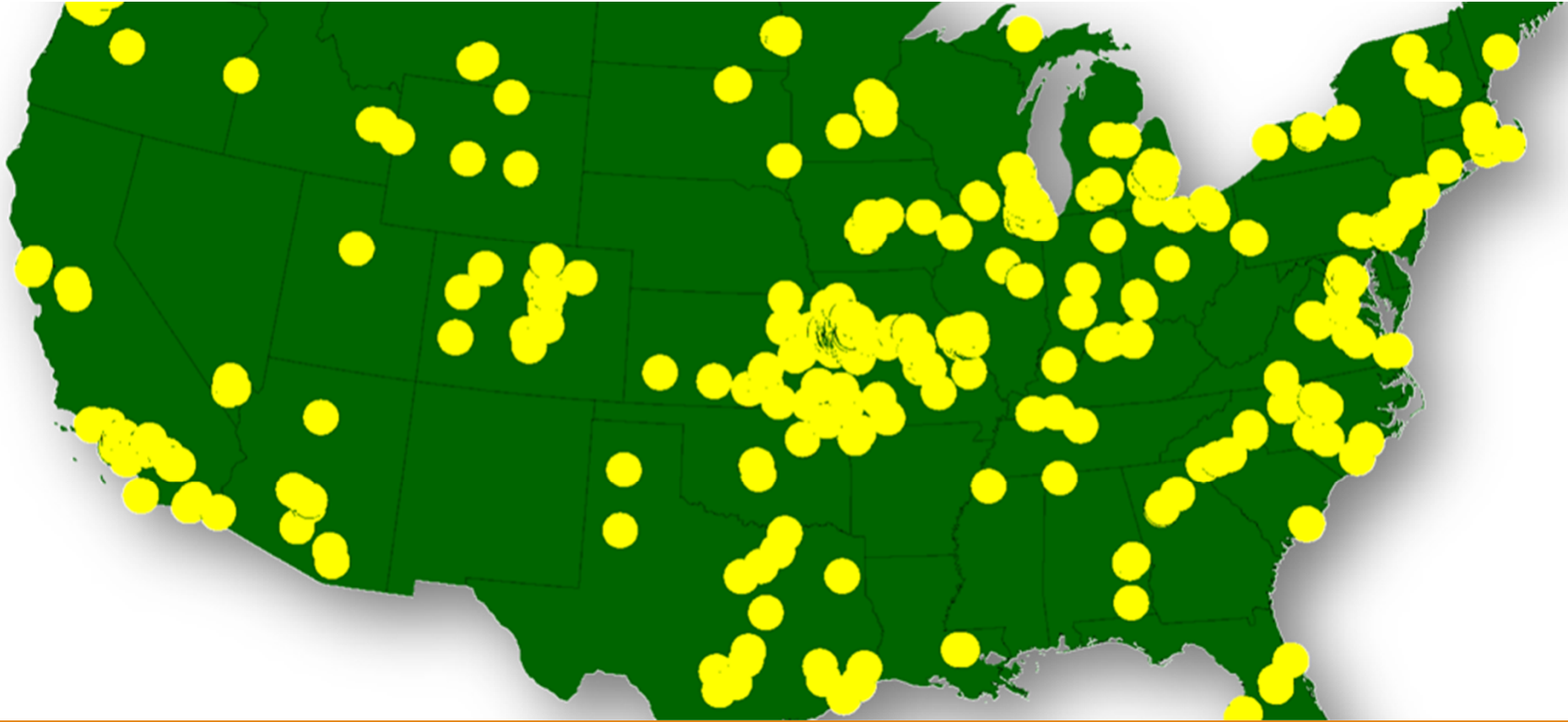




City of Edgerton Citizen Survey



PRESENTED BY ETC INSTITUTE



A National Leader in Market Research for Local Governmental Organizations

More than 2,000,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states

Helping organizations make better decisions

Agenda

Purpose and Methodology

Bottom Line Upfront

Major Findings

Summary

Questions



Purpose

To objectively assess resident satisfaction with the delivery of City services

To measure trends from previous surveys

To compare the City's performance with residents in other communities both regionally and nationally

To help determine priorities for the community



Methodology

Survey Description

- Five-page survey
- Fourth Community Survey conducted for the City by ETC Institute
- Included many of the same questions that were asked in previous years

Method of Administration

- By mail and online to all households in the City
- Each survey took approximately 10-15 minutes to complete

Sample Size

- **Goal:** 200 surveys
- **Actual:** 200 surveys

Margin of Error

- +/- 6.5% at the 95% level of confidence
- 

Bottom Line Up Front

Residents Have a Positive Perception of the City

- 62% are satisfied with the overall quality of City services, only 14% were not
- This is a 7% increase from 2018 and a 15% increase from 2013

Edgerton Rates Higher Than Other Cities in the Overall Quality of City Services

- The City rated 14% above the U.S. Average in the overall quality of services provided by the City

Edgerton Rates Higher Than Other Cities in the Overall Quality of Customer Service

- The City rated 33% above the U.S. Average and 5% above the KC Metro Average for the quality of customer service received from City employees
- The City rated significantly above the U.S. Average in ALL the areas that were assessed

Priorities for Improvement

- The enforcement of City codes and ordinances
 - The overall maintenance of City streets, buildings, and facilities
 - The overall flow of traffic and congestion management in the City
 - The overall effectiveness of community planning and development
 - The overall quality of water/sewer utilities
- 

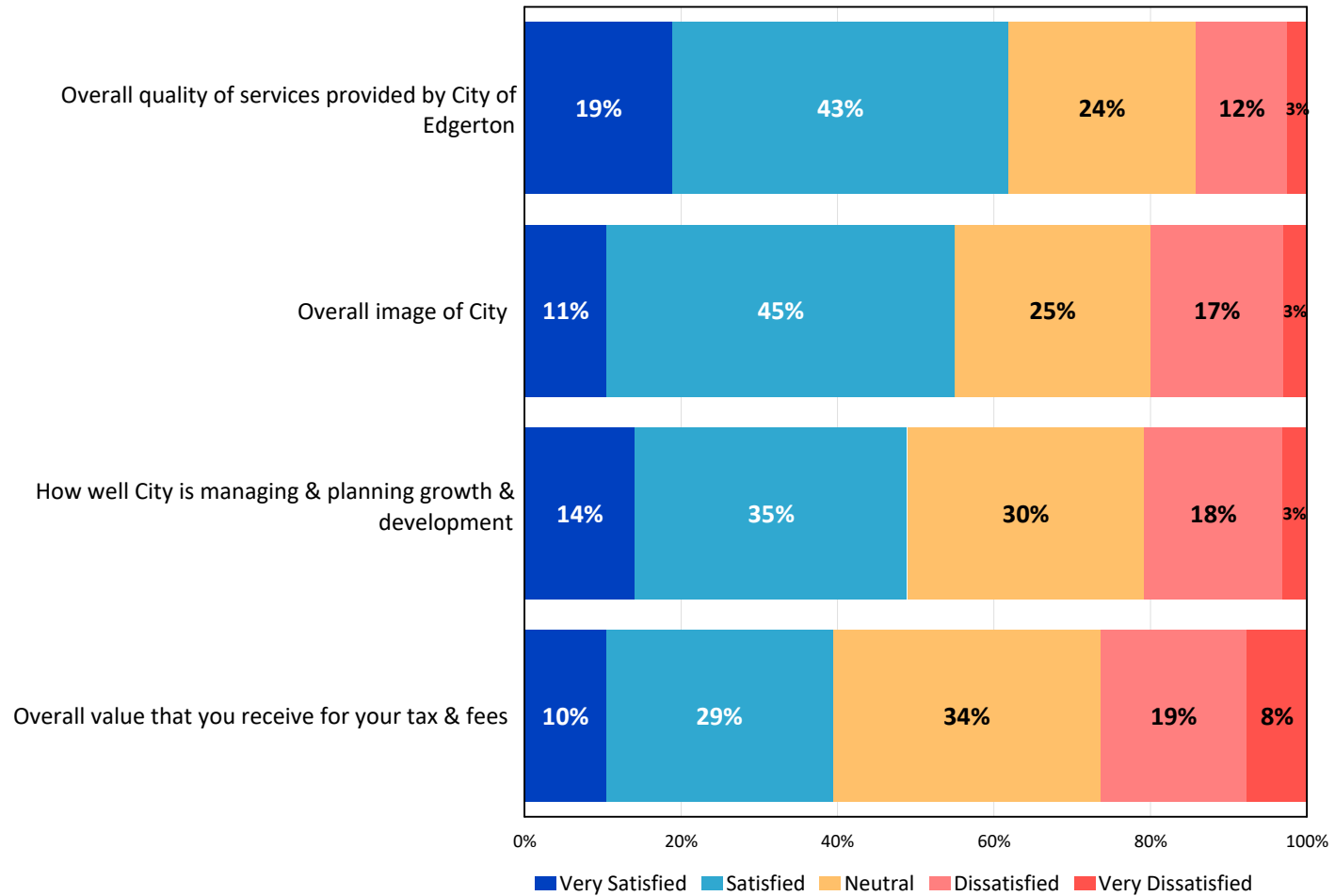
Perceptions

RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY



Q3. Perception of the City

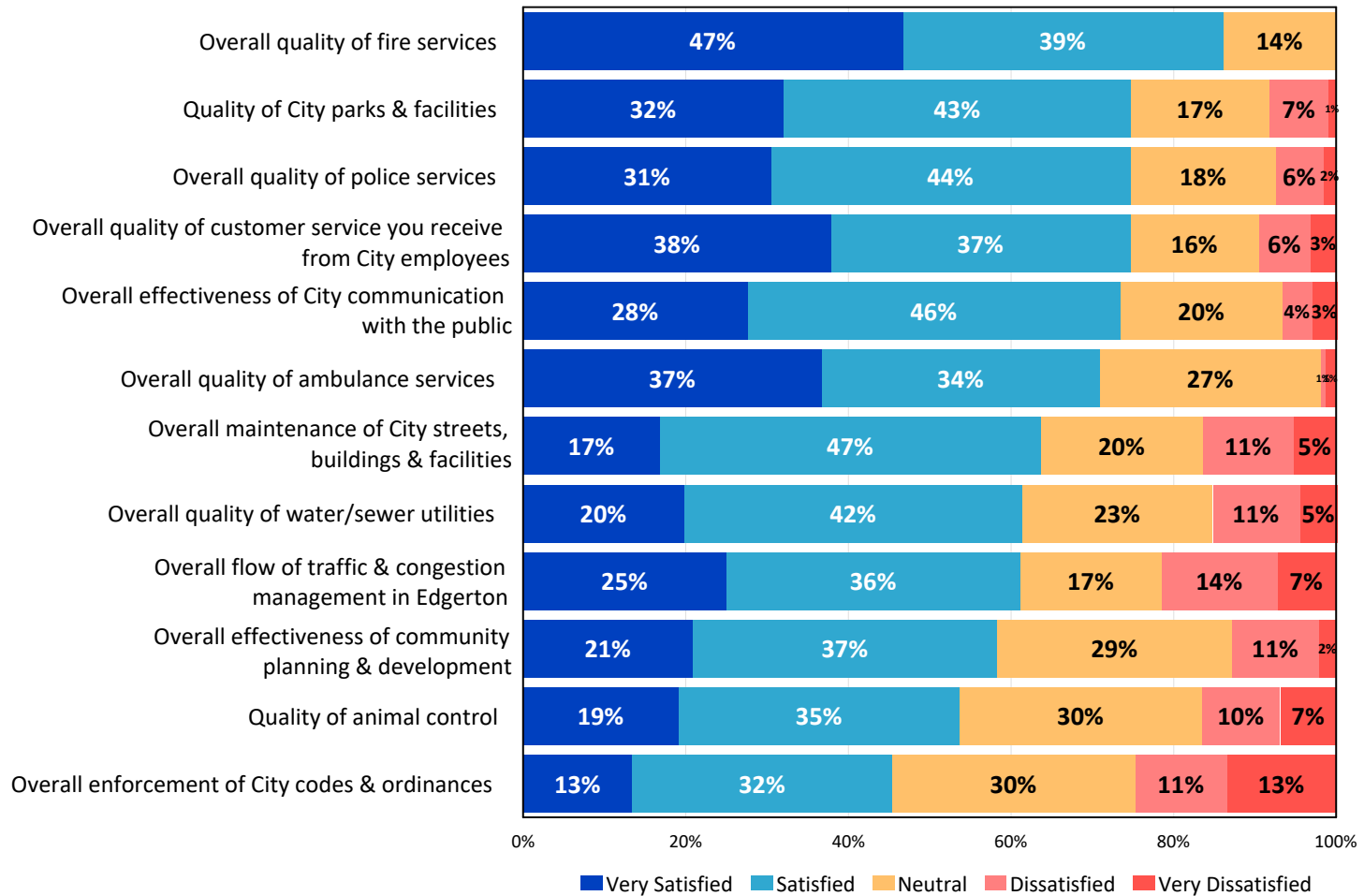
by percentage of respondents who rated item as a 1 to 5 on a 5-point scale (without “don't know”)



