

2018 City of Merriam Community Survey

...helping organizations make better decisions since 1982

Final Report

Submitted to the City of Merriam, Kansas by:

ETC Institute
725 W. Frontier Circle
Olathe, Kansas
66061

March 2018



Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Data	18
Section 3: Importance-Satisfaction Analysis	29
Section 4: Tabular Data	41
Section 5: Survey Instrument	74

2018 *DirectionFinder*® Survey Executive Summary Report

Overview and Methodology

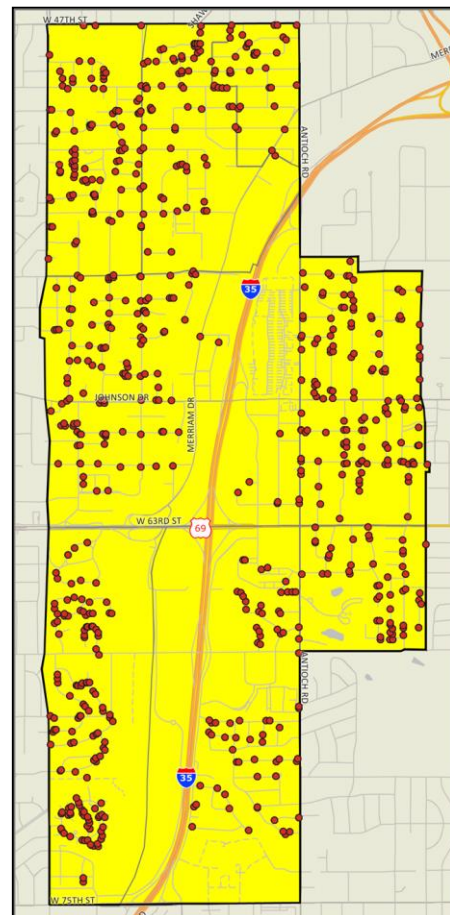
The City of Merriam conducted its fourth *DirectionFinder*® Survey during January and February of 2018. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's on-going planning process. 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 and online to a random sample of 739 residents, far exceeding the goal of 400 completed surveys by 339. The overall results of the survey have a precision of at least $\pm 3.6\%$ 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, 2012 and 2015 surveys
- 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 on the survey
- a copy of the survey instrument



**GIS maps that show the results of selected questions on maps of the City are published separately as Appendix A.*

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 2015 to 2018 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 quality of life in the City (92%), the overall quality of City services (91%), the overall value received for City tax dollars and fees (77%) and the overall image of the City (77%). The overall quality of City services was considerably higher than the national average and the Kansas and Missouri average (see Benchmarking Data in Section 3).
 - **Significant Changes since 2015.** Among the categories of city services that were assessed, there were **significant increases** in satisfaction (change of 4% or more) in three areas: (1) overall quality of life in the City (+5%), (2) overall image of the City (+4%), and (3) how the City is planning new development/redevelopment (+4%). There were **no significant decreases** in satisfaction with overall perception since 2015.
- **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 (90%), the quality of local fire protection (88%), and public safety personnel response to emergencies (87%). Residents were least satisfied with the quality of animal control (69%). Among the public safety issues that were assessed, there were **five significant increases** since 2015: (1) City’s overall efforts to prevent crime (+6%), (2) quality of animal control (+6%), (3) City’s overall efforts to prevent fires (+5%), (4) feeling of safety in the neighborhood (+4%), and (5) visibility of police in retail areas (+4). There were **no decreases in satisfaction** with any of the public safety categories since 2015.

- **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 (91%), the number of city parks (86%), and walking and biking trails in the City (82%). Among the parks and recreation issues that were assessed, there were **three significant increases since 2015**: (1) ease of registering for programs (+15%), (2) fees charged for recreational programs (+6%), and (3) the number of City parks (+5%). There were **six significant decreases** in satisfaction since 2015: (1) Merriam Aquatic Center (-14%), (2) fitness center at the Irene B. French Community Center (-10%), (3) youth recreational programs (-10%), (4) senior recreational programs (-9%), (5) adult recreational programs (-8%), and (6) arts and culture programs (-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 (71%), enforcing the maintenance of commercial property (66%), and enforcing the clean up of litter and debris (64%). Among the codes and ordinances items that were assessed, there were **two significant increases since 2015**: enforcing the mowing/trimming of residential property (+5%), and enforcing the clean up of litter and debris (+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 (95%), Merriam’s large-item pickup program (91%), mowing and trimming of public areas (90%), and maintenance of major City streets (90%). Among the maintenance issues that were assessed, there were **three significant increases since 2015**: (1) Merriam’s large-item pickup program (+7%), (2) maintenance of stormwater drainage system (+4%), and (3) quality/timeliness of street rebuilding (+4%). There were **no significant decreases**.
- **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 (73%) and effectiveness of City Manager and appointed staff (72%). All four areas in this category experienced a **significant increase since 2015**: (1) overall accessibility of City leaders (+9%), (2) overall responsiveness of City leaders (+9%), (3) quality of leadership from elected officials (+7%), and (4) effectiveness of the City Manager and appointed staff (+7%).

- **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: the availability of information about City programs and services (80%) and the City’s efforts to keep residents informed about local issues (77%). **All three communication categories showed significant increases since 2015:** (1) the City’s efforts to keep residents informed about local issues (+9%), (2) the quality of the City’s website (+7%), and (3) the availability of information about City programs and services (+4%).

Other Findings

- Residents were asked which two options they would most support for the future of the Irene B. French Community Center. Thirty-eight percent (38%) of respondents most support removing the building and converting the site to a destination park, and 38% support renovating the building and using it for a public purpose.
- When residents were asked how supportive they would be of the City issuing additional debt to pay for their choices for the future of the Irene B. French Community Center, 45% who had an opinion were either “very supportive” or “somewhat supportive,” 27% were “neutral,” 14% were “not supportive” and 14% were “not at all supportive.”

Long-Term Trends

The significant increases and decreases among all of the items assessed from 2006 to 2018 are listed below and on the following page. Changes of 4% or more are considered significant.

Significant Long-Term Increases

- Overall quality of life in the City (+15%)
- Maintenance of curbs and sidewalks (+15%)
- Public interaction with police department (+15%)
- Overall quality of City services (+14%)
- Overall value received for tax dollars and fees (+14%)
- City employees resolving an issue to the customer’s satisfaction (+14%)
- City employees doing what they said they would do in a timely manner (+13%)
- Visibility of police in retail areas (+13%)
- City employees giving prompt, accurate and complete answers (+12%)
- Visibility of police in neighborhoods (+12%)

- Flow of traffic and congestion management (+11%)
- Enforcing the maintenance of commercial property (+11%)
- Overall image of the City (+11%)
- Feeling of safety in neighborhood (+11%)
- Maintenance of major City streets (+11%)
- Enforcing the clean-up of litter and debris (+10%)
- Mowing and trimming of public areas (+10%)
- Quality of animal control (+10%)
- Enforcing the mowing/trimming of residential property (+10%)
- Enforcing the maintenance of residential property (+9%)
- Farmers' Market at Merriam Marketplace (+9%)
- The City's overall efforts to prevent crime (+9%)
- Enforcement of local traffic laws (+8%)
- Snow removal on City streets (+8%)
- Maintenance of storm water drainage system (+8%)
- Walking and biking trails in the City (+7%)
- Quality/timeliness of street rebuilding (+7%)
- Quality of local police protection (+7%)
- Merriam's large-item pickup program (+6%)
- Cleanliness of City streets and public areas (+6%)
- Public safety personnel response to emergencies (+5%)
- The City's overall efforts to prevent fires (+5%)
- The number of City parks (+5%)
- Park amenities (+5%)
- Maintenance of City buildings (+5%)
- City employees were courteous and polite (+4%)

Significant Long-Term Decreases

- Fitness Center at the Irene B. French Community Center (-12%)
- Youth recreational programs (-13%)
- Senior recreational programs (-14%)
- Merriam Aquatic Center (-18%)



How the City of Merriam Compares to Other Communities Nationally

Satisfaction ratings for the City of Merriam **rated above the U.S. average in 41 of the 43 areas** that were assessed. The City rated significantly higher than the U.S. average (difference of 4% or more) in all of these areas. Listed below are the services in which the City of Merriam rated above U.S. average:

Service	Merriam, KS	U.S.	Difference	Category
Overall quality of City services	91%	49%	42%	Perceptions of the City
Large-Item pickup program	91%	51%	40%	City Maintenance
Maintenance of major City streets	90%	50%	40%	City Maintenance
Value received for your tax dollars/fees	77%	38%	39%	Perceptions of the City
Snow removal on City streets	95%	58%	37%	City Maintenance
Maintenance of neighborhood streets	85%	48%	37%	City Maintenance
Mowing and trimming of public areas	90%	54%	36%	City Maintenance
Effectiveness of City Manager/appointed staff	72%	37%	35%	City Leadership
How open the City is to public involvement/input	68%	33%	35%	City Communication
Availability of information about City programs/services	80%	46%	34%	City Communication
Quality of leadership from elected officials	73%	40%	33%	City Leadership
Maintenance of curbs and sidewalks	79%	47%	32%	City Maintenance
City's efforts to keep you informed about local issues	77%	46%	31%	City Communication
Maintenance of storm water drainage system	74%	46%	28%	City Maintenance
Cleanliness of City streets/public areas	88%	62%	26%	City Maintenance
City's overall efforts to prevent crime	81%	56%	25%	Public Safety
Walking and biking trails in the City	82%	59%	23%	Parks and Recreation
Enforcing the clean up of litter and debris	64%	41%	23%	Code Enforcement
Enforcing the mowing/trimming of residential property	64%	41%	23%	Code Enforcement
Flow of traffic/congestion management	74%	51%	23%	City Maintenance
Public Safety personnel response to emergencies	87%	65%	22%	Public Safety
Maintenance of City parks	91%	70%	21%	Parks and Recreation
Maintenance of City buildings	84%	63%	21%	City Maintenance
Quality of local police protection	90%	70%	20%	Public Safety
Visibility of police in neighborhoods	79%	59%	20%	Public Safety
Aquatic Center	55%	35%	20%	Parks and Recreation
Quality of life in the City	92%	73%	19%	Perceptions of the City
Adequacy of City street lighting	75%	56%	19%	City Maintenance
Number of City parks	86%	68%	18%	Parks and Recreation
Enforcing the maintenance of residential property	60%	43%	17%	Code Enforcement
Maintenance of traffic signals/signs	88%	71%	17%	City Maintenance
Park amenities (picnic tables, shelters, etc.)	80%	64%	16%	Parks and Recreation
Enforcing the maintenance of commercial property	66%	52%	14%	Code Enforcement
Overall image of the City	77%	64%	13%	Perceptions of the City
Enforcement of local traffic laws	76%	64%	12%	Public Safety
Visibility of police in retail areas	73%	61%	12%	Public Safety
Quality of animal control	69%	58%	11%	Public Safety
Enforcing sign regulations	60%	51%	9%	Code Enforcement
Ease of registering for programs	70%	62%	8%	Parks and Recreation
Quality of the City's website	69%	62%	7%	City Communication
Quality of local fire protection	88%	83%	5%	Public Safety

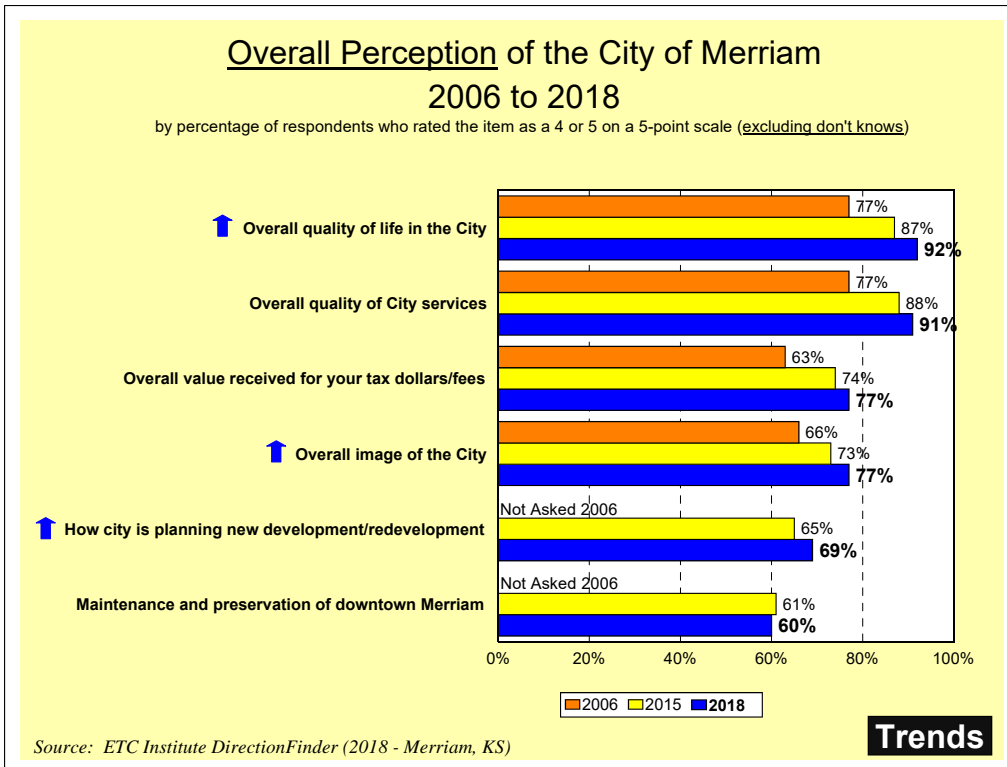
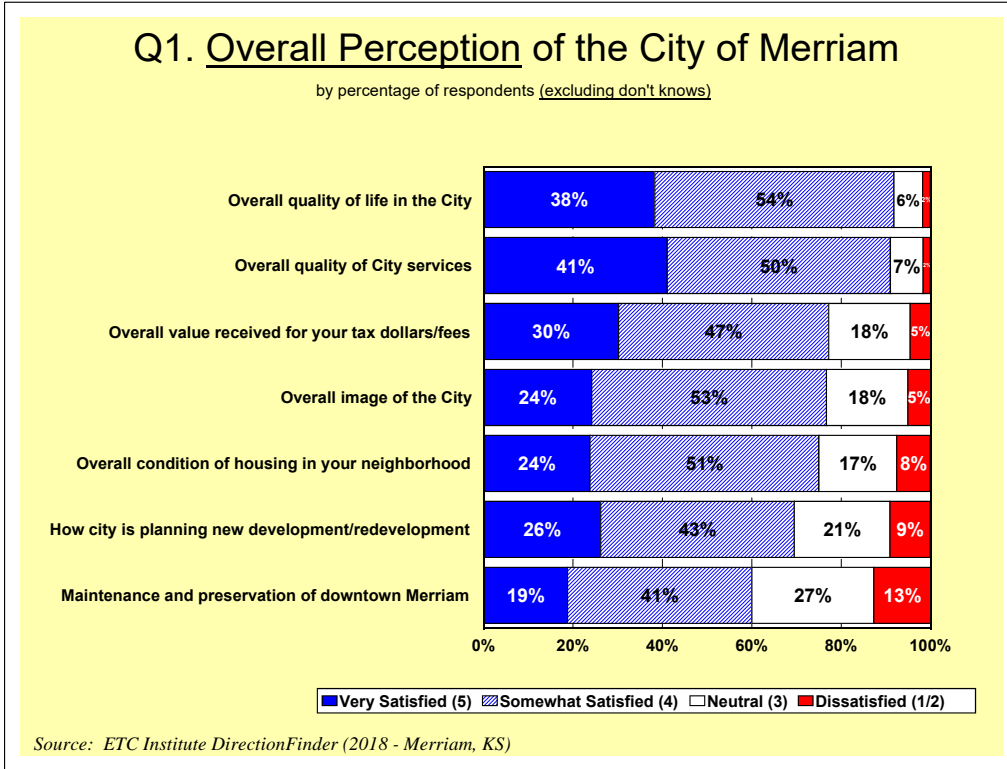


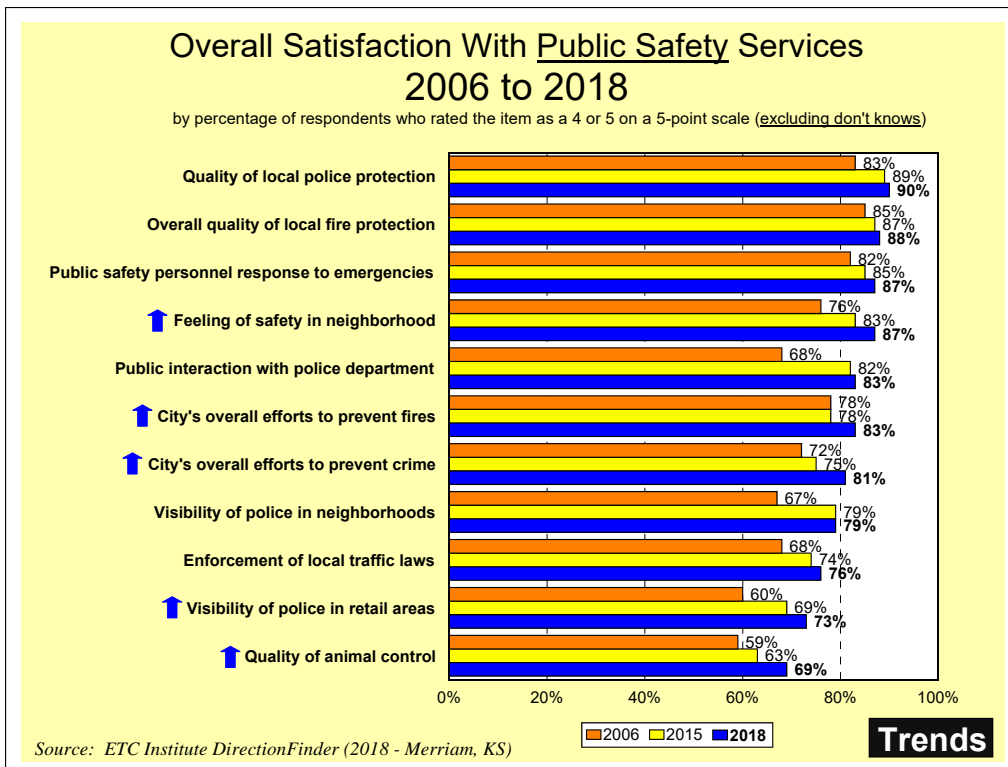
How the City of Merriam Compares to Other Communities Regionally

