

2021 Community Survey

City of Overland Park, Kansas

Presented by

OVERLAND PARK
K A N S A S

ABOVE AND BEYOND. BY DESIGN.

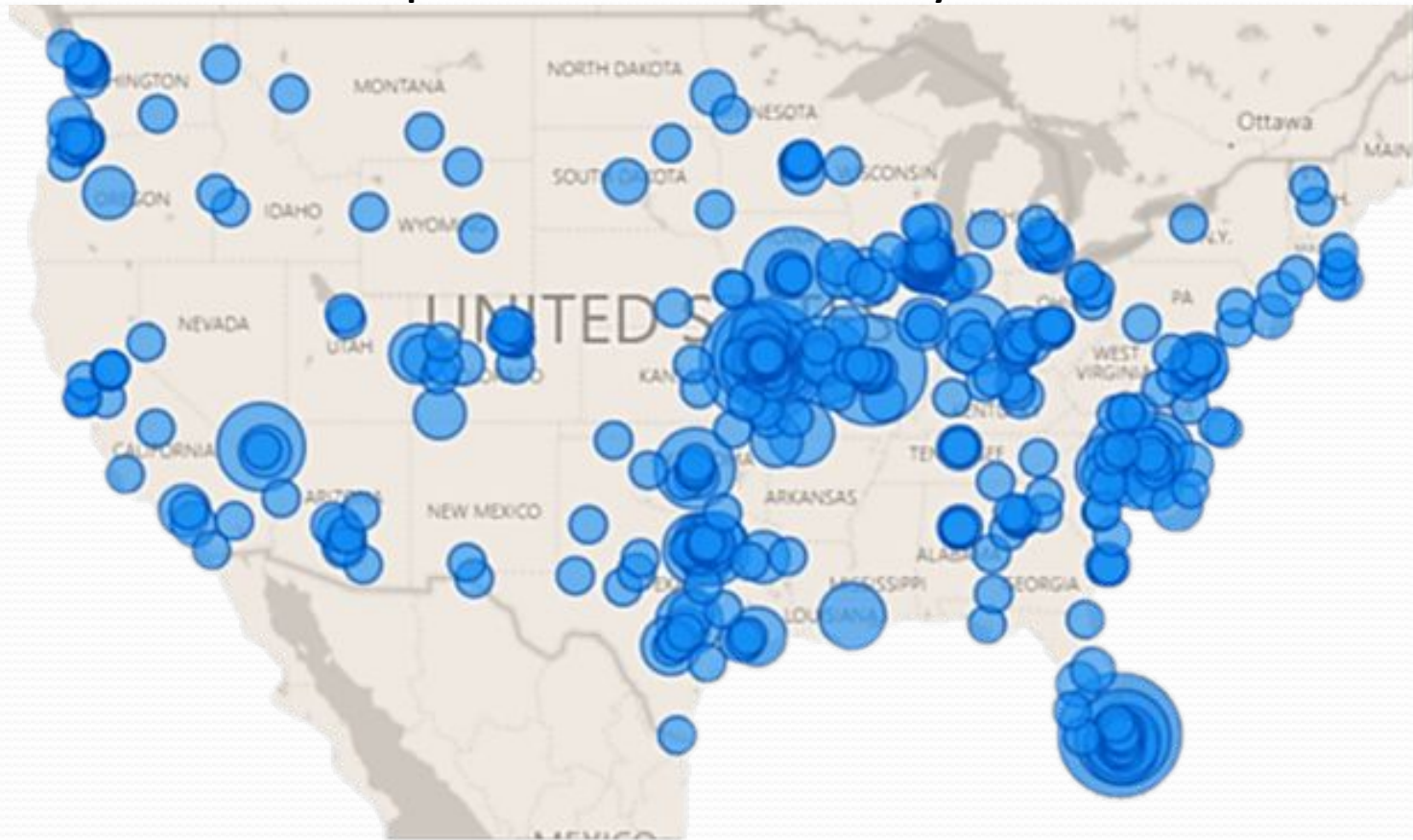


September 2021

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**More than 2,200,000 Persons Surveyed Since 2011
for more than 900 communities in 50 States**

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

Purpose

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

Methodology

- **Survey Description**

- ☐ seven-page survey; includes many of the same questions asked on previous surveys
- ☐ eighth *DirectionFinder*® Survey conducted for the City

- **Method of Administration**

- ☐ by mail and online to random sample of City residents
- ☐ each survey took approximately 15-20 minutes to complete

- **Sample size:**

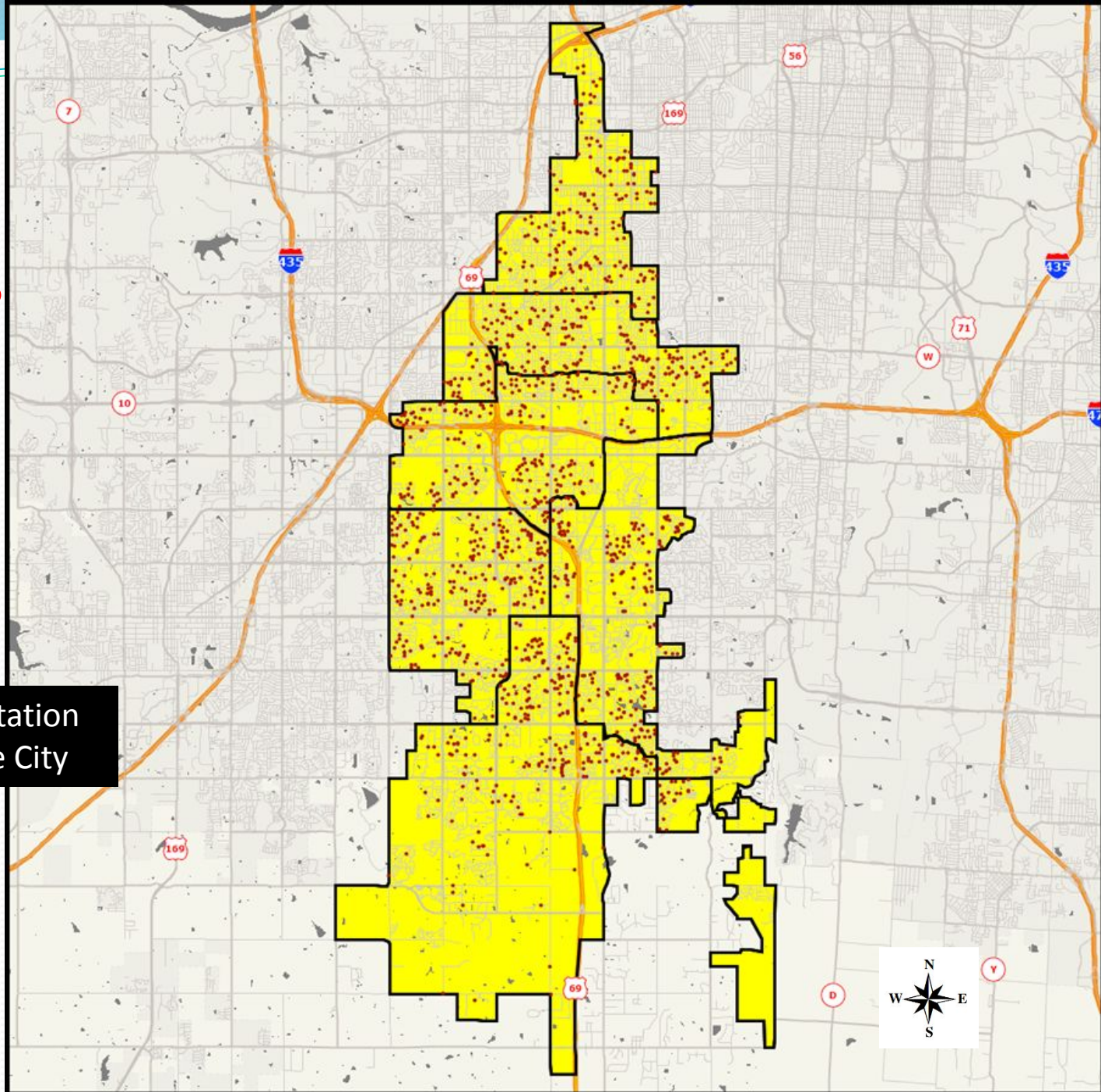
- ☐ 1,302 completed surveys
- ☐ demographics of survey respondents accurately reflects the actual population of the City

