

# ***2017 Citizen Satisfaction Survey***

## ***City of Shawnee, Kansas***

Presented by

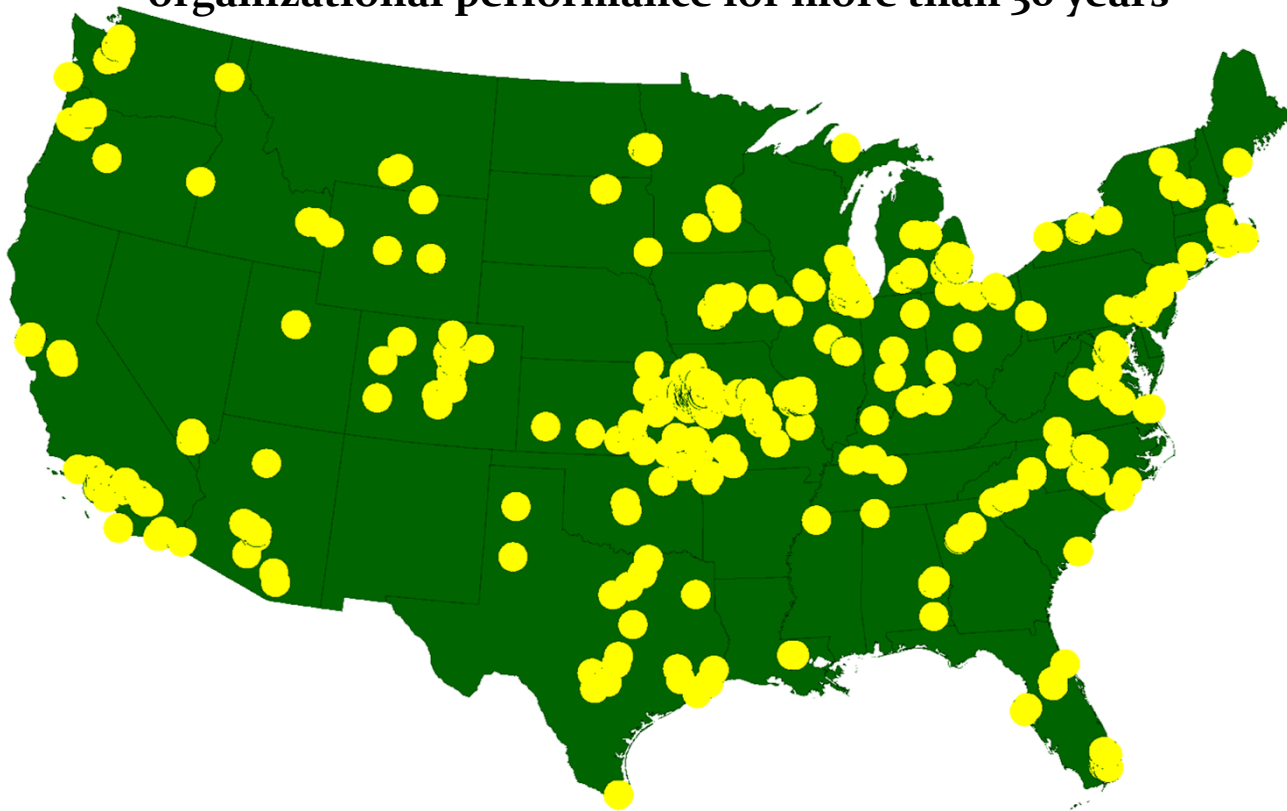


March 2017

# ETC Institute

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# Agenda

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

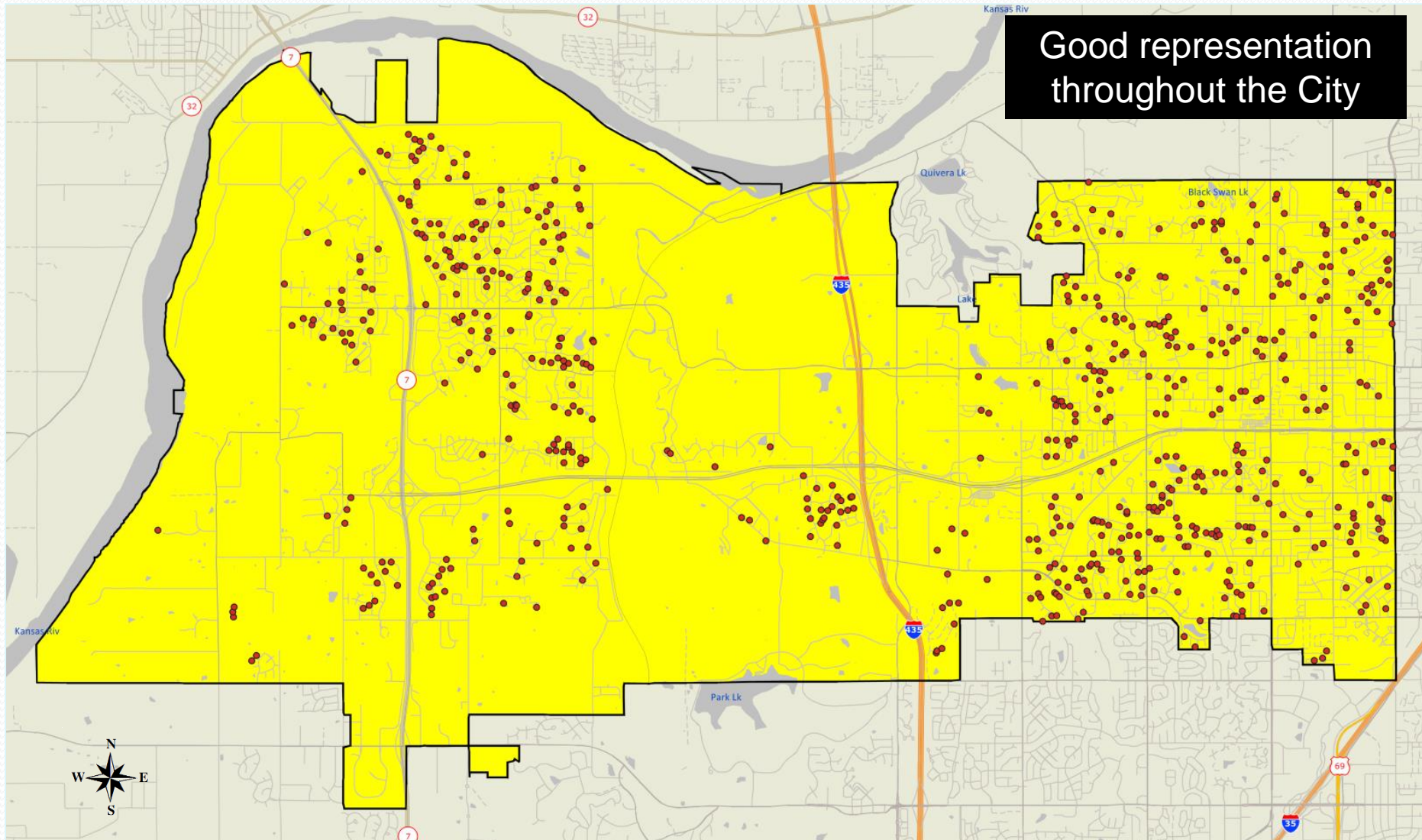
# Purpose

- **To objectively assess citizen satisfaction with the delivery of major City services**
- **To compare the City's performance with residents in other communities regionally and nationally**
- **To measure trends from previous survey**
- **To help determine priorities for the community**

# Methodology

- **Survey Description**
  - ❑ seven-page survey; asked many of the same questions from previous surveys
  - ❑ 3<sup>rd</sup> citizen satisfaction survey administered for the City
- **Method of Administration**
  - ❑ by mail, online and phone to a random sample of City residents
  - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - ❑ goal number of surveys: 400
  - ❑ goal far exceeded: 653 completed surveys
  - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 3.8% overall

# Location of Survey Respondents



**Shawnee 2017 Citizen Satisfaction Survey**



# Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
  - ❑ 96% rated the City as an “excellent” or “good” place to live
  - ❑ 94% rated the City as an “excellent” or “good” place to raise children
- **The City Is Moving in the Right Direction**
  - ❑ Satisfaction ratings have increased or stayed the same in 68 of 80 areas since 2015; increased or stayed the same in 55 of 80 areas since 2012
- **Satisfaction with City Services Is Much Higher in Shawnee Than Other Communities**
  - ❑ The City rated above the Kansas-Missouri Average in 54 of 56 areas, and above the U.S. Average in 52 of 56 areas
- **Overall Community Priorities Over the Next 2 Years:**
  - ❑ Maintenance of City Streets
  - ❑ Enforcement of City Codes and Ordinances
  - ❑ Flow of Traffic and Congestion Management

