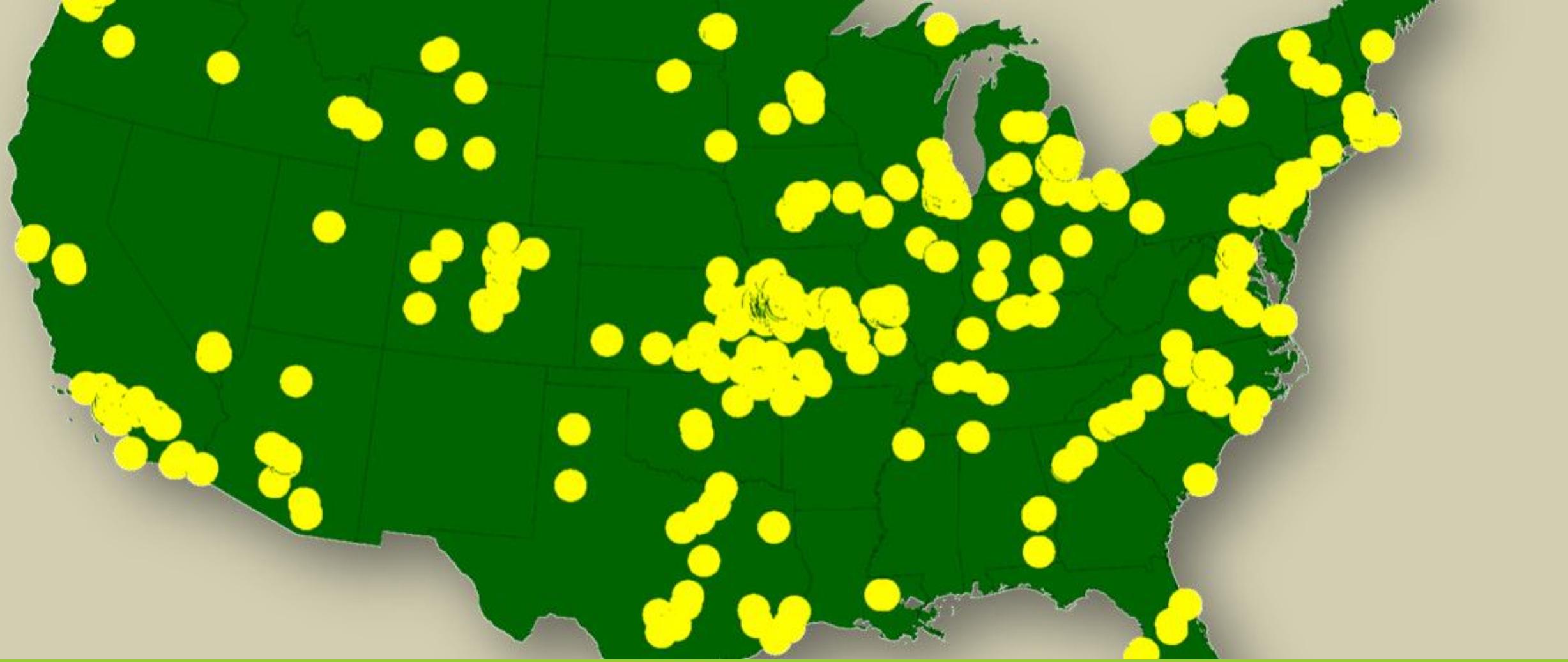


City of Roeland Park Community Survey

PRESENTED BY ETC INSTITUTE





A National Leader in Market Research for Local Governmental Organizations

More than 2,000,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states

Helping organizations make better decisions

Purpose

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

Methodology

Survey Description

- Fourth Community Survey conducted for the City by ETC Institute
- Included many of the same questions that were asked in previous years

Method of Administration

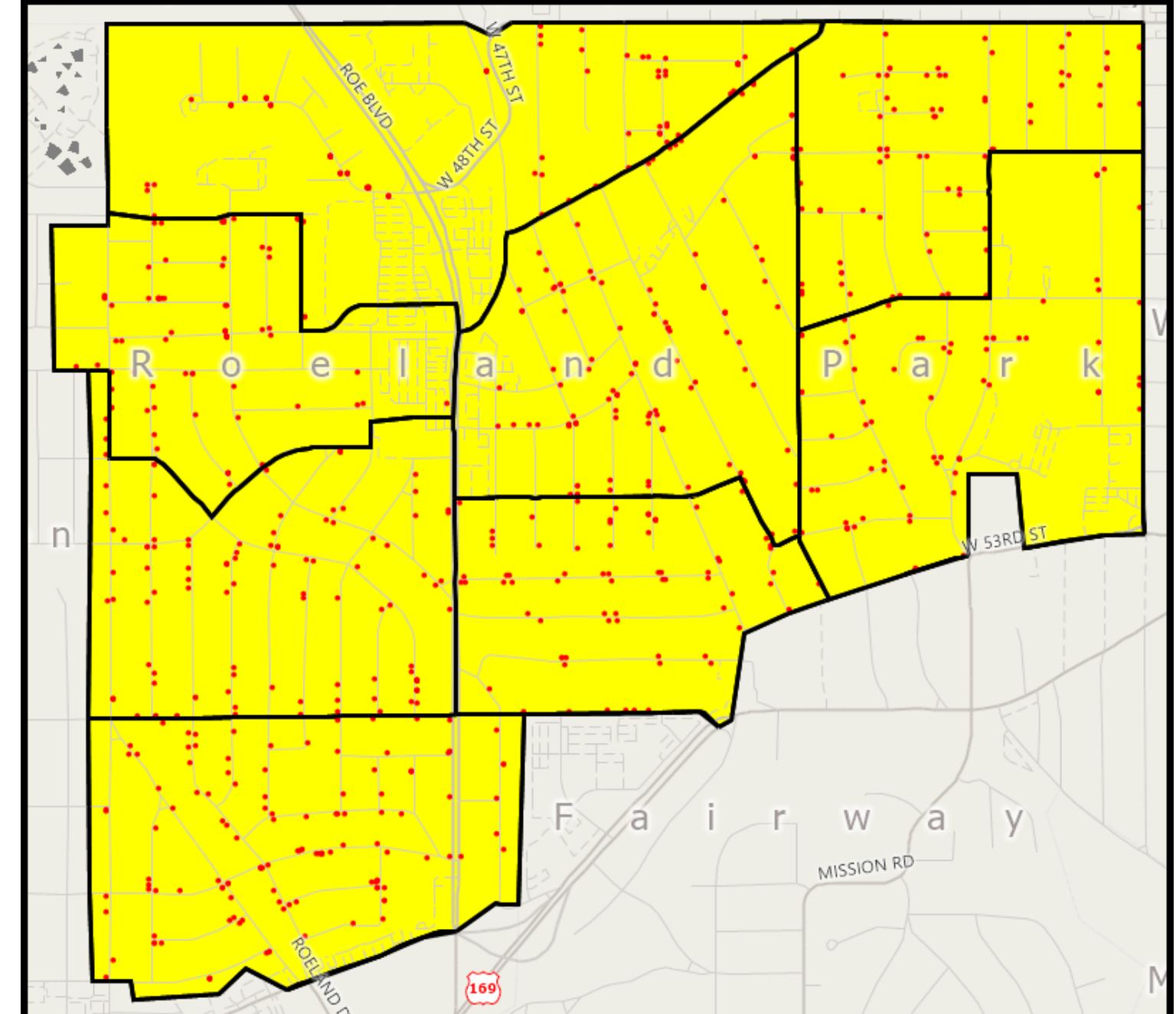
- By mail and online to all households in the City
- Each survey took approximately 15-20 minutes to complete

Sample Size

- **Goal:** 400 surveys
- **Actual:** 806 surveys
- **Margin of Error:** +/- 3.4% at the 95% level of confidence

Location of Survey Respondents

Good distribution throughout the City



2021 City of Roeland Park Community Survey

Bottom Line Up Front

Residents Have a Very Positive Perception of the City

- 98% rated Roeland park as an excellent or good place to live
- 93% rated Roeland Park as an excellent or good place to raise children

The City Continues to Move in the Right Direction

- Satisfaction remained the same or improved in 49 of the 79 areas that were assessed
- Overall Satisfaction Index increased 1.6 points from 2019 and 8.8 points from 2008

Bottom Line Up Front

Satisfaction with City Services is Much Higher in Roeland Park Than Other Communities

- The City rated 29% above the U.S. average and 16% above the KC Metro average in the overall quality of City Services
- The City rated the same or above the U.S. average in ALL 49 areas assessed
- The City rated the same or above the KC Metro average in 47 of the 49 areas assessed

Overall Priority for Improvement

- Overall maintenance of City streets, buildings, and facilities

Perceptions

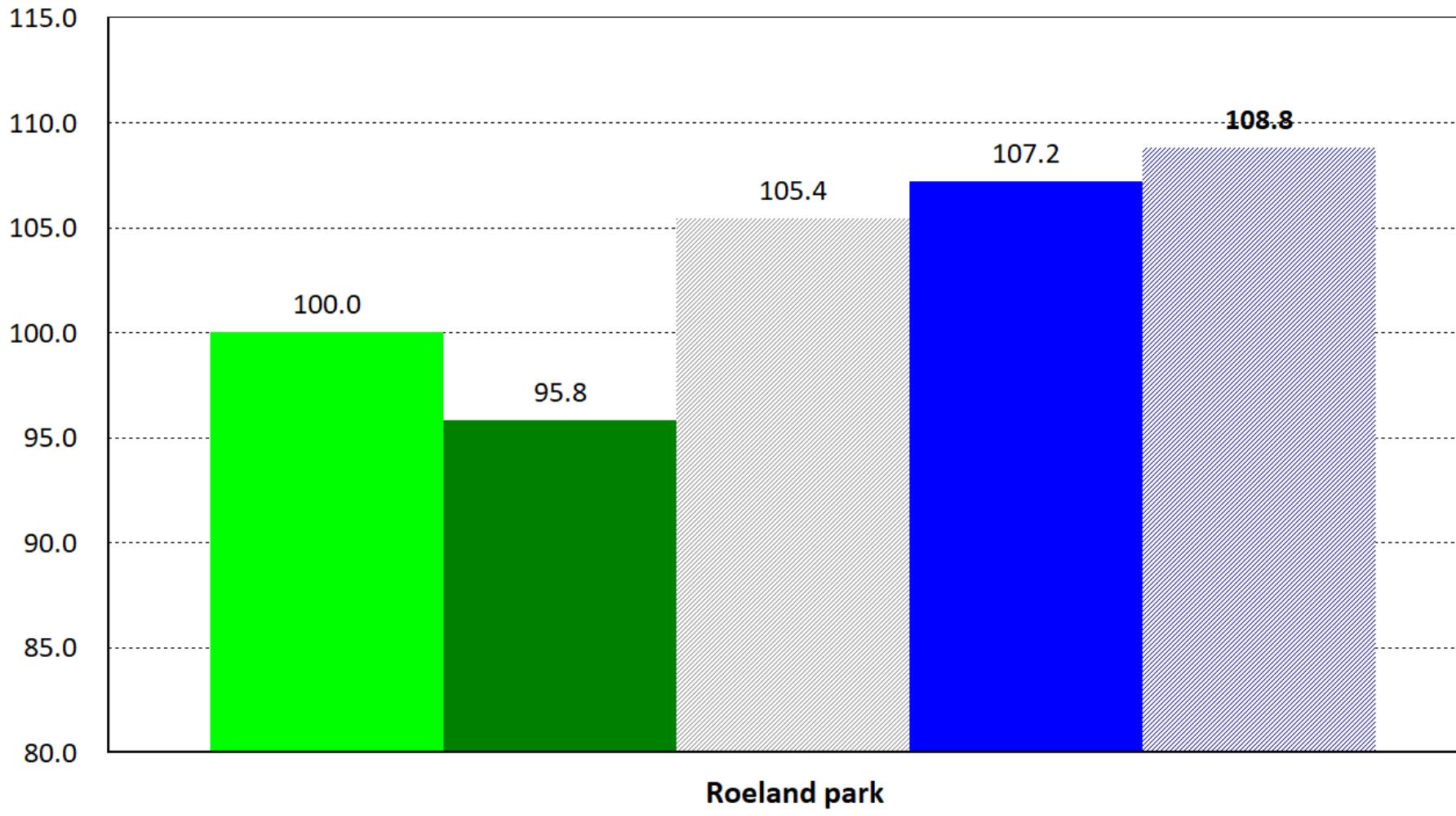
THE CITY CONTINUES TO SHOW IMPROVEMENTS IN KEY AREAS

Overall Satisfaction Index

2008 - 2021

Derived from the mean overall satisfaction rating provided by residents

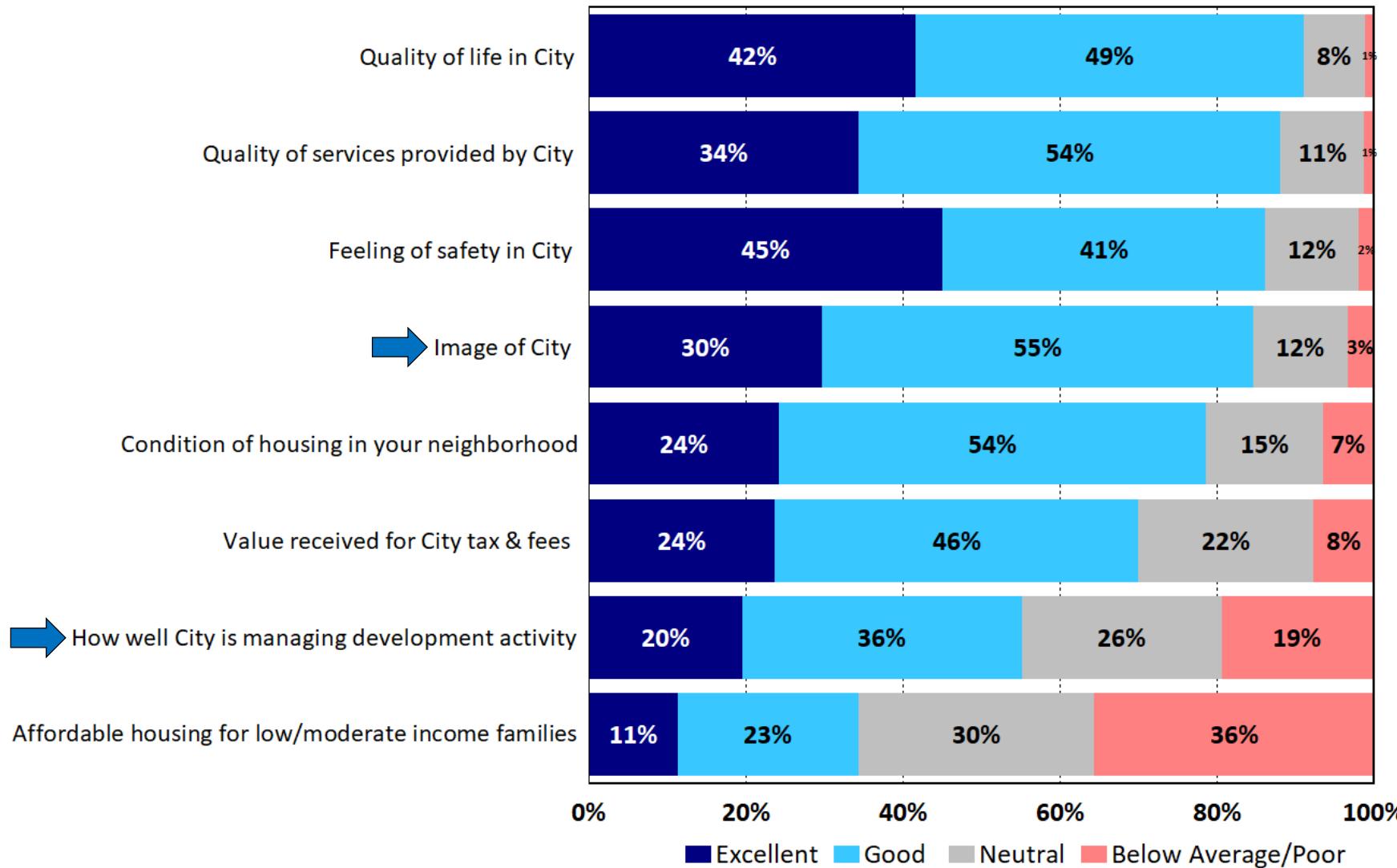
Year 2008=100



The Overall Satisfaction Index is 1.6 Points Higher than 2019 and 8.8 Points Higher than 2008