Source: ETC Institute (2020)

Q1. Overall Satisfaction With City Services

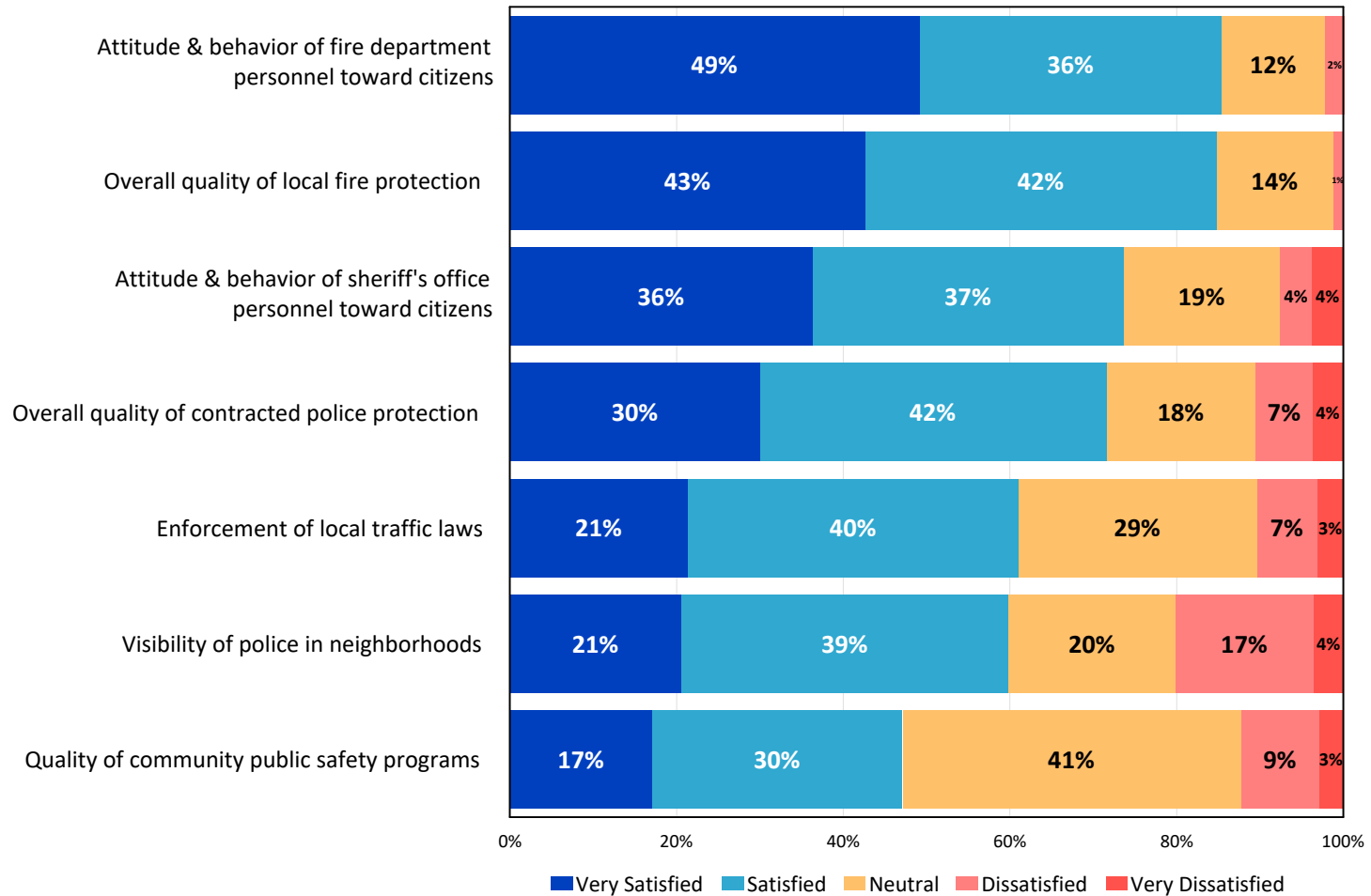
by percentage of respondents who rated item as a 1 to 5 on a 5-point scale (without “don't know”)



Source: ETC Institute (2020)

Q4. Satisfaction With Public Safety

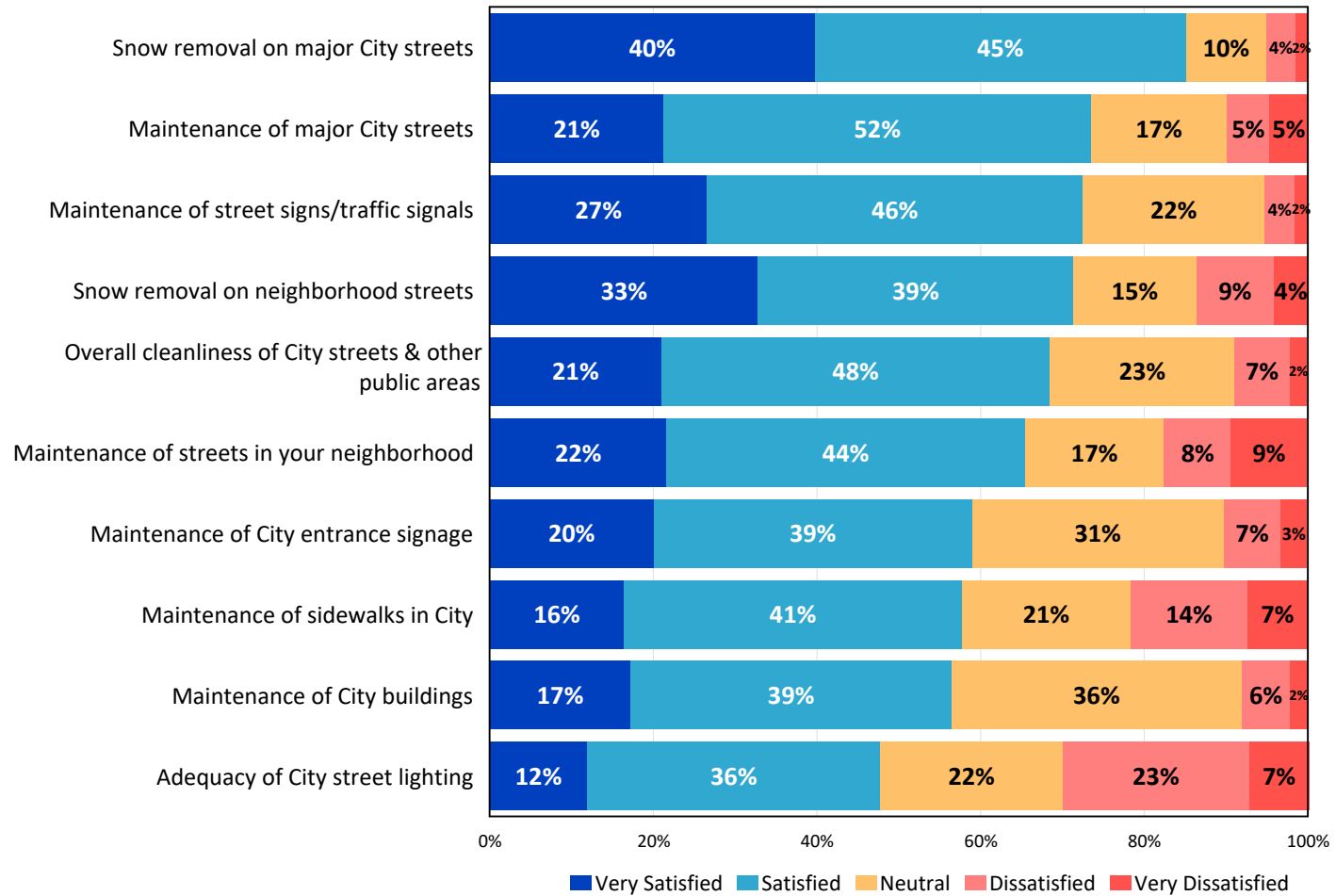
by percentage of respondents who rated item as a 1 to 5 on a 5-point scale (without "don't know")



Source: ETC Institute (2020)

