



# 2022 City of De Soto Citizen Satisfaction Survey Findings Report

Presented to the City of De Soto,  
Kansas

December 2022

# Contents

Executive Summary .....	i
Section 1: Charts and Graphs.....	1
Section 2: Benchmarking Analysis .....	39
Section 3: Importance-Satisfaction Analysis .....	50
Section 4: Tabular Data .....	54
Section 5: Survey Instrument .....	100



# Executive Summary

# 2022 City of De Soto Citizen Satisfaction Survey

## Executive Summary



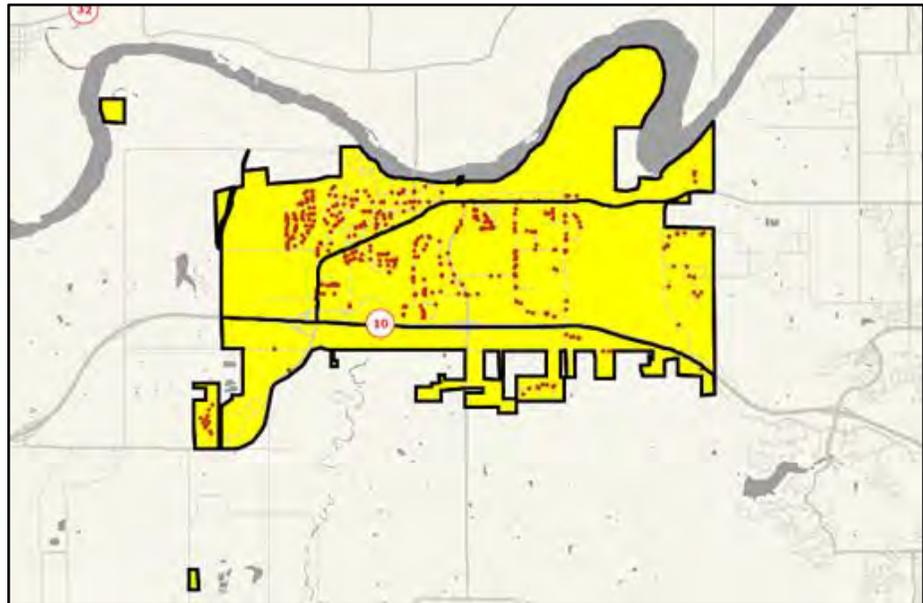
### Purpose

ETC Institute administered a survey to residents of the City of De Soto during the fall of 2022. The purpose of the survey was to gather feedback about how the City is meeting community needs. Responses will help guide future decisions about how to spend tax dollars and how City leaders will allocate resources. This is the first citizen survey ETC Institute has conducted for the City of De Soto.

### Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to all households in the City of De Soto. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. After the mailed surveys arrived, ETC Institute initiated follow-up postcards and targeted social media posts on Facebook and Instagram to encourage participation. The follow-up postcards included a link to the online survey as well as a QR code to make it easy for respondents to complete the survey online.

A total of 507 residents completed the survey. The overall results for the sample of 507 households have a precision of at least  $\pm 4.3\%$  at the 95% level of confidence. To ensure that households throughout the City were well represented, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



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 De Soto with the results from other communities in ETC Institute’s

*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, this summary report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

# 2022 City of De Soto Citizen Satisfaction Survey Executive Summary



This report contains the following:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- benchmarking data that show how the survey results for De Soto compare to other cities in the United States
- Importance-Satisfaction analysis to help the City use survey data to set priorities
- tabular data for the overall results to each question of the survey
- a copy of the survey instrument

## Satisfaction With City Services

The categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of Customer Service from City employees (75%), quality of City Parks and Recreation programs and facilities (72%), and quality of Law Enforcement (72%).

Based on the sum of their top two choices, the categories of City services that residents thought should receive the most emphasis over the next two years were: 1) quality of Planning and Community Development and 2) quality of City Water and Wastewater utility service.

## Satisfaction With Perceptions of the City

The perceptions of the City of De Soto that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: feeling of safety in De Soto (86%), quality of public education (82%), quality of life (80%), and quality of services provided by the City (74%).

## Overall Ratings of the City

Eighty-six percent (86%) of the residents surveyed, *who had an opinion*, rated the City of De Soto as “excellent” or “good” as a place to raise children, and 85% rated the City as an “excellent” or “good” place to live.

## Satisfaction With City Leadership

Fifty-five percent (55%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of leadership by the City’s elected officials; 50% were satisfied with the

# 2022 City of De Soto Citizen Satisfaction Survey

## Executive Summary



effectiveness of the City Administrator and staff, and 49% were satisfied with accessibility/responsiveness of elected officials.

### Satisfaction With Street Maintenance

The street maintenance services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: snow removal on City streets (78%), cleanliness of City streets and other public areas (73%), and mowing/trimming along City streets and other public areas (70%).

### Satisfaction With Water and Wastewater Utilities

The water and wastewater utility services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how easy the bill is to understand (79%), how easy it is to use the Online Utility Account (68%), and how easy it is to resolve bill problems (62%).

### Satisfaction With Code Enforcement

The code enforcement services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: enforcing exterior maintenance of business property (43%) and enforcing sign regulations (42%).

### Satisfaction With Parks and Recreation

The parks and recreation services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: maintenance of City parks (86%), quality of Aquatic Center (75%), condition of park equipment (71%), number of City parks (70%), and number of walking and biking trails (68%).

### Satisfaction With Communication

The communication services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of the City’s newsletter (70%), availability of information about City programs, services and events (59%), and ease in communication with City departments/staff (58%).

# 2022 City of De Soto Citizen Satisfaction Survey

## Executive Summary



### Customer Service

Near half (48%) of the residents surveyed indicated they had interacted with the City with a question, problem, or complaint during the past year. Of those, 85% *who had an opinion* indicated it was “very easy” or “somewhat easy” to contact the person they needed to reach.

When asked about the frequency that City employees displayed various behaviors, most residents (89%) indicated they were “always” or “usually” courteous and polite, and 80% indicated they “always” or “usually” gave prompt, accurate, and complete answers to questions.

### Importance of Reasons to Live in De Soto

The reasons for living in De Soto that had the highest levels of importance, based upon the combined percentage of “extremely important” and “very important” responses among residents *who had an opinion*, were: safety and security (83%), quality of public schools (76%), small-town feel (74%), and types of housing (69%).

### Likelihood of Recommending De Soto

Eighty-four percent (84%) of residents *who had an opinion* indicated they are “very likely” or “somewhat likely” to recommend the City of De Soto as a place to live, and 57% were “very likely” or “somewhat likely” to recommend the City as a place to have a business.

### Other Findings

- Residents were asked about their desire/want for various additional parks and recreation programs in the City of De Soto. Based on the sum of their top three choices, the programming types that are most important to households are: 1) special events, 2) nature based education/activities, and 3) senior programs.

Residents were also asked about their desire/want for various additional parks and recreation amenities in the City. Based on the sum of their top three choices, the amenity types that are most important to households are: 1) walking paths/trails, 2) community parks, and 3) an indoor all-purpose recreation facility.

- Other ways in which residents would like the City to communicate with them include: email newsletters (50%), mailed newsletters (49%), texting (34%), and a mobile app (27%). *Up to three selections could be made for this question.*

# 2022 City of De Soto Citizen Satisfaction Survey

## Executive Summary



- Sixty-four percent (64%) of the residents surveyed indicated they had visited the City's website during the past 12 months. Of those, 82% *who had an opinion* felt it was "very easy" (32%) or "somewhat easy" (50%) to find the information they were looking for on the website.
- When residents were asked their level of agreement that the City needed various types of businesses, the items in which they most agreed, based upon the combined percentage of "strongly agree" and "agree" among those *who had an opinion*, were: restaurants, bars, and pubs (77%), health and personal care stores (57%), gyms or fitness centers/dance/yoga/martial arts (54%), and specialty groceries and food services (53%).
- Eighty-six percent (86%) of the residents surveyed, *who had an opinion*, were "very interested" or "interested" in learning about the development in and around the former Sunflower Ammunition Plant and how it impacts the City; 10% were "neutral" and only 4% were "not interested" or "not at all interested."

# 2022 City of De Soto Citizen Satisfaction Survey

## Executive Summary



### How the City of De Soto Compares to Other Communities Nationally

Satisfaction ratings for the City of De Soto **rated above the U.S. average in 26 of the 34 areas** that were assessed. The City of De Soto rated significantly higher than the U.S. average (difference of 5% or more) in 23 of these areas. Listed below are the comparisons between the City of De Soto and the U.S. average:

Service	De Soto	U.S.	Difference	Category
Overall quality of public education	82%	47%	35%	Perceptions of the City
As a place to live	85%	50%	35%	Overall Ratings of the City
Quality of Customer Service from City employees	75%	41%	34%	City Services
Quality of Street Maintenance	70%	41%	29%	City Services
As a place to raise children	86%	62%	24%	Overall Ratings of the City
Quality of services provided by the City	74%	51%	23%	Perceptions of the City
Effectiveness of City Communication with public	60%	38%	22%	City Services
Quality of City Parks & Rec programs/facilities	72%	51%	21%	City Services
Snow removal on City streets	78%	60%	18%	Street Maintenance
Feeling of safety	86%	68%	18%	Perceptions of the City
Cleanliness of City streets/other public areas	73%	55%	18%	Street Maintenance
City social media	58%	40%	18%	Communication
Quality of Law Enforcement	72%	55%	17%	City Services
Quality of leadership by City's elected officials	55%	39%	16%	City Leadership
Mowing/trimming along City streets/other public areas	70%	57%	13%	Street Maintenance
Effectiveness of City Administrator/staff	50%	39%	11%	City Leadership
City efforts to prevent street flooding	62%	51%	11%	Street Maintenance
Availability of info about City programs/services/events	59%	48%	11%	Communication
Maintenance of sidewalks	58%	48%	10%	Street Maintenance
Efforts to inform about city-related issues	53%	44%	9%	Communication
Value received for City tax dollars and fees	43%	34%	9%	Perceptions of the City
Quality of City's website	51%	43%	8%	Communication
As a place where you would buy your next home	64%	56%	8%	Overall Ratings of the City
Quality of City Water & Wastewater utility services	56%	54%	2%	City Services
Image of the City	57%	55%	2%	Perceptions of the City
What you are charged for water	40%	39%	1%	Water and Wastewater Utilities
Enforcing exterior maint. of business property	43%	48%	-5%	Code Enforcement
Enforcing sign regulations	42%	47%	-5%	Code Enforcement
Appearance of the City	50%	56%	-6%	Perceptions of the City
Enforcing mowing & cutting of weeds on private property	36%	47%	-11%	Code Enforcement
Quality of your drinking water	47%	60%	-13%	Water and Wastewater Utilities
Enforcing cleanup of debris on private property	33%	46%	-13%	Code Enforcement
As a place to work	41%	58%	-17%	Overall Ratings of the City
Quality of downtown	29%	49%	-20%	Perceptions of the City

# 2022 City of De Soto Citizen Satisfaction Survey

## Executive Summary



### How the City of De Soto Compares to Other Communities Regionally

Satisfaction ratings for the City of De Soto **rated the same or above the Plains Region in 27 of the 34 areas** that were assessed. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma. The City of De Soto rated significantly higher than the Plains Region (difference of 5% or more) in 25 of these areas. Listed below are the comparisons between the City of De Soto and the Plains regional average:

Service	De Soto	Plains Region	Difference	Category
As a place to live	85%	50%	35%	Overall Ratings of the City
Quality of Street Maintenance	70%	36%	34%	City Services
Overall quality of public education	82%	48%	34%	Perceptions of the City
Quality of Customer Service from City employees	75%	43%	32%	City Services
As a place to raise children	86%	58%	28%	Overall Ratings of the City
Effectiveness of City Administrator/staff	50%	26%	24%	City Leadership
Quality of leadership by City's elected officials	55%	32%	23%	City Leadership
Effectiveness of City Communication with public	60%	38%	22%	City Services
Quality of services provided by the City	74%	53%	21%	Perceptions of the City
Feeling of safety	86%	66%	20%	Perceptions of the City
Cleanliness of City streets/other public areas	73%	53%	20%	Street Maintenance
City social media	58%	38%	20%	Communication
Quality of City Parks & Rec programs/facilities	72%	53%	19%	City Services
Availability of info about City programs/services/events	59%	40%	19%	Communication
Maintenance of sidewalks	58%	40%	18%	Street Maintenance
Quality of City's website	51%	34%	17%	Communication
Snow removal on City streets	78%	63%	15%	Street Maintenance
Quality of Law Enforcement	72%	58%	14%	City Services
City efforts to prevent street flooding	62%	48%	14%	Street Maintenance
Mowing/trimming along City streets/other public areas	70%	56%	14%	Street Maintenance
As a place where you would buy your next home	64%	52%	12%	Overall Ratings of the City
Quality of City Water & Wastewater utility services	56%	45%	11%	City Services
Efforts to inform about city-related issues	53%	43%	10%	Communication
Value received for City tax dollars and fees	43%	33%	10%	Perceptions of the City
Image of the City	57%	51%	6%	Perceptions of the City
What you are charged for water	40%	38%	2%	Water and Wastewater Utilities
Enforcing sign regulations	42%	42%	0%	Code Enforcement
Enforcing exterior maint. of business property	43%	44%	-1%	Code Enforcement
Appearance of the City	50%	57%	-7%	Perceptions of the City
Enforcing mowing & cutting of weeds on private property	36%	44%	-8%	Code Enforcement
Enforcing cleanup of debris on private property	33%	44%	-11%	Code Enforcement
As a place to work	41%	53%	-12%	Overall Ratings of the City
Quality of downtown	29%	42%	-13%	Perceptions of the City
Quality of your drinking water	47%	60%	-13%	Water and Wastewater Utilities

# 2022 City of De Soto Citizen Satisfaction Survey Executive Summary



## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance 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. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Based on the results of the Importance-Satisfaction Analysis, the services that are recommended as the top priorities over the next two years are listed below:

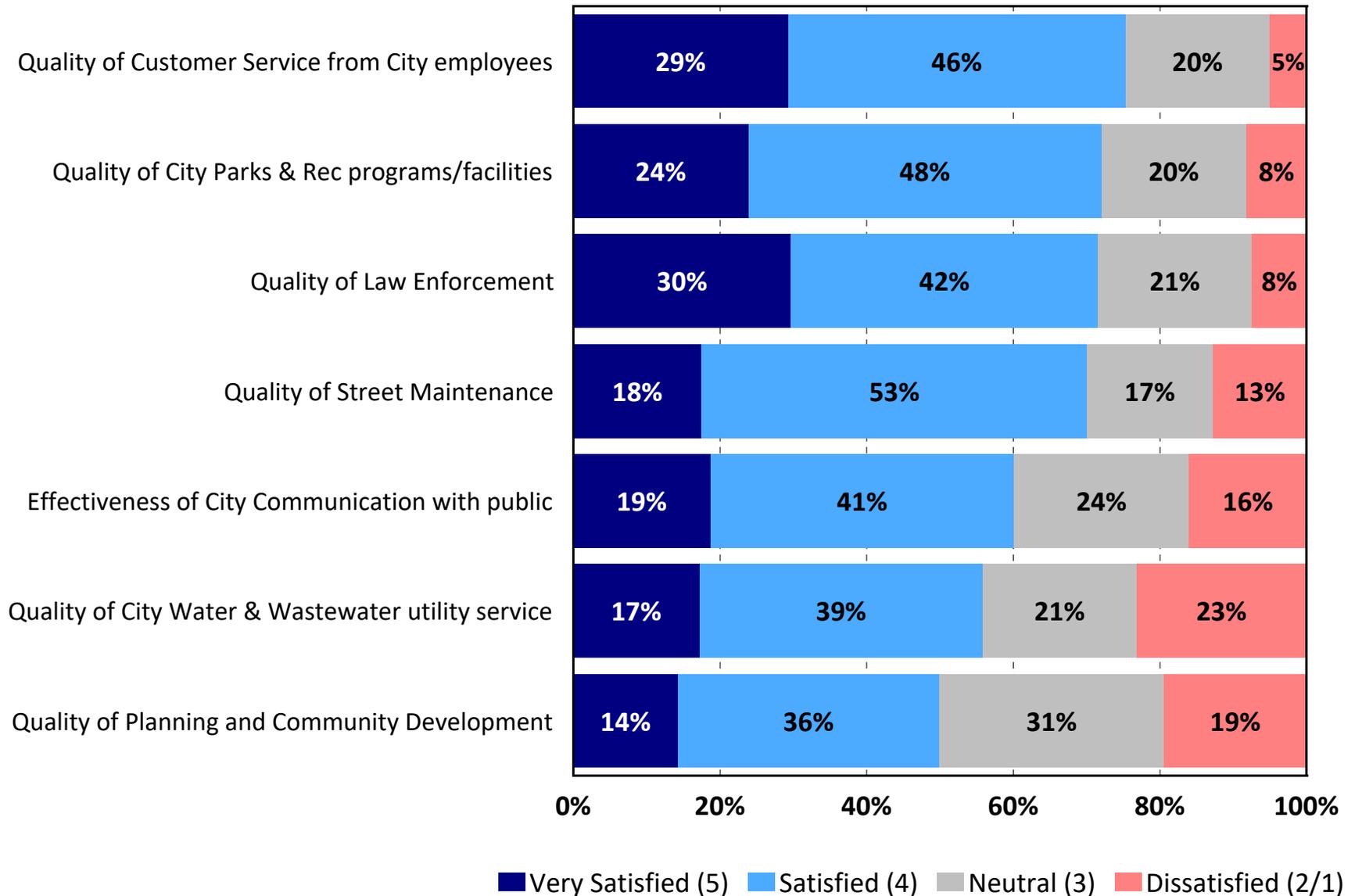
2022 Importance-Satisfaction Rating City of De Soto Citizen Satisfaction Survey Overall						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Quality of Planning and Community Development	47%	1	50%	7	0.2350	1
<b>High Priority (IS = .10-.20)</b>						
Quality of City Water & Wastewater utility services	37%	2	56%	6	0.1636	2
Quality of Street Maintenance	36%	3	70%	4	0.1079	3
Effectiveness of City Communication with public	26%	4	60%	5	0.1049	4
<b>Medium Priority (IS &lt;.10)</b>						
Quality of City Parks & Rec programs/facilities	19%	5	72%	2	0.0524	5
Quality of Law Enforcement	17%	6	72%	3	0.0471	6
Quality of Customer Service from City employees	4%	7	75%	1	0.0099	7



# Charts and Graphs

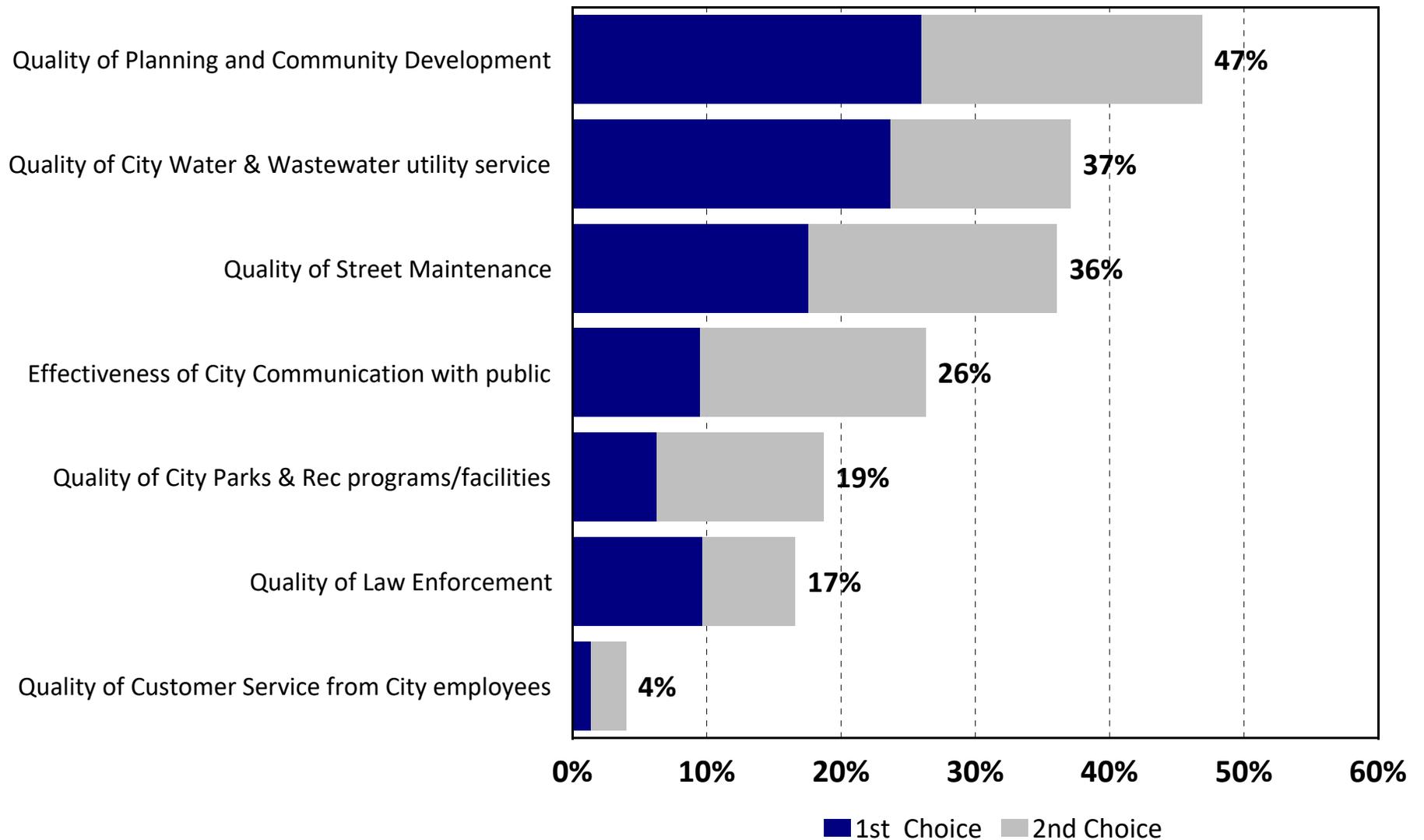
# Q1. Satisfaction with City Services

by percentage of respondents (excluding don't knows)



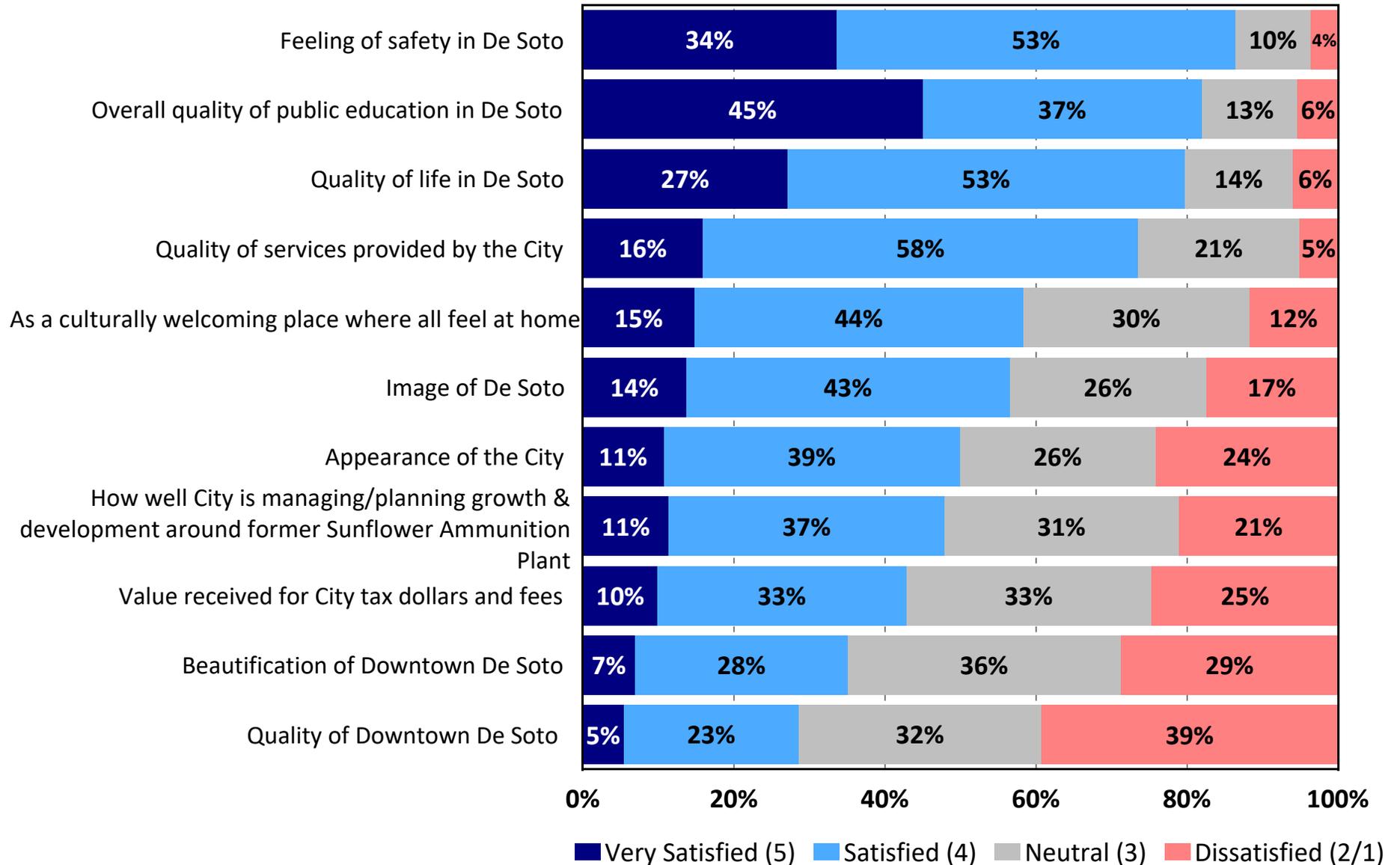
# Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



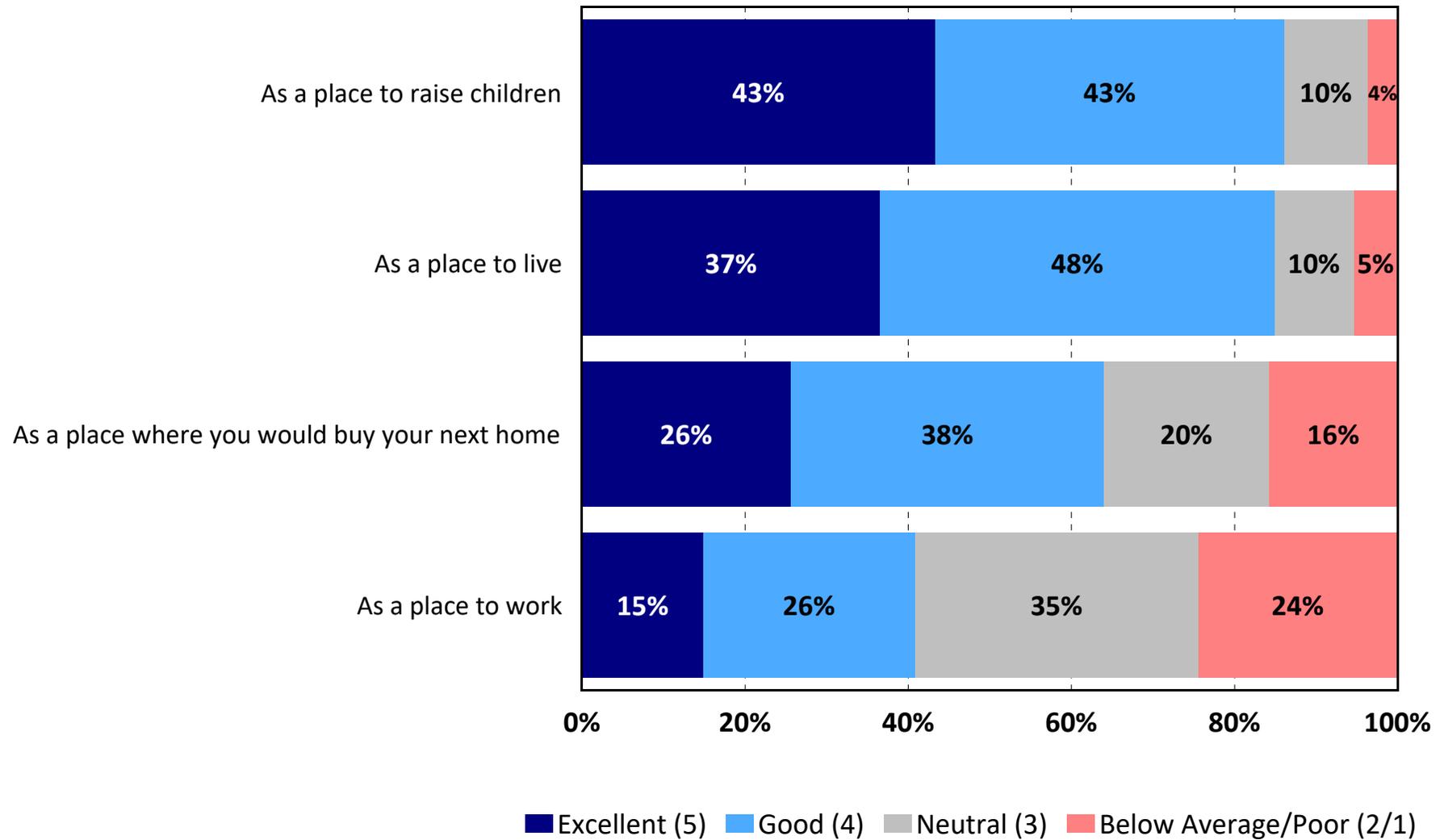
# Q3. Satisfaction with Perceptions of the City of De Soto

by percentage of respondents (excluding don't knows)



