

# 2015 City of Merriam Community Survey

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## Final Report

**Submitted to the City of Merriam, Kansas by:**

ETC Institute  
725 W. Frontier Circle  
Olathe, Kansas  
66061

**April 2015**



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# 2015 *DirectionFinder*® Survey

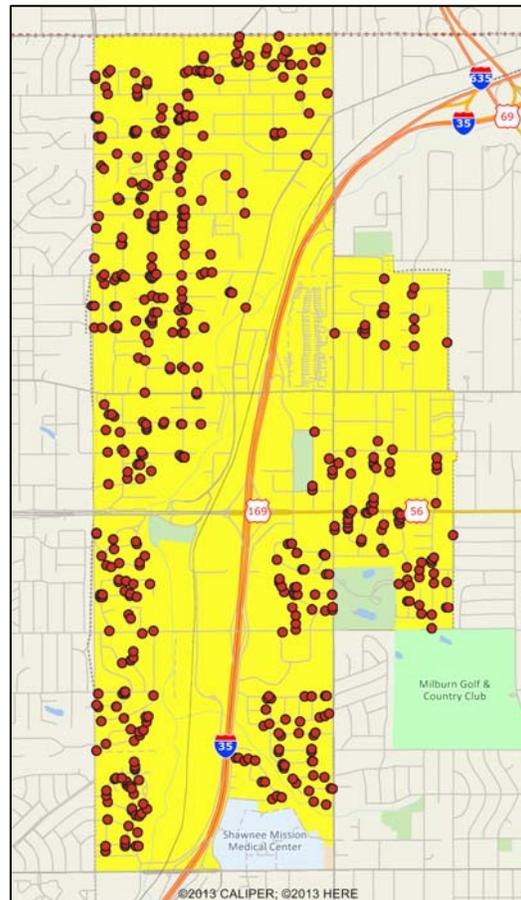
## Executive Summary Report

### Overview and Methodology

The City of Merriam conducted its third *DirectionFinder*® Survey during February and March of 2015. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's on-going planning process. The first survey was conducted in 2006.

The survey was five pages long and took approximately 15 minutes to complete. It was administered by mail to a random sample of 530 residents, exceeding the goal of 400 completed surveys by 130. The overall results of the survey have a precision of at least +/-4.2% at the 95% level of confidence.

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey along with comparisons to the results of the 2006 and 2012 surveys
- GIS maps that show the results of selected questions on the survey on maps of the City
- benchmarking data that shows how the survey results for Merriam compare to other communities
- importance-satisfaction analysis to help the City use survey data to set priorities
- tabular data for the overall results to each question of the survey and 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 to the benchmarking data from other communities. The percentage of “don’t know” responses for each question is provided in Section 5 (Tabular Data) of this report. When the “don’t know” responses have been excluded, the text of this report and the graphs will indicate that the responses have been excluded with the phrases “*among those who had an opinion*” or “*excluding don’t knows.*”

**The significant increases and decreases among all of the items assessed from 2012 to 2015 are listed below. Changes of 4% or more are considered significant.**

## Major Findings

- **Overall perception of Merriam.** Most of the residents surveyed who had an opinion were satisfied with the overall quality of City services (88%), the quality of life in the City (87%), the overall value received for City tax dollars and fees (74%) and the overall image of the City (73%). The value received for City tax dollars and fees was considerably higher than the national average and the Kansas City Metro average (see Benchmarks section).
  - **Significant Changes since 2012.** Among the categories of city services that were assessed, there was a **significant increase** in satisfaction (change of 4% or more) in two areas: (1) how the City is planning new development and redevelopment (+22%) and (2) overall image of the City (+12%). There were **no significant decreases** in satisfaction with overall perception since 2012.
  
- **Public Safety.** The highest levels of satisfaction with public safety services based on the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: the quality of local police protection (89%), the quality of local fire protection (87%), and how quickly the public safety personnel respond to emergencies (85%). Residents were least satisfied with the quality of animal control (63%). Among the public safety issues that were assessed, there was **one significant increase** since 2012: public interaction with the police department (+10%). There were **three significant decreases** since 2012: (1) quality of animal control (-6%), (2) the City’s overall efforts to prevent fires (-4%), and (3) enforcement of local traffic laws (-4%).
  
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based on the combined percentage of “very satisfied” and “satisfied” among residents who had an opinion were: the maintenance of city parks (90%), the Farmers Market at Merriam Marketplace (82%), and the number of city parks (81%). Among the parks and recreation issues that were assessed, there were **no significant increases and five significant decreases since 2012:**



(1) ease of registering for programs (-14%), (2) the City’s youth recreational programs (-7%), (3) fees charged for recreational programs (-6%), (4) Merriam Aquatic Center (-5%), and (5) Fitness Center at the Irene B. French Community Center (-4%).

- **Codes and Ordinances.** The highest levels of satisfaction with codes and ordinances, based on the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion were: enforcing the mowing and trimming of commercial property (68%), enforcing of maintenance of commercial property (63%), and enforcing sign regulations (61%). Among the codes and ordinances issues that were assessed, there was **one significant increase since 2012**: enforcing sign regulations (+4%). There were **no significant decreases**.
- **City Maintenance.** The highest levels of satisfaction with City maintenance services based on the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion were: snow removal on City streets (92%), mowing and trimming of public areas (89%), and maintenance of traffic signals and signs (89%). Among the maintenance issues that were assessed, there was **one significant increase since 2012**: condition of housing in neighborhoods (+4%). There were **three significant decreases**: (1) quality and timeliness of street rebuilding (-7%), (2) flow of traffic and congestion management (-5%), and (3) maintenance of City buildings (-4%).
- **City Leadership.** The highest levels of satisfaction with city leadership, based on the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion were: quality of leadership with elected officials (66%) and effectiveness of City Manager and appointed staff (65%). These two areas experienced a **significant increase of 5% since 2012**, and there were **no decreases**.
- **City Communication.** The highest levels of satisfaction with City communication, based on the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion were: quality of the City newsletter/parks and recreation brochure (81%) and availability of information about City programs and services (76%). Among the communication issues that were assessed, there was **one significant increase since 2012**: quality of the City’s web page (+9%). There were **no decreases**.



## Long-Term Trends

The significant increases and decreases among all of the items assessed from 2006 to 2015 are listed below. Changes of 4% or more are considered significant.

### Significant Long-Term Increases

- City employees doing what they said they would do in a timely manner (+15%)
- Public interaction with police department (+14%)
- Visibility of police in neighborhoods (+12%)
- Maintenance of curbs and sidewalks (+12%)
- Overall quality of City services (+11%)
- Overall value received for tax dollars and fees (+11%)
- Overall quality of life in the City (+10%)
- Farmers Market at Merriam Marketplace (+10%)
- Mowing and trimming of public areas (+9%)
- Flow of traffic and congestion management (+9%)
- Visibility of police in retail areas (+9%)
- City employees giving prompt, accurate and complete answers (+8%)
- City employees resolving an issue to the customer's satisfaction (+8%)
- Enforcing the maintenance of commercial property (+8%)
- Overall image of the City (+7%)
- Feeling of safety in neighborhoods (+7%)
- Maintenance of City buildings (+6%)
- Enforcing the clean-up of litter and debris (+6%)
- Enforcing the maintenance of residential property (+6%)
- Quality of local police protection (+6%)
- Enforcement of local traffic laws (+6%)
- Snow removal on City streets (+5%)
- Cleanliness of City streets and public areas (+5%)
- Walking and biking trails in the City (+5%)
- Adult recreation programs (+5%)
- Enforcing the mowing and trimming of residential property (+5%)
- Quality of animal control (+4%)
- Maintenance of storm water drainage system (+4%)
- Maintenance of traffic signals and signs (+4%)

### Significant Long-Term Decreases

- Merriam Aquatic Center (-4%)
- Senior recreation programs (-5%)
- Ease of registering for programs (-12%)

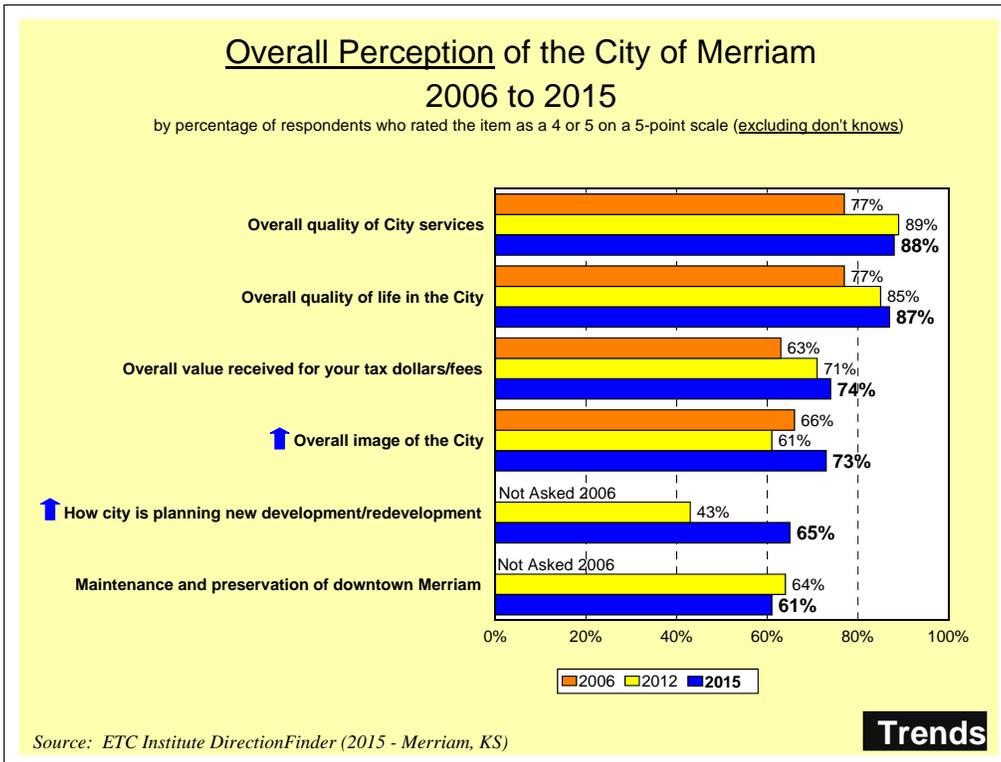
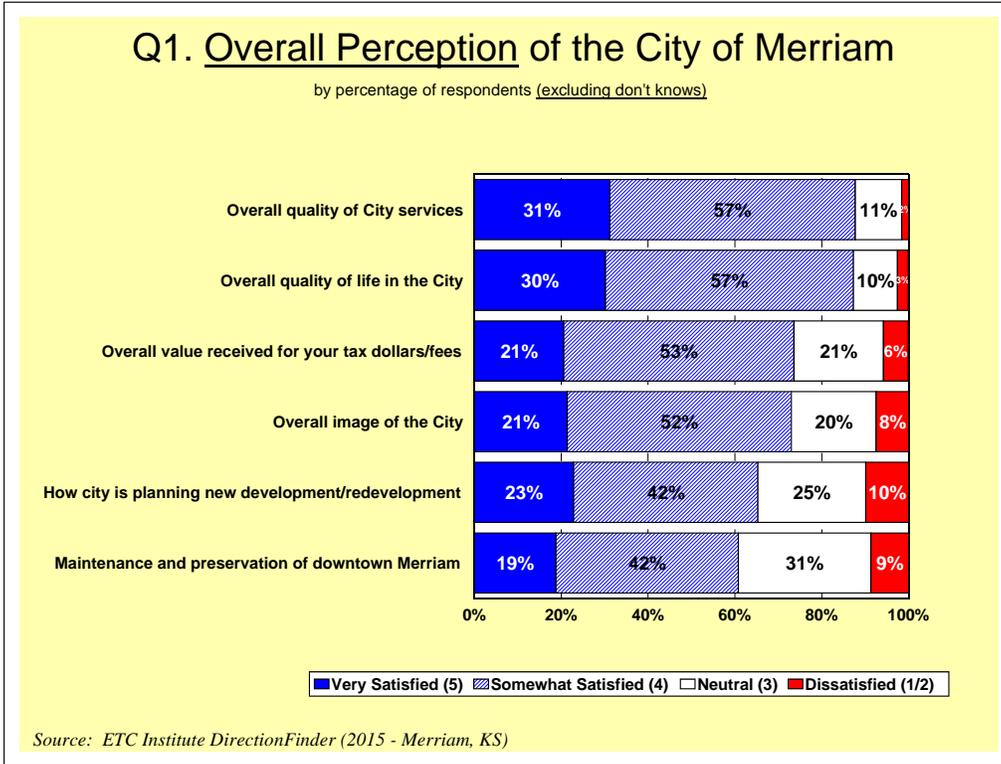


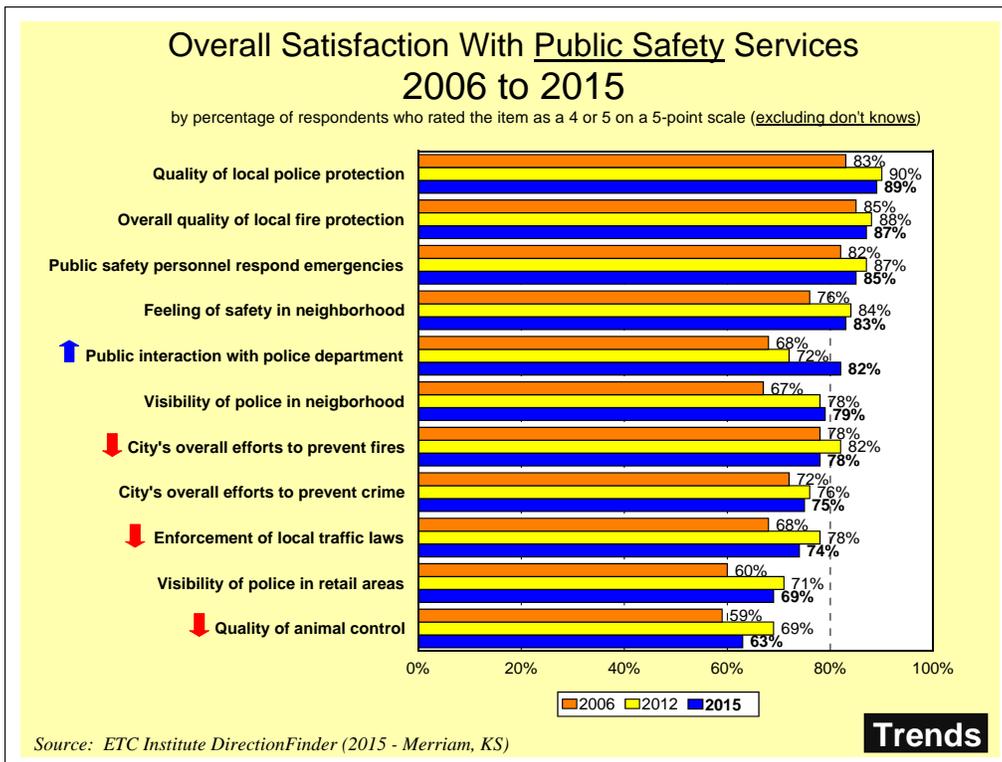
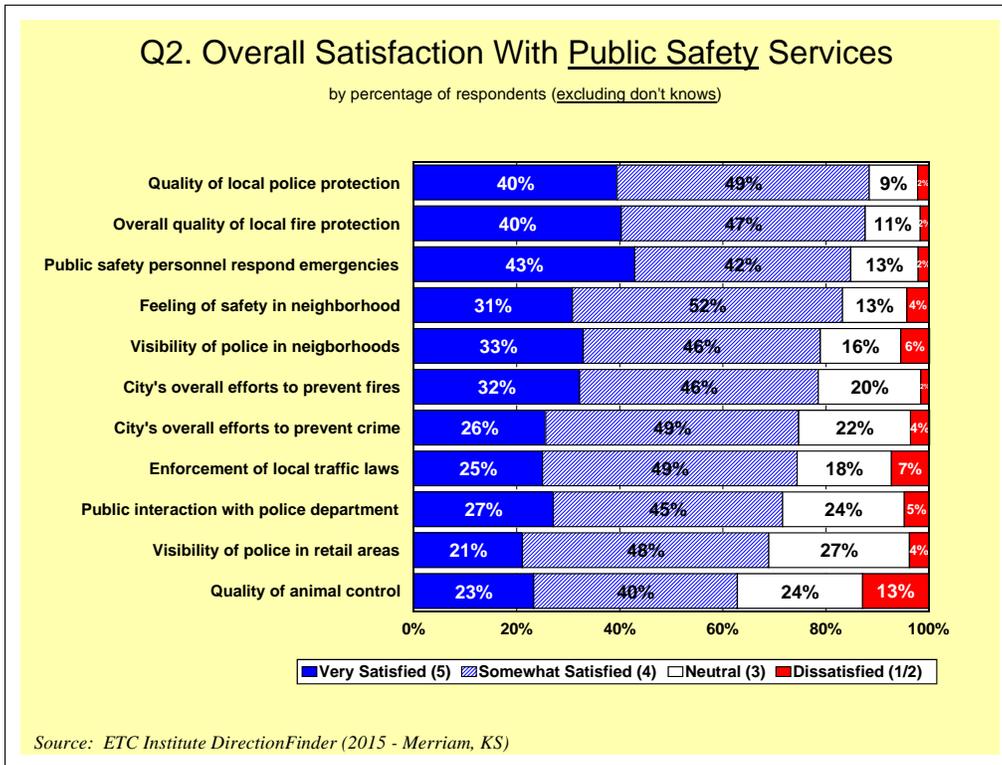
### **Other Findings**

- Of the residents surveyed who used the pool or Community Center over the past two years, 83% had a positive impression of the pool and 75% had a positive impression of the Community Center.
- Two-thirds (66%) of those surveyed feel the City should contemplate significant upgrades or potential replacements of the pool and Community Center.
- Ninety-one percent (91%) of those surveyed indicated it is important for the City to continue supporting a Community Center, and 88% believe it is important to continue supporting a municipal pool.

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

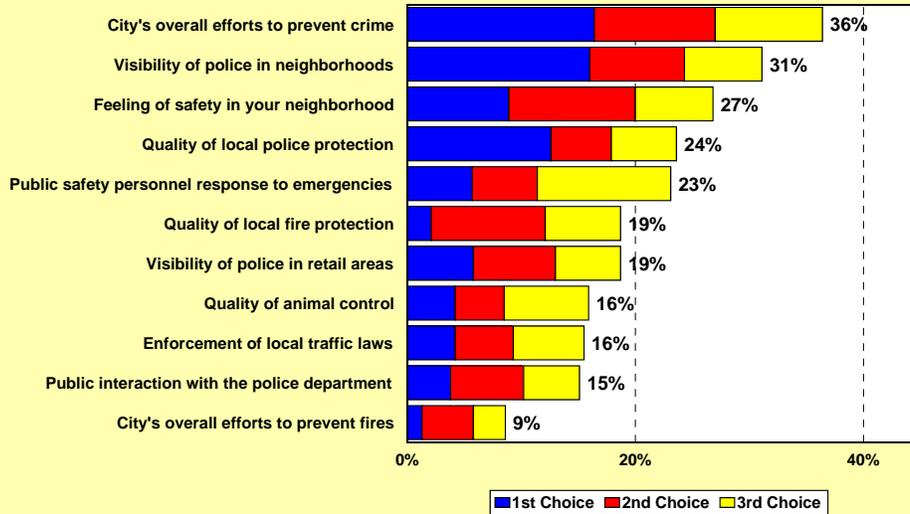
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### Q3. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

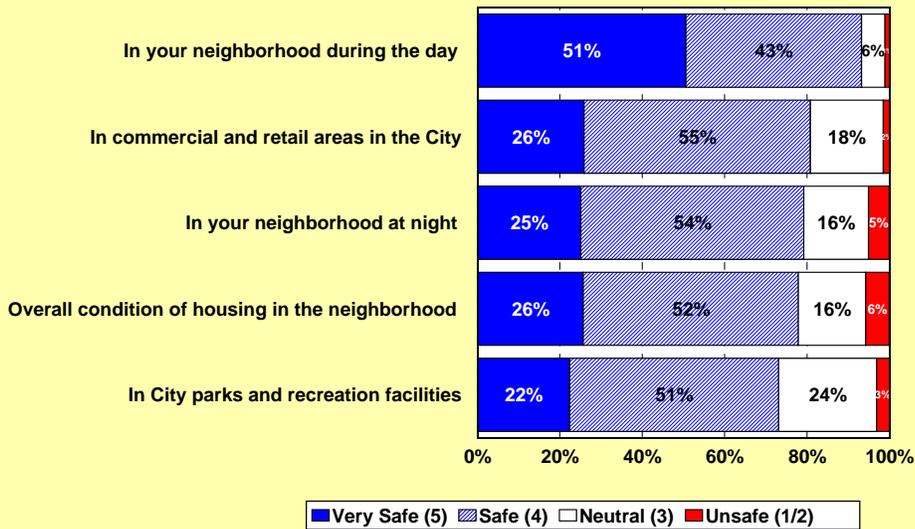
by percentage of respondents who selected the item as one of their top three choices



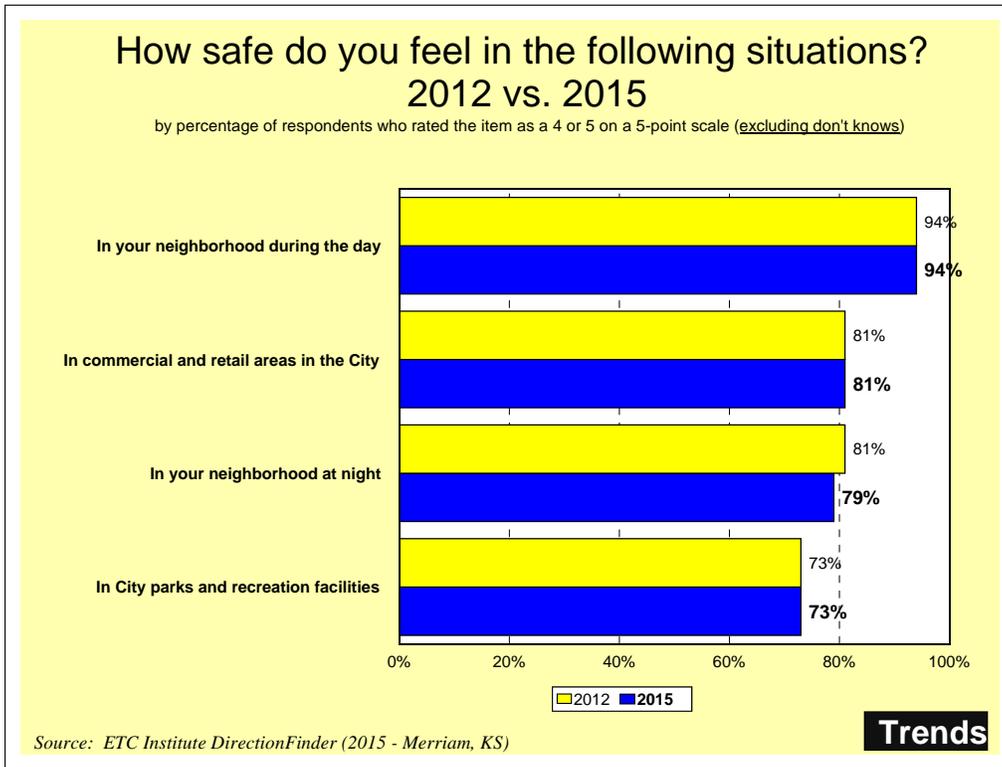
Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

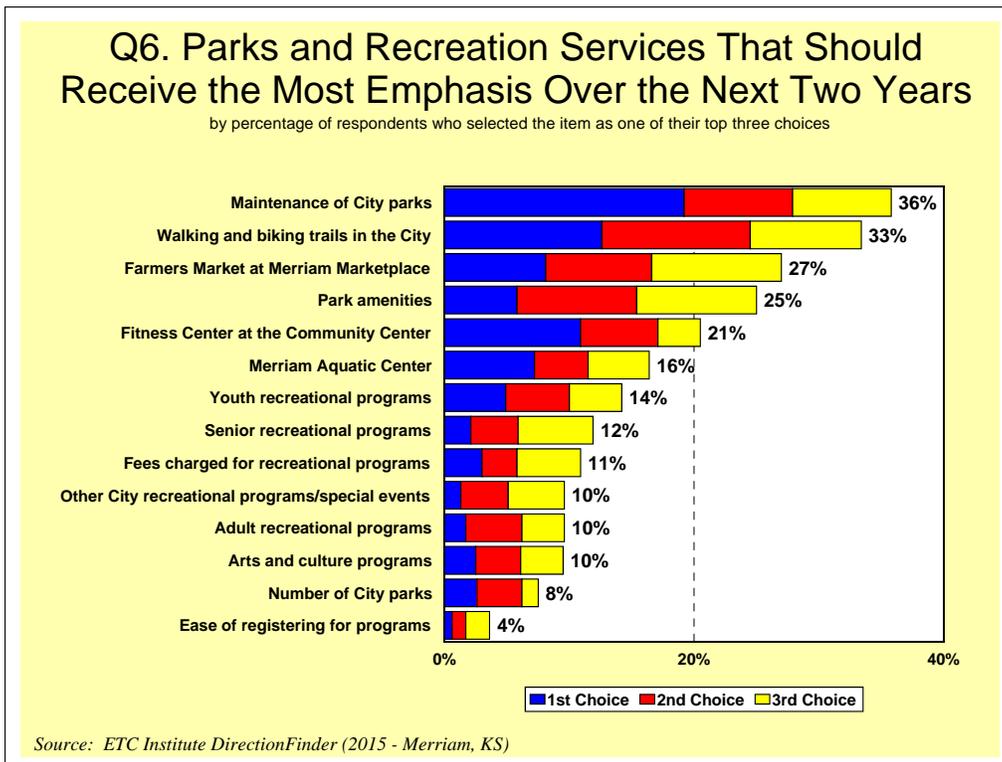
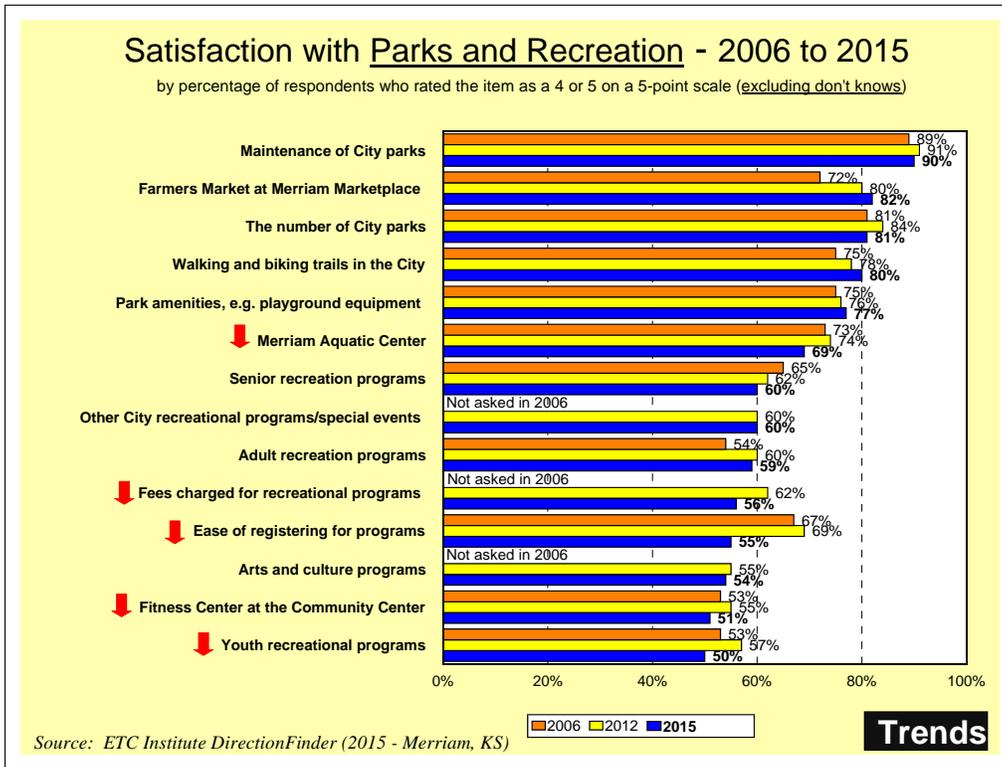
### Q4. How safe do you feel in the following situations?

by percentage of respondents (excluding don't knows)



