



2023 COMMUNITY SATISFACTION SURVEY

Survey Findings Presented By:

Chris Tatham, CEO

ETC Institute

March 5, 2024



AGENDA

- Purpose & Methodology
- Four Things to Remember
- Major Findings
- Summary
- Questions





SURVEY PURPOSE

- Objectively assess satisfaction with the delivery of City services
- Measure trends over time
- Compare Olathe's performance with regional and national norms
- Help the City determine priorities for the community as part of the City's on-going planning process



SURVEY METHODOLOGY

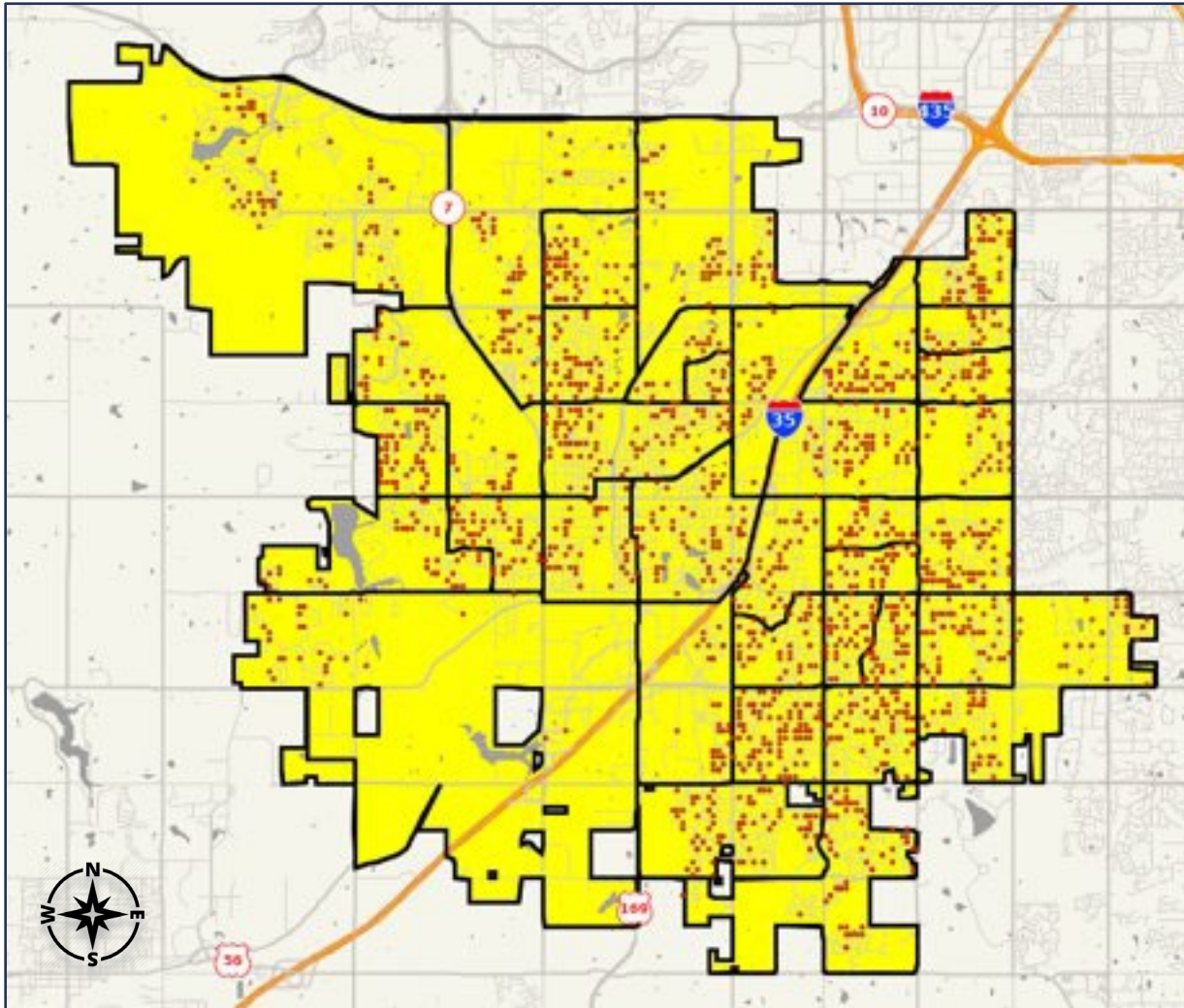
Survey Description:

- Two versions, alternated every other quarter
- 10-15 minutes to complete

Survey Administration:

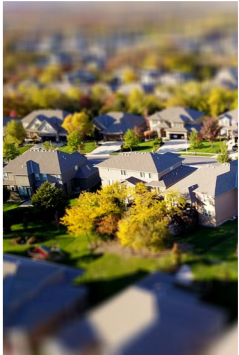
- By mail, email, and text to a random sample of households every quarter
- 1,999 residents completed the survey
- +/-2.2% at the 95% level of confidence

LOCATION OF SURVEY RESPONDENTS



Good representation of the City by location and demographic attributes including age, gender, race, and Hispanic ancestry.

FOUR THINGS TO REMEMBER



Residents continue to have a positive perception of the City, staff and leaders.



The City continues to set the standard in most areas! Overall satisfaction with City services was an incredible **44% above the U.S. average.**



Satisfaction with most City services has not changed significantly during the past year



