

# City of Spring Hill Community Survey

## Findings Report

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2020

Submitted to the City of Spring Hill, Kansas

by:

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# Contents

|  |     |
|--|-----|
| <b>Executive Summary</b> .....                           | i   |
| <b>Section 1: Charts and Graphs</b> .....                | 1   |
| <b>Section 2: Importance-Satisfaction Analysis</b> ..... | 46  |
| <b>Section 3: Benchmarking Analysis</b> .....            | 58  |
| <b>Section 4: Tabular Data</b> .....                     | 77  |
| <b>Section 5: Survey Instrument</b> .....                | 111 |

### Purpose and Methodology

ETC Institute administered a community survey for the City of Spring Hill for the fourth time in the spring of 2020. Previous surveys were conducted in 2005, 2013, and 2016. 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 six-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](http://www.springhillsurvey.org)). The goal of 200 surveys was far exceeded, with 277 completing the survey by mail and 48 completing it online, for a total of 325 surveys. The results for the random sample of 325 households have a 95% level of confidence with a precision of at least +/- 5.4%.

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
- charts showing the overall results for most questions on the survey
- 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.** Eighty-nine percent (89%) 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; 77% were satisfied with the quality of police services, and 73% were satisfied with the quality of customer service. Residents were least satisfied with community planning and development (28%) and the maintenance of city streets, buildings and facilities (28%).
- **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 flow of traffic and congestion management.
- **Perceptions of the City.** Fifty-seven percent (57%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in the City of Spring Hill; 48% were satisfied with the quality of services provided by the City, and 42% were satisfied with the overall image of the City.
- **Public Safety.** Eighty-two percent (82%) 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; 78% were satisfied with the adequacy of emergency medical service equipment, and 76% were satisfied with the visibility of police in neighborhoods. Residents were least satisfied with the quality of animal control (51%).
- **Communications.** Sixty percent (60%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the user-friendliness of the City’s web page; 60% were satisfied with the content of the City’s newsletter, and 59% were satisfied with the availability of information.
- **City Maintenance.** Seventy-two percent (72%) 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; 65% were satisfied with mowing and trimming along City streets; 64% were satisfied with the cleanliness of City streets and public areas; 58% were satisfied with the maintenance of City traffic signals and street signs, and 56% were satisfied with the maintenance and preservation of downtown. Residents were least satisfied with the maintenance of City streets (23%).

- **Parks and Recreation.** Fifty-eight percent (58%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of City parks and equipment; 53% were satisfied with Sycamore Ridge Golf Course, and 53% were satisfied with the City aquatic center. Residents were least satisfied with City tennis courts (17%) and walking and biking trails in the City (17%).
- **Codes and Ordinances.** Forty-six percent (46%) of the residents surveyed *who had an opinion* were satisfied with enforcing sign regulations; 45% were satisfied with the maintenance of business property, and 45% were satisfied with the overall appearance of the City.
- **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: 1) safety and security, 2) the quality of public schools, and 3) the affordability of housing.

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 – 5<sup>th</sup> in importance – **11<sup>th</sup> at being met**
- Affordability of housing – 3<sup>rd</sup> in importance – **6<sup>th</sup> at being met**
- Access to quality shopping – 8<sup>th</sup> in importance – **10<sup>th</sup> at being met**

### **Other Findings**

- 94% of the residents surveyed have access to the internet (up from 78% in 2005).
- 95% know that they could pay for City services over the internet (up from 54% in 2005).

## **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:** The City’s overall efforts to prevent crime and quality of animal control.
  - **Maintenance:** Maintenance of City streets and the maintenance of sidewalks.
  - **Parks and Recreation:** Walking and biking trails.

# **Section 1**

## ***Charts and Graphs***

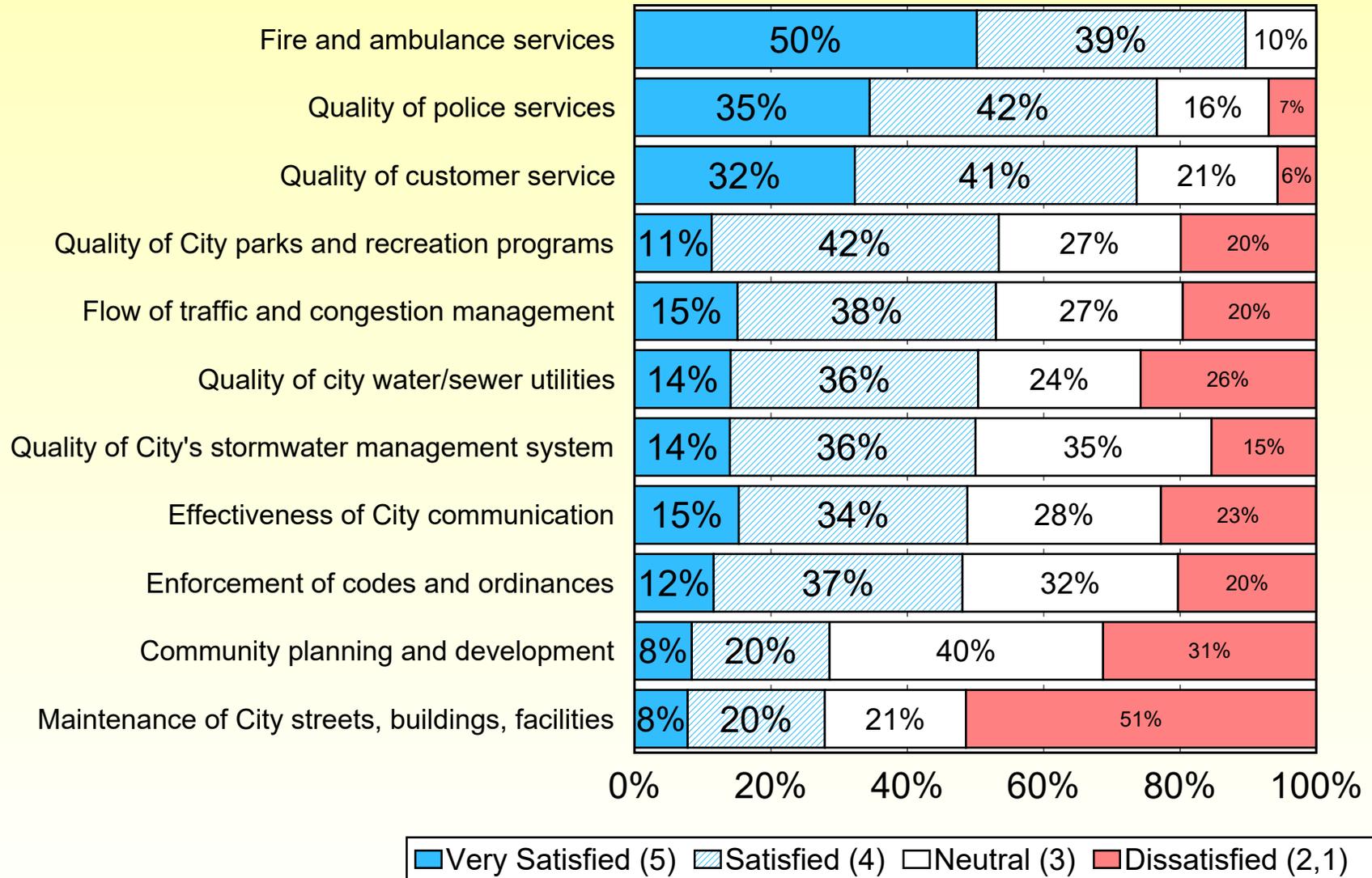
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# OVERALL RESULTS

*Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)*

# Q1. Overall Satisfaction With City Services by Major Category

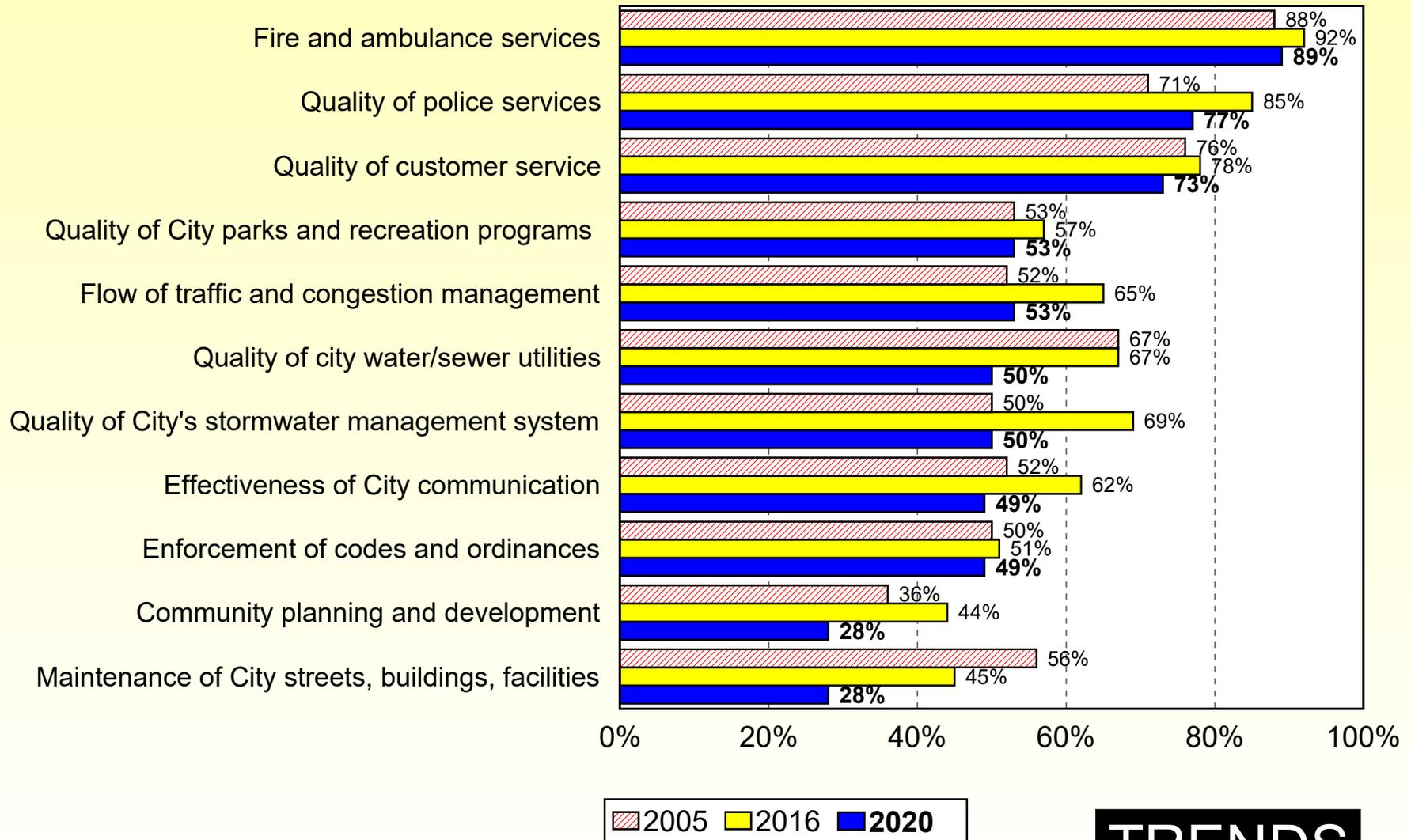
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Overall Satisfaction With City Services by Major Category - 2005 to 2020

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

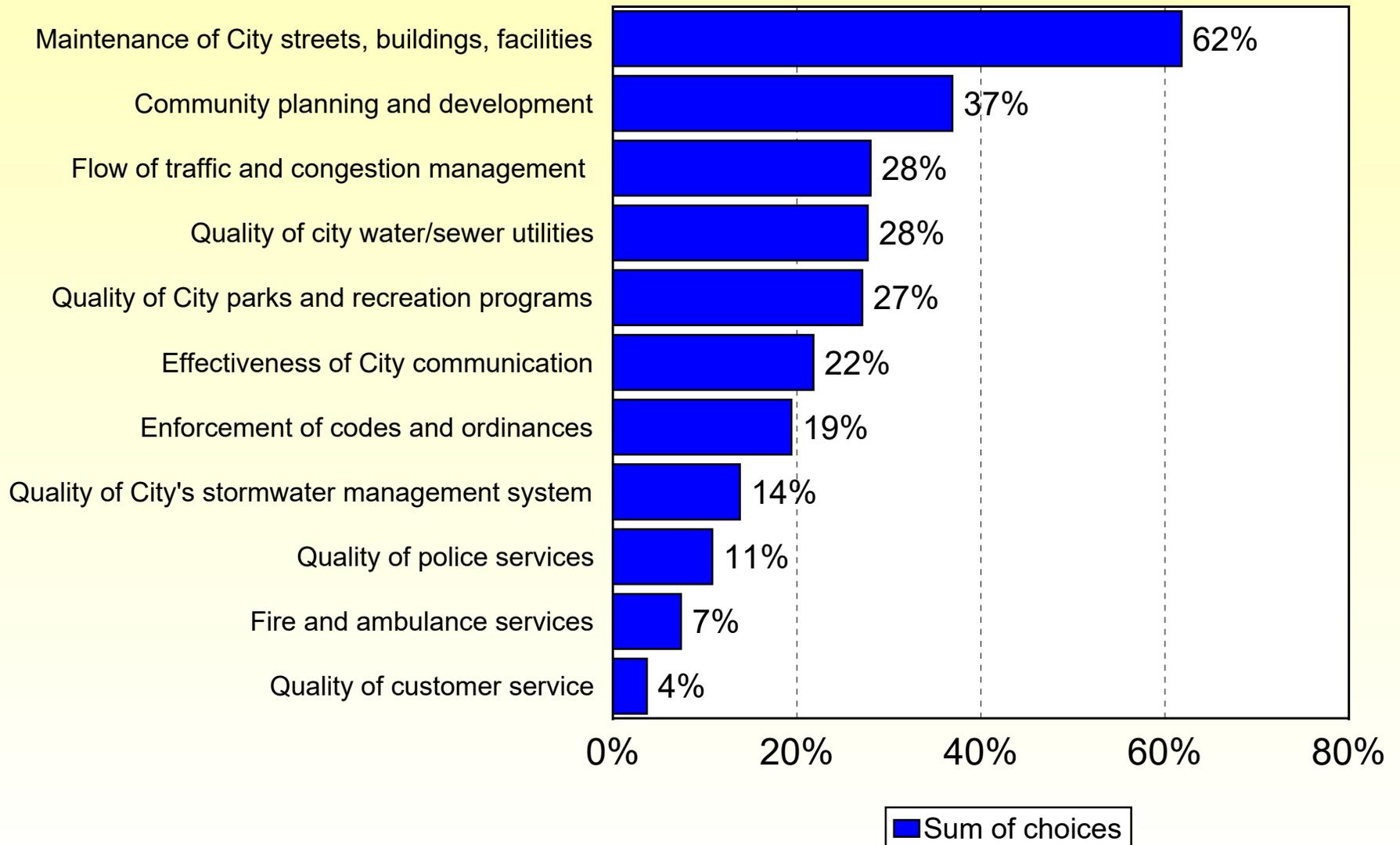


**TRENDS**

Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

## Q2. City Services that Should Receive the Most Emphasis Over the Next Two Years

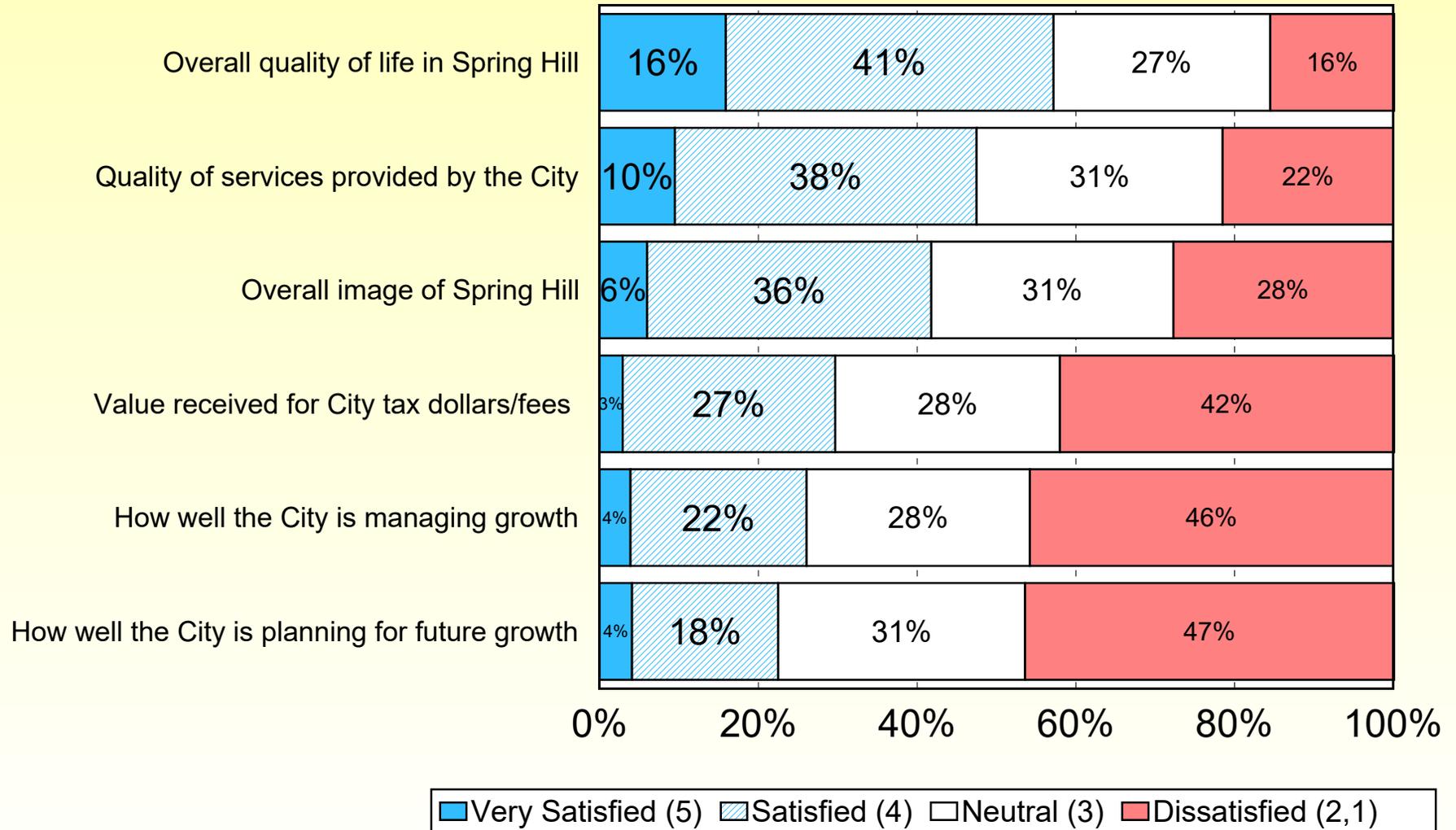
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

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

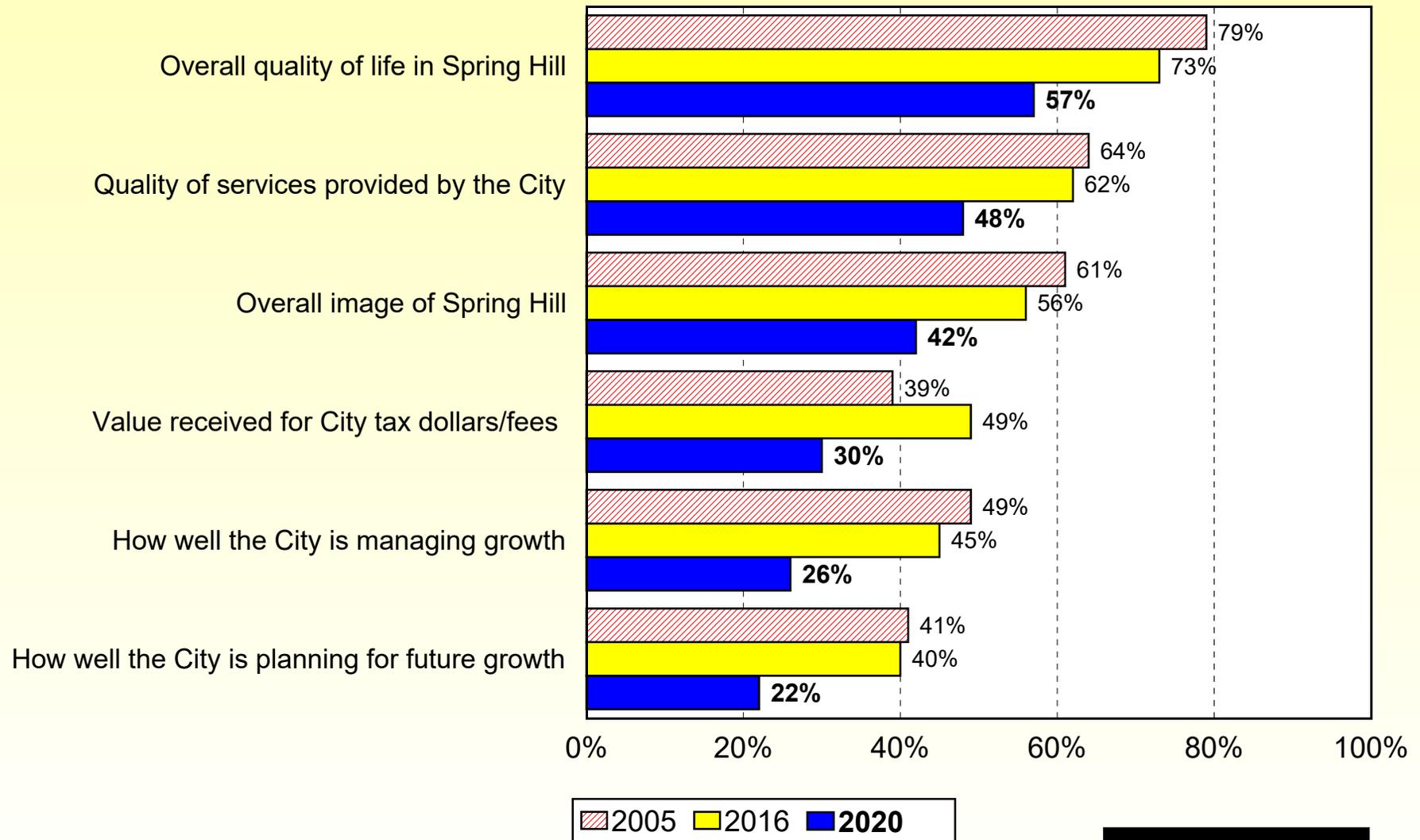
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Satisfaction With Items That Influence Perceptions of the City - 2005 to 2020

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



**TRENDS**

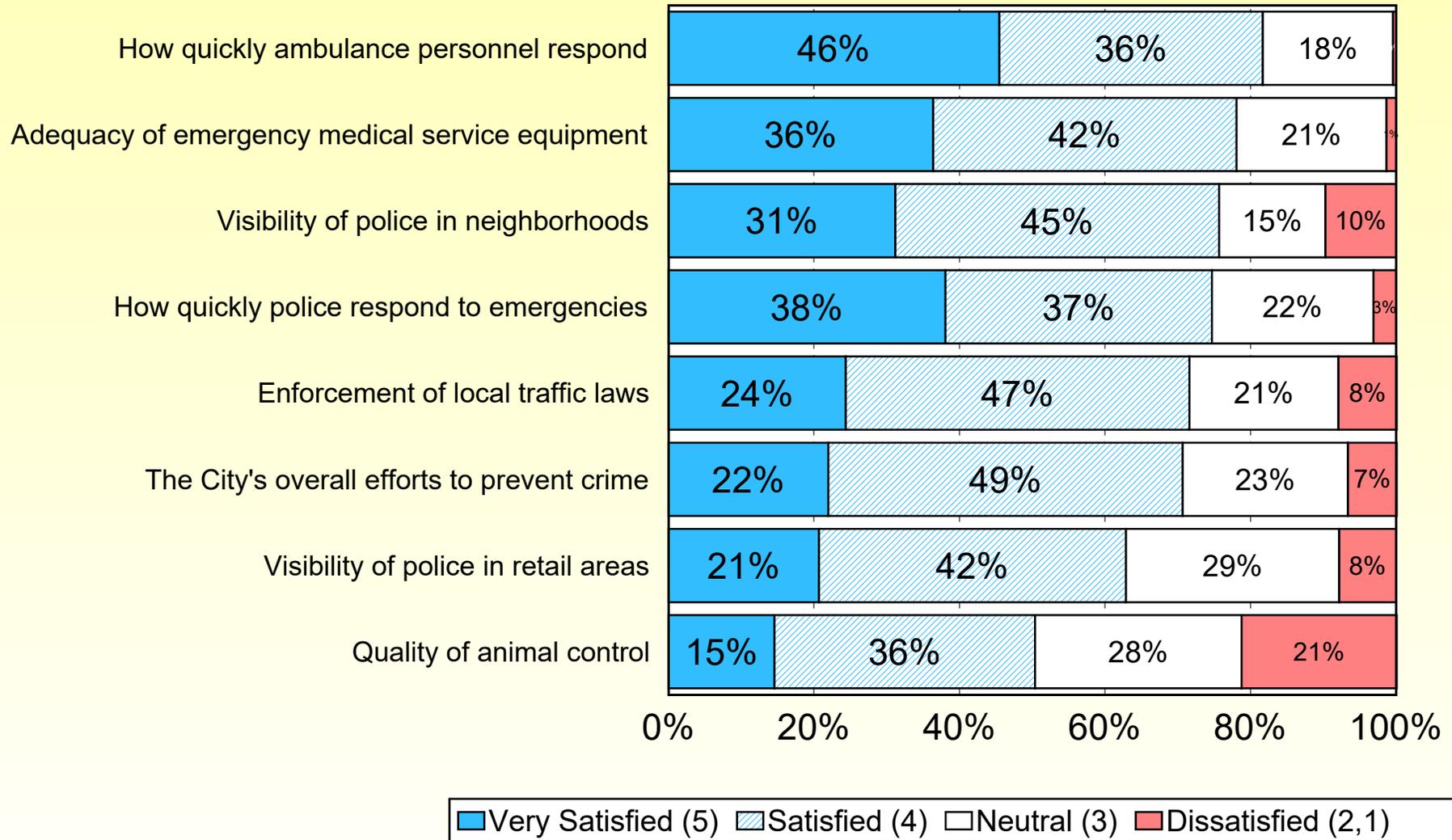
Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# PUBLIC SAFETY

*Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)*

## Q4. Satisfaction with Public Safety

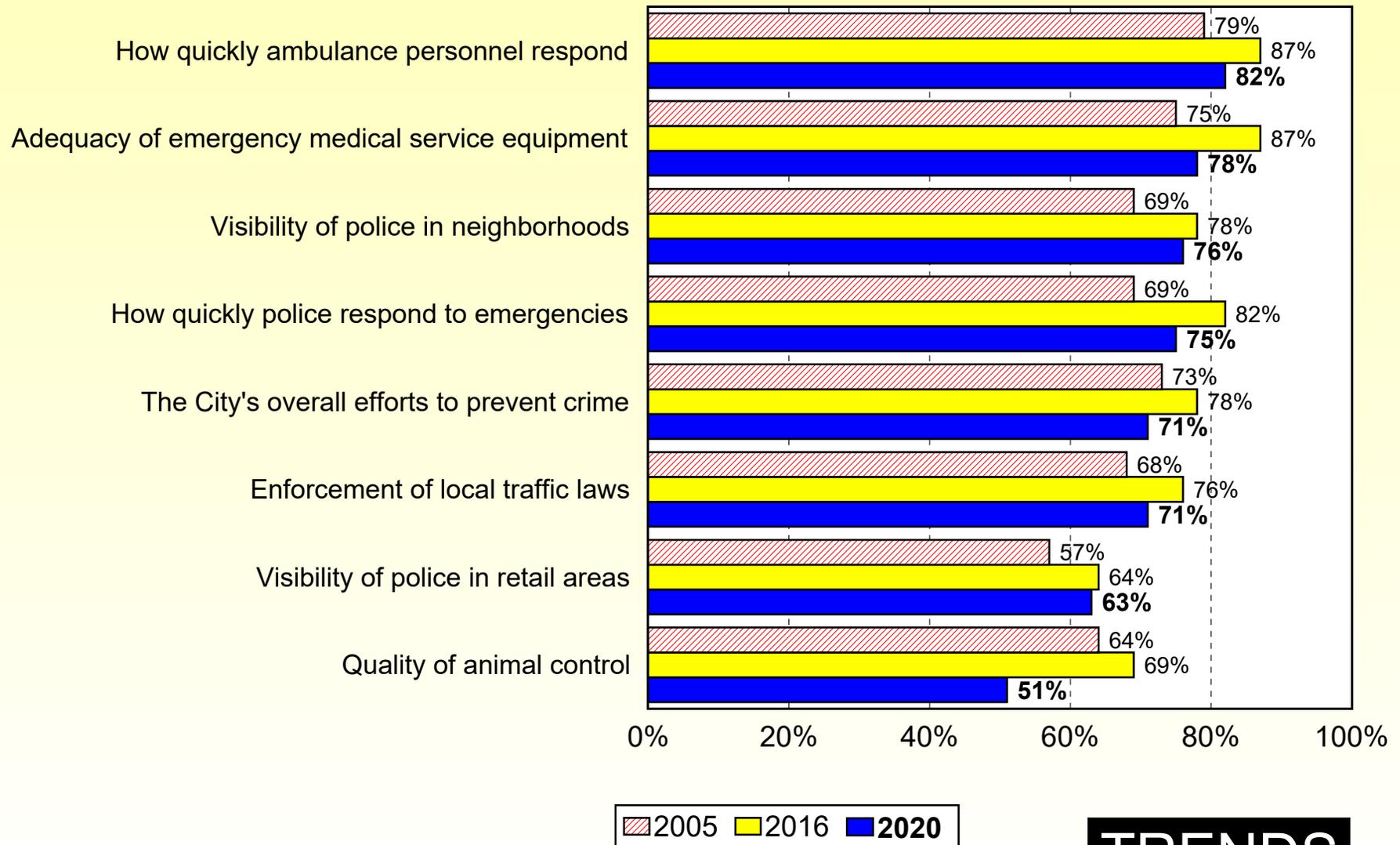
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Satisfaction With Public Safety 2005 to 2020

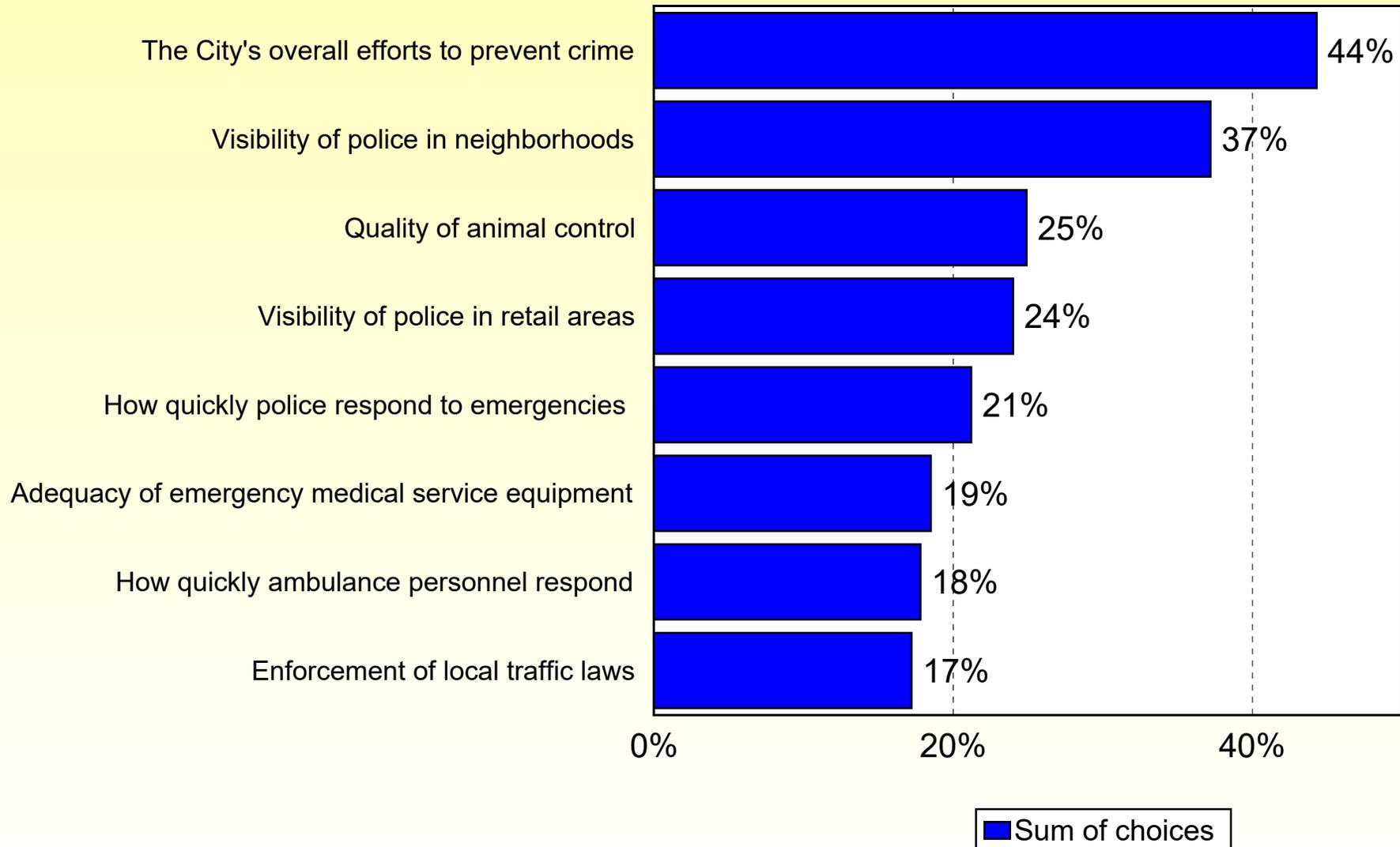
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q5. Public Safety 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