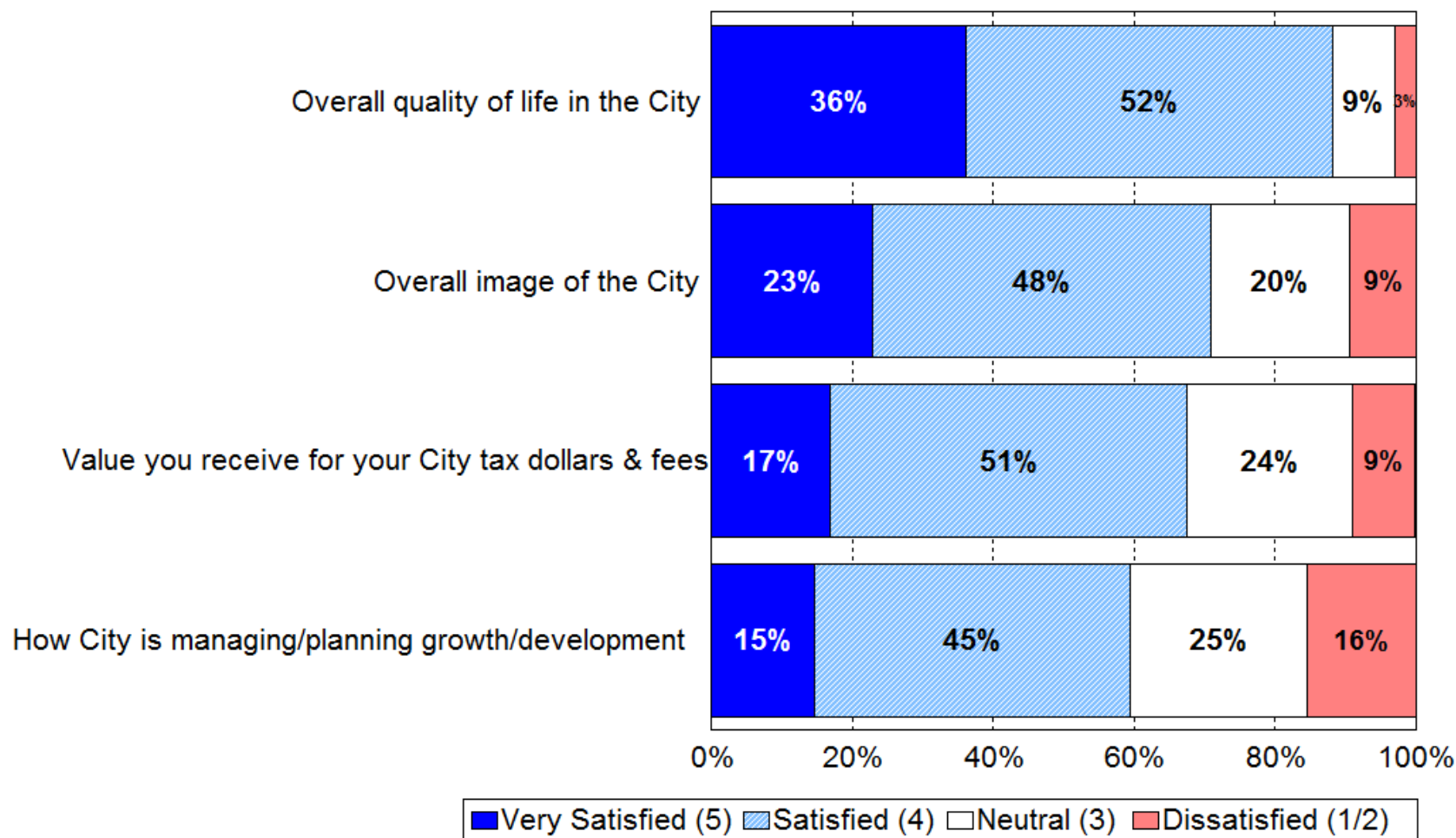
# *Major Finding #1*

Residents Have a Very Positive  
Perception of the City



### Q3. Satisfaction with Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding "don't know")

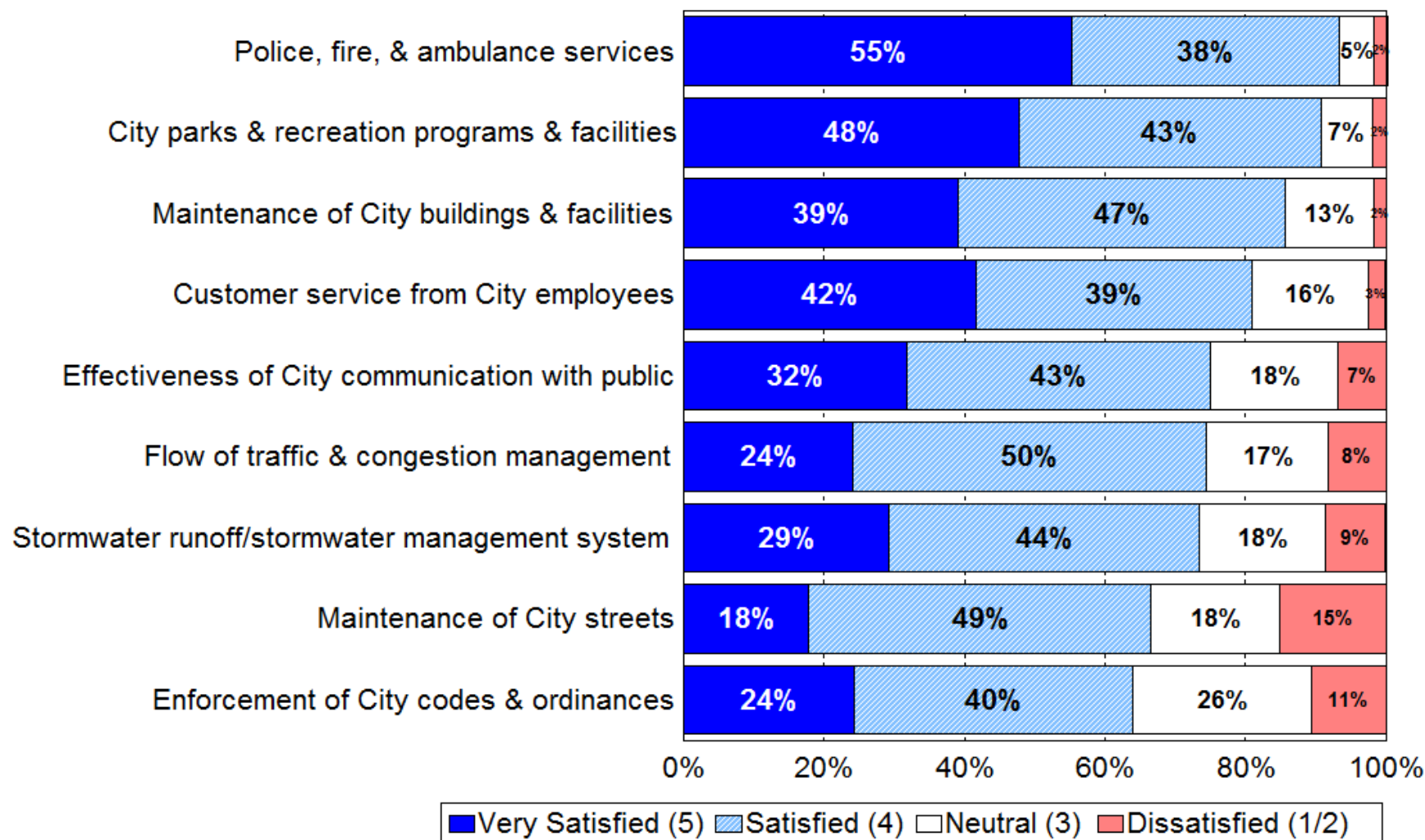


Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

**88% of Residents Are Very Satisfied or Satisfied with the Overall Quality of Life in the City;  
Only 3% Are Dissatisfied**

# Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents (excluding "don't know")

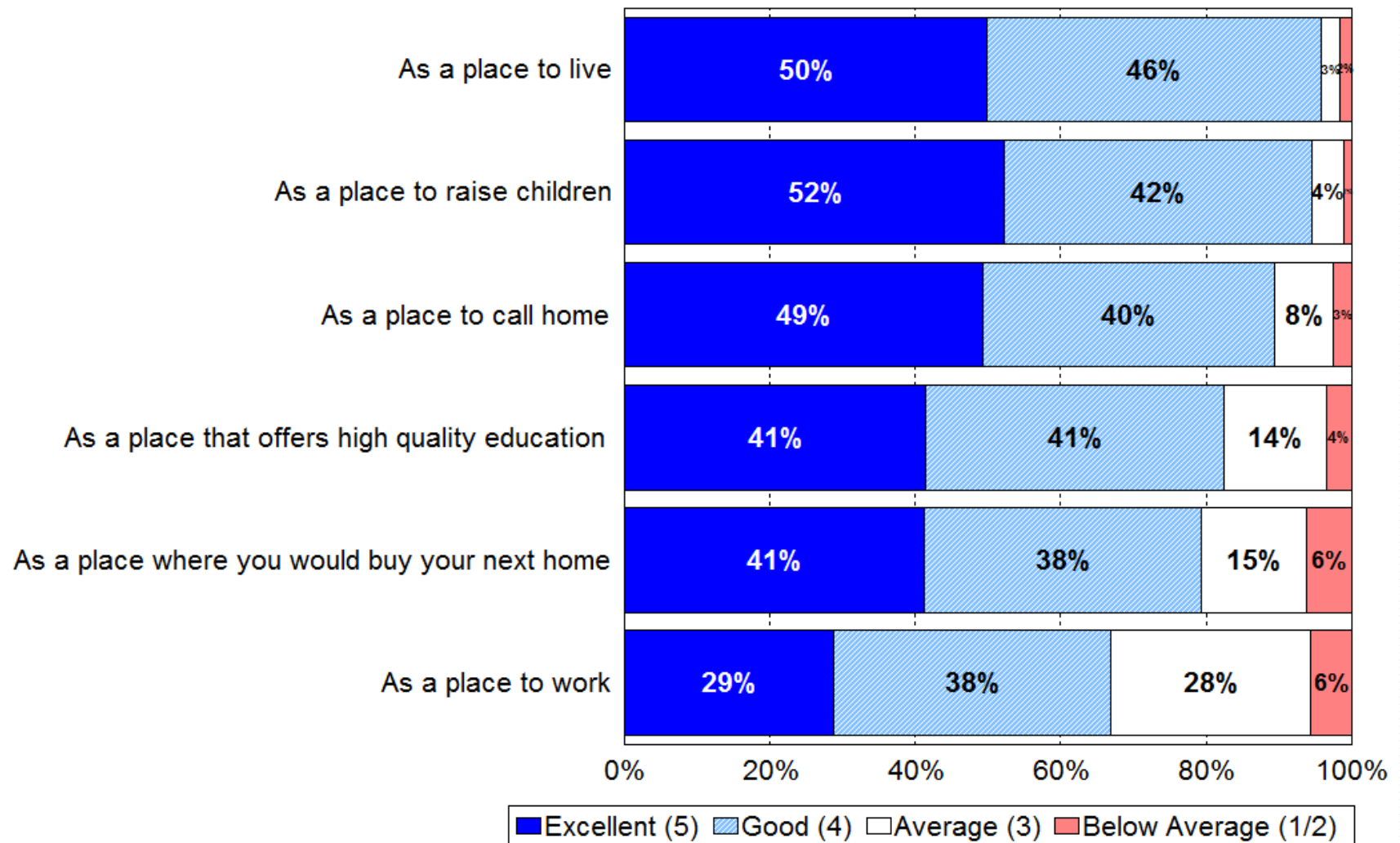


Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

**Satisfaction Is High for All City Services**

# Q4. How Residents Rate the City of Shawnee

by percentage of respondents (excluding "don't know")

