

Section 3:

Benchmarking Charts

DirectionFinder® Survey

Year 2008 Benchmarking Summary Report

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 140 cities and counties in 31 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 U.S. residents and (2) surveys that have been administered by ETC Institute in 39 communities in Kansas and Missouri between January 2004 and June 2008. 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
- 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
- Rolla, Missouri
- 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 Roeland Park compare to the national average based on the results of a survey that was administered by ETC Institute to a random sample of 2,000 U.S. residents.

Kansas/Missouri Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 39 communities, some of which are listed above, for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the Kansas and Missouri communities. The actual ratings for Roeland Park are listed to the right of each chart. The dot on each bar shows how the results for Roeland Park compare to the other communities in the states of Kansas and Missouri where the DirectionFinder® survey has been administered.

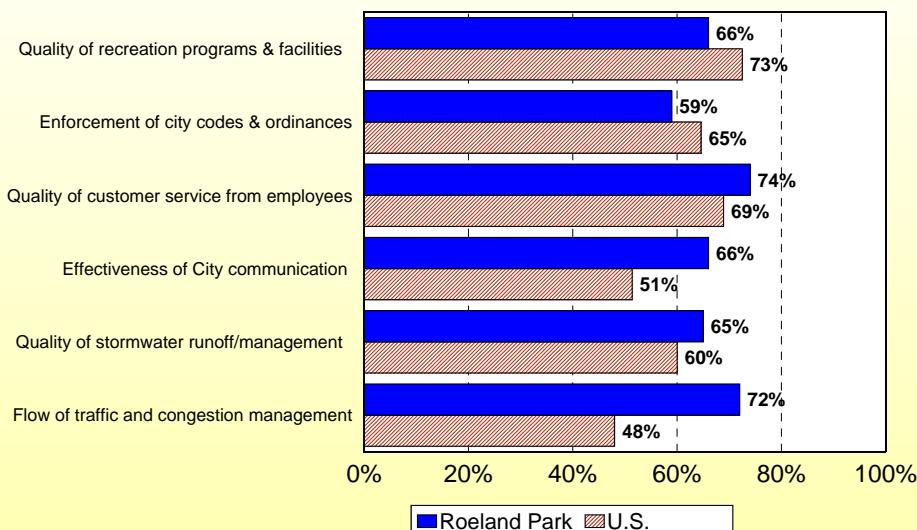
National Benchmarks

(All Communities)

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Overall Satisfaction with City Services City of Roeland Park vs. U.S

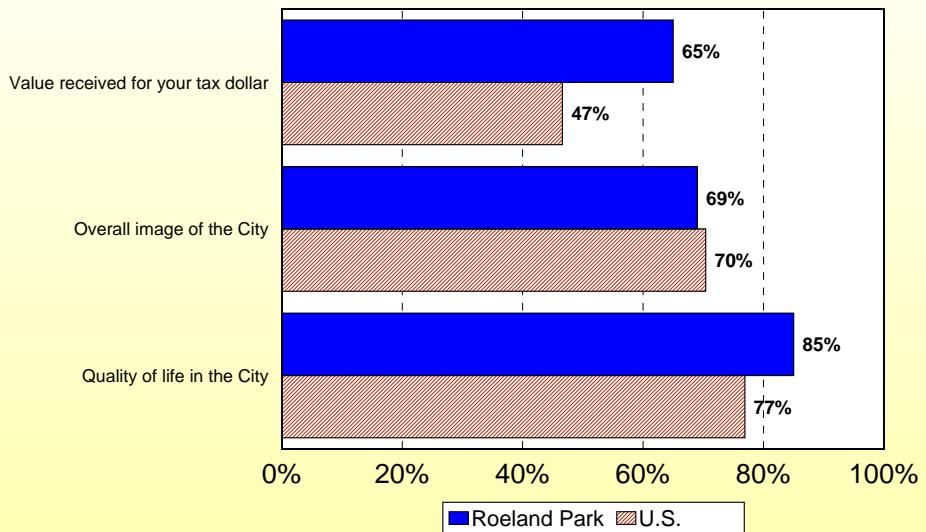
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute Survey (2008 - Roeland Park, KS)

How Residents Rate the Community Where They Currently Live: Roeland Park vs. U.S.