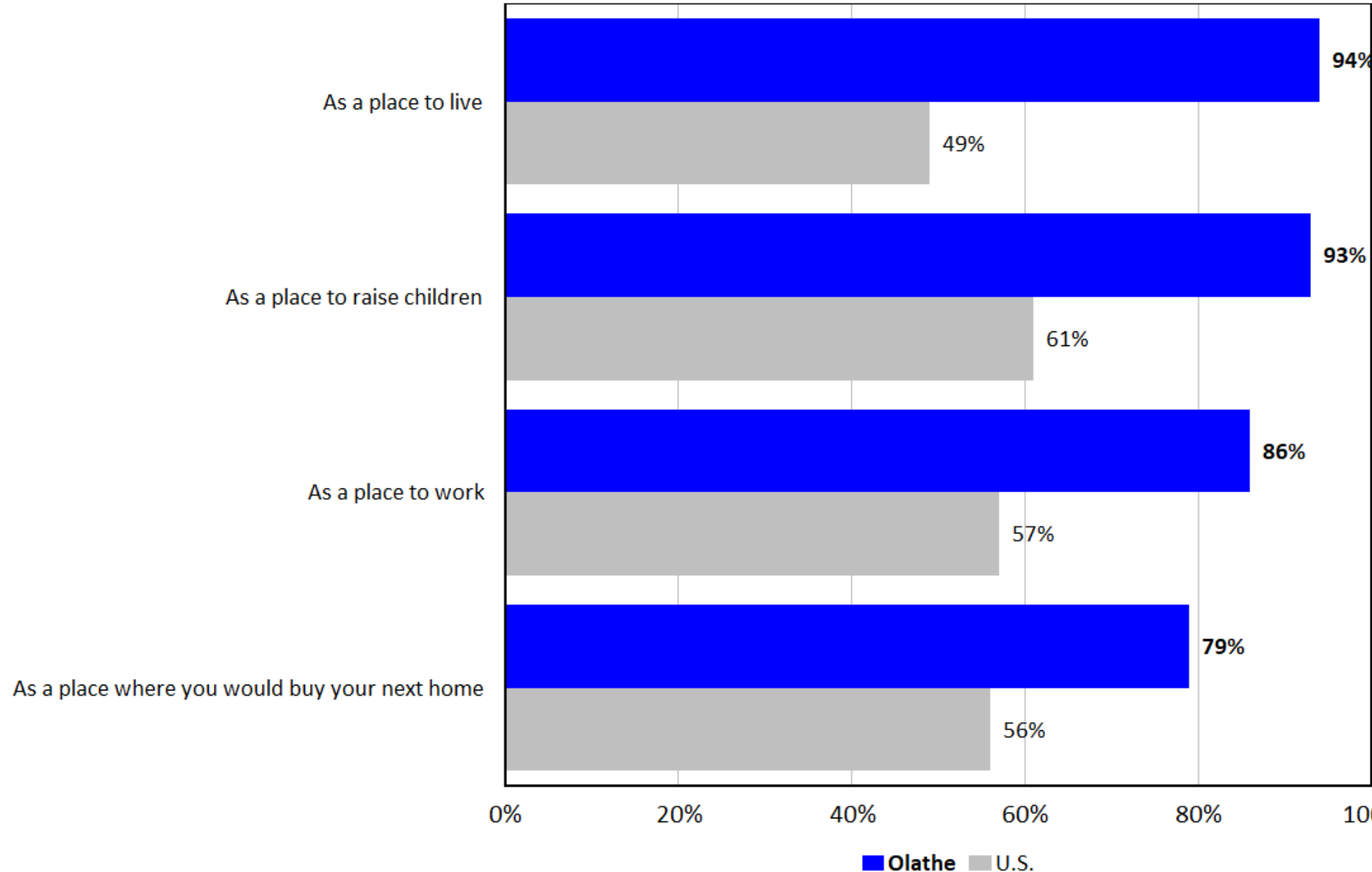
To sustain high ratings, the City should continue emphasizing investments in areas that are high priorities to residents like traffic flow, safety, and streets.

**OLATHE RESIDENTS HAVE
A POSITIVE PERCEPTION
OF THE CITY, ITS LEADERS,
AND STAFF.**

**More than
9 out of 10
Residents
Rate The City
as an
Excellent Or
Good Place To
Live and Raise
Children!**

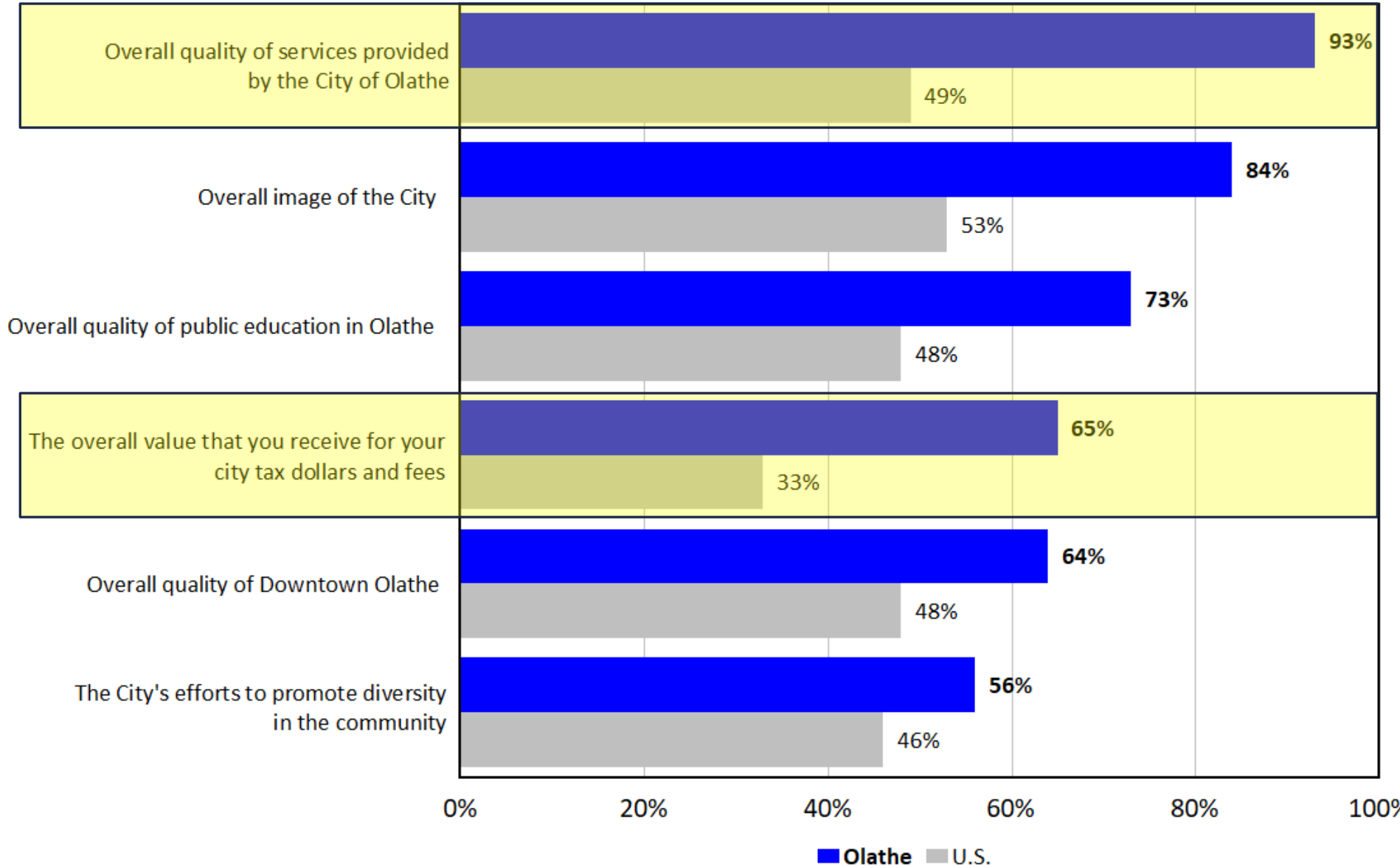
Ratings of The City Olathe vs. U.S. Average

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



Perceptions of the City Olathe vs. U.S. Average

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



Satisfaction with the Overall Quality of City Services is an Incredible 44% Above the National Average

Satisfaction with the Value Received for City Taxes & Fees is 32% Above the National Average

