

The logo of the City of El Segundo, featuring a circular seal with a central figure and the text 'CITY OF EL SEGUNDO' around the perimeter.

CITY OF
EL SEGUNDO

Resident and Business Survey Results Satisfaction with City Services

April 16, 2024

Purpose

Align with the City's Strategic Goal to:

1. Enhance Customer Service, Diversity, Equity, Inclusion, and Communication

Use the feedback from this survey to inform strategic planning decisions in advance of the annual strategic planning session.

Objectives

1. Determine overall satisfaction with City services
2. Assess customer (residents and businesses) loyalty based on the Net Promoter Score
3. Assess customer satisfaction with multiple attributes
4. Utilize feedback to improve City services

Distribution and Response Rates

Overall

- 7,792 surveys sent to residents and businesses
- 1,402 completed responses = response rate of 17.9% (3.9% increase from 2023)

Resident Survey

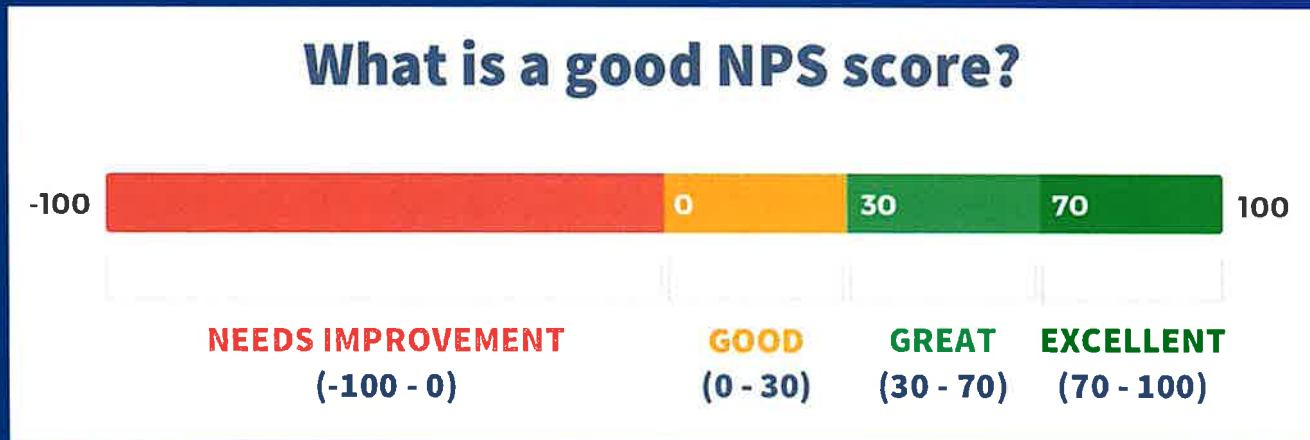
- 3,462 surveys were sent to residents (email and mail)
- 861 completed responses = response rate of 24.8% (4.3% increase from 2023)

Business Survey

- 4,330 surveys were sent out to businesses (via email)
- 541 completed responses = response rate of 12% (3% increase from 2023)