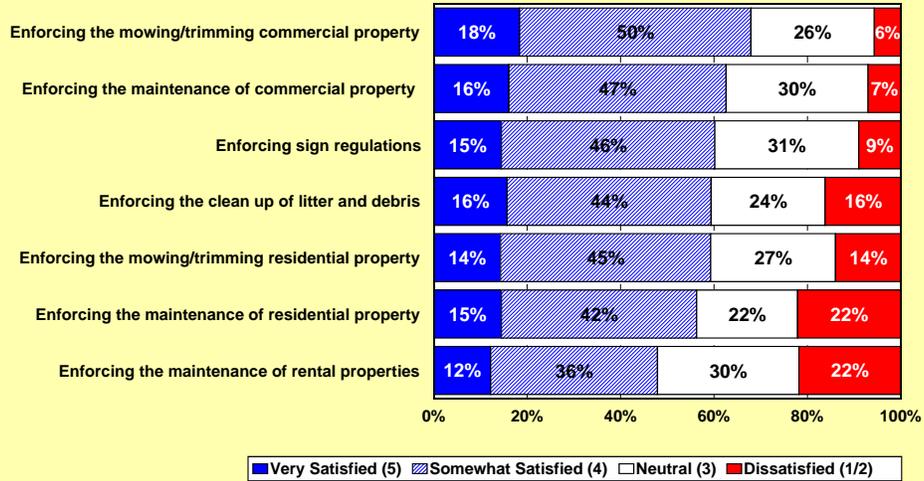
Source: ETC Institute DirectionFinder (2015 - Merriam, KS)





### Q7. Satisfaction with Code Enforcement

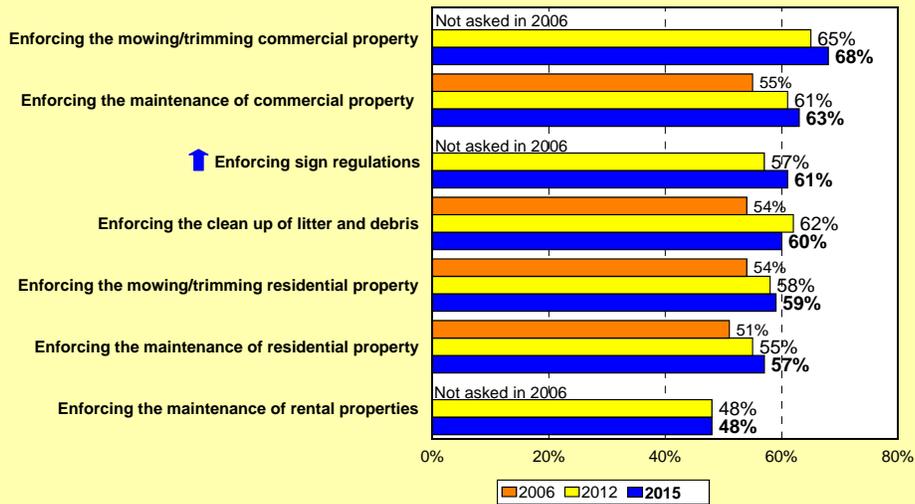
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Satisfaction with Code Enforcement - 2006 to 2015

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

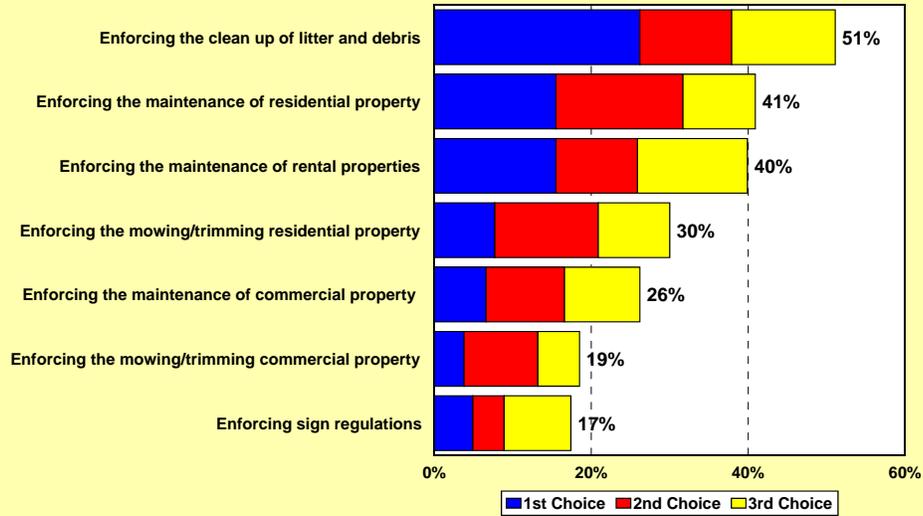


Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

**Trends**

### Q8. Code Enforcement Issues That Should Receive the Most Emphasis Over the Next Two Years

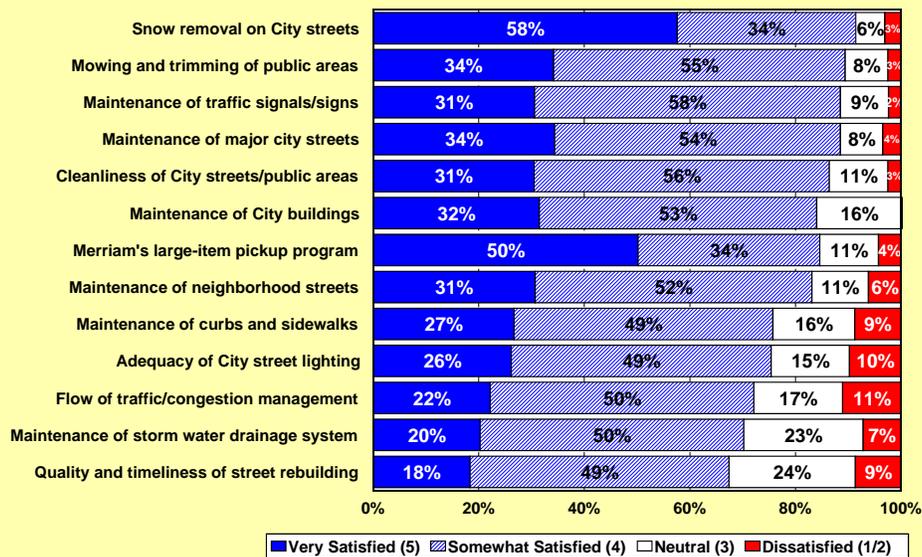
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Q9. Satisfaction with City Maintenance

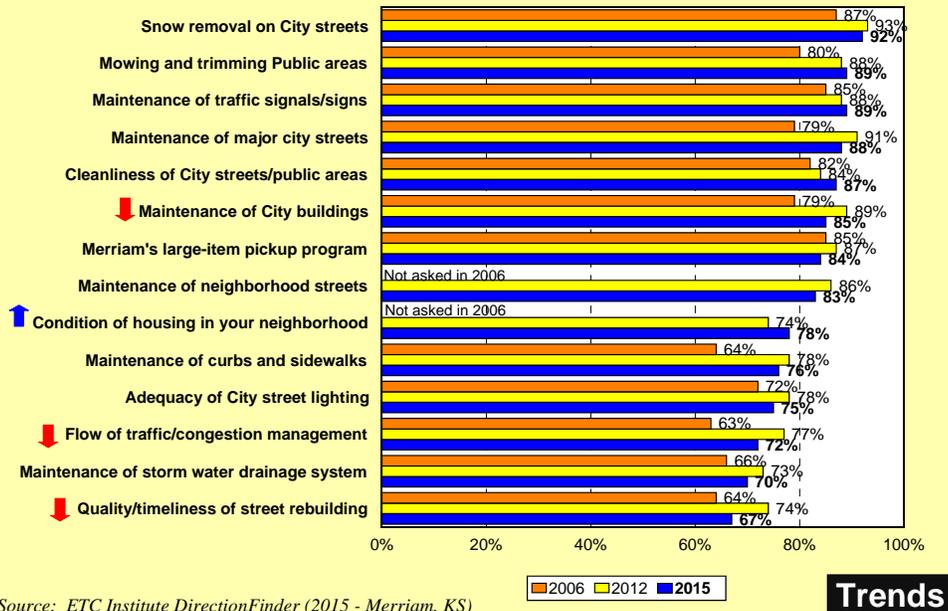
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Satisfaction with City Maintenance - 2006 to 2015

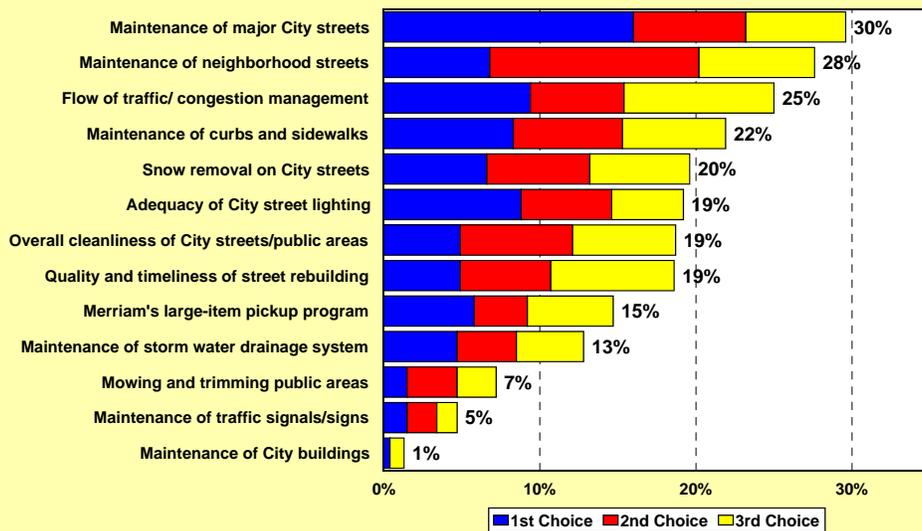
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

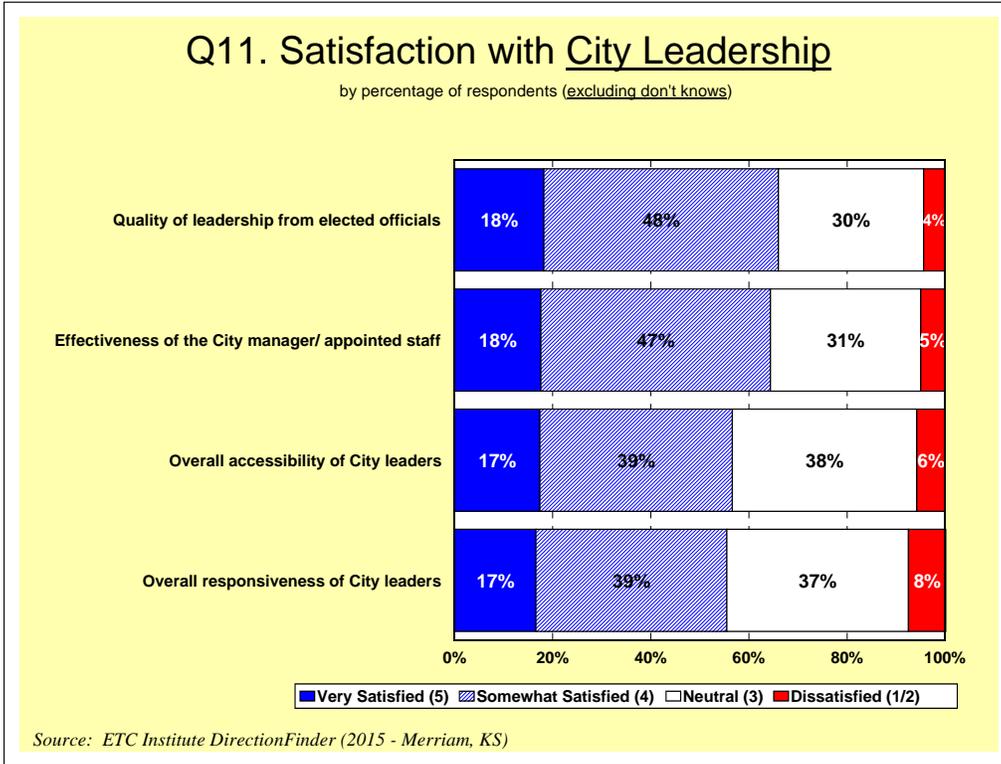


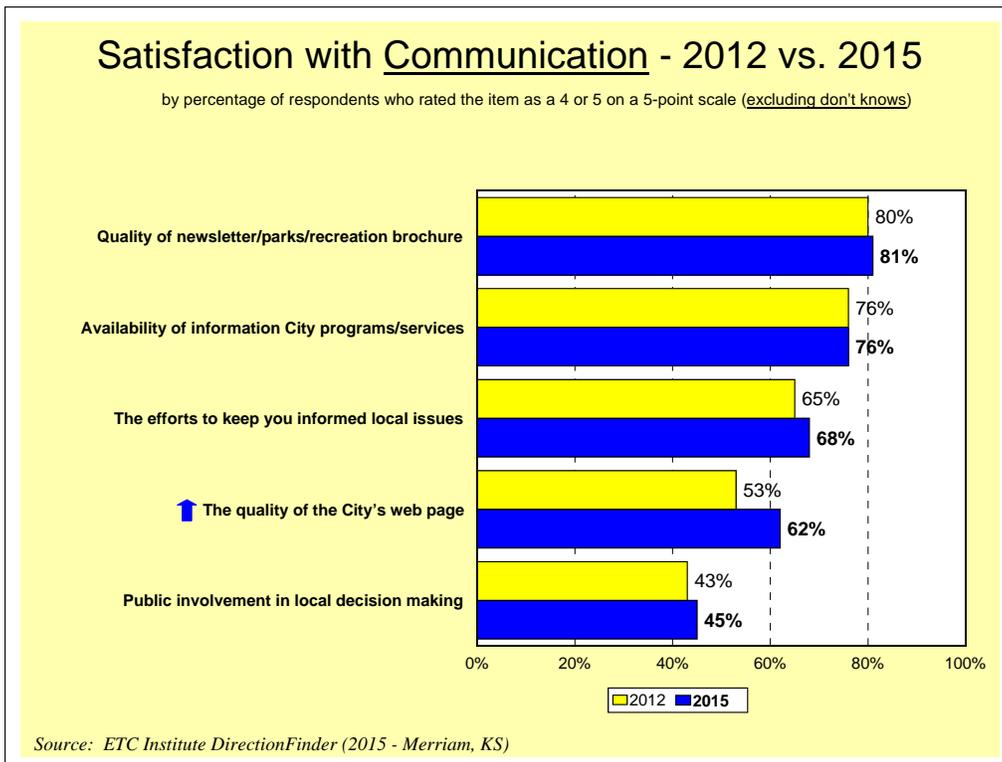
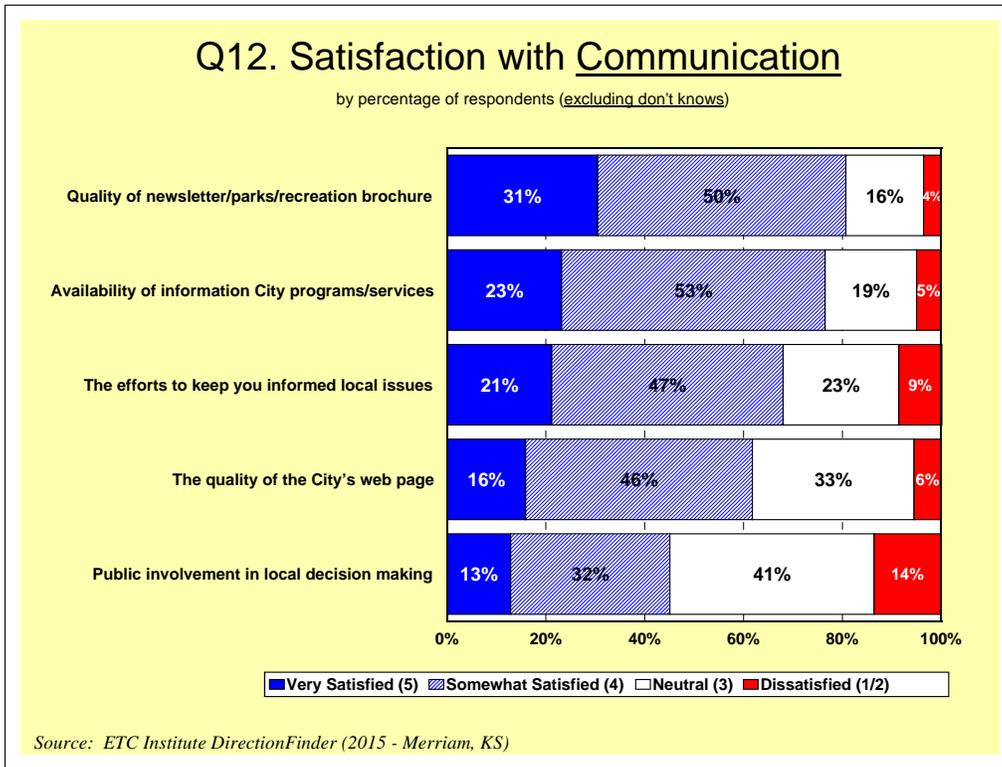
**Trends**

### Q10. 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

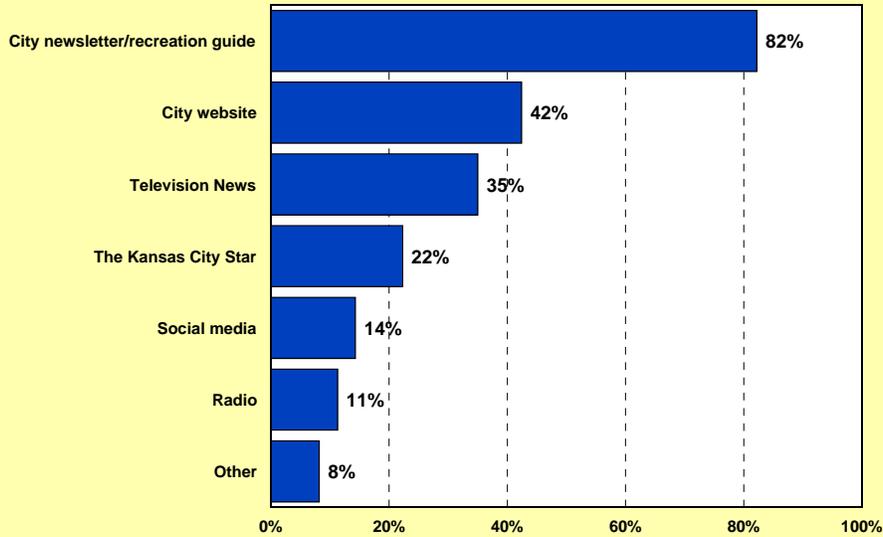






### Q13. Sources of Information Currently Used to Get Information About the City

by percentage of respondents (multiple selections could be made)

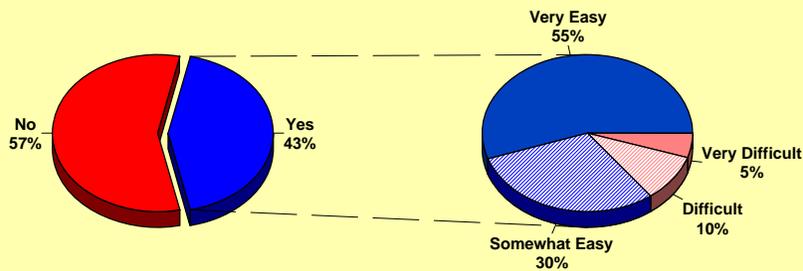


Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Q15. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents

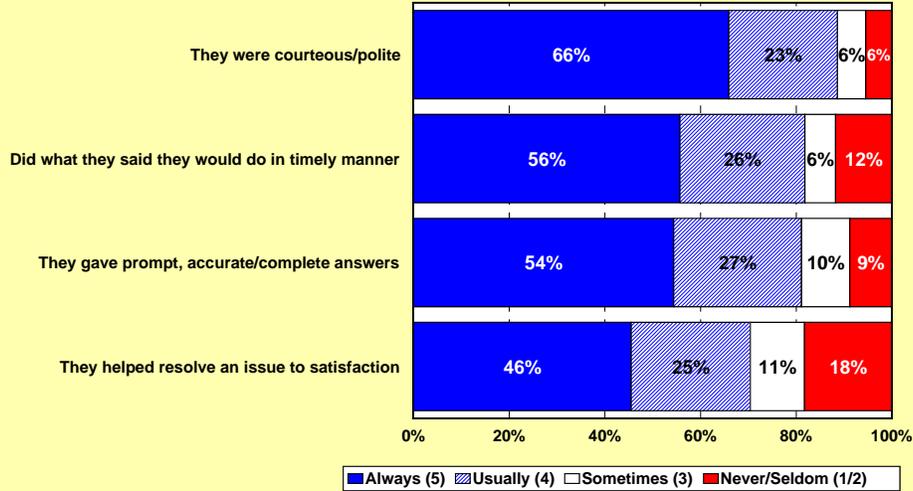
#### Q15a. How easy was it to contact the person you needed to reach?



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Q15b. How Often City Employees Exhibited the Following Behaviors:

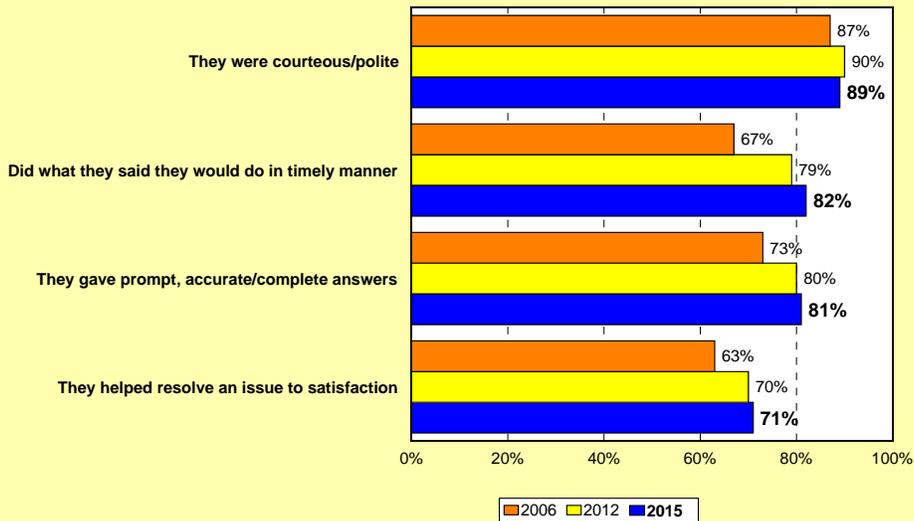
by percentage of respondents who interacted with a City employee during the past year (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### How Often City Employees Exhibited the Following Behaviors: 2006 to 2015

by percentage of respondents who interacted with a City employee during the past year and rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

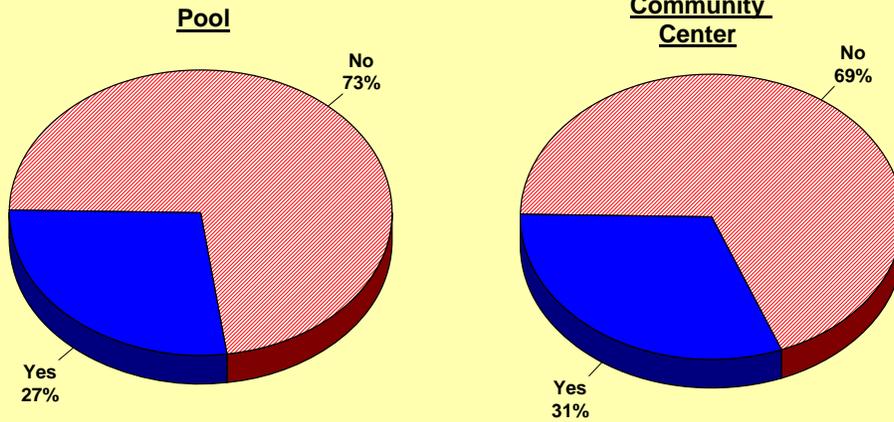


Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

**Trends**

### Q16. Have you used the pool or the Community Center in the last two years?

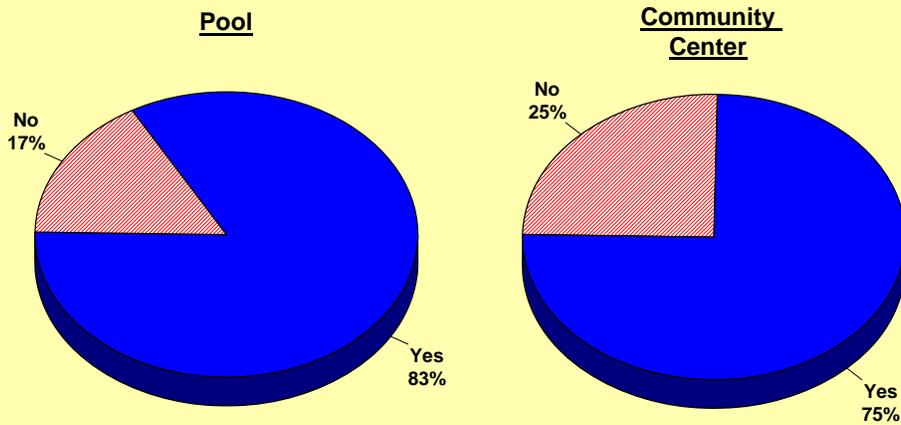
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Q17. Was your impression of the facilities positive?

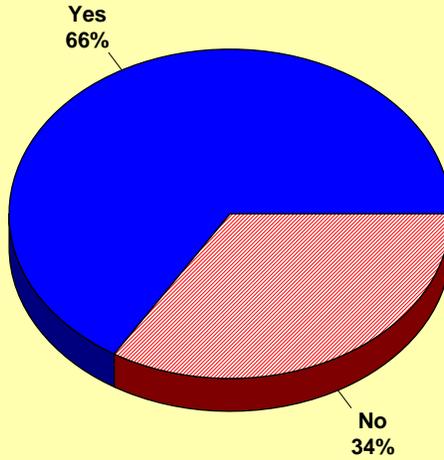
by percentage of respondents who indicated they had used the pool or community center in the last two years (excluding "not provided")



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

**Q18. Should the City contemplate significant upgrades or potential replacements for the facilities?**

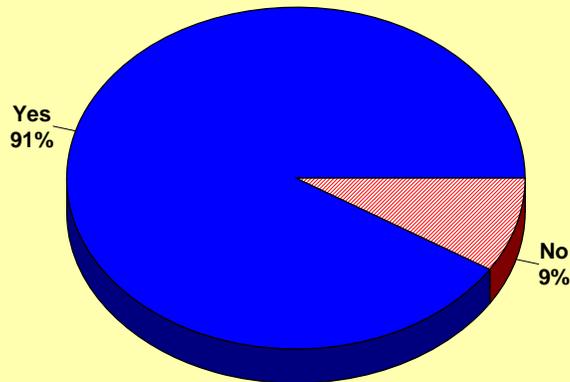
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

**Q19. Is it important for Merriam to continue supporting a Community Center?**

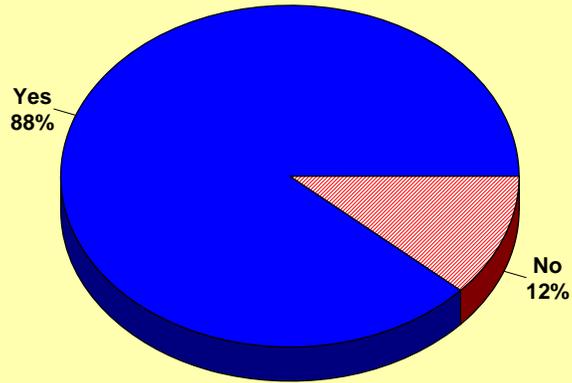
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Q20. Is it important for Merriam to continue supporting a municipal pool?