Q6. Satisfaction With City Maintenance

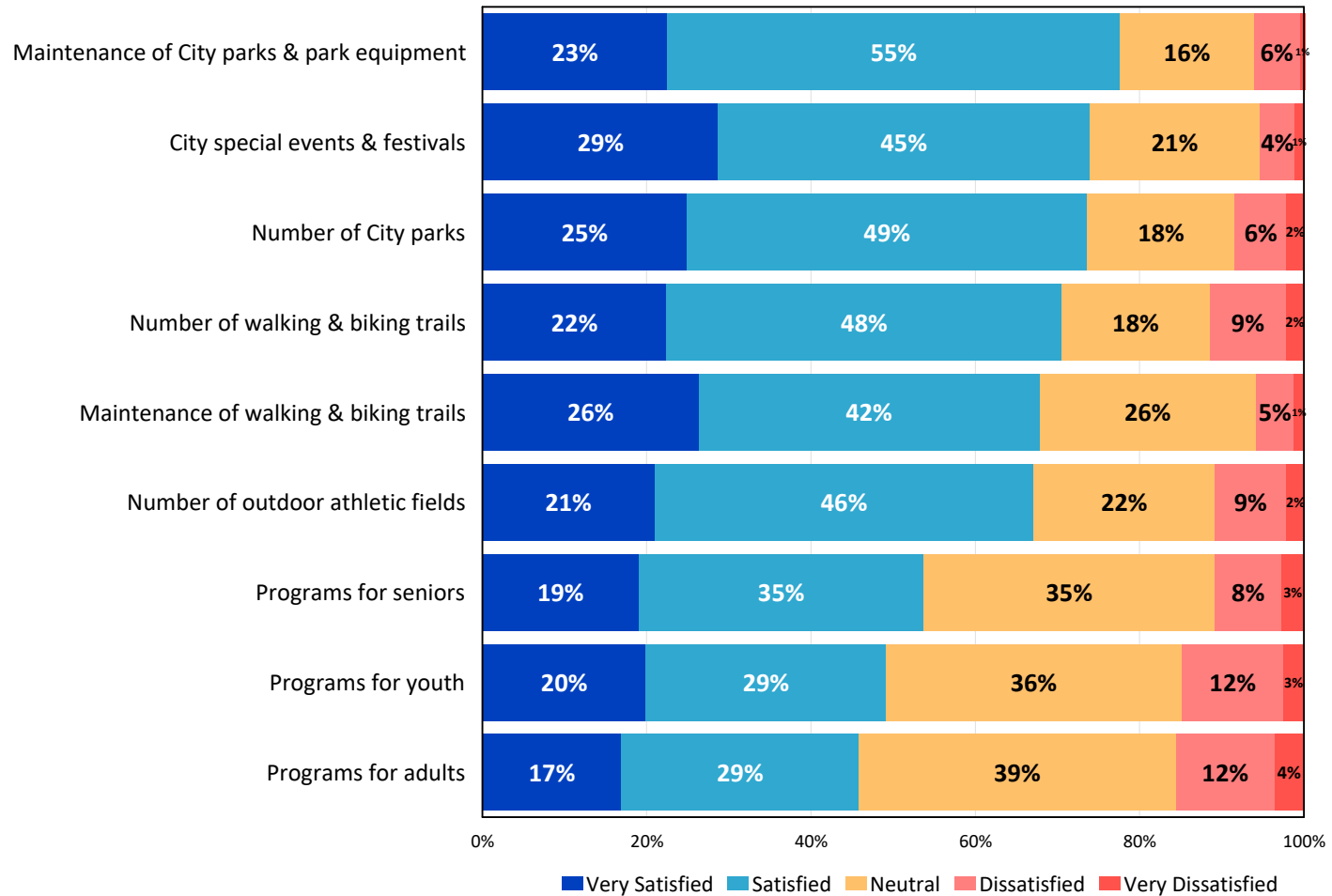
by percentage of respondents who rated item as a 1 to 5 on a 5-point scale (without “don't know”)



Source: ETC Institute (2020)

Q9. Satisfaction With Parks and Recreation

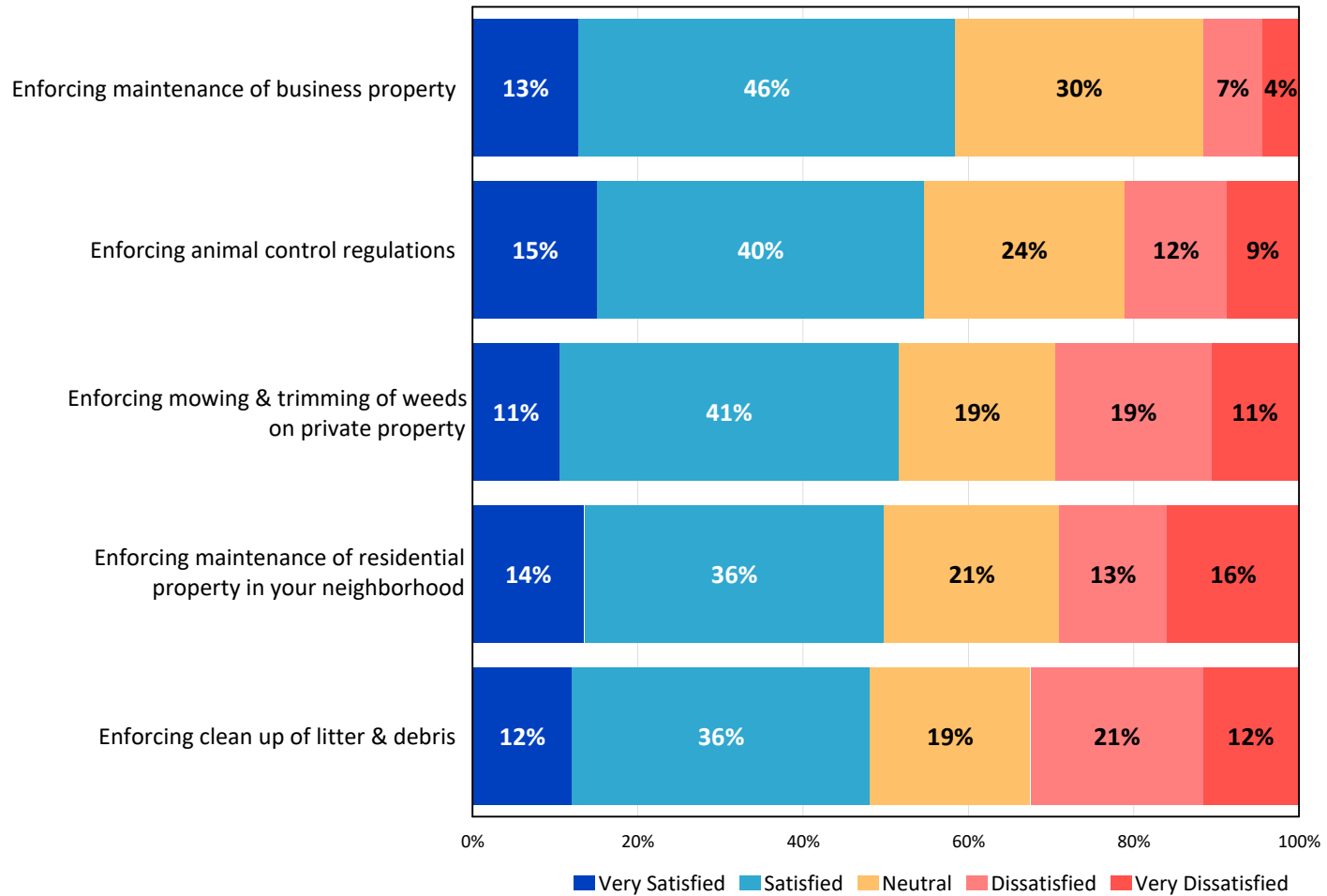
by percentage of respondents who rated item as a 1 to 5 on a 5-point scale (without "don't know")



Source: ETC Institute (2020)

Q11. Satisfaction With the Enforcement of City Codes and Ordinances

by percentage of respondents who rated item as a 1 to 5 on a 5-point scale (without “don't know”)



Source: ETC Institute (2020)

Benchmarks

HOW EDGERTON COMPARES TO THE NATIONAL AVERAGE



Comparative Advantages

Availability of information about City programs and services

City efforts to keep you informed about local issues

Overall quality of customer service received from City employees

Overall effectiveness of City communication with the public

Maintenance of major City streets

Snow removal on major City streets

Snow removal on neighborhood streets

Overall maintenance of City streets, buildings, and facilities

Maintenance of streets in neighborhoods

Enforcing the mowing and trimming of weeds on private property

Maintenance of sidewalks in the City

The overall quality of services provided by the City of Edgerton



Comparative Disadvantages

Programs for youth

Overall quality of ambulance services

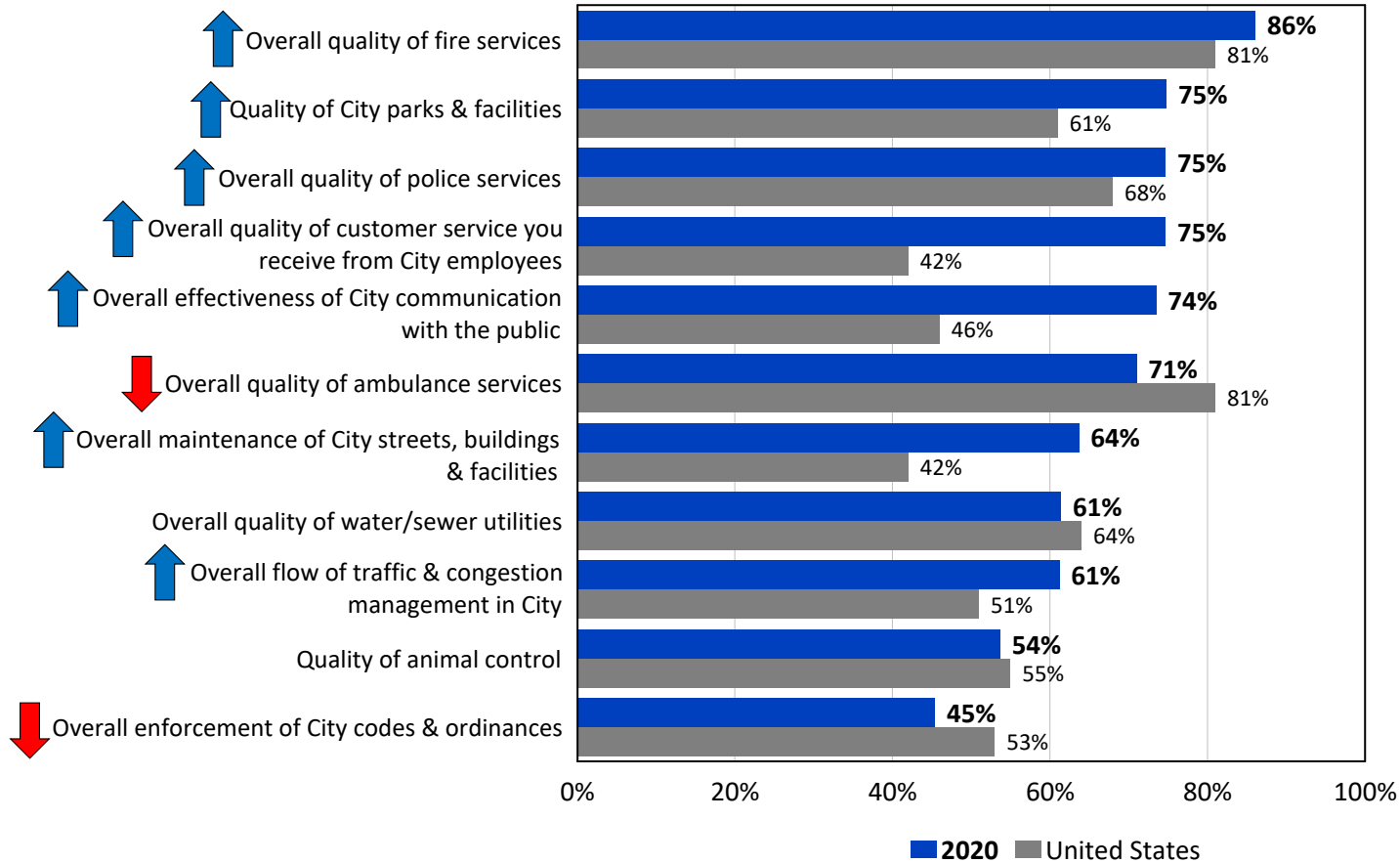
Programs for adults

Adequacy of City street lighting

Q1. Major Categories of Services

Edgerton vs. KC Metro

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



Source: ETC Institute (2020)

