

2020 Community Survey ***City of Spring Hill, Kansas***

Presented by

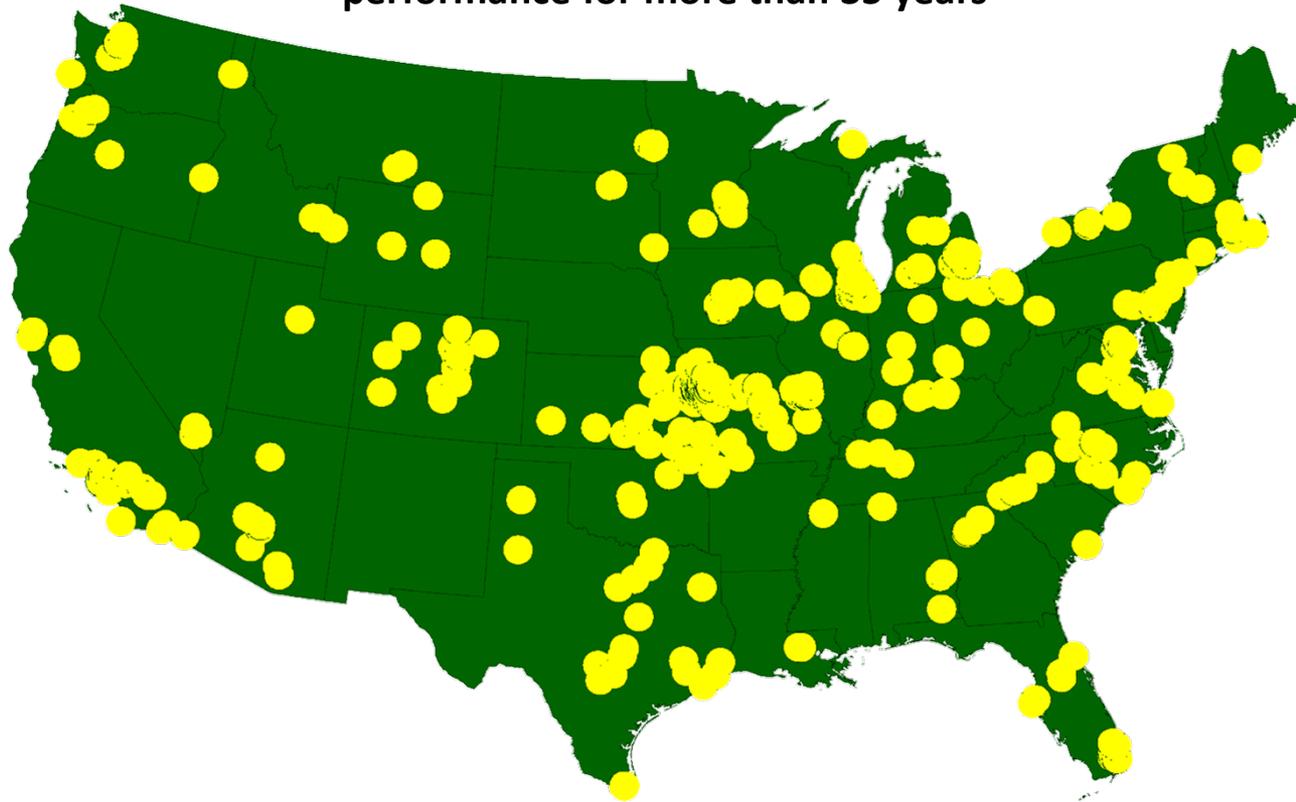


August 2020

ETC Institute

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More than 2,200,000 Persons Surveyed Since 2010
for more than 900 communities in 49 States

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

Purpose

- **To objectively assess citizen satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with residents regionally and nationally**

Methodology

- **Survey Description**

- six-page survey; included many of the same questions that were asked in previous surveys
- 4th Community Survey conducted for the City

- **Method of Administration**

- by mail and online to a random sample of City residents
- each survey took approximately 15-20 minutes to complete

- **Sample size:**

- completed surveys: 325 (far exceeded goal of 200)
- demographics of survey respondents accurately reflects the actual population of the City

- **Confidence level:** 95%

- **Margin of error:** +/- 5.3% overall

Bottom Line Up Front

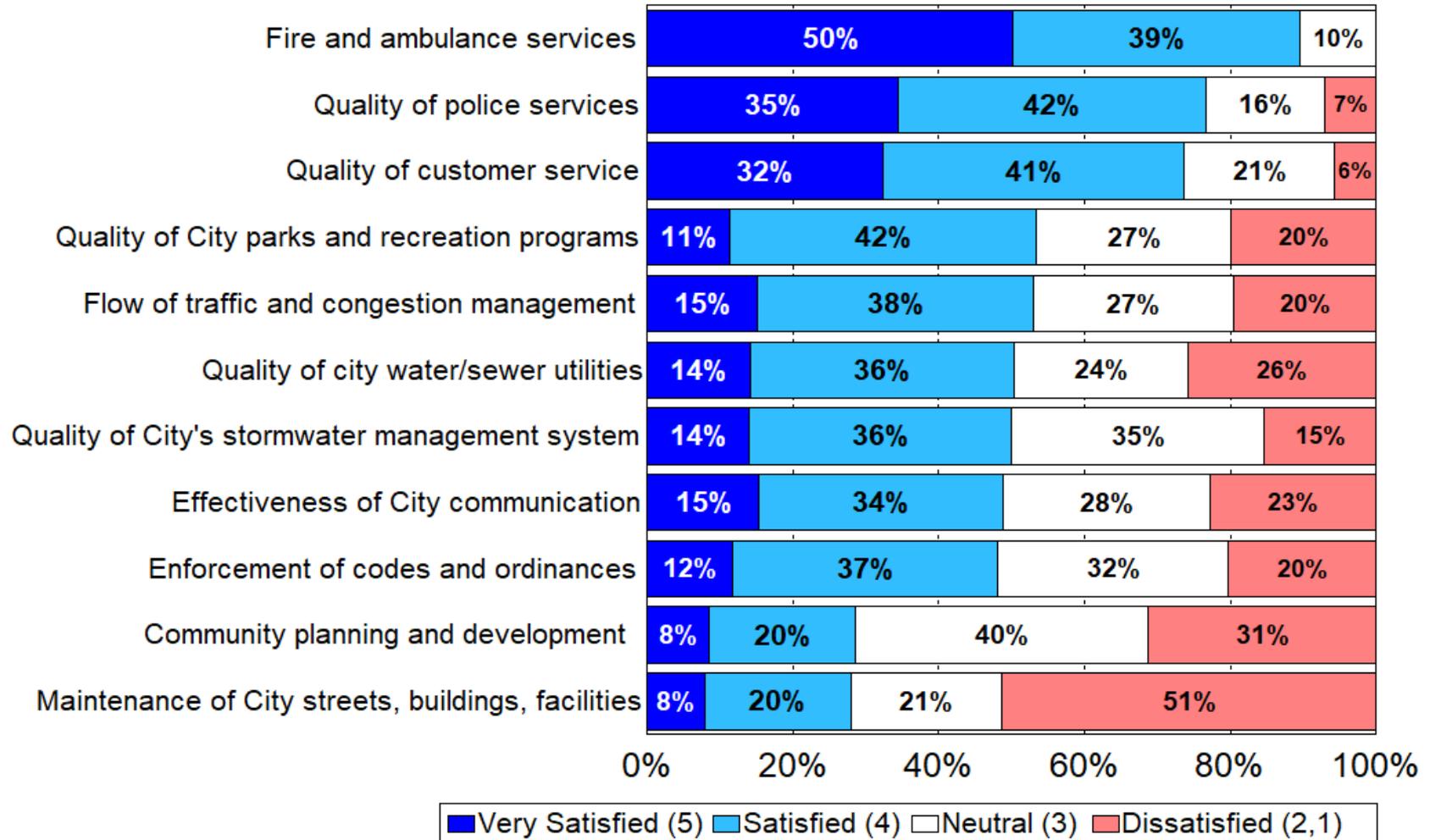
- **High Satisfaction with Fire/Ambulance, Police and Customer Service**
- **Top Overall Community Priorities:**
 - ❑ Maintenance of City Streets
 - ❑ Community Planning and Development
 - ❑ Walking and Biking Trails
 - ❑ Maintenance of Sidewalks
- **Most Important Reasons for Living in Spring Hill:**
 - ❑ Safety and Security
 - ❑ Quality of Public Schools
 - ❑ Affordability of Housing
 - ❑ Types of Housing

Major Finding #1

Satisfaction with City Services

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")

