

***2007 DirectionFinder® Survey***  
***City of Lenexa***

Presented by  
**ETC Institute**

February 2008

# Agenda

- **Overview/Purpose of the Survey**
- **Methodology**
- **Findings**
- **Summary**
- **Questions**

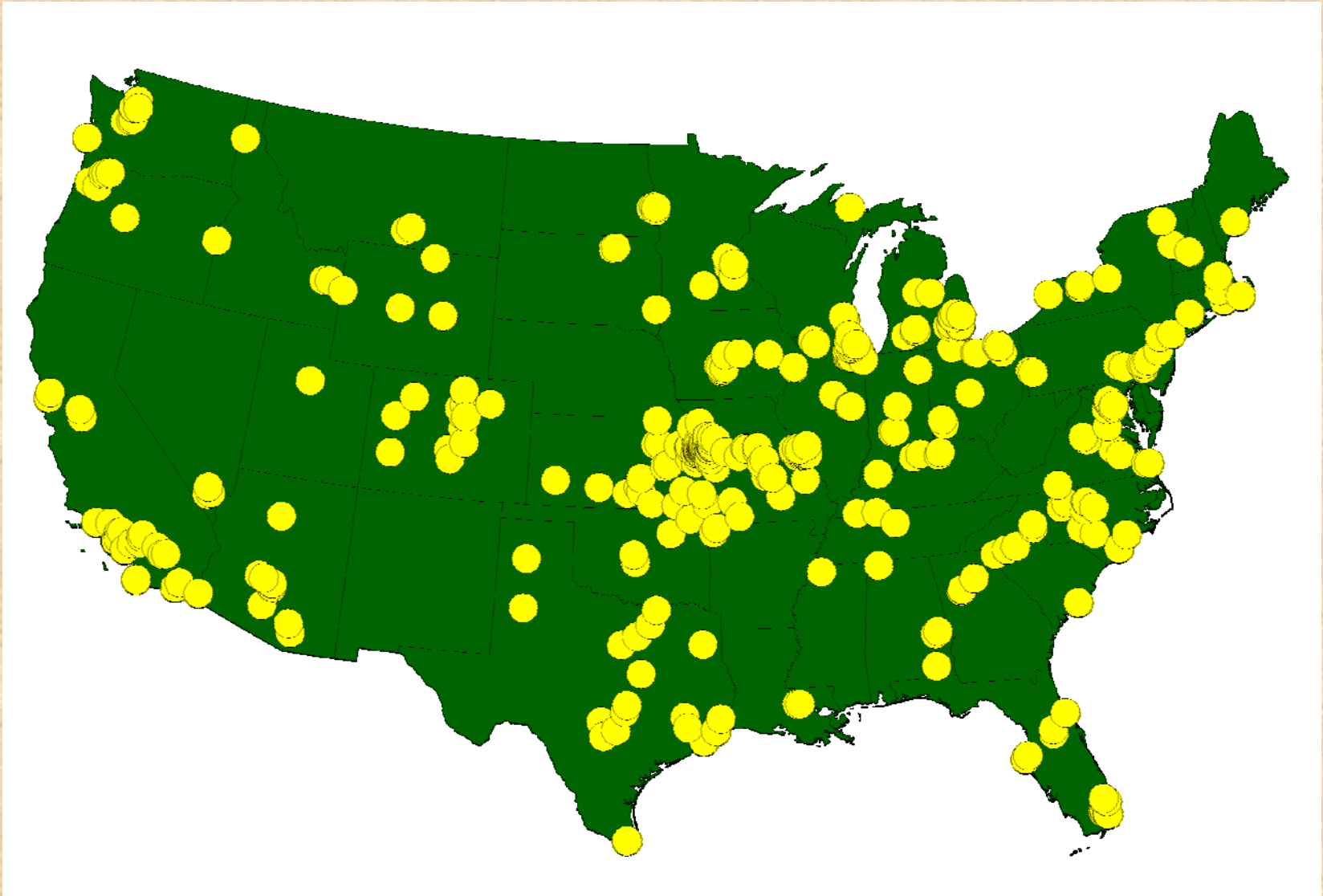
# Purpose of DirectionFinder

- Identify needs of residents
- Benchmark the performance of the City with other communities
- Help identify community priorities
- Measure success over time

# Kansas City Area Benchmarking Database

- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Gladstone, Missouri
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Prairie Village, Kansas
- Raytown, Missouri
- Rolla, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City, Kansas and Wyandotte County

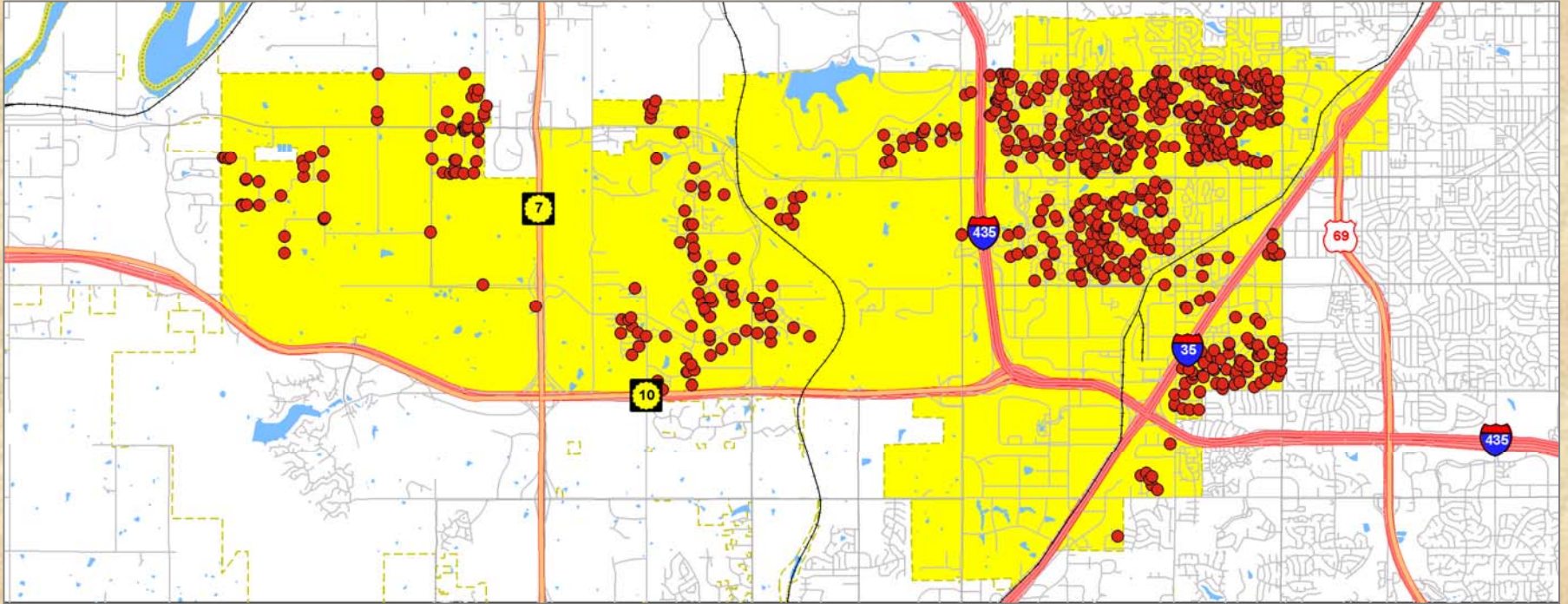
# National Benchmarking Database



# Survey Methodology

- **Survey Description:**
  - 7 pages in length
  - more than 100 types of data were collected
  - survey took approximately 15-20 minutes to complete
- **Sample size: 826 completed**
- **Method of Administration:**
  - by mail with follow-up by phone
  - randomly selected sample of households
- **Confidence level: 95%**
- **Margin of error: +/- 3.4% overall**
- **GIS Mapping**

# Location of Survey Respondents

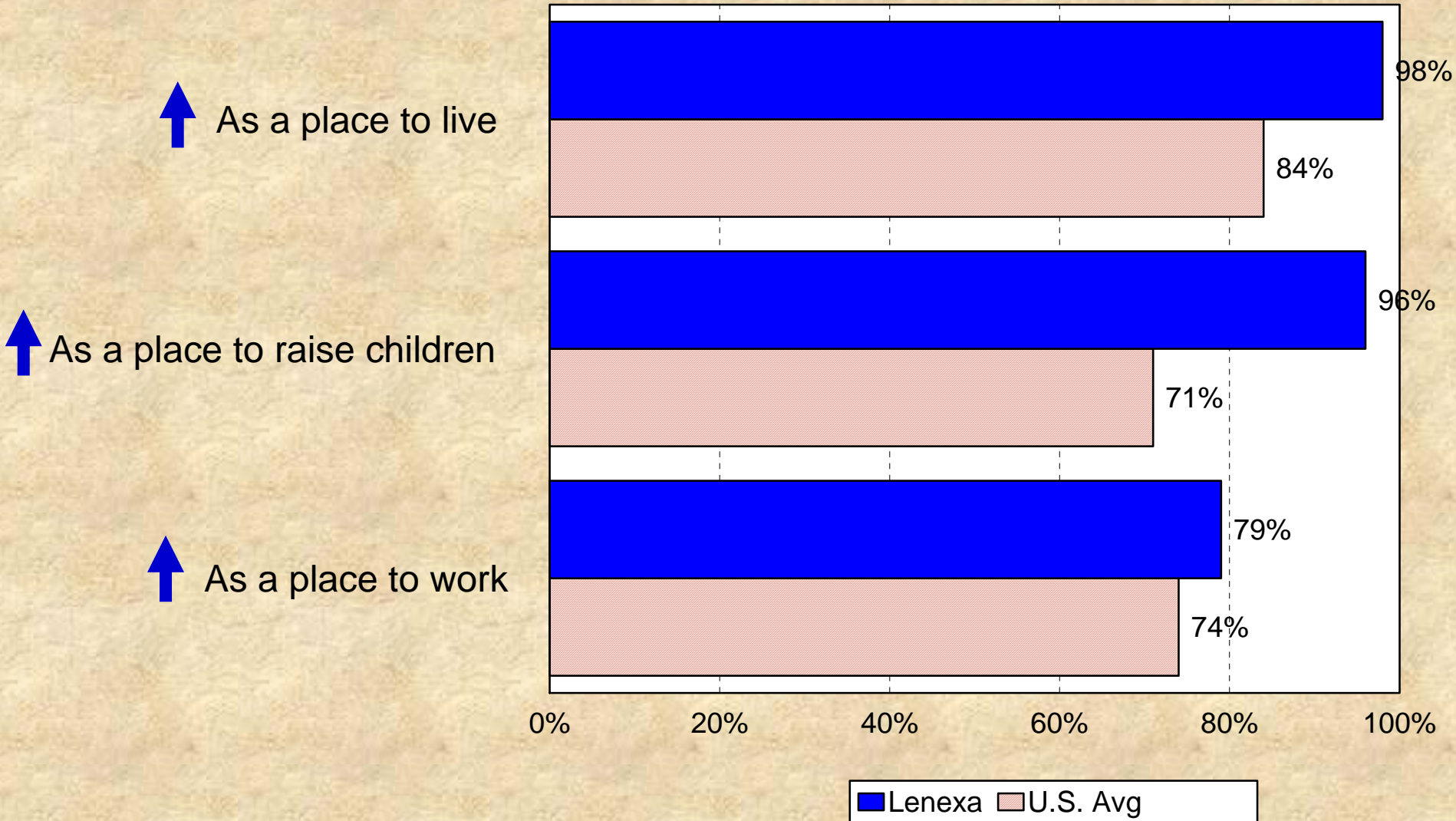


**City of Lenexa, KS**  
*2007 Citizen Survey*

# Perceptions of the Community

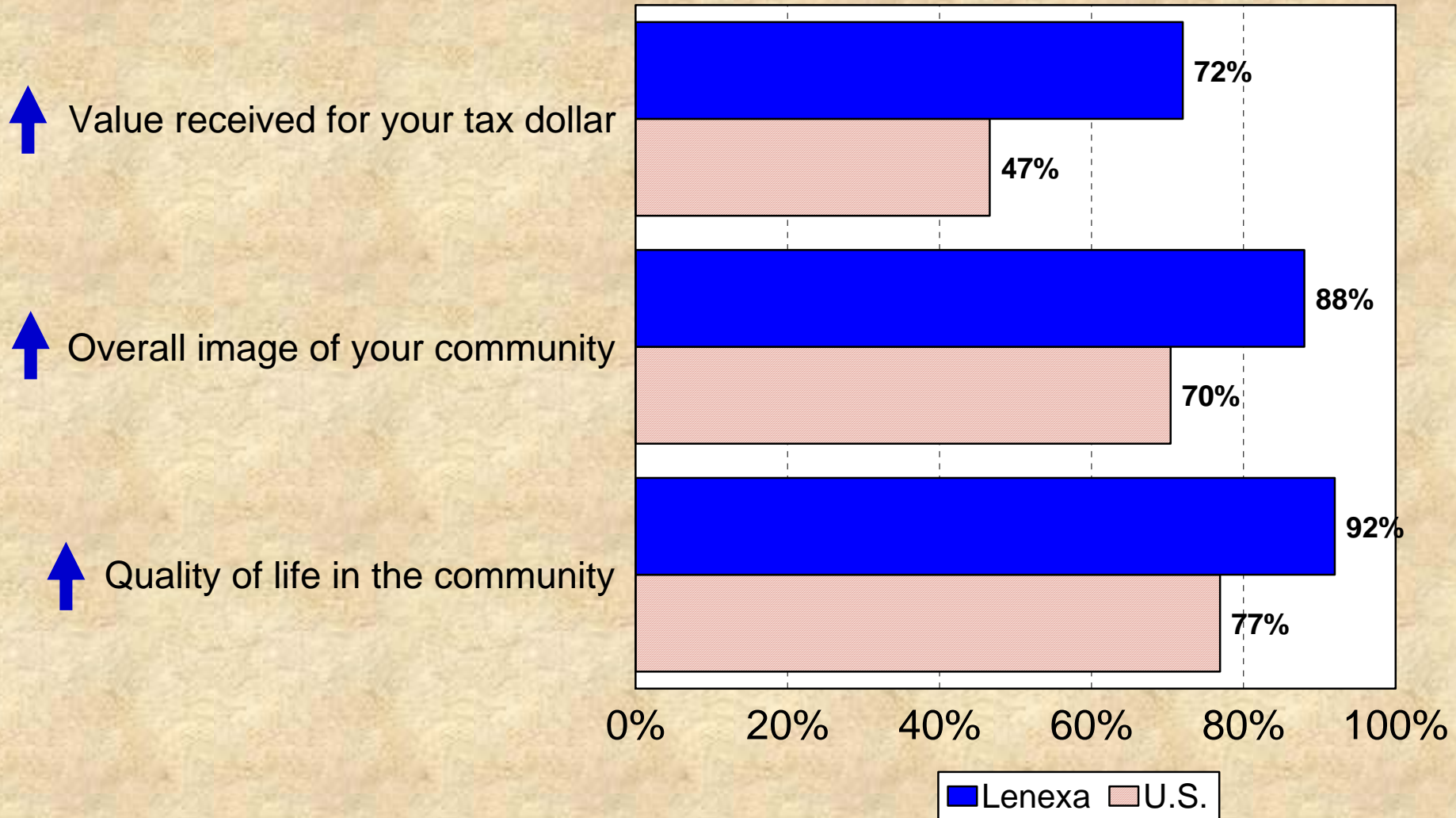
# How Residents Rate the Community Where They Currently Live: Lenexa vs. U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "excellent"



# Overall Satisfaction with the City of Lenexa vs. U.S

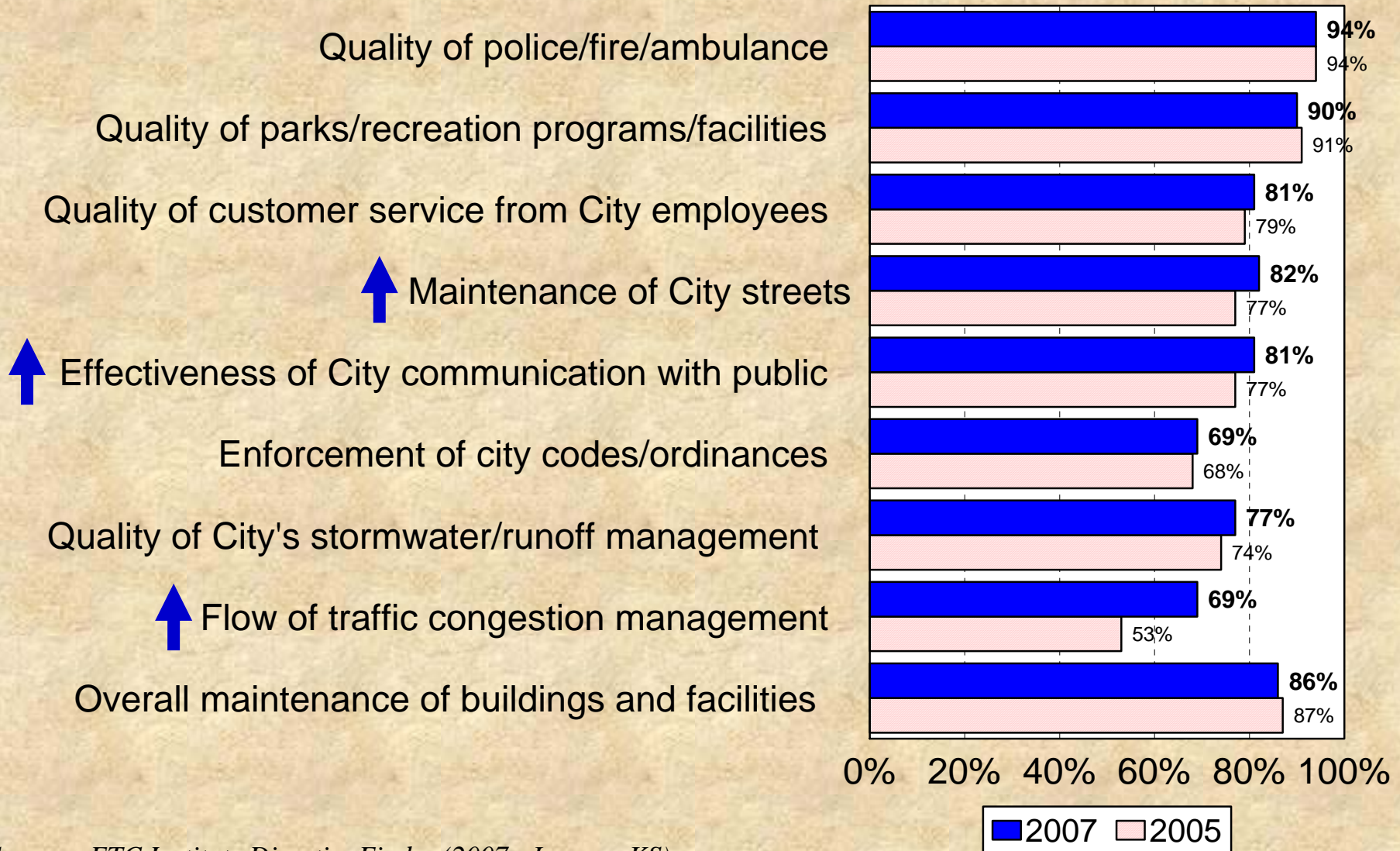
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



