



2021 City of Overland Park Community Survey Findings Report

Presented to the City of Overland Park,
Kansas

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ETC
INSTITUTE

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Purpose and Methodology

ETC Institute administered a survey to residents of the City of Overland Park between May and July of 2021. The purpose of the survey was to measure citizen satisfaction with services provided by the City of Overland Park. The survey and its results will assist the Governing Body and city management in determining effective strategies for providing the best services possible and establish future priorities. Results from this survey will be compared with responses from previous community surveys that were conducted in 2000 and 2018.

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Overland Park. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online at opkansassurvey.org.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Overland Park from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 1,300 residents. The goal was met, with a total of 1,302 residents completing the survey. The overall results for the sample of 1,302 households have a precision of at least $\pm 2.7\%$ at the 95% level of confidence.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Overland Park with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2000, 2018 and 2021 community surveys,

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- benchmarking data that show how the results for Overland Park compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions and Ratings of the City

Ninety-two percent (92%) of the residents surveyed, who had an opinion, indicated they were “very satisfied” or “satisfied” with the overall quality of life in the City. Eighty-eight percent (88%) of those surveyed, who had an opinion, indicated they were “very satisfied” or “satisfied” with the overall image of the City of Overland Park.

Overall, residents have a very high opinion of the City of Overland Park. When asked to rate the city regarding five various issues respondents gave overwhelming positive marks. The following is a summary of responses based on the sum of “excellent” and “good” responses from respondents who had an opinion: 97% indicated the city is an “excellent” or “good” place to live, 96% of respondents indicated the city is an “excellent” or “good” place to raise children, 93% indicated the city is an “excellent” or “good” place to work, 77% indicated the city is an “excellent” or “good” place to retire, and 74% indicated the city is an “excellent” or “good” place to visit.

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of City parks and facilities (92%), the overall quality of police, fire and ambulance services (91%), the overall quality of recreation programs (83%), and the overall quality of the city’s stormwater management system (79%). For all 11 of the major categories of City services that were rated, 53% or more of residents who had an opinion were “very satisfied” or “satisfied.” A majority of respondents believe that the overall maintenance of City streets (59%) and traffic flow/congestion management on major streets (44%) should receive the most emphasis over the next two years.

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Feeling of Safety

Ninety-seven percent (97%) of respondents, who had an opinion, indicated they feel either “very safe” or “safe” in their neighborhood during the day; 89% indicated they feel “very safe” or “safe” in commercial and retail areas during the day; 87% indicated they feel “very safe” or “safe” in their neighborhood at night, and 65% indicated they feel “very safe” or “safe” in commercial and retail areas at night.

Satisfaction with Specific City Services

Public Safety. The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of local fire protection (88%), the quality of local ambulance service (86%), and the overall quality of local police protection (85%). Respondents were least satisfied with the visibility of police in retail areas (61%). Fifty-one percent (51%) of respondents believe that the city’s efforts to prevent crime should receive the most emphasis from City leaders over the next two years.

Parks and Recreation. The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the Deanna Rose Children’s Farmstead (92%), the Overland Park Arboretum and Botanical Gardens (91%), and the maintenance of City parks (88%). The parks and recreation service respondents indicated should receive the most emphasis over the next two years was the maintenance of city parks.

Code Enforcement. The highest levels of satisfaction with code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: enforcing the maintenance of commercial property in your neighborhood (61%), enforcing the maintenance of residential property (60%), and enforcing sign regulations (60%). The aspect of city code enforcement respondents indicated should receive the most emphasis over the next two years was enforcing the clean-up of litter and debris.

City Maintenance. The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: snow removal on major City streets (86%), the maintenance of street signs (84%), the mowing and trimming of City parks (82%), the maintenance of City buildings (82%), and the maintenance of traffic signals (82%). The aspect of City maintenance services that respondents indicated should receive the most emphasis over the next two years was the maintenance of neighborhood streets.

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City Leadership. The highest levels of satisfaction with city leadership, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the effectiveness of the City Manager and department directors (59%) and the quality of leadership provided by the City’s elected officials (59%).

City Communication. The highest levels of satisfaction with city communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: availability of information about City programs and services (73%) and the quality of the City’s newsletter (72%).

Sixty-nine percent (69%) of respondents indicated they use the City newsletter, *Overview*, as their primary source of information about City issues, services and events; 54% of respondents indicated their primary source of information is television news, and 35% indicated their primary source was social media.

City Customer Service. Twenty-eight percent (28%) of respondents indicated they have called, emailed, gone online, or visited the City with a question, problem, or complaint during the past year. Of those who have contacted the City during the past year, 86% indicated it was either “very easy” or “somewhat easy” to contact the person they needed to reach. Respondents who had contacted the City were then asked to indicate how often the employees they have contacted during the past year displayed four different behaviors. Respondents were asked to rate each behavior on a scale of 1 to 5, where 5 means “always” and 1 means “never”. The behaviors that were displayed the most, based upon the combined percentage of “always” and “usually” responses among residents who had an opinion, were: the employee was courteous and polite (91%) and the employee gave prompt, accurate, and complete answers to questions (80%).

Additional Findings

- Two-thirds of the respondents surveyed (67%) are “not aware” of the rental registration and inspection program. Seven percent (7%) of respondents are “very aware,” 10% are “aware” and 15% are “somewhat aware” of the registration and inspection program.
- Eighteen percent (18%) of respondents *who had an opinion* are “very satisfied” with the city’s environmental initiatives and programs. Nearly half (47%) were “satisfied,” 26% were “neutral,” 8% were “dissatisfied” and 1% were “very dissatisfied.”

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Trends from 2018 to 2021

The tables below and on the following page are meant to serve as a quick reference for many of the trends that exist from the 2018 and 2021 surveys. The percentage change from the 2018 survey to the 2021 survey is in the far right column of the table. To view all of the trends, please refer to the charts and graphs section of this report.

Trends from 2018 to 2021			
	2018	2021	Percentage Change from 2018 to 2021
Combination of "Very Satisfied" and "Satisfied" responses			
Question 1. Major Categories of City Services			
Overall traffic flow/congestion management on major streets in the city	59%	63%	4%
Overall traffic flow/congestion management on neighborhood streets in the city	77%	79%	2%
Overall quality of customer service you receive from city employees	76%	78%	1%
Overall quality of the city's stormwater management system	78%	79%	1%
Quality of City parks and facilities	92%	92%	0%
Quality of recreation programs	85%	83%	-2%
Overall quality of police, fire, and ambulance services	93%	91%	-2%
Overall effectiveness of city communication with the public	73%	68%	-4%
Overall enforcement of city codes and ordinances	67%	63%	-4%
Overall maintenance of city streets	70%	60%	-11%
Question 3. Items that Influence Your Perception of the City			
Overall condition of housing in your neighborhood	83%	85%	2%
Overall condition of commercial retail centers	71%	71%	0%
Overall quality of life in the City	94%	92%	-2%
Overall image of the City	91%	88%	-3%
Overall value that you receive for you City tax dollars and fees	72%	66%	-6%
How well City is planning new development	60%	53%	-7%
How well the city is planning redevelopment	56%	49%	-7%
Question 4. Public Safety Services			
Travel safety on city roadways and intersections	73%	71%	-2%
The visibility of police in retail areas	63%	61%	-2%
The visibility of police in your neighborhood	66%	64%	-2%
Overall quality of local ambulance service	88%	86%	-2%
City's efforts to prevent fires	78%	75%	-3%
Overall quality of local fire protection	91%	88%	-3%
Overall quality of animal control	69%	65%	-3%
How quickly public safety personnel respond to emergencies	88%	84%	-4%
Enforcement of local traffic laws	72%	67%	-5%
Overall quality of local police protection	90%	85%	-5%
City's efforts to prevent crime	74%	66%	-8%
Q6. City Parks and Recreation Services			
Walking and biking trails in the City	79%	81%	2%
The number of City parks	81%	83%	2%
Overland Park Arboretum & Botanical Gardens	90%	91%	1%
Maintenance of City parks	87%	88%	0%
City golf Courses	71%	71%	0%
Deanna Rose Children's Farmstead	92%	92%	0%
Tennis courts and athletic facilities	70%	69%	-1%
Overland Park Soccer Complex	87%	85%	-1%
Fees charged for recreation programs	64%	62%	-3%
The City's adult athletic programs	67%	64%	-3%
Recreation programs offered for kids	77%	73%	-4%
City Community Centers	80%	76%	-4%
Other City recreation programs, such as classes and special events	77%	72%	-6%
Arts and cultural programs	68%	63%	-6%
City Swimming pools	72%	63%	-10%

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Trends from 2018 to 2021 (Continued)	2018	2021	Percentage Change from 2018 to 2021
Combination of "Very Satisfied" and "Satisfied" responses			
Q8. City Code Enforcement			
Enforcing the maintenance of residential property in your neighborhood	59%	60%	1%
Enforcing sign regulations	59%	60%	1%
Enforcing the maintenance of rental properties in your neighborhood	46%	46%	-1%
Enforcing the mowing and trimming of residential property	58%	57%	-1%
Enforcing the maintenance of commercial property in your neighborhood	63%	61%	-2%
Enforcing the mowing and trimming of commercial property	64%	59%	-5%
Enforcing the clean up of litter & debris	61%	55%	-5%
Q10. City Maintenance Services			
On-street bicycle infrastructure	56%	57%	1%
Mowing and trimming of City parks	83%	82%	0%
Snow removal on major City streets	87%	86%	-1%
Maintenance of street lights	81%	80%	-2%
Mowing and trimming along city streets	79%	77%	-2%
Maintenance of City buildings, such as City Hall	84%	82%	-2%
Maintenance of traffic signals	84%	82%	-2%
Maintenance of street signs	86%	84%	-2%
Maintenance of sidewalks	51%	47%	-4%
Maintenance of curbs	71%	67%	-4%
Snow removal on neighborhood streets	71%	66%	-5%
Overall cleanliness of City streets and other public areas	82%	77%	-6%
Maintenance of major City streets	82%	73%	-9%
Maintenance of neighborhood streets	66%	56%	-10%
Question 12. City Leadership			
Overall responsiveness of City leaders	62%	54%	-8%
Quality of leadership provided by the City's elected officials	67%	59%	-8%
Effectiveness of the City Manager/department directors	68%	59%	-9%
Question 13. City Communication			
The quality of the City's website	61%	63%	2%
The quality of the City's social media	59%	55%	-4%
Availability of information about city programs/services	77%	73%	-4%
The quality of the City's newsletter	77%	72%	-5%
Level of public engagement in decision making	51%	43%	-8%
City efforts to keep you informed about local issues	70%	61%	-9%
Combination of "Very Safe" and "Safe" responses			
Question 16. Perceptions of Safety			
Feeling of safety in city parks & recreation facilities	76%	81%	5%
Feeling of safety in commercial and retail areas during the day	89%	89%	1%
Feeling of safety in your neighborhood during the day	97%	97%	1%
Feeling of safety in commercial and retail areas at night	65%	65%	0%
Feeling of safety in your neighborhood at night	88%	87%	-1%
Combination of "Excellent" and "Good" responses			
Question 17. Overall Ratings of the City			
The City as a place to raise children	97%	96%	-1%
The City as a place to work	94%	93%	-1%
The City as a place to live	98%	97%	-1%
The City as a place to retire	79%	77%	-2%
The City as a place to visit	77%	74%	-3%

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How the City of Overland Park Compares to Other Communities Nationally

Satisfaction ratings for the City of Overland Park **rated above the U.S. average in 50 of the 52 areas** that were assessed. The City of Overland Park rated significantly higher than the U.S. average (difference of 5% or more) in 46 of these areas. Listed below are the comparisons between the City of Overland Park and the U.S. average:

City Service	Overland Park	U.S.	Difference	Category
City community centers	76%	38%	39%	Parks and Recreation
Recreation programs offered for kids	73%	39%	34%	Parks and Recreation
As a place to work	93%	60%	33%	Overall Ratings of the City
Quality of City parks & facilities	92%	59%	32%	Major Categories of City Services
City's adult athletic programs	64%	34%	31%	Parks and Recreation
City swimming pools	63%	36%	27%	Parks and Recreation
Quality of customer service you receive from City	78%	51%	27%	Major Categories of City Services
As a place to raise children	96%	71%	24%	Overall Ratings of the City
Quality of recreation programs	83%	59%	24%	Major Categories of City Services
Overall image of City	88%	64%	23%	Perceptions of the City
As a place to live	97%	73%	23%	Overall Ratings of the City
Traffic flow on neighborhood streets in City	79%	56%	22%	Major Categories of City Services
Overall value you receive for your City tax/fees	66%	44%	22%	Perceptions of the City
Quality of local police protection	85%	64%	22%	Public Safety
Availability of info about City programs/services	73%	51%	21%	City Communication
Snow removal on major City streets	86%	65%	21%	City Maintenance
Effectiveness of City communication w/ public	68%	48%	20%	Major Categories of City Services
As a place to retire	77%	57%	20%	Overall Ratings of the City
Quality of City's stormwater management system	79%	59%	19%	Major Categories of City Services
Maintenance of major City streets	73%	54%	19%	City Maintenance
How quickly public safety personnel respond	84%	65%	19%	Public Safety
Walking & biking trails in City	81%	63%	18%	Parks and Recreation
In City parks & recreation facilities	81%	64%	18%	Perceptions of Safety
Mowing & trimming along City streets	77%	60%	17%	City Maintenance
Cleanliness of City streets/other public areas	77%	60%	16%	City Maintenance
In your neighborhood at night	87%	71%	15%	Perceptions of Safety
Quality of police, fire, & ambulance services	91%	77%	14%	Major Categories of City Services
Snow removal on neighborhood streets	66%	52%	13%	City Maintenance
Quality of City's website	63%	50%	13%	City Communication
As a place to visit	74%	62%	12%	Overall Ratings of the City
Quality of animal control	65%	55%	11%	Public Safety
Enforcement of City codes & ordinances	63%	52%	11%	Major Categories of City Services
Quality of City's social media	55%	44%	10%	City Communication
City efforts to keep you informed	61%	51%	10%	City Communication
How well City is planning new development	53%	44%	9%	Perceptions of the City
Enforcing maintenance of residential property	60%	51%	9%	Code Enforcement
Quality of City's live streaming of City meetings	52%	43%	9%	City Communication
In your neighborhood during the day	97%	89%	9%	Perceptions of Safety
Maintenance of City streets	60%	52%	8%	Major Categories of City Services
Enforcing maintenance of commercial property	61%	53%	8%	Code Enforcement
Enforcing mowing/trimming of residential property	57%	49%	7%	Code Enforcement
Enforcing sign regulations	60%	52%	7%	Code Enforcement
Enforcement of local traffic laws	67%	60%	7%	Public Safety
Quality of local ambulance service	86%	81%	5%	Public Safety
Level of public engagement in decision making	43%	38%	5%	City Communication
Enforcing clean-up of litter & debris	55%	50%	5%	Code Enforcement
Efforts to prevent crime	66%	63%	4%	Public Safety
Quality of local fire protection	88%	85%	3%	Public Safety
Visibility of police in your neighborhood	64%	62%	2%	Public Safety
Maintenance of neighborhood streets	56%	55%	1%	City Maintenance
Visibility of police in retail areas	61%	62%	-2%	Public Safety
Maintenance of sidewalks	47%	51%	-4%	City Maintenance

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How the City of Overland Park Compares to the Kansas City Metro

Satisfaction ratings for the City of Overland Park **rated above the average for Kansas City Metro communities in 45 of the 52 areas** that were assessed. The City of Overland Park rated significantly higher than this average (difference of 5% or more) in 30 of these areas. Listed below are the comparisons between The City of Overland Park and the average for the Kansas City Metro area.

City Service	Overland Park	K.C. Metro	Difference	Category
As a place to work	93%	59%	34%	Overall Ratings of the City
As a place to visit	74%	41%	33%	Overall Ratings of the City
Overall image of City	88%	65%	23%	Perceptions of the City
Quality of City's stormwater management system	79%	61%	18%	Major Categories of City Services
Walking & biking trails in City	81%	64%	17%	Parks and Recreation
City community centers	76%	60%	16%	Parks and Recreation
Traffic flow on neighborhood streets in City	79%	63%	16%	Major Categories of City Services
Recreation programs offered for kids	73%	58%	15%	Parks and Recreation
Quality of City parks & facilities	92%	77%	15%	Major Categories of City Services
As a place to raise children	96%	81%	15%	Overall Ratings of the City
Enforcing maintenance of residential property	60%	47%	13%	Code Enforcement
City's adult athletic programs	64%	53%	11%	Parks and Recreation
As a place to retire	77%	66%	11%	Overall Ratings of the City
Quality of City's live streaming of City meetings	52%	41%	11%	City Communication
Availability of info about City programs/services	73%	62%	11%	City Communication
Quality of animal control	65%	55%	10%	Public Safety
Maintenance of major City streets	73%	63%	10%	City Maintenance
Enforcement of City codes & ordinances	63%	53%	10%	Major Categories of City Services
As a place to live	97%	87%	10%	Overall Ratings of the City
Overall value you receive for your City tax/fees	66%	57%	9%	Perceptions of the City
Enforcing clean-up of litter & debris	55%	47%	8%	Code Enforcement
How quickly public safety personnel respond	84%	76%	8%	Public Safety
Enforcing mowing/trimming of residential property	57%	49%	8%	Code Enforcement
Snow removal on major City streets	86%	80%	6%	City Maintenance
Quality of recreation programs	83%	77%	6%	Major Categories of City Services
Quality of customer service you receive from City	78%	72%	6%	Major Categories of City Services
Maintenance of City streets	60%	54%	5%	Major Categories of City Services
Effectiveness of City communication w/ public	68%	63%	5%	Major Categories of City Services
Quality of City's website	63%	58%	5%	City Communication
Enforcing sign regulations	60%	55%	5%	Code Enforcement
In City parks & recreation facilities	81%	77%	4%	Perceptions of Safety
Enforcing maintenance of commercial property	61%	57%	4%	Code Enforcement
Quality of local ambulance service	86%	82%	4%	Public Safety
Level of public engagement in decision making	43%	39%	4%	City Communication
Mowing & trimming along City streets	77%	73%	4%	City Maintenance
Quality of local police protection	85%	82%	3%	Public Safety
How well City is planning new development	53%	50%	3%	Perceptions of the City
Cleanliness of City streets/other public areas	77%	74%	3%	City Maintenance
Quality of City's social media	55%	52%	3%	City Communication
In your neighborhood at night	87%	84%	3%	Perceptions of Safety
In your neighborhood during the day	97%	95%	2%	Perceptions of Safety
Quality of police, fire, & ambulance services	91%	89%	2%	Major Categories of City Services
City efforts to keep you informed	61%	59%	2%	City Communication
City swimming pools	63%	61%	2%	Parks and Recreation
Quality of local fire protection	88%	87%	1%	Public Safety
Maintenance of neighborhood streets	56%	57%	-1%	City Maintenance
Efforts to prevent crime	66%	68%	-2%	Public Safety
Enforcement of local traffic laws	67%	69%	-2%	Public Safety
Snow removal on neighborhood streets	66%	70%	-4%	City Maintenance
Maintenance of sidewalks	47%	53%	-6%	City Maintenance
Visibility of police in retail areas	61%	67%	-6%	Public Safety
Visibility of police in your neighborhood	64%	72%	-8%	Public Safety

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Maintenance of City streets (I-S Rating = 0.2385)
- Traffic flow/congestion management on major streets (I-S Rating = 0.1646)
- City response to environmental/climate change (I-S Rating = 0.1222)

The table below shows the importance-satisfaction rating for all 11 major categories of City services that were rated.

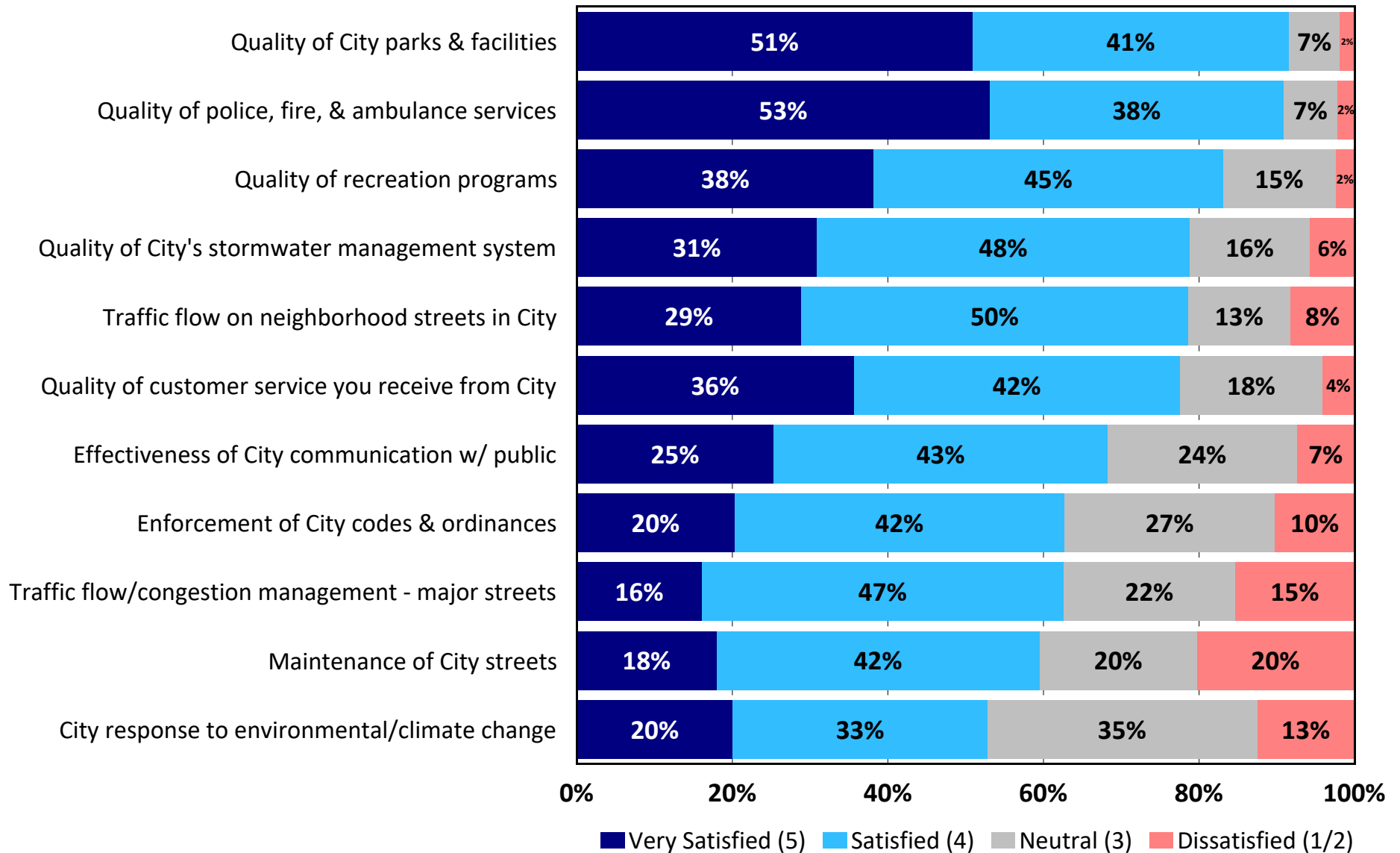
Importance-Satisfaction Rating City of Overland Park Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of City streets	59%	1	60%	10	0.2385	1
High Priority (IS .10-.20)						
Traffic flow/congestion management - major streets	44%	2	63%	9	0.1646	2
City response to environmental/climate change	26%	4	53%	11	0.1222	3
Medium Priority (IS <.10)						
Enforcement of City codes & ordinances	19%	6	63%	8	0.0712	4
Effectiveness of City communication w/ public	16%	7	68%	7	0.0498	5
Quality of police, fire, & ambulance services	43%	3	91%	2	0.0390	6
Traffic flow on neighborhood streets in City	14%	8	79%	5	0.0300	7
Quality of City's stormwater management system	12%	9	79%	4	0.0259	8
Quality of City parks & facilities	25%	5	92%	1	0.0211	9
Quality of customer service you receive from City	6%	11	78%	6	0.0132	10
Quality of recreation programs	8%	10	83%	3	0.0127	11



Charts and Graphs:

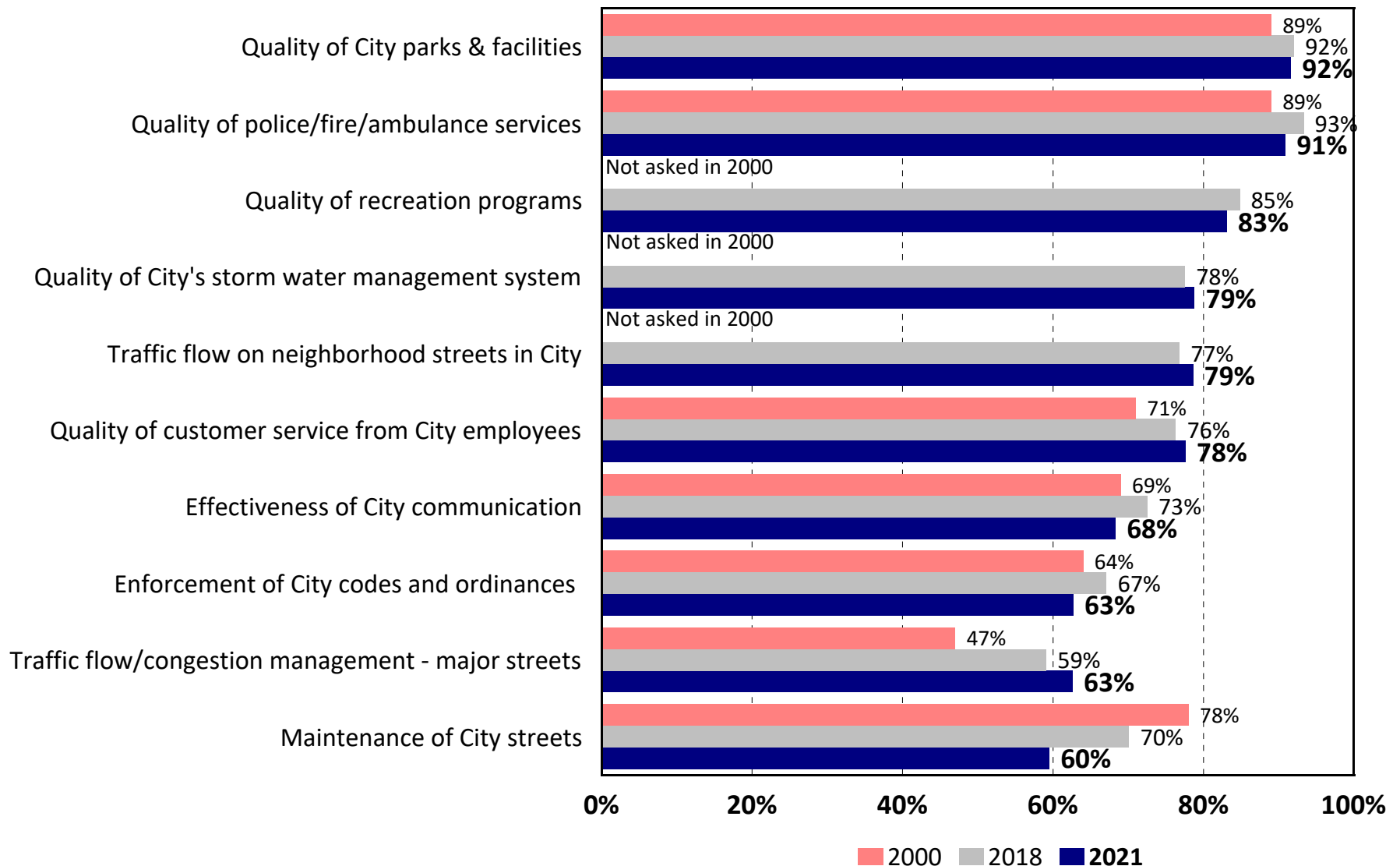
Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents (excluding don't knows)



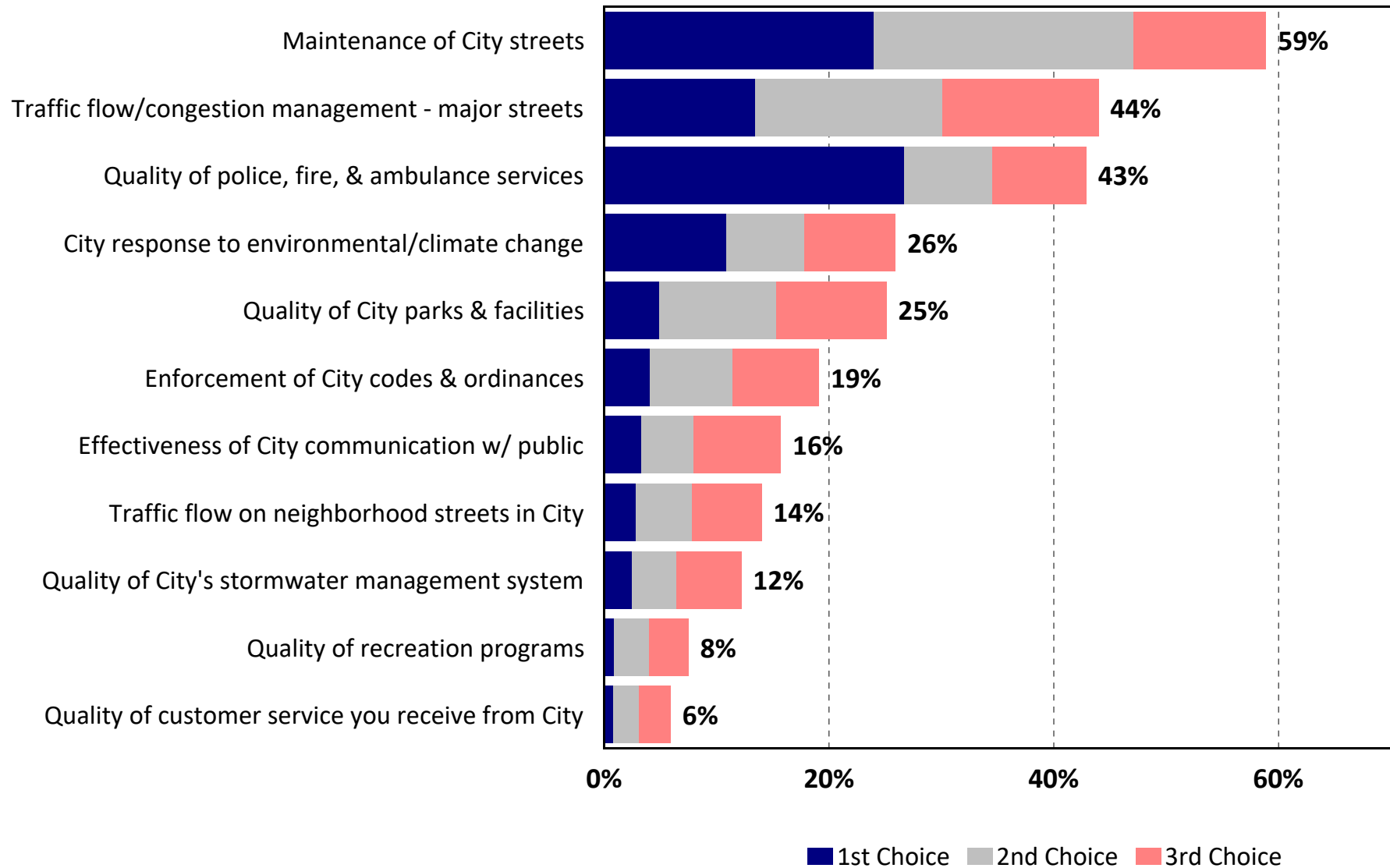
TRENDS: Overall Satisfaction With City Services by Major Category - 2000, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



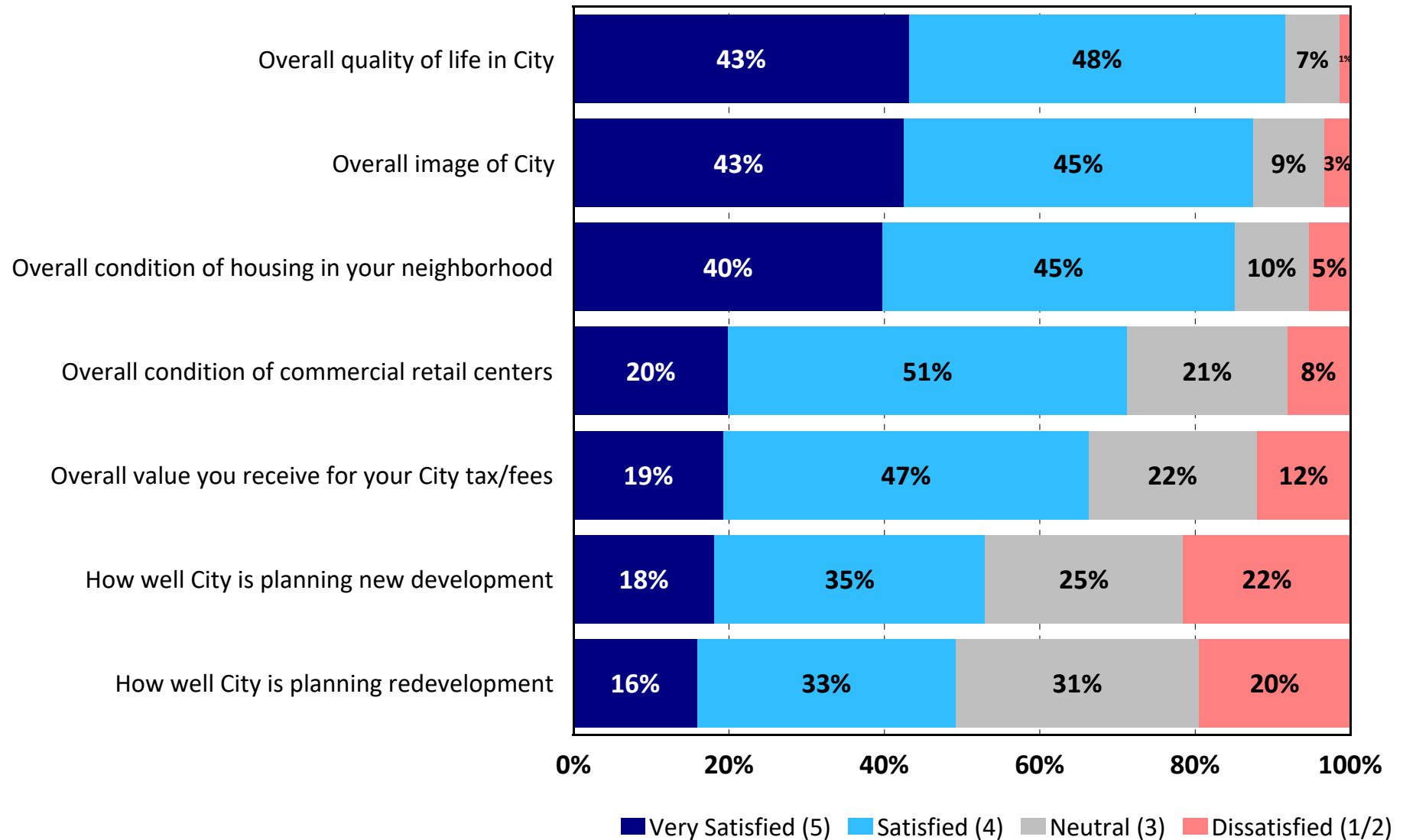
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



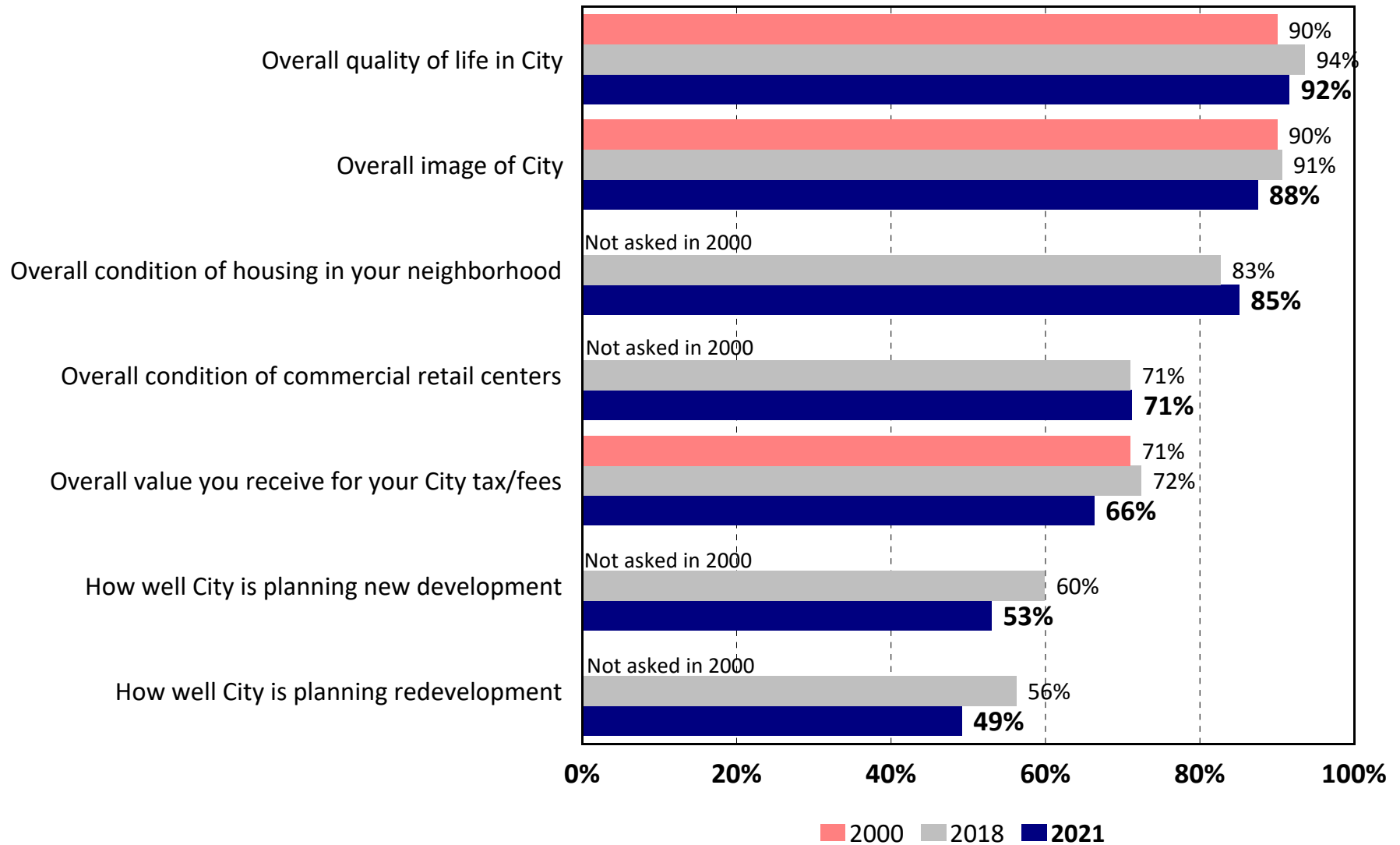
Q3. Satisfaction with Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



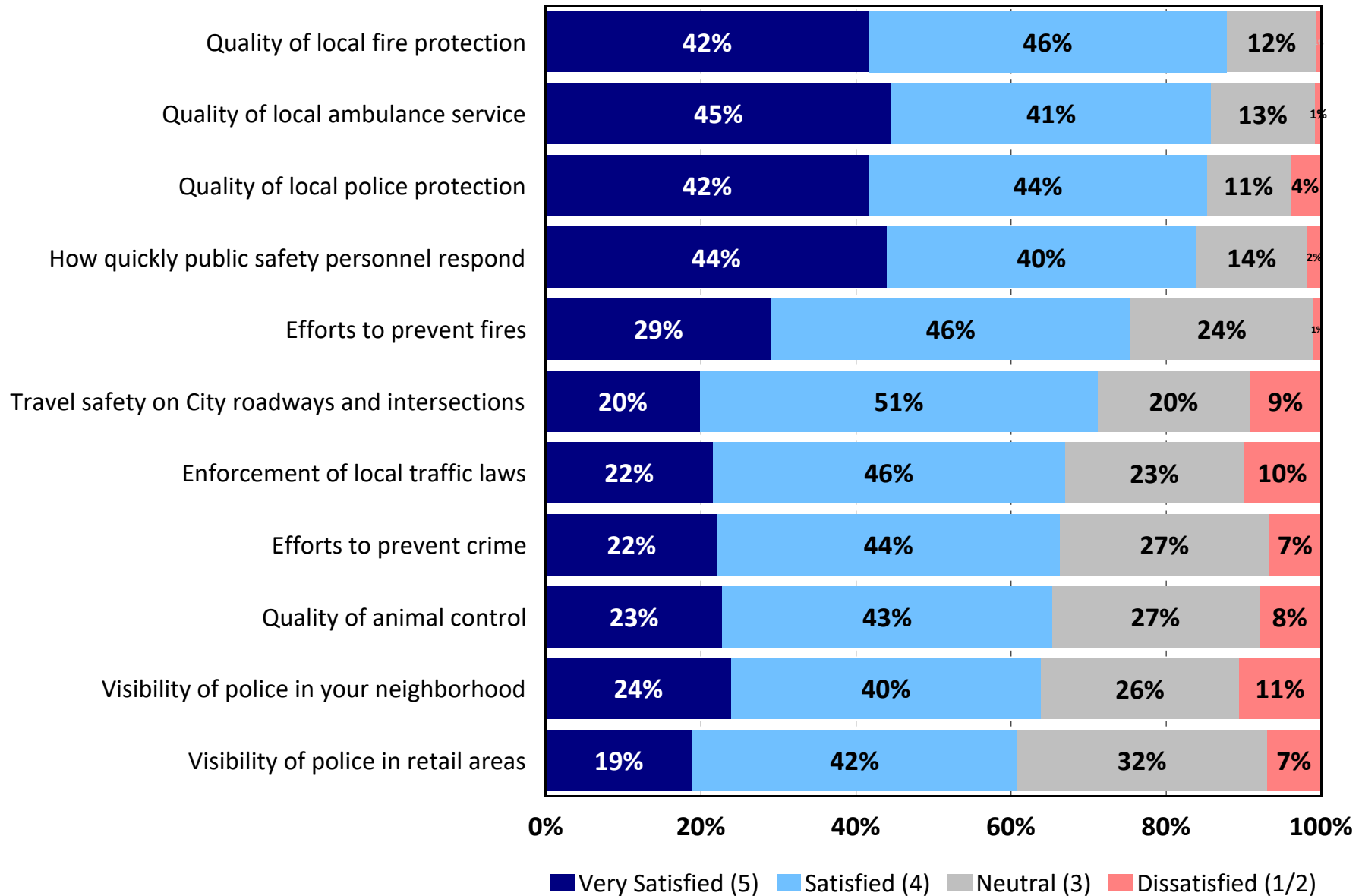
TRENDS: Satisfaction With Items That Influence the Perception Residents Have of the City - 2000, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q4. Satisfaction with Public Safety Services

