2021 Community Survey
City of Overland Park, Kansas

Presented by

OVERLAND PARK KANSAS
ABOVE AND BEYOND. BY DESIGN.

ETC INSTITUTE

September 2021
ETC Institute
A National Leader in Market Research
for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 35 years

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
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 to 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)

- Overall quality of life in City: 43% Very Satisfied, 48% Satisfied, 7% Neutral, 1% Dissatisfied
- Overall image of City: 43% Very Satisfied, 45% Satisfied, 9% Neutral, 3% Dissatisfied
- Overall condition of housing in your neighborhood: 40% Very Satisfied, 45% Satisfied, 10% Neutral, 5% Dissatisfied
- Overall condition of commercial retail centers: 20% Very Satisfied, 51% Satisfied, 21% Neutral, 8% Dissatisfied
- Overall value you receive for your City tax/fees: 19% Very Satisfied, 47% Satisfied, 22% Neutral, 12% Dissatisfied
- How well City is planning new development: 18% Very Satisfied, 35% Satisfied, 25% Neutral, 22% Dissatisfied
- How well City is planning redevelopment: 16% Very Satisfied, 33% Satisfied, 31% Neutral, 20% Dissatisfied

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)

- As a place to live: 68% Excellent, 29% Good, 3% Neutral, 1% Below Average/Poor
- As a place to raise children: 70% Excellent, 26% Good, 4% Neutral, 1% Below Average/Poor
- As a place to work: 62% Excellent, 31% Good, 6% Neutral, 1% Below Average/Poor
- As a place to retire: 47% Excellent, 30% Good, 15% Neutral, 8% Below Average/Poor
- As a place to visit: 40% Excellent, 35% Good, 17% Neutral, 9% Below Average/Poor

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)

<table>
<thead>
<tr>
<th>Category</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of City parks &amp; facilities</td>
<td>51%</td>
<td>41%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Quality of police, fire, &amp; ambulance services</td>
<td>53%</td>
<td>38%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Quality of recreation programs</td>
<td>38%</td>
<td>45%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Quality of City's stormwater management system</td>
<td>31%</td>
<td>48%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Traffic flow on neighborhood streets in City</td>
<td>29%</td>
<td>50%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>Quality of customer service you receive from City</td>
<td>36%</td>
<td>42%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Effectiveness of City communication w/ public</td>
<td>25%</td>
<td>43%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>Enforcement of City codes &amp; ordinances</td>
<td>20%</td>
<td>42%</td>
<td>27%</td>
<td>10%</td>
</tr>
<tr>
<td>Traffic flow/congestion management - major streets</td>
<td>16%</td>
<td>47%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Maintenance of City streets</td>
<td>18%</td>
<td>42%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>City response to environmental/climate change</td>
<td>20%</td>
<td>33%</td>
<td>35%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Satisfaction Is High for Major Categories of City Services
Q16. Perceptions of Safety
by percentage of respondents (excluding don't knows)

In your neighborhood during the day
- Very Safe (5): 69%
- Safe (4): 29%

In commercial & retail areas during the day
- Very Safe (5): 42%
- Safe (4): 47%
- Neutral (3): 9%

In your neighborhood at night
- Very Safe (5): 41%
- Safe (4): 46%
- Neutral (3): 9%

In City parks & recreation facilities
- Very Safe (5): 31%
- Safe (4): 50%
- Neutral (3): 16%
- Unsafe/Very Unsafe (1/2): 3%

In commercial & retail areas at night
- Very Safe (5): 21%
- Safe (4): 44%
- Neutral (3): 25%
- Unsafe/Very Unsafe (1/2): 10%
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
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.
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)

- Quality of City parks & facilities
  - 2000: 89%
  - 2018: 89%
  - 2021: 92%

- Quality of police/fire/ambulance services
  - 2000: 92%
  - 2018: 89%
  - 2021: 93%

- Quality of recreation programs
  - 2000: Not asked
  - 2018: 85%
  - 2021: 83%

- Quality of City's storm water management system
  - 2000: Not asked
  - 2018: 78%
  - 2021: 79%

- Traffic flow on neighborhood streets in City
  - 2000: Not asked
  - 2018: 77%
  - 2021: 79%

- Quality of customer service from City employees
  - 2000: 71%
  - 2018: 76%
  - 2021: 78%