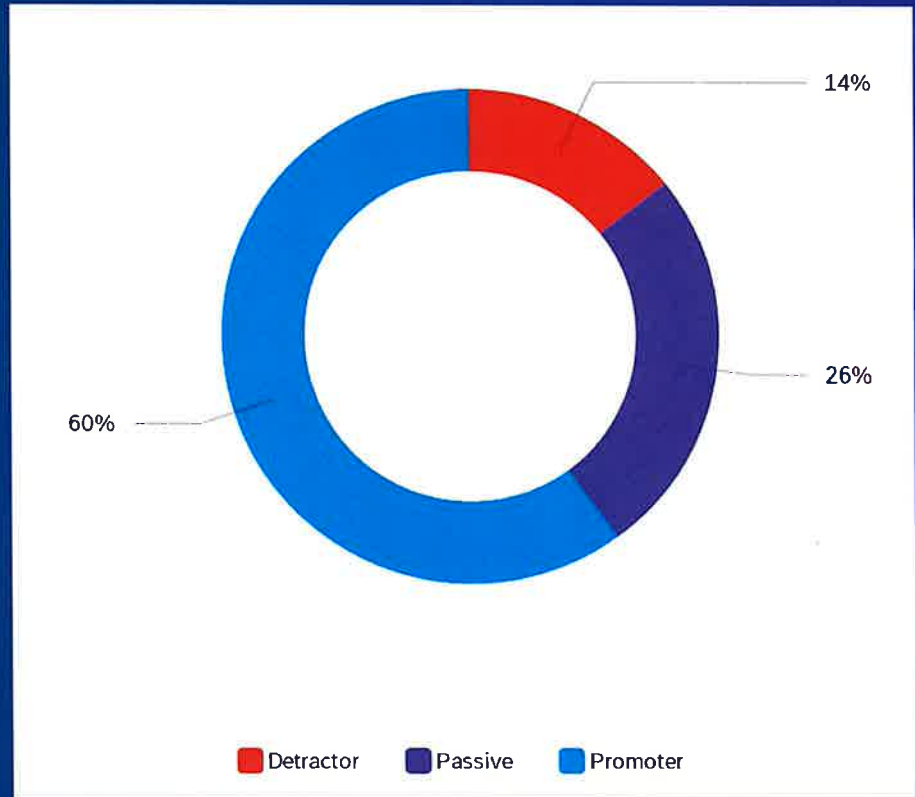
Net Promoter Score

- The Net Promoter Score is calculated by subtracting the percentage of detractors from the percentage of promoters.
 - Promoters = score of 9 or 10
 - Passives = score of 7 or 8
 - Detractors = score of 6 or below