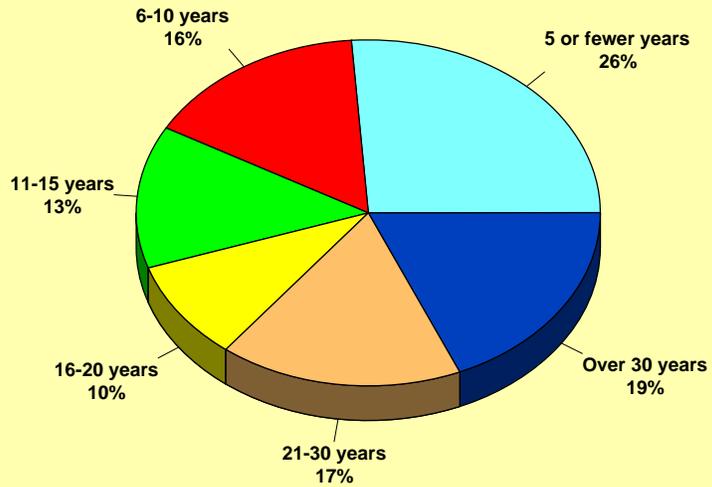
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Q21. Demographics: Number of Years Lived in Merriam

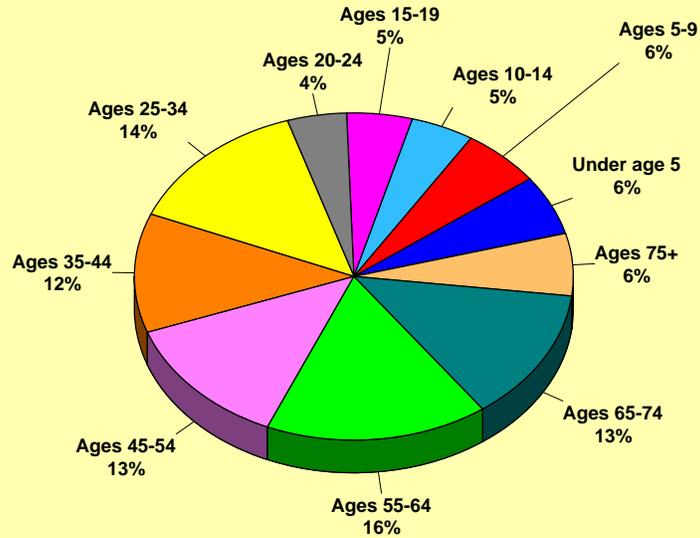
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Q22. Demographics: Ages of Household Occupants

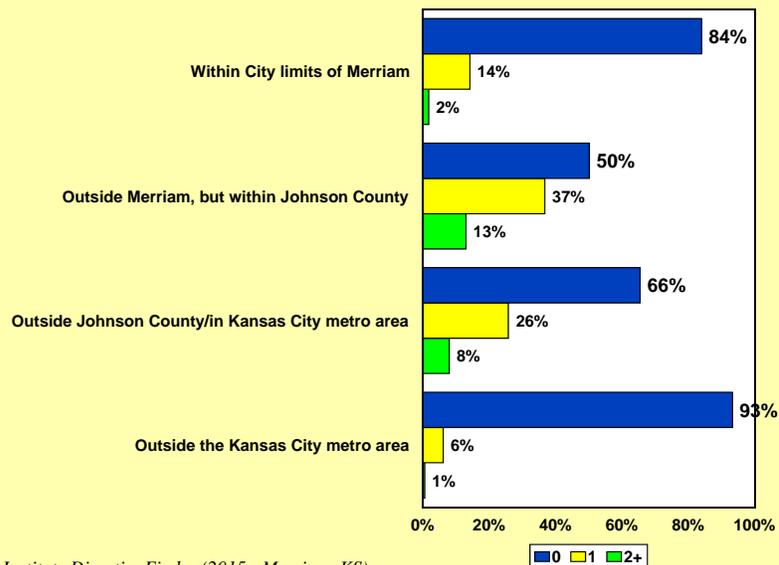
by percentage of persons in households



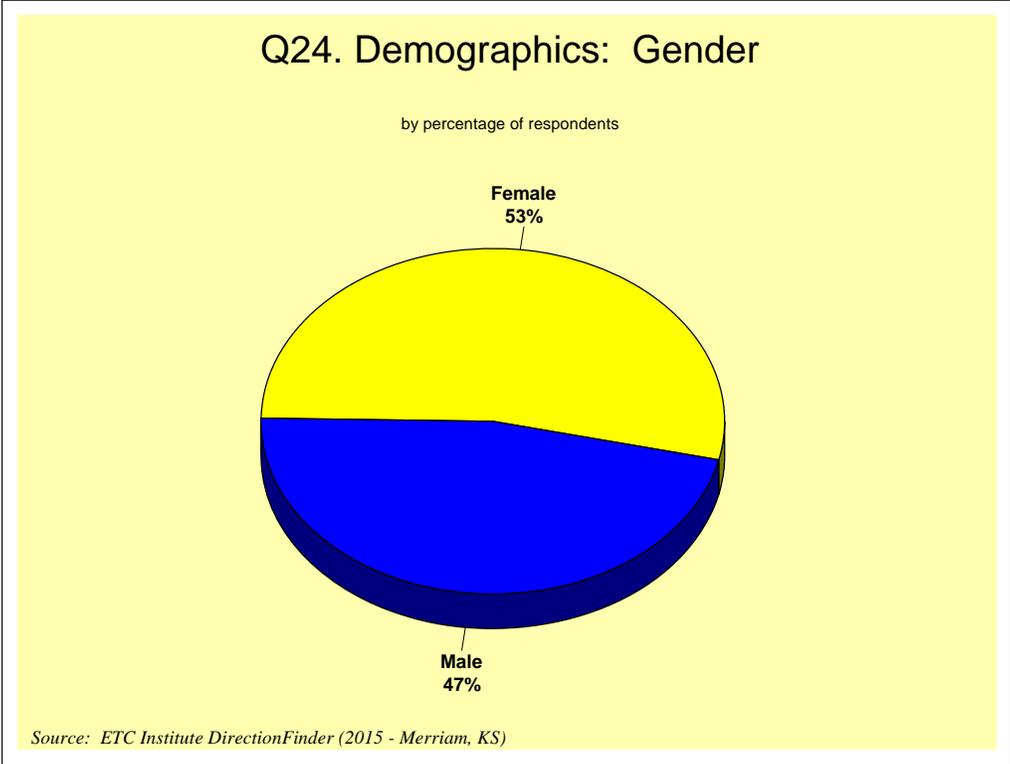
Source: ETC Institute DirectionFinder (2015 - Merriam, KS)

### Q23. Demographics: How many persons in your household are employed in each of the following:

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Merriam, KS)



*Section 2:*  
***GIS Mapping***

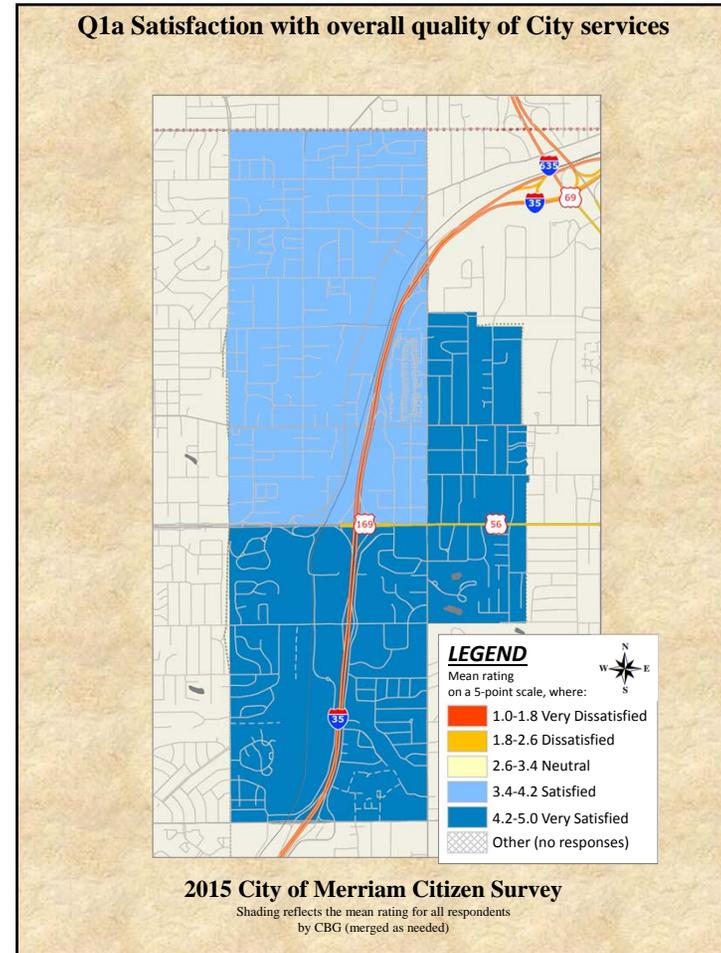
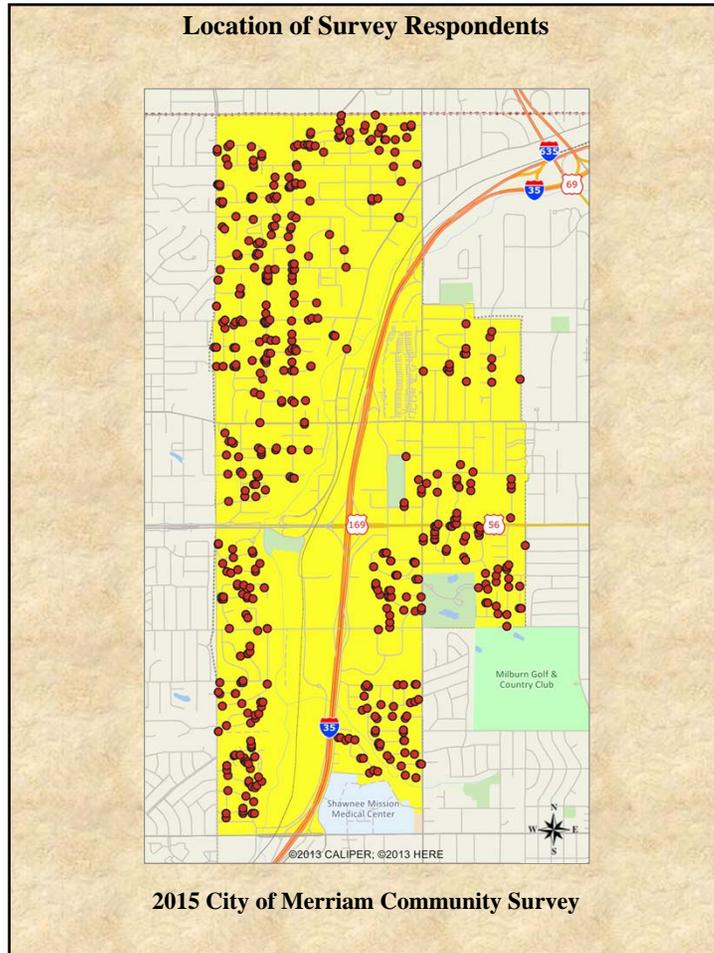
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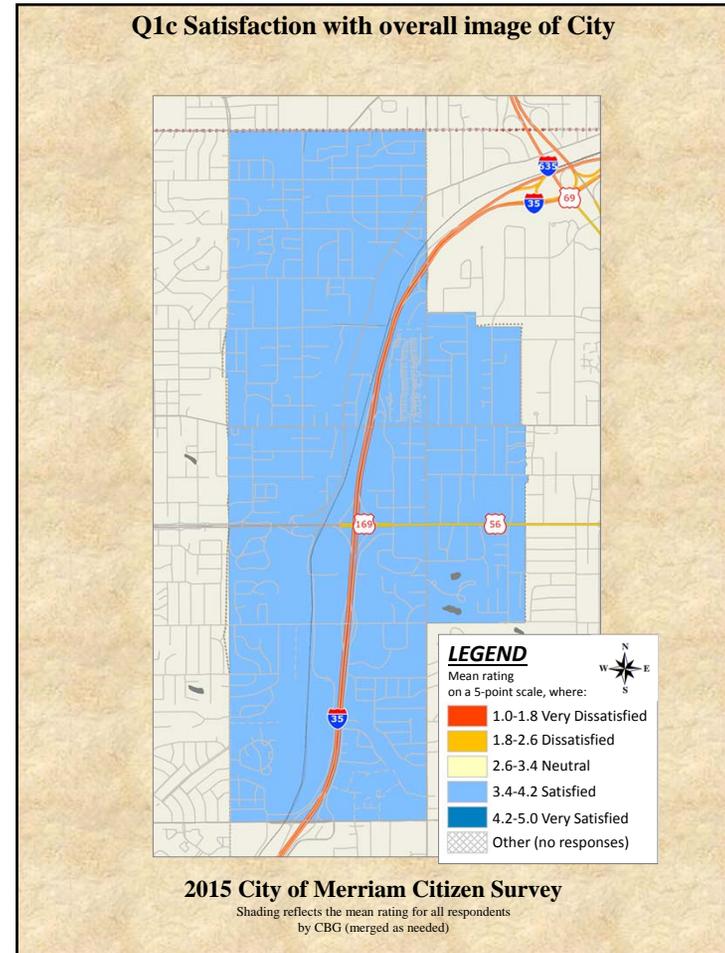
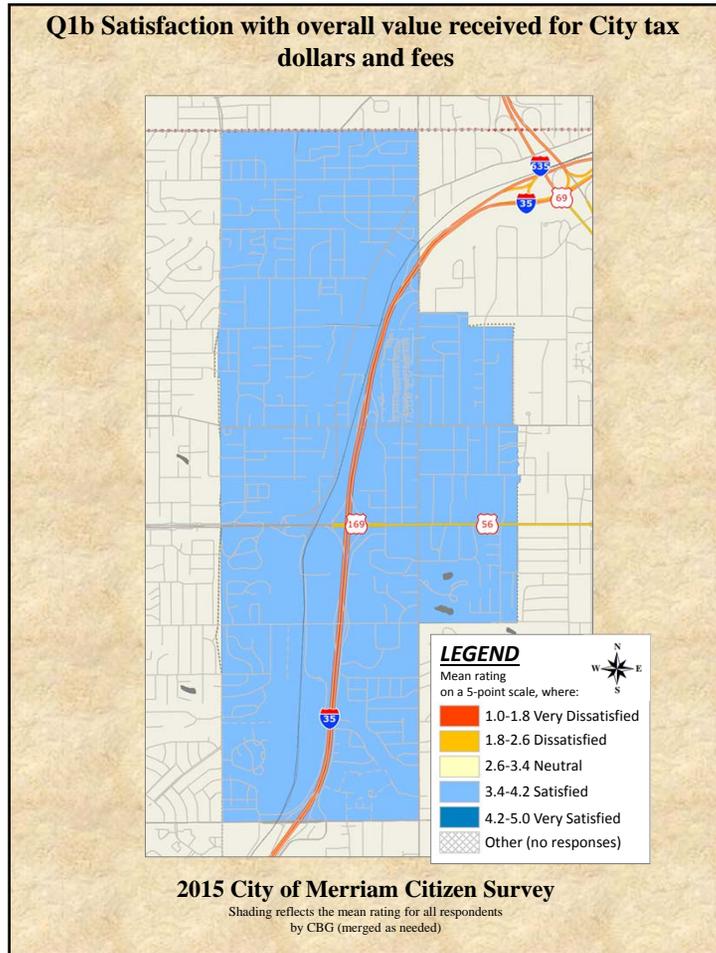
## Interpreting the Maps

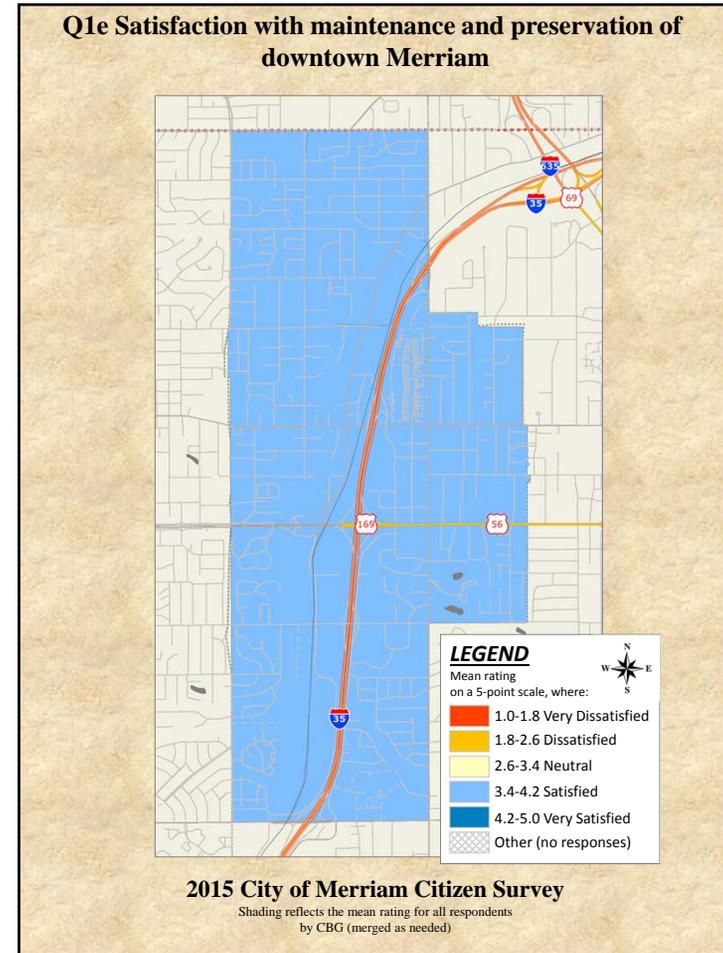
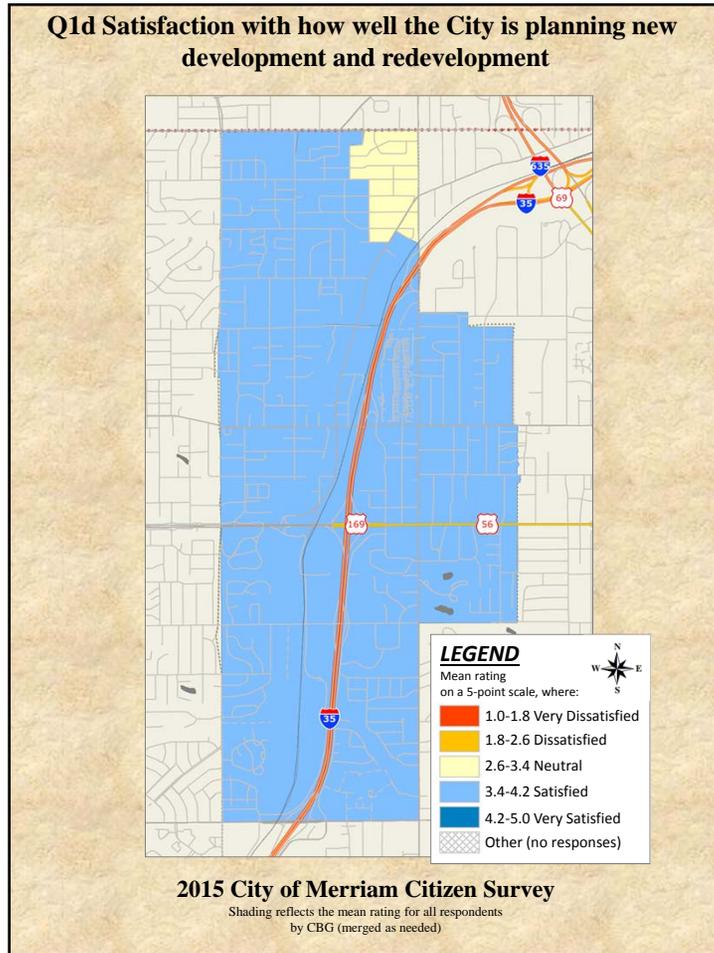
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

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

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”







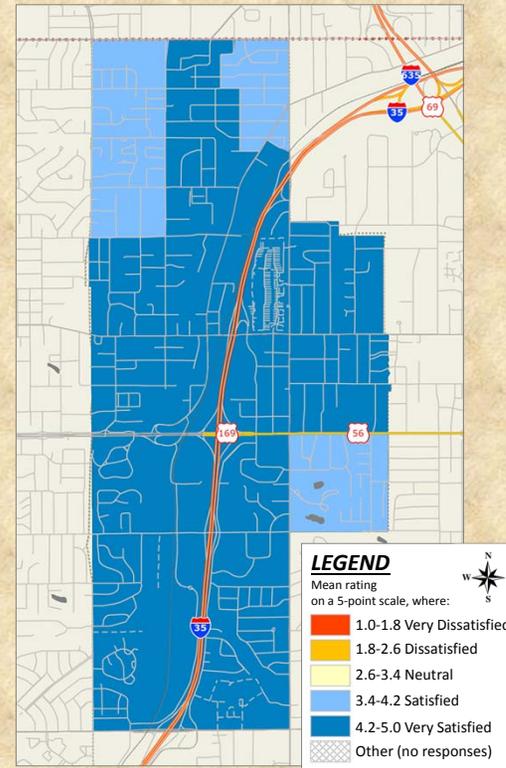
**Q1f Satisfaction with overall quality of life in Merriam**



**2015 City of Merriam Citizen Survey**

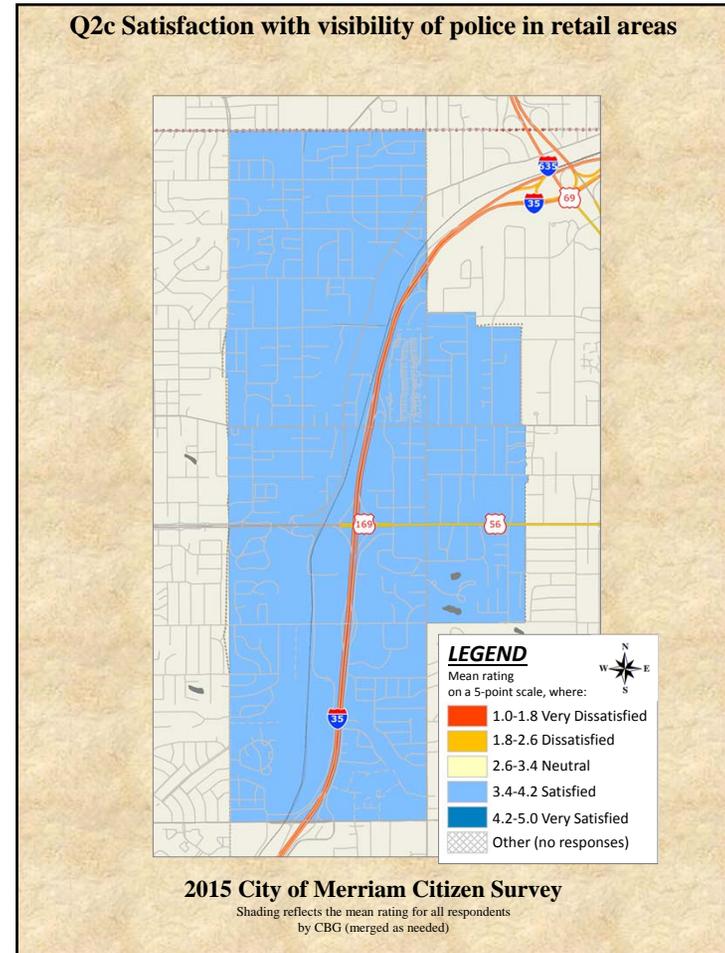
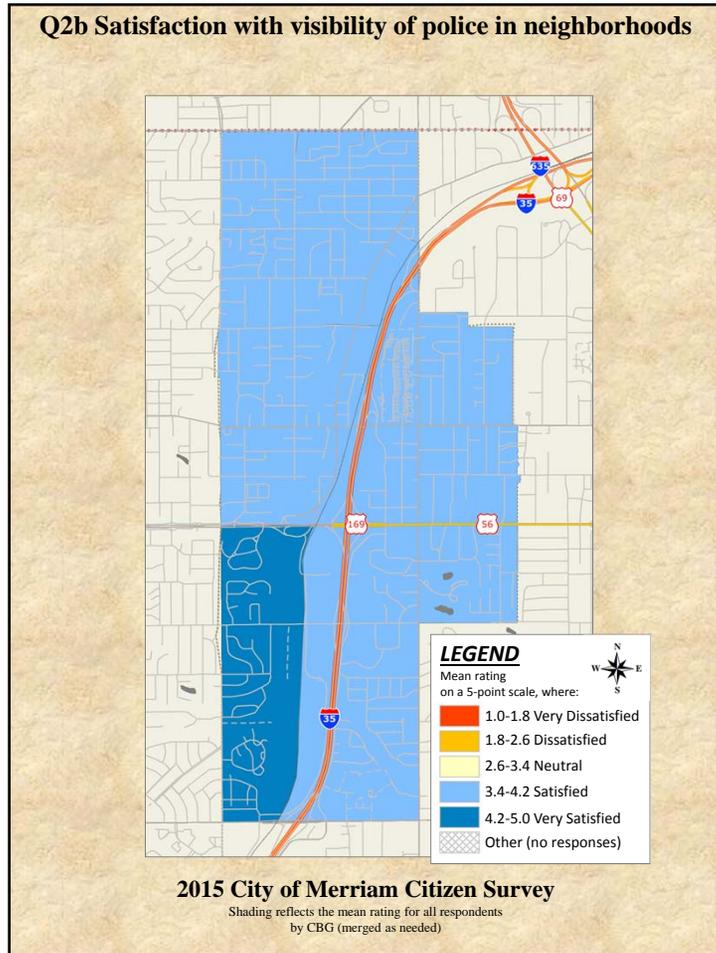
Shading reflects the mean rating for all respondents by CBG (merged as needed)

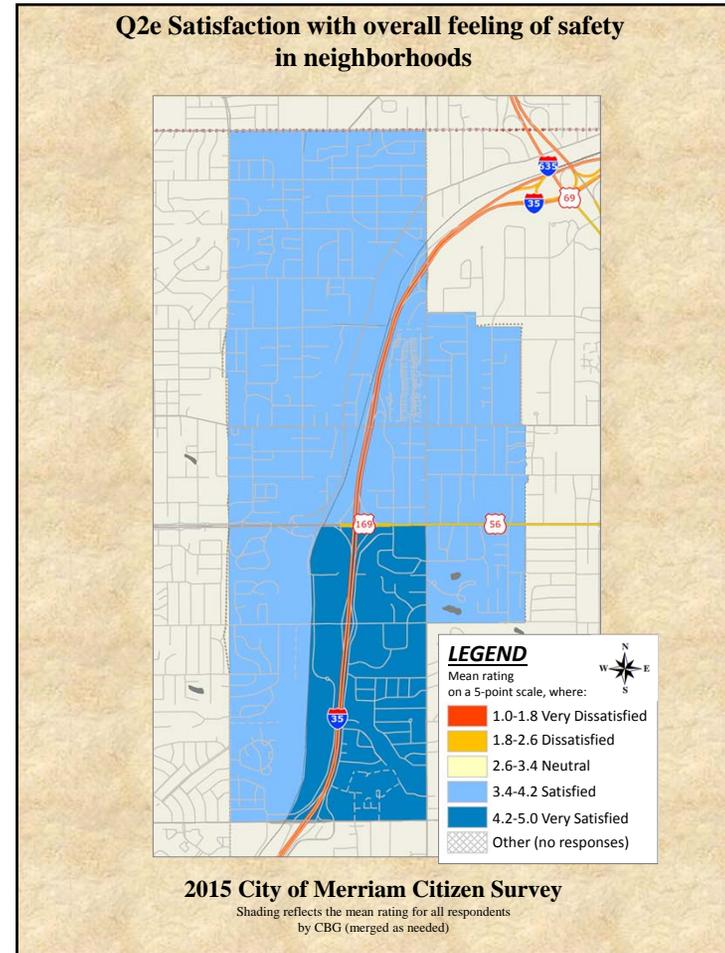
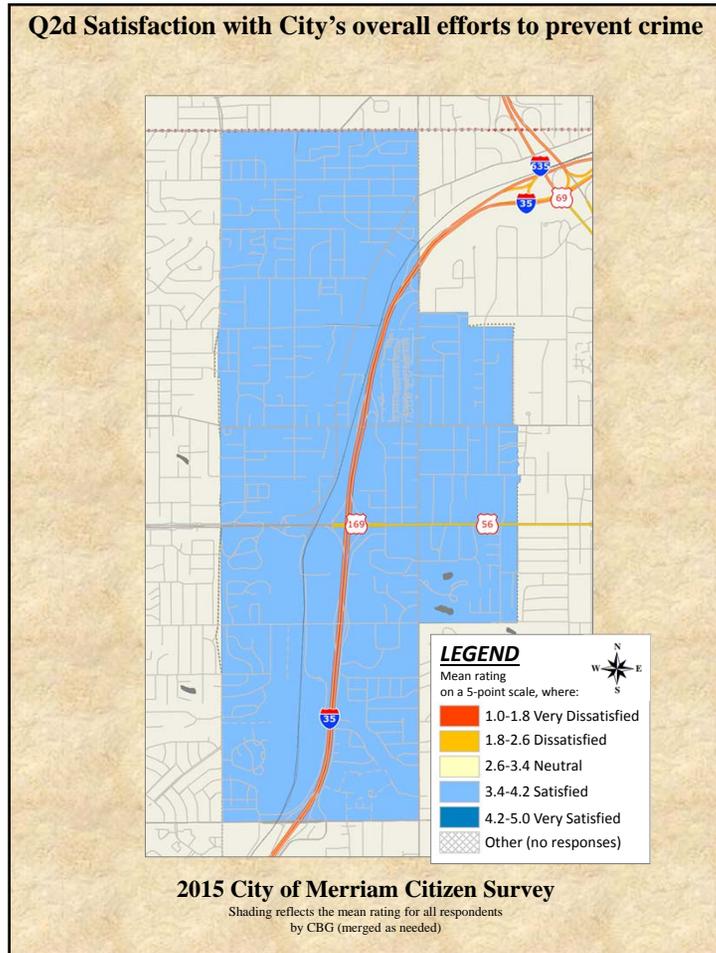
**Q2a Satisfaction with quality of local police protection**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)