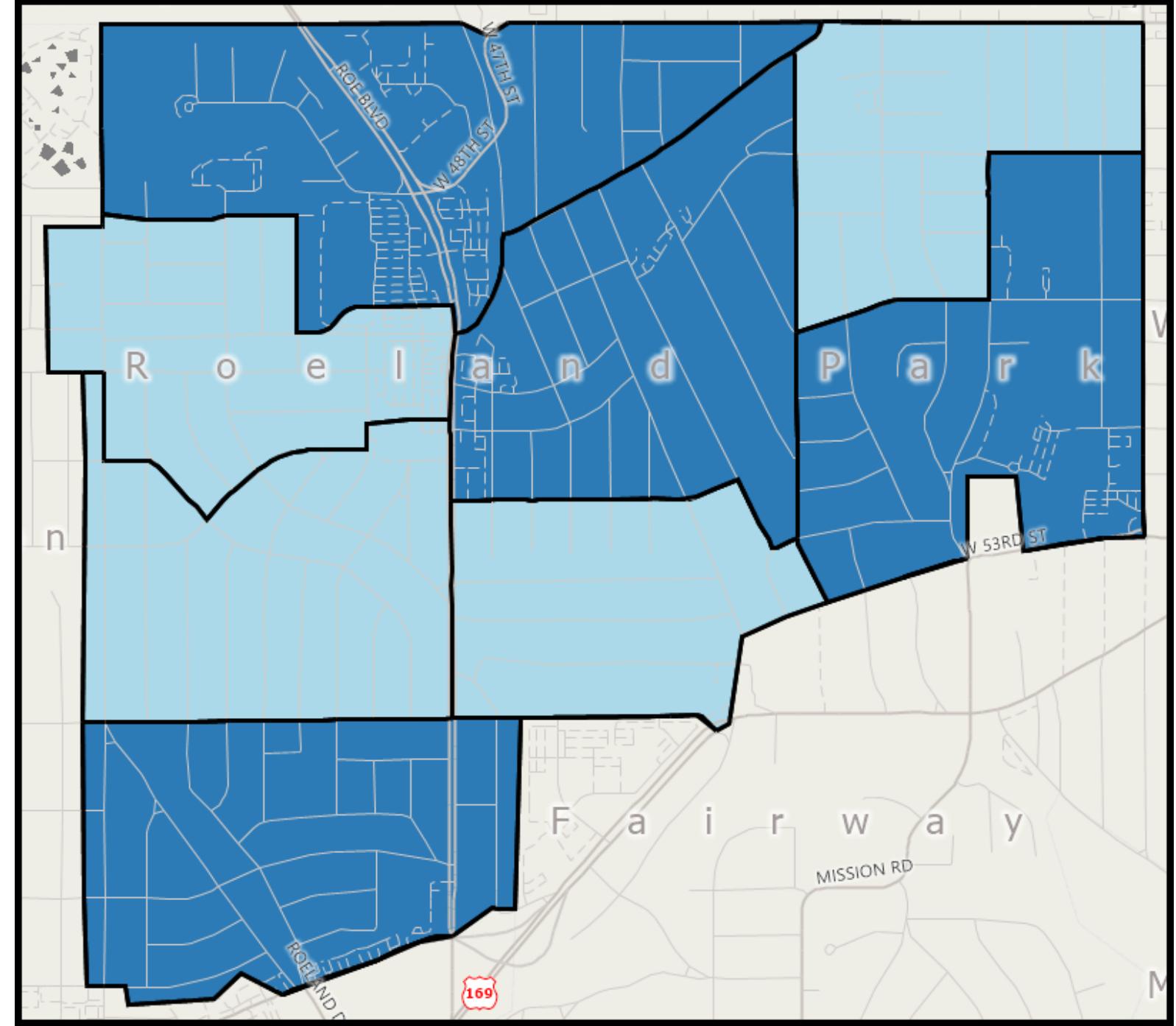
Q4. Rating Items that Influence your Perception of the City of Roeland Park

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



Overall Quality of Services Provided by the City

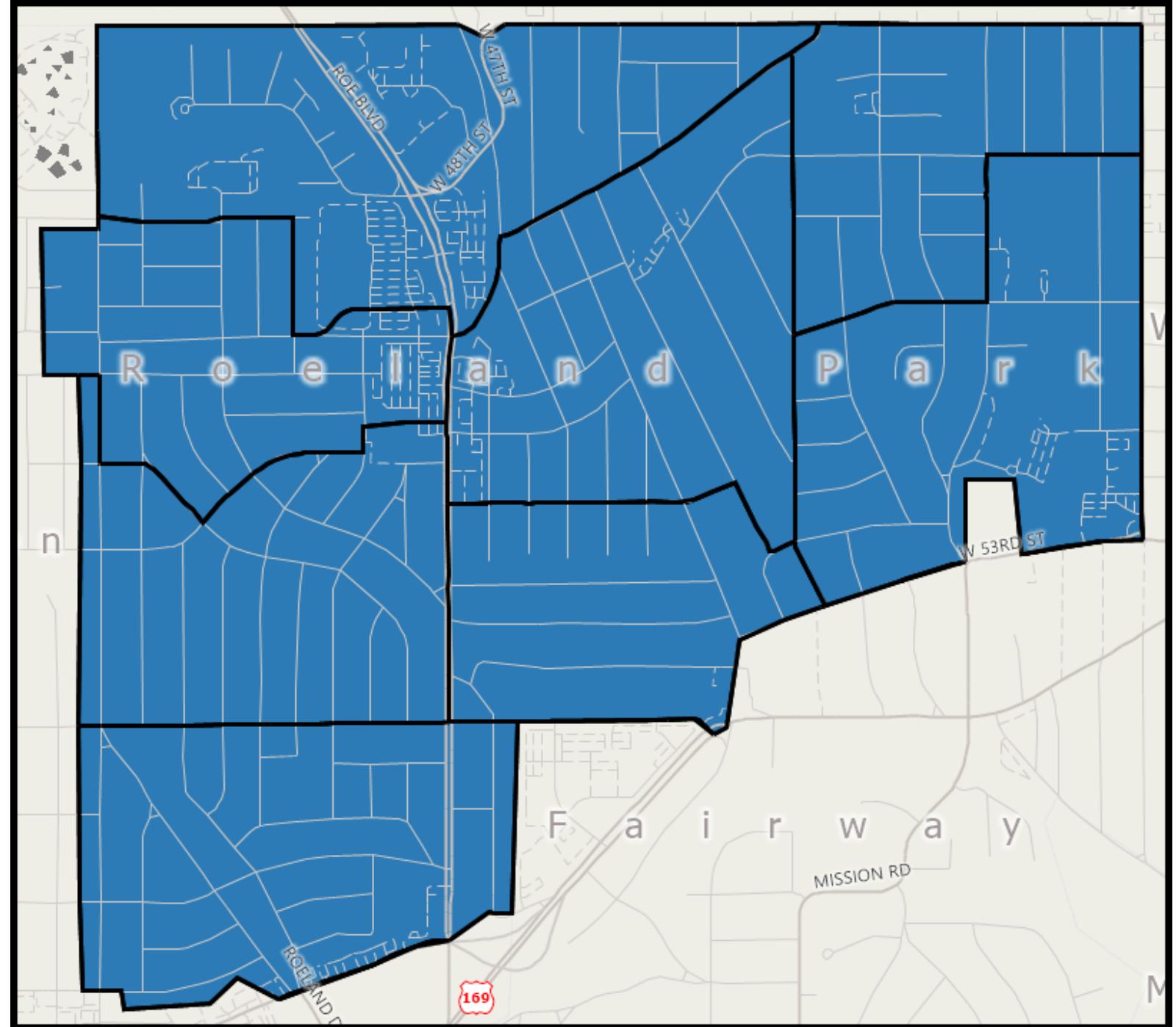
The City is equitably providing services to all residents in the City



Overall Quality of Life in the City

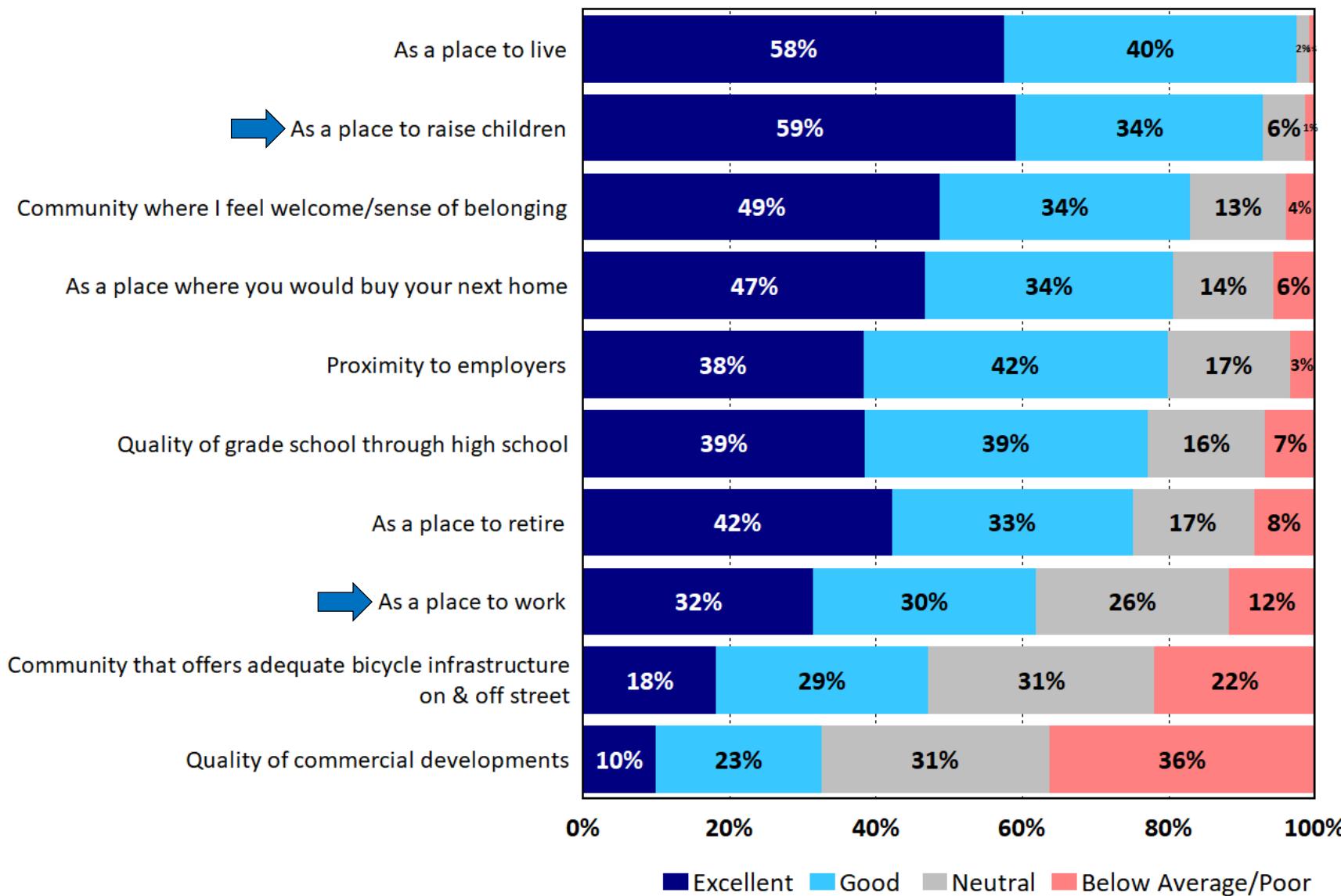
All areas of the map are in blue

Any areas of yellow, orange, or red
should receive additional focus.