- **Confidence level:** 95%

- **Margin of error:** +/- 2.7% overall

Location of Survey Respondents

Good Representation
throughout the City



Bottom Line Up Front

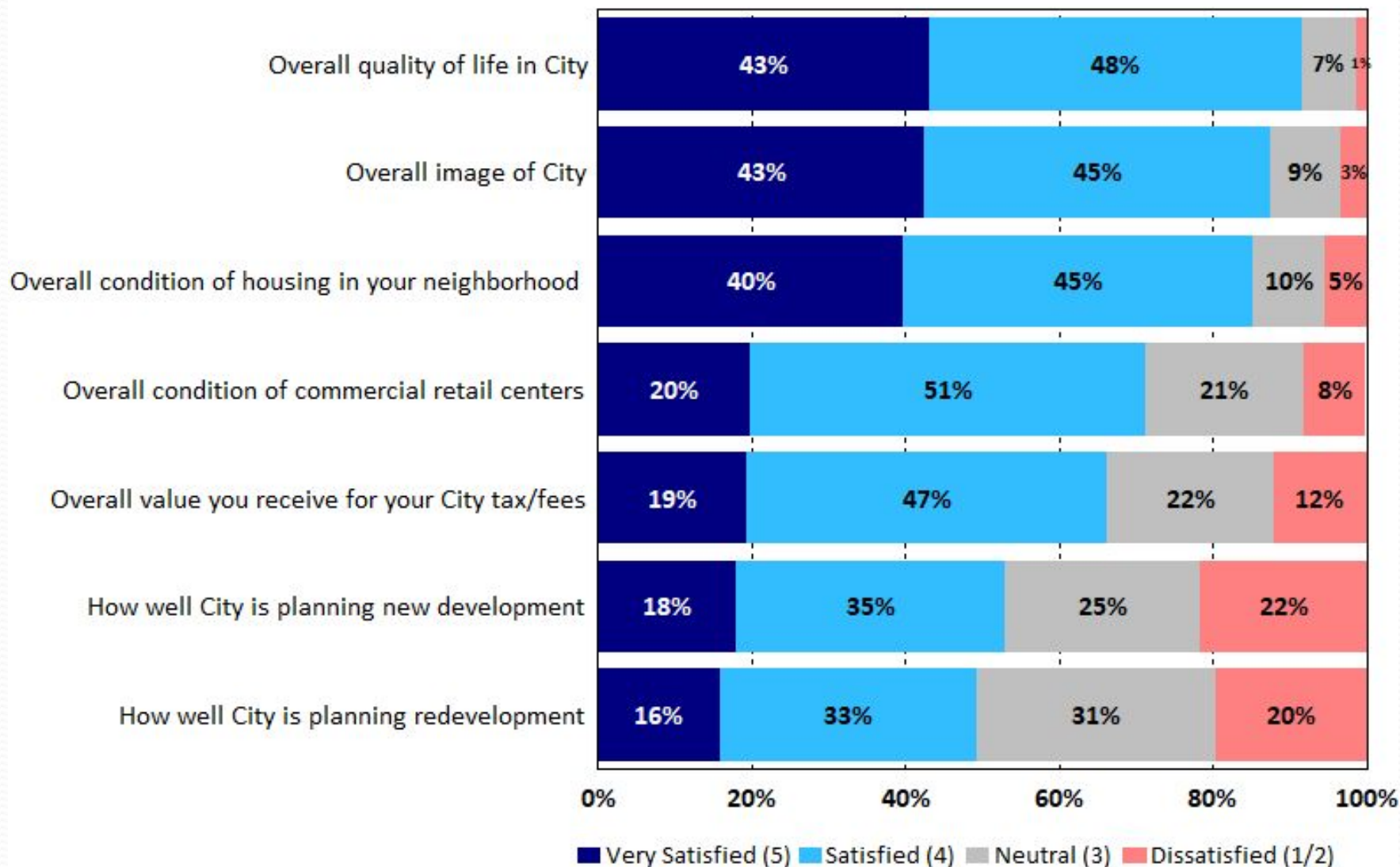
- **Residents Have a Very Positive Perception of the City**
 - ❑ 97% rated Overland Park as an excellent or good place to live
 - ❑ 96% rated Overland Park as an excellent or good place raise children
- **Satisfaction with City Services Is Much Higher in Overland Park Than in Other Communities**
 - ❑ Overland Park rated above the National Average in 50 of 52 areas
 - ❑ Satisfaction with Customer Service from City Employees rated 27% above the National Average
 - ❑ Satisfaction with the Value Received for Tax Dollars and Fees rated 22% above the National Average
- **City Services That Should Receive the Most Emphasis Over the Next Two Years:**
 - ❑ Maintenance of City Streets
 - ❑ Traffic Flow/Congestion Management on Major City Streets
 - ❑ Quality of Police, Fire and Ambulance Services

Major Finding #1

**Residents Have a Very Positive
Perception of the City**

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

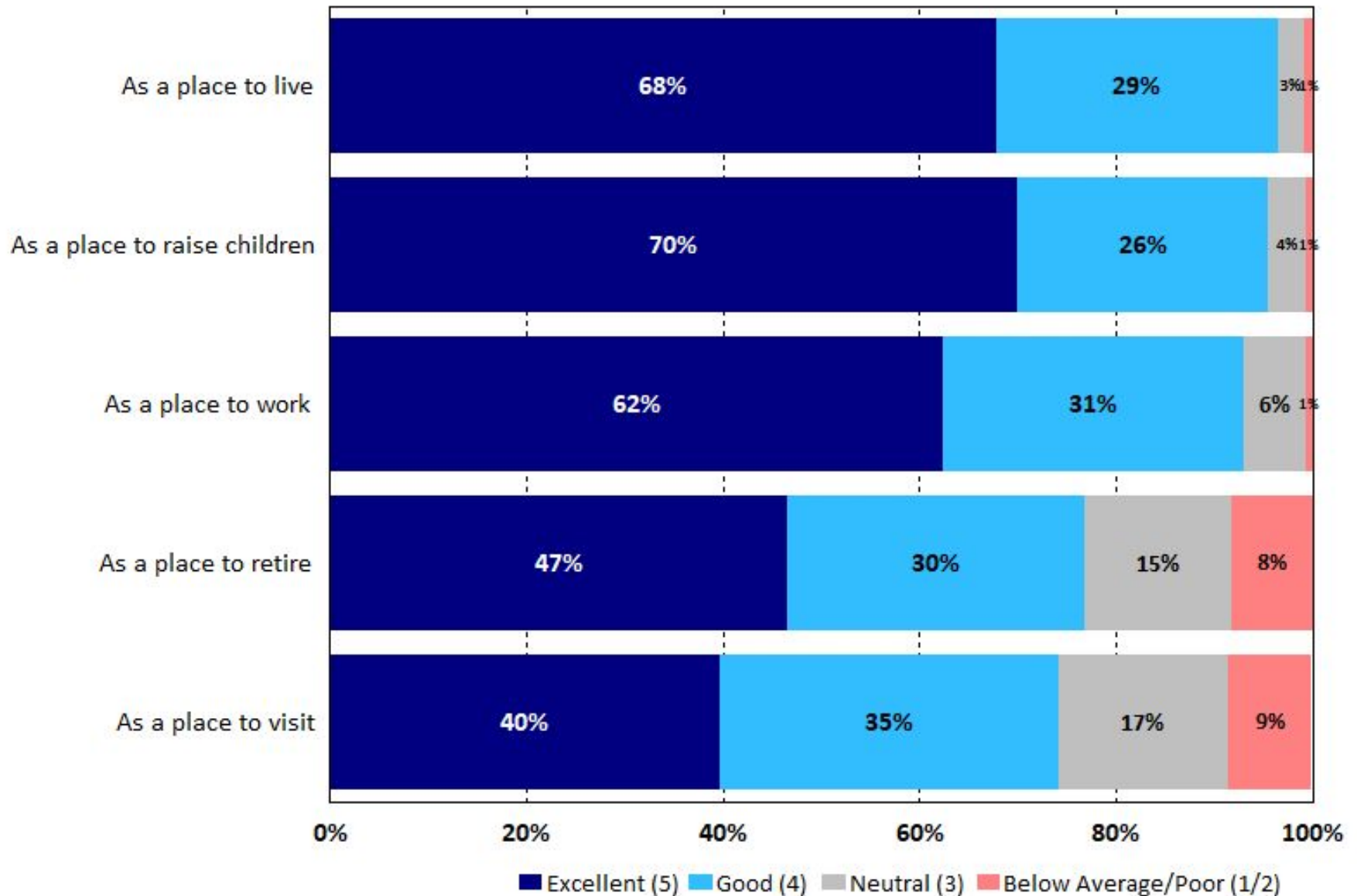
by percentage of respondents (excluding don't knows)



Over 90% of Respondents Are Satisfied with the Overall Quality of Life in Overland Park

Q17. Overall Ratings of the City

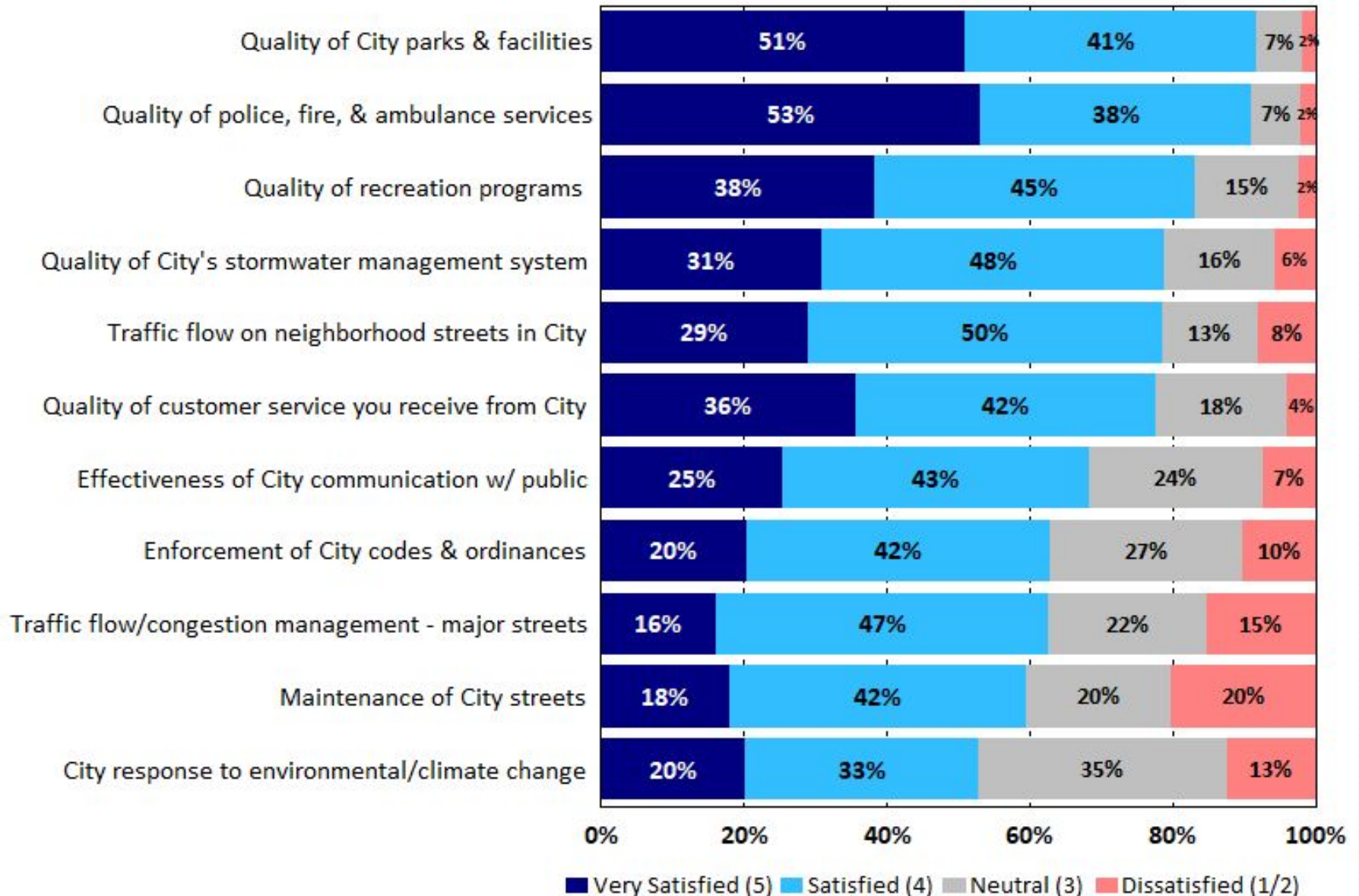
by percentage of respondents (excluding don't knows)