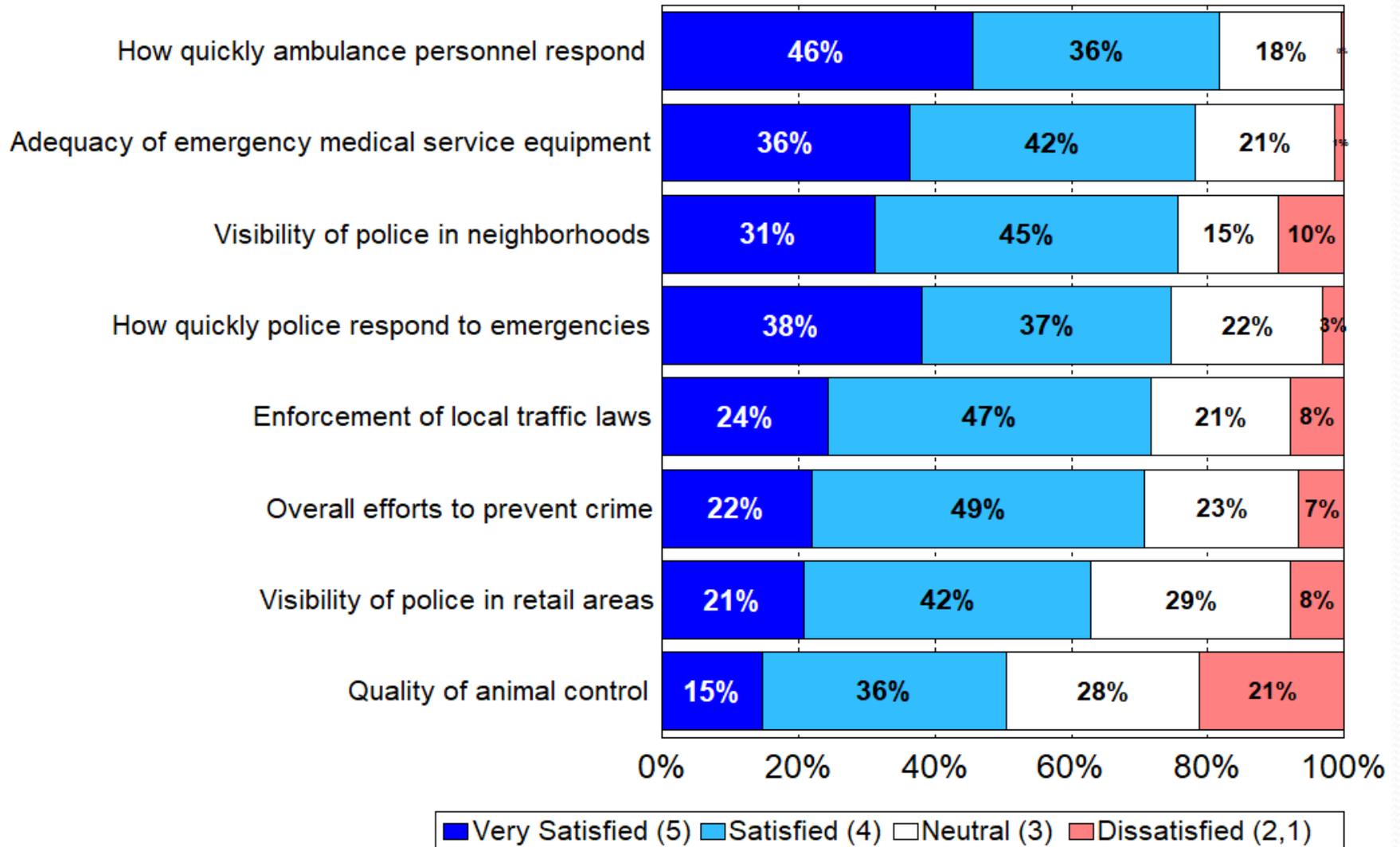


Source: ETC Institute DirectionFinder (2020 - Spring Hill, KS)

**Most Residents Are Satisfied with Public Safety and Customer Service;
There Are Concerns with Maintenance of Streets**

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)

Dissatisfaction Is Low in All Areas

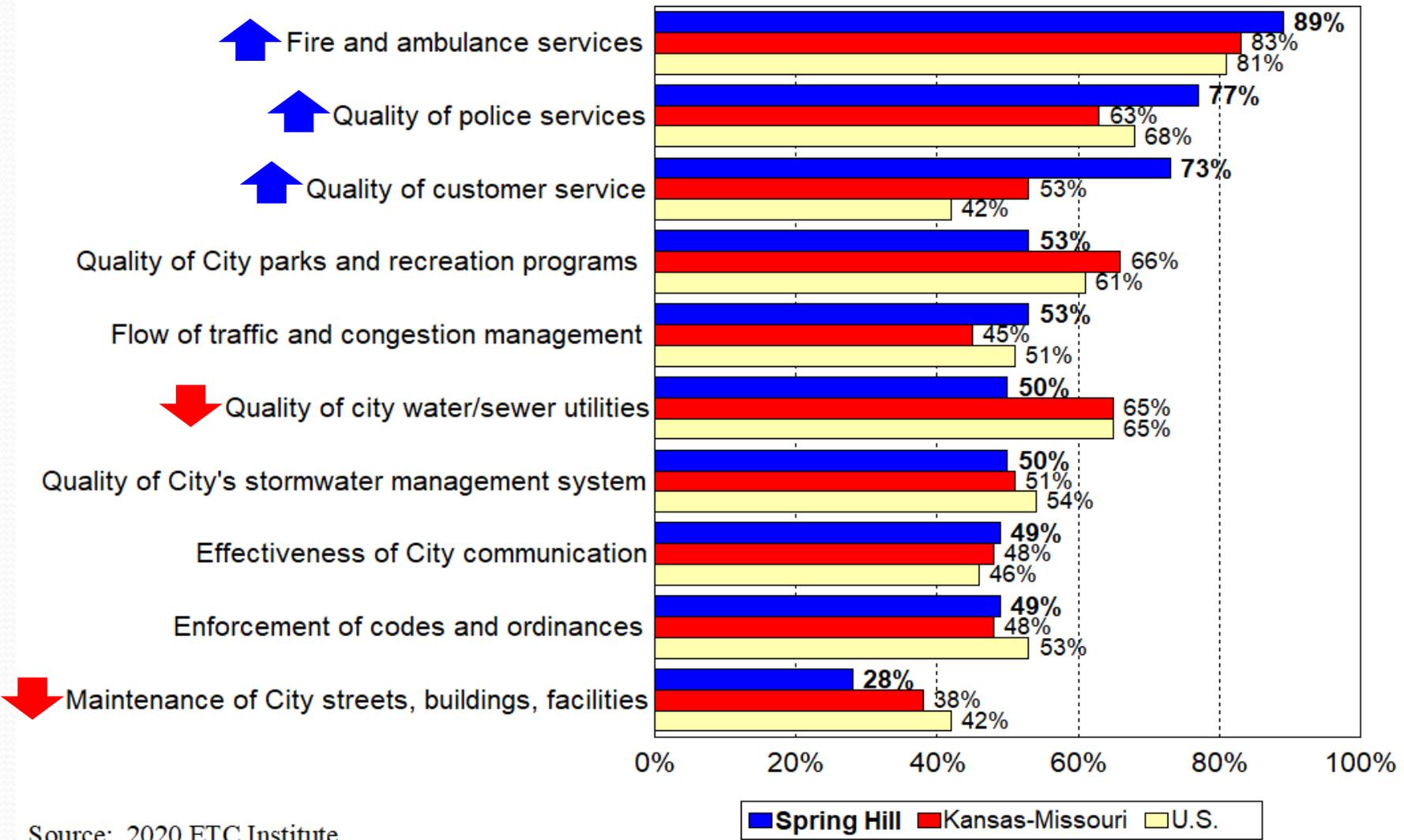
Topic #2

Comparisons to Other Communities

Overall Satisfaction with City Services

Spring Hill vs. Kansas-Missouri Average 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")