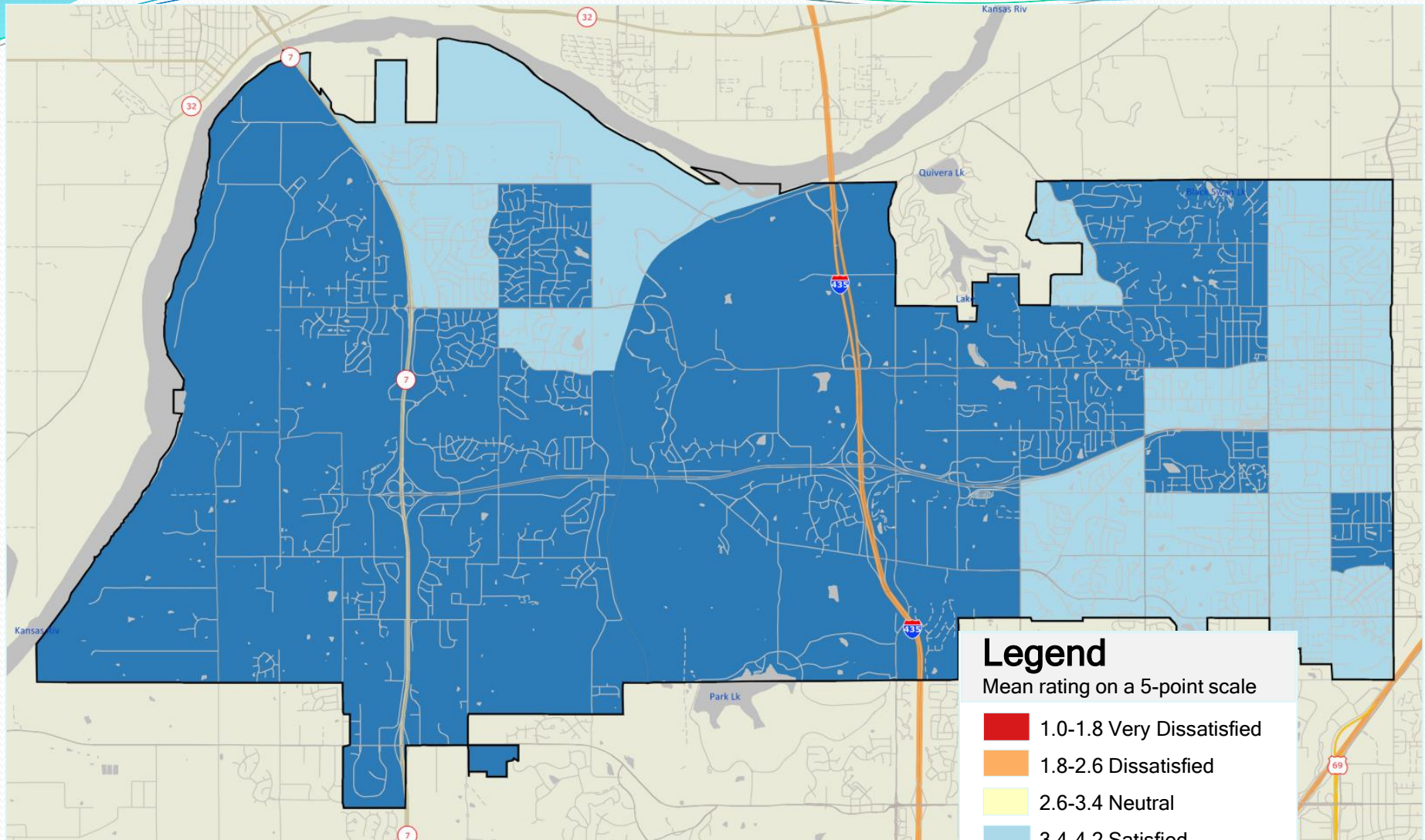


Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

**Over 90% of Residents Rated the City as an Excellent or Good Place to Live and Raise Children**



# Overall Quality of Life in the City



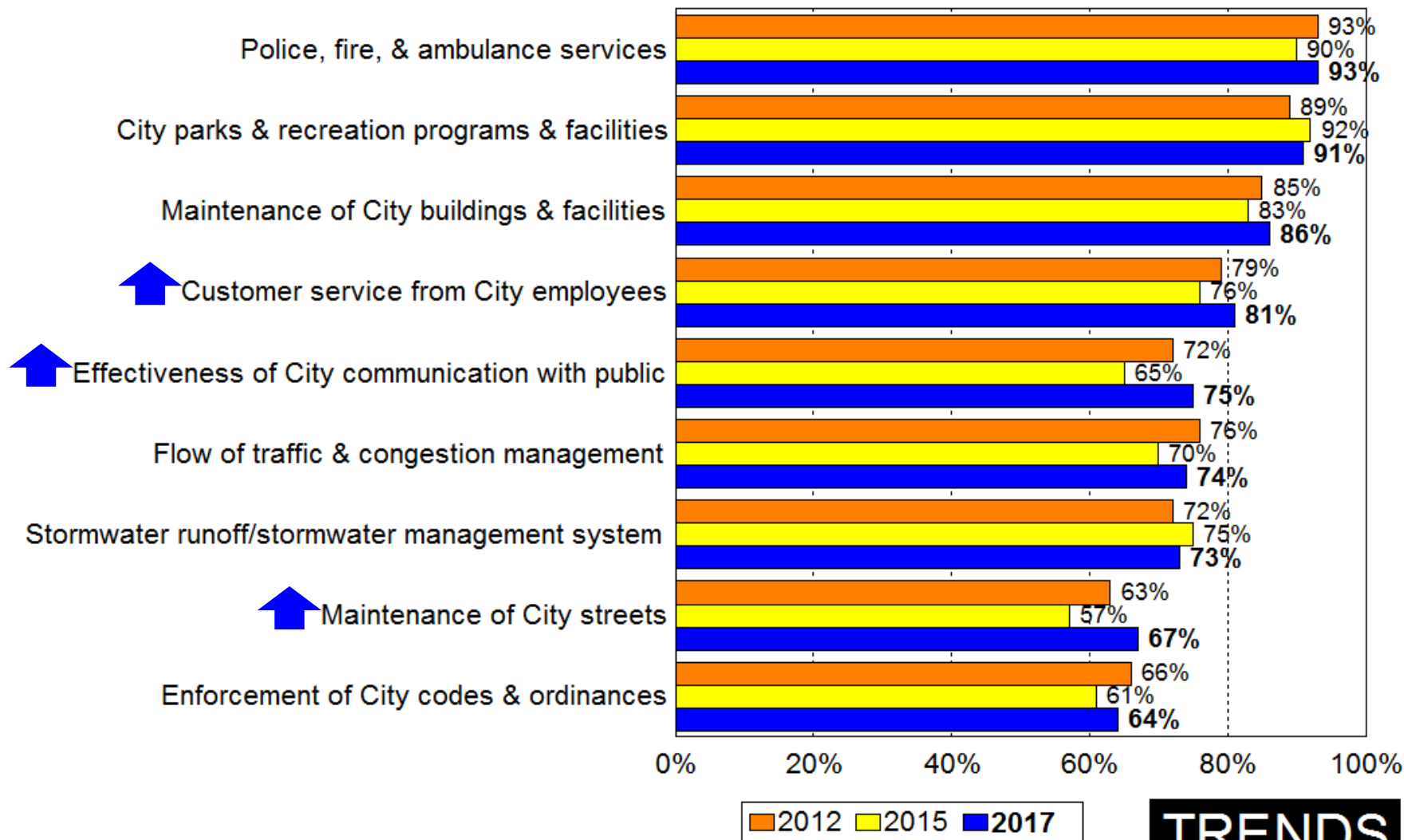
**All areas are in BLUE, which indicates that residents in all parts of the City are satisfied**

## *Major Finding #2*

The City Is Moving in the Right  
Direction

# Overall Satisfaction with City Services by Major Category - 2012 to 2017

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



**TRENDS**

Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

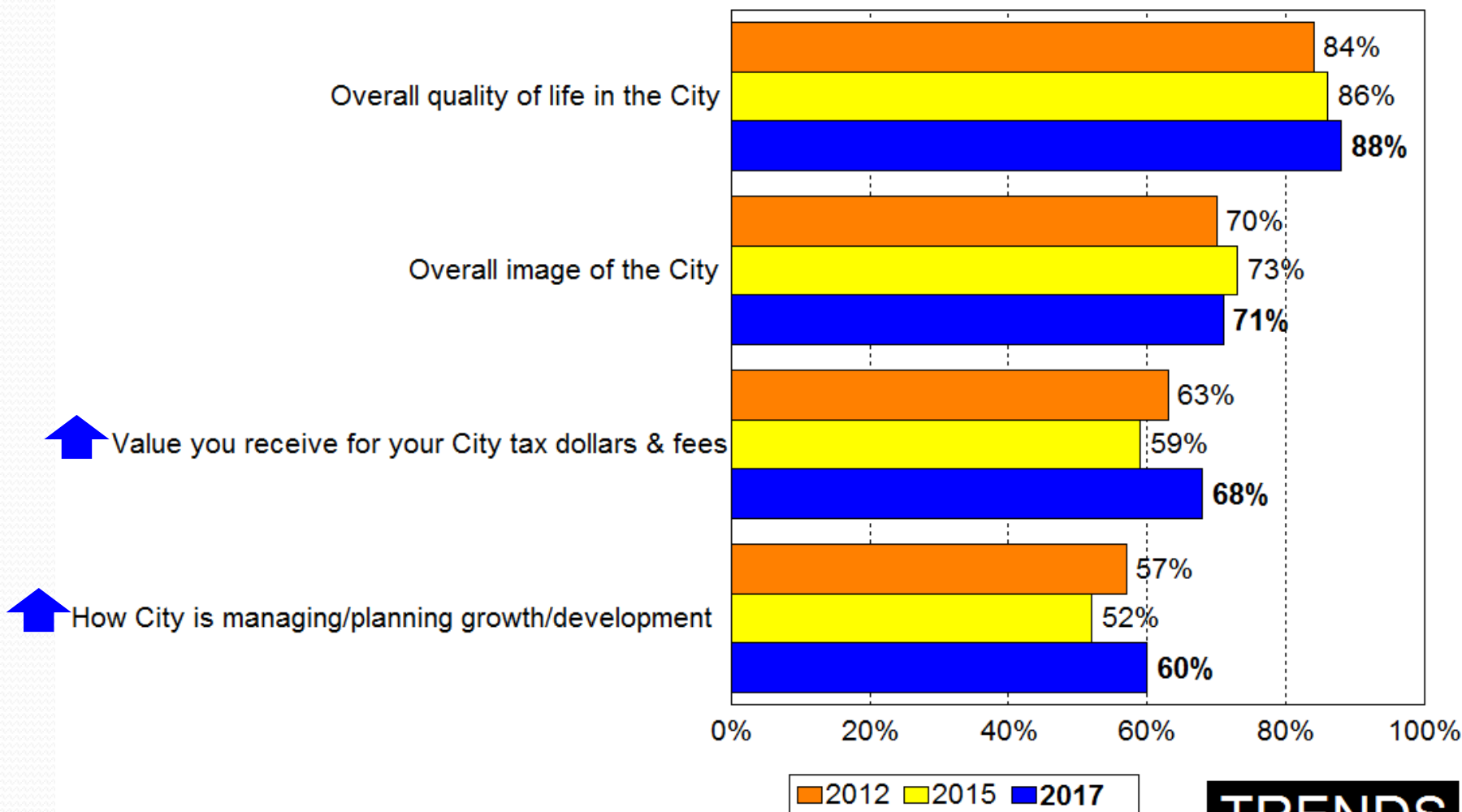
**Significant Increases From 2015:** ↑

**Significant Decreases From 2015:** ↓



# Q3. Satisfaction with Items That Influence the Perception Residents Have of the City - 2012 to 2017

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



**TRENDS**

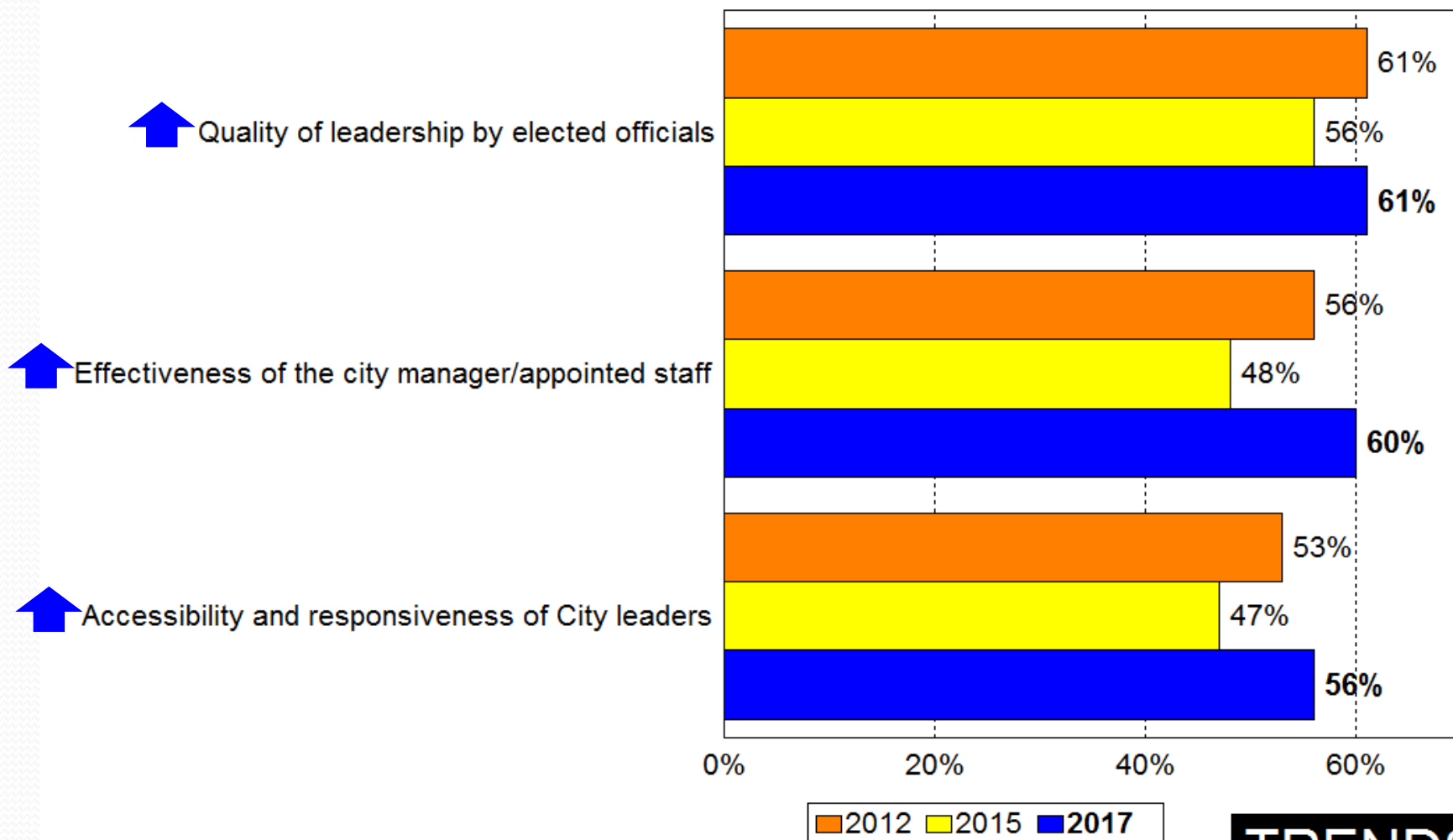
Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

