

# **SB**Stat

### Neighborhood Stat Q4 December 7, 2020

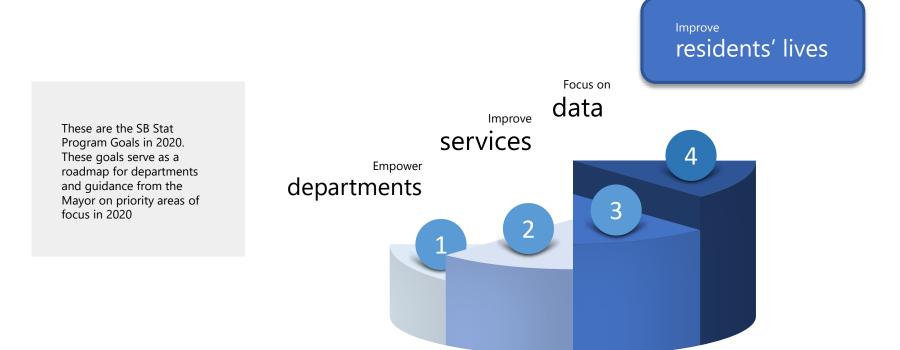


Guidance for a Remote SB Stat Meeting

- 1. When you're not speaking, please mute your microphone
- 2. Ask questions!
- The moderator will let the conversation breathe during discussion, but will step in if needed

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#### Why we're here Citywide Performance Management



### Today's Agenda

I. Community Survey 2020: Overview and Results

II. Trendline Data and Communication Strategy

#### III. Project updates

- Streets Dashboard (Phase 2)
- Local Economy & Peer Benchmarks Analysis

IV. Celebrating our values

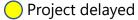
### Neighborhood Stat Portfolio Summary

Status of SB Stat projects in the queue for 2020

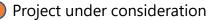
Project	Brief Description	Status
Street Improvement Plan	Analyze strategies for prioritization and funding	
COVID-19 Impact on Local Economy Analysis	Analyze COVID-19 impact on local retail spending using real-time credit-card data (MasterCard)	
Neighborhood Health Indicators	Develop a map for internal and/or external use	•
Trash and Yard Waste Pick-Up Outreach	Restructure program outreach to reduce cross- contamination	•
Vacant Commercial Property Strategy	Develop joint strategy for identifying and activating commercial vacant lots	•
RSVP KPI Reporting	Prioritize KPIs and develop reporting structure	$\bigcirc$



Project on schedule



Project cancelled





# Using data to drive performance

Diving deep into a few key initiatives being undertaken to improve city performance



### Community Survey 2020

Overview
Results
Benchmark Data
Communication Strategy

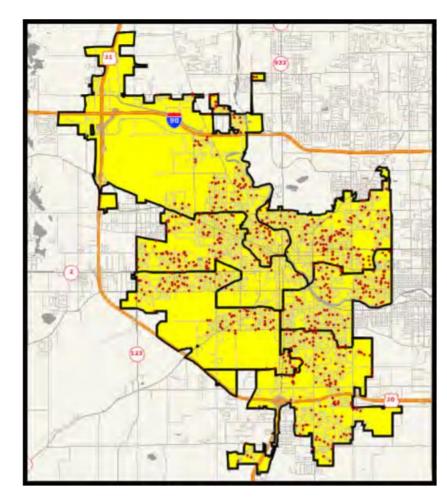
### Survey Purpose

Why the City did this work and some big questions to consider

- Project Goal: Gather feedback from residents on City services and performance that can be useful for decision-making and prioritization
- Some big picture questions to consider as we go through the data:
  - 1. How satisfied are South Bend residents with City services? How has satisfaction changed since 2018?
  - 2. What is most important to South Bend residents? How has that changed since 2018?
  - 3. How does South Bend compare to other cities?

### Key Facts on 2020 Community Survey Some background you should know for interpreting the survey results

- Residents completed survey during July/August 2020
- 686 households participated in the survey (original goal was 600)
  - Statistically representative sample size
- Surveys, cover letters, and prepaid postage return envelopes were distributed via mail
  - Could be completed online
  - Option to complete in Spanish (by phone)



### Key Context: COVID-19

- Impact of COVID-19 on residents' responses
- Difficult to make a direct comparison to 2018
- COVID-related questions included in national benchmark data

### Key Insights High-level takeaways from the Business Analytics Team

Resident satisfaction with overall quality of life has increased since 2018

Resident's top priorities remain the same: (1) Infrastructure, (2) Safety, (3) Planning for Growth