Q3. Rating the Quality of Life in Roeland Park

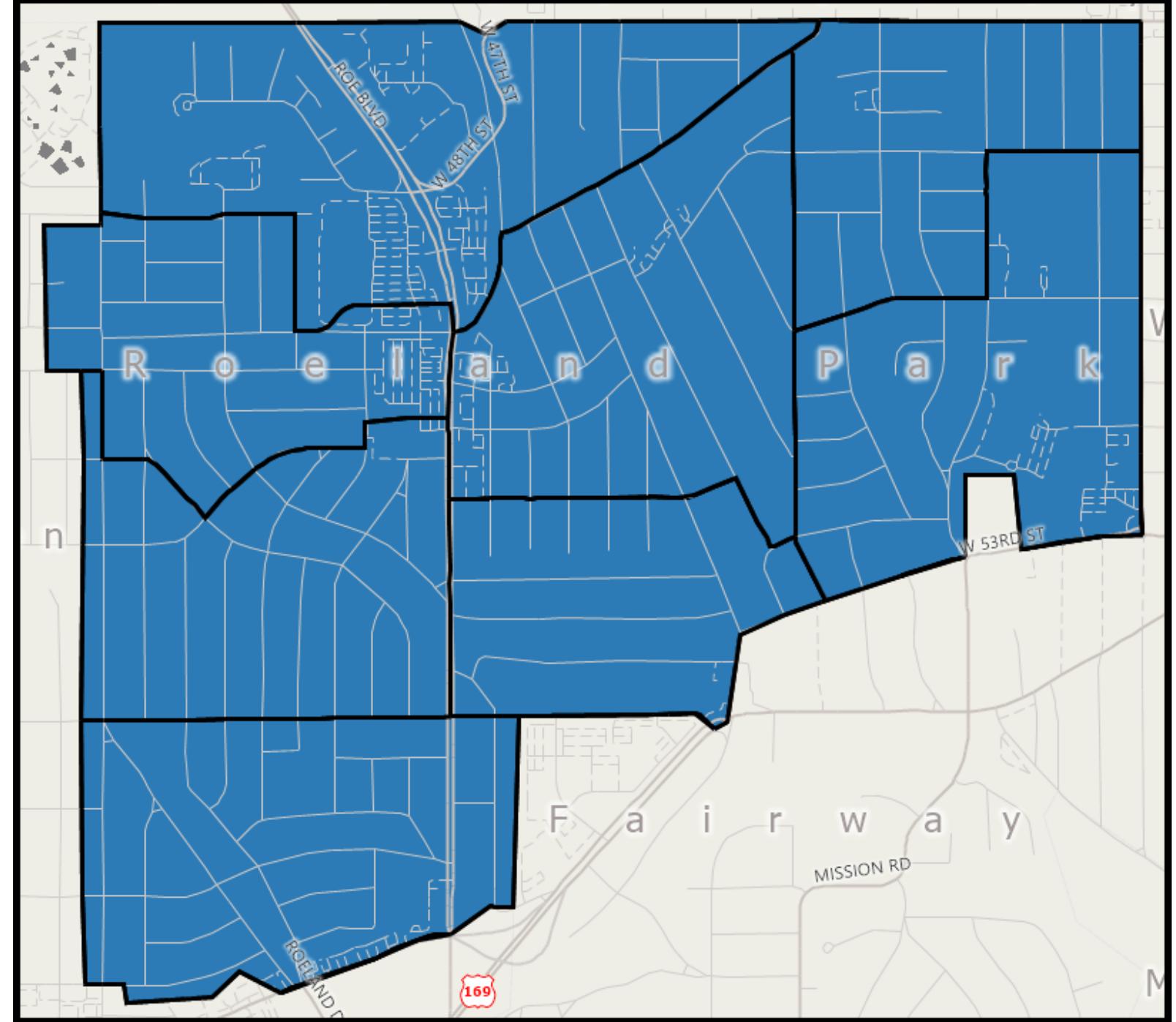
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



As a Place to Raise Children

All areas of the map are in blue

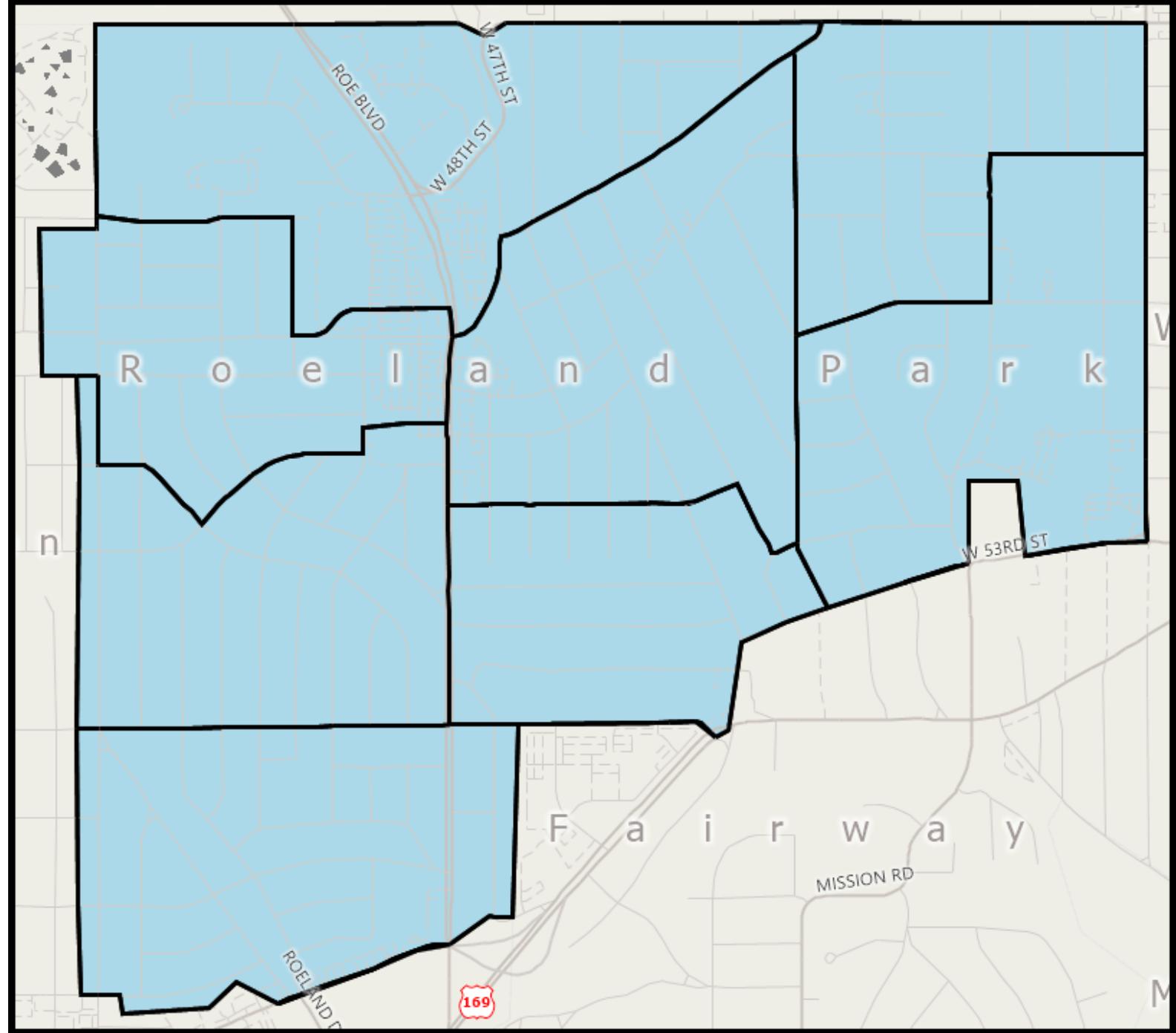
Any areas of yellow, orange, or red
should receive additional focus.



As a Place to Work

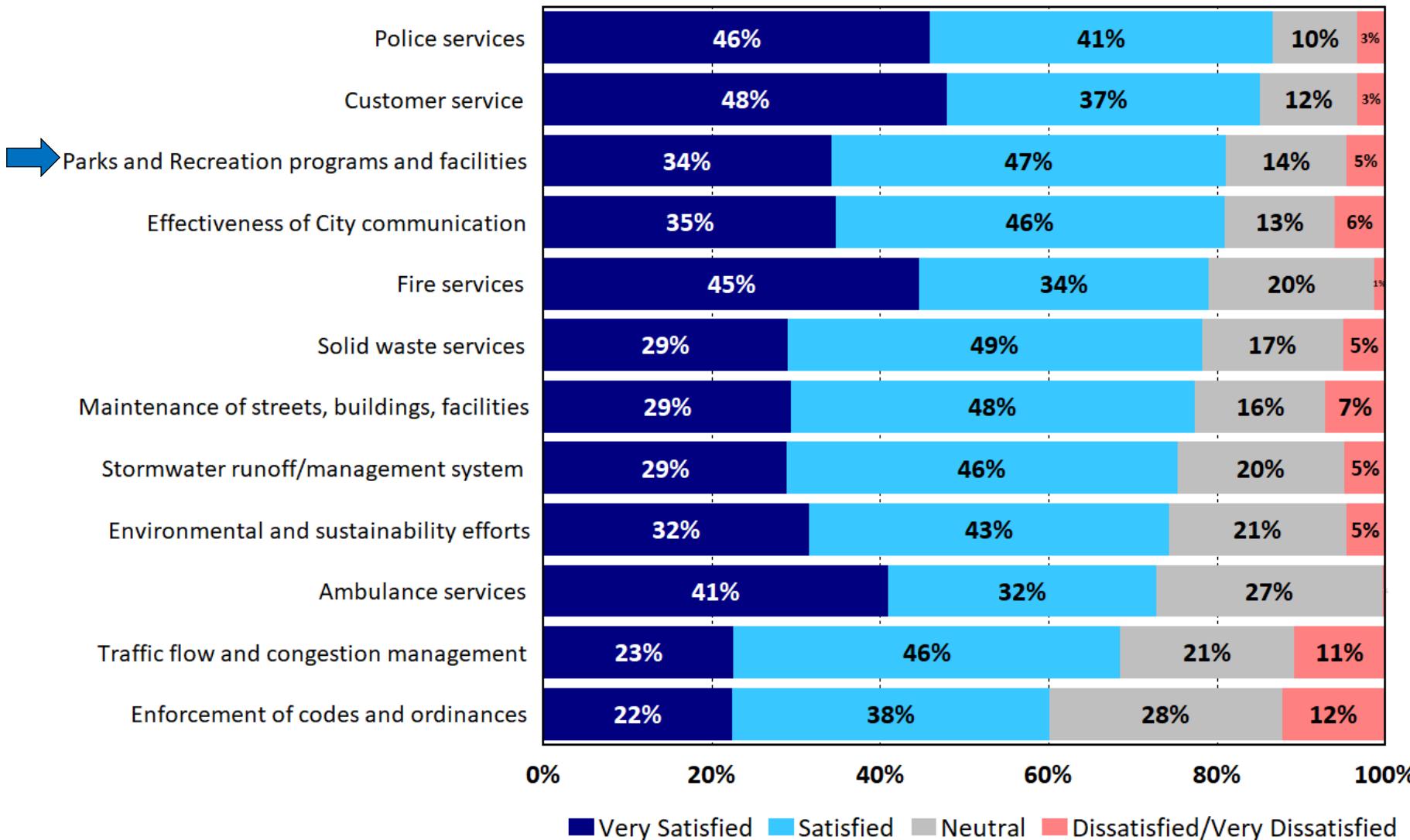
All areas of the map are in blue

Any areas of yellow, orange, or red
should receive additional focus.



Q1. Overall Satisfaction with Major Categories of City Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

