

# *2009 Garden City Community Survey*

## **Final Report**

*Conducted for*

*City of Garden City, Kansas*



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March 2009

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# *2009 DirectionFinder<sup>®</sup> Survey*

## Executive Summary Report

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### **Overview and Methodology**

During January of 2009, ETC Institute administered a DirectionFinder<sup>®</sup> survey for the City of Garden City. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services as part of the City's on-going effort to identify and respond to the needs and concerns of residents.

The seven-page survey was administered by phone and mail to a random sample of 575 households in the City. The results for the random sample of 575 households have a 95% level of confidence with a precision of at least +/- 3.7%.

This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- importance-satisfaction analysis
- benchmarking data that shows how the results from Garden City compared to other communities
- GIS maps that show the results of selected questions on the survey
- a copy of the survey instrument.

***Interpretation of “Don’t Know” Responses:*** The percentage of persons who gave “don’t know” responses is important because it often reflects the level of utilization of City services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with other communities. 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.*”

## Major Findings

- **Overall satisfied with the quality of services provided by the City of Garden City.** The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of fire services (88%), the quality of electric utility services (85%), the quality of parks and recreation services (82%) and the quality of trash utilities (80%). Residents were least satisfied with the effectiveness of city government communication (55%).
- **Services that residents thought should receive the most emphasis from City leaders over the next two years.** The three City services that residents thought were the most important for the City to emphasize over the next two years were: (1) the maintenance of City streets, sidewalks, infrastructure, (2) the quality of police services and (3) the management of traffic flow.
- **Quality of Life in the City.** Sixty-five percent (65%) of residents, *who had an opinion*, were either “very satisfied” or “satisfied” with the quality of life in the City, 24% were “neutral” and 11% were “dissatisfied.” In addition, seventy-eight percent (78%) of residents felt Garden City was an “excellent” or “good” place to live; 14% were neutral and only 8% felt it was a “poor” place to live (sum does not total 100% due to rounding).
- **Public Safety.** Residents were generally satisfied with the quality of public safety services provided by the City. The public safety services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of fire services (86%), the quality of emergency medical services (85%), and how quickly fire and emergency medical service personnel respond to emergencies (86%). Residents were least satisfied with the local government’s efforts to prevent crime (53%).
- **Perceptions of Safety in Garden City.** Based upon the combined percentage of residents who felt “very safe” or “safe,” those residents *who had an opinion* felt most safe walking in their neighborhood during the day (92%) and in downtown Garden City (81%). Residents felt most unsafe (a combined percentage of “very unsafe” and “unsafe” responses) walking in their neighborhood at night (21%).
- **City Maintenance.** The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of street signs and traffic signals (75%), the condition of neighborhood streets (68%) and the cleanliness of streets and other public areas (67%). Residents were least satisfied with snow removal on neighborhood streets (34%)

- **City Communication.** The City communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the availability of information about City services and activities (59%), efforts to keep residents informed about local issues (57%) and the timeliness of information provided by the City (56%). Residents were least satisfied with the public’s ability to be involved in local decisions (40%).
  
- **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of City parks (87%), the quality of park facilities at City parks (82%), the maintenance and appearance of community centers (79%) and the number of city parks (73%). Residents were least satisfied with after school programs provided by the City (49%).
  
- **Code Enforcement.** The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of parking regulations in neighborhoods (60%), providing animal control (57%), and the enforcement of sign regulations (55%). Residents were least satisfied with the enforcement of exterior maintenance of residential property (41%).
  
- **Utility Services.** The highest levels of satisfaction with the City’s utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: electric utility service (85%) and residential trash collection services (83%). Residents were least satisfied with drop-off recycling service (58%).
  
- **City Customer Service.** The highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: ease of contacting the city (77%) and the how staff treated the resident (73%). Residents were least satisfied with how quickly staff responded to the request (61%).

**Section 1:**  
***Charts and Graphs***

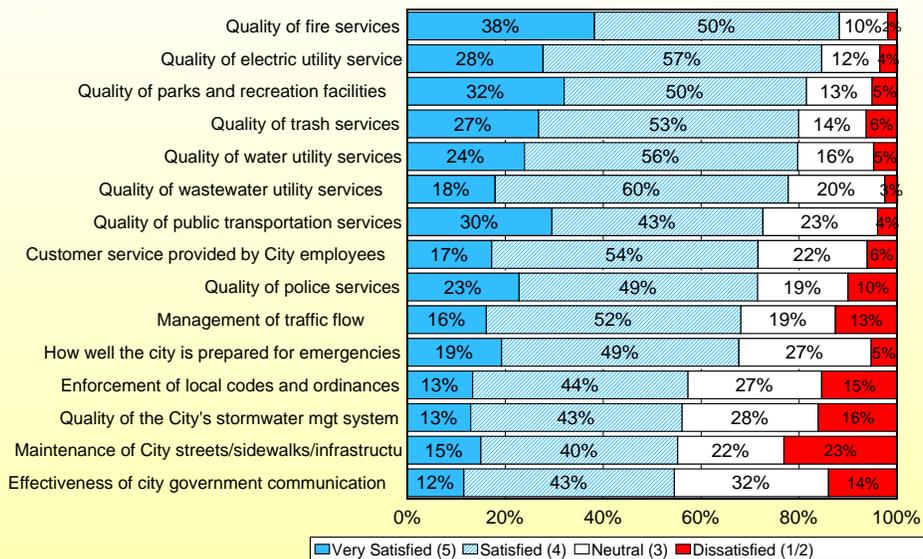
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# OVERALL RATINGS

Source: ETC Institute DirectionFinder (Garden City, KS)

## Overall Satisfaction With City Services by Major Category

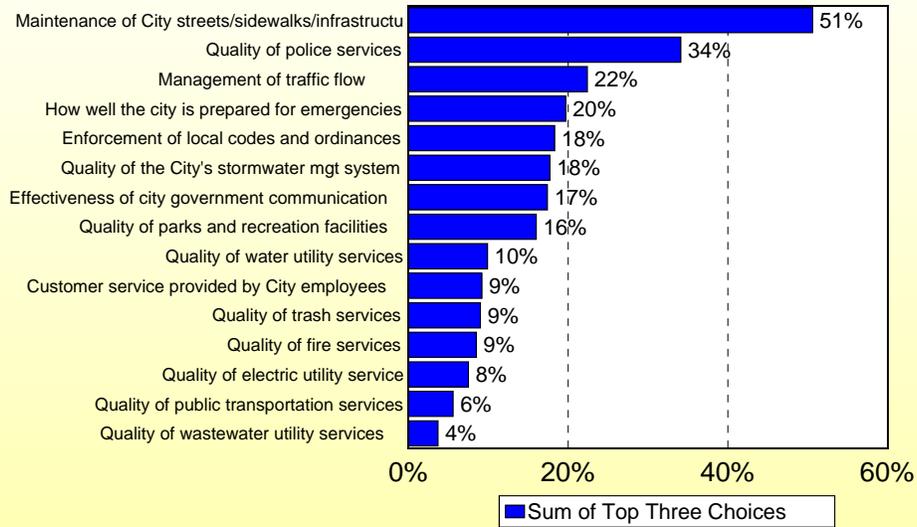
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Garden City, KS)

### City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

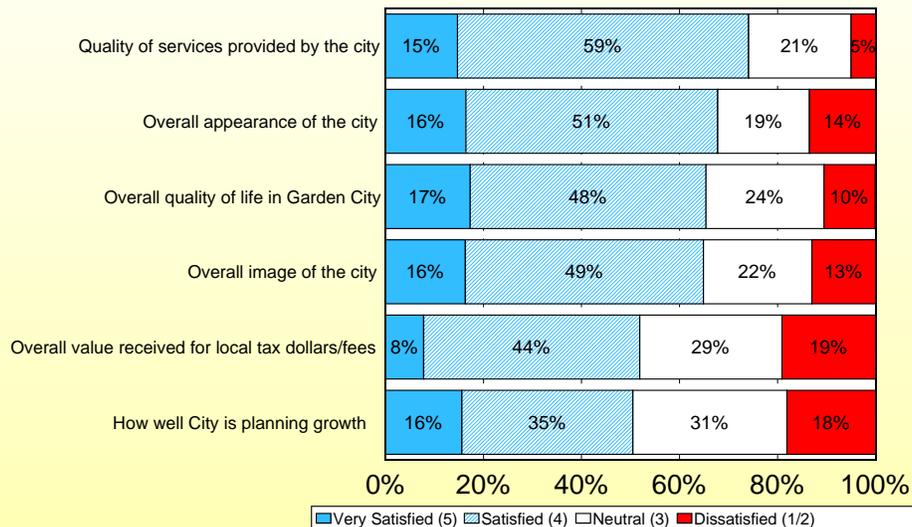
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (Garden City, KS)

### Satisfaction With Items That Influence the Perception Residents Have of the City

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



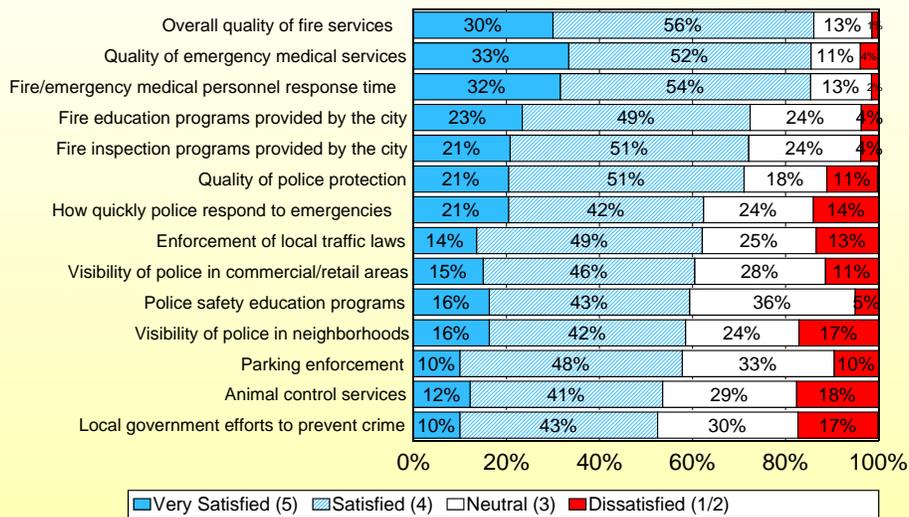
Source: ETC Institute DirectionFinder (Garden City, KS)

# PUBLIC SAFETY

Source: ETC Institute DirectionFinder (Garden City, KS)

## Satisfaction with Various Aspects of Public Safety

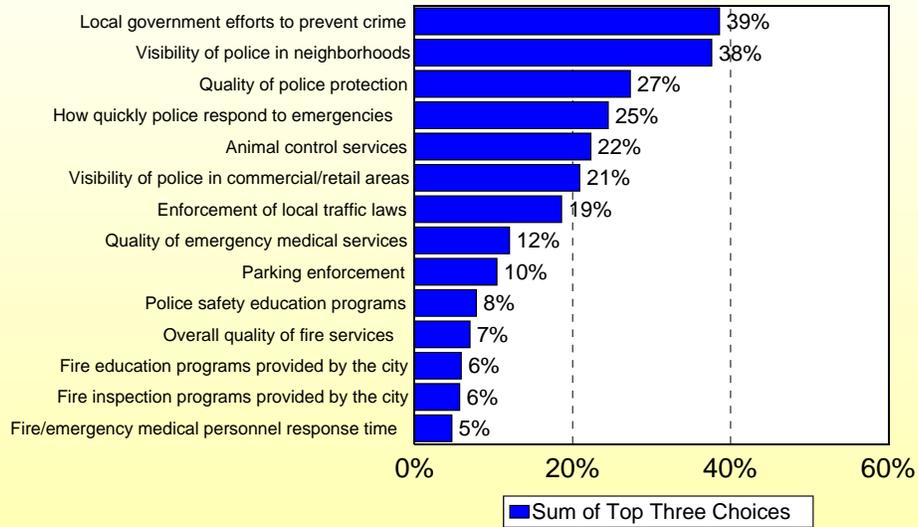
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Garden City, KS)

### Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

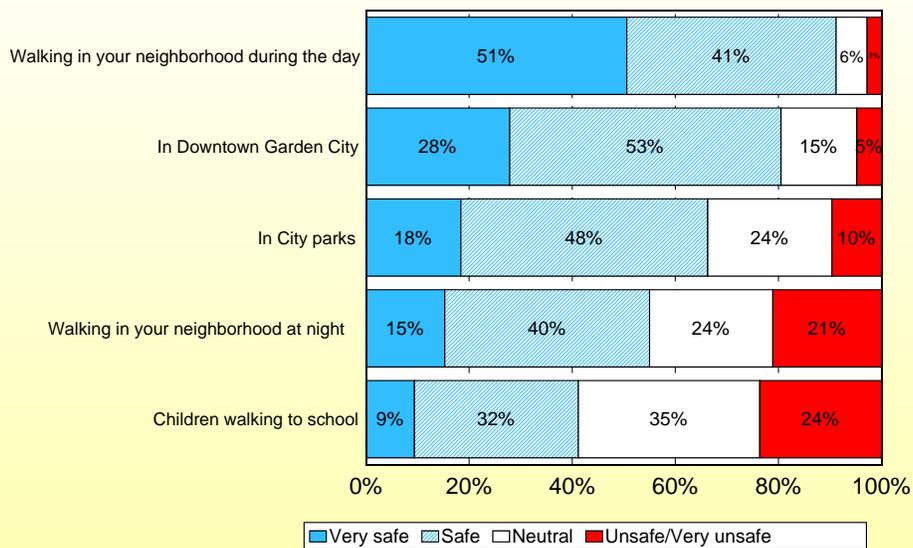
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (Garden City, KS)

### How Safe Residents Feel In Certain Situations

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



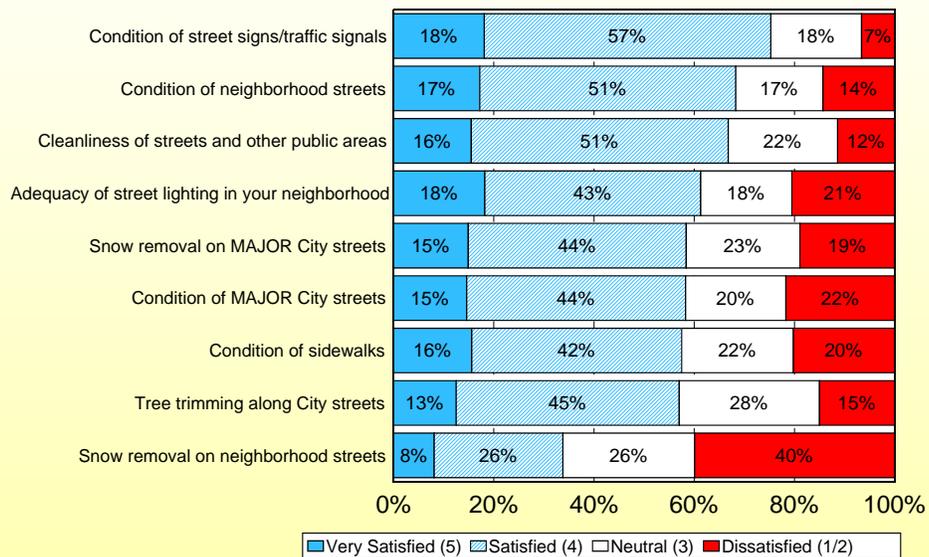
Source: ETC Institute DirectionFinder (Garden City, KS)

# CITY MAINTENANCE

Source: ETC Institute DirectionFinder (Garden City, KS)

## Satisfaction with Various Aspects of City Maintenance

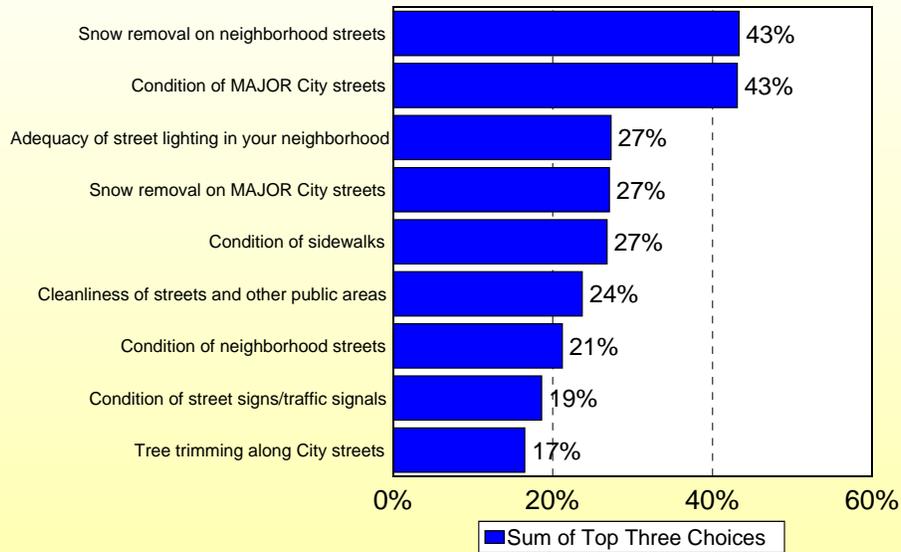
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Garden City, KS)

### City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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



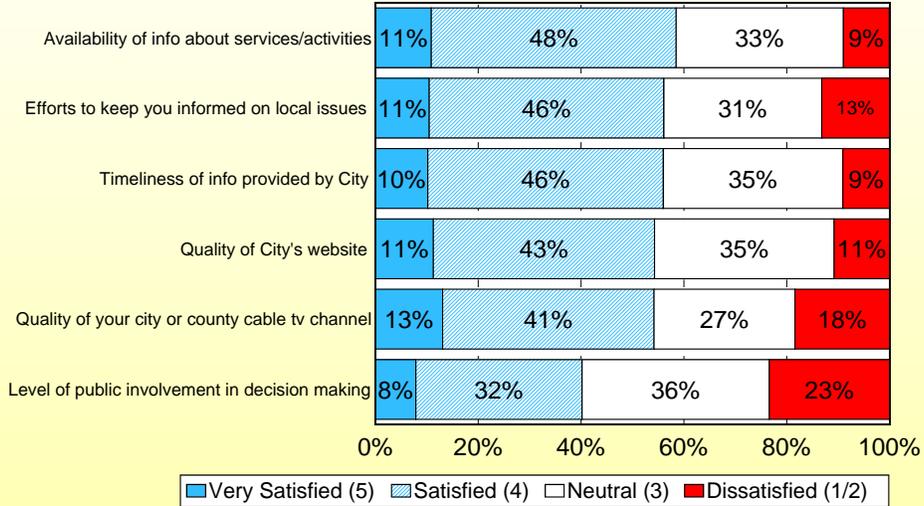
Source: ETC Institute DirectionFinder (Garden City, KS)

## ***CITY COMMUNICATIONS***

Source: ETC Institute DirectionFinder (Garden City, KS)

### Satisfaction with Various Aspects of City Communications

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



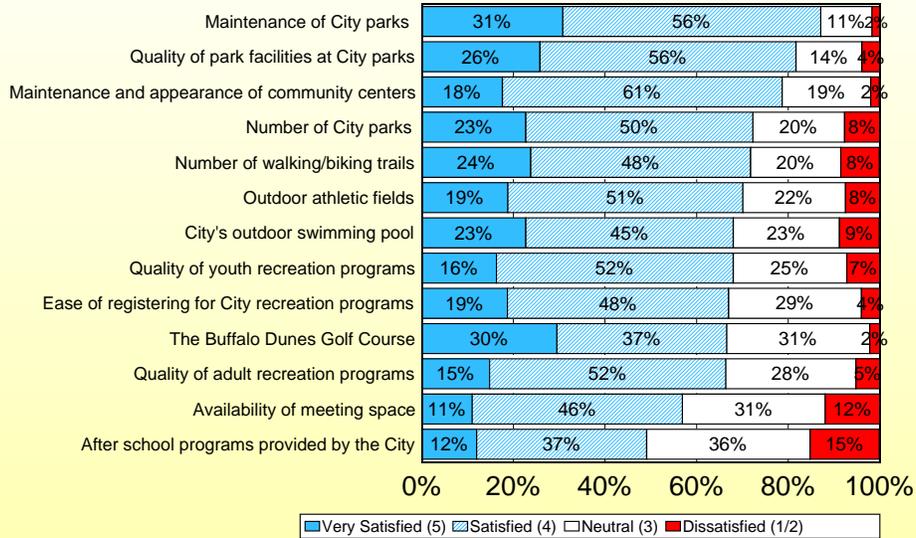
Source: ETC Institute DirectionFinder (Garden City, KS)

## ***PARKS & RECREATION***

Source: ETC Institute DirectionFinder (Garden City, KS)

### Satisfaction with Various Aspects of Parks and Recreation

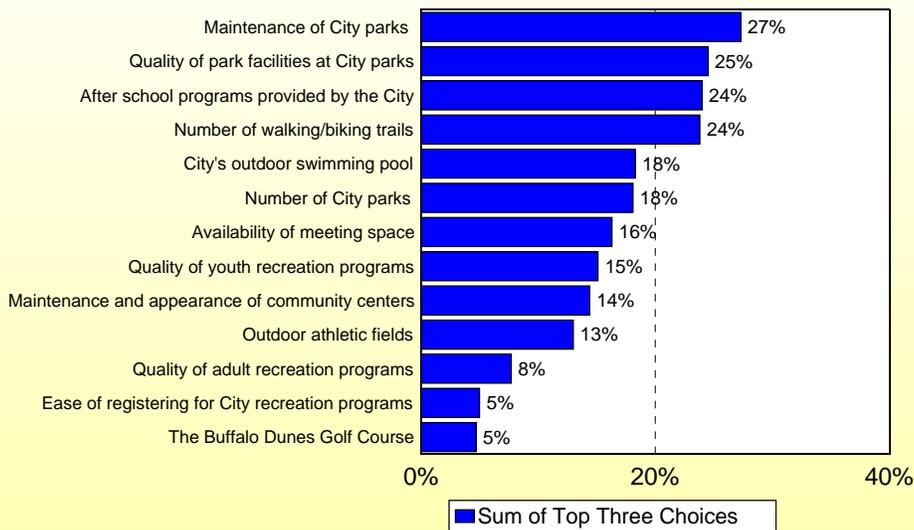
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Garden City, KS)

### Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



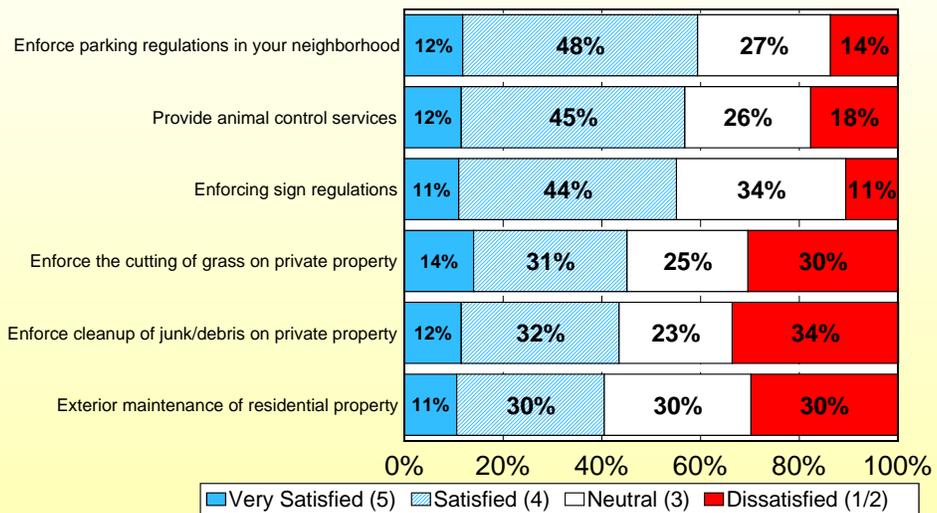
Source: ETC Institute DirectionFinder (Garden City, KS)

# ***CODE ENFORCEMENT***

Source: ETC Institute DirectionFinder (Garden City, KS)

## Satisfaction with Code Enforcement

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



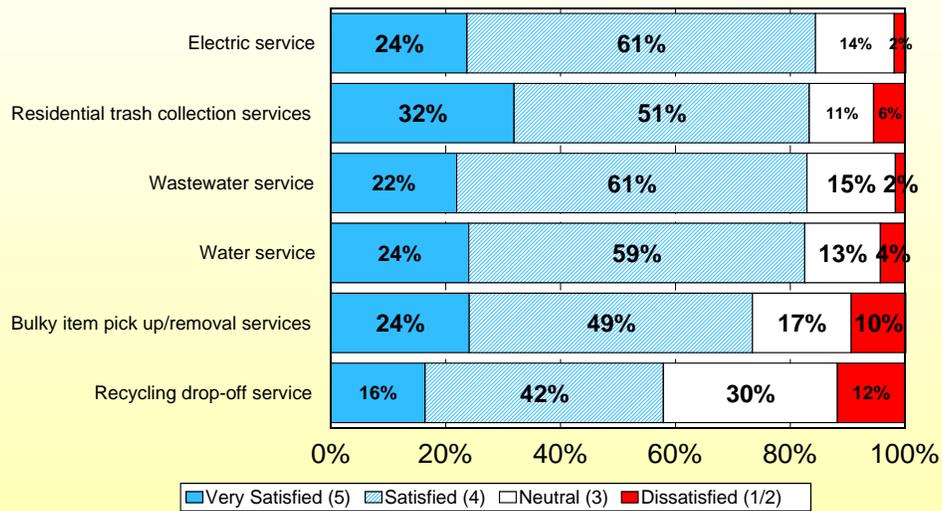
Source: ETC Institute DirectionFinder (Garden City, KS)

## Utility Services

Source: ETC Institute DirectionFinder (Garden City, KS)

### Satisfaction with Utility Services

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



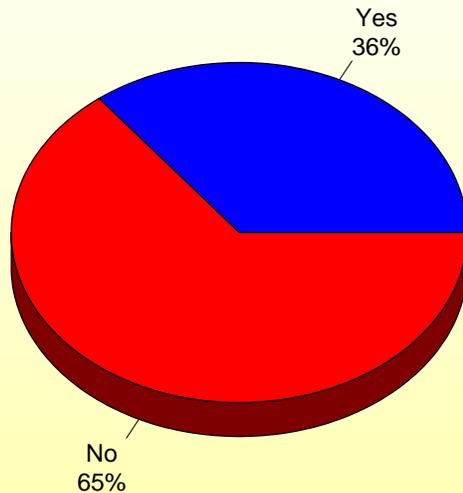
Source: ETC Institute DirectionFinder (Garden City, KS)

## *Customer Service*

Source: ETC Institute DirectionFinder (Garden City, KS)

Have You Called or Visited the City of Garden City with a Question, Problem, or Complaint During the Past year?

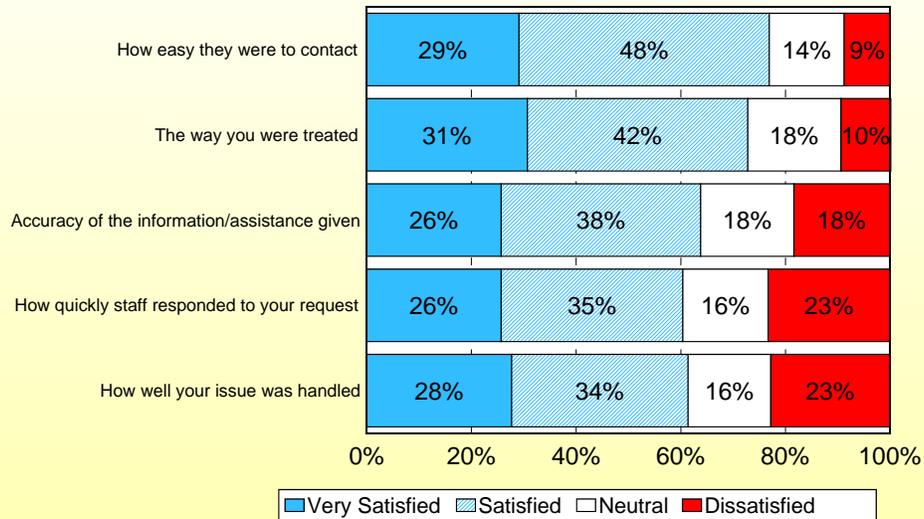
by percentage of respondents



Source: ETC Institute DirectionFinder (Garden City, KS)

### Satisfaction with Various Aspects of Customer Service From Government Employees

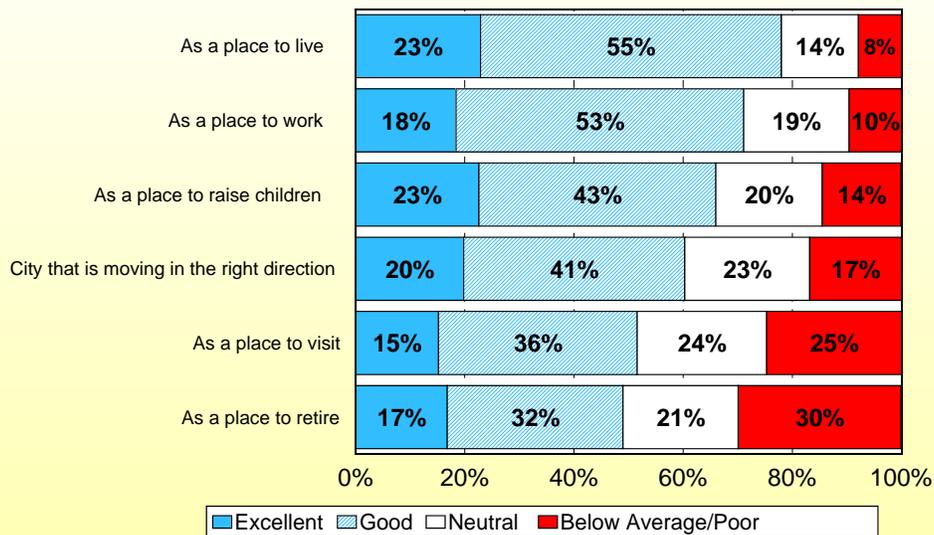
by percentage of respondents who contacted the city during the past year (excluding don't knows)



Source: ETC Institute DirectionFinder (Garden City, KS)

### How Would You Rate Garden City on the Following:

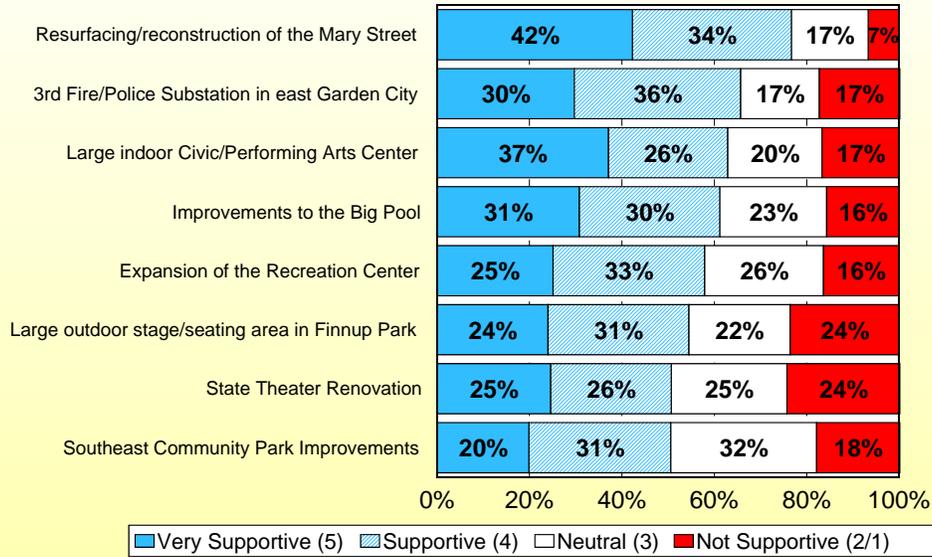
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Garden City, KS)

### Support For Various Projects being Considered by the City

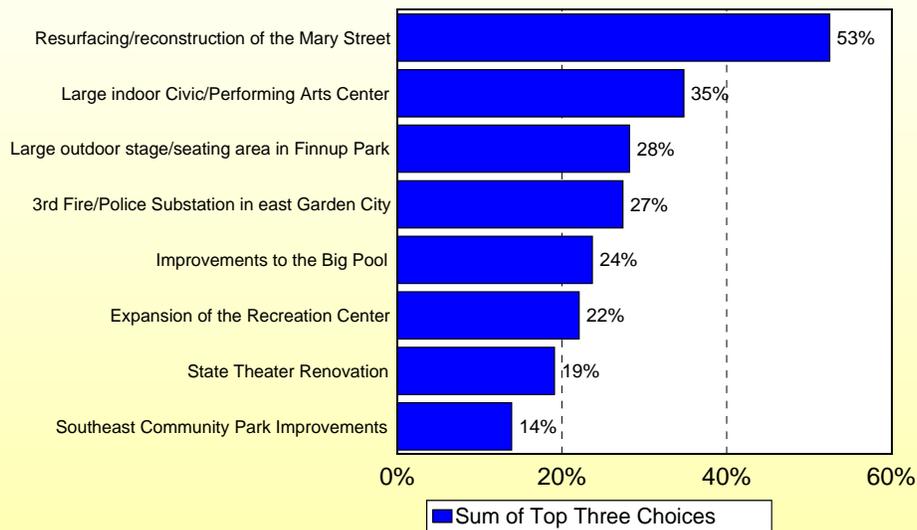
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Garden City, KS)

### Capitol Improvement Projects That Should be the City's Top Investment Priorities

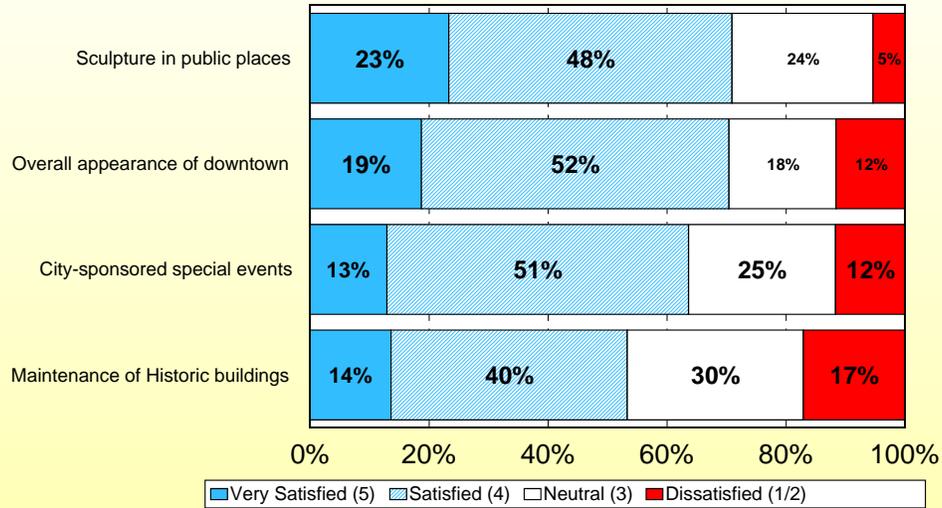
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (Garden City, KS)

### Satisfaction with Arts and Culture

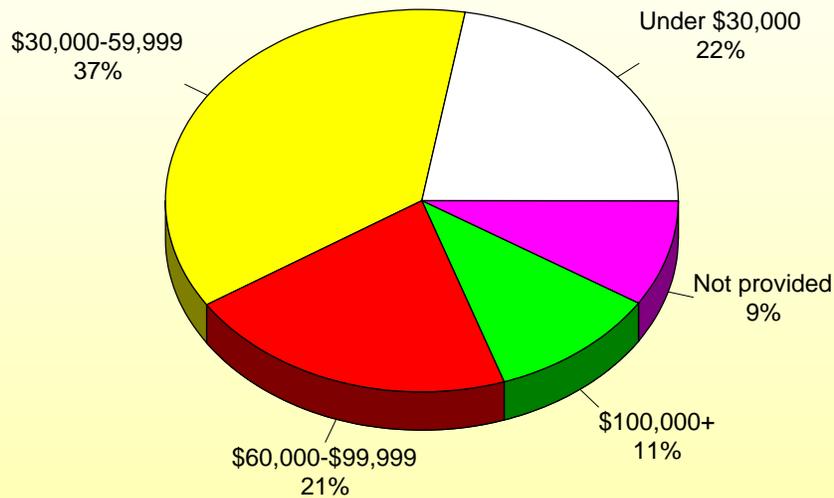
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Garden City, KS)

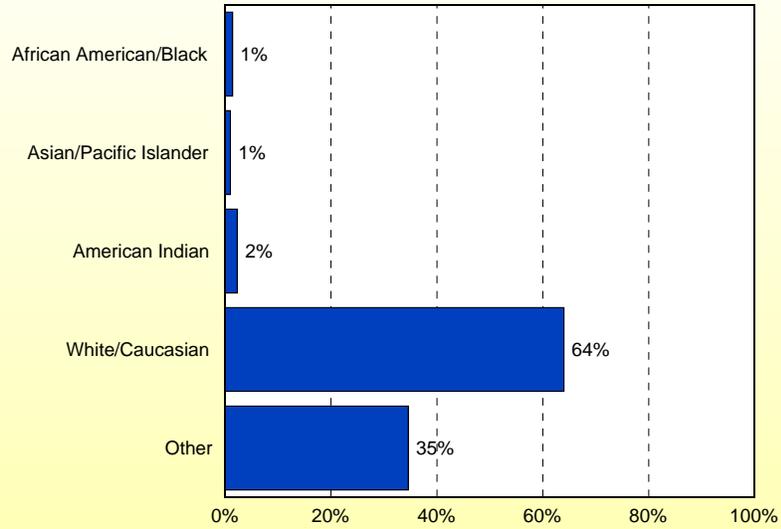
### Demographics: Total Annual Household Income

by percentage of respondents



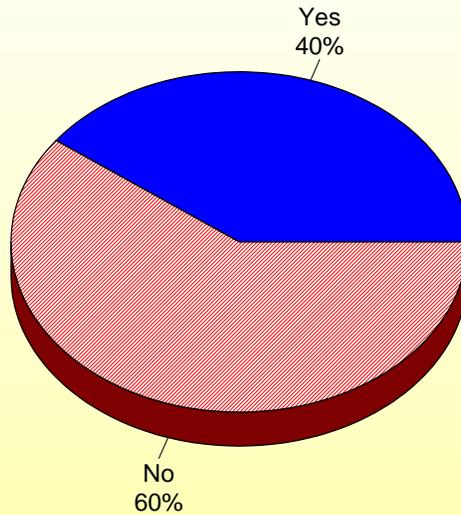
Source: ETC Institute DirectionFinder (Garden City, KS)

### Demographics: Race/Ethnicity by percentage of respondents



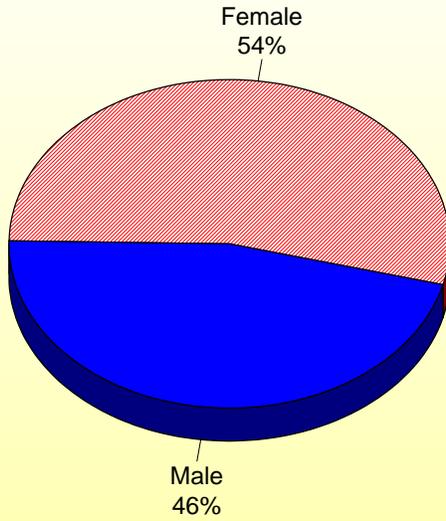
Source: ETC Institute DirectionFinder (Garden City, KS)

### Demographics: Are You of Hispanic, Latino or Spanish Origin? by percentage of respondents



Source: ETC Institute DirectionFinder (Garden City, KS)

### Demographics: Gender of the Respondents by percentage of respondents



Source: ETC Institute DirectionFinder (Garden City, KS)

**Section 2:**  
***Benchmarking Data***

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# *DirectionFinder® Survey*

## *Year 2009 Benchmarking Summary Report*

### Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 140 cities and counties in 31 states. This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute in the Fall of 2008 to a random sample of more than 2,000 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 39 communities in Kansas and Missouri between January 2004 and October 2008. Some of the Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- 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
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Rolla, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

**National Benchmarks.** The first set of charts on the following pages show how the overall results for Garden City compare to the national average based on the results of a survey that was administered by ETC Institute to a random sample of 2,000 U.S. residents.

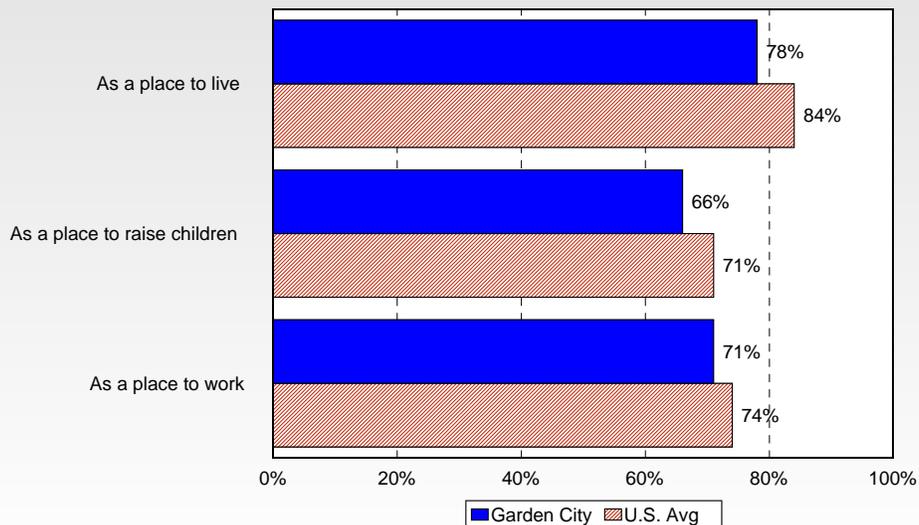
**Kansas/Missouri Benchmarks.** The following set up charts show the highest, lowest, and average (mean) levels of satisfaction in the 39 communities, some of which are listed above, for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the Kansas and Missouri communities. The actual ratings for Garden City are listed to the right of each chart. The dot on each bar shows how the results for Garden City compare to the other communities in the states of Kansas and Missouri where the DirectionFinder® survey has been administered.