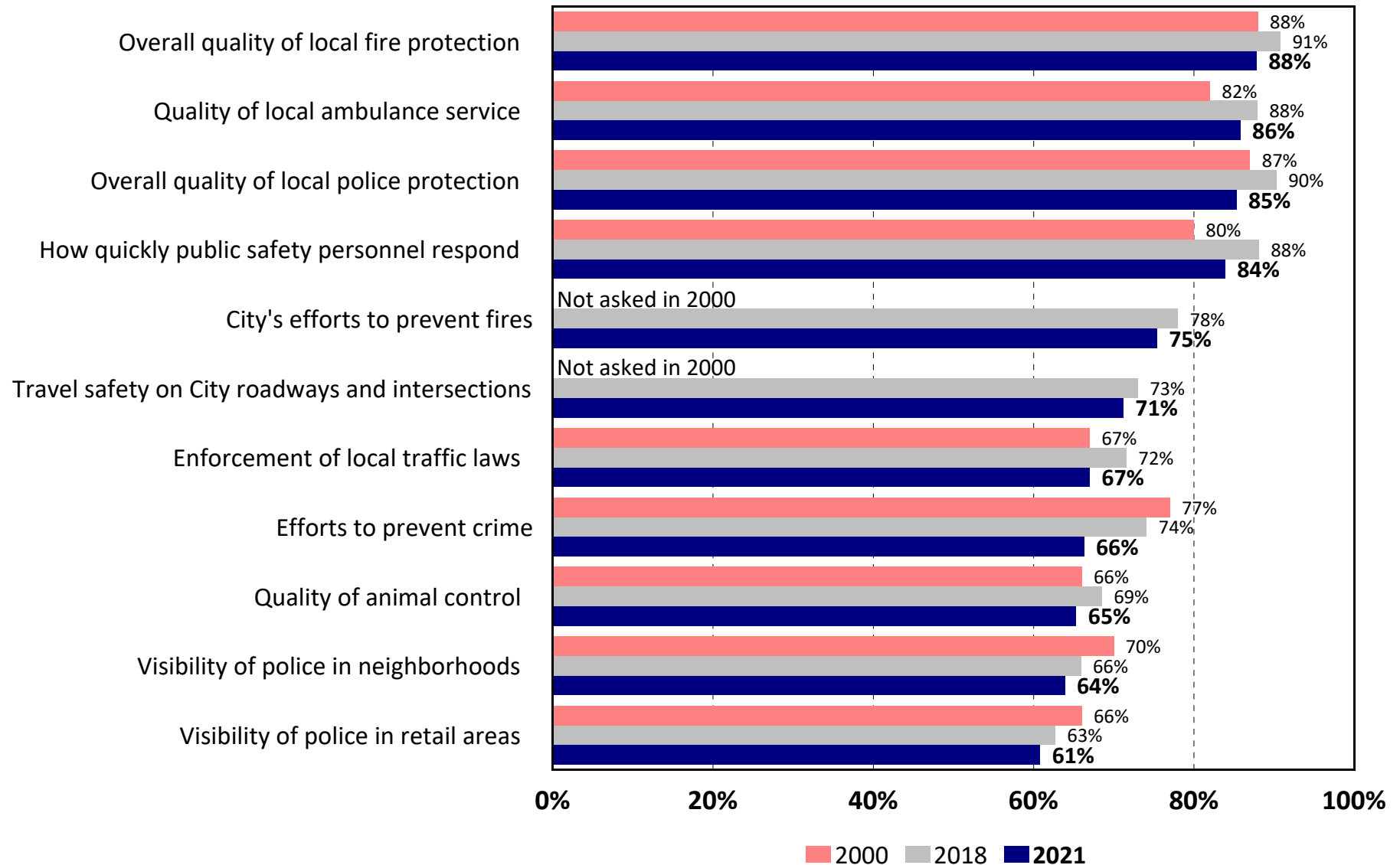
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Public Safety

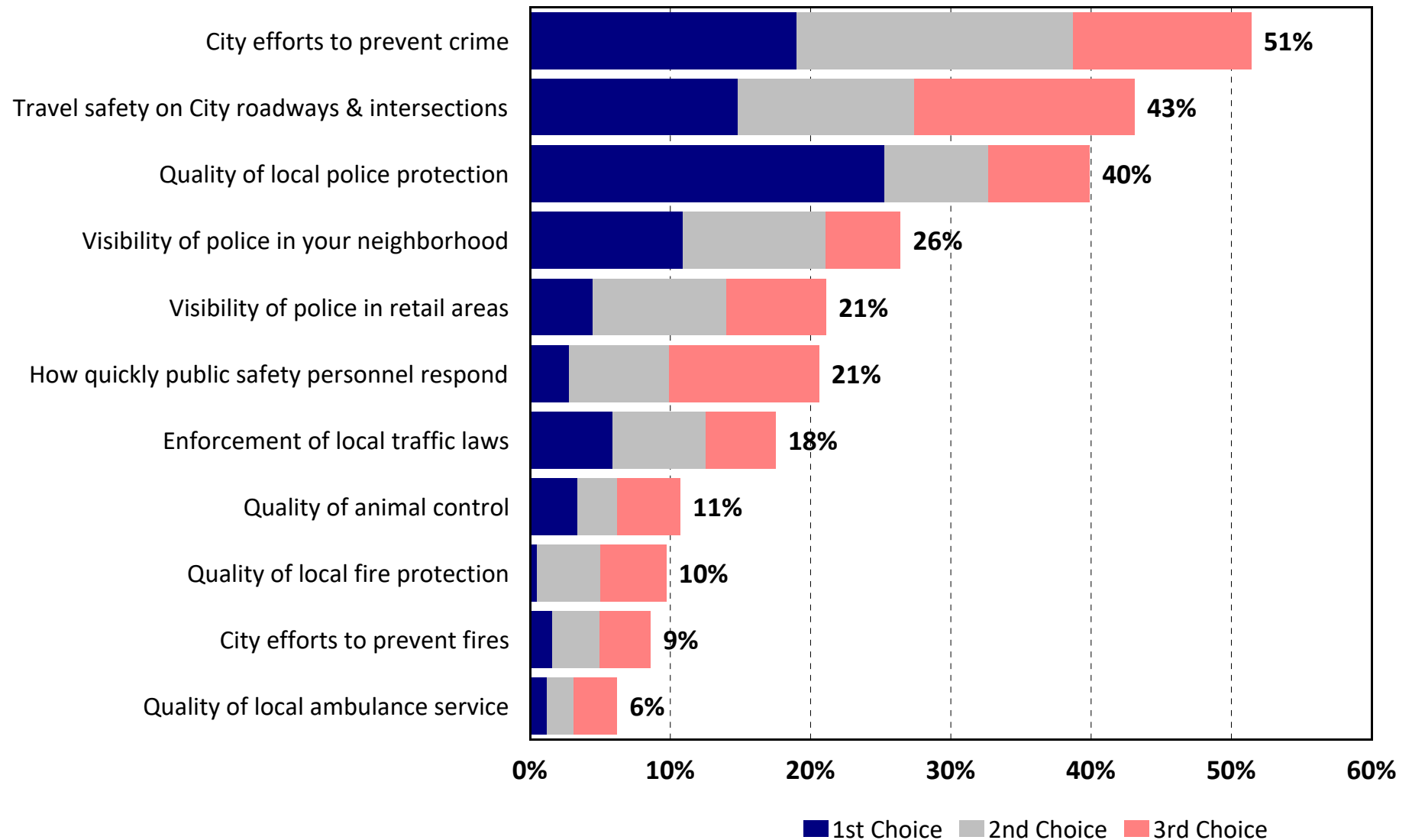
2000, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



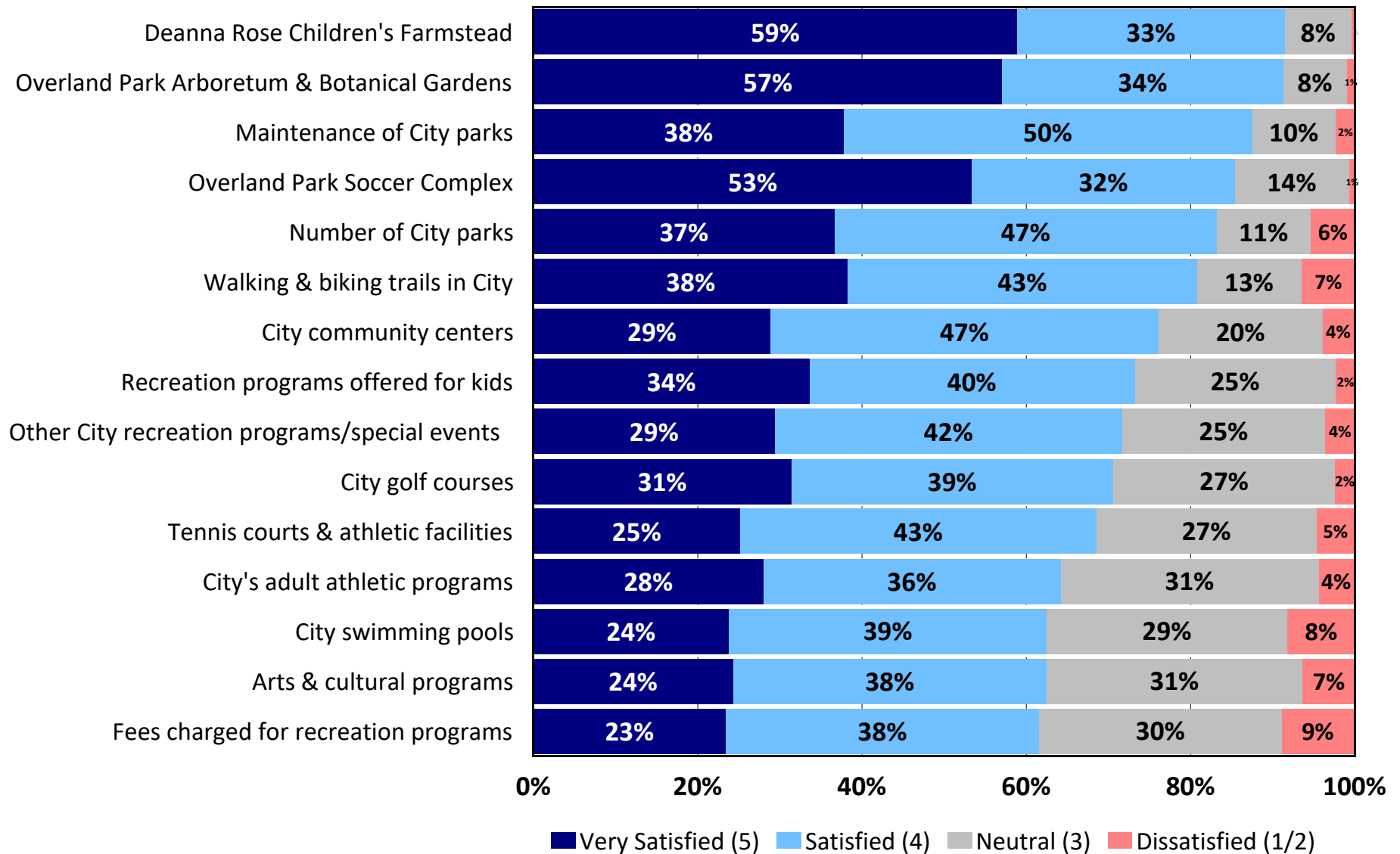
Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q6. Satisfaction with Parks and Recreation

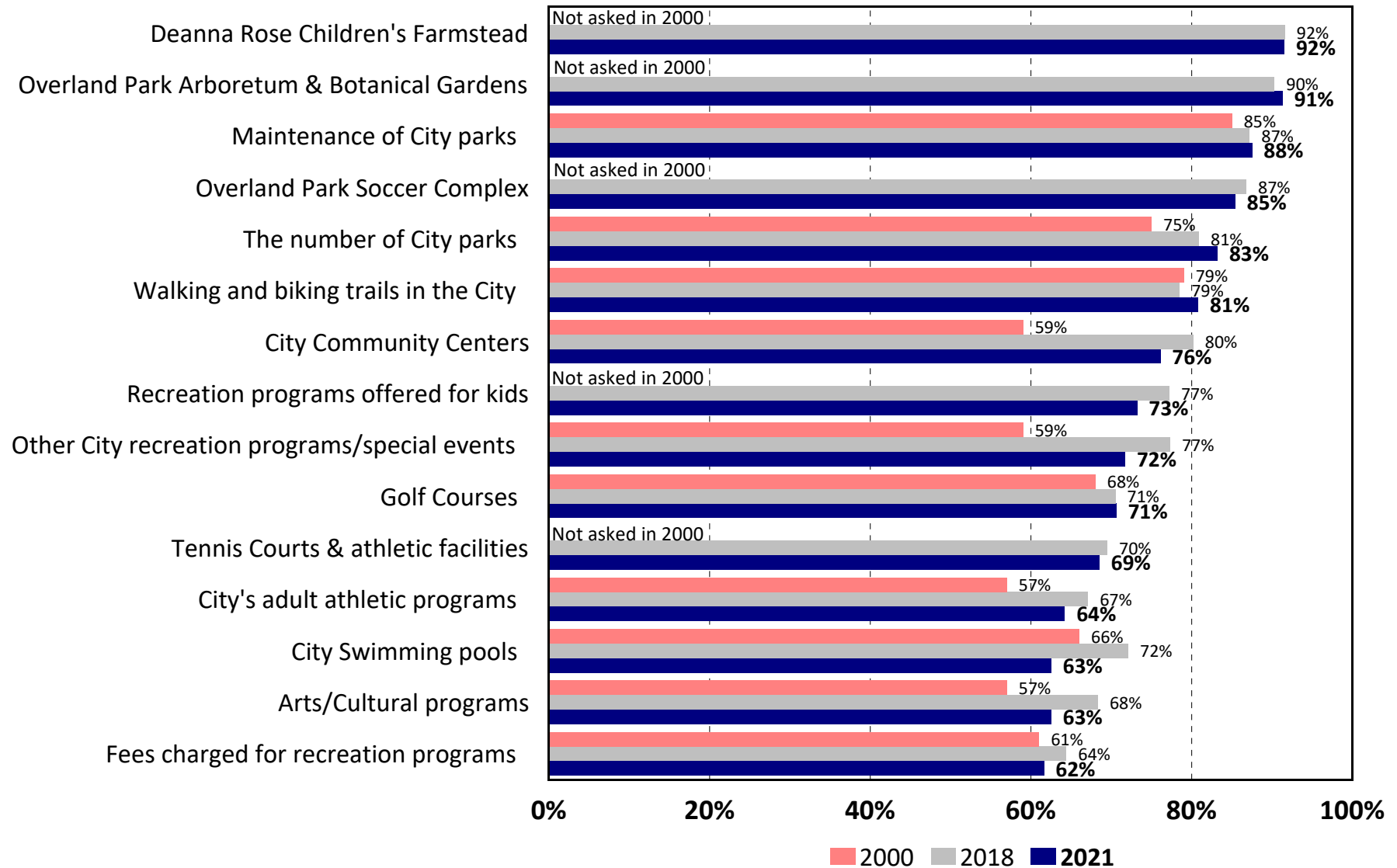
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Parks and Recreation

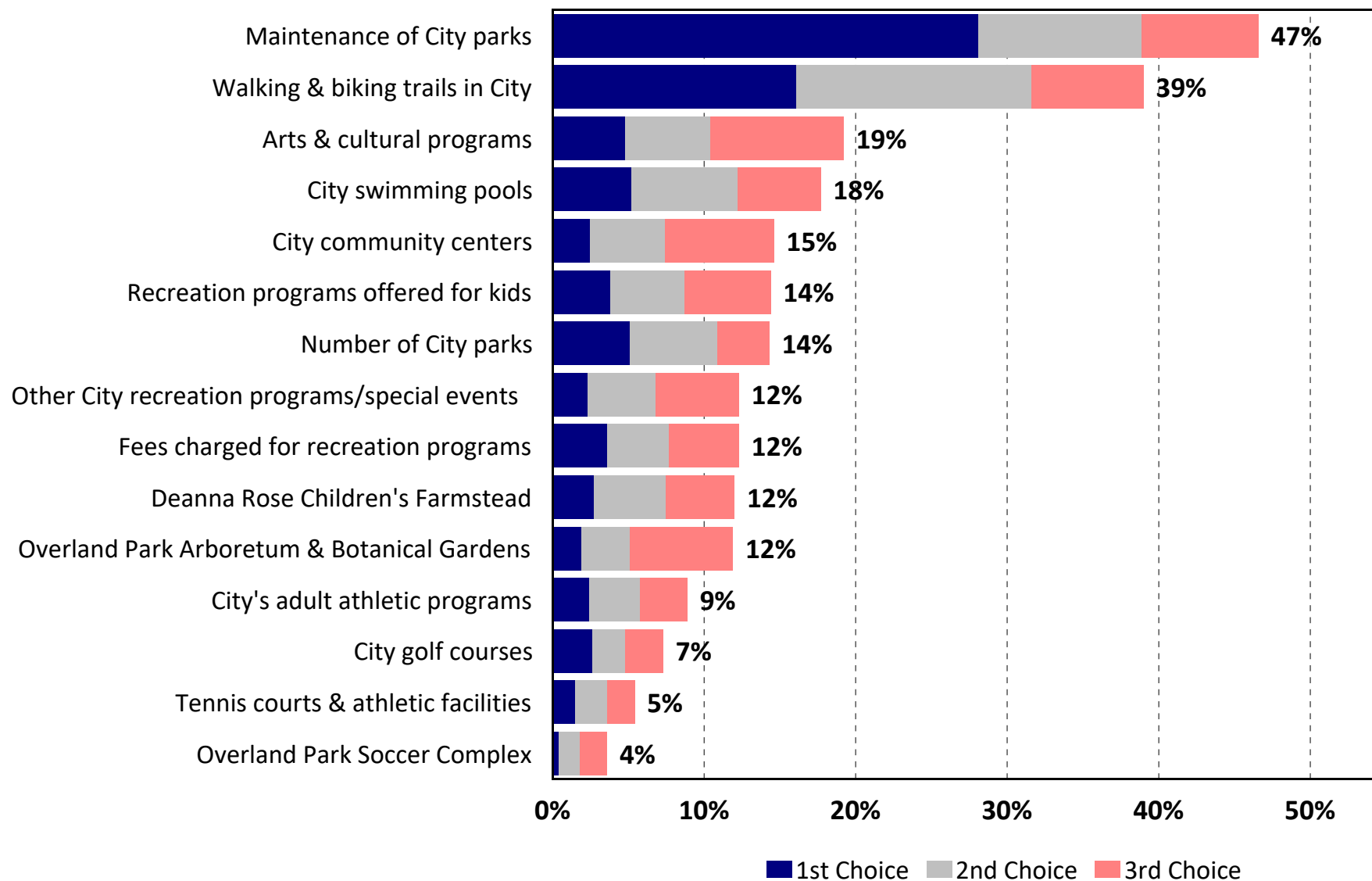
2000, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



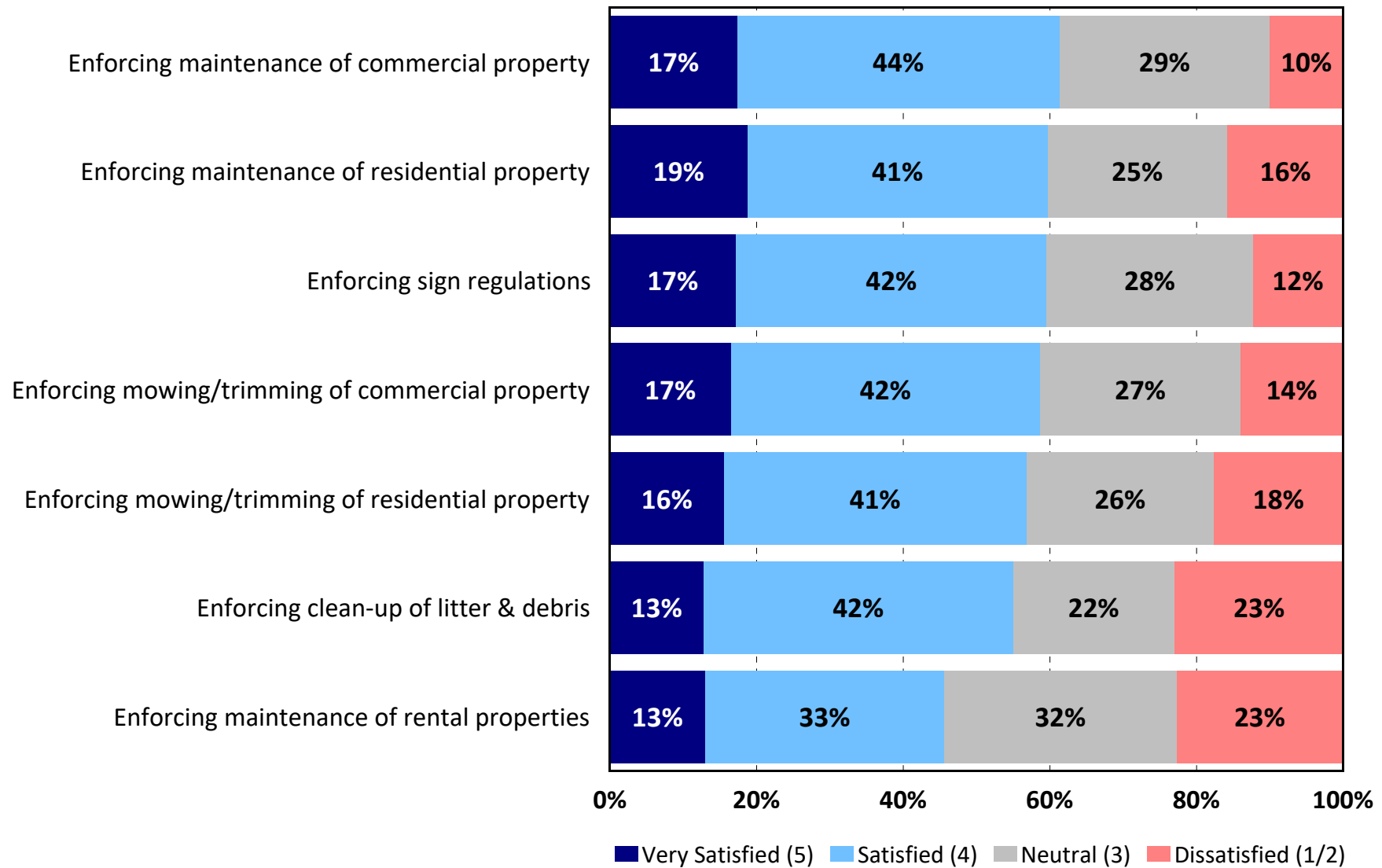
Q7. Parks and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

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



Q8. Satisfaction with Code Enforcement

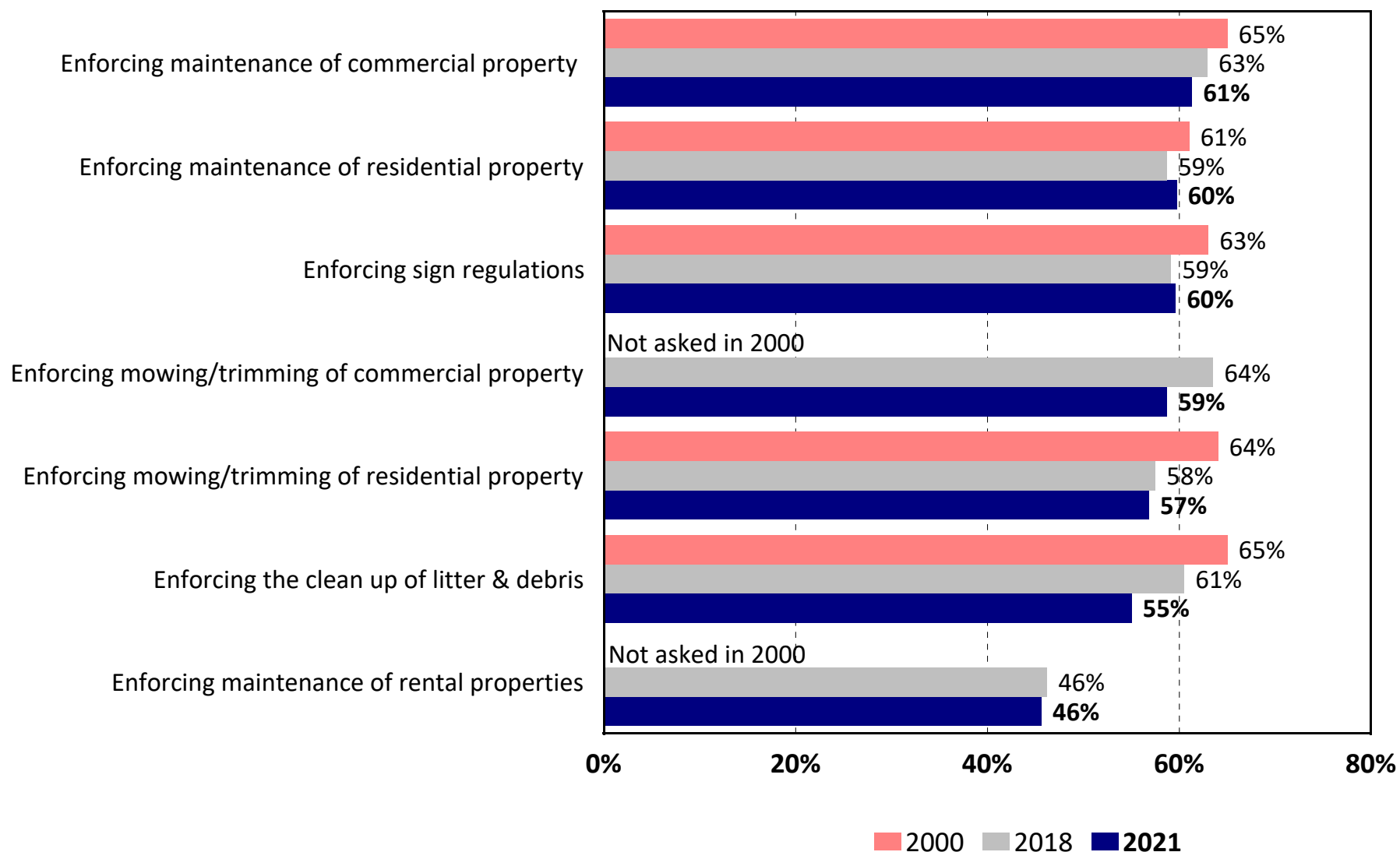
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Code Enforcement

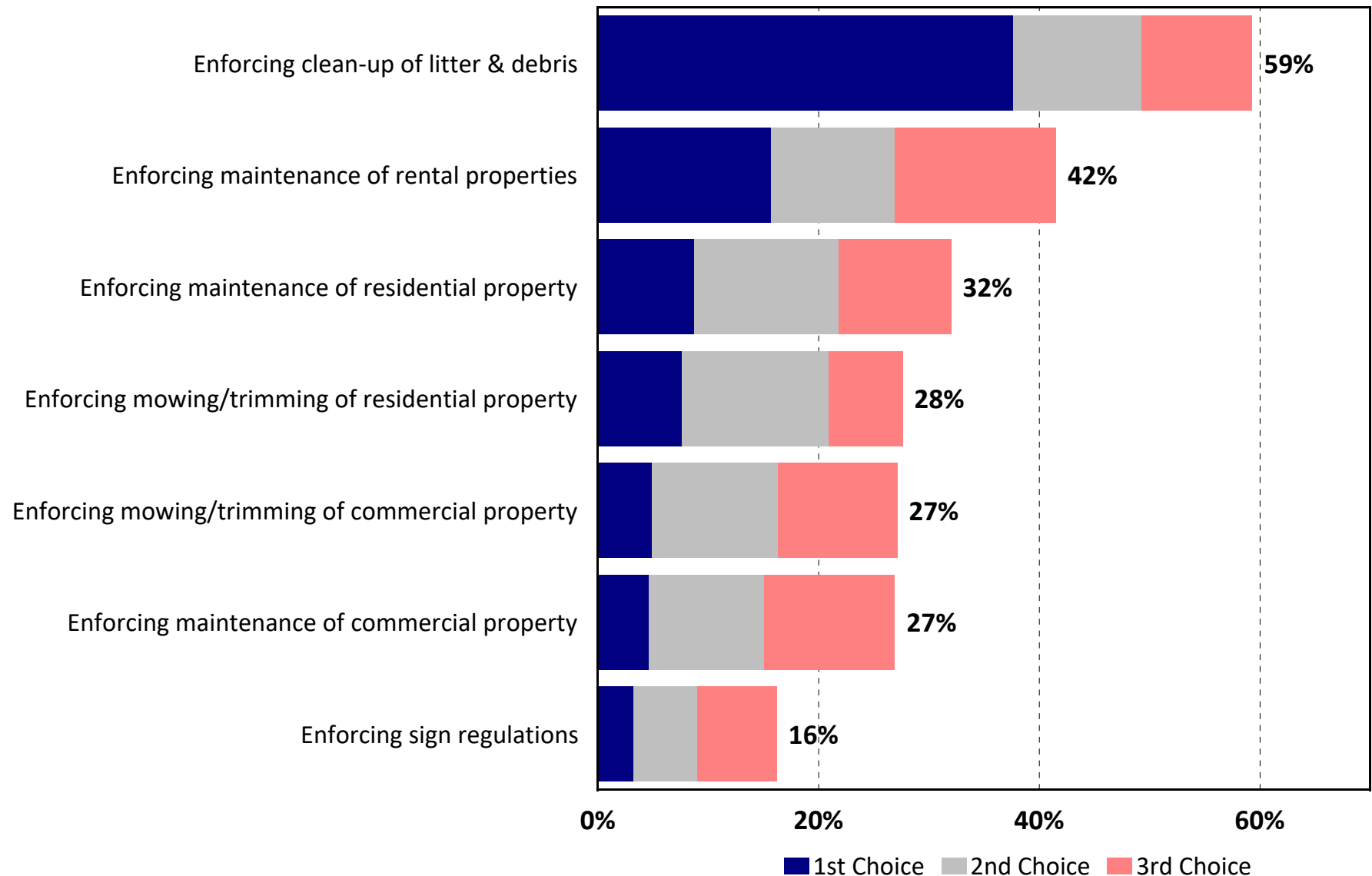
2000, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



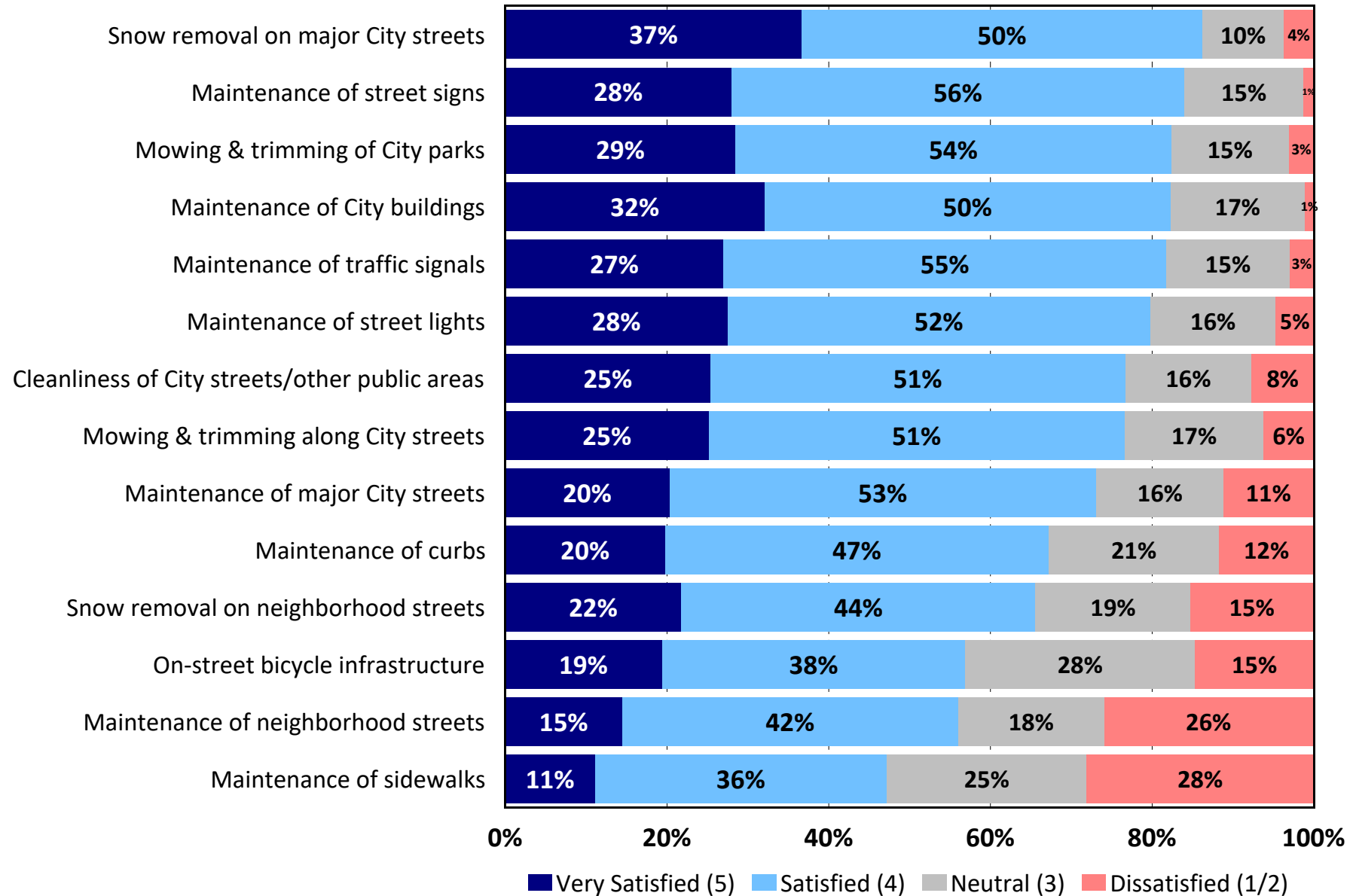
Q9. Code Enforcement Issues That Should Receive the Most Emphasis Over the Next Two Years

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



Q10. Satisfaction with City Maintenance

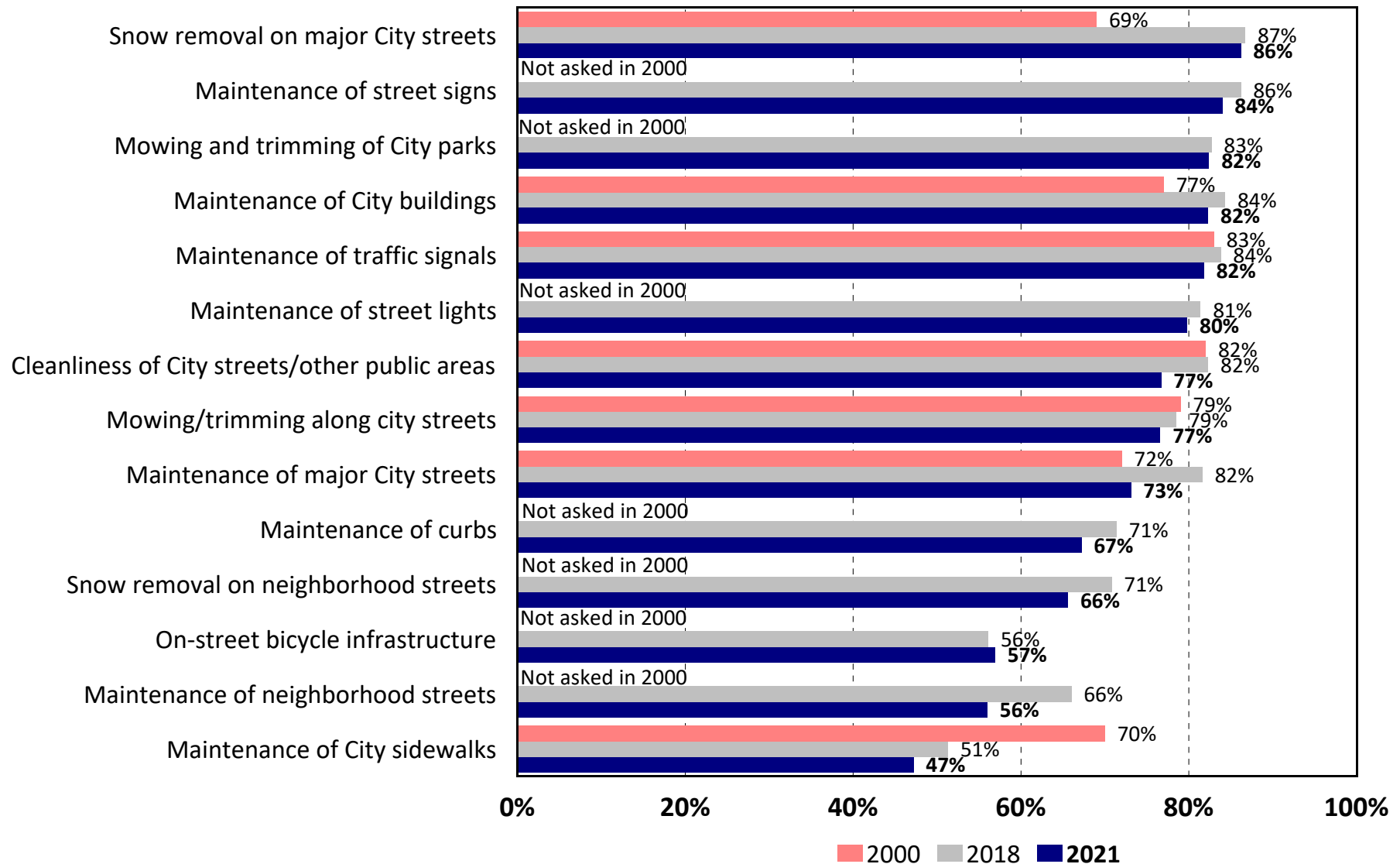
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with City Maintenance

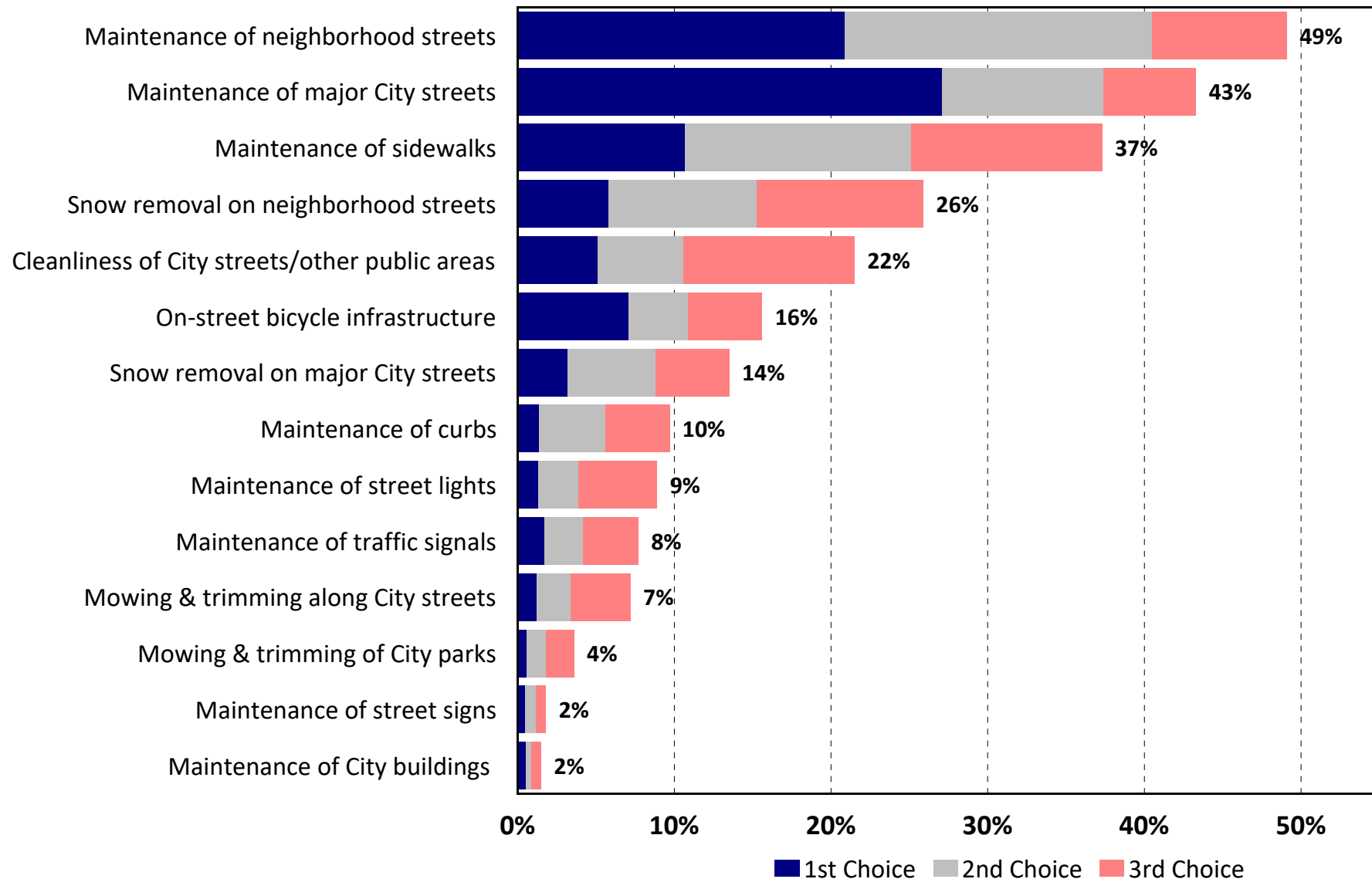
2000, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



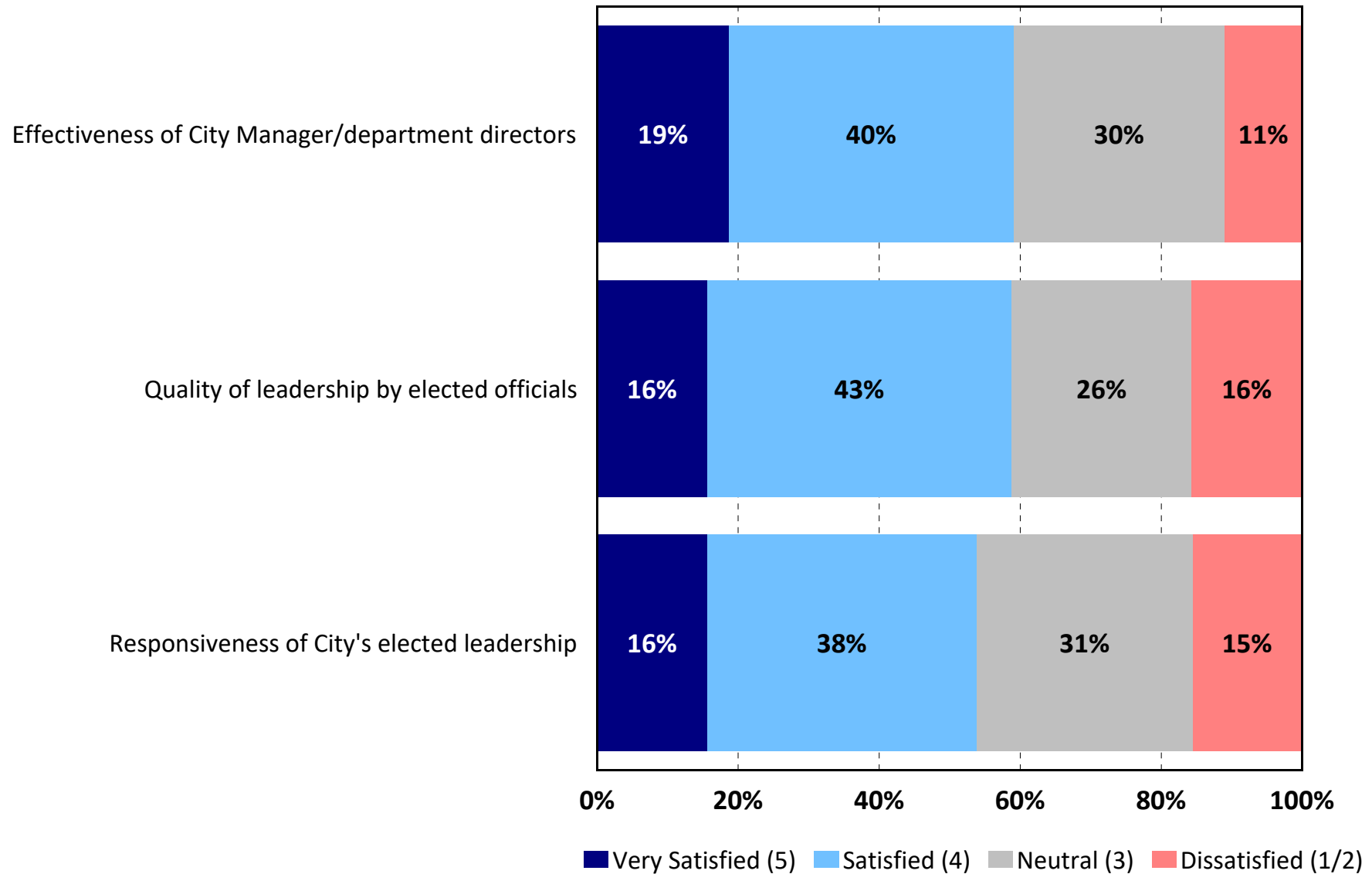
Q11. City Maintenance Issues That Should Receive the Most Emphasis Over the Next Two Years