**Significant Increases From 2015:** ↑

**Significant Decreases From 2015:** ↓

## Q5. How Residents Rate the City of Shawnee Leadership - 2012 to 2017

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



Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

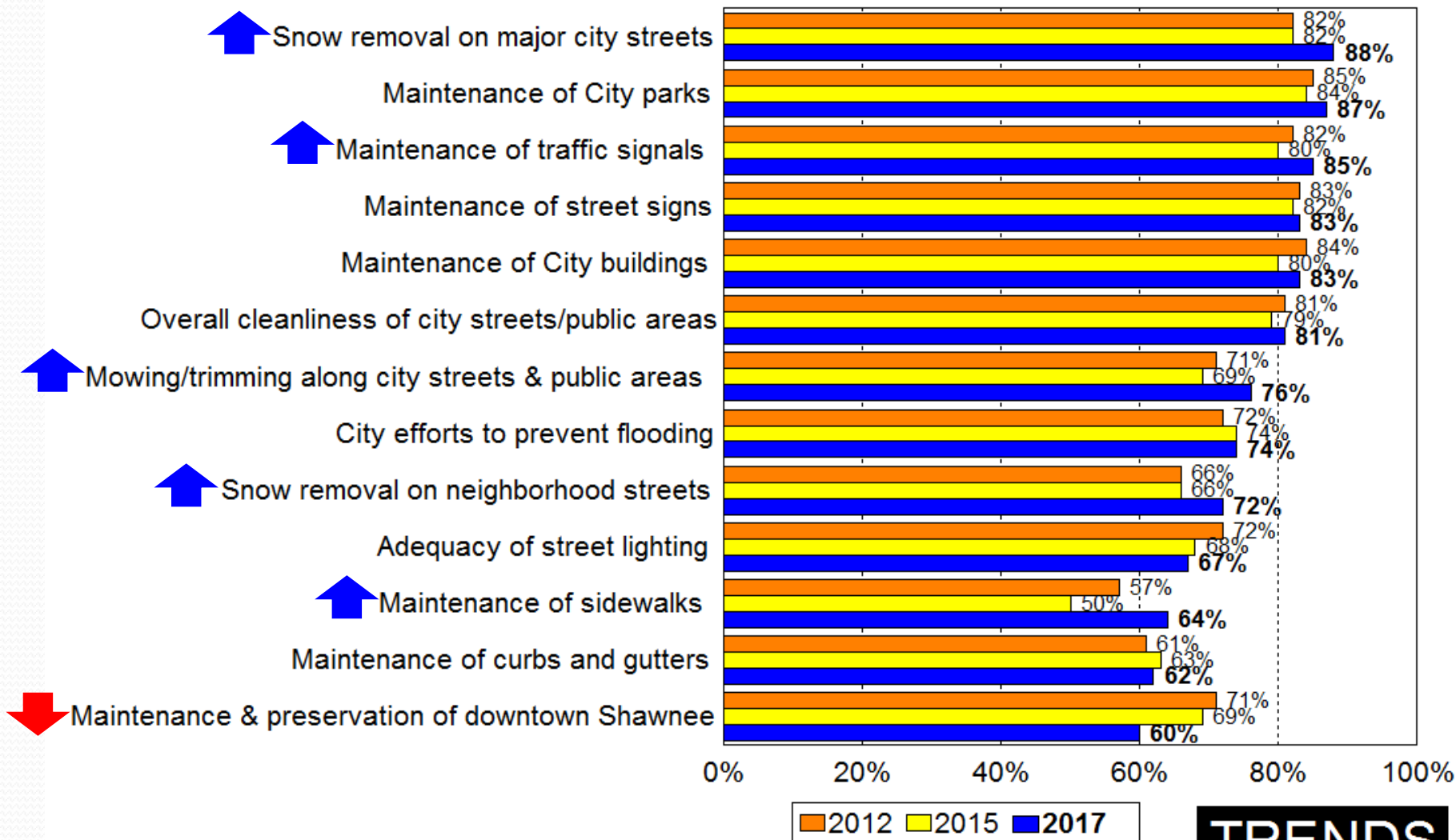
**TRENDS**

**Significant Increases From 2015:**

**Significant Decreases From 2015:**

# Q6. Satisfaction with Various Aspects of City Maintenance - 2012 to 2017

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



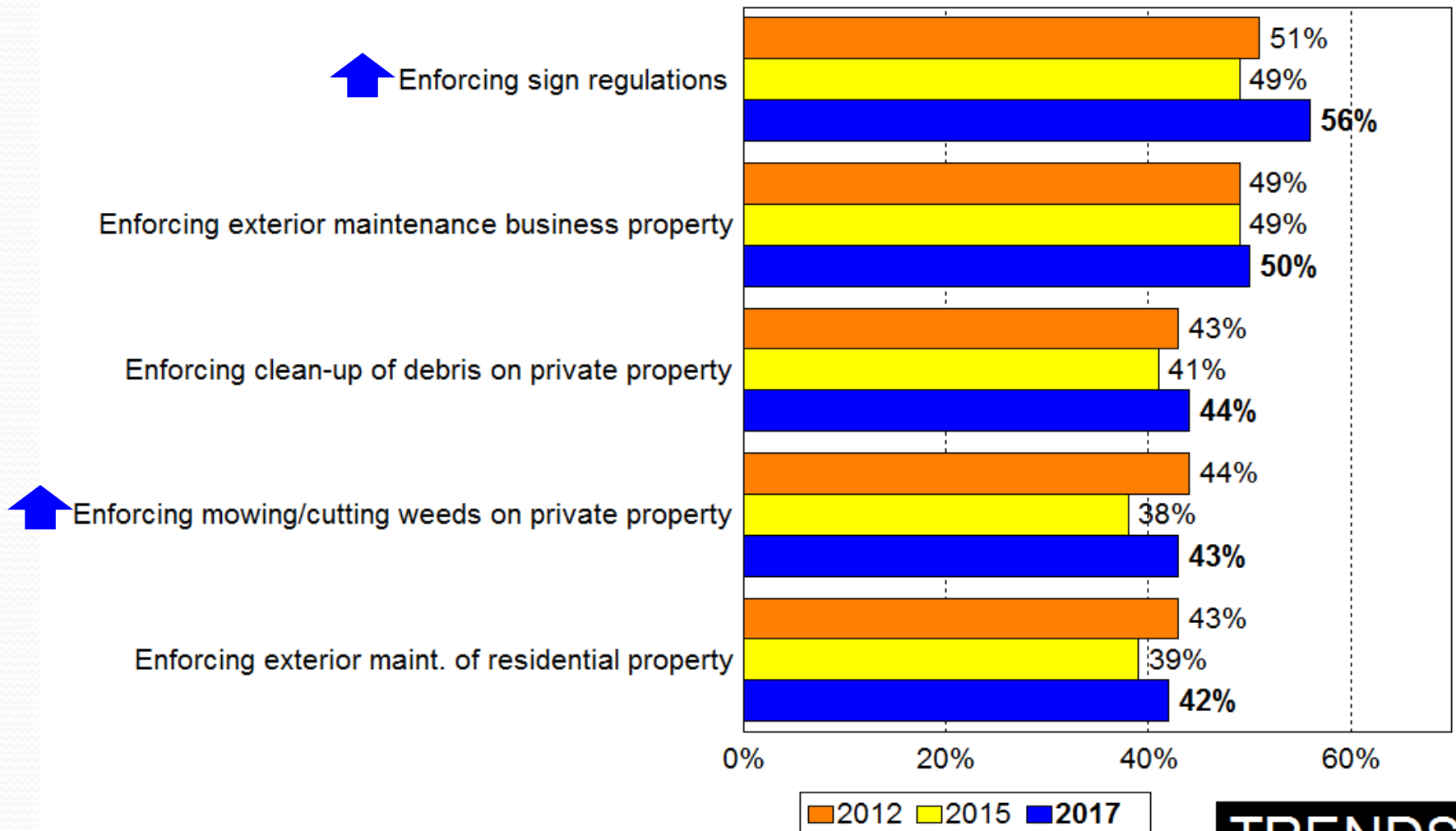
Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