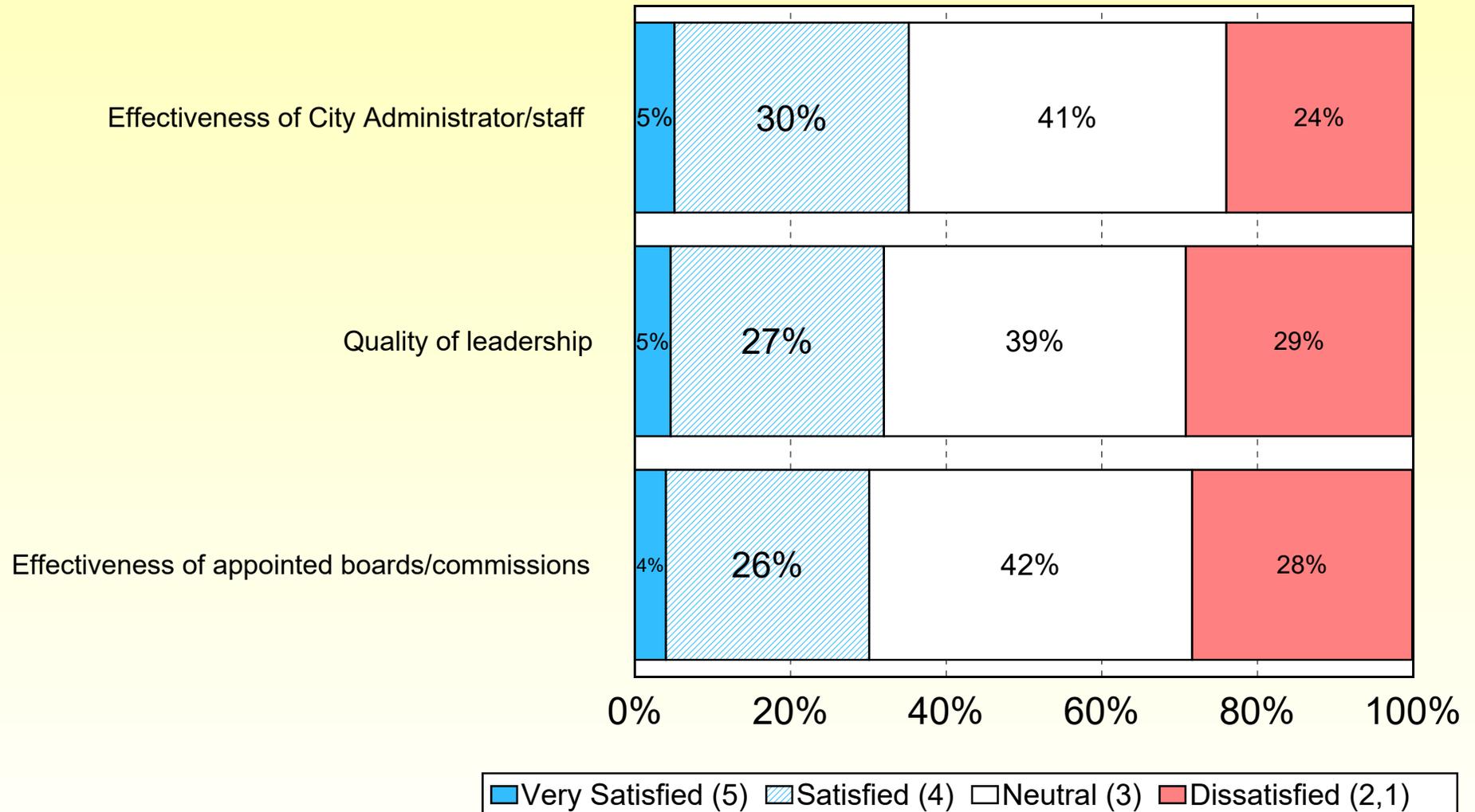
Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# OTHER ISSUES

*Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)*

## Q6. Satisfaction With City Leadership

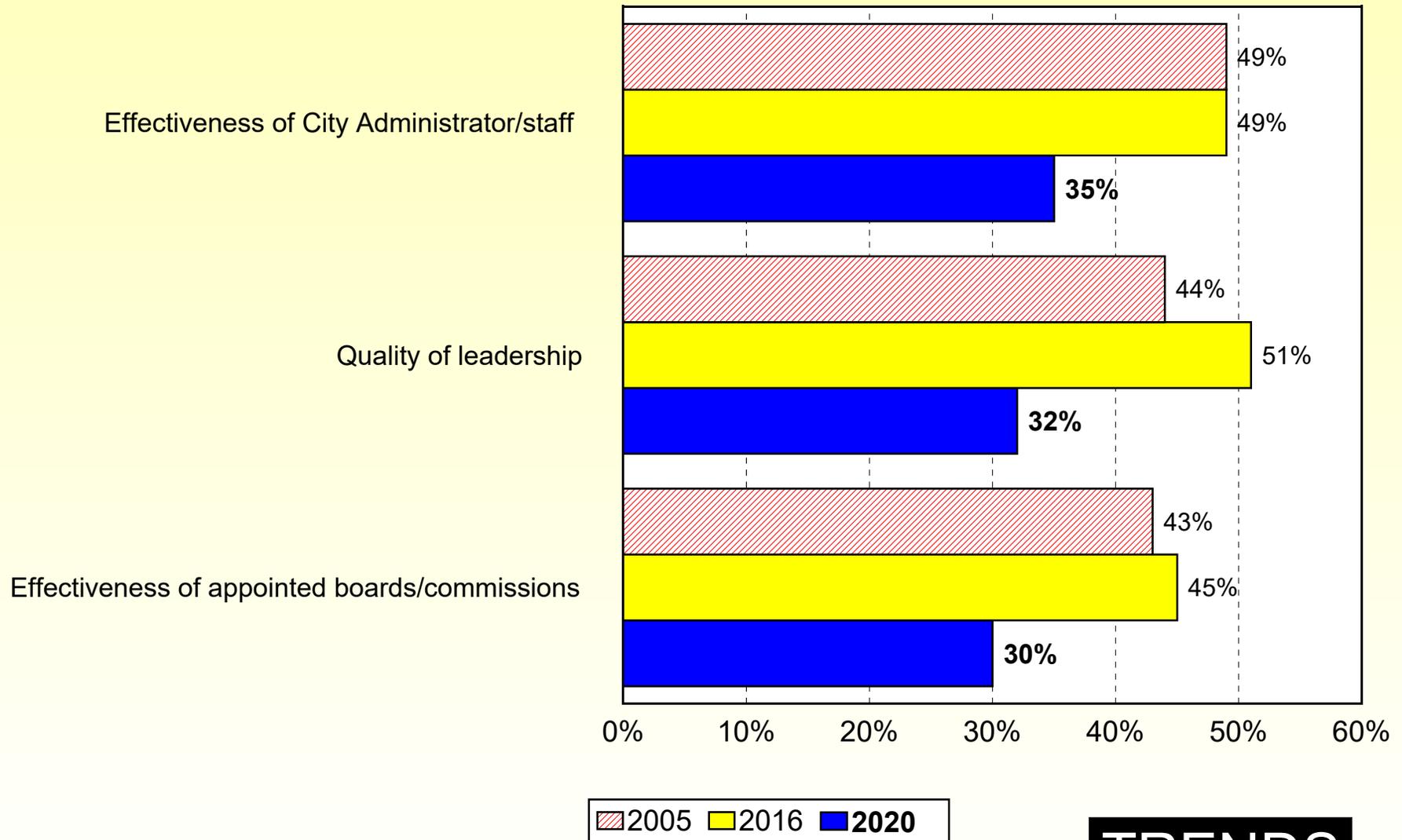
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Satisfaction With City Leadership 2005 to 2020

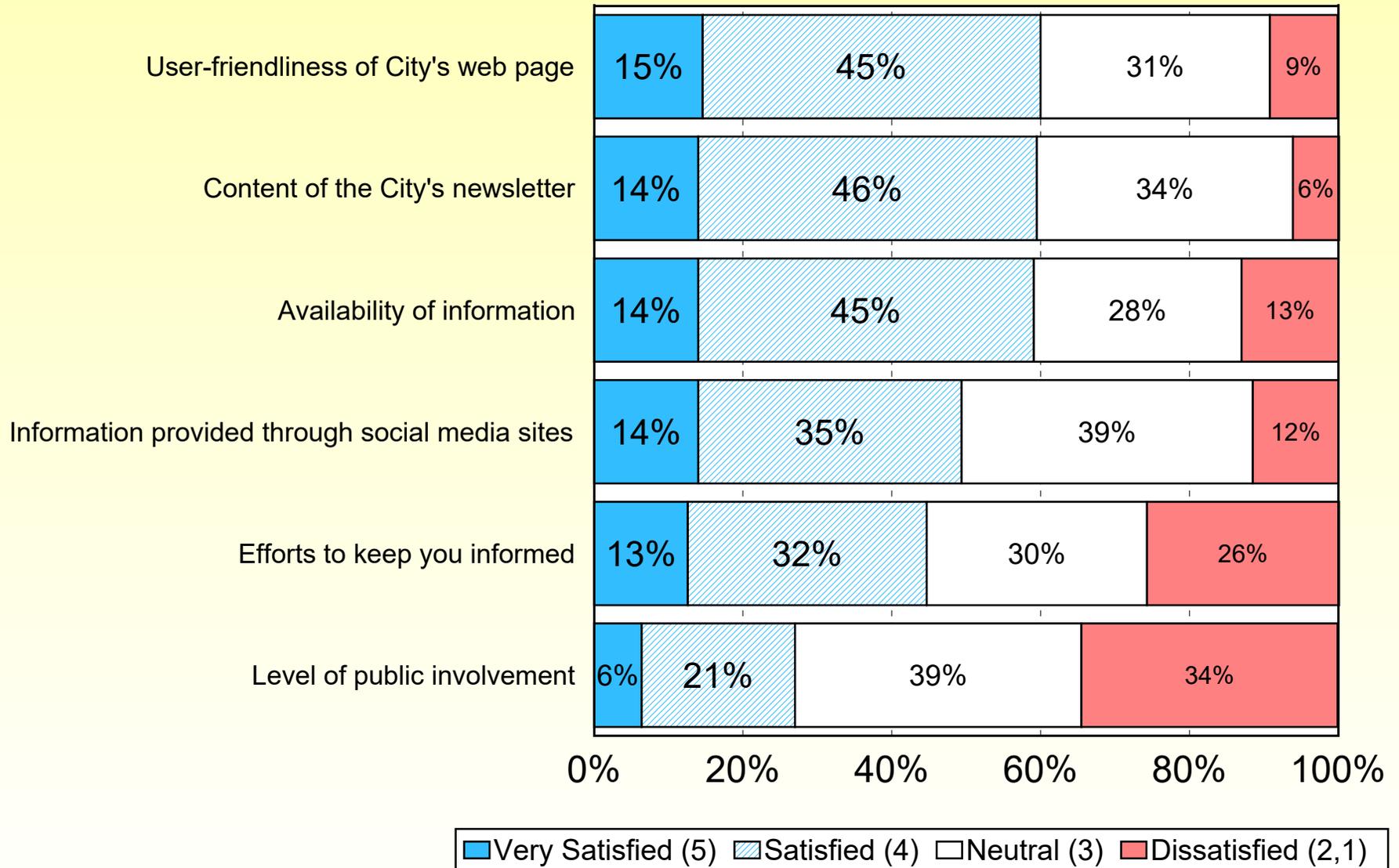
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q7. Satisfaction With City Communications

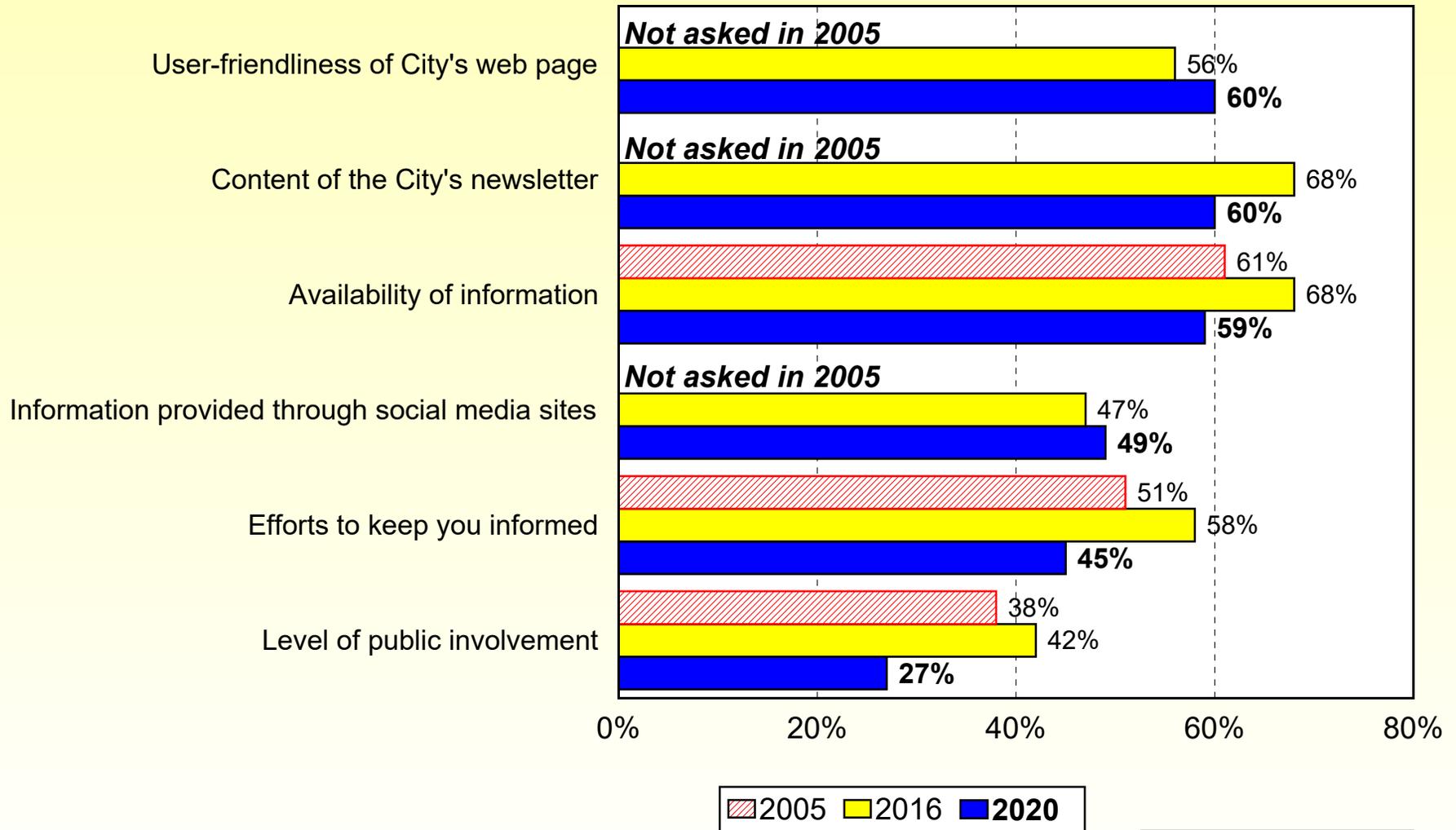
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Satisfaction With City Communications 2005 to 2020

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

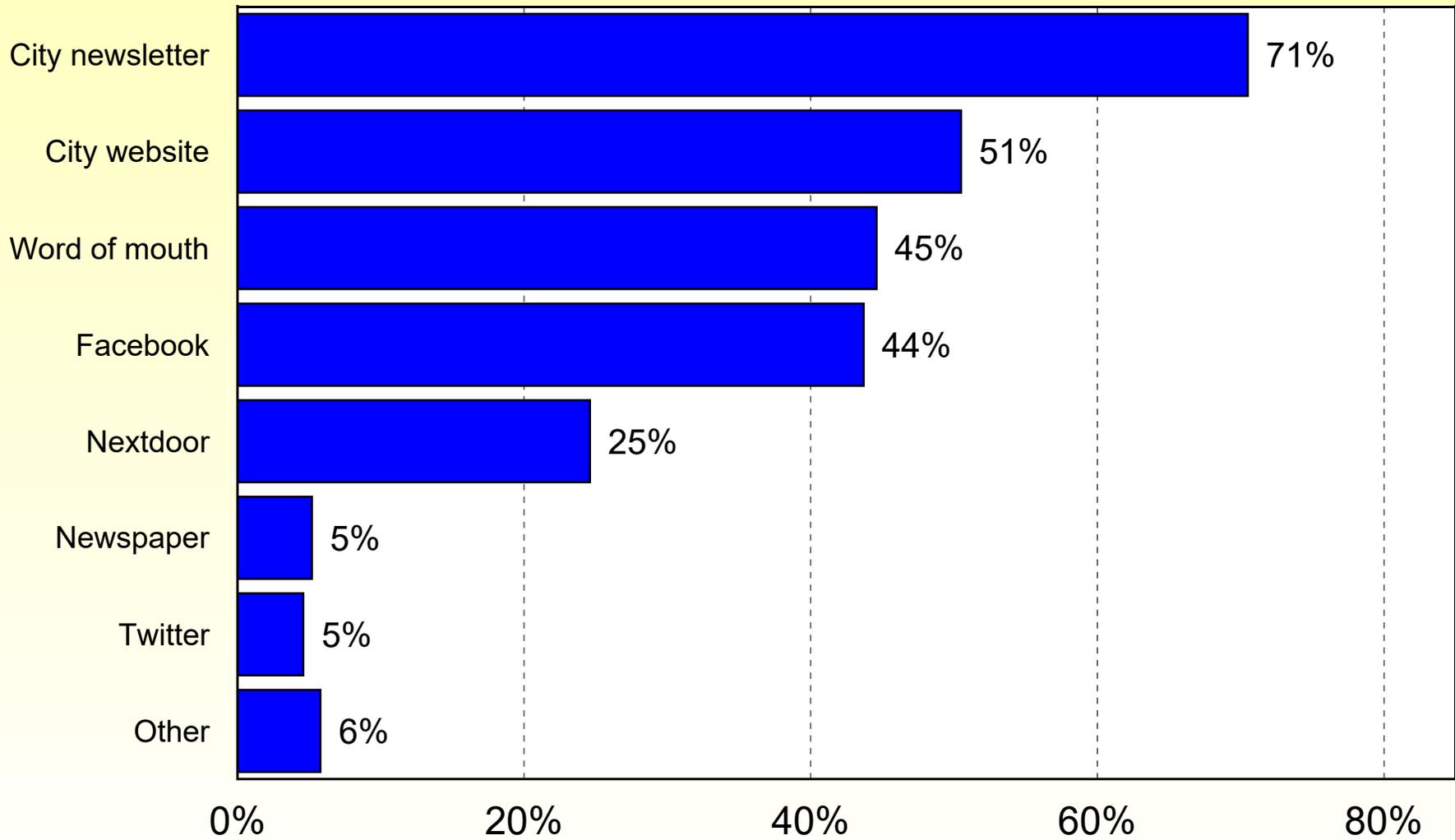


**TRENDS**

Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

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

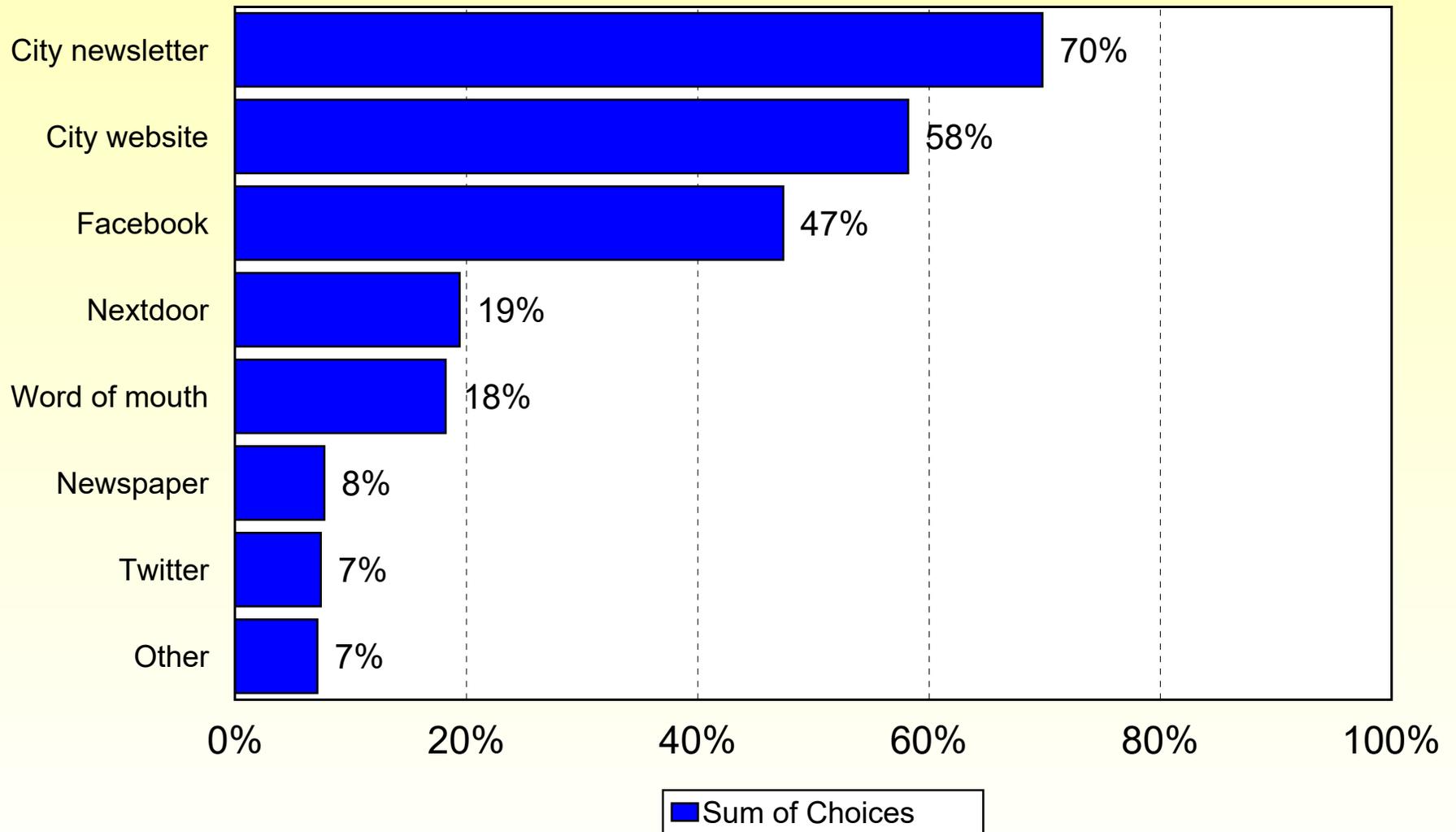
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q9. Which THREE methods of communication do you prefer?

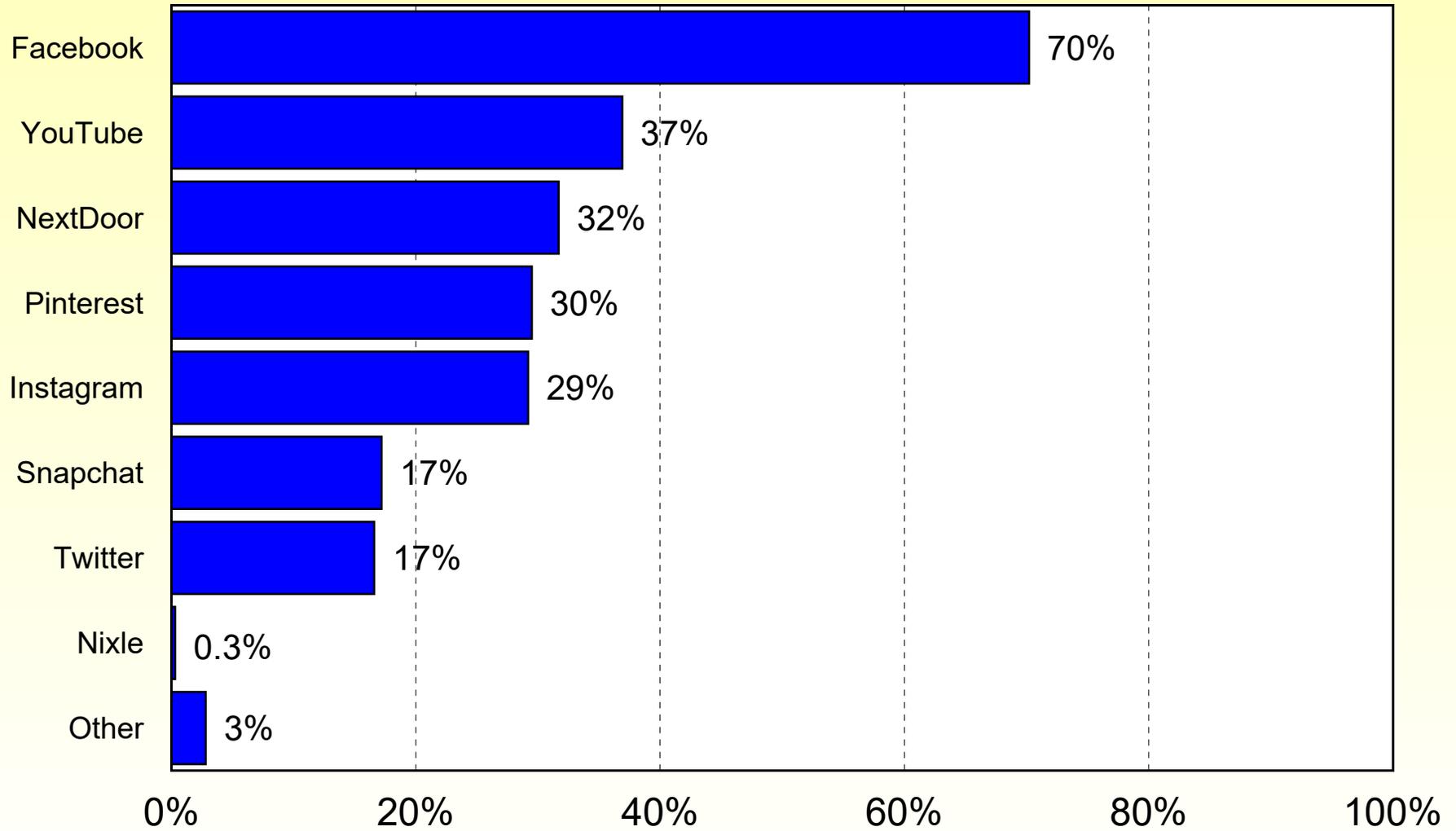
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

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

by percentage of respondents (multiple selections could be made)



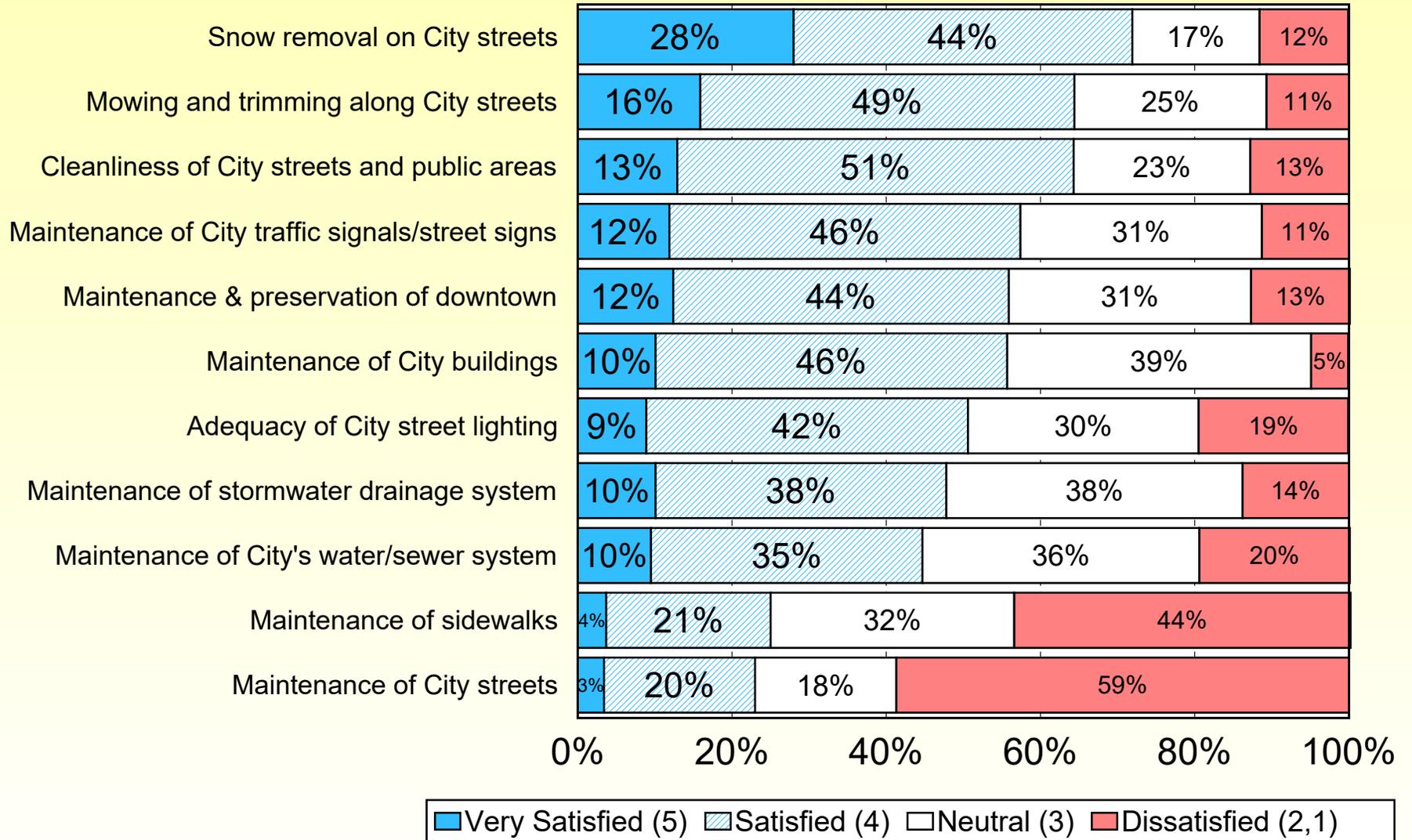
Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# CITY MAINTENANCE

*Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)*

# Q11. Satisfaction with City Maintenance

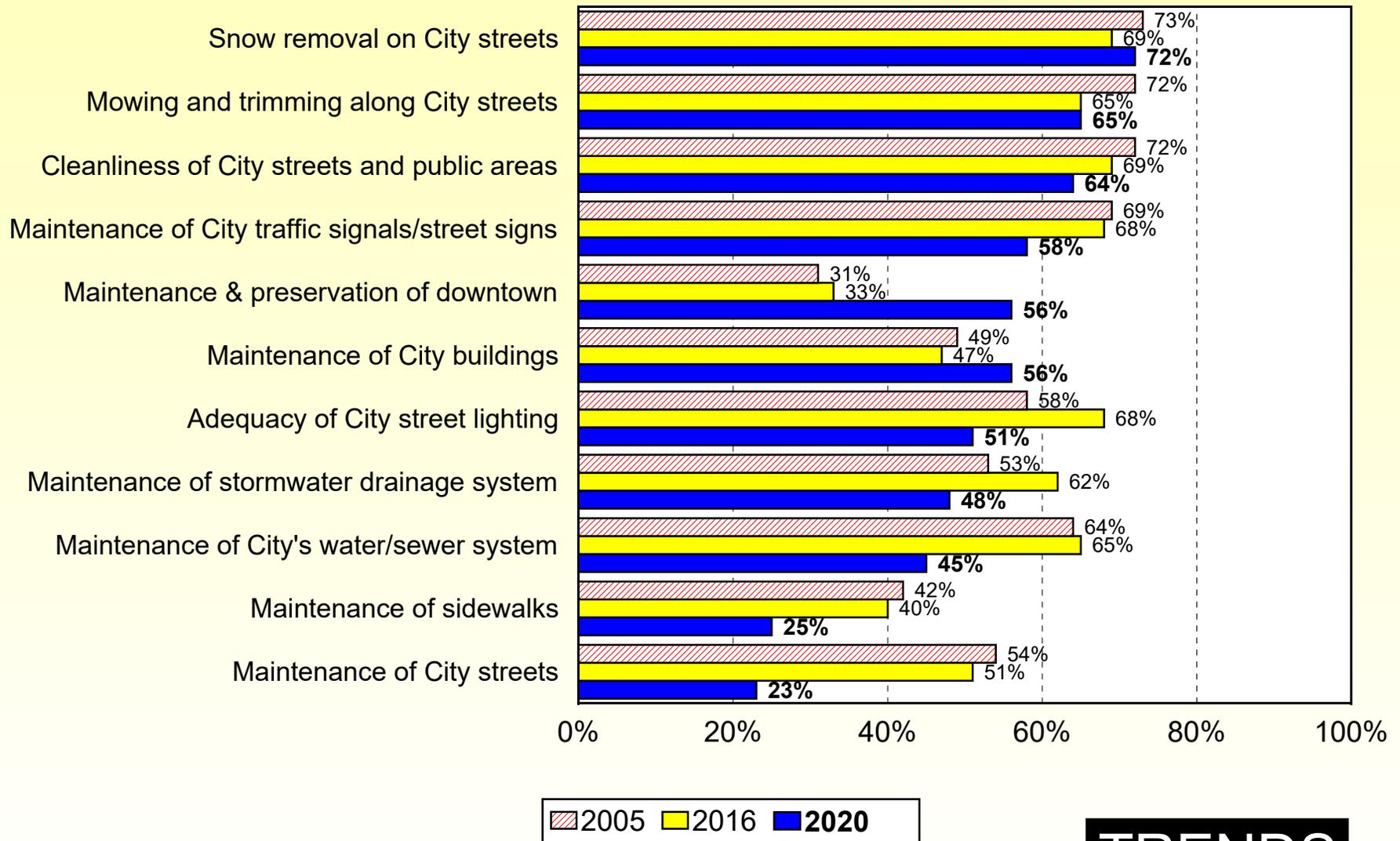
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Satisfaction With City Maintenance 2005 to 2020