- Effectiveness of City communication
  - 2000: 69%
  - 2018: 68%
  - 2021: 73%

- Enforcement of City codes and ordinances
  - 2000: 64%
  - 2018: 67%
  - 2021: 67%

- Traffic flow/congestion management - major streets
  - 2000: 47%
  - 2018: 59%
  - 2021: 63%

- Maintenance of City streets
  - 2000: 63%
  - 2018: 63%
  - 2021: 78%

Significant Increases From 2018:  
Significant Decreases From 2018:  

Legend: 
- Red: 2000
- Gray: 2018
- Blue: 2021
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"

- Quality of City parks & facilities: 92% (Overland Park), 77% (Kansas City Metro), 77% (U.S.)
- Quality of police, fire, & ambulance services: 91% (Overland Park), 89% (Kansas City Metro), 77% (U.S.)
- Quality of recreation programs: 83% (Overland Park), 77% (Kansas City Metro), 77% (U.S.)
- Quality of City's stormwater management system: 79% (Overland Park), 79% (Kansas City Metro), 79% (U.S.)
- Traffic flow on neighborhood streets in City: 78% (Overland Park), 72% (Kansas City Metro), 63% (U.S.)
- Quality of customer service you receive from City: 68% (Overland Park), 63% (Kansas City Metro), 51% (U.S.)
- Effectiveness of City communication w/ public: 68% (Overland Park), 63% (Kansas City Metro), 48% (U.S.)
- Enforcement of City codes & ordinances: 63% (Overland Park), 53% (Kansas City Metro), 53% (U.S.)
- Maintenance of City streets: 60% (Overland Park), 54% (Kansas City Metro), 52% (U.S.)

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

- Overall image of City: Overland Park 88%, Kansas City Metro 65%, U.S. 64%
- Overall value you receive for your City tax/fees: Overland Park 57%, Kansas City Metro 44%, U.S. 44%
- How well City is planning new development: Overland Park 53%, Kansas City Metro 50%, U.S. 44%
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"

- Quality of local fire protection
- Quality of local ambulance service
- Quality of local police protection
- How quickly public safety personnel respond
- Enforcement of local traffic laws
- Efforts to prevent crime
- Quality of animal control
- Visibility of police in your neighborhood

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"

- In your neighborhood during the day: Overland Park 97%, Kansas City Metro 95%, U.S. 89%
- In your neighborhood at night: Overland Park 87%, Kansas City Metro 84%, U.S. 71%
- In City parks & recreation facilities: Overland Park 81%, Kansas City Metro 77%, U.S. 64%
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"

- Walking & biking trails in City: 81% Overland Park, 64% Kansas City Metro, 63% U.S.
- City community centers: 76% Overland Park, 60% Kansas City Metro, 38% U.S.
- Recreation programs offered for kids: 73% Overland Park, 58% Kansas City Metro, 39% U.S.
- City's adult athletic programs: 64% Overland Park, 53% Kansas City Metro, 34% U.S.
- City swimming pools: 63% Overland Park, 61% Kansas City Metro, 36% U.S.

Overland Park Rates Significantly Higher Than the National Average in All 5 Areas of Parks & Recreation
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"

- Snow removal on major City streets: Overland Park 86%, Kansas City Metro 65%, U.S. 80%
- Cleanliness of City streets/other public areas: Overland Park 77%, Kansas City Metro 60%, U.S. 74%
- Mowing & trimming along City streets: Overland Park 77%, Kansas City Metro 60%, U.S. 73%
- Maintenance of major City streets: Overland Park 73%, Kansas City Metro 54%, U.S. 63%
- Snow removal on neighborhood streets: Overland Park 66%, Kansas City Metro 52%, U.S. 70%
- Maintenance of neighborhood streets: Overland Park 56%, Kansas City Metro 57%, U.S. 55%
- Maintenance of sidewalks: Overland Park 47%, Kansas City Metro 53%, U.S. 51%

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"

- Enforcing maintenance of commercial property: Overland Park 61%, Kansas City Metro 53%, U.S. 57%
- Enforcing maintenance of residential property: Overland Park 60%, Kansas City Metro 51%, U.S. 47%
- Enforcing sign regulations: Overland Park 60%, Kansas City Metro 52%, U.S. 55%
- Enforcing mowing/trimming of residential property: Overland Park 57%, Kansas City Metro 49%, U.S. 49%
- Enforcing clean-up of litter & debris: Overland Park 55%, Kansas City Metro 47%, U.S. 50%