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



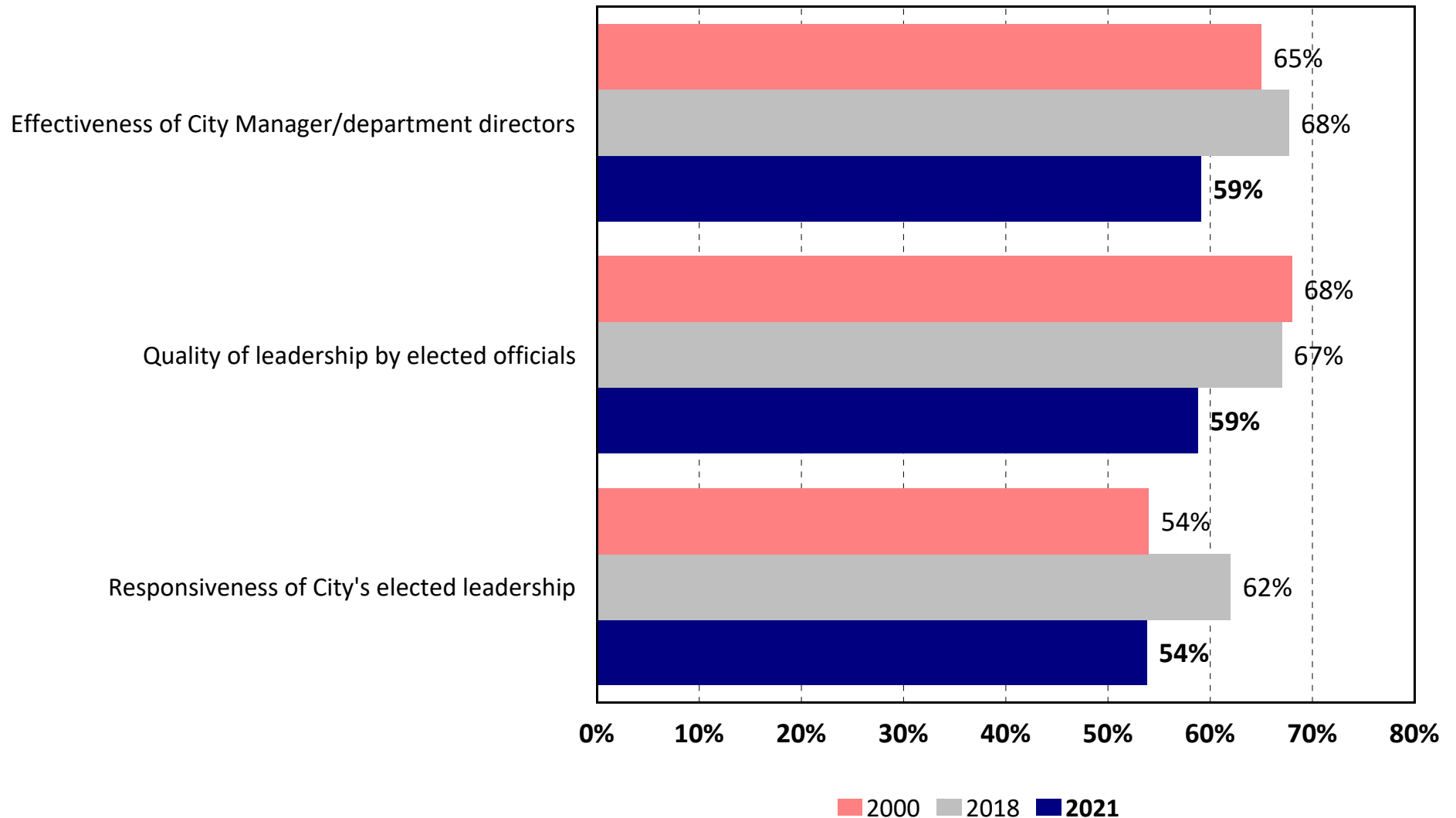
Q12. Satisfaction with City Leadership

by percentage of respondents (excluding don't knows)



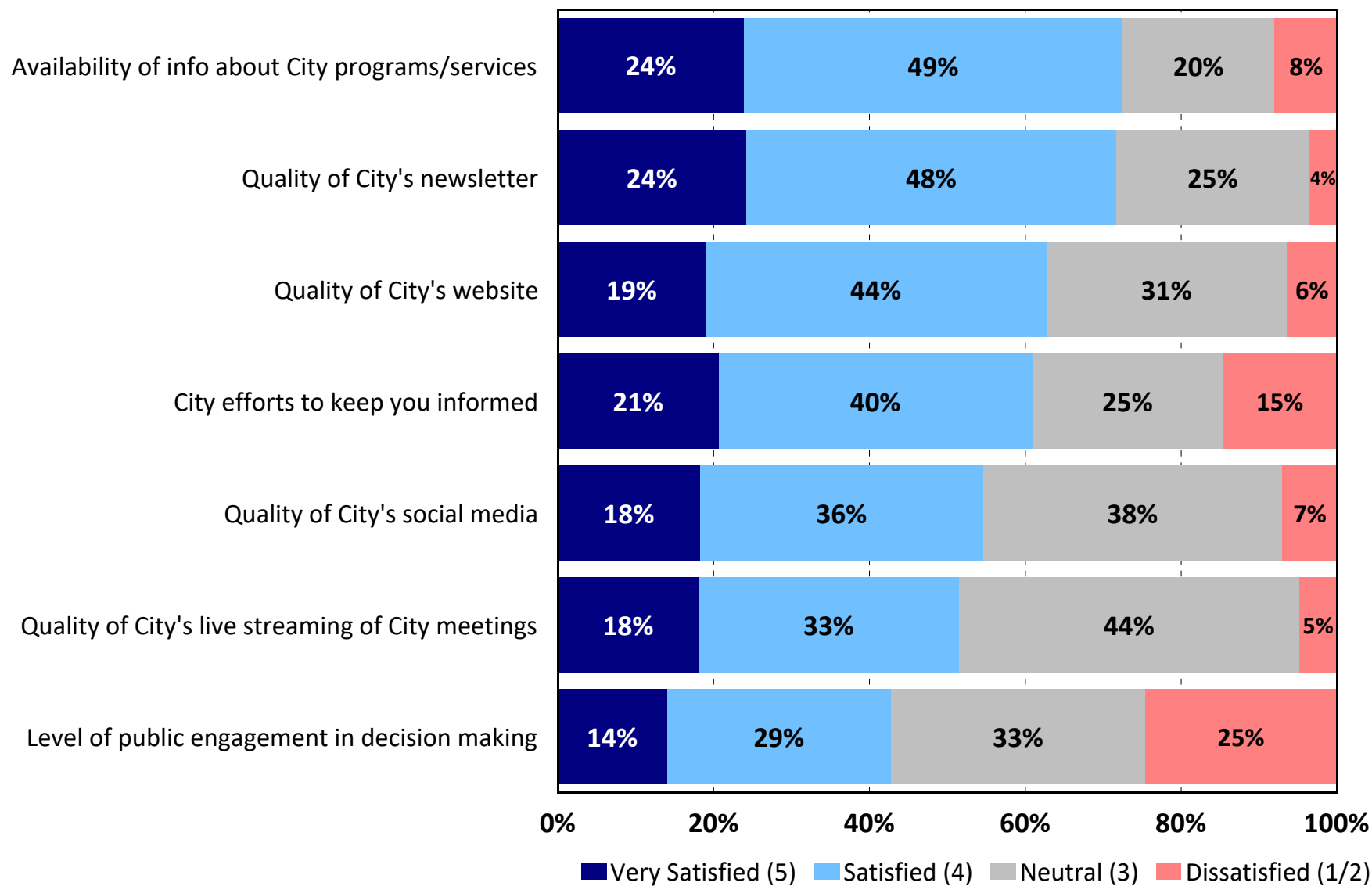
TRENDS: Satisfaction with City Leadership 2000, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q13. Satisfaction with City Communication

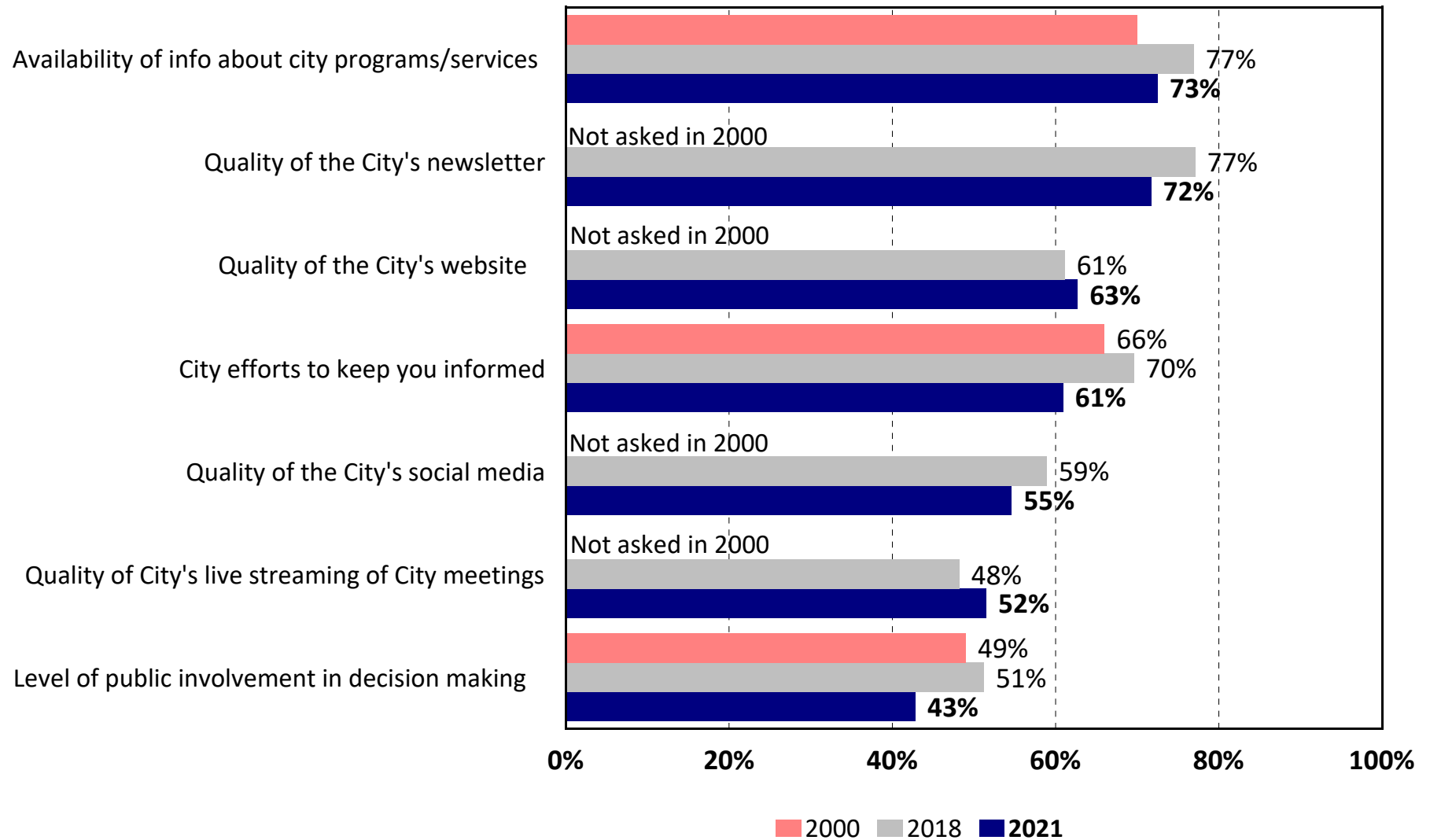
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with City Communication

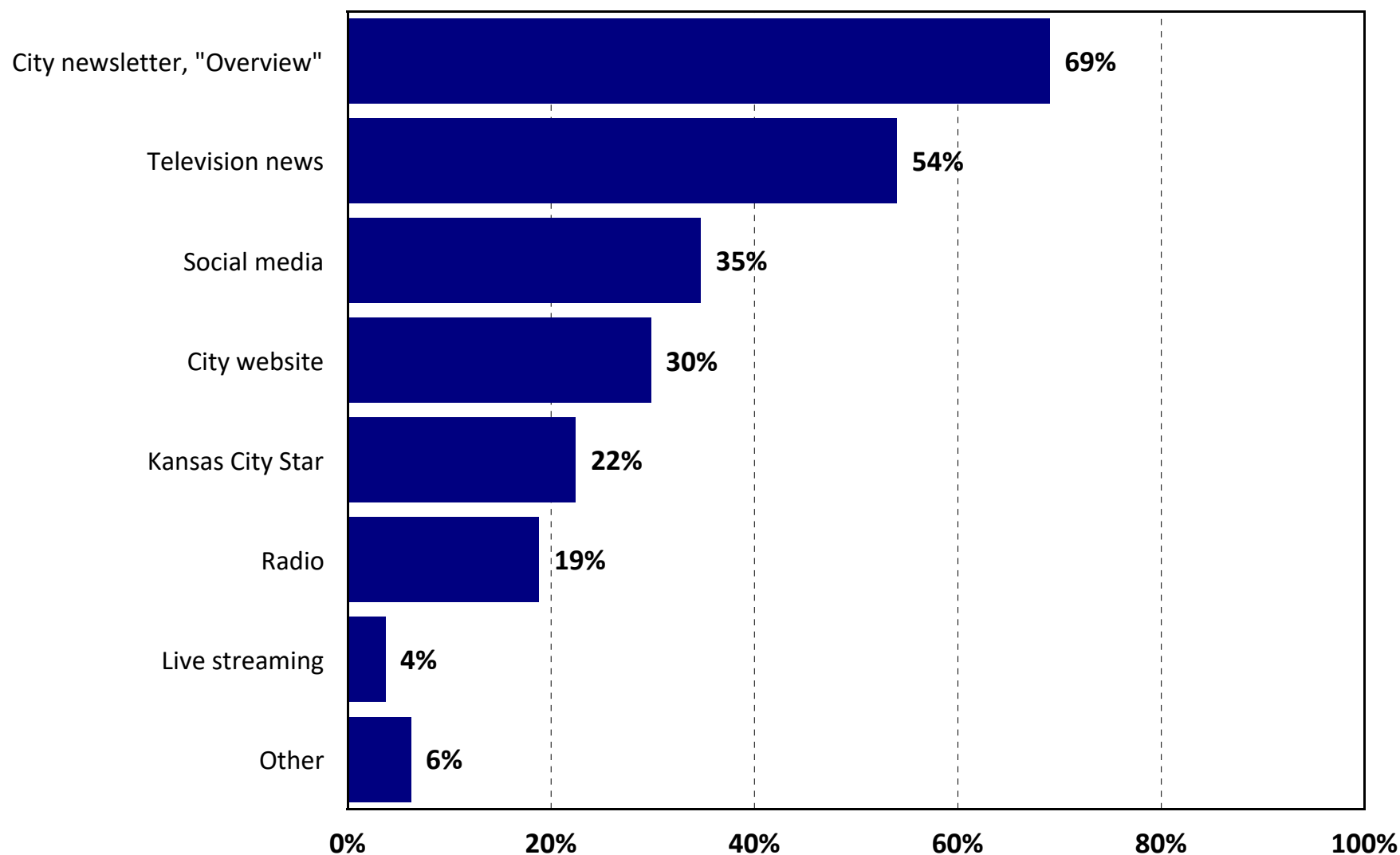
2000, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



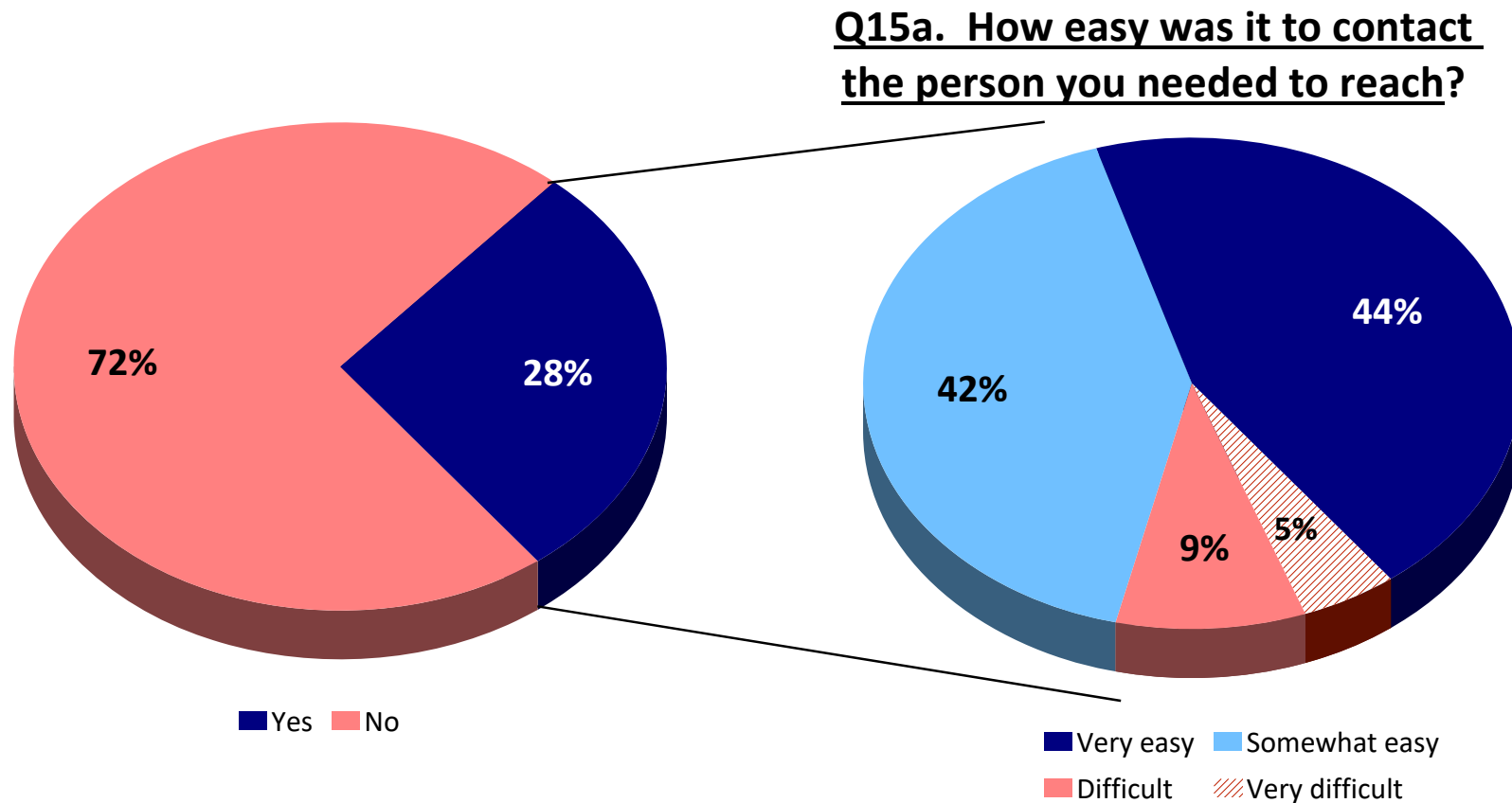
Q14. Primary Sources of Information about City Issues, Services, and Events

by percentage of respondents (multiple responses could be made)



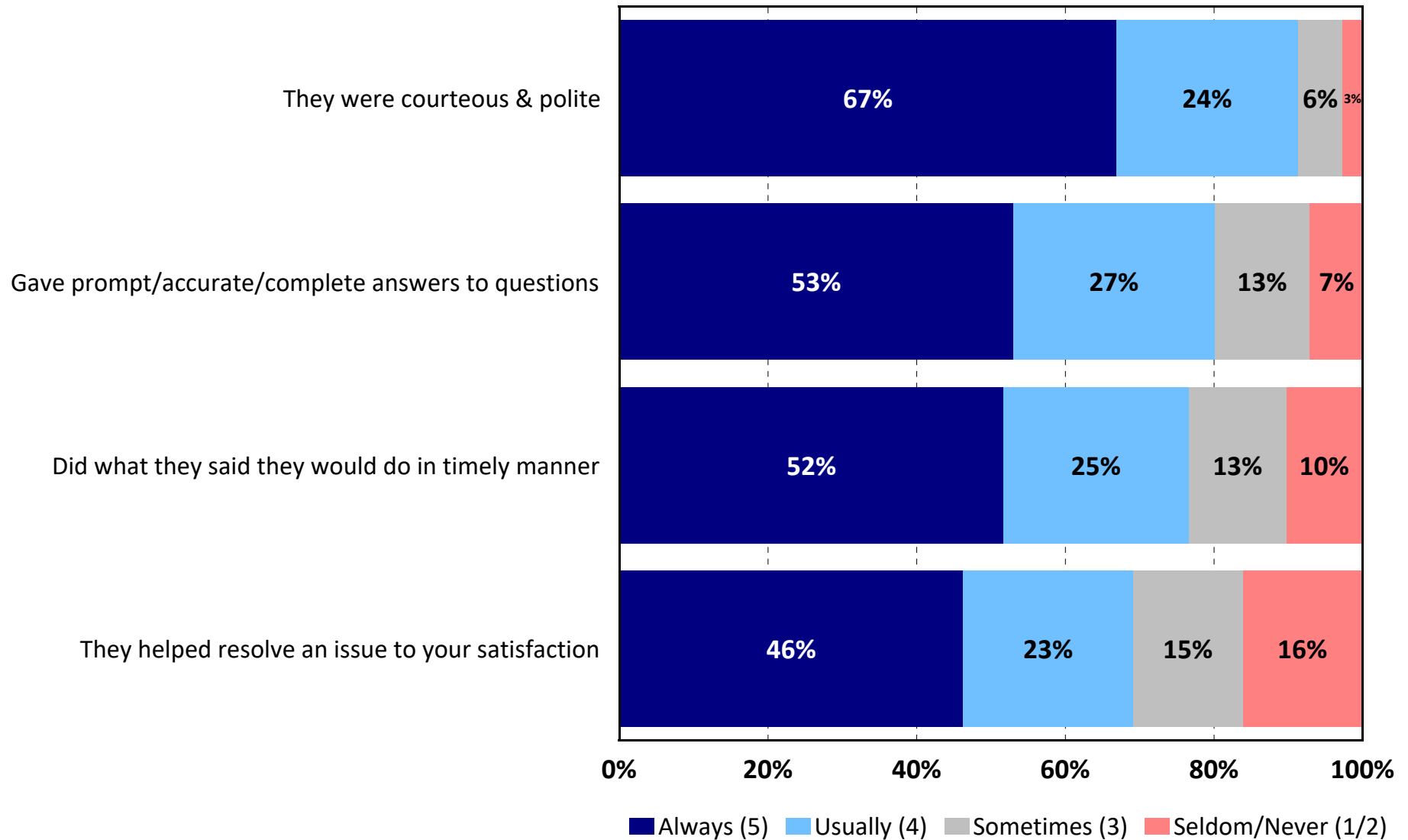
Q15. Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents



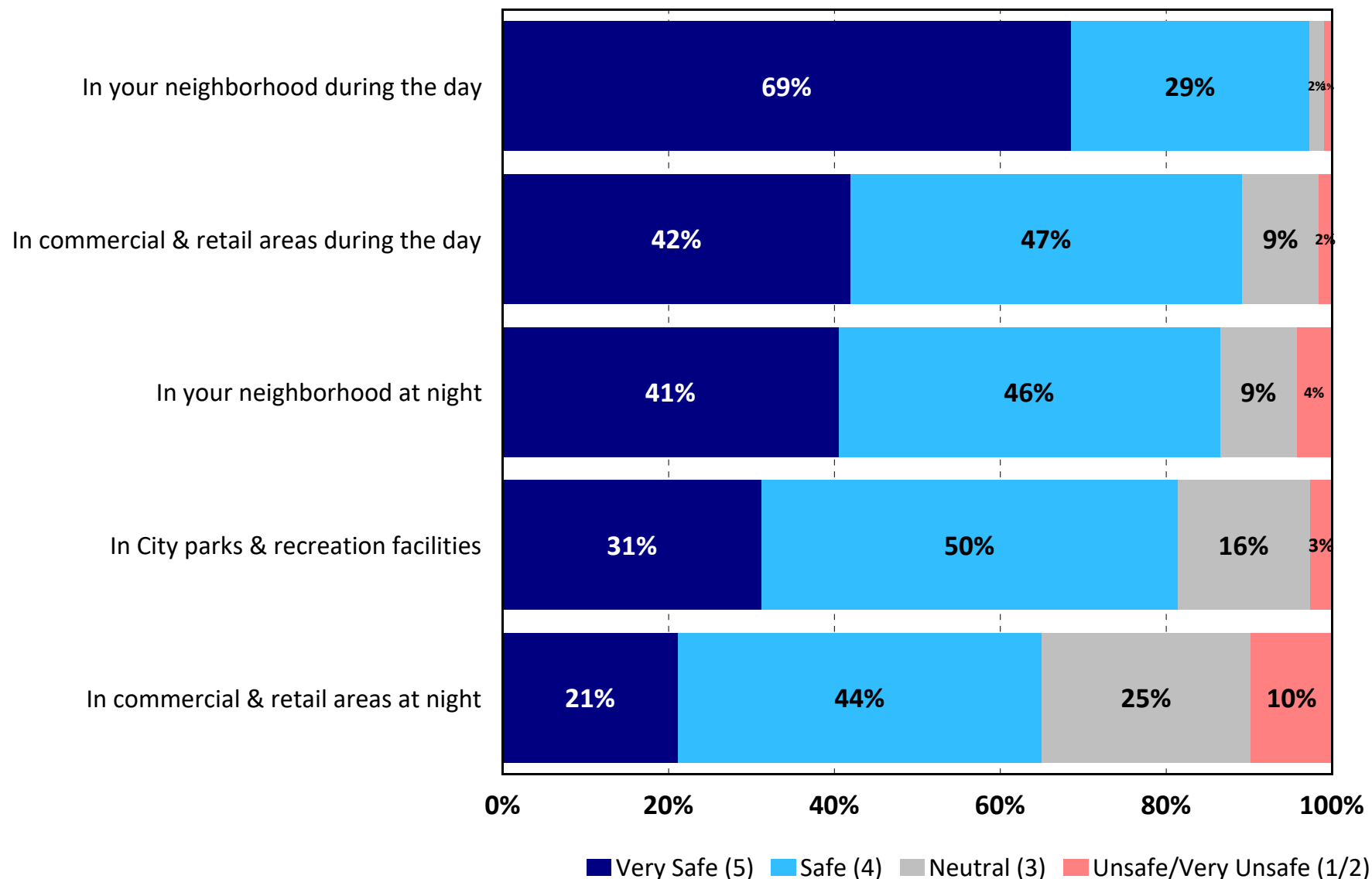
Q15b. How Often City Employees Displayed the Following Behaviors:

by percentage of respondents (excluding don't knows)



Q16. Perceptions of Safety

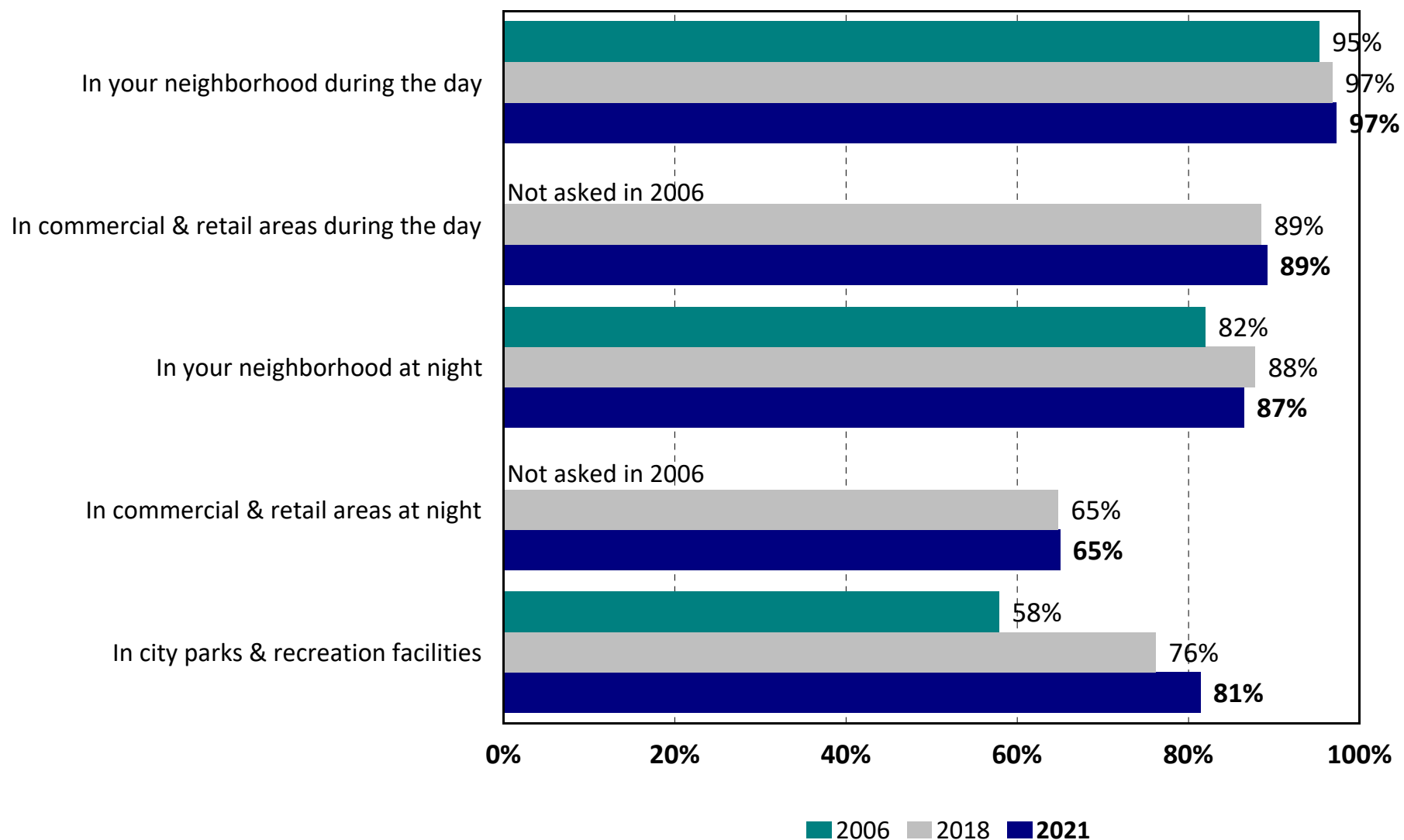
by percentage of respondents (excluding don't knows)



TRENDS: Perceptions of Safety

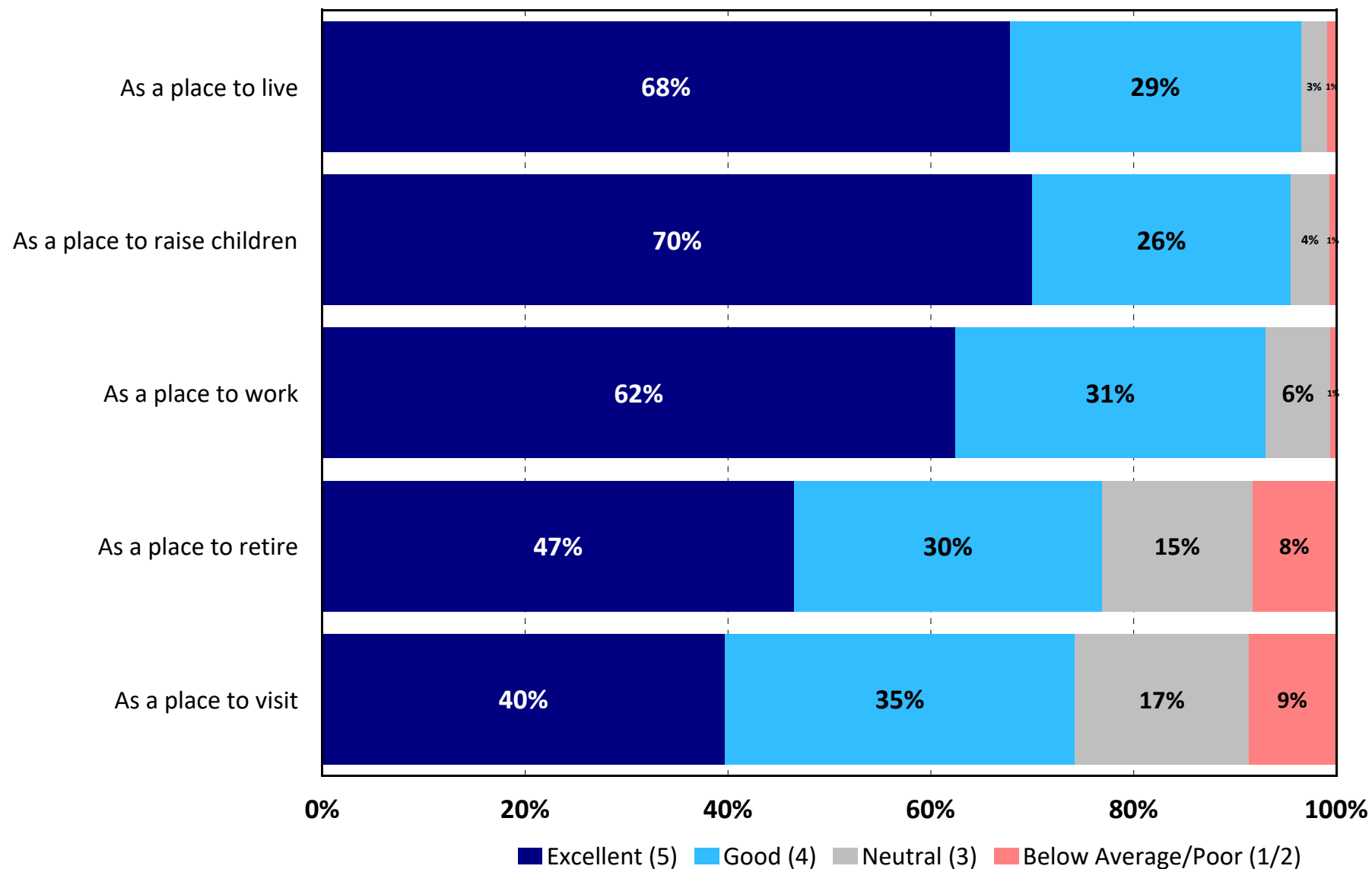
2006, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q17. Overall Ratings of the City

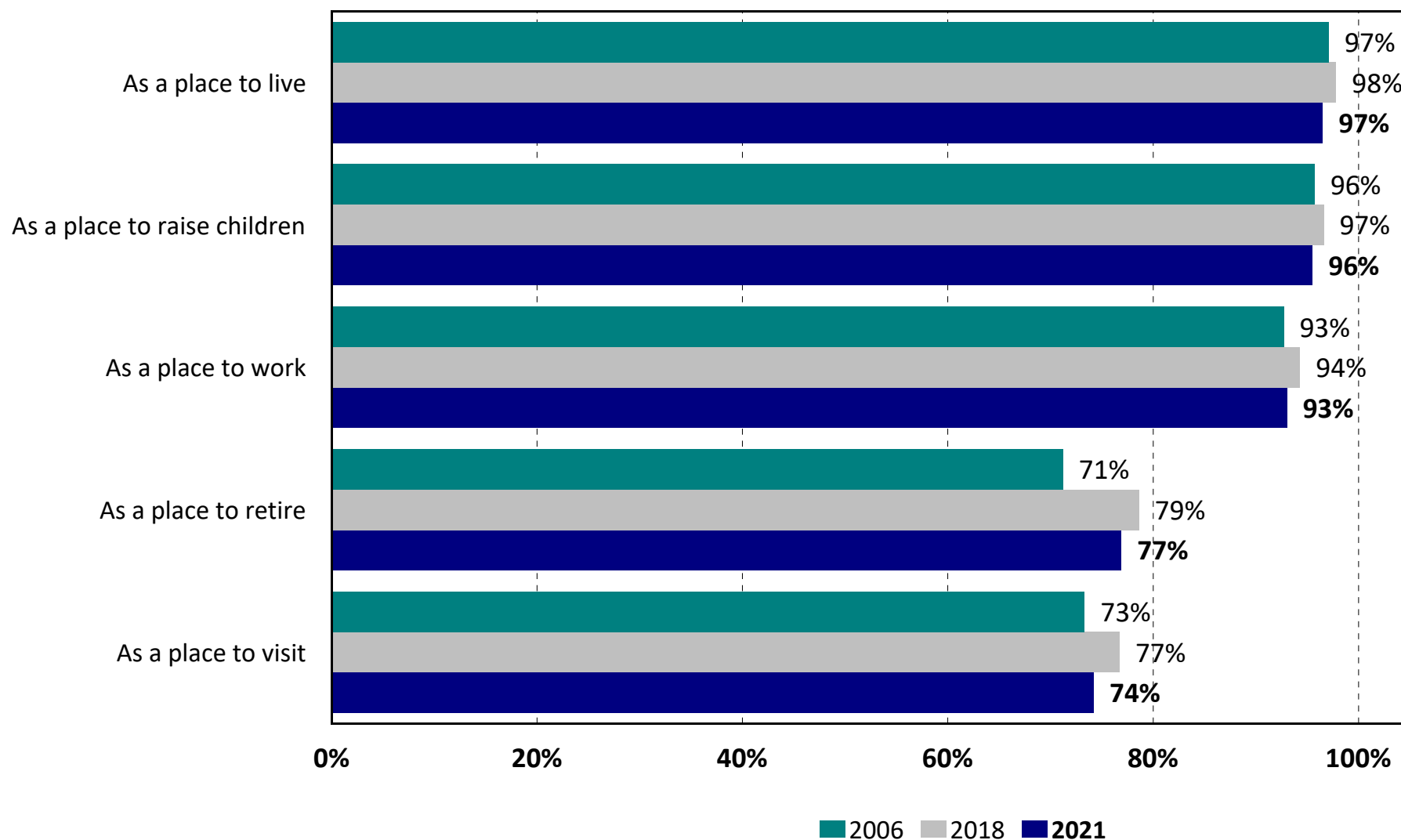
by percentage of respondents (excluding don't knows)



TRENDS: Overall Ratings of the City

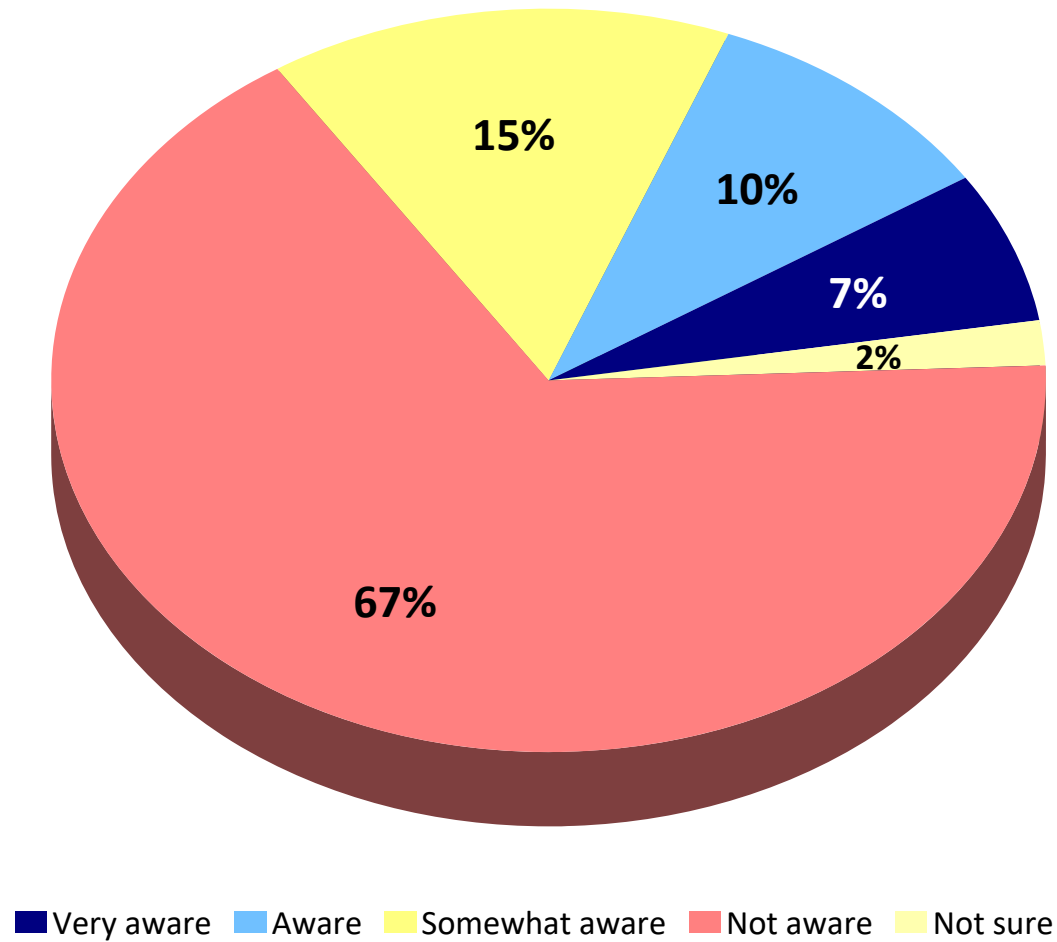
2006, 2018 & 2021

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



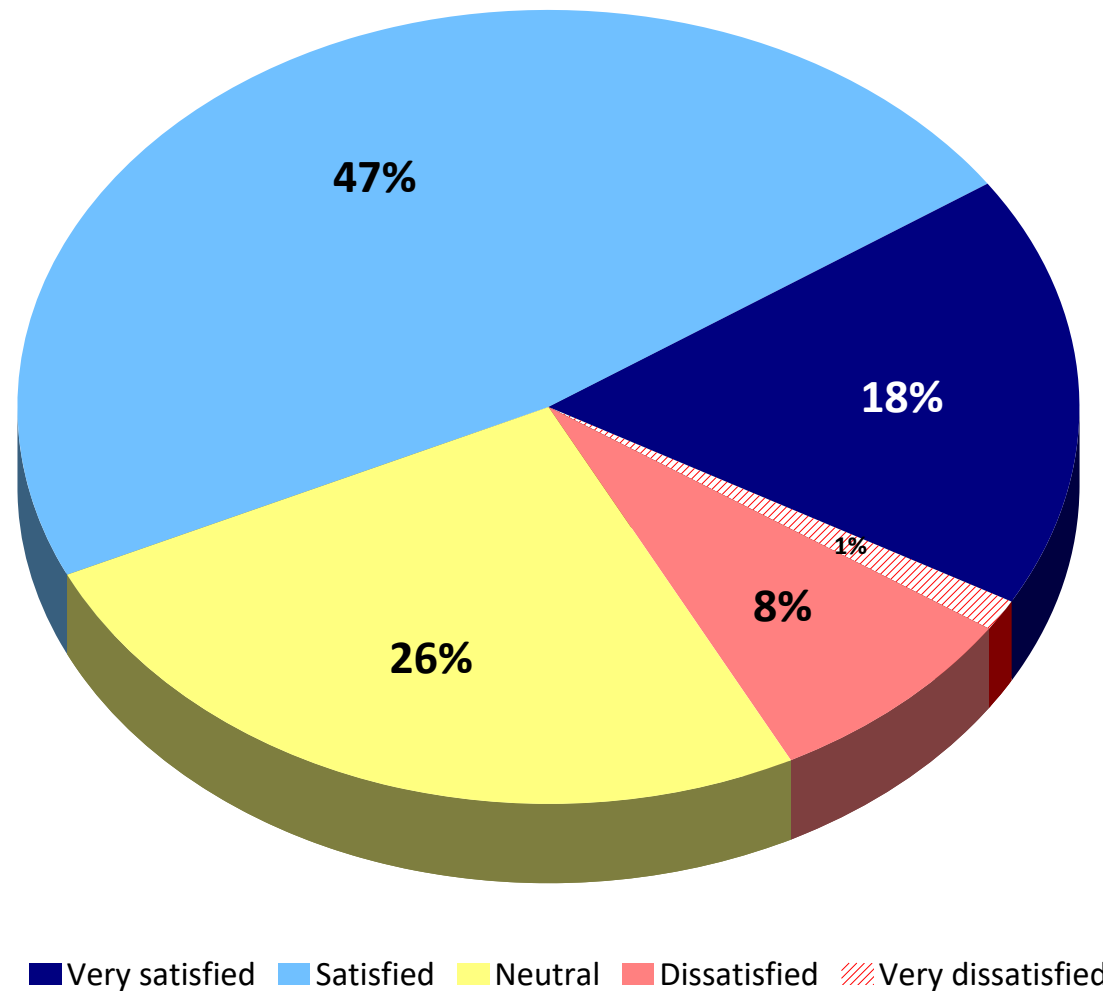
Q18. How aware are you of the rental registration and inspection program?

