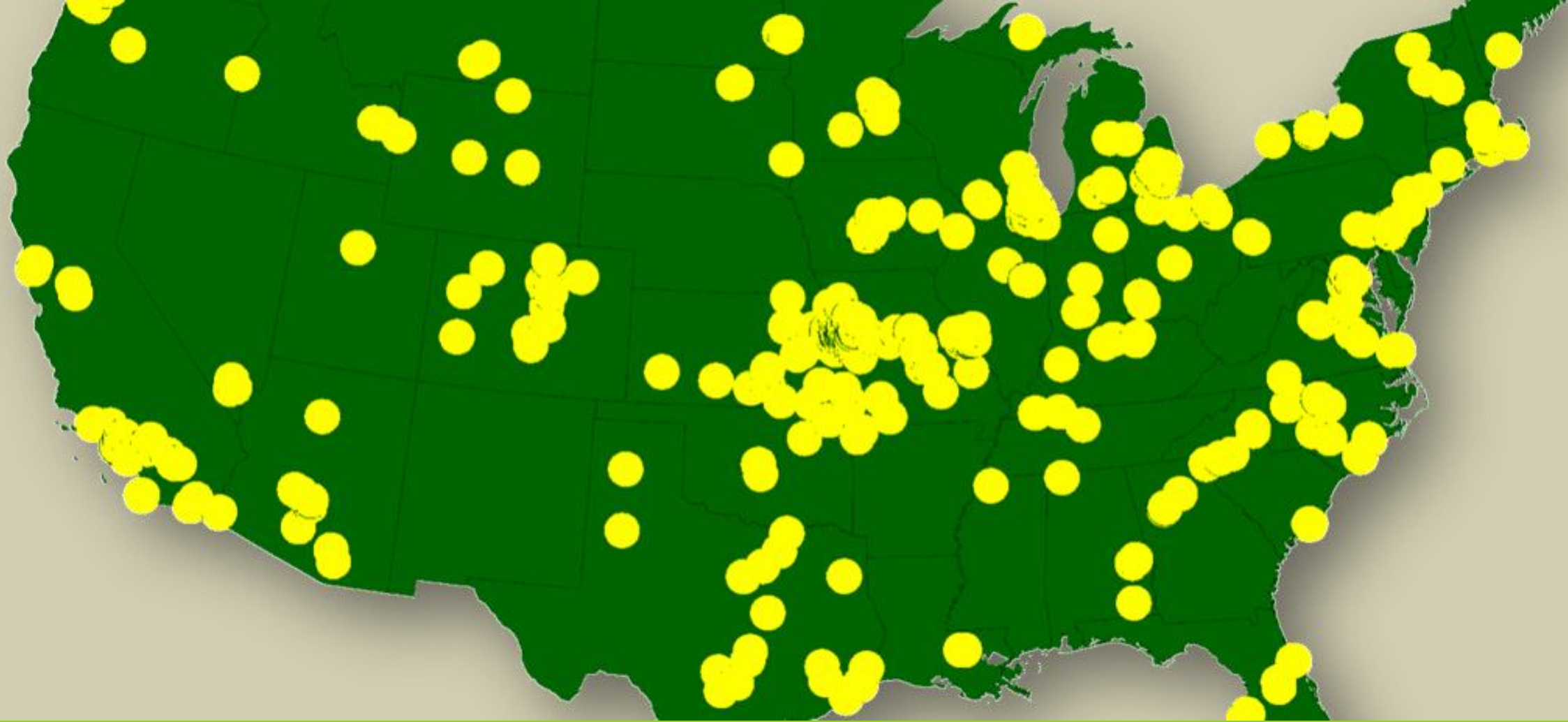


# City of Roeland Park Community Survey

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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

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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

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## 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

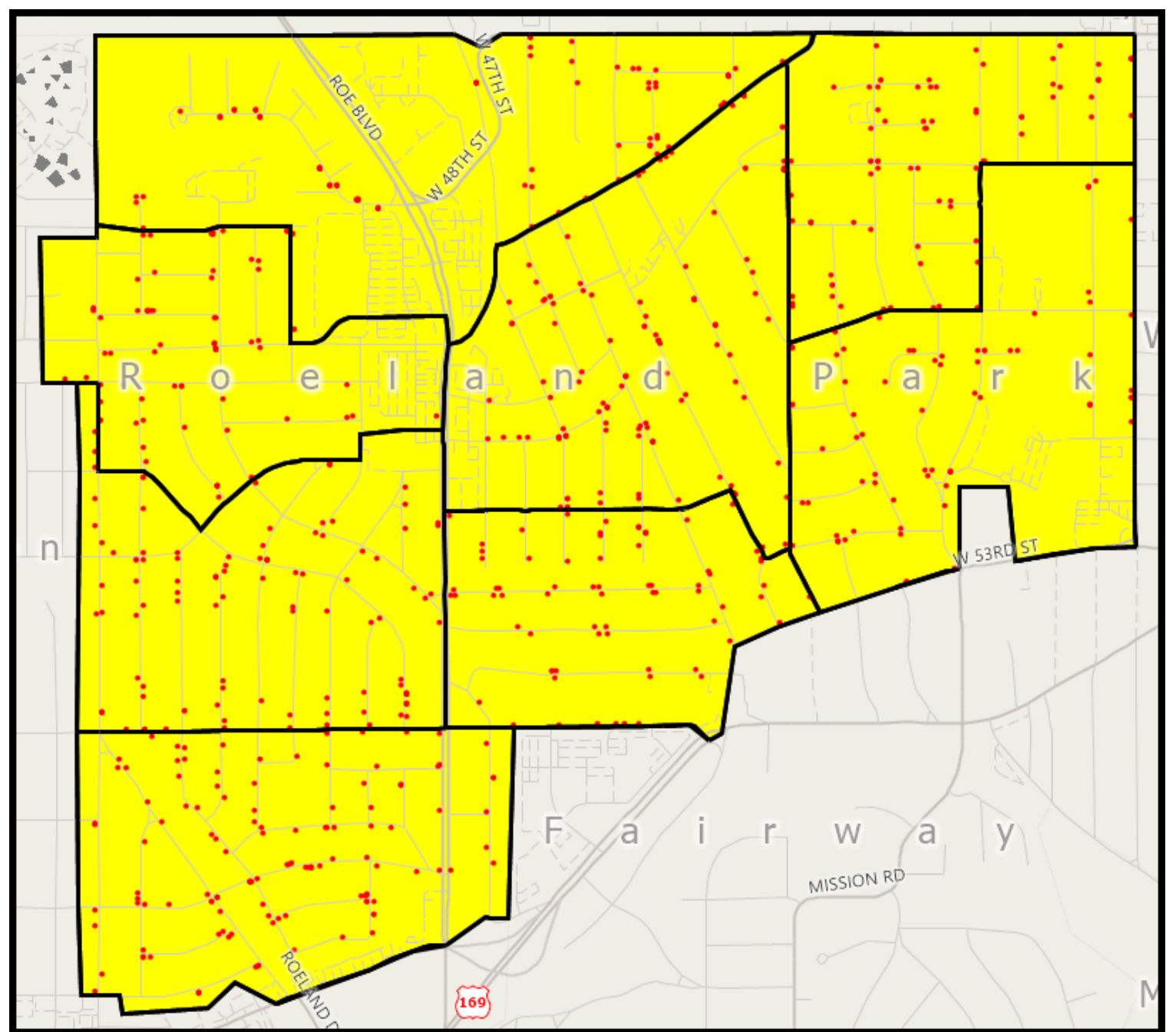
- By mail and online to all households in the City
- Each survey took approximately 15-20 minutes to complete

## 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

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## **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

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## **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

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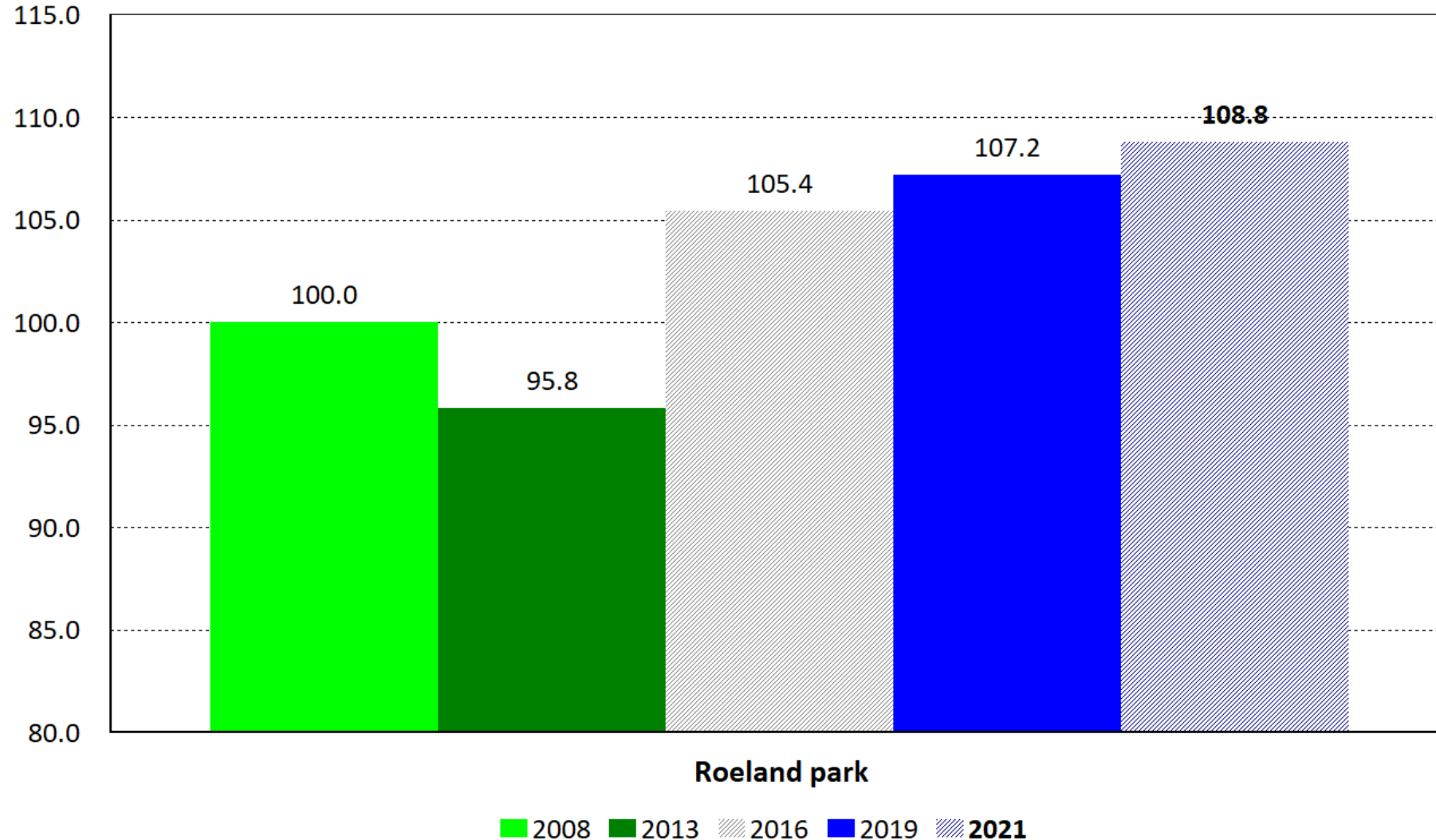
THE CITY CONTINUES TO SHOW IMPROVEMENTS IN KEY AREAS



# Overall Satisfaction Index

## 2008 - 2021

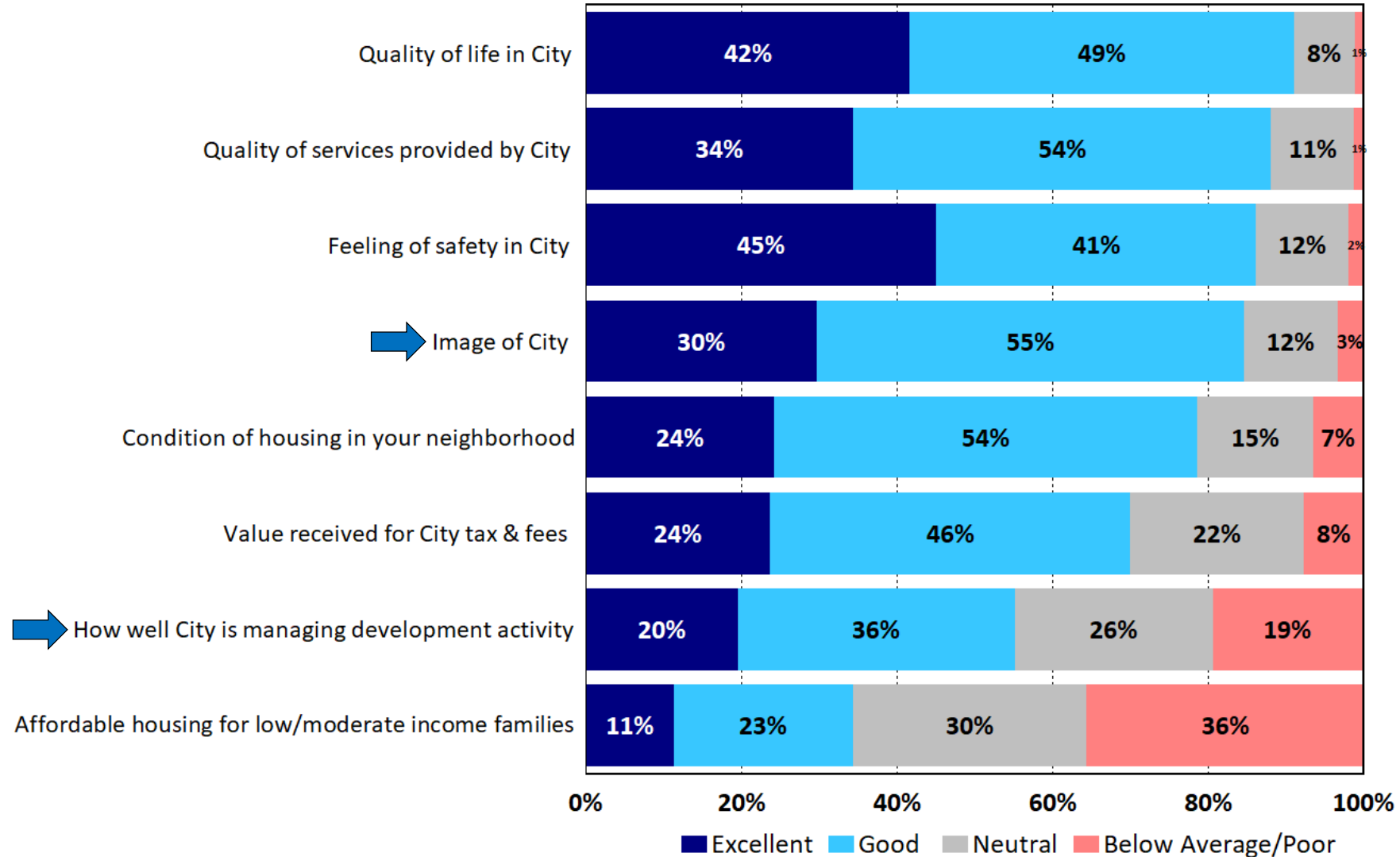
Derived from the mean overall satisfaction rating provided by residents  
Year 2008=100



