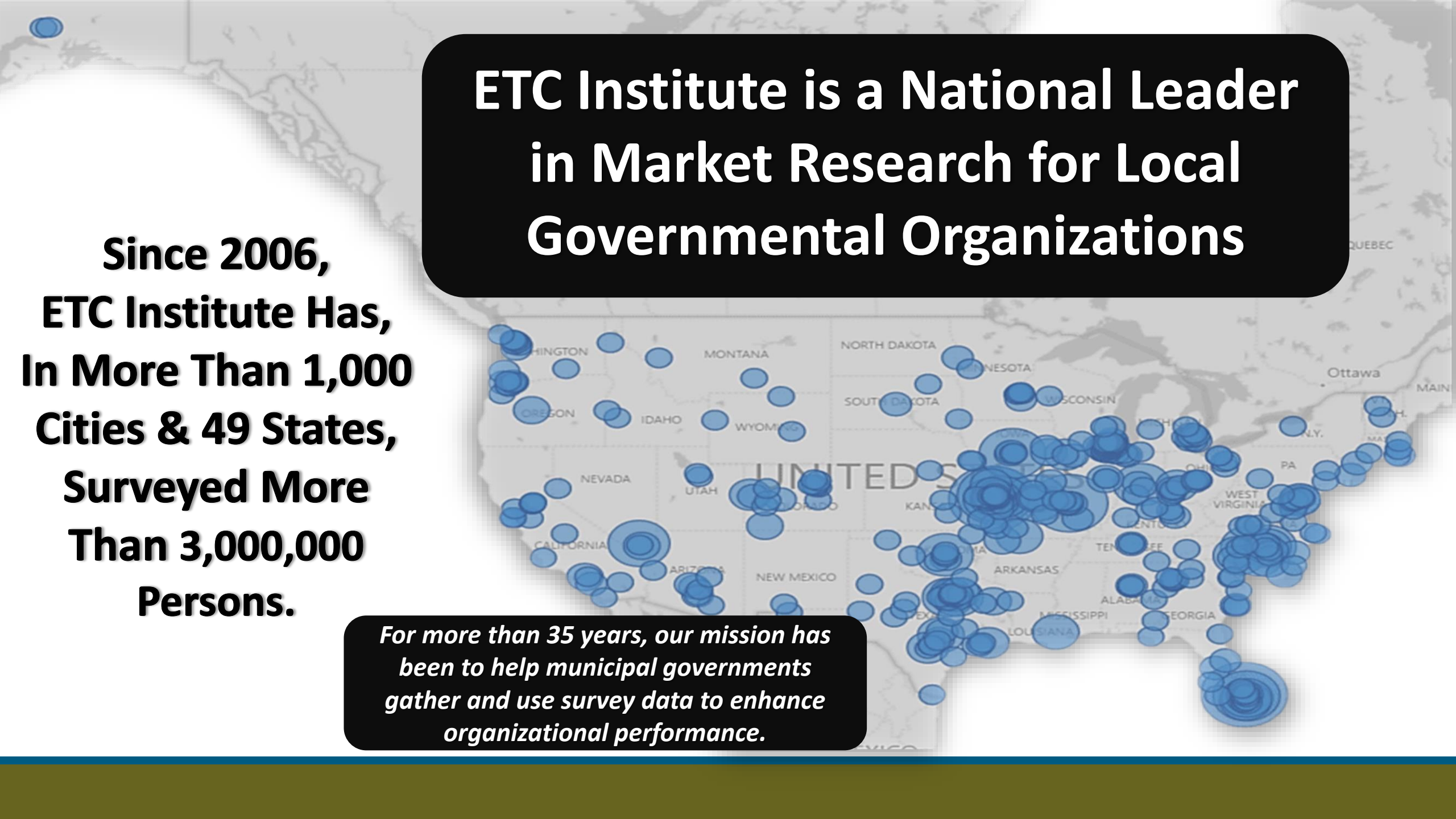




LEE'S SUMMIT
MISSOURI

City of Lee's Summit Citizen Survey Results

PRESENTED BY ETC INSTITUTE



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

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

*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 analyze trends in results from past survey results

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

Methodology

Survey Description

- 6-page survey, most recently administered in 2019
 - Used many of the same questions to ensure trends could be developed with past results

Method of Administration

- By mail and online to a random sample of households in the City
- Each survey took approximately 14-16 minutes to complete

Sample Size

- 775 completed surveys

Margin of Error

- +/- 3.5% at the 95% level of confidence

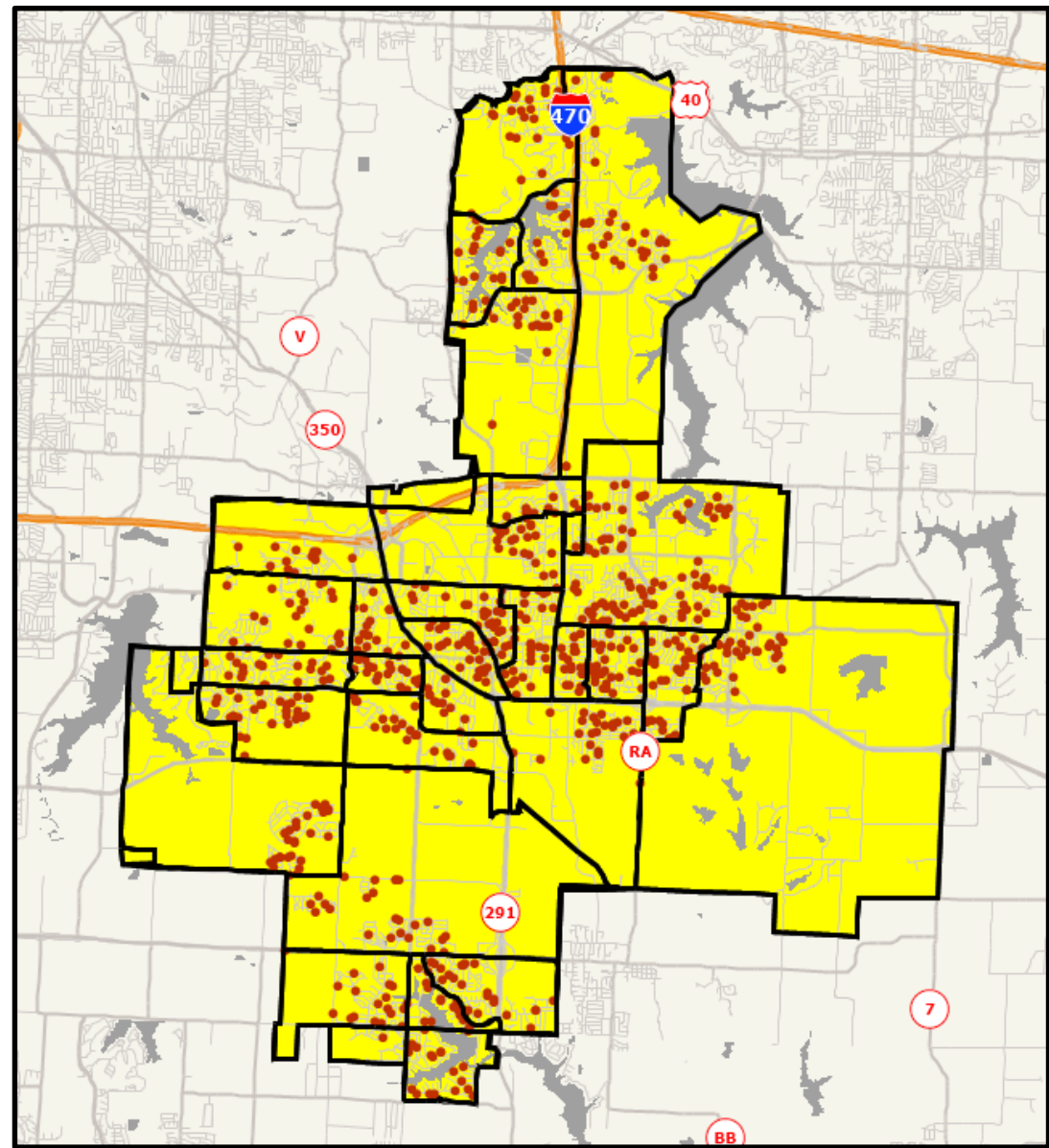
Location of Survey Respondents

Good representation of responses throughout the City

Home address of all respondents are geocoded to the block level

All responses were verified using the randomly selected address that made up the random sample

