A National Leader in Market Research for Local Governmental Organizations

More than 2,200,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states
Helping organizations make better decisions
Agenda

Purpose and Methodology
Bottom Line Upfront
Major Findings
Conclusions
Questions
Purpose

To objectively assess the satisfaction with City services
To gather input from residents to help set community priorities
To assess trends over time
To compare the City’s performance to other communities
Methodology

Survey Description
- Included many of the questions that were asked in previous years (Conducted annually since 2000)

Method of Administration
- Conducted by mail, phone and the Internet to a randomly selected sample of residents each quarter
- Each survey took approximately 15-20 minutes to complete
- 2019 was the sixth full year the survey was conducted quarterly

Over 2,000 households were surveyed during 2019

Benchmarking comparisons to other communities

The home address of respondents was geocoded

Good distribution of all demographic groups in comparison to the most recent Census estimates
Location of Survey Respondents

Good representation by location

2019 City of Olathe Citizen Satisfaction Survey
Bottom Line Up Front

Olathe Residents Continue to Have a Very Positive Perception of the City

Olathe Continues to Set the Standard for the Delivery of City Services

- Satisfaction with the Overall Quality of City Services in Olathe rated 45% above the U.S. Avg.

This City is Moving the Right Direction.

- Since 2018, satisfaction has increased by 5% or more in 16 areas. Only one item has decreased by 5% or more.
- The composite customer satisfaction performance index increased by 2 points from 2018 to 2019.

Top Opportunities for Improvement:

- Flow of traffic/congestion management is the City’s top priority
- Maintenance is second
Major Finding 1

RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY
Satisfaction with Items That Influence Perceptions of the City

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

Overall quality of services provided by City
- Very Satisfied (5): 44%
- Satisfied (4): 50%
- Neutral (3): 5%
- Dissatisfied (1/2): 5%

Overall quality of life in City
- Very Satisfied (5): 45%
- Satisfied (4): 44%
- Neutral (3): 9%

Overall quality of your neighborhood
- Very Satisfied (5): 45%
- Satisfied (4): 40%
- Neutral (3): 12%

Overall image of City
- Very Satisfied (5): 37%
- Satisfied (4): 47%
- Neutral (3): 11%
- Dissatisfied (1/2): 5%

Overall quality of public education in Olathe
- Very Satisfied (5): 48%
- Satisfied (4): 36%
- Neutral (3): 12%

Value that you receive for city tax dollars/fees
- Very Satisfied (5): 27%
- Satisfied (4): 47%
- Neutral (3): 19%
- Dissatisfied (1/2): 6%

New residential development in the City
- Very Satisfied (5): 29%
- Satisfied (4): 41%
- Neutral (3): 21%
- Dissatisfied (1/2): 10%

New commercial development in the City
- Very Satisfied (5): 31%
- Satisfied (4): 38%
- Neutral (3): 22%
- Dissatisfied (1/2): 9%

Efforts to promote diversity in the community
- Very Satisfied (5): 26%
- Satisfied (4): 33%
- Neutral (3): 33%
- Dissatisfied (1/2): 8%

Overall quality of Downtown Olathe
- Very Satisfied (5): 16%
- Satisfied (4): 39%
- Neutral (3): 29%
- Dissatisfied (1/2): 16%

Source: ETC Institute (2019 Results)
Overall Satisfaction with City Services by Major Category

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of police, fire, and EMS</td>
<td>64%</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City parks and recreation programs and facilities</td>
<td>53%</td>
<td>41%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>City water and sewer utilities</td>
<td>51%</td>
<td>40%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>City of Olathe's solid waste system</td>
<td>59%</td>
<td>31%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Customer service you receive from city employees</td>
<td>48%</td>
<td>39%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>City's stormwater management system</td>
<td>41%</td>
<td>42%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Effectiveness of city communication with public</td>
<td>43%</td>
<td>40%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Maintenance of city streets/buildings/facilities</td>
<td>28%</td>
<td>47%</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Enforcement of city codes and ordinances</td>
<td>30%</td>
<td>43%</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td>Flow of traffic/congestion management in Olathe</td>
<td>17%</td>
<td>38%</td>
<td>24%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2019 Results)
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)

- As a place to live: 56% Excellent, 39% Good, 4% Neutral, 4% Below Average
- As a place to raise children: 59% Excellent, 34% Good, 6% Neutral, 6% Below Average
- As a place to work: 45% Excellent, 39% Good, 13% Neutral, 13% Below Average
- As a place where you would buy your next home: 46% Excellent, 36% Good, 13% Neutral, 5% Below Average