# Overall Ratings

# TRENDS: Overall Satisfaction With City Services by Major Category - 2007 vs. 2005

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

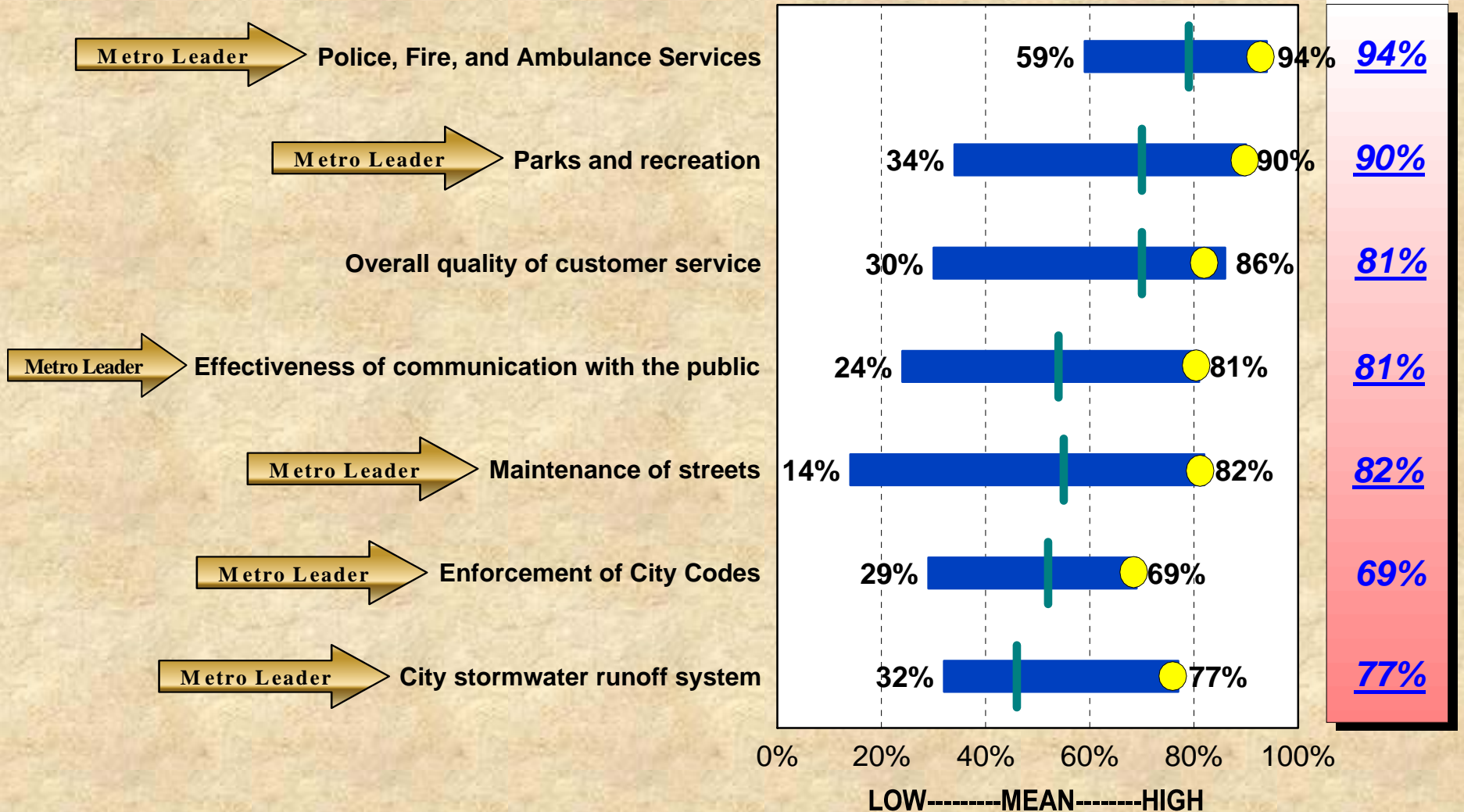


# Overall Satisfaction With City Services 2007

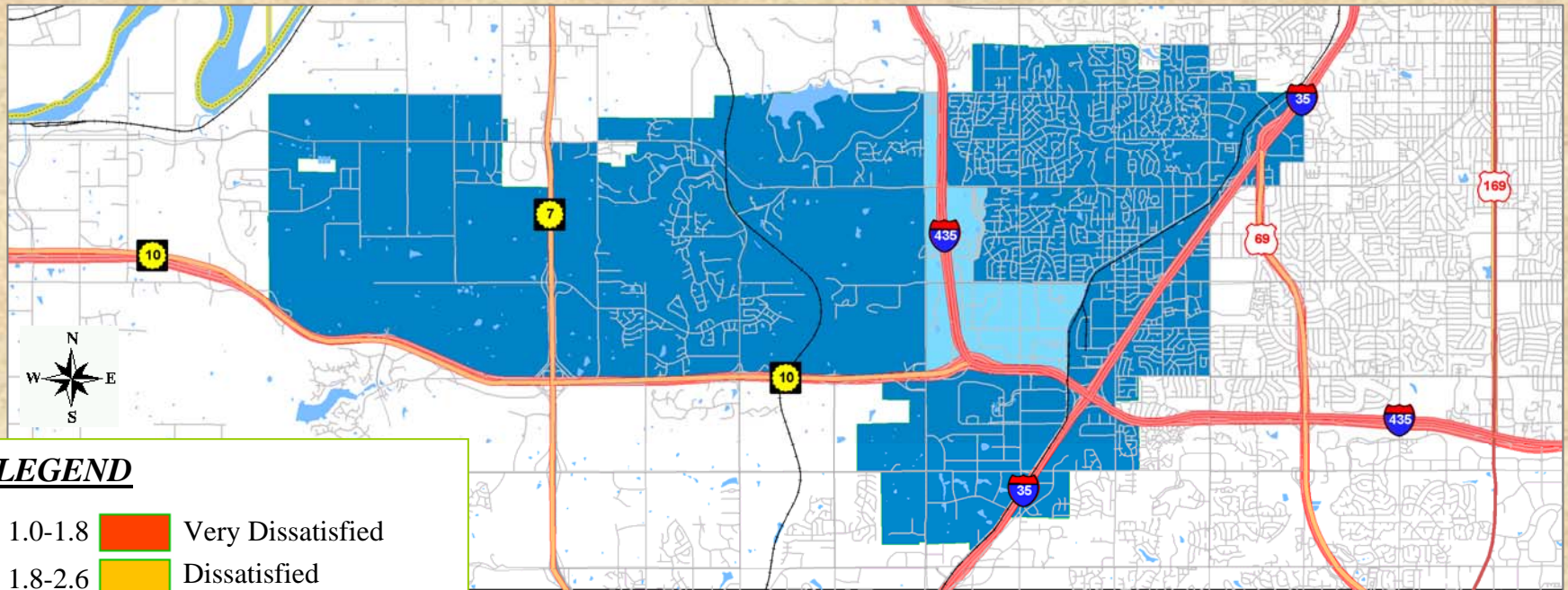
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City

● Lenexa, KS



# Overall quality of police, fire and ambulance services (Q1a)



## **LEGEND**

- |         |  |                   |
|---------|--|-------------------|
| 1.0-1.8 |  | Very Dissatisfied |
| 1.8-2.6 |  | Dissatisfied      |
| 2.6-3.4 |  | Neutral           |
| 3.4-4.2 |  | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

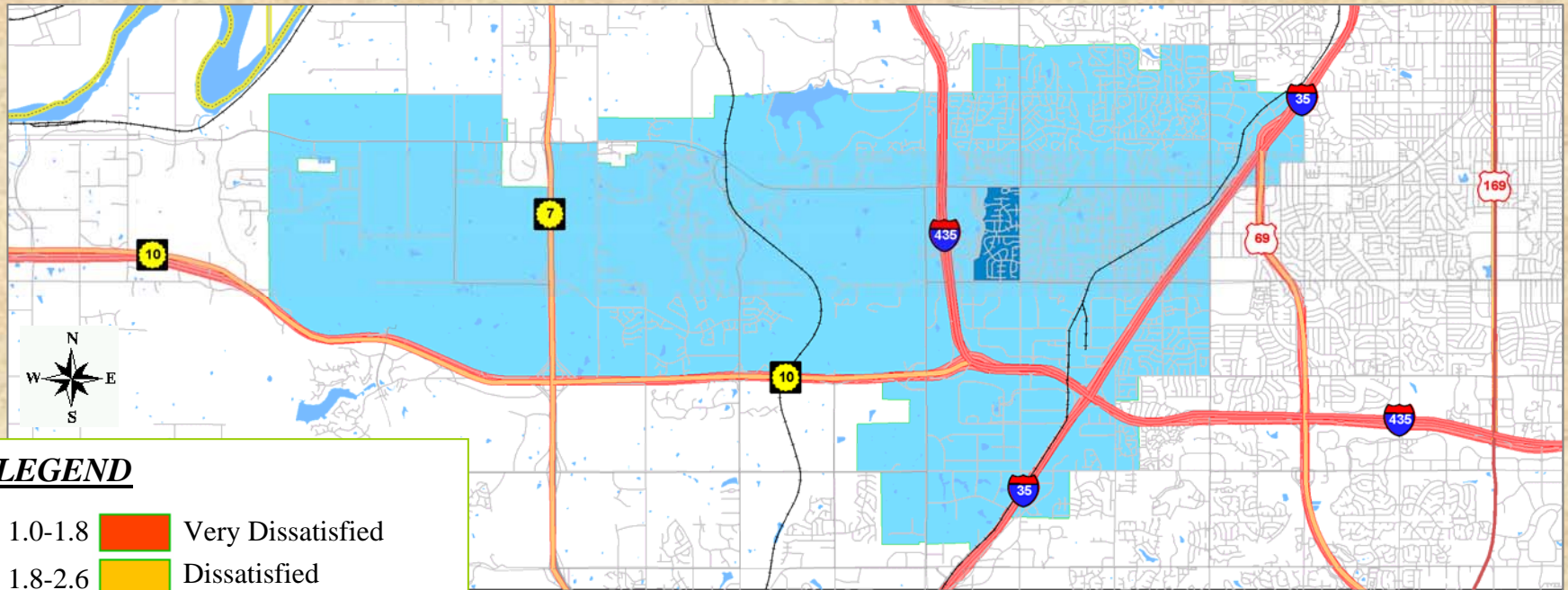
Note: "Other" areas did not contain enough responses to show statistically significant results.

## **City of Lenexa, KS**







### ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# Overall maintenance of City streets (Q1c)



## **LEGEND**

- |         |   |                   |
|---------|---|-------------------|
| 1.0-1.8 |    | Very Dissatisfied |
| 1.8-2.6 |    | Dissatisfied      |
| 2.6-3.4 |    | Neutral           |
| 3.4-4.2 |   | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

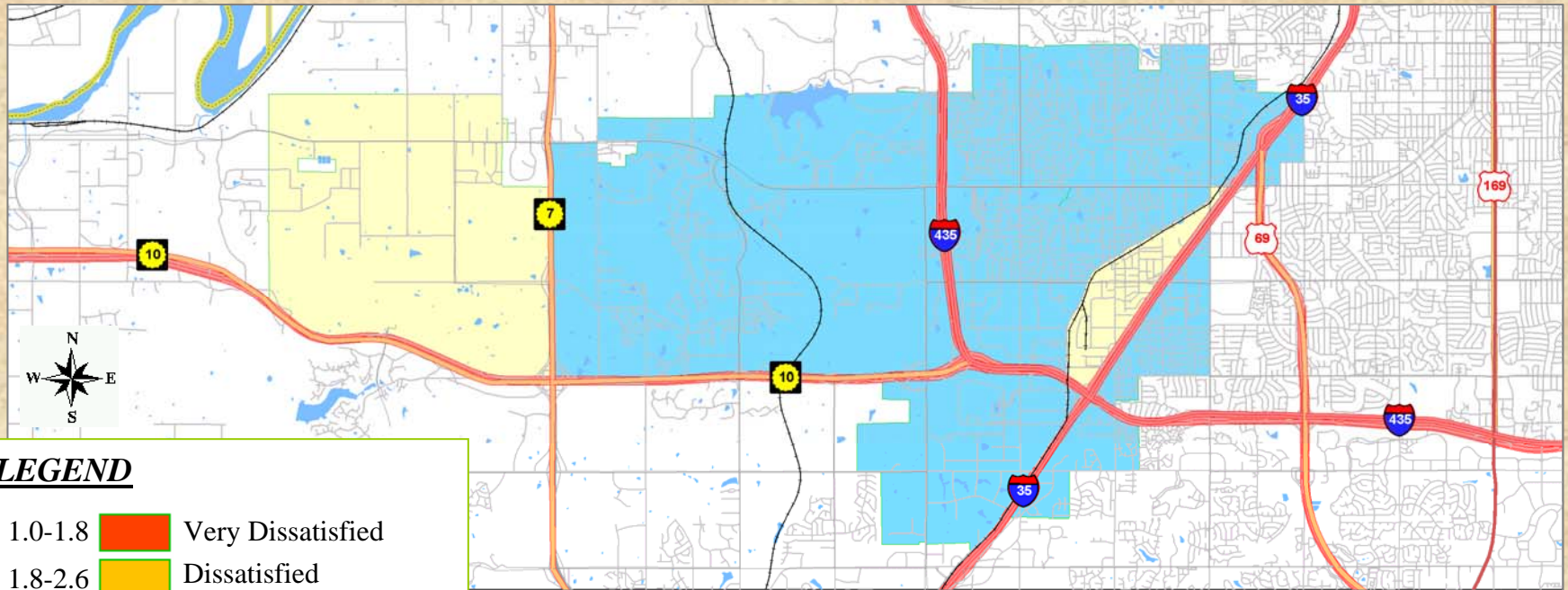
Note: "Other" areas did not contain enough responses to show statistically significant results.

## **City of Lenexa, KS**

### ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# Overall quality of the City's stormwater runoff/stormwater management system (Q1h)



## **LEGEND**

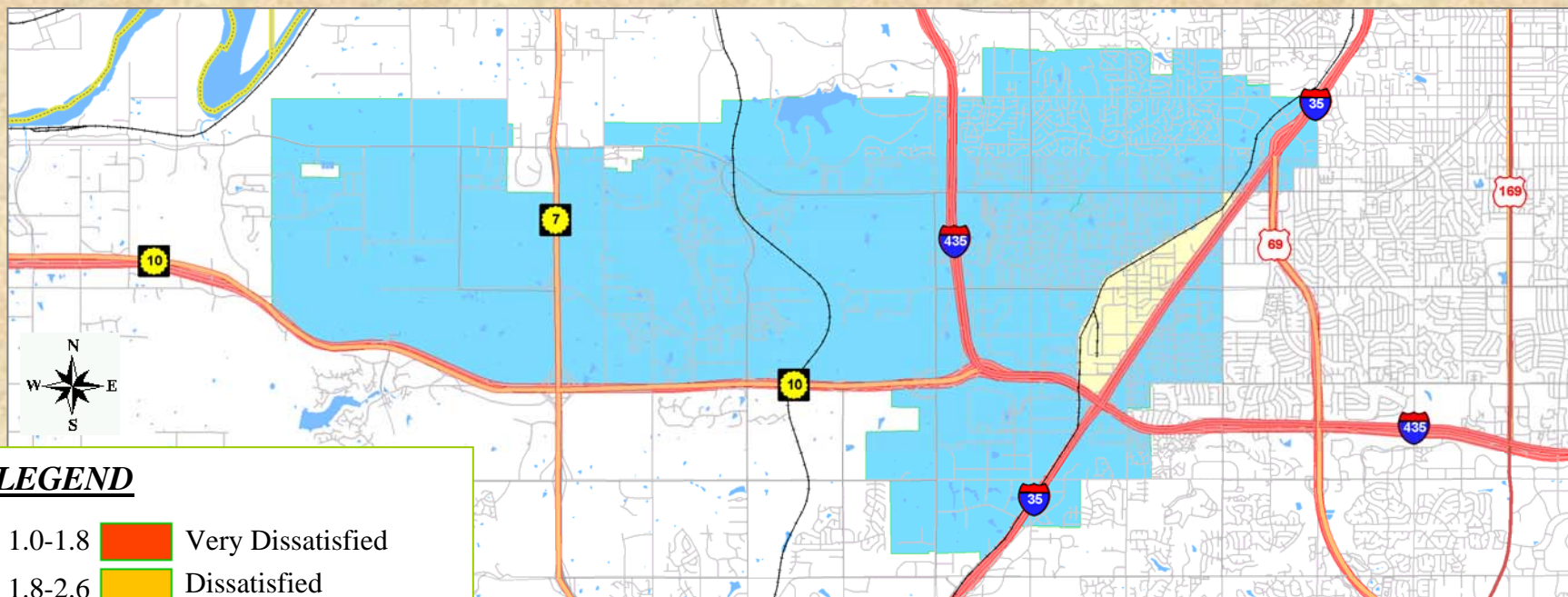
- |         |  |                   |
|---------|--|-------------------|
| 1.0-1.8 |  | Very Dissatisfied |
| 1.8-2.6 |  | Dissatisfied      |
| 2.6-3.4 |  | Neutral           |
| 3.4-4.2 |  | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

Note: "Other" areas did not contain enough responses to show statistically significant results.







## **City of Lenexa, KS** ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# Overall flow of traffic and congestion management in the City (Q1i)



## **LEGEND**

- |         |   |                   |
|---------|---|-------------------|
| 1.0-1.8 |    | Very Dissatisfied |
| 1.8-2.6 |    | Dissatisfied      |
| 2.6-3.4 |    | Neutral           |
| 3.4-4.2 |   | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

Note: "Other" areas did not contain enough responses to show statistically significant results.

