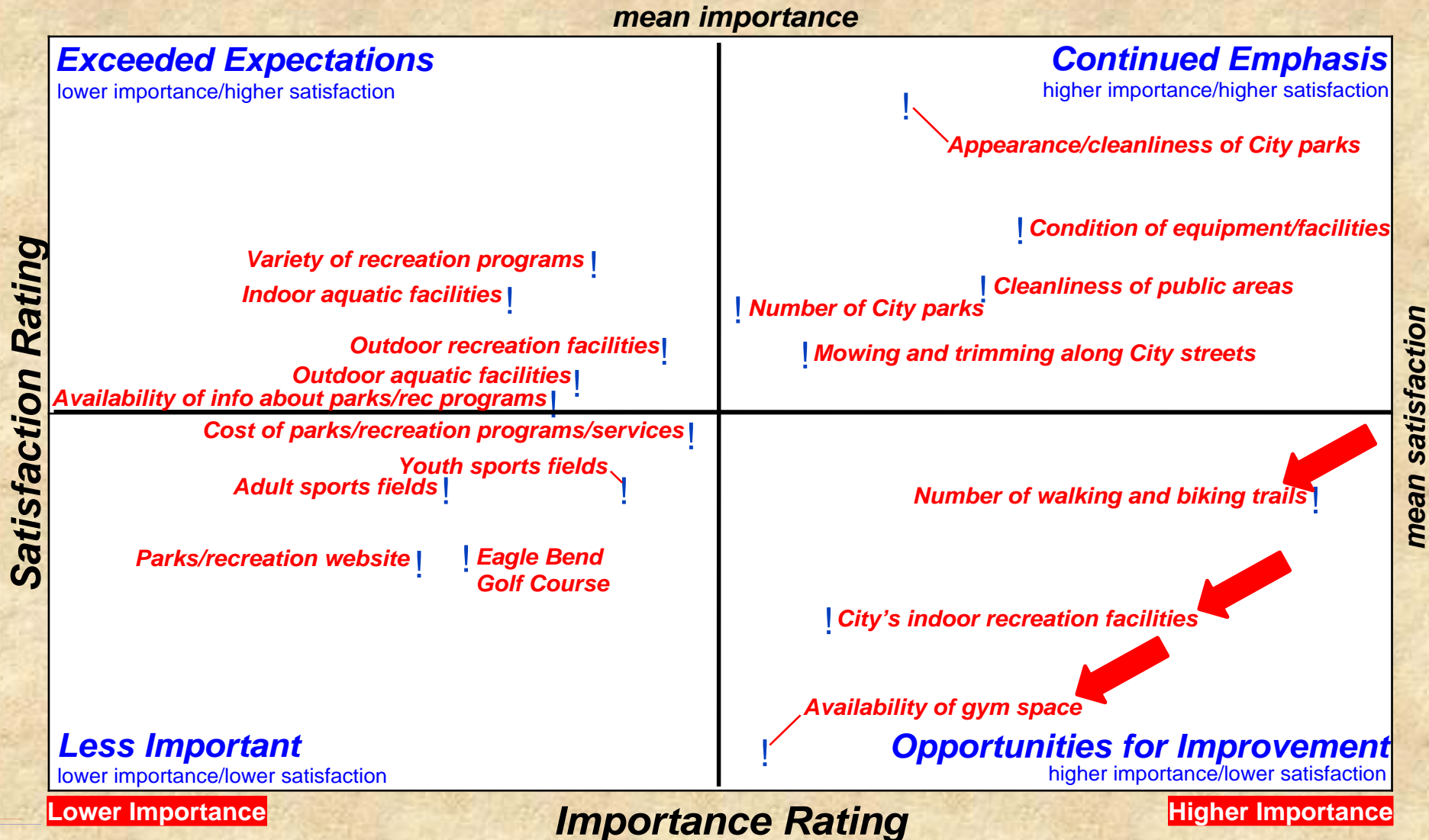
Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS < .10)</i>						
Number of walking and biking trails	30%	1	67%	14	0.0990	1
Availability of gym space	14%	7	54%	18	0.0644	2
City's indoor recreation facilities	15%	5	61%	17	0.0585	3
Cleanliness of public areas in the City	20%	3	78%	3	0.0440	4
Condition of equipment/facilities at City parks	21%	2	81%	2	0.0399	5
Mowing and trimming along City streets	15%	6	75%	7	0.0375	6
Cost of parks and recreation programs/services	11%	9	71%	11	0.0319	7
Number of City parks	13%	8	77%	5	0.0299	8
City's outdoor recreation facilities	11%	10	73%	8	0.0297	9
Availability of youth sports field in Lawrence	9%	11	68%	12	0.0288	10
Outdoor aquatic facilities	8%	13	73%	9	0.0216	11
Appearance/cleanliness of City parks	18%	4	88%	1	0.0216	12
Availability of info about parks and rec. programs	7%	14	72%	10	0.0196	13
Quality of Eagle Bend Golf Course	5%	16	64%	15	0.0180	14
Variety of recreation programs	8%	12	78%	4	0.0176	15
Indoor aquatic facilities	6%	15	76%	6	0.0144	16
Availability of adult sports field in Lawrence	4%	17	68%	13	0.0128	17
City parks/recreation website	3%	18	64%	16	0.0108	18

