

2019 Citizen Satisfaction Survey

City of Basehor, Kansas

Presented by

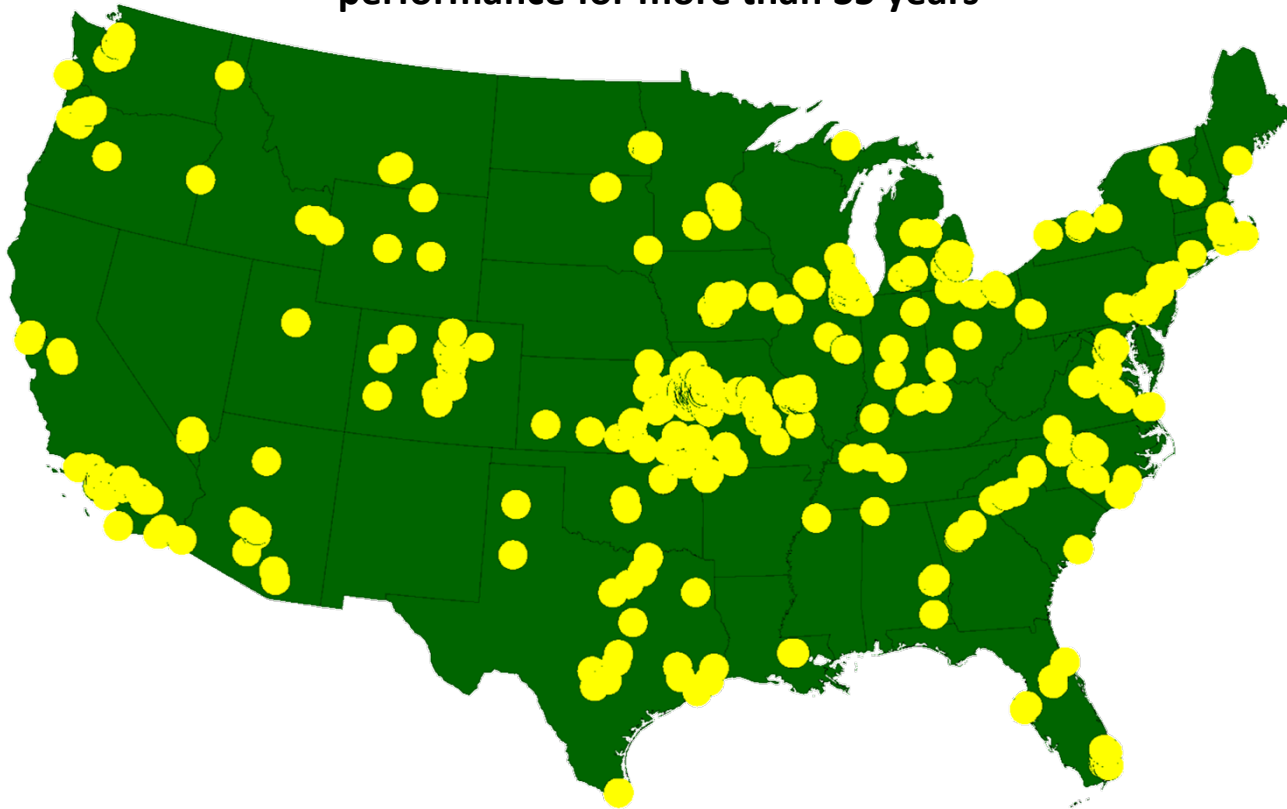


September 2019

ETC Institute

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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:**

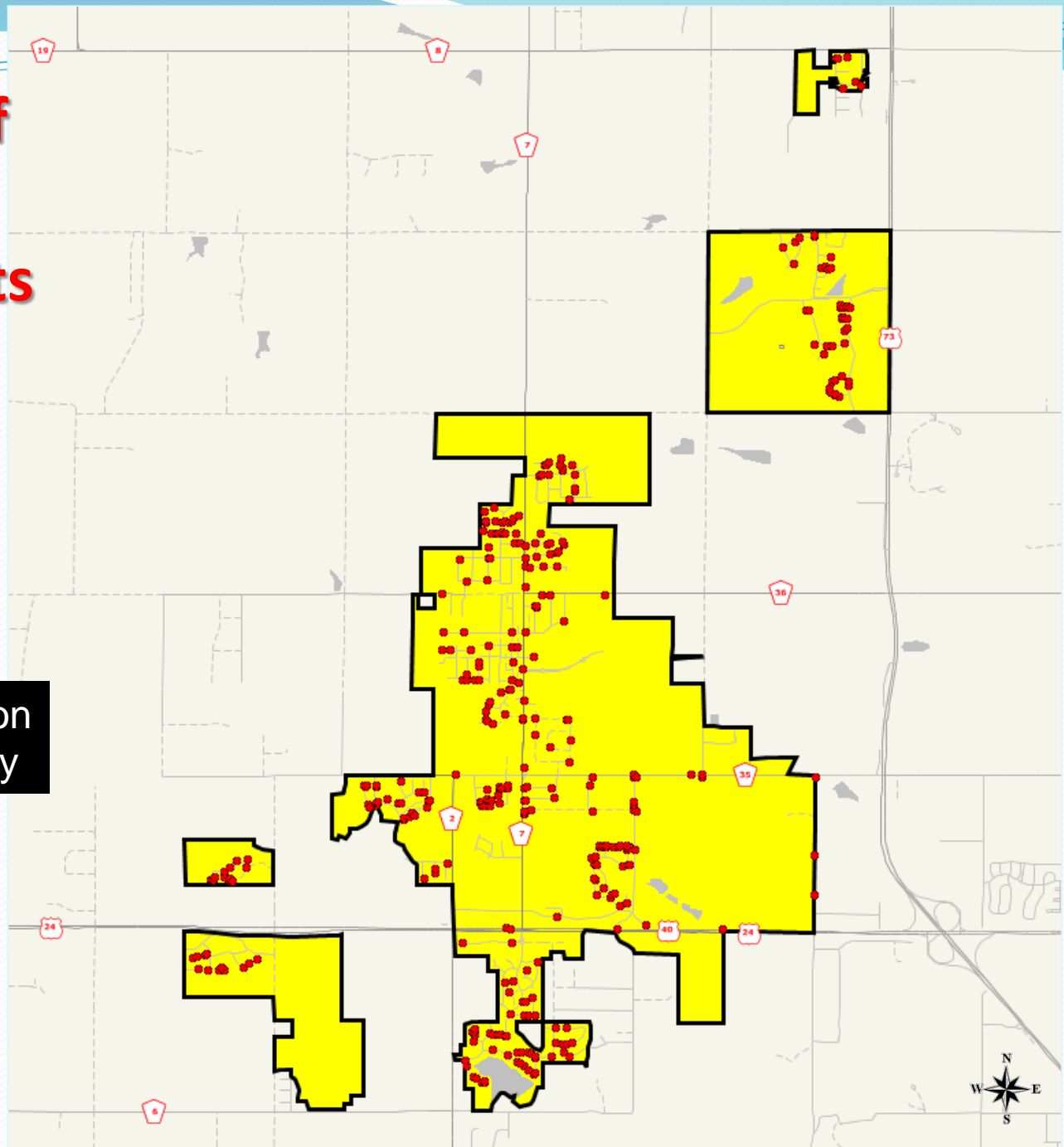
- ☐ Goal number of surveys: 250
- ☐ Goal far exceeded: 383
- ☐ demographics of survey respondents accurately reflects the actual population of the City