Source: ETC Institute (2019 Results)
Major Finding 2

SATISFACTION WITH SERVICES IS HIGH THROUGHOUT THE CITY
Satisfaction with the Overall Quality of Services Provided by the City of Olathe

All areas are in BLUE, which indicates that residents in all parts of the City are satisfied.
Major Finding 3

SATISFACTION WITH THE CITY OF OLATHE REMAINS HIGH
Overall Satisfaction with City Services by Major Category - (2012, 2018, 2019)

- Overall quality of police, fire, and EMS: 92%, 95%, 96%
- City parks and recreation programs and facilities: 88%, 91%, 94%
- City water and sewer utilities: 86%, 88%, 91%
- City of Olathe's solid waste system: 91%, 92%, 90%
- Customer service you receive from city employees: 83%, 84%, 87%
- Effectiveness of city communication with public: 82%, 83%, 83%
- City's stormwater management system: 81%, 80%, 83%
- Maintenance of city streets/buildings/facilities: 78%, 75%, 75%
- Enforcement of city codes and ordinances: 68%, 69%, 73%
- Flow of traffic/congestion management in Olathe: 53%, 56%, 56%

Source: ETC Institute (2019 Results)
Overall Satisfaction Index
2012 thru 2019

derived from the mean overall satisfaction rating provided by residents
Year 2012=100

Source: ETC Institute (2019 Results)
Significant Increases (2018-2019)

- Enforcing exterior maintenance of residential property (+12%)
- Enforcing the exterior maintenance of business property (+10%)
- Fire related education programs (+10%)
- Enforcing mowing of weeds on private property (+9%)
- Enforcing sign regulations (+9%)
- Overall quality & quantity of library programs for teens (+7%)
- Information about yard waste issues (+7%)
- Maintenance of sidewalks in Olathe (+6%)
- Condition of restrooms in public parks (+6%)
- Police related education programs (+6%)
- Value received for your city tax dollars/fees (+6%)
- Fees charged for water service (+6%)
- Information about disruptions to water service (+6%)
- Adult athletic programs (+5%)
- Fees charged for trash services (+5%)
- Responsiveness of water personnel (+5%)

Only One Significant Decrease: Overall Quality of New Residential Development in the City (-6%)
Major Finding 4

OLATHE CONTINUES TO SET THE STANDARD FOR SERVICE DELIVERY
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"

As a place to live
- Olathe: 94%
- Kansas City Metro: 85%
- U.S. Avg: 71%

As a place to raise children
- Olathe: 93%
- Kansas City Metro: 80%
- U.S. Avg: 70%

As a place to work
- Olathe: 84%
- Kansas City Metro: 67%
- U.S. Avg: 54%

Source: ETC Institute (2020)
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"

<table>
<thead>
<tr>
<th>Issue</th>
<th>Olathe</th>
<th>Kansas City Metro</th>
<th>U.S. Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of services provided by the City</td>
<td>73%</td>
<td>48%</td>
<td>73%</td>
</tr>
<tr>
<td>Overall quality of life in the City</td>
<td>78%</td>
<td>72%</td>
<td>78%</td>
</tr>
<tr>
<td>Overall image of the City</td>
<td>68%</td>
<td>61%</td>
<td>68%</td>
</tr>
<tr>
<td>Overall quality of public education</td>
<td>50%</td>
<td>55%</td>
<td>50%</td>
</tr>
<tr>
<td>Value received for your city tax dollars and fees</td>
<td>55%</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>Overall quality of Downtown Olathe</td>
<td>48%</td>
<td>49%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2020)

National Benchmarking Data - All Communities
Overall Satisfaction with City Services:
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"

- Overall quality of police, fire, and ems: Olathe 99%, Kansas City Metro 94%, U.S. Avg 74%
- City parks and recreation programs and facilities: Olathe 91%, Kansas City Metro 61%, U.S. Avg 47%
- City water and sewer utilities: Olathe 94%, Kansas City Metro 84%, U.S. Avg 69%
- City of Olathe's solid waste system: Olathe 90%, Kansas City Metro 77%, U.S. Avg 57%
- Customer service you receive from city employees: Olathe 87%, Kansas City Metro 51%, U.S. Avg 71%
- City's stormwater management system: Olathe 83%, Kansas City Metro 61%, U.S. Avg 54%
- Effectiveness of city communication with public: Olathe 83%, Kansas City Metro 62%, U.S. Avg 46%
- Maintenance of city streets/buildings/facilities: Olathe 76%, Kansas City Metro 49%, U.S. Avg 49%
- Enforcement of city codes and ordinances: Olathe 73%, Kansas City Metro 42%, U.S. Avg 52%
- Flow of traffic/congestion management in Olathe: Olathe 58%, Kansas City Metro 31%, U.S. Avg 56%