**Significant Increases From 2015:** ↑

**Significant Decreases From 2015:** ↓

## Q8. Satisfaction with Various Aspects of Code Enforcement - 2012 to 2017

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



Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

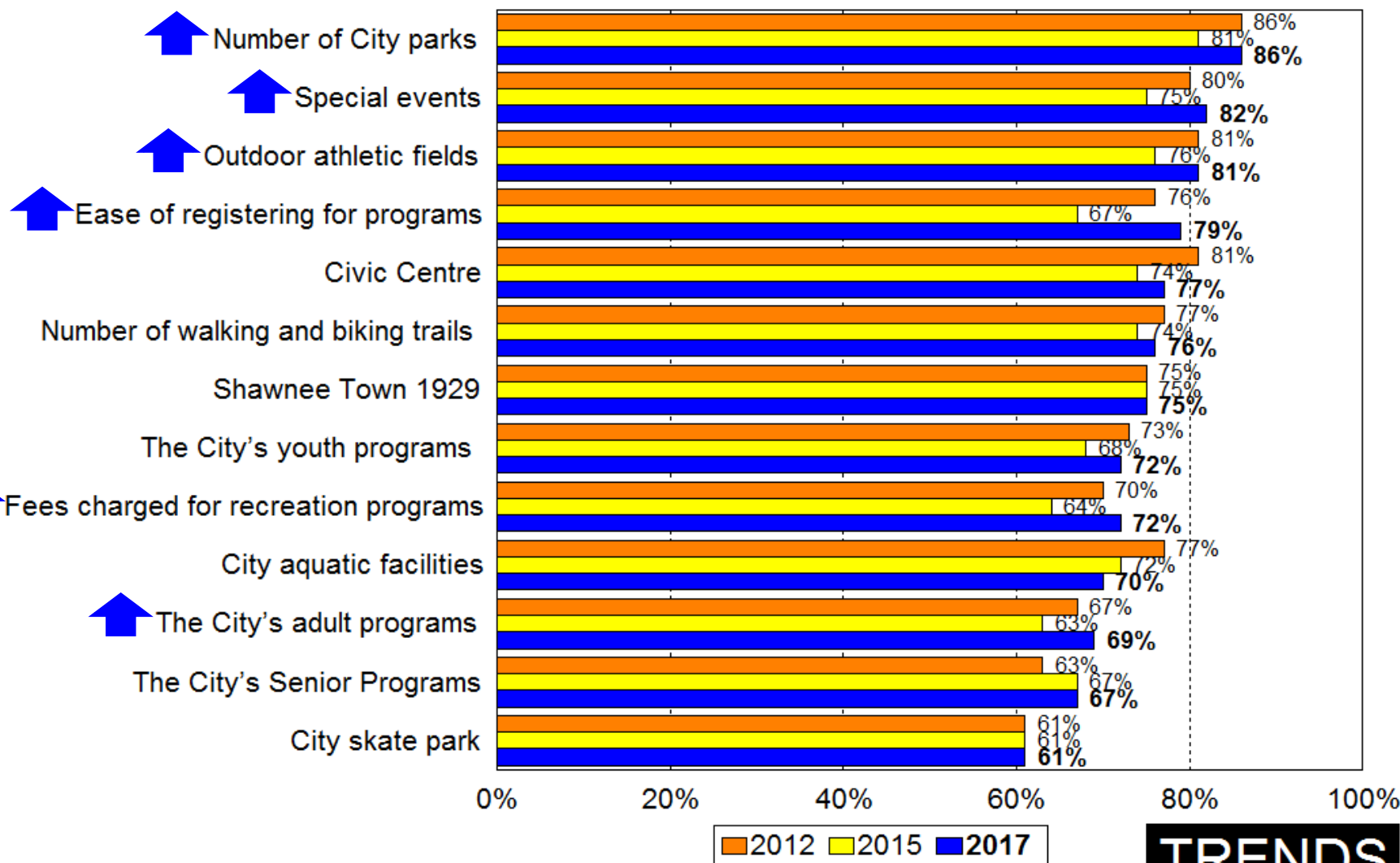
**TRENDS**

**Significant Increases From 2015:** ↑

**Significant Decreases From 2015:** ↓

# Q10. Satisfaction with Various Aspects of Parks and Recreation - 2012 to 2017

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



Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

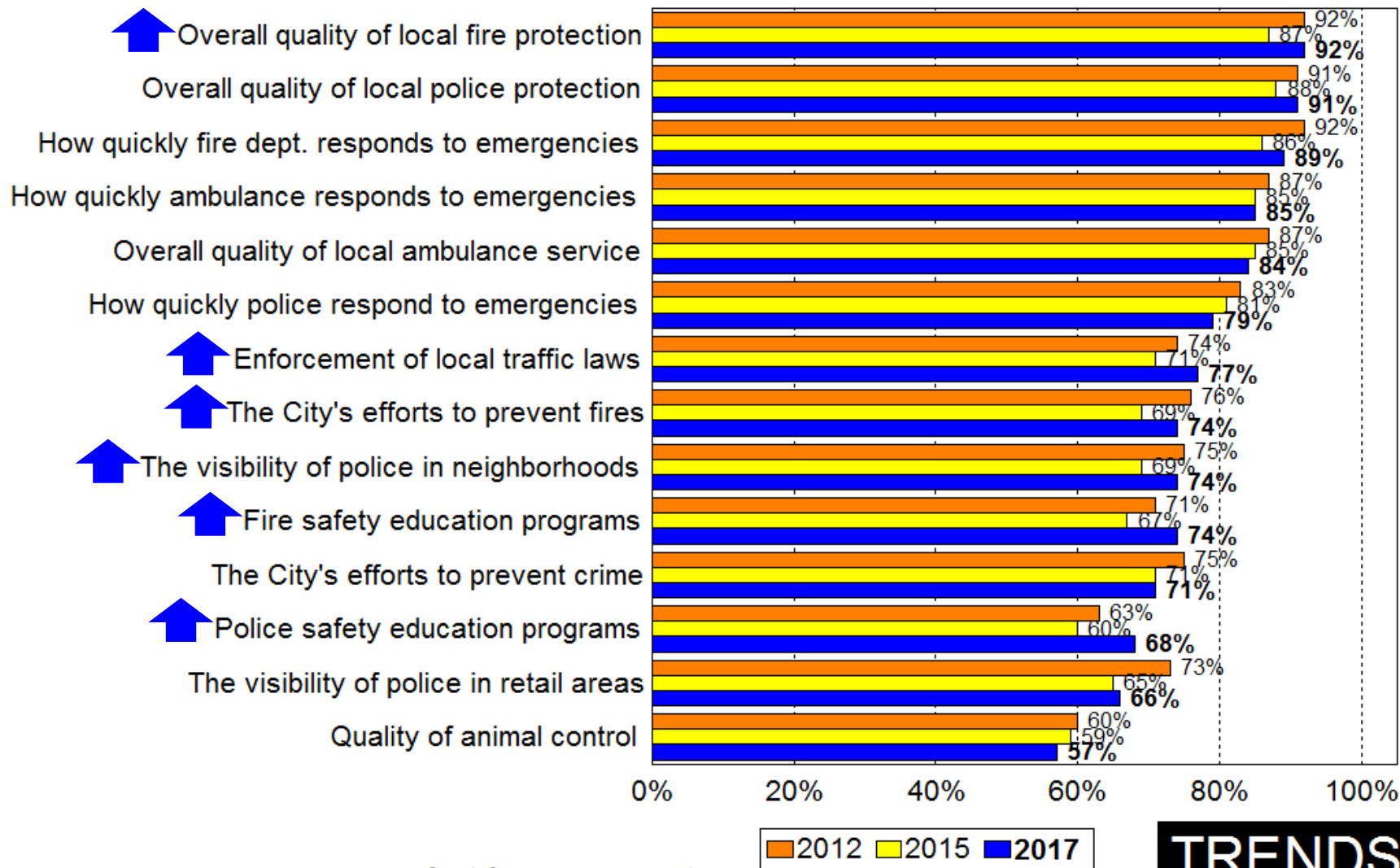
**TRENDS**

**Significant Increases From 2015:** ↑

**Significant Decreases From 2015:** ↓

# Q13. Satisfaction with Various Aspects of Public Safety Services - 2012 to 2017

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



Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

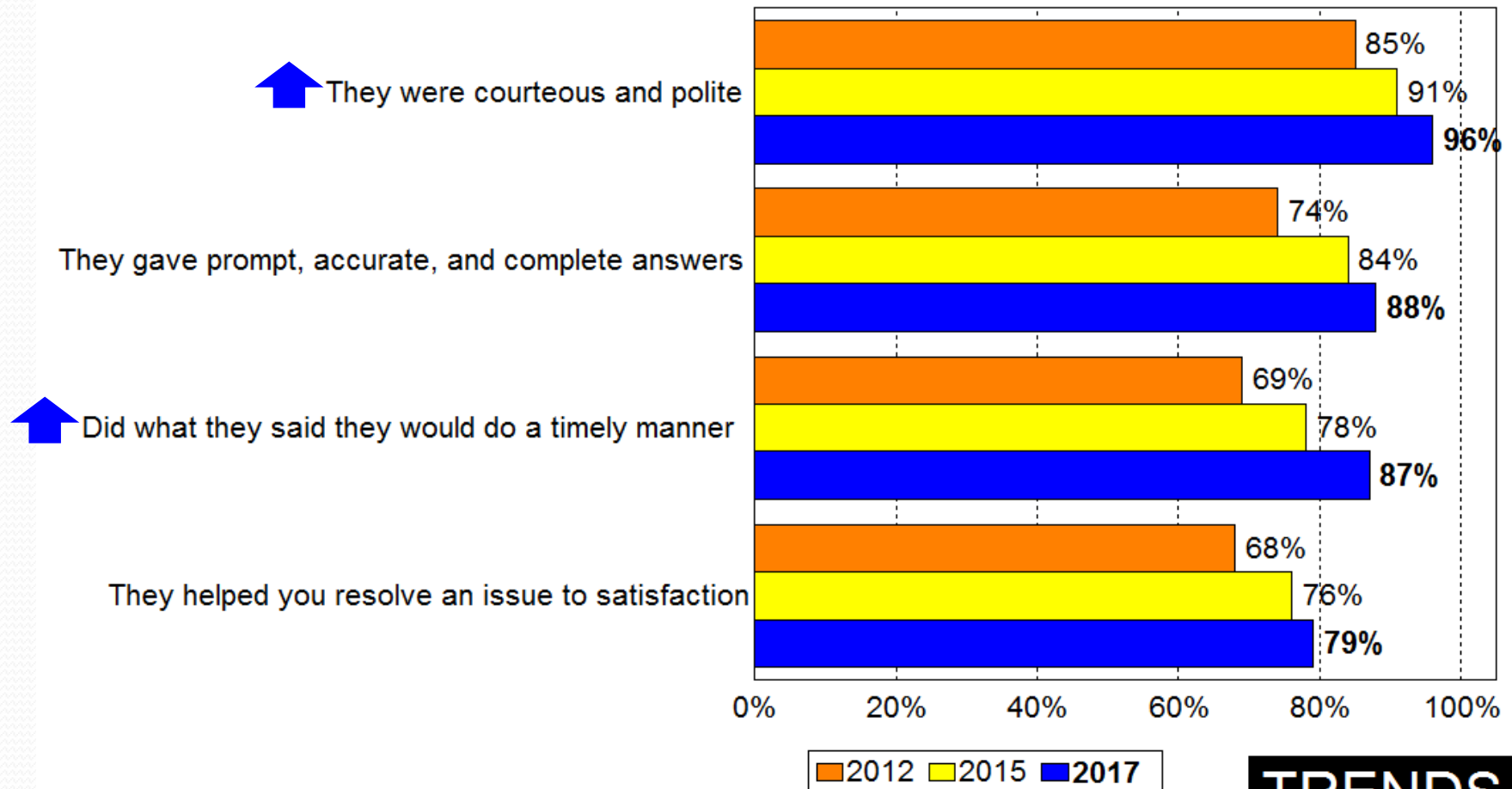
**Significant Increases From 2015:** ↑

**Significant Decreases From 2015:** ↓



# Q21c. How Often Did the Employee You Contacted Display the Following Type of Behavior? 2012 to 2017

by percentage of respondents who had contacted the City during the past year, and who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

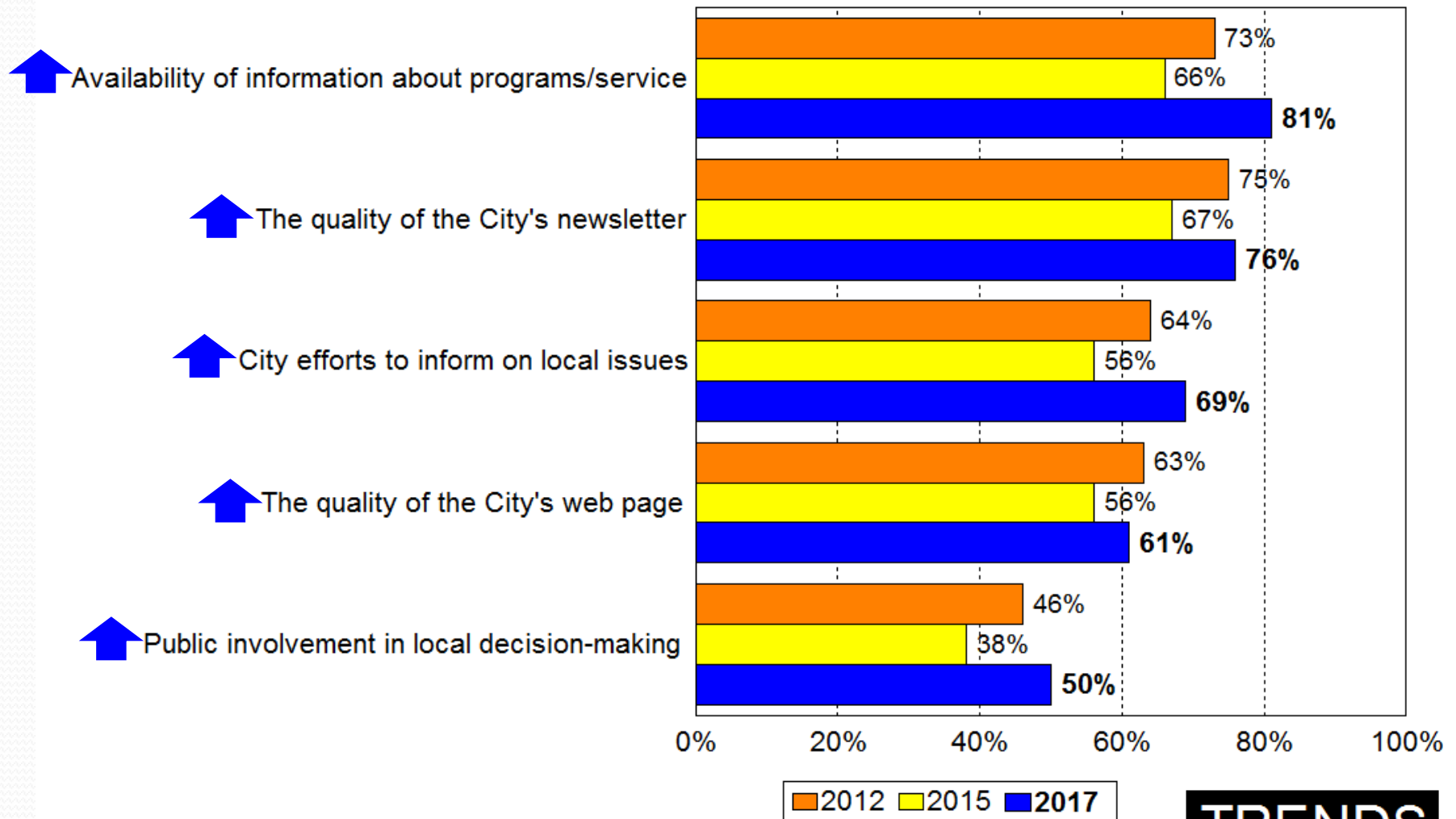
Source: ETC Institute DirectionFinder (Shawnee, KS 2017)

**Significant Increases From 2015:** ↑

**Significant Decreases From 2015:** ↓

## Q22. Satisfaction with Various Aspects of Communication 2012 to 2017

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 (Shawnee, KS 2017)

**TRENDS**

**Significant Increases From 2015:** ↑

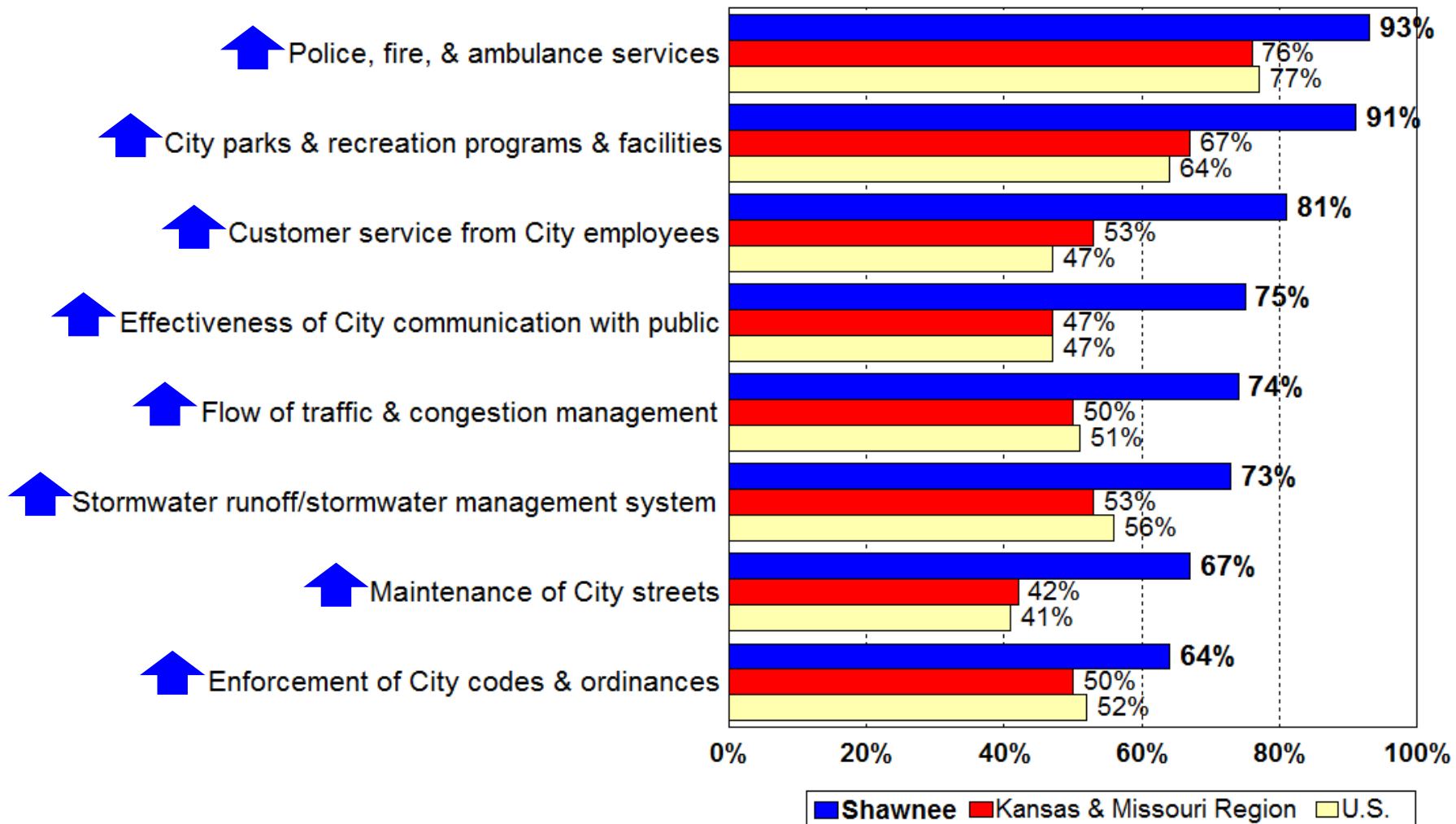
**Significant Decreases From 2015:** ↓

## *Major Finding #3*

Satisfaction Levels in Shawnee  
Are Significantly Higher than  
the Regional and National  
Averages in Most Areas