Mailed surveys included the address and online surveys required the respondent to include their address to validate their response



2023-2024 City of Lee's Summit Citizen Survey
Boundaries Displayed are Census Block Groups

Overview – Major Findings

Residents have a positive perception of the City

- 88% are satisfied with the overall quality of life in the City
- 73% are satisfied with the overall quality of services provided by the City

Satisfaction with City services is higher in Lee's Summit

- Rated above the KC Metro average in 29 of the 48 areas (60%)
- Rated above the Plains regional average in 38 of 41 areas (93%)
- Rated above the national average in 37 of 41 areas (90%)

Priorities for improvement based on Importance-Satisfaction Analysis

- Maintenance of City streets, buildings, and facilities
- Flow of traffic/congestion management
- Quality of police services
- Quality of new commercial development

Overview – Benchmarking

The City's survey contained over 40 questions that were directly comparable to ETC Institute's benchmarking databases

The U.S. Average is based on a national survey administered during the summer of 2023 to a random sample of more than 10,000 U.S. residents, the Plains Average is based on a subset of that dataset with responses from residents in Missouri, Kansas, Oklahoma, Illinois, Nebraska, Iowa, Minnesota, Wisconsin and North and South Dakota

These two averages provide us with the broadest contextualization of our results

Overview – Benchmarking

The City's survey contained 48 questions that were directly comparable to a benchmarking database developed using results from 17 local Kansas City Metro communities who have conducted a survey with ETC Institute in the past two years

These comparisons are much more competitive than our regional and national averages because these communities regularly track their performance in these key areas

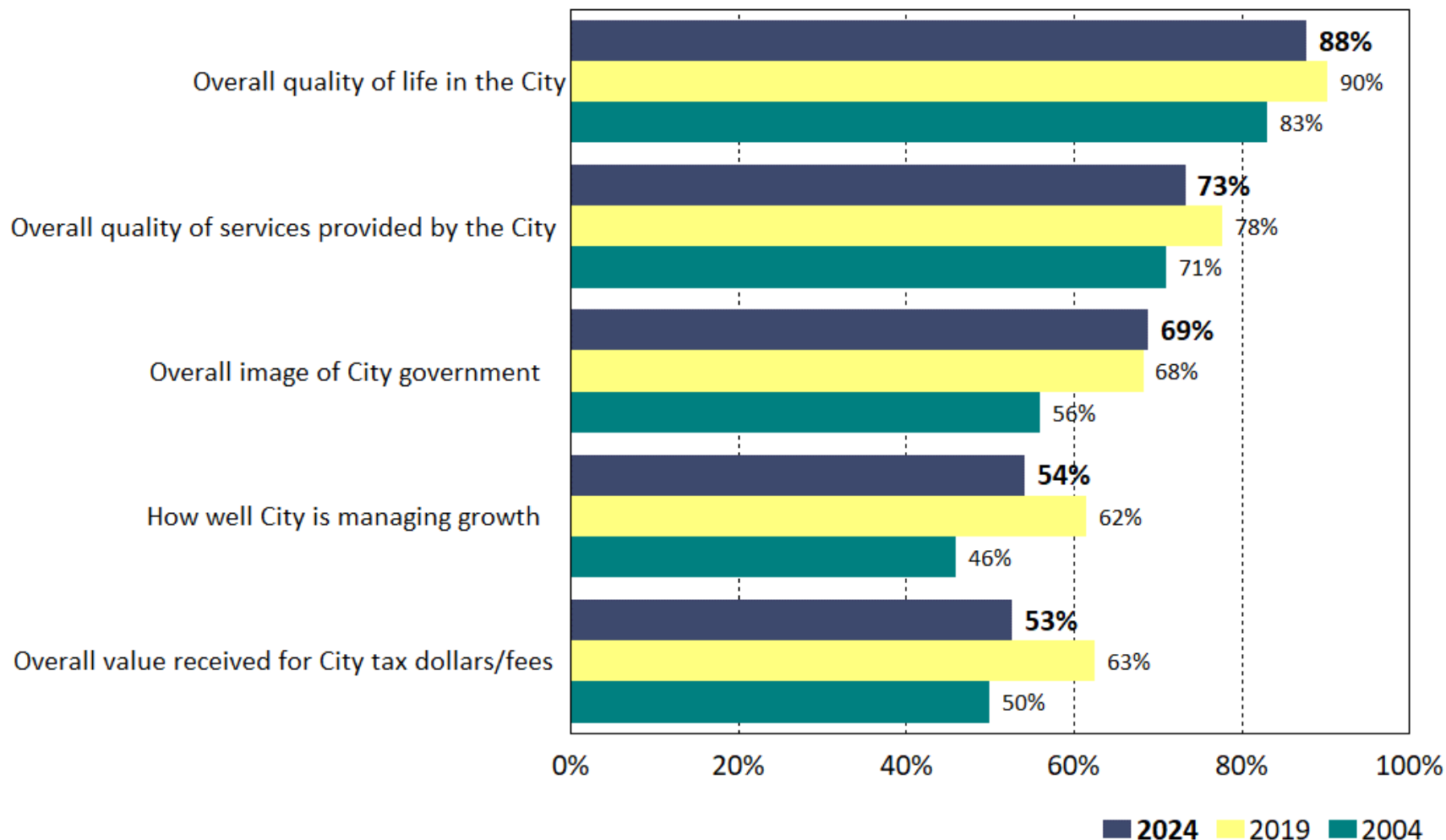
Of the 48 areas assessed, the City of Lee's Summit performed above the average in 29 areas or 60%

Perceptions

PERCEPTION RATINGS ARE DECLINING NATIONALLY

TRENDS: Satisfaction With Items That Influence Perceptions Residents Have of the City 2024 vs. 2019 vs. 2004