Parks and Recreation Priorities: NO MAJOR DEFICIENCIES

2011 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreation-

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



Importance-Satisfaction Rating

City of Lawrence

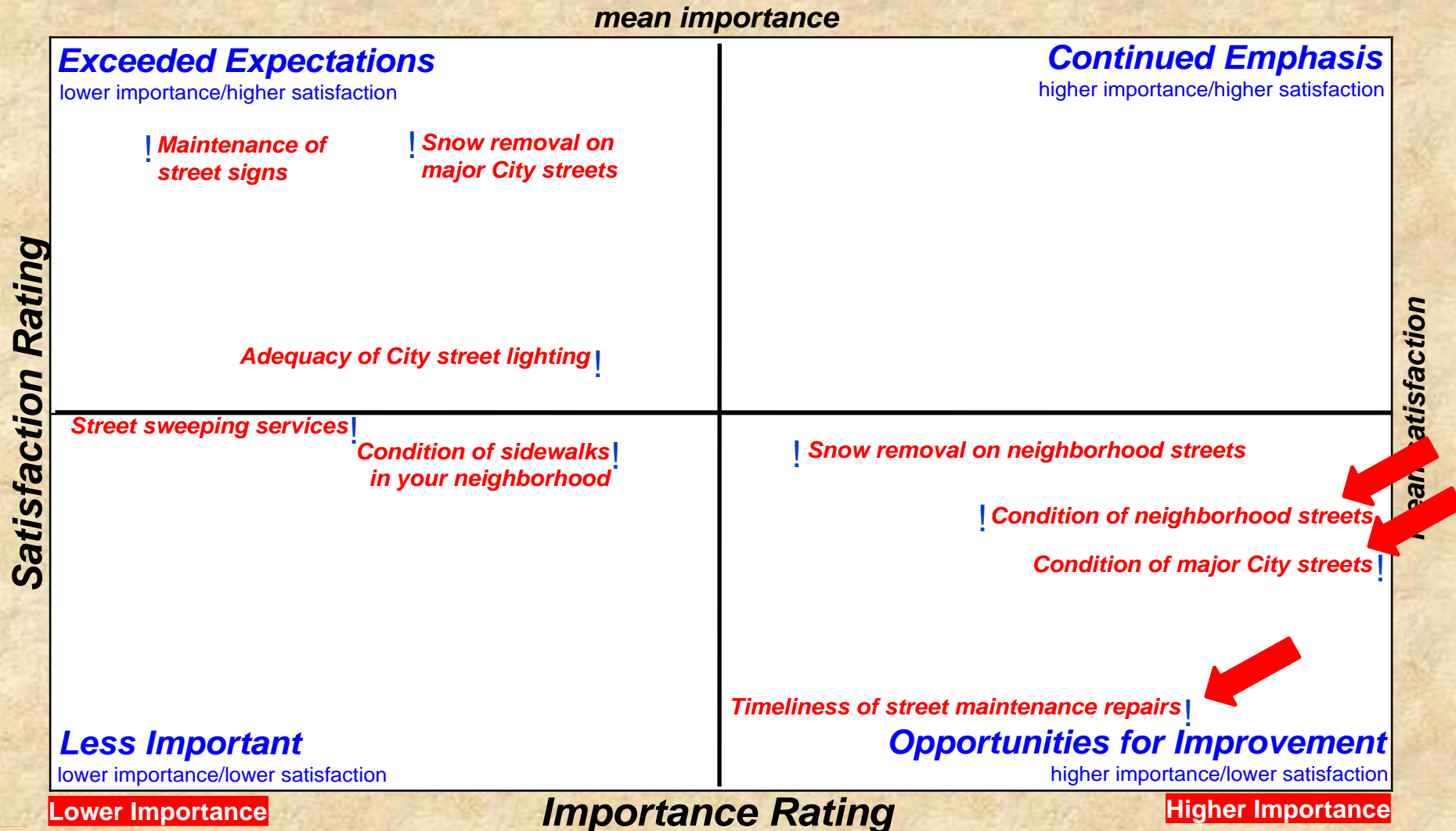
Maintenance and Public Works

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>						
Condition of major City streets	58%	1	40%	8	0.3480	1
Timeliness of street maintenance repairs	49%	2	29%	9	0.3479	2
Condition of streets in your neighborhood	40%	3	44%	7	0.2240	3
<i>High Priority (IS .10-.20)</i>						
Snow removal on neighborhood streets	32%	4	49%	6	0.1632	4
Condition of sidewalks in your neighborhood	24%	5	51%	5	0.1176	5
Adequacy of City street lighting	23%	6	56%	3	0.1012	6
<i>Medium Priority (IS < .10)</i>						
Street sweeping services provided by the City	12%	8	51%	4	0.0588	7
Snow removal on major City streets	15%	7	74%	1	0.0390	8
Maintenance of street signs	3%	9	73%	2	0.0081	9

Maintenance and Public Works Priorities:

2011 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix -Maintenance and Public Works-