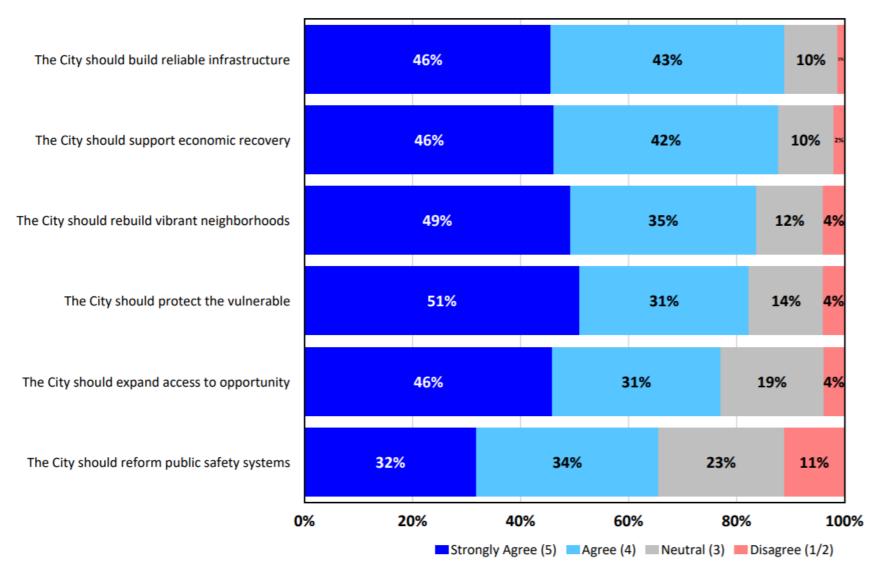
Residents are growing more dissatisfied with issues related to population growth and planning

In areas where resident satisfaction declined, most declines are consistent with the average decline in the Great Lakes region and declines nationally.

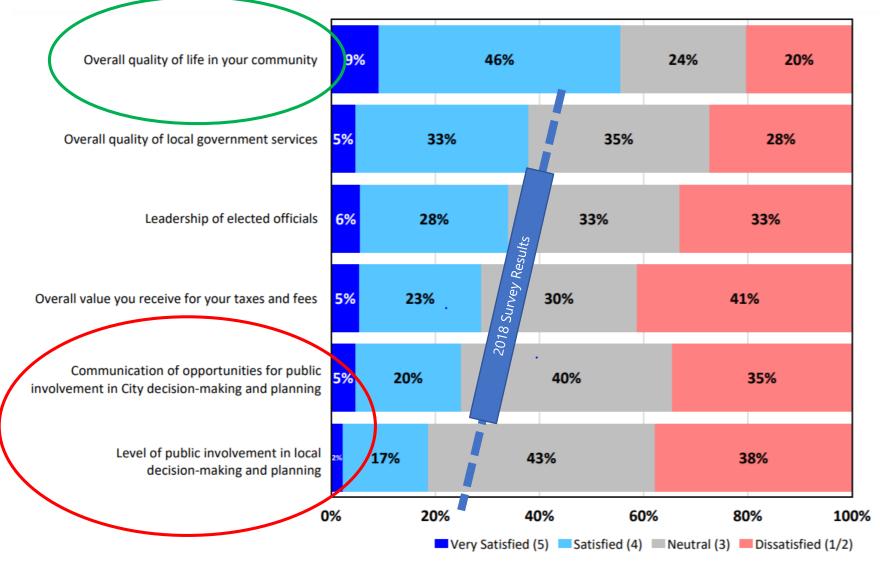
1. This suggests the decline may be mostly attributed to broader trends outside the City's control (i.e. COVID-19)

Community leadership received high satisfaction in their work navigating the pandemic.