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

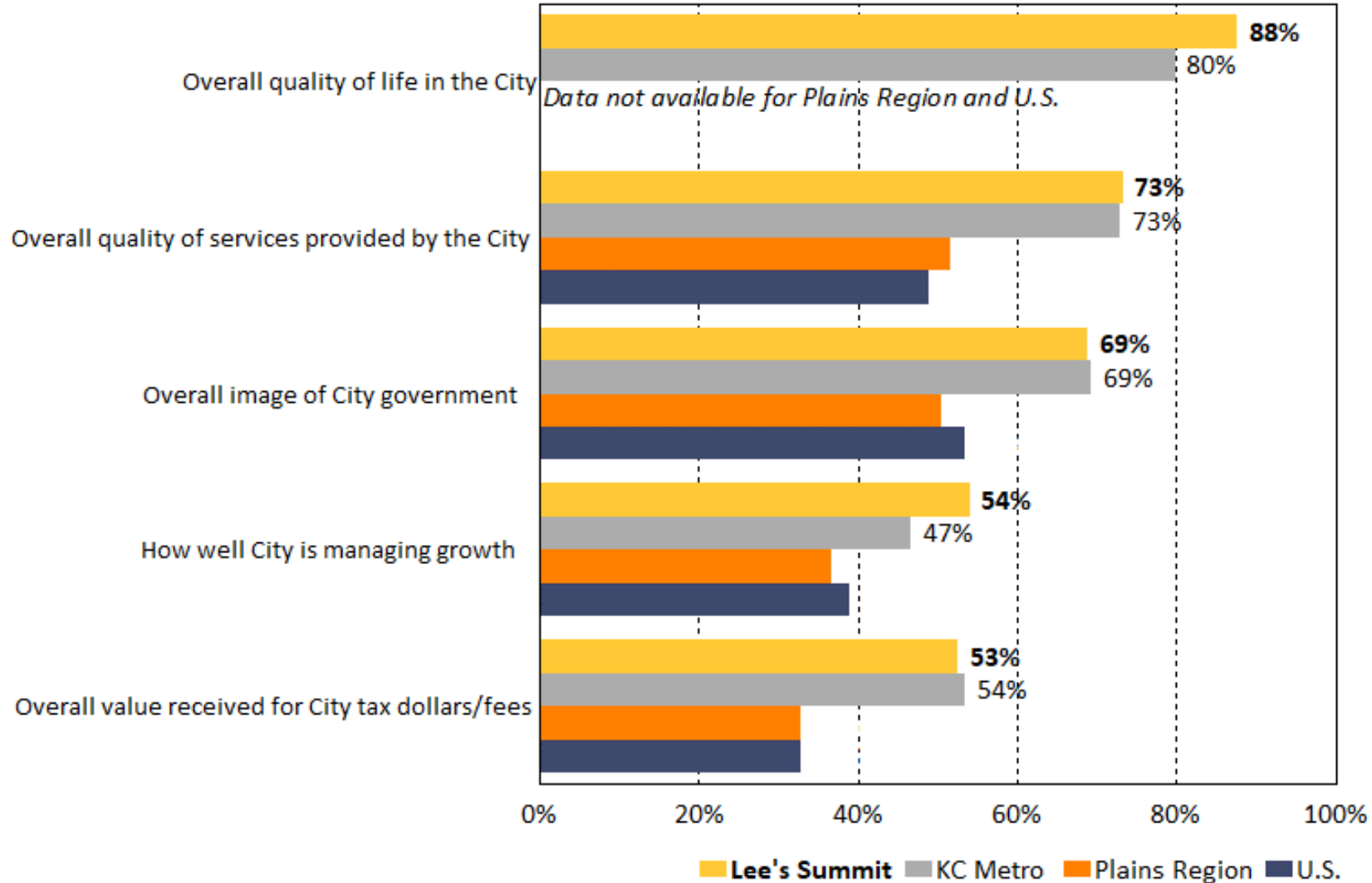


Perception ratings among respondents in Lee's Summit and nationally have declined

Satisfaction with Perceptions of the Community

Lee's Summit vs. KC Metro vs. Plains Region vs. the U.S.

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

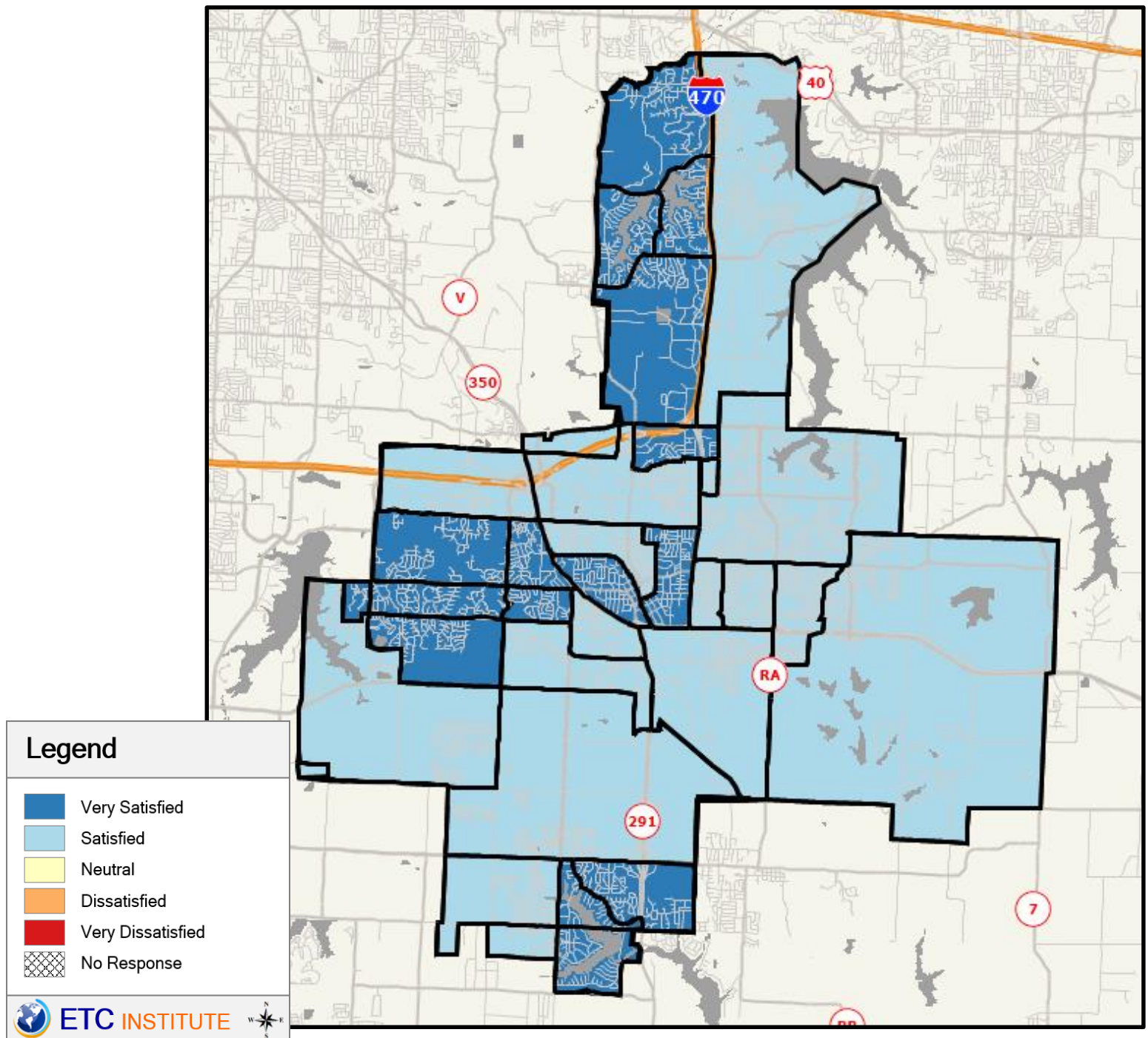


Although perceptions have declined, benchmarking can help contextualize our ratings

Overall Quality of Life in the City

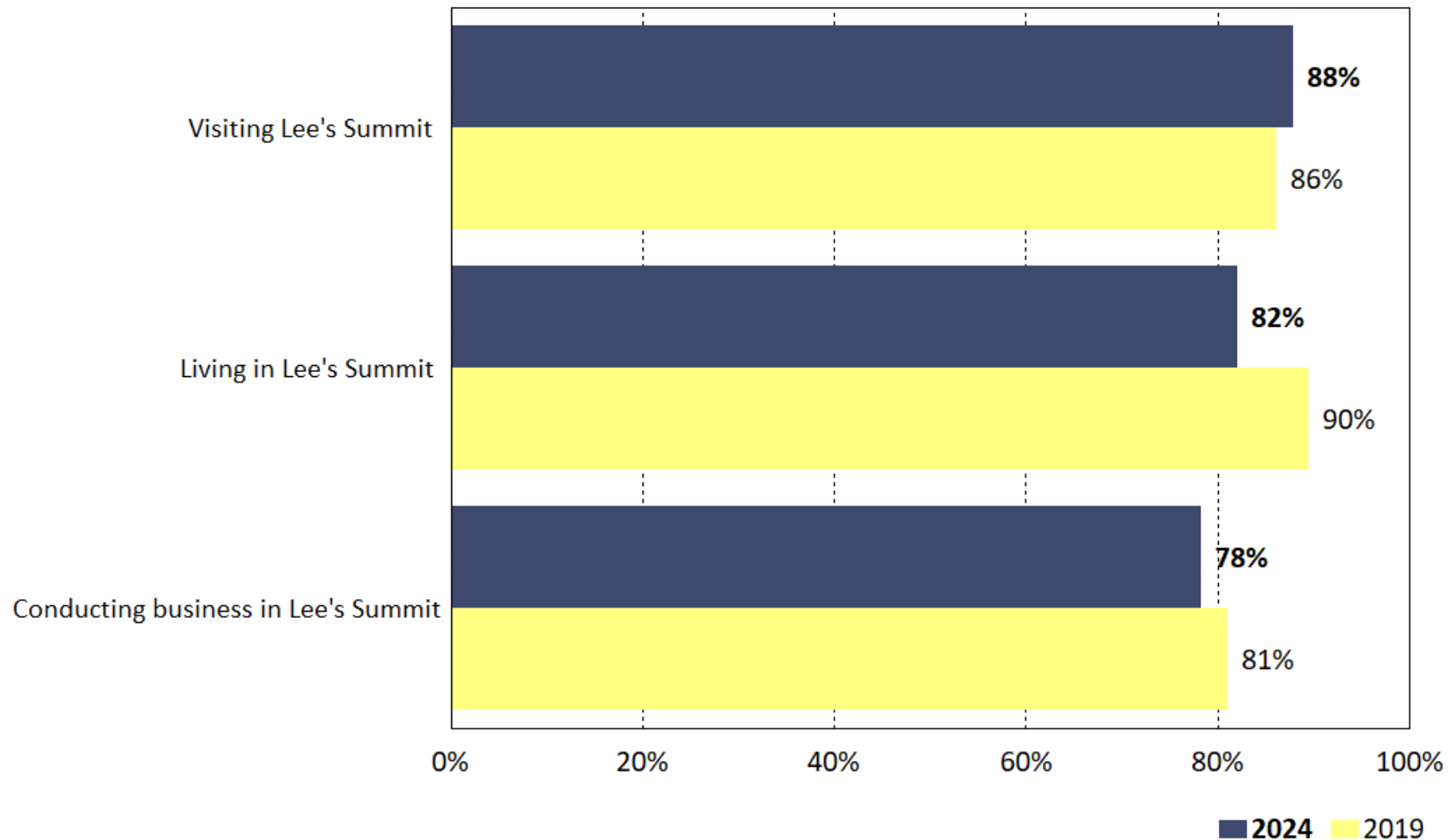
Areas in blue show general levels of satisfaction while any areas displayed in yellow/off-white would indicate a mean rating of “neutral”