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

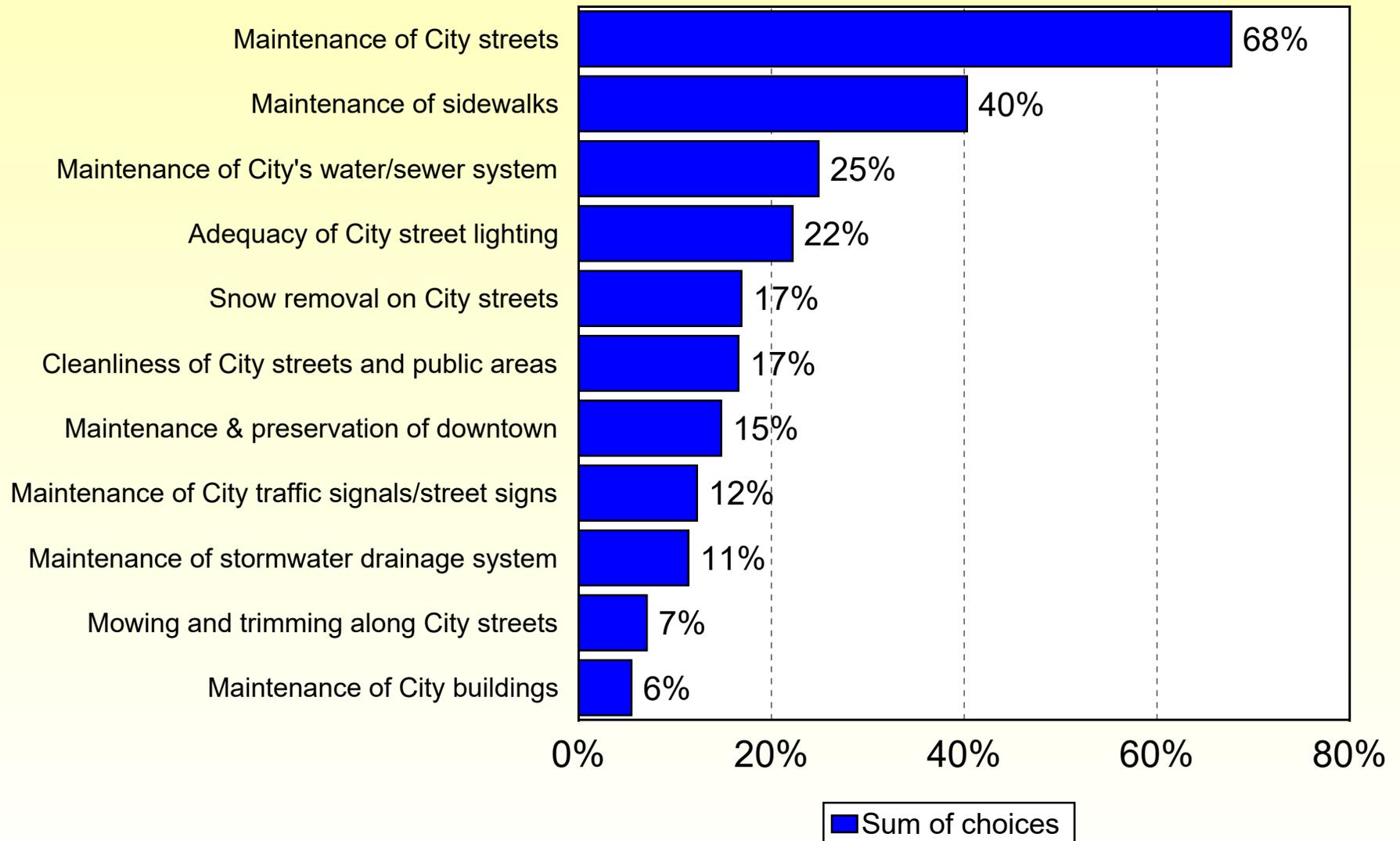


Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)



# 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



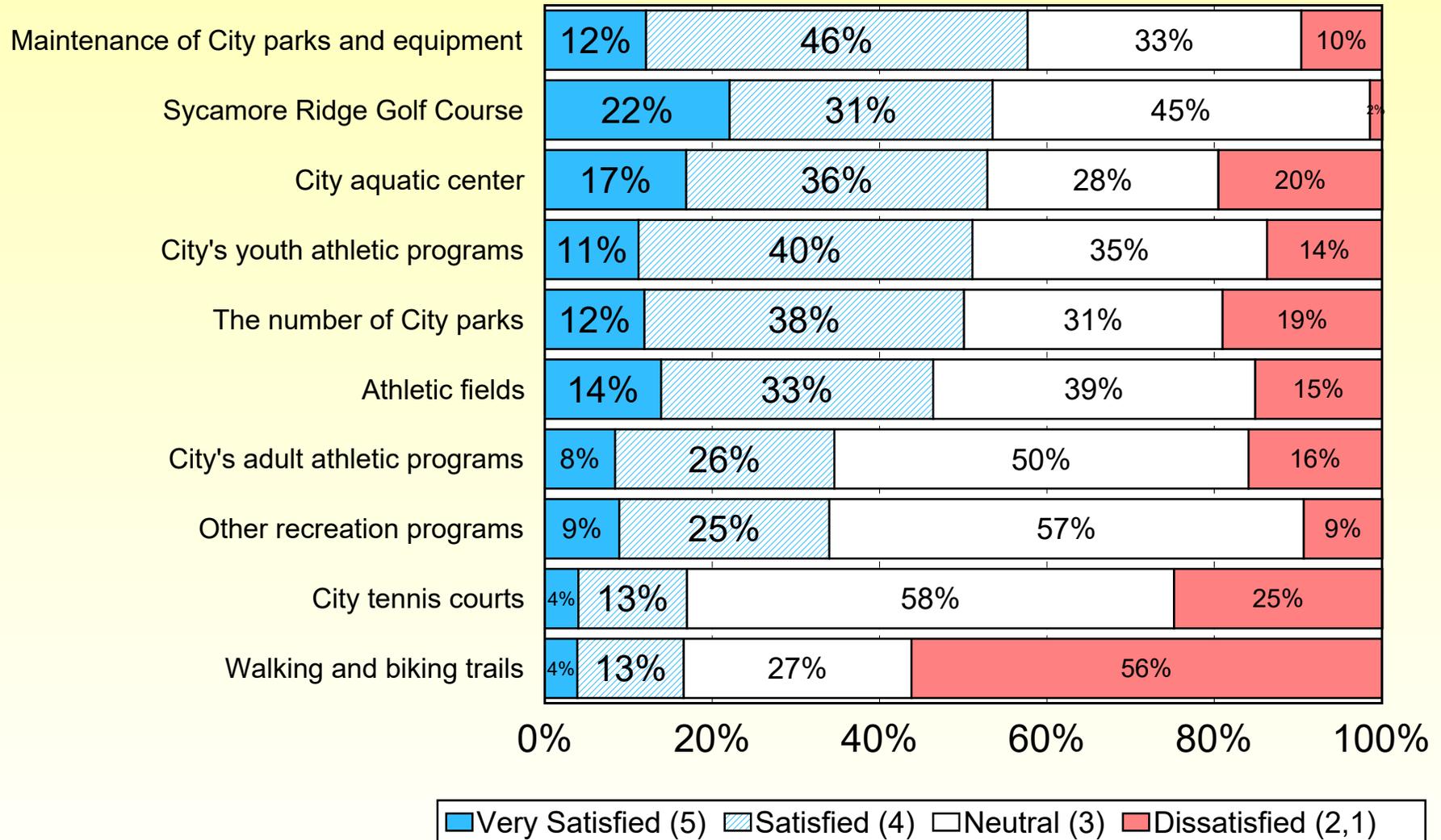
Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# PARKS & RECREATION

*Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)*

# Q13. Satisfaction With Parks and Recreation

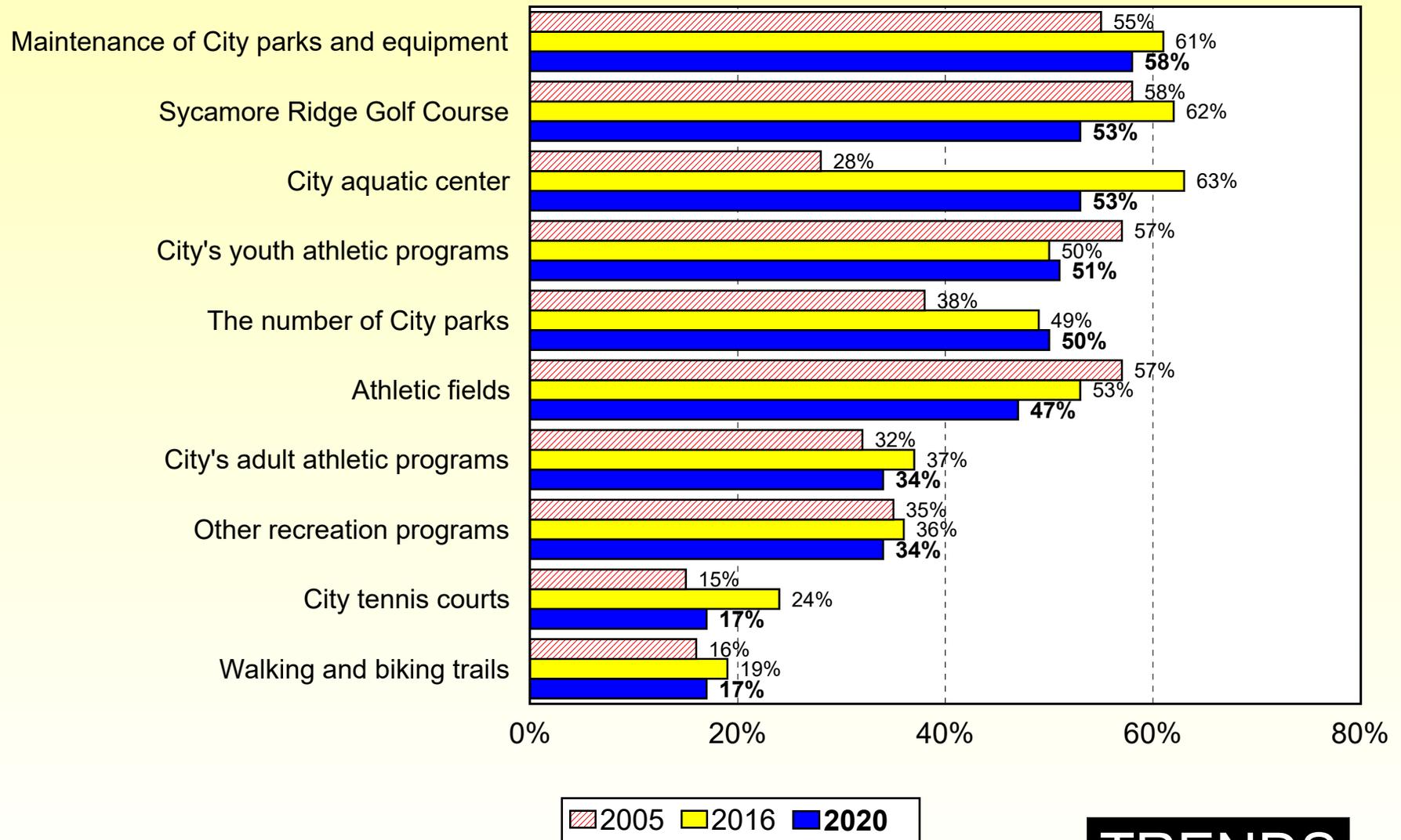
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Satisfaction With Parks and Recreation 2005 to 2020

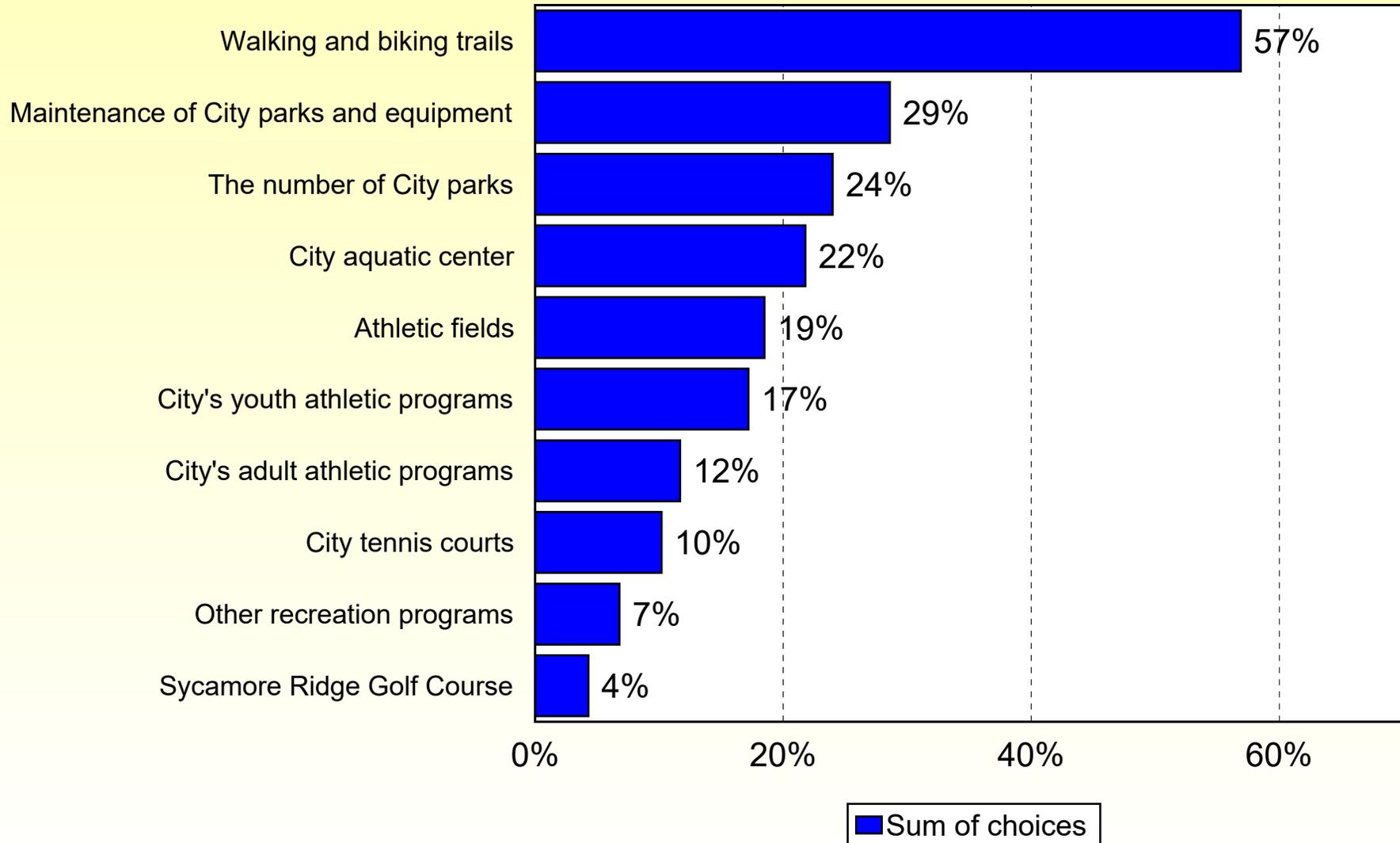
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q14. Parks and Recreation 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



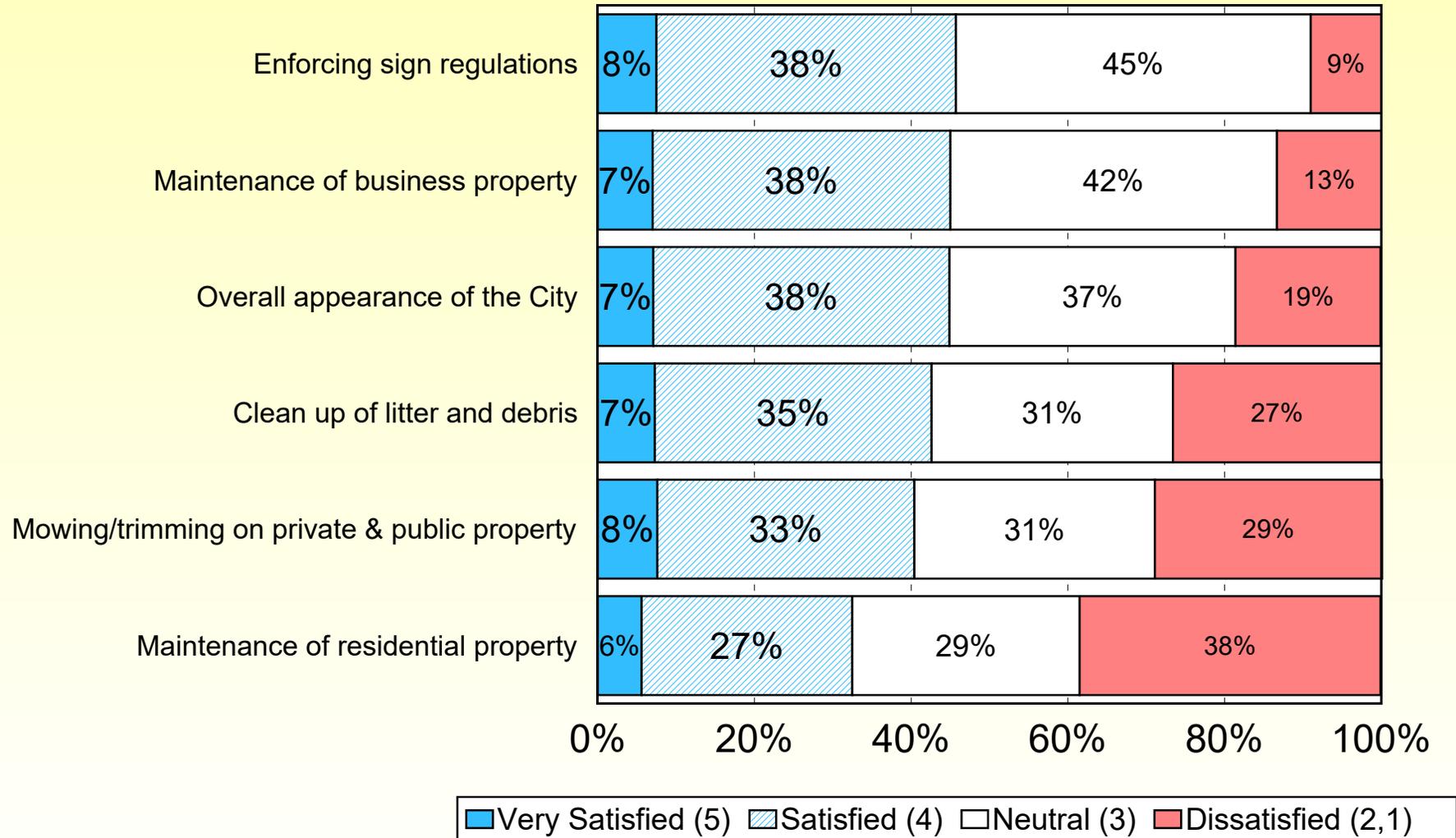
Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# CITY CODES AND ORDINANCES

*Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)*

## Q15. Satisfaction With Enforcement of Codes and Ordinances

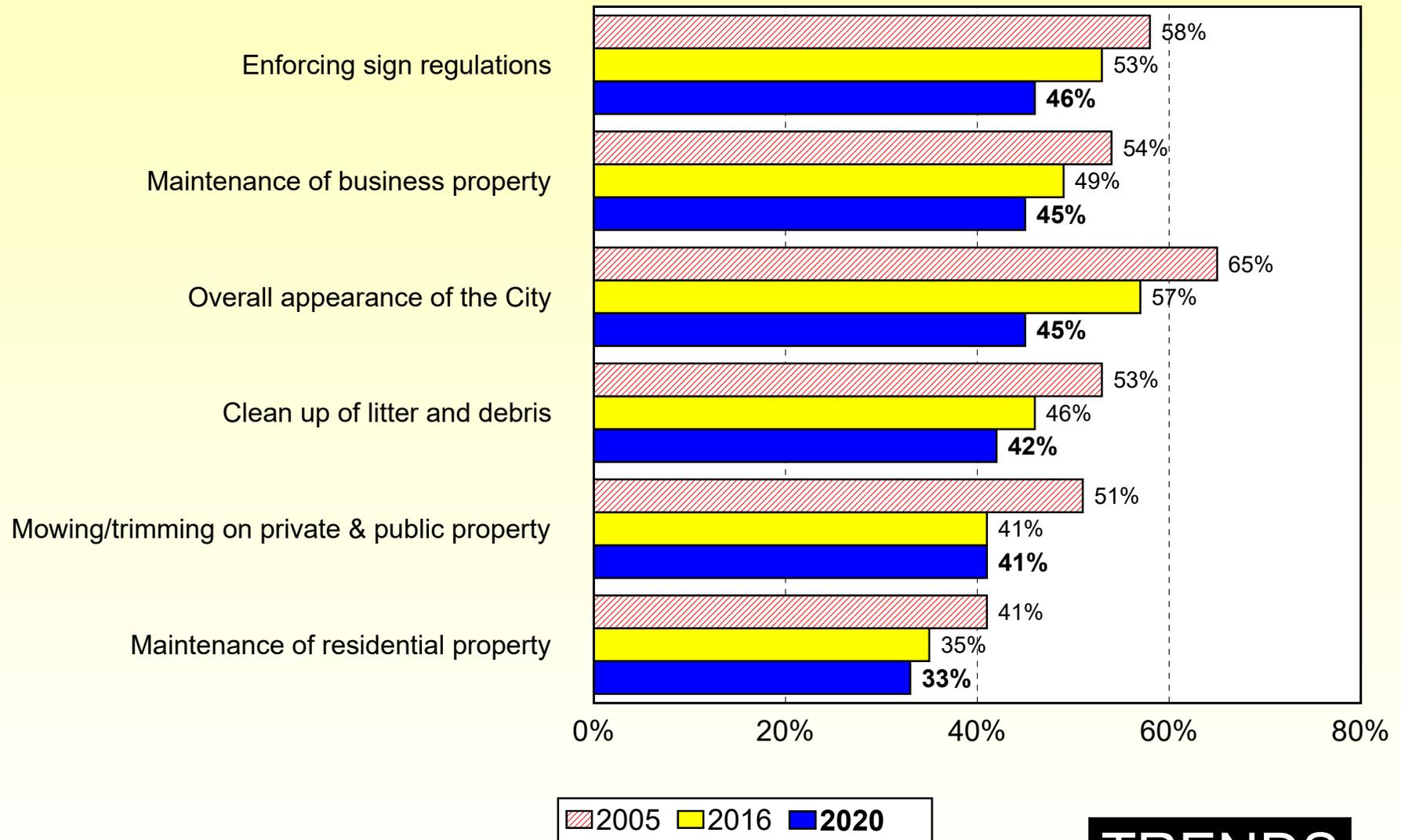
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Satisfaction With Enforcement of Codes and Ordinances - 2005 to 2020

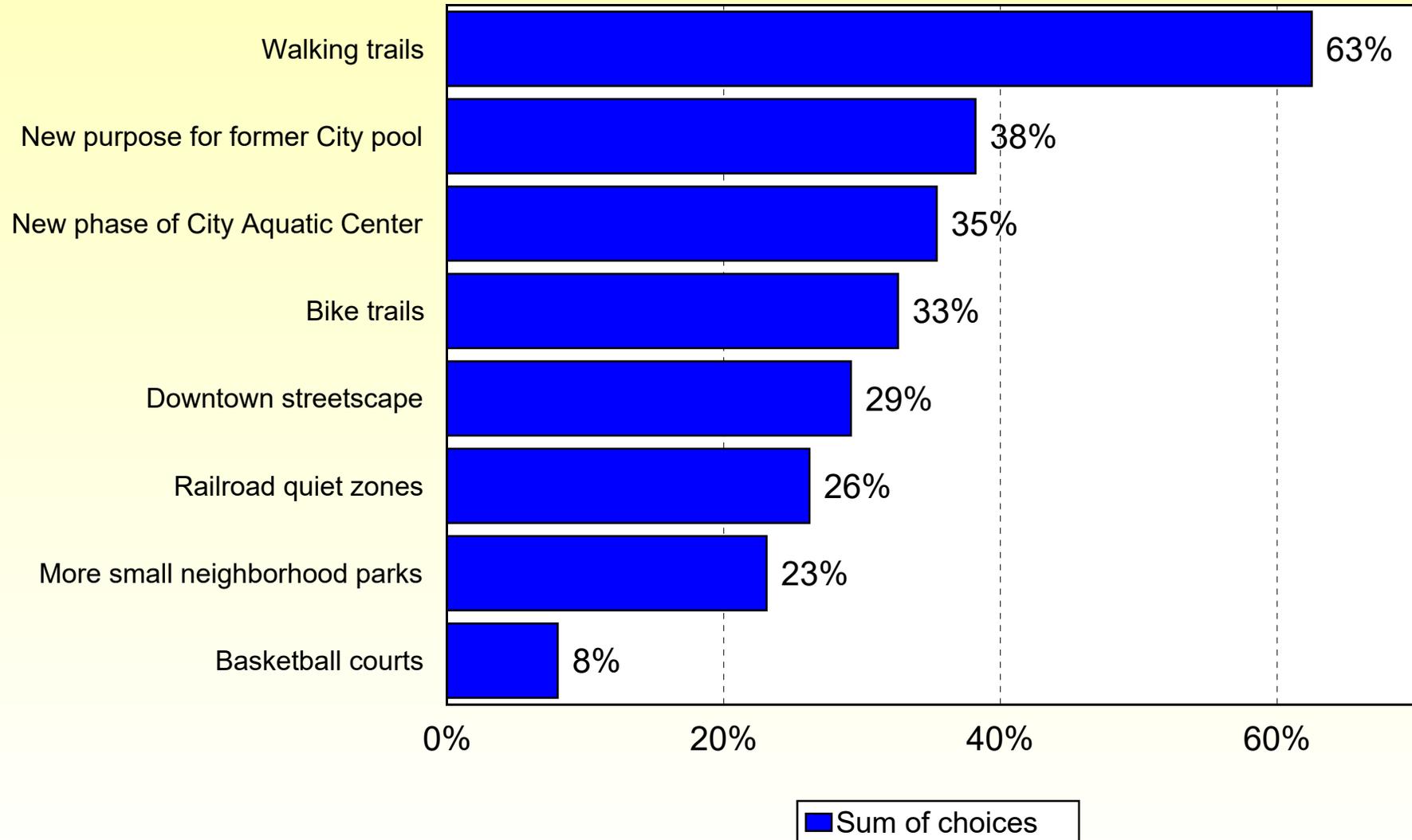
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q16. THREE Future Projects That the City Should Prioritize Over the Next Five Years

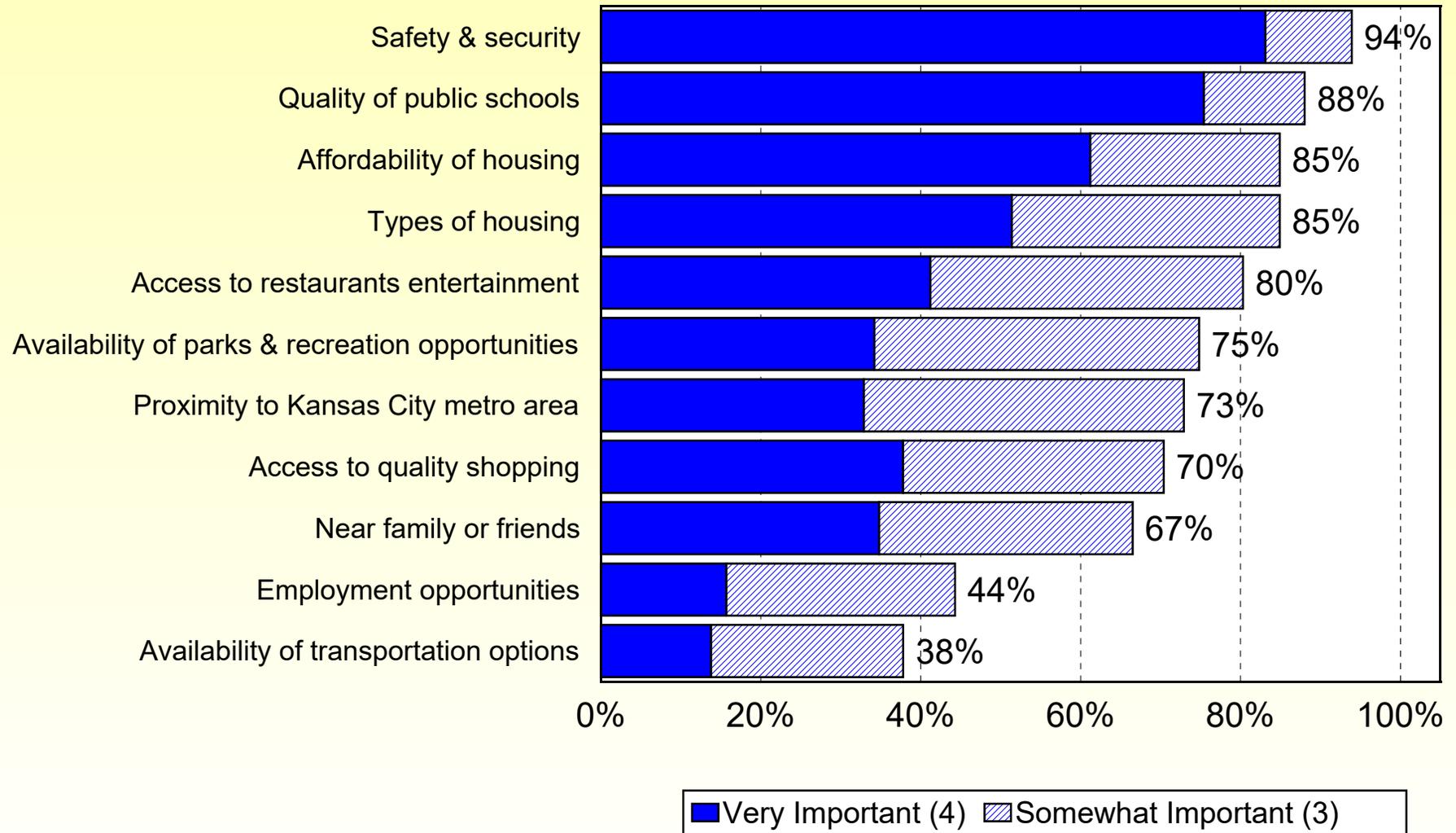
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q17. Importance of Various Reasons for Living in Spring Hill

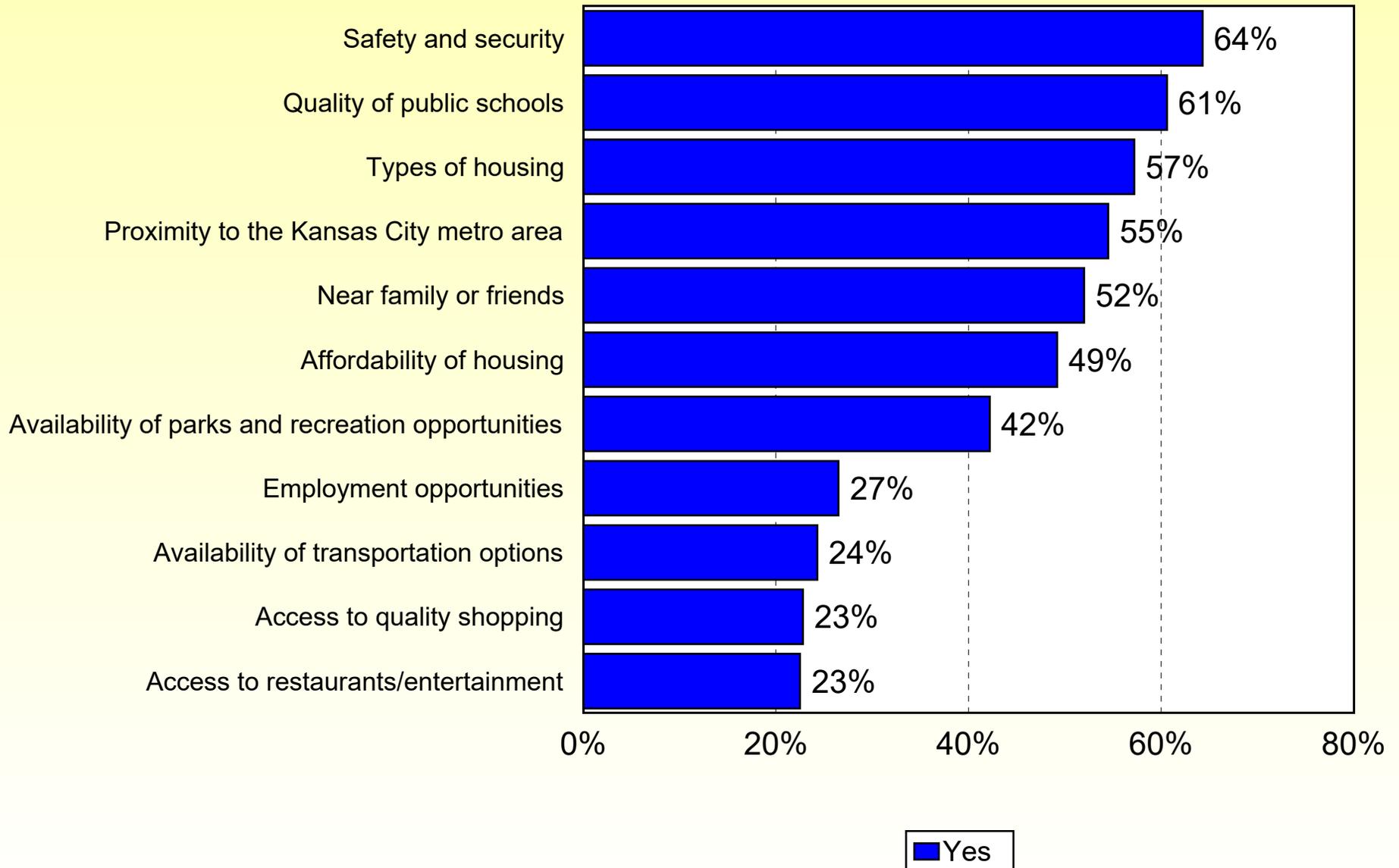
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

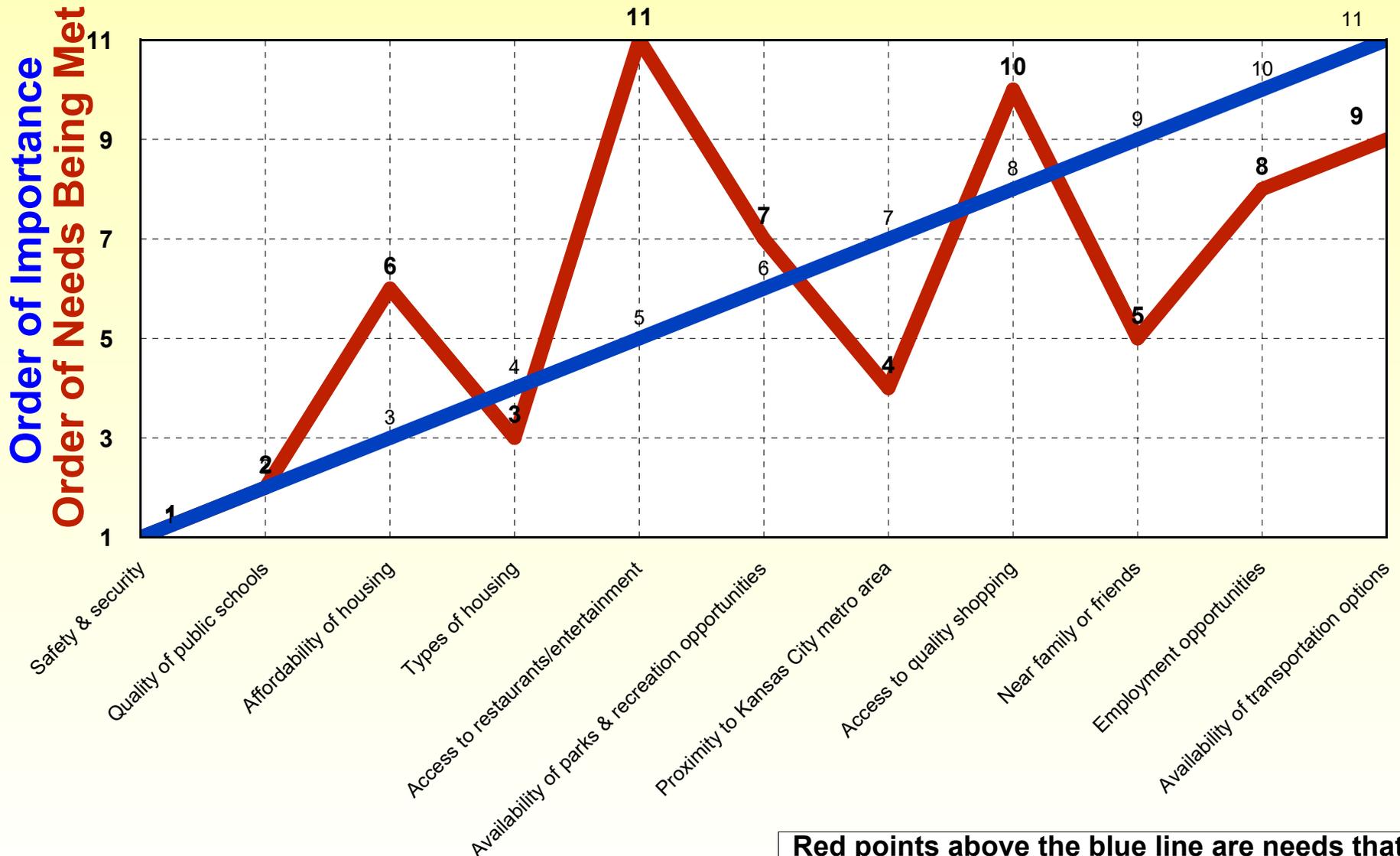
# Q17. Are your needs being met in Spring Hill?