Satisfaction ratings for the City of Merriam **rated above the Kansas and Missouri average in 41 of the 43 areas** that were assessed. The City rated significantly higher than the Kansas and Missouri average (difference of 4% or more) in all of these areas. Listed below are the services in which the City of Merriam rated above the Kansas and Missouri average:

Service	Merriam, KS	Kansas and Missouri	Difference	Category
Overall quality of City services	91%	46%	45%	Perceptions of the City
Mowing and trimming of public areas	90%	51%	39%	City Maintenance
Effectiveness of City Manager/appointed staff	72%	34%	38%	City Leadership
Value received for your tax dollars/fees	77%	40%	37%	Perceptions of the City
Quality of leadership from elected officials	73%	36%	37%	City Leadership
Large-Item pickup program	91%	55%	36%	City Maintenance
Maintenance of major City streets	90%	55%	35%	City Maintenance
Snow removal on City streets	95%	62%	33%	City Maintenance
Maintenance of curbs and sidewalks	79%	46%	33%	City Maintenance
How open the City is to public involvement/input	68%	35%	33%	City Communication
Maintenance of neighborhood streets	85%	54%	31%	City Maintenance
Availability of information about City programs/services	80%	50%	30%	City Communication
City's overall efforts to prevent crime	81%	53%	28%	Public Safety
Maintenance of storm water drainage system	74%	46%	28%	City Maintenance
Maintenance of City buildings	84%	57%	27%	City Maintenance
Quality of life in the City	92%	66%	26%	Perceptions of the City
Walking and biking trails in the City	82%	56%	26%	Parks and Recreation
Cleanliness of City streets/public areas	88%	62%	26%	City Maintenance
Quality of local police protection	90%	66%	24%	Public Safety
Flow of traffic/congestion management	74%	50%	24%	City Maintenance
Adequacy of City street lighting	75%	52%	23%	City Maintenance
Public Safety personnel response to emergencies	87%	65%	22%	Public Safety
Enforcing the clean up of litter and debris	64%	42%	22%	Code Enforcement
Enforcing the mowing/trimming of residential property	64%	42%	22%	Code Enforcement
Visibility of police in neighborhoods	79%	58%	21%	Public Safety
City's efforts to keep you informed about local issues	77%	56%	21%	City Communication
Overall image of the City	77%	58%	19%	Perceptions of the City
Enforcing the maintenance of residential property	60%	43%	17%	Code Enforcement
Maintenance of City parks	91%	75%	16%	Parks and Recreation
Number of City parks	86%	72%	14%	Parks and Recreation
Enforcing sign regulations	60%	46%	14%	Code Enforcement
Maintenance of traffic signals/signs	88%	74%	14%	City Maintenance
Quality of animal control	69%	56%	13%	Public Safety
Enforcing the maintenance of commercial property	66%	53%	13%	Code Enforcement
Visibility of police in retail areas	73%	61%	12%	Public Safety
Park amenities (picnic tables, shelters, etc.)	80%	68%	12%	Parks and Recreation
Aquatic Center	55%	43%	12%	Parks and Recreation
Quality of the City's website	69%	59%	10%	City Communication
Ease of registering for programs	70%	62%	8%	Parks and Recreation
Enforcement of local traffic laws	76%	70%	6%	Public Safety
Quality of local fire protection	88%	84%	4%	Public Safety

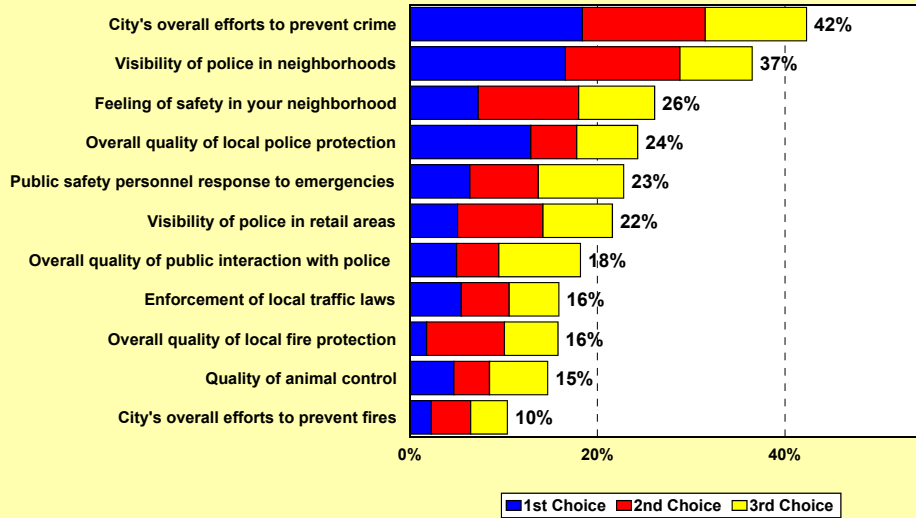
Section 1:
Charts and Graphs





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

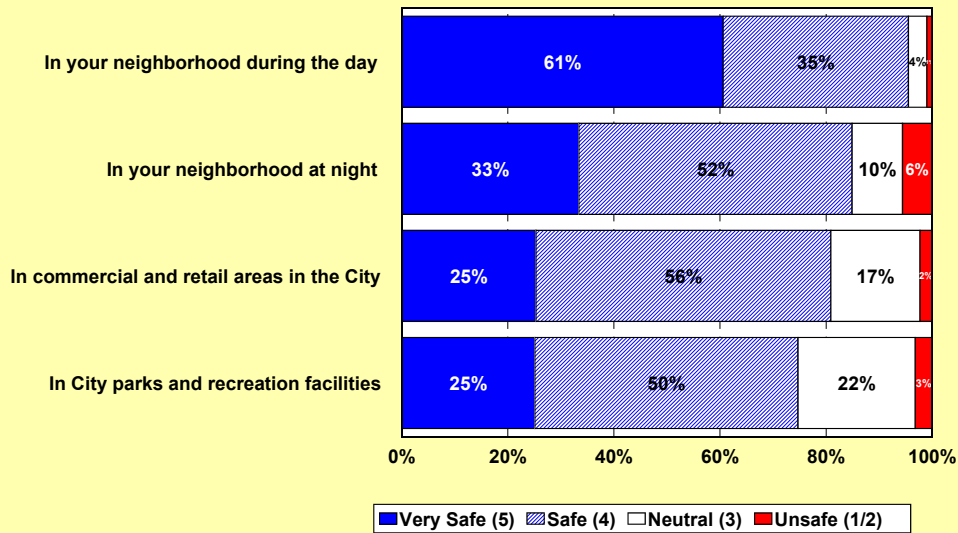
by percentage of respondents who selected the item as one of their top three choices



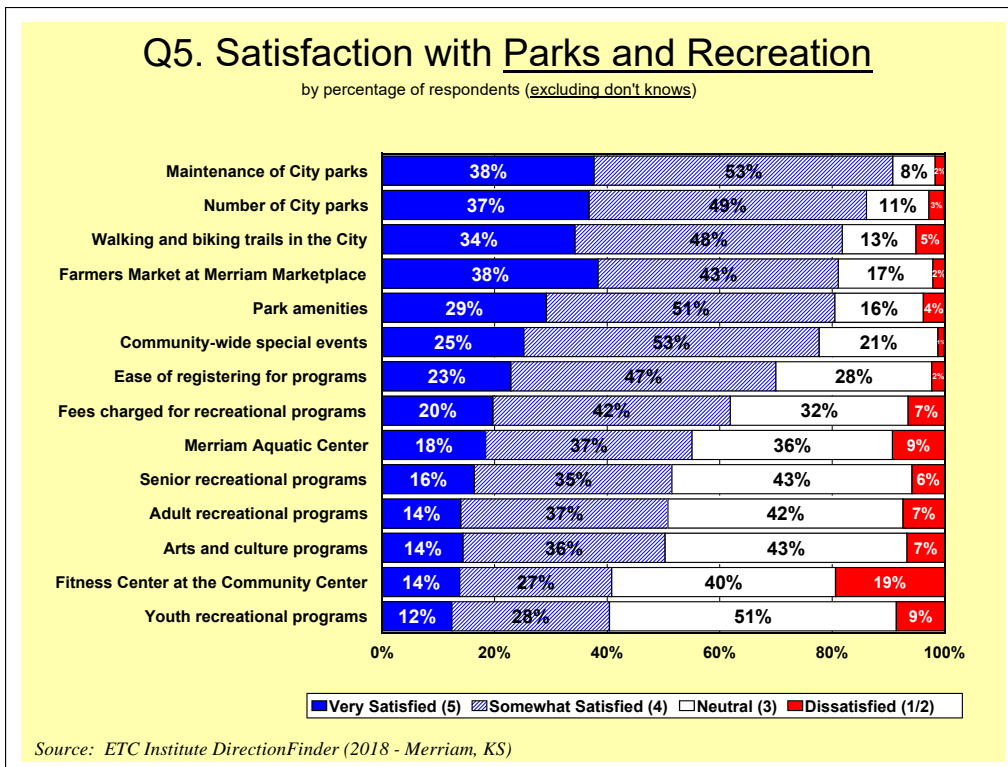
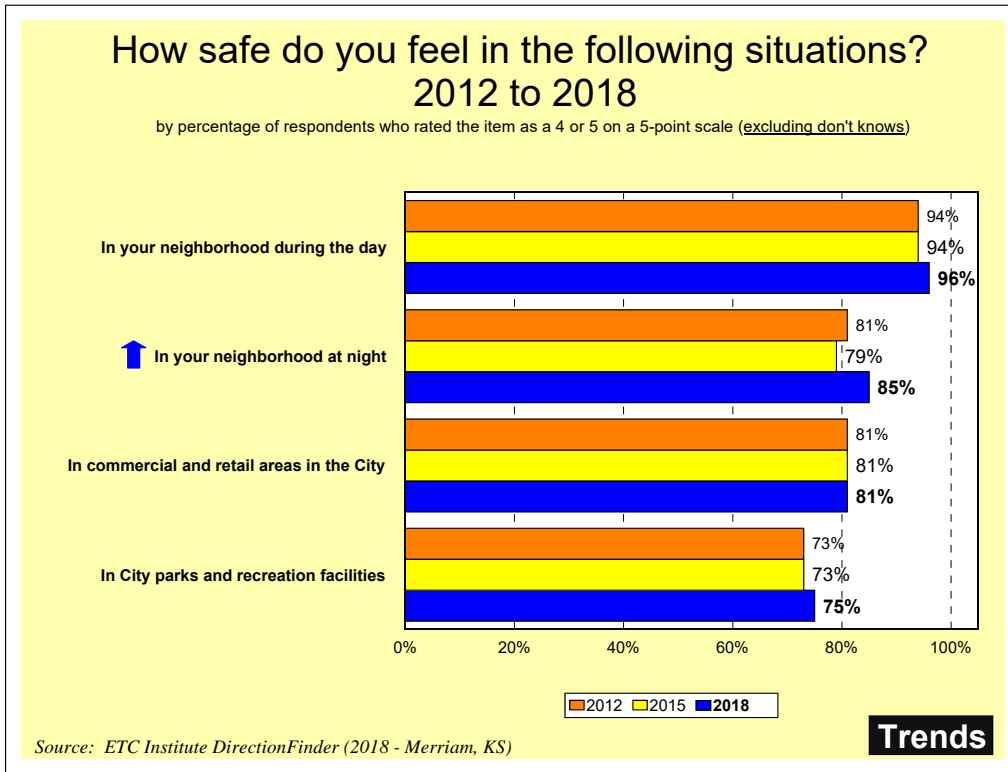
Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

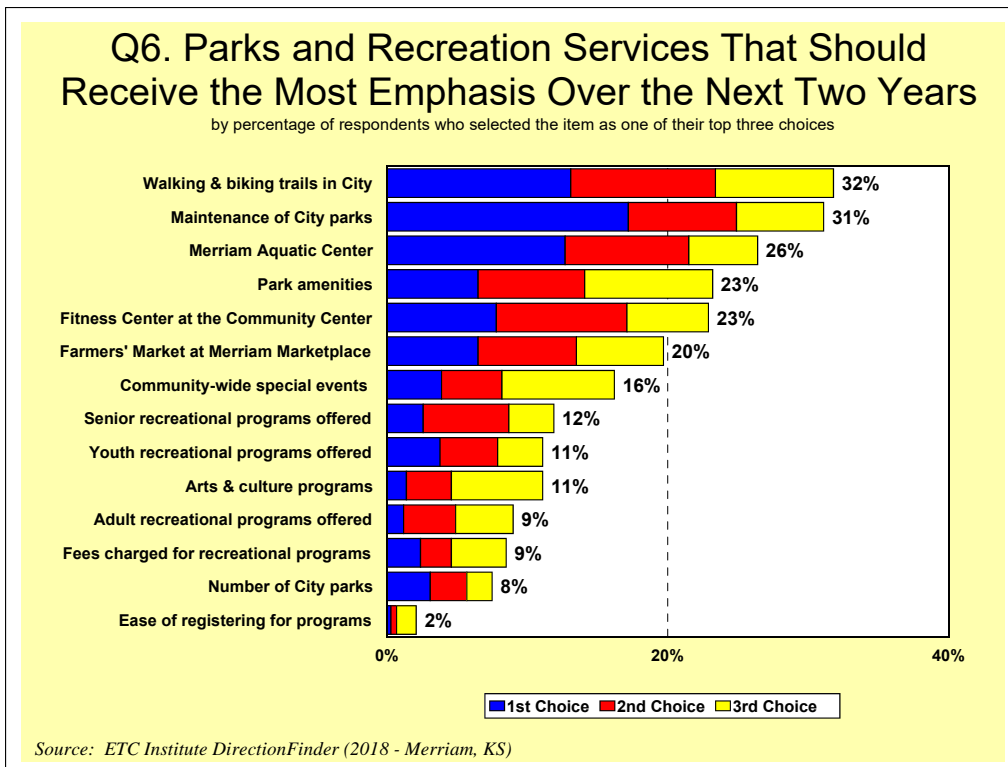
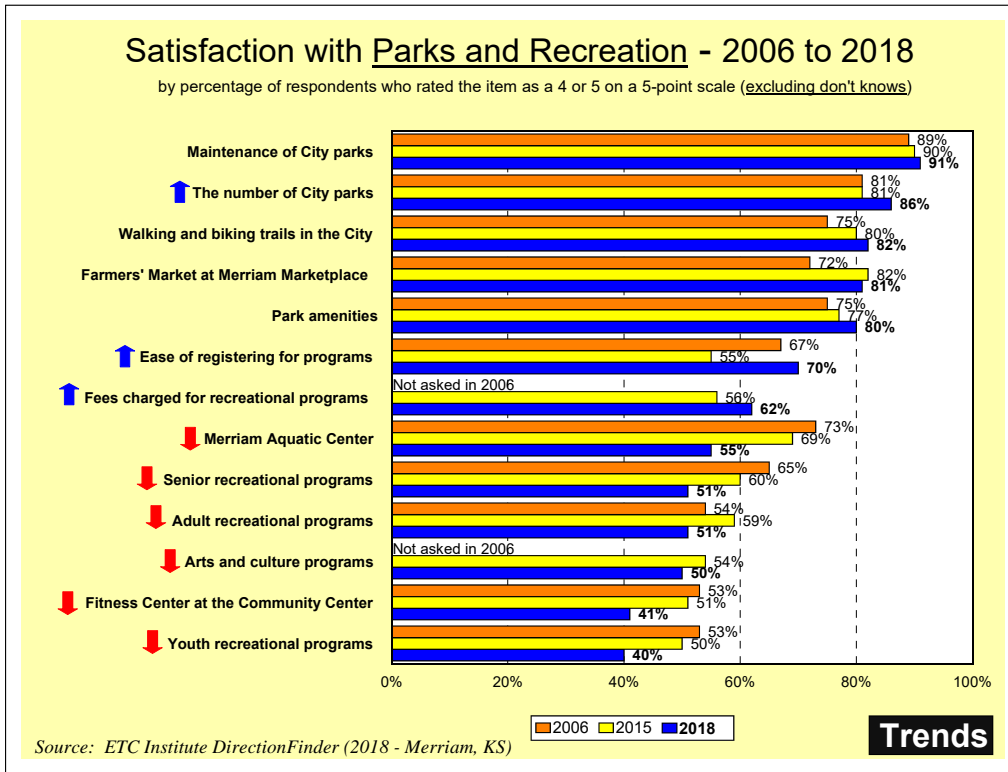
Q4. How safe do you feel in the following situations?