Over 90% Feel Overland Park Is an Excellent or Good Place to Live, Raise Children, and Work

Q1. Overall Satisfaction with City Services by Major Category

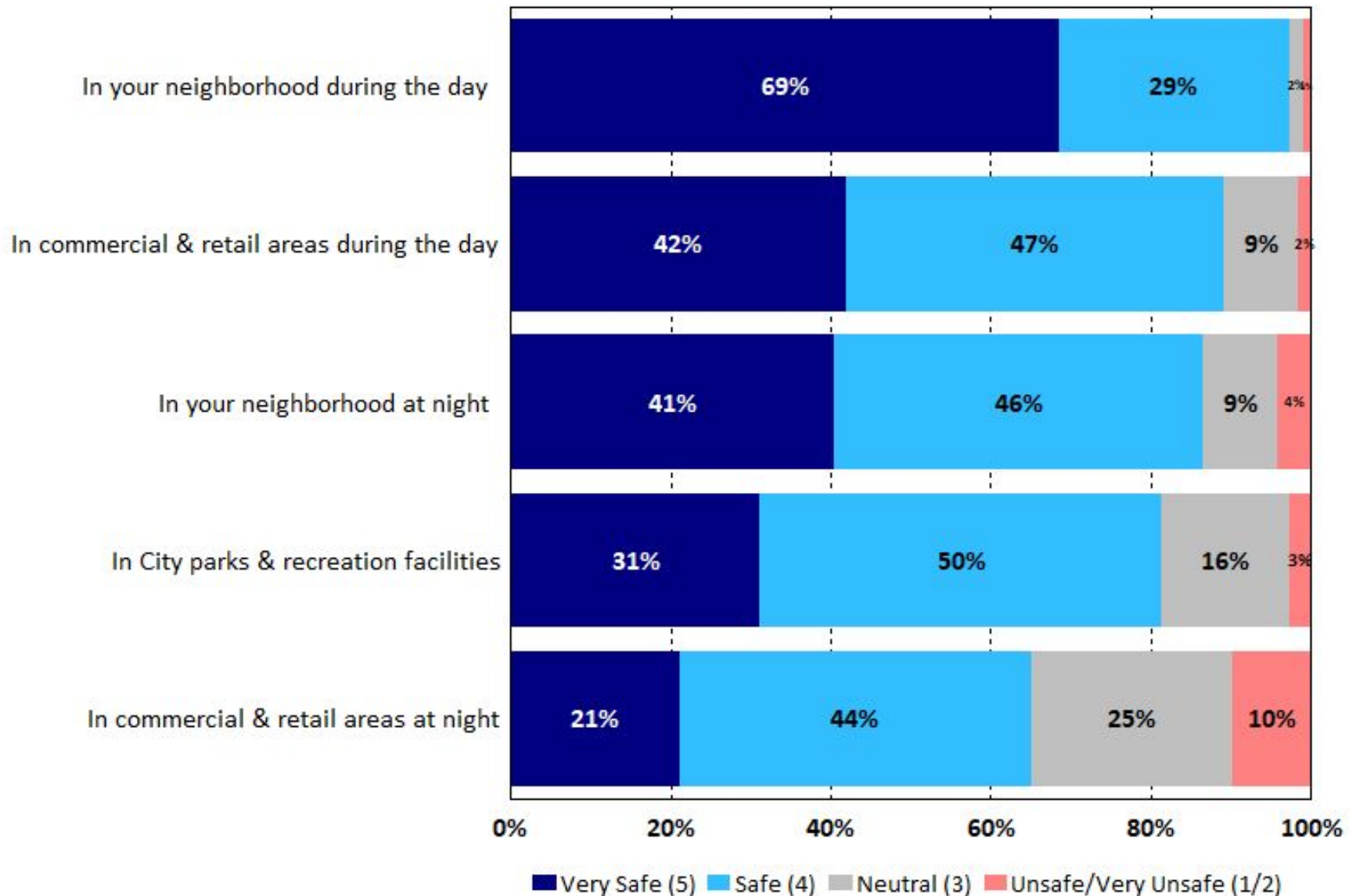
by percentage of respondents (excluding don't knows)



Satisfaction Is High for Major Categories of City Services

Q16. Perceptions of Safety

by percentage of respondents (excluding don't knows)



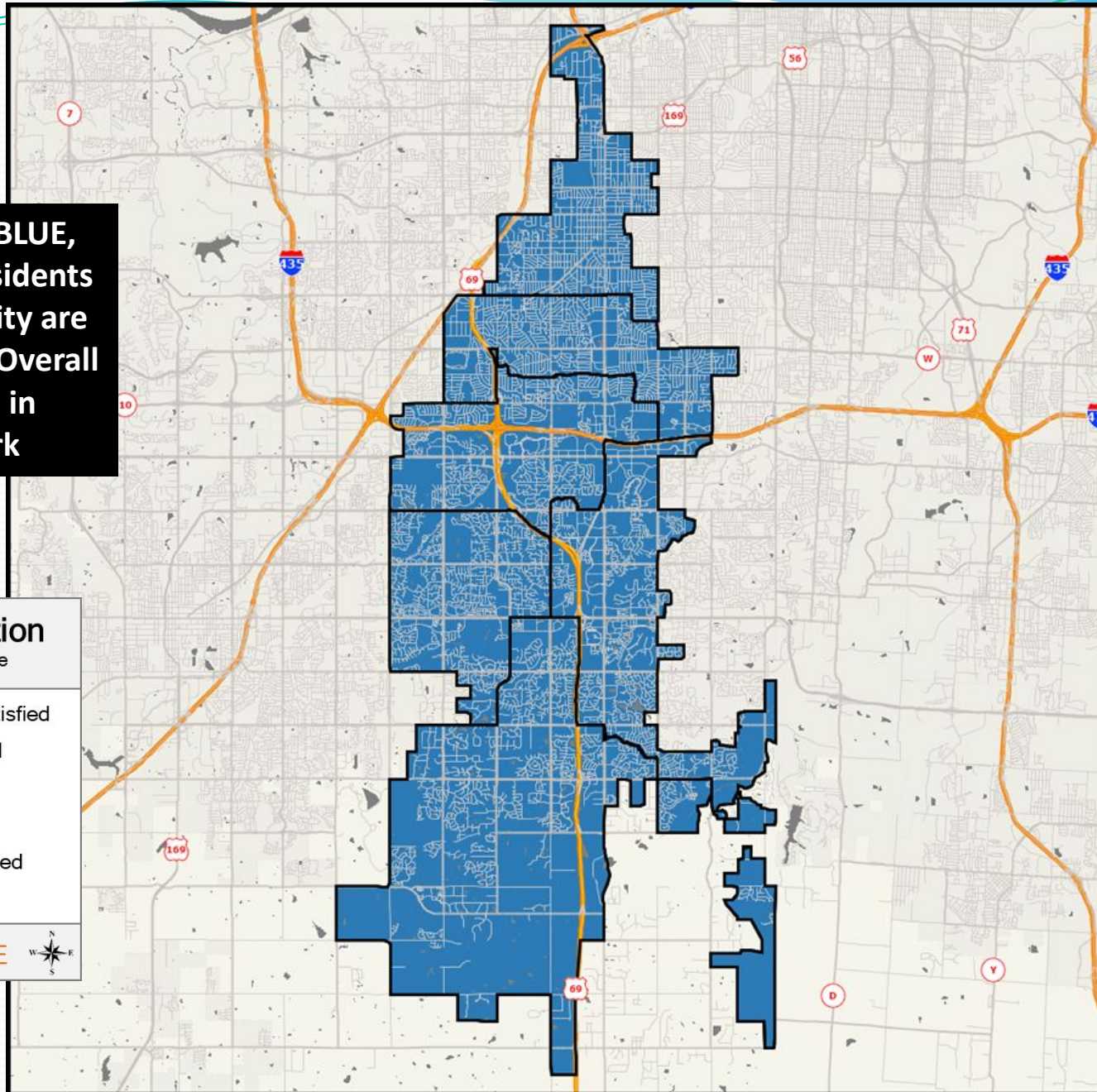
Residents Feel Safe in Overland Park

Overall Quality of Life in Overland Park

ALL areas are in BLUE,
indicating that residents
throughout the City are
satisfied with the Overall
Quality of Life in
Overland Park