by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# The Importance of Various Reasons for Choosing to Live in Spring Hill vs. Needs Being Met in Spring Hill

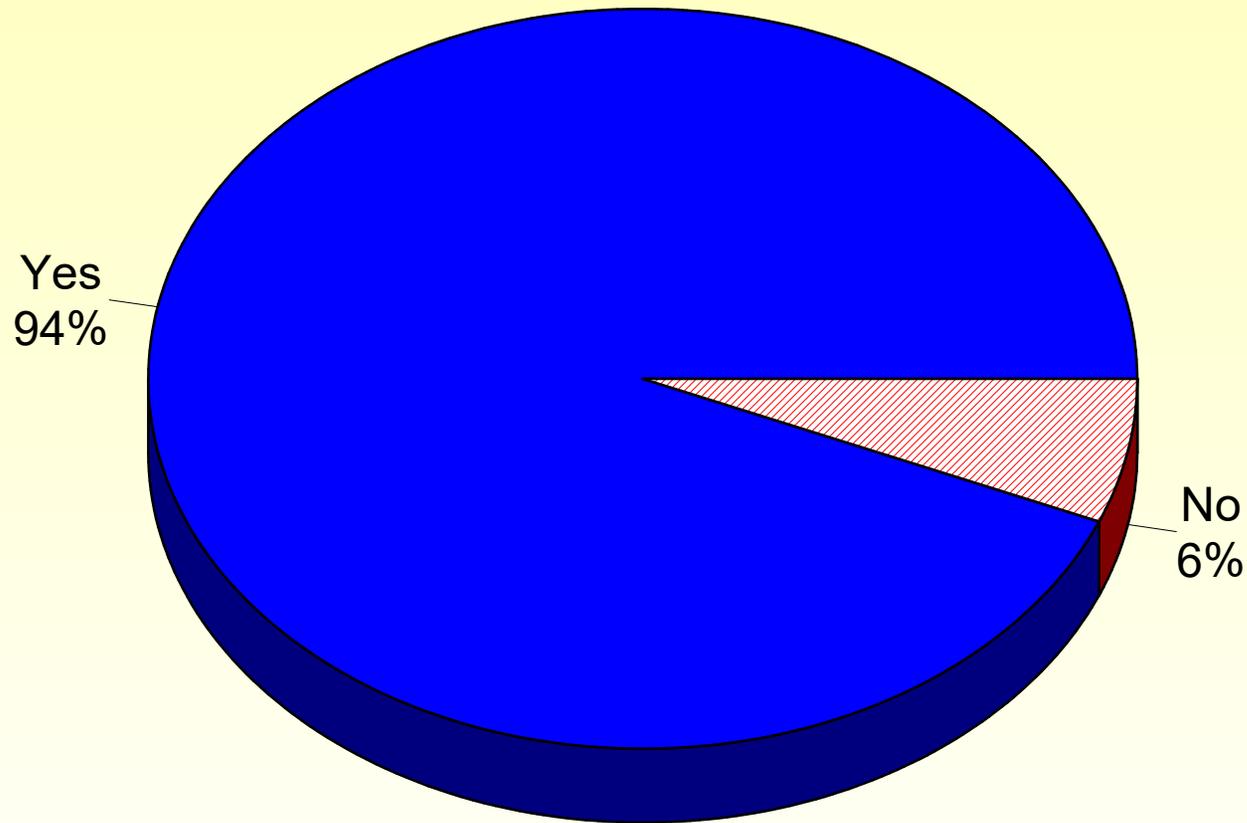


Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

**Red points above the blue line are needs that are not being met relative to their importance.**

# Q18. Do you have access to the Internet?

by percentage of respondents (excluding "not provided")

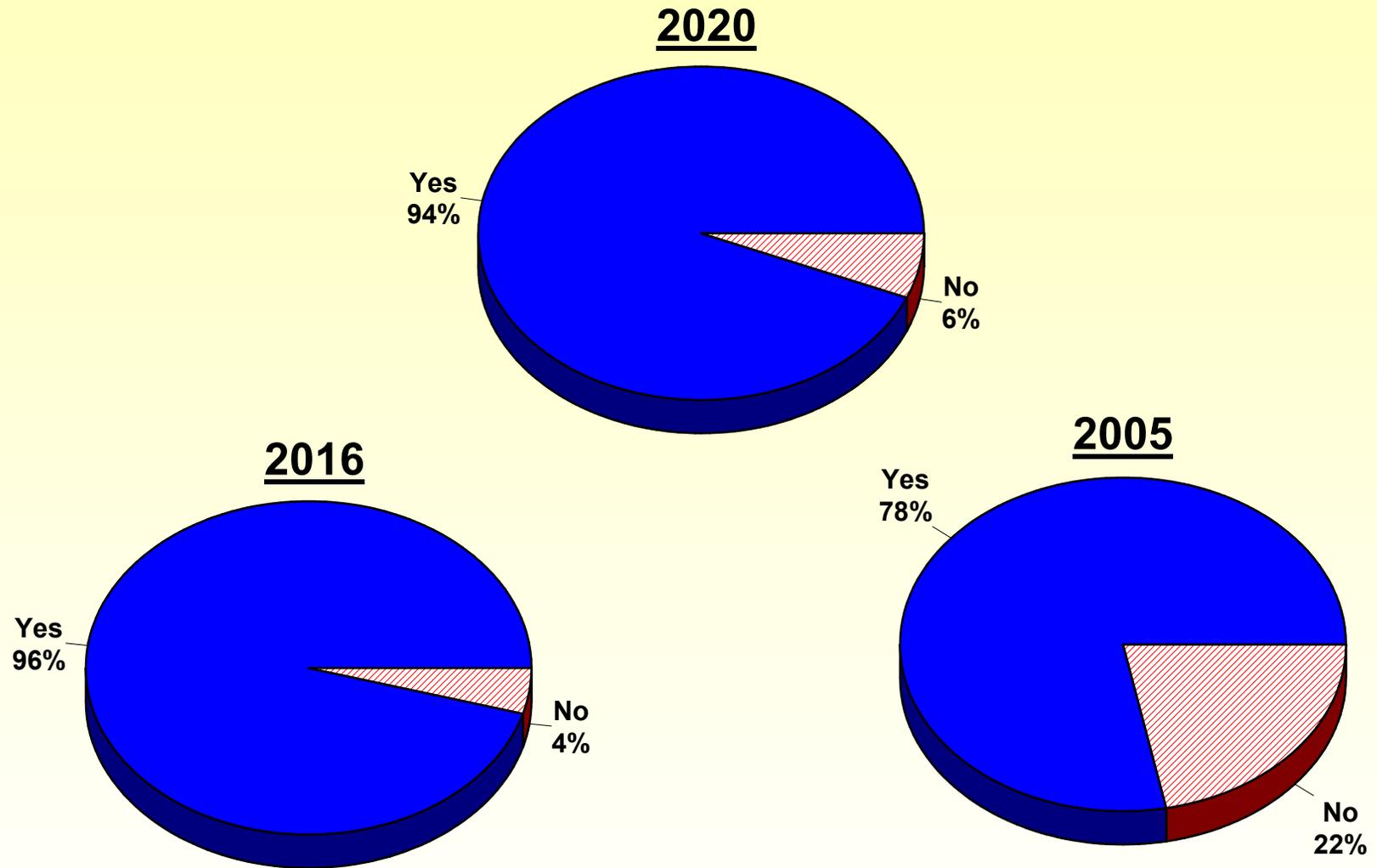


Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q18. Do you have access to the Internet?

## 2005 to 2020

by percentage of respondents

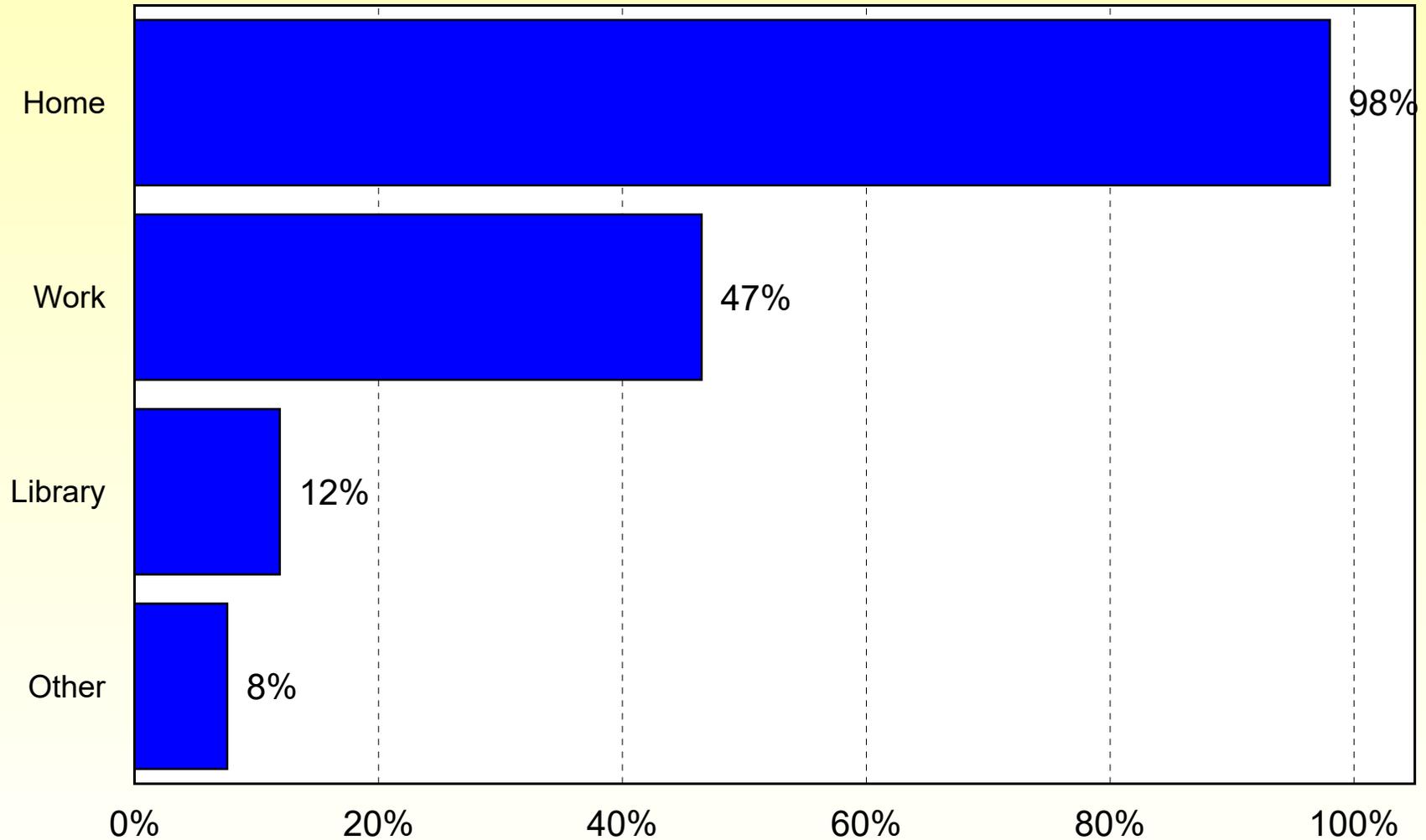


**TRENDS**

Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q18a. Where Residents Have Access to the Internet

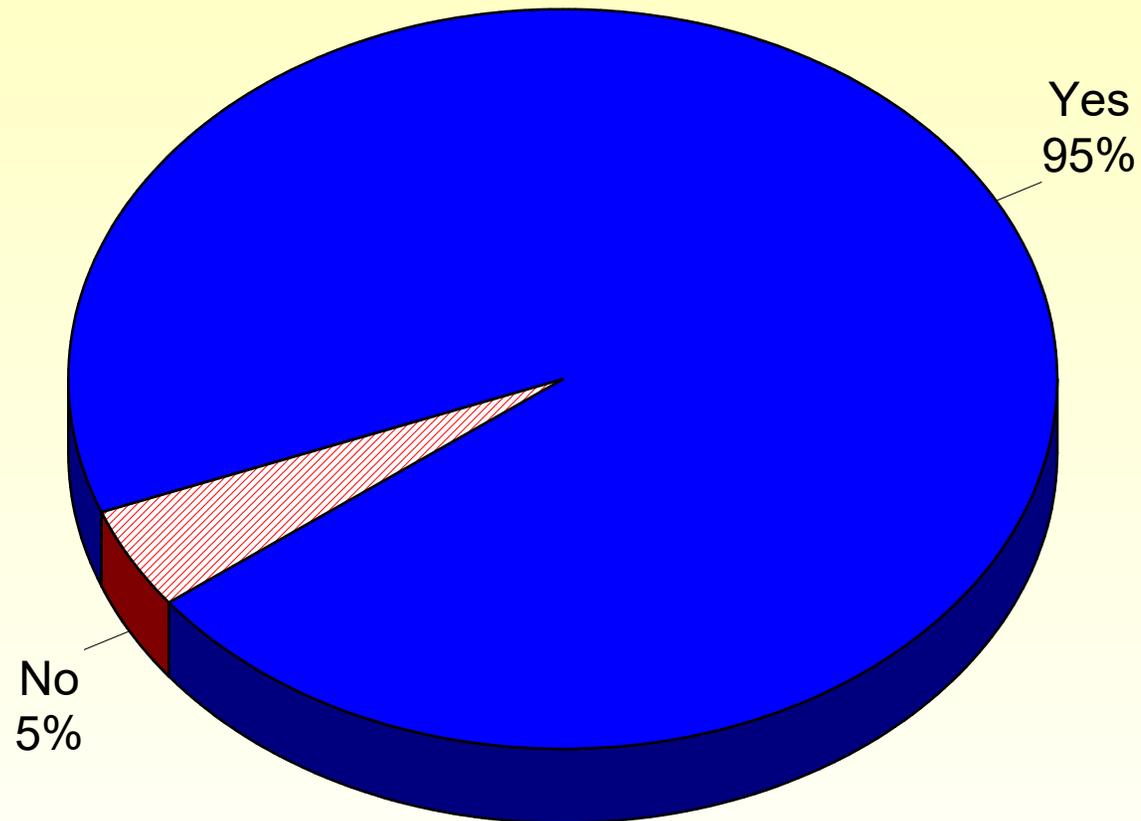
by percentage of respondents who indicated that they have access to the internet



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

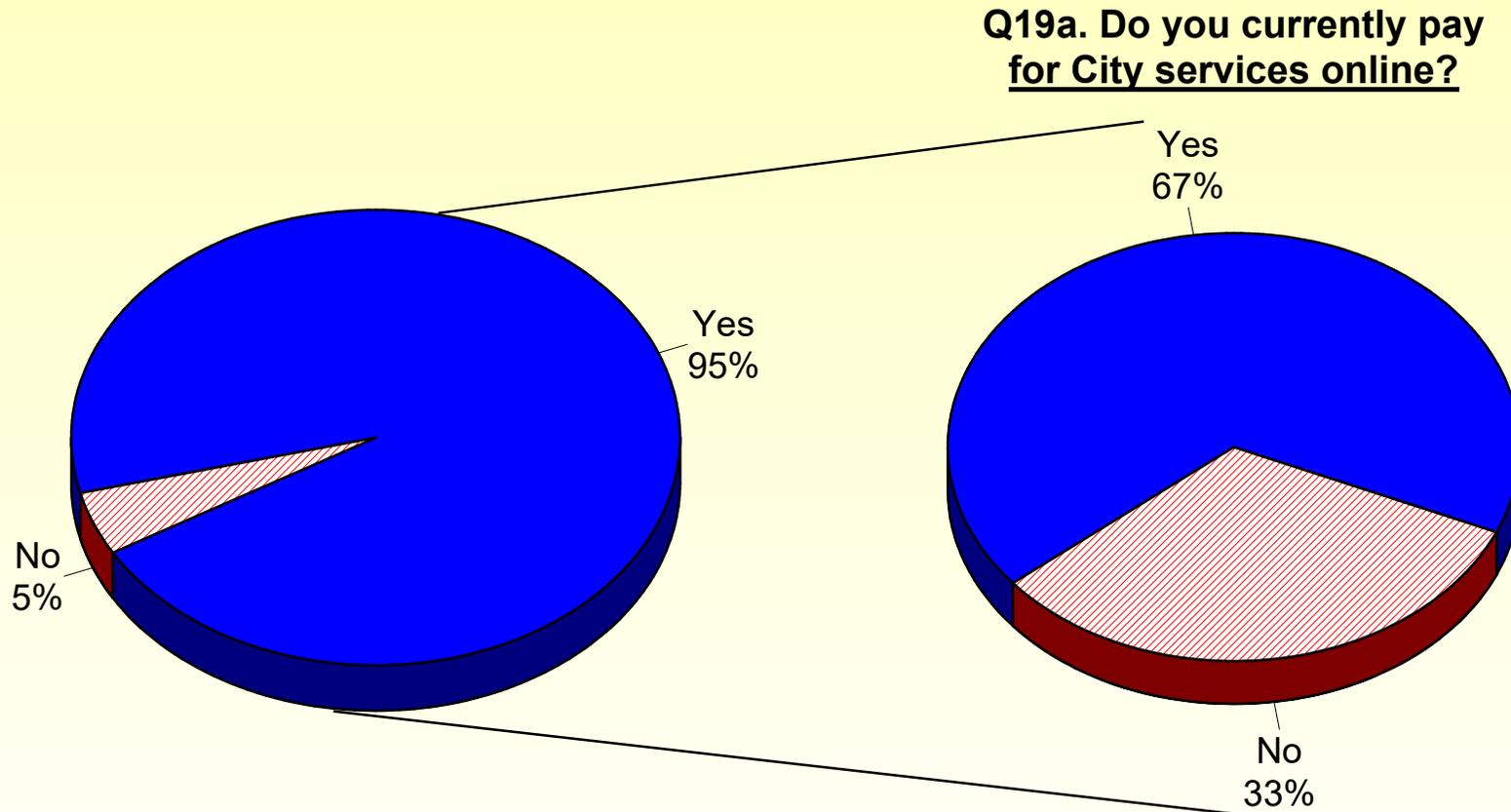
# Q19. Were you aware that you could pay for City services online?

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



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

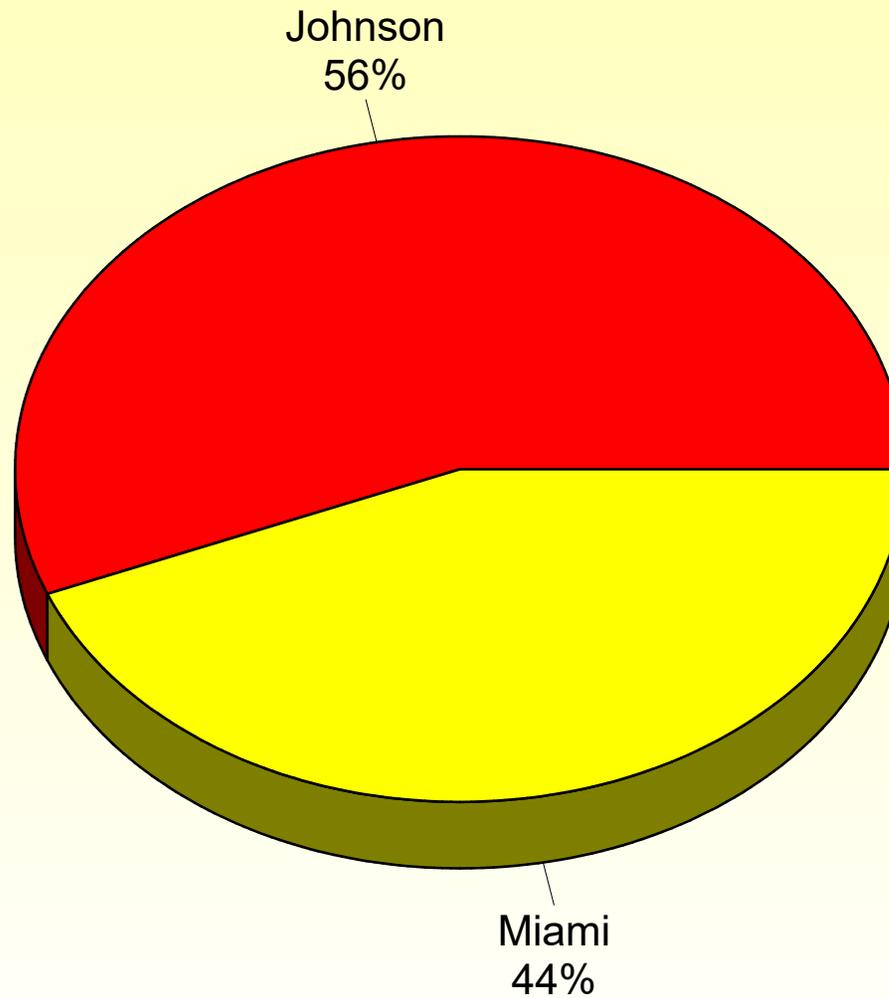
# Q19. Were you aware that you could pay for City services online?



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

## Q20. Demographics: In which county do you live?

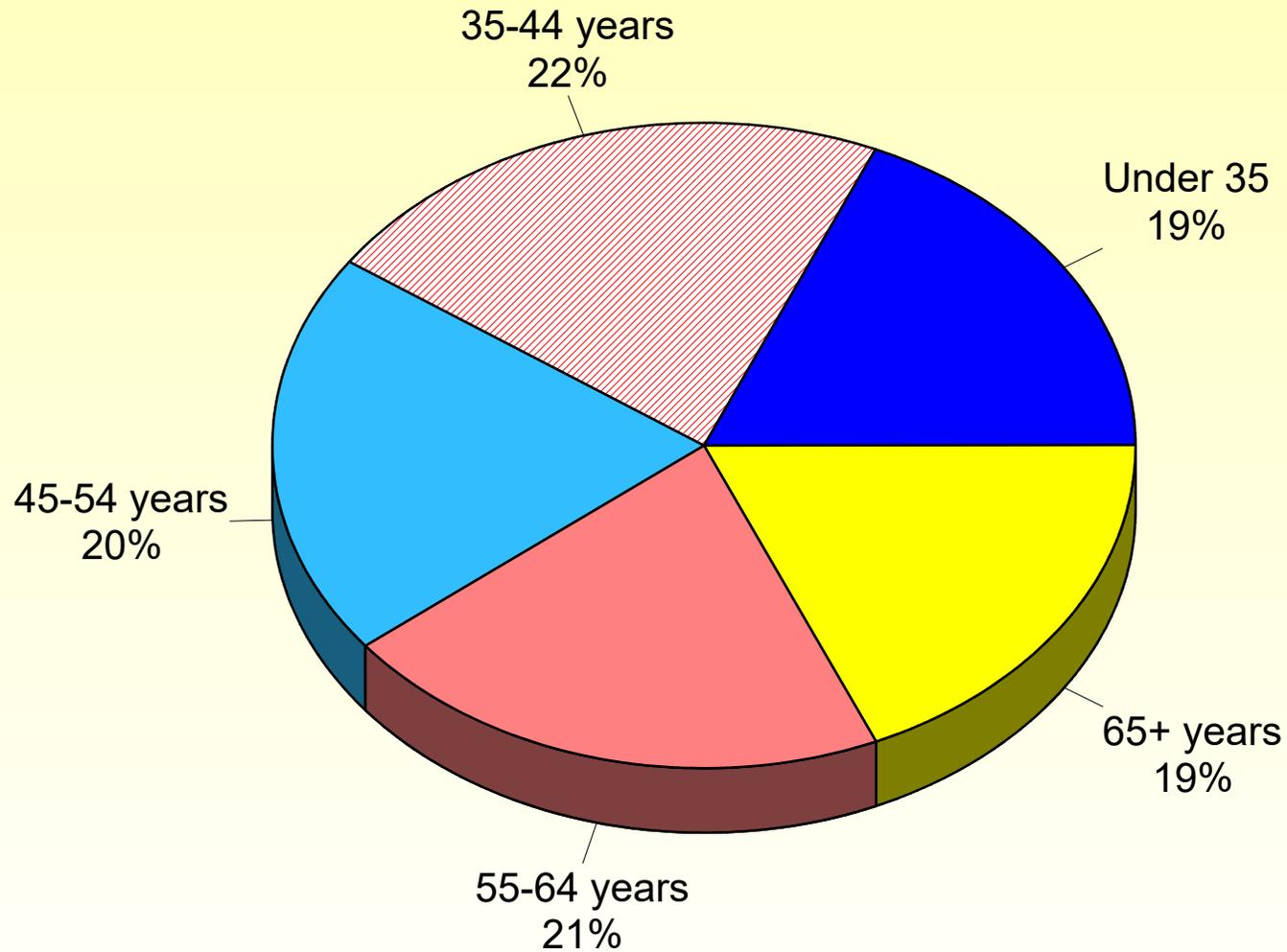
by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q21. Demographics: Age of Respondents

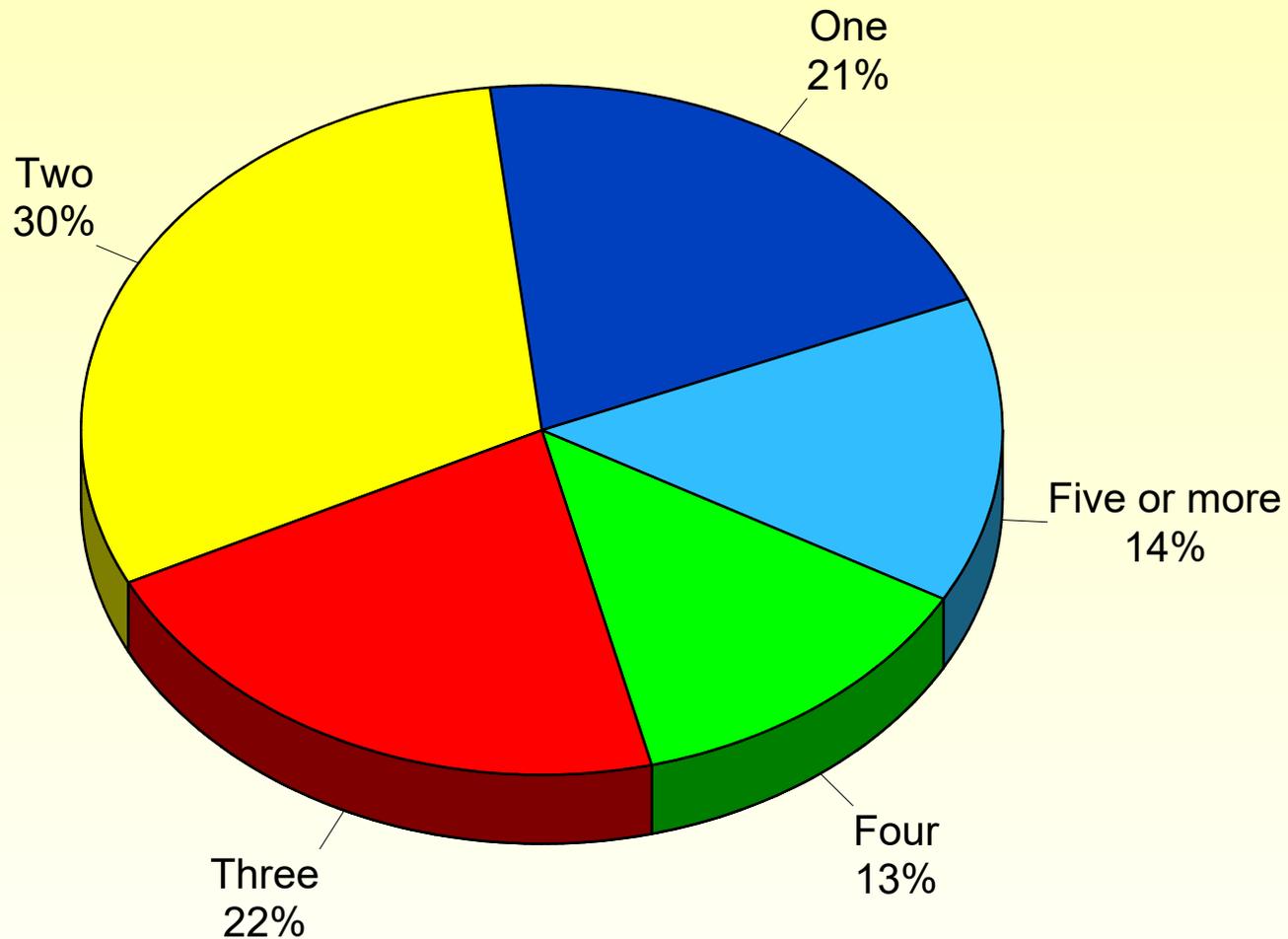
by percentage of respondents (without “not provided”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q22. Demographics: Number of People in Household

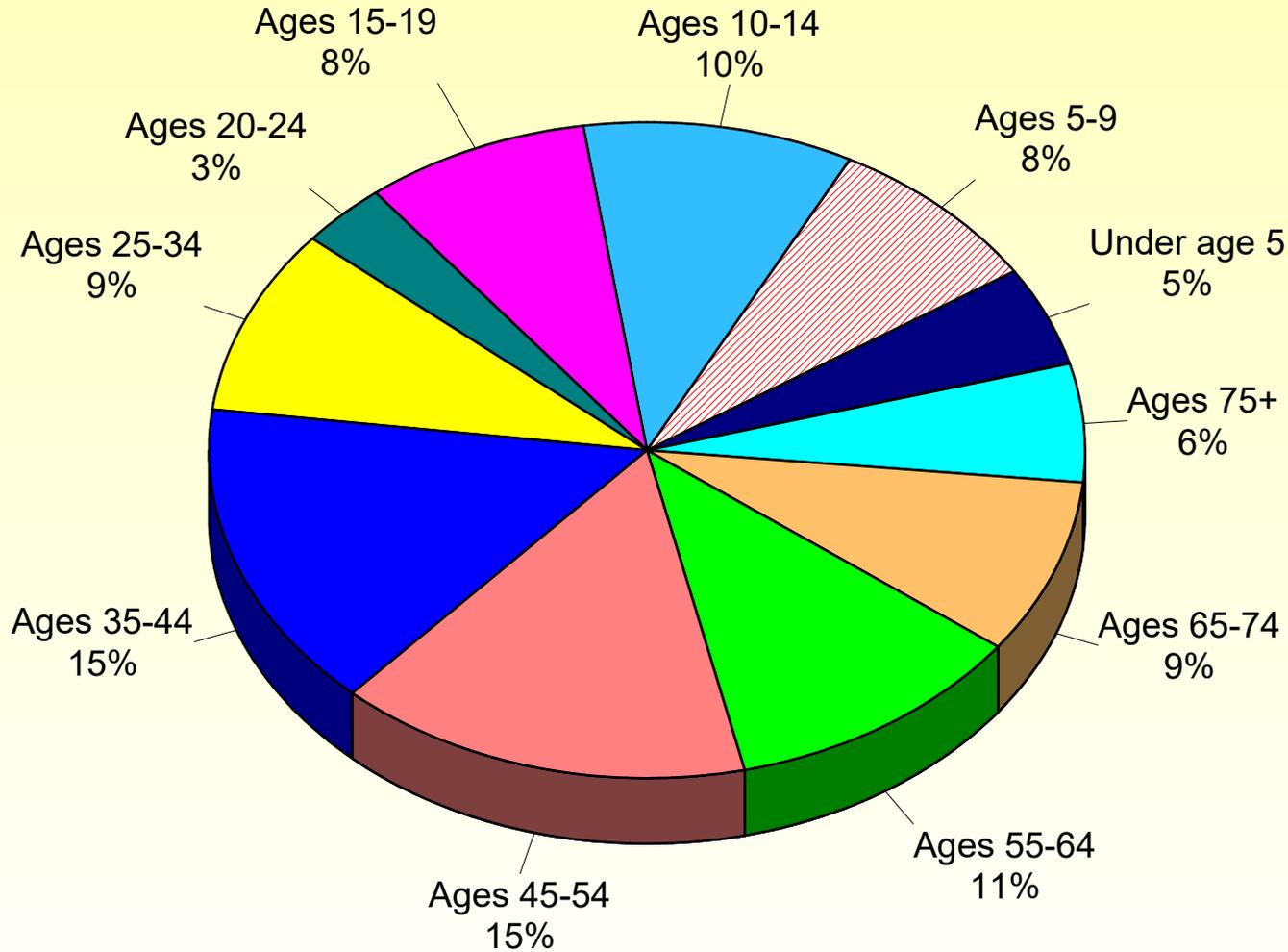
by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

