



*2010 City of Olathe
DirectionFinder® Survey*

FINAL Report

Submitted to

The City of Olathe, KS

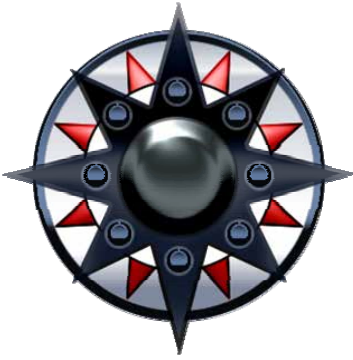


725 W. Frontier Circle

Olathe, KS 66061

(913) 829-1215

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etc
Institute

Olathe 2010 DirectionFinder[®] Survey

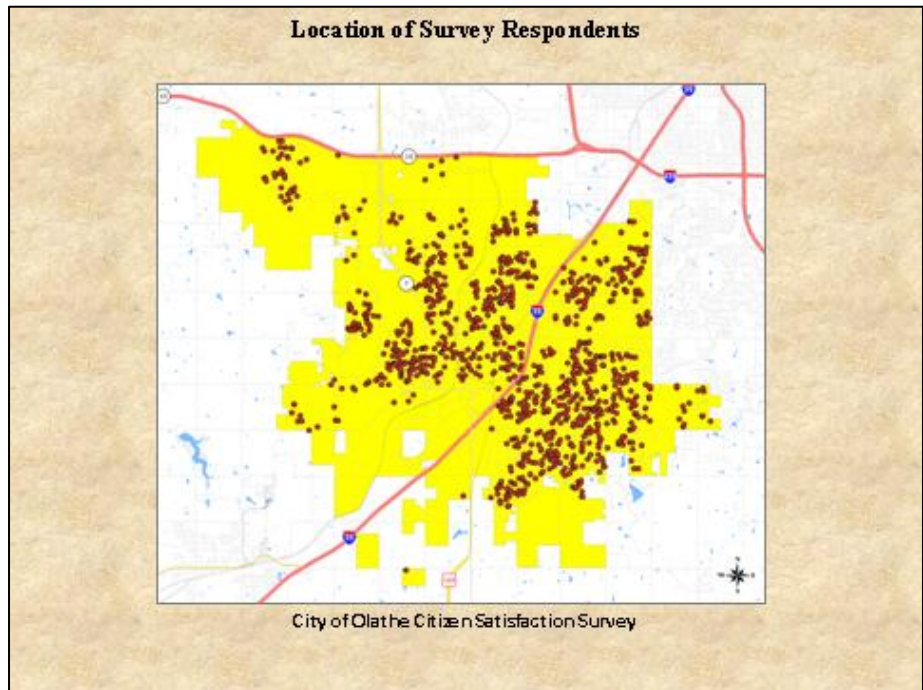
Executive Summary

Overview and Methodology

The City of Olathe conducted its annual citizen survey during the fall of 2010 to help determine priorities for the community as part of the City’s on-going strategic planning process. This was the eleventh year the City has administered ETC Institute’s DirectionFinder[®] Survey. The survey has been conducted annually since 2000.

The seven-page survey was mailed to a random sample of 2,500 households in the City of Olathe. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 2,500 households that received a survey, a total of 1,235 completed the survey.

The results for the random sample of 1,235 households have a 95% level of confidence with a precision of at least +/- 2.8%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the city, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.





In addition to the Executive Summary, this report contains:

- charts depicting the overall results of the survey (Section 1)
- benchmarking data that shows how the survey results for Olathe compare to other cities in the metropolitan Kansas City area and a national survey that was conducted by ETC Institute (Section 2)
- importance satisfaction analysis (Section 3)
- tabular data for all questions on the survey (Section 4)
- a copy of the survey instrument (Section 5)
- GIS Maps that show the results of selected questions on maps of the City (Appendix A)

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is 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.**”

Major Findings

Top Ratings in the Metropolitan Kansas City Area. Compared to other cities in the metropolitan Kansas City area, the City of Olathe continues to rate above average in all eight of the major categories that were rated, including:

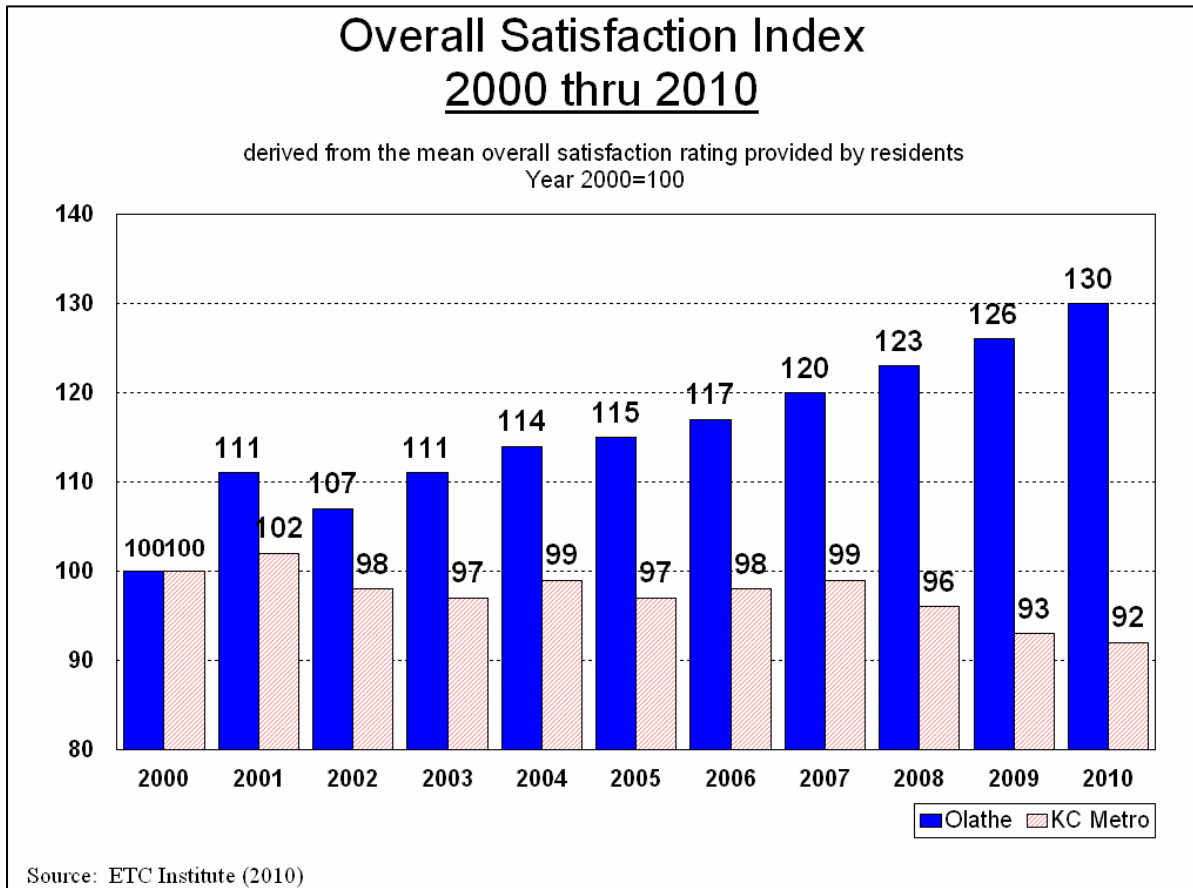
- overall quality of police, fire, and ambulance services
- overall quality of parks and recreation
- overall quality of customer service
- overall effectiveness of communication with the public
- overall maintenance of city streets, buildings, and other infrastructure
- overall quality of stormwater management
- overall quality of water and sewer utilities
- overall quality of code enforcement



Overall Satisfaction Index. The Overall Satisfaction Index for the City of Olathe increased from 126 in 2009 to 130 in 2010. Since 2000, the City’s Overall Satisfaction Index has risen by 30 points. The Overall Satisfaction Index for the metropolitan Kansas City area decreased by 1 point during the past year to 92.

The Overall Satisfaction Index is derived from the mean overall rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2000) and then multiplying the result by 100.

The chart below shows how the Overall Satisfaction Index for the City of Olathe and the metropolitan Kansas City area has changed annually since 2000.



- **Services that residents thought should receive the most increase in emphasis over the next two years.** The two major areas that residents thought should receive the most increase in emphasis from the city over the next two years are: (1) flow of traffic/management of congestion and (2) the maintenance of city streets, buildings and facilities. Traffic flow and maintenance have been the top two priorities since 2000.



- **Residents were generally satisfied with the overall quality of life in the City.** Most (92%) of the residents surveyed **who had an opinion** indicated that they were satisfied with the quality of life in Olathe (increasing from 88% in 2009); only 2% were not satisfied and 6% gave a neutral rating.
- **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**, was the overall quality of local fire protection (94%), how quickly fire personnel respond to emergencies (93%), the quality of local ambulance service (92%), and how quickly ambulance personnel respond (92%). Residents were generally less satisfied with the visibility of police in retail areas (71%) and the quality of animal control (69%). **All fourteen areas have had significant increases in satisfaction** (changes of 3% or more) during the past year: **There were no decreases in satisfaction in any of the public safety areas that were rated.** Residents generally thought (1) quality of animal control and (2) the visibility of police in neighborhoods were the most important public safety services to emphasize over the next two years.
- **Parks and Recreation.** The highest level of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents **who had an opinion**, was the maintenance of City parks (87%) and special events sponsored by the City (86%). Residents were generally less satisfied with senior recreation opportunities (69%) and teen recreation opportunities (65%). **There were twelve areas with significant increases in satisfaction** during the past year which included: number of walking and biking trails, outdoor athletic fields, special events, City swimming pools, ease of registering for programs, City’s youth athletic programs, City’s adult athletic programs, fees charged for recreation programs, other City recreation programs/special events, senior recreation opportunities, teen recreation opportunities, and quality of City’s indoor recreation facilities. **There were no areas with decreases in satisfaction** during the past year. Residents generally thought (1) the maintenance of City parks and (2) teen recreation opportunities were the most important areas to emphasize over the next two years.
- **Enforcement of City Codes and Ordinances.** The highest levels of satisfaction with the enforcement of codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents **who had an opinion**, was enforcing maintenance of business property (71%). **There were significant increases in satisfaction levels in all five of the areas of City Codes and Ordinances** that were assessed on the survey.



- **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 the cleanliness of City buildings (86%), cleanliness of city streets and other public areas (85%), maintenance of City buildings (85%), maintenance of traffic signals (84%), maintenance of street signs (84%) and snow removal on major City streets (83%). Residents were generally less satisfied with snow removal on neighborhood streets (56%). **The seven City maintenance services that saw significant increases in satisfaction** during the past year were: the maintenance/preservation of downtown, maintenance of City buildings, cleanliness of City streets and other public areas, cleanliness of City buildings, mowing/trimming of public areas, adequacy of City street lighting, and the maintenance of City sidewalks. **There were no significant decreases in satisfaction** in any of the City maintenance services from 2009.
- **City Leadership.** Overall satisfaction levels with City leadership increased in all four areas for the fourth year in a row. The overall perception of Olathe as a leader in the metro area increased significantly from 2009 (+6%).
 - Only 5% of the residents surveyed gave **elected officials** negative ratings; 75% gave positive ratings and 20% gave a neutral rating.
 - Only 5% of the residents surveyed gave **the City Manager and appointed staff** negative ratings; 75% gave positive ratings and 20% gave a neutral rating.
 - Only 6% of the residents surveyed gave **appointed boards/commissions** negative ratings; 69% gave positive ratings and 24% gave neutral ratings.
- **Transportation.** The Transportation service with the highest level of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents **who had an opinion**, was the ease of north/south travel in Olathe (71%). Residents were least satisfied with the availability of public transportation (33%). **There were three transportation services with significant increases in satisfaction** levels which included: the availability of bike lanes, the availability of pedestrian walkways and the availability of public transportation.
- **Utility Services.** Overall satisfaction with Utility Services was high in all five areas that were rated. The three highest rated items, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents **who had an opinion**, were: residential trash collection (94%) and yard waste (91%). **There were four utility services with significant increases in satisfaction** levels which included: curbside recycling, yard waste services, wastewater services and residential trash collection. **There were no significant decreases in satisfaction** in any of the utility services assessed from 2009.



- **Libraries.** The highest levels of satisfaction with City libraries, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents **who had an opinion**, were: helpfulness of library staff (92%), the quality of City libraries (88%), and the quality of available materials (86%). Residents were generally less satisfied with the quality and quantity of programs for teens (65%). **There were six library services with significant increases in satisfaction** levels which included: the size/location of the Black Bob branch, the quality/quantity of programs for children, overall size/location of the Main Branch, overall quality of City libraries, overall quality of available materials, and overall helpfulness of staff. **There were no significant decreases in satisfaction** in any of the library services from 2009.

Other Findings:

- Only 25% of respondents are aware of the City’s on-line Customer Request System, although 78% of those who utilize the system are either “satisfied” or “very satisfied” with the system.
- Satisfaction with quality of public education increased significantly from 83% in 2009 to 91% in 2010.
- There was a significant increase in the level of agreement with the statement that it is important for the City to encourage diversity. It increased from 70% in 2009 to 86% in 2010.
- 94% of those surveyed **who had an opinion** rated Olathe as an “Excellent” or “Good” place to raise children.
- 87% of those surveyed **who had an opinion** rated Olathe as an “Excellent” or “Good” place to work; up from 78% in 2009.

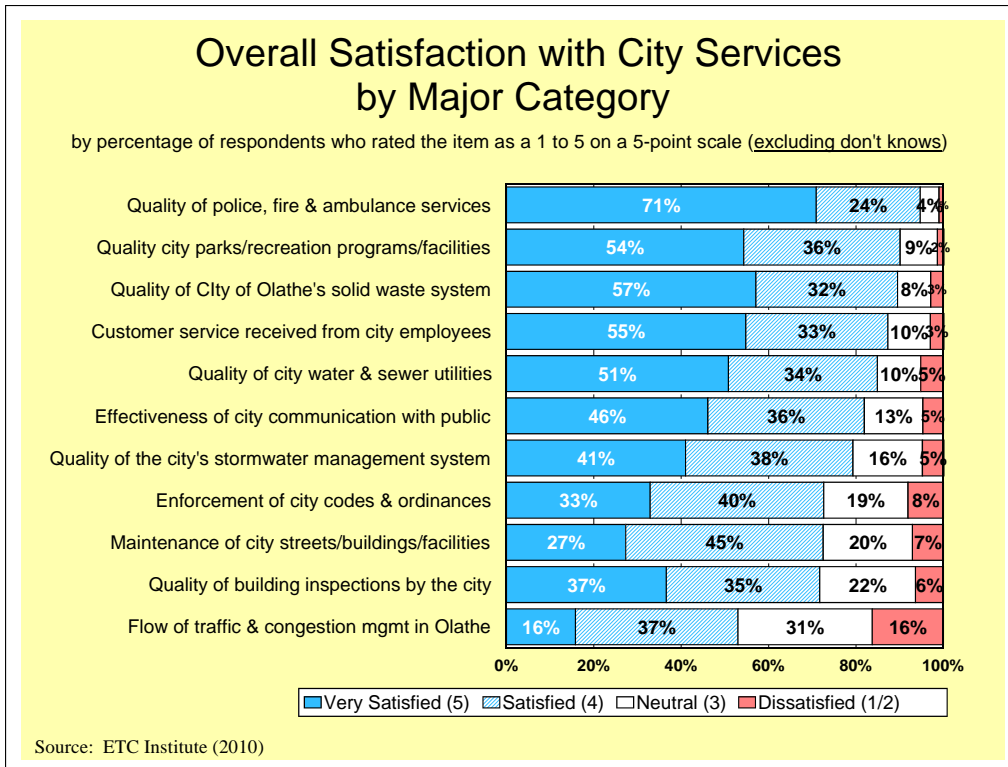
Section 1: Charts and Graphs

City of Olathe **2010 DirectionFinder** **Survey Results**

Source: ETC Institute (2010)

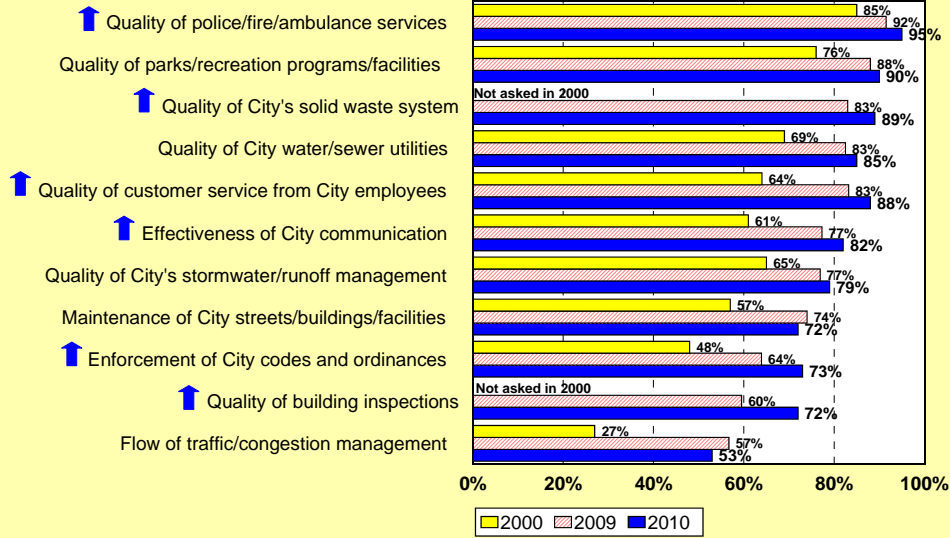
Overall Ratings

Source: ETC Institute (2010)



TRENDS: Overall Satisfaction with City Services by Major Category - (2000, 2009, 2010)

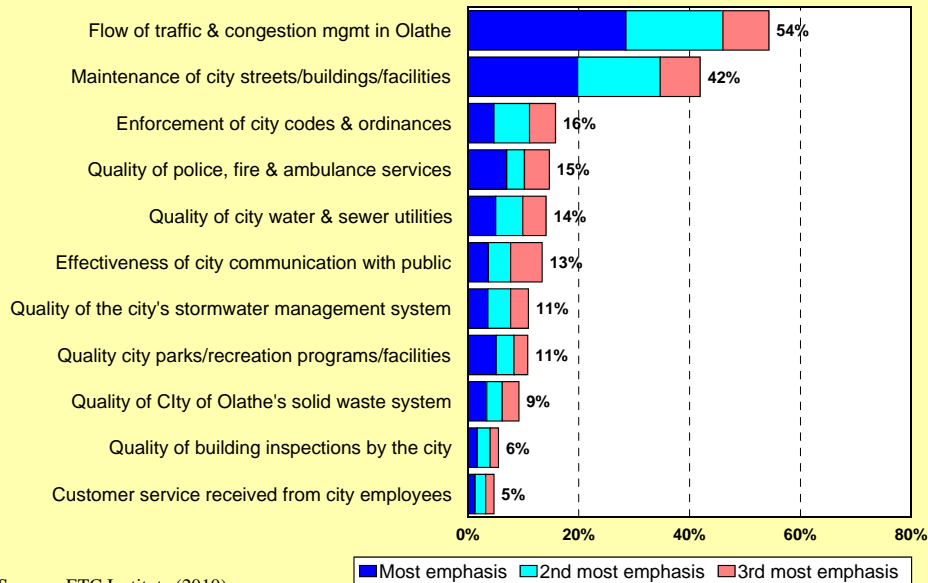
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010)

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

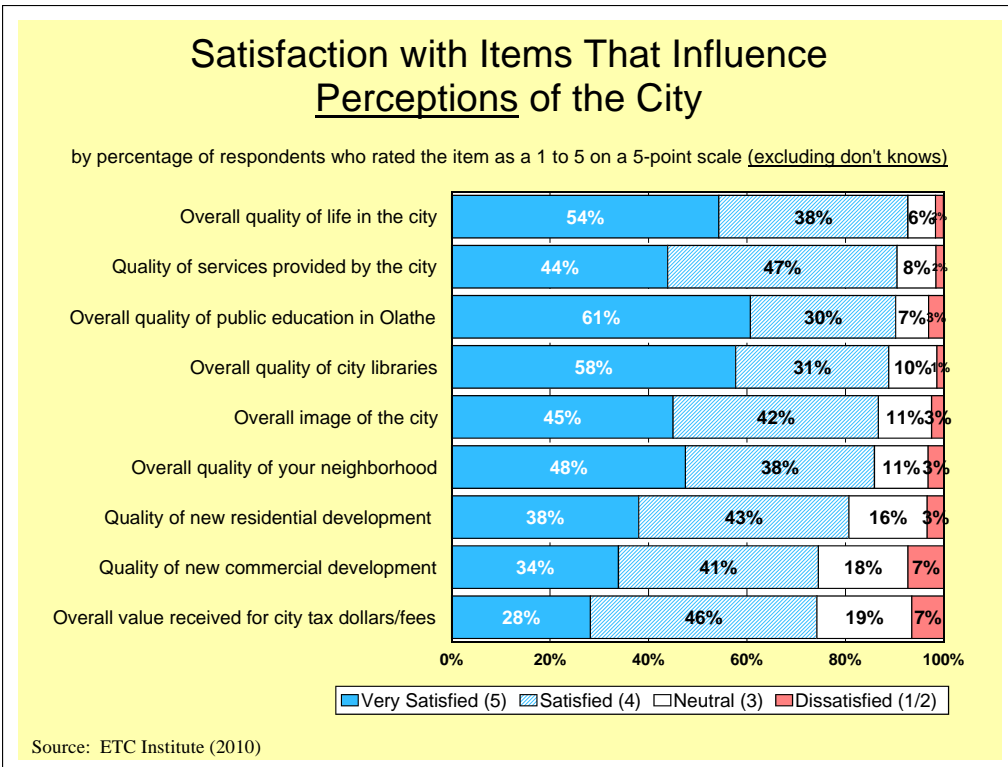
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2010)