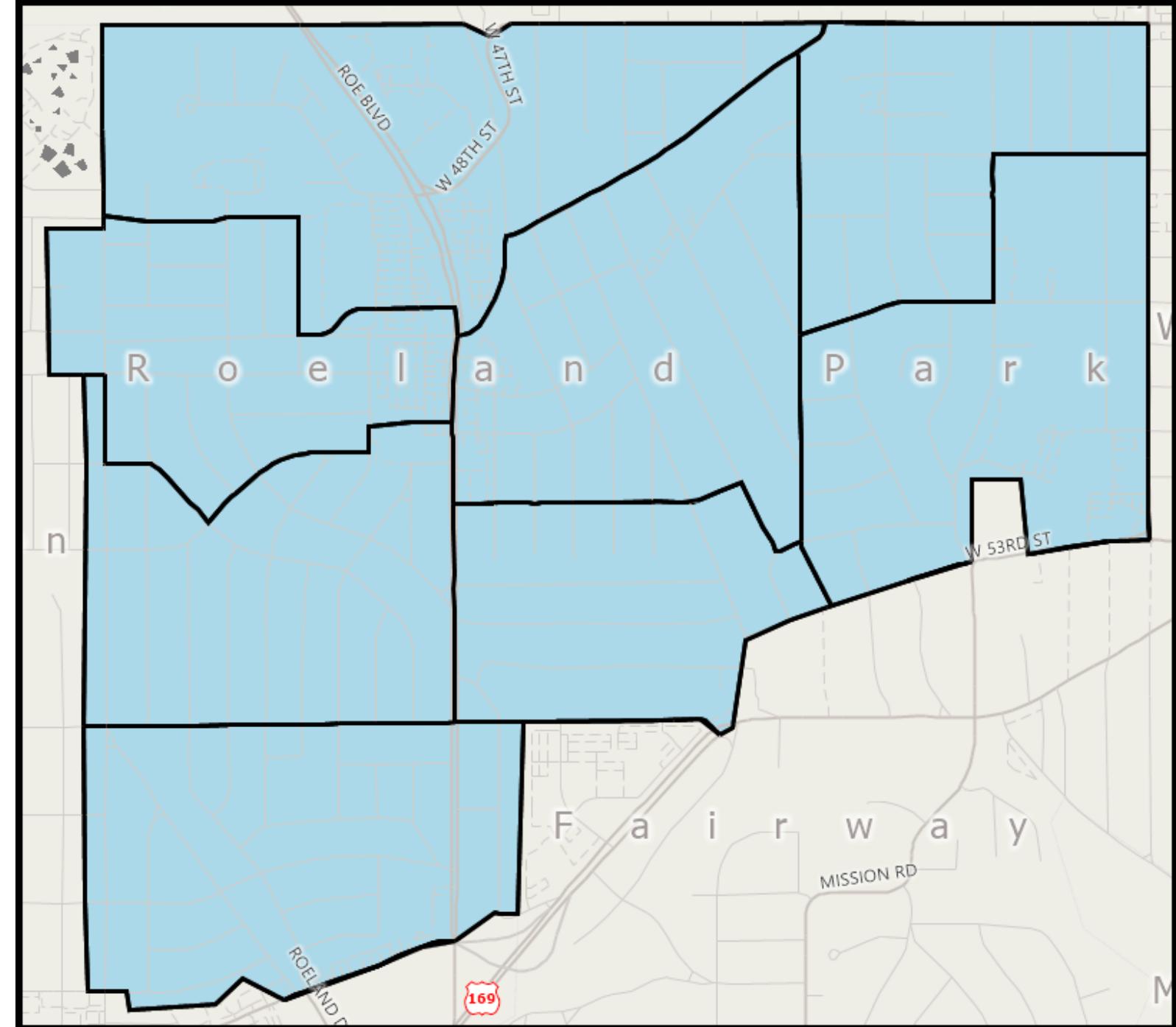


Overall Maintenance of City Streets, Buildings, and Facilities

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

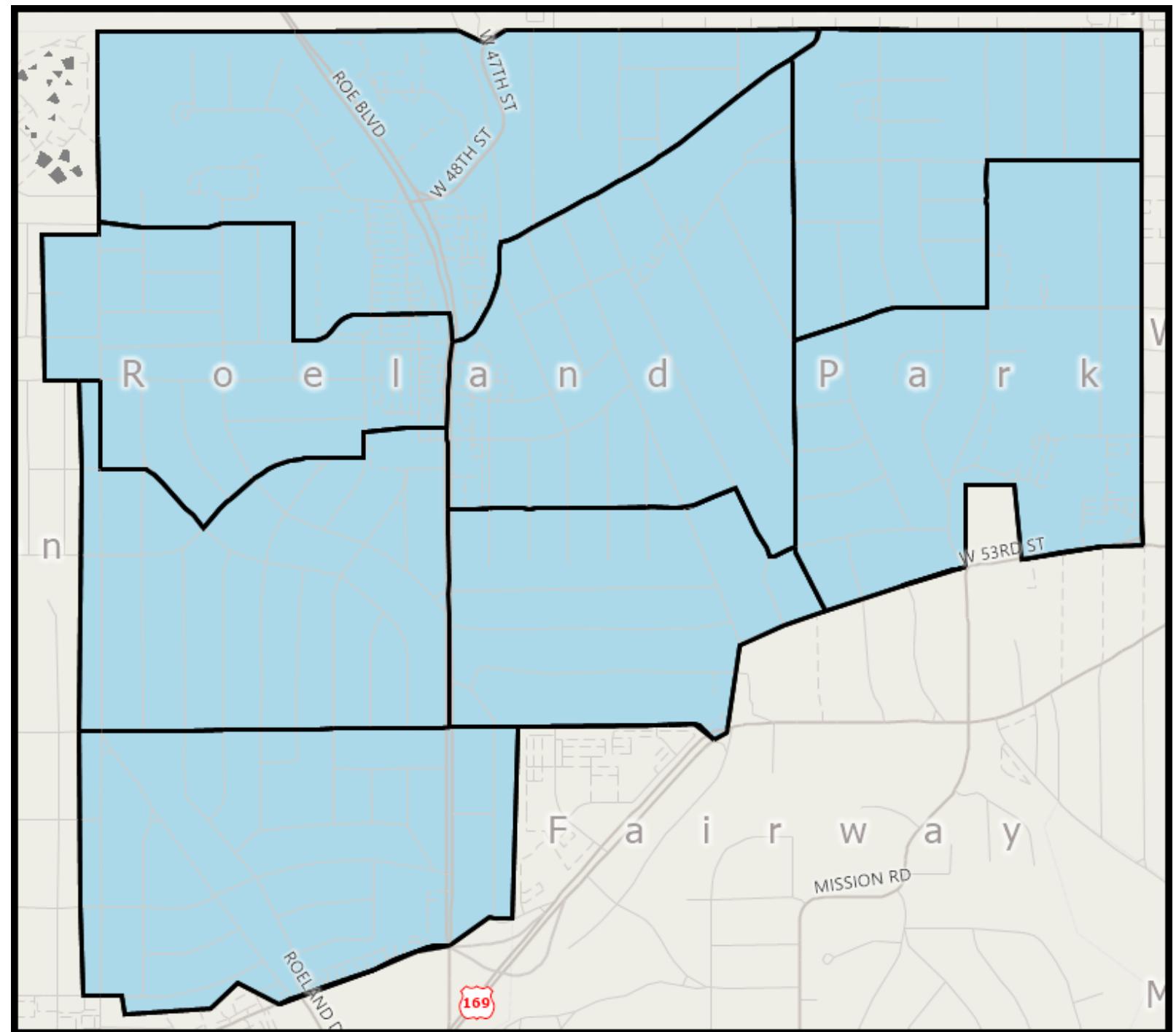


Overall Quality of the City's Environmental and Sustainability Efforts

This item was determined to be the 2nd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction

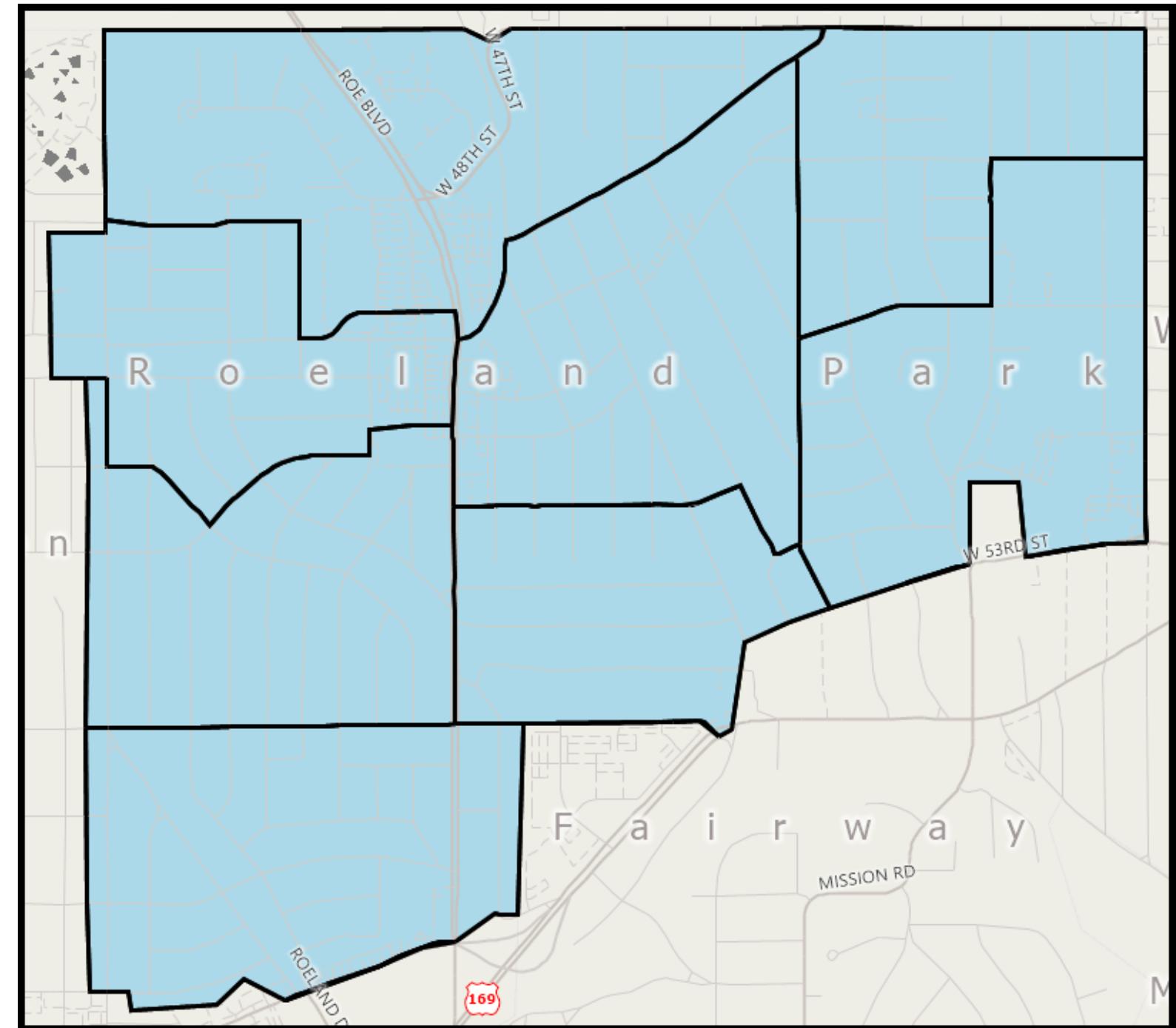


Overall Quality of Traffic Flow and Congestion Management

This item was determined to be the 3rd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction



Benchmarks

ROELAND PARK IS SETTING THE STANDARD FOR SERVICE DELIVERY

Performance Range Benchmarking

Based on results from 27 communities in the Kansas City Metropolitan Area between January 2018 and July 2021.

Charts show the highest, lowest, and mean levels of satisfaction for all 27 communities

Mean rating shown as vertical line, indicates average level of satisfaction for the Metro

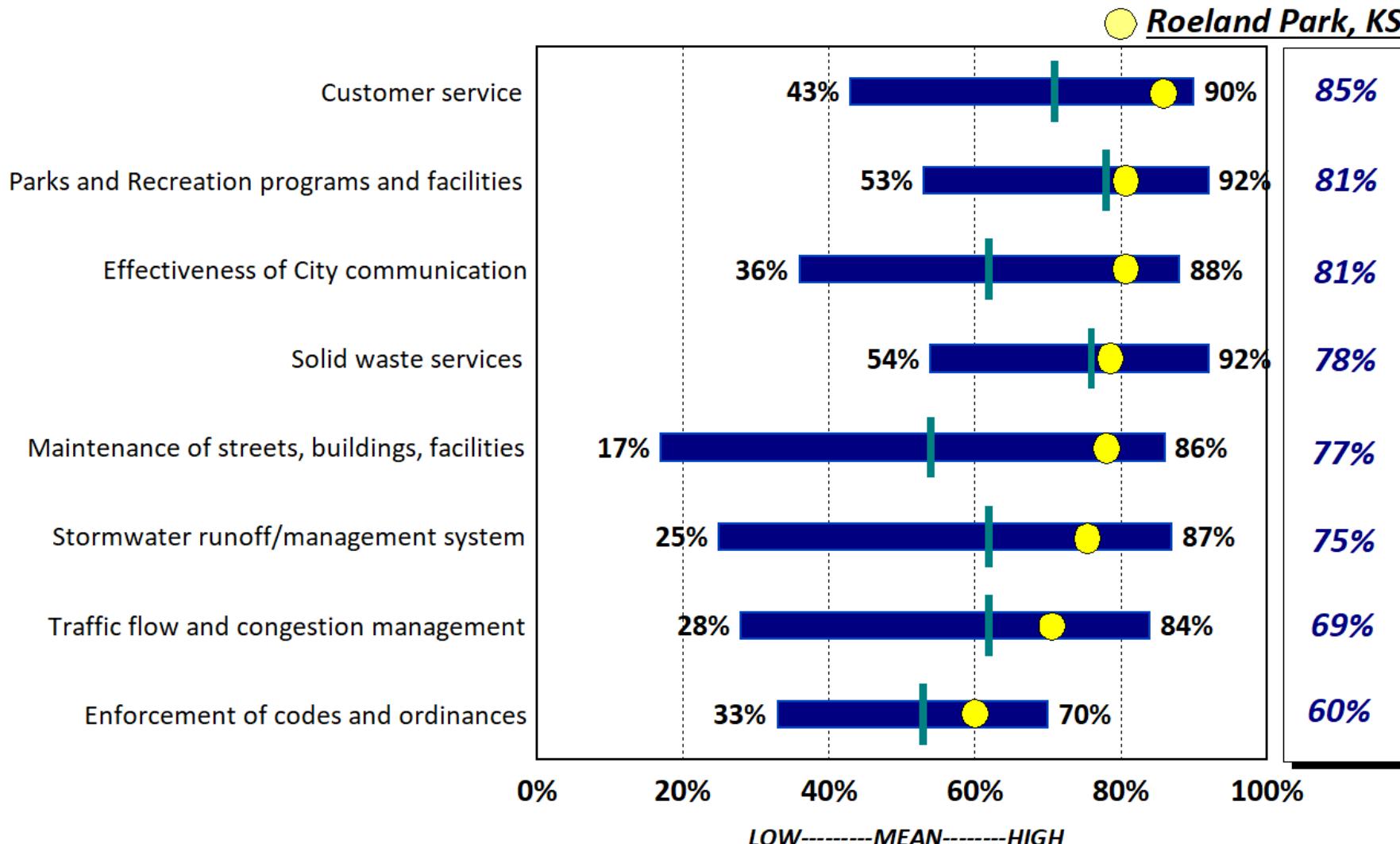
Ratings for Roeland Park are listed to the right of each chart and represented by the yellow dot

The City rated the same or above the KC Metro average in all but three areas:

- Residential bulky item pickup services
- Parks and recreation programs and facilities
- Quality of community center

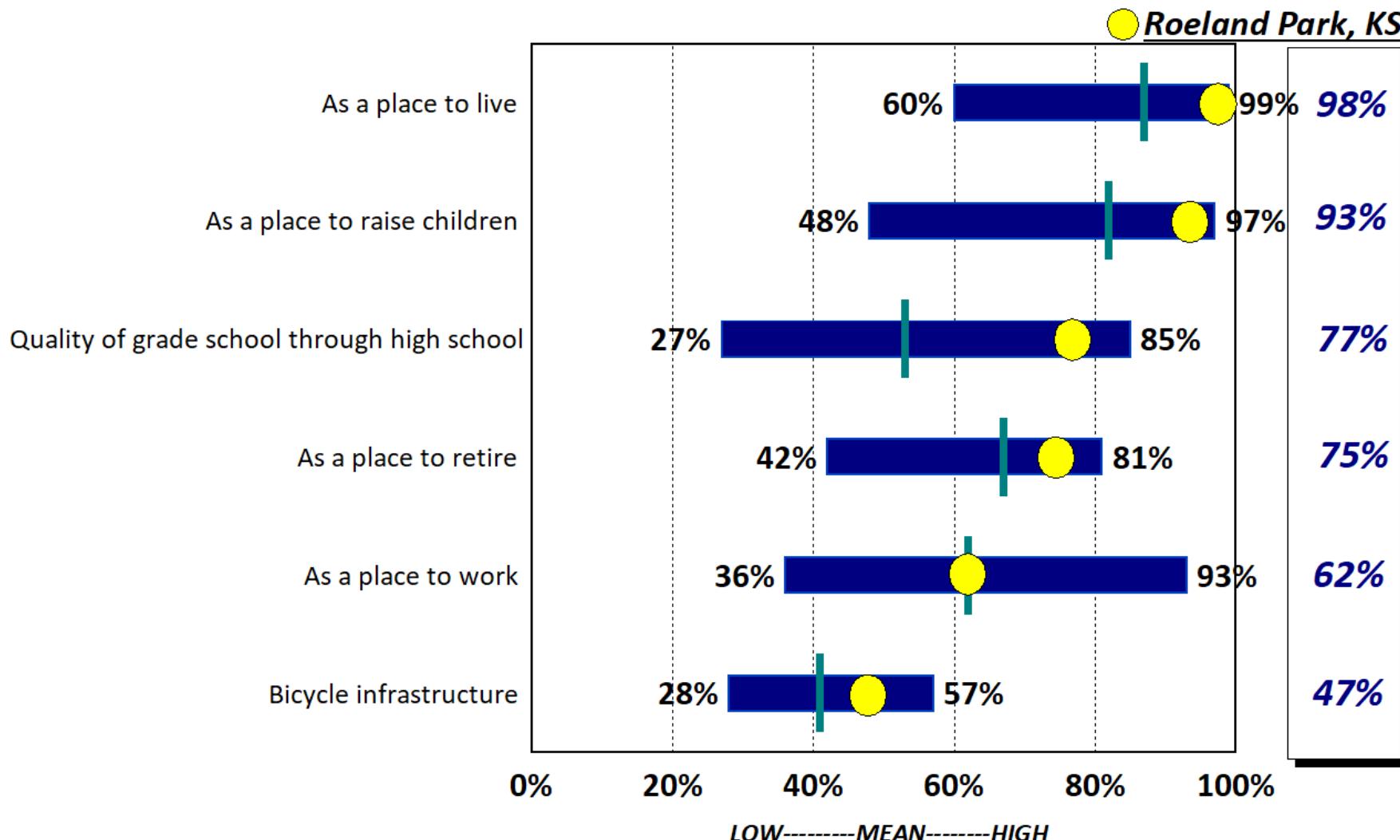
Overall Satisfaction with Major Categories of City Services Provided by Cities in the Kansas City Area - 2021