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"

- Availability of info about City programs/services: 73% Overland Park, 62% Kansas City Metro, 51% U.S.
- Quality of City's website: 63% Overland Park, 58% Kansas City Metro, 50% U.S.
- City efforts to keep you informed: 61% Overland Park, 59% Kansas City Metro, 51% U.S.
- Quality of City's social media: 55% Overland Park, 52% Kansas City Metro, 44% U.S.
- Quality of City's live streaming of City meetings: 52% Overland Park, 43% Kansas City Metro, 41% U.S.
- Level of public engagement in decision making: 43% Overland Park, 39% Kansas City Metro, 38% U.S.

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

- Maintenance of City streets: 59%
- Traffic flow/congestion management - major streets: 44%
- Quality of police, fire, & ambulance services: 43%
- City response to environmental/climate change: 26%
- Quality of City parks & facilities: 25%
- Enforcement of City codes & ordinances: 19%
- Effectiveness of City communication w/ public: 16%
- Traffic flow on neighborhood streets in City: 14%
- Quality of City’s stormwater management system: 12%
- Quality of recreation programs: 8%
- Quality of customer service you receive from City: 6%
## Importance-Satisfaction Rating

**City of Overland Park**

**Major Categories of City Services**

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

**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)

<table>
<thead>
<tr>
<th>mean importance</th>
<th>Continued Emphasis</th>
<th>Quality of City parks &amp; facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeded Expectations</td>
<td>Quality of police, fire and ambulance services</td>
<td></td>
</tr>
<tr>
<td>lower importance/higher satisfaction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of recreation programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of stormwater management system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of Customer service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic flow/congestion mgmt on neighborhood streets</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>mean satisfaction</th>
<th>Opportunities for Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Important</td>
<td>Traffic flow/congestion management on major streets</td>
</tr>
<tr>
<td>lower importance/lower satisfaction</td>
<td>Maintenance of city streets</td>
</tr>
<tr>
<td>Effectiveness of communication with public</td>
<td></td>
</tr>
<tr>
<td>Enforcement of city codes &amp; ordinances</td>
<td></td>
</tr>
<tr>
<td>Lower Importance</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Higher Importance</td>
<td></td>
</tr>
<tr>
<td>City response to environmental/climate change</td>
<td></td>
</tr>
</tbody>
</table>
## Importance-Satisfaction Rating

### City of Overland Park

### City Maintenance Services

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of neighborhood streets</td>
<td>49%</td>
<td>1</td>
<td>56%</td>
<td>13</td>
<td>0.2160</td>
<td>1</td>
</tr>
<tr>
<td><strong>High Priority (IS .10 - .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of sidewalks</td>
<td>37%</td>
<td>3</td>
<td>47%</td>
<td>14</td>
<td>0.1969</td>
<td>2</td>
</tr>
<tr>
<td>Maintenance of major City streets</td>
<td>43%</td>
<td>2</td>
<td>73%</td>
<td>9</td>
<td>0.1165</td>
<td>3</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snow removal on neighborhood streets</td>
<td>26%</td>
<td>4</td>
<td>66%</td>
<td>11</td>
<td>0.0891</td>
<td>4</td>
</tr>
<tr>
<td>On-street bicycle infrastructure</td>
<td>16%</td>
<td>6</td>
<td>57%</td>
<td>12</td>
<td>0.0672</td>
<td>5</td>
</tr>
<tr>
<td>Cleanliness of City streets/other public areas</td>
<td>22%</td>
<td>5</td>
<td>77%</td>
<td>7</td>
<td>0.0501</td>
<td>6</td>
</tr>
<tr>
<td>Maintenance of curbs</td>
<td>10%</td>
<td>8</td>
<td>67%</td>
<td>10</td>
<td>0.0318</td>
<td>7</td>
</tr>
<tr>
<td>Snow removal on major City streets</td>
<td>14%</td>
<td>7</td>
<td>86%</td>
<td>1</td>
<td>0.0186</td>
<td>8</td>
</tr>
<tr>
<td>Maintenance of street lights</td>
<td>9%</td>
<td>9</td>
<td>80%</td>
<td>6</td>
<td>0.0180</td>
<td>9</td>
</tr>
<tr>
<td>Mowing &amp; trimming along City streets</td>
<td>7%</td>
<td>11</td>
<td>77%</td>
<td>8</td>
<td>0.0168</td>
<td>10</td>
</tr>
<tr>
<td>Maintenance of traffic signals</td>
<td>8%</td>
<td>10</td>
<td>82%</td>
<td>5</td>
<td>0.0140</td>
<td>11</td>
</tr>
<tr>
<td>Mowing &amp; trimming of City parks</td>
<td>4%</td>
<td>12</td>
<td>82%</td>
<td>3</td>
<td>0.0063</td>
<td>12</td>
</tr>
<tr>
<td>Maintenance of street signs</td>
<td>2%</td>
<td>13</td>
<td>84%</td>
<td>2</td>
<td>0.0029</td>
<td>13</td>
</tr>
<tr>
<td>Maintenance of City buildings</td>
<td>2%</td>
<td>14</td>
<td>82%</td>
<td>4</td>
<td>0.0027</td>
<td>14</td>
</tr>
</tbody>
</table>