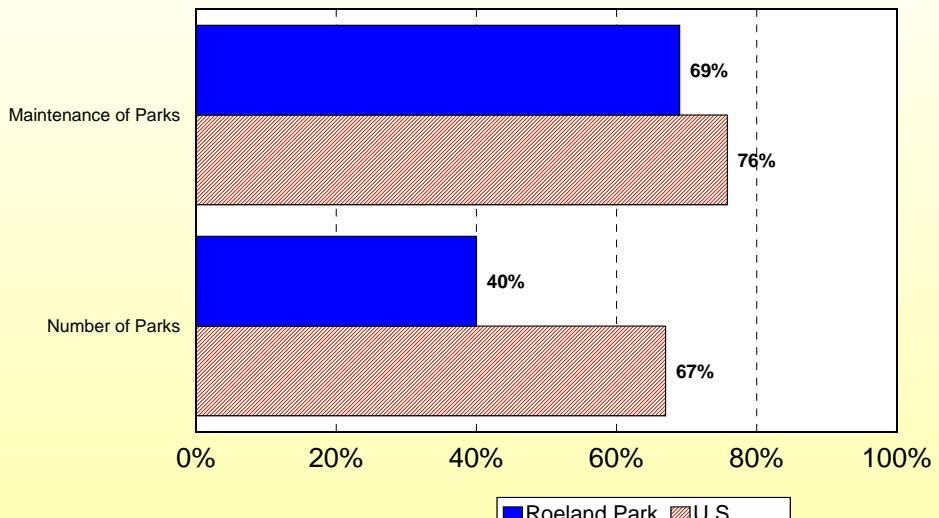
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2008 - Roeland Park, KS)

Overall Satisfaction with Parks and Facilities Issues City of Roeland Park vs. U.S

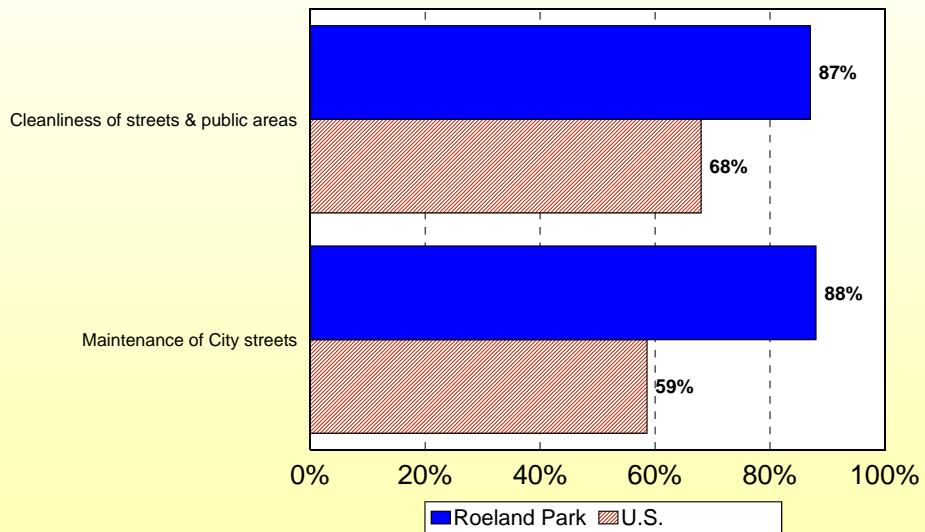
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2008 - Roeland Park, KS)

Overall Satisfaction with Maintenance City of Roeland Park 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"

