

City of Grandview Citizen Survey

Findings Report

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2019

Submitted to the City Grandview

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2019 City of Grandview Community Survey Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Grandview during the fall of 2019. The purpose of the survey was to help the City of Grandview identify and respond to resident concerns. Previous community surveys were conducted in 2012, 2005, and 2000.

The five-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Grandview. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Grandview from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 421 residents completing the survey. The overall results for the sample of 421 households have a precision of at least +/-4.78% at the 95% level of confidence.

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 Grandview with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflect the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2012 and 2005 community surveys,
- GIS maps that show the results of selected questions as maps of the City
- benchmarking data that shows how the results for the City of Grandview compare to other cities
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions of the City

Sixty percent (60%) of the residents surveyed, *who had an opinion*, rated the City as an “excellent” or “good” place to live. This is a 5% improvement from the 2012 survey results. Sixty-six percent (66%) of the residents surveyed, *who had an opinion*, rated the recent improvements & development in City as an “excellent” or “good”.

Overall Satisfaction with City Services

The major 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: the overall quality of police, fire and ambulance services (81%) and the overall quality of City parks & recreation programs & facilities (80%). Fifty percent (50%) or more respondents were “very satisfied” or “satisfied” with 6 of the 8 major categories of City services that were rated. City leaders have done a great job of ensuring overall satisfaction among residents is very high.

Satisfaction with Specific City Services

- **Police Services.** The highest levels of satisfaction with police services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: Professionalism of police department staff (73%), effectiveness of local police protection (71%) and how quickly police respond to emergencies (70%).
- **Fire and Emergency Medical Services:** Respondents were “very satisfied” and “satisfied” with all services provided by the fire and emergency medical services.

- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of City parks (73%) the maintenance of City parks (69%), and the City special events & festivals (69%). The three parks and recreation services respondents indicated should receive the most emphasis over the next five years were: affordability of Parks & Recreation fees, the quality of City recreation programs & activities offered and the maintenance of City.
- **City Communication.** The highest levels of satisfaction with City Communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: Content in City quarterly newsletter (Grandview Report) & Monthly Report (68%), and the overall usefulness of the City website (53%). The two most preferred method of receiving information were the quarterly Newsletter by mail and the City website. Utilization of the city website by residents has increased by 19% since 2012. Respondents indicated availability of information about City programs & services as the communication service that should receive the most emphasis over the next five year.
- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: Quality of City buildings (80%), and the maintenance of City buildings (75%).
- **Finance Services.** Fifty percent (50%) or more of respondents were “very satisfied” or “satisfied” with all aspects of finance services rated. Hours of service and services offered received the highest levels of satisfaction based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*.
- **Sanitary Sewer and Stormwater Management:** Residents were generally satisfied with the services provided by the sanitary and stormwater management department. The highest levels of satisfaction with Sanitary Sewer and Stormwater Management, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, was the rainwater drainage off city streets (56%).
- **Neighborhood Services:** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: enforcing sign regulations (45%), enforcing codes designed to protect public safety (45%).
- **Development:** Residents were asked to rate their level of support for the City’s current development for 6 different areas. Respondents were most supportive of retail development (73%), senior housing (64%) and office space development (63%).

Specific City Services that should receive the most emphasis over the next five years

- Police: City's overall efforts to prevent crime
- Major City Services: Overall maintenance of City streets, sidewalks, & buildings
- City Maintenance: Overall maintenance of streets in neighborhoods and major streets
- Park and Recreation: Affordability of Parks & Recreation fees
- Neighborhood Services: Enforcing clean-up of trash & debris on private property
- Fire and Emergency Medical Services: Effectiveness of local fire protection & rescue services

Additional Findings

- The number one item respondents go outside of Grandview to shop for was groceries.
- Seventy-four percent (74%) of respondents go outside of Grandview to shop at least once a week.

