

City of Lawrence *2015 DirectionFinder[®]* *Survey Findings*

Presented by

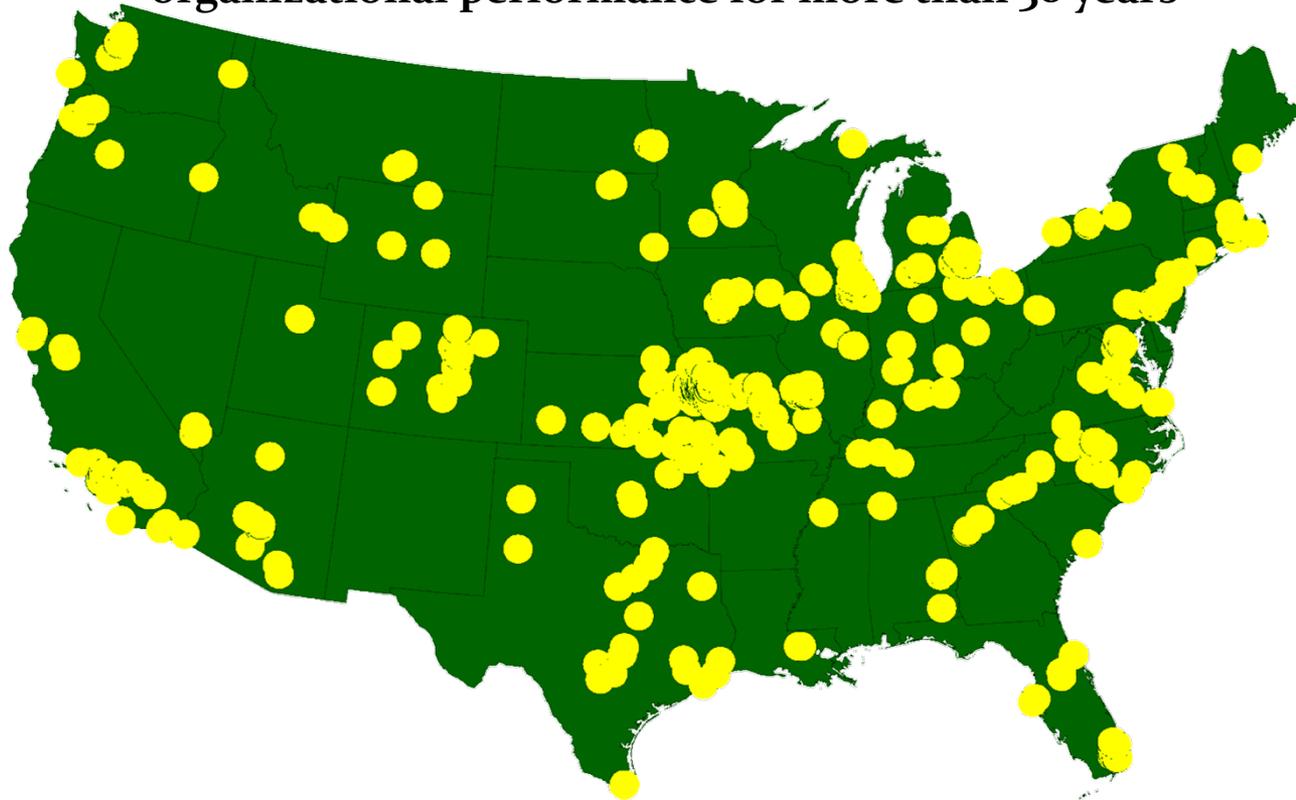


July 2015

ETC Institute

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More than 2,050,000 Persons Surveyed Since 2006
for more than 700 cities in 49 States

Agenda

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

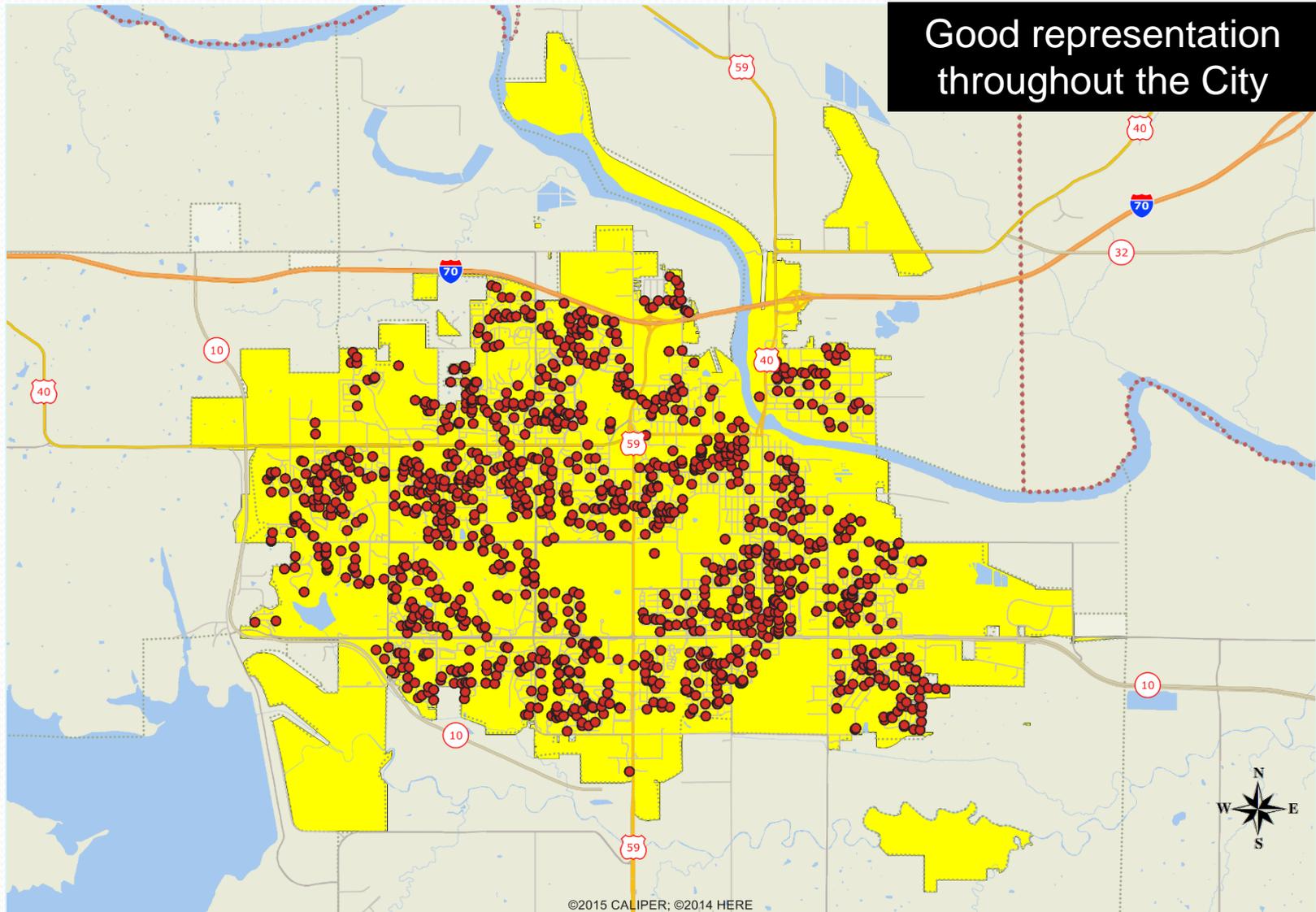
Purpose

- **To objectively assess citizen satisfaction with the delivery of major City services**
- **To measure trends from 2007, 2011 & 2015**
- **To compare the City's performance with other local and national communities**
- **To help determine priorities for the community**

Methodology

- **Survey Description**
 - ❑ seven-page survey
 - ❑ included many of the same questions that were asked in the 2007 and 2011 survey
- **Method of Administration**
 - ❑ by mail, phone and online
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ goal number of surveys: 800
 - ❑ goal far exceeded: 1,330 completed surveys
- **Confidence level: 95⁰%**
- **Margin of error: +/- 2.7⁰% overall**

