Unified Government
Community Survey

Benchmarking Report

...helping organizations make better decisions since 1982

Submitted to the Unified Government
by:
ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

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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 4,000 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 27 communities in the Kansas City metro area between January 2016 and December 2019. Some of the Kansas and Missouri communities represented in this report include:

- Atchison, Kansas
- Basehor, Kansas
- Blue Springs, Missouri
- Edgerton, Kansas
- Fairway, Kansas
- Gardner, Kansas
- Gladstone, Missouri
- Grain Valley, Missouri
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lee's Summit, Missouri
- Lenexa, Kansas
- Merriam, Kansas
- North Kansas City, MO
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Prairie Village, Kansas
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Smithville, Missouri
- 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 the Unified Government 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 4,000 U.S. residents.

**Kansas City Metro Benchmarks.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 27 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 for the Unified Government are listed to the right of each chart. The dot on each bar shows how the results for the Unified Government compare to the other communities in the Kansas City area where the DirectionFinder® survey has been administered.
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"

Overall quality of life in Wyandotte County

Overall quality of City and County services

Overall image of Wyandotte County

Overall feeling of safety in Wyandotte County

Overall appearance of Wyandotte County

Value received for the city/county taxes/fees

Source: ETC Institute (2020)
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"

<table>
<thead>
<tr>
<th>Service</th>
<th>UG</th>
<th>Kansas City Metro</th>
<th>U.S. Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trash collection and recycling</td>
<td>60%</td>
<td>63%</td>
<td>68%</td>
</tr>
<tr>
<td>Sewer utility system</td>
<td>48%</td>
<td>65%</td>
<td>66%</td>
</tr>
<tr>
<td>Storm water runoff/management system</td>
<td>42%</td>
<td>51%</td>
<td>54%</td>
</tr>
<tr>
<td>Public transportation</td>
<td>39%</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>Communication with the public</td>
<td>36%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Code enforcement</td>
<td>33%</td>
<td>48%</td>
<td>53%</td>
</tr>
<tr>
<td>Maintenance of city streets</td>
<td>33%</td>
<td>38%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2020)
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 (2020)
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"

- Maintenance of parks and equipment: 49% (UG), 70% (Kansas City Metro), 75% (U.S. Avg)
- The number of parks: 44% (UG), 69% (Kansas City Metro), 67% (U.S. Avg)
- Number of walking and biking trails: 32% (UG), 61% (Kansas City Metro), 63% (U.S. Avg)
- Ease of registering for recreation programs: 29% (UG), 63% (Kansas City Metro), 62% (U.S. Avg)
- Youth recreation programs: 25% (UG), 56% (Kansas City Metro), 62% (U.S. Avg)
- Adult recreation programs: 23% (UG), 50% (Kansas City Metro), 55% (U.S. Avg)
- Swimming pool and spray parks: 22% (UG), 38% (Kansas City Metro), 33% (U.S. Avg)

Source: ETC Institute (2020)
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"

<table>
<thead>
<tr>
<th>Service</th>
<th>UG</th>
<th>Kansas City Metro</th>
<th>U.S. Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire department response time</td>
<td>80%</td>
<td>81%</td>
<td>79%</td>
</tr>
<tr>
<td>to emergency calls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Police dept. response time to</td>
<td>54%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>emergencies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visibility of police in neighborhoods</td>
<td>51%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Visibility of police in neighborhood</td>
<td>49%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>retail areas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcement of traffic laws</td>
<td>45%</td>
<td>69%</td>
<td>65%</td>
</tr>
<tr>
<td>City's overall efforts to prevent</td>
<td>37%</td>
<td>52%</td>
<td>55%</td>
</tr>
<tr>
<td>crime</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of animal control in your</td>
<td>36%</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>neighborhood</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: ETC Institute (2020)
Overall Satisfaction with Code Enforcement: 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"

