Unified Government
Community Survey

Benchmarking Report

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Submitted to the Unified Government
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Benchmarking Analysis
2018 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 2012 and January 2018. 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.
Overall quality of life in Wyandotte County
How well the County is planning for growth
Overall quality of City & County services
Overall image of Wyandotte County
Value received for City/County taxes

Satisfaction with Issues that Influence Perceptions of the City: UG 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 (2018)

Overall Satisfaction with City/County Services:
UG 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 (2018)
### Overall Satisfaction with Maintenance Services:
**UG 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 (2018)

### Overall Satisfaction with Parks and Recreation Services:
**UG 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 (2018)
Overall Satisfaction with Public Safety: UG 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”

- Fire department response time to emergency calls
  - UG: 83%
  - Kansas City Metro: 65%
  - U.S. Avg: 58%

- Police dept. response time to emergencies
  - UG: 72%
  - Kansas City Metro: 60%
  - U.S. Avg: 45%

- Visibility of police in neighborhoods
  - UG: 60%
  - Kansas City Metro: 59%
  - U.S. Avg: 59%

- Visibility of police in neighborhood retail areas
  - UG: 61%
  - Kansas City Metro: 61%
  - U.S. Avg: 62%

- Enforcement of traffic laws
  - UG: 63%
  - Kansas City Metro: 64%
  - U.S. Avg: 64%

- Quality of animal control in your neighborhood
  - UG: 59%
  - Kansas City Metro: 48%
  - U.S. Avg: 57%

- City’s overall efforts to prevent crime
  - UG: 44%
  - Kansas City Metro: 35%
  - U.S. Avg: 35%

Source: ETC Institute (2018)

Metropolitan Kansas City Benchmarks

Source: ETC Institute (2018)
Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Overall quality of life in Wyandotte County
29% 95% 39%

Overall quality of City & County services
32% 94% 36%

Overall image of Wyandotte County
16% 95% 34%

Value received for City/County taxes
16% 79% 18%

Source: ETC Institute (2018)

Overall Satisfaction with City Services Provided by Cities in the Kansas City Area in 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Trash collection system
57% 92% 61%

Sewer utility system
38% 89% 46%

Customer service provided by UG employees
41% 85% 41%

Storm water runoff/management system
31% 84% 39%

Communication with the public
33% 84% 33%

Maintenance of City streets
27% 81% 32%

Code enforcement
27% 72% 30%

Source: ETC Institute (2018)
Overall Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

- Snow removal on major City streets: 58% (65% overall)
- Maintenance of street signs/traffic signals: 47% (53% overall)
- Snow removal on neighborhood streets: 31% (45% overall)
- Maintenance of major City streets: 21% (41% overall)
- Maintenance of City buildings: 36% (41% overall)
- Maintenance of streets in your neighborhood: 23% (33% overall)
- Cleanliness of streets/public areas: 31% (32% overall)
- Maintenance of sidewalks in neighborhoods: 19% (21% overall)

Source: ETC Institute (2018)

Overall Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas City Area in 2018
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

- Maintenance of parks & equipment: 40% (47% overall)
- Number of parks: 39% (41% overall)
- Number of walking & biking trails: 26% (28% overall)
- Ease of registering for programs: 24% (24% overall)
- Swimming pool & spray parks: 23% (23% overall)

Source: ETC Institute (2018)
Overall Satisfaction with Public Safety Services Provided by Cities in the Kansas City Area in 2018

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

- Visibility of police in neighborhoods: 48% (Unified Government: 53%)
- Visibility of police in neighborhood retail areas: 44% (Unified Government: 48%)
- Enforcement of traffic laws: 44% (Unified Government: 44%)
- Quality of animal control in your neighborhood: 34% (Unified Government: 35%)
- City’s overall efforts to prevent crime: 35% (Unified Government: 35%)

Source: ETC Institute (2018)