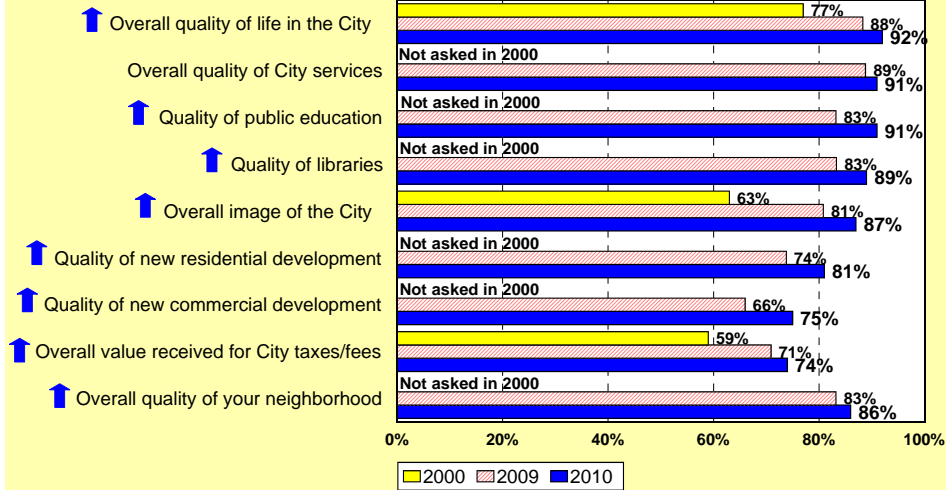
Perceptions of the Community

Source: ETC Institute (2010)



TRENDS: Satisfaction with Items That Influence Perceptions of the City - (2000, 2009, 2010)

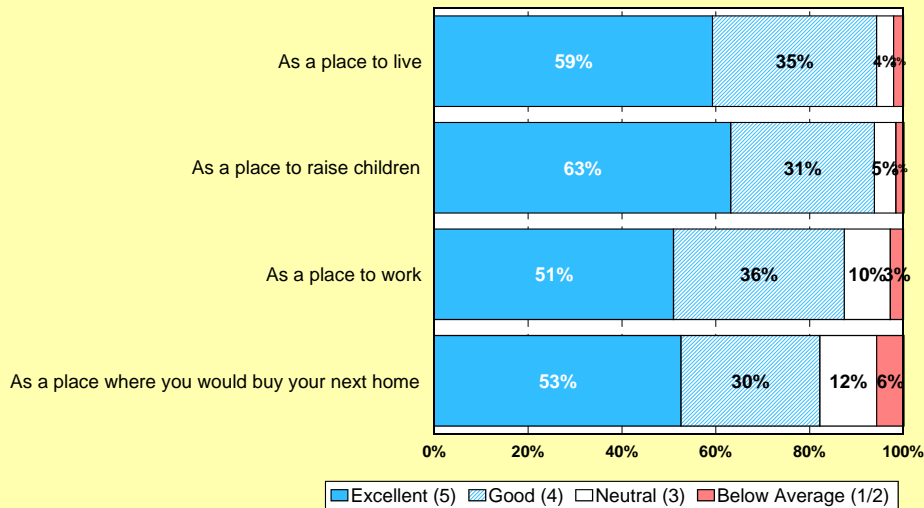
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale, where 5 means very satisfied (excluding don't knows)



Source: ETC Institute (2010)

How Respondents Rate Olathe as a Place to Live, Work, and Raise Children

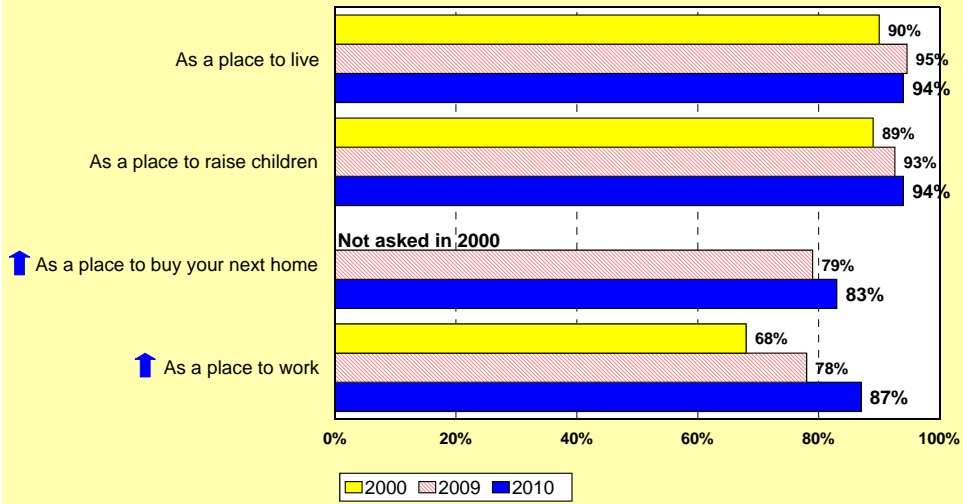
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010)

TRENDS: How Respondents Rate Olathe as a Place to Live, Work, and Raise Children - (2000, 2009, 2010)

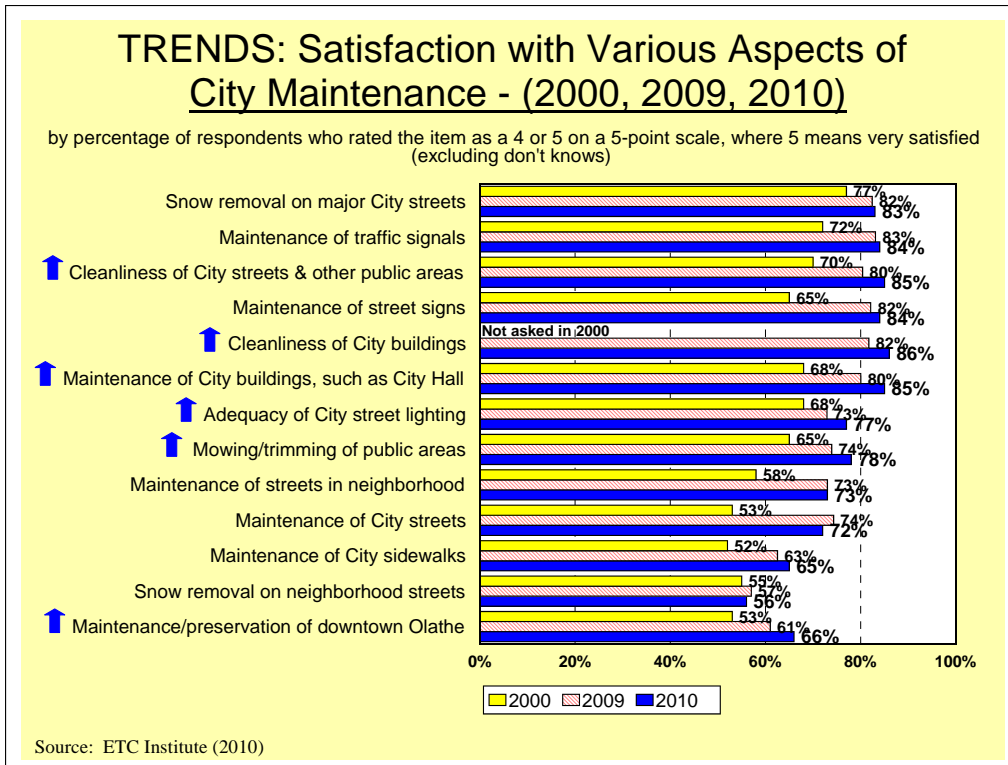
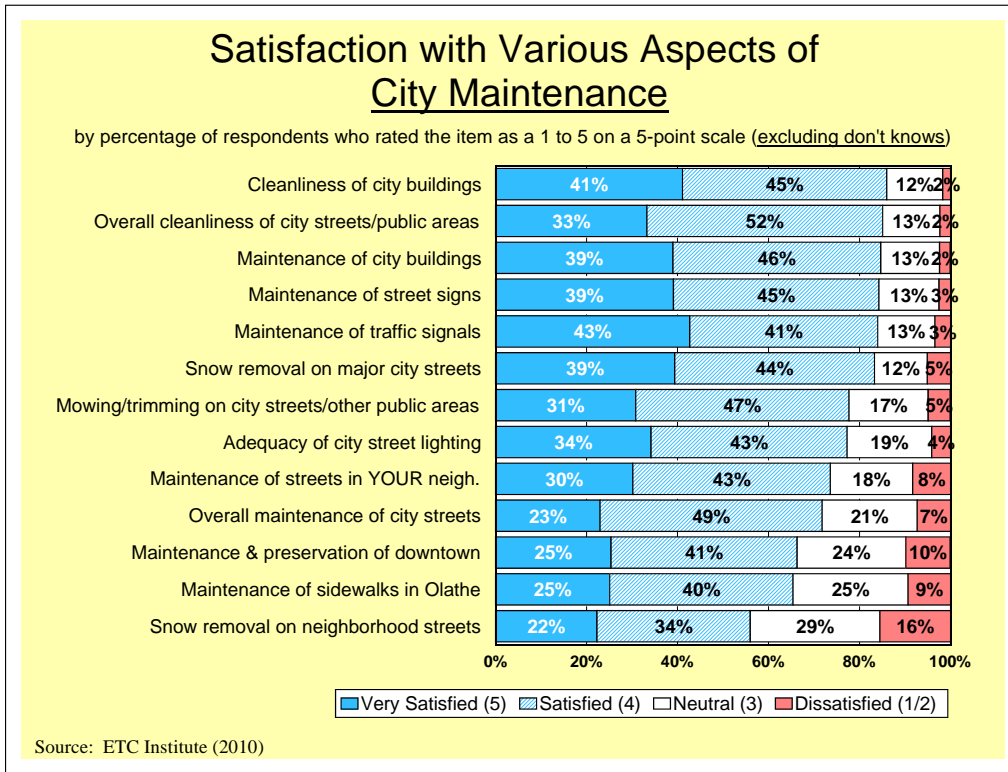
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale, where 5 means excellent (excluding don't knows)



Source: ETC Institute (2010)

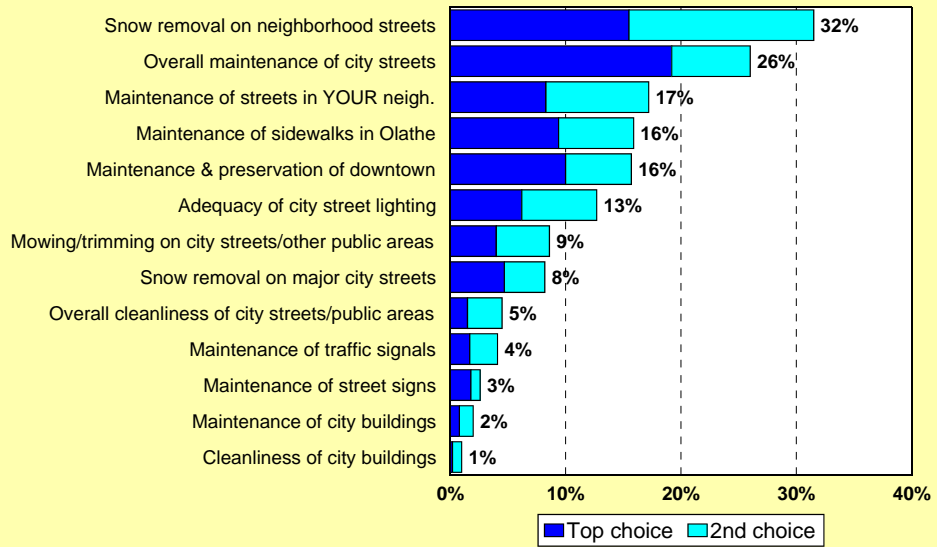
City Maintenance

Source: ETC Institute (2010)



Top Maintenance Priorities Over the Next Two Years

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



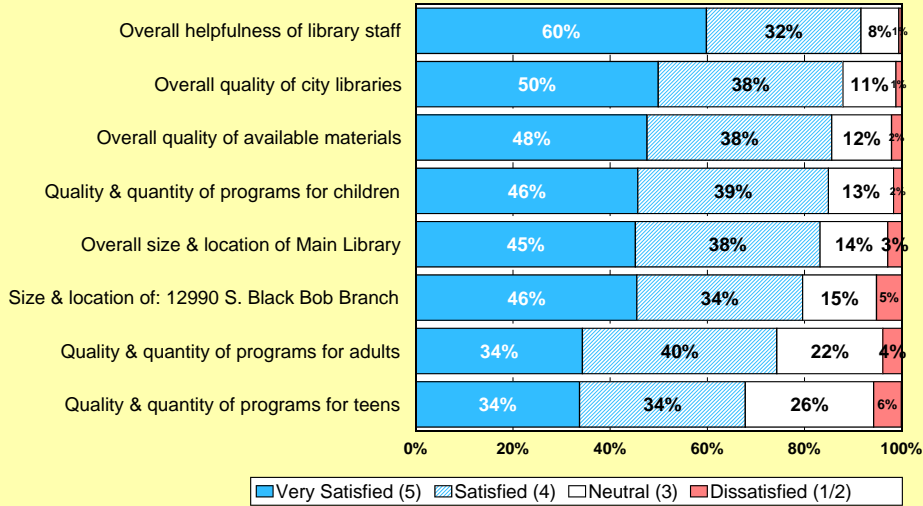
Source: ETC Institute (2010)

Libraries

Source: ETC Institute (2010)

Satisfaction with Various Aspects of City Libraries

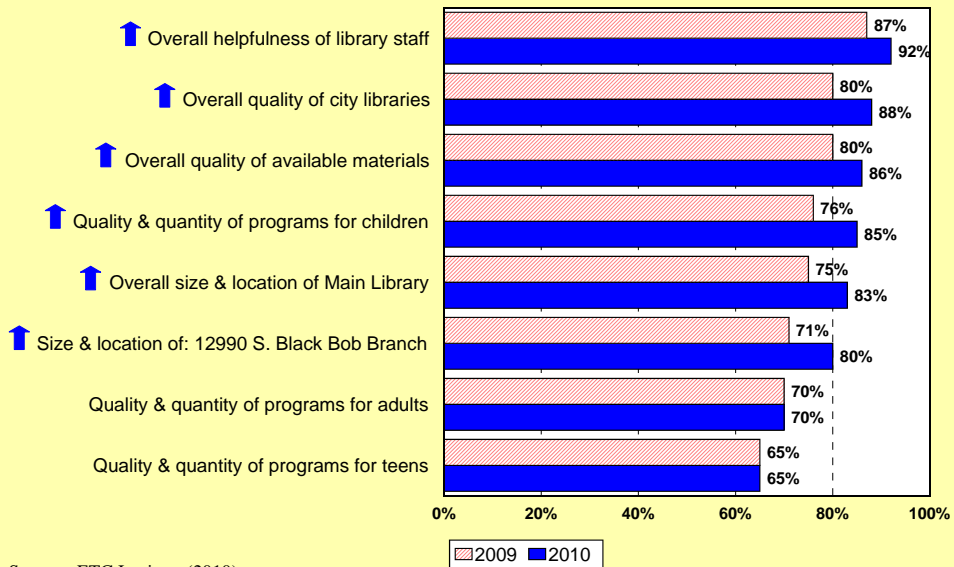
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010)

TRENDS: Satisfaction with Various Aspects of City Libraries - (2009 and 2010)

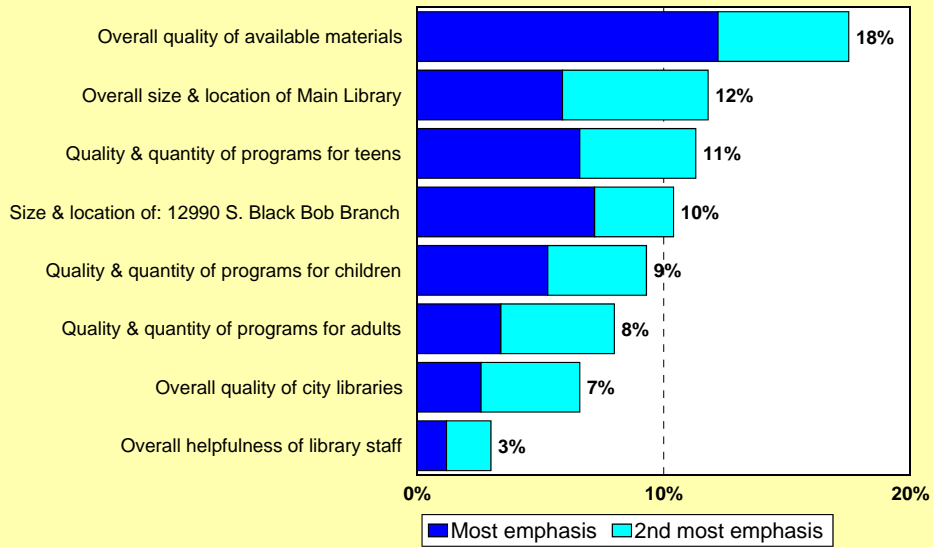
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale, where 5 means very satisfied (excluding don't knows)



Source: ETC Institute (2010)

Top Libraries Priorities Over the Next Two Years

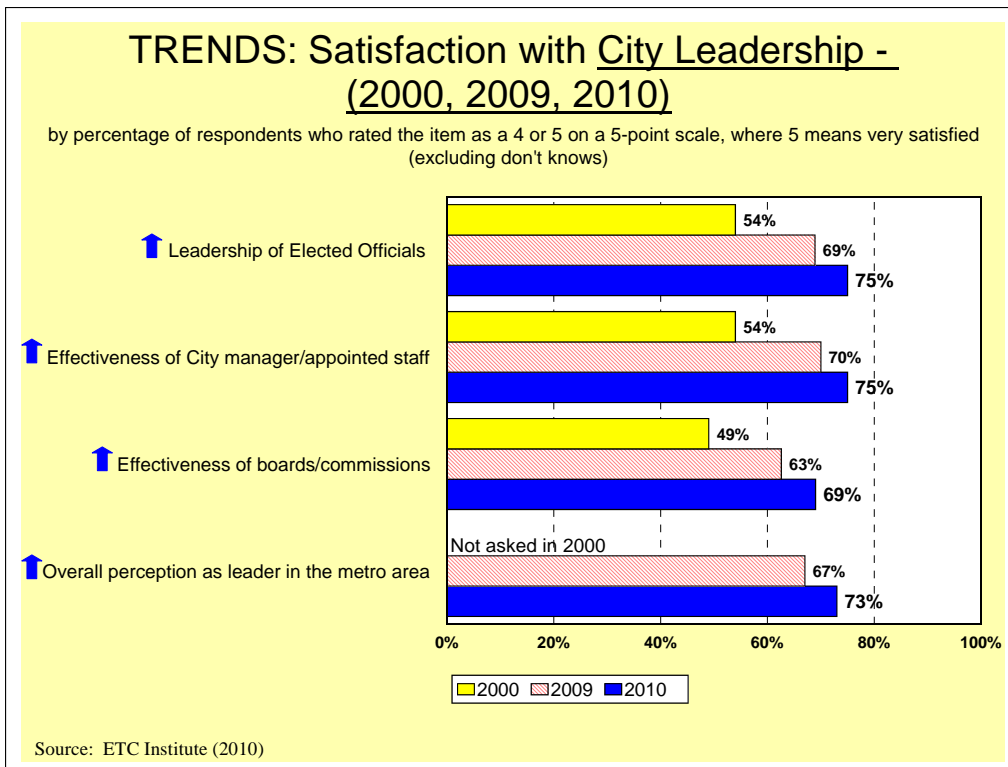
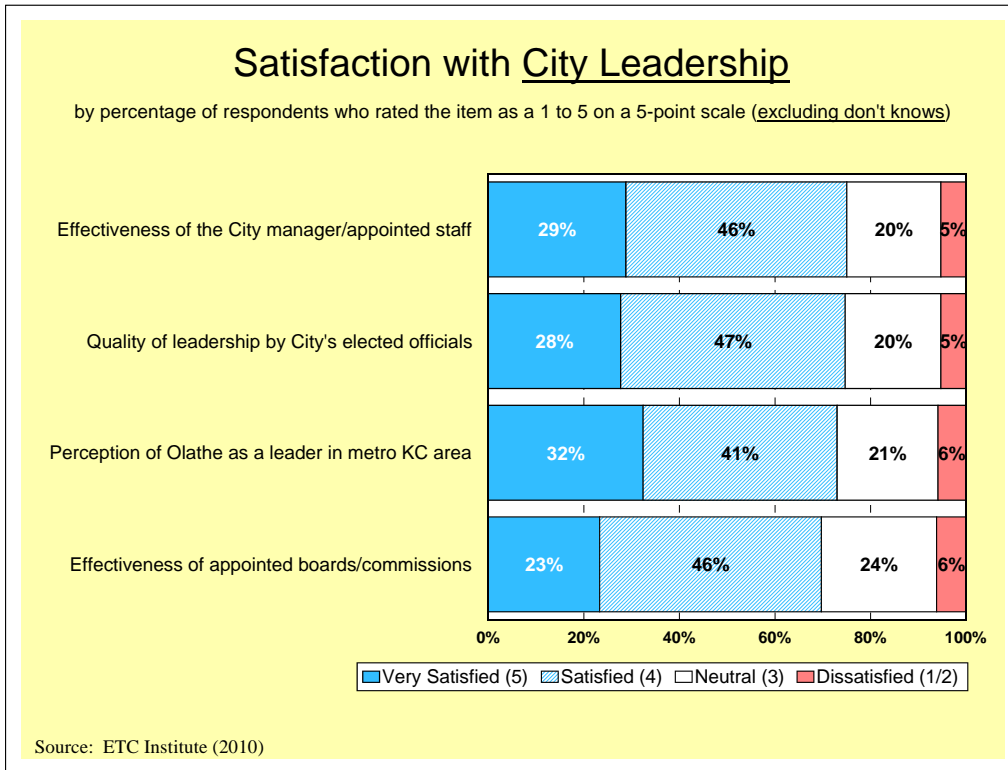
by percentage of respondents who selected the item as one of their top two choices