Location of Survey Respondents



Lawrence 2015 Citizen Survey

Bottom Line Up Front

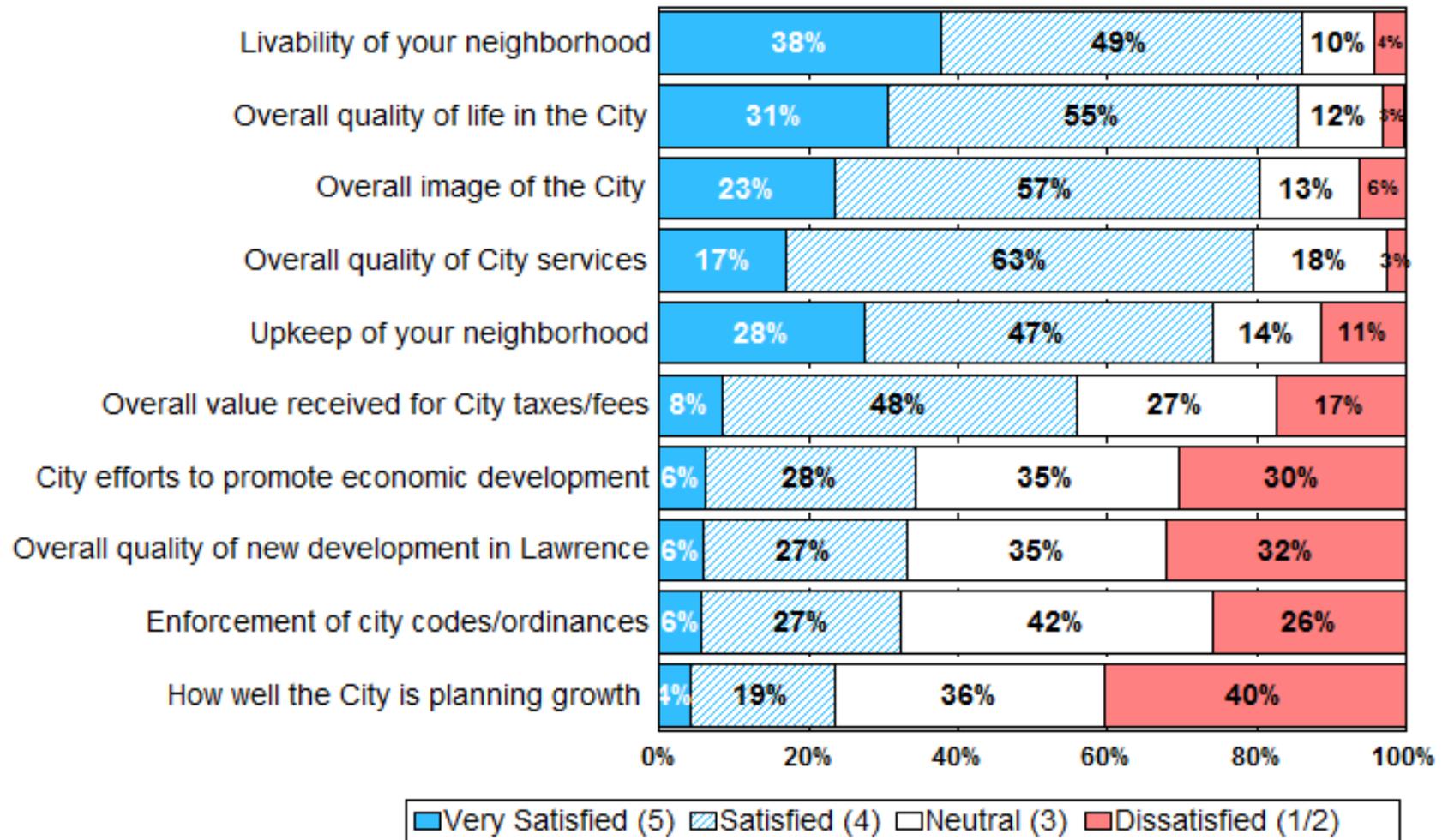
- **Residents Have a Positive Perception of the City of Lawrence**
 - ❑ 87% are satisfied with the livability of their neighborhood; only 4% are dissatisfied
 - ❑ 86% are satisfied with the overall quality of life in the City; only 3% are dissatisfied
- **The City is Moving in the Right Direction**
 - ❑ Satisfaction ratings have increased or stayed the same in 67 of 86 areas since 2011, and increased or stayed the same in 67 of 78 areas since 2007
- **Lawrence Residents Are Satisfied with the Overall Quality of City Services Compared to Other Communities**
 - ❑ The City rated 25% above the KC Metro Average and 24% above the U.S. Average in the overall quality of services provided by the City
 - ❑ The City rated at or above the KC Metro Average in 34 of the 50 areas that were compared
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Maintenance of City streets
 - ❑ Flow of traffic and congestion management
 - ❑ Quality of planning and code enforcement

Major Finding #1

Residents Have a Positive
Perception of the City

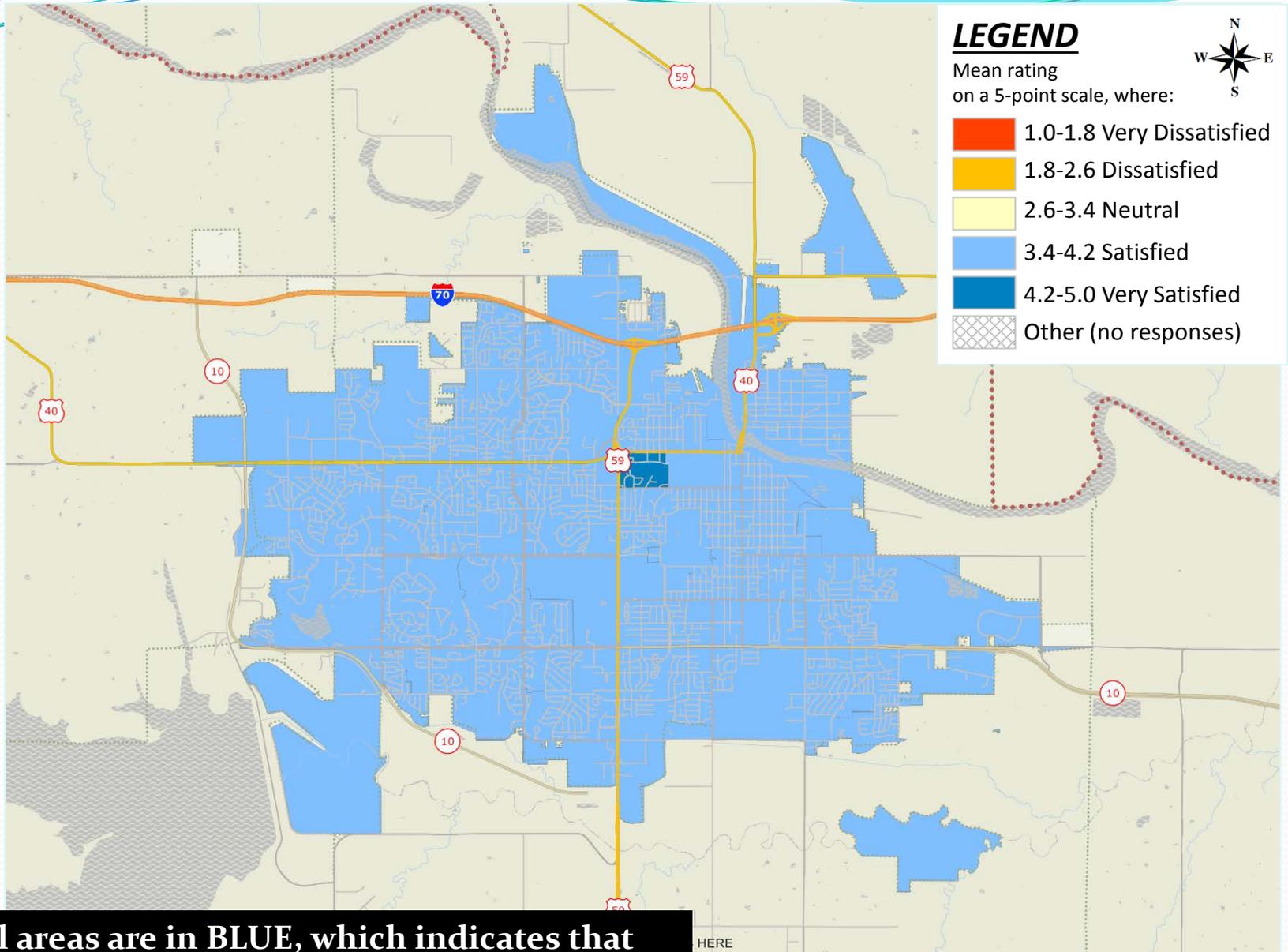
Satisfaction with Items That Influence Perceptions of the City

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



Most Residents Are Satisfied with the Livability of Their Neighborhood & Quality of Life in the City; Only 3% of Were Dissatisfied with the Quality of Services Provided by the City

Q4e. Overall Quality of Services Provided by the City of Lawrence



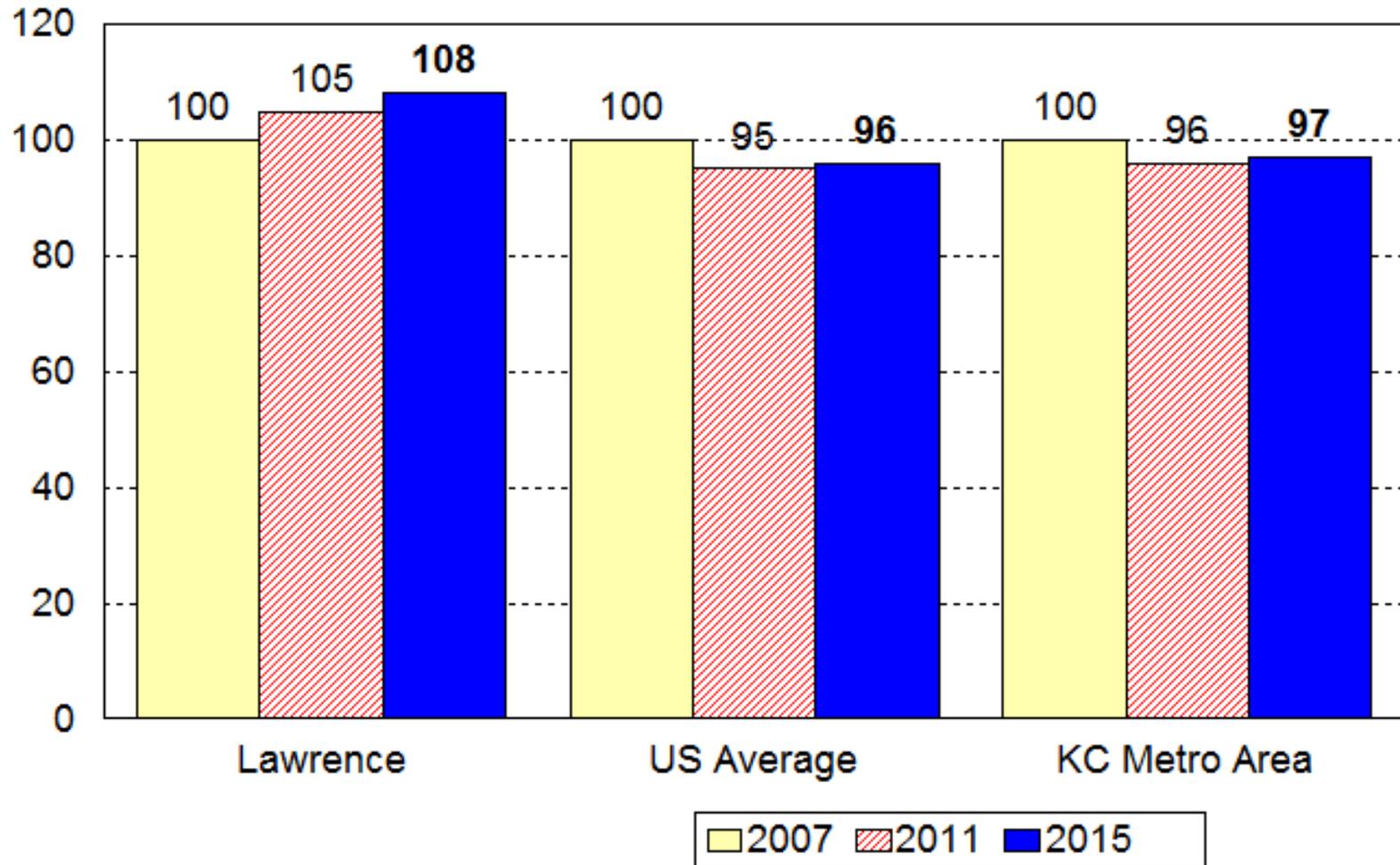
All areas are in BLUE, which indicates that residents in all parts of the City are satisfied