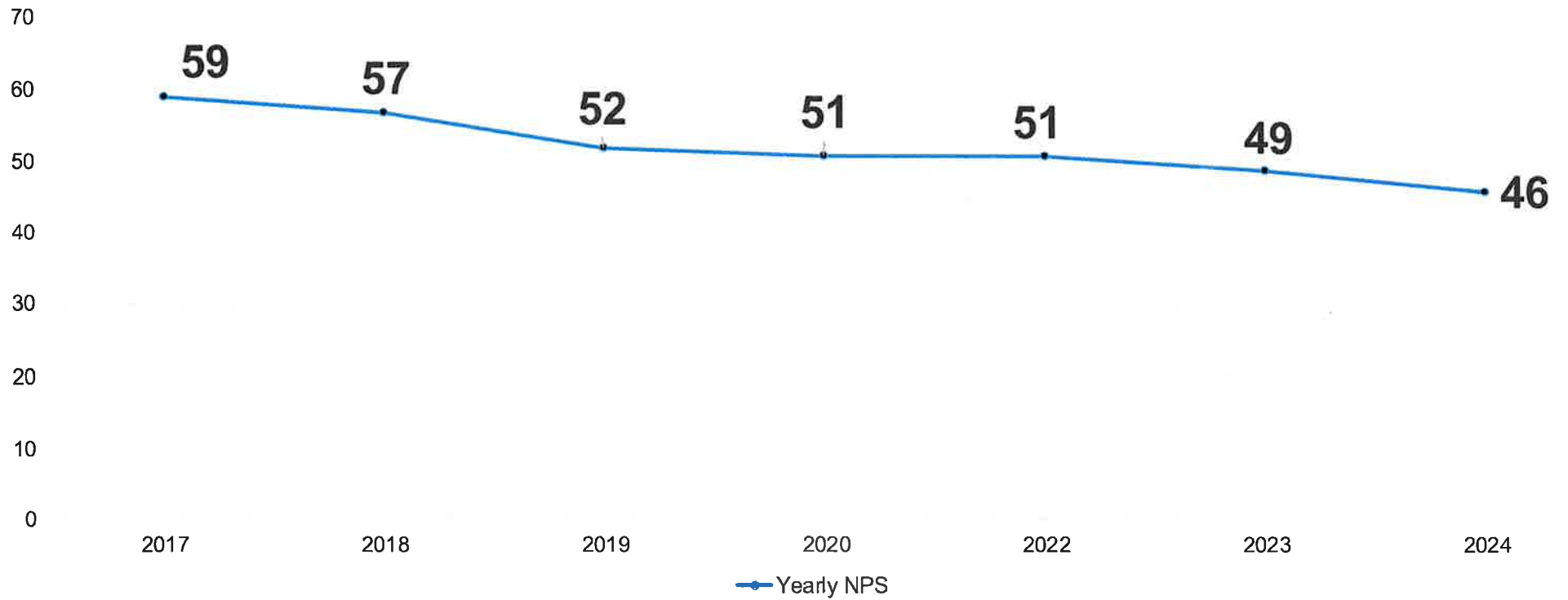
Resident Net Promoter Score

- 60% Promoters - 14% Detractors = NPS of 46
- Decrease of 3 from 2023 (49).
- This falls in the “great” range of 30-70