Source: ETC Institute (2020)
Overall Satisfaction with Maintenance Services:
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"
Overall Satisfaction with Utility Services: 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"

- Overall quality of yard waste service: Olathe 96%, Kansas City Metro 93%, U.S. Avg 76%
- Overall quality of trash service: Olathe 93%, Kansas City Metro 83%, U.S. Avg 72%
- Overall quality of recycling service: Olathe 90%, Kansas City Metro 85%, U.S. Avg 79%
- Water pressure: Olathe 88%, Kansas City Metro 78%, U.S. Avg 72%
- Taste of tap water: Olathe 88%, Kansas City Metro 75%, U.S. Avg 67%
- Bulky item pickup/removal service: Olathe 86%, Kansas City Metro 71%, U.S. Avg 54%
- Overall quality of water service: Olathe 84%, Kansas City Metro 76%, U.S. Avg 64%
- Household hazardous waste disposal: Olathe 83%, Kansas City Metro 83%, U.S. Avg 65%
- Overall quality of waste water: Olathe 80%, Kansas City Metro 78%, U.S. Avg 76%

Source: ETC Institute (2020)

National Benchmarking Data - All Communities
Overall Satisfaction with Codes and Ordinances:
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"

- Enforcing sign regulations:
  - Olathe: 64%
  - Kansas City Metro: 55%
  - U.S. Avg: 50%

- Enforcing the exterior maint. of business property:
  - Olathe: 63%
  - Kansas City Metro: 53%
  - U.S. Avg: 52%

- Enforcing mowing of weeds on private property:
  - Olathe: 55%
  - Kansas City Metro: 36%
  - U.S. Avg: 46%

- Enforcing exterior maint. of residential property:
  - Olathe: 55%
  - Kansas City Metro: 44%
  - U.S. Avg: 43%

- Enforcing clean-up of debris on private property:
  - Olathe: 51%
  - Kansas City Metro: 46%
  - U.S. Avg: 42%

Source: ETC Institute (2020)
National Benchmarking Data - All Communities
Overall Satisfaction with Parks and Recreation Services: 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"

- **Maintenance of city parks**: Olathe 78%, Kansas City Metro 75%, U.S. Avg 70%
- **Number of city parks**: Olathe 85%, Kansas City Metro 75%, U.S. Avg 67%
- **Outdoor athletic fields**: Olathe 84%, Kansas City Metro 66%, U.S. Avg 64%
- **Maintenance of walking/biking trails**: Olathe 84%, Kansas City Metro 67%, U.S. Avg 67%
- **Indoor recreation facilities**: Olathe 83%, Kansas City Metro 66%, U.S. Avg 66%
- **Youth athletic programs**: Olathe 82%, Kansas City Metro 62%, U.S. Avg 59%
- **City swimming pools**: Olathe 82%, Kansas City Metro 61%, U.S. Avg 33%
- **Ease of registering for programs**: Olathe 77%, Kansas City Metro 63%, U.S. Avg 62%
- **Adult athletic programs**: Olathe 74%, Kansas City Metro 62%, U.S. Avg 55%

Source: ETC Institute (2020)
Overall Satisfaction with Public Safety:
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"

1. Overall quality of local fire protection/EMS
   - Olathe: 92%
   - Kansas City Metro: 81%
   - U.S. Avg: 87%

2. How quickly fire/EMS respond to emergencies
   - Olathe: 92%
   - Kansas City Metro: 79%
   - U.S. Avg: 84%

3. Overall quality of local police protection
   - Olathe: 89%
   - Kansas City Metro: 71%
   - U.S. Avg: 77%

4. How quickly police respond to emergencies
   - Olathe: 88%
   - Kansas City Metro: 72%
   - U.S. Avg: 68%

5. Fire related education programs
   - Olathe: 82%
   - Kansas City Metro: 71%
   - U.S. Avg: 62%

6. City’s efforts to prevent crime
   - Olathe: 80%
   - Kansas City Metro: 56%
   - U.S. Avg: 58%

7. Visibility of police in neighborhoods
   - Olathe: 79%
   - Kansas City Metro: 55%
   - U.S. Avg: 55%

8. Police related education programs
   - Olathe: 78%
   - Kansas City Metro: 60%
   - U.S. Avg: 52%

9. Visibility of police in retail areas
   - Olathe: 76%
   - Kansas City Metro: 65%
   - U.S. Avg: 50%

10. Enforcement of local traffic laws
    - Olathe: 75%
    - Kansas City Metro: 65%
    - U.S. Avg: 65%

11. Quality of animal control
    - Olathe: 74%
    - Kansas City Metro: 61%
    - U.S. Avg: 55%

Source: ETC Institute (2020)

