

2022 City of De Soto Citizen Satisfaction Survey Findings

PRESENTED BY ETC INSTITUTE



Since 2006,
ETC Institute
Has,
In More Than
1,000 Cities
&
49 States,
Surveyed
More Than
3,000,000
Persons.

ETC Institute is a National Leader
in Market Research for Local
Governmental Organizations

*For more than 35 years, **our mission** has
been to help municipal governments
gather and use survey data to enhance
organizational performance.*



Purpose

To objectively assess resident satisfaction with the delivery of City services

To compare the City's performance with residents regionally and nationally

To help determine priorities for the community using Importance-Satisfaction Analysis

Methodology

Survey Description

- 1st Resident Survey conducted for the City by ETC Institute

Method of Administration

- By mail and online to all households in the City
- Each survey took approximately 15-20 minutes to complete

Sample Size

- Goal was to complete at least 250 surveys
- 507 completed surveys were received

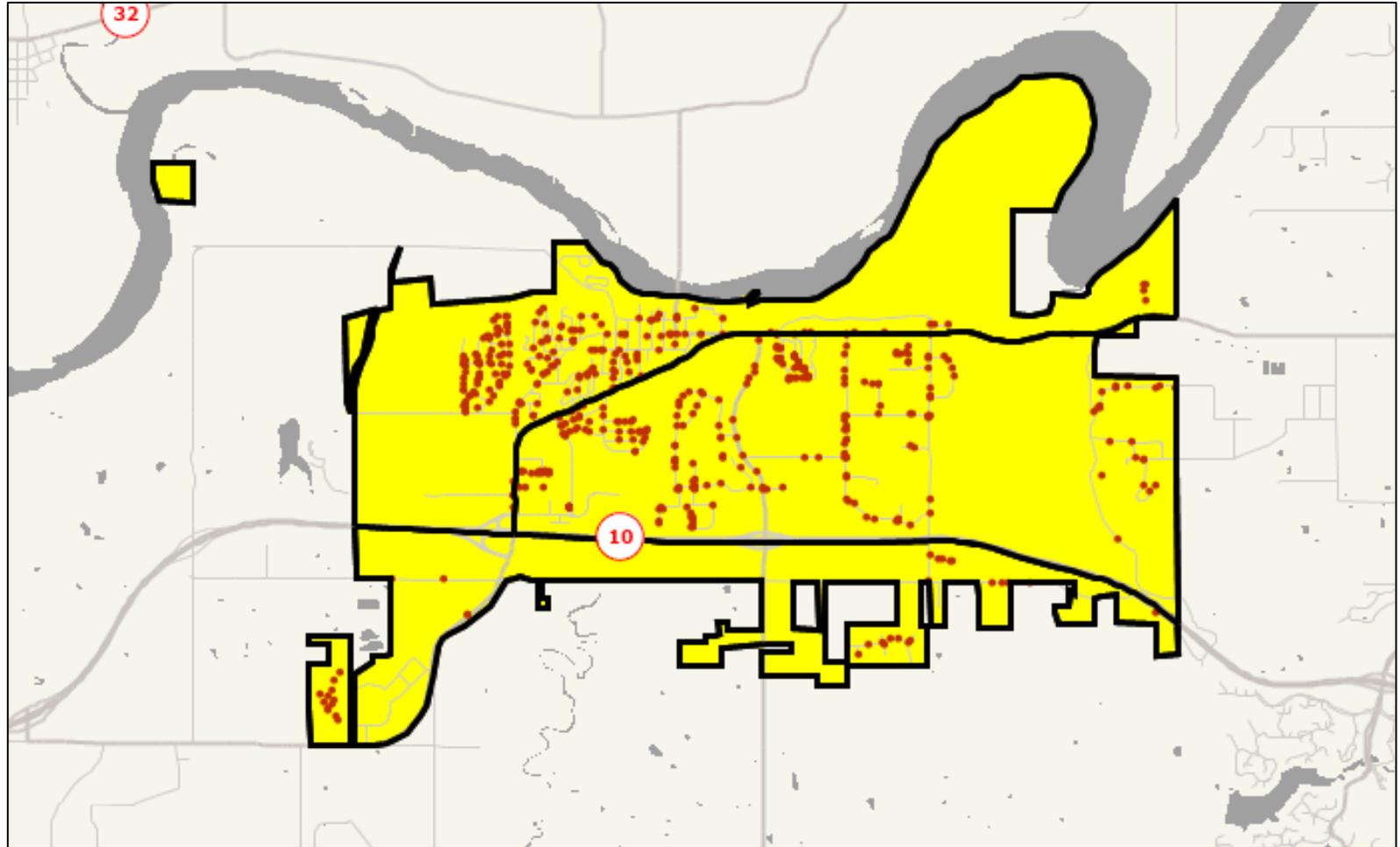
Margin of Error

- +/- 4.6% at the 95% level of confidence

Location of Survey Respondents

Good representation of responses throughout the City

Home address of all respondents are geocoded to the block level



City of De Soto Citizen Satisfaction Survey

Bottom Line Up Front

Residents Have a Positive Perception of the City

- 80% of respondents are “very satisfied” or “satisfied” with the overall quality of life in the City
- 74% of respondents are “very satisfied” or “satisfied” with the overall quality of services provided by the City

Satisfaction with City Services is Much Higher in De Soto Than Other Communities

- The City rated above the National Average in 26 of the 34 areas assessed (76%), and significantly above the average (5% or more) in 23 of the areas (68%)

Top Priorities for Improvement

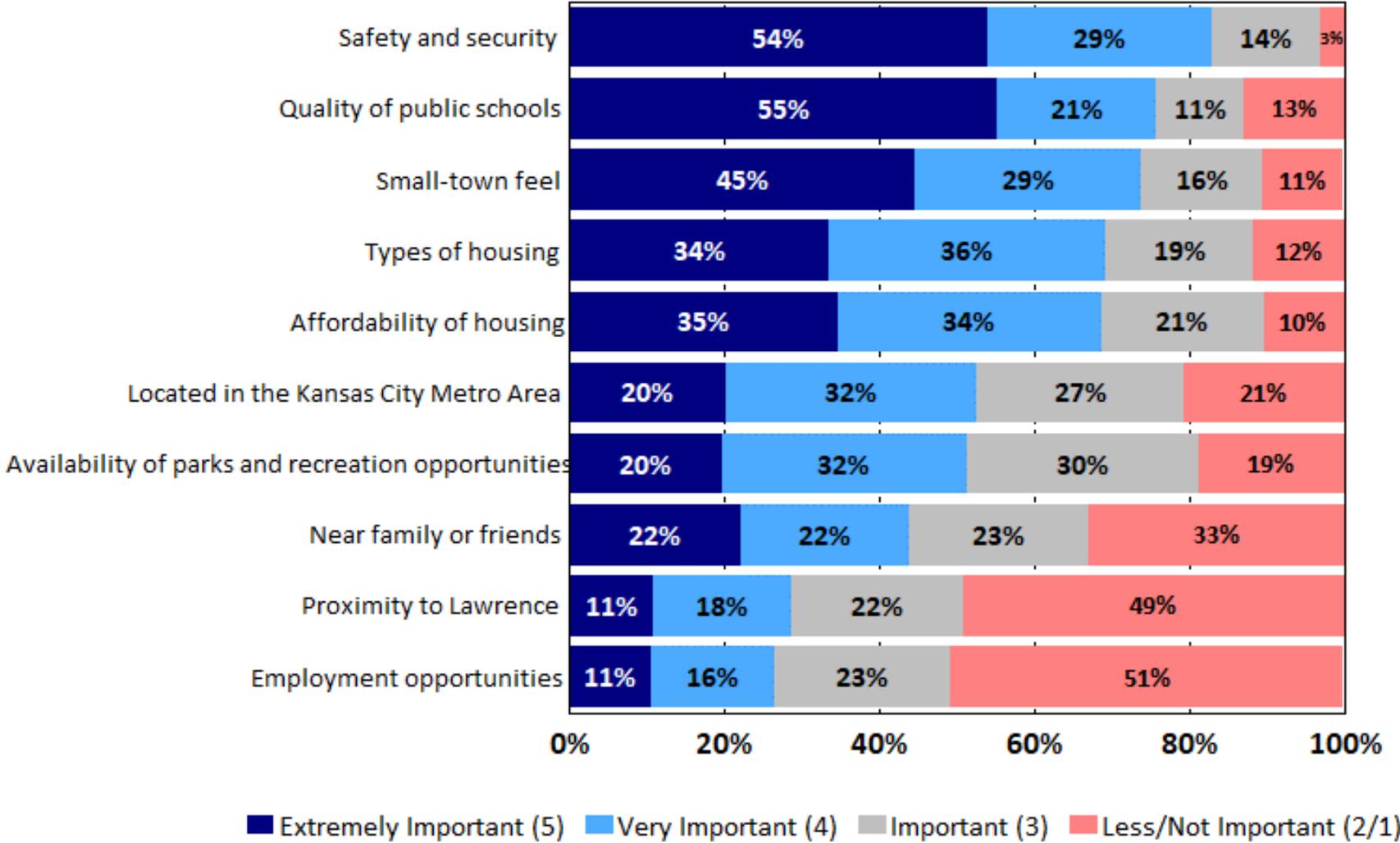
1. Quality of Planning and Community Development
2. Quality of Water and Wastewater utility services
3. Quality of Street Maintenance
4. Effectiveness of City Communication with the public

Perceptions

RESIDENTS HAVE A POSITIVE PERCEPTION OF THE CITY

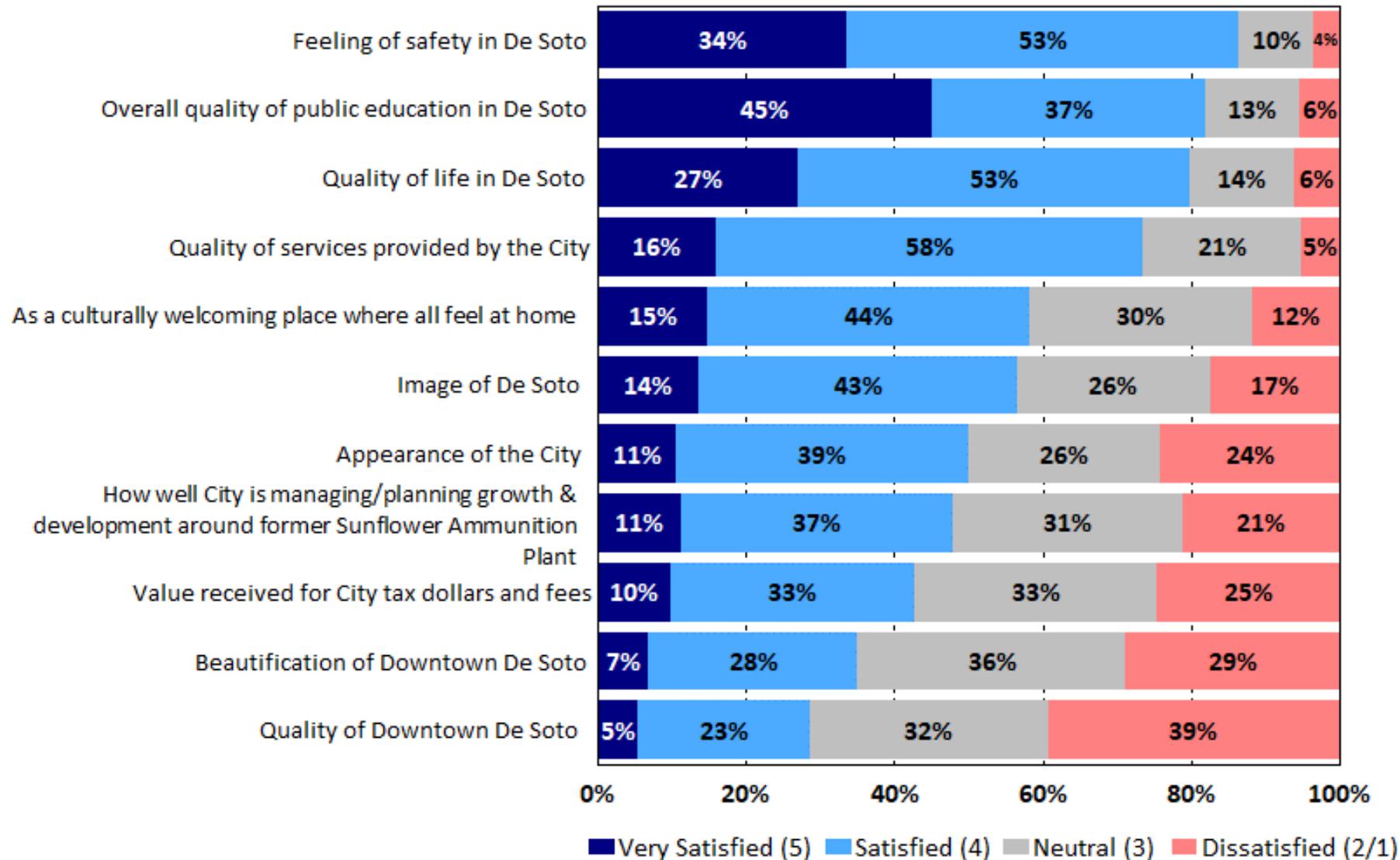
Q21. Importance of the Following Reasons in Respondent's Decision to Live in De Soto