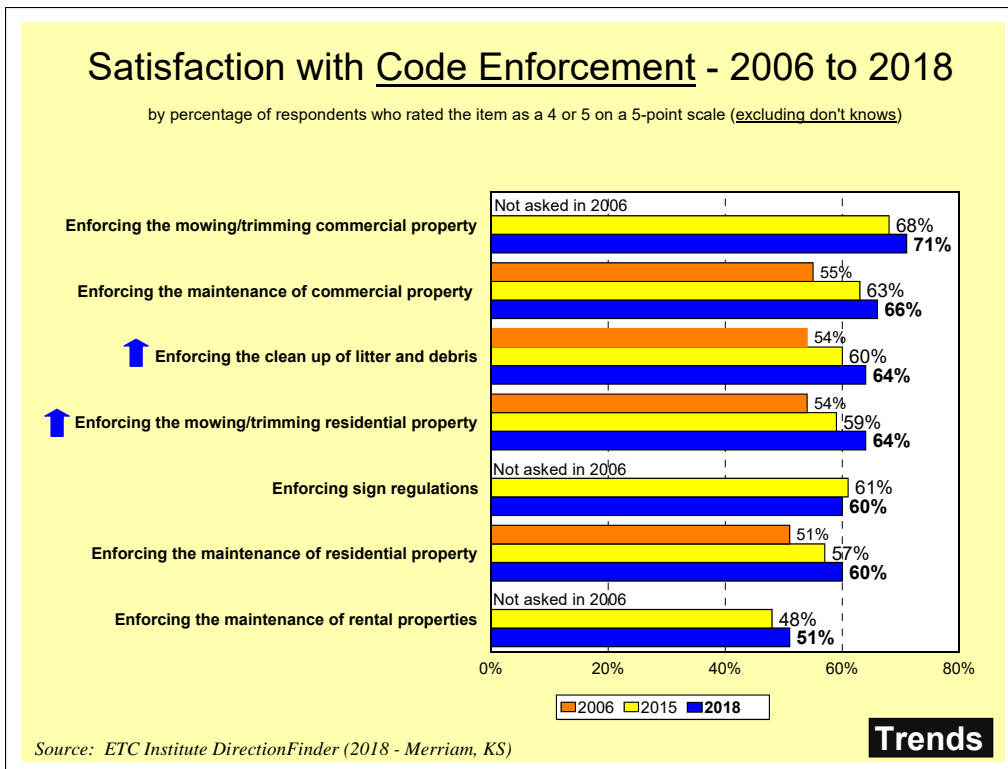
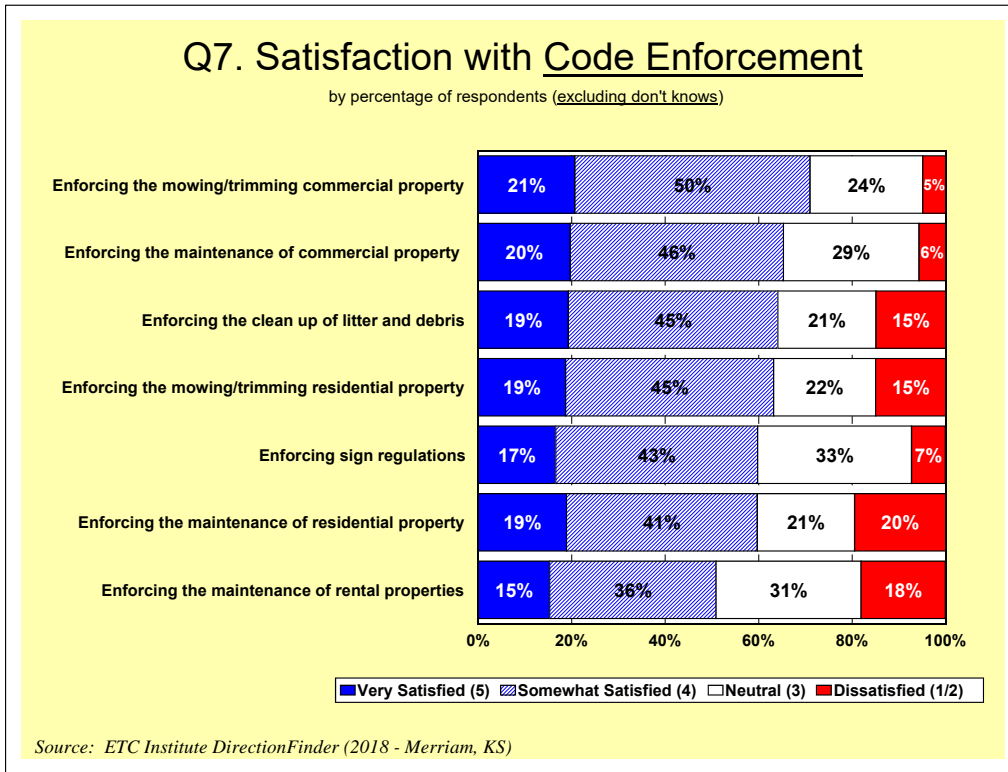
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

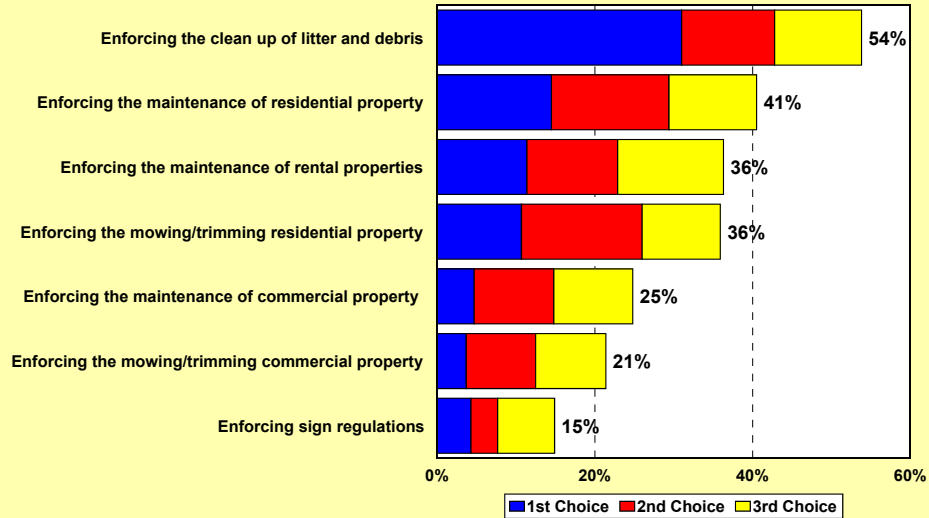






Q8. Code Enforcement Issues That Should Receive the Most Emphasis Over the Next Two Years

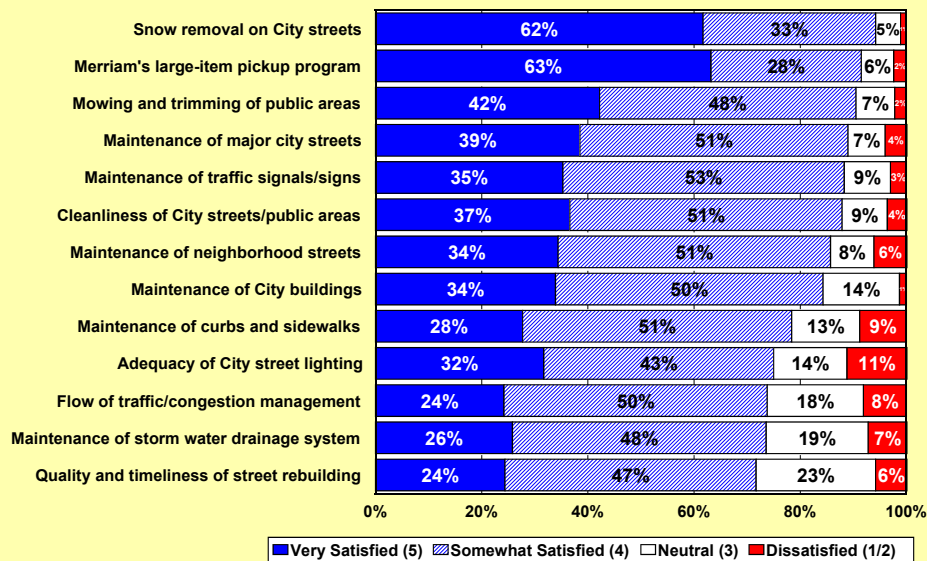
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

Q9. Satisfaction with City Maintenance

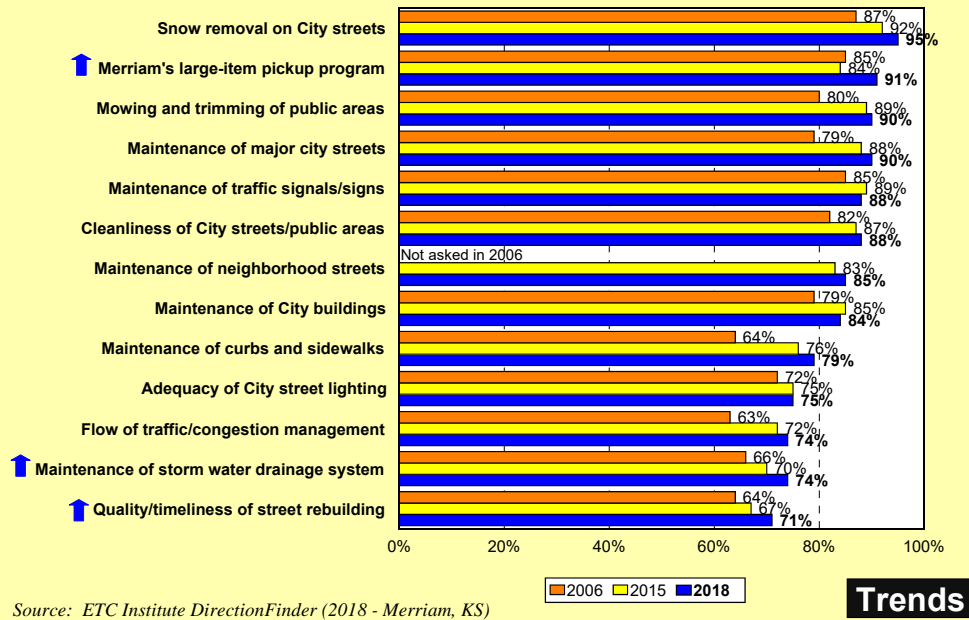
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

Satisfaction with City Maintenance - 2006 to 2018

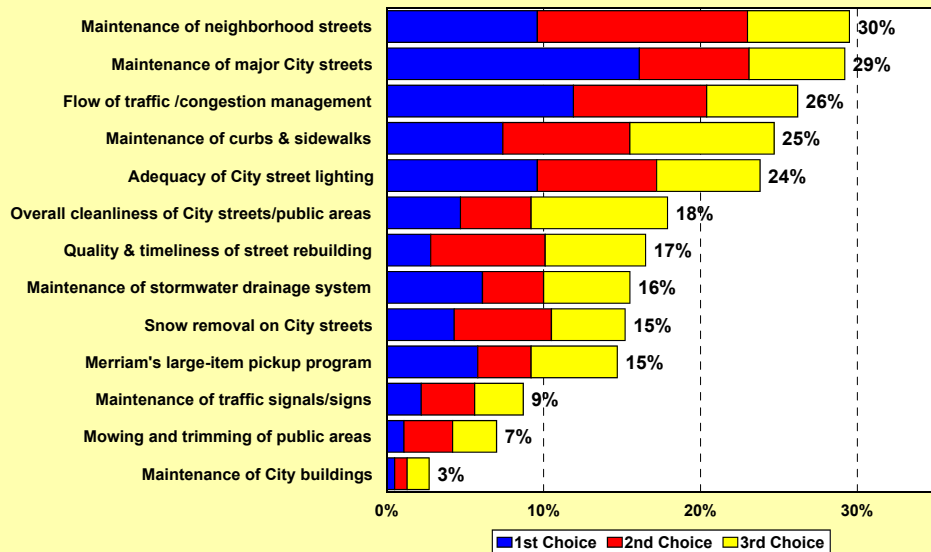
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

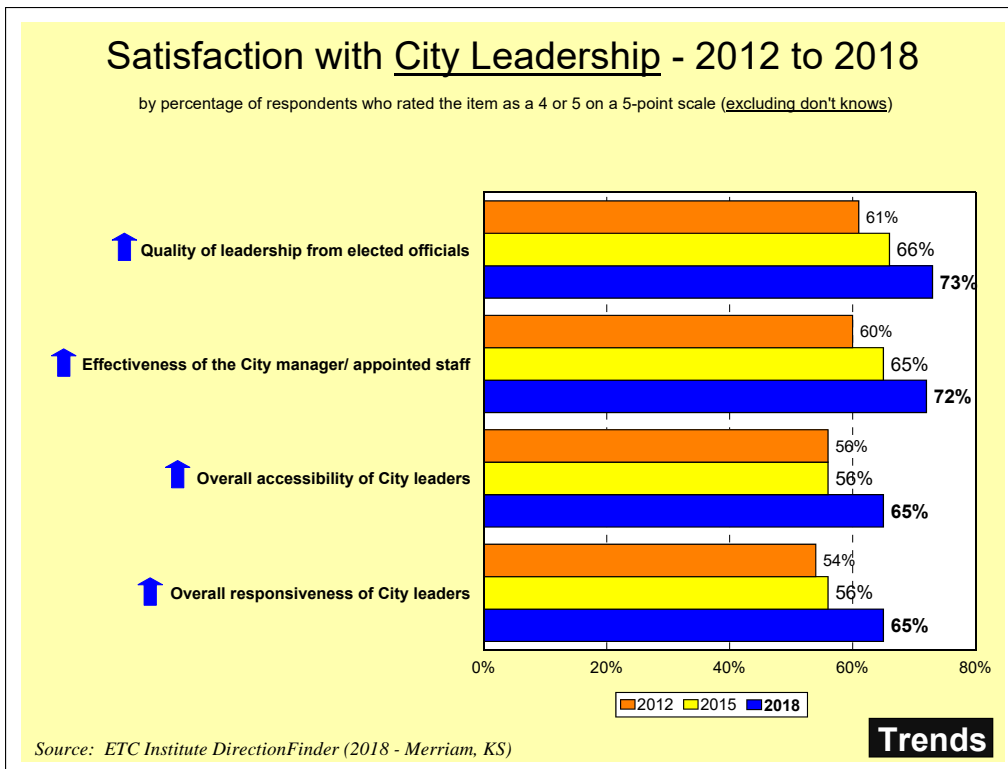
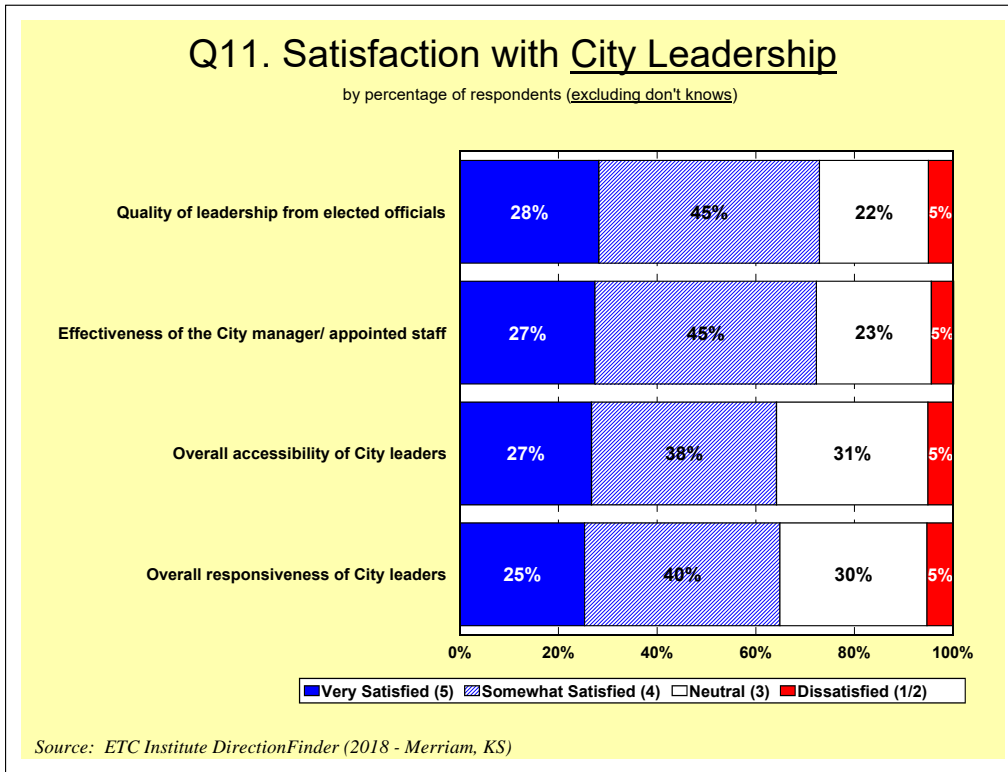