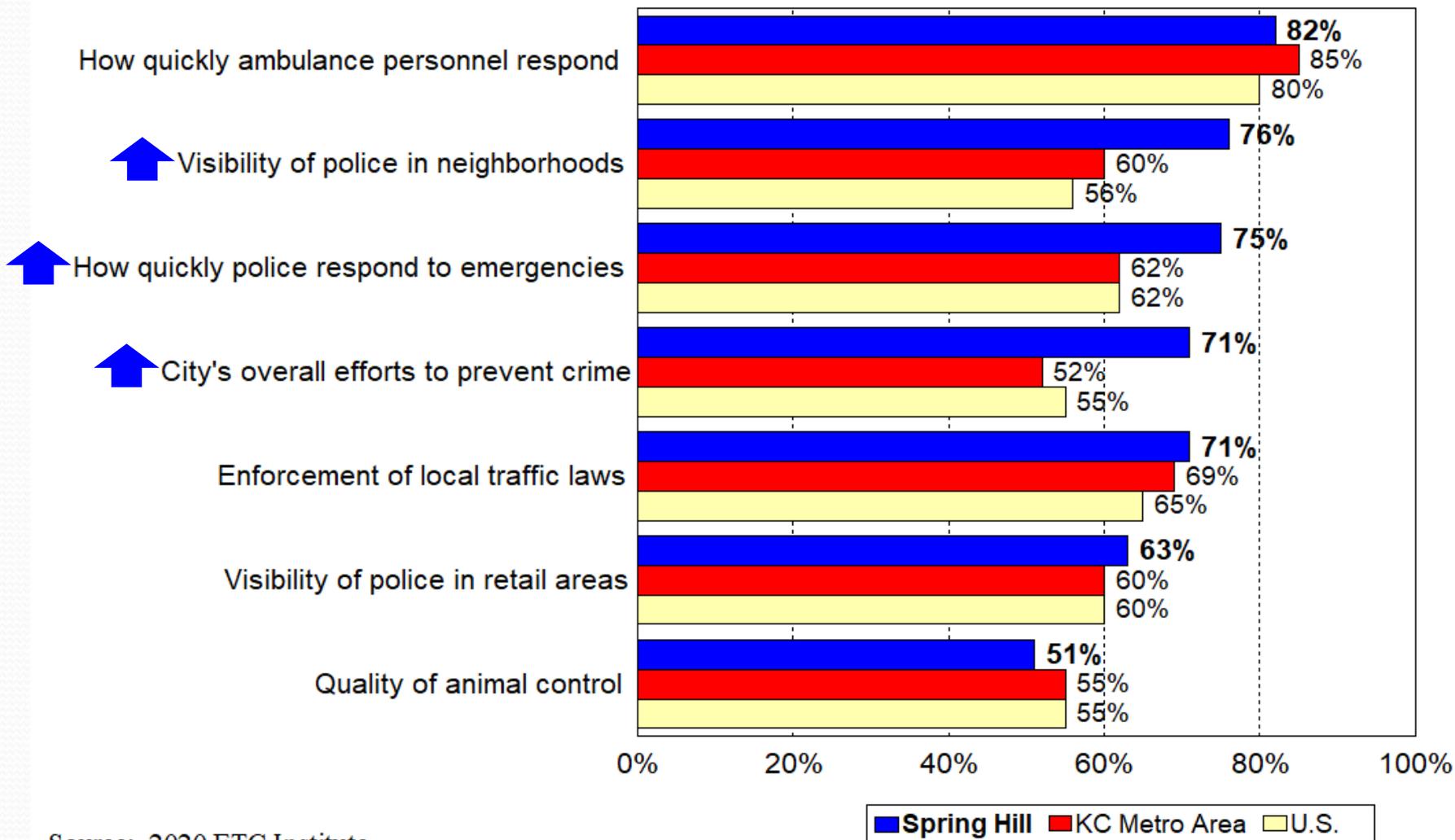
Source: 2020 ETC Institute

Significantly Higher: **Significantly Lower:**

Overall Satisfaction with Public Safety

Spring Hill vs. Kansas-Missouri Average 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

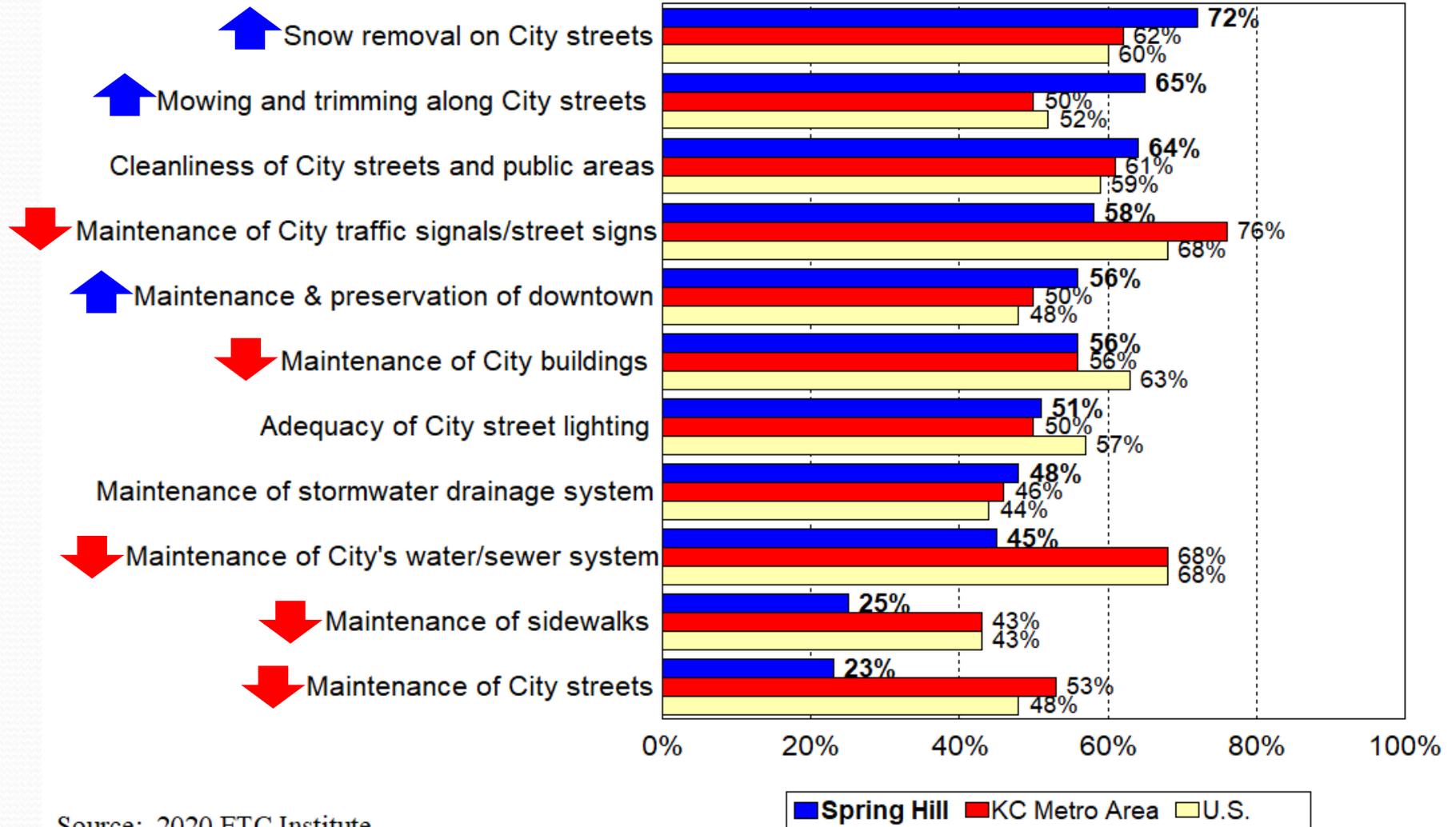
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with City Maintenance

Spring Hill vs. Kansas-Missouri Average 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

Significantly Higher: ↑

Significantly Lower: ↓

Topic #3

Trend Analysis

Short-Term Trends

Notable Satisfaction Increases Since 2016

- Maintenance and preservation of downtown
- Maintenance of City buildings
- User-friendliness of City's web page
- Snow removal on City streets

Notable Satisfaction Decreases Since 2016

- Maintenance of City streets
- Maintenance of City's water/sewer system
- How well the City is managing growth
- City's stormwater management system
- Quality of animal control
- How well the City is planning for future growth
- Adequacy of street lighting

Long-Term Trends

Notable Satisfaction Increases Since 2013

- Maintenance and preservation of downtown
- Maintenance of City buildings
- Snow removal on City streets
- Overall quality of police services
- Number of city parks
- Availability of information about City programs/services

Notable Satisfaction Decreases Since 2013

- Maintenance of City streets
- Maintenance of sidewalks
- How well the City is managing growth
- Overall appearance of the City
- How well the City is planning for future growth
- Flow of traffic and congestion management

Major Finding #4

Community Priorities

Importance-Satisfaction Rating

Spring Hill, KS

OVERALL

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Maintenance of City streets, buildings, facilities | 62% | 1 | 28% | 11 | 0.4450 | 1 |
| Community planning and development | 37% | 2 | 28% | 10 | 0.2657 | 2 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Quality of city water/sewer utilities | 28% | 4 | 50% | 6 | 0.1385 | 3 |
| Flow of traffic and congestion management | 28% | 3 | 53% | 5 | 0.1316 | 4 |
| Quality of City parks and recreation programs | 27% | 5 | 53% | 4 | 0.1274 | 5 |
| Effectiveness of City communication | 22% | 6 | 49% | 8 | 0.1112 | 6 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Enforcement of codes and ordinances | 19% | 7 | 49% | 9 | 0.0989 | 7 |
| Quality of City's stormwater management system | 14% | 8 | 50% | 7 | 0.0690 | 8 |
| Quality of police services | 11% | 9 | 77% | 2 | 0.0248 | 9 |
| Quality of customer service | 4% | 11 | 73% | 3 | 0.0100 | 10 |
| Fire and ambulance services | 7% | 10 | 89% | 1 | 0.0081 | 11 |

Overall Priorities: 

Importance-Satisfaction Rating

Spring Hill, KS

MAINTENANCE

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Maintenance of City streets | 68% | 1 | 23% | 11 | 0.5213 | 1 |
| Maintenance of sidewalks | 40% | 2 | 25% | 10 | 0.3023 | 2 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| 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 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| 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 |

Maintenance Priorities: 

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 |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Overall efforts to prevent crime | 44% | 1 | 71% | 5 | 0.1285 | 1 |
| Quality of animal control | 25% | 3 | 51% | 8 | 0.1220 | 2 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Visibility of police in neighborhoods | 37% | 2 | 76% | 3 | 0.0893 | 3 |
| Visibility of police in retail areas | 24% | 4 | 63% | 7 | 0.0888 | 4 |
| How quickly police respond to emergencies | 21% | 5 | 75% | 4 | 0.0530 | 5 |
| Enforcement of local traffic laws | 17% | 8 | 71% | 6 | 0.0499 | 6 |
| Adequacy of emergency medical service equipment | 19% | 6 | 78% | 2 | 0.0407 | 7 |
| How quickly ambulance personnel respond | 18% | 7 | 82% | 1 | 0.0320 | 8 |

