

# *2019 Citizen Satisfaction Survey*

## *City of Basehor, Kansas*

Presented by

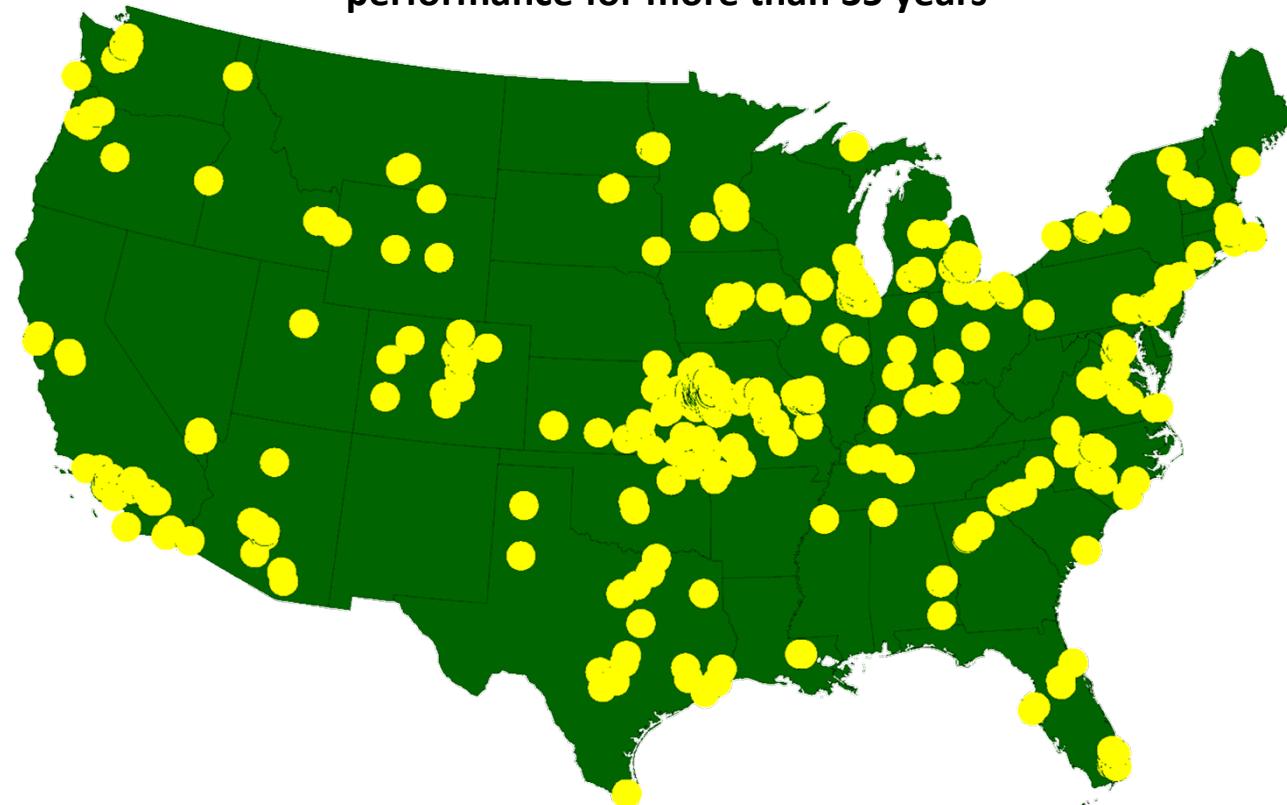


September 2019

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping City and county governments gather and use survey data to enhance organizational performance for more than 35 years



**More than 2,200,000 Persons Surveyed Since 2009  
for more than 900 cities in 49 States**

# Agenda

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

# Purpose

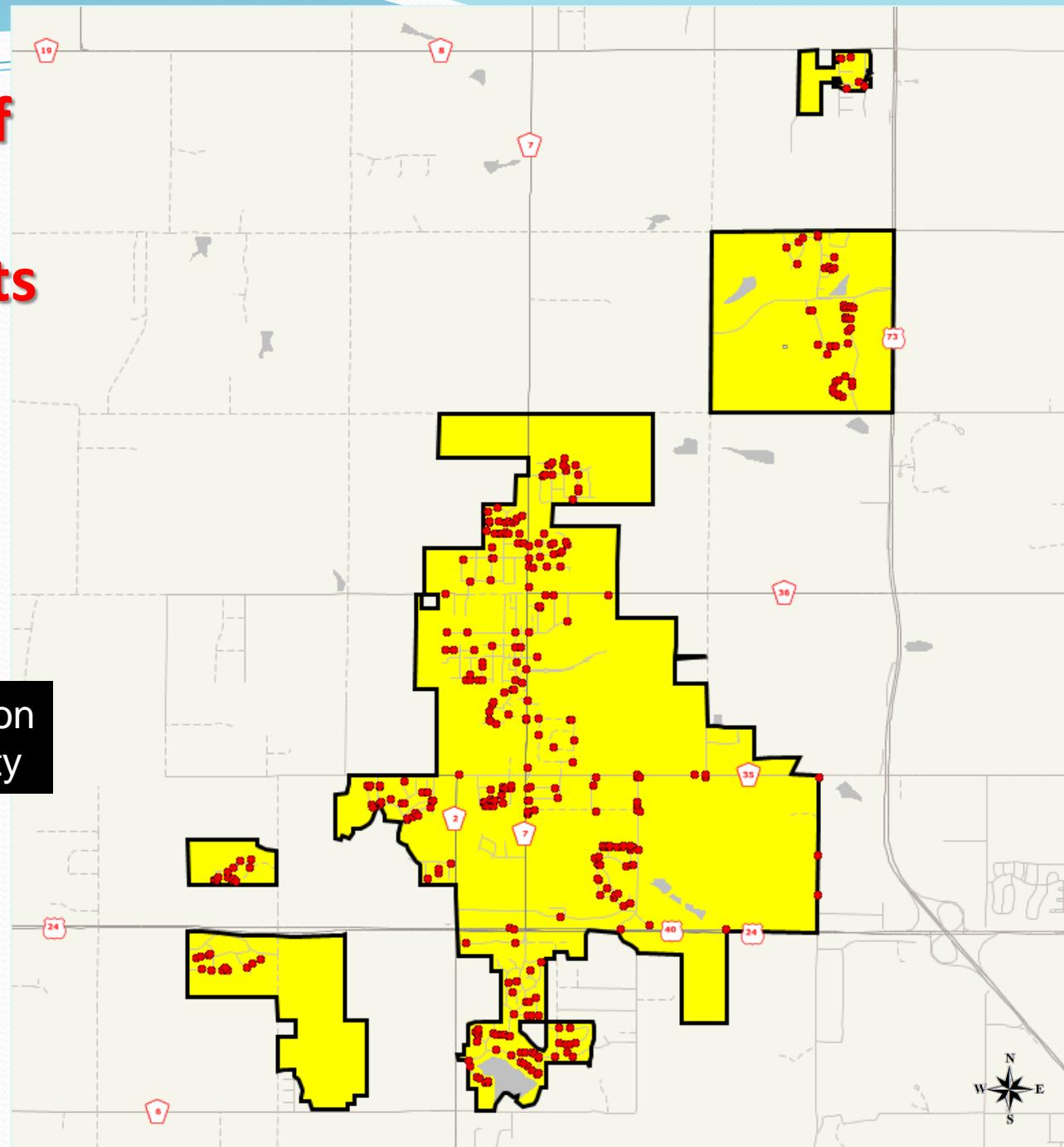
- **To objectively assess resident satisfaction with the delivery of City services**
- **To help determine priorities for the community**
- **To set a baseline for future surveys**
- **To compare Basehor's performance with other communities regionally and nationally**

# Methodology

- **Survey Description**
  - ❑ six-page survey
  - ❑ each survey took approximately 15-20 minutes to complete
- **Method of Administration**
  - ❑ by mail and online to households throughout the City
- **Sample size:**
  - ❑ Goal number of surveys: 250
  - ❑ Goal far exceeded: 383
  - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 4.8% overall