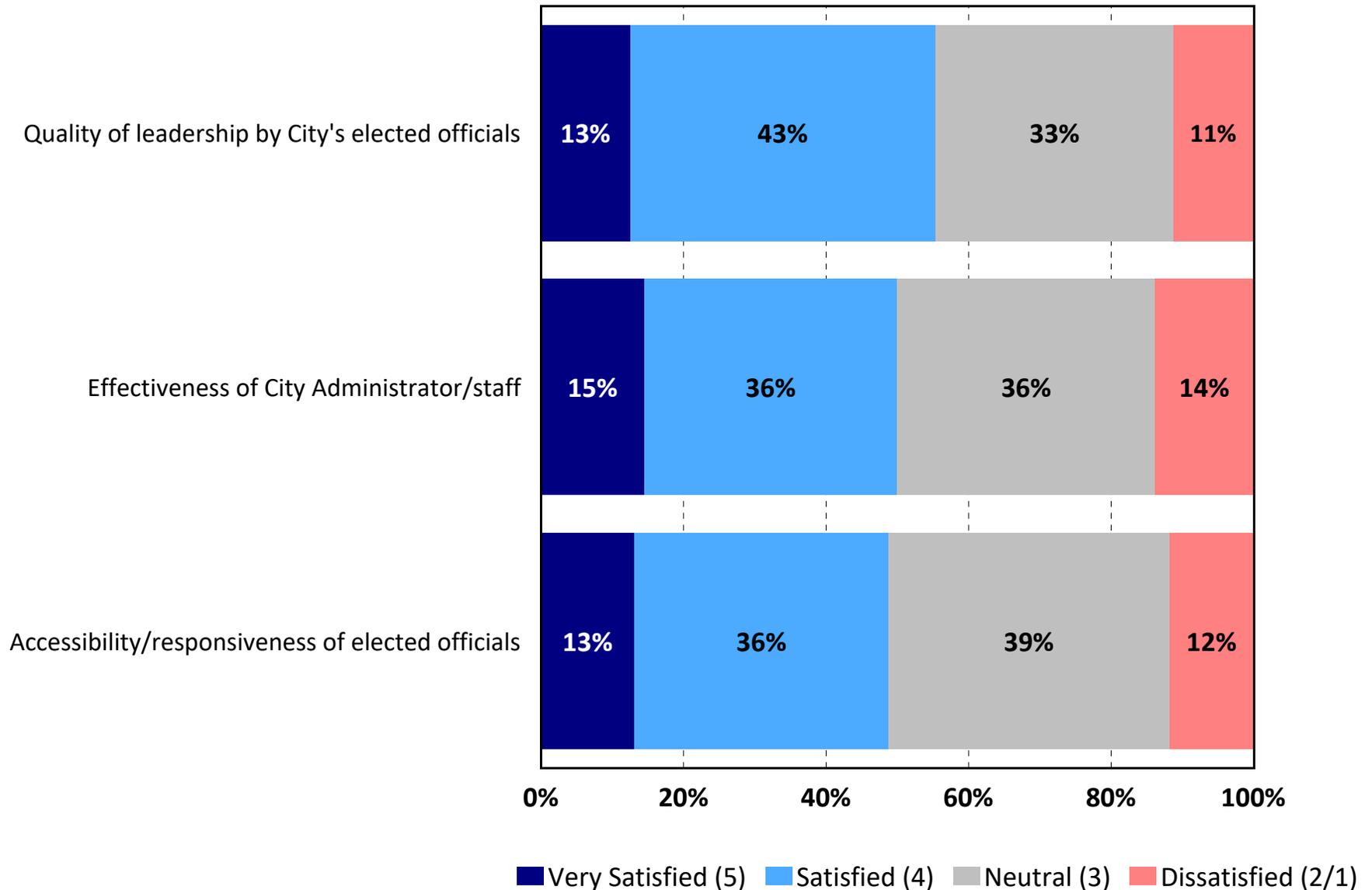
# Q4. Overall Ratings of the City of De Soto

by percentage of respondents (excluding don't knows)



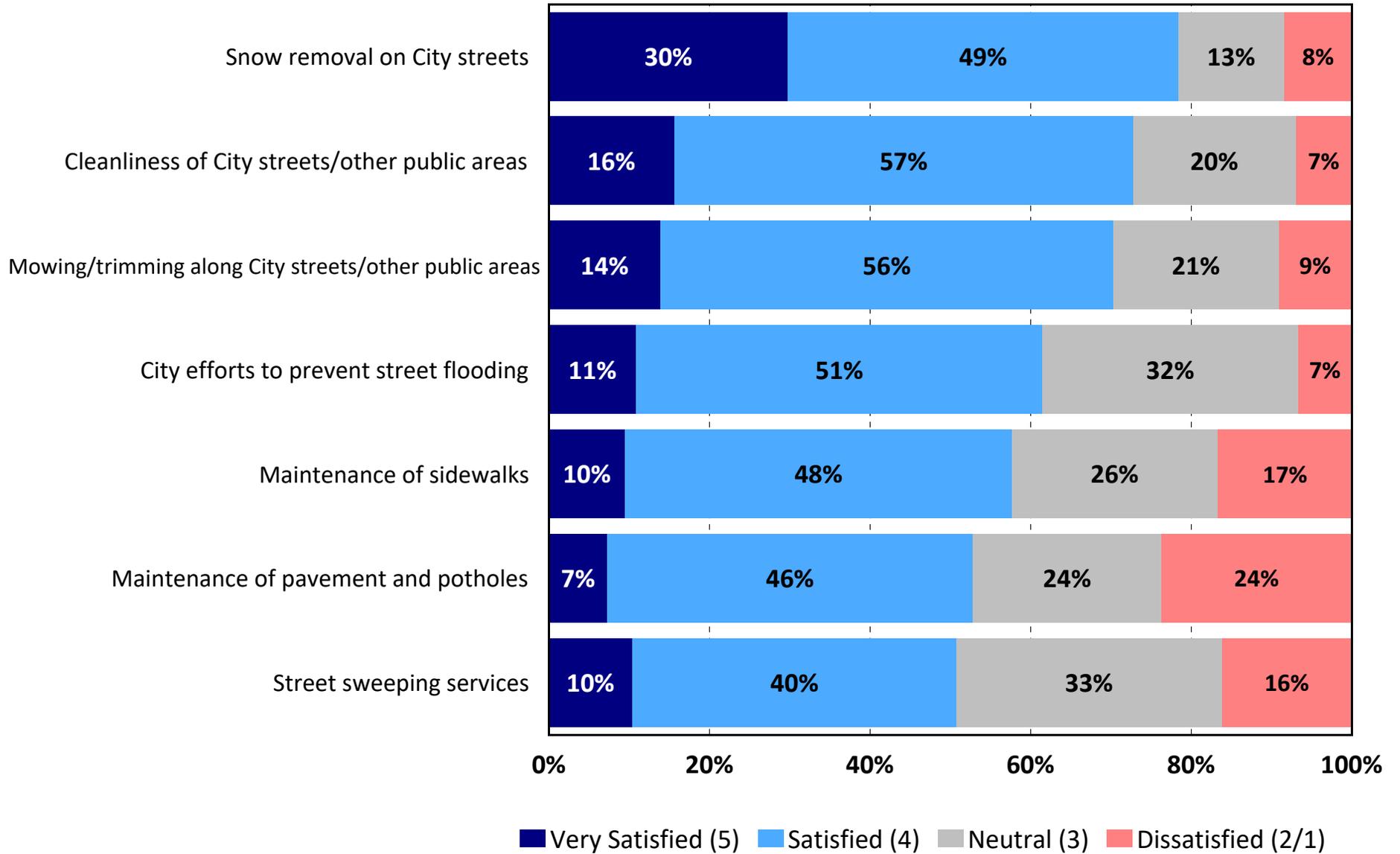
# Q5. Satisfaction with City Leadership

by percentage of respondents (excluding don't knows)



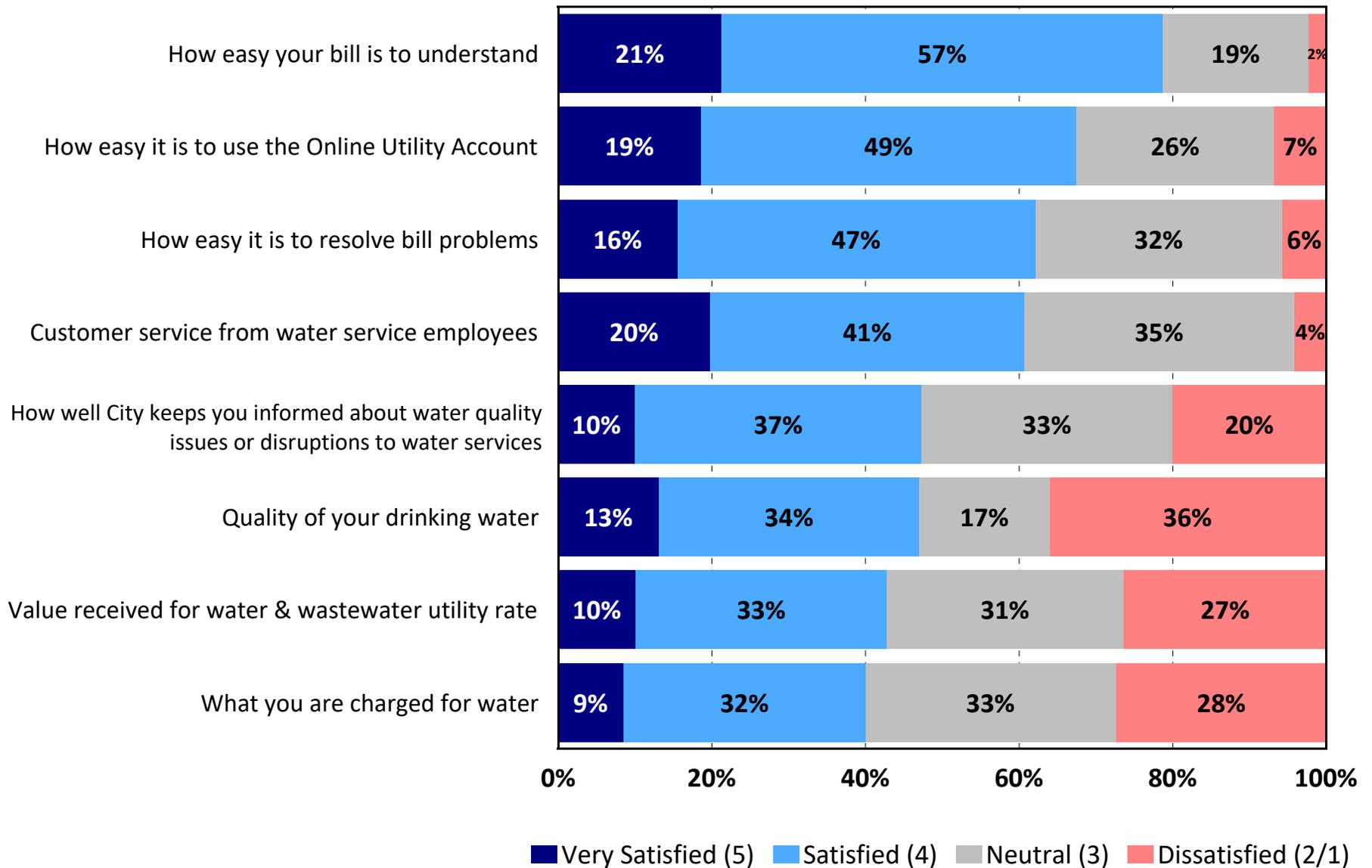
# Q6. Satisfaction with Street Maintenance

by percentage of respondents (excluding don't knows)



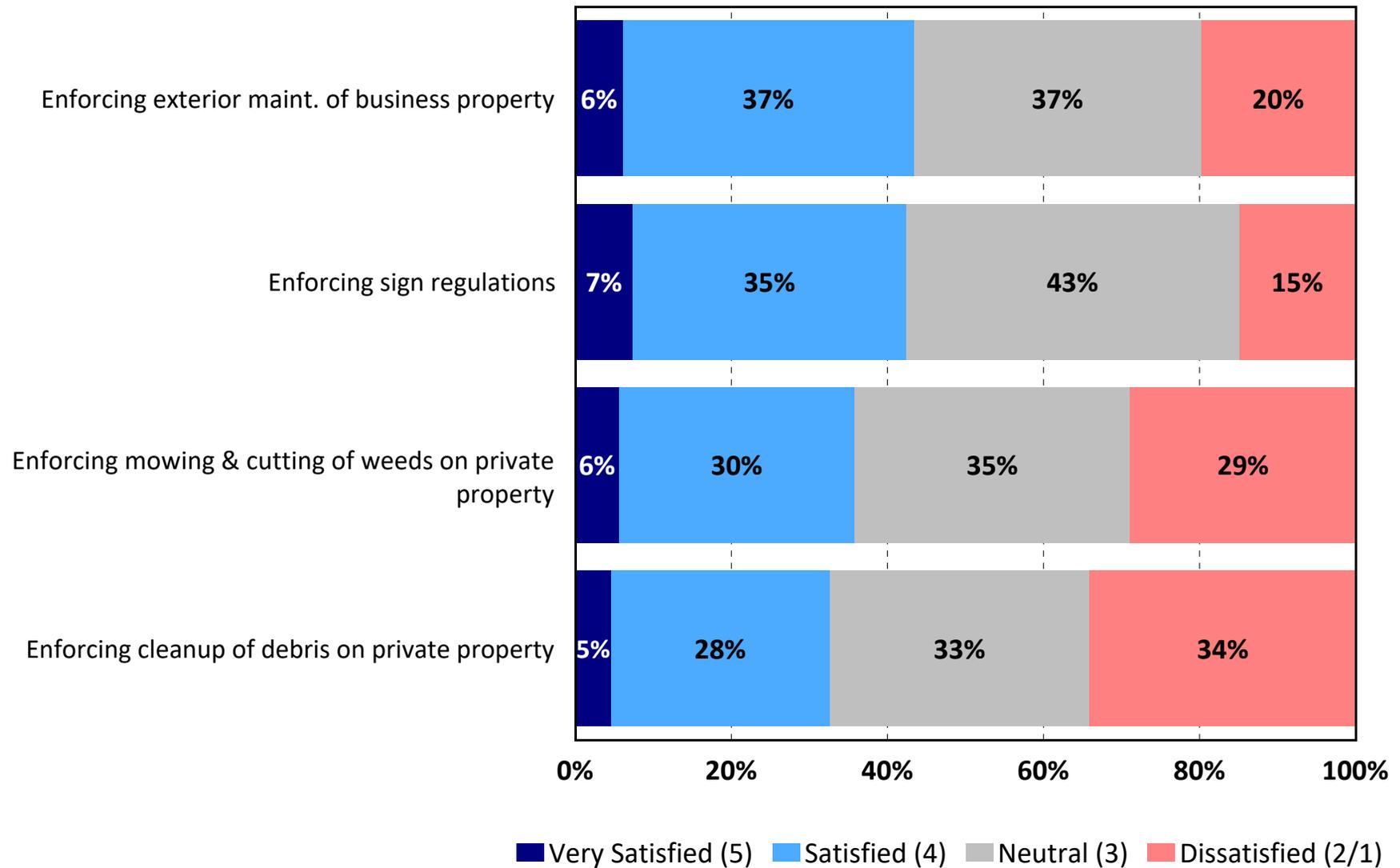
# Q7. Satisfaction with Water and Wastewater Utilities

by percentage of respondents (excluding don't knows)



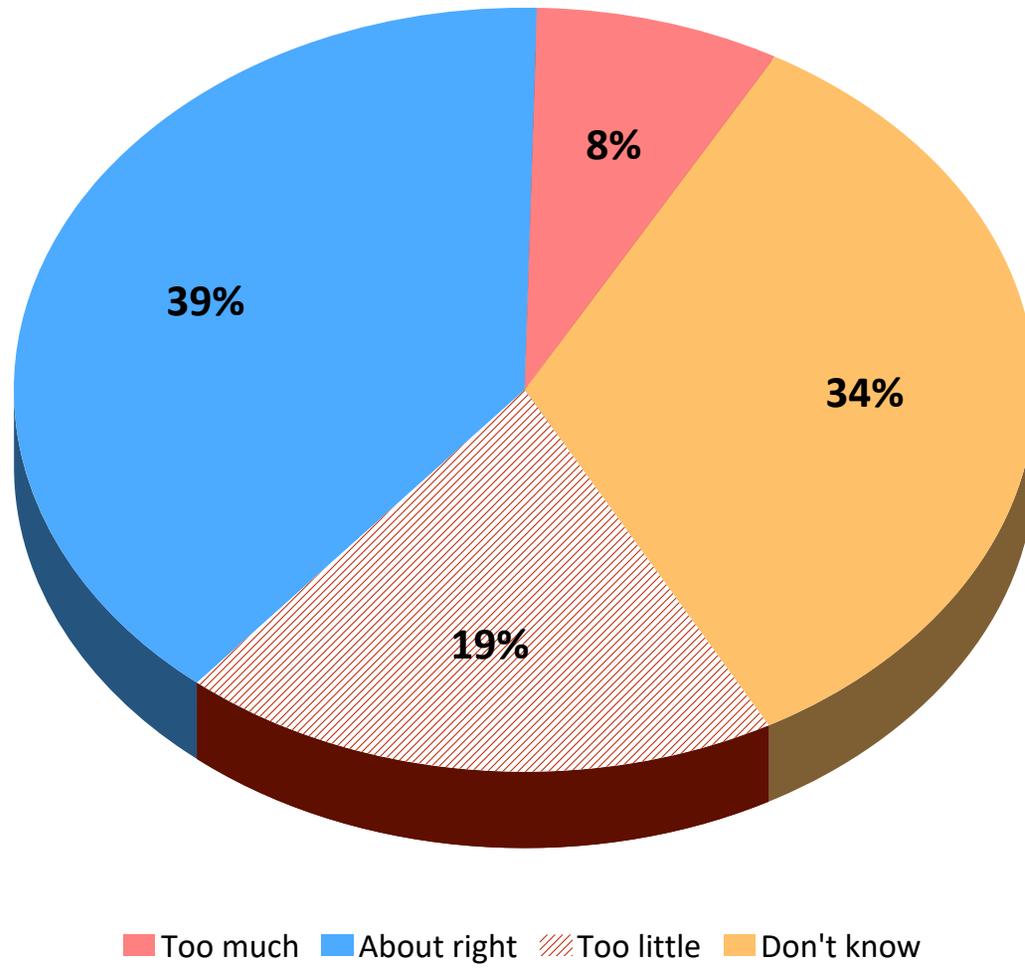
# Q8. Satisfaction with Code Enforcement

by percentage of respondents (excluding don't knows)



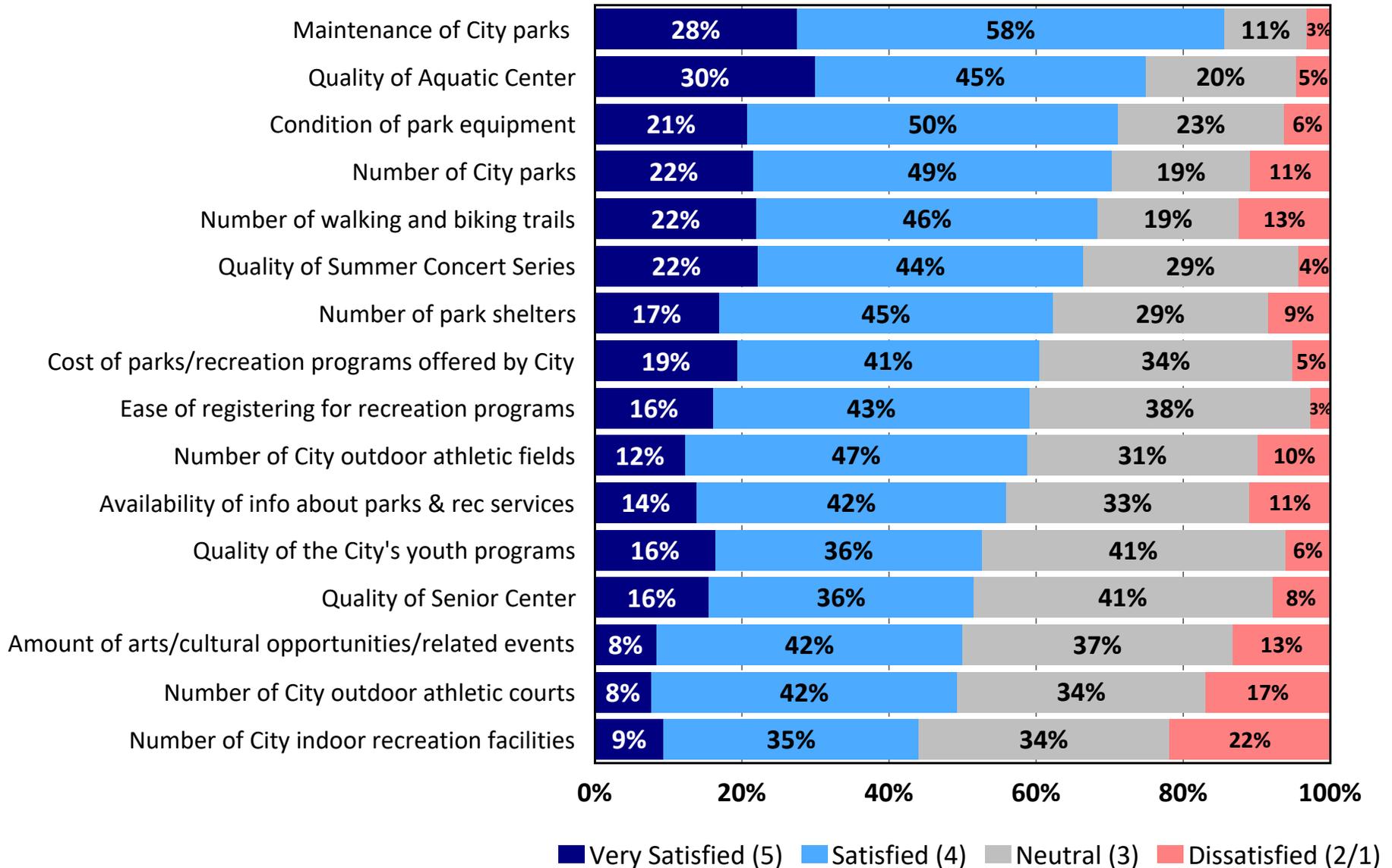
# Q9. How would you describe the City's level of enforcement when it comes to codes and ordinances?

by percentage of respondents



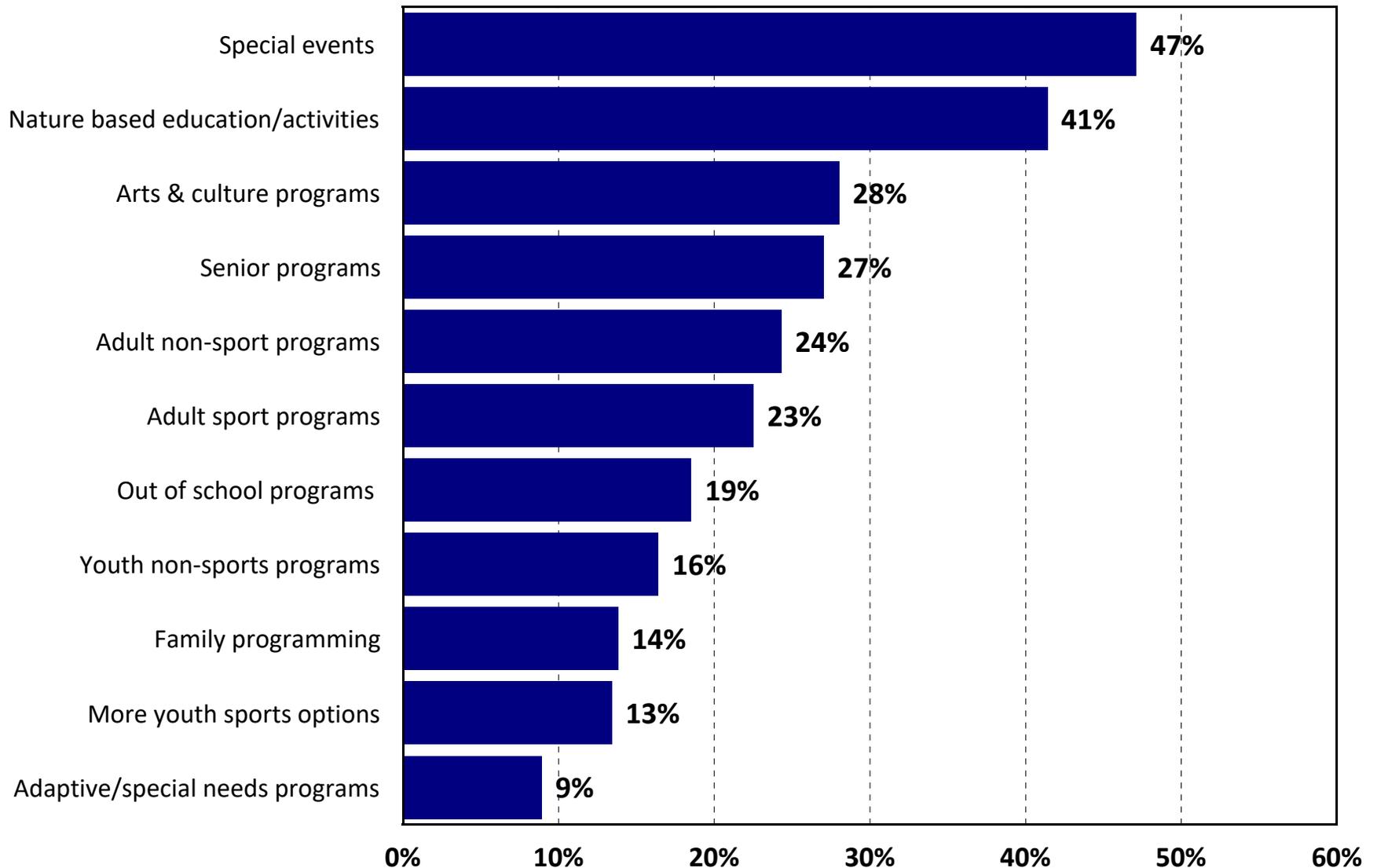
# Q10. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't knows)



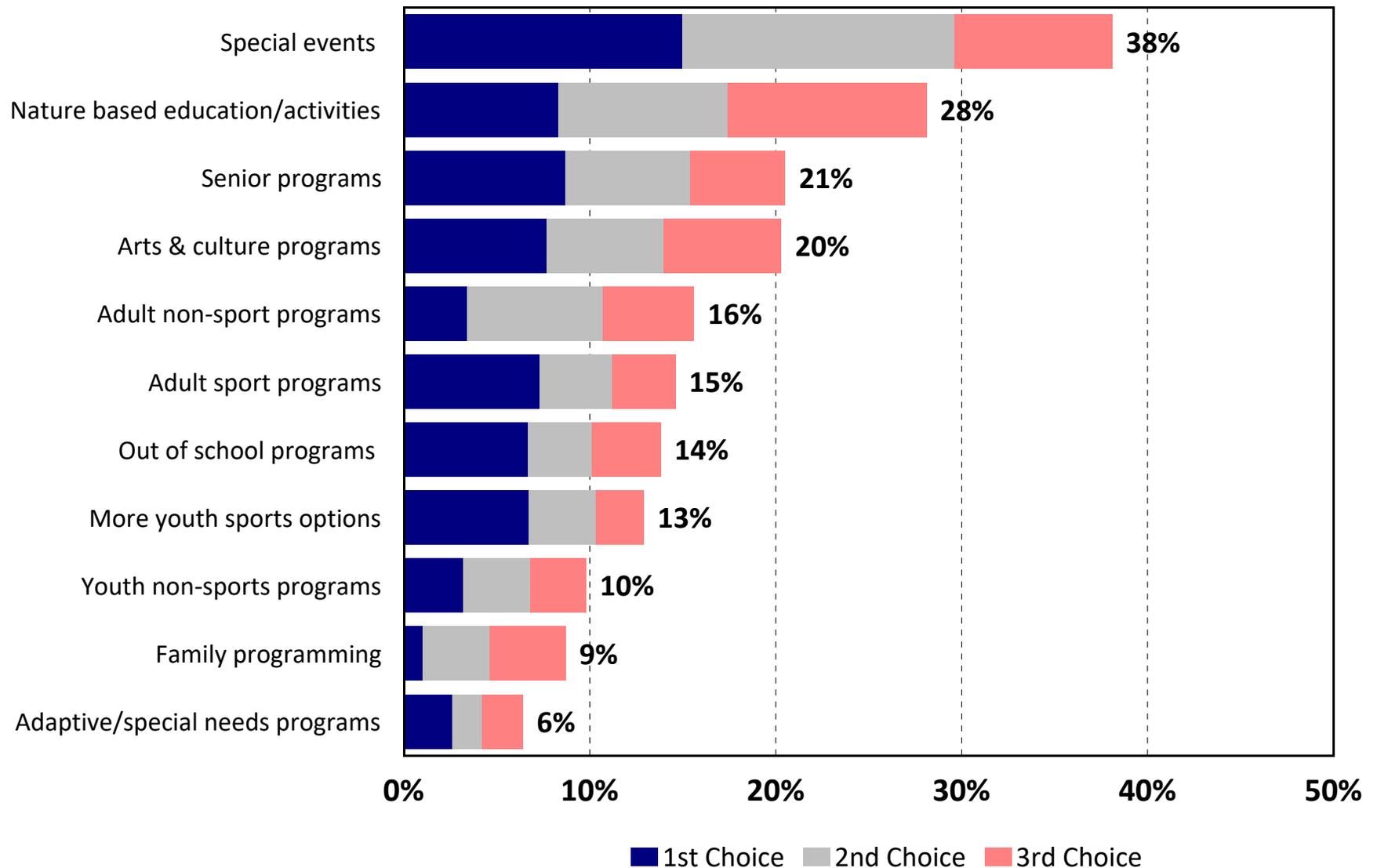
# Q11. Please indicate if you or any member of your household have a desire/want for the following additional programs

by percentage of respondents (multiple selections could be made)