**Q2f Satisfaction with enforcement of local traffic laws**



**2015 City of Merriam Citizen Survey**

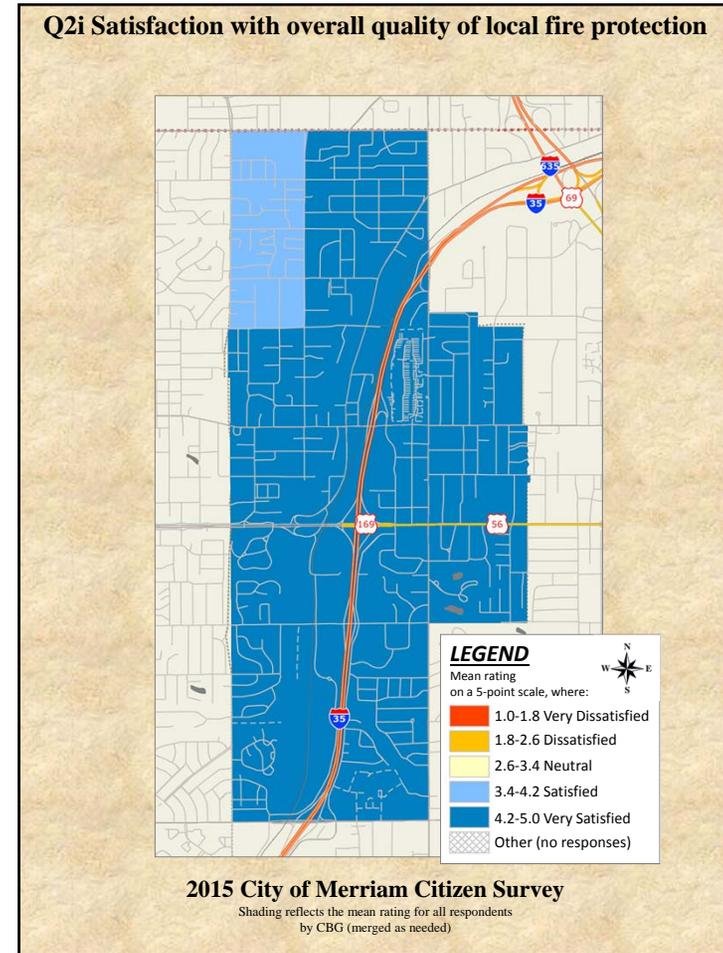
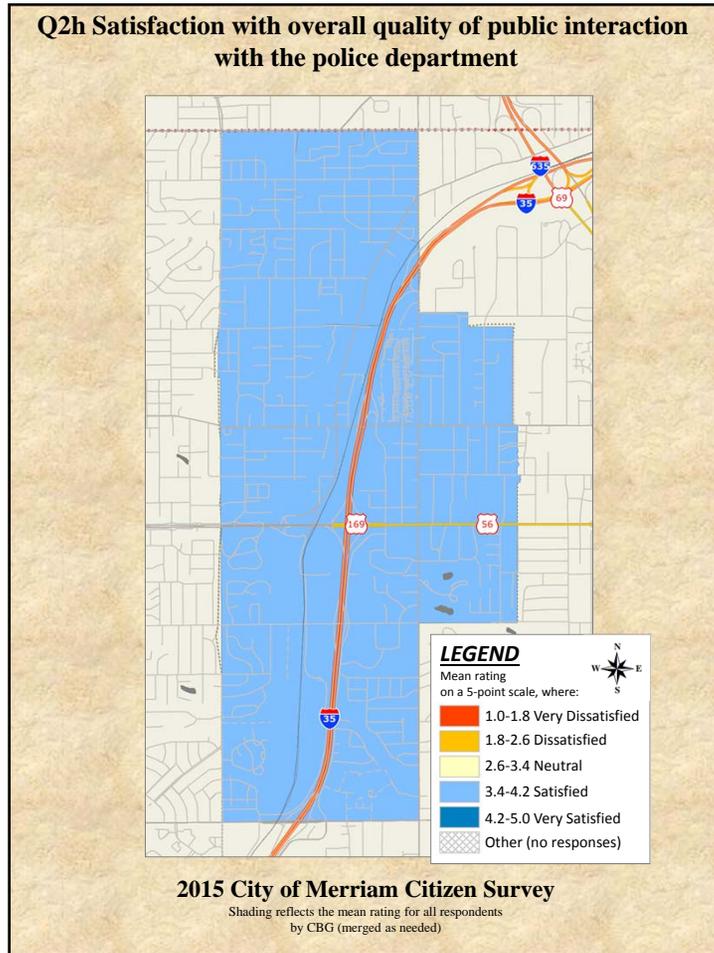
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q2g Satisfaction with quality of animal control**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q2j Satisfaction with the City's overall efforts to prevent fires**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q2k Satisfaction with how quickly public safety personnel responded to emergencies**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q4a Feeling of safety in neighborhoods during the day**



**2015 City of Merriam Citizen Survey**

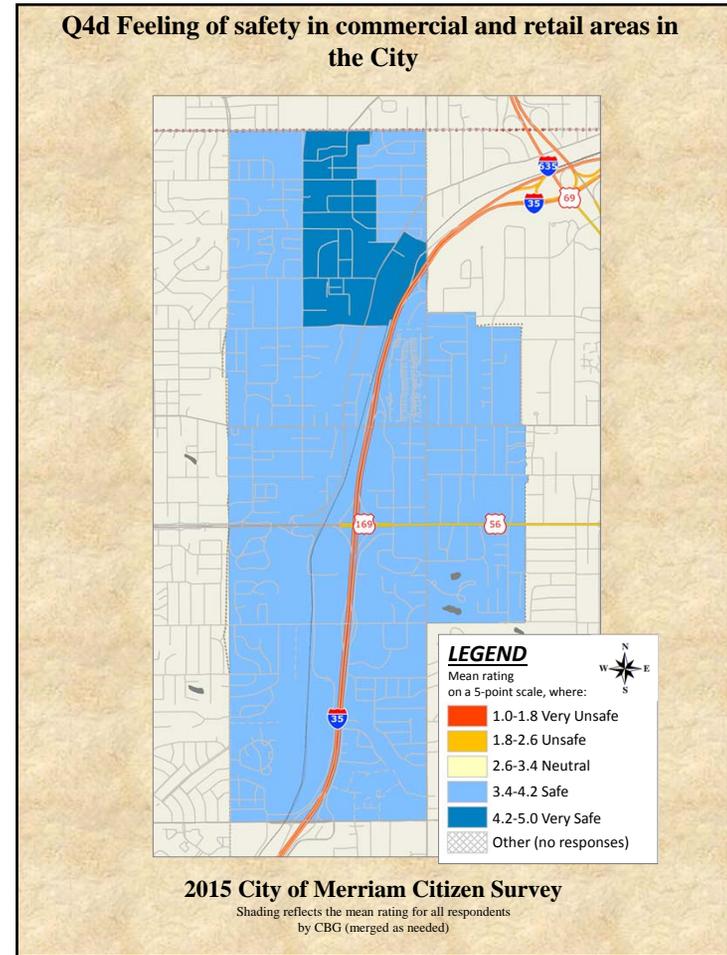
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q4b Feeling of safety in neighborhoods at night**

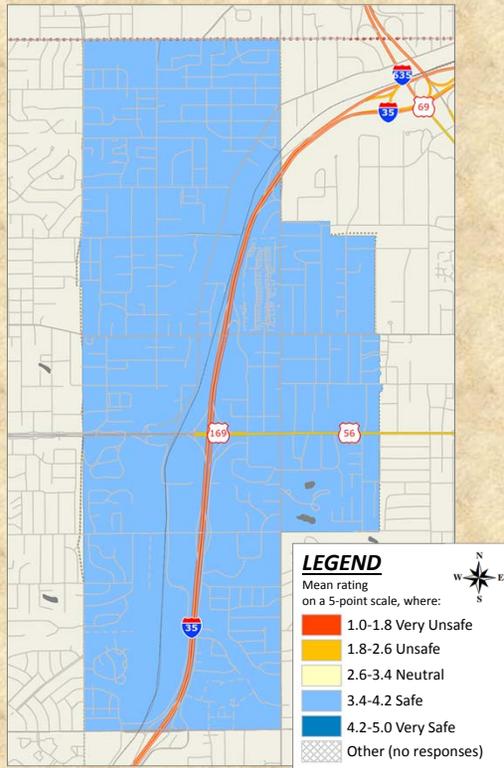


**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q4e Overall condition of housing in neighborhoods**



**2015 City of Merriam Citizen Survey**

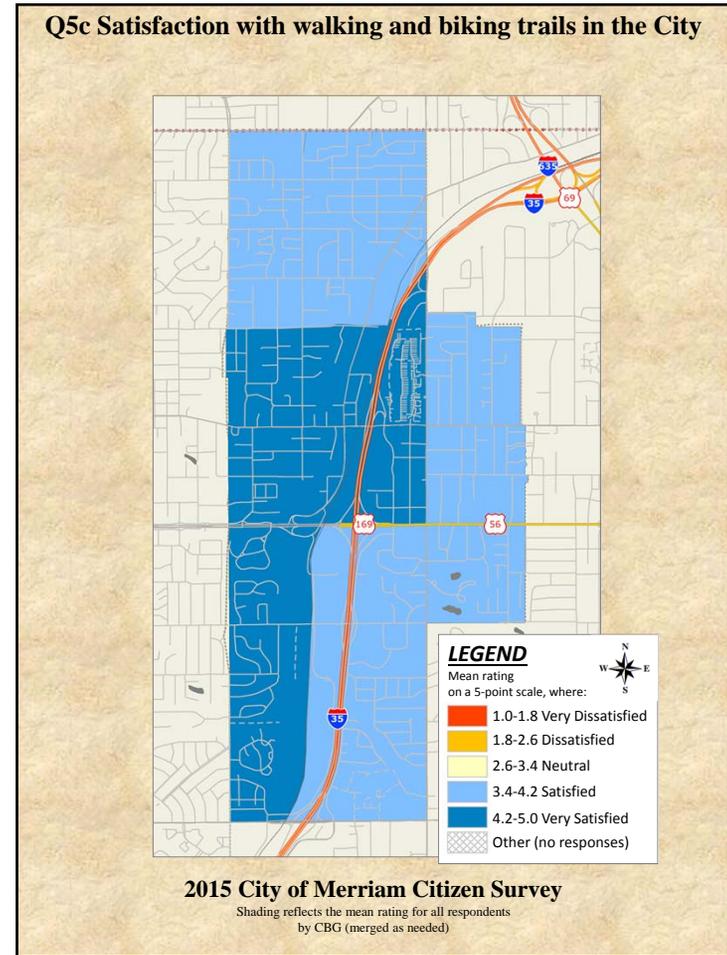
Shading reflects the mean rating for all respondents by CBG (merged as needed)

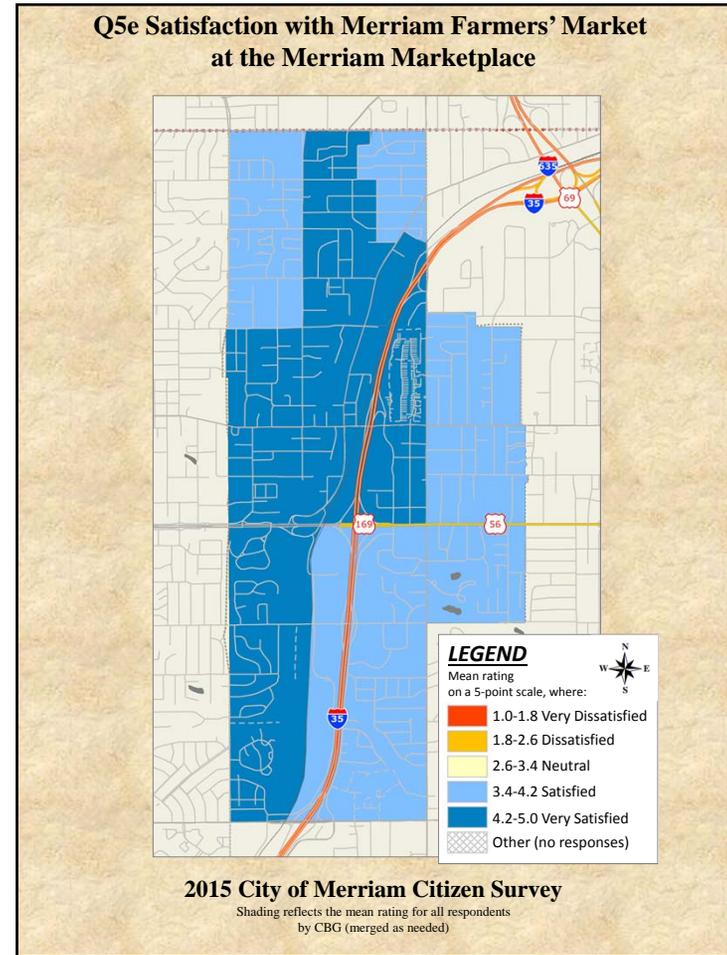
**Q5a Satisfaction with maintenance of City parks**



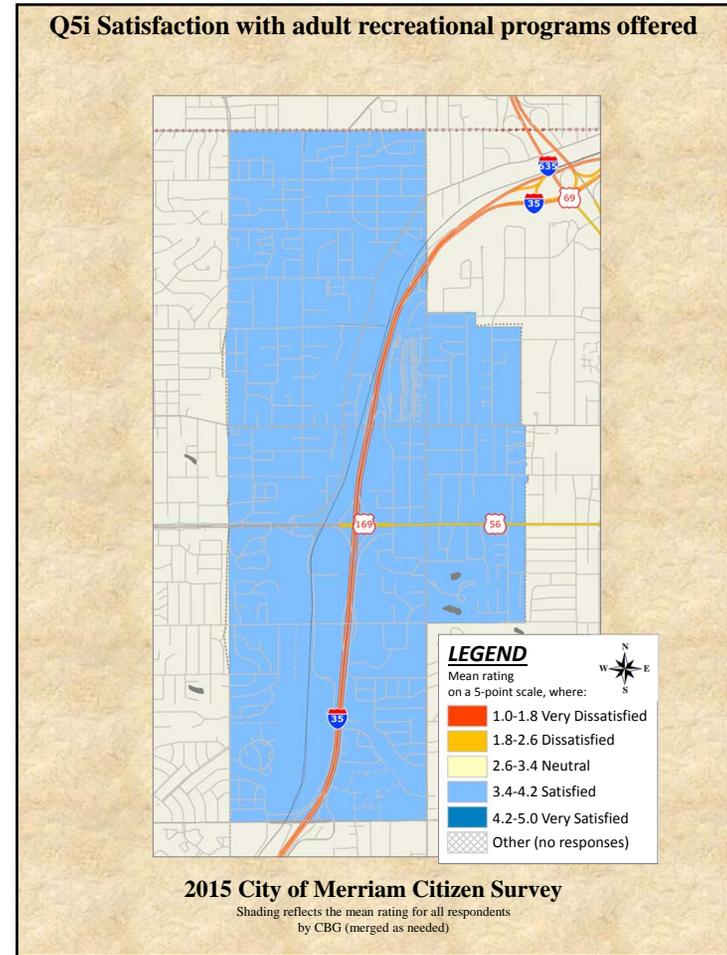
**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)









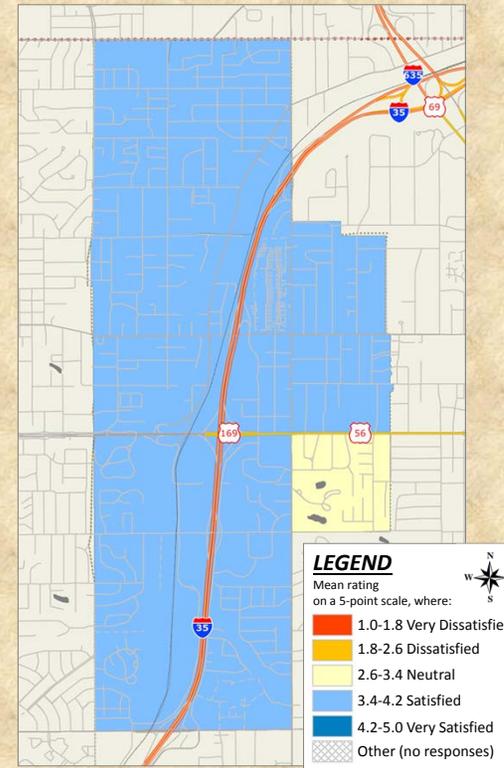
**Q5j Satisfaction with senior recreational programs offered**



**2015 City of Merriam Citizen Survey**

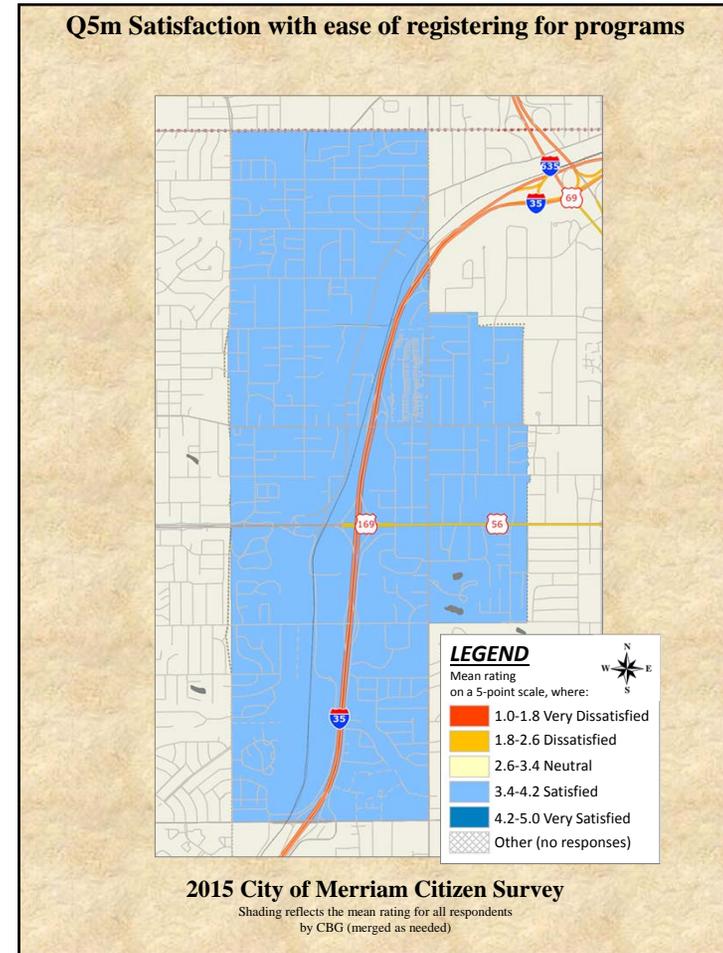
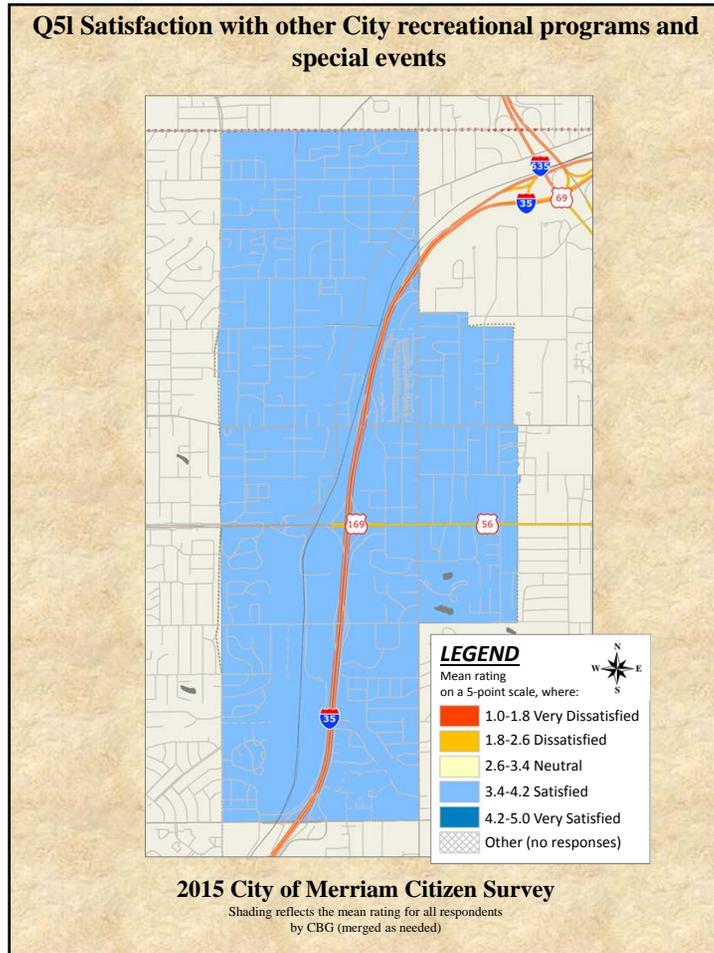
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q5k Satisfaction with arts and culture programs**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q5n Satisfaction with fees charged for recreational programs**



**2015 City of Merriam Citizen Survey**

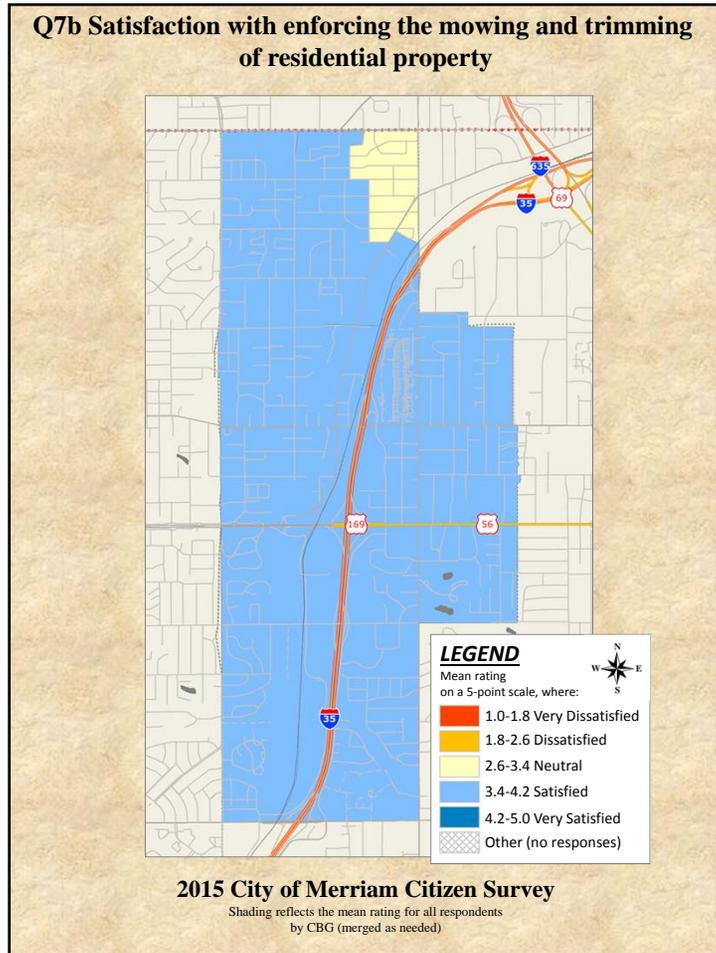
Shading reflects the mean rating for all respondents by CBG (merged as needed)

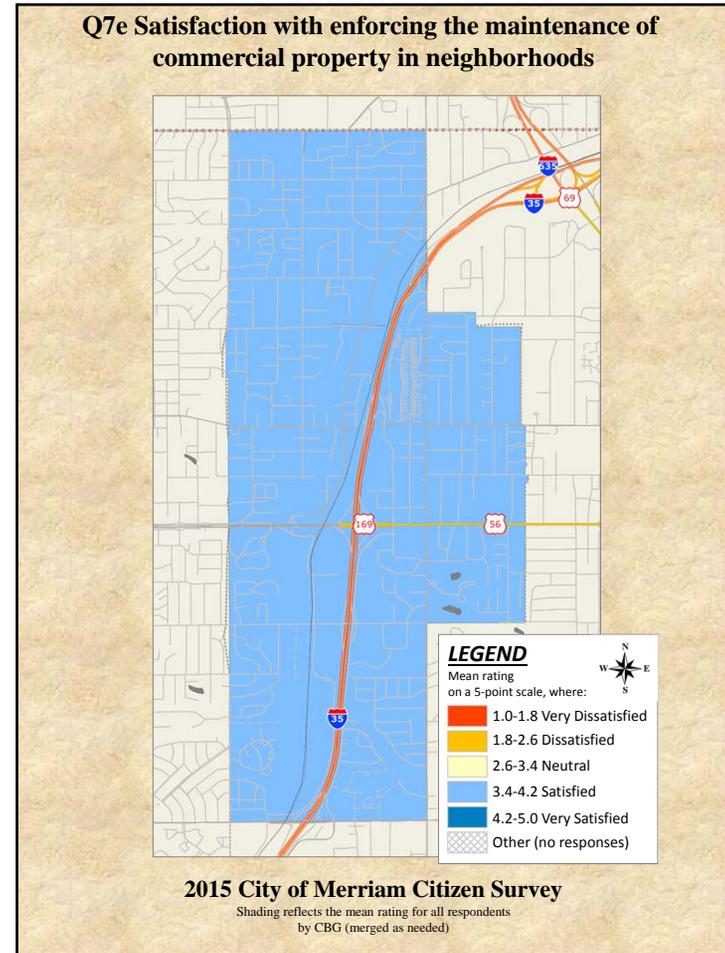
**Q7a Satisfaction with enforcing the cleanup of litter and debris**



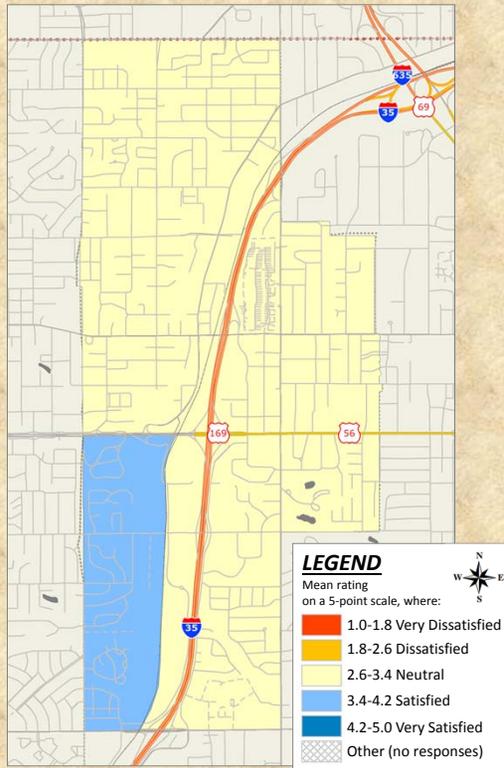
**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)