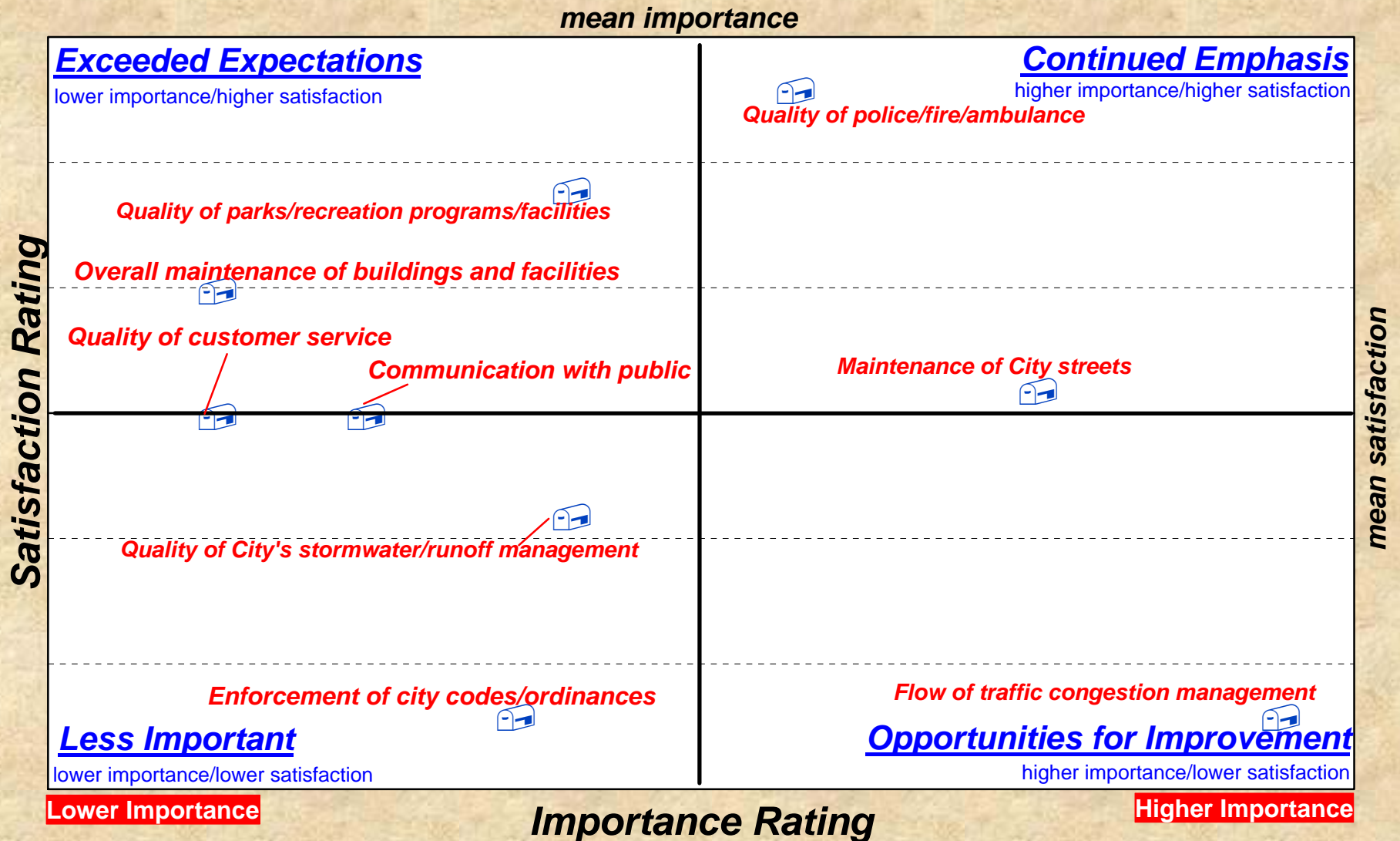
## **City of Lenexa, KS** ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# 2007 City of Lenexa DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Traffic Flow

# TRENDS: Traffic Flow - 2007 vs. 2005

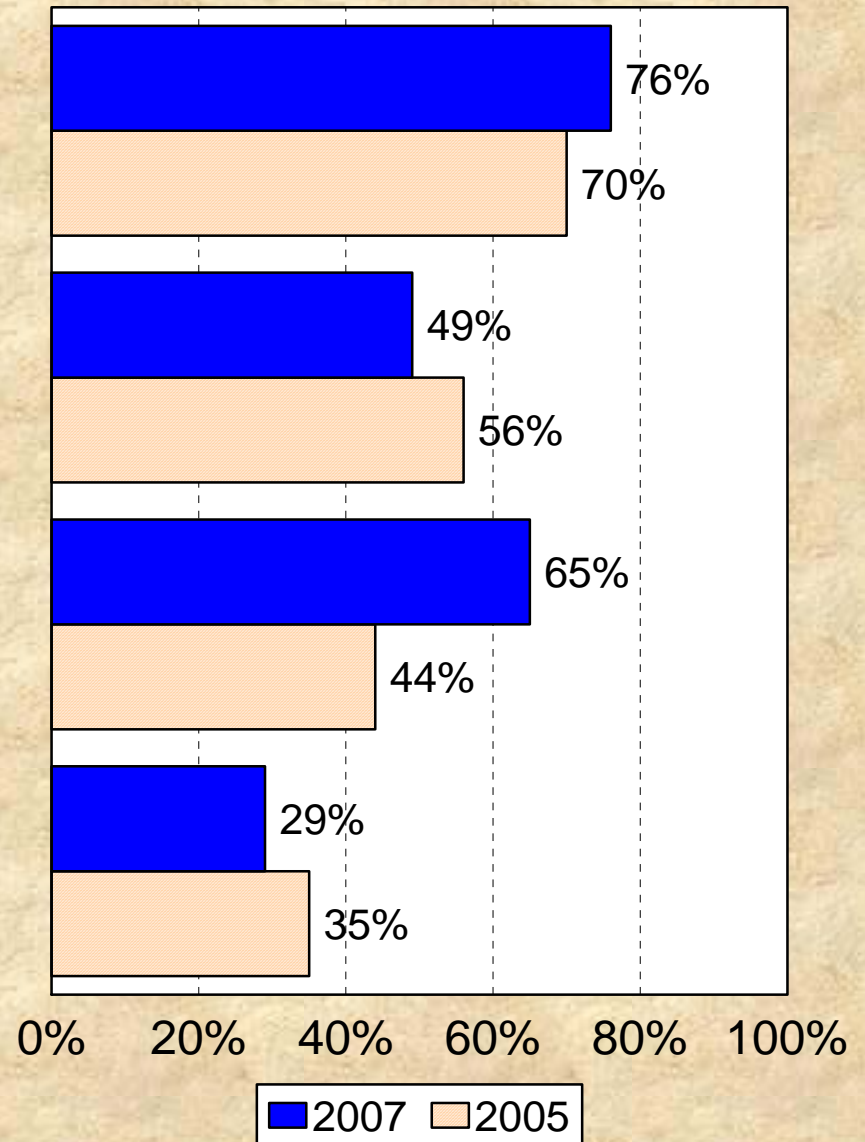
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

↑ Ease of north-south travel in Lenexa by car

↓ Ease of pedestrian travel in Lenexa

↑ Ease of east-west travel in Lenexa by car

↓ Ease of travel by bicycle in Lenexa



# Maintenance

# TRENDS: Satisfaction with Various Aspects of City Maintenance - 2007 vs. 2005

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Maintenance of City building, such as City Hall

Snow removal on major City streets

Maintenance of traffic signals

Overall cleanliness of City streets/public areas

Maintenance of street signs

Mowing/trimming of public areas

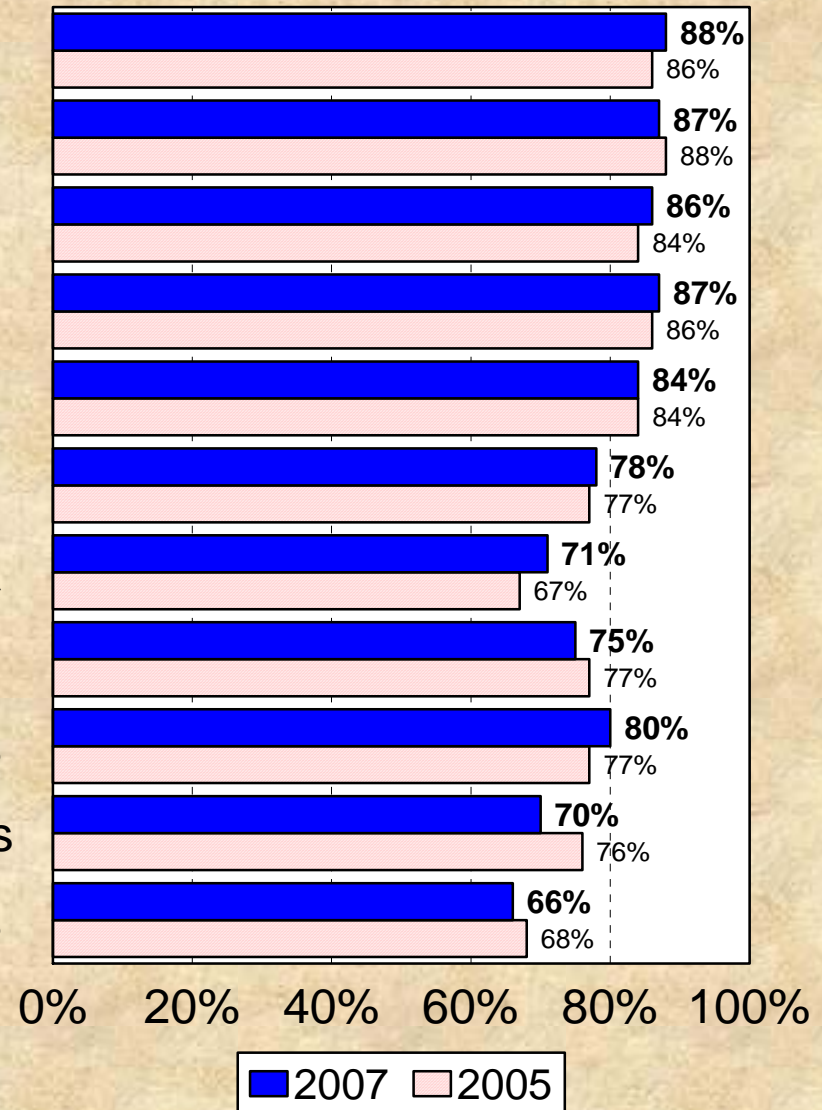
↑ Maintenance/preservation of Old Town Lenexa

Adequacy of City street lighting

Maintenance of City streets

↓ Snow removal on neighborhood streets

Maintenance of City sidewalks

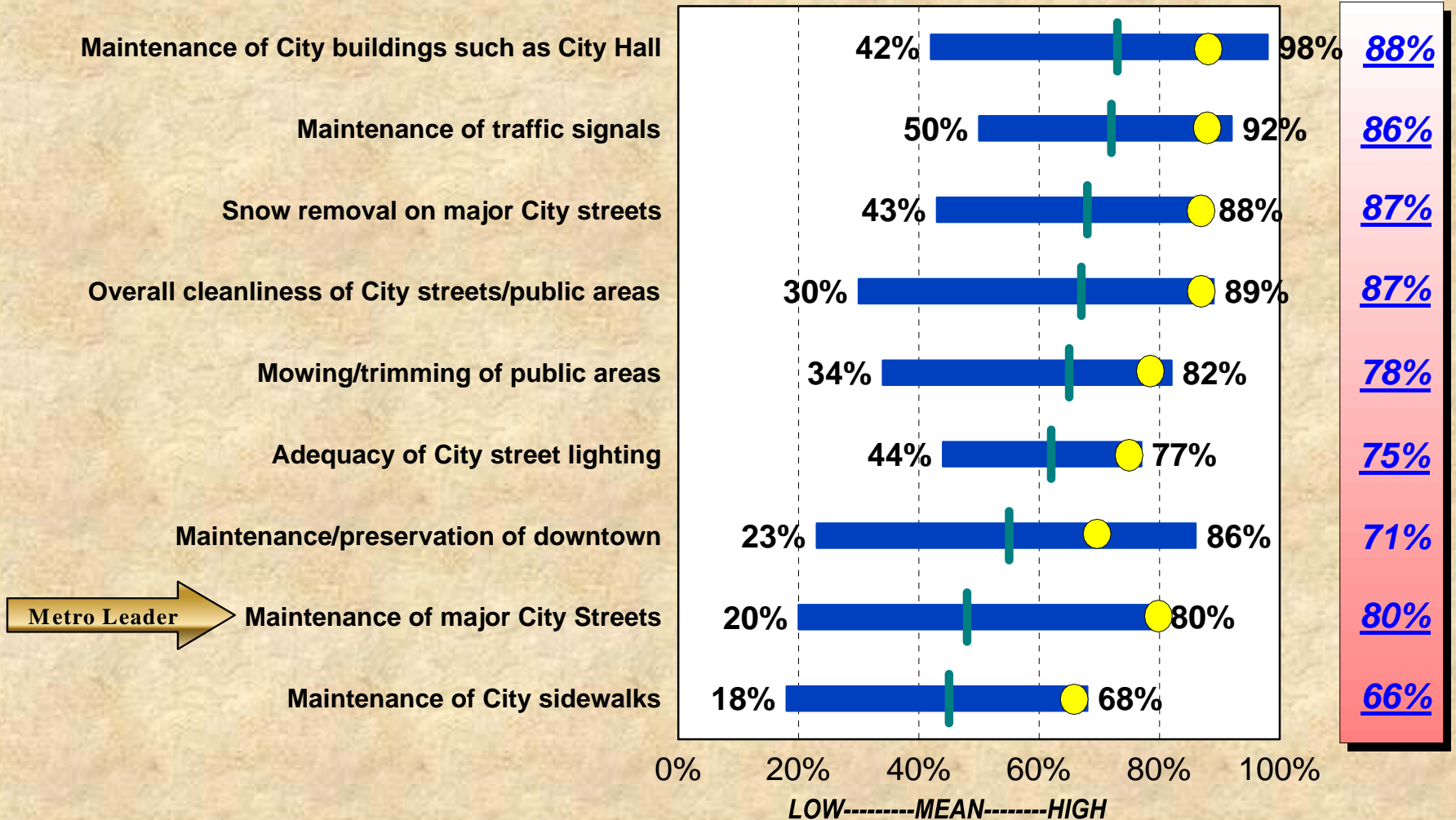


# Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2007

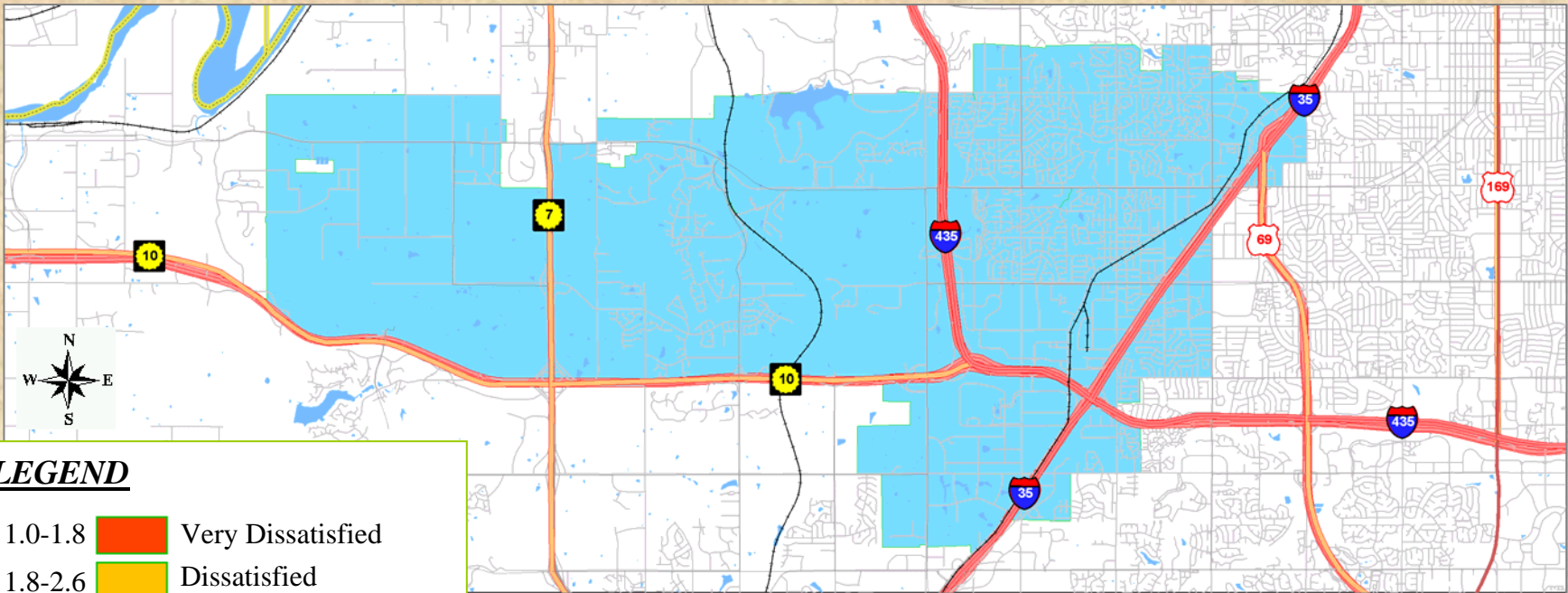
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City

● Lenexa, KS



# Maintenance of City streets (Q6a)



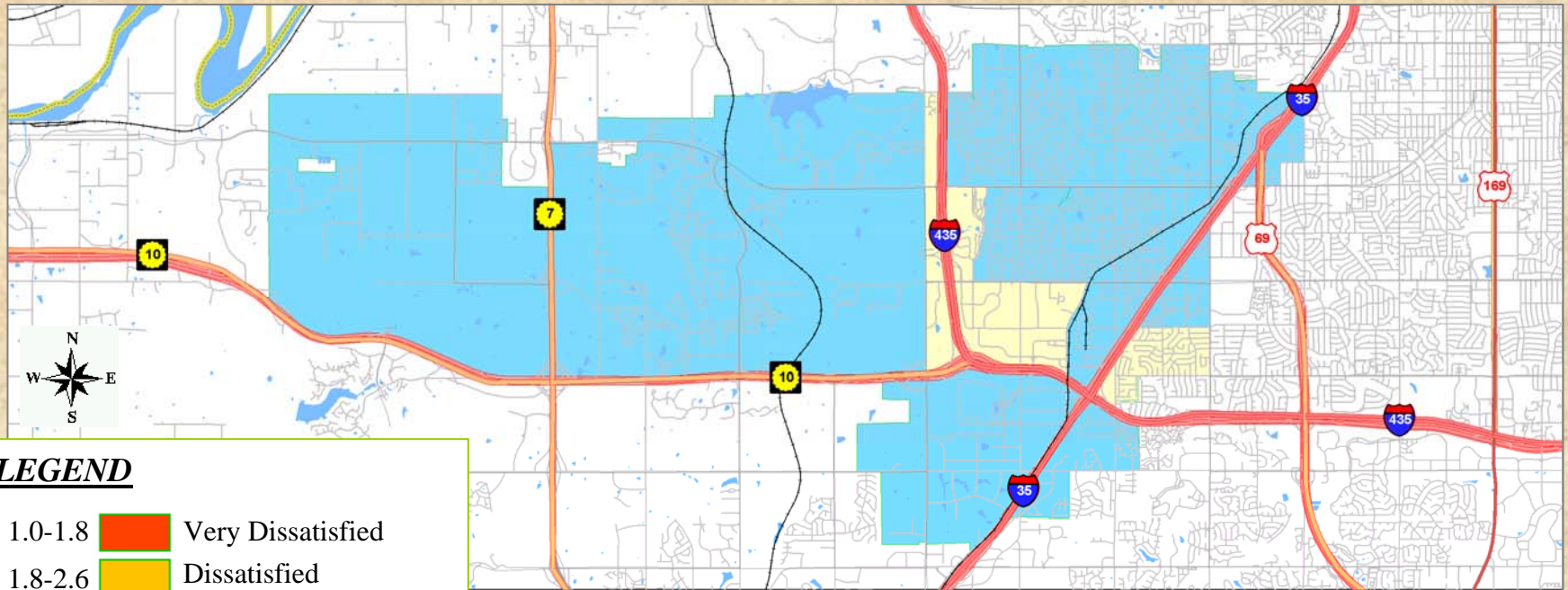
**LEGEND**

1.0-1.8	Very Dissatisfied
1.8-2.6	Dissatisfied
2.6-3.4	Neutral
3.4-4.2	Satisfied
4.2-5.0	Very Satisfied
	Other

Note: "Other" areas did not contain enough responses to show statistically significant results.