Major Finding #2

Satisfaction Ratings Have
Improved Since 2011 and 2007

Composite Satisfaction Index: City of Lawrence 2007 thru 2015

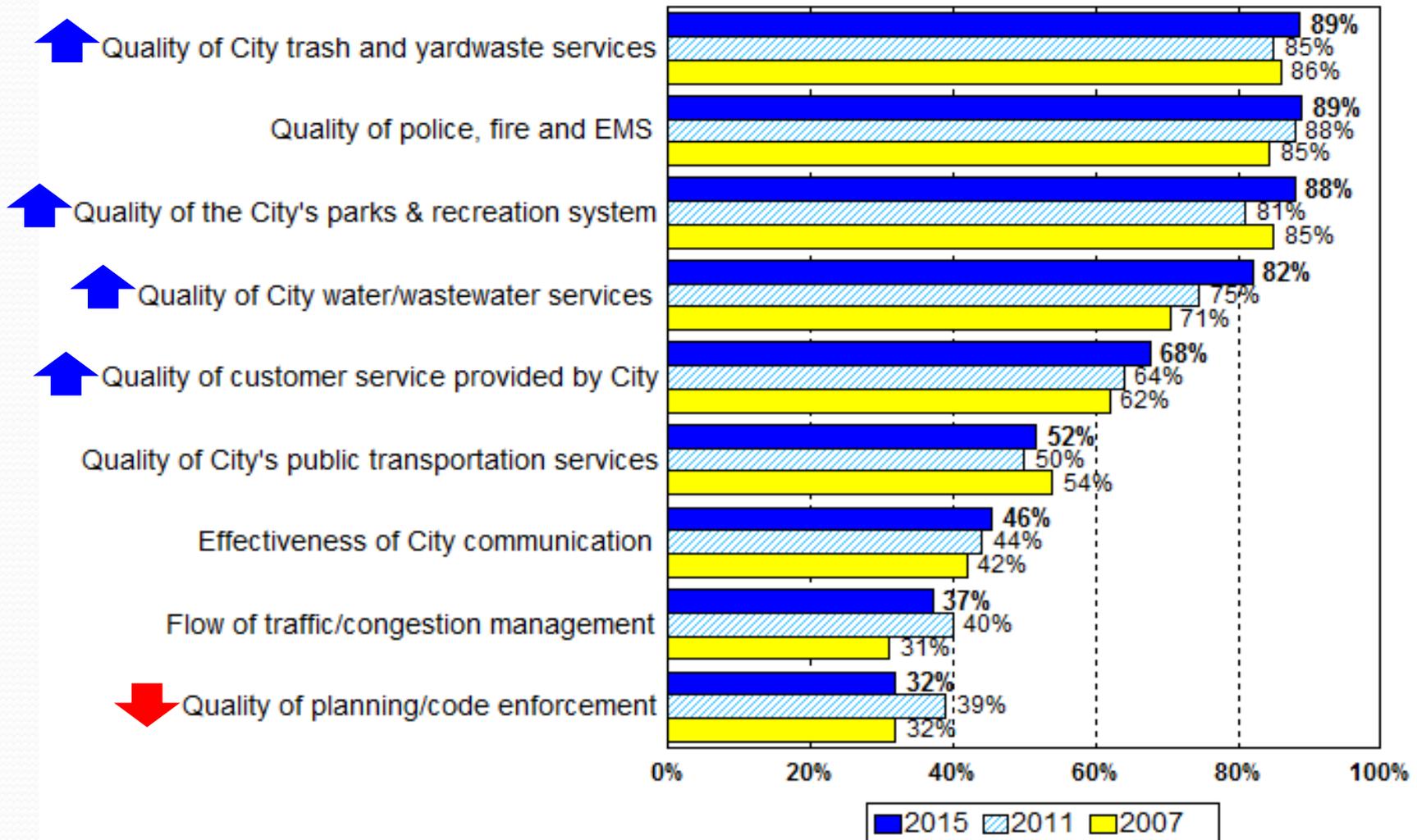
derived from the mean overall satisfaction ratings provided by residents
Year 2007=100



Lawrence's Results Have Continuously Improved Since 2007, While the National and KC Metro Area Averages Have Declined

TRENDS: Overall Satisfaction with City Services by Major Category - 2015 vs. 2011 vs. 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 (2015 - Lawrence, KS)

Significant Increases From 2011: ↑ **Significant Decreases From 2011:** ↓

Most Notable Short-Term Increases (Since 2011)

Ratings Have Increased or Stayed the Same in 67 of 86 Areas Since 2011

- City's Indoor recreation facilities (+17%)
- Special Events and parades (+16%)
- Availability of gym space (+15%)
- How safe you feel Downtown after dark (+13%)
- Condition of major City streets (+12%)
- City's landscaping efforts (+12%)
- Availability of parking (+11%)
- City's drop-off recycling sites (+11%)
- Appearance & cleanliness of Downtown Lawrence (+11%)
- Snow removal on neighborhood streets (+10%)
- Types of retail/entertainment establishments (+9%)
- How safe you feel in City parks (+8%)
- Quality of City water/wastewater services (+8%)

Most Notable Short-Term Decreases (Since 2011)

Ratings Have Increased or Stayed the Same in 67 of 86 Areas Since 2011

- Condition of sidewalks in your neighborhood (-7%)
- Quality of planning code enforcement (-7%)
- Frequency of public transportation services (-6%)
- Police related education programs (-5%)

Most Notable Long-Term Increases (Since 2007)

Ratings Have Increased or Stayed the Same in 67 of 78 Areas Since 2007

- Beautification of Downtown Lawrence (+22%)
- City's drop-off recycling sites (+18%)
- How safe you feel Downtown after dark (+16%)
- Appearance & cleanliness of Downtown Lawrence (+14%)
- City's landscaping efforts (+13%)
- Condition of major City streets (+12%)
- Overall value received for City taxes & fees (+12%)
- Quality of City water/wastewater services (+12%)
- Availability of parking (+10%)
- Number of City parks (+10%)
- How safe you feel in City parks (+10%)
- Ease of east/west travel in Lawrence (+9%)
- Ease of north/south travel in Lawrence (+9%)

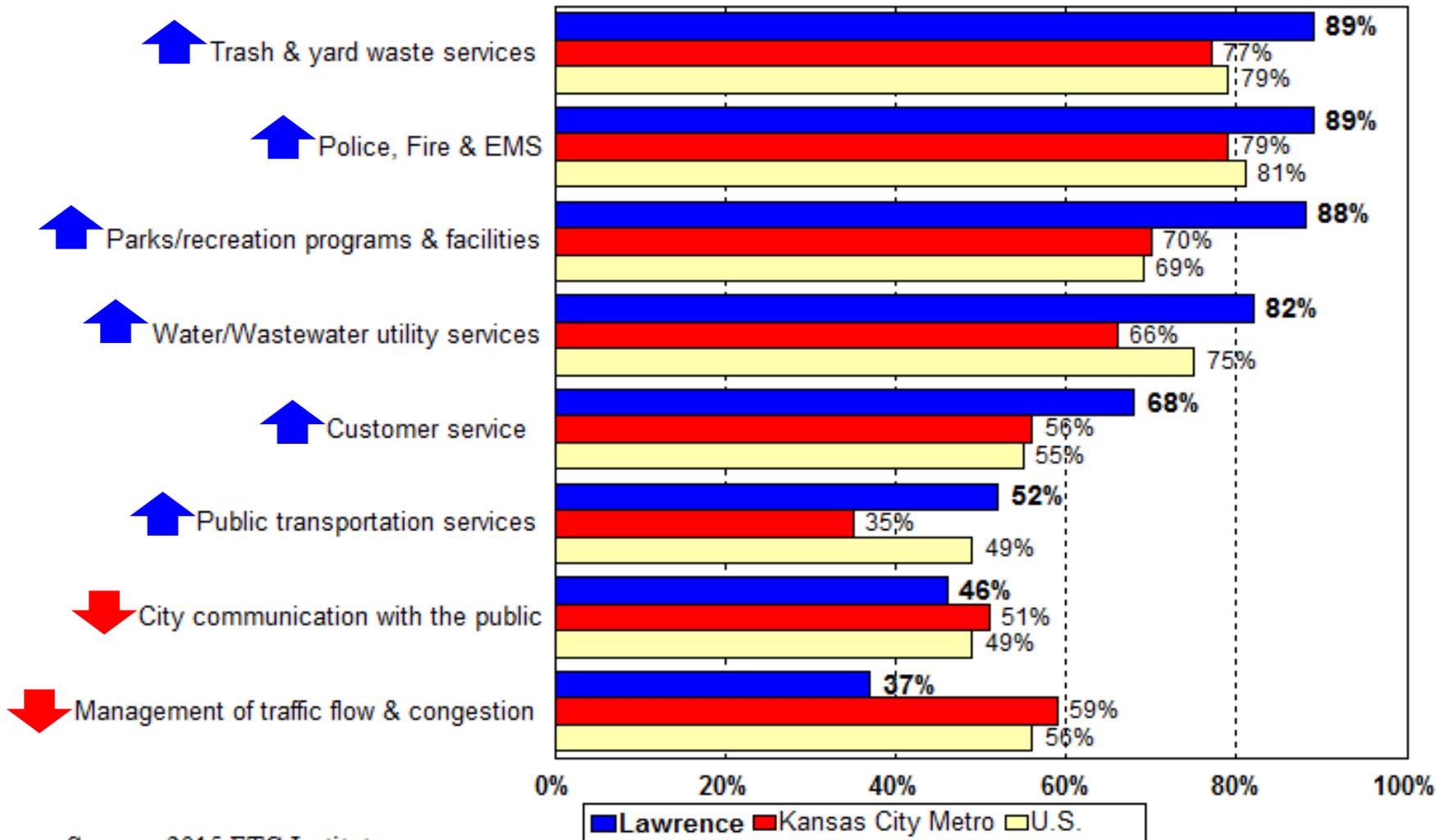
Major Finding #3

Overall Satisfaction Levels in Lawrence Are Higher than the KC Metro and National Averages