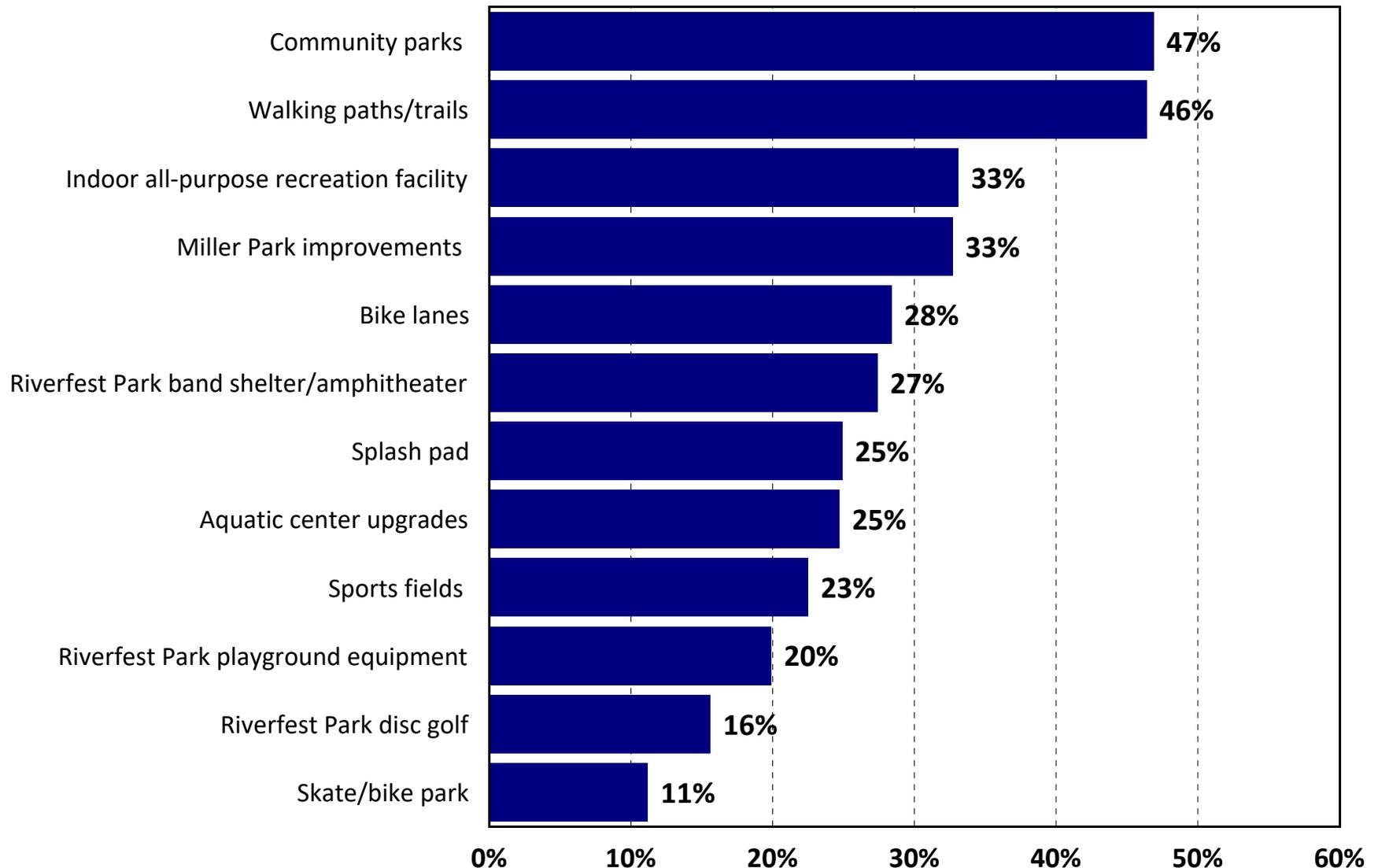
# Q12. Programming Types That Are Most Important to Households

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



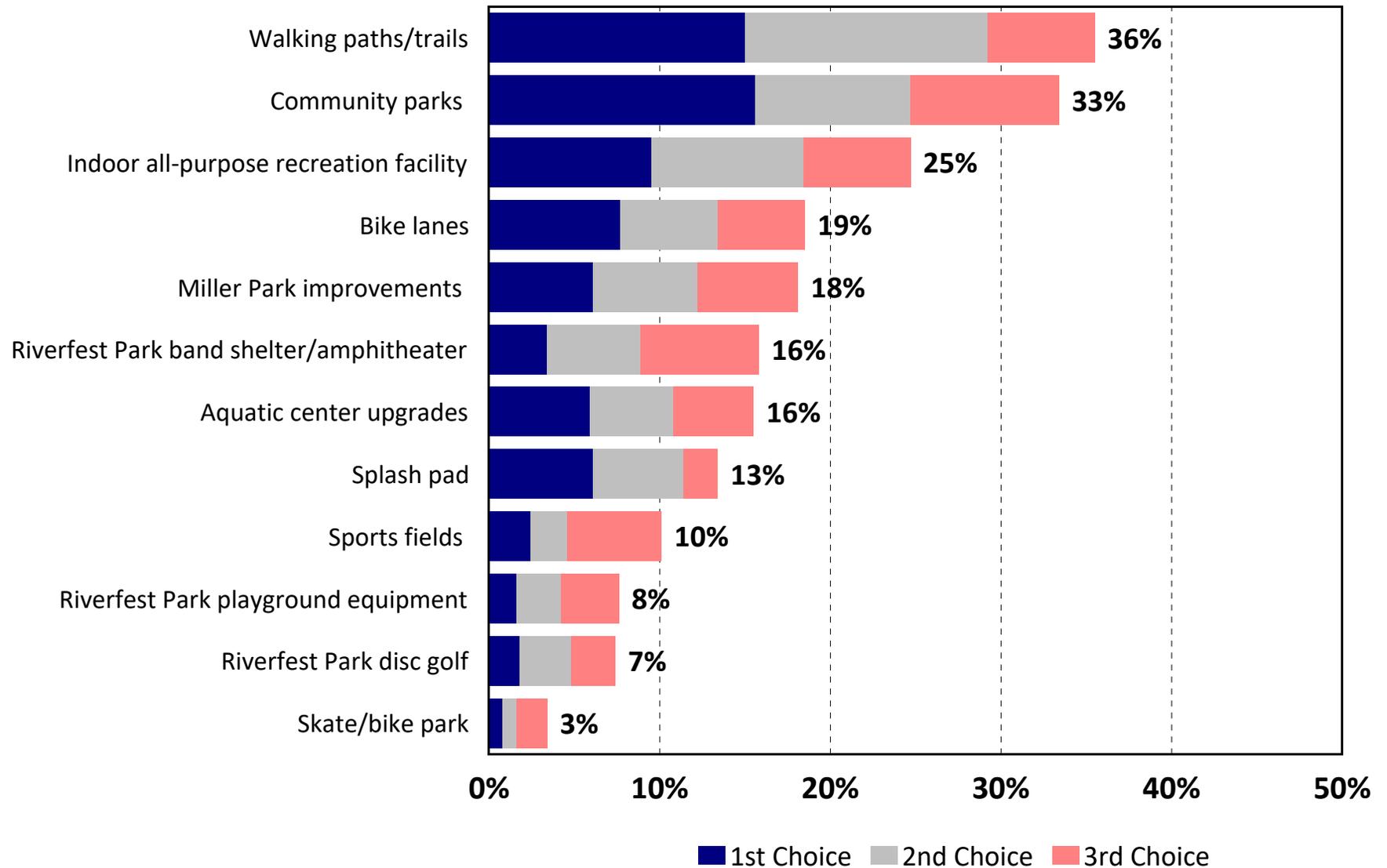
# Q13. Please indicate if you or any member of your household have a desire/want for the following additional amenities

by percentage of respondents (multiple selections could be made)



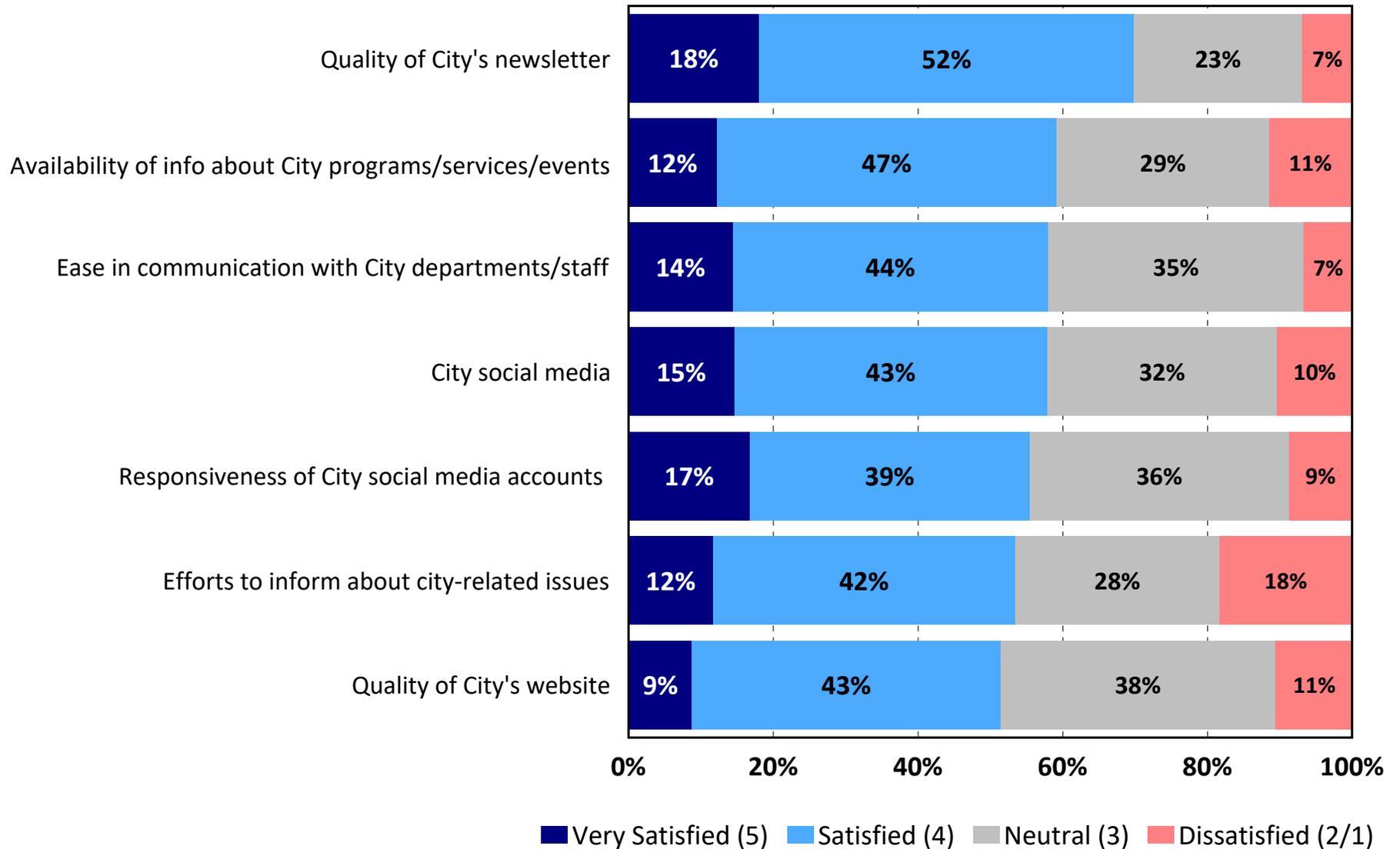
# Q14. Amenity Types That Are Most Important to Households

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



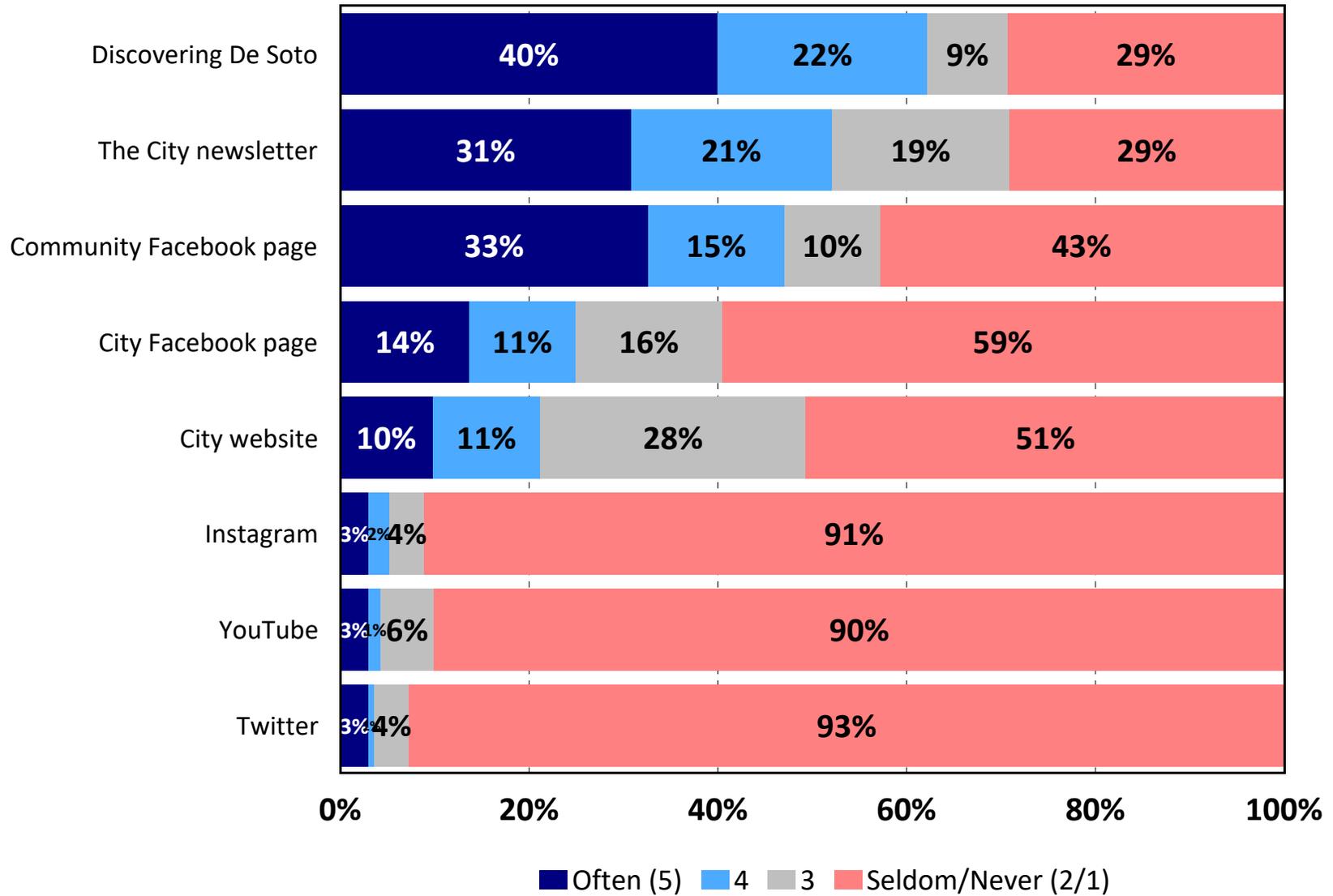
# Q15. Satisfaction with Communication

by percentage of respondents (excluding don't knows)



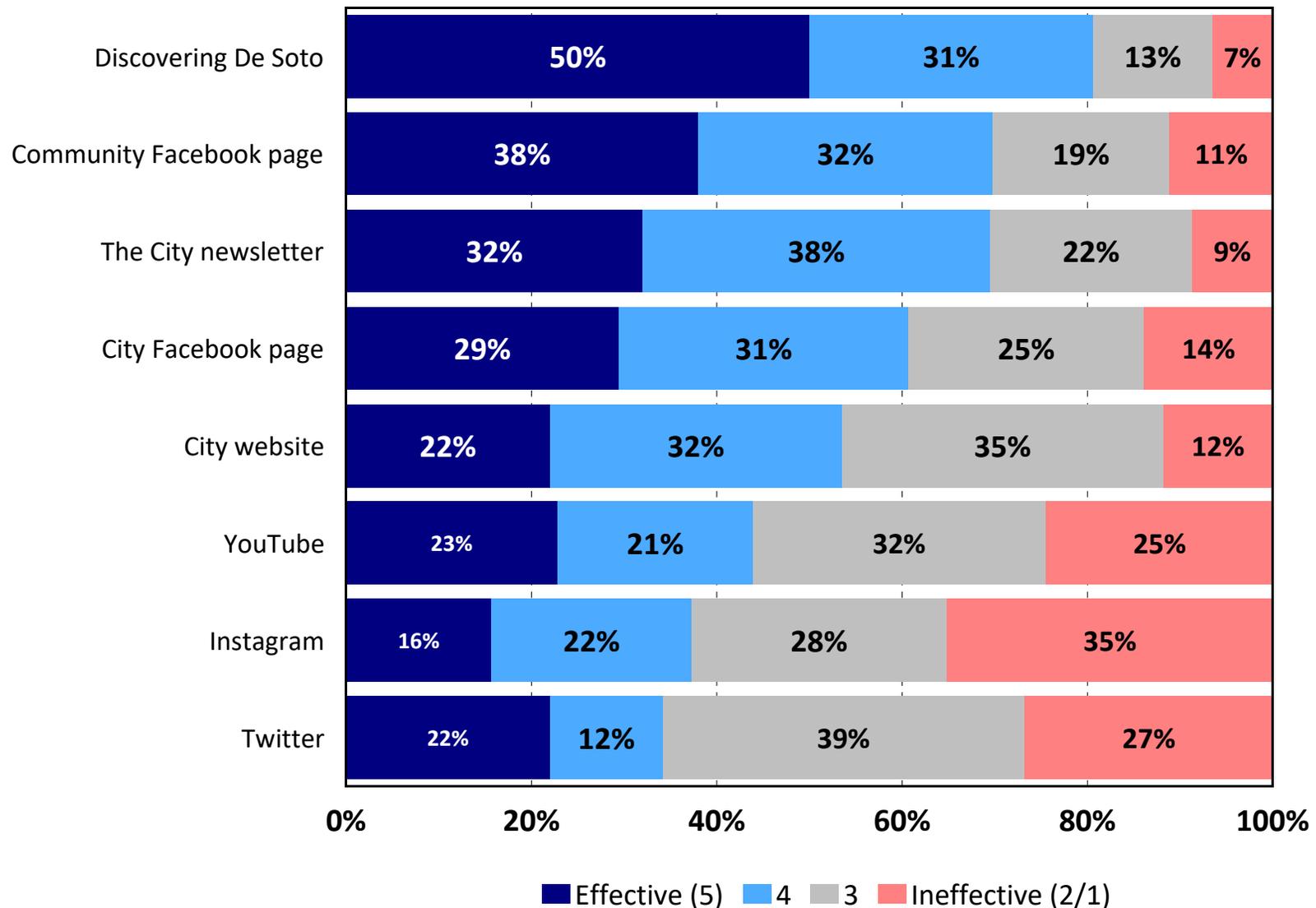
# Q16 [Part 1]. Usage of the Following Communication Sources

by percentage of respondents (excluding not provided)



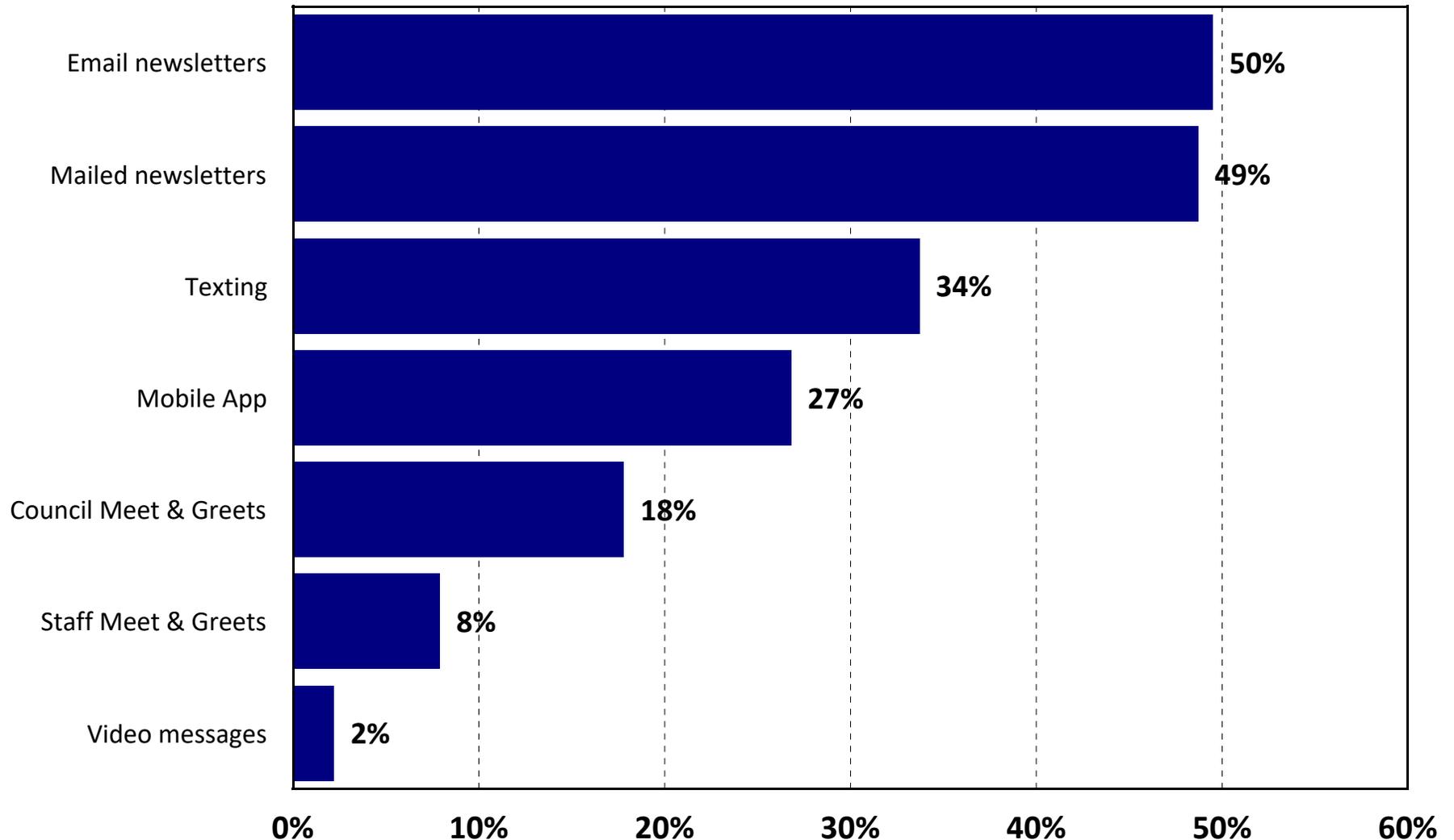
# Q16 [Part 2]. Effectiveness of the Following Communication Sources

by percentage of respondents (excluding not provided)



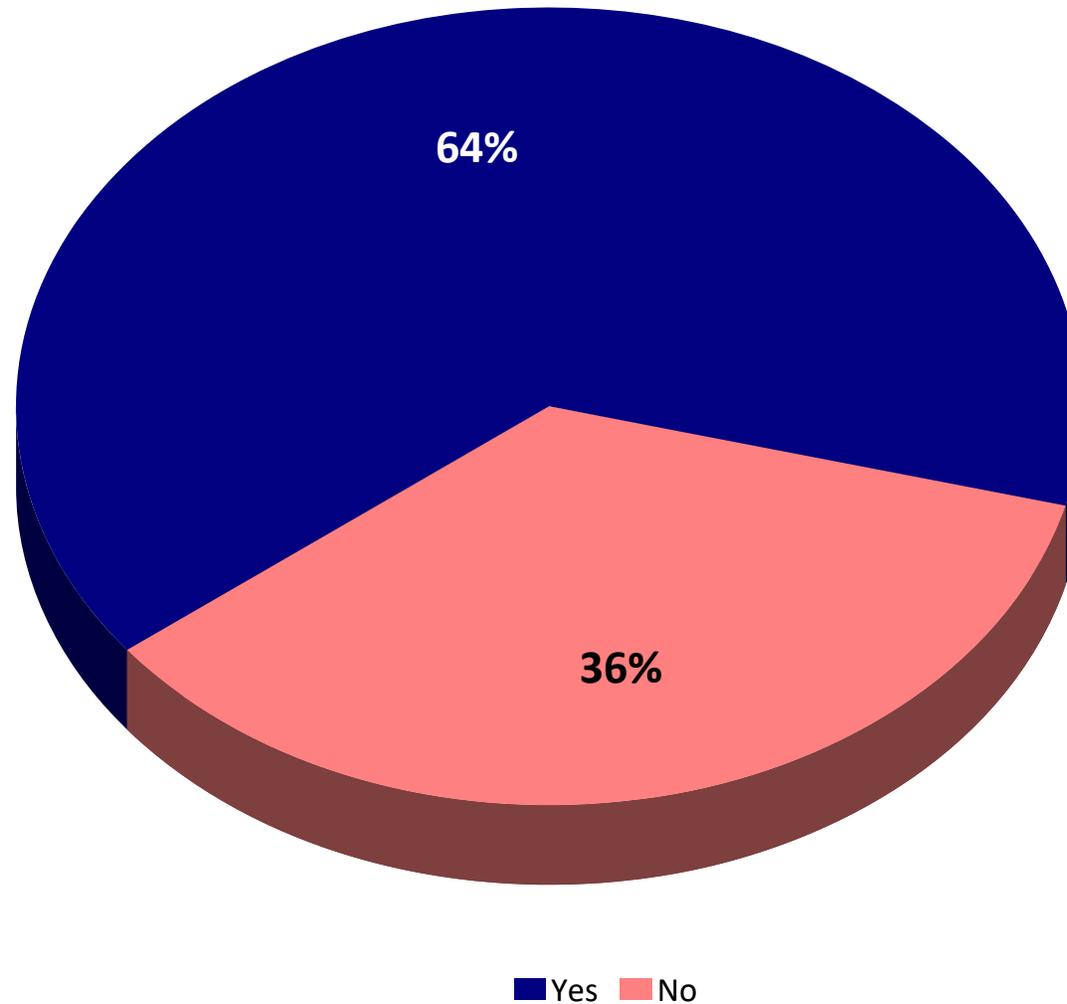
# Q17. Other Ways That Residents Would Like the City to Communicate With Them

by percentage of respondents (up to three selections could be made)



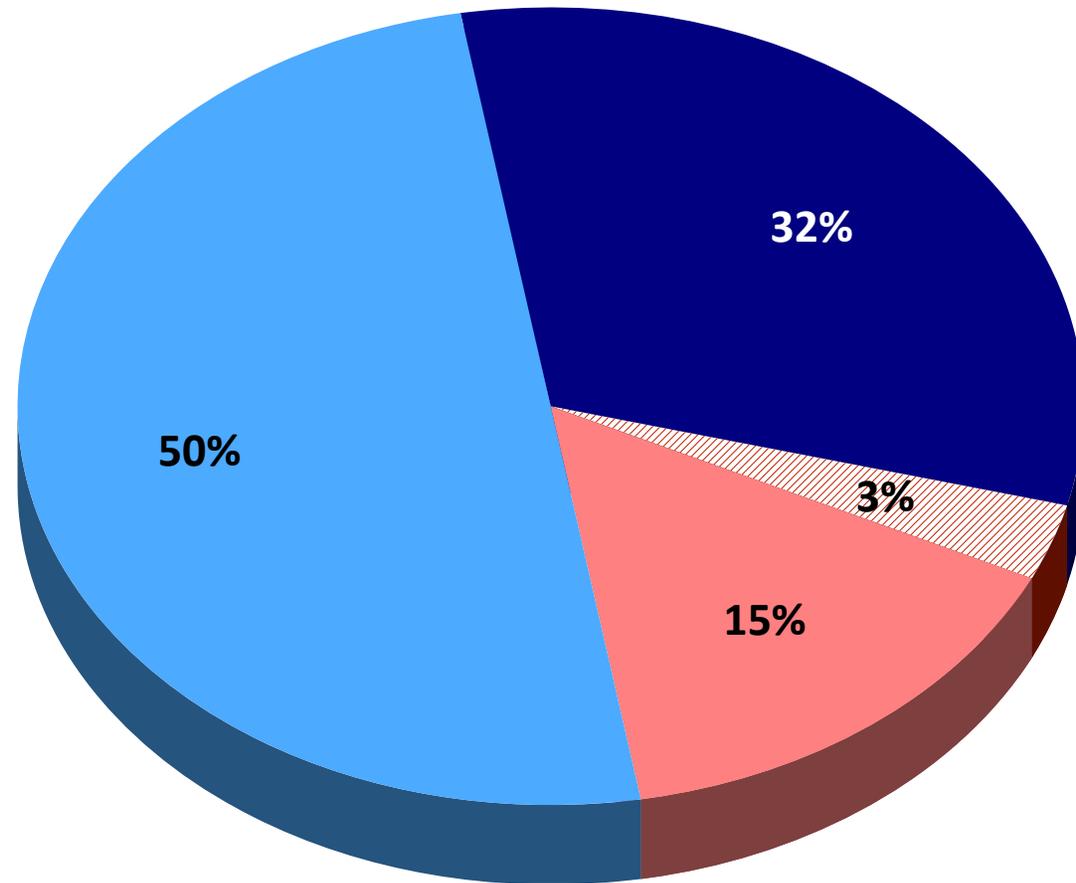
# Q18. Have you visited the City's website during the past 12 months?