- **Confidence level: 95%**

- **Margin of error: +/- 4.8% overall**

Location of Survey Respondents

Good representation
throughout the City



Bottom Line Up Front

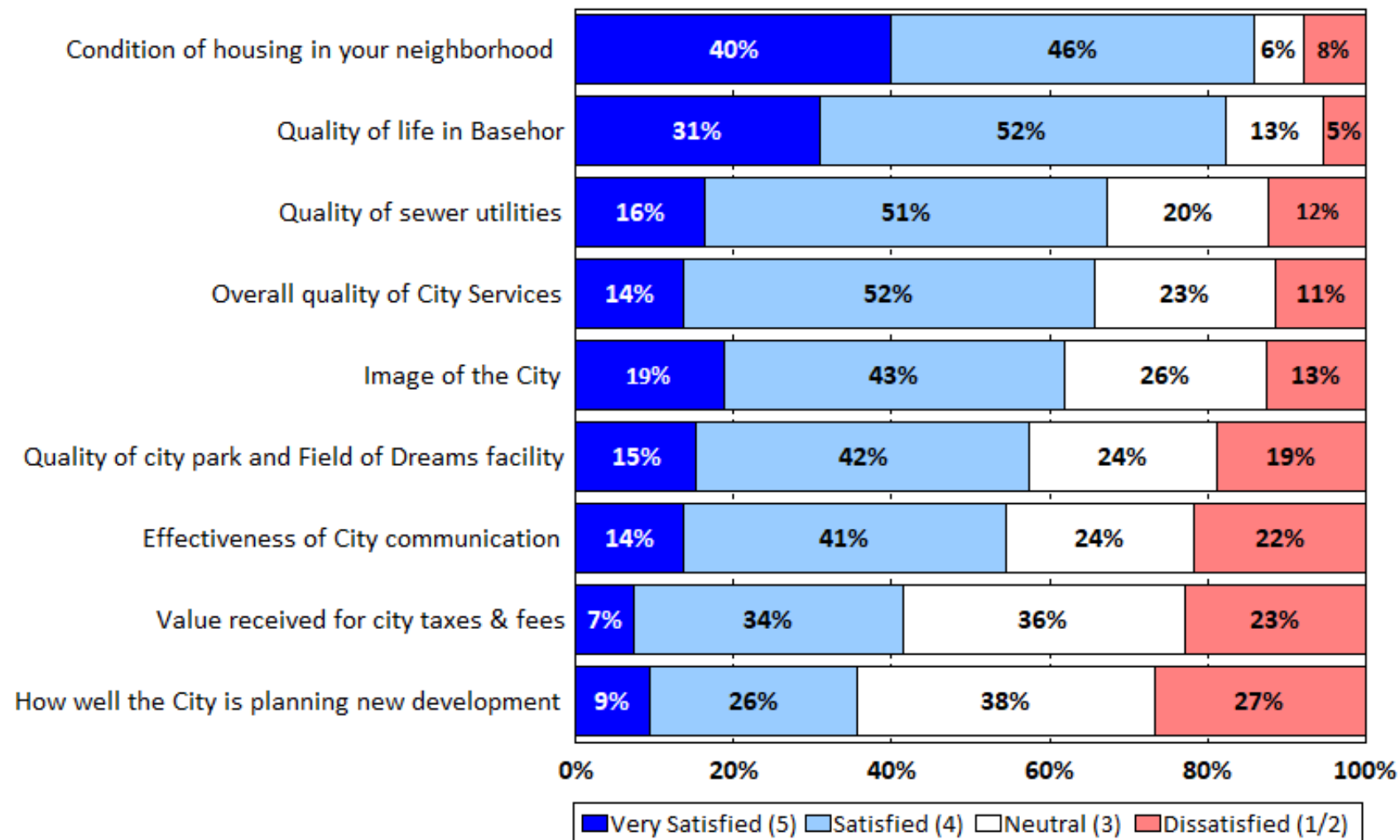
- **Residents Have a Very Positive Perception of the City**
 - ❑ 83% very satisfied or satisfied with the overall quality of life in Basehor
- **Satisfaction with City Services Is Much Higher in Basehor Than Other Communities**
 - ❑ Basehor rated above the U.S. Average in 41 of 50 areas, and above the 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)

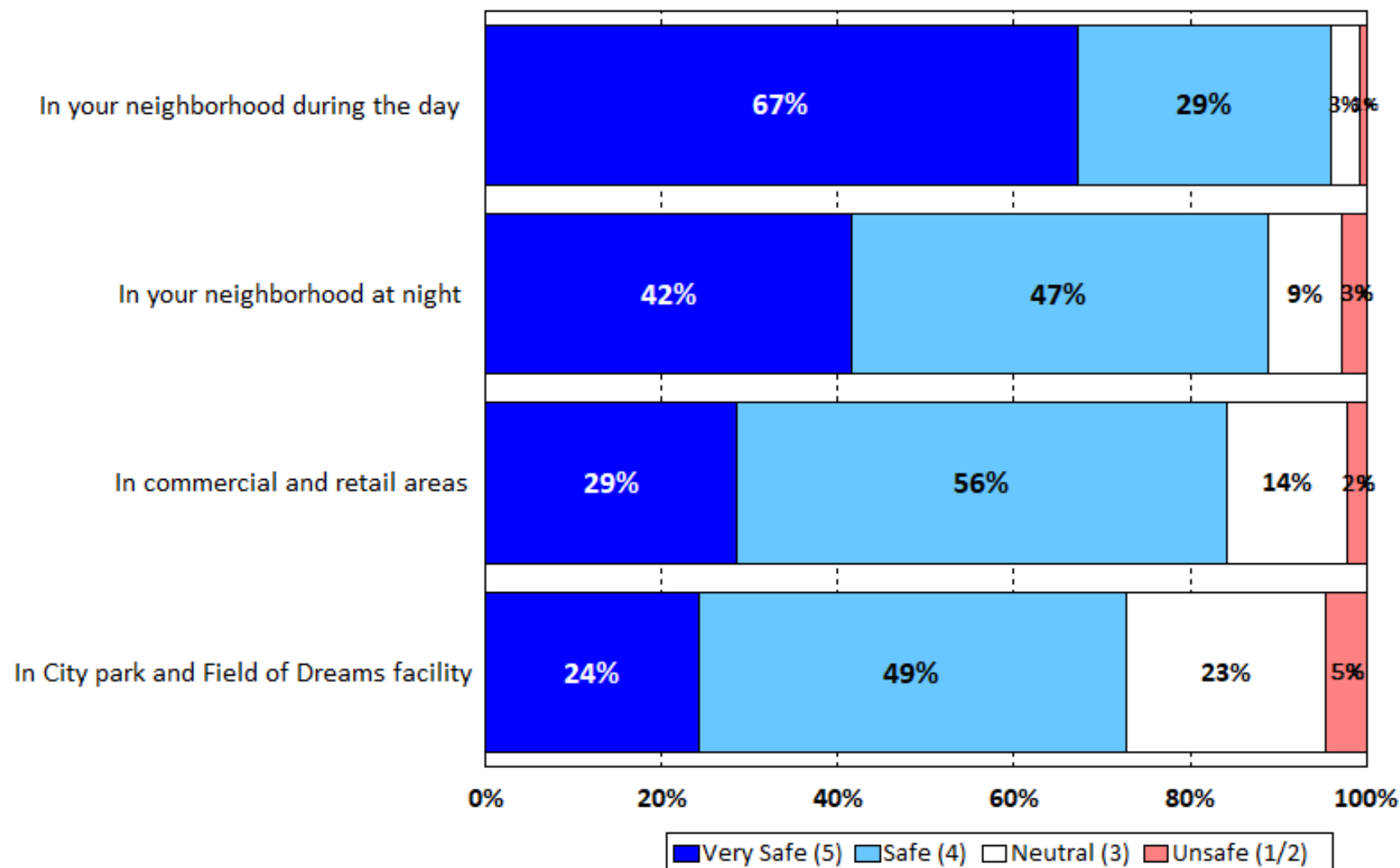


Source: ETC Institute (2019)

**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

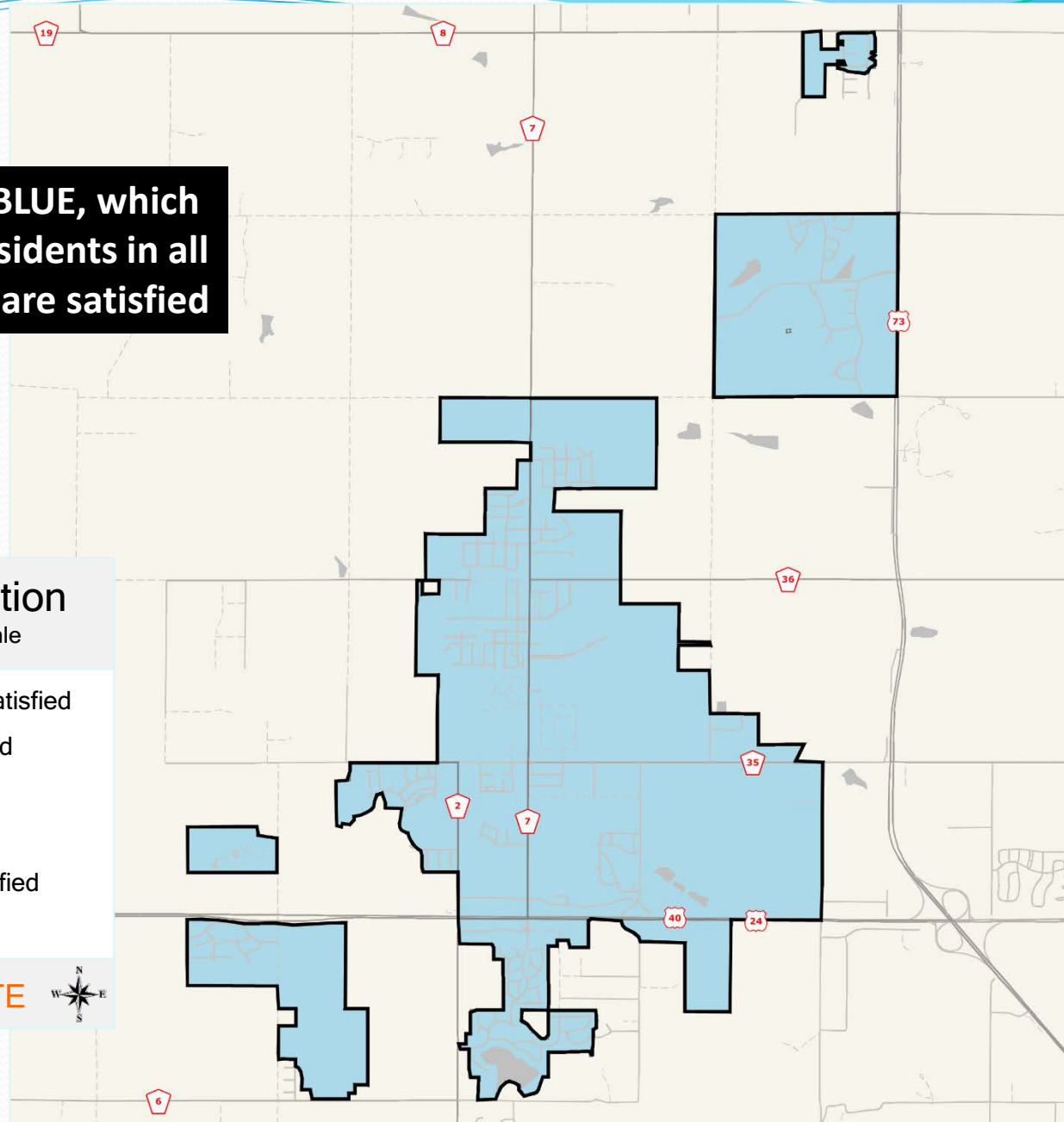
All areas are in BLUE, which indicates that residents in all parts of the City are satisfied