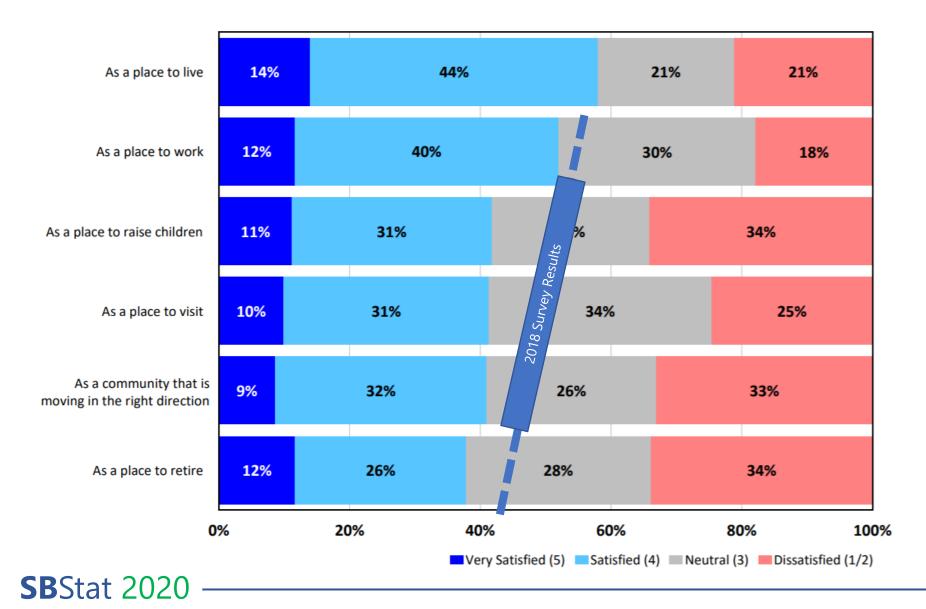
### **Overall Perceptions of City**



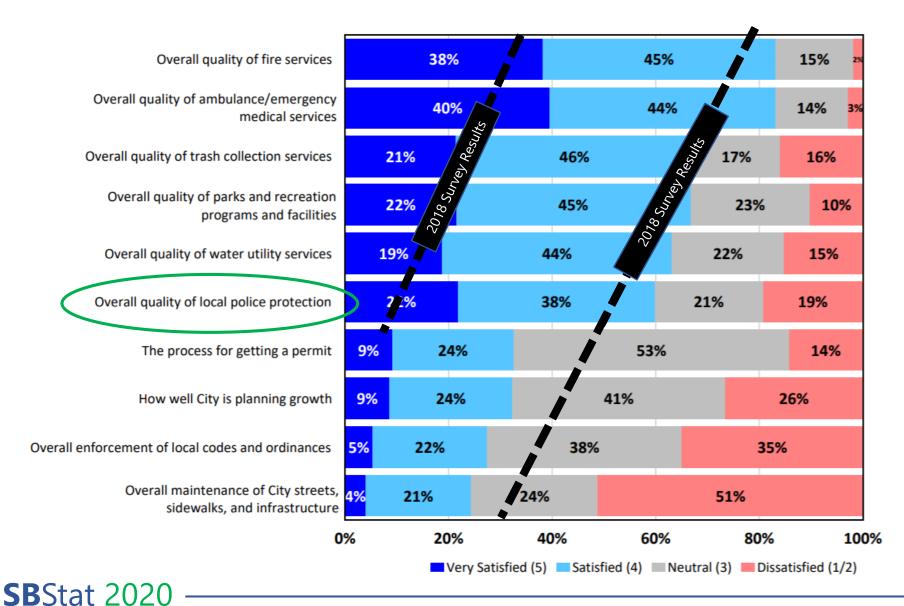
### **City Leadership**



### **Overall Ratings of South Bend**

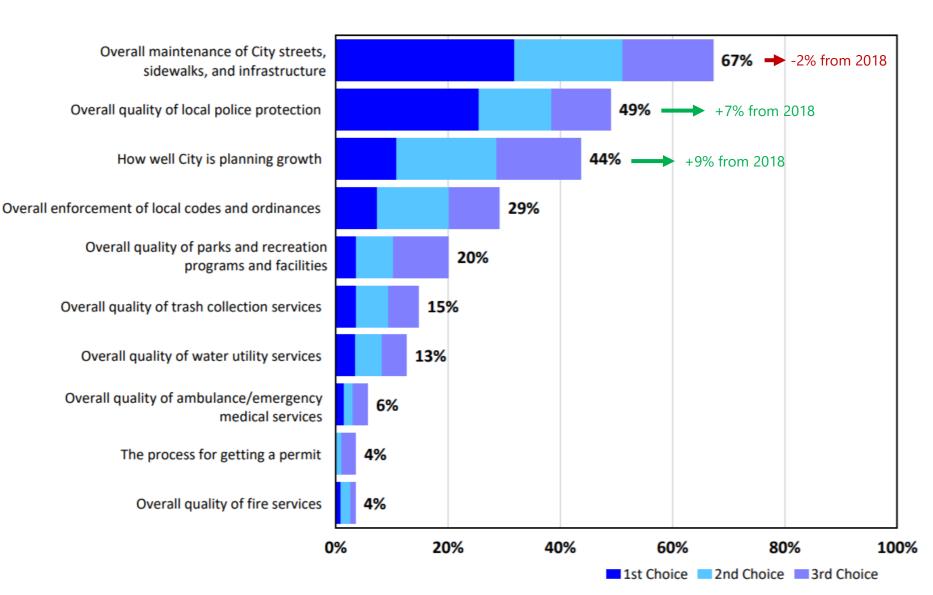


### **City Services**



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### **Investment Priorities**