**City of Lenexa, KS**  
***2007 Citizen Survey***  
Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# Maintenance of City sidewalks (Q6b)



## **LEGEND**

- |         |  |                   |
|---------|--|-------------------|
| 1.0-1.8 |  | Very Dissatisfied |
| 1.8-2.6 |  | Dissatisfied      |
| 2.6-3.4 |  | Neutral           |
| 3.4-4.2 |  | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

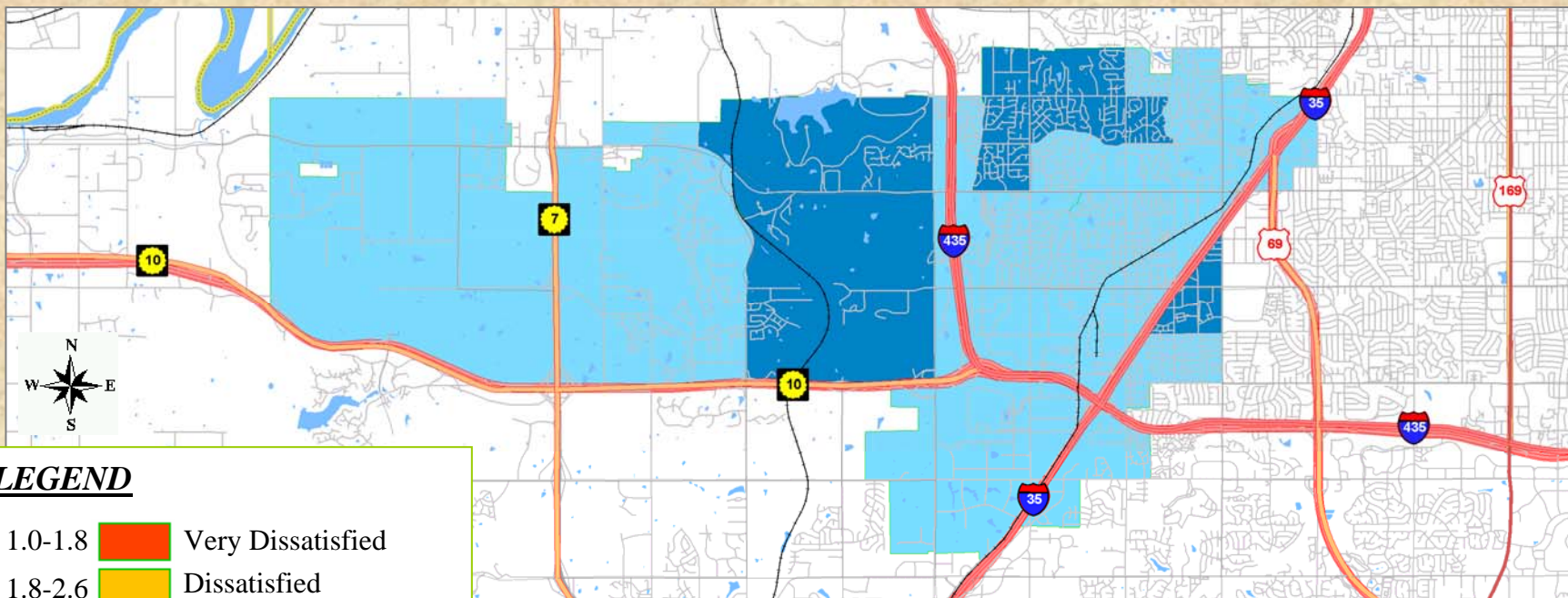
Note: "Other" areas did not contain enough responses to show statistically significant results.

## **City of Lenexa, KS**

### ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# Overall cleanliness of City streets and other public areas (Q6j)



## **LEGEND**

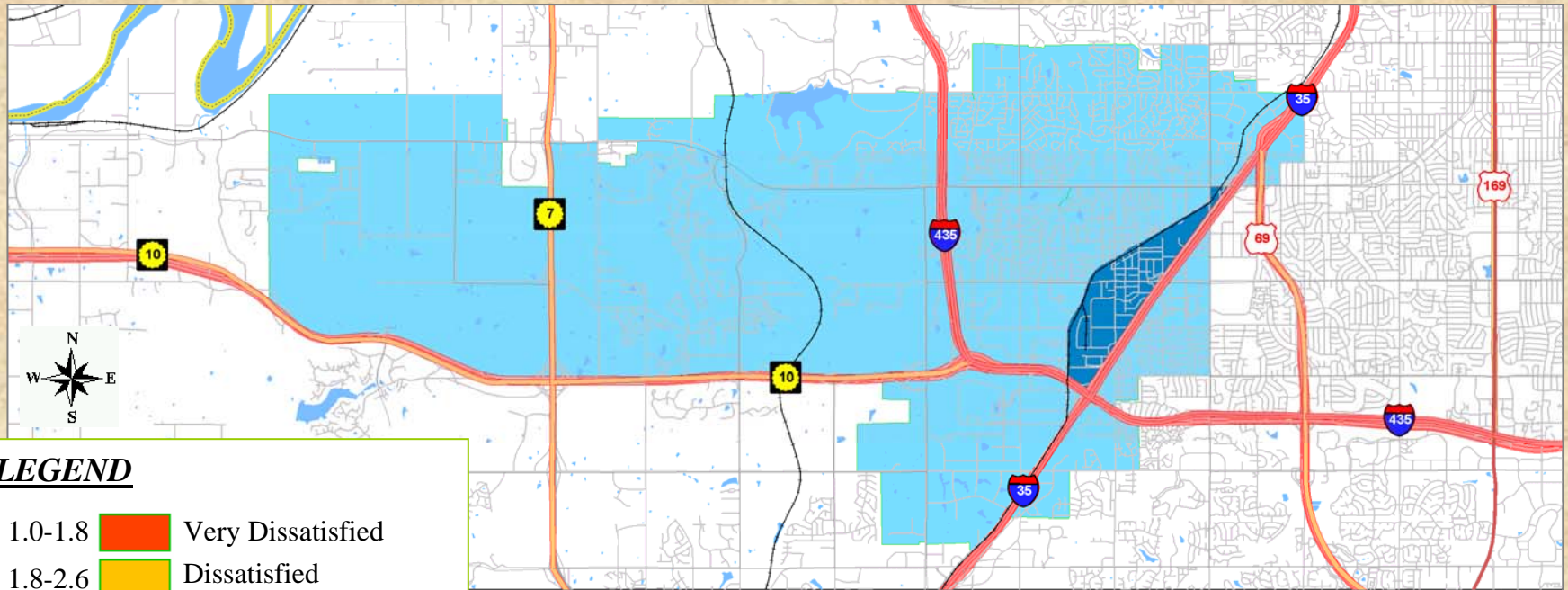
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain enough responses to show statistically significant results.

## **City of Lenexa, KS** ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# Adequacy of City street lighting (Q6k)



## **LEGEND**

- |         |  |                   |
|---------|--|-------------------|
| 1.0-1.8 |  | Very Dissatisfied |
| 1.8-2.6 |  | Dissatisfied      |
| 2.6-3.4 |  | Neutral           |
| 3.4-4.2 |  | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

Note: "Other" areas did not contain enough responses to show statistically significant results.

## **City of Lenexa, KS**

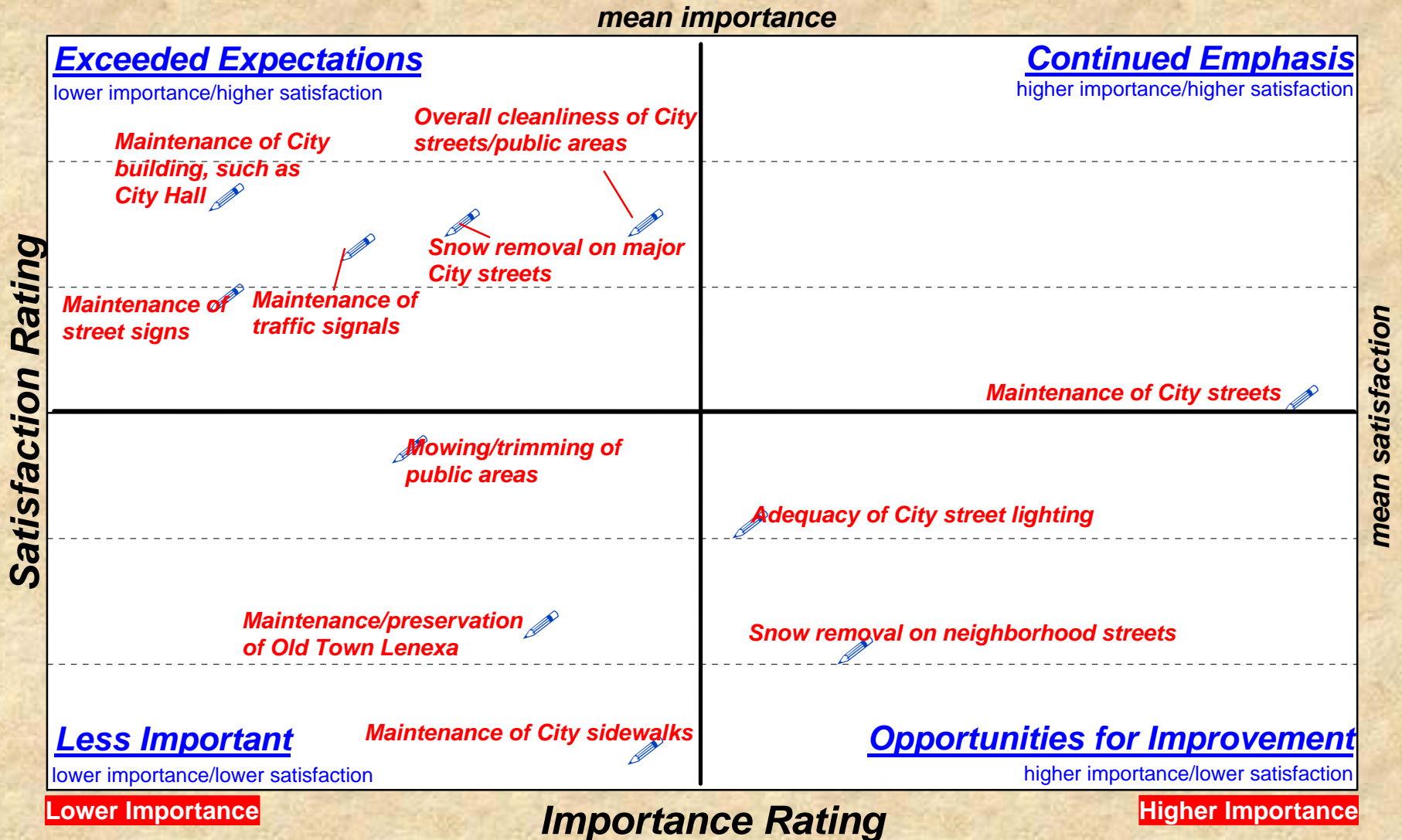
### ***2007 Citizen Survey***

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# 2007 City of Lenexa DirectionFinder Importance-Satisfaction Assessment Matrix

## -Maintenance-

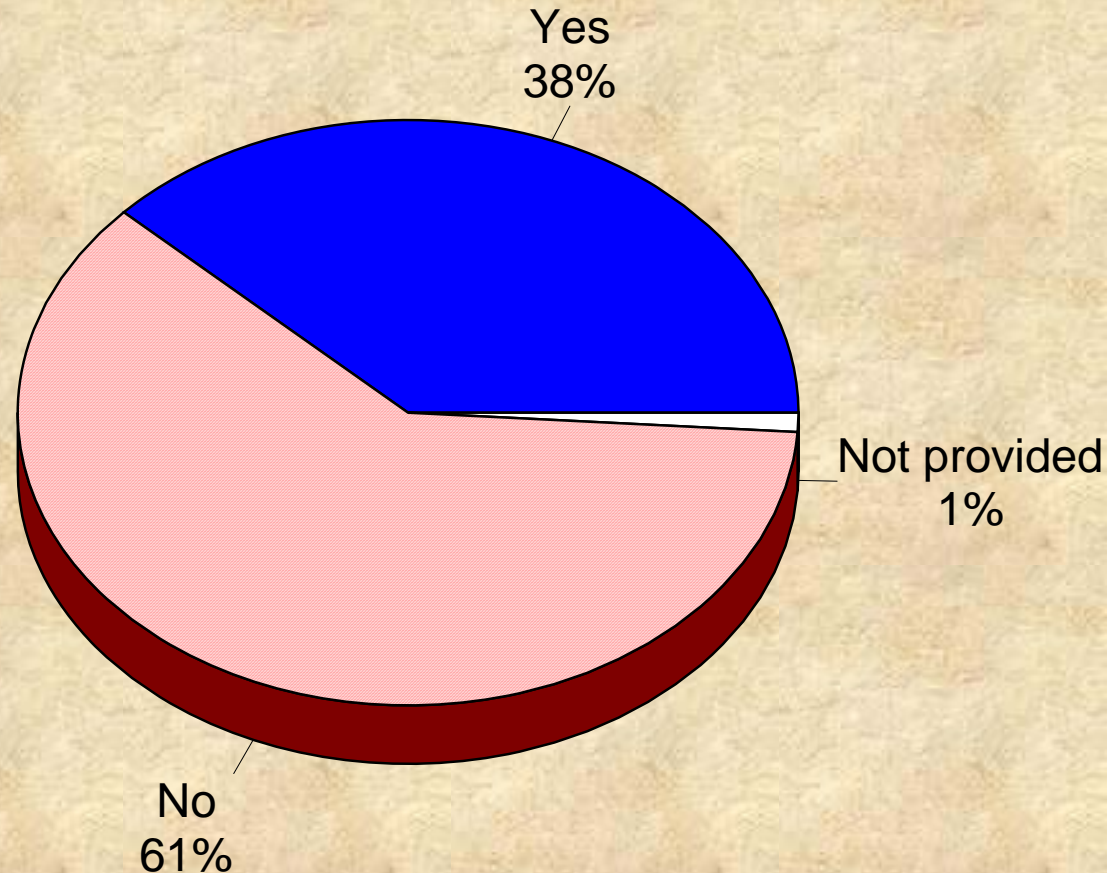
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Customer Service

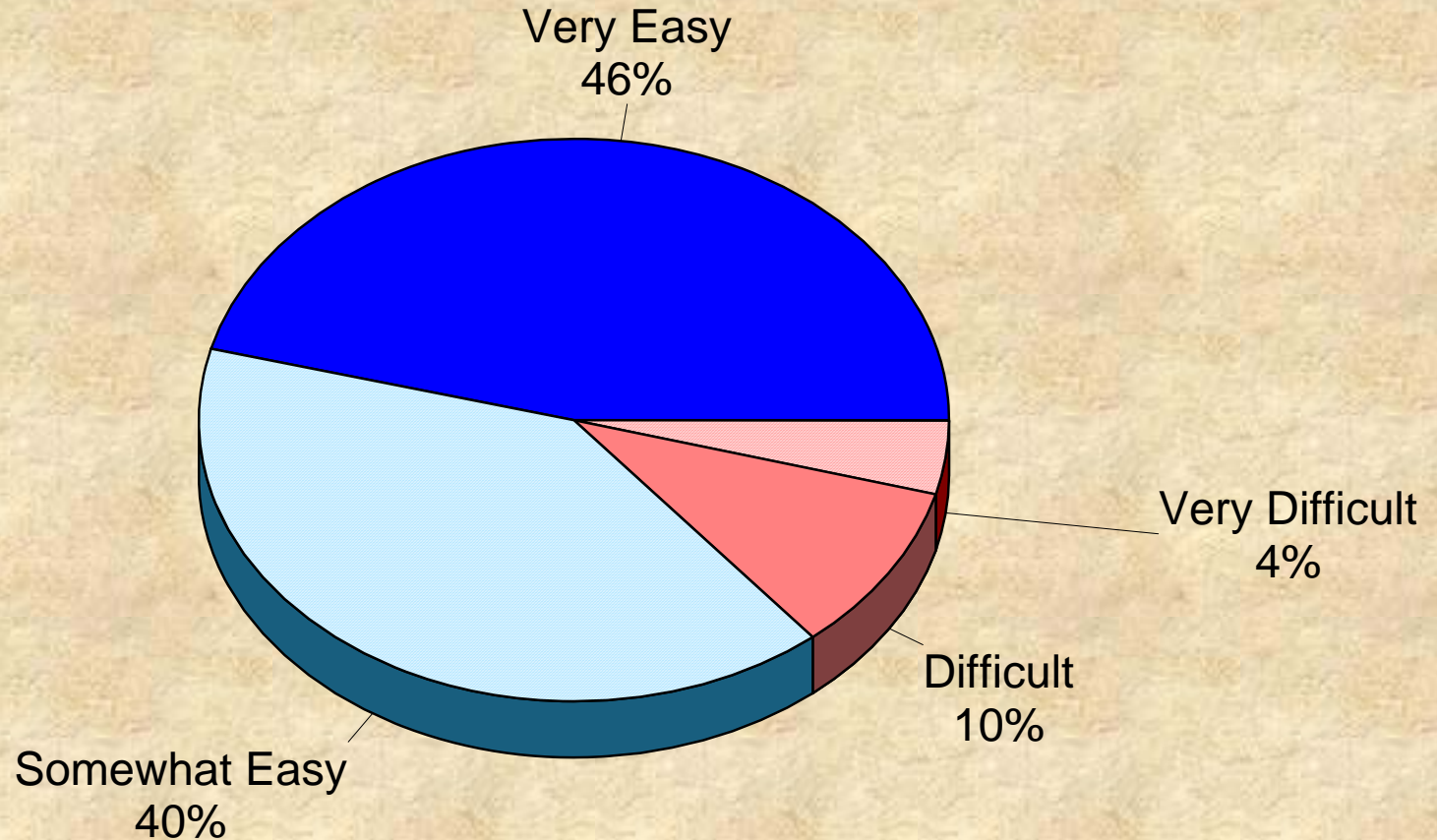
# Percentage of Residents Who Have Called or Visited the City with a Question, Problem, or Complaint During the Past Year

by percentage of respondents



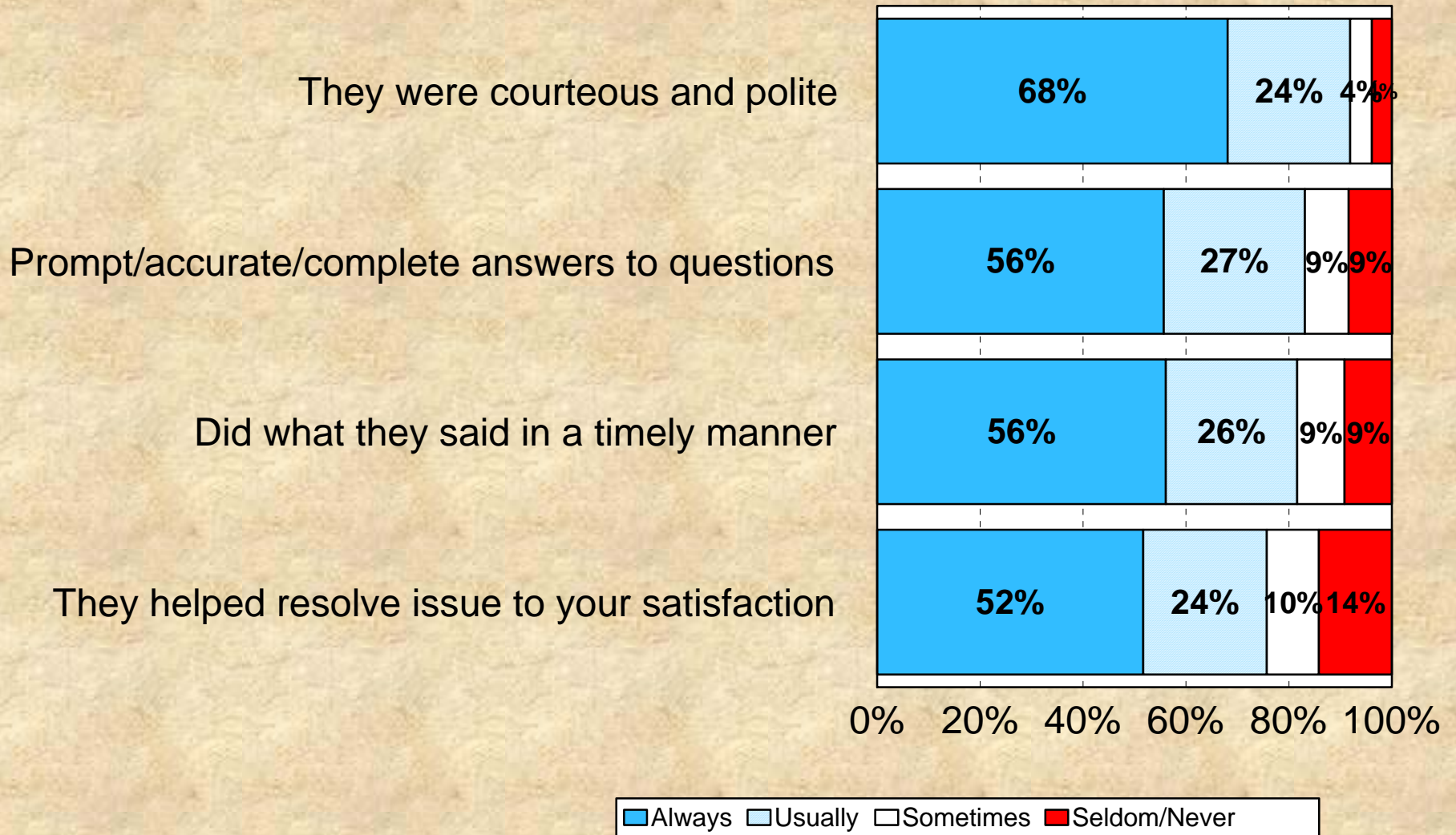
# Ease of Contacting the Person You Needed to Reach at the City When You Called