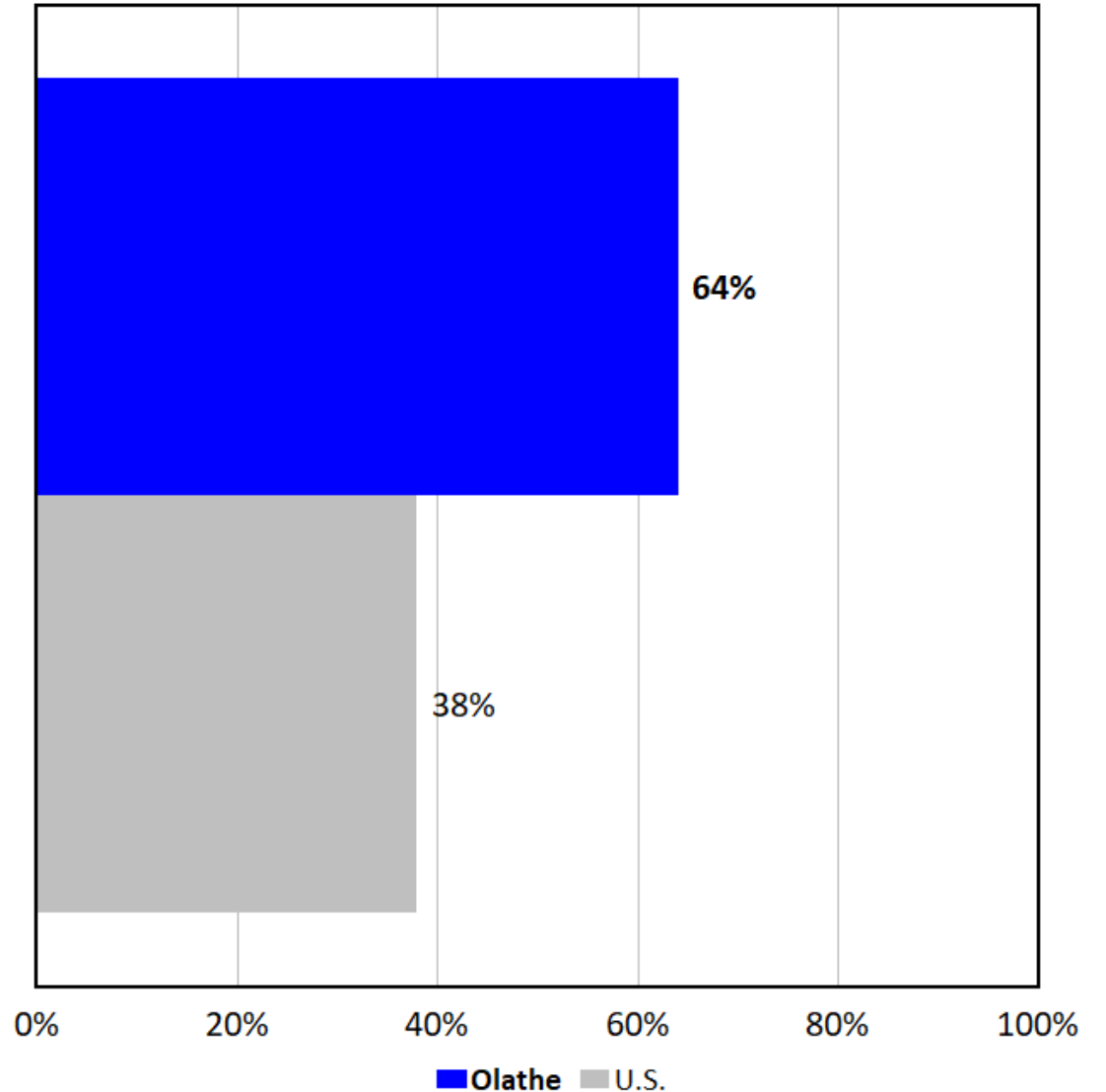
City Leadership

Olathe vs. U.S. Average

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

**Satisfaction
with City
Leadership
Is Nearly
Double the
National
Average**

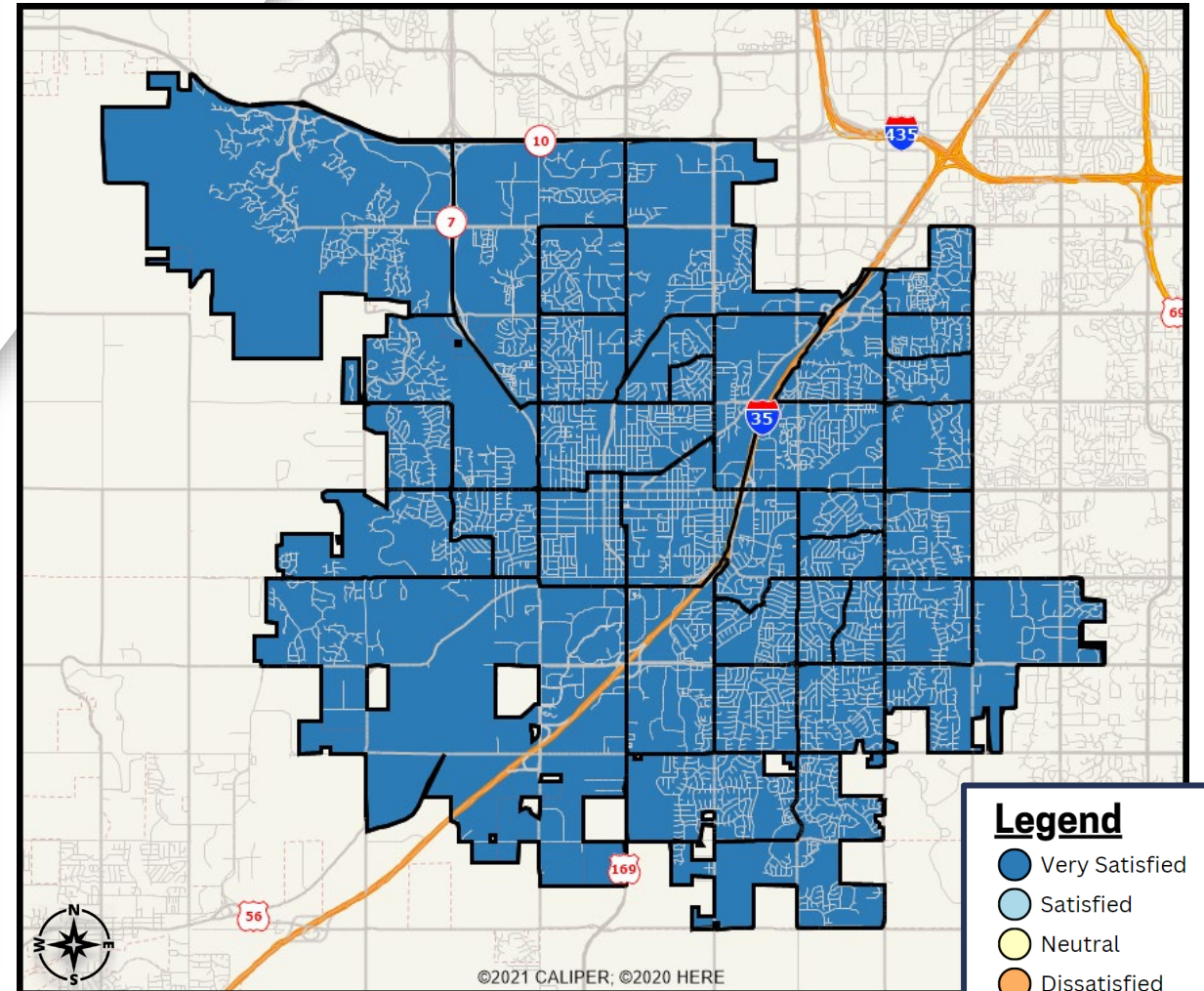
Overall quality of leadership provided by the
City's elected officials