Public Safety Priorities: 

Importance-Satisfaction Rating

Spring Hill, KS

PARKS AND RECREATION

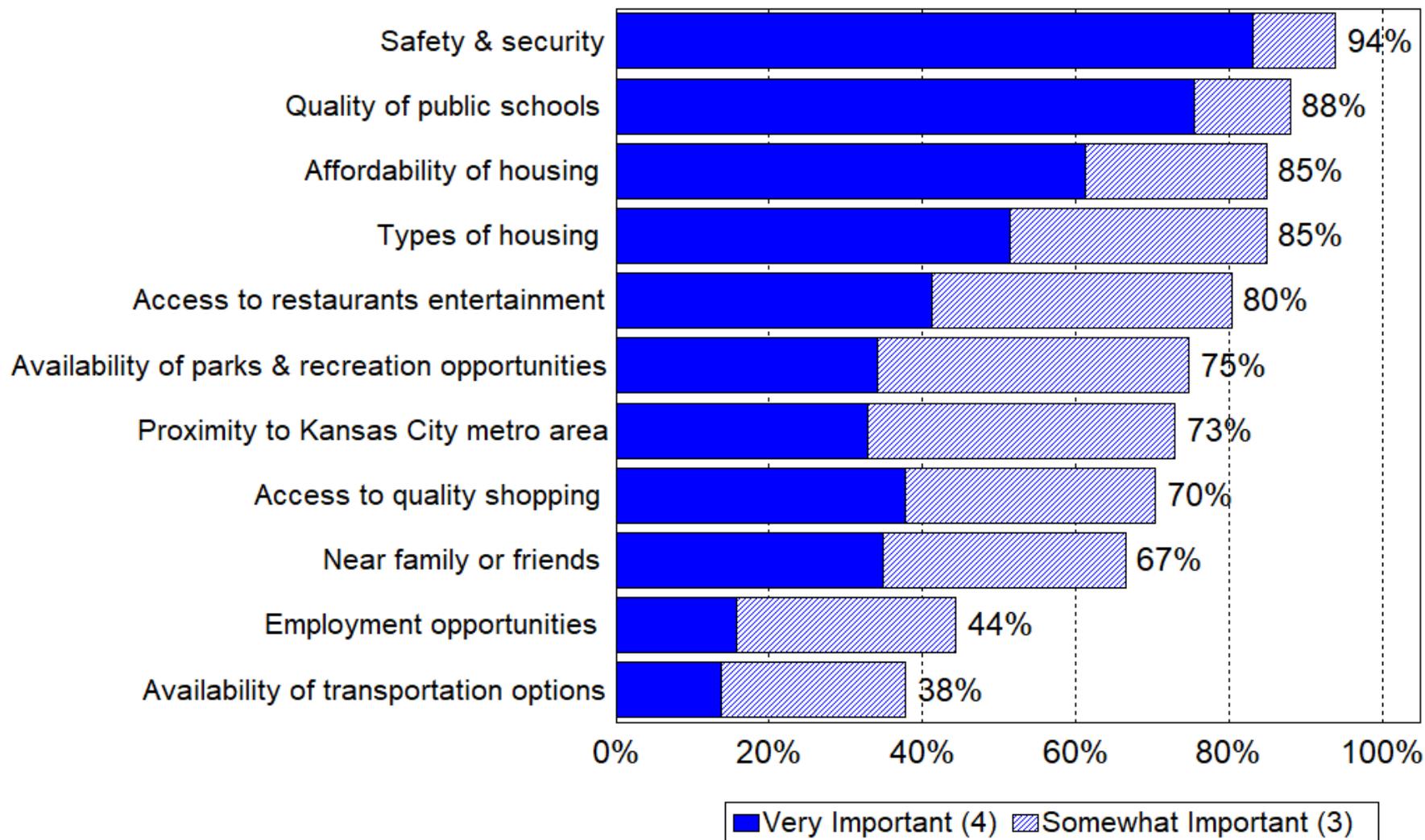
| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Walking and biking trails | 57% | 1 | 17% | 10 | 0.4723 | 1 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Maintenance of City parks and equipment | 29% | 2 | 58% | 1 | 0.1201 | 2 |
| The number of City parks | 24% | 3 | 50% | 5 | 0.1200 | 3 |
| City aquatic center | 22% | 4 | 53% | 3 | 0.1025 | 4 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Athletic fields | 19% | 5 | 47% | 6 | 0.0981 | 5 |
| City tennis courts | 10% | 8 | 17% | 9 | 0.0847 | 6 |
| City's youth athletic programs | 17% | 6 | 51% | 4 | 0.0843 | 7 |
| City's adult athletic programs | 12% | 7 | 34% | 7 | 0.0772 | 8 |
| Other recreation programs | 7% | 9 | 34% | 8 | 0.0449 | 9 |
| Sycamore Ridge Golf Course | 4% | 10 | 53% | 2 | 0.0202 | 10 |

Parks and Recreation Priorities:

Other Findings

Q17. Importance of Various Reasons for Living in Spring Hill

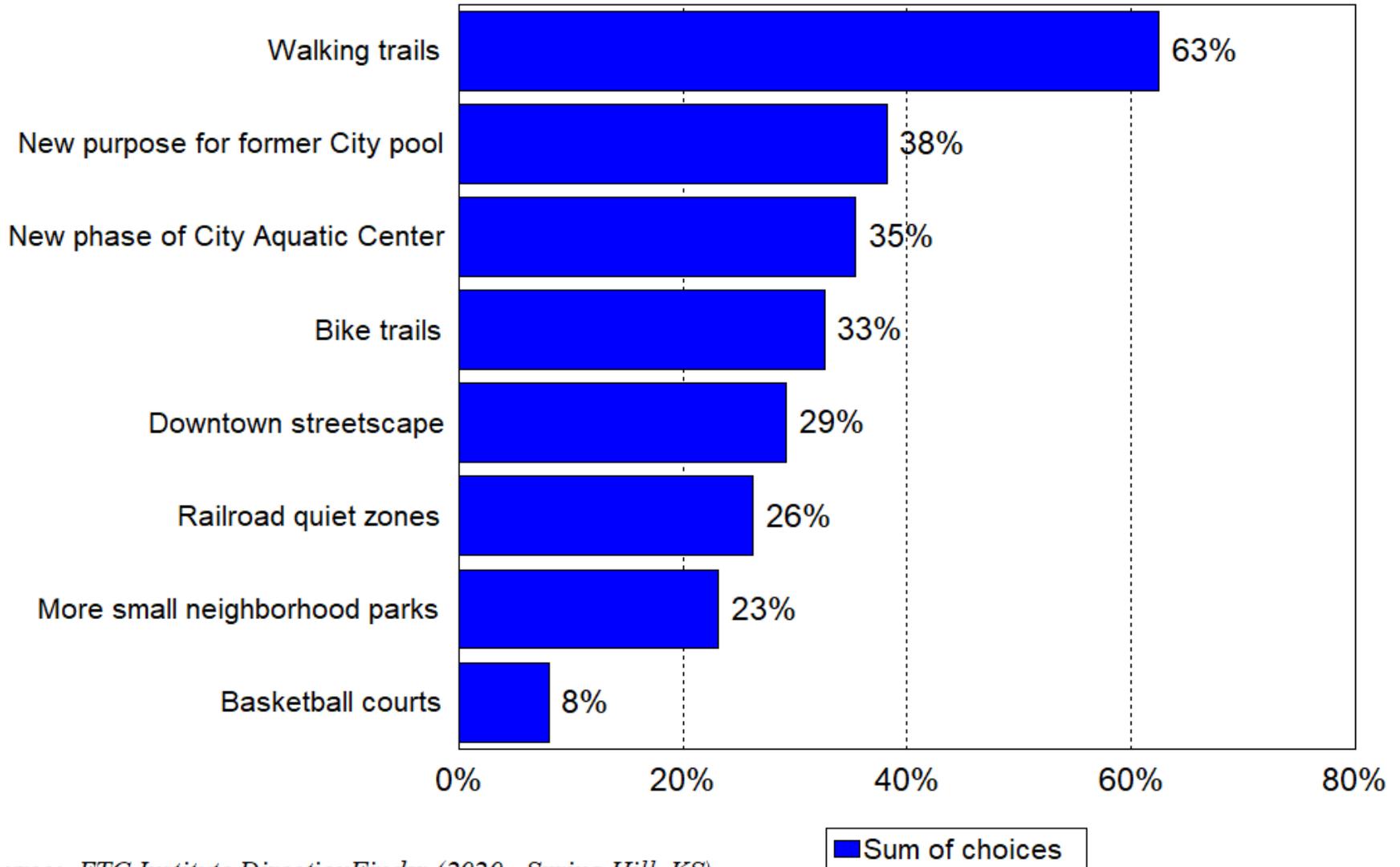
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