by percentage of respondents (excluding don't knows)



Q3. Satisfaction with Perceptions of the City of De Soto

by percentage of respondents (excluding don't knows)

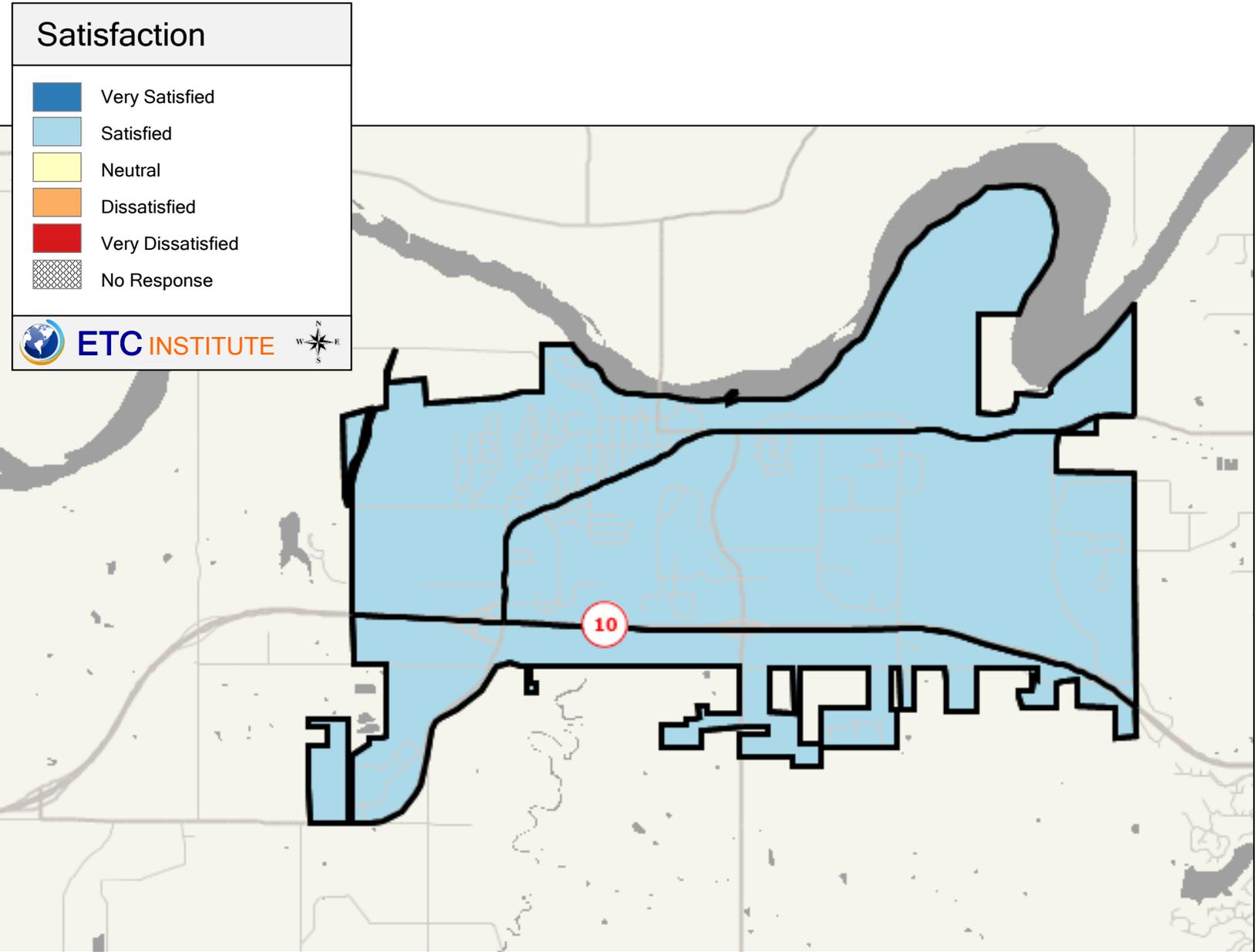


Overall Quality of Services provided by the City of De Soto

Areas in blue show high levels of positive ratings

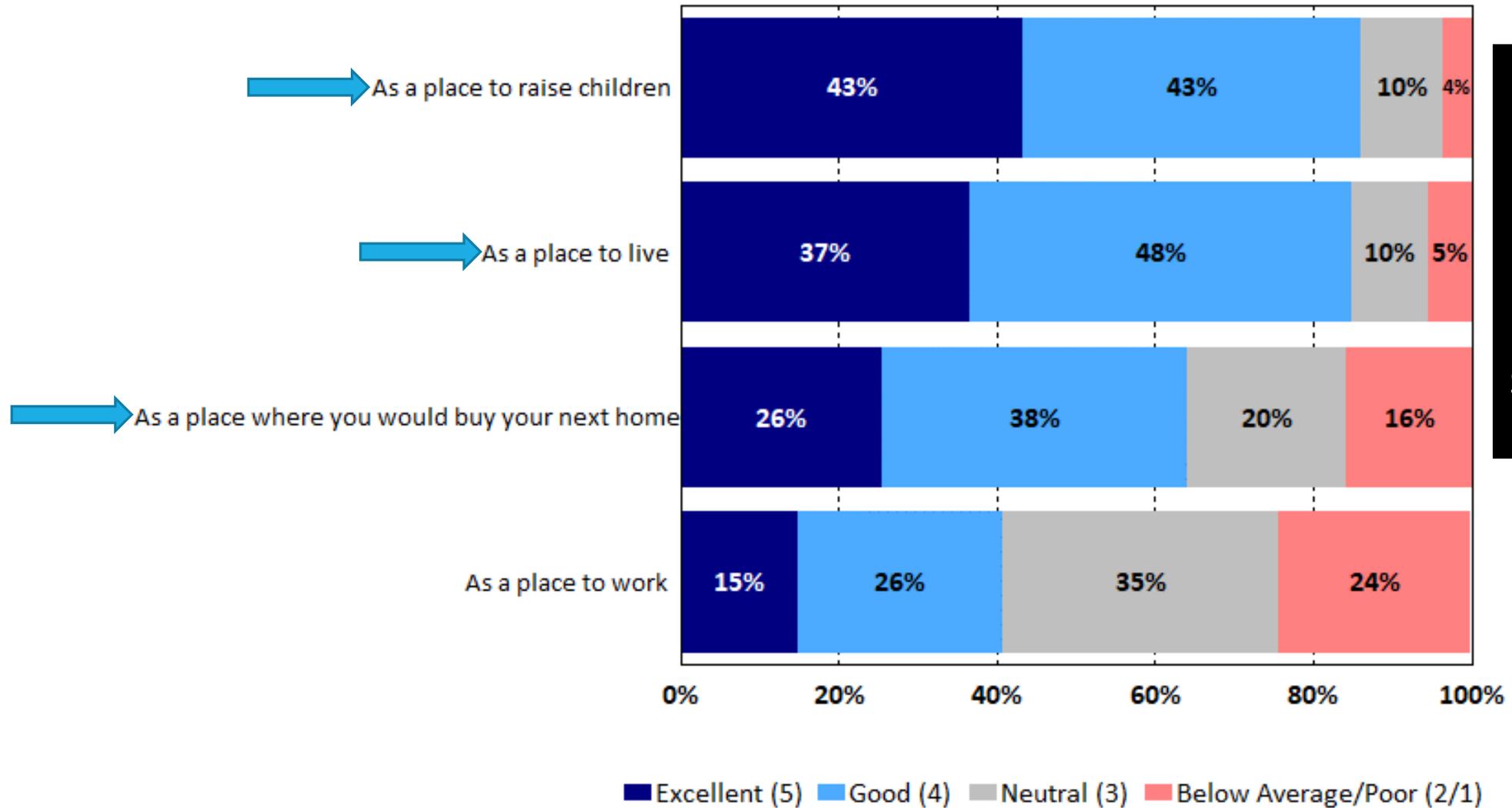
No areas of the community are shaded in yellow/orange/red

The City is equitably providing services to citizens throughout the City



Q4. Overall Ratings of the City of De Soto

by percentage of respondents (excluding don't knows)