# Location of Survey Respondents

Good representation throughout the City



# Bottom Line Up Front

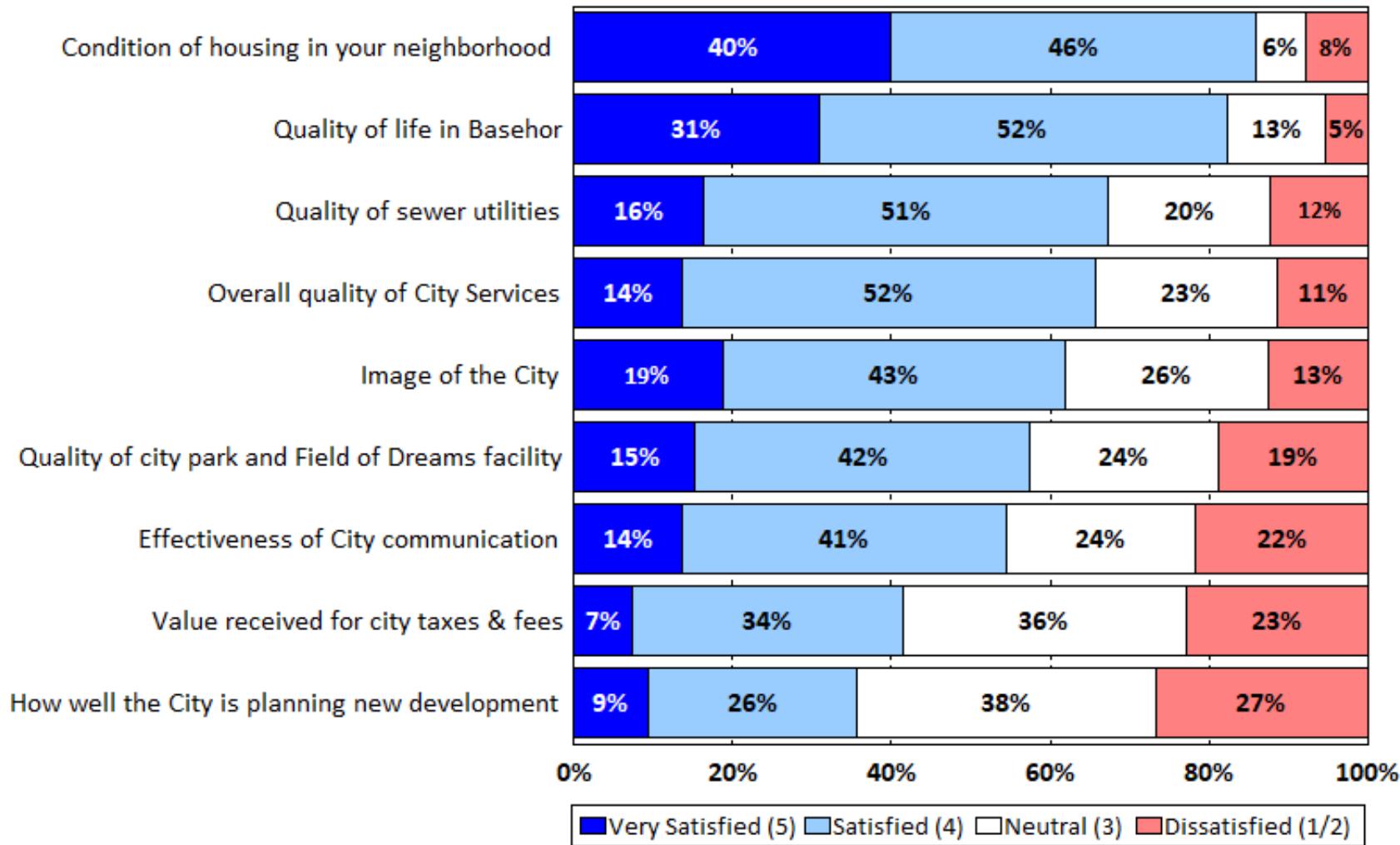
- **Residents Have a Very Positive Perception of the City**
  - 83% very satisfied or satisfied with the overall quality of life in Basehor
- **Satisfaction with City Services Is Much Higher in Basehor Than Other Communities**
  - Basehor rated above the U.S. Average in 41 of 50 areas, and above the Kansas-Missouri Average in 39 of 50 areas that were compared
  - Satisfaction with the Overall Quality of City Services rated 18% above the U.S. Average and 24% above the Kansas-Missouri Average
- **Top Priorities for Improvement:**
  - Sidewalks/Trail Connections
  - Walking and Biking Trails
  - Streets
  - Park Amenities
  - Cleanup of Litter and Debris

## **Major Finding #1**

Residents Have a Very Positive  
Perception of the City

# Q1. Satisfaction with Items That Influence Perceptions of the City of Basehor

by percentage of respondents (excluding don't knows)

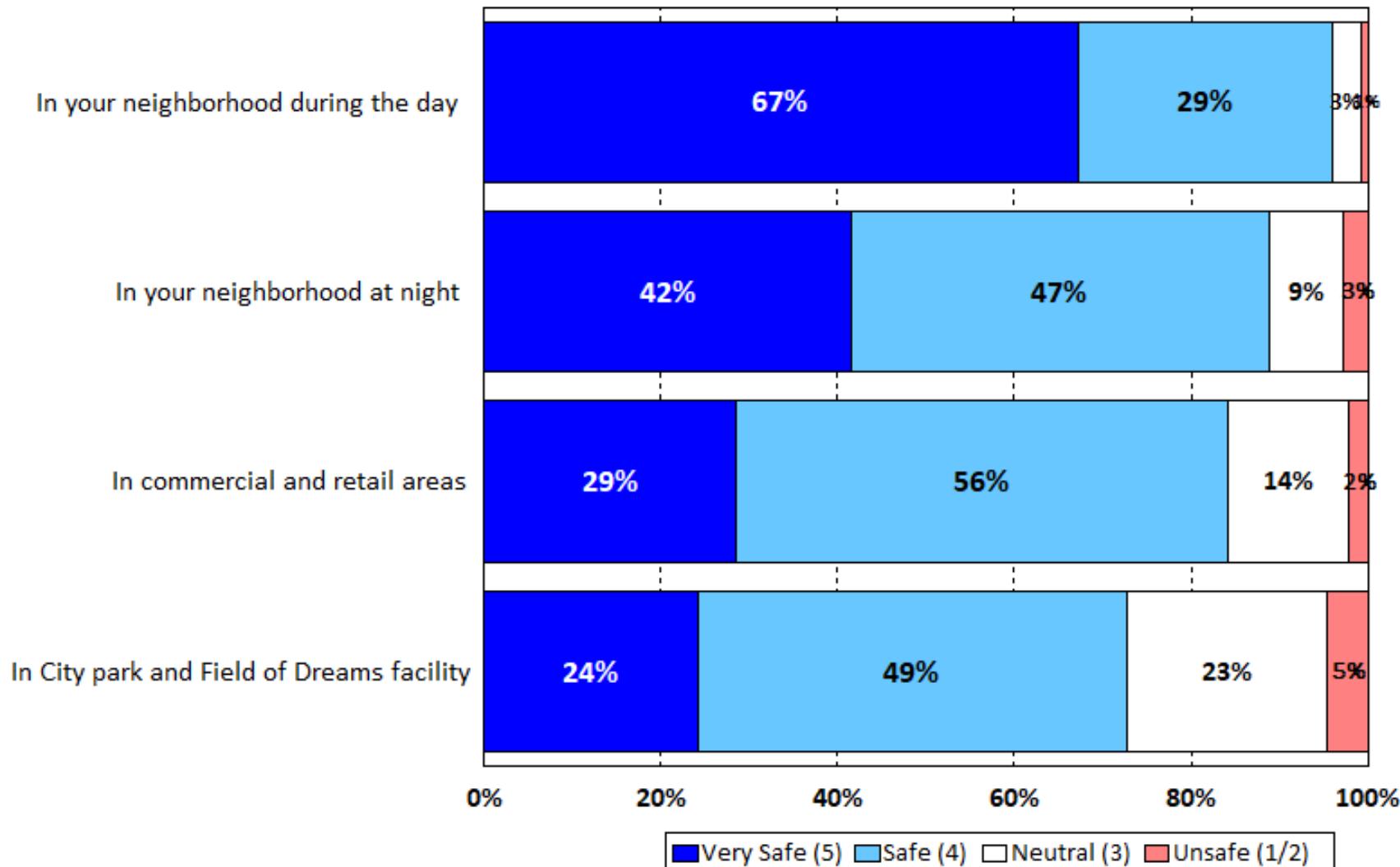


Source: ETC Institute (2019)

6 to 1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (66% vs. 11%)  
with the Overall Quality of City Services