by percentage of respondents



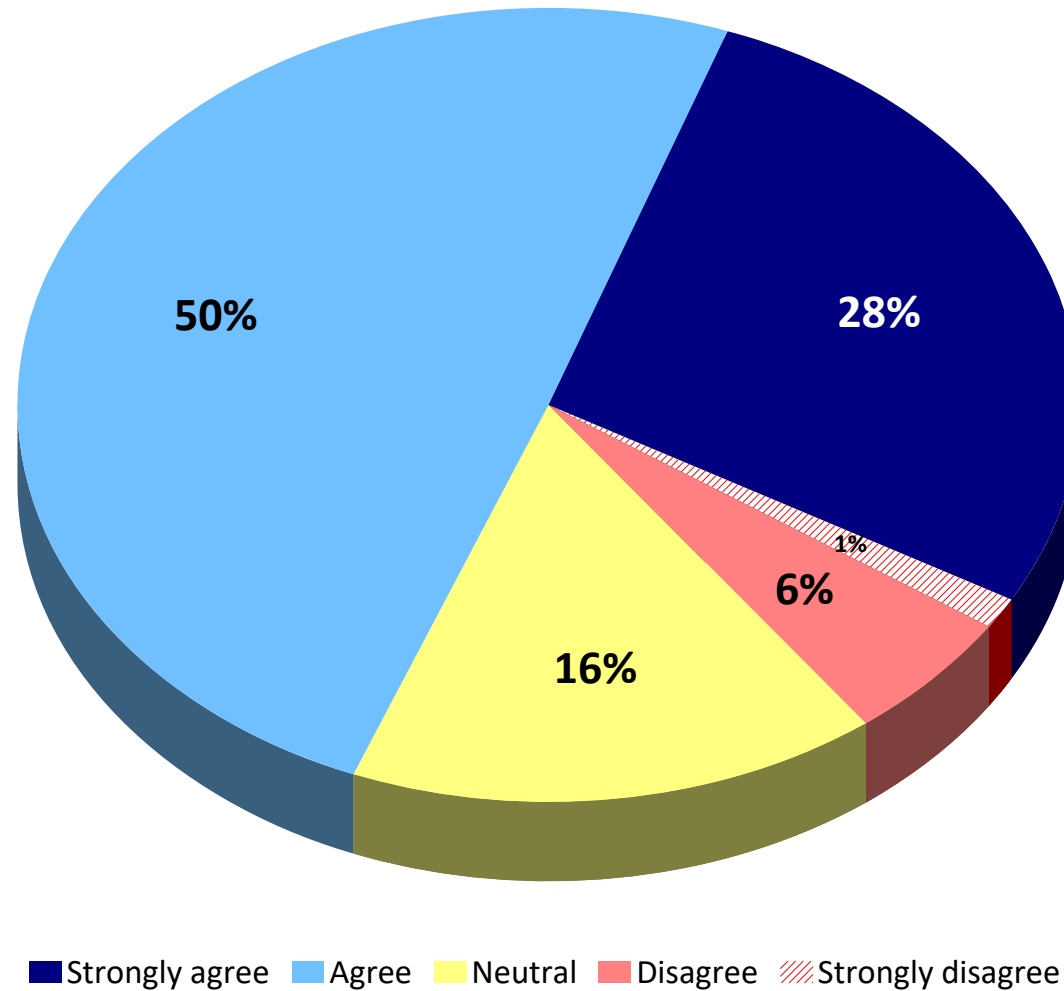
Q19. How satisfied are you with the City's environmental initiatives and programs?

by percentage of respondents (excluding don't knows)



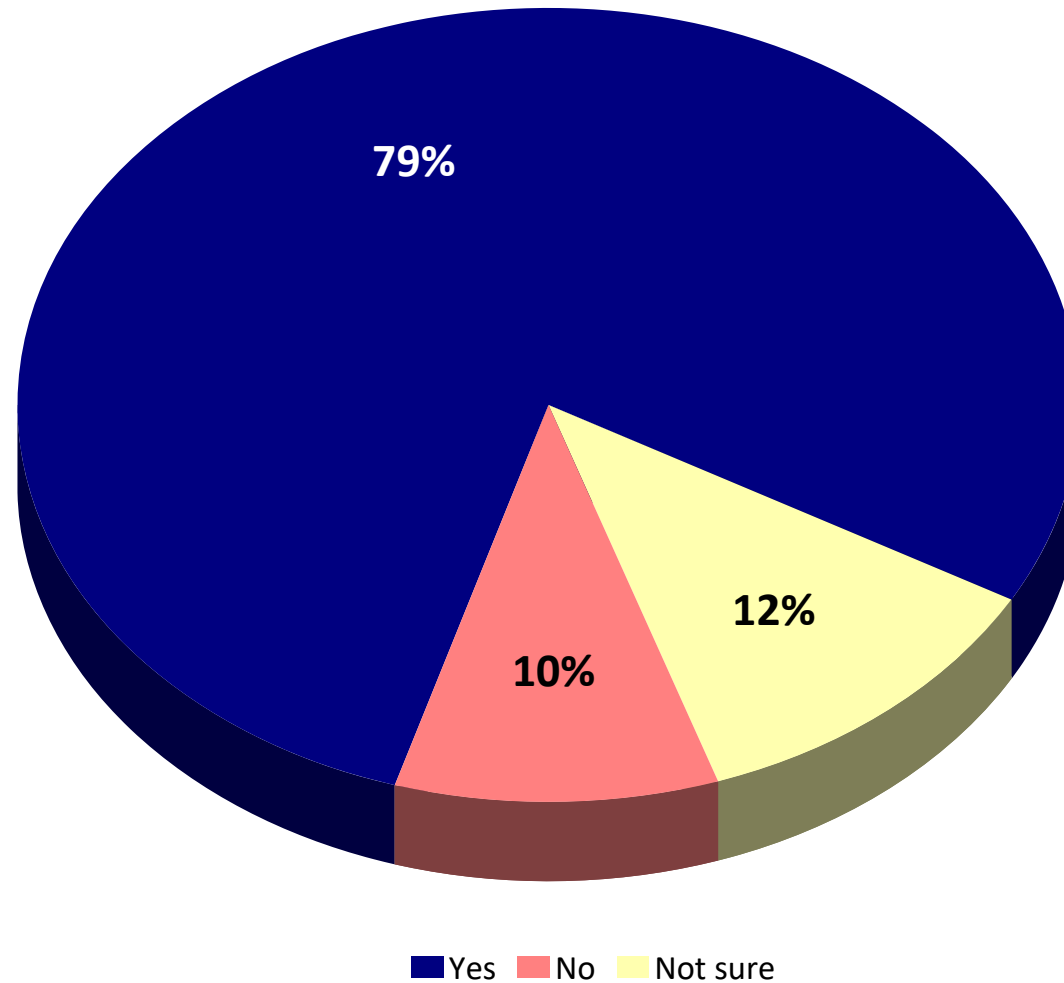
Q20. Level of Agreement That Overland Park is a Welcoming City

by percentage of respondents (excluding don't knows)



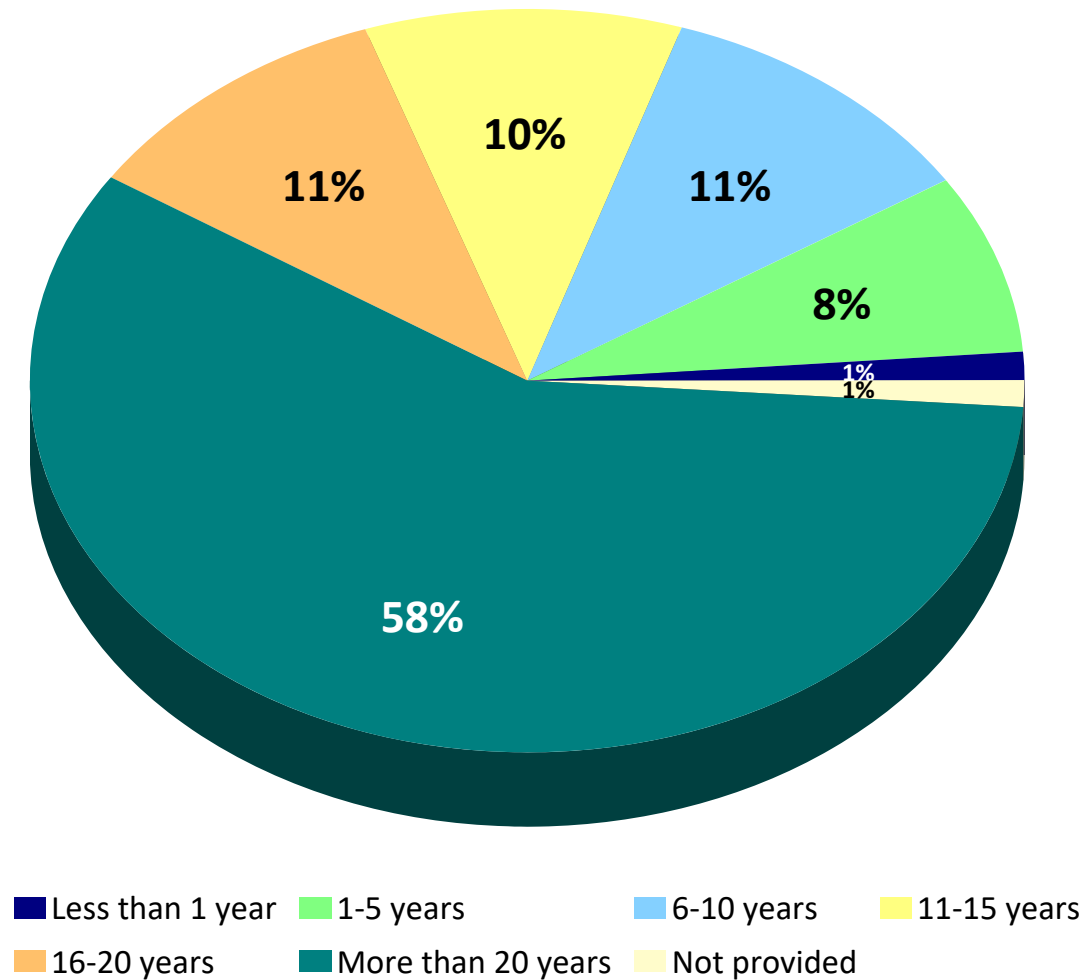
Q21. Would you support the City amending the current dangerous dog ordinance?

by percentage of respondents (excluding not provided)



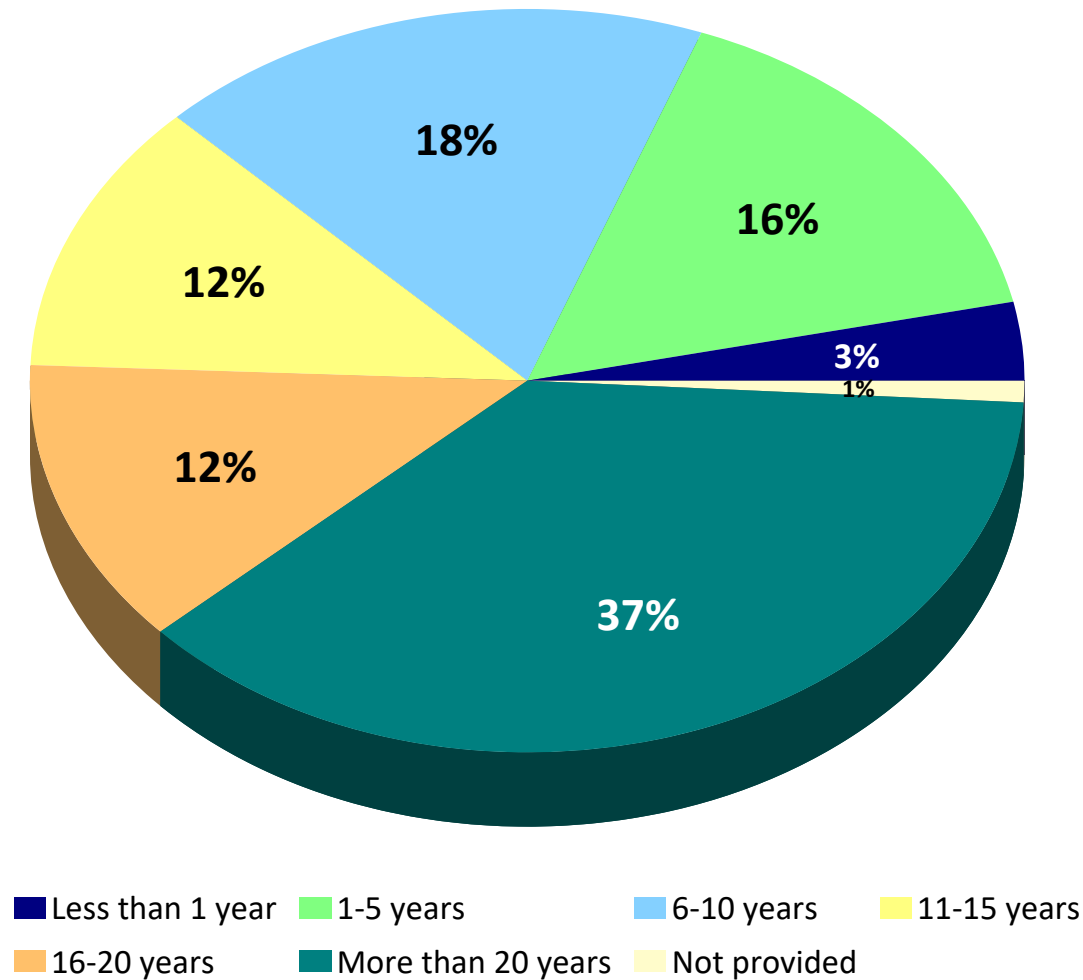
Q22. Demographics: Approximately how many years have you lived in the City of Overland Park?

by percentage of respondents



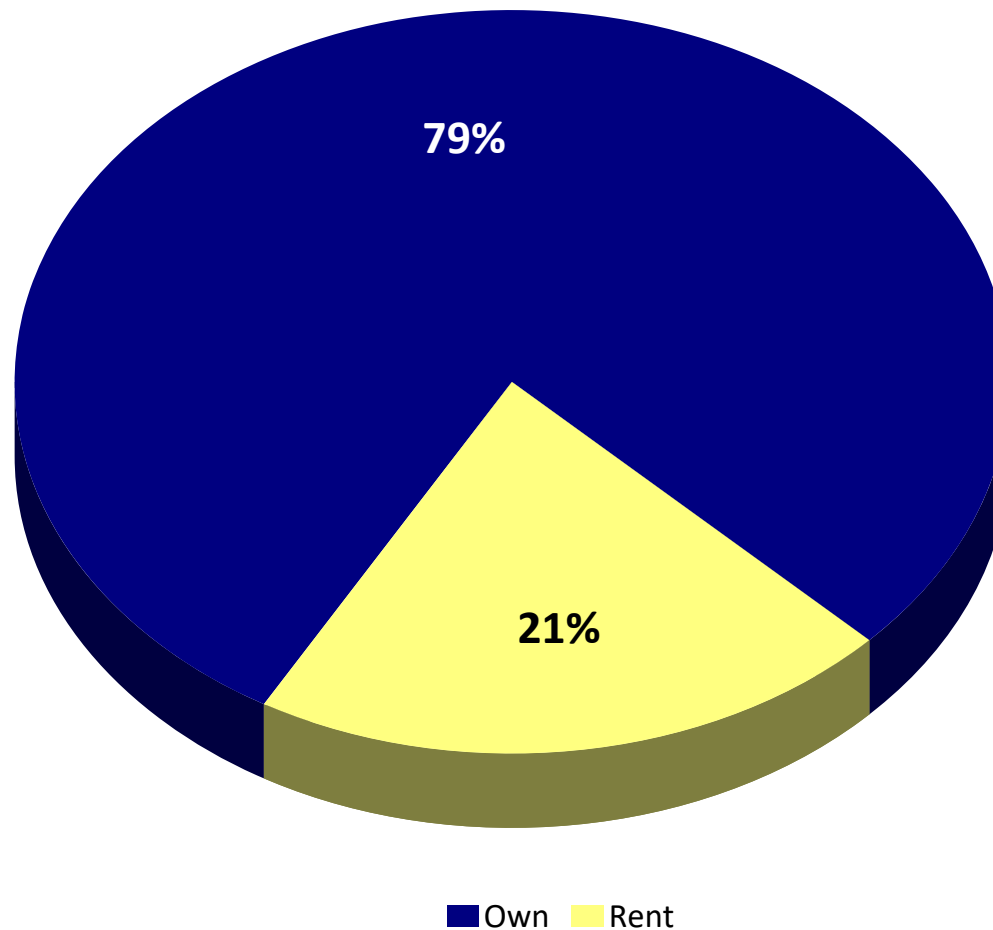
Q23. Demographics: How many years have you lived at your current residence?

by percentage of respondents



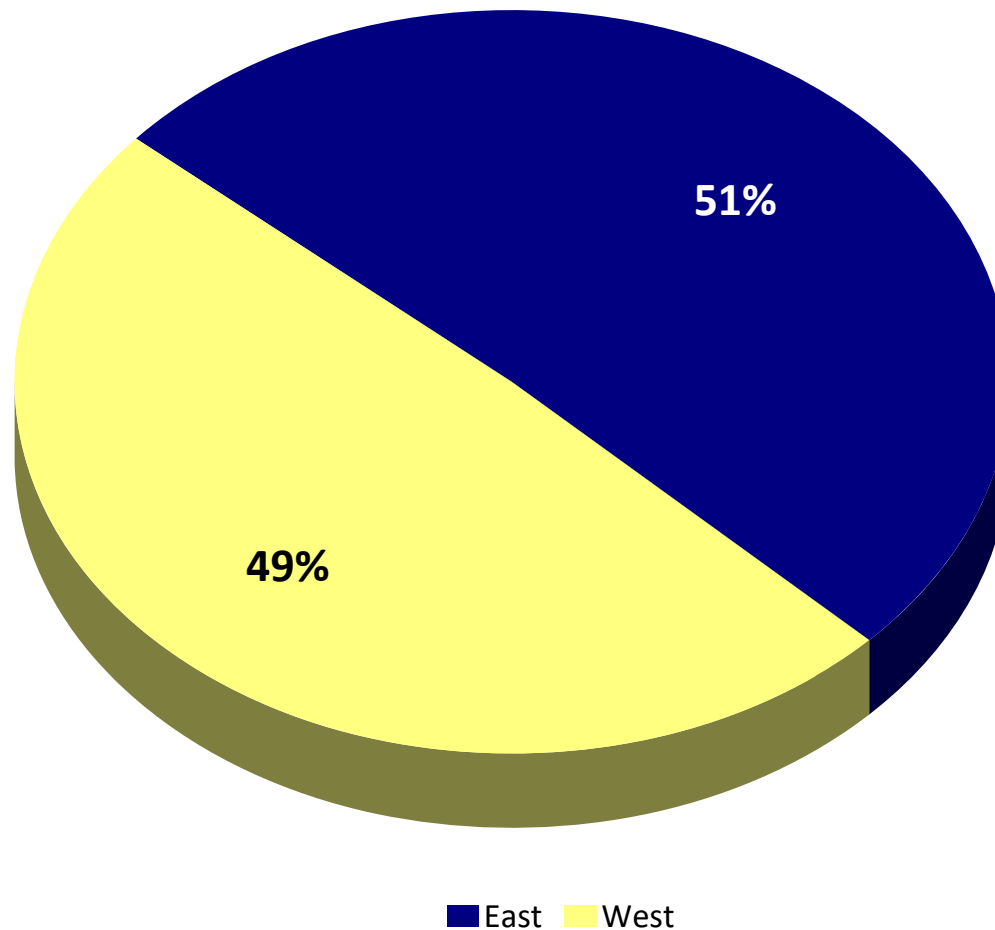
Q24. Demographics: Do you own or rent your current residence?

by percentage of respondents



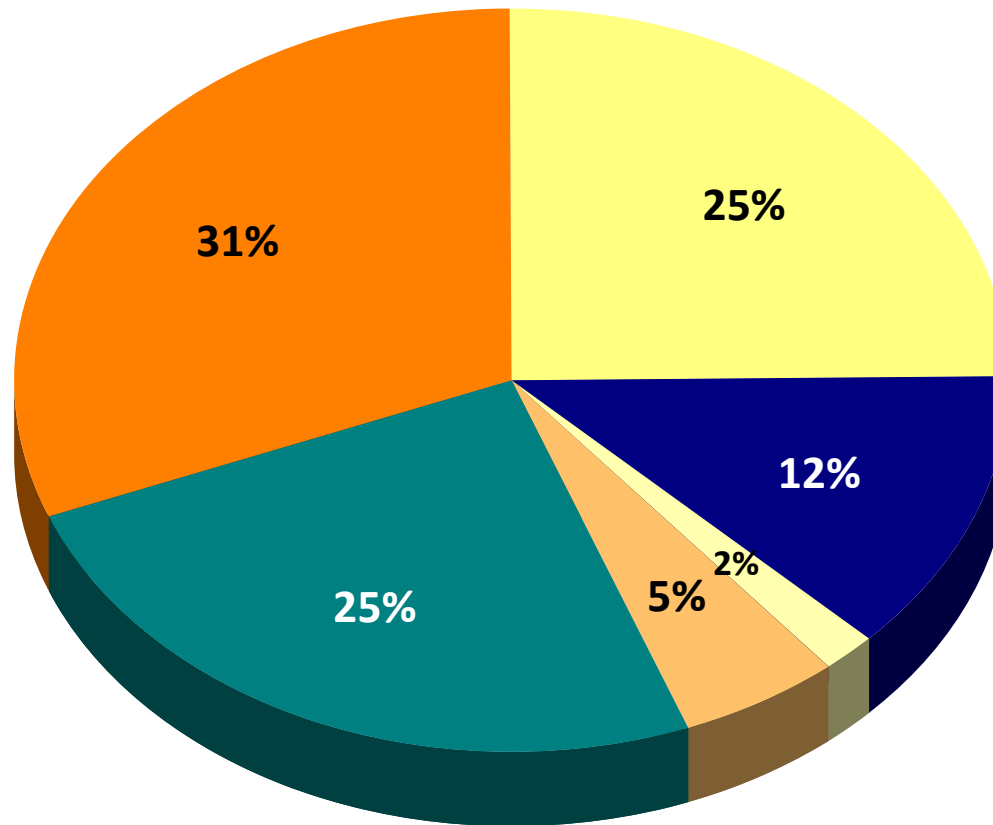
Q25. Demographics: Do you live east or west of Antioch?

by percentage of respondents



Q26. Demographics: Which of the following best describes the location of your home?

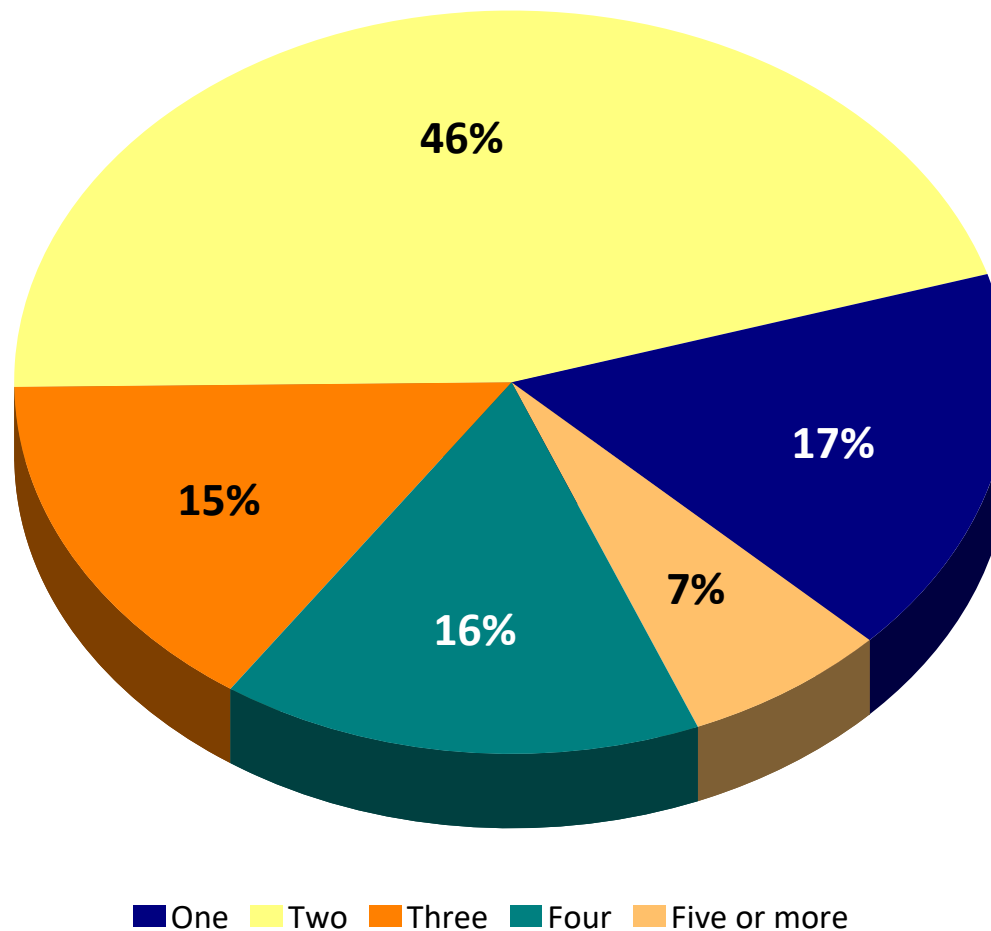
by percentage of respondents



■ North of 87th St
 ■ South of 87th St
 ■ South of I-435
■ South of 135th St
 ■ South of 159th St
 ■ Not provided

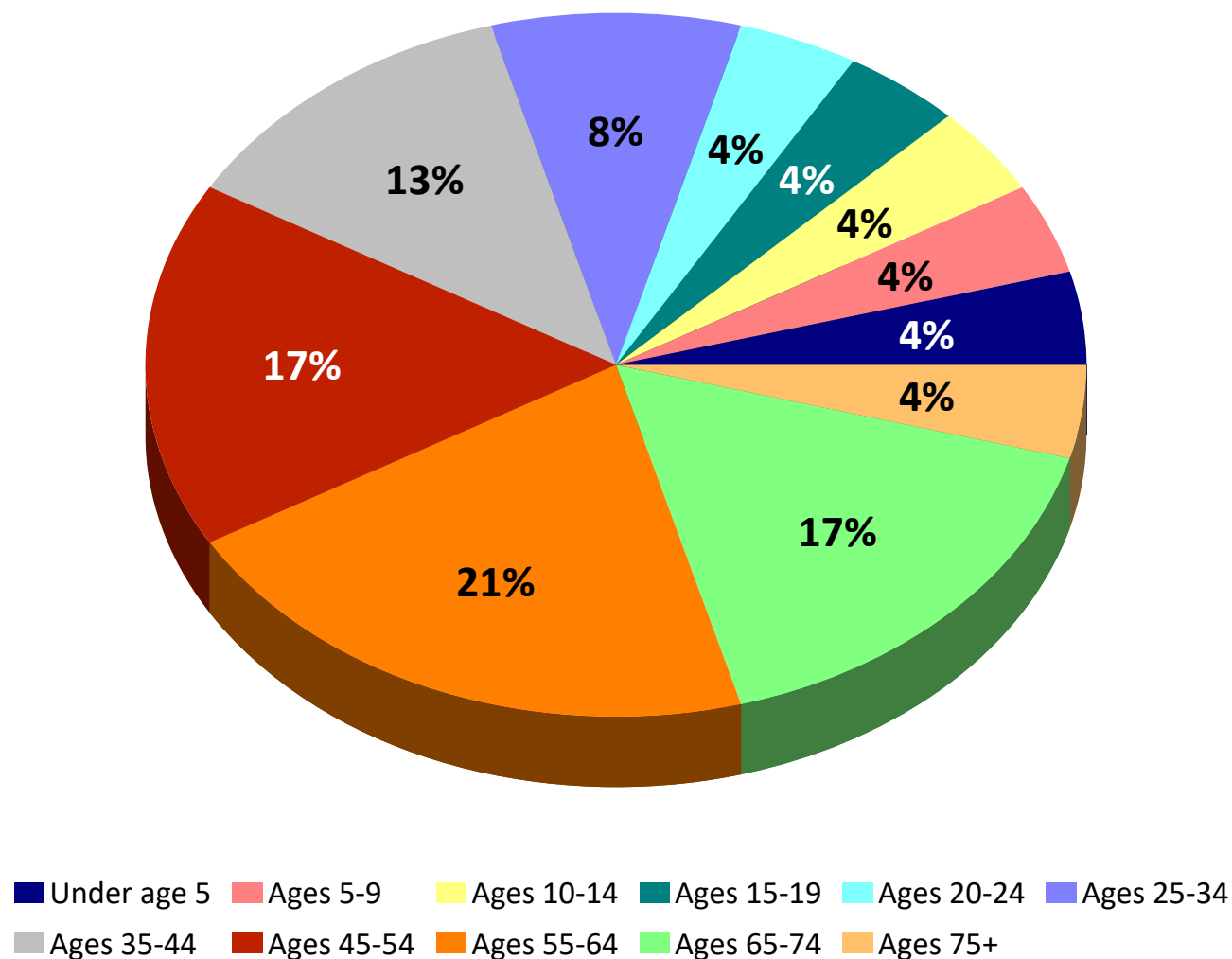
Q27. Demographics: Counting yourself, how many people regularly live in your household?

by percentage of respondents



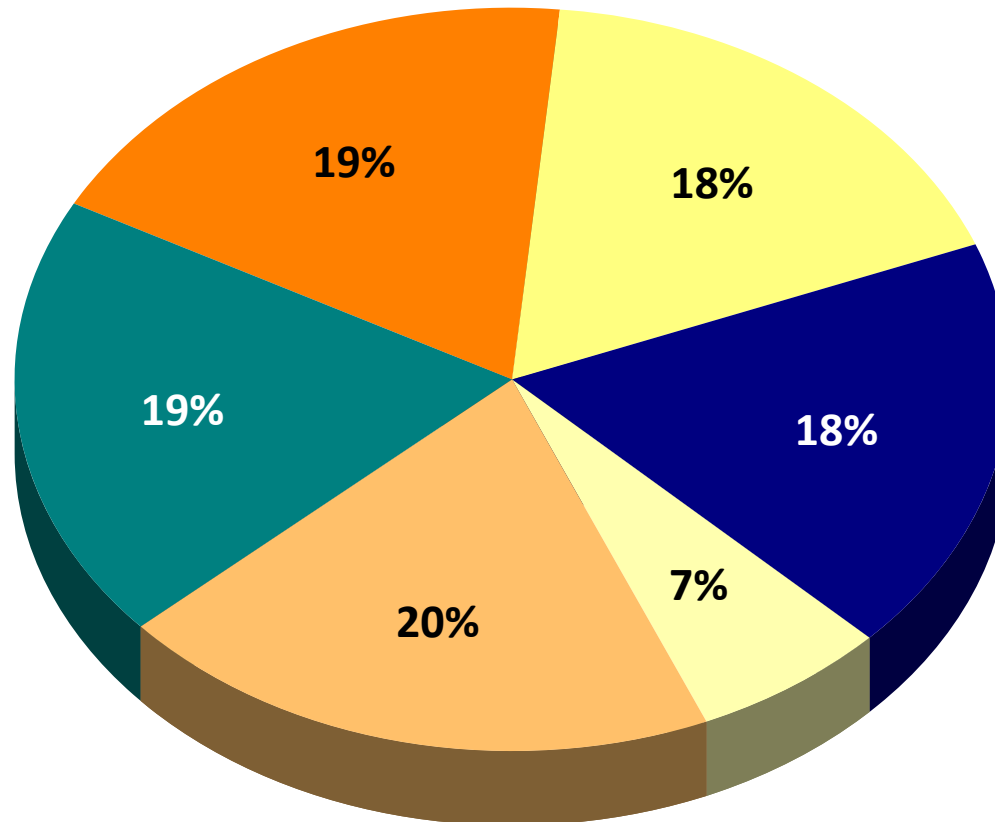
Q28. Demographics: Ages of Household Occupants

by percentage of persons in households



Q29. Demographics: Age of Respondents

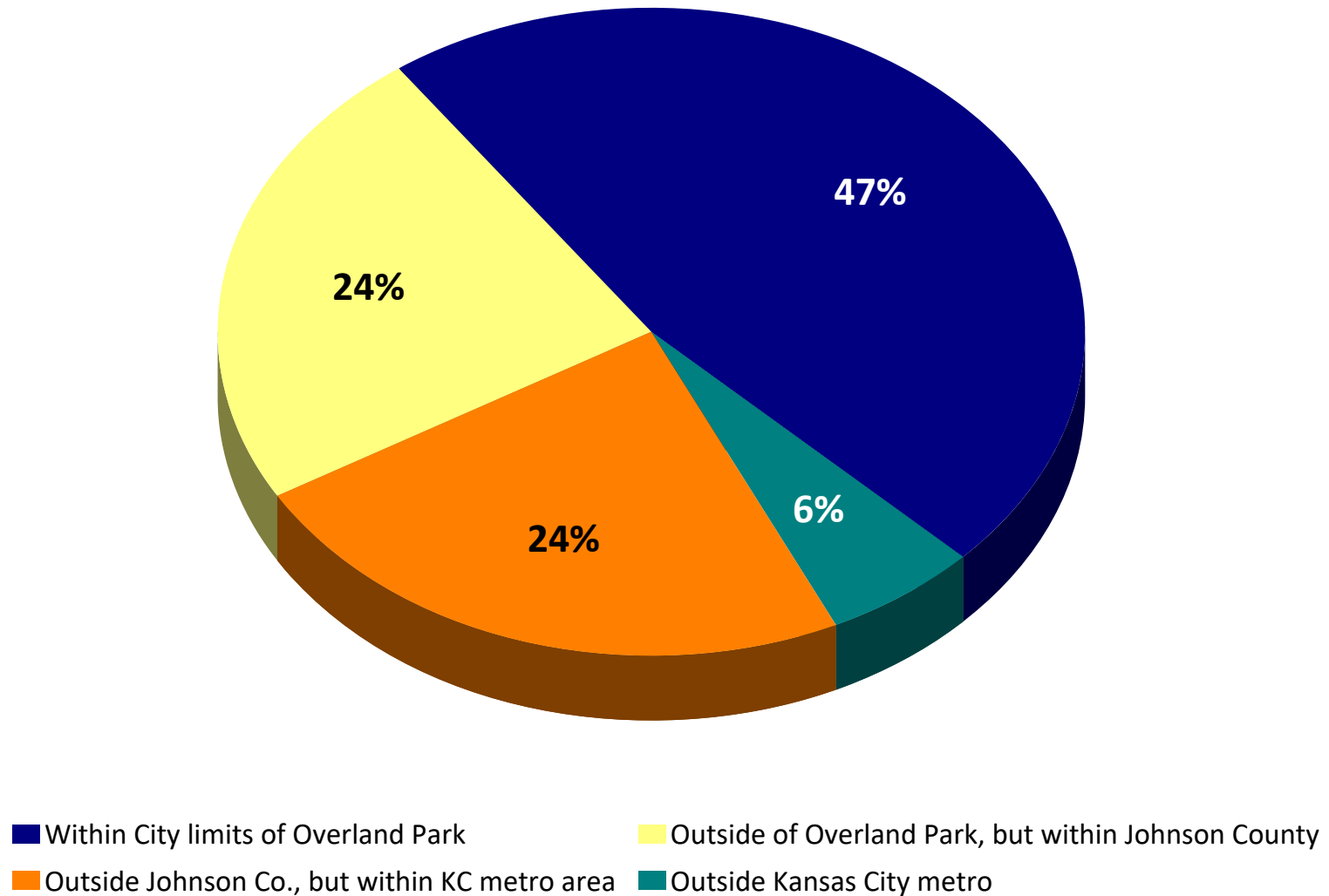
by percentage of respondents



■ 18-34 years ■ 35-44 years ■ 45-54 years
■ 55-64 years ■ 65+ years ■ Not provided

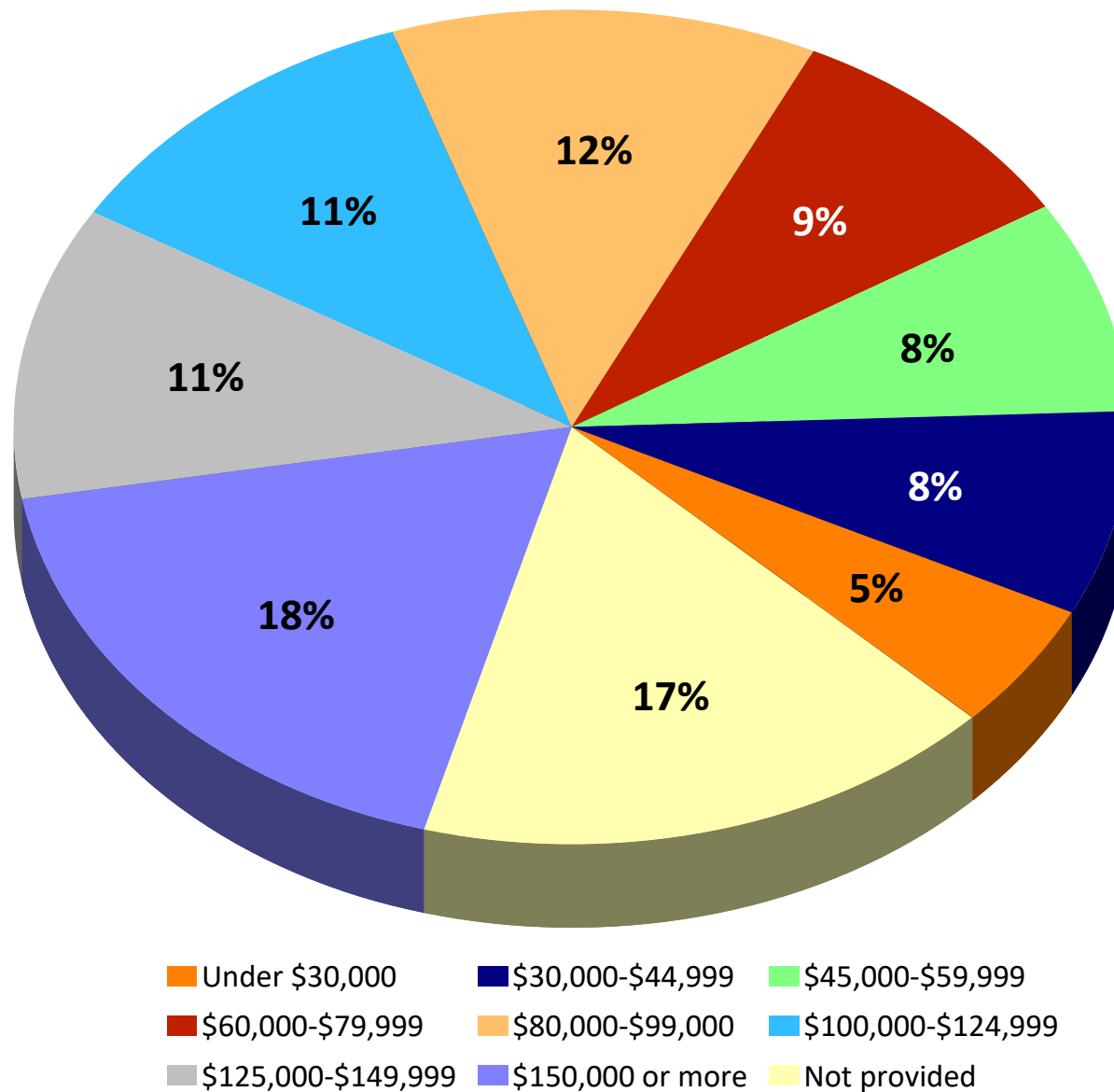
Q30. Demographics: How many persons in your household are employed in each of the following areas?

by percentage of respondents



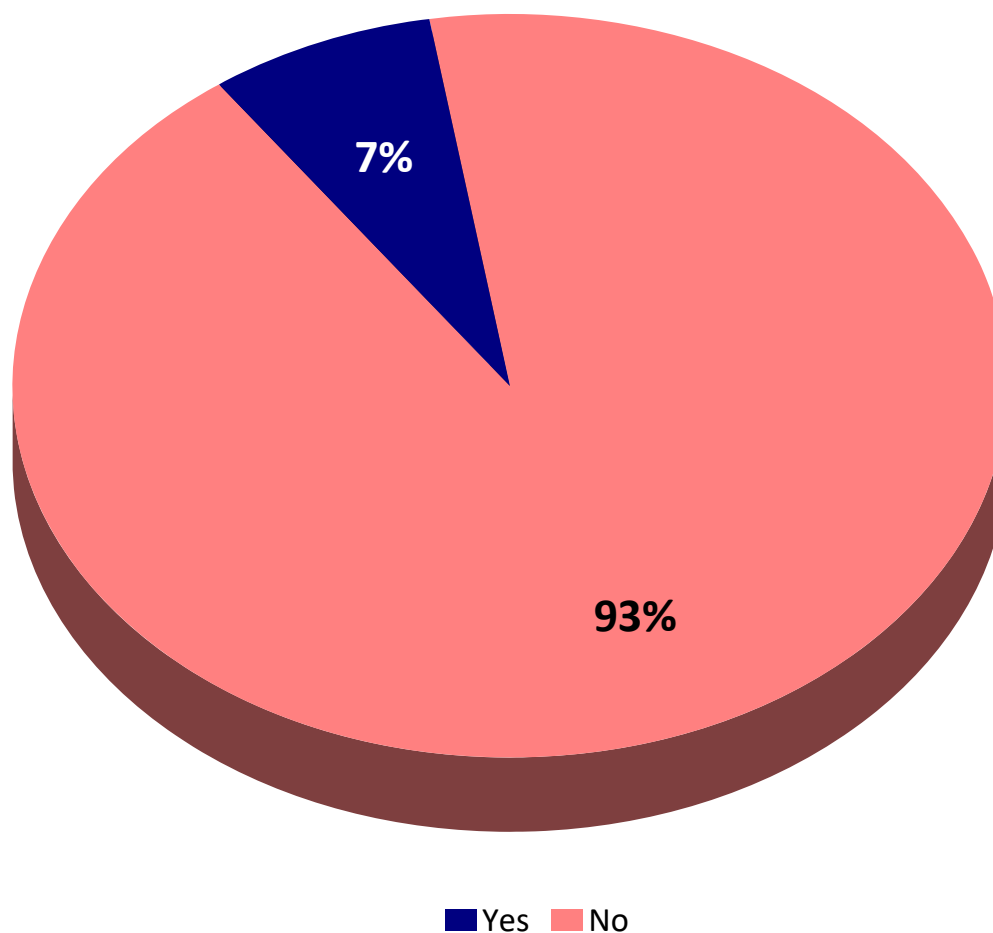
Q31. Demographics: Total Annual Household Income

by percentage of respondents (excluding those who did not provide a response)