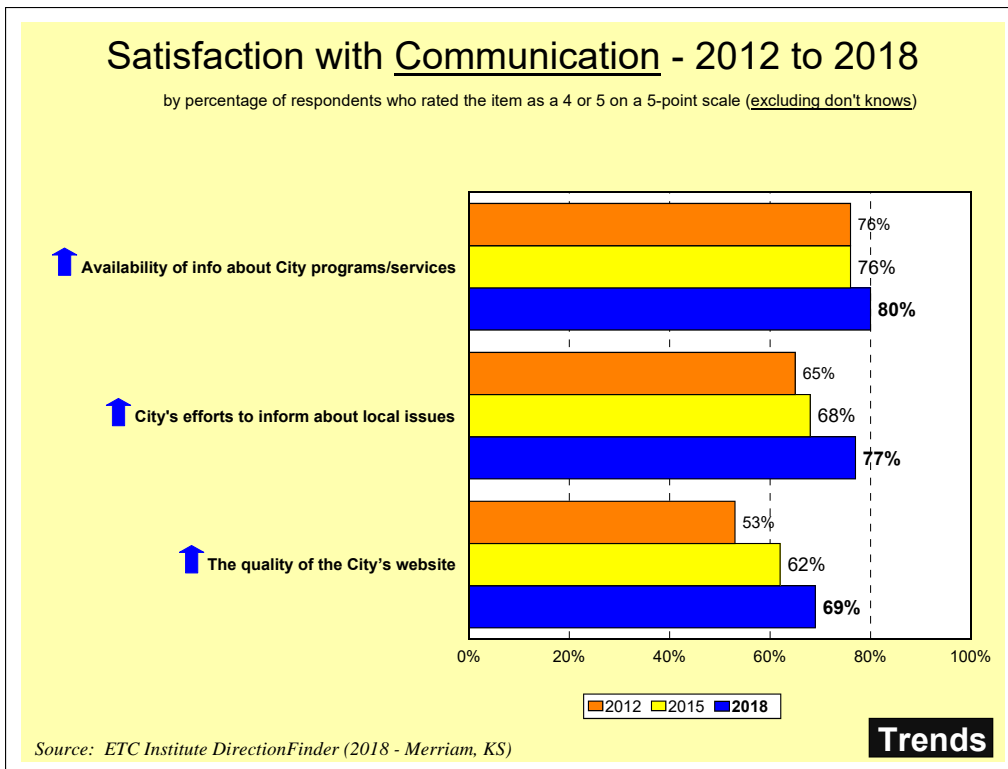
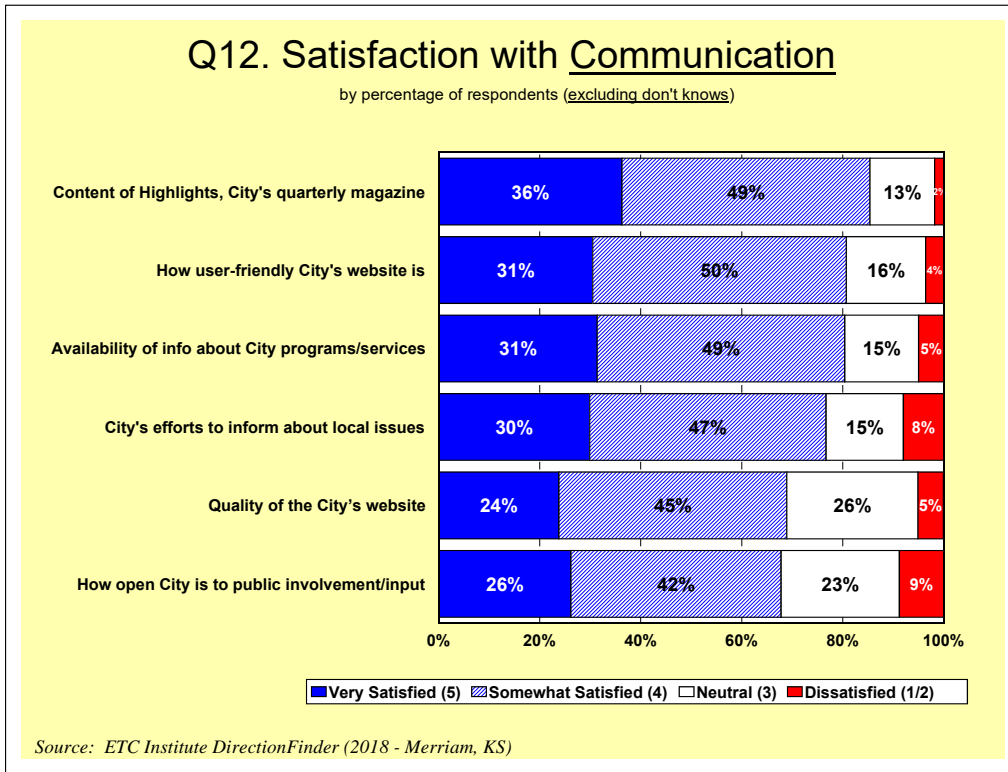
Trends

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

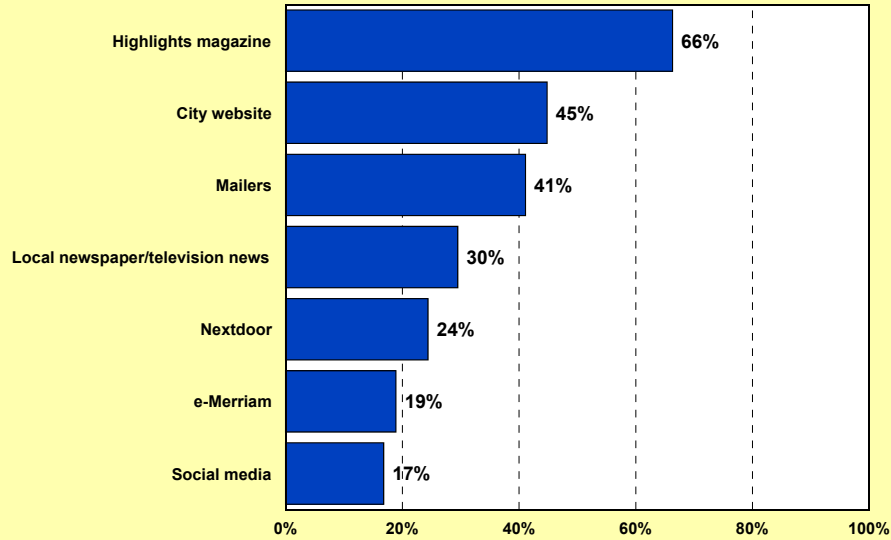






Q13. Sources of Information Currently Used to Get Information About the City

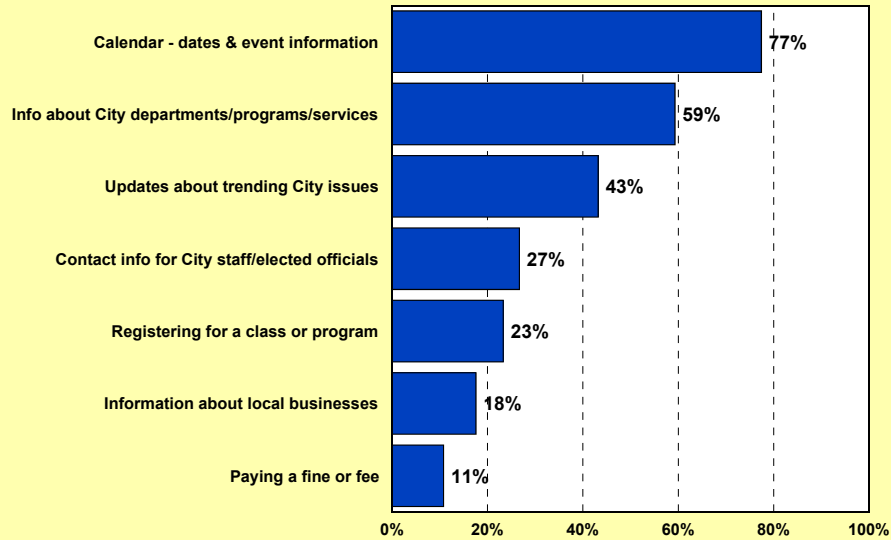
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

Q14. Types of Information That Resident Are Seeking Through the City's Communication Tools

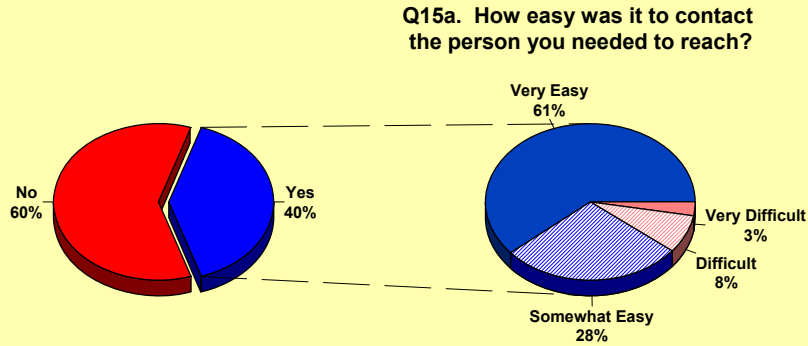
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

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

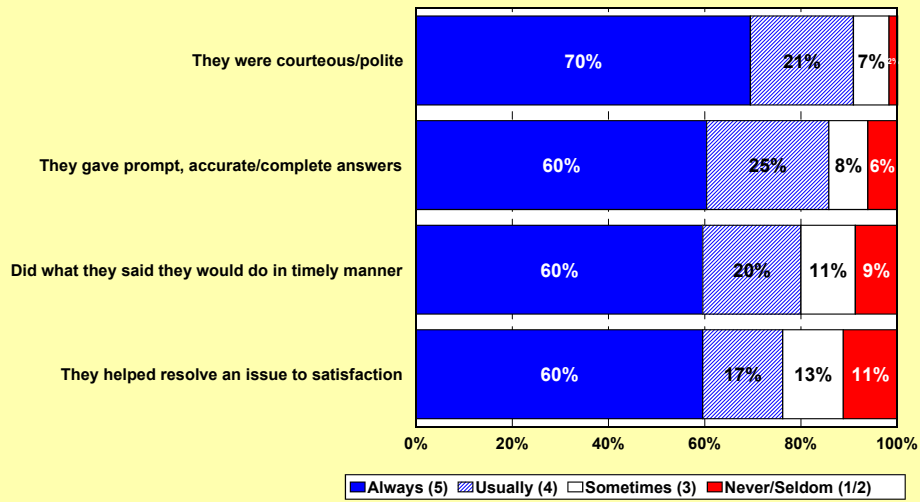
by percentage of respondents



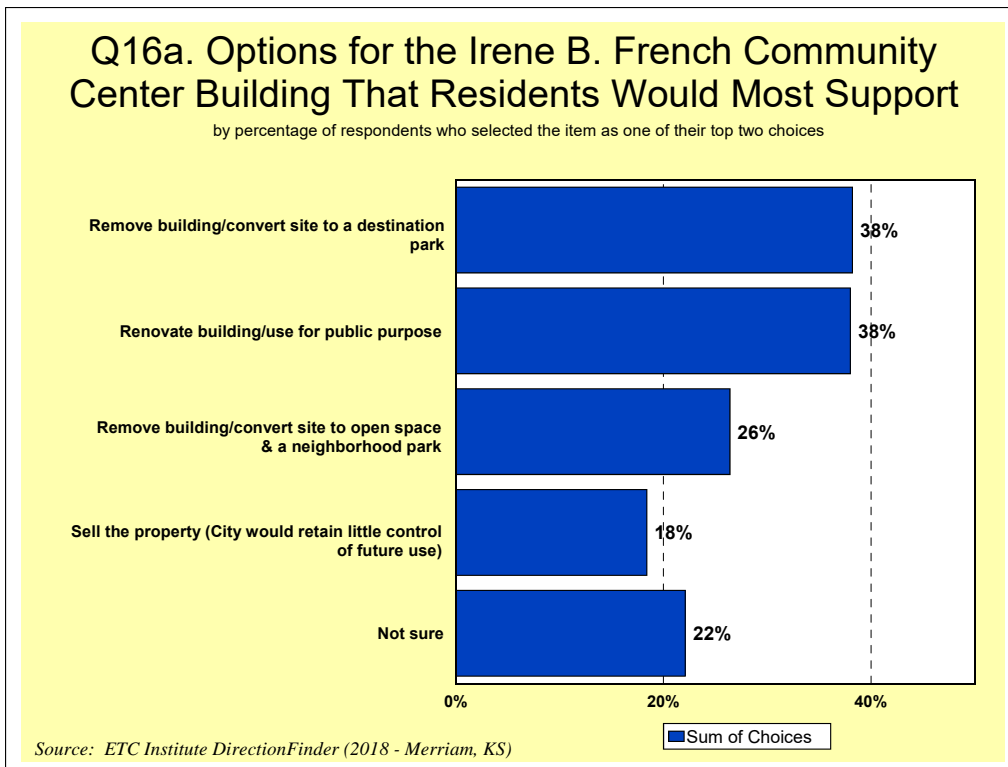
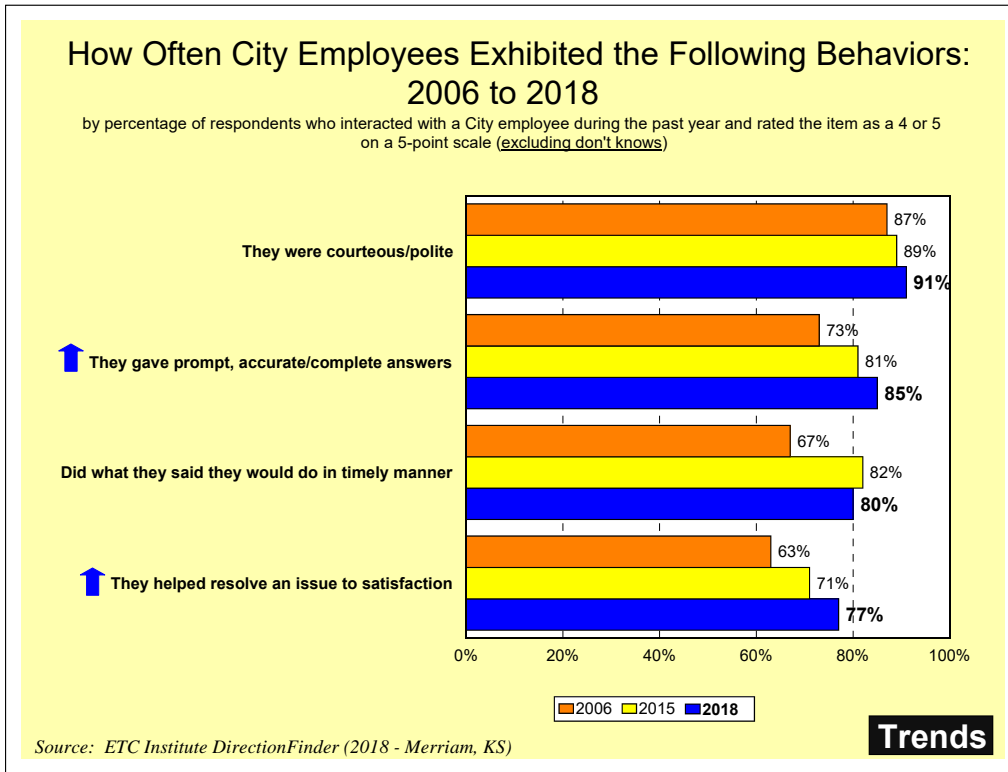
Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

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)

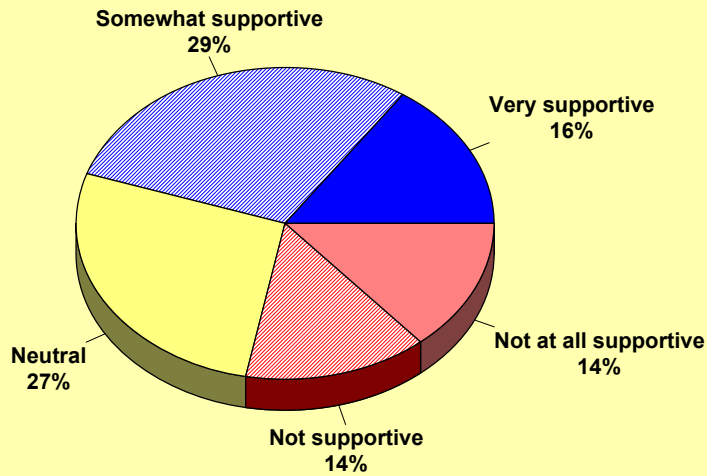


Source: ETC Institute DirectionFinder (2018 - Merriam, KS)



Q16b. Level of Support for the City Issuing Additional Debt to Pay for Top Choices Selected in Q16a

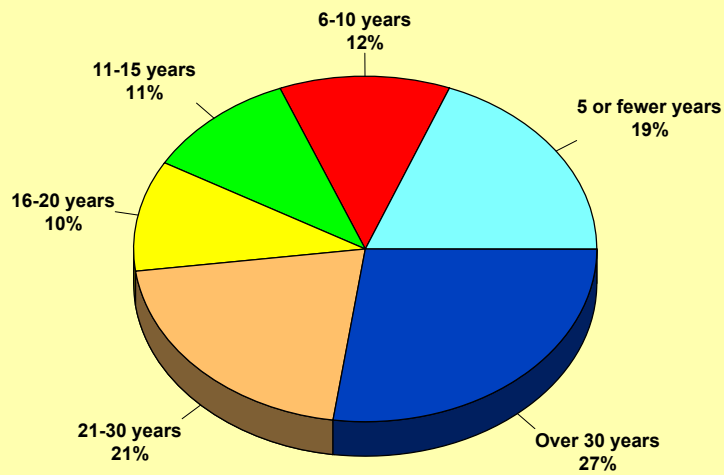
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

Q17. Demographics: Number of Years Lived in Merriam

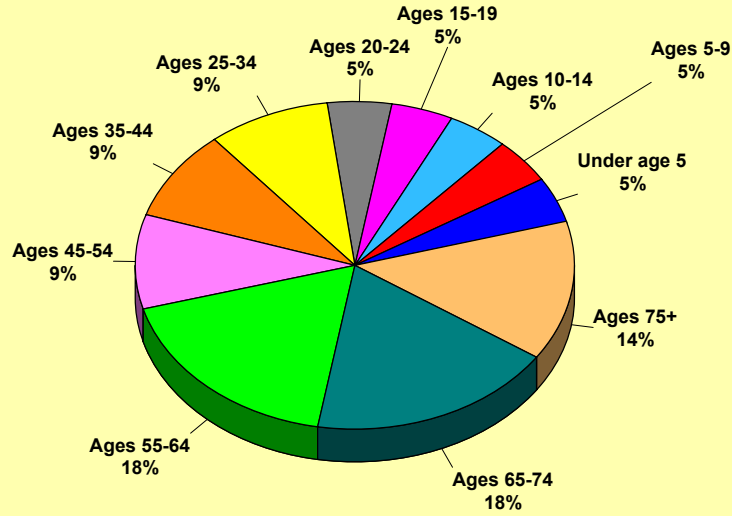
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