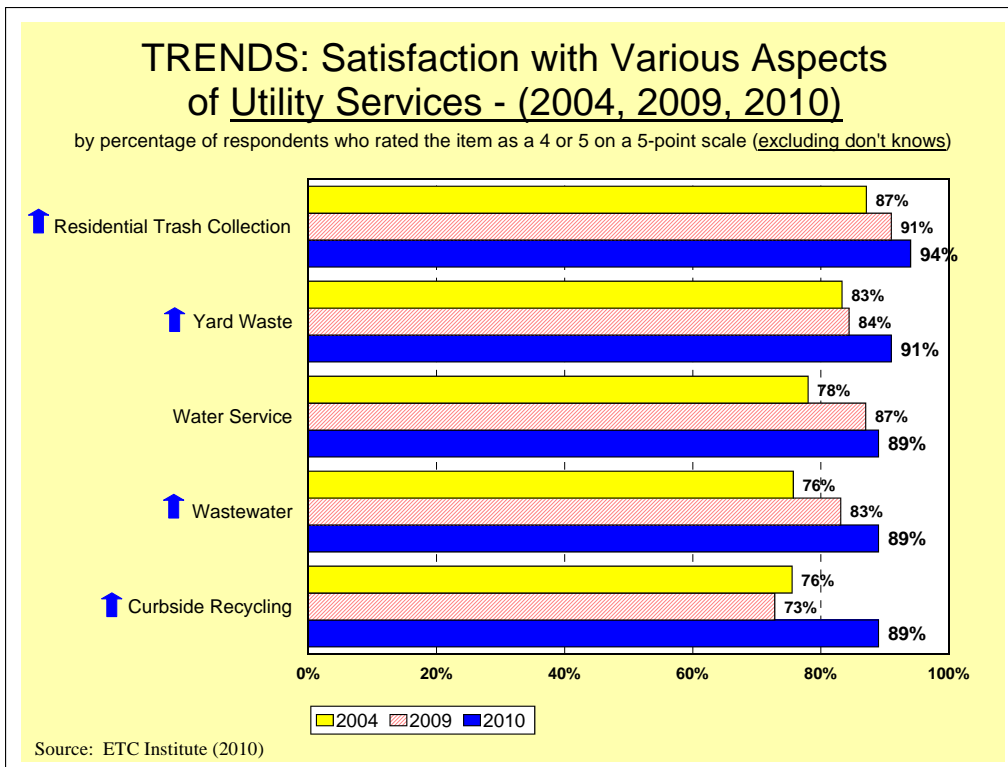
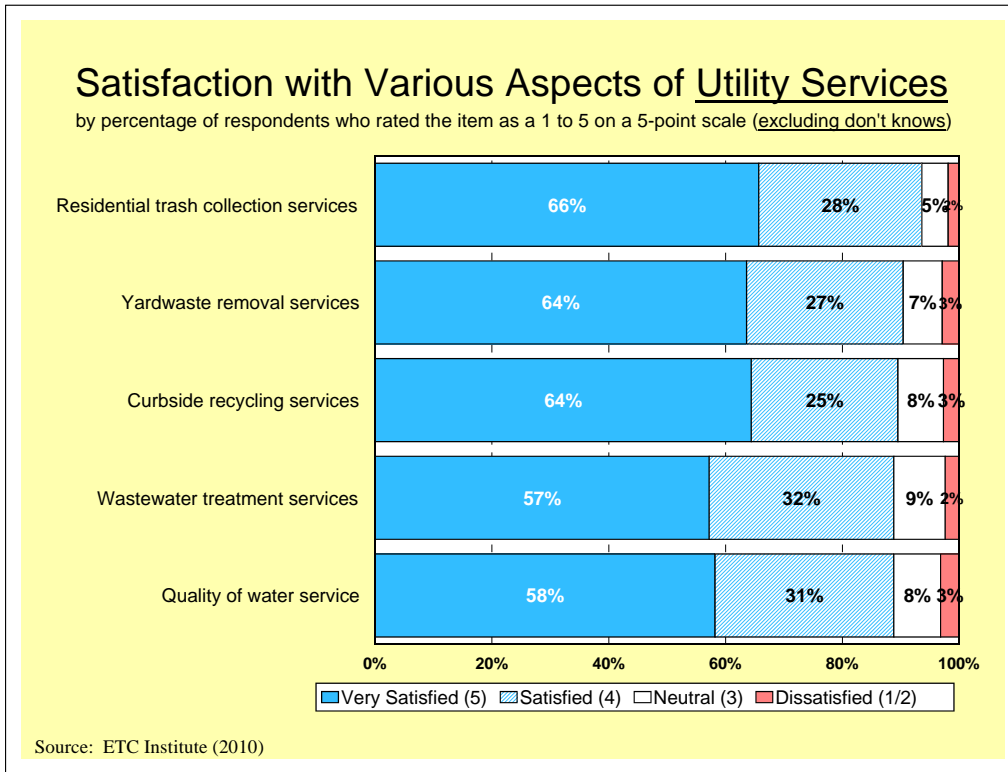


Source: ETC Institute (2010)

Public Services and Administration

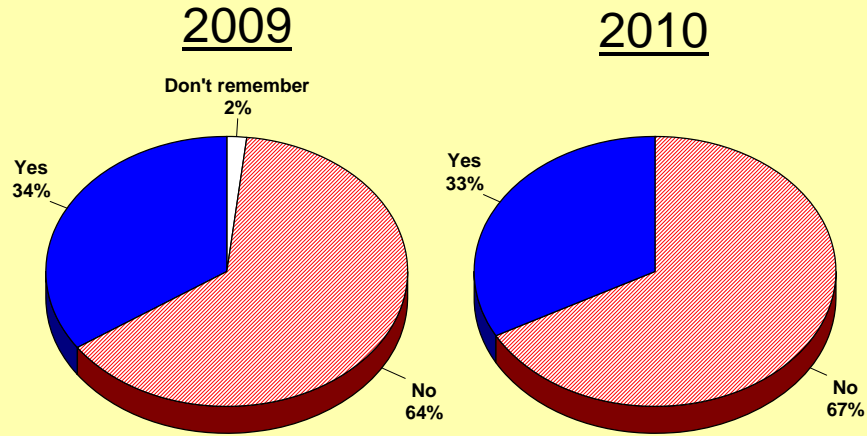
Source: ETC Institute (2010)





Have You Called or Visited the City with a Question, Problem, or Complaint During the Past Year?

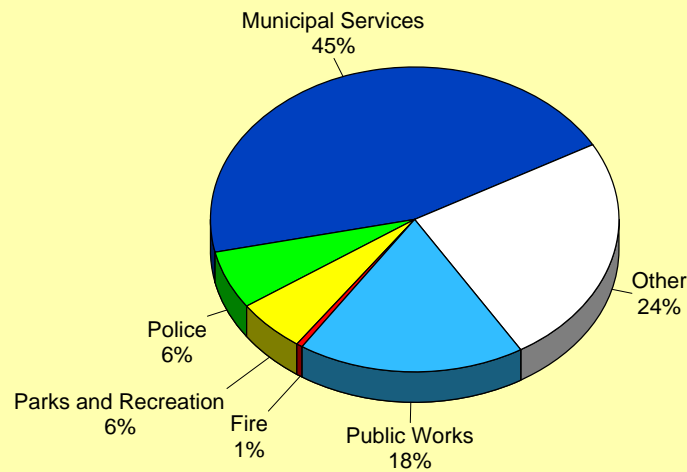
by percentage of respondents



Source: ETC Institute (2010)

Which Department did you contact most recently?

by percentage of respondents who had called or visited the city



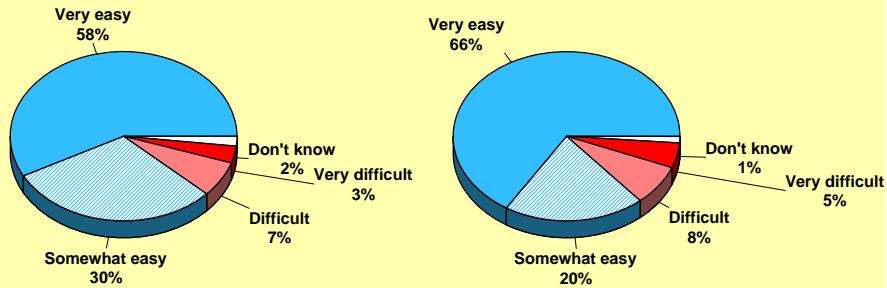
Source: ETC Institute (2010)

How Easy Was it to Contact the Person You Were Trying to Reach at the City When You Called?

by percentage of respondents who had called or visited the city

2009

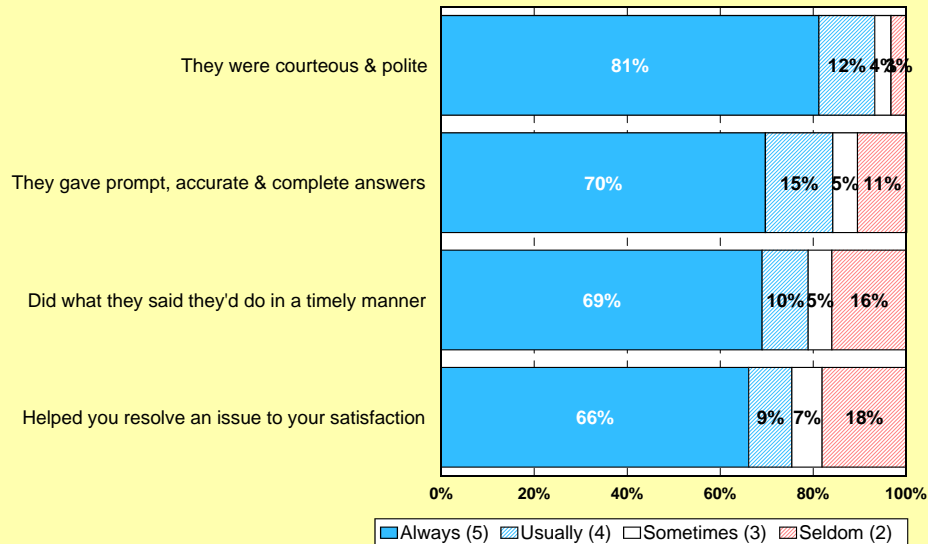
2010



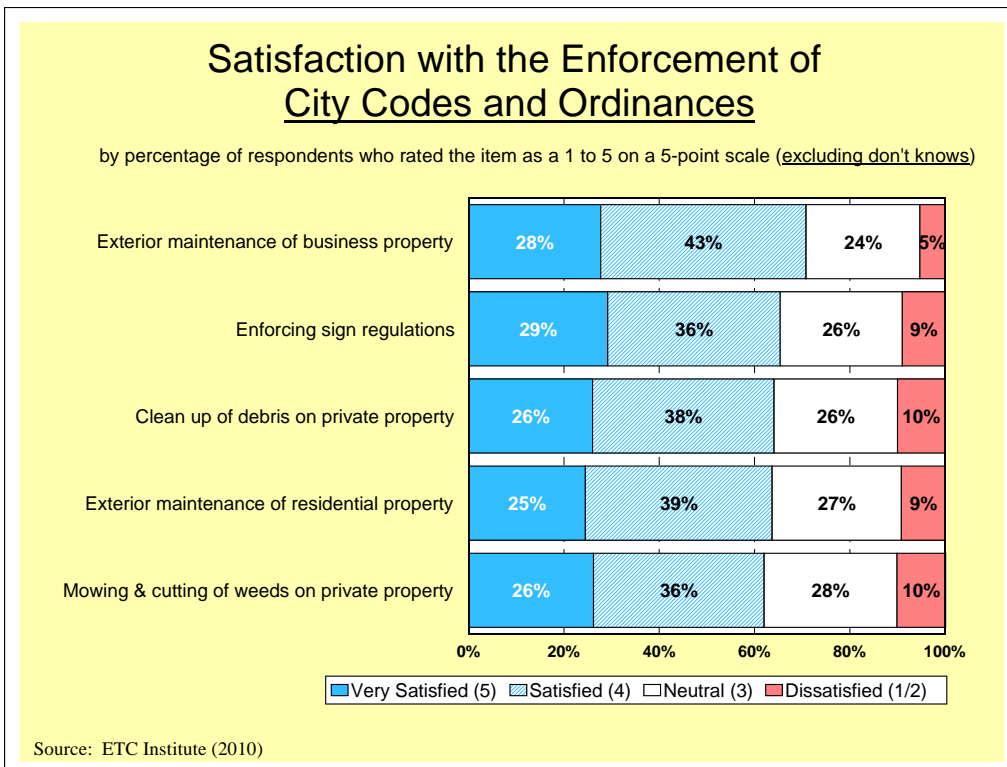
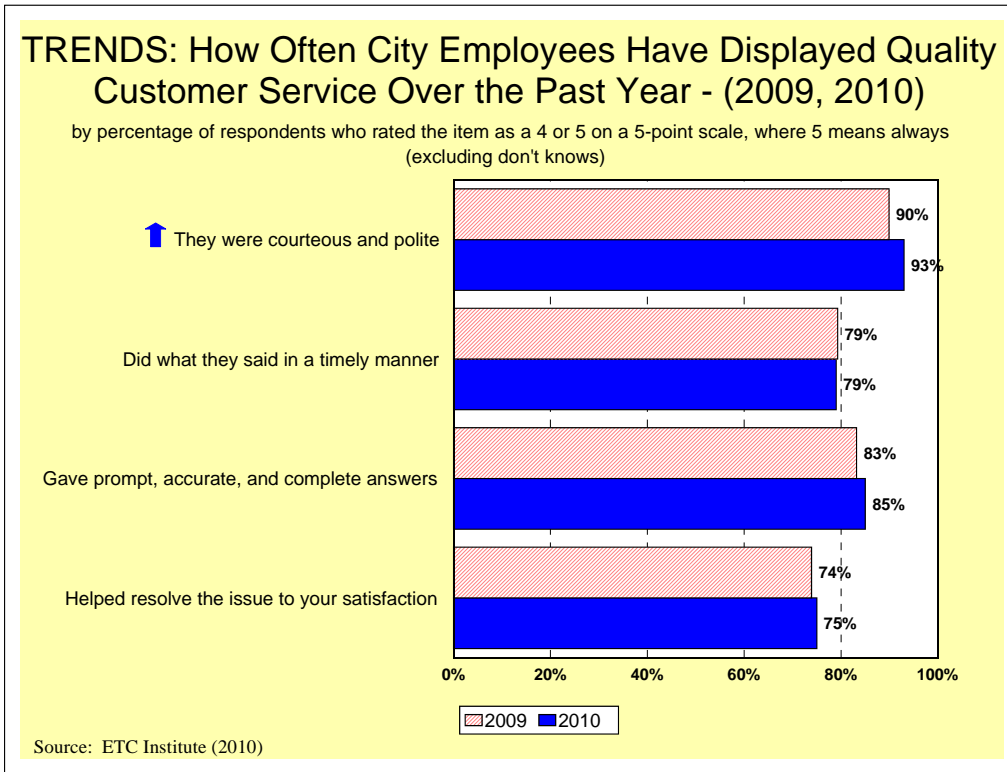
Source: ETC Institute (2010)

How Often City Employees Have Displayed Quality Customer Service Over the Past Year

by percentage of respondents who had called the city and rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

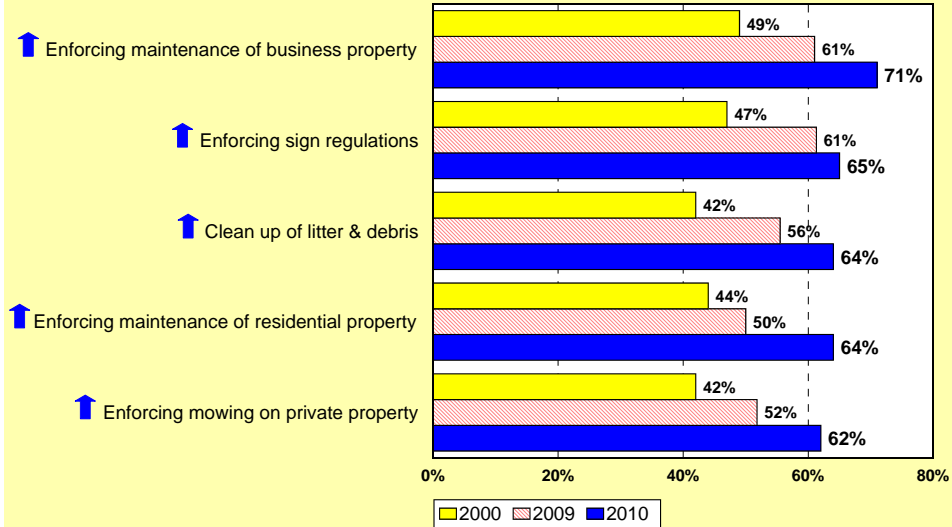


Source: ETC Institute (2010)



TRENDS: Satisfaction with the Enforcement of City Codes and Ordinances - (2000, 2009, 2010)

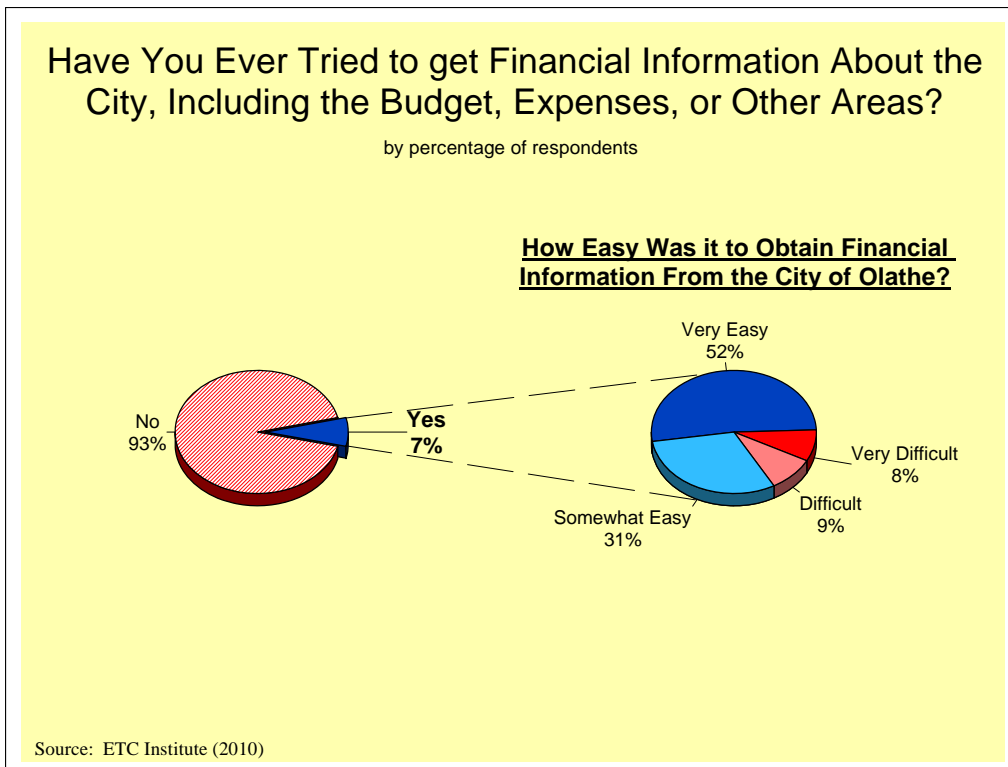
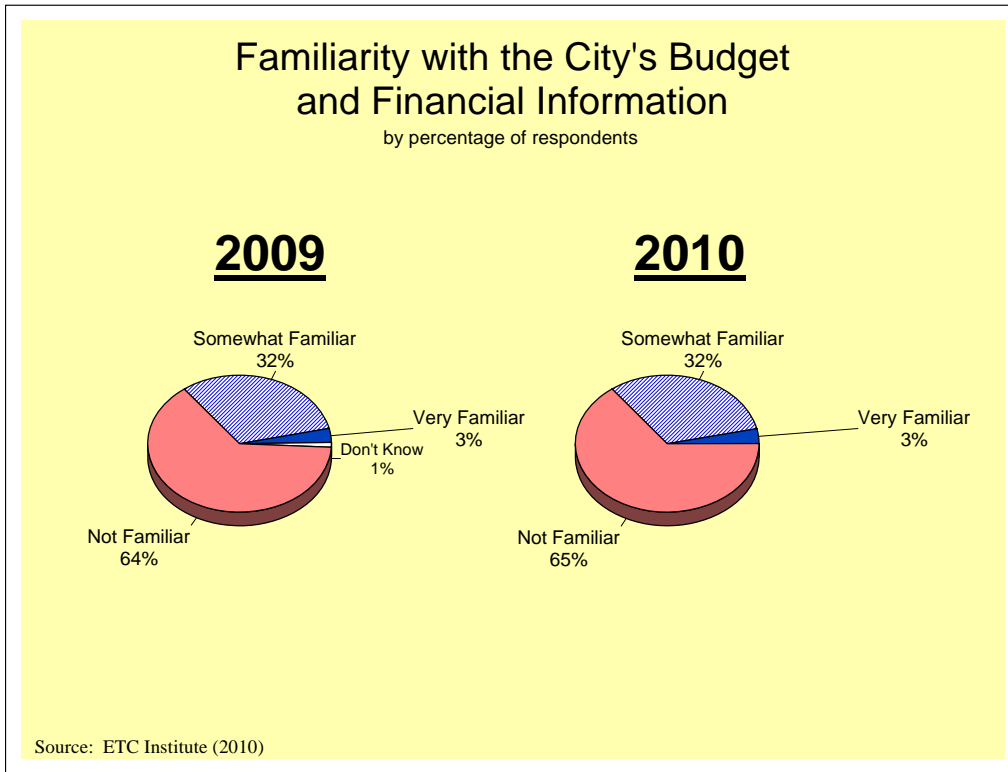
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale, where 5 means very satisfied (excluding don't knows)