Citizen Satisfaction

Mean rating on a 5-point scale

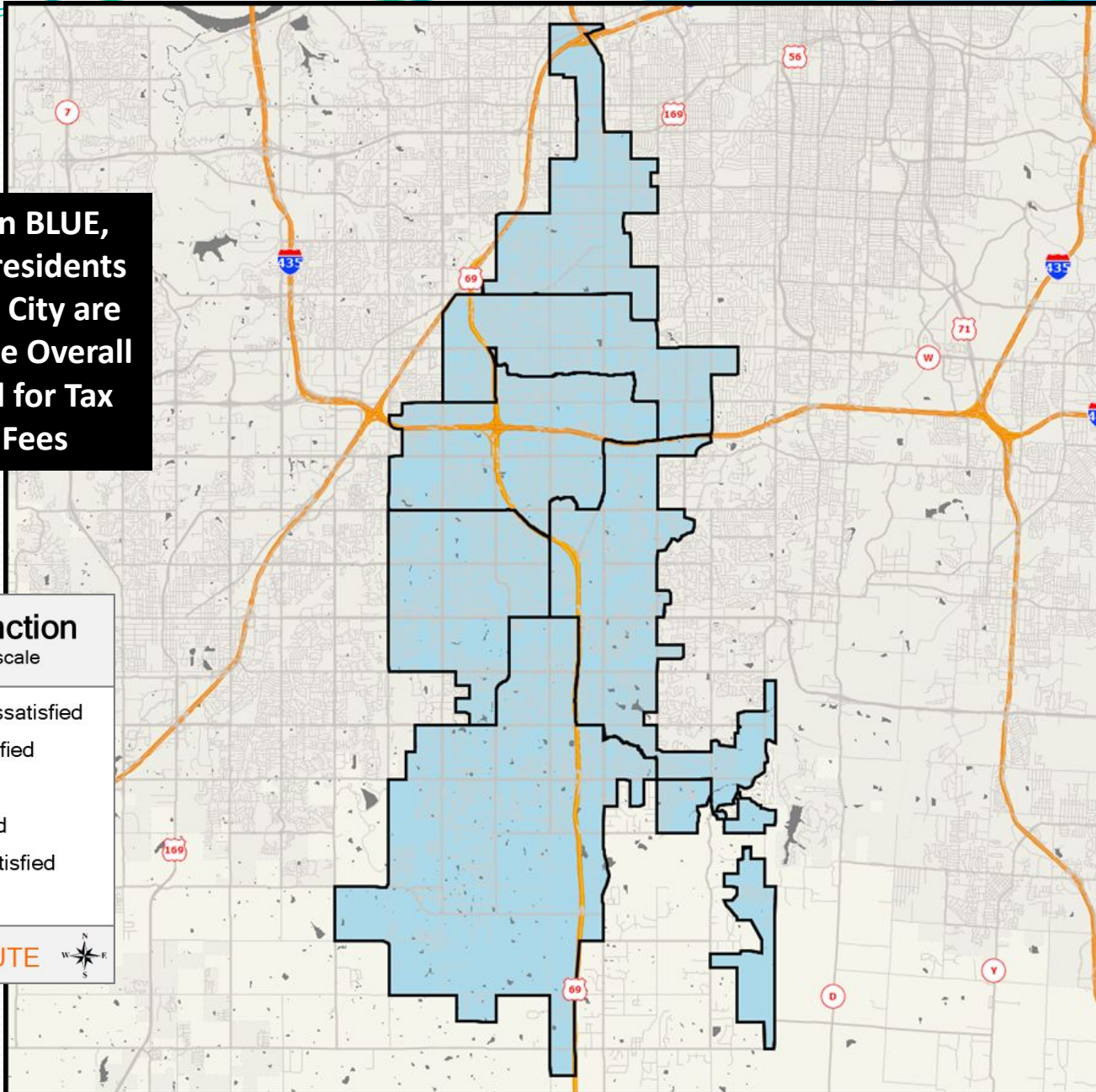


Overall Value Received for Tax Dollars and Fees

ALL areas are in BLUE,
indicating that residents
throughout the City are
satisfied with the Overall
Value Received for Tax
Dollars and Fees

Citizen Satisfaction

Mean rating on a 5-point scale



Major Finding #2

Trend Analysis

Changes in Satisfaction Since 2018

Notable Increases in Satisfaction Since 2018

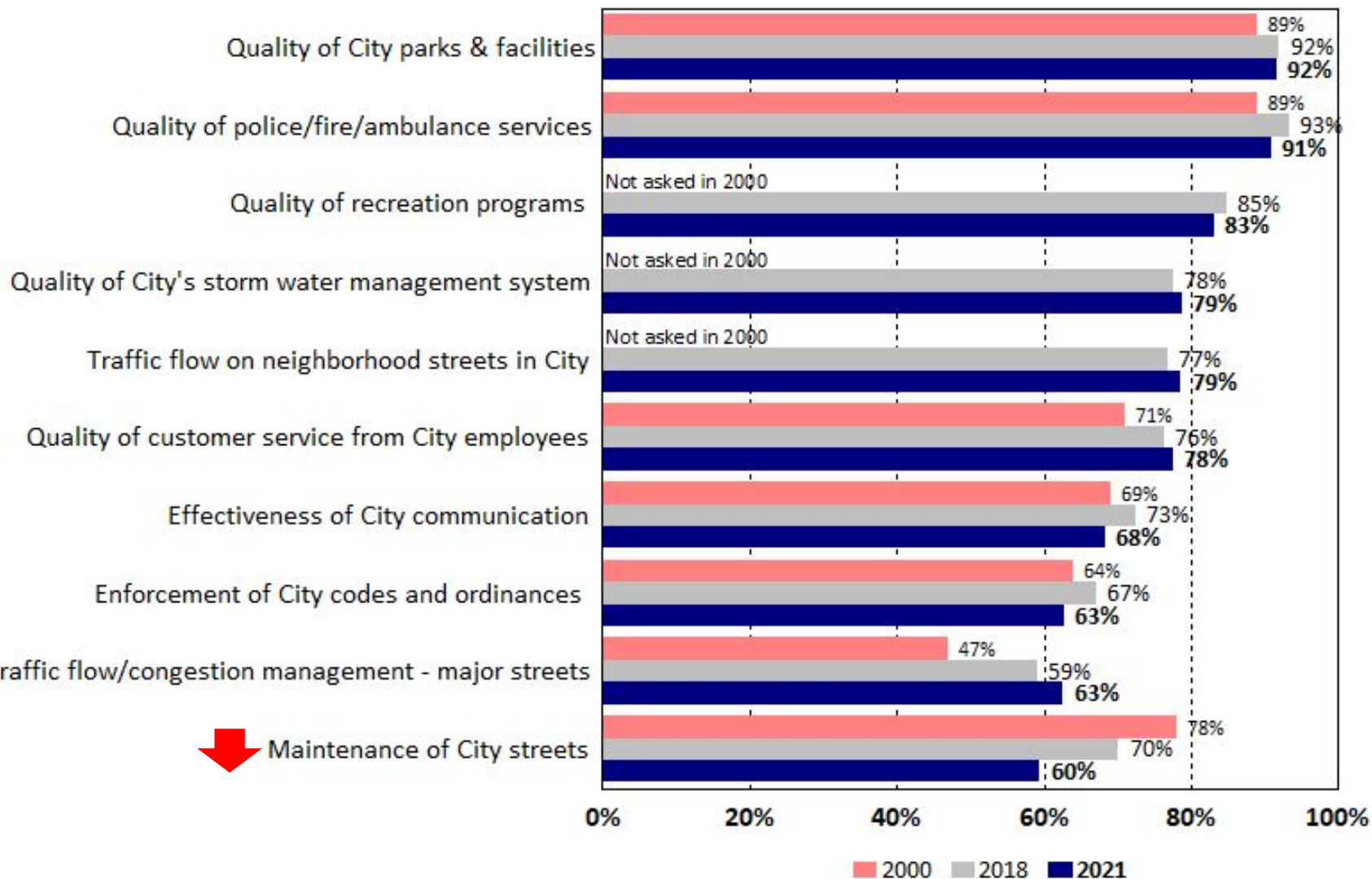
- ☐ Feeling of safety in City parks and recreation facilities
- ☐ Traffic flow/congestion management on major City streets
- ☐ Overall condition of housing in your neighborhood
- ☐ Walking and biking trails
- ☐ Number of City parks

Notable Decreases in Satisfaction Since 2018

- ☐ Maintenance of neighborhood streets
- ☐ Swimming pools
- ☐ Efforts to keep residents informed about local issues
- ☐ Maintenance of major City streets
- ☐ Level of public engagement in decision making

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)



Significant Increases From 2018:



Significant Decreases From 2018:

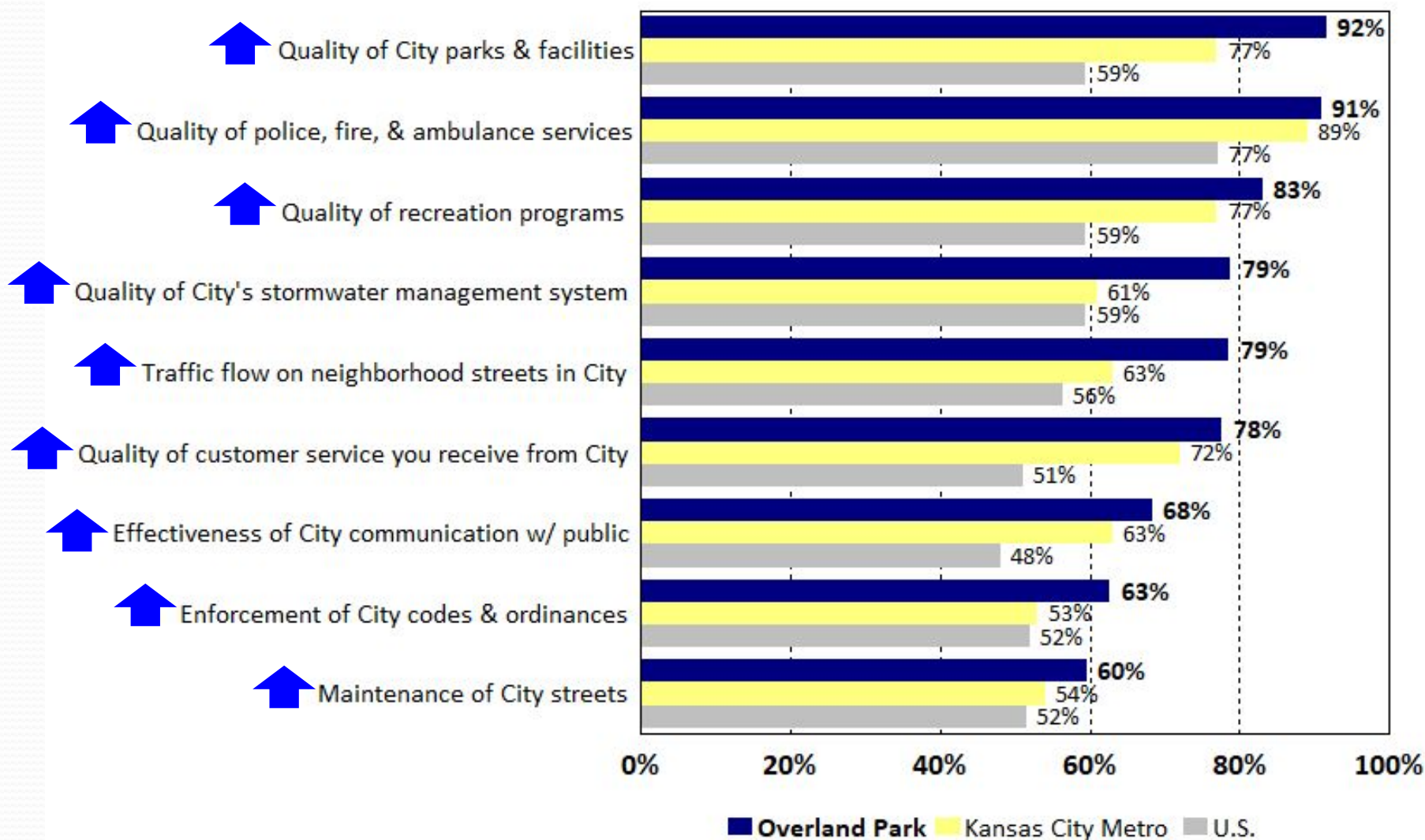


Major Finding #3

**Satisfaction with City Services Is
Much Higher in Overland Park
Than in Other Communities**

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

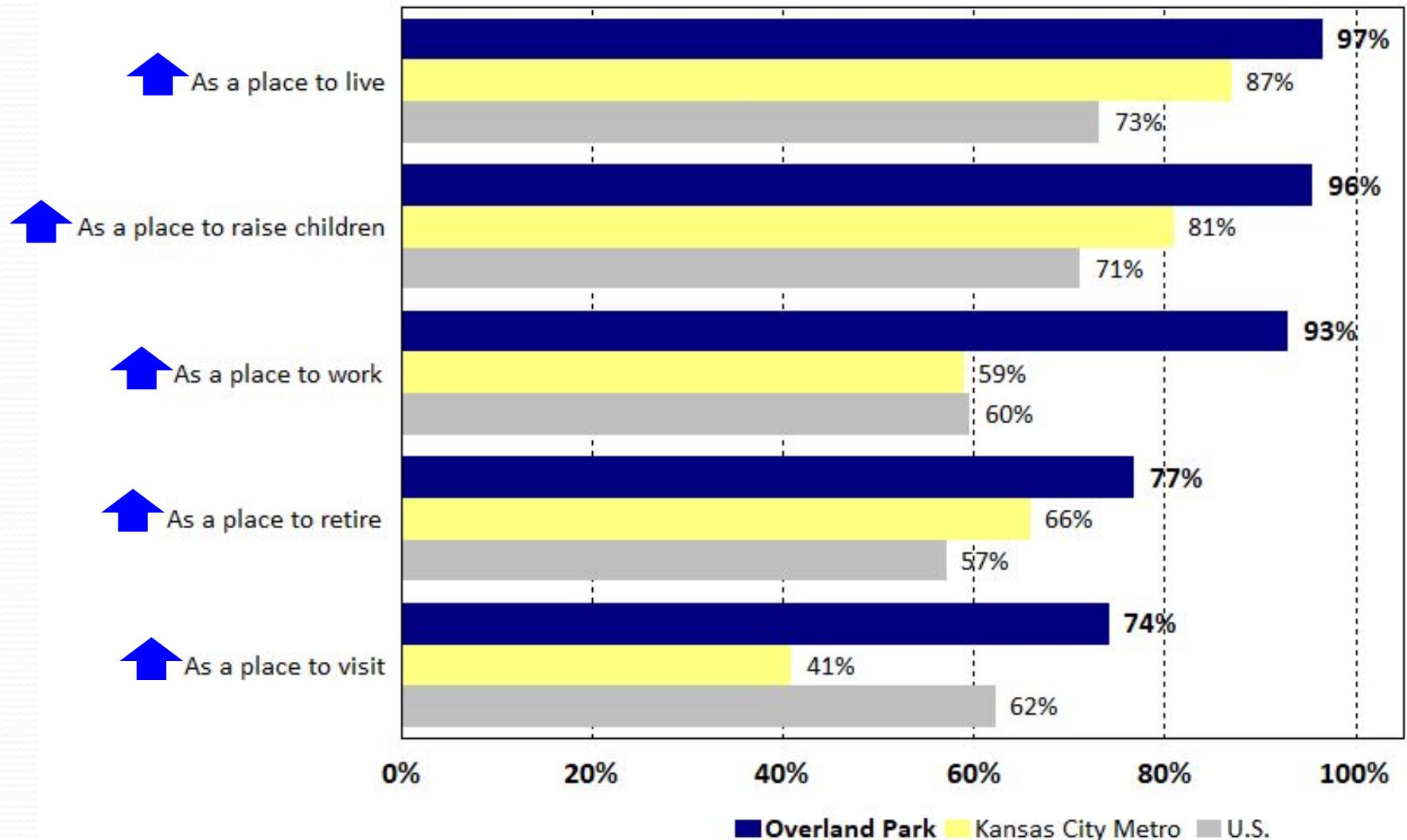
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Overland Park Rates Significantly Higher Than the KC Metro and National Average in All Categories

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

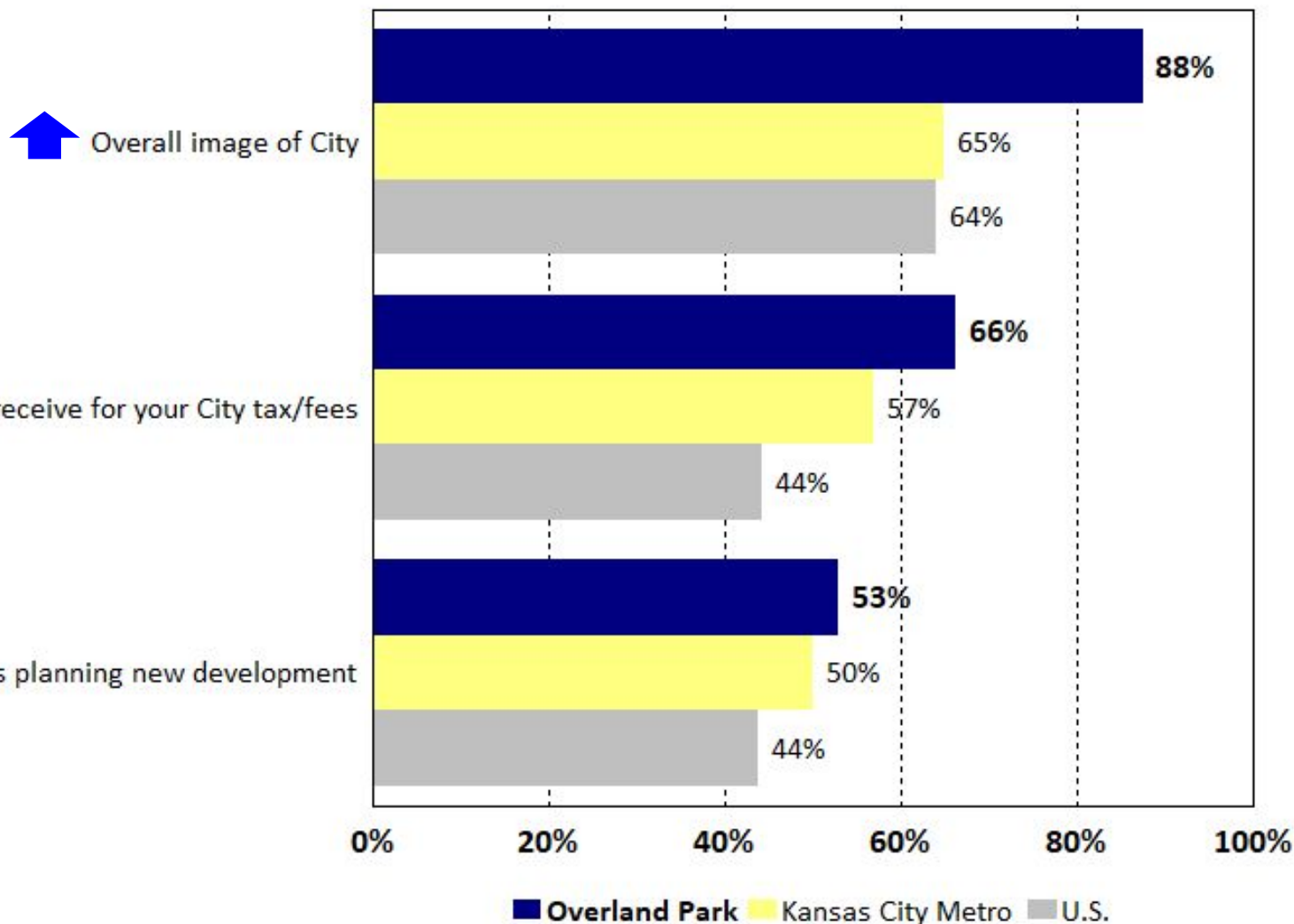
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor"



Overland Park Rates Significantly Higher Than Other Cities as a Place to Live and Raise Children

