

2016 City of Spring Hill Community Survey

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Final Report

Submitted to the City of Spring Hill, Kansas

by:

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Purpose and Methodology

ETC Institute administered a community survey for the City of Spring Hill for the third time in the summer of 2016. Previous surveys were conducted in 2005 and 2013. TREND comparisons are provided with this report. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will help the City establish budget priorities and refine policy decisions.

Resident Survey. A five-page survey was mailed to a random sample of households in the City of Spring Hill. Residents who received the survey were given the option of completing the survey online (www.springhillsurvey.org). The goal of 200 surveys was far exceeded, with 351 completing the survey by mail and 72 completing it by web, for a total of 423 surveys. The results for the random sample of 423 households have a 95% level of confidence with a precision of at least +/- 4.7%.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Spring Hill with the results from other communities in the *DirectionFinder*® database. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been 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.*"

This report contains:

- a summary of the methodology for administering the survey and major findings
- Importance-Satisfaction analysis
- benchmarking data that show how the results for the City of Spring Hill compare to other cities
- tables that show the results for each question on the survey
- a copy of the survey instrument

Major Findings

- **Overall City Services.** Ninety-two percent (92%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City's fire and ambulance services; 85% were satisfied with the quality of police services, and 78% were satisfied with the quality of customer service. Residents were least satisfied with community planning and development (44%), and the maintenance of city streets, buildings and facilities (45%).
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Spring Hill over the next two years were: 1) the maintenance of City streets, buildings and facilities, 2) community planning and development, and 3) the quality of City parks and recreation programs.
- **Perceptions of the City.** Nearly three-fourths (73%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in the City of Spring Hill; 62% were satisfied with the quality of services provided by the City, and 56% were satisfied with the overall image of the City.
- **Public Safety.** Eighty-seven percent (87%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with how quickly ambulance personnel respond; 87% were satisfied with the adequacy of emergency medical service equipment, and 82% were satisfied with how quickly police respond to emergencies. Residents were least satisfied the visibility of police in retail areas (64%) and the quality of animal control (69%).
- **Communications.** Sixty-eight percent (68%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information; 58% were satisfied with efforts to keep them informed, and 42% were satisfied with the level of public involvement.
- **City Maintenance.** Sixty-nine percent (69%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with snow removal on City streets; 69% were satisfied with the cleanliness of City streets and public areas; 68% were satisfied with the maintenance of City traffic signals and street signs, and 68% were satisfied with the adequacy of street lighting. Residents were least satisfied with the maintenance and preservation of downtown (33%).

- **Parks and Recreation.** Sixty-three percent (63%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the City aquatic center; 62% were satisfied with Sycamore Ridge Golf Course, and 61% were satisfied with the maintenance of City parks and equipment. Residents were least satisfied with walking and biking trails in the City (19%).
- **Codes and Ordinances.** Fifty-seven percent (57%) of the residents surveyed *who had an opinion* were satisfied with the overall appearance of the City; 53% were satisfied with enforcing sign regulations, and 49% were satisfied with the maintenance of business property.
- **The Importance of Various Factors in Resident Decision to Live in Spring Hill.** Residents were asked to choose from a list of 11 issues, the issues that were the most important to their decision to live in Spring Hill. The top three reasons were 1st) safety and security, 2nd) the affordability of housing, and 3rd) the quality of public schools.

With the same 11 issues, residents were asked if their needs were being met in Spring Hill. The greatest gaps between the order of importance and needs being met, were with:

- Access to restaurants and entertainment – 6th in importance – **11th at being met**
- Access to quality shopping – 8th in importance – **10th at being met**
- Availability of parks and recreation opportunities – 5th in importance – **7th at being met**

Other Findings

- 96% of the residents surveyed have access to the internet (up from 78% in 2005).
- 91% know that they could pay for City services over the internet (up from 54% in 2005).

Trends

Satisfaction levels **increased or stayed the same in all 58 areas** of service that were assessed in both 2013 and 2016; **42 areas showed significant increases (+5% or more).**

The areas with the most significant increases since 2013 are listed below and on the following page:

- Efforts to keep residents informed (+22%)
- Quality of City water and sewer utilities (+21%)
- Quality of police services (+20%)
- Availability of information (+20%)
- Quality of the City's stormwater management system (+18%)
- Level of public involvement (+17%)
- Value received for City tax dollars and fees (+16%)
- How quickly police respond to emergencies (+16%)

- Sycamore Ridge Golf Course (+16%)
- Effectiveness of City communication (+15%)
- The City's overall efforts to prevent crime (+14%)
- Quality of animal control (+14%)
- Snow removal on City streets (+12%)
- Adequacy of City street lighting (+12%)
- Maintenance of the City's water and sewer system (+12%)
- Quality of customer service (+11%)
- Quality of leadership (+11%)
- Adequacy of emergency medical service equipment (+11%)
- Community planning and development (+10%)
- Quality of services provided by the City (+10%)
- How quickly ambulance personnel respond (+10%)
- Enforcement of local traffic laws (+10%)
- Effectiveness of appointed boards and commissions (+10%)
- The number of City parks (+10%)

Opportunities for Improvement

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance- Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Maintenance of City streets, buildings, facilities
 - Community planning and development

- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Public Safety:** There were **no high priorities** in this category, but continued emphasis should be placed on the visibility of police in retail areas and the City's overall efforts to prevent crime.
 - **Maintenance:** Maintenance of City streets, maintenance of sidewalks, and maintenance and preservation of downtown.
 - **Parks and Recreation:** Walking and biking trails, the number of City parks, maintenance of City parks and equipment, and the City's youth athletic programs.

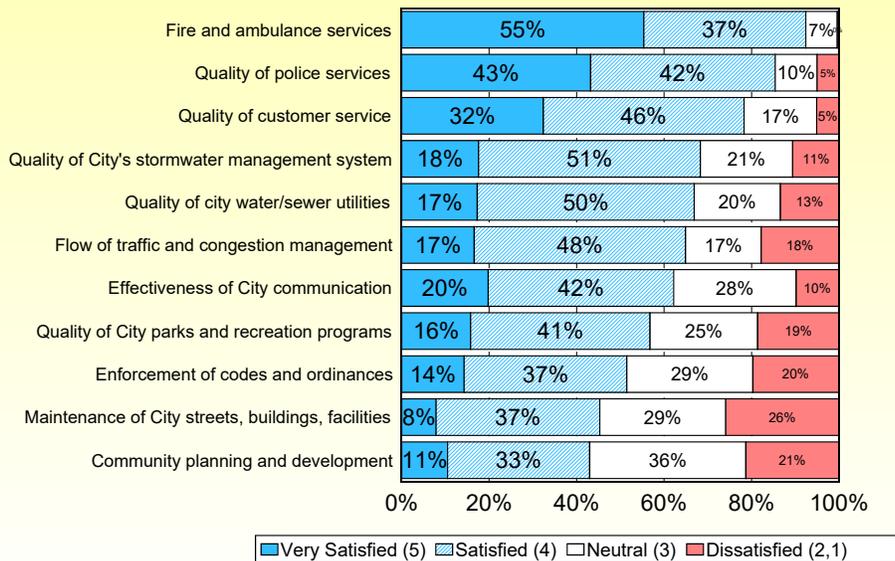
Section 1:
Charts and Graphs

OVERALL RESULTS

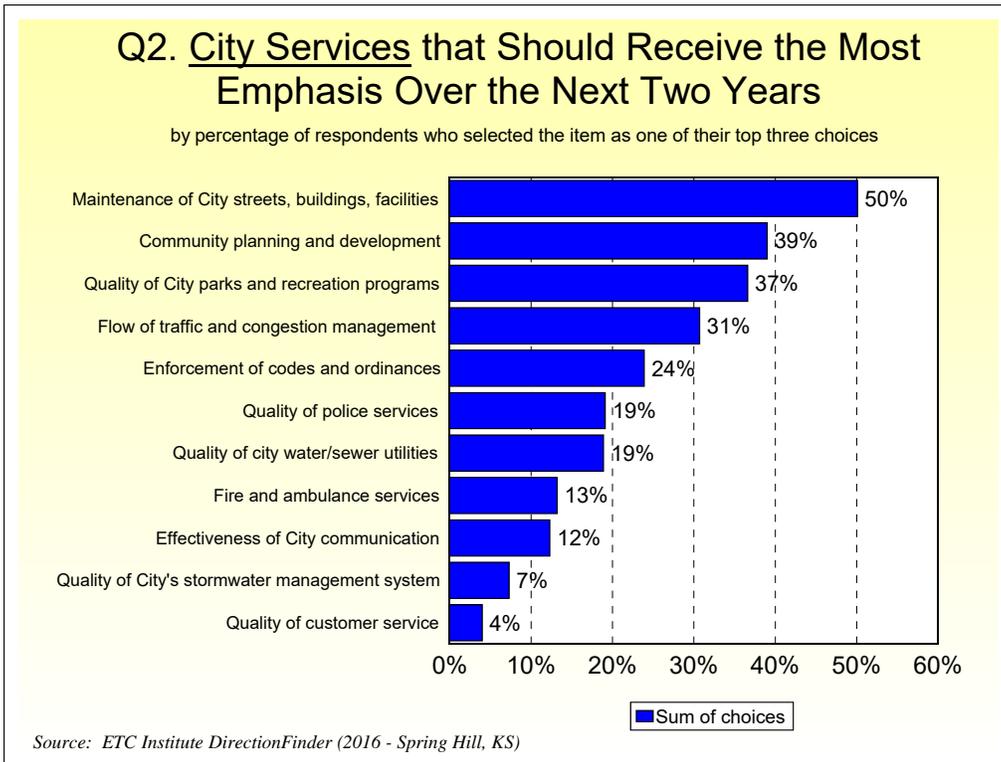
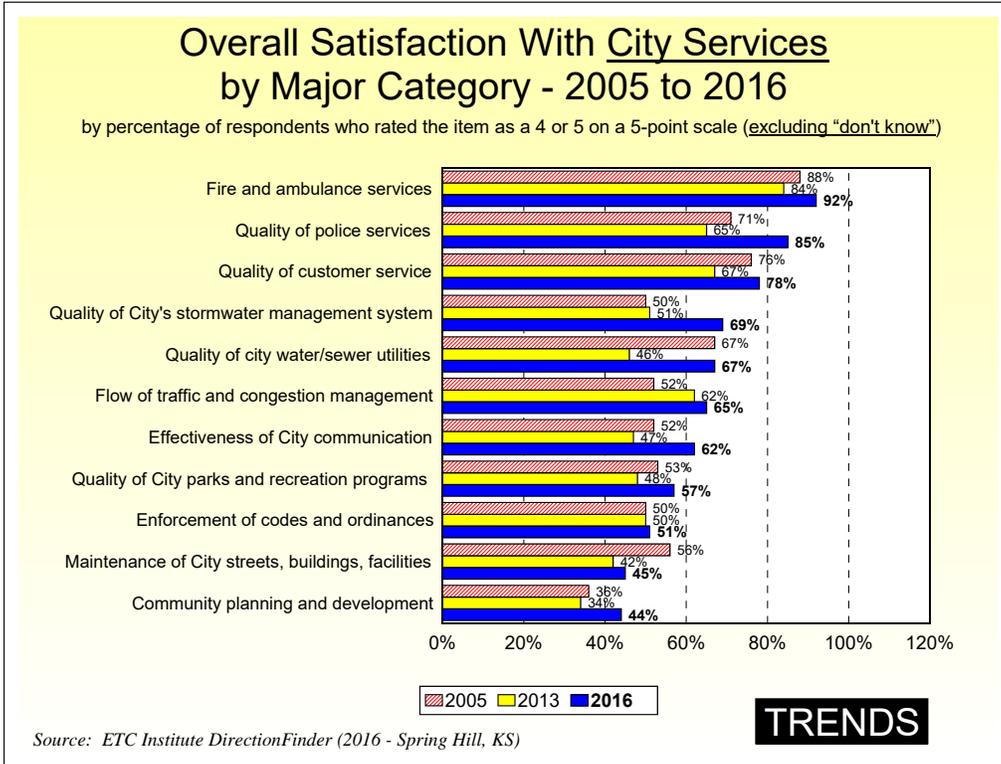
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

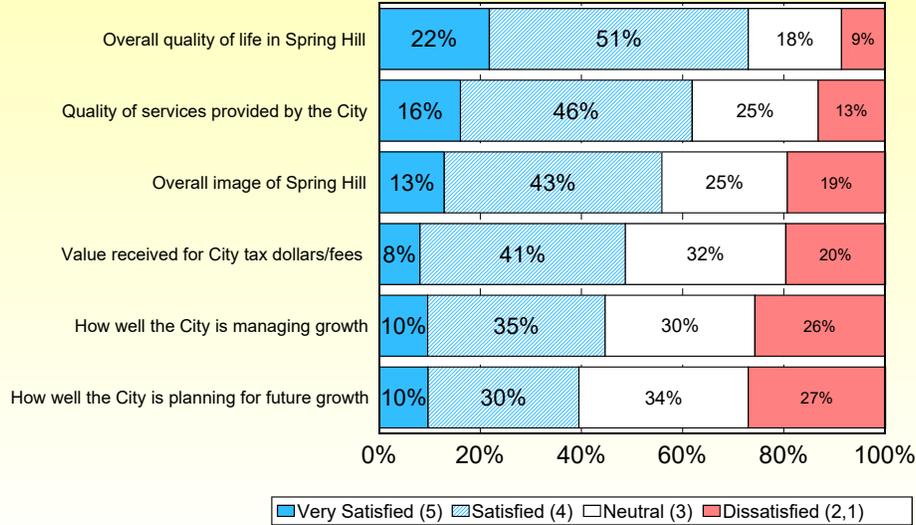


Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)



Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

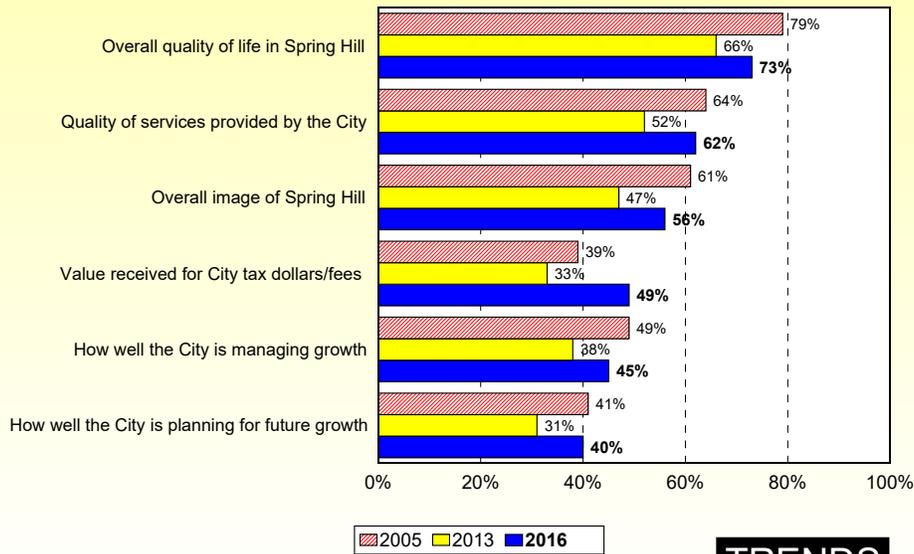
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Satisfaction Ratings for Items That Influence Perceptions of the City - 2005 to 2016

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



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

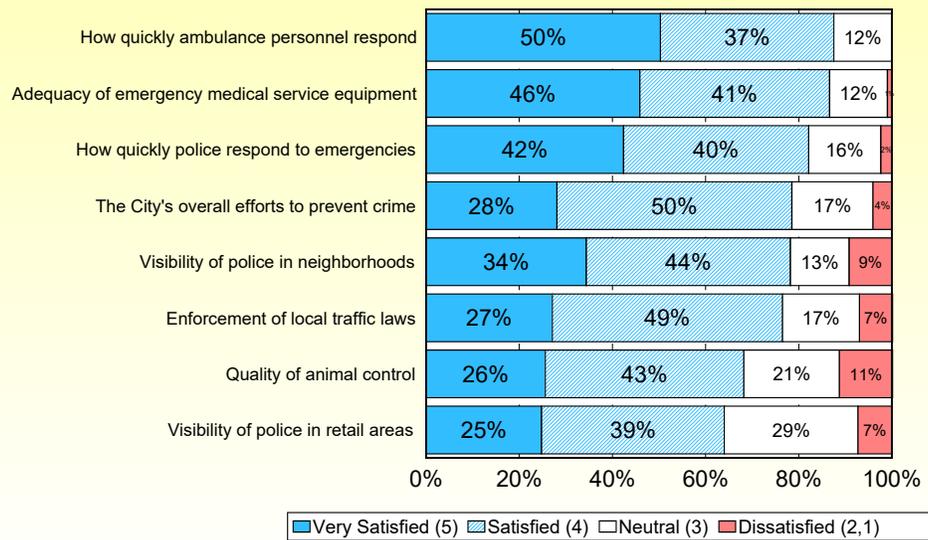
TRENDS

PUBLIC SAFETY

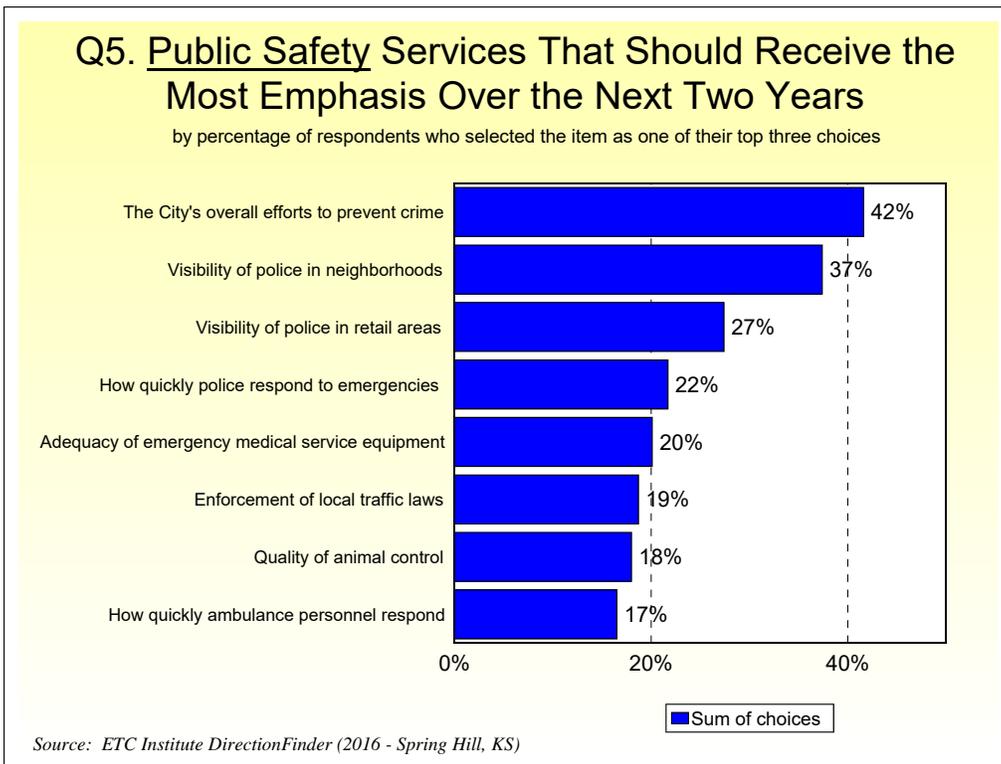
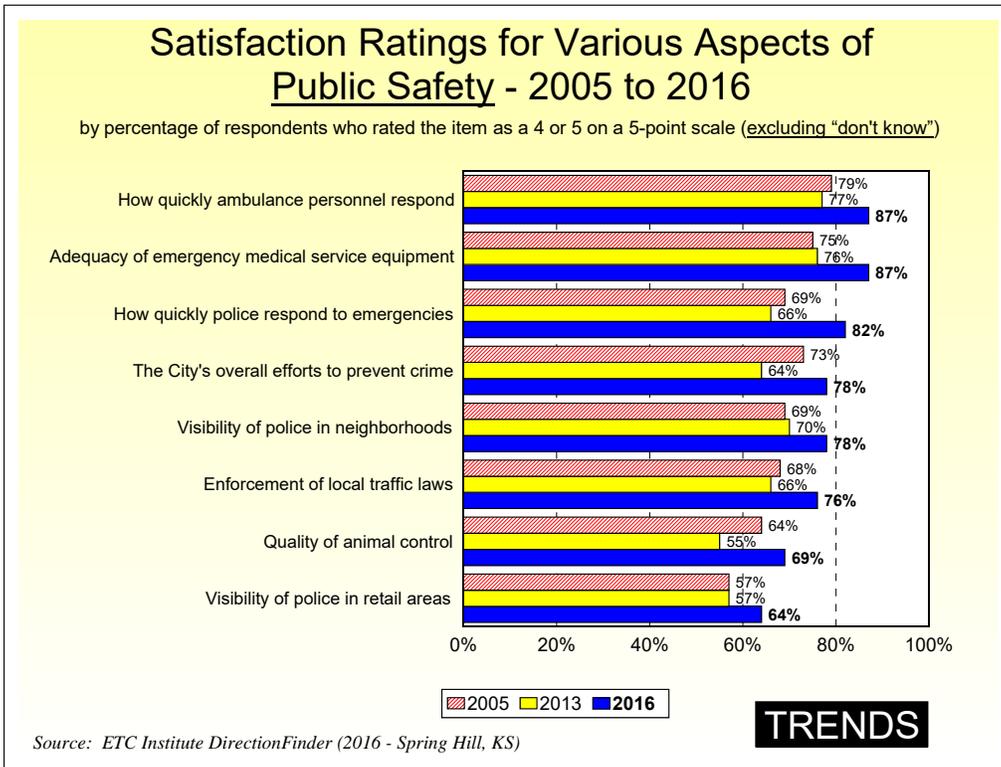
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q4. Satisfaction with Various Aspects of Public Safety

