

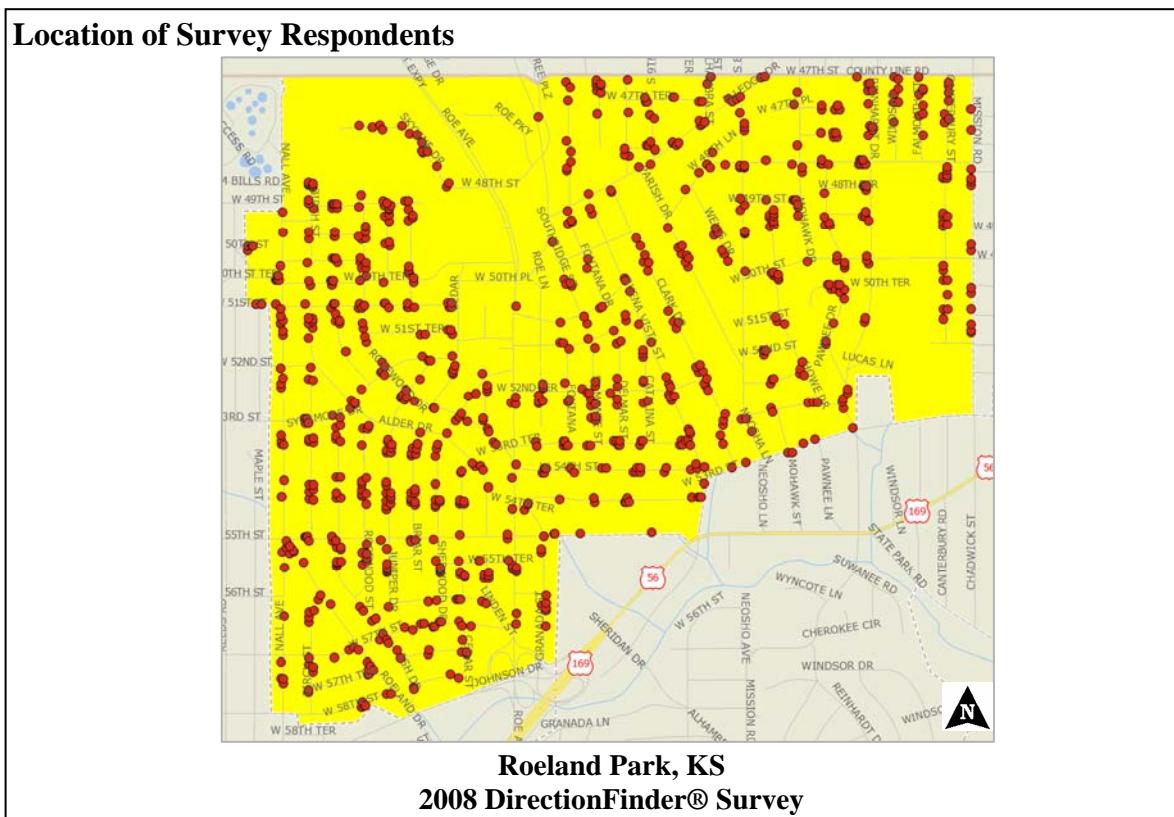
2008 DirectionFinder® Survey

Executive Summary Report

Overview and Methodology

During of August of 2008, ETC Institute administered a community survey for the City of Roeland Park. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's ongoing planning process.

The seven-page survey was mailed to a random sample of 2,700 households in the City of Roeland Park. Approximately seven 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. The results for the random sample of 936 households have a 95% level of confidence with a precision of at least +/- 3.2%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).



This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- importance-satisfaction analysis
- benchmarking data that shows how the survey results for Roeland Park compare to other cities, including cities in Kansas and Missouri
- GIS maps that show the results of selected questions on the survey
- tabular data that shows the overall results for each question on the survey
- crosstabs of the data by district
- a copy of the survey instrument.

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 graphing 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

- **Overall satisfied with the quality of services provided by the City of Roeland Park.** The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of police services (88%), the maintenance of City buildings and facilities (84%), the quality of customer service (74%), and the management of traffic flow and congestion (72%). Residents were least satisfied with the enforcement of City codes and ordinances (59%).
- **Services that residents thought should receive the most emphasis from the City.** The three services that residents thought were the most important for the City to emphasize over the next two years were: (1) the maintenance of City buildings and facilities, (2) the quality of parks and recreation programs and facilities, and (3) the management of traffic flow and congestion.
- **Quality of Life in the City.** Eighty-five percent (85%) of residents *who had an opinion*, were either “very satisfied” or “satisfied” with the quality of life in the City, 11% were “neutral” and only 4% were “dissatisfied.”
- **Public Safety.** Residents were generally satisfied with the quality of public safety services provided by the City. The public safety services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of local police protection (90%), the visibility of police in neighborhoods (87%), and how quickly police officers respond to emergencies (83%).

▪ **Roeland Park Aquatic Center.**

- ***Satisfaction.*** The aspects of the Roeland Park Aquatic Center that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall condition of the pool (71%), and the equipment and features of the pool (68%). Residents were least satisfied with the designated events (48%).
- ***Usage.*** When asked if they were a member of the Aquatic Center, the majority (86%) of respondents indicated they were not currently a member; 12% indicated they were a member and 2% did not provide a response. In addition, 60% of residents indicated their household never visits the Aquatic Center; 20% visit the Center less than 5 times a year, 9% visit the Center 6 to 15 times a year and 8% visit the Center 16 or more times a year.