by percentage of respondents who had called or visited the City



# How Often Residents Think that City Employees Meet Their Expectations of Customer Service

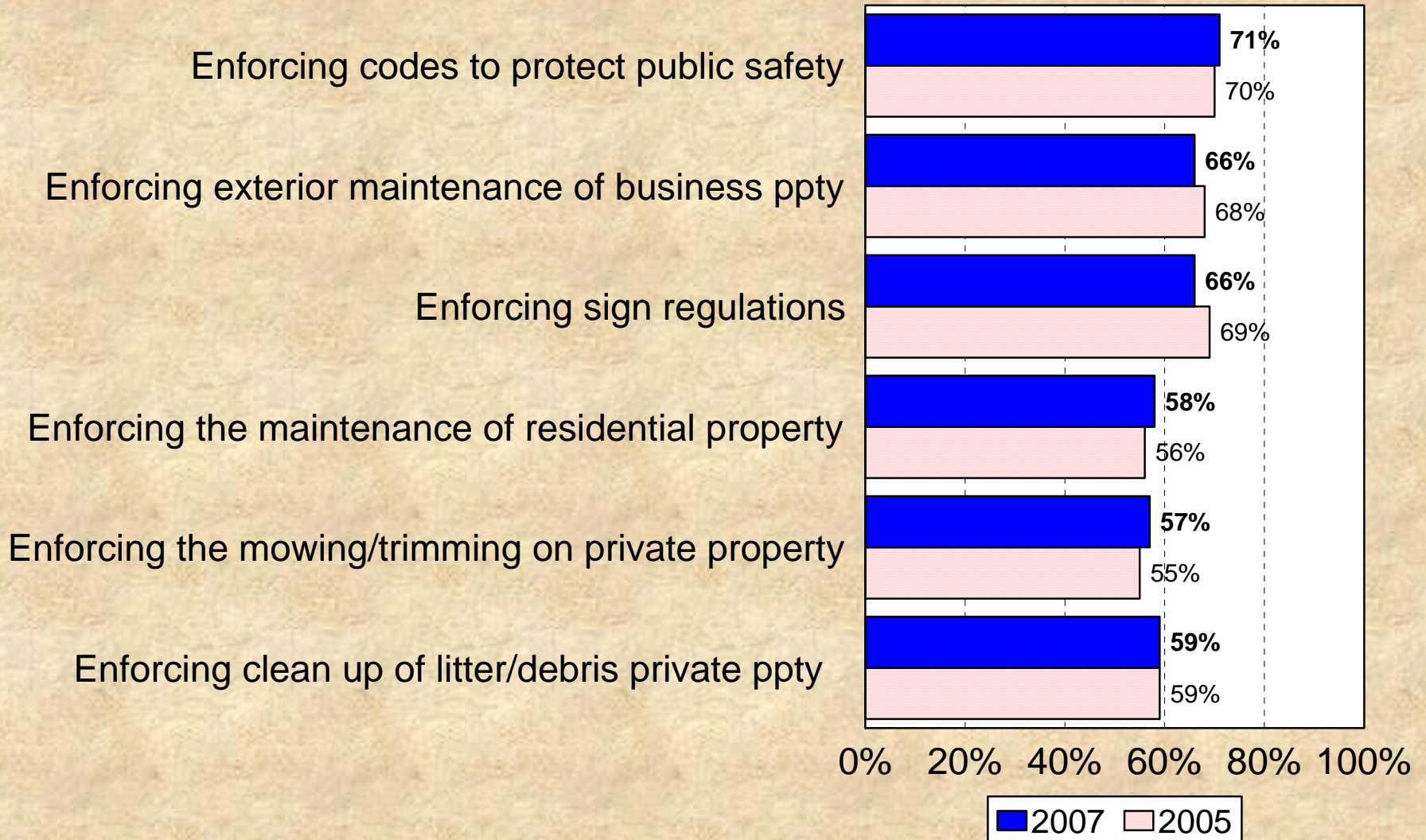
by percentage of respondents who had contacted the city during the last year



# Code Enforcement

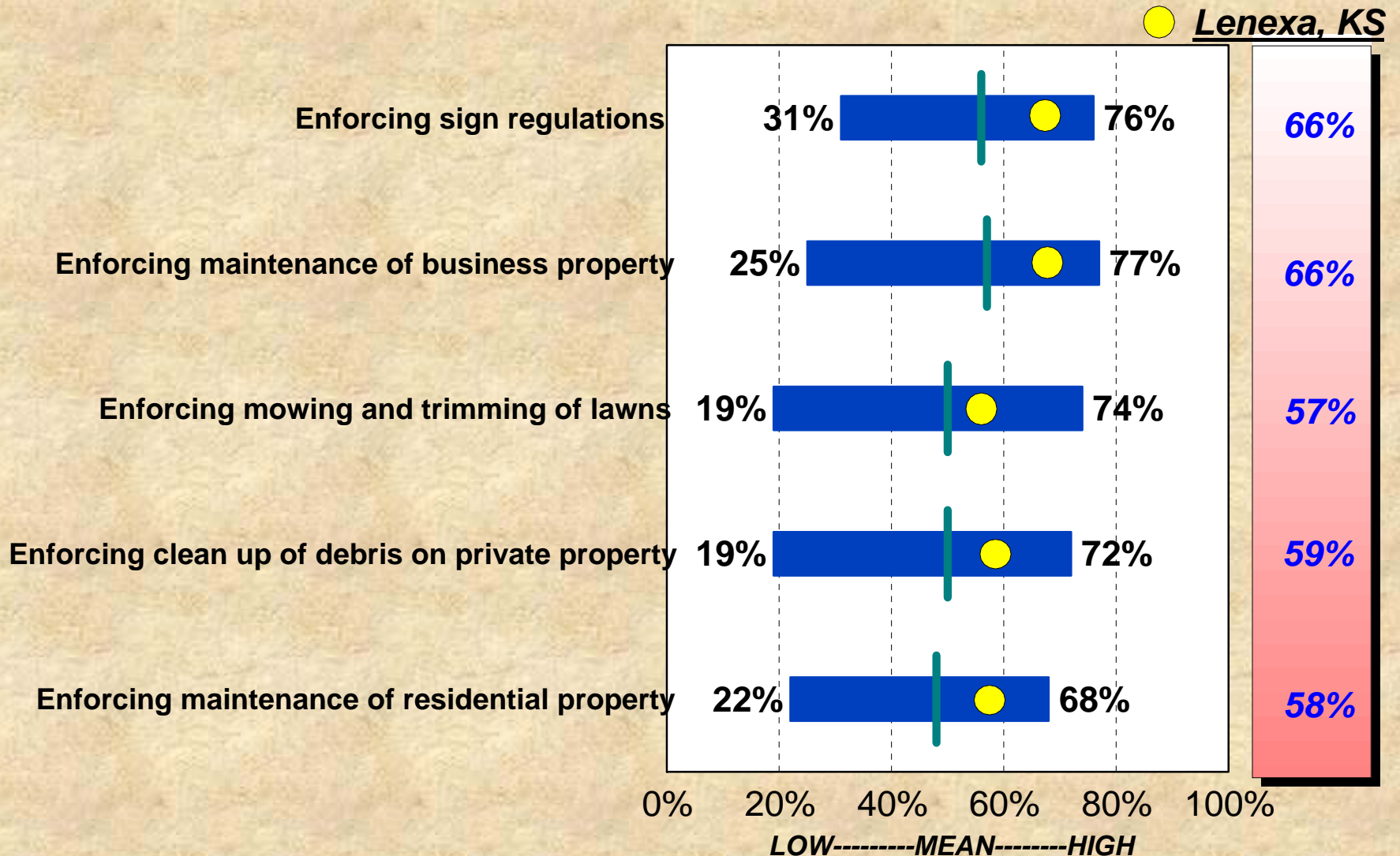
# TRENDS: Satisfaction with the Enforcement of City Codes and Ordinances - 2007 vs. 2005

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area in 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

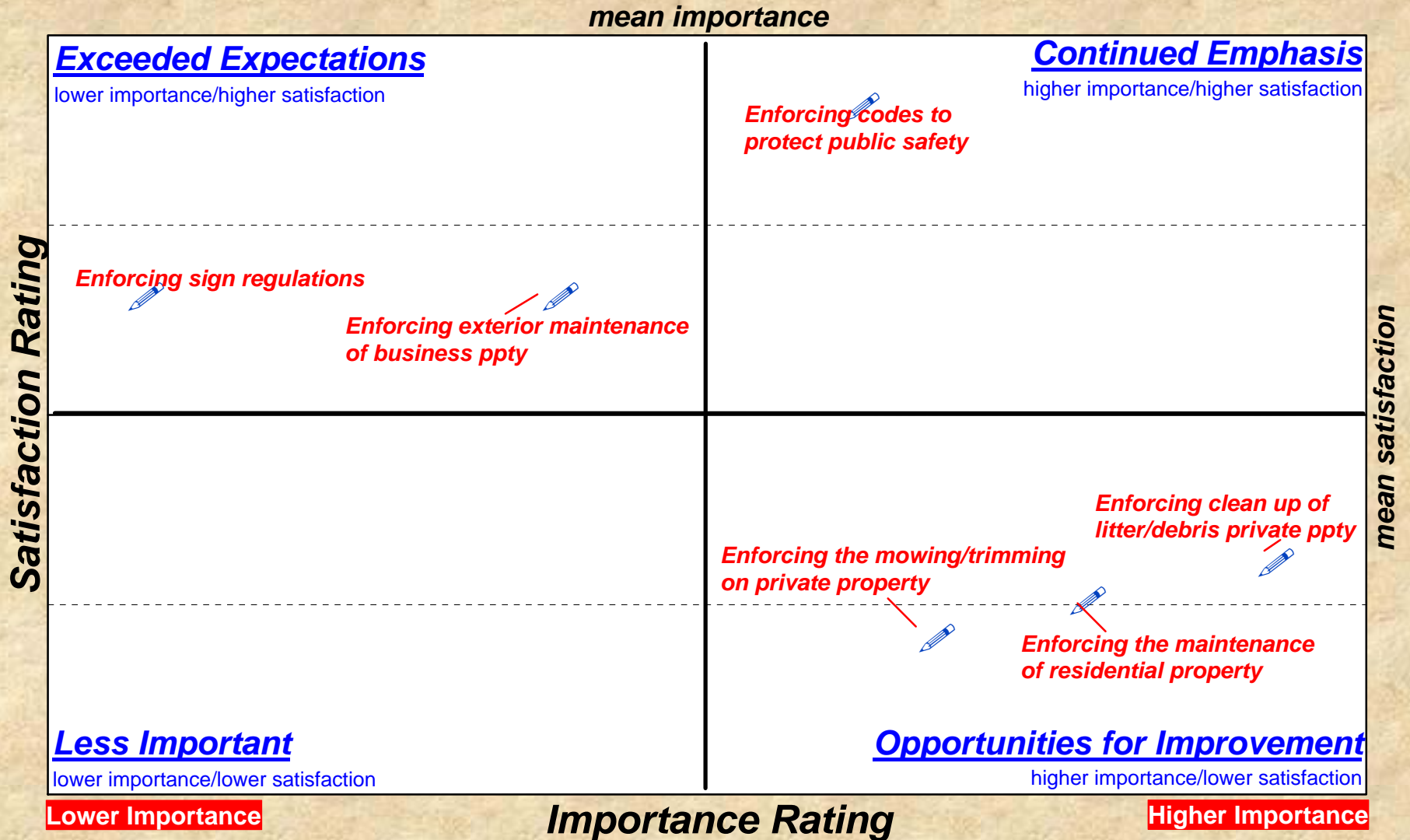


Source: ETC Institute DirectionFinder (2007 - Lenexa, KS)

# 2007 City of Lenexa DirectionFinder Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

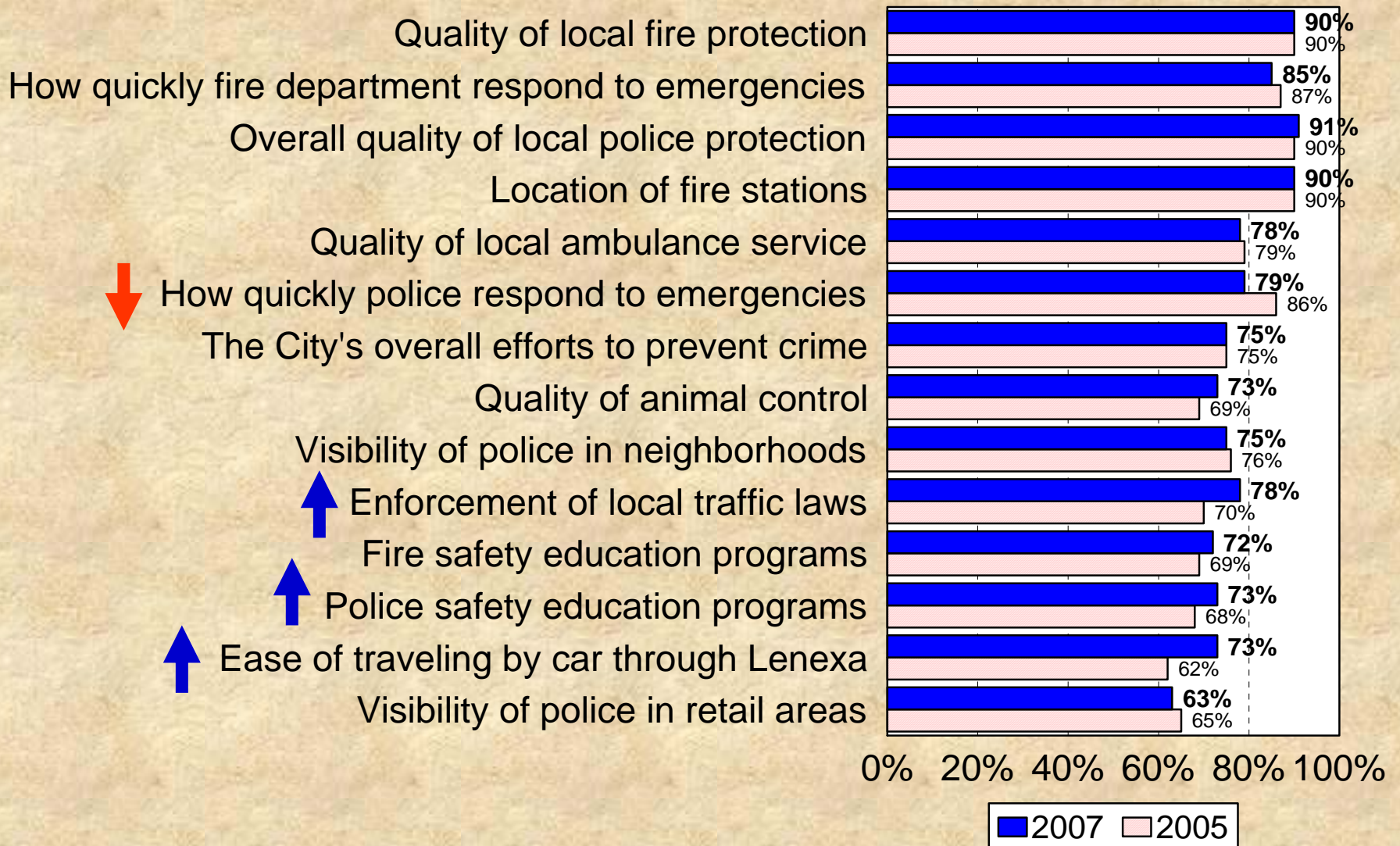
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Public Safety