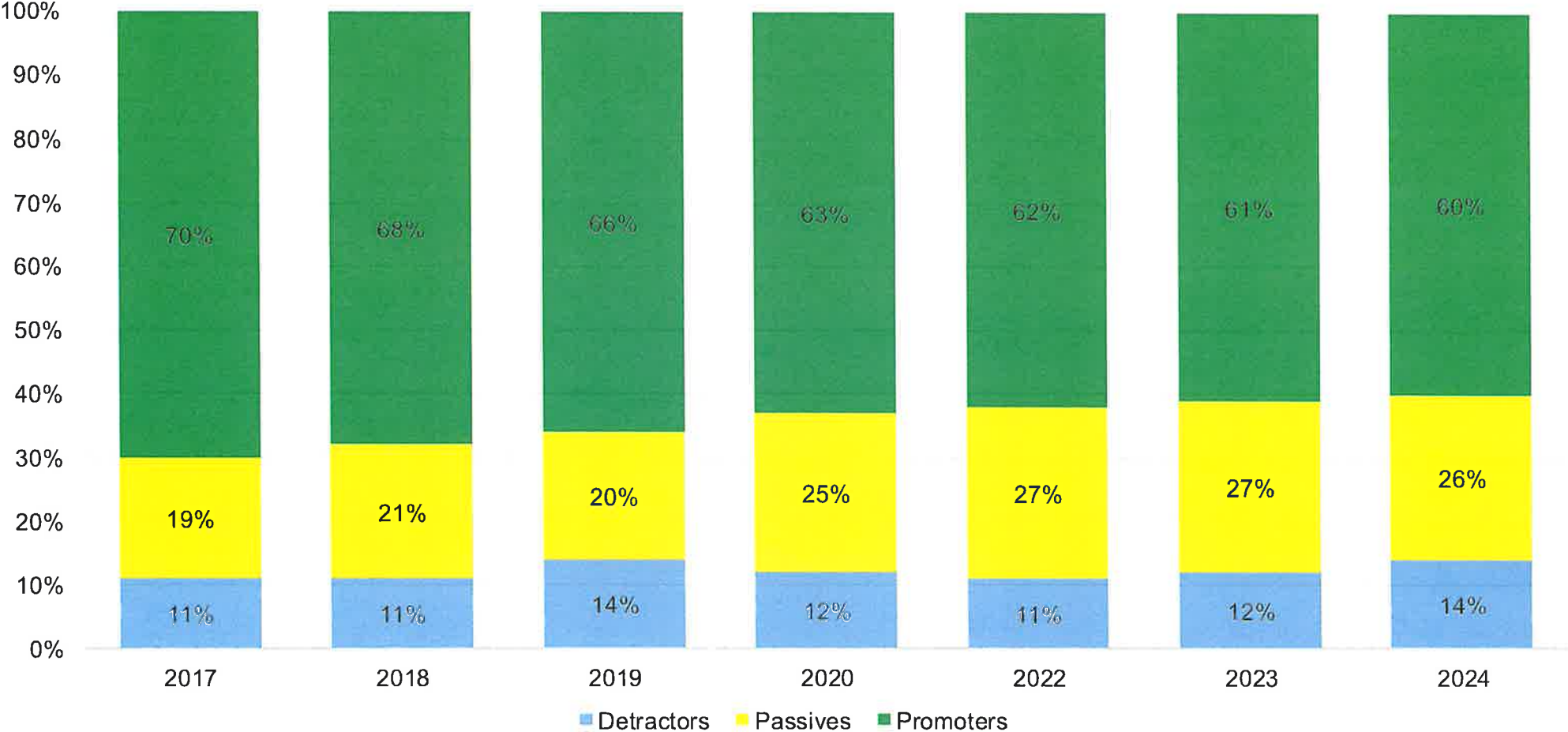


Resident NPS Seven-Year Comparison

Yearly NPS



Resident NPS Seven-Year Comparison



Resident Detractor Concerns

The primary concerns among detractors (those giving scores of 6 or less):

- Issues related to odor/air quality (overwhelmingly Hyperion, some mention of Chevron and LAX)
- Police presence (e-bike and traffic enforcement, crime prevention, reducing homelessness)
- Issues related to the loss of the city's "small town" environment (rapid growth)
- Housing and cost of living increases
- Parking issues

Resident Positive Comments

- *Excellent schools, good services for seniors, vibrant Main Street businesses, plus well located to beach and major roads.*
- *First class police, fire and schools. Outstanding and involved City Council. Low taxes. Great customer service from the City's employees!*
- *Outstanding police and fire keep our city safe. Good schools. Great community activities (Rec Dept) and support. City maintenance keeps streets, parks and community clean.*
- *Love the small town feel without being too far from large city convenience.*
- *Great services, law enforcement, schools, Rec Park activities, Library.....really listens to the residents. LOVE this City!*

Resident Attribute Rankings

Residents were asked to rate, on a five-point scale, how satisfied they were with City on the following attributes:

- Maintenance and upkeep of Recreation and Park facilities
- Quality of Recreation and Parks programs offered
- Resources and services provided by the Public Library
- Responsiveness, knowledge and competency of fire & paramedic services
- Availability and responsiveness of Police Department services
- Condition of City infrastructure: streets, sidewalks and public facilities
- Water and Sewer billing department customer service
- Responsiveness and overall vision of City Council

Attribute Ranking Scale

Attribute Rankings Measurement Scale:

5 = very satisfied, 4 = satisfied, 3 = neutral, 2 = dissatisfied, 1 = very dissatisfied

Likert scale methodology was utilized to analyze the results:

A mean score of 4.2 or greater = “very satisfied”

A mean score of 3.41-4.2 = “satisfied”

A mean score of 2.61-3.4 = “neutral”

A mean score of 1.81-2.6 = “dissatisfied”

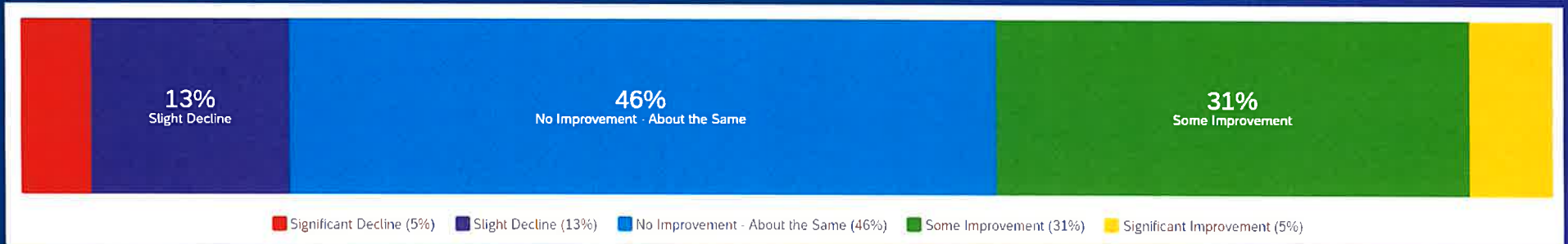
A mean score under 1.8 = “very dissatisfied”