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" (excluding don't knows)



Source: 2015 ETC Institute

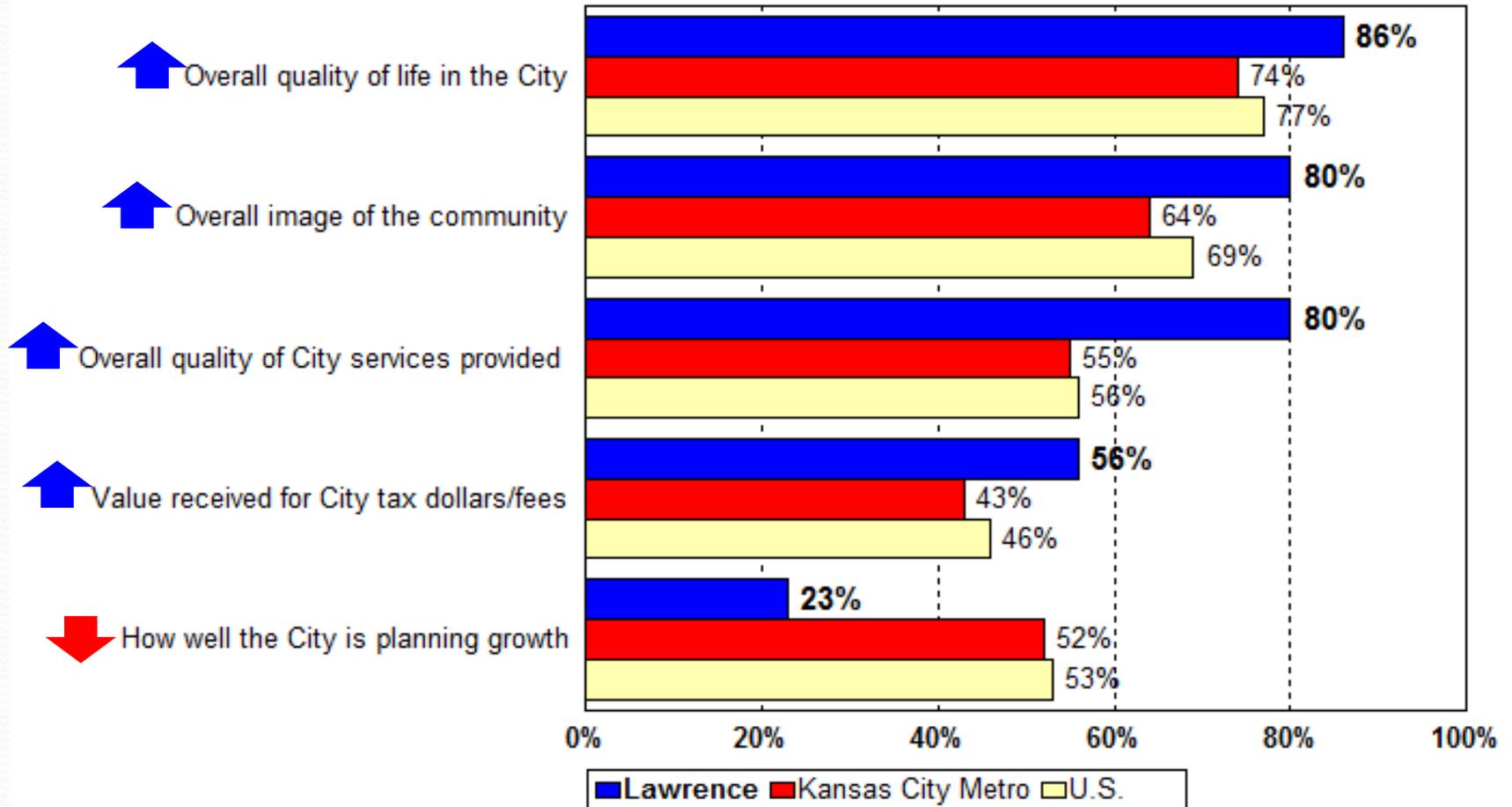
Significantly Higher: ↑

Significantly Lower: ↓

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" (excluding don't knows)



Source: 2015 ETC Institute

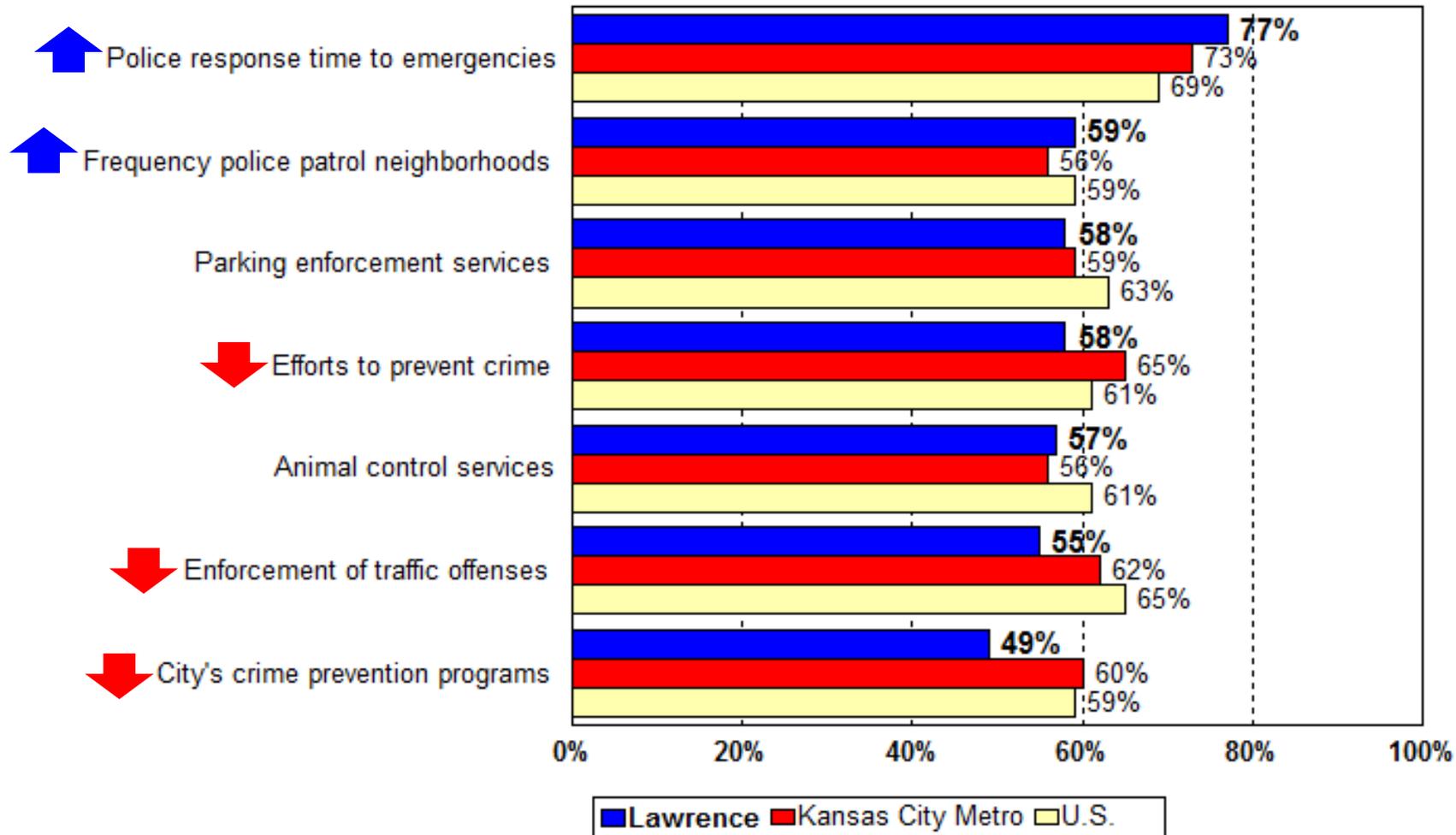
Significantly Higher: ↑

Significantly Lower: ↓

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" (excluding don't knows)