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

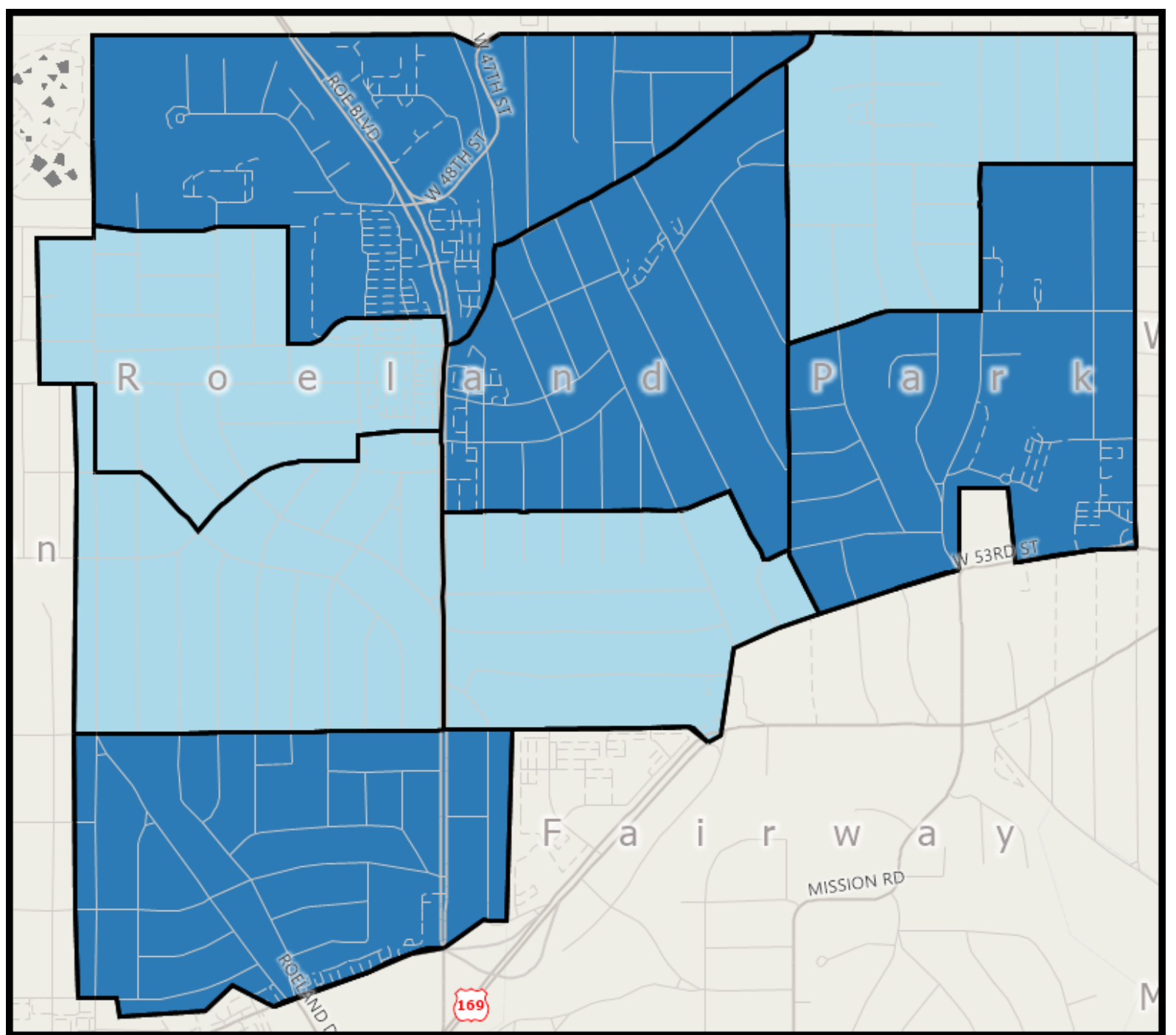
# Q4. Rating Items that Influence your Perception of the City of Roeland Park

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

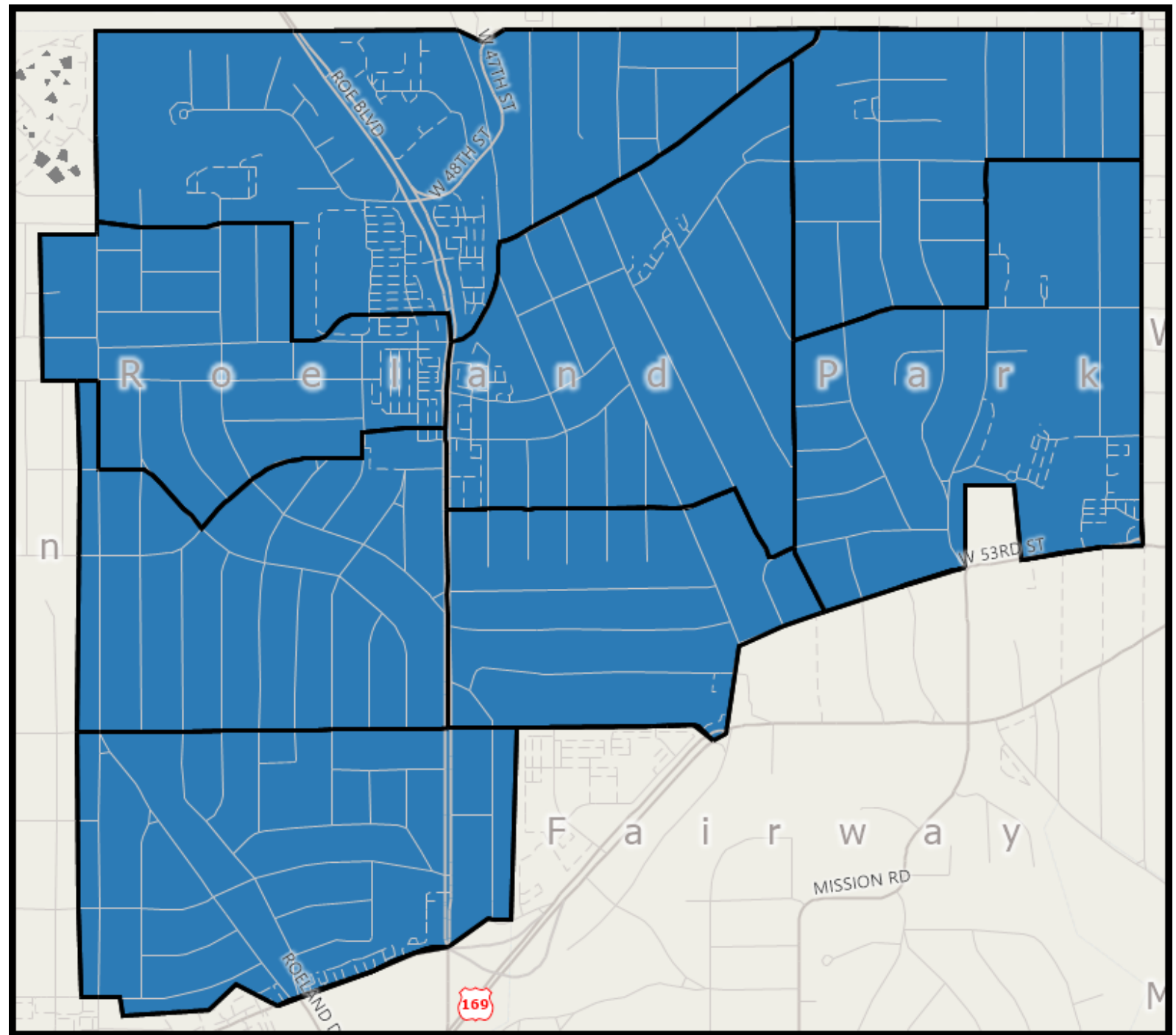
The City is equitably providing services  
to all residents in the City