# Q23. Demographics: Ages of Household Occupants

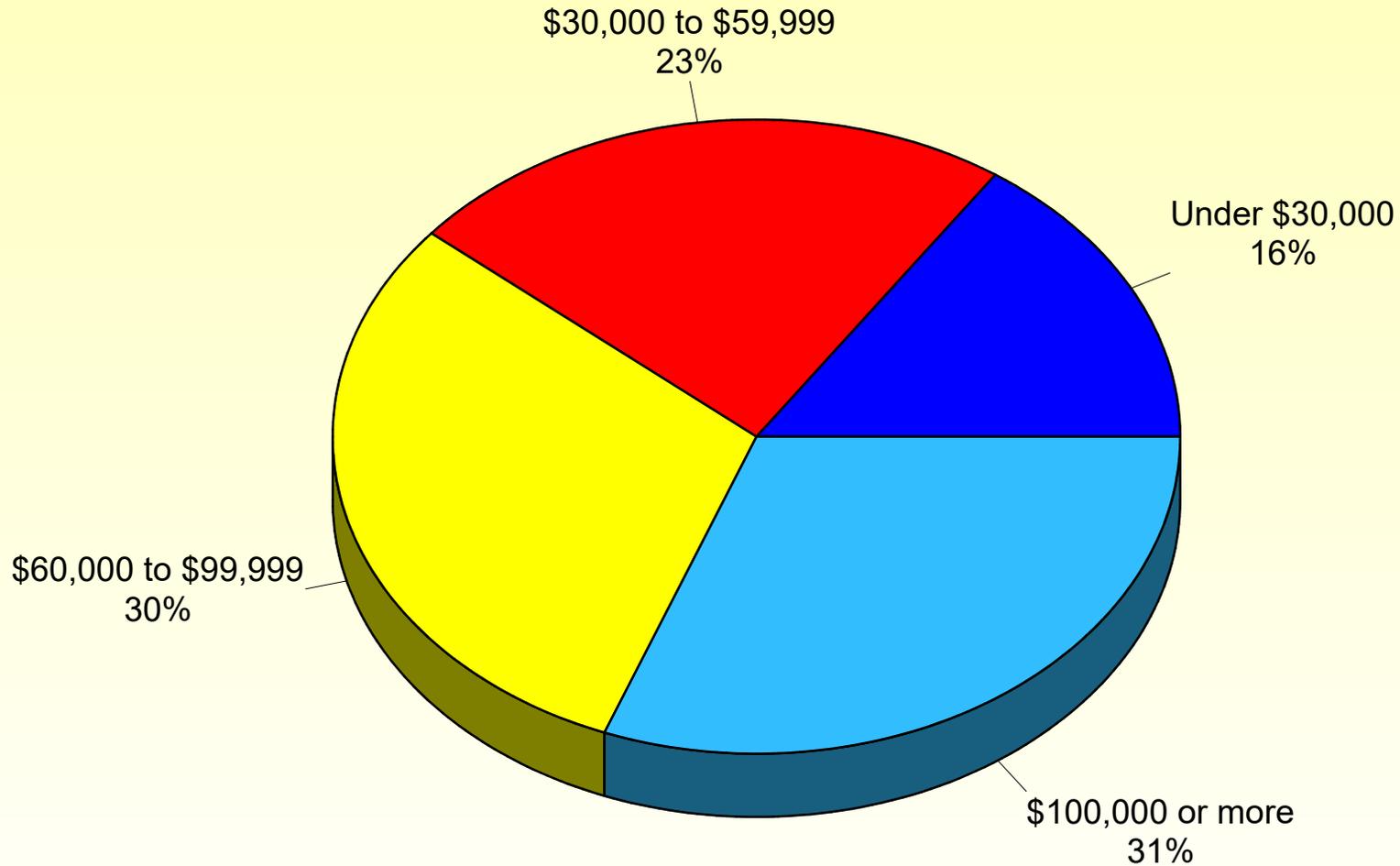
by percentage of persons in households



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

## Q24. Demographics: Total Annual Household Income

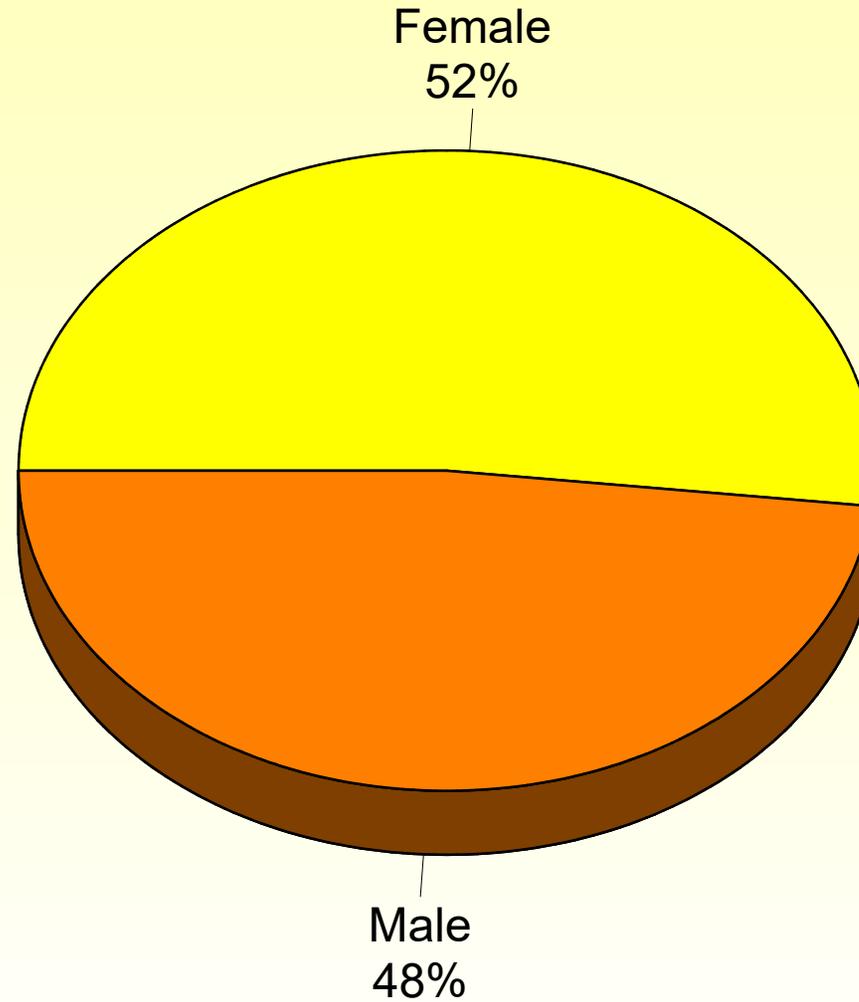
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

## Q25. Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

## **Section 2**

# ***Importance-Satisfaction Analysis***

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## Importance-Satisfaction Analysis

Spring Hill, KS

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### 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 x (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 sixty-two percent (61.8%) of residents selected "*maintenance of City streets, buildings, facilities*" as one of the most important Major City services to provide.

With regard to satisfaction, 28% of the residents surveyed rated their overall satisfaction with “*maintenance of City streets, buildings, facilities*” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 61.8% was multiplied by 72% (1-0.28). This calculation yielded an I-S rating of 0.4450, which ranked first 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 > 0.20)
- Increase Current Emphasis (IS = 0.10 - 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 |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b><u>Very High Priority (IS &gt;.20)</u></b>      |                  |                     |                |                   |                                |                 |
| Maintenance of City streets, buildings, facilities | 62%              | 1                   | 28%            | 11                | 0.4450                         | <b>1</b>        |
| Community planning and development                 | 37%              | 2                   | 28%            | 10                | 0.2657                         | <b>2</b>        |
| <b><u>High Priority (IS .10-.20)</u></b>           |                  |                     |                |                   |                                |                 |
| Quality of city water/sewer utilities              | 28%              | 4                   | 50%            | 6                 | 0.1385                         | <b>3</b>        |
| Flow of traffic and congestion management          | 28%              | 3                   | 53%            | 5                 | 0.1316                         | <b>4</b>        |
| Quality of City parks and recreation programs      | 27%              | 5                   | 53%            | 4                 | 0.1274                         | <b>5</b>        |
| Effectiveness of City communication                | 22%              | 6                   | 49%            | 8                 | 0.1112                         | <b>6</b>        |
| <b><u>Medium Priority (IS &lt;.10)</u></b>         |                  |                     |                |                   |                                |                 |
| Enforcement of codes and ordinances                | 19%              | 7                   | 49%            | 9                 | 0.0989                         | <b>7</b>        |
| Quality of City's stormwater management system     | 14%              | 8                   | 50%            | 7                 | 0.0690                         | <b>8</b>        |
| Quality of police services                         | 11%              | 9                   | 77%            | 2                 | 0.0248                         | <b>9</b>        |
| Quality of customer service                        | 4%               | 11                  | 73%            | 3                 | 0.0100                         | <b>10</b>       |
| Fire and ambulance services                        | 7%               | 10                  | 89%            | 1                 | 0.0081                         | <b>11</b>       |

**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

### PUBLIC SAFETY

| Category of Service                             | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b><u>High Priority (IS .10-.20)</u></b>        |                  |                     |                |                   |                                |                 |
| The City's overall efforts to prevent crime     | 44%              | 1                   | 71%            | 5                 | 0.1285                         | <b>1</b>        |
| Quality of animal control                       | 25%              | 3                   | 51%            | 8                 | 0.1220                         | <b>2</b>        |
| <b><u>Medium Priority (IS &lt;.10)</u></b>      |                  |                     |                |                   |                                |                 |
| Visibility of police in neighborhoods           | 37%              | 2                   | 76%            | 3                 | 0.0893                         | <b>3</b>        |
| Visibility of police in retail areas            | 24%              | 4                   | 63%            | 7                 | 0.0888                         | <b>4</b>        |
| How quickly police respond to emergencies       | 21%              | 5                   | 75%            | 4                 | 0.0530                         | <b>5</b>        |
| Enforcement of local traffic laws               | 17%              | 8                   | 71%            | 6                 | 0.0499                         | <b>6</b>        |
| Adequacy of emergency medical service equipment | 19%              | 6                   | 78%            | 2                 | 0.0407                         | <b>7</b>        |
| How quickly ambulance personnel respond         | 18%              | 7                   | 82%            | 1                 | 0.0320                         | <b>8</b>        |

**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 MAINTENANCE

| Category of Service                              | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b>Very High Priority (IS &gt; .20)</b>          |                  |                     |                |                   |                                |                 |
| Maintenance of City streets                      | 68%              | 1                   | 23%            | 11                | 0.5213                         | 1               |
| Maintenance of sidewalks                         | 40%              | 2                   | 25%            | 10                | 0.3023                         | 2               |
| <b>High Priority (IS .10-.20)</b>                |                  |                     |                |                   |                                |                 |
| Maintenance of City's water/sewer system         | 25%              | 3                   | 45%            | 9                 | 0.1370                         | 3               |
| Adequacy of City street lighting                 | 22%              | 4                   | 51%            | 7                 | 0.1088                         | 4               |
| <b>Medium Priority (IS &lt; .10)</b>             |                  |                     |                |                   |                                |                 |
| Maintenance & preservation of downtown           | 15%              | 7                   | 56%            | 5                 | 0.0651                         | 5               |
| Cleanliness of City streets and public areas     | 17%              | 6                   | 64%            | 3                 | 0.0598                         | 6               |
| Maintenance of stormwater drainage system        | 11%              | 9                   | 48%            | 8                 | 0.0593                         | 7               |
| Maintenance of City traffic signals/street signs | 12%              | 8                   | 58%            | 4                 | 0.0517                         | 8               |
| Snow removal on City streets                     | 17%              | 5                   | 72%            | 1                 | 0.0473                         | 9               |
| Mowing and trimming along City streets           | 7%               | 10                  | 65%            | 2                 | 0.0249                         | 10              |
| Maintenance of City buildings                    | 6%               | 11                  | 56%            | 6                 | 0.0242                         | 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 |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b><u>Very High Priority (IS &gt;.20)</u></b> |                  |                     |                |                   |                                |                 |
| Walking and biking trails                     | 57%              | 1                   | 17%            | 10                | 0.4723                         | <b>1</b>        |
| <b><u>High Priority (IS .10-.20)</u></b>      |                  |                     |                |                   |                                |                 |
| Maintenance of City parks and equipment       | 29%              | 2                   | 58%            | 1                 | 0.1201                         | <b>2</b>        |
| The number of City parks                      | 24%              | 3                   | 50%            | 5                 | 0.1200                         | <b>3</b>        |
| City aquatic center                           | 22%              | 4                   | 53%            | 3                 | 0.1025                         | <b>4</b>        |
| <b><u>Medium Priority (IS &lt;.10)</u></b>    |                  |                     |                |                   |                                |                 |
| Athletic fields                               | 19%              | 5                   | 47%            | 6                 | 0.0981                         | <b>5</b>        |
| City tennis courts                            | 10%              | 8                   | 17%            | 9                 | 0.0847                         | <b>6</b>        |
| City's youth athletic programs                | 17%              | 6                   | 51%            | 4                 | 0.0843                         | <b>7</b>        |
| City's adult athletic programs                | 12%              | 7                   | 34%            | 7                 | 0.0772                         | <b>8</b>        |
| Other recreation programs                     | 7%               | 9                   | 34%            | 8                 | 0.0449                         | <b>9</b>        |
| Sycamore Ridge Golf Course                    | 4%               | 10                  | 53%            | 2                 | 0.0202                         | <b>10</b>       |

**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 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.

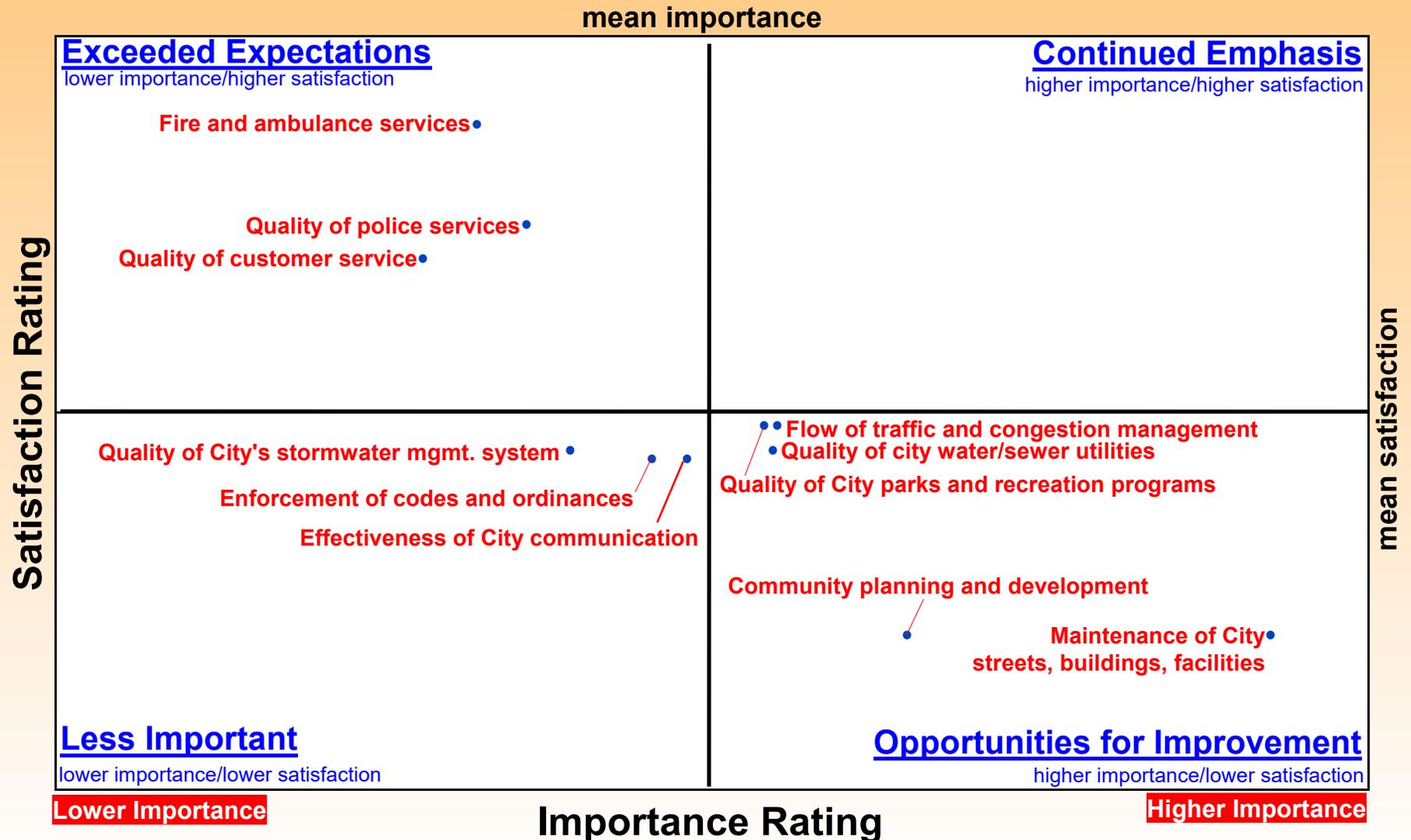
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

# 2020 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)

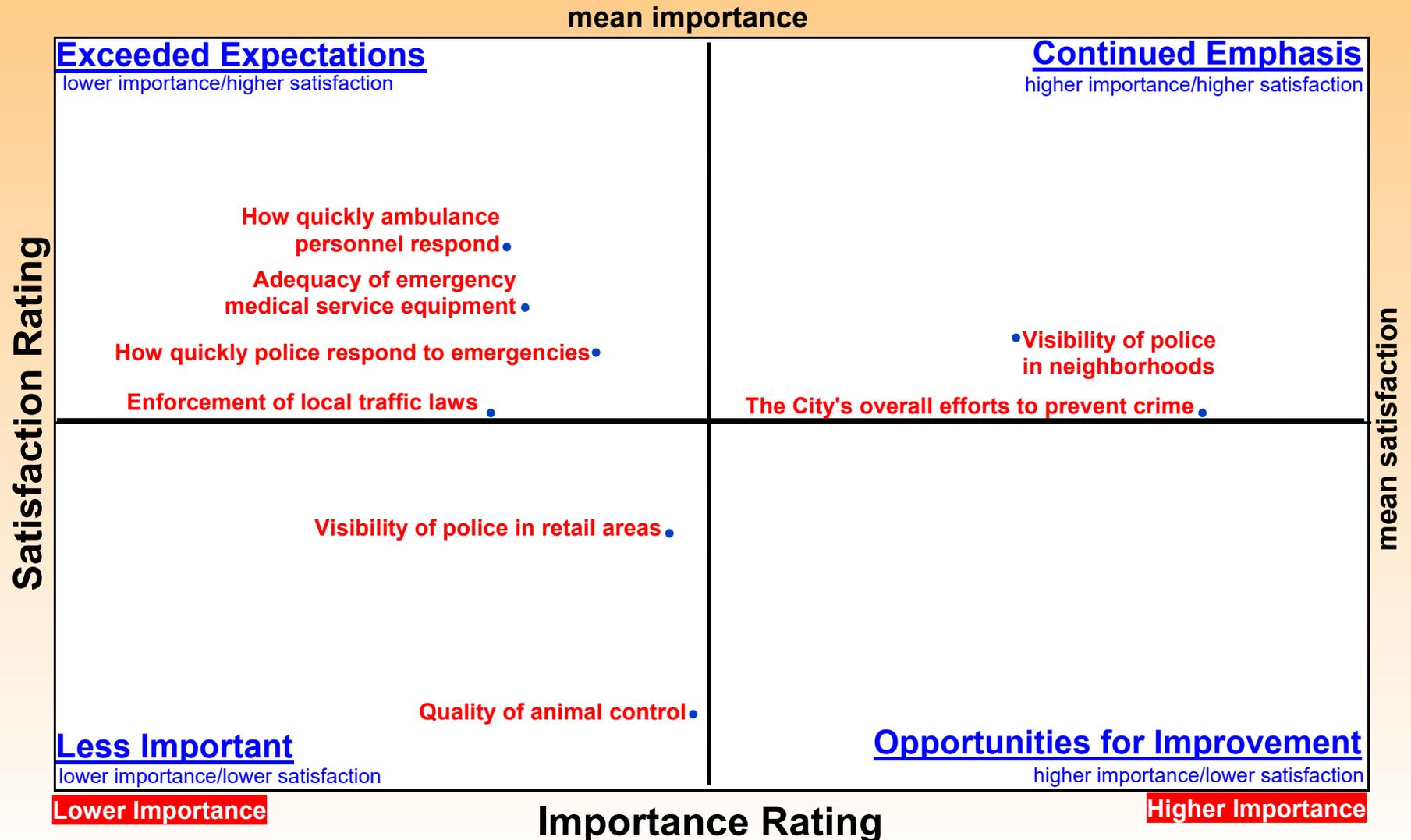


Source: ETC Institute (2020)

# 2020 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)

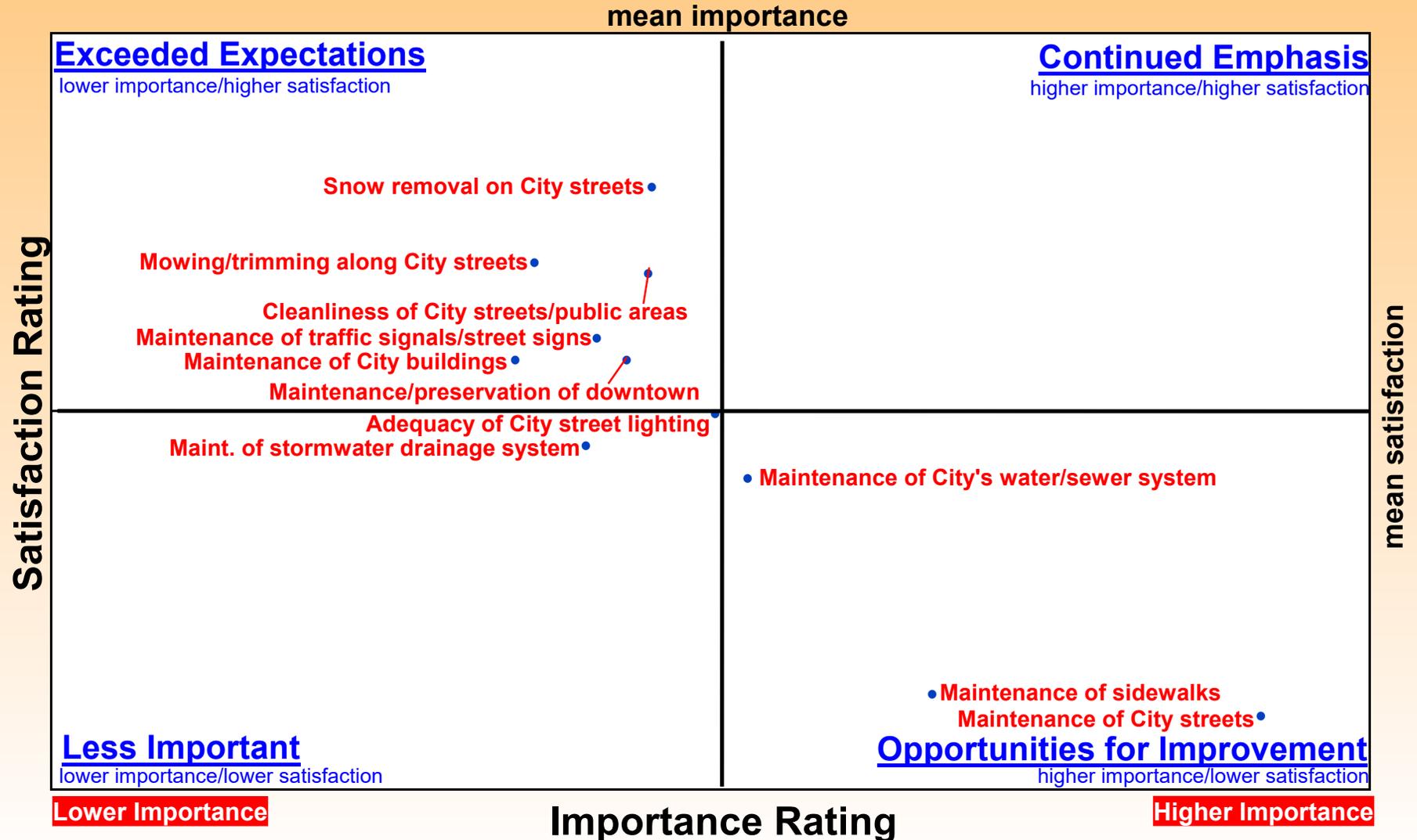


Source: ETC Institute (2020)

# 2020 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)

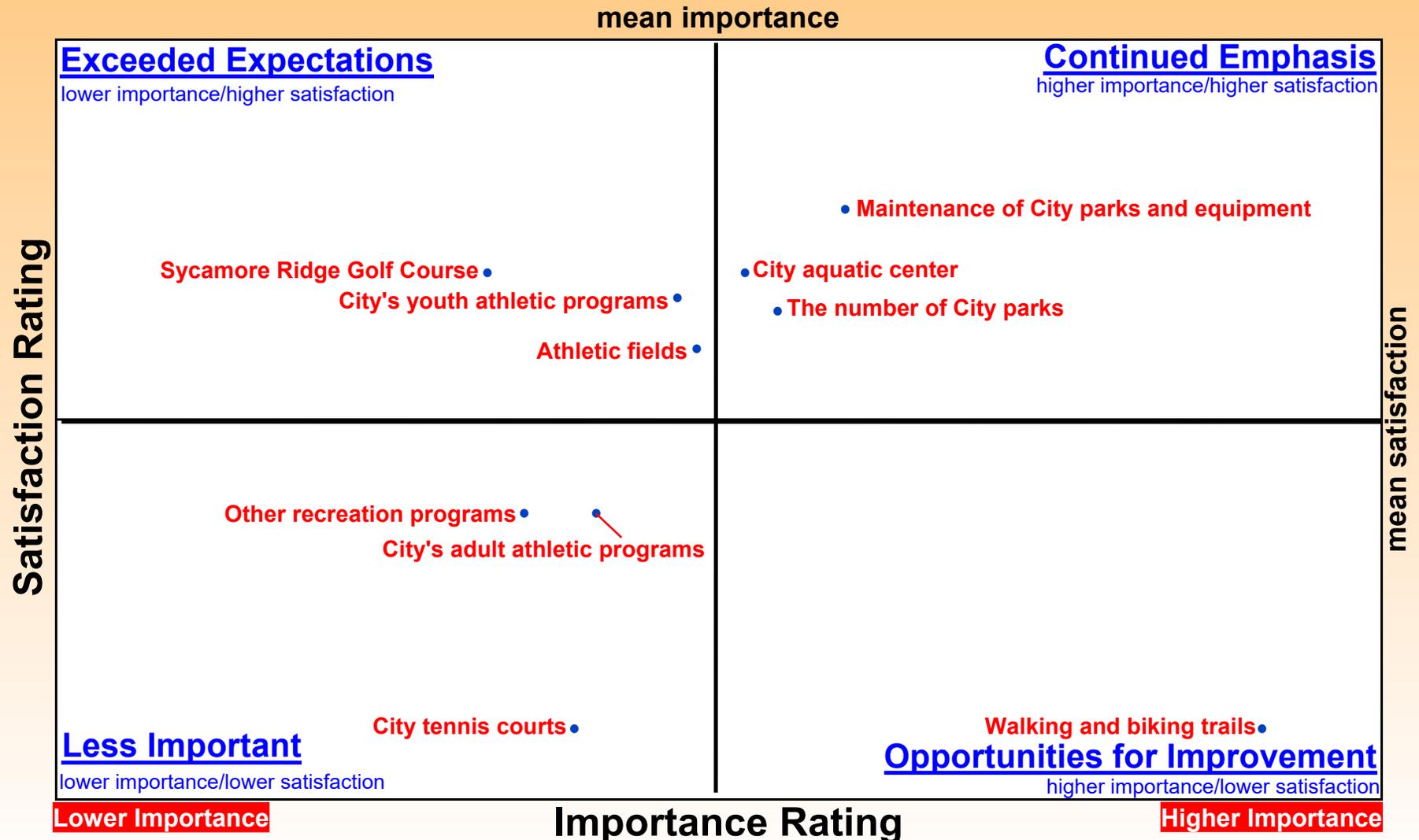


Source: ETC Institute (2020)

# 2020 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)



Source: ETC Institute (2020)

## **Section 3**

# ***Benchmarking Data***

---

# Spring Hill Community Survey

## Year 2020 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 2019 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 42 communities in the Kansas City metro area between January 2017 and March 2020. Some of the Kansas and Missouri communities represented in this report include:

- Atchison, Kansas
- Basehor, Kansas
- Blue Springs, Missouri
- Branson, Missouri
- Clayton, Missouri
- Columbia, Missouri
- Creve Coeur, Missouri
- Des Peres, Missouri
- Edgerton, Kansas
- Fairway, Kansas
- Gardner, Kansas
- Grain Valley, Missouri
- Grandview, Missouri
- Independence, Missouri
- Jackson, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Kirkwood, Missouri
- Lawrence, Kansas
- Lebanon, Missouri
- Lee's Summit, Missouri
- Lenexa, Kansas
- Maryland Heights, Missouri
- Merriam, Kansas
- North Kansas City, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Prairie Village, Kansas
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Rolla, Missouri
- Shawnee, Kansas
- Smithville, Missouri
- Springfield, Missouri
- Spring Hill, Kansas
- St. Joseph, Missouri
- Topeka, Kansas
- Unified Govt. of Wyandotte County
- University City, Missouri
- Warrensburg, Missouri

**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 survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents during the summer of 2019.

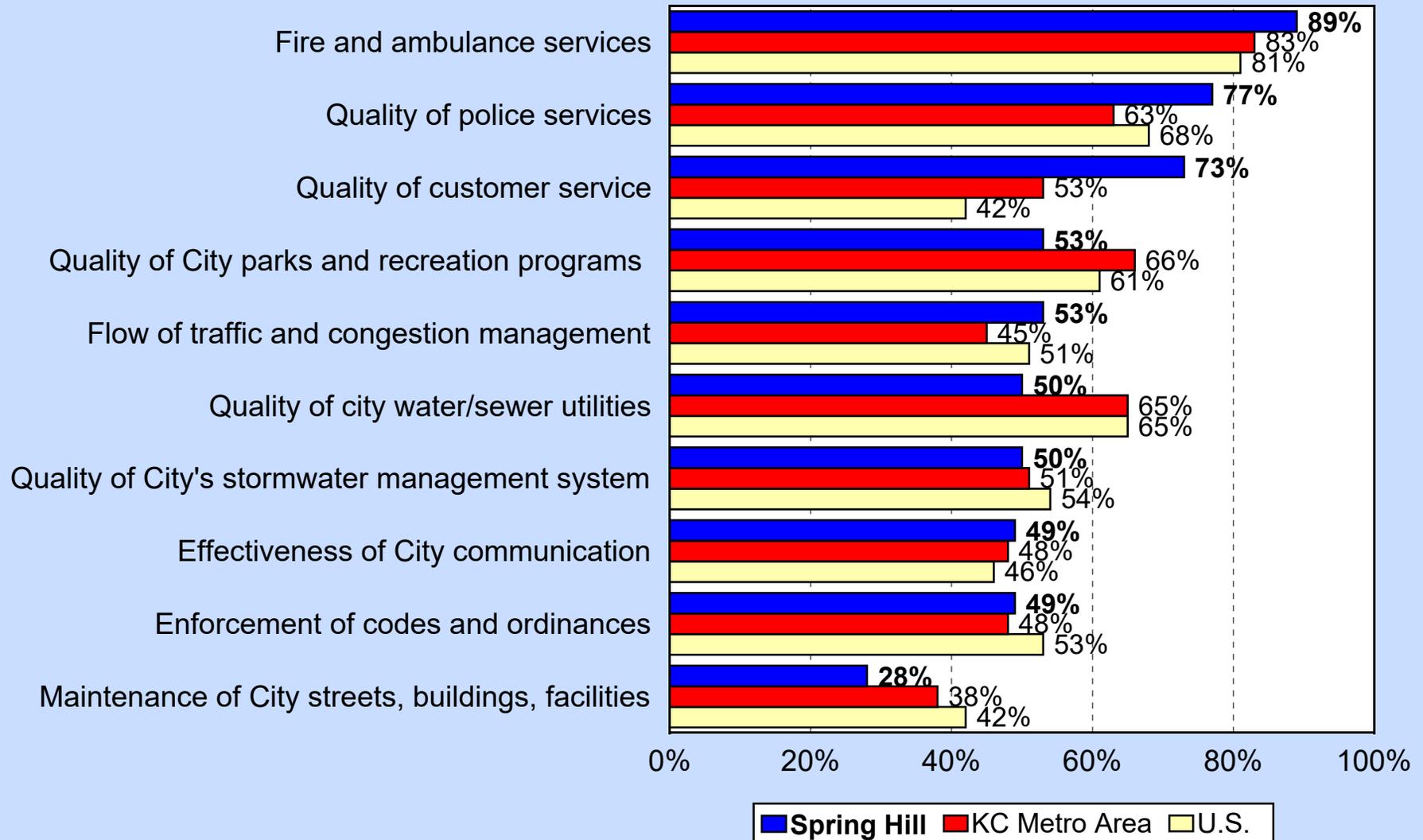
**Kansas City Metro Benchmarks.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 42 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas 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.