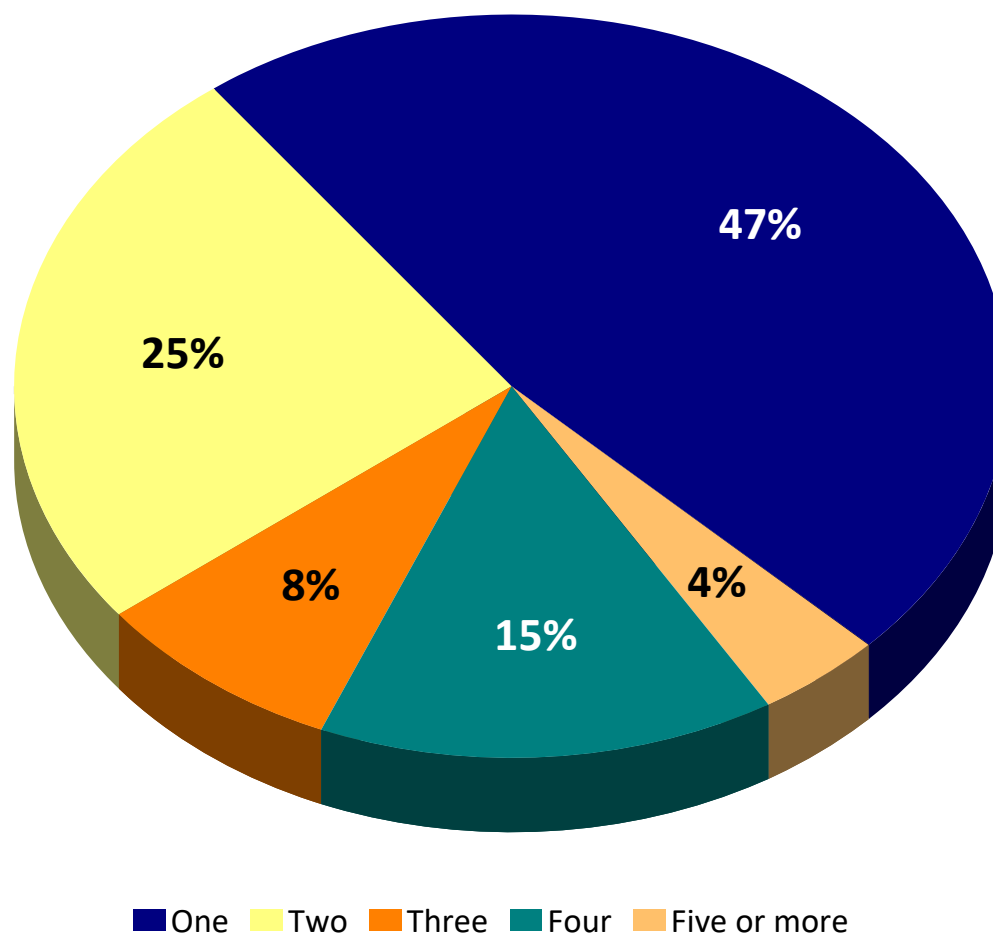
Q32. Demographics: Are you of Spanish, Hispanic, or Latino heritage?

by percentage of respondents



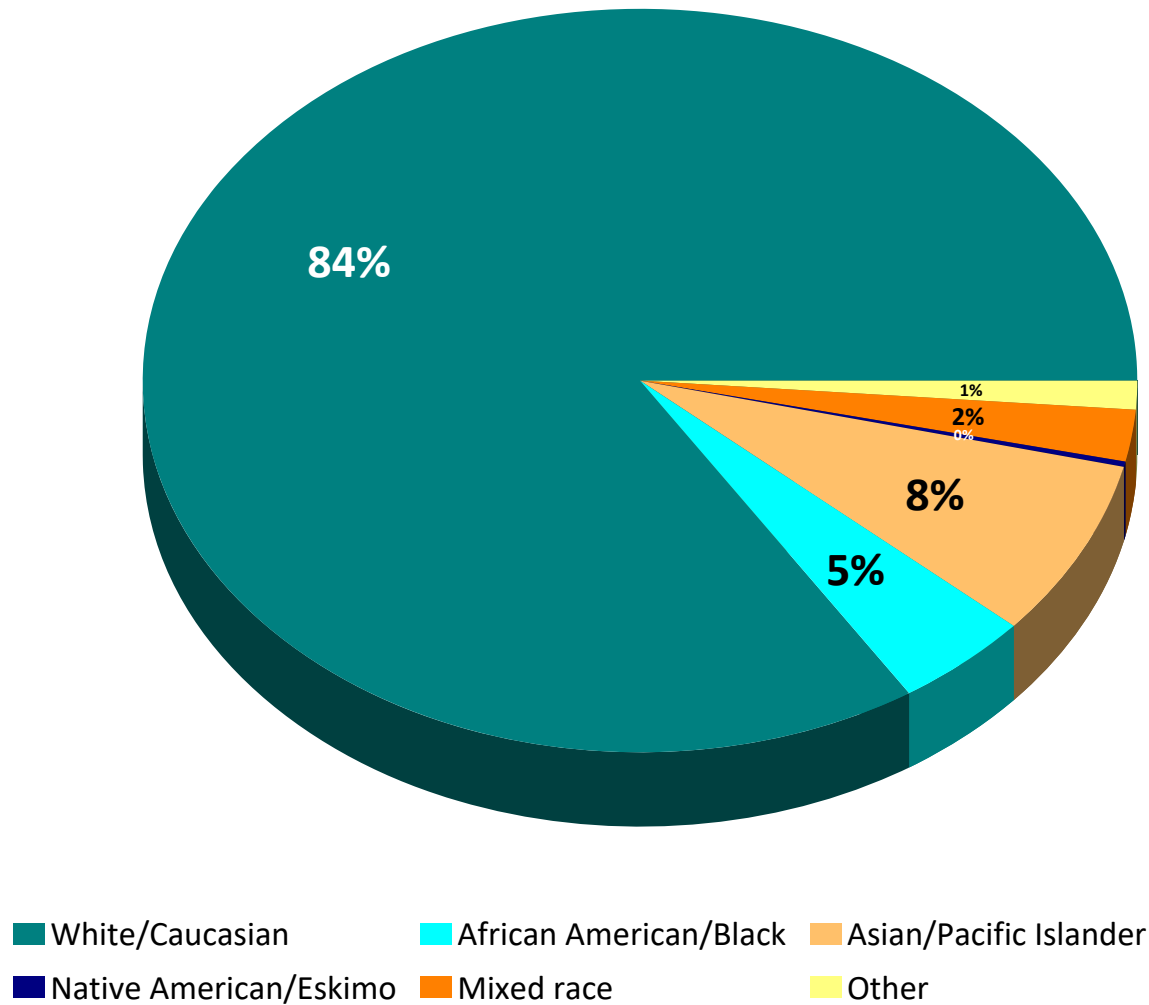
Q32-1. Demographics: How many people in your household are of Spanish, Hispanic, or Latino heritage?

by percentage of respondents who answered "yes" on Question 32



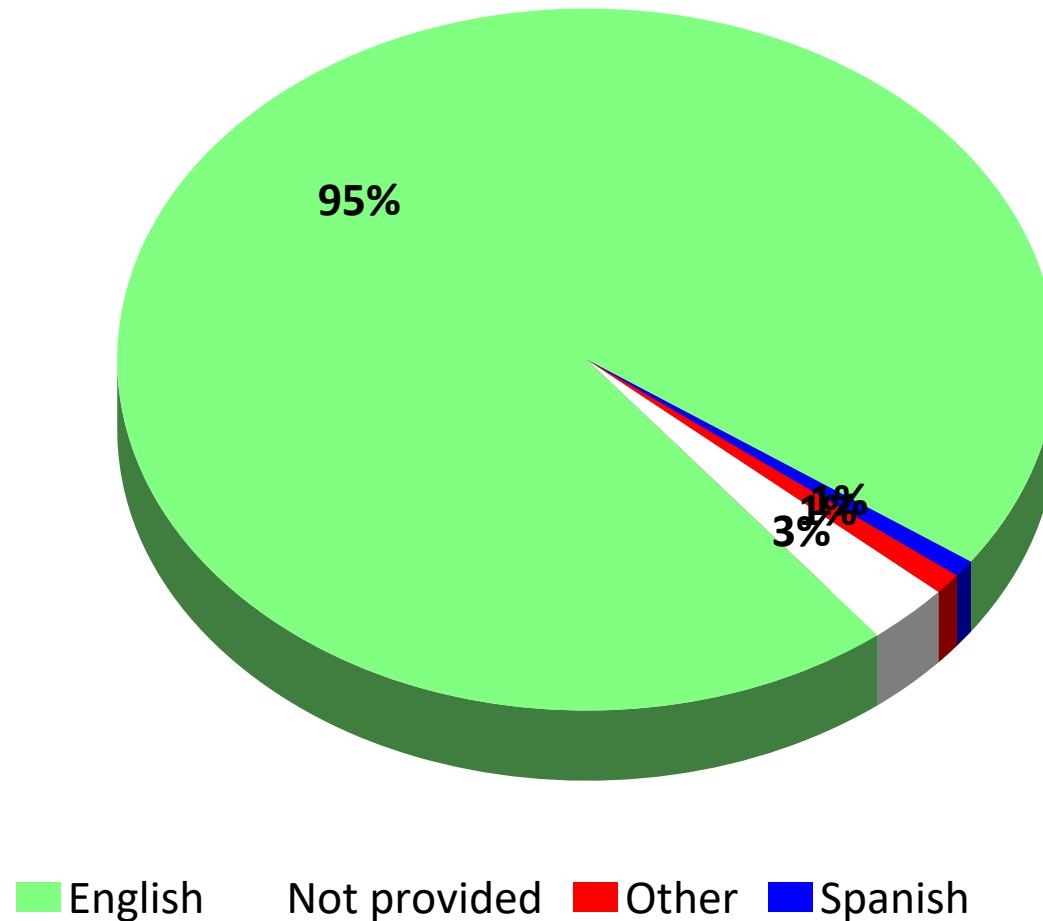
Q33. Demographics: Including yourself, how many persons in your household are...

by percentage of respondents



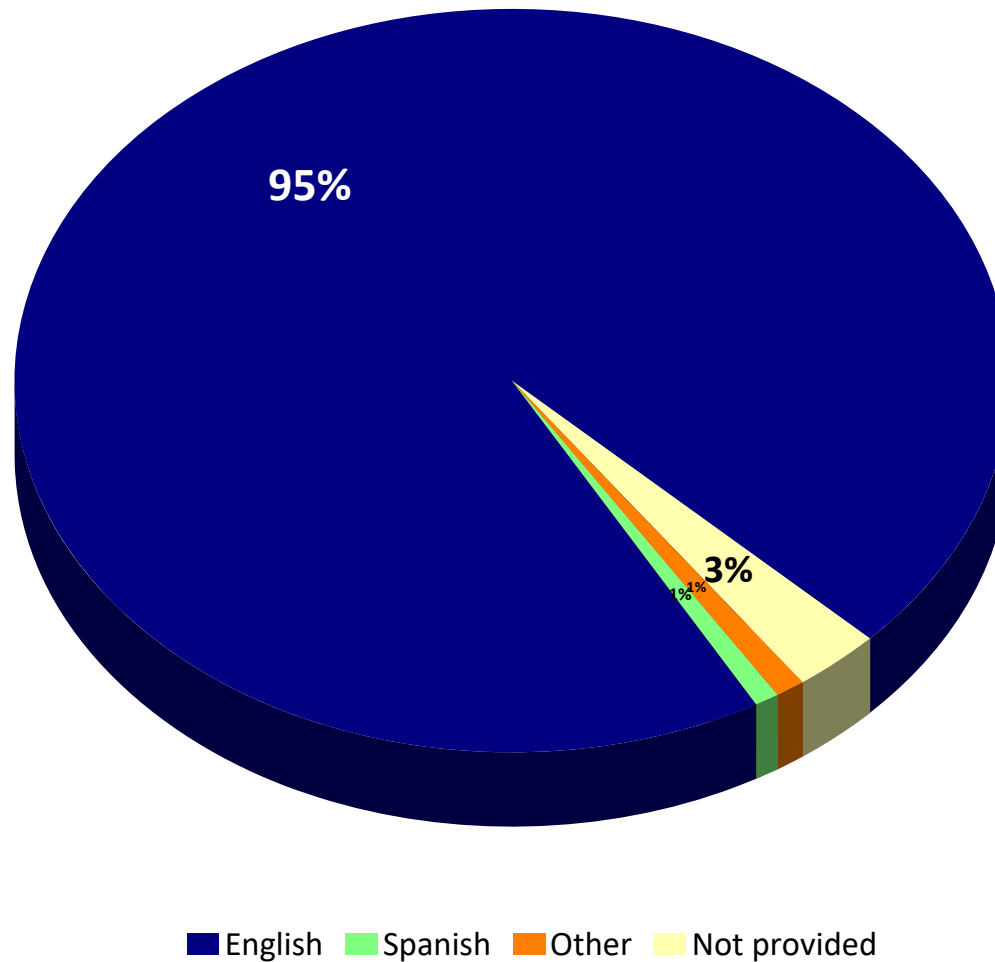
Q32. Demographics: What is the primary language spoken in your home?

by percentage of respondents



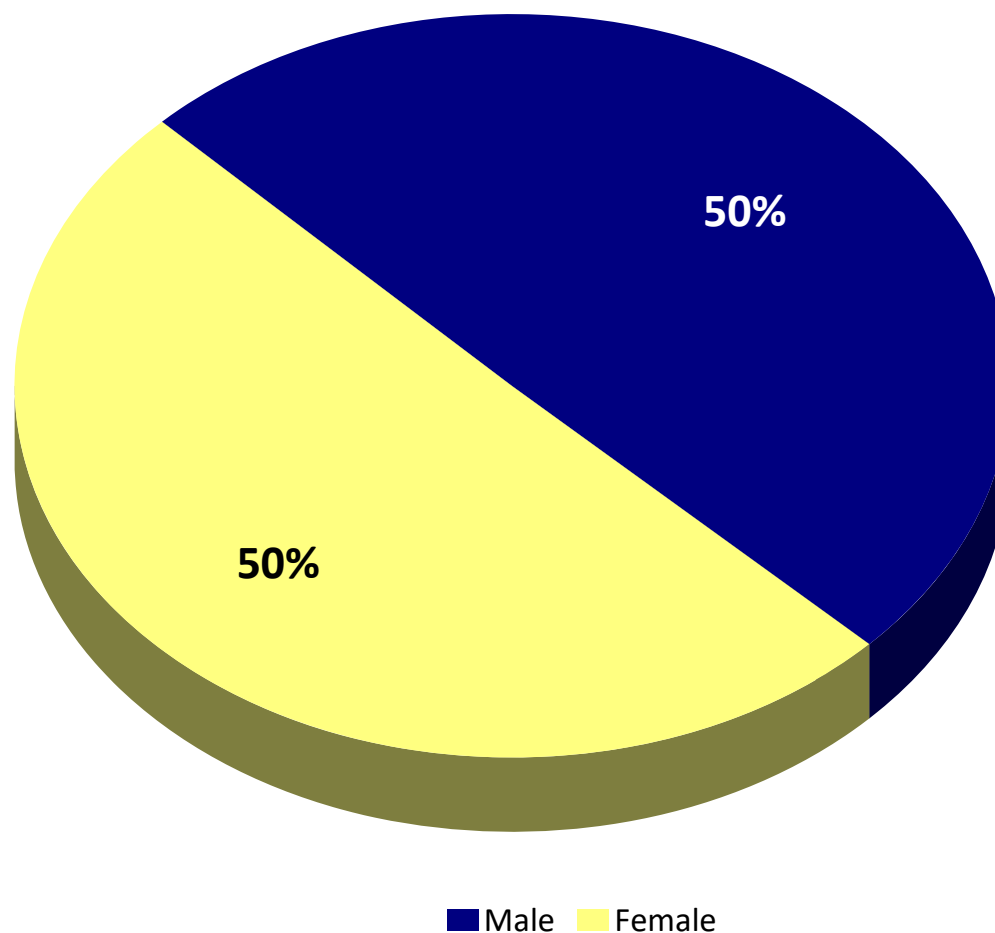
Q34. Demographics: What is the primary language spoken in your home?

by percentage of respondents



Q35. Demographics: Gender Identity

by percentage of respondents



0.4% selected “non-binary” or “prefer to self-describe”



Benchmarking Analysis



Benchmarking Analysis

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 27 communities in the Kansas City metro area between January 2018 and July 2021.

- Belton, Missouri
- Blue Springs, Missouri
- Edgerton, Kansas
- Fairway, Kansas
- Gardner, Kansas
- Gladstone, Missouri
- Grain Valley, Missouri
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lee's Summit, Missouri
- Lenexa, Kansas
- Merriam, Kansas
- Mission, Kansas
- North Kansas City, Missouri
- Olathe, Kansas
- Platte City, Missouri
- Prairie Village, Kansas
- Raymore, Missouri
- Richmond, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Smithville, Missouri
- Spring Hill, Kansas
- Unified Government of Kansas City, Kansas and Wyandotte County

Benchmarking Analysis



National Benchmarks. The first set of 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 the Kansas City Metro area.

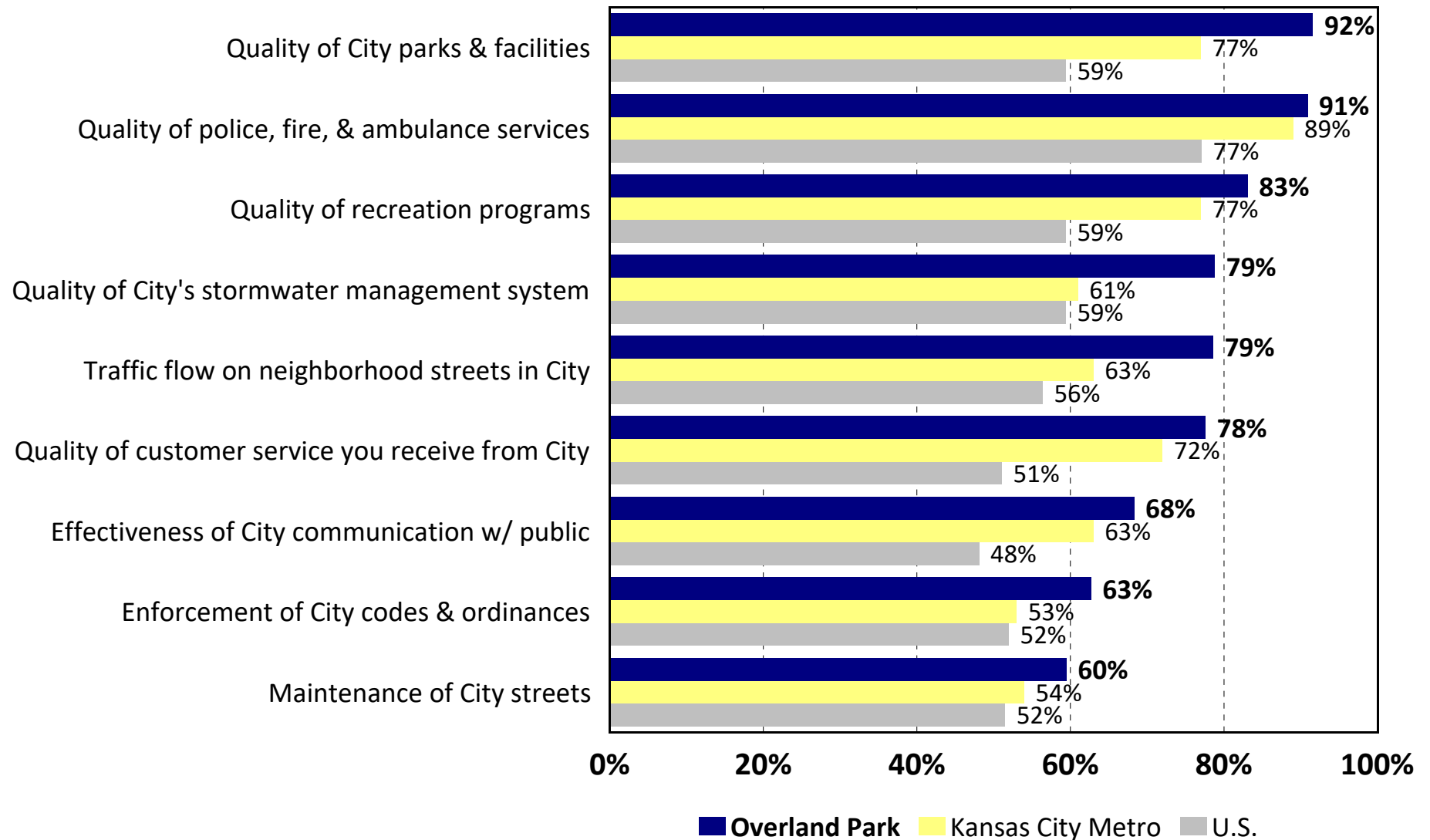
Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 27 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area. The actual ratings for Overland Park are listed to the right of each chart. The dot on each bar shows how the results for Overland Park compare to other communities in the Kansas City area where the *DirectionFinder*® survey has been administered.

National Benchmarks (All Communities)

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.

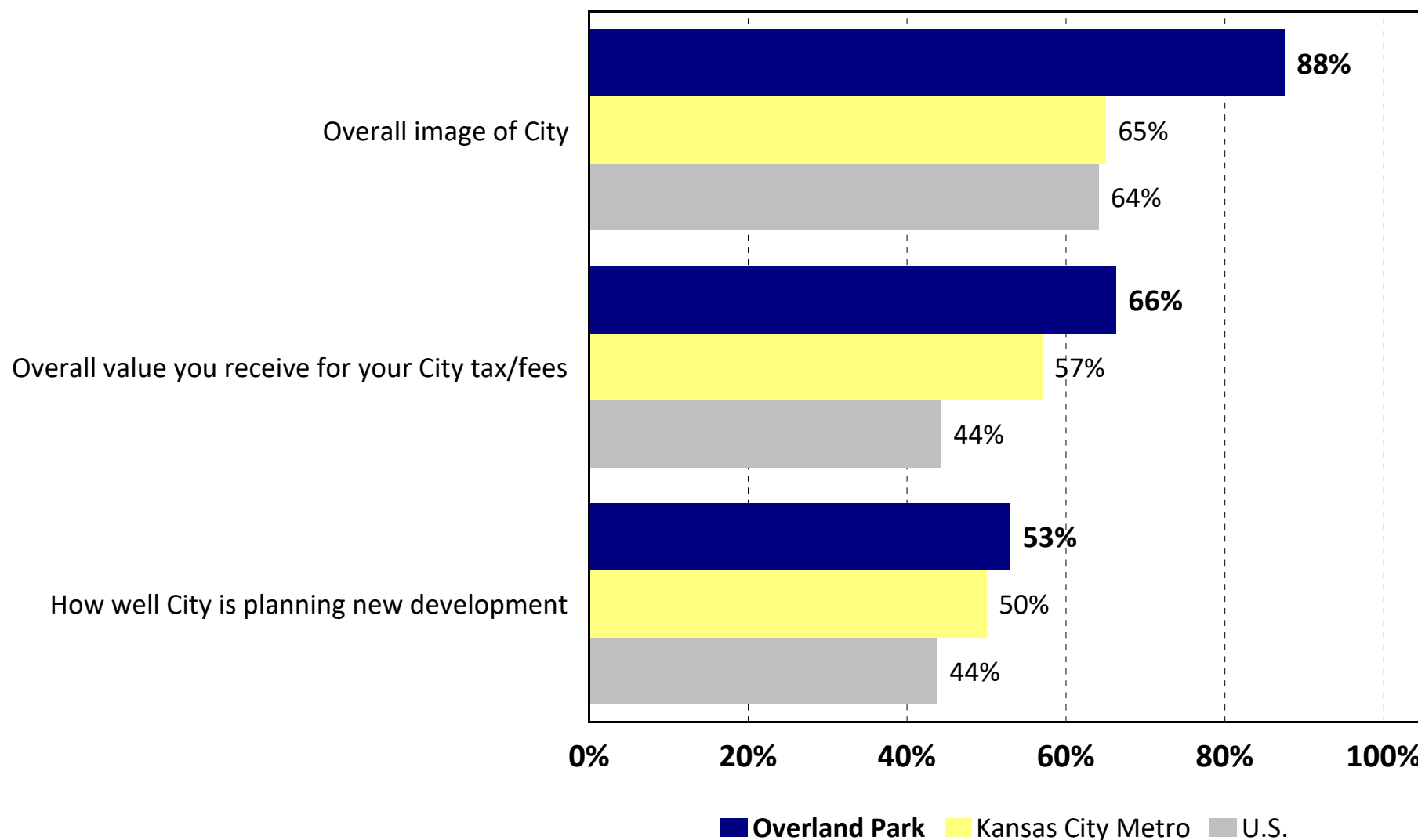
Overall Satisfaction with Major Categories of City Services: City of Overland Park vs. Kansas City Metro vs. U.S.

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"



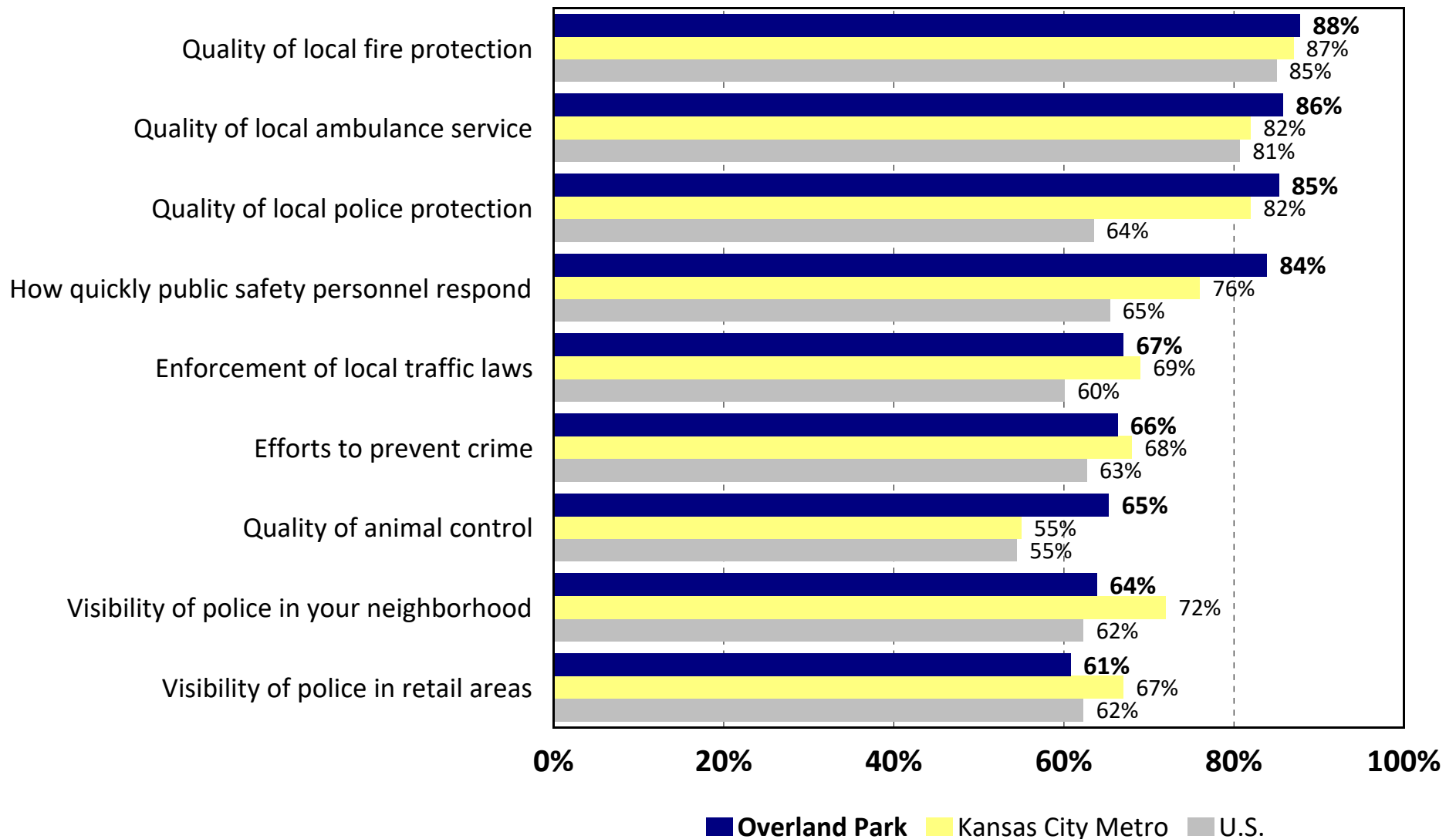
Satisfaction with Items Influencing Perceptions of the City: City of Overland Park vs. Kansas City Metro vs. U.S.

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"



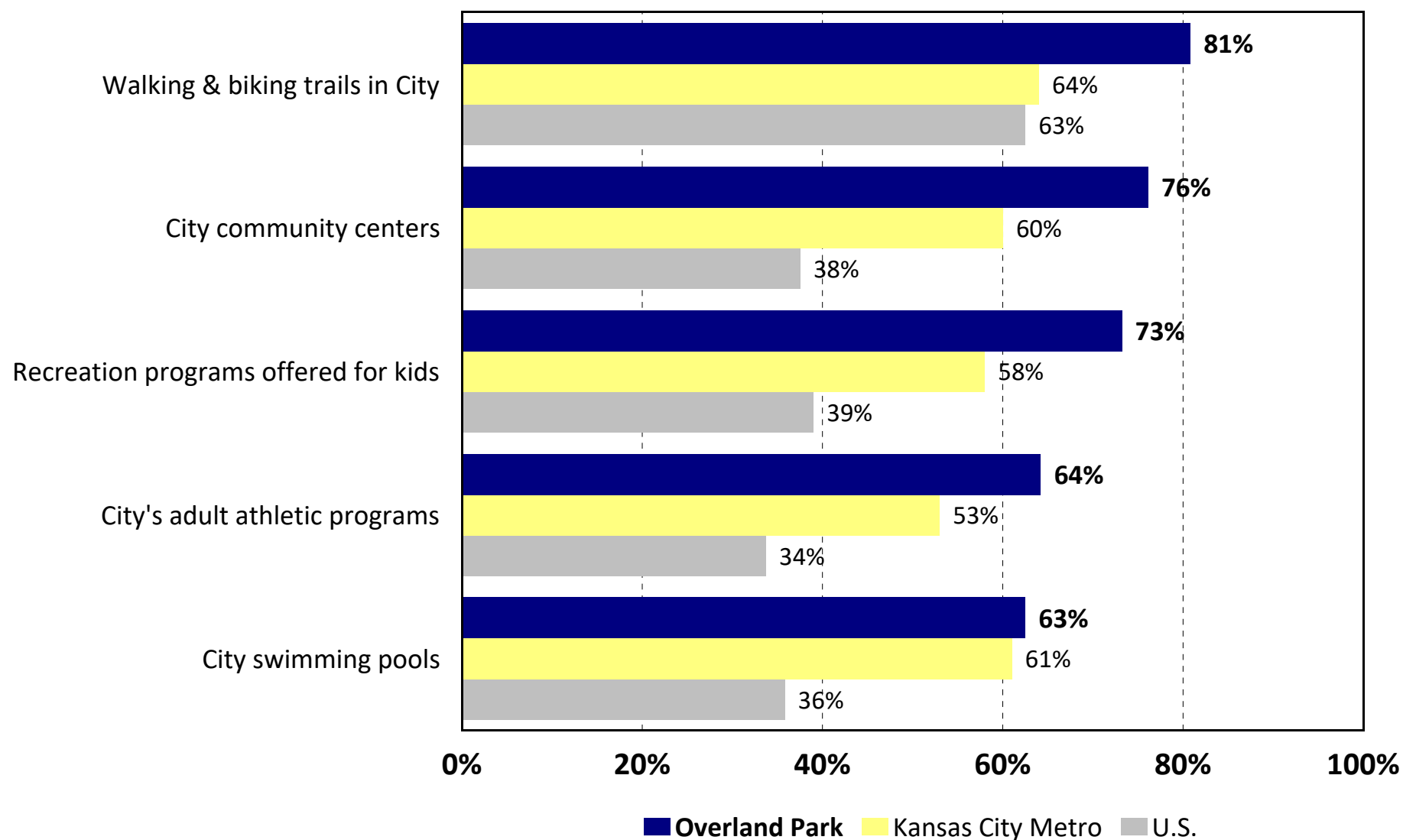
Overall Satisfaction with Public Safety: City of Overland Park vs. Kansas City Metro vs. U.S.

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"



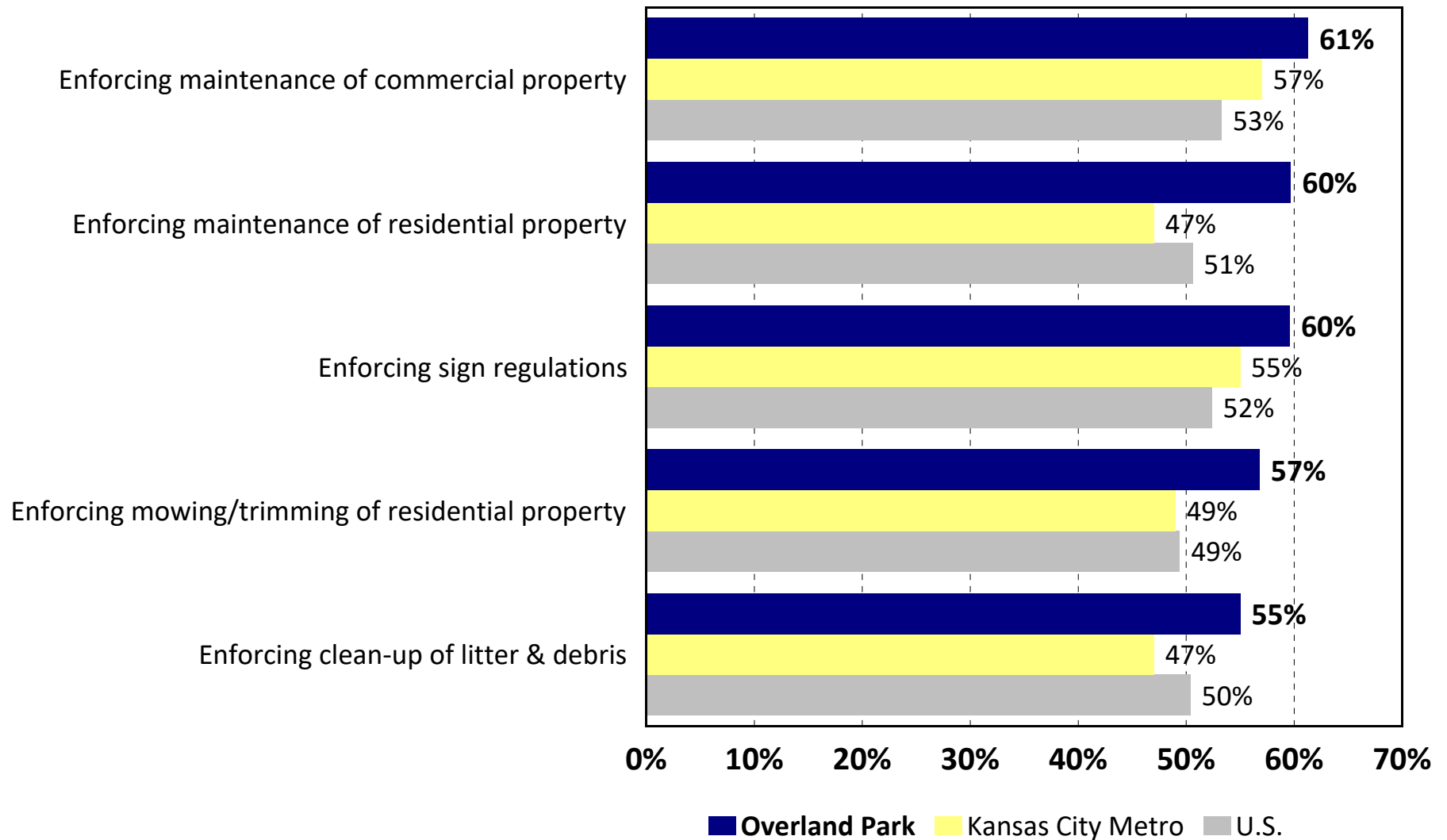
Overall Satisfaction with Parks and Recreation: City of Overland Park vs. Kansas City Metro vs. U.S.

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"



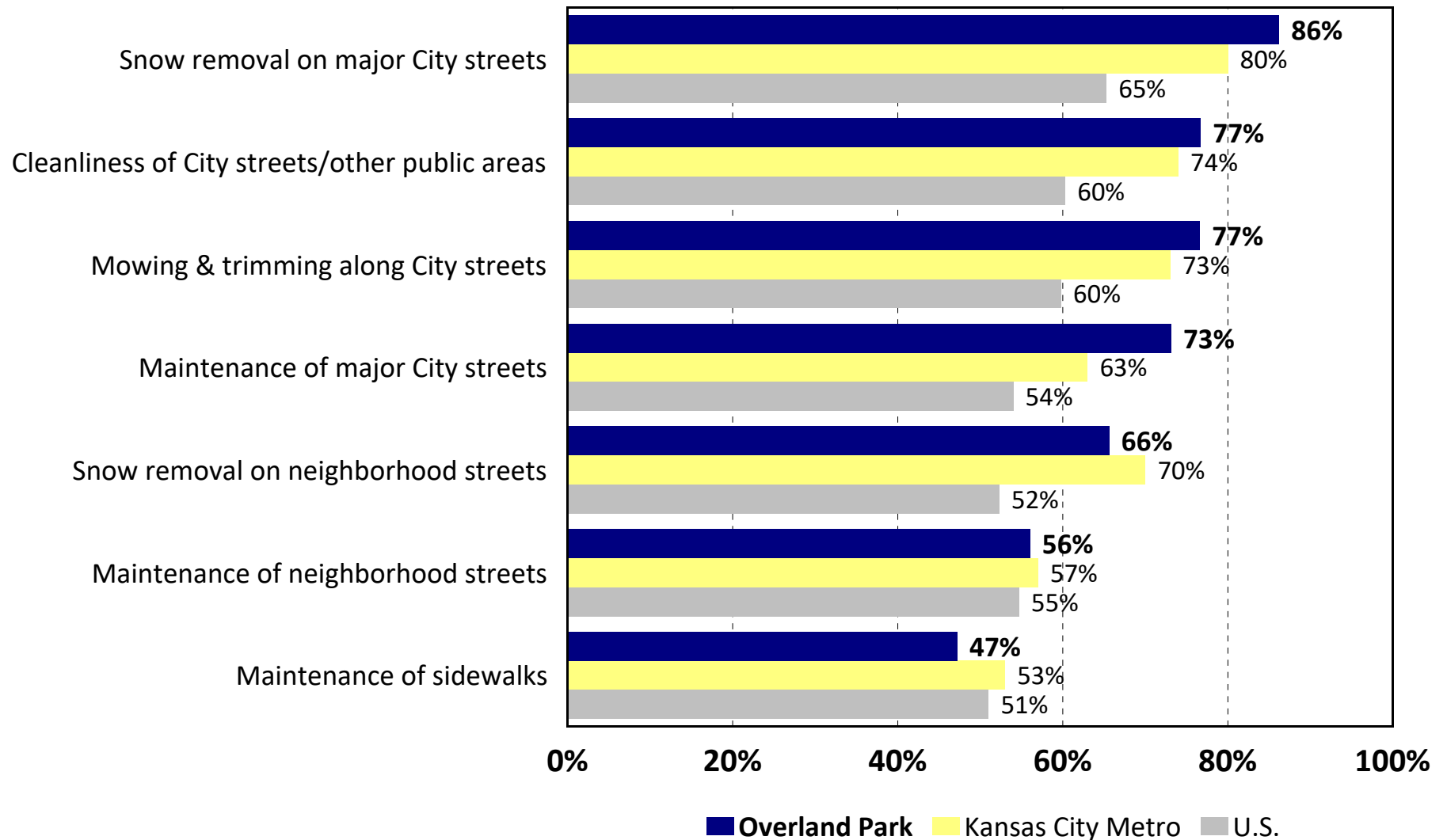
Overall Satisfaction with Code Enforcement: City of Overland Park vs. Kansas City Metro vs. U.S.

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"



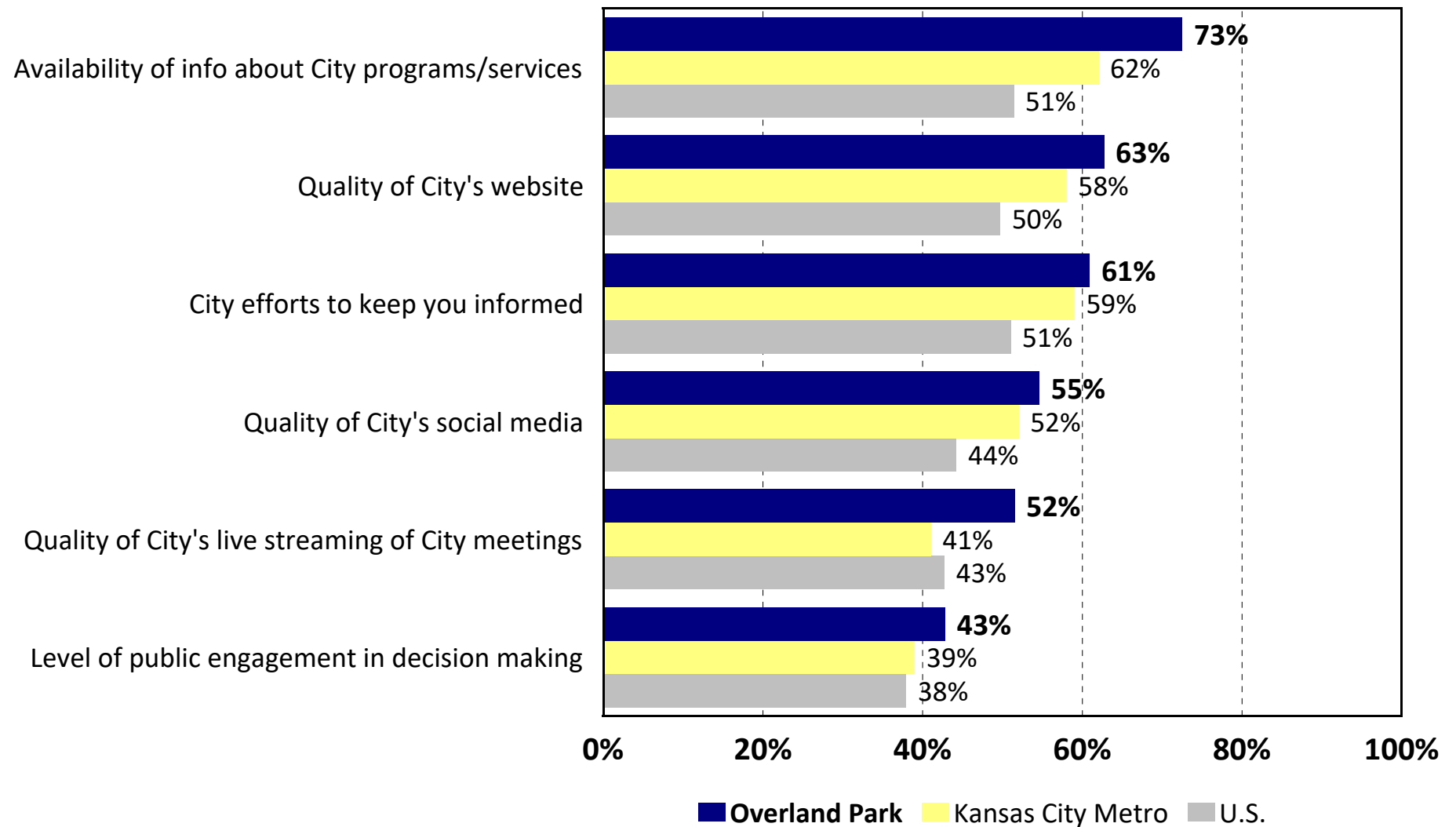
Overall Satisfaction with City Maintenance: City of Overland Park vs. Kansas City Metro vs. U.S.