Source: 2015 ETC Institute

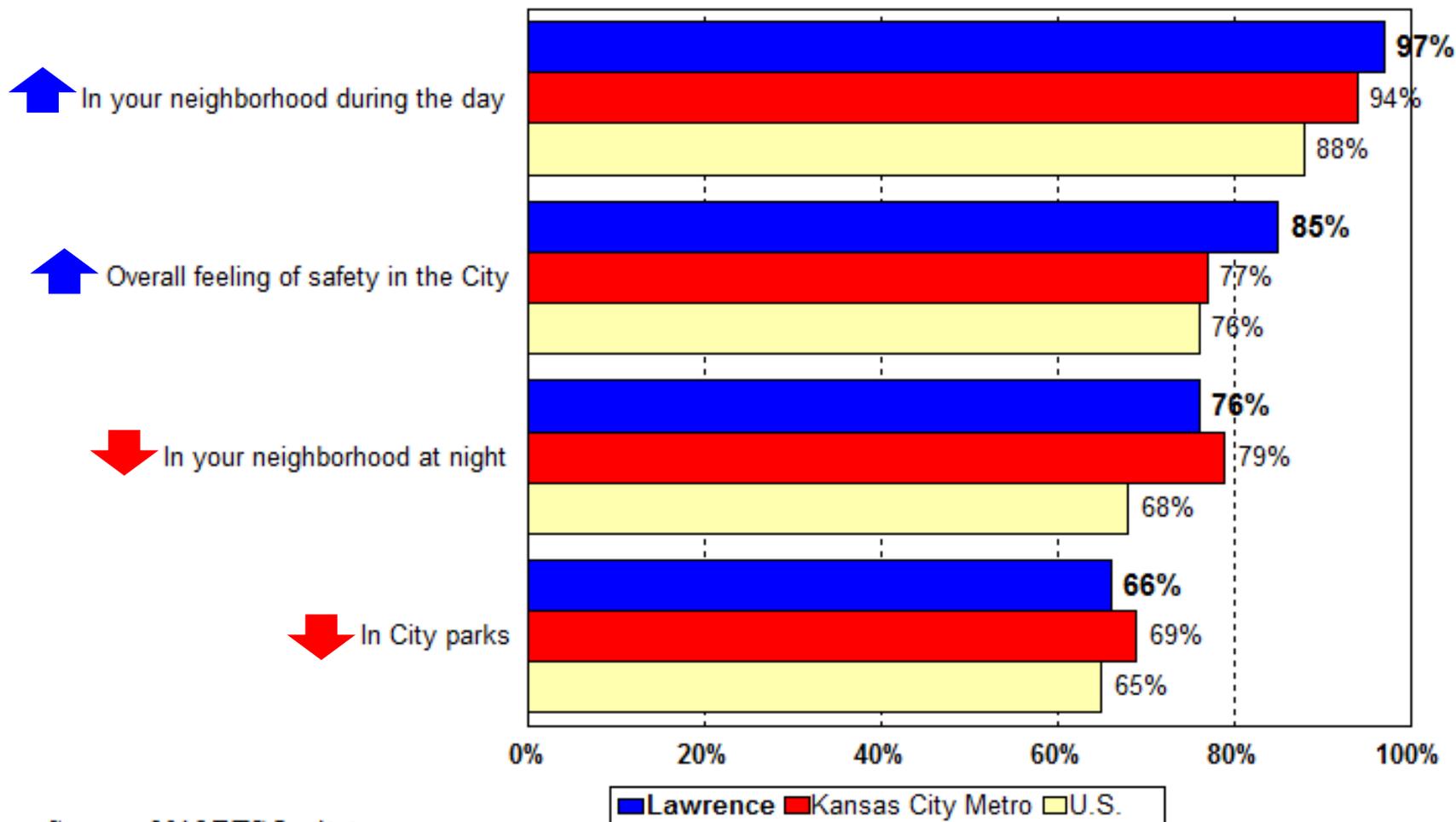
Significantly Higher: ↑

Significantly Lower: ↓

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" (excluding don't knows)



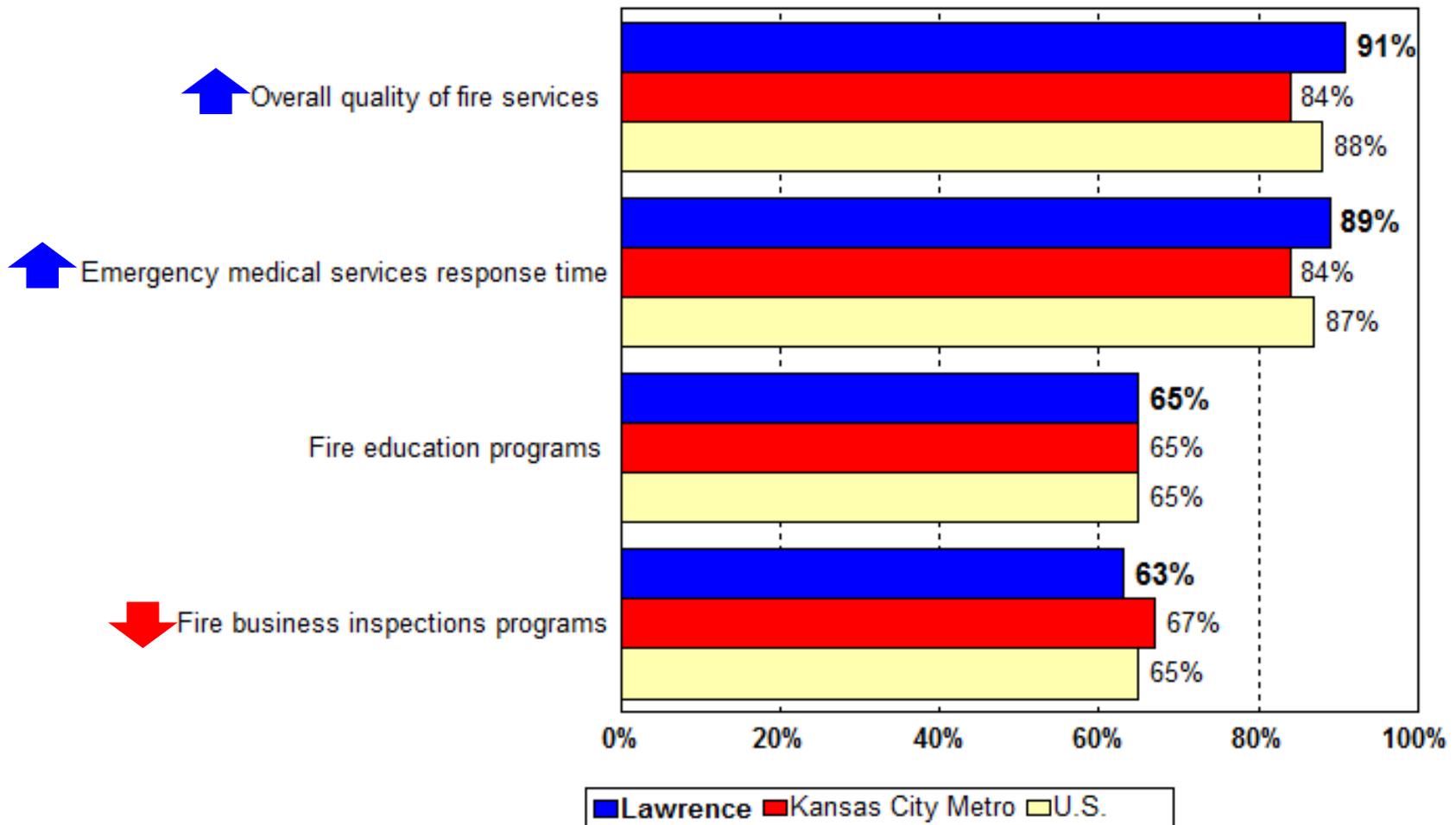
Source: 2015 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

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" (excluding don't knows)



Source: 2015 ETC Institute

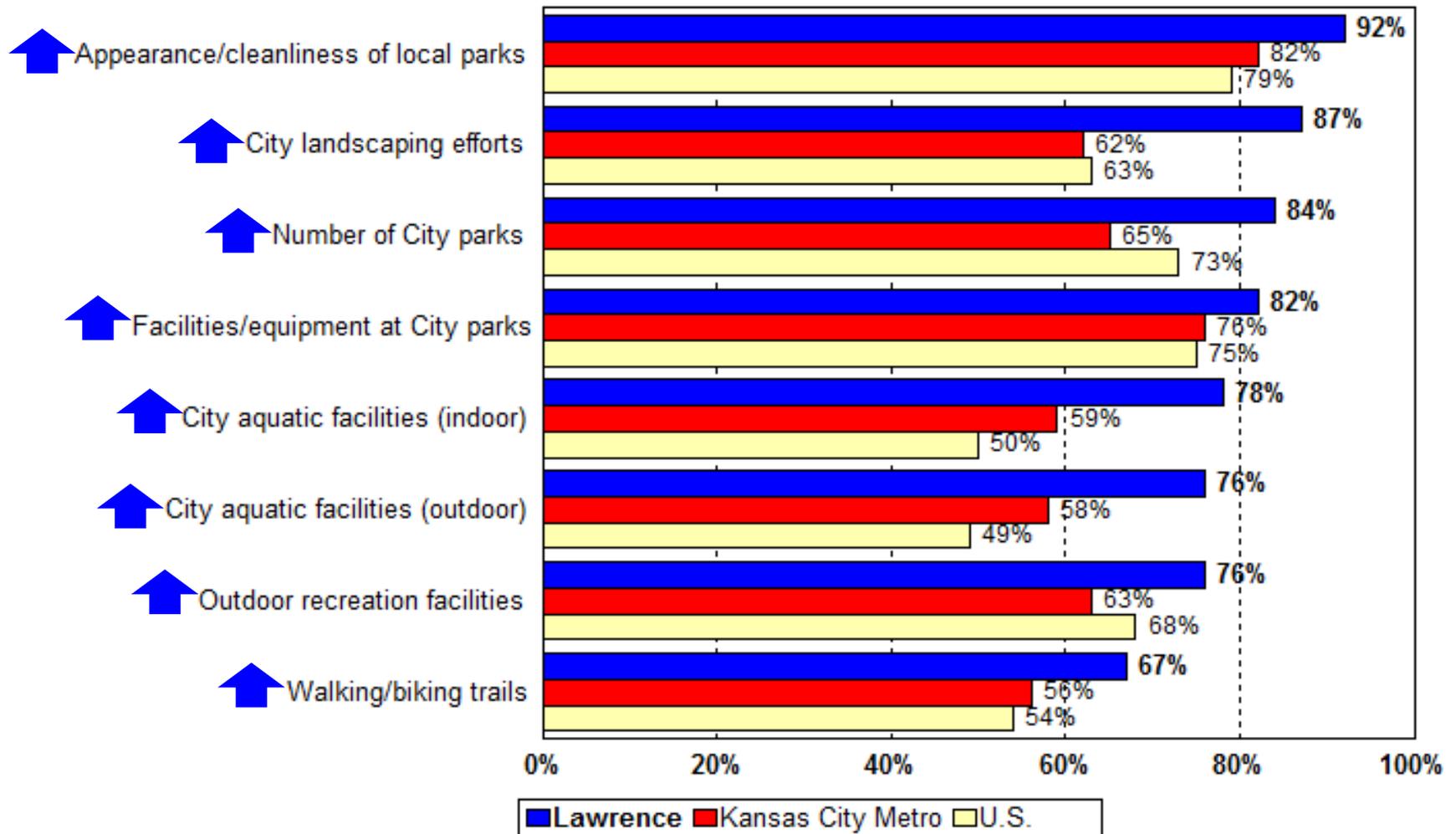
Significantly Higher: ↑

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" (excluding don't knows)