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

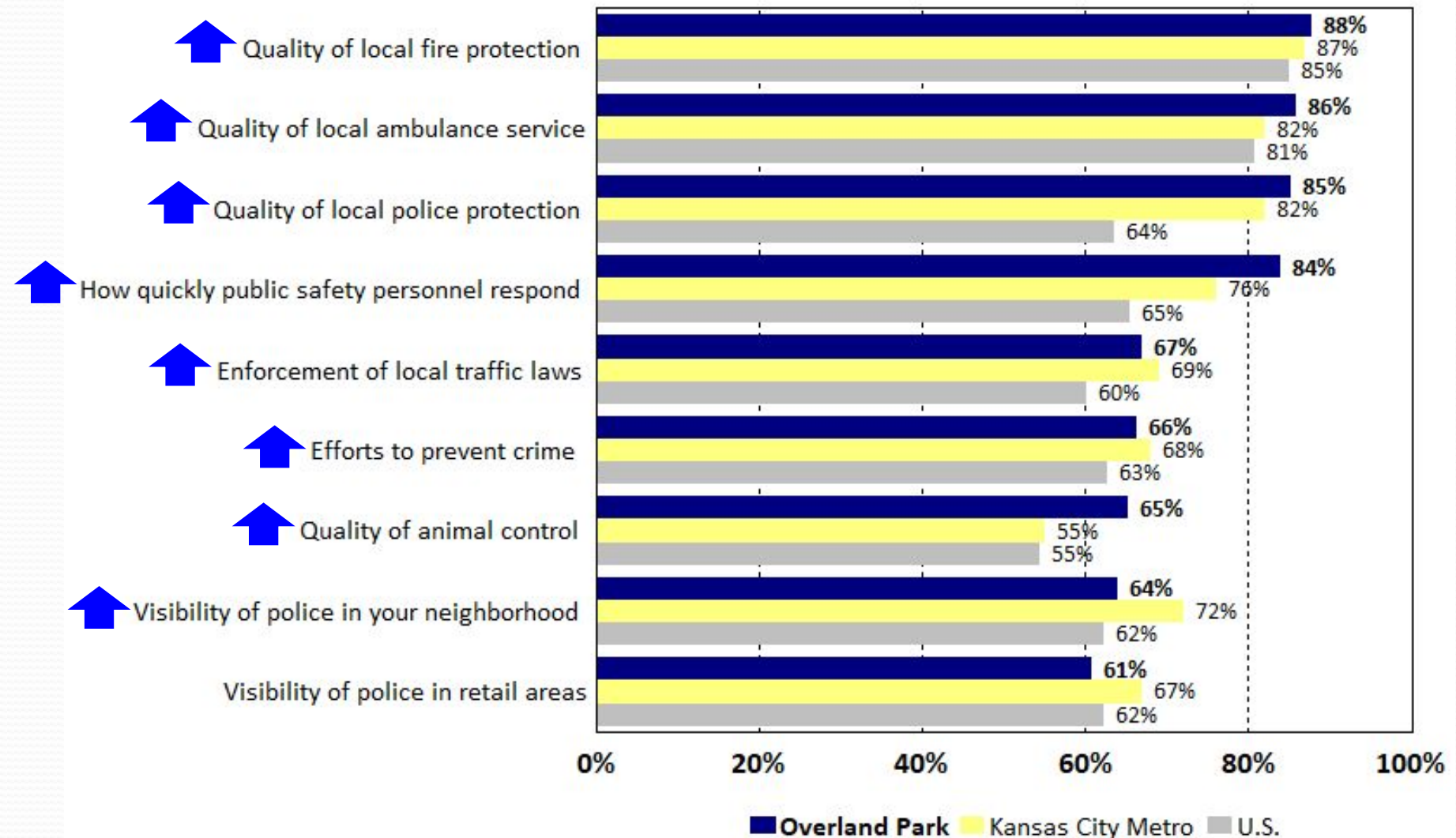
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Overland Park Rates 22% Higher Than the National Average in Value Residents Receive for Taxes/Fees

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

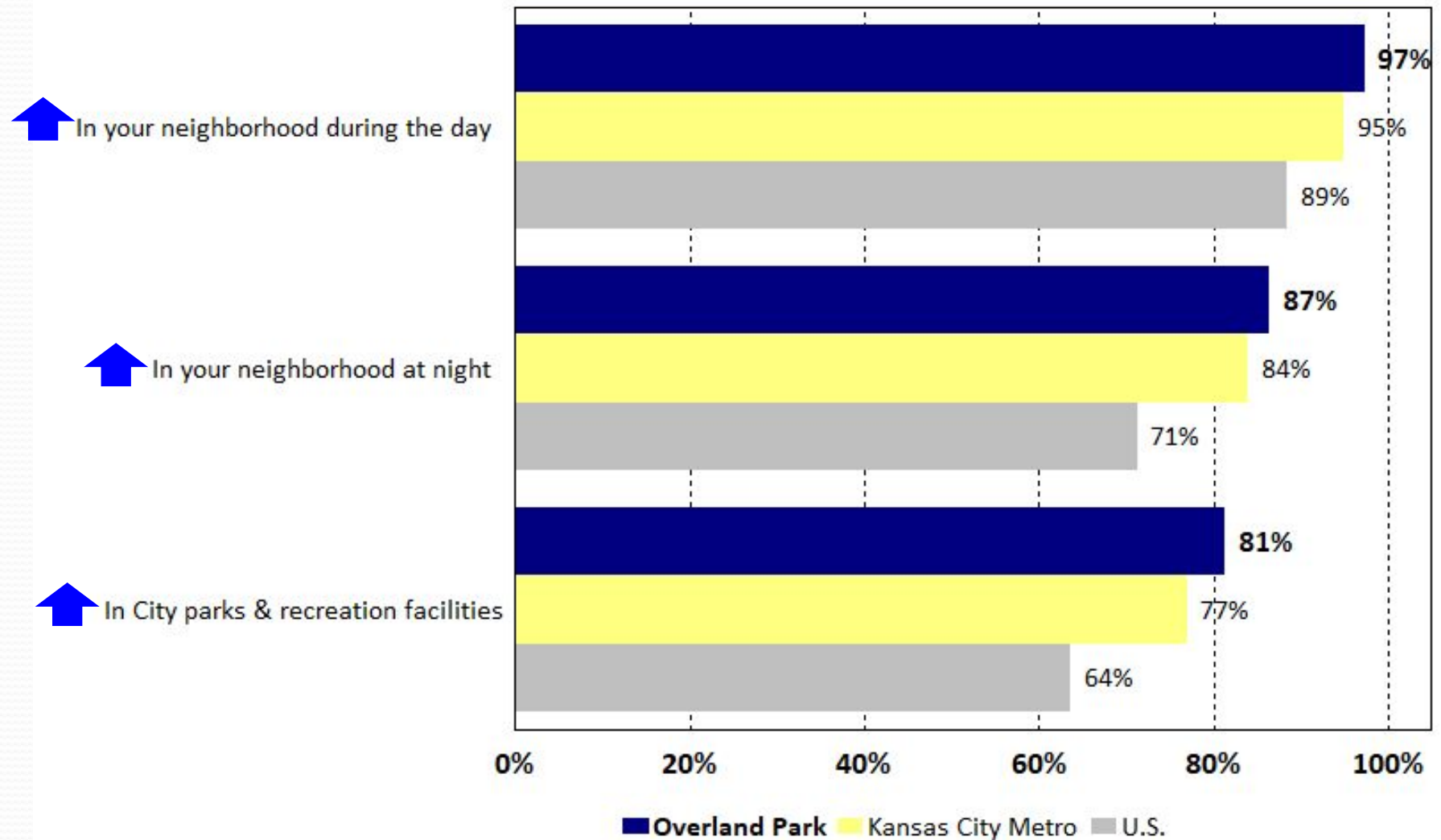
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Overland Park Rates Higher the National Average in Most Areas of Public Safety

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

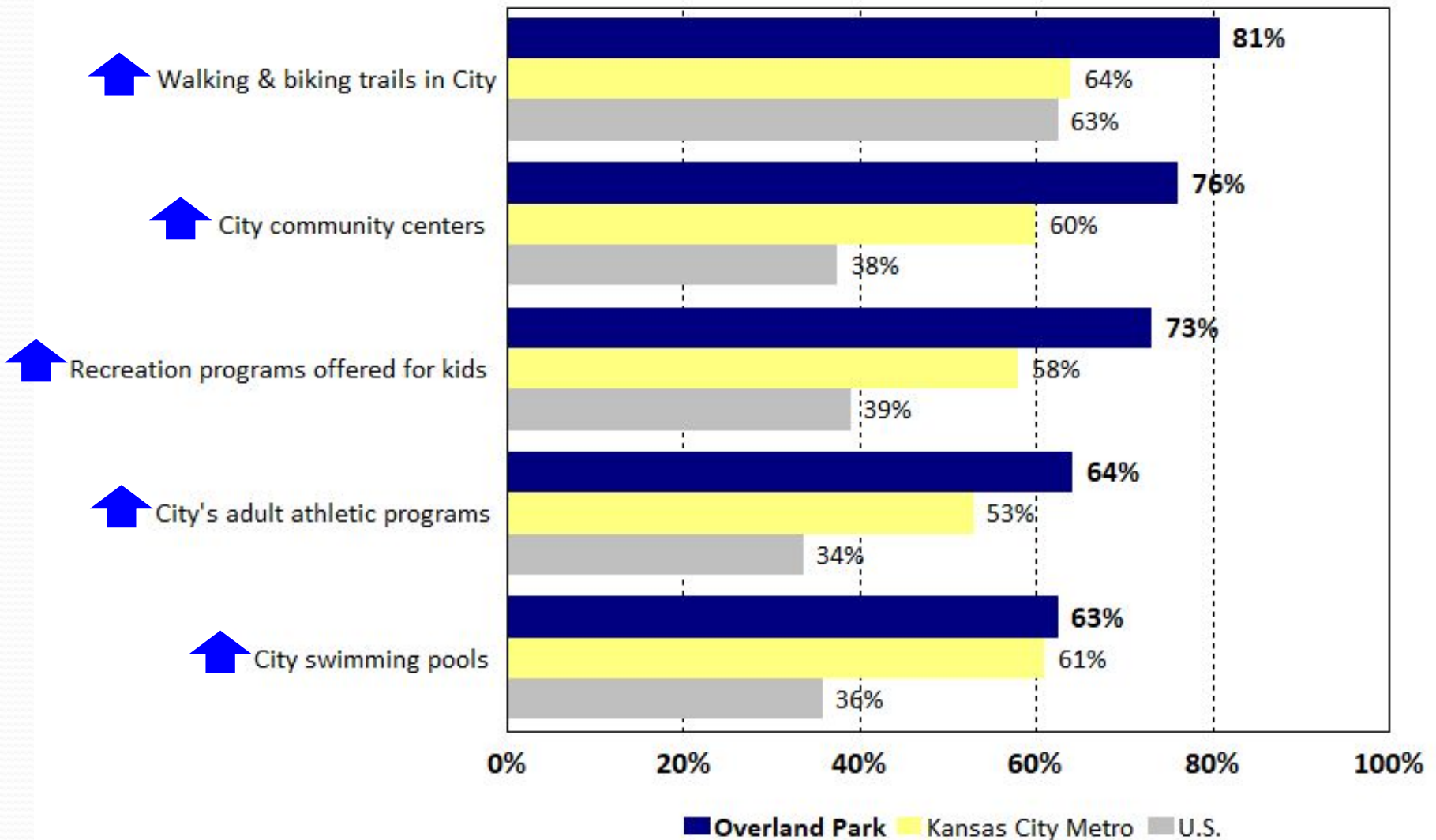
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe"