88% of respondents were either “very satisfied” or “satisfied” with the overall quality of life in the City



TRENDS: How likely would you be to recommend the City in the following areas? 2024 vs. 2019

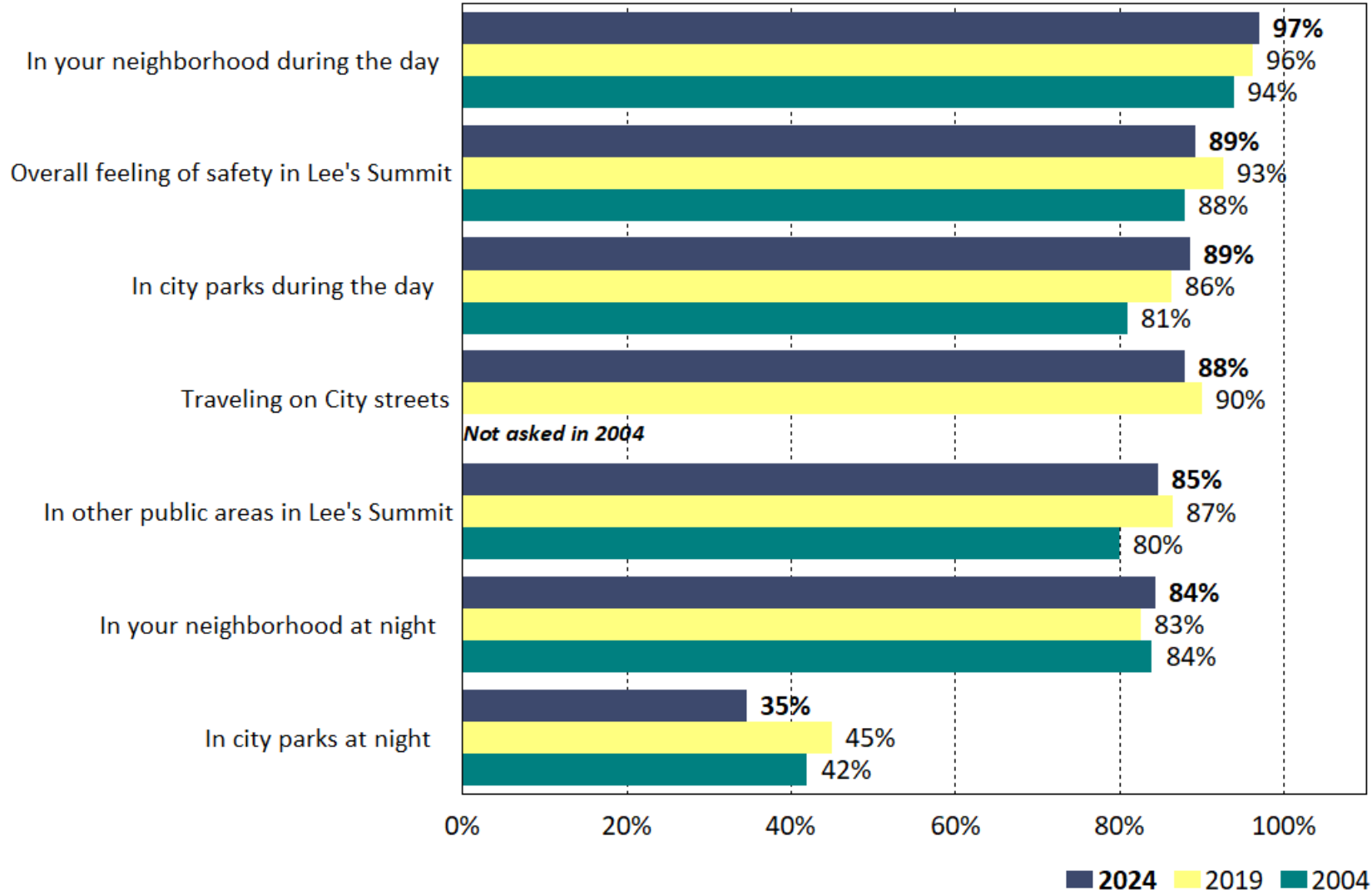
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Most respondents would still recommend the City in each of the areas assessed

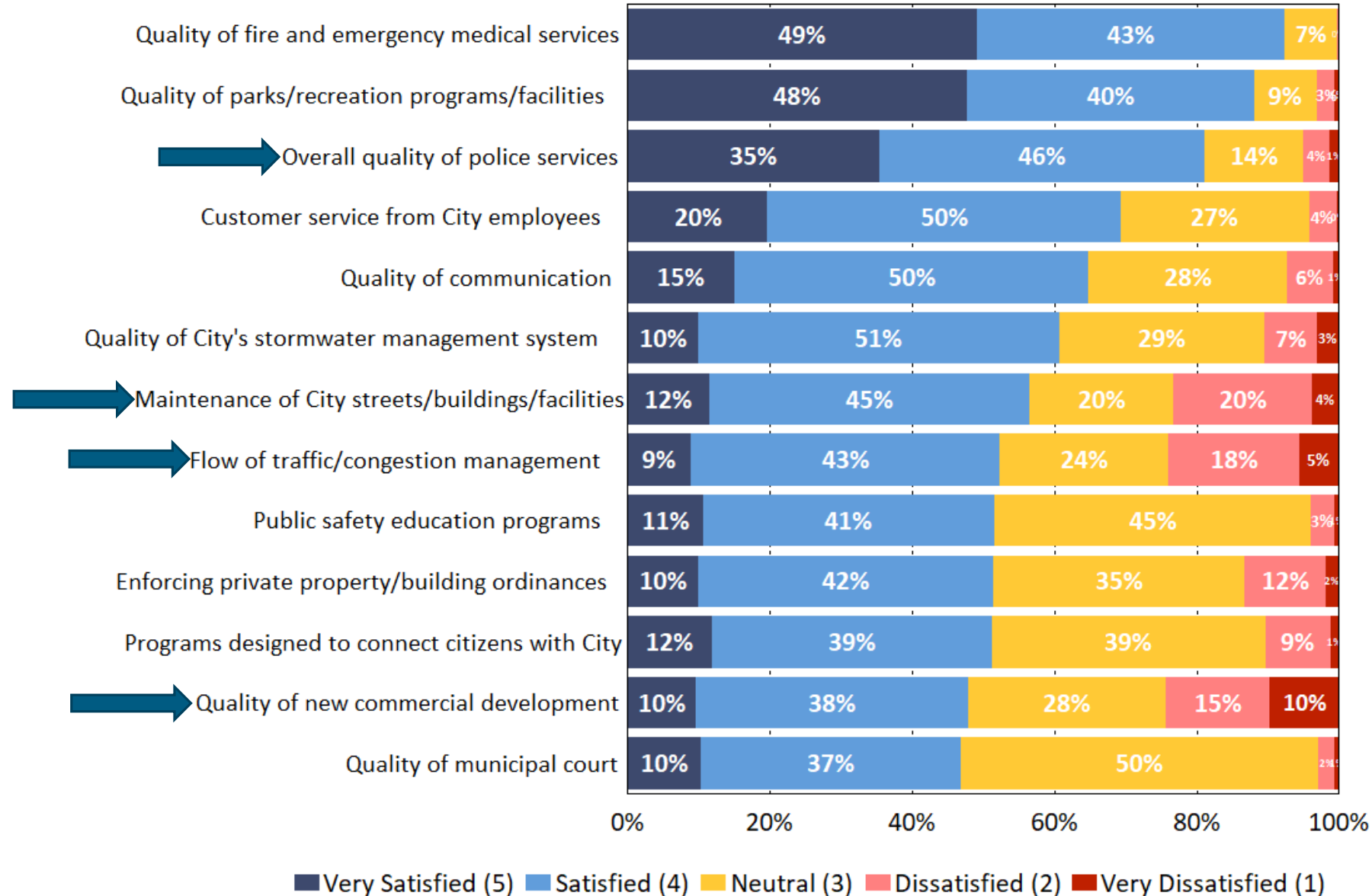
TRENDS: How Safe Residents Feel In Various Situations 2024 vs. 2019 vs. 2004