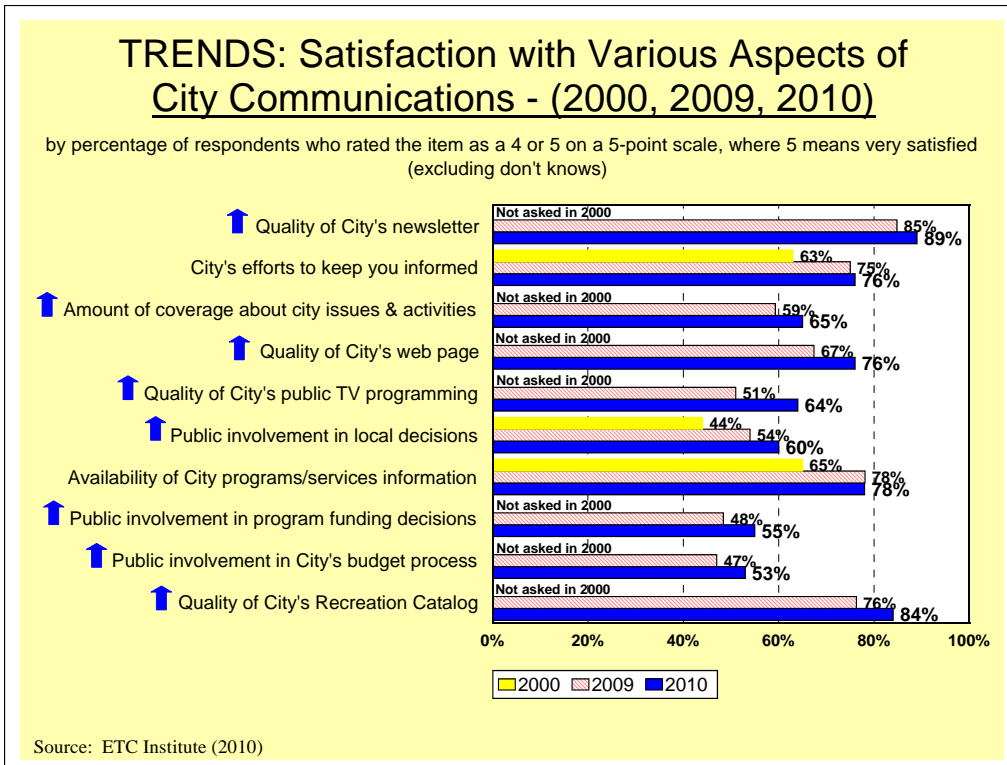
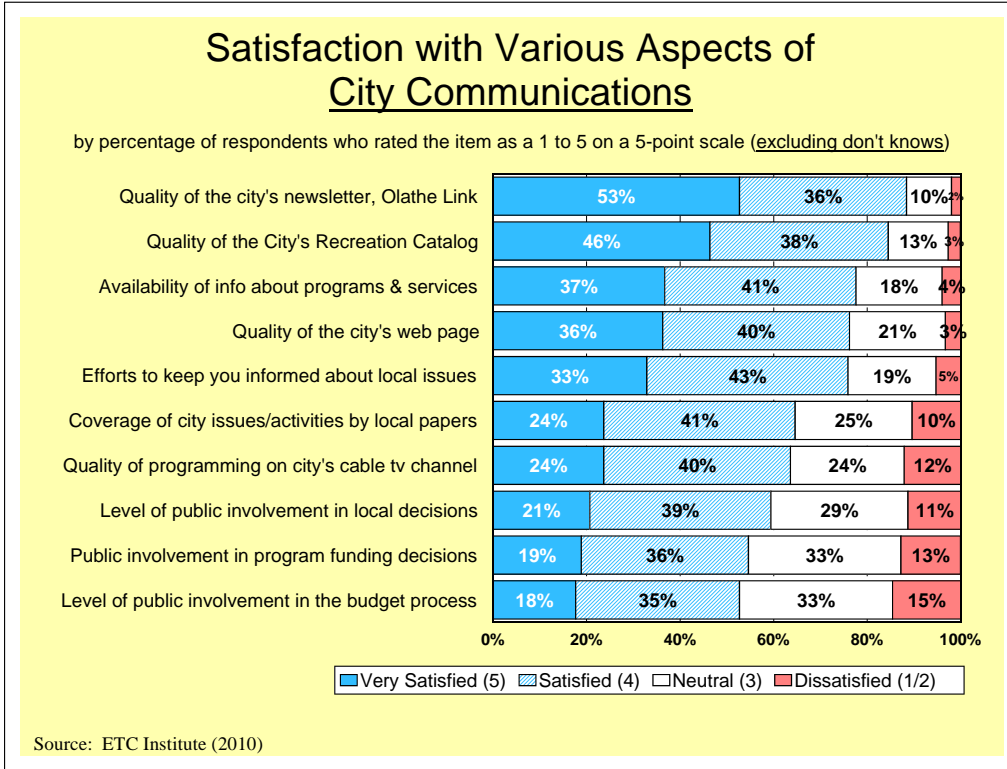


Source: ETC Institute (2010)

City Communication

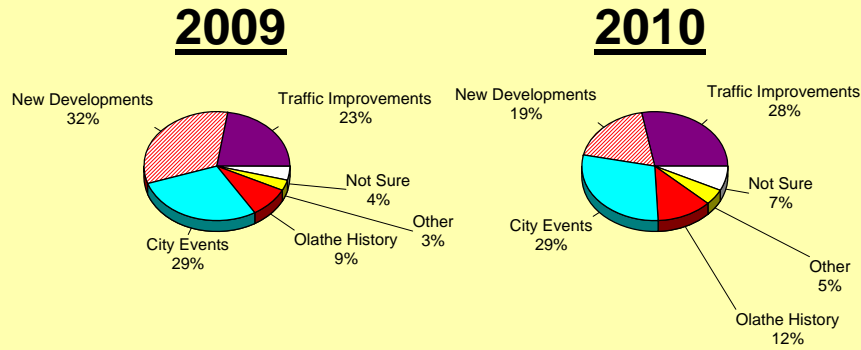
Source: ETC Institute (2010)





Types of Information that Respondents are MOST Interested in having the City inform about in Communications, such as the *Olathe Link*

by percentage of respondents

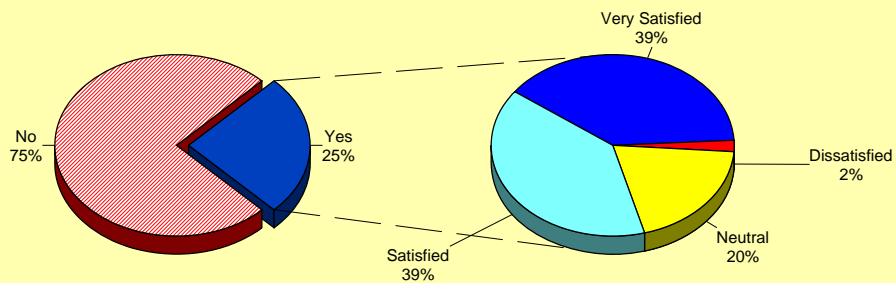


Source: ETC Institute (2010)

Are You Aware of the City's On-line Customer Request System?

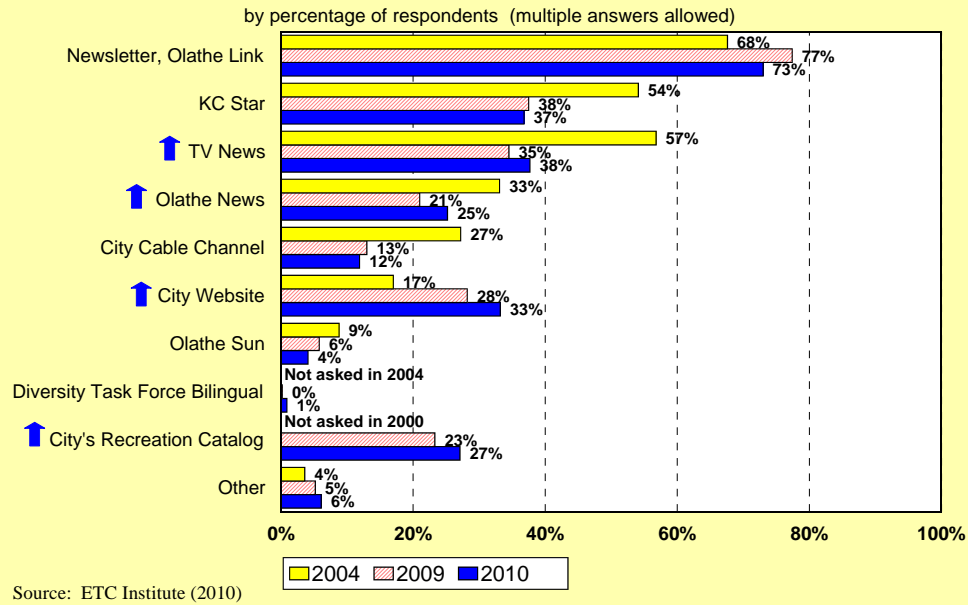
by percentage of respondents

How satisfied are you with the Customer Request System?



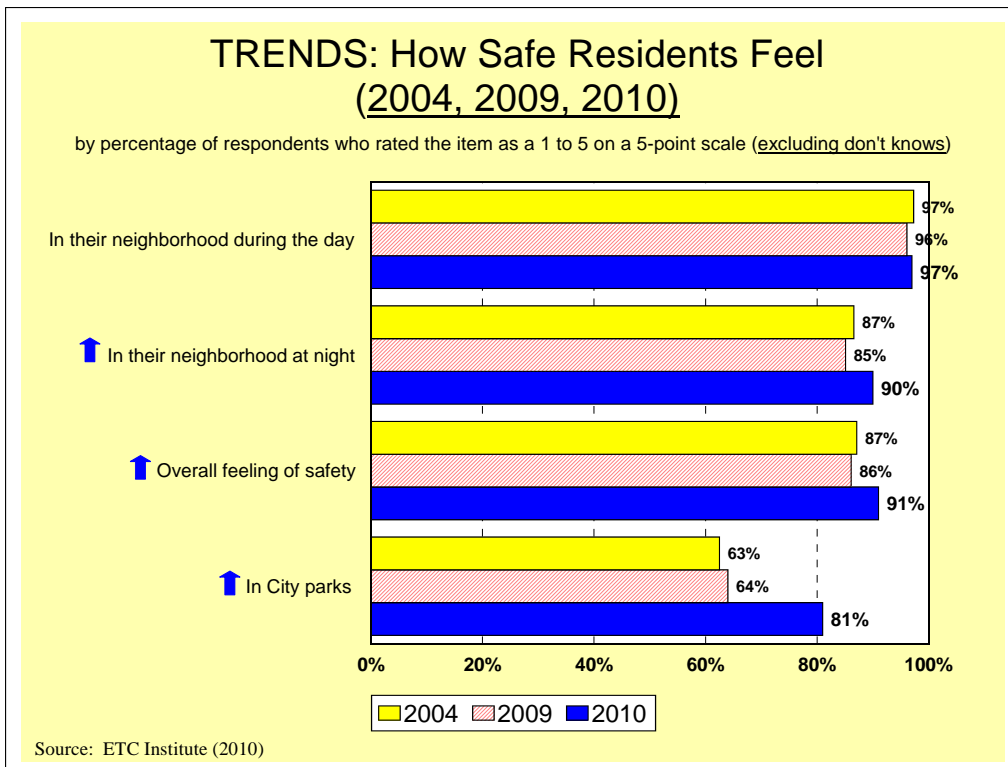
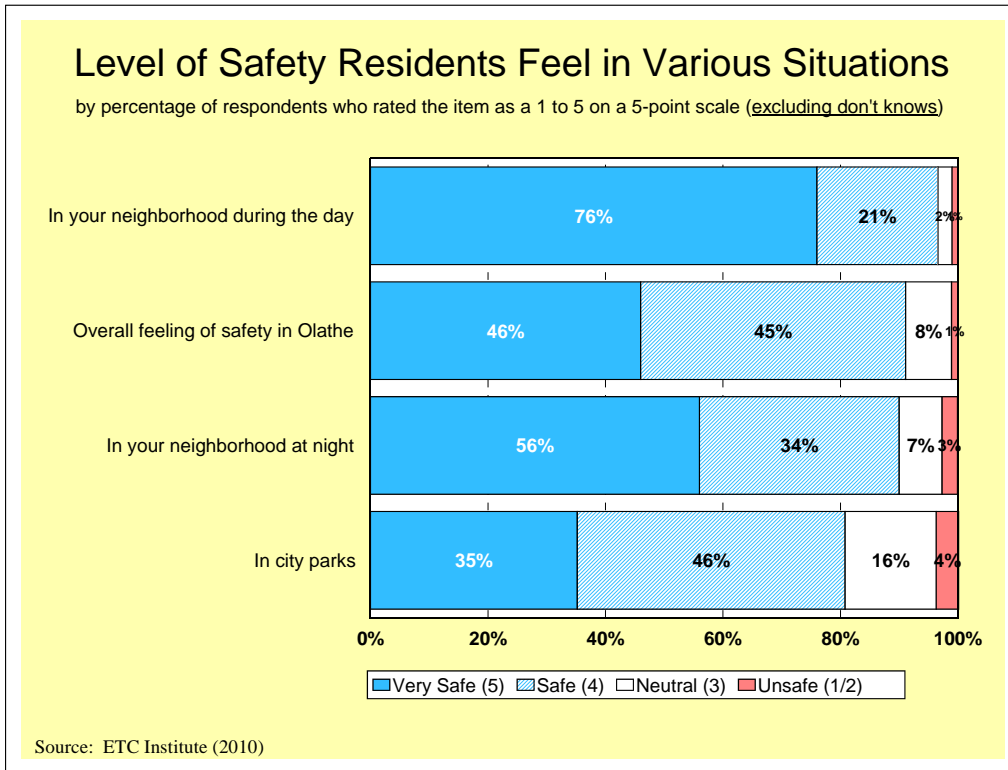
Source: ETC Institute (2010)

Primary Sources of Information Used by Residents to Get Information About City Issues - (2004, 2009, 2010)



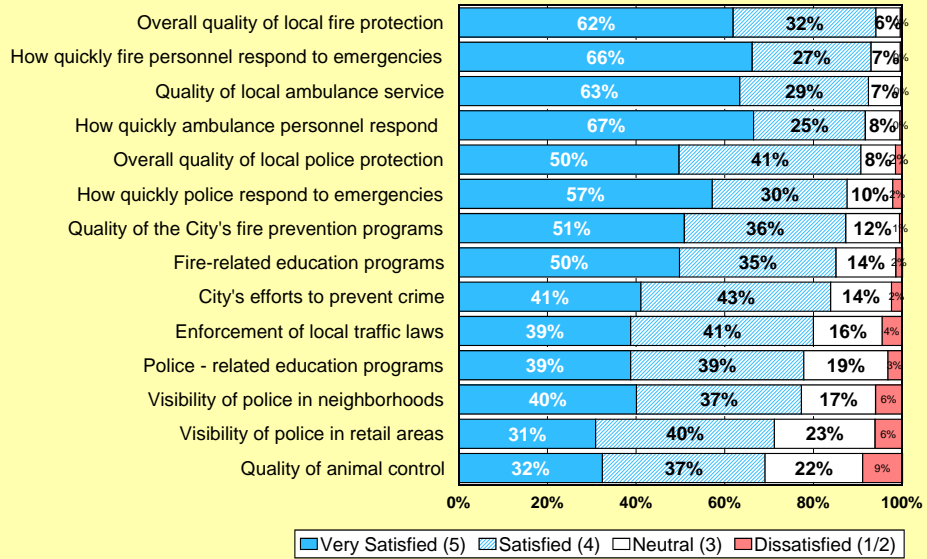
Strategic Area: Public Safety

Source: ETC Institute (2010)



Satisfaction with Various Aspects of Public Safety

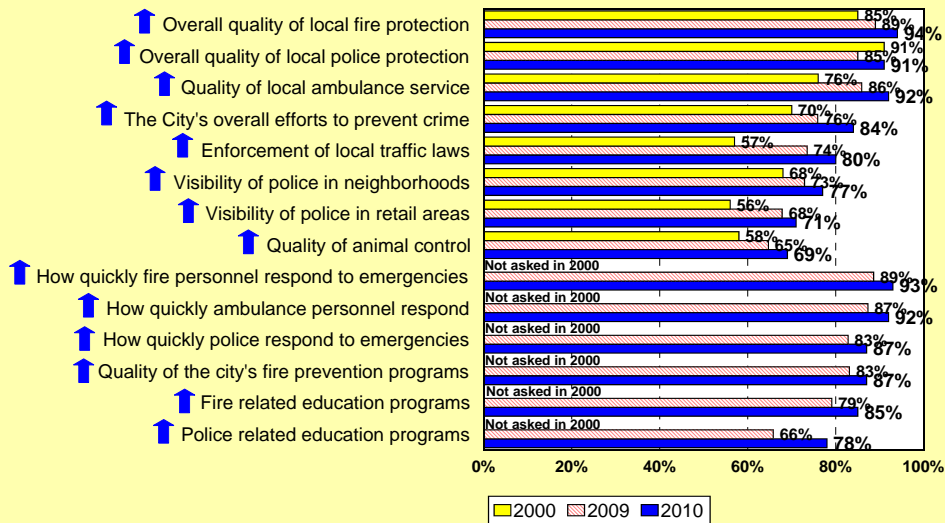
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010)

TRENDS: Satisfaction with Various Aspects of Public Safety (2000, 2009, 2010)

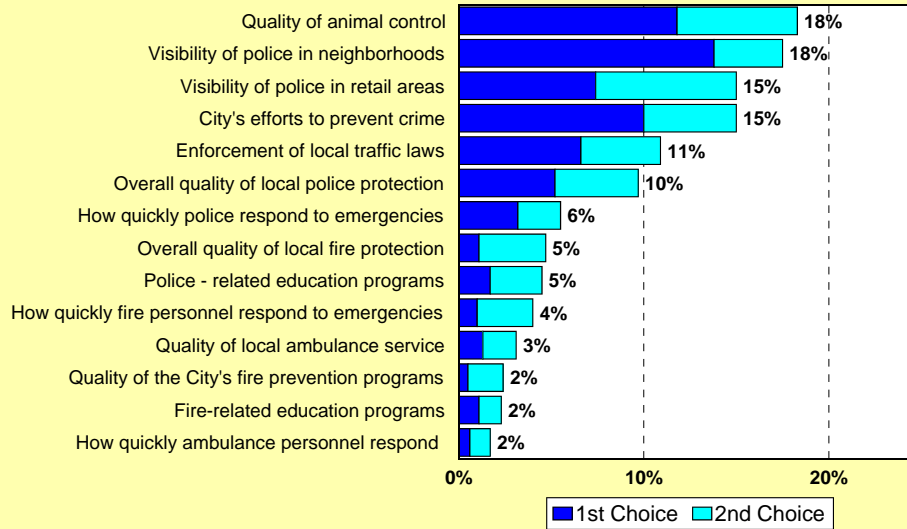
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale, where 5 means very satisfied (excluding don't knows)



Source: ETC Institute (2010)

Top Public Safety Priorities Over the Next Two Years by Major Category

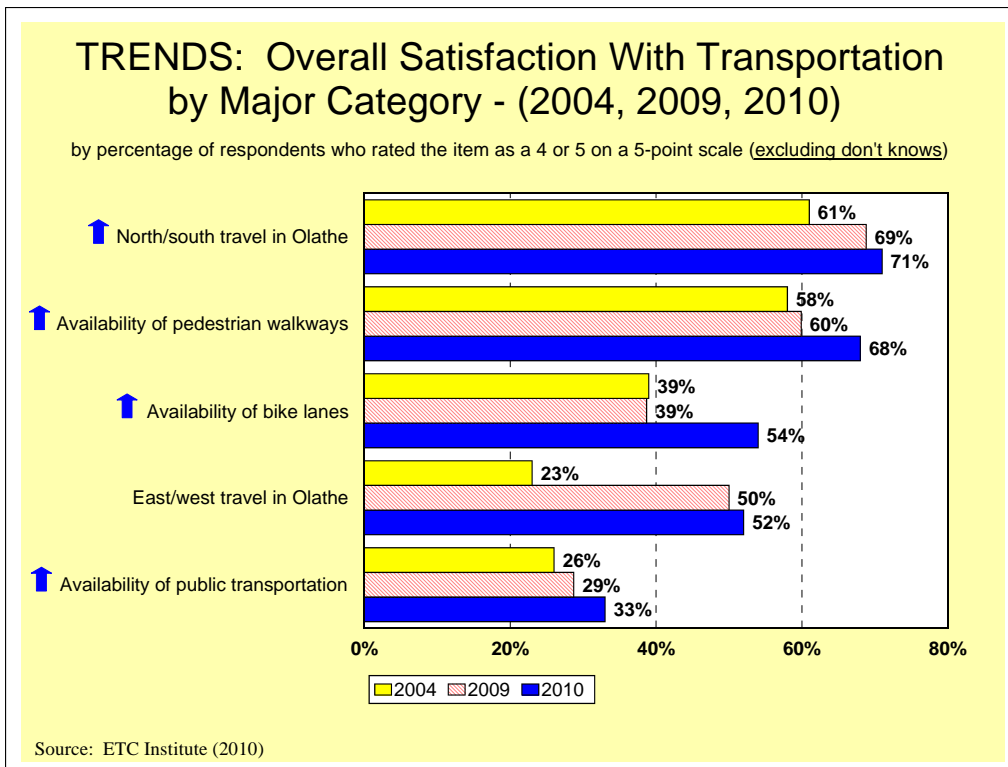
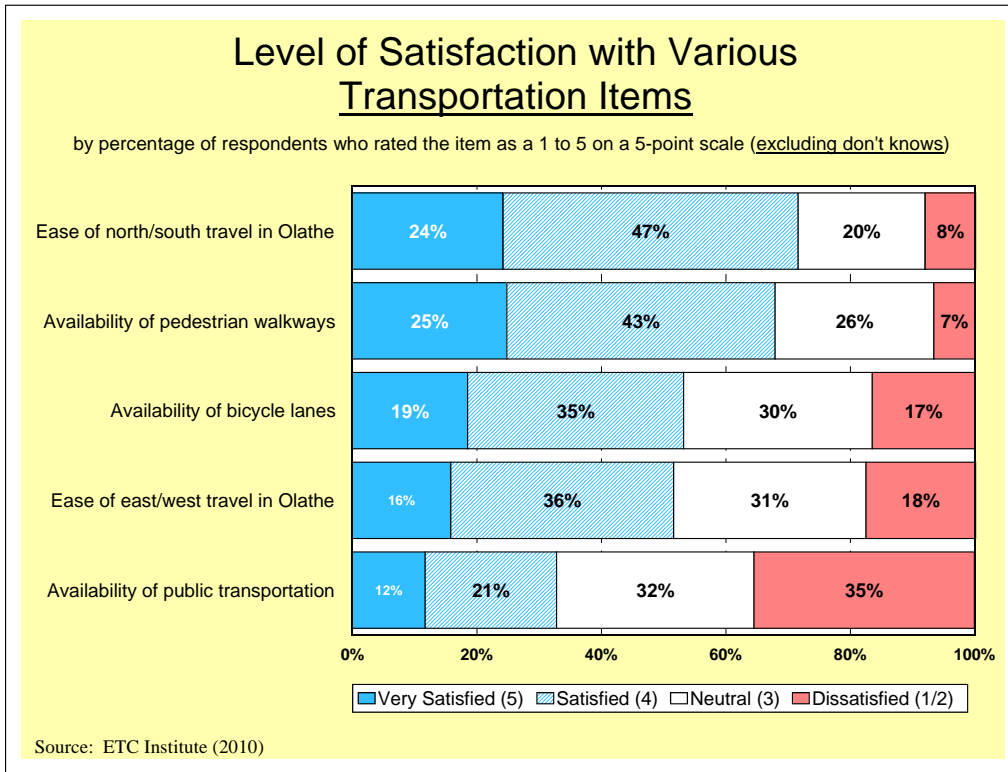
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2010)

Strategic Area: Transportation

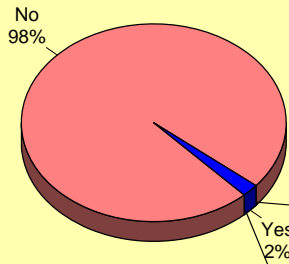
Source: ETC Institute (2010)