### Importance-Satisfaction Matrix

#### 2020 Importance-Satisfaction Rating South Bend, Indiana Major Categories of City Services

		Most			Importance-	
	Most	Important		Satisfaction	Satisfaction	I-S Rating
Category of Service	Important %	Rank	Satisfaction %	Rank	Rating	Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets, sidewalks, and infrastructure	67%	1	24%	10	0.5080	1
How well City is planning growth	44%	3	32%	8	0.2958	2
Overall enforcement of local codes and ordinances	29%	4	28%	9	0.2117	3
High Priority (IS .1020)						
Overall quality of local police protection	49%	2	60%	6	0.1970	4
Medium Priority (IS <.10)						
Overall quality of parks and recreation programs and facilities	20%	5	67%	4	0.0669	5
Overall quality of trash collection services	15%	6	67%	3	0.0485	6
Overall quality of water utility services	13%	7	63%	5	0.0465	7
The process for getting a permit	4%	9	33%	7	0.0243	8
Overall quality of ambulance/emergency medical services	6%	8	83%	2	0.0096	9
Overall quality of fire services	4%	10	83%	1	0.0059	10

### **Benchmark Data: Other Cities**

- Two data sources:
  - A **national survey** that was administered in summer 2020 to a random sample of more than 4,000 residents across the U.S.
  - A survey administered in summer 2020 to over 350 residents living in the Great Lakes Region (Pennsylvania, Ohio, Indiana, Illinois, Michigan)
- Chart color code:
  - Blue South Bend

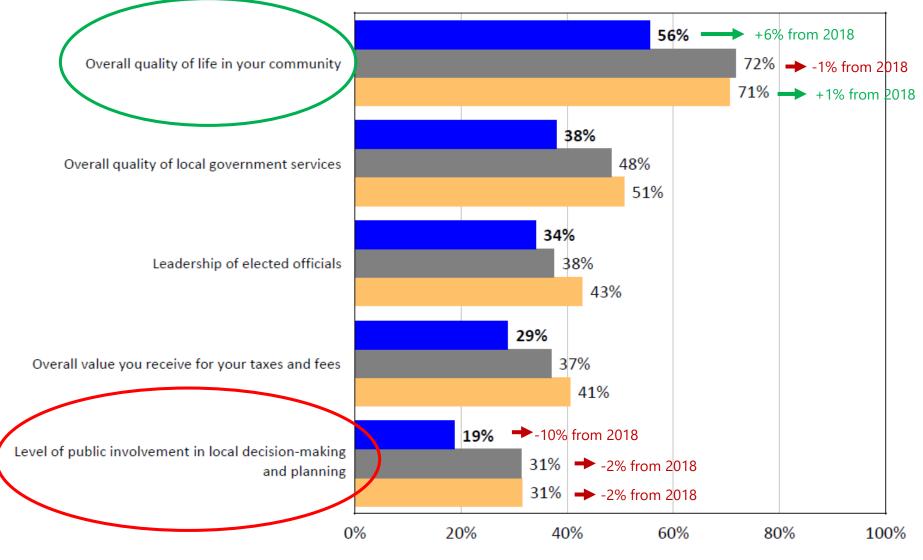
  - Gray U.S.
    Gold Great Lakes region



#### Q2. City Leadership

#### South Bend vs. the United States vs. Great Lakes Region

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



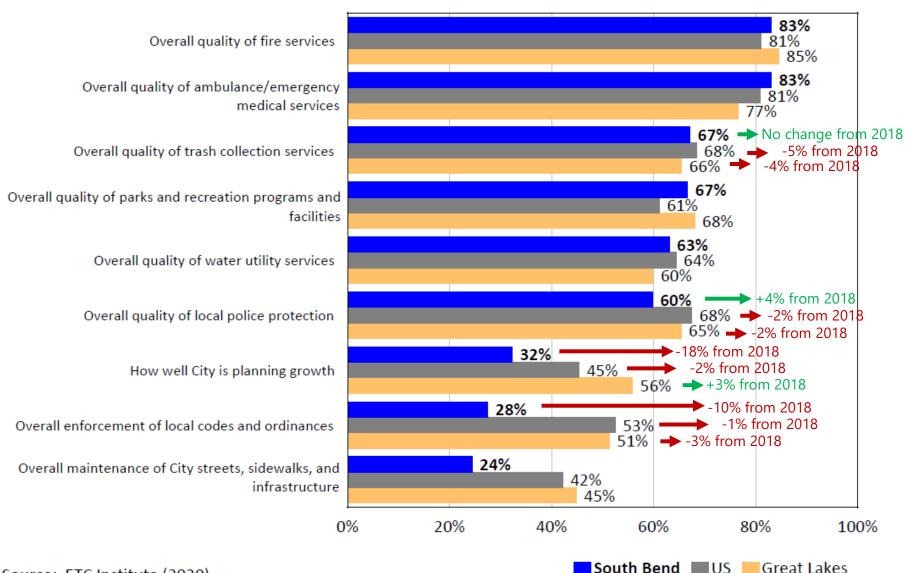
South Bend US Great Lakes

Source: ETC Institute (2020)