by percentage of respondents



# Q18a. How easy was it to find the information you were looking for on the website?

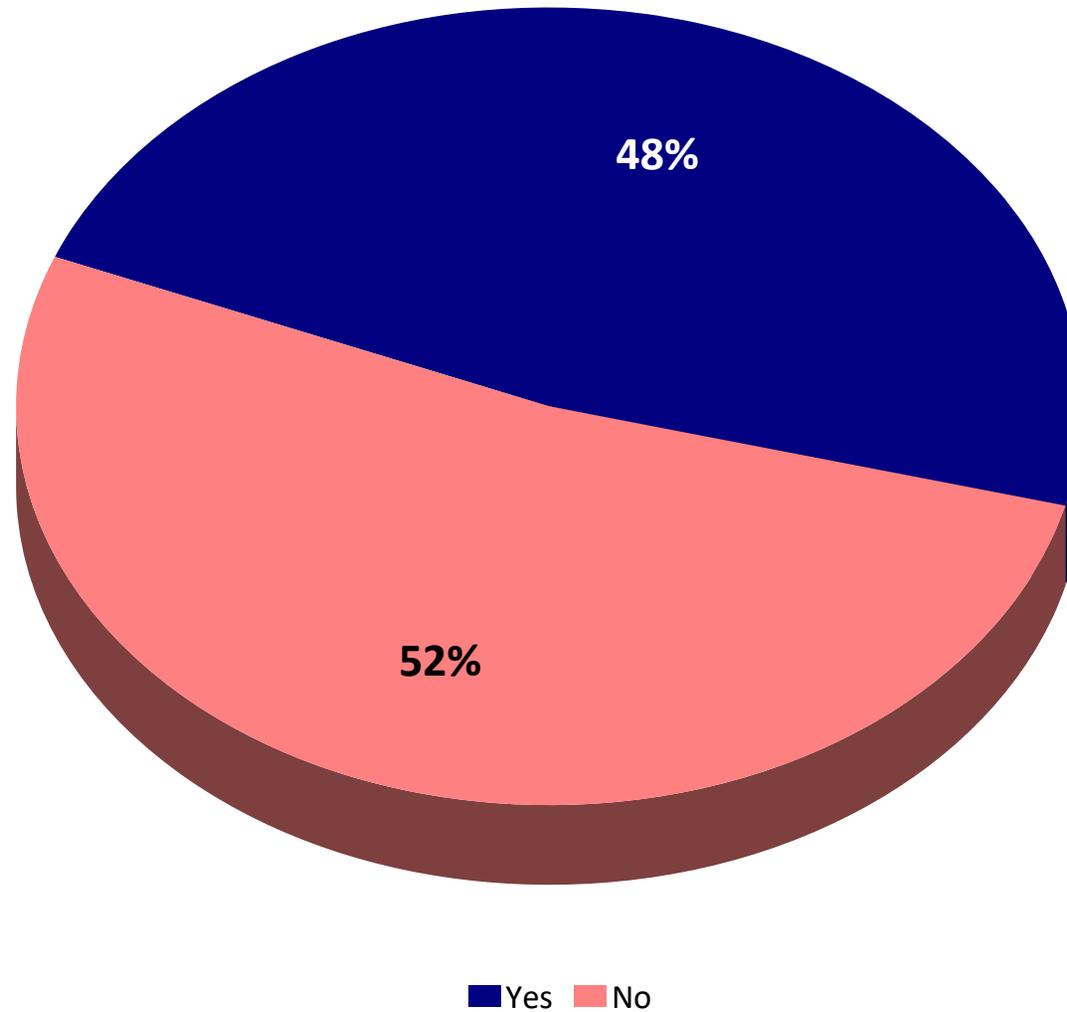
by percentage of respondents (excluding not provided)



■ Very easy ■ Somewhat easy ■ Somewhat difficult ▨ Very difficult

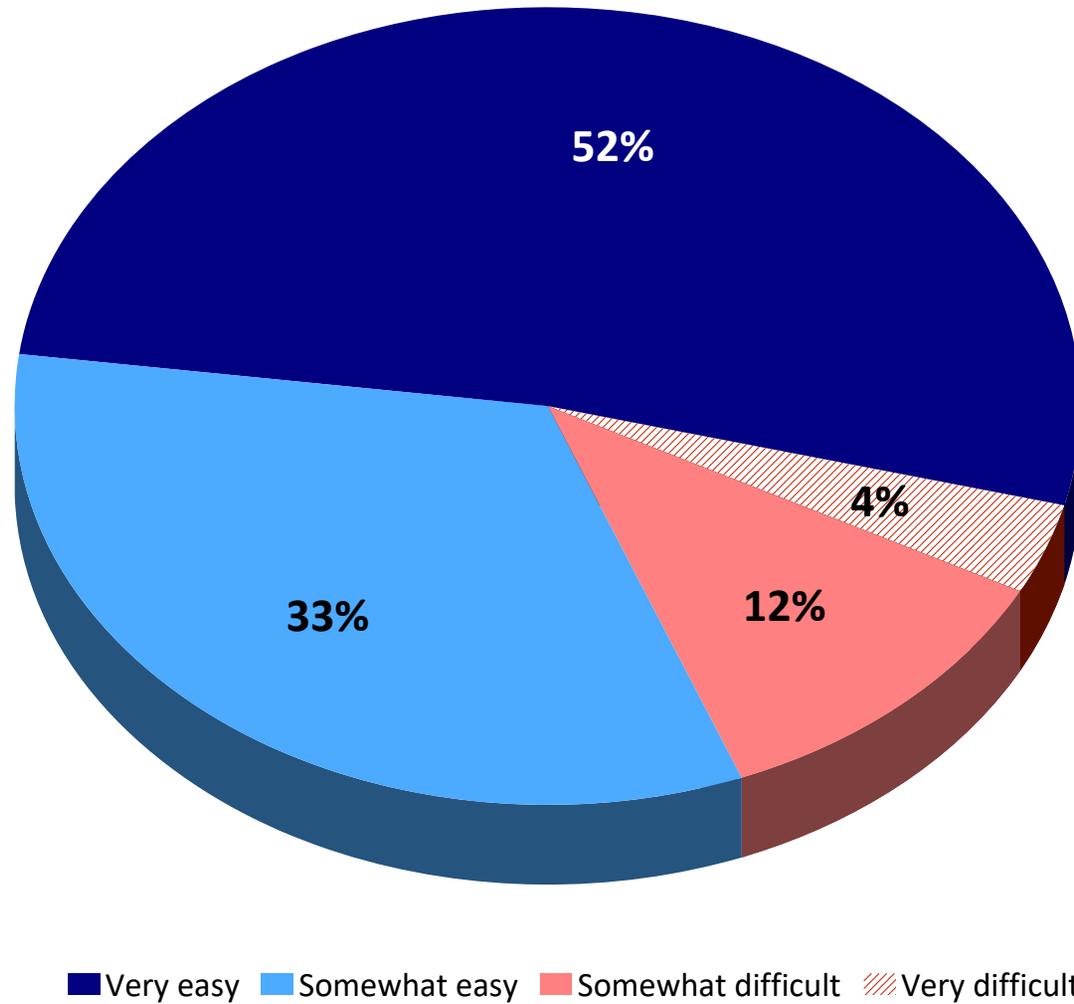
# Q19. Have you interacted with the City for a question, problem, or complaint during the past year?

by percentage of respondents



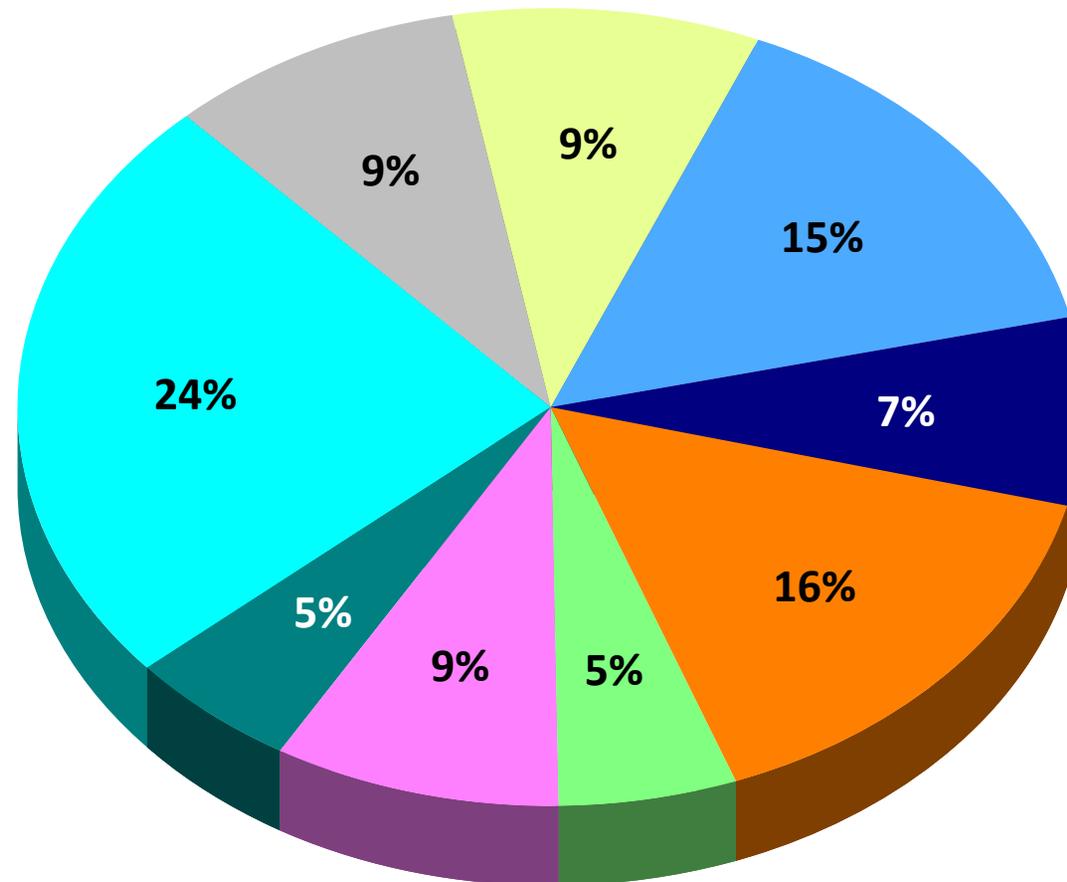
# Q19a. How easy was it to contact the person you needed to reach?

by percentage of respondents who interacted with the City during the past year (excluding not provided)



# Q19b. Which department did you contact most recently?

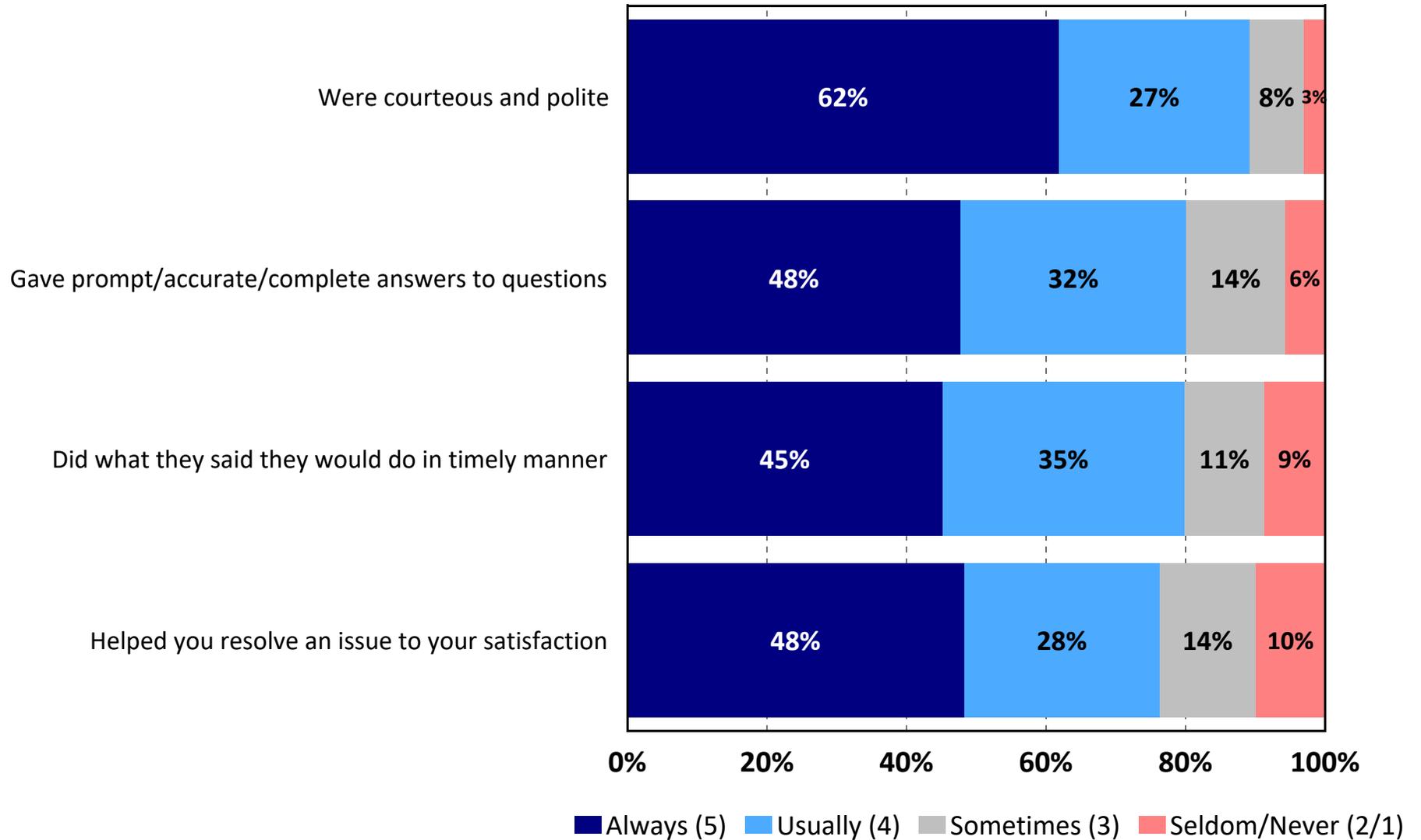
by percentage of respondents who interacted with the City during the past year (excluding not provided)



- City Administrator
- City Clerk
- Parks & Recreation
- Public Works (Street)
- Water
- Planning & Zoning
- Code Enforcement
- Building Inspections
- Front Office

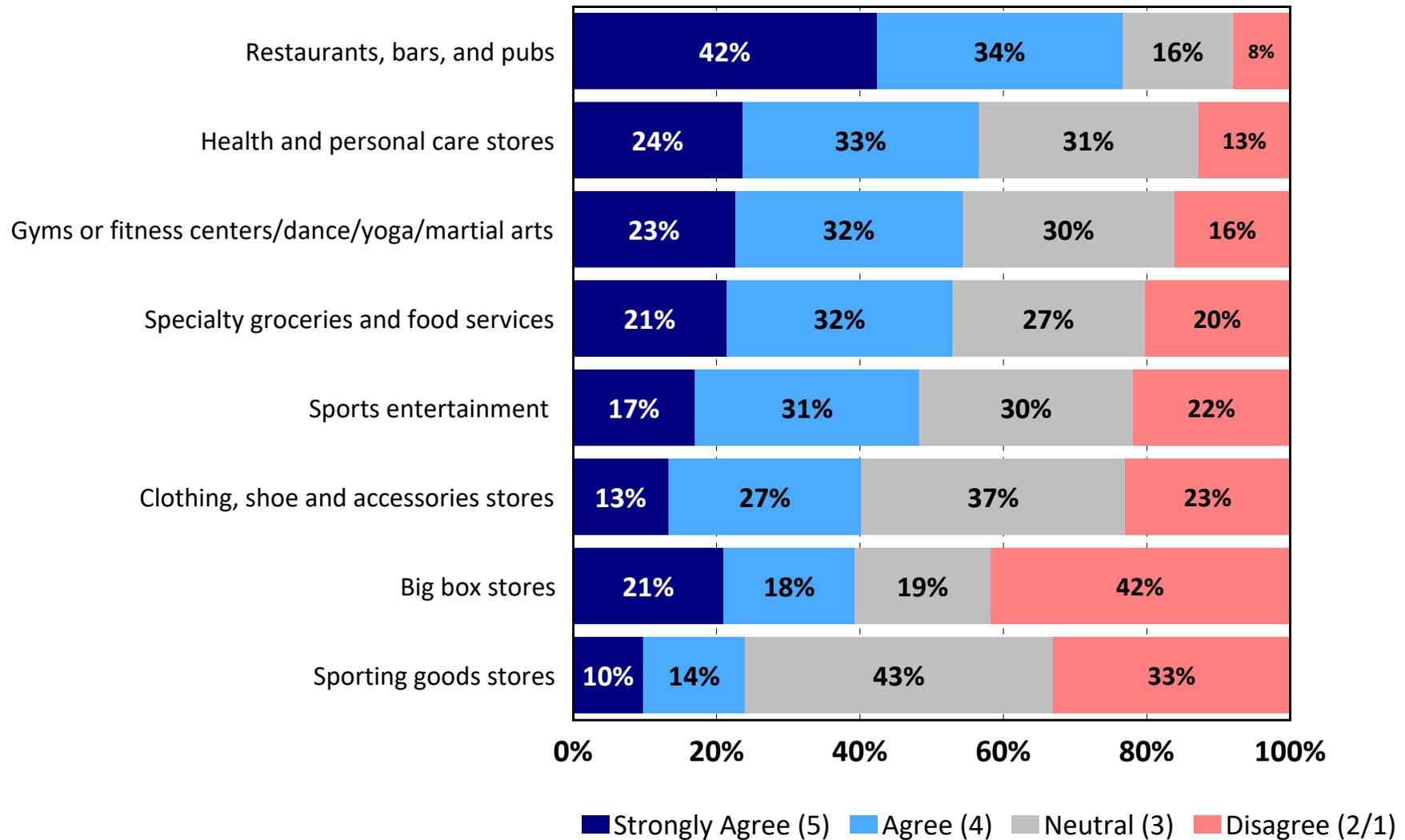
# Q19c. Frequency That City Employees Have Displayed the Following Behaviors

by percentage of respondents (excluding don't knows)



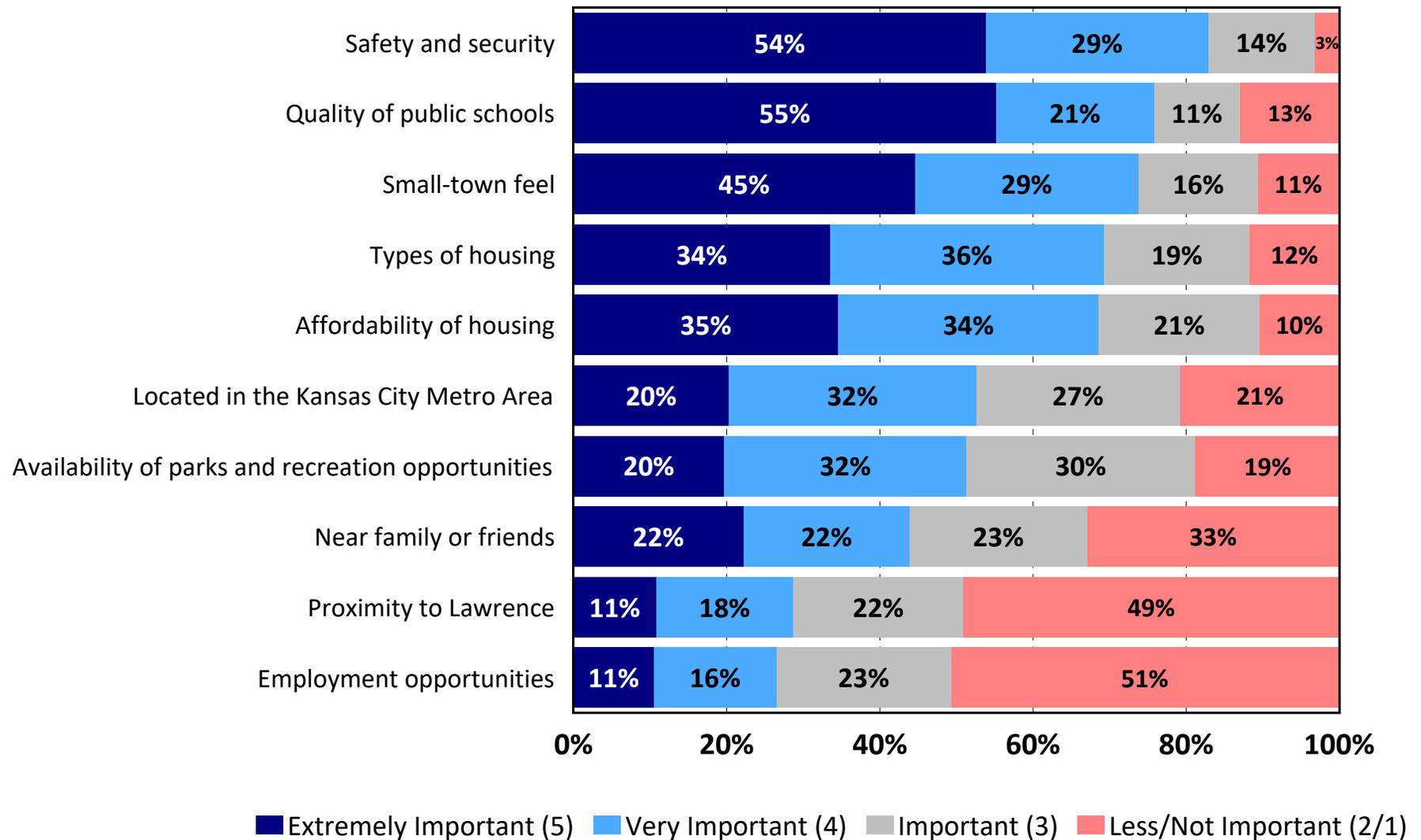
# Q20. Level of Agreement That the City of De Soto Needs the Following Types of Businesses

by percentage of respondents (excluding don't knows)



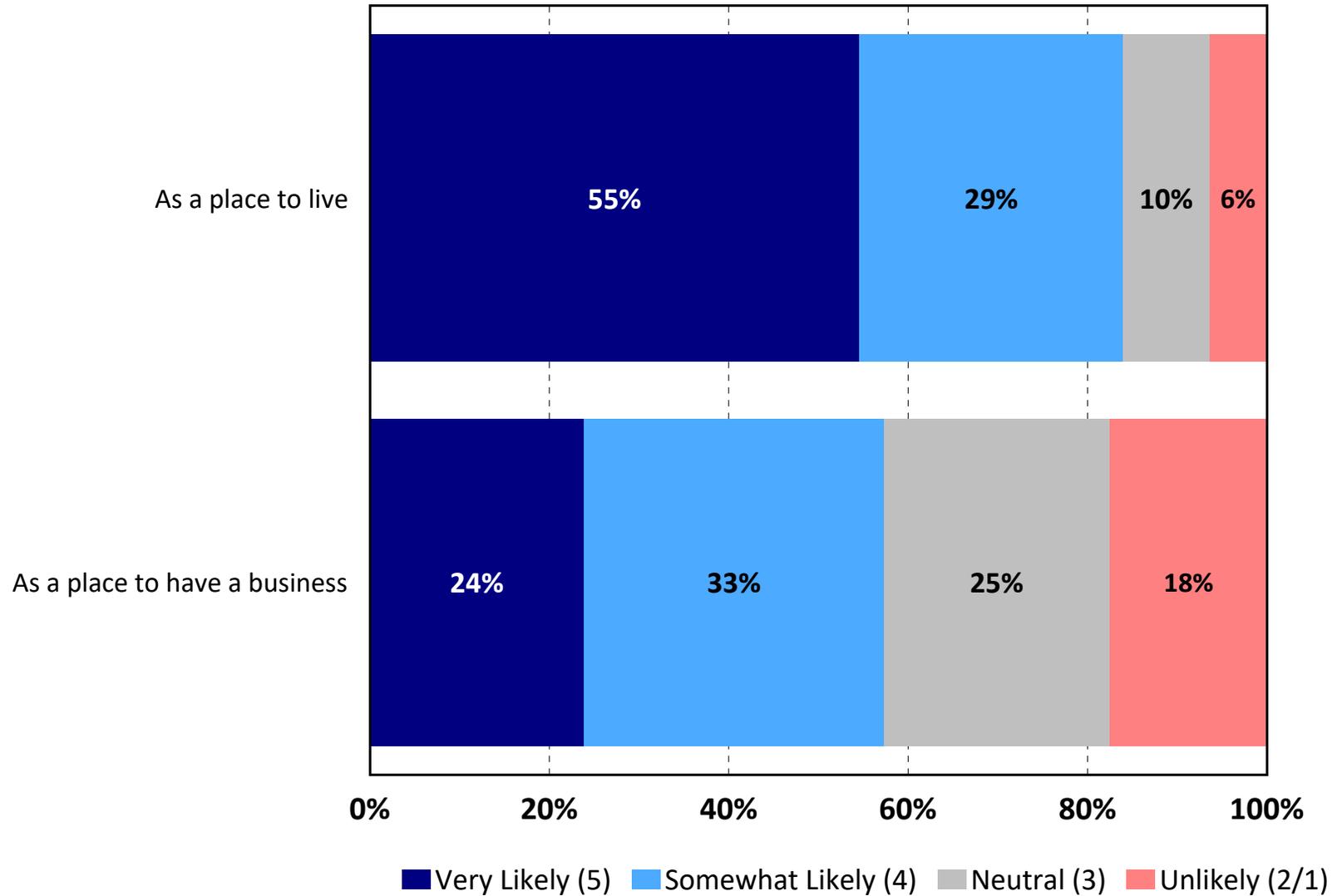
# Q21. Importance of the Following Reasons in Respondent's Decision to Live in De Soto

by percentage of respondents (excluding don't knows)



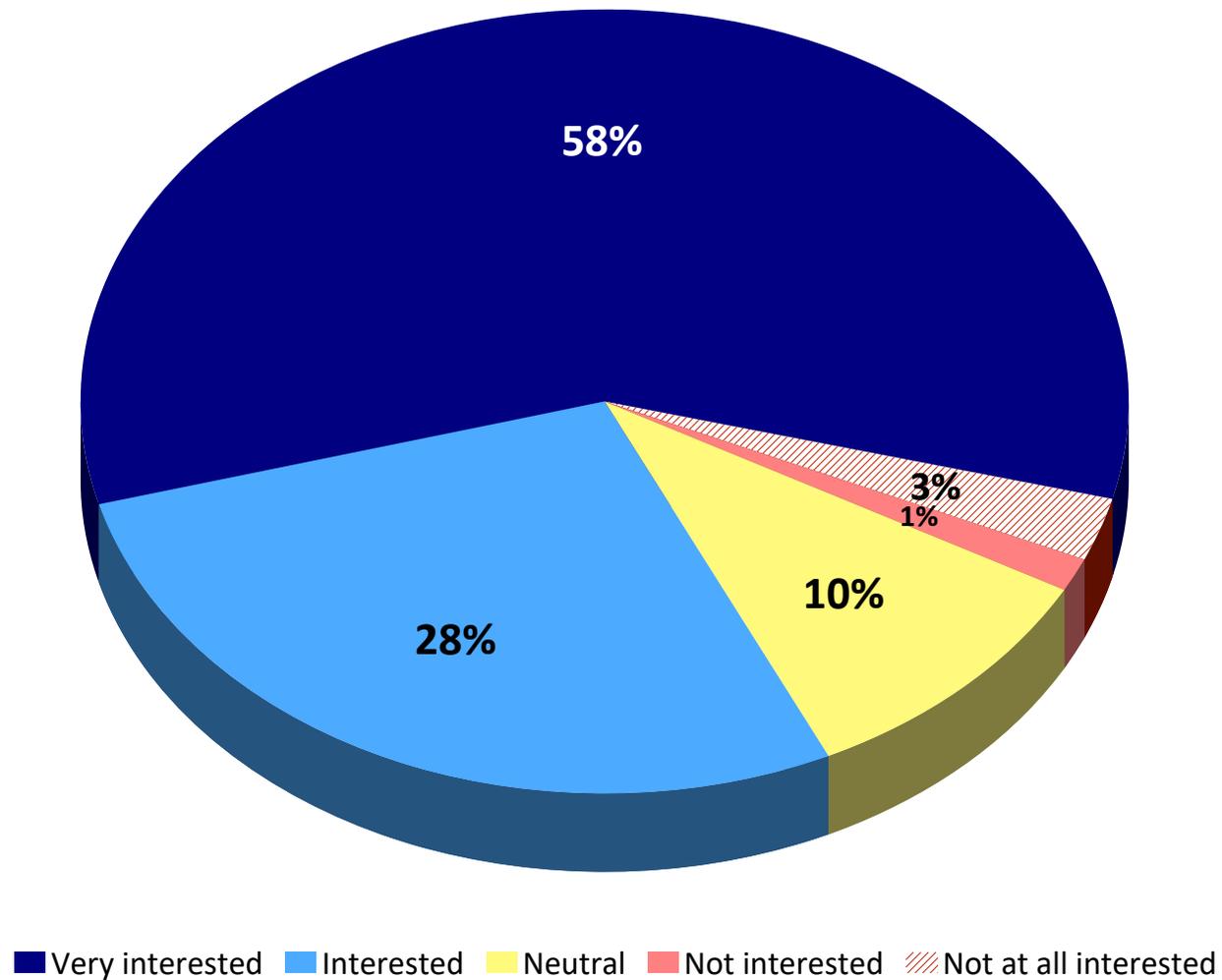
# Q22. Likelihood of Recommending De Soto

by percentage of respondents (excluding don't knows)



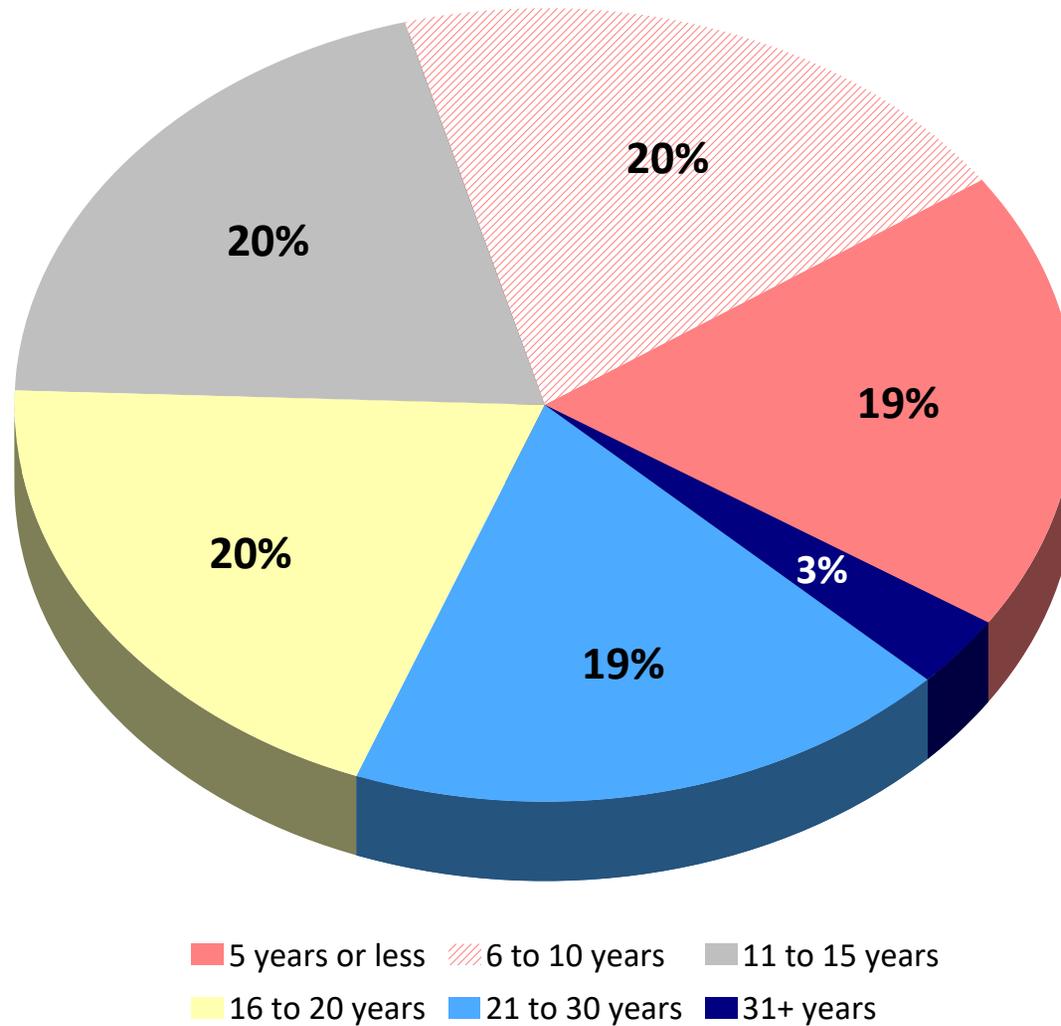
# Q27. Level of Interest in Learning About the Development in and Around the Former Sunflower Ammunition Plant and How It Impacts the City

by percentage of respondents (excluding not provided)