## National Benchmarks (All Communities)

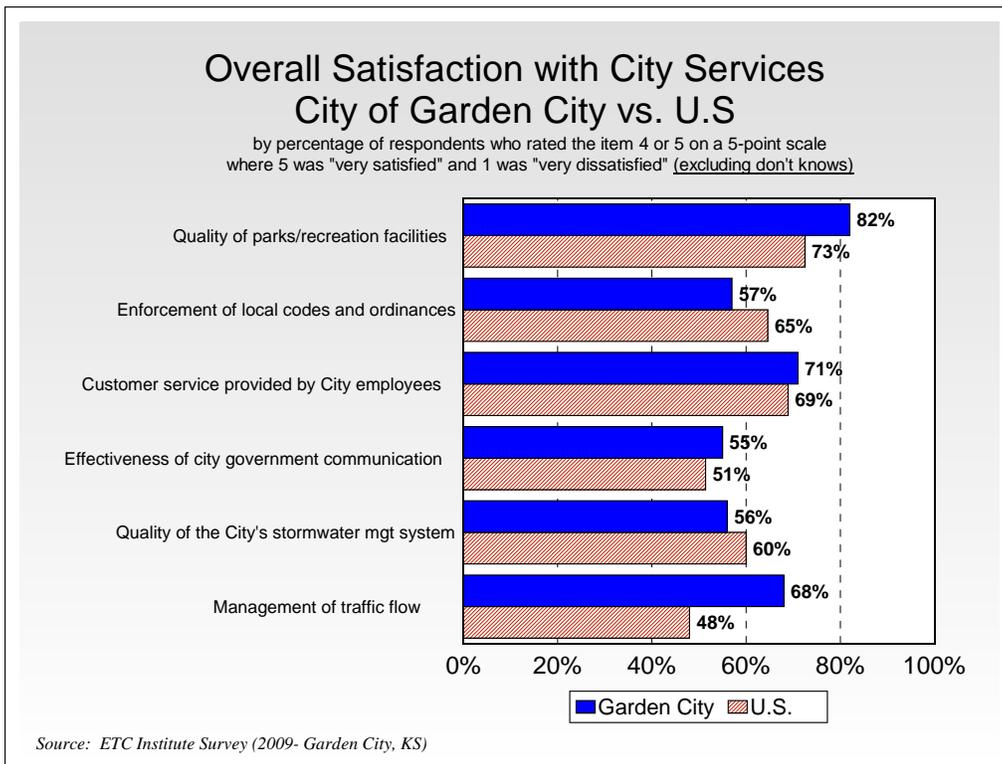
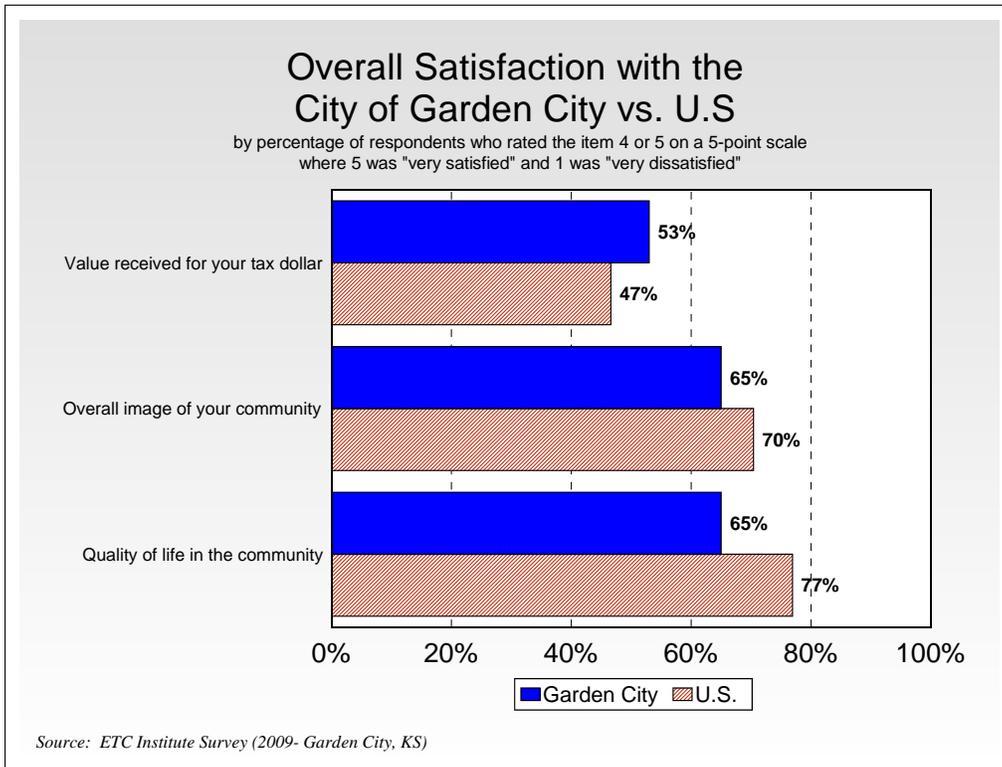
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Garden City is not authorized without written consent from ETC Institute.**

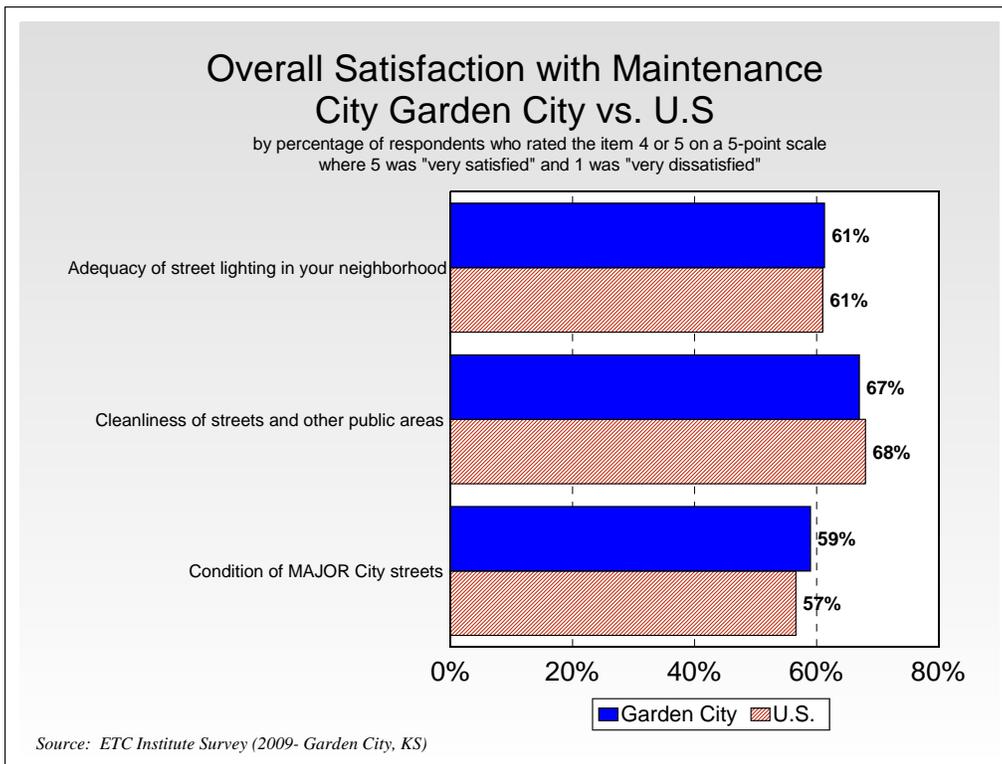
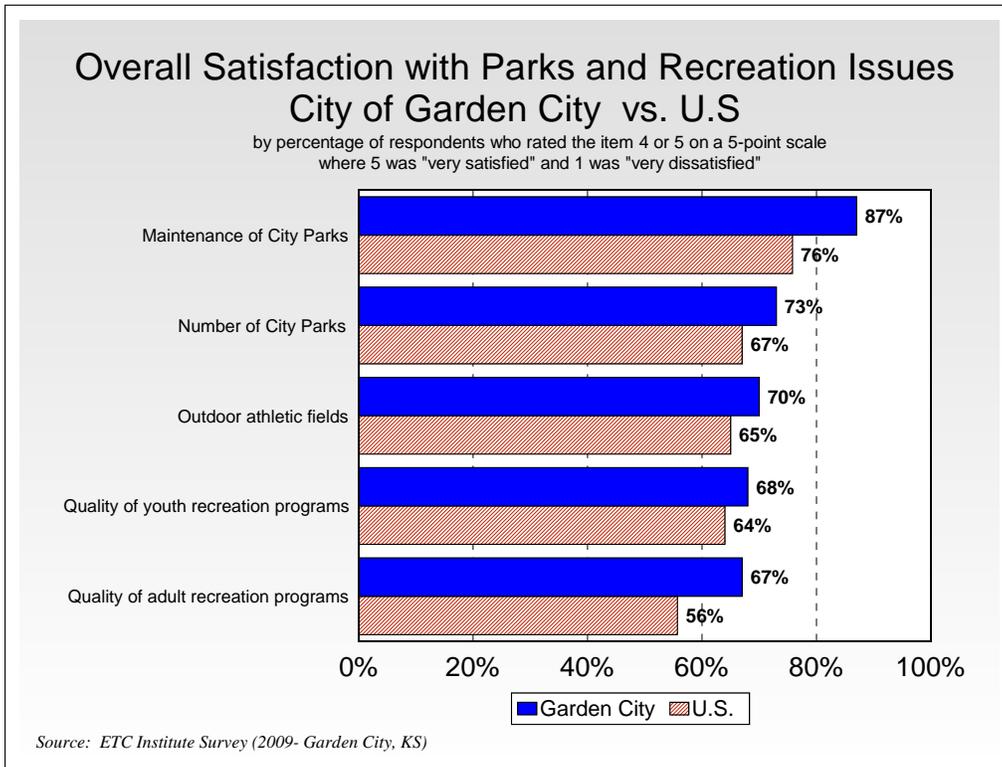
### How Residents Rate the Community Where They Currently Live: Garden City vs. U.S.

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



Source: ETC Institute Survey (2009- Garden City, KS)



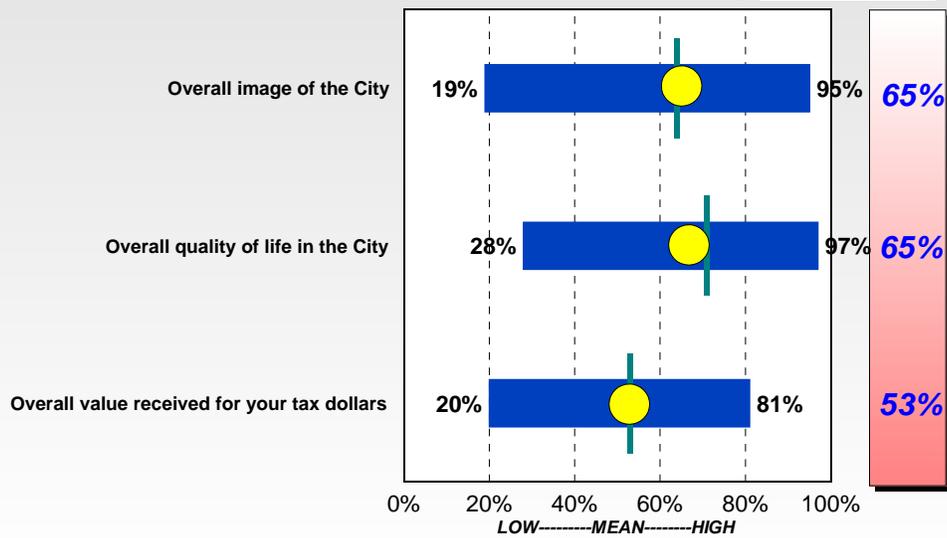


## Benchmarks Communities < 40,000

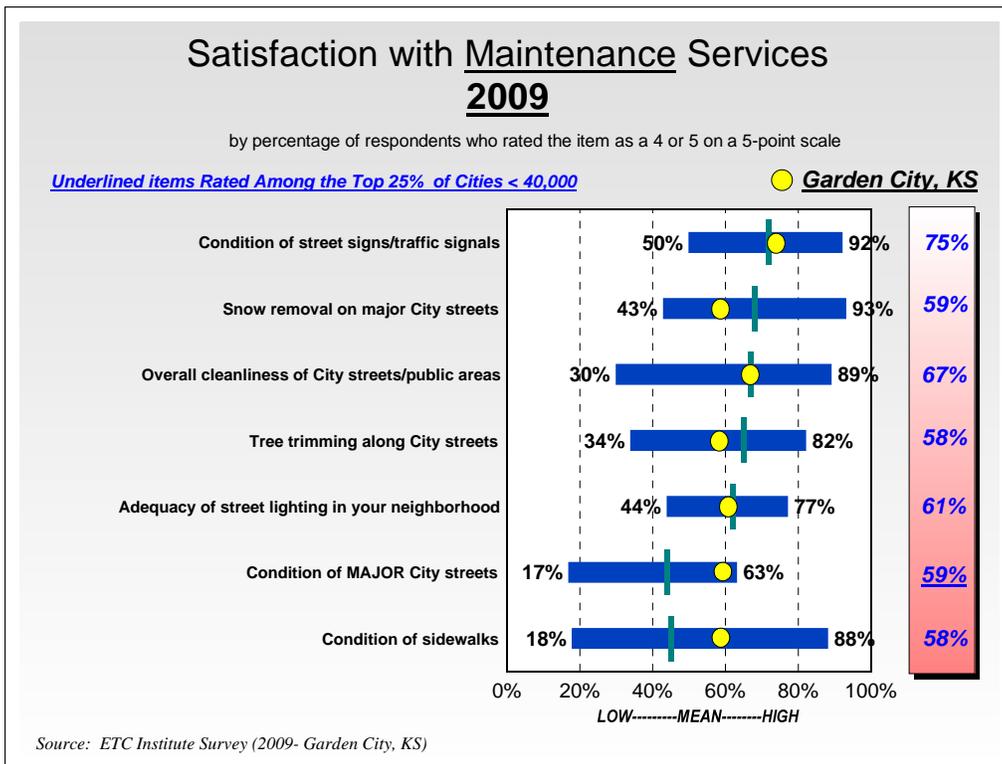
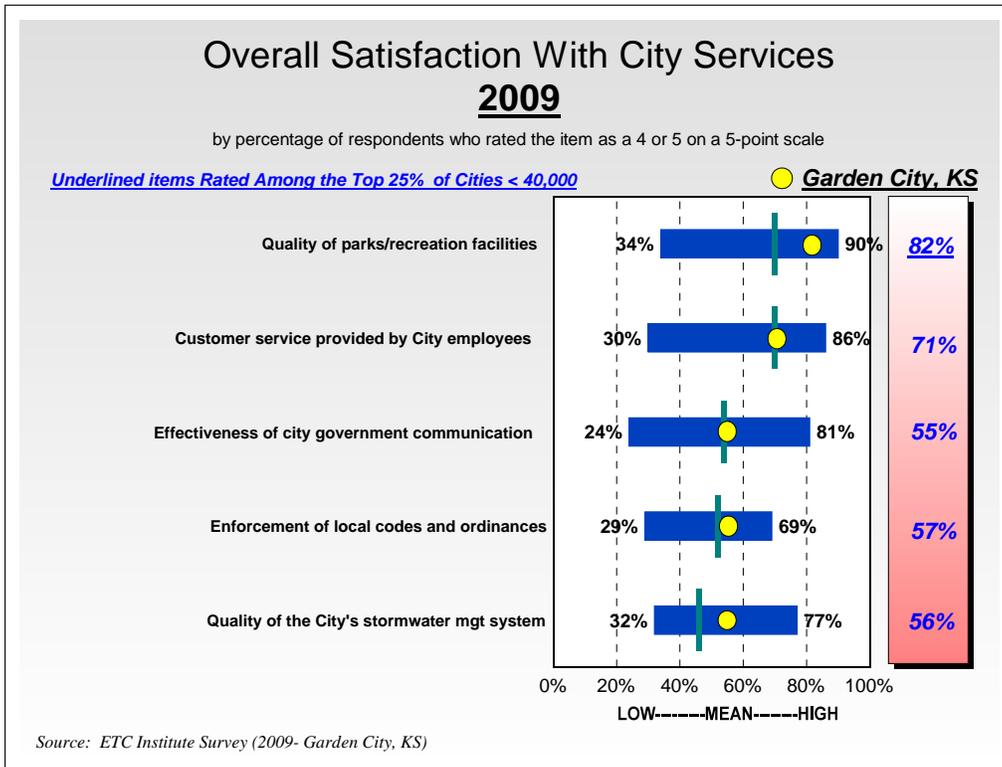
### Perceptions that Area Residents Have of the City in Which They Live in 2009

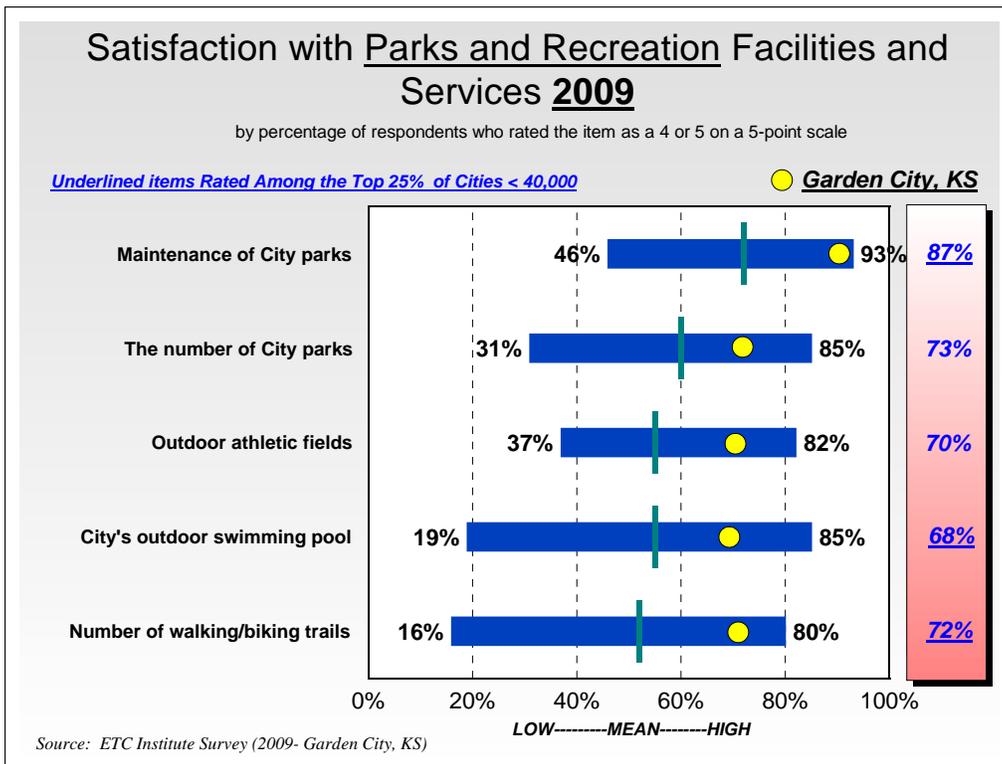
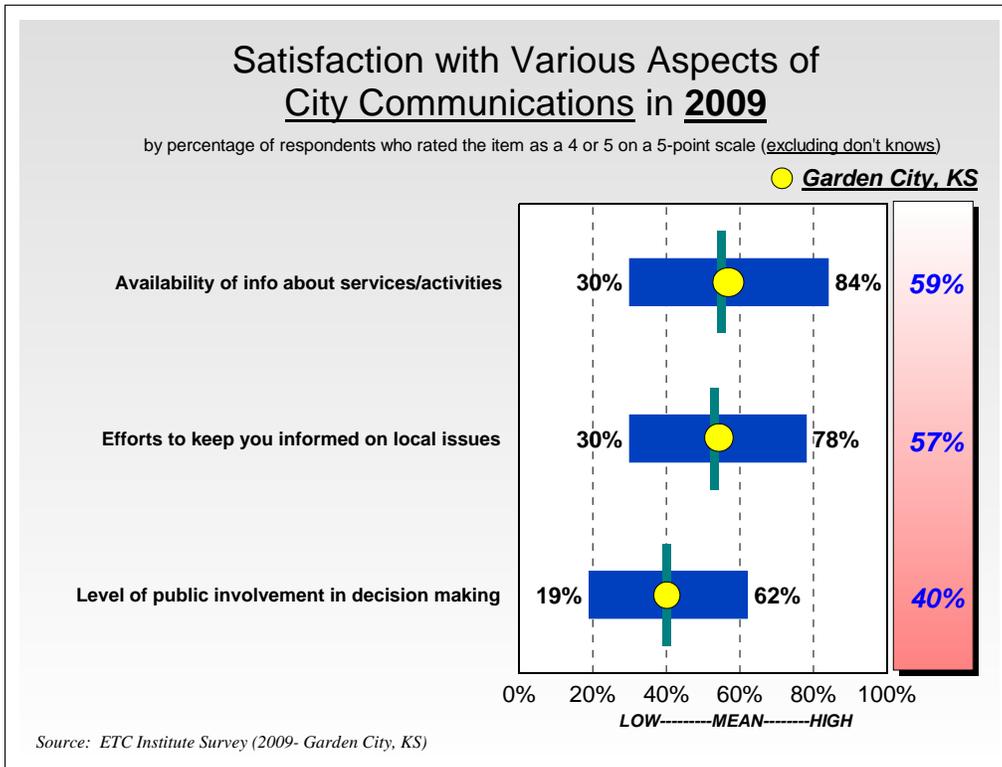
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

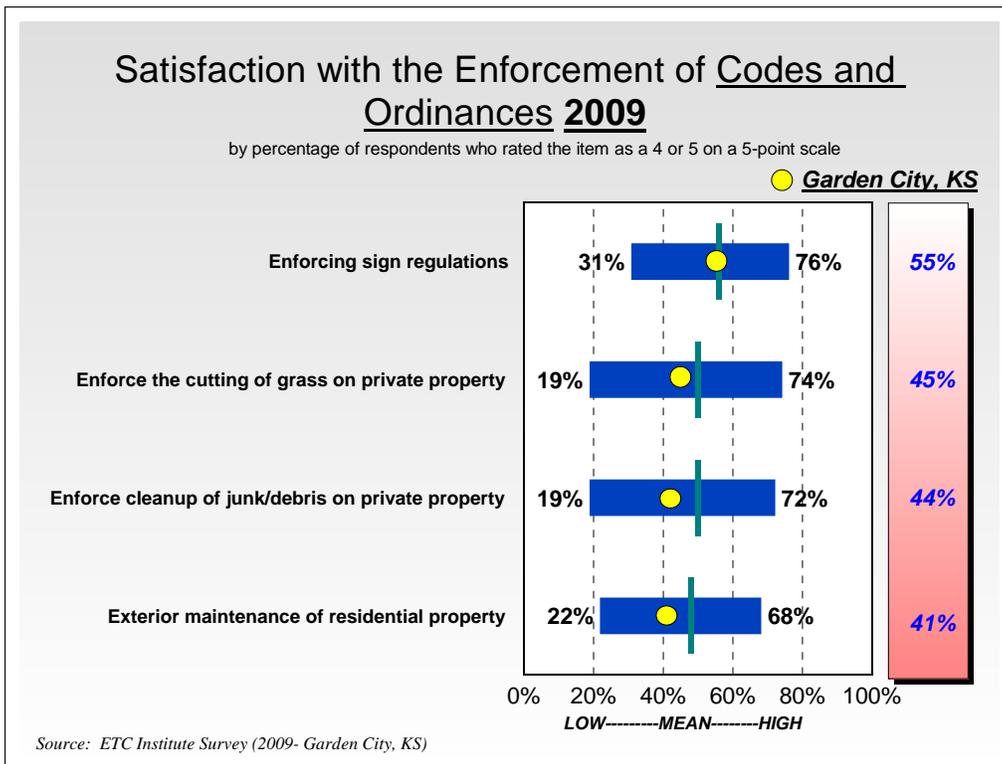
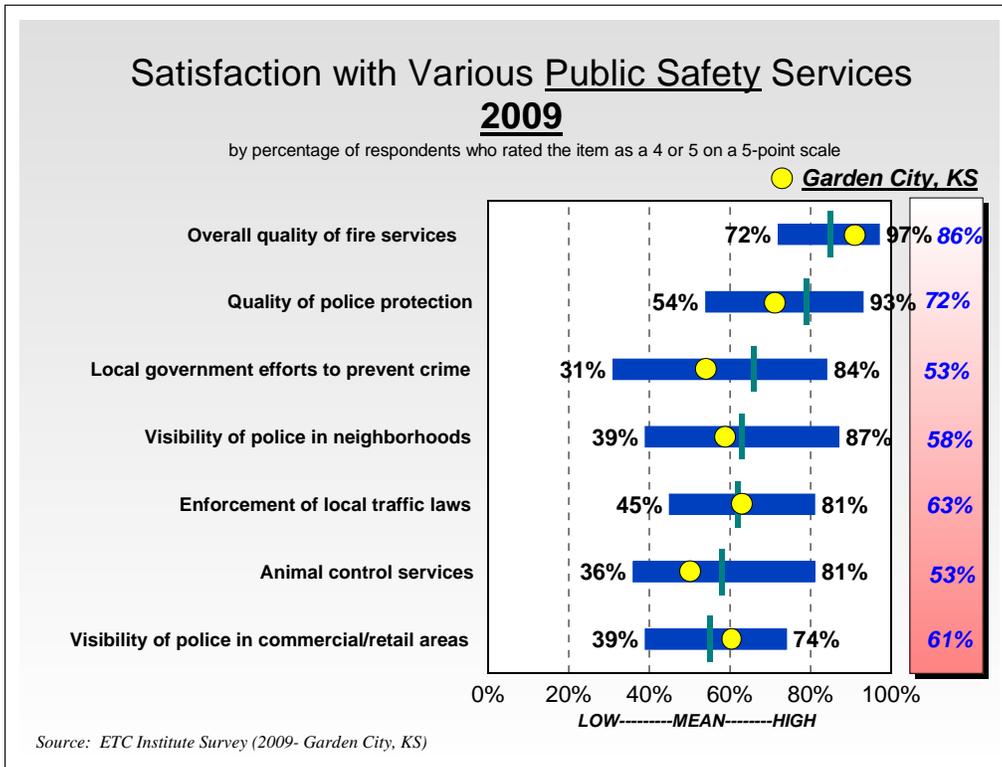
● **Garden City, KS**



Source: ETC Institute Survey (2009- Garden City, KS)







**Section 3:**  
***Importance-Satisfaction Analysis***

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# 2009 Importance-Satisfaction Analysis

## Garden City, Kansas

### Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [I-S=Importance x (1-Satisfaction)].

**Example of the Calculation.** Respondents were asked to identify the major categories of City services they thought were most important for the City to emphasize over the next two years. Twenty-two percent (22%) ranked the *management of traffic flow* as the most important service for the City to emphasize over the next two years.

With regard to satisfaction, the *management of traffic flow* was ranked tenth overall with 68% rating the *management of traffic flow* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for the *management of traffic flow* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 22% was multiplied by 32% (1-0.68). This calculation yielded an I-S rating of **0.0715**, which was ranked sixth out of the fifteen major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices for the City to emphasize and 0% indicated that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize.

## **Interpreting the Ratings**

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ( $IS \geq 0.20$ )*
- *Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )*
- *Maintain Current Emphasis ( $IS < 0.10$ )*

The results for Garden City are provided on the following page.

# Importance-Satisfaction Rating

## City of Garden City

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of City streets/sidewalks/infrastructure	51%	1	55%	14	0.2267	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of police services	34%	2	72%	9	0.0972	2
Effectiveness of city government communication	17%	7	55%	15	0.0792	3
Enforcement of local codes and ordinances	18%	5	57%	12	0.0781	4
Quality of the City's stormwater mgt system	18%	6	56%	13	0.0777	5
Management of traffic flow	22%	3	68%	10	0.0715	6
How well the city is prepared for emergencies	20%	4	68%	11	0.0636	7
Quality of parks and recreation facilities	16%	8	82%	3	0.0296	8
Customer service provided by City employees	9%	10	72%	8	0.0261	9
Quality of water utility services	10%	9	80%	5	0.0201	10
Quality of trash services	9%	11	80%	4	0.0181	11
Quality of public transportation services	6%	14	73%	7	0.0153	12
Quality of electric utility service	8%	13	85%	2	0.0116	13
Quality of fire services	9%	12	88%	1	0.0100	14
Quality of wastewater utility services	4%	15	78%	6	0.0082	15

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## City of Garden City

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Local government efforts to prevent crime	39%	1	53%	14	0.1834	1
Visibility of police in neighborhoods	38%	2	59%	11	0.1560	2
Animal control services	22%	5	54%	13	0.1035	3
<b><i>Medium Priority (IS &lt;.10)</i></b>						
How quickly police respond to emergencies	25%	4	62%	7	0.0921	4
Visibility of police in commercial/retail areas	21%	6	61%	9	0.0826	5
Quality of police protection	27%	3	71%	6	0.0789	6
Enforcement of local traffic laws	19%	7	62%	8	0.0705	7
Parking enforcement	10%	9	58%	12	0.0439	8
Police safety education programs	8%	10	59%	10	0.0317	9
Quality of emergency medical services	12%	8	86%	2	0.0174	10
Fire education programs provided by the city	6%	12	72%	4	0.0163	11
Fire inspection programs provided by the city	6%	13	72%	5	0.0159	12
Overall quality of fire services	7%	11	86%	1	0.0097	13
Fire/emergency medical personnel response time	5%	14	85%	3	0.0069	14

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Rating

## City of Garden City

### CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Snow removal on neighborhood streets	43%	1	34%	9	0.2866	1
<b><u>High Priority (IS .10-.20)</u></b>						
Condition of MAJOR City streets	43%	2	58%	6	0.1797	2
Condition of sidewalks	27%	5	58%	7	0.1139	3
Snow removal on MAJOR City streets	27%	4	58%	5	0.1127	4
Adequacy of street lighting in your neighborhood	27%	3	61%	4	0.1057	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Cleanliness of streets and other public areas	24%	6	67%	3	0.0787	6
Tree trimming along City streets	17%	9	57%	8	0.0710	7
Condition of neighborhood streets	21%	7	68%	2	0.0672	8
Condition of street signs/traffic signals	19%	8	75%	1	0.0459	9

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## City of Garden City

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
After school programs provided by the City	24%	3	49%	13	0.1222	1
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Availability of meeting space	16%	7	57%	12	0.0703	2
Number of walking/biking trails	24%	4	72%	5	0.0671	3
City's outdoor swimming pool	18%	5	68%	7	0.0586	4
Quality of youth recreation programs	15%	8	68%	8	0.0586	5
Number of City parks	18%	6	72%	4	0.0501	6
Quality of park facilities at City parks	25%	2	82%	2	0.0448	7
Outdoor athletic fields	13%	10	70%	6	0.0389	8
Maintenance of City parks	27%	1	87%	1	0.0352	9
Maintenance and appearance of community centers	14%	9	79%	3	0.0307	10
Quality of adult recreation programs	8%	11	66%	11	0.0259	11
Ease of registering for City recreation programs	5%	12	67%	9	0.0165	12
The Buffalo Dunes Golf Course	5%	13	67%	10	0.0157	13

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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### **Importance-Satisfaction Matrix Analysis.**

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

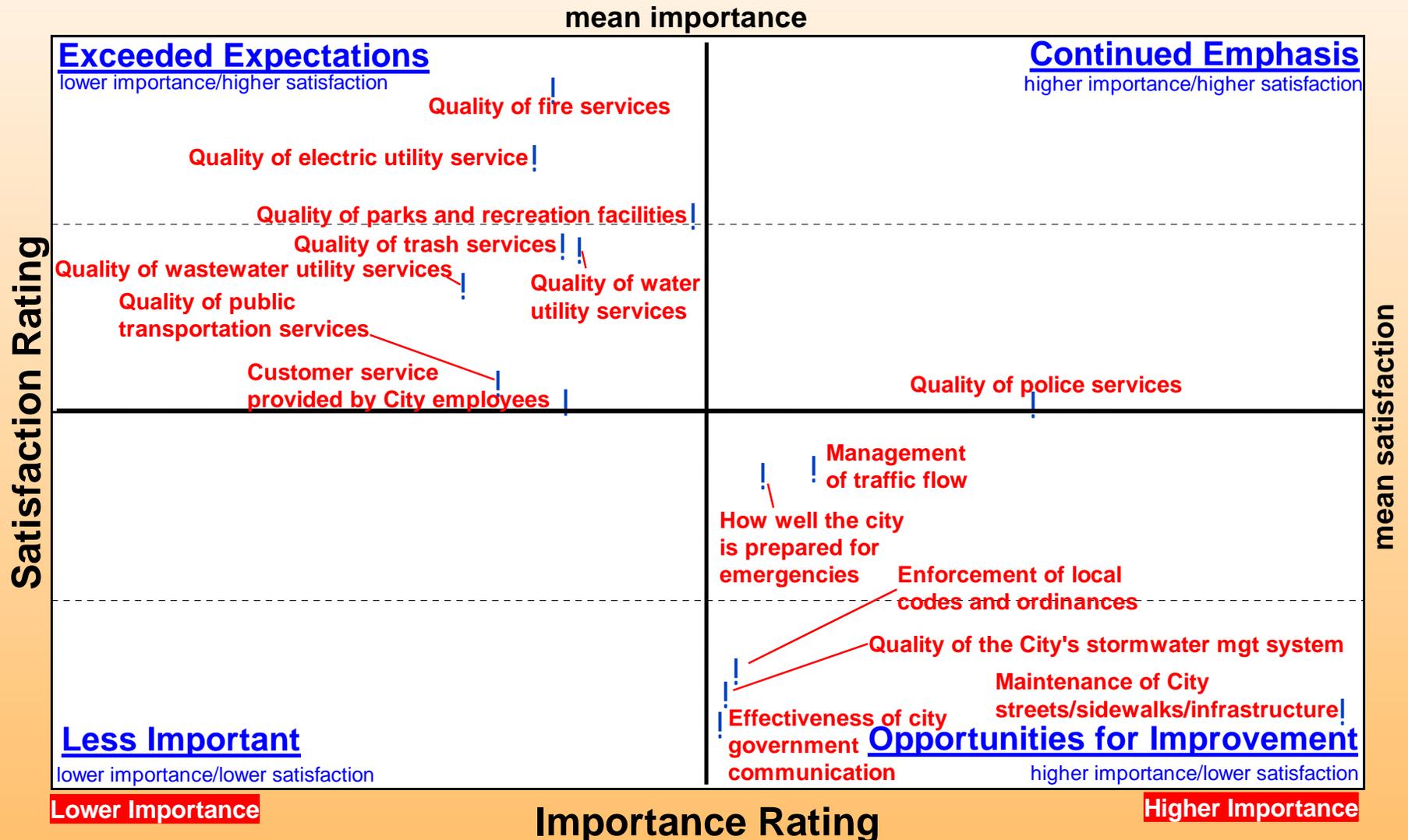
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

**Matrices showing the results for Garden City are provided on the following pages.**

# 2009 City of Garden City 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)

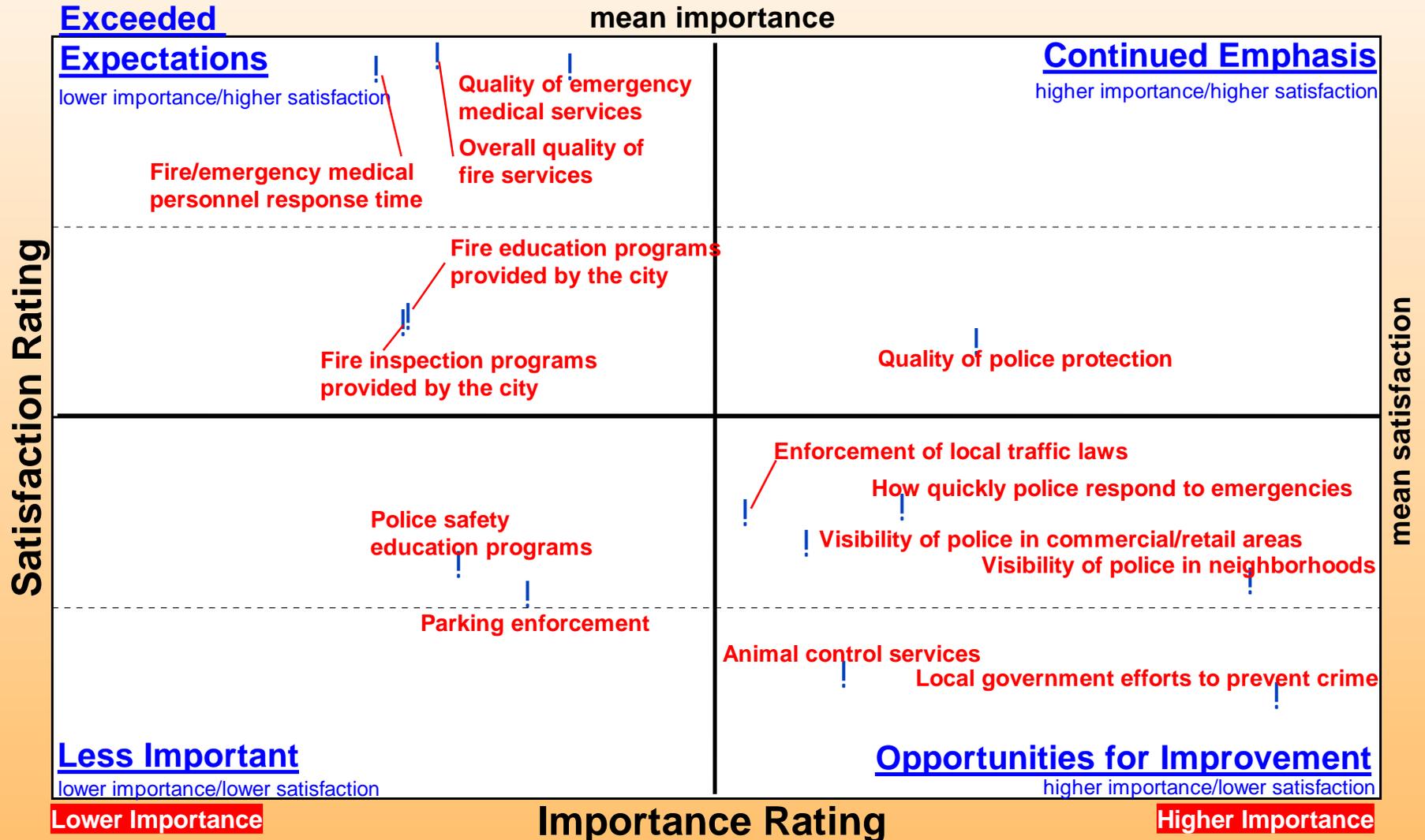


Source: ETC Institute (2009)

# 2009 City of Garden City DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety Services-

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

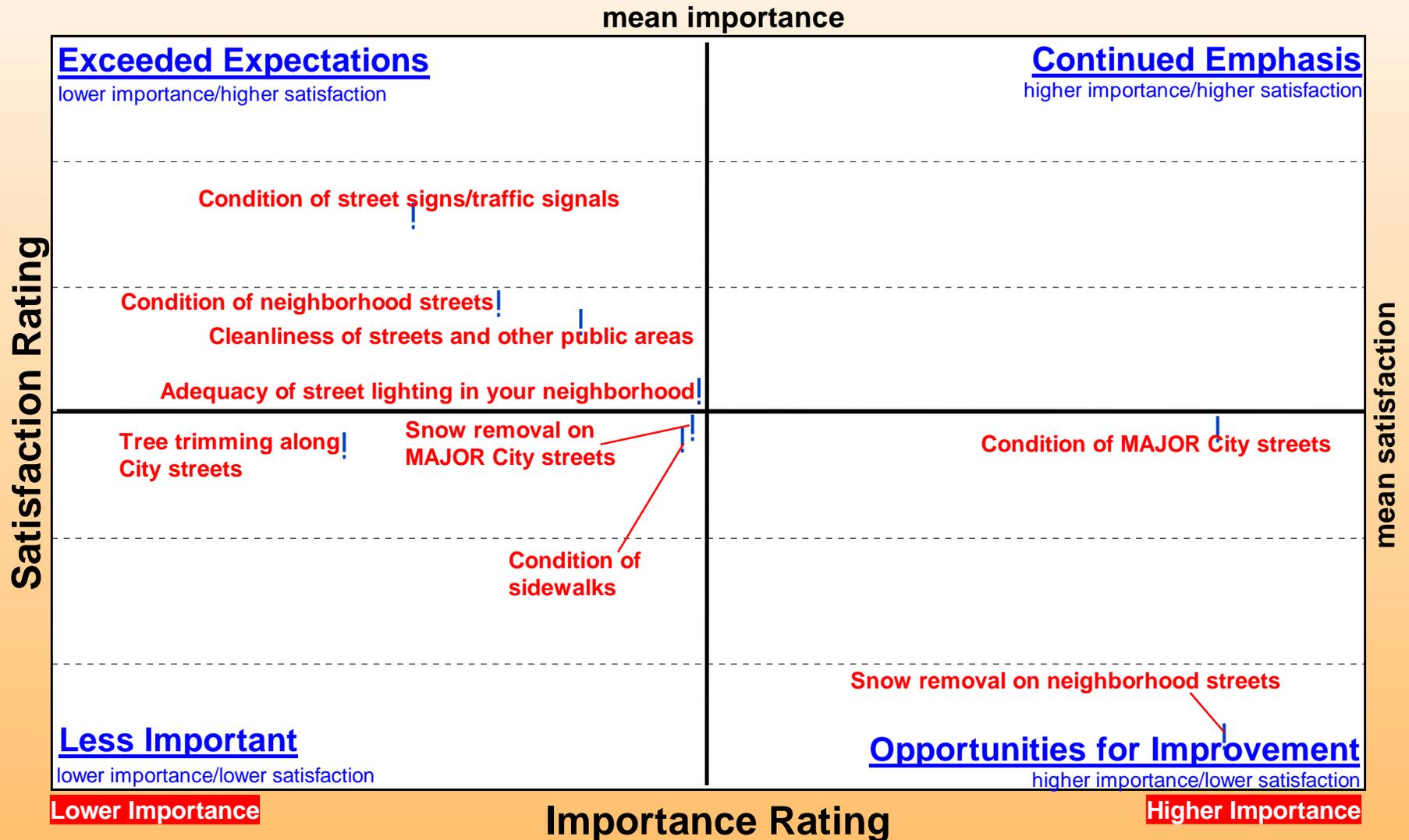


Source: ETC Institute (2009)

# 2009 City of Garden City DirectionFinder Importance-Satisfaction Assessment Matrix

## -Maintenance Services-

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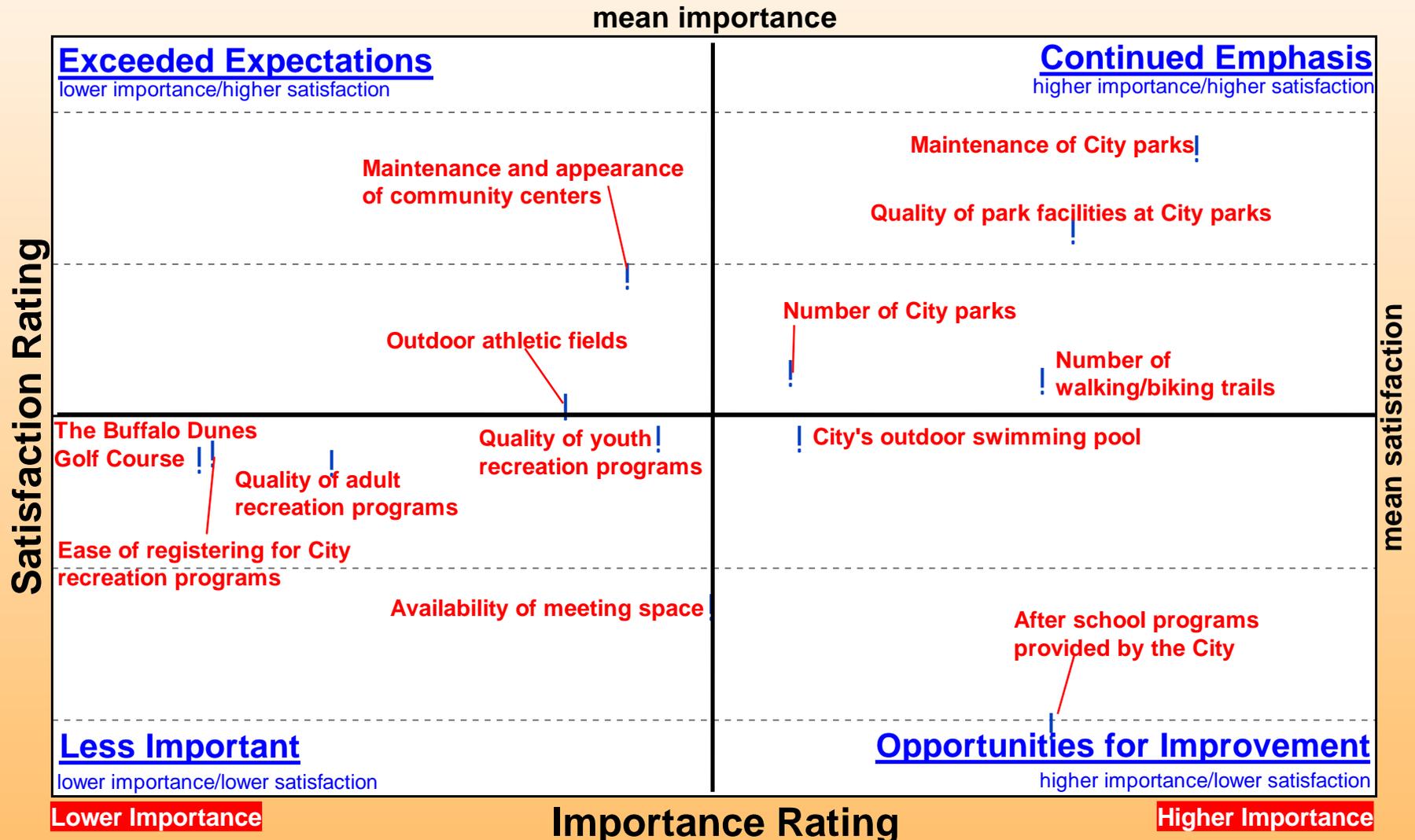
Source: ETC Institute (2009)

ETC Institute (2009)

# 2009 City of Garden City 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)



Source: ETC Institute (2009)