# Overall Quality of Life in the City

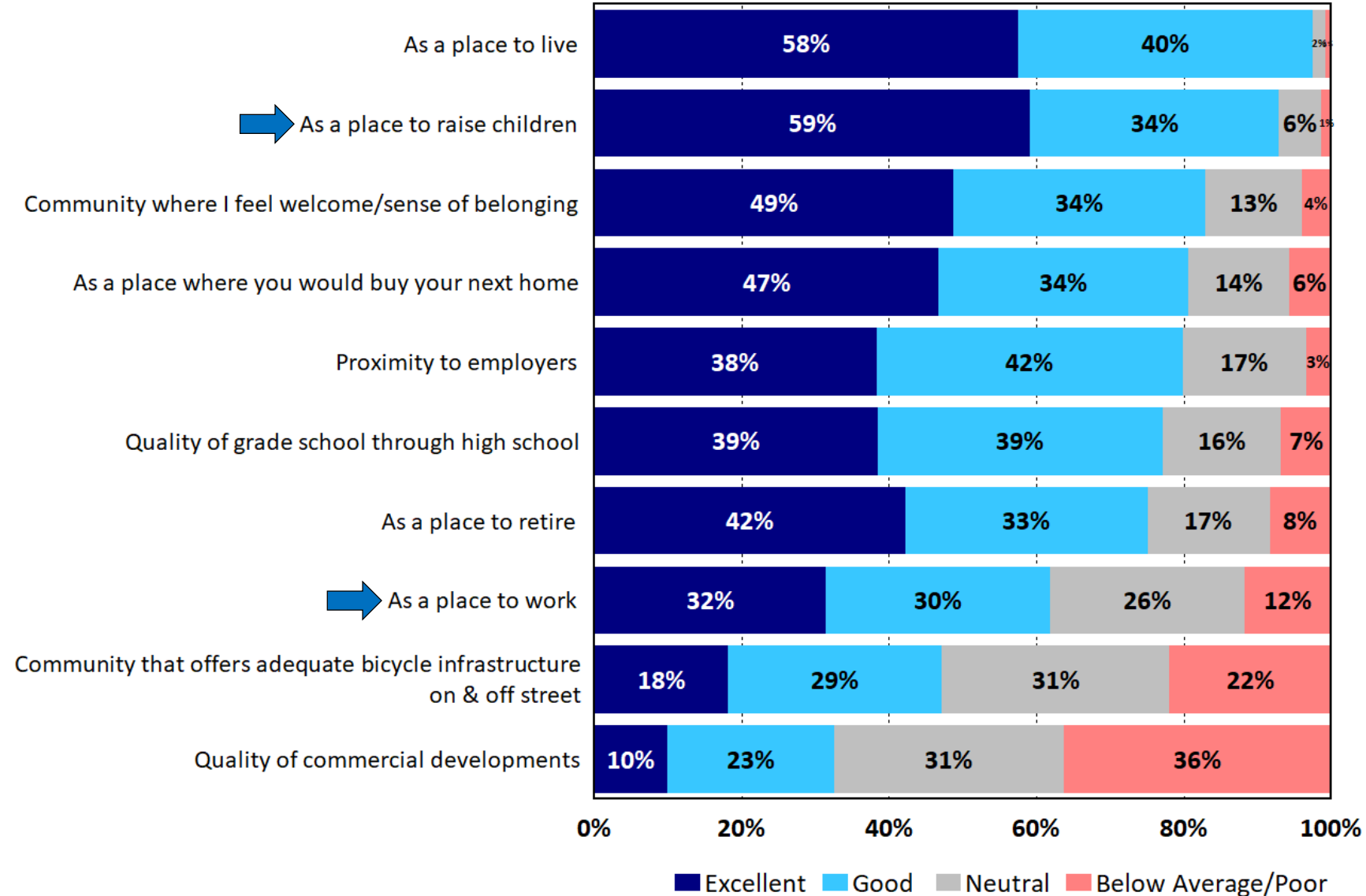
All areas of the map are in blue

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



# Q3. Rating the Quality of Life in Roeland Park

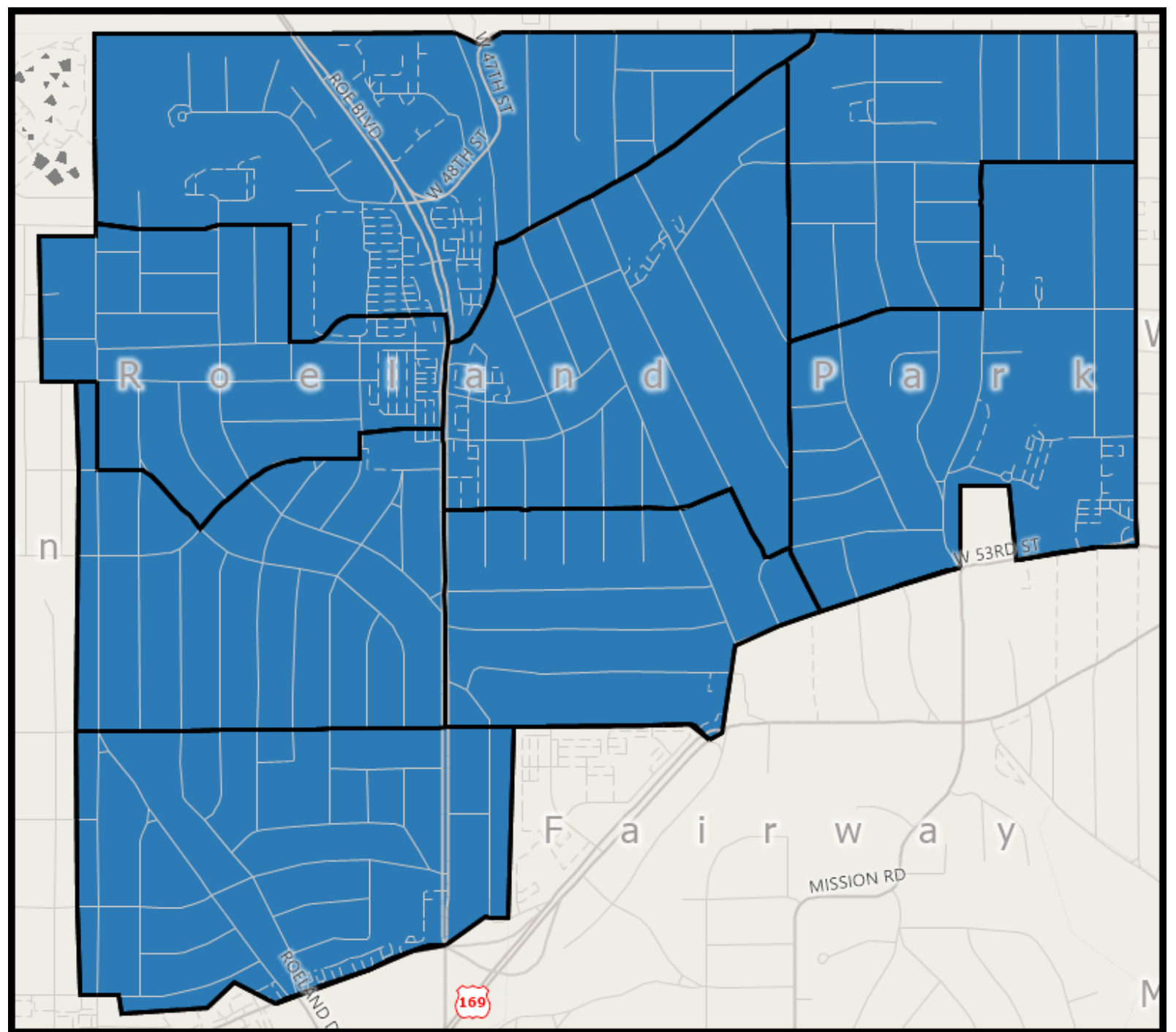
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



# 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.

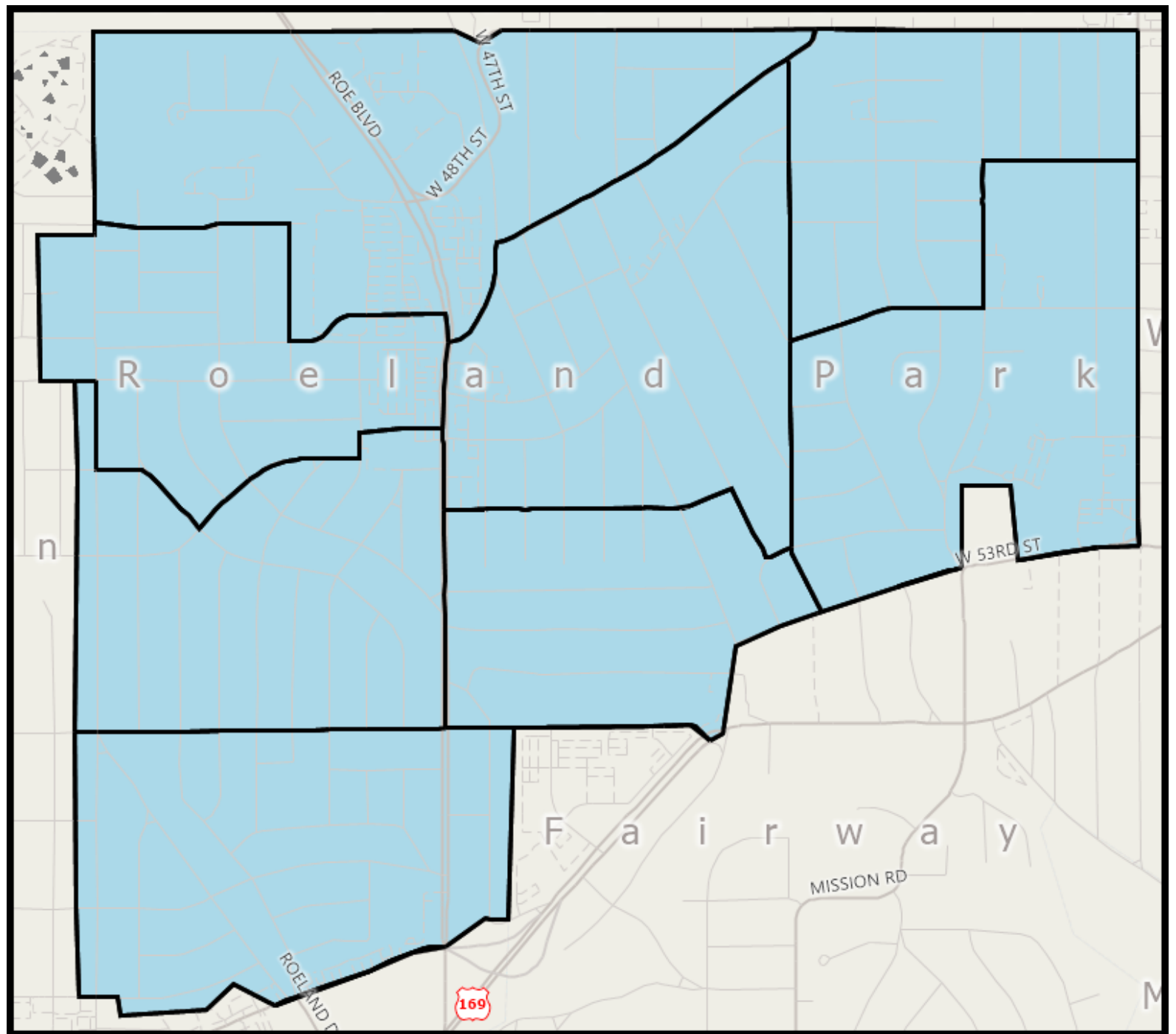




# As a Place to Work

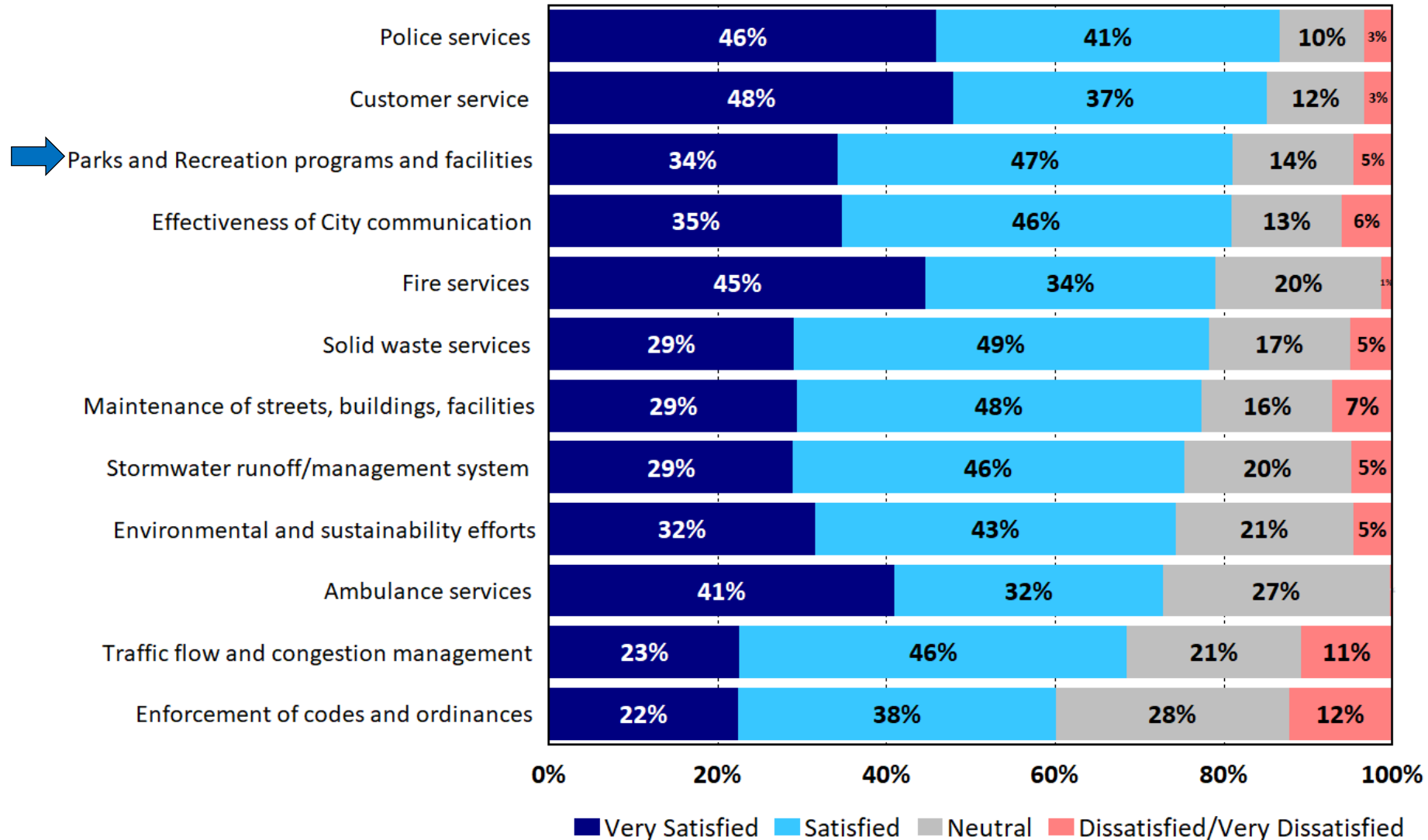
All areas of the map are in blue

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”)