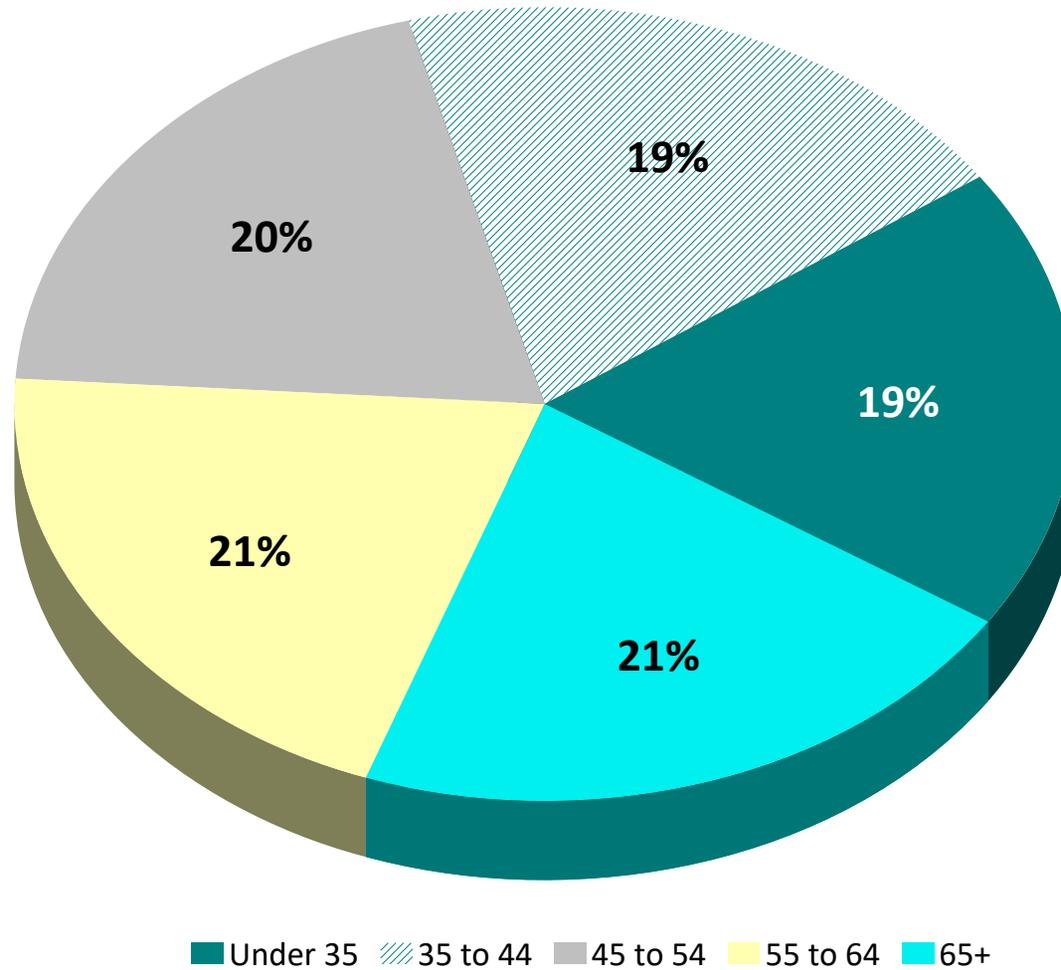
# Q28. Demographics: Number of Years Lived in De Soto

by percentage of respondents (excluding not provided)



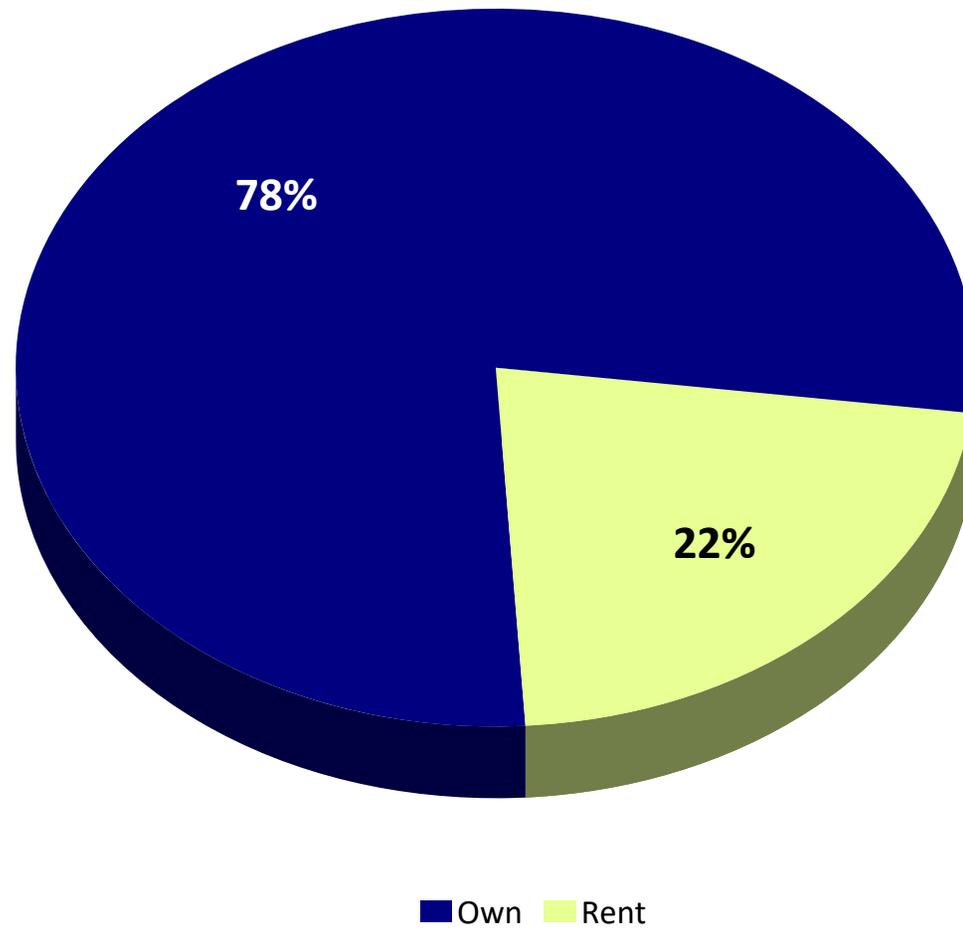
## Q29. Demographics: Age of Respondent

by percentage of respondents (excluding not provided)



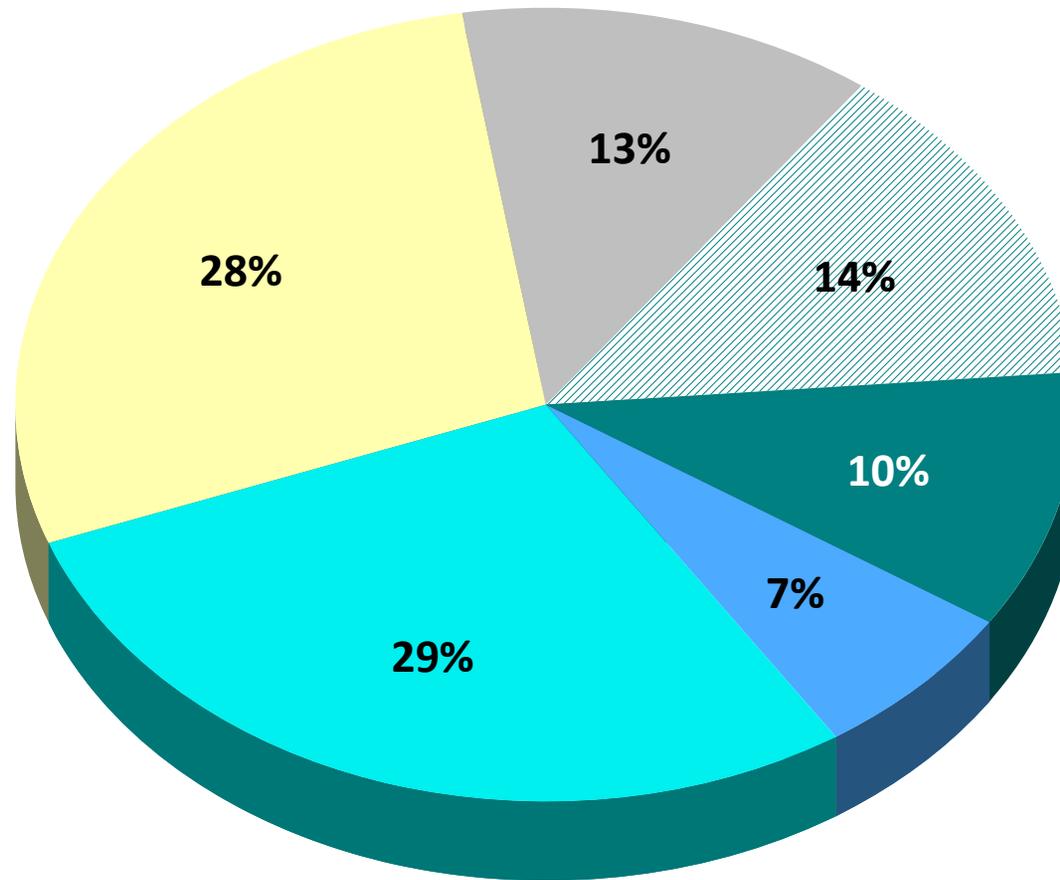
# Q30. Demographics: Do you own or rent your home?

by percentage of respondents (excluding not provided)



# Q31. Demographics: Ages of Household Members

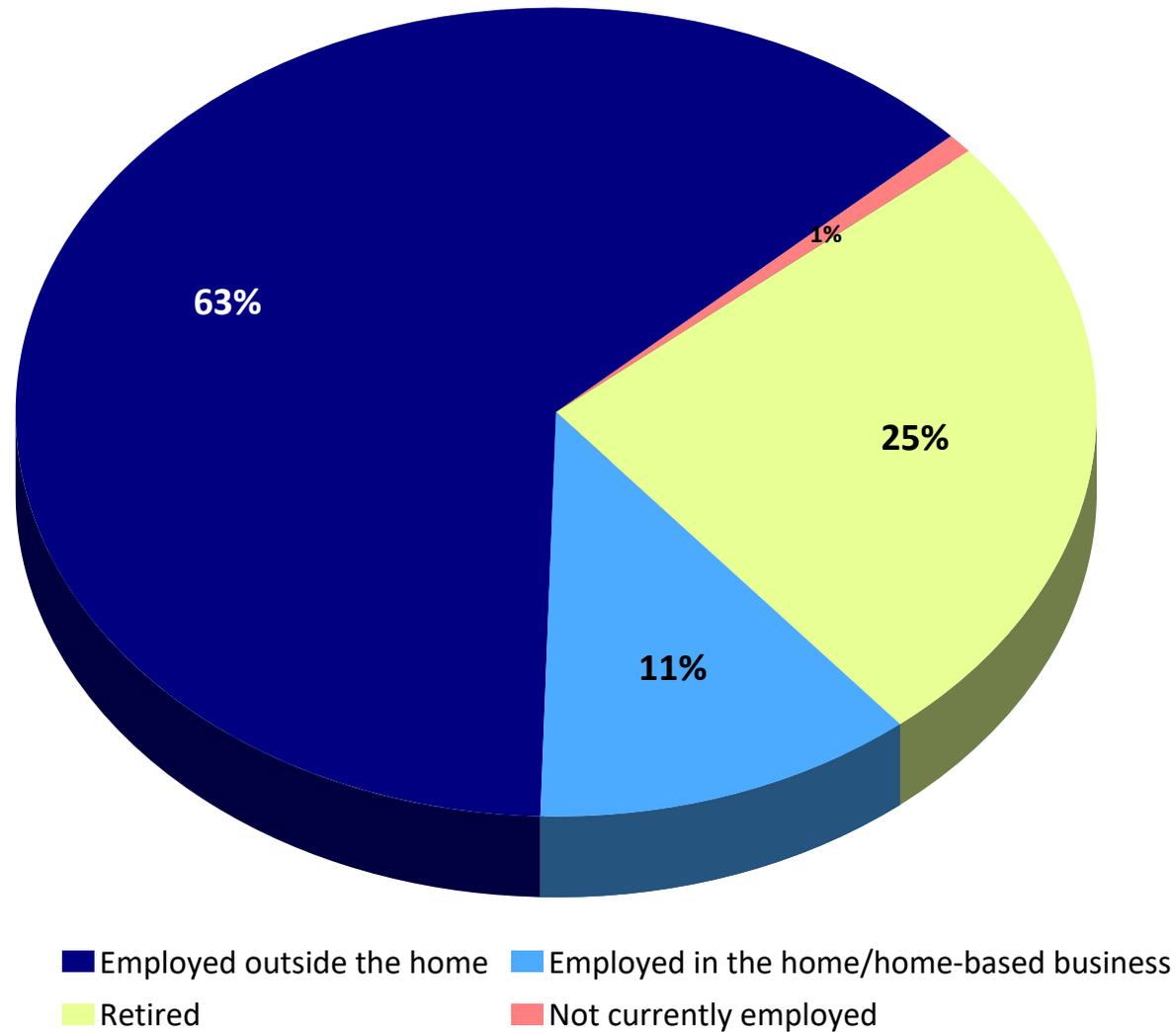
by percentage of persons in the household



■ Under age 10    ▨ Ages 10 to 19    ■ Ages 20 to 34  
■ Ages 35 to 54    ■ Ages 55 to 74    ■ Ages 75+

## Q32. Demographics: Employment Status

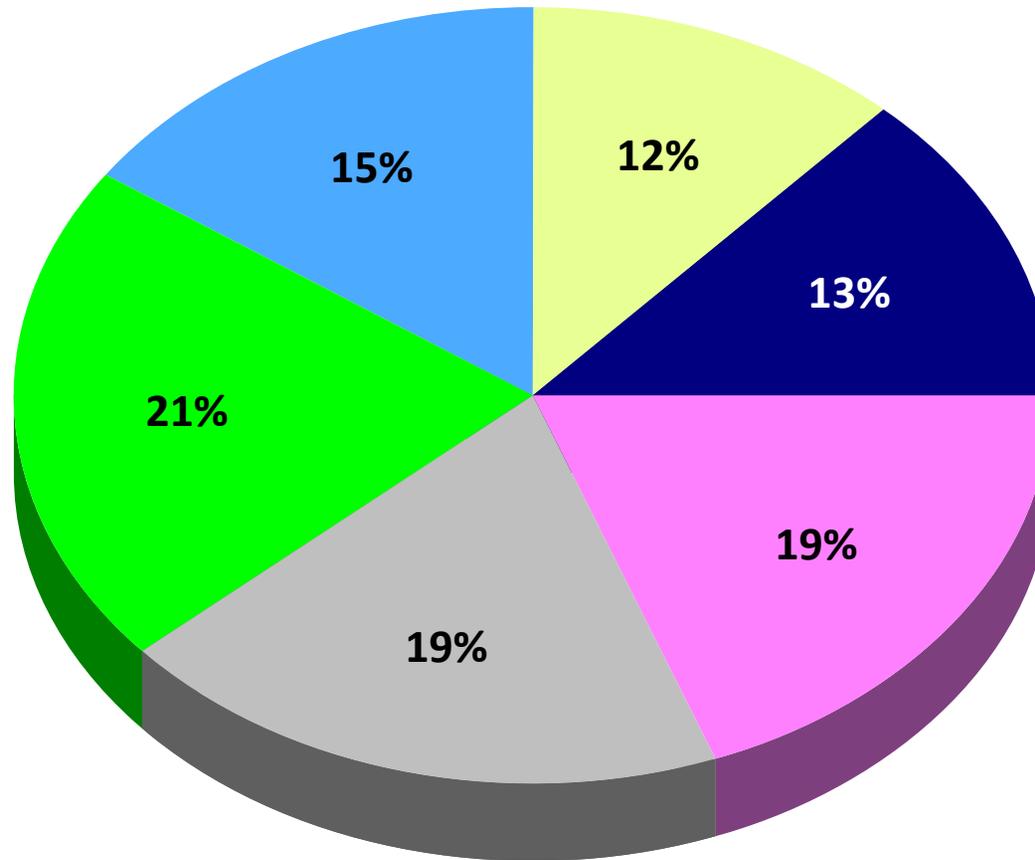
by percentage of respondents (excluding not provided)



*0.2% described themselves as students*

# Q33. Demographics: Total Annual Household Income

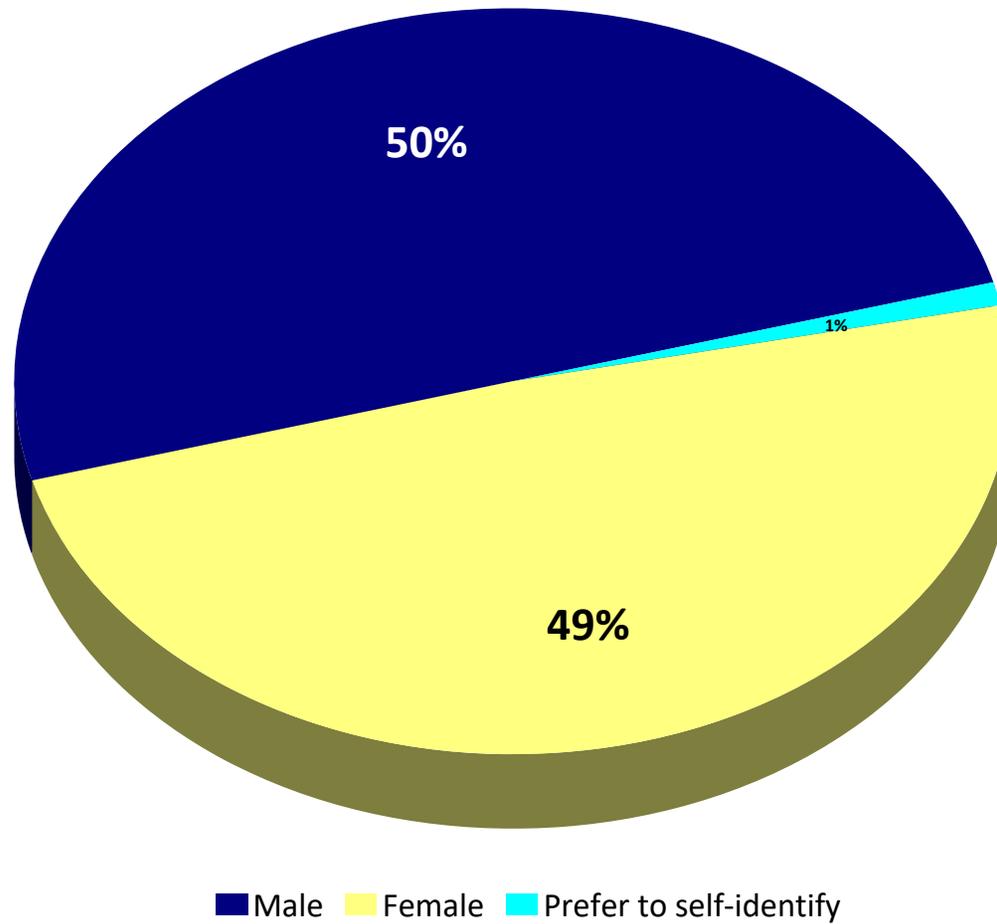
by percentage of respondents (excluding not provided)



■ \$29,999 or less   ■ \$30K-\$49,999   ■ \$50K-\$74,999   ■ \$75K-\$99,999   ■ \$100K-\$149,999   ■ \$150K+

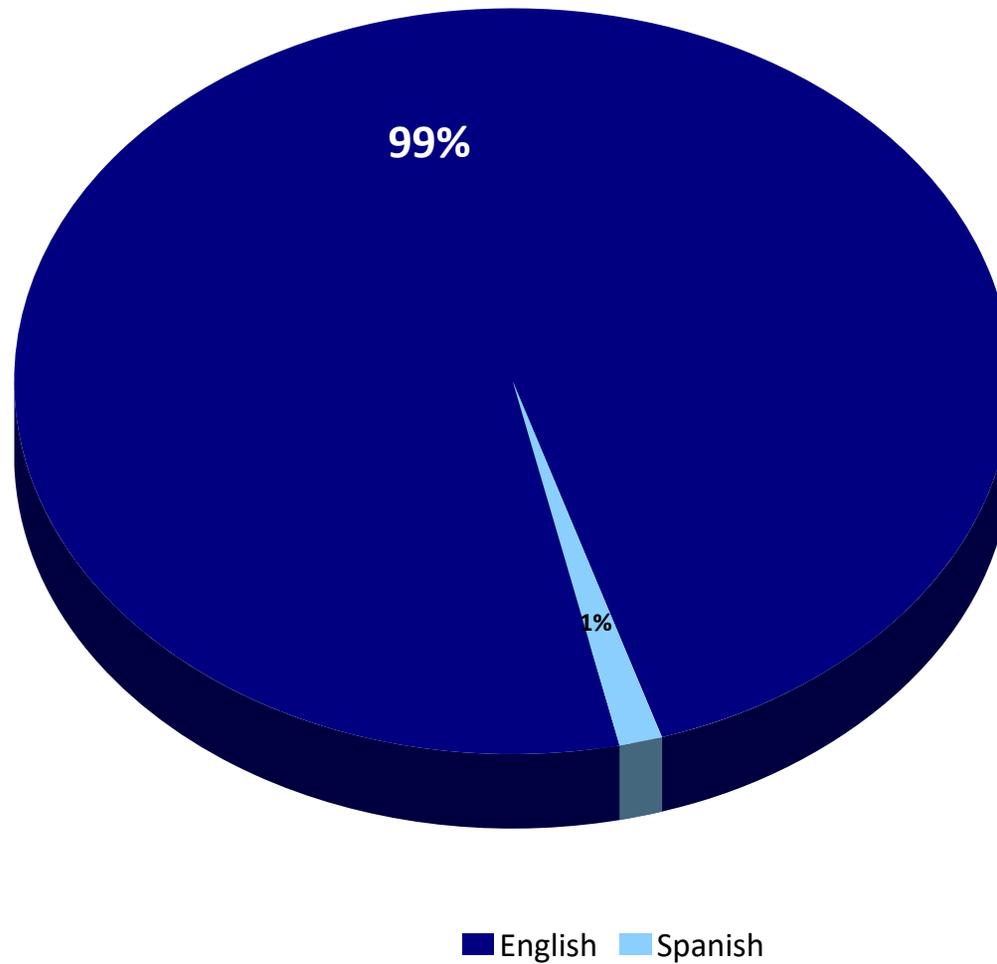
## Q34. Demographics: Gender of Respondents

by percentage of respondents (excluding not provided)



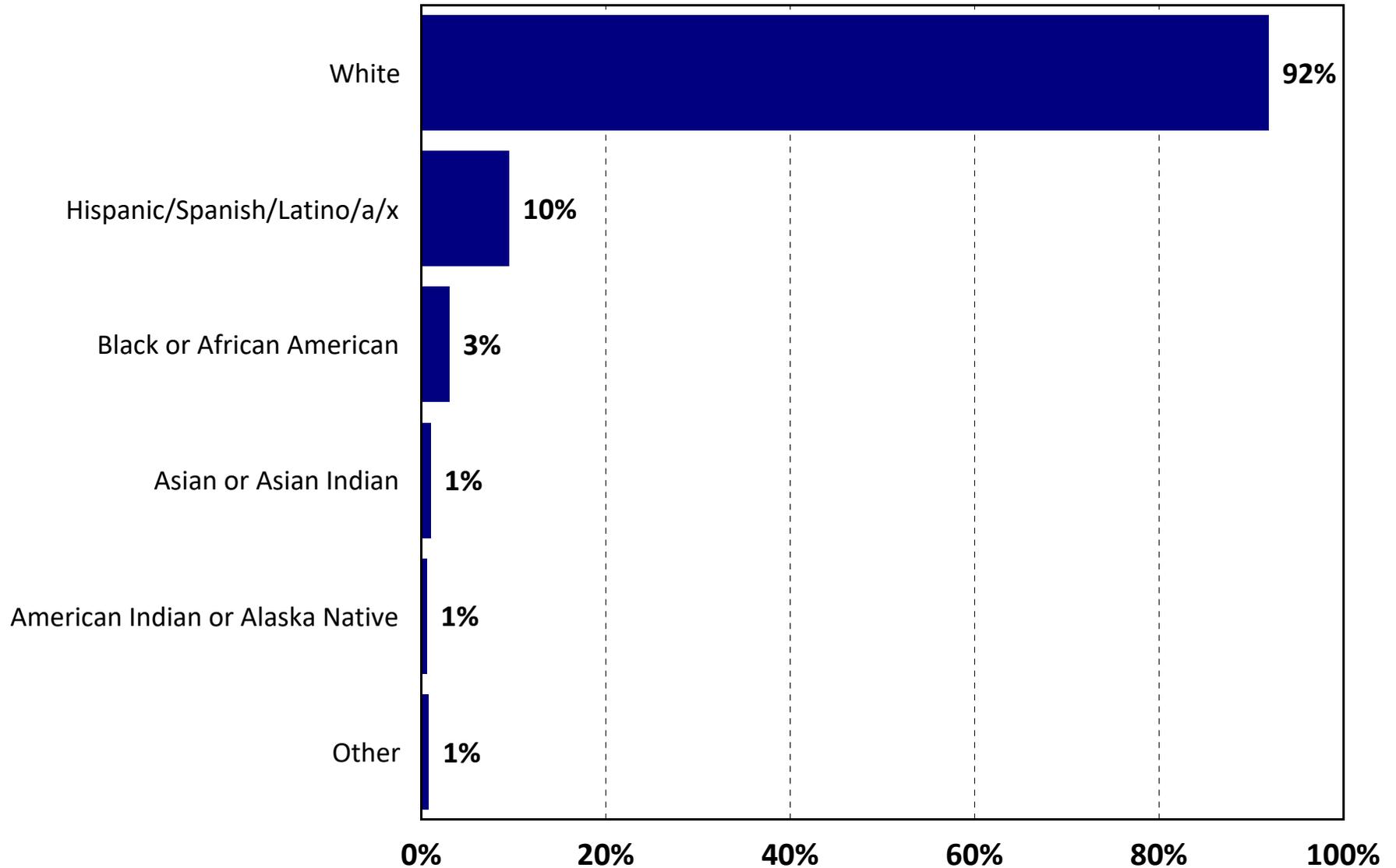
# Q35. Demographics: Primary Language Spoken in the Home

by percentage of respondents (excluding not provided)



# Q36. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)





# 2

# Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2021 to a random sample of over 9,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the fall of 2021 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma.

## Interpreting the Charts

The charts on the following pages show how the overall results for De Soto compare to the national and regional averages based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 9,000 U.S. residents, and the regional survey administered to residents living in the Plains Region of the United States. The City of De Soto's results are shown in blue, the Plains Region's results are shown in red, and the National Averages are shown in yellow.