**Section 4:**  
***GIS Maps***

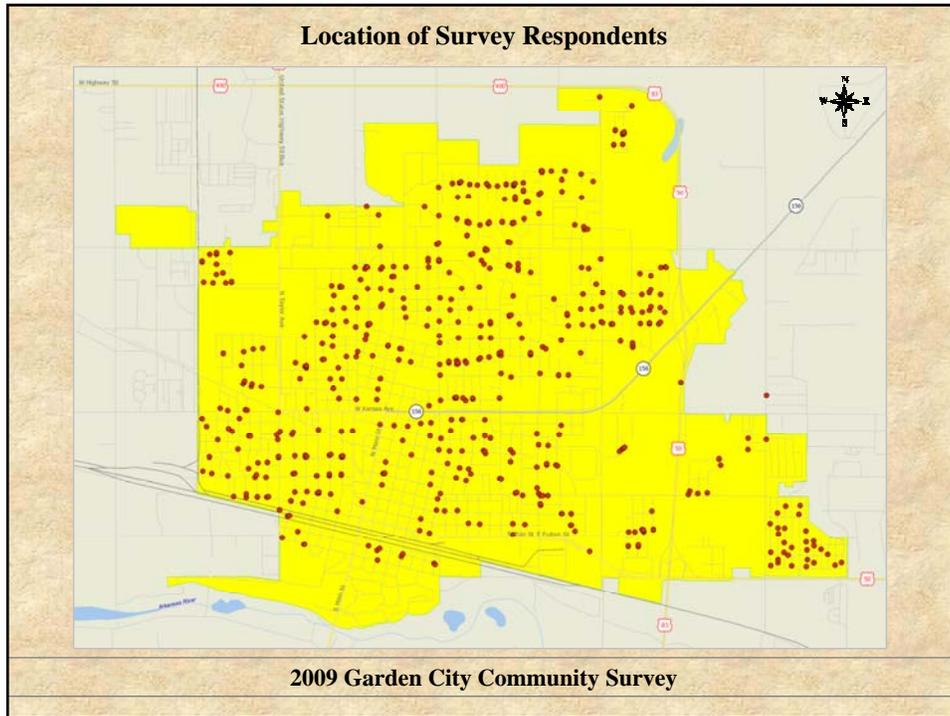
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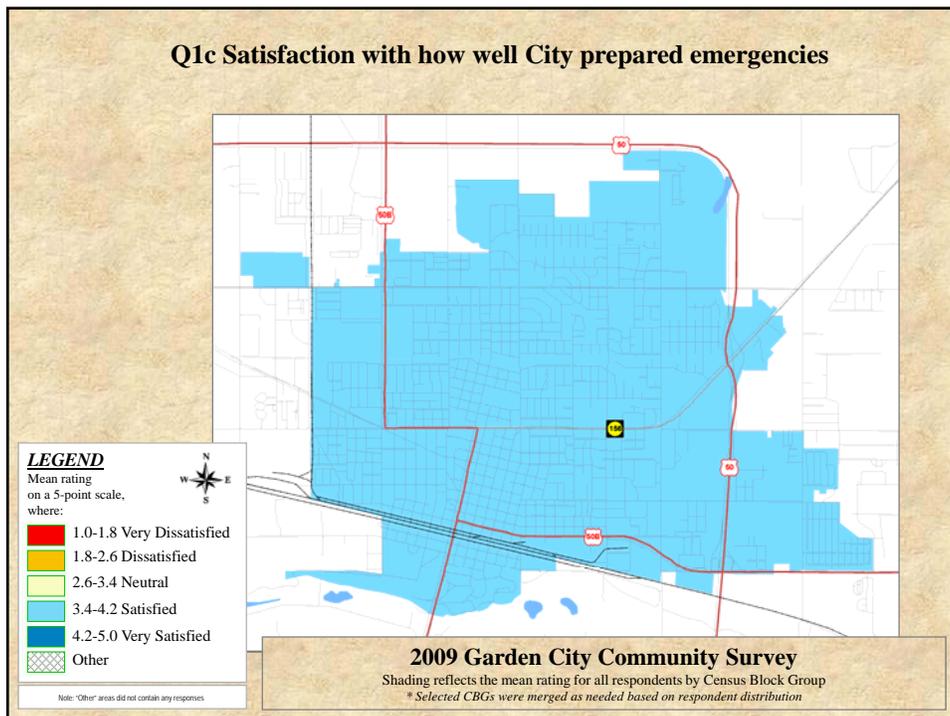
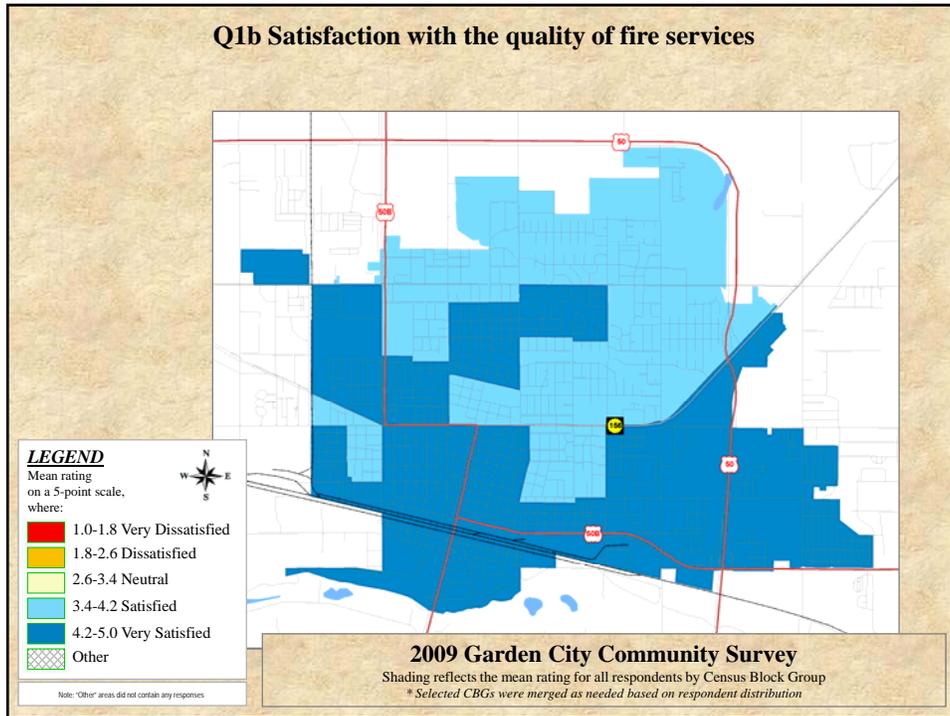
## Interpreting the Maps

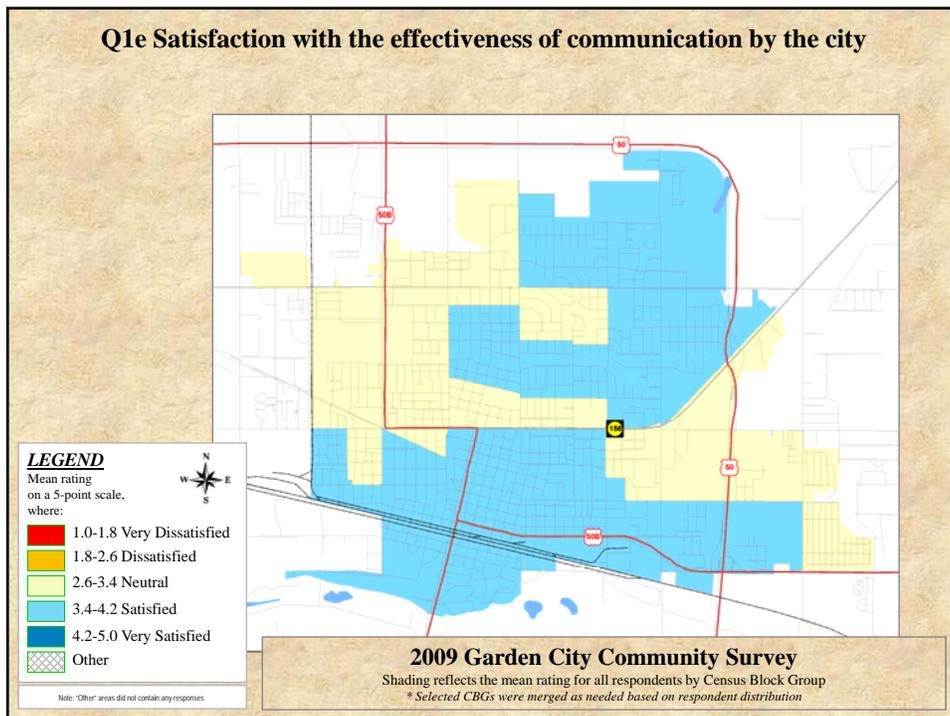
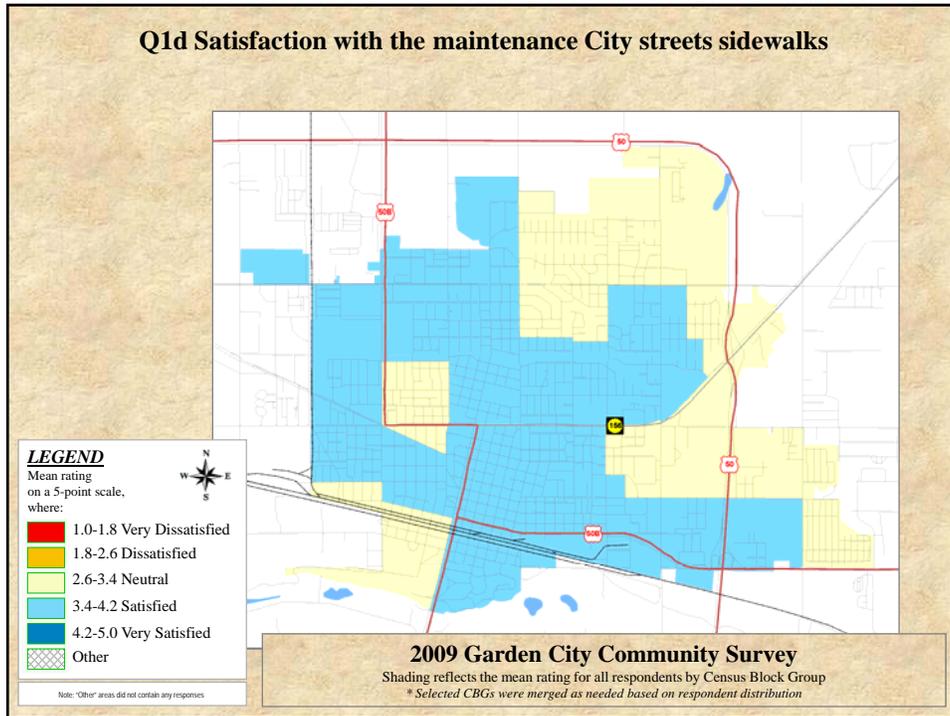
The maps on the following pages show the mean ratings for several questions by census block group for the Garden City area.

When reading the maps, please use the following color scheme as a guide:

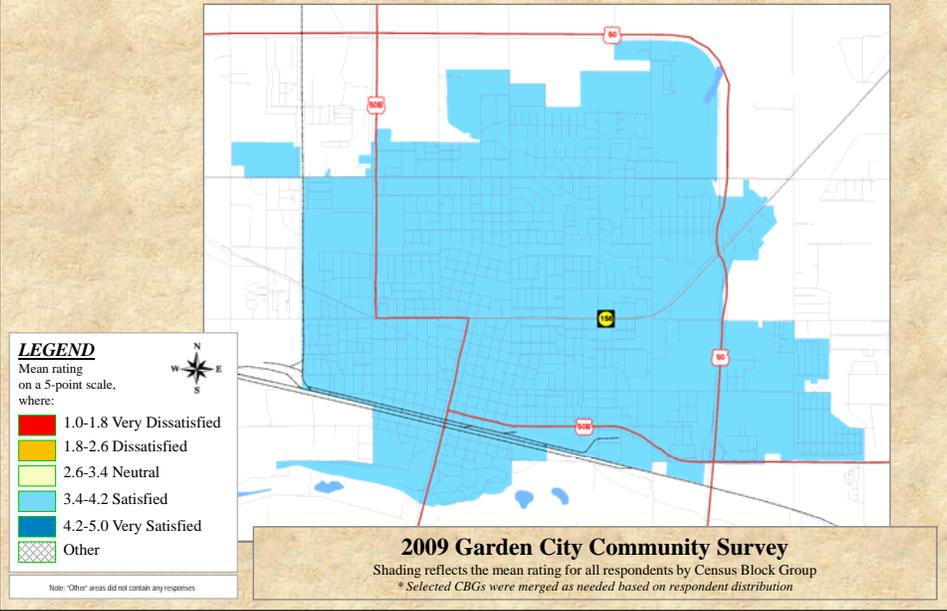
- **DARK/LIGHT BLUE** shades (except for Questions 3 and 4, in which the coloring scheme is reversed) indicate POSITIVE ratings. Shades of blue generally indicate agreement with the item being accessed.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents were not sure about the item being accessed.
- **ORANGE/RED** shades (except for Questions 3 and 4, in which the coloring scheme is reversed) indicate NEGATIVE ratings. Shades of orange/red generally indicate disagreement with the item being accessed.



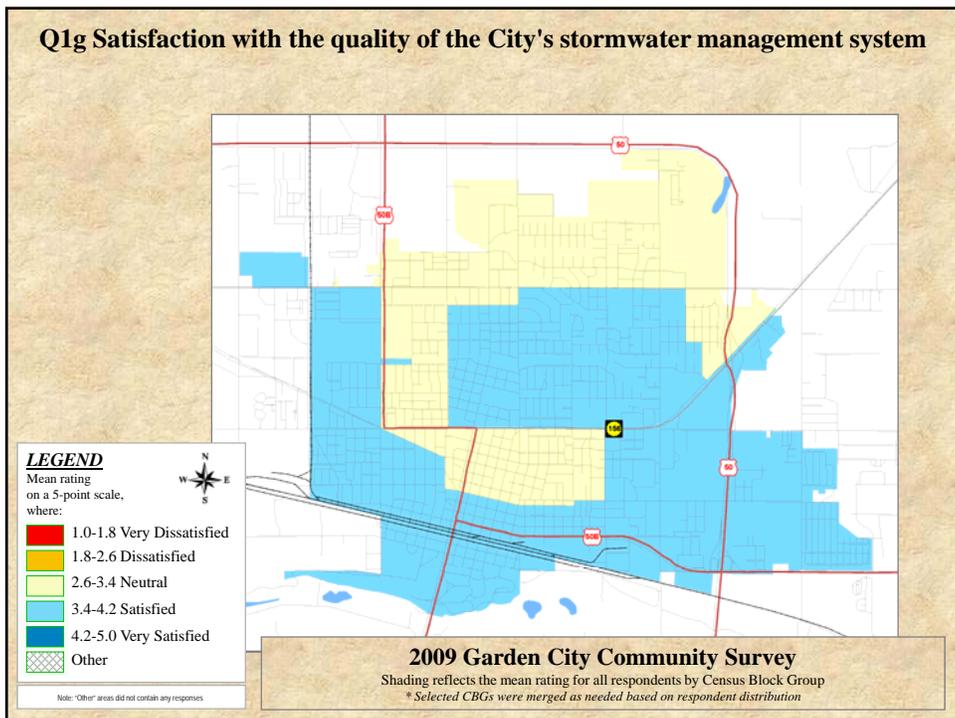


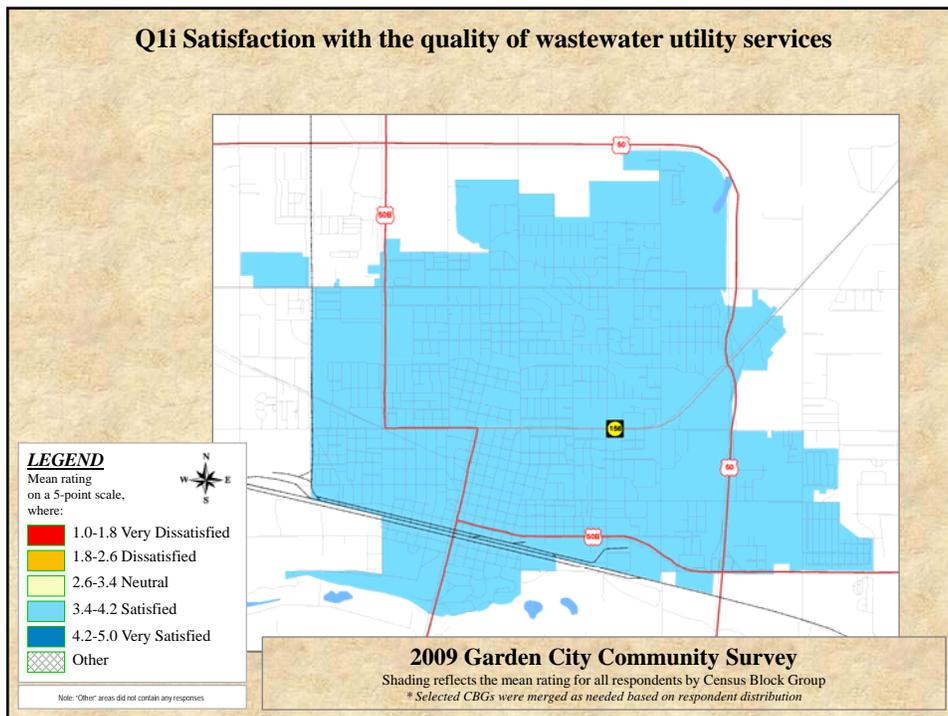
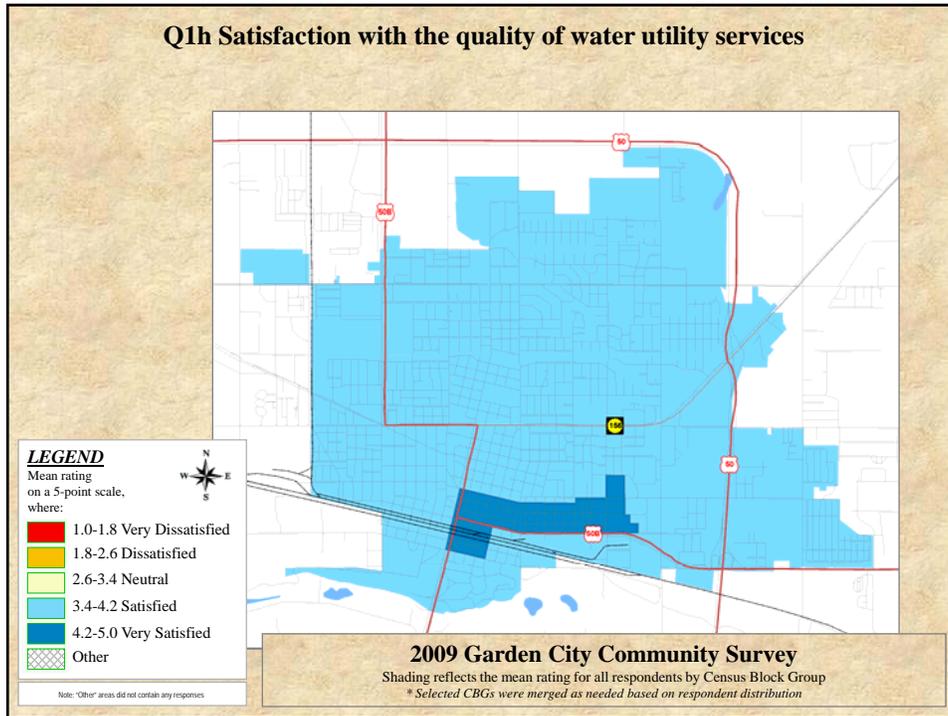


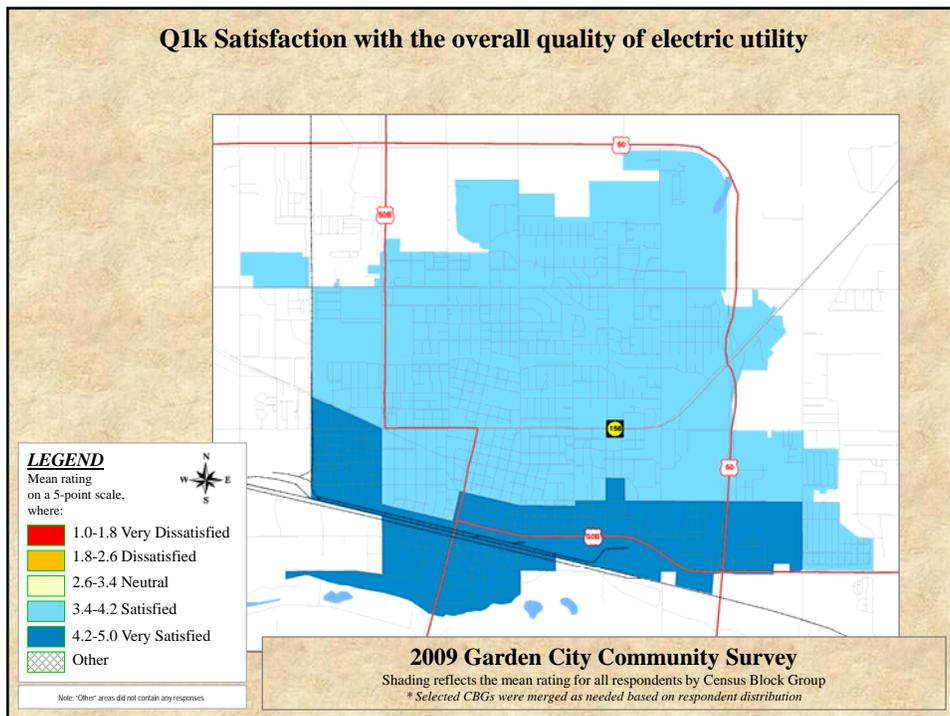
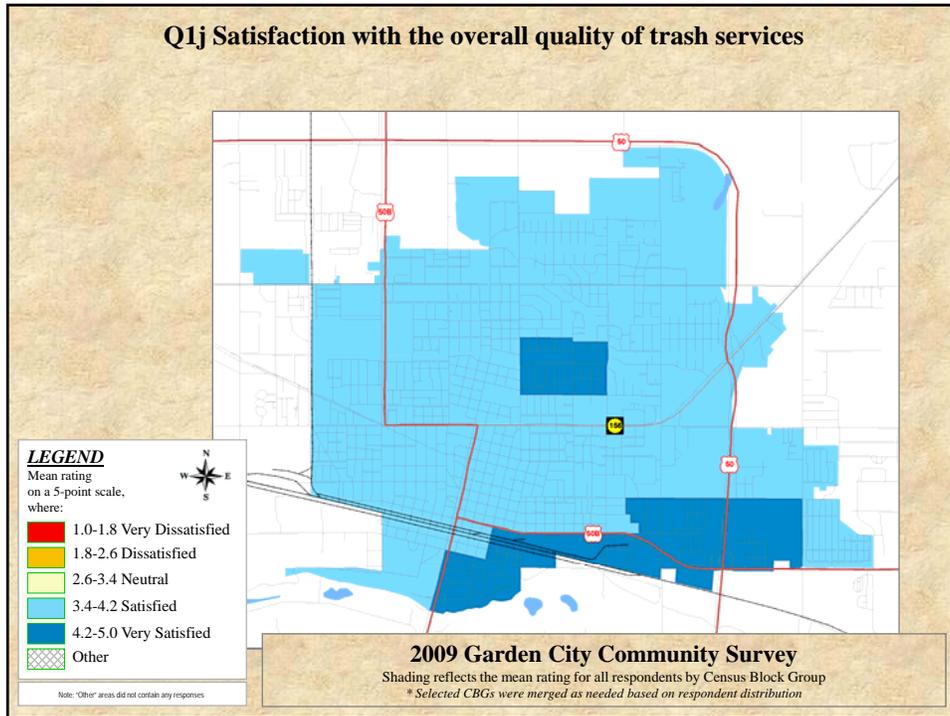
**Q1f Satisfaction with the flow of traffic and congestion management of City streets**

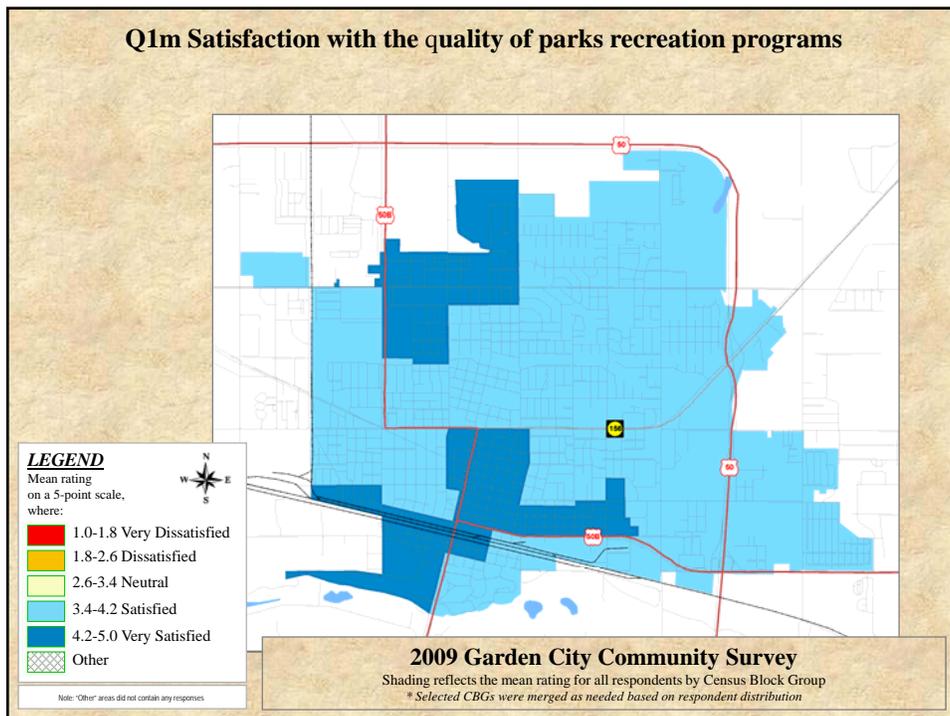
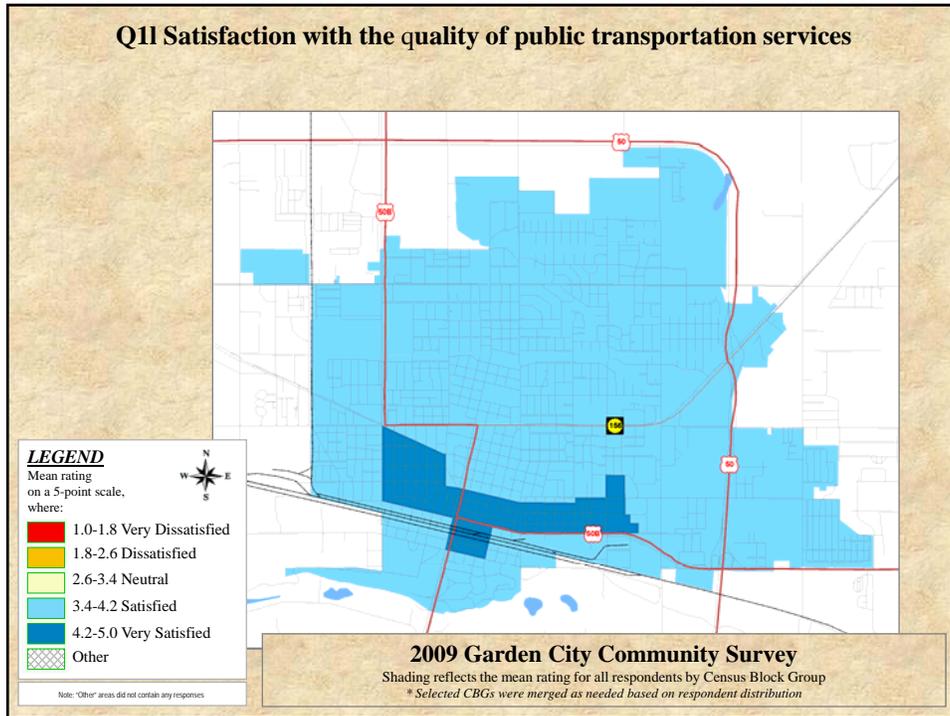


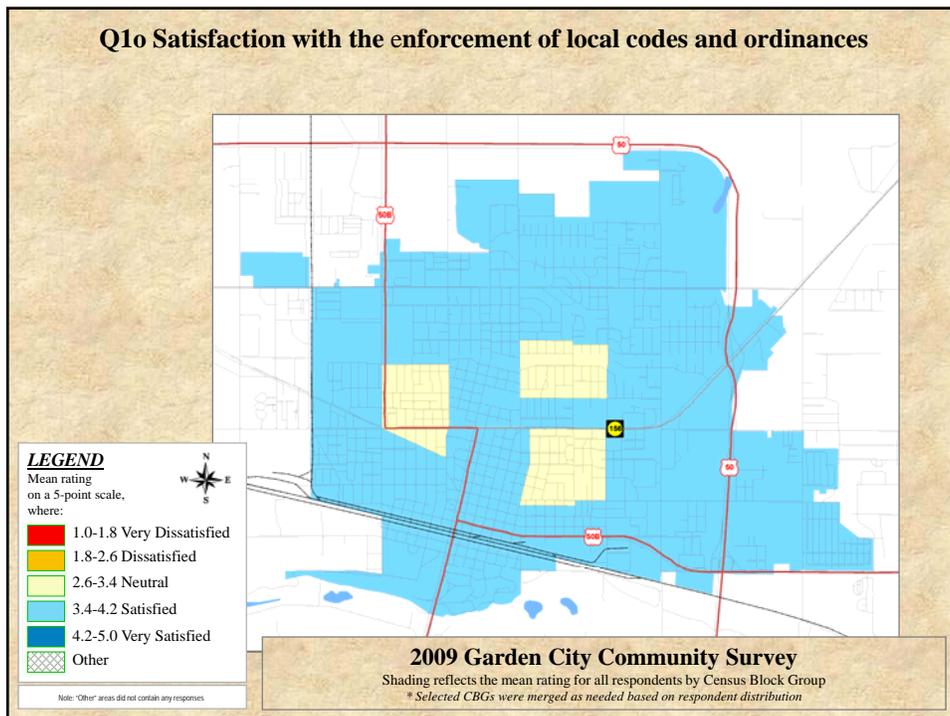
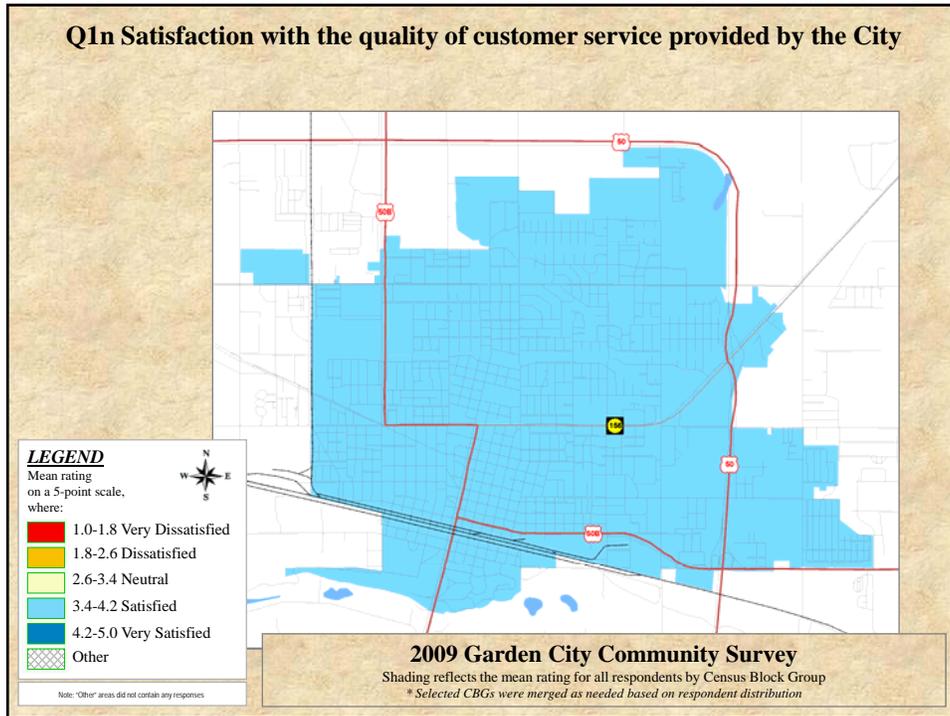
**Q1g Satisfaction with the quality of the City's stormwater management system**

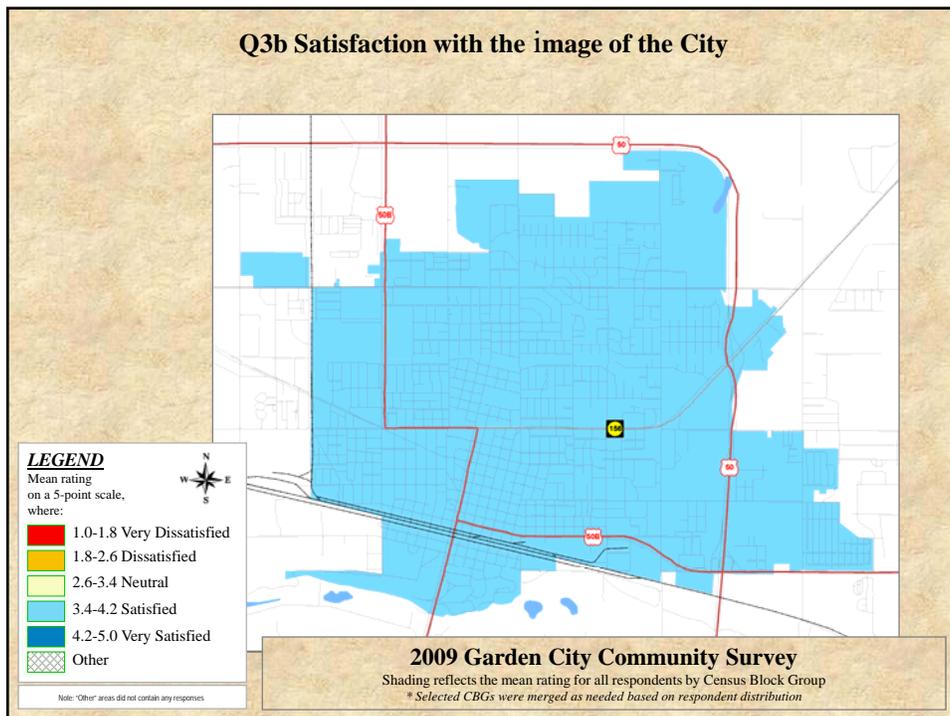
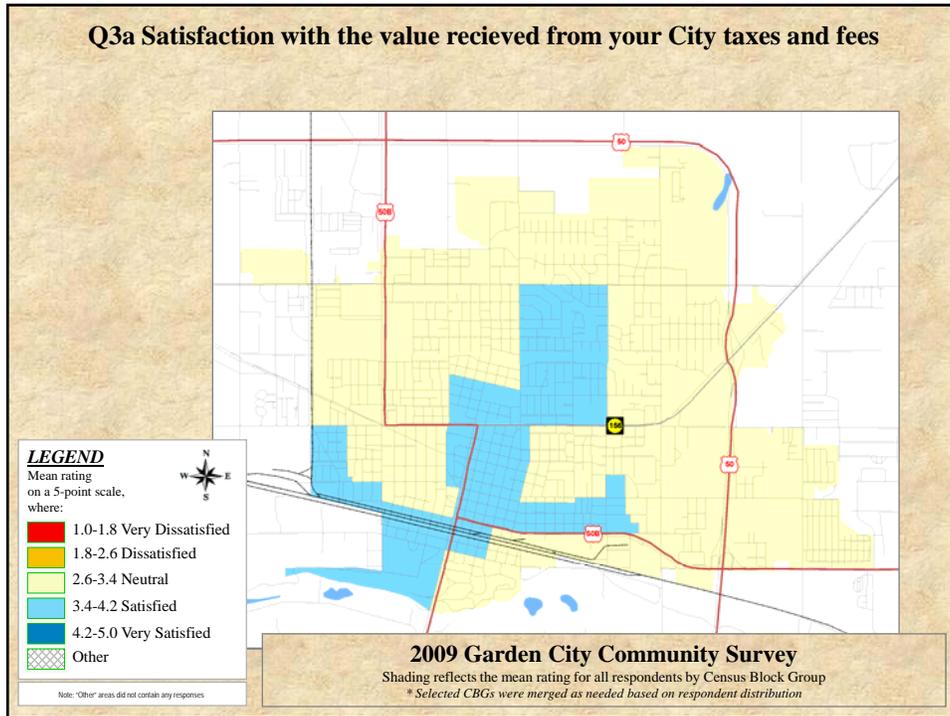


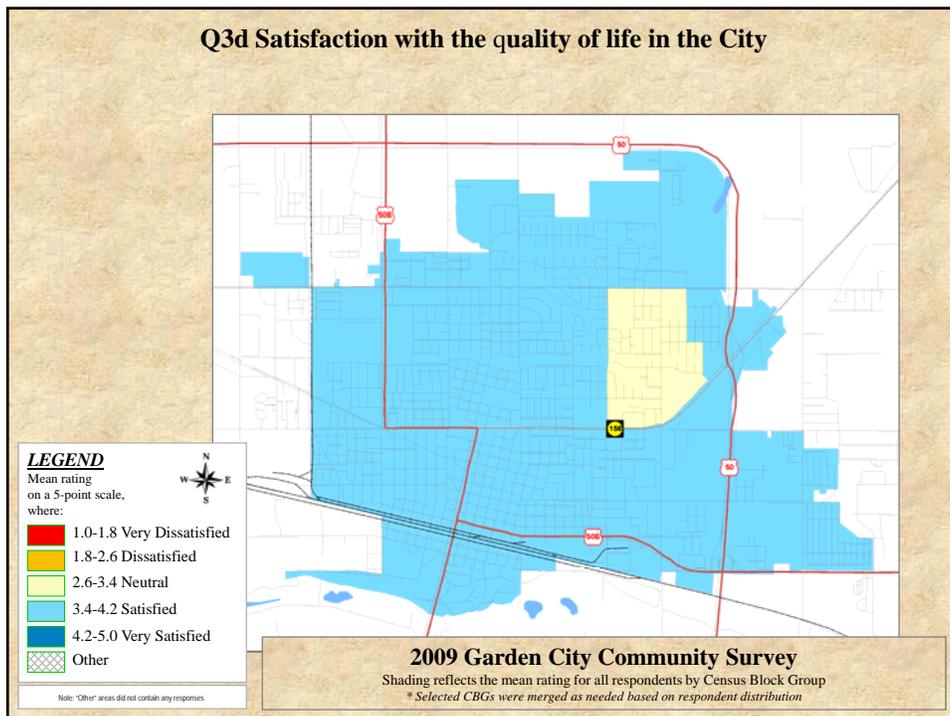
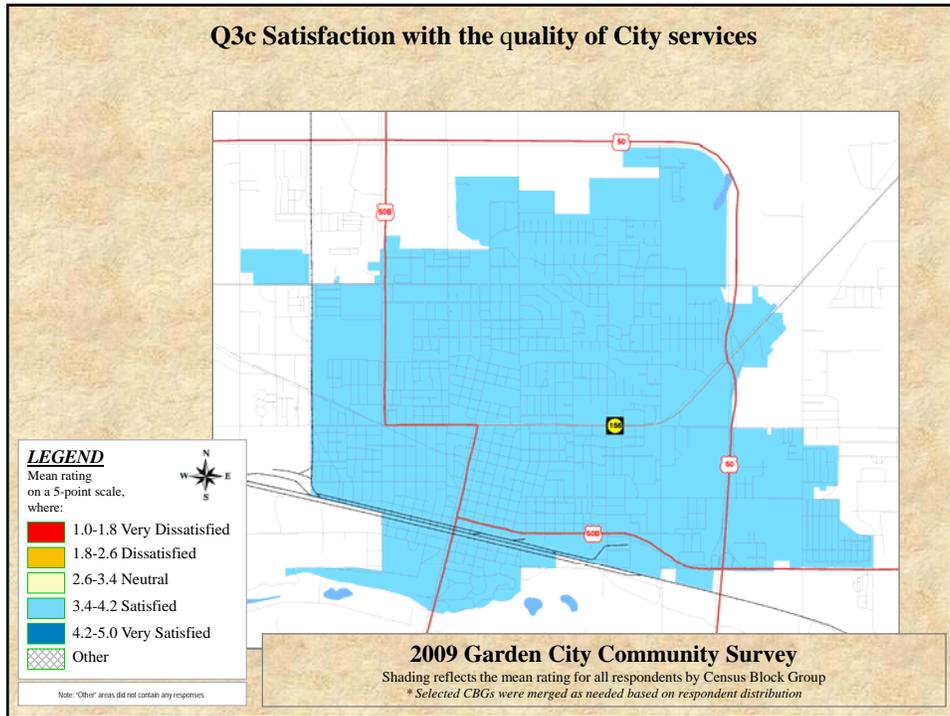


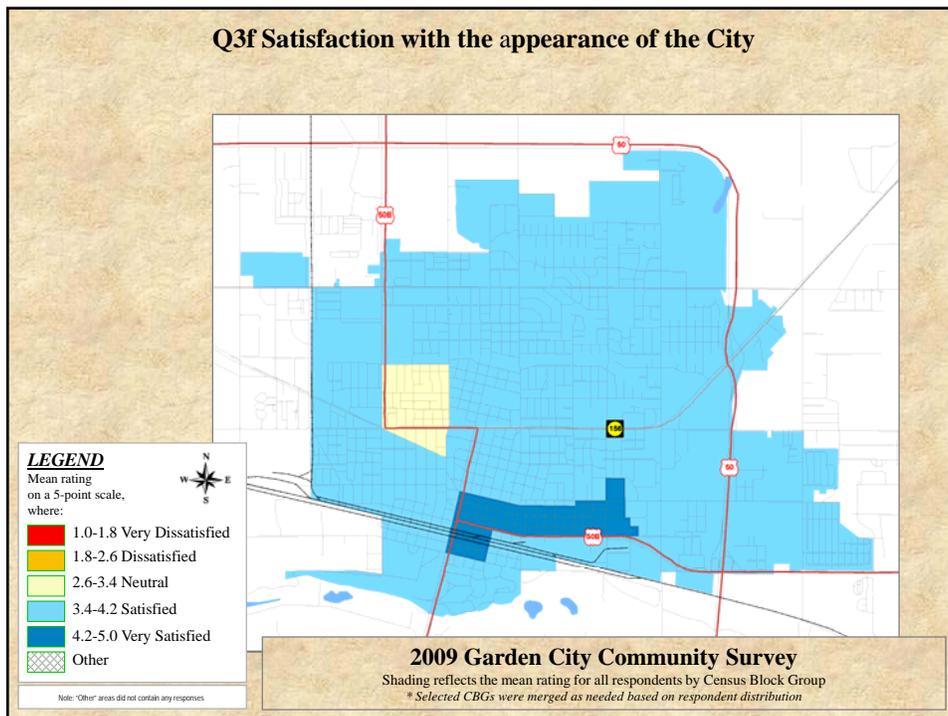
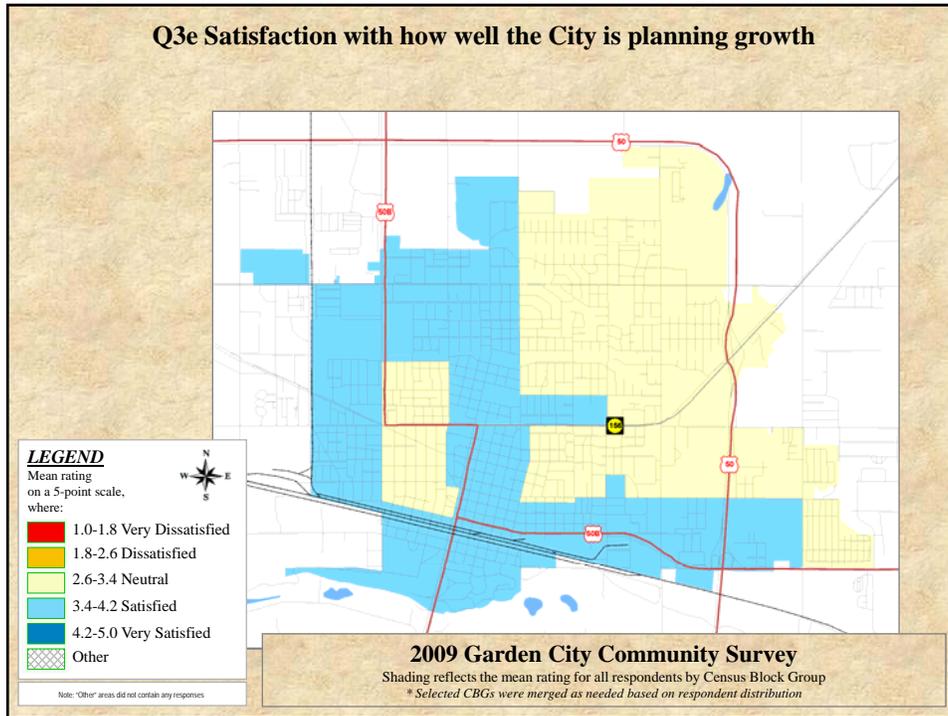


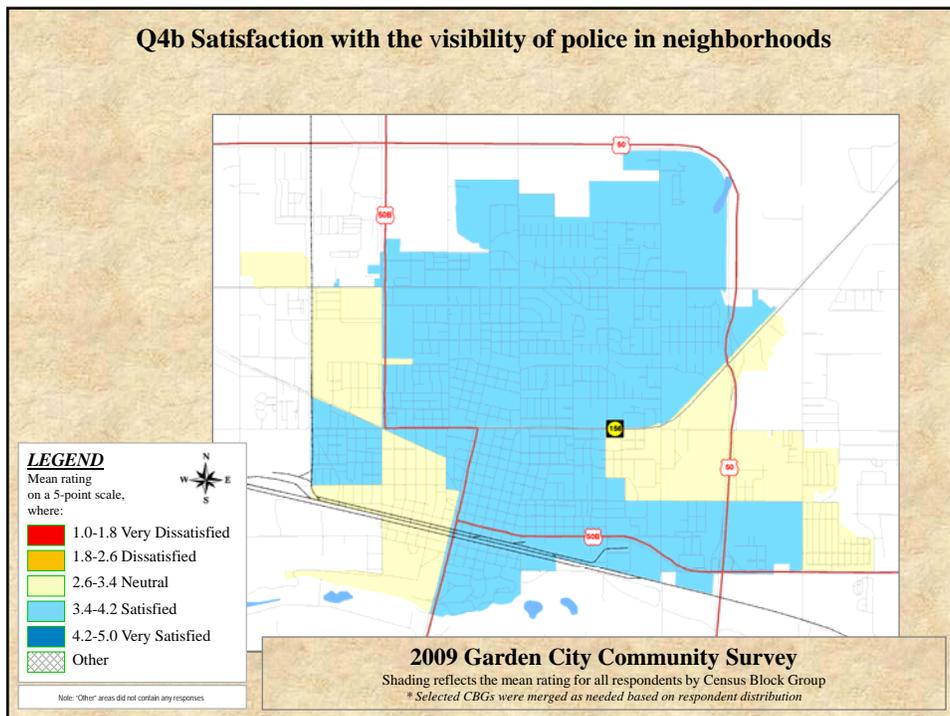
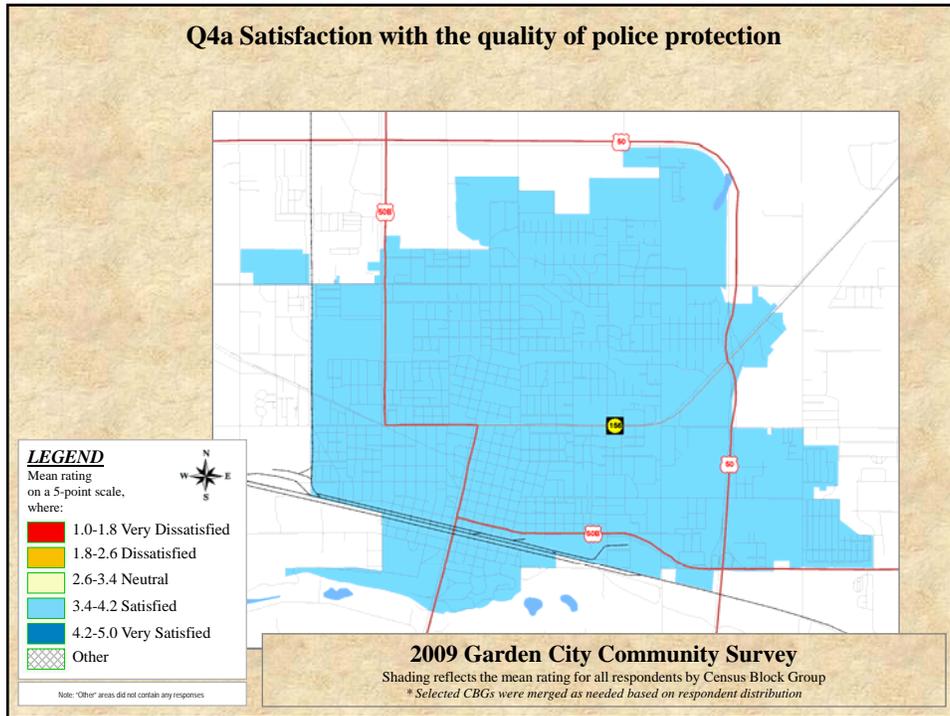