# Overall Satisfaction with Various City Services Shawnee vs. Kansas & Missouri Region 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: 2017 ETC Institute

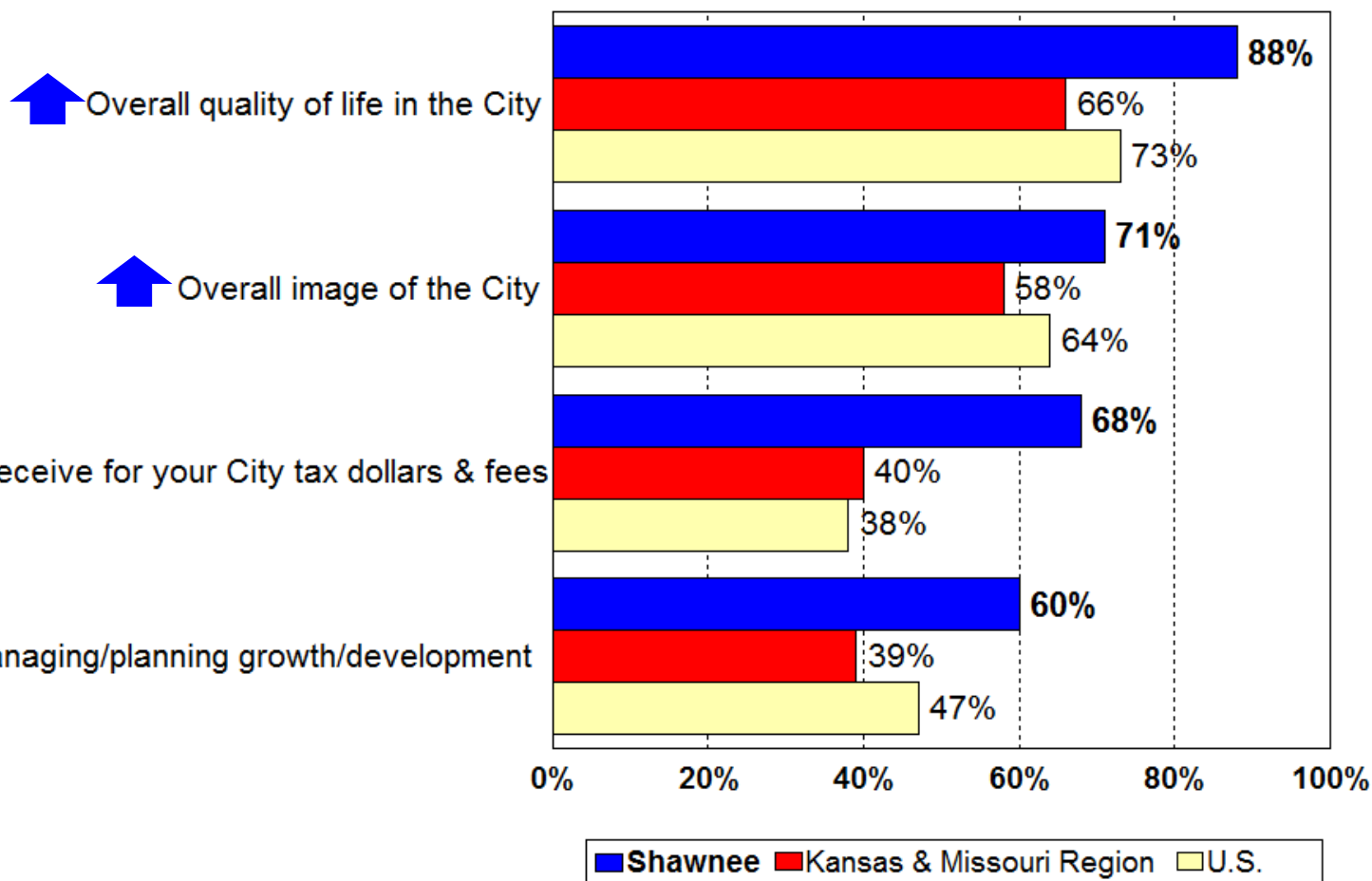
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Satisfaction with Issues that Influence Perceptions of the City

## Shawnee vs. Kansas & Missouri Region 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: 2017 ETC Institute

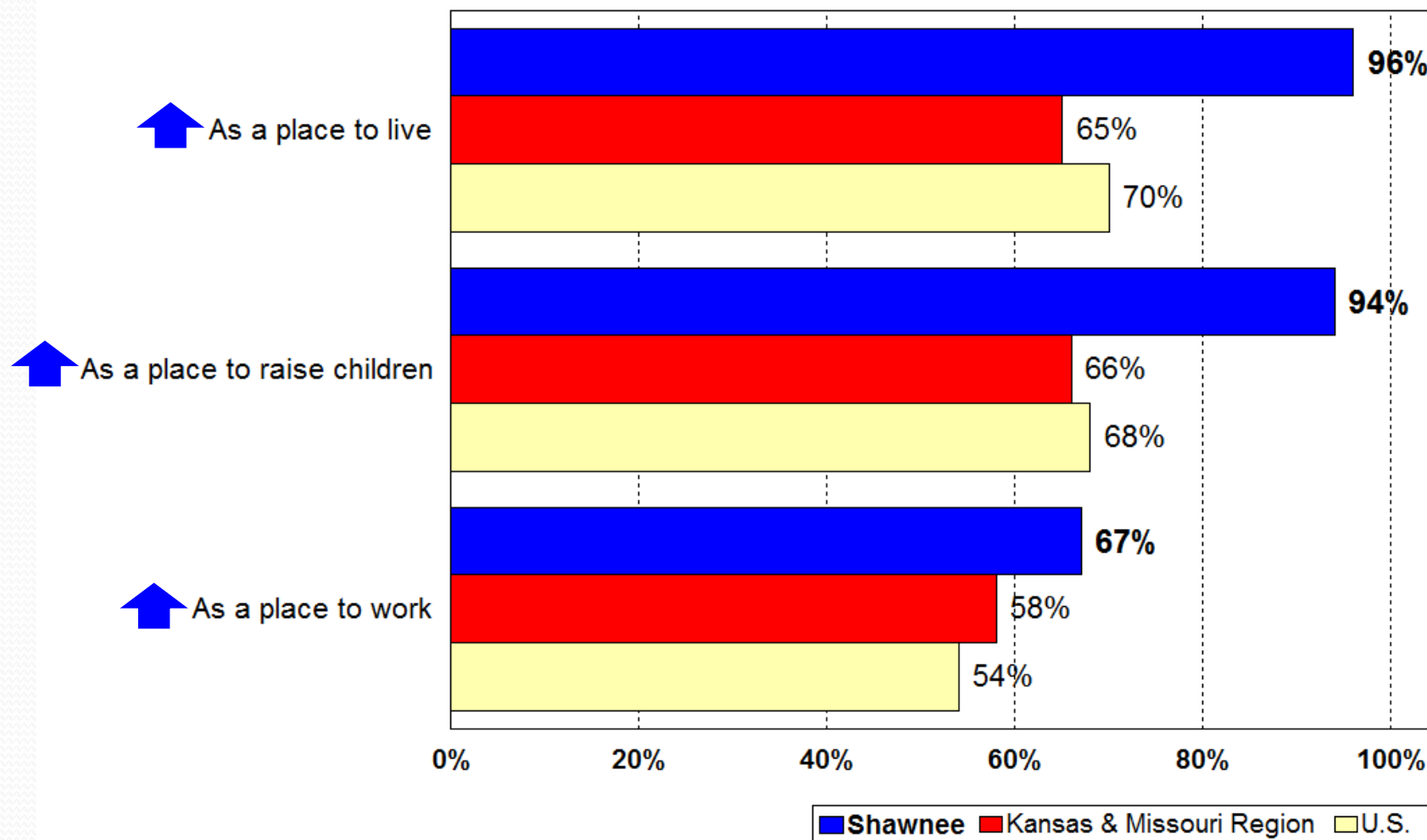
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Ratings of the Community

## Shawnee vs. Kansas & Missouri Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: 2017 ETC Institute

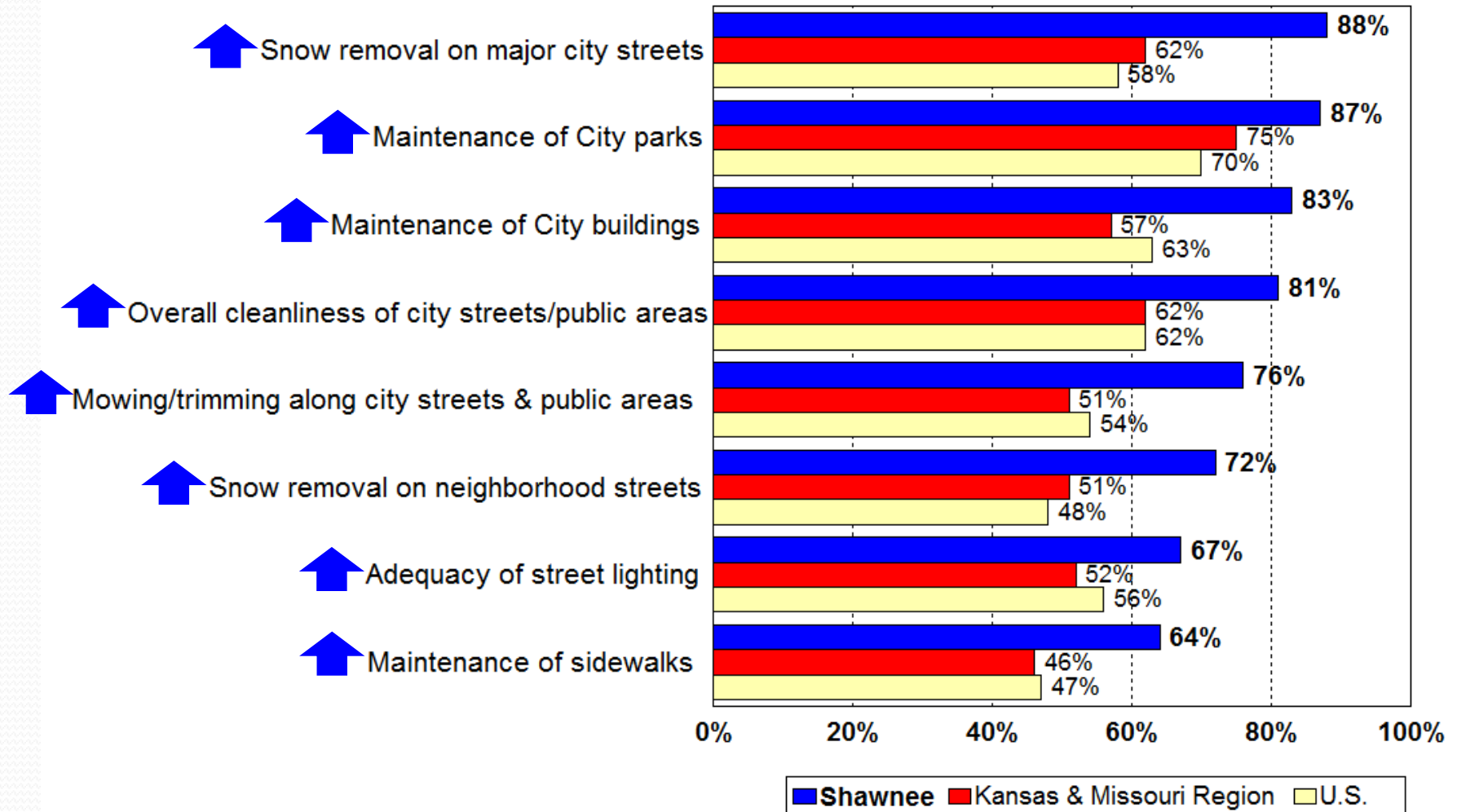
**Significantly Higher:** ↑

**Significantly Lower:** ↓



# Overall Satisfaction with City Maintenance Shawnee vs. Kansas & Missouri Region 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)