▪ **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of City parks (69%), the overall appearance of City parks (67%), the sculpture in public areas (58%) and City-sponsored events (57%). Residents were least satisfied with walking and biking trails in the City (18%).

▪ **Codes and Ordinances.** The highest level of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, was the enforcement of the maintenance of commercial property (60%). Residents were least satisfied with the enforcement of the maintenance of residential property (50%).

▪ **City Maintenance.** Residents were generally satisfied with the quality of maintenance services provided by the City. The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: snow removal on major City streets (93%), snow removal on neighborhood streets (89%), the maintenance of City streets in residential areas (88%), and the City’s fall leaf pick-up program (88%). Residents were least satisfied with the maintenance of sidewalks (79%).

▪ **Customer Service.** The highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how easy the department was to contact (86%), the courtesy with which you were treated (82%), and the technical competence and knowledge of employees (78%).

▪ **City Communication.** The City communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the content of the City’s newsletter (72%), the availability of information about City programs (68%), and the

City's efforts to keep you informed (61%). Residents were least satisfied with the level of public involvement in local decision making (38%). When asked where residents received information about the City, the top three sources were: (1) the City's newsletter, (2) direct mail and (3) the City's website.

- **Transportation Issues.** Residents were asked to indicate their level of agreement with various ways to improve the “connectivity” of neighborhoods that would in turn make it easier to access different parts of the City using healthy, environmentally friendly alternatives to driving. The ways that residents most agreed were the best to improve connectivity, based upon the combined percentage of “strongly agree” and “agree” responses, were: coordinating with area agencies to increase transit options (74%), building a network of sidewalks and trails to link neighborhoods with recreational, cultural and business centers (68%) and upgrading neighborhood streets to include sidewalks (66%).
- **Trash Services.** Residents were generally satisfied with the quality of trash services provided by the City. The highest levels of satisfaction with the City's trash services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection services (95%), and residential bulky/brush waste collection (86%).
- **Community Investments.** The investments that residents were most supportive of, based upon the combined percentage of “very supportive” and “somewhat supportive” responses, were: maximizing the City's attention to environmental issues (86%), planting more trees on City property and preserve existing “green space” (86%), and adding attractive elements to major roadways (80%). The investment areas that residents felt should receive the most emphasis from City leaders over the next two years were: (1) maximizing the City's attention to environmental issues, and (2) planting more trees on City property and preserving “green space.”
- **Roeland Park School and Grounds.**

Preference for Various Options: Residents were asked about their preference, regarding the old Roeland Park School and grounds. Fifty-eight percent (58%) of those surveyed felt that the school should be torn down and a park provided on the entire property; 31% felt that the school should be torn down and parks and single family homes should be provided equally, 30% felt that options for rental should be explored, and 24% felt that the school should be torn down, single family homes should be provided, and 25% should be used as a park.

Source of Revenue Preferred for Property Change: The sale of city-owned properties was selected by 33% of those surveyed. Property tax, resulting in a \$1-\$5 a month increase was preferred by 20%, the reduction of current programs was preferred by 4%, and 43% did not know.

Other Findings

- Eighty-four percent (84%) of residents feel Roeland Park is an “excellent” or “good” place to live; 4% were neutral and only 3% felt the City was a “below average” place to raise kids.
- Eighty-four percent (84%) of residents surveyed they were “very satisfied” or “satisfied” with the overall feeling of safety they had in the City; 12% were “neutral” and only 5% were “dissatisfied.”
- Most residents agreed with various issues regarding environmental sustainability; 72% agreed that the City should adopt “green” building codes, 66% agreed that the City should encourage educational programs, and 53% agreed that the City should engage in a community garden.
- Over half (56%) of residents indicated they would not like to have access to an off-leash dog park in Roeland Park; 40% indicated they would and 4% did not have an opinion.
- Eighty-four percent (84%) of residents indicated they do not currently use Nall Park; 14% indicated they did and 2% did not provide a response.
- The areas that residents felt were in most need of major redevelopment were the former Roeland Park School (27%), the Industrial Park (21%), 47th and Mission Road (17%), the North Business area on Johnson Drive (12%), and NW Roe and Johnson (8%). The remaining 11% indicated they would like to see improvements on NE Roe and Johnson Drive (6%), City Hall (3%) or some other area (2%); 5% did not know.
- The ways that residents would most like to see the additional revenue from selling City-owned land were (1) paying off existing debt (2) lowering property taxes and (3) revitalizing an area.
- Over half (53%) of residents were either “very supportive” or “somewhat supportive” of Roe Fest remaining an alcohol-free event; 21% were “not sure,” 25% were “not supportive” and 1% did not provide a response.
- Sixty percent (60%) of respondents surveyed they were “very” or “somewhat supportive” of evaluating whether combining police departments would result in an overall reduction in cost and greater efficiency in the department and cultural exposure for Roeland Park and the surrounding communities; 13% were “neutral,” 18% were “not supportive” and 9% did not know.

- Fifty eight percent (58%) of residents indicated they were “very” or “somewhat supportive” of evaluating whether combining municipal departments would result in an overall reduction in cost and greater efficiency in the department and cultural exposure for Roeland Park and the surrounding communities; 15% were “neutral,” 17% were “not supportive” and 10% did not know.