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



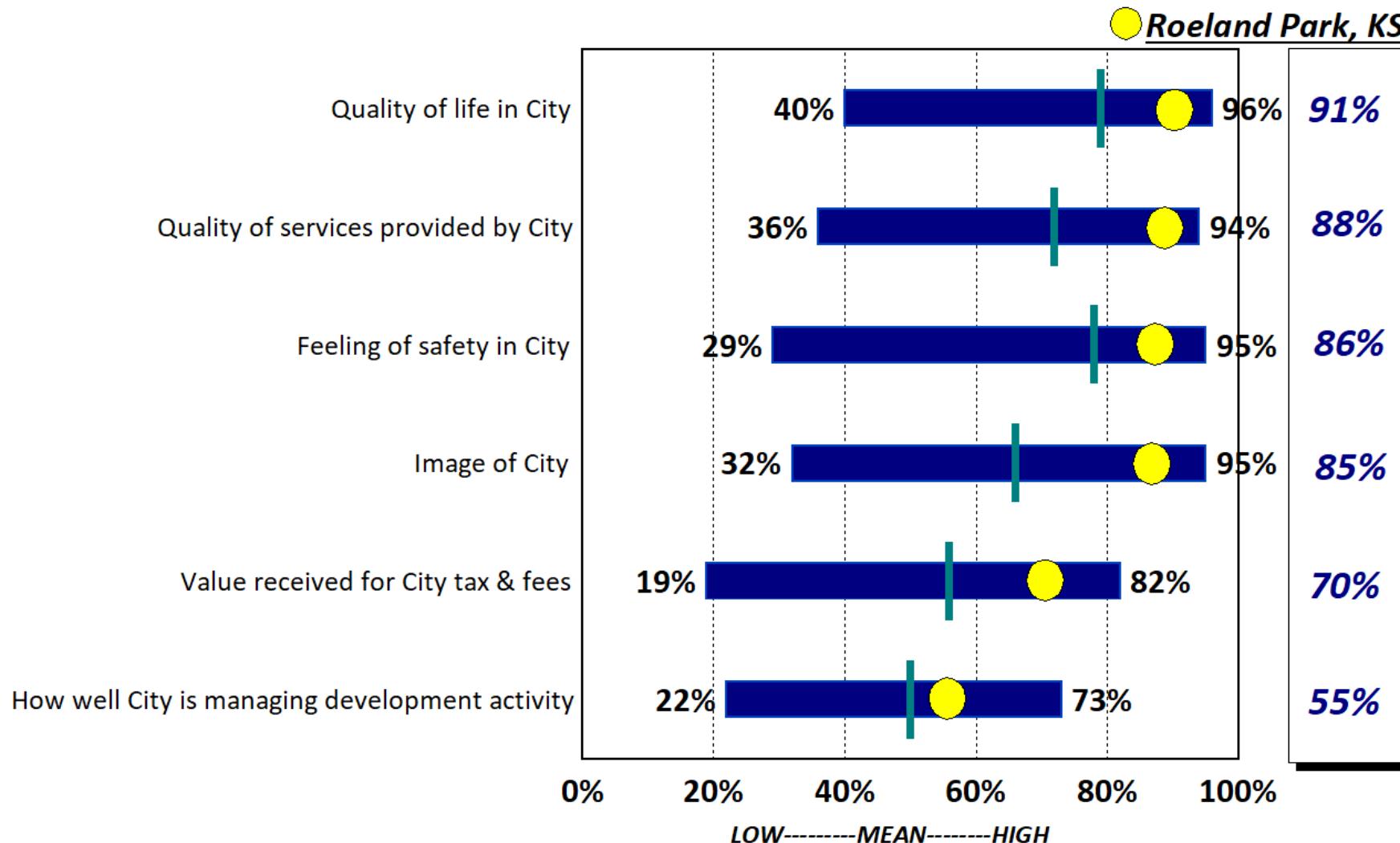
Ratings That Kansas City Area Residents Have of the City in Which They Live - 2021

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



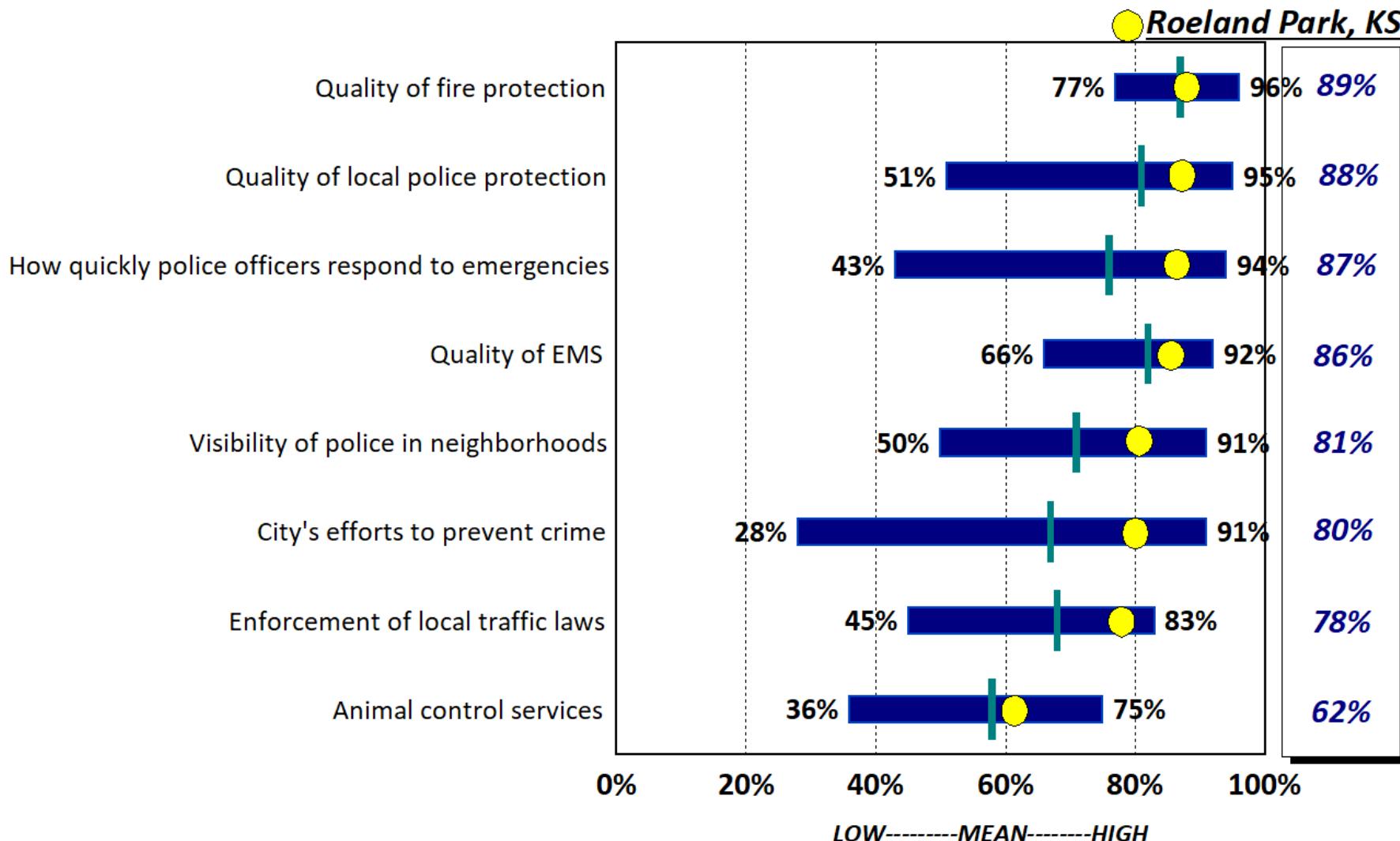
Perceptions that Kansas City Area Residents Have of the City in Which They Live - 2021

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



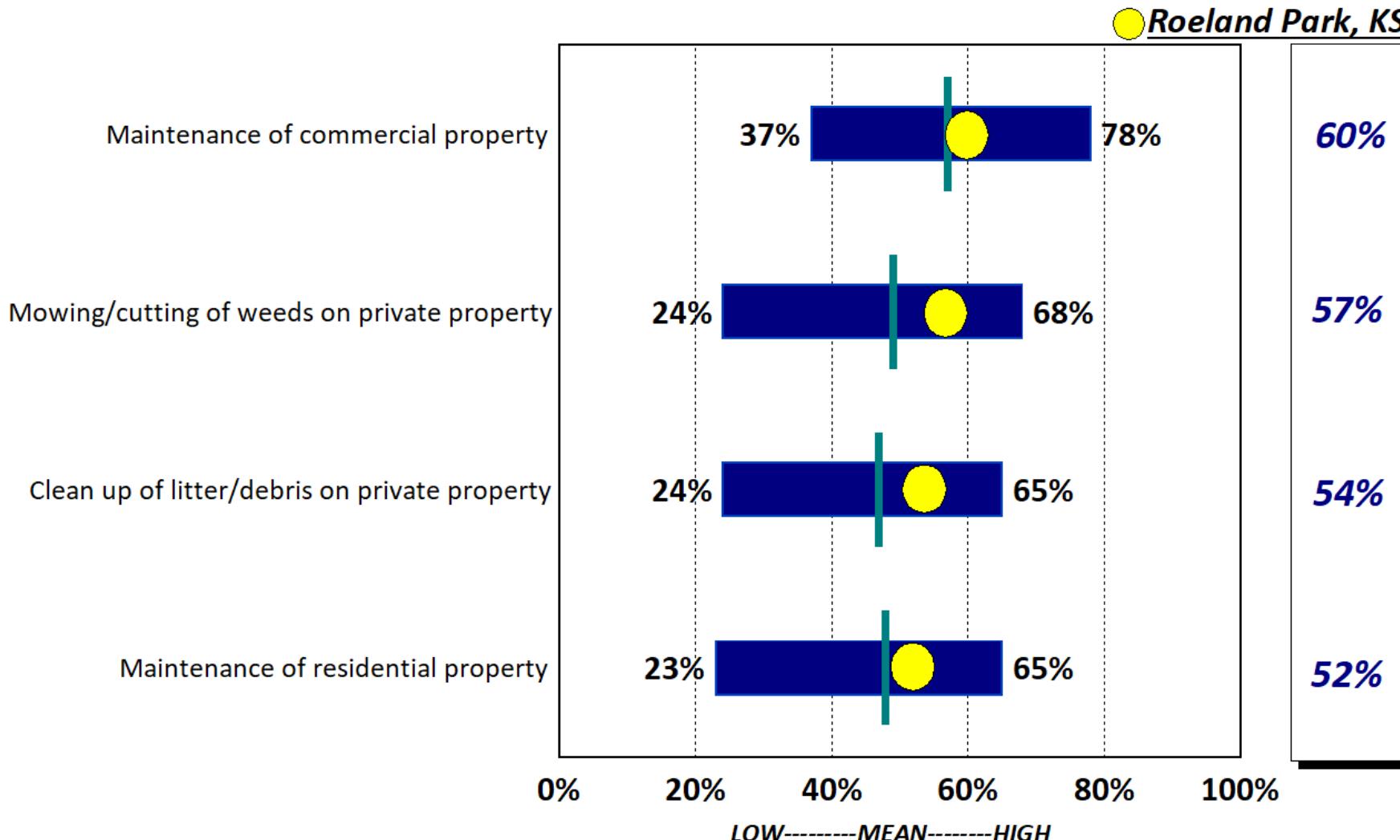
Satisfaction with Public Safety Services Provided by Cities in the Kansas City Area - 2021

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



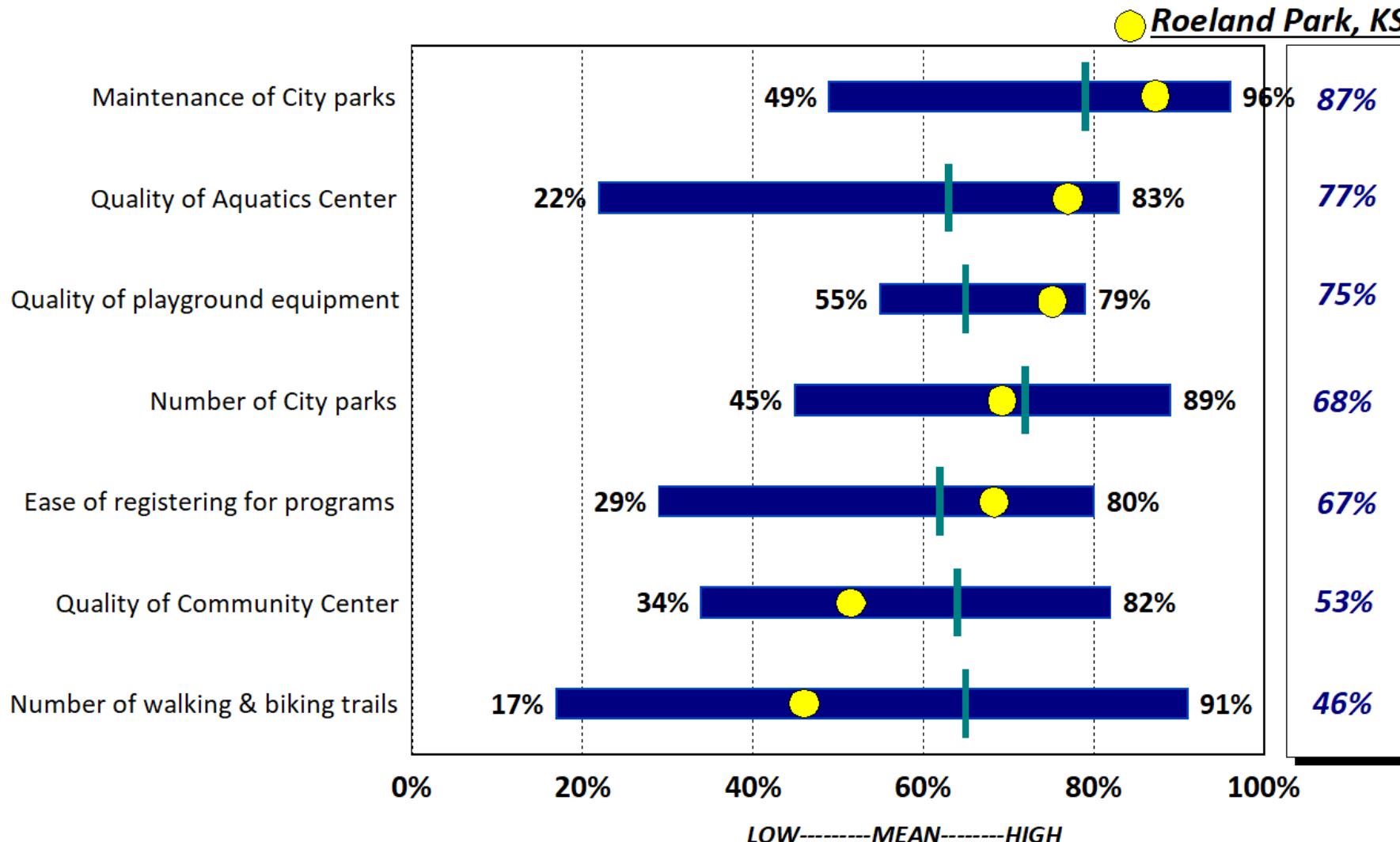
Satisfaction with Code Enforcement Services Provided by Cities in the Kansas City Area - 2021

