2016 Kansas City, KS/Wyandotte County Community Survey
Appendix B – National Benchmarks

Submitted to:
Unified Government of Wyandotte County/
Kansas City, Kansas

Submitted by: ETC Institute
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**Benchmarking Analysis**

**2016 Kansas City, KS/Wyandotte County Community Survey**

**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 to a random sample of more than 2,000 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 30 communities in the Kansas City metro area between January 2010 and January 2016. 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 Wyandotte County/Kansas City, KS compare to the national average based on the results of a national survey that was administered by ETC Institute to a random sample of more than 2,000 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. 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 Wyandotte County/Kansas City, KS are listed to the right of each chart. The dot on each bar shows how the results for Wyandotte County/Kansas City, KS compare to the other communities in the Kansas City area where the *DirectionFinder®* survey has been administered.
National Benchmarks

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Overall Satisfaction with Major Categories of City Services
Wyandotte County/Kansas City, KS vs. Kansas City Metro vs. the 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" (excluding don’t knows)

Source: 2016 ETC Institute
Satisfaction with Items that Influence Perceptions of the City
Wyandotte County/Kansas City, KS vs. Kansas City Metro vs. the 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" (excluding don't knows)

Overall quality of life in Wyandotte County
- WYCO/KCK: 77%
- Kansas City Metro: 74%
- U.S. Avg (cities with 100,000+ residents): 79%

City is planning/managing growth/development well
- WYCO/KCK: 33%
- Kansas City Metro: 50%
- U.S. Avg (cities with 100,000+ residents): 42%

Overall image of Wyandotte County
- WYCO/KCK: 31%
- Kansas City Metro: 66%
- U.S. Avg (cities with 100,000+ residents): 68%

Overall feeling of safety in Wyandotte County
- WYCO/KCK: 29%
- Kansas City Metro: 71%
- U.S. Avg (cities with 100,000+ residents): 77%

Overall appearance of Wyandotte County
- WYCO/KCK: 27%
- Kansas City Metro: 71%
- U.S. Avg (cities with 100,000+ residents): 66%

Source: 2016 ETC Institute

ETC Institute (2016)
Overall Satisfaction with Code Enforcement
Wyandotte County/Kansas City, KS vs. Kansas City Metro vs. the 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" (excluding don't knows)

Source: 2016 ETC Institute

Overall Satisfaction with City Maintenance
Wyandotte County/Kansas City, KS vs. Kansas City Metro vs. the 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" (excluding don't knows)

Source: 2016 ETC Institute
Overall Satisfaction with Parks and Recreation
Wyandotte County/Kansas City, KS vs. Kansas City Metro vs. the 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" (excluding don't knows)

Source: 2016 ETC Institute

Metropolitan Kansas City Benchmarks
Overall Satisfaction With Major Categories of City Services in the Kansas City Area in 2016
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" (excluding don't knows)

<table>
<thead>
<tr>
<th>Service</th>
<th>Wyandotte County/Kansas City, KS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of City's parks &amp; recreation facilities</td>
<td>23%</td>
</tr>
<tr>
<td>Quality of City's parks &amp; recreation programs</td>
<td>23%</td>
</tr>
<tr>
<td>Quality of fire services</td>
<td>54%</td>
</tr>
<tr>
<td>Quality of ambulance services</td>
<td>20%</td>
</tr>
<tr>
<td>Quality of trash collection system</td>
<td>73%</td>
</tr>
<tr>
<td>Quality of City police services</td>
<td>61%</td>
</tr>
<tr>
<td>Quality of recycling</td>
<td>41%</td>
</tr>
<tr>
<td>Quality of maintenance of City streets</td>
<td>16%</td>
</tr>
<tr>
<td>City's storm water runoff/management system</td>
<td>24%</td>
</tr>
<tr>
<td>Quality of City's sewer utility</td>
<td>46%</td>
</tr>
<tr>
<td>Quality of communication with public</td>
<td>23%</td>
</tr>
<tr>
<td>Quality of Code Enforcement</td>
<td>22%</td>
</tr>
<tr>
<td>Quality of public transportation</td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: 2016 ETC Institute

Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2016
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" (excluding don't knows)

<table>
<thead>
<tr>
<th>Perception</th>
<th>Wyandotte County/Kansas City, KS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of life in Wyandotte County</td>
<td>19%</td>
</tr>
<tr>
<td>Overall image of Wyandotte County</td>
<td>22%</td>
</tr>
<tr>
<td>Overall appearance of Wyandotte County</td>
<td>22%</td>
</tr>
<tr>
<td>Overall feeling of safety in Wyandotte County</td>
<td>29%</td>
</tr>
<tr>
<td>City is planning/managing growth/development well</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: 2016 ETC Institute
### Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in 2016

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" (excluding don’t knows)

- **Fire department response to medical emergency call**: 74% Wyandotte County/Kansas City, KS
- **Fire department response to fires**: 60% Wyandotte County/Kansas City, KS
- **Visibility of police in neighborhoods**: 36% Wyandotte County/Kansas City, KS
- **Police department personnel response to emergencies**: 43% Wyandotte County/Kansas City, KS
- **City’s overall efforts to prevent crime**: 23% Wyandotte County/Kansas City, KS
- **Enforcement of City traffic laws**: 46% Wyandotte County/Kansas City, KS
- **Visibility of police in retail areas**: 38% Wyandotte County/Kansas City, KS
- **Quality of animal control in City**: 32% Wyandotte County/Kansas City, KS

Source: 2016 ETC Institute

### Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area in 2016

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" (excluding don’t knows)

- **Enforcing maintenance of business property**: 14% Wyandotte County/Kansas City, KS
- **Maintenance of neighborhood residential property**: 18% Wyandotte County/Kansas City, KS

Source: 2016 ETC Institute
### Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2016

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" (excluding don't knows).

- **Overall cleanliness of streets & other public area:** 30% (Wyandotte County/Kansas City, KS: 31%)
- **Snow removal on major City streets:** 38% (Wyandotte County/Kansas City, KS: 58%)
- **Maintenance of major City streets:** 91% (Wyandotte County/Kansas City, KS: 39%)
- **Maintenance of City buildings:** 29% (Wyandotte County/Kansas City, KS: 41%)
- **Maintenance of street signs/traffic signals:** 43% (Wyandotte County/Kansas City, KS: 48%)
- **Snow removal on neighborhood streets:** 21% (Wyandotte County/Kansas City, KS: 36%)
- **Maintenance of streets in your neighborhood:** 22% (Wyandotte County/Kansas City, KS: 30%)
- **Maintenance of stormwater drainage system:** 36% (Wyandotte County/Kansas City, KS: 35%)
- **Maintenance of sidewalks:** 17% (Wyandotte County/Kansas City, KS: 20%)
- **Appearance of Downtown:** 19% (Wyandotte County/Kansas City, KS: 38%)

Source: 2016 ETC Institute

### Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas City Area in 2016

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" (excluding don't knows).

- **Number of parks:** 17% (Wyandotte County/Kansas City, KS: 39%)
- **Number of walking & biking trails:** 8% (Wyandotte County/Kansas City, KS: 30%)
- **Swimming pool & spray parks:** 18% (Wyandotte County/Kansas City, KS: 25%)
- **Number of outdoor athletic fields:** 14% (Wyandotte County/Kansas City, KS: 32%)
- **Youth recreation programs:** 18% (Wyandotte County/Kansas City, KS: 25%)
- **Adult recreation programs:** 14% (Wyandotte County/Kansas City, KS: 23%)
- **Ease of registering for programs:** 24% (Wyandotte County/Kansas City, KS: 26%)

Source: 2016 ETC Institute