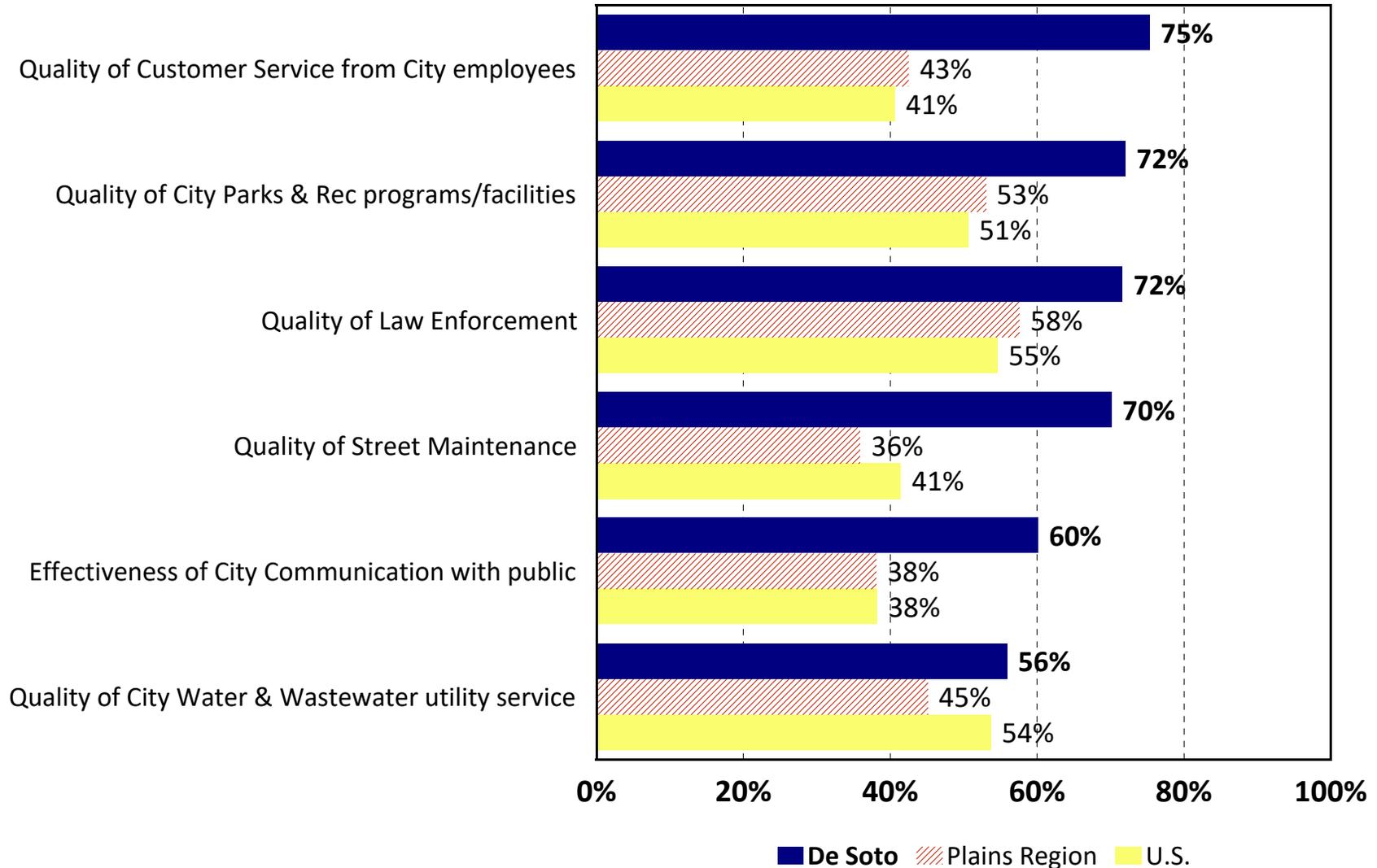
# National Benchmarks

**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 De Soto, Kansas is not authorized without written consent from ETC Institute.**

# Satisfaction with City Services

## De Soto vs. Plains Region vs. the U.S.

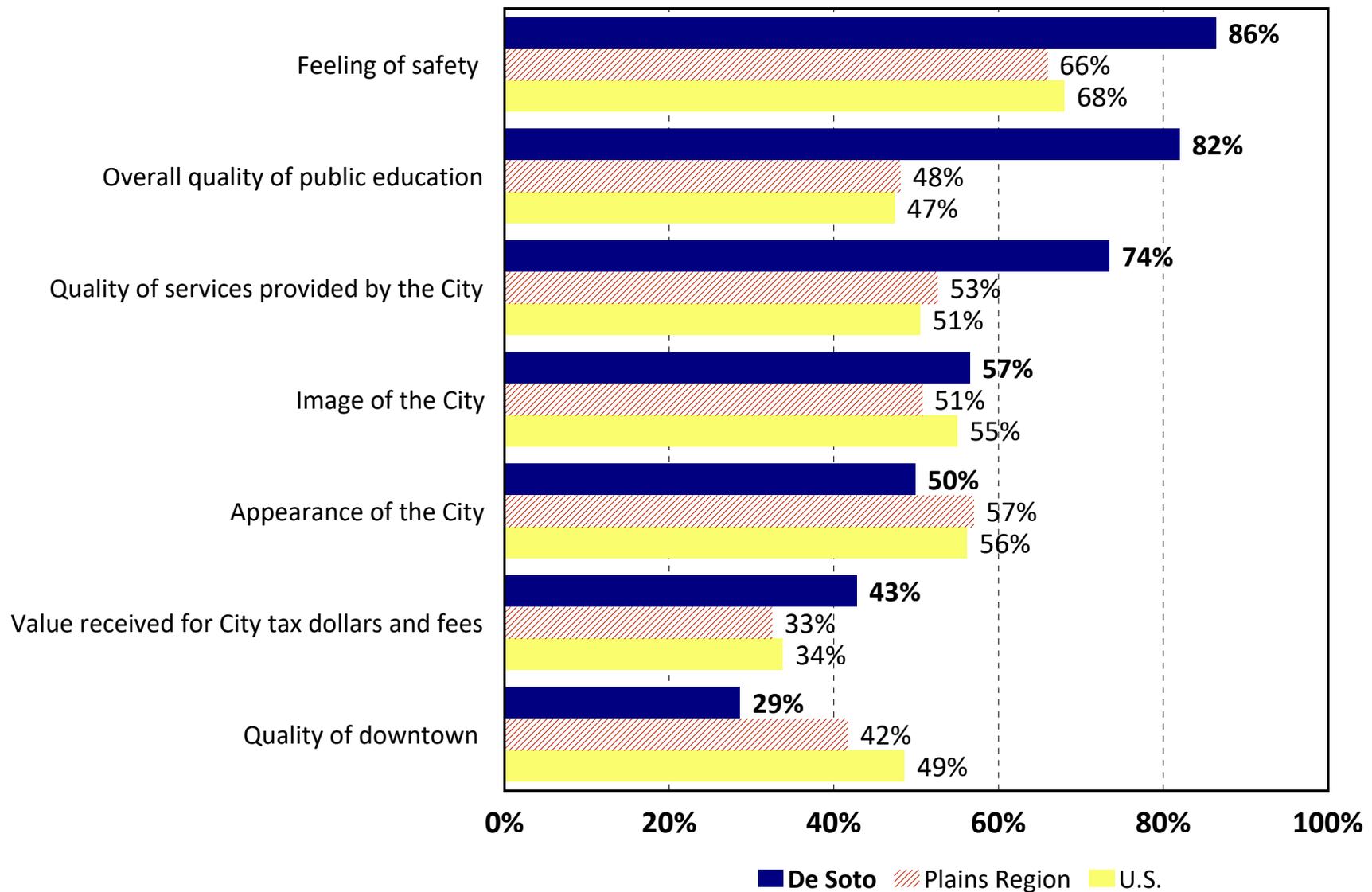
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Perceptions of the City

## De Soto vs. Plains Region vs. the U.S.

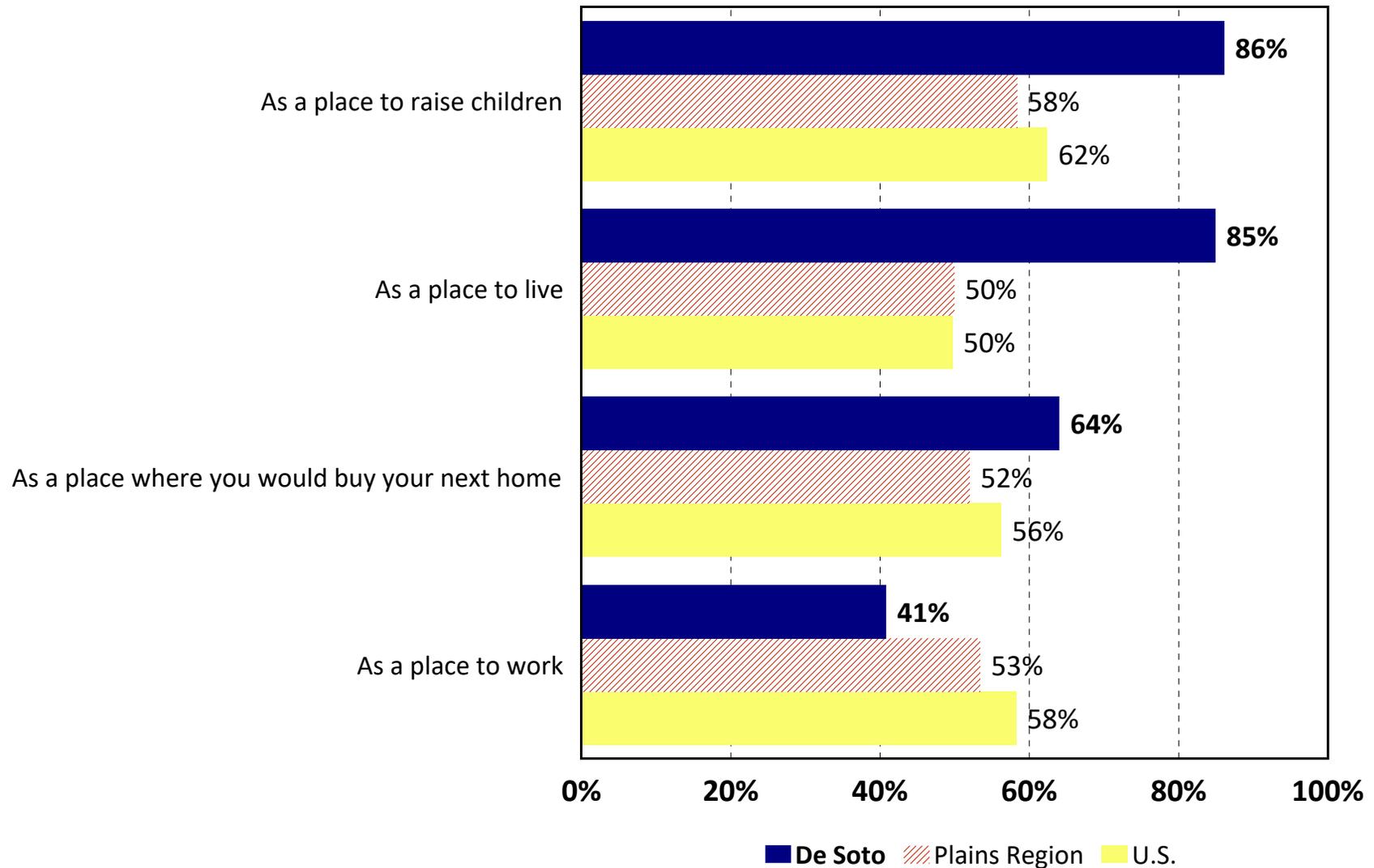
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Ratings of the City

## De Soto vs. Plains Region vs. the U.S.

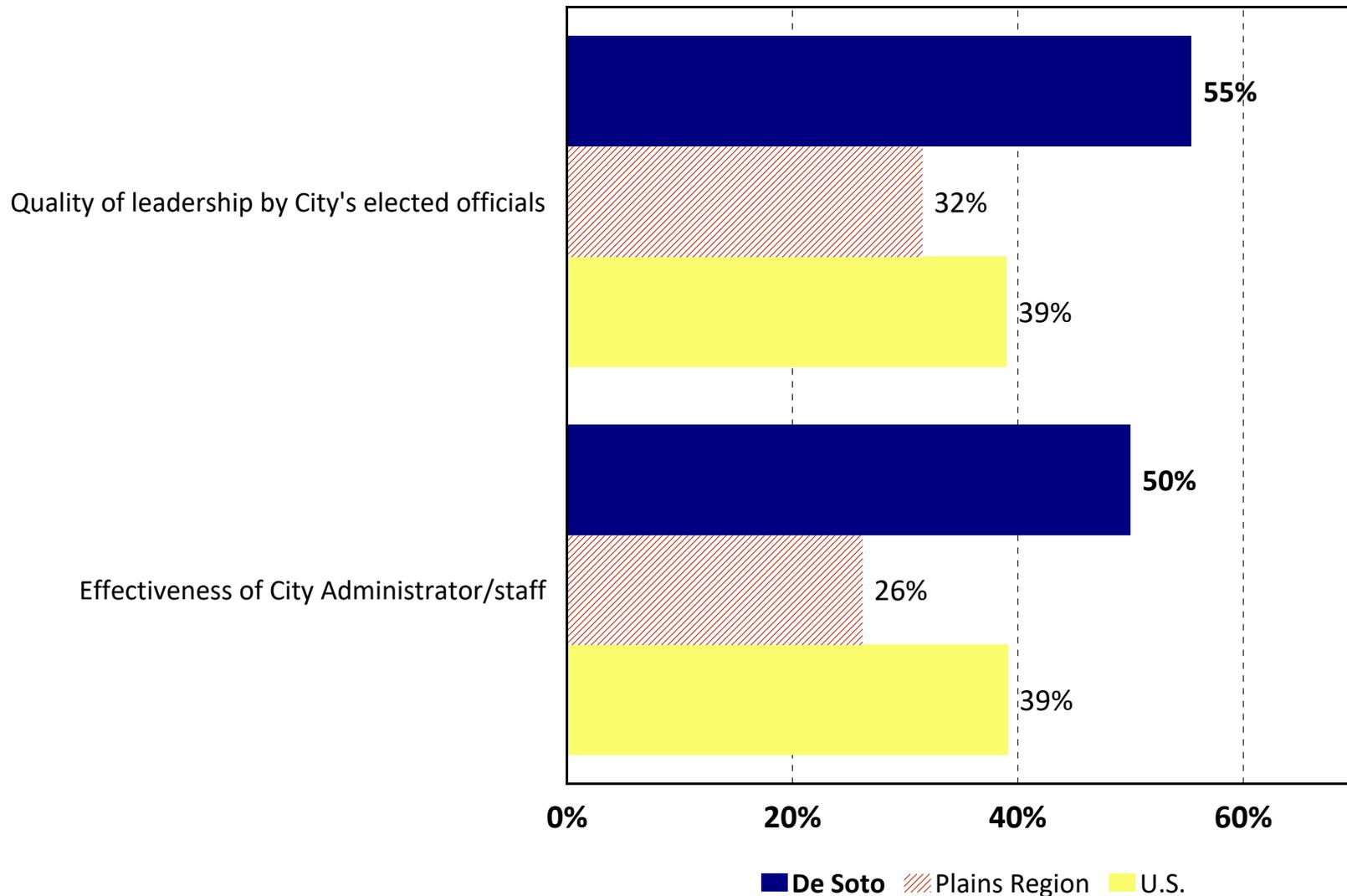
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



# Satisfaction with City Leadership

## De Soto vs. Plains Region vs. the U.S.

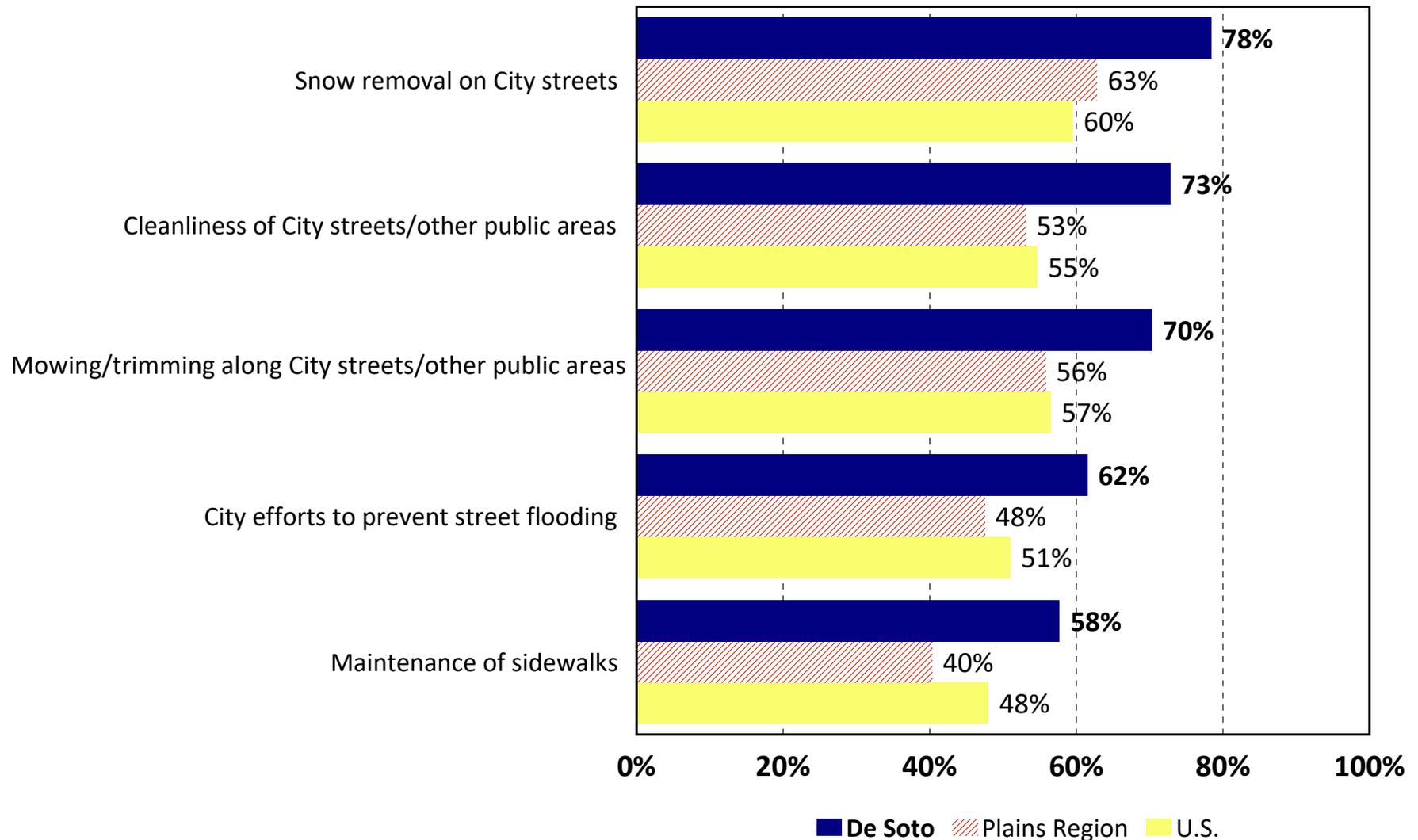
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Street Maintenance

## De Soto vs. Plains Region vs. the U.S.

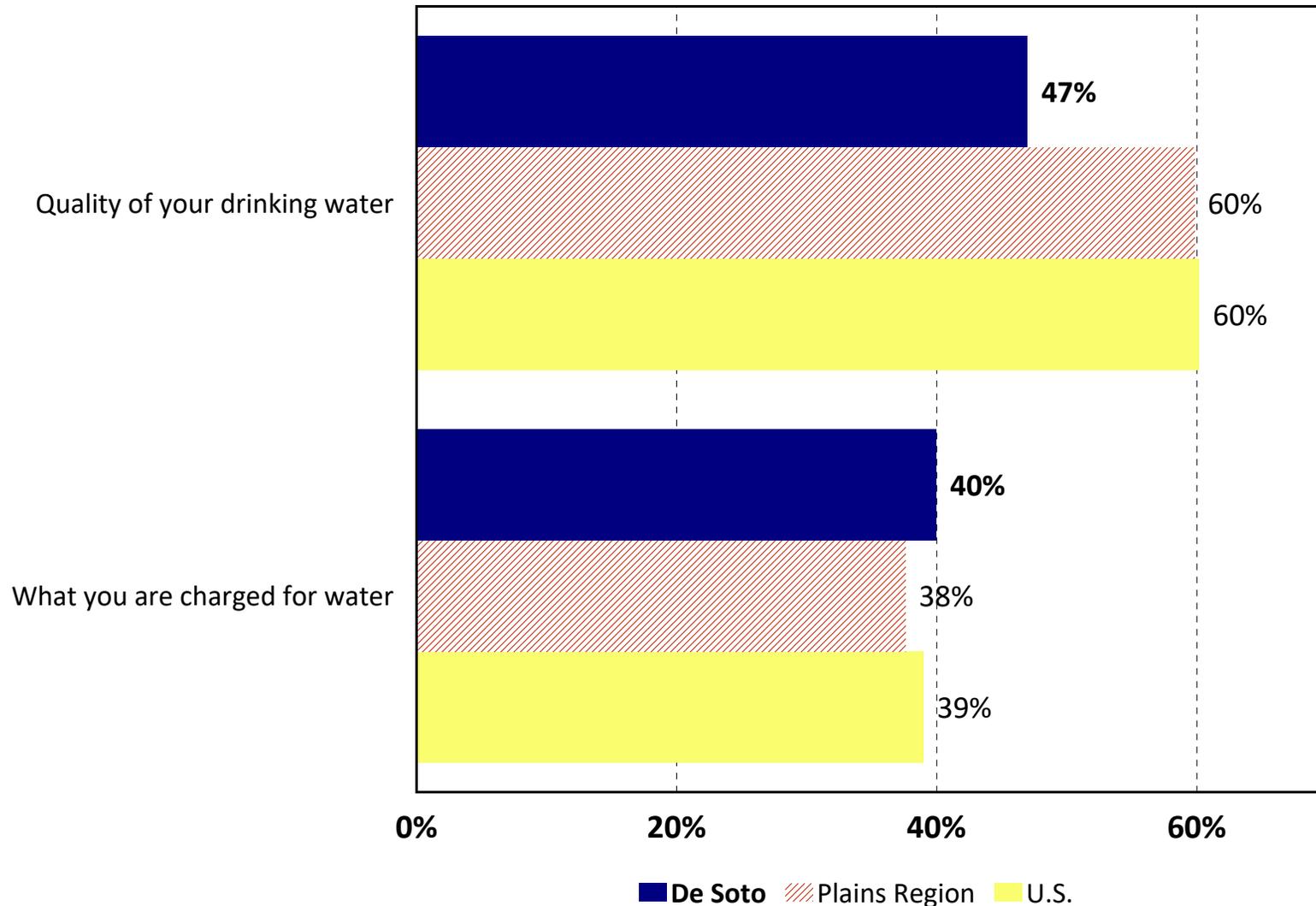
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Water and Wastewater Utilities

## De Soto vs. Plains Region 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 knows)



# Satisfaction with Code Enforcement

## De Soto vs. Plains Region vs. the U.S.

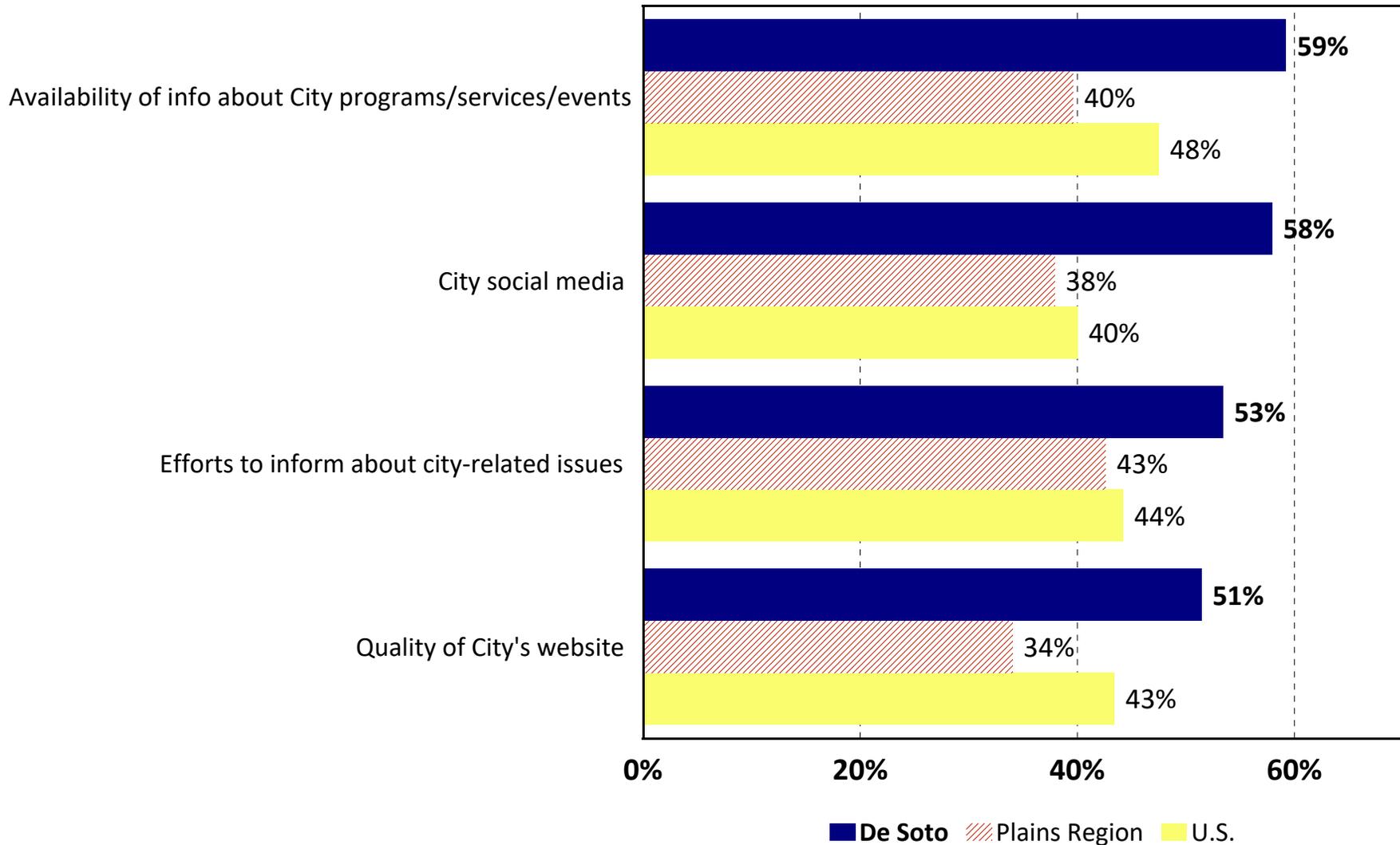
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Communication

## De Soto vs. Plains Region 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 knows)





**3**

# Importance- Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

The rating is calculated by summing the percentage of responses for items selected as the first and second most important services for the City to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the categories of City services that were most important to emphasize over the next two years. More than one-third (37.1%) of the respondent households selected "*quality of City Water and Wastewater utility services*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 55.9% of respondents surveyed rated "*quality of City Water and Wastewater utility services*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 37.1% was multiplied by 44.1% (1-0.559). This calculation yielded an I-S rating of 0.1636, which ranked second out of seven categories of City services analyzed.

# Importance-Satisfaction Analysis



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

The lowest rating is 0.00 and could be achieved under either 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 two most important areas.

## 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

A table showing the results for the City of De Soto is provided on the following page.

## 2022 Importance-Satisfaction Rating

### City of De Soto Citizen Satisfaction Survey

### 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>						
Quality of Planning and Community Development	47%	1	50%	7	0.2350	1
<b><u>High Priority (IS = .10-.20)</u></b>						
Quality of City Water & Wastewater utility services	37%	2	56%	6	0.1636	2
Quality of Street Maintenance	36%	3	70%	4	0.1079	3
Effectiveness of City Communication with public	26%	4	60%	5	0.1049	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of City Parks & Rec programs/facilities	19%	5	72%	2	0.0524	5
Quality of Law Enforcement	17%	6	72%	3	0.0471	6
Quality of Customer Service from City employees	4%	7	75%	1	0.0099	7

**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 and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding "don't know." Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2022 DirectionFinder by ETC Institute



# 4

# Tabular Data

**Q1. Overall Ratings. Please rate your overall satisfaction with major categories of services provided by the City of De Soto using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of Street Maintenance	17.4%	52.3%	17.0%	10.8%	2.0%	0.6%
Q1-2. Overall quality of City Water & Wastewater Utility Services	16.6%	37.3%	20.1%	15.6%	6.7%	3.7%
Q1-3. Overall quality of Planning & Community Development	13.4%	33.3%	28.8%	14.2%	3.9%	6.3%
Q1-4. Overall quality of City Parks & Recreation programs & facilities	22.9%	46.2%	18.9%	6.7%	1.2%	4.1%
Q1-5. Overall quality of Law Enforcement	28.6%	40.4%	20.1%	3.9%	3.4%	3.6%
Q1-6. Overall effectiveness of City Communication with the public	18.3%	40.6%	23.5%	10.3%	5.5%	1.8%
Q1-7. Overall quality of Customer Service you receive from City employees	27.0%	42.4%	18.1%	3.6%	1.0%	7.9%

**WITHOUT "DON'T KNOW"**

**Q1. Overall Ratings. Please rate your overall satisfaction with major categories of services provided by the City of De Soto using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of Street Maintenance	17.5%	52.6%	17.1%	10.9%	2.0%
Q1-2. Overall quality of City Water & Wastewater Utility Services	17.2%	38.7%	20.9%	16.2%	7.0%
Q1-3. Overall quality of Planning & Community Development	14.3%	35.6%	30.7%	15.2%	4.2%
Q1-4. Overall quality of City Parks & Recreation programs & facilities	23.9%	48.1%	19.8%	7.0%	1.2%
Q1-5. Overall quality of Law Enforcement	29.7%	41.9%	20.9%	4.1%	3.5%
Q1-6. Overall effectiveness of City Communication with the public	18.7%	41.4%	23.9%	10.4%	5.6%
Q1-7. Overall quality of Customer Service you receive from City employees	29.3%	46.0%	19.7%	3.9%	1.1%

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

Q2. Top choice	Number	Percent
Overall quality of Street Maintenance	89	17.6 %
Overall quality of City Water & Wastewater Utility Services	120	23.7 %
Overall quality of Planning & Community Development	132	26.0 %
Overall quality of City Parks & Recreation programs & facilities	32	6.3 %
Overall quality of Law Enforcement	49	9.7 %
Overall effectiveness of City Communication with the public	48	9.5 %
Overall quality of Customer Service you receive from City employees	7	1.4 %
None chosen	30	5.9 %
Total	507	100.0 %

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

Q2. 2nd choice	Number	Percent
Overall quality of Street Maintenance	94	18.5 %
Overall quality of City Water & Wastewater Utility Services	68	13.4 %
Overall quality of Planning & Community Development	106	20.9 %
Overall quality of City Parks & Recreation programs & facilities	63	12.4 %
Overall quality of Law Enforcement	35	6.9 %
Overall effectiveness of City Communication with the public	85	16.8 %
Overall quality of Customer Service you receive from City employees	13	2.6 %
None chosen	43	8.5 %
Total	507	100.0 %

**SUM OF TOP 2 CHOICES**

**Q2. Which TWO of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q2. Sum of top 2 choices	Number	Percent
Overall quality of Street Maintenance	183	36.1 %
Overall quality of City Water & Wastewater Utility Services	188	37.1 %
Overall quality of Planning & Community Development	238	46.9 %
Overall quality of City Parks & Recreation programs & facilities	95	18.7 %
Overall quality of Law Enforcement	84	16.6 %
Overall effectiveness of City Communication with the public	133	26.2 %
Overall quality of Customer Service you receive from City employees	20	3.9 %
None chosen	30	5.9 %
Total	971	

**Q3. Perceptions of De Soto. Several items that may influence your perception of De Soto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of De Soto	15.4%	55.8%	20.7%	4.3%	0.6%	3.2%
Q3-2. Overall appearance of City	10.7%	38.9%	25.8%	18.9%	4.9%	0.8%
Q3-3. Overall image of De Soto	13.6%	42.4%	25.8%	14.2%	3.0%	1.0%
Q3-4. Overall quality of life in De Soto	26.8%	52.1%	14.2%	4.3%	1.6%	1.0%
Q3-5. Overall feeling of safety in De Soto	33.1%	52.1%	9.9%	2.8%	0.8%	1.4%
Q3-6. Overall value that you receive for your City tax dollars & fees	9.7%	32.1%	31.8%	17.6%	6.7%	2.2%
Q3-7. Overall quality of public education in De Soto	38.9%	32.0%	10.8%	3.4%	1.4%	13.6%
Q3-8. How well City is managing & planning growth & development around former Sunflower Ammunition Plant	10.1%	32.3%	27.4%	10.3%	8.5%	11.4%
Q3-9. Overall quality of Downtown De Soto (83rd St.)	5.3%	23.1%	32.0%	27.2%	11.8%	0.6%
Q3-10. Beautification of Downtown De Soto (flowers, trees, art)	6.7%	27.6%	35.3%	19.5%	8.7%	2.2%
Q3-11. City as a culturally welcoming place where all feel at home	14.0%	41.2%	28.4%	7.7%	3.4%	5.3%