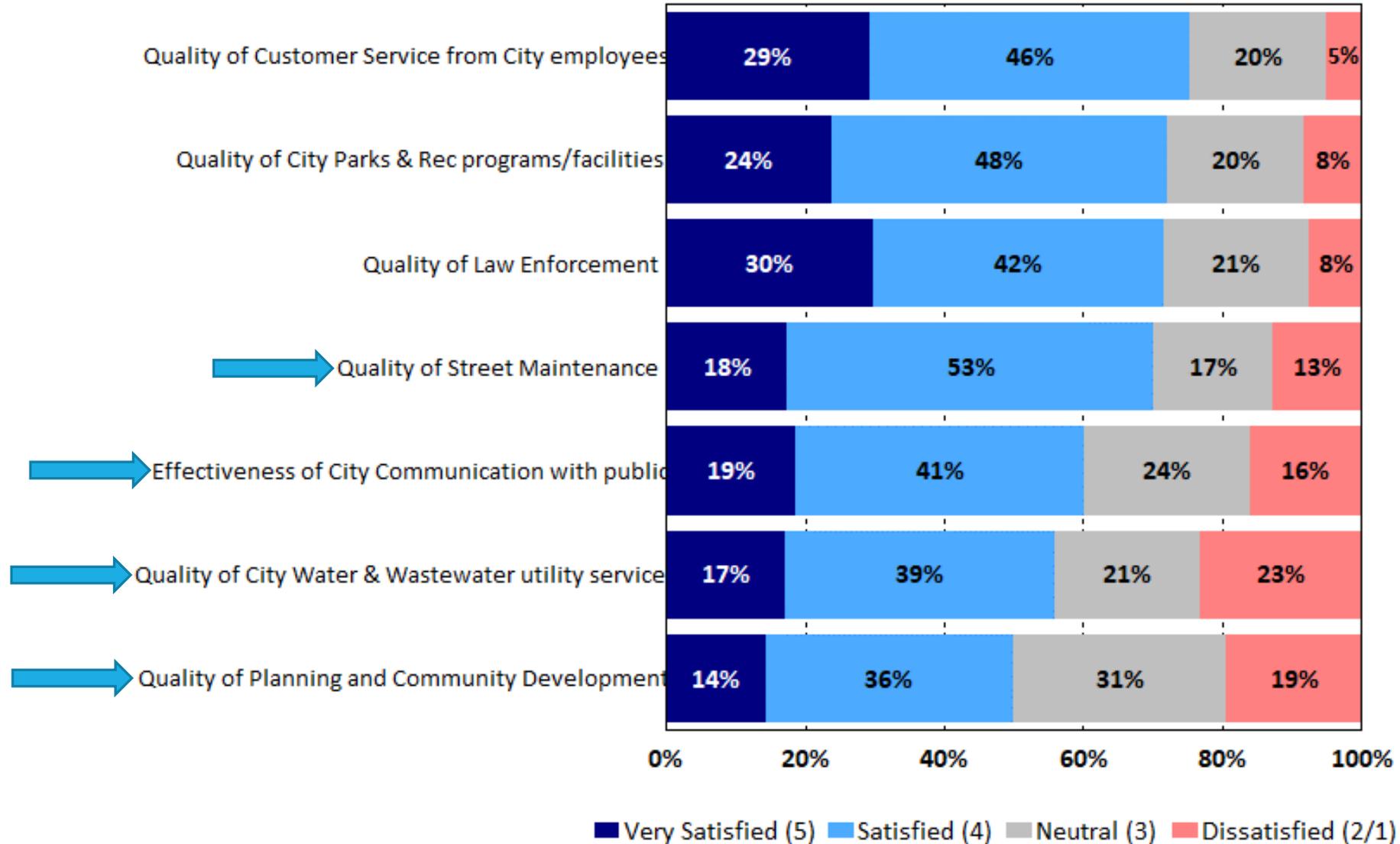


84% of respondents are either "very likely" or "somewhat likely" to recommend De Soto as a place to live

All three of the highlighted items rated significantly above the regional and national benchmark averages

Q1. Satisfaction with City Services

by percentage of respondents (excluding don't knows)

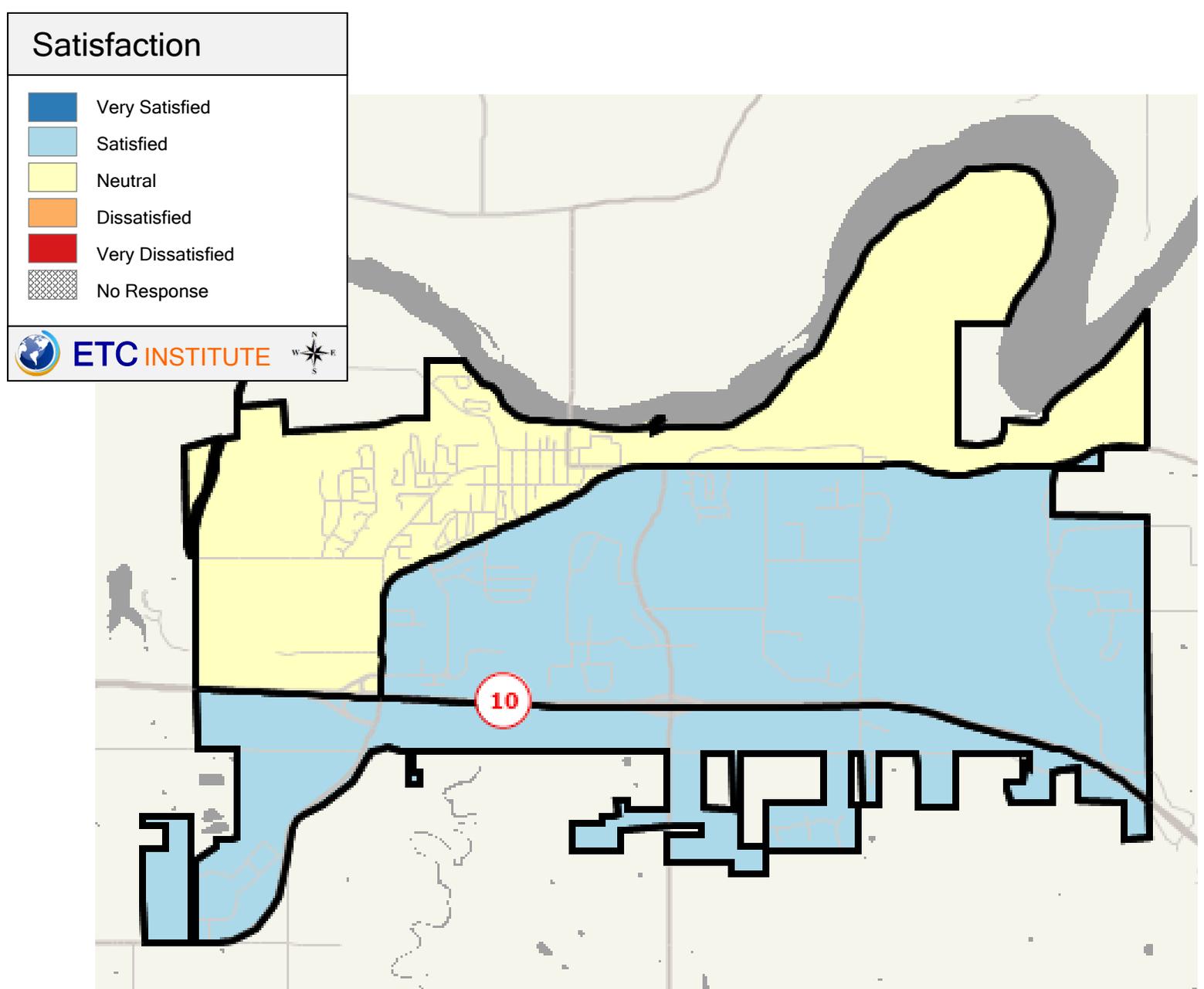


Three of the areas with highest levels of dissatisfaction are the same top priorities for improvement

Quality of Planning and Community Development

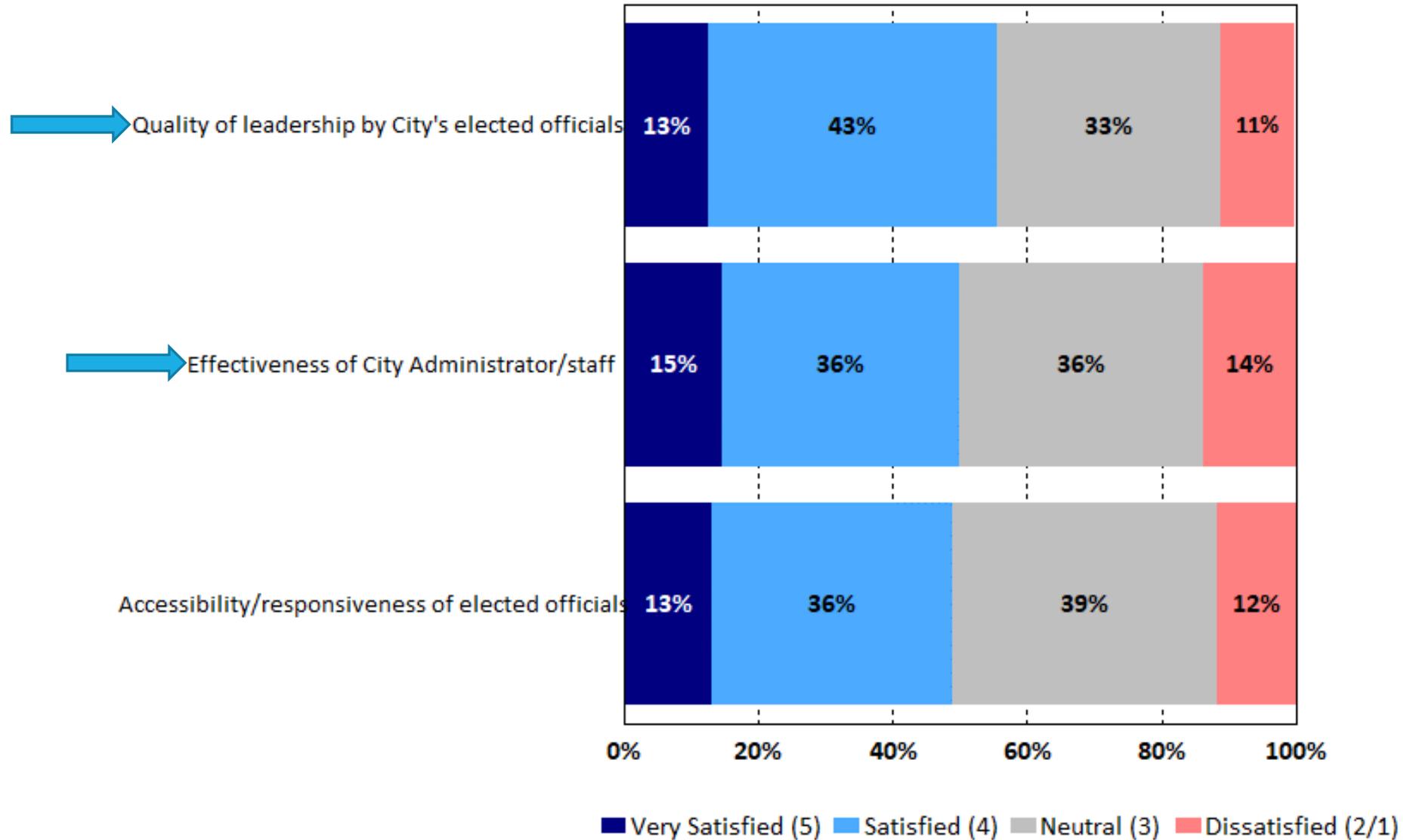
This area was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas shaded in orange show where residents are most dissatisfied, areas shaded in yellow are “neutral” ratings while blue areas show general levels of positive satisfaction



Q5. Satisfaction with City Leadership

by percentage of respondents (excluding don't knows)



The highlighted items rated significantly above the regional and national benchmark averages