Q18. Demographics: Ages of Household Occupants

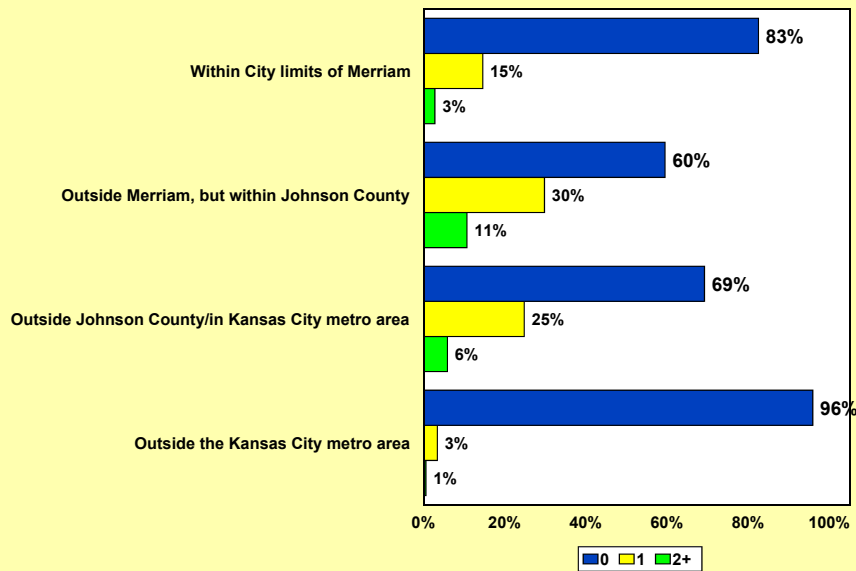
by percentage of persons in households



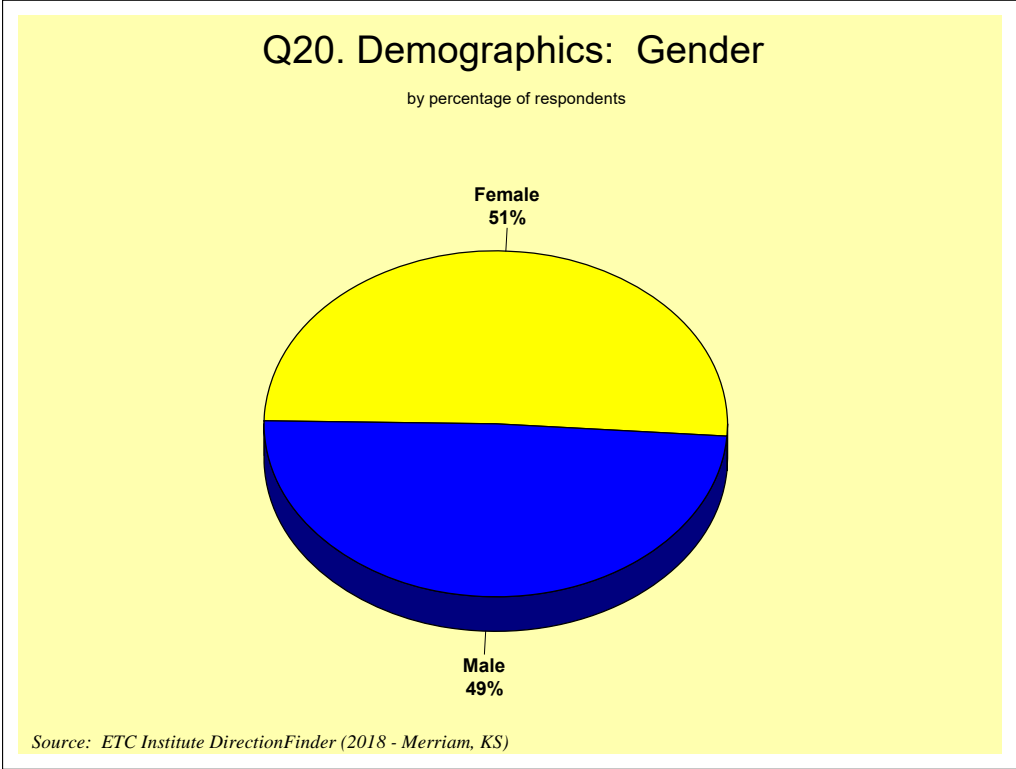
Source: ETC Institute DirectionFinder (2018 - Merriam, KS)

Q19. Demographics: How many persons in your household are employed in each of the following?

by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Merriam, KS)



Section 2:
Benchmarking Data

DirectionFinder® Survey

Year 2018 Benchmarking Summary Report

Overview

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

Since November 1999, the survey has been administered in more than 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 2016 to a random sample of more than 4,000 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 31 communities in Kansas and Missouri between January 2014 and December 2017. Some of the Kansas and Missouri communities represented in this report include:

- Blue Springs, Missouri
- Branson, Missouri
- Clayton, Missouri
- Columbia, Missouri
- Creve Coeur, Missouri
- Gardner, Kansas
- Gladstone, Missouri
- Independence, Missouri
- Jackson, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Kirkwood, Missouri
- Lawrence, Kansas
- Lenexa, Kansas
- Merriam, Kansas
- Mission, Kansas
- North Kansas City, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Perryville, Missouri
- Platte City, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Rolla, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Springfield, Missouri
- St. Joseph, Missouri
- Wentzville, Missouri
- Wyandotte County, Kansas

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 2016 survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

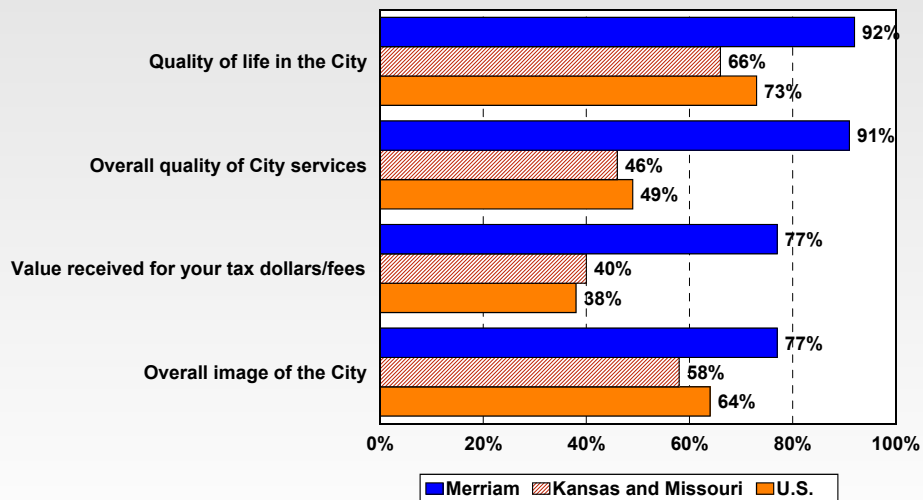
Kansas and Missouri Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 31 communities listed above for more than 40 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for communities in Kansas and Missouri. 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 Kansas and Missouri where the *DirectionFinder*® survey has been administered.

National Benchmarks (All Communities)

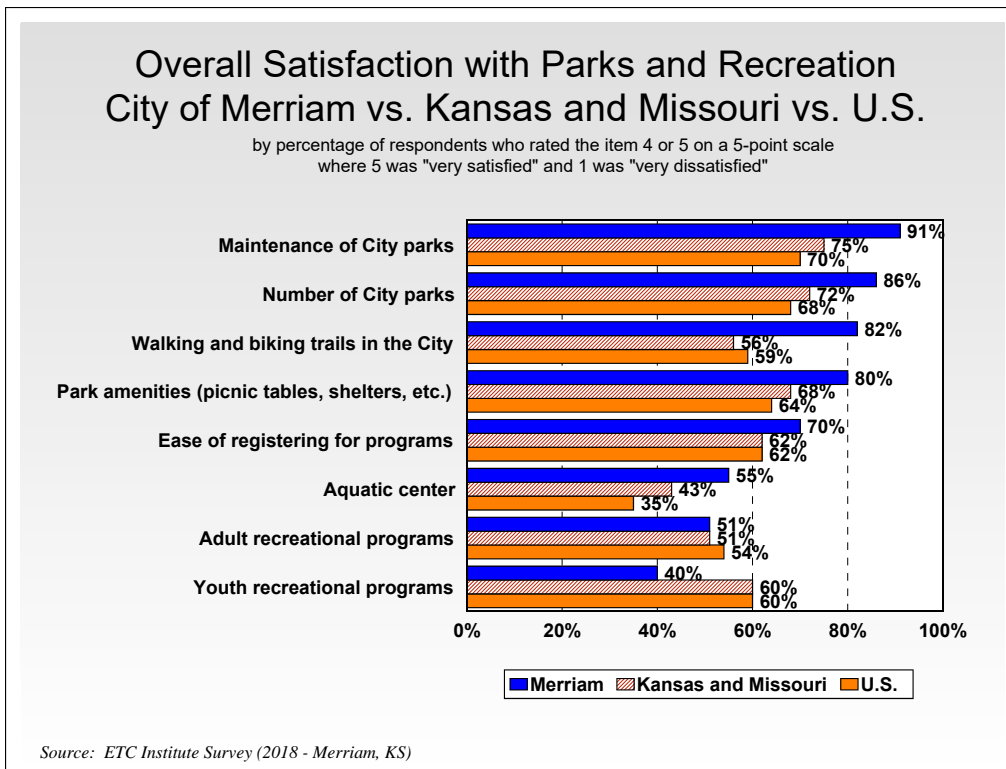
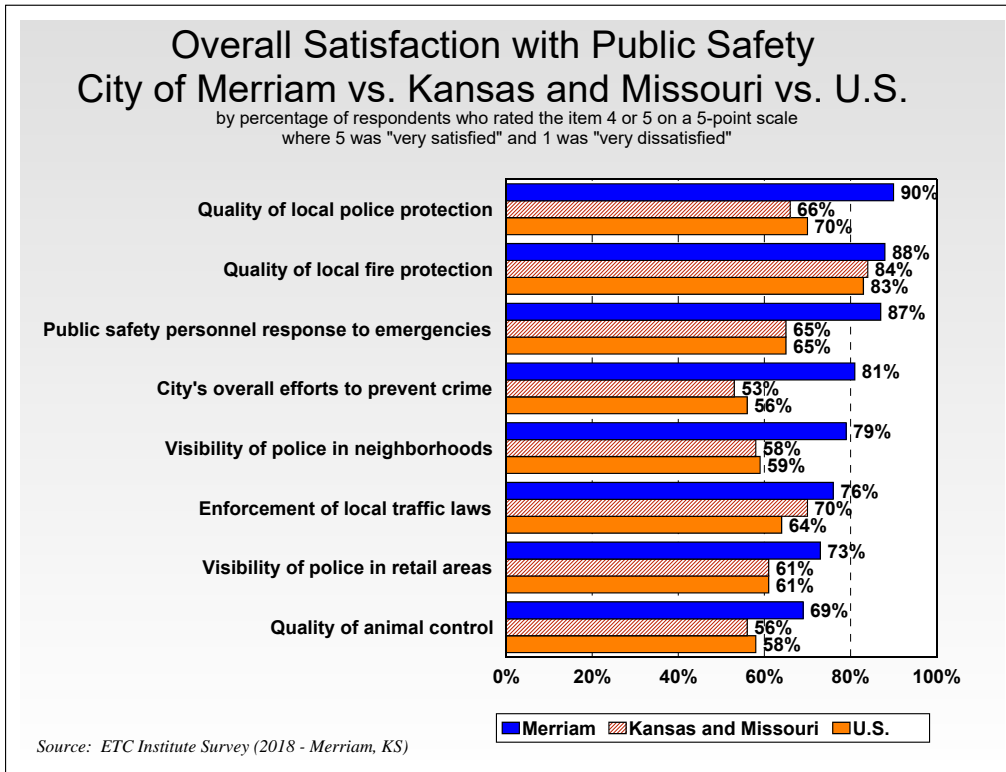
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Merriam is not authorized without written consent from ETC Institute.

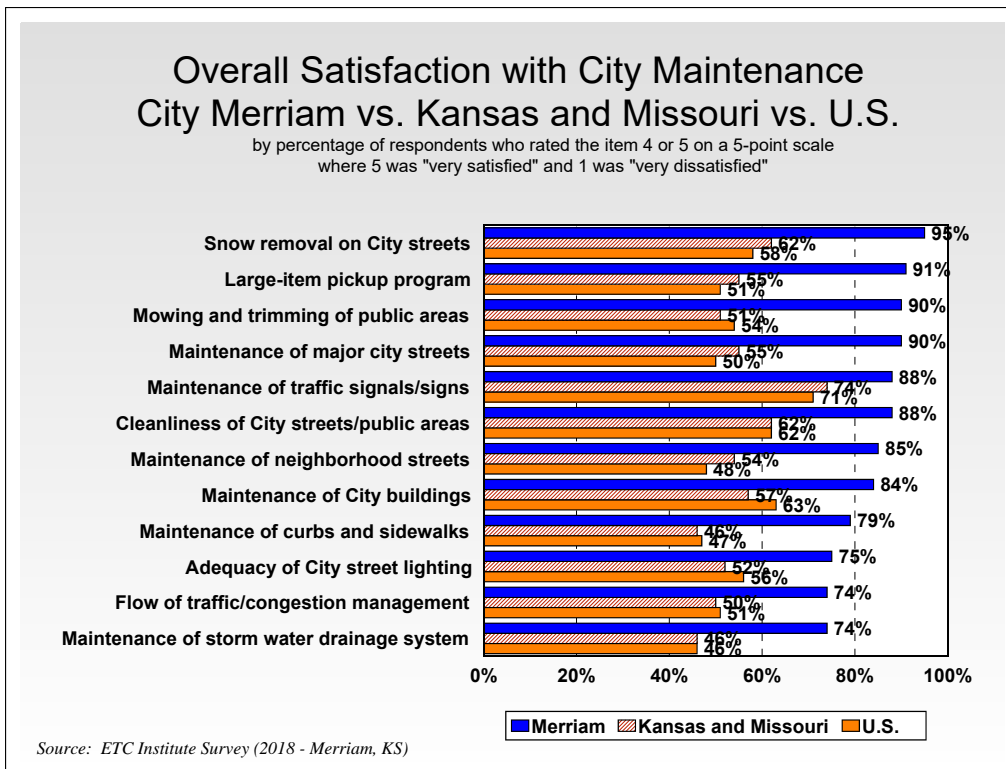
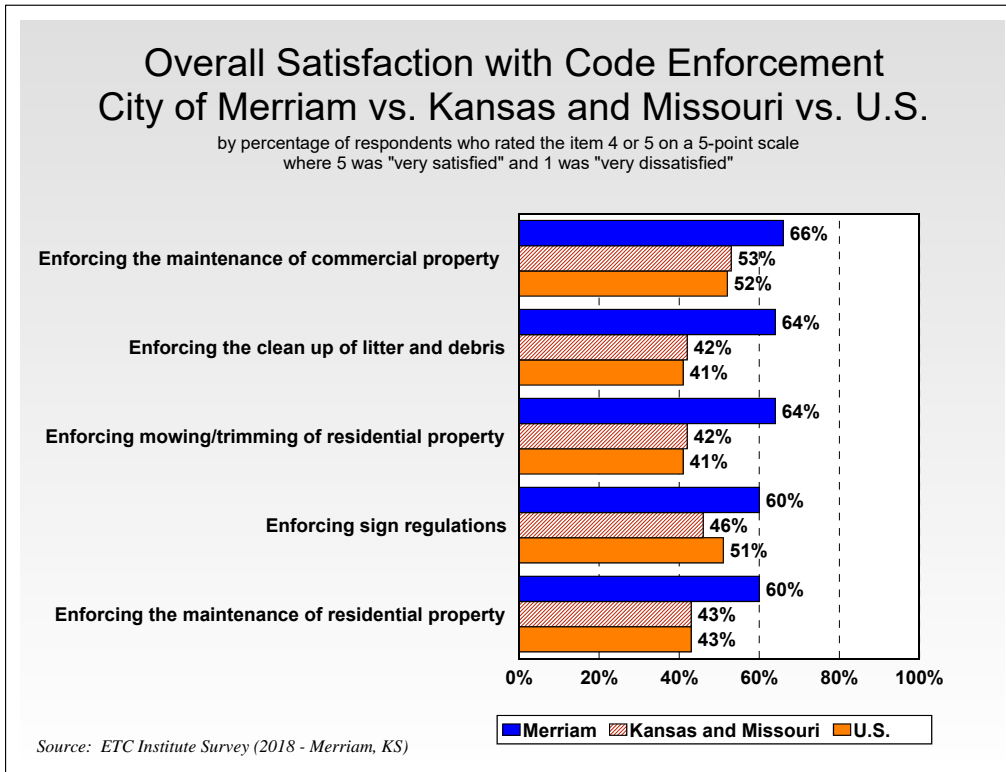
Overall Perception of the City City of Merriam vs. Kansas and Missouri vs. U.S.