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

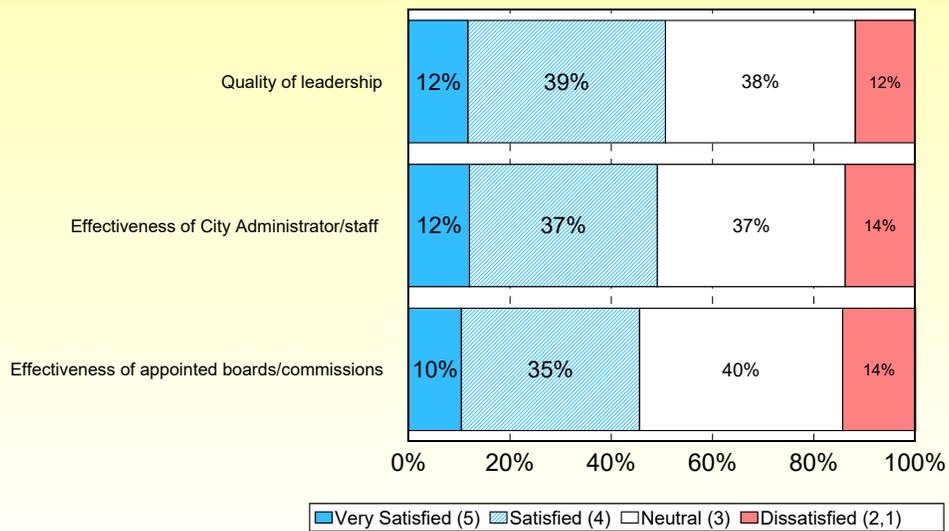


OTHER ISSUES

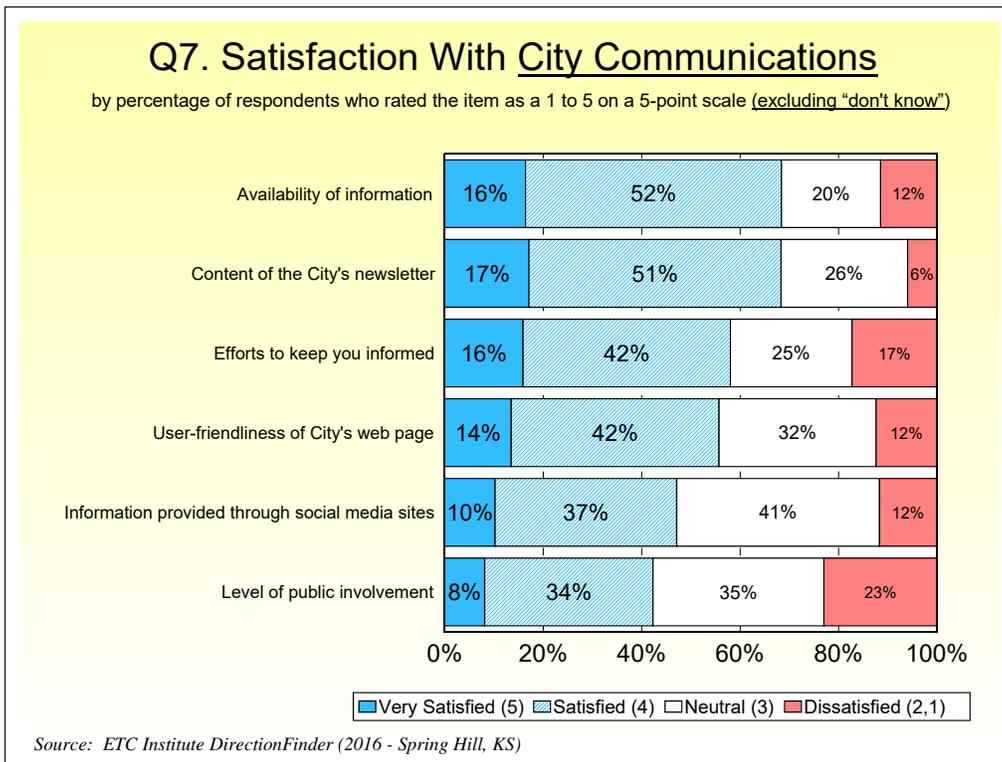
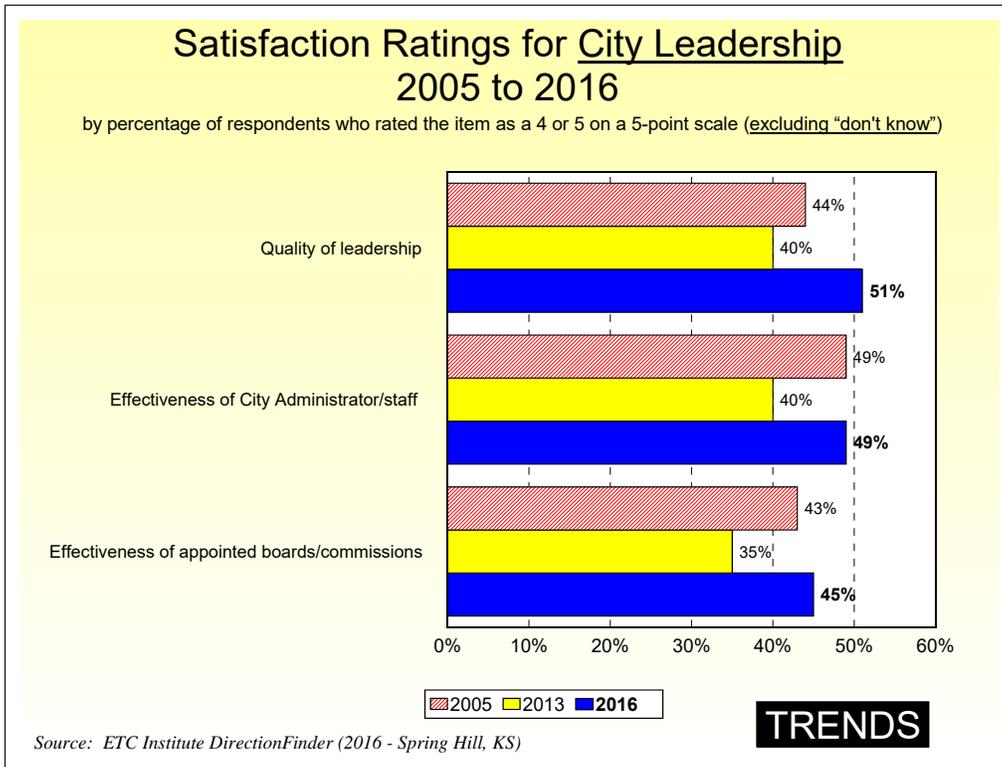
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

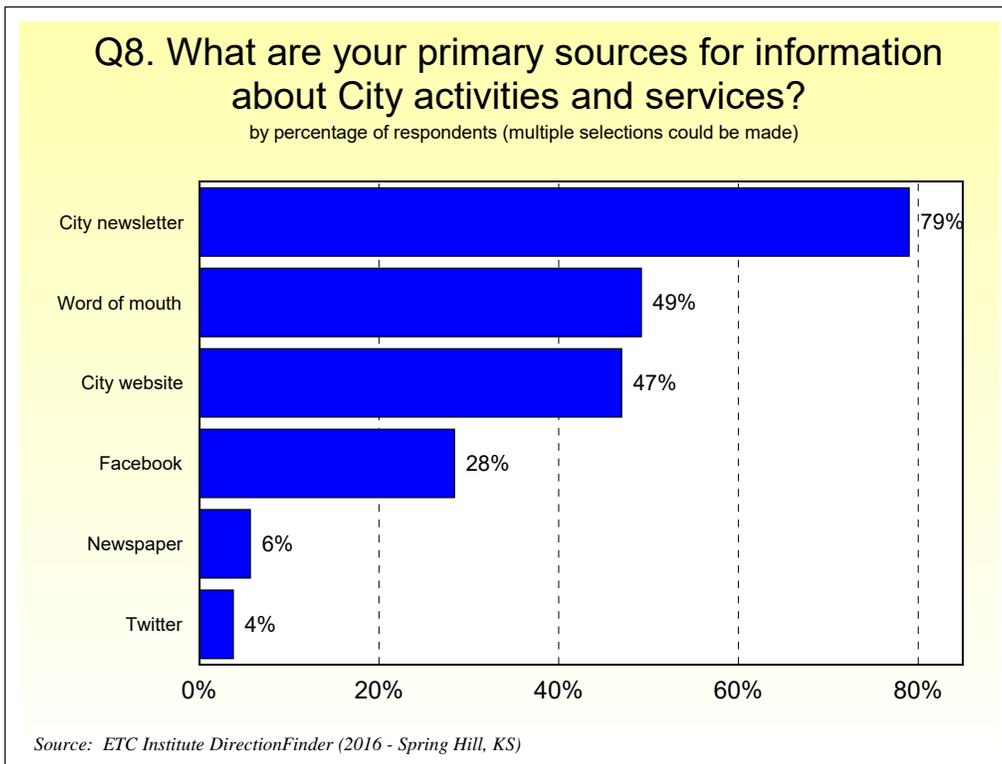
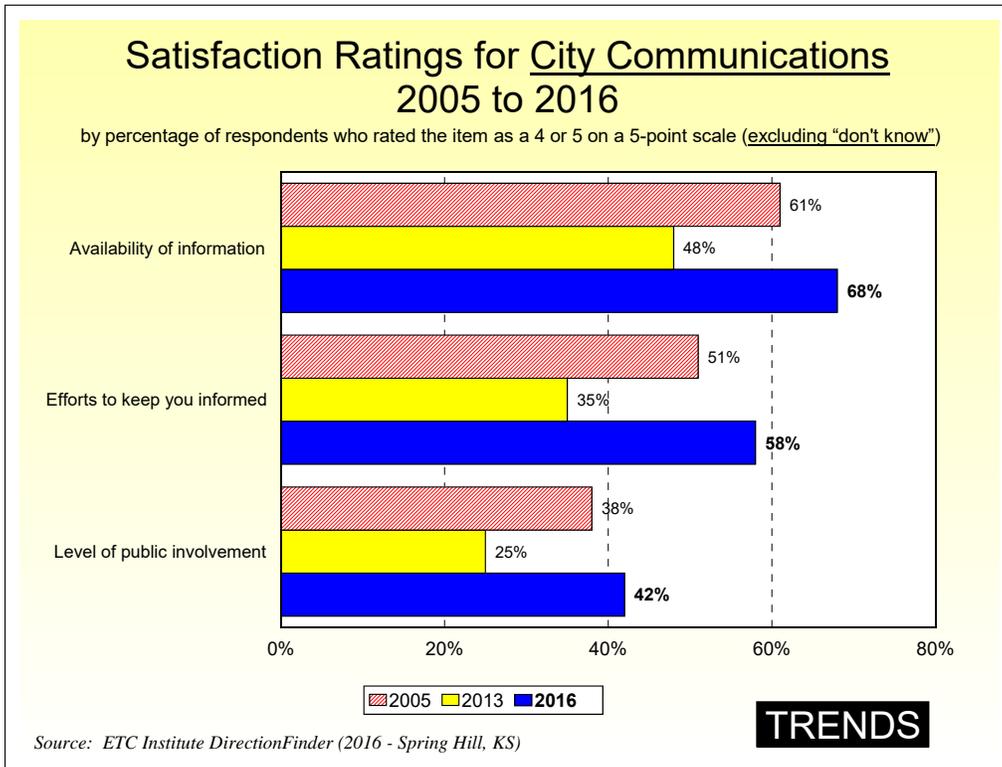
Q6. Satisfaction With City Leadership

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



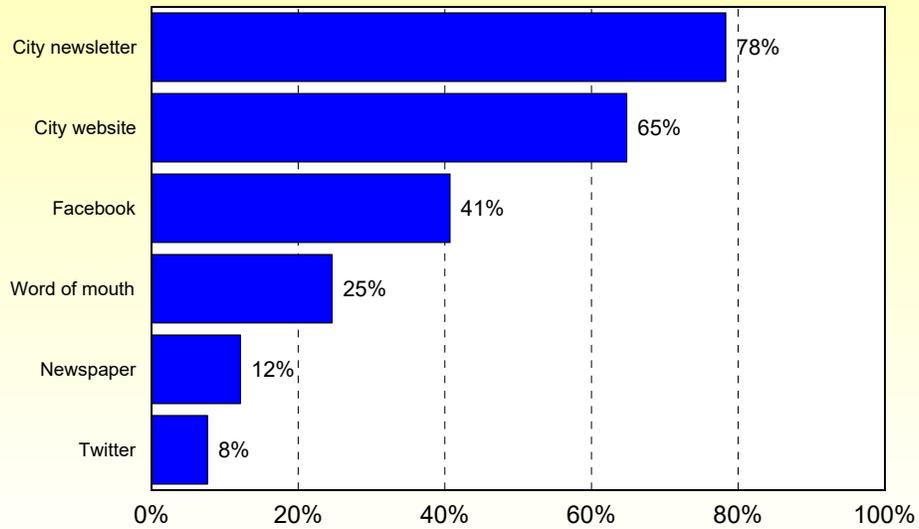
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)





Q9. Which THREE methods of communication do you prefer?

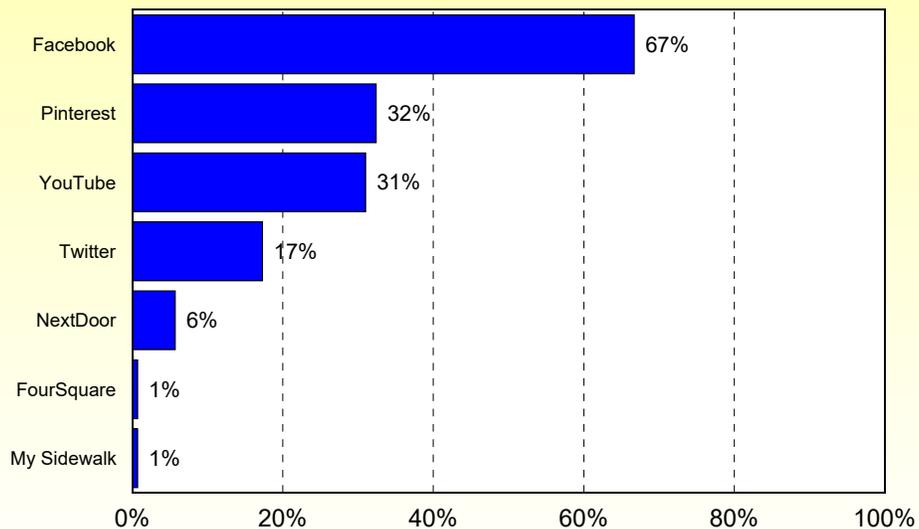
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q10. Do you use any of the following social network sites?

by percentage of respondents (multiple selections could be made)



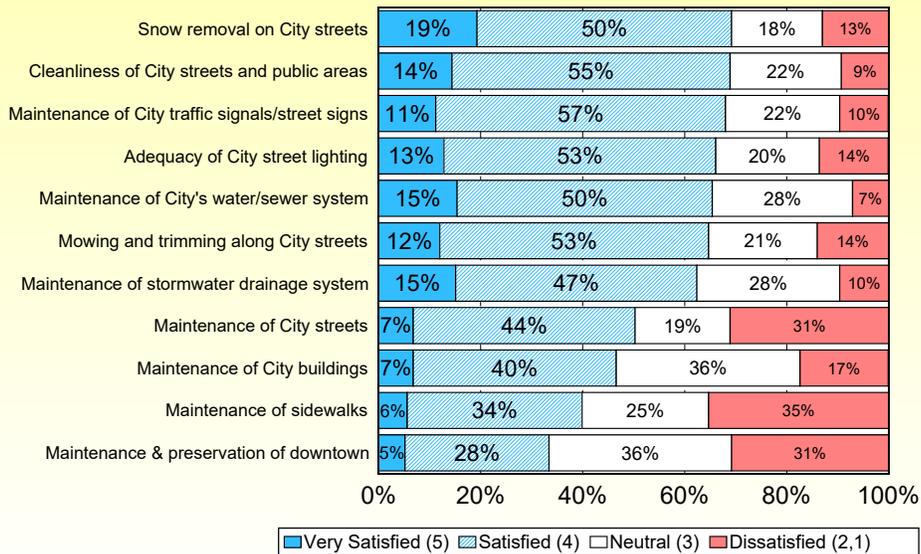
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

CITY MAINTENANCE

Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q11. Satisfaction with Various Aspects of City Maintenance

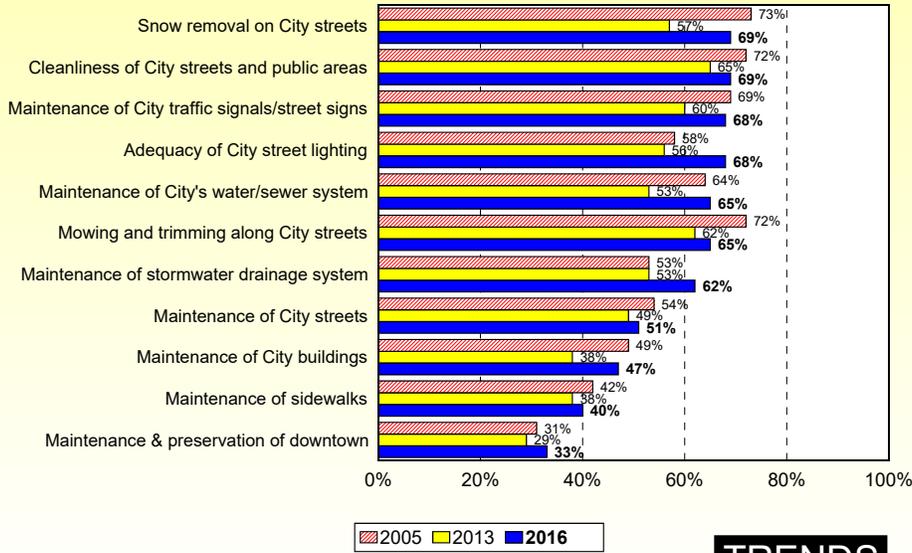
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Satisfaction Ratings for Various Aspects of City Maintenance - 2005 to 2016

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

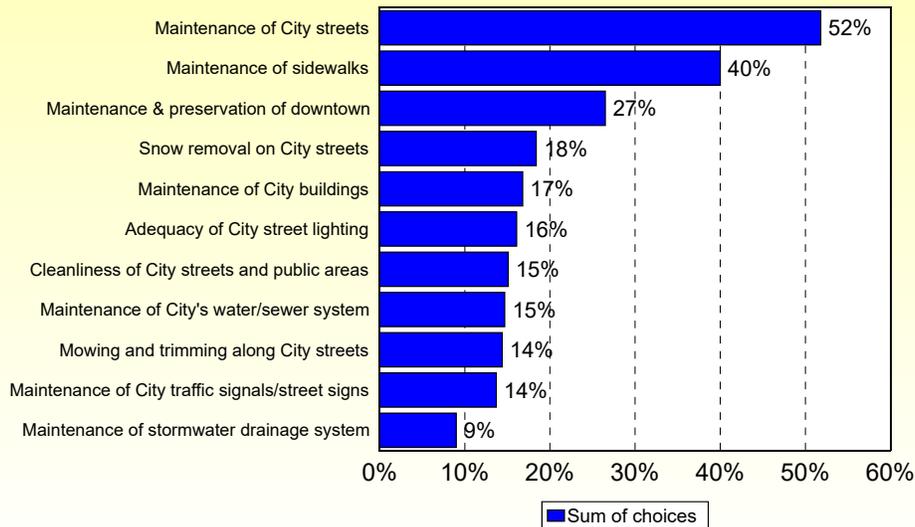


Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

TRENDS

Q12. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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



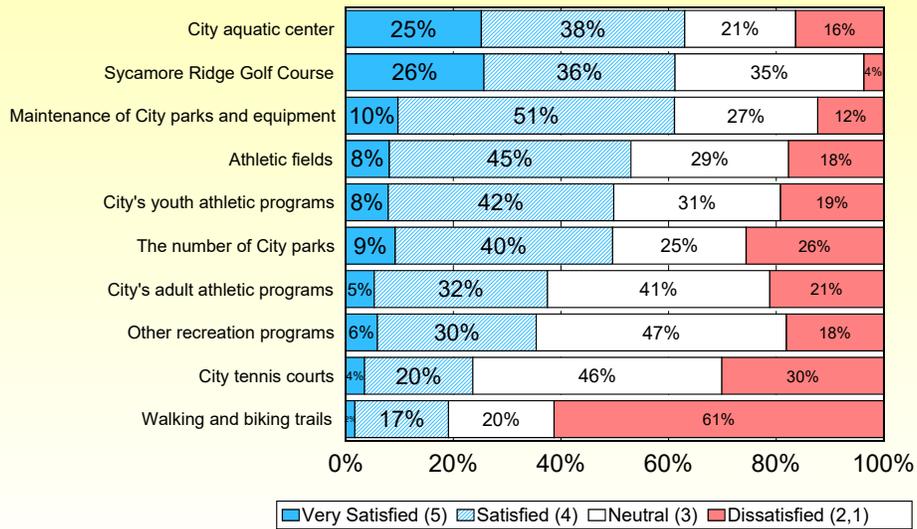
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