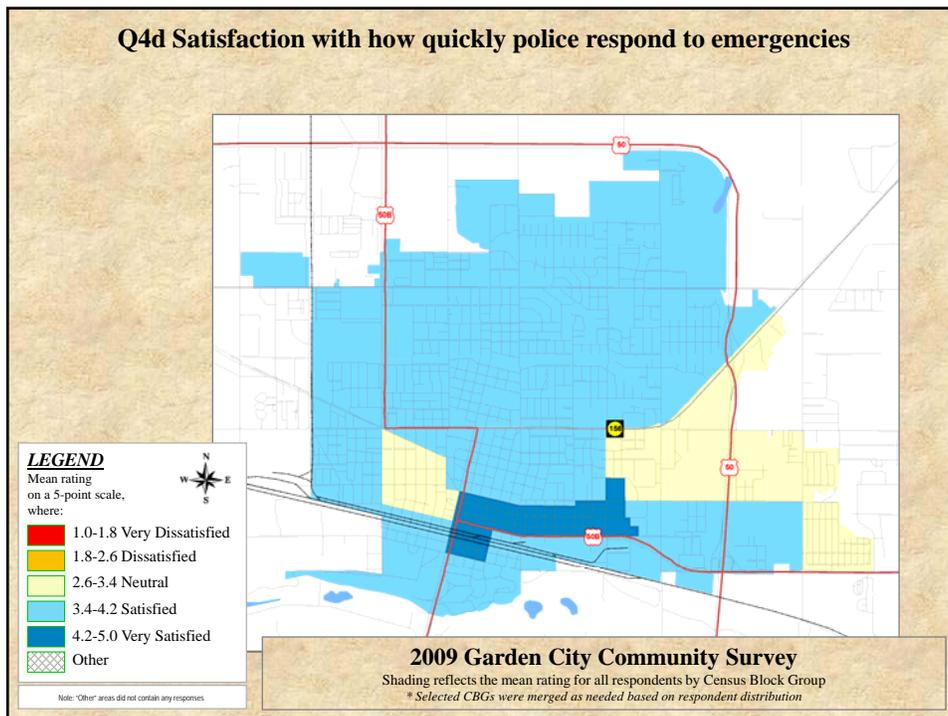
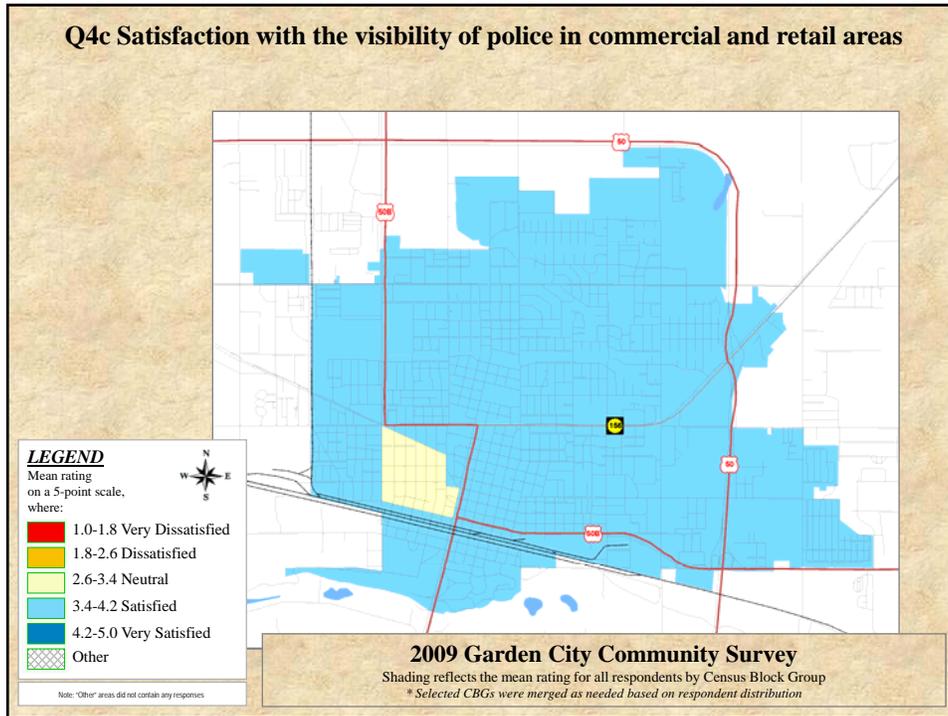


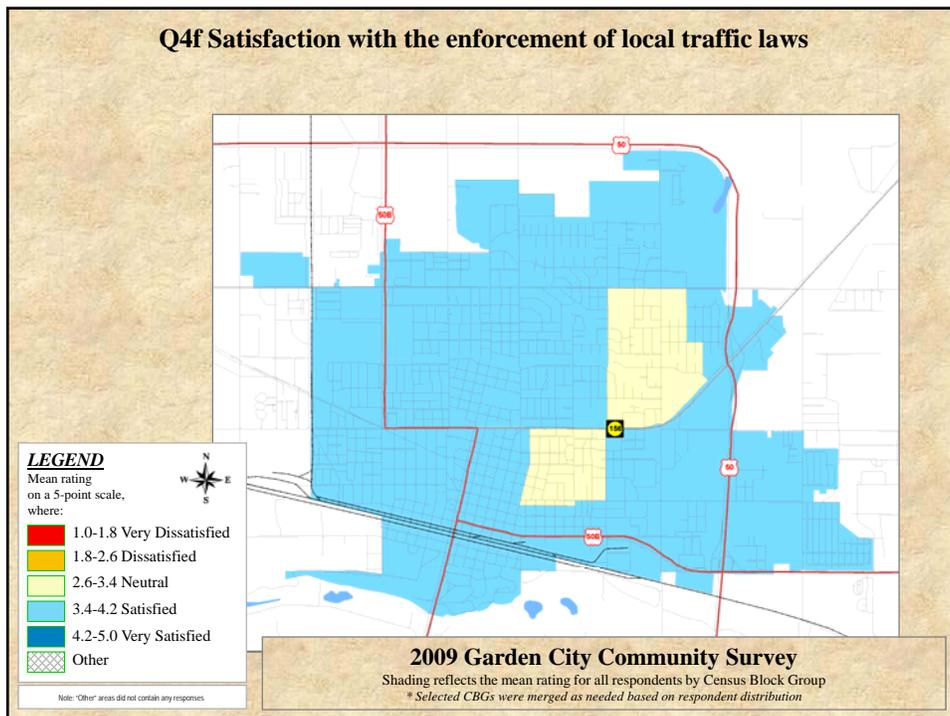
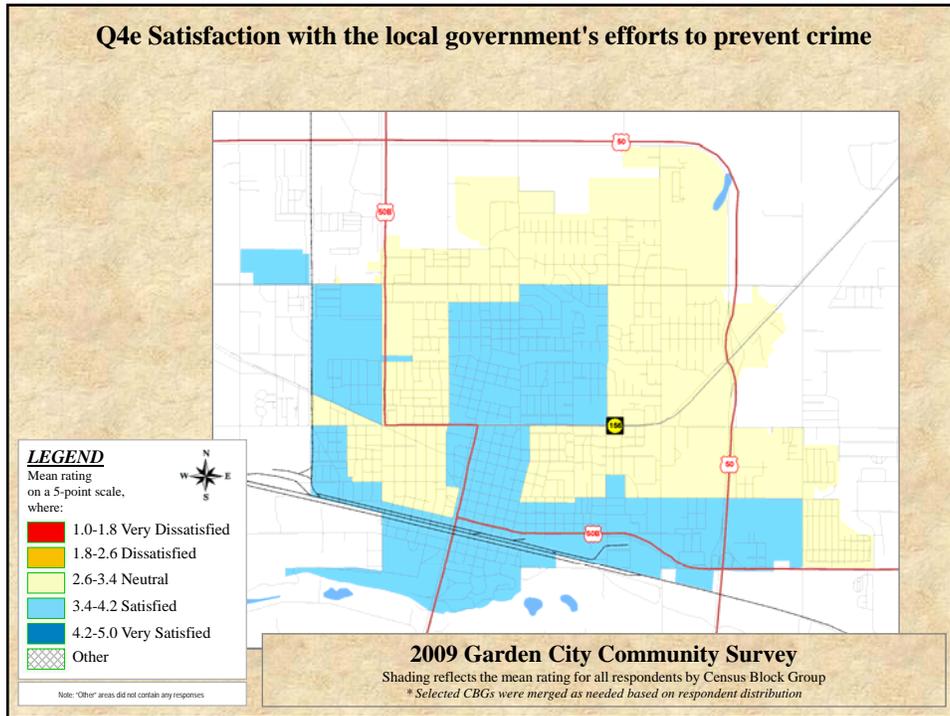


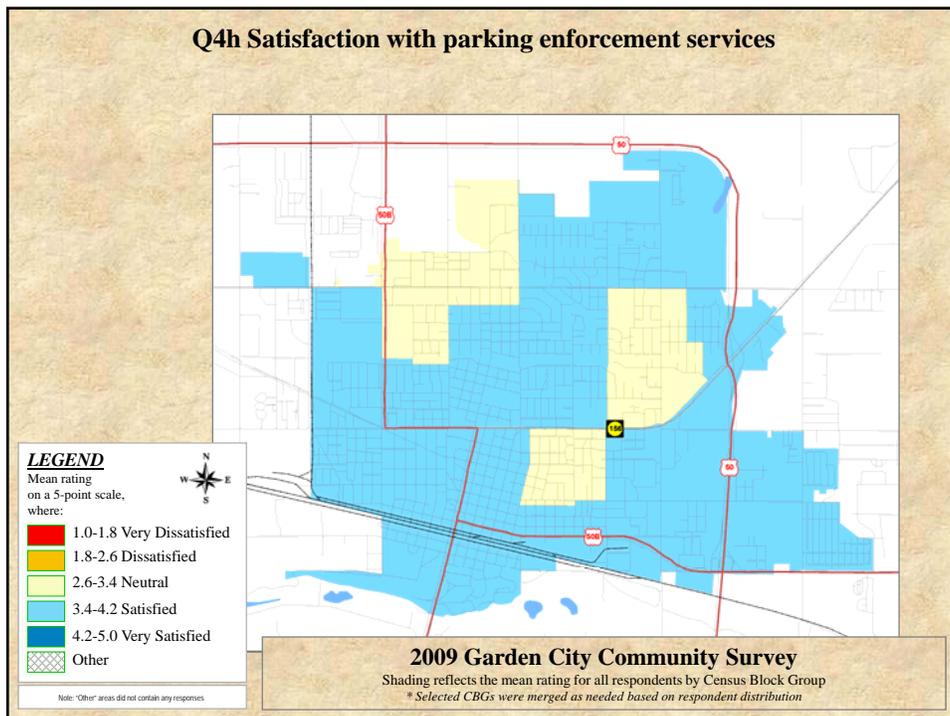
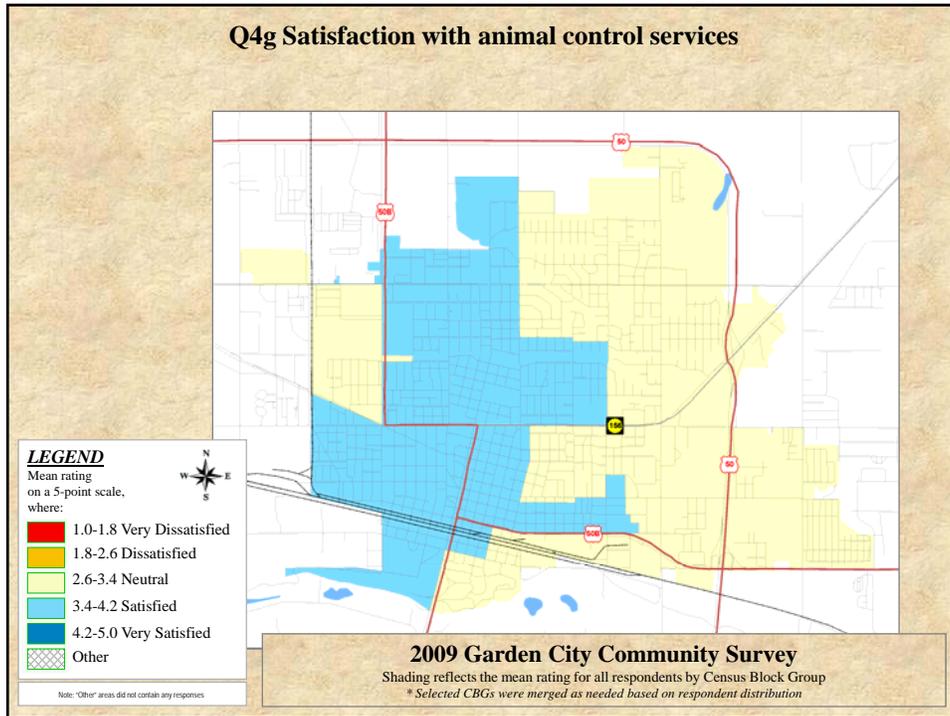


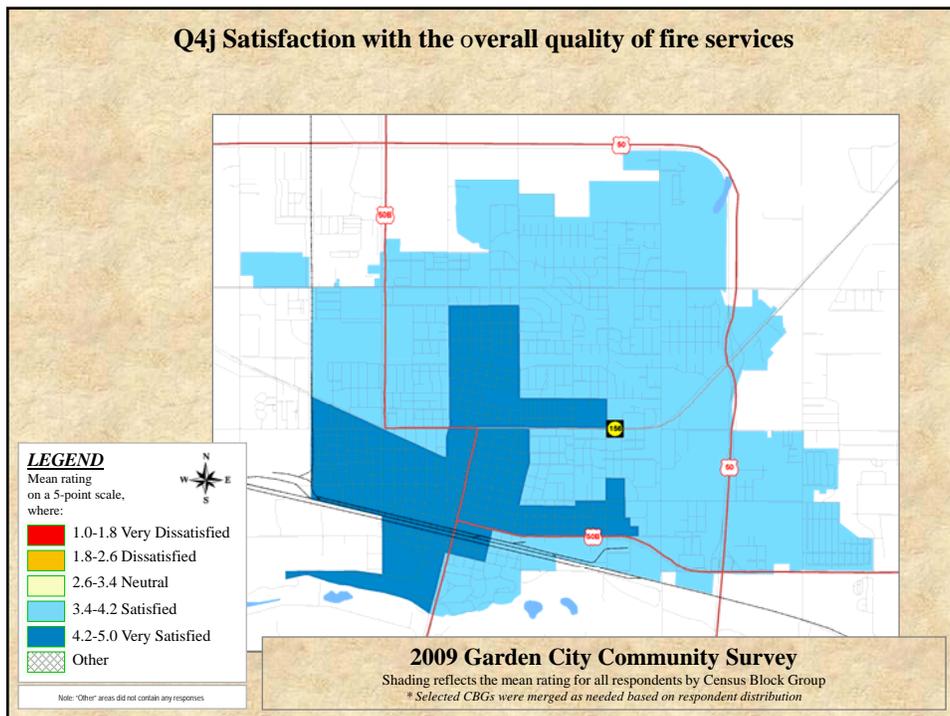
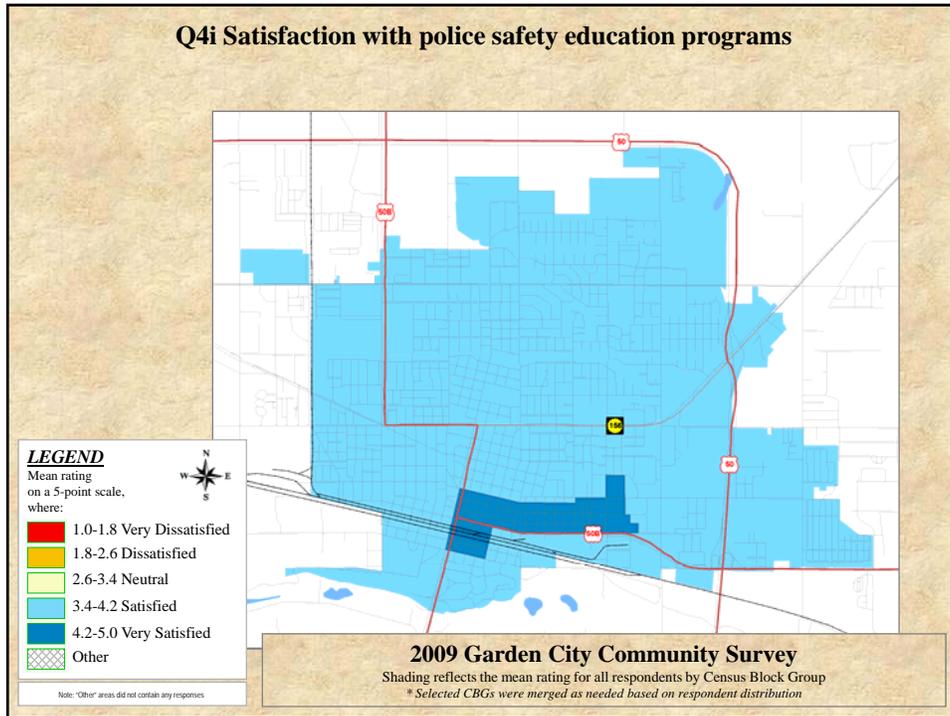


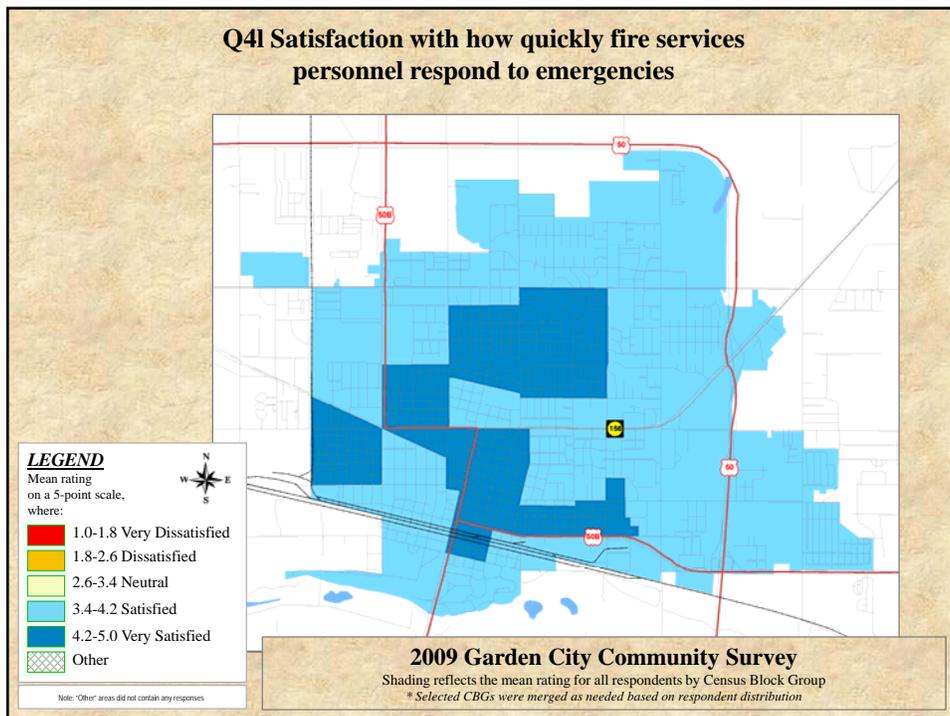
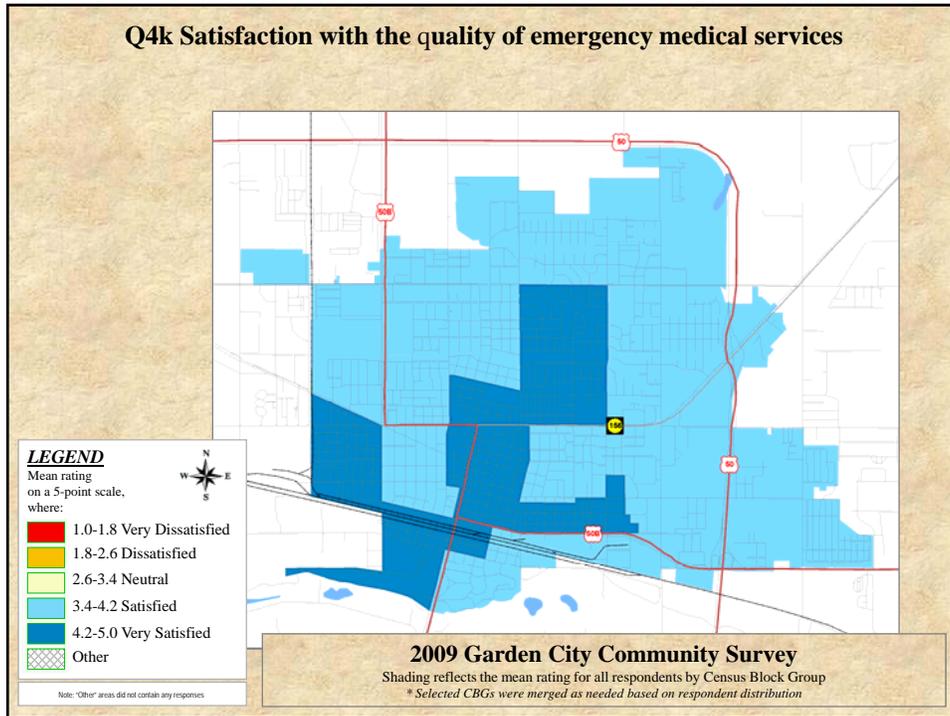


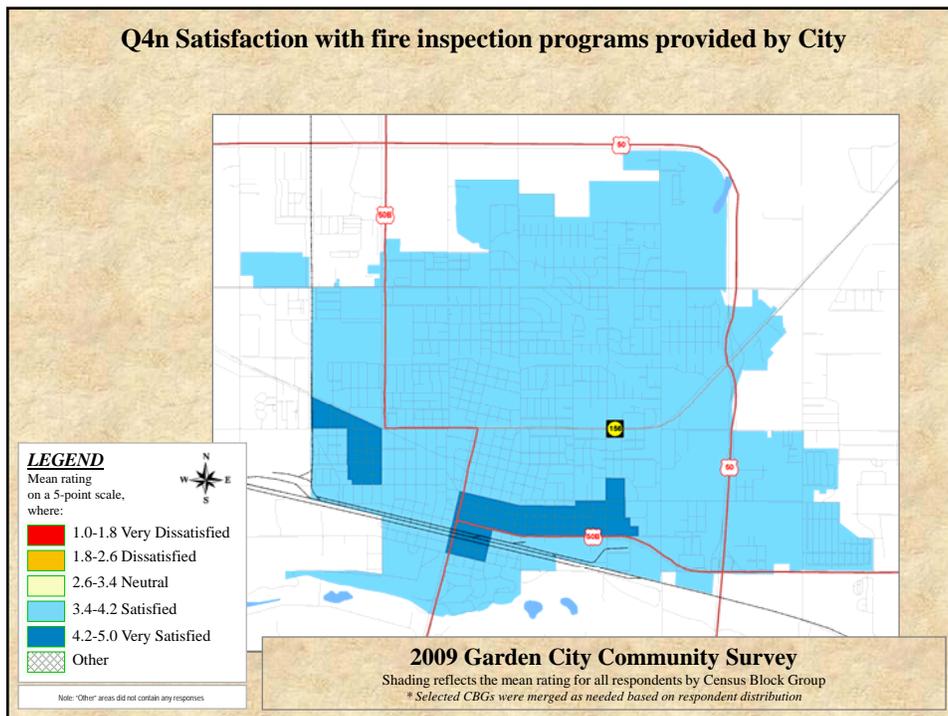
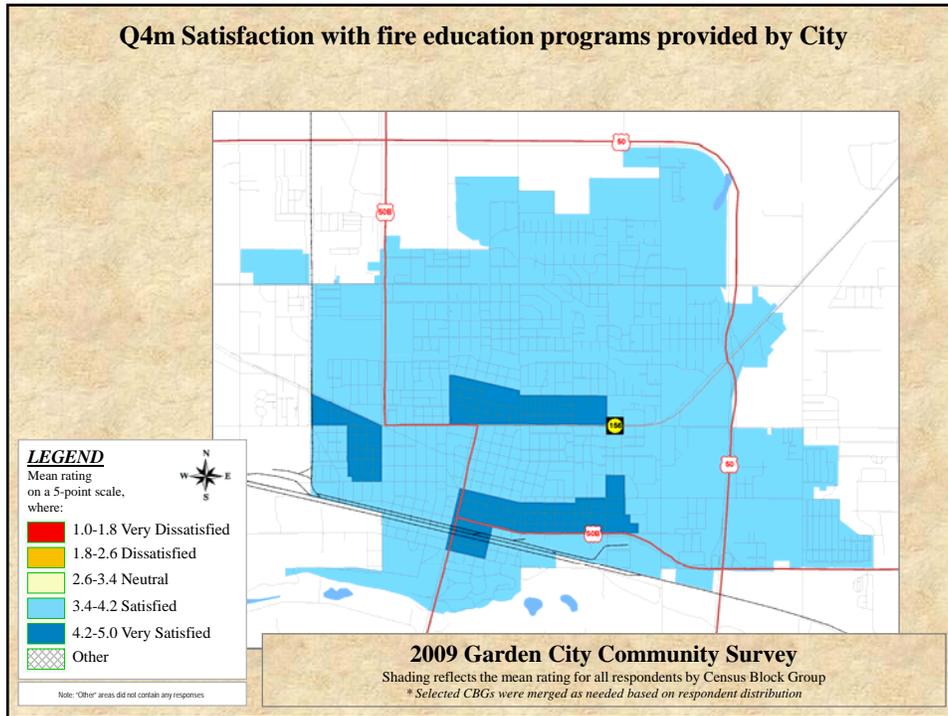


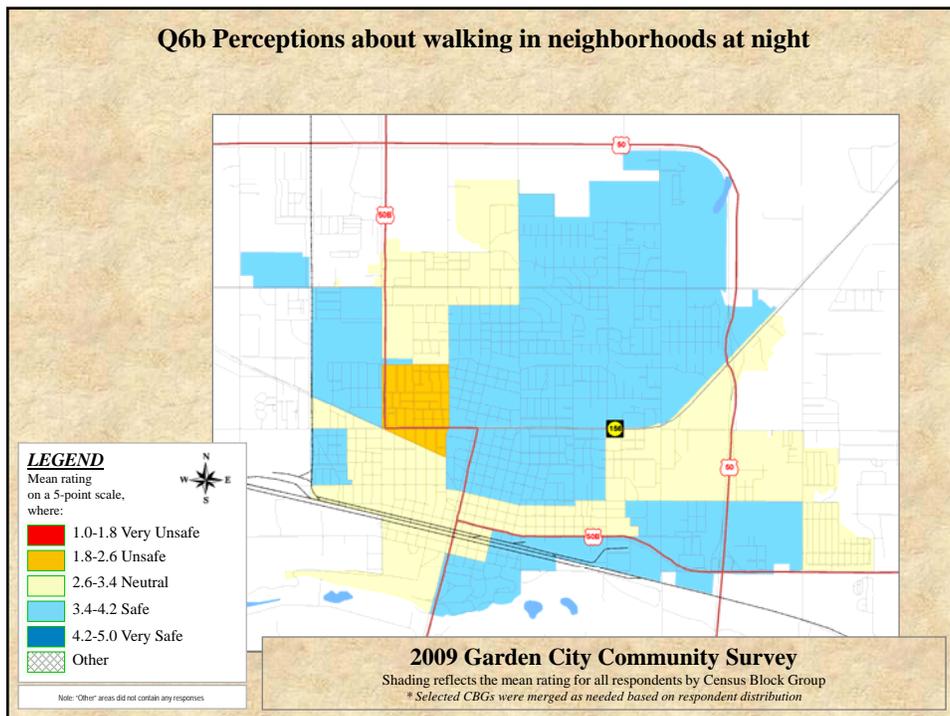
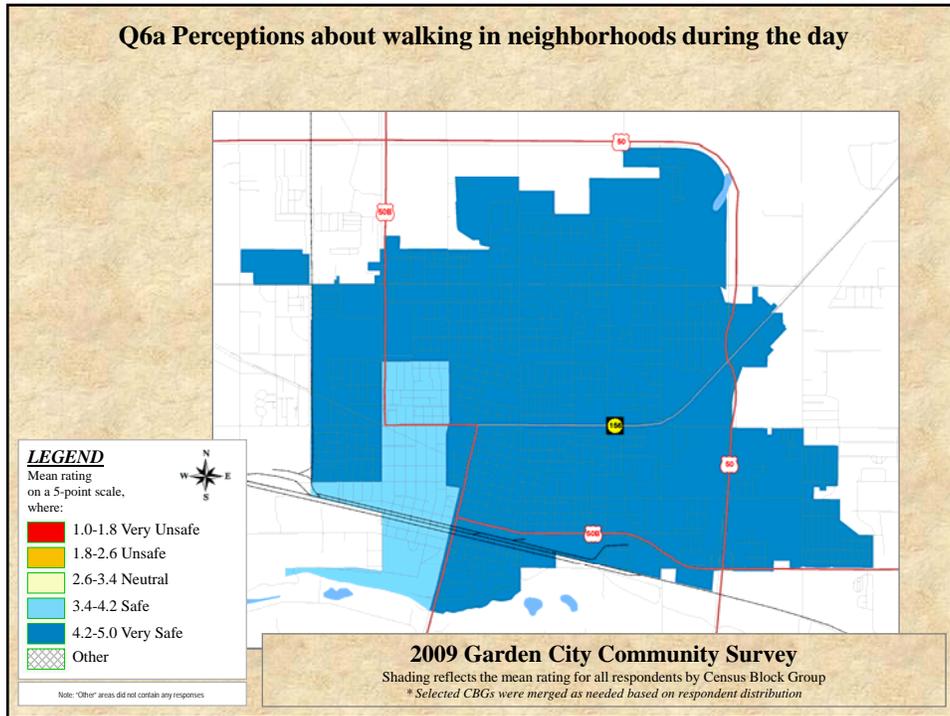


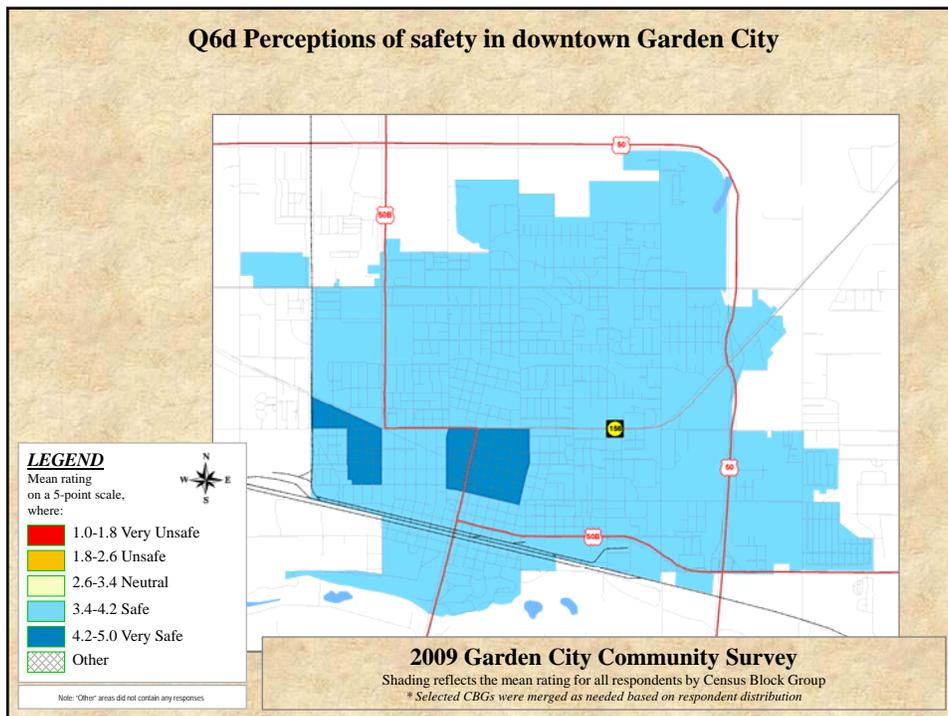
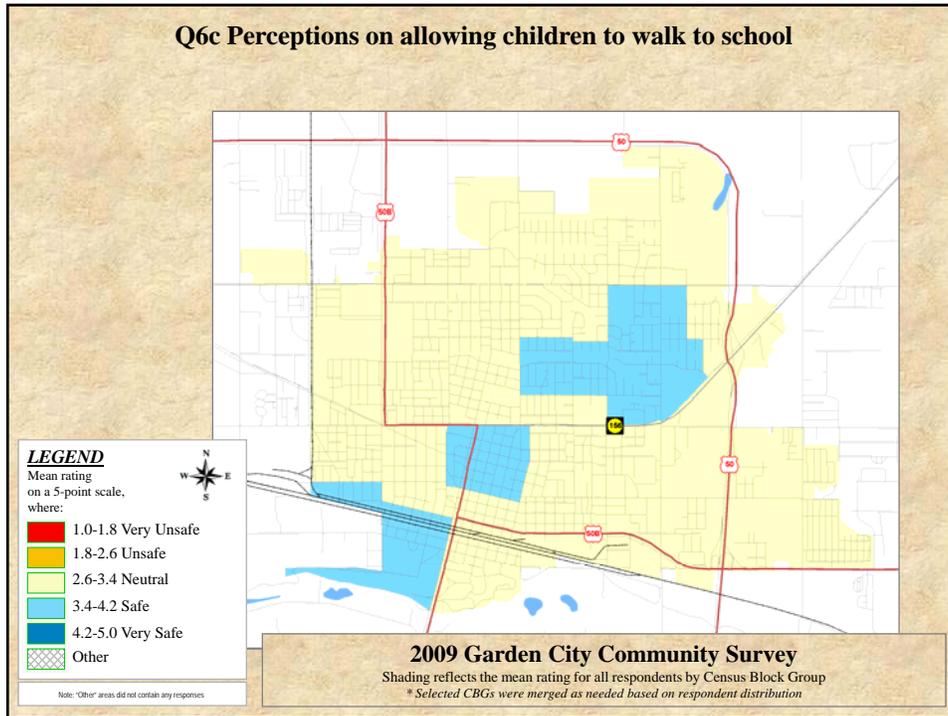


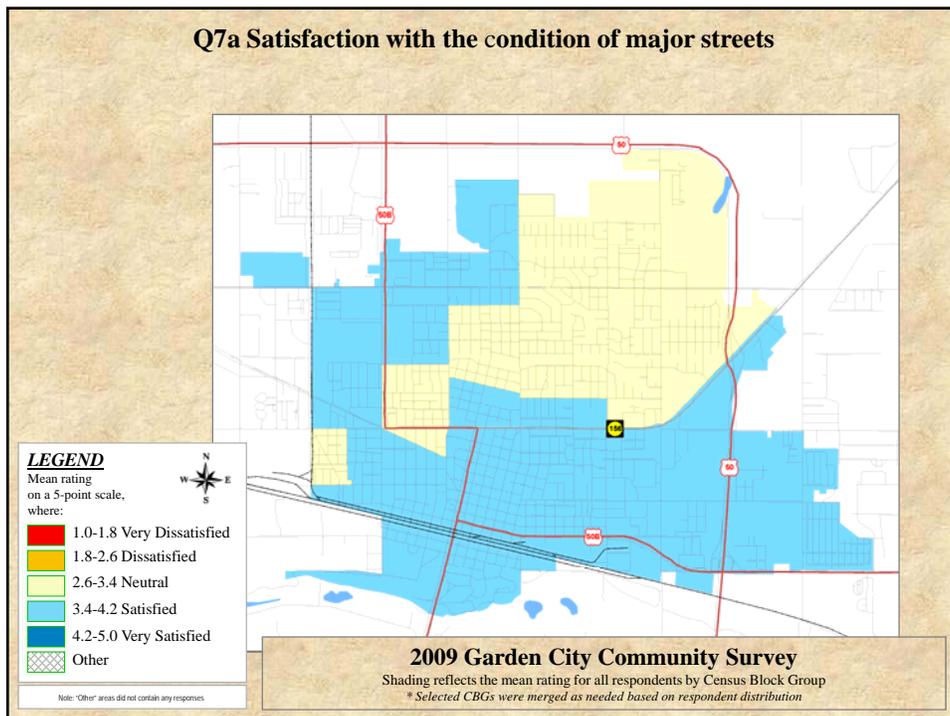
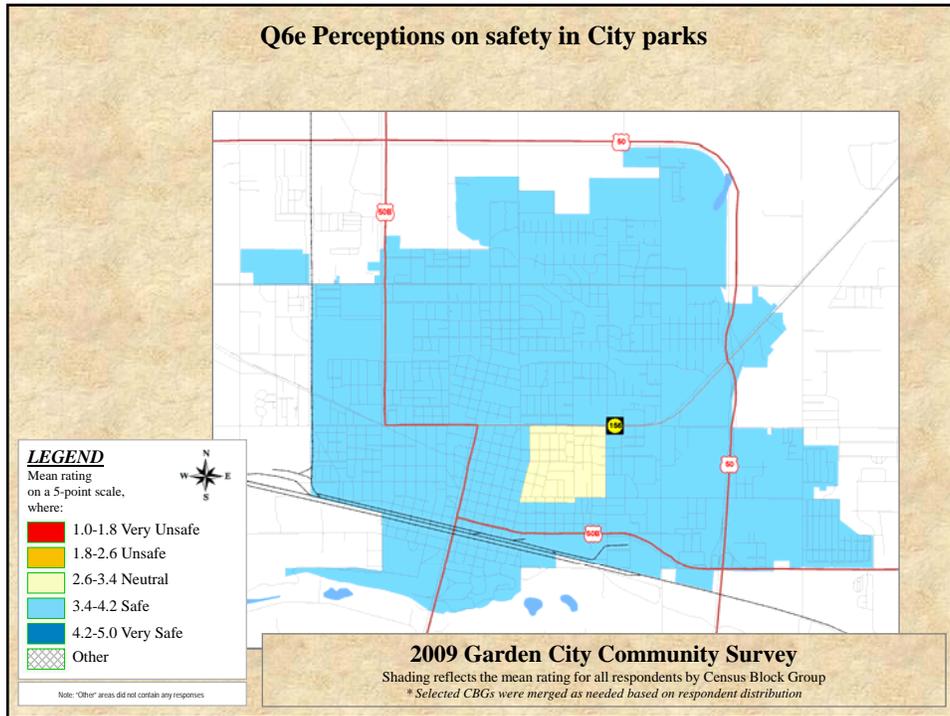


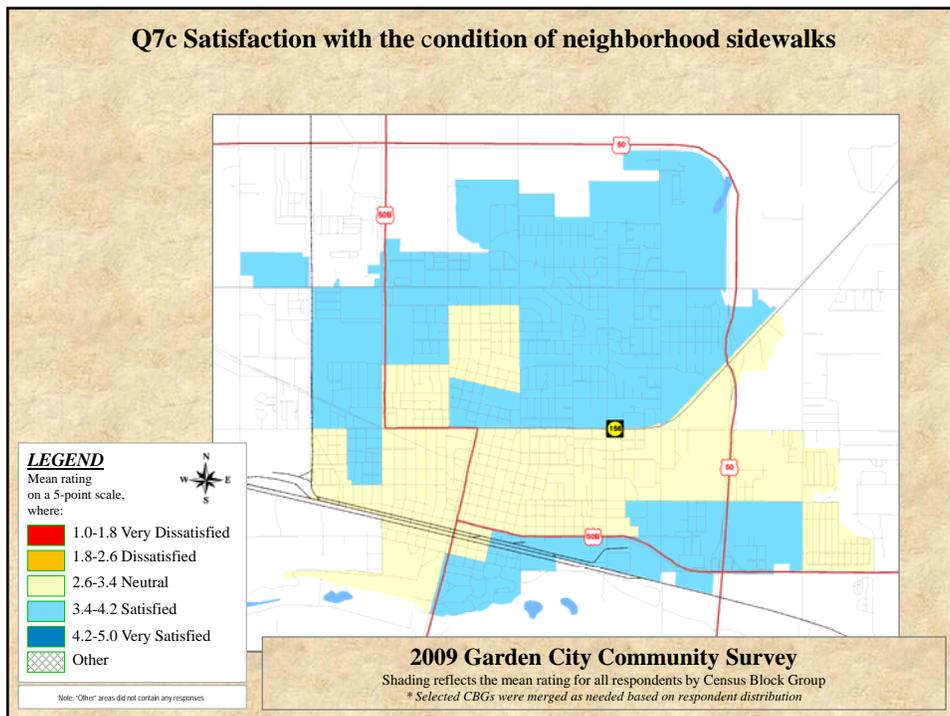
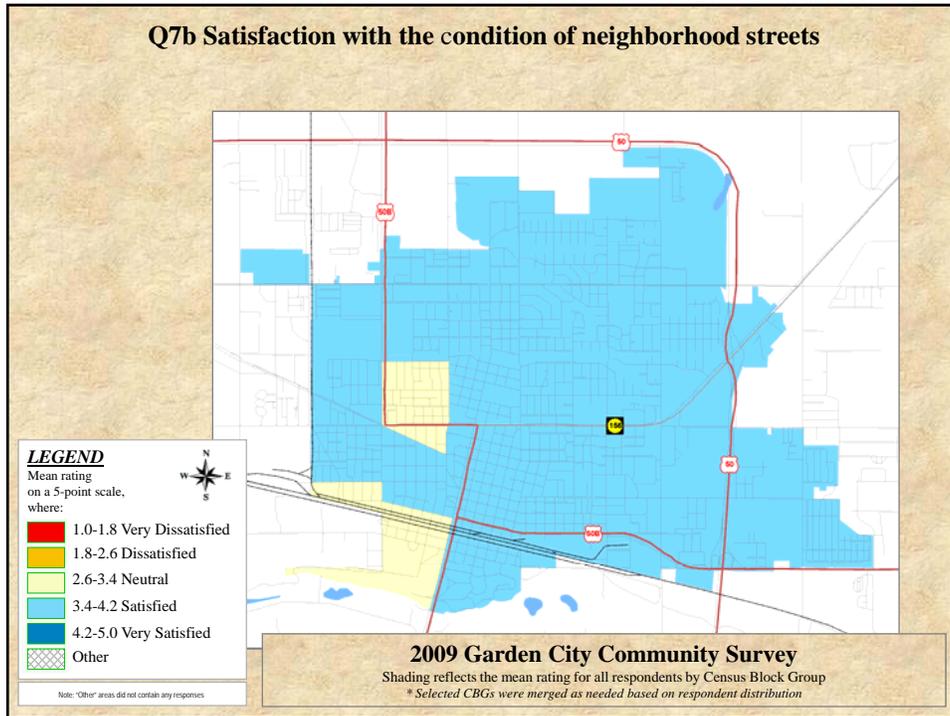