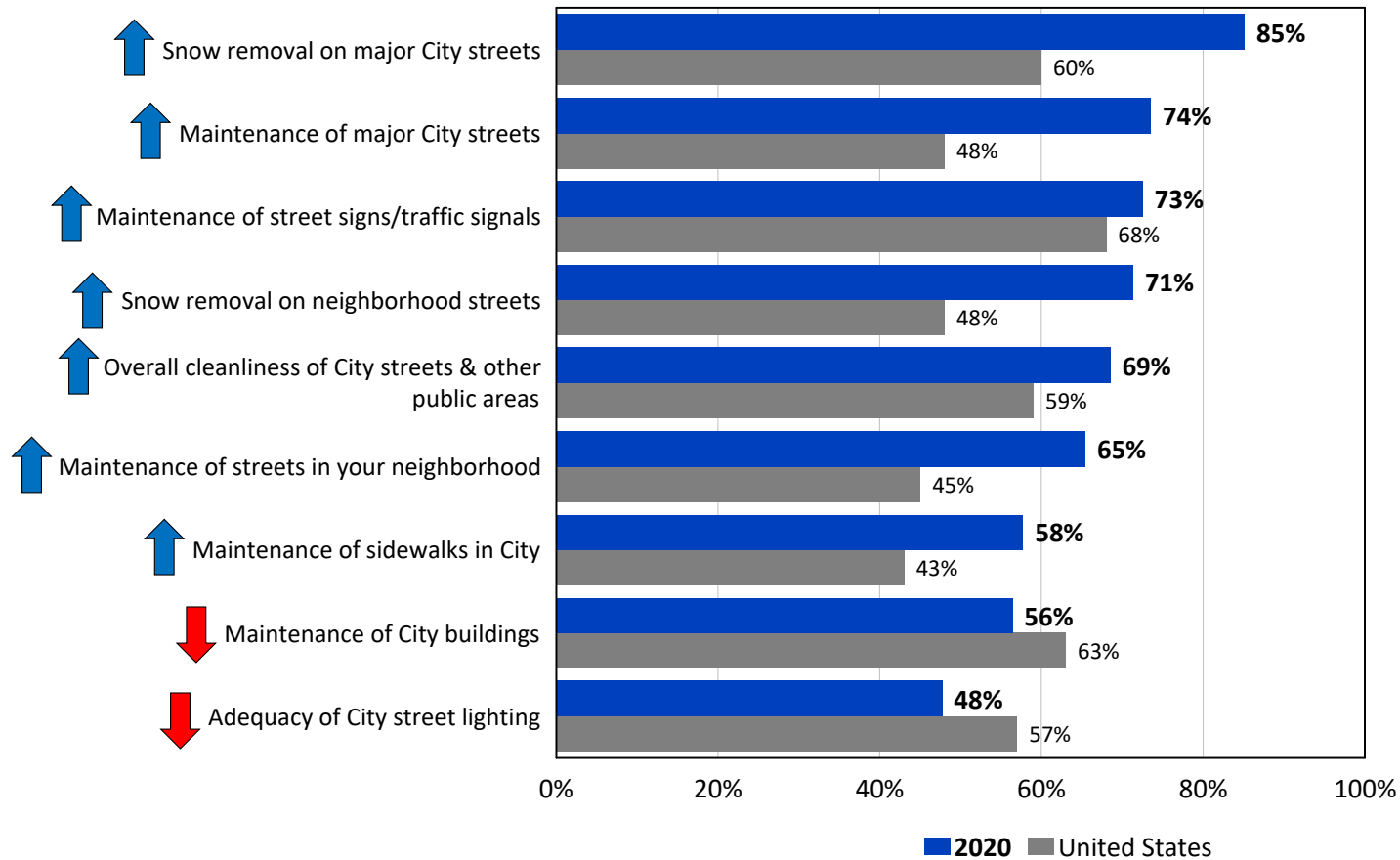
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Q6. City Maintenance

Edgerton vs. KC Metro

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



Source: ETC Institute (2020)

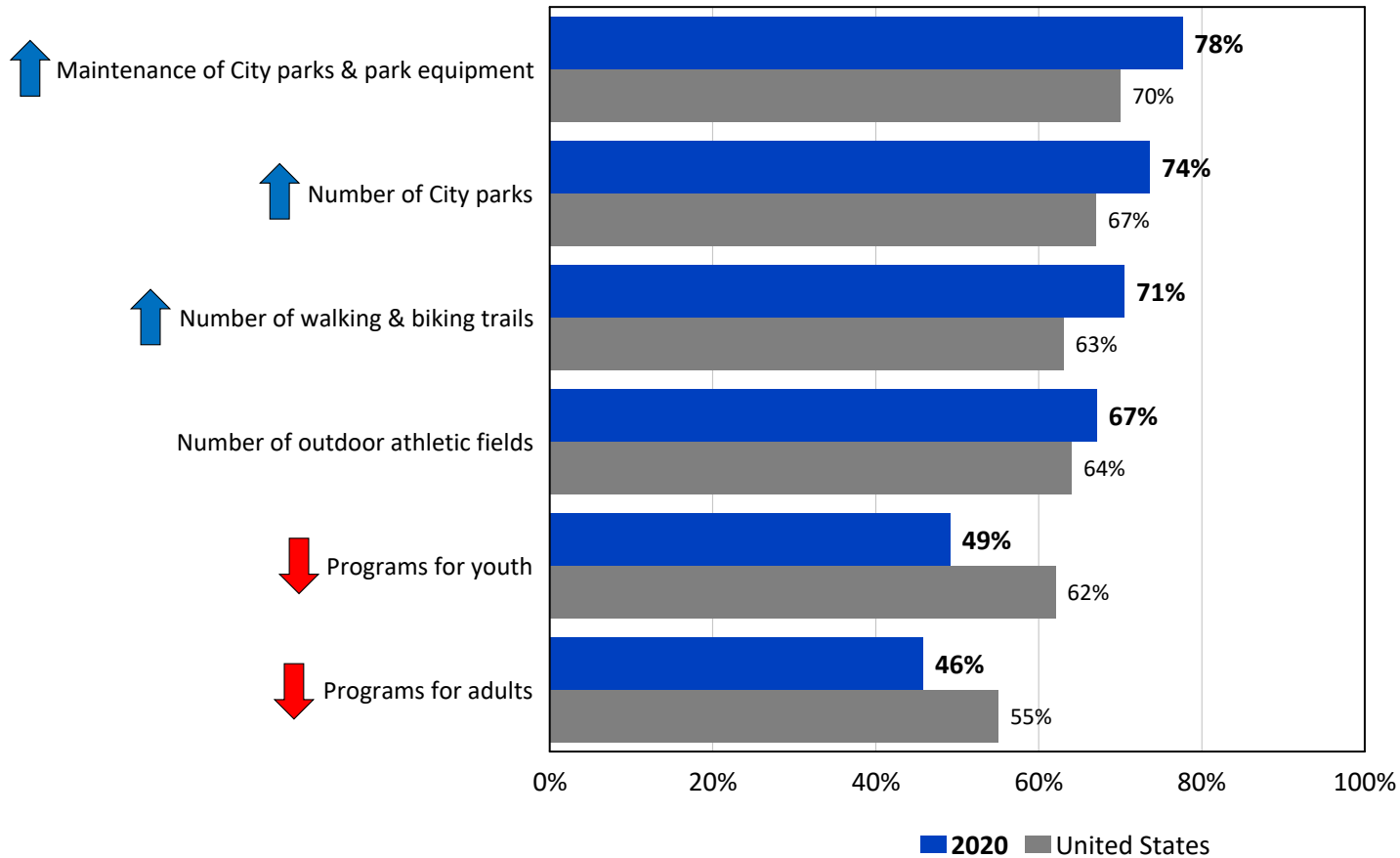
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Q9. Parks and Recreation

Edgerton vs. KC Metro

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



Source: ETC Institute (2020)

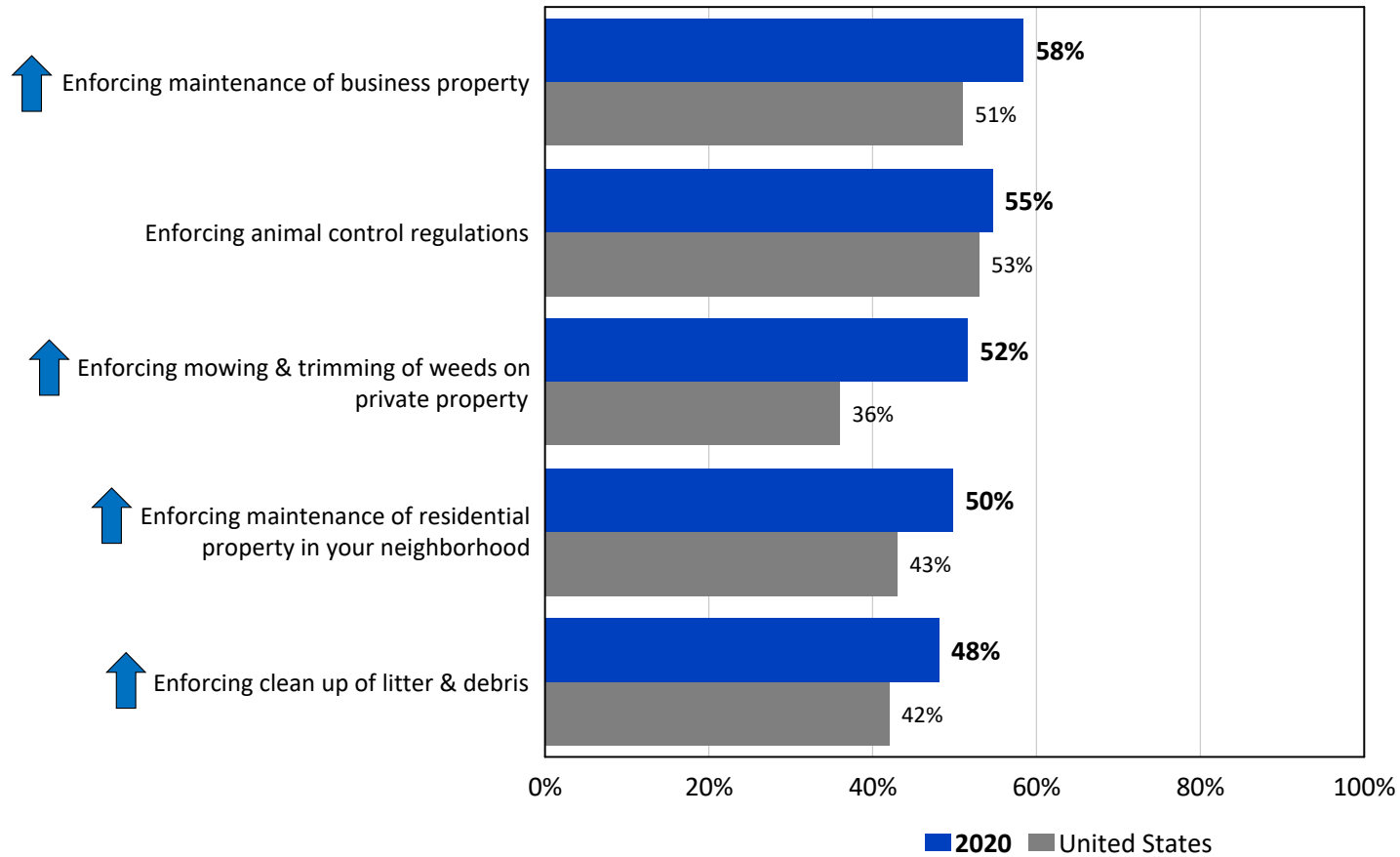
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Q11. Enforcement of City Codes and Ordinances

Edgerton vs. KC Metro

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



Source: ETC Institute (2020)