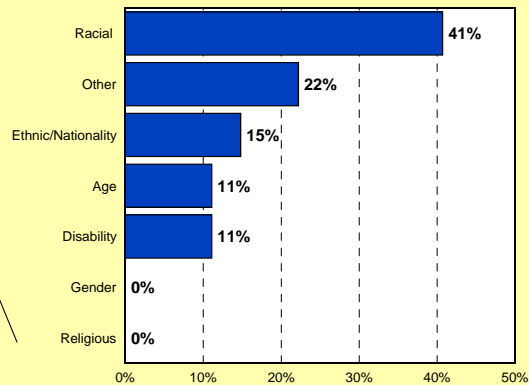
Strategic Area: Diversity

Source: ETC Institute (2010)

Were you a victim of discrimination in the
City of Olathe during the past year?
by percentage of respondents



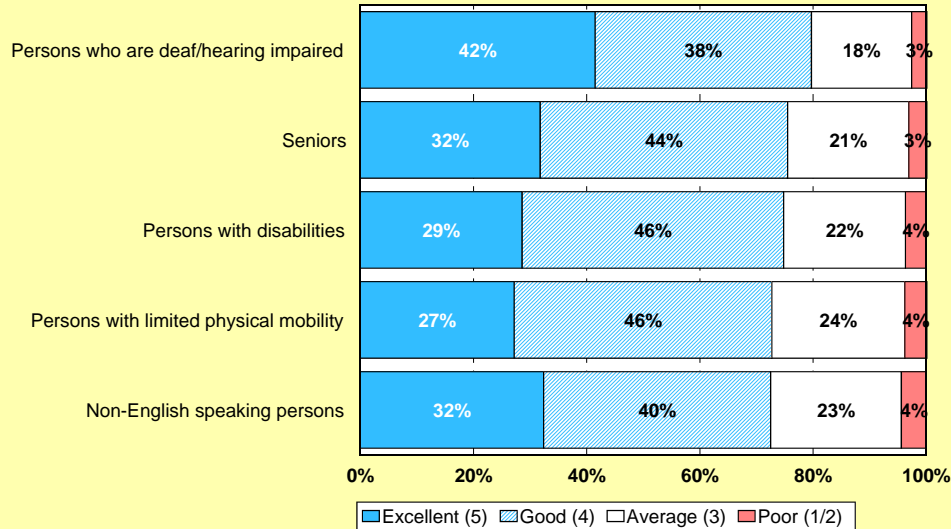
**If Yes, what kind(s) of discrimination
did you experience?**
(multiple choices could be made)



Source: ETC Institute (2010)

The Quality of Service Provided by the City for Various Populations in the Community

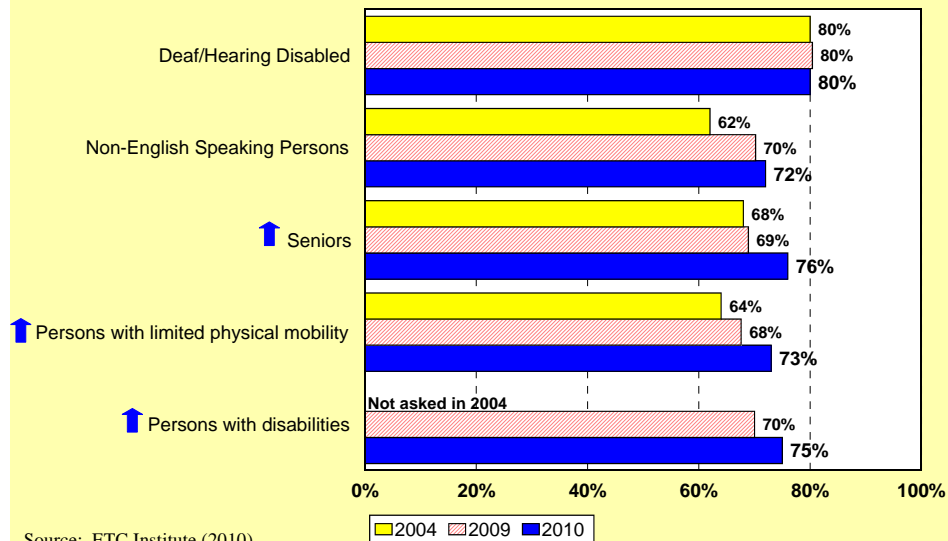
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010)

TRENDS: How Well Residents Feel the City Serves Various Populations in the Community by Major Category - (2004, 2009, 2010)

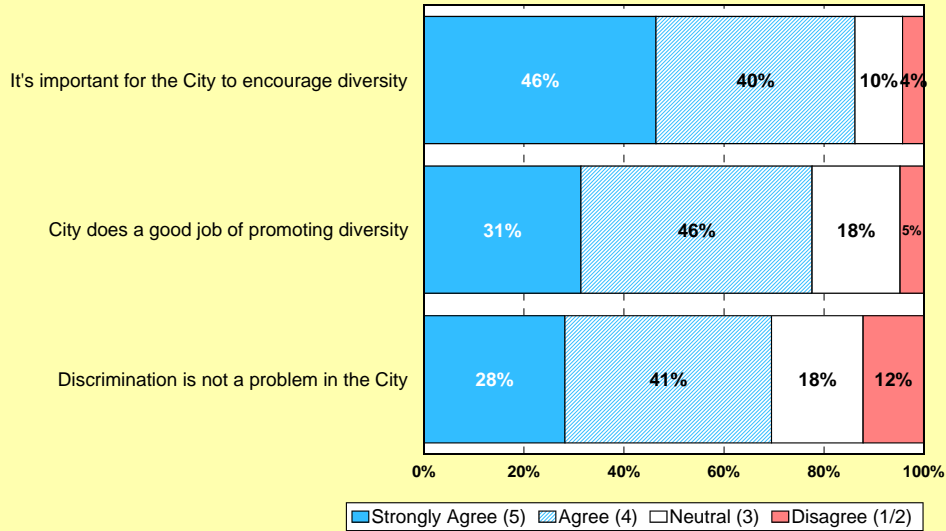
by percentage of respondents who rated the item as Good or Excellent (excluding don't knows)



Source: ETC Institute (2010)

Level of Agreement With Various Statements About the City of Olathe's Diversity Efforts

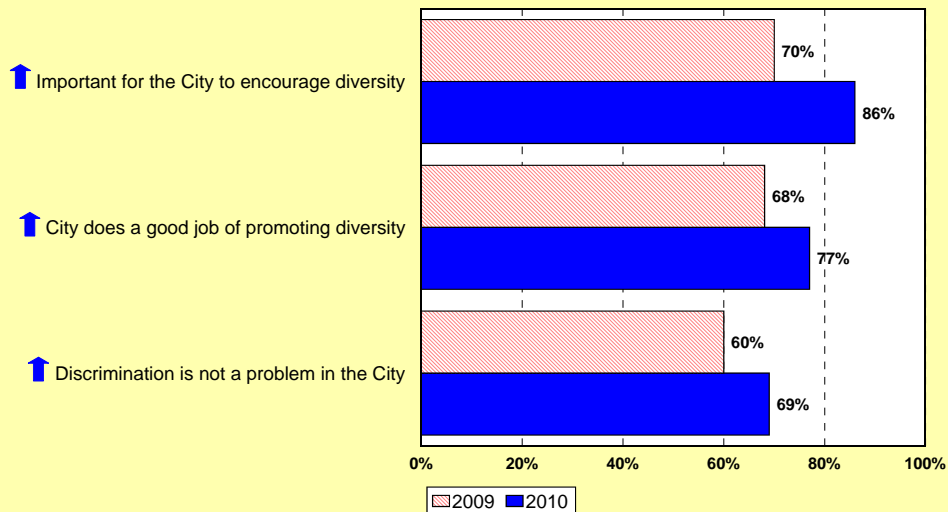
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010)

TRENDS: Level of Agreement With Various Statements About the City of Olathe's Diversity Efforts

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



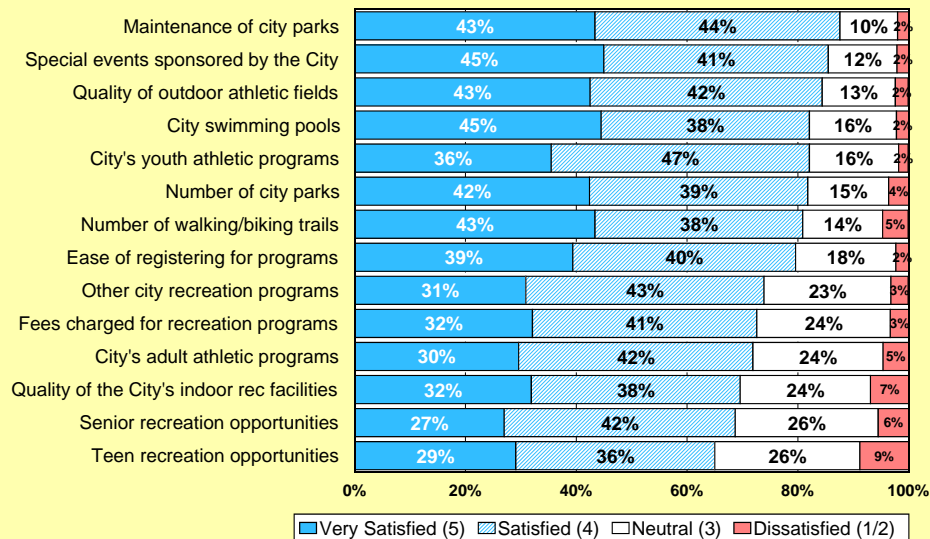
Source: ETC Institute (2010)

Strategic Area: Active Lifestyles

Source: ETC Institute (2010)

Satisfaction with Various Aspects of Parks and Recreation

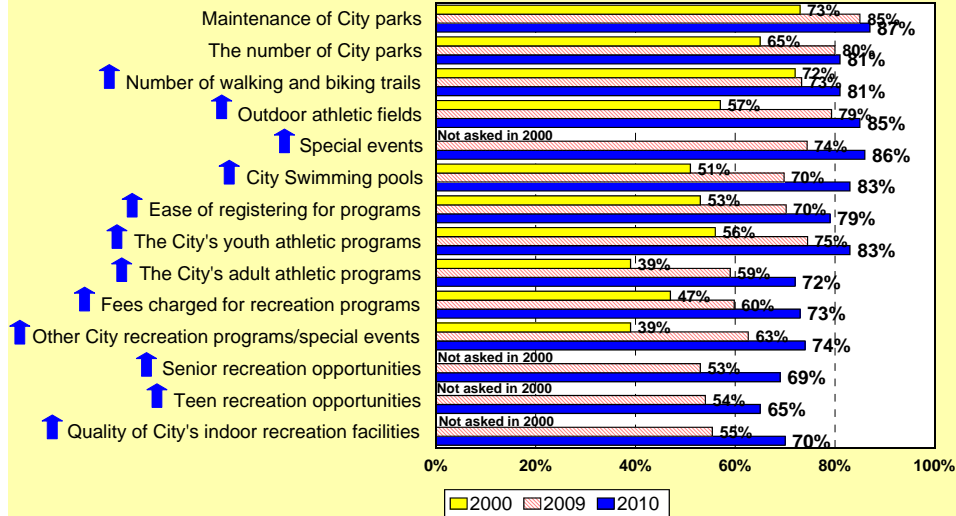
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010)

TRENDS: Satisfaction with Various Aspects of Parks and Recreation (2000, 2009, 2010)

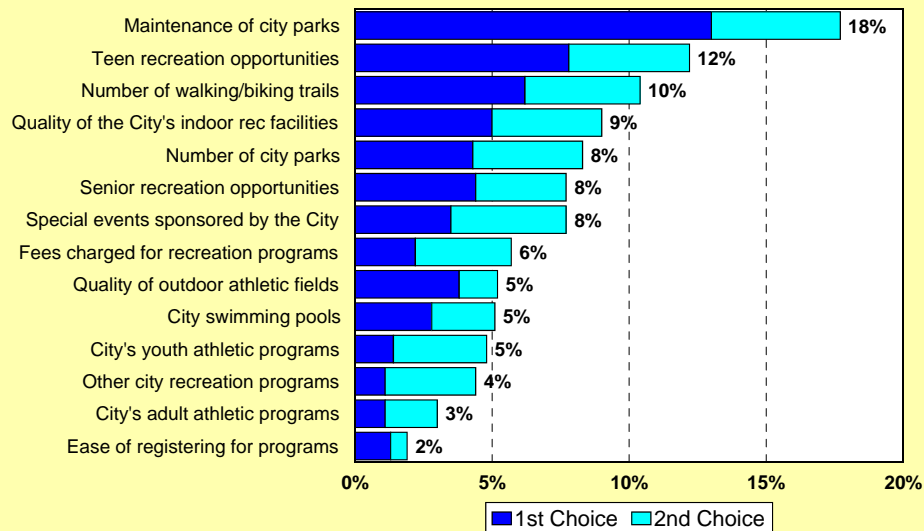
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale, where 5 means very satisfied (excluding don't knows)



Source: ETC Institute (2010)

Top Parks and Recreation Priorities Over the Next Two Years by Major Category

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



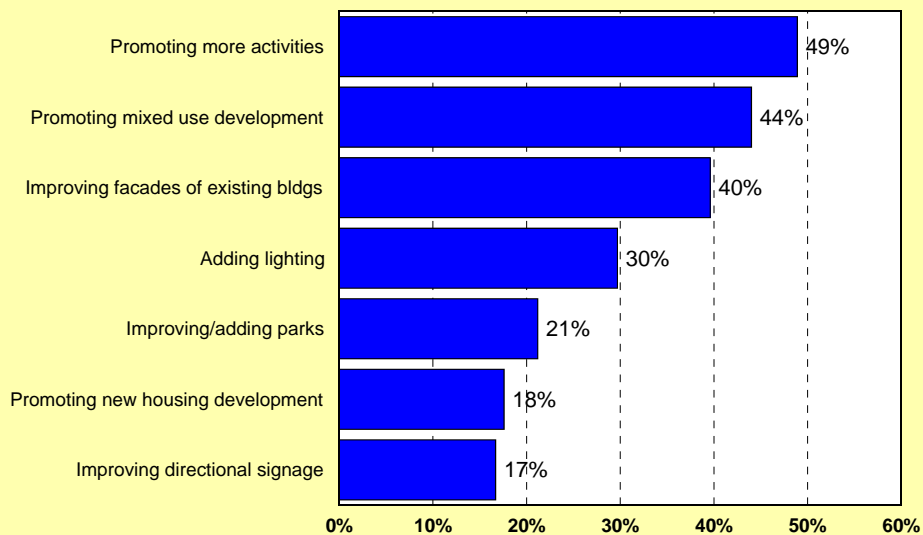
Source: ETC Institute (2010)

Strategic Area: Downtown

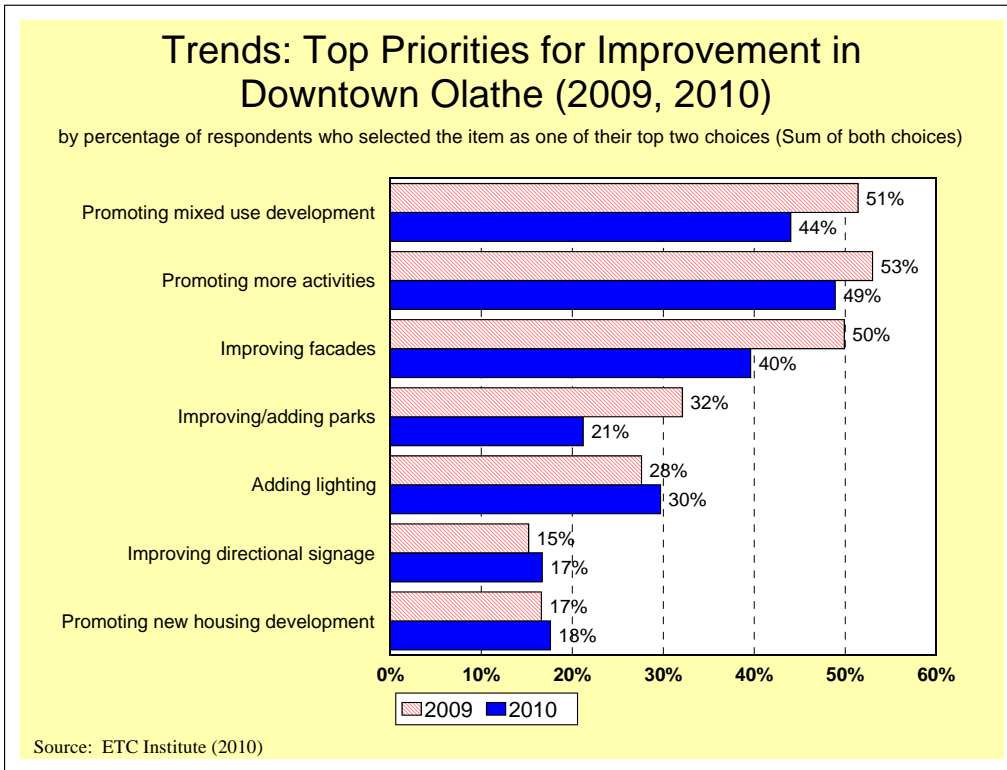
Source: ETC Institute (2010)

Top Priorities for Improvement in DOWNTOWN OLATHE

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

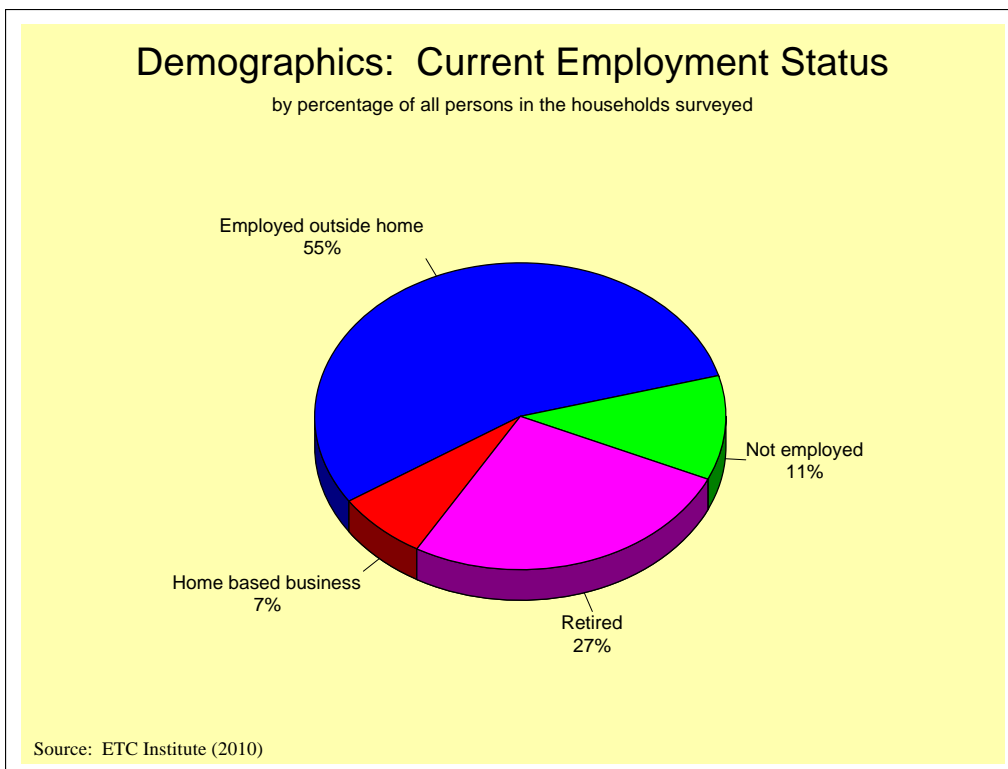
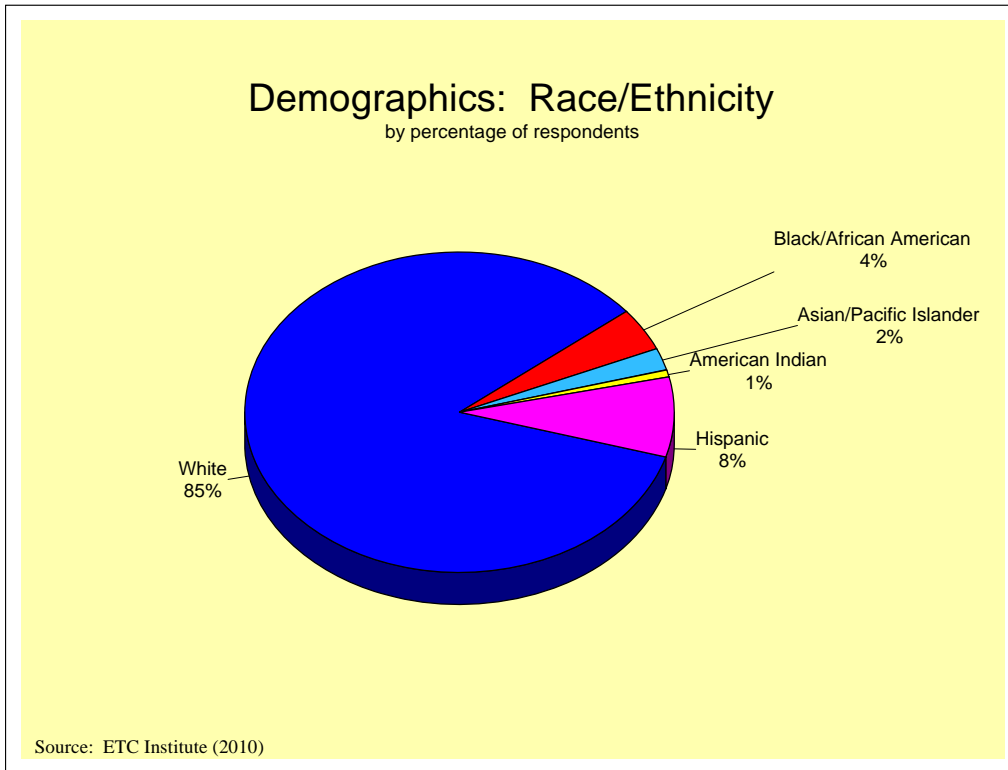


Source: ETC Institute (2010)



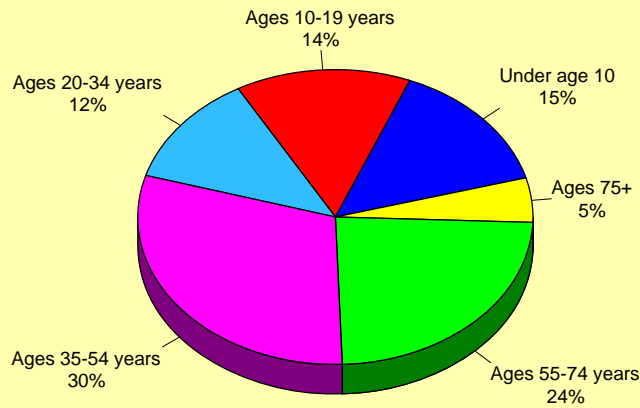
Demographics

Source: ETC Institute (2010)



Demographics: Ages of Household Occupants

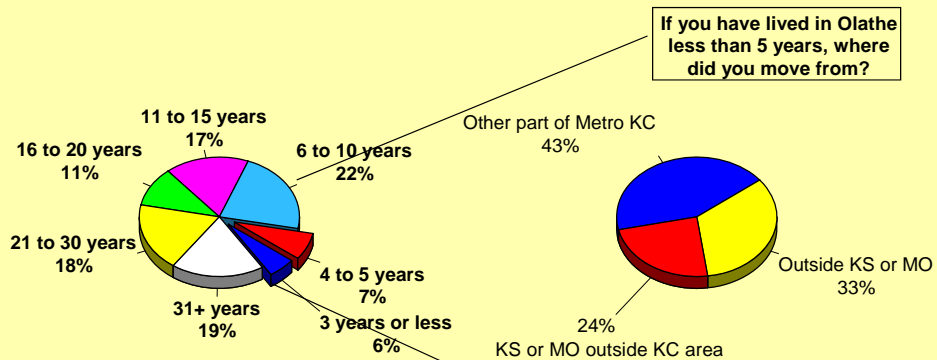
by percentage of all persons in the households surveyed



Source: ETC Institute (2010)

Demographics: Length of Time in Olathe

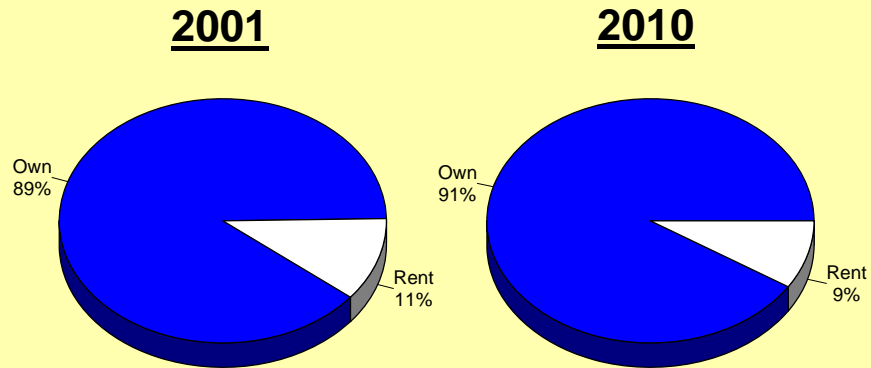
by percentage of those surveyed



Source: ETC Institute (2010)

Demographics: Do You Own or Rent Your Home?