#### Q11. Major Categories of Services

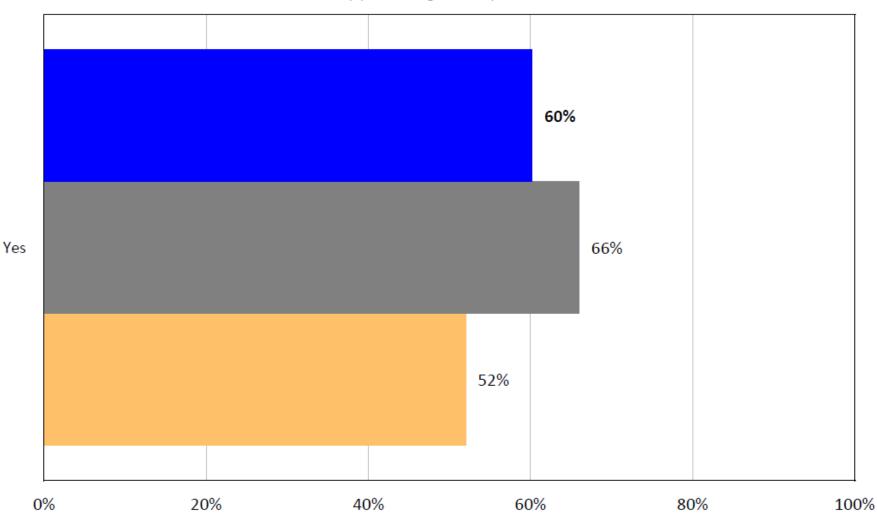
#### South Bend vs. the United States vs. Great Lakes Region

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



## Q44. Do you think local officials in your community are doing a good job of keeping you informed about the COVID-19 Pandemic?

South Bend vs. the United States vs. Great Lakes Region



South Bend US Great Lakes

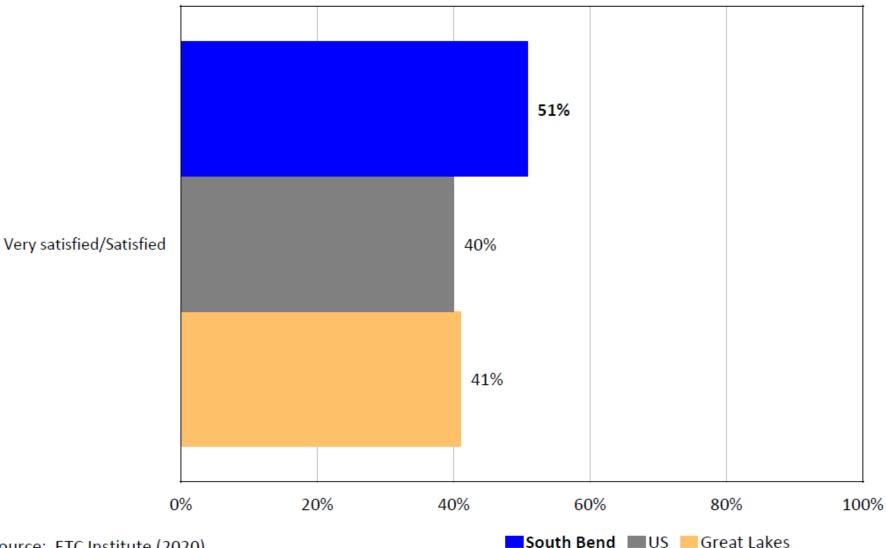
by percentage of respondents

Source: ETC Institute (2020)

#### Q45. Please rate your satisfaction with the City's response to COVID-19

South Bend vs. the United States vs. Great Lakes Region

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



Source: ETC Institute (2020)

### Key Insights High-level takeaways from the Business Analytics Team

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1. This suggests the decline may be mostly attributed to broader trends outside the City's control (i.e. COVID-19)

Community leadership received high satisfaction in their work navigating the pandemic.

### Discussion Questions Survey Results

- Which results stood out most to you? Why?
- How can we ensure these results are **actionable** for City teams?