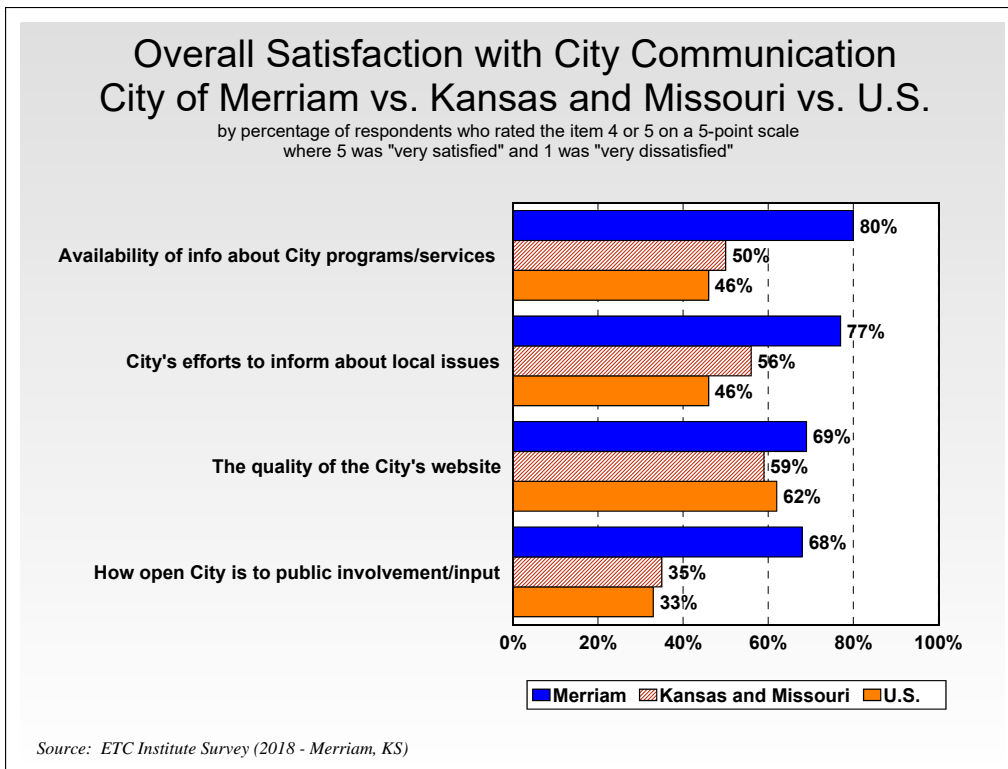
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"

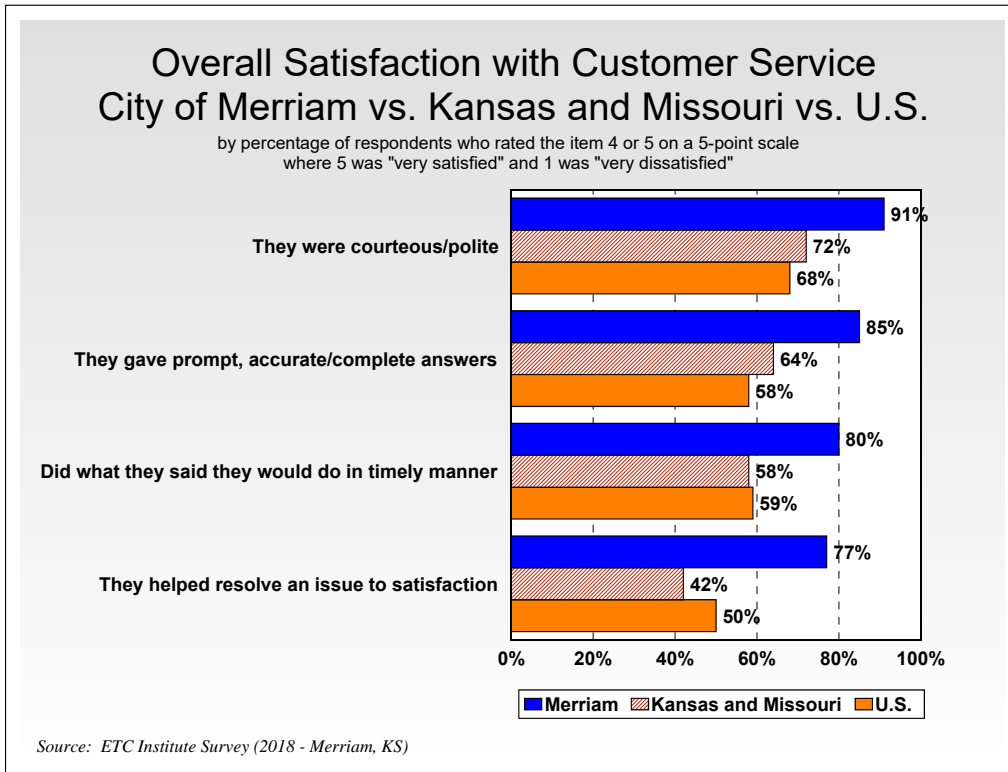


Source: ETC Institute Survey (2018 - Merriam, KS)

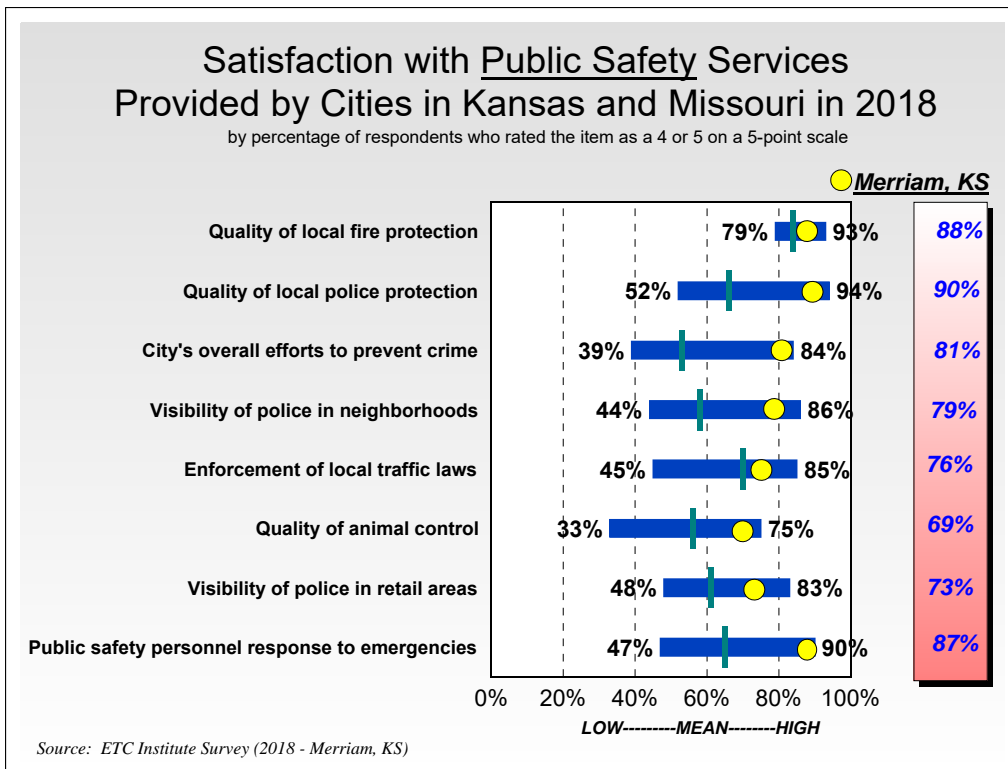
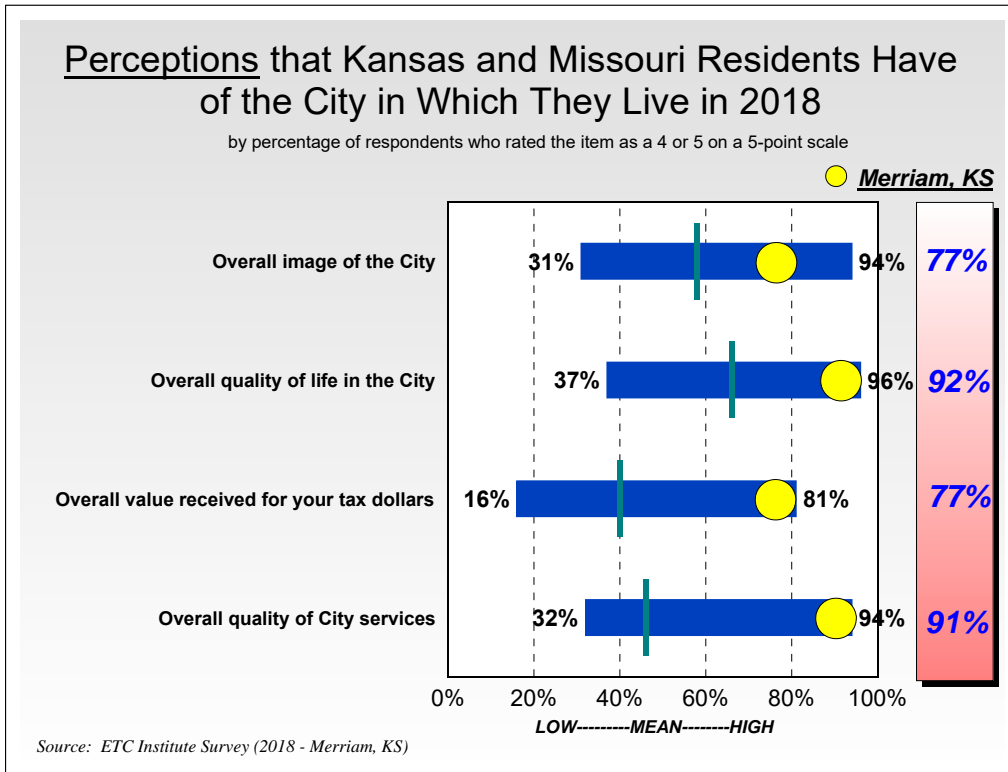


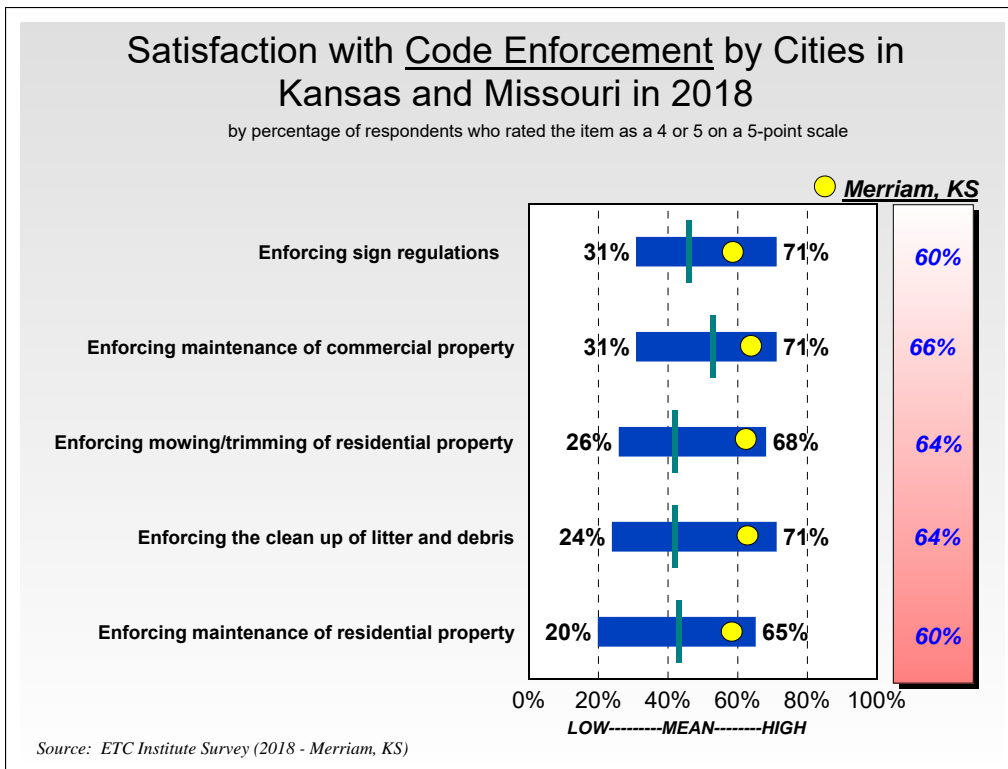
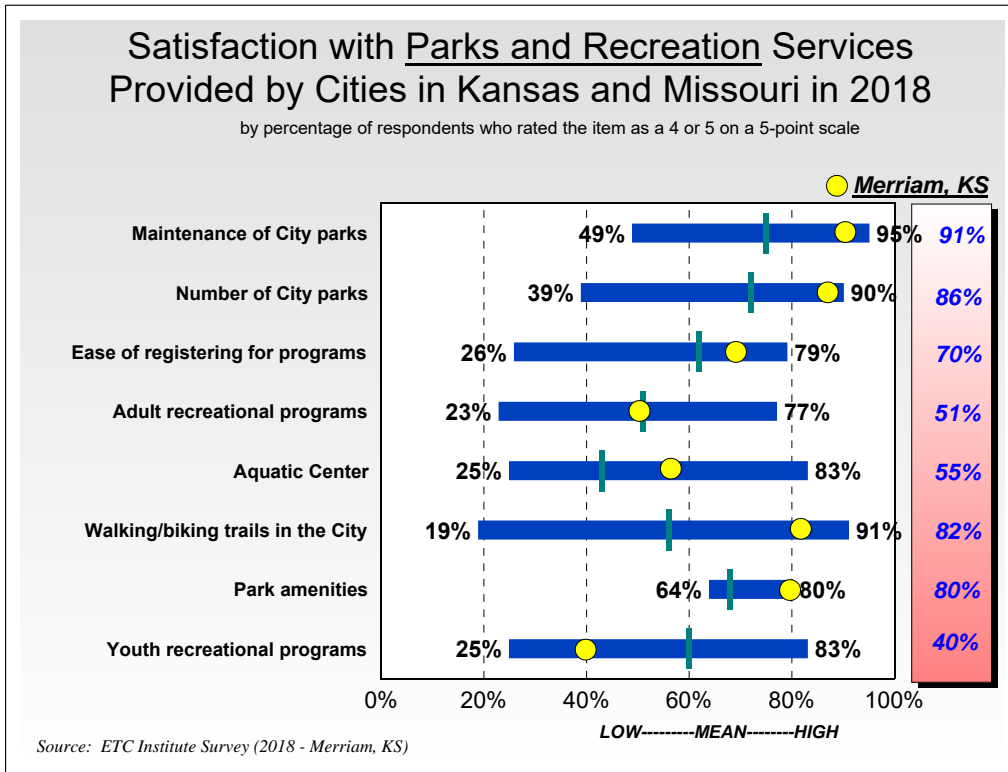






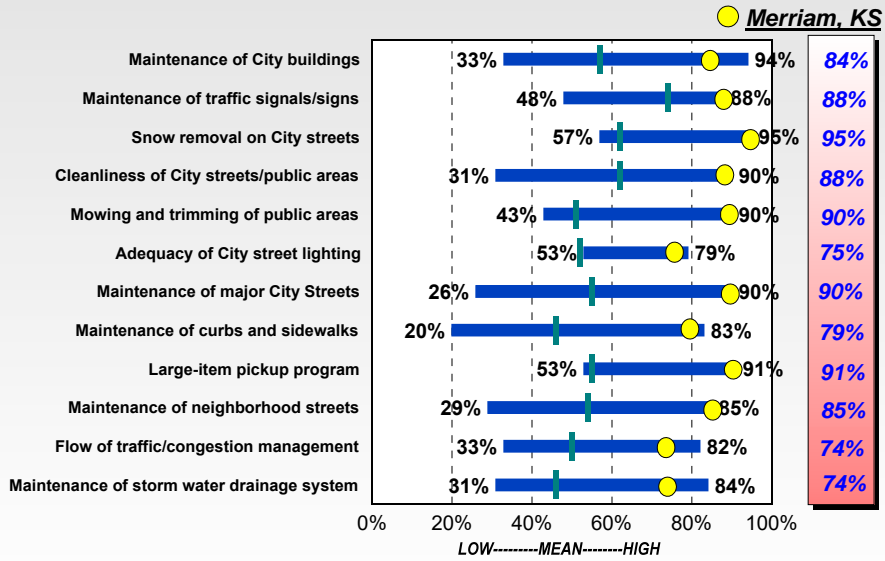
Metropolitan Kansas City Benchmarks





Satisfaction with City Maintenance Services Provided by Cities in Kansas and Missouri in 2018

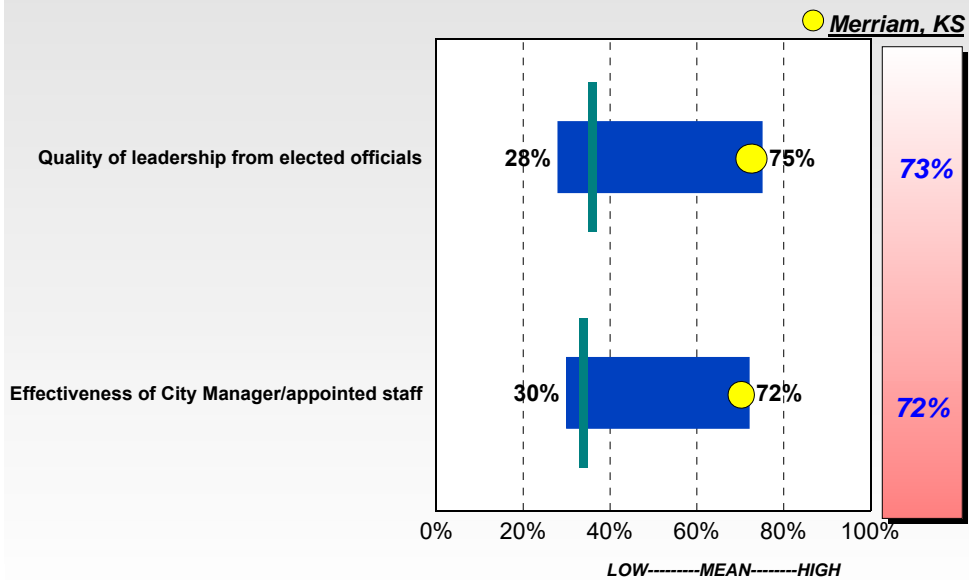
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