<table>
<thead>
<tr>
<th>Service</th>
<th>UG</th>
<th>Kansas City Metro</th>
<th>U.S. Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enforcing clean-up of junk, trash, &amp; debris</td>
<td>32%</td>
<td>39%</td>
<td>42%</td>
</tr>
<tr>
<td>(blight) City-wide</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcing clean-up of junk, trash, &amp; debris</td>
<td>42%</td>
<td>39%</td>
<td>42%</td>
</tr>
<tr>
<td>(blight), in your neighborhood</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcing maintenance of commercial/business property</td>
<td>38%</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>Enforcing maintenance of residential property (houses) in your neighborhood</td>
<td>42%</td>
<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td>Enforcing mowing &amp; trimming of weeds on private and/or vacant property City-wide</td>
<td>33%</td>
<td>41%</td>
<td>43%</td>
</tr>
<tr>
<td>Enforcing mowing &amp; trimming of weeds on private and/or vacant property in your neighborhood</td>
<td>40%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Enforcing removal of inoperable or junk cars in your neighborhood</td>
<td>41%</td>
<td>47%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2020)
Metropolitan Kansas City Benchmarks

Source: ETC Institute (2020)
Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2020
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: 39% (96%)
How well the County is planning for growth: 24% (73%)
Overall quality of City and County services: 36% (93%)
Overall image of Wyandotte County: 32% (95%)
Overall feeling of safety in Wyandotte County: 29% (95%)
Overall appearance of Wyandotte County: 27% (90%)
Value received for the city/county taxes/fees: 18% (82%)

Source: ETC Institute (2020)
Overall Satisfaction with City Services Provided by Cities in the Kansas City Area in 2020

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Unified Government</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trash collection and recycling</td>
<td>60%</td>
<td>51%</td>
</tr>
<tr>
<td>Sewer utility system</td>
<td>48%</td>
<td>46%</td>
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<tr>
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<tr>
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<td>39%</td>
<td>26%</td>
</tr>
<tr>
<td>Communication with the public</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>Code enforcement</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>Maintenance of city streets</td>
<td>33%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: ETC Institute (2020)
Overall Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2020

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

Snow removal on major city streets
- Unified Government: 52% (98% overall)
- 60% (60% overall)

Maintenance of street signs/traffic signals
- Unified Government: 53% (91% overall)
- 54% (54% overall)

Maintenance of major city streets
- Unified Government: 17% (90% overall)
- 42% (42% overall)

Maintenance of city buildings
- Unified Government: 33% (93% overall)
- 40% (40% overall)

Snow removal on streets in your neighborhood
- Unified Government: 34% (97% overall)
- 38% (38% overall)

Overall cleanliness of streets/other public areas
- Unified Government: 32% (93% overall)
- 33% (33% overall)

Maintenance of streets in your neighborhood
- Unified Government: 20% (85% overall)
- 31% (31% overall)

Maintenance of sidewalks in your neighborhood
- Unified Government: 18% (79% overall)
- 23% (23% overall)

Source: ETC Institute (2020)
Overall Satisfaction with Parks and Recreation Services Provided by Cities in the Kansas City Area in 2020

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

- Maintenance of parks and equipment: 46% (95%) vs. 49%
- The number of parks: 40% (90%) vs. 44%
- Ease of registering for recreation programs: 24% (80%) vs. 29%
- Youth recreation programs: 24% (85%) vs. 25%
- Adult recreation programs: 22% (75%) vs. 23%
- Swimming pool and spray parks: 22% (85%) vs. 22%

Source: ETC Institute (2020)
Overall Satisfaction with Public Safety Services Provided by Cities in the Kansas City Area in 2020
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

- Fire department response time to emergency calls: Unified Government 78%, 93% (80%)
- Police dept. response time to emergencies: Unified Government 46%, 94% (54%)
- Visibility of police in neighborhoods: Unified Government 40%, 91% (51%)
- Visibility of police in neighborhood retail areas: Unified Government 48%, 85% (49%)
- Enforcement of traffic laws: Unified Government 44%, 83% (45%)
- City's overall efforts to prevent crime: Unified Government 33%, 91% (37%)
- Quality of animal control in your neighborhood: Unified Government 36%, 72% (36%)

Source: ETC Institute (2020)
Overall Satisfaction with Code Enforcement
Provided by Cities in the Kansas City Area in 2020

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

Source: ETC Institute (2020)