Citizen Satisfaction

Mean rating on a 5-point scale



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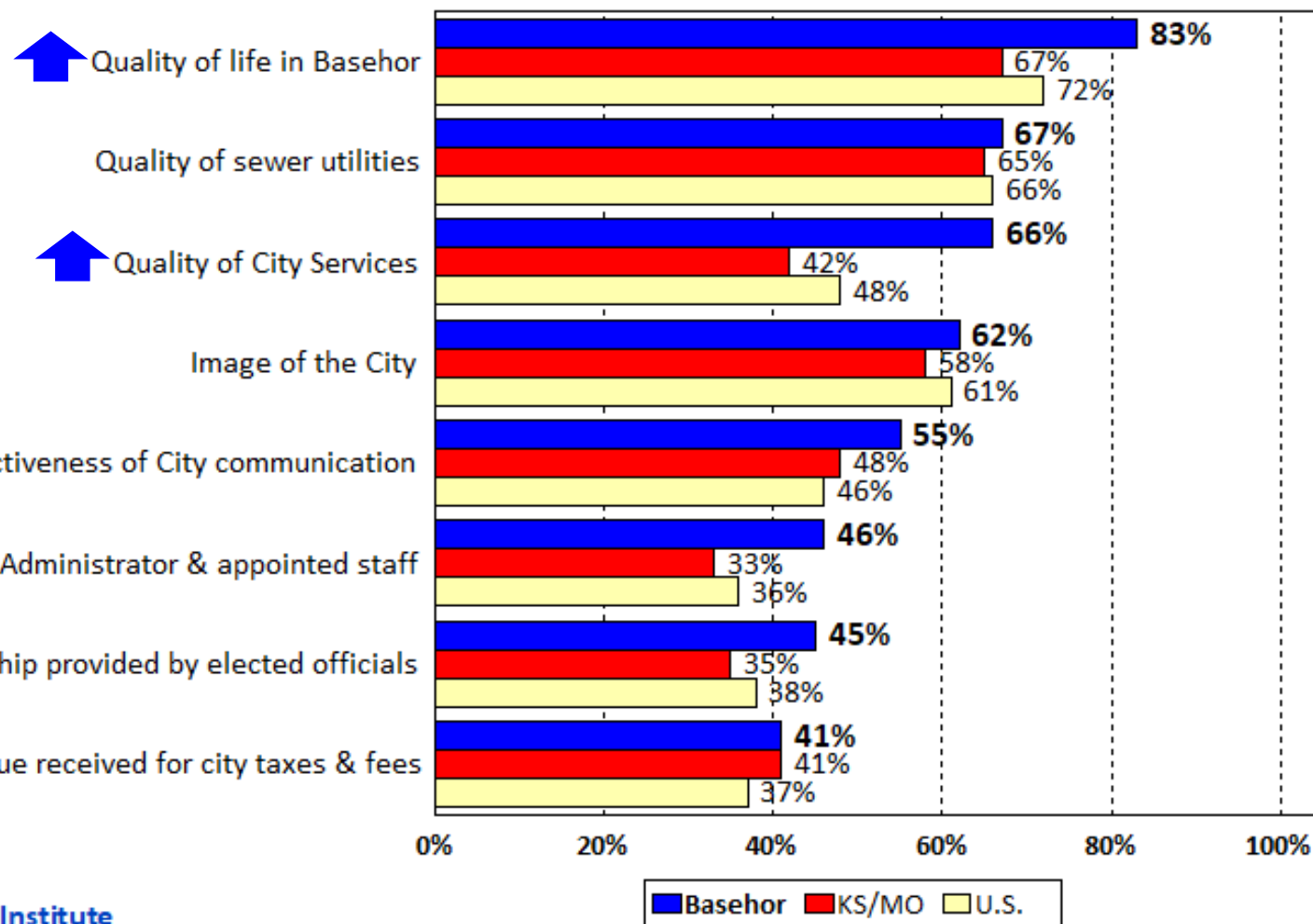
Major Finding #2

**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 knows)



Significantly Higher:



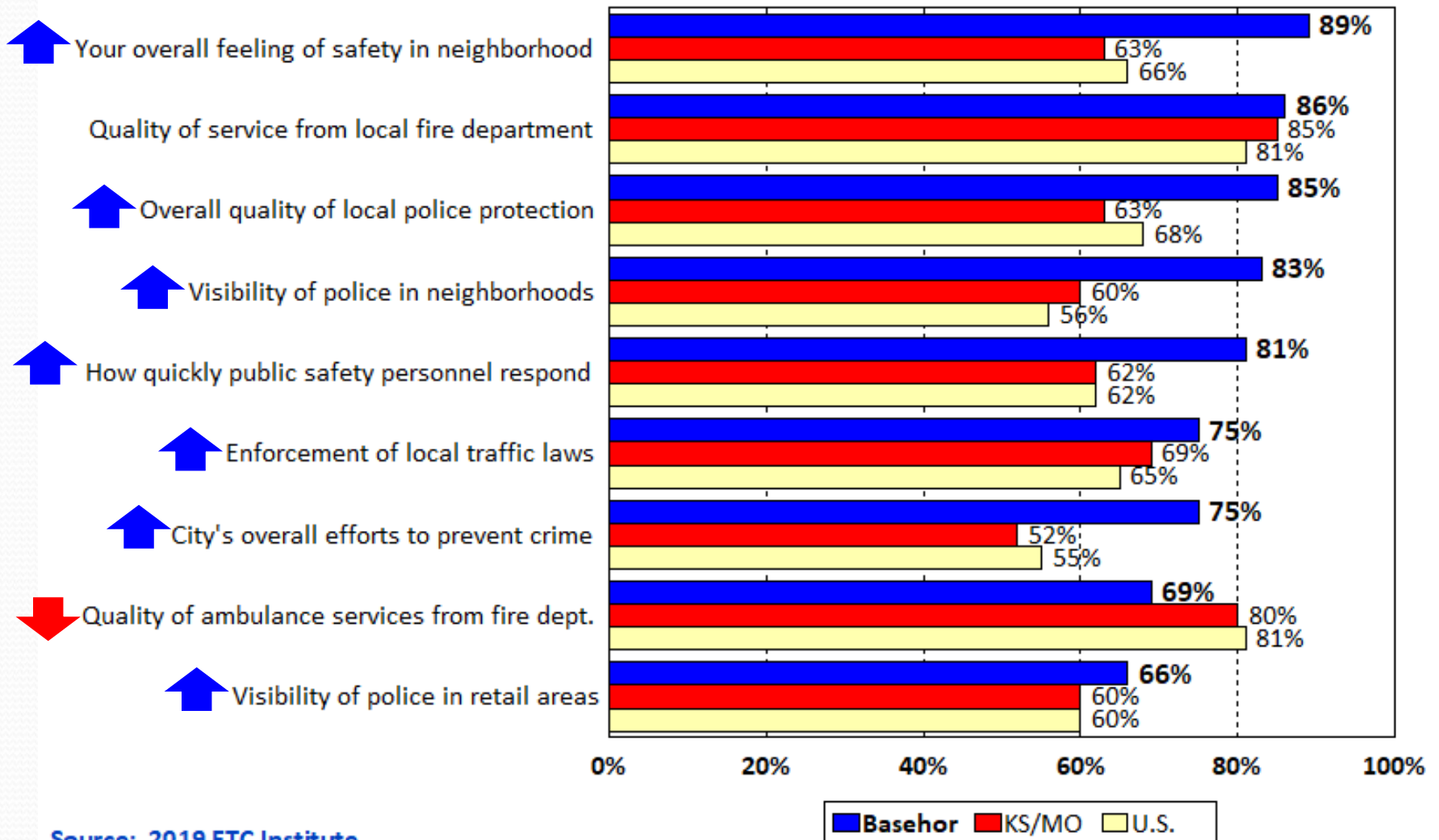
Significantly Lower:



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)



Significantly Higher:



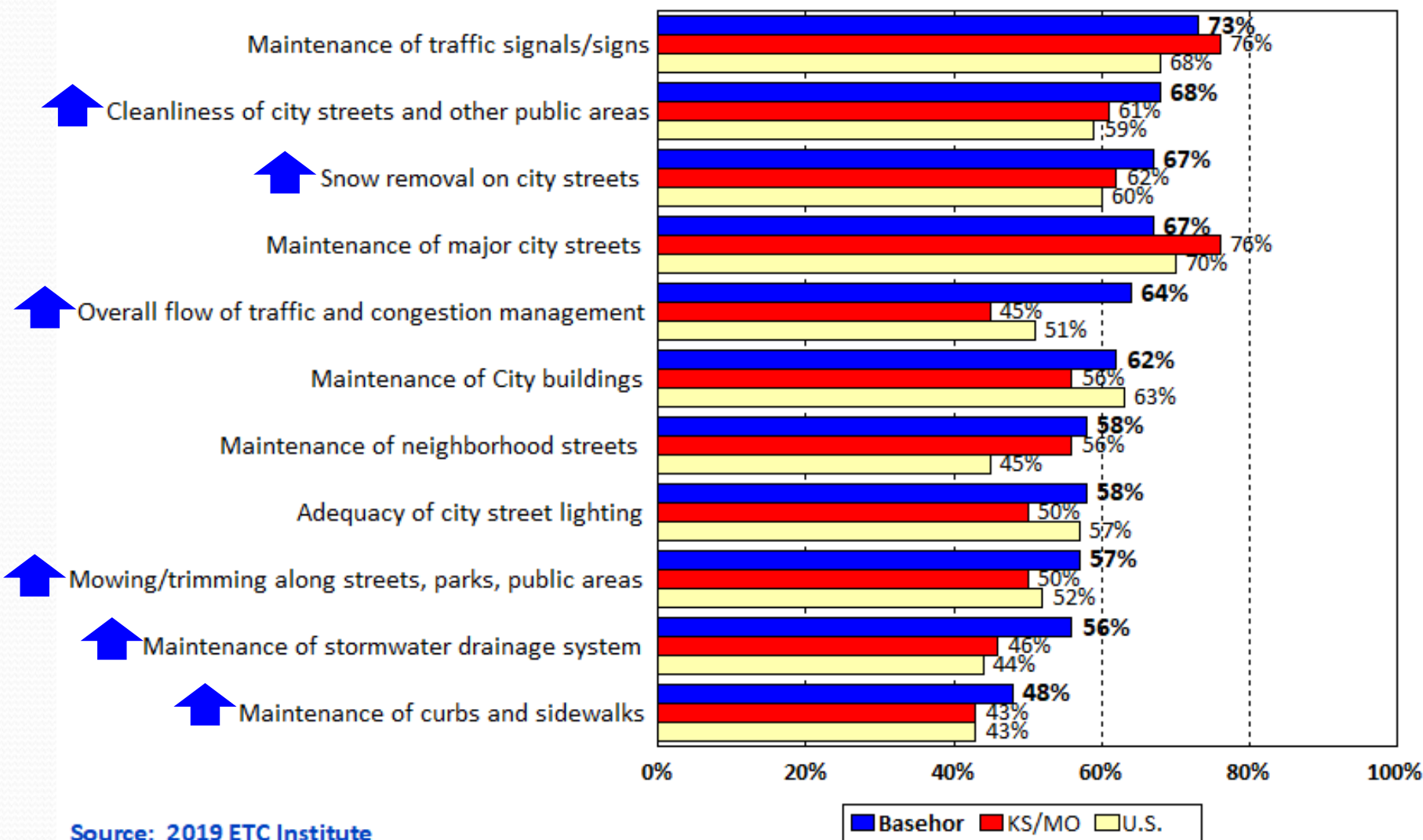
Significantly Lower:



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)



Significantly Higher:



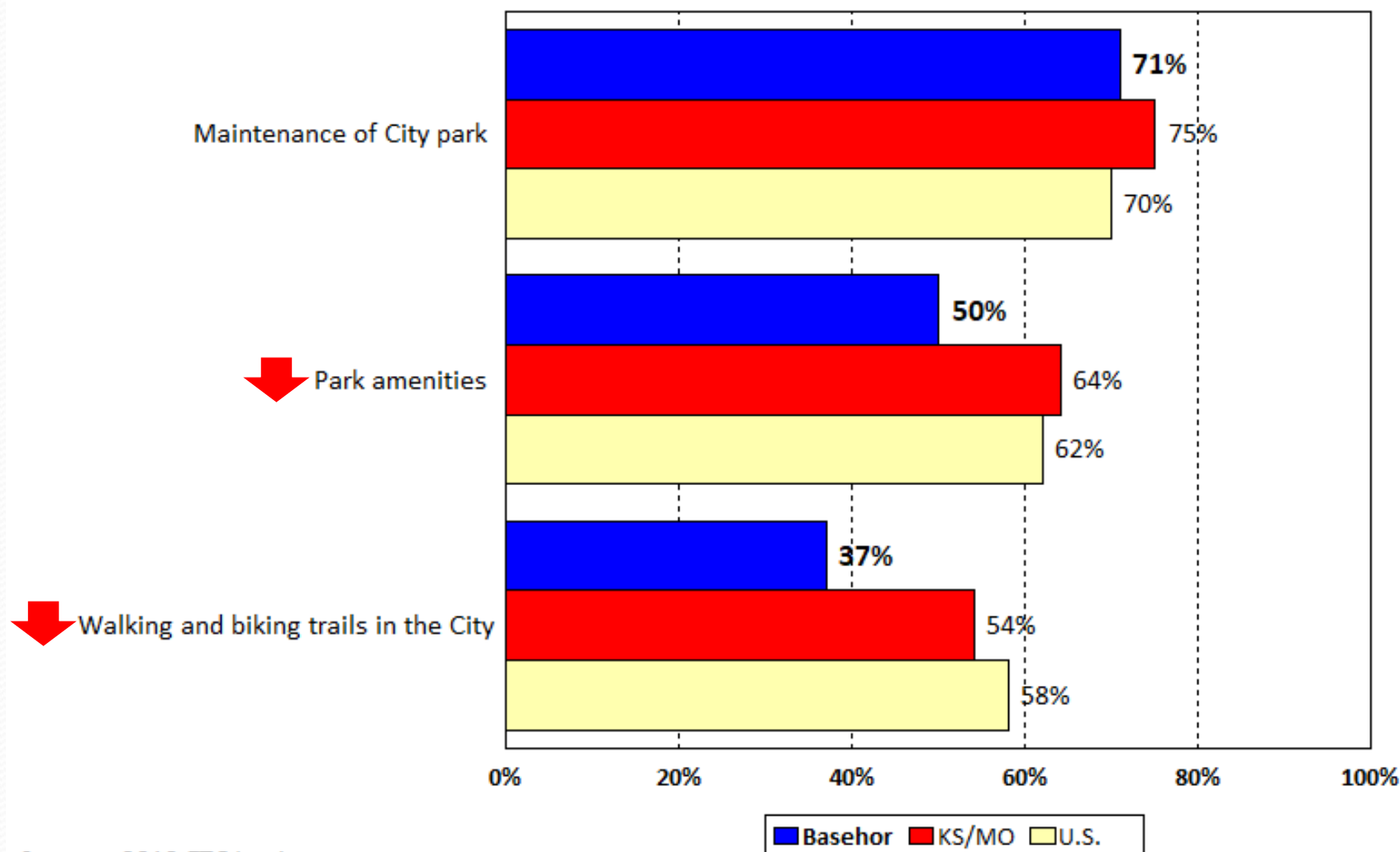
Significantly Lower:



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:



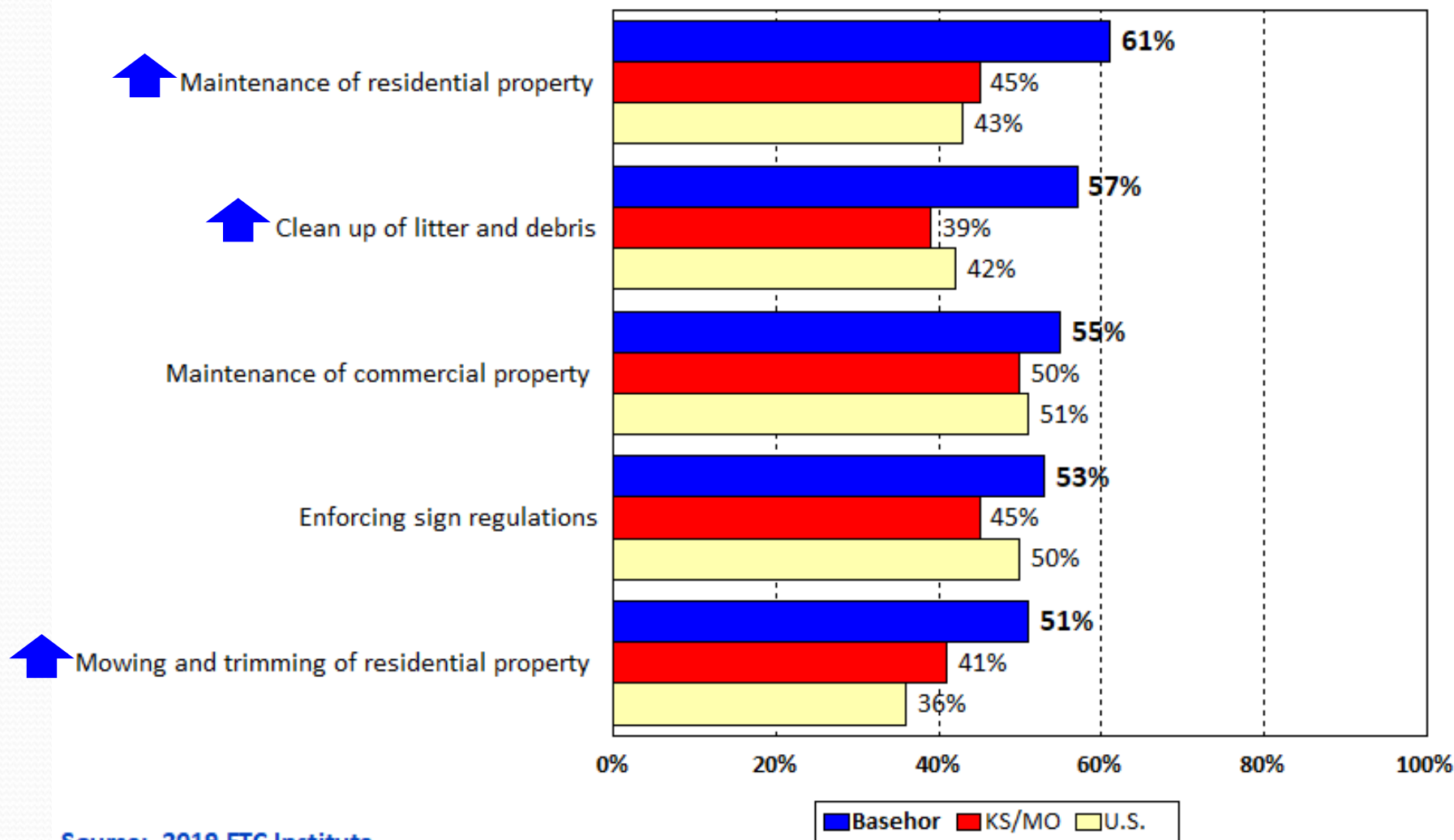
Significantly Lower:



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 knows)



Significantly Higher:



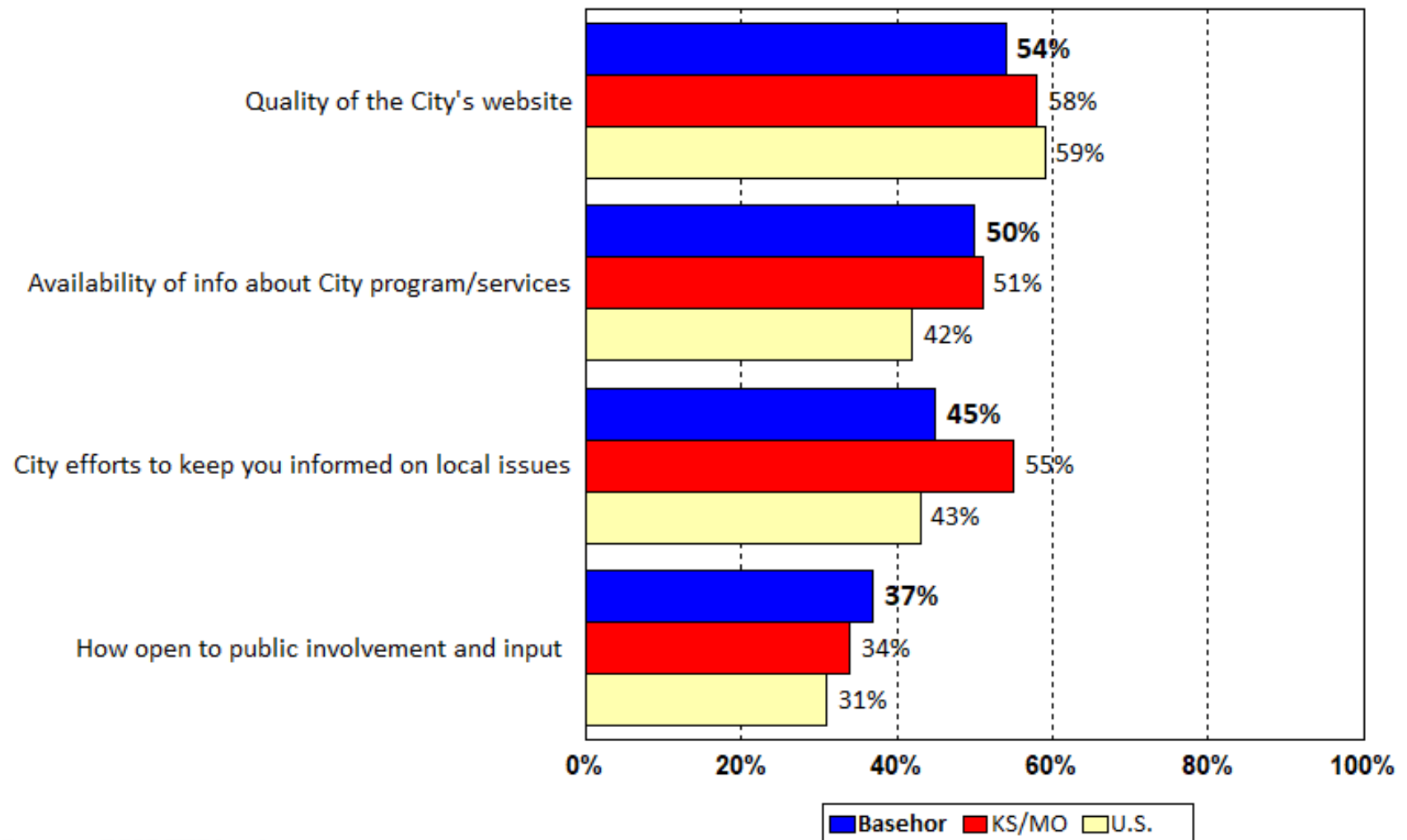
Significantly Lower:



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

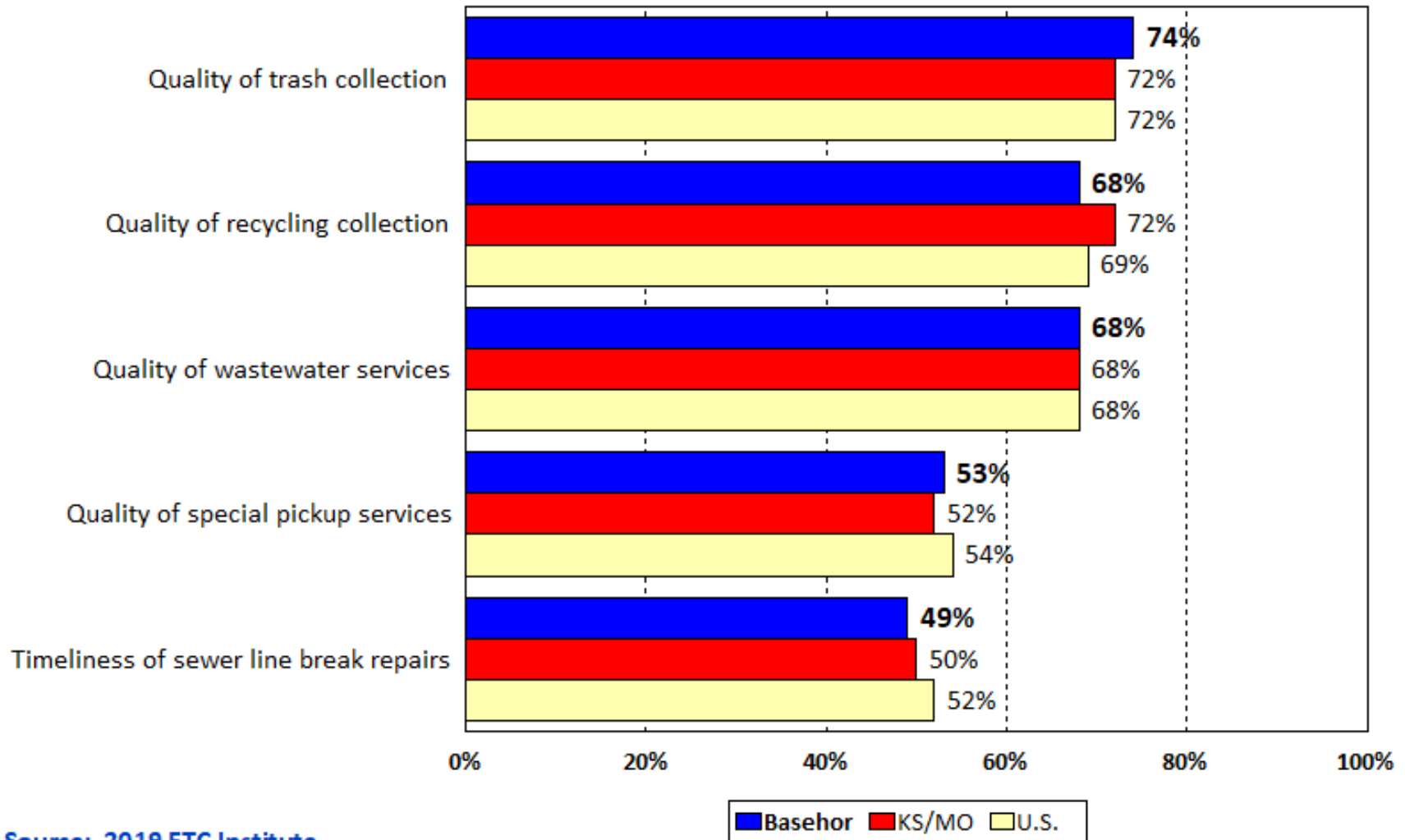
Significantly Higher: 

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)



Significantly Higher:



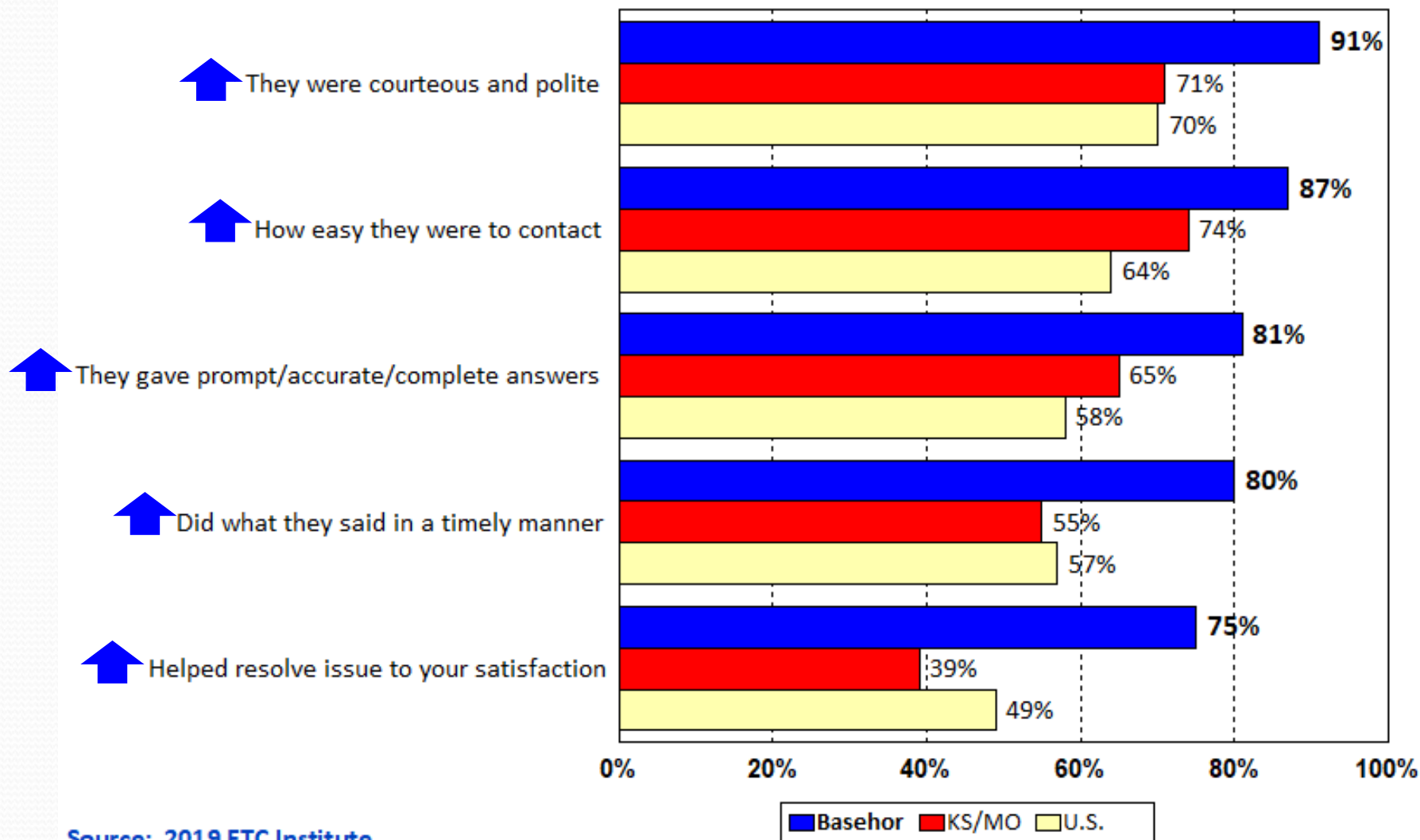
Significantly Lower:



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)



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
<u>High Priority (IS .10 - .20)</u>						
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
<u>Medium Priority (IS <.10)</u>						
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
<u>Very High Priority (IS >.20)</u>						
Walking and biking trails in the City	56%	1	37%	4	0.3503	1
Park amenities	45%	2	50%	3	0.2261	2
<u>High Priority (IS .10 - .20)</u>						
The amount of City park space	25%	4	57%	2	0.1070	3
<u>Medium Priority (IS <.10)</u>						
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
<u>High Priority (IS .10 - .20)</u>						
City's overall efforts to prevent crime	42%	1	74%	9	0.1085	1
<u>Medium Priority (IS <.10)</u>						
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