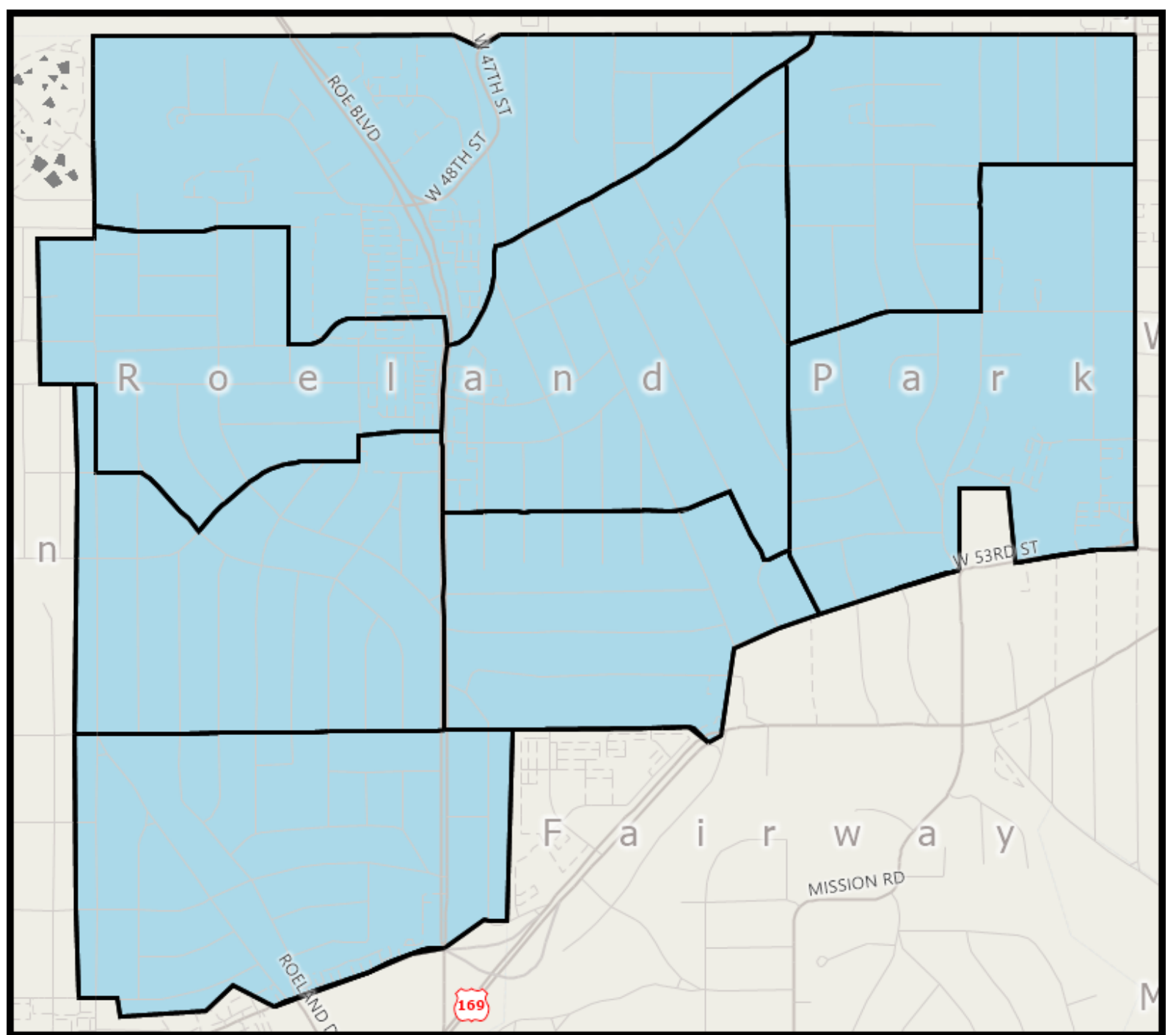


# Overall Maintenance of City Streets, Buildings, and Facilities

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

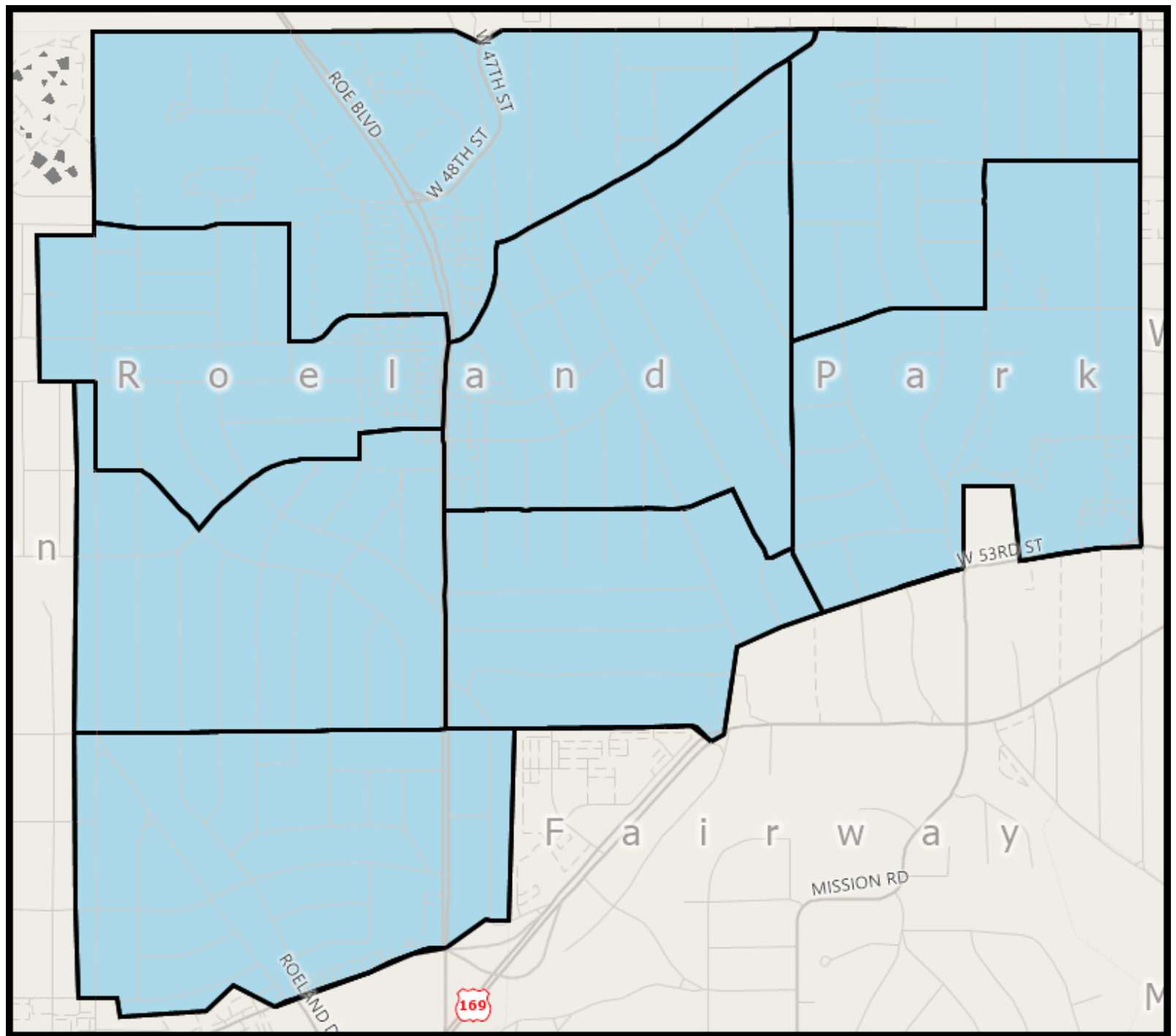


# Overall Quality of the City's Environmental and Sustainability Efforts

This item was determined to be the 2<sup>nd</sup> 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

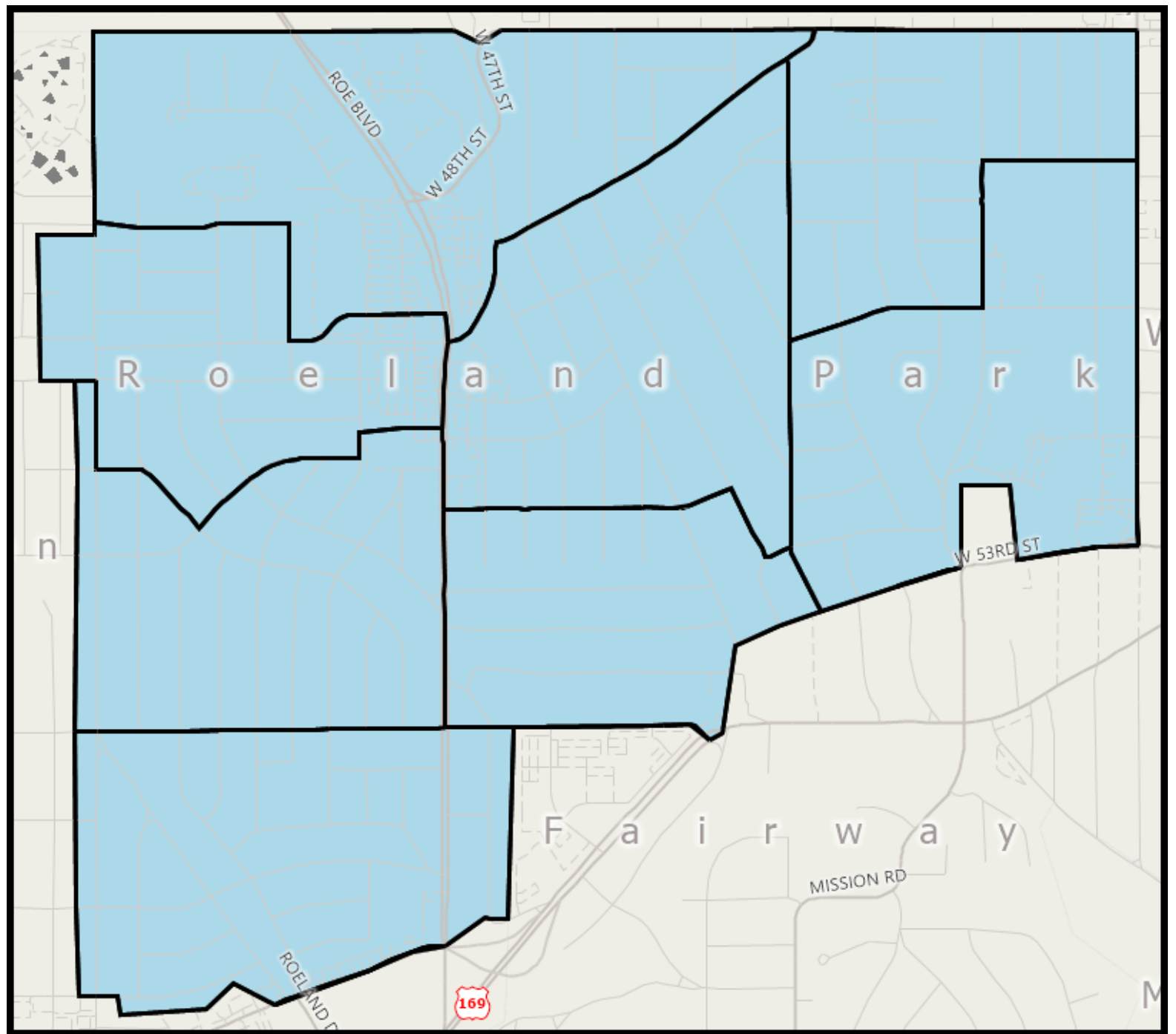


# Overall Quality of Traffic Flow and Congestion Management

This item was determined to be the 3<sup>rd</sup> 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

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ROELAND PARK IS SETTING THE STANDARD FOR SERVICE DELIVERY

# Performance Range Benchmarking

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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

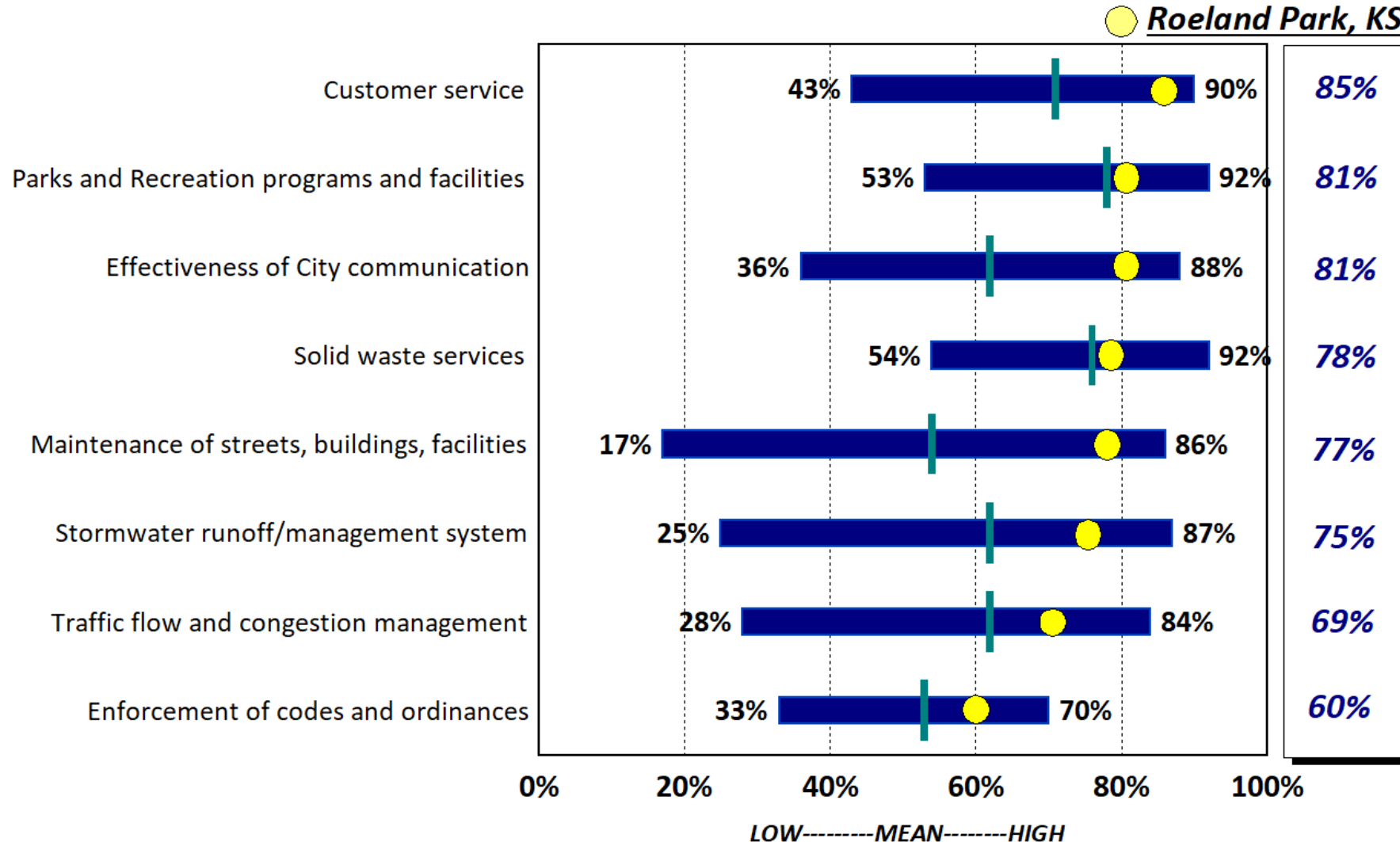
Ratings for Roeland Park are listed to the right of each chart and represented by the yellow dot