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

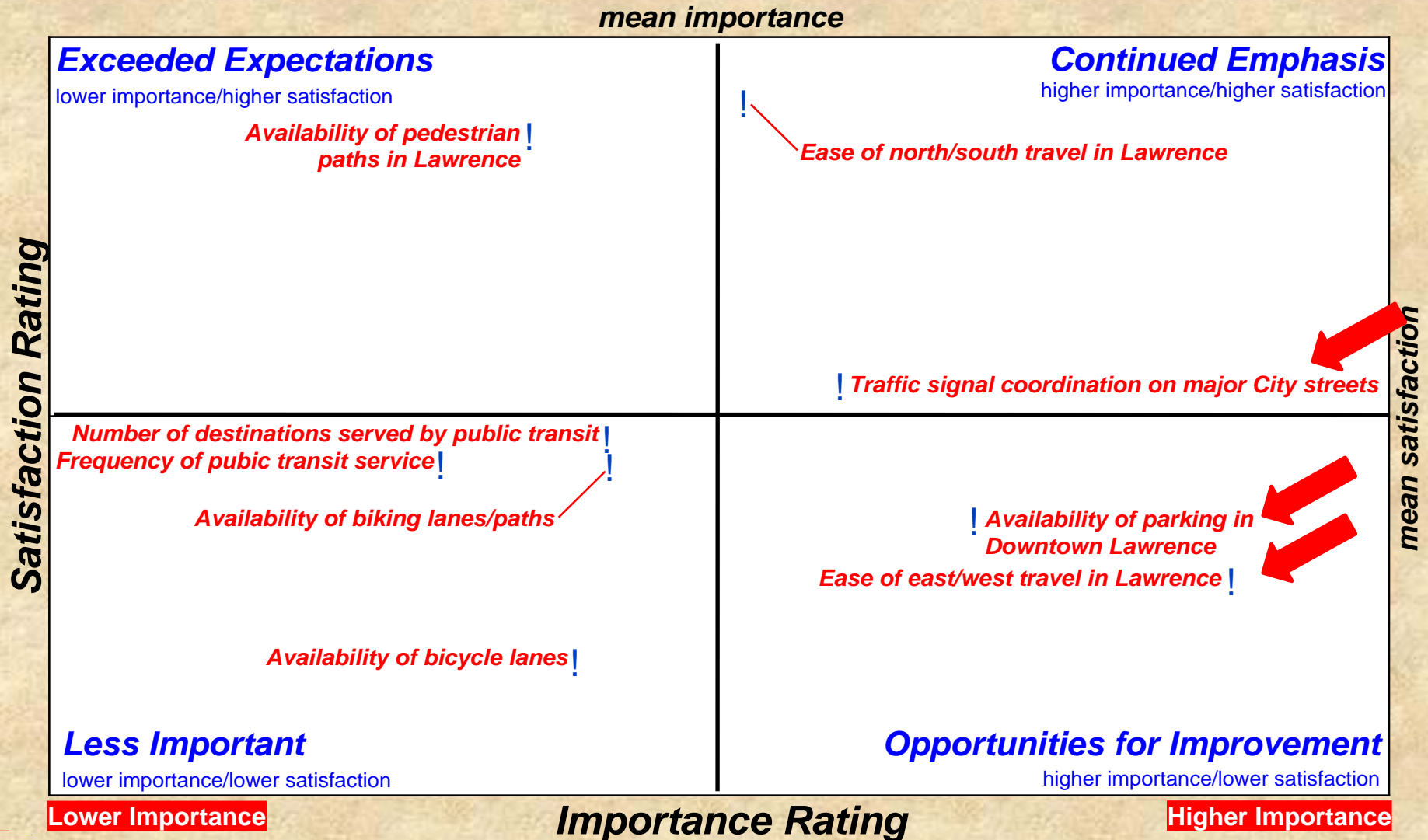


Importance-Satisfaction Rating						
City of Lawrence						
<u>Transportation</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Ease of east/west travel in Lawrence	38%	1	36%	8	0.2432	1
<u>High Priority (IS .10-.20)</u>						
Availability of parking in Downtown Lawrence	29%	2	38%	7	0.1798	2
Traffic signal coordination on major City streets	24%	3	44%	3	0.1344	3
<u>Medium Priority (IS <.10)</u>						
Availability of bicycle lanes	14%	6	33%	9	0.0938	4
Ease of north/south travel in Lawrence	20%	4	55%	1	0.0900	5
Availability of biking lanes/paths in Lawrence	15%	5	41%	6	0.0885	6
Number of destinations served by public transit	11%	8	42%	4	0.0638	7
Availability of pedestrian paths in Lawrence	12%	7	54%	2	0.0552	8
Frequency of public transportation service	9%	9	41%	5	0.0531	9

Transportation Priorities:

2011 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix *-Transportation-*

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



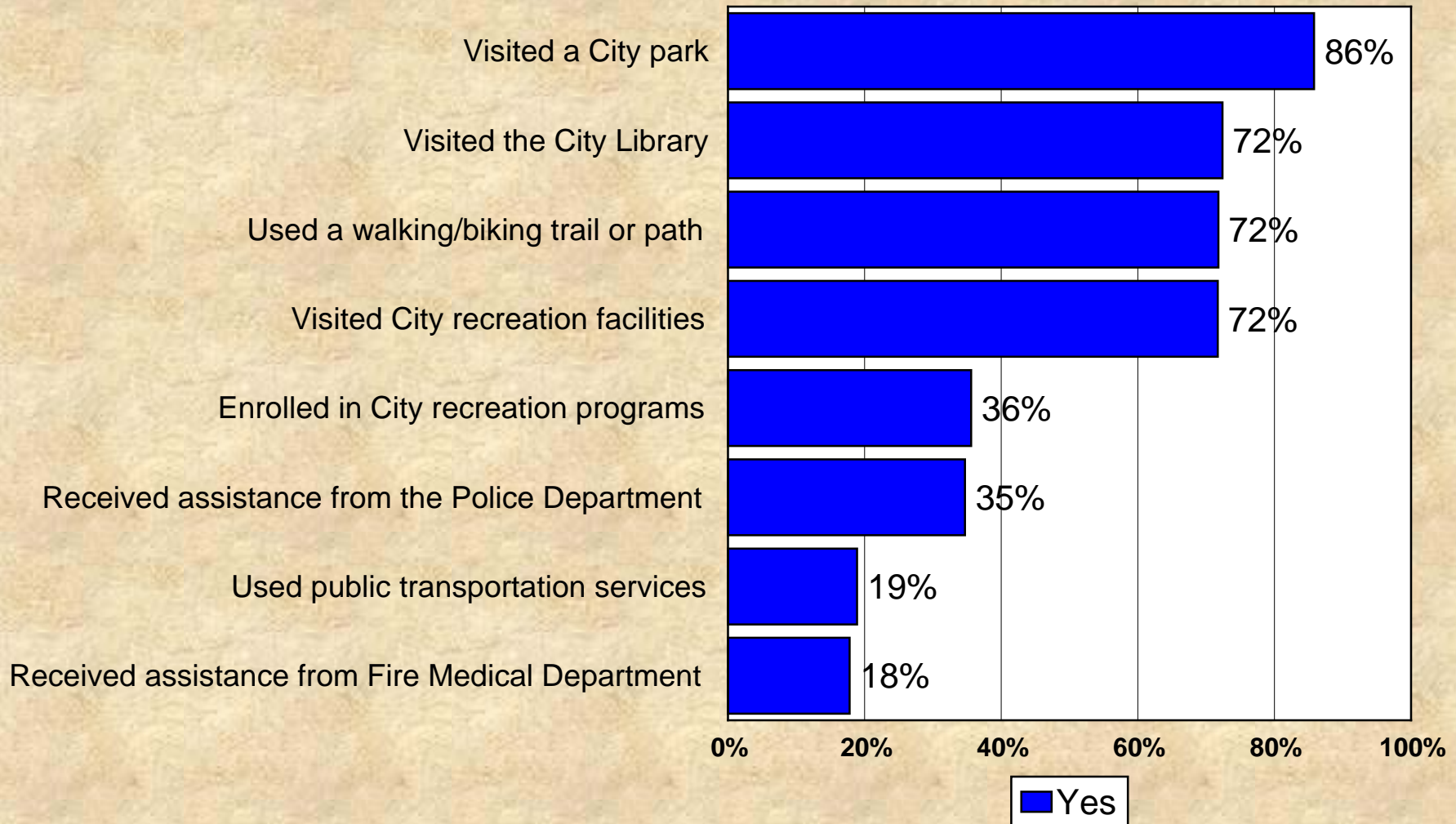
Other Findings

**City Services Used Most
and
Customer Service Ratings**

City Services used in the Past 12 months

by percentage of respondents who answered "YES" (excluding "don't remember")

