

2024 City of Lee's Summit Citizen Survey

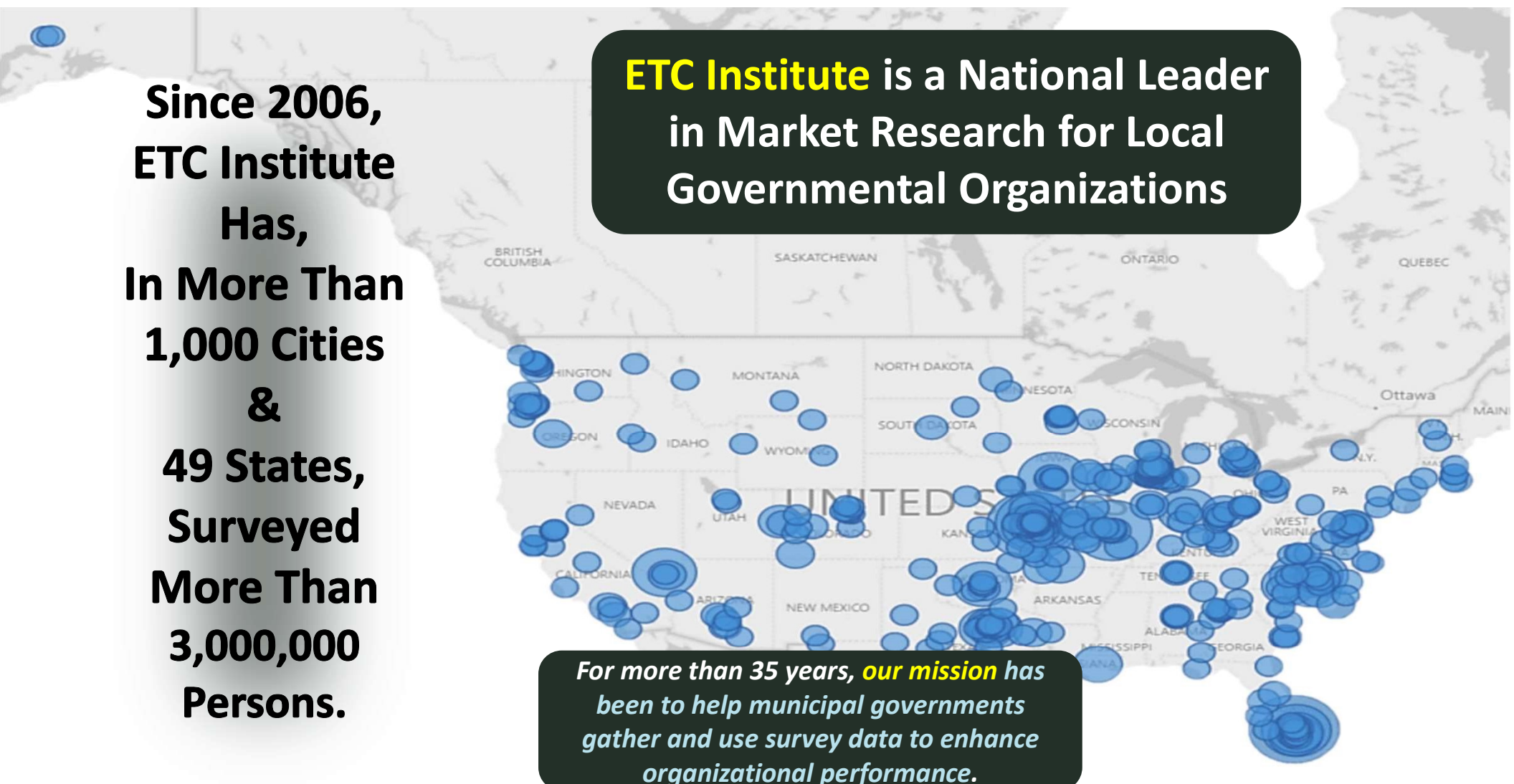
ETC INSTITUTE – DECEMBER 12, 2023



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 of a Statistically Valid Survey

To gather objective feedback from residents on the delivery of City services

To compare the City's performance to nation-wide and regional averages

To measure trends from previous surveys

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

What Makes the Survey Statistically Valid?