**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

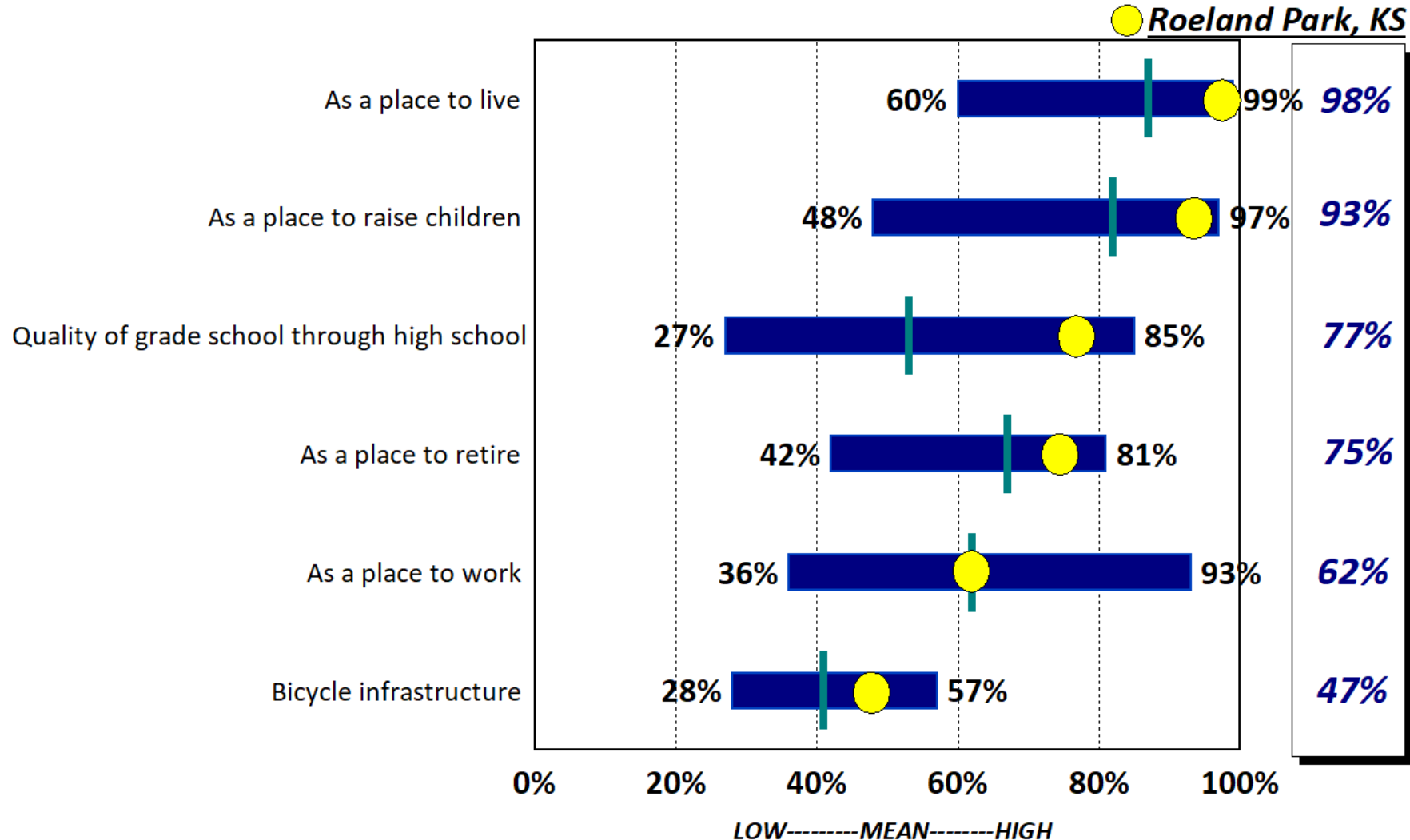
# Overall Satisfaction with Major Categories of City Services Provided by Cities in the Kansas City Area - 2021

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



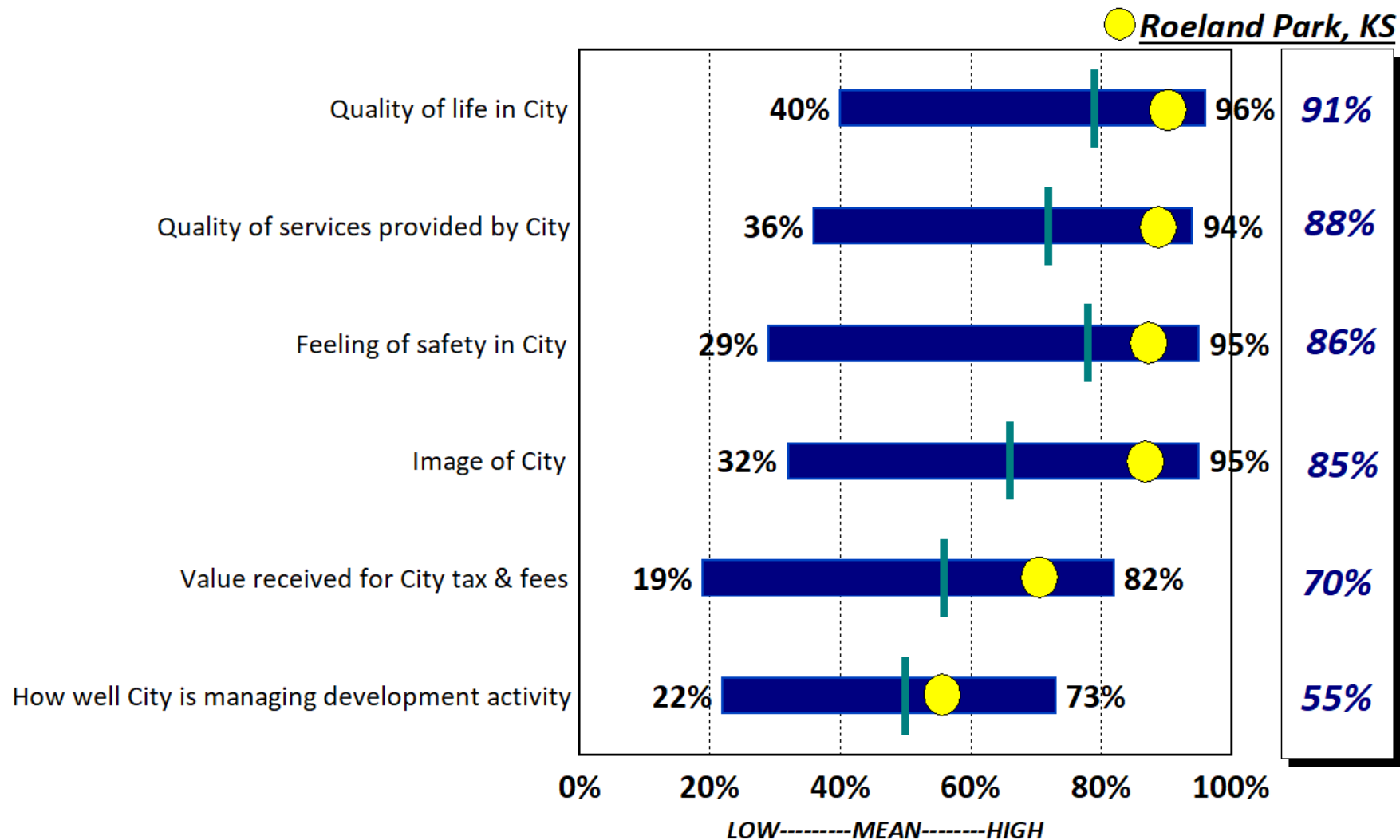
# Ratings That Kansas City Area Residents Have of the City in Which They Live - 2021

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

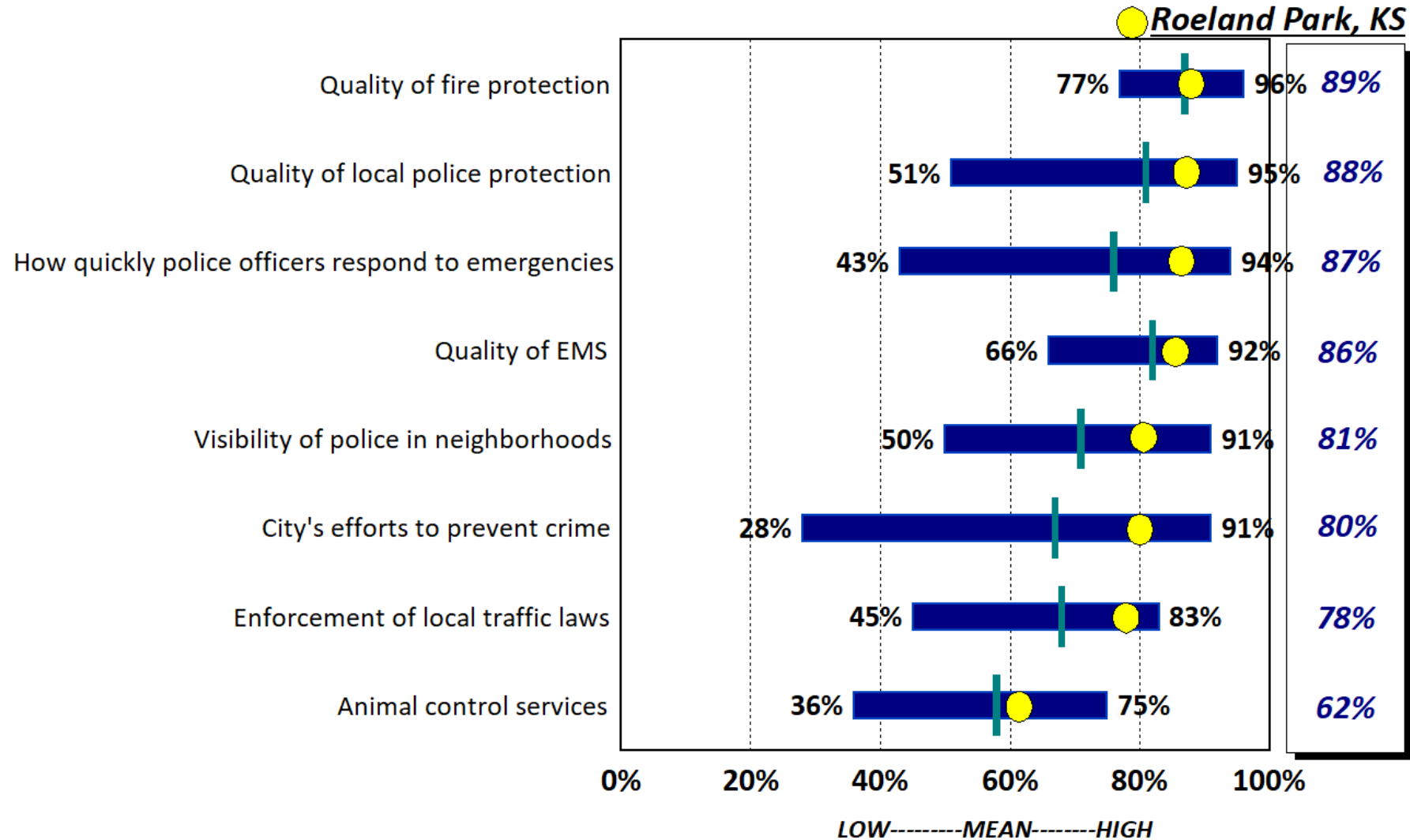
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale





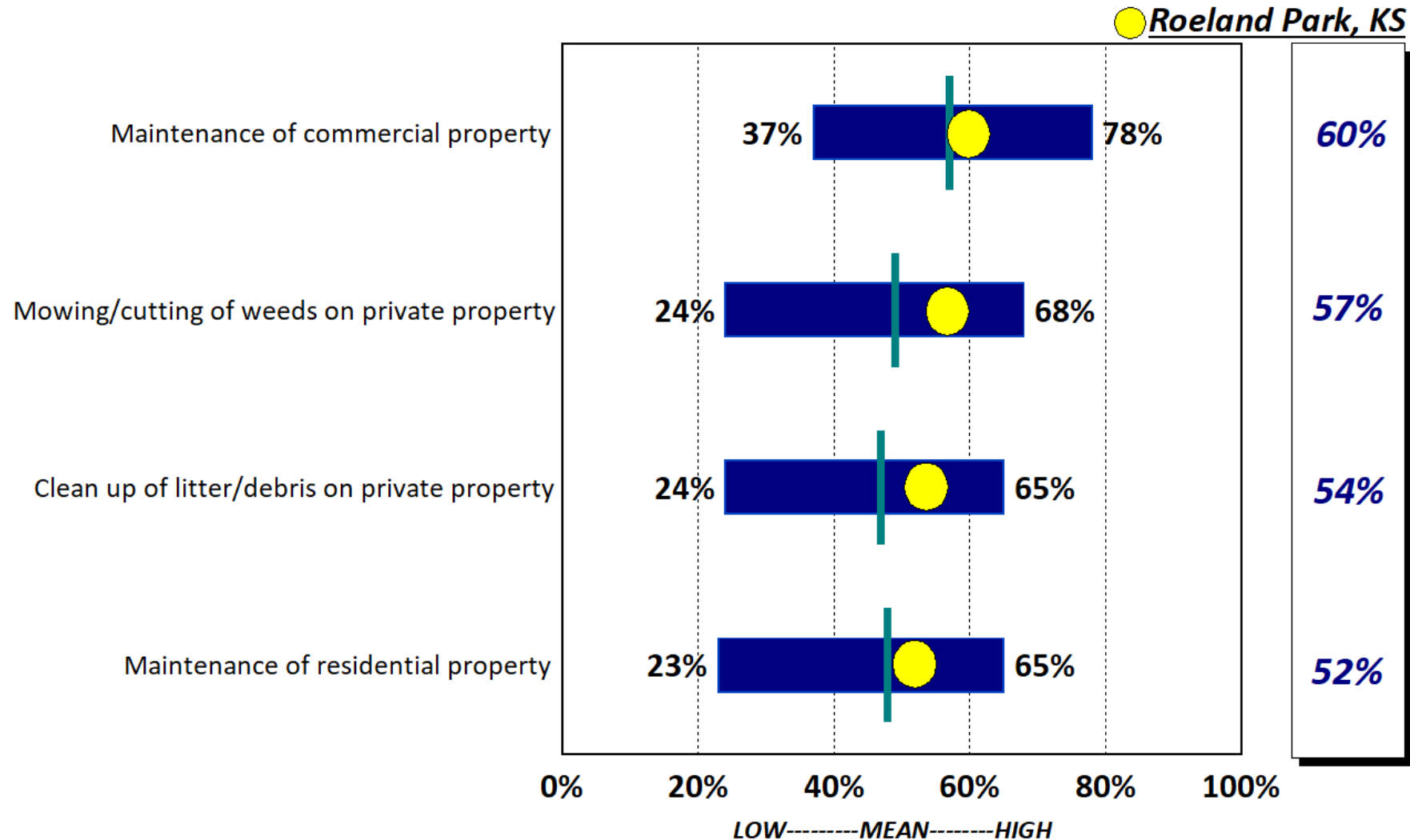
# Satisfaction with Public Safety Services Provided by Cities in the Kansas City Area - 2021