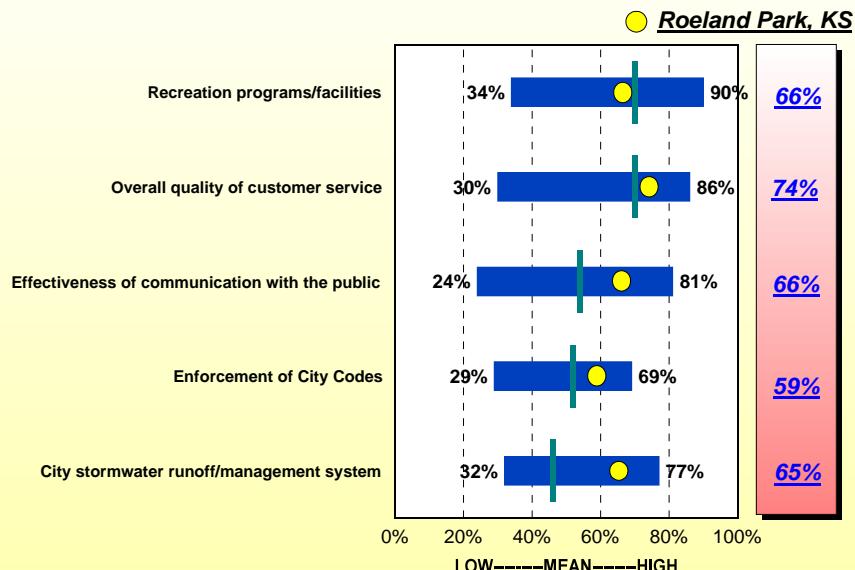


Source: ETC Institute Survey (2008 - Roeland Park, KS)

Metropolitan Kansas City Benchmarks

Overall Satisfaction With City Services By Major Category in 2008

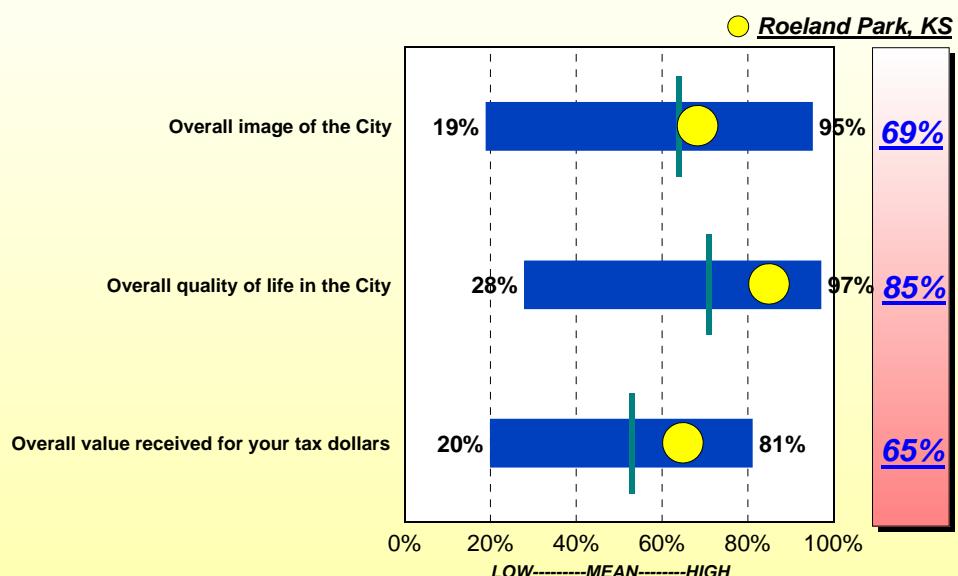
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Roeland Park, KS)

Ratings that Kansas City Area Residents Have of the City in Which They Live in 2008