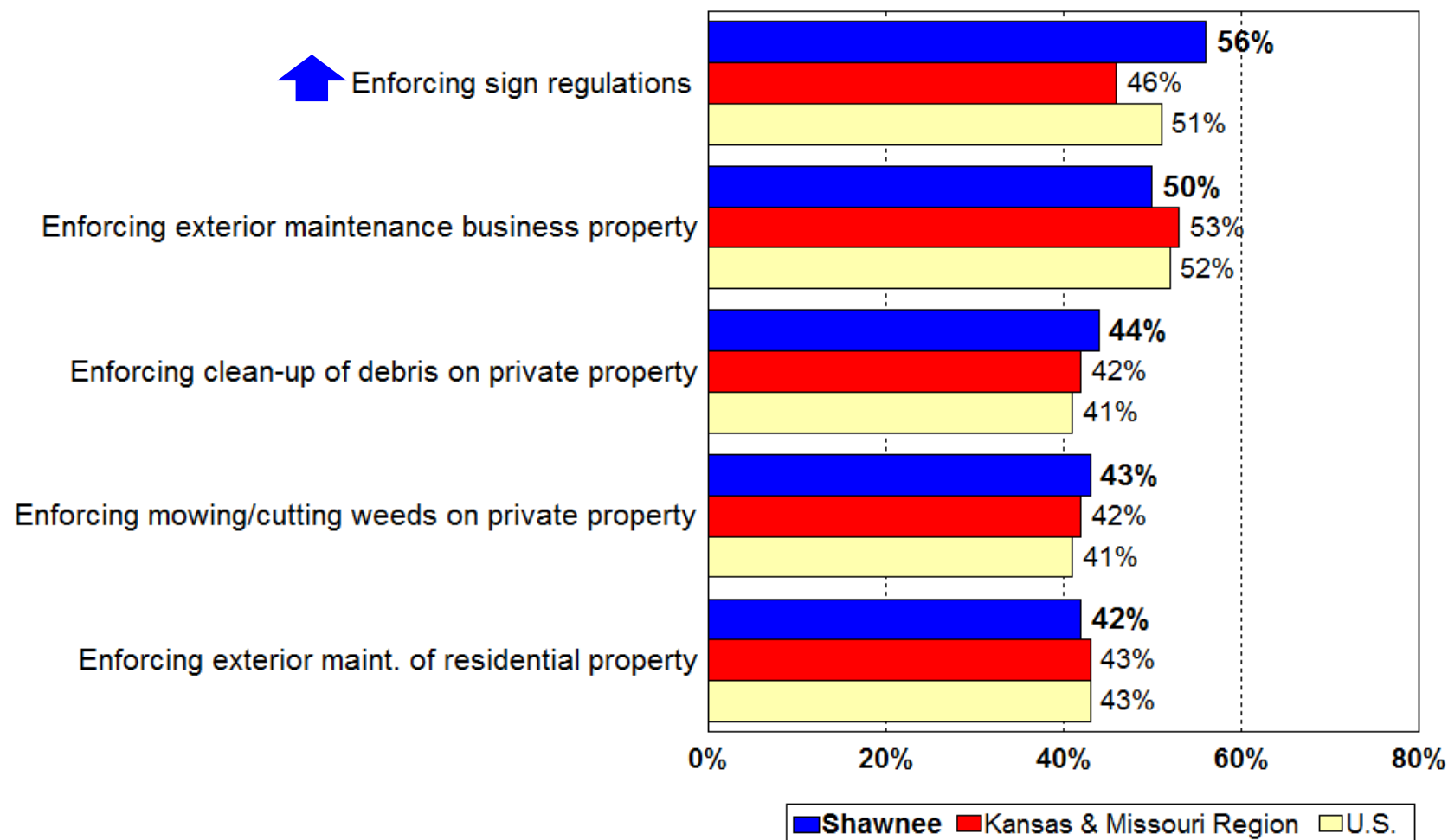
Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction with Code Enforcement Shawnee vs. Kansas & Missouri Region 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)



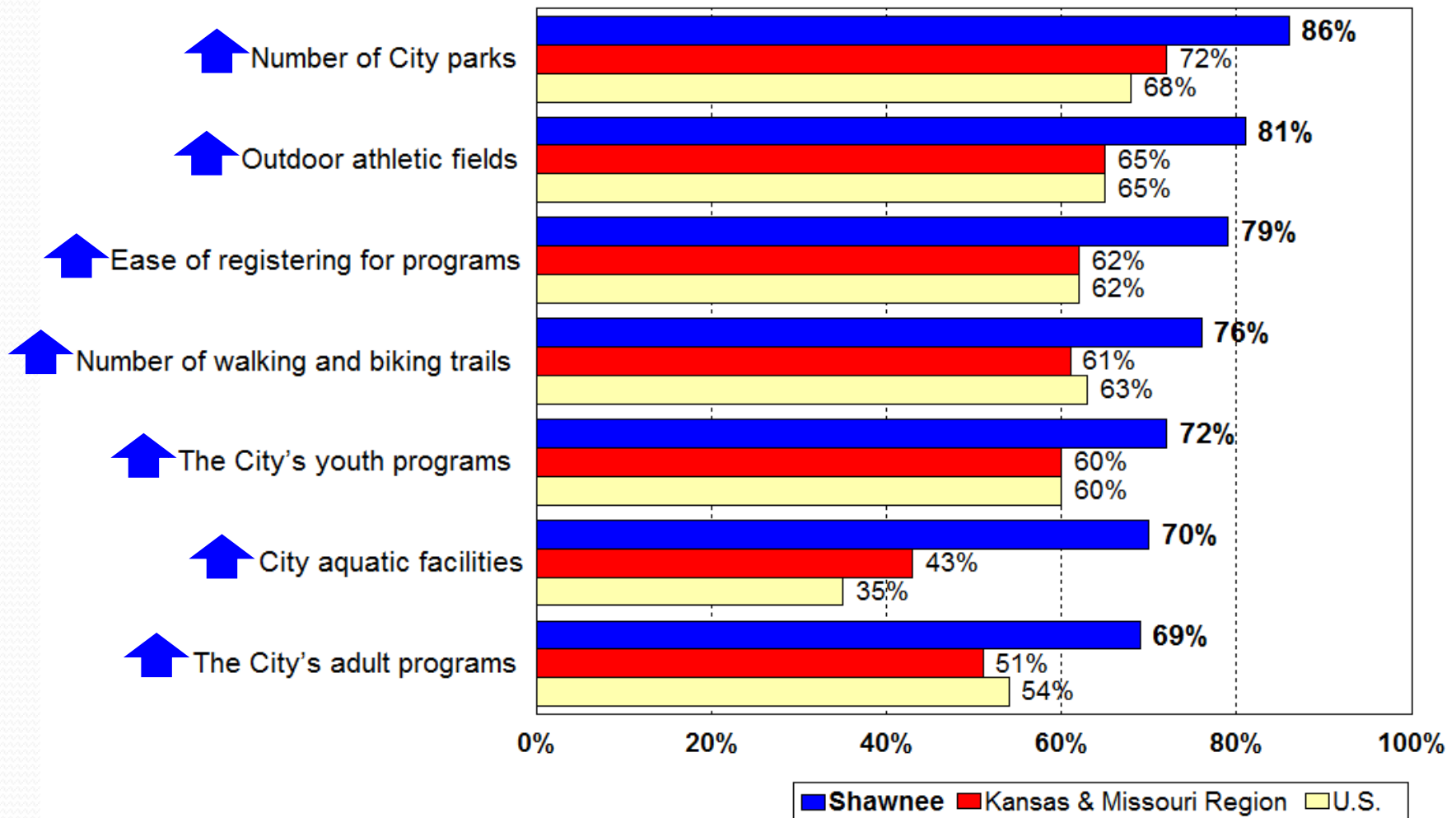
Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction with Parks and Recreation Shawnee vs. Kansas & Missouri Region 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)



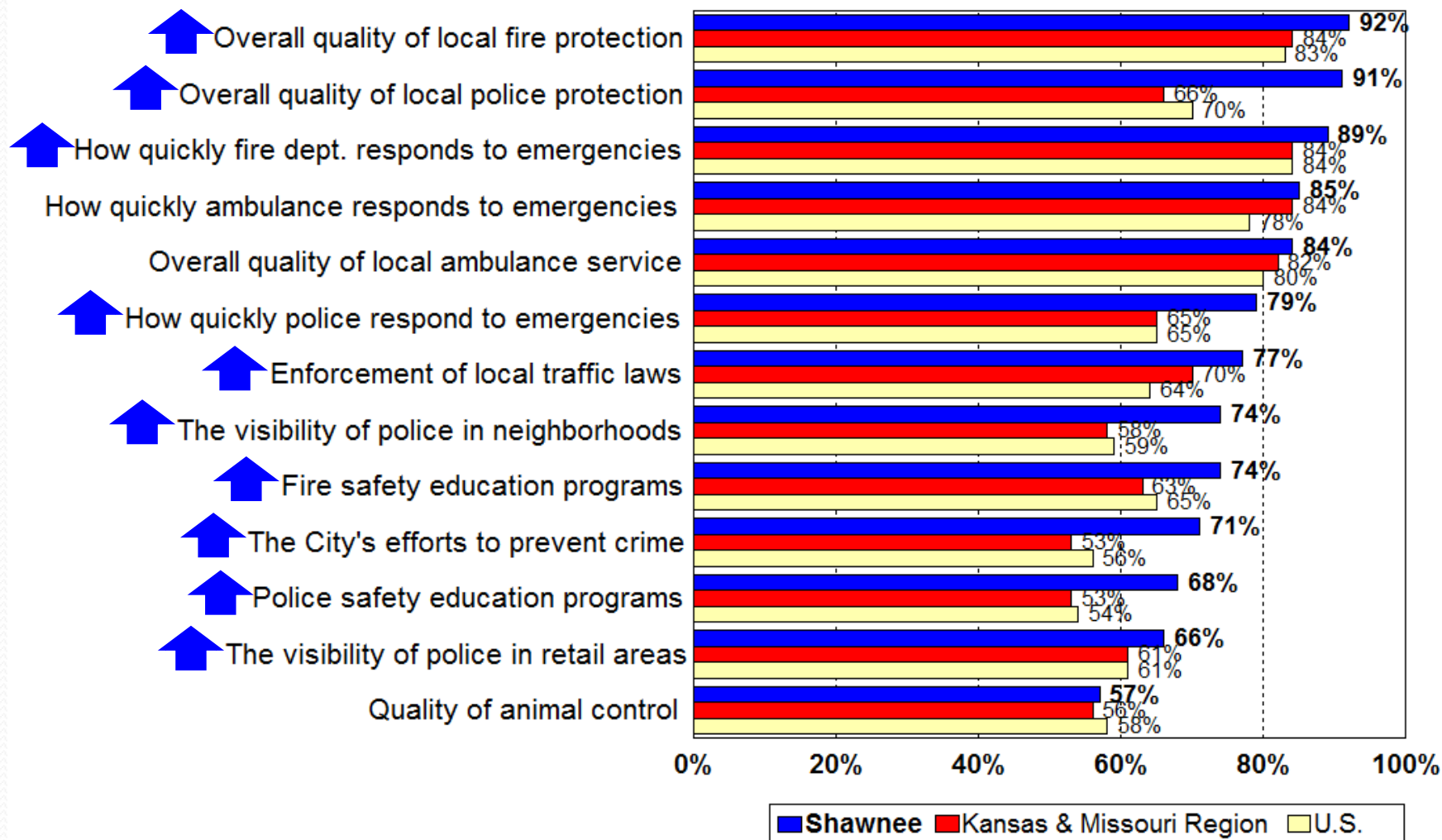
Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction with Public Safety Services Shawnee vs. Kansas & Missouri Region 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)