**OLATHE IS SETTING THE
STANDARD FOR THE
NATION IN
MOST AREAS!**

**THE MEAN RATING
FOR PUBLIC
SAFETY IS VERY
HIGH IN ALL
AREAS OF THE
CITY!**

**LEVEL OF SATISFACTION WITH THE
OVERALL QUALITY OF POLICE, FIRE,
AND EMERGENCY MEDICAL SERVICES**



Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

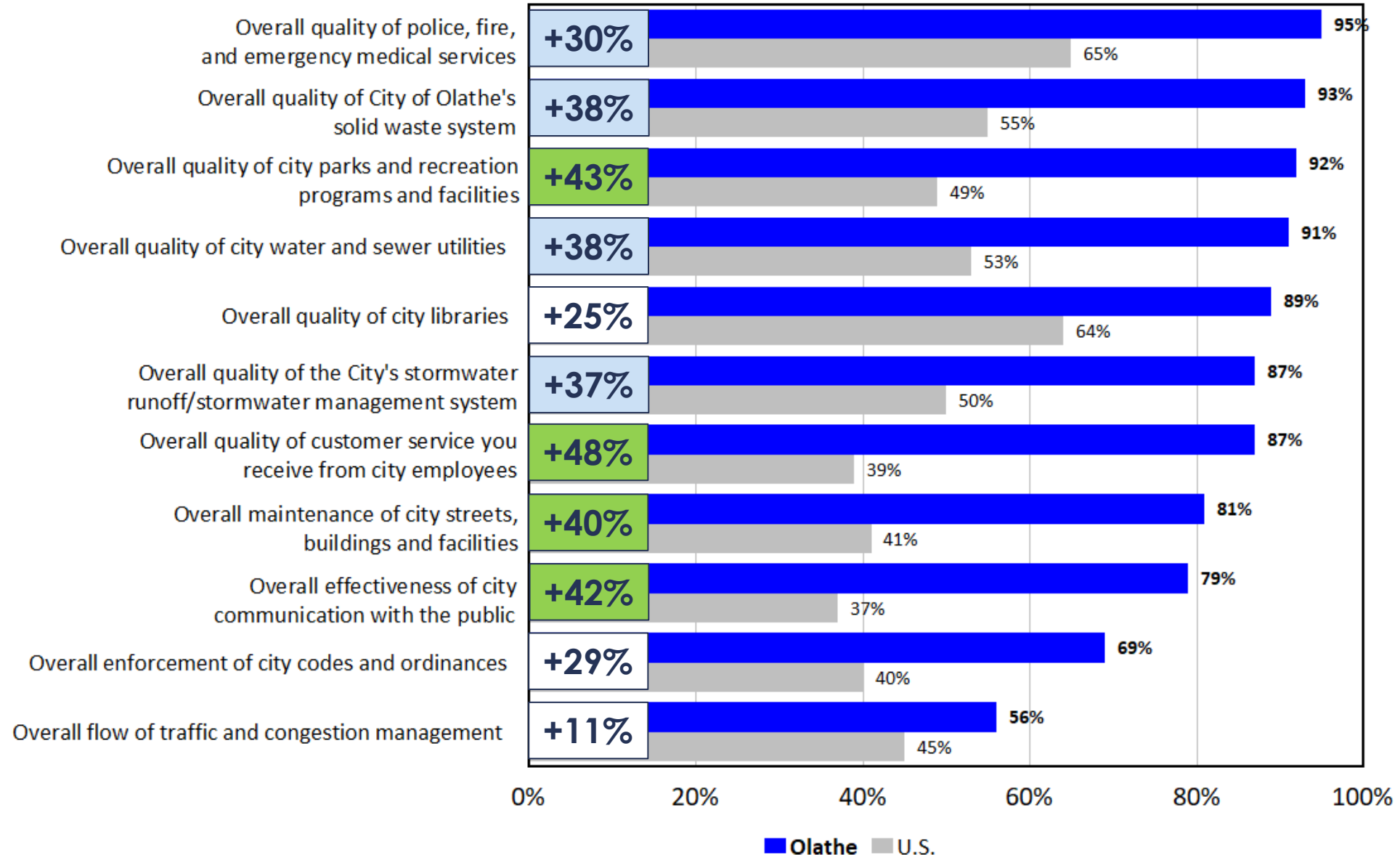
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Olathe Now Ranks More than 10% Above the National Average in Every Major Category of City Services!

Major Categories of Service Olathe vs. U.S. Average

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



25-29% ABOVE THE NATIONAL AVERAGE



Service	National Average	Olathe, KS	Difference
Overall enforcement of city codes and ordinances	40%	69%	29%
As a place to work	57%	86%	29%
Smell of your tap water	58%	86%	28%
Quality of leadership provided by the City's elected officials	38%	64%	26%
Mowing/trimming along streets/public areas	55%	81%	26%
Maintenance of streets in YOUR neighborhood	49%	75%	26%
Taste of your tap water	59%	85%	26%
Maintenance of streets in YOUR neighborhood	49%	75%	26%
Quality of stormwater system	50%	76%	26%
Overall quality of city libraries	64%	89%	25%
Overall quality of public education in Olathe	48%	73%	25%
Feeling of safety in your neighborhood at night	61%	86%	25%

30-39% ABOVE THE NATIONAL AVERAGE



Service	National Average	Olathe, KS	Difference
City's solid waste system	55%	93%	38%
Overall quality of city water and sewer utilities	53%	91%	38%
City's stormwater runoff/stormwater management system	50%	87%	37%
Snow removal on neighborhood streets	47%	84%	37%
City's curbside recycling program	56%	91%	35%
Snow removal on major city streets	58%	92%	34%
Overall quality of local police protection	53%	87%	34%
Overall value received for City tax dollars & fees	33%	65%	32%
Overall cleanliness of city streets	53%	85%	32%
As a place to raise children	61%	93%	32%
How quickly police respond to emergencies	56%	88%	32%
Overall image of the City	53%	84%	31%
Overall quality of your water service	52%	83%	31%
Overall quality of police, fire & emergency medical services	65%	95%	30%