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



Q4. Overall Satisfaction With City Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



The top priorities for improvement based on the Importance-Satisfaction Analysis are highlighted

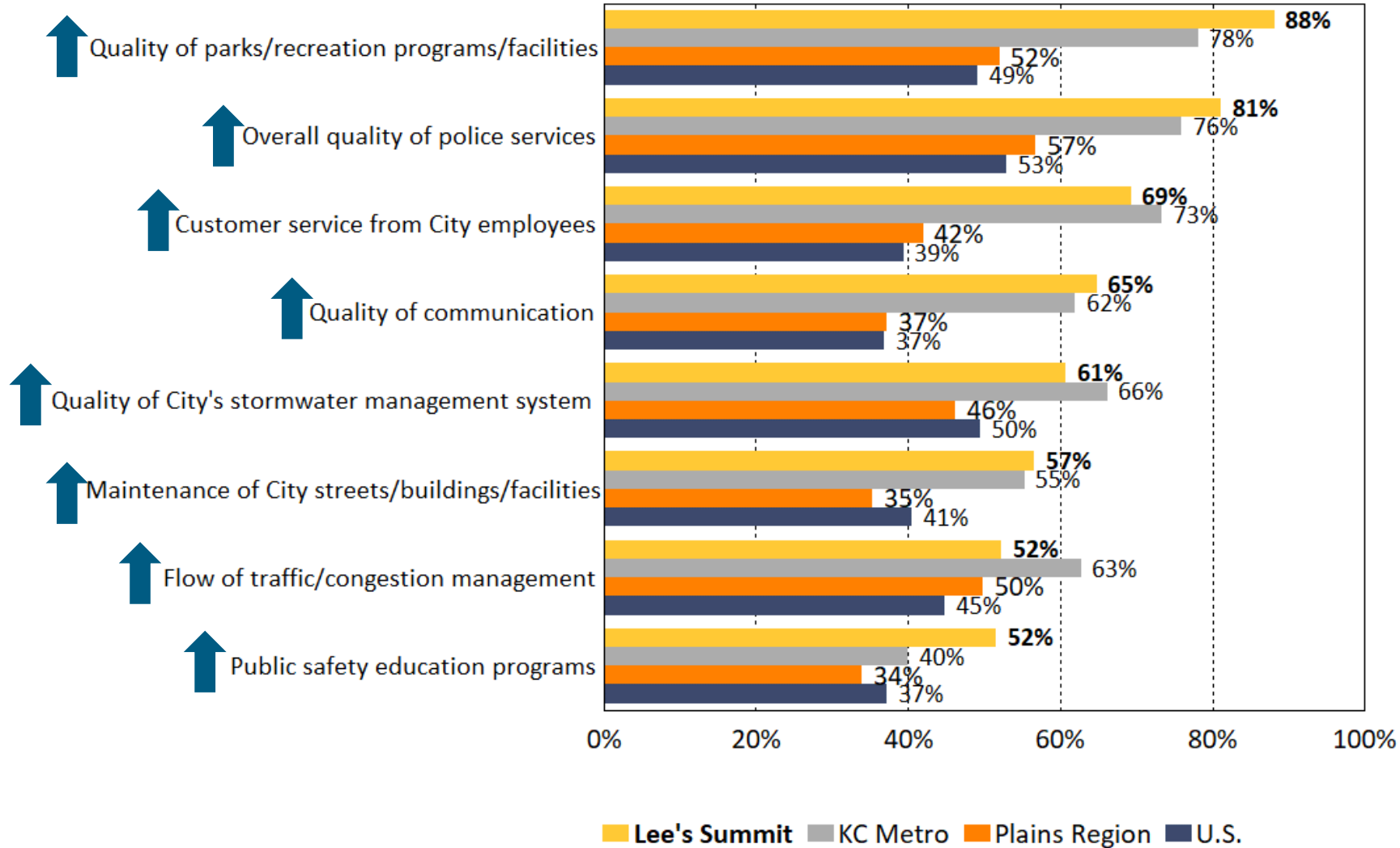
Benchmarks

LEE'S SUMMIT IS SETTING THE STANDARD IN KEY SERVICE AREAS

Satisfaction with Major Categories of City Services

Lee's Summit vs. KC Metro vs. Plains Region vs. the U.S.