**Maintenance Priorities:**

- Snow removal on neighborhood streets (49% importance, 56% satisfaction, IS = 0.2160)
- Maintenance of sidewalks (37% importance, 47% satisfaction, IS = 0.1969)
- Maintenance of major City streets (43% importance, 73% satisfaction, IS = 0.1165)
- Snow removal on major City streets (14% importance, 86% satisfaction, IS = 0.0186)
- Maintenance of street lights (9% importance, 80% satisfaction, IS = 0.0180)
# Importance-Satisfaction Rating

## City of Overland Park

### Public Safety Services

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

**Public Safety Priorities:**
## Importance-Satisfaction Rating
### City of Overland Park
#### Parks and Recreation

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

**Parks and Recreation Priorities:**

1. Walking & biking trails in City
2. Arts & cultural programs
3. City swimming pools
4. Maintenance of City parks
5. Fees charged for recreation programs
6. Recreation programs offered for kids
7. City community centers
8. Other City recreation programs/special events
9. City’s adult athletic programs
10. Number of City parks
11. City golf courses
12. Tennis courts & athletic facilities
13. Overland Park Arboretum & Botanical Gardens
14. Deanna Rose Children’s Farmstead
15. Overland Park Soccer Complex
## Importance-Satisfaction Rating

**City of Overland Park**  
**Code Enforcement**

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; 0.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcing clean-up of litter &amp; debris</td>
<td>59%</td>
<td>1</td>
<td>55%</td>
<td>6</td>
<td>0.2669</td>
<td>1</td>
</tr>
<tr>
<td>Enforcing maintenance of rental properties</td>
<td>42%</td>
<td>2</td>
<td>46%</td>
<td>7</td>
<td>0.2258</td>
<td>2</td>
</tr>
<tr>
<td><strong>High Priority (IS 0.10-0.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcing maintenance of residential property</td>
<td>32%</td>
<td>3</td>
<td>60%</td>
<td>2</td>
<td>0.1290</td>
<td>3</td>
</tr>
<tr>
<td>Enforcing mowing/trimming of residential property</td>
<td>28%</td>
<td>4</td>
<td>57%</td>
<td>5</td>
<td>0.1192</td>
<td>4</td>
</tr>
<tr>
<td>Enforcing mowing/trimming of commercial property</td>
<td>27%</td>
<td>5</td>
<td>59%</td>
<td>4</td>
<td>0.1119</td>
<td>5</td>
</tr>
<tr>
<td>Enforcing maintenance of commercial property</td>
<td>27%</td>
<td>6</td>
<td>61%</td>
<td>1</td>
<td>0.1041</td>
<td>6</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; 0.10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcing sign regulations</td>
<td>16%</td>
<td>7</td>
<td>60%</td>
<td>3</td>
<td>0.0654</td>
<td>7</td>
</tr>
</tbody>
</table>

**Code Enforcement Priorities:**

- Enforcing clean-up of litter & debris (Very High Priority, 1)
- Enforcing maintenance of rental properties (Very High Priority, 2)
- Enforcing maintenance of residential property (High Priority, 3)
- Enforcing mowing/trimming of residential property (High Priority, 4)
- Enforcing mowing/trimming of commercial property (High Priority, 5)
- Enforcing maintenance of commercial property (High Priority, 6)
- Enforcing sign regulations (Medium Priority, 7)
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
Questions?

THANK YOU!!