## Q4. Perceptions of Safety in Basehor

by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

# Overall Quality of City Services

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

## Citizen Satisfaction

Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response



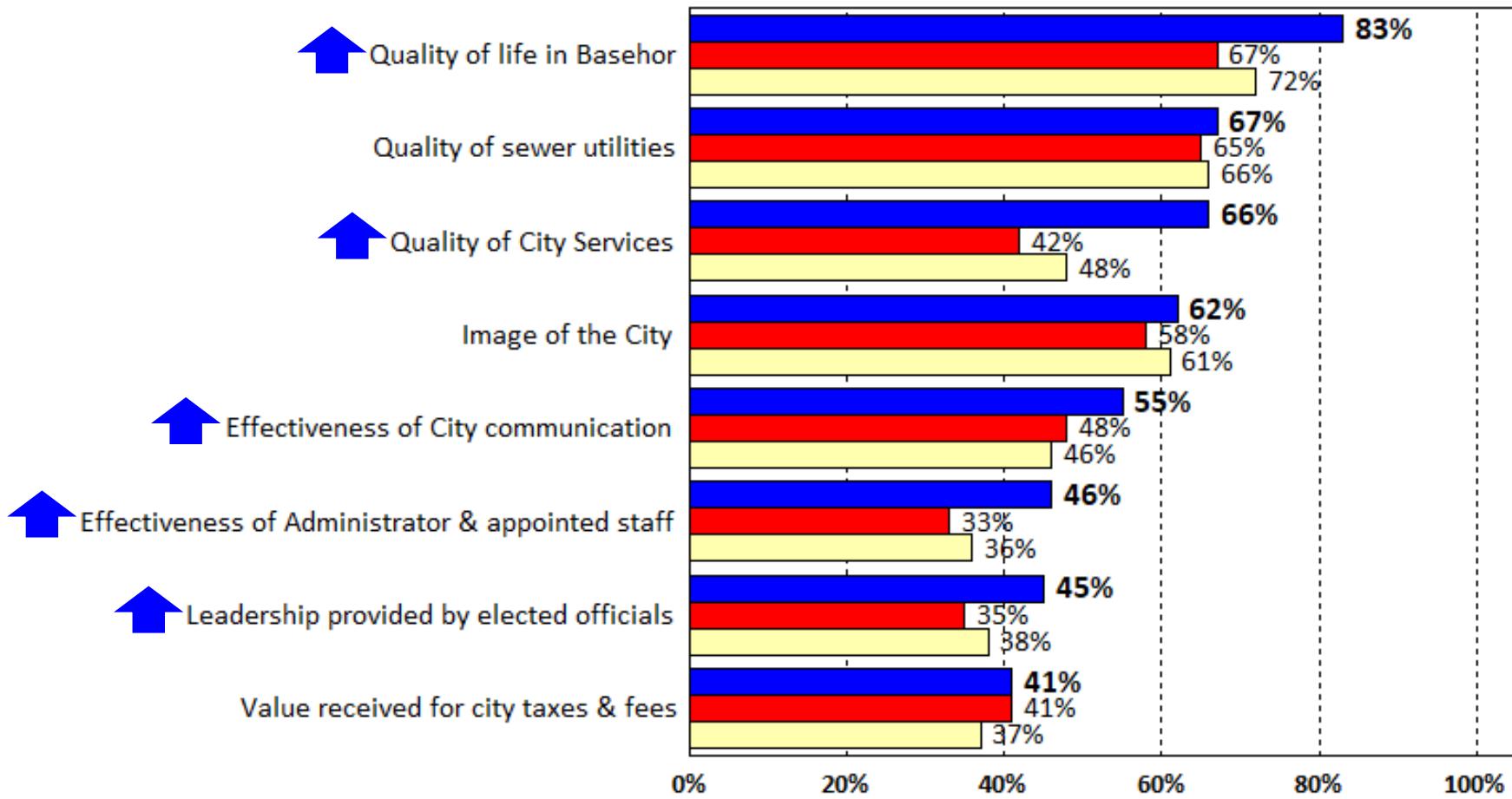
## **Major Finding #2**

Satisfaction with City Services Is  
Much Higher in Basehor Than Other  
Communities

# Satisfaction with Issues that Influence Perceptions of the City

## Basehor vs. KS/MO 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 know)



Source: 2019 ETC Institute

Significantly Higher:

Significantly Lower:

# Satisfaction with Public Safety

## Basehor vs. KS/MO 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)



Your overall feeling of safety in neighborhood



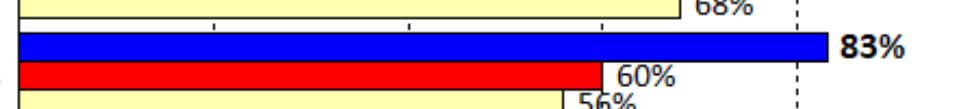
Quality of service from local fire department



Overall quality of local police protection



Visibility of police in neighborhoods



How quickly public safety personnel respond



Enforcement of local traffic laws



City's overall efforts to prevent crime



Quality of ambulance services from fire dept.



Visibility of police in retail areas



0% 20% 40% 60% 80% 100%

■ Basehor ■ KS/MO ■ U.S.

Source: 2019 ETC Institute

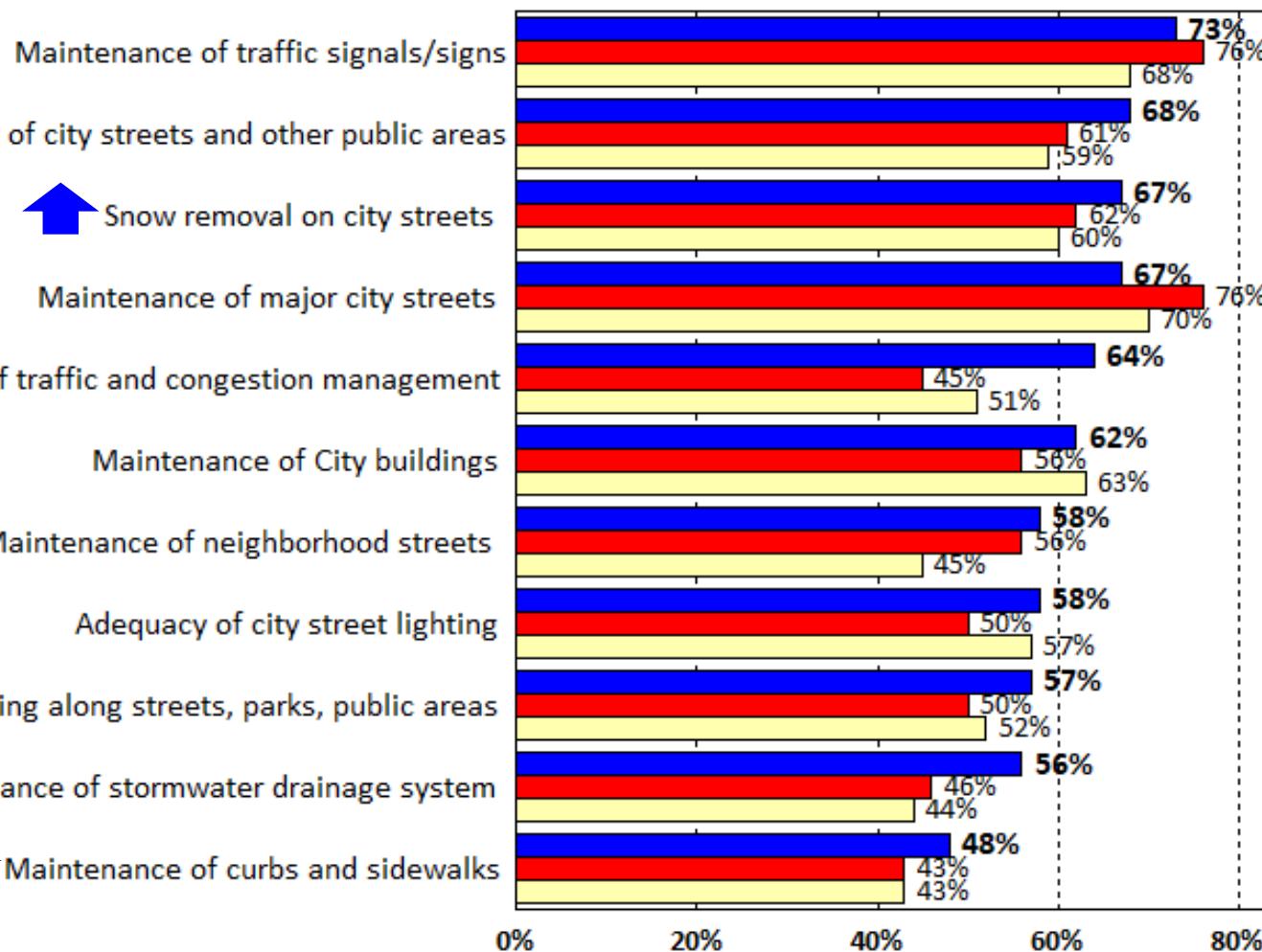
Significantly Higher:

Significantly Lower:

# Satisfaction with Maintenance Services

## Basehor vs. KS/MO 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: 2019 ETC Institute

Basehor   KS/MO   U.S.