Very Satisfied
Satisfied
Neutral

Resident Attribute Rankings Seven-Year Comparison

	2017	2018	2019	2020	2022	2023	2024
Responsiveness, knowledge and competency of Fire & Paramedic services	4.59	4.48	4.54	4.60	4.48	4.52	4.46
Availability and responsiveness of Police Department services	4.42	4.37	4.00	4.52	4.36	4.31	4.25
Maintenance and upkeep of Recreation and Park facilities	4.08	4.15	4.08	4.32	4.25	4.19	4.16
Resources and services provided by the Public Library	4.18	4.14	4.00	4.18	4.14	4.15	4.15
Quality of Recreation and Parks programs offered	4.13	4.10	4.00	4.13	4.10	4.10	4.08
Condition of City infrastructure: streets, sidewalks and public facilities	3.55	3.71	4.00	3.88	3.85	3.80	3.86
Water and Sewer Billing Department customer service	3.71	3.70	3.72	3.87	3.75	3.78	3.85
Responsiveness and overall vision of City Council	3.29	3.55	3.00	3.68	3.56	3.48	3.47

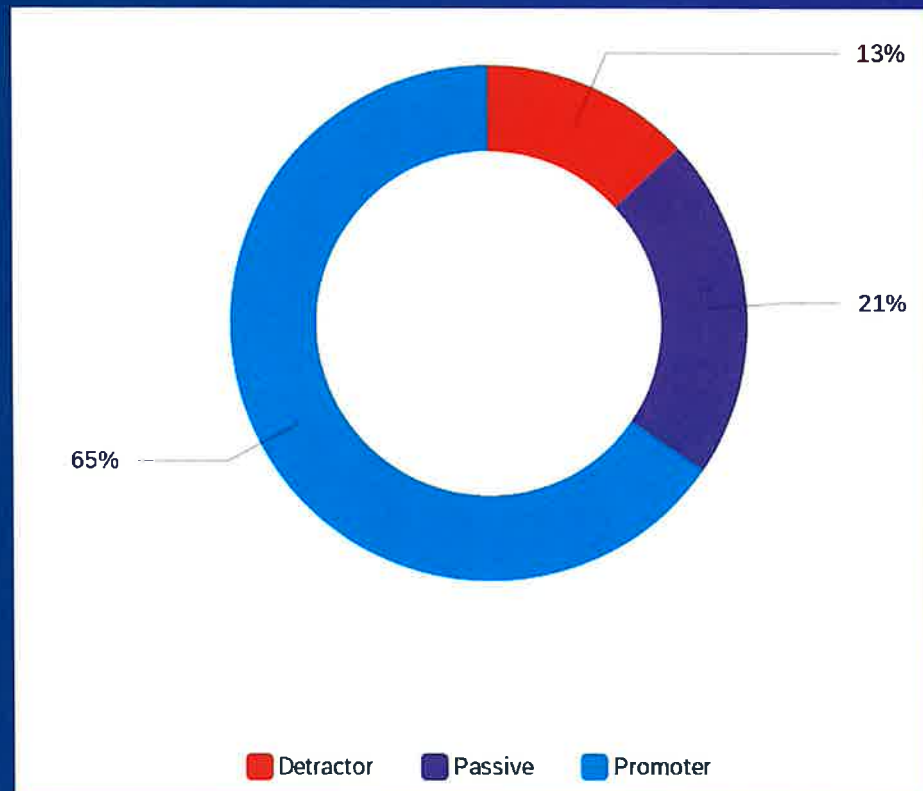
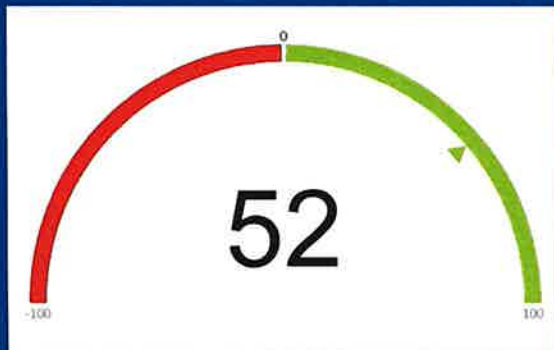
City Improvement (Residents)