40-50% ABOVE THE NATIONAL AVERAGE



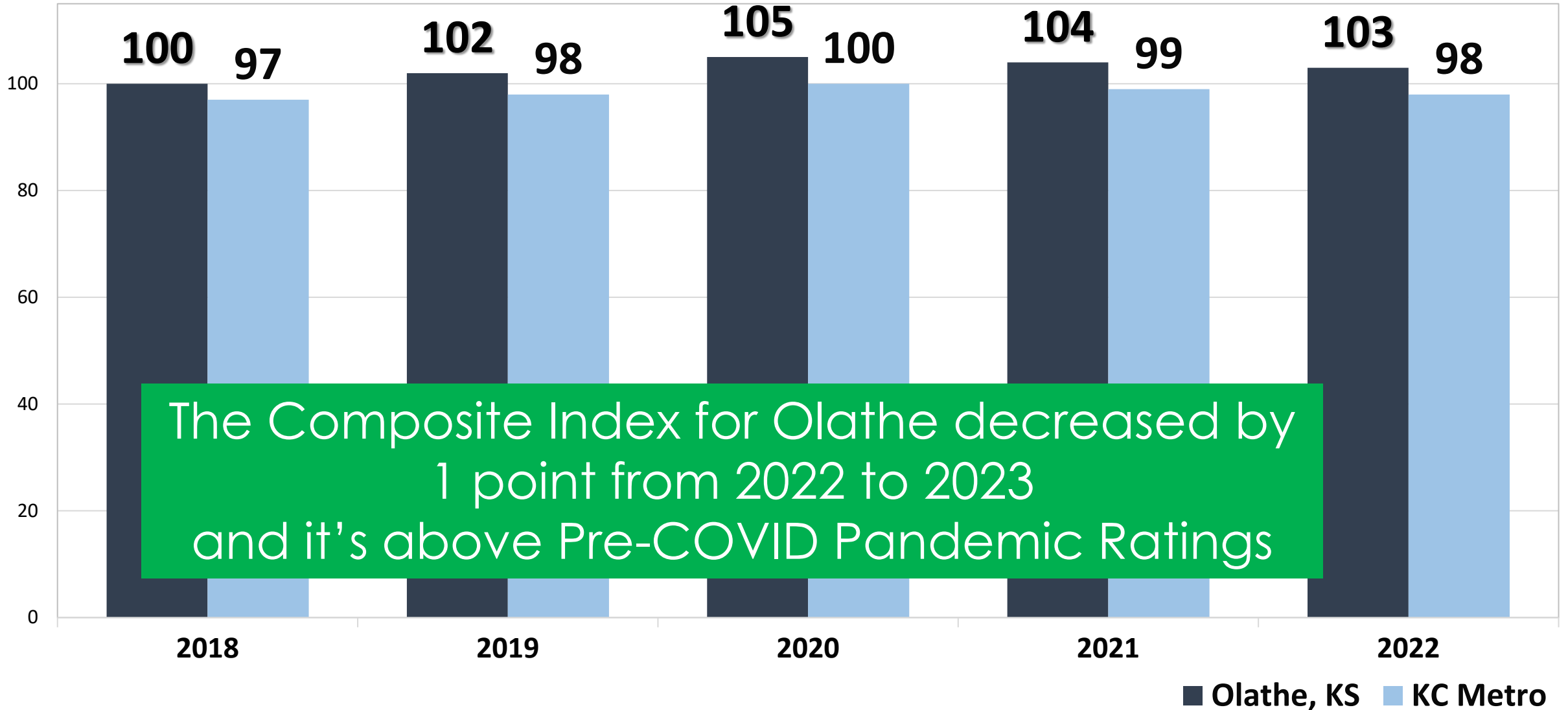
Service	National Average	Olathe, KS	Difference
Customer service you receive from City employees	39%	87%	48%
As a place to live	49%	94%	45%
Overall quality of services provided by the City	49%	93%	44%
City parks & recreation programs & facilities	49%	92%	43%
Overall quality of your trash service	55%	98%	43%
Household hazardous waste disposal service	41%	84%	43%
Effectiveness of City communication with the public	37%	79%	42%
Bulky item pick up/removal services	47%	89%	42%
Maintenance of streets, buildings & facilities	41%	81%	40%
Quality of yard waste removal	54%	94%	40%

**SATISFACTION LEVELS
HAVE NOT CHANGED
SIGNIFICANTLY DURING
THE PAST YEAR**

Overall Satisfaction Index By Year

2018 thru 2022

*Derived from the mean overall satisfaction rating provided by residents
Year 2012=100*



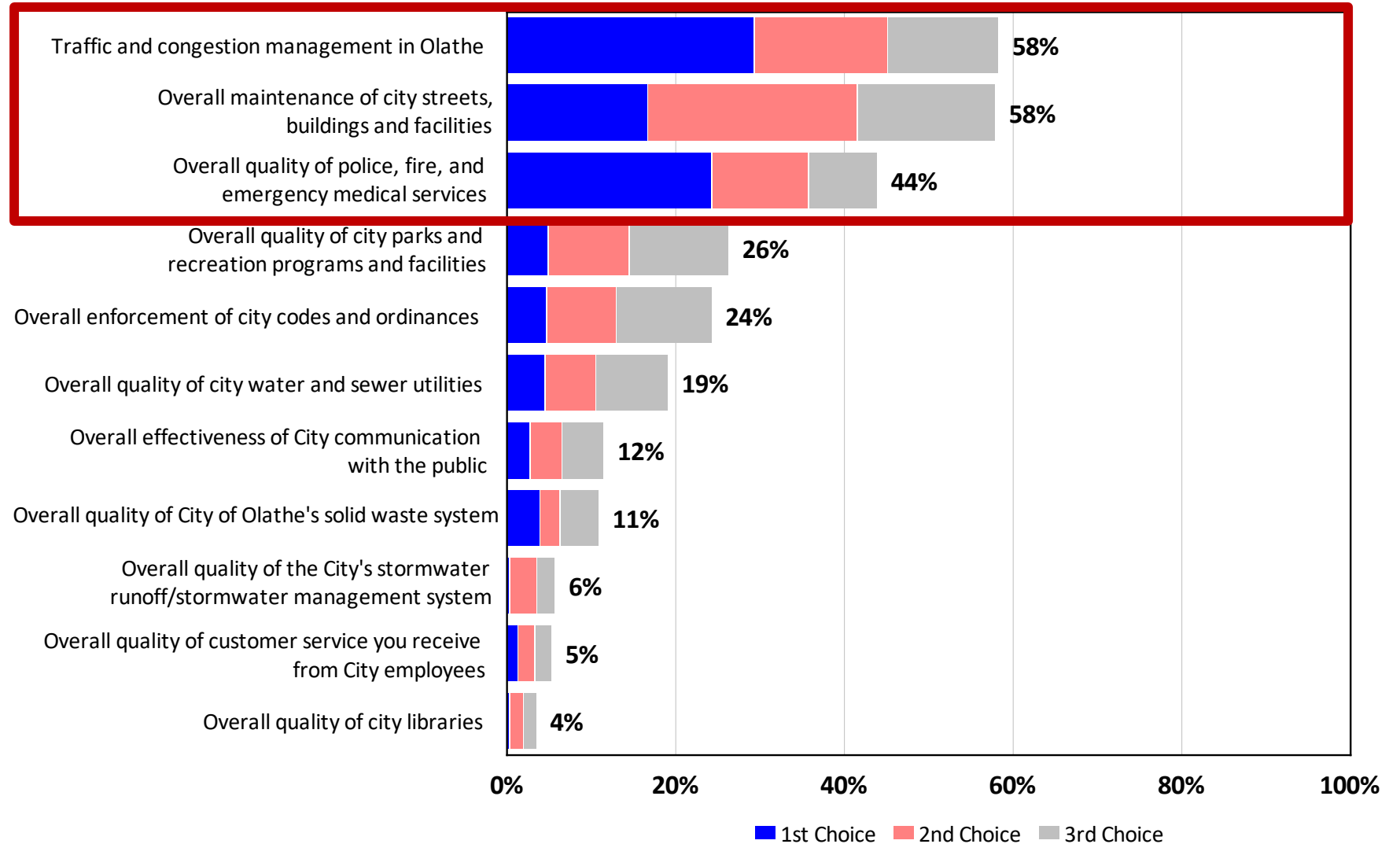
- **Although the Composite Index decreased by 1 point, most changes from 2022 to 2023 were not statistically significant**
- **Of more than 130 areas that were assessed in both years only**
 - 4 areas increased by 4% or more
 - 13 areas decreased by 4% or more