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



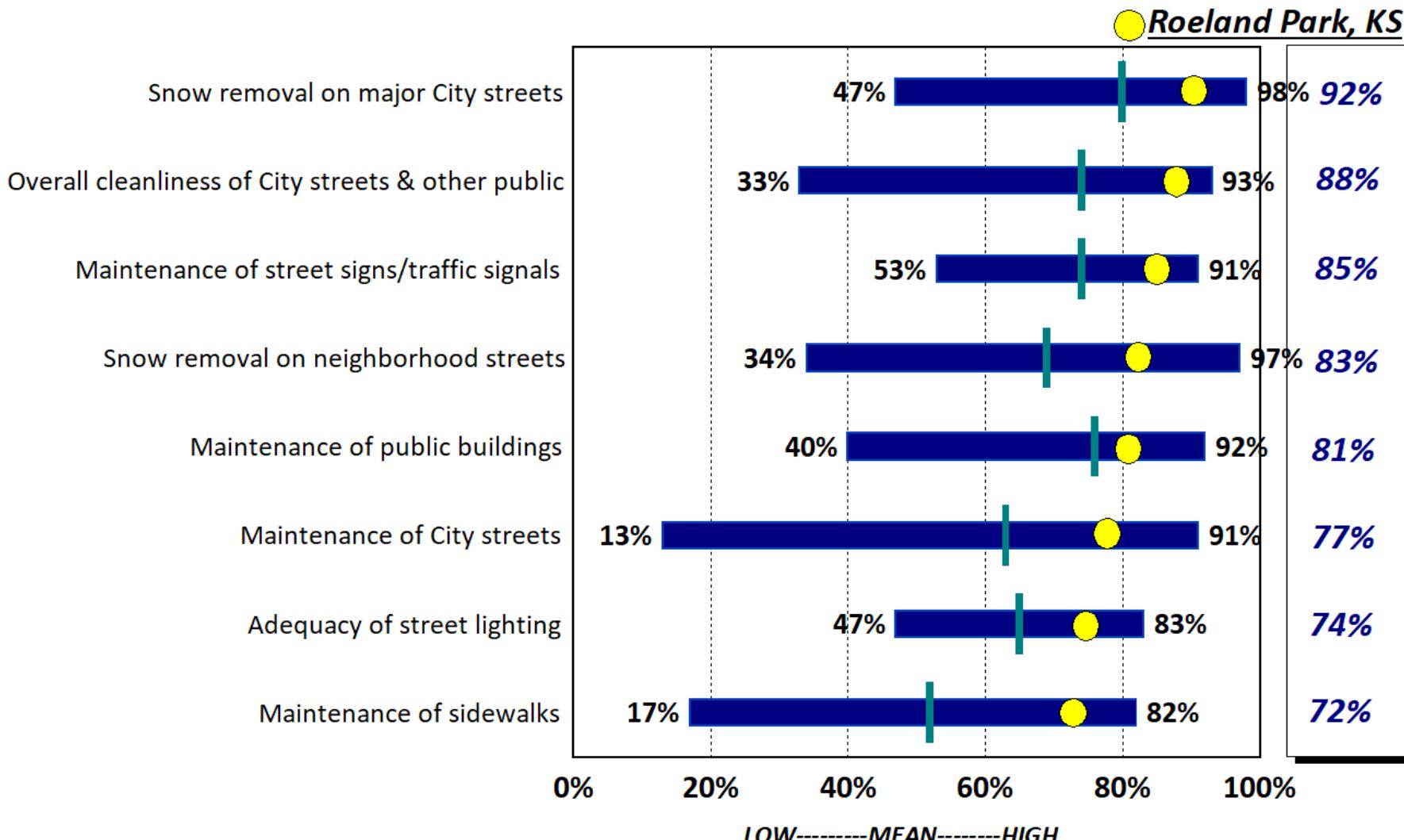
Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas City Area - 2021

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



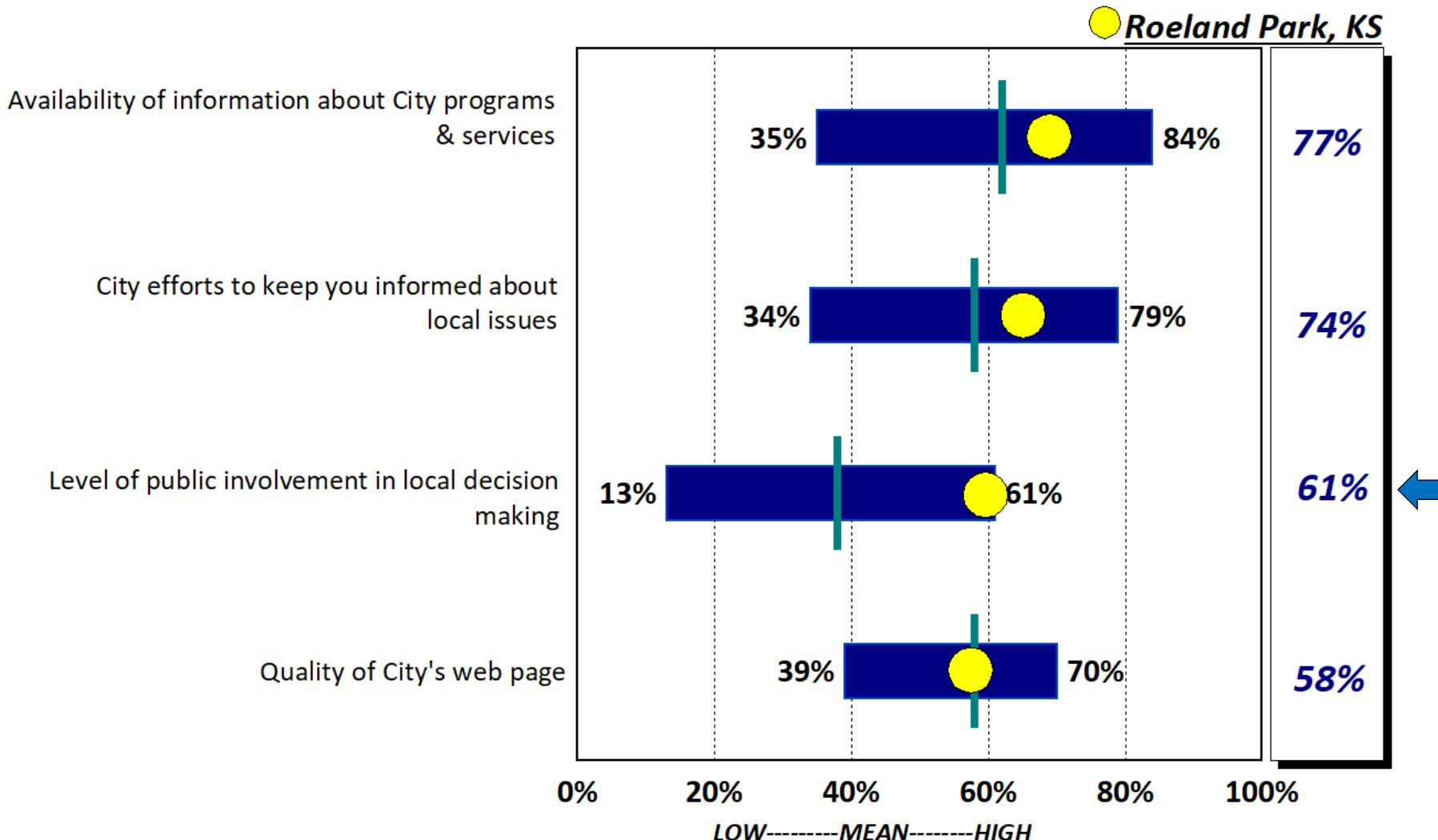
Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area - 2021

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



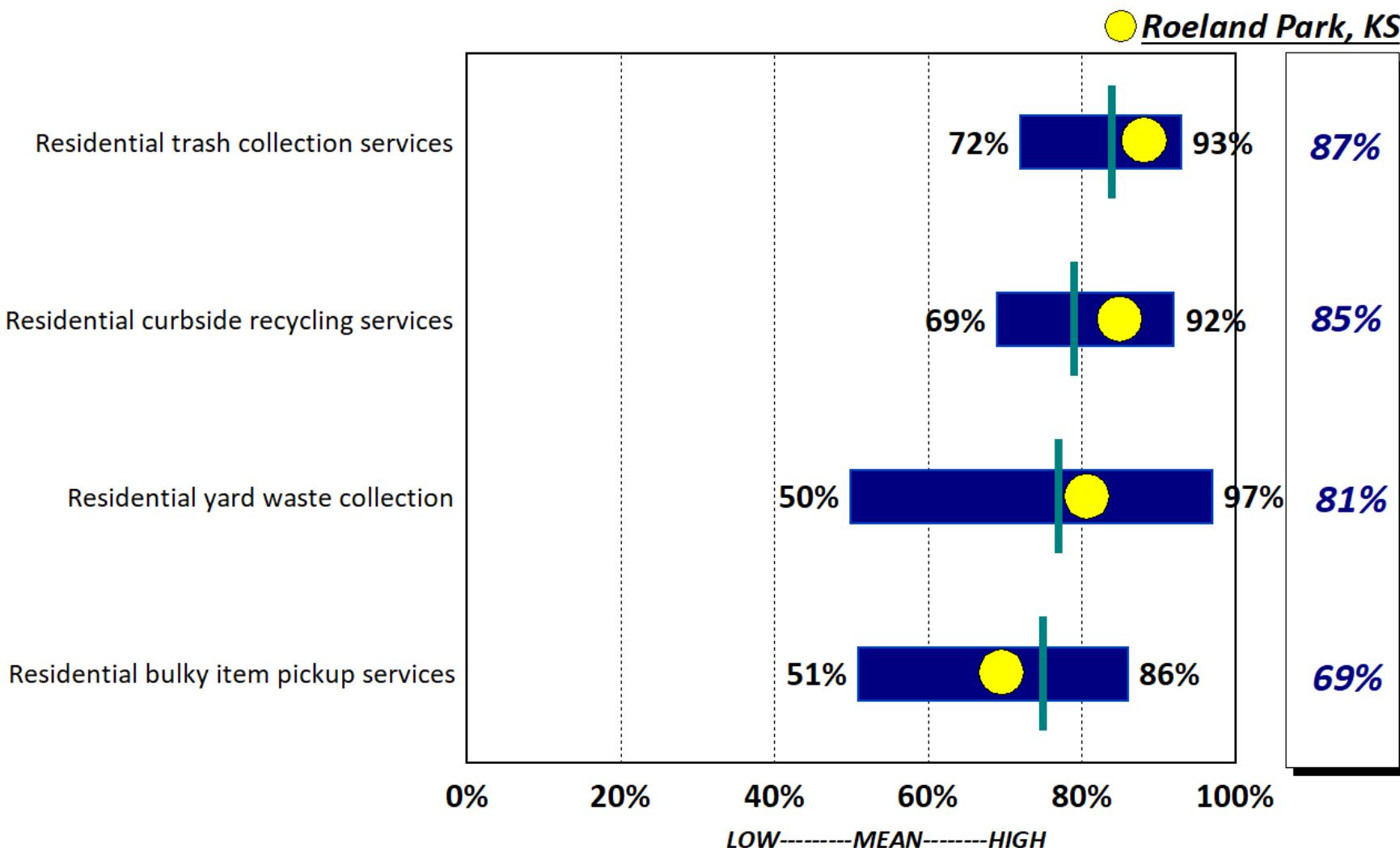
Satisfaction with Communication Services Provided by Cities in the Kansas City Area - 2021

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



Satisfaction With Trash Issues in Cities in the Kansas City Area 2021

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



Priorities for Investment

2021 Importance-Satisfaction Rating

Roeland Park, Kansas

Major Categories of City Services

Category of Service	Most Important %	Most Important		Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
Maintenance of City streets, buildings, and facilities	48%	1	77%	7	0.1085	1	
Environmental and sustainability efforts	34%	3	74%	9	0.0876	2	
Traffic flow and congestion management	27%	4	69%	11	0.0841	3	
Enforcement of codes and ordinances	20%	6	60%	12	0.0778	4	
Parks and Recreation programs and facilities	35%	2	81%	3	0.0663	5	
Stormwater runoff/management system	15%	7	75%	8	0.0373	6	
Police services	20%	5	87%	1	0.0271	7	
Effectiveness of City communication	13%	8	81%	4	0.0249	8	
Solid waste services	10%	9	78%	6	0.0213	9	
Ambulance services	3%	12	73%	10	0.0071	10	
Customer service	4%	10	85%	2	0.0061	11	
Fire services	3%	11	79%	5	0.0059	12	

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2021 Importance-Satisfaction Rating

Roeland Park, Kansas

Public Safety

Category of Service	Most Important %	Most Important		Satisfaction %	Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Most Important	Rank				
City's efforts to prevent crime	42%	4	80%	6	0.0838	1	
Adequacy of City street lighting	31%	8	75%	8	0.0794	2	
Animal control services	15%	9	62%	9	0.0553	3	
Visibility of police in neighborhoods	28%	5	81%	5	0.0534	4	
Enforcement of local traffic laws	18%	7	78%	7	0.0394	5	
Quality of local police protection	21%	1	88%	2	0.0247	6	
Quality of EMS	10%	6	86%	4	0.0148	7	
How quickly police officers respond to emergencies	12%	3	87%	3	0.0147	8	
Quality of fire protection	7%	2	89%	1	0.0076	9	

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2021 Importance-Satisfaction Rating