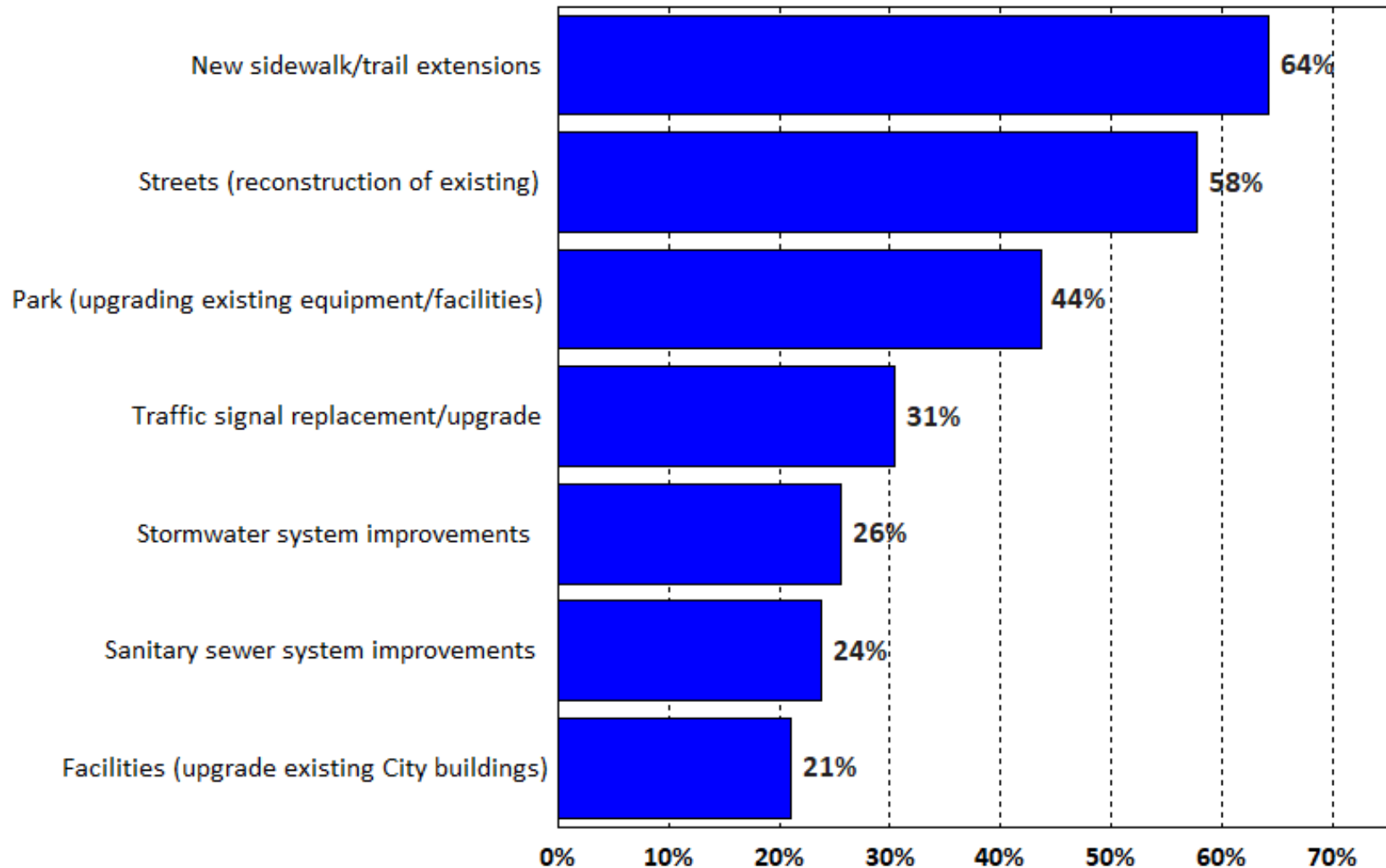
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Clean up of litter and debris	55%	1	57%	2	0.2369	1
Maintenance of rental properties	33%	4	39%	7	0.2024	2
<u>High Priority (IS .10 - .20)</u>						
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
<u>Medium Priority (IS <.10)</u>						
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)

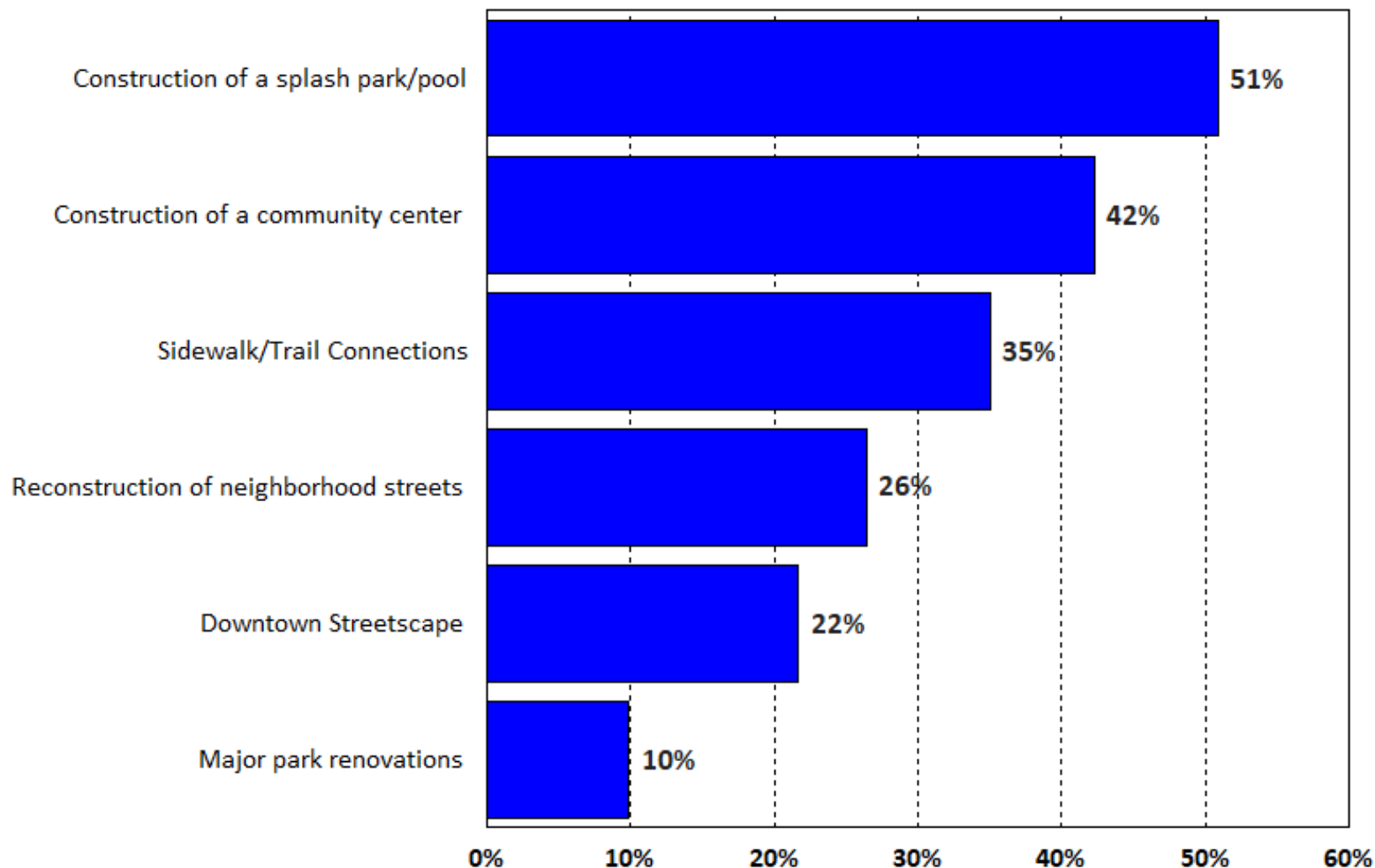


Source: ETC Institute (2019)

**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)

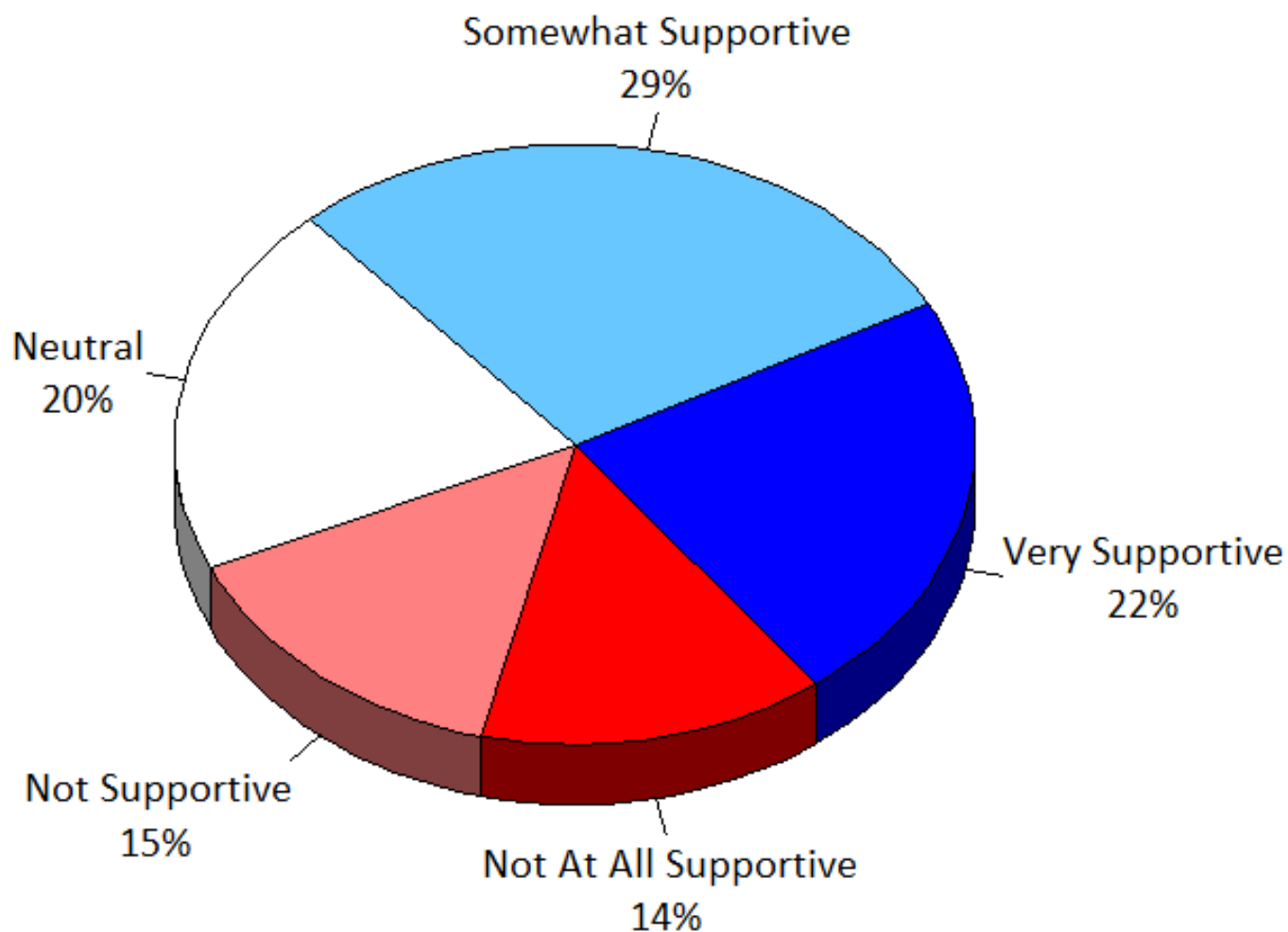


Source: ETC Institute (2019)