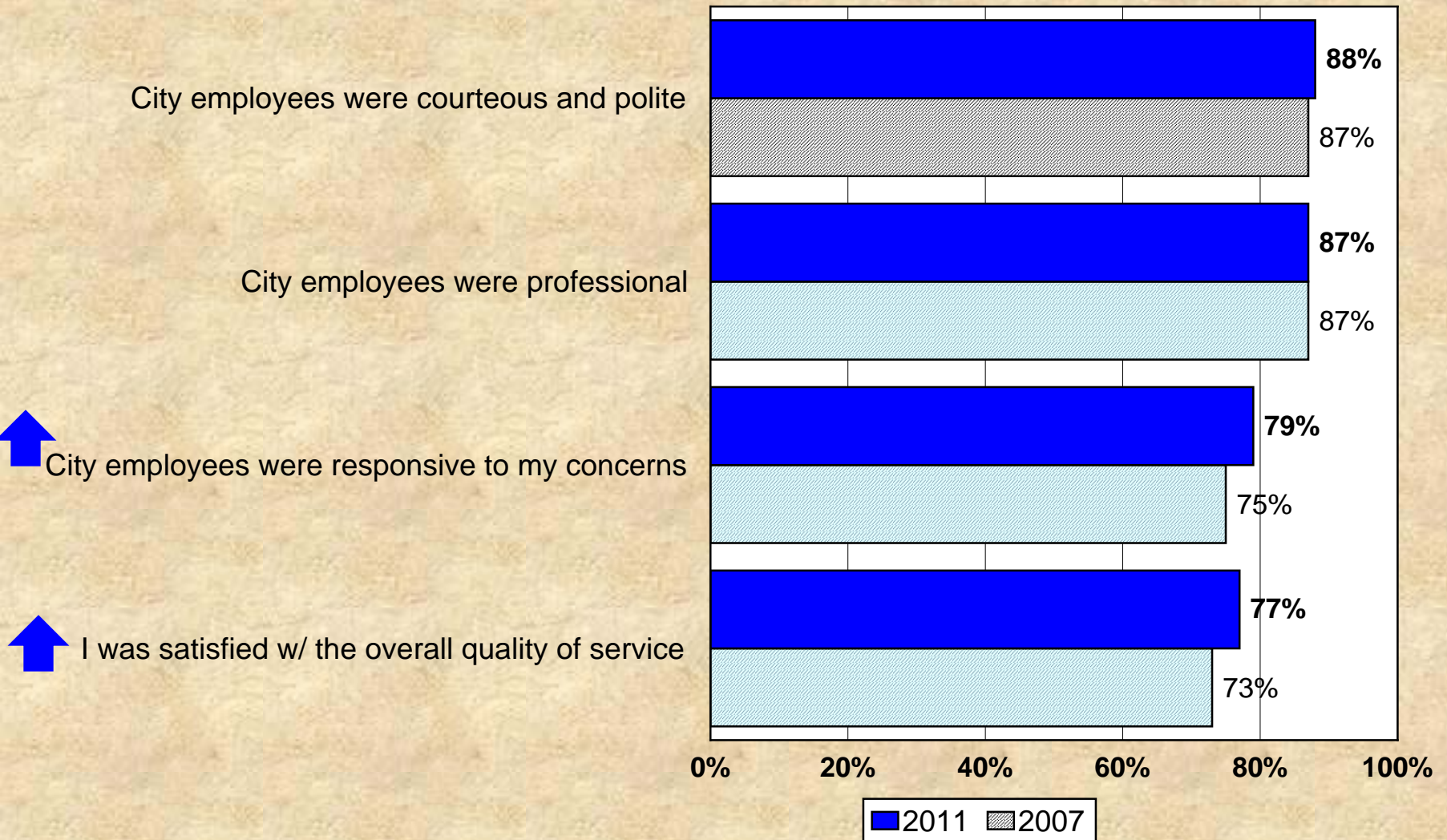
During the past 12 months have you:



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

TRENDS: Level of Agreement with Statements about the Quality of Service Received from City Employees 2011 vrs. 2007

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



Source: ETC Institute DirectionFinder (2011 - Lawrence, KS)

Summary and Conclusions

- The City of Lawrence is Moving in the Right Direction
- Overall satisfaction in Lawrence has improved since 2007 while the National and Regional averages have declined
- Top Overall Priorities
 - Maintenance of Streets/Sidewalks/Infrastructure
 - Flow of Traffic/Congestion Management
 - Quality of Planning/Development Services

Questions ?

THANK YOU