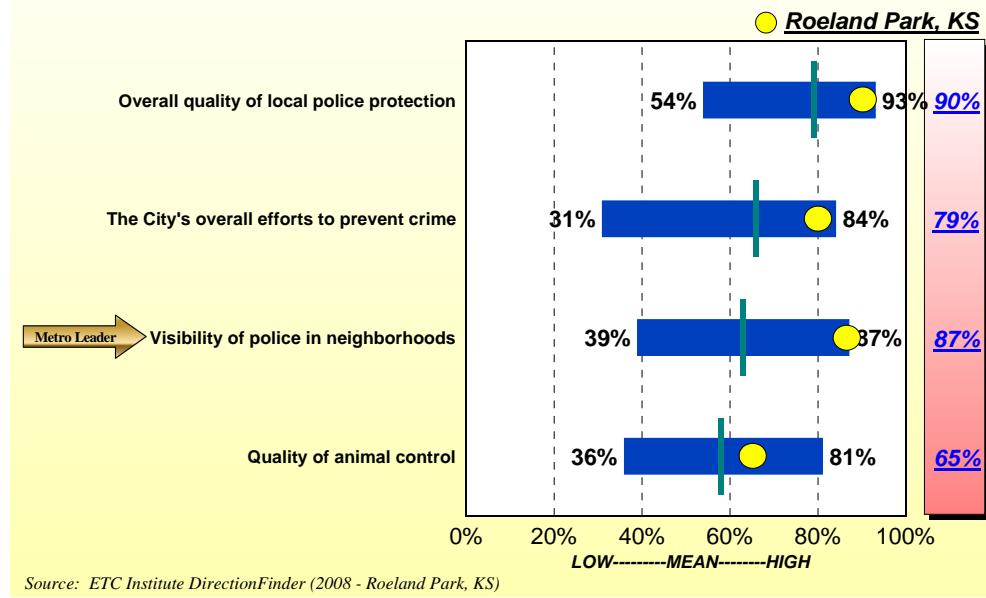
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Roeland Park, KS)

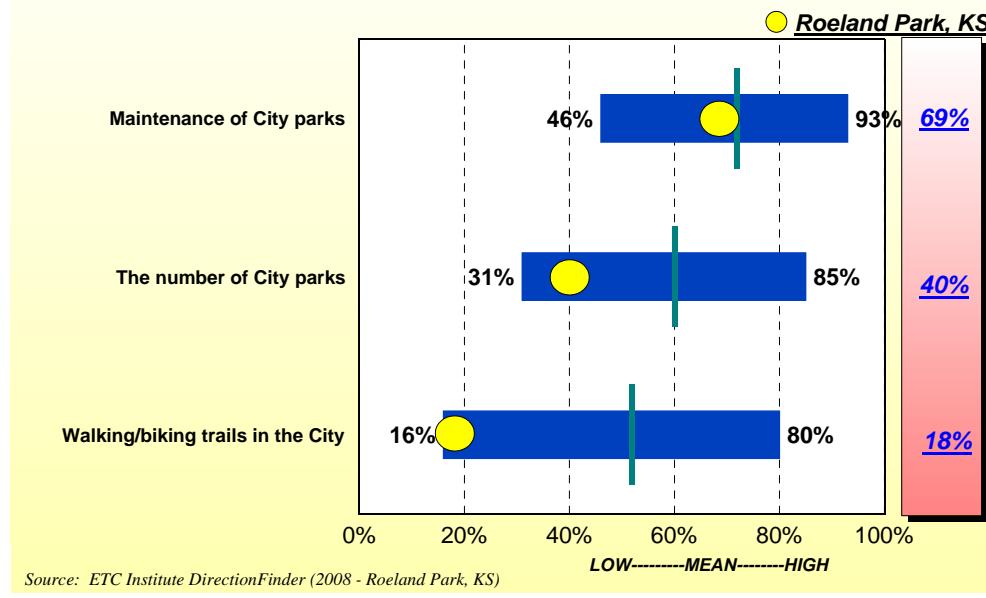
Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in 2008