PARKS & RECREATION

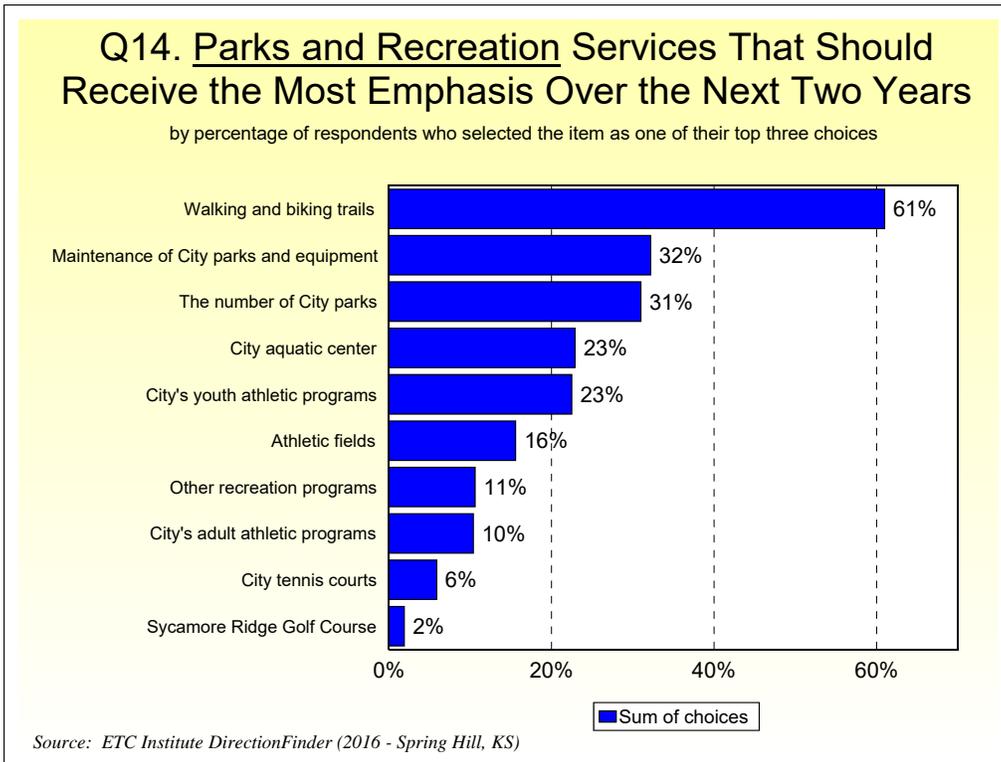
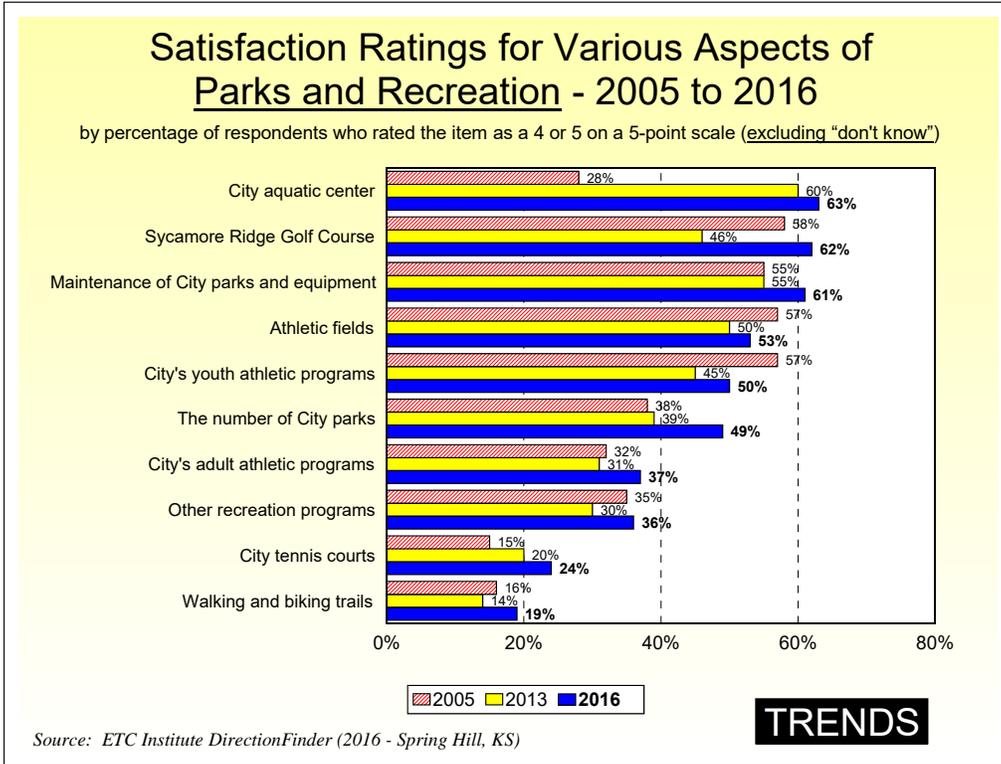
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q13. Satisfaction with Various Aspects of Parks and Recreation

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

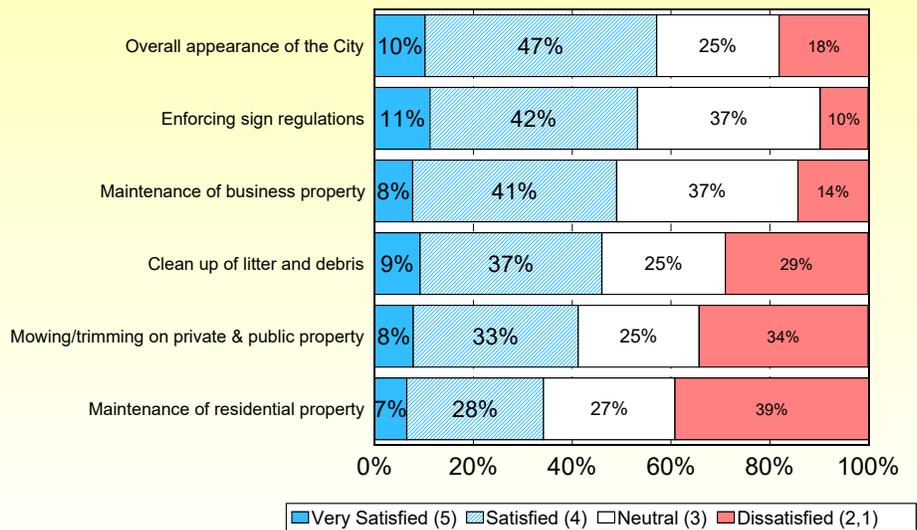


CITY CODES AND ORDINANCES

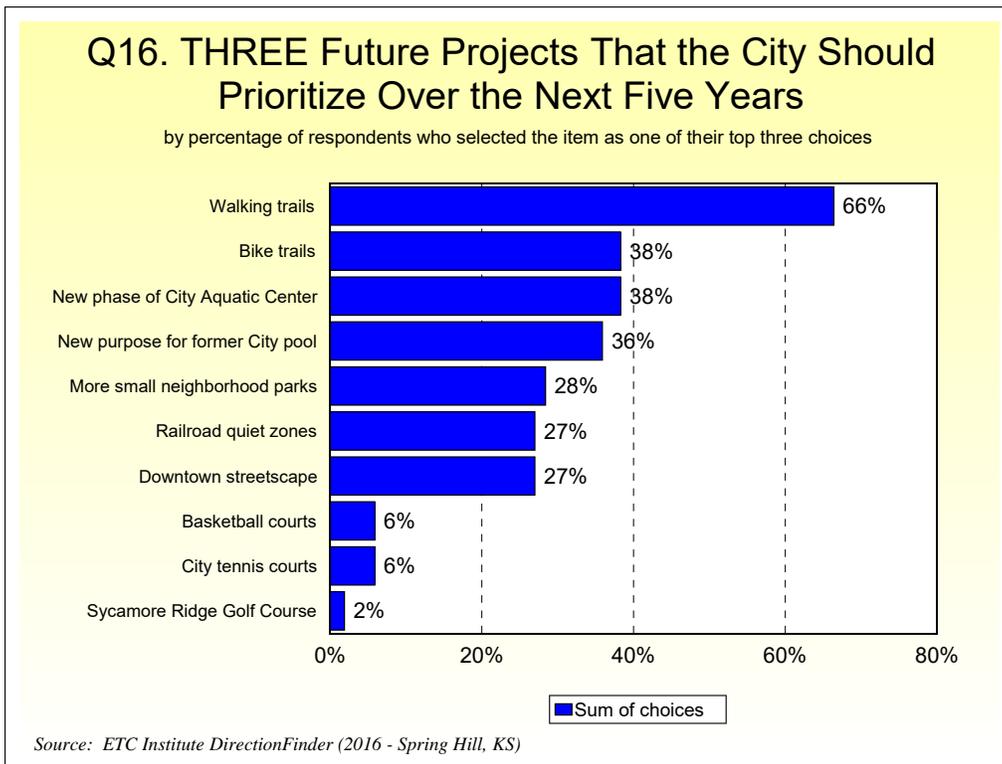
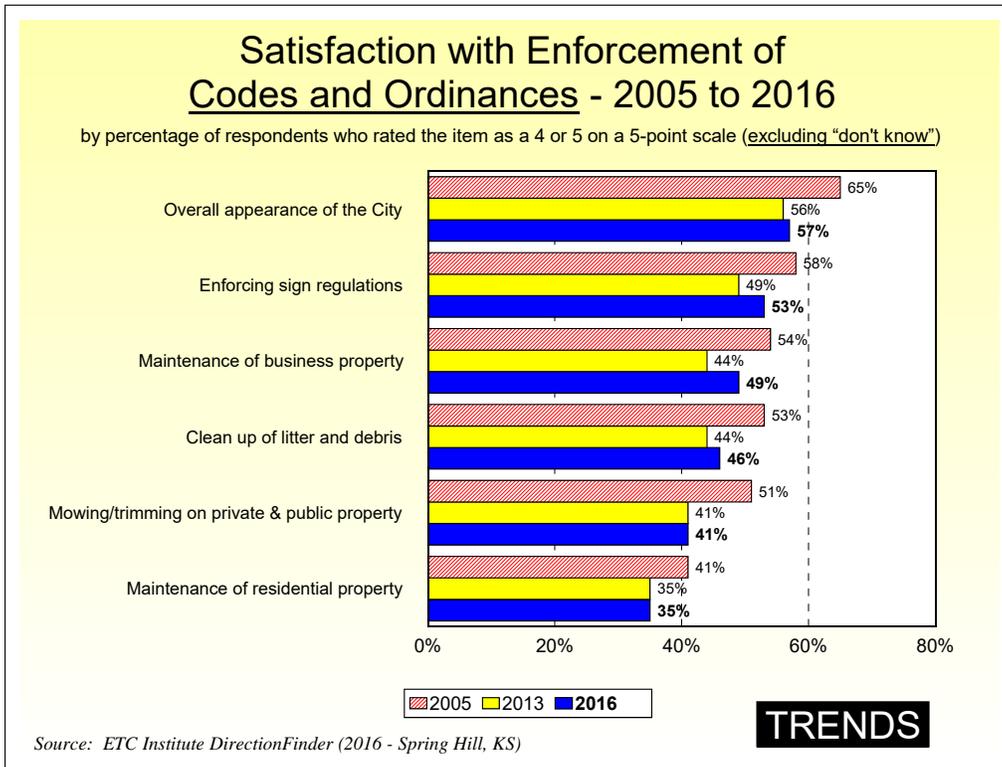
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q15. Satisfaction with Enforcement of Codes and Ordinances

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

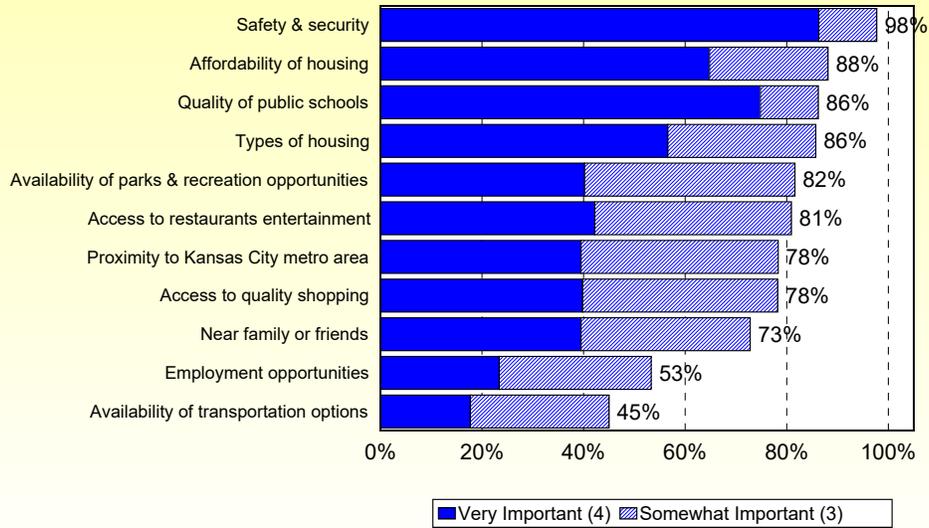


Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)



Q17. Importance of Various Reasons for Living in Spring Hill

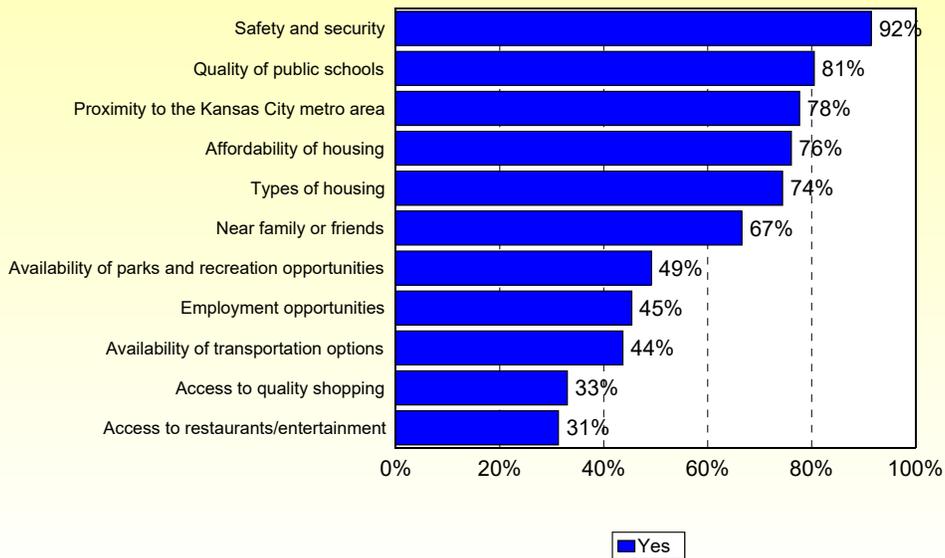
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding "none chosen")



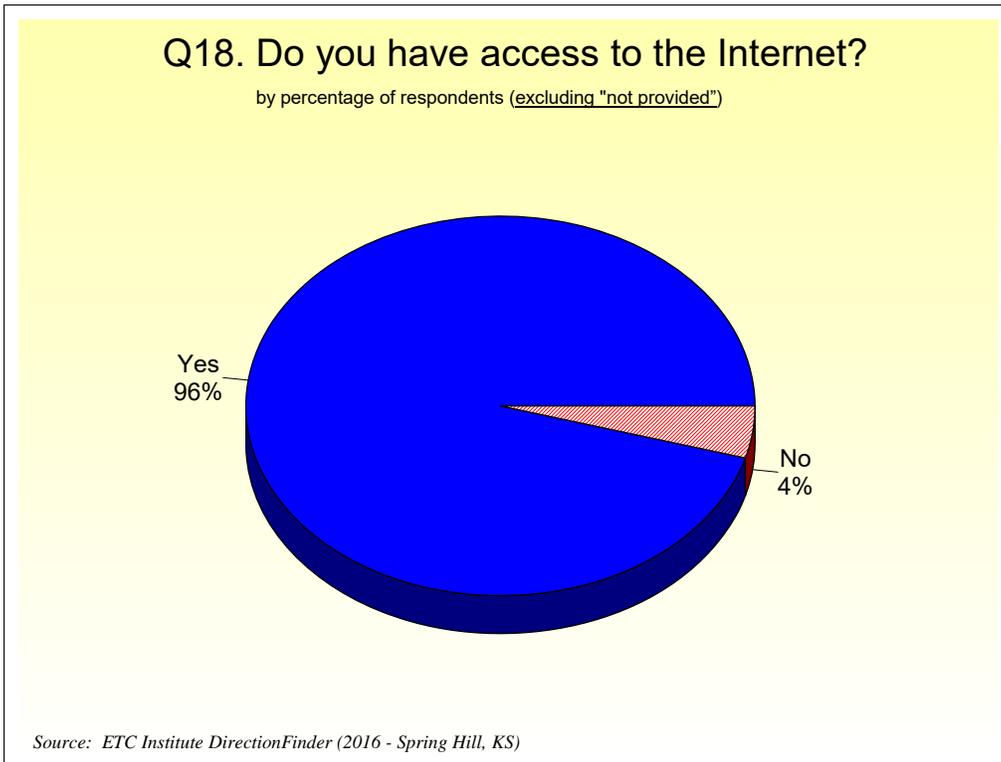
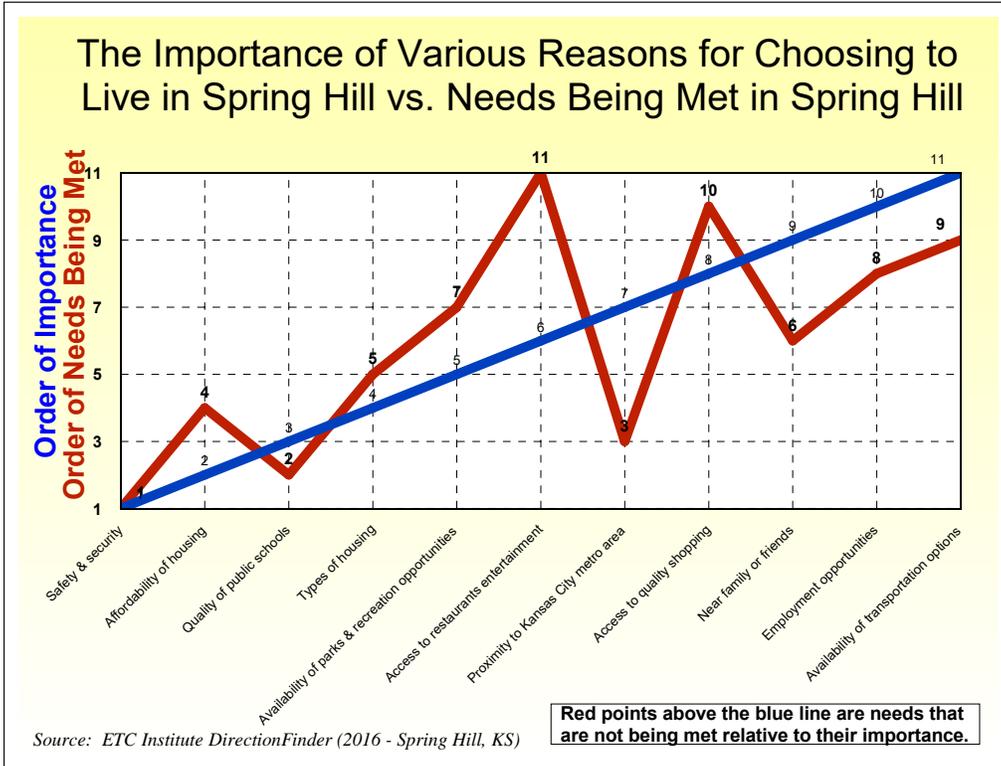
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