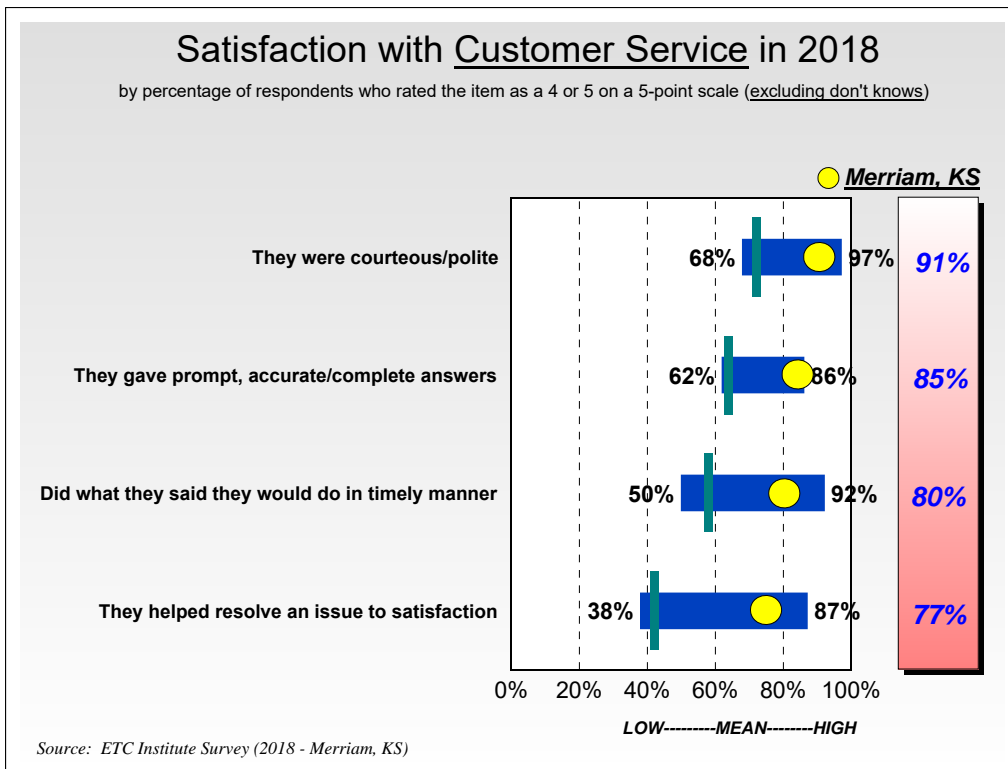
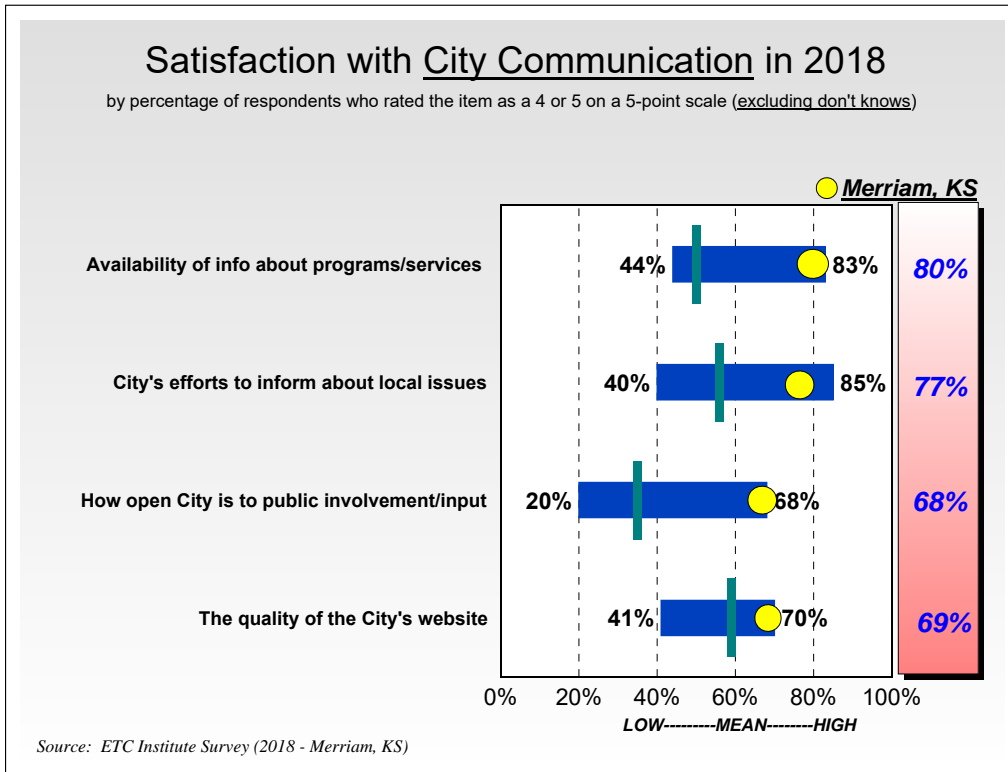
Source: ETC Institute Survey (2018 - Merriam, KS)

Satisfaction with City Leadership in 2018

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 Survey (2018 - Merriam, KS)



Section 3:
Importance-Satisfaction
Analysis

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 categories of code enforcement they thought should receive the most emphasis over the next two years. Approximately fifty-four percent (53.8%) rated *"enforcing the clean up of litter and debris"* as the most important code enforcement service to emphasize over the next two years.

With regard to satisfaction, *“enforcing the clean up of litter and debris”* was ranked third overall, with 64% rating it as a “4” or a “5” on a 5-point scale excluding, “don't know” responses. The I-S rating for *“enforcing the clean up of litter and debris”* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 53.8% was multiplied by 36% (1-0.64). This calculation yielded an I-S rating of **0.1937**, which was ranked first out of seven code enforcement 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 < .10)</i>						
City's overall efforts to prevent crime	42%	1	81%	7	0.0804	1
Visibility of police in neighborhoods	37%	2	79%	8	0.0767	2
Visibility of police in retail areas	22%	6	73%	10	0.0583	3
Quality of animal control	15%	10	69%	11	0.0456	4
Enforcement of local traffic laws	16%	8	76%	8	0.0382	5
Feeling of safety in neighborhood	26%	3	87%	4	0.0339	6
Public interaction with police department	18%	7	83%	5	0.0309	7
Public safety personnel response to emergencies	23%	5	87%	3	0.0296	8
Quality of local police protection	24%	4	90%	1	0.0243	8
Overall quality of local fire protection	16%	8	88%	2	0.0190	10
City's overall efforts to prevent fires	10%	11	83%	6	0.0177	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.

© 2018 DirectionFinder by ETC Institute

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
<u>High Priority (IS .10-.20)</u>						
Fitness Center at the Community Center	23%	5	41%	13	0.1351	1
Merriam Aquatic Center	26%	3	55%	9	0.1188	2
<u>Medium Priority (IS <.10)</u>						
Youth recreational programs	11%	9	40%	14	0.0666	3
Senior recreational programs	12%	8	51%	10	0.0583	4
Walking and biking trails in the City	32%	1	82%	3	0.0572	5
Arts and culture programs	11%	10	50%	12	0.0555	6
Park amenities	23%	4	80%	5	0.0464	7
Adult recreational programs	9%	11	51%	11	0.0441	8
Farmers Market at Merriam Marketplace	20%	6	81%	4	0.0374	9
Community-wide special events	16%	7	78%	6	0.0356	10
Fees charged for recreational programs	9%	12	62%	8	0.0323	11
Maintenance of City parks	31%	2	91%	1	0.0280	12
Number of City parks	8%	13	86%	2	0.0105	13
Ease of registering for programs	2%	14	70%	7	0.0063	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.

© 2018 DirectionFinder by ETC Institute

Importance-Satisfaction Rating City of Merriam CODE ENFORCEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Enforcing the clean up of litter and debris	54%	1	64%	3	0.1937	1
Enforcing the maintenance of rental properties	36%	3	51%	7	0.1779	2
Enforcing the maintenance of residential property	41%	2	60%	6	0.1620	3
Enforcing the mowing/trimming residential property	36%	4	64%	4	0.1292	4
<i>Medium Priority (IS <.10)</i>						
Enforcing the maintenance of commercial property	25%	5	66%	2	0.0843	5
Enforcing the mowing/trimming commercial property	21%	6	71%	1	0.0621	6
Enforcing sign regulations	15%	7	60%	5	0.0596	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.

© 2018 DirectionFinder by ETC Institute

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 < .10)</i>						
Flow of traffic/congestion management	26%	3	74%	11	0.0681	1
Adequacy of City street lighting	24%	5	75%	10	0.0595	2
Maintenance of curbs and sidewalks	25%	4	79%	9	0.0519	3
Quality and timeliness of street rebuilding	17%	7	71%	13	0.0479	4
Maintenance of neighborhood streets	30%	1	85%	7	0.0443	5
Maintenance of storm water drainage system	16%	8	74%	12	0.0403	6
Maintenance of major city streets	29%	2	90%	4	0.0292	7
Cleanliness of City streets/public areas	18%	6	88%	6	0.0215	8
Merriam's large-item pickup program	15%	10	91%	2	0.0132	9
Maintenance of traffic signals/signs	9%	11	88%	5	0.0104	10
Snow removal on City streets	15%	9	95%	1	0.0076	11
Mowing and trimming of public areas	7%	12	90%	3	0.0070	12
Maintenance of City buildings	3%	13	84%	8	0.0043	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.

© 2018 DirectionFinder by ETC Institute

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.

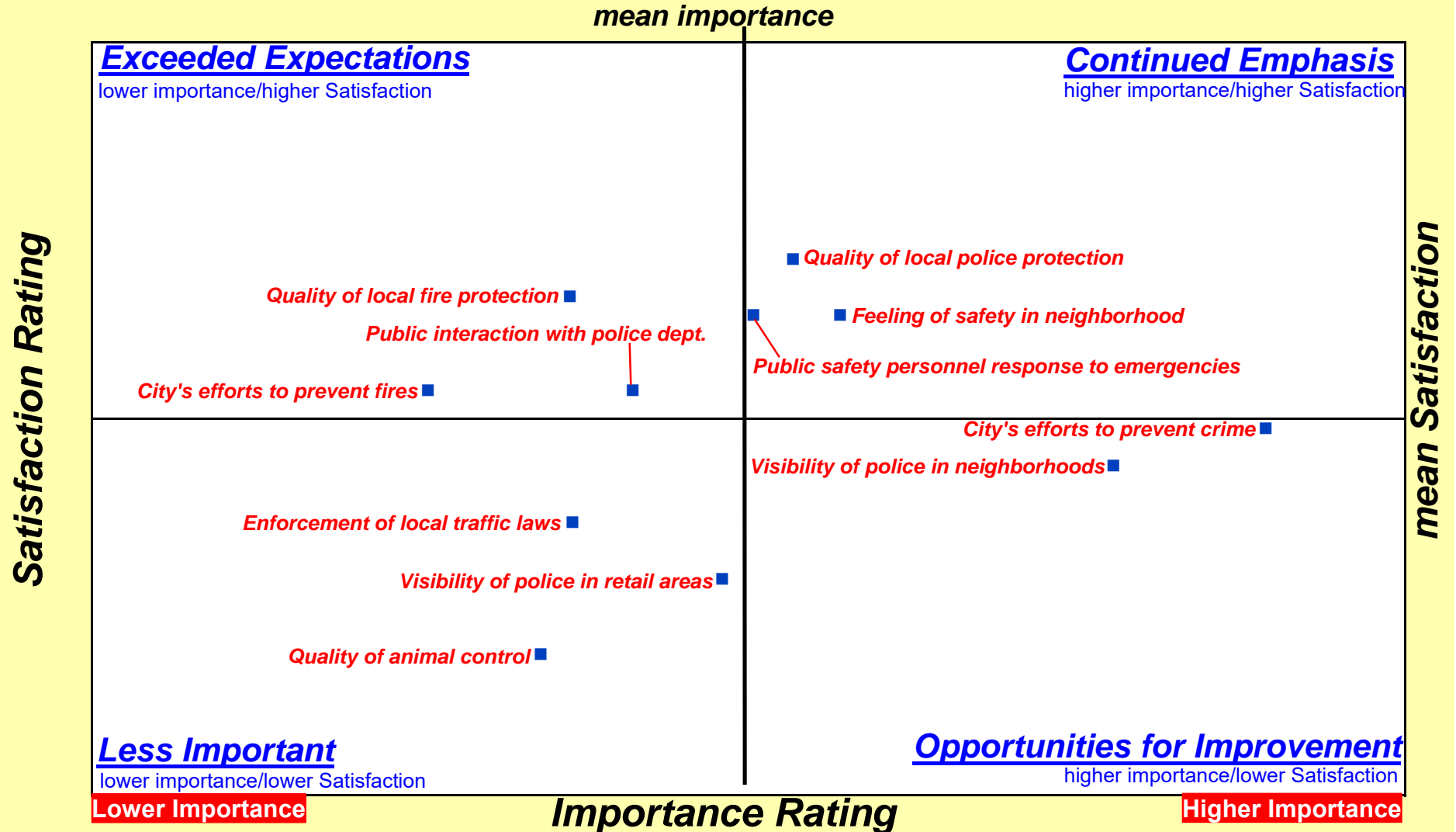
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

2018 City of Merriam DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

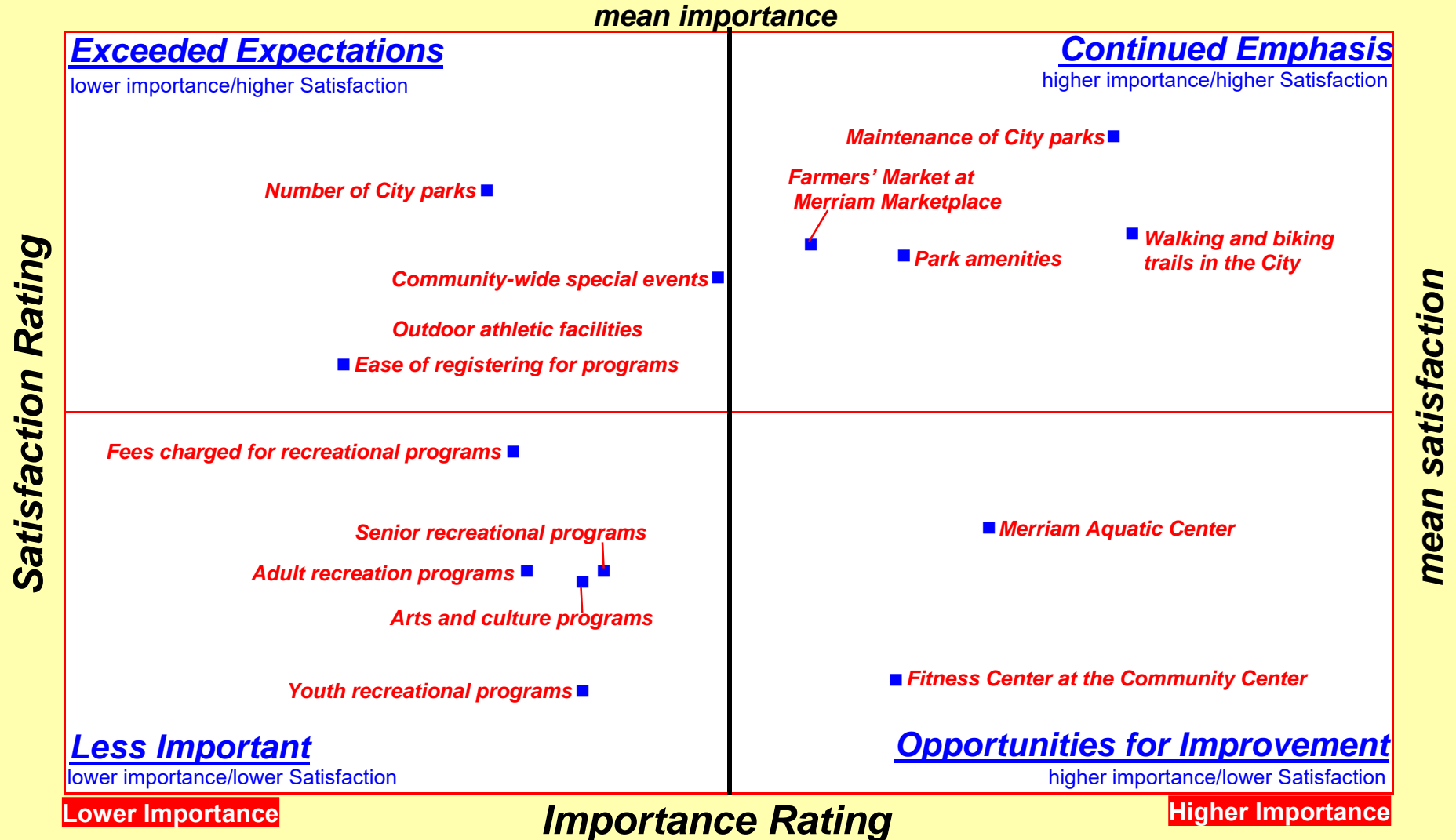
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2018 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)

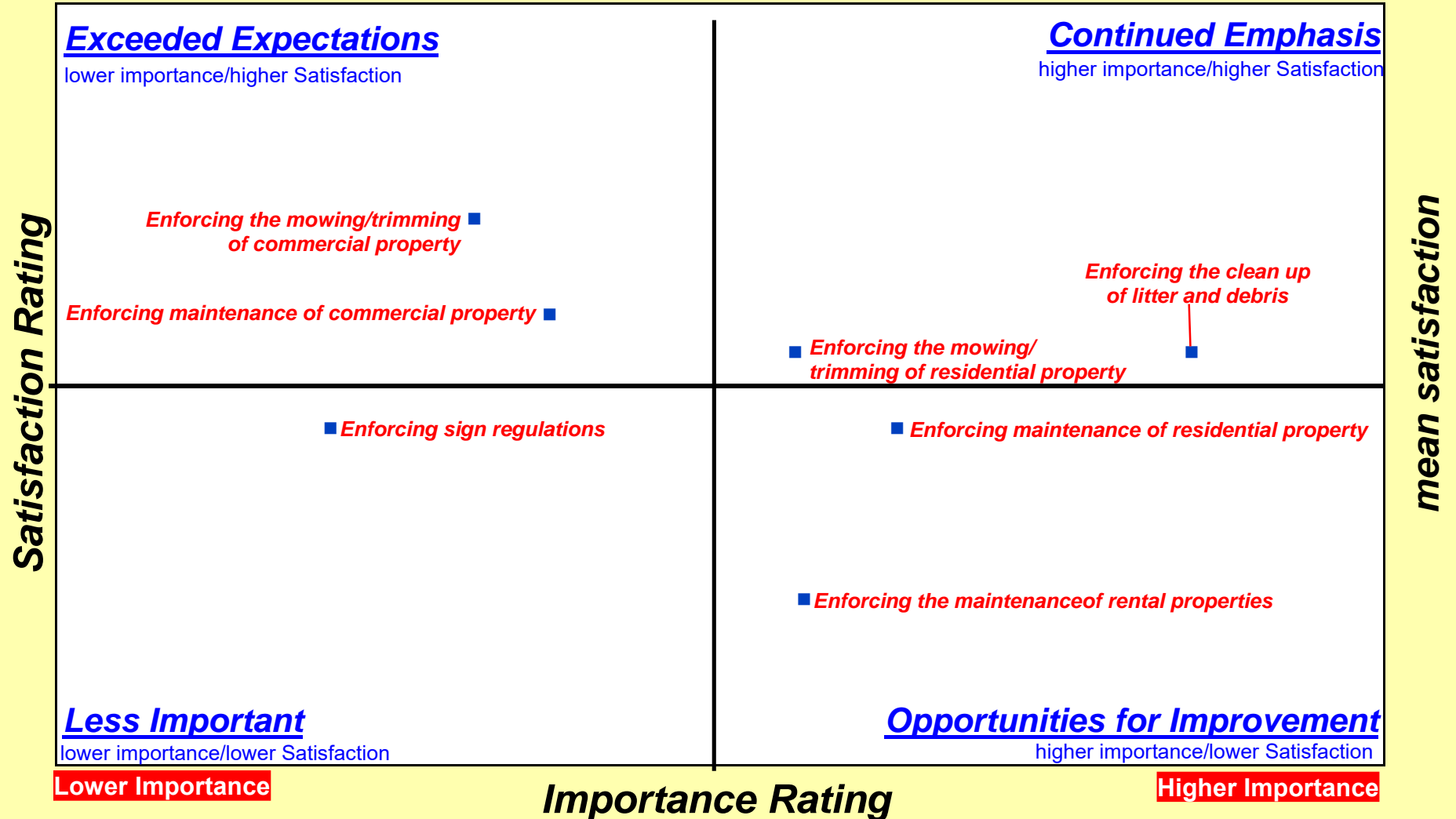


2018 City of Merriam DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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