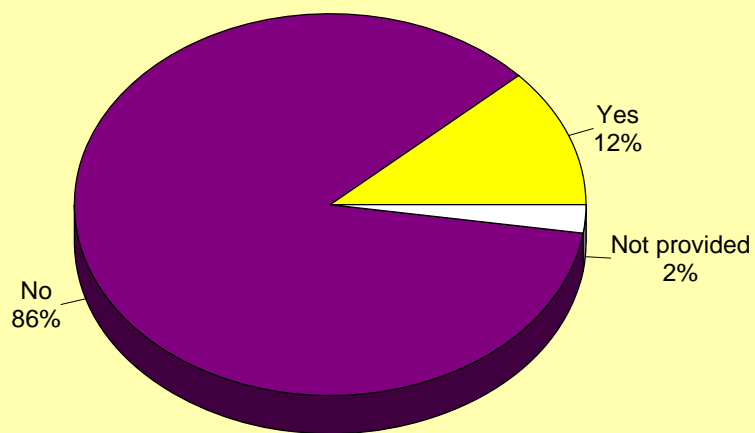
by percentage of respondents



Source: ETC Institute (2010)

Demographics: Do you or any members of your household have a hearing disability?

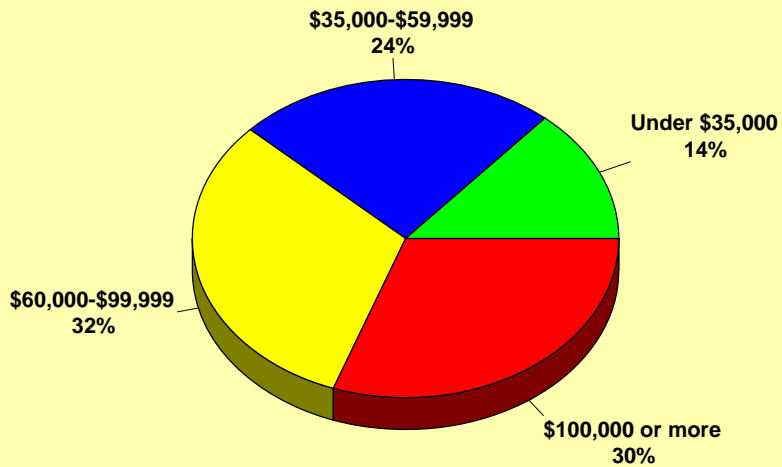
by percentage of respondents



Source: ETC Institute (2010)

Demographics: Total Annual Household Income

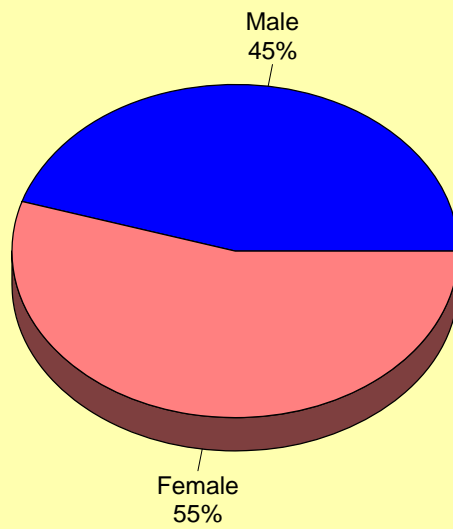
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2010)

Demographics: Gender

by percentage of respondents



Source: ETC Institute (2010)

Section 2: **Benchmarking Data**



DirectionFinder® Survey

Year 2009 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders in Kansas and Missouri use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute in the Spring of 2010 to a random sample of more than 4,300 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 31 communities in the Kansas City metro area between January 2008 and November 2010. Some of the Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Harrisonville, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

National Benchmarks. The first set of charts on the following pages show how the overall results for Olathe compare to the national average based on the results of a 2010 survey that was administered by ETC Institute to a random sample of 4,377 U.S. residents.

Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 30 communities listed above for more than 30 areas of service delivery. 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 Olathe are listed to the right of each chart. The dot on each bar shows how the results for Olathe compare to the other communities in the Kansas City area where the *DirectionFinder*® survey has been administered.

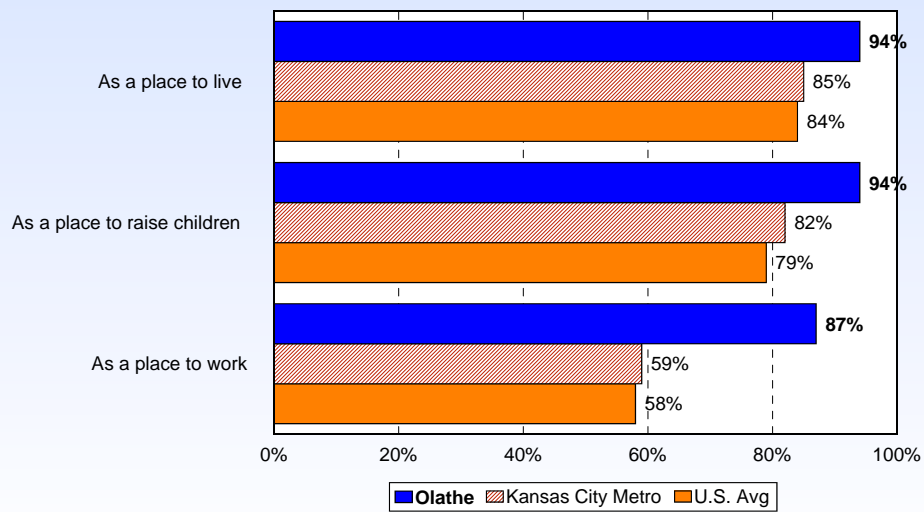
National Benchmarks (All Communities)

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 Olathe is not authorized without written consent from ETC Institute.

Source: ETC Institute DirectionFinder (2010)

Rating of the Community Where Residents Live: Olathe 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"

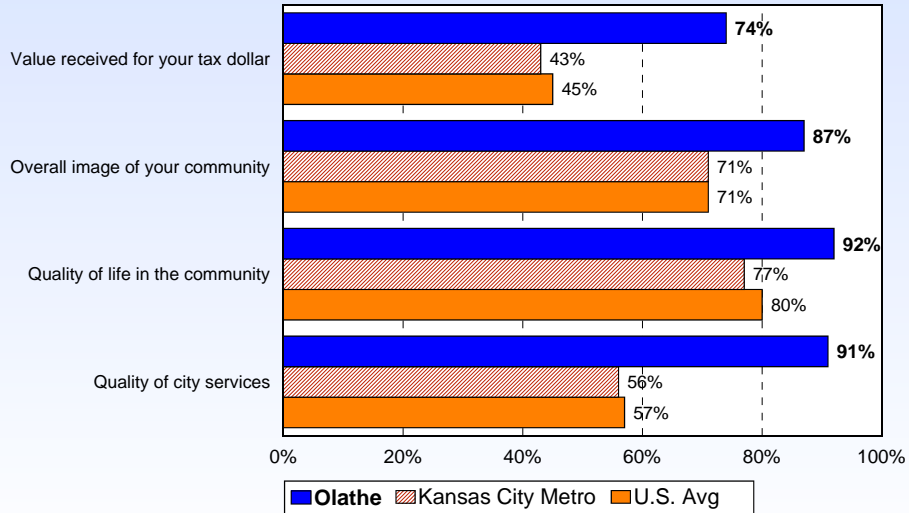


Source: ETC Institute DirectionFinder (2010)

National Benchmarking Data - All Communities

Satisfaction with Issues that Influence Perceptions of the City: City of Olathe 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"

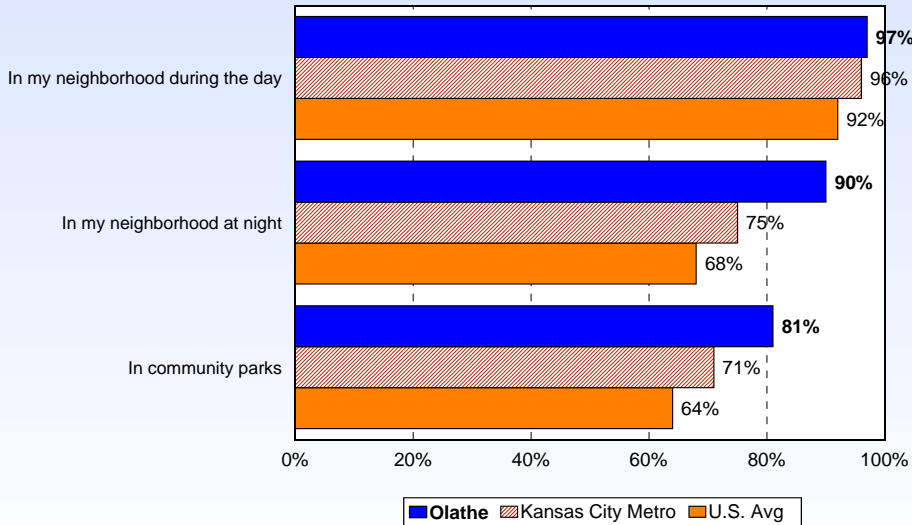


Source: ETC Institute DirectionFinder (2010)

National Benchmarking Data - All Communities

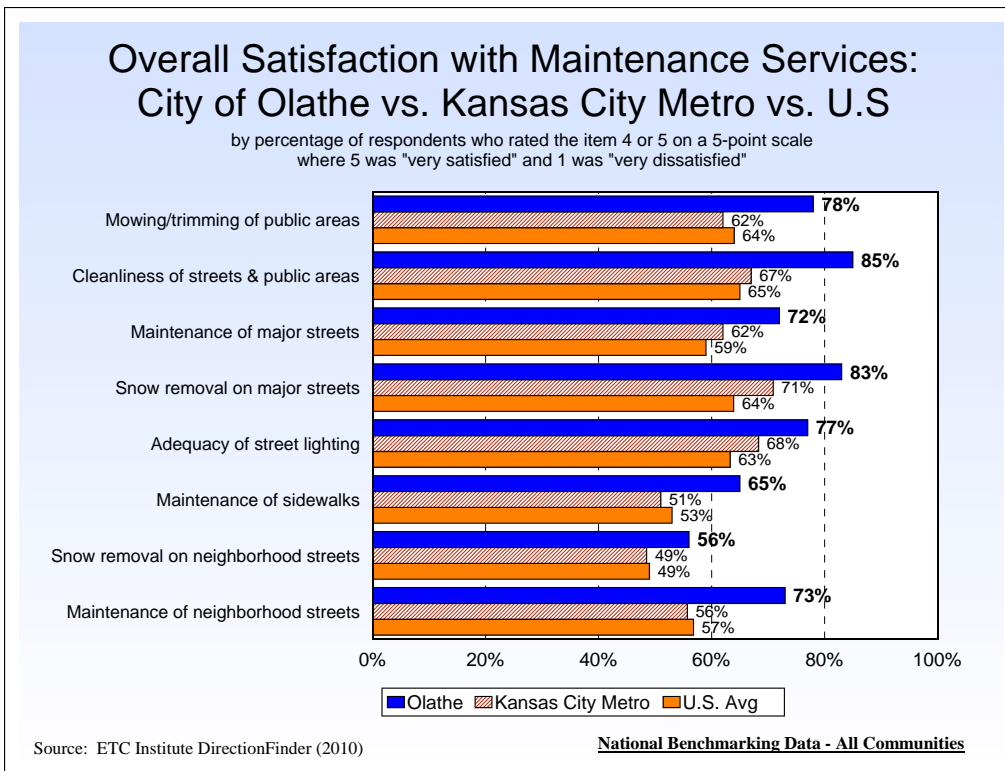
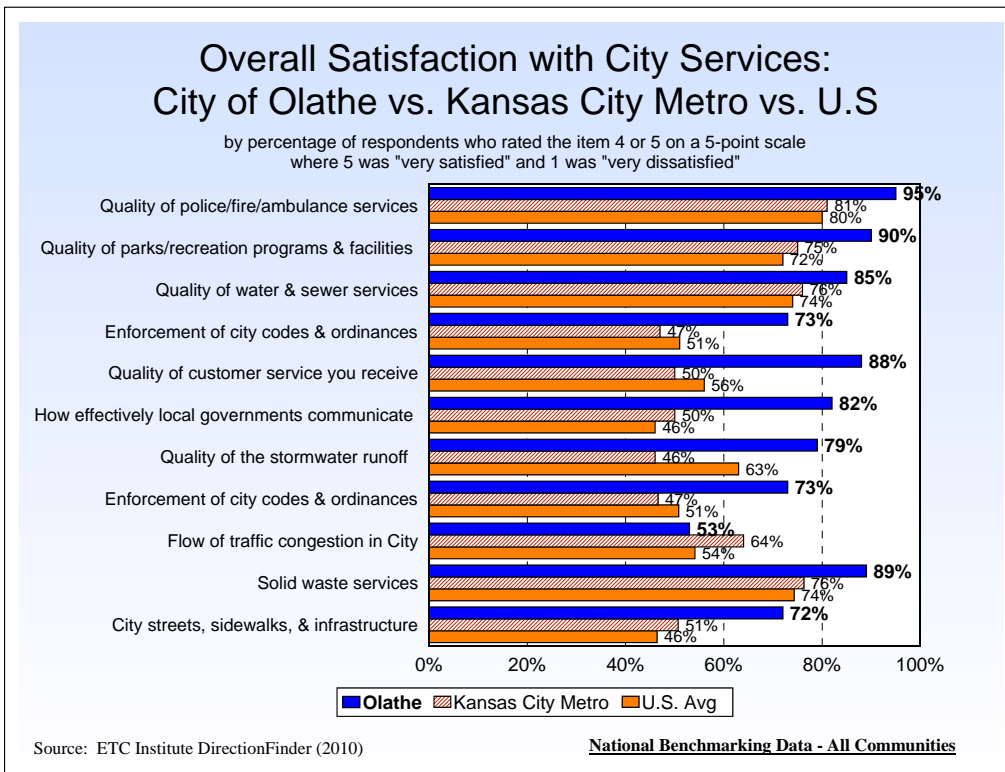
How Safe Residents Feel in Their Community: Olathe vs. Kansas City Metro vs. the U.S Average

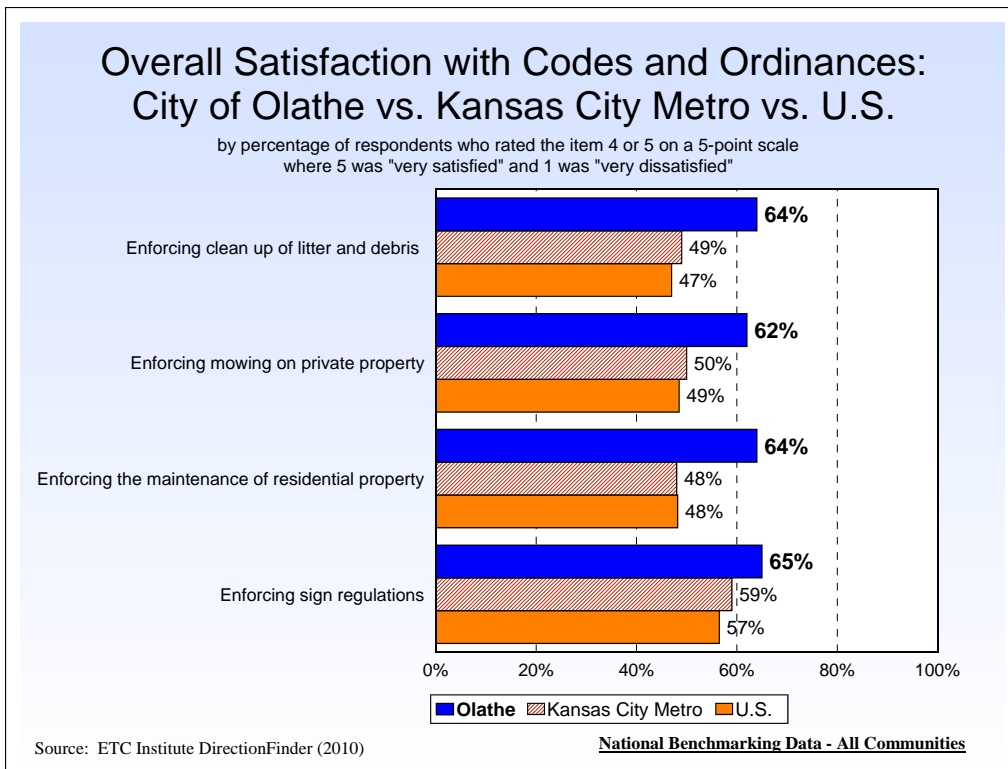
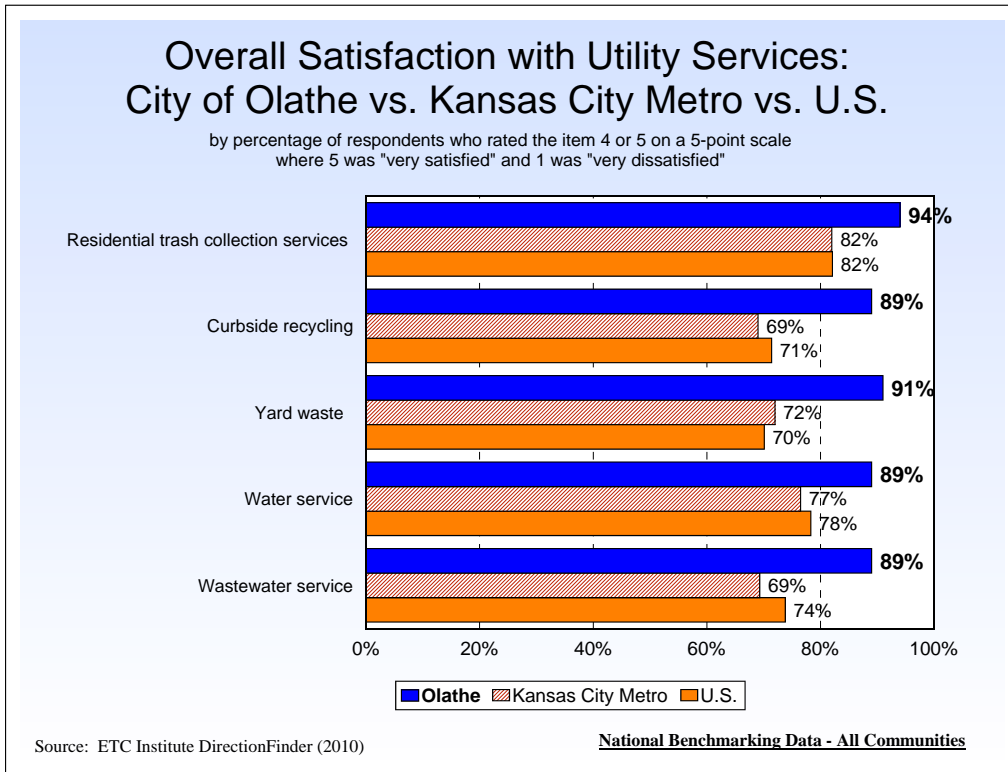
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe"