**TO REMAIN AT THE TOP,
THE CITY OF OLATHE
SHOULD CONTINUE TO
SEEK IMPROVEMENT IN
AREAS THAT ARE HIGH
PRIORITIES TO RESIDENTS.**

**Top three
most
important
major
categories...**

Q2. Major Categories of City Service That Should Receive the Most Emphasis From City Leaders

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



2023 Importance-Satisfaction Rating

Olathe, Kansas

Major Categories of City Service



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall flow of traffic and congestion management in Olathe	58%	1	56%	11	0.2570	1
High Priority (IS .10-.20)						
Overall maintenance of city streets, buildings and facilities	58%	2	81%	8	0.1096	2
Medium Priority (IS <.10)						
Overall enforcement of city codes and ordinances	24%	5	69%	10	0.0769	3
Overall effectiveness of city communication with the public	12%	7	79%	9	0.0247	4
Overall quality of police, fire, and emergency medical services	44%	3	95%	1	0.0207	5
Overall quality of city parks and recreation programs and facilities	26%	4	92%	3	0.0206	6
Overall quality of city water and sewer utilities	19%	6	91%	4	0.0177	7
Overall quality of City of Olathe's solid waste system	11%	8	93%	2	0.0076	8
Overall quality of the City's stormwater runoff/stormwater management system	6%	9	87%	6	0.0075	9
Overall quality of customer service you receive from city employees	5%	10	87%	7	0.0071	10
Overall quality of city libraries	4%	11	89%	5	0.0040	11

Management of Traffic Flow Was the Only Major Serve Category Classified as a “Very High Priority”

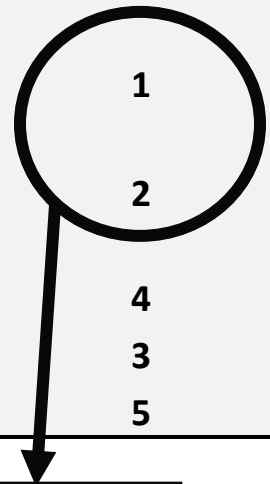
2023 Importance-Satisfaction Rating

Olathe, Kansas

Transportation Services

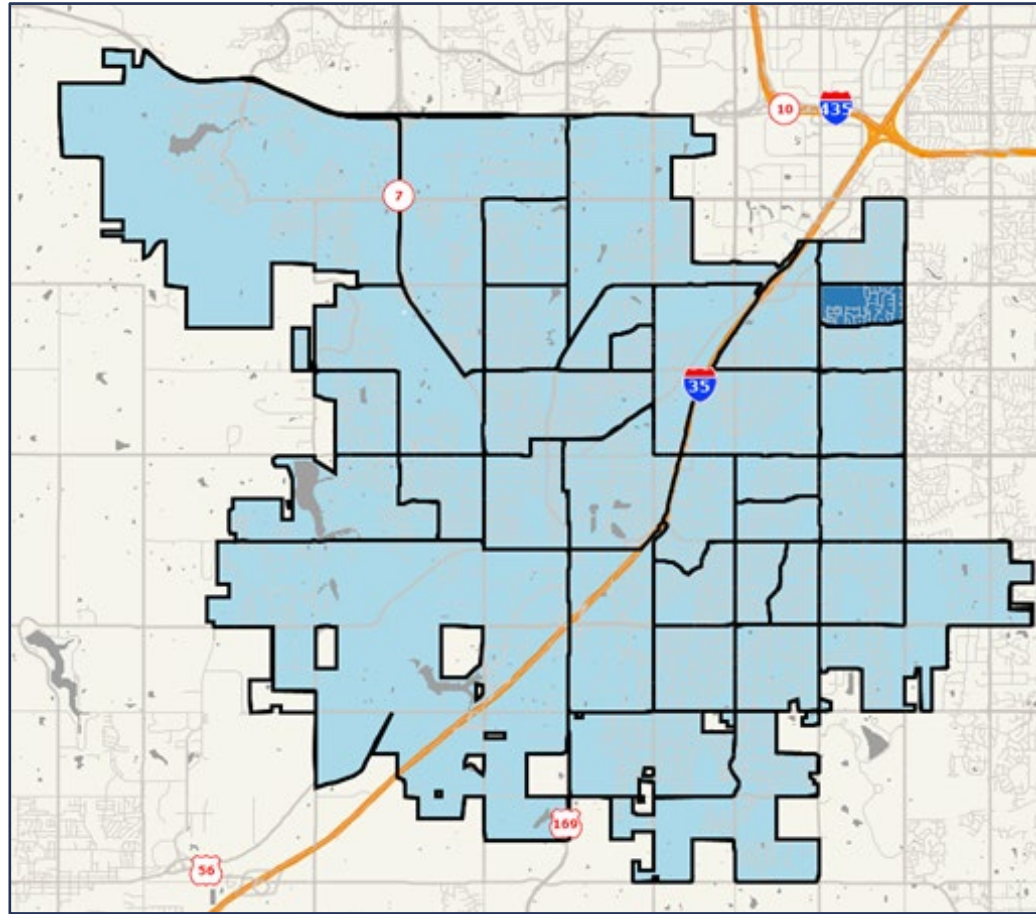


Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Ease of east/west travel in Olathe by car	57%	1	56%	3	0.2507	1
High Priority (IS .10-.20)						
Reliability of traffic signal timing or progression	44%	2	58%	2	0.1827	2
Medium Priority (IS <.10)						
Ease of pedestrian travel in Olathe	20%	4	55%	4	0.0917	3
Ease of north/south travel in Olathe by car	32%	3	73%	1	0.0888	4
Ease of travel by bicycle in Olathe	15%	5	42%	5	0.0842	5