**WITHOUT "DON'T KNOW"**

**Q3. Perceptions of De Soto. Several items that may influence your perception of De Soto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of De Soto	15.9%	57.6%	21.4%	4.5%	0.6%
Q3-2. Overall appearance of City	10.7%	39.2%	26.0%	19.1%	5.0%
Q3-3. Overall image of De Soto	13.7%	42.8%	26.1%	14.3%	3.0%
Q3-4. Overall quality of life in De Soto	27.1%	52.6%	14.3%	4.4%	1.6%
Q3-5. Overall feeling of safety in De Soto	33.6%	52.8%	10.0%	2.8%	0.8%
Q3-6. Overall value that you receive for your City tax dollars & fees	9.9%	32.9%	32.5%	17.9%	6.9%
Q3-7. Overall quality of public education in De Soto	45.0%	37.0%	12.6%	3.9%	1.6%
Q3-8. How well City is managing & planning growth & development around former Sunflower Ammunition Plant	11.4%	36.5%	31.0%	11.6%	9.6%
Q3-9. Overall quality of Downtown De Soto (83rd St.)	5.4%	23.2%	32.1%	27.4%	11.9%
Q3-10. Beautification of Downtown De Soto (flowers, trees, art)	6.9%	28.2%	36.1%	20.0%	8.9%
Q3-11. City as a culturally welcoming place where all feel at home	14.8%	43.5%	30.0%	8.1%	3.5%

**Q4. Please rate De Soto using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following.**

(N=507)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	36.5%	48.1%	9.7%	3.6%	1.8%	0.4%
Q4-2. As a place to raise children	39.3%	38.9%	9.3%	2.8%	0.6%	9.3%
Q4-3. As a place to work	11.2%	19.5%	26.2%	12.2%	6.1%	24.7%
Q4-4. As a place where you would buy your next home	24.7%	37.1%	19.5%	8.1%	7.1%	3.6%

**WITHOUT "DON'T KNOW"**

**Q4. Please rate De Soto using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following. (without "don't know")**

(N=507)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	36.6%	48.3%	9.7%	3.6%	1.8%
Q4-2. As a place to raise children	43.3%	42.8%	10.2%	3.0%	0.7%
Q4-3. As a place to work	14.9%	25.9%	34.8%	16.2%	8.1%
Q4-4. As a place where you would buy your next home	25.6%	38.4%	20.2%	8.4%	7.4%

**Q5. City Leadership. For each of the items listed below, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall quality of leadership provided by City's elected officials	10.7%	36.5%	28.4%	6.3%	3.2%	15.0%
Q5-2. Overall accessibility & responsiveness of City's elected officials	9.9%	26.8%	29.6%	6.3%	2.6%	24.9%
Q5-3. Overall effectiveness of City Administrator & appointed staff	11.6%	28.4%	29.0%	7.7%	3.4%	19.9%

**WITHOUT "DON'T KNOW"**

**Q5. City Leadership. For each of the items listed below, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of leadership provided by City's elected officials	12.5%	42.9%	33.4%	7.4%	3.7%
Q5-2. Overall accessibility & responsiveness of City's elected officials	13.1%	35.7%	39.4%	8.4%	3.4%
Q5-3. Overall effectiveness of City Administrator & appointed staff	14.5%	35.5%	36.2%	9.6%	4.2%

**Q6. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Maintenance of sidewalks	8.7%	44.2%	23.5%	10.5%	4.9%	8.3%
Q6-2. Maintenance of pavement & potholes	7.1%	44.4%	22.9%	17.9%	5.1%	2.6%
Q6-3. Street sweeping services	8.9%	34.5%	28.2%	10.3%	3.6%	14.6%
Q6-4. Mowing & trimming along City streets & other public areas	13.6%	55.0%	20.1%	6.5%	2.4%	2.4%
Q6-5. Overall cleanliness of City streets & other public areas	15.4%	56.4%	19.9%	4.9%	2.0%	1.4%
Q6-6. City efforts to prevent street flooding	8.7%	40.2%	25.2%	4.1%	1.2%	20.5%
Q6-7. Snow removal on City streets	28.6%	46.5%	12.6%	5.1%	3.0%	4.1%

**WITHOUT "DON'T KNOW"**

**Q6. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City. (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Maintenance of sidewalks	9.5%	48.2%	25.6%	11.4%	5.4%
Q6-2. Maintenance of pavement & potholes	7.3%	45.5%	23.5%	18.4%	5.3%
Q6-3. Street sweeping services	10.4%	40.4%	33.0%	12.0%	4.2%
Q6-4. Mowing & trimming along City streets & other public areas	13.9%	56.4%	20.6%	6.7%	2.4%
Q6-5. Overall cleanliness of City streets & other public areas	15.6%	57.2%	20.2%	5.0%	2.0%
Q6-6. City efforts to prevent street flooding	10.9%	50.6%	31.8%	5.2%	1.5%
Q6-7. Snow removal on City streets	29.8%	48.6%	13.2%	5.3%	3.1%

**Q7. Water and Wastewater Utilities. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall quality of your drinking water	12.6%	32.5%	16.4%	18.9%	15.6%	3.9%
Q7-2. Overall value that you receive for water & wastewater utility rates	9.5%	30.8%	29.0%	15.4%	9.5%	5.9%
Q7-3. Overall customer service from water service employees	14.8%	30.6%	26.2%	1.8%	1.4%	25.2%
Q7-4. What you are charged for water	7.9%	29.4%	30.4%	16.0%	9.7%	6.7%
Q7-5. How easy your bill is to understand	19.7%	53.1%	17.6%	2.0%	0.2%	7.5%
Q7-6. How easy it is to resolve bill problems]	10.3%	30.8%	21.3%	2.4%	1.4%	33.9%
Q7-7. How easy it is to use Online Utility Account	13.0%	34.1%	17.9%	3.2%	1.6%	30.2%
Q7-8. How well City keeps you informed about water quality issues or disruptions to your water services	8.7%	32.3%	28.4%	11.4%	5.9%	13.2%

**WITHOUT "DON'T KNOW"**

**Q7. Water and Wastewater Utilities. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services. (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall quality of your drinking water	13.1%	33.9%	17.0%	19.7%	16.2%
Q7-2. Overall value that you receive for water & wastewater utility rates	10.1%	32.7%	30.8%	16.4%	10.1%
Q7-3. Overall customer service from water service employees	19.8%	40.9%	35.1%	2.4%	1.8%
Q7-4. What you are charged for water	8.5%	31.5%	32.6%	17.1%	10.4%
Q7-5. How easy your bill is to understand	21.3%	57.4%	19.0%	2.1%	0.2%
Q7-6. How easy it is to resolve bill problems]	15.5%	46.6%	32.2%	3.6%	2.1%
Q7-7. How easy it is to use Online Utility Account	18.6%	48.9%	25.7%	4.5%	2.3%
Q7-8. How well City keeps you informed about water quality issues or disruptions to your water services	10.0%	37.3%	32.7%	13.2%	6.8%

**Q8. Code Enforcement. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Enforcing cleanup of debris on private property	3.7%	22.9%	27.2%	18.1%	9.9%	18.1%
Q8-2. Enforcing mowing & cutting of weeds on private property	4.5%	24.5%	28.6%	15.0%	8.5%	18.9%
Q8-3. Enforcing exterior maintenance of business property	4.7%	29.0%	28.6%	10.5%	4.9%	22.3%
Q8-4. Enforcing sign regulations	5.5%	26.0%	31.8%	6.3%	4.7%	25.6%

**WITHOUT "DON'T KNOW"**

**Q8. Code Enforcement. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Enforcing cleanup of debris on private property	4.6%	28.0%	33.3%	22.2%	12.0%
Q8-2. Enforcing mowing & cutting of weeds on private property	5.6%	30.2%	35.3%	18.5%	10.5%
Q8-3. Enforcing exterior maintenance of business property	6.1%	37.3%	36.8%	13.5%	6.3%
Q8-4. Enforcing sign regulations	7.4%	35.0%	42.7%	8.5%	6.4%

**Q9. How would you describe the City's level of enforcement when it comes to codes and ordinances?**

Q9. How would you describe City's level of enforcement when it comes to codes & ordinances	Number	Percent
Too much	39	7.7 %
About right	199	39.3 %
Too little	96	18.9 %
Don't know	173	34.1 %
Total	507	100.0 %

**WITHOUT "DON'T KNOW"****Q9. How would you describe the City's level of enforcement when it comes to codes and ordinances?  
(without "don't know")**

Q9. How would you describe City's level of enforcement when it comes to codes & ordinances	Number	Percent
Too much	39	11.7 %
About right	199	59.6 %
Too little	96	28.7 %
Total	334	100.0 %

**Q10. Parks and Recreation. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of City parks (appearance/cleanliness)	26.2%	55.4%	10.7%	2.8%	0.4%	4.5%
Q10-2. Number of City parks	20.5%	46.5%	17.9%	9.1%	1.4%	4.5%
Q10-3. Condition of park equipment	18.1%	44.0%	19.7%	4.3%	1.2%	12.6%
Q10-4. Number of walking & biking trails	20.5%	43.2%	17.8%	9.9%	1.8%	6.9%
Q10-5. Number of park shelters	14.8%	39.8%	25.6%	6.3%	1.2%	12.2%
Q10-6. Quality of Aquatic Center	21.5%	32.1%	14.6%	3.0%	0.4%	28.4%
Q10-7. Quality of Senior Center	8.7%	20.1%	22.7%	4.1%	0.2%	44.2%
Q10-8. Number of City outdoor athletic fields (baseball, soccer, softball)	9.7%	36.7%	24.7%	7.1%	0.8%	21.1%
Q10-9. Number of City outdoor athletic courts (pickleball, tennis, basketball)	6.1%	32.9%	26.6%	11.4%	2.0%	20.9%
Q10-10. Number of City indoor recreation facilities (community center gym)	7.3%	26.8%	26.4%	12.6%	4.3%	22.5%
Q10-11. Amount of arts, cultural opportunities, & related events	7.1%	35.1%	31.0%	9.3%	2.0%	15.6%
Q10-12. Quality of Summer Concert Series	17.0%	33.7%	22.3%	2.2%	1.2%	23.7%
Q10-13. Ease of registering for recreation programs	10.7%	28.4%	25.2%	1.4%	0.4%	33.9%
Q10-14. Cost of parks/recreation programs offered by City	13.4%	28.4%	23.7%	3.0%	0.6%	31.0%
Q10-15. Availability of information about parks & recreation services	11.4%	34.5%	27.2%	7.9%	1.2%	17.8%

**Q10. Parks and Recreation. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-16. Quality of City's youth programs (baseball, soccer, basketball)	9.5%	20.9%	23.9%	3.0%	0.6%	42.2%

**WITHOUT "DON'T KNOW"**

**Q10. Parks and Recreation. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of City parks (appearance/cleanliness)	27.5%	58.1%	11.2%	2.9%	0.4%
Q10-2. Number of City parks	21.5%	48.8%	18.8%	9.5%	1.4%
Q10-3. Condition of park equipment	20.8%	50.3%	22.6%	5.0%	1.4%
Q10-4. Number of walking & biking trails	22.0%	46.4%	19.1%	10.6%	1.9%
Q10-5. Number of park shelters	16.9%	45.4%	29.2%	7.2%	1.3%
Q10-6. Quality of Aquatic Center	30.0%	44.9%	20.4%	4.1%	0.6%
Q10-7. Quality of Senior Center	15.5%	36.0%	40.6%	7.4%	0.4%
Q10-8. Number of City outdoor athletic fields (baseball, soccer, softball)	12.3%	46.5%	31.3%	9.0%	1.0%
Q10-9. Number of City outdoor athletic courts (pickleball, tennis, basketball)	7.7%	41.6%	33.7%	14.5%	2.5%
Q10-10. Number of City indoor recreation facilities (community center gym)	9.4%	34.6%	34.1%	16.3%	5.6%
Q10-11. Amount of arts, cultural opportunities, & related events	8.4%	41.6%	36.7%	11.0%	2.3%
Q10-12. Quality of Summer Concert Series	22.2%	44.2%	29.2%	2.8%	1.6%
Q10-13. Ease of registering for recreation programs	16.1%	43.0%	38.2%	2.1%	0.6%
Q10-14. Cost of parks/recreation programs offered by City	19.4%	41.1%	34.3%	4.3%	0.9%
Q10-15. Availability of information about parks & recreation services	13.9%	42.0%	33.1%	9.6%	1.4%
Q10-16. Quality of City's youth programs (baseball, soccer, basketball)	16.4%	36.2%	41.3%	5.1%	1.0%

**Q11. Please indicate if YOU or any members of your HOUSEHOLD have a desire/want for the following additional programs.**

Q11. What additional programs you have a desire/want for	Number	Percent
Arts & culture programs	142	28.0 %
More youth sports options	68	13.4 %
Youth non-sports programs (sewing, music, art)	83	16.4 %
Adult sport programs	114	22.5 %
Adult non-sport programs	123	24.3 %
Out of school programs (break camps, summer recreation)	94	18.5 %
Special events (holidays, festivals, themed events)	239	47.1 %
Senior programs	137	27.0 %
Adaptive/special needs programs	45	8.9 %
Family programming (multigenerational participation)	70	13.8 %
Nature based education/activities (outdoor experiences)	210	41.4 %
Total	1325	

**Q12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household?**

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Arts & culture programs	39	7.7 %
More youth sports options	34	6.7 %
Youth non-sports programs (sewing, music, art)	16	3.2 %
Adult sport programs	37	7.3 %
Adult non-sport programs	17	3.4 %
Out of school programs (break camps, summer recreation)	34	6.7 %
Special events (holidays, festivals, themed events)	76	15.0 %
Senior programs	44	8.7 %
Adaptive/special needs programs	13	2.6 %
Family programming (multigenerational participation)	5	1.0 %
Nature based education/activities (outdoor experiences)	42	8.3 %
None chosen	150	29.6 %
Total	507	100.0 %

**Q12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household?**

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Arts & culture programs	32	6.3 %
More youth sports options	18	3.6 %
Youth non-sports programs (sewing, music, art)	18	3.6 %
Adult sport programs	20	3.9 %
Adult non-sport programs	37	7.3 %
Out of school programs (break camps, summer recreation)	17	3.4 %
Special events (holidays, festivals, themed events)	74	14.6 %
Senior programs	34	6.7 %
Adaptive/special needs programs	8	1.6 %
Family programming (multigenerational participation)	18	3.6 %
Nature based education/activities (outdoor experiences)	46	9.1 %
None chosen	185	36.5 %
Total	507	100.0 %

**Q12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household?**

<u>Q12. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Arts & culture programs	32	6.3 %
More youth sports options	13	2.6 %
Youth non-sports programs (sewing, music, art)	15	3.0 %
Adult sport programs	17	3.4 %
Adult non-sport programs	25	4.9 %
Out of school programs (break camps, summer recreation)	19	3.7 %
Special events (holidays, festivals, themed events)	43	8.5 %
Senior programs	26	5.1 %
Adaptive/special needs programs	11	2.2 %
Family programming (multigenerational participation)	21	4.1 %
Nature based education/activities (outdoor experiences)	54	10.7 %
None chosen	231	45.6 %
Total	507	100.0 %

**SUM OF TOP 3 CHOICES**

**Q12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household? (top 3)**

<u>Q12. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Arts & culture programs	103	20.3 %
More youth sports options	65	12.8 %
Youth non-sports programs (sewing, music, art)	49	9.7 %
Adult sport programs	74	14.6 %
Adult non-sport programs	79	15.6 %
Out of school programs (break camps, summer recreation)	70	13.8 %
Special events (holidays, festivals, themed events)	193	38.1 %
Senior programs	104	20.5 %
Adaptive/special needs programs	32	6.3 %
Family programming (multigenerational participation)	44	8.7 %
Nature based education/activities (outdoor experiences)	142	28.0 %
None chosen	150	29.6 %
Total	1105	

**Q13. Please indicate if YOU or any members of your HOUSEHOLD have a desire/want for the following additional amenities.**

Q13. What additional amenities you have a desire/want for	Number	Percent
Community parks (e.g., dog park, open turf fields, playgrounds, picnic shelters, walking paths, restrooms)	238	46.9 %
Splash pad (water spray pad recreation area)	126	24.9 %
Aquatic center upgrades	125	24.7 %
Bike lanes	144	28.4 %
Walking paths/trails	235	46.4 %
Indoor all-purpose recreation facility	168	33.1 %
Riverfest Park playground equipment	101	19.9 %
Riverfest Park disc golf	79	15.6 %
Riverfest Park band shelter/amphitheater	139	27.4 %
Miller Park improvements (playground equipment, concessions, bathrooms)	166	32.7 %
Skate/bike park	57	11.2 %
Sports fields (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	114	22.5 %
Other	27	5.3 %
Total	1719	

**Q13-13. Other**

- Adult Pilates classes.
- An event center where the city could host different dances for children, adults, seniors, examples: city/community father/daughter, mother/son dances, themed community parties, cultural and art events, indoor learning activities, etc.
- Bingo
- Community fitness center.
- Connect Kill Creek Trail with Sunflower Park Trail
- Disc golf course.
- fall festival
- Fiber available through the whole city
- fitness class
- Indoor aquatics center.
- Indoor pool
- Indoor pool for laps
- Kill creek rd desperately needs a sidewalk
- more adult fitness for the ladies
- More pickle ball courts
- More playground equipment at Lake Lexington.
- neighborhood parks
- Parks and trails on the east end of town
- private dog park area. sign up and pay

**Q13-13. Other**

- racquetball courts
- RV camp grounds with electrical, water & dump.
- RV park and Riverfest.
- shooting range
- Sidewalks to make the community more accessible.
- Some sort of shade for concert area.
- walking / biking paths!!
- wooded trails for walking

**Q14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household?**

Q14. Top choice	Number	Percent
Community parks (e.g., dog park, open turf fields, playgrounds, picnic shelters, walking paths, restrooms)	79	15.6 %
Splash pad (water spray pad recreation area)	31	6.1 %
Aquatic center upgrades	30	5.9 %
Bike lanes	39	7.7 %
Walking paths/trails	76	15.0 %
Indoor all-purpose recreation facility	48	9.5 %
Riverfest Park playground equipment	8	1.6 %
Riverfest Park disc golf	9	1.8 %
Riverfest Park band shelter/amphitheater	17	3.4 %
Miller Park improvements (playground equipment, concessions, bathrooms)	31	6.1 %
Skate/bike park	4	0.8 %
Sports fields (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	12	2.4 %
Other	16	3.2 %
None chosen	107	21.1 %
Total	507	100.0 %

**Q14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household?**

Q14. 2nd choice	Number	Percent
Community parks (e.g., dog park, open turf fields, playgrounds, picnic shelters, walking paths, restrooms)	46	9.1 %
Splash pad (water spray pad recreation area)	27	5.3 %
Aquatic center upgrades	25	4.9 %
Bike lanes	29	5.7 %
Walking paths/trails	72	14.2 %
Indoor all-purpose recreation facility	45	8.9 %
Riverfest Park playground equipment	13	2.6 %
Riverfest Park disc golf	15	3.0 %
Riverfest Park band shelter/amphitheater	28	5.5 %
Miller Park improvements (playground equipment, concessions, bathrooms)	31	6.1 %
Skate/bike park	4	0.8 %
Sports fields (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	11	2.2 %
Other	5	1.0 %
None chosen	156	30.8 %
Total	507	100.0 %

**Q14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household?**

Q14. 3rd choice	Number	Percent
Community parks (e.g., dog park, open turf fields, playgrounds, picnic shelters, walking paths, restrooms)	44	8.7 %
Splash pad (water spray pad recreation area)	10	2.0 %
Aquatic center upgrades	24	4.7 %
Bike lanes	26	5.1 %
Walking paths/trails	32	6.3 %
Indoor all-purpose recreation facility	32	6.3 %
Riverfest Park playground equipment	17	3.4 %
Riverfest Park disc golf	13	2.6 %
Riverfest Park band shelter/amphitheater	35	6.9 %
Miller Park improvements (playground equipment, concessions, bathrooms)	30	5.9 %
Skate/bike park	9	1.8 %
Sports fields (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	28	5.5 %
Other	4	0.8 %
None chosen	203	40.0 %
Total	507	100.0 %

**SUM OF TOP 3 CHOICES**

**Q14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household? (top 3)**

Q14. Sum of top 3 choices	Number	Percent
Community parks (e.g., dog park, open turf fields, playgrounds, picnic shelters, walking paths, restrooms)	169	33.3 %
Splash pad (water spray pad recreation area)	68	13.4 %
Aquatic center upgrades	79	15.6 %
Bike lanes	94	18.5 %
Walking paths/trails	180	35.5 %
Indoor all-purpose recreation facility	125	24.7 %
Riverfest Park playground equipment	38	7.5 %
Riverfest Park disc golf	37	7.3 %
Riverfest Park band shelter/amphitheater	80	15.8 %
Miller Park improvements (playground equipment, concessions, bathrooms)	92	18.1 %
Skate/bike park	17	3.4 %
Sports fields (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	51	10.1 %
Other	25	4.9 %
None chosen	107	21.1 %
Total	1162	

**Q15. Communication. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of De Soto.**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of information about City programs, services & events	11.4%	44.0%	27.4%	8.3%	2.4%	6.5%
Q15-2. City efforts to keep you informed about City-related issues	11.0%	39.3%	26.6%	11.0%	6.1%	5.9%
Q15-3. Quality of City's website	7.1%	34.5%	30.8%	7.3%	1.4%	18.9%
Q15-4. Quality of City's newsletter distributed in utility bills	15.6%	44.6%	20.1%	4.5%	1.4%	13.8%
Q15-5. City social media (Facebook, Twitter, Instagram, etc.)	7.7%	22.9%	16.8%	4.1%	1.4%	47.1%
Q15-6. Responsiveness of City social media accounts	7.3%	16.8%	15.6%	2.6%	1.2%	56.6%
Q15-7. Ease in communication with City departments & staff	11.2%	34.1%	27.6%	3.9%	1.4%	21.7%

**WITHOUT "DON'T KNOW"**

**Q15. Communication. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of De Soto. (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of information about City programs, services & events	12.2%	47.0%	29.3%	8.9%	2.5%
Q15-2. City efforts to keep you informed about City-related issues	11.7%	41.7%	28.3%	11.7%	6.5%
Q15-3. Quality of City's website	8.8%	42.6%	38.0%	9.0%	1.7%
Q15-4. Quality of City's newsletter distributed in utility bills	18.1%	51.7%	23.3%	5.3%	1.6%
Q15-5. City social media (Facebook, Twitter, Instagram, etc.)	14.6%	43.3%	31.7%	7.8%	2.6%
Q15-6. Responsiveness of City social media accounts	16.8%	38.6%	35.9%	5.9%	2.7%
Q15-7. Ease in communication with City departments & staff	14.4%	43.6%	35.3%	5.0%	1.8%

**Q16. Communication Sources. Please rate your usage of each of the following communication sources to stay informed about City news.**

(N=507)

	Often	4	3	2	Never	Not provided
Q16-1. City website (www.desotoks.us)	9.3%	10.8%	26.6%	21.3%	26.8%	5.1%
Q16-2. City newsletter mailed with utility bills	29.0%	20.1%	17.8%	7.7%	19.7%	5.7%
Q16-3. City Facebook page	12.8%	10.5%	14.6%	7.7%	47.7%	6.7%
Q16-4. Community Facebook page (In & Around De Soto)	30.6%	13.6%	9.5%	4.3%	35.7%	6.3%
Q16-5. Twitter	2.8%	0.6%	3.4%	3.2%	81.3%	8.9%
Q16-6. Instagram	2.8%	2.0%	3.4%	3.2%	80.3%	8.5%
Q16-7. YouTube	2.8%	1.2%	5.1%	4.1%	78.9%	7.9%
Q16-8. Discovering De Soto	38.1%	21.1%	8.1%	4.1%	23.7%	4.9%
Q16-9. Other	27.3%	36.4%	27.3%	9.1%	0.0%	0.0%

**WITHOUT "NOT PROVIDED"**

**Q16. Communication Sources. Please rate your usage of each of the following communication sources to stay informed about City news. (without "not provided")**

(N=507)

	Often	4	3	2	Never
Q16-1. City website (www.desotoks.us)	9.8%	11.4%	28.1%	22.5%	28.3%
Q16-2. City newsletter mailed with utility bills	30.8%	21.3%	18.8%	8.2%	20.9%
Q16-3. City Facebook page	13.7%	11.2%	15.6%	8.2%	51.2%
Q16-4. Community Facebook page (In & Around De Soto)	32.6%	14.5%	10.1%	4.6%	38.1%
Q16-5. Twitter	3.0%	0.6%	3.7%	3.5%	89.2%
Q16-6. Instagram	3.0%	2.2%	3.7%	3.4%	87.7%
Q16-7. YouTube	3.0%	1.3%	5.6%	4.5%	85.7%
Q16-8. Discovering De Soto	40.0%	22.2%	8.5%	4.4%	24.9%
Q16-9. Other	27.3%	36.4%	27.3%	9.1%	0.0%

**Q16. Communication Sources. Please indicate the effectiveness of each of the following communication sources.**

(N=507)

	Effective	4	3	2	Ineffective	Not provided
Q16-1. City website (www.desotoks.us)	13.6%	19.5%	21.5%	5.9%	1.4%	38.1%
Q16-2. City newsletter mailed with utility bills	20.9%	24.5%	14.2%	4.3%	1.4%	34.7%
Q16-3. City Facebook page	11.6%	12.4%	10.1%	3.6%	2.0%	60.4%
Q16-4. Community Facebook page (In & Around De Soto)	19.3%	16.2%	9.7%	3.4%	2.4%	49.1%
Q16-5. Twitter	1.8%	1.0%	3.2%	1.8%	0.4%	91.9%
Q16-6. Instagram	1.6%	2.2%	2.8%	2.0%	1.6%	89.9%
Q16-7. YouTube	2.6%	2.4%	3.6%	1.8%	1.0%	88.8%
Q16-8. Discovering De Soto	30.6%	18.7%	7.9%	2.6%	1.4%	38.9%
Q16-9. Other	18.2%	27.3%	36.4%	9.1%	0.0%	9.1%

**WITHOUT "NOT PROVIDED"****Q16. Communication Sources. Please indicate the effectiveness of each of the following communication sources. (without "not provided")**

(N=507)

	Effective	4	3	2	Ineffective
Q16-1. City website (www.desotoks.us)	22.0%	31.5%	34.7%	9.6%	2.2%
Q16-2. City newsletter mailed with utility bills	32.0%	37.5%	21.8%	6.6%	2.1%
Q16-3. City Facebook page	29.4%	31.3%	25.4%	9.0%	5.0%
Q16-4. Community Facebook page (In & Around De Soto)	38.0%	31.8%	19.0%	6.6%	4.7%
Q16-5. Twitter	22.0%	12.2%	39.0%	22.0%	4.9%
Q16-6. Instagram	15.7%	21.6%	27.5%	19.6%	15.7%
Q16-7. YouTube	22.8%	21.1%	31.6%	15.8%	8.8%
Q16-8. Discovering De Soto	50.0%	30.6%	12.9%	4.2%	2.3%
Q16-9. Other	20.0%	30.0%	40.0%	10.0%	0.0%

**Q16-9. Other**

Q16-9. Other	Number	Percent
Word of mouth	5	45.5 %
Signage at east and west entrances	1	9.1 %
Facebook, weather, local news	1	9.1 %
Telephone calls	1	9.1 %
De Soto pamphlet	1	9.1 %
NextDoor	1	9.1 %
Signs	1	9.1 %
Total	11	100.0 %

**Q17. Check up to THREE other ways you would like the City to communicate with you.**

Q17. Other ways you would like City to communicate with you

	Number	Percent
Email newsletters	251	49.5 %
Mailed newsletters	247	48.7 %
Texting	171	33.7 %
Mobile App	136	26.8 %
Council Meet & Greets	90	17.8 %
Staff Meet & Greets	40	7.9 %
Video messages	11	2.2 %
Other	5	1.0 %
Total	951	

**Q17-8. Other**

	Number	Percent
Instagram	2	40.0 %
Facebook	1	20.0 %
Newspaper	1	20.0 %
Newsletters	1	20.0 %
Total	5	100.0 %

**Q18. Have you visited the City's website (www.desoto.ks.us) during the past 12 months?**

Q18. Have you visited City's website during past 12 months	Number	Percent
Yes	326	64.3 %
No	181	35.7 %
Total	507	100.0 %

**Q18a. How easy was it to find the information you were looking for on the website?**

Q18a. How easy was it to find information you were looking for	Number	Percent
Very easy	102	31.3 %
Somewhat easy	162	49.7 %
Somewhat difficult	50	15.3 %
Very difficult	10	3.1 %
Not provided	2	0.6 %
Total	326	100.0 %

**WITHOUT "NOT PROVIDED"****Q18a. How easy was it to find the information you were looking for on the website? (without "not provided")**

Q18a. How easy was it to find information you were looking for	Number	Percent
Very easy	102	31.5 %
Somewhat easy	162	50.0 %
Somewhat difficult	50	15.4 %
Very difficult	10	3.1 %
Total	324	100.0 %

**Q19. Have you interacted (by phone, on social media, or in person) with the City for a question, problem, or complaint during the past year?**

Q19. Have you interacted with City for a question, problem, or complaint during past year	Number	Percent
Yes	243	47.9 %
No	264	52.1 %
Total	507	100.0 %

**Q19a. How easy was it to contact the person you needed to reach?**

Q19a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	125	51.4 %
Somewhat easy	79	32.5 %
Somewhat difficult	28	11.5 %
Very difficult	9	3.7 %
Not provided	2	0.8 %
Total	243	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q19a. How easy was it to contact the person you needed to reach? (without "not provided")**

Q19a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	125	51.9 %
Somewhat easy	79	32.8 %
Somewhat difficult	28	11.6 %
Very difficult	9	3.7 %
Total	241	100.0 %