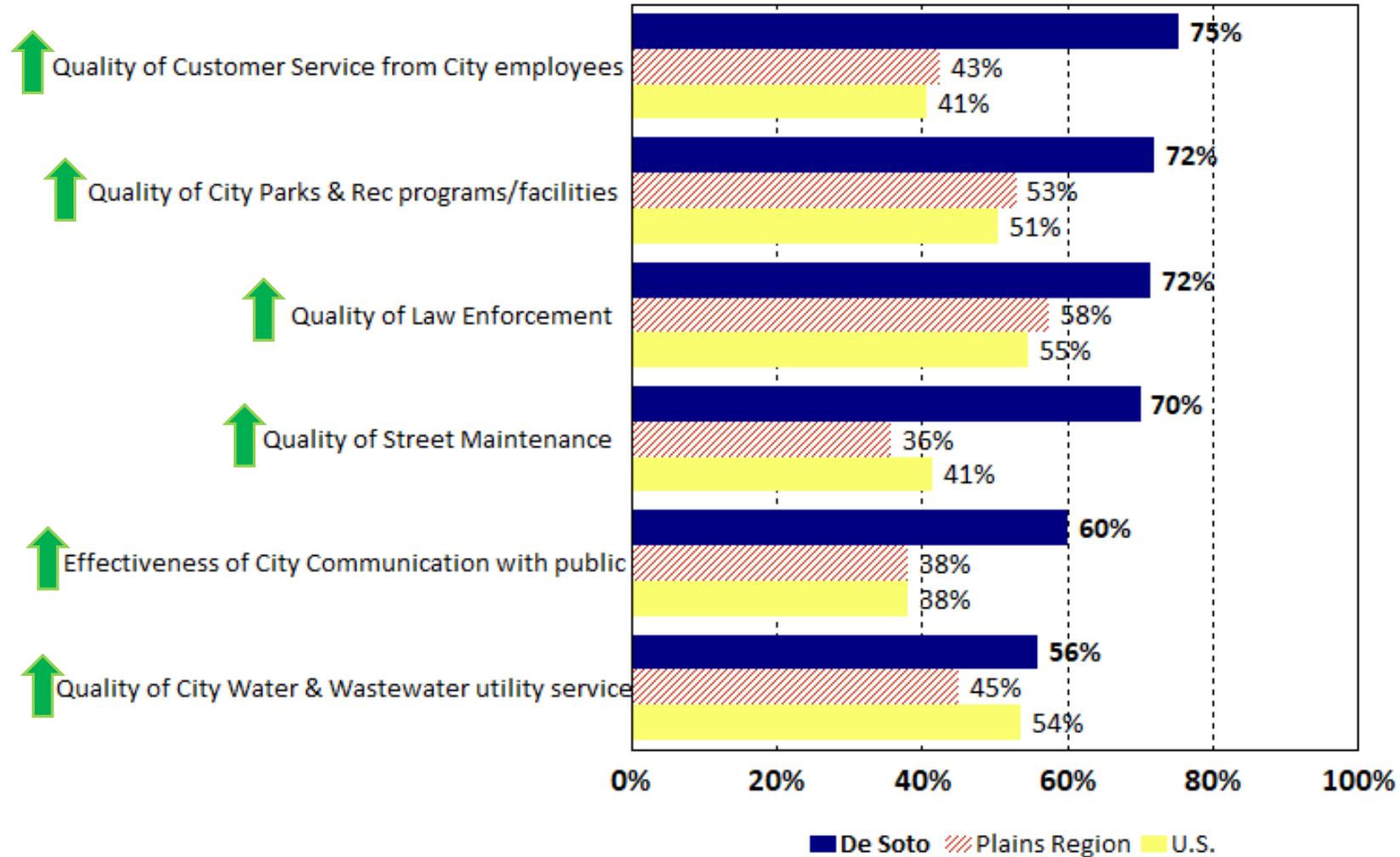
Benchmarks

THE CITY RATES HIGHER THAN OTHER COMMUNITIES

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)

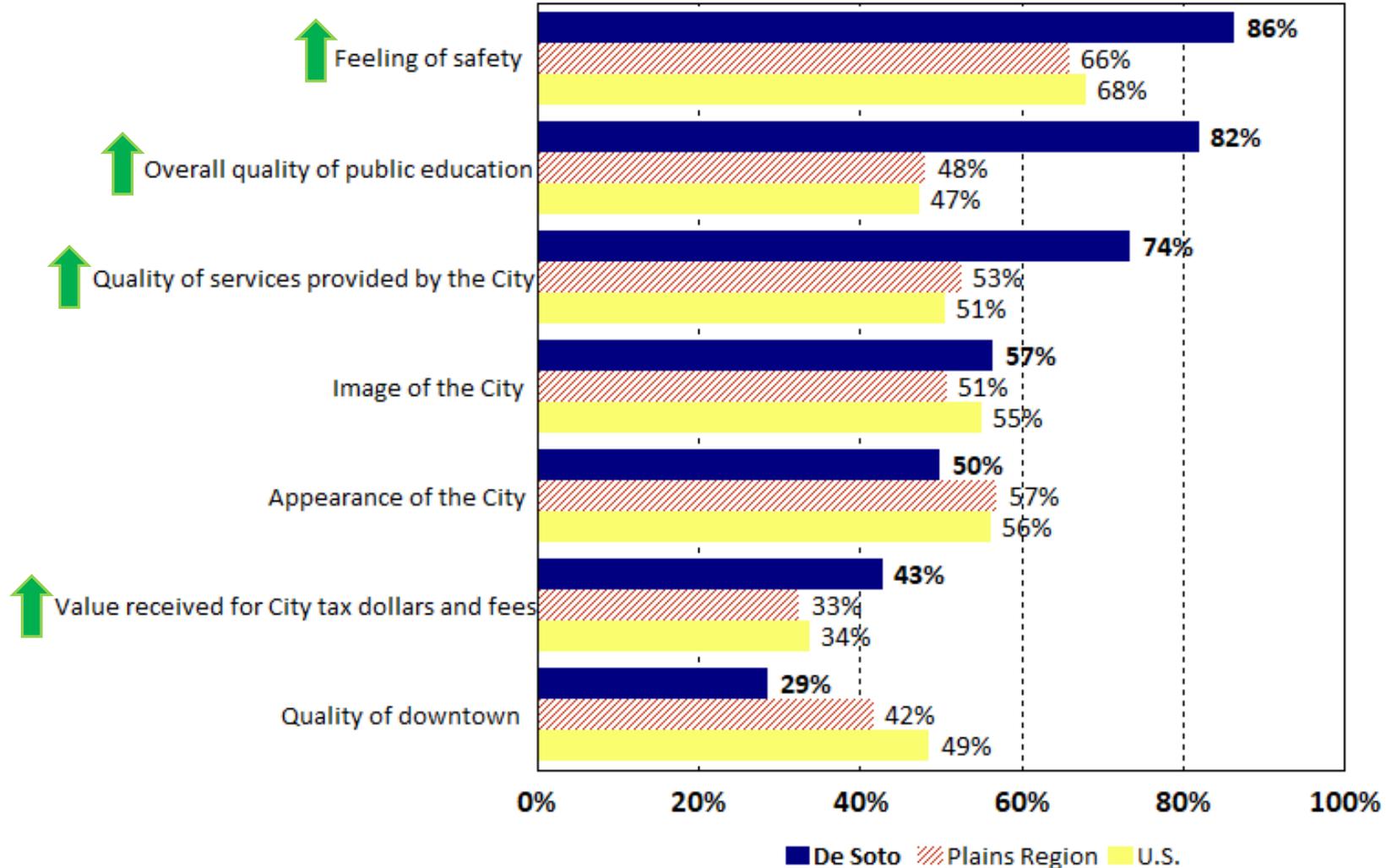


Significantly Higher Than U.S. Average: ↑

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)

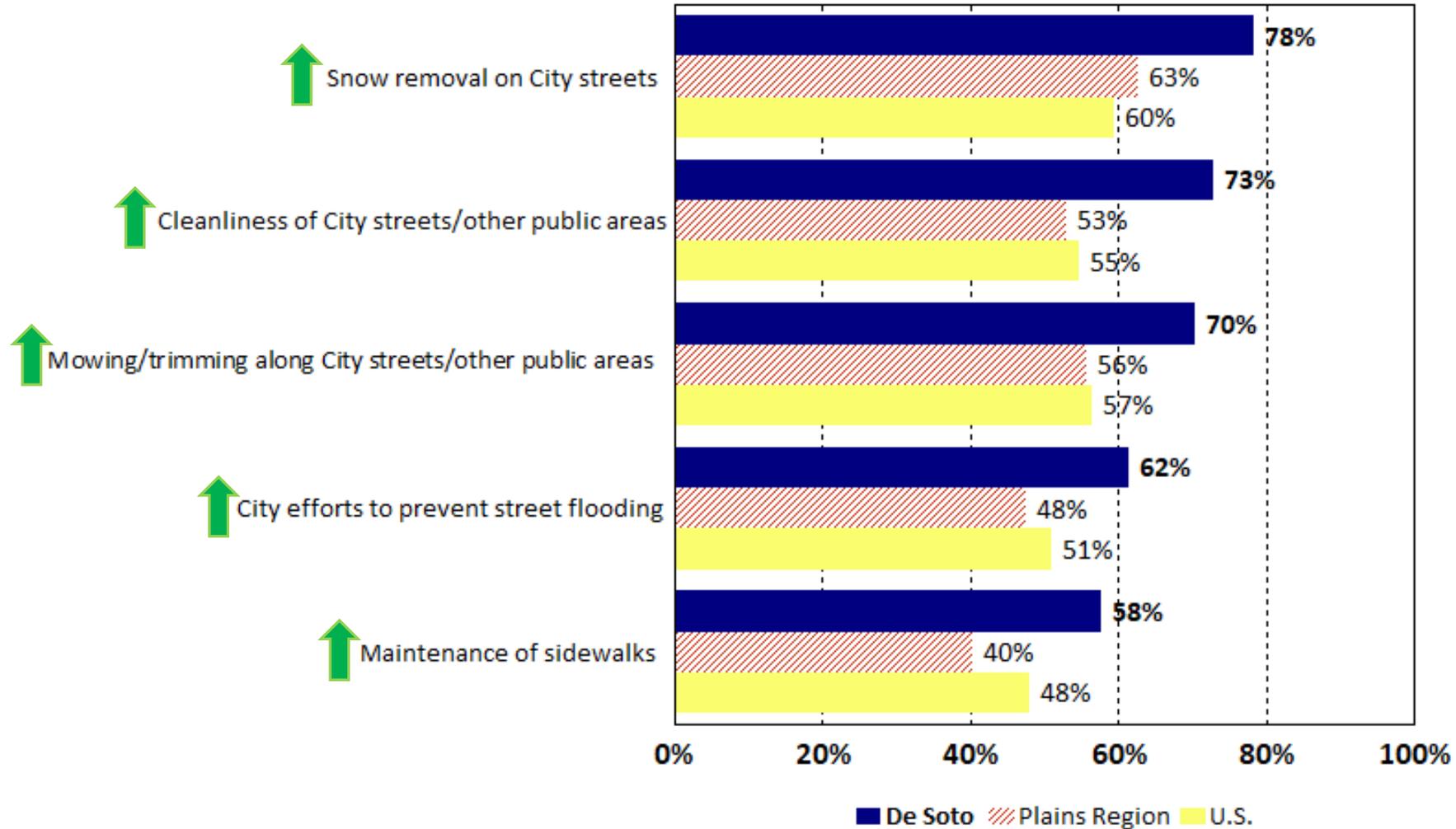


Significantly Higher Than U.S. Average: ↑

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)