Source: 2015 ETC Institute

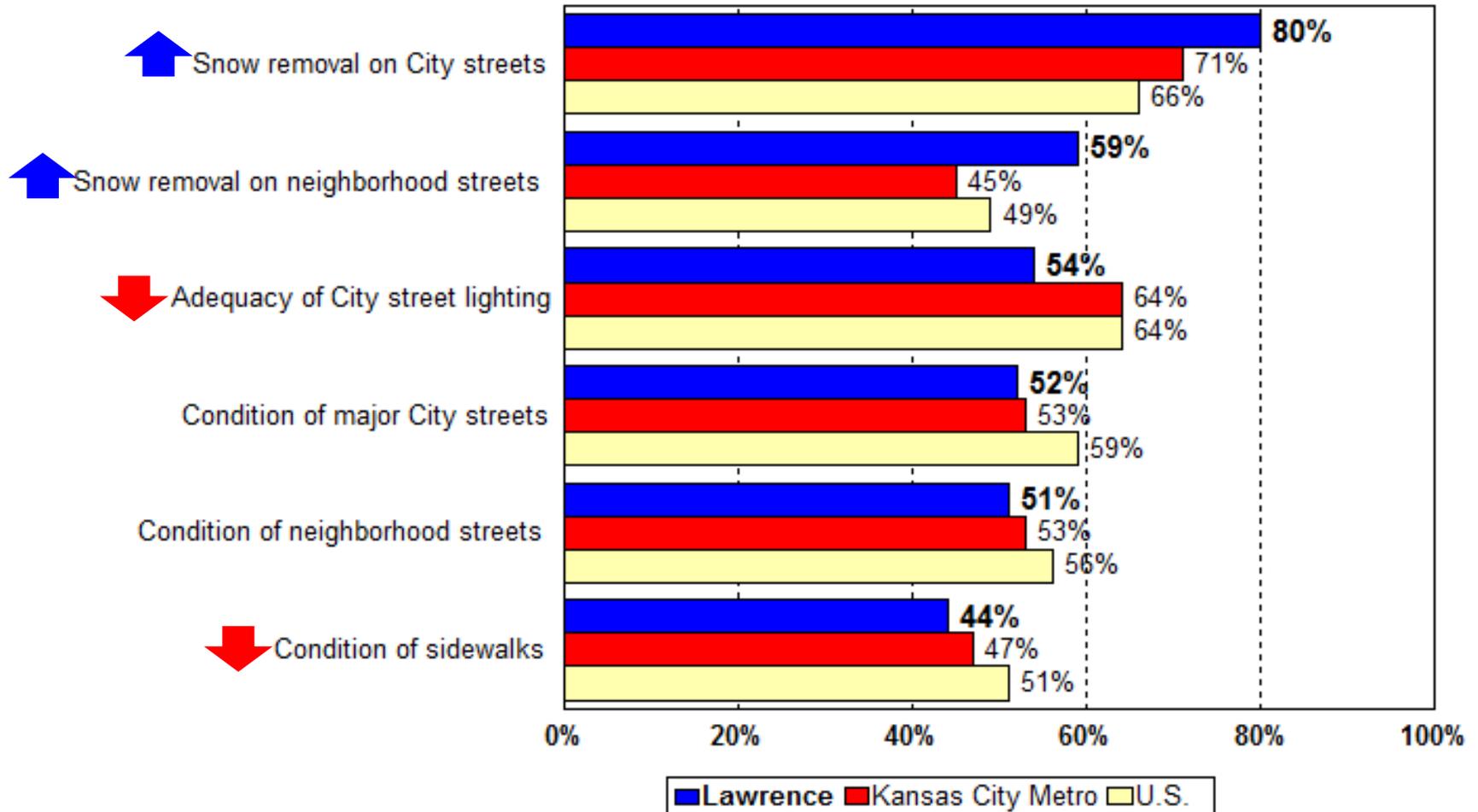
Significantly Higher: ↑

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" (excluding don't knows)



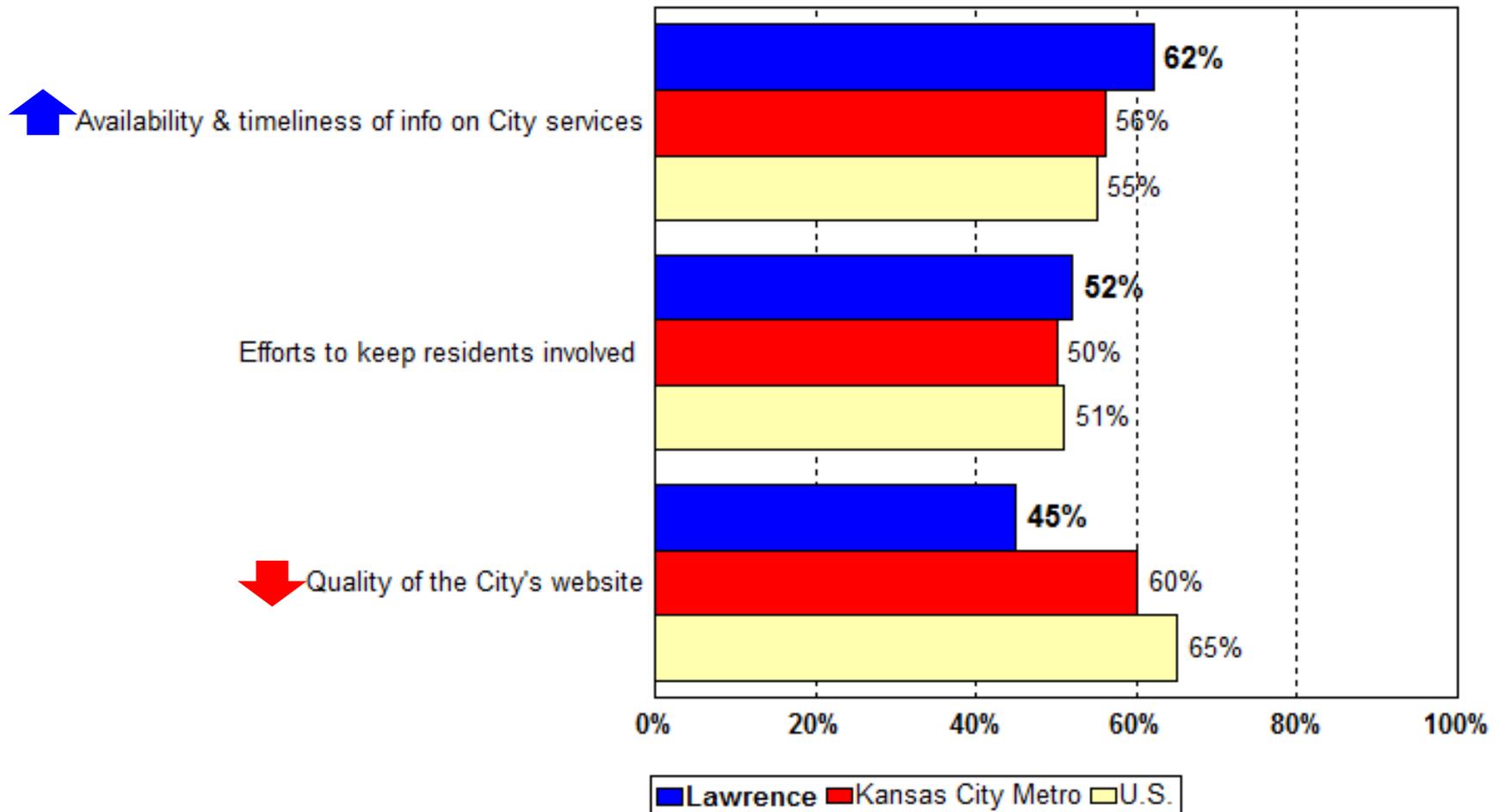
Source: 2015 ETC Institute

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" (excluding don't knows)