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

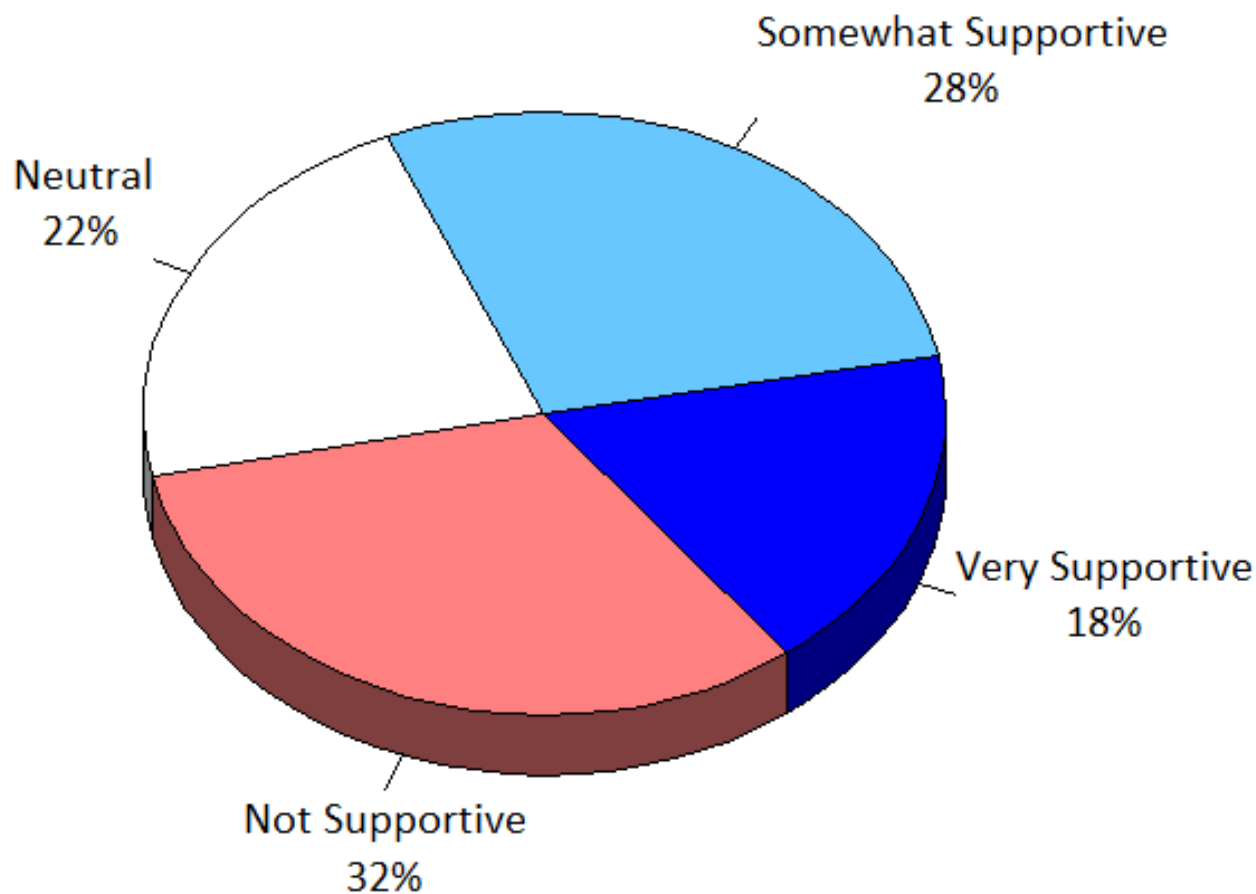
Q21. Level of Support of the City Issuing Additional Debt to Pay for Your Top Choices From Question 20

by percentage of respondents



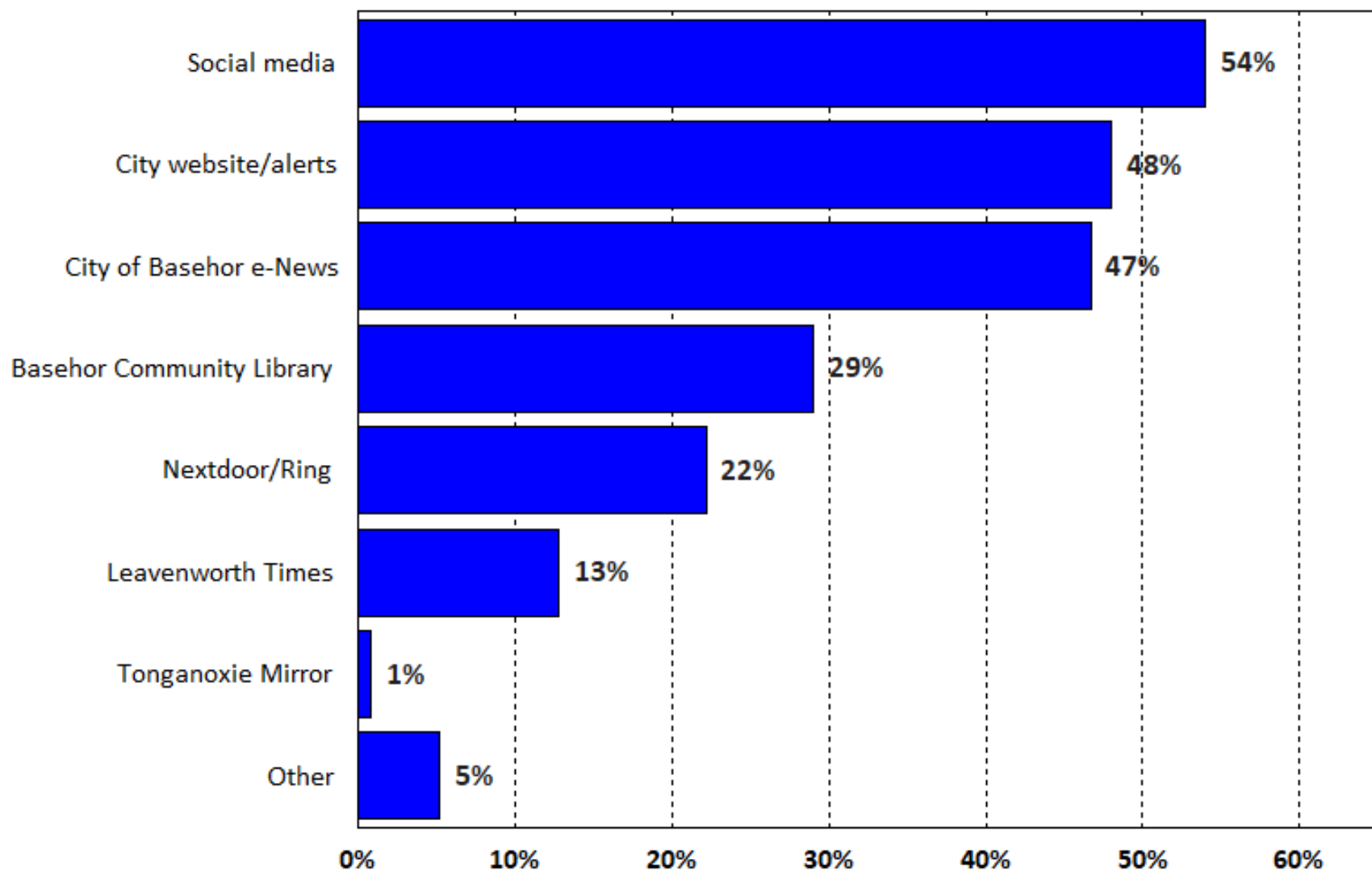
Q22. Level of Support of Approving a New Sales Tax to Fund a Higher Level of Service for Parks and Public Facilities Improvements

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
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Questions?

THANK YOU!!