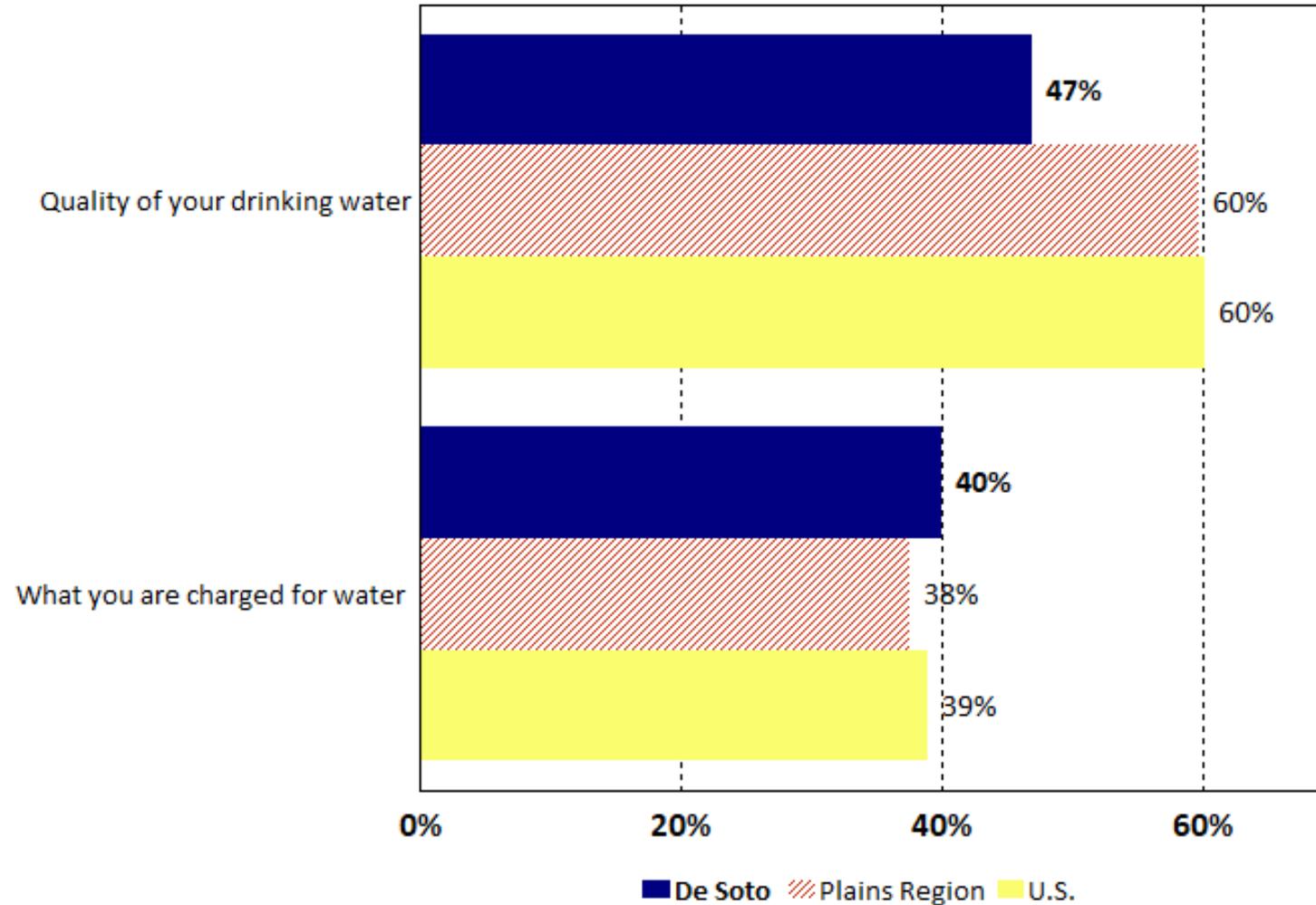


Significantly Higher Than U.S. Average: ↑

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)

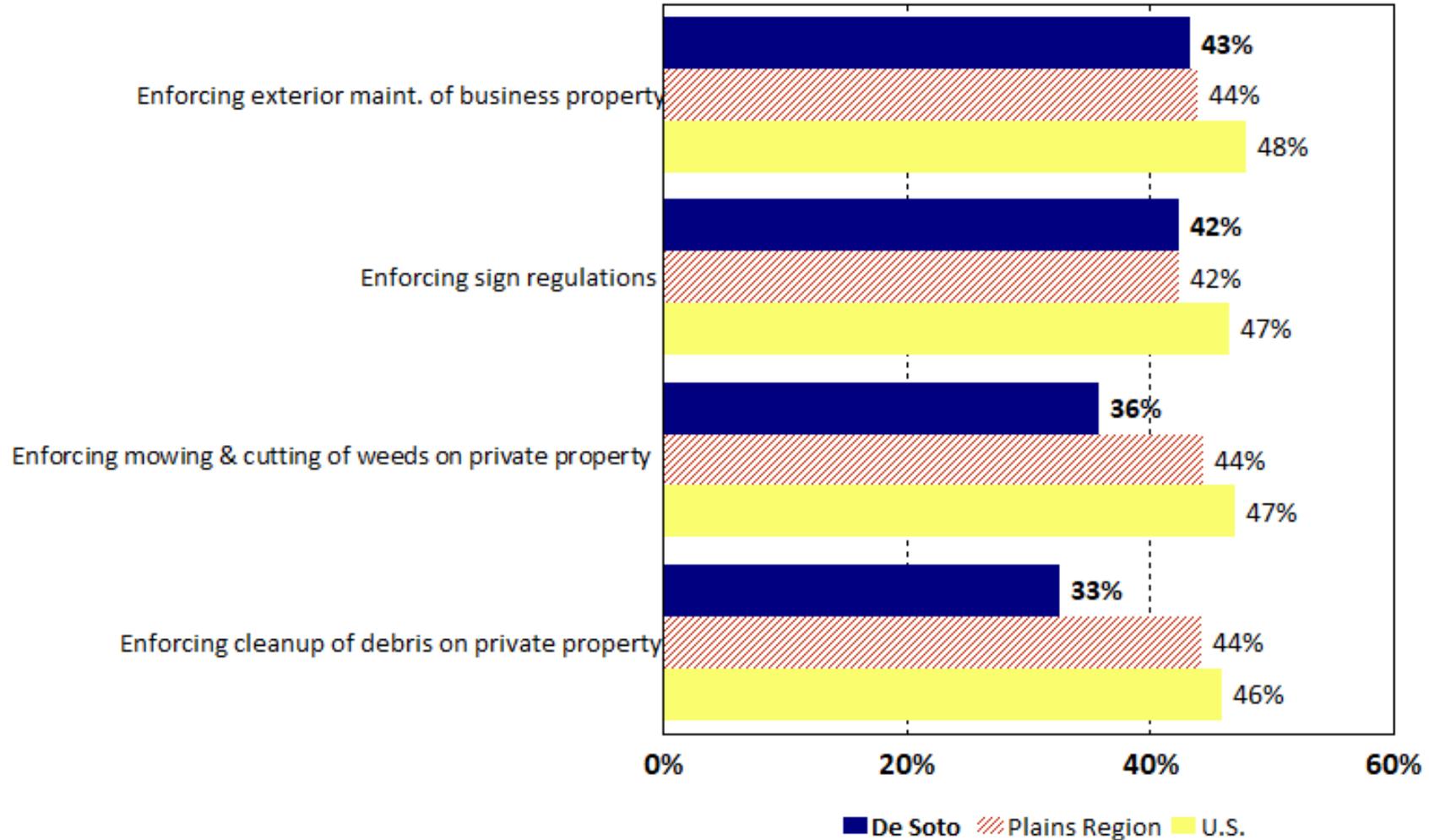


Significantly Higher Than U.S. Average: ↑

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)

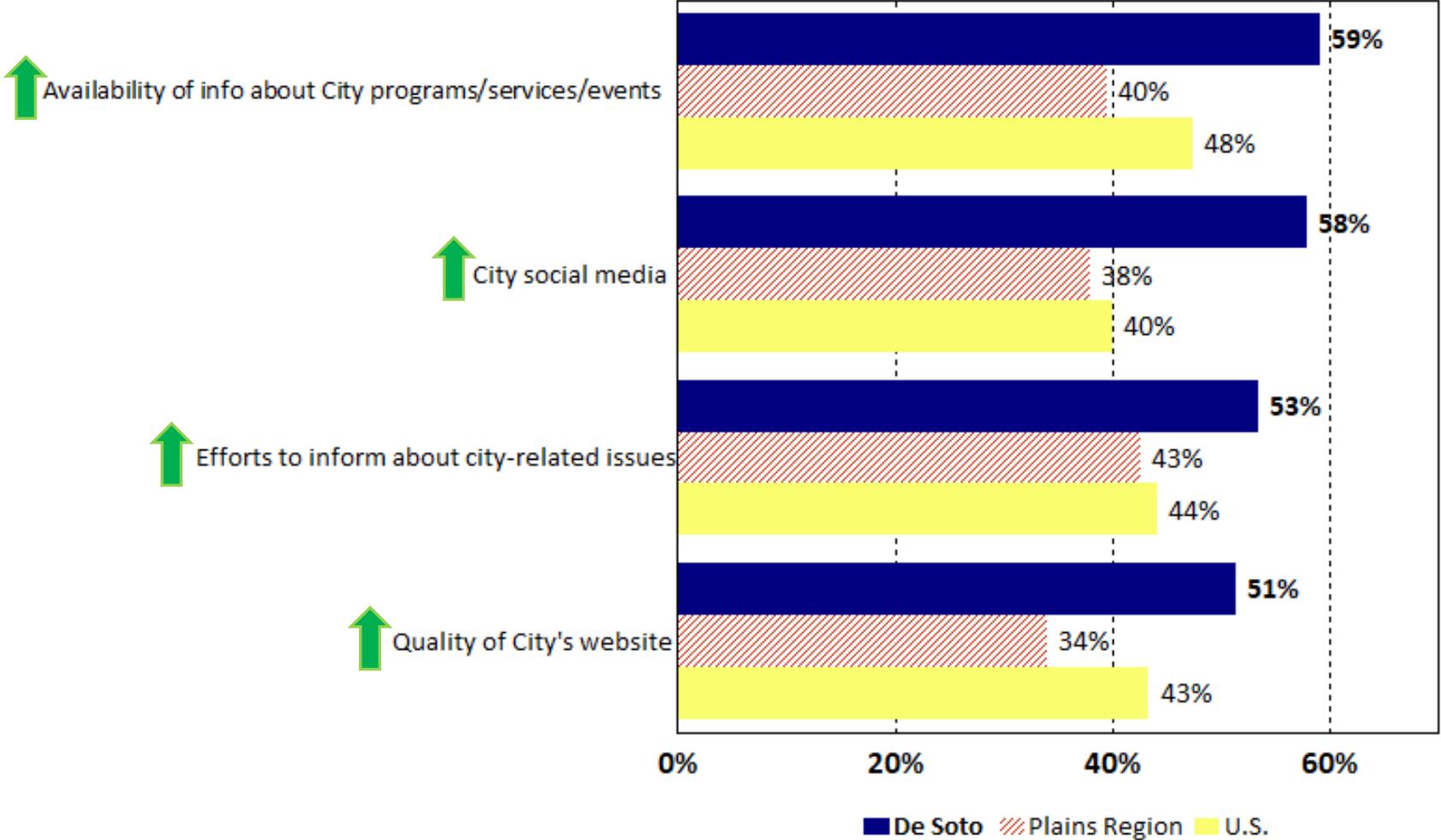


Significantly Higher Than U.S. Average: ↑

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)