Overland Park Residents Feel Safer Than Residents in Other Cities

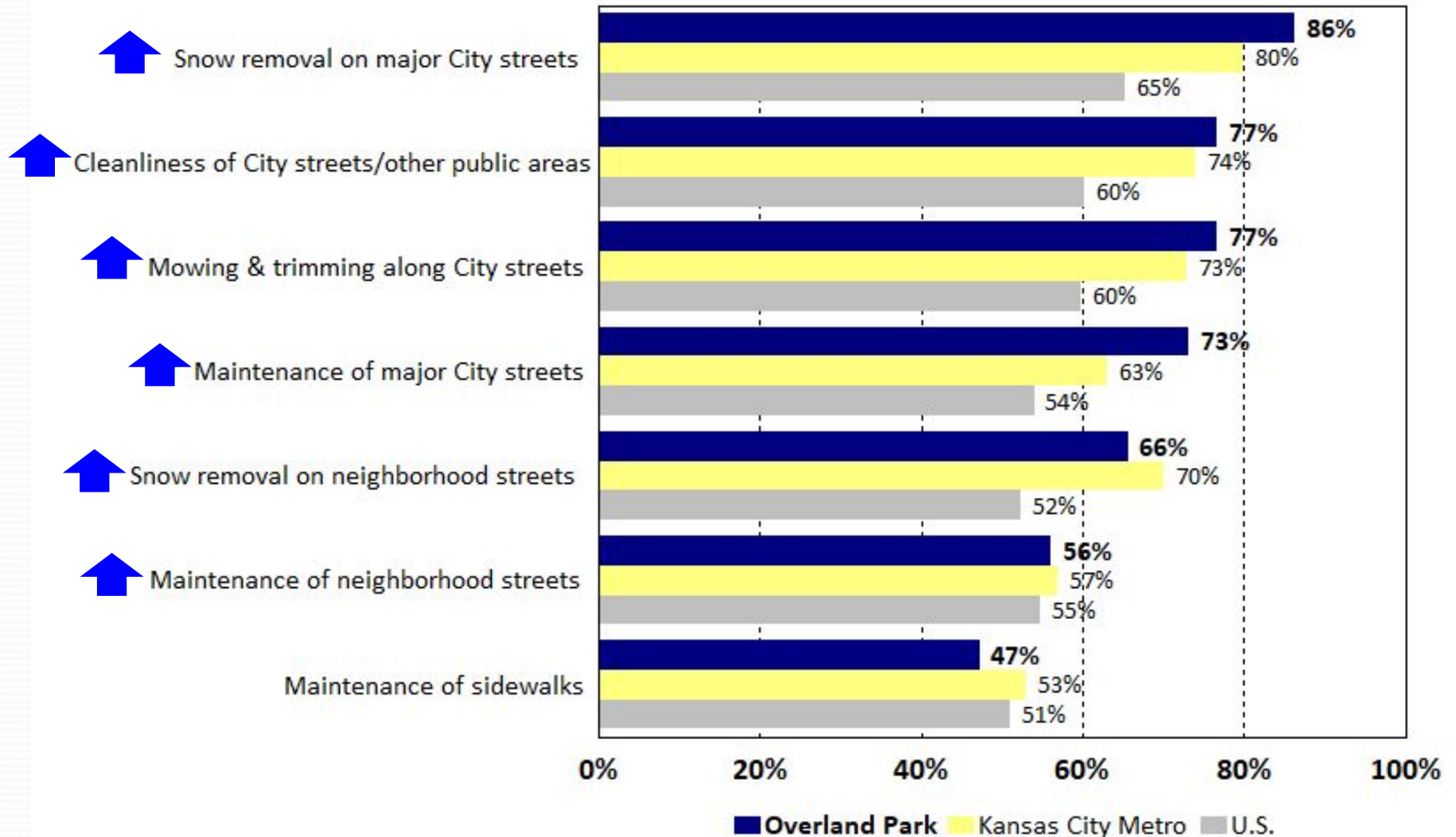
Overall Satisfaction with Parks and Recreation: City of Overland Park vs. Kansas City Metro vs. U.S.

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

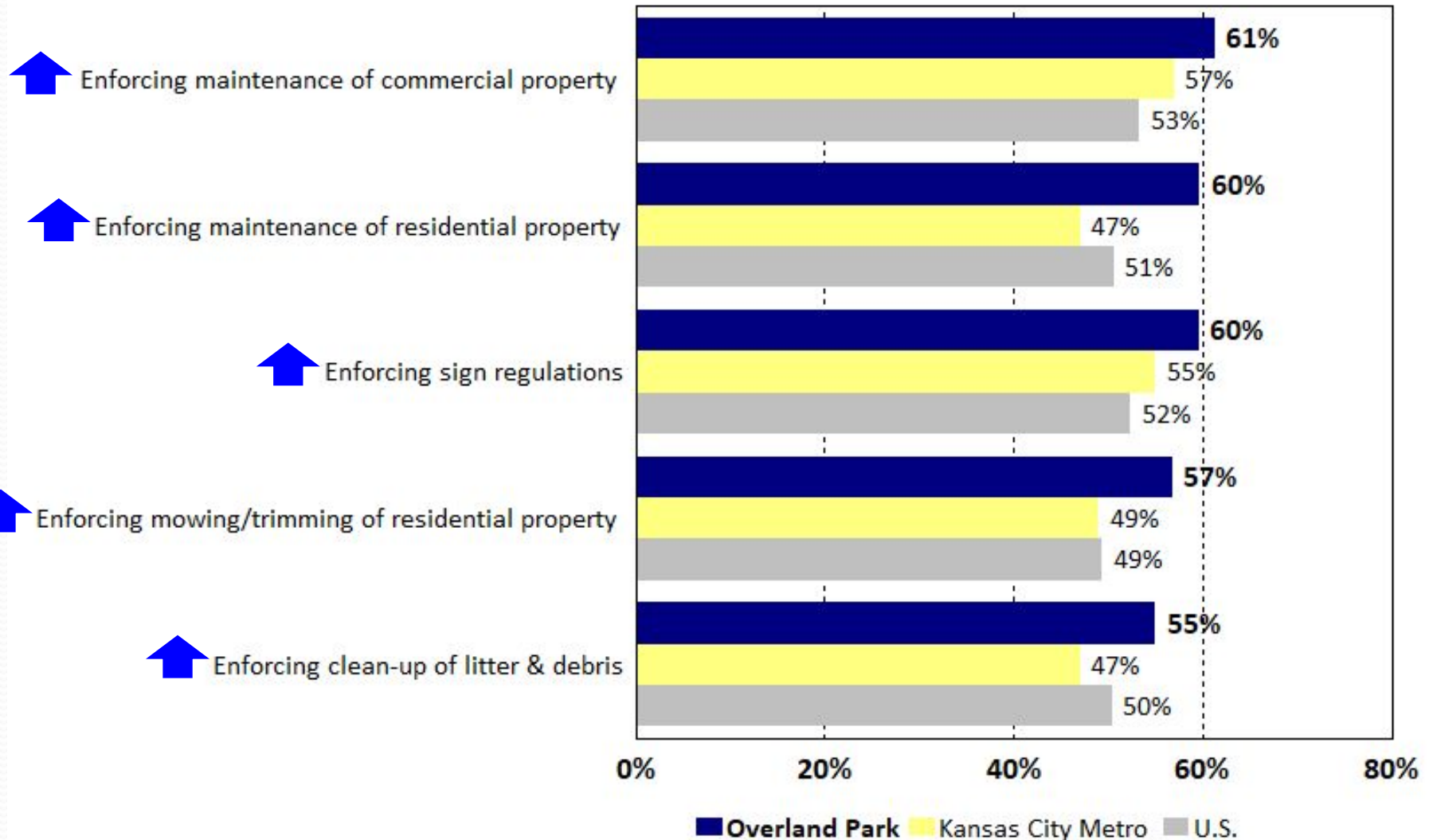
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Overland Park Rates Higher the National Average in Most Areas of Maintenance

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

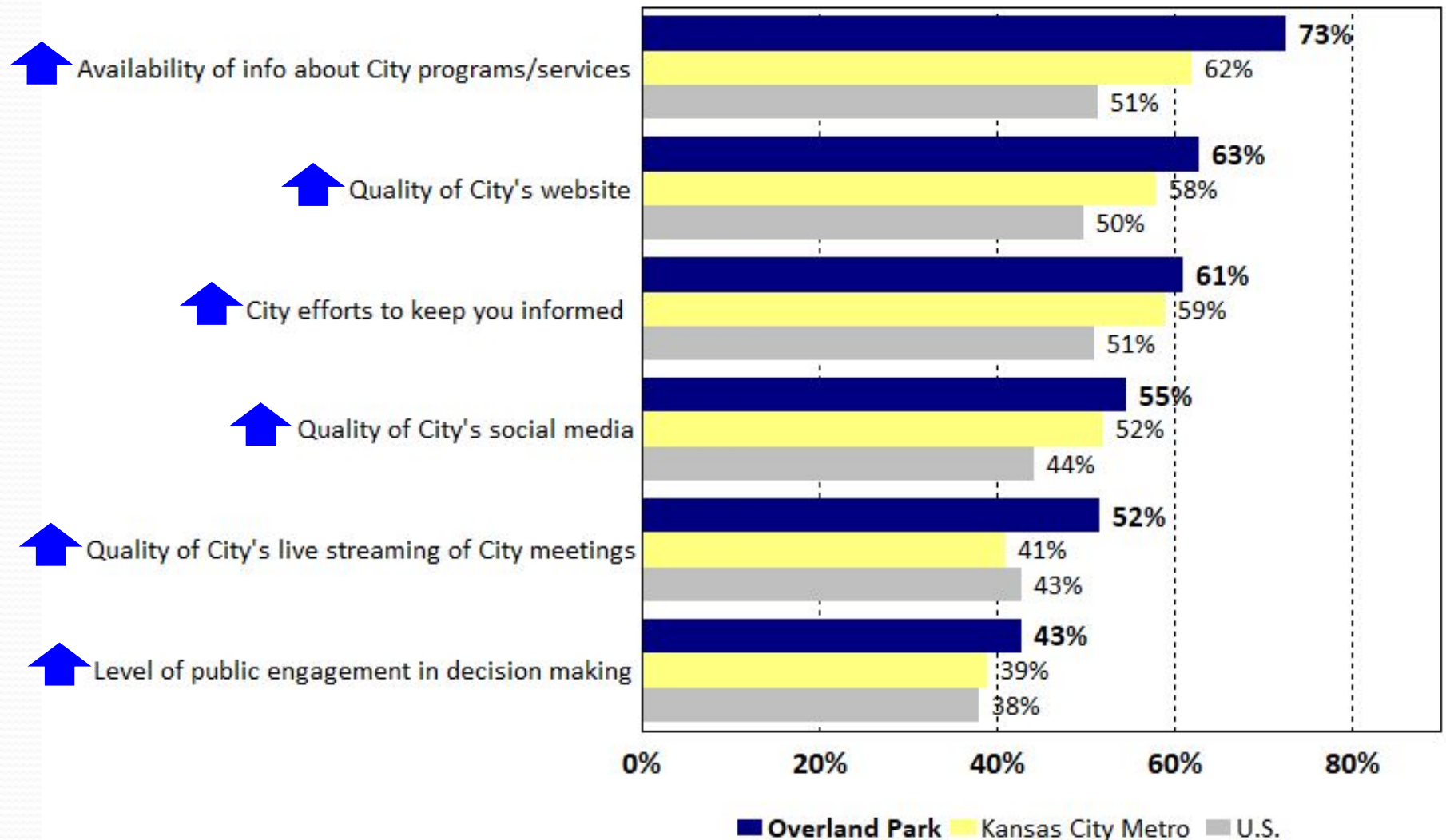
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Overland Park Rates Significantly Higher Than the National Average in All 5 Areas of Code Enforcement