**Q19b. Which department did you contact most recently?**

<u>Q19b. Which department did you contact most recently</u>	<u>Number</u>	<u>Percent</u>
City Administrator	18	7.4 %
City Clerk	37	15.2 %
Parks & Recreation	22	9.1 %
Public Works (Street)	22	9.1 %
Water	59	24.3 %
Planning & Zoning	13	5.3 %
Code Enforcement	21	8.6 %
Building Inspections	13	5.3 %
Front Office (utilities, pet tags, general information)	38	15.6 %
Total	243	100.0 %

**Q19c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 5 to 1, where 5 means "Always" and 1 means "Never."**

(N=243)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q19c-1. Were courteous & polite	58.8%	25.9%	7.4%	1.6%	1.2%	4.9%
Q19c-2. Gave prompt, accurate, & complete answers to questions	45.7%	30.9%	13.6%	2.9%	2.5%	4.5%
Q19c-3. Did what they said they would do in a timely manner	40.7%	31.3%	10.3%	3.7%	4.1%	9.9%
Q19c-4. Helped you resolve an issue to your satisfaction	46.1%	26.7%	13.2%	4.1%	5.3%	4.5%

**WITHOUT "DON'T KNOW"**

**Q19c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 5 to 1, where 5 means "Always" and 1 means "Never." (without "don't know")**

(N=243)

	Always	Usually	Sometimes	Seldom	Never
Q19c-1. Were courteous & polite	61.9%	27.3%	7.8%	1.7%	1.3%
Q19c-2. Gave prompt, accurate, & complete answers to questions	47.8%	32.3%	14.2%	3.0%	2.6%
Q19c-3. Did what they said they would do in a timely manner	45.2%	34.7%	11.4%	4.1%	4.6%
Q19c-4. Helped you resolve an issue to your satisfaction	48.3%	28.0%	13.8%	4.3%	5.6%

**Q20. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," how much do you agree the City of De Soto needs the following types of businesses?**

(N=507)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q20-1. Health & personal care stores	21.3%	29.8%	27.6%	9.1%	2.6%	9.7%
Q20-2. Sporting goods stores	8.7%	12.6%	38.1%	19.1%	10.3%	11.2%
Q20-3. Clothing, shoe & accessories stores	12.2%	24.7%	33.7%	14.4%	6.7%	8.3%
Q20-4. Specialty groceries & food services	19.5%	28.8%	24.5%	12.6%	5.9%	8.7%
Q20-5. Sports entertainment (go-karts, bowling, indoor play areas)	15.4%	28.4%	27.0%	11.4%	8.5%	9.3%
Q20-6. Restaurants, bars, & pubs	40.4%	32.5%	14.8%	4.1%	3.4%	4.7%
Q20-7. Big box stores (Walmart, Target)	19.5%	17.0%	17.6%	17.4%	21.5%	7.1%
Q20-8. Gyms or fitness centers, dance, yoga, martial arts	20.5%	28.8%	26.8%	9.3%	5.3%	9.3%
Q20-9. Other	84.1%	11.6%	0.0%	0.0%	0.0%	4.3%

**WITHOUT "DON'T KNOW"**

**Q20. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," how much do you agree the City of De Soto needs the following types of businesses? (without "don't know")**

(N=507)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q20-1. Health & personal care stores	23.6%	33.0%	30.6%	10.0%	2.8%
Q20-2. Sporting goods stores	9.8%	14.2%	42.9%	21.6%	11.6%
Q20-3. Clothing, shoe & accessories stores	13.3%	26.9%	36.8%	15.7%	7.3%
Q20-4. Specialty groceries & food services	21.4%	31.5%	26.8%	13.8%	6.5%
Q20-5. Sports entertainment (go-karts, bowling, indoor play areas)	17.0%	31.3%	29.8%	12.6%	9.3%
Q20-6. Restaurants, bars, & pubs	42.4%	34.2%	15.5%	4.3%	3.5%
Q20-7. Big box stores (Walmart, Target)	21.0%	18.3%	18.9%	18.7%	23.1%
Q20-8. Gyms or fitness centers, dance, yoga, martial arts	22.6%	31.7%	29.6%	10.2%	5.9%
Q20-9. Other	87.9%	12.1%	0.0%	0.0%	0.0%

**Q21. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in De Soto.**

(N=507)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q21-1. Small-town feel	43.4%	28.4%	15.2%	7.7%	2.6%	2.8%
Q21-2. Quality of public schools	53.5%	19.9%	10.8%	3.4%	9.3%	3.2%
Q21-3. Employment opportunities	10.1%	15.4%	21.9%	23.5%	25.0%	4.1%
Q21-4. Types of housing	32.3%	34.5%	18.3%	6.7%	4.5%	3.6%
Q21-5. Affordability of housing	33.5%	32.9%	20.3%	5.9%	4.1%	3.2%
Q21-6. Availability of parks & recreation opportunities	18.9%	30.4%	28.8%	11.2%	6.9%	3.7%
Q21-7. Near family or friends	21.5%	21.1%	22.5%	17.8%	14.2%	3.0%
Q21-8. Safety and security	52.9%	28.4%	13.6%	2.0%	1.2%	2.0%
Q21-9. Proximity to Lawrence	10.5%	17.4%	21.5%	21.1%	26.4%	3.2%
Q21-10. Located in Kansas City Metro Area	19.7%	31.4%	25.8%	12.2%	8.1%	2.8%

**WITHOUT "NOT PROVIDED"**

**Q21. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in De Soto. (without "not provided")**

(N=507)

	Extremely important	Very important	Important	Less important	Not important
Q21-1. Small-town feel	44.6%	29.2%	15.6%	7.9%	2.6%
Q21-2. Quality of public schools	55.2%	20.6%	11.2%	3.5%	9.6%
Q21-3. Employment opportunities	10.5%	16.0%	22.8%	24.5%	26.1%
Q21-4. Types of housing	33.5%	35.8%	19.0%	7.0%	4.7%
Q21-5. Affordability of housing	34.6%	34.0%	21.0%	6.1%	4.3%
Q21-6. Availability of parks & recreation opportunities	19.7%	31.6%	29.9%	11.7%	7.2%
Q21-7. Near family or friends	22.2%	21.7%	23.2%	18.3%	14.6%
Q21-8. Safety and security	53.9%	29.0%	13.9%	2.0%	1.2%
Q21-9. Proximity to Lawrence	10.8%	17.9%	22.2%	21.8%	27.3%
Q21-10. Located in Kansas City Metro Area	20.3%	32.3%	26.6%	12.6%	8.3%

**Q22. How likely would you be to recommend your community, using a scale from "Very Likely" to "Not at All Likely?"**

(N=507)

	Very likely	Somewhat likely	Neutral	Somewhat unlikely	Not at all likey	Don't know
Q22-1. Recommending City as a place to live	53.8%	29.0%	9.5%	3.0%	3.4%	1.4%
Q22-2. Recommending City as a place to have a business	21.7%	30.4%	22.9%	10.1%	5.9%	9.1%

**WITHOUT "DON'T KNOW"****Q22. How likely would you be to recommend your community, using a scale from "Very Likely" to "Not at All Likely?" (without "don't know")**

(N=507)

	Very likely	Somewhat likely	Neutral	Somewhat unlikely	Not at all likey
Q22-1. Recommending City as a place to live	54.6%	29.4%	9.6%	3.0%	3.4%
Q22-2. Recommending City as a place to have a business	23.9%	33.4%	25.2%	11.1%	6.5%

**Q27. How interested are you in learning about the development in and around the former Sunflower Ammunition Plant and how it impacts the City?**

Q27. How interested are you in learning about development in & around former Sunflower Ammunition Plant & how it impacts City

	Number	Percent
Very interested	290	57.2 %
Interested	139	27.4 %
Neutral	51	10.1 %
Not interested	7	1.4 %
Not at all interested	13	2.6 %
Not provided	7	1.4 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q27. How interested are you in learning about the development in and around the former Sunflower Ammunition Plant and how it impacts the City? (without "not provided")**

Q27. How interested are you in learning about development in & around former Sunflower Ammunition Plant & how it impacts City

	Number	Percent
Very interested	290	58.0 %
Interested	139	27.8 %
Neutral	51	10.2 %
Not interested	7	1.4 %
Not at all interested	13	2.6 %
Total	500	100.0 %

**Q28. How many years have you lived in De Soto?**

Q28. How many years have you lived in De Soto	Number	Percent
0-5	155	30.6 %
6-10	83	16.4 %
11-15	38	7.5 %
16-20	49	9.7 %
21-30	77	15.2 %
31+	84	16.6 %
Not provided	21	4.1 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. How many years have you lived in De Soto? (without "not provided")**

Q28. How many years have you lived in De Soto	Number	Percent
0-5	155	31.9 %
6-10	83	17.1 %
11-15	38	7.8 %
16-20	49	10.1 %
21-30	77	15.8 %
31+	84	17.3 %
Total	486	100.0 %

**Q29. What is your age?**

Q29. Your age	Number	Percent
18-34	92	18.1 %
35-44	95	18.7 %
45-54	98	19.3 %
55-64	101	19.9 %
65+	104	20.5 %
Not provided	17	3.4 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q29. What is your age? (without "not provided")**

Q29. Your age	Number	Percent
18-34	92	18.8 %
35-44	95	19.4 %
45-54	98	20.0 %
55-64	101	20.6 %
65+	104	21.2 %
Total	490	100.0 %

**Q30. Do you own or rent your home?**

<u>Q30. Do you own or rent your home</u>	<u>Number</u>	<u>Percent</u>
Own	392	77.3 %
Rent	111	21.9 %
Not provided	4	0.8 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q30. Do you own or rent your home? (without "not provided")**

<u>Q30. Do you own or rent your home</u>	<u>Number</u>	<u>Percent</u>
Own	392	77.9 %
Rent	111	22.1 %
Total	503	100.0 %

**Q31. How many persons in your household (counting yourself) are in each of the following age groups?**

	<u>Mean</u>	<u>Sum</u>
number	2.6	1316
Under age 10	0.3	137
Ages 10-19	0.4	180
Ages 20-34	0.3	165
Ages 35-54	0.7	370
Ages 55-74	0.8	376
Ages 75+	0.2	88

**Q32. What best describes your current employment status?**

Q32. What best describes your current employment status	Number	Percent
Employed outside the home	313	61.7 %
Employed in the home/have a home-based business	57	11.2 %
Student	1	0.2 %
Retired	126	24.9 %
Not currently employed	4	0.8 %
Not provided	6	1.2 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. What best describes your current employment status? (without "not provided")**

Q32. What best describes your current employment status	Number	Percent
Employed outside the home	313	62.5 %
Employed in the home/have a home-based business	57	11.4 %
Student	1	0.2 %
Retired	126	25.1 %
Not currently employed	4	0.8 %
Total	501	100.0 %

**Q32a. If employed, what is the ZIP CODE where you work?**

<u>Q32a. What is the zip code where you work</u>	<u>Number</u>	<u>Percent</u>
66018	48	17.1 %
66061	26	9.3 %
66219	16	5.7 %
66062	14	5.0 %
66215	11	3.9 %
66210	10	3.6 %
66214	10	3.6 %
66227	9	3.2 %
66213	7	2.5 %
66046	7	2.5 %
66216	7	2.5 %
66044	6	2.1 %
66226	6	2.1 %
66217	6	2.1 %
64114	5	1.8 %
64116	5	1.8 %
64111	5	1.8 %
64108	5	1.8 %
66212	4	1.4 %
66203	4	1.4 %
66211	4	1.4 %
66030	4	1.4 %
66031	4	1.4 %
66208	3	1.1 %
66049	3	1.1 %
66202	3	1.1 %
66160	3	1.1 %
64105	3	1.1 %
64106	3	1.1 %
66220	3	1.1 %
66207	2	0.7 %
64138	2	0.7 %
66111	2	0.7 %
66106	2	0.7 %
66223	2	0.7 %
64153	1	0.4 %
66011	1	0.4 %
66025	1	0.4 %
66615	1	0.4 %
66201	1	0.4 %
66014	1	0.4 %
64113	1	0.4 %
66045	1	0.4 %
66218	1	0.4 %
66209	1	0.4 %
66067	1	0.4 %
66206	1	0.4 %
66204	1	0.4 %
66621	1	0.4 %
64132	1	0.4 %
64112	1	0.4 %

**Q32a. If employed, what is the ZIP CODE where you work?**

Q32a. What is the zip code where you work	Number	Percent
66007	1	0.4 %
66839	1	0.4 %
66027	1	0.4 %
64078	1	0.4 %
66224	1	0.4 %
67214	1	0.4 %
64125	1	0.4 %
66205	1	0.4 %
66021	1	0.4 %
66048	1	0.4 %
Total	280	100.0 %

**Q33. Would you say your total annual household income is...**

Q33. Your total annual household income	Number	Percent
Under \$15K	23	4.5 %
\$15K-\$29,999	34	6.7 %
\$30K-\$49,999	51	10.1 %
\$50K-\$74,999	67	13.2 %
\$75K-\$99,999	91	17.9 %
\$100K-\$149,999	83	16.4 %
\$150K+	84	16.6 %
Not provided	74	14.6 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q33. Would you say your total annual household income is... (without "not provided")**

Q33. Your total annual household income	Number	Percent
Under \$15K	23	5.3 %
\$15K-\$29,999	34	7.9 %
\$30K-\$49,999	51	11.8 %
\$50K-\$74,999	67	15.5 %
\$75K-\$99,999	91	21.0 %
\$100K-\$149,999	83	19.2 %
\$150K+	84	19.4 %
Total	433	100.0 %

**Q34. Your gender:**

Q34. Your gender	Number	Percent
Male	250	49.3 %
Female	248	48.9 %
Prefer to self-identify	3	0.6 %
Not provided	6	1.2 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q34. Your gender: (without "not provided")**

Q34. Your gender	Number	Percent
Male	250	49.9 %
Female	248	49.5 %
Prefer to self-identify	3	0.6 %
Total	501	100.0 %

**Q35. What is the primary language spoken in your home?**

Q35. Primary language spoken in your home	Number	Percent
English	492	97.0 %
Spanish	7	1.4 %
Not provided	8	1.6 %
Total	507	100.0 %

**WITHOUT "NOT PROVIDED"****Q35. What is the primary language spoken in your home? (without "not provided")**

Q35. Primary language spoken in your home	Number	Percent
English	492	98.6 %
Spanish	7	1.4 %
Total	499	100.0 %

**Q36. Which of the following best describes your race/ethnicity?**

<u>Q36. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	5	1.0 %
Black or African American	15	3.0 %
American Indian or Alaska Native	3	0.6 %
White	466	91.9 %
Hispanic, Spanish, Latino/a/x	48	9.5 %
Other	4	0.8 %
Total	541	

**Q36-7. Self-describe your race/ethnicity:**

<u>Q36-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	1	33.3 %
Scottish Irish	1	33.3 %
Multi-racial	1	33.3 %
Total	3	100.0 %



**5**

# Survey Instrument

# DE SOTO

KANSAS

Fall 2022

**Rick Walker**  
*Mayor*

**Mike Brungardt, P.E.**  
*City Administrator*

**Patrick G. Reavey**  
*City Attorney*

**Brandon Mills**  
*City Clerk*

**City Council**  
*Rob Daniels*  
*Kevin Honomichl*  
*Danny Lane*  
*Lori Murdock*  
*Kevin Ritter*

Dear De Soto Resident,

In order to better serve you, the City of De Soto is gathering resident opinions on programs and services. Your feedback will help us improve existing services and determine future programs to meet your needs.

The survey should only take about 15 minutes to complete and is being sent to every household in De Soto. Your guidance is critical as we map out the future of our growing community. Be assured that individual responses are completely confidential. The results will be tabulated and viewed only as a whole – and will be shared with city leaders and the entire community.

The City has contracted with ETC Institute to administer and analyze the results, which will be presented at a public City Council meeting in January.

**Please return your completed survey using the postage-paid envelope provided. Only one person per household may take the survey. If you prefer to take the survey online, visit [DeSotoSurvey.org](http://DeSotoSurvey.org).**

If you have any questions about the survey, please contact Ryan Murray, Assistant Director of Community Research with ETC Institute at 913.254.4598 or [ryan.murray@etcinstitute.com](mailto:ryan.murray@etcinstitute.com).

**Every household that completes the survey will be entered in a drawing to receive a \$500 Visa gift card.**

Thank you for your participation in helping design De Soto.

Estimado residente de De Soto,

Para brindarle un mejor servicio, la Ciudad de De Soto está reuniendo las opiniones de los residentes sobre programas y servicios. Sus comentarios nos ayudarán a mejorar los servicios existentes y determinar los programas futuros para satisfacer sus necesidades.

La encuesta solo debe tomar unos 15 minutos para completarse y se enviará a todos los hogares en De Soto. Su orientación es fundamental a medida que trazamos el futuro de nuestra creciente comunidad. **Tenga la seguridad de que las respuestas individuales serán completamente confidenciales.** Los resultados se tabularán y se verán en conjunto, y se compartirán con los líderes de la ciudad y toda la comunidad.

La Ciudad ha contratado al Instituto ETC para administrar y analizar los resultados. ETC, con sede en Olathe, es una de las empresas líderes del país en investigación de gobiernos locales. Presentarán los resultados en enero de 2023 en una reunión pública del Concejo Municipal.

**Devuelva su encuesta completa utilizando el sobre con franqueo pagado provisto. Solo una persona por hogar puede tomar la encuesta. Si prefiere realizar la encuesta en línea, visite [DeSotoSurvey.org](http://DeSotoSurvey.org).**

Si tiene alguna pregunta sobre la encuesta, comuníquese con Ryan Murray, subdirector de investigación comunitaria del Instituto ETC al 913.254.4598 o [ryan.murray@etcinstitute.com](mailto:ryan.murray@etcinstitute.com).

**Cada hogar que complete la encuesta participará en un sorteo para recibir una tarjeta de regalo Visa de \$500. Gracias por su participación.**

913.583.1182  
Fax 913.583.3123

PO Box C  
32905 W 84th Street  
De Soto, KS 66018

[www.desotoks.us](http://www.desotoks.us)



Please take a few minutes to complete this survey. Your input is a valuable piece of the City's long-term strategic planning and helps guide the vision of De Soto's future. [DeSotoSurvey.org](http://DeSotoSurvey.org)

1. **Overall Ratings.** Please rate your overall satisfaction with major categories of services provided by the City of De Soto using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Major Categories of City Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of Street Maintenance	5	4	3	2	1	9
2.	Overall quality of City Water and Wastewater utility services	5	4	3	2	1	9
3.	Overall quality of Planning and Community Development	5	4	3	2	1	9
4.	Overall quality of City Parks and Recreation programs and facilities	5	4	3	2	1	9
5.	Overall quality of Law Enforcement	5	4	3	2	1	9
6.	Overall effectiveness of City Communication with the public	5	4	3	2	1	9
7.	Overall quality of Customer Service you receive from City employees	5	4	3	2	1	9

2. **Which TWO of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** [Write in your answers below using the numbers from the list in Question 1.]

1st: \_\_\_\_ 2nd: \_\_\_\_

3. **Perceptions of De Soto.** Several items that may influence your perception of De Soto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Perceptions of the City		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of services provided by the City of De Soto	5	4	3	2	1	9
02.	Overall appearance of the City	5	4	3	2	1	9
03.	Overall image of De Soto	5	4	3	2	1	9
04.	Overall quality of life in De Soto	5	4	3	2	1	9
05.	Overall feeling of safety in De Soto	5	4	3	2	1	9
06.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
07.	Overall quality of public education in De Soto	5	4	3	2	1	9
08.	How well the City is managing and planning growth and development around the former Sunflower Ammunition Plant	5	4	3	2	1	9
09.	Overall quality of Downtown De Soto (83rd St.)	5	4	3	2	1	9
10.	Beautification of Downtown De Soto (flowers, trees, art)	5	4	3	2	1	9
11.	The City as a culturally welcoming place where all feel at home	5	4	3	2	1	9

4. **Please rate De Soto using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following.**

Rating the City of De Soto...		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	As a place to live	5	4	3	2	1	9
2.	As a place to raise children	5	4	3	2	1	9
3.	As a place to work	5	4	3	2	1	9
4.	As a place where you would buy your next home	5	4	3	2	1	9

5. **City Leadership.** For each of the items listed below, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Leadership		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of leadership provided by City's elected officials	5	4	3	2	1	9
2.	Overall accessibility and responsiveness of City's elected officials	5	4	3	2	1	9
3.	Overall effectiveness of City Administrator and appointed staff	5	4	3	2	1	9

6. **Street Maintenance.** Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.

Street Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of sidewalks	5	4	3	2	1	9
2.	Maintenance of pavement and potholes	5	4	3	2	1	9
3.	Street sweeping services	5	4	3	2	1	9
4.	Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
5.	Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
6.	City efforts to prevent street flooding	5	4	3	2	1	9
7.	Snow removal on City streets	5	4	3	2	1	9

7. **Water and Wastewater Utilities.** Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.

Water and Wastewater Utilities		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of your drinking water	5	4	3	2	1	9
2.	Overall value that you receive for water and wastewater utility rates	5	4	3	2	1	9
3.	Overall customer service from water service employees	5	4	3	2	1	9
4.	What you are charged for water	5	4	3	2	1	9
5.	How easy your bill is to understand	5	4	3	2	1	9
6.	How easy it is to resolve bill problems	5	4	3	2	1	9
7.	How easy it is to use the Online Utility Account	5	4	3	2	1	9
8.	How well the City keeps you informed about water quality issues or disruptions to your water services	5	4	3	2	1	9

8. **Code Enforcement.** Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

Code Enforcement		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing cleanup of debris on private property	5	4	3	2	1	9
2.	Enforcing mowing and cutting of weeds on private property	5	4	3	2	1	9
3.	Enforcing exterior maintenance of business property	5	4	3	2	1	9
4.	Enforcing sign regulations	5	4	3	2	1	9

9. **How would you describe the City's level of enforcement when it comes to codes and ordinances?**

\_\_\_\_(3) Too Much      \_\_\_\_ (2) About Right      \_\_\_\_ (1) Too Little      \_\_\_\_ (9) Don't Know

**10. Parks and Recreation. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

Parks and Recreation Amenities		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of City parks (appearance/cleanliness)	5	4	3	2	1	9
02.	Number of City parks	5	4	3	2	1	9
03.	Condition of park equipment	5	4	3	2	1	9
04.	Number of walking and biking trails	5	4	3	2	1	9
05.	Number of park shelters	5	4	3	2	1	9
06.	Quality of Aquatic Center	5	4	3	2	1	9
07.	Quality of Senior Center	5	4	3	2	1	9
08.	Number of City outdoor athletic fields (baseball, soccer, softball)	5	4	3	2	1	9
09.	Number of City outdoor athletic courts (pickleball, tennis, basketball)	5	4	3	2	1	9
10.	Number of City indoor recreation facilities (community center gym)	5	4	3	2	1	9
11.	Amount of arts, cultural opportunities, and related events	5	4	3	2	1	9
12.	Quality of Summer Concert Series	5	4	3	2	1	9
13.	Ease of registering for recreation programs	5	4	3	2	1	9
14.	Cost of parks/recreation programs offered by the City	5	4	3	2	1	9
15.	Availability of information about parks and recreation services	5	4	3	2	1	9
16.	Quality of the City's youth programs (baseball, soccer, basketball)	5	4	3	2	1	9

**11. Please indicate if YOU or any member of your HOUSEHOLD have a desire/want for the following additional programs. [Check ALL that apply.]**

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Arts and culture programs                               | <input type="checkbox"/> (07) Special events (holidays, festivals, themed events)     |
| <input type="checkbox"/> (02) More youth sports options                               | <input type="checkbox"/> (08) Senior programs   |
| <input type="checkbox"/> (03) Youth non-sports programs (sewing, music, art)          | <input type="checkbox"/> (09) Adaptive/special needs programs                         |
| <input type="checkbox"/> (04) Adult sport programs                                    | <input type="checkbox"/> (10) Family programming (multigenerational participation)    |
| <input type="checkbox"/> (05) Adult non-sport programs                                | <input type="checkbox"/> (11) Nature based education/activities (outdoor experiences) |
| <input type="checkbox"/> (06) Out of school programs (break camps, summer recreation) |   |

**12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household? [Write-in your answers below using the numbers from the list in Question 11, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

**13. Please indicate if YOU or any member of your HOUSEHOLD have a desire/want for the following additional amenities. [Check ALL that apply.]**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Community parks (e.g., dog park, open turf fields, playgrounds, picnic shelters, walking paths, restrooms) | <input type="checkbox"/> (08) Riverfest Park disc golf   |
| <input type="checkbox"/> (02) Splash pad (water spray pad recreation area)   | <input type="checkbox"/> (09) Riverfest Park band shelter/amphitheater   |
| <input type="checkbox"/> (03) Aquatic center upgrades  | <input type="checkbox"/> (10) Miller Park improvements (playground equipment, concessions, bathrooms)          |
| <input type="checkbox"/> (04) Bike lanes   | <input type="checkbox"/> (11) Skate/bike park  |
| <input type="checkbox"/> (05) Walking paths/trails   | <input type="checkbox"/> (12) Sports fields (baseball, softball, soccer, football, pickleball, lacrosse, etc.) |
| <input type="checkbox"/> (06) Indoor all-purpose recreation facility   | <input type="checkbox"/> (13) Other: _____   |
| <input type="checkbox"/> (07) Riverfest Park playground equipment  |  |

**14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household? [Write-in your answers below using the numbers from the list in Question 13, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE



- 19c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 5 to 1, where 5 means "Always" and 1 means "Never."**

City Staff...	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. Were courteous and polite	5	4	3	2	1	9
2. Gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3. Did what they said they would do in a timely manner	5	4	3	2	1	9
4. Helped you resolve an issue to your satisfaction	5	4	3	2	1	9

- 20. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," how much do you agree the City of De Soto needs the following types of businesses?**

Type of Business	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. Health and personal care stores	5	4	3	2	1	9
2. Sporting goods stores	5	4	3	2	1	9
3. Clothing, shoe and accessories stores	5	4	3	2	1	9
4. Specialty groceries and food services	5	4	3	2	1	9
5. Sports entertainment (go-karts, bowling, indoor play areas)	5	4	3	2	1	9
6. Restaurants, bars, and pubs	5	4	3	2	1	9
7. Big box stores (Walmart, Target)	5	4	3	2	1	9
8. Gyms or fitness centers, dance, yoga, martial arts	5	4	3	2	1	9
9. Other: _____	5	4	3	2	1	9

- 21. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in De Soto.**

Reasons	Extremely Important	Very Important	Important	Less Important	Not Important
01. Small-town feel	5	4	3	2	1
02. Quality of public schools	5	4	3	2	1
03. Employment opportunities	5	4	3	2	1
04. Types of housing	5	4	3	2	1
05. Affordability of housing	5	4	3	2	1
06. Availability of parks and recreation opportunities	5	4	3	2	1
07. Near family or friends	5	4	3	2	1
08. Safety and security	5	4	3	2	1
09. Proximity to Lawrence	5	4	3	2	1
10. Located in the Kansas City Metro Area	5	4	3	2	1

- 22. How likely would you be to recommend your community, using a scale from "Very Likely" to "Not at All Likely"?**

Recommending De Soto	Very Likely	Somewhat Likely	Neutral	Somewhat Unlikely	Not at All Likely	Don't Know
1. Recommending the City as a place to live	5	4	3	2	1	9
2. Recommending the City as a place to have a business	5	4	3	2	1	9

- 23. What THREE words would you use to describe De Soto?**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

- 24. What do you like MOST about De Soto?** \_\_\_\_\_

25. What would you improve about De Soto? \_\_\_\_\_  
\_\_\_\_\_
26. What does "small-town feel" mean to you? \_\_\_\_\_  
\_\_\_\_\_
27. How interested are you in learning about the development in and around the former Sunflower Ammunition Plant and how it impacts the City?  
 \_\_\_\_ (5) Very interested      \_\_\_\_ (3) Neutral      \_\_\_\_ (1) Not at all interested  
 \_\_\_\_ (4) Interested      \_\_\_\_ (2) Not interested
28. How many years have you lived in De Soto? \_\_\_\_\_ years
29. What is your age? \_\_\_\_\_ years
30. Do you own or rent your home? \_\_\_\_ (1) Own      \_\_\_\_ (2) Rent
31. How many persons in your household (counting yourself) are in each of the following age groups?  
 Under age 10: \_\_\_\_      Ages 20-34: \_\_\_\_      Ages 55-74: \_\_\_\_  
 Ages 10-19: \_\_\_\_      Ages 35-54: \_\_\_\_      Ages 75+: \_\_\_\_
32. What best describes your current employment status?  
 \_\_\_\_ (1) Employed outside the home [Answer Q32a.]      \_\_\_\_ (3) Student  
 \_\_\_\_ (2) Employed in the home/have a home-based business [Answer Q32a.]      \_\_\_\_ (4) Retired  
 \_\_\_\_ (5) Not currently employed
- 32a. If employed, what is the ZIP CODE where you work? \_\_\_\_\_
33. Would you say your total annual household income is...  
 \_\_\_\_ (1) Under \$15,000      \_\_\_\_ (4) \$50,000 - \$74,999      \_\_\_\_ (7) \$150,000 or more  
 \_\_\_\_ (2) \$15,000 - \$29,999      \_\_\_\_ (5) \$75,000 - \$99,999  
 \_\_\_\_ (3) \$30,000 - \$49,999      \_\_\_\_ (6) \$100,000 - \$149,999
34. Your gender: \_\_\_\_ (1) Male      \_\_\_\_ (2) Female      \_\_\_\_ (3) Prefer to self-identify: \_\_\_\_\_
35. What is the primary language spoken in your home?  
 \_\_\_\_ (1) English      \_\_\_\_ (2) Spanish      \_\_\_\_ (3) Other: \_\_\_\_\_
36. Which of the following best describes your race/ethnicity? [Check ALL that apply.]  
 \_\_\_\_ (01) Asian or Asian Indian      \_\_\_\_ (05) Native Hawaiian or other Pacific Islander  
 \_\_\_\_ (02) Black or African American      \_\_\_\_ (06) Hispanic, Spanish, Latino/a/x  
 \_\_\_\_ (03) American Indian or Alaska Native      \_\_\_\_ (99) Other: \_\_\_\_\_  
 \_\_\_\_ (04) White
37. Would you be willing to participate in future surveys sponsored by the City of De Soto?  
 \_\_\_\_ (1) Yes [Please answer Q37a.]      \_\_\_\_ (2) No
- 37a. Please provide your contact information.  
 Mobile Phone Number: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

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 incorrect, please provide the correct information. Thank you.