Significantly Higher Than U.S. Average: ↑

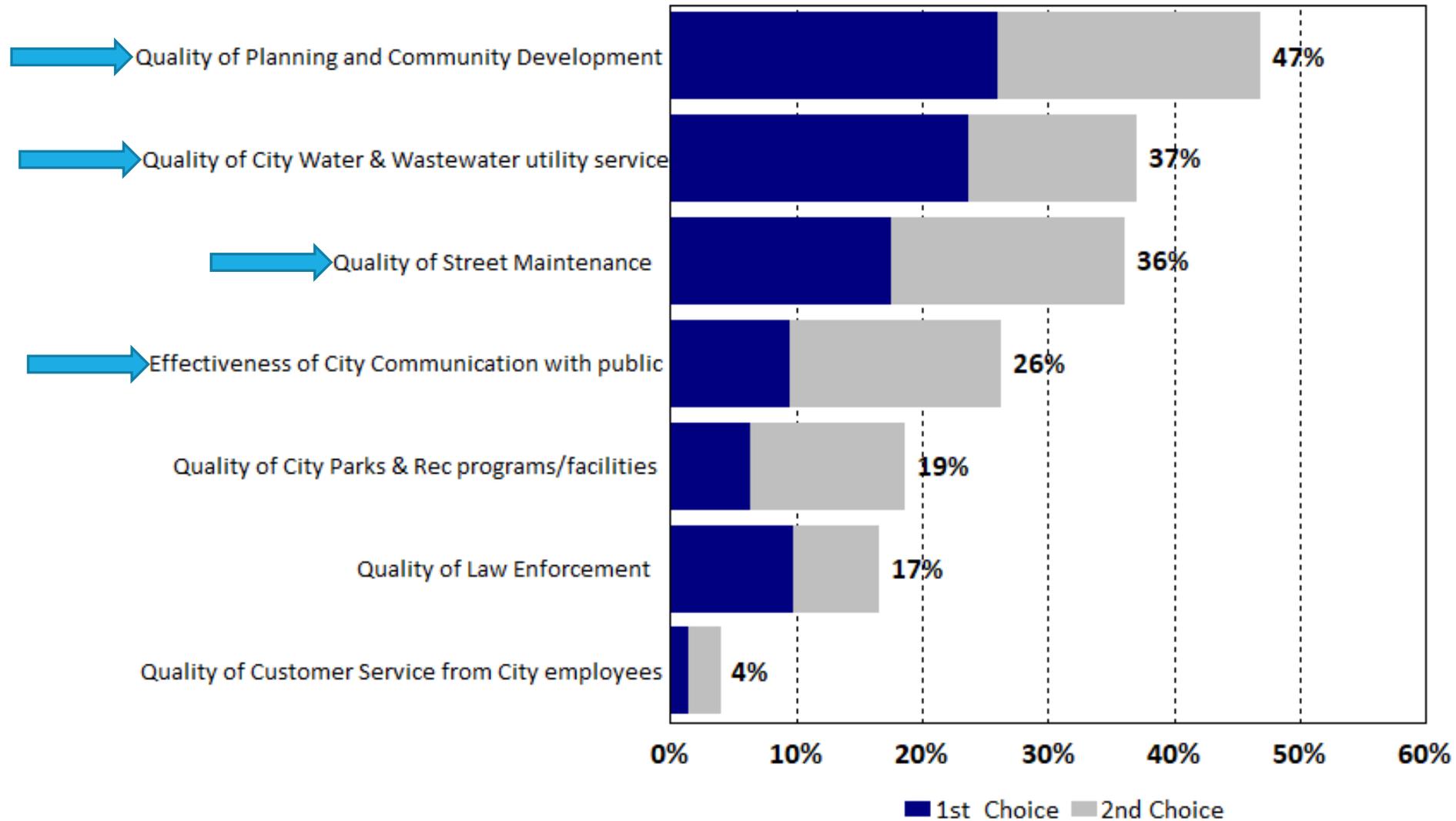
Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS



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



The Importance-Satisfaction Analysis relies on both satisfaction and importance ratings to determine priorities

2022 Importance-Satisfaction Rating

City of De Soto Citizen Satisfaction Survey

Overall

Category of Service	Most Important Rank	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Quality of Planning and Community Development	1	7	0.2350	1
Quality of City Water & Wastewater utility services	2	6	0.1636	2
Quality of Street Maintenance	3	4	0.1079	3
Effectiveness of City Communication with public	4	5	0.1049	4
Quality of City Parks & Rec programs/facilities	5	2	0.0524	5
Quality of Law Enforcement	6	3	0.0471	6
Quality of Customer Service from City employees	7	1	0.0099	7

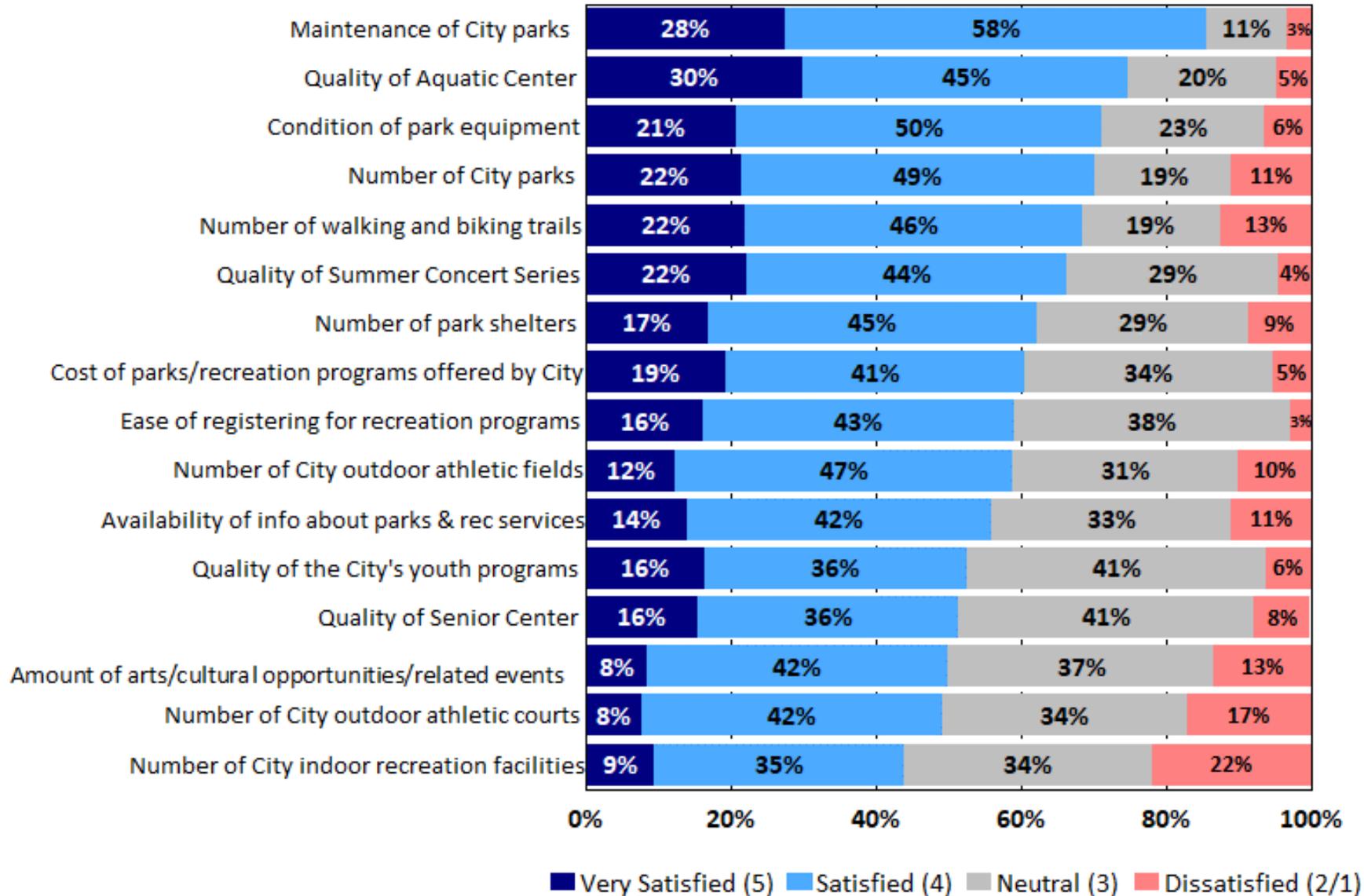
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Parks and Recreation

OVERALL SATISFACTION IS HIGH BUT OPPORTUNITIES EXIST

Q10. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't knows)



Overall satisfaction with core parks and recreation services is extremely high

Needs for Amenities and Programs

PROGRAMS

Special events (47%)

Nature based education/activities (41%)

Arts and culture programs (28%)

Senior programs (27%)

AMENITIES

Community parks (47%)

Walking paths/trails (46%)

Indoor all-purpose recreation facility (33%)

Miller Park improvements (33%)

Bike lanes (28%)

Riverfest Park band shelter/amphitheater (27%)

Splash pad (25%)

Aquatic Center upgrades (25%)

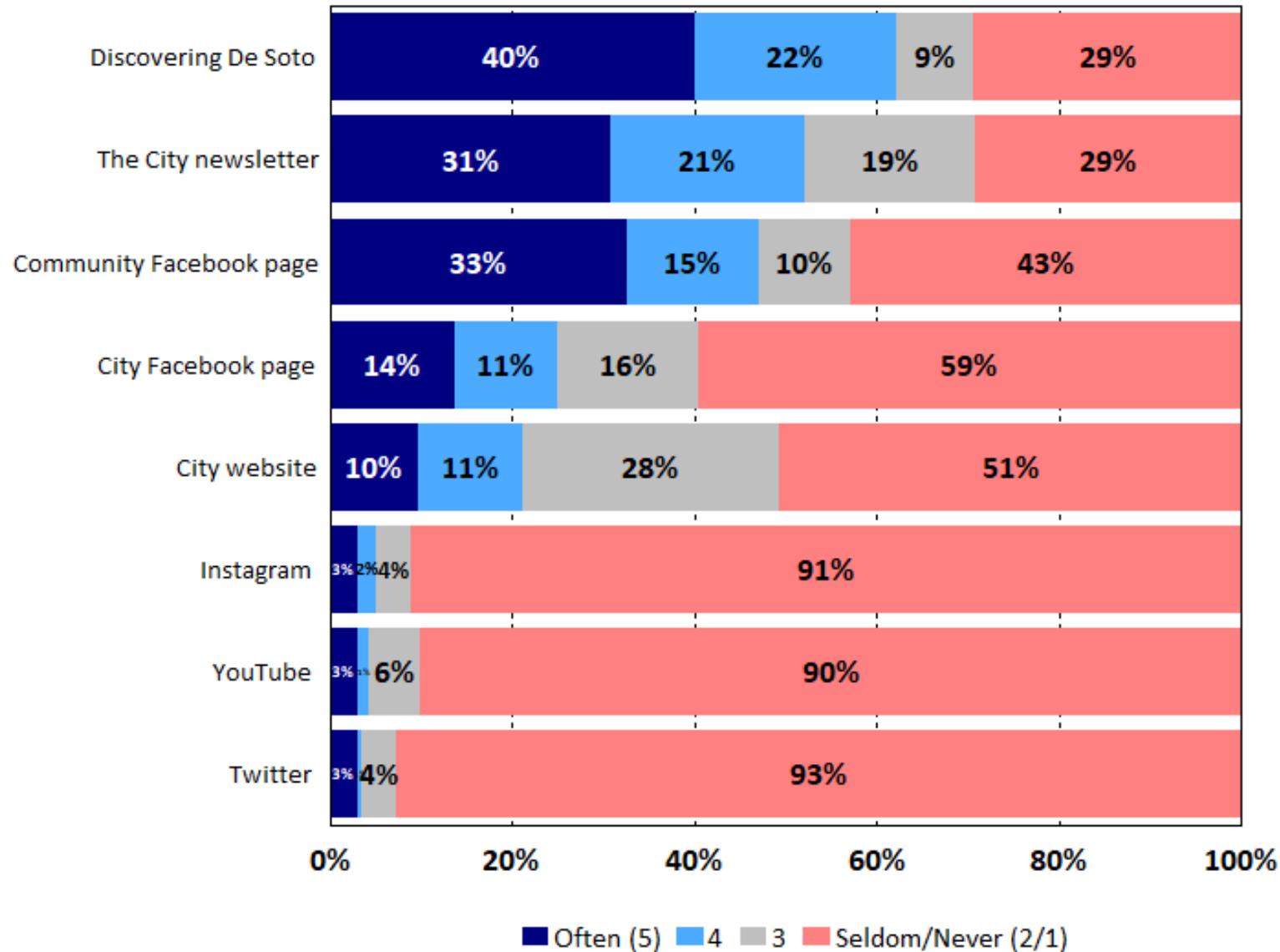
These programs and amenities were also the most important to households