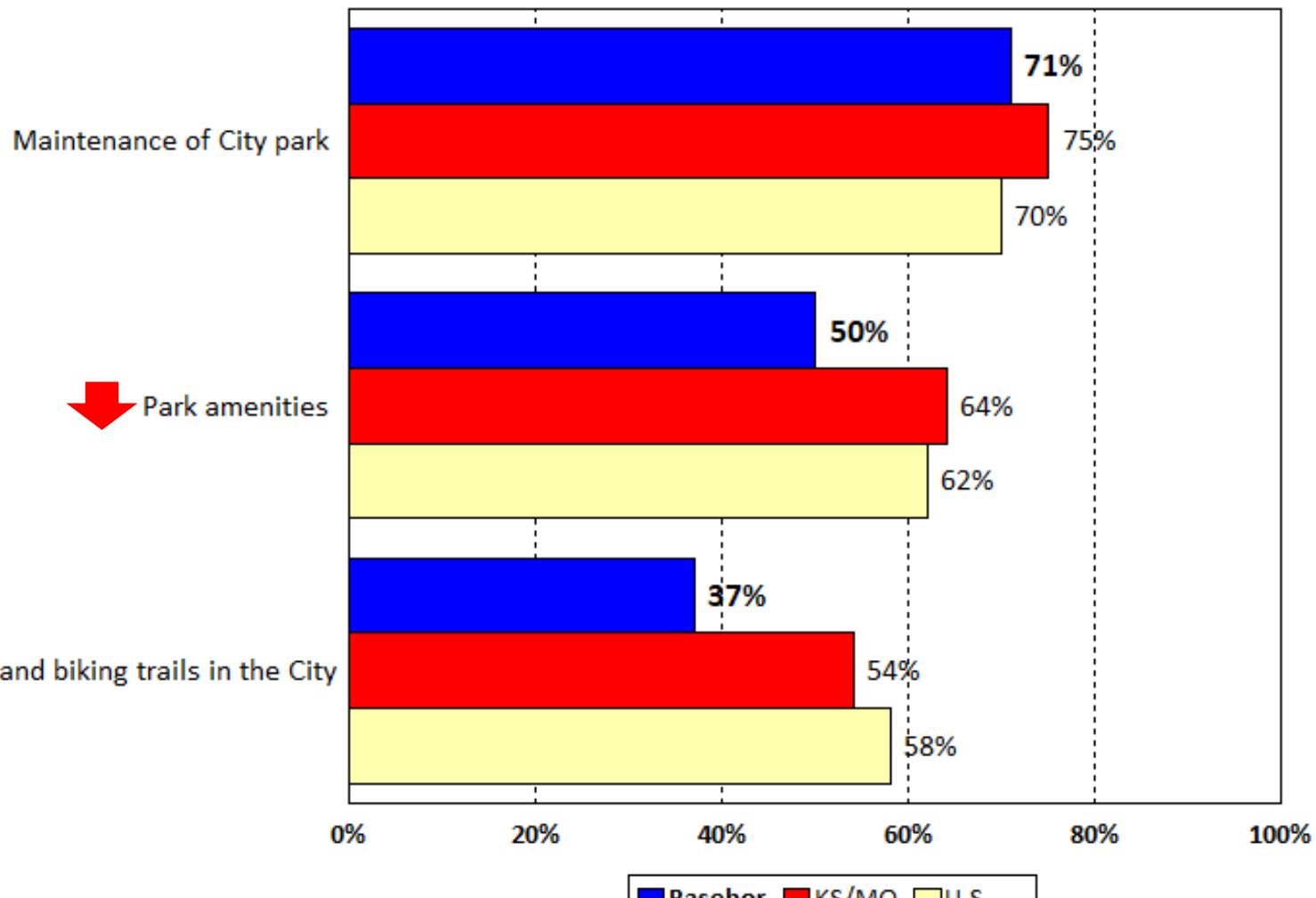
Significantly Higher:

Significantly Lower:

# Satisfaction with Parks and Recreation

## Basehor vs. KS/MO 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: 2019 ETC Institute

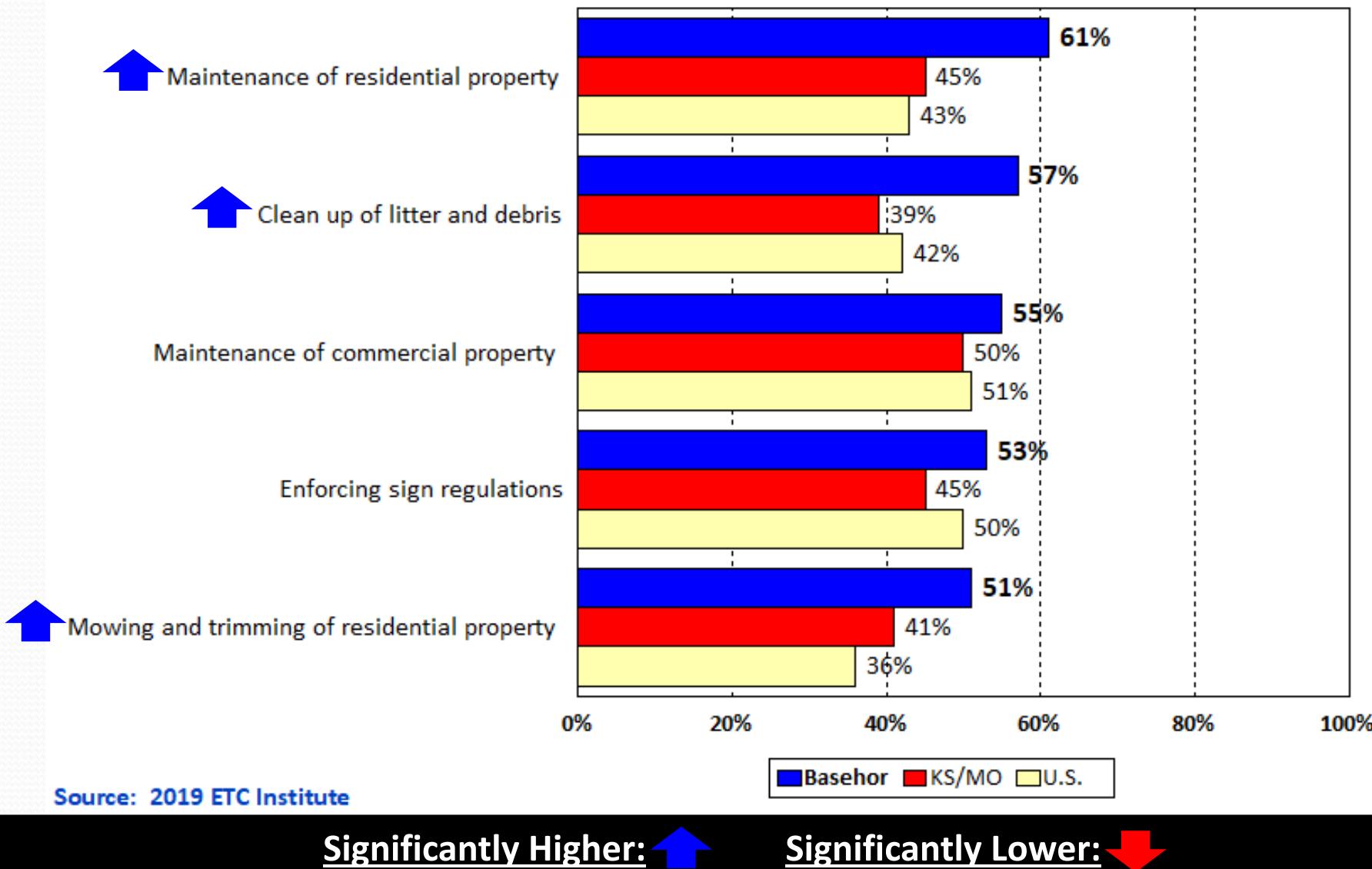
Significantly Higher:

Significantly Lower:

# Satisfaction with Code Enforcement

## Basehor vs. KS/MO Region vs. the U.S.

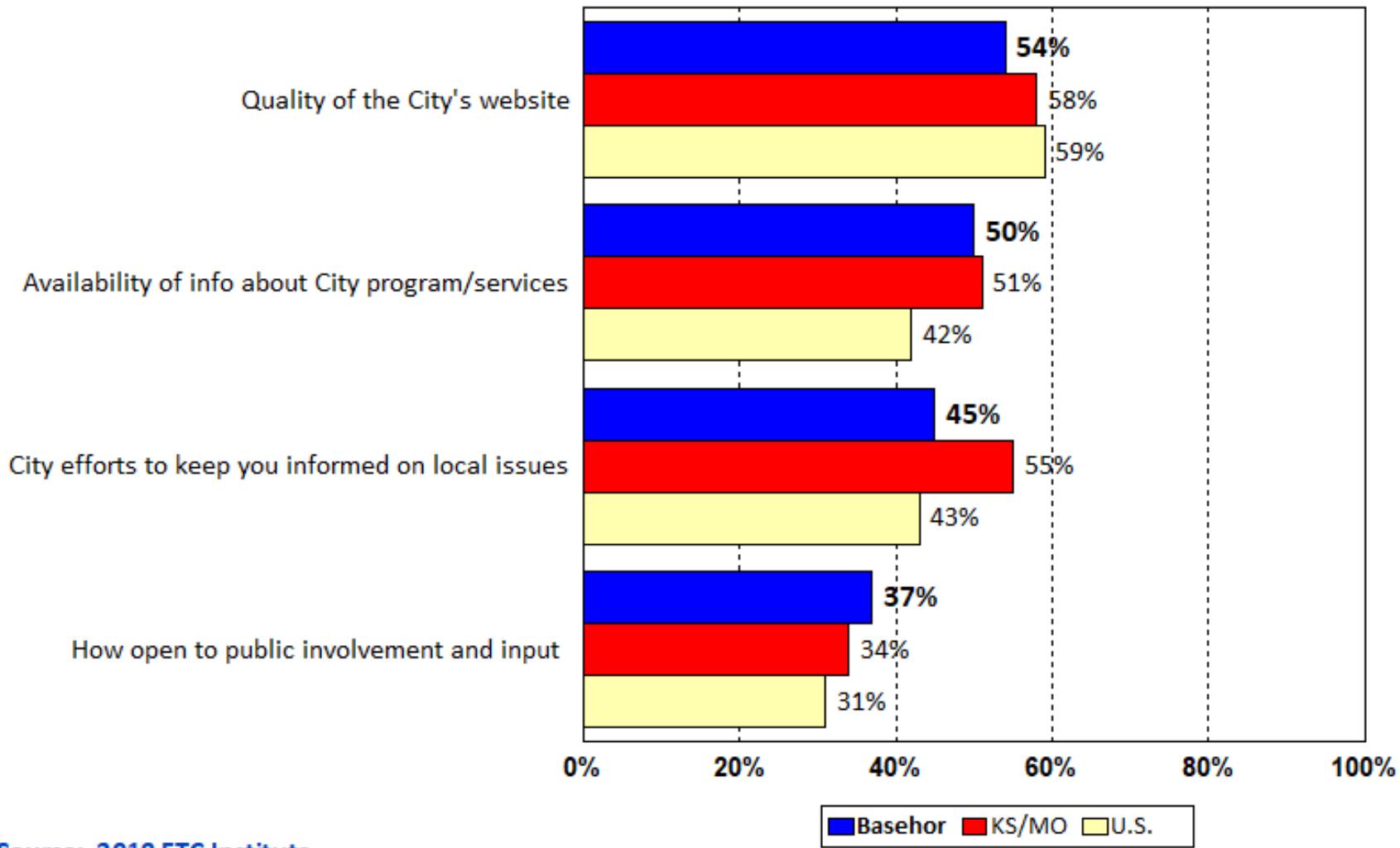
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't know)



# Satisfaction with Communication

## Basehor vs. KS/MO 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: 2019 ETC Institute

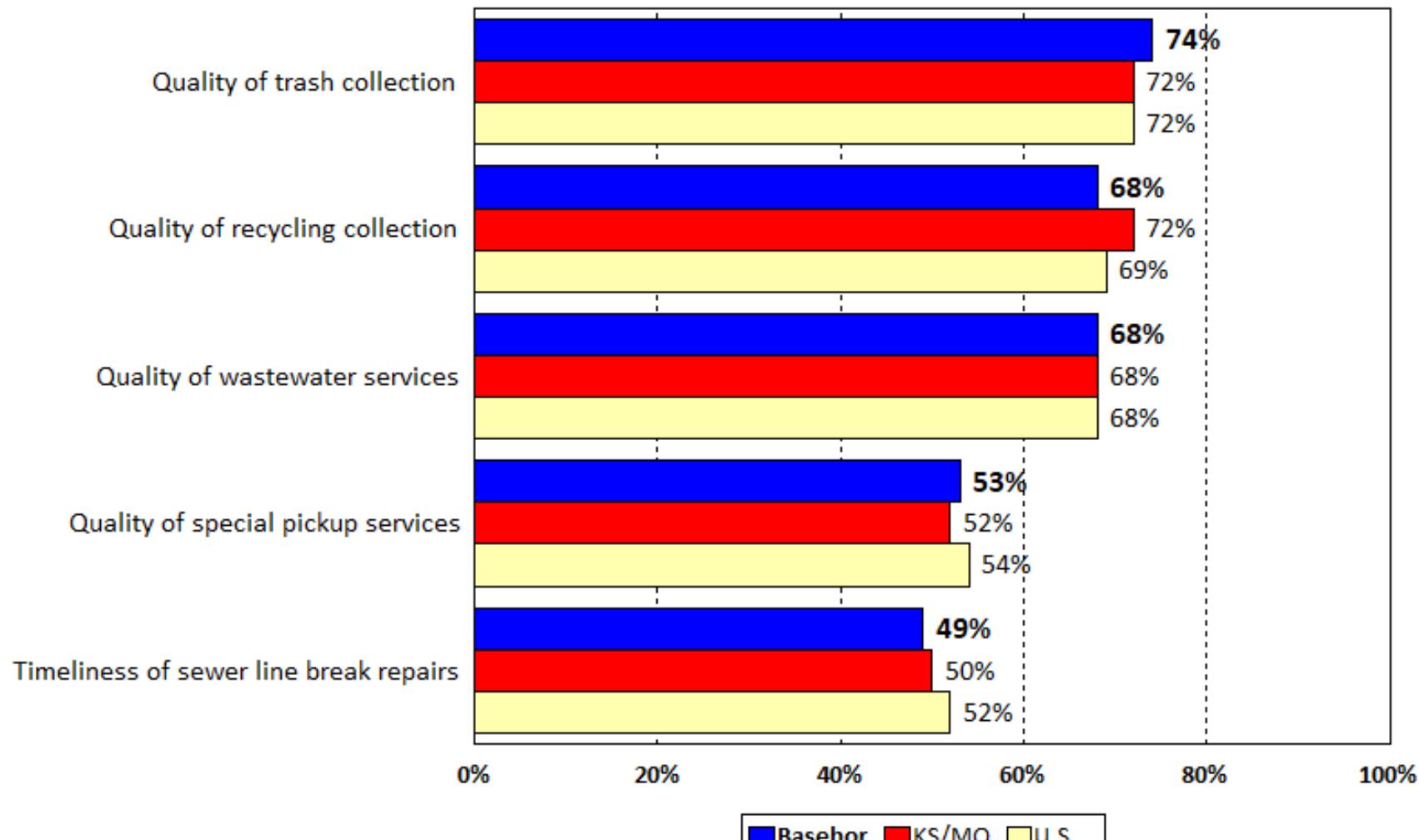
Significantly Higher:

Significantly Lower:

# Satisfaction with Solid Waste, Recycling, Wastewater Utilities

## Basehor vs. KS/MO 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: 2019 ETC Institute

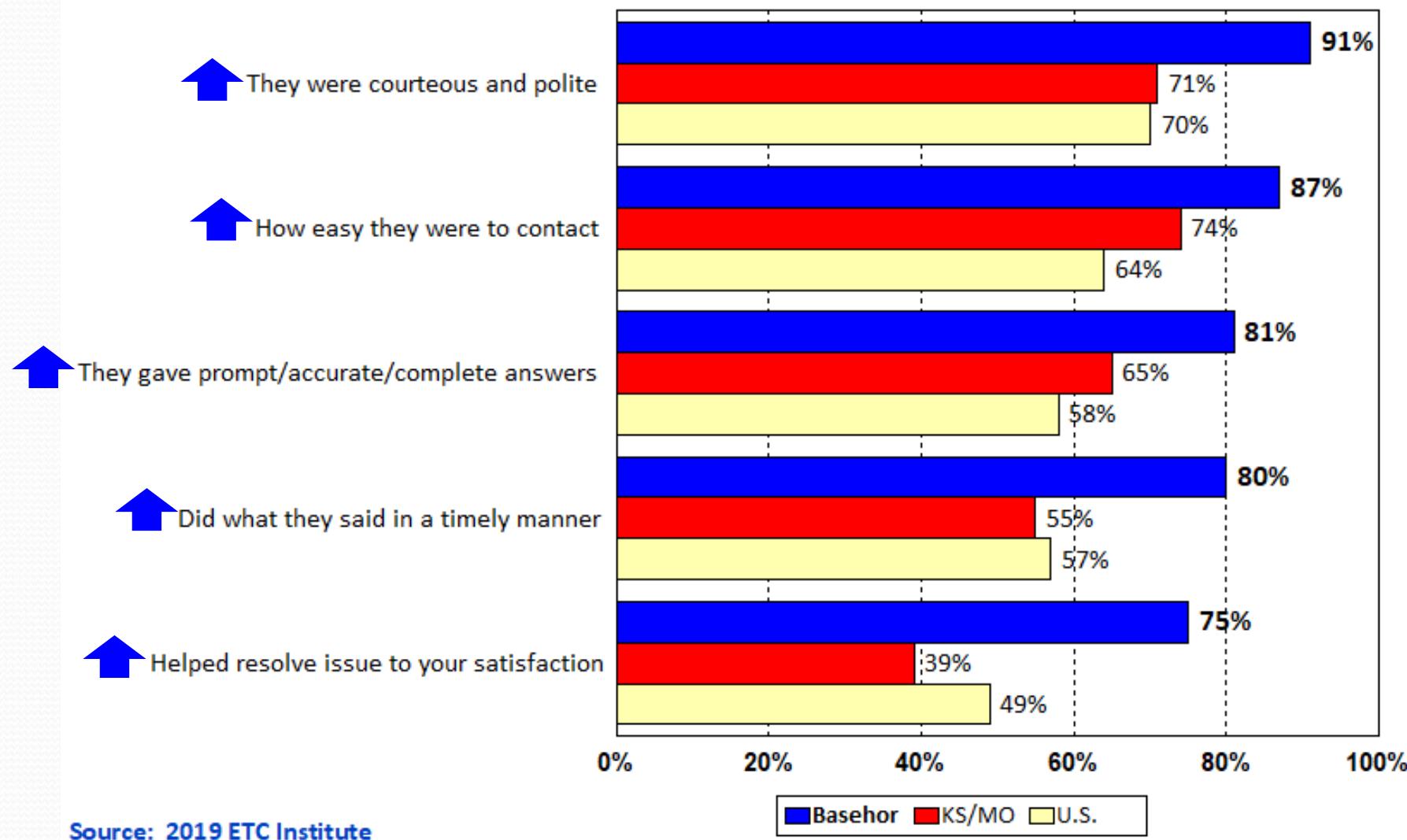
Significantly Higher:

Significantly Lower:

# Satisfaction with Customer Service

## Basehor vs. KS/MO 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: 2019 ETC Institute

Significantly Higher:

Significantly Lower:

## **Major Finding #3**

Top Priorities for Investment

# Importance-Satisfaction Rating

City of Basehor, Kansas

## Maintenance Services

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 curbs and sidewalks	30%	3	48%	11	0.1579	1
Maintenance of neighborhood streets	34%	1	58%	7	0.1427	2
Maintenance of major city streets	32%	2	68%	4	0.1037	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality and timeliness of street rebuilding	18%	7	48%	12	0.0954	4
Snow removal on city streets	28%	4	68%	3	0.0886	5
Mowing/trimming along streets, parks, public areas	20%	6	57%	9	0.0856	6
Overall flow of traffic and congestion management	22%	5	64%	5	0.0780	7
Adequacy of city street lighting	18%	8	58%	8	0.0761	8
Maintenance of stormwater drainage system	17%	9	57%	10	0.0748	9
Cleanliness of city streets and other public areas	14%	10	68%	2	0.0456	10
Maintenance of traffic signals/signs	8%	11	73%	1	0.0203	11
Maintenance of City buildings	4%	12	61%	6	0.0139	12

Maintenance Priorities: 

# Importance-Satisfaction Rating

City of Basehor, Kansas

## Parks and Recreation

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>						
Walking and biking trails in the City	56%	1	37%	4	0.3503	1
Park amenities	45%	2	50%	3	0.2261	2
<b><u>High Priority (IS .10 - .20)</u></b>						
The amount of City park space	25%	4	57%	2	0.1070	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance of City park	31%	3	71%	1	0.0911	4

**Parks and Recreation Priorities:**

# Importance-Satisfaction Rating

## City of Basehor, Kansas Public Safety

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>						
City's overall efforts to prevent crime	42%	1	74%	9	0.1085	1 
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Visibility of police in retail areas	16%	8	66%	11	0.0544	2
How quickly public safety personnel respond	26%	4	81%	5	0.0501	3
Overall quality of local police protection	30%	2	85%	3	0.0464	4
Quality of public interaction with police dept.	18%	6	75%	7	0.0460	5
Visibility of police in neighborhoods	26%	3	83%	4	0.0447	6
Ambulance service from Leavenworth County	19%	5	79%	6	0.0404	7
Quality of ambulance services from fire dept.	10%	11	68%	10	0.0331	8
Enforcement of local traffic laws	12%	10	75%	8	0.0314	9
Quality of service from local fire department	17%	7	87%	2	0.0228	10
Your overall feeling of safety in neighborhood	16%	9	89%	1	0.0177	11

Public Safety Priorities: 

# Importance-Satisfaction Rating

City of Basehor, Kansas

## Code Enforcement

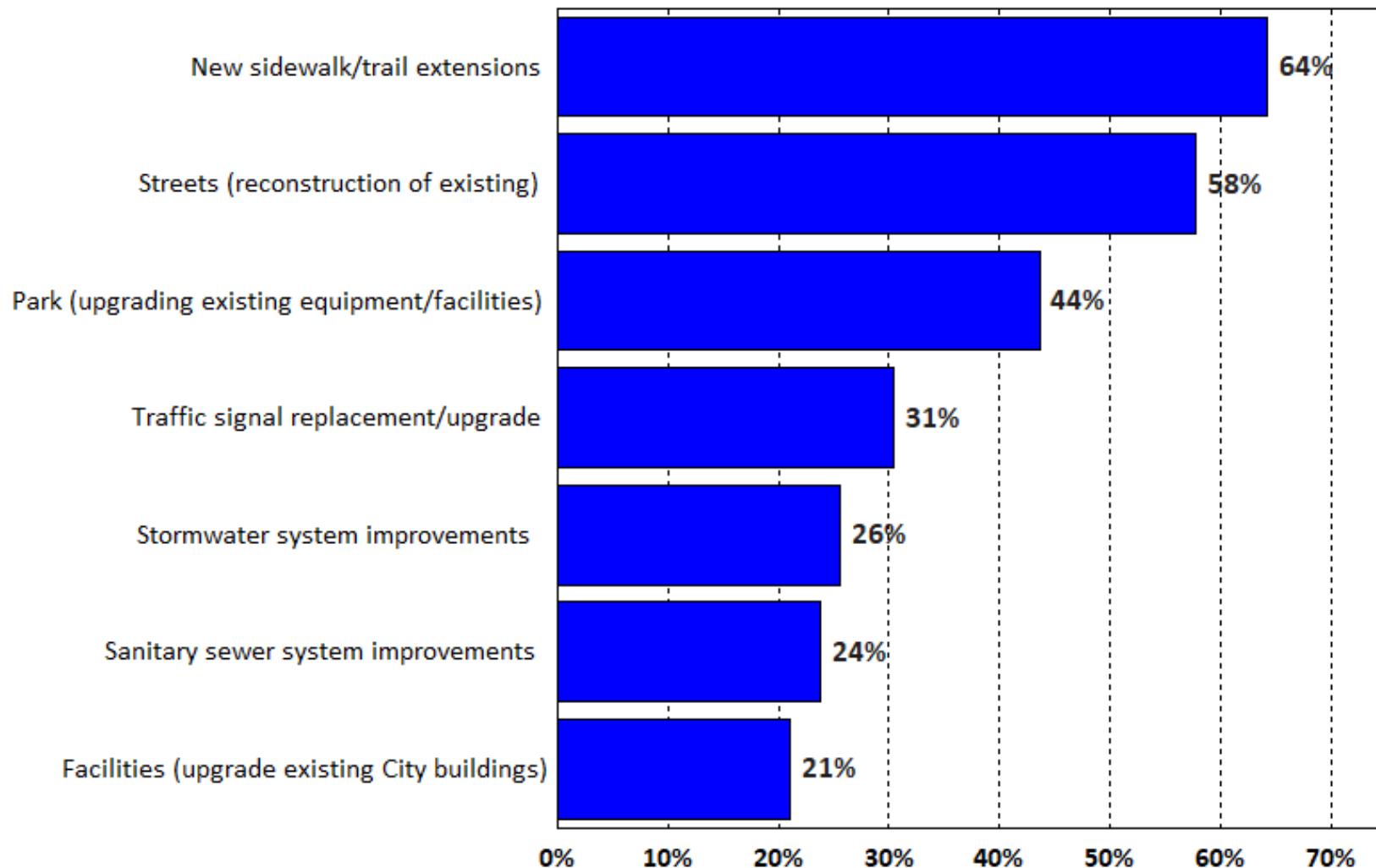
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Clean up of litter and debris	55%	1	57%	2	0.2369	1
Maintenance of rental properties	33%	4	39%	7	0.2024	2
<b><u>High Priority (IS .10 - .20)</u></b>						
Mowing and trimming of residential property	37%	2	51%	6	0.1839	3
Mowing and trimming of commercial property	34%	3	51%	5	0.1686	4
Maintenance of residential property	30%	5	61%	1	0.1185	5
Maintenance of commercial property	23%	6	55%	3	0.1058	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcing sign regulations	18%	7	54%	4	0.0823	7