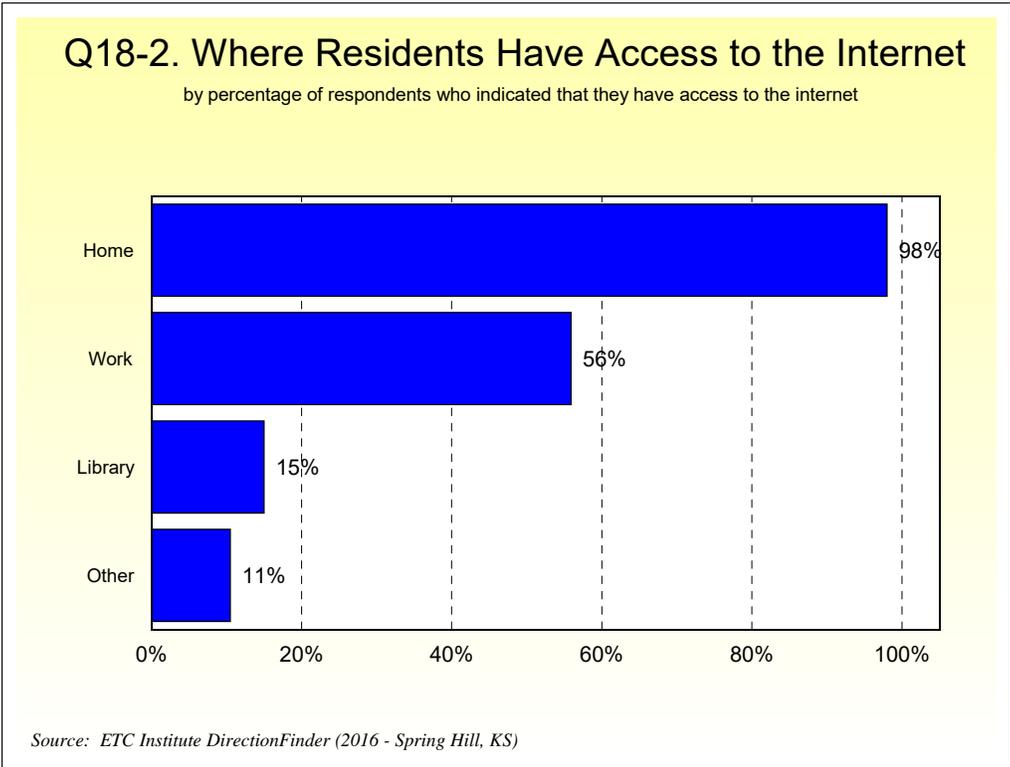
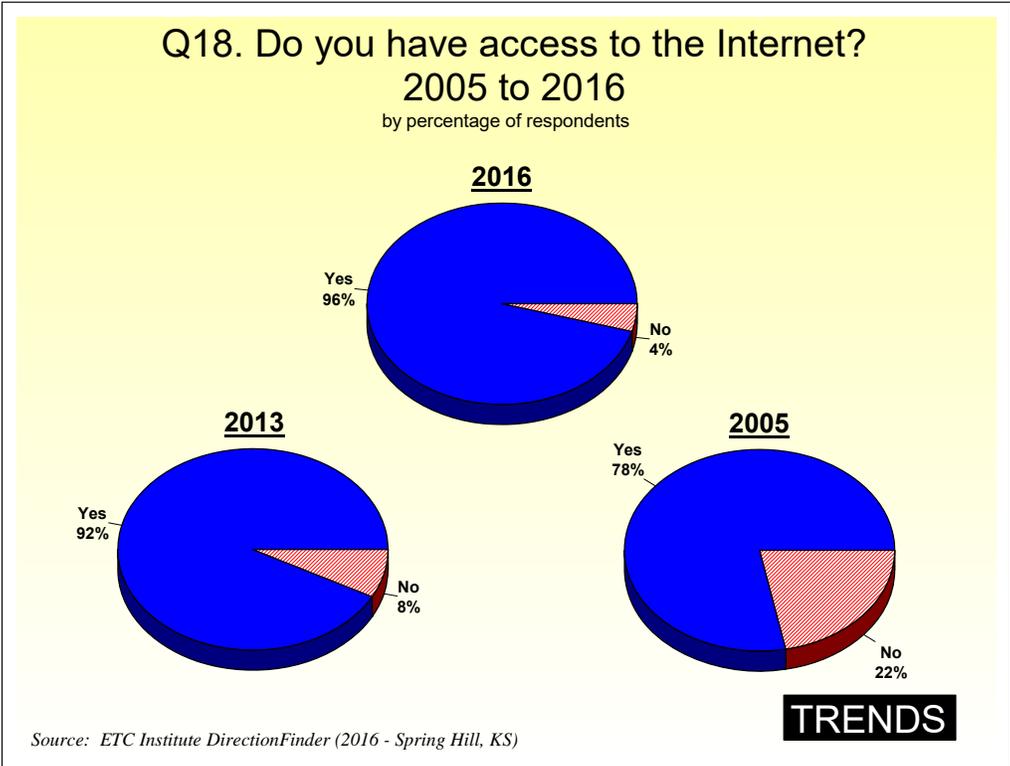
Q17. Are your needs being met in Spring Hill?

by percentage of respondents



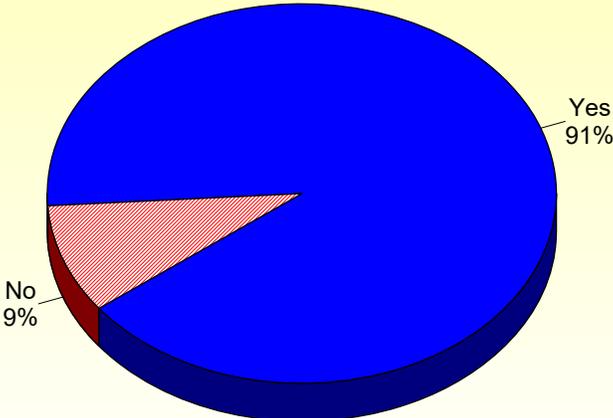
Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)





Q19. Were you aware that you could pay for City services online?

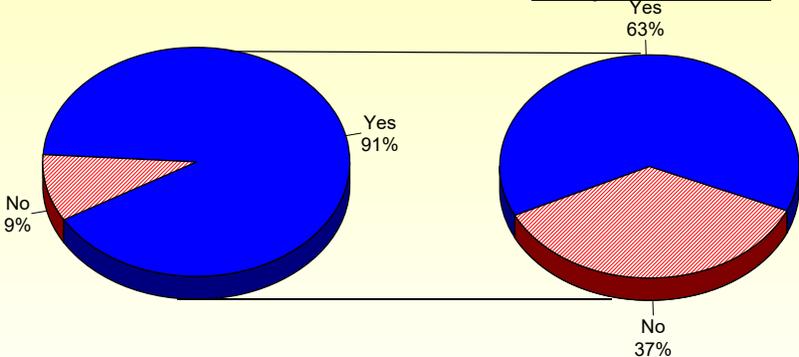
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q19. Were you aware that you could pay for City services online?

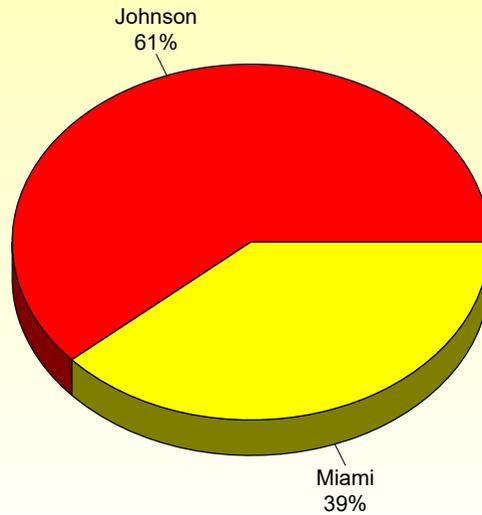
Q19-2. Do you currently pay for City services online?



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q20. Demographics: In which county do you live?

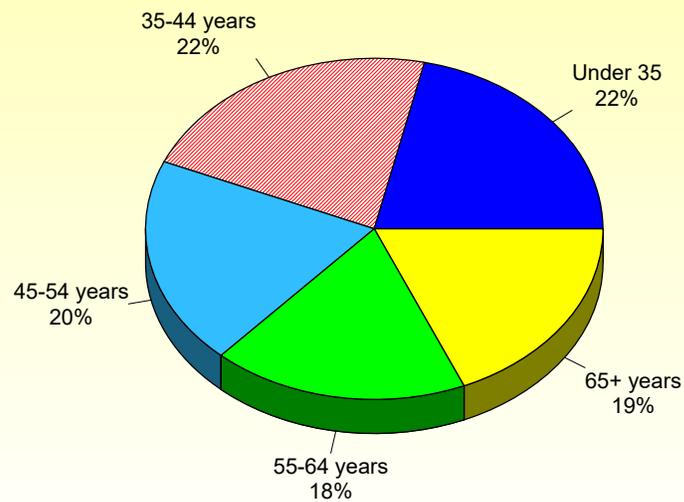
by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q21. Demographics: Age of Respondents

by percentage of respondents (without "not provided")



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q22. Demographics: Number of People in Household

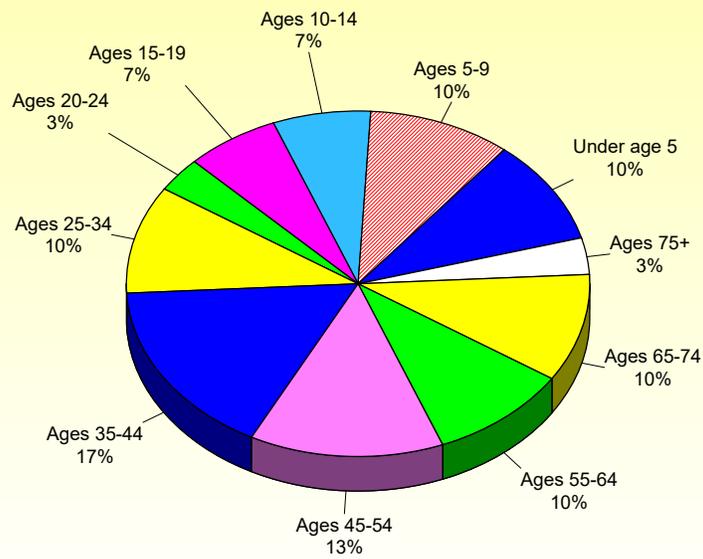
by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q23. Demographics: Ages of Household Occupants

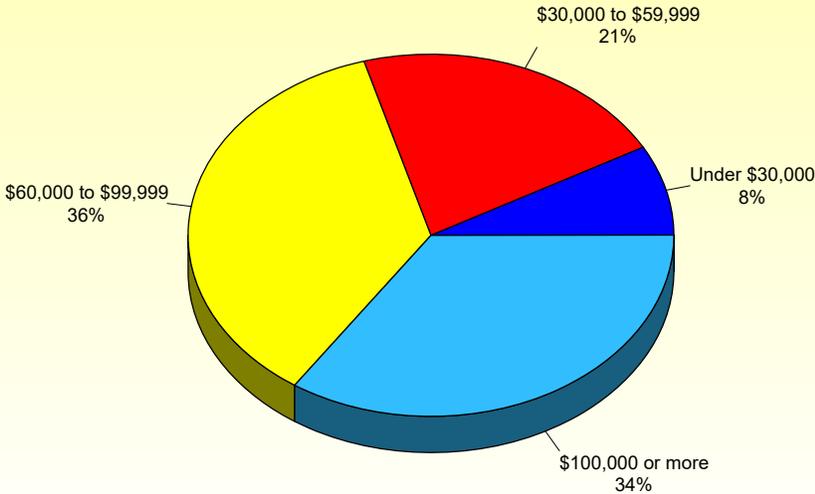
by percentage of persons in households



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q24. Demographics: Total Annual Household Income

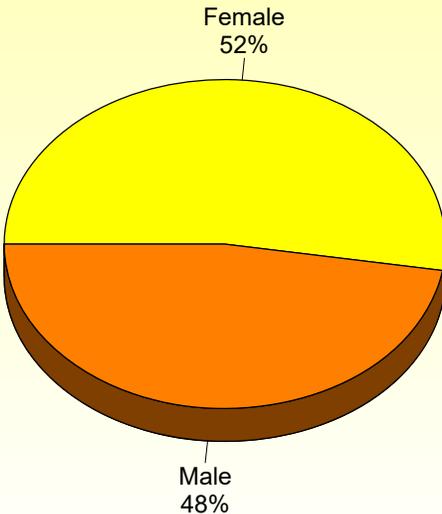
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Q25. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - Spring Hill, KS)

Section 2:
Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

Spring Hill, KS

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation. Respondents were asked to identify the Major City services they thought were the most important for the City to provide. Approximately thirty-seven percent (36.6%) of residents selected "quality of City parks and recreation programs" as one of the most important Major City services to provide.

With regard to satisfaction, 57% of the residents surveyed rated their overall satisfaction with “quality of City parks and recreation programs” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “quality of City parks and recreation programs” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 36.6% was multiplied by 43% (1-0.57). This calculation yielded an I-S rating of 0.1574, which ranked third out of eleven Major City Services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Spring Hill are provided on the following pages.

Importance-Satisfaction Rating Spring Hill, KS OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets, buildings, facilities	50%	1	45%	10	0.2756	1
Community planning and development	39%	2	44%	11	0.2184	2
<u>High Priority (IS .10-.20)</u>						
Quality of City parks and recreation programs	37%	3	57%	8	0.1574	3
Enforcement of codes and ordinances	24%	5	51%	9	0.1171	4
Flow of traffic and congestion management	31%	4	65%	6	0.1075	5
<u>Medium Priority (IS <.10)</u>						
Quality of city water/sewer utilities	19%	7	67%	5	0.0624	6
Effectiveness of City communication	12%	9	62%	7	0.0467	7
Quality of police services	19%	6	85%	2	0.0287	8
Quality of City's stormwater management system	7%	10	69%	4	0.0226	9
Fire and ambulance services	13%	8	92%	1	0.0106	10
Quality of customer service	4%	11	78%	3	0.0088	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

Spring Hill, KS

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Visibility of police in retail areas	27%	3	64%	8	0.0986	1
The City's overall efforts to prevent crime	42%	1	78%	4	0.0915	2
Visibility of police in neighborhoods	37%	2	78%	5	0.0823	3
Quality of animal control	18%	7	69%	7	0.0558	4
Enforcement of local traffic laws	19%	6	76%	6	0.0449	5
How quickly police respond to emergencies	22%	4	82%	3	0.0391	6
Adequacy of emergency medical service equipment	20%	5	87%	2	0.0261	7
How quickly ambulance personnel respond	17%	8	87%	1	0.0215	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating Spring Hill, KS MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets	52%	1	51%	8	0.2538	1
Maintenance of sidewalks	40%	2	40%	10	0.2400	2
<u>High Priority (IS .10-.20)</u>						
Maintenance & preservation of downtown	27%	3	33%	11	0.1776	3
<u>Medium Priority (IS <.10)</u>						
Maintenance of City buildings	17%	5	47%	9	0.0890	4
Snow removal on City streets	18%	4	69%	1	0.0570	5
Adequacy of City street lighting	16%	6	66%	4	0.0547	6
Maintenance of City's water/sewer system	15%	8	65%	5	0.0515	7
Mowing and trimming along City streets	14%	9	65%	6	0.0504	8
Cleanliness of City streets and public areas	15%	7	69%	2	0.0468	9
Maintenance of City traffic signals/street signs	14%	10	68%	3	0.0438	10
Maintenance of stormwater drainage system	9%	11	62%	7	0.0342	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

Spring Hill, KS

PARKS AND RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Walking and biking trails	61%	1	19%	10	0.4941	1
<u>High Priority (IS .10-.20)</u>						
The number of City parks	31%	3	49%	6	0.1581	2
Maintenance of City parks and equipment	32%	2	61%	3	0.1256	3
City's youth athletic programs	23%	5	50%	5	0.1125	4
<u>Medium Priority (IS <.10)</u>						
City aquatic center	23%	4	63%	1	0.0847	5
Athletic fields	16%	6	53%	4	0.0733	6
Other recreation programs	11%	7	36%	8	0.0678	7
City's adult athletic programs	10%	8	37%	7	0.0655	8
City tennis courts	6%	9	24%	9	0.0448	9
Sycamore Ridge Golf Course	2%	10	62%	2	0.0072	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

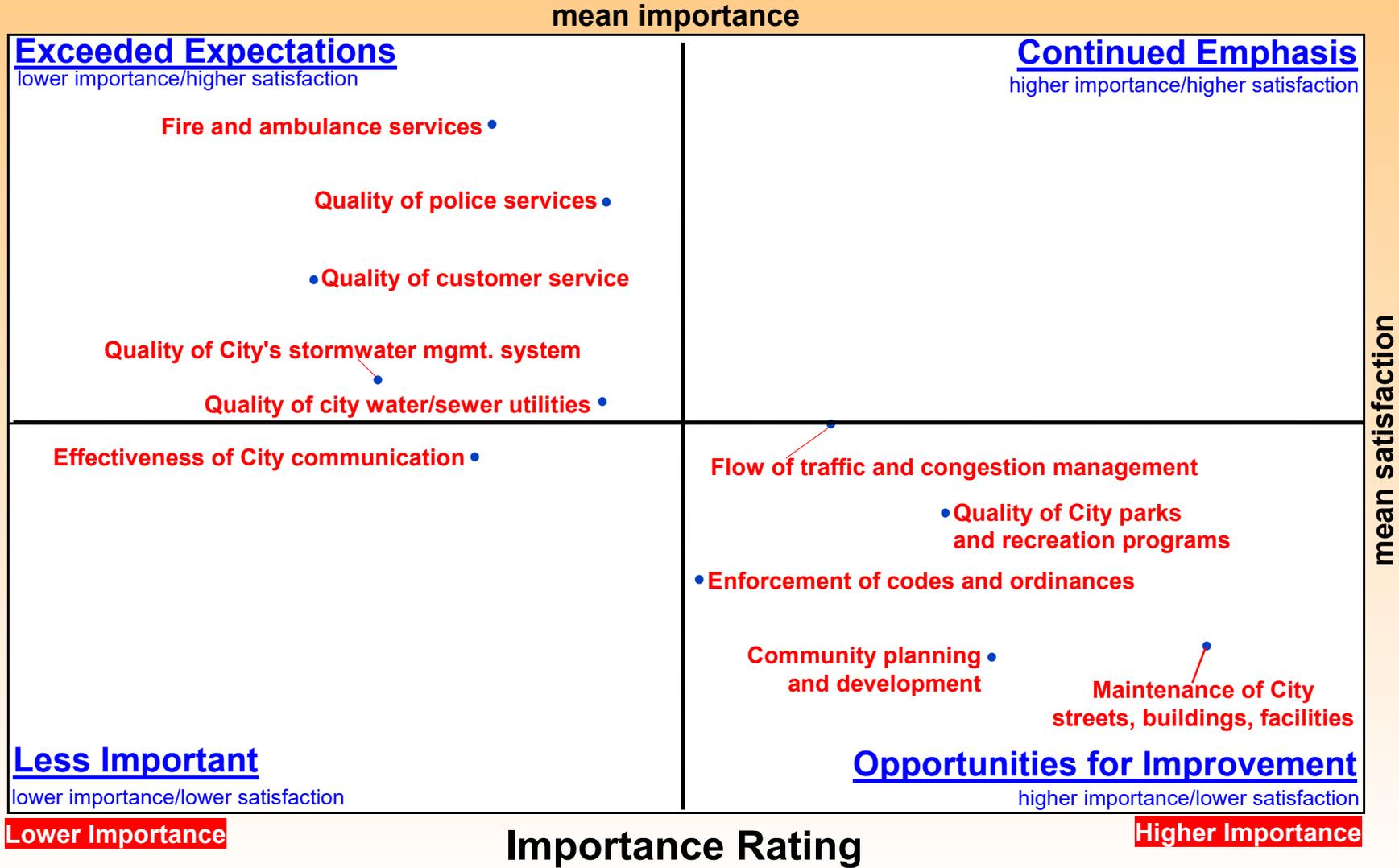
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Spring Hill are provided on the following pages.

2016 City of Spring Hill DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

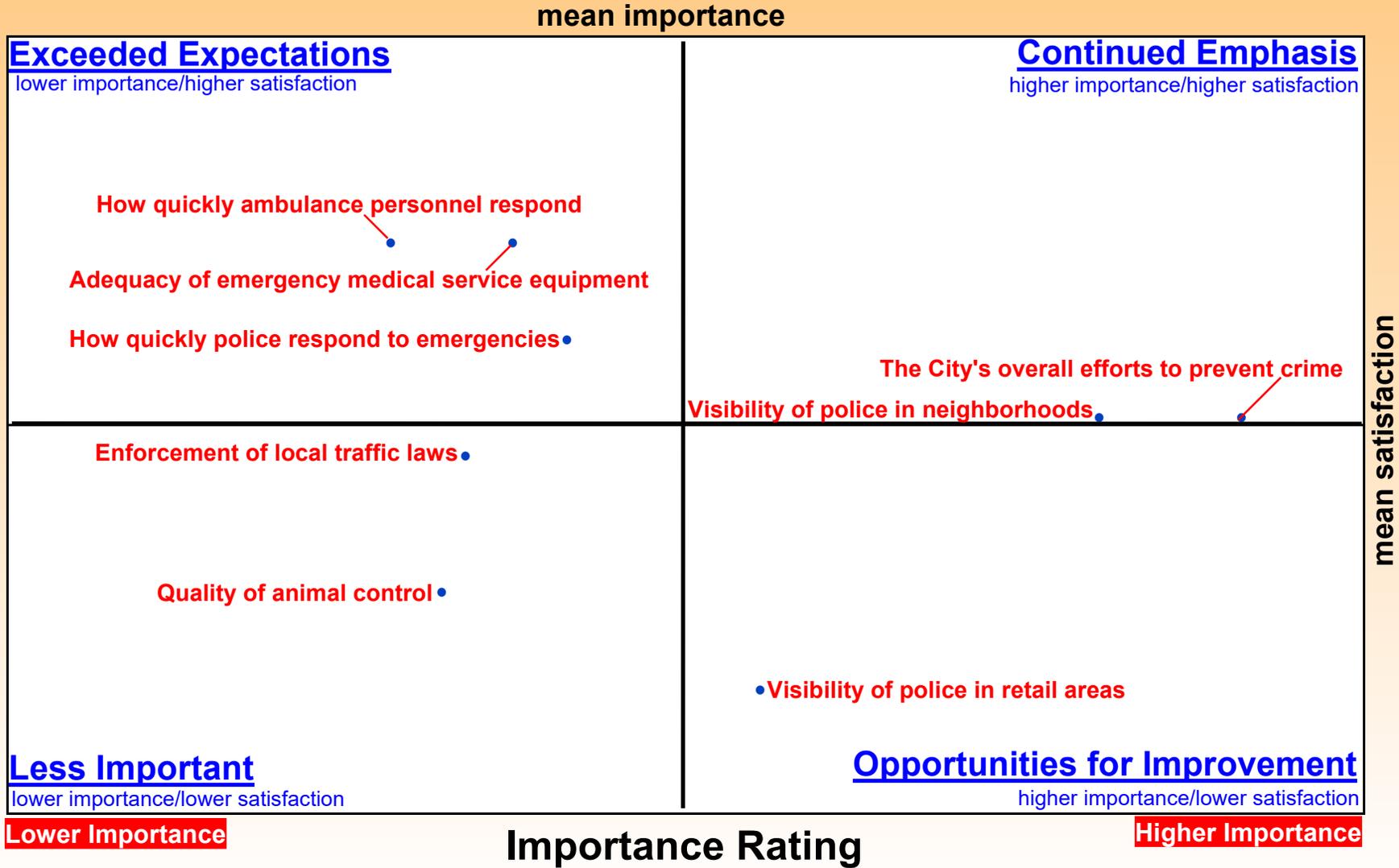
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2016 City of Spring Hill DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety-