**Q7f Satisfaction with enforcing the maintenance of rental properties in neighborhoods**



**2015 City of Merriam Citizen Survey**

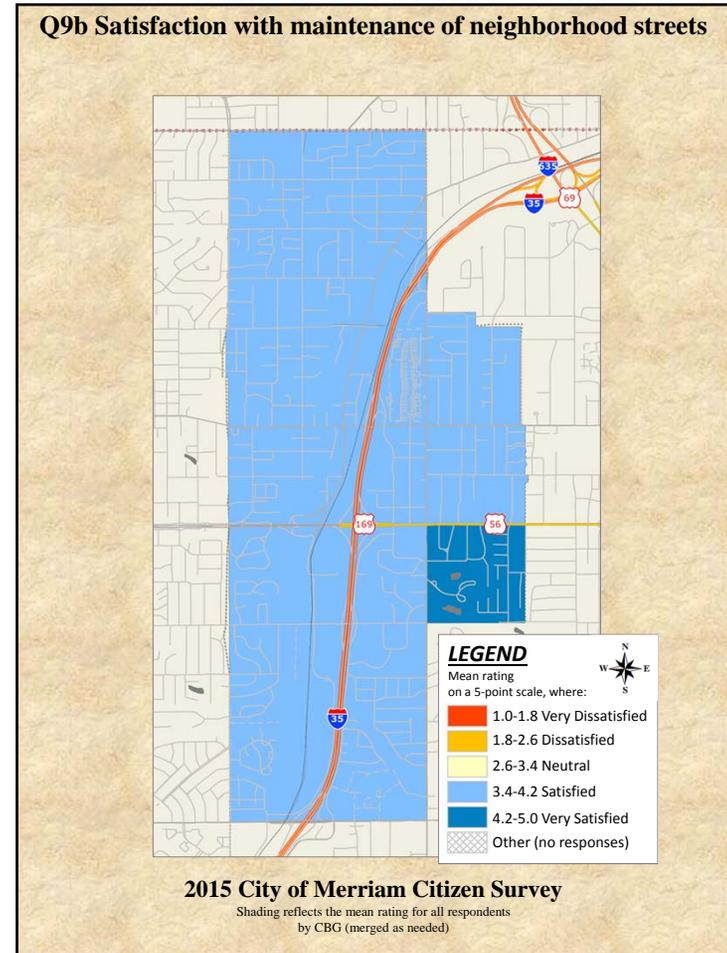
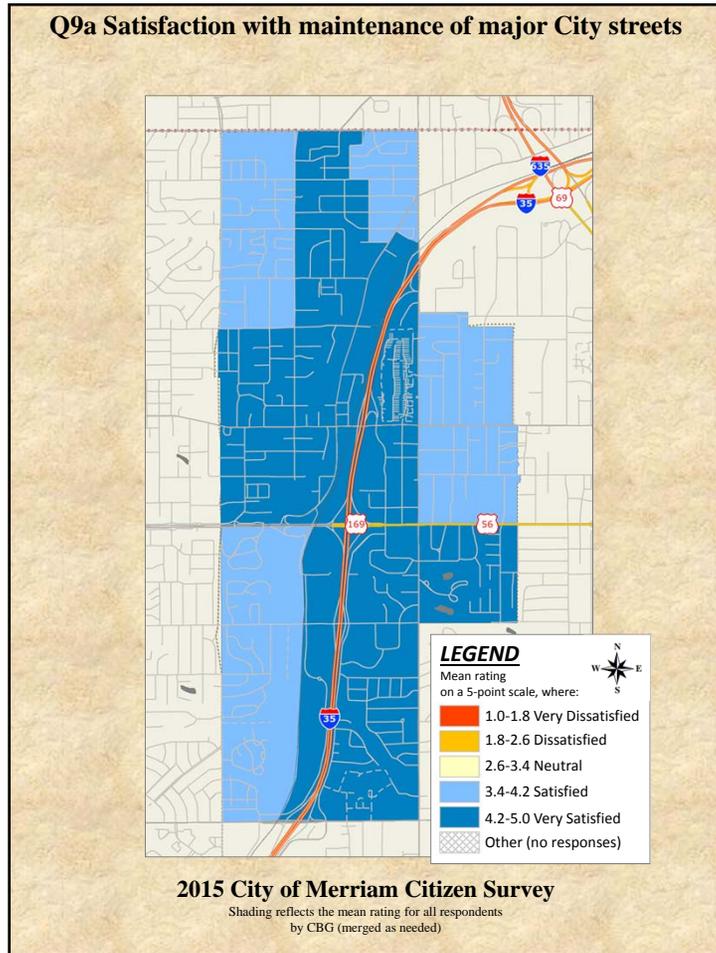
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q7g Satisfaction with enforcing sign regulations**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q9c Satisfaction with maintenance of curbs and sidewalks**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q9d Satisfaction with maintenance of traffic signals/signs**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

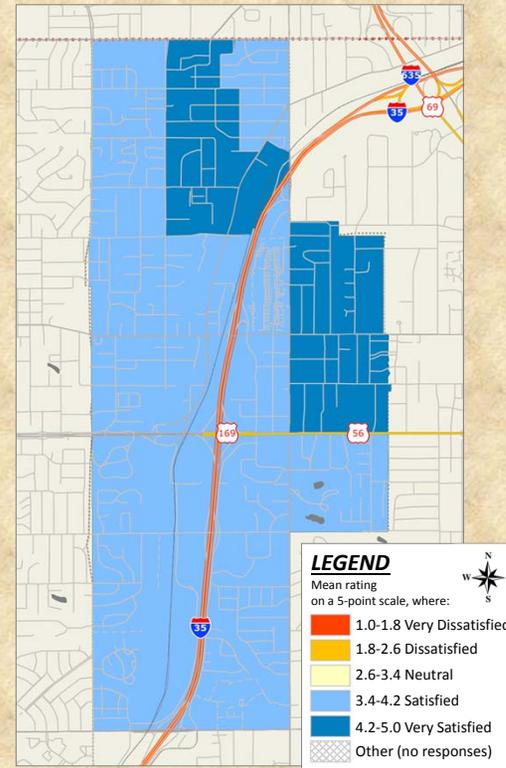
**Q9e Satisfaction with adequacy of City street lighting**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q9f Satisfaction with maintenance of City buildings**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

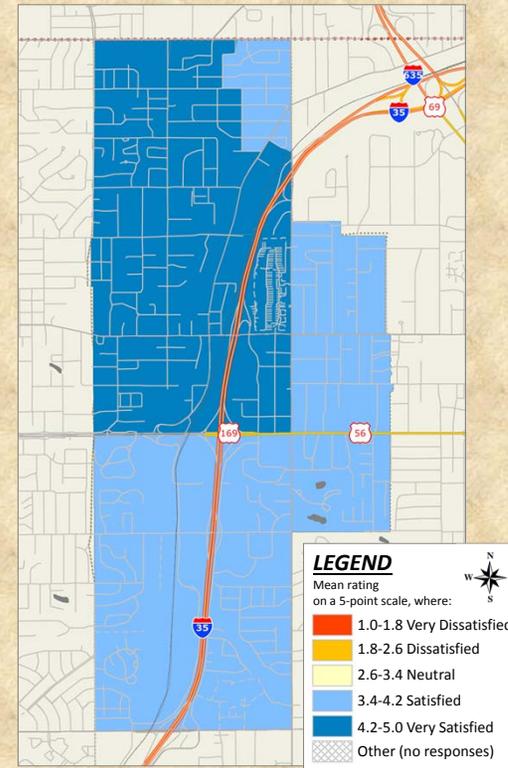
**Q9g Satisfaction with snow removal on City streets**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

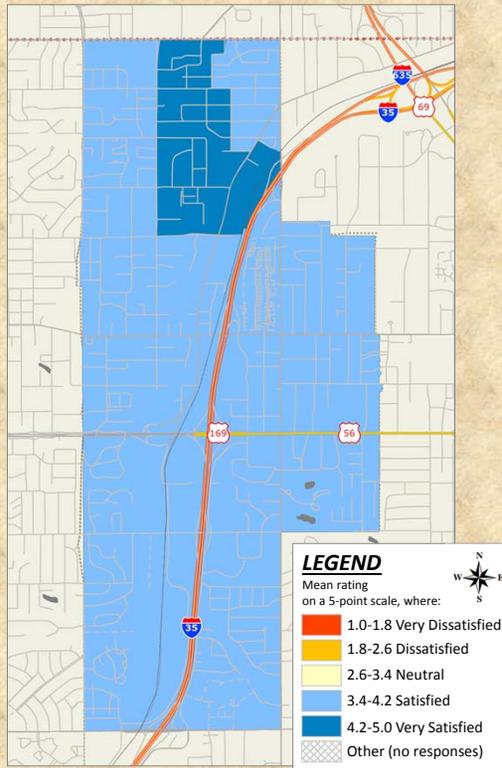
**Q9h Satisfaction with mowing and trimming along City streets, parks, and other public areas**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

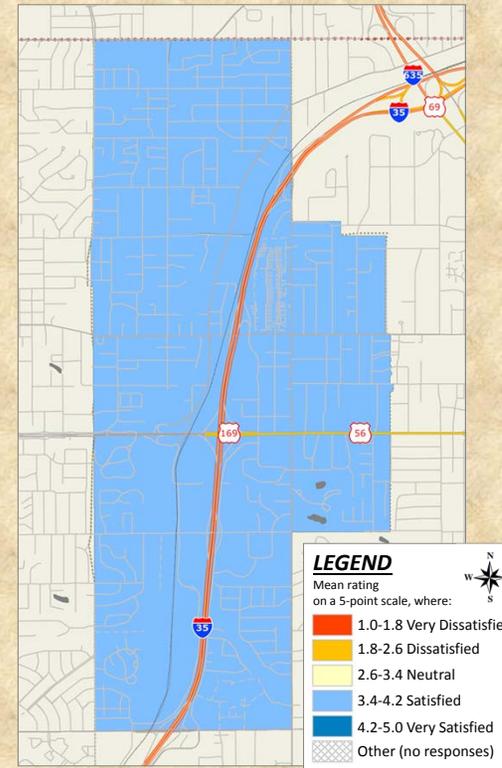
**Q9i Satisfaction with overall cleanliness of City streets and other public areas**



**2015 City of Merriam Citizen Survey**

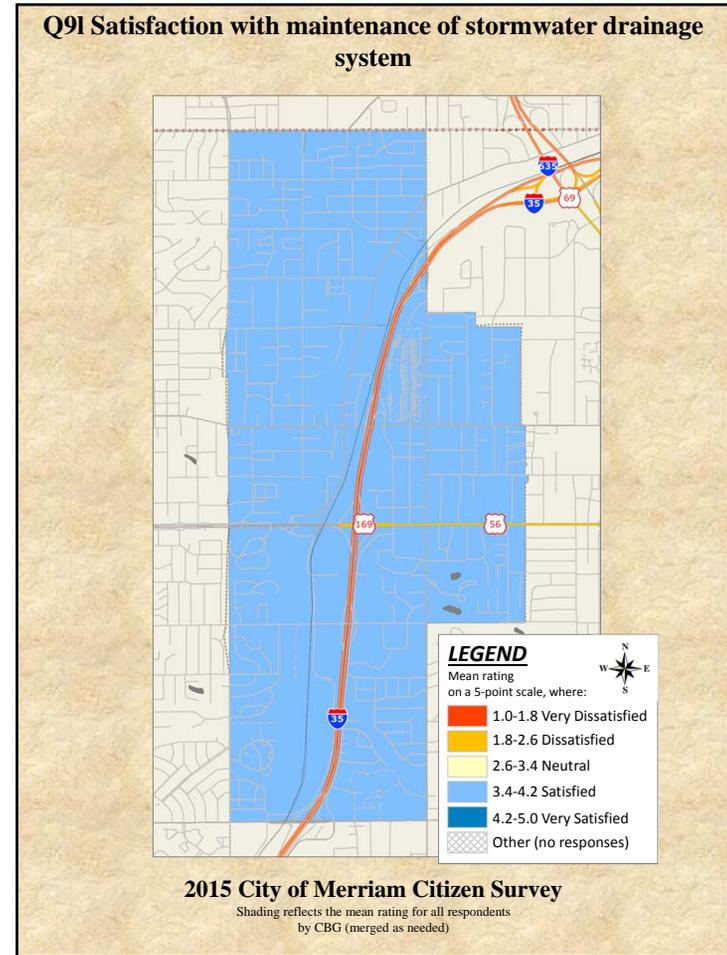
Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q9j Satisfaction with flow of traffic and congestion management in Merriam**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)



**Q9m Satisfaction with Merriam's large-item pickup program**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q11a Satisfaction with leadership provided by the City's elected officials**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q11b Satisfaction with overall effectiveness of the City Manager and appointed staff**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

**Q11c Satisfaction with overall accessibility of City leaders**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)

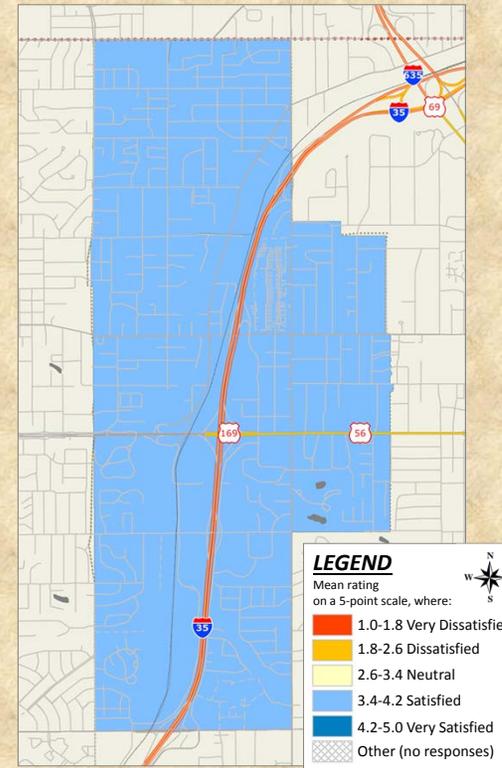
**Q11d Satisfaction with overall responsiveness of City leaders**



**2015 City of Merriam Citizen Survey**

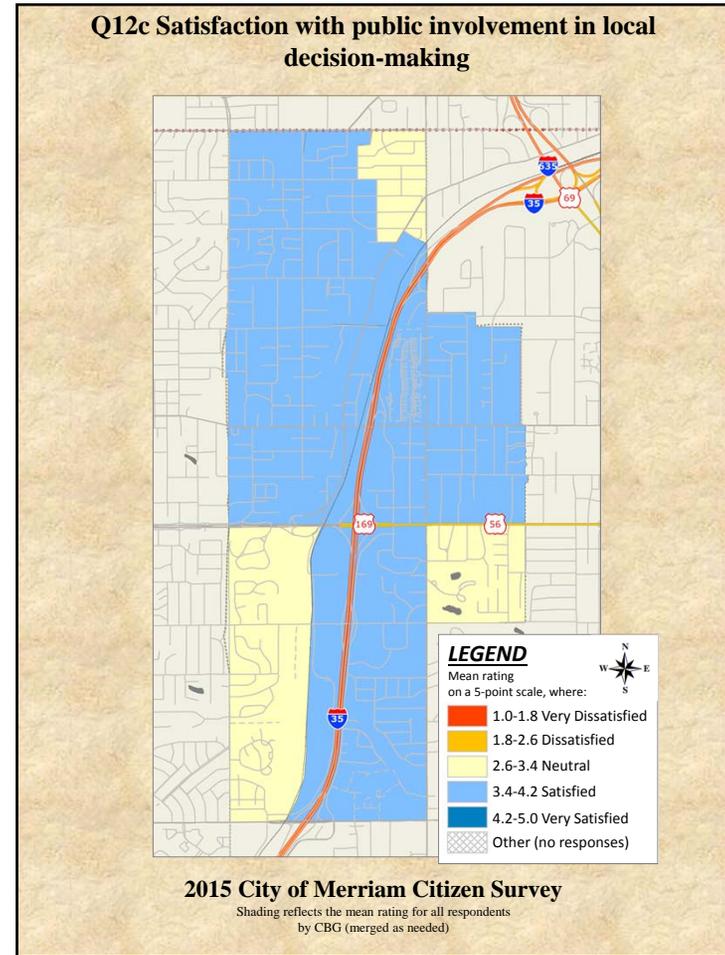
Shading reflects the mean rating for all respondents by CBG (merged as needed)

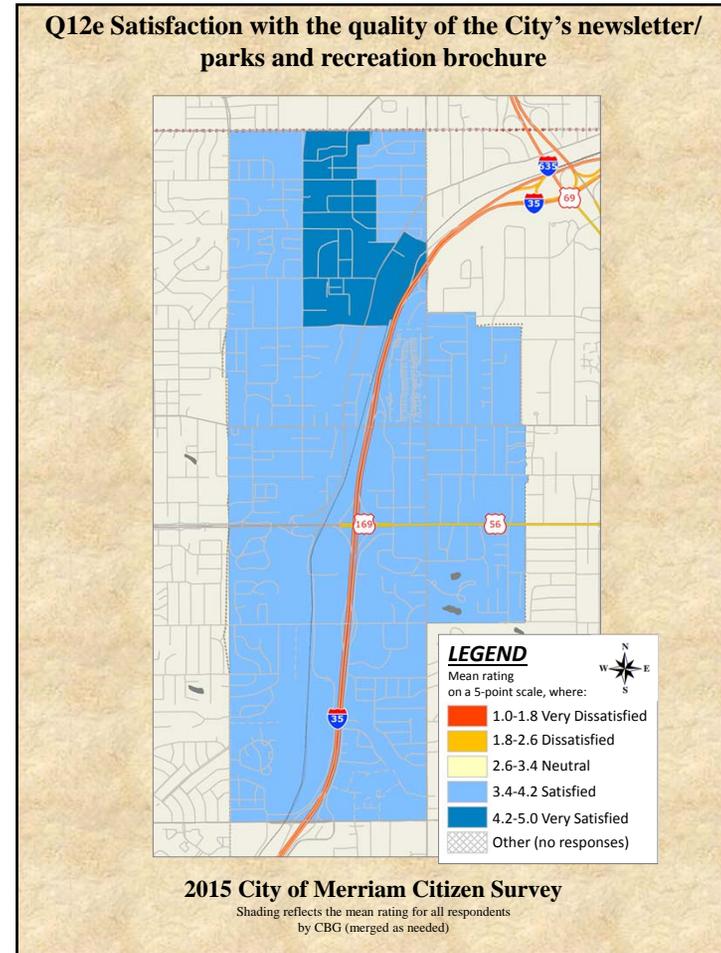
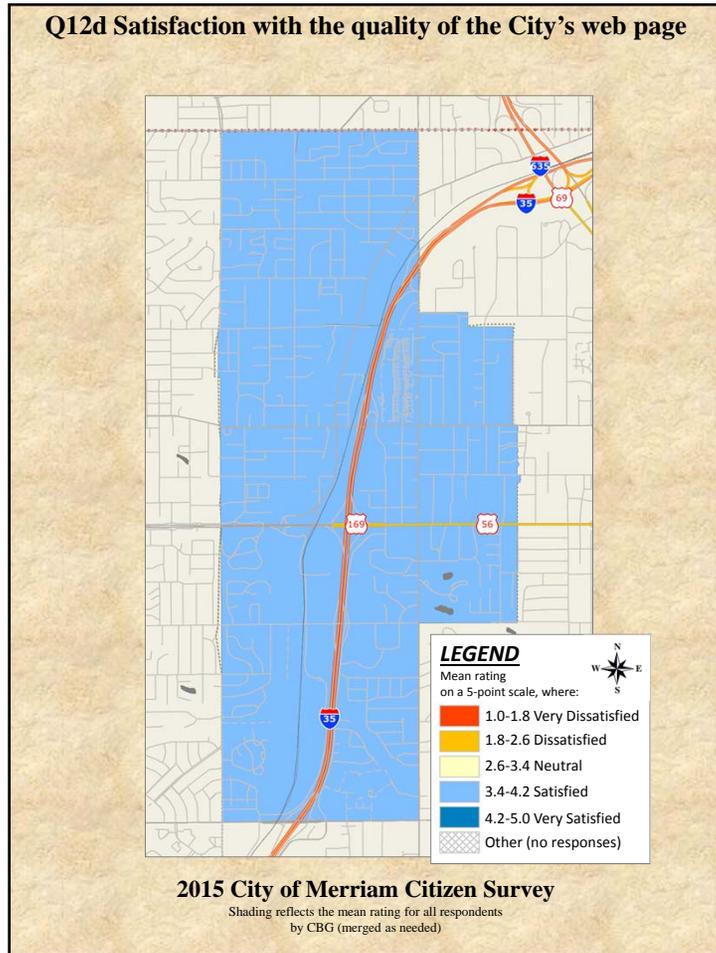
**Q12a Satisfaction with availability of information about City programs and services**



**2015 City of Merriam Citizen Survey**

Shading reflects the mean rating for all respondents by CBG (merged as needed)





*Section 3:*  
***Benchmarking Data***



# DirectionFinder® Survey Year 2015 Benchmarking Summary Report

## Overview

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

Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the Summer of 2014 to a random sample of more than 3,500 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 33 communities in the Kansas City metro area between January 2011 and December 2014. Some of the Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Coffeyville, Kansas
- Columbia, Missouri
- Clayton, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Harrisonville, 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
- North Kansas City, Missouri
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- 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 Merriam compare to the national average based on the results of a 2014 survey that was administered by ETC Institute to a random sample of more than 3,500 U.S. residents.

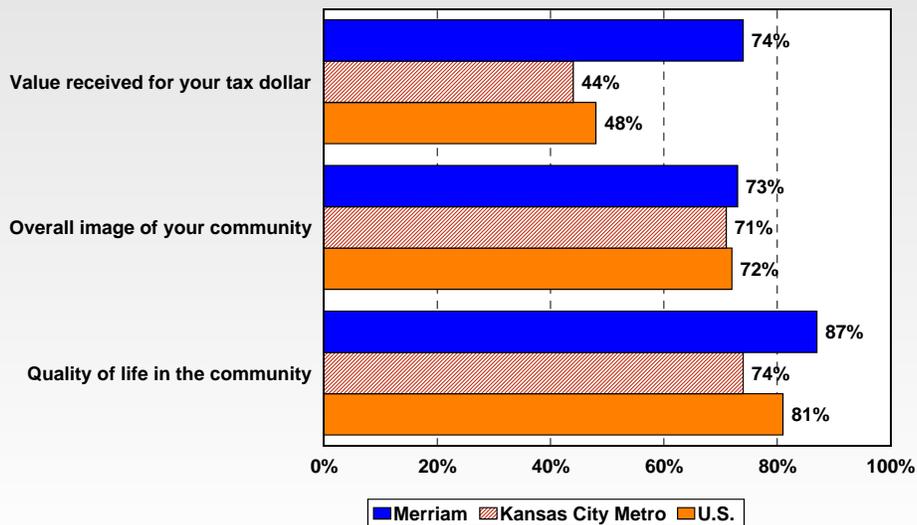
**Kansas City Metro Benchmarks.** The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 33 communities listed above for more than 40 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area. The actual ratings for Merriam are listed to the right of each chart. The dot on each bar shows how the results for Merriam compare to the other communities in the Kansas City area where the *DirectionFinder®* survey has been administered.

## National Benchmarks (All Communities)

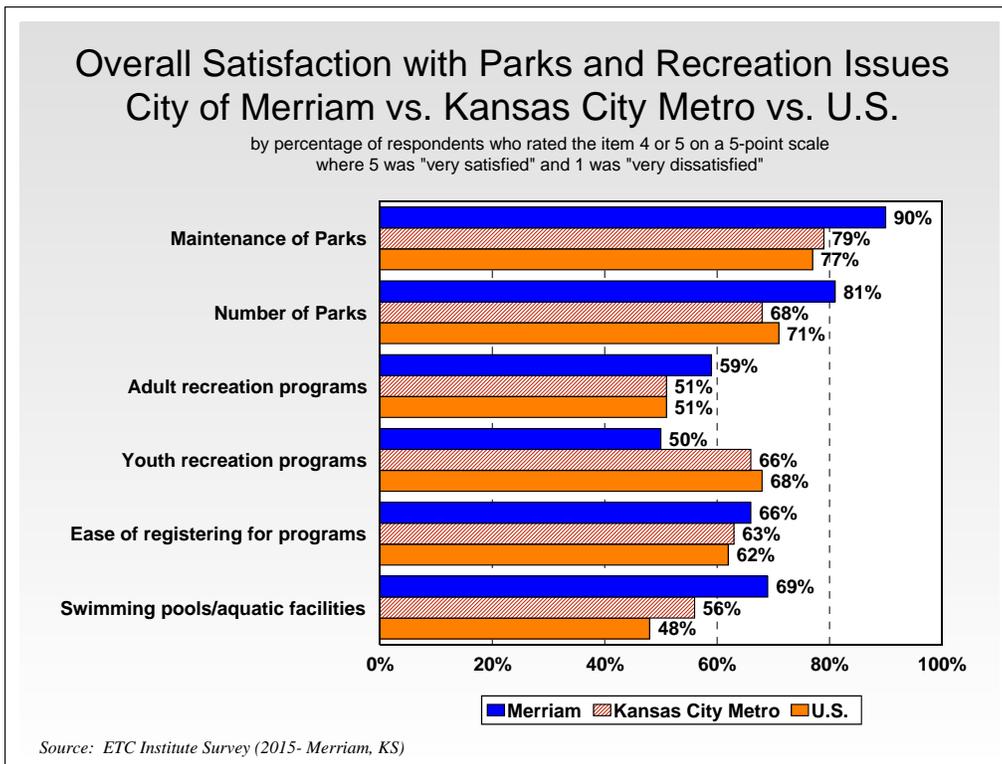
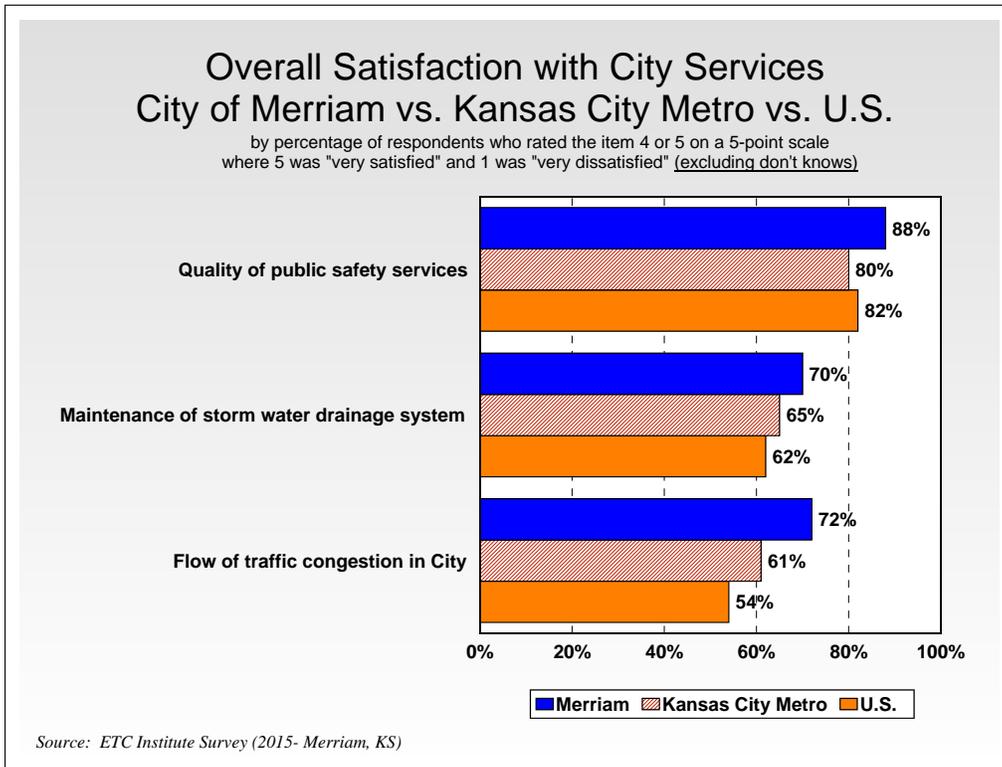
**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Merriam is not authorized without written consent from ETC Institute.**