**Code Enforcement Priorities:**

# Other Findings

## Q19. Capital Improvement Projects Respondents Think Are Most Important for the Continued Success of the City of Basehor

by percentage of respondents (multiple selections could be made)

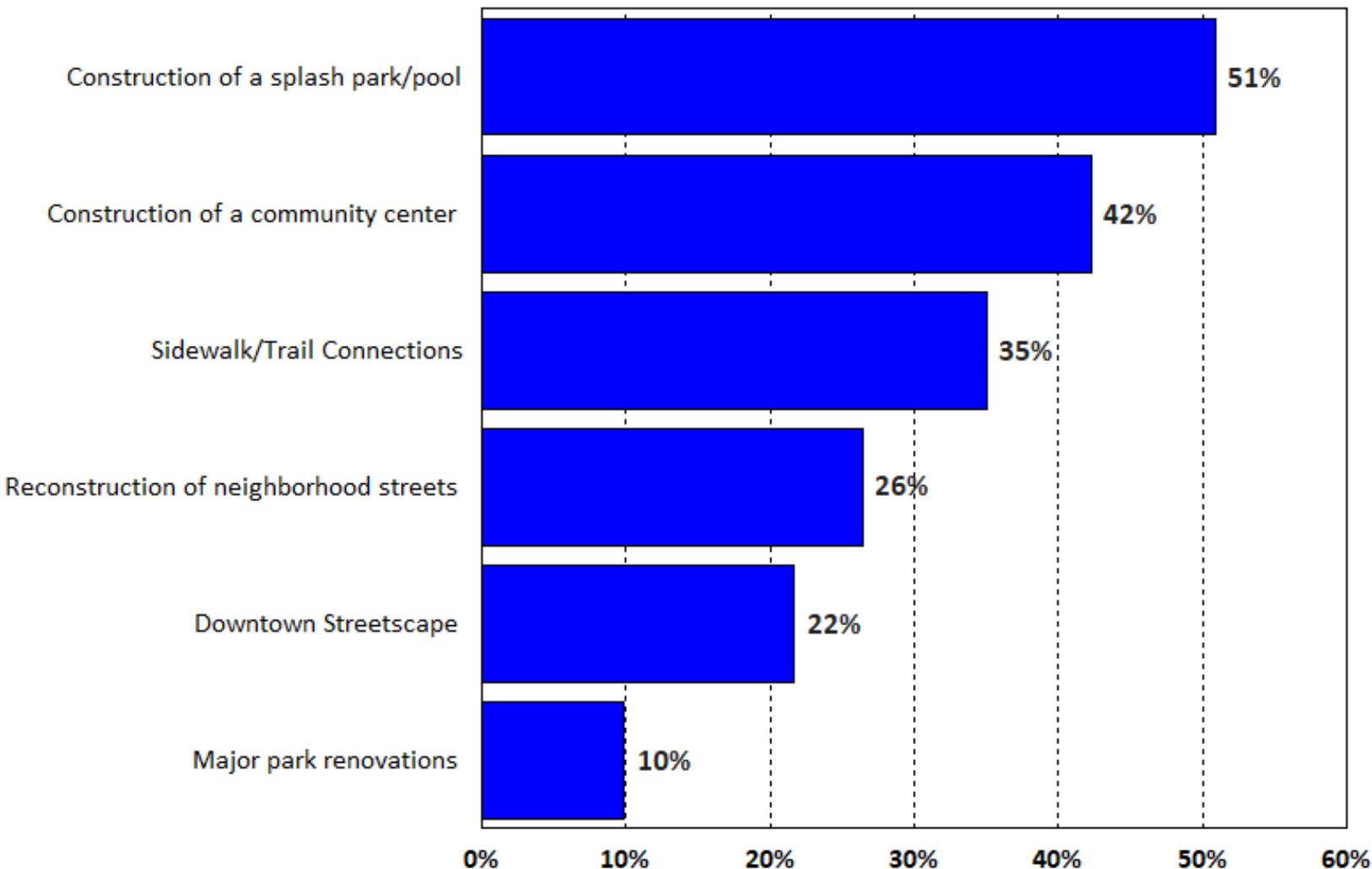


Source: ETC Institute (2019)

Residents Feel the Most Important Capital Improvement Projects for Continued Success Are:  
1) New Sidewalk/Trail Extensions, 2) Streets, and 3) Basehor City Park

## Q20. Capital Projects That Are Most Important to Fund

by percentage of respondents (multiple selections could be made)

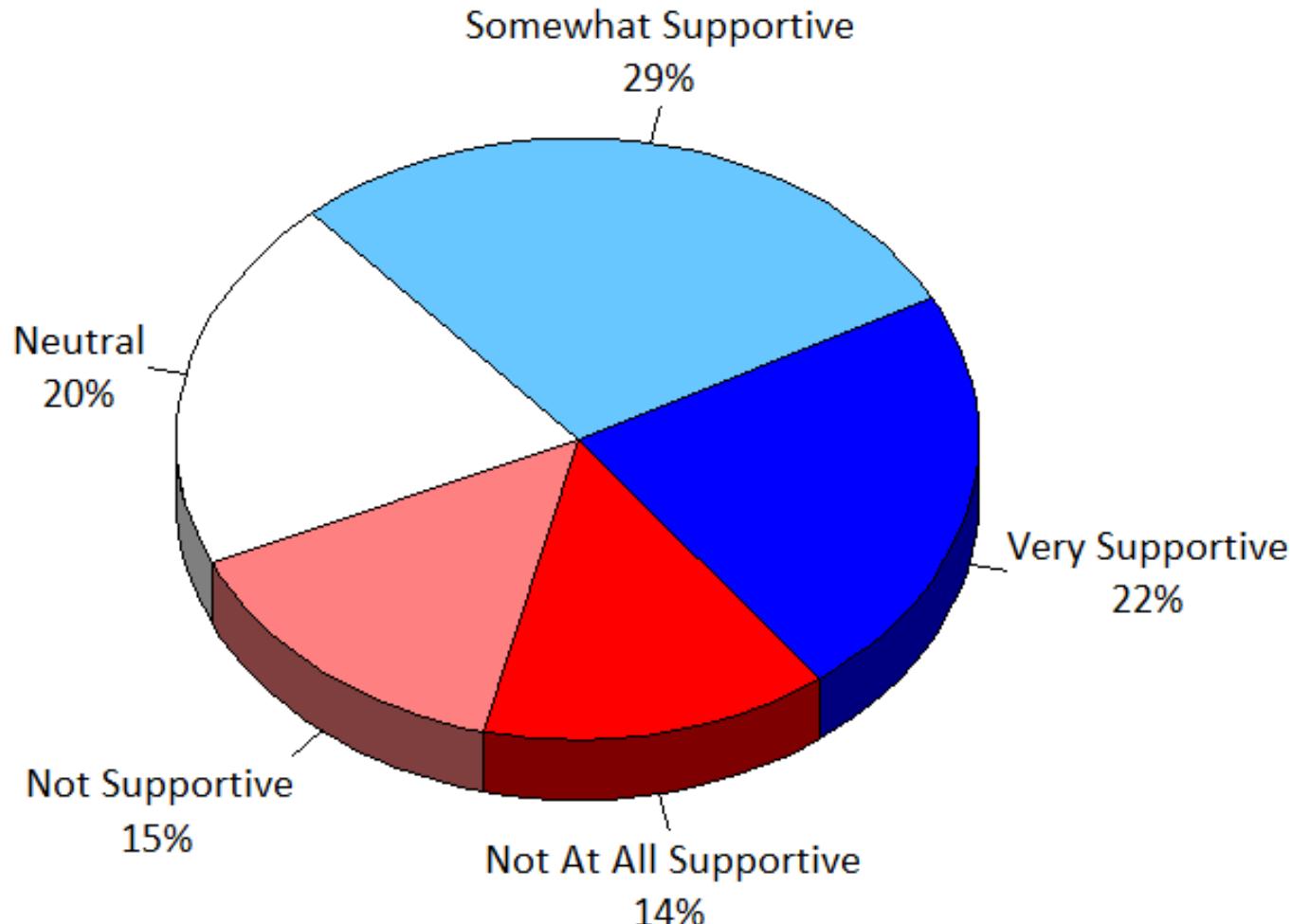


Source: ETC Institute (2019)