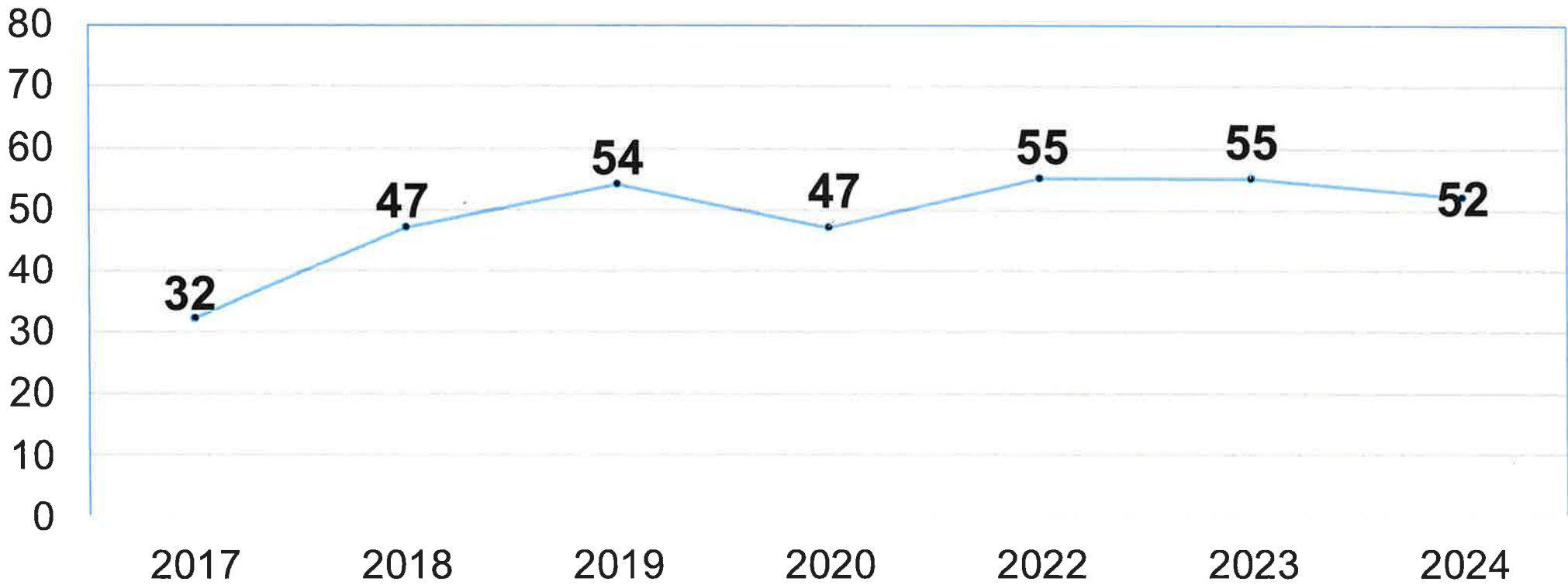
- Residents were asked to rate, on a five-point scale, how the City has improved over the last year.
- Based on the Likert scale methodology, the City's mean score of 3.20 neutral "no improvement – about the same" range.