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"



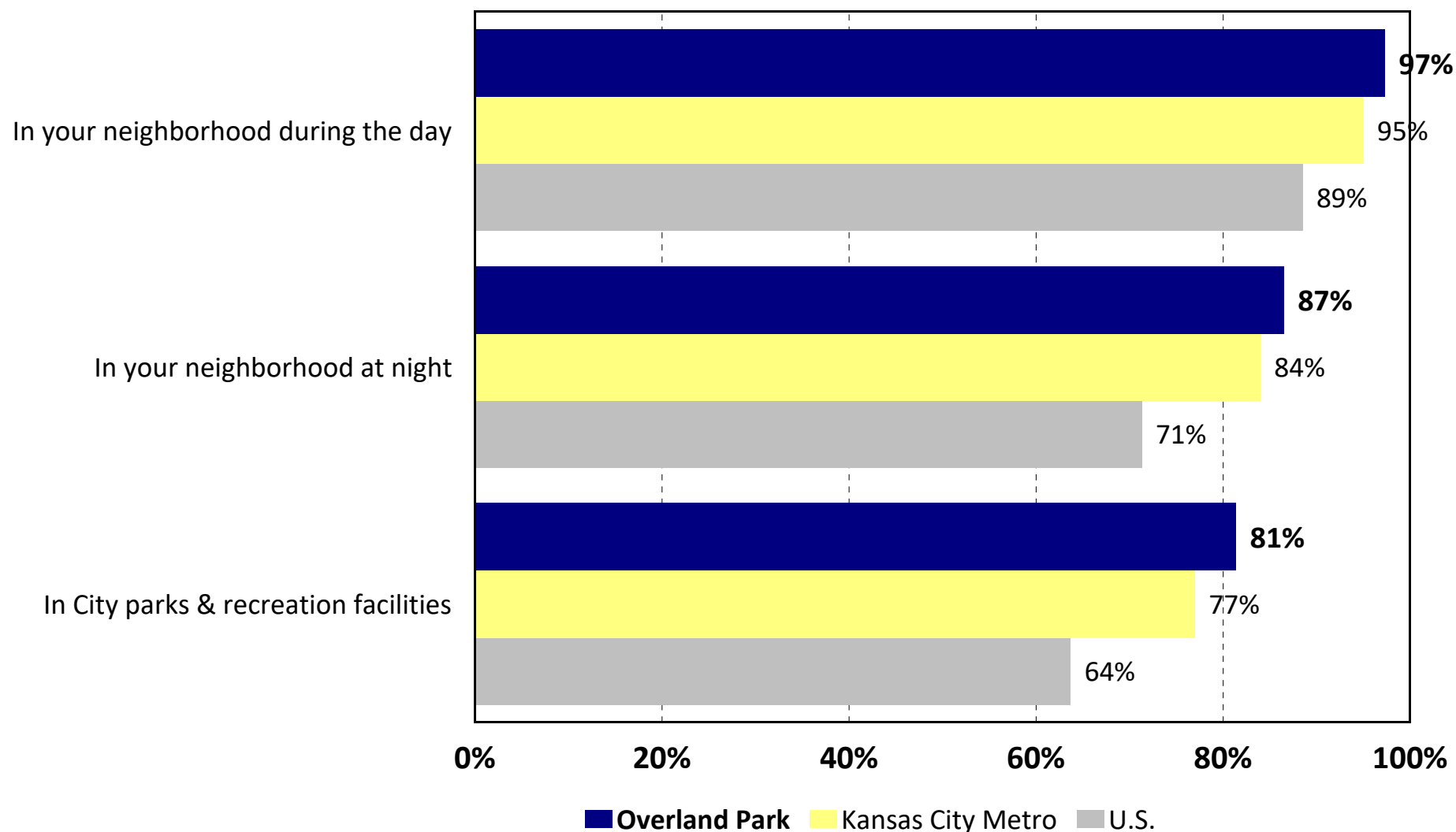
Overall Satisfaction with City Communication: City of Overland Park vs. Kansas City Metro vs. U.S.

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"



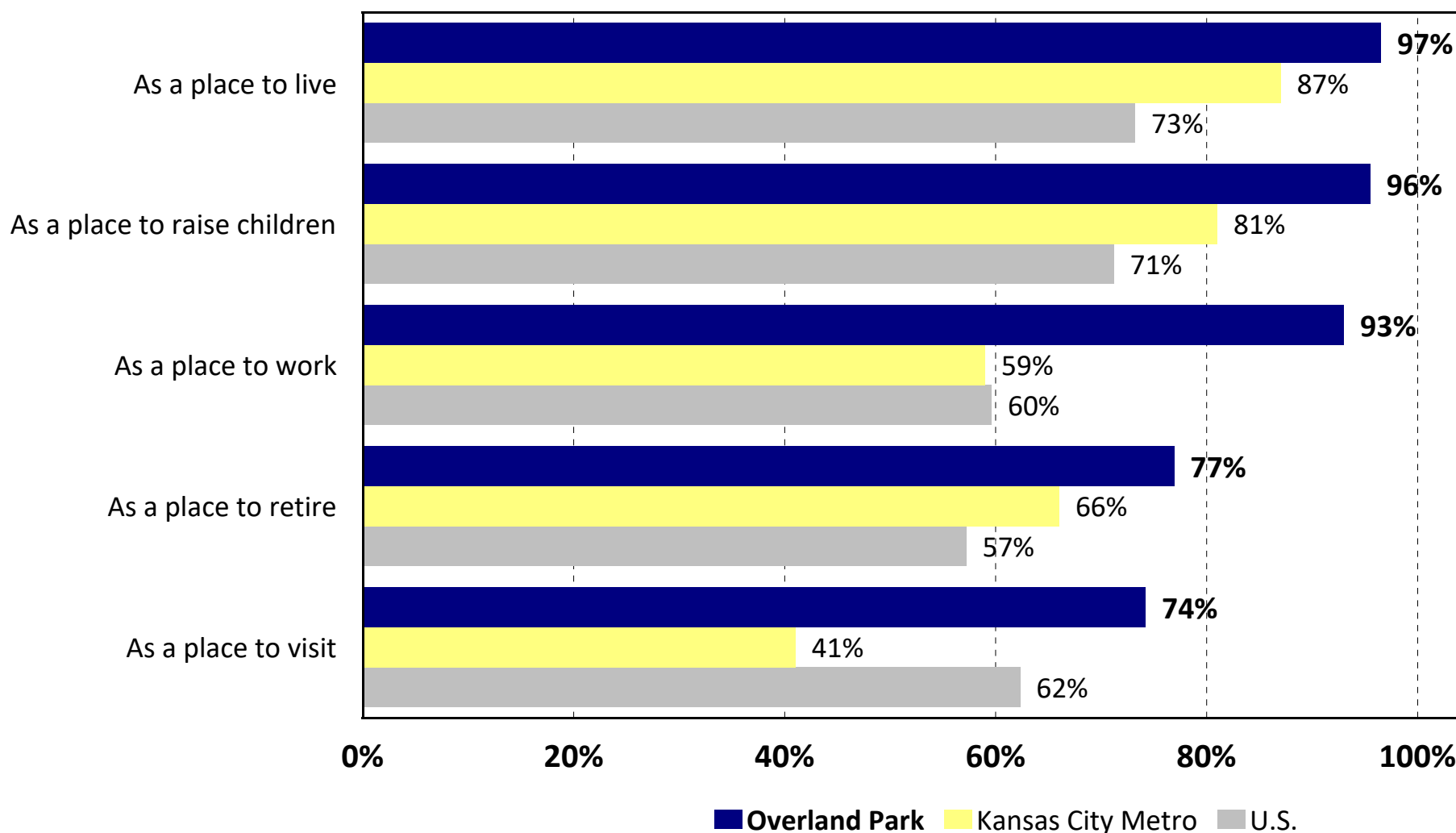
Perceptions of Safety in the City: City of Overland Park vs. Kansas City Metro vs. U.S.

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"



How Residents Rate the Community Where They Live: City of Overland Park vs. Kansas City Metro vs. U.S.

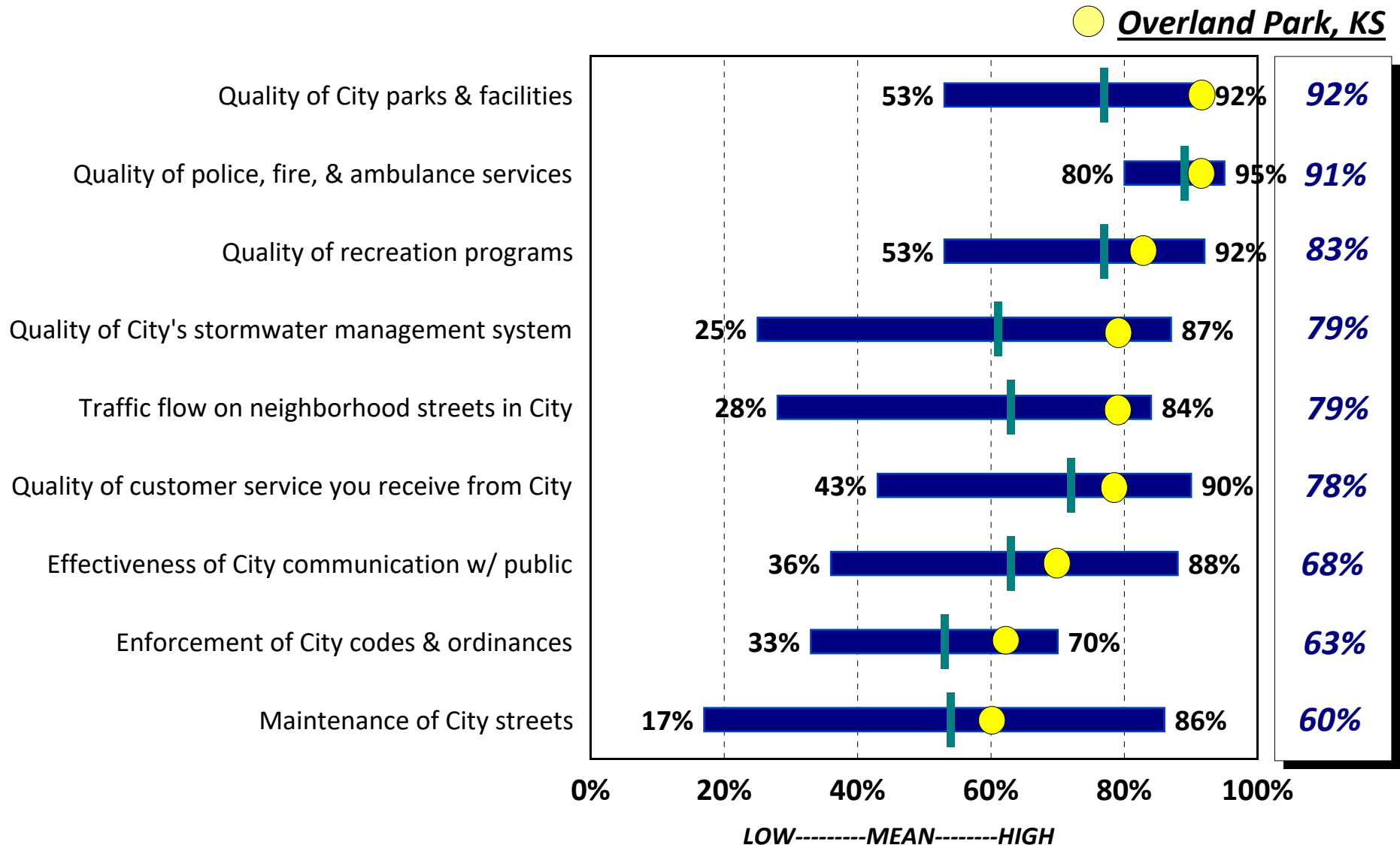
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor"



Metropolitan Kansas City Benchmarks

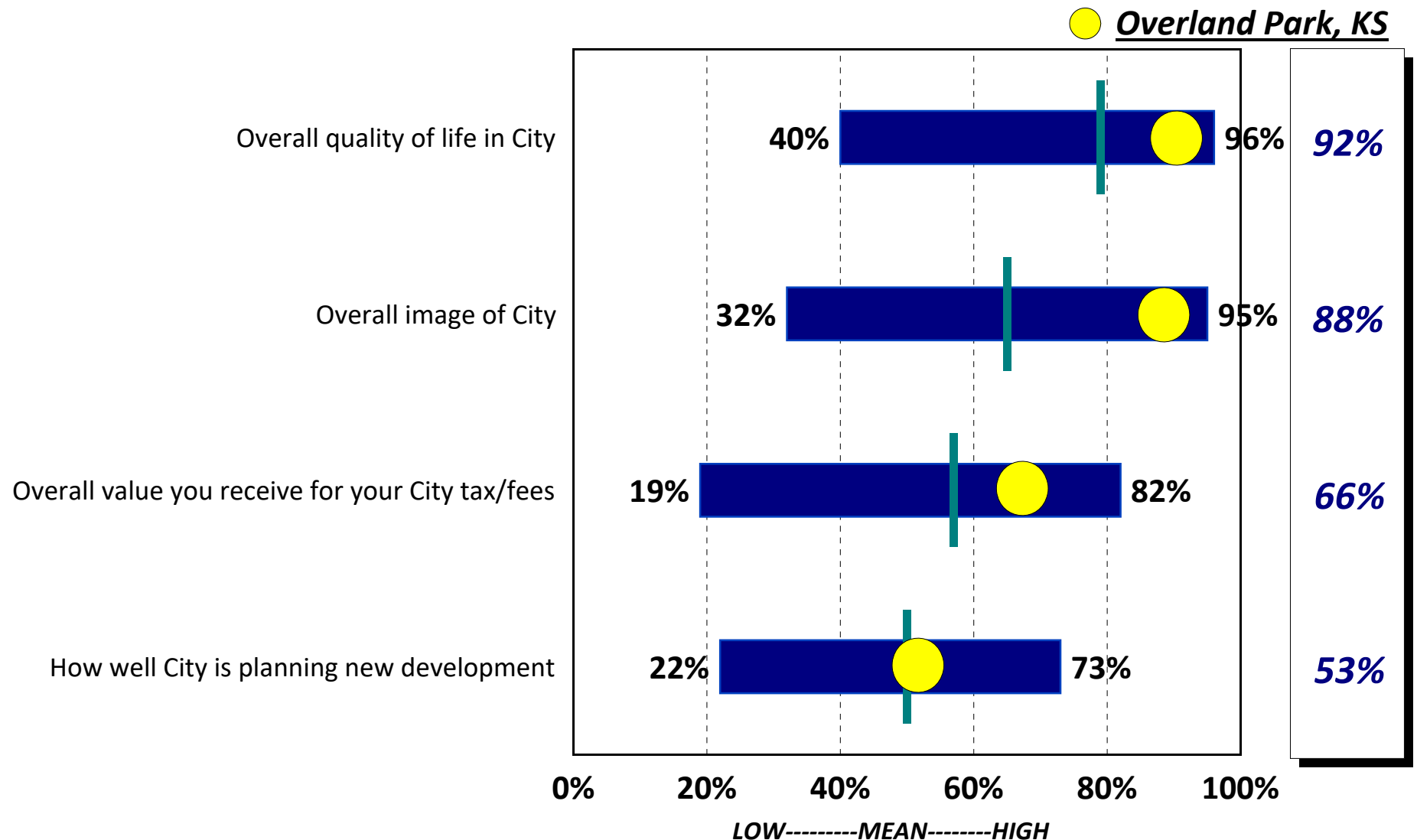
Overall Satisfaction with Major Categories of City Services Provided by Cities in the Kansas City Area - 2021

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



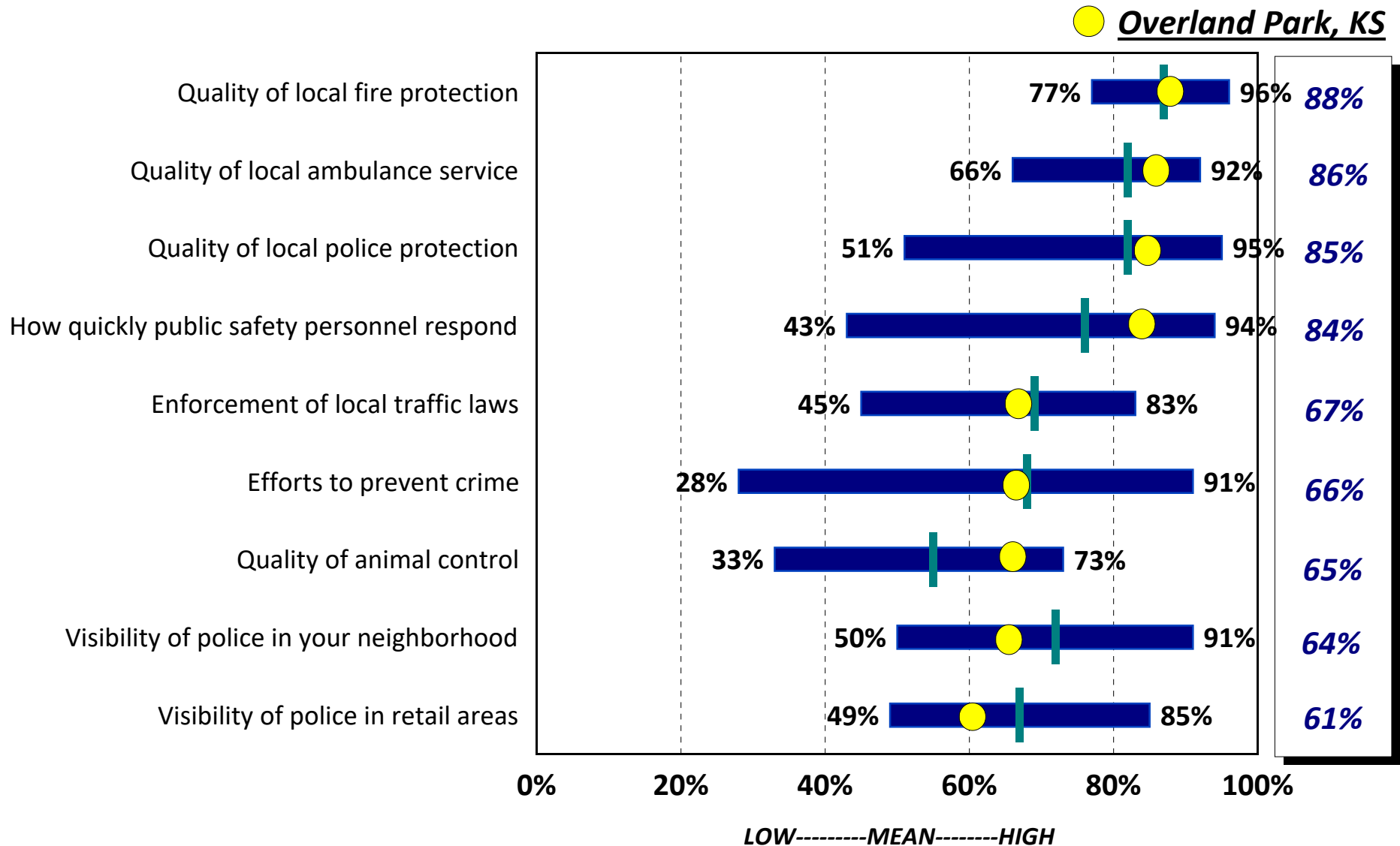
Perceptions that Kansas City Area Residents Have of the City in Which They Live - 2021

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



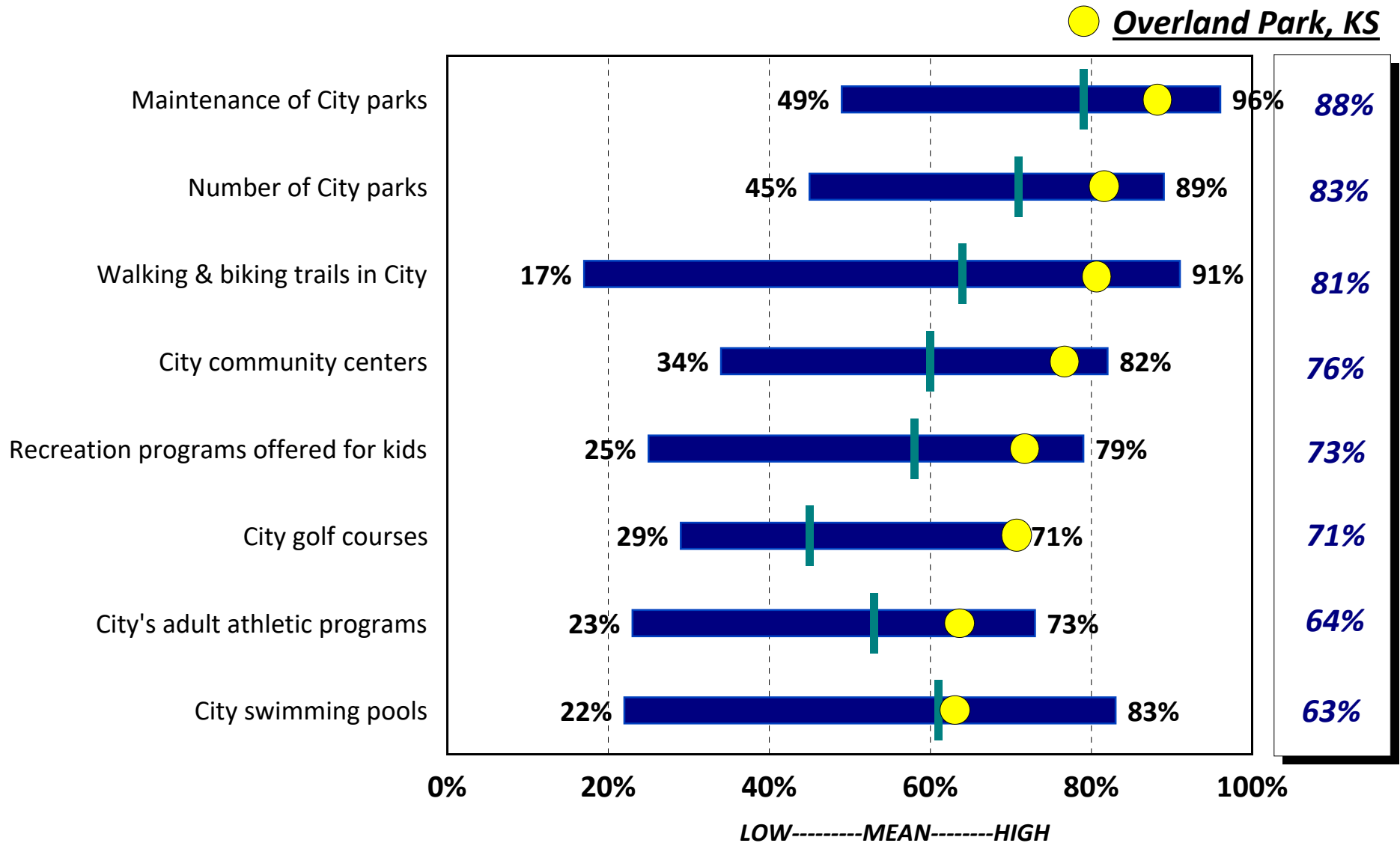
Satisfaction with Public Safety Services Provided by Cities in the Kansas City Area - 2021

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



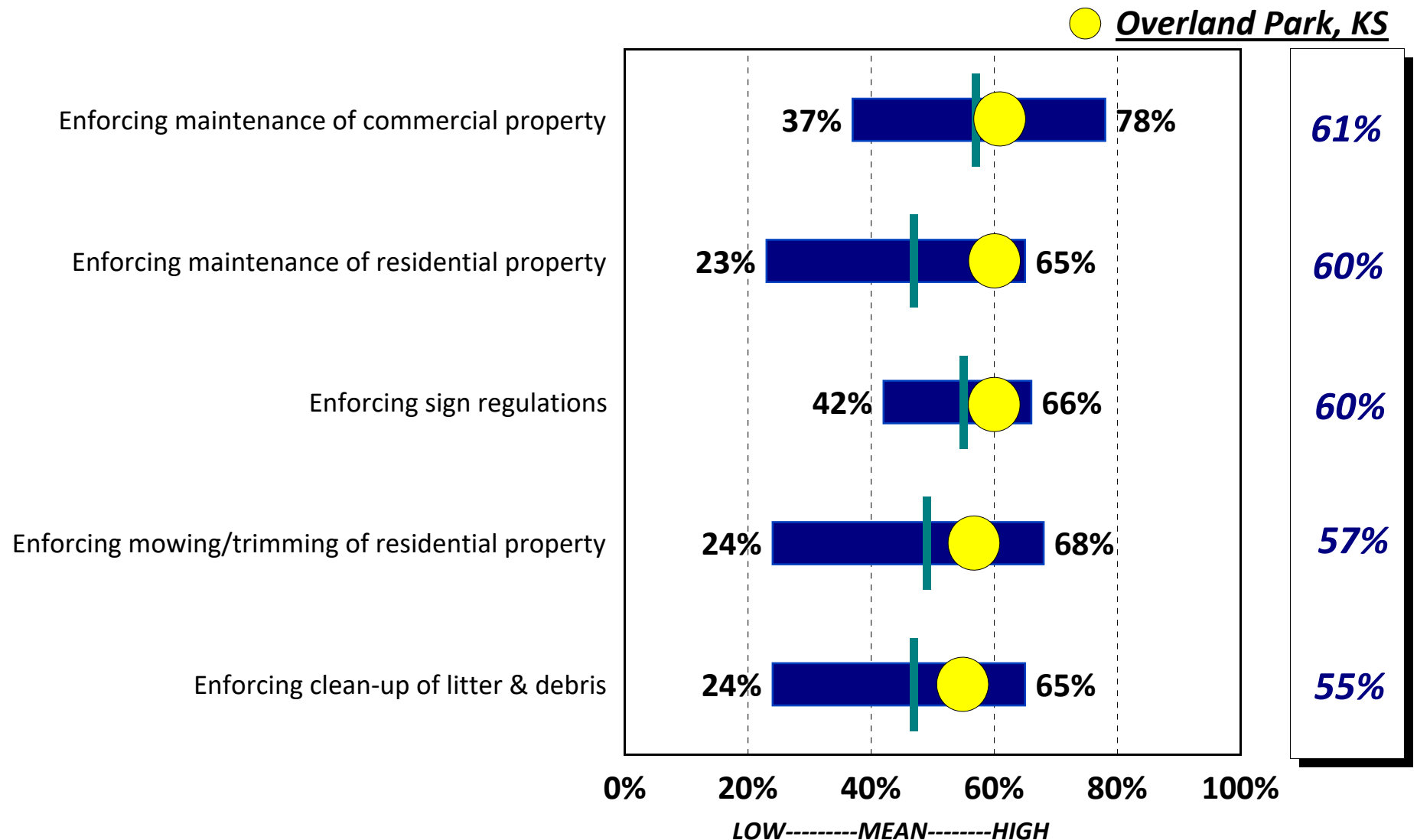
Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas City Area - 2021

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



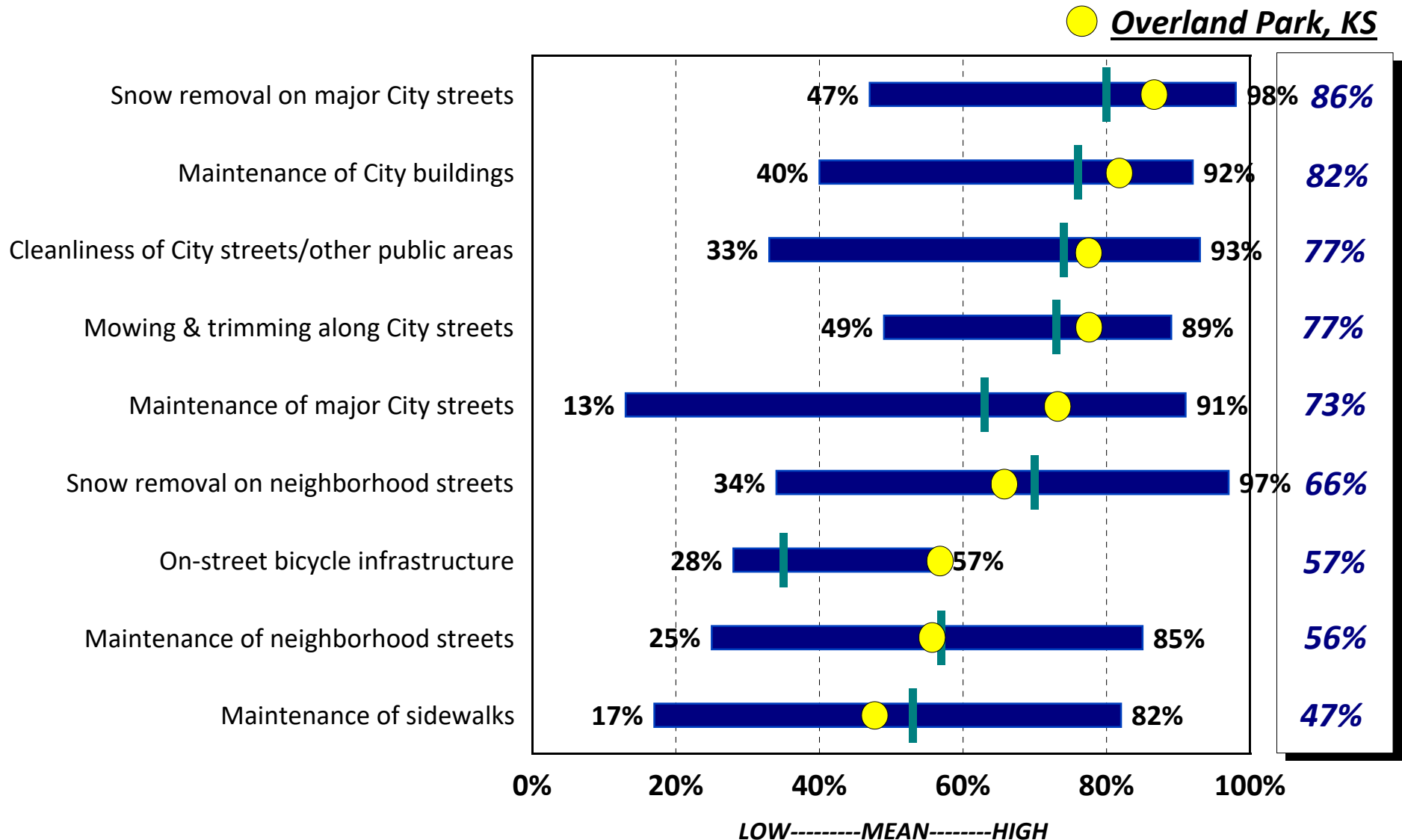
Satisfaction with Code Enforcement Services Provided by Cities in the Kansas City Area - 2021

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



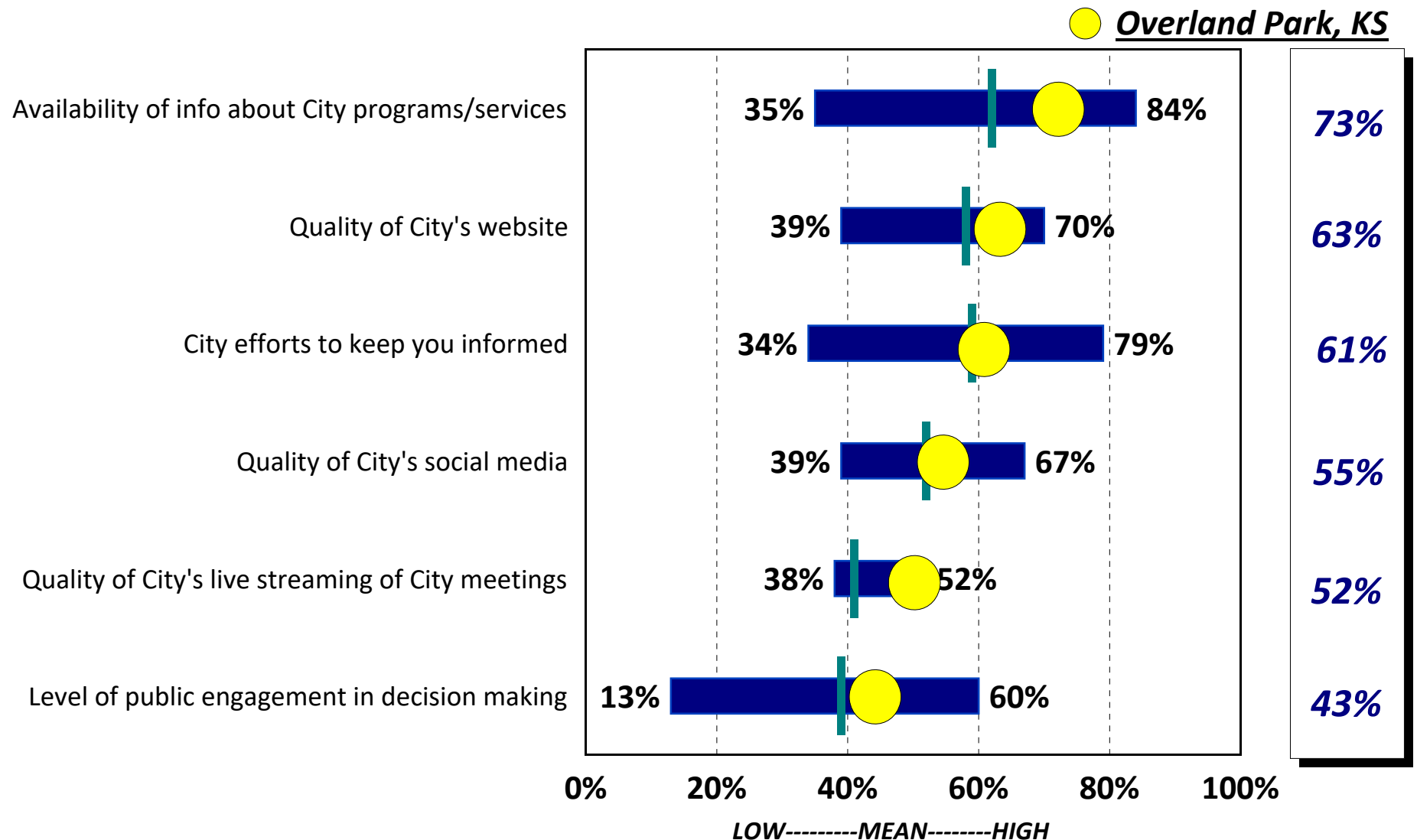
Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area - 2021

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



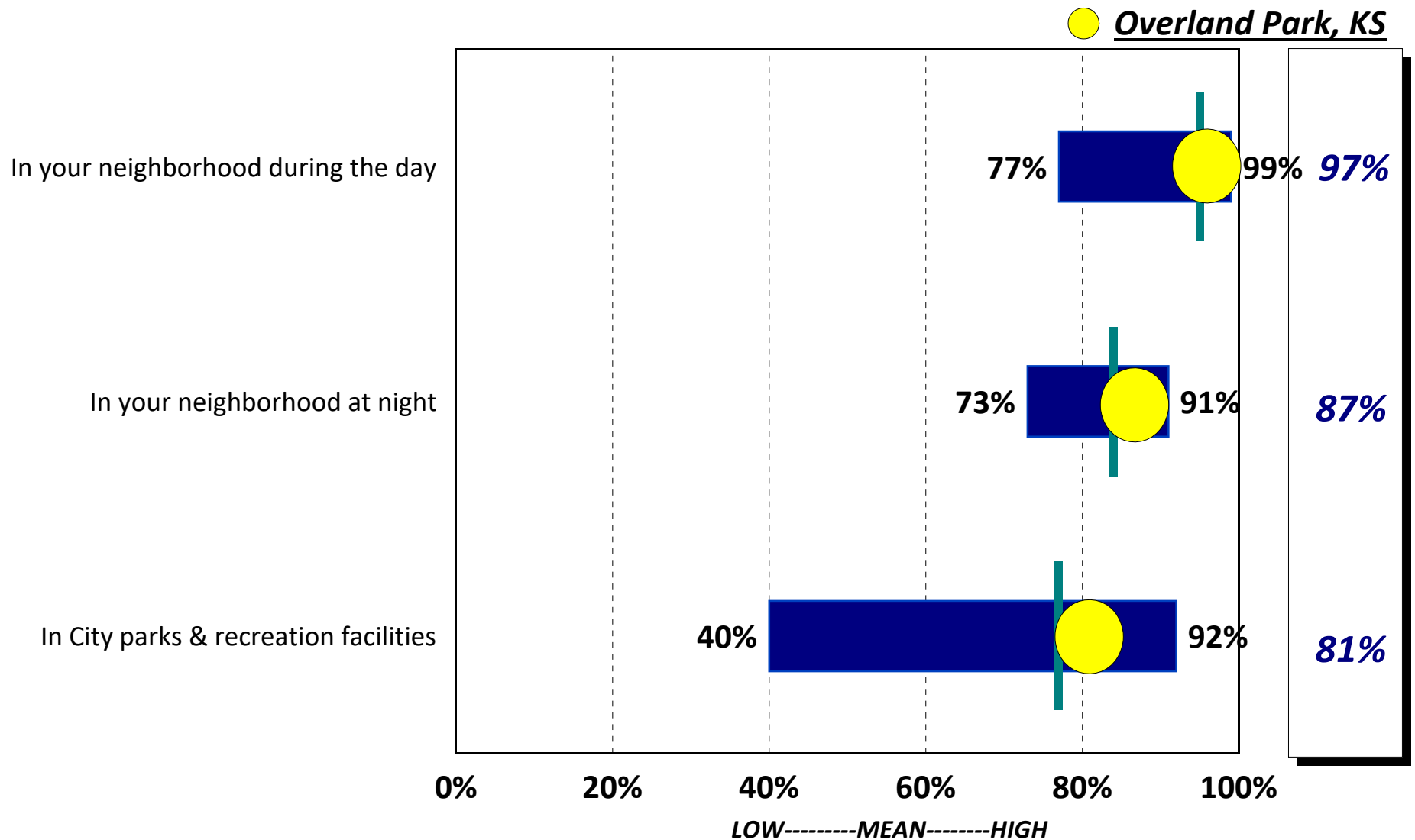
Satisfaction with Communication Services Provided by Cities in the Kansas City Area - 2021

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



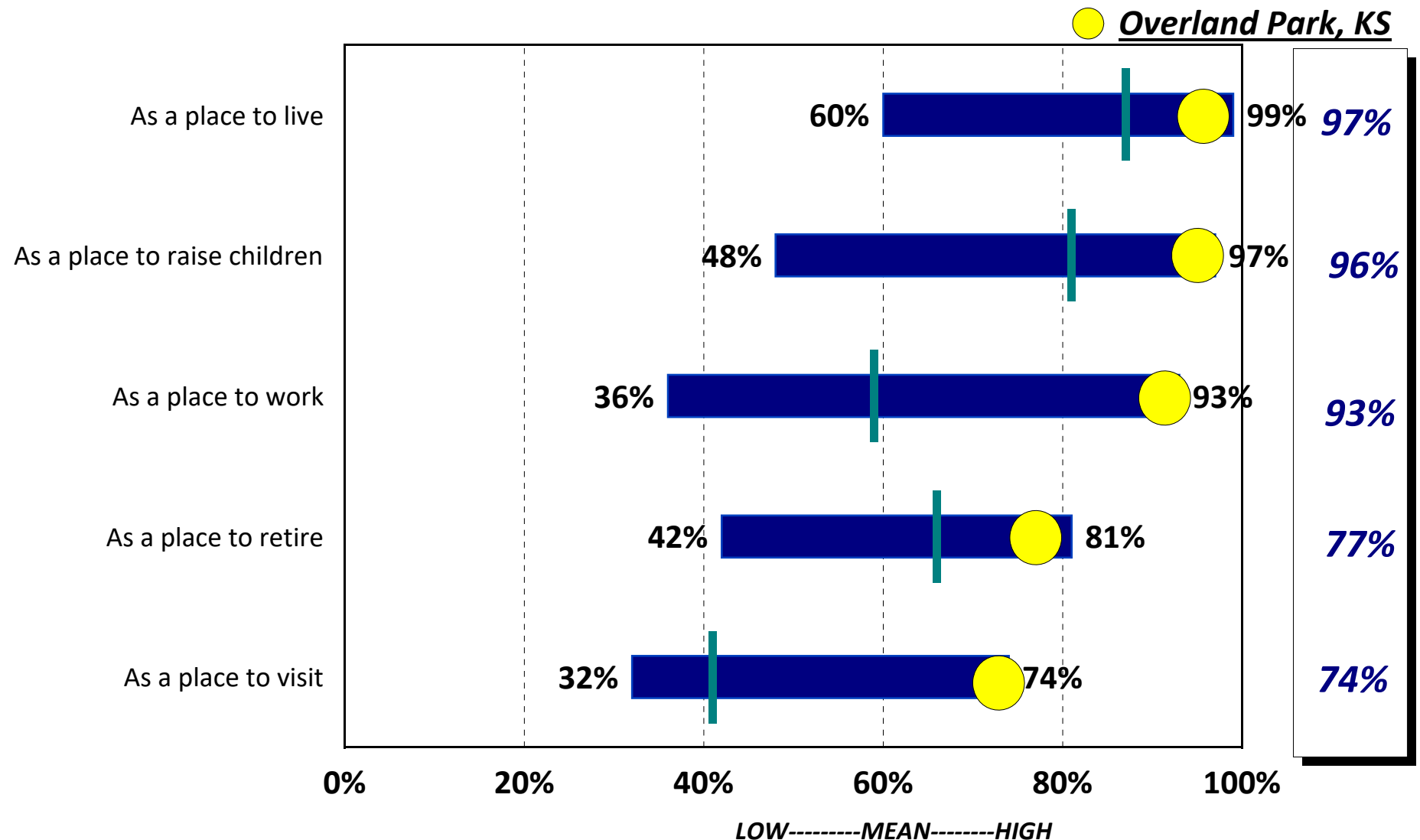
Perceptions of Safety in Cities in the Kansas City Area - 2021

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



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



3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major categories of City services that were most important to their household. More than half (58.9%) of the respondent households selected "*maintenance of City streets*" as one of the most important services to emphasize over the next two years.

With regard to satisfaction, 59.5% of respondents surveyed rated "*maintenance of City streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 58.9% was multiplied by 40.5% (1-0.595). This calculation yielded an I-S rating of 0.2385, which ranked first out of eleven categories of City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

The results for the City of Overland Park are provided on the following pages.