Roeland Park, Kansas

Enforcement of Codes and Ordinances

Category of Service	Most Important %	Most Important		Satisfaction %	Rank	Importance-Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
Clean up of litter/debris on private property	37%	1	54%	3	0.1701	1	
Maintenance of residential property	25%	2	52%	4	0.1225	2	
Mowing/cutting of weeds on private property	23%	4	57%	2	0.0977	3	
Snow removal from sidewalks	18%	5	48%	5	0.0948	4	
Maintenance of commercial property	24%	3	60%	1	0.0947	5	

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2021 Importance-Satisfaction Rating

Roeland Park, Kansas

Parks and Recreation

Category of Service	Most Important %	Most Important		Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
Number of walking & biking trails	37%	1	46%	12	0.1999	1	
Quality of Community Center	19%	3	53%	11	0.0899	2	
City-sponsored special events	18%	4	61%	10	0.0708	3	
Quality of art in public places	14%	8	62%	9	0.0527	4	
Number of City parks	14%	7	68%	6	0.0449	5	
Quality of playground equipment	15%	6	75%	4	0.0377	6	
Fees charged for memberships, recreation programs & facility rentals	10%	10	62%	8	0.0374	7	
Maintenance of City parks	25%	2	87%	1	0.0321	8	
Quality of Aquatics Center	12%	9	77%	3	0.0285	9	
How close neighborhood parks are to home	9%	11	73%	5	0.0234	10	
Overall appearance of City parks	17%	5	87%	2	0.0222	11	
Ease of registering for programs	5%	12	67%	7	0.0174	12	

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2021 Importance-Satisfaction Rating

Roeland Park, Kansas

City Maintenance

Category of Service	Most Important %	Most Important		Satisfaction %	Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
Maintenance of sidewalks	36%	2	72%	9	0.0992	1	
Maintenance of City streets	38%	1	77%	6	0.0875	2	
Adequacy of street lighting	25%	3	74%	8	0.0655	3	
Maintenance of curbs/gutters on streets	18%	6	76%	7	0.0433	4	
Snow removal on neighborhood streets	18%	5	83%	4	0.0320	5	
Overall cleanliness of City streets & other public areas	22%	4	88%	2	0.0267	6	
Maintenance of public buildings	12%	7	81%	5	0.0219	7	
Maintenance of street signs/traffic signals	6%	9	85%	3	0.0092	8	
Snow removal on major City streets	10%	8	92%	1	0.0078	9	

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2021 Importance-Satisfaction Rating

Roeland Park, Kansas

Transportation and Connectivity

Category of Service	Most Important %	Most Important		Satisfaction %	Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
Availability of bicycle infrastructure	32%	1	34%	5	0.2128	1	
Availability of public transportation	27%	3	33%	6	0.1790	2	
Availability of public sidewalks	31%	2	67%	3	0.1007	3	
Flow of traffic along commercial streets	27%	4	66%	4	0.0900	4	
Flow of traffic on residential streets	20%	5	76%	2	0.0465	5	
Ease of access to interstate system	4%	6	94%	1	0.0024	6	

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Community Investment Areas

HIGHEST LEVELS OF SUPPORT

- ★ Maintaining streets, sidewalks, and storm sewer systems
- Maintaining existing buildings
- Improving parks and recreation amenities
- Plant more trees on City property and preserve existing green/park space
- Incorporate additional pedestrian amenities to improve walkability
- ★ Improving community access to entertainment/dining options

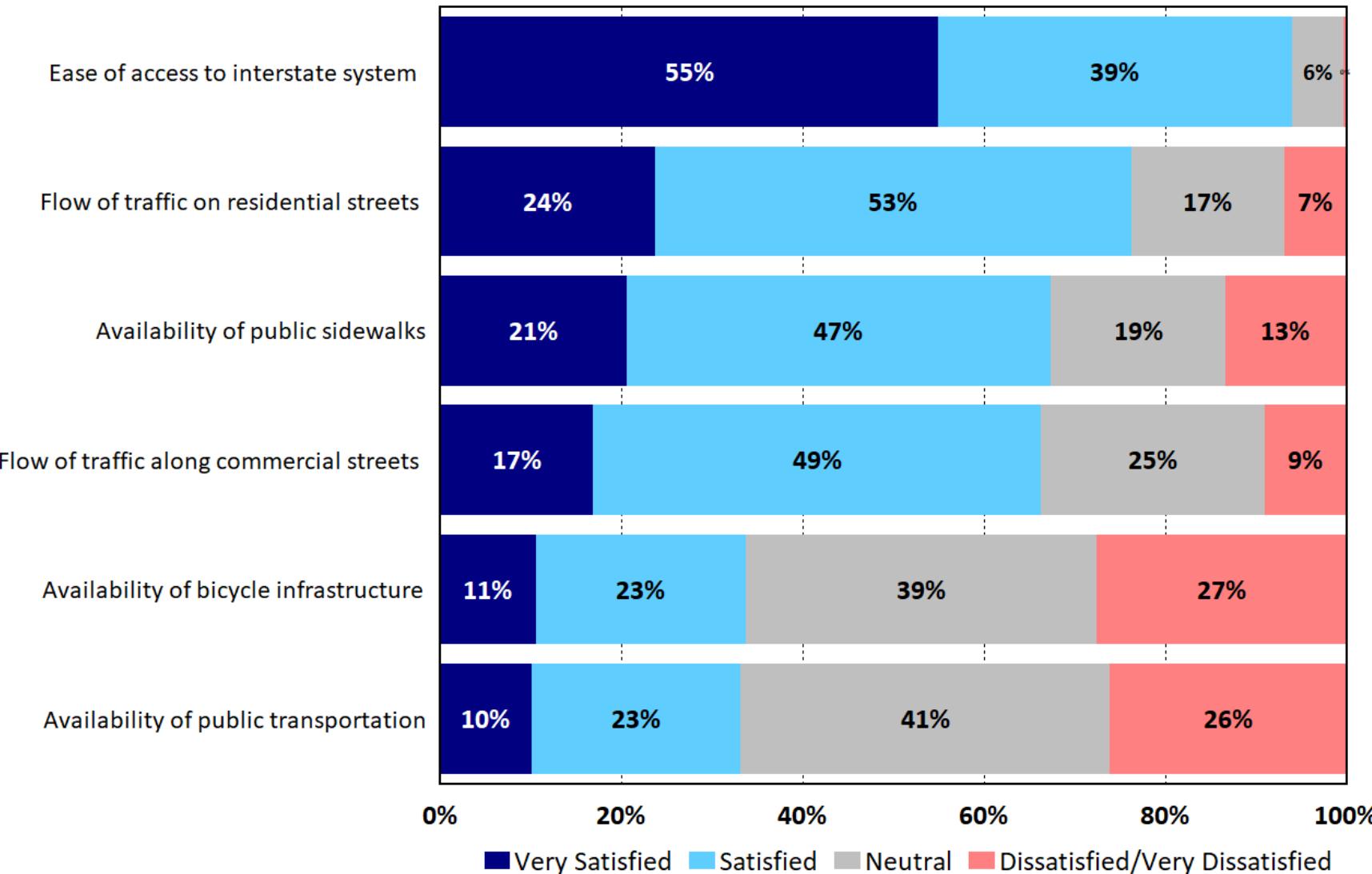
LOWEST LEVELS OF SUPPORT

- City offering curbside glass recycling services
- ★ Incentivizing development which incorporates mixed use into a “main street” or “downtown” style
- Adding attractive elements to major roadways

Transportation

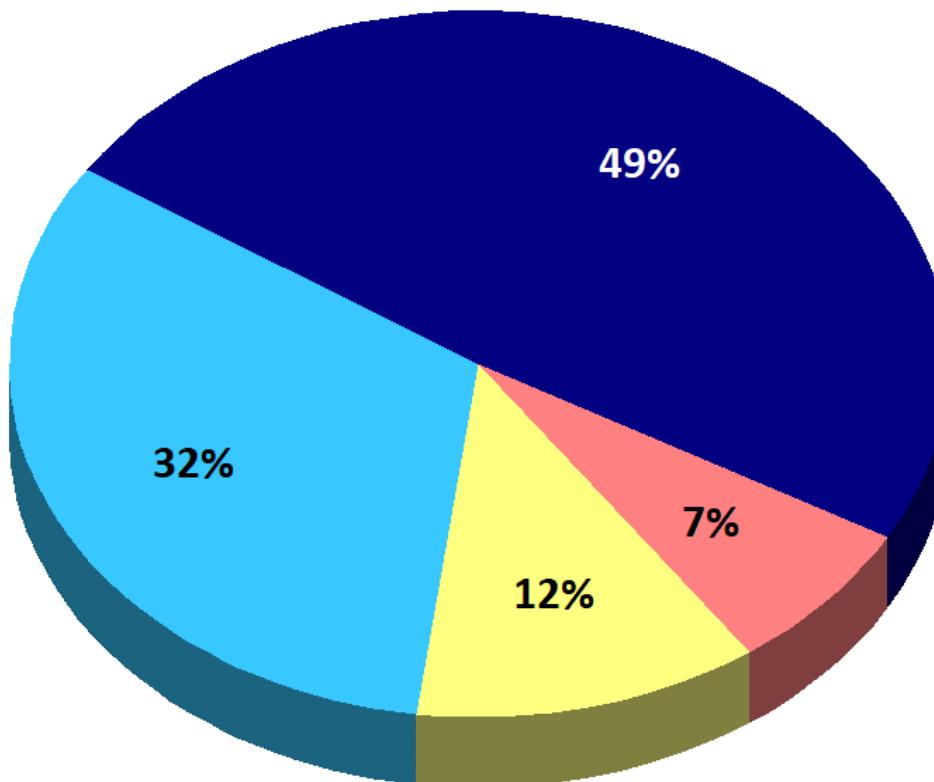
Q20. Overall Satisfaction with Transportation and Connectivity

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



Q22. Importance of the City Allocating Funds to Invest in Complete Streets and Take Into Consideration Other Modes of Transportation Such as Walking, Bicycling, and Public Transportation

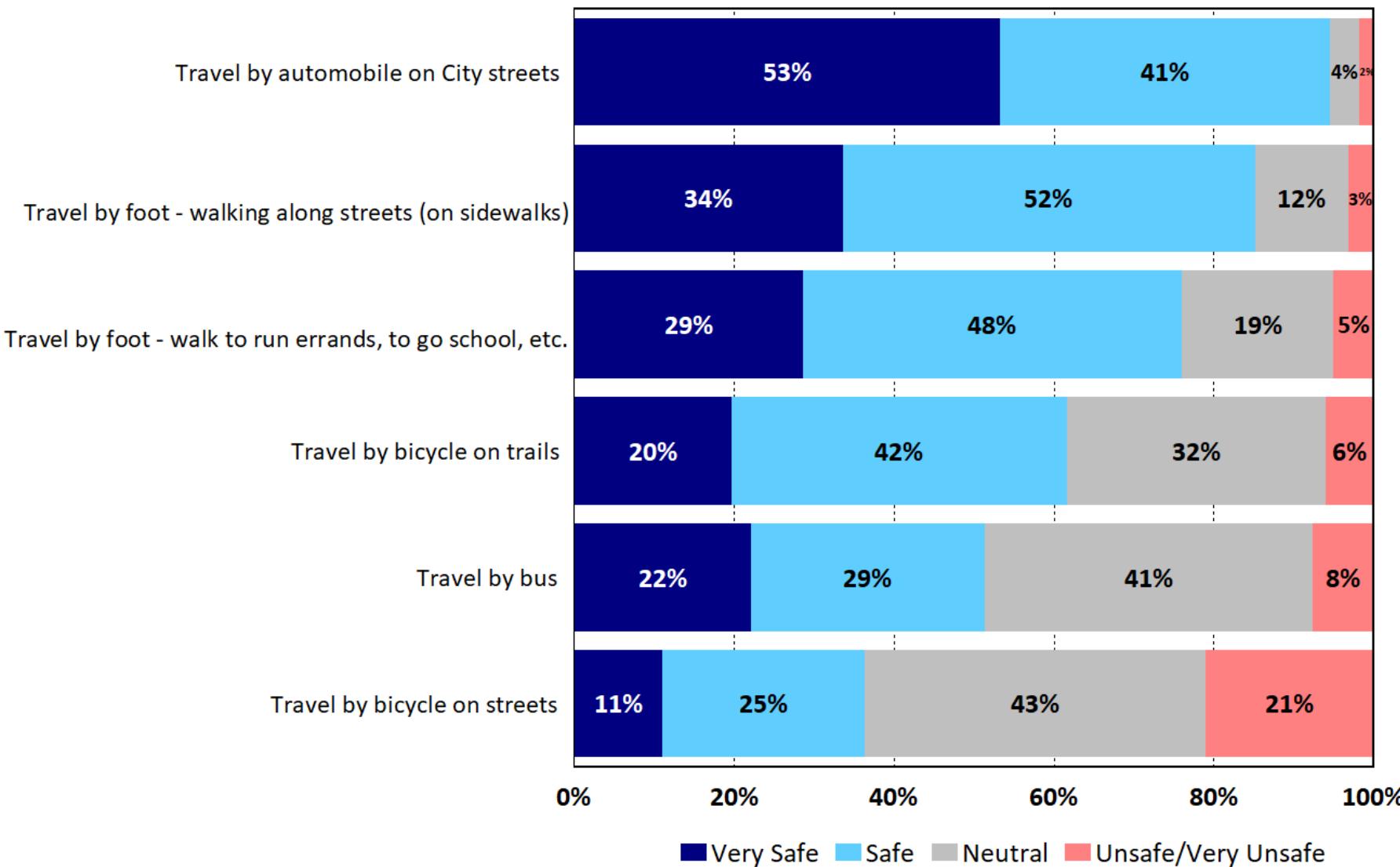
by percentage of respondents (excluding “not provided”)