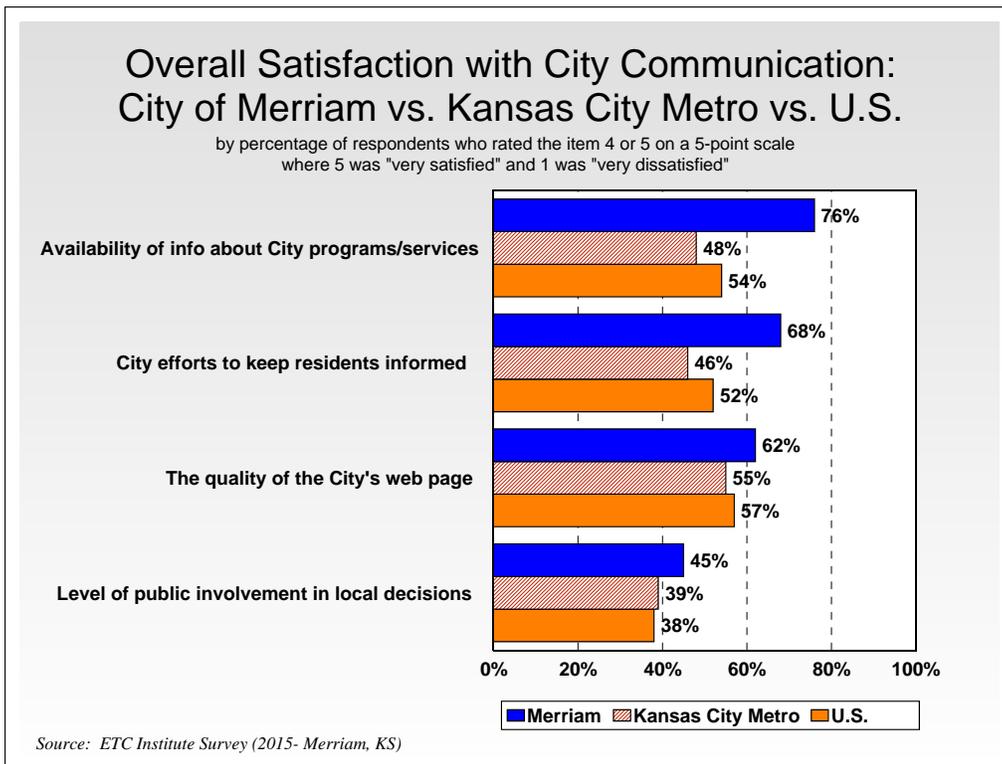
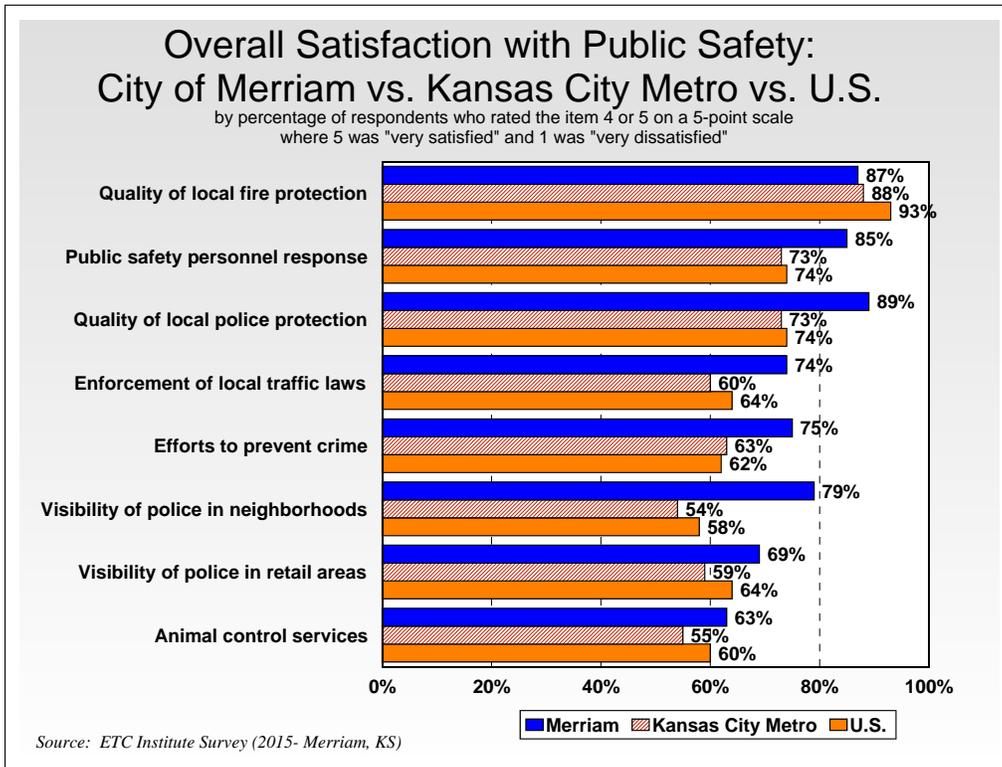
### Overall Satisfaction with the City of Merriam vs. Kansas City Metro vs. U.S.

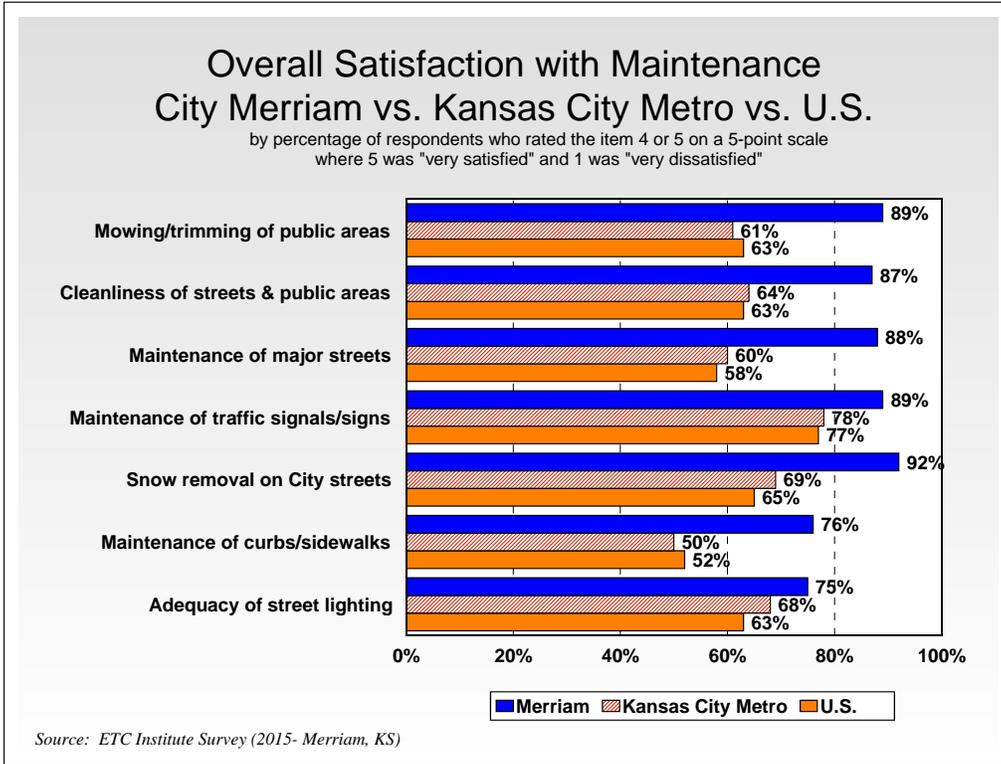
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied"



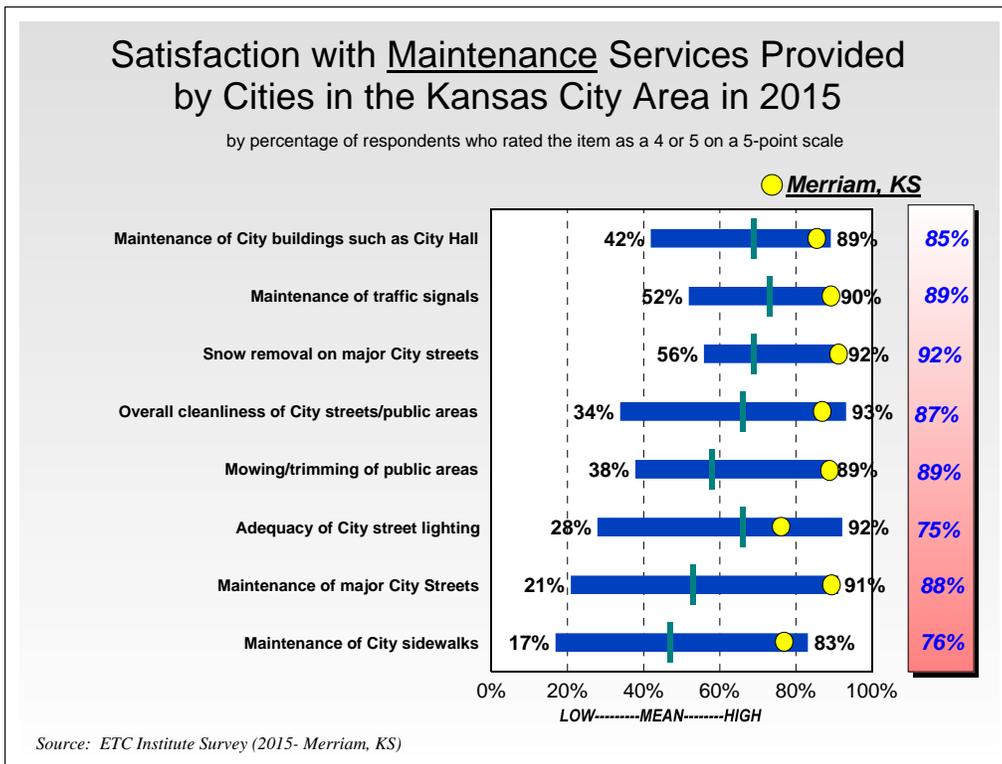
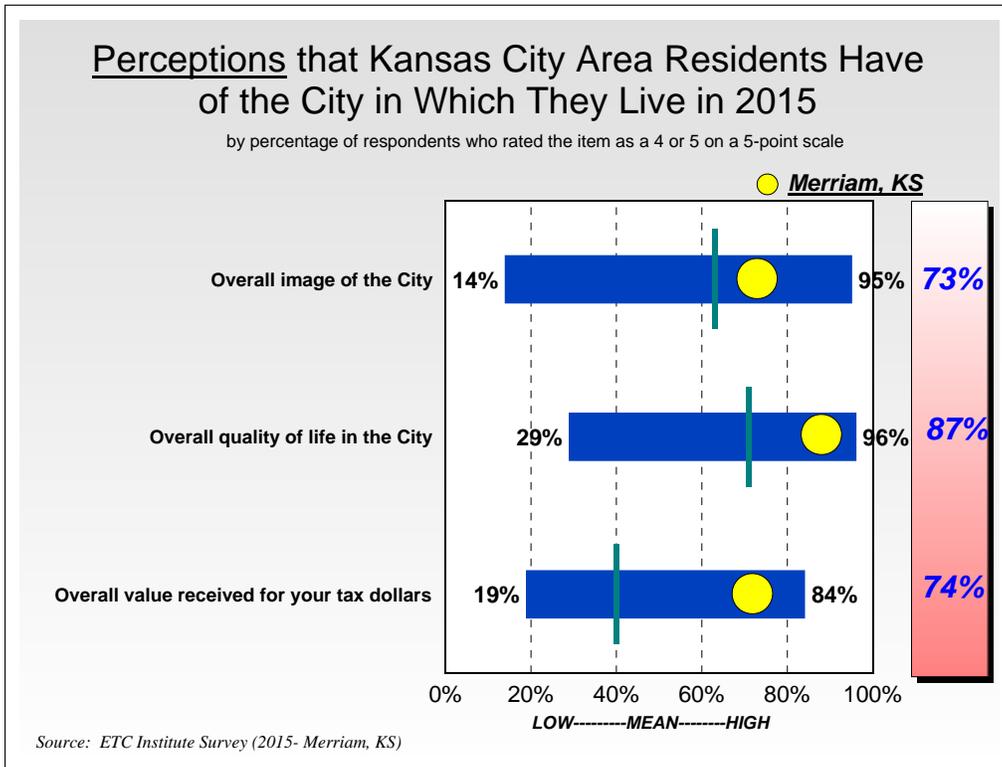
Source: ETC Institute Survey (2015- Merriam, KS)

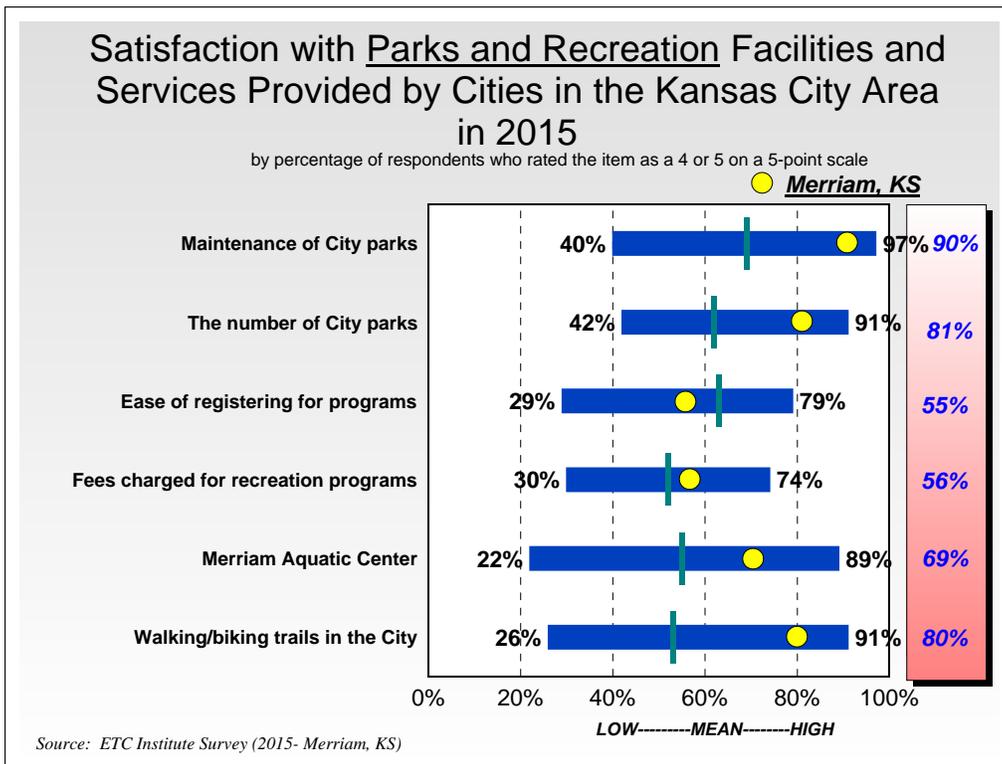
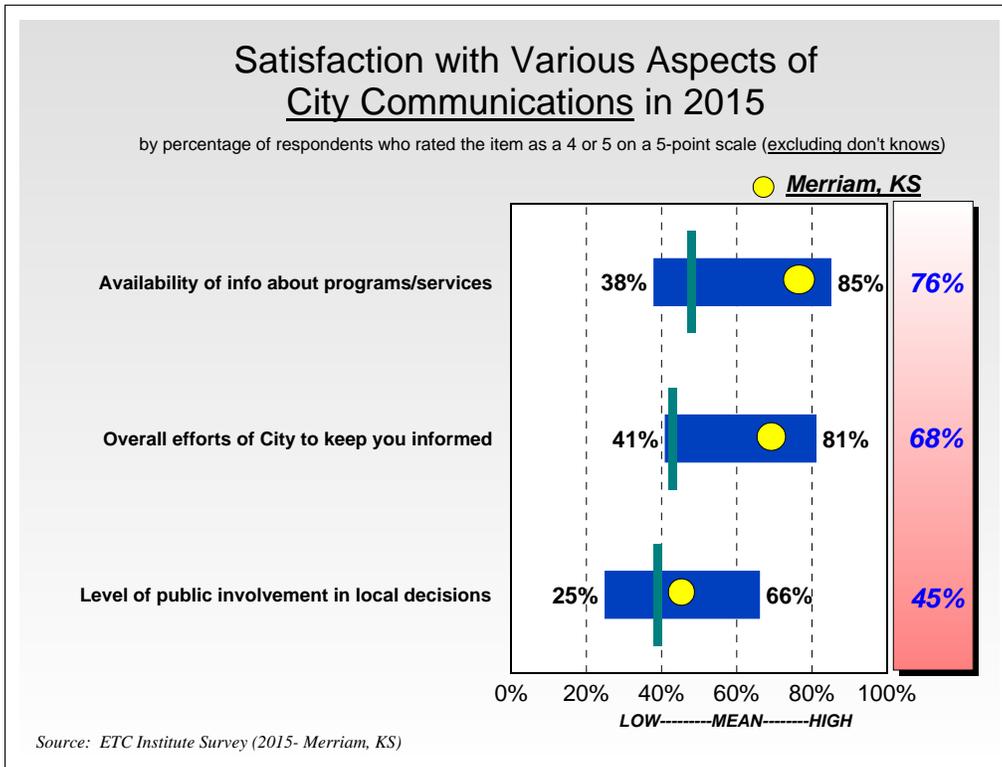


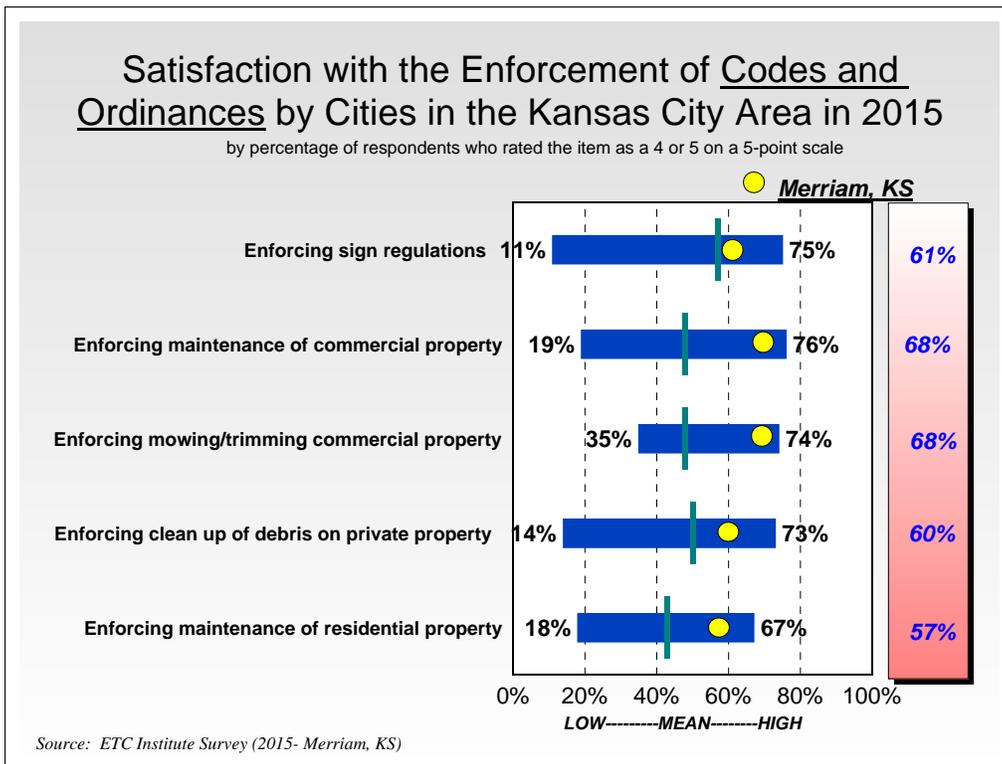
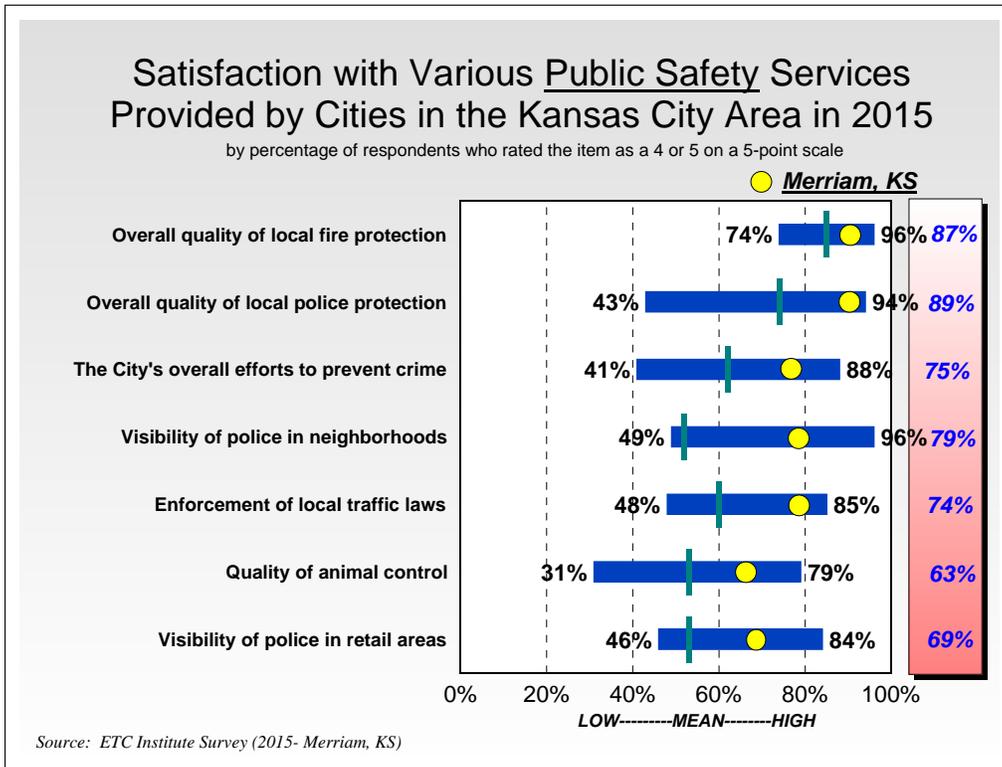




## Metropolitan Kansas City Benchmarks

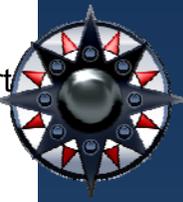






*Section 4:*  
*Importance-Satisfaction*  
*Analysis*

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# Importance-Satisfaction Analysis

## The City of Merriam, Kansas

### Overview

Today, community 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 (IS) 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 over the next two years. 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 know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS=Importance \times (1-Satisfaction)]$ .

**Example of the Calculation.** Respondents were asked to identify the major categories of public safety services they thought should receive the most emphasis over the next two years. Approximately thirty-six percent (36.4%) rated "City's overall efforts to prevent crime" as the most important public safety service to emphasize over the next two years.

With regard to satisfaction, “City’s overall efforts to prevent crime” was ranked seventh overall, with 74.7% rating it as a “4” or a “5” on a 5-point scale excluding, “don’t know” responses. The I-S rating for “City’s overall efforts to prevent crime” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 36.4% was multiplied by 25.3% (1-0.747). This calculation yielded an I-S rating of **0.0921**, which was ranked first out of 11 public safety service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate 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 over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. 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 the City of Merriam are provided on the following pages.

# Importance-Satisfaction Rating

## City of Merriam

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS &lt;.10)</i>						
City's overall efforts to prevent crime	36%	1	75%	7	0.0921	1
Visibility of police in neighborhoods	31%	2	79%	5	0.0656	2
Quality of animal control	16%	8	63%	11	0.0591	3
Visibility of police in retail areas	19%	7	69%	10	0.0582	4
Feeling of safety in neighborhood	27%	3	83%	4	0.0450	5
Public interaction with police department	15%	10	72%	9	0.0429	6
Enforcement of local traffic laws	16%	9	74%	8	0.0397	7
Public safety personnel respond emergencies	23%	5	85%	3	0.0351	8
Quality of local police protection	24%	4	88%	1	0.0274	8
Overall quality of local fire protection	19%	6	88%	2	0.0232	10
City's overall efforts to prevent fires	9%	11	79%	6	0.0185	11

**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 Merriam PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i><u>High Priority (IS .10-.20)</u></i>						
Fitness Center at the Community Center	21%	5	51%	13	0.1000	1
<i><u>Medium Priority (IS &lt;.10)</u></i>						
Youth recreational programs	14%	7	51%	14	0.0703	2
Walking and biking trails in the City	33%	2	80%	4	0.0665	3
Park amenities	25%	4	78%	5	0.0563	4
Merriam Aquatic Center	16%	6	69%	6	0.0512	5
Farmers Market at Merriam Marketplace	27%	3	82%	2	0.0489	6
Senior recreational programs	12%	8	59%	9	0.0484	7
Fees charged for recreational programs	11%	9	56%	11	0.0476	8
Arts and culture programs	10%	12	54%	12	0.0435	9
Adult recreational programs	10%	11	59%	10	0.0396	10
Other City recreational programs/special events	10%	10	59%	8	0.0390	11
Maintenance of City parks	36%	1	90%	1	0.0365	12
Number of City parks	8%	13	81%	3	0.0140	13
Ease of registering for programs	4%	14	65%	7	0.0126	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 Merriam CODES AND ORDINANCES

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>						
Enforcing the maintenance of rental properties	40%	3	48%	7	0.2079	1
Enforcing the clean up of litter and debris	51%	1	59%	4	0.2075	2
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcing the maintenance of residential property	41%	2	56%	6	0.1787	3
Enforcing the mowing/trimming residential property	30%	4	59%	5	0.1221	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcing the maintenance of commercial property	26%	5	63%	2	0.0980	5
Enforcing sign regulations	17%	7	60%	3	0.0693	6
Enforcing the mowing/trimming commercial property	19%	6	68%	1	0.0594	7

**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 Merriam

### CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS &lt; .10)</i>						
Flow of traffic/congestion management	25%	3	72%	11	0.0698	1
Quality and timeliness of street rebuilding	19%	8	67%	13	0.0606	2
Maintenance of curbs and sidewalks	22%	4	76%	9	0.0532	3
Adequacy of City street lighting	19%	6	75%	10	0.0472	4
Maintenance of neighborhood streets	28%	2	83%	8	0.0466	5
Maintenance of storm water drainage system	13%	10	70%	12	0.0381	6
Maintenance of major city streets	30%	1	89%	4	0.0340	7
Cleanliness of City streets/public areas	19%	7	86%	5	0.0254	8
Merriam's large-item pickup program	15%	9	85%	7	0.0226	9
Snow removal on City streets	20%	5	91%	1	0.0169	10
Mowing and trimming of public areas	7%	11	89%	2	0.0076	11
Maintenance of traffic signals/signs	5%	12	89%	3	0.0054	12
Maintenance of City buildings	1%	13	85%	6	0.0020	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.

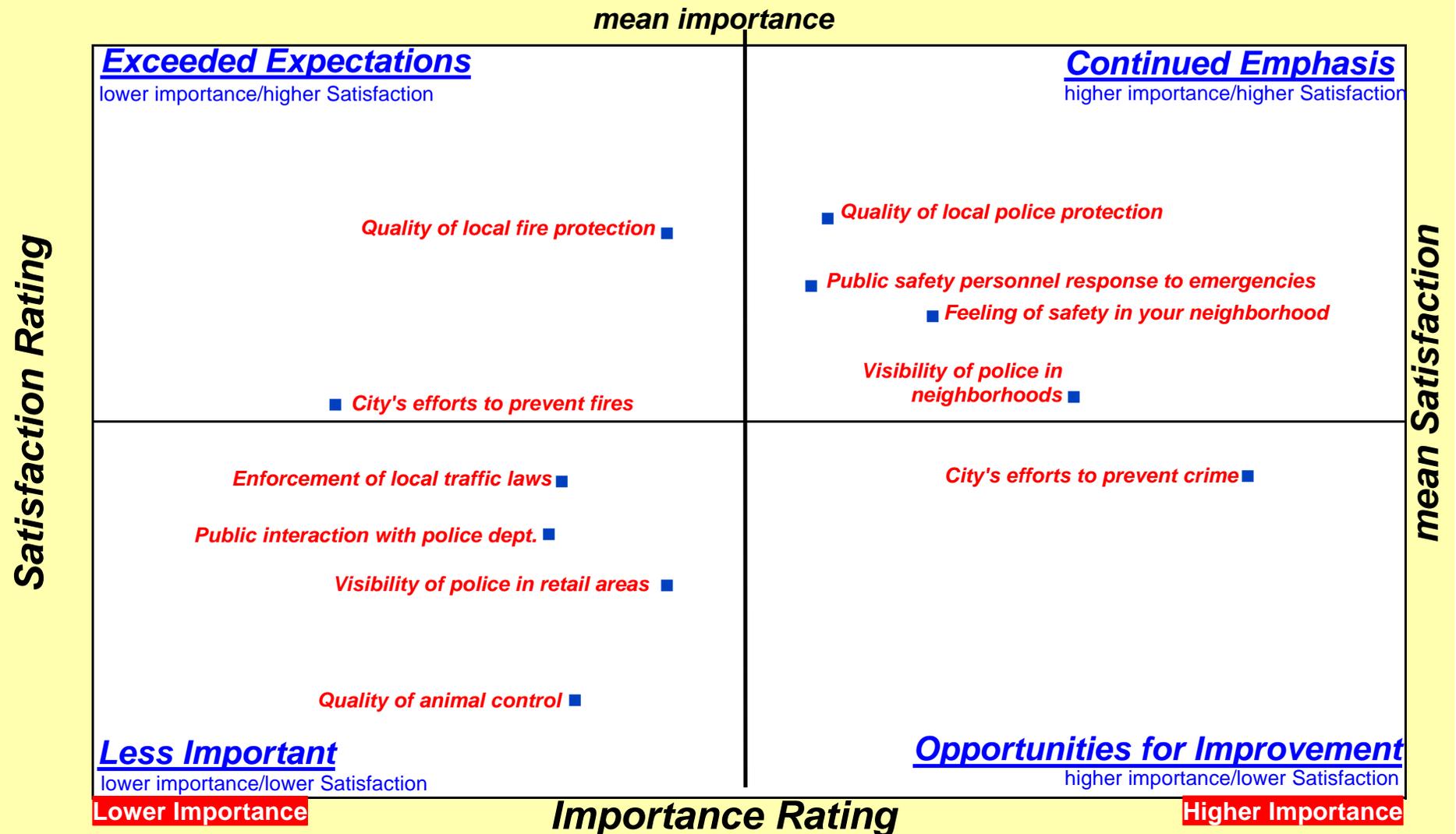
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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 the City of Merriam are provided on the following pages.