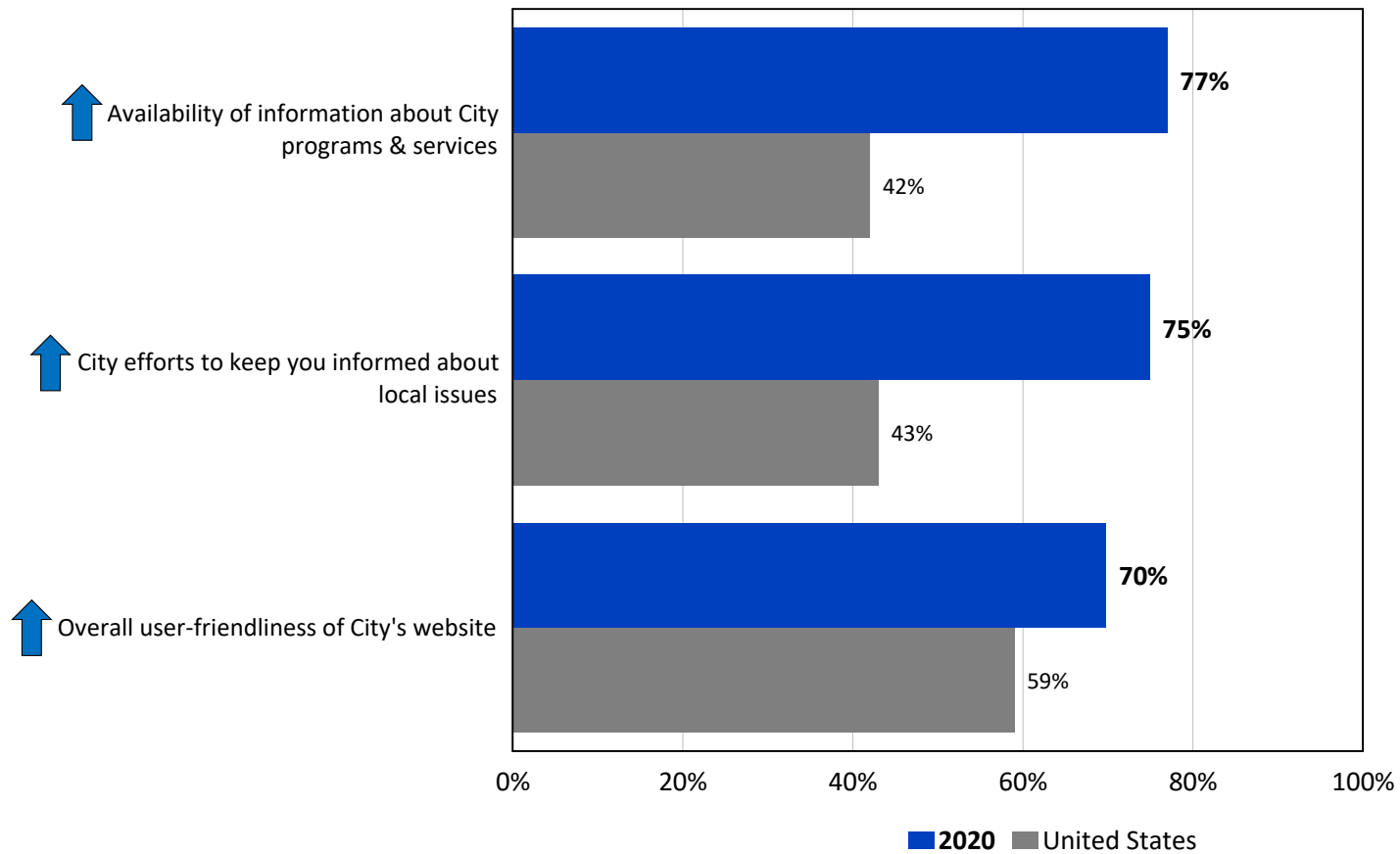
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Q13. City Communication

Edgerton vs. KC Metro

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



Source: ETC Institute (2020)

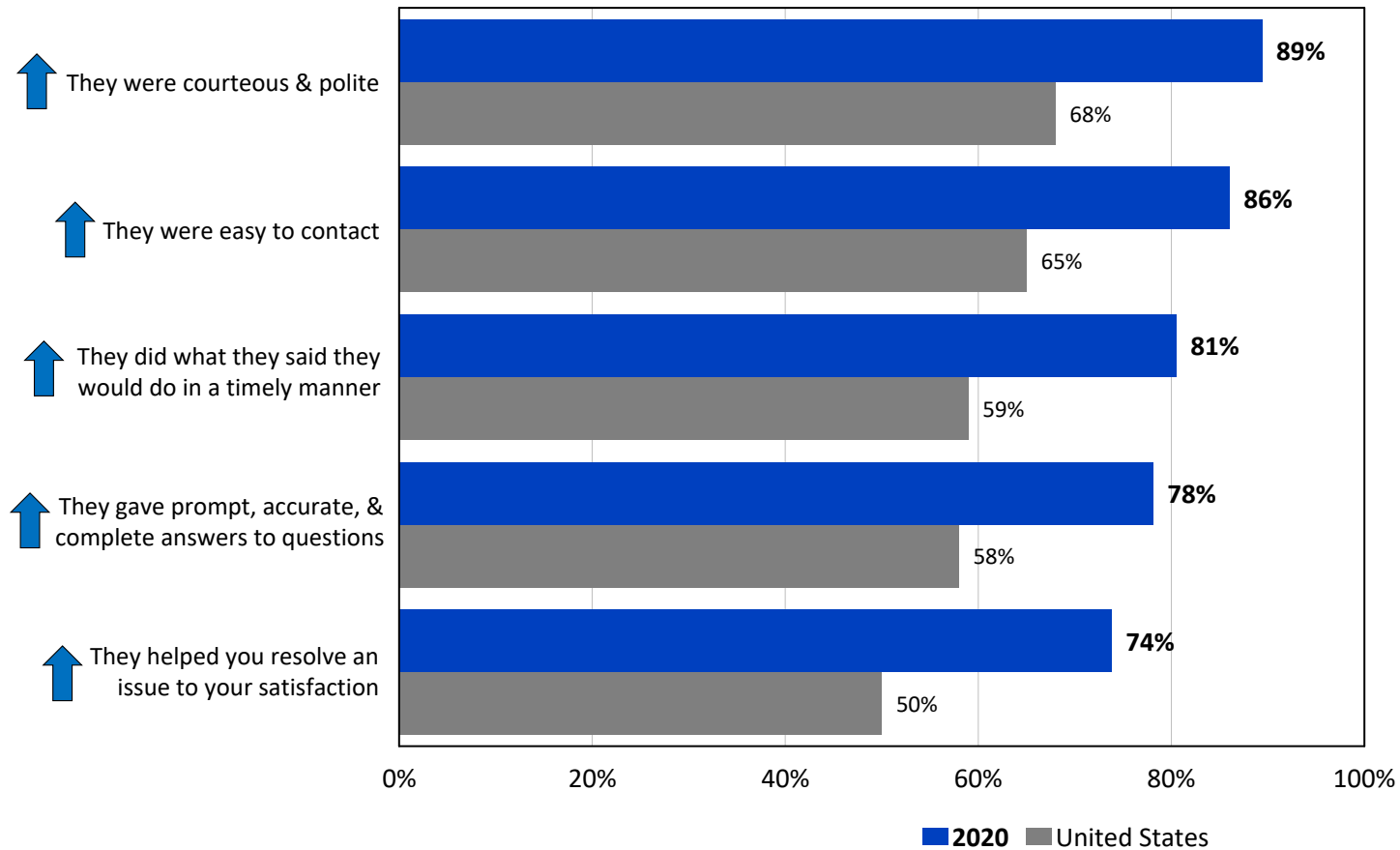
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Q17b. Customer Service

Edgerton vs. KC Metro

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



Source: ETC Institute (2020)

Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

Performance Over Time

HOW EDGERTON HAS PERFORMED OVER TIME

Notable Changes Since 2018 – Short Term

NOTABLE INCREASES

Number of walking and biking trails
Maintenance of walking and biking trails
Overall maintenance of City streets, buildings,
and facilities
Maintenance of Major City streets
Number of outdoor athletic fields
Quality of City parks and facilities
Programs for youth
Programs for adults
Maintenance of streets in neighborhoods
Maintenance of parks and equipment

NOTABLE DECREASES

NONE

Notable Changes Since 2013 – Long Term

NOTABLE INCREASES

- Number of walking and biking trails
- Maintenance of walking and biking paths
- Maintenance of City parks and equipment
- Programs for youth
- Quality of City parks and facilities
- Programs for seniors
- Number of City parks
- Programs for adults
- Availability of information about City programs
- City special events and festivals
- City efforts to keep you informed

NOTABLE DECREASES

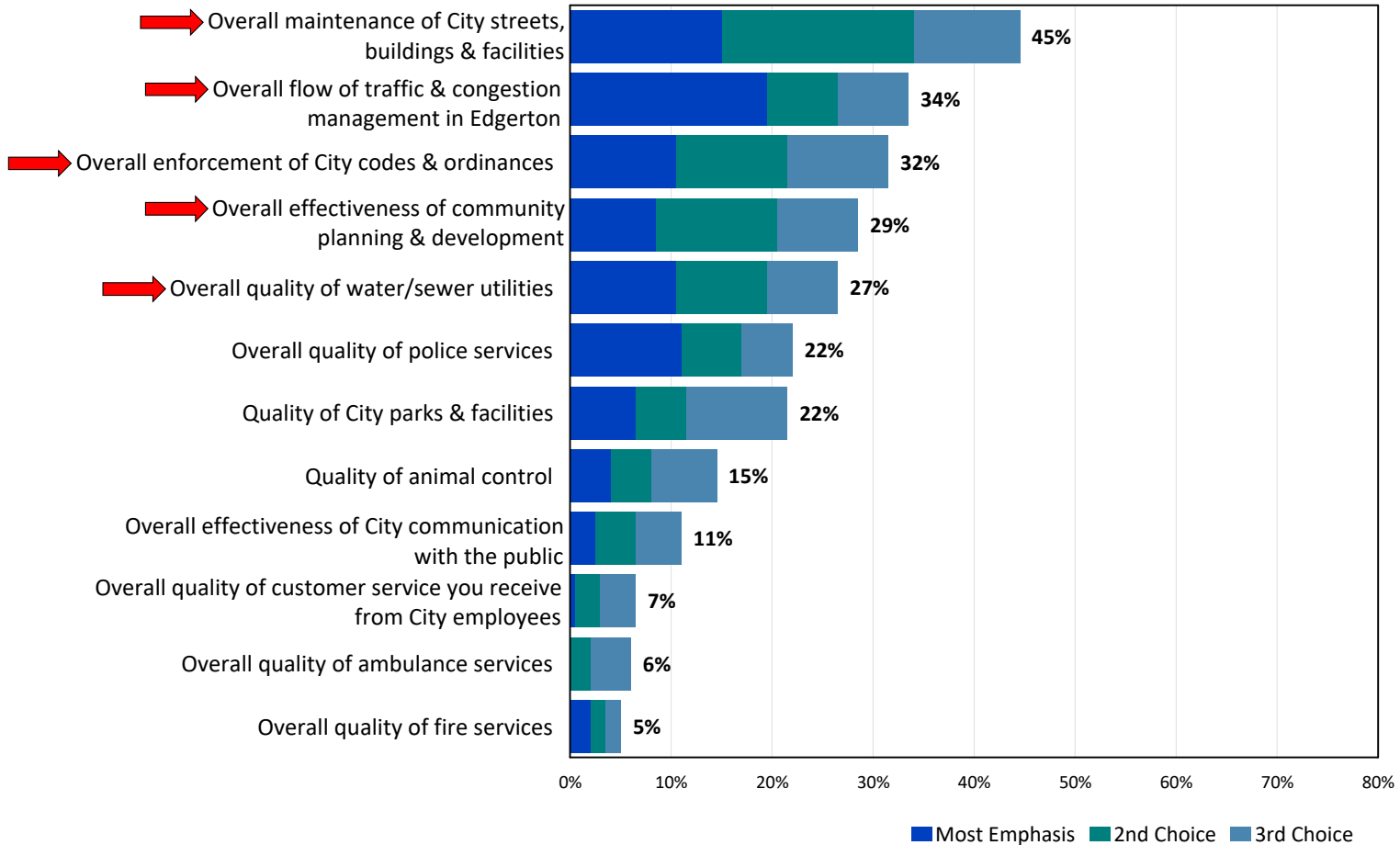
- Overall flow of traffic and congestion management
- Enforcement of local traffic laws
- Visibility of police in neighborhoods
- Water pressure in your home
- Overall quality of contracted police protection