Random Sampling: All households in the City will have an equal probability of being selected

Sample Size: 700 completed surveys will have a precision of at least +/-3.7% at the 95% level of confidence

Combating Bias: ETC Institute ensures your results are representative of the population with regards to race/ethnicity, household composition, and household income

Data Quality: ETC Institute has a robust QA/QC process where all employees are involved to ensure all clients receive error-free results

Project Approach

- | | | |
|-------------------------------------|-------------------|--|
| <input checked="" type="checkbox"/> | Design | Task 1: Design the Survey and Sampling Plan |
| <input type="checkbox"/> | Administer | Task 2: Administer the Survey |
| <input type="checkbox"/> | Reporting | Task 3: Survey Analysis and Reporting |

Administration Activities

Mail

- The households who were randomly selected will receive a paper version of the survey with a postage-paid return-reply envelope included
- ETC Institute may send a postcard as a follow-up reminder to those who received the paper survey

Online

- Additional follow-up activities will take place via targeted social media ads
- ETC Institute will also send emails/text messages with a link to the online survey

Phone

- The cover letter will contain a toll-free language lines for respondents to call to complete the survey in another language
- ETC Institute may also follow-up via phone with residents who don't respond



LEE'S SUMMIT
MISSOURI®

2024 Citizen Survey

c/o ETC Institute
725 W Frontier Circle
Olathe KS 66061

**Help the City of Lee's
Summit serve you better
by taking important this
survey!**



**Initial Mailer
Envelope**



Mayor William A. Baird

January 2024

Re: Citizen Satisfaction Survey

Dear Lee's Summit Resident:

As part of our ongoing commitment to providing quality services that best meet the needs of our residents, the City invites you to participate in our 2023 Citizen Satisfaction Survey. Your feedback on various aspects of city services, including public safety, infrastructure, recreational programs and more will provide valuable insight into areas where we are succeeding and areas where improvement may be needed.

Your opinion is vital!!! You are one of 5,000 households randomly selected by our independent consultant, ETC Institute, to complete this important survey. Please return the survey in the enclosed postage-paid, self-addressed envelope as soon as possible. Your responses are confidential and your individual answers will not be disclosed. The survey can also be completed online at LSSurvey.org. **After fully completing the survey, you can enter to win a \$500 Visa gift card. ETC Institute will collect and tabulate the responses.**

By better understanding the needs and expectations of our residents, the City can continue to enhance and improve the services we provide and determine where to consider spending tax dollars in the future. The survey responses will also further determine how well our community is doing in comparison to similar-sized cities locally and regionally.

Thank you for taking the time to share your feedback with the City. By participating in the survey, you are assisting the City in making informed decisions about the future of Lee's Summit.

If you have questions, please contact our ETC Institute's Project Manager, Ryan Murray, at (913) 254-4598.

Yours Truly,

A handwritten signature in black ink that reads 'W Baird'.

William A. Baird
Mayor

Para completar esta encuesta en español, llame al ETC Institute al 844-811-0411.

Cover Letter



2024 City of Lee's Summit Citizen Survey

Thank you for taking time to complete this important survey. City leaders will use survey input to help set community priorities so that tax dollars are spent wisely. Please return the completed survey in the envelope provided. Surveys can be completed online by visiting [LSSurvey.org](https://www.lee-summit.org/LSSurvey.org). At the end of the survey, to say thank you for your time and feedback, you can enter to win a \$500 Visa gift card for fully completing the survey.

1. **PERCEPTIONS OF THE COMMUNITY.** Several items that may influence your perception of the City of Lee's Summit are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall image of City government	5	4	3	2	1	9
2. How well the City is managing growth	5	4	3	2	1	9
3. Overall quality of life in Lee's Summit	5	4	3	2	1	9
4. Overall quality of services provided by the City	5	4	3	2	1	9
5. Overall value you receive for your City tax dollars and fees	5	4	3	2	1	9

2. **LEADERSHIP.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following aspects of City leadership.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall effectiveness of City elected officials	5	4	3	2	1	9
2. Overall effectiveness of boards and commissions	5	4	3	2	1	9
3. Overall effectiveness of the City manager and staff	5	4	3	2	1	9

3. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely At All," please indicate how likely you are to recommend to a friend or colleague...

How likely would you be to recommend...	Very Likely	Likely	Neutral	Not Likely	Not Likely at All	Don't Know
1. Living in Lee's Summit	5	4	3	2	1	9
2. Conducting business in Lee's Summit	5	4	3	2	1	9
3. Visiting Lee's Summit	5	4	3	2	1	9

4. **QUALITY OF CITY SERVICES.** Please rate your overall satisfaction with each of the following services provided by the City of Lee's Summit using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of fire and emergency medical services (ambulance)	5	4	3	2	1	9
03. Overall quality of parks and recreation programs and facilities	5	4	3	2	1	9
04. Overall maintenance of City streets, facilities and buildings	5	4	3	2	1	9
05. Overall enforcement of private property/building maintenance ordinances	5	4	3	2	1	9
06. Overall quality of public safety education programs	5	4	3	2	1	9
07. Overall quality of customer service received from employees	5	4	3	2	1	9
08. Overall quality of communication	5	4	3	2	1	9
09. Overall quality of programs designed to connect citizens with the City	5	4	3	2	1	9
10. Overall quality of new commercial development	5	4	3	2	1	9
11. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
12. Overall flow of traffic and congestion management (excluding MoDOT highway interchanges)	5	4	3	2	1	9
13. Overall quality of municipal court	5	4	3	2	1	9