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



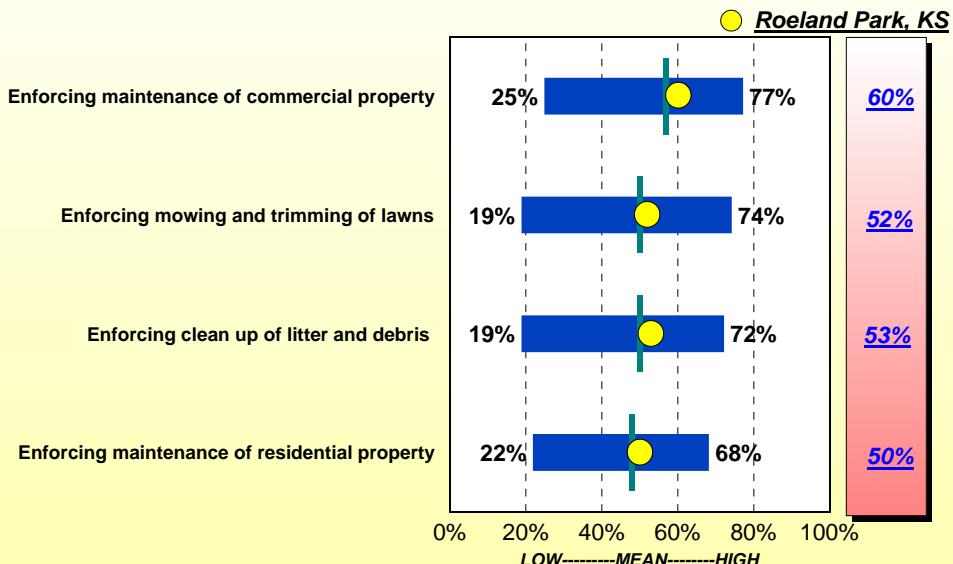
Satisfaction with Parks and Facilities Provided by Cities in the Kansas City Area in 2008

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



Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area in 2008

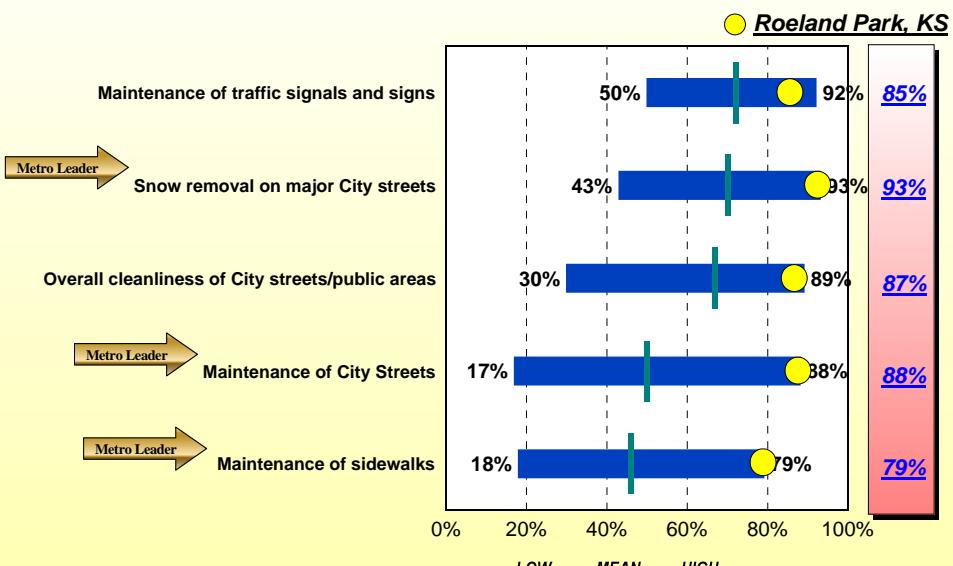
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Roeland Park, KS)

Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2008

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



Source: ETC Institute DirectionFinder (2008 - Roeland Park, KS)

Satisfaction with Various Aspects of City Communications in 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

● Roeland Park, KS

Availability of information about programs/service

30% 84%

68%

Overall efforts of City to keep you informed

30% 78%

61%

Level of public involvement in local decisions

19% 62%

38%

0% 20% 40% 60% 80% 100%
LOW ----- MEAN ----- HIGH

Source: ETC Institute DirectionFinder (2008 - Roeland Park, KS)