### Internal Communication Strategy

- Department head memos (when applicable)
- Department head survey
  - Follow-up department meetings by request
- Deep-dive analysis in SB Stat 2021 Q1 presentations for remaining Stat focus areas

### **External Communication Strategy**

- Press release
- Open data portal
  - Power BI dashboard
- Council presentation (or memo distribution)

### Discussion Questions Communication Strategy

- What would you like to see in a department memo?
- Which portions of the survey are most important to communicate **internally**?
- Which parts of the survey are most important to communicate **externally**?

# Taking action

Offering policy alternatives, data-based frameworks, and decision points to take action in improving the lives of South Bend residents



### Next Steps

### 1. Deep-dive analysis

- Create and distribute select department head memos and survey
- Break down results by Council Districts

### 2. Public Communications

- Write and publicize press release
- Create community survey dashboard and publish to open data portal
- Share results with Common Council members
  - Hold one-on-one meetings to review Council District-level results



# Project Updates

Streets Dashboard Phase 2



### Street Improvement Plan Ongoing Reporting

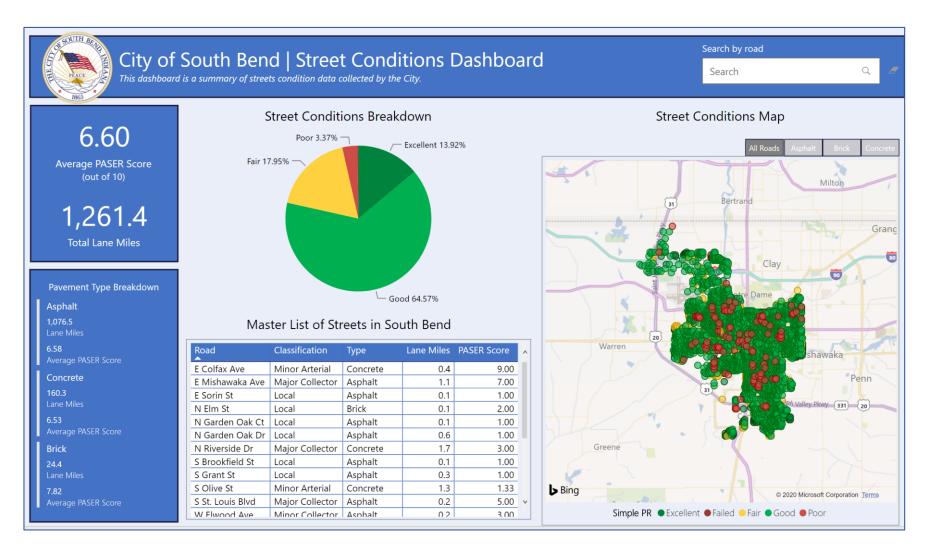
- <u>City webpage</u> (draft)
- Next Steps:
  - Share draft Plan with City Council
  - Public release of Plan Date TBD
  - Secure project capital
  - Complete Engineering design for Street work
  - Bid project and begin construction

### Street Improvement Plan Dashboard Phase 2

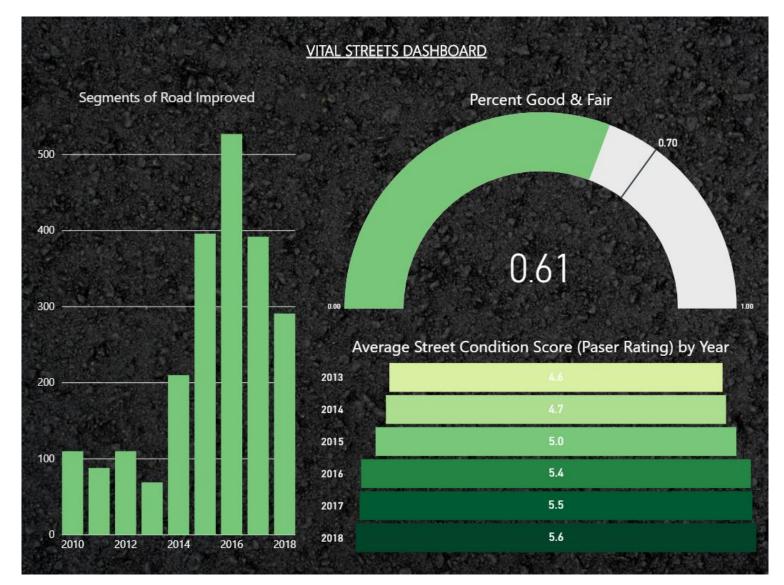
- <u>Street conditions dashboard</u>
- Proposal: Dashboard phase 2
- Purpose: To provide live updates on progress over time