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"



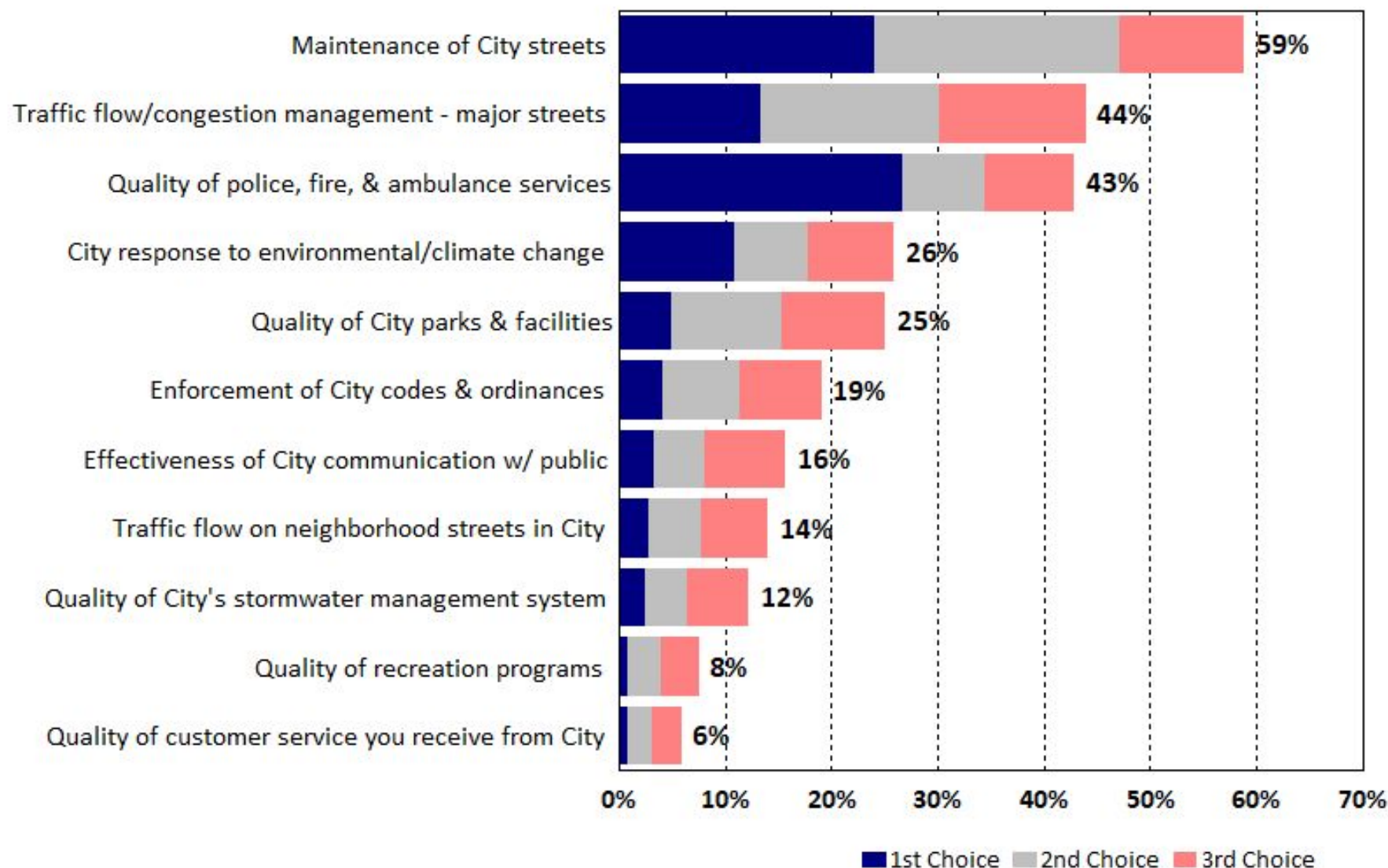
Overland Park Rates Significantly Higher Than the National Average in All 6 Areas of Communication

Major Finding #4

Top Community Priorities

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



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

Overall Priorities:

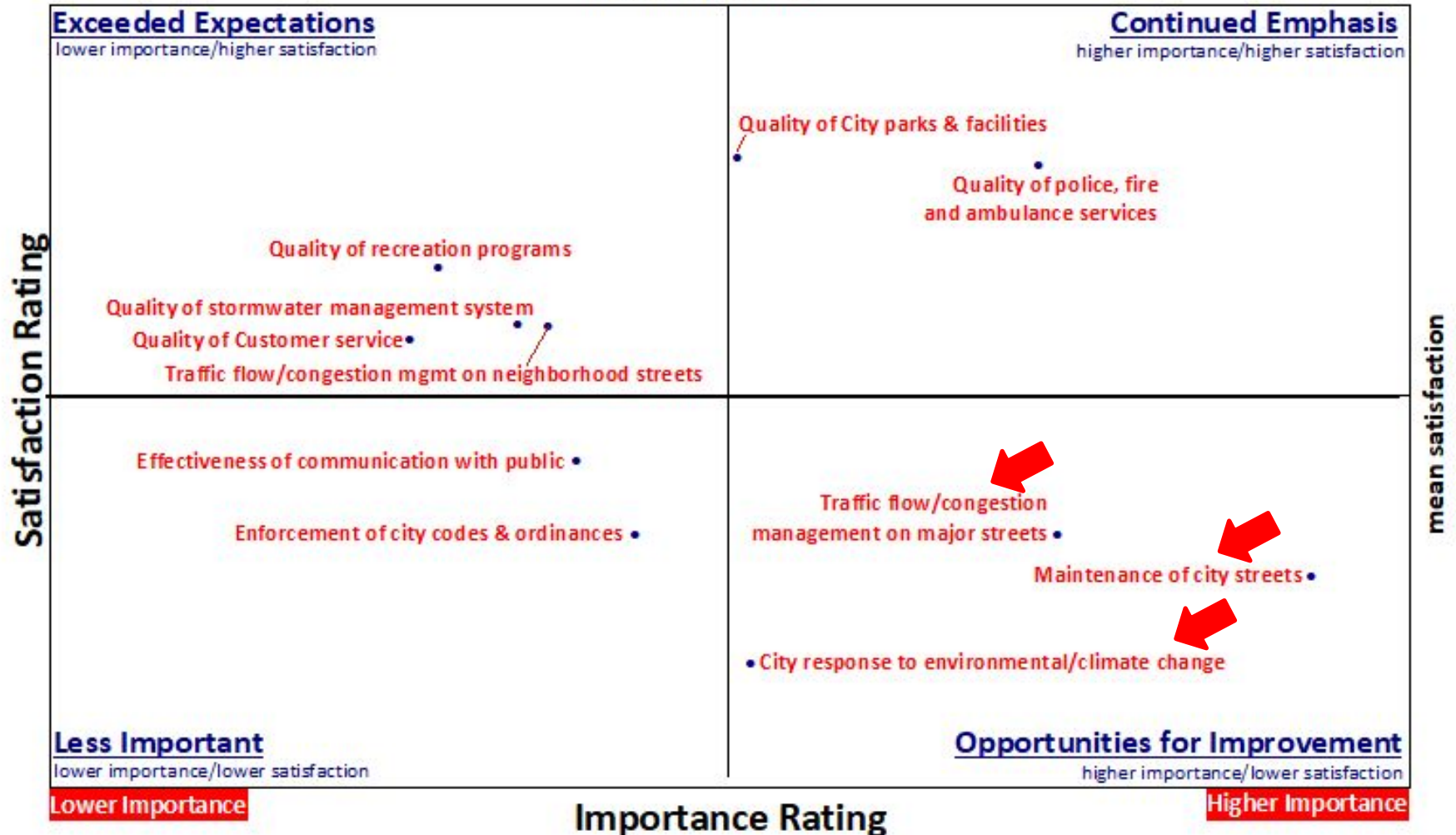
City of Overland Park DirectionFinder

Importance-Satisfaction Assessment Matrix

-Overall-

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

mean importance



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
Very High Priority (IS >.20)						
Maintenance of neighborhood streets	49%	1	56%	13	0.2160	1
High Priority (IS .10-.20)						
Maintenance of sidewalks	37%	3	47%	14	0.1969	2
Maintenance of major City streets	43%	2	73%	9	0.1165	3
Medium Priority (IS <.10)						
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

Maintenance Priorities:

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

Public Safety Priorities:

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
<u>Medium Priority (IS <.10)</u>						
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

Parks and Recreation Priorities:

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

Code Enforcement Priorities:

Summary

Summary

- **Residents Have a Very Positive Perception of the City**
 - ❑ 97% rated Overland Park as an excellent or good place to live
 - ❑ 96% rated Overland Park as an excellent or good place raise children
- **Satisfaction with City Services Is Much Higher in Overland Park Than in Other Communities**
 - ❑ Overland Park rated above the National Average in 50 of 52 areas
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Questions?

THANK YOU!!