2021 City of Overland Park Community Survey
Johnson County Benchmarking Analysis
Presented to the City of Overland Park, Kansas
August 2021
Overview

ETC Institute’s DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 500 communities in 50 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2020 to a random sample of more than 4,000 residents in the continental United States, and (2) surveys that have been administered by ETC Institute in 12 communities in Johnson County, Kansas between January 2018 and July 2021.

- Edgerton, Kansas
- Fairway, Kansas
- Gardner, Kansas
- Johnson County, Kansas
- Lenexa, Kansas
- Merriam, Kansas
- Mission, Kansas
- Olathe, Kansas
- Prairie Village, Kansas
- Roeland Park, Kansas
- Shawnee, Kansas
- Spring Hill, Kansas

National Benchmarks. The charts on the following pages show how the overall results for Overland Park compare to the national average based on the results of a survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents. These charts also show how Overland Park compares to communities in Johnson County.
National Benchmarks
(Johnson County Average)

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Overland Park is not authorized without written consent from ETC Institute.
# Overall Satisfaction with Major Categories of City Services: City of Overland Park vs. Johnson County Average vs. 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"

<table>
<thead>
<tr>
<th>Category</th>
<th>Overland Park</th>
<th>Johnson County Average</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of City parks &amp; facilities</td>
<td>79%</td>
<td>77%</td>
<td>69%</td>
</tr>
<tr>
<td>Quality of police, fire, &amp; ambulance services</td>
<td>77%</td>
<td>77%</td>
<td>79%</td>
</tr>
<tr>
<td>Quality of recreation programs</td>
<td>79%</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Quality of City's stormwater management system</td>
<td>69%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>Traffic flow on neighborhood streets in City</td>
<td>79%</td>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>Quality of customer service you receive from City</td>
<td>78%</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>Effectiveness of City communication w/ public</td>
<td>68%</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Enforcement of City codes &amp; ordinances</td>
<td>63%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>Maintenance of City streets</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Satisfaction with Items Influencing Perceptions of the City: City of Overland Park vs. Johnson County Average vs. 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"
## Overall Satisfaction with Public Safety:
City of Overland Park vs. Johnson County Average vs. 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"

<table>
<thead>
<tr>
<th>Service/Protection</th>
<th>Overland Park</th>
<th>Johnson County Average</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of local fire protection</td>
<td>88%</td>
<td>90%</td>
<td>85%</td>
</tr>
<tr>
<td>Quality of local ambulance service</td>
<td>86%</td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>Quality of local police protection</td>
<td>64%</td>
<td>65%</td>
<td>64%</td>
</tr>
<tr>
<td>How quickly public safety personnel respond</td>
<td>84%</td>
<td>85%</td>
<td>85%</td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>67%</td>
<td>75%</td>
<td>60%</td>
</tr>
<tr>
<td>Efforts to prevent crime</td>
<td>66%</td>
<td>79%</td>
<td>63%</td>
</tr>
<tr>
<td>Quality of animal control</td>
<td>65%</td>
<td>63%</td>
<td>65%</td>
</tr>
<tr>
<td>Visibility of police in your neighborhood</td>
<td>55%</td>
<td>64%</td>
<td>55%</td>
</tr>
<tr>
<td>Visibility of police in retail areas</td>
<td>62%</td>
<td>62%</td>
<td>62%</td>
</tr>
</tbody>
</table>

ETC Institute (2021)
Overall Satisfaction with Parks and Recreation:
City of Overland Park vs. Johnson County Average vs. 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"

- Walking & biking trails in City: Overland Park 81%, Johnson County 65%, U.S. 63%
- City community centers: Overland Park 76%, Johnson County 68%, U.S. 38%
- Recreation programs offered for kids: Overland Park 73%, Johnson County 62%, U.S. 39%
- City's adult athletic programs: Overland Park 64%, Johnson County 57%, U.S. 34%
- City swimming pools: Overland Park 63%, Johnson County 69%, U.S. 36%
Overall Satisfaction with Code Enforcement: City of Overland Park vs. Johnson County Average vs. 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"

- Enforcing maintenance of commercial property: Overland Park 61%, Johnson County Average 60%, U.S. 53%
- Enforcing maintenance of residential property: Overland Park 60%, Johnson County Average 51%, U.S. 50%
- Enforcing sign regulations: Overland Park 60%, Johnson County Average 52%, U.S. 54%
- Enforcing mowing/trimming of residential property: Overland Park 57%, Johnson County Average 49%, U.S. 53%
- Enforcing clean-up of litter & debris: Overland Park 55%, Johnson County Average 50%, U.S. 52%
Overall Satisfaction with City Maintenance:
City of Overland Park vs. Johnson County Average vs. 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"

- Snow removal on major City streets: Overland Park 65%, Johnson County 86%, U.S. 89%
- Cleanliness of City streets/other public areas: Overland Park 77%, Johnson County 82%, U.S. 80%
- Mowing & trimming along City streets: Overland Park 60%, Johnson County 77%, U.S. 80%
- Maintenance of major City streets: Overland Park 54%, Johnson County 73%, U.S. 71%
- Snow removal on neighborhood streets: Overland Park 52%, Johnson County 66%, U.S. 79%
- Maintenance of neighborhood streets: Overland Park 56%, Johnson County 69%, U.S. 69%
- Maintenance of sidewalks: Overland Park 47%, Johnson County 56%, U.S. 58%
Overall Satisfaction with City Communication:
City of Overland Park vs. Johnson County Average vs. 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"

- Availability of info about City programs/services
  - Overland Park: 73%
  - Johnson County Average: 72%
  - U.S.: 51%

- Quality of City's website
  - Overland Park: 63%
  - Johnson County Average: 64%
  - U.S.: 50%

- City efforts to keep you informed
  - Overland Park: 61%
  - Johnson County Average: 66%
  - U.S.: 51%

- Quality of City's social media
  - Overland Park: 55%
  - Johnson County Average: 57%
  - U.S.: 44%

- Level of public engagement in decision making
  - Overland Park: 43%
  - Johnson County Average: 48%
  - U.S.: 38%
Perceptions of Safety in the City:
City of Overland Park vs. Johnson County Average vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe"

- **In your neighborhood during the day**
  - Overland Park: 97%
  - Johnson County Average: 89%
  - U.S. Average: 83%

- **In your neighborhood at night**
  - Overland Park: 87%
  - Johnson County Average: 88%
  - U.S. Average: 71%

- **In City parks & recreation facilities**
  - Overland Park: 81%
  - Johnson County Average: 83%
  - U.S. Average: 64%
How Residents Rate the Community Where They Live:
City of Overland Park vs. Johnson County Average vs. U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was “poor”

- As a place to live: 97% (Overland Park), 96% (Johnson County), 73% (U.S.)
- As a place to raise children: 96% (Overland Park), 93% (Johnson County), 71% (U.S.)
- As a place to work: 93% (Overland Park), 93% (Johnson County), 60% (U.S.)
- As a place to retire: 77% (Overland Park), 76% (Johnson County), 57% (U.S.)