Importance-Satisfaction Rating

City of Overland Park

Major Categories of City Services

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>						
Maintenance of City streets	59%	1	60%	10	0.2385	1
<u>High Priority (IS .10-.20)</u>						
Traffic flow/congestion management - major streets	44%	2	63%	9	0.1646	2
City response to environmental/climate change	26%	4	53%	11	0.1222	3
<u>Medium Priority (IS <.10)</u>						
Enforcement of City codes & ordinances	19%	6	63%	8	0.0712	4
Effectiveness of City communication w/ public	16%	7	68%	7	0.0498	5
Quality of police, fire, & ambulance services	43%	3	91%	2	0.0390	6
Traffic flow on neighborhood streets in City	14%	8	79%	5	0.0300	7
Quality of City's stormwater management system	12%	9	79%	4	0.0259	8
Quality of City parks & facilities	25%	5	92%	1	0.0211	9
Quality of customer service you receive from City	6%	11	78%	6	0.0132	10
Quality of recreation programs	8%	10	83%	3	0.0127	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Importance-Satisfaction Rating

City of Overland Park

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts to prevent crime	51%	1	66%	8	0.1732	1
Travel safety on City roadways and intersections	43%	2	71%	6	0.1241	2
Medium Priority (IS <.10)						
Visibility of police in your neighborhood	26%	4	64%	10	0.0953	3
Visibility of police in retail areas	21%	5	61%	11	0.0827	4
Quality of local police protection	40%	3	85%	3	0.0587	5
Enforcement of local traffic laws	18%	7	67%	7	0.0578	6
Quality of animal control	11%	8	65%	9	0.0371	7
How quickly public safety personnel respond	21%	6	84%	4	0.0332	8
Efforts to prevent fires	9%	10	75%	5	0.0212	9
Quality of local fire protection	10%	9	88%	1	0.0118	10
Quality of local ambulance service	6%	11	86%	2	0.0088	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Importance-Satisfaction Rating

City of Overland Park

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Walking & biking trails in City	39%	2	81%	6	0.0749	1
Arts & cultural programs	19%	3	63%	14	0.0720	2
City swimming pools	18%	4	63%	13	0.0664	3
Maintenance of City parks	47%	1	88%	3	0.0583	4
Fees charged for recreation programs	12%	9	62%	15	0.0472	5
Recreation programs offered for kids	14%	6	73%	8	0.0386	6
City community centers	15%	5	76%	7	0.0349	7
Other City recreation programs/special events	12%	8	72%	9	0.0348	8
City's adult athletic programs	9%	12	64%	12	0.0319	9
Number of City parks	14%	7	83%	5	0.0240	10
City golf courses	7%	13	71%	10	0.0215	11
Tennis courts & athletic facilities	5%	14	69%	11	0.0170	12
Overland Park Arboretum & Botanical Gardens	12%	11	91%	2	0.0104	13
Deanna Rose Children's Farmstead	12%	10	92%	1	0.0102	14
Overland Park Soccer Complex	4%	15	85%	4	0.0053	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Importance-Satisfaction Rating

City of Overland Park

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>						
Enforcing clean-up of litter & debris	59%	1	55%	6	0.2669	1
Enforcing maintenance of rental properties	42%	2	46%	7	0.2258	2
<u>High Priority (IS .10-.20)</u>						
Enforcing maintenance of residential property	32%	3	60%	2	0.1290	3
Enforcing mowing/trimming of residential property	28%	4	57%	5	0.1192	4
Enforcing mowing/trimming of commercial property	27%	5	59%	4	0.1119	5
Enforcing maintenance of commercial property	27%	6	61%	1	0.1041	6
<u>Medium Priority (IS <.10)</u>						
Enforcing sign regulations	16%	7	60%	3	0.0654	7

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Importance-Satisfaction Rating

City of Overland Park

City Maintenance Services

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>						
Maintenance of neighborhood streets	49%	1	56%	13	0.2160	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of sidewalks	37%	3	47%	14	0.1969	2
Maintenance of major City streets	43%	2	73%	9	0.1165	3
<u>Medium Priority (IS <.10)</u>						
Snow removal on neighborhood streets	26%	4	66%	11	0.0891	4
On-street bicycle infrastructure	16%	6	57%	12	0.0672	5
Cleanliness of City streets/other public areas	22%	5	77%	7	0.0501	6
Maintenance of curbs	10%	8	67%	10	0.0318	7
Snow removal on major City streets	14%	7	86%	1	0.0186	8
Maintenance of street lights	9%	9	80%	6	0.0180	9
Mowing & trimming along City streets	7%	11	77%	8	0.0168	10
Maintenance of traffic signals	8%	10	82%	5	0.0140	11
Mowing & trimming of City parks	4%	12	82%	3	0.0063	12
Maintenance of street signs	2%	13	84%	2	0.0029	13
Maintenance of City buildings	2%	14	82%	4	0.0027	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

Importance-Satisfaction Analysis



Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to its performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

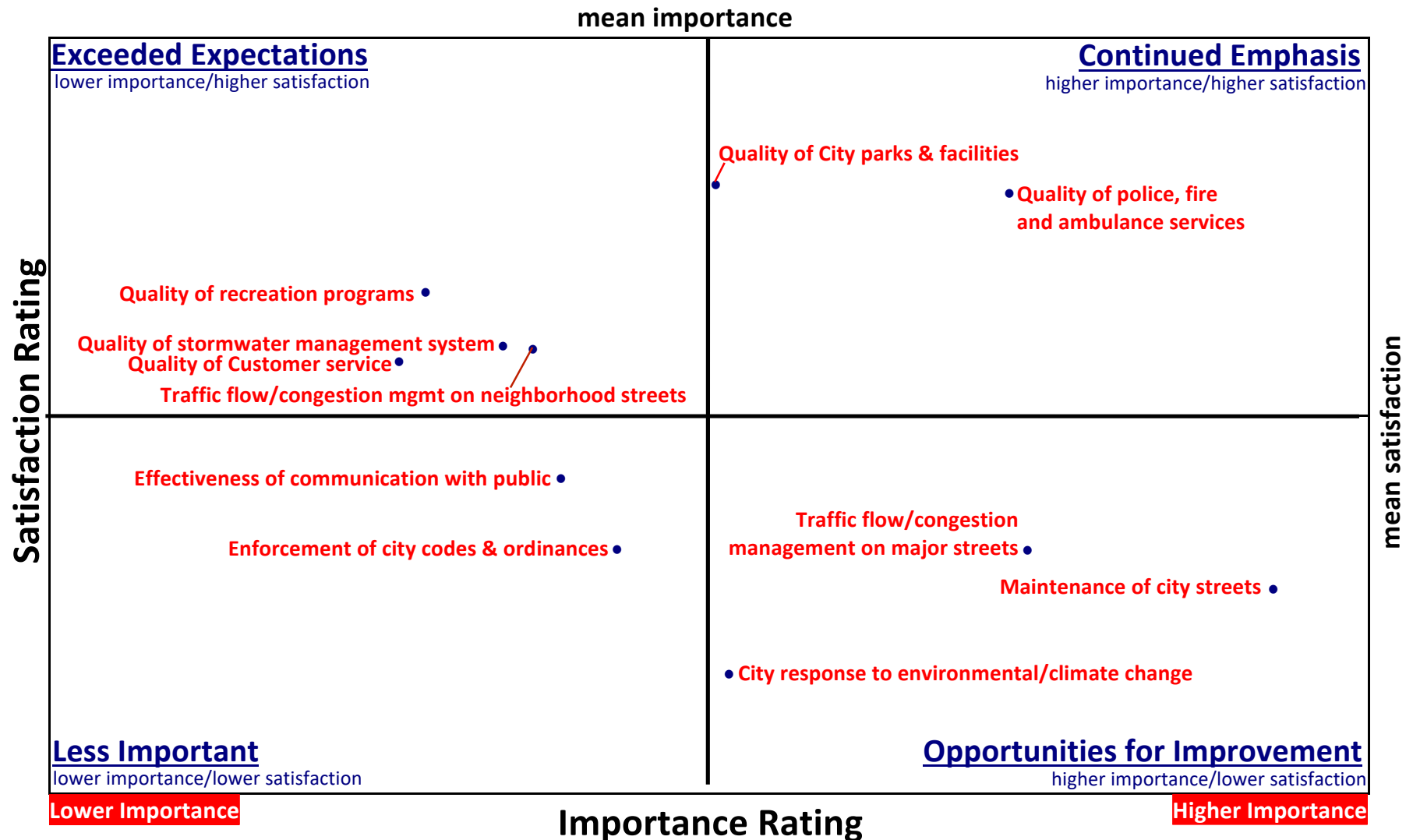
Matrices showing the results for the City of Overland Park are provided on the following pages.

City of Overland Park DirectionFinder

Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

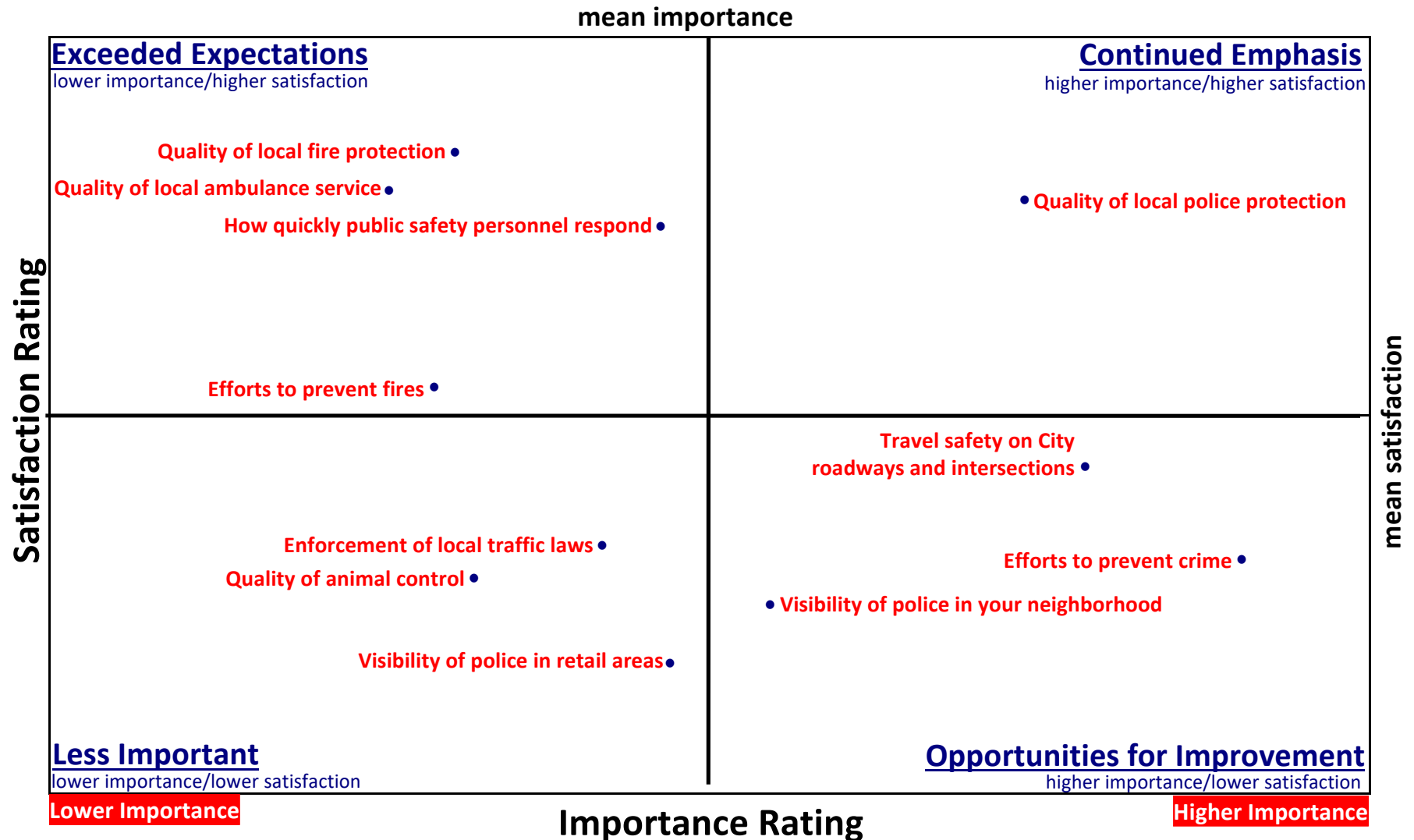


City of Overland Park DirectionFinder

Importance-Satisfaction Assessment Matrix

-Public Safety-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

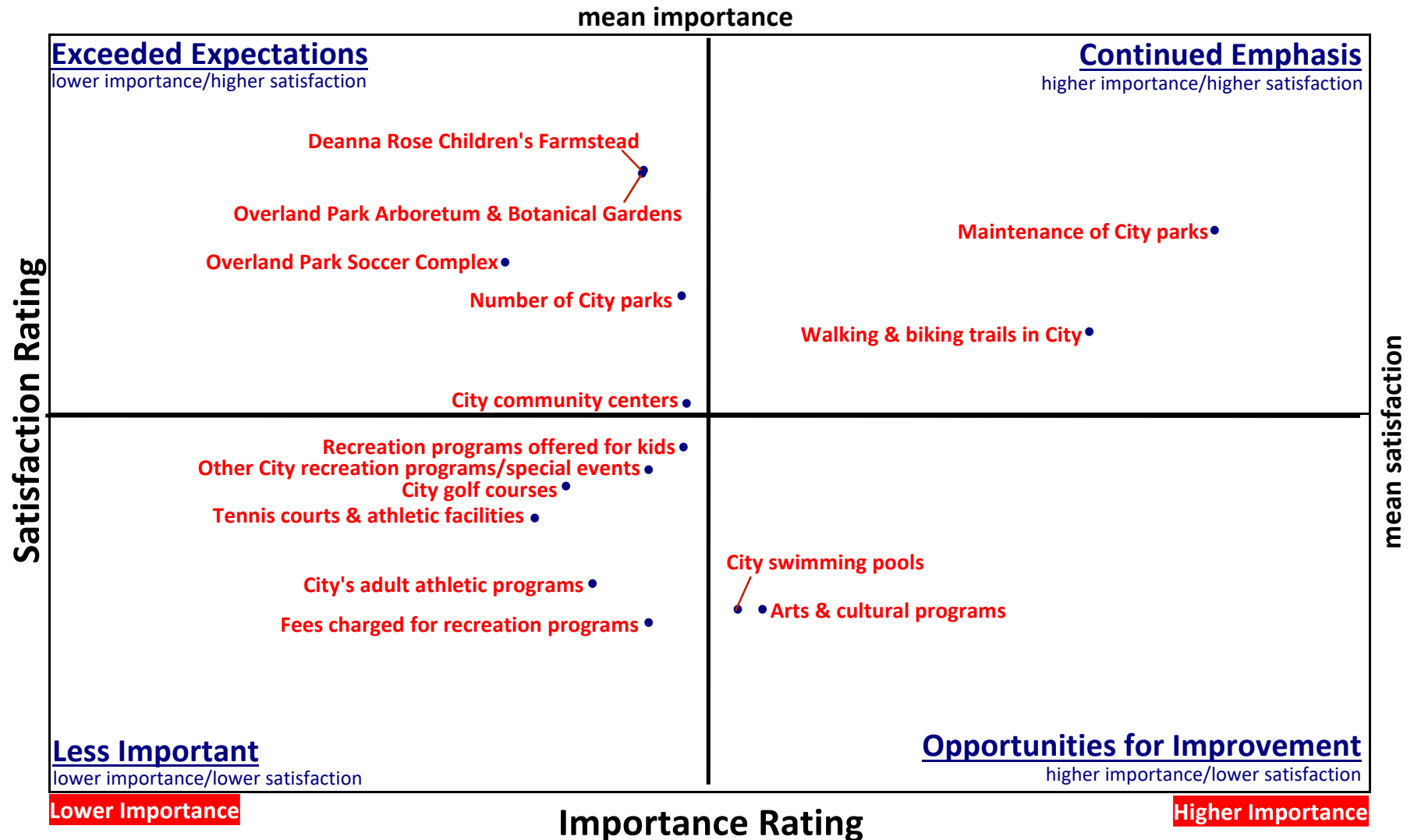


City of Overland Park DirectionFinder

Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

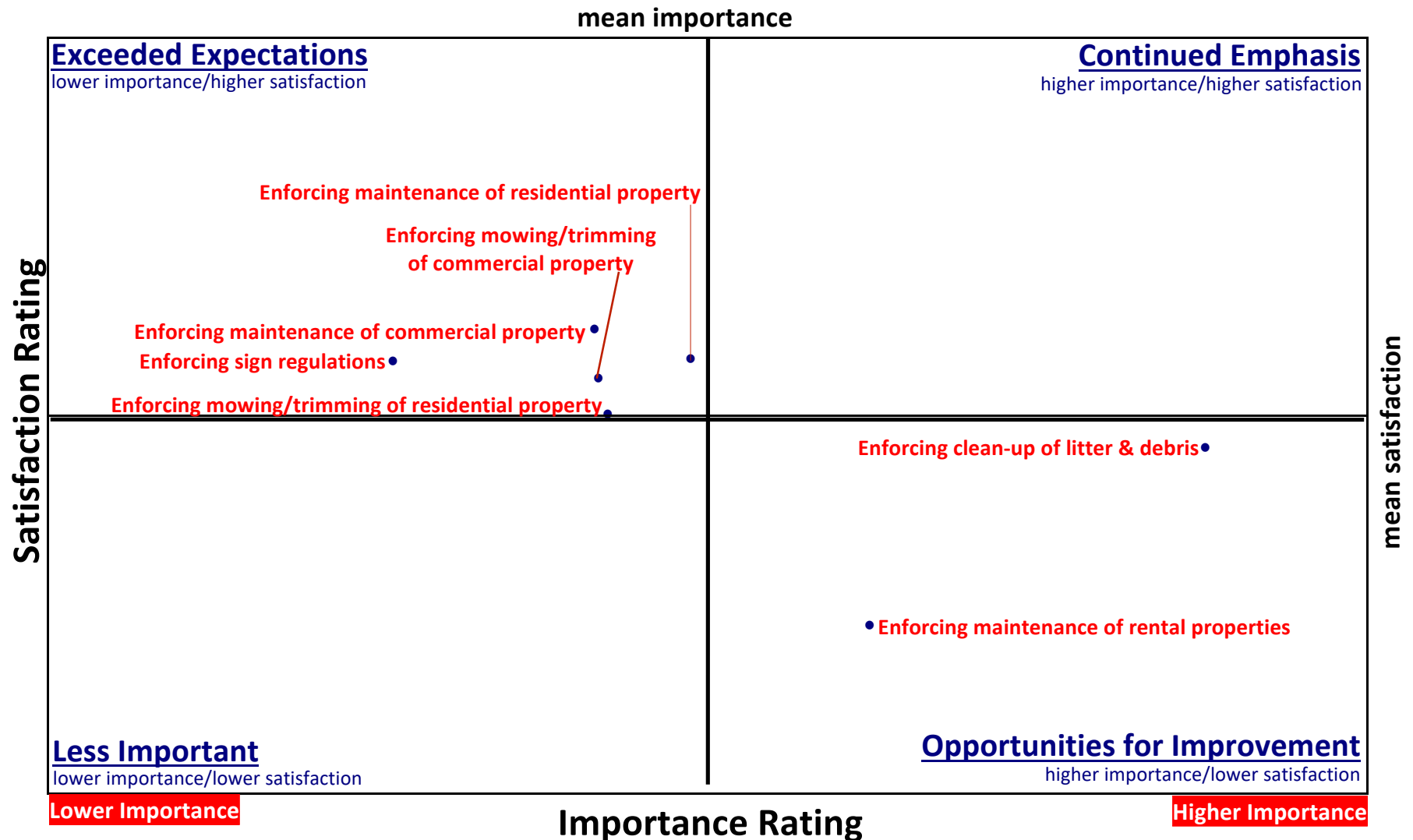


City of Overland Park DirectionFinder

Importance-Satisfaction Assessment Matrix

-Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

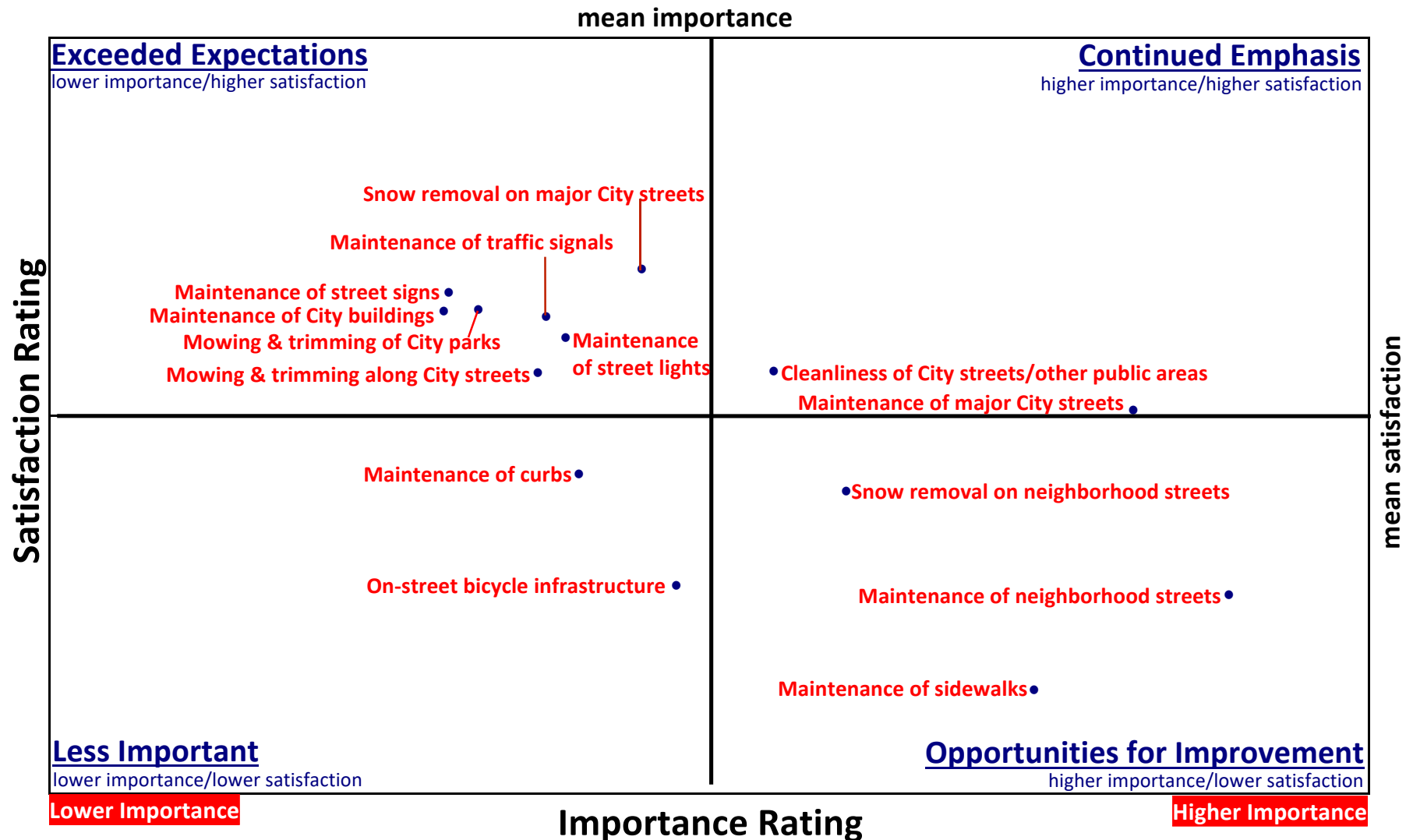


City of Overland Park DirectionFinder

Importance-Satisfaction Assessment Matrix

-Maintenance-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)





Tabular Data

Q1. Please rate each of the following major categories of services provided by the City of Overland Park using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police, fire, & ambulance services	49.2%	34.9%	6.4%	1.6%	0.5%	7.5%
Q1-2. Overall quality of City parks & facilities	49.6%	39.6%	6.4%	1.5%	0.3%	2.5%
Q1-3. Overall maintenance of City streets	17.9%	41.2%	20.1%	13.5%	6.5%	0.8%
Q1-4. Overall enforcement of City codes & ordinances	17.8%	37.3%	23.8%	6.5%	2.5%	12.1%
Q1-5. Overall quality of customer service you receive from City employees	27.2%	32.0%	14.0%	2.2%	1.0%	23.7%
Q1-6. Overall effectiveness of City communication with the public	23.6%	40.0%	22.7%	4.8%	2.1%	6.8%
Q1-7. Overall traffic flow/ congestion management on major streets in City	16.0%	46.2%	22.0%	11.7%	3.5%	0.8%
Q1-8. Overall traffic flow/ congestion management on neighborhood streets in City	28.6%	49.1%	13.0%	5.8%	2.2%	1.3%
Q1-9. Overall quality of City's stormwater management system	28.6%	44.4%	14.4%	4.1%	1.1%	7.4%
Q1-10. Overall quality of recreation programs	32.9%	38.8%	12.5%	1.5%	0.5%	13.7%
Q1-11. Overall City response to environmental/climate change	14.4%	23.3%	24.7%	6.9%	2.0%	28.6%

WITHOUT "DON'T KNOW"

Q1. Please rate each of the following major categories of services provided by the City of Overland Park using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police, fire, & ambulance services	53.1%	37.8%	6.9%	1.7%	0.5%
Q1-2. Overall quality of City parks & facilities	50.9%	40.7%	6.5%	1.6%	0.3%
Q1-3. Overall maintenance of City streets	18.0%	41.5%	20.3%	13.6%	6.5%
Q1-4. Overall enforcement of City codes & ordinances	20.3%	42.4%	27.1%	7.3%	2.9%
Q1-5. Overall quality of customer service you receive from City employees	35.6%	42.0%	18.3%	2.8%	1.3%
Q1-6. Overall effectiveness of City communication with the public	25.3%	43.0%	24.3%	5.2%	2.2%
Q1-7. Overall traffic flow/congestion management on major streets in City	16.1%	46.5%	22.1%	11.8%	3.5%
Q1-8. Overall traffic flow/congestion management on neighborhood streets in City	28.9%	49.7%	13.2%	5.9%	2.3%
Q1-9. Overall quality of City's stormwater management system	30.9%	47.9%	15.5%	4.5%	1.2%
Q1-10. Overall quality of recreation programs	38.2%	44.9%	14.5%	1.8%	0.6%
Q1-11. Overall City response to environmental/climate change	20.1%	32.7%	34.7%	9.7%	2.8%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Overall quality of police, fire, & ambulance services	348	26.7 %
Overall quality of City parks & facilities	64	4.9 %
Overall maintenance of City streets	312	24.0 %
Overall enforcement of City codes & ordinances	54	4.1 %
Overall quality of customer service you receive from City employees	11	0.8 %
Overall effectiveness of City communication with the public	43	3.3 %
Overall traffic flow/congestion management on major streets in City	175	13.4 %
Overall traffic flow/congestion management on neighborhood streets in City	36	2.8 %
Overall quality of City's stormwater management system	32	2.5 %
Overall quality of recreation programs	12	0.9 %
Overall City response to environmental/climate change	142	10.9 %
None chosen	73	5.6 %
Total	1302	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police, fire, & ambulance services	101	7.8 %
Overall quality of City parks & facilities	135	10.4 %
Overall maintenance of City streets	301	23.1 %
Overall enforcement of City codes & ordinances	95	7.3 %
Overall quality of customer service you receive from City employees	30	2.3 %
Overall effectiveness of City communication with the public	61	4.7 %
Overall traffic flow/congestion management on major streets in City	217	16.7 %
Overall traffic flow/congestion management on neighborhood streets in City	65	5.0 %
Overall quality of City's stormwater management system	51	3.9 %
Overall quality of recreation programs	40	3.1 %
Overall City response to environmental/climate change	90	6.9 %
None chosen	116	8.9 %
Total	1302	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Overall quality of police, fire, & ambulance services	110	8.4 %
Overall quality of City parks & facilities	127	9.8 %
Overall maintenance of City streets	153	11.8 %
Overall enforcement of City codes & ordinances	100	7.7 %
Overall quality of customer service you receive from City employees	37	2.8 %
Overall effectiveness of City communication with the public	100	7.7 %
Overall traffic flow/congestion management on major streets in City	181	13.9 %
Overall traffic flow/congestion management on neighborhood streets in City	81	6.2 %
Overall quality of City's stormwater management system	75	5.8 %
Overall quality of recreation programs	45	3.5 %
Overall City response to environmental/climate change	106	8.1 %
None chosen	187	14.4 %
Total	1302	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q2. Sum of top 3 choices	Number	Percent
Overall quality of police, fire, & ambulance services	559	42.9 %
Overall quality of City parks & facilities	326	25.0 %
Overall maintenance of City streets	766	58.8 %
Overall enforcement of City codes & ordinances	249	19.1 %
Overall quality of customer service you receive from City employees	78	6.0 %
Overall effectiveness of City communication with the public	204	15.7 %
Overall traffic flow/congestion management on major streets in City	573	44.0 %
Overall traffic flow/congestion management on neighborhood streets in City	182	14.0 %
Overall quality of City's stormwater management system	158	12.1 %
Overall quality of recreation programs	97	7.5 %
Overall City response to environmental/climate change	338	26.0 %
None chosen	73	5.6 %
Total	3603	

Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Overland Park using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall value that you receive for your City tax dollars & fees	18.7%	45.6%	21.0%	9.4%	2.3%	3.0%
Q3-2. Overall image of City	42.1%	44.6%	9.0%	3.0%	0.4%	0.9%
Q3-3. How well City is planning new development	16.3%	31.4%	22.9%	13.6%	5.9%	9.9%
Q3-4. How well City is planning redevelopment	13.7%	28.6%	27.0%	11.9%	4.9%	13.9%
Q3-5. Overall quality of life in City	42.8%	47.8%	6.9%	0.9%	0.5%	1.1%
Q3-6. Overall condition of housing in your neighborhood	39.4%	44.9%	9.4%	4.2%	1.1%	1.0%
Q3-7. Overall condition of commercial retail centers	19.6%	50.5%	20.4%	6.8%	1.1%	1.5%

WITHOUT "DON'T KNOW"

Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Overland Park using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall value that you receive for your City tax dollars & fees	19.3%	47.0%	21.6%	9.7%	2.4%
Q3-2. Overall image of City	42.5%	45.0%	9.1%	3.0%	0.4%
Q3-3. How well City is planning new development	18.1%	34.9%	25.4%	15.1%	6.6%
Q3-4. How well City is planning redevelopment	15.9%	33.3%	31.3%	13.8%	5.7%
Q3-5. Overall quality of life in City	43.2%	48.4%	7.0%	0.9%	0.5%
Q3-6. Overall condition of housing in your neighborhood	39.8%	45.3%	9.5%	4.3%	1.1%
Q3-7. Overall condition of commercial retail centers	19.9%	51.3%	20.7%	6.9%	1.1%

Q4. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of local police protection	39.4%	41.2%	10.1%	2.3%	1.5%	5.6%
Q4-2. Visibility of police in your neighborhood	23.3%	39.0%	24.9%	8.1%	2.2%	2.5%
Q4-3. Visibility of police in retail areas	17.9%	39.7%	30.5%	5.2%	1.5%	5.2%
Q4-4. City efforts to prevent crime	19.4%	38.9%	23.8%	4.2%	1.7%	11.9%
Q4-5. City efforts to prevent fires	23.9%	38.0%	19.4%	0.7%	0.2%	17.9%
Q4-6. Enforcement of local traffic laws	20.2%	42.7%	21.6%	6.7%	2.8%	6.1%
Q4-7. Overall quality of local fire protection	38.0%	42.0%	10.6%	0.5%	0.1%	8.8%
Q4-8. Overall quality of local ambulance service	36.1%	33.3%	10.8%	0.5%	0.2%	19.0%
Q4-9. How quickly public safety personnel respond to emergencies	34.2%	31.0%	11.1%	1.1%	0.3%	22.3%
Q4-10. Overall quality of animal control	18.5%	34.6%	21.7%	4.1%	2.4%	18.7%
Q4-11. Travel safety on City roadways & intersections	19.4%	50.2%	19.2%	7.5%	1.5%	2.2%

WITHOUT "DON'T KNOW"

Q4. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of local police protection	41.7%	43.6%	10.7%	2.4%	1.5%
Q4-2. Visibility of police in your neighborhood	23.9%	40.0%	25.5%	8.3%	2.3%
Q4-3. Visibility of police in retail areas	18.9%	41.9%	32.2%	5.5%	1.5%
Q4-4. City efforts to prevent crime	22.1%	44.2%	27.0%	4.8%	1.9%
Q4-5. City efforts to prevent fires	29.1%	46.3%	23.6%	0.8%	0.2%
Q4-6. Enforcement of local traffic laws	21.5%	45.5%	23.0%	7.1%	2.9%
Q4-7. Overall quality of local fire protection	41.7%	46.1%	11.6%	0.5%	0.1%
Q4-8. Overall quality of local ambulance service	44.6%	41.2%	13.4%	0.7%	0.2%
Q4-9. How quickly public safety personnel respond to emergencies	44.0%	39.9%	14.3%	1.4%	0.4%
Q4-10. Overall quality of animal control	22.8%	42.5%	26.7%	5.0%	2.9%
Q4-11. Travel safety on City roadways & intersections	19.9%	51.3%	19.6%	7.6%	1.6%

Q5. Which THREE of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. Top choice	Number	Percent
Overall quality of local police protection	330	25.3 %
Visibility of police in your neighborhood	142	10.9 %
Visibility of police in retail areas	58	4.5 %
City efforts to prevent crime	248	19.0 %
City efforts to prevent fires	21	1.6 %
Enforcement of local traffic laws	77	5.9 %
Overall quality of local fire protection	7	0.5 %
Overall quality of local ambulance service	15	1.2 %
How quickly public safety personnel respond to emergencies	37	2.8 %
Overall quality of animal control	44	3.4 %
Travel safety on City roadways & intersections	193	14.8 %
None chosen	130	10.0 %
Total	1302	100.0 %

Q5. Which THREE of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 2nd choice	Number	Percent
Overall quality of local police protection	96	7.4 %
Visibility of police in your neighborhood	133	10.2 %
Visibility of police in retail areas	124	9.5 %
City efforts to prevent crime	256	19.7 %
City efforts to prevent fires	44	3.4 %
Enforcement of local traffic laws	86	6.6 %
Overall quality of local fire protection	58	4.5 %
Overall quality of local ambulance service	25	1.9 %
How quickly public safety personnel respond to emergencies	92	7.1 %
Overall quality of animal control	36	2.8 %
Travel safety on City roadways & intersections	164	12.6 %
None chosen	188	14.4 %
Total	1302	100.0 %

Q5. Which THREE of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 3rd choice	Number	Percent
Overall quality of local police protection	94	7.2 %
Visibility of police in your neighborhood	69	5.3 %
Visibility of police in retail areas	93	7.1 %
City efforts to prevent crime	166	12.7 %
City efforts to prevent fires	47	3.6 %
Enforcement of local traffic laws	65	5.0 %
Overall quality of local fire protection	61	4.7 %
Overall quality of local ambulance service	41	3.1 %
How quickly public safety personnel respond to emergencies	139	10.7 %
Overall quality of animal control	58	4.5 %
Travel safety on City roadways & intersections	204	15.7 %
None chosen	265	20.4 %
Total	1302	100.0 %

SUM OF TOP 3 CHOICES

Q5. Which THREE of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q5. Sum of top 3 choices	Number	Percent
Overall quality of local police protection	520	39.9 %
Visibility of police in your neighborhood	344	26.4 %
Visibility of police in retail areas	275	21.1 %
City efforts to prevent crime	670	51.5 %
City efforts to prevent fires	112	8.6 %
Enforcement of local traffic laws	228	17.5 %
Overall quality of local fire protection	126	9.7 %
Overall quality of local ambulance service	81	6.2 %
How quickly public safety personnel respond to emergencies	268	20.6 %
Overall quality of animal control	138	10.6 %
Travel safety on City roadways & intersections	561	43.1 %
None chosen	130	10.0 %
Total	3453	

Q6. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Maintenance of City parks	35.5%	46.6%	9.6%	1.8%	0.4%	6.1%
Q6-2. Number of City parks	34.8%	44.0%	10.8%	4.2%	0.9%	5.3%
Q6-3. Walking & biking trails in City	35.7%	39.6%	11.8%	4.9%	1.2%	6.7%
Q6-4. City swimming pools	17.9%	29.0%	22.0%	4.1%	2.0%	25.0%
Q6-5. City golf courses	22.7%	28.3%	19.5%	1.6%	0.2%	27.6%
Q6-6. City community centers	24.0%	39.1%	16.6%	2.7%	0.5%	17.2%
Q6-7. Tennis courts & athletic facilities	19.5%	33.5%	20.8%	3.0%	0.5%	22.7%
Q6-8. Deanna Rose Children's Farmstead	52.2%	28.9%	7.1%	0.3%	0.2%	11.3%
Q6-9. Overland Park Soccer Complex	41.9%	25.1%	10.9%	0.5%	0.2%	21.4%
Q6-10. Overland Park Arboretum & Botanical Gardens	50.3%	30.1%	6.8%	0.8%	0.2%	11.9%
Q6-11. City's adult athletic programs	17.5%	22.7%	19.7%	2.1%	0.6%	37.5%
Q6-12. Recreation programs offered for kids	22.9%	27.0%	16.7%	1.0%	0.6%	31.9%
Q6-13. Other City recreation programs, such as fitness classes & special events (e.g. Fourth of July, Fall Festival)	23.3%	33.5%	19.5%	2.0%	0.8%	20.9%
Q6-14. Fees charged for recreation programs	18.0%	29.3%	22.7%	5.3%	1.5%	23.3%
Q6-15. Arts & cultural programs	18.4%	28.9%	23.5%	3.7%	1.2%	24.3%

WITHOUT "DON'T KNOW"

Q6. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Maintenance of City parks	37.8%	49.7%	10.2%	1.9%	0.4%
Q6-2. Number of City parks	36.7%	46.5%	11.4%	4.5%	1.0%
Q6-3. Walking & biking trails in City	38.3%	42.5%	12.7%	5.3%	1.3%
Q6-4. City swimming pools	23.8%	38.7%	29.3%	5.5%	2.7%
Q6-5. City golf courses	31.4%	39.2%	27.0%	2.2%	0.2%
Q6-6. City community centers	28.9%	47.2%	20.0%	3.2%	0.6%
Q6-7. Tennis courts & athletic facilities	25.2%	43.3%	26.9%	3.9%	0.6%
Q6-8. Deanna Rose Children's Farmstead	58.9%	32.6%	8.1%	0.3%	0.2%
Q6-9. Overland Park Soccer Complex	53.4%	32.0%	13.9%	0.6%	0.2%
Q6-10. Overland Park Arboretum & Botanical Gardens	57.1%	34.2%	7.7%	0.9%	0.2%
Q6-11. City's adult athletic programs	28.0%	36.2%	31.4%	3.3%	1.0%
Q6-12. Recreation programs offered for kids	33.6%	39.6%	24.5%	1.5%	0.9%
Q6-13. Other City recreation programs, such as fitness classes & special events (e.g. Fourth of July, Fall Festival)	29.4%	42.3%	24.7%	2.5%	1.1%
Q6-14. Fees charged for recreation programs	23.4%	38.2%	29.5%	6.9%	1.9%
Q6-15. Arts & cultural programs	24.3%	38.2%	31.1%	4.9%	1.6%

Q7. Which THREE of the Parks and Recreation items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	366	28.1 %
Number of City parks	67	5.1 %
Walking & biking trails in City	209	16.1 %
City swimming pools	68	5.2 %
City golf courses	34	2.6 %
City community centers	33	2.5 %
Tennis courts & athletic facilities	20	1.5 %
Deanna Rose Children's Farmstead	35	2.7 %
Overland Park Soccer Complex	5	0.4 %
Overland Park Arboretum & Botanical Gardens	25	1.9 %
City's adult athletic programs	31	2.4 %
Recreation programs offered for kids	50	3.8 %
Other City recreation programs, such as fitness classes & special events (e.g. Fourth of July, Fall Festival)	30	2.3 %
Fees charged for recreation programs	47	3.6 %
Arts & cultural programs	62	4.8 %
None chosen	220	16.9 %
Total	1302	100.0 %

Q7. Which THREE of the Parks and Recreation items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	141	10.8 %
Number of City parks	75	5.8 %
Walking & biking trails in City	202	15.5 %
City swimming pools	91	7.0 %
City golf courses	28	2.2 %
City community centers	64	4.9 %
Tennis courts & athletic facilities	27	2.1 %
Deanna Rose Children's Farmstead	62	4.8 %
Overland Park Soccer Complex	18	1.4 %
Overland Park Arboretum & Botanical Gardens	42	3.2 %
City's adult athletic programs	44	3.4 %
Recreation programs offered for kids	64	4.9 %
Other City recreation programs, such as fitness classes & special events (e.g. Fourth of July, Fall Festival)	58	4.5 %
Fees charged for recreation programs	53	4.1 %
Arts & cultural programs	73	5.6 %
None chosen	260	20.0 %
Total	1302	100.0 %

Q7. Which THREE of the Parks and Recreation items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 3rd choice	Number	Percent
Maintenance of City parks	100	7.7 %
Number of City parks	44	3.4 %
Walking & biking trails in City	96	7.4 %
City swimming pools	71	5.5 %
City golf courses	33	2.5 %
City community centers	94	7.2 %
Tennis courts & athletic facilities	23	1.8 %
Deanna Rose Children's Farmstead	58	4.5 %
Overland Park Soccer Complex	23	1.8 %
Overland Park Arboretum & Botanical Gardens	88	6.8 %
City's adult athletic programs	41	3.1 %
Recreation programs offered for kids	74	5.7 %
Other City recreation programs, such as fitness classes & special events (e.g. Fourth of July, Fall Festival)	72	5.5 %
Fees charged for recreation programs	60	4.6 %
Arts & cultural programs	114	8.8 %
None chosen	311	23.9 %
Total	1302	100.0 %

SUM OF TOP 3 CHOICES

Q7. Which THREE of the Parks and Recreation items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q7. Sum of top 3 choices	Number	Percent
Maintenance of City parks	607	46.6 %
Number of City parks	186	14.3 %
Walking & biking trails in City	507	38.9 %
City swimming pools	230	17.7 %
City golf courses	95	7.3 %
City community centers	191	14.7 %
Tennis courts & athletic facilities	70	5.4 %
Deanna Rose Children's Farmstead	155	11.9 %
Overland Park Soccer Complex	46	3.5 %
Overland Park Arboretum & Botanical Gardens	155	11.9 %
City's adult athletic programs	116	8.9 %
Recreation programs offered for kids	188	14.4 %
Other City recreation programs, such as fitness classes & special events (e.g. Fourth of July, Fall Festival)	160	12.3 %
Fees charged for recreation programs	160	12.3 %
Arts & cultural programs	249	19.1 %
None chosen	220	16.9 %
Total	3335	

Q8. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Enforcing clean-up of litter & debris	11.8%	38.9%	20.3%	15.2%	6.1%	7.7%
Q8-2. Enforcing mowing & trimming of residential property	14.1%	37.2%	23.1%	12.6%	3.2%	9.8%
Q8-3. Enforcing mowing & trimming of commercial property	14.7%	37.6%	24.3%	10.1%	2.3%	10.8%
Q8-4. Enforcing maintenance of residential property in your neighborhood	17.1%	37.3%	22.4%	11.1%	3.5%	8.7%
Q8-5. Enforcing maintenance of commercial property in your neighborhood	14.7%	36.9%	24.2%	6.4%	2.0%	15.8%
Q8-6. Enforcing sign regulations	14.3%	35.3%	23.3%	7.5%	2.7%	16.9%
Q8-7. Enforcing maintenance of rental properties in your neighborhood	10.1%	25.3%	24.6%	12.8%	4.8%	22.4%