4. Information provided on the City's website (Cityofls.net)	5	4	3	2	1	9
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Printed Version



Dear Lee's Summit Resident:

We are grateful that you have selected the City of Lee's Summit as your community. Thank you for the personal and financial commitment you have already given to our City. In our partnership with you, we want to deliver quality services that best meet our community's needs. Today, we are asking for your help as we look ahead on how to allocate our resources for public safety, transportation, protection of property, and other important qualities of our lives. Investing your time in our customer service survey is an important way you can contribute to your fellow neighbors and citizens.

Your home has been randomly selected by our independent survey consultant, ETC Institute, to help determine our performance in providing public services to the community. We are also interested in knowing how well we are doing to create public engagement with our citizens. You are one of the lucky 5,000 individuals chosen! Please accept the important responsibility of representing others in the community.

By better understanding the priorities of our residents, the Lee's Summit City Council and staff can determine where the City is doing well, where there are opportunities for improvement and where to consider spending tax dollars in the future. The survey responses will also further determine how well our community is doing in comparison to similar size cities locally and regionally. The survey will also help guide the City's Strategic Plan – an effort underway to prioritize the City's goals in a transparent and accountable manner.

That is why it is extremely important that you take the time to complete the survey as soon as possible. Your individual responses will be kept confidential. Again, your input is extremely important! **At the end, you can enter to win a \$500 Visa gift card for fully completing the survey. ETC Institute will collect and tabulate the responses.**

If you have questions, please contact our ETC Institute's Project Manager, Ryan Murray, at (913) 254-4598.

Thank you for taking the time to share your feedback with the City.

BEGIN

Online Version

LS LEE'S SUMMIT
MISSOURI® 2024 Citizen Survey

POSTAGE

Please take some time to complete this important survey!
We are asking for your help as we look ahead on how to allocate our resources for public safety, transportation, protection of property, and other important qualities of our lives. The survey will help guide the City's Strategic Plan, an effort underway

You may

- Online
- Callin



*Help the City of Lee's Summit
serve you better!*

Individual
into a dra

Thank yo
share yo

**Take the 2024
Citizen Survey**



Complete and get entered for a chance to win \$500!

Postcards



2023 Parks Survey

Help
serve
the



*Help the City of Lee's Summit
serve you better!*

**Take the 2024
Citizen Survey**

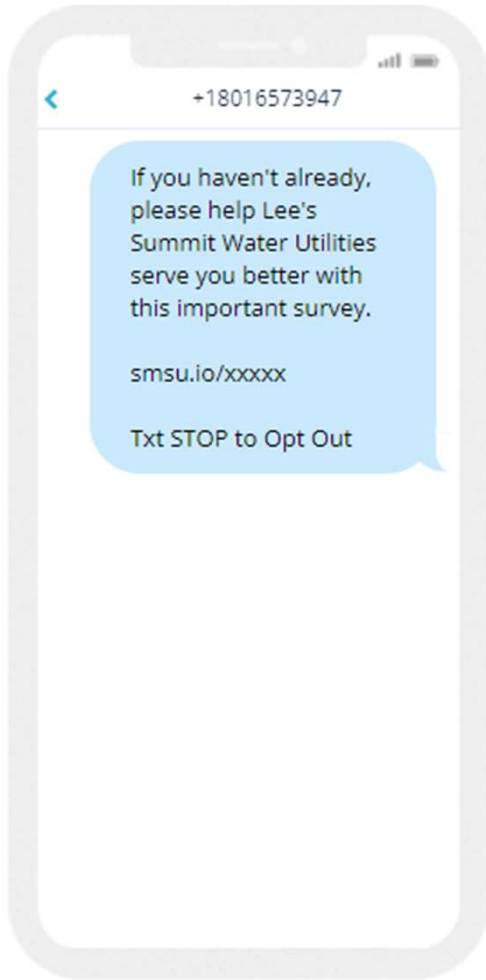
Complete the Survey Here



Complete and get entered for a chance to win \$500!



Social Media



Please help the City of Oklahoma City serve you better by completing this important survey.

<https://okcitysurvey.org/>

Txt STOP to Opt out

Text Messages


Next Steps

ETC Institute will print and mail the surveys for arrival in early January 2024

Administration will take between 4-6 weeks to complete – expected to be finalized in early spring with a minimum of 700 completed surveys

Early spring 2024, ETC institute will delivery a draft findings report

An on-site presentation of the findings will be made at a meeting in spring 2024



Questions?

THANK YOU!