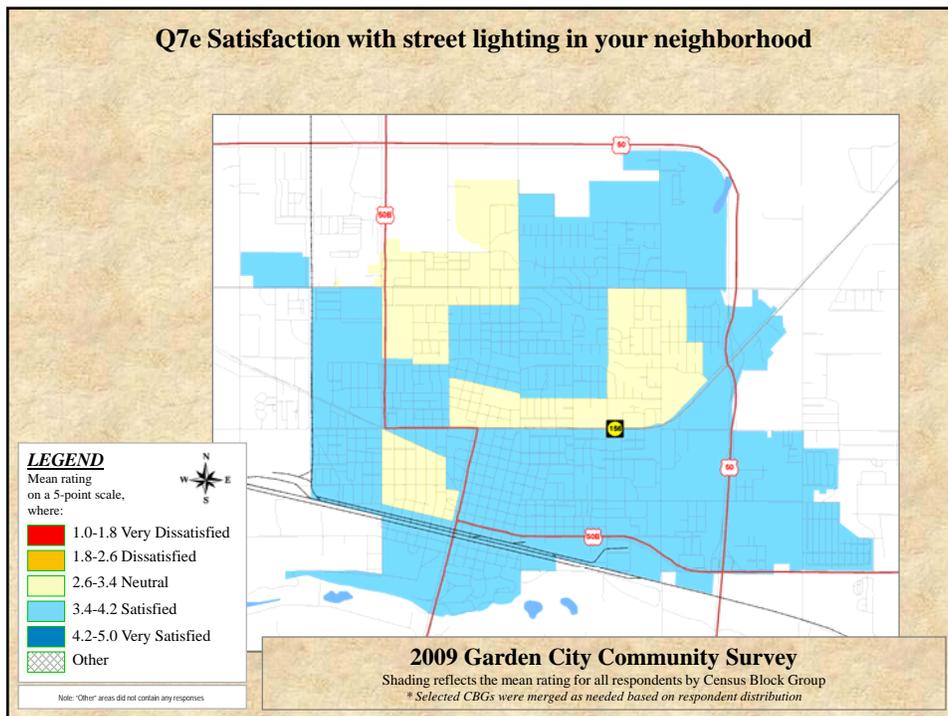
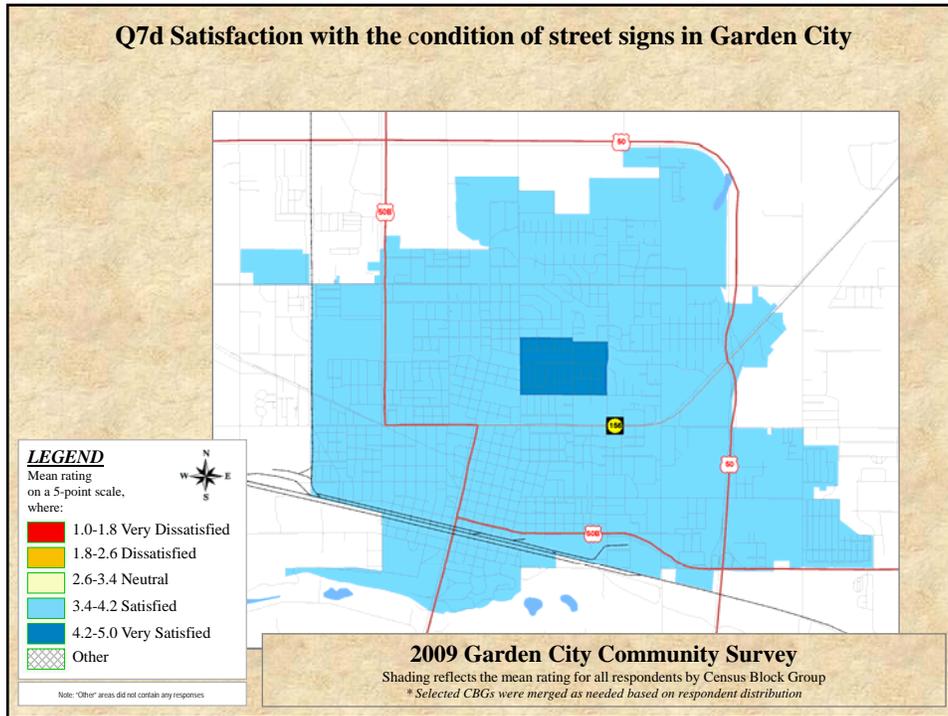


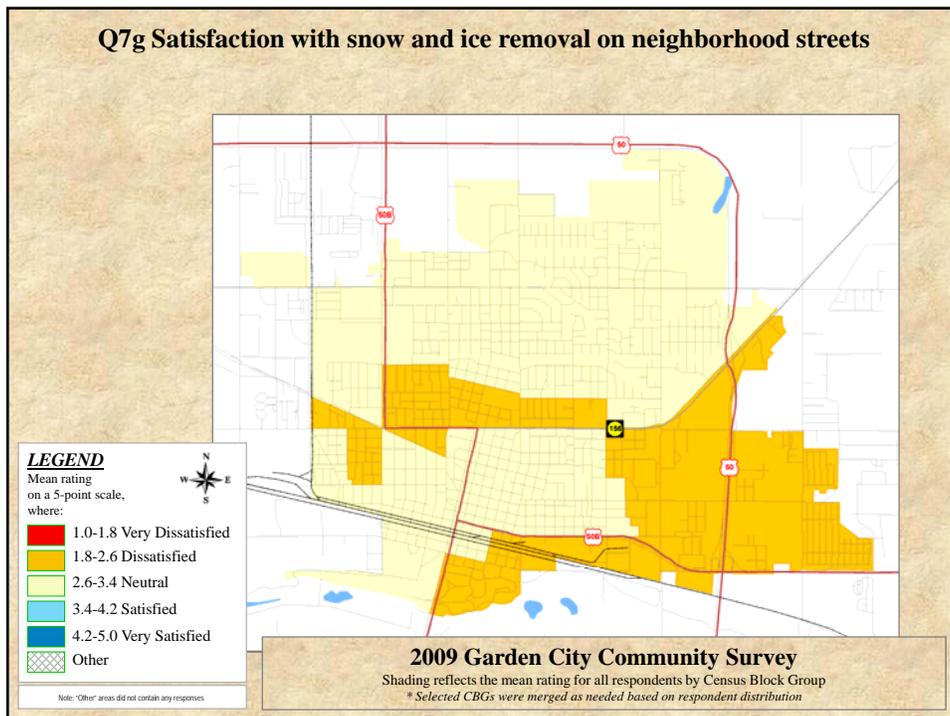
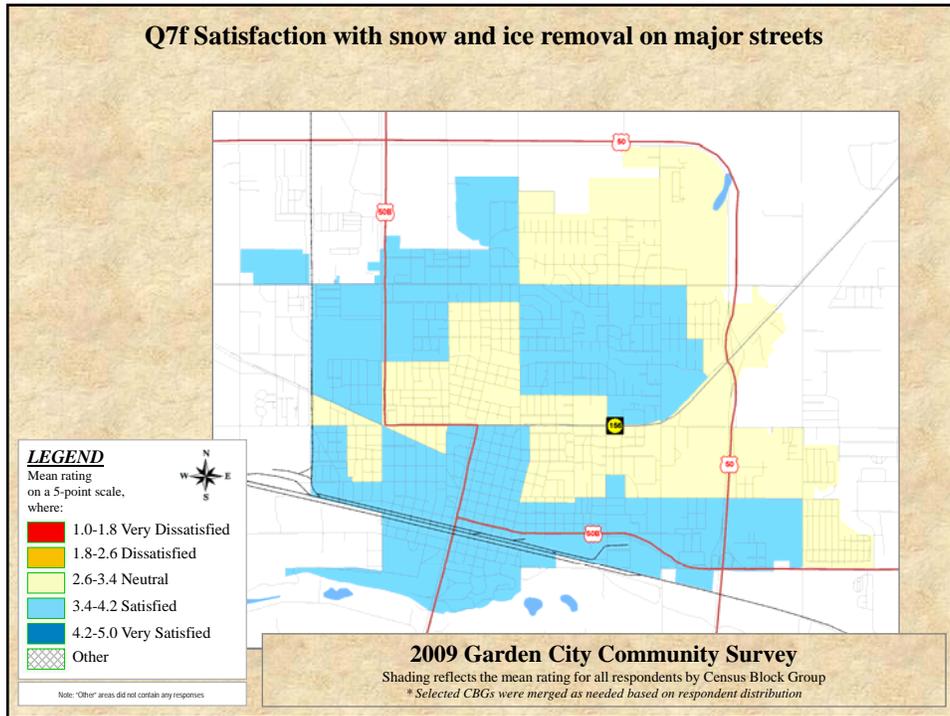


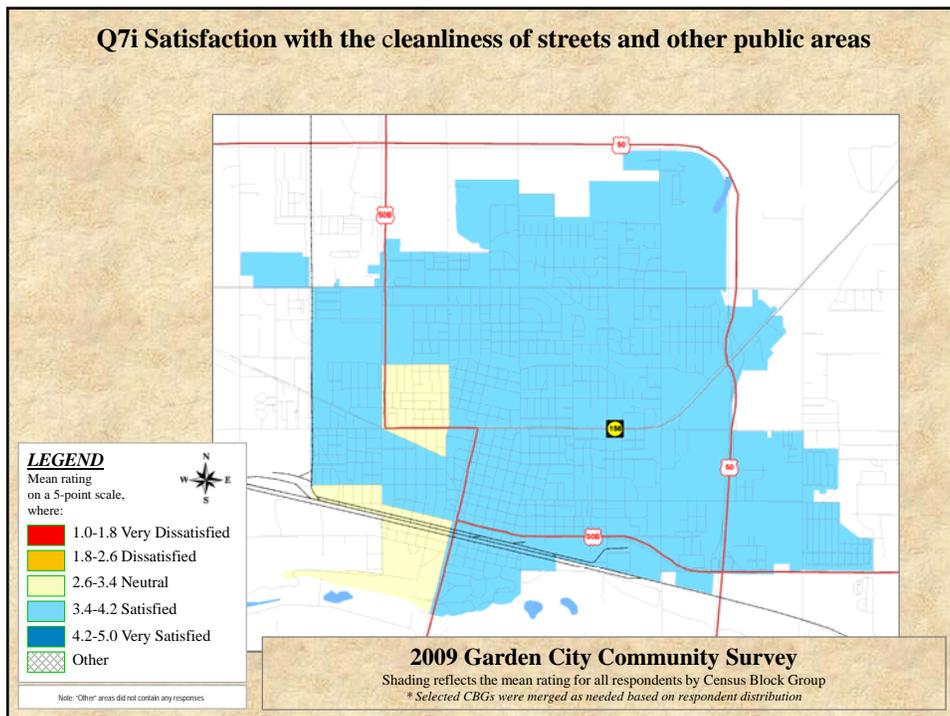
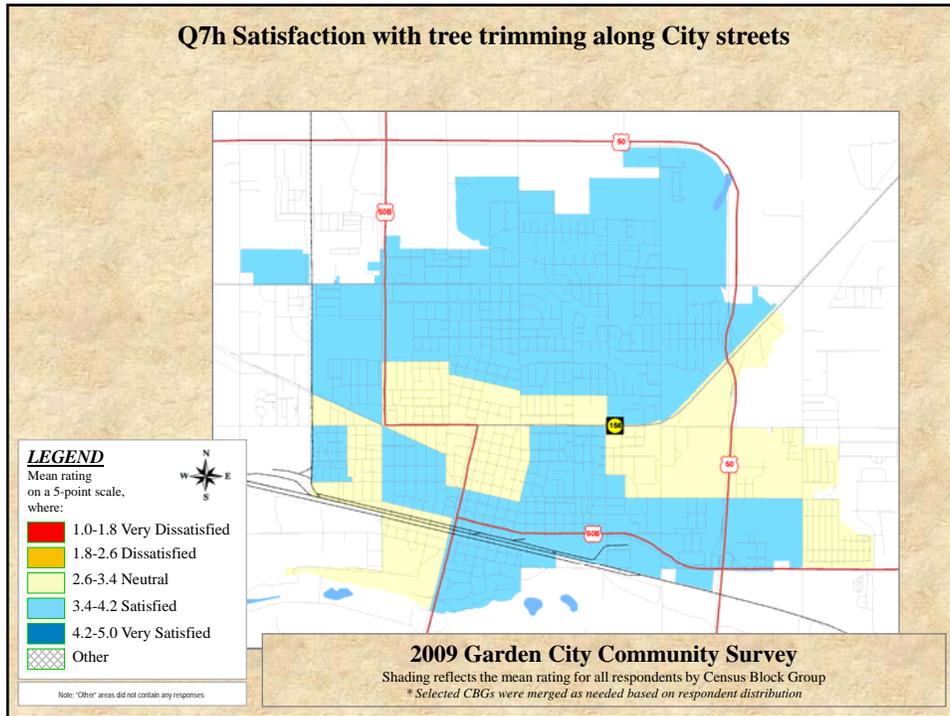


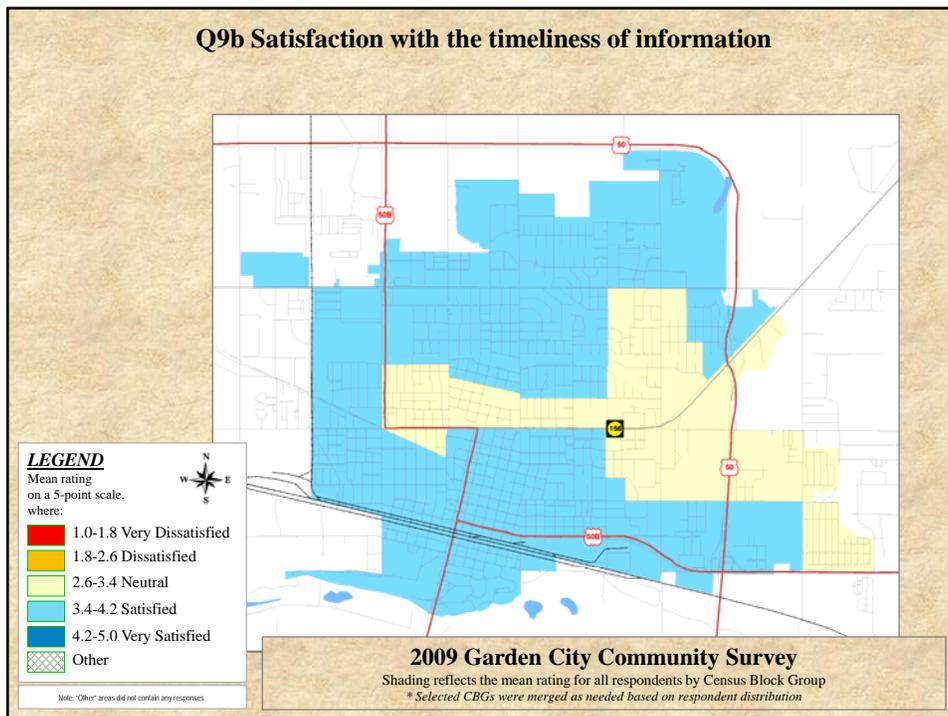
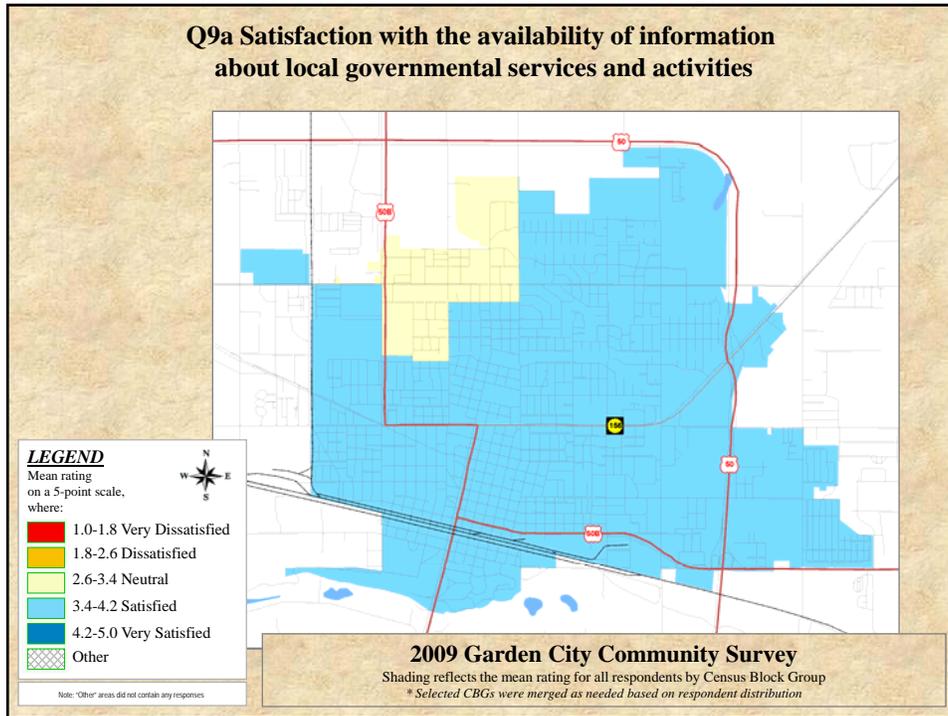


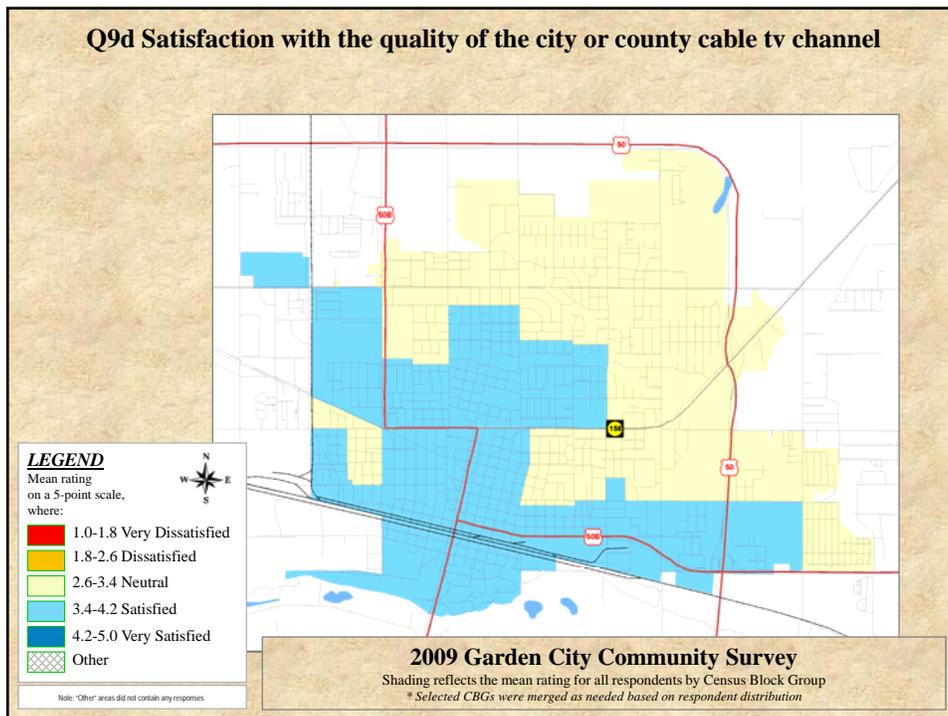
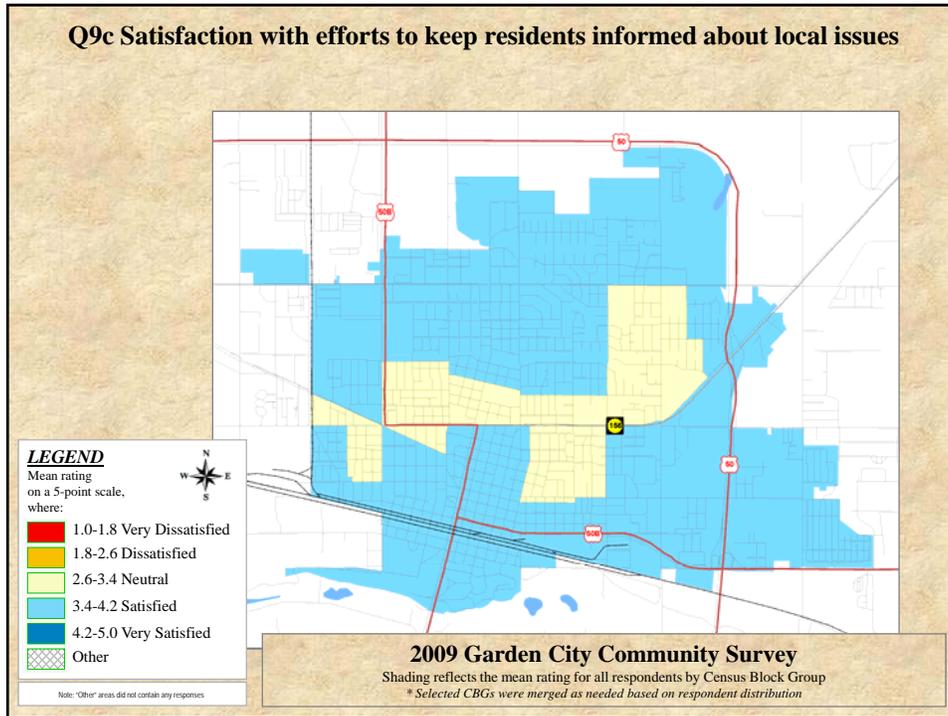


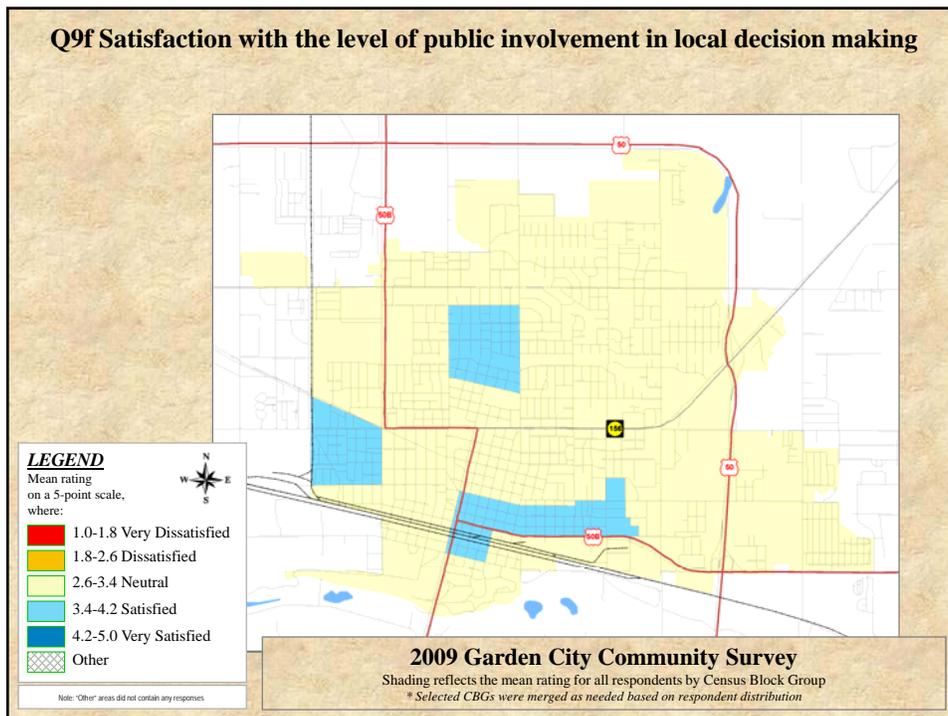
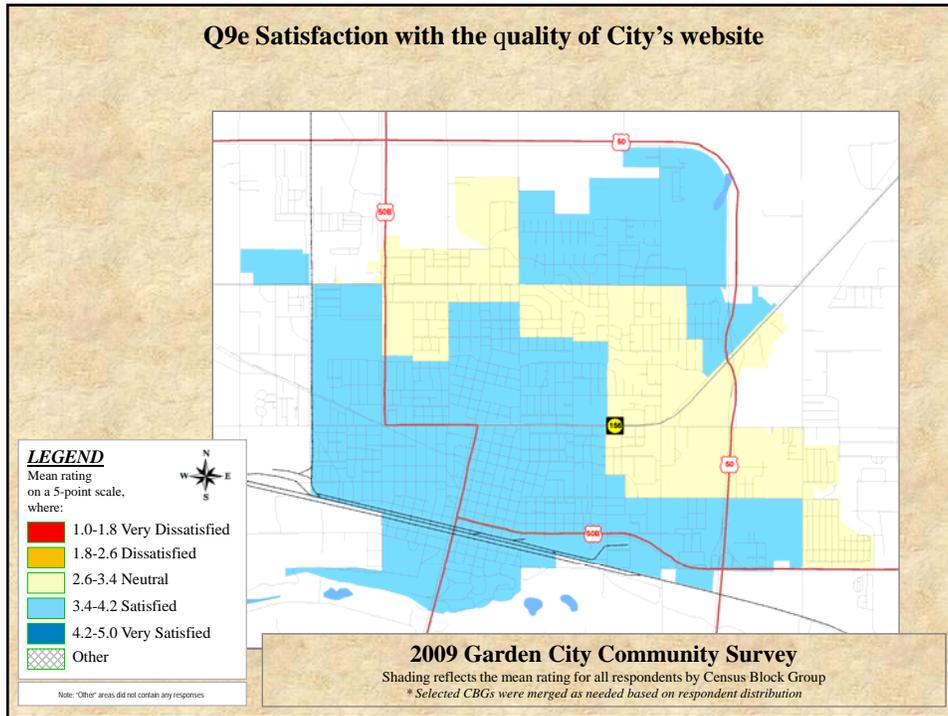


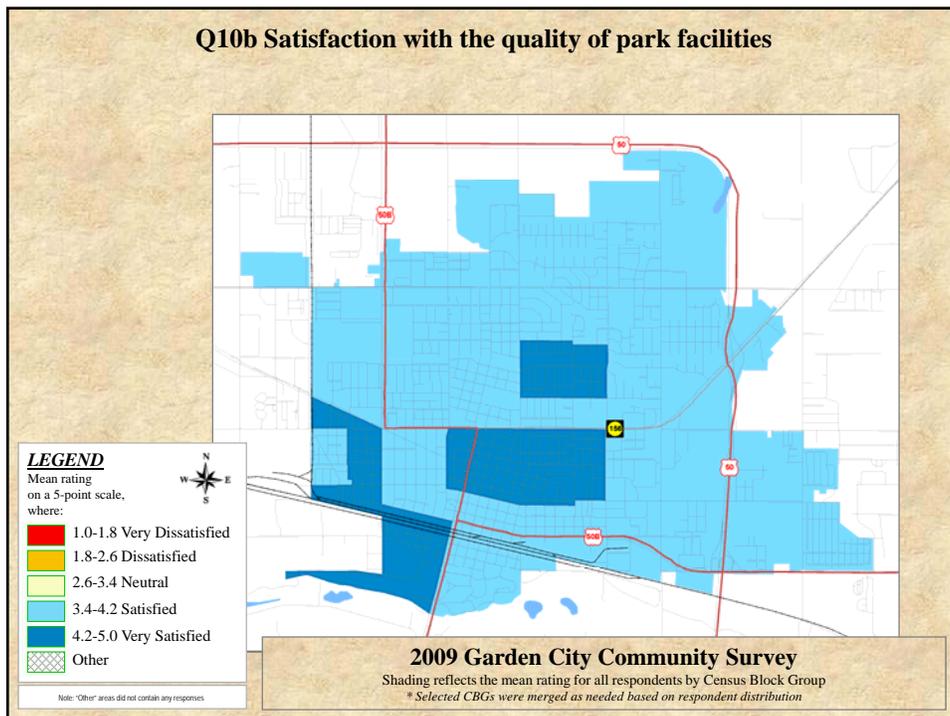
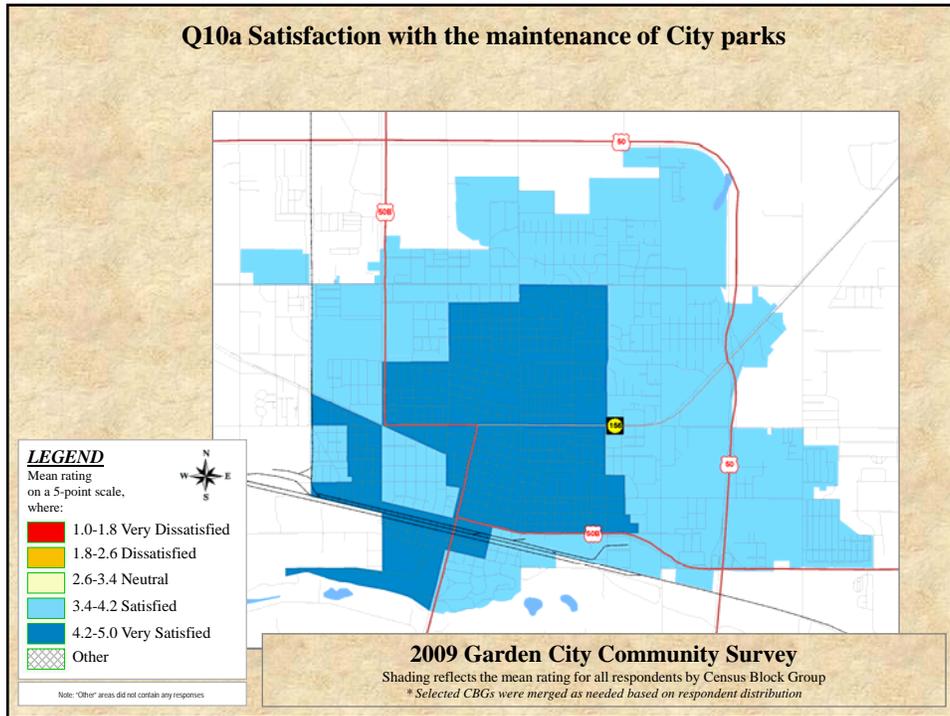


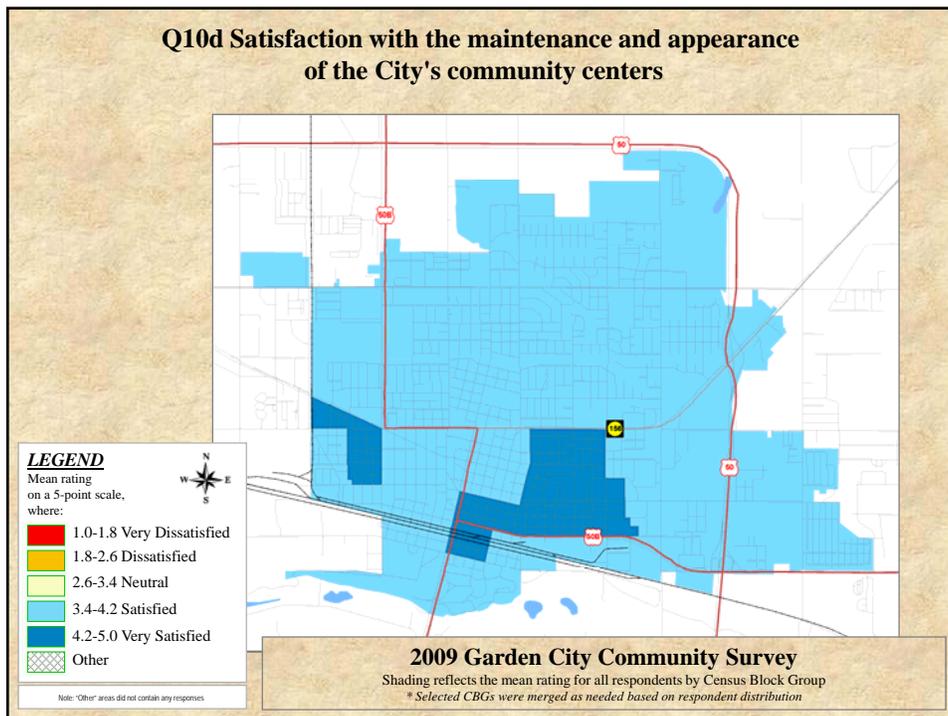
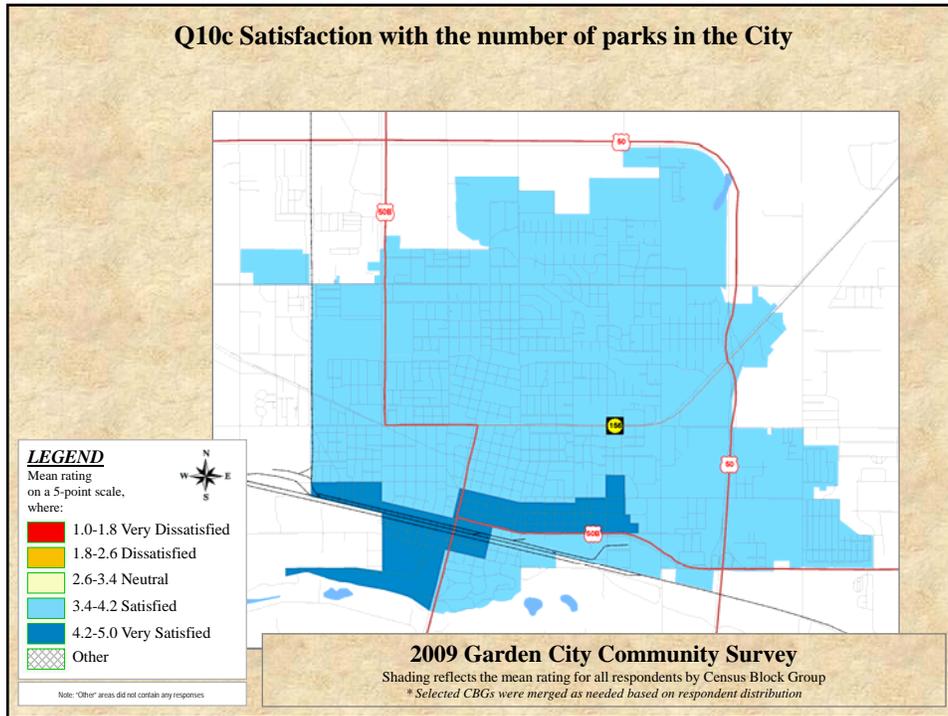


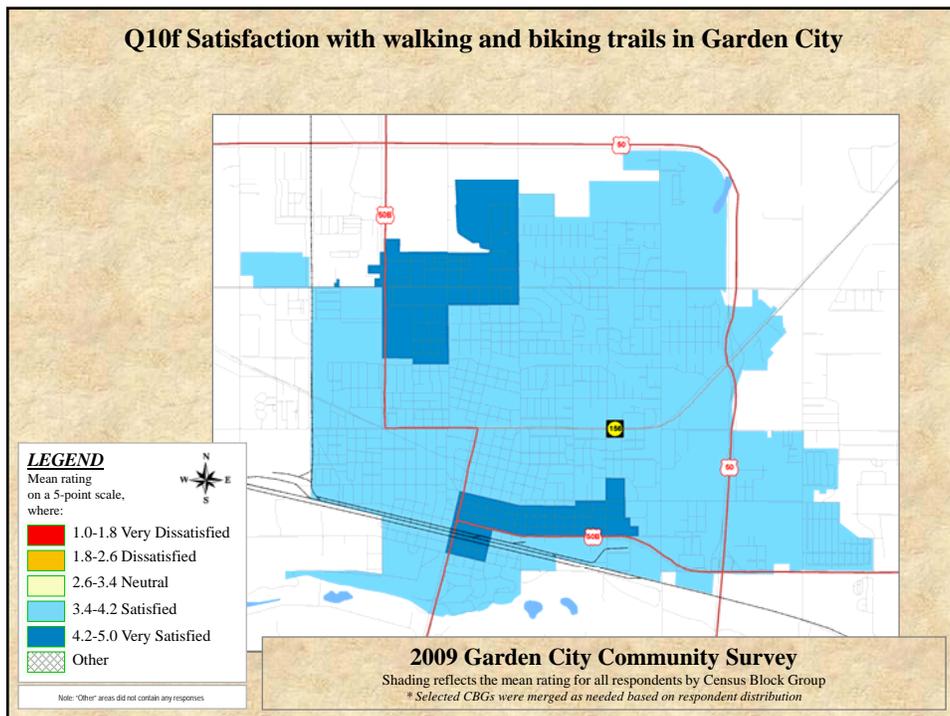
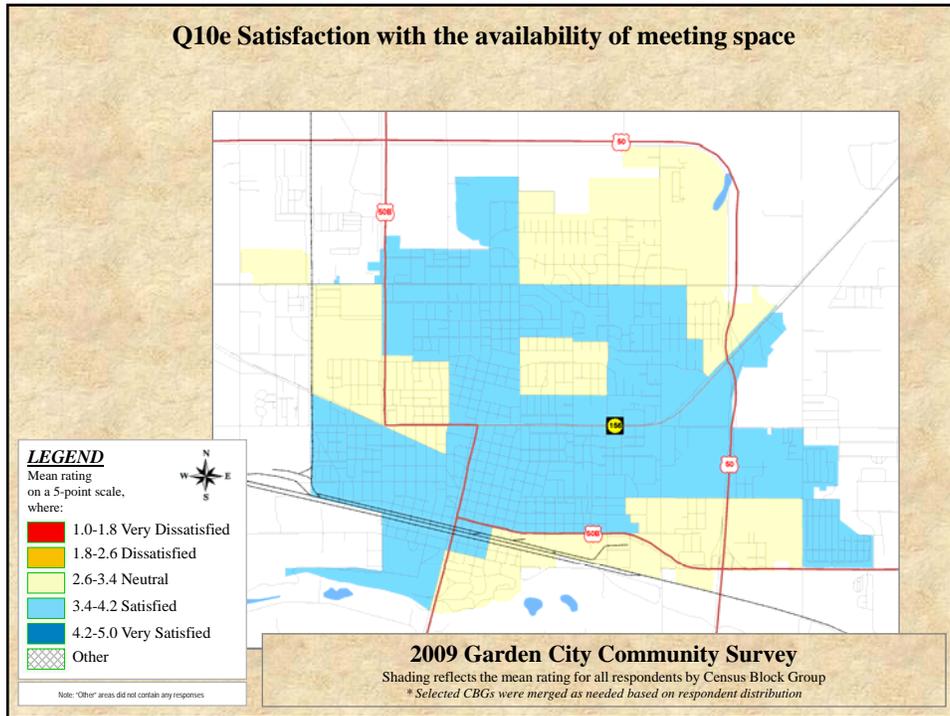


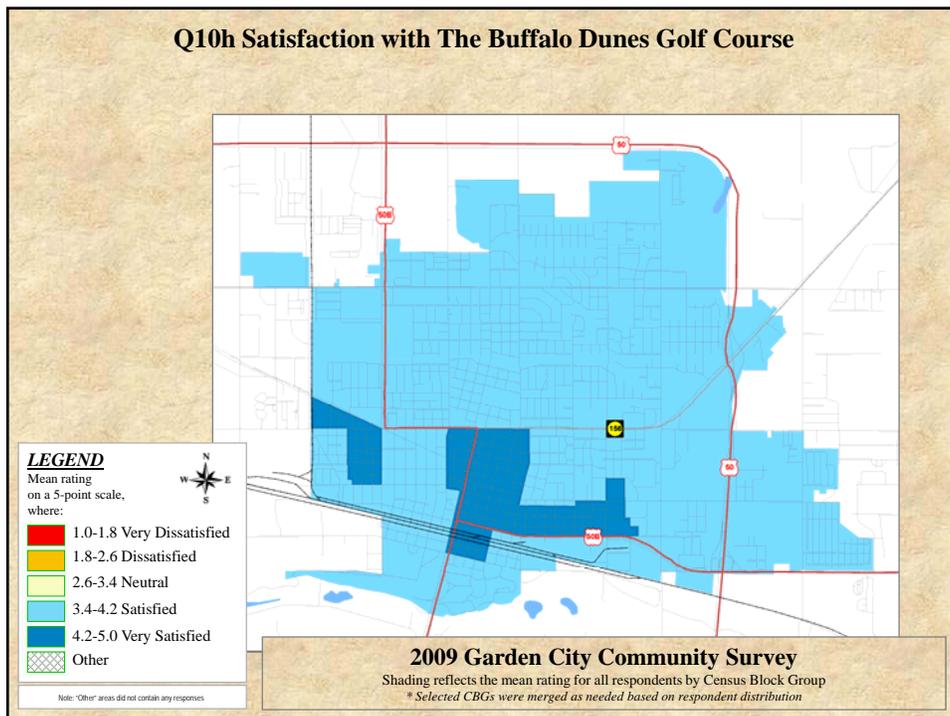
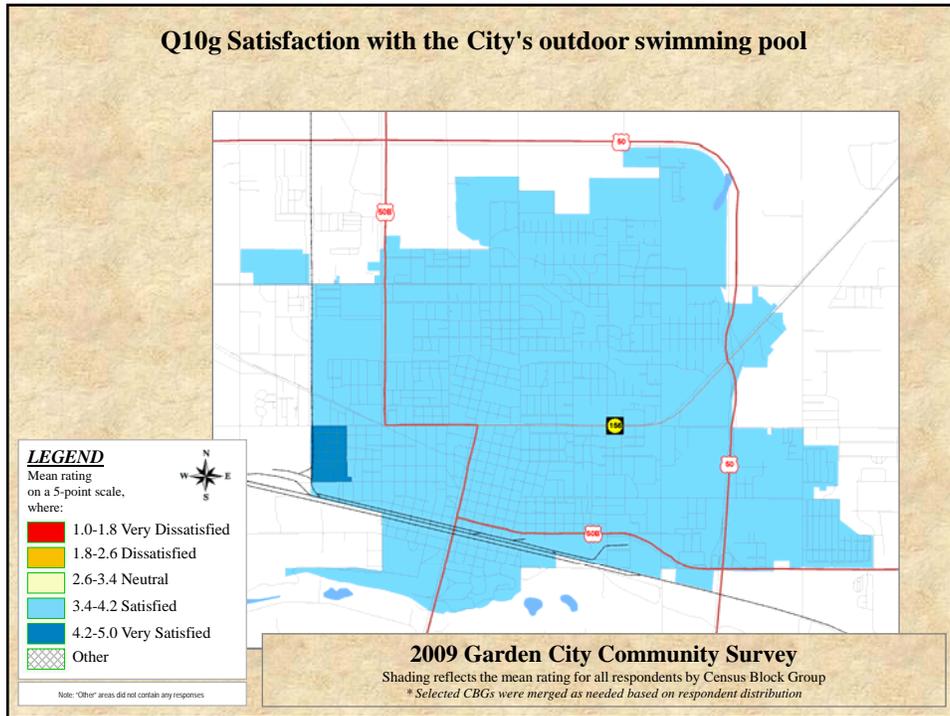


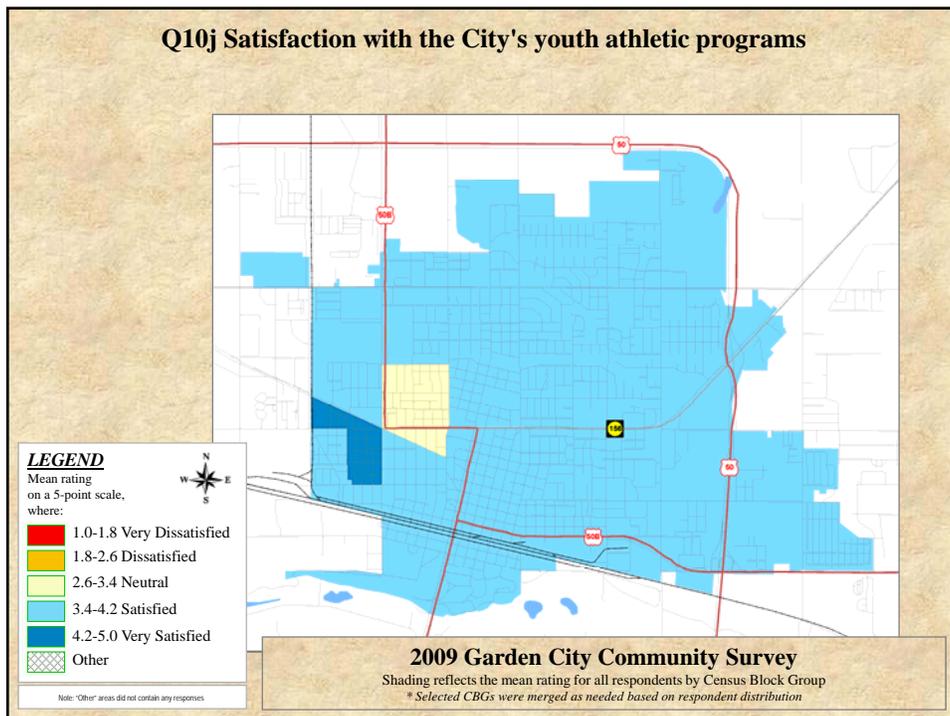
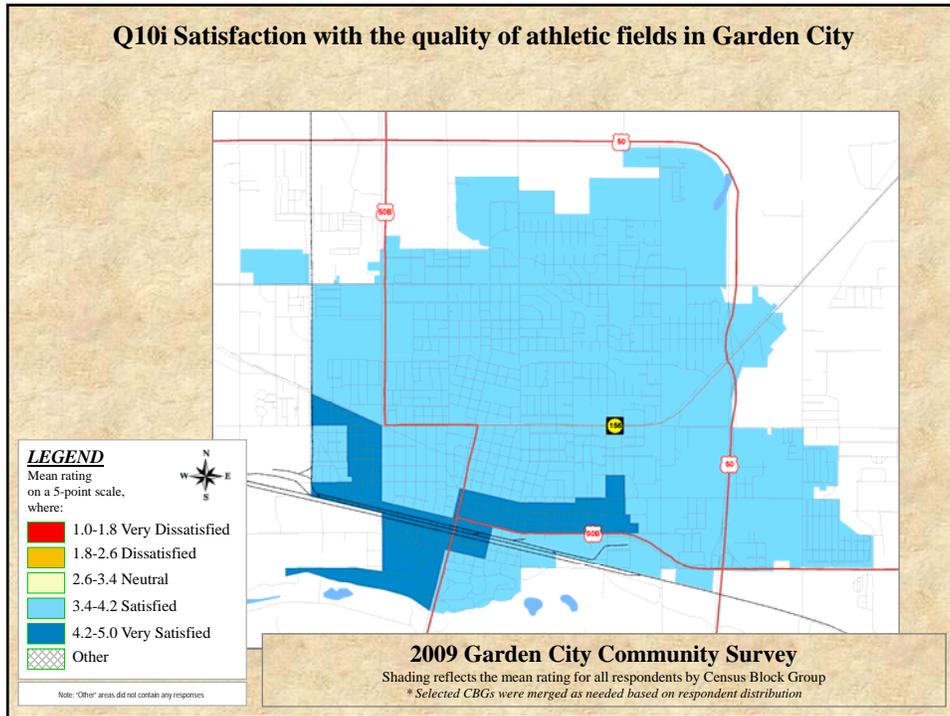