# TRENDS: Satisfaction with Various Aspects of Public Safety - 2007 vs. 2005

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

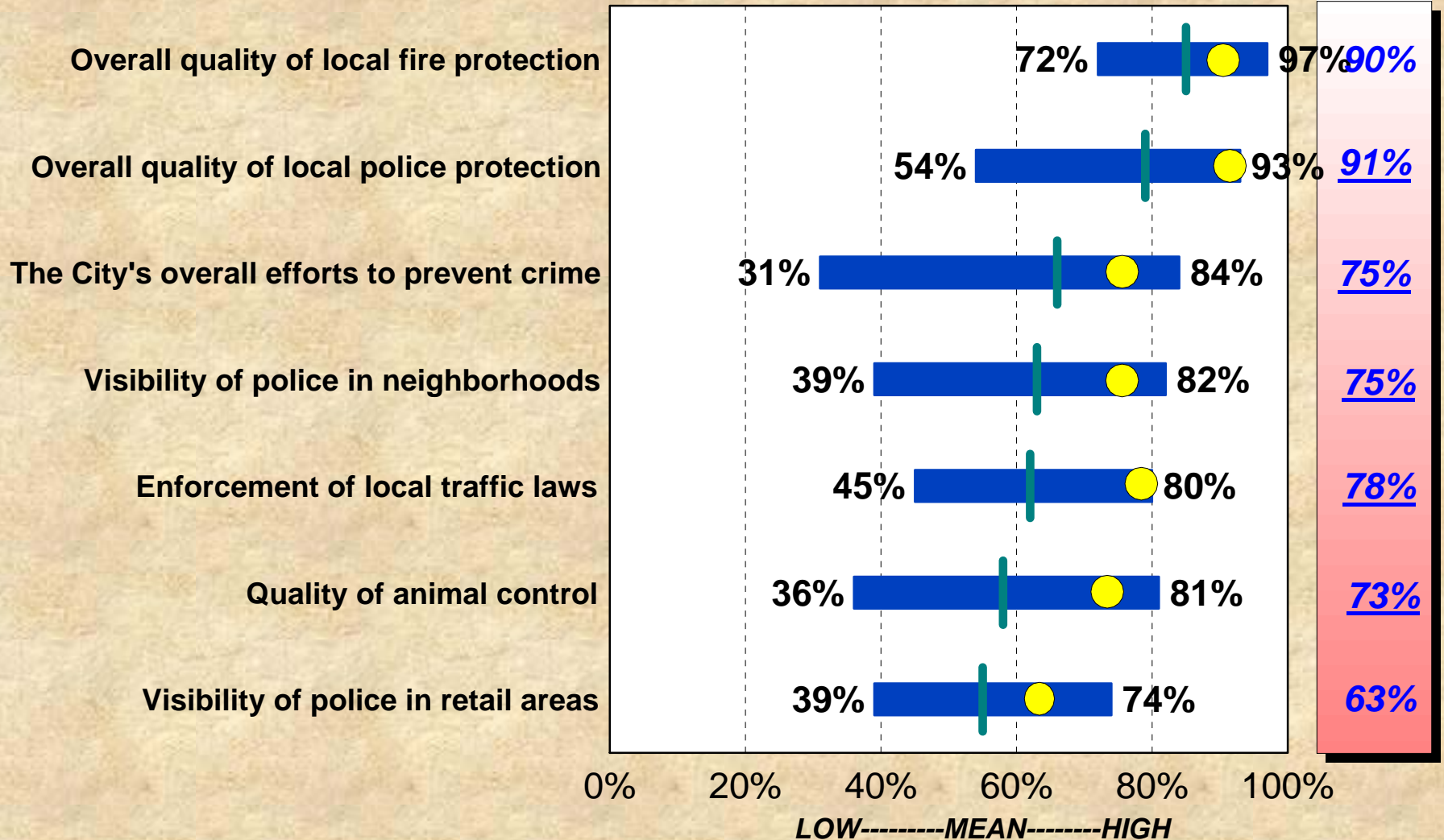


# Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

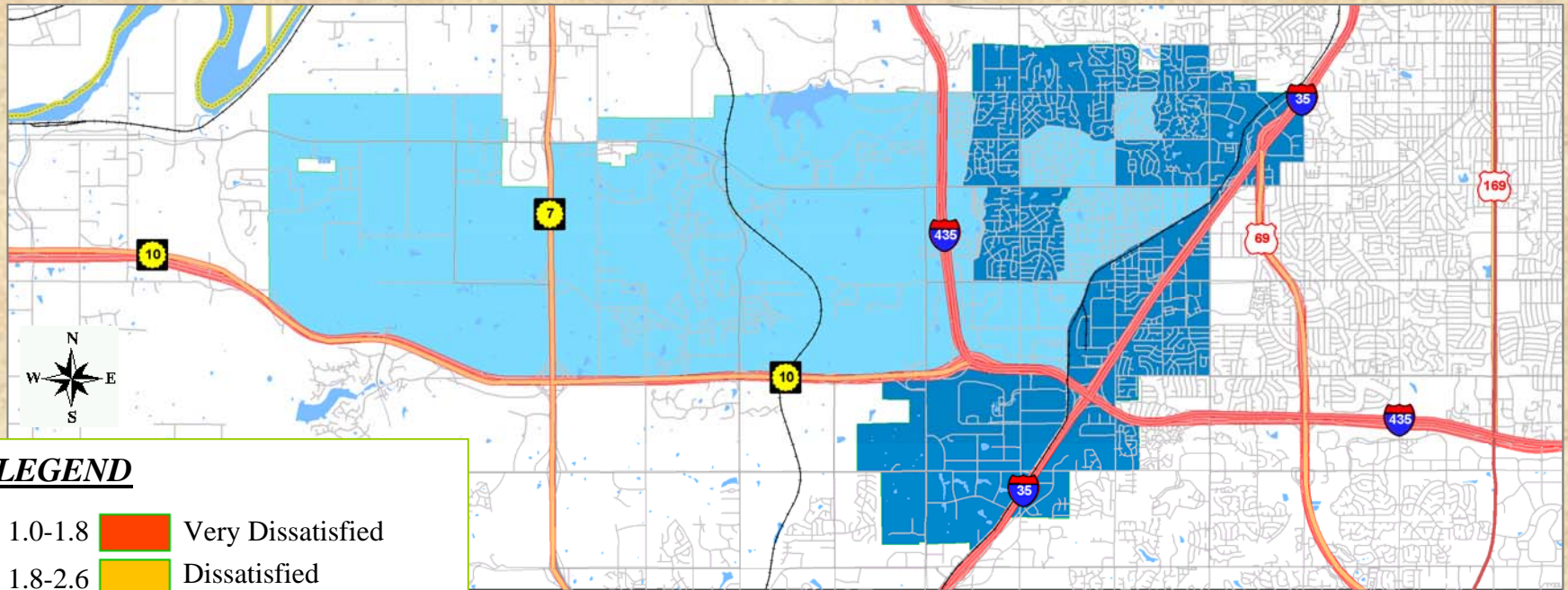
Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City

● Lenexa, KS



Source: ETC Institute DirectionFinder (2007 - Lenexa, KS)

# How quickly police respond to emergencies (Q4d)



## **LEGEND**

- |         |  |                   |
|---------|--|-------------------|
| 1.0-1.8 |  | Very Dissatisfied |
| 1.8-2.6 |  | Dissatisfied      |
| 2.6-3.4 |  | Neutral           |
| 3.4-4.2 |  | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

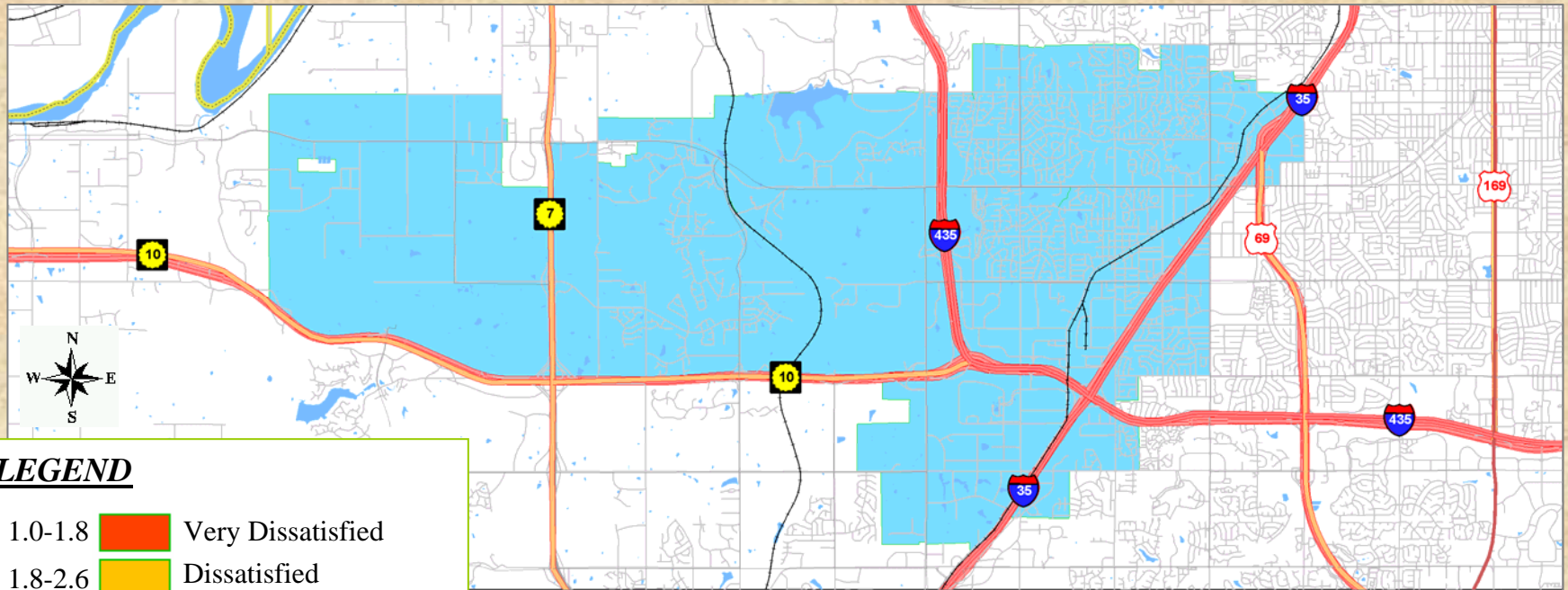
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## **City of Lenexa, KS**







### ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# Enforcement of local traffic laws (Q4g)



## **LEGEND**

- |         |   |                   |
|---------|---|-------------------|
| 1.0-1.8 |    | Very Dissatisfied |
| 1.8-2.6 |    | Dissatisfied      |
| 2.6-3.4 |    | Neutral           |
| 3.4-4.2 |   | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

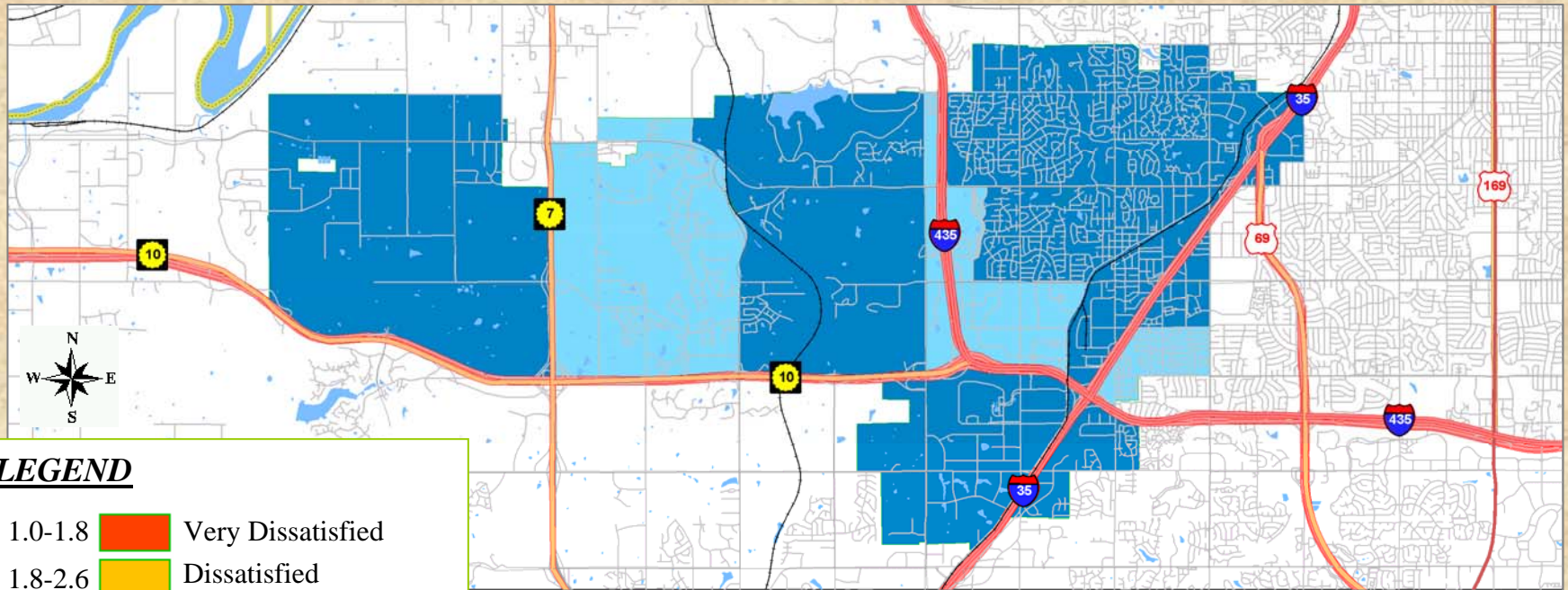
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## **City of Lenexa, KS**







### ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# Overall quality of local fire protection (Q4h)



## **LEGEND**

- |         |   |                   |
|---------|---|-------------------|
| 1.0-1.8 |    | Very Dissatisfied |
| 1.8-2.6 |    | Dissatisfied      |
| 2.6-3.4 |    | Neutral           |
| 3.4-4.2 |   | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

Note: "Other" areas did not contain enough responses to show statistically significant results.

## **City of Lenexa, KS**

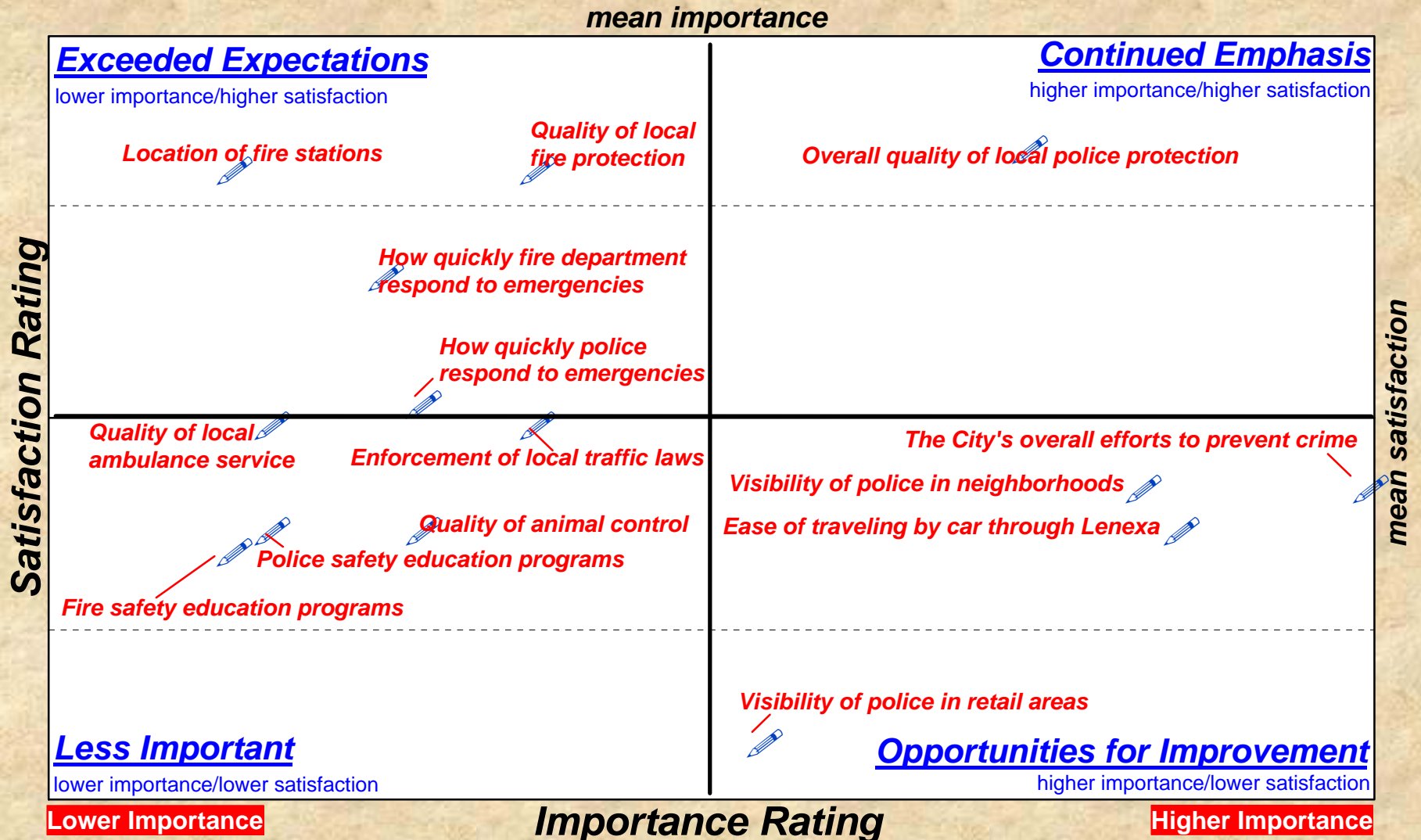
### ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# 2007 City of Lenexa DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety-

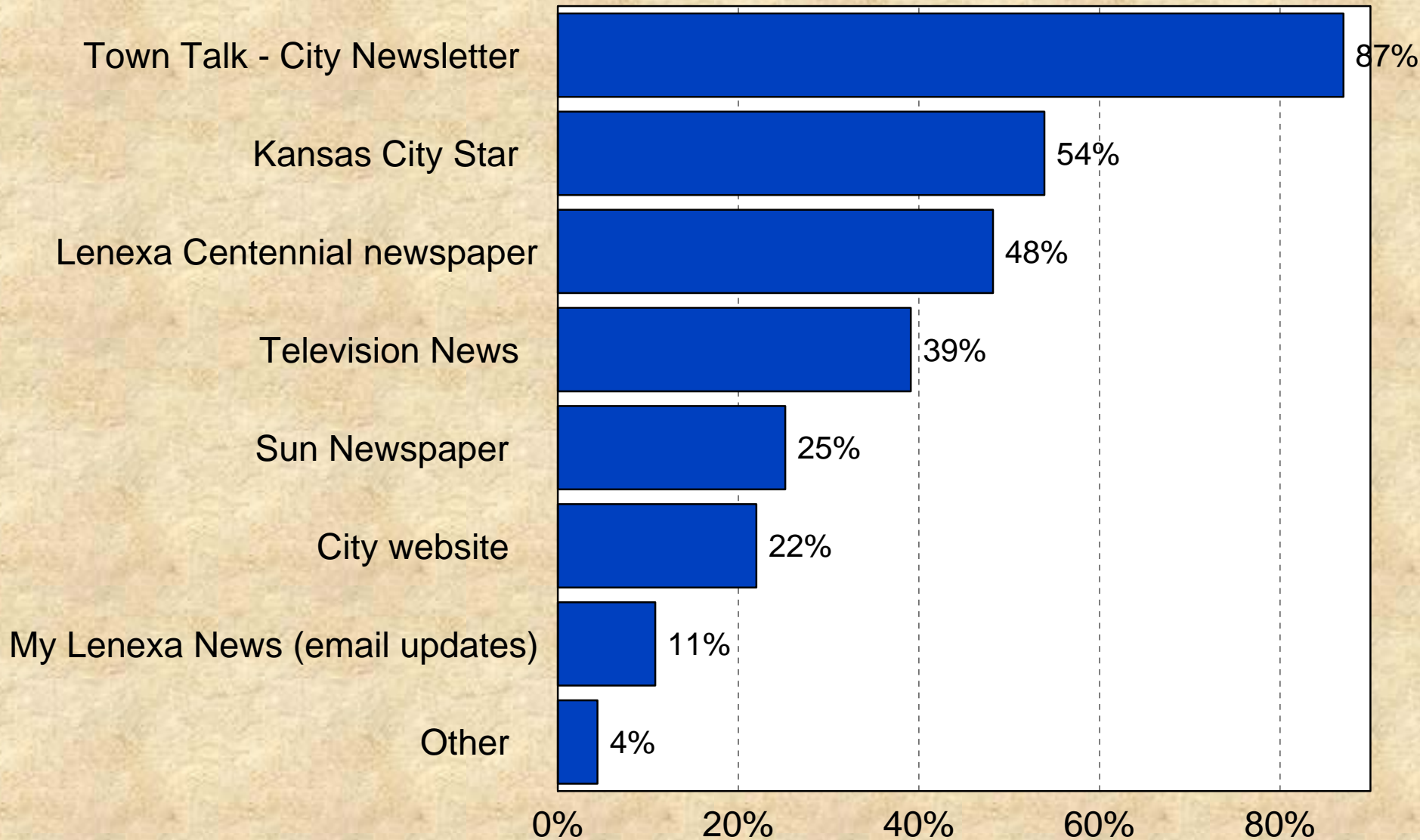
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Communications