Priorities for Improvement

IMPORTANCE-SATISFACTION ANALYSIS

Q2. City Issues That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the items as one of their top three choices



2020 Importance-Satisfaction Rating

City of Edgerton, Kansas

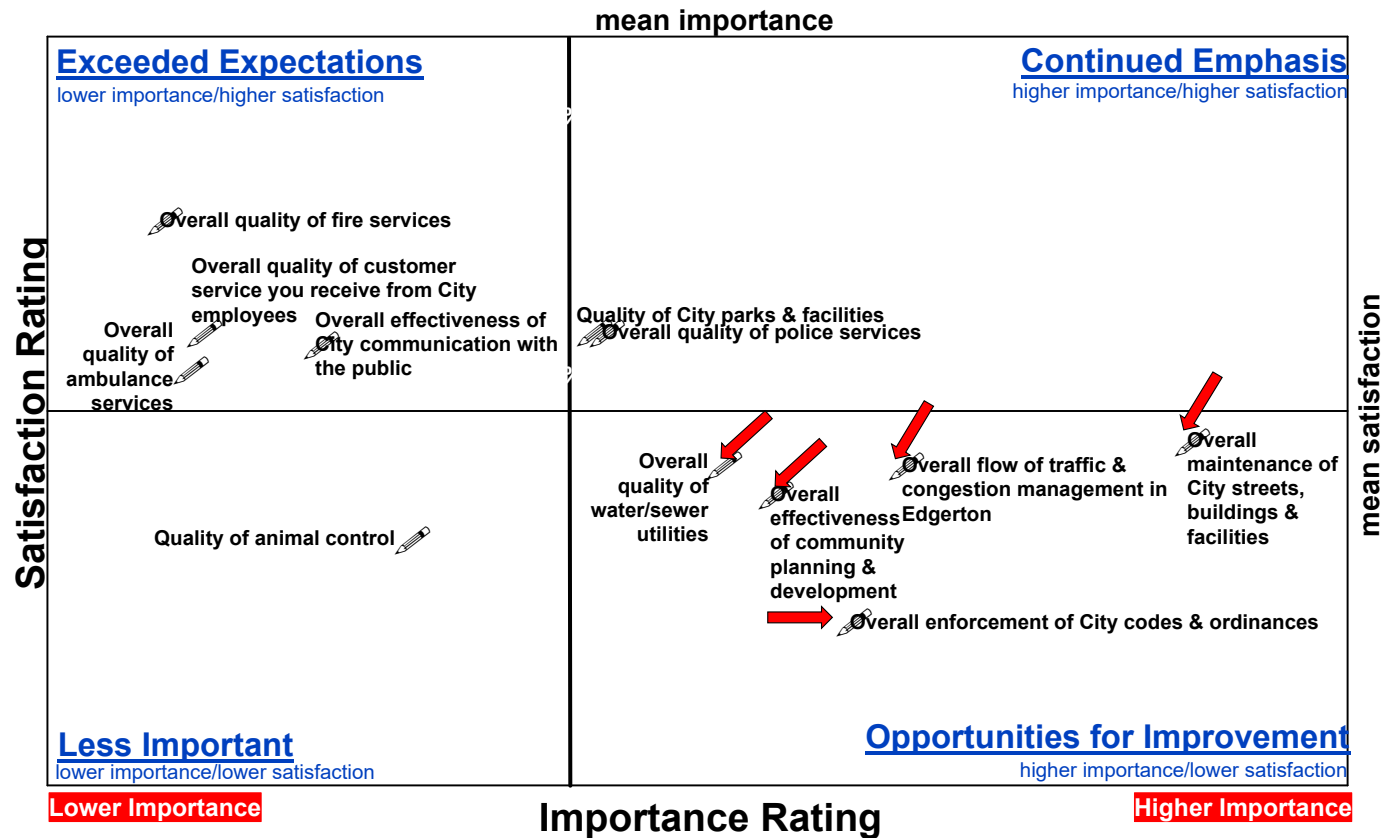
Overall Satisfaction with City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Overall enforcement of City codes & ordinances	32%	3	45%	12	0.1720	1
Overall maintenance of City streets, buildings & facilities	45%	1	64%	7	0.1615	2
Overall flow of traffic & congestion management in Edgerton	34%	2	61%	9	0.1300	3
Overall effectiveness of community planning & development	29%	4	58%	10	0.1188	4
Overall quality of water/sewer utilities	27%	5	61%	8	0.1023	5
Quality of animal control (e.g. pet licenses, response to domestic animal issues)	15%	8	54%	11	0.0671	6
Overall quality of police services (Johnson County Sheriff's Office)	22%	6	75%	3	0.0557	7
Quality of City parks & facilities	22%	7	75%	2	0.0542	8
Overall effectiveness of City communication with the public	11%	9	74%	5	0.0292	9
Overall quality of ambulance services (JoCo Med-Act)	6%	11	71%	6	0.0174	10
Overall quality of customer service you receive from City employees	7%	10	75%	4	0.0164	11
Overall quality of fire services (Johnson County Fire District 1)	5%	12	86%	1	0.0070	12

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2020 City of Edgerton DirectionFinder Importance-Satisfaction Assessment Matrix Overall Satisfaction with City Services

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2020)

2020 Importance-Satisfaction Rating

City of Edgerton, Kansas

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Quality of community public safety programs (e.g. self-defense, block watch)	53%	2	47%	7	0.2777	1
Visibility of police in neighborhoods	55%	1	60%	6	0.2191	2
Enforcement of local traffic laws	35%	3	61%	5	0.1346	3
Overall quality of contracted police protection	28%	4	72%	4	0.0795	4
Attitude & behavior of sheriff's office personnel toward citizens	18%	5	74%	3	0.0460	5
Overall quality of local fire protection (Johnson County Fire District #1)	14%	6	85%	2	0.0205	6
Attitude & behavior of fire department (Johnson County Fire District #1) personnel toward citizens	7%	7	85%	1	0.0095	7

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2020 Importance-Satisfaction Rating

City of Edgerton, Kansas

City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Adequacy of City street lighting	42%	1	48%	10	0.2197	1
Maintenance of sidewalks in City	29%	2	58%	8	0.1227	2
Maintenance of streets in your neighborhood	29%	3	65%	6	0.0986	3
Maintenance of City buildings	18%	7	56%	9	0.0785	4
Overall cleanliness of City streets & other public areas	22%	4	69%	5	0.0677	5
Maintenance of City entrance signage	16%	8	59%	7	0.0658	6
Snow removal on neighborhood streets	19%	6	71%	4	0.0531	7
Maintenance of major City streets	20%	5	74%	2	0.0530	8
Maintenance of street signs/traffic signals	8%	10	73%	3	0.0220	9
Snow removal on major City streets	10%	9	85%	1	0.0149	10

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2020 Importance-Satisfaction Rating

City of Edgerton, Kansas

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Programs for youth	28%	1	49%	8	0.1400	1
Programs for adults	16%	5	46%	9	0.0840	2
Programs for seniors	18%	4	54%	7	0.0810	3
City special events & festivals	19%	2	74%	2	0.0496	4
Maintenance of City parks & park equipment	19%	3	78%	1	0.0414	5
Number of walking & biking trails	14%	6	71%	4	0.0413	6
Maintenance of walking & biking trails	10%	7	68%	5	0.0322	7
Number of outdoor athletic fields	9%	8	67%	6	0.0296	8
Number of City parks	7%	9	74%	3	0.0185	9

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2020 Importance-Satisfaction Rating

City of Edgerton, Kansas

Enforcement of City Codes and Ordinances

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Enforcing clean up of litter & debris	40%	1	48%	5	0.2076	1
Enforcing maintenance of residential property in your neighborhood	33%	2	50%	4	0.1632	2
Enforcing mowing & trimming of weeds on private property	29%	3	52%	3	0.1379	3
Enforcing animal control regulations (e.g. pet license, leash law)	21%	4	55%	2	0.0953	4
Enforcing maintenance of business property	20%	5	58%	1	0.0811	5

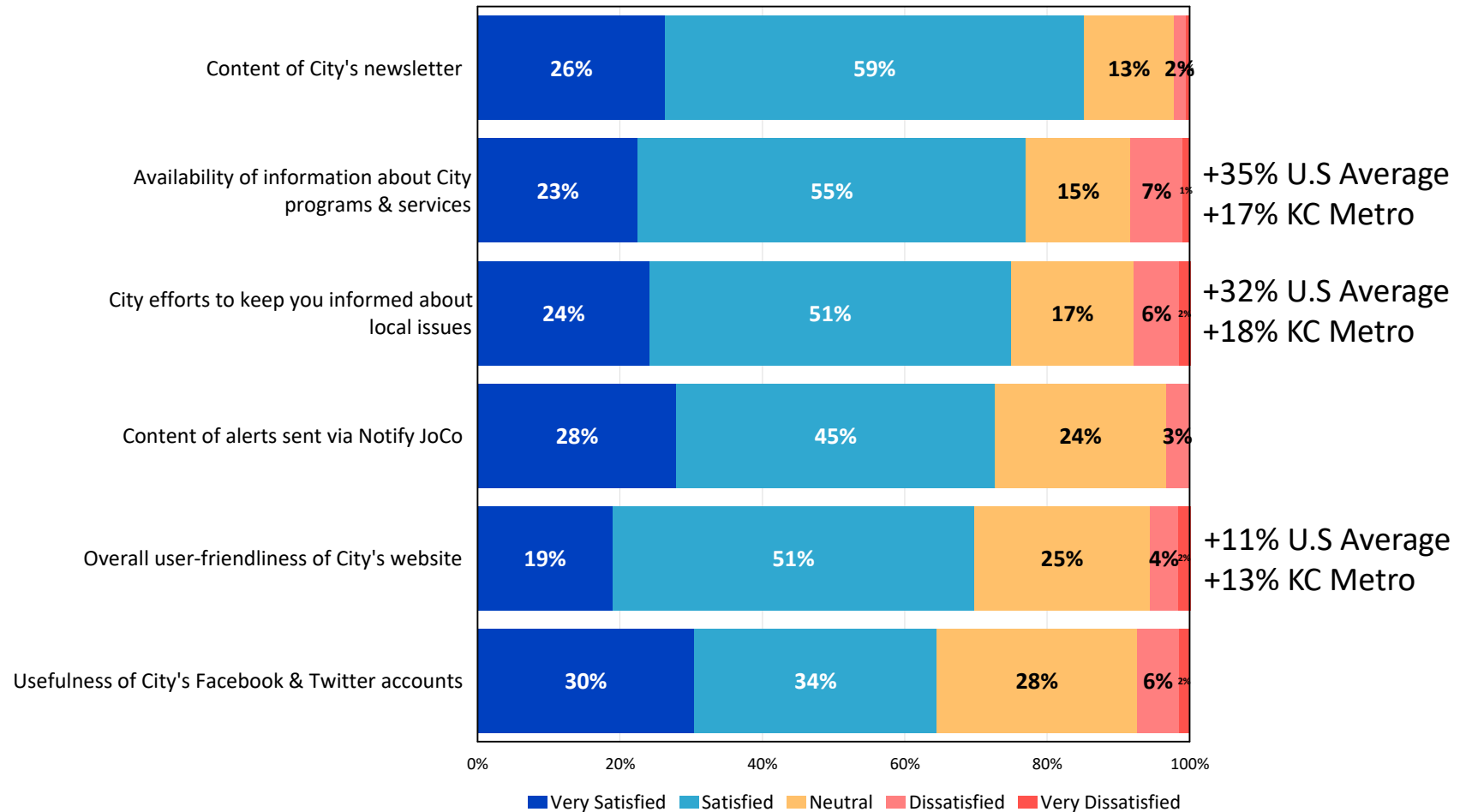
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Communication