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

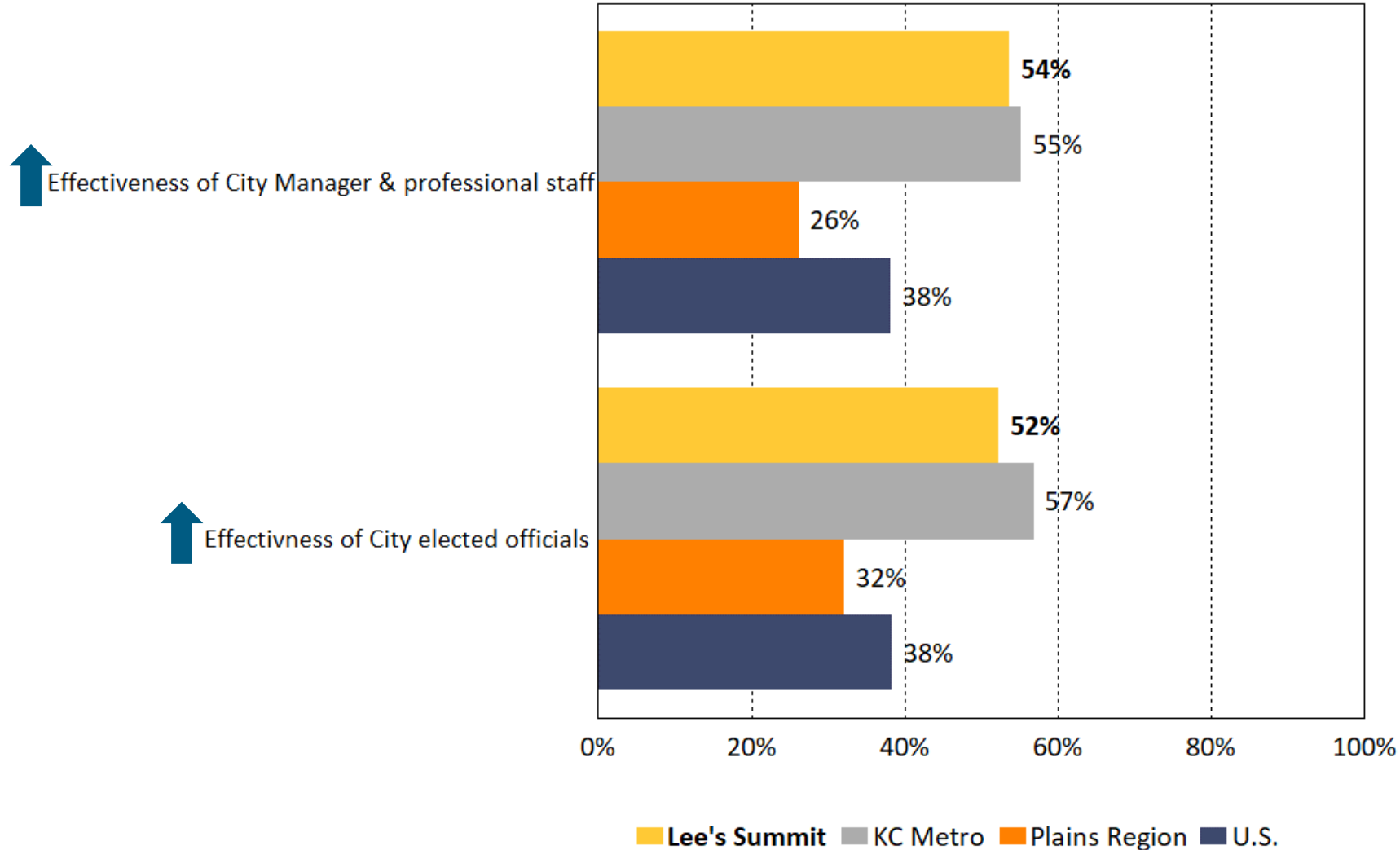


Significantly higher than the U.S. Average: ↑

Satisfaction with City Leadership

Lee's Summit vs. KC Metro vs. Plains Region vs. the U.S.

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



Significantly higher than the U.S. Average: ↑

Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS

2024 Importance-Satisfaction Rating

City of Lee's Summit, Missouri

Overall Quality of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of City streets/buildings/facilities	72%	2	57%	7	0.3116	1
Flow of traffic/congestion management	33%	5	52%	8	0.1584	2
Overall quality of police services	77%	1	81%	3	0.1459	3
Quality of new commercial development	22%	6	48%	12	0.1131	4
Enforcing private property/building ordinances	14%	7	52%	10	0.0655	5
Programs designed to connect citizens with City	12%	10	51%	11	0.0600	6
Quality of fire and emergency medical services	71%	3	92%	1	0.0543	7
Quality of City's stormwater management system	14%	8	61%	6	0.0531	8
Quality of parks/recreation programs/facilities	42%	4	88%	2	0.0500	9
Quality of communication	12%	9	65%	5	0.0433	10
Public safety education programs	7%	12	52%	9	0.0324	11
Customer service from City employees	7%	11	69%	4	0.0212	12
Quality of municipal court	2%	13	47%	13	0.0096	13

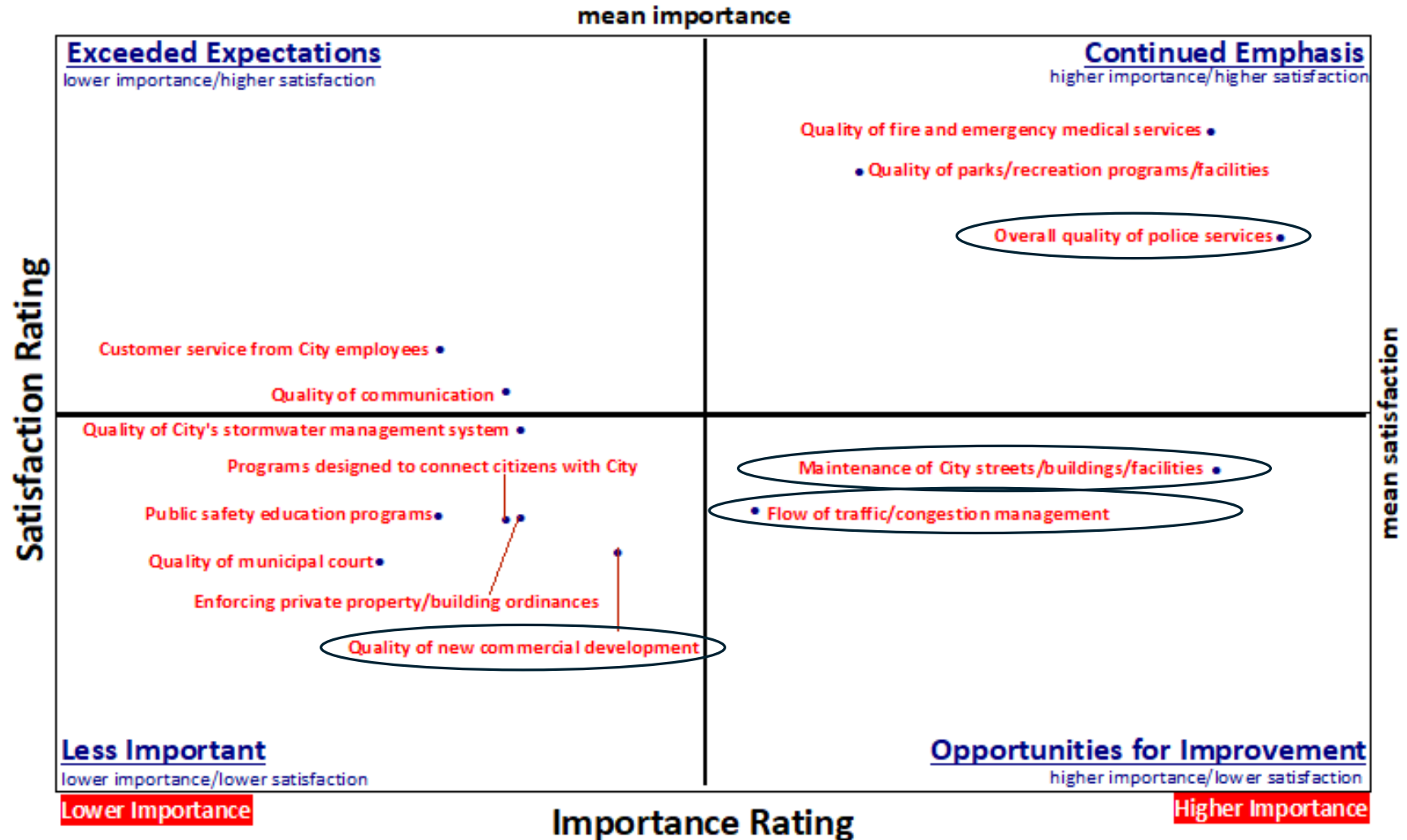
I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2024 City of Lee's Summit Citizen Survey

Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

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



The I-S Matrix displays the same information in a way that makes it easier to see satisfaction and importance levels

2024 Importance-Satisfaction Rating

City of Lee's Summit, Missouri

Streets, Sidewalks, and Infrastructure

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Condition of City streets	87%	1	55%	8	0.3955	1
Condition of sidewalks/shared use paths/trails	44%	2	55%	7	0.2002	2
Availability of public transportation	21%	9	15%	12	0.1804	3
Overall cleanliness of City streets	38%	3	60%	6	0.1527	4
Availability of sidewalks along City streets	28%	6	53%	10	0.1323	5
Maintenance of City roadway markings/street signs	37%	4	68%	2	0.1164	6
Operation of City traffic signals	33%	5	67%	3	0.1073	7
Maintenance of stormwater drainage systems	27%	8	61%	5	0.1045	8
Adequacy of bicycling accommodations	12%	11	38%	11	0.0729	9
Maintenance of City street lights on major roadways	27%	7	74%	1	0.0694	10
Maintenance of City medians & curbs	14%	10	61%	4	0.0529	11
Availability of shared use path/trails	11%	12	54%	9	0.0506	12