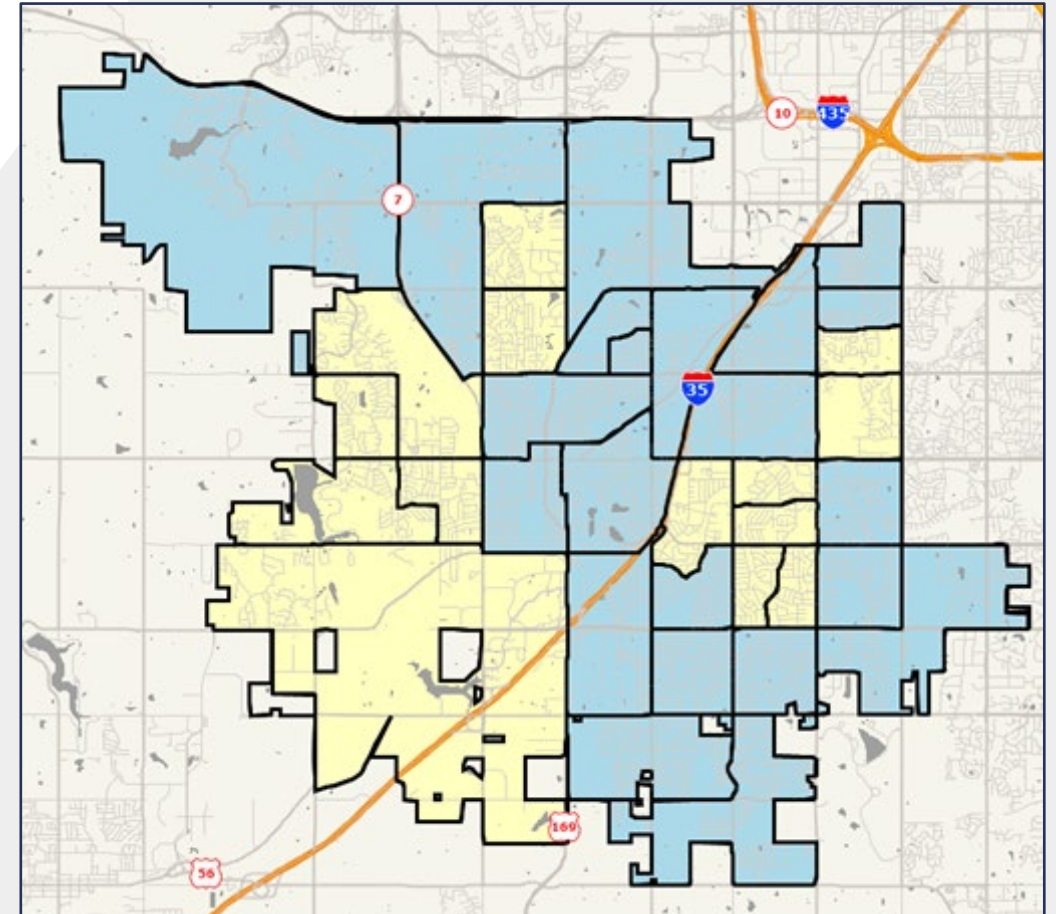


Ease of E-W travel and the Reliability of Traffic Signal Timing remain the top priorities for transportation improvements

BASED ON THE LEVEL OF SATISFACTION TRAFFIC FLOW, EAST-WEST TRAVEL SHOULD BE THE TOP PRIORITY



North-South



East-West

2023 Importance-Satisfaction Rating

Olathe, Kansas

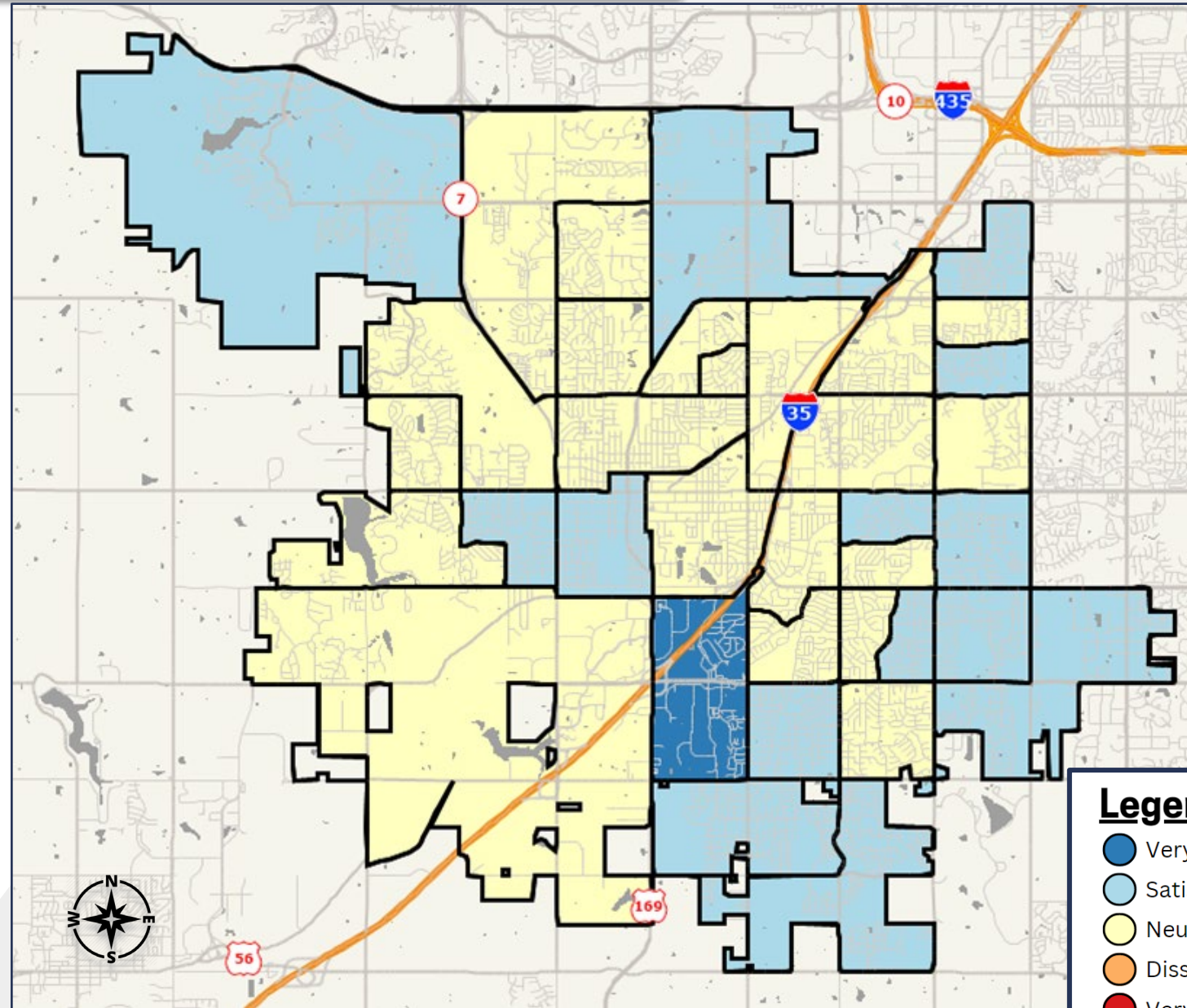
Code Enforcement



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Enforcing the clean-up of debris on private property	40%	1	51%	5	0.1972	1
Enforcing the mowing and cutting of weeds on private property	33%	2	53%	4	0.1570	2
Enforcing the exterior maintenance of residential property	26%	3	51%	6	0.1257	3
Medium Priority (IS <.10)						
Enforcing the exterior maintenance of business property	21%	4	59%	3	0.0865	4
Enforcing sign regulations	16%	5	61%	2	0.0630	5
Professionalism of code enforcement employees	9%	6	62%	1	0.0334	6

Clean-up of debris on private property and enforcing the exterior maintenance of residential property were the two lowest rated items on the survey.