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

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

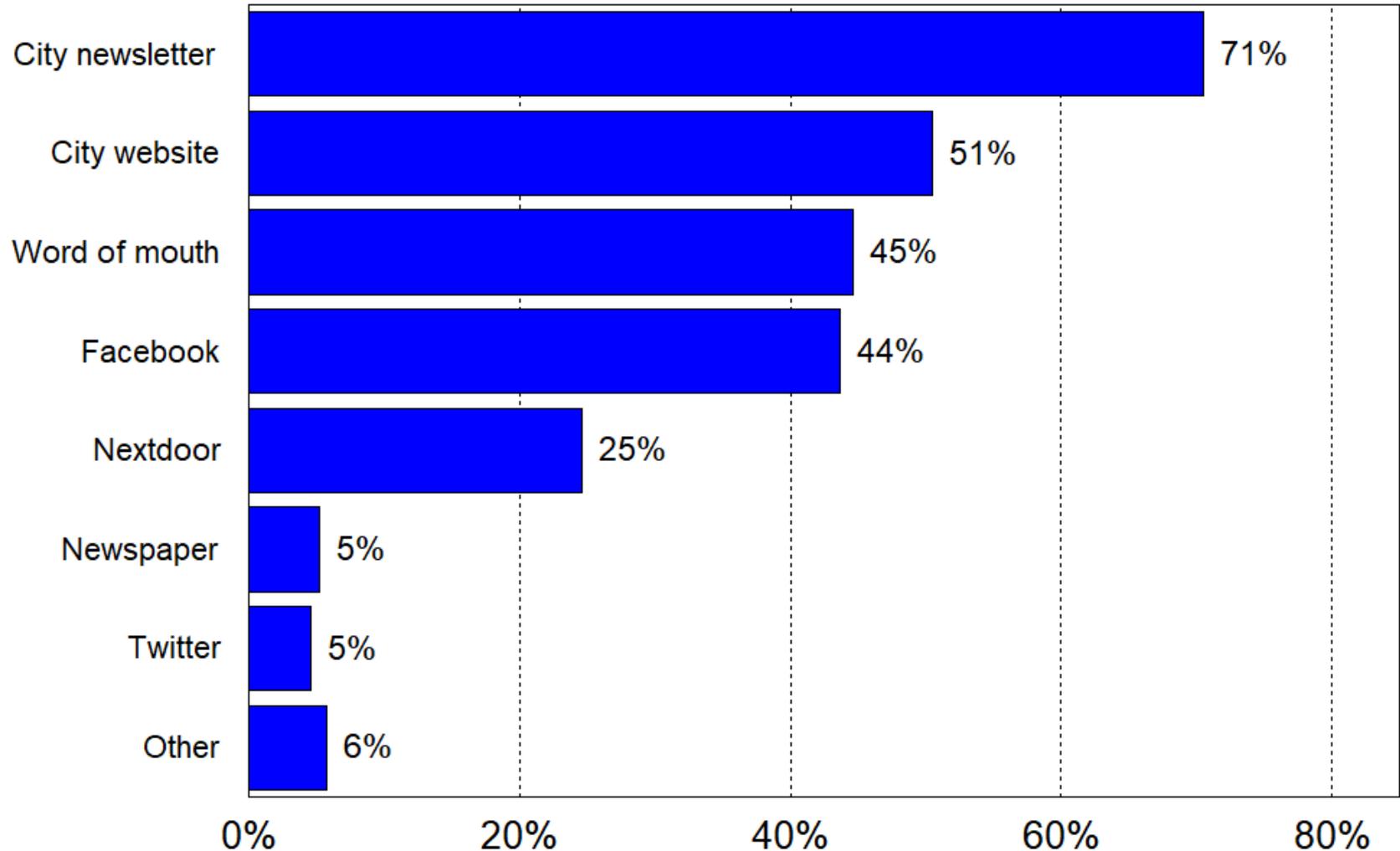
by percentage of respondents who selected the item as one of their top three choices



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

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

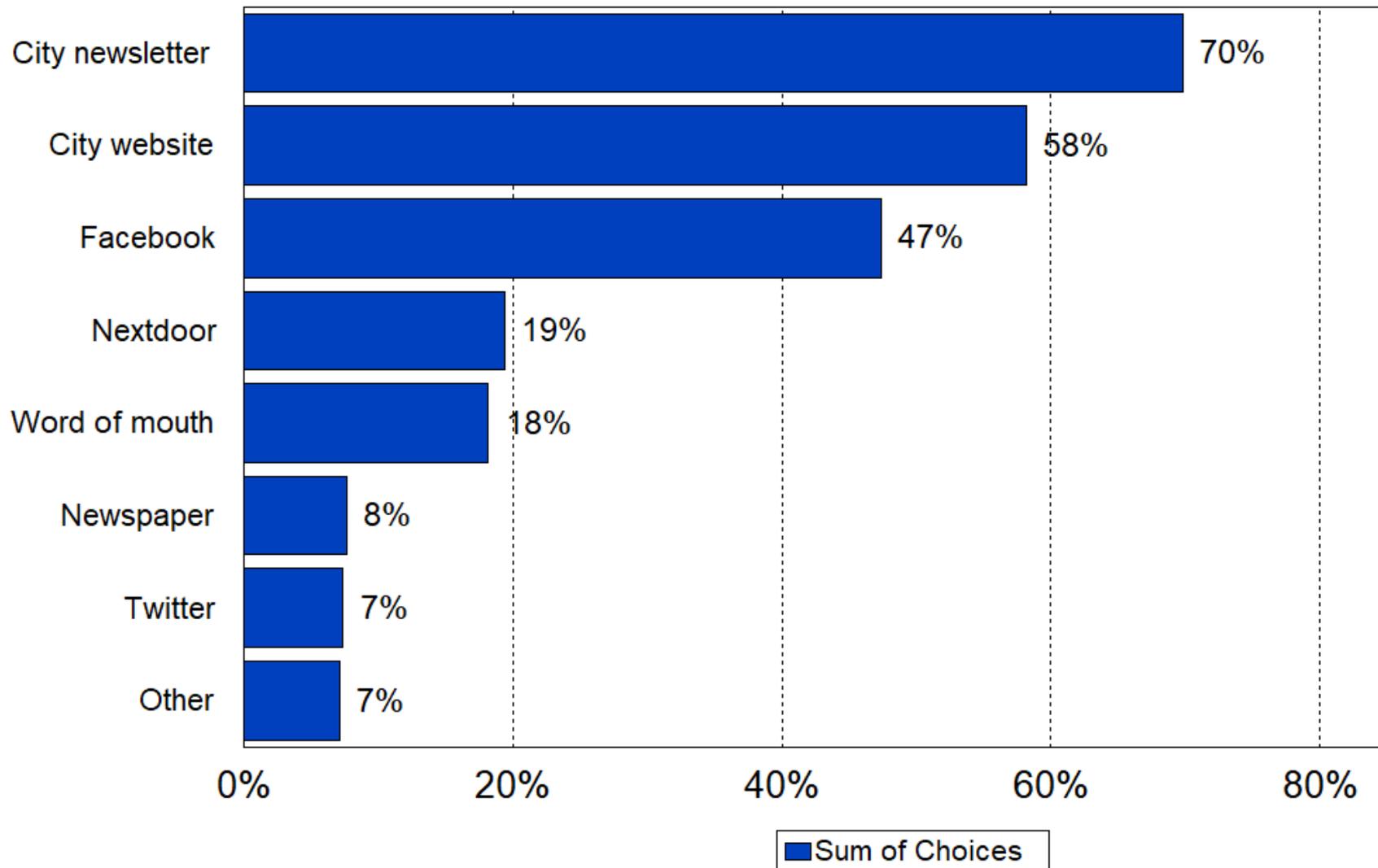
by percentage of respondents (multiple selections could be made)



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

Q9. Which 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)

Summary

Summary

- **High Satisfaction with Fire/Ambulance, Police and Customer Service**
- **Top Overall Community Priorities:**
 - ❑ Maintenance of City Streets
 - ❑ Community Planning and Development
 - ❑ Walking and Biking Trails
 - ❑ Maintenance of Sidewalks
- **Most Important Reasons for Living in Spring Hill:**
 - ❑ Safety and Security
 - ❑ Quality of Public Schools
 - ❑ Affordability of Housing
 - ❑ Types of Housing

Questions?

THANK YOU!!