WITHOUT "DON'T KNOW"

Q8. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Enforcing clean-up of litter & debris	12.8%	42.2%	22.0%	16.5%	6.6%
Q8-2. Enforcing mowing & trimming of residential property	15.6%	41.2%	25.6%	14.0%	3.6%
Q8-3. Enforcing mowing & trimming of commercial property	16.5%	42.2%	27.3%	11.4%	2.6%
Q8-4. Enforcing maintenance of residential property in your neighborhood	18.8%	40.9%	24.5%	12.1%	3.8%
Q8-5. Enforcing maintenance of commercial property in your neighborhood	17.4%	43.9%	28.7%	7.6%	2.4%
Q8-6. Enforcing sign regulations	17.2%	42.4%	28.1%	9.1%	3.2%
Q8-7. Enforcing maintenance of rental properties in your neighborhood	13.0%	32.6%	31.7%	16.5%	6.2%

Q9. Which THREE of the code enforcement items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris	489	37.6 %
Enforcing mowing & trimming of residential property	99	7.6 %
Enforcing mowing & trimming of commercial property	64	4.9 %
Enforcing maintenance of residential property in your neighborhood	113	8.7 %
Enforcing maintenance of commercial property in your neighborhood	60	4.6 %
Enforcing sign regulations	42	3.2 %
Enforcing maintenance of rental properties in your neighborhood	204	15.7 %
None chosen	231	17.7 %
Total	1302	100.0 %

Q9. Which THREE of the code enforcement items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris	152	11.7 %
Enforcing mowing & trimming of residential property	173	13.3 %
Enforcing mowing & trimming of commercial property	149	11.4 %
Enforcing maintenance of residential property in your neighborhood	171	13.1 %
Enforcing maintenance of commercial property in your neighborhood	137	10.5 %
Enforcing sign regulations	76	5.8 %
Enforcing maintenance of rental properties in your neighborhood	146	11.2 %
None chosen	298	22.9 %
Total	1302	100.0 %

Q9. Which THREE of the code enforcement items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris	130	10.0 %
Enforcing mowing & trimming of residential property	87	6.7 %
Enforcing mowing & trimming of commercial property	141	10.8 %
Enforcing maintenance of residential property in your neighborhood	133	10.2 %
Enforcing maintenance of commercial property in your neighborhood	154	11.8 %
Enforcing sign regulations	94	7.2 %
Enforcing maintenance of rental properties in your neighborhood	190	14.6 %
None chosen	373	28.6 %
Total	1302	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the code enforcement items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q9. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of litter & debris	771	59.2 %
Enforcing mowing & trimming of residential property	359	27.6 %
Enforcing mowing & trimming of commercial property	354	27.2 %
Enforcing maintenance of residential property in your neighborhood	417	32.0 %
Enforcing maintenance of commercial property in your neighborhood	351	27.0 %
Enforcing sign regulations	212	16.3 %
Enforcing maintenance of rental properties in your neighborhood	540	41.5 %
None chosen	231	17.7 %
Total	3235	

Q10. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of major City streets	19.8%	51.5%	15.4%	8.0%	2.8%	2.5%
Q10-2. Maintenance of neighborhood streets	14.2%	40.6%	17.7%	14.2%	11.1%	2.3%
Q10-3. Maintenance of sidewalks	10.8%	34.9%	24.0%	19.2%	8.1%	3.1%
Q10-4. Maintenance of traffic signals	26.2%	53.1%	14.7%	1.9%	0.9%	3.1%
Q10-5. Maintenance of street signs	27.1%	54.1%	14.2%	1.0%	0.3%	3.2%
Q10-6. Maintenance of curbs	19.0%	45.7%	20.4%	7.8%	3.5%	3.6%
Q10-7. Maintenance of street lights	26.6%	50.5%	15.0%	3.5%	1.0%	3.5%
Q10-8. Maintenance of City buildings (e.g. City Hall, Sanders Justice Center)	25.5%	39.9%	13.1%	0.5%	0.4%	20.7%
Q10-9. Snow removal on major City streets	35.7%	48.2%	9.8%	2.6%	1.0%	2.6%
Q10-10. Snow removal on neighborhood streets	21.2%	42.6%	18.7%	10.9%	3.8%	2.8%
Q10-11. Mowing & trimming along City streets	24.1%	49.2%	16.5%	4.7%	1.2%	4.2%
Q10-12. Mowing & trimming of City parks	26.3%	49.9%	13.4%	2.3%	0.5%	7.5%
Q10-13. Overall cleanliness of City streets & other public areas	24.5%	49.5%	15.1%	5.1%	2.3%	3.5%
Q10-14. On-street bicycle infrastructure (bike lanes/painted symbols)	17.7%	34.2%	25.9%	8.4%	4.9%	8.9%

WITHOUT "DON'T KNOW"

Q10. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of major City streets	20.3%	52.8%	15.8%	8.2%	2.8%
Q10-2. Maintenance of neighborhood streets	14.5%	41.5%	18.1%	14.5%	11.3%
Q10-3. Maintenance of sidewalks	11.1%	36.1%	24.7%	19.8%	8.3%
Q10-4. Maintenance of traffic signals	27.0%	54.8%	15.2%	2.0%	1.0%
Q10-5. Maintenance of street signs	28.0%	56.0%	14.7%	1.0%	0.3%
Q10-6. Maintenance of curbs	19.8%	47.4%	21.1%	8.0%	3.7%
Q10-7. Maintenance of street lights	27.5%	52.3%	15.5%	3.7%	1.0%
Q10-8. Maintenance of City buildings (e.g. City Hall, Sanders Justice Center)	32.1%	50.2%	16.6%	0.6%	0.5%
Q10-9. Snow removal on major City streets	36.7%	49.5%	10.1%	2.7%	1.0%
Q10-10. Snow removal on neighborhood streets	21.8%	43.8%	19.2%	11.2%	3.9%
Q10-11. Mowing & trimming along City streets	25.2%	51.4%	17.2%	4.9%	1.3%
Q10-12. Mowing & trimming of City parks	28.5%	53.9%	14.5%	2.5%	0.6%
Q10-13. Overall cleanliness of City streets & other public areas	25.4%	51.3%	15.6%	5.3%	2.4%
Q10-14. On-street bicycle infrastructure (bike lanes/painted symbols)	19.4%	37.5%	28.4%	9.3%	5.4%

Q11. Which THREE of the maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. Top choice	Number	Percent
Maintenance of major City streets	353	27.1 %
Maintenance of neighborhood streets	272	20.9 %
Maintenance of sidewalks	139	10.7 %
Maintenance of traffic signals	22	1.7 %
Maintenance of street signs	6	0.5 %
Maintenance of curbs	18	1.4 %
Maintenance of street lights	17	1.3 %
Maintenance of City buildings (e.g. City Hall, Sanders Justice Center)	7	0.5 %
Snow removal on major City streets	42	3.2 %
Snow removal on neighborhood streets	75	5.8 %
Mowing & trimming along City streets	15	1.2 %
Mowing & trimming of City parks	8	0.6 %
Overall cleanliness of City streets & other public areas	67	5.1 %
On-street bicycle infrastructure (bike lanes/painted symbols)	93	7.1 %
None chosen	168	12.9 %
Total	1302	100.0 %

Q11. Which THREE of the maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 2nd choice	Number	Percent
Maintenance of major City streets	134	10.3 %
Maintenance of neighborhood streets	255	19.6 %
Maintenance of sidewalks	188	14.4 %
Maintenance of traffic signals	32	2.5 %
Maintenance of street signs	9	0.7 %
Maintenance of curbs	55	4.2 %
Maintenance of street lights	34	2.6 %
Maintenance of City buildings (e.g. City Hall, Sanders Justice Center)	5	0.4 %
Snow removal on major City streets	73	5.6 %
Snow removal on neighborhood streets	124	9.5 %
Mowing & trimming along City streets	28	2.2 %
Mowing & trimming of City parks	16	1.2 %
Overall cleanliness of City streets & other public areas	71	5.5 %
On-street bicycle infrastructure (bike lanes/painted symbols)	50	3.8 %
None chosen	228	17.5 %
Total	1302	100.0 %

Q11. Which THREE of the maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 3rd choice	Number	Percent
Maintenance of major City streets	77	5.9 %
Maintenance of neighborhood streets	112	8.6 %
Maintenance of sidewalks	159	12.2 %
Maintenance of traffic signals	45	3.5 %
Maintenance of street signs	8	0.6 %
Maintenance of curbs	53	4.1 %
Maintenance of street lights	65	5.0 %
Maintenance of City buildings (e.g. City Hall, Sanders Justice Center)	8	0.6 %
Snow removal on major City streets	61	4.7 %
Snow removal on neighborhood streets	138	10.6 %
Mowing & trimming along City streets	49	3.8 %
Mowing & trimming of City parks	24	1.8 %
Overall cleanliness of City streets & other public areas	142	10.9 %
On-street bicycle infrastructure (bike lanes/painted symbols)	61	4.7 %
None chosen	300	23.0 %
Total	1302	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE of the maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q11. Sum of top 3 choices	Number	Percent
Maintenance of major City streets	564	43.3 %
Maintenance of neighborhood streets	639	49.1 %
Maintenance of sidewalks	486	37.3 %
Maintenance of traffic signals	99	7.6 %
Maintenance of street signs	23	1.8 %
Maintenance of curbs	126	9.7 %
Maintenance of street lights	116	8.9 %
Maintenance of City buildings (e.g. City Hall, Sanders Justice Center)	20	1.5 %
Snow removal on major City streets	176	13.5 %
Snow removal on neighborhood streets	337	25.9 %
Mowing & trimming along City streets	92	7.1 %
Mowing & trimming of City parks	48	3.7 %
Overall cleanliness of City streets & other public areas	280	21.5 %
On-street bicycle infrastructure (bike lanes/painted symbols)	204	15.7 %
None chosen	168	12.9 %
Total	3378	

Q12. Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Overall quality of leadership provided by City's elected officials	13.4%	37.0%	21.8%	8.4%	5.0%	14.4%
Q12-2. Overall effectiveness of City Manager & department directors	15.1%	32.8%	24.3%	5.5%	3.5%	18.9%
Q12-3. Overall responsiveness of City's elected leadership	12.7%	31.0%	25.0%	7.5%	5.1%	18.8%

WITHOUT "DON'T KNOW"

Q12. Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Overall quality of leadership provided by City's elected officials	15.6%	43.2%	25.5%	9.9%	5.8%
Q12-2. Overall effectiveness of City Manager & department directors	18.7%	40.4%	29.9%	6.7%	4.3%
Q12-3. Overall responsiveness of City's elected leadership	15.6%	38.2%	30.7%	9.2%	6.2%

Q13. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Availability of information about City programs & services	22.1%	45.0%	18.0%	6.7%	0.8%	7.3%
Q13-2. City efforts to keep you informed about local issues	19.4%	37.7%	23.0%	11.4%	2.4%	6.1%
Q13-3. Level of public engagement in local decision making	12.3%	25.3%	28.6%	14.7%	6.8%	12.3%
Q13-4. Quality of City's website	14.7%	34.0%	24.0%	4.1%	0.9%	22.2%
Q13-5. Quality of City's newsletter	20.9%	41.0%	21.4%	2.2%	0.8%	13.7%
Q13-6. Quality of City's social media	12.0%	23.7%	25.1%	3.4%	1.2%	34.6%
Q13-7. Quality of City's live streaming of City meetings	9.5%	17.6%	23.0%	1.7%	0.8%	47.3%

WITHOUT "DON'T KNOW"

Q13. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=1302)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Availability of information about City programs & services	23.9%	48.6%	19.5%	7.2%	0.9%
Q13-2. City efforts to keep you informed about local issues	20.7%	40.2%	24.5%	12.1%	2.5%
Q13-3. Level of public engagement in local decision making	14.0%	28.8%	32.6%	16.8%	7.8%
Q13-4. Quality of City's website	19.0%	43.7%	30.9%	5.2%	1.2%
Q13-5. Quality of City's newsletter	24.2%	47.5%	24.8%	2.5%	1.0%
Q13-6. Quality of City's social media	18.3%	36.3%	38.4%	5.2%	1.9%
Q13-7. Quality of City's live streaming of City meetings	18.1%	33.4%	43.7%	3.2%	1.6%

Q14. Which of the following are your primary sources of information about City issues, services, and events?

Q14. Which following are your primary sources of information about City issues, services, & events	Number	Percent
City newsletter, "Overview"	899	69.0 %
Kansas City Star	292	22.4 %
Television news	703	54.0 %
Radio	245	18.8 %
City website	388	29.8 %
Social media (e.g. Facebook, Twitter, YouTube, Nextdoor)	452	34.7 %
Live streaming	48	3.7 %
Other	81	6.2 %
Total	3108	

Q14-8. Other

- attending meetings before covid
- Best times newsletter, Shawnee Mission Post
- business journal
- Church provides info
- City emails that I am subscribed to
- City employee
- City tree trimming program (lack thereof) has resulted in having trees cleanup & trimmed at my expense vs city trimming of city properties from sidewalk to curb.
- conversation with others
- Conversations with City leaders.
- Coworkers
- Discussions with neighbors.
- Email
- Email
- Email
- family
- FAMILY MEMBERS WHO WORK FOR THE CITY OF OVERLAND PARK
- fox news
- Friends
- Friends and relatives opinions
- Google News
- home assoc.
- I view the agendas and minutes of the meetings online. Live streaming of meetings is something I will check out. I have communicate via email with local elected officials about issues of concern.
- internet
- Mail
- Mail
- Minutes from city meetings.

Q14-8. Other (cont.)

- Neighborhood news outlets
- Neighborhood newsletter
- Neighborhood newsletters
- Neighborhood website
- neighborhood website
- neighborhood/friends
- Neighbors
- Neighbors
- Neighbors
- Neighbors
- Neighbors conversation
- neighbors/family
- news
- news on web
- Nextdoor
- Nextdoor
- Nextdoor
- Notify JOCO and notify OP.
- NotifyJoCo/Phone
- PEOPLE, FRIENDS, SCHOOLS
- Personal contacts
- Personal experience
- Radio
- Reddit
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post
- Shawnee Mission Post, Twitter accounts of "OP influencers"
- Shawnee Mission Post-Online news
- SM Post, various JoCo agencies
- social groups
- talk with neighbors, real people
- talking to a few councilmen
- TV local news
- Web

Q14-8. Other (cont.)

- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth

Q15. Have you called, emailed, or used the online customer service system OPCares or visited the City with a question, problem, or complaint during the past year?

Q15. Have you called, emailed, or used online customer service system OPCares or visited City with a question, problem, or complaint during past year

	Number	Percent
Yes	369	28.3 %
No	930	71.4 %
Not provided	3	0.2 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q15. Have you called, emailed, or used the online customer service system OPCares or visited the City with a question, problem, or complaint during the past year? (without "not provided")**

Q15. Have you called, emailed, or used online customer service system OPCares or visited City with a question, problem, or complaint during past year

	Number	Percent
Yes	369	28.4 %
No	930	71.6 %
Total	1299	100.0 %

Q15a. How easy was it to contact the person you needed to reach?

Q15a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	156	42.3 %
Somewhat easy	147	39.8 %
Difficult	32	8.7 %
Very difficult	17	4.6 %
Don't know	17	4.6 %
Total	369	100.0 %

WITHOUT "DON'T KNOW"**Q15a. How easy was it to contact the person you needed to reach? (without "don't know")**

Q15a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	156	44.3 %
Somewhat easy	147	41.8 %
Difficult	32	9.1 %
Very difficult	17	4.8 %
Total	352	100.0 %

Q15b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=369)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q15b-1. They were courteous & polite	60.2%	22.0%	5.4%	1.4%	1.1%	10.0%
Q15b-2. They gave prompt, accurate, & complete answers to questions	48.2%	24.7%	11.7%	4.1%	2.4%	8.9%
Q15b-3. They did what they said they would do in a timely manner	45.5%	22.0%	11.7%	5.1%	3.8%	11.9%
Q15b-4. They helped you resolve an issue to your satisfaction	42.3%	20.9%	13.6%	6.5%	8.1%	8.7%

WITHOUT "DON'T KNOW"

Q15b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=369)

	Always	Usually	Sometimes	Seldom	Never
Q15b-1. They were courteous & polite	66.9%	24.4%	6.0%	1.5%	1.2%
Q15b-2. They gave prompt, accurate, & complete answers to questions	53.0%	27.1%	12.8%	4.5%	2.7%
Q15b-3. They did what they said they would do in a timely manner	51.7%	24.9%	13.2%	5.8%	4.3%
Q15b-4. They helped you resolve an issue to your satisfaction	46.3%	22.8%	14.8%	7.1%	8.9%

Q16. Perception of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=1302)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q16-1. In your neighborhood during the day	67.7%	28.5%	1.7%	0.8%	0.2%	1.2%
Q16-2. In your neighborhood at night	40.1%	45.5%	9.2%	3.5%	0.6%	1.1%
Q16-3. In City parks & recreation facilities	28.9%	46.5%	14.7%	2.4%	0.2%	7.5%
Q16-4. In commercial & retail areas during the day	41.0%	46.2%	9.0%	1.5%	0.1%	2.2%
Q16-5. In commercial & retail areas at night	20.2%	42.0%	24.1%	9.0%	0.5%	4.2%

WITHOUT "DON'T KNOW"

Q16. Perception of Safety. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=1302)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q16-1. In your neighborhood during the day	68.5%	28.8%	1.7%	0.8%	0.2%
Q16-2. In your neighborhood at night	40.5%	46.0%	9.3%	3.5%	0.6%
Q16-3. In City parks & recreation facilities	31.2%	50.2%	15.9%	2.6%	0.2%
Q16-4. In commercial & retail areas during the day	41.9%	47.3%	9.2%	1.5%	0.1%
Q16-5. In commercial & retail areas at night	21.1%	43.9%	25.2%	9.4%	0.5%

Q17. Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Overland Park with regard to the following.

(N=1302)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q17-1. As a place to live	67.0%	28.3%	2.5%	0.6%	0.3%	1.2%
Q17-2. As a place to raise children	67.4%	24.5%	3.6%	0.4%	0.3%	3.8%
Q17-3. As a place to work	58.1%	28.4%	5.9%	0.2%	0.4%	7.0%
Q17-4. As a place to retire	44.0%	28.7%	14.0%	5.4%	2.5%	5.5%
Q17-5. As a place to visit	38.4%	33.3%	16.7%	6.5%	1.8%	3.4%

WITHOUT "DON'T KNOW"

Q17. Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Overland Park with regard to the following. (without "don't know")

(N=1302)

	Excellent	Good	Neutral	Below average	Poor
Q17-1. As a place to live	67.8%	28.7%	2.6%	0.6%	0.3%
Q17-2. As a place to raise children	70.0%	25.5%	3.8%	0.4%	0.3%
Q17-3. As a place to work	62.4%	30.6%	6.4%	0.2%	0.4%
Q17-4. As a place to retire	46.5%	30.4%	14.8%	5.7%	2.6%
Q17-5. As a place to visit	39.7%	34.5%	17.2%	6.7%	1.8%

Q18. The City adopted a rental registration and inspection program dedicating resources to ensure property maintenance and upkeep of all residential rental properties. How aware are you of this program?

Q18. How aware are you of rental registration & inspection program

	Number	Percent
Very aware	85	6.5 %
Aware	130	10.0 %
Somewhat aware	191	14.7 %
Not aware	852	65.4 %
Not sure	24	1.8 %
Not provided	20	1.5 %
Total	1302	100.0 %

WITHOUT "DON'T KNOW"

Q18. The City adopted a rental registration and inspection program dedicating resources to ensure property maintenance and upkeep of all residential rental properties. How aware are you of this program? (without "not provided")

Q18. How aware are you of rental registration & inspection program

	Number	Percent
Very aware	85	6.6 %
Aware	130	10.1 %
Somewhat aware	191	14.9 %
Not aware	852	66.5 %
Not sure	24	1.9 %
Total	1282	100.0 %

Q19. How satisfied are you with City's environmental initiatives and programs (drop off recycling center, water quality program, energy building codes, volunteer stream cleanup events, recycling events)?

Q19. How satisfied are you with City's environmental initiatives & programs	Number	Percent
Very satisfied	204	15.7 %
Satisfied	553	42.5 %
Neutral	298	22.9 %
Dissatisfied	96	7.4 %
Very dissatisfied	15	1.2 %
Don't know	136	10.4 %
Total	1302	100.0 %

WITHOUT "DON'T KNOW"

Q19. How satisfied are you with City's environmental initiatives and programs (drop off recycling center, water quality program, energy building codes, volunteer stream cleanup events, recycling events)? (without "don't know")

Q19. How satisfied are you with City's environmental initiatives & programs	Number	Percent
Very satisfied	204	17.5 %
Satisfied	553	47.4 %
Neutral	298	25.6 %
Dissatisfied	96	8.2 %
Very dissatisfied	15	1.3 %
Total	1166	100.0 %

Q20. Overland Park has adopted ForwardOP, a 20-25-year vision plan for the community. ForwardOP includes five goals. One of those goals is being a welcoming place. As stated in the vision plan, a welcoming place is: "Where all people have access to high quality, affordable healthcare, social services, and a safe environment, and where the community works together for the greater good." Do you agree that Overland Park is a welcoming City?

<u>Q20. Do you agree Overland Park is a welcoming City</u>	<u>Number</u>	<u>Percent</u>
Strongly agree	349	26.8 %
Agree	624	47.9 %
Neutral	201	15.4 %
Disagree	69	5.3 %
Strongly disagree	17	1.3 %
Don't know	42	3.2 %
Total	1302	100.0 %

WITHOUT "DON'T KNOW"

Q20. Overland Park has adopted ForwardOP, a 20-25-year vision plan for the community. ForwardOP includes five goals. One of those goals is being a welcoming place. As stated in the vision plan, a welcoming place is: "Where all people have access to high quality, affordable healthcare, social services, and a safe environment, and where the community works together for the greater good." Do you agree that Overland Park is a welcoming City? (without "don't know")

<u>Q20. Do you agree Overland Park is a welcoming City</u>	<u>Number</u>	<u>Percent</u>
Strongly agree	349	27.7 %
Agree	624	49.5 %
Neutral	201	16.0 %
Disagree	69	5.5 %
Strongly disagree	17	1.3 %
Total	1260	100.0 %

Q21. The City of Overland Park has a dangerous dog ordinance to make the community safe for people and pets. The current City ordinance bans only "pit bulls." The City could amend the current dangerous dog ordinance to hold owners accountable for the behavior of their dogs regardless of the dog's breed. Would you support this change?

Q21. Would you support City amending current dangerous dog ordinance

	Number	Percent
Yes	1006	77.3 %
No	123	9.4 %
Not sure	152	11.7 %
Not provided	21	1.6 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"

Q21. The City of Overland Park has a dangerous dog ordinance to make the community safe for people and pets. The current City ordinance bans only "pit bulls." The City could amend the current dangerous dog ordinance to hold owners accountable for the behavior of their dogs regardless of the dog's breed. Would you support this change? (without "not provided")

Q21. Would you support City amending current dangerous dog ordinance

	Number	Percent
Yes	1006	78.5 %
No	123	9.6 %
Not sure	152	11.9 %
Total	1281	100.0 %

Q22. Approximately how many years have you lived in the City of Overland Park?

Q22. How many years have you lived in City of

Overland Park	Number	Percent
Less than 1 year	16	1.2 %
1-5 years	101	7.8 %
6-10 years	144	11.1 %
11-15 years	132	10.1 %
16-20 years	139	10.7 %
20+ years	756	58.1 %
Not provided	14	1.1 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Approximately how many years have you lived in the City of Overland Park? (without "not provided")**

Q22. How many years have you lived in City of

Overland Park	Number	Percent
Less than 1 year	16	1.2 %
1-5 years	101	7.8 %
6-10 years	144	11.2 %
11-15 years	132	10.2 %
16-20 years	139	10.8 %
20+ years	756	58.7 %
Total	1288	100.0 %

Q23. Approximately how many years have you lived at your current residence?

Q23. How many years have you lived at your current residence	Number	Percent
Less than 1 year	43	3.3 %
1-5 years	210	16.1 %
6-10 years	235	18.0 %
11-15 years	155	11.9 %
16-20 years	161	12.4 %
20+ years	486	37.3 %
Not provided	12	0.9 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Approximately how many years have you lived at your current residence? (without "not provided")**

Q23. How many years have you lived at your current residence	Number	Percent
Less than 1 year	43	3.3 %
1-5 years	210	16.3 %
6-10 years	235	18.2 %
11-15 years	155	12.0 %
16-20 years	161	12.5 %
20+ years	486	37.7 %
Total	1290	100.0 %

Q24. Do you own or rent your current residence?

Q24. Do you own or rent your current residence	Number	Percent
Own	1024	78.6 %
Rent	273	21.0 %
Not provided	5	0.4 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Do you own or rent your current residence? (without "not provided")**

Q24. Do you own or rent your current residence	Number	Percent
Own	1024	79.0 %
Rent	273	21.0 %
Total	1297	100.0 %

Q25. Do you live east or west of Antioch?

Q25. Do you live east or west of Antioch	Number	Percent
East	652	50.1 %
West	629	48.3 %
Not provided	21	1.6 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Do you live east or west of Antioch? (without "not provided")**

Q25. Do you live east or west of Antioch	Number	Percent
East	652	50.9 %
West	629	49.1 %
Total	1281	100.0 %

Q26. Which of the following best describes the location of your home?

Q26. Which following best describes location of your home	Number	Percent
North of 87th Street	161	12.4 %
South of 87th Street & North of I-435	324	24.9 %
South of I-435 & North of 135th Street	401	30.8 %
South of 135th Street & North of 159th Street	323	24.8 %
South of 159th Street	69	5.3 %
Not provided	24	1.8 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q26. Which of the following best describes the location of your home? (without "not provided")**

Q26. Which following best describes location of your home	Number	Percent
North of 87th Street	161	12.6 %
South of 87th Street & North of I-435	324	25.4 %
South of I-435 & North of 135th Street	401	31.4 %
South of 135th Street & North of 159th Street	323	25.3 %
South of 159th Street	69	5.4 %
Total	1278	100.0 %

Q27. Counting yourself, how many people regularly live in your household?

<u>Q27. How many people regularly live in your household</u>	<u>Number</u>	<u>Percent</u>
1	219	16.8 %
2	594	45.6 %
3	199	15.3 %
4	202	15.5 %
5	57	4.4 %
6	19	1.5 %
7+	12	0.9 %
Total	1302	100.0 %

Q28. Including yourself, how many persons in your household are in each of the following age groups?

	<u>Mean</u>	<u>Sum</u>
number	2.6	3114
Under age 5	0.1	138
Ages 5-9	0.1	157
Ages 10-14	0.1	166
Ages 15-19	0.1	178
Ages 20-24	0.1	131
Ages 25-34	0.2	275
Ages 35-44	0.3	406
Ages 45-54	0.4	475
Ages 55-64	0.5	591
Ages 65-74	0.4	436
Ages 75+	0.1	161

Q29. What is your age?

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	235	18.0 %
35-44	231	17.7 %
45-54	244	18.7 %
55-64	251	19.3 %
65+	256	19.7 %
Not provided	85	6.5 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q29. What is your age? (without "not provided")**

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	235	19.3 %
35-44	231	19.0 %
45-54	244	20.0 %
55-64	251	20.6 %
65+	256	21.0 %
Total	1217	100.0 %

Q30. How many persons in your household are employed in each of the following areas?

	<u>Mean</u>	<u>Sum</u>
number	1.8	1657
Within City limits of Overland Park	0.8	747
Outside of Overland Park, but within Johnson County	0.4	386
Outside Johnson County, but within Kansas City Metro area	0.4	402
Outside Kansas City metro area	0.1	122

Q31. What is the approximate annual income of your total household?

Q31. What is the approximate annual income of your

total household	Number	Percent
Under \$30K	65	5.0 %
\$30K to \$44,999	101	7.8 %
\$45K to \$59,999	107	8.2 %
\$60K to \$79,999	120	9.2 %
\$80K to \$99,999	158	12.1 %
\$100K to \$124,999	148	11.4 %
\$125K to \$149,999	146	11.2 %
\$150K+	237	18.2 %
Not provided	220	16.9 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q31. What is the approximate annual income of your total household? (without "not provided")**

Q31. What is the approximate annual income of your

total household	Number	Percent
Under \$30K	65	6.0 %
\$30K to \$44,999	101	9.3 %
\$45K to \$59,999	107	9.9 %
\$60K to \$79,999	120	11.1 %
\$80K to \$99,999	158	14.6 %
\$100K to \$124,999	148	13.7 %
\$125K to \$149,999	146	13.5 %
\$150K+	237	21.9 %
Total	1082	100.0 %

Q32. Are you or other members of your household of Spanish, Hispanic, or Latino heritage?

Q32. Are you of Spanish, Hispanic, or Latino heritage	Number	Percent
Yes	95	7.3 %
No	1191	91.5 %
Not provided	16	1.2 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q32. Are you or other members of your household of Spanish, Hispanic, or Latino heritage? (without "not provided")**

Q32. Are you of Spanish, Hispanic, or Latino heritage	Number	Percent
Yes	95	7.4 %
No	1191	92.6 %
Total	1286	100.0 %

Q32-1. (If YES to Question 32) How many people in your household are of Spanish, Hispanic, or Latino heritage?

Q32-1.How many people in your household are of Spanish, Hispanic, or Latino heritage	Number	Percent
1	45	47.4 %
2	24	25.3 %
3	8	8.4 %
4	14	14.7 %
5+	4	4.2 %
Total	95	100.0 %

Q33. Including yourself, how many persons in your household are...

	Mean	Sum
number	2.5	3049
White/Caucasian	2.1	2562
African American/Black	0.1	138
Asian/Pacific Islander	0.2	239
Native American/Eskimo	0.0	7
Mixed race	0.1	67
Other	0.0	36

Q34. What is the primary language spoken in your home?

Q34. What is the primary language spoken in your home	Number	Percent
English	1240	95.2 %
Spanish	11	0.8 %
Other	13	1.0 %
Not provided	38	2.9 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q34. What is the primary language spoken in your home? (without "not provided")**

Q34. What is the primary language spoken in your home	Number	Percent
English	1240	98.1 %
Spanish	11	0.9 %
Other	13	1.0 %
Total	1264	100.0 %

Q34-3. Other

<u>Q34-3. Other</u>	<u>Number</u>	<u>Percent</u>
Chinese	3	23.1 %
Swiss German	1	7.7 %
Vietnamese	1	7.7 %
Nepali	1	7.7 %
Russian	1	7.7 %
Hindi	1	7.7 %
Gujarati	1	7.7 %
German	1	7.7 %
French	1	7.7 %
Korean	1	7.7 %
Arabic	1	7.7 %
Total	13	100.0 %

Q35. Your gender identity:

<u>Q35. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	640	49.2 %
Female	649	49.8 %
Non-binary	2	0.2 %
Prefer to self-describe	3	0.2 %
Not provided	8	0.6 %
Total	1302	100.0 %

WITHOUT "NOT PROVIDED"**Q35. Your gender identity: (without "not provided")**

<u>Q35. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	640	49.5 %
Female	649	50.2 %
Non-binary	2	0.2 %
Prefer to self-describe	3	0.2 %
Total	1294	100.0 %

Q35-4. Self-describe your gender:

<u>Q35-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Gender fluid	1	100.0 %
Total	1	100.0 %



Survey Instrument



May 2021

Dear Resident:

You have been randomly selected to help the City of Overland Park.

The City of Overland Park is conducting a comprehensive citywide survey. Results from this survey will be compared with responses from past similar surveys in 2006, 2011, 2014, 2016 and 2018 as part of our evaluation of city services and programs. The intent of the survey is to measure your level of satisfaction with the services and programs provided by the City of Overland Park.

Further, it will assist the Governing Body and city management in determining effective strategies for providing the best services possible and establishing funding priorities going forward.

Please take a few minutes to complete the enclosed survey and return it **within the next few days**. A postage-paid return envelope, addressed to ETC Institute, is enclosed for your convenience in returning the survey. If it is more convenient, you may also complete the survey online at opkansassurvey.org.

ETC Institute was selected to be the City's partner for this important project. ETC will compile the survey results and present a report to the City in the summer of 2021. The information will be shared with residents, the Governing Body, and City staff at public presentations, in social media, e-newsletters and on the city's Web site, www.opkansas.org.

If you have any questions, please contact the City's Communications Manager, Sean Reilly, at 913-895-6109 or sean.reilly@opkansas.org.

Thank you for your time, your feedback and for living in this great community.

Sincerely,

A handwritten signature in black ink that reads "Carl Gerlach". The signature is written in a cursive, flowing style.

Carl Gerlach
Mayor

2021 City of Overland Park Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's on-going effort to identify and respond to resident concerns. If you have questions, please call the city's Communication Manager Sean Reilly at 913-895-6109 or send an email to sean.reilly@opkansas.org.

1. Please rate each of the following major categories of services provided by the City of Overland Park using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police, fire, and ambulance services	5	4	3	2	1	9
02. Overall quality of city parks and facilities	5	4	3	2	1	9
03. Overall maintenance of city streets	5	4	3	2	1	9
04. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
05. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
06. Overall effectiveness of city communication with the public	5	4	3	2	1	9
07. Overall traffic flow/congestion management on major streets in the city	5	4	3	2	1	9
08. Overall traffic flow/congestion management on neighborhood streets in the city	5	4	3	2	1	9
09. Overall quality of the city's stormwater management system	5	4	3	2	1	9
10. Overall quality of recreation programs	5	4	3	2	1	9
11. Overall City response to environmental/climate change	5	4	3	2	1	9

2. Which **THREE** of the items listed in Question 1 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 1.]*

1st: _____ 2nd: _____ 3rd: _____

3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Overland Park using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
2. Overall image of the city	5	4	3	2	1	9
3. How well the city is planning new development	5	4	3	2	1	9
4. How well the city is planning redevelopment	5	4	3	2	1	9
5. Overall quality of life in the city	5	4	3	2	1	9
6. Overall condition of housing in your neighborhood	5	4	3	2	1	9
7. Overall condition of commercial retail centers	5	4	3	2	1	9

4. **Public Safety.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of local police protection	5	4	3	2	1	9
02. The visibility of police in your neighborhood	5	4	3	2	1	9
03. The visibility of police in retail areas	5	4	3	2	1	9
04. City efforts to prevent crime	5	4	3	2	1	9
05. City efforts to prevent fires	5	4	3	2	1	9
06. Enforcement of local traffic laws	5	4	3	2	1	9
07. Overall quality of local fire protection	5	4	3	2	1	9
08. Overall quality of local ambulance service	5	4	3	2	1	9
09. How quickly public safety personnel respond to emergencies	5	4	3	2	1	9
10. Overall quality of animal control	5	4	3	2	1	9
11. Travel safety on city roadways and intersections	5	4	3	2	1	9

5. Which **THREE** of the public safety items listed in Question 4 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 4.]*

1st: ____ 2nd: ____ 3rd: ____

6. **Parks and Recreation.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of city parks	5	4	3	2	1	9
02. The number of city parks	5	4	3	2	1	9
03. Walking and biking trails in the city	5	4	3	2	1	9
04. City swimming pools	5	4	3	2	1	9
05. City golf courses	5	4	3	2	1	9
06. City community centers	5	4	3	2	1	9
07. Tennis courts and athletic facilities	5	4	3	2	1	9
08. Deanna Rose Children's Farmstead	5	4	3	2	1	9
09. Overland Park Soccer Complex	5	4	3	2	1	9
10. Overland Park Arboretum and Botanical Gardens	5	4	3	2	1	9
11. The city's adult athletic programs	5	4	3	2	1	9
12. Recreation programs offered for kids	5	4	3	2	1	9
13. Other city recreation programs, such as fitness classes and special events (e.g. Fourth of July, Fall Festival)	5	4	3	2	1	9
14. Fees charged for recreation programs	5	4	3	2	1	9
15. Arts and cultural programs	5	4	3	2	1	9

7. Which **THREE** of the Parks and Recreation items listed in Question 6 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 6.]*

1st: ____ 2nd: ____ 3rd: ____

8. **Code Enforcement.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the clean-up of litter and debris	5	4	3	2	1	9
2. Enforcing the mowing and trimming of residential property	5	4	3	2	1	9
3. Enforcing the mowing and trimming of commercial property	5	4	3	2	1	9
4. Enforcing the maintenance of residential property in your neighborhood	5	4	3	2	1	9
5. Enforcing the maintenance of commercial property in your neighborhood	5	4	3	2	1	9
6. Enforcing sign regulations	5	4	3	2	1	9
7. Enforcing the maintenance of rental properties in your neighborhood	5	4	3	2	1	9

9. Which **THREE** of the code enforcement items listed in Question 8 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 8.]*

1st: _____ 2nd: _____ 3rd: _____

10. **Maintenance.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of major city streets	5	4	3	2	1	9
02. Maintenance of neighborhood streets	5	4	3	2	1	9
03. Maintenance of sidewalks	5	4	3	2	1	9
04. Maintenance of traffic signals	5	4	3	2	1	9
05. Maintenance of street signs	5	4	3	2	1	9
06. Maintenance of curbs	5	4	3	2	1	9
07. Maintenance of street lights	5	4	3	2	1	9
08. Maintenance of city buildings (e.g. City Hall, Sanders Justice Center)	5	4	3	2	1	9
09. Snow removal on major city streets	5	4	3	2	1	9
10. Snow removal on neighborhood streets	5	4	3	2	1	9
11. Mowing and trimming along city streets	5	4	3	2	1	9
12. Mowing and trimming of city parks	5	4	3	2	1	9
13. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
14. On-street bicycle infrastructure (bike lanes/painted symbols)	5	4	3	2	1	9

11. Which **THREE** of the maintenance items listed in Question 10 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 10.]*

1st: _____ 2nd: _____ 3rd: _____

12. **Leadership.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of leadership provided by the city's elected officials	5	4	3	2	1	9
2. Overall effectiveness of the City Manager and department directors	5	4	3	2	1	9
3. Overall responsiveness of city's elected leadership	5	4	3	2	1	9

13. **Communication.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about city programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. The level of public engagement in local decision making	5	4	3	2	1	9
4. The quality of the city's website	5	4	3	2	1	9
5. The quality of the city's newsletter	5	4	3	2	1	9
6. The quality of the city's social media	5	4	3	2	1	9
7. The quality of the city's live streaming of city meetings	5	4	3	2	1	9

14. Which of the following are your primary sources of information about city issues, services, and events? [Check all that apply.]

- ☐ (1) The city newsletter, "Overview" ☐ (5) City website
☐ (2) Kansas City Star ☐ (6) Social media (e.g. Facebook, Twitter, YouTube, Nextdoor)
☐ (3) Television news ☐ (7) Live streaming
☐ (4) Radio ☐ (8) Other: _____

15. Have you called, emailed, or used the online customer service system OPCares or visited the city with a question, problem, or complaint during the past year?

- ☐ (1) Yes [Answer Q15a-b.] ☐ (2) No [Skip to Q16.]

- 15a. How easy was it to contact the person you needed to reach?

- ☐ (1) Very easy ☐ (3) Difficult ☐ (9) Don't know
☐ (2) Somewhat easy ☐ (4) Very difficult

- 15b. Several factors that may influence your perception of the quality of customer service you receive from city employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

Behavior of Employees	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. They were courteous and polite	5	4	3	2	1	9
2. They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3. They did what they said they would do in a timely manner	5	4	3	2	1	9
4. They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

16. **Perception of Safety.** Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In city parks and recreation facilities	5	4	3	2	1	9
4. In commercial and retail areas during the day	5	4	3	2	1	9
5. In commercial and retail areas at night	5	4	3	2	1	9

17. **Overall Ratings of the City.** Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Overland Park with regard to the following.

How would you rate the City of Overland Park...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9

18. The city adopted a rental registration and inspection program dedicating resources to ensure property maintenance and upkeep of all residential rental properties. How aware are you of this program?

☐ (1) Very aware ☐ (3) Somewhat aware ☐ (5) Not sure
☐ (2) Aware ☐ (4) Not aware

19. How satisfied are you with City's environmental initiatives and programs (drop off recycling center, water quality program, energy building codes, volunteer stream cleanup events, recycling events)?

☐ (1) Very satisfied ☐ (3) Neutral ☐ (5) Very dissatisfied
☐ (2) Satisfied ☐ (4) Dissatisfied ☐ (9) Don't know

20. Overland Park has adopted ForwardOP, a 20-25-year vision plan for the community. ForwardOP includes five goals. One of those goals is being a welcoming place. As stated in the vision plan, a welcoming place is:

"Where all people have access to high quality, affordable healthcare, social services, and a safe environment, and where the community works together for the greater good."

Do you agree that Overland Park is a welcoming City?

☐ (1) Strongly agree ☐ (3) Neutral ☐ (5) Strongly disagree
☐ (2) Agree ☐ (4) Disagree ☐ (9) Don't know

21. The City of Overland Park has a dangerous dog ordinance to make the community safe for people and pets. The current City ordinance bans only "pit bulls." The City could amend the current dangerous dog ordinance to hold owners accountable for the behavior of their dogs regardless of the dog's breed. Would you support this change?

☐ (1) Yes ☐ (2) No ☐ (3) Not Sure

Demographics

22. Approximately how many years have you lived in the City of Overland Park?

☐ (1) Less than 1 year ☐ (3) 6-10 years ☐ (5) 16-20 years
☐ (2) 1-5 years ☐ (4) 11-15 years ☐ (6) More than 20 years

23. Approximately how many years have you lived at your current residence?

____(1) Less than 1 year ____ (3) 6-10 years ____ (5) 16-20 years
____(2) 1-5 years ____ (4) 11-15 years ____ (6) More than 20 years

24. Do you own or rent your current residence? ____ (1) Own ____ (2) Rent

25. Do you live east or west of Antioch? ____ (1) East ____ (2) West

26. Which of the following best describes the location of your home?

____ (1) North of 87th Street ____ (4) South of 135th Street and North of 159th Street
____ (2) South of 87th Street and North of I-435 ____ (5) South of 159th Street
____ (3) South of I-435 and North of 135th Street

27. Counting yourself, how many people regularly live in your household? ____ people

28. Including yourself, how many persons in your household are in each of the following age groups?

Under age 5: ____ Ages 15-19: ____ Ages 35-44: ____ Ages 65-74: ____
Ages 5-9: ____ Ages 20-24: ____ Ages 45-54: ____ Ages 75+: ____
Ages 10-14: ____ Ages 25-34: ____ Ages 55-64: ____

29. What is your age? ____

30. How many persons in your household are employed in each of the following areas?

1. Within the city limits of Overland Park: ____
2. Outside of Overland Park, but within Johnson County: ____
3. Outside Johnson County, but within the Kansas City Metro area: ____
4. Outside the Kansas City metro area: ____

31. What is the approximate annual income of your total household?

____ (1) Under \$30,000 ____ (4) \$60,000 to \$79,999 ____ (7) \$125,000 to \$149,999
____ (2) \$30,000 to \$44,999 ____ (5) \$80,000 to \$99,999 ____ (8) \$150,000 or more
____ (3) \$45,000 to \$59,999 ____ (6) \$100,000 to \$124,999

32. Are you or other members of your household of Spanish, Hispanic, or Latino heritage?

____ (1) Yes (How many people? ____) ____ (2) No

33. Including yourself, how many persons in your household are...

1. White/Caucasian: ____ 3. Asian/Pacific Islander: ____ 5. Mixed Race: ____
2. African American/Black: ____ 4. Native American/Eskimo: ____ 6. Other: ____

34. What is the primary language spoken in your home?

____ (1) English ____ (2) Spanish ____ (3) Other: _____

35. Your gender identity:

____ (1) Male ____ (2) Female ____ (3) Non-binary ____ (4) Prefer to self-describe: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the city are having difficulties with city services. If your address is not correct, please provide the correct information. Thank you.