LEVEL OF SATISFACTION WITH THE ENFORCEMENT OF THE CLEAN-UP OF DEBRIS ON PRIVATE PROPERTY



Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

ETC

2023 Importance-Satisfaction Rating

Olathe, Kansas

City Maintenance



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall maintenance of city streets	47%	1	77%	9	0.1081	1
Medium Priority (IS <.10)						
Maintenance of sidewalks in Olathe	26%	2	63%	11	0.0942	2
Maintenance of streets in YOUR neighborhood	19%	3	75%	10	0.0485	3
Adequacy of city street lighting	19%	4	78%	7	0.0423	4
Snow removal on neighborhood streets	16%	5	84%	4	0.0250	5
Overall cleanliness of city streets	13%	6	85%	3	0.0193	6
Maintenance of curbs and gutters on city streets	9%	9	80%	6	0.0179	7
Quality of landscaping in median on city streets	8%	10	78%	8	0.0171	8
Mowing and trimming along city streets and other public areas	9%	8	81%	5	0.0164	9
Snow removal on major city streets	11%	7	92%	1	0.0084	10
Cleanliness of city buildings (City Hall, Community Center, etc.)	2%	11	91%	2	0.0022	11

Overall Maintenance of City Streets Was Slightly Above the Threshold for Being Classified as a “High Priority”



2023 Importance-Satisfaction Rating

Olathe, Kansas

Public Safety



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
The City's efforts to prevent crime	33%	1	72%	9	0.0939	1
The visibility of police in neighborhoods	25%	2	73%	7	0.0681	2
Enforcement of local traffic laws	17%	3	67%	11	0.0556	3
The visibility of police in retail areas	16%	4	71%	10	0.0464	4
Quality of animal control	8%	9	72%	8	0.0234	5
Overall quality of local police protection	14%	5	87%	6	0.0185	6
How quickly police respond to emergencies	12%	7	88%	5	0.0144	7
How quickly fire/emergency medical services personnel respond to emergencies	13%	6	93%	1	0.0092	8
Professionalism of employees from police department	6%	10	88%	4	0.0076	9
Overall quality of local fire protection/emergency medical services	8%	8	92%	3	0.0066	10
Professionalism of employees from fire/emergency medical services	2%	11	92%	2	0.0012	11

No Items Were Classified as a “High” or “Very High Priority”



Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Senior recreation opportunities	13%	4	65%	18	0.0454	1
Fees charged for recreation programs	9%	7	63%	19	0.0345	2
Condition of restrooms in public parks	8%	8	69%	17	0.0257	3
City swimming pools	12%	5	81%	10	0.0229	4
Maintenance of walking and biking trails	17%	2	87%	3	0.0226	5
Number of walking and biking trails	13%	3	84%	6	0.0209	6
Other city recreation programs, such as classes, special population trips, and special events	6%	10	73%	13	0.0165	7
Maintenance of city parks	27%	1	94%	1	0.0162	8
The City's youth athletic programs	6%	9	77%	12	0.0140	9
Number of city parks	11%	6	88%	2	0.0125	10
Special events sponsored by the City (park concerts & July 4th Fireworks)	5%	11	84%	8	0.0081	11
Ease of registering for programs	3%	14	72%	15	0.0079	12
The City's adult athletic programs	2%	15	71%	16	0.0065	13
Quality of the City's indoor recreation facilities	4%	13	84%	7	0.0060	14
Quality of outdoor athletic fields	4%	12	86%	4	0.0053	15
Condition and maintenance of Olathe Memorial Cemetery, located at the intersection of Harold and Northgate	1%	16	83%	9	0.0014	16
Quality of the Olathe Parks and Recreation Activity Guide	1%	17	81%	11	0.0012	17
Quality of services provided by Olathe Memorial Cemetery	0%	19	72%	14	0.0011	18
Professionalism of Parks and Recreation employees	1%	18	85%	5	0.0009	19

No Items Were Classified as a “High” or “Very High Priority”

FOUR THINGS TO REMEMBER



Residents continue to have a positive perception of the City, staff and leaders.



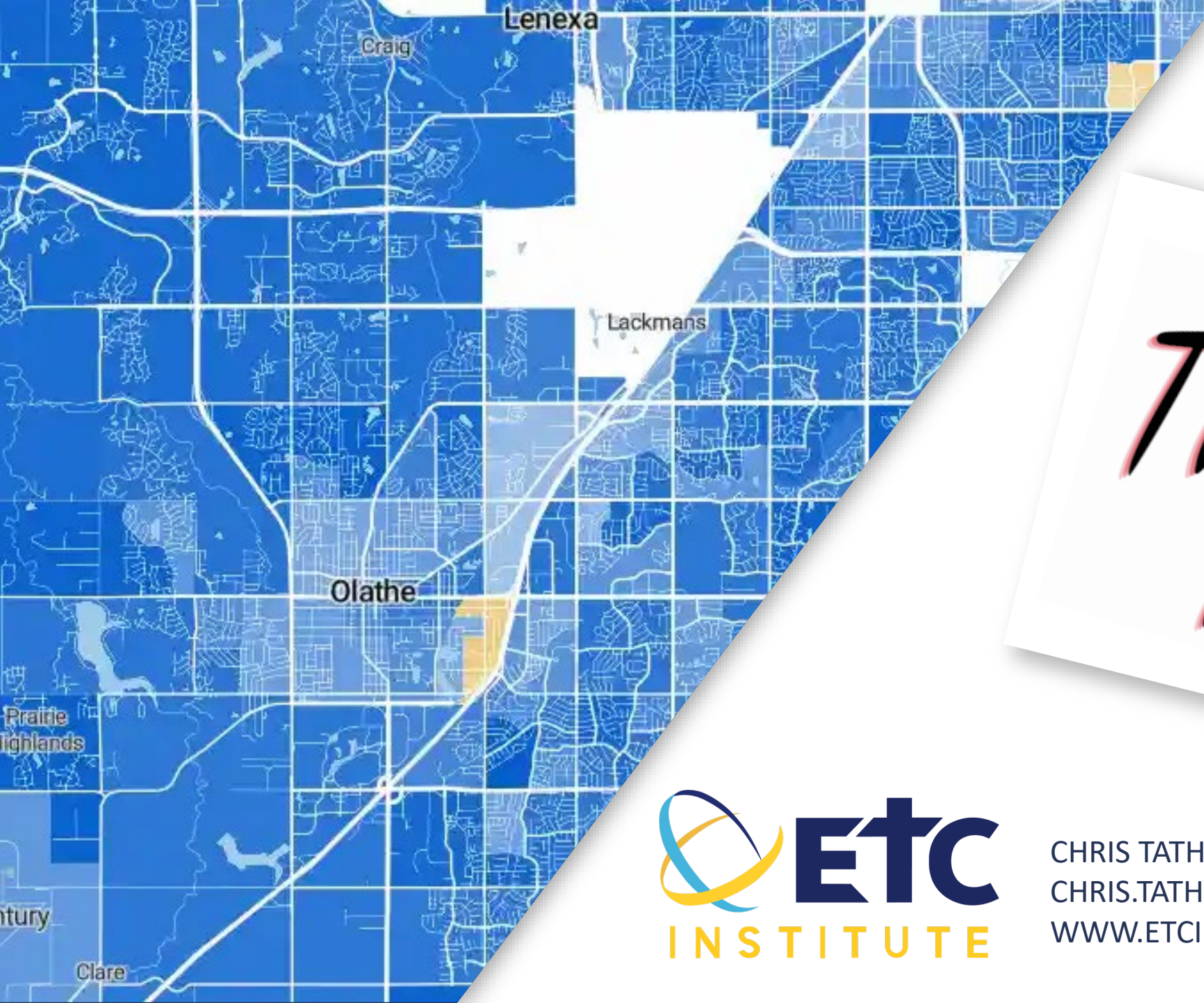
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