National Benchmarking Data - All Communities
Major Finding 5

PRIORITIES FOR THE FUTURE
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

- Flow of traffic/congestion management in Olathe: 66%
- Maintenance of city streets/buildings/facilities: 58%
- Overall quality of police, fire, and EMS: 31%
- City parks and recreation programs and facilities: 23%
- Enforcement of city codes and ordinances: 21%
- City water and sewer utilities: 16%
- City of Olathe's solid waste system: 12%
- Effectiveness of city communication with public: 11%
- City's stormwater management system: 8%
- Customer service you receive from city employees: 4%

Source: ETC Institute (2019 Results)
## 2019 Importance-Satisfaction Rating
City of Olathe
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>Overall flow of traffic and congestion management in Olathe</td>
<td>66%</td>
<td>1</td>
<td>56%</td>
<td>10</td>
<td>0.2919</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>Overall maintenance of city streets, buildings &amp; facilities</td>
<td>58%</td>
<td>2</td>
<td>76%</td>
<td>8</td>
<td>0.1414</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>Overall enforcement of city codes and ordinances</td>
<td>21%</td>
<td>5</td>
<td>73%</td>
<td>9</td>
<td>0.0573</td>
<td>3</td>
</tr>
<tr>
<td>Overall effectiveness of city communication with the Public</td>
<td>11%</td>
<td>8</td>
<td>83%</td>
<td>7</td>
<td>0.0190</td>
<td>4</td>
</tr>
<tr>
<td>Overall quality of city water and sewer utilities</td>
<td>16%</td>
<td>6</td>
<td>91%</td>
<td>3</td>
<td>0.0151</td>
<td>5</td>
</tr>
<tr>
<td>Overall quality of city parks and recreation programs and facilities</td>
<td>23%</td>
<td>4</td>
<td>94%</td>
<td>2</td>
<td>0.0148</td>
<td>6</td>
</tr>
<tr>
<td>Overall quality of the City’s stormwater runoff/stormwater management system</td>
<td>8%</td>
<td>9</td>
<td>83%</td>
<td>6</td>
<td>0.0140</td>
<td>7</td>
</tr>
<tr>
<td>Overall quality of City of Olathe’s solid waste system (trash, recycling, yard waste)</td>
<td>12%</td>
<td>7</td>
<td>90%</td>
<td>4</td>
<td>0.0116</td>
<td>8</td>
</tr>
<tr>
<td>Overall quality of police, fire, and emergency medical services</td>
<td>31%</td>
<td>3</td>
<td>96%</td>
<td>1</td>
<td>0.0112</td>
<td>9</td>
</tr>
<tr>
<td>Overall quality of customer service you receive from city employees</td>
<td>4%</td>
<td>10</td>
<td>87%</td>
<td>5</td>
<td>0.0055</td>
<td>10</td>
</tr>
</tbody>
</table>

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years
2019 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)

**Exceeded Expectations**
- Lower importance/higher satisfaction
  - Overall quality of city parks/recreation programs and facilities
  - Overall quality of city water and sewer utilities
  - Overall quality of the City’s solid waste system
  - Overall quality of the City’s stormwater runoff/stormwater management system
  - Overall quality of customer service you receive from city employees
  - Overall effectiveness of city communication with the public
  - Overall enforcement of city codes and ordinances

**Continued Emphasis**
- Higher importance/higher satisfaction
  - Overall quality of police, fire, and emergency medical services
  - Overall maintenance of city streets, buildings & facilities
  - Overall flow of traffic and congestion management in Olathe

**Less Important**
- Lower importance/lower satisfaction

**Opportunities for Improvement**
- Higher importance/lower satisfaction

Source: ETC Institute (2020)
Summary

Olathe Residents Continue to Have a Very Positive Perception of the City

Olathe Continues to Set the Standard for the Delivery of City Services
  ◦ Satisfaction with the Overall Quality of City Services in Olathe rated 45% above the U.S. Avg.

This City is Moving the Right Direction.
  ◦ Since 2018, satisfaction has increased by 5% or more in 16 areas. Only one item has decreased by 5% or more.
  ◦ The composite customer satisfaction performance index increased by 2 points from 2018 to 2019.

Top Opportunities for Improvement:
  ◦ Flow of traffic/congestion management is the City’s top priority
  ◦ Maintenance is second
Questions?

THANK YOU