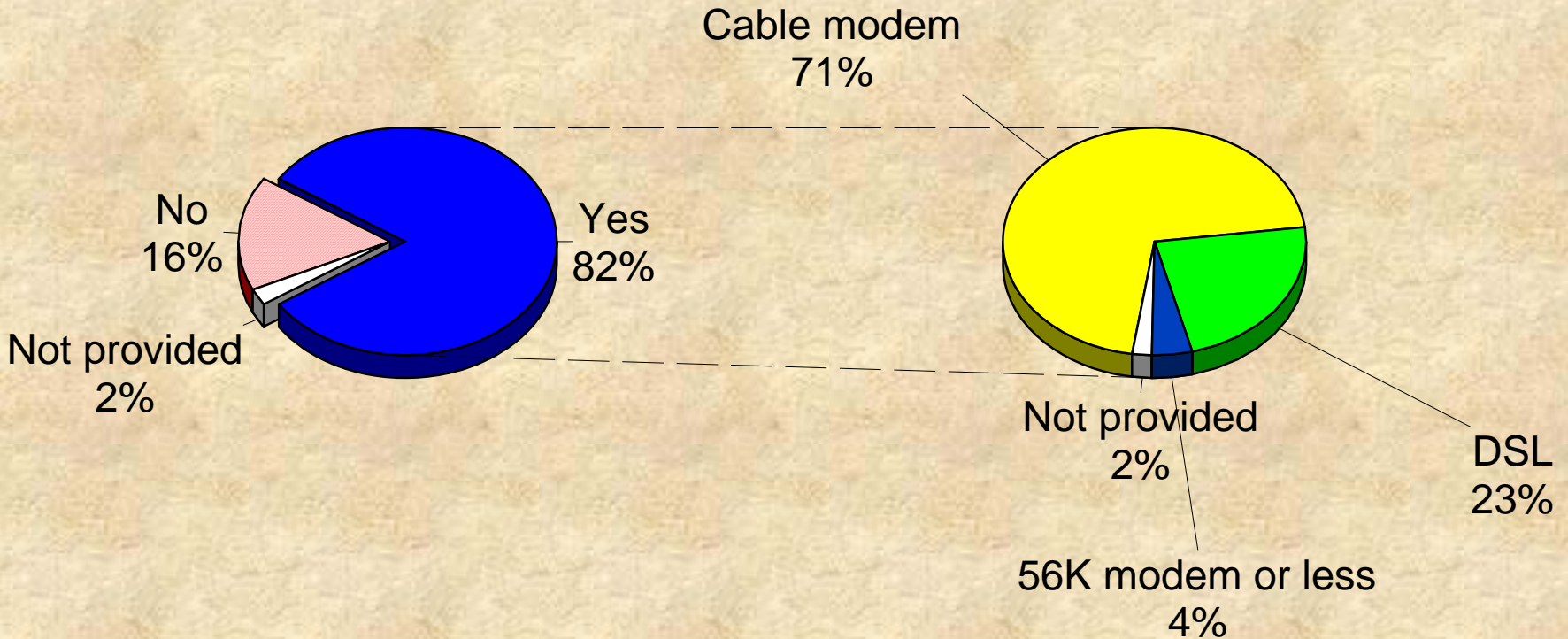
# How Residents Get Information About City Issues

by percentage of respondents



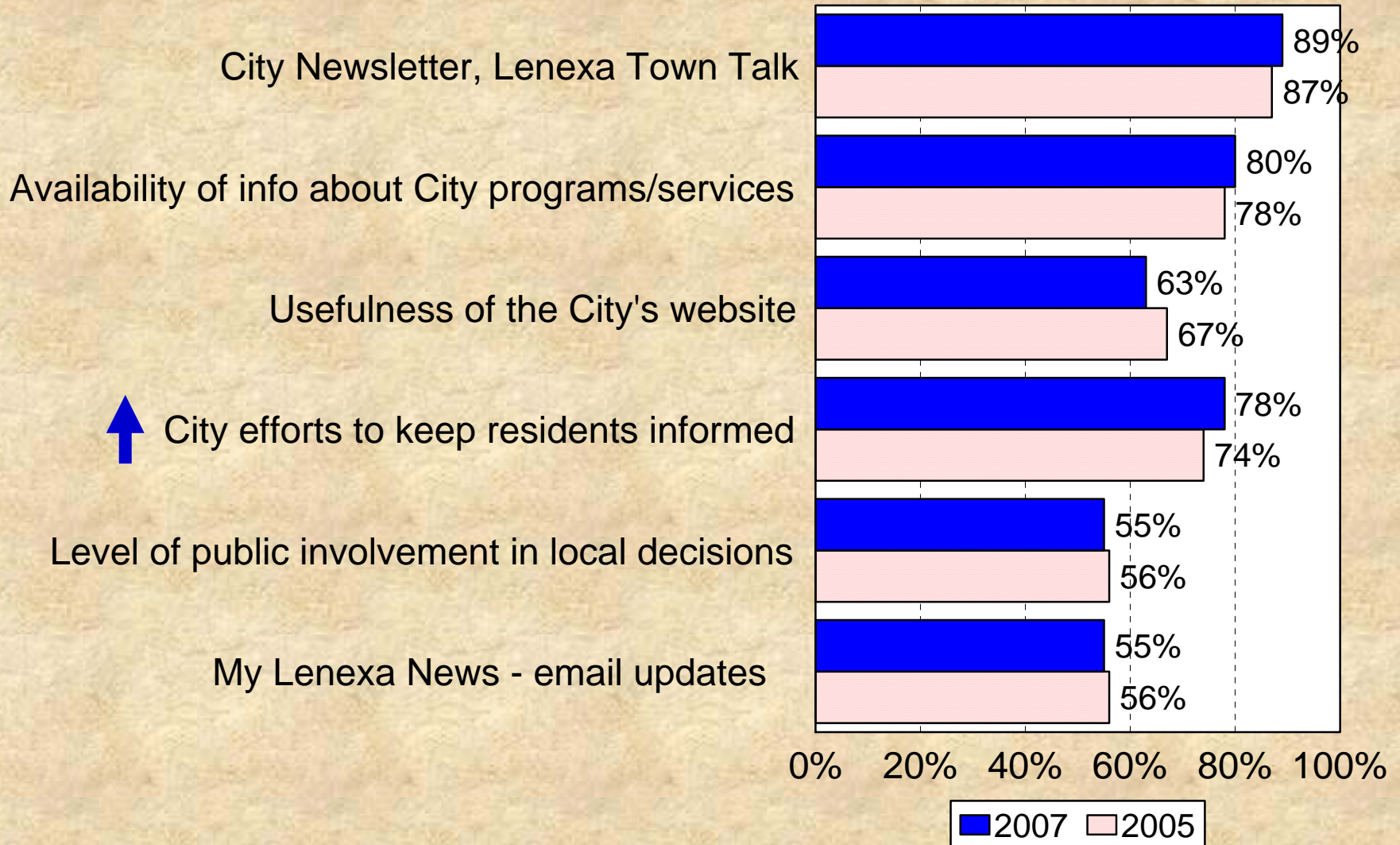
# Have you or other adult members of your household used the Internet from your home during the past week?

by percentage of respondents



# TRENDS: Satisfaction with Various Aspects of City Communications - 2007 vs. 2005

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Satisfaction with Various Aspects of City Communications in 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City


● Lenexa, KS

Availability of information about programs/service

30%

84%

80%

 Overall efforts of City to keep you informed

30%

78%

78%

Level of public involvement in local decisions

19%

62%

55%

0% 20% 40% 60% 80% 100%

LOW-----MEAN-----HIGH

# Leadership

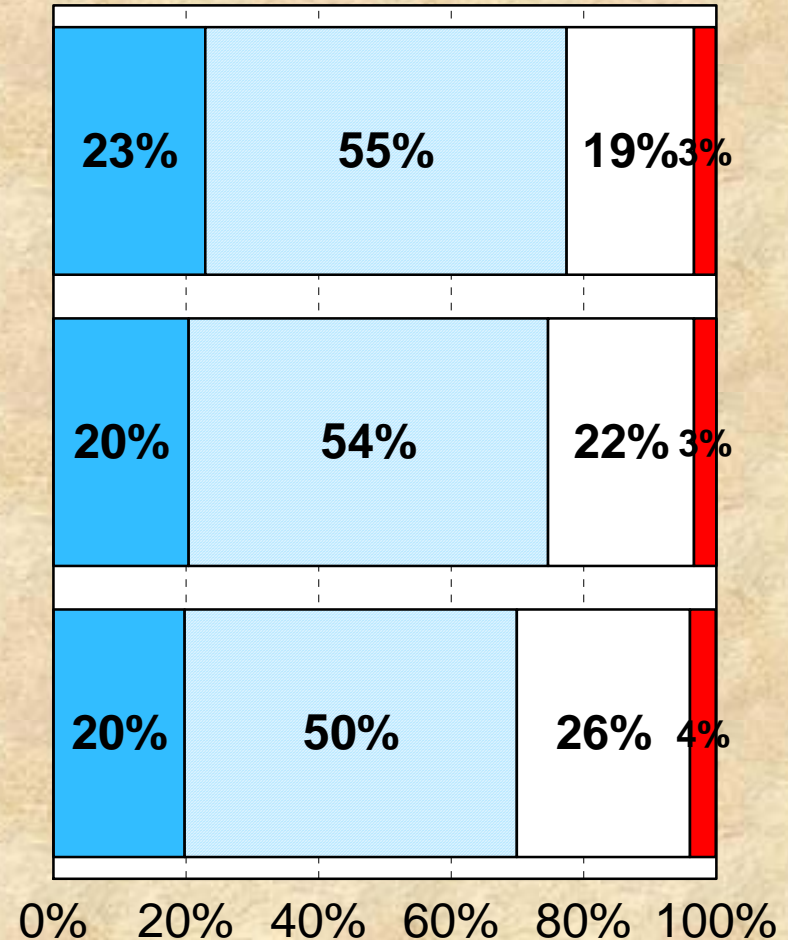
# Satisfaction with City Leadership 2007

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale

Leadership of Elected Officials  
**97% Approval Rating**

City Administrator and appointed staff  
**97% Approval Rating**

Effectiveness of appointed boards/commissions  
**96% Approval Rating**

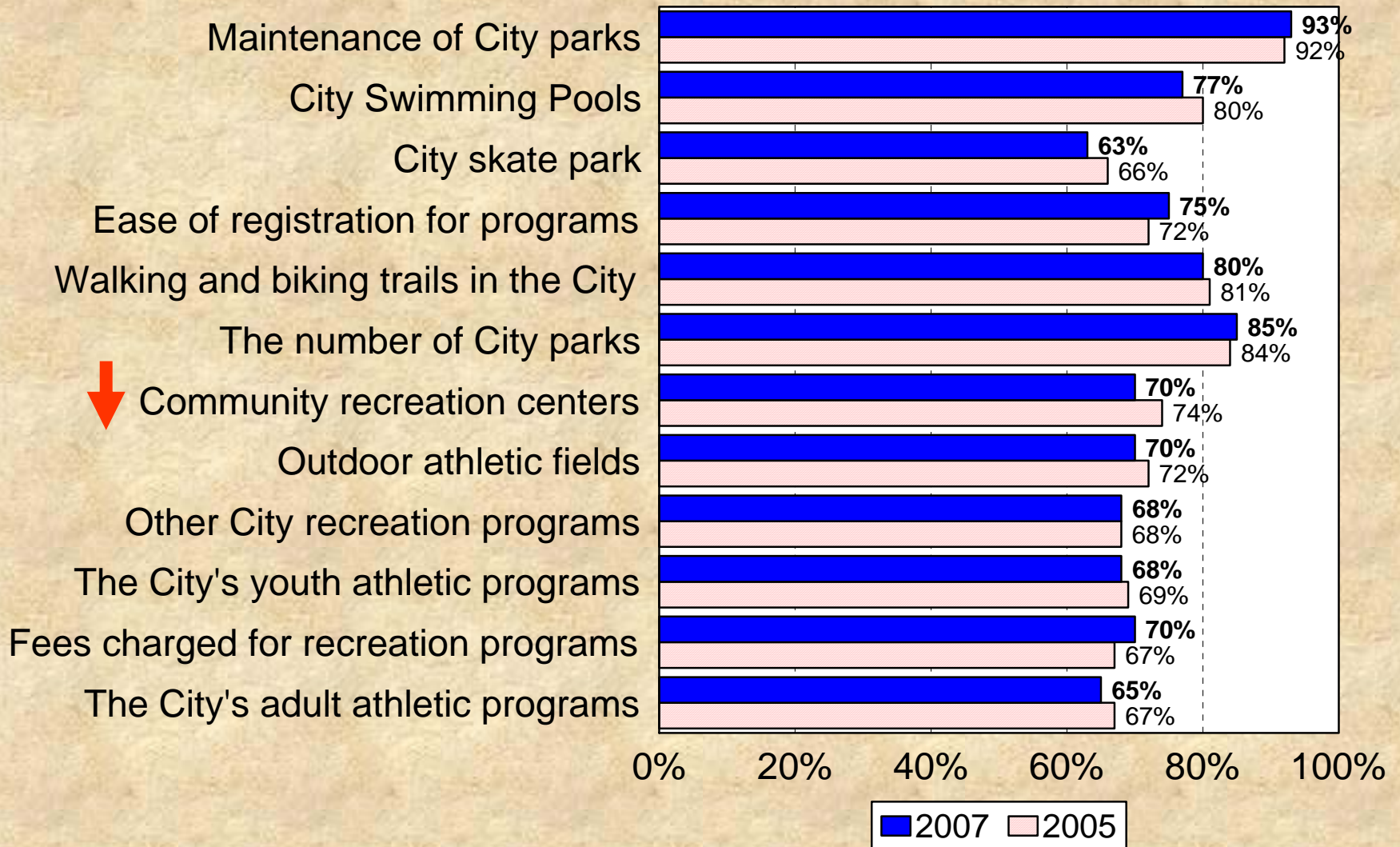


■ Very Satisfied (5) ■ Satisfied (4) ■ Neutral (3) ■ Dissatisfied (1/2)

# Parks and Recreation

# TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2007 vs. 2005

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



# Satisfaction with Parks and Recreation Facilities and Services Provided by Cities in the Kansas City Area in 2007

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City

● Lenexa, KS



**Maintenance of City parks**



**The number of City parks**

**Ease of registering for programs**

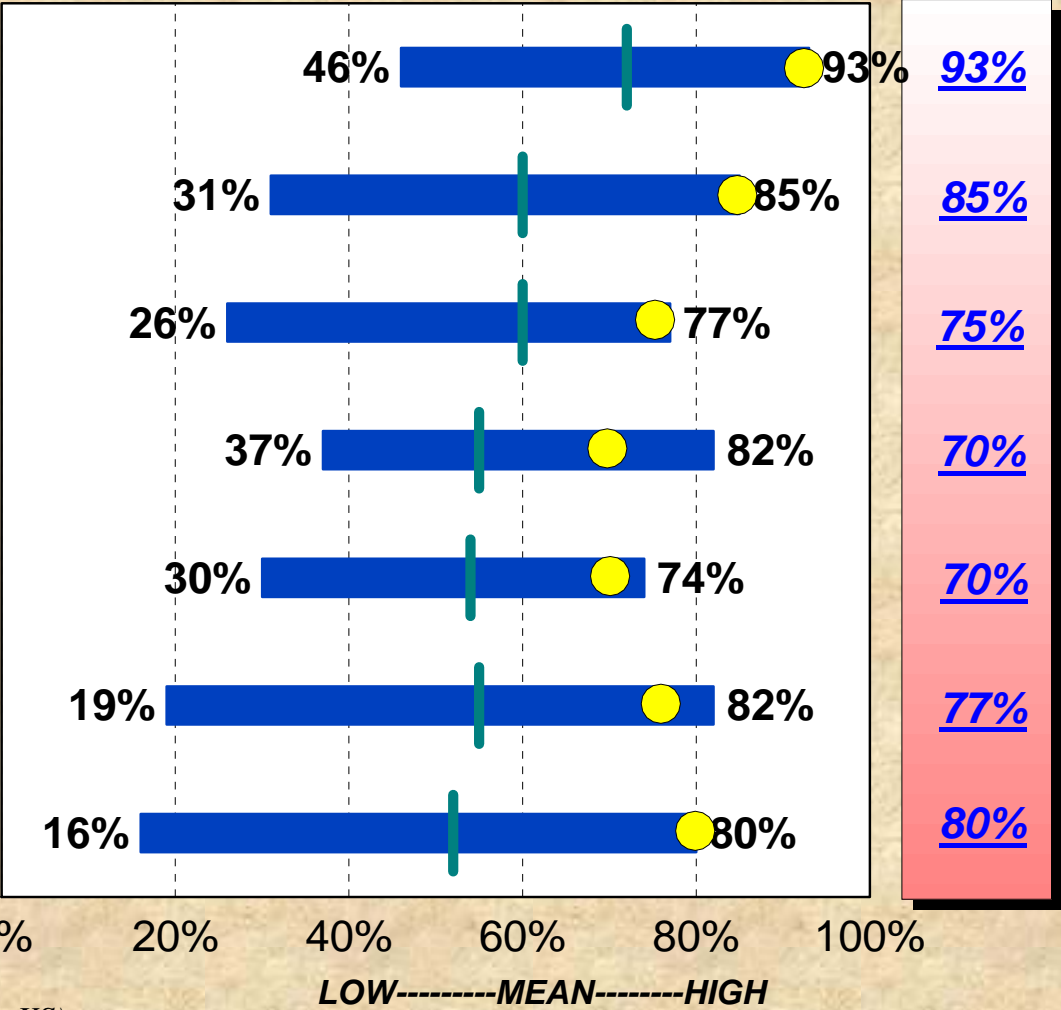
**Outdoor athletic fields**

**Fees charged for recreation programs**

**City swimming pools**

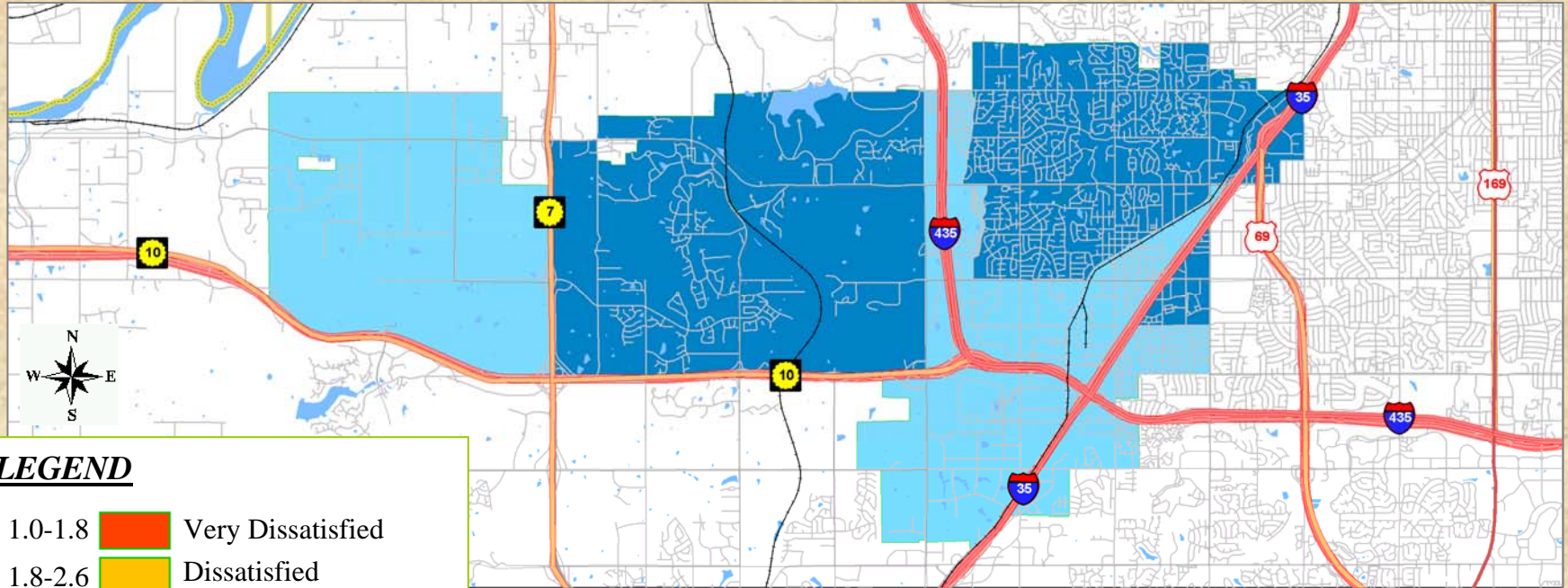


**Walking/biking trails in the City**



Source: ETC Institute DirectionFinder (2007 - Lenexa, KS)

# Maintenance of City parks (Q10a)



## **LEGEND**

- |         |  |                   |
|---------|--|-------------------|
| 1.0-1.8 |  | Very Dissatisfied |
| 1.8-2.6 |  | Dissatisfied      |
| 2.6-3.4 |  | Neutral           |
| 3.4-4.2 |  | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