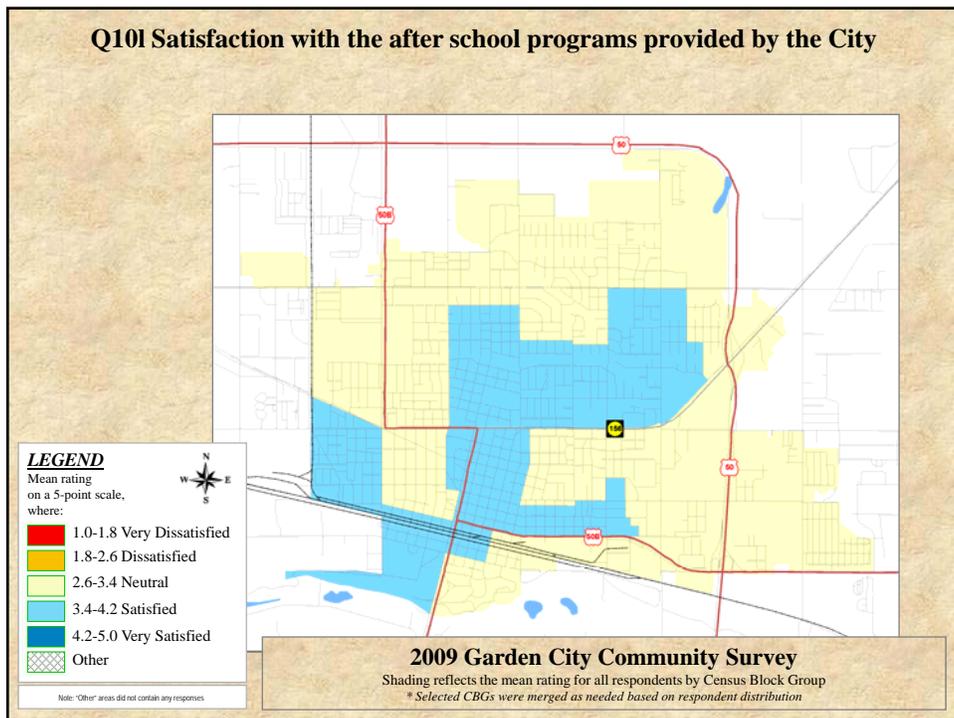
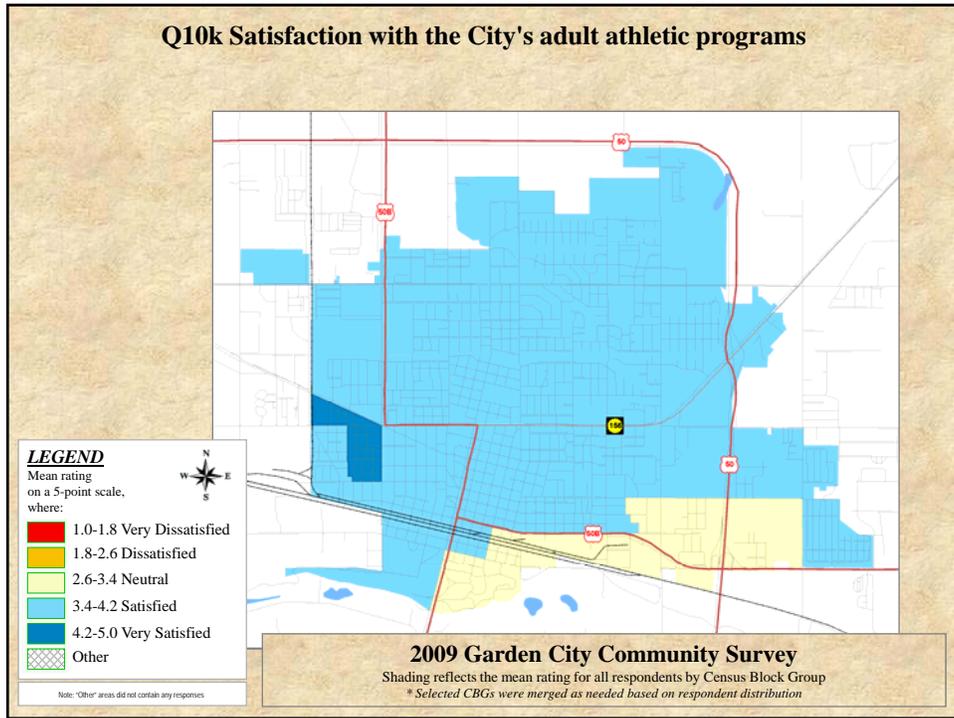


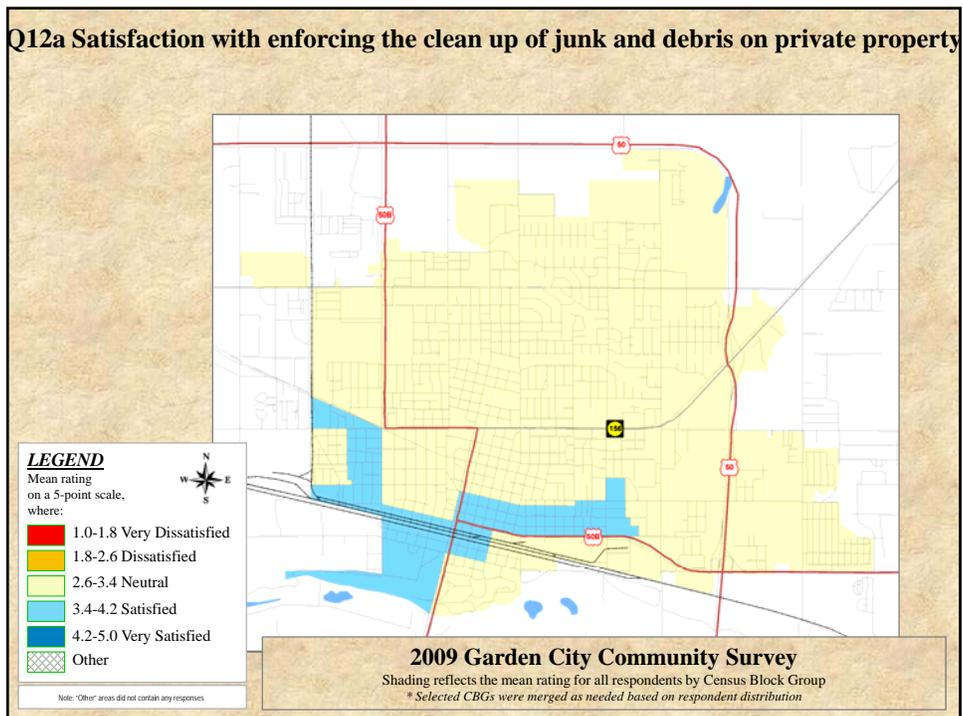
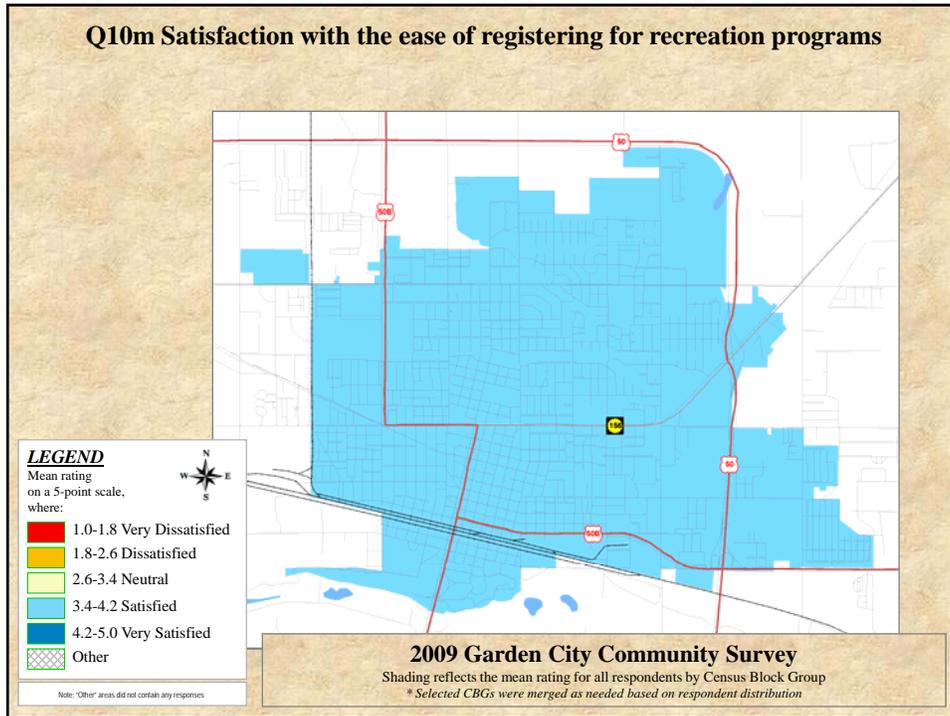


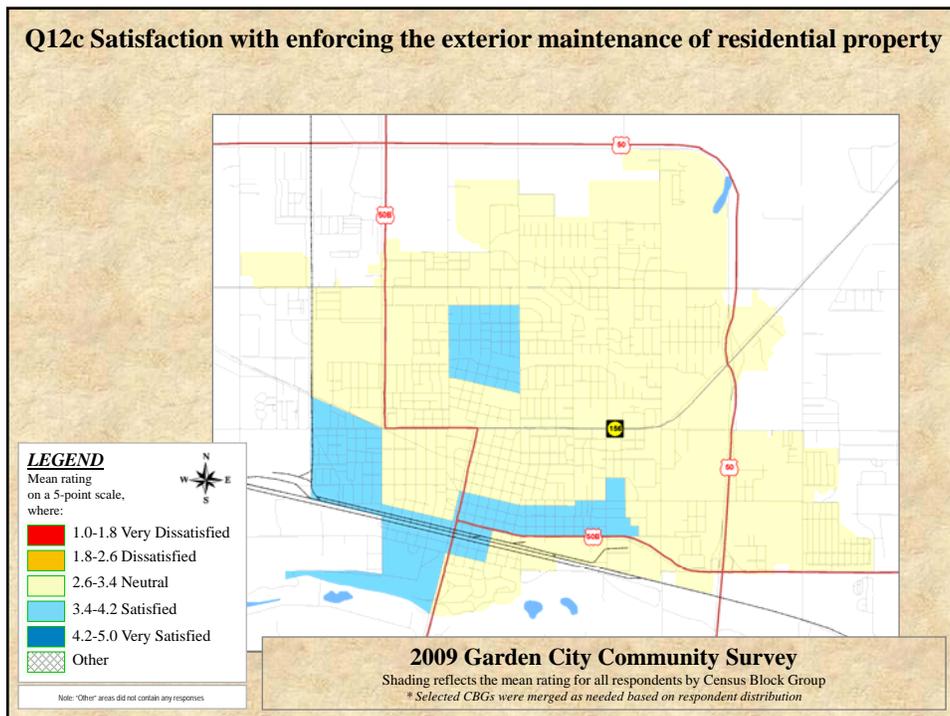
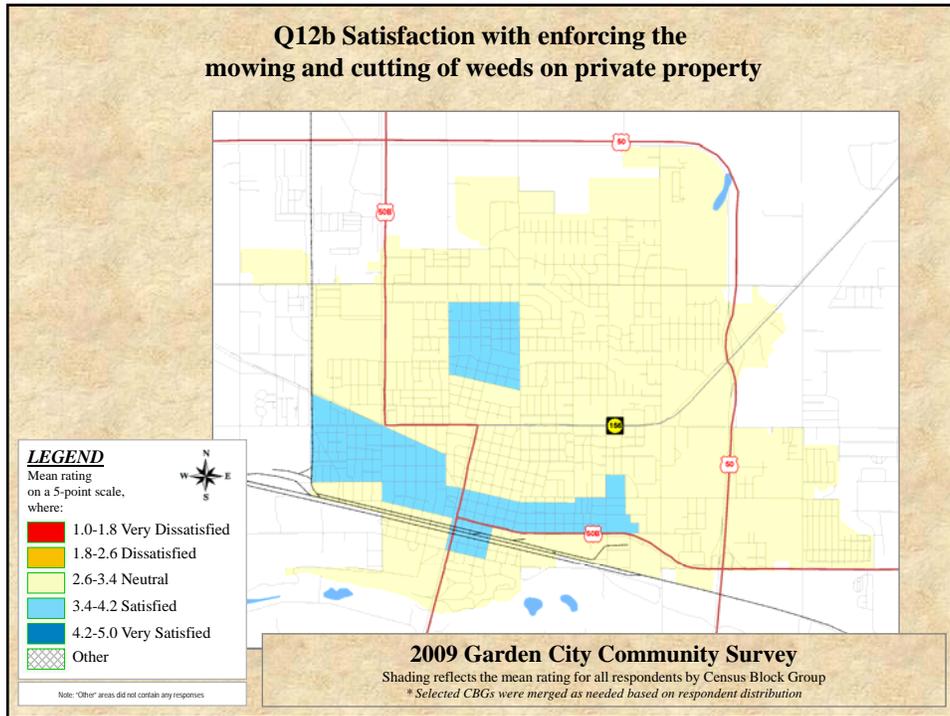


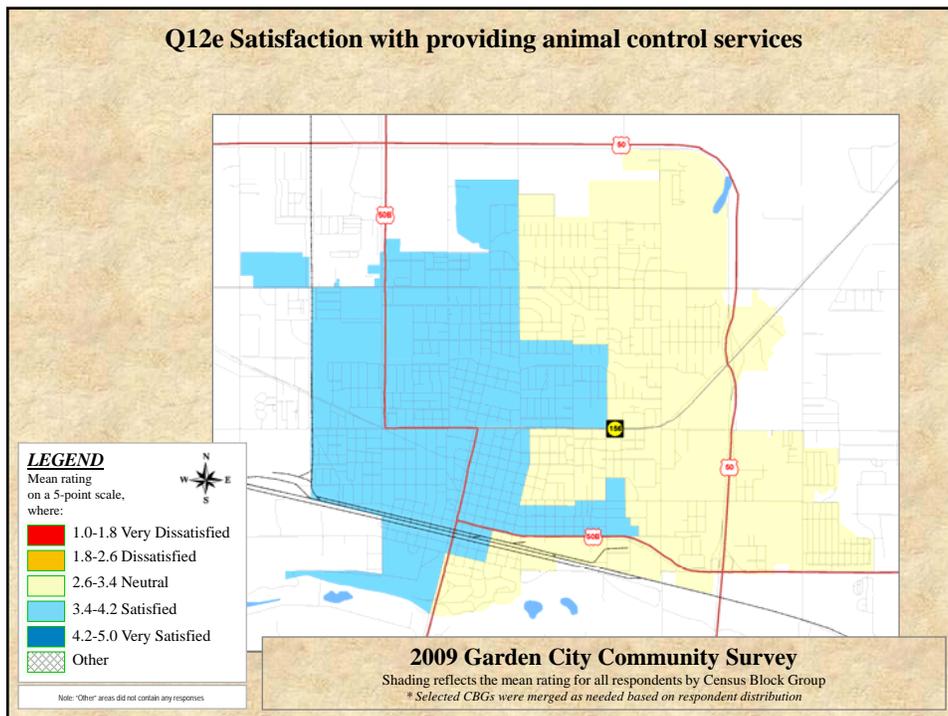
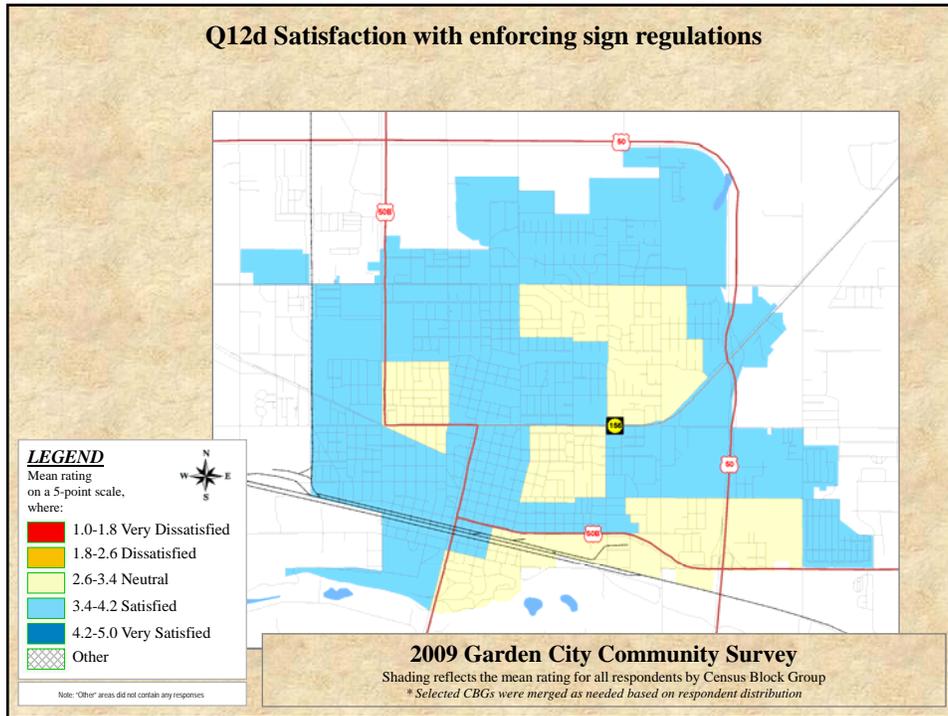


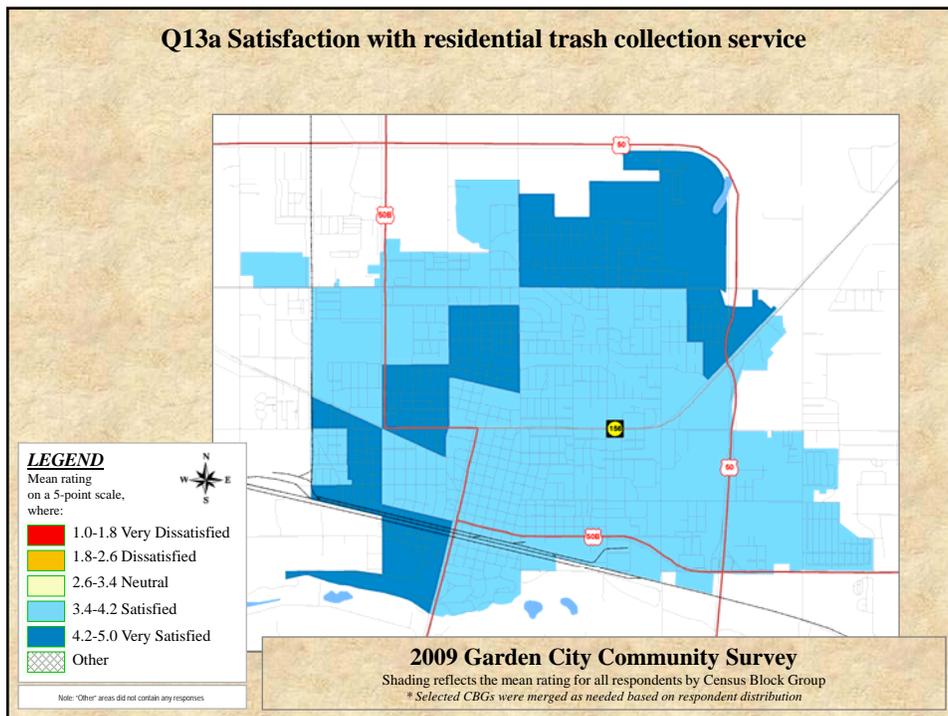
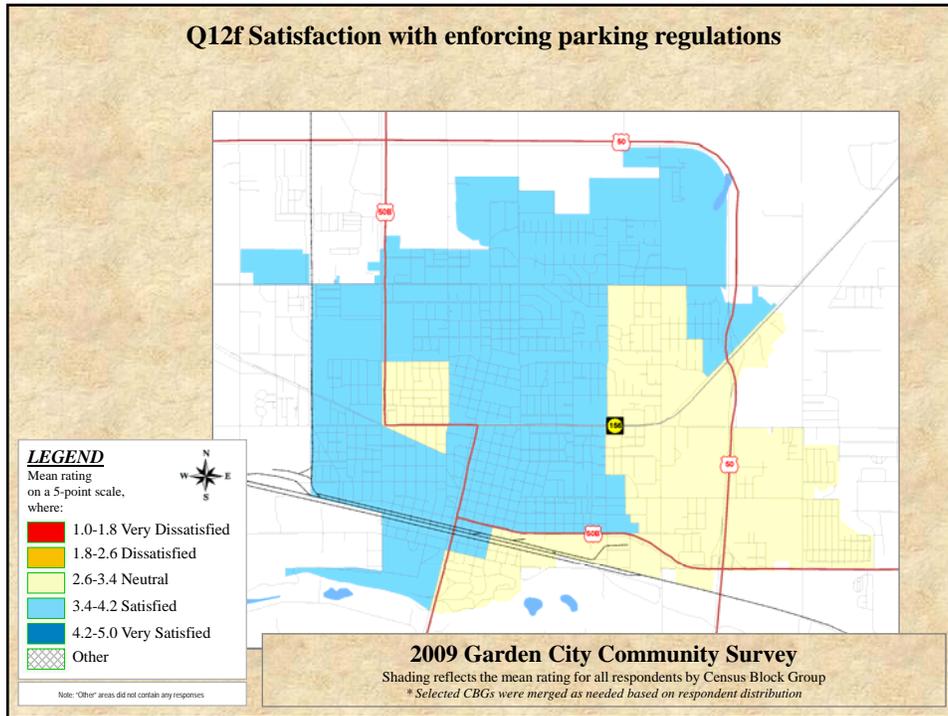


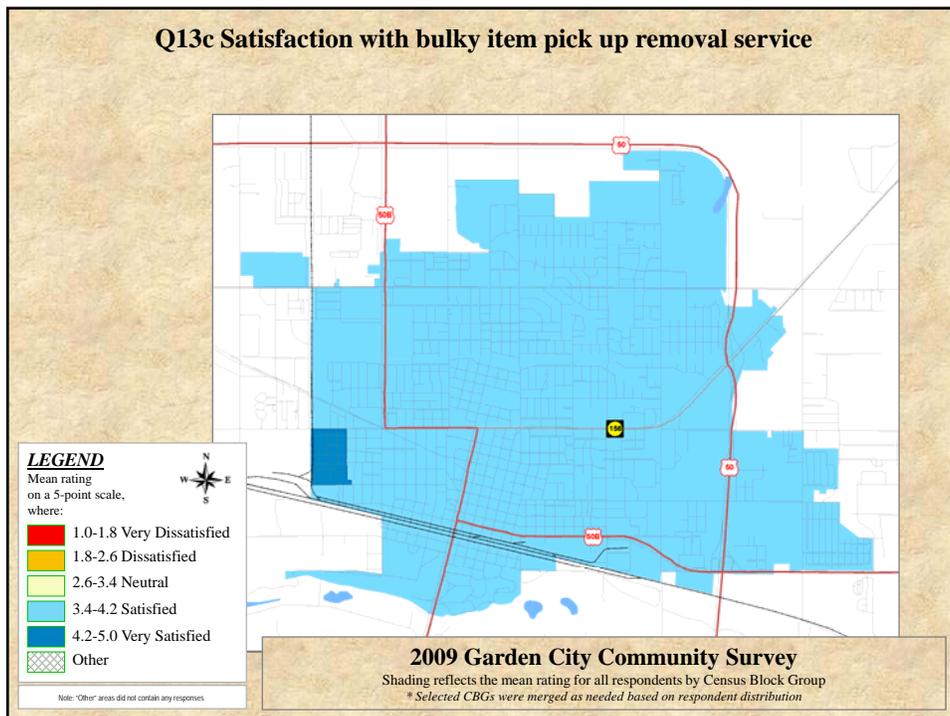
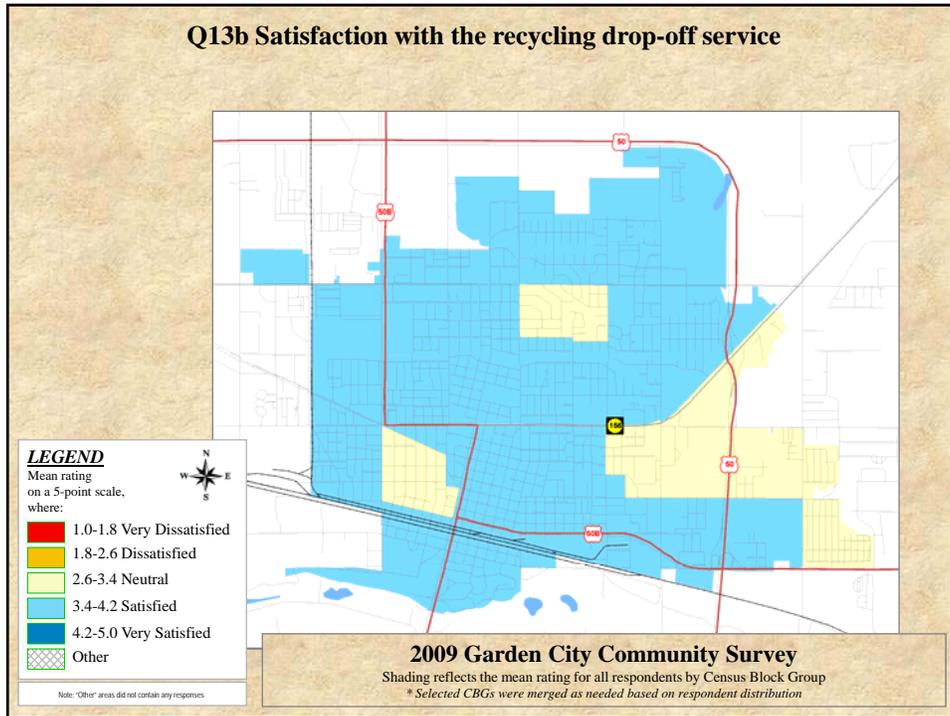


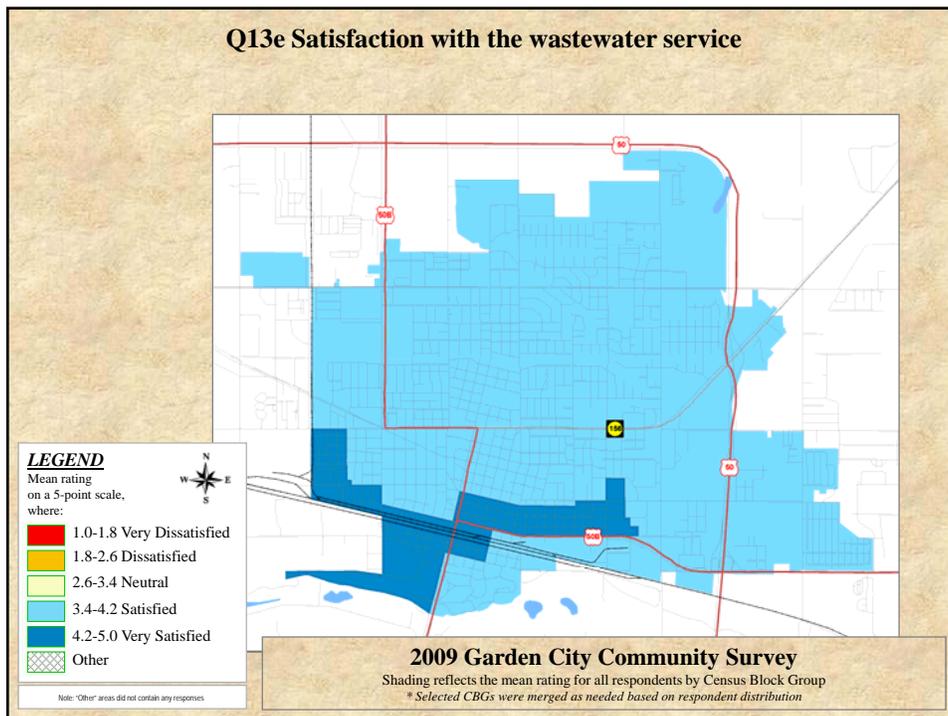
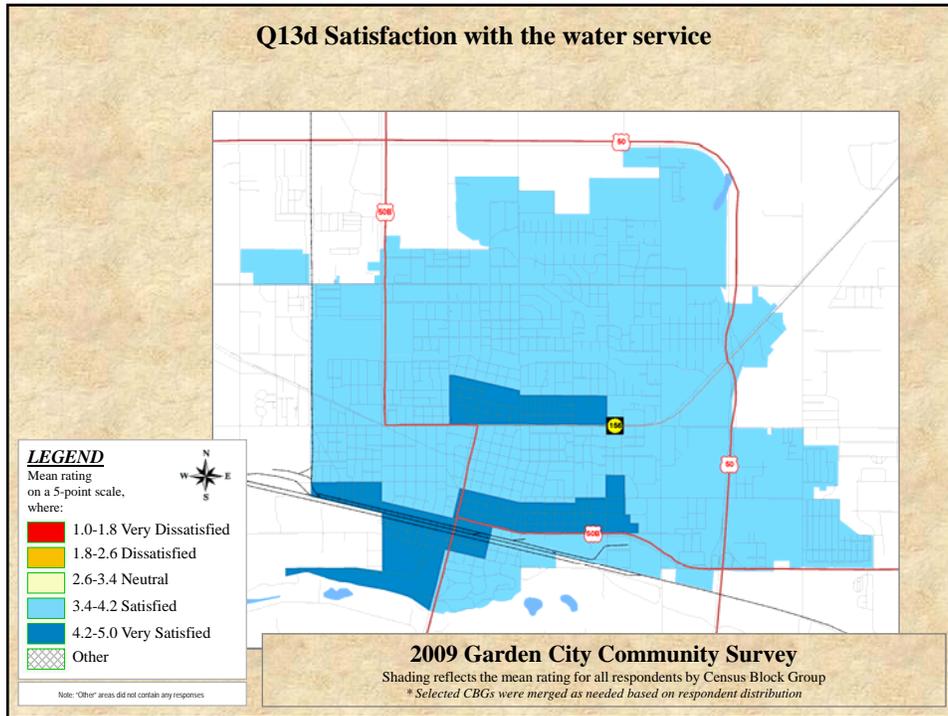


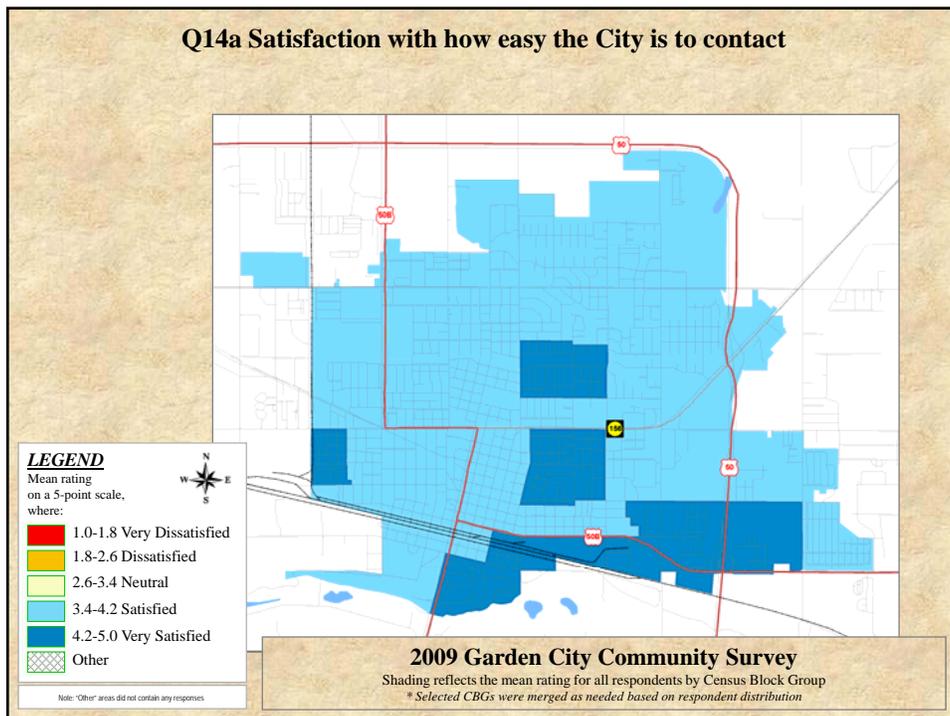
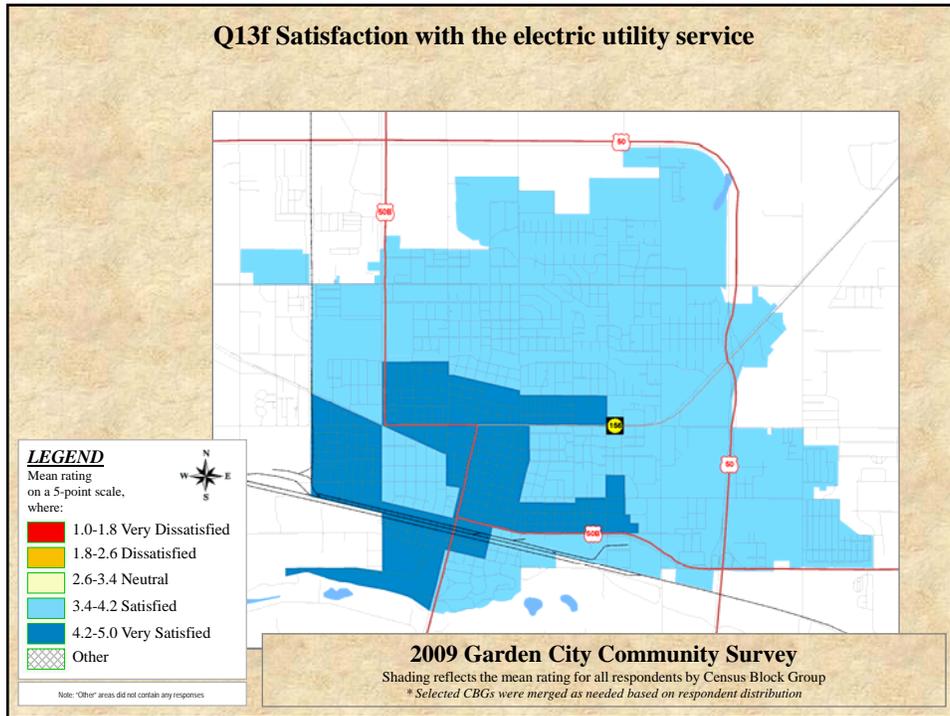


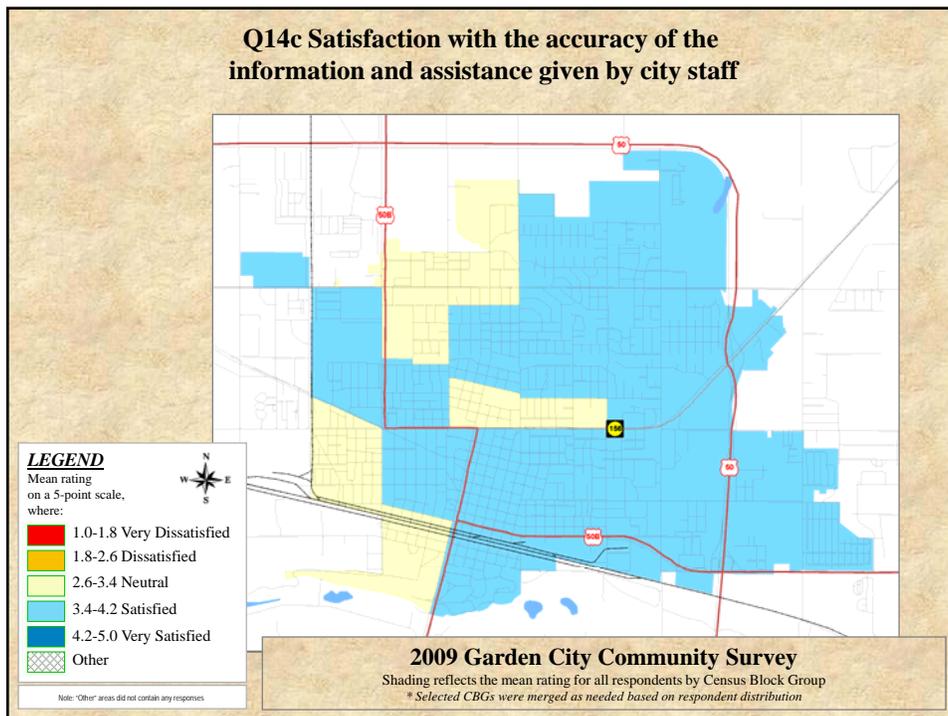
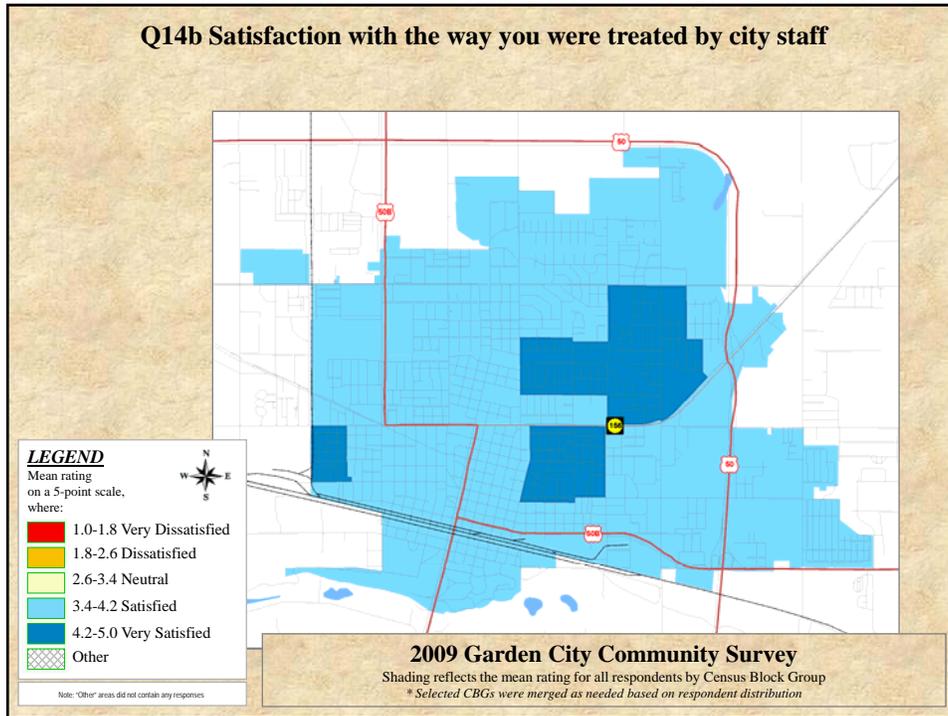


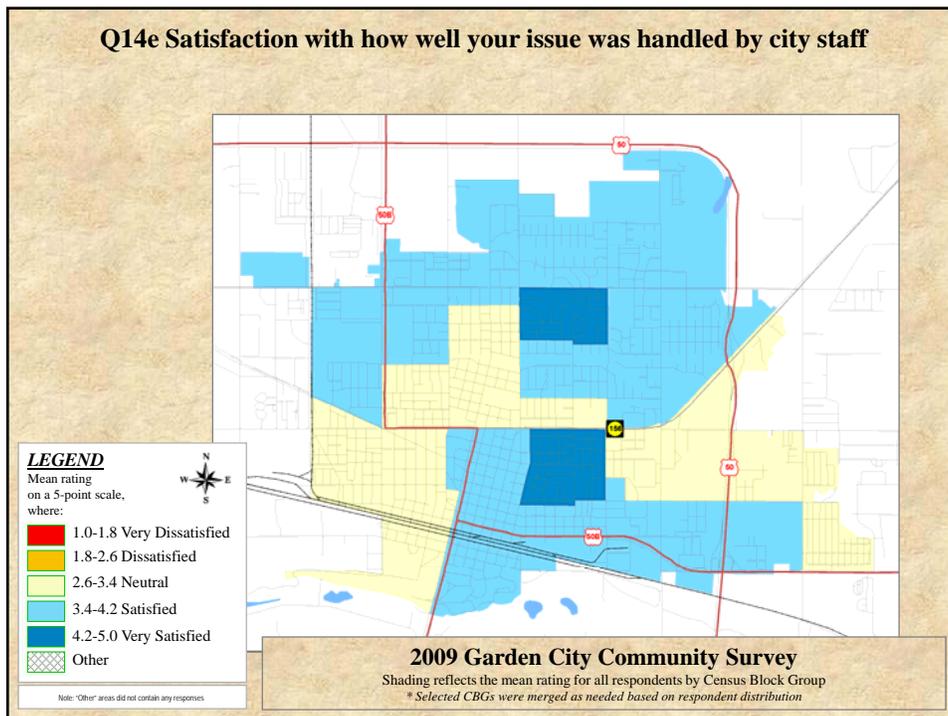
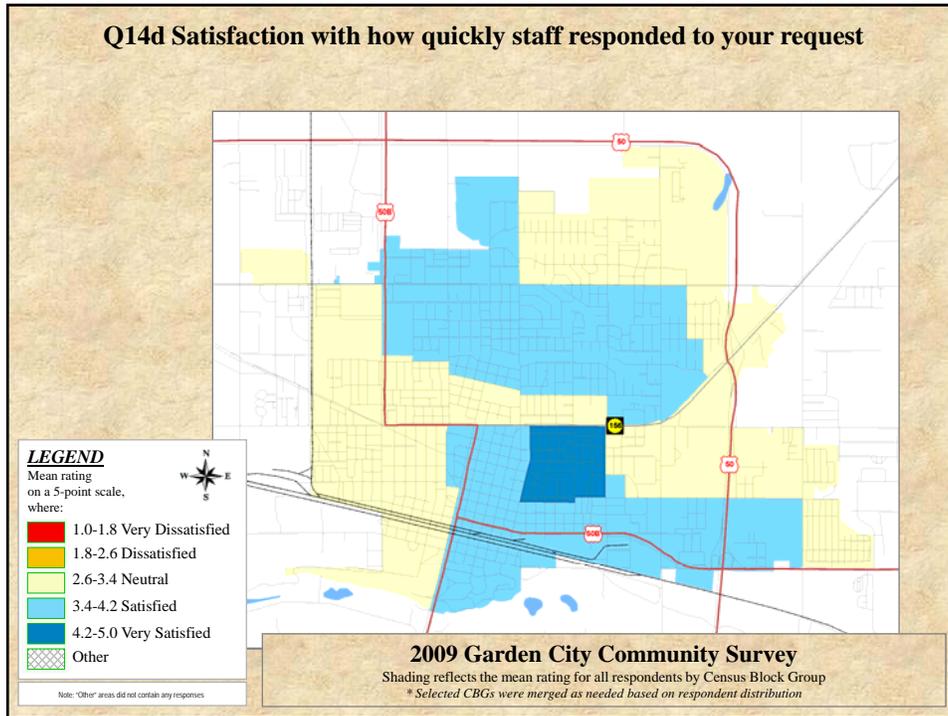


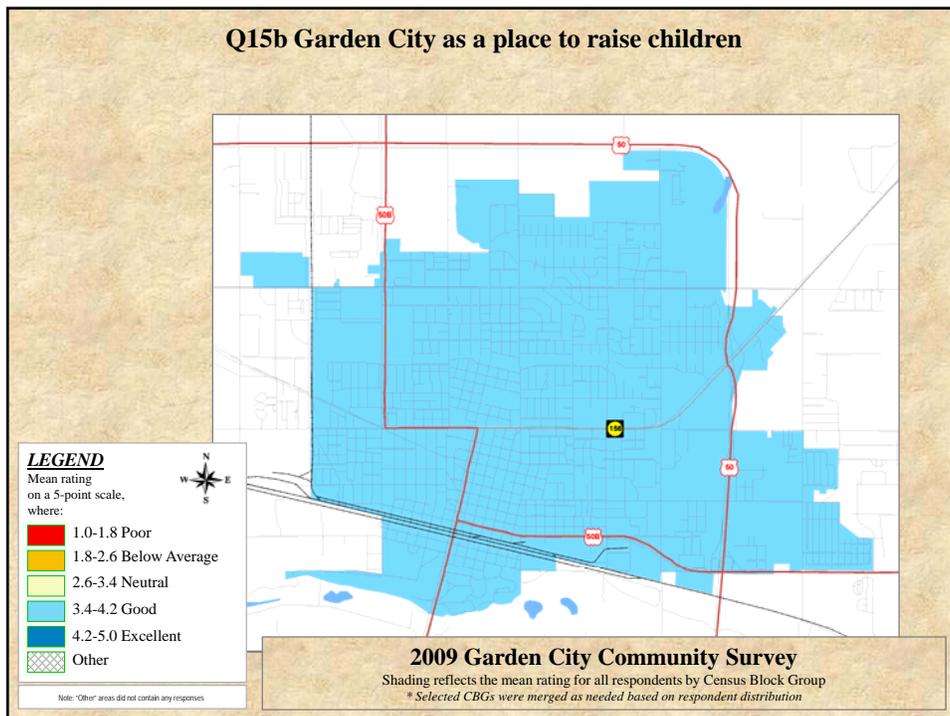
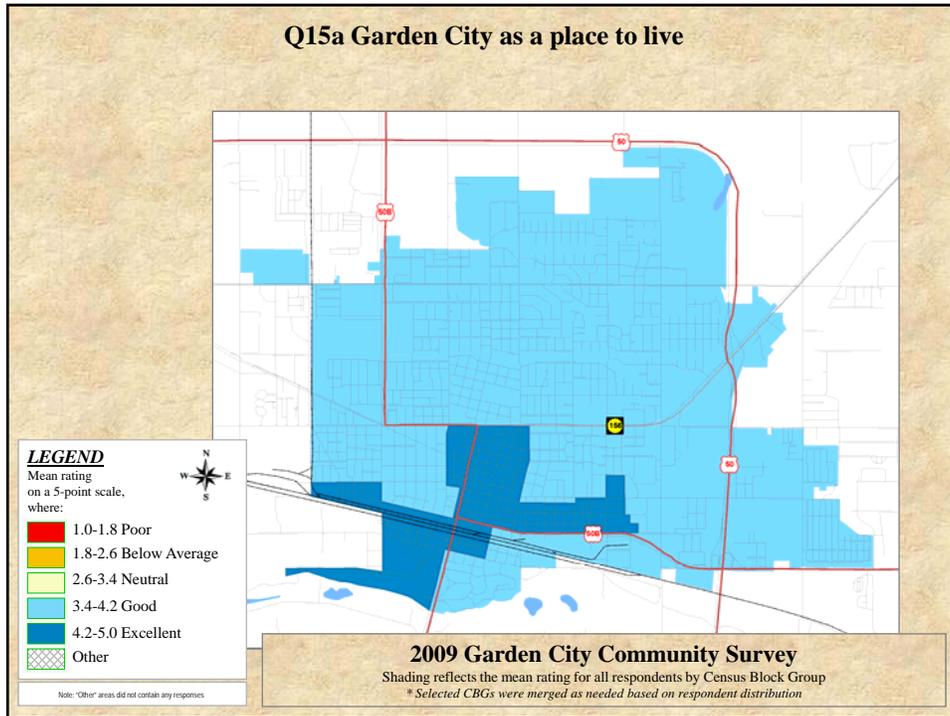