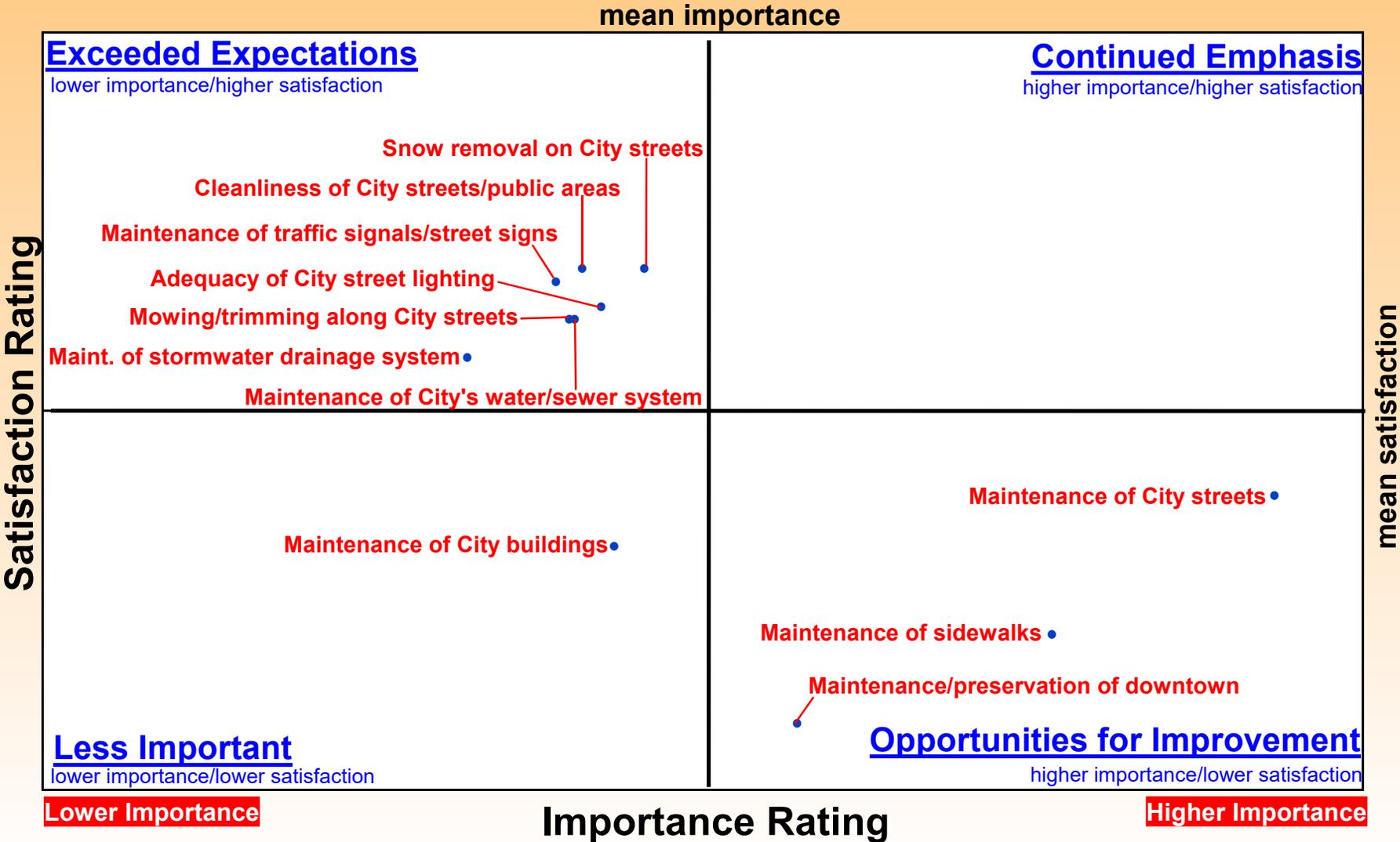
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2016 City of Spring Hill DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

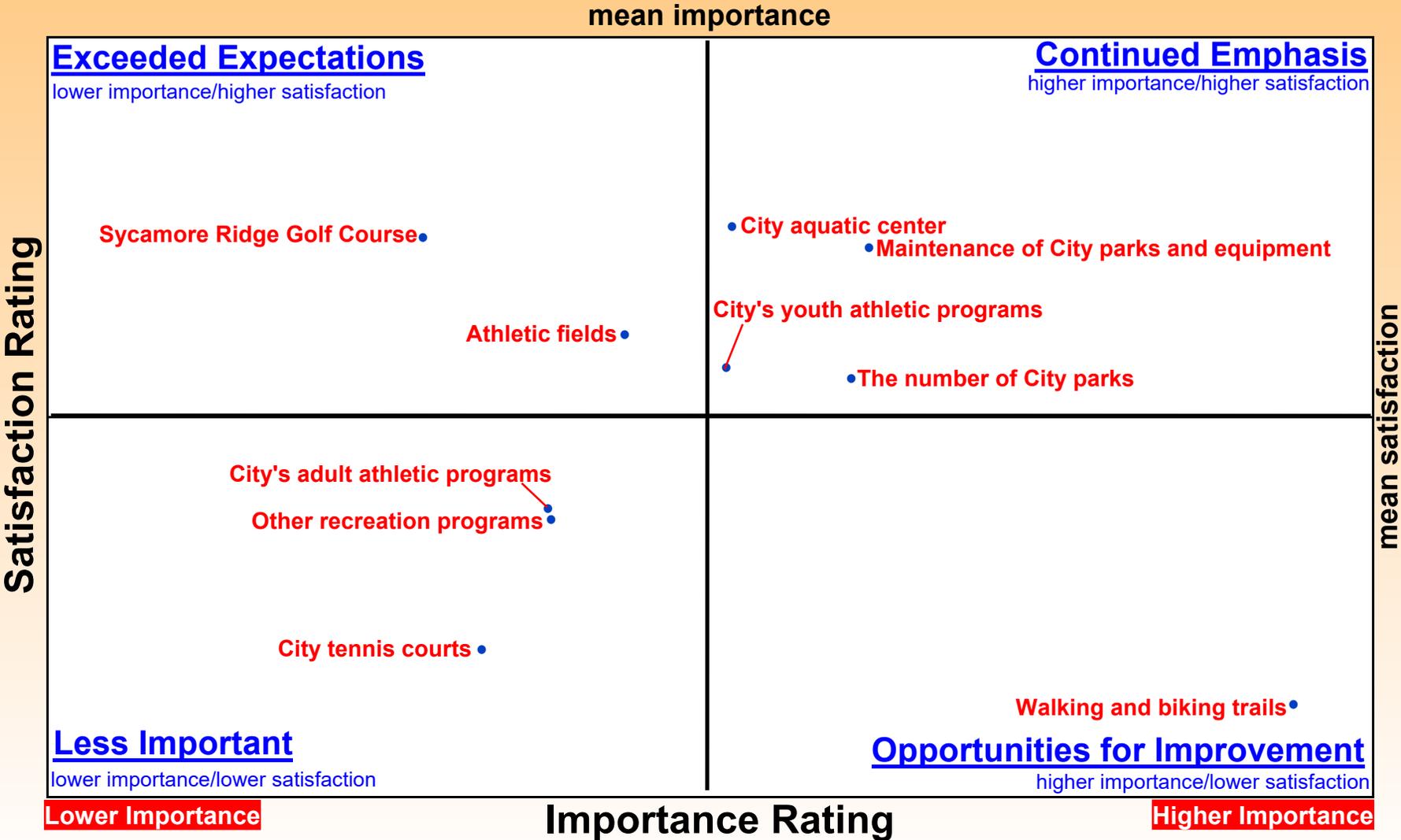
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2016 City of Spring Hill DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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



Section 3:
Benchmarking Analysis



DirectionFinder® Survey

Year 2016 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 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 during the Summer of 2014 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 30 communities in the Kansas City metro area between January 2012 and August 2016. 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 Spring Hill compare to the Kansas City metro area and the national average, based on the results of a 2011 survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

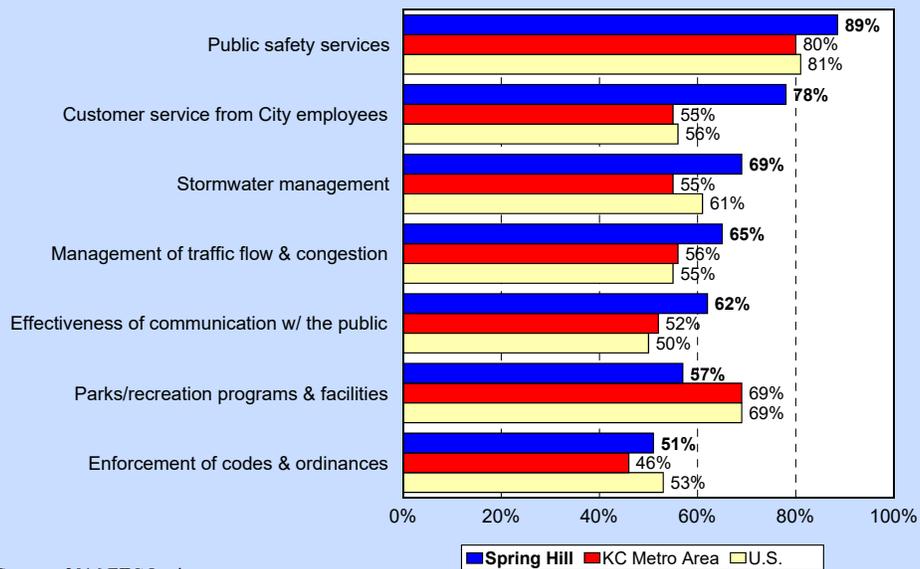
Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 30 communities listed above. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area. The actual ratings for Spring Hill are listed to the right of each chart. The dot on each bar shows how the results for Spring Hill compare to the other communities in the Kansas City area where the *DirectionFinder*® survey has been administered.

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Spring Hill, Kansas is not authorized without written consent from ETC Institute.

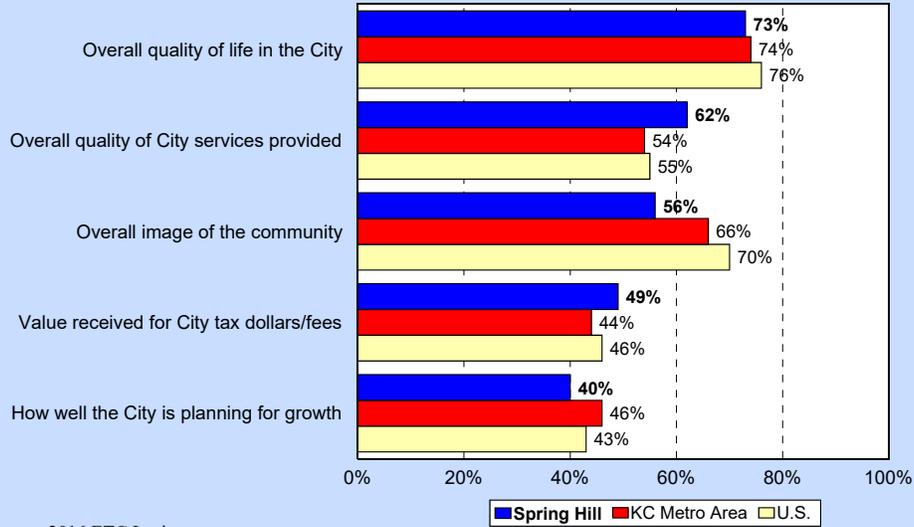
Overall Satisfaction with City Services Spring Hill vs. KC Metro Area vs. the U.S.

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 know")



Satisfaction with Issues that Influence Perceptions of Spring Hill vs. KC Metro Area vs. the U.S.

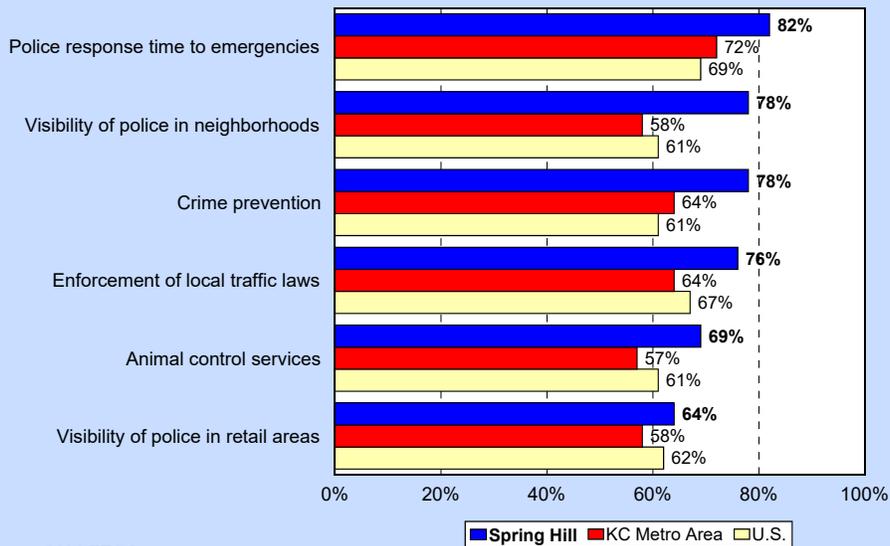
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



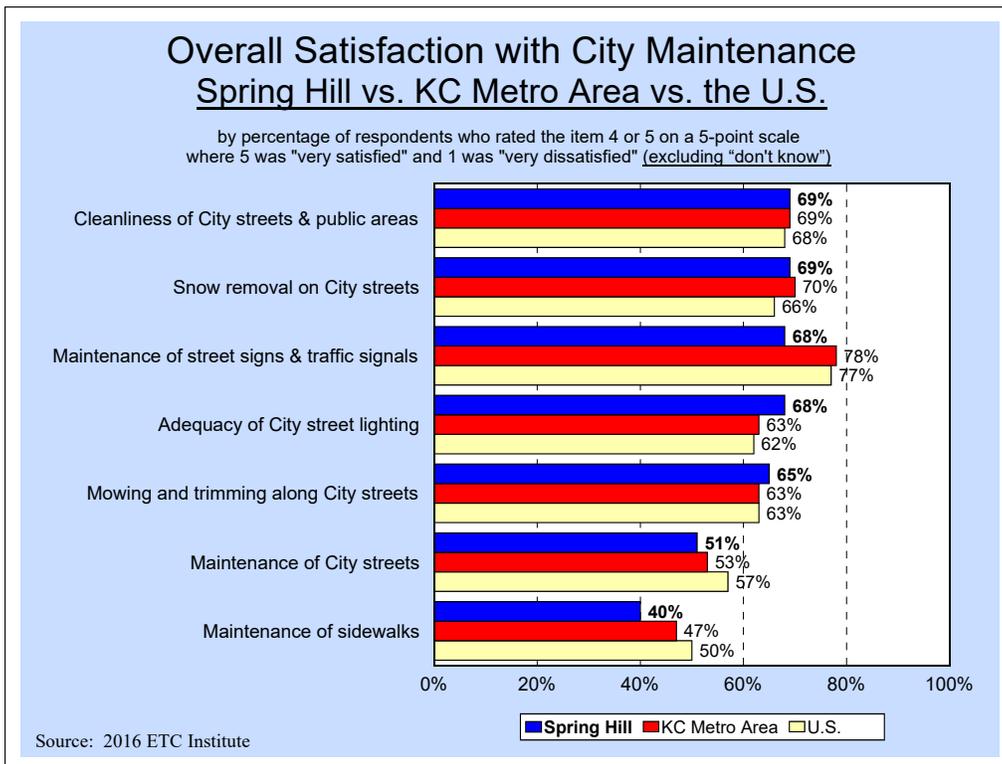
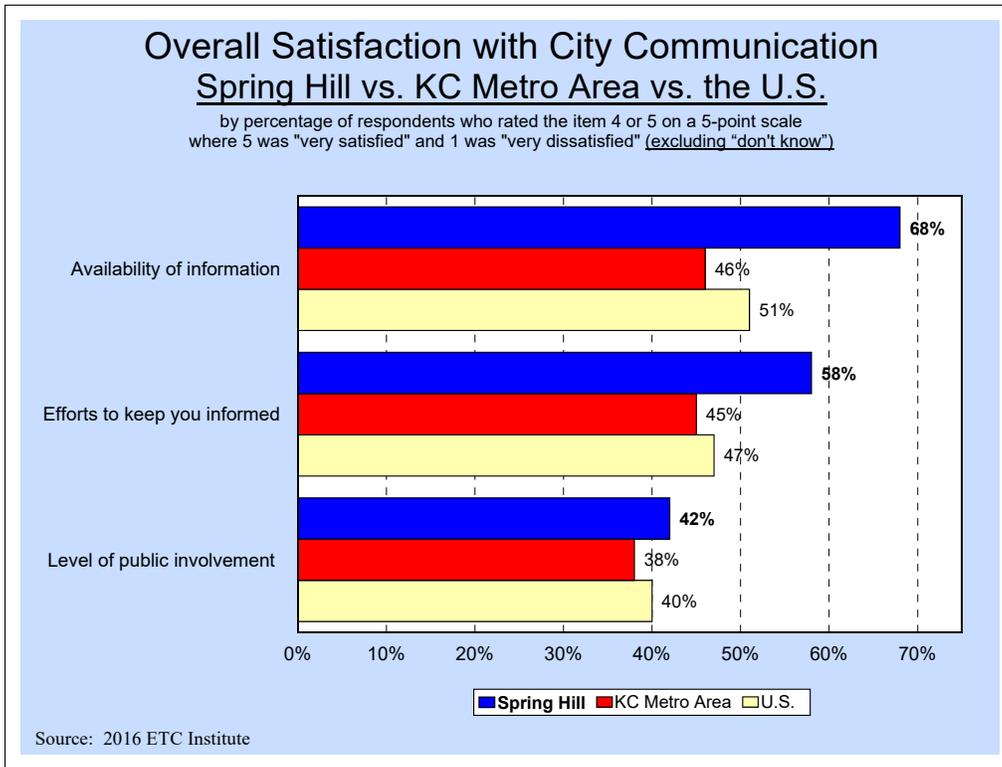
Source: 2016 ETC Institute

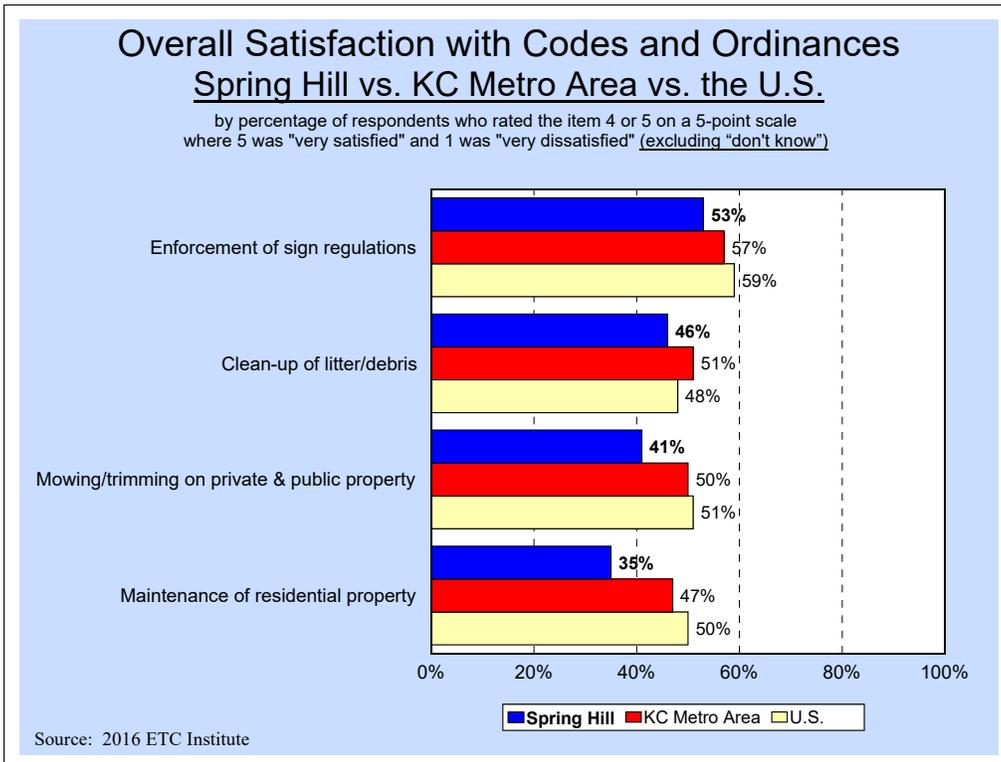
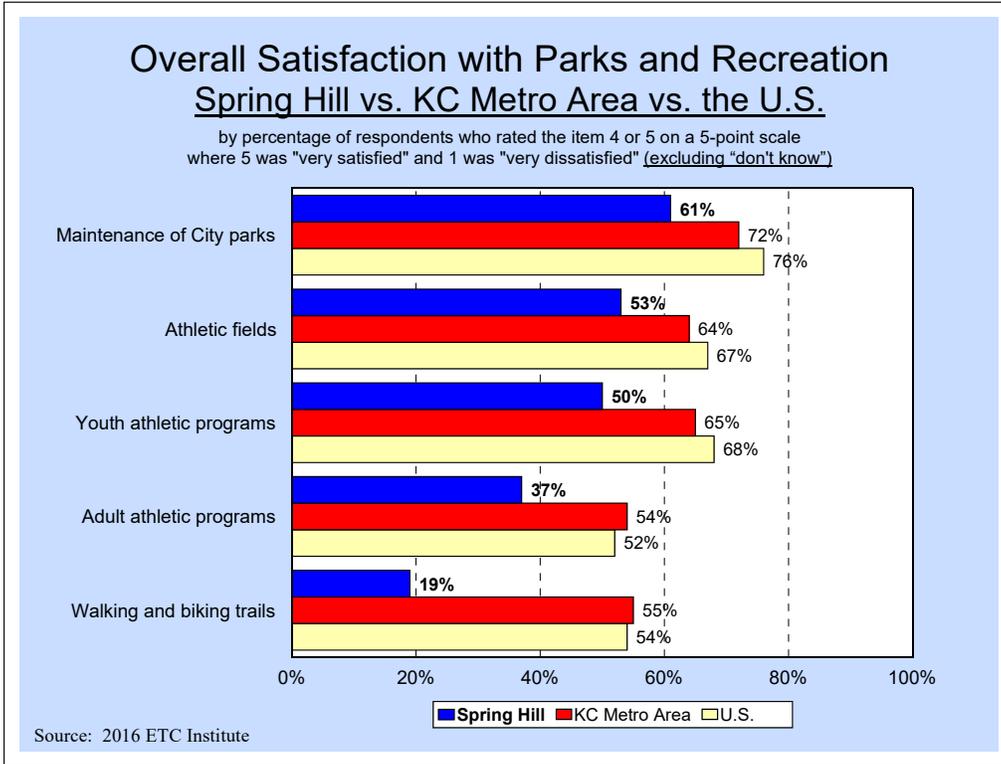
Overall Satisfaction with Public Safety Spring Hill vs. KC Metro Area vs. the U.S.