THE CITY IS PERFORMING EXCEPTIONALLY WELL IN THIS AREA

Q13. Satisfaction With City Communication

by percentage of respondents who rated item as a 1 to 5 on a 5-point scale (without "don't know")

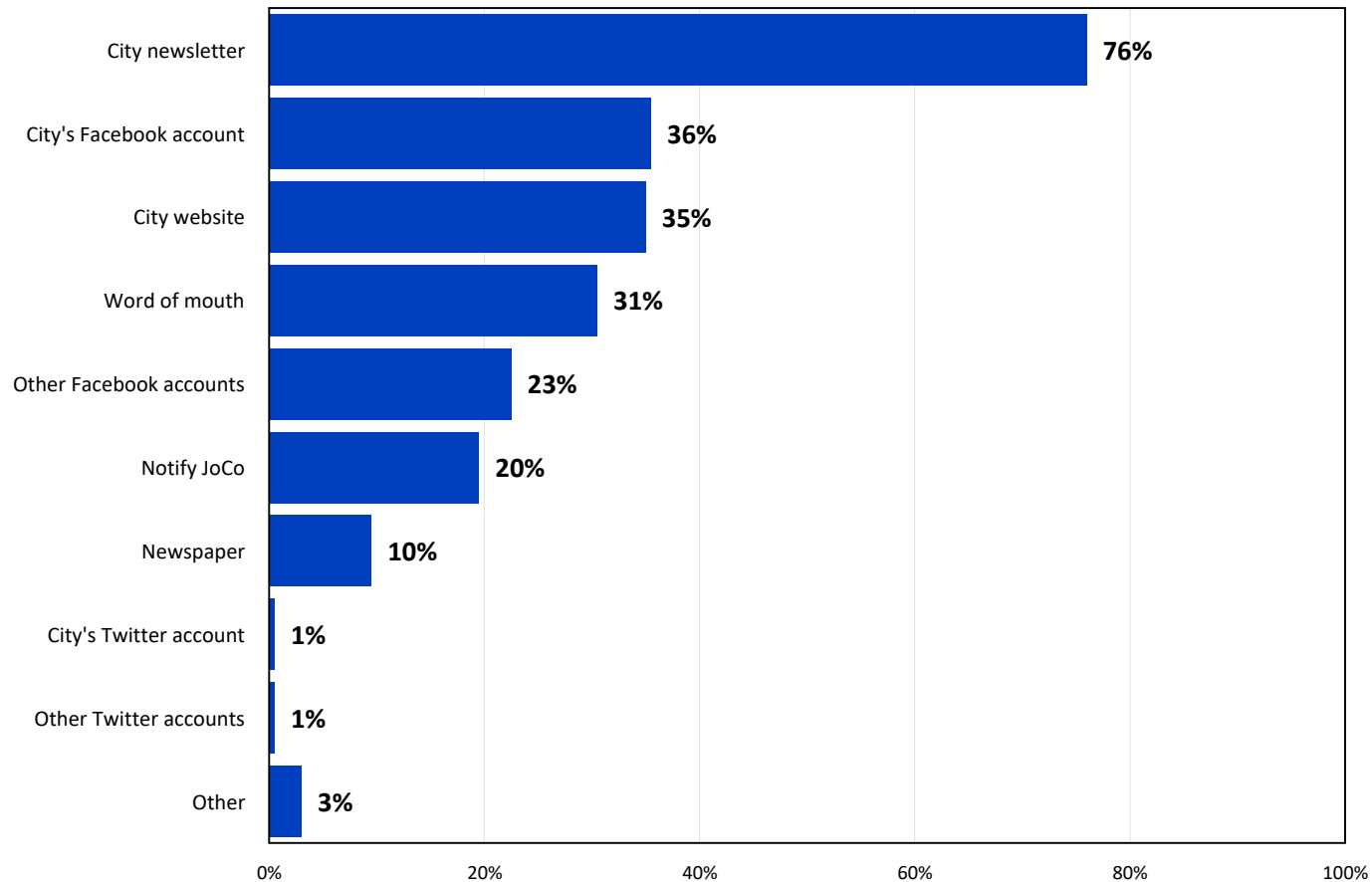


Source: ETC Institute (2020)

The City Saw Significant Increases In Each of These Areas Between 2018 and 2020

Q14. Which of the following are your PRIMARY SOURCES for information about community activities and services?

by percentage of respondents (multiple choices could be selected)

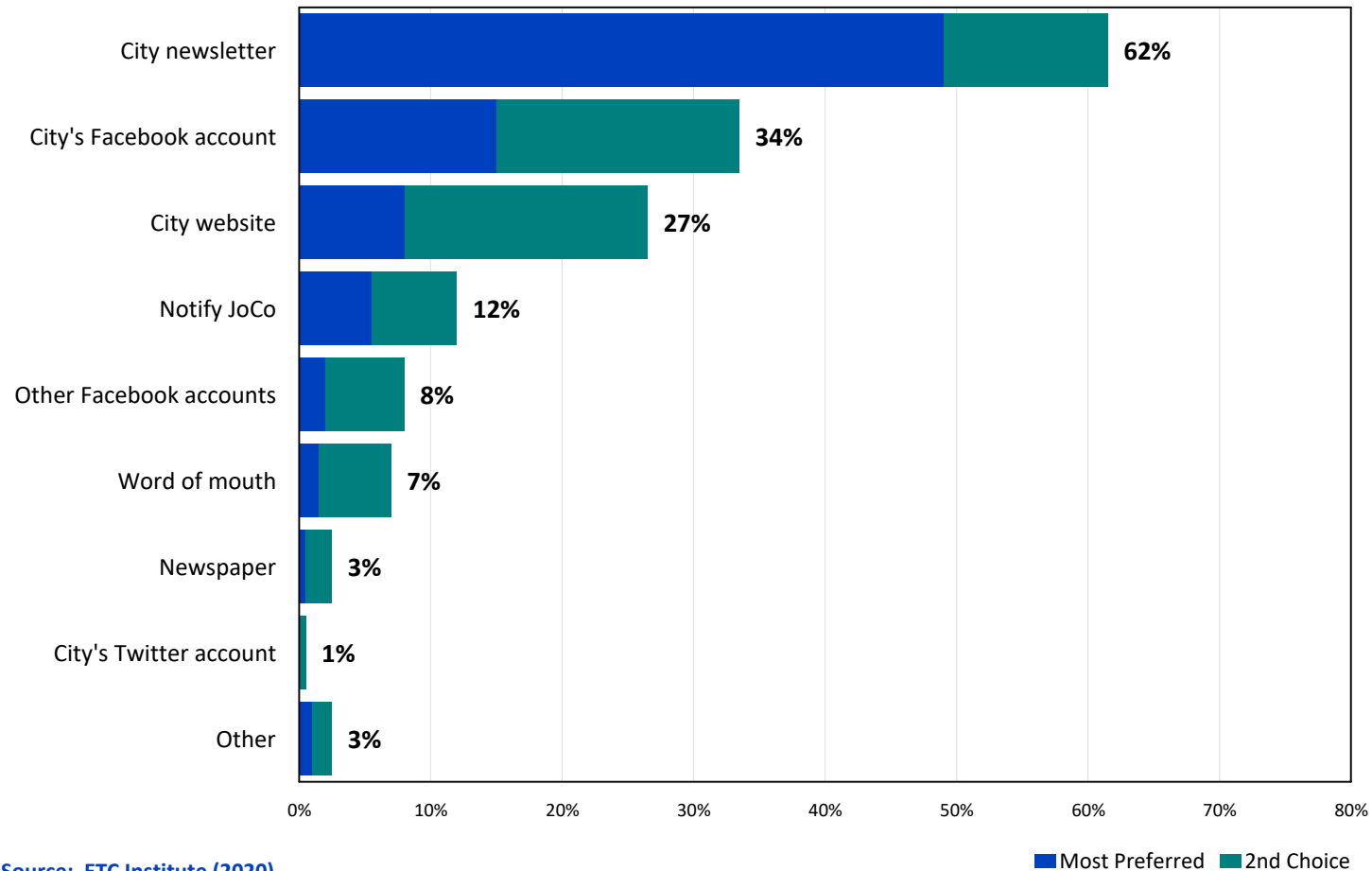


Source: ETC Institute (2020)

The City is the #1 Source of Information for Respondents

Q15. Which TWO of the methods of communication listed in Question 14 do you PREFER MOST?

by percentage of respondents who selected the items as one of their top two choices