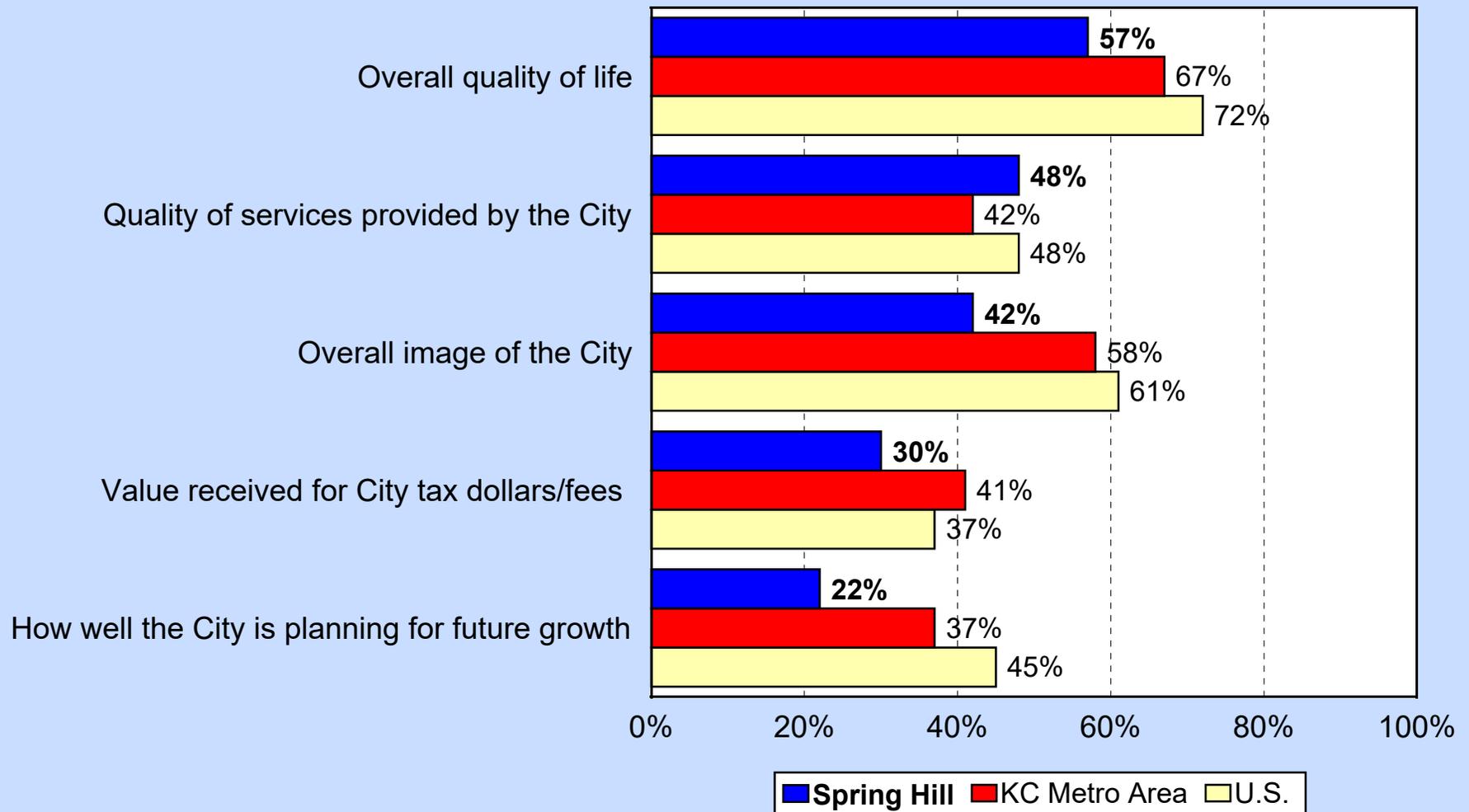
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2020 ETC Institute

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

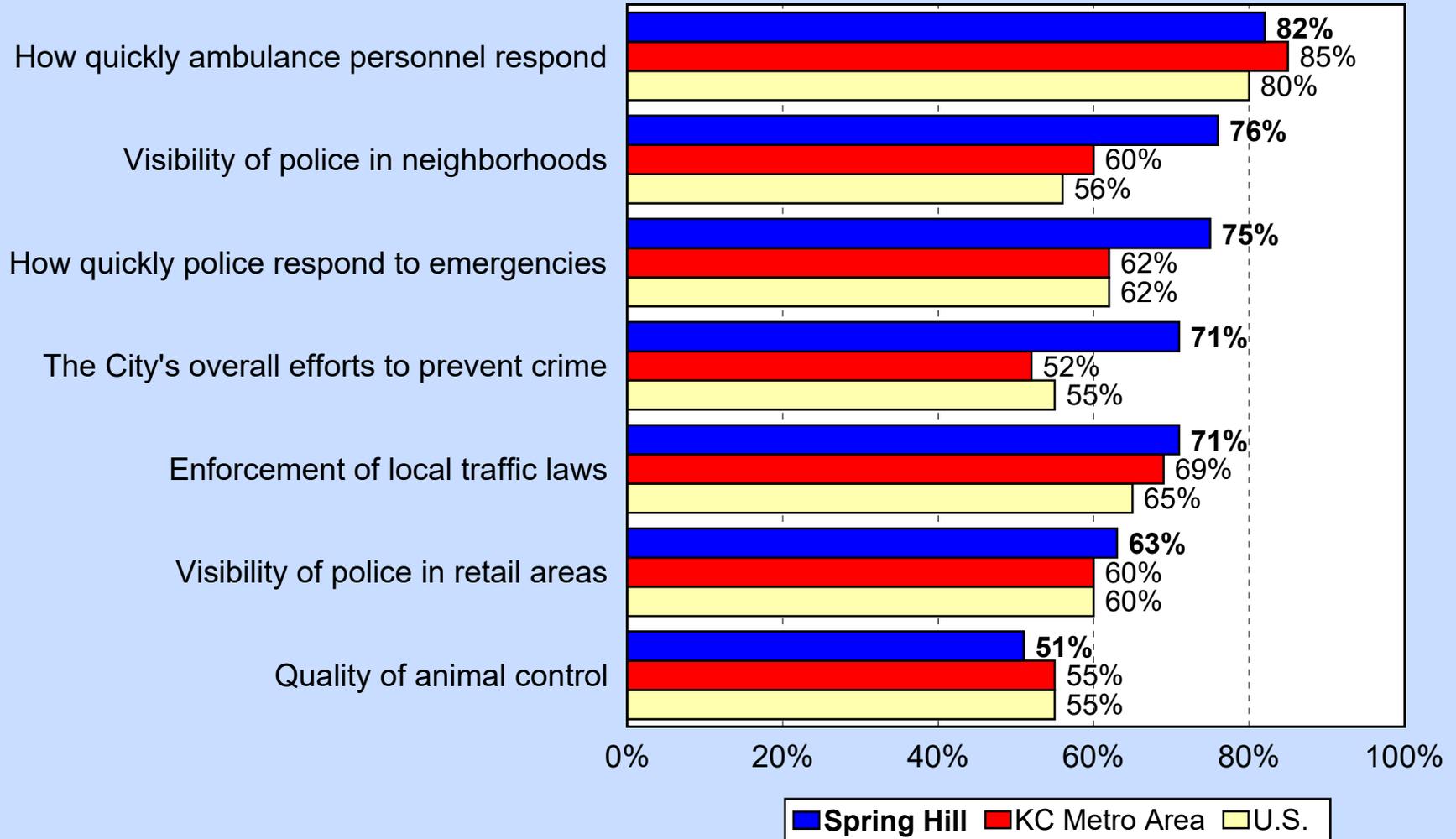
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2020 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")

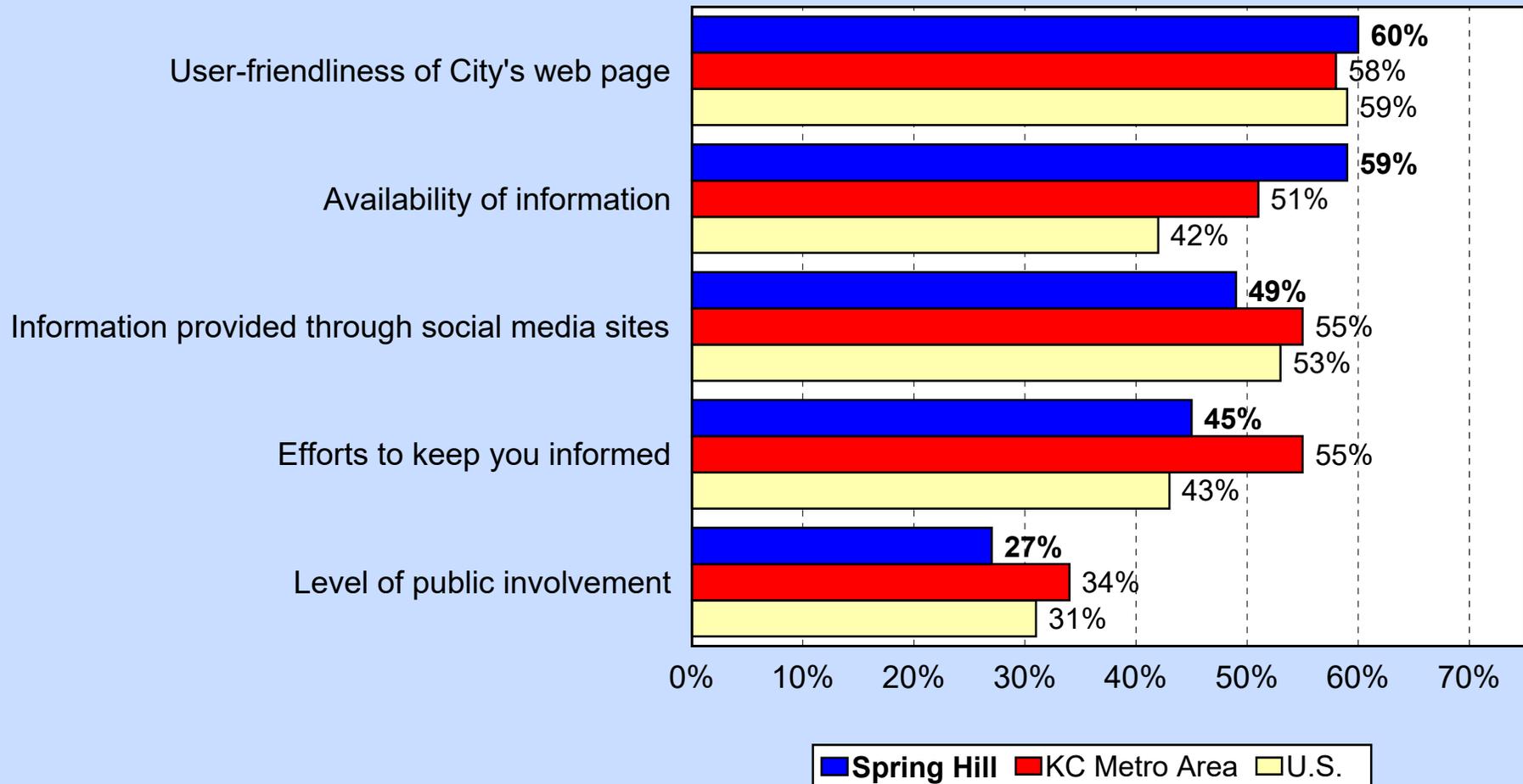


Source: 2020 ETC Institute

# Overall Satisfaction with City Communication

## 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")

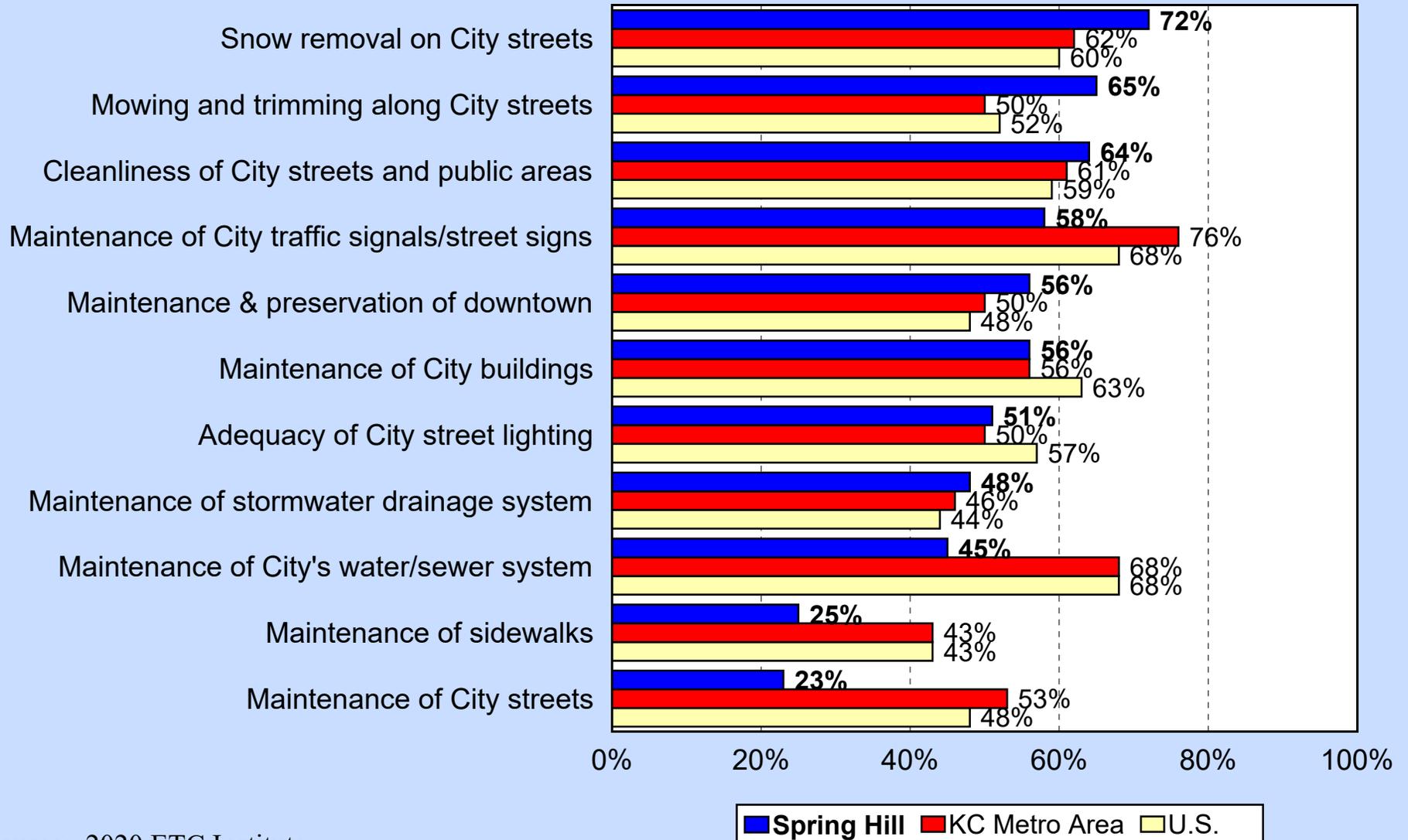


Source: 2020 ETC Institute

# Overall Satisfaction with City Maintenance

## Spring Hill vs. KC Metro Area vs. the U.S.

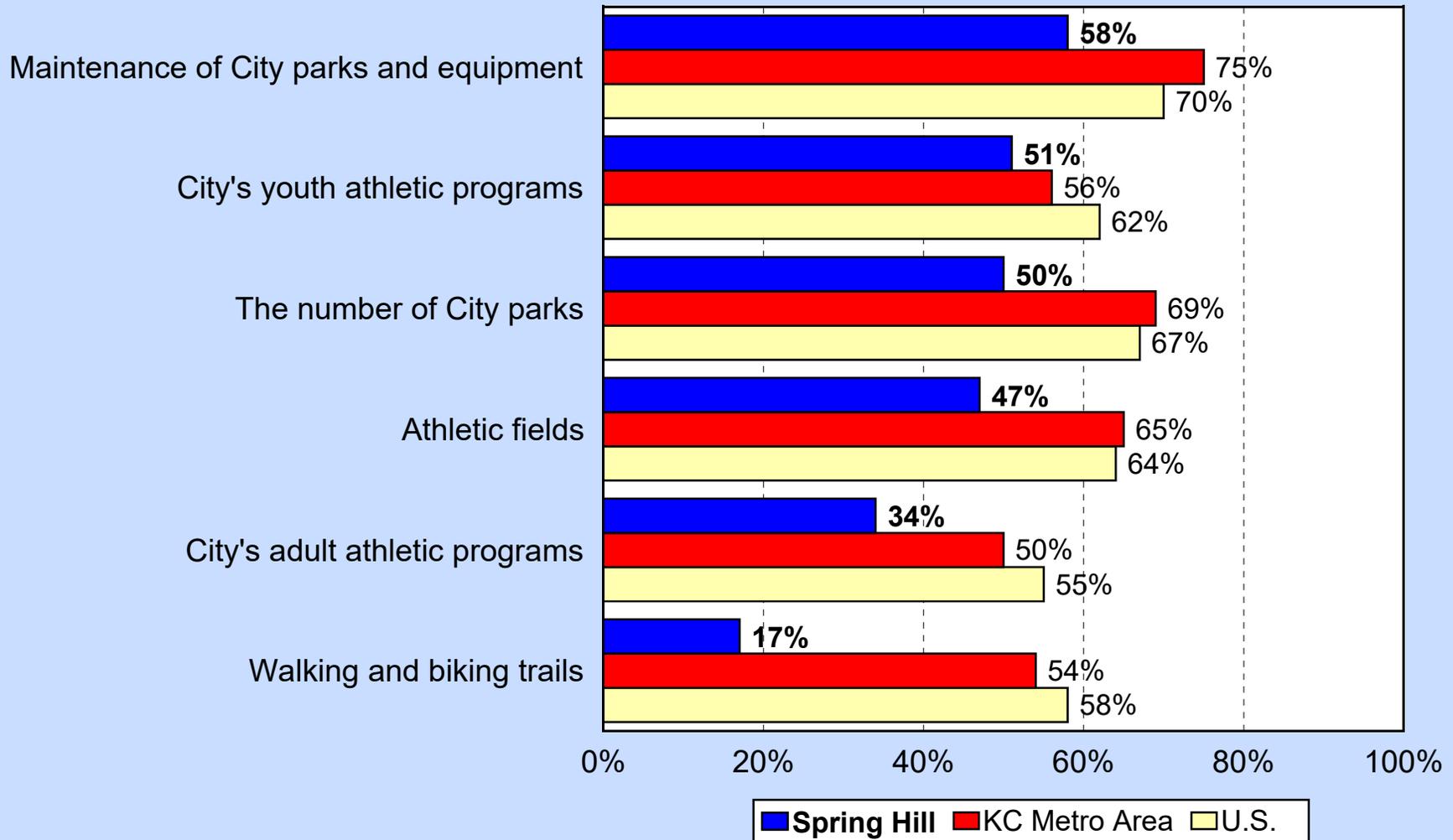
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: 2020 ETC Institute