Source: 2015 ETC Institute

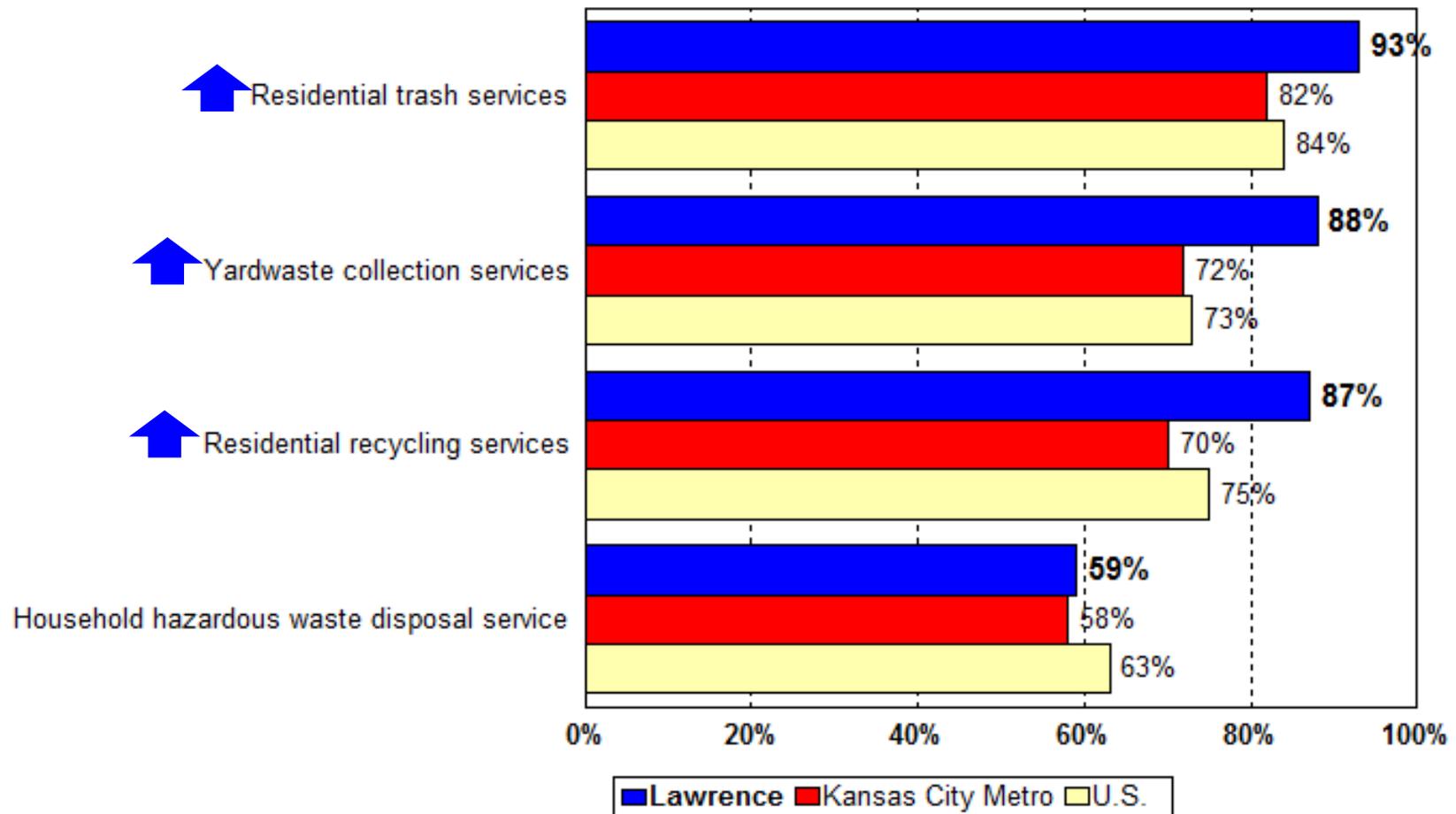
Significantly Higher: 

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" (excluding don't knows)



Source: 2015 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #4

**Top Priorities for Investment
Are Maintenance of City Streets,
Flow of Traffic & Congestion
Management, & Planning/Code
Enforcement**

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
<i>Very High Priority (IS > .20)</i>						
Maintenance of City streets/utilities	71%	1	44%	8	0.3972	1
Flow of traffic/congestion management	58%	2	37%	9	0.3654	2
<i>High Priority (IS .10-.20)</i>						
Quality of planning/code enforcement	29%	4	33%	10	0.1945	3
Effectiveness of City communication	25%	5	46%	7	0.1352	4
<i>Medium Priority (IS < .10)</i>						
Quality of City's public transportation	15%	7	52%	6	0.0710	5
Quality of police, fire and EMS	34%	3	88%	2	0.0407	6
Quality of City water/wastewater services	17%	6	81%	4	0.0321	7
Quality of the City's parks & recreation system	12%	8	87%	3	0.0152	8
Quality of customer service provided by City	4%	10	68%	5	0.0120	9
Quality of City trash and yardwaste services	6%	9	89%	1	0.0066	10

Overall Priorities: 

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>High Priority (IS .10-.20)</i>						
Number of walking and biking trails	37%	1	68%	14	0.1186	1
<i>Medium Priority (IS <.10)</i>						
Condition of equipment	30%	2	82%	5	0.0545	2
Cost of parks and recreation programs/services	19%	4	74%	11	0.0497	3
Quality of recreation programs offered	17%	6	83%	4	0.0301	4
City's outdoor recreation facilities	12%	9	75%	10	0.0294	5
Availability of info about parks and rec. programs	14%	7	79%	6	0.0286	6
Availability of gym space	9%	11	69%	13	0.0278	7
City's landscaping efforts	18%	5	86%	2	0.0247	8
Availability of sports fields	9%	13	72%	12	0.0245	9
Appearance/cleanliness of City parks	29%	3	92%	1	0.0244	10
City's indoor recreation facilities	11%	10	78%	8	0.0242	11
Outdoor aquatic facilities	9%	12	76%	9	0.0211	12
Number of City parks	12%	8	83%	3	0.0204	13
Indoor aquatic facilities	8%	14	79%	7	0.0172	14

Parks and Recreation Priorities: 

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>						
Timeliness of street maintenance repairs	47%	2	33%	9	0.3188	1
Condition of major City streets	51%	1	52%	5	0.2434	2
<i>High Priority (IS .10-.20)</i>						
Condition of streets in your neighborhood	40%	3	50%	6	0.1972	3
Condition of sidewalks in your neighborhood	34%	4	44%	7	0.1895	4
Maintenance of pavement markings	24%	6	36%	8	0.1497	5
Adequacy of City street lighting	24%	5	53%	4	0.1104	6
<i>Medium Priority (IS <.10)</i>						
Snow removal on neighborhood streets	22%	7	59%	2	0.0910	7
Street sweeping services provided by the City	9%	8	56%	3	0.0414	8
Snow removal on major City streets	9%	9	80%	1	0.0181	9

Maintenance and Public Works Priorities: 

Importance-Satisfaction Rating

City of Lawrence

Water and Wastewater Utilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Quality of your drinking water	55%	1	73%	3	0.1488	1
Value received for water/wastewater utility rates	36%	3	62%	8	0.1360	2
Taste of your drinking water	39%	2	73%	4	0.1078	3
<i>Medium Priority (IS <.10)</i>						
Smell of your drinking water	27%	4	72%	6	0.0764	4
Accuracy of your water bill	20%	5	72%	5	0.0558	5
City info about planned disruptions to service	14%	7	71%	7	0.0406	6
Water pressure in your home	13%	8	84%	2	0.0207	7
Reliability of your water service	19%	6	91%	1	0.0166	8

Water and Wastewater Utilities Priorities:

Importance-Satisfaction Rating

City of Lawrence

Transportation

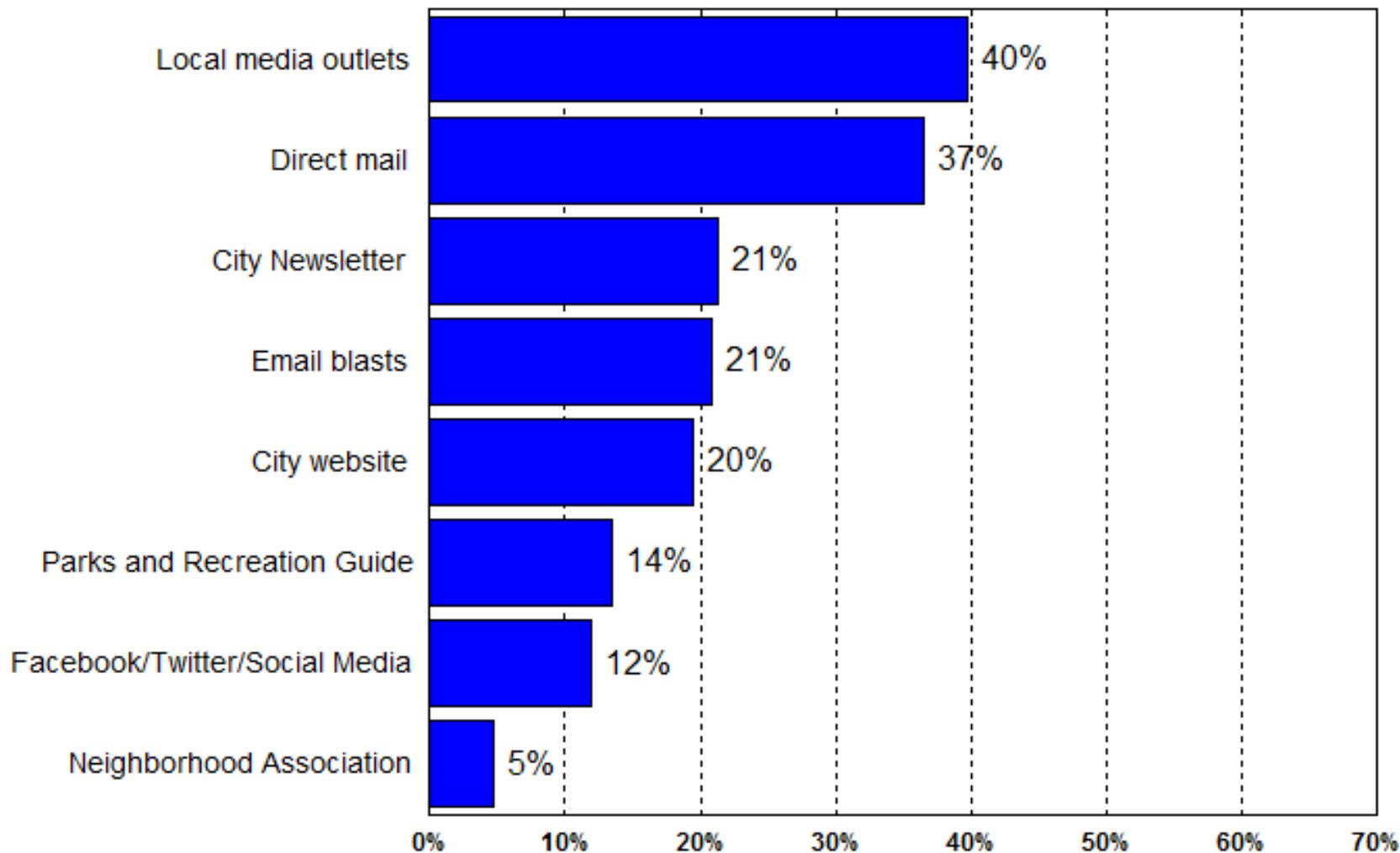
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Ease of east/west travel in Lawrence	40%	1	39%	6	0.2444	1
<i>High Priority (IS .10-.20)</i>						
Availability of safe routes to school	26%	2	32%	8	0.1796	2
Traffic signal coordination on major City streets	24%	3	46%	3	0.1280	3
Connectivity of bicycle lanes	13%	6	21%	9	0.1018	4
Ease of north/south travel in Lawrence	24%	4	58%	1	0.1001	5
<i>Medium Priority (IS <.10)</i>						
Number of destinations served by public transit	12%	7	39%	5	0.0711	6
Availability of pedestrian paths in Lawrence	14%	5	50%	2	0.0676	7
Connectivity of sidewalks/paths	11%	8	46%	4	0.0607	8
Frequency of public transportation service	9%	9	35%	7	0.0582	9