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 know")



Source: 2016 ETC Institute

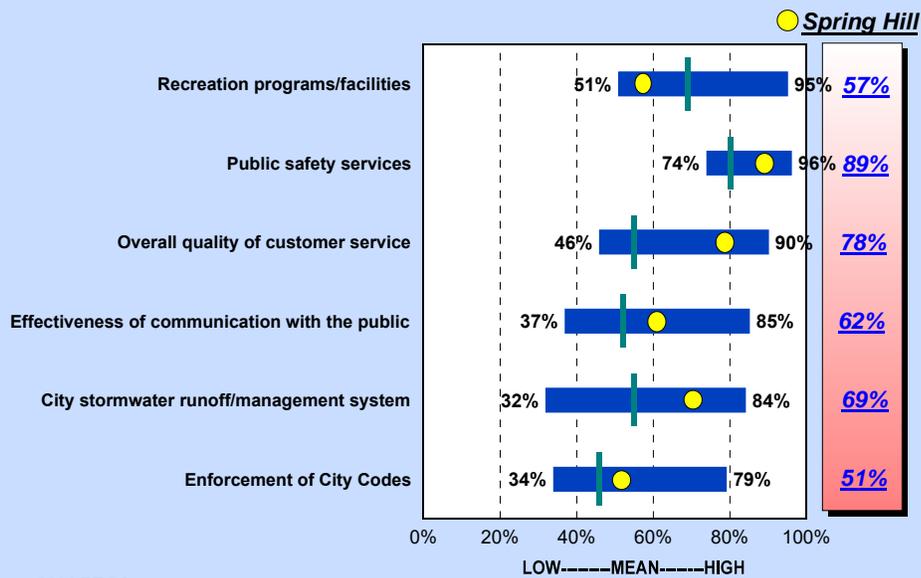


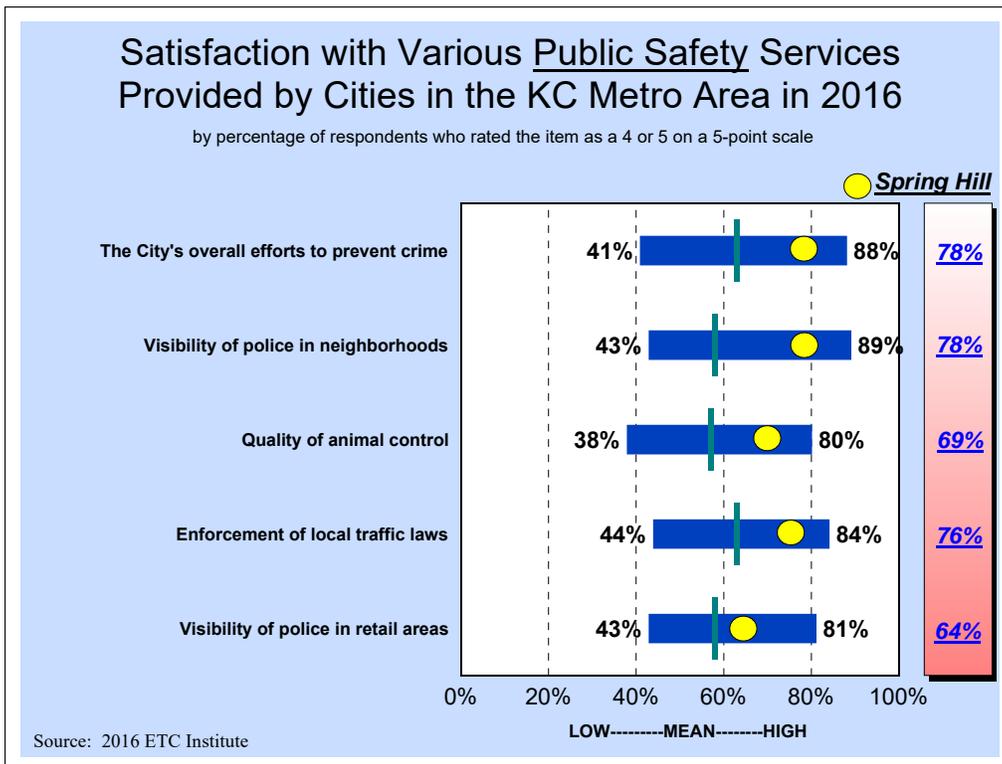
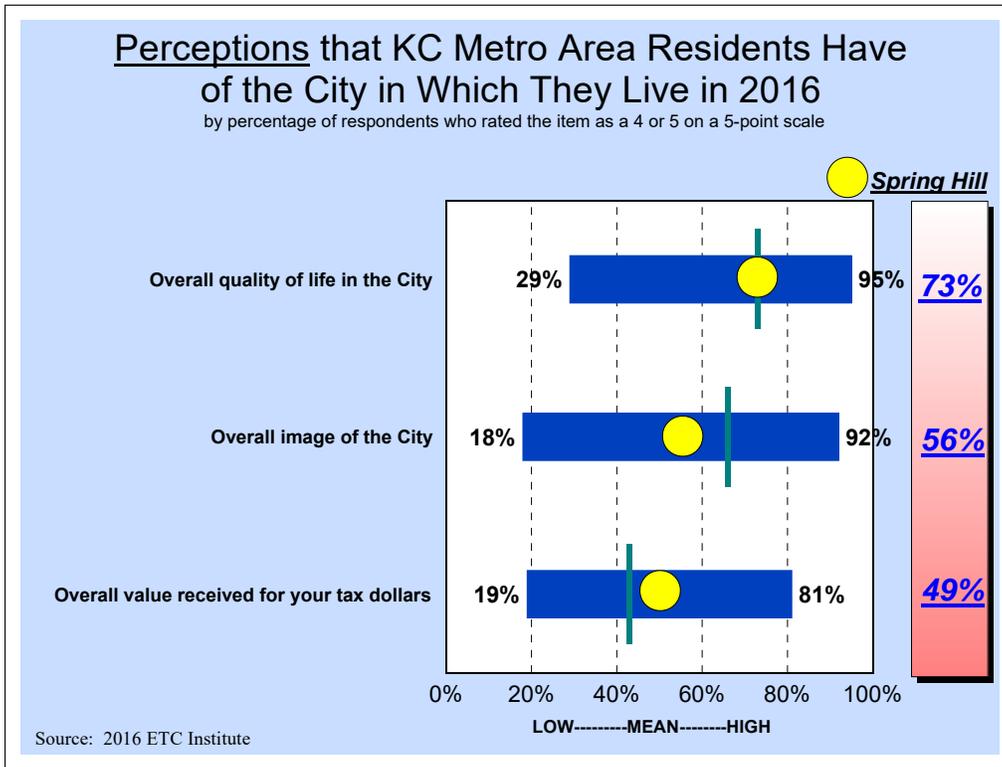


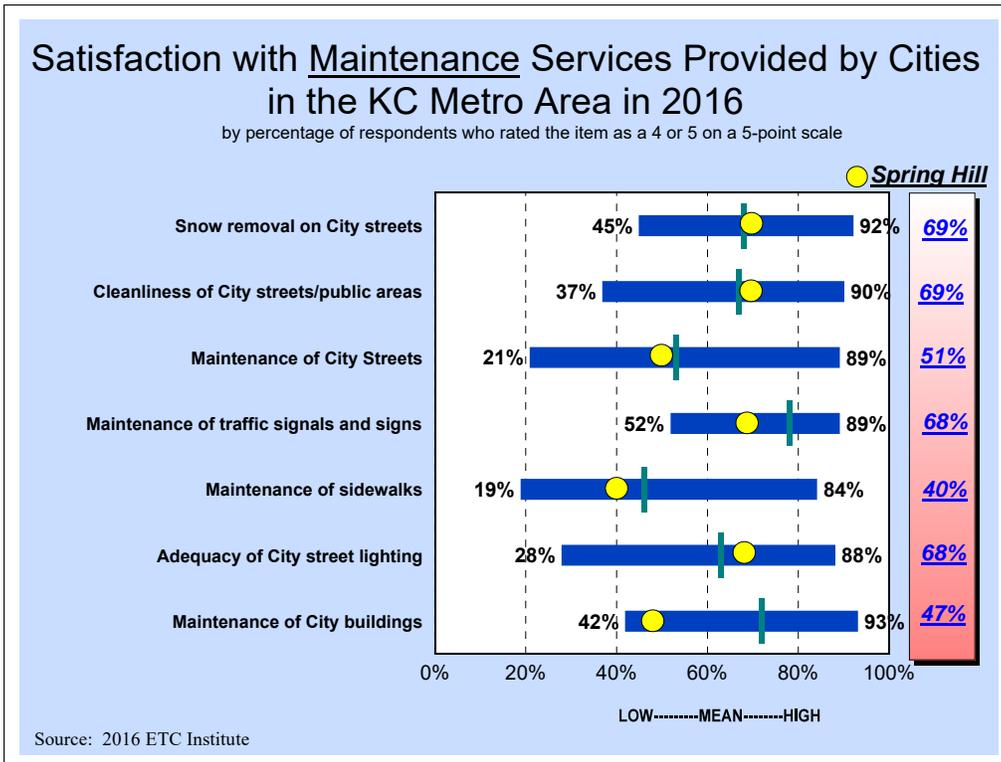
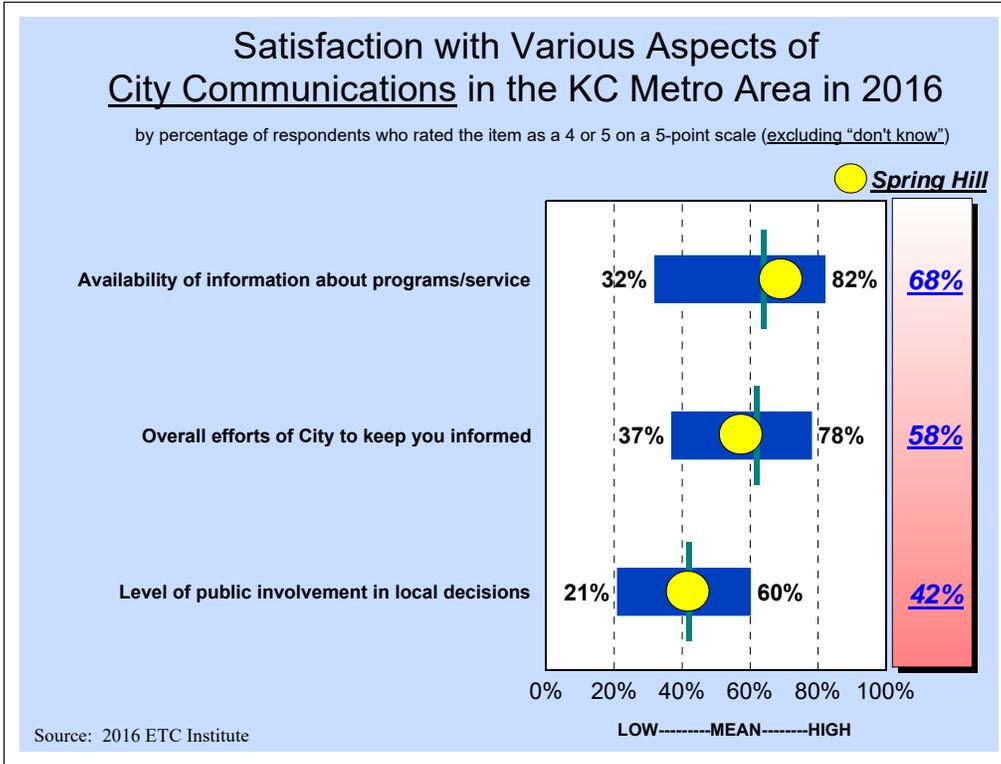
Metropolitan Kansas City Performance Ranges

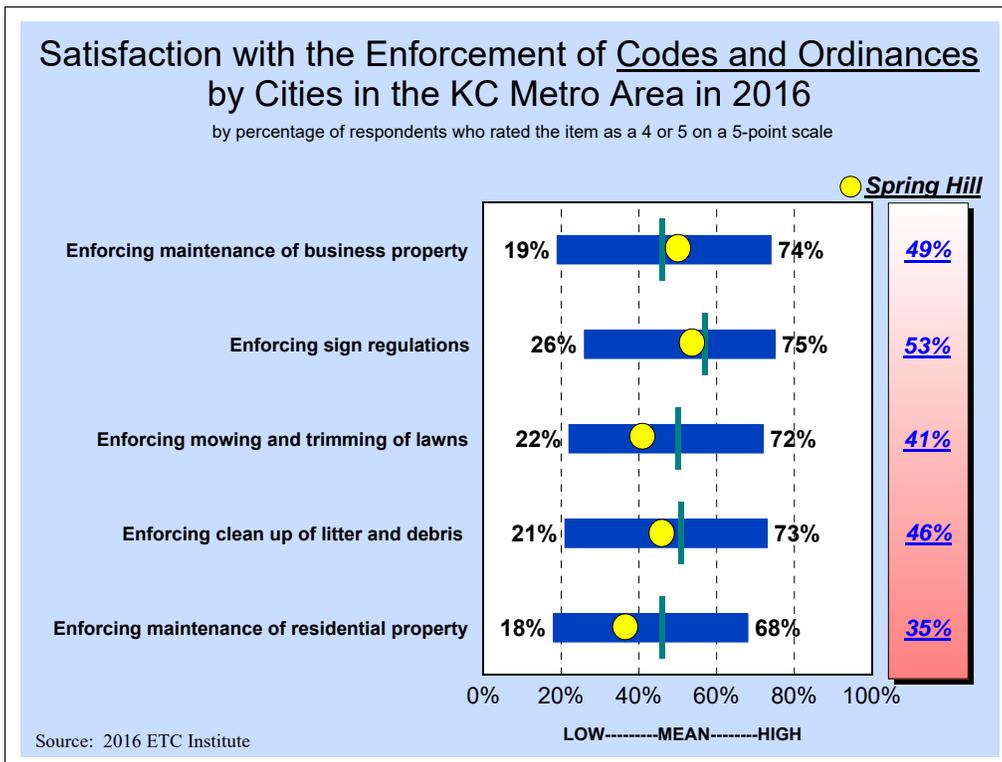
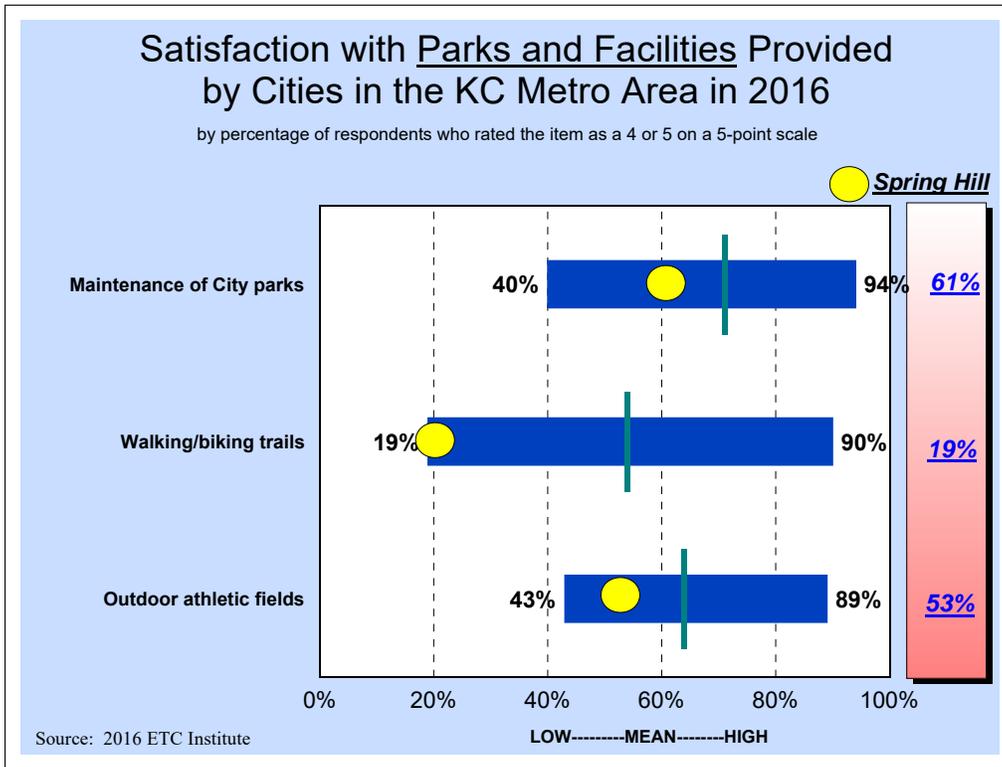
Overall Satisfaction With City Services Among KC Metro Area Residents in 2016

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









Section 4:
Tabular Data

Q1. OVERALL SATISFACTION WITH CITY SERVICES. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Overall quality of police services	39.2%	38.3%	8.7%	2.6%	1.9%	9.2%
Q1-2. Overall quality of fire & ambulance services	47.0%	31.4%	6.1%	0.0%	0.2%	15.1%
Q1-3. Overall quality of City parks & recreation programs & facilities	14.9%	38.5%	23.2%	13.5%	4.0%	5.9%
Q1-4. Overall maintenance of City Streets, buildings & facilities	7.8%	36.9%	28.4%	18.9%	6.6%	1.4%
Q1-5. Overall quality of City water/sewer utilities	17.0%	48.9%	19.4%	7.8%	5.4%	1.4%
Q1-6. Overall enforcement of building, property, maintenance, & traffic codes/ordinances	13.2%	34.5%	26.7%	12.5%	5.7%	7.3%
Q1-7. Overall quality of customer service you receive from City employees	31.4%	44.4%	16.1%	2.8%	2.1%	3.1%
Q1-8. Overall effectiveness of City communication with the public	19.1%	41.1%	27.2%	6.1%	3.3%	3.1%
Q1-9. Overall effectiveness of community planning & development	9.5%	29.3%	32.2%	12.3%	6.9%	9.9%
Q1-10. Overall quality of City's stormwater runoff/stormwater management system	15.6%	44.9%	18.7%	5.7%	3.8%	11.3%
Q1-11. Overall flow of traffic & congestion management in Spring Hill	16.1%	46.8%	16.8%	10.9%	6.4%	3.1%

WITHOUT DON'T KNOW

Q1. OVERALL SATISFACTION WITH CITY SERVICES. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "don't know")