### **Current Streets Dashboard**

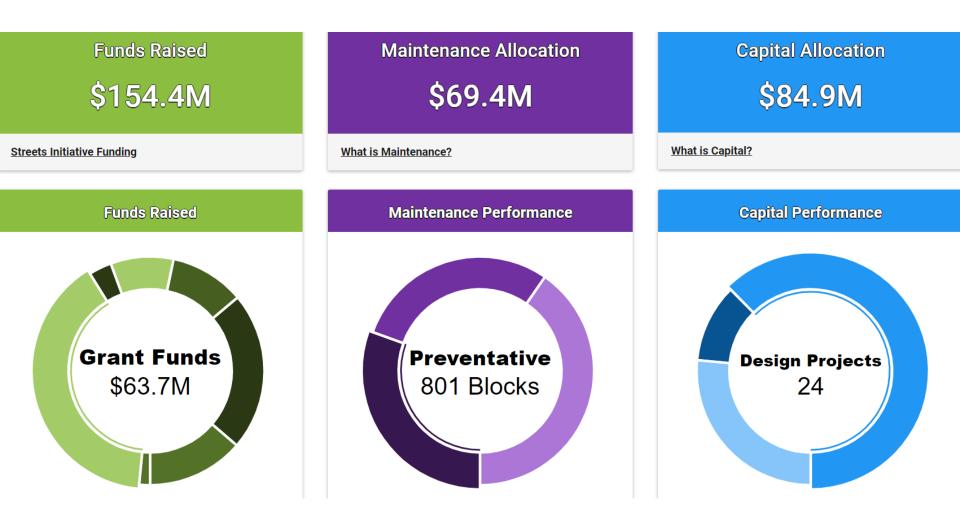
A dashboard summarizing existing street conditions



### Grand Rapids, MI



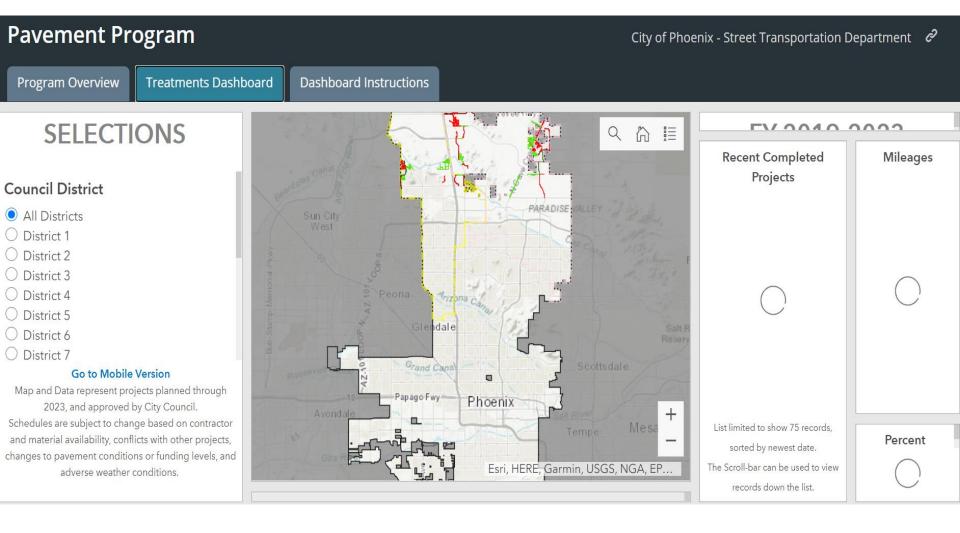




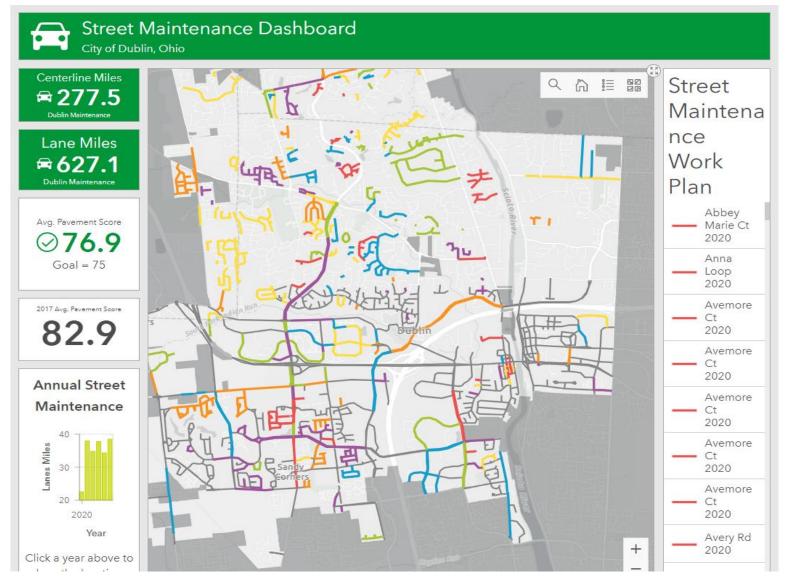
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### Dublin, OH



### Street Improvement Plan Dashboard Phase 2

- Questions for consideration:
  - What aspects of the previous best practice examples stood out to you?
  - What additions should we incorporate into the City dashboard for Streets?
  - Who is the primary audience for the Streets dashboard and who will benefit?