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



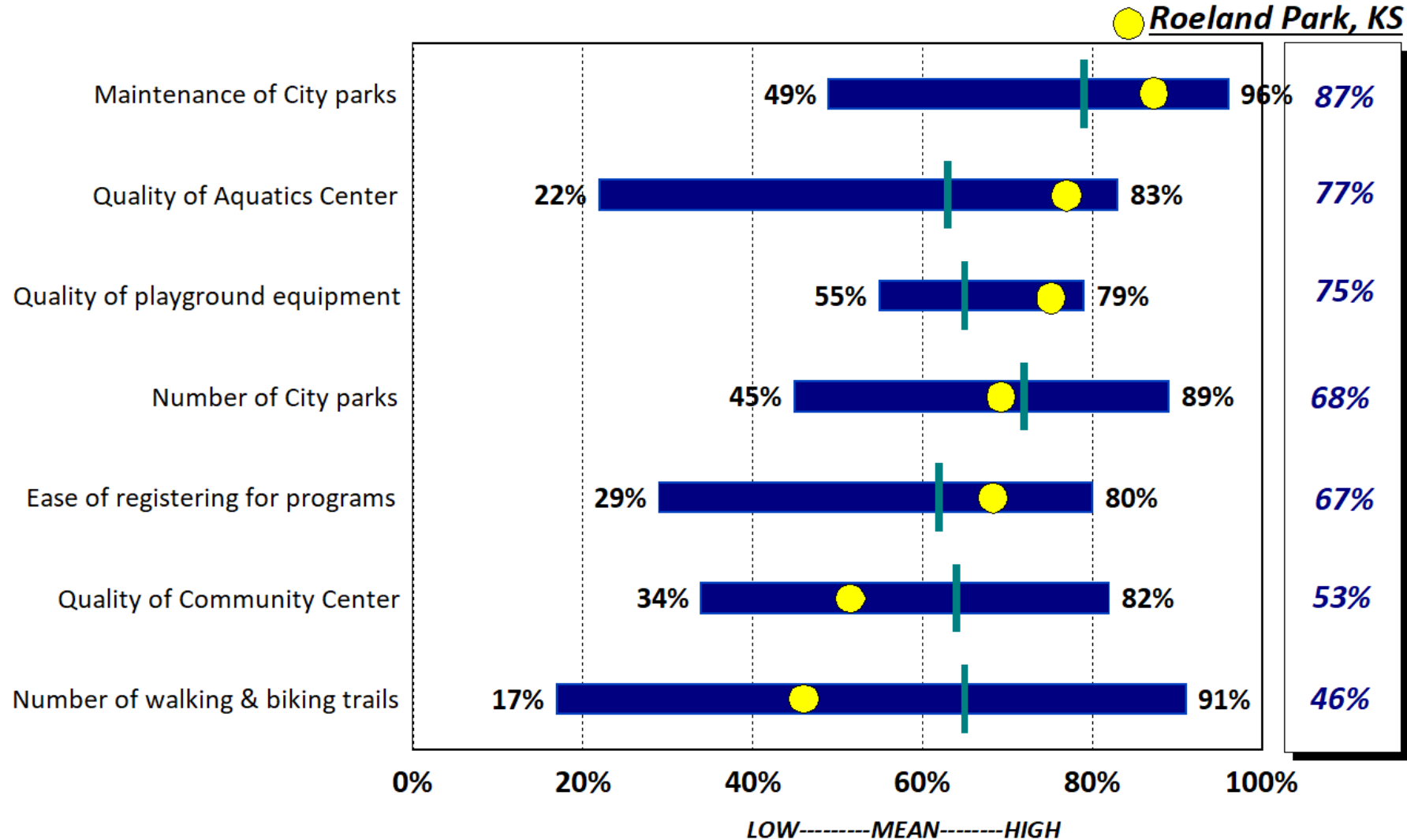
# Satisfaction with Code Enforcement Services Provided by Cities in the Kansas City Area - 2021

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



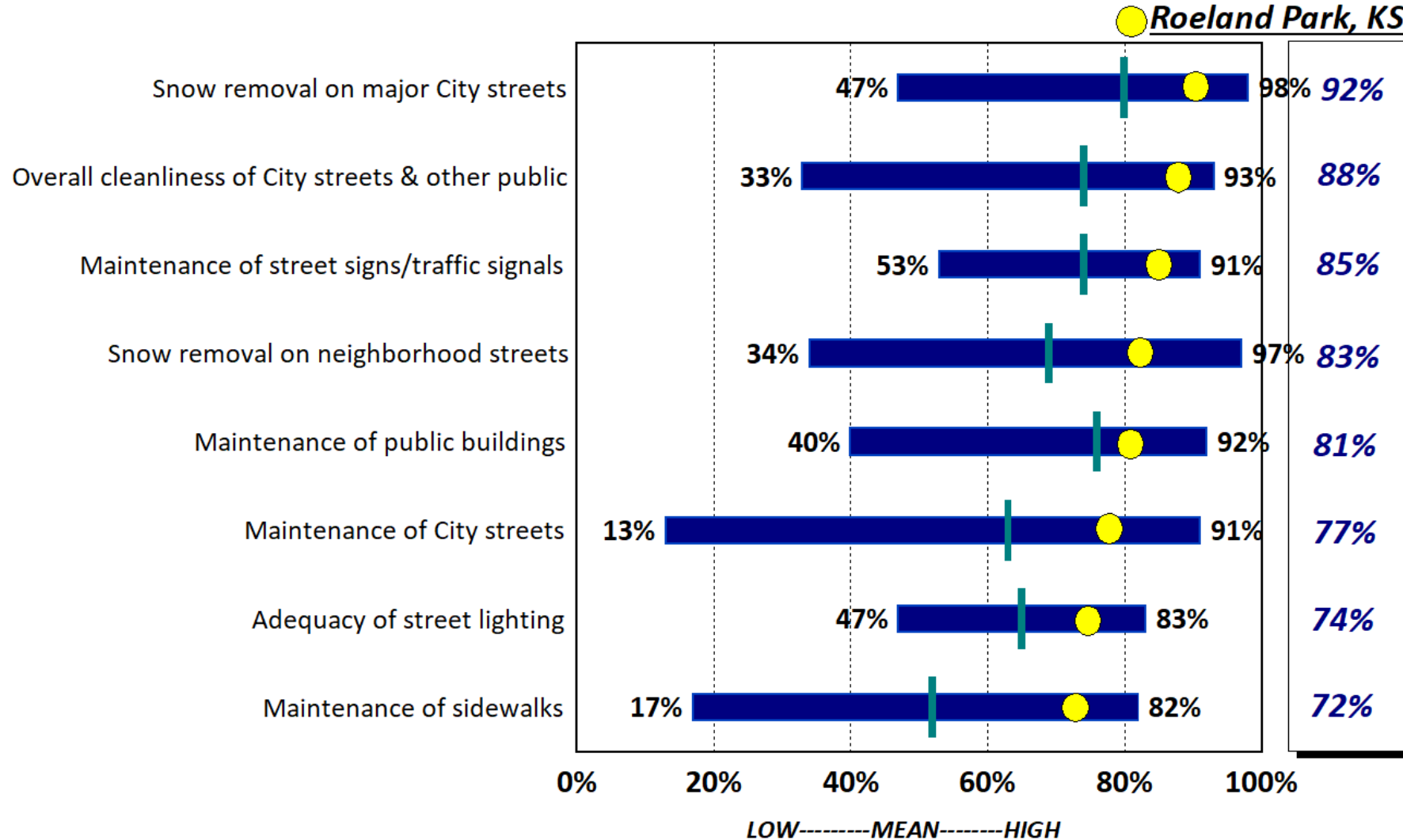
# Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas City Area - 2021

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



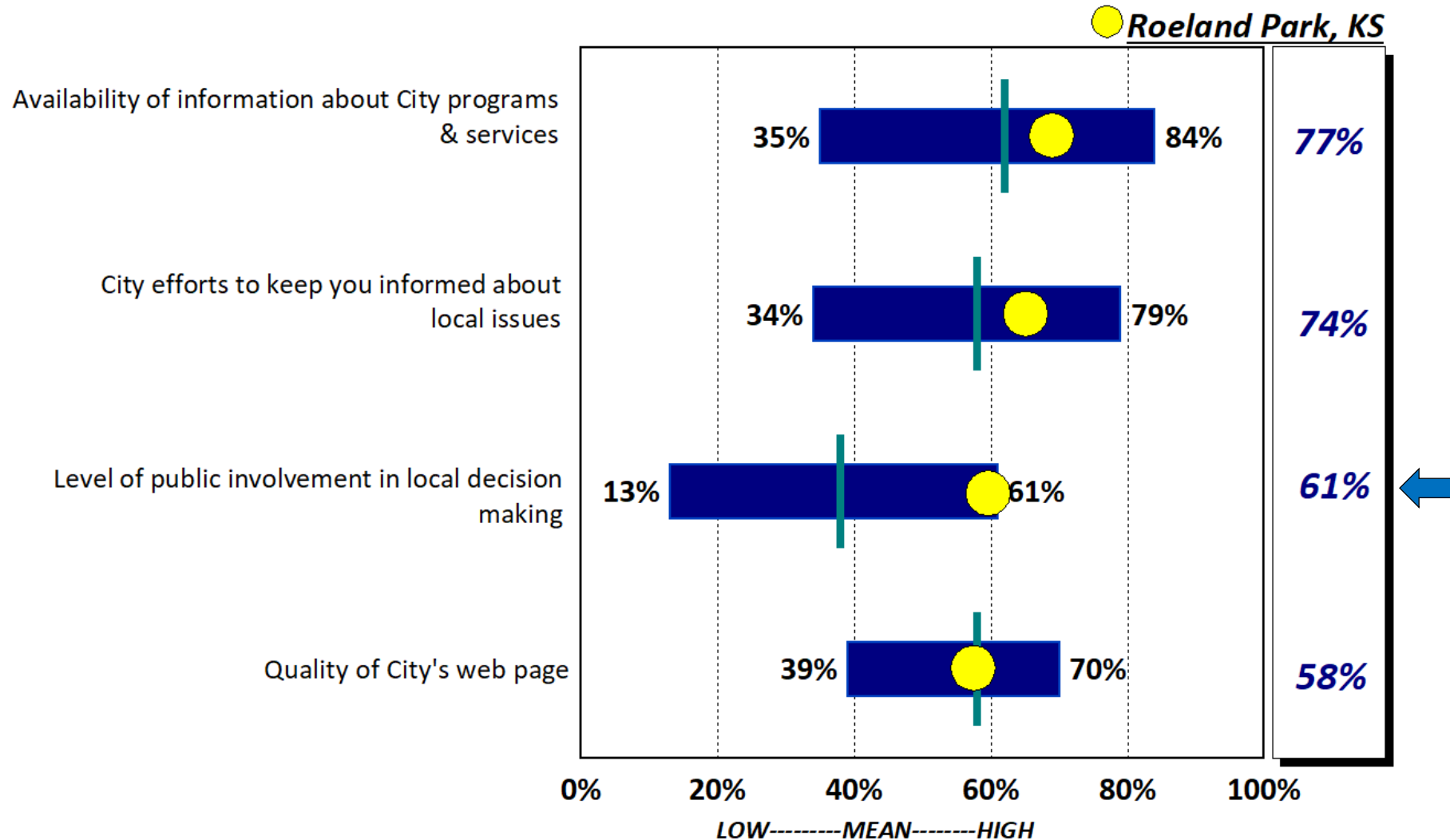
# Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area - 2021

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

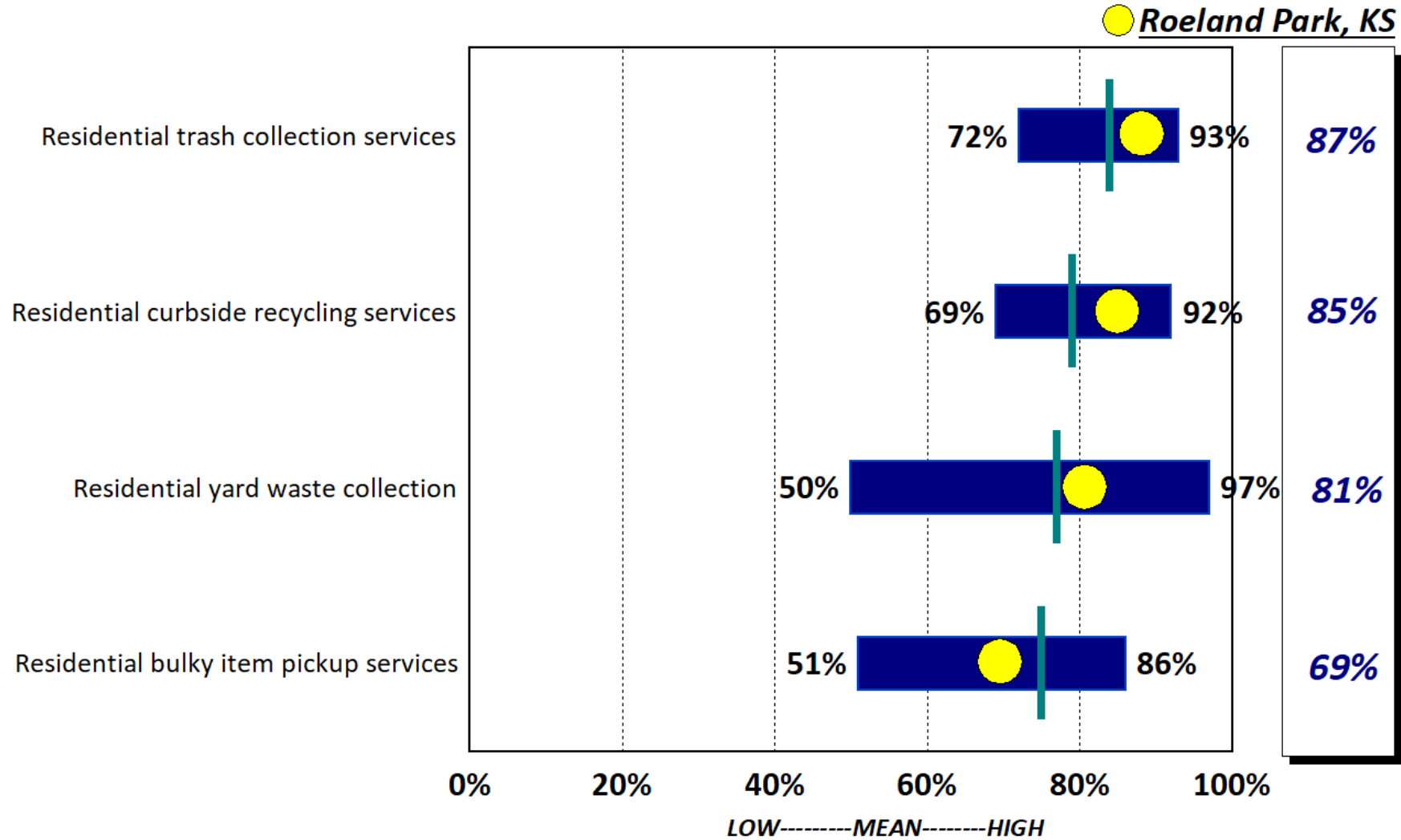
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# 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