# Overall Satisfaction with Parks and Recreation 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")

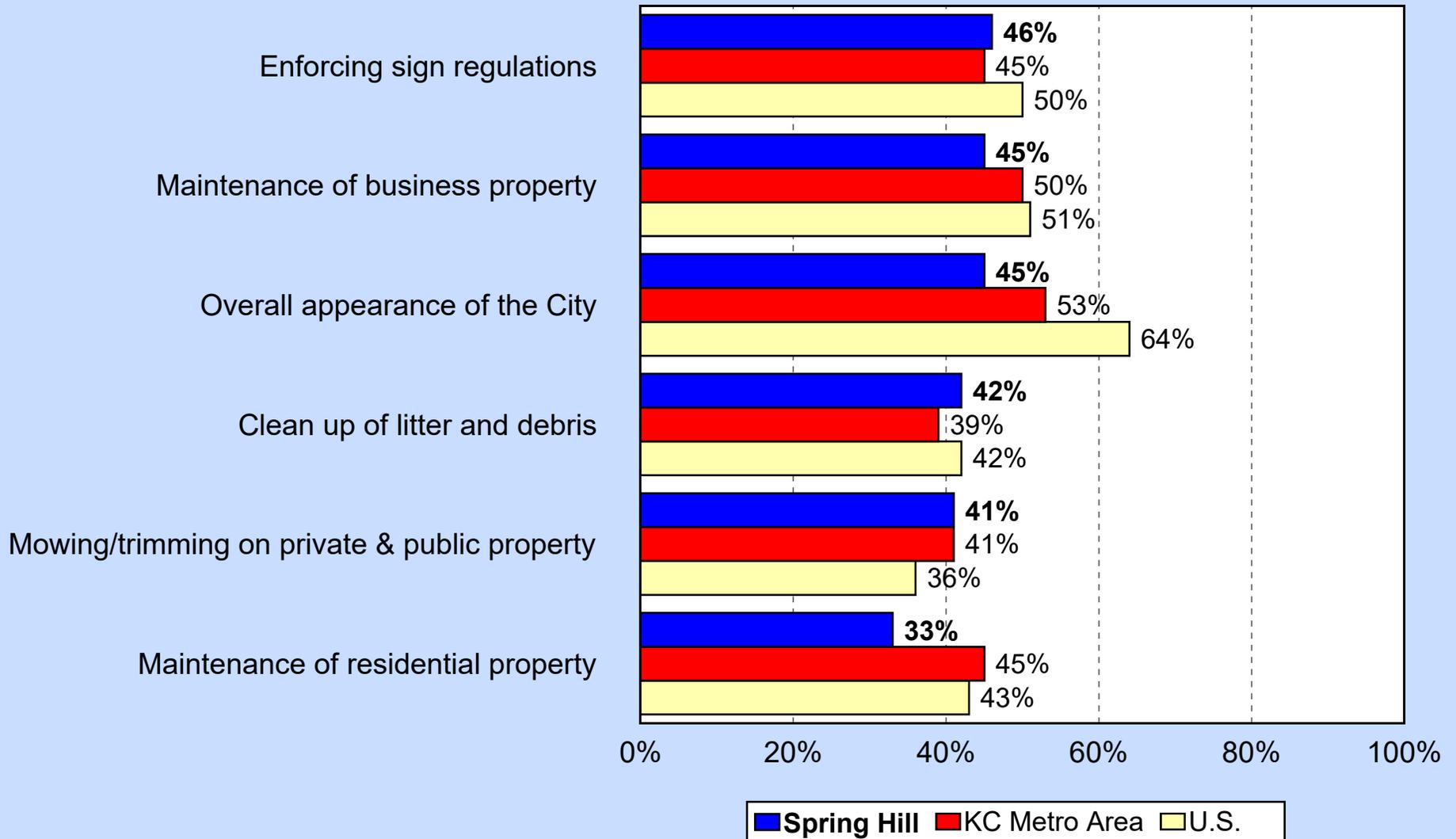


Source: 2020 ETC Institute

# Overall Satisfaction with Codes and Ordinances

## 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")



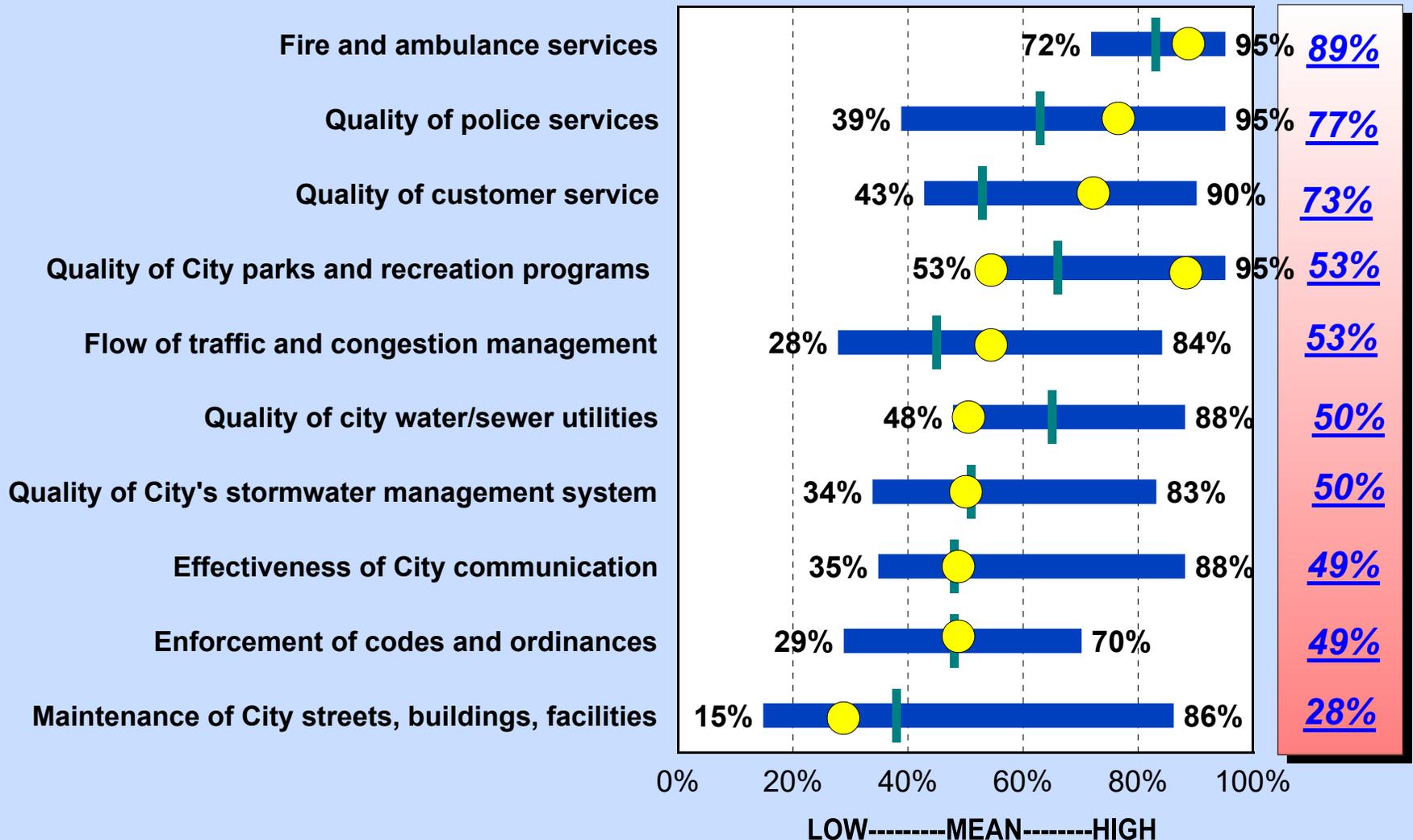
Source: 2020 ETC Institute

# Metropolitan Kansas City Performance Ranges

# Overall Satisfaction With City Services Among KC Metro Area Residents in 2020

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

 **Spring Hill**

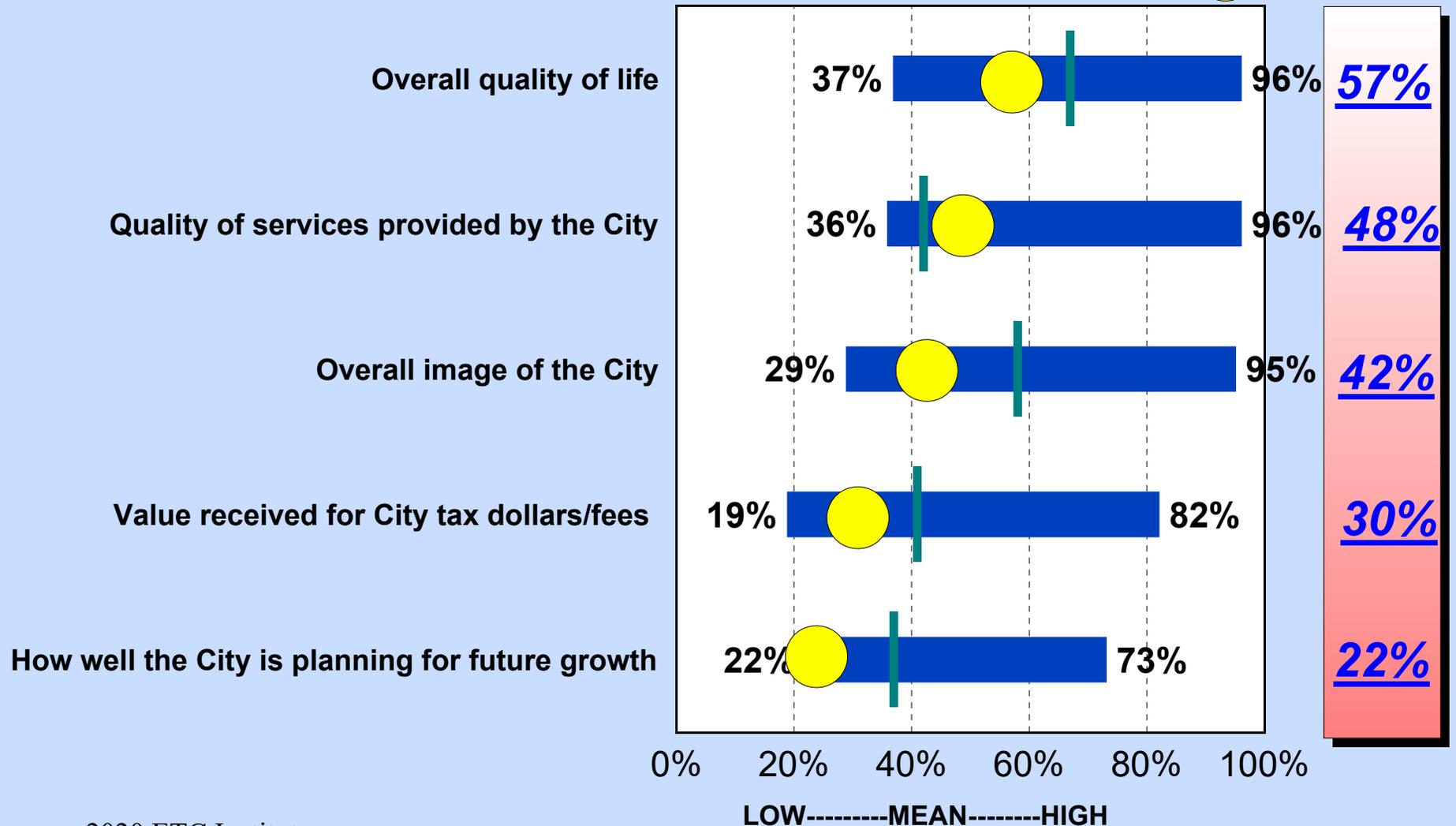


Source: 2020 ETC Institute

# Perceptions that KC Metro Area Residents Have of the City in Which They Live in 2020

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

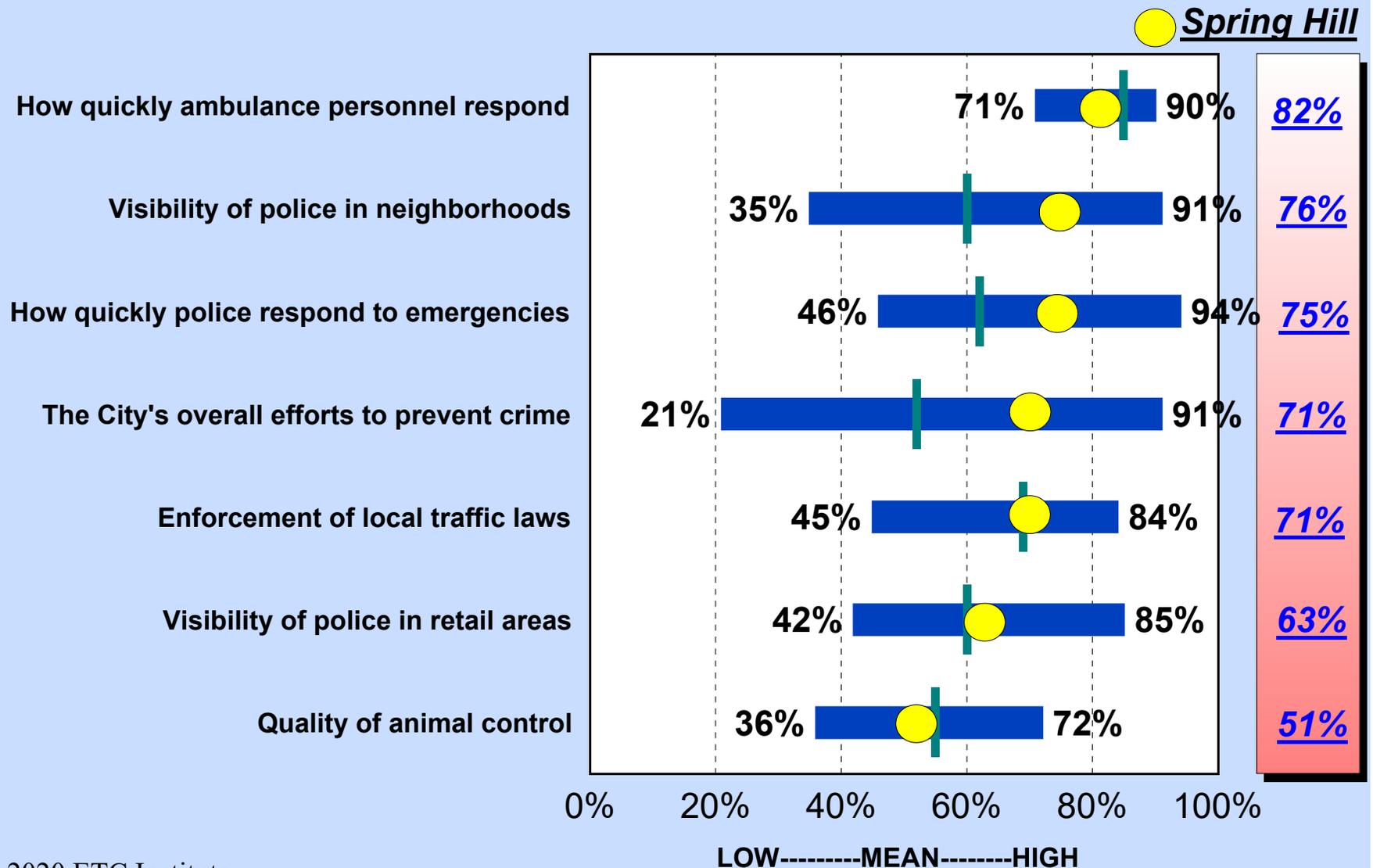
 **Spring Hill**



Source: 2020 ETC Institute

# Satisfaction with Various Public Safety Services Provided by Cities in the KC Metro Area in 2020

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

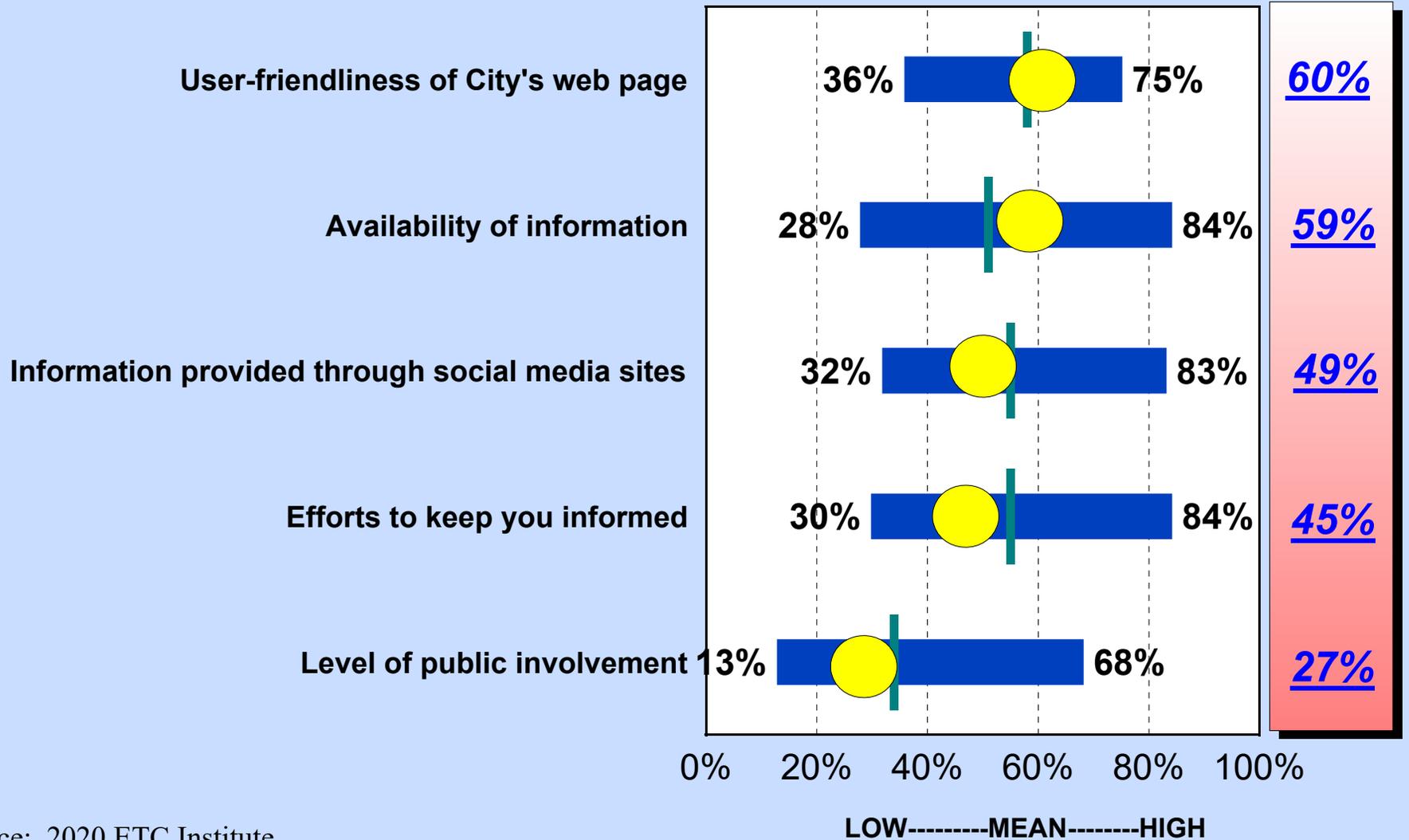


Source: 2020 ETC Institute

# Satisfaction with Various Aspects of City Communications in the KC Metro Area in 2020

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

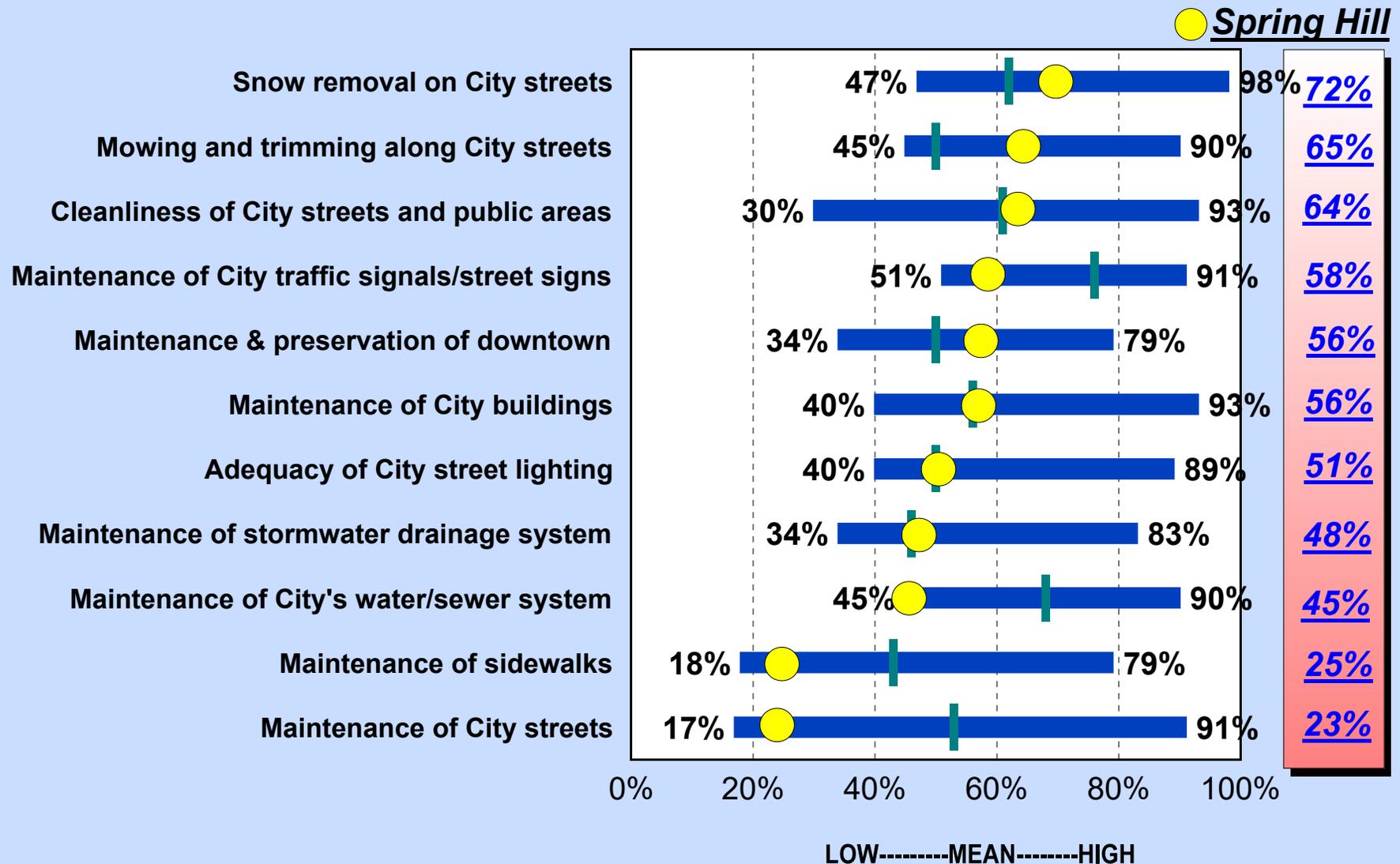
 **Spring Hill**



Source: 2020 ETC Institute

# Satisfaction with Maintenance Services Provided by Cities in the KC Metro Area in 2020

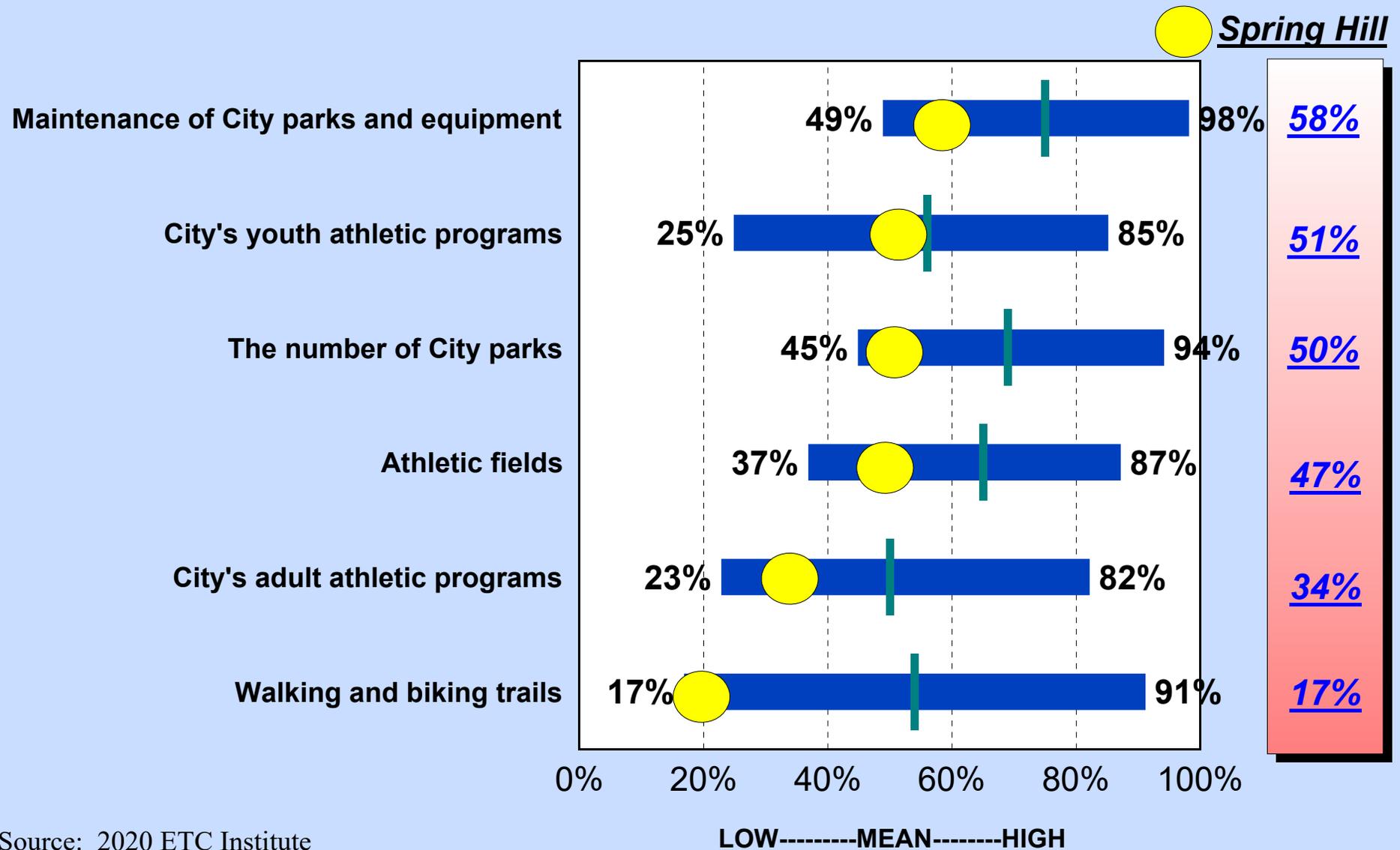
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2020 ETC Institute

# Satisfaction with Parks and Facilities Provided by Cities in the KC Metro Area in 2020

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

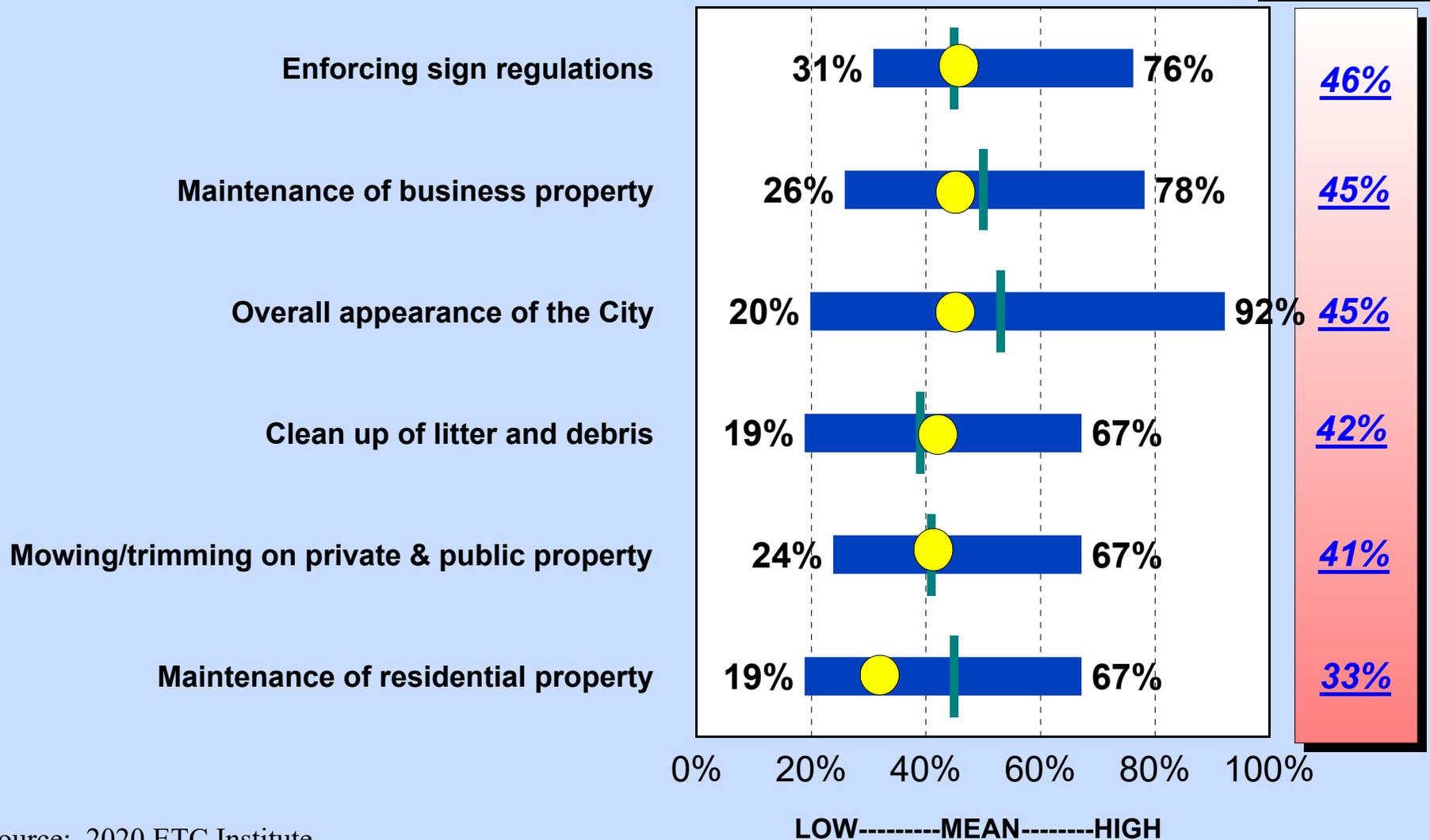


Source: 2020 ETC Institute

# Satisfaction with the Enforcement of Codes and Ordinances by Cities in the KC Metro Area in 2020

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

**● Spring Hill**



Source: 2020 ETC Institute

## **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=325)

|  | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q1-1. Overall quality of police services   | 32.3%          | 39.4%     | 15.4%   | 5.5%         | 0.9%              | 6.5%       |
| Q1-2. Overall quality of fire & ambulance services                                       | 43.1%          | 33.8%     | 8.9%    | 0.0%         | 0.0%              | 14.2%      |
| Q1-3. Overall quality of City parks & recreation programs & facilities                   | 10.2%          | 37.8%     | 24.0%   | 13.5%        | 4.3%              | 10.2%      |
| Q1-4. Overall maintenance of City streets, buildings & facilities                        | 7.7%           | 19.7%     | 20.3%   | 28.9%        | 21.5%             | 1.8%       |
| Q1-5. Overall quality of City water/sewer utilities                                      | 13.5%          | 34.8%     | 22.8%   | 14.2%        | 10.5%             | 4.3%       |
| Q1-6. Overall enforcement of building, property, maintenance, & traffic codes/ordinances | 10.8%          | 33.8%     | 29.2%   | 11.1%        | 7.7%              | 7.4%       |
| Q1-7. Overall quality of customer service you receive from City employees                | 29.8%          | 38.2%     | 19.1%   | 2.5%         | 2.8%              | 7.7%       |
| Q1-8. Overall effectiveness of City communication with the public                        | 14.8%          | 32.3%     | 27.4%   | 12.6%        | 9.2%              | 3.7%       |
| Q1-9. Overall effectiveness of community planning & development                          | 7.7%           | 18.5%     | 36.6%   | 16.3%        | 12.3%             | 8.6%       |
| Q1-10. Overall quality of City's stormwater runoff/stormwater management system          | 12.6%          | 32.3%     | 31.1%   | 8.6%         | 5.2%              | 10.2%      |
| Q1-11. Overall flow of traffic & congestion management in Spring Hill                    | 14.8%          | 36.9%     | 26.8%   | 13.2%        | 5.8%              | 2.5%       |

**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=325)

|  | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q1-1. Overall quality of police services   | 34.5%          | 42.1%     | 16.4%   | 5.9%         | 1.0%              |
| Q1-2. Overall quality of fire & ambulance services                                       | 50.2%          | 39.4%     | 10.4%   | 0.0%         | 0.0%              |
| Q1-3. Overall quality of City parks & recreation programs & facilities                   | 11.3%          | 42.1%     | 26.7%   | 15.1%        | 4.8%              |
| Q1-4. Overall maintenance of City streets, buildings & facilities                        | 7.8%           | 20.1%     | 20.7%   | 29.5%        | 21.9%             |
| Q1-5. Overall quality of City water/sewer utilities                                      | 14.1%          | 36.3%     | 23.8%   | 14.8%        | 10.9%             |
| Q1-6. Overall enforcement of building, property, maintenance, & traffic codes/ordinances | 11.6%          | 36.5%     | 31.6%   | 12.0%        | 8.3%              |
| Q1-7. Overall quality of customer service you receive from City employees                | 32.3%          | 41.3%     | 20.7%   | 2.7%         | 3.0%              |
| Q1-8. Overall effectiveness of City communication with the public                        | 15.3%          | 33.5%     | 28.4%   | 13.1%        | 9.6%              |
| Q1-9. Overall effectiveness of community planning & development                          | 8.4%           | 20.2%     | 40.1%   | 17.8%        | 13.5%             |
| Q1-10. Overall quality of City's stormwater runoff/stormwater management system          | 14.0%          | 36.0%     | 34.6%   | 9.6%         | 5.8%              |
| Q1-11. Overall flow of traffic & congestion management in Spring Hill                    | 15.1%          | 37.9%     | 27.4%   | 13.6%        | 6.0%              |

**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. Top choice</u>  | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police services   | 18            | 5.5 %          |
| Overall quality of fire & ambulance services                                       | 5             | 1.5 %          |
| Overall quality of City parks & recreation programs & facilities                   | 25            | 7.7 %          |
| Overall maintenance of City streets, buildings & facilities                        | 107           | 32.9 %         |
| Overall quality of City water/sewer utilities                                      | 36            | 11.1 %         |
| Overall enforcement of building, property, maintenance, & traffic codes/ordinances | 14            | 4.3 %          |
| Overall quality of customer service you receive from City employees                | 1             | 0.3 %          |
| Overall effectiveness of City communication with the public                        | 14            | 4.3 %          |
| Overall effectiveness of community planning & development                          | 40            | 12.3 %         |
| Overall quality of City's stormwater runoff/stormwater management system           | 5             | 1.5 %          |
| Overall flow of traffic & congestion management in Spring Hill                     | 35            | 10.8 %         |
| None chosen  | 25            | 7.7 %          |
| Total  | 325           | 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. 2nd choice</u>  | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police services   | 8             | 2.5 %          |
| Overall quality of fire & ambulance services                                       | 15            | 4.6 %          |
| Overall quality of City parks & recreation programs & facilities                   | 32            | 9.8 %          |
| Overall maintenance of City streets, buildings & facilities                        | 60            | 18.5 %         |
| Overall quality of City water/sewer utilities                                      | 33            | 10.2 %         |
| Overall enforcement of building, property, maintenance, & traffic codes/ordinances | 25            | 7.7 %          |
| Overall quality of customer service you receive from City employees                | 4             | 1.2 %          |
| Overall effectiveness of City communication with the public                        | 20            | 6.2 %          |
| Overall effectiveness of community planning & development                          | 46            | 14.2 %         |
| Overall quality of City's stormwater runoff/stormwater management system           | 14            | 4.3 %          |
| Overall flow of traffic & congestion management in Spring Hill                     | 27            | 8.3 %          |
| None chosen  | 41            | 12.6 %         |
| Total  | 325           | 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   | 9             | 2.8 %          |
| Overall quality of fire & ambulance services                                       | 4             | 1.2 %          |
| Overall quality of City parks & recreation programs & facilities                   | 31            | 9.5 %          |
| Overall maintenance of City streets, buildings & facilities                        | 34            | 10.5 %         |
| Overall quality of City water/sewer utilities                                      | 21            | 6.5 %          |
| Overall enforcement of building, property, maintenance, & traffic codes/ordinances | 24            | 7.4 %          |
| Overall quality of customer service you receive from City employees                | 7             | 2.2 %          |
| Overall effectiveness of City communication with the public                        | 37            | 11.4 %         |
| Overall effectiveness of community planning & development                          | 34            | 10.5 %         |
| Overall quality of City's stormwater runoff/stormwater management system           | 26            | 8.0 %          |
| Overall flow of traffic & congestion management in Spring Hill                     | 29            | 8.9 %          |
| <u>None chosen</u>   | <u>69</u>     | <u>21.2 %</u>  |
| Total  | 325           | 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   | 35            | 10.8 %         |
| Overall quality of fire & ambulance services                                       | 24            | 7.4 %          |
| Overall quality of City parks & recreation programs & facilities                   | 88            | 27.1 %         |
| Overall maintenance of City streets, buildings & facilities                        | 201           | 61.8 %         |
| Overall quality of City water/sewer utilities                                      | 90            | 27.7 %         |
| Overall enforcement of building, property, maintenance, & traffic codes/ordinances | 63            | 19.4 %         |
| Overall quality of customer service you receive from City employees                | 12            | 3.7 %          |
| Overall effectiveness of City communication with the public                        | 71            | 21.8 %         |
| Overall effectiveness of community planning & development                          | 120           | 36.9 %         |
| Overall quality of City's stormwater runoff/stormwater management system           | 45            | 13.8 %         |
| Overall flow of traffic & congestion management in Spring Hill                     | 91            | 28.0 %         |
| <u>None chosen</u>   | <u>25</u>     | <u>7.7 %</u>   |
| Total  | 865           |                |

**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=325)

|   | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q3-1. Overall value that you receive for your City tax & fees     | 2.8%           | 25.8%     | 27.4%   | 26.2%        | 14.5%             | 3.4%       |
| Q3-2. Overall image of City                                       | 5.8%           | 35.1%     | 29.8%   | 20.0%        | 7.1%              | 2.2%       |
| Q3-3. How well City is managing growth                            | 3.7%           | 20.9%     | 26.5%   | 25.8%        | 17.2%             | 5.8%       |
| Q3-4. How well City is planning for future growth                 | 3.7%           | 16.6%     | 28.0%   | 24.3%        | 17.5%             | 9.8%       |
| Q3-5. Overall quality of life in City                             | 15.4%          | 40.0%     | 26.5%   | 10.5%        | 4.6%              | 3.1%       |
| Q3-6. Overall quality of services provided by City of Spring Hill | 9.2%           | 36.9%     | 30.2%   | 12.6%        | 8.3%              | 2.8%       |

**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=325)

|   | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q3-1. Overall value that you receive for your City tax & fees     | 2.9%           | 26.8%     | 28.3%   | 27.1%        | 15.0%             |
| Q3-2. Overall image of City                                       | 6.0%           | 35.8%     | 30.5%   | 20.4%        | 7.2%              |
| Q3-3. How well City is managing growth                            | 3.9%           | 22.2%     | 28.1%   | 27.5%        | 18.3%             |
| Q3-4. How well City is planning for future growth                 | 4.1%           | 18.4%     | 31.1%   | 27.0%        | 19.5%             |
| Q3-5. Overall quality of life in City                             | 15.9%          | 41.3%     | 27.3%   | 10.8%        | 4.8%              |
| Q3-6. Overall quality of services provided by City of Spring Hill | 9.5%           | 38.0%     | 31.0%   | 13.0%        | 8.5%              |

**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=325)

|  | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q4-1. Visibility of police in neighborhoods                                | 30.8%          | 44.0%     | 14.5%   | 7.4%         | 2.2%              | 1.2%       |
| Q4-2. Visibility of police in retail areas                                 | 18.8%          | 38.2%     | 26.5%   | 5.5%         | 1.5%              | 9.5%       |
| Q4-3. City's overall efforts to prevent crime                              | 20.3%          | 44.9%     | 20.9%   | 5.2%         | 0.9%              | 7.7%       |
| Q4-4. Enforcement of local traffic laws                                    | 22.8%          | 44.0%     | 19.1%   | 5.8%         | 1.5%              | 6.8%       |
| Q4-5. How quickly local police department personnel respond to emergencies | 30.2%          | 28.9%     | 17.5%   | 1.5%         | 0.9%              | 20.9%      |
| Q4-6. How quickly local ambulance service personnel respond to emergencies | 34.5%          | 27.4%     | 13.5%   | 0.3%         | 0.0%              | 24.3%      |
| Q4-7. Adequacy of City emergency medical service equipment                 | 25.5%          | 29.2%     | 14.5%   | 0.3%         | 0.6%              | 29.8%      |
| Q4-8. Quality of animal control  | 12.0%          | 29.5%     | 23.4%   | 12.6%        | 4.9%              | 17.5%      |

**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=325)

|  | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q4-1. Visibility of police in neighborhoods                                | 31.2%          | 44.5%     | 14.6%   | 7.5%         | 2.2%              |
| Q4-2. Visibility of police in retail areas                                 | 20.7%          | 42.2%     | 29.3%   | 6.1%         | 1.7%              |
| Q4-3. City's overall efforts to prevent crime                              | 22.0%          | 48.7%     | 22.7%   | 5.7%         | 1.0%              |
| Q4-4. Enforcement of local traffic laws                                    | 24.4%          | 47.2%     | 20.5%   | 6.3%         | 1.7%              |
| Q4-5. How quickly local police department personnel respond to emergencies | 38.1%          | 36.6%     | 22.2%   | 1.9%         | 1.2%              |
| Q4-6. How quickly local ambulance service personnel respond to emergencies | 45.5%          | 36.2%     | 17.9%   | 0.4%         | 0.0%              |
| Q4-7. Adequacy of City emergency medical service equipment                 | 36.4%          | 41.7%     | 20.6%   | 0.4%         | 0.9%              |
| Q4-8. Quality of animal control  | 14.6%          | 35.8%     | 28.4%   | 15.3%        | 6.0%              |

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

| <u>Q5. Top choice</u>  | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Visibility of police in neighborhoods                                | 56            | 17.2 %         |
| Visibility of police in retail areas                                 | 18            | 5.5 %          |
| City's overall efforts to prevent crime                              | 69            | 21.2 %         |
| Enforcement of local traffic laws                                    | 22            | 6.8 %          |
| How quickly local police department personnel respond to emergencies | 22            | 6.8 %          |
| How quickly local ambulance service personnel respond to emergencies | 9             | 2.8 %          |
| Adequacy of City emergency medical service equipment                 | 21            | 6.5 %          |
| Quality of animal control  | 30            | 9.2 %          |
| None chosen  | 78            | 24.0 %         |
| Total  | 325           | 100.0 %        |

**Q5. Which THREE of the public safety items listed 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> |
|--|---------------|----------------|
| Visibility of police in neighborhoods                                | 37            | 11.4 %         |
| Visibility of police in retail areas                                 | 29            | 8.9 %          |
| City's overall efforts to prevent crime                              | 41            | 12.6 %         |
| Enforcement of local traffic laws                                    | 21            | 6.5 %          |
| How quickly local police department personnel respond to emergencies | 25            | 7.7 %          |
| How quickly local ambulance service personnel respond to emergencies | 28            | 8.6 %          |
| Adequacy of City emergency medical service equipment                 | 14            | 4.3 %          |
| Quality of animal control  | 23            | 7.1 %          |
| None chosen  | 107           | 32.9 %         |
| Total  | 325           | 100.0 %        |

**Q5. Which THREE of the public safety items listed 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> |
|--|---------------|----------------|
| Visibility of police in neighborhoods                                | 28            | 8.6 %          |
| Visibility of police in retail areas                                 | 31            | 9.5 %          |
| City's overall efforts to prevent crime                              | 34            | 10.5 %         |
| Enforcement of local traffic laws                                    | 13            | 4.0 %          |
| How quickly local police department personnel respond to emergencies | 22            | 6.8 %          |
| How quickly local ambulance service personnel respond to emergencies | 21            | 6.5 %          |
| Adequacy of City emergency medical service equipment                 | 25            | 7.7 %          |
| Quality of animal control  | 28            | 8.6 %          |
| None chosen  | 123           | 37.8 %         |
| Total  | 325           | 100.0 %        |

**SUM OF TOP 3 CHOICES**

**Q5. Which THREE of the public safety items listed 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> |
|--|---------------|----------------|
| Visibility of police in neighborhoods                                | 121           | 37.2 %         |
| Visibility of police in retail areas                                 | 78            | 24.0 %         |
| City's overall efforts to prevent crime                              | 144           | 44.3 %         |
| Enforcement of local traffic laws                                    | 56            | 17.2 %         |
| How quickly local police department personnel respond to emergencies | 69            | 21.2 %         |
| How quickly local ambulance service personnel respond to emergencies | 58            | 17.8 %         |
| Adequacy of City emergency medical service equipment                 | 60            | 18.5 %         |
| Quality of animal control  | 81            | 24.9 %         |
| None chosen  | 78            | 24.0 %         |
| Total  | 745           |                |

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

(N=325)

|   | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q6-1. Overall quality of leadership provided by your City elected officials | 4.0%           | 23.7%     | 33.5%   | 15.1%        | 10.2%             | 13.5%      |
| Q6-2. Overall effectiveness of appointed boards & commissions               | 3.4%           | 21.8%     | 34.8%   | 13.2%        | 10.5%             | 16.3%      |
| Q6-3. Overall effectiveness of City Administrator & professional staff      | 4.3%           | 25.2%     | 34.2%   | 10.8%        | 9.2%              | 16.3%      |

**WITHOUT "DON'T KNOW"**

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

(N=325)

|   | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q6-1. Overall quality of leadership provided by your City elected officials | 4.6%           | 27.4%     | 38.8%   | 17.4%        | 11.7%             |
| Q6-2. Overall effectiveness of appointed boards & commissions               | 4.0%           | 26.1%     | 41.5%   | 15.8%        | 12.5%             |
| Q6-3. Overall effectiveness of City Administrator & professional staff      | 5.1%           | 30.1%     | 40.8%   | 12.9%        | 11.0%             |

**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=325)

|   | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q7-1. Availability of information about City programs & services  | 13.5%          | 43.7%     | 27.1%   | 9.5%         | 3.1%              | 3.1%       |
| Q7-2. City efforts to keep you informed about local issues  | 12.3%          | 31.4%     | 28.9%   | 19.4%        | 5.8%              | 2.2%       |
| Q7-3. Level of public involvement in local decision-making  | 5.8%           | 18.8%     | 35.1%   | 21.2%        | 10.2%             | 8.9%       |
| Q7-4. Overall user-friendliness of City's web page (www.springhillks.gov)                                   | 13.2%          | 41.2%     | 28.0%   | 6.5%         | 1.8%              | 9.2%       |
| Q7-5. Content of City's newsletter  | 13.2%          | 43.1%     | 32.6%   | 4.6%         | 1.2%              | 5.2%       |
| Q7-6. Information provided through City's social media sites (Facebook, Twitter, Instagram, Nextdoor, etc.) | 10.5%          | 26.5%     | 29.2%   | 7.4%         | 1.2%              | 25.2%      |

**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=325)

|   | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q7-1. Availability of information about City programs & services  | 14.0%          | 45.1%     | 27.9%   | 9.8%         | 3.2%              |
| Q7-2. City efforts to keep you informed about local issues  | 12.6%          | 32.1%     | 29.6%   | 19.8%        | 6.0%              |
| Q7-3. Level of public involvement in local decision-making  | 6.4%           | 20.6%     | 38.5%   | 23.3%        | 11.1%             |
| Q7-4. Overall user-friendliness of City's web page (www.springhillks.gov)                                   | 14.6%          | 45.4%     | 30.8%   | 7.1%         | 2.0%              |
| Q7-5. Content of City's newsletter  | 14.0%          | 45.5%     | 34.4%   | 4.9%         | 1.3%              |
| Q7-6. Information provided through City's social media sites (Facebook, Twitter, Instagram, Nextdoor, etc.) | 14.0%          | 35.4%     | 39.1%   | 9.9%         | 1.6%              |

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

| Q8. What are your primary sources for information about City activities & services | Number | Percent |
|--|--------|---------|
| City newsletter  | 229    | 70.5 %  |
| City website   | 164    | 50.5 %  |
| Twitter  | 15     | 4.6 %   |
| Facebook   | 142    | 43.7 %  |
| Nextdoor   | 80     | 24.6 %  |
| Word of mouth  | 145    | 44.6 %  |
| Newspaper  | 17     | 5.2 %   |
| Other  | 19     | 5.8 %   |
| Total  | 811    |         |

**Q8-8. Other**

| Q8-8. Other  | Number | Percent |
|--|--------|---------|
| EMAIL  | 5      | 26.3 %  |
| TEXT   | 2      | 10.5 %  |
| INSTAGRAM  | 2      | 10.5 %  |
| Social media outside of what Spring Hill City provides                 | 1      | 5.3 %   |
| Google   | 1      | 5.3 %   |
| My neighbor keeps me well informed of what is happening in Spring Hill | 1      | 5.3 %   |
| CHAMBER NEWS   | 1      | 5.3 %   |
| CITY NOTIFICATION TEXTS & EMAILS                                       | 1      | 5.3 %   |
| STREET ADVERTISEMENTS  | 1      | 5.3 %   |
| PARK AND REC FLYER   | 1      | 5.3 %   |
| SOCIAL MEDIA   | 1      | 5.3 %   |
| Council agenda   | 1      | 5.3 %   |
| Alert text & email system  | 1      | 5.3 %   |
| Total  | 19     | 100.0 % |

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

| <u>Q9. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|-----------------------|---------------|----------------|
| City newsletter       | 134           | 41.2 %         |
| City website          | 55            | 16.9 %         |
| Twitter               | 5             | 1.5 %          |
| Facebook              | 74            | 22.8 %         |
| Nextdoor              | 6             | 1.8 %          |
| Word of mouth         | 4             | 1.2 %          |
| Newspaper             | 5             | 1.5 %          |
| Other                 | 7             | 2.2 %          |
| <u>None chosen</u>    | <u>35</u>     | <u>10.8 %</u>  |
| Total                 | 325           | 100.0 %        |

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

| <u>Q9. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|-----------------------|---------------|----------------|
| City newsletter       | 49            | 15.1 %         |
| City website          | 95            | 29.2 %         |
| Twitter               | 8             | 2.5 %          |
| Facebook              | 51            | 15.7 %         |
| Nextdoor              | 24            | 7.4 %          |
| Word of mouth         | 20            | 6.2 %          |
| Newspaper             | 8             | 2.5 %          |
| Other                 | 7             | 2.2 %          |
| <u>None chosen</u>    | <u>63</u>     | <u>19.4 %</u>  |
| Total                 | 325           | 100.0 %        |

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

| <u>Q9. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|-----------------------|---------------|----------------|
| City newsletter       | 44            | 13.5 %         |
| City website          | 39            | 12.0 %         |
| Twitter               | 11            | 3.4 %          |
| Facebook              | 29            | 8.9 %          |
| Nextdoor              | 33            | 10.2 %         |
| Word of mouth         | 35            | 10.8 %         |
| Newspaper             | 12            | 3.7 %          |
| Other                 | 9             | 2.8 %          |
| <u>None chosen</u>    | <u>113</u>    | <u>34.8 %</u>  |
| Total                 | 325           | 100.0 %        |

**SUM OF TOP 3 CHOICES**

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

| <u>Q9. Sum of top 3 choices</u> | <u>Number</u> | <u>Percent</u> |
|---------------------------------|---------------|----------------|
| City newsletter                 | 227           | 69.8 %         |
| City website                    | 189           | 58.2 %         |
| Twitter                         | 24            | 7.4 %          |
| Facebook                        | 154           | 47.4 %         |
| Nextdoor                        | 63            | 19.4 %         |
| Word of mouth                   | 59            | 18.2 %         |
| Newspaper                       | 25            | 7.7 %          |
| Other                           | 23            | 7.1 %          |
| <u>None chosen</u>              | <u>35</u>     | <u>10.8 %</u>  |
| Total                           | 799           |                |