2020 Business Survey

City of Spring Hill, Kansas

Presented by



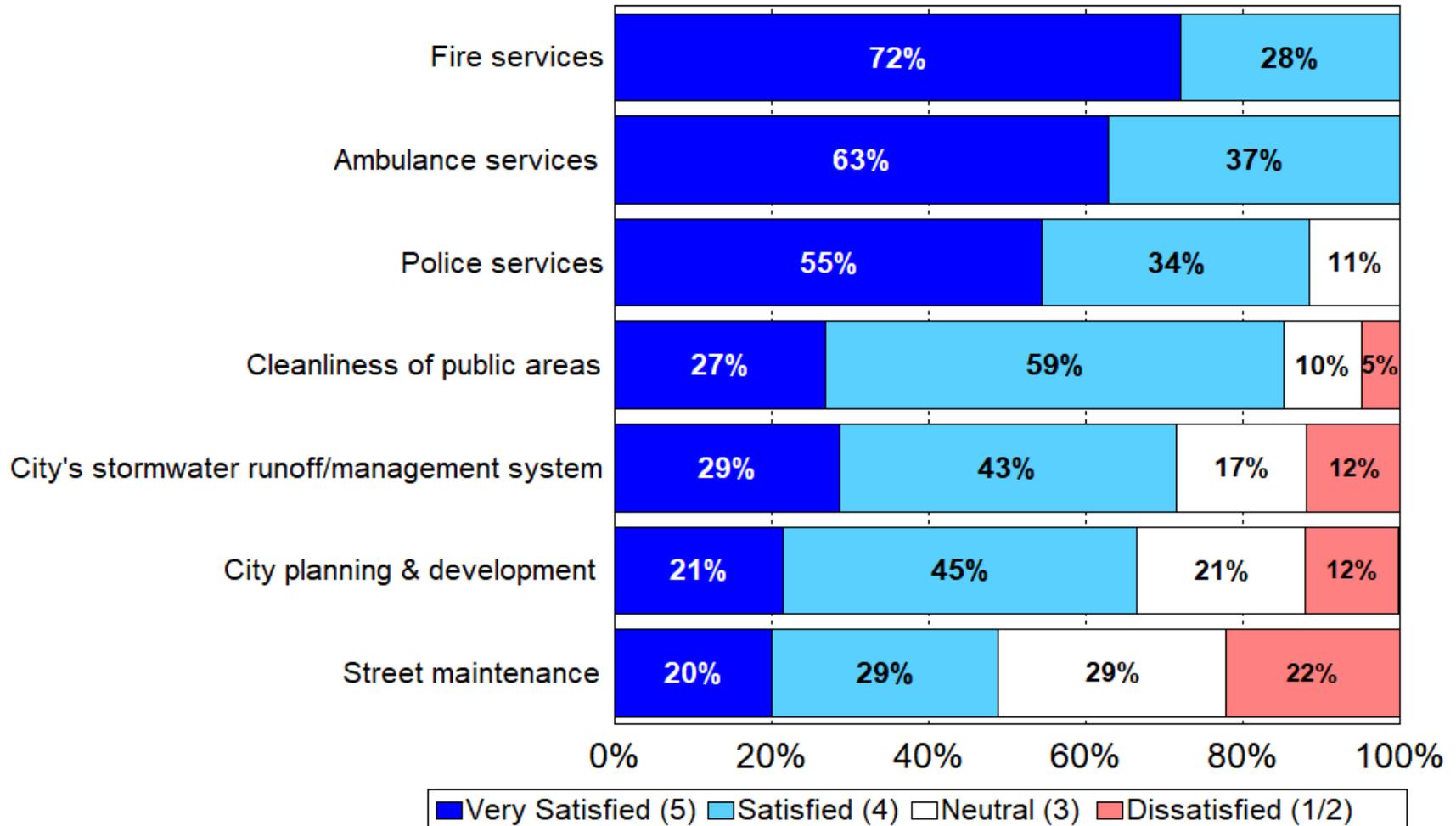
August 2020

Purpose and Methodology

- **Purpose was to objectively assess the quality of services the City is providing to businesses in Spring Hill, and identify ways to improve the quality of services being provided to the business community**
- **Five-page survey; included many of the same questions that were asked in previous surveys**
- **3rd Business Survey conducted for the City**
- **Administered by mail, online and phone**
- **45 business owners/senior managers completed the survey**

Q1. Overall Satisfaction with City Services Based on How the Services Affect Business

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

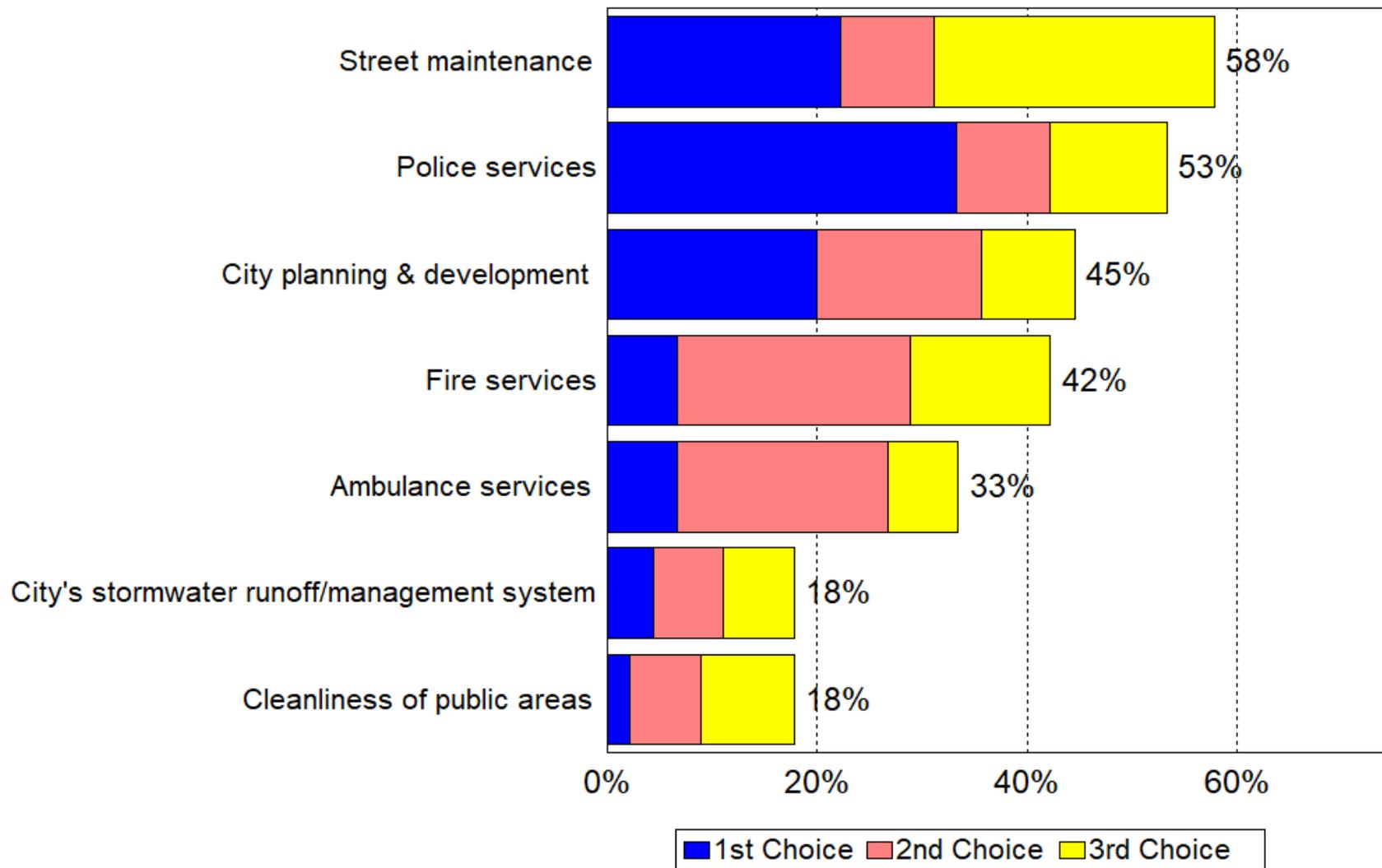


Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Satisfaction Is High for City Services, Especially with Public Safety