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# 2021 Importance-Satisfaction Rating

## Roeland Park, Kansas

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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 Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating 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

### Enforcment of Codes and Ordinances

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
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 Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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 Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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 Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
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

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## 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

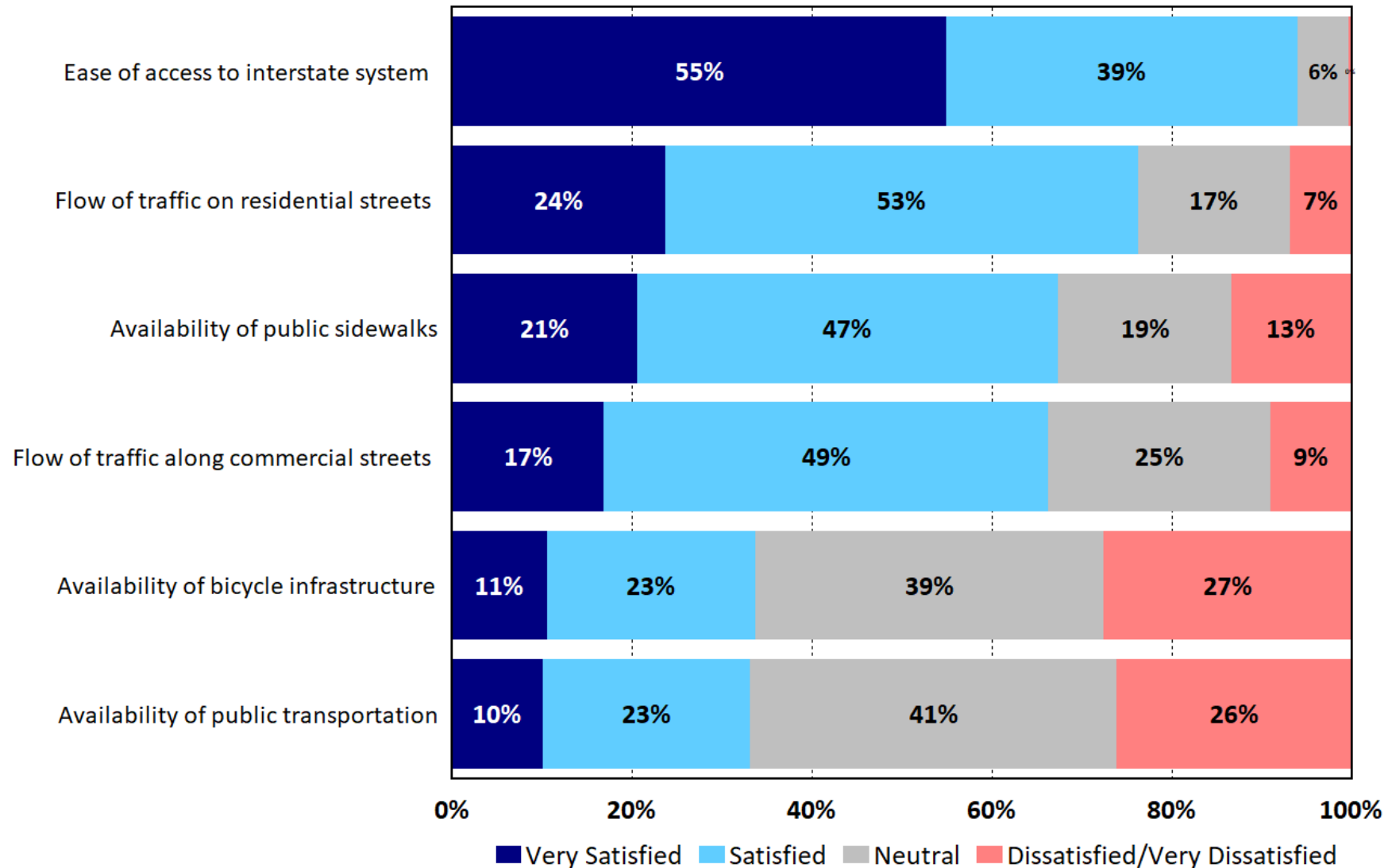
- City offering curbside glass recycling services
- ★ Incentivizing development which incorporates mixed use into a “main street” or “downtown” style
- Adding attractive elements to major roadways

# Transportation

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# Q20. Overall Satisfaction with Transportation and Connectivity

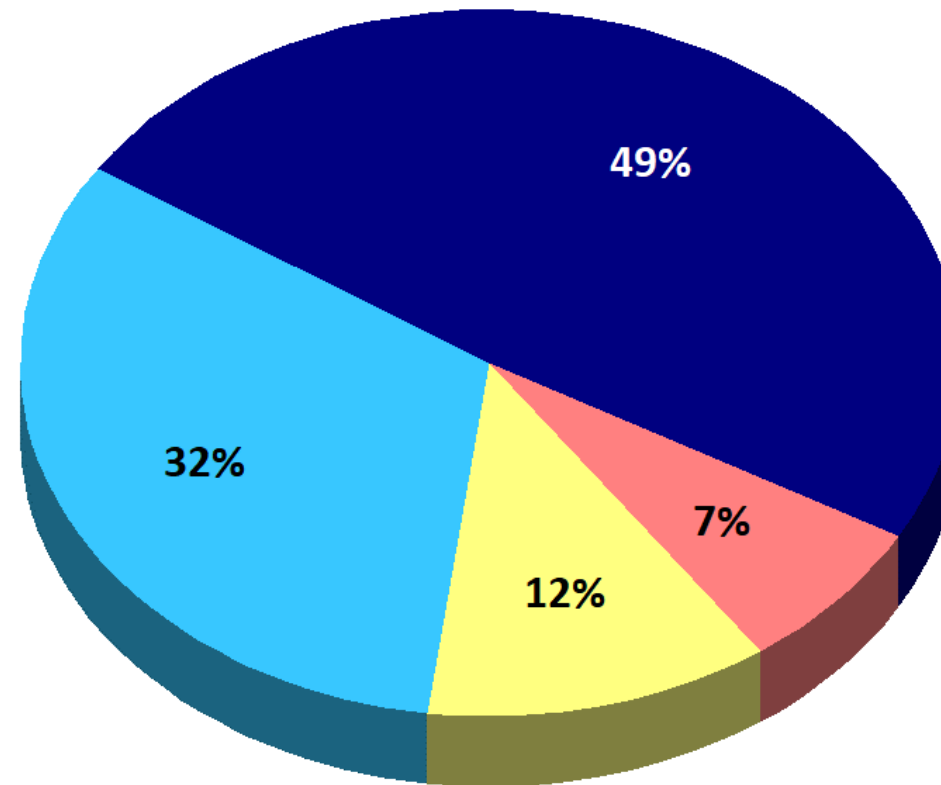
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)





## 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

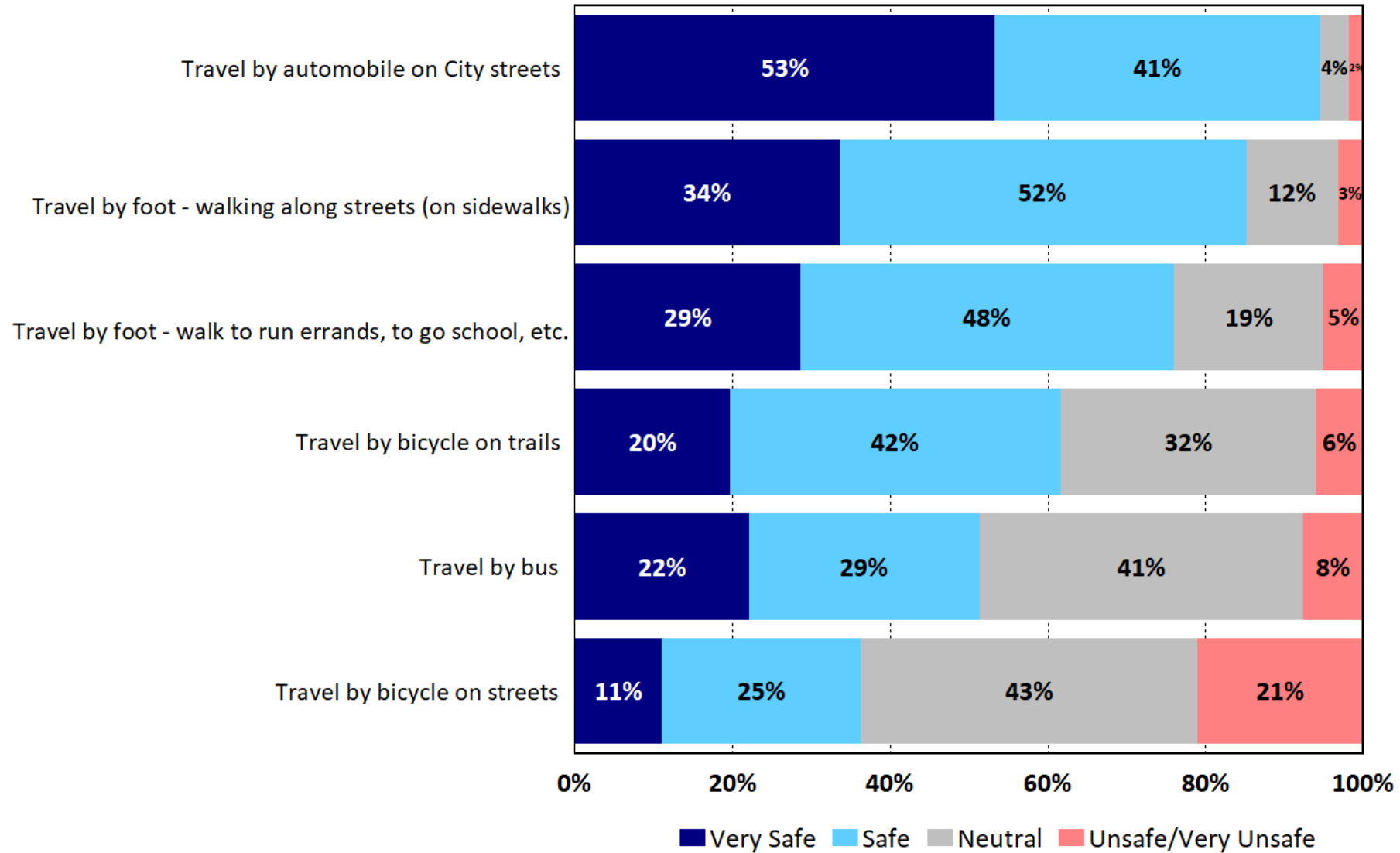
by percentage of respondents (excluding "not provided")



■ 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”)