Communication

ALTHOUGH A TOP PRIORITY, THE CITY IS PERFORMING VERY WELL
IN THIS AREA

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

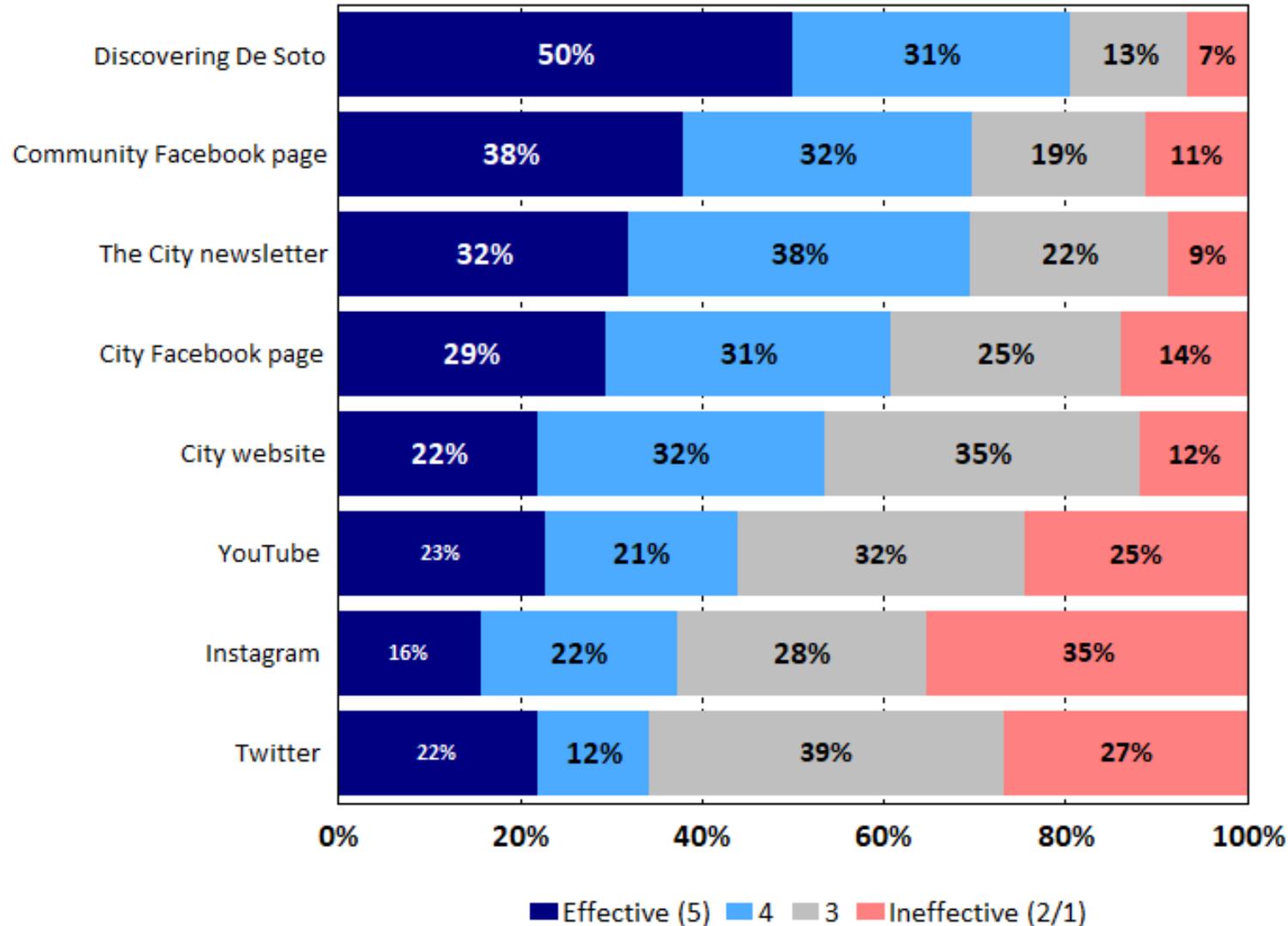
by percentage of respondents (excluding not provided)



We asked residents what communication sources they used and then to indicate how effective those sources are

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

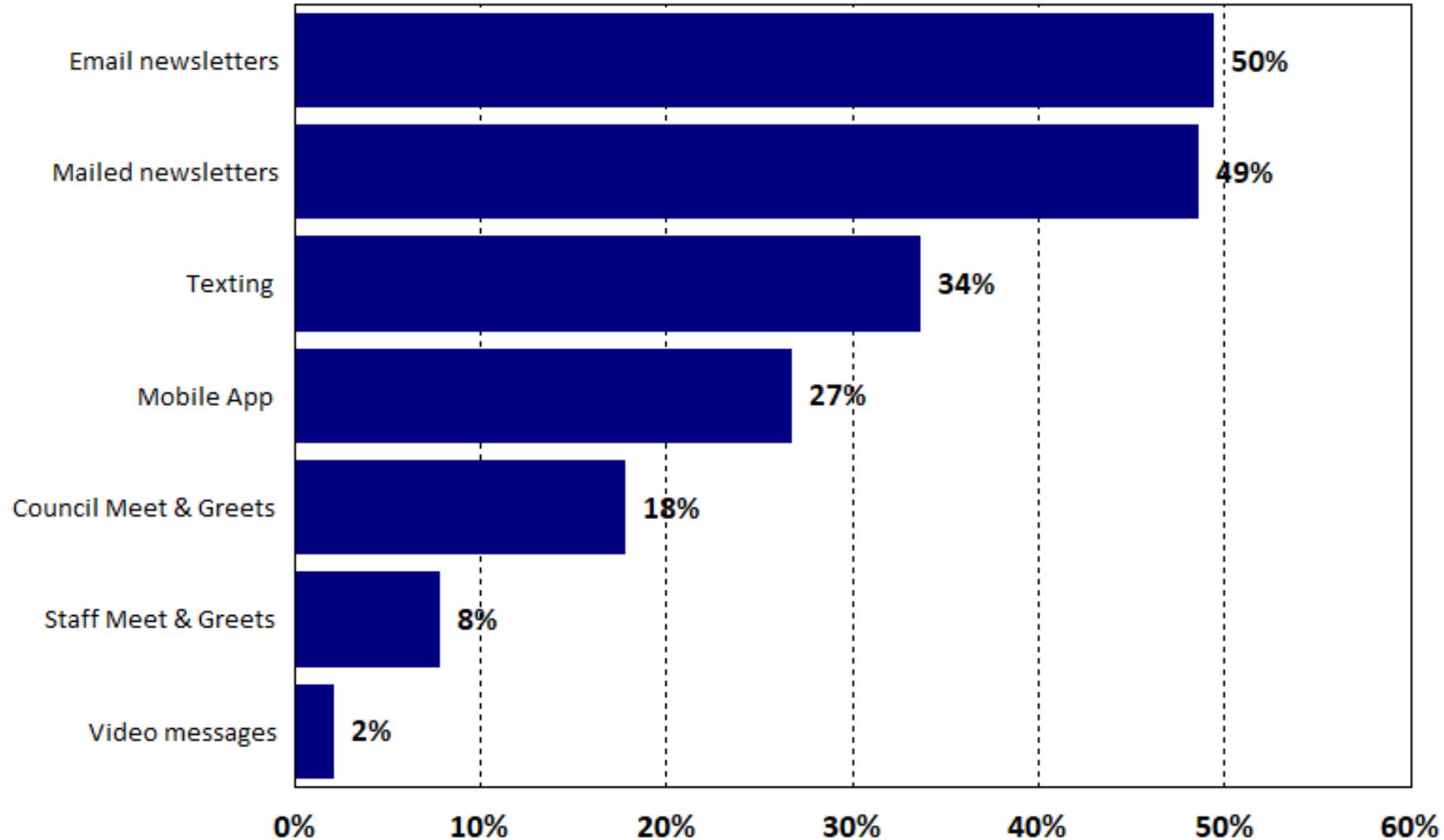
by percentage of respondents (excluding not provided)



The top three most effective communication sources were also the most used among respondents

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

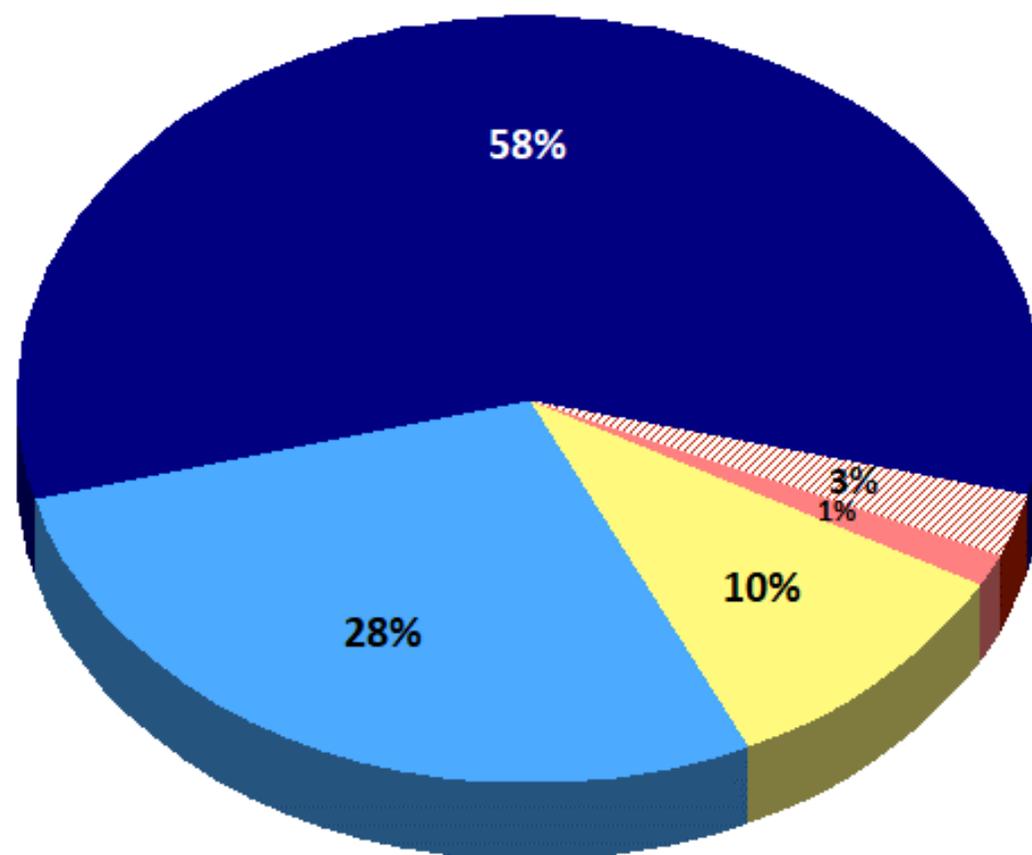
by percentage of respondents (up to three selections could be made)