Residents Feel the Most Important Capital Projects to Fund Are: 1) Construction of a Splash Park/Pool, 2) Construction of a Community Center, and 3) Sidewalk/Trail Connections

## Q21. Level of Support of the City Issuing Additional Debt to Pay for Your Top Choices From Question 20

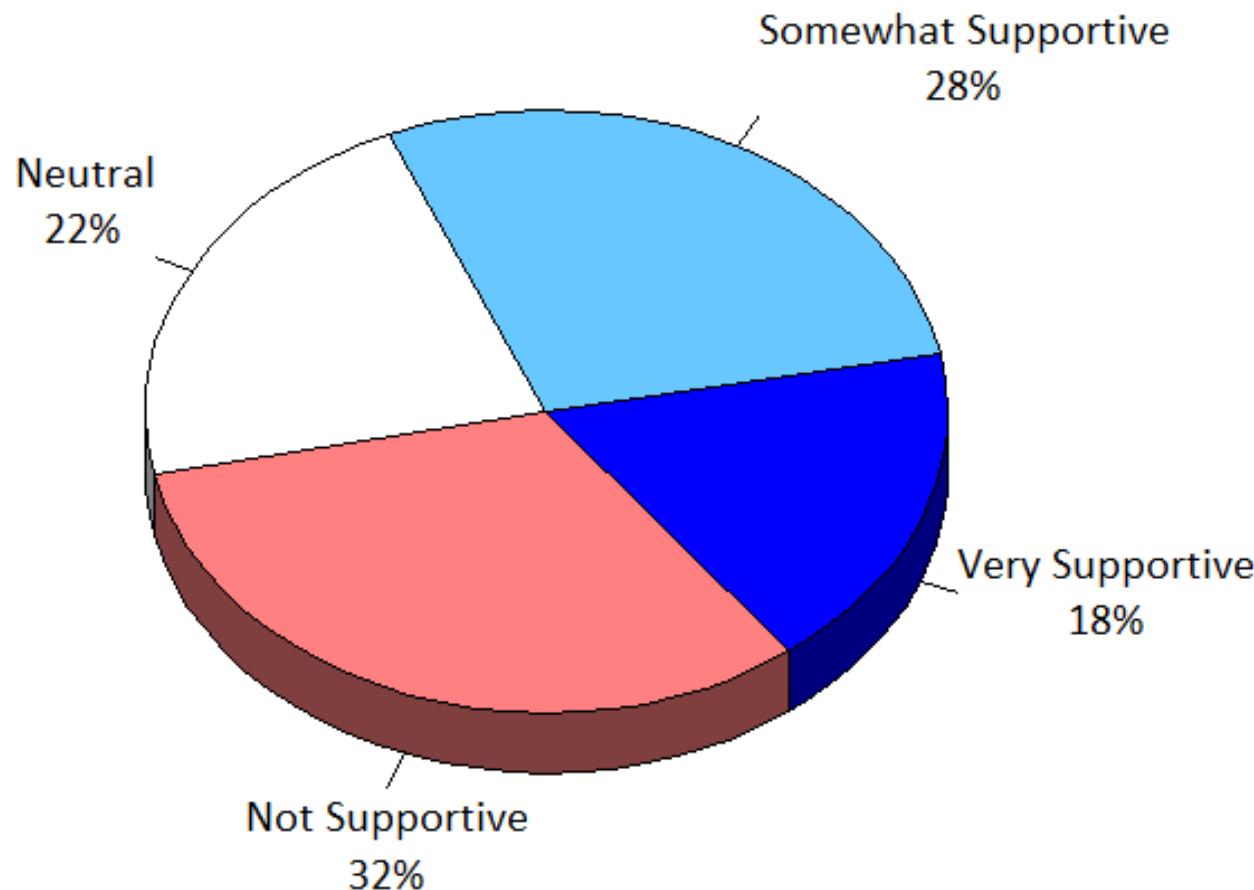
by percentage of respondents



Source: ETC Institute (2019)

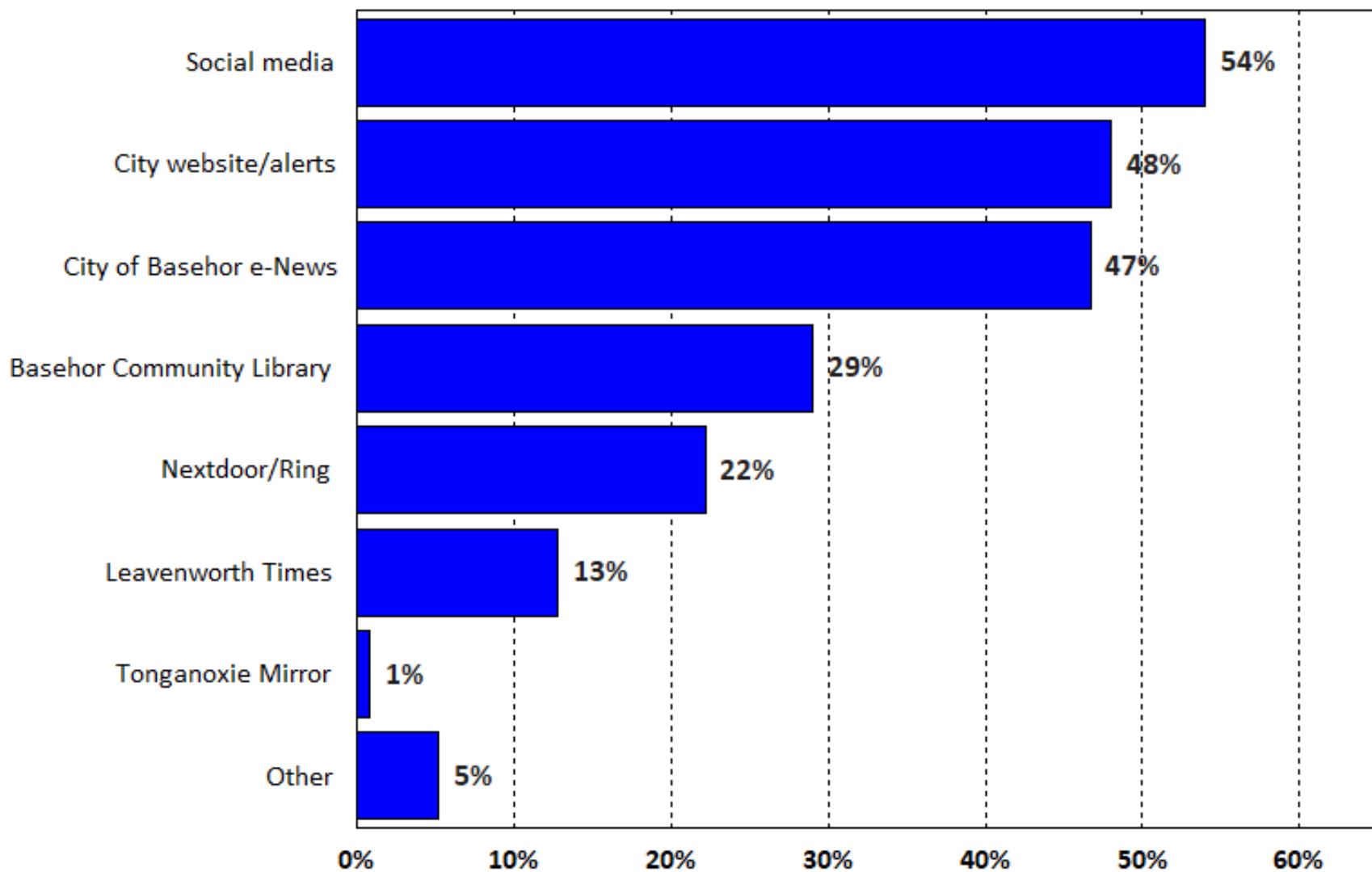
## Q22. Level of Support of Approving a New Sales Tax to Fund a Higher Level of Service for Parks and Public Facilities Improvements

by percentage of respondents



## Q13. Primary Sources of Information About City Issues, Services, and Events

by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2019)

# Summary

# Summary

- **Residents Have a Very Positive Perception of the City**
  - 83% very satisfied or satisfied with the overall quality of life in Basehor
- **Satisfaction with City Services Is Much Higher in Basehor Than Other Communities**
  - Basehor rated above the U.S. Average in 41 of 50 areas, and above the Kansas-Missouri Average in 39 of 50 areas that were compared
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# Questions?

THANK YOU!!