Q2. City Services That Are Most Important to Businesses

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

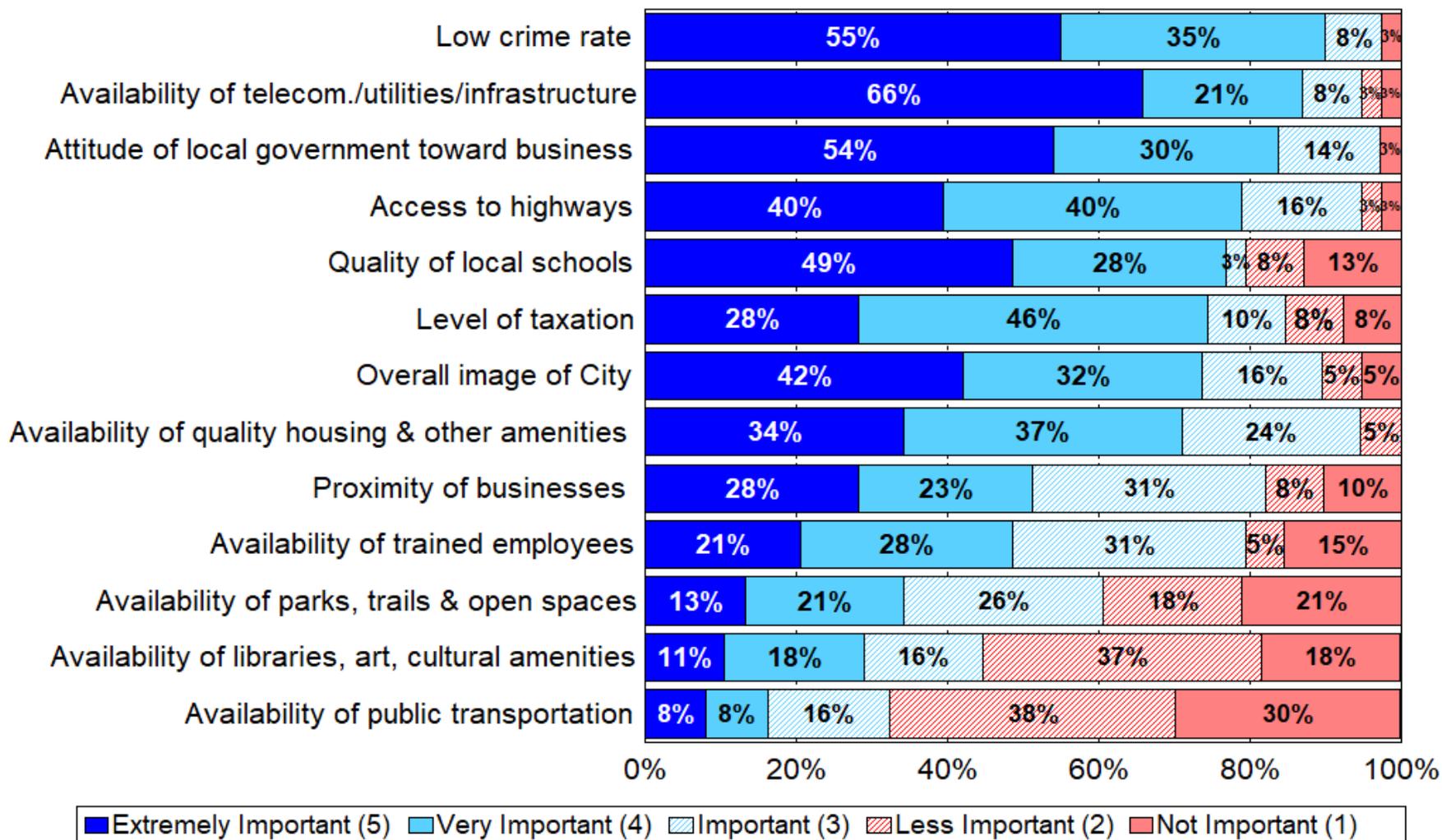


Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Most Important City Services for Businesses Are Street Maintenance and Police Services

Q6. Importance of Various Reasons For Deciding to Locate Business in Spring Hill

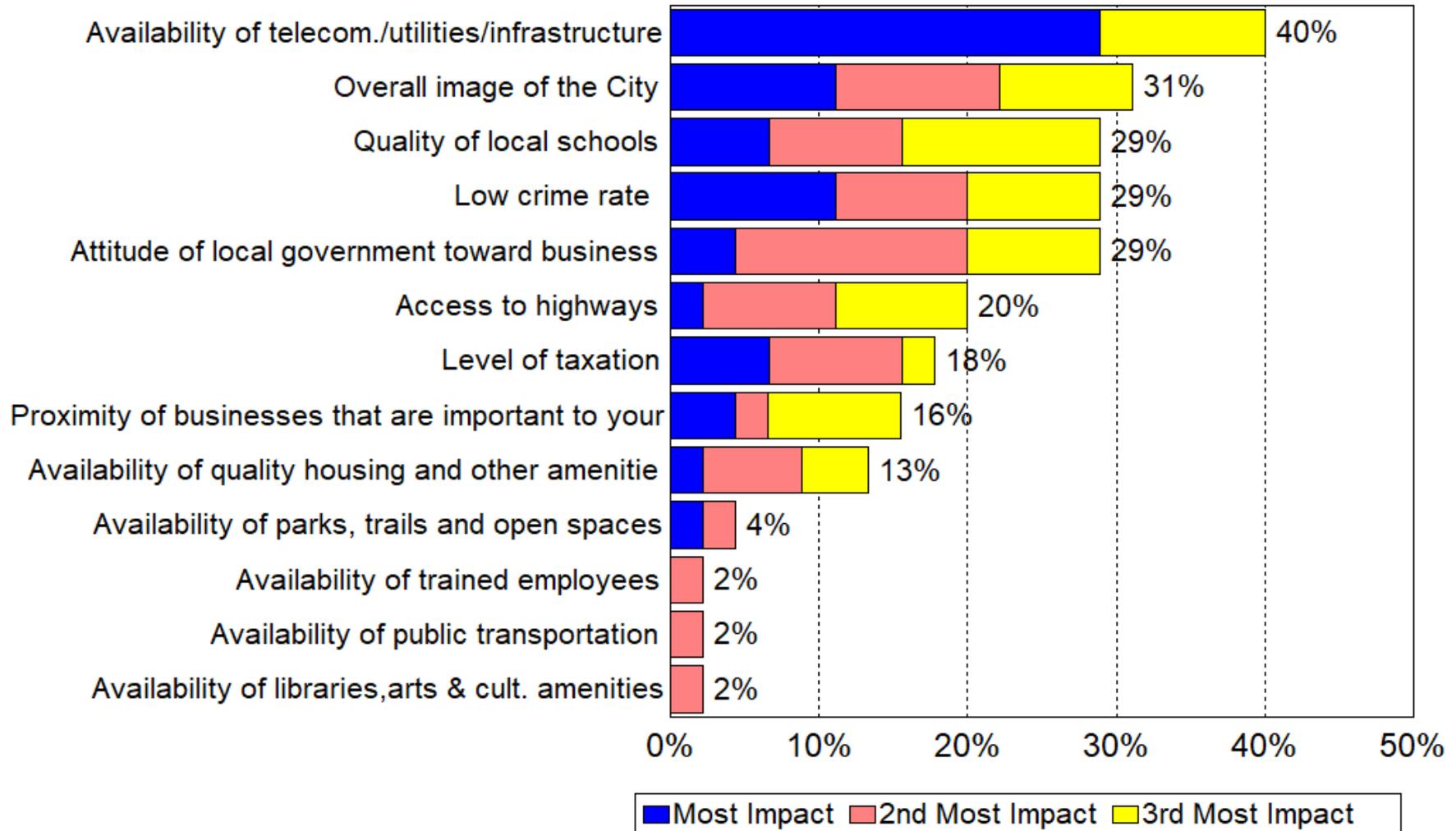
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q7. Reasons that Have the Most Impact on Decision to Stay in Spring Hill for the Next 10 Years

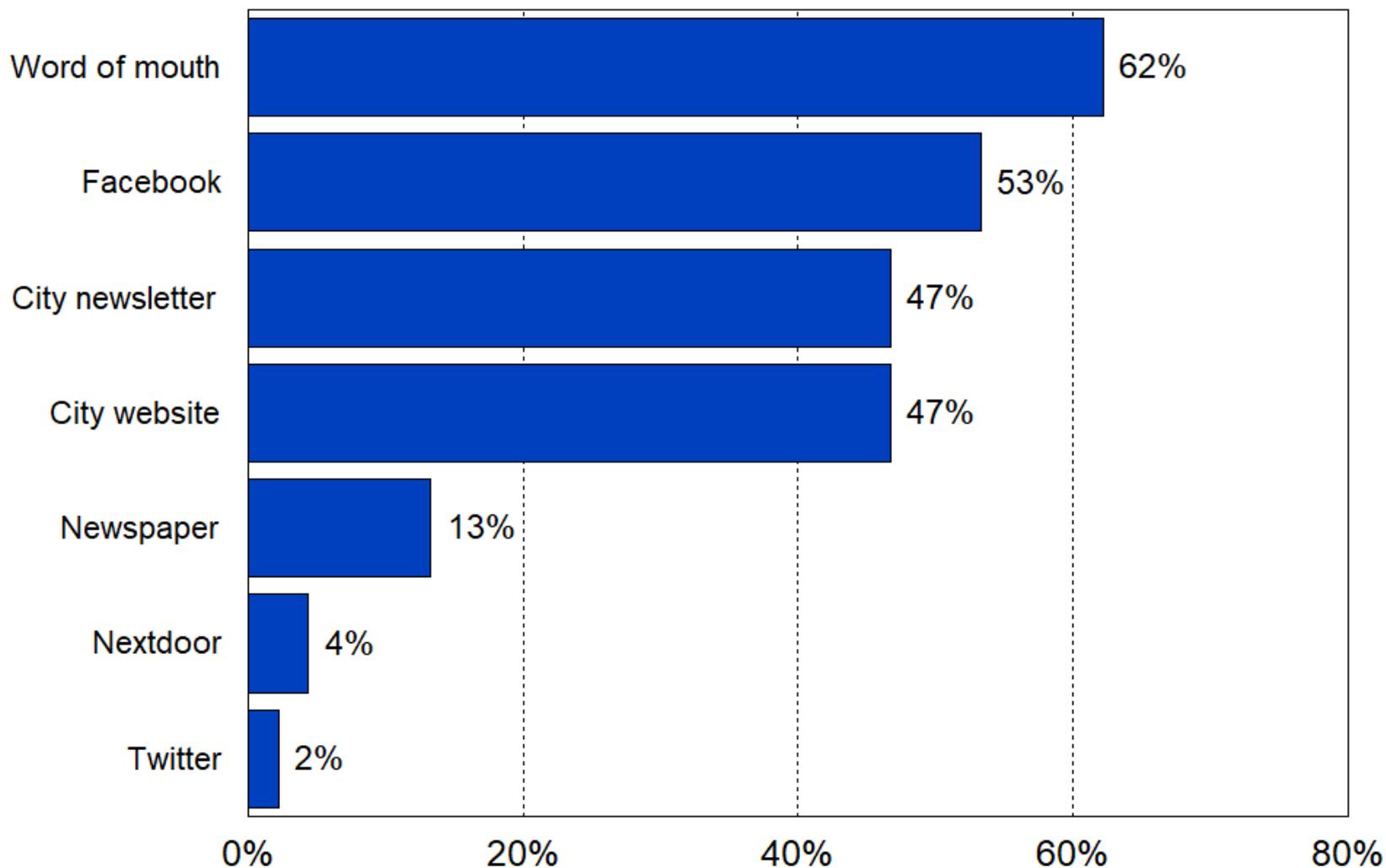
by percentage of business respondents (based on the sum of top 3 choices)
(excluding none chosen)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q12. What are your primary sources for information about City activities and services?