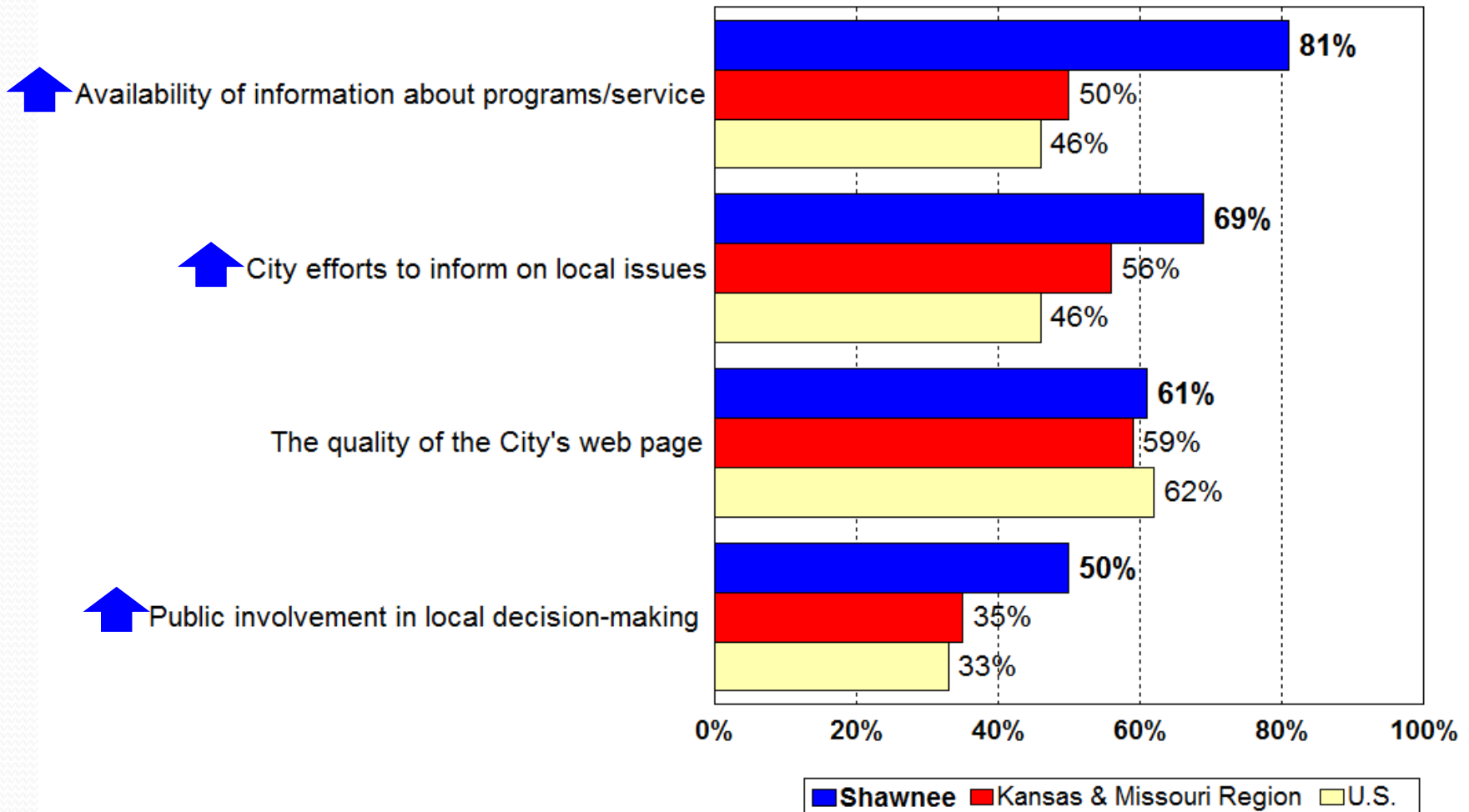
Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction with Communication Shawnee vs. Kansas & Missouri Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



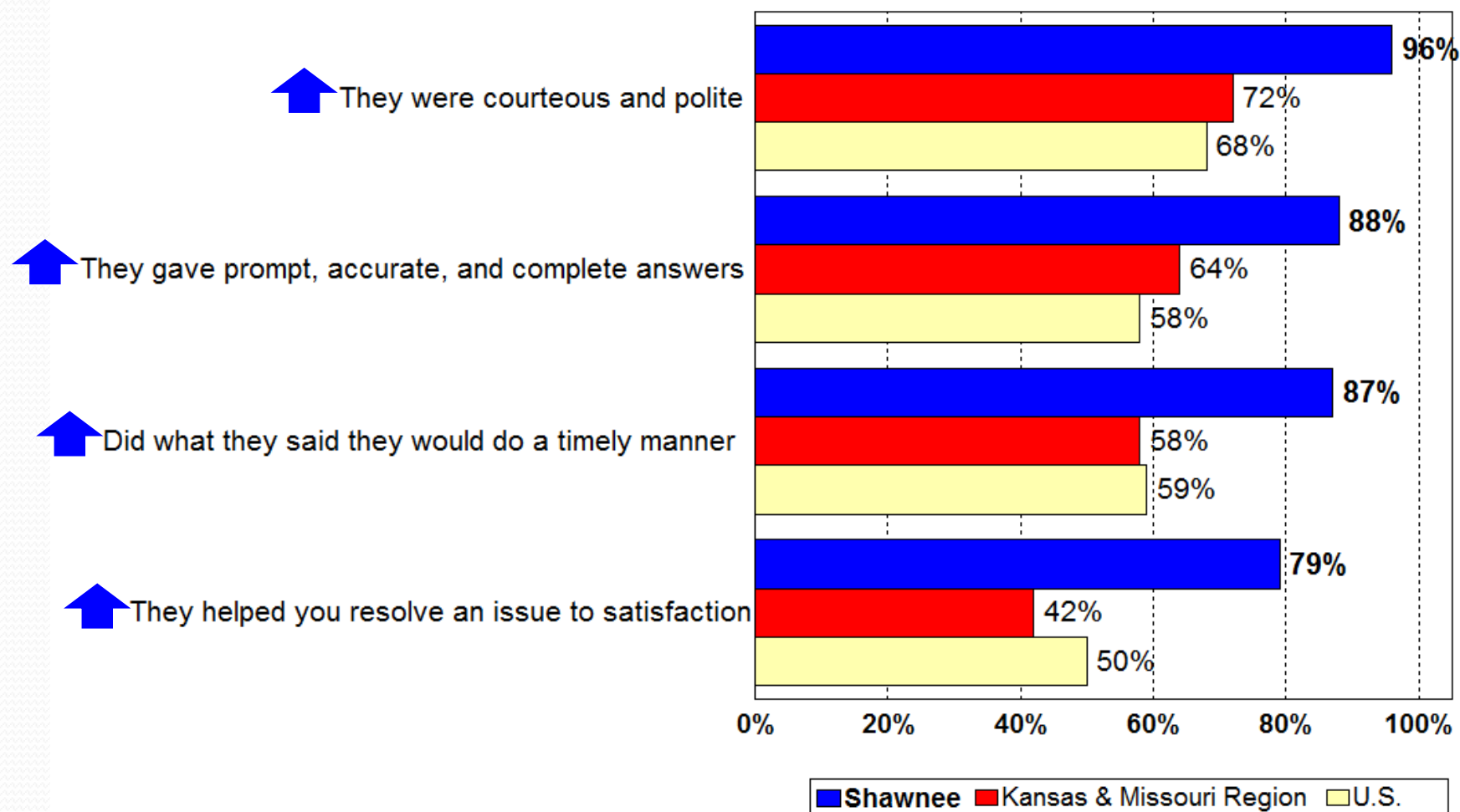
Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Overall Satisfaction with Customer Service Shawnee vs. Kansas & Missouri Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2017 ETC Institute

**Significantly Higher:** ↑

**Significantly Lower:** ↓



# *Major Finding #4*

## Top Community Priorities

# Importance-Satisfaction Rating

## City of Shawnee, Kansas

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of City streets	62%	1	67%	8	0.2053	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of City codes & ordinances	26%	5	64%	9	0.0943	2
Flow of traffic & congestion management	35%	3	74%	6	0.0907	3
Stormwater runoff/stormwater management system	22%	6	73%	7	0.0586	4
Effectiveness of City communication with public	19%	7	75%	5	0.0468	5
Police, fire, & ambulance services	43%	2	93%	1	0.0303	6
City parks & recreation programs & facilities	31%	4	91%	2	0.0280	7
Maintenance of City buildings & facilities	12%	8	86%	3	0.0174	8
Customer service from City employees	9%	9	81%	4	0.0167	9

**Overall Priorities:** 

# Importance-Satisfaction Rating

## City of Shawnee, Kansas

### MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10 - .20)</u></b>						
Maintenance of sidewalks	32%	1	64%	11	0.1159	1
Maintenance of curbs and gutters	29%	3	62%	12	0.1102	2
<b><u>Medium Priority (IS &lt; .10)</u></b>						
Adequacy of street lighting	28%	4	67%	10	0.0921	3
Maintenance and preservation of downtown Shawnee	22%	6	60%	13	0.0896	4
Snow removal on neighborhood streets	25%	5	72%	9	0.0686	5
Overall cleanliness of city streets/public areas	29%	2	81%	6	0.0555	6
City efforts to prevent flooding	12%	10	74%	8	0.0315	7
Mowing/trimming along city streets & public areas	13%	9	76%	7	0.0305	8
Maintenance of City parks	22%	7	87%	2	0.0289	9
Maintenance of traffic signals	12%	11	85%	3	0.0180	10
Snow removal on major city streets	14%	8	88%	1	0.0170	11
Maintenance of City buildings	7%	12	83%	5	0.0126	12
Maintenance of street signs	6%	13	83%	4	0.0095	13

**Maintenance Priorities:**

# Importance-Satisfaction Rating

## City of Shawnee, Kansas

### PARKS AND RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Number of walking and biking trails	40%	1	76%	6	0.0948	1
City aquatic facilities	25%	3	70%	10	0.0735	2
The City's Senior Programs	18%	7	67%	12	0.0584	3
The City's youth programs	20%	5	72%	8	0.0554	4
Civic Centre	18%	6	77%	5	0.0423	5
The City's adult programs	13%	9	69%	11	0.0409	6
Special events	21%	4	82%	2	0.0380	7
Number of City parks	25%	2	86%	1	0.0354	8
Outdoor athletic fields	17%	8	81%	3	0.0327	9
Shawnee Town	11%	10	75%	7	0.0273	10
Fees charged for recreation programs	9%	11	72%	9	0.0249	11
Ease of registering for programs	5%	12	79%	4	0.0095	12
City skate park	2%	13	61%	13	0.0066	13

**Parks and Recreation Priorities:** 

# Importance-Satisfaction Rating

## City of Shawnee, Kansas

### EMERGENCY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Medium Priority (IS &lt;.10)</u></b>						
The City's efforts to prevent crime	30%	2	71%	11	0.0879	1
The visibility of police in neighborhoods	32%	1	74%	9	0.0840	2
The visibility of police in retail areas	24%	4	66%	13	0.0819	3
Quality of animal control	15%	6	57%	14	0.0636	4
Police safety education programs	10%	10	68%	12	0.0323	5
How quickly police respond to emergencies	15%	5	79%	6	0.0317	6
Overall quality of local police protection	28%	3	91%	2	0.0249	7
Enforcement of local traffic laws	9%	12	77%	7	0.0216	8
Fire safety education programs	8%	13	74%	10	0.0200	9
How quickly ambulance responds to emergencies	12%	8	85%	4	0.0174	10
Overall quality of local ambulance service	10%	11	84%	5	0.0155	11
How quickly fire dept. responds to emergencies	11%	9	89%	3	0.0125	12
Overall quality of local fire protection	14%	7	92%	1	0.0111	13
The City's efforts to prevent fires	4%	14	74%	8	0.0107	14

**Emergency Services Priorities:**

# Summary

- **Residents Have a Very Positive Perception of the City**
  - ❑ 96% rated the City as an “excellent” or “good” place to live
  - ❑ 94% rated the City as an “excellent” or “good” place to raise children
- **The City Is Moving in the Right Direction**
  - ❑ Satisfaction ratings have increased or stayed the same in 68 of 80 areas since 2015; increased or stayed the same in 55 of 80 areas since 2012
- **Satisfaction with City Services Is Much Higher in Shawnee Than Other Communities**
  - ❑ The City rated above the Kansas-Missouri Average in 54 of 56 areas, and above the U.S. Average in 52 of 56 areas
- **Overall Community Priorities Over the Next 2 Years:**
  - ❑ Maintenance of City Streets
  - ❑ Enforcement of City Codes and Ordinances
  - ❑ Flow of Traffic and Congestion Management



# Questions?

## THANK YOU!!