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

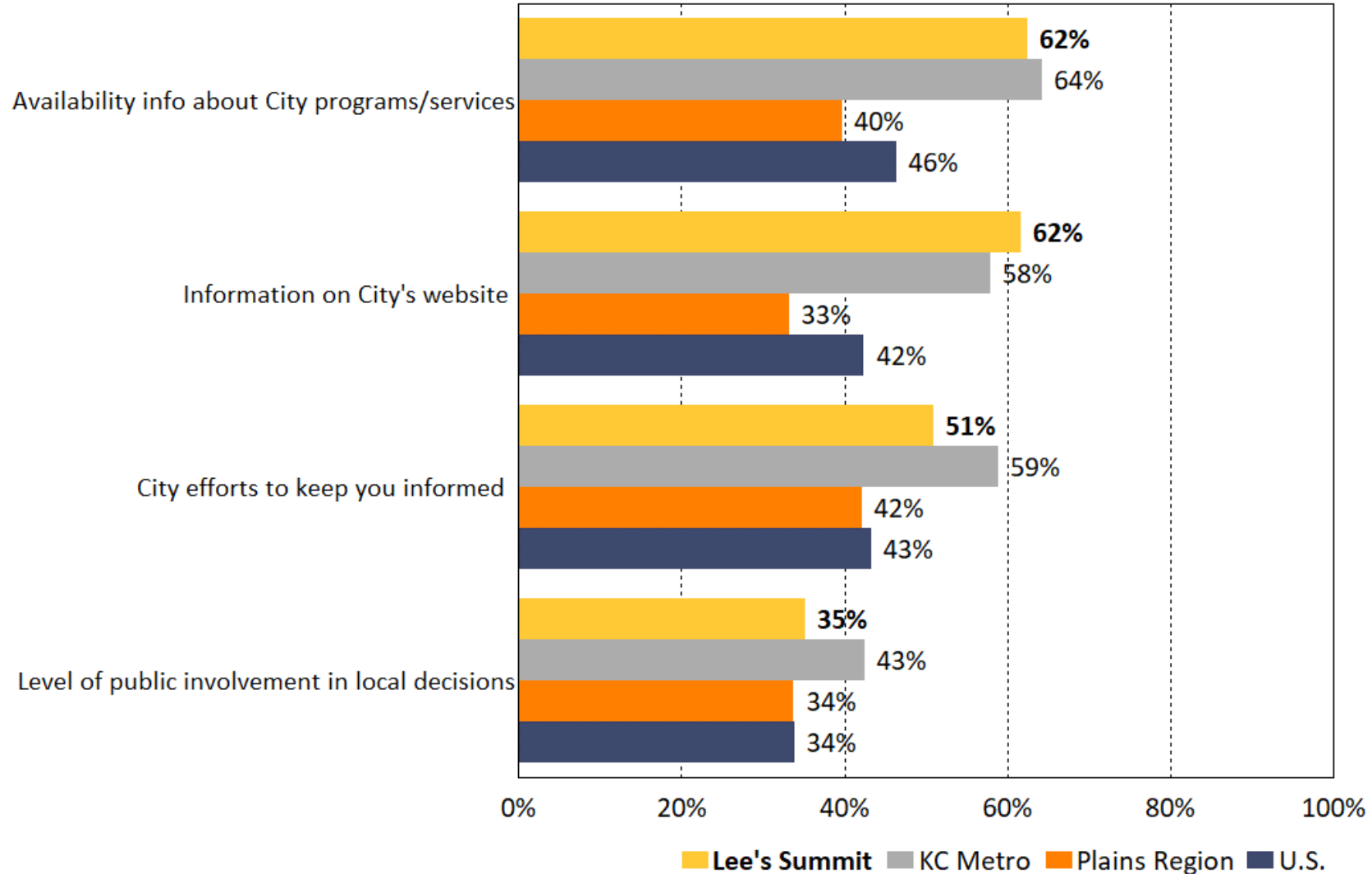
Communication

COMMUNICATION WILL BE VITAL MOVING FORWARD

Satisfaction with City Communication

Lee's Summit vs. KC Metro vs. Plains Region vs. the U.S.

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



While we saw dips in overall satisfaction with communication services, the City is still competitive comparatively

2024 Importance-Satisfaction Rating

City of Lee's Summit, Missouri

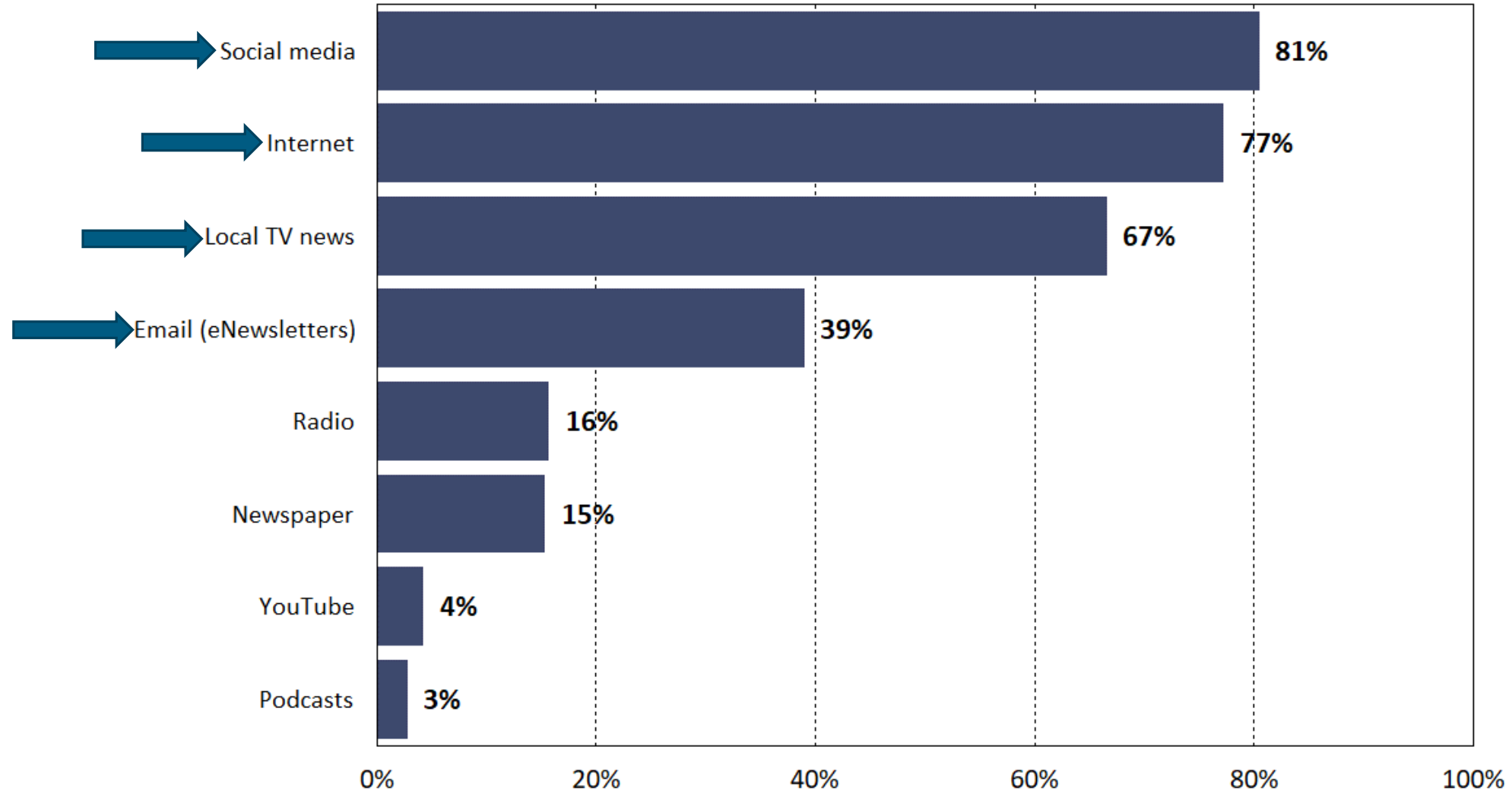
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I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Q12. Sources of Information Currently Used to Get Information About Lee's Summit