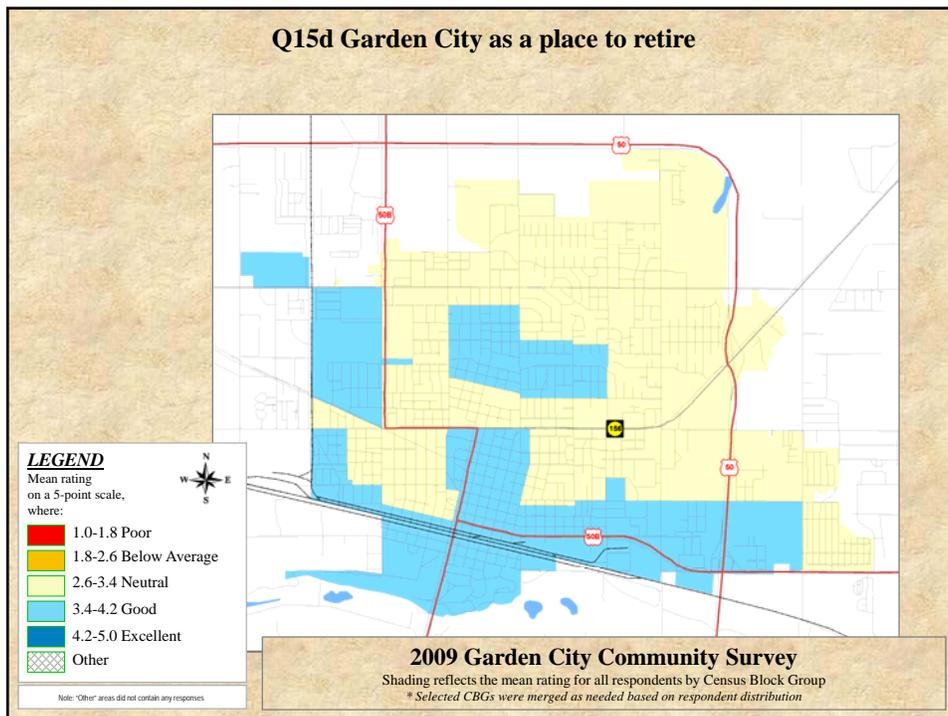
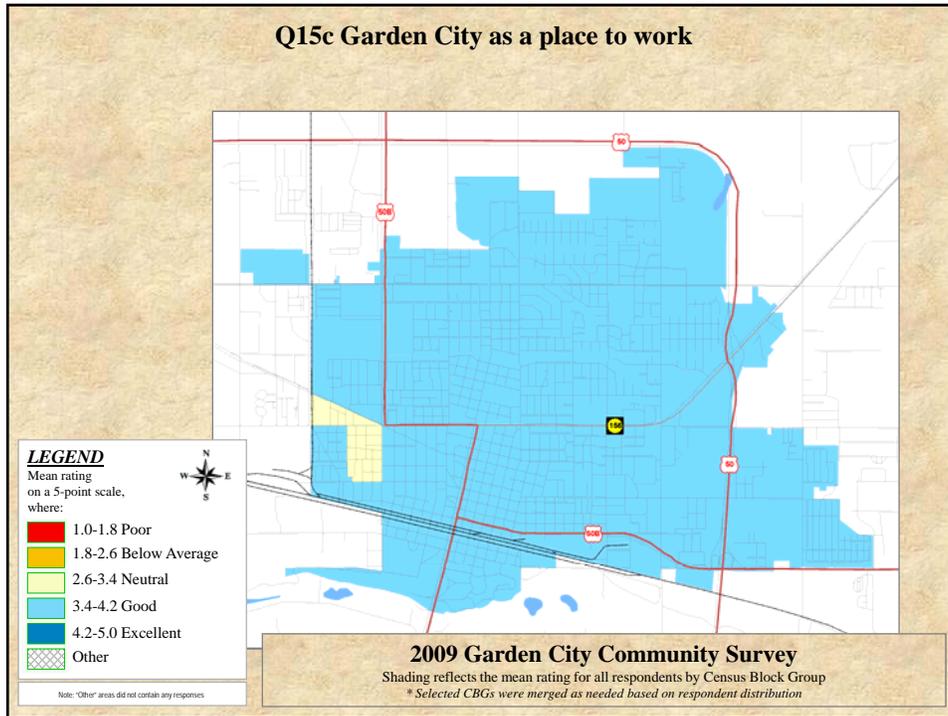


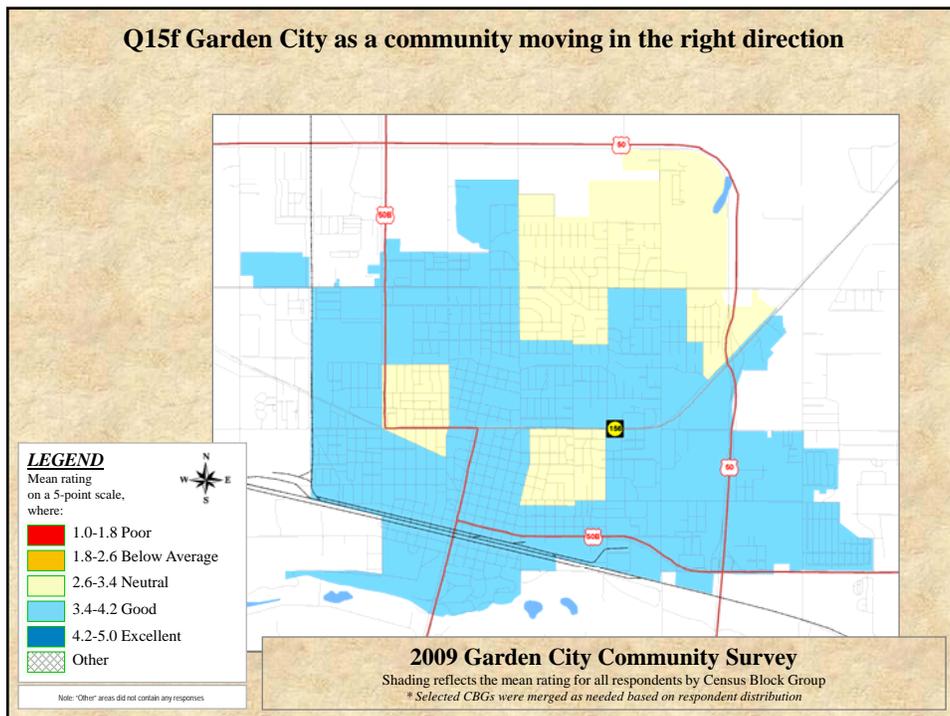
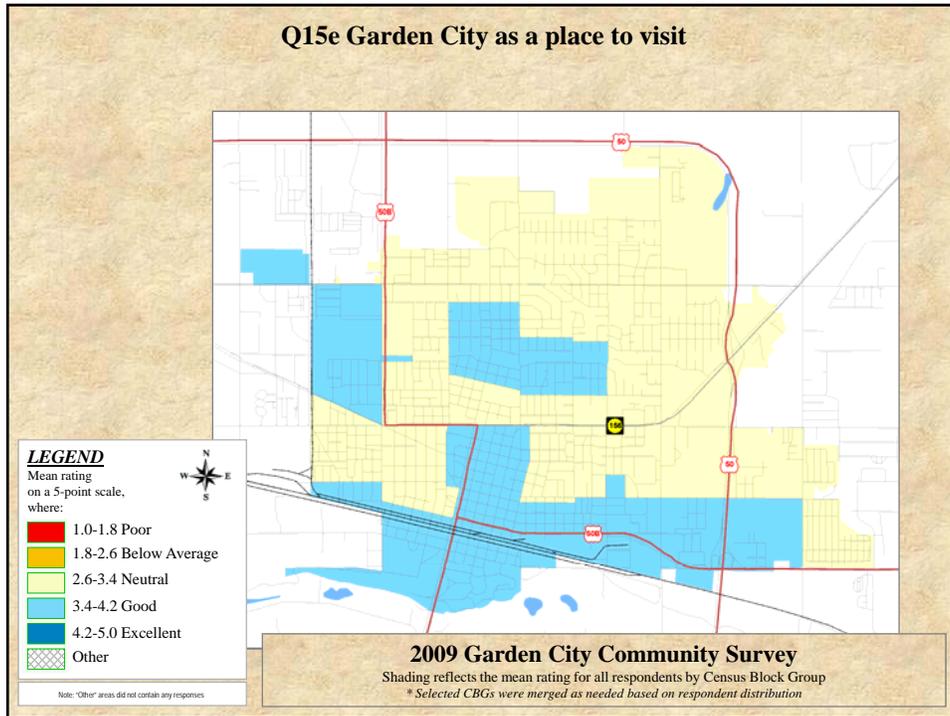


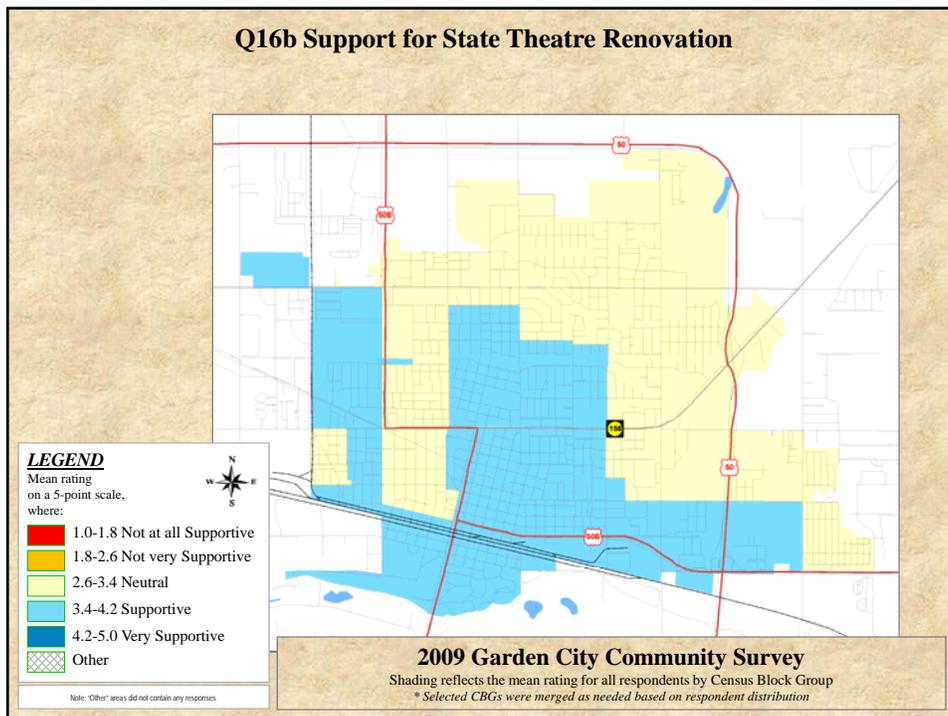
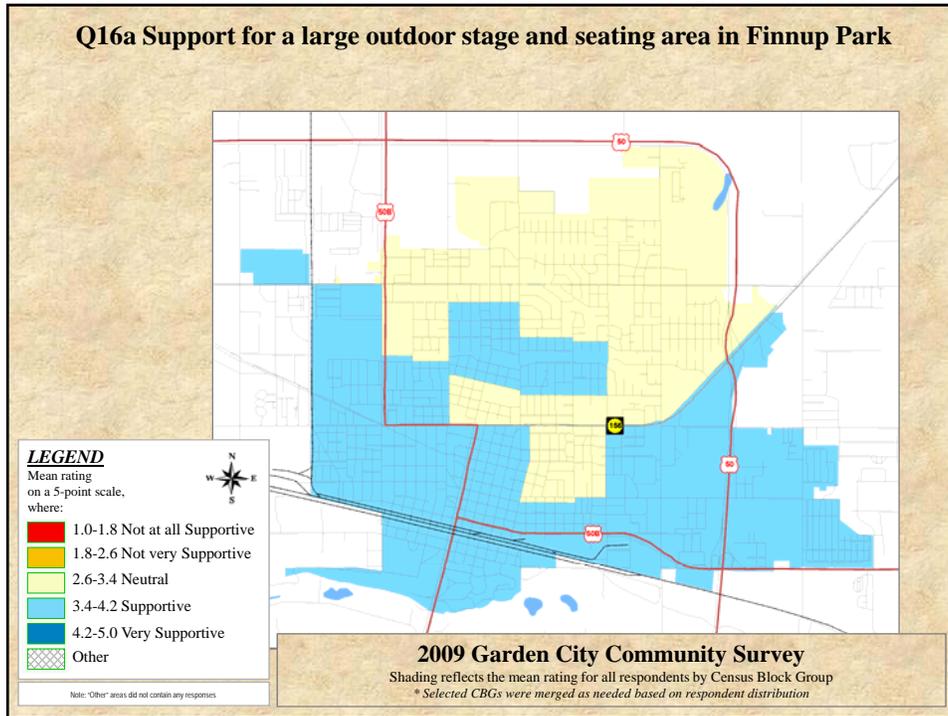


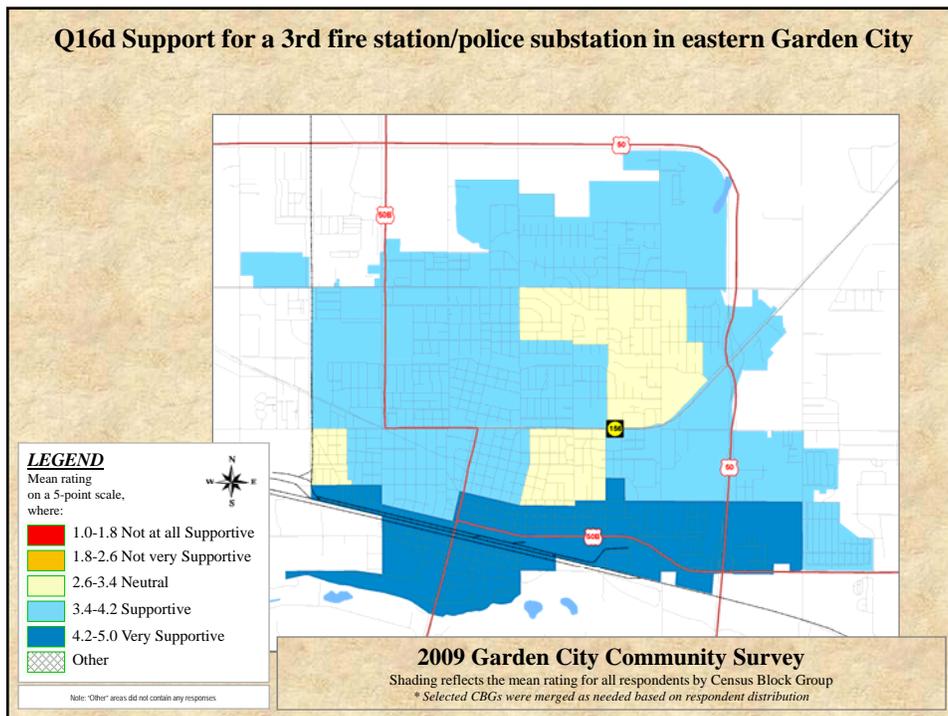
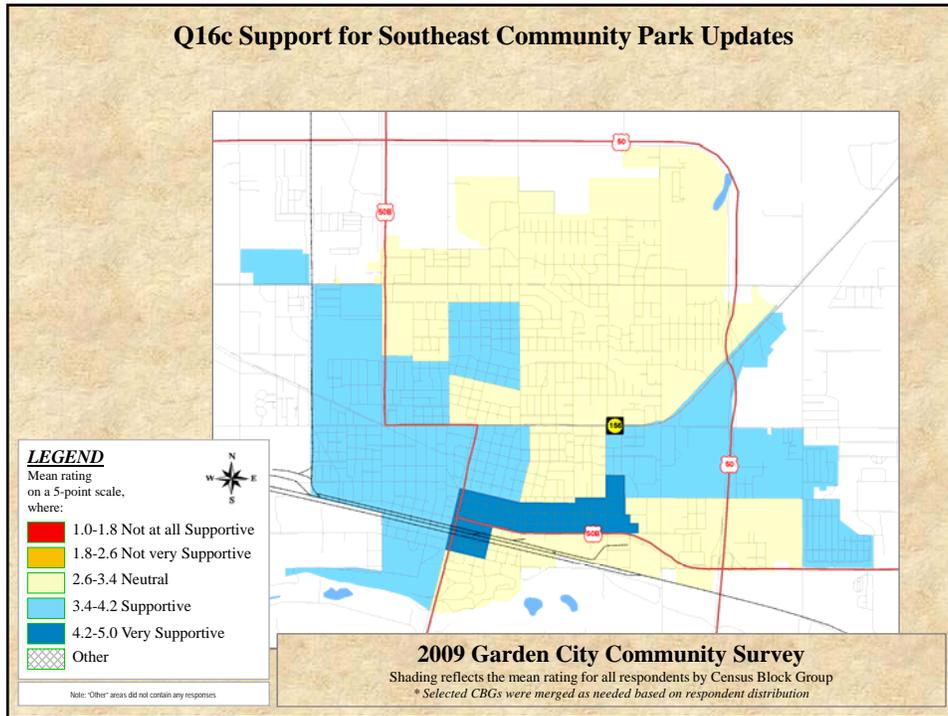


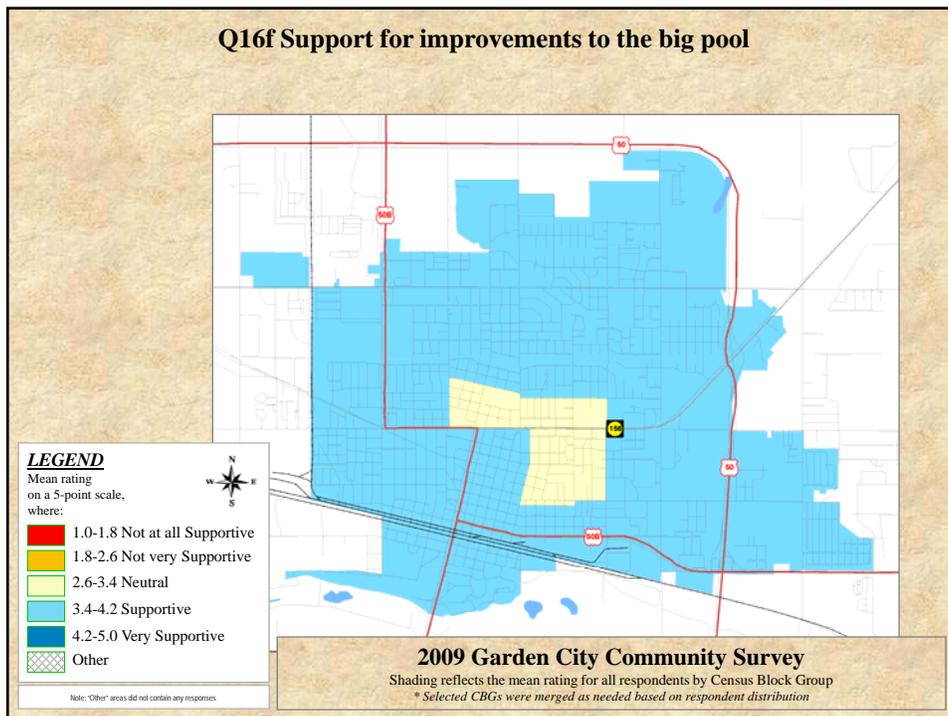
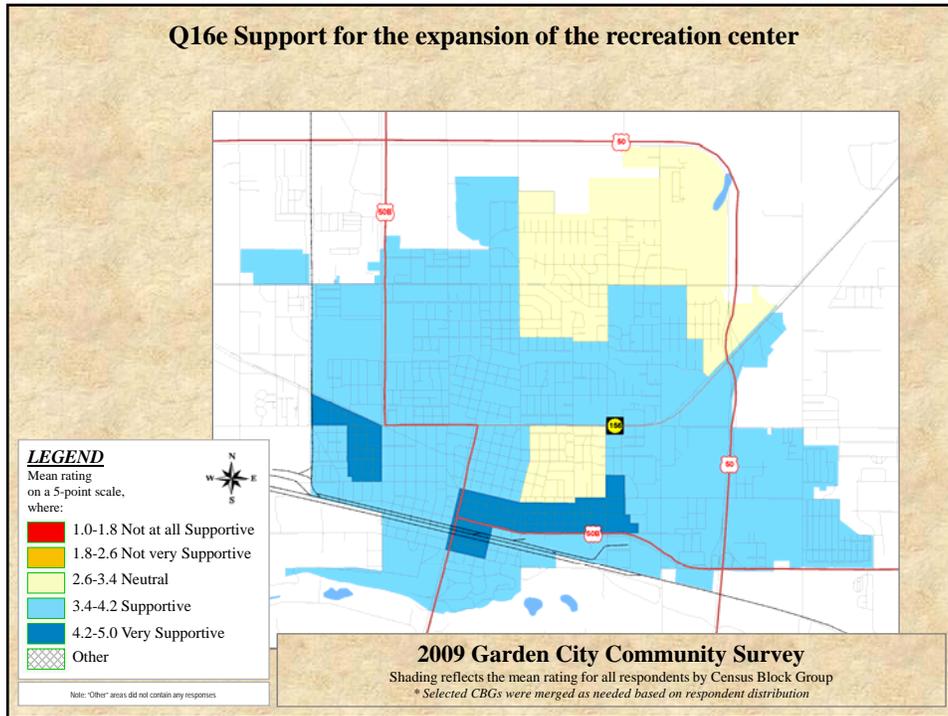


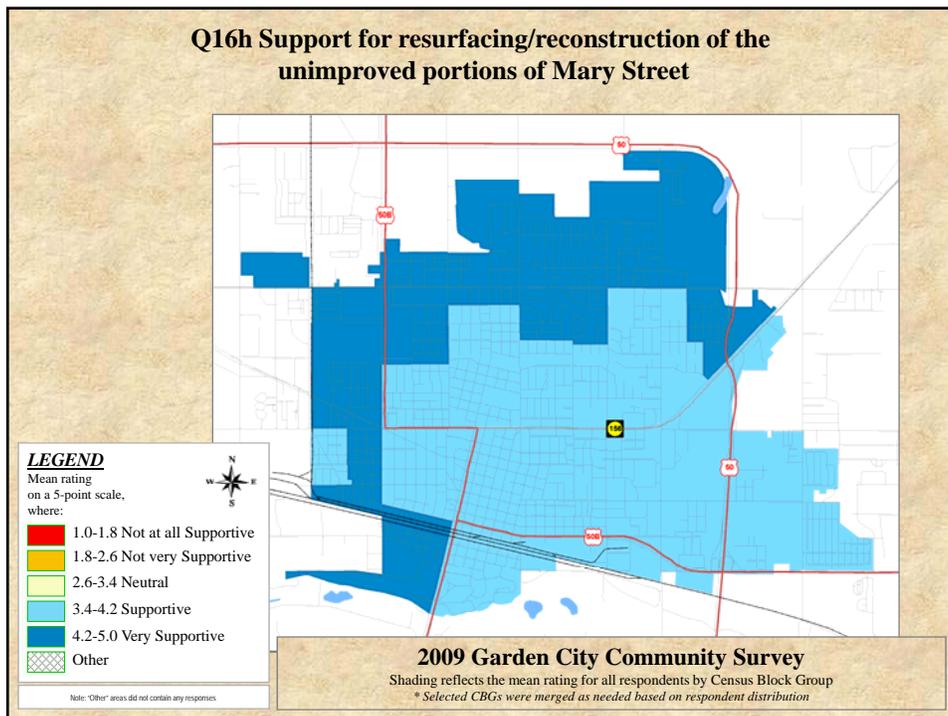
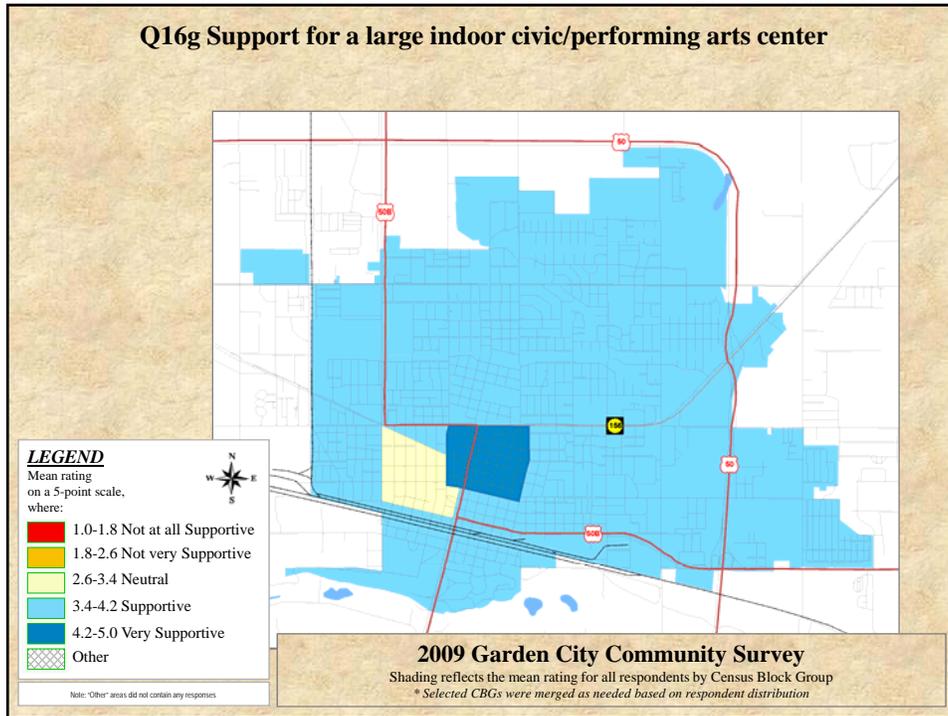


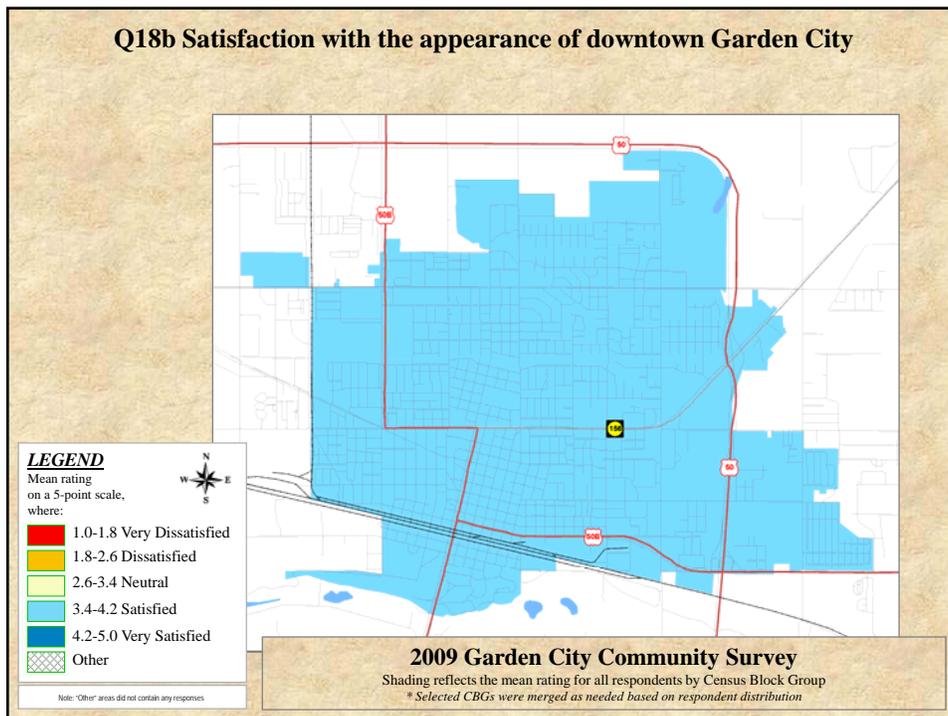
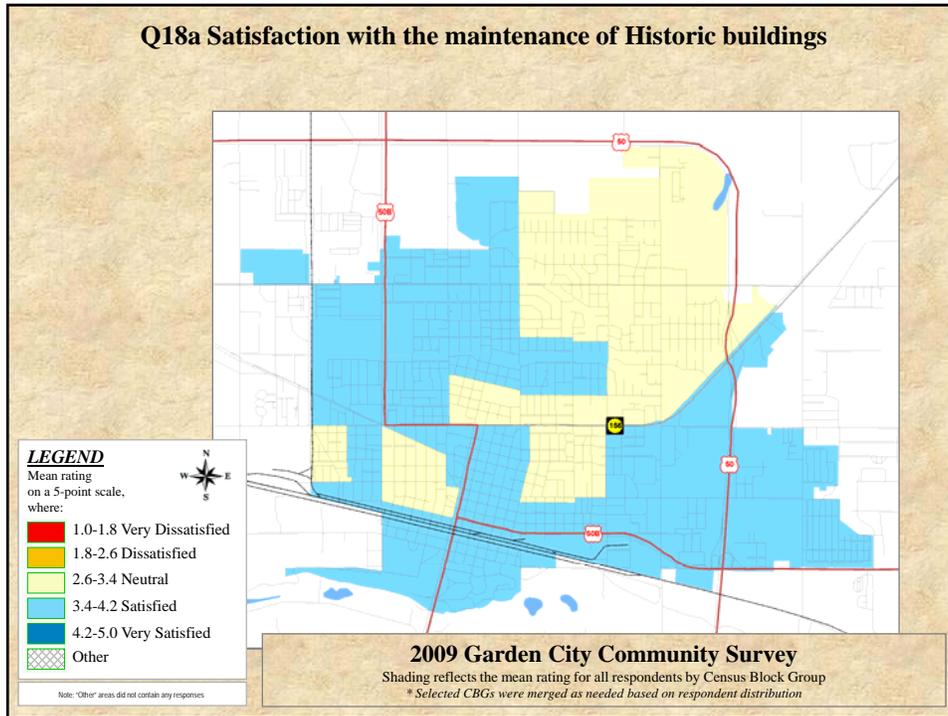


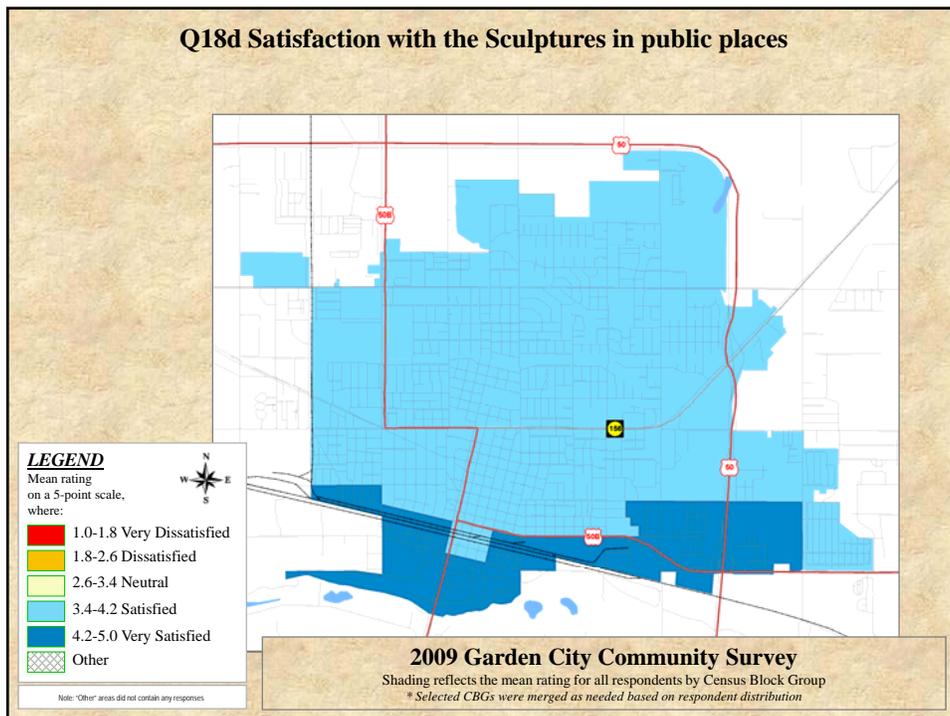
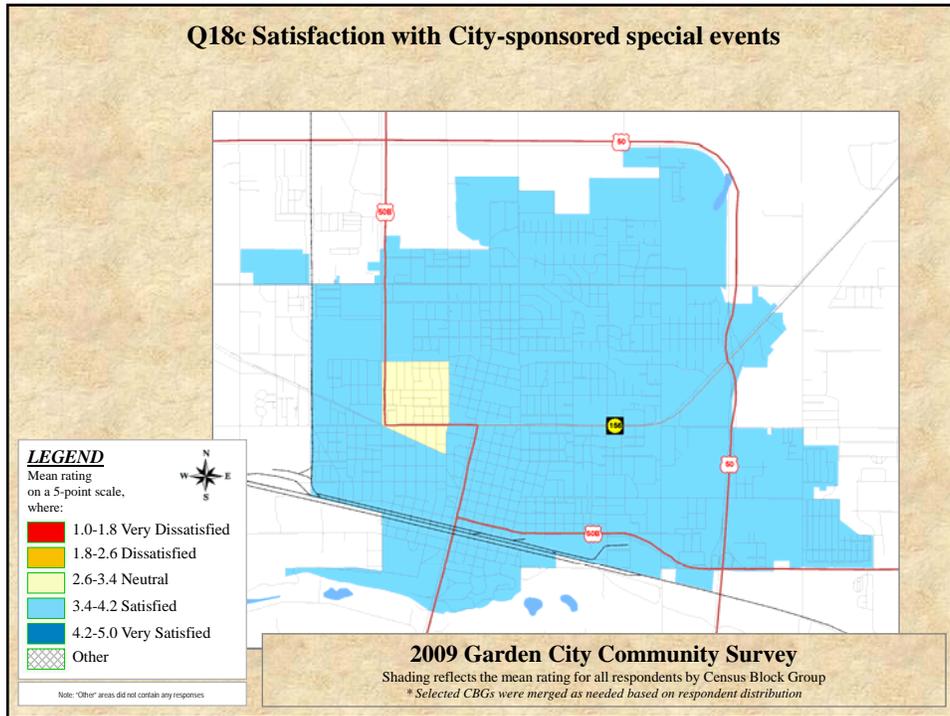












**Section 5:**  
***Tabular Data***

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**Q1. Please rate your overall satisfaction with each of the following services provided by the City of Garden City on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=575)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a Quality of police service	22.1%	47.1%	17.9%	6.4%	3.3%	3.1%
Q1b Quality of fire service	35.0%	45.7%	9.0%	1.2%	0.5%	8.5%
Q1c How well the City is prepared for emergencies	15.8%	40.0%	22.3%	3.7%	0.7%	17.6%
Q1d Overall maintenance of City streets, sidewalks and infrastructure	14.8%	39.7%	21.4%	17.4%	5.4%	1.4%
Q1e Overall effectiveness of communication	10.8%	40.2%	29.4%	9.9%	3.1%	6.6%
Q1f Overall flow of traffic and congestion management on City streets	16.0%	51.7%	19.1%	10.4%	2.1%	0.7%
Q1g Overall quality of the City's stormwater management system	12.0%	40.0%	25.7%	12.2%	2.8%	7.3%
Q1h Overall quality of water utility services	23.3%	54.4%	15.1%	3.5%	1.2%	2.4%
Q1i Overall quality of wastewater utility services	16.9%	56.5%	18.6%	2.4%	0.0%	5.6%
Q1j Overall quality of trash services	26.4%	52.3%	13.6%	4.3%	1.9%	1.4%
Q1k Overall quality of electric utility	27.1%	55.8%	11.7%	3.1%	0.3%	1.9%
Q1l Overall quality of public transportation services	25.2%	36.9%	20.0%	2.3%	1.2%	14.4%
Q1m Quality of parks and recreation programs and facilities	31.1%	48.2%	13.0%	3.5%	1.6%	2.6%
Q1n Overall quality of customer service provided by the City	16.3%	51.7%	21.2%	4.9%	0.9%	5.0%
Q1o Enforcement of local codes and ordinances	12.3%	40.7%	25.2%	11.5%	2.8%	7.5%

**Q1. Please rate your overall satisfaction with each of the following services provided by the City of Garden City on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't knows")**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a Quality of police service	22.8%	48.7%	18.5%	6.6%	3.4%
Q1b Quality of fire service	38.2%	50.0%	9.9%	1.3%	0.6%
Q1c How well the City is prepared for emergencies	19.2%	48.5%	27.0%	4.4%	0.8%
Q1d Overall maintenance of City streets, sidewalks and infrastructure	15.0%	40.2%	21.7%	17.6%	5.5%
Q1e Overall effectiveness of communication	11.5%	43.0%	31.5%	10.6%	3.4%
Q1f Overall flow of traffic and congestion management on City streets	16.1%	52.0%	19.3%	10.5%	2.1%
Q1g Overall quality of the City's stormwater management system	12.9%	43.2%	27.8%	13.1%	3.0%
Q1h Overall quality of water utility services	23.9%	55.8%	15.5%	3.6%	1.2%
Q1i Overall quality of wastewater utility services	17.9%	59.9%	19.7%	2.6%	0.0%
Q1j Overall quality of trash services	26.8%	53.1%	13.8%	4.4%	1.9%
Q1k Overall quality of electric utility	27.7%	56.9%	11.9%	3.2%	0.4%
Q1l Overall quality of public transportation services	29.5%	43.1%	23.4%	2.6%	1.4%
Q1m Quality of parks and recreation programs and facilities	32.0%	49.5%	13.4%	3.6%	1.6%
Q1n Overall quality of customer service provided by the City	17.2%	54.4%	22.3%	5.1%	0.9%
Q1o Enforcement of local codes and ordinances	13.3%	44.0%	27.3%	12.4%	3.0%

**Q2. Which three services listed in Question #1 do you think should receive the most emphasis from the City leaders over the next two years?**

Q2 1 <sup>st</sup> choice	Number	Percent
A=Police service	118	20.5 %
B=Fire services	8	1.4 %
C=Emergency preparedness	39	6.8 %
D=Streets and sidewalks	153	26.6 %
E=Effective communication	25	4.3 %
F=Traffic management	41	7.1 %
G=Stormwater system	28	4.9 %
H=Water utility services	14	2.4 %
I=Wastewater utility services	4	0.7 %
J=Trash services	11	1.9 %
K=Electric utility	7	1.2 %
L=Public transportation	8	1.4 %
M=Parks and recreation	21	3.7 %
N=Customer services	8	1.4 %
O=Local codes and ordinances	29	5.0 %
Z=No Response	61	10.6 %
Total	575	100.0 %

**Q2. Which three services listed in Question #1 do you think should receive the most emphasis from the City leaders over the next two years?**

Q2 2nd choice	Number	Percent
A=Police service	54	9.4 %
B=Fire services	30	5.2 %
C=Emergency preparedness	35	6.1 %
D=Streets and sidewalks	84	14.6 %
E=Effective communication	38	6.6 %
F=Traffic management	50	8.7 %
G=Stormwater system	37	6.4 %
H=Water utility services	21	3.7 %
I=Wastewater utility services	14	2.4 %
J=Trash services	18	3.1 %
K=Electric utility	15	2.6 %
L=Public transportation	10	1.7 %
M=Parks and recreation	31	5.4 %
N=Customer services	12	2.1 %
O=Local codes and ordinances	32	5.6 %
Z=No Response	94	16.3 %
Total	575	100.0 %

**Q2. Which three services listed in Question #1 do you think should receive the most emphasis from the City leaders over the next two years?**

<u>Q2 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Police service	24	4.2 %
B=Fire services	11	1.9 %
C=Emergency preparedness	39	6.8 %
D=Streets and sidewalks	54	9.4 %
E=Effective communication	37	6.4 %
F=Traffic management	38	6.6 %
G=Stormwater system	37	6.4 %
H=Water utility services	22	3.8 %
I=Wastewater utility services	3	0.5 %
J=Trash services	23	4.0 %
K=Electric utility	21	3.7 %
L=Public transportation	14	2.4 %
M=Parks and recreation	40	7.0 %
N=Customer services	33	5.7 %
O=Local codes and ordinances	44	7.7 %
Z=No Response	135	23.5 %
Total	575	100.0 %

**Q2. Which three services listed in Question #1 do you think should receive the most emphasis from the City leaders over the next two years?**

<u>Q2 all three choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Police service	196	34.1 %
B=Fire services	49	8.5 %
C=Emergency preparedness	113	19.7 %
D=Streets and sidewalks	291	50.6 %
E=Effective communication	100	17.4 %
F=Traffic management	129	22.4 %
G=Stormwater system	102	17.7 %
H=Water utility services	57	9.9 %
I=Wastewater utility services	21	3.7 %
J=Trash services	52	9.0 %
K=Electric utility	43	7.5 %
L=Public transportation	32	5.6 %
M=Parks and recreation	92	16.0 %
N=Customer services	53	9.2 %
O=Local codes and ordinances	105	18.3 %
Z=No Response	61	10.6 %
Total	1496	

**Q3. Please rate each item below on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=575)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a Overall value received for city taxes and fees	7.5%	42.1%	27.7%	13.4%	4.9%	4.5%
Q3b Overall image of the City	16.2%	48.2%	21.9%	10.6%	2.3%	0.9%
Q3c Overall quality of City services	14.4%	58.3%	20.5%	3.8%	1.0%	1.9%
Q3d Overall quality of life in the City	17.0%	47.3%	23.7%	8.2%	2.1%	1.7%
Q3e Growth planning by the City	14.6%	32.7%	29.4%	12.5%	4.5%	6.3%
Q3f Overall appearance of the City	16.2%	50.8%	18.4%	9.7%	3.7%	1.2%

**Q3. Please rate each item below on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't knows")**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a Overall value received for city taxes and fees	7.8%	44.1%	29.0%	14.0%	5.1%
Q3b Overall image of the City	16.3%	48.6%	22.1%	10.7%	2.3%
Q3c Overall quality of City services	14.7%	59.4%	20.9%	3.9%	1.1%
Q3d Overall quality of life in the City	17.3%	48.1%	24.1%	8.3%	2.1%
Q3e Growth planning by the City	15.6%	34.9%	31.4%	13.4%	4.8%
Q3f Overall appearance of the City	16.4%	51.4%	18.7%	9.9%	3.7%

**Q4. Please rate your overall satisfaction with the following services on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=575)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a Quality of police protection	19.8%	48.9%	17.2%	7.5%	3.1%	3.5%
Q4b Visibility of police in neighborhoods	16.0%	41.6%	24.0%	13.0%	3.8%	1.6%
Q4c Visibility of police in commercial and retail areas	14.4%	43.7%	27.0%	8.3%	2.6%	4.0%
Q4d Prompt response to emergencies by police	18.3%	37.4%	21.0%	8.3%	4.2%	10.8%
Q4e Local government's efforts to prevent crimes	9.2%	39.1%	27.8%	11.7%	4.2%	8.0%
Q4f Enforcement of local traffic laws	13.2%	47.1%	23.8%	9.9%	3.1%	2.8%
Q4g Animal control services	11.3%	38.4%	26.8%	10.6%	5.7%	7.1%
Q4h Parking enforcement	8.7%	41.7%	28.5%	6.8%	1.6%	12.7%
Q4i Police safety education programs	12.9%	34.1%	28.2%	2.6%	1.4%	20.9%
Q4j Quality of fire services	27.5%	51.3%	11.5%	1.0%	0.2%	8.5%
Q4k Quality of emergency medical services	31.7%	49.4%	10.1%	2.8%	0.9%	5.2%
Q4l Prompt response of fire service personnel	26.1%	44.3%	10.8%	1.0%	0.2%	17.6%
Q4m Fire education programs provided by the City	18.6%	39.0%	19.0%	1.9%	1.0%	20.5%
Q4n Fire inspection programs provided by the City	16.3%	40.3%	19.0%	2.1%	0.9%	21.4%