# 2015 City of Merriam DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

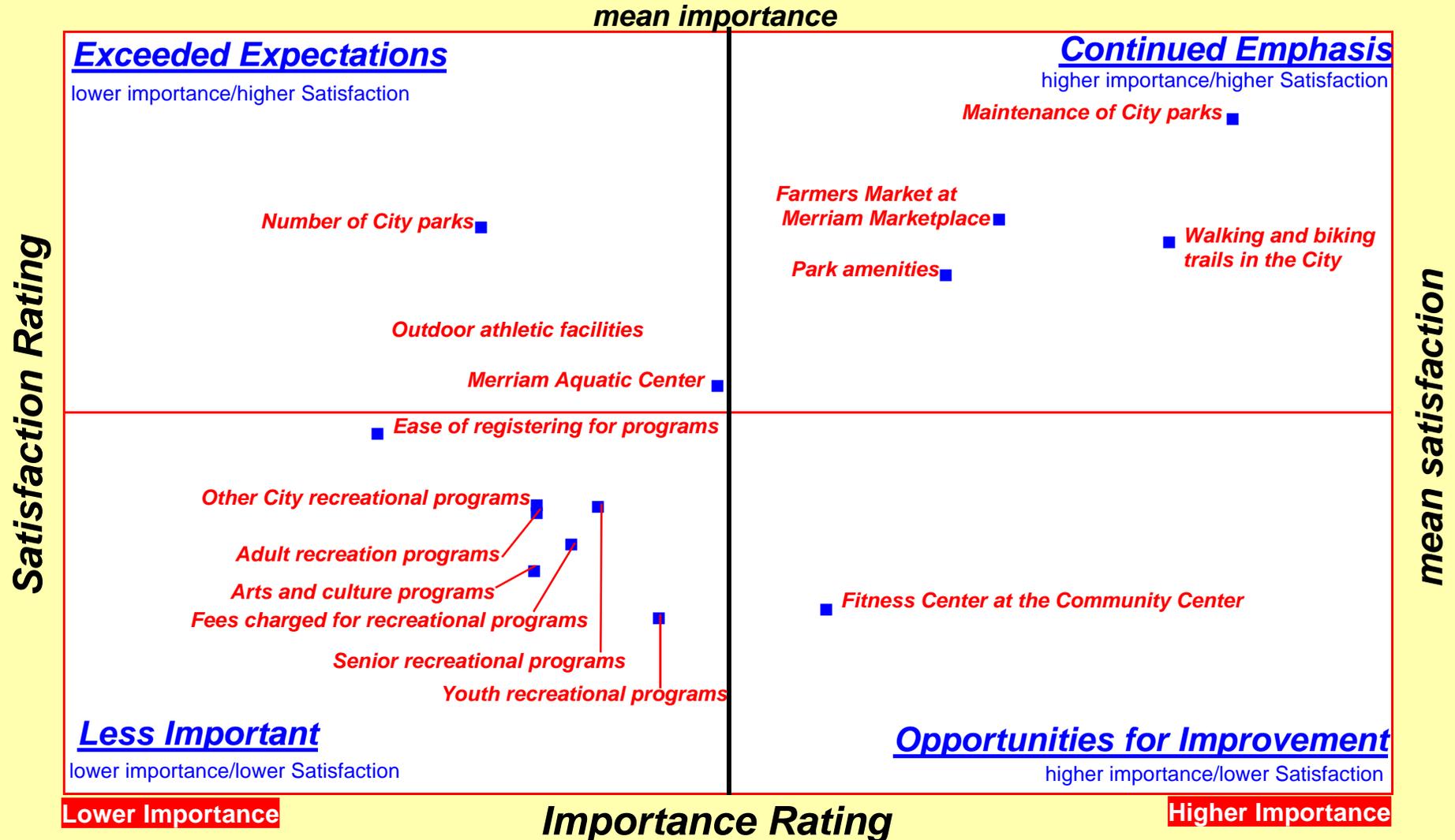
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



# 2015 City of Merriam DirectionFinder Survey 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)

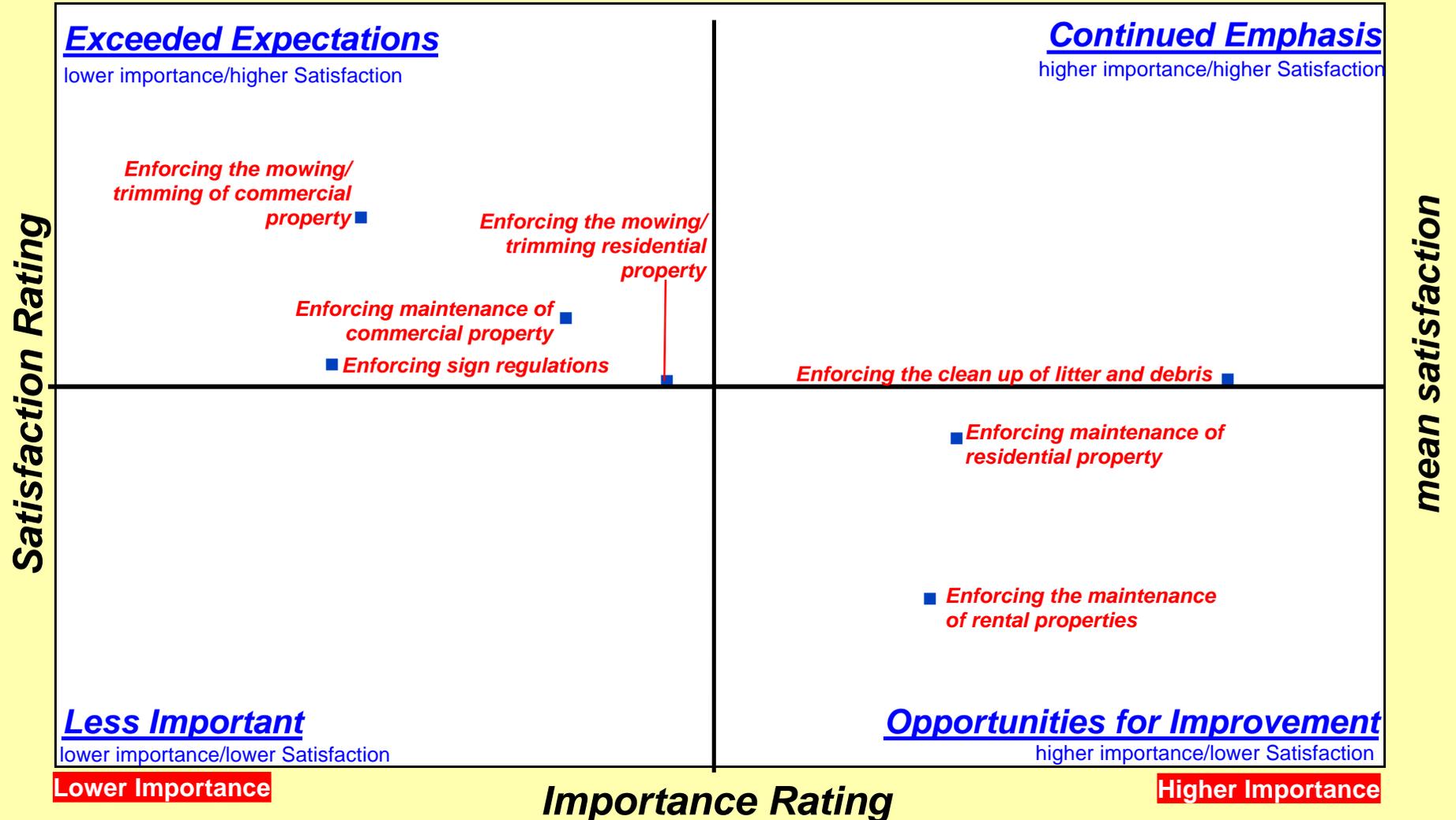


# 2015 City of Merriam DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

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

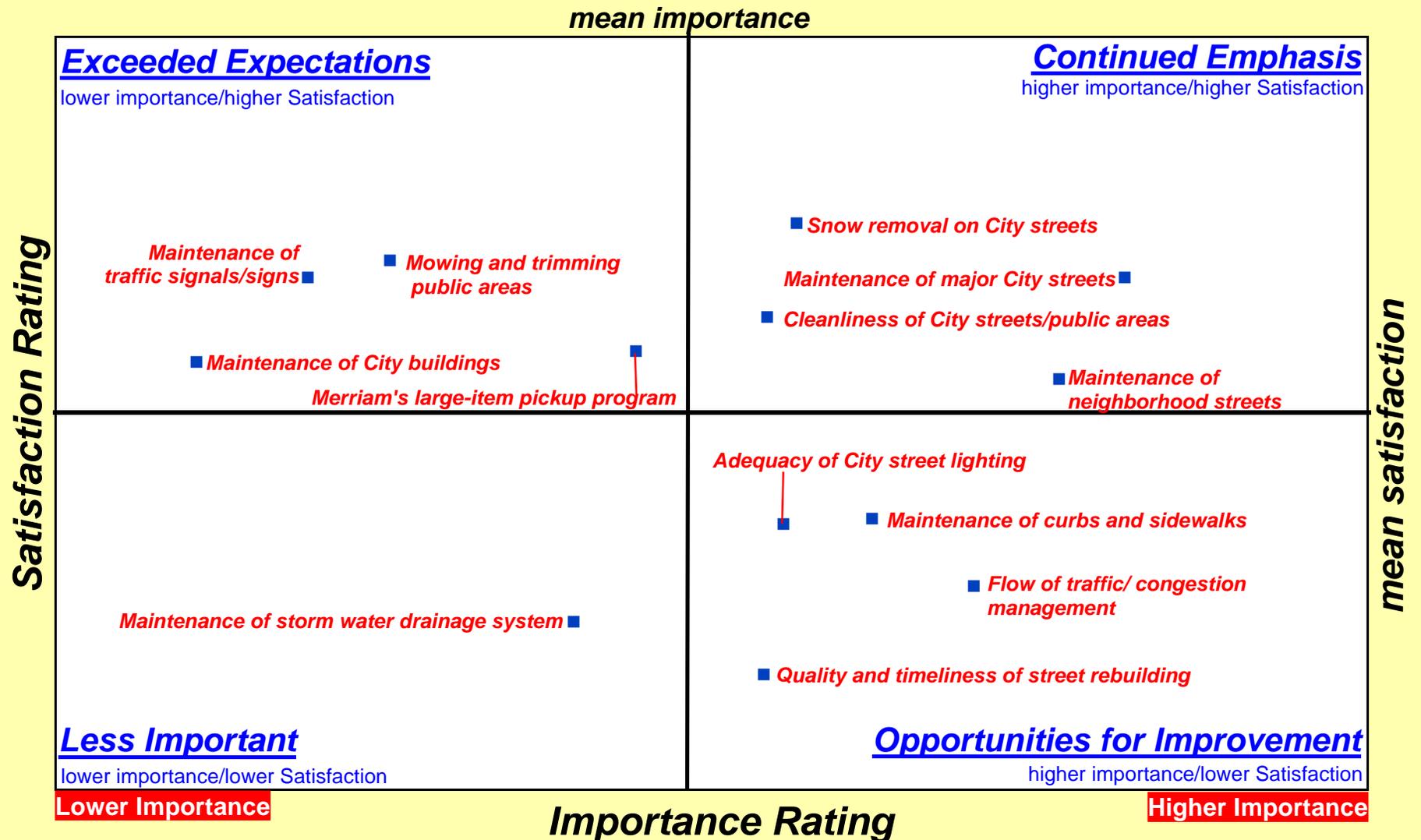
mean importance



# 2015 City of Merriam DirectionFinder Survey Importance-Satisfaction Assessment Matrix

## -Maintenance-

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



*Section 5:*  
*Tabular Data*  
*Survey Instrument*

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**Q1. Overall Perception: Some items that may influence your perception of the City of Merriam are listed below. Please rate each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied".**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of City Services	29.8%	54.0%	10.2%	1.3%	0.2%	4.5%
Q1b. Overall value that you receive for your City tax & fees	19.2%	49.4%	19.2%	4.2%	1.1%	6.8%
Q1c. Overall image of City	20.8%	50.0%	18.9%	6.2%	1.1%	3.0%
Q1d. How well City is planning new development & redevelopment	20.6%	38.1%	22.3%	6.8%	2.1%	10.2%
Q1e. Maintenance & preservation of Downtown Merriam	17.5%	39.2%	28.5%	6.8%	1.3%	6.6%
Q1f. Overall quality of life Merriam	29.2%	55.3%	9.8%	1.9%	0.6%	3.2%

**WITHOUT DON'T KNOW**

**Q1. Overall Perception: Some items that may influence your perception of the City of Merriam are listed below. Please rate each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of City Services	31.2%	56.5%	10.7%	1.4%	0.2%
Q1b. Overall value that you receive for your City tax & fees	20.6%	53.0%	20.6%	4.5%	1.2%
Q1c. Overall image of City	21.4%	51.6%	19.5%	6.4%	1.2%
Q1d. How well City is planning new development & redevelopment	22.9%	42.4%	24.8%	7.6%	2.3%
Q1e. Maintenance & preservation of Downtown Merriam	18.8%	42.0%	30.5%	7.3%	1.4%
Q1f. Overall quality of life Merriam	30.2%	57.1%	10.1%	1.9%	0.6%

**Q2. Public Safety: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q2a. Overall quality of local police protection	38.9%	48.1%	9.2%	1.1%	0.9%	1.7%
Q2b. Visibility of police in neighborhoods	32.6%	45.7%	15.5%	4.5%	0.9%	0.8%
Q2c. Visibility of police in retail areas	20.0%	45.3%	25.8%	2.8%	0.8%	5.3%
Q2d. City's overall efforts to prevent crime	23.6%	45.3%	20.0%	2.5%	0.9%	7.7%
Q2e. Your overall feeling of safety in your neighborhood	30.8%	52.3%	12.5%	3.2%	1.1%	0.2%
Q2f. Enforcement of local traffic laws	24.0%	47.4%	17.5%	4.7%	2.3%	4.2%
Q2g. Quality of animal control	20.8%	35.3%	21.7%	9.1%	2.5%	10.8%
Q2h. Overall quality of public interaction with police department	23.4%	38.5%	20.4%	3.4%	0.8%	13.6%
Q2i. Overall quality of local fire protection	36.2%	42.5%	9.6%	1.1%	0.4%	10.2%
Q2j. City's overall efforts to prevent fires	26.0%	37.4%	16.0%	0.6%	0.8%	19.2%
Q2k. How quickly public safety personnel responded to emergencies	35.1%	34.3%	10.8%	1.3%	0.4%	18.1%

**WITHOUT DON'T KNOW**

**Q2. Public Safety: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q2a. Overall quality of local police protection	39.5%	48.9%	9.4%	1.2%	1.0%
Q2b. Visibility of police in neighborhoods	32.9%	46.0%	15.6%	4.6%	1.0%
Q2c. Visibility of police in retail areas	21.1%	47.8%	27.3%	3.0%	0.8%
Q2d. City's overall efforts to prevent crime	25.6%	49.1%	21.7%	2.7%	1.0%
Q2e. Your overall feeling of safety in your neighborhood	30.8%	52.4%	12.5%	3.2%	1.1%
Q2f. Enforcement of local traffic laws	25.0%	49.4%	18.3%	4.9%	2.4%
Q2g. Quality of animal control	23.3%	39.5%	24.3%	10.1%	2.7%
Q2h. Overall quality of public interaction with police department	27.1%	44.5%	23.6%	3.9%	0.9%
Q2i. Overall quality of local fire protection	40.3%	47.3%	10.7%	1.3%	0.4%
Q2j. City's overall efforts to prevent fires	32.2%	46.3%	19.9%	0.7%	0.9%
Q2k. How quickly public safety personnel responded to emergencies	42.9%	41.9%	13.1%	1.6%	0.5%

**Q3. Which THREE of the public safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of local police protection	67	12.6 %
Visibility of police in neighborhoods	85	16.0 %
Visibility of police in retail areas	31	5.8 %
City's overall efforts to prevent crime	87	16.4 %
Your overall feeling of safety in your neighborhood	47	8.9 %
Enforcement of local traffic laws	22	4.2 %
Quality of animal control	22	4.2 %
Quality of public interaction with police department	20	3.8 %
Quality of local fire protection	11	2.1 %
City's overall efforts to prevent fires	7	1.3 %
How quickly public safety personnel responded to emergencies	30	5.7 %
<u>None chosen</u>	<u>101</u>	<u>19.1 %</u>
Total	530	100.0 %

**Q3. Which THREE of the public safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of local police protection	28	5.3 %
Visibility of police in neighborhoods	44	8.3 %
Visibility of police in retail areas	38	7.2 %
City's overall efforts to prevent crime	56	10.6 %
Your overall feeling of safety in your neighborhood	59	11.1 %
Enforcement of local traffic laws	27	5.1 %
Quality of animal control	23	4.3 %
Quality of public interaction with police department	34	6.4 %
Quality of local fire protection	53	10.0 %
City's overall efforts to prevent fires	24	4.5 %
How quickly public safety personnel responded to emergencies	30	5.7 %
<u>None chosen</u>	<u>114</u>	<u>21.5 %</u>
Total	530	100.0 %

**Q3. Which THREE of the public safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q3. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of local police protection	30	5.7 %
Visibility of police in neighborhoods	36	6.8 %
Visibility of police in retail areas	30	5.7 %
City's overall efforts to prevent crime	50	9.4 %
Your overall feeling of safety in your neighborhood	36	6.8 %
Enforcement of local traffic laws	33	6.2 %
Quality of animal control	39	7.4 %
Quality of public interaction with police department	26	4.9 %
Quality of local fire protection	35	6.6 %
City's overall efforts to prevent fires	15	2.8 %
How quickly public safety personnel responded to emergencies	62	11.7 %
<u>None chosen</u>	<u>138</u>	<u>26.0 %</u>
Total	530	100.0 %

**Q3. Which THREE of the public safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)**

<u>Q3. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of local police protection	125	23.6 %
Visibility of police in neighborhoods	165	31.1 %
Visibility of police in retail areas	99	18.7 %
City's overall efforts to prevent crime	193	36.4 %
Your overall feeling of safety in your neighborhood	142	26.8 %
Enforcement of local traffic laws	82	15.5 %
Quality of animal control	84	15.8 %
Quality of public interaction with police department	80	15.1 %
Quality of local fire protection	99	18.7 %
City's overall efforts to prevent fires	46	8.7 %
How quickly public safety personnel responded to emergencies	122	23.0 %
<u>None chosen</u>	<u>101</u>	<u>19.1 %</u>
Total	1338	

**Q4. Perceptions of Safety: Using a scale of 1 to 5 where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations:**

(N=530)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q4a. In your neighborhood during day	50.3%	42.3%	5.7%	0.9%	0.2%	0.6%
Q4b. In your neighborhood at night	24.8%	53.3%	15.5%	4.2%	0.8%	1.5%
Q4c. City parks & recreation facilities	20.4%	46.3%	21.7%	2.1%	0.8%	8.7%
Q4d. In commercial & retail areas in City	25.1%	53.3%	17.2%	0.9%	0.6%	2.8%
Q4e. Overall condition of housing in your neighborhood	25.3%	51.4%	16.1%	4.3%	1.3%	1.5%

**WITHOUT DON'T KNOW**

**Q4. Perceptions of Safety: Using a scale of 1 to 5 where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations: (without "don't know")**

(N=530)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q4a. In your neighborhood during day	50.6%	42.6%	5.7%	1.0%	0.2%
Q4b. In your neighborhood at night	25.1%	54.1%	15.7%	4.2%	0.8%
Q4c. City parks & recreation facilities	22.4%	50.7%	23.8%	2.3%	0.8%
Q4d. In commercial & retail areas in City	25.9%	54.9%	17.7%	1.0%	0.6%
Q4e. Overall condition of housing in your neighborhood	25.7%	52.2%	16.3%	4.4%	1.3%

**Q5. Parks and Recreation: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Maintenance of City parks	32.1%	50.9%	8.1%	1.1%	0.2%	7.6%
Q5b. Number of City parks	27.2%	48.0%	14.2%	2.6%	0.4%	7.6%
Q5c. Walking & biking trails in City	30.2%	43.7%	13.4%	4.5%	0.4%	7.8%
Q5d. Park amenities	25.0%	46.1%	16.3%	4.2%	0.2%	8.3%
Q5e. Merriam Farmers' Market at Merriam Marketplace	32.1%	41.8%	14.6%	1.5%	0.2%	9.8%
Q5f. Merriam Aquatic Center	18.7%	28.9%	18.3%	2.5%	0.8%	30.8%
Q5g. Fitness Center at Irene B French Community Center	10.8%	20.0%	19.8%	7.4%	2.1%	39.9%
Q5h. Youth recreational programs offered	9.8%	19.1%	25.0%	2.5%	0.9%	42.7%
Q5i. Adult recreational programs offered	11.0%	27.6%	23.4%	3.2%	0.4%	34.4%
Q5j. Senior recreational programs offered	9.8%	25.1%	21.7%	1.7%	0.6%	41.0%
Q5k. Arts & culture programs	9.1%	26.7%	26.8%	3.0%	0.4%	34.0%
Q5l. Other City recreational programs & special events	11.5%	29.5%	26.5%	1.1%	0.4%	31.0%
Q5m. Ease of registering for programs	12.3%	28.7%	21.0%	0.8%	0.4%	36.9%
Q5n. Fees charged for recreational programs	10.2%	27.8%	25.7%	3.0%	0.8%	32.5%

**WITHOUT DON'T KNOW**

**Q5. Parks and Recreation: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Maintenance of City parks	34.8%	55.0%	8.8%	1.2%	0.2%
Q5b. Number of City parks	29.4%	51.9%	15.3%	2.9%	0.4%
Q5c. Walking & biking trails in City	32.8%	47.3%	14.5%	4.9%	0.4%
Q5d. Park amenities	27.2%	50.3%	17.7%	4.5%	0.2%
Q5e. Merriam Farmers' Market at Merriam Marketplace	35.6%	46.3%	16.1%	1.7%	0.2%
Q5f. Merriam Aquatic Center	27.0%	41.8%	26.5%	3.6%	1.1%
Q5g. Fitness Center at Irene B French Community Center	17.9%	33.3%	33.0%	12.3%	3.5%
Q5h. Youth recreational programs offered	17.2%	33.3%	43.6%	4.3%	1.7%
Q5i. Adult recreational programs offered	16.7%	42.1%	35.7%	4.9%	0.6%
Q5j. Senior recreational programs offered	16.7%	42.6%	36.9%	2.9%	1.0%
Q5k. Arts & culture programs	13.8%	40.4%	40.7%	4.6%	0.6%
Q5l. Other City recreational programs & special events	16.7%	42.7%	38.4%	1.6%	0.5%
Q5m. Ease of registering for programs	19.5%	45.5%	33.2%	1.2%	0.6%
Q5n. Fees charged for recreational programs	15.1%	41.2%	38.1%	4.5%	1.1%

**Q6. Which THREE of the parks and recreation items listed in Question 5 above do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q6. Top choice	Number	Percent
Maintenance of City parks	102	19.2 %
Number of City parks	14	2.6 %
Walking & biking trails in City	67	12.6 %
Park amenities	31	5.8 %
Merriam Farmers' Market at Merriam Marketplace	43	8.1 %
Merriam Aquatic Center	38	7.2 %
Fitness Center at Irene B French Community Center	58	10.9 %
Youth recreational programs offered	26	4.9 %
Adult recreational programs offered	9	1.7 %
Senior recreational programs offered	11	2.1 %
Arts & culture programs	13	2.5 %
Other City recreational programs & special events	7	1.3 %
Ease of registering for programs	3	0.6 %
Fees charged for recreational programs	16	3.0 %
None chosen	92	17.4 %
Total	530	100.0 %

**Q6. Which THREE of the parks and recreation items listed in Question 5 above do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q6. 2nd choice	Number	Percent
Maintenance of City parks	46	8.7 %
Number of City parks	19	3.6 %
Walking & biking trails in City	63	11.9 %
Park amenities	51	9.6 %
Merriam Farmers' Market at Merriam Marketplace	45	8.5 %
Merriam Aquatic Center	23	4.3 %
Fitness Center at Irene B French Community Center	33	6.2 %
Youth recreational programs offered	27	5.1 %
Adult recreational programs offered	24	4.5 %
Senior recreational programs offered	20	3.8 %
Arts & culture programs	19	3.6 %
Other City recreational programs & special events	20	3.8 %
Ease of registering for programs	6	1.1 %
Fees charged for recreational programs	15	2.8 %
None chosen	119	22.5 %
Total	530	100.0 %

**Q6. Which THREE of the parks and recreation items listed in Question 5 above do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	42	7.9 %
Number of City parks	7	1.3 %
Walking & biking trails in City	47	8.9 %
Park amenities	51	9.6 %
Merriam Farmers' Market at Merriam Marketplace	55	10.4 %
Merriam Aquatic Center	26	4.9 %
Fitness Center at Irene B French Community Center	18	3.4 %
Youth recreational programs offered	22	4.2 %
Adult recreational programs offered	18	3.4 %
Senior recreational programs offered	32	6.0 %
Arts & culture programs	18	3.4 %
Other City recreational programs & special events	24	4.5 %
Ease of registering for programs	10	1.9 %
Fees charged for recreational programs	27	5.1 %
None chosen	133	25.1 %
Total	530	100.0 %

**Q6. Which THREE of the parks and recreation items listed in Question 5 above do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)**

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	190	35.8 %
Number of City parks	40	7.5 %
Walking & biking trails in City	177	33.4 %
Park amenities	133	25.1 %
Merriam Farmers' Market at Merriam Marketplace	143	27.0 %
Merriam Aquatic Center	87	16.4 %
Fitness Center at Irene B French Community Center	109	20.6 %
Youth recreational programs offered	75	14.2 %
Adult recreational programs offered	51	9.6 %
Senior recreational programs offered	63	11.9 %
Arts & culture programs	50	9.4 %
Other City recreational programs & special events	51	9.6 %
Ease of registering for programs	19	3.6 %
Fees charged for recreational programs	58	10.9 %
None chosen	92	17.4 %
Total	1338	

**Q7. Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a. Enforcing clean up of litter & debris	14.6%	40.6%	22.7%	10.4%	4.7%	7.0%
Q7b. Enforcing mowing & trimming of residential property	13.2%	41.8%	24.8%	8.7%	4.3%	7.2%
Q7c. Enforcing mowing & trimming of commercial property	16.4%	44.2%	23.6%	3.0%	2.1%	10.6%
Q7d. Enforcing maintenance of residential property in your neighborhood	13.6%	39.1%	20.2%	15.1%	5.5%	6.4%
Q7e. Enforcing maintenance of commercial property in your neighborhood	14.0%	40.5%	26.5%	4.2%	1.9%	13.0%
Q7f. Enforcing maintenance of rental properties in your neighborhood	10.2%	29.9%	25.3%	12.3%	5.9%	16.4%
Q7g. Enforcing sign regulations	11.9%	37.6%	25.3%	4.0%	3.4%	17.8%