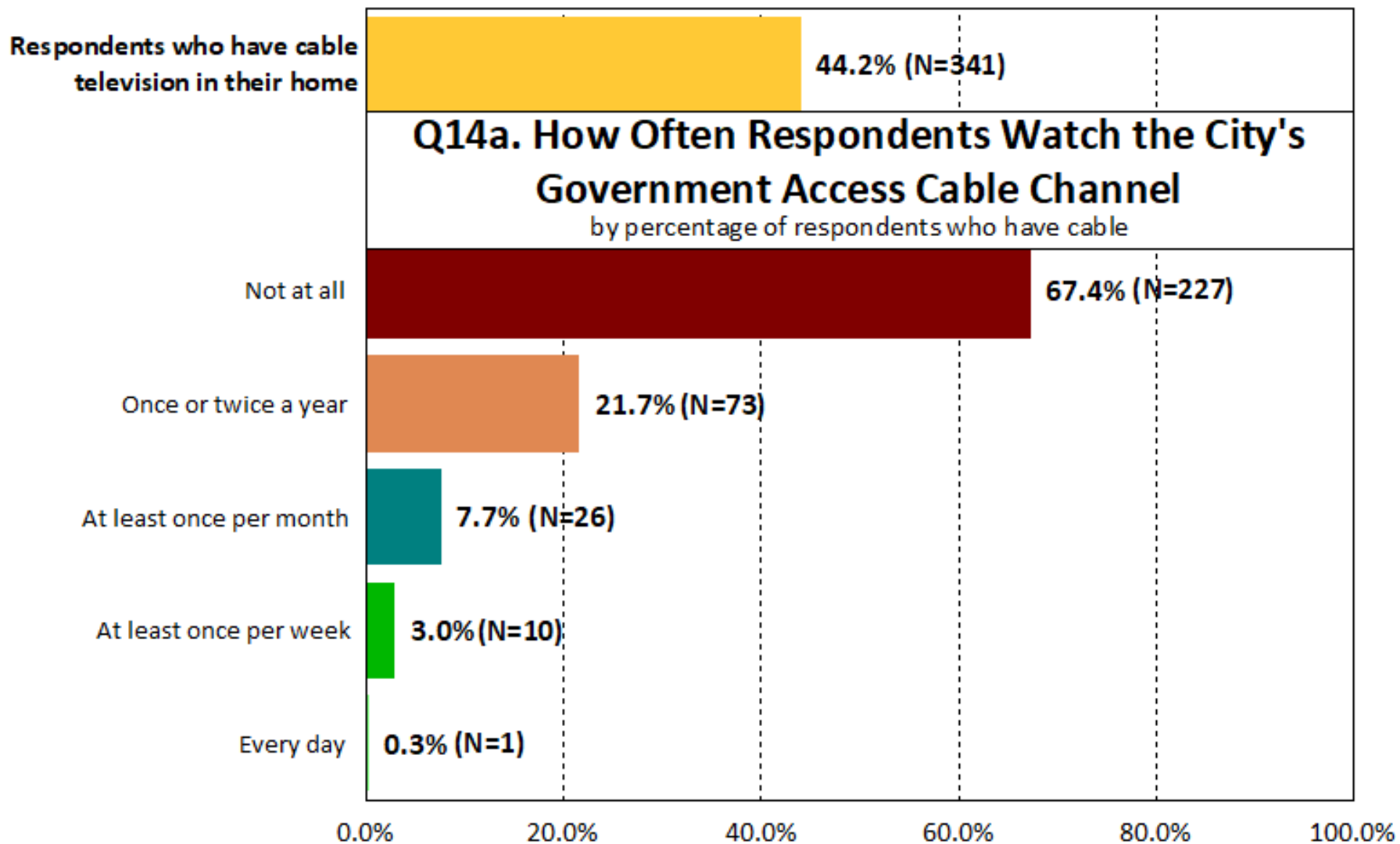
by percentage of respondents (multiple selections could be made)



The highlighted items are also the most preferred methods

Q14. Cable Television and Use of the City's Government Access Cable Channels (Channel 2, 7 or 99)

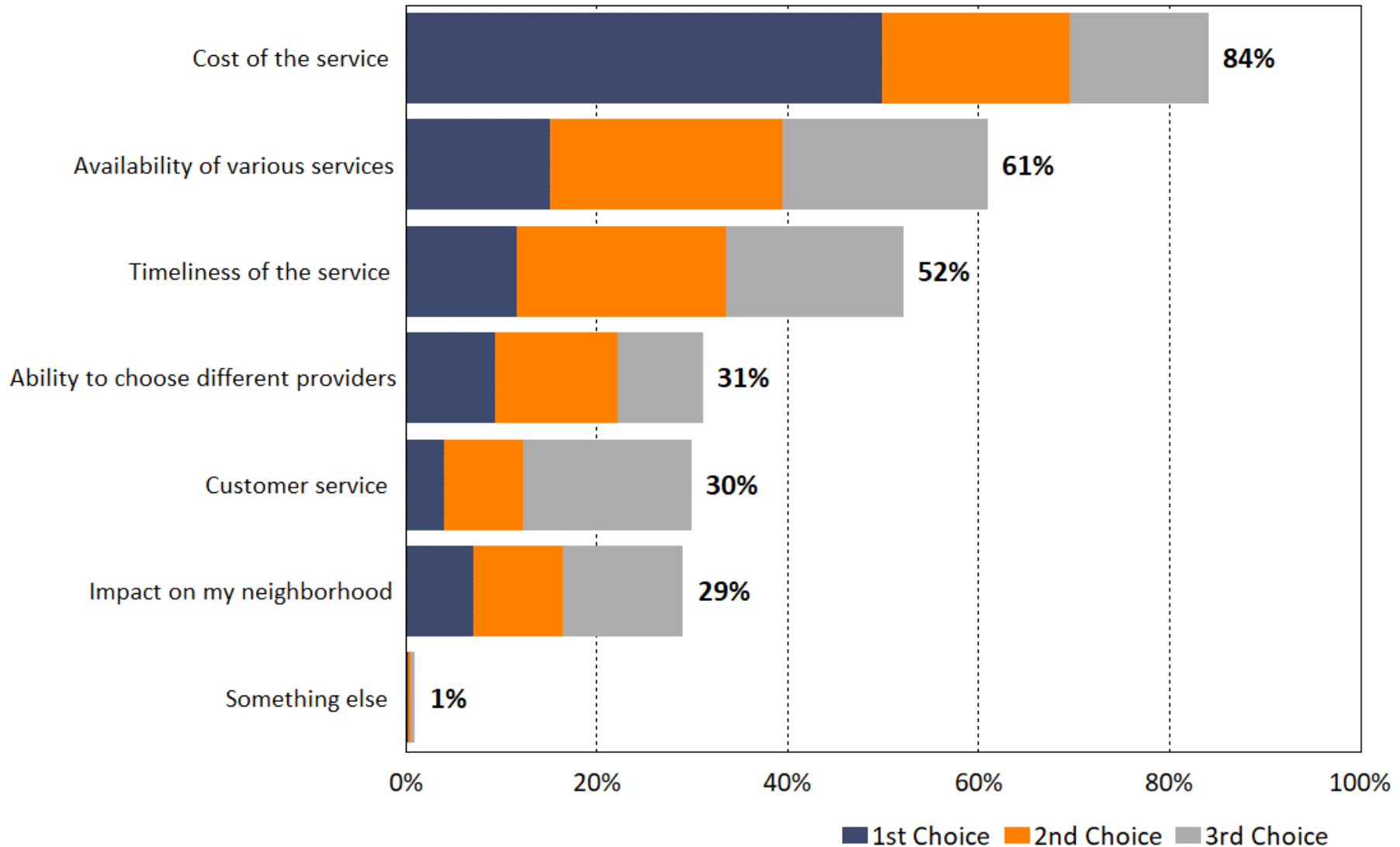
by percentage of respondents



Additional Findings

Q22. Trash and Solid Waste Services That Residents Think Are Most Important

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



Cost is the most important factor when thinking about trash and solid waste services

Questions?

THANK YOU