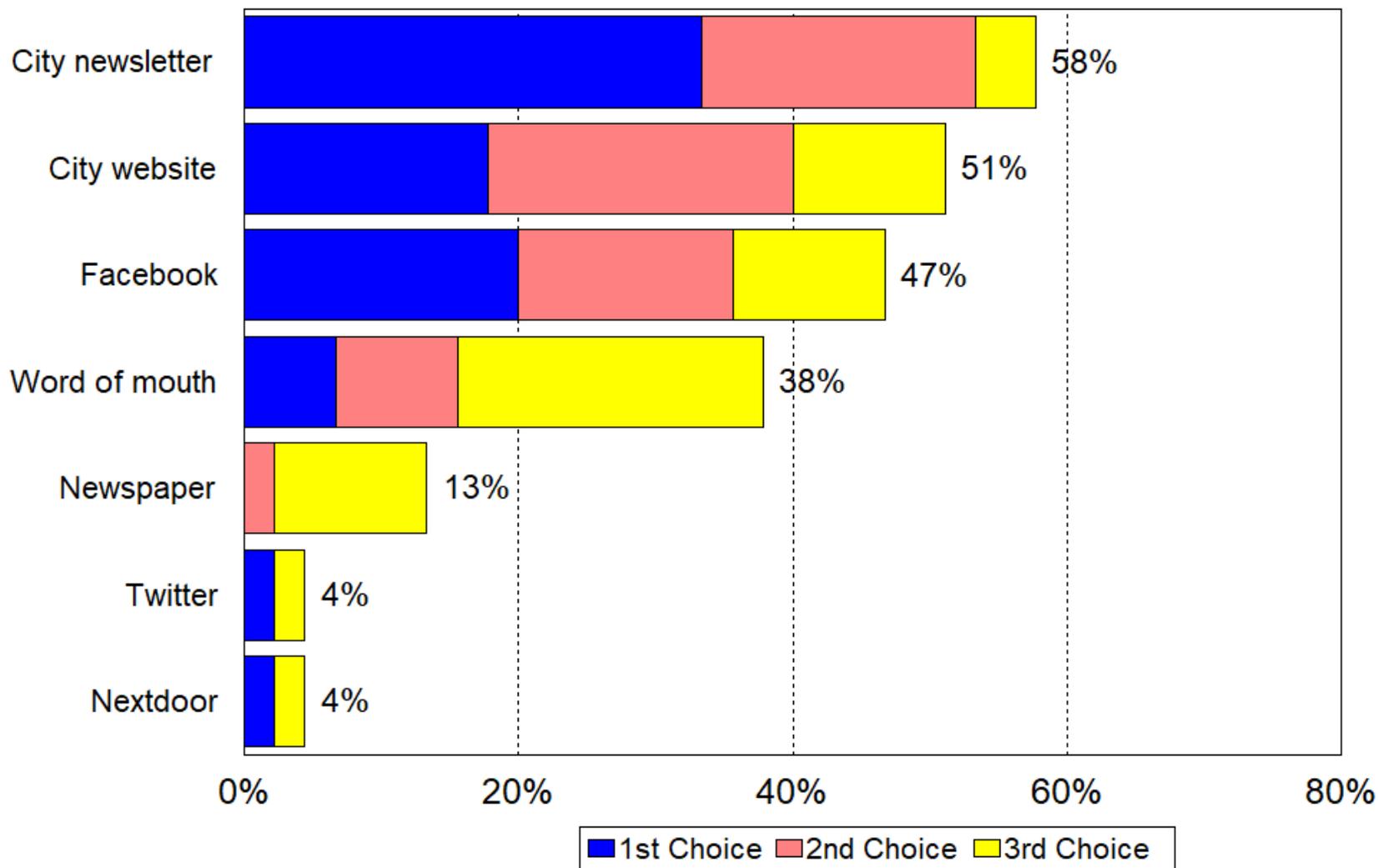
by percentage of business respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q13. Which THREE methods of communication do you prefer?

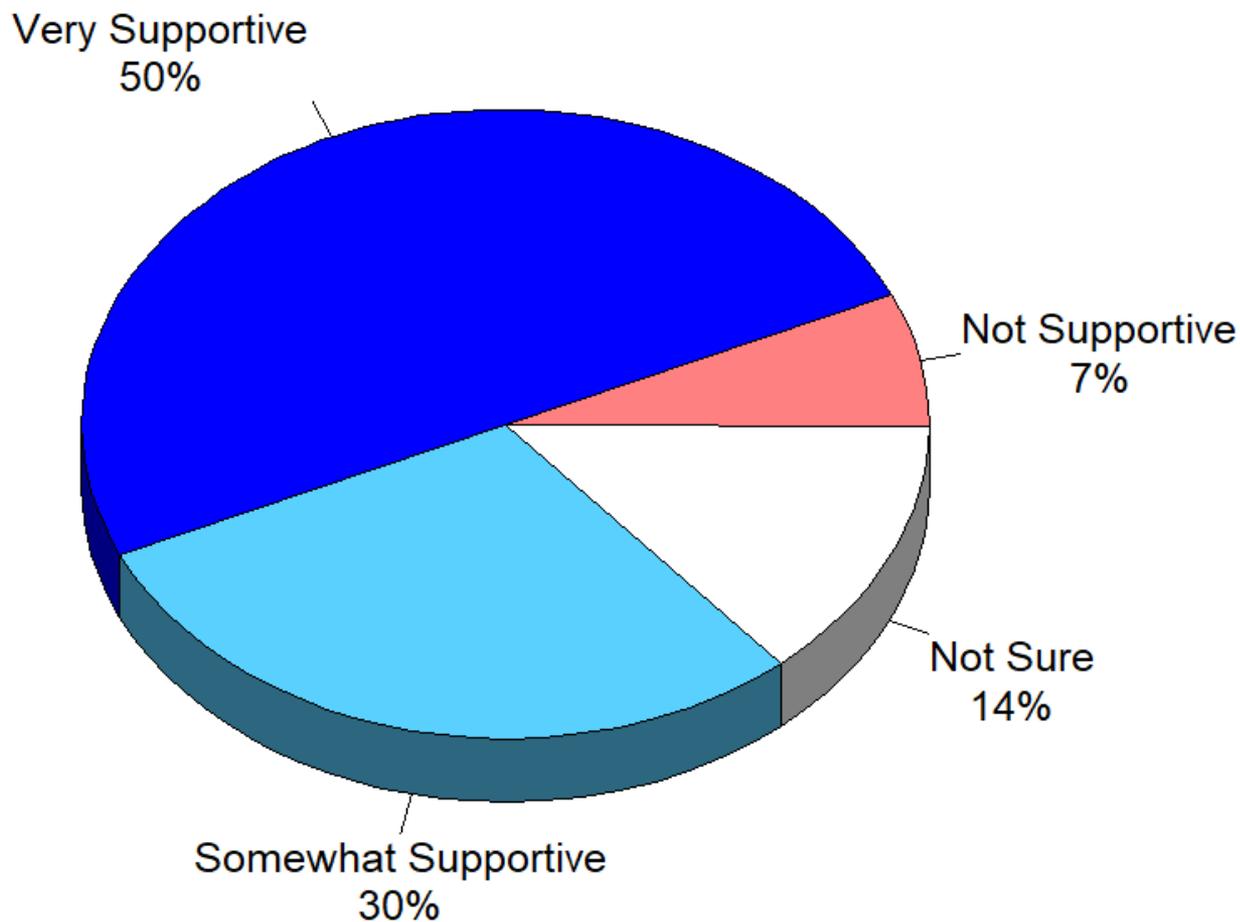
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q16. In general, how supportive are you of the City's efforts to redevelop Spring Hill's downtown corridor?

by percentage of business respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

80% of Businesses Are Supportive of the City's Efforts to Redevelop the Downtown Corridor

Summary

- **Businesses Have a Level of Satisfaction with City Services**
- **City Services That Are Most Important for Businesses:**
 - ❑ Maintenance of City Streets
 - ❑ Police Services
- **Most Important Reasons for Businesses Remaining in Spring Hill:**
 - ❑ Availability of Telecommunications/Utilities/Infrastructure
 - ❑ Overall Image of the City
 - ❑ Quality of Local Schools
 - ❑ Low Crime Rate
 - ❑ Attitude of Local Government Towards Businesses

Questions?

THANK YOU!!