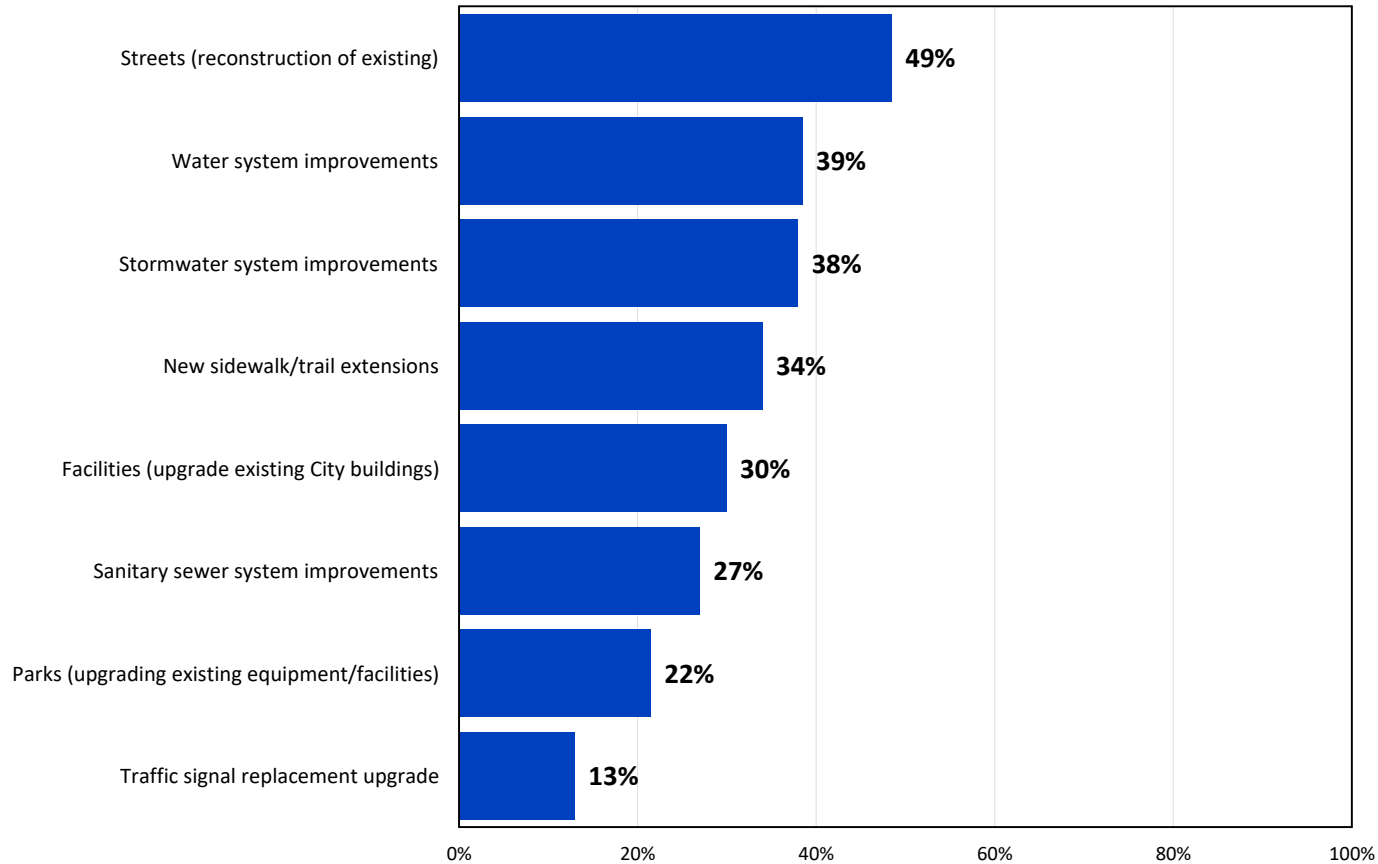


The City is The Most Preferred Source of Information for Respondents

Additional Findings

Q18. City Capital Improvement Projects. Which THREE of the following capital improvements do you think are MOST IMPORTANT for the continued success of the City of Edgerton?

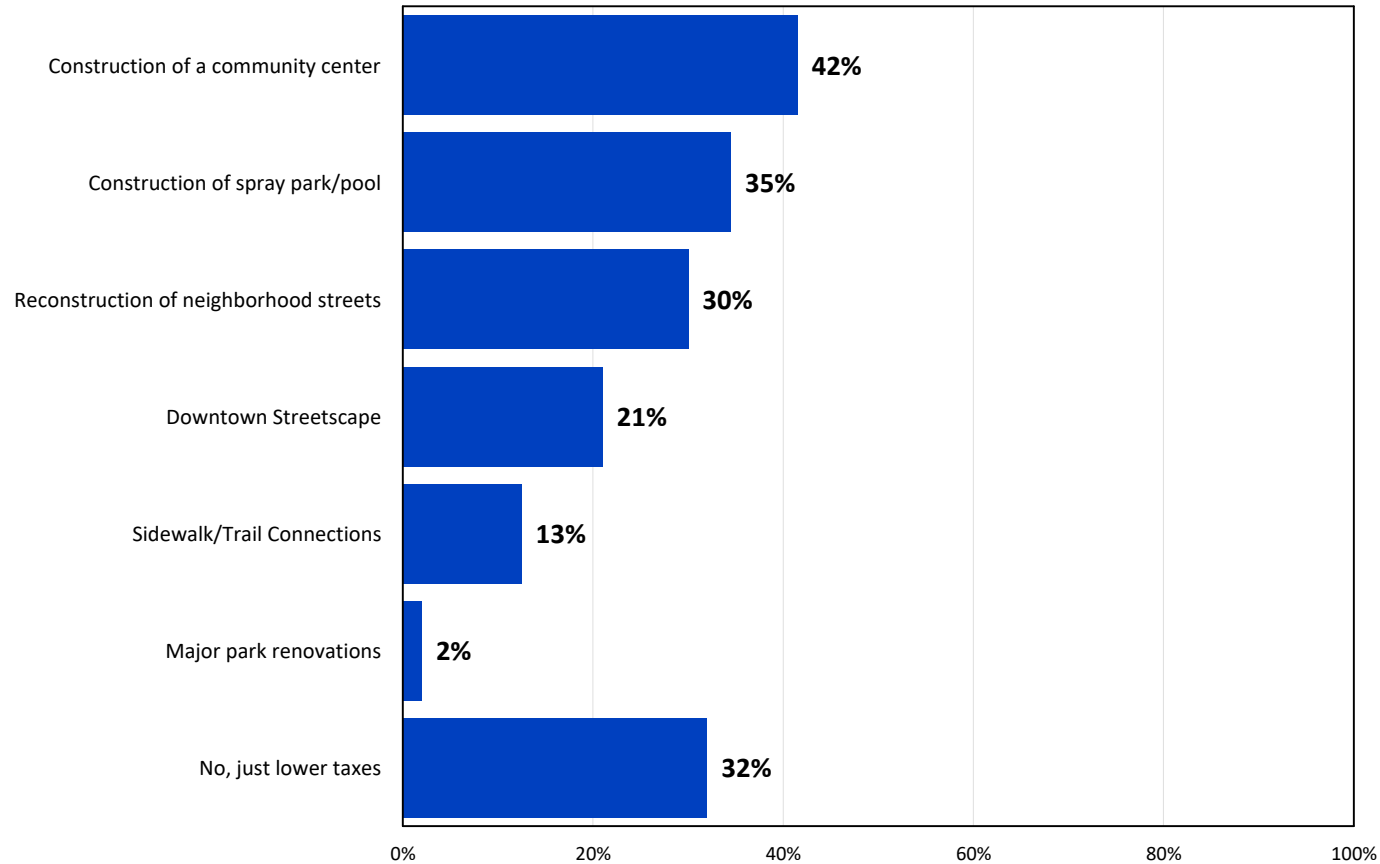
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

Q19. The City may have the capacity (within budget) to fund capital projects without having to increase taxes. Considering this, which TWO of the items listed below do you think are MOST IMPORTANT to fund?

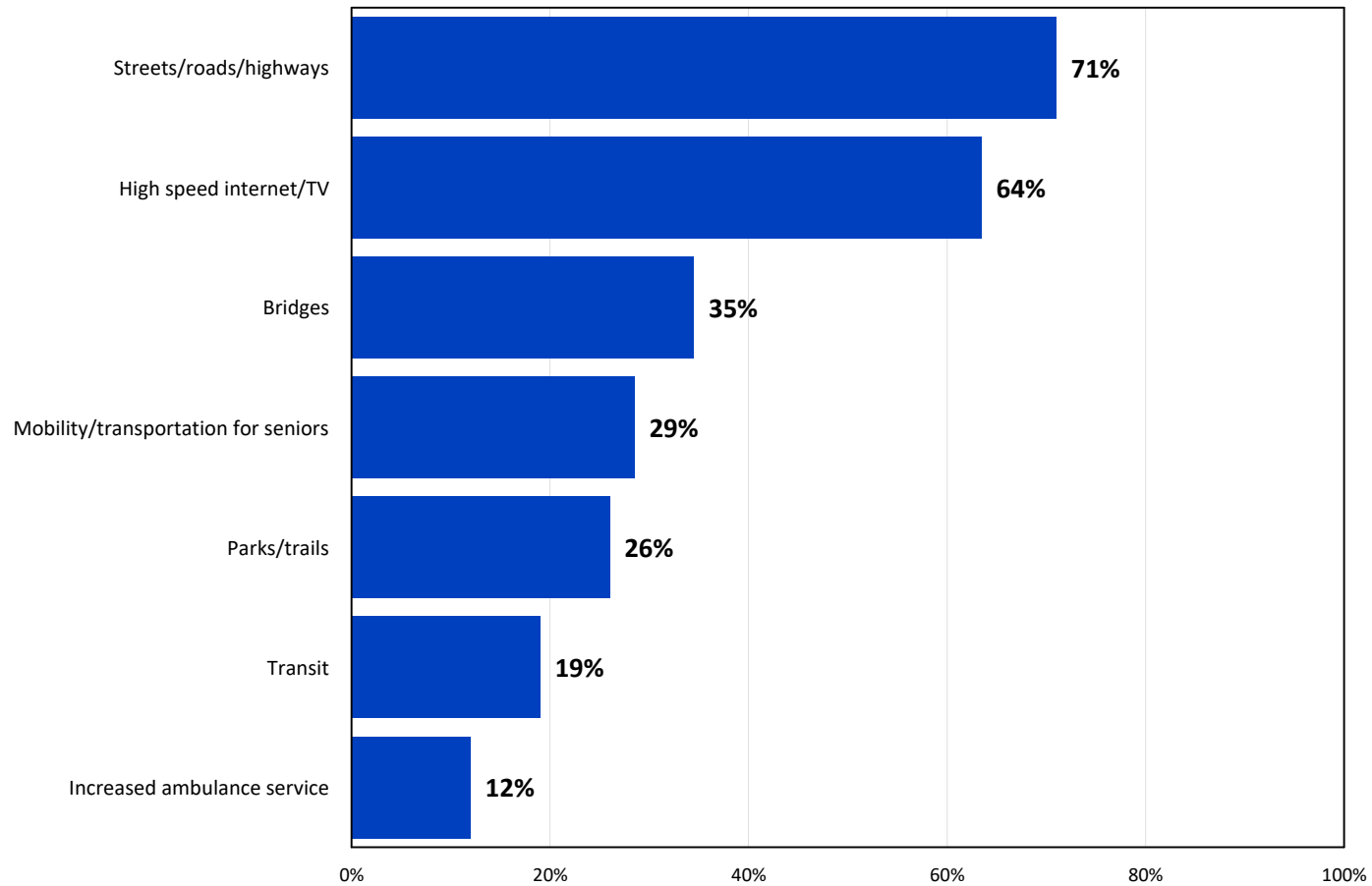
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

Q20. County/Regional Priorities. Of the County/Regional priorities listed below, which THREE would you select as the MOST IMPORTANT?

by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

Summary

Priorities for Improvement

- **The enforcement of City codes and ordinances**
 - *Enforcing the cleanup of litter and debris*
 - *Enforcing the maintenance of residential property in your neighborhood*
 - *Enforcing mowing and trimming of weeds on private property*
- **The overall maintenance of City streets, buildings, and facilities**
 - *Adequacy of City street lighting*
 - *Maintenance of sidewalks in the City*
- **The overall flow of traffic and congestion management in the City**
- **The overall effectiveness of community planning and development**
- **The overall quality of water/sewer utilities**

Summary

Residents Have a Positive Perception of the City

Edgerton Rated Higher than the U.S. Average in 76% of the Areas Assessed

Edgerton Saw an Increase in Positive Ratings in 95% of the Areas Assessed Between 2018 and 2020

Overall Communication with City Residents is Exceptionally High

City Maintains Most Used and Preferred Sources of Information

Questions?

THANK YOU!