**Q4. Please rate your overall satisfaction with the following services on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't knows")**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a Quality of police protection	20.5%	50.6%	17.8%	7.7%	3.2%
Q4b Visibility of police in neighborhoods	16.3%	42.2%	24.4%	13.3%	3.9%
Q4c Visibility of police in commercial and retail areas	15.0%	45.5%	28.1%	8.7%	2.7%
Q4d Prompt response to emergencies by police	20.5%	41.9%	23.6%	9.4%	4.7%
Q4e Local government's efforts to prevent crimes	10.0%	42.5%	30.2%	12.7%	4.5%
Q4f Enforcement of local traffic laws	13.6%	48.5%	24.5%	10.2%	3.2%
Q4g Animal control services	12.2%	41.4%	28.8%	11.4%	6.2%
Q4h Parking enforcement	10.0%	47.8%	32.7%	7.8%	1.8%
Q4i Police safety education programs	16.3%	43.1%	35.6%	3.3%	1.8%
Q4j Quality of fire services	30.0%	56.1%	12.5%	1.1%	0.2%
Q4k Quality of emergency medical services	33.4%	52.1%	10.6%	2.9%	0.9%
Q4l Prompt response of fire service personnel	31.6%	53.8%	13.1%	1.3%	0.2%
Q4m Fire education programs provided by the City	23.4%	49.0%	23.9%	2.4%	1.3%
Q4n Fire inspection programs provided by the City	20.8%	51.3%	24.1%	2.7%	1.1%

**Q5. Which three of the public safety services listed in Question #4 do you think should receive the most emphasis from the City leaders over the next two years?**

Q5 1 <sup>st</sup> choice	Number	Percent
A=Police protection	100	17.4 %
B=Police in neighborhoods	106	18.4 %
C=Police in commercial areas	26	4.5 %
D=Police responding to emergencies	39	6.8 %
E=Local government to prevent crimes	89	15.5 %
F=Local traffic laws	46	8.0 %
G=Animal control services	40	7.0 %
H=Parking enforcement	11	1.9 %
I=Police safety education	9	1.6 %
J=Fire services	8	1.4 %
K=Emergency medical services	12	2.1 %
L=Quick response by fire service personnel	4	0.7 %
M=Fire education programs	6	1.0 %
N=Fire inspection programs	10	1.7 %
Z=No Response	69	12.0 %
Total	575	100.0 %

**Q5. Which three of the public safety services listed in Question #4 do you think should receive the most emphasis from the City leaders over the next two years?**

Q5 2nd choice	Number	Percent
A=Police protection	29	5.0 %
B=Police in neighborhoods	70	12.2 %
C=Police in commercial areas	52	9.0 %
D=Police responding to emergencies	59	10.3 %
E=Local government to prevent crimes	73	12.7 %
F=Local traffic laws	34	5.9 %
G=Animal control services	48	8.3 %
H=Parking enforcement	21	3.7 %
I=Police safety education	15	2.6 %
J=Fire services	24	4.2 %
K=Emergency medical services	22	3.8 %
L=Quick response by fire service personnel	7	1.2 %
M=Fire education programs	12	2.1 %
N=Fire inspection programs	5	0.9 %
Z=No Response	104	18.1 %
Total	575	100.0 %

**Q5. Which three of the public safety services listed in Question #4 do you think should receive the most emphasis from the City leaders over the next two years?**

Q5 3rd choice	Number	Percent
A=Police protection	28	4.9 %
B=Police in neighborhoods	40	7.0 %
C=Police in commercial areas	42	7.3 %
D=Police responding to emergencies	43	7.5 %
E=Local government to prevent crimes	60	10.4 %
F=Local traffic laws	27	4.7 %
G=Animal control services	40	7.0 %
H=Parking enforcement	28	4.9 %
I=Police safety education	21	3.7 %
J=Fire services	8	1.4 %
K=Emergency medical services	35	6.1 %
L=Quick response by fire service personnel	16	2.8 %
M=Fire education programs	16	2.8 %
N=Fire inspection programs	18	3.1 %
Z=No Response	153	26.6 %
Total	575	100.0 %

**Q5. Which three of the public safety services listed in Question #4 do you think should receive the most emphasis from the City leaders over the next two years?**

Q5 all three choices combined	Number	Percent
A=Police protection	157	27.3 %
B=Police in neighborhoods	216	37.6 %
C=Police in commercial areas	120	20.9 %
D=Police responding to emergencies	141	24.5 %
E=Local government to prevent crimes	222	38.6 %
F=Local traffic laws	107	18.6 %
G=Animal control services	128	22.3 %
H=Parking enforcement	60	10.4 %
I=Police safety education	45	7.8 %
J=Fire services	40	7.0 %
K=Emergency medical services	69	12.0 %
L=Quick response by fire service personnel	27	4.7 %
M=Fire education programs	34	5.9 %
N=Fire inspection programs	33	5.7 %
Z=No Response	69	12.0 %
Total	1468	

**Q6. Please rate how safe you feel in the following situations using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe."**

(N=575)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6a Walking in neighborhood during daytime	50.1%	40.2%	5.9%	1.9%	0.9%	1.0%
Q6b Walking in neighborhood after dark	14.8%	38.4%	23.1%	14.8%	5.7%	3.1%
Q6c Children walking to school	7.1%	24.2%	26.8%	11.8%	6.1%	24.0%
Q6d In Downtown Garden City	27.3%	51.5%	14.4%	3.5%	1.2%	2.1%
Q6e In City parks	18.1%	47.0%	23.7%	6.8%	2.6%	1.9%

**Q6. Please rate how safe you feel in the following situations using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe." (without "don't knows")**

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6a Walking in neighborhood during daytime	50.6%	40.6%	6.0%	1.9%	0.9%
Q6b Walking in neighborhood after dark	15.3%	39.7%	23.9%	15.3%	5.9%
Q6c Children walking to school	9.4%	31.8%	35.2%	15.6%	8.0%
Q6d In Downtown Garden City	27.9%	52.6%	14.7%	3.6%	1.2%
Q6e In City parks	18.4%	47.9%	24.1%	6.9%	2.7%

**Q7. Please rate your overall satisfaction with the following maintenance services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=575)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7a Conditions of major streets	14.4%	43.3%	19.8%	16.5%	5.0%	0.9%
Q7b Conditions of neighborhood streets	17.0%	50.6%	17.2%	10.6%	3.5%	1.0%
Q7c Conditions of sidewalks in neighborhood	15.1%	40.5%	21.6%	13.2%	6.3%	3.3%
Q7d Conditions of street signs or traffic signals	17.9%	56.7%	17.9%	4.7%	1.9%	0.9%
Q7e Adequacy of neighborhood street lighting	18.1%	42.8%	18.1%	15.0%	5.4%	0.7%
Q7f Snow/ice removal on major City streets	14.6%	42.8%	22.3%	10.1%	8.5%	1.7%
Q7g Snow/ice removal on neighborhood streets	8.0%	25.4%	25.9%	22.1%	17.2%	1.4%
Q7h Tree trimming along City streets	11.8%	42.3%	26.6%	10.4%	3.8%	5.0%
Q7i Cleanliness of streets and other public areas	15.3%	50.8%	21.6%	7.5%	3.8%	1.0%

**Q7. Please rate your overall satisfaction with the following maintenance services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't knows")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7a Conditions of major streets	14.6%	43.7%	20.0%	16.7%	5.1%
Q7b Conditions of neighborhood streets	17.2%	51.1%	17.4%	10.7%	3.5%
Q7c Conditions of sidewalks in neighborhood	15.6%	41.9%	22.3%	13.7%	6.5%
Q7d Conditions of street signs or traffic signals	18.1%	57.2%	18.1%	4.7%	1.9%
Q7e Adequacy of neighborhood street lighting	18.2%	43.1%	18.2%	15.1%	5.4%
Q7f Snow/ice removal on major City streets	14.9%	43.5%	22.7%	10.3%	8.7%
Q7g Snow/ice removal on neighborhood streets	8.1%	25.7%	26.3%	22.4%	17.5%
Q7h Tree trimming along City streets	12.5%	44.5%	28.0%	11.0%	4.0%
Q7i Cleanliness of streets and other public areas	15.5%	51.3%	21.8%	7.6%	3.9%

**Q8. Which three of the maintenance services listed in Question #7 do you think should receive the most emphasis from the City leaders over the next two years?**

Q8 1 <sup>st</sup> choice	Number	Percent
A=Major streets	166	28.9 %
B=Neighborhood streets	41	7.1 %
C=Sidewalks in neighborhood	54	9.4 %
D=City's street signs/traffic signals	31	5.4 %
E=Neighborhood street lighting	59	10.3 %
F=Snow/ice removal on major streets	44	7.7 %
G=Snow/ice removal on neighborhood streets	69	12.0 %
H=Tree trimming along City streets	25	4.3 %
I=Cleanliness of streets and other public areas	26	4.5 %
Z=No Response	60	10.4 %
Total	575	100.0 %

**Q8. Which three of the maintenance services listed in Question #7 do you think should receive the most emphasis from the City leaders over the next two years?**

Q8 2nd choice	Number	Percent
A=Major streets	47	8.2 %
B=Neighborhood streets	56	9.7 %
C=Sidewalks in neighborhood	51	8.9 %
D=City's street signs/traffic signals	44	7.7 %
E=Neighborhood street lighting	54	9.4 %
F=Snow/ice removal on major streets	74	12.9 %
G=Snow/ice removal on neighborhood streets	98	17.0 %
H=Tree trimming along City streets	30	5.2 %
I=Cleanliness of streets and other public areas	33	5.7 %
Z=No Response	88	15.3 %
Total	575	100.0 %

**Q8. Which three of the maintenance services listed in Question #7 do you think should receive the most emphasis from the City leaders over the next two years?**

<u>Q8 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Major streets	35	6.1 %
B=Neighborhood streets	25	4.3 %
C=Sidewalks in neighborhood	49	8.5 %
D=City's street signs/traffic signals	32	5.6 %
E=Neighborhood street lighting	44	7.7 %
F=Snow/ice removal on major streets	38	6.6 %
G=Snow/ice removal on neighborhood streets	82	14.3 %
H=Tree trimming along City streets	40	7.0 %
I=Cleanliness of streets and other public areas	77	13.4 %
<u>Z=No Response</u>	<u>153</u>	<u>26.6 %</u>
Total	575	100.0 %

**Q8. Which three of the maintenance services listed in Question #7 do you think should receive the most emphasis from the City leaders over the next two years?**

<u>Q8 all three choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Major streets	248	43.1 %
B=Neighborhood streets	122	21.2 %
C=Sidewalks in neighborhood	154	26.8 %
D=City's street signs/traffic signals	107	18.6 %
E=Neighborhood street lighting	157	27.3 %
F=Snow/ice removal on major streets	156	27.1 %
G=Snow/ice removal on neighborhood streets	249	43.3 %
H=Tree trimming along City streets	95	16.5 %
I=Cleanliness of streets and other public areas	136	23.7 %
<u>Z=No Response</u>	<u>60</u>	<u>10.4 %</u>
Total	1484	

**Q9. Please rate your overall satisfaction with the following public information services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=575)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9a Availability of information about local government services and activities	9.9%	43.3%	29.6%	5.0%	3.1%	9.0%
Q9b Timeliness of information provided by local government	9.2%	41.2%	31.5%	5.6%	2.6%	9.9%
Q9c Local government's efforts to keep residents informed about local issues	9.7%	42.4%	28.5%	9.4%	3.0%	7.0%
Q9d Quality of the City or County cable television channels	11.3%	35.5%	23.7%	10.3%	5.6%	13.7%
Q9e Quality of the City website	8.0%	30.4%	24.7%	5.7%	1.9%	29.2%
Q9f Level of public involvement in local decisions	6.8%	27.7%	31.1%	13.9%	6.1%	14.4%

**Q9. Please rate your overall satisfaction with the following public information services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't knows")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a Availability of information about local government services and activities	10.9%	47.6%	32.5%	5.5%	3.4%
Q9b Timeliness of information provided by local government	10.2%	45.8%	34.9%	6.2%	2.9%
Q9c Local government's efforts to keep residents informed about local issues	10.5%	45.6%	30.7%	10.1%	3.2%
Q9d Quality of the City or County cable television channels	13.1%	41.1%	27.4%	11.9%	6.5%
Q9e Quality of the City website	11.3%	43.0%	34.9%	8.1%	2.7%
Q9f Level of public involvement in local decisions	7.9%	32.3%	36.4%	16.3%	7.1%

**Q10. Please rate your overall satisfaction with the following services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=575)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10a Maintenance of City parks	29.7%	54.4%	10.8%	1.7%	0.0%	3.3%
Q10b Quality of park facilities	24.9%	53.9%	13.9%	3.5%	0.3%	3.5%
Q10c Number of parks in the City	21.9%	48.0%	19.3%	6.4%	1.0%	3.3%
Q10d Maintenance and image of the City's community centers	15.8%	55.0%	17.4%	1.7%	0.0%	10.1%
Q10e Availability of meeting spaces in the City	8.9%	36.9%	25.0%	8.0%	1.6%	19.7%
Q10f Number of walking/biking trails in the City	23.1%	46.6%	19.1%	7.5%	0.7%	3.0%
Q10g City's outdoor swimming pool	20.2%	40.3%	20.7%	5.7%	2.1%	11.0%
Q10h The Buffalo Dunes Golf Course	19.0%	23.8%	20.0%	0.9%	0.5%	35.8%
Q10i Quality of outdoor athletic fields in the City	16.3%	44.7%	19.5%	5.0%	1.6%	12.9%
Q10j The City's youth athletic programs	13.4%	42.4%	20.3%	4.7%	1.2%	17.9%
Q10k The City's adult athletic programs	12.0%	41.7%	23.0%	3.1%	1.0%	19.1%
Q10l After school programs provided by the City	8.7%	26.8%	25.7%	8.7%	2.3%	27.8%
Q10m Ease of registering for City recreation programs	14.4%	37.4%	22.4%	2.8%	0.3%	22.6%

**Q10. Please rate your overall satisfaction with the following services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't knows")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10a Maintenance of City parks	30.8%	56.3%	11.2%	1.8%	0.0%
Q10b Quality of park facilities	25.8%	55.9%	14.4%	3.6%	0.4%
Q10c Number of parks in the City	22.7%	49.6%	20.0%	6.7%	1.1%
Q10d Maintenance and image of the City's community centers	17.6%	61.1%	19.3%	1.9%	0.0%
Q10e Availability of meeting spaces in the City	11.0%	45.9%	31.2%	10.0%	1.9%
Q10f Number of walking/biking trails in the City	23.8%	48.0%	19.7%	7.7%	0.7%
Q10g City's outdoor swimming pool	22.7%	45.3%	23.2%	6.4%	2.3%
Q10h The Buffalo Dunes Golf Course	29.5%	37.1%	31.2%	1.4%	0.8%
Q10i Quality of outdoor athletic fields in the City	18.8%	51.3%	22.4%	5.8%	1.8%
Q10j The City's youth athletic programs	16.3%	51.7%	24.8%	5.7%	1.5%
Q10k The City's adult athletic programs	14.8%	51.6%	28.4%	3.9%	1.3%
Q10l After school programs provided by the City	12.0%	37.1%	35.7%	12.0%	3.1%
Q10m Ease of registering for City recreation programs	18.7%	48.3%	29.0%	3.6%	0.4%

**Q11. Which three of the services listed in Question #10 do you think should receive the most emphasis from the City leaders over the next two years?**

<u>Q11 1<sup>st</sup> choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	88	15.3 %
B=Quality of park facilities	47	8.2 %
C=Number of parks	48	8.3 %
D=Maintenance of Community centers	32	5.6 %
E=Availability of meeting spaces	40	7.0 %
F=Number of walking/biking trails	42	7.3 %
G=Outdoor swimming pool	39	6.8 %
H=Th Buffalo Dunes Golf Course	9	1.6 %
I=Quality of outdoor athletic fields	18	3.1 %
J=Youth athletic programs	29	5.0 %
K=Adult athletic programs	5	0.9 %
L=After school programs	53	9.2 %
M=Registering for Recreation programs	4	0.7 %
Z=No Response	121	21.0 %
Total	575	100.0 %

**Q11. Which three of the services listed in Question #10 do you think should receive the most emphasis from the City leaders over the next two years?**

<u>Q11 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	34	5.9 %
B=Quality of park facilities	52	9.0 %
C=Number of parks	32	5.6 %
D=Maintenance of Community centers	30	5.2 %
E=Availability of meeting spaces	33	5.7 %
F=Number of walking/biking trails	54	9.4 %
G=Outdoor swimming pool	40	7.0 %
H=Th Buffalo Dunes Golf Course	10	1.7 %
I=Quality of outdoor athletic fields	27	4.7 %
J=Youth athletic programs	31	5.4 %
K=Adult athletic programs	17	3.0 %
L=After school programs	38	6.6 %
M=Registering for Recreation programs	10	1.7 %
Z=No Response	167	29.0 %
Total	575	100.0 %

**Q11. Which three of the services listed in Question #10 do you think should receive the most emphasis from the City leaders over the next two years?**

<u>Q11 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	35	6.1 %
B=Quality of park facilities	42	7.3 %
C=Number of parks	24	4.2 %
D=Maintenance of Community centers	21	3.7 %
E=Availability of meeting spaces	21	3.7 %
F=Number of walking/biking trails	41	7.1 %
G=Outdoor swimming pool	26	4.5 %
H=Th Buffalo Dunes Golf Course	8	1.4 %
I=Quality of outdoor athletic fields	30	5.2 %
J=Youth athletic programs	27	4.7 %
K=Adult athletic programs	22	3.8 %
L=After school programs	47	8.2 %
M=Registering for Recreation programs	15	2.6 %
Z=No Response	216	37.6 %
Total	575	100.0 %

**Q11. Which three of the services listed in Question #10 do you think should receive the most emphasis from the City leaders over the next two years?**

<u>Q11 all three choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	157	27.3 %
B=Quality of park facilities	141	24.5 %
C=Number of parks	104	18.1 %
D=Maintenance of Community centers	83	14.4 %
E=Availability of meeting spaces	94	16.3 %
F=Number of walking/biking trails	137	23.8 %
G=Outdoor swimming pool	105	18.3 %
H=Th Buffalo Dunes Golf Course	27	4.7 %
I=Quality of outdoor athletic fields	75	13.0 %
J=Youth athletic programs	87	15.1 %
K=Adult athletic programs	44	7.7 %
L=After school programs	138	24.0 %
M=Registering for Recreation programs	29	5.0 %
Z=No Response	121	21.0 %
Total	1342	

**Q12. Please rate your overall satisfaction with the following code enforcement services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=575)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12a Junk and debris cleaning up on private property	11.0%	30.6%	21.9%	22.3%	9.9%	4.3%
Q12b Mowing and cutting weeds and grass on private property	13.2%	29.4%	23.1%	20.9%	7.8%	5.6%
Q12c Exterior maintenance of residential property	9.9%	28.0%	27.8%	20.5%	7.3%	6.4%
Q12d Sign regulations	9.9%	39.8%	31.0%	6.1%	3.5%	9.7%
Q12e Animal control services	10.8%	42.6%	24.0%	10.1%	6.6%	5.9%
Q12f Parking regulations in neighborhood	11.0%	44.3%	25.0%	8.5%	4.3%	6.8%

**Q12. Please rate your overall satisfaction with the following code enforcement services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't knows")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12a Junk and debris cleaning up on private property	11.5%	32.0%	22.9%	23.3%	10.4%
Q12b Mowing and cutting weeds and grass on private property	14.0%	31.1%	24.5%	22.1%	8.3%
Q12c Exterior maintenance of residential property	10.6%	29.9%	29.7%	21.9%	7.8%
Q12d Sign regulations	11.0%	44.1%	34.3%	6.7%	3.9%
Q12e Animal control services	11.5%	45.3%	25.5%	10.7%	7.0%
Q12f Parking regulations in neighborhood	11.8%	47.6%	26.9%	9.1%	4.7%

**Q13. Please rate your overall satisfaction with the following city utility services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=575)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13a Residential trash collection services	31.3%	50.4%	11.0%	4.2%	1.2%	1.9%
Q13b Recycling drop-off services	13.7%	34.8%	25.4%	7.1%	2.8%	16.2%
Q13c Bulky item pick up/removal services	22.4%	45.9%	16.0%	7.3%	1.6%	6.8%
Q13d Water services	23.5%	57.2%	12.9%	3.5%	0.7%	2.3%
Q13e Wastewater services	20.7%	57.7%	14.6%	1.4%	0.2%	5.4%
Q13f Electric services	23.1%	59.3%	13.4%	1.6%	0.3%	2.3%

**Q13. Please rate your overall satisfaction with the following city utility services using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't knows")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a Residential trash collection services	31.9%	51.4%	11.2%	4.3%	1.2%
Q13b Recycling drop-off services	16.4%	41.5%	30.3%	8.5%	3.3%
Q13c Bulky item pick up/removal services	24.1%	49.3%	17.2%	7.8%	1.7%
Q13d Water services	24.0%	58.5%	13.2%	3.6%	0.7%
Q13e Wastewater services	21.9%	61.0%	15.4%	1.5%	0.2%
Q13f Electric services	23.7%	60.7%	13.7%	1.6%	0.4%

**Q14. Have you called the City with a question, problem, or complaint during the past year?**

Q14 Contacted the City during the past year	Number	Percent
1=Yes	204	35.5 %
2=No	371	64.5 %
Total	575	100.0 %

**Q14a-e. [if yes to Q14] Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees with whom you interacted with regard to the following:**

(N=204)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14a Easiness to contact	28.9%	47.5%	14.2%	4.9%	3.9%	0.5%
Q14b The way being treated	30.4%	41.7%	17.6%	4.9%	4.4%	1.0%
Q14c Accuracy of the information given	25.5%	37.7%	17.6%	9.8%	8.3%	1.0%
Q14d Timeliness of City staff's responses	25.5%	34.3%	16.2%	9.3%	13.7%	1.0%
Q14e How the issue was handled	27.5%	33.3%	15.7%	10.8%	11.8%	1.0%

**Q14a-e. Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees with whom you interacted with regard to the following: (without "don't knows")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14a Easiness to contact	29.1%	47.8%	14.3%	4.9%	3.9%
Q14b The way being treated	30.7%	42.1%	17.8%	5.0%	4.5%
Q14c Accuracy of the information given	25.7%	38.1%	17.8%	9.9%	8.4%
Q14d Timeliness of City staff's responses	25.7%	34.7%	16.3%	9.4%	13.9%
Q14e How the issue was handled	27.7%	33.7%	15.8%	10.9%	11.9%

**Q15. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Garden City with regard to the following:**

(N=575)

	Excellent	Good	Neutral	Below Average	Poor	Don't know
Q15a As a place to live	22.6%	54.4%	13.9%	5.9%	1.9%	1.2%
Q15b As a place to raise children	21.7%	41.7%	18.8%	10.4%	3.5%	3.8%
Q15c As a place to work	18.1%	51.7%	19.0%	6.4%	3.0%	1.9%
Q15d As a place to retire	16.0%	30.6%	20.0%	17.4%	11.0%	5.0%
Q15e As a place to visit	15.0%	35.8%	23.3%	16.5%	7.8%	1.6%
Q15f Moving in the right direction	19.0%	38.8%	21.9%	9.9%	6.1%	4.3%

**Q15. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Garden City with regard to the following: (without "don't knows")**

	Excellent	Good	Neutral	Below Average	Poor
Q15a As a place to live	22.9%	55.1%	14.1%	6.0%	1.9%
Q15b As a place to raise children	22.6%	43.4%	19.5%	10.8%	3.6%
Q15c As a place to work	18.4%	52.7%	19.3%	6.6%	3.0%
Q15d As a place to retire	16.8%	32.2%	21.1%	18.3%	11.5%
Q15e As a place to visit	15.2%	36.4%	23.7%	16.8%	8.0%
Q15f Moving in the right direction	19.8%	40.5%	22.9%	10.4%	6.4%

**Q16. Using a scale of 1 to 5 where 5 means "very supportive" and 1 means "not supportive at all," please indicate how supportive you would be of having the City complete the following projects.**

(N=575)

	Very supportive	Supportive	Neutral	Not very supportive	Not at all supportive	Don't know
Q16a Outdoor stage in Finnup Park	22.4%	28.5%	20.5%	15.0%	7.1%	6.4%
Q16b State Theater renovation	23.1%	24.5%	23.5%	14.4%	8.5%	5.9%
Q16c Southeast Community Park improvements	17.9%	27.7%	28.3%	10.1%	6.1%	9.9%
Q16d 3rd Fire Station/Police Substation in eastern Garden City	28.0%	33.9%	16.0%	10.3%	6.1%	5.7%
Q16e Expansion of the Recreation Center	23.8%	31.1%	24.3%	8.2%	7.3%	5.2%
Q16f Improvements to the Big Pool	29.0%	28.7%	21.7%	8.0%	6.8%	5.7%
Q16g Indoor Civic/Performing Arts Center	34.4%	24.0%	19.0%	9.9%	5.6%	7.1%
Q16h Resurfacing/reconstruction of Mary Street	39.8%	32.3%	15.7%	4.5%	1.7%	5.9%

**Q16. Using a scale of 1 to 5 where 5 means "very supportive" and 1 means "not supportive at all," please indicate how supportive you would be of having the City complete the following projects. (without "don't knows")**

	Very supportive	Supportive	Neutral	Not very supportive	Not at all supportive
Q16a Outdoor stage in Finnup Park	24.0%	30.5%	21.9%	16.0%	7.6%
Q16b State Theater renovation	24.6%	26.1%	25.0%	15.3%	9.1%
Q16c Southeast Community Park improvements	19.9%	30.7%	31.5%	11.2%	6.8%
Q16d 3rd Fire Station/Police Substation in eastern Garden City	29.7%	36.0%	17.0%	10.9%	6.5%
Q16e Expansion of the Recreation Center	25.1%	32.8%	25.7%	8.6%	7.7%
Q16f Improvements to the Big Pool	30.8%	30.4%	23.1%	8.5%	7.2%
Q16g Indoor Civic/Performing Arts Center	37.1%	25.8%	20.4%	10.7%	6.0%
Q16h Resurfacing/reconstruction of Mary Street	42.3%	34.4%	16.6%	4.8%	1.8%

**Q17. Which three of the capital improvement projects listed in Question #16 should be the City's top priorities?**

<u>Q17 Top choice</u>	<u>Number</u>	<u>Percent</u>
A=Outdoor stage in Finnup Park	48	8.3 %
B=State Theater renovation	26	4.5 %
C=Southeast Community Park	14	2.4 %
D=3rd Fire Station/Police Substation	84	14.6 %
E=Expansion of Recreation Center	29	5.0 %
F=Improvements to Big Pool	33	5.7 %
G=Indoor Civic Arts Center	86	15.0 %
H=Resurfacing Mary Street	159	27.7 %
Z=No Response	96	16.7 %
Total	575	100.0 %

**Q17. Which three of the capital improvement projects listed in Question #16 should be the City's top priorities?**

<u>Q17 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Outdoor stage in Finnup Park	52	9.0 %
B=State Theater renovation	40	7.0 %
C=Southeast Community Park	25	4.3 %
D=3rd Fire Station/Police Substation	73	12.7 %
E=Expansion of Recreation Center	50	8.7 %
F=Improvements to Big Pool	52	9.0 %
G=Indoor Civic Arts Center	75	13.0 %
H=Resurfacing Mary Street	80	13.9 %
Z=No Response	128	22.3 %
Total	575	100.0 %

**Q17. Which three of the capital improvement projects listed in Question #16 should be the City's top priorities?**

<u>Q17 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Outdoor stage in Finnup Park	62	10.8 %
B=State Theater renovation	44	7.7 %
C=Southeast Community Park	41	7.1 %
D=3rd Fire Station/Police Substation	58	10.1 %
E=Expansion of Recreation Center	48	8.3 %
F=Improvements to Big Pool	51	8.9 %
G=Indoor Civic Arts Center	39	6.8 %
H=Resurfacing Mary Street	63	11.0 %
Z=No Response	169	29.4 %
Total	575	100.0 %

**Q17. Which three of the capital improvement projects listed in Question #16 should be the City's top priorities?**

<u>Q17 all three choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Outdoor stage in Finnup Park	162	28.2 %
B=State Theater renovation	110	19.1 %
C=Southeast Community Park	80	13.9 %
D=3rd Fire Station/Police Substation	215	37.4 %
E=Expansion of Recreation Center	127	22.1 %
F=Improvements to Big Pool	136	23.7 %
G=Indoor Civic Arts Center	200	34.8 %
H=Resurfacing Mary Street	302	52.5 %
Z=No Response	96	16.7 %
Total	1428	

**Q18. Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with arts and culture issues.**

(N=575)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18a Maintenance of historic buildings	12.2%	35.5%	26.5%	12.4%	3.0%	10.5%
Q18b Overall appearance of downtown	17.9%	49.6%	17.2%	8.7%	2.4%	4.2%
Q18c City sponsored special events	11.8%	46.4%	22.6%	7.7%	3.1%	8.3%
Q18d Sculptures in public areas	21.2%	43.3%	21.6%	3.3%	1.6%	9.0%

**Q18. Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with arts and culture issues. (without "don't knows")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18a Maintenance of historic buildings	13.6%	39.7%	29.6%	13.8%	3.3%
Q18b Overall appearance of downtown	18.7%	51.7%	18.0%	9.1%	2.5%
Q18c City sponsored special events	12.9%	50.7%	24.7%	8.3%	3.4%
Q18d Sculptures in public areas	23.3%	47.6%	23.7%	3.6%	1.7%

**Q19. Do you have persons under 18 years of age living in your household?**

<u>Q19 Persons under 18 years of age living in household</u>	<u>Number</u>	<u>Percent</u>
1=Yes	230	40.0 %
2=No	345	60.0 %
Total	575	100.0 %

**Q20. Approximately how many years have you lived in the City of Garden City?**

<u>Q20 Years lived in the City of Garden City</u>	<u>Number</u>	<u>Percent</u>
1=Less than 5 years	55	9.6 %
2=5-10 years	64	11.2 %
3=11-20 years	127	22.2 %
4=More than 20 years	325	56.9 %
Total	571	100.0 %

**Q21. Counting yourself, how many people in your household are?**

	<u>Mean</u>	<u>Sum</u>
number	2.9	1642
Under age 5	0.2	129
Ages 5-9	0.3	147
Ages 10-14	0.3	143
Ages 15-19	0.2	127
Ages 20-24	0.1	75
Ages 25-34	0.3	169
Ages 35-44	0.4	212
Ages 45-54	0.5	263
Ages 55-64	0.4	220
Ages 65-74	0.2	132
Ages 75+	0.1	29

**Q22. Please indicate your total annual household income:**

Q22 Total annual household income	Number	Percent
1=Under \$30K	129	22.4 %
2=\$30K to \$59,999	211	36.7 %
3=\$60K to \$99,999	121	21.0 %
4=100K+	63	11.0 %
9=No Response	51	8.9 %
Total	575	100.0 %

**Q22. Please indicate your total annual household income: (without "no response")**

Q22 Total annual household income	Number	Percent
Under \$30K	129	24.6 %
\$30K to \$59,999	211	40.3 %
\$60K to \$99,999	121	23.1 %
100K+	63	12.0 %
Total	524	100.0 %

**Q23. Which of the following describes your race?**

Q23. Race	Number	Percent
1=African American/Black	8	1.4 %
2=Asian/Pacific Islander	6	1.0 %
3=American Indian	13	2.3 %
4=White/Caucasian	368	64.0 %
5=Other	199	34.6 %
9=No Response	1	0.2 %
Total	595	

**Q23. Other**

Q23 Other	Number	Percent
AMERICAN	2	1.1 %
AMERICAN HISPANIC	1	0.5 %
CENTRO AMERICA	1	0.5 %
DURANGO HISPANIC	1	0.5 %
EL SALVADOR	1	0.5 %
HISPANIC	156	85.7 %
HISPANIC LATINA	1	0.5 %
HISPANIC/WHITE	1	0.5 %
HONDURAS	1	0.5 %
MEXICAN	6	3.3 %
MEXICAN AMERICAN	6	3.3 %
MEXICO	1	0.5 %
MICHOACOAN MEXICAN	1	0.5 %
NAYART MEXICO	1	0.5 %
SPANISH	1	0.5 %
WHITE HISPANIC	1	0.5 %
Total	182	100.0 %

**Q24. Are you of Hispanic, Latino, or other Spanish ancestry?**

<u>Q24 Hispanic, Latino, or other Spanish ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	222	39.9 %
No	335	60.1 %
Total	557	100.0 %

**Q26. Your gender:**

<u>Q26 Gender</u>	<u>Number</u>	<u>Percent</u>
Male	267	46.4 %
Female	308	53.6 %
Total	575	100.0 %

**Section 6:**  
***Survey Instrument***

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January 2009

**CITY COMMISSION**

**DAVID D. CRASE,**  
*Mayor*

**JAMES R. BEHAN**  
**JOHN DOLL**  
**NANCY J. HARNESS**  
**REYNALDO R. MESA**

**MATTHEW C. ALLEN**  
*City Manager*

**MELINDA A. HITZ, CPA**  
*Finance Director*

**RANDALL D. GRISELL**  
*City Counselor*

Dear Garden City Resident,

The City of Garden City is requesting your help and a few minutes of your time! You have been randomly chosen to participate in a survey designed to gather resident opinions and feedback on city programs and services. The information requested in this survey will be used to improve and modify existing programs and determine the future needs of residents in the City of Garden City.

**We greatly appreciate your time.** We realize that this survey takes some time to complete; however, every question is important. The time you invest in this survey will influence decisions made about your city's future.

**Please return your completed survey in the next week using the postage-paid envelope provided.** The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading firms in the field of local government research. They will present the results to the city later this spring. Individual responses to the survey will remain confidential.

Please contact the City Manager's Office at (620) 276-1160 if you have any questions.

Thank you for your participation.

Sincerely,

Matthew C. Allen  
*City Manager*

**CITY ADMINISTRATIVE  
CENTER  
301 N. 8<sup>TH</sup>  
P.O. BOX 499  
GARDEN CITY, KS  
67846-0499  
620.276.1160  
FAX 620.276.1169  
[www.garden-city.org](http://www.garden-city.org)**

## 2009 Garden City Community Survey

**Thank you for taking time to complete this important survey. City leaders will use your input to help set community priorities so that the City's dollars are spent wisely. When you are finished, please return your completed survey in the postage-paid envelope provided.**

- 1. Please rate your overall satisfaction with each of the following services provided by the City of Garden City. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

<b>How Satisfied are you with:</b>		<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>Don't Know</b>
A.	Quality of police service	5	4	3	2	1	9
B.	Quality of fire services	5	4	3	2	1	9
C.	How well the City is prepared for emergencies	5	4	3	2	1	9
D.	Overall maintenance of City streets, sidewalks and infrastructure	5	4	3	2	1	9
E.	Overall effectiveness of communication by the city	5	4	3	2	1	9
F.	Overall flow of traffic and congestion management on City streets	5	4	3	2	1	9
G.	Overall quality of the city's stormwater management system	5	4	3	2	1	9
H.	Overall quality of water utility services	5	4	3	2	1	9
I.	Overall quality of wastewater utility services	5	4	3	2	1	9
J.	Overall quality of trash services	5	4	3	2	1	9
K.	Overall quality of our Electric Utility	5	4	3	2	1	9
L.	Overall quality of public transportation services	5	4	3	2	1	9
M.	Quality of parks and recreation programs and facilities	5	4	3	2	1	9
N.	Overall quality of customer service provided by the City	5	4	3	2	1	9
O.	Enforcement of local codes and ordinances	5	4	3	2	1	9

- 2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Reread list; record the letters below using the letters from the list in Question 1 above].**

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

3. **Some items that may influence your perception of the City of Garden City are listed below. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”**

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall value that you receive for your city taxes and fees	5	4	3	2	1	9
B.	Overall image of the City	5	4	3	2	1	9
C.	Overall quality of City services	5	4	3	2	1	9
D.	Overall quality of life in the City	5	4	3	2	1	9
E.	How well Garden City is planning growth	5	4	3	2	1	9
F.	Appearance of the City	5	4	3	2	1	9

4. **Please rate your overall satisfaction with each of the following public safety services using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”**

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	Visibility of police in neighborhoods	5	4	3	2	1	9
C.	Visibility of police in commercial and retail areas	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Efforts by local government in your area to prevent crime	5	4	3	2	1	9
F.	Enforcement of local traffic laws	5	4	3	2	1	9
G.	Animal control services	5	4	3	2	1	9
H.	Parking enforcement services	5	4	3	2	1	9
I.	Police safety education programs	5	4	3	2	1	9
J.	Overall quality of fire services	5	4	3	2	1	9
K.	Overall quality of emergency medical services	5	4	3	2	1	9
L.	How quickly fire services personnel respond	5	4	3	2	1	9
M.	Fire education programs provided by the City	5	4	3	2	1	9
N.	Fire inspection programs provided by the City	5	4	3	2	1	9

5. **Which THREE of these public safety services do you think should receive the most emphasis from City leaders over the next TWO Years?** [Reread list; record the letters below using the letters from the list in Question 4 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

6. Using a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe,” please rate how safe you feel in the following situations:

<b>How safe do you feel:</b>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	Walking in your neighborhood during the day	5	4	3	2	1	9
B.	Walking in your neighborhood after dark	5	4	3	2	1	9
C.	Allowing your children to walk to school	5	4	3	2	1	9
D.	In Downtown Garden City	5	4	3	2	1	9
E.	In City parks	5	4	3	2	1	9

7. Please rate your overall satisfaction with each of the following maintenance services using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Condition of major streets in Garden City	5	4	3	2	1	9
B.	Condition of streets in your neighborhood	5	4	3	2	1	9
C.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
D.	Condition of street signs/traffic signals in Garden City	5	4	3	2	1	9
E.	Adequacy of street lighting in your neighborhood	5	4	3	2	1	9
F.	Snow/ice removal on major City streets	5	4	3	2	1	9
G.	Snow/ice removal on streets in your neighborhood	5	4	3	2	1	9
H.	Tree trimming along City streets	5	4	3	2	1	9
I.	Cleanliness of streets and other public areas	5	4	3	2	1	9

8. Which **THREE** of these maintenance services do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Reread list; record the letters below using the letters from the list in Question 7 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

**9. Please rate your overall satisfaction with each of the following public information services using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”**

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of information about local governmental services and activities	5	4	3	2	1	9
B.	Timeliness of information provided by your local government	5	4	3	2	1	9
C.	Efforts by local government to keep you informed about local issues	5	4	3	2	1	9
D.	The quality of your city or county cable television channel	5	4	3	2	1	9
E.	The quality of the city website	5	4	3	2	1	9
F.	The level of public involvement in local decisions	5	4	3	2	1	9

**10. Please rate your overall satisfaction with each of the following parks and recreation services using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”**

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Quality of park facilities, such as picnic shelters and playgrounds, at City parks	5	4	3	2	1	9
C.	Number of parks in the City	5	4	3	2	1	9
D.	Maintenance and appearance of the City's community centers	5	4	3	2	1	9
E.	Availability of meeting space in the City	5	4	3	2	1	9
F.	Number of walking/biking trails in Garden City	5	4	3	2	1	9
G.	City's outdoor swimming pool	5	4	3	2	1	9
H.	The Buffalo Dunes Golf Course	5	4	3	2	1	9
I.	Quality of outdoor athletic fields in Garden City	5	4	3	2	1	9
J.	The City's youth athletic programs	5	4	3	2	1	9
K.	The City's adult athletic programs	5	4	3	2	1	9
L.	After school programs provided by the City	5	4	3	2	1	9
M.	Ease of registering for City recreation programs	5	4	3	2	1	9

**11. Which THREE of these parks and recreation services do you think should receive the most emphasis from City leaders over the next TWO Years? [Reread list; record the letters below using the letters from the list in Question 10 above].**

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

**12. Please rate your overall satisfaction with each of the following code enforcement services using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”**

<b>How Satisfied are you with City efforts to:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforce the clean up of junk and debris on private property	5	4	3	2	1	9
B.	Enforce the mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforce the exterior maintenance of residential property	5	4	3	2	1	9
D.	Enforce sign regulations	5	4	3	2	1	9
E.	Provide animal control services	5	4	3	2	1	9
F.	Enforce parking regulations in your neighborhood	5	4	3	2	1	9

**13. Please rate your overall satisfaction with each of the following City utility services using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”**

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash collection service	5	4	3	2	1	9
B.	Recycling drop-off service	5	4	3	2	1	9
C.	Bulky item pick up/removal service (old furniture, appliances, etc.)	5	4	3	2	1	9
D.	Water service	5	4	3	2	1	9
E.	Wastewater service	5	4	3	2	1	9
F.	Electric service	5	4	3	2	1	9

**14. Have you called the City with a question, problem, or complaint during the past year?**

\_\_\_(1) Yes [answer Question a-e]

\_\_\_(2) No

**a-e.** [Only if “YES”] Using a 5-point scale where 5 means “very satisfied” and 1 means “very dissatisfied, ” please rate your satisfaction with the City employees with whom you interacted with regard to the following:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
a.	How easy they were to contact	5	4	3	2	1	9
b.	The way you were treated	5	4	3	2	1	9
c.	The accuracy of the information and the assistance you were given	5	4	3	2	1	9
d.	How quickly City staff responded to your request	5	4	3	2	1	9
e.	How well your issue was handled	5	4	3	2	1	9

15. Using a scale of 1 to 5 where 5 means “excellent” and 1 means “poor,” please rate the City of Garden City with regard to the following:

<b>How would you rate the City of Garden City:</b>	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9
D. As a place to retire	5	4	3	2	1	9
E. As a place to visit	5	4	3	2	1	9
F. As a City that is moving in the right direction	5	4	3	2	1	9

**OVERALL PRIORITIES**

16. Several projects that are being considered for the City’s Capital Improvement Plan are listed below. Using a scale of 1 to 5 where 5 means “very supportive” and 1 means “not supportive at all,” please indicate how supportive you would be of having the City complete the following projects.

<b>Capital Improvement Projects:</b>	Very Supportive	Supportive	Neutral	Not very Supportive	Not at all Supportive	Don't Know
A. Large outdoor stage and seating area in Finnup Park	5	4	3	2	1	9
B. State Theater Renovation	5	4	3	2	1	9
C. Southeast Community Park Improvements	5	4	3	2	1	9
D. 3 <sup>rd</sup> Fire Station/Police Substation in eastern Garden City	5	4	3	2	1	9
E. Expansion of the Recreation Center	5	4	3	2	1	9
F. Improvements to the Big Pool	5	4	3	2	1	9
G. Large indoor Civic/Performing Arts Center	5	4	3	2	1	9
H. Resurfacing/reconstruction of the unimproved portions of Mary Street.	5	4	3	2	1	9

17. Which **THREE** of the capital improvement projects listed above should be the City’s top investment priorities? [Record the letters below using the letters from the list in Question 16 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

**18. Arts and Culture** Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied" with arts and culture issues.

<b>How satisfied are you with Arts and Culture</b>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of Historic buildings	5	4	3	2	1	9
B. Overall appearance of our downtown	5	4	3	2	1	9
C. City-sponsored special events	5	4	3	2	1	9
D. Sculpture in public places	5	4	3	2	1	9

**DEMOGRAPHICS** (The purpose of the following questions is to assure that respondent demographics are comparable with those of the City overall. All responses are completely confidential.)

**19. Do you have persons under 18 years of age living in your household?**  
 \_\_\_\_ (1) Yes      \_\_\_\_ (2) No

**20. Approximately how many years have you lived in the City of Garden City?**  
 \_\_\_\_ (1) less than 5 years      \_\_\_\_ (3) 11-20 years  
 \_\_\_\_ (2) 5-10 years      \_\_\_\_ (4) more than 20 years

**21. Counting yourself, how many people in your household are?**  
 Under age 5 \_\_\_\_      Ages 20-24 \_\_\_\_      Ages 55-64 \_\_\_\_  
 Ages 5-9 \_\_\_\_      Ages 25-34 \_\_\_\_      Ages 65-74 \_\_\_\_  
 Ages 10-14 \_\_\_\_      Ages 35-44 \_\_\_\_      Ages 75+ \_\_\_\_  
 Ages 15-19 \_\_\_\_      Ages 45-54 \_\_\_\_

**22. Please indicate your total annual household income:**  
 \_\_\_\_ (1) Under \$30,000      \_\_\_\_ (3) \$60,000 to \$99,999  
 \_\_\_\_ (2) \$30,000 to \$59,999      \_\_\_\_ (4) \$100,000 or more

**23. Which of the following describes your race?** (check all that apply)  
 \_\_\_\_ (1) African American/Black  
 \_\_\_\_ (2) Asian/Pacific Islander  
 \_\_\_\_ (3) American Indian  
 \_\_\_\_ (4) White/Caucasian  
 \_\_\_\_ (5) Other: \_\_\_\_\_

**24. Are you of Hispanic, Latino, or other Spanish ancestry?**  
 \_\_\_\_ (1) Yes  
 \_\_\_\_ (2) No

**25. What is your Street Address:** \_\_\_\_\_

**26. Respondent's gender:**  
 \_\_\_\_ (1) Male  
 \_\_\_\_ (2) Female

**This concludes the survey. The City thanks you for your time!**

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.