■ Very important ■ Important ■ Neutral ■ Not important

Q23. Perceptions of Transportation Safety

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

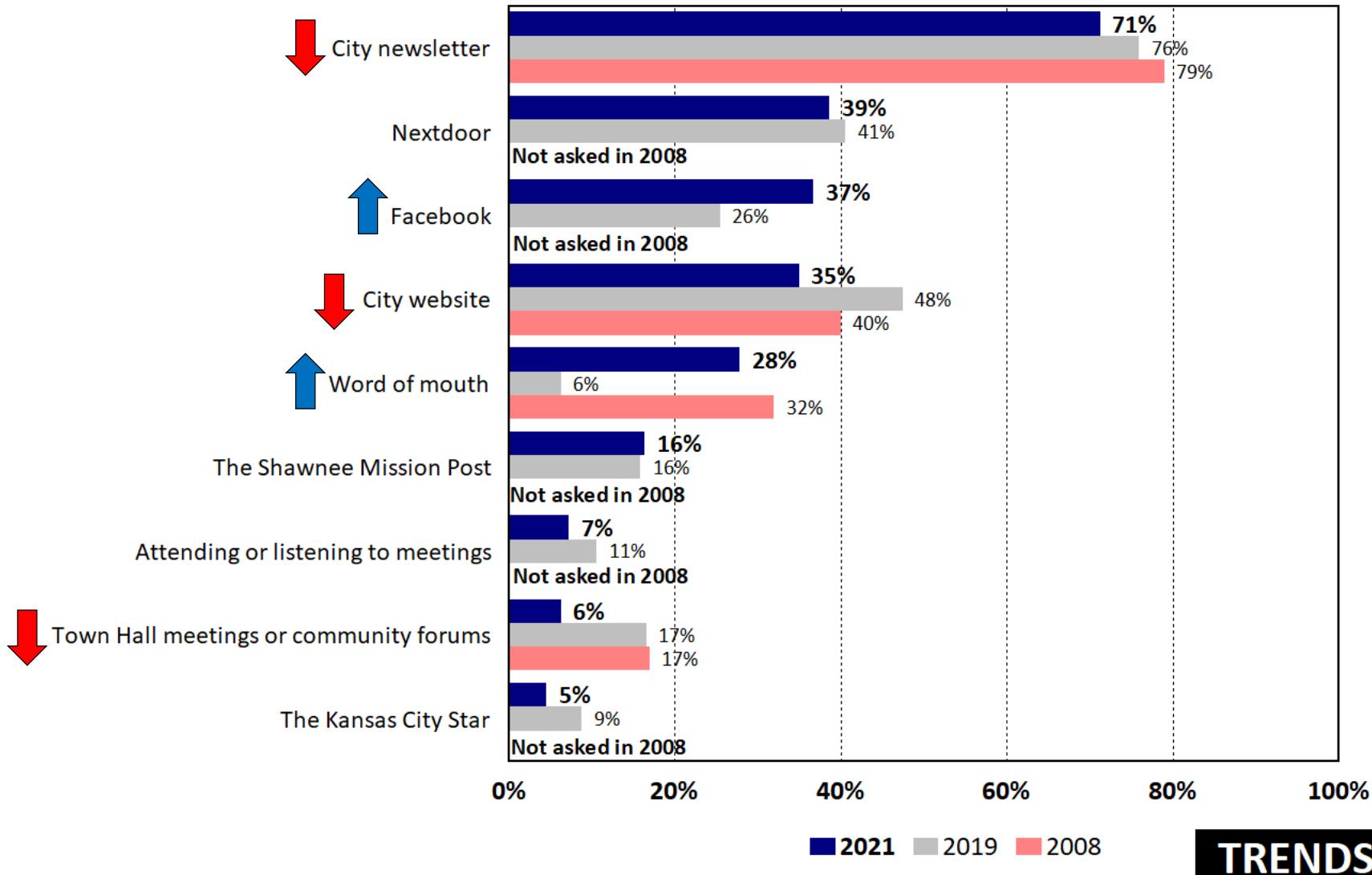


Additional Findings

Preferred Sources of Information

2021 vs. 2019 vs. 2008

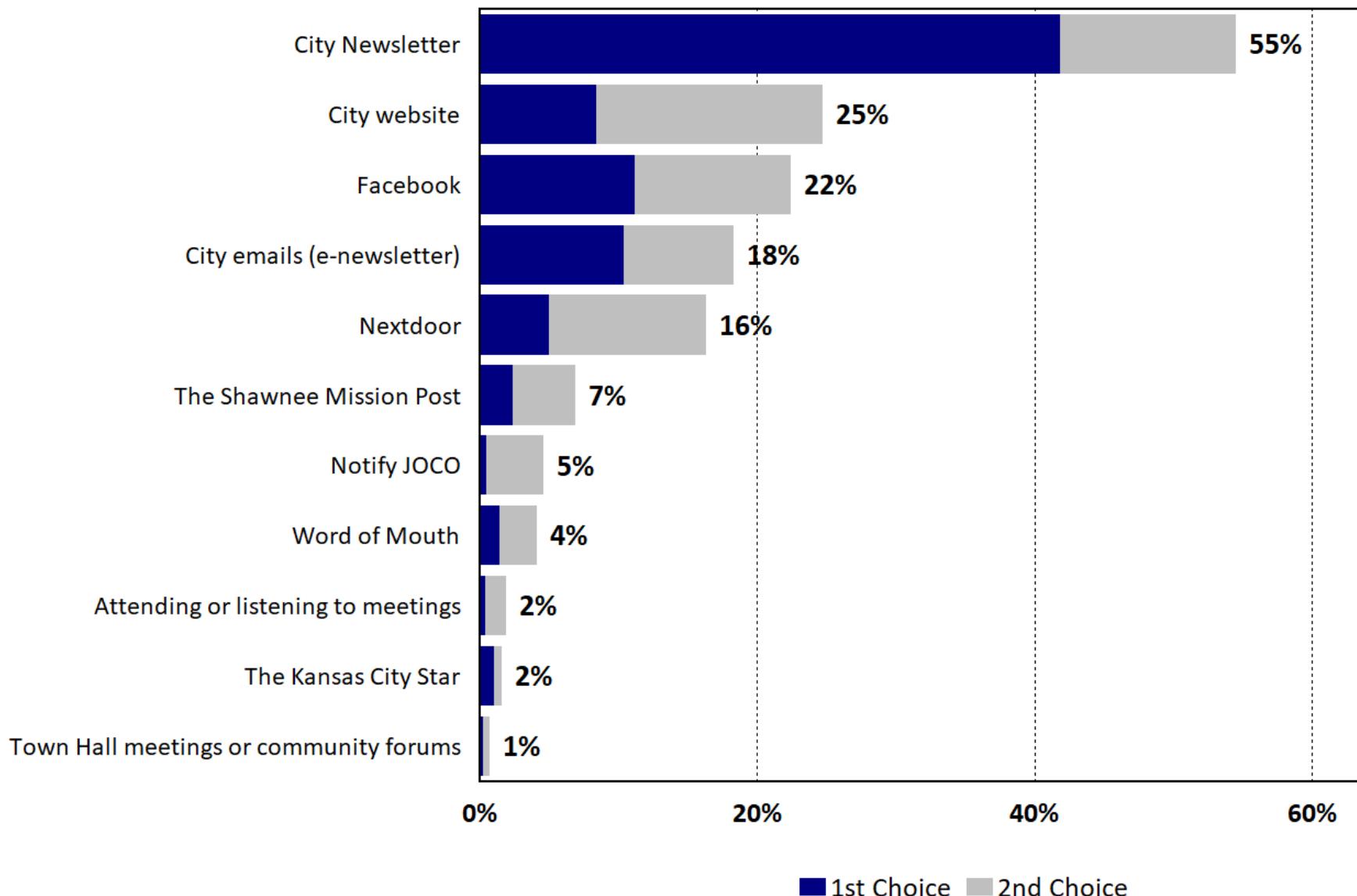
by percentage of respondents



Most (76%) of Respondents Still Prefer the City's Newsletter Over Other Sources of Information

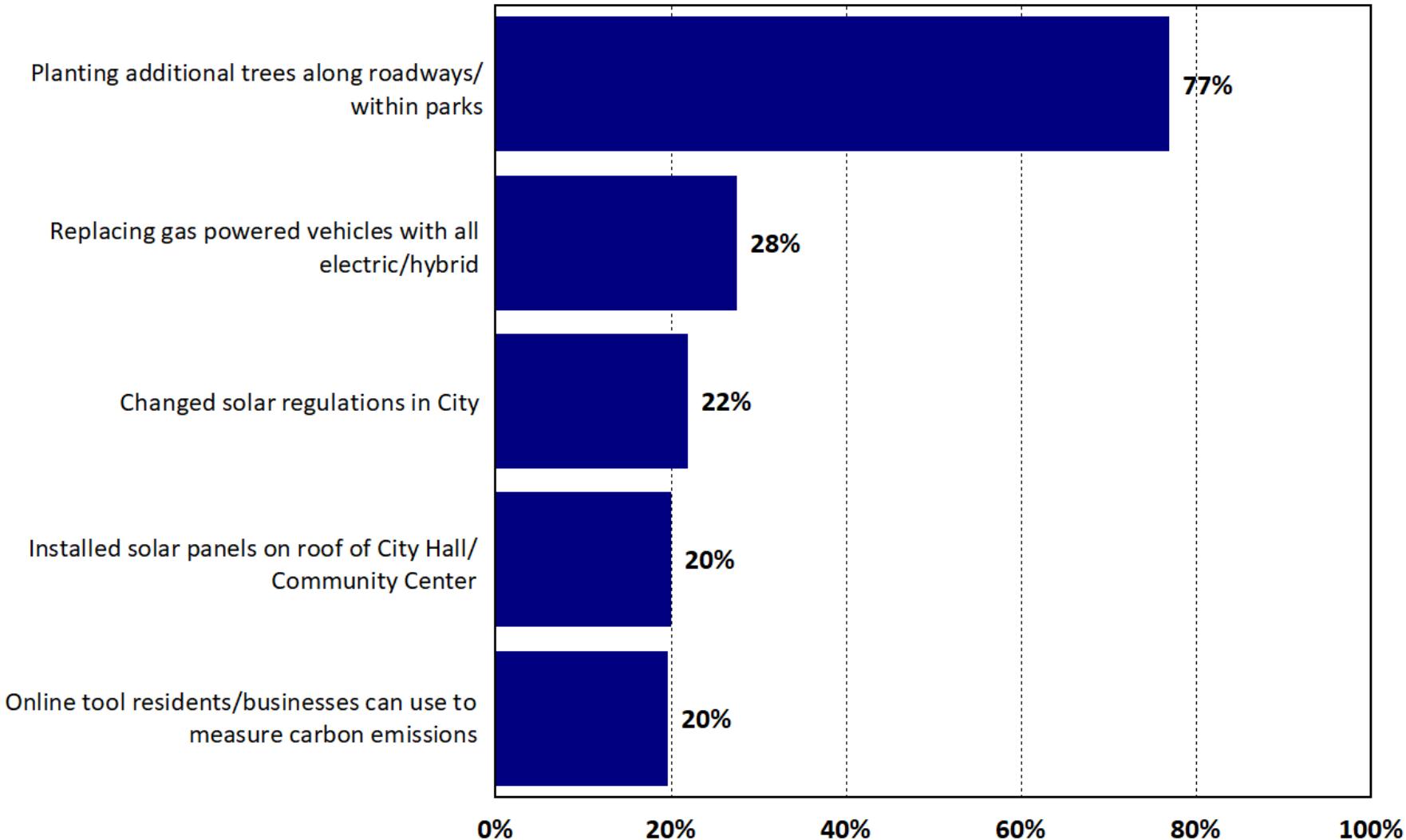
Q18. Most Preferred Sources of Information

by percentage of respondents who selected the item as one of their top two choices



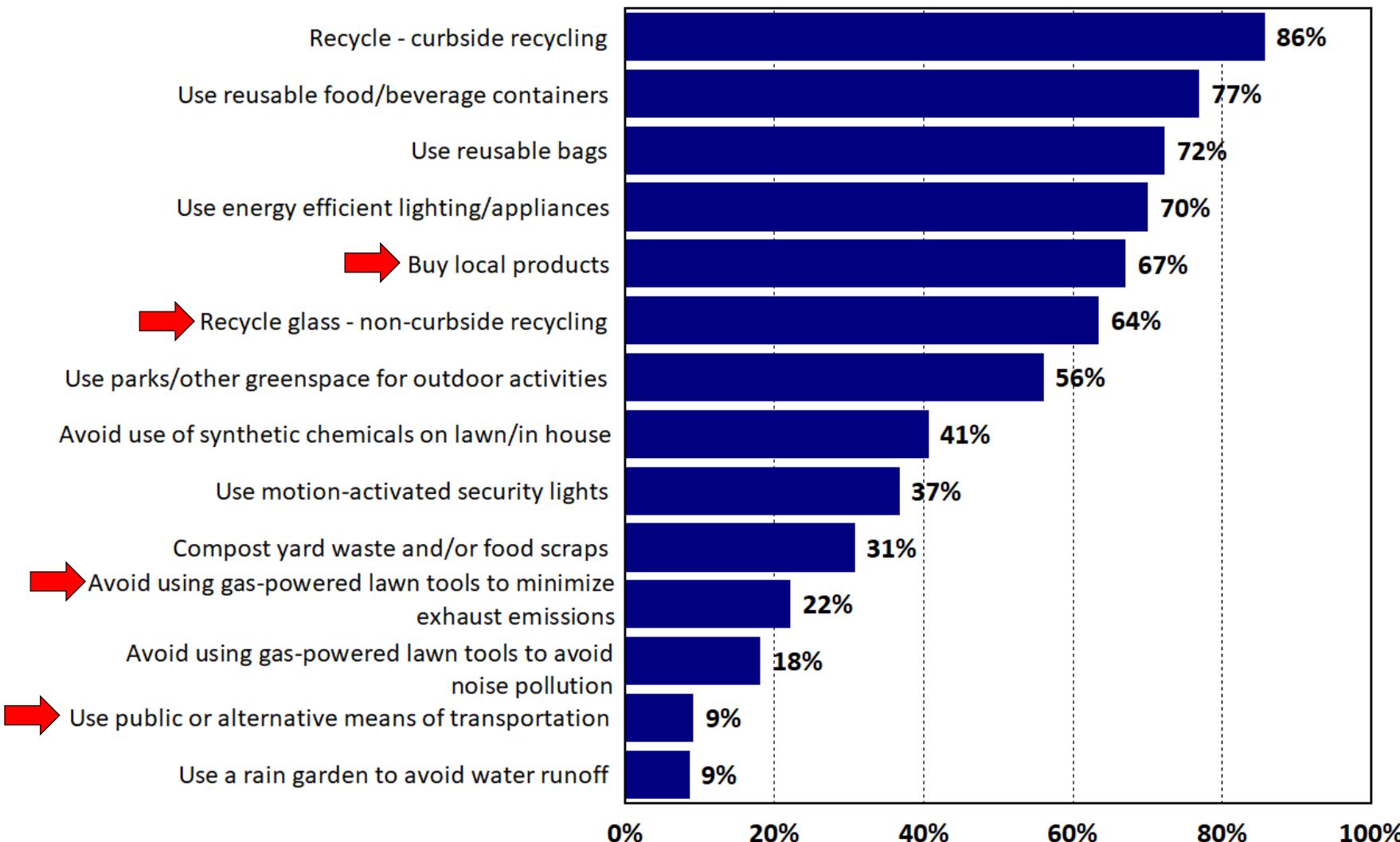
Q19. Awareness of the Following Actions the City Has Taken to be More Energy Efficient

by percentage of respondents who were aware of the action (excluding "not provided")



Q28. Sustainable Practices That Households Do on a Regular Basis

by percentage of respondents



Questions?

THANK YOU