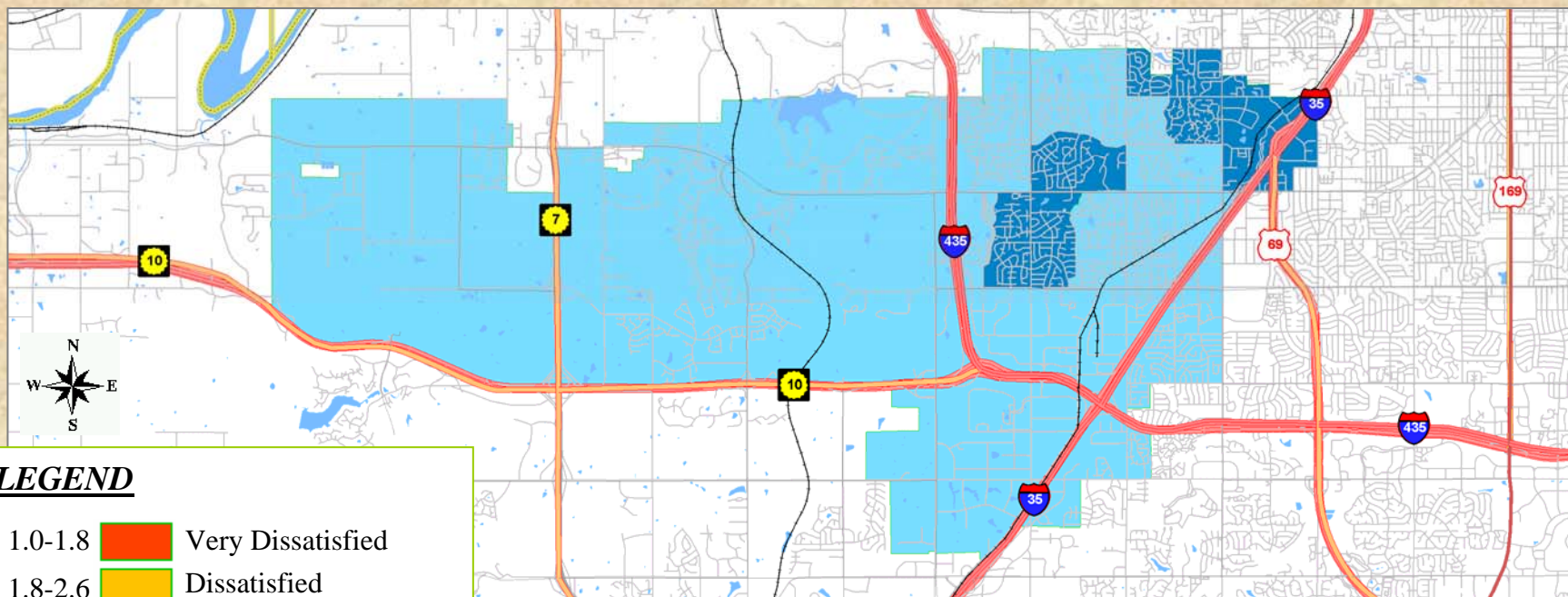
Note: "Other" areas did not contain enough responses to show statistically significant results.

## **City of Lenexa, KS**







### ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# The number of City parks (Q10b)



## **LEGEND**

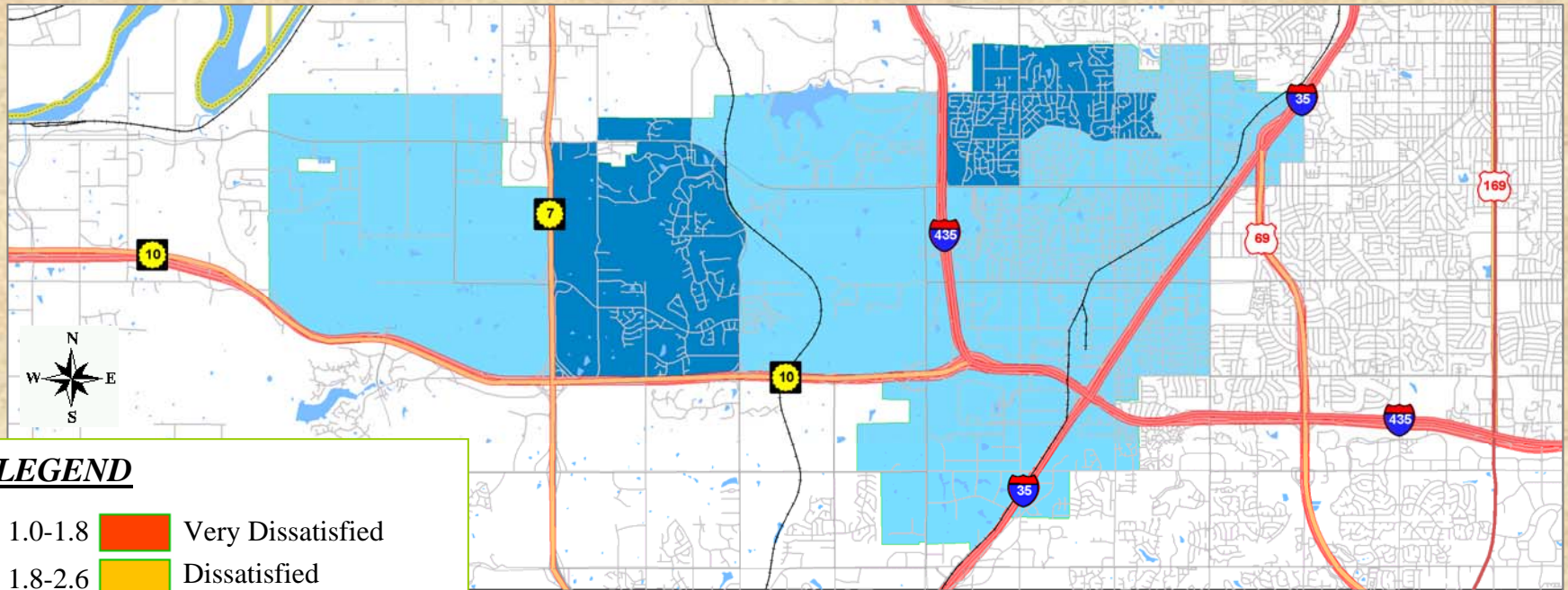
- |         |   |                   |
|---------|---|-------------------|
| 1.0-1.8 |    | Very Dissatisfied |
| 1.8-2.6 |    | Dissatisfied      |
| 2.6-3.4 |    | Neutral           |
| 3.4-4.2 |   | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

Note: "Other" areas did not contain enough responses to show statistically significant results.







## **City of Lenexa, KS** ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# Walking and biking trails in the City (Q10c)



## **LEGEND**

- |         |   |                   |
|---------|---|-------------------|
| 1.0-1.8 |    | Very Dissatisfied |
| 1.8-2.6 |    | Dissatisfied      |
| 2.6-3.4 |    | Neutral           |
| 3.4-4.2 |   | Satisfied         |
| 4.2-5.0 |  | Very Satisfied    |
|         |  | Other             |

Note: "Other" areas did not contain enough responses to show statistically significant results.

## **City of Lenexa, KS**

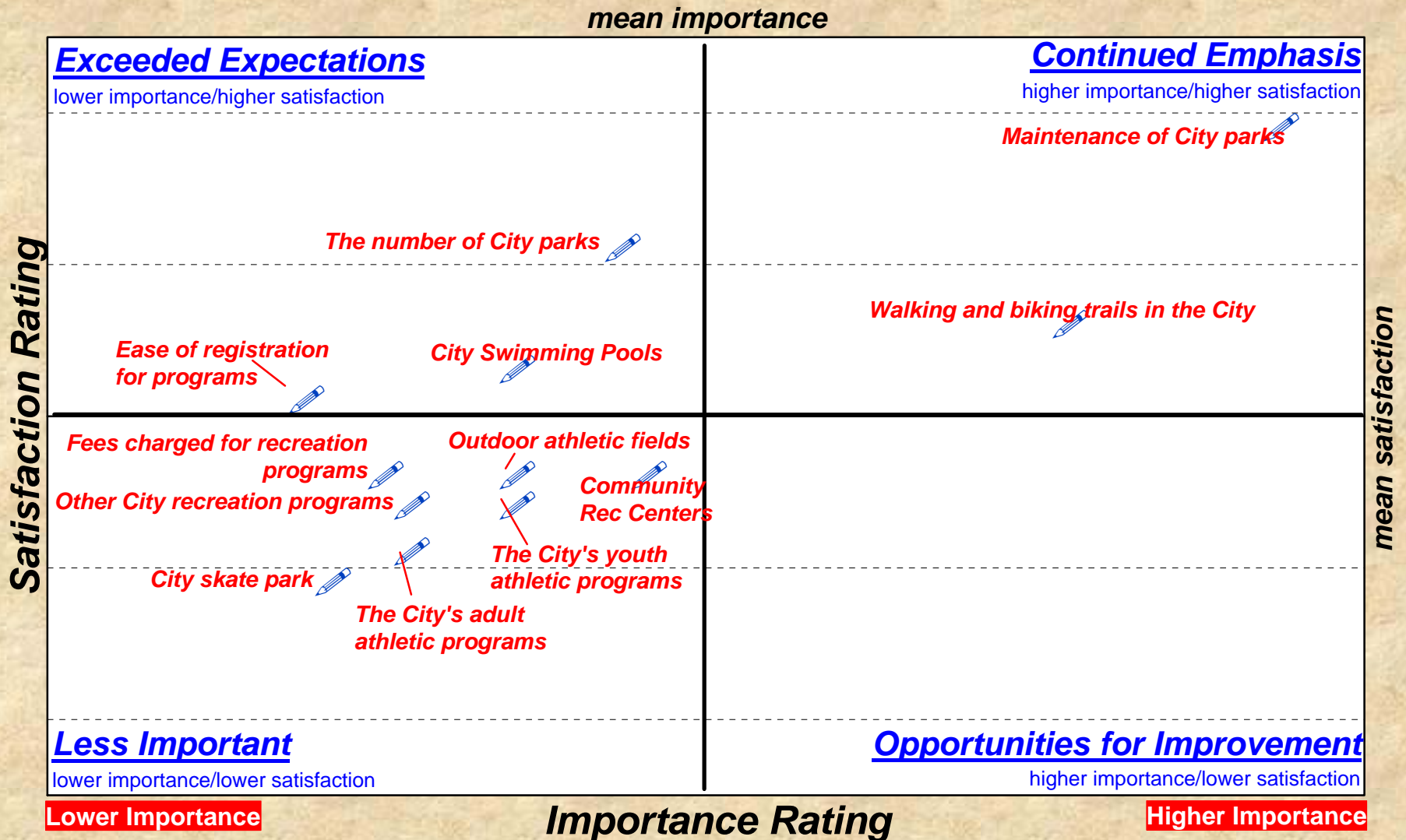
### ***2007 Citizen Survey***

Shading reflects the mean rating for all respondents by Census Block Group. \*Selected CBGs were merged based on respondent distribution.

# 2007 City of Lenexa DirectionFinder Importance-Satisfaction Assessment Matrix

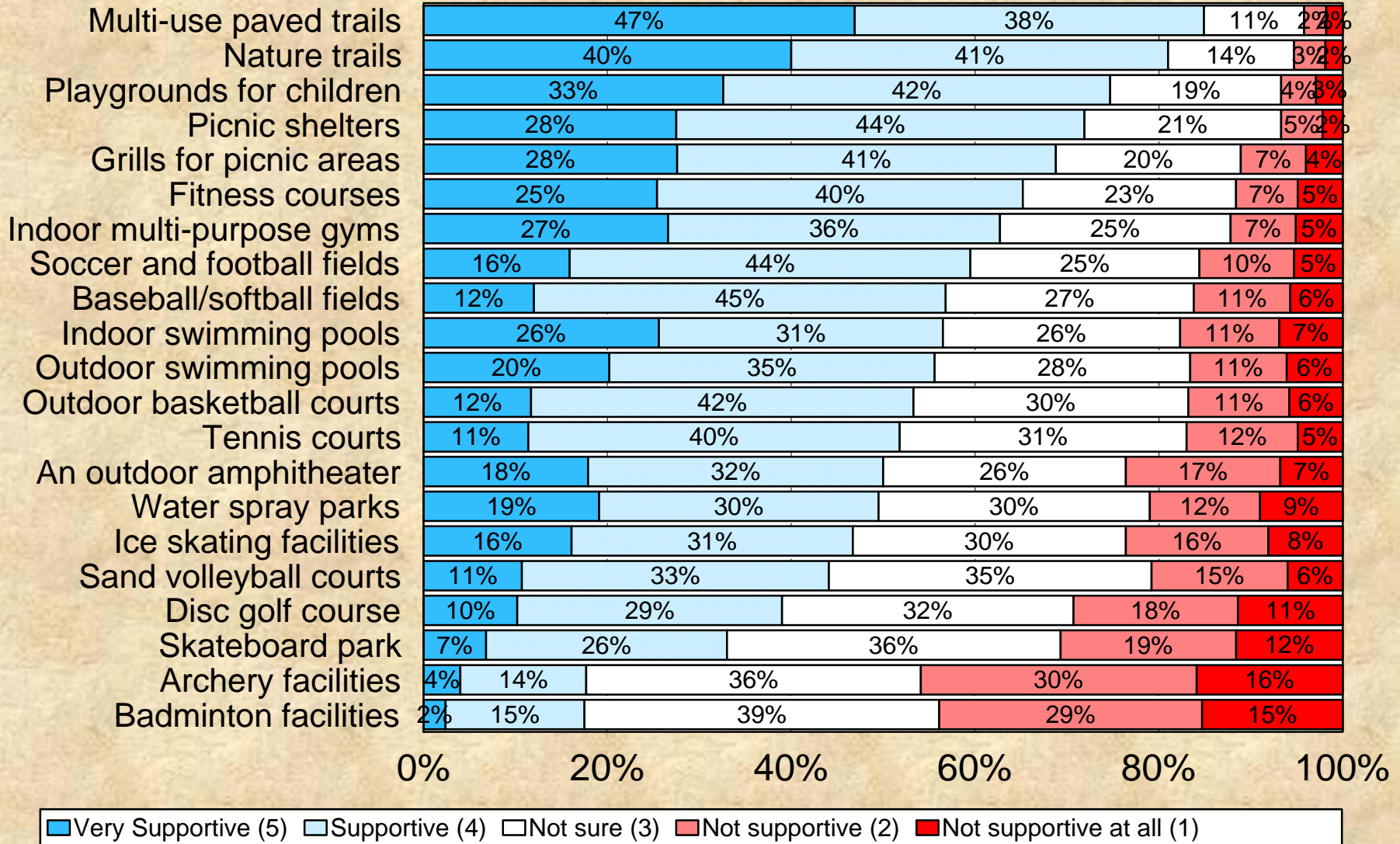
## -Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# Support for Using City Taxes to Develop Various Parks and Recreation Facilities

by percentage of respondents

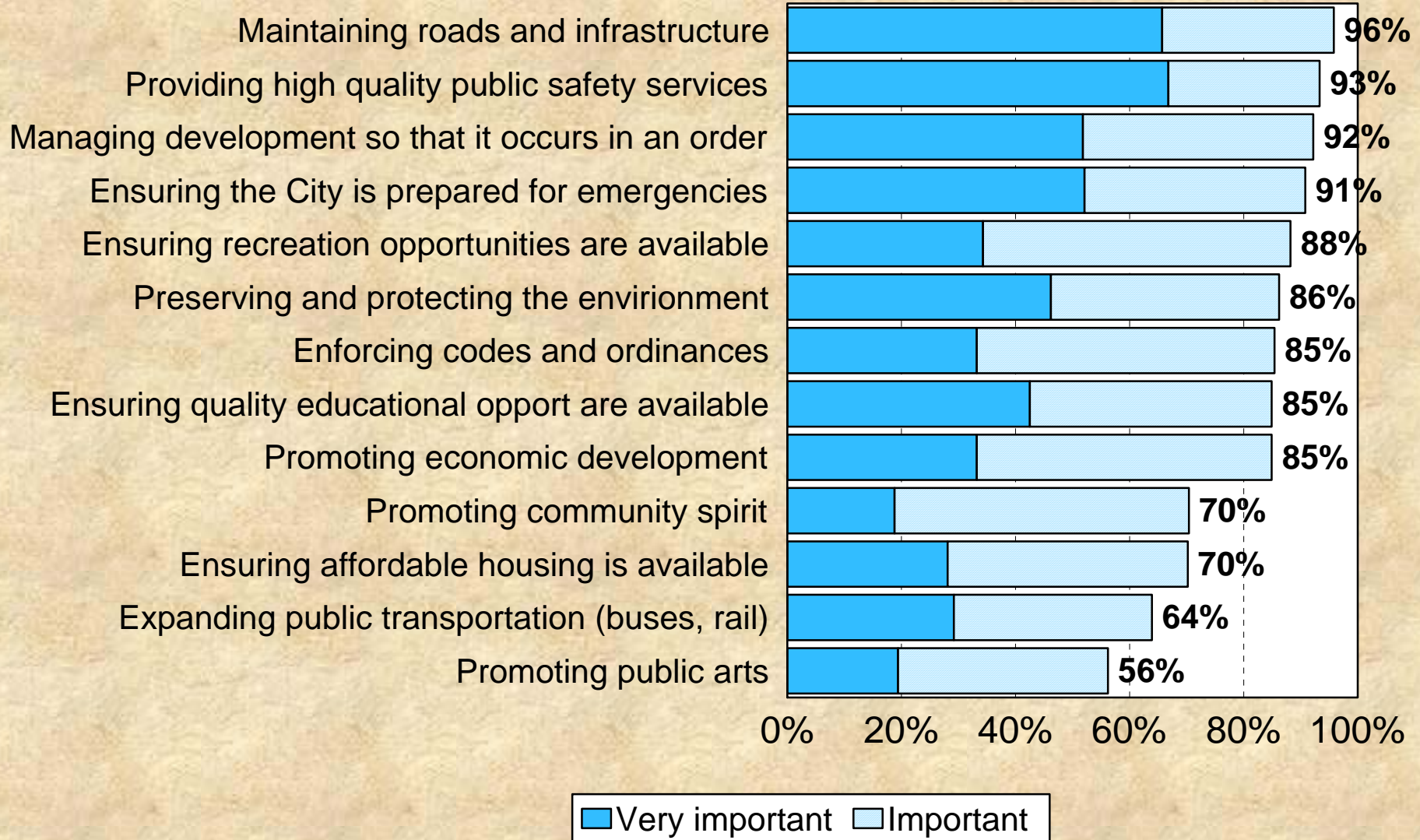


Source: ETC Institute DirectionFinder (2007 - Lenexa, KS)

# Other Issues

# Importance of Various Issues to the Plan for Lenexa in 2030

by percentage of respondents



# Summary

- **Overall satisfaction in the City of Lenexa is in the Top 10% of all U.S. Cities**
  - Lenexa leads the metro Kansas City area in nearly a dozen areas
- **Overall, the City of Lenexa is Clearly Moving in the Right Direction**
- **Major Service Categories with Significant Improvements**
  - Maintenance of Streets
  - Management of Traffic Flow
  - Communication
  - How well the city is planning for growth
- **Major Service Categories with Significant Declines**
  - NONE
- **Top priorities within Major Service Category:**
  - Overall – traffic flow, street maintenance, public safety
  - Maintenance – snow removal, street maintenance, street lighting
  - Code Enforcement – enforce clean-up of litter/debris and maintenance of residential property
  - Public safety – crime prevention and visibility of police
  - Parks and recreation – walking/biking trails and maintenance of existing parks

Questions ???