Case Study:

Kansas City Insights

Kansas City, MO | Total Pop. 481,420 | Office of Performance Management | Data Dashboard

What was the Kansas City Office of Performance Management's (OPM) goal?

Connect **citizen survey** results to actual conditions and outcomes utilizing a medium that is dynamic, engaging, and accessible for communicating progress to stakeholders.

What challenges were they facing?

The City's primary instrument for determining citizen satisfaction is the data collected through a quarterly survey, but **visualizing** satisfaction by council districts, neighborhoods, and other geographic areas was time consuming. It was also difficult to **communicate** results in a format that made sense to citizens and other stakeholders.

What was the solution?

mySidewalk worked with the OPM to enhance their **citizen-first** approach by developing a **data dashboard** called Kansas City Insights. Today, the dashboard enables them to combine data that connects feelings of satisfaction to conditions and **outcomes**; apply a **geospatial** lens to that information; and communicate **progress** on their initiatives.

> *The amount of effort it takes to analyze existing data means that we are limited in our ability to deliver insights to the organization and community. This capacity is additionally taxed as we integrate data that will continue to emerge through smart city infrastructure. mySidewalk will help us get more data-driven insights to more people, and save time and resources in the process."*
>
> *- Julie Steenson, Deputy Performance Officer and Senior Performance Management Analyst.*
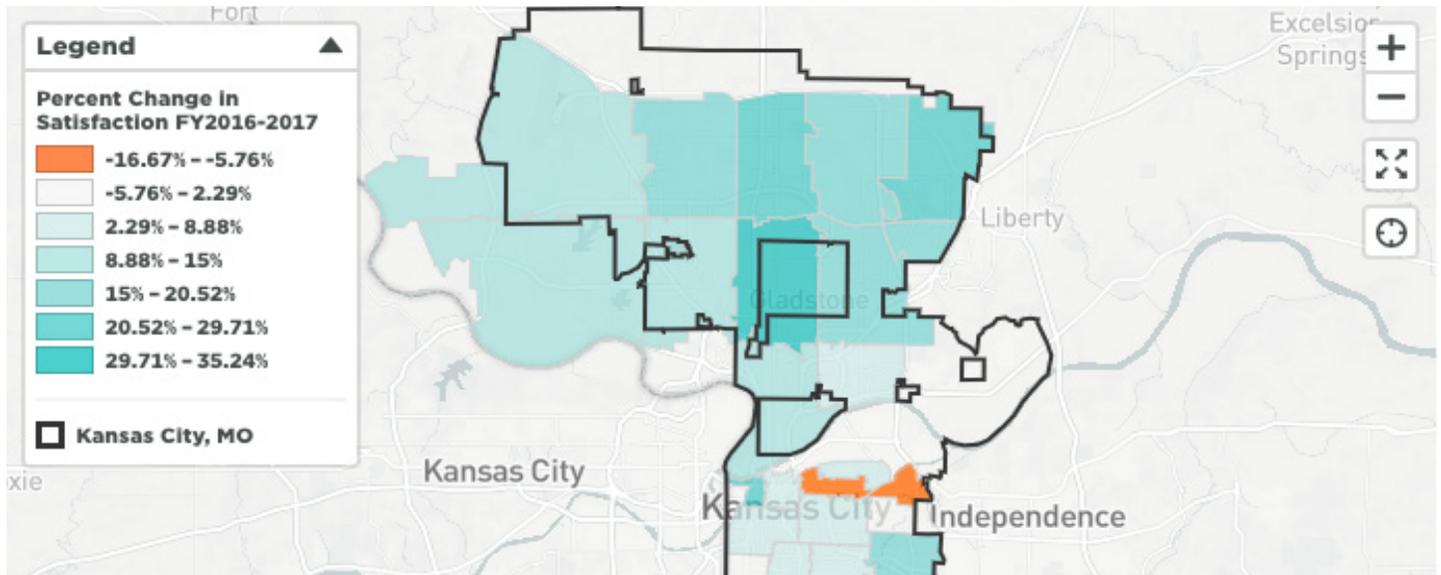
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What does this solution look like?
Ex: Measuring Citizen Satisfaction of Maintenance of City Streets

How and where has satisfaction changed in the past year?

Legend

Percent Change in Satisfaction FY2016-2017

- -16.67% – -5.76%
- -5.76% – 2.29%
- 2.29% – 8.88%
- 8.88% – 15%
- 15% – 20.52%
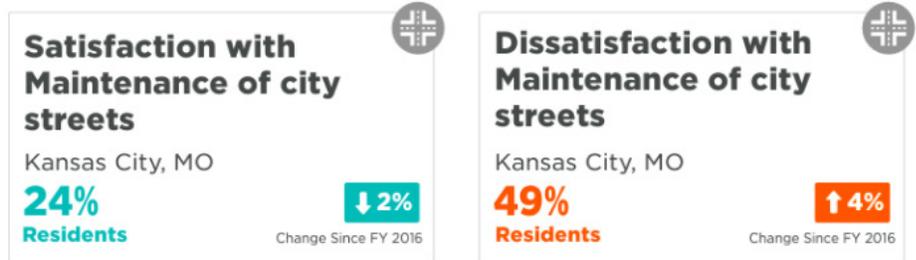- 20.52% – 29.71%
- 29.71% – 35.24%

☐ **Kansas City, MO**

>> See the first draft of the Kansas City Insights Dashboard

mySidewalk is a city intelligence tool that empowers city leaders and the public with the most complete, clear, and real-time understanding of their communities so they can improve and innovate together.

To learn more, visit mySidewalk.com.

What does satisfaction look like now?

Satisfaction with Maintenance of city streets

Kansas City, MO

24%
Residents

↓ 2%
Change Since FY 2016

Dissatisfaction with Maintenance of city streets

Kansas City, MO

49%
Residents

↑ 4%
Change Since FY 2016

How has satisfaction changed over time?

FY2017
Dissatisfied & Very Dissatisfied:
49.35%

● Satisfied & Very Satisfied   ● Neutral   ● Dissatisfied & Very Dissatisfied

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