Business Net Promoter Score

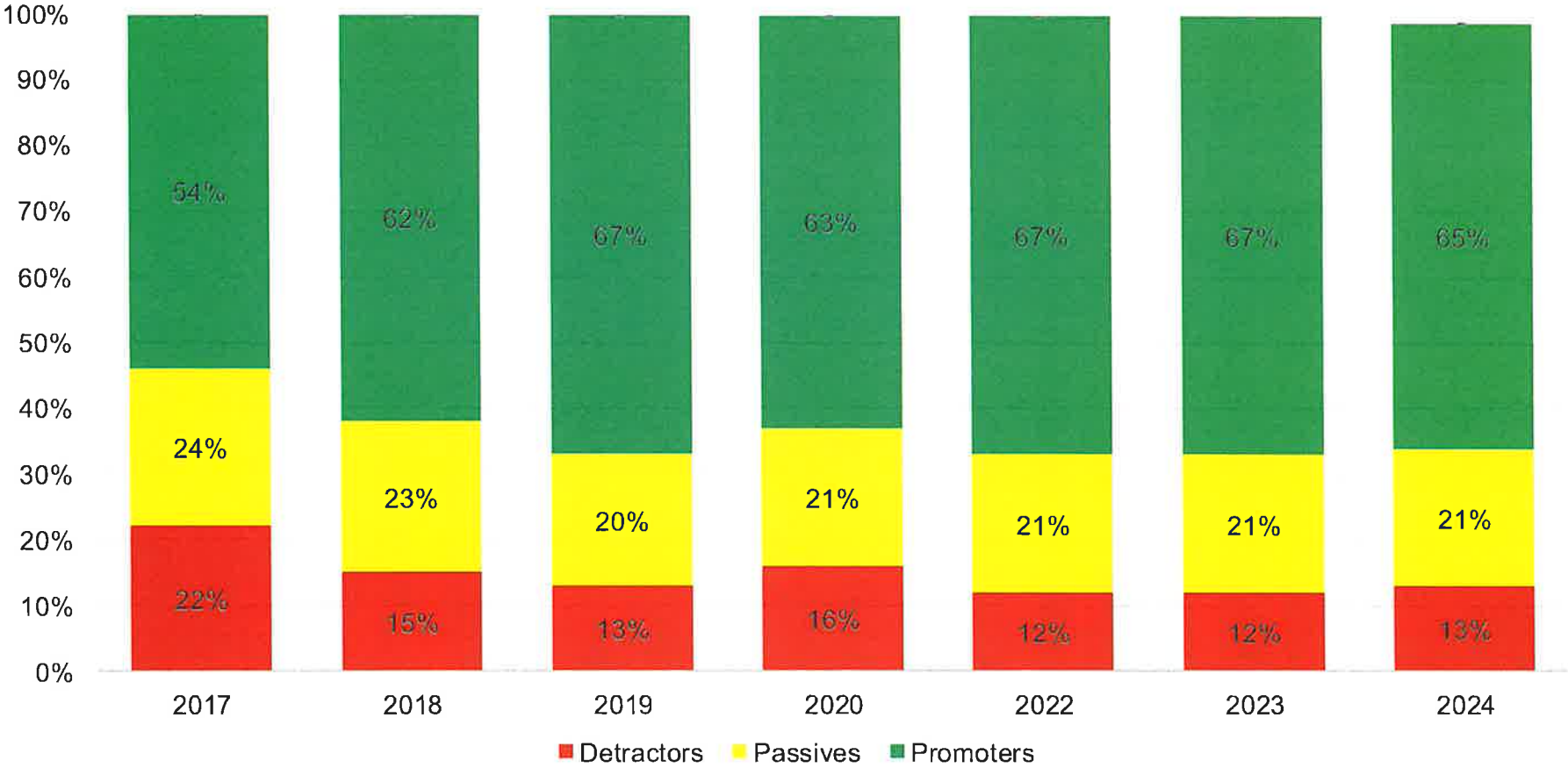
- 65% Promoters – 13% Detractors = NPS of 52
- Decrease of 3 from 2023 (55).
- This falls in the “great” range of 30-70



Business NPS Seven-Year Comparison



Business NPS Seven-Year Comparison



Business Detractor Concerns

The primary concerns among detractors (those giving scores of 6 or less) were:

- Business license fee increase and loss of business tax credit
- Police presence (concerns about crime and homelessness in the area)
- Issues related to supporting small businesses
- Issues with the permitting process

Business Positive Comments

- *Business friendly, responsive to the needs of its business owners. It is the best City to live and work, good restaurants, excellent neighborhood!*
- *Easy to work with and they make it feel like the City wants us to succeed.*
- *As a business license holder, that office consistently answers calls with a live person who is amiable and knowledgeable. Always a very pleasant and productive experience! Thank you so much.*
- *The city hall people were so helpful from the planning department down to the fire station.*
- *City services are very accessible. The city is small enough that it is easy to navigate through any help that you need. El Segundo is clean, safe and welcoming. Location is excellent.*

Business Attribute Rankings

Customers were asked to rate, on a five-point scale, how satisfied they were with the City of El Segundo on the following attributes:

- Responsiveness, knowledge and competency of working with the Community Development Department for plan checks, permits, or inspection services
- City zoning policies
- Business development and attraction policies
- Availability and responsiveness of Police Department services
- Responsiveness, knowledge and competency of Fire Department & Field Inspection services
- Business license renewal process

Business Attribute Rankings Seven-Year Comparison

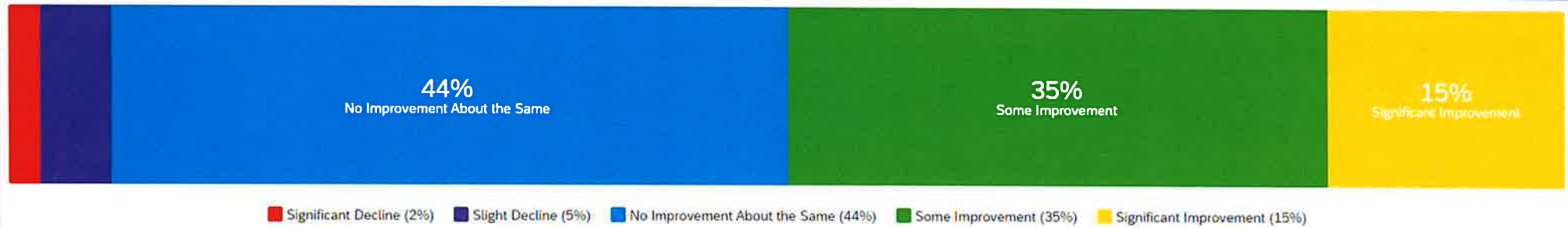
Very Satisfied

Satisfied

Neutral

	2017	2018	2019	2020	2022	2023	2024
Business license renewal process	4.15	4.24	4.35	4.31	4.39	4.48	4.33
Responsiveness, knowledge and competency of Fire Department & Field Inspection services	4.18	4.27	4.22	4.22	4.18	4.06	4.15
Availability and responsiveness of Police Department services	4.24	4.25	4.22	4.26	4.21	4.03	4.14
Responsiveness, knowledge and competency of working with the Community Development Department	3.58	3.66	3.64	3.68	3.81	3.90	3.98
Business development and attraction policies	3.67	3.69	4.23	3.78	3.90	3.86	3.87
City zoning policies	3.49	3.52	3.83	3.64	3.71	3.72	3.79

City Improvement



- Customers were asked to rate, on a five-point scale, how the City has improved over the last year.
- Based on the Likert scale methodology, the City's mean score of 3.56 shows that businesses feel that the City has made some improvement over the past year.

Conclusions

- Both the resident and business NPS decreased by 3 points.
- The business license renewal process and the responsiveness, knowledge and competency of Fire and Paramedic services remained the highest scoring attributes for businesses and residents, respectively.
- Supporting local small businesses, the new business license tax fees, and public safety are concerns for the business community.
- Air quality/odor, overwhelmingly Hyperion, and public safety are driving concerns for residents.
- Overall, businesses felt that the City had some improvement over the last year, while residents were neutral and ranked the City as “no improvement – about the same.”



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Questions?