Transportation Priorities: 

Other Findings

Preferred Methods of Communication from the City

by percentage of respondents (multiple choices could be made)

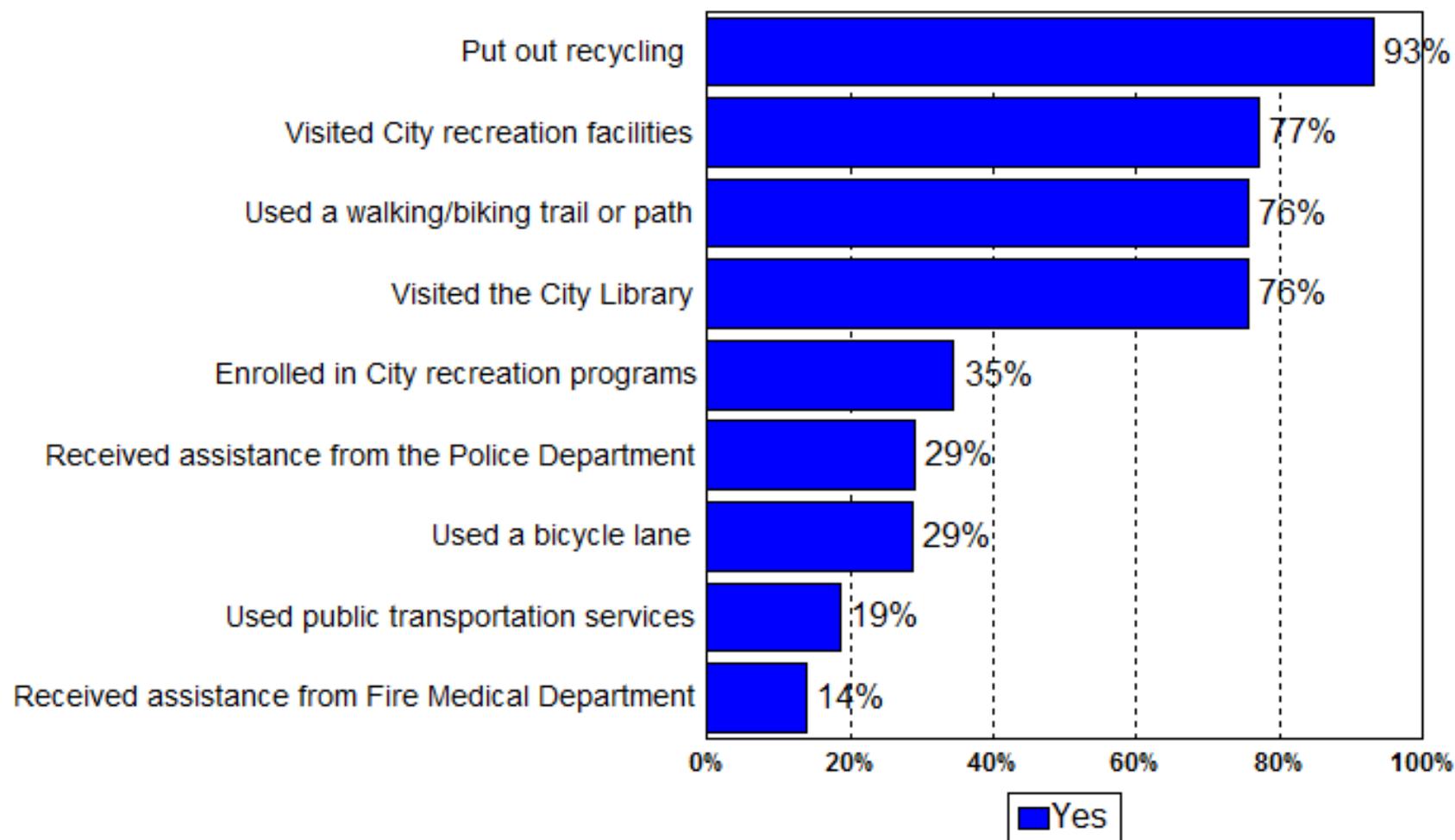


Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

City Services used in the Past 12 months

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

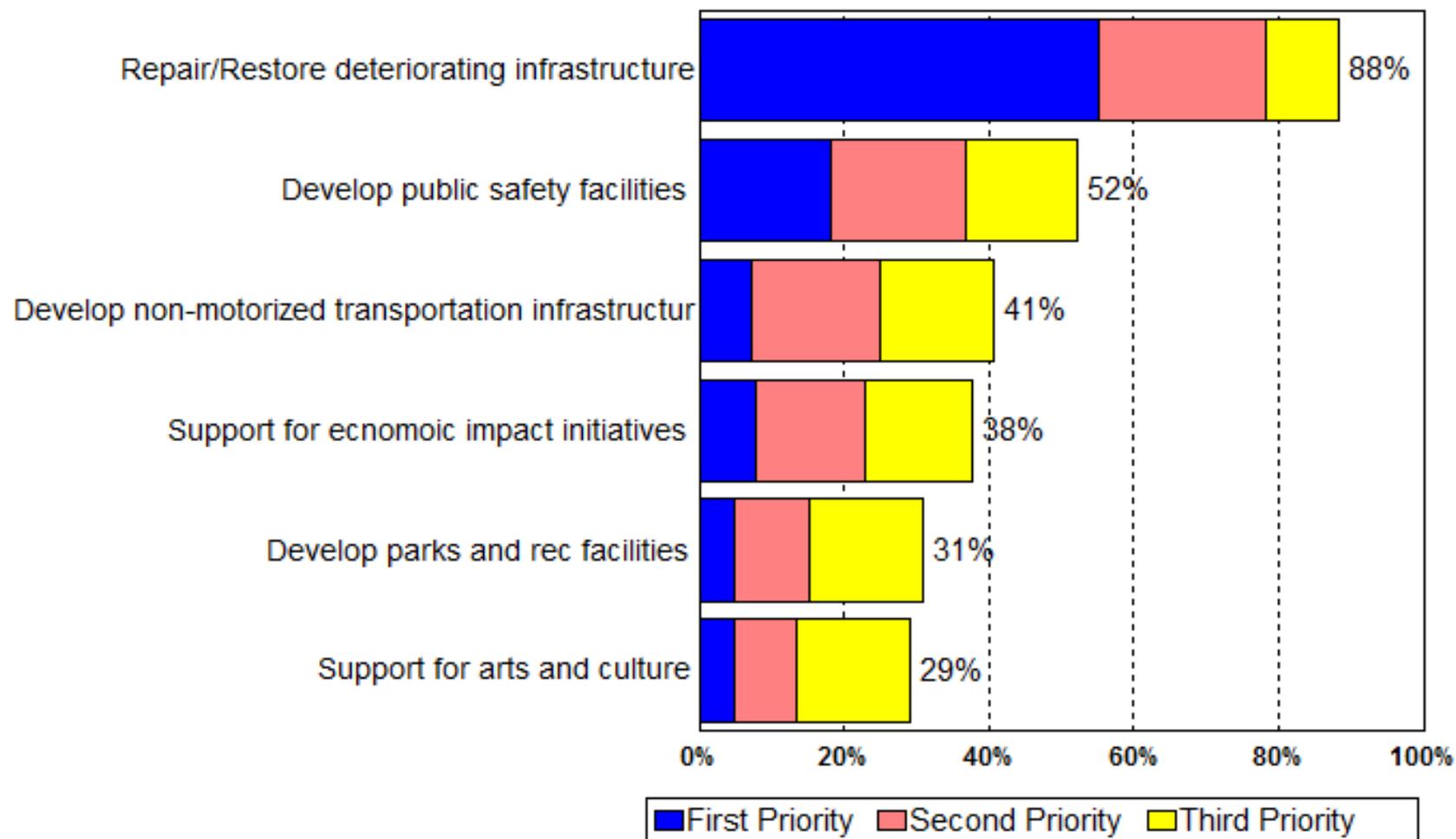
During the past 12 months have you:



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Capital Improvement Plan Priorities for the next few years

by percentage of respondents who selected the item as one of their top **THREE** priorities



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

Summary

- **Residents Have a Positive Perception of the City of Lawrence**
 - ❑ 87% are satisfied with the livability of their neighborhood; only 4% are dissatisfied
 - ❑ 86% are satisfied with the overall quality of life in the City; only 3% are dissatisfied
- **The City is Moving in the Right Direction**
 - ❑ Satisfaction ratings have increased or stayed the same in 67 of 86 areas since 2011, and increased or stayed the same in 67 of 78 areas since 2007
- **Lawrence Residents Are Satisfied with the Overall Quality of City Services Compared to Other Communities**
 - ❑ The City rated 25% above the KC Metro Average and 24% above the U.S. Average in the overall quality of services provided by the City
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- **Overall priorities for improvement over the next 2 years:**
 - ❑ Maintenance of City streets
 - ❑ Flow of traffic and congestion management
 - ❑ Quality of planning and code enforcement

Questions?

THANK YOU!!