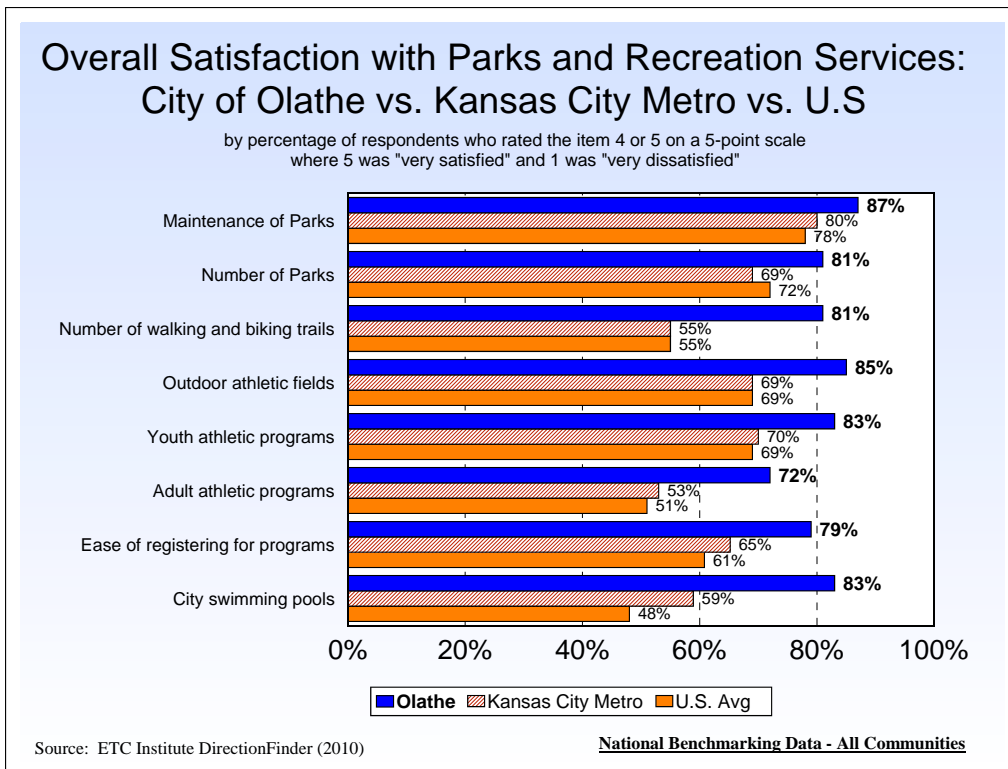
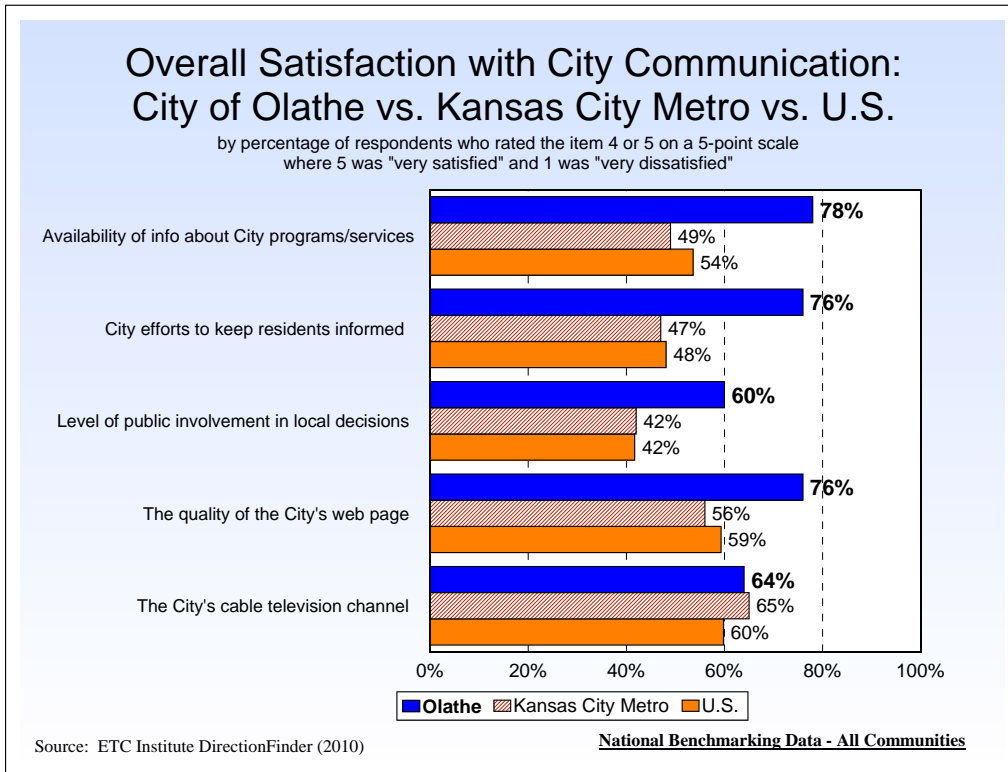


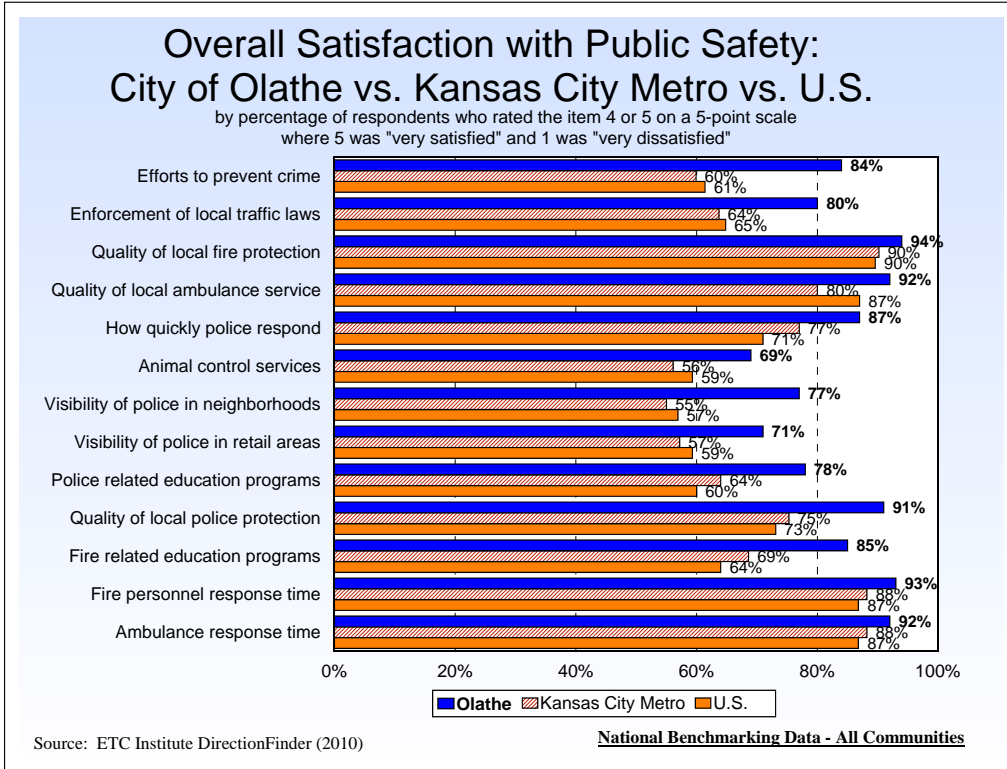
Source: ETC Institute DirectionFinder (2010)

National Benchmarking Data - All Communities



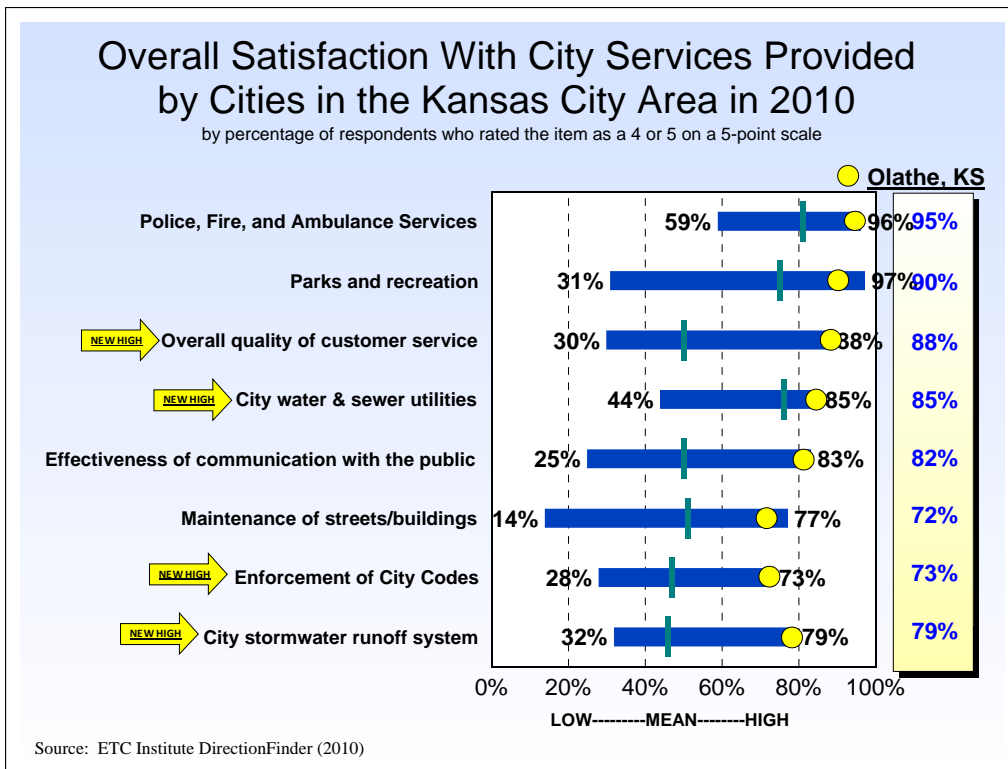
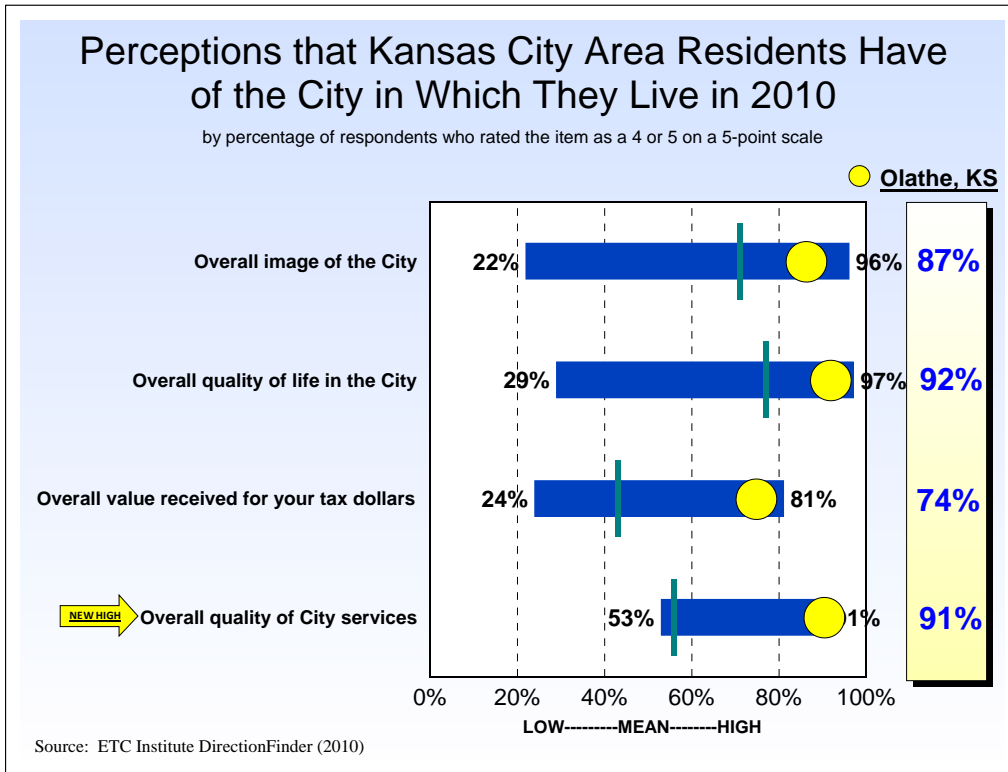


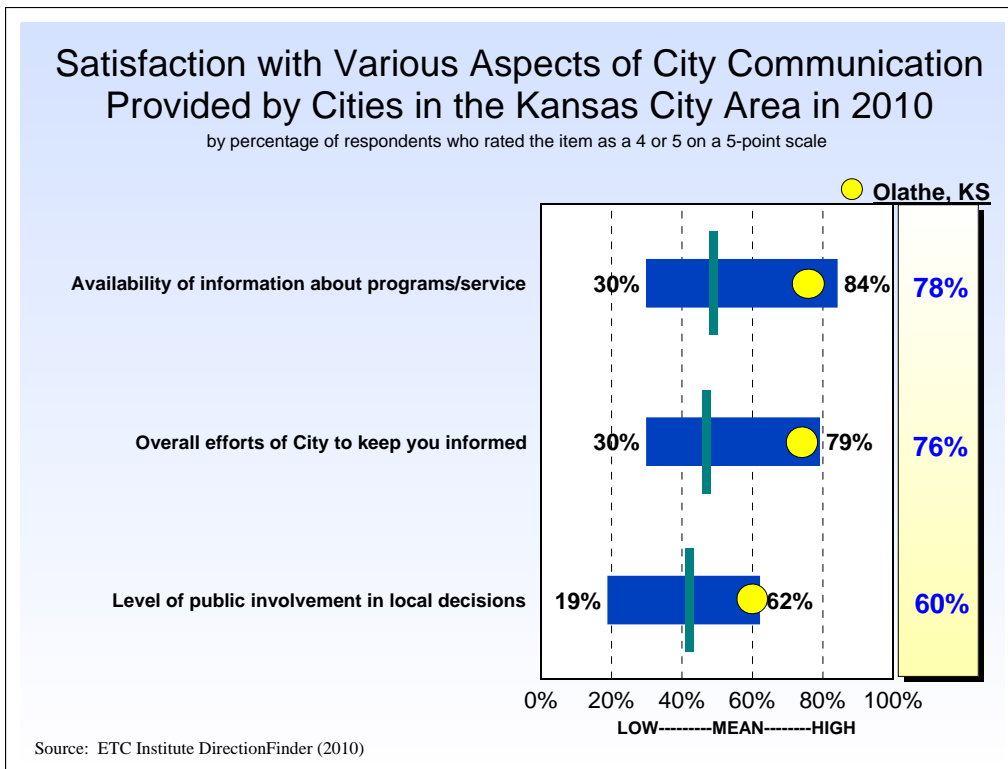
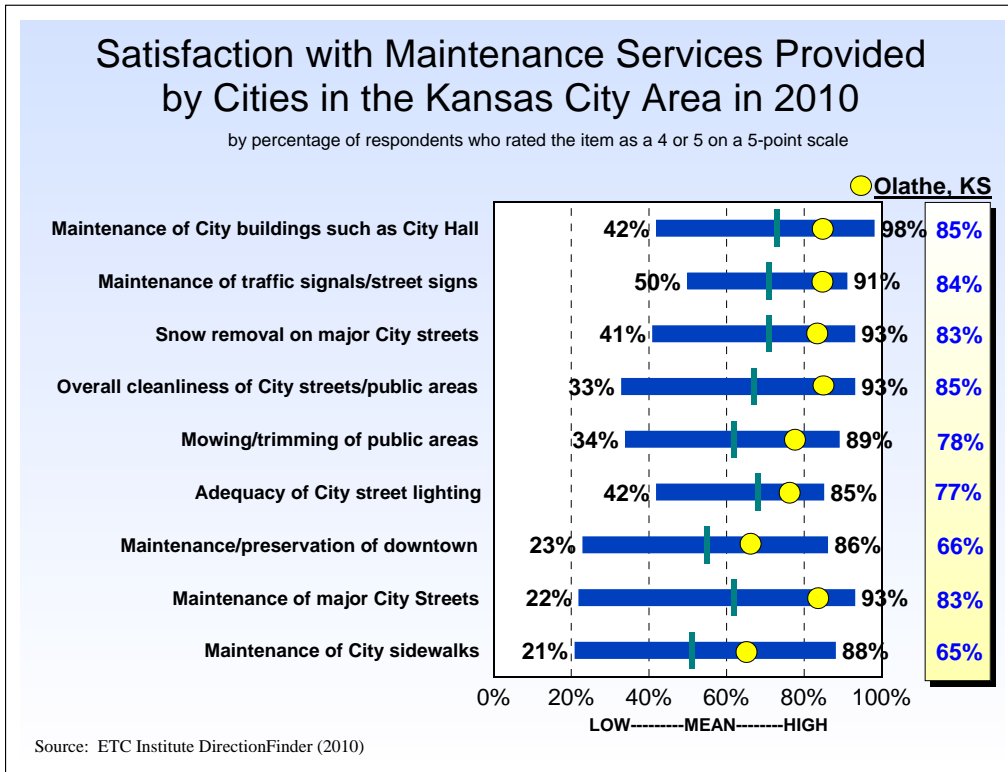


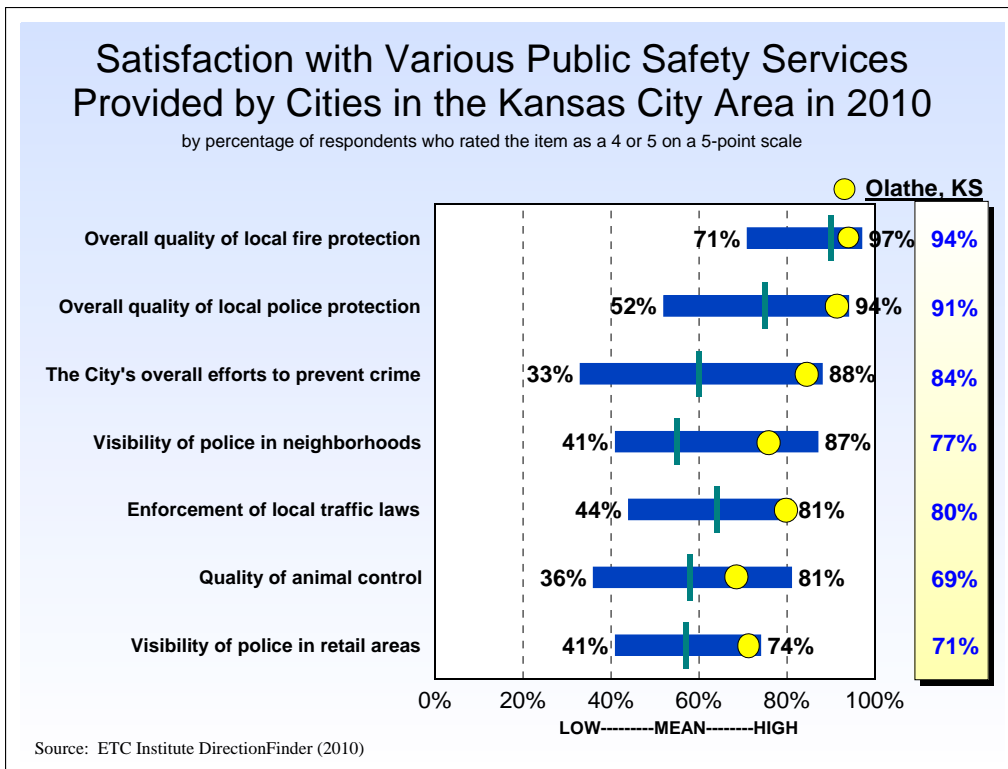
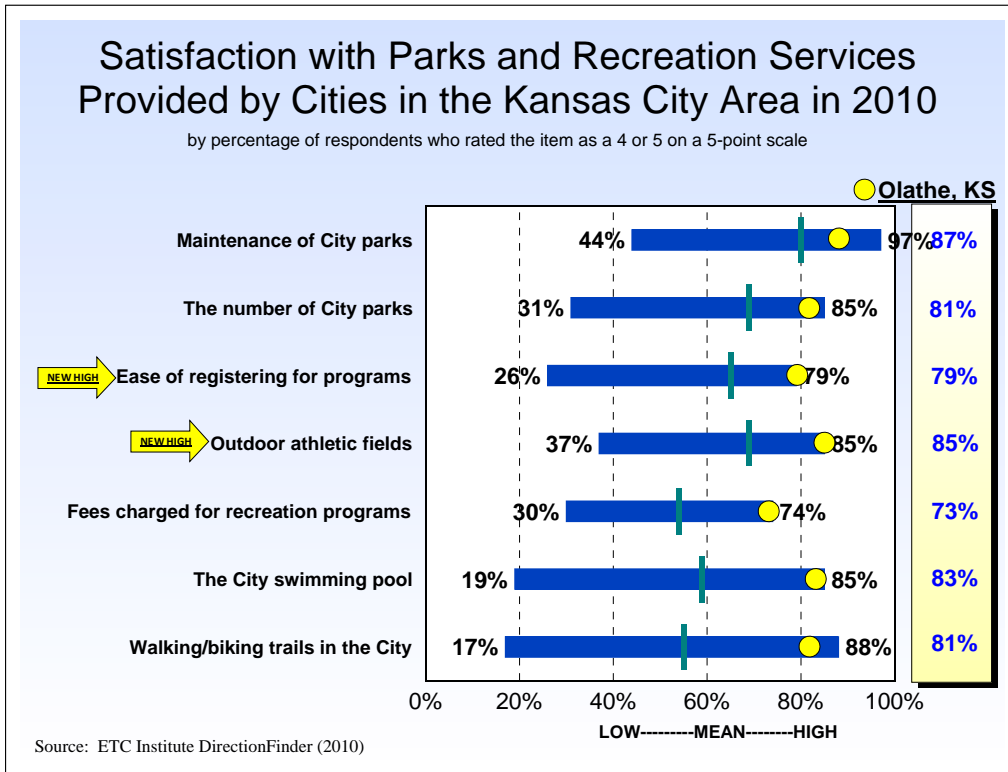


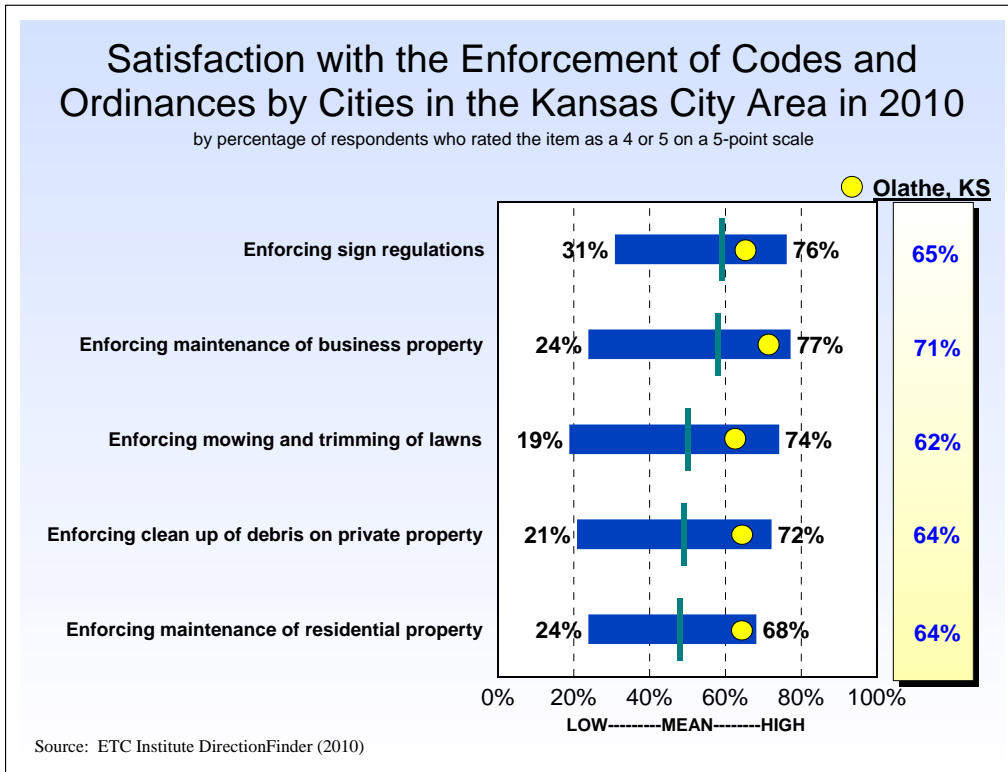
Metropolitan Kansas City Benchmarks

Source: ETC Institute DirectionFinder (2010)

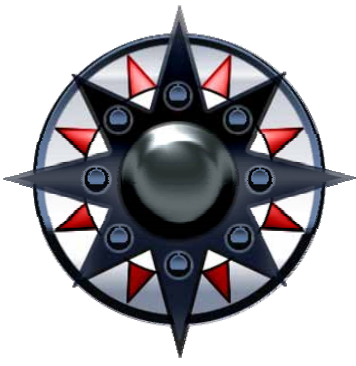








Section 3:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

Olathe, Kansas

Overview

Today, city officials 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 (IS) 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 rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

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 emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that 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 that the satisfaction ratings among service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation. Respondents were asked to identify the Major City services they thought were the most important for the City to provide. Approximately fifteen percent (.145)

selected the “Quality of City libraries” as one of the most important Major City services to provide.