To address the communication priorities the City should consider additional email/mailed newsletters

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

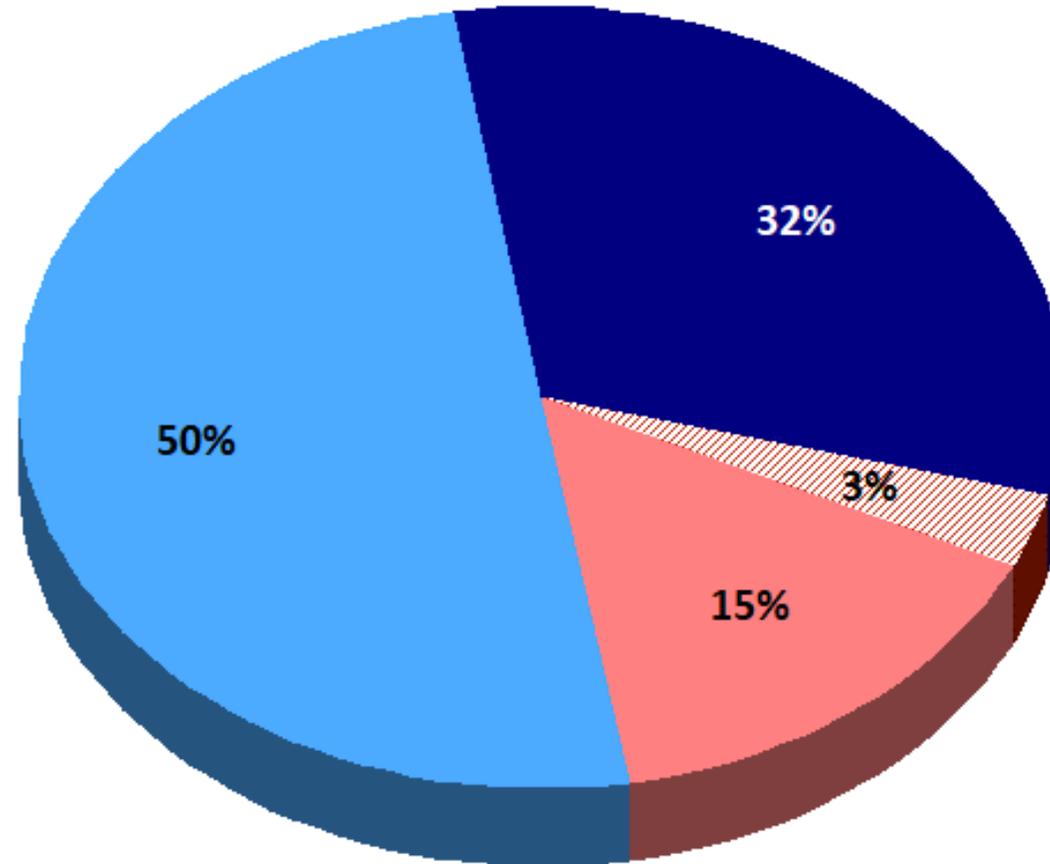
by percentage of respondents (excluding not provided)



■ Very interested ■ Interested ■ Neutral ■ Not interested ■ Not at all interested

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

by percentage of respondents (excluding not provided)

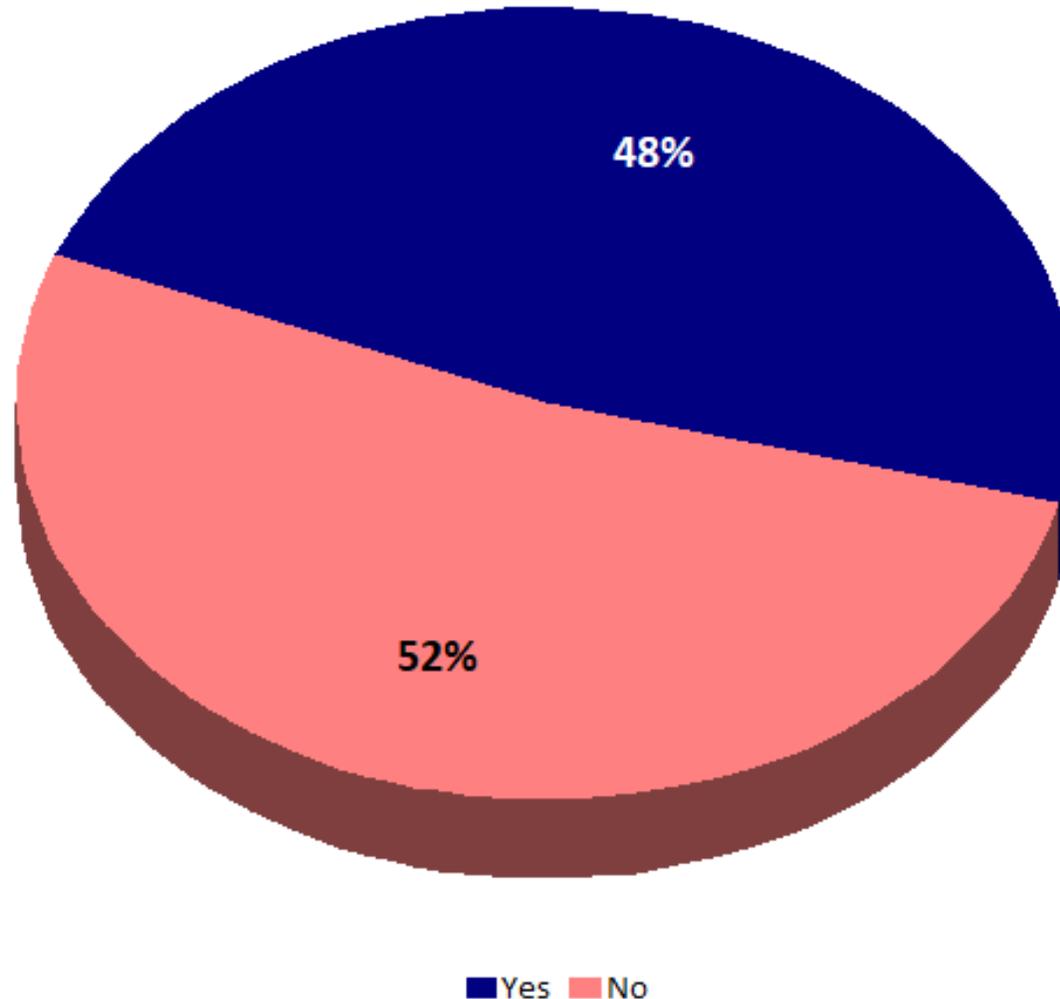


■ Very easy ■ Somewhat easy ■ Somewhat difficult ▨ Very difficult

64% of respondents indicated they have visited the website during the past 12 months

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?

- 52%: Very easy
- 33%: Somewhat easy
- 12%: Difficult
- 4%: Very difficult

Q19b. What department did you contact?

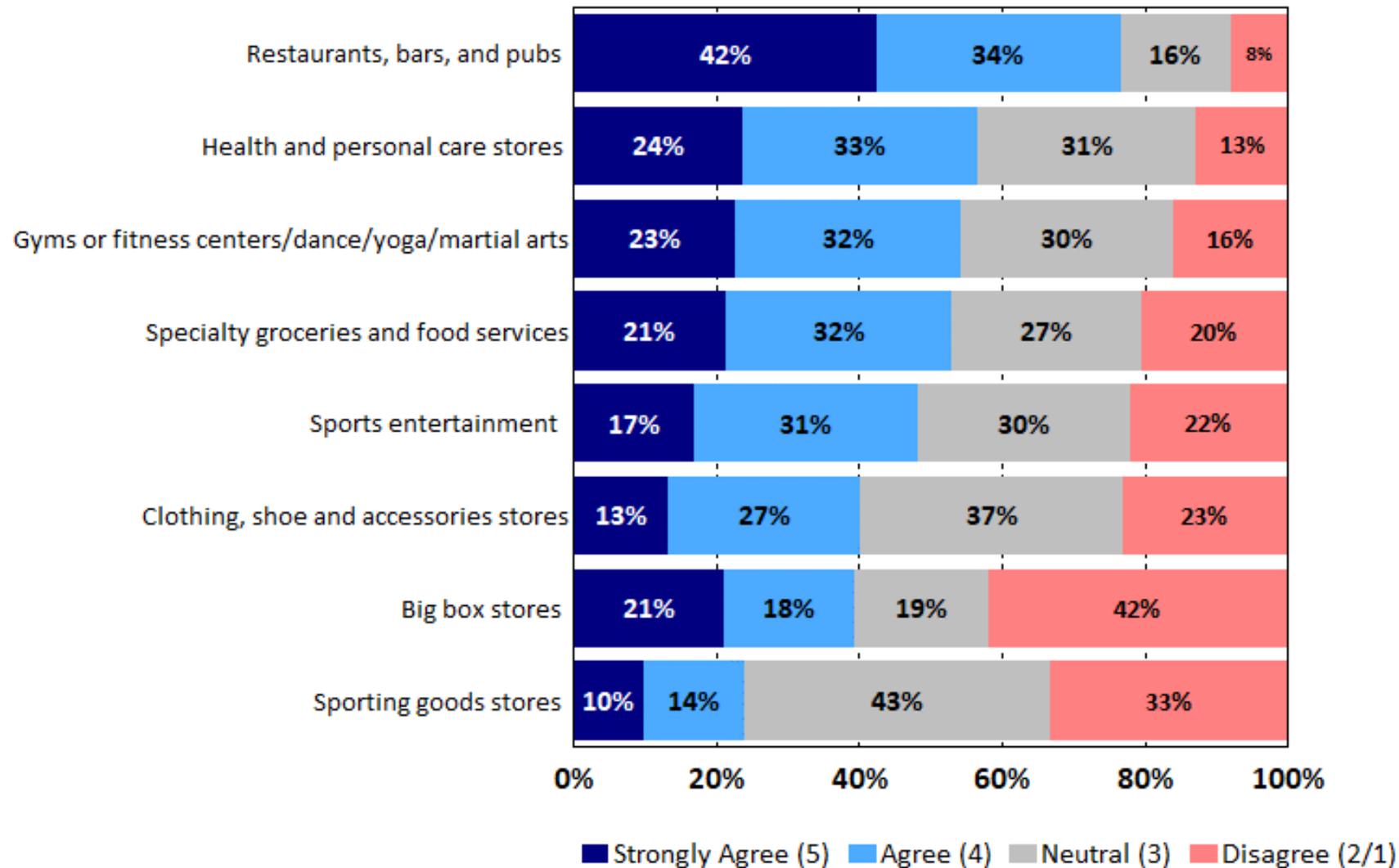
- 24%: Water
- 16%: Front office
- 15%: City Clerk
- 9%: Public Works (streets)
- 9%: Parks and Recreation
- 9%: Code Enforcement

Additional Findings

ADDITIONAL FINDINGS AND OPEN-ENDED RESPONSES

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

by percentage of respondents (excluding don't knows)



Q26. What Would You Improve About De Soto?

Word/Phrase	Count
Downtown	65
Restaurant	47
Street	46
Business	44
Store	34
Sidewalk	26
Water	25
Housing	22
Park	22
Property-Tax	19



Q23. What Three Words Would You Use to Describe De Soto?

Word/Phrase	Count
Friendly	162
Small	133
Quiet	98
Safe	96
Growing	49
Peaceful	33
Community	25
Quaint	21
Home	20
School	19
Convenient	17



Questions?

THANK YOU