# Project Updates

Local Economy & Peer Benchmarks Analysis



#### Economic Impact of COVID-19 on South Bend Insights from real-time financial data

### New Tool

Mastercard data used in an interactive map dashboard to visualize financial spending in retail around the City.

### Limitations

- Financial data is only based on Mastercard account holders, not necessarily representative of City at large
- No data available prior to 2018

#### **Communities included in dashboard for benchmarking purposes**

• Evansville, Fort Wayne, Hamilton County, Marion County

### Local Economy Dashboard





#### South Bend Local Economy Dashboard

Search by Year

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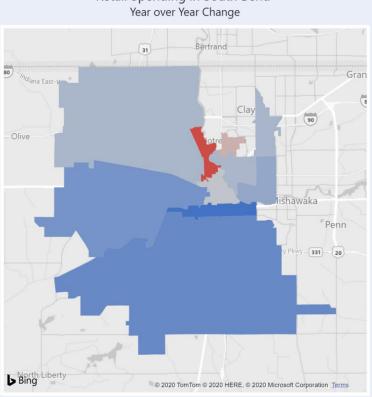
A dashboard on local economy spending and trends

South Bend Financial Indicators

Retail Spending in South Bend Year over Year Change

All





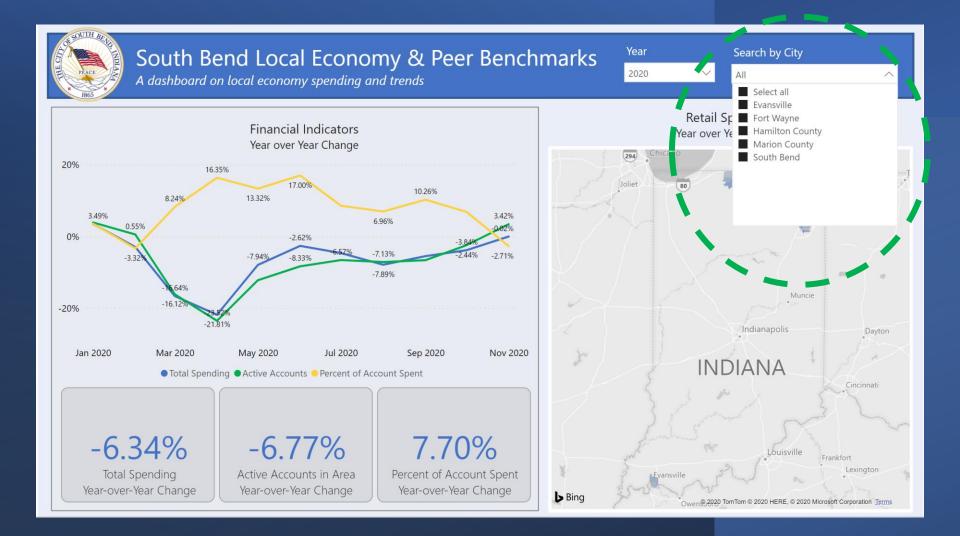
# How much has the local economy recovered since March?

Year-over-year change in retail spending based on real-time MasterCard transactions



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# Key Takeaways & Discussion

A high-level analysis of the local economy dashboard

### Key Takeaways

- 1. Spending in South Bend is still 10% 15% lower than 2019 spending levels
- 2. South Bend is the lowest performing community in terms of Total Spending compared to benchmarks
  - ~4% less spending than second-lowest performing community
- 3. Spending decrease in South Bend is due to less large retail purchases and/or less retail options

### Closing out the quarter

Revisiting the Neighborhood Stat Portfolio

Project	Status	
Street Improvement Plan		
COVID-19 Impact on Local Economy Analysis		
Neighborhood Health Indicators	0	
Trash and Yard Waste Pick-Up Outreach		
Vacant Commercial Property Strategy		
RSVP KPI Reporting	0	

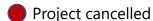
#### **Questions to close out the quarter**

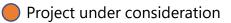
- Do we have clear next steps for the key initiatives discussed today?
- Are there any initiatives/areas of interest that should be added to the portfolio for next quarter?

Legend

Project on schedule

Project delayed







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### Neighborhood Stat Q4 December 7, 2020