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of police services	43.2%	42.2%	9.6%	2.9%	2.1%
Q1-2. Overall quality of fire & ambulance services	55.4%	37.0%	7.2%	0.0%	0.3%
Q1-3. Overall quality of City parks & recreation programs & facilities	15.8%	41.0%	24.6%	14.3%	4.3%
Q1-4. Overall maintenance of City Streets, buildings & facilities	7.9%	37.4%	28.8%	19.2%	6.7%
Q1-5. Overall quality of City water/sewer utilities	17.3%	49.6%	19.7%	7.9%	5.5%
Q1-6. Overall enforcement of building, property, maintenance, & traffic codes/ordinances	14.3%	37.2%	28.8%	13.5%	6.1%
Q1-7. Overall quality of customer service you receive from City employees	32.4%	45.9%	16.6%	2.9%	2.2%
Q1-8. Overall effectiveness of City communication with the public	19.8%	42.4%	28.0%	6.3%	3.4%
Q1-9. Overall effectiveness of community planning & development	10.5%	32.5%	35.7%	13.6%	7.6%
Q1-10. Overall quality of City's stormwater runoff/stormwater management system	17.6%	50.7%	21.1%	6.4%	4.3%
Q1-11. Overall flow of traffic & congestion management in Spring Hill	16.6%	48.3%	17.3%	11.2%	6.6%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 1st choice	Number	Percent
Overall quality of police services	38	9.0 %
Overall quality of fire & ambulance services	16	3.8 %
Overall quality of City parks & recreation programs & facilities	52	12.3 %
Overall maintenance of City Streets, buildings & facilities	82	19.4 %
Overall quality of City water/sewer utilities	23	5.4 %
Overall enforcement of building, property, maintenance, & traffic codes/ ordinances	27	6.4 %
Overall quality of customer service you receive from City employees	4	0.9 %
Overall effectiveness of City communication with the public	15	3.5 %
Overall effectiveness of community planning & development	56	13.2 %
Overall quality of City's stormwater runoff/stormwater management system	8	1.9 %
Overall flow of traffic & congestion management in Spring Hill	54	12.8 %
None chosen	48	11.3 %
Total	423	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police services	24	5.7 %
Overall quality of fire & ambulance services	24	5.7 %
Overall quality of City parks & recreation programs & facilities	50	11.8 %
Overall maintenance of City Streets, buildings & facilities	76	18.0 %
Overall quality of City water/sewer utilities	34	8.0 %
Overall enforcement of building, property, maintenance, & traffic codes/ ordinances	32	7.6 %
Overall quality of customer service you receive from City employees	4	0.9 %
Overall effectiveness of City communication with the public	18	4.3 %
Overall effectiveness of community planning & development	50	11.8 %
Overall quality of City's stormwater runoff/stormwater management system	9	2.1 %
Overall flow of traffic & congestion management in Spring Hill	43	10.2 %
None chosen	59	13.9 %
Total	423	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	19	4.5 %
Overall quality of fire & ambulance services	16	3.8 %
Overall quality of City parks & recreation programs & facilities	53	12.5 %
Overall maintenance of City Streets, buildings & facilities	54	12.8 %
Overall quality of City water/sewer utilities	23	5.4 %
Overall enforcement of building, property, maintenance, & traffic codes/ ordinances	42	9.9 %
Overall quality of customer service you receive from City employees	9	2.1 %
Overall effectiveness of City communication with the public	19	4.5 %
Overall effectiveness of community planning & development	59	13.9 %
Overall quality of City's stormwater runoff/stormwater management system	14	3.3 %
Overall flow of traffic & congestion management in Spring Hill	33	7.8 %
<u>None chosen</u>	<u>82</u>	<u>19.4 %</u>
Total	423	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	81	19.1 %
Overall quality of fire & ambulance services	56	13.2 %
Overall quality of City parks & recreation programs & facilities	155	36.6 %
Overall maintenance of City Streets, buildings & facilities	212	50.1 %
Overall quality of City water/sewer utilities	80	18.9 %
Overall enforcement of building, property, maintenance, & traffic codes/ ordinances	101	23.9 %
Overall quality of customer service you receive from City employees	17	4.0 %
Overall effectiveness of City communication with the public	52	12.3 %
Overall effectiveness of community planning & development	165	39.0 %
Overall quality of City's stormwater runoff/stormwater management system	31	7.3 %
Overall flow of traffic & congestion management in Spring Hill	130	30.7 %
<u>None chosen</u>	<u>48</u>	<u>11.3 %</u>
Total	1128	

Q3. Several items that may influence your perception of Spring Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-1. Overall value that you receive for your City tax & fees	7.6%	38.1%	29.8%	14.4%	4.0%	6.1%
Q3-2. Overall image of City	12.8%	42.6%	24.6%	15.6%	3.5%	0.9%
Q3-3. How well City is managing growth	9.2%	33.6%	28.4%	16.8%	7.8%	4.3%
Q3-4. How well City is planning for future growth	8.5%	26.2%	29.6%	15.6%	8.3%	11.8%
Q3-5. Overall quality of life in City	21.5%	50.6%	18.2%	6.9%	1.7%	1.2%
Q3-6. Overall quality of services provided by City of Spring Hill	15.8%	45.2%	24.6%	9.2%	3.8%	1.4%

WITHOUT DON'T KNOW

Q3. Several items that may influence your perception of Spring Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall value that you receive for your City tax & fees	8.1%	40.6%	31.7%	15.4%	4.3%
Q3-2. Overall image of City	12.9%	43.0%	24.8%	15.8%	3.6%
Q3-3. How well City is managing growth	9.6%	35.1%	29.6%	17.5%	8.1%
Q3-4. How well City is planning for future growth	9.7%	29.8%	33.5%	17.7%	9.4%
Q3-5. Overall quality of life in City	21.8%	51.2%	18.4%	6.9%	1.7%
Q3-6. Overall quality of services provided by City of Spring Hill	16.1%	45.8%	24.9%	9.4%	3.8%

Q4. PUBLIC SAFETY. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4-1. The visibility of police in neighborhoods	33.6%	42.8%	12.3%	6.4%	2.6%	2.4%
Q4-2. The visibility of police in retail areas	22.5%	35.5%	26.0%	4.5%	2.1%	9.5%
Q4-3. The City's overall efforts to prevent crime	25.5%	45.9%	15.8%	2.1%	1.7%	9.0%
Q4-4. Enforcement of local traffic laws	25.3%	46.1%	15.4%	4.5%	2.1%	6.6%
Q4-5. How quickly local police department personnel respond to emergencies	29.8%	27.9%	10.9%	0.5%	1.2%	29.8%
Q4-6. How quickly local ambulance service personnel respond to emergencies	34.5%	25.5%	8.5%	0.0%	0.0%	31.4%
Q4-7. The adequacy of City emergency medical service equipment	31.4%	27.9%	8.5%	0.7%	0.0%	31.4%
Q4-8. Quality of animal control	21.3%	35.5%	17.0%	6.1%	3.3%	16.8%

WITHOUT DON'T KNOW

Q4. PUBLIC SAFETY. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4-1. The visibility of police in neighborhoods	34.4%	43.8%	12.6%	6.5%	2.7%
Q4-2. The visibility of police in retail areas	24.8%	39.2%	28.7%	5.0%	2.3%
Q4-3. The City's overall efforts to prevent crime	28.1%	50.4%	17.4%	2.3%	1.8%
Q4-4. Enforcement of local traffic laws	27.1%	49.4%	16.5%	4.8%	2.3%
Q4-5. How quickly local police department personnel respond to emergencies	42.4%	39.7%	15.5%	0.7%	1.7%
Q4-6. How quickly local ambulance service personnel respond to emergencies	50.3%	37.2%	12.4%	0.0%	0.0%
Q4-7. The adequacy of City emergency medical service equipment	45.9%	40.7%	12.4%	1.0%	0.0%
Q4-8. Quality of animal control	25.6%	42.6%	20.5%	7.4%	4.0%

Q5. Which THREE of the public safety items listed above in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q5. 1st choice</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	91	21.5 %
The visibility of police in retail areas	30	7.1 %
The City's overall efforts to prevent crime	84	19.9 %
Enforcement of local traffic laws	27	6.4 %
How quickly local police department personnel respond to emergencies	18	4.3 %
How quickly local ambulance service personnel respond to emergencies	18	4.3 %
The adequacy of City emergency medical service equipment	17	4.0 %
Quality of animal control	29	6.9 %
None chosen	109	25.8 %
Total	423	100.0 %

Q5. Which THREE of the public safety items listed above in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	39	9.2 %
The visibility of police in retail areas	54	12.8 %
The City's overall efforts to prevent crime	41	9.7 %
Enforcement of local traffic laws	30	7.1 %
How quickly local police department personnel respond to emergencies	46	10.9 %
How quickly local ambulance service personnel respond to emergencies	20	4.7 %
The adequacy of City emergency medical service equipment	38	9.0 %
Quality of animal control	14	3.3 %
None chosen	141	33.3 %
Total	423	100.0 %

Q5. Which THREE of the public safety items listed above in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q5. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	28	6.6 %
The visibility of police in retail areas	32	7.6 %
The City's overall efforts to prevent crime	51	12.1 %
Enforcement of local traffic laws	22	5.2 %
How quickly local police department personnel respond to emergencies	28	6.6 %
How quickly local ambulance service personnel respond to emergencies	32	7.6 %
The adequacy of City emergency medical service equipment	30	7.1 %
Quality of animal control	33	7.8 %
None chosen	167	39.5 %
Total	423	100.0 %

SUM OF TOP 3 CHOICES

Q5. Which THREE of the public safety items listed above in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q5. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
The visibility of police in neighborhoods	158	37.4 %
The visibility of police in retail areas	116	27.4 %
The City's overall efforts to prevent crime	176	41.6 %
Enforcement of local traffic laws	79	18.7 %
How quickly local police department personnel respond to emergencies	92	21.7 %
How quickly local ambulance service personnel respond to emergencies	70	16.5 %
The adequacy of City emergency medical service equipment	85	20.1 %
Quality of animal control	76	18.0 %
None chosen	109	25.8 %
Total	961	

Q6. Please indicate how satisfied you are with the following aspects of City leadership:

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6-1. Overall quality of leadership provided by your City elected officials	9.5%	31.4%	30.3%	6.1%	3.3%	19.4%
Q6-2. Overall effectiveness of appointed boards & commissions	8.0%	27.2%	31.0%	8.0%	3.1%	22.7%
Q6-3. Overall effectiveness of City Administrator & professional staff	9.2%	28.6%	28.6%	6.4%	4.3%	22.9%

WITHOUT DON'T KNOW

Q6. Please indicate how satisfied you are with the following aspects of City leadership: (without "don't know")

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6-1. Overall quality of leadership provided by your City elected officials	11.7%	39.0%	37.5%	7.6%	4.1%
Q6-2. Overall effectiveness of appointed boards & commissions	10.4%	35.2%	40.1%	10.4%	4.0%
Q6-3. Overall effectiveness of City Administrator & professional staff	12.0%	37.1%	37.1%	8.3%	5.5%

Q7. CITY COMMUNICATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7-1. The availability of information about City programs & services	15.8%	50.1%	19.4%	8.0%	3.1%	3.5%
Q7-2. City efforts to keep you informed about local issues	15.4%	40.7%	23.9%	12.3%	4.5%	3.3%
Q7-3. The level of public involvement in local decision-making	6.9%	29.1%	29.6%	14.7%	5.0%	14.9%
Q7-4. The overall user-friendliness of City's web page (www.springhillks.gov)	11.8%	36.9%	27.9%	8.7%	2.1%	12.5%
Q7-5. The content of City's newsletter	16.3%	48.9%	24.6%	4.0%	1.7%	4.5%
Q7-6. Information provided through City's social media sites (blog, Facebook, Twitter, Nixle etc.)	6.6%	23.9%	26.7%	5.2%	2.4%	35.2%

WITHOUT DON'T KNOW

Q7. CITY COMMUNICATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7-1. The availability of information about City programs & services	16.4%	52.0%	20.1%	8.3%	3.2%
Q7-2. City efforts to keep you informed about local issues	15.9%	42.1%	24.7%	12.7%	4.6%
Q7-3. The level of public involvement in local decision-making	8.1%	34.2%	34.7%	17.2%	5.8%
Q7-4. The overall user-friendliness of City's web page (www.springhillks.gov)	13.5%	42.2%	31.9%	10.0%	2.4%
Q7-5. The content of City's newsletter	17.1%	51.2%	25.7%	4.2%	1.7%
Q7-6. Information provided through City's social media sites (blog, Facebook, Twitter, Nixle etc.)	10.2%	36.9%	41.2%	8.0%	3.6%

Q8. City Communication: What are your primary sources for information about City activities and services?

Q8. Your primary sources for information about City activities & services	Number	Percent
City newsletter	334	79.0 %
City website	199	47.0 %
Twitter	16	3.8 %
Facebook	120	28.4 %
Word of mouth	208	49.2 %
Newspaper	24	5.7 %
Other	25	5.9 %
Total	926	

Q8. Other

Q8. Other	Number	Percent
E-MAIL	2	8.0 %
CHICA CHATTER	2	8.0 %
EXPERIENCES	1	4.0 %
TV NEWS	1	4.0 %
SCHOOLS	1	4.0 %
MAIL	1	4.0 %
PARKS & REC NEWSLETTER	1	4.0 %
COUNCIL MEETINGS	1	4.0 %
CITY ACTIVITIES	1	4.0 %
MAIL OUT	1	4.0 %
RECREATION BROCHURE	1	4.0 %
SPOUSE	1	4.0 %
PHONE CALL	1	4.0 %
DOOR HANGERS LIKE WALK WITH MAYOR	1	4.0 %
INTERNET	1	4.0 %
MAILINGS	1	4.0 %
MAIL OUTS	1	4.0 %
FLYERS OR MAILERS	1	4.0 %
E-MAIL OR MAIL	1	4.0 %
WATER BILL	1	4.0 %
FLIERS	1	4.0 %
Mailers	1	4.0 %
I call city hall and ask questions	1	4.0 %
Total	25	100.0 %

Q9. Which THREE of the methods of communication listed above do you prefer?

Q9. 1st choice	Number	Percent
City newsletter	234	55.3 %
City website	59	13.9 %
Twitter	6	1.4 %
Facebook	60	14.2 %
Word of mouth	5	1.2 %
Newspaper	8	1.9 %
Other	5	1.2 %
None chosen	46	10.9 %
Total	423	100.0 %

Q9. Which THREE of the methods of communication listed above do you prefer?

Q9. 2nd choice	Number	Percent
City newsletter	62	14.7 %
City website	159	37.6 %
Twitter	10	2.4 %
Facebook	58	13.7 %
Word of mouth	30	7.1 %
Newspaper	16	3.8 %
Other	9	2.1 %
None chosen	79	18.7 %
Total	423	100.0 %

Q9. Which THREE of the methods of communication listed above do you prefer?

Q9. 3rd choice	Number	Percent
City newsletter	35	8.3 %
City website	56	13.2 %
Twitter	16	3.8 %
Facebook	54	12.8 %
Word of mouth	69	16.3 %
Newspaper	27	6.4 %
Other	18	4.3 %
None chosen	148	35.0 %
Total	423	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the methods of communication listed above do you prefer? (top 3)

Q9. Top choice	Number	Percent
City newsletter	331	78.3 %
City website	274	64.8 %
Twitter	32	7.6 %
Facebook	172	40.7 %
Word of mouth	104	24.6 %
Newspaper	51	12.1 %
Other	32	7.6 %
None chosen	46	10.9 %
Total	1042	

Q10. Do you use any of the following social network sites?

<u>Q10. Do you use any social network sites?</u>	<u>Number</u>	<u>Percent</u>
Twitter	73	17.3 %
Facebook	282	66.7 %
YouTube	131	31.0 %
Pinterest	137	32.4 %
FourSquare	3	0.7 %
My Sidewalk	3	0.7 %
NextDoor	24	5.7 %
Other	14	3.3 %
Total	667	

Q10. Other

<u>Q10. Other</u>	<u>Number</u>	<u>Percent</u>
INSTAGRAM	5	38.5 %
CHICA CHATTER	2	15.4 %
Instagram, Snapchat	2	15.4 %
E-MAIL	1	7.7 %
GOOGLE	1	7.7 %
MAILBOX	1	7.7 %
Facebook	1	7.7 %
Total	13	100.0 %

Q11. MAINTENANCE. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11-1. Maintenance of City streets	6.6%	42.6%	18.2%	22.7%	7.8%	2.1%
Q11-2. Maintenance of sidewalks in City	5.2%	31.7%	22.9%	22.0%	10.6%	7.6%
Q11-3. Maintenance of City traffic signals/street signs	10.9%	55.1%	21.7%	6.4%	2.8%	3.1%
Q11-4. Adequacy of City street lighting	12.5%	52.0%	19.9%	9.7%	3.5%	2.4%
Q11-5. Maintenance & preservation of Downtown Spring Hill	4.7%	25.8%	32.6%	20.1%	8.0%	8.7%
Q11-6. Maintenance of City buildings	6.4%	37.4%	33.8%	12.1%	4.3%	6.1%
Q11-7. Snow removal on City streets	18.0%	46.3%	16.5%	7.3%	4.7%	7.1%
Q11-8. Mowing & trimming along City streets & other public areas	11.6%	50.8%	20.6%	9.9%	3.5%	3.5%
Q11-9. Overall cleanliness of City streets & other public areas	14.2%	53.9%	21.5%	7.6%	1.7%	1.2%
Q11-10. Maintenance of stormwater drainage system	13.0%	40.7%	24.1%	5.2%	3.1%	13.9%
Q11-11. Maintenance of City's water/sewer system	13.2%	43.0%	23.6%	3.8%	2.4%	13.9%

WITHOUT DON'T KNOW

Q11. MAINTENANCE. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Maintenance of City streets	6.8%	43.5%	18.6%	23.2%	8.0%
Q11-2. Maintenance of sidewalks in City	5.6%	34.3%	24.8%	23.8%	11.5%
Q11-3. Maintenance of City traffic signals/street signs	11.2%	56.8%	22.4%	6.6%	2.9%
Q11-4. Adequacy of City street lighting	12.8%	53.3%	20.3%	9.9%	3.6%
Q11-5. Maintenance & preservation of Downtown Spring Hill	5.2%	28.2%	35.8%	22.0%	8.8%
Q11-6. Maintenance of City buildings	6.8%	39.8%	36.0%	12.8%	4.5%
Q11-7. Snow removal on City streets	19.3%	49.9%	17.8%	7.9%	5.1%
Q11-8. Mowing & trimming along City streets & other public areas	12.0%	52.7%	21.3%	10.3%	3.7%
Q11-9. Overall cleanliness of City streets & other public areas	14.4%	54.5%	21.8%	7.7%	1.7%
Q11-10. Maintenance of stormwater drainage system	15.1%	47.3%	28.0%	6.0%	3.6%
Q11-11. Maintenance of City's water/sewer system	15.4%	50.0%	27.5%	4.4%	2.7%

Q12. Which THREE of the maintenance items listed in Question 11 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets	130	30.7 %
Maintenance of sidewalks in City	66	15.6 %
Maintenance of City traffic signals/street signs	18	4.3 %
Adequacy of City street lighting	11	2.6 %
Maintenance & preservation of Downtown Spring Hill	38	9.0 %
Maintenance of City buildings	18	4.3 %
Snow removal on City streets	26	6.1 %
Mowing & trimming along City streets & other public areas	20	4.7 %
Overall cleanliness of City streets & other public areas	8	1.9 %
Maintenance of stormwater drainage system	12	2.8 %
Maintenance of City's water/sewer system	17	4.0 %
<u>None chosen</u>	<u>59</u>	<u>13.9 %</u>
Total	423	100.0 %

Q12. Which THREE of the maintenance items listed in Question 11 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets	55	13.0 %
Maintenance of sidewalks in City	68	16.1 %
Maintenance of City traffic signals/street signs	22	5.2 %
Adequacy of City street lighting	26	6.1 %
Maintenance & preservation of Downtown Spring Hill	44	10.4 %
Maintenance of City buildings	21	5.0 %
Snow removal on City streets	22	5.2 %
Mowing & trimming along City streets & other public areas	22	5.2 %
Overall cleanliness of City streets & other public areas	28	6.6 %
Maintenance of stormwater drainage system	12	2.8 %
Maintenance of City's water/sewer system	16	3.8 %
<u>None chosen</u>	<u>87</u>	<u>20.6 %</u>
Total	423	100.0 %

Q12. Which THREE of the maintenance items listed in Question 11 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 3rd choice	Number	Percent
Maintenance of City streets	34	8.0 %
Maintenance of sidewalks in City	35	8.3 %
Maintenance of City traffic signals/street signs	18	4.3 %
Adequacy of City street lighting	31	7.3 %
Maintenance & preservation of Downtown Spring Hill	30	7.1 %
Maintenance of City buildings	32	7.6 %
Snow removal on City streets	30	7.1 %
Mowing & trimming along City streets & other public areas	19	4.5 %
Overall cleanliness of City streets & other public areas	28	6.6 %
Maintenance of stormwater drainage system	14	3.3 %
Maintenance of City's water/sewer system	29	6.9 %
None chosen	123	29.1 %
Total	423	100.0 %

SUM OF TOP 3 CHOICES

Q12. Which THREE of the maintenance items listed in Question 11 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q12. Sum of top 3 choices	Number	Percent
Maintenance of City streets	219	51.8 %
Maintenance of sidewalks in City	169	40.0 %
Maintenance of City traffic signals/street signs	58	13.7 %
Adequacy of City street lighting	68	16.1 %
Maintenance & preservation of Downtown Spring Hill	112	26.5 %
Maintenance of City buildings	71	16.8 %
Snow removal on City streets	78	18.4 %
Mowing & trimming along City streets & other public areas	61	14.4 %
Overall cleanliness of City streets & other public areas	64	15.1 %
Maintenance of stormwater drainage system	38	9.0 %
Maintenance of City's water/sewer system	62	14.7 %
None chosen	59	13.9 %
Total	1059	

Q13. PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13-1. Maintenance of City parks & park equipment	8.7%	46.6%	24.1%	9.5%	1.7%	9.5%
Q13-2. The number of City parks	8.5%	37.4%	22.9%	17.3%	6.4%	7.6%
Q13-3. Walking & biking trails in City	1.4%	14.7%	16.5%	29.6%	22.2%	15.6%
Q13-4. City Aquatic Center	20.8%	31.2%	17.0%	7.8%	5.7%	17.5%
Q13-5. Athletic fields (i.e., baseball, softball, soccer, & football)	6.4%	35.5%	23.2%	8.5%	5.4%	21.0%
Q13-6. The City's youth athletic programs	5.7%	30.0%	22.2%	7.8%	5.9%	28.4%
Q13-7. The City's adult athletic programs	3.3%	20.1%	25.8%	7.8%	5.4%	37.6%
Q13-8. Other recreation programs, such as classes, trips, & special events	3.8%	18.9%	29.8%	7.1%	4.5%	35.9%
Q13-9. Tennis courts in City	1.9%	10.9%	25.1%	8.7%	7.6%	45.9%
Q13-10. Sycamore Ridge Golf Course	14.9%	20.6%	20.3%	1.4%	0.7%	42.1%

WITHOUT DON'T KNOW

Q13. PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13-1. Maintenance of City parks & park equipment	9.7%	51.4%	26.6%	10.4%	1.8%
Q13-2. The number of City parks	9.2%	40.4%	24.8%	18.7%	6.9%
Q13-3. Walking & biking trails in City	1.7%	17.4%	19.6%	35.0%	26.3%
Q13-4. City Aquatic Center	25.2%	37.8%	20.6%	9.5%	6.9%
Q13-5. Athletic fields (i.e., baseball, softball, soccer, & football)	8.1%	44.9%	29.3%	10.8%	6.9%
Q13-6. The City's youth athletic programs	7.9%	41.9%	31.0%	10.9%	8.3%
Q13-7. The City's adult athletic programs	5.3%	32.2%	41.3%	12.5%	8.7%
Q13-8. Other recreation programs, such as classes, trips, & special events	5.9%	29.5%	46.5%	11.1%	7.0%
Q13-9. Tennis courts in City	3.5%	20.1%	46.3%	16.2%	14.0%
Q13-10. Sycamore Ridge Golf Course	25.7%	35.5%	35.1%	2.4%	1.2%