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

| <u>Q10. What following social network sites do you use</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Twitter  | 54            | 16.6 %         |
| Facebook   | 228           | 70.2 %         |
| YouTube  | 120           | 36.9 %         |
| Pinterest  | 96            | 29.5 %         |
| Nixle  | 1             | 0.3 %          |
| Instagram  | 95            | 29.2 %         |
| Snapchat   | 56            | 17.2 %         |
| NextDoor   | 103           | 31.7 %         |
| Other  | 9             | 2.8 %          |
| Total  | 762           |                |

**Q10-9. Other**

| <u>Q10-9. Other</u> | <u>Number</u> | <u>Percent</u> |
|---------------------|---------------|----------------|
| LINKEDIN            | 3             | 33.3 %         |
| NEWS BREAK ONLINE   | 1             | 11.1 %         |
| NEWSPAPER           | 1             | 11.1 %         |
| WEBSITE             | 1             | 11.1 %         |
| EMAIL               | 1             | 11.1 %         |
| Mail                | 1             | 11.1 %         |
| REDDIT              | 1             | 11.1 %         |
| Total               | 9             | 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=325)

|  | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q11-1. Maintenance of City streets                               | 3.4%           | 19.4%     | 18.2%   | 26.2%        | 32.0%             | 0.9%       |
| Q11-2. Maintenance of sidewalks in City                          | 3.4%           | 19.7%     | 29.2%   | 19.7%        | 20.6%             | 7.4%       |
| Q11-3. Maintenance of City traffic signals/street signs          | 11.4%          | 43.4%     | 29.8%   | 6.5%         | 4.3%              | 4.6%       |
| Q11-4. Adequacy of City street lighting                          | 8.6%           | 40.3%     | 28.9%   | 15.1%        | 3.7%              | 3.4%       |
| Q11-5. Maintenance & preservation of Downtown Spring Hill        | 11.7%          | 40.9%     | 29.5%   | 8.6%         | 3.4%              | 5.8%       |
| Q11-6. Maintenance of City buildings                             | 8.9%           | 40.3%     | 34.8%   | 3.4%         | 0.9%              | 11.7%      |
| Q11-7. Snow removal on City streets                              | 27.7%          | 43.4%     | 16.3%   | 8.0%         | 3.4%              | 1.2%       |
| Q11-8. Mowing & trimming along City streets & other public areas | 15.1%          | 46.2%     | 23.7%   | 8.0%         | 2.2%              | 4.9%       |
| Q11-9. Overall cleanliness of City streets & other public areas  | 12.6%          | 50.5%     | 22.5%   | 10.2%        | 2.5%              | 1.8%       |
| Q11-10. Maintenance of stormwater drainage system                | 8.3%           | 31.1%     | 31.7%   | 8.0%         | 3.4%              | 17.5%      |
| Q11-11. Maintenance of City's water/sewer system                 | 8.0%           | 29.5%     | 30.2%   | 10.5%        | 5.8%              | 16.0%      |

**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=325)

|   | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q11-1. Maintenance of City streets                                  | 3.4%           | 19.6%     | 18.3%   | 26.4%        | 32.3%             |
| Q11-2. Maintenance of sidewalks in City                             | 3.7%           | 21.3%     | 31.6%   | 21.3%        | 22.3%             |
| Q11-3. Maintenance of City traffic signals/<br>street signs         | 11.9%          | 45.5%     | 31.3%   | 6.8%         | 4.5%              |
| Q11-4. Adequacy of City street lighting                             | 8.9%           | 41.7%     | 29.9%   | 15.6%        | 3.8%              |
| Q11-5. Maintenance & preservation of<br>Downtown Spring Hill        | 12.4%          | 43.5%     | 31.4%   | 9.2%         | 3.6%              |
| Q11-6. Maintenance of City buildings                                | 10.1%          | 45.6%     | 39.4%   | 3.8%         | 1.0%              |
| Q11-7. Snow removal on City streets                                 | 28.0%          | 43.9%     | 16.5%   | 8.1%         | 3.4%              |
| Q11-8. Mowing & trimming along City streets &<br>other public areas | 15.9%          | 48.5%     | 24.9%   | 8.4%         | 2.3%              |
| Q11-9. Overall cleanliness of City streets &<br>other public areas  | 12.9%          | 51.4%     | 22.9%   | 10.3%        | 2.5%              |
| Q11-10. Maintenance of stormwater drainage<br>system                | 10.1%          | 37.7%     | 38.4%   | 9.7%         | 4.1%              |
| Q11-11. Maintenance of City's water/sewer<br>system                 | 9.5%           | 35.2%     | 35.9%   | 12.5%        | 7.0%              |

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

| <u>Q12. Top choice</u>                                    | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Maintenance of City streets                               | 168           | 51.7 %         |
| Maintenance of sidewalks in City                          | 32            | 9.8 %          |
| Maintenance of City traffic signals/street signs          | 7             | 2.2 %          |
| Adequacy of City street lighting                          | 9             | 2.8 %          |
| Maintenance & preservation of Downtown Spring Hill        | 8             | 2.5 %          |
| Maintenance of City buildings                             | 1             | 0.3 %          |
| Snow removal on City streets                              | 11            | 3.4 %          |
| Mowing & trimming along City streets & other public areas | 7             | 2.2 %          |
| Overall cleanliness of City streets & other public areas  | 5             | 1.5 %          |
| Maintenance of stormwater drainage system                 | 5             | 1.5 %          |
| Maintenance of City's water/sewer system                  | 36            | 11.1 %         |
| <u>None chosen</u>  | <u>36</u>     | <u>11.1 %</u>  |
| Total   | 325           | 100.0 %        |

**Q12. Which THREE of the maintenance items listed in Question 11 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                               | 39            | 12.0 %         |
| Maintenance of sidewalks in City                          | 74            | 22.8 %         |
| Maintenance of City traffic signals/street signs          | 13            | 4.0 %          |
| Adequacy of City street lighting                          | 37            | 11.4 %         |
| Maintenance & preservation of Downtown Spring Hill        | 12            | 3.7 %          |
| Maintenance of City buildings                             | 8             | 2.5 %          |
| Snow removal on City streets                              | 20            | 6.2 %          |
| Mowing & trimming along City streets & other public areas | 4             | 1.2 %          |
| Overall cleanliness of City streets & other public areas  | 22            | 6.8 %          |
| Maintenance of stormwater drainage system                 | 16            | 4.9 %          |
| Maintenance of City's water/sewer system                  | 16            | 4.9 %          |
| <u>None chosen</u>  | <u>64</u>     | <u>19.7 %</u>  |
| Total   | 325           | 100.0 %        |

**Q12. Which THREE of the maintenance items listed in Question 11 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                               | 13     | 4.0 %   |
| Maintenance of sidewalks in City                          | 25     | 7.7 %   |
| Maintenance of City traffic signals/street signs          | 20     | 6.2 %   |
| Adequacy of City street lighting                          | 26     | 8.0 %   |
| Maintenance & preservation of Downtown Spring Hill        | 28     | 8.6 %   |
| Maintenance of City buildings                             | 9      | 2.8 %   |
| Snow removal on City streets                              | 24     | 7.4 %   |
| Mowing & trimming along City streets & other public areas | 12     | 3.7 %   |
| Overall cleanliness of City streets & other public areas  | 27     | 8.3 %   |
| Maintenance of stormwater drainage system                 | 16     | 4.9 %   |
| Maintenance of City's water/sewer system                  | 29     | 8.9 %   |
| None chosen   | 96     | 29.5 %  |
| Total   | 325    | 100.0 % |

**SUM OF TOP 3 CHOICES**

**Q12. Which THREE of the maintenance items listed in Question 11 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                               | 220    | 67.7 %  |
| Maintenance of sidewalks in City                          | 131    | 40.3 %  |
| Maintenance of City traffic signals/street signs          | 40     | 12.3 %  |
| Adequacy of City street lighting                          | 72     | 22.2 %  |
| Maintenance & preservation of Downtown Spring Hill        | 48     | 14.8 %  |
| Maintenance of City buildings                             | 18     | 5.5 %   |
| Snow removal on City streets                              | 55     | 16.9 %  |
| Mowing & trimming along City streets & other public areas | 23     | 7.1 %   |
| Overall cleanliness of City streets & other public areas  | 54     | 16.6 %  |
| Maintenance of stormwater drainage system                 | 37     | 11.4 %  |
| Maintenance of City's water/sewer system                  | 81     | 24.9 %  |
| None chosen   | 36     | 11.1 %  |
| Total   | 815    |         |

**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=325)

|   | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q13-1. Maintenance of City parks & park equipment                         | 10.5%          | 39.4%     | 28.3%   | 6.5%         | 1.8%              | 13.5%      |
| Q13-2. Number of City parks   | 10.5%          | 33.5%     | 27.1%   | 12.6%        | 4.0%              | 12.3%      |
| Q13-3. Walking & biking trails in City                                    | 3.4%           | 11.1%     | 23.7%   | 28.6%        | 20.3%             | 12.9%      |
| Q13-4. City aquatic center  | 13.5%          | 28.9%     | 22.2%   | 11.4%        | 4.3%              | 19.7%      |
| Q13-5. Athletic fields (e.g. baseball, softball, soccer, & football)      | 10.8%          | 25.2%     | 29.8%   | 8.3%         | 3.4%              | 22.5%      |
| Q13-6. City's youth athletic programs                                     | 8.0%           | 28.6%     | 25.2%   | 8.3%         | 1.5%              | 28.3%      |
| Q13-7. City's adult athletic programs                                     | 5.2%           | 16.3%     | 30.8%   | 7.1%         | 2.8%              | 37.8%      |
| Q13-8. Other recreation programs such as classes, trips, & special events | 5.5%           | 15.7%     | 35.4%   | 4.0%         | 1.8%              | 37.5%      |
| Q13-9. Tennis courts in City  | 2.2%           | 7.1%      | 31.7%   | 8.9%         | 4.6%              | 45.5%      |
| Q13-10. Sycamore Ridge Golf Course  | 13.8%          | 19.7%     | 28.3%   | 0.6%         | 0.3%              | 37.2%      |

**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=325)

|   | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q13-1. Maintenance of City parks & park equipment                         | 12.1%          | 45.6%     | 32.7%   | 7.5%         | 2.1%              |
| Q13-2. Number of City parks   | 11.9%          | 38.2%     | 30.9%   | 14.4%        | 4.6%              |
| Q13-3. Walking & biking trails in City                                    | 3.9%           | 12.7%     | 27.2%   | 32.9%        | 23.3%             |
| Q13-4. City aquatic center  | 16.9%          | 36.0%     | 27.6%   | 14.2%        | 5.4%              |
| Q13-5. Athletic fields (e.g. baseball, softball, soccer, & football)      | 13.9%          | 32.5%     | 38.5%   | 10.7%        | 4.4%              |
| Q13-6. City's youth athletic programs                                     | 11.2%          | 39.9%     | 35.2%   | 11.6%        | 2.1%              |
| Q13-7. City's adult athletic programs                                     | 8.4%           | 26.2%     | 49.5%   | 11.4%        | 4.5%              |
| Q13-8. Other recreation programs such as classes, trips, & special events | 8.9%           | 25.1%     | 56.7%   | 6.4%         | 3.0%              |
| Q13-9. Tennis courts in City  | 4.0%           | 13.0%     | 58.2%   | 16.4%        | 8.5%              |
| Q13-10. Sycamore Ridge Golf Course  | 22.1%          | 31.4%     | 45.1%   | 1.0%         | 0.5%              |

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

| <u>Q14. Top choice</u>   | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of City parks & park equipment                         | 31            | 9.5 %          |
| Number of City parks   | 19            | 5.8 %          |
| Walking & biking trails in City                                    | 112           | 34.5 %         |
| City aquatic center  | 31            | 9.5 %          |
| Athletic fields (e.g. baseball, softball, soccer, & football)      | 11            | 3.4 %          |
| City's youth athletic programs                                     | 18            | 5.5 %          |
| City's adult athletic programs                                     | 10            | 3.1 %          |
| Other recreation programs such as classes, trips, & special events | 2             | 0.6 %          |
| Tennis courts in City  | 7             | 2.2 %          |
| Sycamore Ridge Golf Course   | 5             | 1.5 %          |
| None chosen  | 79            | 24.3 %         |
| Total  | 325           | 100.0 %        |

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

| <u>Q14. 2nd choice</u>   | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of City parks & park equipment                         | 32            | 9.8 %          |
| Number of City parks   | 35            | 10.8 %         |
| Walking & biking trails in City                                    | 54            | 16.6 %         |
| City aquatic center  | 16            | 4.9 %          |
| Athletic fields (e.g. baseball, softball, soccer, & football)      | 26            | 8.0 %          |
| City's youth athletic programs                                     | 21            | 6.5 %          |
| City's adult athletic programs                                     | 12            | 3.7 %          |
| Other recreation programs such as classes, trips, & special events | 6             | 1.8 %          |
| Tennis courts in City  | 6             | 1.8 %          |
| Sycamore Ridge Golf Course   | 3             | 0.9 %          |
| None chosen  | 114           | 35.1 %         |
| Total  | 325           | 100.0 %        |

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

| <u>Q14. 3rd choice</u>   | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of City parks & park equipment                         | 30            | 9.2 %          |
| Number of City parks   | 24            | 7.4 %          |
| Walking & biking trails in City                                    | 19            | 5.8 %          |
| City aquatic center  | 24            | 7.4 %          |
| Athletic fields (e.g. baseball, softball, soccer, & football)      | 23            | 7.1 %          |
| City's youth athletic programs                                     | 17            | 5.2 %          |
| City's adult athletic programs                                     | 16            | 4.9 %          |
| Other recreation programs such as classes, trips, & special events | 14            | 4.3 %          |
| Tennis courts in City  | 20            | 6.2 %          |
| Sycamore Ridge Golf Course   | 6             | 1.8 %          |
| <u>None chosen</u>   | <u>132</u>    | <u>40.6 %</u>  |
| Total  | 325           | 100.0 %        |

**SUM OF TOP 3 CHOICES**

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

| <u>Q14. Sum of top 3 choices</u>                                   | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of City parks & park equipment                         | 93            | 28.6 %         |
| Number of City parks   | 78            | 24.0 %         |
| Walking & biking trails in City                                    | 185           | 56.9 %         |
| City aquatic center  | 71            | 21.8 %         |
| Athletic fields (e.g. baseball, softball, soccer, & football)      | 60            | 18.5 %         |
| City's youth athletic programs                                     | 56            | 17.2 %         |
| City's adult athletic programs                                     | 38            | 11.7 %         |
| Other recreation programs such as classes, trips, & special events | 22            | 6.8 %          |
| Tennis courts in City  | 33            | 10.2 %         |
| Sycamore Ridge Golf Course   | 14            | 4.3 %          |
| <u>None chosen</u>   | <u>79</u>     | <u>24.3 %</u>  |
| Total  | 729           |                |

**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=325)

|  | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q15-1. Enforcing clean up of litter & debris                                     | 6.5%           | 31.1%     | 27.1%   | 16.0%        | 7.4%              | 12.0%      |
| Q15-2. Enforcing mowing & trimming of grass & weeds on private & public property | 6.8%           | 29.2%     | 27.4%   | 19.1%        | 6.8%              | 10.8%      |
| Q15-3. Enforcing maintenance of residential property                             | 4.9%           | 23.7%     | 25.5%   | 24.3%        | 9.5%              | 12.0%      |
| Q15-4. Enforcing maintenance of business property                                | 5.8%           | 31.7%     | 34.8%   | 8.0%         | 3.1%              | 16.6%      |
| Q15-5. Enforcing sign regulations  | 5.8%           | 29.8%     | 35.4%   | 4.0%         | 3.1%              | 21.8%      |
| Q15-6. Overall appearance of City  | 6.8%           | 36.3%     | 35.1%   | 14.2%        | 3.7%              | 4.0%       |

**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=325)

|  | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q15-1. Enforcing clean up of litter & debris                                     | 7.3%           | 35.3%     | 30.8%   | 18.2%        | 8.4%              |
| Q15-2. Enforcing mowing & trimming of grass & weeds on private & public property | 7.6%           | 32.8%     | 30.7%   | 21.4%        | 7.6%              |
| Q15-3. Enforcing maintenance of residential property                             | 5.6%           | 26.9%     | 29.0%   | 27.6%        | 10.8%             |
| Q15-4. Enforcing maintenance of business property                                | 7.0%           | 38.0%     | 41.7%   | 9.6%         | 3.7%              |
| Q15-5. Enforcing sign regulations  | 7.5%           | 38.2%     | 45.3%   | 5.1%         | 3.9%              |
| Q15-6. Overall appearance of City  | 7.1%           | 37.8%     | 36.5%   | 14.7%        | 3.8%              |

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

| Q16. Future projects City should prioritize over next five years | Number    | Percent       |
|--|-----------|---------------|
| Railroad quiet zones   | 85        | 26.2 %        |
| Bike trails  | 106       | 32.6 %        |
| Walking trails   | 203       | 62.5 %        |
| Basketball courts  | 26        | 8.0 %         |
| Downtown streetscape   | 95        | 29.2 %        |
| New purpose for former City pool                                 | 124       | 38.2 %        |
| New phase of City Aquatic Center                                 | 115       | 35.4 %        |
| <u>More small neighborhood parks</u>                             | <u>75</u> | <u>23.1 %</u> |
| Total  | 829       |               |

**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=325)

|   | Very important | Somewhat important | Not sure | Unimportant |
|---|----------------|--------------------|----------|-------------|
| Q17-1. Safety & security                                | 83.1%          | 10.8%              | 5.5%     | 0.6%        |
| Q17-2. Quality of public schools                        | 75.4%          | 12.6%              | 4.3%     | 7.7%        |
| Q17-3. Employment opportunities                         | 15.7%          | 28.6%              | 19.4%    | 36.3%       |
| Q17-4. Types of housing                                 | 51.4%          | 33.5%              | 9.8%     | 5.2%        |
| Q17-5. Affordability of housing                         | 61.2%          | 23.7%              | 10.5%    | 4.6%        |
| Q17-6. Access to quality shopping                       | 37.8%          | 32.6%              | 12.3%    | 17.2%       |
| Q17-7. Availability of parks & recreation opportunities | 34.2%          | 40.6%              | 13.8%    | 11.4%       |
| Q17-8. Near family or friends                           | 34.8%          | 31.7%              | 12.3%    | 21.2%       |
| Q17-9. Availability of transportation options           | 13.8%          | 24.0%              | 20.9%    | 41.2%       |
| Q17-10. Proximity to Kansas City metro area             | 32.9%          | 40.0%              | 10.5%    | 16.6%       |
| Q17-11. Access to restaurants/entertainment             | 41.2%          | 39.1%              | 10.5%    | 9.2%        |

**Q17. REASONS TO LIVE IN SPRING HILL. Are your needs being met in Spring Hill?**

(N=325)

|   | Yes   | No    | Not provided |
|---|-------|-------|--------------|
| Q17-1. Safety & security                                | 64.3% | 4.0%  | 31.7%        |
| Q17-2. Quality of public schools                        | 60.6% | 5.5%  | 33.8%        |
| Q17-3. Employment opportunities                         | 26.5% | 28.6% | 44.9%        |
| Q17-4. Types of housing                                 | 57.2% | 8.3%  | 34.5%        |
| Q17-5. Affordability of housing                         | 49.2% | 15.7% | 35.1%        |
| Q17-6. Access to quality shopping                       | 22.8% | 41.2% | 36.0%        |
| Q17-7. Availability of parks & recreation opportunities | 42.2% | 20.9% | 36.9%        |
| Q17-8. Near family or friends                           | 52.0% | 9.2%  | 38.8%        |
| Q17-9. Availability of transportation options           | 24.3% | 32.3% | 43.4%        |
| Q17-10. Proximity to Kansas City metro area             | 54.5% | 8.6%  | 36.9%        |
| Q17-11. Access to restaurants/entertainment             | 22.5% | 44.0% | 33.5%        |

**WITHOUT “NOT PROVIDED”**

**Q17. REASONS TO LIVE IN SPRING HILL. Are your needs being met in Spring Hill? (without "not provided")**

(N=325)

|   | Yes   | No    |
|---|-------|-------|
| Q17-1. Safety & security                                | 94.1% | 5.9%  |
| Q17-2. Quality of public schools                        | 91.6% | 8.4%  |
| Q17-3. Employment opportunities                         | 48.0% | 52.0% |
| Q17-4. Types of housing                                 | 87.3% | 12.7% |
| Q17-5. Affordability of housing                         | 75.8% | 24.2% |
| Q17-6. Access to quality shopping                       | 35.6% | 64.4% |
| Q17-7. Availability of parks & recreation opportunities | 66.8% | 33.2% |
| Q17-8. Near family or friends                           | 84.9% | 15.1% |
| Q17-9. Availability of transportation options           | 42.9% | 57.1% |
| Q17-10. Proximity to Kansas City metro area             | 86.3% | 13.7% |
| Q17-11. Access to restaurants/entertainment             | 33.8% | 66.2% |

**Q18. Do you have access to the internet?**

| Q18. Do you have access to internet | Number | Percent |
|-------------------------------------|--------|---------|
| Yes                                 | 303    | 93.2 %  |
| No                                  | 20     | 6.2 %   |
| Not provided                        | 2      | 0.6 %   |
| Total                               | 325    | 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                                 | 303    | 93.8 %  |
| No                                  | 20     | 6.2 %   |
| Total                               | 323    | 100.0 % |

**Q18a. (If YES to Question 18) Where do you have access?**

| Q18a. Where do you have access | Number | Percent |
|--------------------------------|--------|---------|
| Home                           | 297    | 98.0 %  |
| Work                           | 141    | 46.5 %  |
| Library                        | 36     | 11.9 %  |
| Other                          | 23     | 7.6 %   |
| Total                          | 497    |         |

**Q18a-4. Other**

| Q18a-4. Other             | Number | Percent |
|---------------------------|--------|---------|
| Cell phone                | 18     | 78.3 %  |
| INTERNET OPTIONS          | 1      | 4.3 %   |
| PLACES NOT IN SPRING HILL | 1      | 4.3 %   |
| CROWN REALTY              | 1      | 4.3 %   |
| CAR                       | 1      | 4.3 %   |
| RESTAURANTS               | 1      | 4.3 %   |
| Total                     | 23     | 100.0 % |

**Q19. City services, such as utility bills and recreation programs, can be paid online. 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  | 296    | 91.1 %  |
| No   | 14     | 4.3 %   |
| Don't know   | 15     | 4.6 %   |
| Total  | 325    | 100.0 % |

**WITHOUT "DON'T KNOW"**

**Q19. City services, such as utility bills and recreation programs, can be paid online. 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  | 296    | 95.5 %  |
| No   | 14     | 4.5 %   |
| Total  | 310    | 100.0 % |

**Q19a. (If YES to Question 19) Do you currently pay for any of these services online?**

| Q19a. Do you currently pay for any of these services online | Number | Percent |
|---|--------|---------|
| Yes   | 198    | 66.9 %  |
| No  | 96     | 32.4 %  |
| Don't know  | 2      | 0.7 %   |
| Total   | 296    | 100.0 % |

**WITHOUT "DON'T KNOW"**

**Q19a. (If YES to Question 19) Do you currently pay for any of these services online? (without "don't know")**

| Q19a. Do you currently pay for any of these services online | Number | Percent |
|---|--------|---------|
| Yes   | 198    | 67.3 %  |
| No  | 96     | 32.7 %  |
| Total   | 294    | 100.0 % |

**Q20. In which county do you live?**

| <u>Q20. In which county do you live</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Johnson                                 | 182           | 56.0 %         |
| Miami                                   | 143           | 44.0 %         |
| Total                                   | 325           | 100.0 %        |

**Q21. What is your age?**

| <u>Q21. Your age</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| Under 35             | 59            | 18.2 %         |
| 35 to 44             | 69            | 21.2 %         |
| 45 to 54             | 64            | 19.7 %         |
| 55 to 64             | 66            | 20.3 %         |
| 65+                  | 59            | 18.2 %         |
| Not provided         | 8             | 2.5 %          |
| Total                | 325           | 100.0 %        |

**WITHOUT "NOT PROVIDED"****Q21. What is your age? (without "not provided")**

| <u>Q21. Your age</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| Under 35             | 59            | 18.6 %         |
| 35 to 44             | 69            | 21.8 %         |
| 45 to 54             | 64            | 20.2 %         |
| 55 to 64             | 66            | 20.8 %         |
| 65+                  | 59            | 18.6 %         |
| Total                | 317           | 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  | 67            | 20.6 %         |
| 2  | 99            | 30.5 %         |
| 3  | 70            | 21.5 %         |
| 4  | 43            | 13.2 %         |
| 5  | 33            | 10.2 %         |
| 6+   | 13            | 4.0 %          |
| Total  | 325           | 100.0 %        |

**Q23. Including yourself, how many people in your household are...**

|             | Mean | Sum |
|-------------|------|-----|
| number      | 2.8  | 888 |
| Under age 5 | 0.1  | 44  |
| Ages 5-9    | 0.2  | 74  |
| Ages 10-14  | 0.3  | 87  |
| Ages 15-19  | 0.2  | 74  |
| Ages 20-24  | 0.1  | 29  |
| Ages 25-34  | 0.3  | 82  |
| Ages 35-44  | 0.4  | 135 |
| Ages 45-54  | 0.4  | 135 |
| Ages 55-64  | 0.3  | 101 |
| Ages 65-74  | 0.2  | 77  |
| Ages 75+    | 0.2  | 50  |

**Q24. Would you say your total household income is:**

| Q24. Your total household income | Number | Percent |
|----------------------------------|--------|---------|
| Under \$30K                      | 45     | 13.8 %  |
| \$30K to \$59,999                | 68     | 20.9 %  |
| \$60K to \$99,999                | 88     | 27.1 %  |
| \$100K+                          | 89     | 27.4 %  |
| Not provided                     | 35     | 10.8 %  |
| Total                            | 325    | 100.0 % |

**WITHOUT "NOT PROVIDED"**

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

| Q24. Your total household income | Number | Percent |
|----------------------------------|--------|---------|
| Under \$30K                      | 45     | 15.5 %  |
| \$30K to \$59,999                | 68     | 23.4 %  |
| \$60K to \$99,999                | 88     | 30.3 %  |
| \$100K+                          | 89     | 30.7 %  |
| Total                            | 290    | 100.0 % |

**Q25. Your gender:**

| <u>Q25. Your gender</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------|---------------|----------------|
| Male                    | 156           | 48.0 %         |
| Female                  | 167           | 51.4 %         |
| Not provided            | 2             | 0.6 %          |
| Total                   | 325           | 100.0 %        |

**WITHOUT "NOT PROVIDED"**

**Q25. Your gender: (without "not provided")**

| <u>Q25. Your gender</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------|---------------|----------------|
| Male                    | 156           | 48.3 %         |
| Female                  | 167           | 51.7 %         |
| Total                   | 323           | 100.0 %        |

## **Section 5**

### ***Survey Instrument***

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THE CITY OF  
**SpringHill**  
KANSAS

March 2020

Dear Fellow Resident:

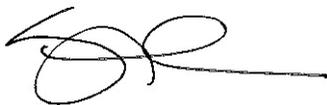
The City of Spring Hill has commissioned a community survey through ETC Institute, a national leader in community-based market research. You may recall participating in our last survey in 2016, and similarly, completing this survey will take only a few minutes. Your input will provide our community with valuable guidance as we plan for the next several years.

Like you, our city leaders are passionate about our community, and like you, we want to make sure the direction we are going is consistent with your goals and your values. Your input helps us 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 spring. 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 social media accounts as well as published in The Outlook, our City newsletter.

I hope you will have the time to complete this survey — your involvement is what makes Spring Hill remarkable, and your input about our future is incredibly valuable. You may also choose to complete the survey online at [www.springhillsurvey.org](http://www.springhillsurvey.org). If you have any questions about this survey, please feel free to contact Kate Shupert, Public Affairs Specialist, or as always, feel welcome to contact me through City Hall at (913) 592-3664.

Sincerely,



Steven M. Ellis  
Mayor



# 2020 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 Kate Shupert at (913) 592-3664 or at [publicaffairs@springhills.gov](mailto:publicaffairs@springhills.gov).

**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 |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Overall quality of police services   | 5              | 4         | 3       | 2            | 1                 | 9          |
| 02. Overall quality of fire and ambulance services                                       | 5              | 4         | 3       | 2            | 1                 | 9          |
| 03. Overall quality of City parks and recreation programs and facilities                 | 5              | 4         | 3       | 2            | 1                 | 9          |
| 04. Overall maintenance of City streets, buildings and facilities                        | 5              | 4         | 3       | 2            | 1                 | 9          |
| 05. Overall quality of City water/sewer utilities  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 06. Overall enforcement of building, property, maintenance, and traffic codes/ordinances | 5              | 4         | 3       | 2            | 1                 | 9          |
| 07. Overall quality of customer service you receive from City employees                  | 5              | 4         | 3       | 2            | 1                 | 9          |
| 08. Overall effectiveness of City communication with the public                          | 5              | 4         | 3       | 2            | 1                 | 9          |
| 09. 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 the items listed above 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."

| <i>Public Safety</i> |  | <i>Very Satisfied</i> | <i>Satisfied</i> | <i>Neutral</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> | <i>Don't Know</i> |
|----------------------|--|-----------------------|------------------|----------------|---------------------|--------------------------|-------------------|
| 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.**

| <i>City Leadership</i> |  | <i>Very Satisfied</i> | <i>Satisfied</i> | <i>Neutral</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> | <i>Don't Know</i> |
|------------------------|--|-----------------------|------------------|----------------|---------------------|--------------------------|-------------------|
| 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."

| <i>City Communication</i> |   | <i>Very Satisfied</i> | <i>Satisfied</i> | <i>Neutral</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> | <i>Don't Know</i> |
|---------------------------|---|-----------------------|------------------|----------------|---------------------|--------------------------|-------------------|
| 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 ( <a href="http://www.springhillks.gov">www.springhillks.gov</a> ) | 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 (Facebook, Twitter, Instagram, Nextdoor, etc.)               | 5                     | 4                | 3              | 2                   | 1                        | 9                 |

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

- |  |  |
|--|--|
| <input type="checkbox"/> (1) City newsletter | <input type="checkbox"/> (5) Nextdoor      |
| <input type="checkbox"/> (2) City website    | <input type="checkbox"/> (6) Word of mouth |
| <input type="checkbox"/> (3) Twitter         | <input type="checkbox"/> (7) Newspaper     |
| <input type="checkbox"/> (4) Facebook        | <input type="checkbox"/> (8) Other: _____  |

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

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

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

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Twitter   | <input type="checkbox"/> (6) Instagram    |
| <input type="checkbox"/> (2) Facebook  | <input type="checkbox"/> (7) Snapchat     |
| <input type="checkbox"/> (3) YouTube   | <input type="checkbox"/> (8) NextDoor     |
| <input type="checkbox"/> (4) Pinterest | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (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."**

| <i>City Maintenance</i> |   | <i>Very Satisfied</i> | <i>Satisfied</i> | <i>Neutral</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> | <i>Don't Know</i> |
|-------------------------|---|-----------------------|------------------|----------------|---------------------|--------------------------|-------------------|
| 01.                     | Maintenance of City streets                                   | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 02.                     | Maintenance of sidewalks in the city                          | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 03.                     | Maintenance of city traffic signals/street signs              | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 04.                     | Adequacy of City street lighting                              | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 05.                     | Maintenance and preservation of downtown Spring Hill          | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 06.                     | Maintenance of City buildings                                 | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 07.                     | Snow removal on City streets                                  | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 08.                     | Mowing and trimming along City streets and other public areas | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 09.                     | 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 Question 11 above.)**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

**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."**

| <i>Parks and Recreation</i> |  | <i>Very Satisfied</i> | <i>Satisfied</i> | <i>Neutral</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> | <i>Don't Know</i> |
|-----------------------------|--|-----------------------|------------------|----------------|---------------------|--------------------------|-------------------|
| 01.                         | Maintenance of City parks & park equipment                           | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 02.                         | The number of City parks   | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 03.                         | Walking and biking trails in the City                                | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 04.                         | City aquatic center  | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 05.                         | Athletic fields (e.g. baseball, softball, soccer, and football)      | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 06.                         | The City's youth athletic programs                                   | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 07.                         | The City's adult athletic programs                                   | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 08.                         | Other recreation programs such as classes, trips, and special events | 5                     | 4                | 3              | 2                   | 1                        | 9                 |
| 09.                         | 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 the list in Question 13 above.)**

1<sup>st</sup>: \_\_\_\_ 2<sup>nd</sup>: \_\_\_\_ 3<sup>rd</sup>: \_\_\_\_

**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."**

| <i>Codes and Ordinances</i> |   | <i>Very Satisfied</i> | <i>Satisfied</i> | <i>Neutral</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> | <i>Don't Know</i> |
|-----------------------------|---|-----------------------|------------------|----------------|---------------------|--------------------------|-------------------|
| 1.                          | Enforcing the clean up 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 | ____ (5) Downtown streetscape             |
| ____ (2) Bike trails          | ____ (6) New purpose for former City pool |
| ____ (3) Walking trails       | ____ (7) New phase of City Aquatic Center |
| ____ (4) Basketball courts    | ____ (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?

|                   |  |                       |                           |                 |                     | <i>Are your needs being met in Spring Hill?</i> |           |
|-------------------|--|-----------------------|---------------------------|-----------------|---------------------|---|-----------|
| <i>Indicators</i> |  | <i>Very Important</i> | <i>Somewhat Important</i> | <i>Not sure</i> | <i>Un-important</i> | <i>Yes</i>                                      | <i>No</i> |
| 01.               | Safety and security                                | 4                     | 3                         | 2               | 1                   | Yes   | No        |
| 02.               | Quality of public schools                          | 4                     | 3                         | 2               | 1                   | Yes   | No        |
| 03.               | Employment opportunities                           | 4                     | 3                         | 2               | 1                   | Yes   | No        |
| 04.               | Types of housing                                   | 4                     | 3                         | 2               | 1                   | Yes   | No        |
| 05.               | Affordability of housing                           | 4                     | 3                         | 2               | 1                   | Yes   | No        |
| 06.               | Access to quality shopping                         | 4                     | 3                         | 2               | 1                   | Yes   | No        |
| 07.               | Availability of parks and recreation opportunities | 4                     | 3                         | 2               | 1                   | Yes   | No        |
| 08.               | Near family or friends                             | 4                     | 3                         | 2               | 1                   | Yes   | No        |
| 09.               | 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 (Answer Q18-2.)      \_\_\_(2) No (Go 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 be paid online. Were you aware that you could pay for those services online?**

\_\_\_(1) Yes (Answer Q19-2.)      \_\_\_(2) No (Go to Q20.)      \_\_\_(9) 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      \_\_\_(9) 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.