**WITHOUT DON'T KNOW**

**Q7. Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a. Enforcing clean up of litter & debris	15.7%	43.7%	24.4%	11.2%	5.1%
Q7b. Enforcing mowing & trimming of residential property	14.3%	45.0%	26.7%	9.4%	4.7%
Q7c. Enforcing mowing & trimming of commercial property	18.4%	49.5%	26.4%	3.4%	2.3%
Q7d. Enforcing maintenance of residential property in your neighborhood	14.5%	41.8%	21.6%	16.2%	5.9%
Q7e. Enforcing maintenance of commercial property in your neighborhood	16.1%	46.5%	30.4%	4.8%	2.2%
Q7f. Enforcing maintenance of rental properties in your neighborhood	12.2%	35.7%	30.3%	14.7%	7.0%
Q7g. Enforcing sign regulations	14.5%	45.7%	30.8%	4.8%	4.1%

**Q8. Which THREE of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean up of litter & debris	139	26.2 %
Enforcing mowing & trimming of residential property	41	7.7 %
Enforcing mowing & trimming of commercial property	20	3.8 %
Enforcing maintenance of residential property in your neighborhood	82	15.5 %
Enforcing maintenance of commercial property in your neighborhood	35	6.6 %
Enforcing maintenance of rental properties in your neighborhood	82	15.5 %
Enforcing sign regulations	26	4.9 %
None chosen	105	19.8 %
Total	530	100.0 %

**Q8. Which THREE of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean up of litter & debris	62	11.7 %
Enforcing mowing & trimming of residential property	70	13.2 %
Enforcing mowing & trimming of commercial property	50	9.4 %
Enforcing maintenance of residential property in your neighborhood	86	16.2 %
Enforcing maintenance of commercial property in your neighborhood	53	10.0 %
Enforcing maintenance of rental properties in your neighborhood	55	10.4 %
Enforcing sign regulations	21	4.0 %
None chosen	133	25.1 %
Total	530	100.0 %

**Q8. Which THREE of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean up of litter & debris	70	13.2 %
Enforcing mowing & trimming of residential property	48	9.1 %
Enforcing mowing & trimming of commercial property	28	5.3 %
Enforcing maintenance of residential property in your neighborhood	49	9.2 %
Enforcing maintenance of commercial property in your neighborhood	51	9.6 %
Enforcing maintenance of rental properties in your neighborhood	74	14.0 %
Enforcing sign regulations	45	8.5 %
None chosen	165	31.1 %
Total	530	100.0 %

**Q8. Which THREE of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)**

<u>Q8. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean up of litter & debris	271	51.1 %
Enforcing mowing & trimming of residential property	159	30.0 %
Enforcing mowing & trimming of commercial property	98	18.5 %
Enforcing maintenance of residential property in your neighborhood	217	40.9 %
Enforcing maintenance of commercial property in your neighborhood	139	26.2 %
Enforcing maintenance of rental properties in your neighborhood	211	39.8 %
Enforcing sign regulations	92	17.4 %
None chosen	105	19.8 %
Total	1292	

**Q9. City Maintenance: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Maintenance of major City streets	34.0%	53.5%	7.9%	2.8%	0.6%	1.1%
Q9b. Maintenance of neighborhood streets	30.2%	51.6%	10.6%	5.5%	0.6%	1.5%
Q9c. Maintenance of curbs & sidewalks	26.1%	47.8%	15.1%	7.8%	0.8%	2.5%
Q9d. Maintenance of traffic signals/signs	29.9%	56.5%	8.9%	1.9%	0.4%	2.5%
Q9e. Adequacy of City street lighting	25.7%	48.4%	14.6%	7.6%	2.1%	1.7%
Q9f. Maintenance of City buildings	27.8%	46.3%	14.2%	0.0%	0.0%	11.7%
Q9g. Snow removal on City streets	57.1%	33.5%	5.5%	2.3%	0.8%	0.9%
Q9h. Mowing & trimming along City streets, parks, & other public areas	33.5%	54.1%	7.9%	1.9%	0.6%	2.1%
Q9i. Overall cleanliness of City streets & other public areas	30.1%	55.2%	11.0%	1.7%	0.8%	1.3%
Q9j. Overall flow of traffic & congestion management in Merriam	21.7%	49.0%	16.4%	9.6%	1.3%	1.9%
Q9k. Quality & timeliness of street rebuilding	17.2%	45.7%	22.3%	6.4%	1.7%	6.6%
Q9l. Maintenance of stormwater drainage system	18.3%	45.0%	20.4%	4.0%	2.5%	9.8%
Q9m. Merriam's large-item pickup program	46.3%	31.8%	10.2%	3.0%	0.9%	7.8%

**WITHOUT DON'T KNOW**

**Q9. City Maintenance: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Maintenance of major City streets	34.4%	54.1%	8.0%	2.9%	0.6%
Q9b. Maintenance of neighborhood streets	30.7%	52.4%	10.7%	5.6%	0.6%
Q9c. Maintenance of curbs & sidewalks	26.7%	49.0%	15.5%	7.9%	0.8%
Q9d. Maintenance of traffic signals/signs	30.6%	57.9%	9.1%	1.9%	0.4%
Q9e. Adequacy of City street lighting	26.2%	49.2%	14.8%	7.7%	2.1%
Q9f. Maintenance of City buildings	31.5%	52.5%	16.1%	0.0%	0.0%
Q9g. Snow removal on City streets	57.6%	33.8%	5.5%	2.3%	0.8%
Q9h. Mowing & trimming along City streets, parks, & other public areas	34.2%	55.2%	8.1%	1.9%	0.6%
Q9i. Overall cleanliness of City streets & other public areas	30.5%	55.9%	11.1%	1.7%	0.8%
Q9j. Overall flow of traffic & congestion management in Merriam	22.2%	49.9%	16.8%	9.8%	1.3%
Q9k. Quality & timeliness of street rebuilding	18.4%	49.0%	23.9%	6.9%	1.8%
Q9l. Maintenance of stormwater drainage system	20.3%	49.9%	22.6%	4.4%	2.7%
Q9m. Merriam's large-item pickup program	50.2%	34.4%	11.1%	3.3%	1.0%

**Q10. Which THREE of the City maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q10. Top choice	Number	Percent
Maintenance of major City streets	85	16.0 %
Maintenance of neighborhood streets	36	6.8 %
Maintenance of curbs & sidewalks	44	8.3 %
Maintenance of traffic signals/signs	8	1.5 %
Adequacy of City street lighting	42	7.9 %
Maintenance of City buildings	2	0.4 %
Snow removal on City streets	35	6.6 %
Mowing & trimming along City streets, parks, & other public areas	8	1.5 %
Overall cleanliness of City streets & other public areas	26	4.9 %
Overall flow of traffic & congestion management	50	9.4 %
Quality & timeliness of street rebuilding	26	4.9 %
Maintenance of stormwater drainage system	25	4.7 %
Merriam's large-item pickup program	31	5.8 %
None chosen	112	21.1 %
Total	530	100.0 %

**Q10. Which THREE of the City maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

Q10. 2nd choice	Number	Percent
Maintenance of major City streets	38	7.2 %
Maintenance of neighborhood streets	71	13.4 %
Maintenance of curbs & sidewalks	37	7.0 %
Maintenance of traffic signals/signs	10	1.9 %
Adequacy of City street lighting	44	8.3 %
Snow removal on City streets	35	6.6 %
Mowing & trimming along City streets, parks, & other public areas	17	3.2 %
Overall cleanliness of City streets & other public areas	38	7.2 %
Overall flow of traffic & congestion management	32	6.0 %
Quality & timeliness of street rebuilding	31	5.8 %
Maintenance of stormwater drainage system	20	3.8 %
Merriam's large-item pickup program	18	3.4 %
None chosen	139	26.2 %
Total	530	100.0 %

**Q10. Which THREE of the City maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years?**

<u>Q10. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	34	6.4 %
Maintenance of neighborhood streets	39	7.4 %
Maintenance of curbs & sidewalks	35	6.6 %
Maintenance of traffic signals/signs	7	1.3 %
Adequacy of City street lighting	28	5.3 %
Maintenance of City buildings	5	0.9 %
Snow removal on City streets	34	6.4 %
Mowing & trimming along City streets, parks, & other public areas	13	2.5 %
Overall cleanliness of City streets & other public areas	35	6.6 %
Overall flow of traffic & congestion management	51	9.6 %
Quality & timeliness of street rebuilding	42	7.9 %
Maintenance of stormwater drainage system	23	4.3 %
Merriam's large-item pickup program	29	5.5 %
None chosen	155	29.2 %
Total	530	100.0 %

**Q10. Which THREE of the City maintenance items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 3)**

<u>Q10. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	157	29.6 %
Maintenance of neighborhood streets	146	27.5 %
Maintenance of curbs & sidewalks	116	21.9 %
Maintenance of traffic signals/signs	25	4.7 %
Adequacy of City street lighting	114	21.5 %
Maintenance of City buildings	7	1.3 %
Snow removal on City streets	104	19.6 %
Mowing & trimming along City streets, parks, & other public areas	38	7.2 %
Overall cleanliness of City streets & other public areas	99	18.7 %
Overall flow of traffic & congestion management	133	25.1 %
Quality & timeliness of street rebuilding	99	18.7 %
Maintenance of stormwater drainage system	68	12.8 %
Merriam's large-item pickup program	78	14.7 %
None chosen	112	21.1 %
Total	1296	

**Q11. Leadership: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Overall quality of leadership provided by City's elected officials	15.1%	39.6%	24.5%	1.9%	1.7%	17.2%
Q11b. Overall effectiveness of City Manager & appointed staff	14.0%	37.2%	24.3%	2.3%	1.7%	20.6%
Q11c. Overall accessibility of City leaders	11.9%	26.8%	25.7%	3.0%	0.9%	31.7%
Q11d. Overall responsiveness of City leaders	11.5%	27.0%	25.7%	4.0%	1.3%	30.6%

**WITHOUT DON'T KNOW**

**Q11. Leadership: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Overall quality of leadership provided by City's elected officials	18.2%	47.8%	29.6%	2.3%	2.1%
Q11b. Overall effectiveness of City Manager & appointed staff	17.6%	46.8%	30.6%	2.9%	2.1%
Q11c. Overall accessibility of City leaders	17.4%	39.2%	37.6%	4.4%	1.4%
Q11d. Overall responsiveness of City leaders	16.6%	38.9%	37.0%	5.7%	1.9%

**Q12. Communication: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Availability of information about City programs & services	22.3%	51.1%	17.7%	4.0%	0.8%	4.2%
Q12b. City's efforts to keep you informed about local issues	20.4%	44.9%	22.5%	7.2%	1.1%	4.0%
Q12c. Level of public involvement in local decision making	10.8%	26.8%	34.3%	9.4%	1.9%	16.8%
Q12d. Quality of City's web page	12.5%	36.0%	25.7%	3.8%	0.6%	21.5%
Q12e. Quality of City's newsletter/parks & recreation brochure	28.3%	46.6%	14.5%	1.9%	1.5%	7.2%

**WITHOUT DON'T KNOW**

**Q12. Communication: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=530)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Availability of information about City programs & services	23.2%	53.3%	18.5%	4.1%	0.8%
Q12b. City's efforts to keep you informed about local issues	21.2%	46.8%	23.4%	7.5%	1.2%
Q12c. Level of public involvement in local decision making	12.9%	32.2%	41.3%	11.3%	2.3%
Q12d. Quality of City's web page	15.9%	45.9%	32.7%	4.8%	0.7%
Q12e. Quality of City's newsletter/parks & recreation brochure	30.5%	50.2%	15.7%	2.0%	1.6%

**Q13. Which of the following are your primary sources of information about City issues, services, and events?**

Q13. Your primary sources of information about City issues, services, & events

	Number	Percent
City newsletter/recreation guide	421	79.4 %
The Kansas City Star	114	21.5 %
Television news	179	33.8 %
Radio	58	10.9 %
City website	217	40.9 %
Social media (Facebook, Twitter, YouTube, Google+)	73	13.8 %
Other	42	7.9 %
None chosen	18	3.4 %
Total	1122	

**WITHOUT NONE CHOSEN**

**Q13. Which of the following are your primary sources of information about City issues, services, and events? (without "none chosen")**

Q13. Your primary sources of information about City issues, services, & events

	Number	Percent
City newsletter/recreation guide	421	82.2 %
City website	217	42.4 %
Television news	179	35.0 %
The Kansas City Star	114	22.3 %
Social media (Facebook, Twitter, YouTube, Google+)	73	14.3 %
Radio	58	11.3 %
Other	42	8.2 %
Total	1104	

**Q13. Other**

Q13. Other	Number	Percent
NEIGHBORS	10	25.0 %
EMAIL	3	7.5 %
EMAILS FROM CITY	2	5.0 %
WORD OF MOUTH	2	5.0 %
WEBSITE NOTIFICATION	1	2.5 %
LOCAL FRIENDS	1	2.5 %
CHURCH	1	2.5 %
REPS NEWSLETTER	1	2.5 %
LIVE HERE	1	2.5 %
TELEPHONE	1	2.5 %
HUSBAND	1	2.5 %
CITY MEETINGS	1	2.5 %
TWITTER-TODD BOYER	1	2.5 %
NEIGHBORS-WORD OF MOUTH	1	2.5 %
MY OBSERVATIONS AND VISITORS	1	2.5 %
NOTIFY JOCO	1	2.5 %
TEXT UPDATES (MPD)	1	2.5 %
COUNCIL PERSONS	1	2.5 %
MAYOR LIVE DOWN THE STREET	1	2.5 %
DIRECT MAIL	1	2.5 %
LOCAL BUSINESS OWNER	1	2.5 %
NEIGHBOR ADVOCATE	1	2.5 %
PRAIRIE VILLAGE POST-MER EMAIL	1	2.5 %
NONE	1	2.5 %
EMAIL W/NEIGHBORS	1	2.5 %
PV POST	1	2.5 %
YAHOO	1	2.5 %
Total	40	100.0 %

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

Q14. Have you called, e-mailed or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	226	42.6 %
No	295	55.7 %
Not provided	9	1.7 %
Total	530	100.0 %

**WITHOUT NOT PROVIDED**

**Q14. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year? (without "not provided")**

Q14. Have you called, e-mailed or visited City with a question, problem, or complaint during past year	Number	Percent
Yes	226	43.4 %
No	295	56.6 %
Total	521	100.0 %

**Q15a. (Only if YES to Question 14) How easy was it to contact the person you needed to reach?**

Q15a. How easy was it to contact the person you needed to reach	Number	Percent
Very difficult	11	4.9 %
Difficult	22	9.7 %
Somewhat easy	67	29.6 %
Very easy	123	54.4 %
Don't know	3	1.3 %
Total	226	100.0 %

**WITHOUT DON'T KNOW**

**Q15a. (Only if YES to Question 14) How easy was it to contact the person you needed to reach? (without "don't know")**

Q15a. How easy was it to contact the person you needed to reach	Number	Percent
Very difficult	11	4.9 %
Difficult	22	9.9 %
Somewhat easy	67	30.0 %
Very easy	123	55.2 %
Total	223	100.0 %

**Q15b-e. (Only if YES to Question 14) Several factors that may influence your perception of the quality of customer service you received from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always", and 1 means "Never."**

(N=226)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q15b. They were courteous & polite	64.2%	22.1%	5.8%	3.1%	2.2%	2.7%
Q15c. They gave prompt, accurate, & complete answers to questions	52.2%	25.7%	9.7%	5.8%	2.7%	4.0%
Q15d. They did what they said they would do in a timely manner	50.0%	23.5%	5.8%	7.1%	3.5%	10.2%
Q15e. They helped you resolve an issue to your satisfaction	42.9%	23.5%	10.6%	6.2%	11.1%	5.8%

**WITHOUT DON'T KNOW**

**Q15b-e. (Only if YES to Question 14) Several factors that may influence your perception of the quality of customer service you received from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always", and 1 means "Never." (without "don't know")**

(N=226)

	Always	Usually	Sometimes	Seldom	Never
Q15b. They were courteous & polite	65.9%	22.7%	5.9%	3.2%	2.3%
Q15c. They gave prompt, accurate, & complete answers to questions	54.4%	26.7%	10.1%	6.0%	2.8%
Q15d. They did what they said they would do in a timely manner	55.7%	26.1%	6.4%	7.9%	3.9%
Q15e. They helped you resolve an issue to your satisfaction	45.5%	24.9%	11.3%	6.6%	11.7%

**Q16a-b. Have you used the pool or the Community Center in the last two years?**

(N=530)

	Yes	No	Not provided
Q16a. Pool	26.2%	69.6%	4.2%
Q16b. Community Center	29.8%	66.0%	4.2%

**WITHOUT NOT PROVIDED**

**Q16a-b. Have you used the pool or the Community Center in the last two years? (without "not provided")**

(N=530)

	Yes	No
Q16a. Pool	27.4%	72.6%
Q16b. Community Center	31.1%	68.9%

**Q17a-b. Was your impression of the facilities positive?**

(N=530)

	Yes	No	Not provided
Q17a. Pool	36.0%	7.2%	56.8%
Q17b. Community Center	35.7%	11.9%	52.5%

**WITHOUT NOT PROVIDED**

**Q17a-b. Was your impression of the facilities positive? (without "not provided")**

(N=530)

	Yes	No
Q17a. Pool	83.4%	16.6%
Q17b. Community Center	75.0%	25.0%

**Q18. Should the City contemplate significant upgrades or potential replacements for the facilities?**

Q18. Should City contemplate significant upgrades or potential replacements for facilities	Number	Percent
Yes	274	51.7 %
No	139	26.2 %
Not provided	117	22.1 %
Total	530	100.0 %

**WITHOUT NOT PROVIDED**

**Q18. Should the City contemplate significant upgrades or potential replacements for the facilities? (without "not provided")**

Q18. Should City contemplate significant upgrades or potential replacements for facilities	Number	Percent
Yes	274	66.3 %
No	139	33.7 %
Total	413	100.0 %

**Q19. Is it important for Merriam to continue supporting a Community Center?**

Q19. Is it important for Merriam to continue supporting a Community Center	Number	Percent
Yes	460	86.8 %
No	45	8.5 %
Not provided	25	4.7 %
Total	530	100.0 %

**WITHOUT NOT PROVIDED**

**Q19. Is it important for Merriam to continue supporting a Community Center? (without "not provided")**

Q19. Is it important for Merriam to continue supporting a Community Center	Number	Percent
Yes	460	91.1 %
No	45	8.9 %
Total	505	100.0 %

**Q20. Is it important for Merriam to continue supporting a municipal pool?**

Q20. Is it important for Merriam to continue supporting a municipal pool	Number	Percent
Yes	440	83.0 %
No	58	10.9 %
Not provided	32	6.0 %
Total	530	100.0 %

**WITHOUT NOT PROVIDED**

**Q20. Is it important for Merriam to continue supporting a municipal pool? (without "not provided")**

Q20. Is it important for Merriam to continue supporting a municipal pool	Number	Percent
Yes	440	88.4 %
No	58	11.6 %
Total	498	100.0 %

**Q21. Approximately, how many years have you lived in the City of Merriam?**

Q21. How many years have you lived in City of Merriam	Number	Percent
5 or less	135	26.1 %
6 to 10	82	15.8 %
11 to 15	68	13.1 %
16 to 20	49	9.5 %
21 to 30	87	16.8 %
31+	97	18.7 %
Total	518	100.0 %

**Q22. How many persons in your household (counting yourself), are in each of the following age groups?**

	Mean	Sum
number	2.32	1203
Under age 5	0.14	70
Ages 5-9	0.14	71
Ages 10-14	0.11	55
Ages 15-19	0.11	55
Ages 20-24	0.10	52
Ages 25-34	0.33	170
Ages 35-44	0.27	138
Ages 45-54	0.31	161
Ages 55-64	0.38	195
Ages 65-74	0.31	161
Ages 75+	0.14	75

**Q23a-d. How many persons in your household are employed in each of the following:**

<u>Q23a. Within City limits of Merriam</u>	<u>Number</u>	<u>Percent</u>
0	445	84.0 %
1	75	14.2 %
2	7	1.3 %
3	2	0.4 %
5	1	0.2 %
Total	530	100.0 %

**Q23a-d. How many persons in your household are employed in each of the following:**

<u>Q23b. Outside Merriam, but within Johnson County</u>	<u>Number</u>	<u>Percent</u>
0	266	50.2 %
1	195	36.8 %
2	66	12.5 %
3	2	0.4 %
4	1	0.2 %
Total	530	100.0 %

**Q23a-d. How many persons in your household are employed in each of the following:**

Q23c. Outside of Johnson County, but within Kansas

City metro area	Number	Percent
0	347	65.5 %
1	137	25.8 %
2	44	8.3 %
3	2	0.4 %
Total	530	100.0 %

**Q23a-d. How many persons in your household are employed in each of the following:**

Q23d. Outside Kansas City metro area

	Number	Percent
0	494	93.2 %
1	33	6.2 %
2	3	0.6 %
Total	530	100.0 %

**Q24. What is your gender?**

Q24. Your gender

	Number	Percent
Male	248	46.8 %
Female	282	53.2 %
Total	530	100.0 %



February 2015

Dear Resident:

You have been randomly selected to help the City of Merriam.

The City of Merriam is conducting a comprehensive citywide survey to gauge citizen satisfaction in Merriam. A similar survey was conducted in 2012 that established benchmarks for our community. The new survey will help measure our progress on several key issues facing the city and allow residents to provide feedback on how their city and tax dollars serve them.

Further, it will assist the Governing Body and city administrators in monitoring the quality of city services provided, establishing budget priorities for future years, and making planning and policy decisions.

Your input is very valuable to the city. Please take a few minutes to complete the enclosed survey and return it **within the next few days**. A postage-paid return envelope, addressed to ETC Institute, is enclosed for your convenience in returning the survey.

ETC Institute was selected to be the City's partner for this important project. They will compile the survey results and present a report to the City in the spring of 2015. The information will be shared with residents, the Governing Body and city staff at public presentations and on the city's website, [www.merriam.org](http://www.merriam.org).

If you have any questions, please contact Communications Coordinator Christy Playter at 913-322-5507 or [christyp@merriam.org](mailto:christyp@merriam.org).

Thank you for your time, your feedback and for living in this great community.

Sincerely,

Ken Sissom  
Mayor



# 2015 City of Merriam 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 tax dollars are spent wisely. When you are finished, please return your completed survey in the postage-paid envelope provided. Please contact Christy Playter at 322-5507 with questions.

1. **Overall Perception** - Some items that may influence your perception of the City of Merriam are listed below. Please rate each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied".

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of City Services	5	4	3	2	1	9
B.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C.	Overall image of the city	5	4	3	2	1	9
D.	How well the city is planning new development and redevelopment	5	4	3	2	1	9
E.	Maintenance and preservation of downtown Merriam	5	4	3	2	1	9
F.	Overall quality of life in Merriam	5	4	3	2	1	9

2. **Public Safety** - For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied".

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	The visibility of police in neighborhoods	5	4	3	2	1	9
C.	The visibility of police in retail areas	5	4	3	2	1	9
D.	The City's overall efforts to prevent crime	5	4	3	2	1	9
E.	Your overall feeling of safety in your neighborhood	5	4	3	2	1	9
F.	Enforcement of local traffic laws	5	4	3	2	1	9
G.	Quality of animal control	5	4	3	2	1	9
H.	Overall quality of public interaction with the police department	5	4	3	2	1	9
I.	Overall quality of local fire protection	5	4	3	2	1	9
J.	The City's overall efforts to prevent fires	5	4	3	2	1	9
K.	How quickly public safety personnel responded to emergencies	5	4	3	2	1	9

3. Which THREE of the public safety items do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 2 above.]

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

4. **Perceptions of Safety** - Using a scale of 1 to 5 where 5 is "Very Safe" and 1 is "Very Unsafe", please rate how safe you feel in the following situations:

How safe do you feel:		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	In your neighborhood during the day	5	4	3	2	1	9
B.	In your neighborhood at night	5	4	3	2	1	9
C.	In City parks and recreation facilities	5	4	3	2	1	9
D.	In commercial and retail areas in the City	5	4	3	2	1	9
E.	Overall condition of housing in your neighborhood	5	4	3	2	1	9

5. **Parks and Recreation** - For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied".

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of City parks	5	4	3	2	1	9
B.	The number of City parks	5	4	3	2	1	9
C.	Walking and biking trails in the City	5	4	3	2	1	9
D.	Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc).	5	4	3	2	1	9
E.	Merriam Farmers' Market at the Merriam Marketplace	5	4	3	2	1	9
F.	Merriam Aquatic Center	5	4	3	2	1	9
G.	Fitness Center at the Irene B. French Community Center	5	4	3	2	1	9
H.	Youth recreational programs offered	5	4	3	2	1	9
I.	Adult recreational programs offered	5	4	3	2	1	9
J.	Senior recreational programs offered	5	4	3	2	1	9
K.	Arts and culture programs	5	4	3	2	1	9
L.	Other City recreational programs and special events	5	4	3	2	1	9
M.	Ease of registering for programs	5	4	3	2	1	9
N.	Fees charged for recreational programs	5	4	3	2	1	9

6. Which THREE of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 5 above.]

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

7. **Code Enforcement** - For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied".

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the clean up of litter and debris	5	4	3	2	1	9
B.	Enforcing the mowing and trimming of residential property	5	4	3	2	1	9
C.	Enforcing the mowing and trimming of commercial property	5	4	3	2	1	9
D.	Enforcing the maintenance of residential property in your neighborhood	5	4	3	2	1	9
E.	Enforcing the maintenance of commercial property in your neighborhood	5	4	3	2	1	9
F.	Enforcing the maintenance of rental properties in your neighborhood	5	4	3	2	1	9
G.	Enforcing sign regulations	5	4	3	2	1	9

8. Which THREE of the code enforcement items do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in 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. **City Maintenance** - For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied".

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of major city streets	5	4	3	2	1	9
B.	Maintenance of neighborhood streets	5	4	3	2	1	9
C.	Maintenance of curbs and sidewalks	5	4	3	2	1	9
D.	Maintenance of traffic signals/signs	5	4	3	2	1	9
E.	Adequacy of city street lighting	5	4	3	2	1	9
F.	Maintenance of city buildings, such as City Hall	5	4	3	2	1	9
G.	Snow removal on City streets	5	4	3	2	1	9
H.	Mowing and trimming along city streets, parks, and other public areas	5	4	3	2	1	9
I.	Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
J.	Overall flow of traffic and congestion management in Merriam	5	4	3	2	1	9
K.	Quality and timeliness of street rebuilding	5	4	3	2	1	9
L.	Maintenance of stormwater drainage system	5	4	3	2	1	9
M.	Merriam's large-item pickup program	5	4	3	2	1	9

10. Which THREE of the city maintenance items do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 9 above.]

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

11. **Leadership** - For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied".

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
B.	Overall effectiveness of the City manager and appointed staff	5	4	3	2	1	9
C.	Overall accessibility of city leaders	5	4	3	2	1	9
D.	Overall responsiveness of city leaders	5	4	3	2	1	9

12. **Communication** - For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 is "Very Satisfied" and 1 is "Very Dissatisfied".

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The availability of information about city programs and services	5	4	3	2	1	9
B.	The city's efforts to keep you informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in local decision making	5	4	3	2	1	9
D.	The quality of the city's web page	5	4	3	2	1	9
E.	The quality of the city's newsletter/parks and recreation brochure	5	4	3	2	1	9

13. Which of the following are your primary sources of information about city issues, services, and events? (Check all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> (1) City newsletter/recreation guide | <input type="checkbox"/> (5) City website  |
| <input type="checkbox"/> (2) The Kansas City Star             | <input type="checkbox"/> (6) Social Media ( <i>Facebook, Twitter, YouTube, Google+</i> ) |
| <input type="checkbox"/> (3) Television news                  | <input type="checkbox"/> (7) Other: _____  |
| <input type="checkbox"/> (4) Radio                            |  |

14. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

- (1) Yes [answer question 15a-e]                       (2) No [go to question 16]

15a. [Only if YES to question 14] How easy was it to contact the person you needed to reach?

- |   |   |
|---|---|
| <input type="checkbox"/> (1) Very difficult | <input type="checkbox"/> (4) Very easy  |
| <input type="checkbox"/> (2) Difficult      | <input type="checkbox"/> (5) Don't know |
| <input type="checkbox"/> (3) Somewhat easy  |   |