Q14. Which THREE of the parks and recreation items listed in Question 13 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. 1st choice	Number	Percent
Maintenance of City parks & park equipment	51	12.1 %
The number of City parks	41	9.7 %
Walking & biking trails in City	151	35.7 %
City Aquatic Center	33	7.8 %
Athletic fields (i.e., baseball, softball, soccer, & football)	18	4.3 %
The City's youth athletic programs	24	5.7 %
The City's adult athletic programs	9	2.1 %
Other recreation programs, such as classes, trips, & special events	5	1.2 %
Tennis courts in City	4	0.9 %
Sycamore Ridge Golf Course	2	0.5 %
None chosen	85	20.1 %
Total	423	100.0 %

Q14. Which THREE of the parks and recreation items listed in Question 13 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. 2nd choice	Number	Percent
Maintenance of City parks & park equipment	42	9.9 %
The number of City parks	60	14.2 %
Walking & biking trails in City	66	15.6 %
City Aquatic Center	34	8.0 %
Athletic fields (i.e., baseball, softball, soccer, & football)	23	5.4 %
The City's youth athletic programs	34	8.0 %
The City's adult athletic programs	13	3.1 %
Other recreation programs, such as classes, trips, & special events	16	3.8 %
Tennis courts in City	8	1.9 %
Sycamore Ridge Golf Course	1	0.2 %
None chosen	126	29.8 %
Total	423	100.0 %

Q14. Which THREE of the parks and recreation items listed in Question 13 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. 3rd choice	Number	Percent
Maintenance of City parks & park equipment	43	10.2 %
The number of City parks	30	7.1 %
Walking & biking trails in City	41	9.7 %
City Aquatic Center	30	7.1 %
Athletic fields (i.e., baseball, softball, soccer, & football)	25	5.9 %
The City's youth athletic programs	37	8.7 %
The City's adult athletic programs	22	5.2 %
Other recreation programs, such as classes, trips, & special events	24	5.7 %
Tennis courts in City	13	3.1 %
Sycamore Ridge Golf Course	5	1.2 %
None chosen	153	36.2 %
Total	423	100.0 %

SUM OF TOP 3 CHOICES

Q14. Which THREE of the parks and recreation items listed in Question 13 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q14. Sum of top 3 choices	Number	Percent
Maintenance of City parks & park equipment	136	32.2 %
The number of City parks	131	31.0 %
Walking & biking trails in City	258	61.0 %
City Aquatic Center	97	22.9 %
Athletic fields (i.e., baseball, softball, soccer, & football)	66	15.6 %
The City's youth athletic programs	95	22.5 %
The City's adult athletic programs	44	10.4 %
Other recreation programs, such as classes, trips, & special events	45	10.6 %
Tennis courts in City	25	5.9 %
Sycamore Ridge Golf Course	8	1.9 %
None chosen	85	20.1 %
Total	990	

Q15. CODES AND ORDINANCES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15-1. Enforcing cleanup of litter & debris	8.3%	33.1%	22.5%	18.4%	7.6%	10.2%
Q15-2. Enforcing mowing & trimming of grass & weeds on private & public property	7.1%	30.3%	22.2%	21.7%	9.2%	9.5%
Q15-3. Enforcing maintenance of residential property	5.7%	24.3%	23.4%	22.9%	11.6%	12.1%
Q15-4. Enforcing maintenance of business property	6.4%	34.0%	30.3%	6.9%	5.0%	17.5%
Q15-5. Enforcing sign regulations	9.0%	33.6%	29.6%	4.3%	3.5%	20.1%
Q15-6. Overall appearance of City	9.7%	44.7%	23.6%	12.5%	4.7%	4.7%

WITHOUT DON'T KNOW

Q15. CODES AND ORDINANCES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=423)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Enforcing cleanup of litter & debris	9.2%	36.8%	25.0%	20.5%	8.4%
Q15-2. Enforcing mowing & trimming of grass & weeds on private & public property	7.8%	33.4%	24.5%	24.0%	10.2%
Q15-3. Enforcing maintenance of residential property	6.5%	27.7%	26.6%	26.1%	13.2%
Q15-4. Enforcing maintenance of business property	7.7%	41.3%	36.7%	8.3%	6.0%
Q15-5. Enforcing sign regulations	11.2%	42.0%	37.0%	5.3%	4.4%
Q15-6. Overall appearance of City	10.2%	46.9%	24.8%	13.2%	5.0%

Q16. Which THREE future projects should the City prioritize over the next five years?

Q16. What future projects should City prioritize over next five years?	Number	Percent
Railroad quiet zones	114	27.0 %
Bike trails	162	38.3 %
Walking trails	281	66.4 %
Basketball courts	25	5.9 %
Downtown streetscape	114	27.0 %
New purpose for former City pool	152	35.9 %
New phase of City Aquatic Center	162	38.3 %
<u>More small neighborhood parks</u>	120	28.4 %
Total	1130	

Q17. REASONS TO LIVE IN SPRING HILL. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live in Spring Hill.

(N=423)

	Very Important	Somewhat Important	Not Sure	Unimportant
Q17-1. Safety & security	86.3%	11.4%	1.2%	1.2%
Q17-2. Quality of public schools	74.8%	11.4%	5.9%	7.8%
Q17-3. Employment opportunities	23.4%	29.9%	11.2%	35.4%
Q17-4. Types of housing	56.6%	29.1%	7.6%	6.6%
Q17-5. Affordability of housing	64.8%	23.3%	5.9%	5.9%
Q17-6. Access to quality shopping	39.8%	38.4%	9.8%	12.0%
Q17-7. Availability of parks & recreation opportunities	40.2%	41.4%	8.9%	9.6%
Q17-8. Near family or friends	39.5%	33.3%	9.3%	17.9%
Q17-9. Availability of transportation options	17.7%	27.3%	18.2%	36.7%
Q17-10. Proximity to Kansas City metro area	39.5%	38.8%	6.9%	14.8%
Q17-11. Access to restaurants entertainment	42.2%	38.7%	9.3%	9.8%

Q17. Are your needs being met?

(N=423)

	Yes	No
Q17-1. Safety & security	91.5%	8.5%
Q17-2. Quality of public schools	80.5%	19.5%
Q17-3. Employment opportunities	45.4%	54.6%
Q17-4. Types of housing	74.4%	25.6%
Q17-5. Affordability of housing	76.1%	23.9%
Q17-6. Access to quality shopping	33.0%	67.0%
Q17-7. Availability of parks & recreation opportunities	49.2%	50.8%
Q17-8. Near family or friends	66.6%	33.4%
Q17-9. Availability of transportation options	43.7%	56.3%
Q17-10. Proximity to Kansas City metro area	77.7%	22.3%
Q17-11. Access to restaurants entertainment	31.3%	68.8%

Q18. Do you have access to the Internet?

Q18. Do you have access to internet	Number	Percent
Yes	399	94.3 %
No	18	4.3 %
Not provided	6	1.4 %
Total	423	100.0 %

WITHOUT NOT PROVIDED

Q18. Do you have access to the Internet? (without "not provided")

Q18. Do you have access to internet	Number	Percent
Yes	399	95.7 %
No	18	4.3 %
Total	417	100.0 %

Q18-2. (If YES to Question 18) Where do you have access?

Q18-2. Where do you have access	Number	Percent
Home	391	98.0 %
Work	223	55.9 %
Library	60	15.0 %
Other	42	10.5 %
Total	716	

Q18-2. Other

Q18-2. Other	Number	Percent
PHONE	14	34.1 %
CELL PHONE	7	17.1 %
Mobile	5	12.2 %
Mobile Phone	4	9.8 %
Phone (hotspot), businesses in and around spring hill area	1	2.4 %
MOBILE CELL PHONE	1	2.4 %
PHONE HOT SPOT	1	2.4 %
MY PHONE	1	2.4 %
SCHOOL	1	2.4 %
CELLULAR	1	2.4 %
IPad; Smart Phone	1	2.4 %
WIFI	1	2.4 %
Mobile Internet	1	2.4 %
Smart phone	1	2.4 %
Friends homes	1	2.4 %
Total	41	100.0 %

Q19. City services, such as utility bills and recreation programs, can now be paid over the Internet. Were you aware that you could pay for those services online?

Q19. Were you aware that you could pay for those services online	Number	Percent
Yes	372	87.9 %
No	38	9.0 %
Don't know	13	3.1 %
Total	423	100.0 %

WITHOUT DON'T KNOW

Q19. City services, such as utility bills and recreation programs, can now be paid over the Internet. Were you aware that you could pay for those services online? (without "don't know")

Q19. Were you aware that you could pay for those services online	Number	Percent
Yes	372	90.7 %
No	38	9.3 %
Total	410	100.0 %

Q19-2. (If YES to Question 19) Do you currently pay for any of these services online?

Q19-2. Do you currently pay for any of these services online	Number	Percent
Yes	233	62.6 %
No	134	36.0 %
Don't know	5	1.3 %
Total	372	100.0 %

WITHOUT DON'T KNOW

Q19-2. (If YES to Question 19) Do you currently pay for any of these services online? (without "don't know")

Q19-2. Do you currently pay for any of these services online	Number	Percent
Yes	233	63.5 %
No	134	36.5 %
Total	367	100.0 %

Q20. In which County do you live?

Q20. In which County do you live	Number	Percent
Johnson	260	61.5 %
Miami	163	38.5 %
Total	423	100.0 %

Q21. What is your age?

Q21. Your age	Number	Percent
Under 35	89	21.0 %
35 to 44	91	21.5 %
45 to 54	81	19.1 %
55 to 64	74	17.5 %
65+	77	18.2 %
Not provided	11	2.6 %
Total	423	100.0 %

WITHOUT NOT PROVIDED

Q21. What is your age? (without "not provided")

Q21. Your age	Number	Percent
Under 35	89	21.6 %
35 to 44	91	22.1 %
45 to 54	81	19.7 %
55 to 64	74	18.0 %
65+	77	18.7 %
Total	412	100.0 %

Q22. Counting yourself, how many people regularly live in your household?

<u>Q22. How many people regularly live in your household</u>	<u>Number</u>	<u>Percent</u>
1	56	13.3 %
2	148	35.2 %
3	79	18.8 %
4	87	20.7 %
5	37	8.8 %
6	10	2.4 %
7	2	0.5 %
8+	2	0.5 %
Total	421	100.0 %

Q23. How many (counting yourself), are?

	<u>Mean</u>	<u>Sum</u>
number	2.9	1200
Under age 5	0.3	105
Ages 5-9	0.3	105
Ages 10-14	0.2	99
Ages 15-19	0.2	76
Ages 20-24	0.1	39
Ages 25-34	0.3	133
Ages 35-44	0.5	197
Ages 45-54	0.4	164
Ages 55-64	0.3	116
Ages 65-74	0.3	107
Ages 75+	0.1	59

Q24. Would you say your total household income is:

<u>Q24. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	31	7.3 %
\$30K to \$59,999	83	19.6 %
\$60K to \$99,999	141	33.3 %
\$100K+	134	31.7 %
Not provided	34	8.0 %
Total	423	100.0 %

WITHOUT NOT PROVIDED

Q24. Would you say your total household income is: (without "not provided")

<u>Q24. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	31	8.0 %
\$30K to \$59,999	83	21.3 %
\$60K to \$99,999	141	36.2 %
\$100K+	134	34.4 %
Total	389	100.0 %

Q25. Your gender:

<u>Q25. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	201	47.5 %
Female	222	52.5 %
Total	423	100.0 %

Section 5:
Survey Instrument



July 2016

Dear Fellow Resident:

This summer, the City of Spring Hill has commissioned a community survey through ETC Institute, a national leader in community-based market research. Many of you may recall participating in our last survey, and similarly, completing this survey will take just a few minutes. Your input will provide our community with valuable guidance as we plan for the next several years.

Like you, our city leaders are passionate about our community, and also like you, we want to make sure the direction we are going is consistent with your goals and your values. Your input helps city leaders to understand what we are doing well, which areas we need to improve, and what you think our community's priorities should be over the coming years. These results will help us design short- and long-term plans that support your vision for a vibrant Spring Hill.

Once the survey process is completed, ETC Institute will present its findings later this summer. In addition to results being shared at an upcoming meeting of the City Council, the final report will be available on the City's website and published in a future issue of The Outlook, our City newsletter.

I hope you will have the time to complete this survey – your involvement is what makes Spring Hill great, and your input about our future is incredibly valuable. You may also choose to complete the survey online at www.springhillsurvey.org. If you have any questions about the survey, please feel free to contact the City's Public Affairs Specialist at (913) 592-3664, and as always, feel welcome to contact me at (913) 592-2994 or via email at steven.ellis@springhillks.gov.

Sincerely,

A handwritten signature in black ink, appearing to be "S. M. Ellis".

Steven M. Ellis
Mayor



2016 City of Spring Hill Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident concerns. If you have questions, please contact Jon Roberts, at (913) 592-3664 or at info@CityofSpringhill.org

1. **OVERALL SATISFACTION WITH CITY SERVICES.** Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of police services	5	4	3	2	1	9
2. Overall quality of fire and ambulance services	5	4	3	2	1	9
3. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
4. Overall maintenance of City Streets, buildings and facilities	5	4	3	2	1	9
5. Overall quality of City water/sewer utilities	5	4	3	2	1	9
6. Overall enforcement of building, property, maintenance, and traffic codes/ordinances	5	4	3	2	1	9
7. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
8. Overall effectiveness of city communication with the public	5	4	3	2	1	9
9. Overall effectiveness of community planning and development	5	4	3	2	1	9
10. Overall quality of the city's stormwater runoff/stormwater management system	5	4	3	2	1	9
11. Overall flow of traffic and congestion management in Spring Hill	5	4	3	2	1	9

2. **Which THREE of these items do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in the numbers below using the numbers from the list in Question 1 above.]**

1st _____ 2nd _____ 3rd _____

3. **Several items that may influence your perception of Spring Hill as a community are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

Perception of Spring Hill:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
2. Overall image of the City	5	4	3	2	1	9
3. How well the City is managing growth	5	4	3	2	1	9
4. How well the City is planning for future growth	5	4	3	2	1	9
5. Overall quality of life in the City	5	4	3	2	1	9
6. Overall quality of services provided by the City of Spring Hill	5	4	3	2	1	9

4. PUBLIC SAFETY. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The visibility of police in neighborhoods	5	4	3	2	1	9
2. The visibility of police in retail areas	5	4	3	2	1	9
3. The City's overall efforts to prevent crime	5	4	3	2	1	9
4. Enforcement of local traffic laws	5	4	3	2	1	9
5. How quickly local police department personnel respond to emergencies	5	4	3	2	1	9
6. How quickly local ambulance service personnel respond to emergencies	5	4	3	2	1	9
7. The adequacy of City emergency medical service equipment	5	4	3	2	1	9
8. Quality of animal control	5	4	3	2	1	9

5. Which THREE of the public safety items listed above in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in the numbers below using the numbers from the list in Question 4 above.]

1st _____ 2nd _____ 3rd _____

6. Please indicate how satisfied you are with the following aspects of City leadership:

City Leadership	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of leadership provided by your City elected officials	5	4	3	2	1	9
2. Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
3. Overall effectiveness of the City Administrator and professional staff	5	4	3	2	1	9

7. CITY COMMUNICATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about City programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. The level of public involvement in local decision-making	5	4	3	2	1	9
4. The overall user-friendliness of the City's web page (www.springhillsks.gov)	5	4	3	2	1	9
5. The content of the City's newsletter	5	4	3	2	1	9
6. Information provided through the City's social media sites (blog, Facebook, Twitter, Nixle, etc.)	5	4	3	2	1	9

8. City Communication: What are your primary sources for information about City activities and services?

- | | |
|-------------------------|-----------------------|
| ____(1) City newsletter | ____(5) Word of mouth |
| ____(2) City website | ____(6) Newspaper |
| ____(3) Twitter | ____(7) Other _____ |
| ____(4) Facebook | |

9. Which THREE of the methods of communication listed above do you prefer? [Use the numbers from the list in Question 8 above.]

1st: ____ 2nd: ____ 3rd: ____

10. Do you use any of the following social network sites? (Check all that apply)

- | | |
|-------------------|---------------------|
| ____(1) Twitter | ____(6) FourSquare |
| ____(2) Facebook | ____(7) My Sidewalk |
| ____(3) YouTube | ____(8) NextDoor |
| ____(4) Pinterest | ____(9) Other _____ |
| ____(5) Nixle | |

11. MAINTENANCE. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of city streets	5	4	3	2	1	9
2. Maintenance of sidewalks in the city	5	4	3	2	1	9
3. Maintenance of city traffic signals/street signs	5	4	3	2	1	9
4. Adequacy of City street lighting	5	4	3	2	1	9
5. Maintenance and preservation of downtown Spring Hill	5	4	3	2	1	9
6. Maintenance of city buildings	5	4	3	2	1	9
7. Snow removal on city streets	5	4	3	2	1	9
8. Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
9. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
10. Maintenance of stormwater drainage system	5	4	3	2	1	9
11. Maintenance of the city's water/sewer system	5	4	3	2	1	9

12. Which THREE of the maintenance items listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write the numbers below using the numbers from the list in Q11 above.]

1st ____ 2nd ____ 3rd ____

13. PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of City parks & park equipment	5	4	3	2	1	9
2. The number of City parks	5	4	3	2	1	9
3. Walking and biking trails in the City	5	4	3	2	1	9
4. City aquatic center	5	4	3	2	1	9
5. Athletic fields (i.e., baseball, softball, soccer, and football)	5	4	3	2	1	9
6. The City's youth athletic programs	5	4	3	2	1	9
7. The City's adult athletic programs	5	4	3	2	1	9
8. Other recreation programs, such as classes, trips, and special events	5	4	3	2	1	9
9. Tennis courts in the City	5	4	3	2	1	9
10. Sycamore Ridge Golf Course	5	4	3	2	1	9

14. Which THREE of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write the numbers below using the numbers from list in Q13 above.]

1st _____ 2nd _____ 3rd _____

15. CODES AND ORDINANCES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Codes and Ordinances	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the cleanup of litter and debris	5	4	3	2	1	9
2. Enforcing the mowing and trimming of grass and weeds on private and public property	5	4	3	2	1	9
3. Enforcing the maintenance of residential property	5	4	3	2	1	9
4. Enforcing the maintenance of business property	5	4	3	2	1	9
5. Enforcing sign regulations	5	4	3	2	1	9
6. Overall appearance of the City	5	4	3	2	1	9

16. Which THREE future projects should the City prioritize over the next five years? [Select your top THREE choices.]

- ____(1) Railroad quiet zones
- ____(2) Bike trails
- ____(3) Walking trails
- ____(4) Basketball courts
- ____(5) Downtown streetscape

- ____(6) New purpose for former City pool
- ____(7) New phase of City Aquatic Center
- ____(8) More small neighborhood parks

17. **REASONS TO LIVE IN SPRING HILL** Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "Very Important" and 1 is "Unimportant," how important was each reason in your decision to live in Spring Hill, and are your needs being met?

Indicators		Very Important	Somewhat Important	Not Sure	Unimportant	Are your needs being met in Spring Hill?	
						Yes	No
1.	Safety and security	4	3	2	1	Yes	No
2.	Quality of public schools	4	3	2	1	Yes	No
3.	Employment opportunities	4	3	2	1	Yes	No
4.	Types of housing	4	3	2	1	Yes	No
5.	Affordability of housing	4	3	2	1	Yes	No
6.	Access to quality shopping	4	3	2	1	Yes	No
7.	Availability of parks and recreation opportunities	4	3	2	1	Yes	No
8.	Near family or friends	4	3	2	1	Yes	No
9.	Availability of transportation options	4	3	2	1	Yes	No
10.	Proximity to the Kansas City metro area	4	3	2	1	Yes	No
11.	Access to restaurants/entertainment	4	3	2	1	Yes	No

18. **Do you have access to the Internet?**

___(1) Yes [Go to Q18-2] ___(2) No [Skip to Q19]

18-2. [If YES to Q18] **Where do you have access?** (Check all that apply)

- ___(1) Home
 ___(2) Work
 ___(3) Library
 ___(4) Other: _____

19. **City services, such as utility bills and recreation programs, can now be paid over the Internet. Were you aware that you could pay for those services online?**

___(1) Yes (Go to Q19-2.) ___(2) No (Go to Q20) ___(3) Don't know (Go to Q20)

19-2. [If YES to Q19] **Do you currently pay for any of these services online?**

___(1) Yes ___(2) No ___(3) Don't know

20. **In which county do you live?**

___(1) Johnson ___(2) Miami

21. **What is your age?**

___(1) under 25 ___(4) 45 to 54
 ___(2) 25 to 34 ___(5) 55 to 64
 ___(3) 35 to 44 ___(6) 65+

22. Counting yourself, how many people regularly live in your household? _____

23. How many (counting yourself), are?

Under age 5	_____	Ages 20-24	_____	Ages 55-64	_____
Ages 5-9	_____	Ages 25-34	_____	Ages 65-74	_____
Ages 10-14	_____	Ages 35-44	_____	Ages 75+	_____
Ages 15-19	_____	Ages 45-54	_____		

24. Would you say your total household income is:

_____ (1) Under \$30,000
_____ (2) \$30,000 to \$59,999
_____ (3) \$60,000 to \$99,999
_____ (4) \$100,000 or more

25. Your gender: _____ (1) Male _____ (2) Female

This concludes the survey. Thank you for your time!
Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.