With regard to satisfaction, approximately seventy-three percent (.726) of the residents surveyed rated their overall satisfaction with the “Quality of City libraries” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for the “Quality of City libraries” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 14.5% was multiplied by 27.4% (1-0.726). This calculation yielded an I-S rating of 0.0397, which ranked seven out of eleven Major City Services.

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 to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one 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 for the City to emphasize over the next two years.

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 .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Olathe are provided on the following page.

Importance-Satisfaction Rating

City of Olathe

OVERALL

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>						
Flow of traffic & congestion management in Olathe	54%	1	53%	11	0.2538	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of city streets/buildings/facilities	42%	2	72%	9	0.1176	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of city codes & ordinances	16%	3	73%	8	0.0432	3
Effectiveness of city communication with public	13%	6	82%	6	0.0234	4
Quality of the city's stormwater management system	11%	7	79%	7	0.0231	5
Quality of city water & sewer utilities	14%	5	85%	5	0.0210	6
Quality of building inspections by the city	6%	10	72%	10	0.0168	7
Quality city parks/recreation programs/facilities	11%	8	90%	2	0.0110	8
Quality of City of Olathe's solid waste system	9%	9	89%	3	0.0099	9
Quality of police, fire & ambulance services	15%	4	95%	1	0.0075	10
Customer service received from city employees	5%	11	88%	4	0.0060	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 receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the 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 Olathe

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Snow removal on neighborhood streets	32%	1	56%	13	0.1408	1
Medium Priority (IS <.10)						
Overall maintenance of city streets	26%	2	72%	10	0.0728	2
Maintenance of sidewalks in Olathe	16%	4	65%	12	0.0560	3
Maintenance & preservation of downtown	16%	5	66%	11	0.0544	4
Maintenance of neighborhood streets	17%	3	73%	9	0.0459	5
Adequacy of city street lighting	13%	6	77%	8	0.0299	6
Mowing/trimming on city streets/other public areas	9%	7	78%	7	0.0198	7
Snow removal on major city streets	8%	8	83%	6	0.0136	8
Overall cleanliness of city streets/public areas	5%	9	85%	2	0.0075	9
Maintenance of traffic signals	4%	10	84%	4	0.0064	10
Maintenance of street signs	3%	11	84%	5	0.0048	11
Maintenance of city buildings	2%	12	85%	3	0.0030	12
Cleanliness of city buildings	1%	13	86%	1	0.0014	13

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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Olathe

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < .10)						
Quality of animal control	18%	1	69%	14	0.0558	1
Visibility of police in retail areas	15%	3	71%	13	0.0435	2
Visibility of police in neighborhoods	18%	2	77%	12	0.0414	3
City's efforts to prevent crime	15%	4	84%	9	0.0240	4
Enforcement of local traffic laws	11%	5	80%	10	0.0220	5
Police - related education programs	5%	9	78%	11	0.0110	6
Overall quality of local police protection	10%	6	91%	5	0.0090	7
How quickly police respond to emergencies	6%	7	87%	6	0.0078	8
Overall quality of local fire protection	5%	8	94%	1	0.0030	9
Fire-related education programs	2%	13	85%	8	0.0030	10
How quickly fire personnel respond to emergencies	4%	10	93%	2	0.0028	11
Quality of the City's fire prevention programs	2%	12	87%	7	0.0026	12
Quality of local ambulance service	3%	11	92%	3	0.0024	13
How quickly ambulance personnel respond	2%	14	92%	4	0.0016	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Olathe

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)						
Teen recreation opportunities	12%	2	65%	14	0.0420	1
Quality of the City's indoor recreation facilities	9%	4	70%	12	0.0270	2
Senior recreation opportunities	8%	6	69%	13	0.0248	3
Maintenance of city parks	18%	1	87%	1	0.0234	4
Number of walking/biking trails	10%	3	81%	6	0.0190	5
Fees charged for recreation programs	6%	8	73%	10	0.0162	6
Number of city parks	8%	5	81%	7	0.0152	7
Special events sponsored by the City	8%	7	86%	2	0.0112	8
Other city recreation programs	4%	12	74%	9	0.0104	9
City swimming pools	5%	10	83%	4	0.0085	10
City's youth athletic programs	5%	11	83%	5	0.0085	11
City's adult athletic programs	3%	13	72%	11	0.0084	12
Quality of outdoor athletic fields	5%	9	85%	3	0.0075	13
Ease of registering for programs	2%	14	79%	8	0.0042	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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

Importance-Satisfaction Rating

City of Olathe

Libraries

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Quality & quantity of programs for teens	11%	3	65%	8	0.0385	1
Overall quality of available materials	18%	1	86%	3	0.0252	2
Quality & quantity of programs for adults	8%	6	70%	7	0.0240	3
Overall size & location of Main Library	12%	2	83%	5	0.0204	4
Size & location of: 12990 S. Black Bob Branch	10%	4	80%	6	0.0200	5
Quality & quantity of programs for children	9%	5	85%	4	0.0135	6
Overall quality of city libraries	7%	7	88%	2	0.0084	7
Overall helpfulness of library staff	3%	8	92%	1	0.0024	8

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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

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

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.

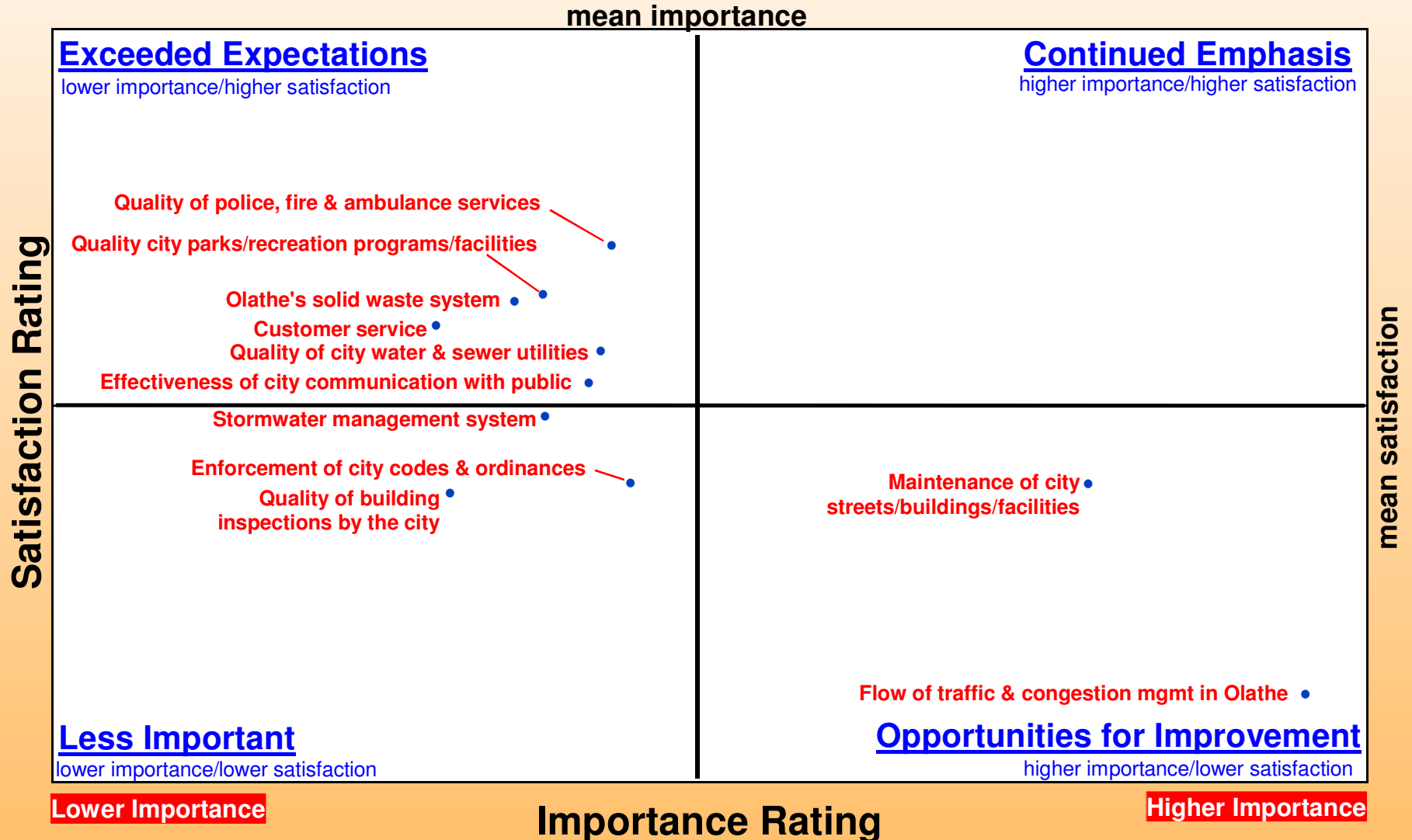
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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 the City's 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 Olathe are provided on the following pages.

2010 City of Olathe DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

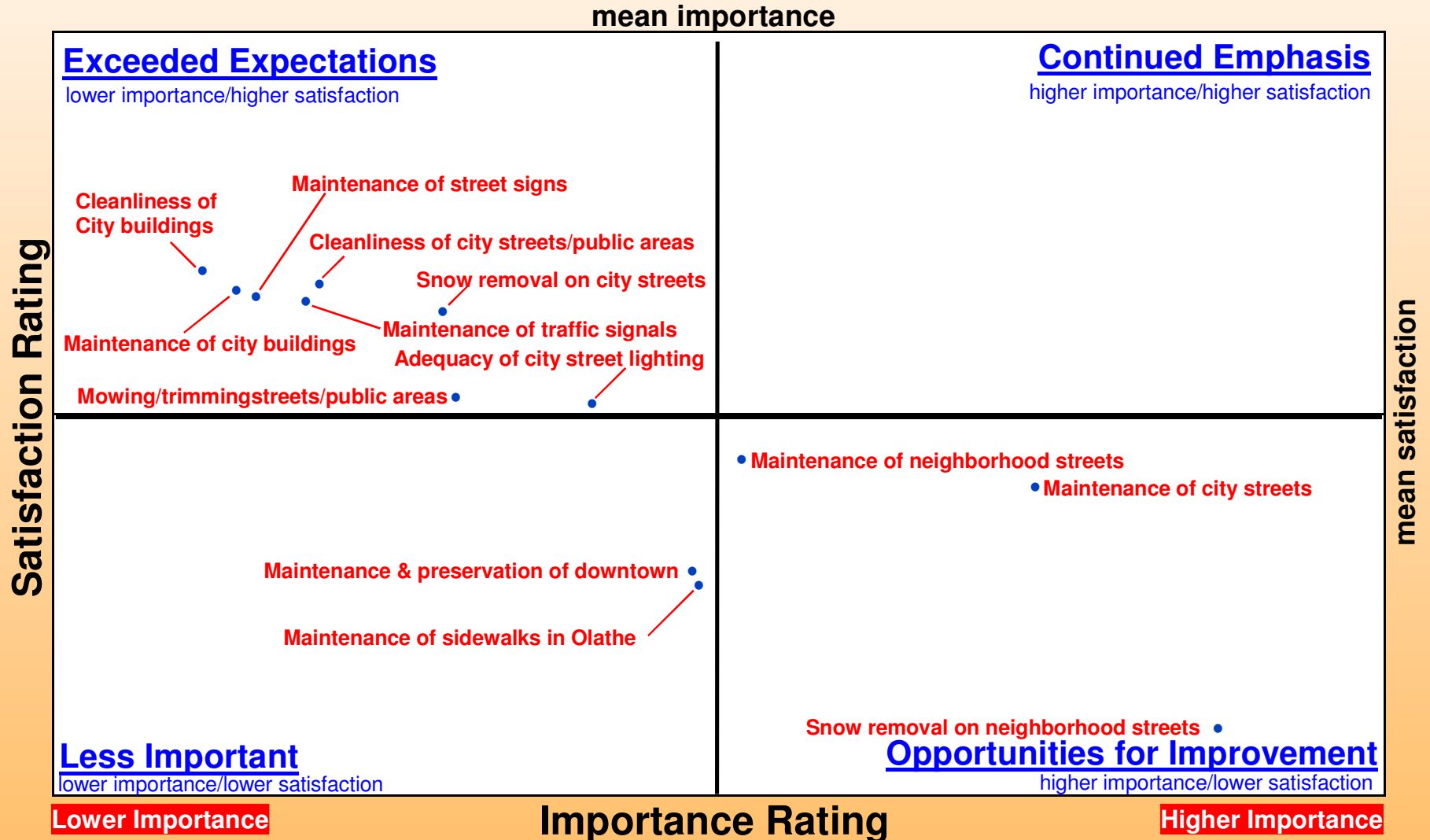
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2010 City of Olathe DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

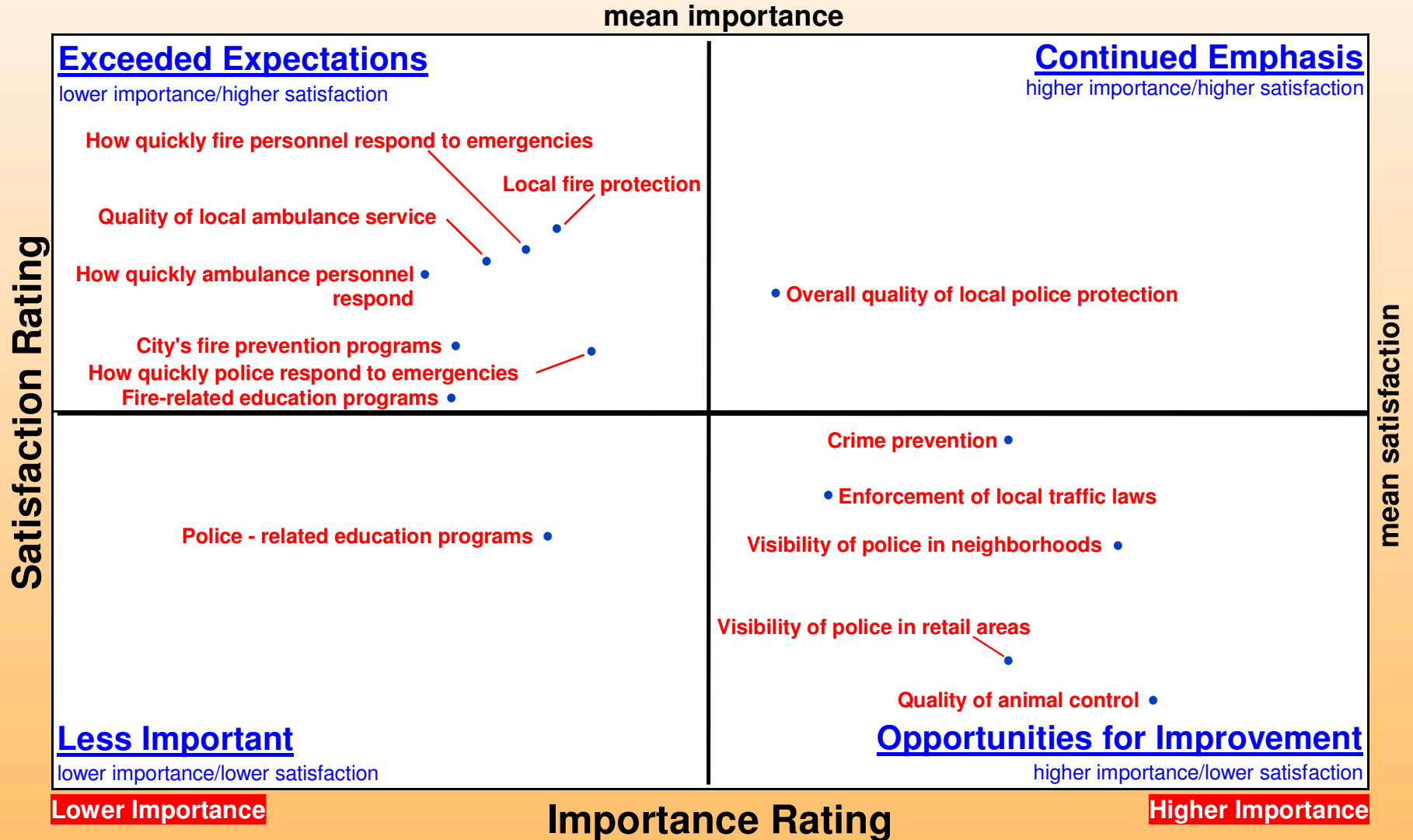
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2010 City of Olathe DirectionFinder Importance-Satisfaction Assessment Matrix

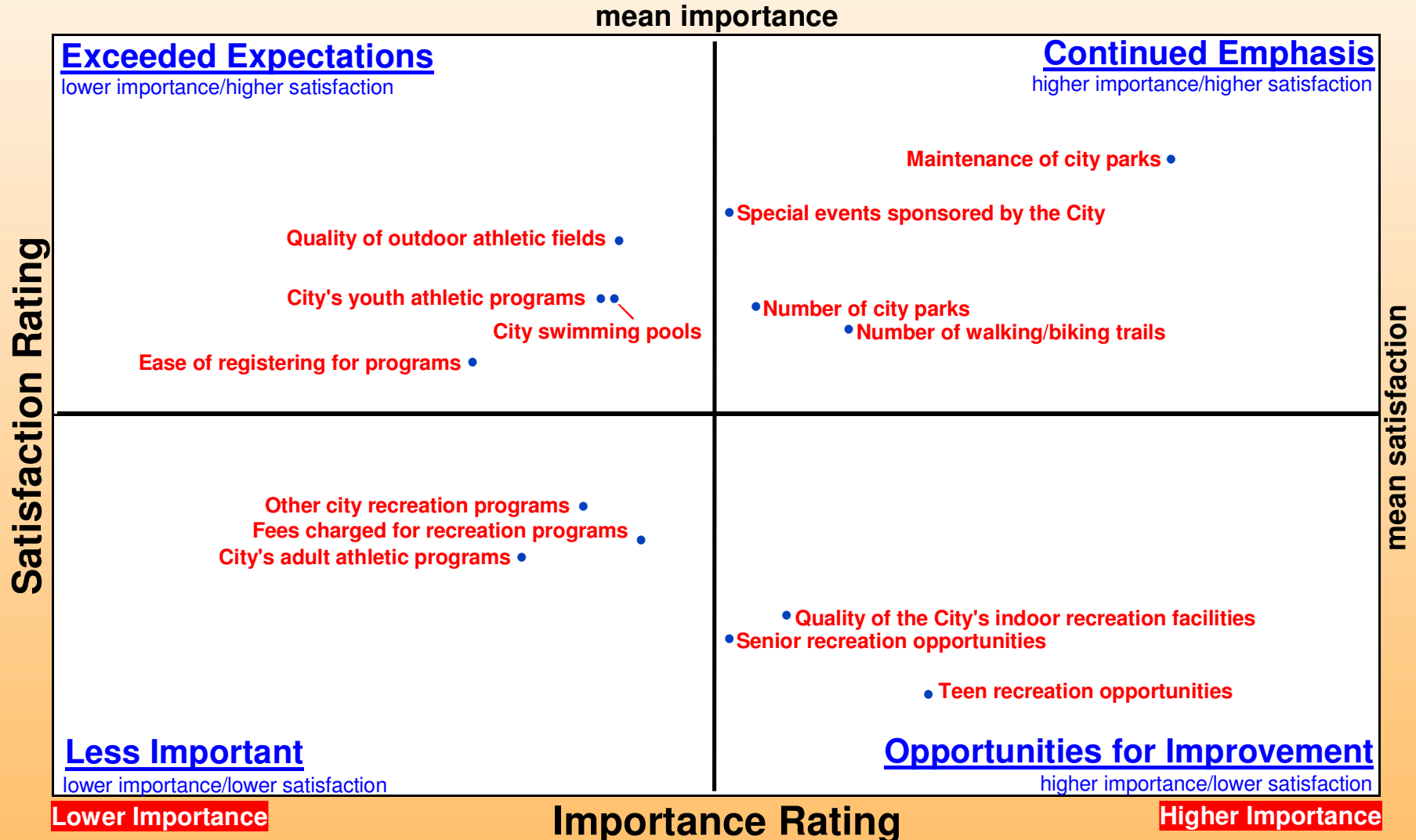
-Public Safety-

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



2010 City of Olathe 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)



2010 City of Olathe DirectionFinder Importance-Satisfaction Assessment Matrix

-Libraries-

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