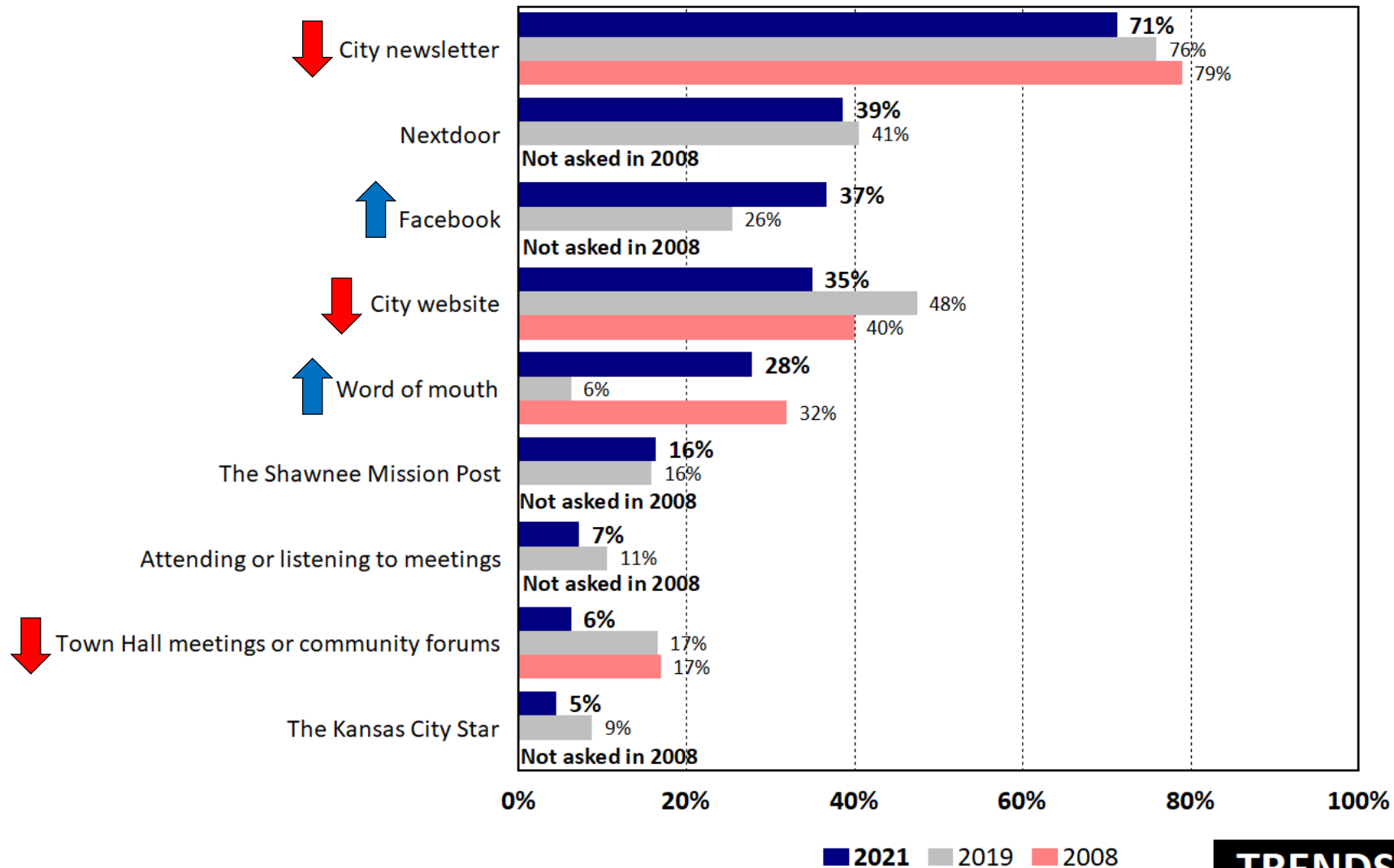
# Additional Findings

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# Preferred Sources of Information

## 2021 vs. 2019 vs. 2008

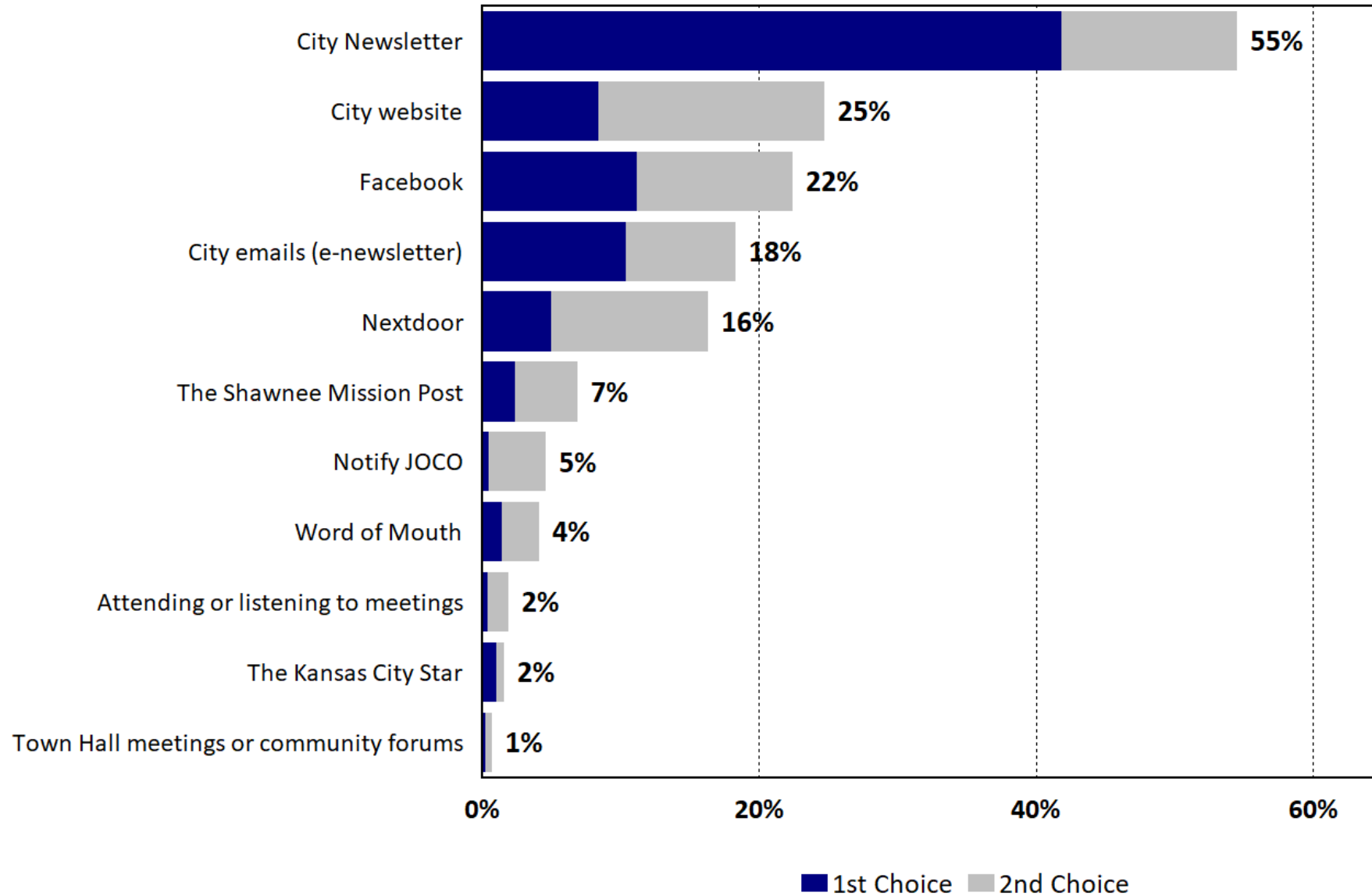
by percentage of respondents



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

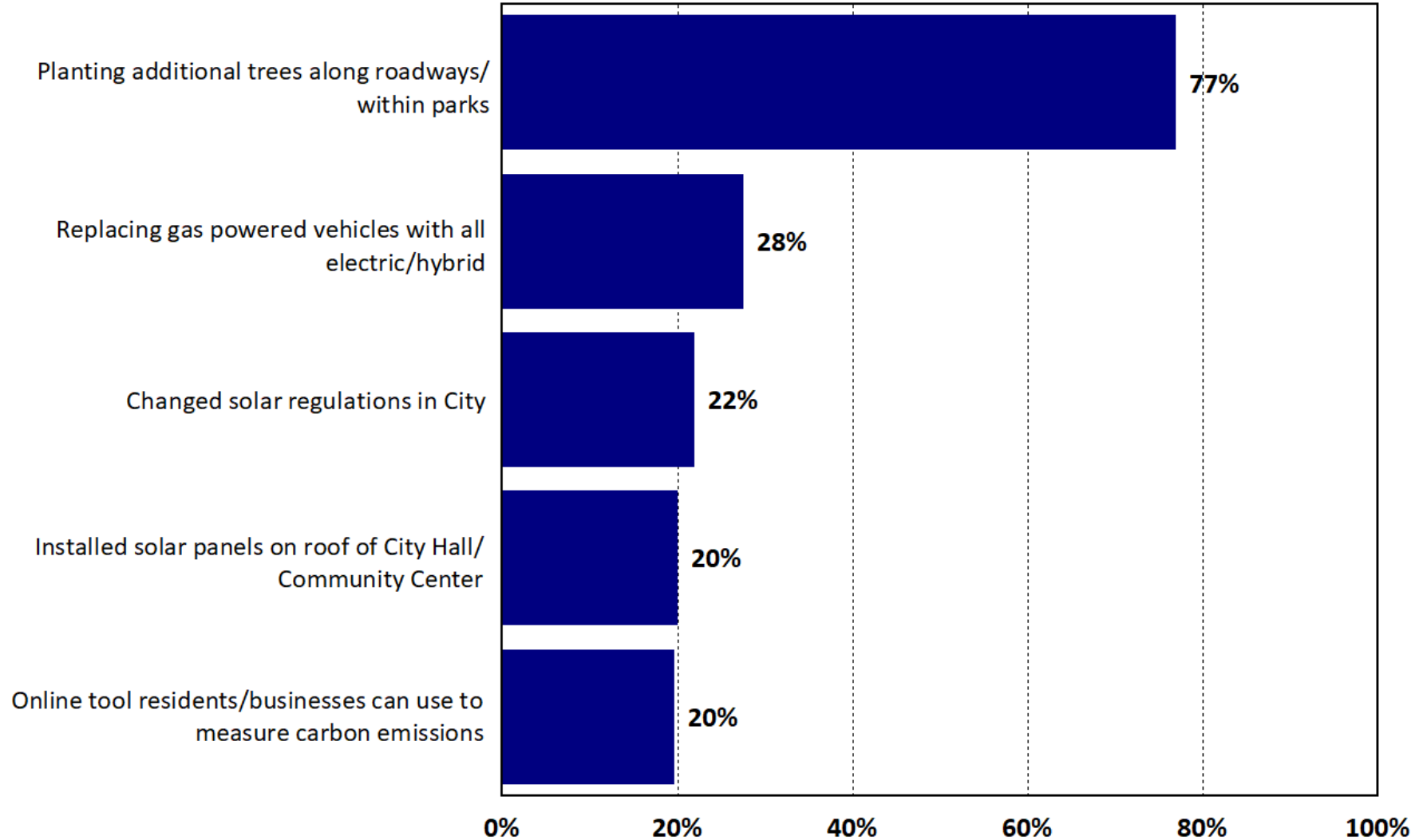
# Q18. Most Preferred Sources of Information

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



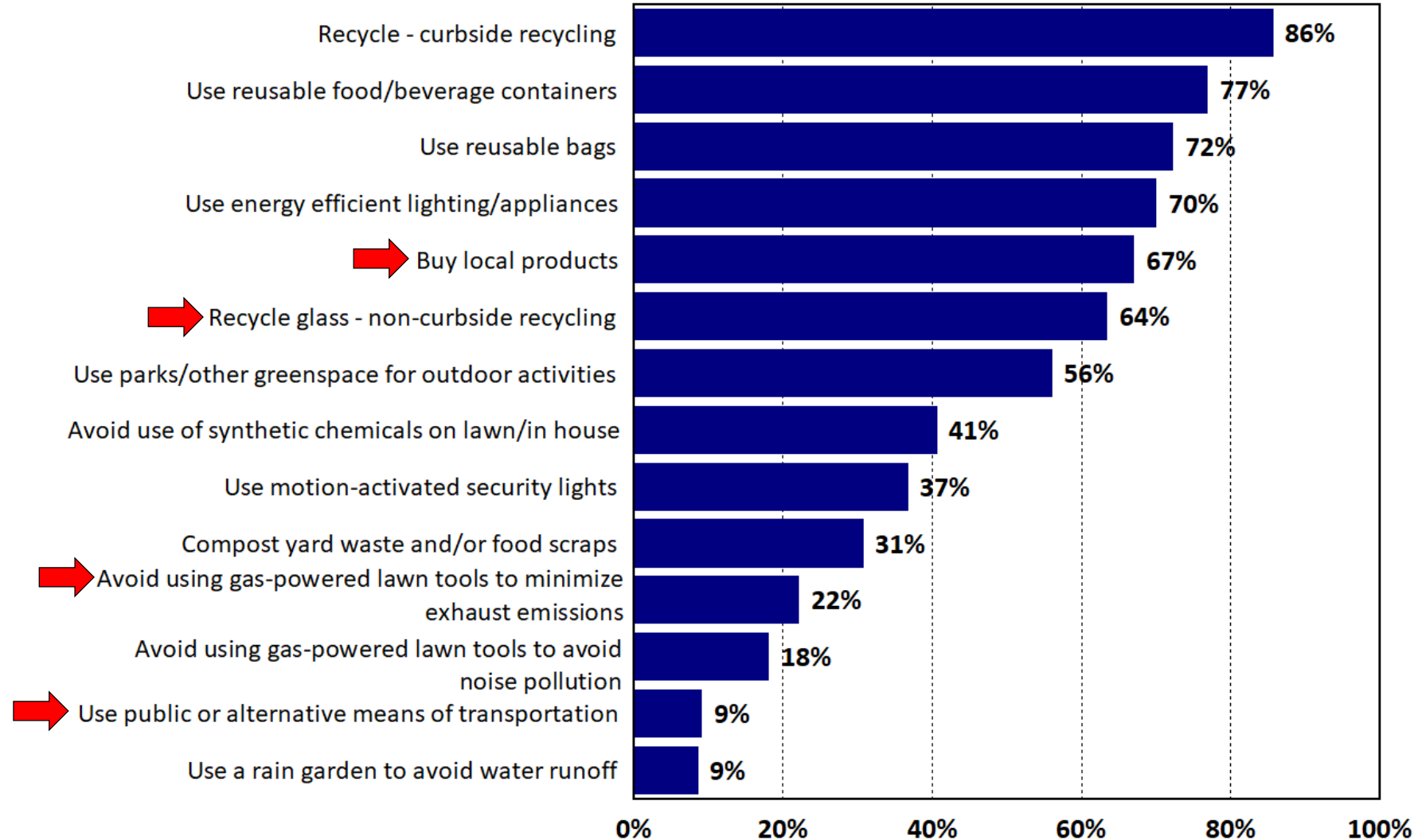
# Q19. Awareness of the Following Actions the City Has Taken to be More Energy Efficient

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?

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THANK YOU

A solid green horizontal bar spanning the width of the slide at the bottom.