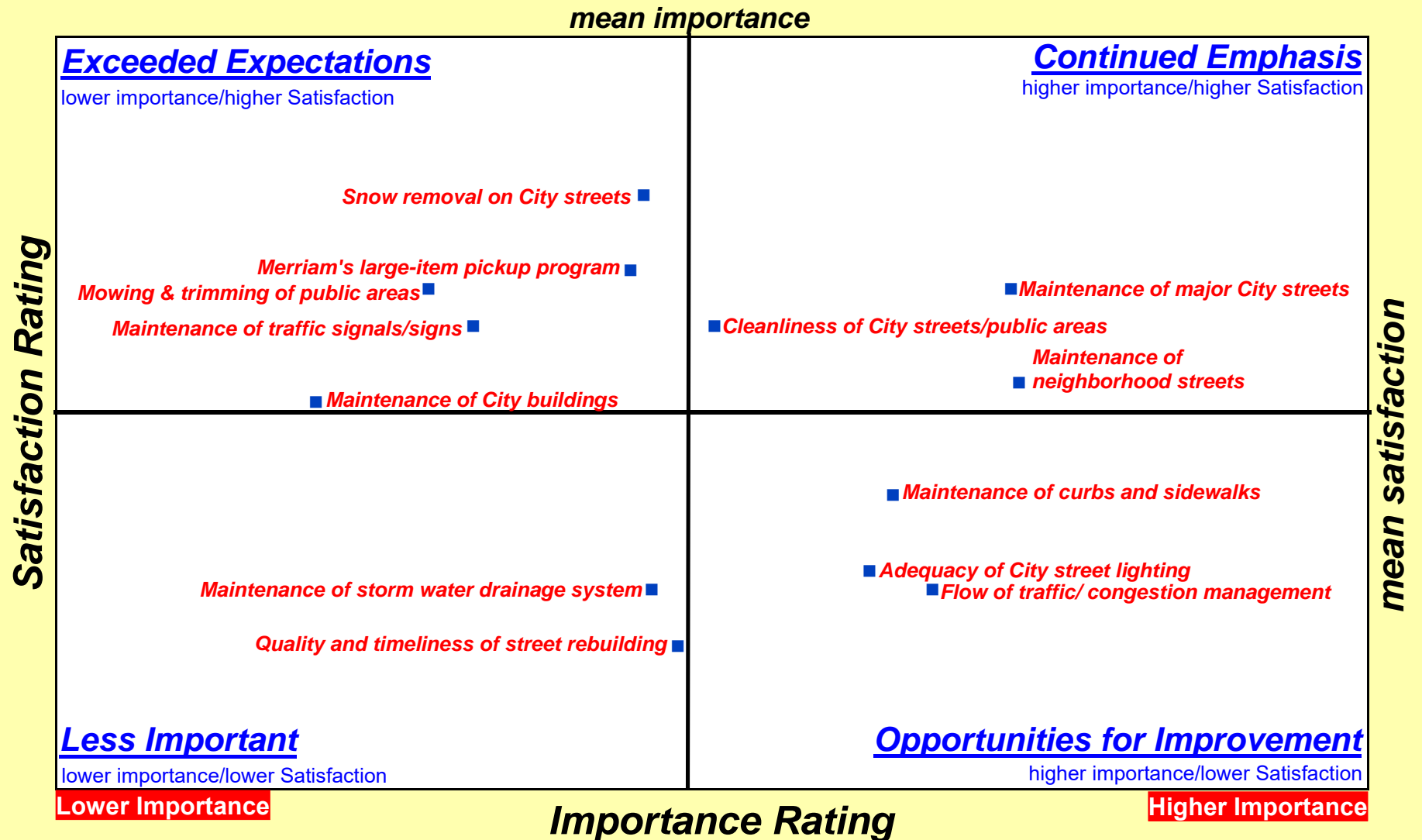
mean importance



2018 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 4:
Tabular Data

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

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of City services	40.2%	48.8%	7.2%	1.5%	0.1%	2.2%
Q1-2. Overall value that you receive for your City tax & fees	29.1%	45.3%	17.6%	3.9%	0.5%	3.5%
Q1-3. Overall image of City	23.8%	51.6%	17.9%	5.0%	0.0%	1.8%
Q1-4. How well City is planning new development & redevelopment	24.0%	39.6%	19.6%	6.6%	1.6%	8.5%
Q1-5. Maintenance & preservation of Downtown Merriam	18.0%	39.5%	26.1%	9.5%	2.7%	4.2%
Q1-6. Overall quality of life in Merriam	38.0%	53.0%	6.4%	1.2%	0.5%	0.8%
Q1-7. Overall condition of housing in your neighborhood	23.5%	50.6%	17.2%	6.2%	1.2%	1.2%

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 using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of City services	41.1%	49.9%	7.3%	1.5%	0.1%
Q1-2. Overall value that you receive for your City tax & fees	30.2%	47.0%	18.2%	4.1%	0.6%
Q1-3. Overall image of City	24.2%	52.5%	18.2%	5.1%	0.0%
Q1-4. How well City is planning new development & redevelopment	26.2%	43.3%	21.4%	7.2%	1.8%
Q1-5. Maintenance & preservation of Downtown Merriam	18.8%	41.2%	27.3%	9.9%	2.8%
Q1-6. Overall quality of life in Merriam	38.3%	53.5%	6.4%	1.2%	0.5%
Q1-7. Overall condition of housing in your neighborhood	23.8%	51.2%	17.4%	6.3%	1.2%

Q2. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of local police protection	49.5%	38.4%	6.8%	2.3%	0.7%	2.3%
Q2-2. Visibility of police in neighborhoods	36.5%	41.4%	12.7%	6.2%	1.4%	1.8%
Q2-3. Visibility of police in retail areas	27.3%	41.7%	21.7%	2.7%	1.2%	5.4%
Q2-4. City's overall efforts to prevent crime	29.6%	44.1%	14.7%	1.8%	0.8%	8.9%
Q2-5. Your overall feeling of safety in your neighborhood	43.3%	42.9%	8.7%	3.0%	0.9%	1.2%
Q2-6. Enforcement of local traffic laws	27.7%	44.7%	15.6%	4.6%	2.0%	5.4%
Q2-7. Quality of animal control	24.1%	37.1%	18.5%	6.9%	2.6%	10.8%
Q2-8. Overall quality of local fire protection	40.6%	40.3%	9.5%	0.7%	0.4%	8.5%
Q2-9. City's overall efforts to prevent fires	30.6%	40.1%	12.6%	1.2%	0.5%	15.0%
Q2-10. How quickly public safety personnel respond to emergencies	41.9%	32.3%	9.9%	0.5%	0.4%	14.9%
Q2-11. Overall quality of public interaction with police department	38.4%	33.6%	11.6%	2.2%	0.7%	13.5%

WITHOUT "DON'T KNOW"

Q2. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of local police protection	50.7%	39.3%	6.9%	2.4%	0.7%
Q2-2. Visibility of police in neighborhoods	37.2%	42.1%	12.9%	6.3%	1.4%
Q2-3. Visibility of police in retail areas	28.9%	44.1%	22.9%	2.9%	1.3%
Q2-4. City's overall efforts to prevent crime	32.5%	48.4%	16.2%	1.9%	0.9%
Q2-5. Your overall feeling of safety in your neighborhood	43.8%	43.4%	8.8%	3.0%	1.0%
Q2-6. Enforcement of local traffic laws	29.3%	47.2%	16.5%	4.9%	2.1%
Q2-7. Quality of animal control	27.0%	41.6%	20.8%	7.7%	2.9%
Q2-8. Overall quality of local fire protection	44.4%	44.1%	10.4%	0.7%	0.4%
Q2-9. City's overall efforts to prevent fires	36.0%	47.1%	14.8%	1.4%	0.6%
Q2-10. How quickly public safety personnel respond to emergencies	49.3%	38.0%	11.6%	0.6%	0.5%
Q2-11. Overall quality of public interaction with police department	44.4%	38.8%	13.5%	2.5%	0.8%

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>
Overall quality of local police protection	95	12.9 %
Visibility of police in neighborhoods	123	16.6 %
Visibility of police in retail areas	38	5.1 %
City's overall efforts to prevent crime	136	18.4 %
Your overall feeling of safety in your neighborhood	54	7.3 %
Enforcement of local traffic laws	41	5.5 %
Quality of animal control	35	4.7 %
Overall quality of local fire protection	13	1.8 %
City's overall efforts to prevent fires	17	2.3 %
How quickly public safety personnel respond to emergencies	47	6.4 %
Overall quality of public interaction with police department	37	5.0 %
<u>None chosen</u>	<u>103</u>	<u>13.9 %</u>
Total	739	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>
Overall quality of local police protection	36	4.9 %
Visibility of police in neighborhoods	90	12.2 %
Visibility of police in retail areas	67	9.1 %
City's overall efforts to prevent crime	97	13.1 %
Your overall feeling of safety in your neighborhood	79	10.7 %
Enforcement of local traffic laws	38	5.1 %
Quality of animal control	28	3.8 %
Overall quality of local fire protection	61	8.3 %
City's overall efforts to prevent fires	31	4.2 %
How quickly public safety personnel respond to emergencies	54	7.3 %
Overall quality of public interaction with police department	33	4.5 %
<u>None chosen</u>	<u>125</u>	<u>16.9 %</u>
Total	739	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>
Overall quality of local police protection	48	6.5 %
Visibility of police in neighborhoods	57	7.7 %
Visibility of police in retail areas	55	7.4 %
City's overall efforts to prevent crime	80	10.8 %
Your overall feeling of safety in your neighborhood	60	8.1 %
Enforcement of local traffic laws	39	5.3 %
Quality of animal control	46	6.2 %
Overall quality of local fire protection	42	5.7 %
City's overall efforts to prevent fires	29	3.9 %
How quickly public safety personnel respond to emergencies	67	9.1 %
Overall quality of public interaction with police department	64	8.7 %
<u>None chosen</u>	<u>152</u>	<u>20.6 %</u>
Total	739	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>
Overall quality of local police protection	179	24.2 %
Visibility of police in neighborhoods	270	36.5 %
Visibility of police in retail areas	160	21.7 %
City's overall efforts to prevent crime	313	42.4 %
Your overall feeling of safety in your neighborhood	193	26.1 %
Enforcement of local traffic laws	118	16.0 %
Quality of animal control	109	14.7 %
Overall quality of local fire protection	116	15.7 %
City's overall efforts to prevent fires	77	10.4 %
How quickly public safety personnel respond to emergencies	168	22.7 %
Overall quality of public interaction with police department	134	18.1 %
<u>None chosen</u>	<u>103</u>	<u>13.9 %</u>
Total	1940	

Q4. Perception 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=739)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. In your neighborhood during the day	60.1%	34.6%	3.5%	0.7%	0.3%	0.8%
Q4-2. In your neighborhood at night	32.9%	50.7%	9.3%	4.7%	0.8%	1.5%
Q4-3. In City parks & recreation facilities	22.9%	45.2%	20.2%	2.6%	0.4%	8.8%
Q4-4. In commercial & retail areas in City	24.6%	54.1%	16.4%	1.8%	0.4%	2.7%

WITHOUT "DON'T KNOW"

Q4. Perception 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=739)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. In your neighborhood during the day	60.6%	34.9%	3.5%	0.7%	0.3%
Q4-2. In your neighborhood at night	33.4%	51.5%	9.5%	4.8%	0.8%
Q4-3. In City parks & recreation facilities	25.1%	49.6%	22.1%	2.8%	0.4%
Q4-4. In commercial & retail areas in City	25.3%	55.6%	16.8%	1.8%	0.4%

Q5. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Maintenance of City parks	35.5%	49.9%	7.0%	1.2%	0.4%	6.0%
Q5-2. Number of City parks	34.5%	46.1%	10.4%	2.4%	0.1%	6.4%
Q5-3. Walking & biking trails in City	31.3%	43.3%	11.9%	3.9%	0.7%	8.9%
Q5-4. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	26.8%	47.0%	14.3%	2.8%	0.7%	8.4%
Q5-5. Merriam Farmers' Market at Merriam Marketplace	34.4%	38.3%	15.0%	1.5%	0.4%	10.4%
Q5-6. Merriam Aquatic Center	13.3%	26.5%	25.7%	4.7%	2.0%	27.7%
Q5-7. Fitness Center at Irene B. French Community Center	9.3%	18.3%	26.9%	9.9%	3.2%	32.3%
Q5-8. Youth recreational programs offered	7.0%	15.8%	28.8%	3.7%	1.2%	43.4%
Q5-9. Adult recreational programs offered	9.5%	24.9%	28.3%	3.7%	1.4%	32.3%
Q5-10. Senior recreational programs offered	10.3%	22.1%	26.8%	2.6%	1.1%	37.2%
Q5-11. Arts & culture programs	9.6%	24.0%	28.7%	3.2%	1.2%	33.3%
Q5-12. Community-wide special events (Party in Your Park, Turkey Creek Festival, etc.)	21.7%	45.1%	18.1%	0.8%	0.1%	14.2%
Q5-13. Ease of registering for programs	16.2%	33.4%	19.6%	1.1%	0.5%	29.1%
Q5-14. Fees charged for recreational programs	14.3%	30.7%	23.0%	3.5%	1.2%	27.2%

WITHOUT "DON'T KNOW"**Q5. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Maintenance of City parks	37.7%	53.1%	7.5%	1.3%	0.4%
Q5-2. Number of City parks	36.8%	49.3%	11.1%	2.6%	0.1%
Q5-3. Walking & biking trails in City	34.3%	47.5%	13.1%	4.3%	0.7%
Q5-4. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	29.2%	51.3%	15.7%	3.1%	0.7%
Q5-5. Merriam Farmers' Market at Merriam Marketplace	38.4%	42.7%	16.8%	1.7%	0.5%
Q5-6. Merriam Aquatic Center	18.4%	36.7%	35.6%	6.6%	2.8%
Q5-7. Fitness Center at Irene B. French Community Center	13.8%	27.0%	39.8%	14.6%	4.8%
Q5-8. Youth recreational programs offered	12.4%	28.0%	51.0%	6.5%	2.2%
Q5-9. Adult recreational programs offered	14.0%	36.8%	41.8%	5.4%	2.0%
Q5-10. Senior recreational programs offered	16.4%	35.1%	42.7%	4.1%	1.7%
Q5-11. Arts & culture programs	14.4%	35.9%	43.0%	4.9%	1.8%
Q5-12. Community-wide special events (Party in Your Park, Turkey Creek Festival, etc.)	25.2%	52.5%	21.1%	0.9%	0.2%
Q5-13. Ease of registering for programs	22.9%	47.1%	27.7%	1.5%	0.8%
Q5-14. Fees charged for recreational programs	19.7%	42.2%	31.6%	4.8%	1.7%

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	127	17.2 %
Number of City parks	23	3.1 %
Walking & biking trails in City	97	13.1 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	48	6.5 %
Merriam Farmers' Market at Merriam Marketplace	48	6.5 %
Merriam Aquatic Center	94	12.7 %
Fitness Center at Irene B. French Community Center	58	7.8 %
Youth recreational programs offered	28	3.8 %
Adult recreational programs offered	9	1.2 %
Senior recreational programs offered	19	2.6 %
Arts & culture programs	10	1.4 %
Community-wide special events (Party in Your Park, Turkey Creek Festival, etc.)	29	3.9 %
Ease of registering for programs	2	0.3 %
Fees charged for recreational programs	18	2.4 %
<u>None chosen</u>	<u>129</u>	<u>17.5 %</u>
Total	739	100.0 %

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	57	7.7 %
Number of City parks	19	2.6 %
Walking & biking trails in City	76	10.3 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	56	7.6 %
Merriam Farmers' Market at Merriam Marketplace	52	7.0 %
Merriam Aquatic Center	65	8.8 %
Fitness Center at Irene B. French Community Center	69	9.3 %
Youth recreational programs offered	30	4.1 %
Adult recreational programs offered	27	3.7 %
Senior recreational programs offered	45	6.1 %
Arts & culture programs	24	3.2 %
Community-wide special events (Party in Your Park, Turkey Creek Festival, etc.)	32	4.3 %
Ease of registering for programs	3	0.4 %
Fees charged for recreational programs	16	2.2 %
<u>None chosen</u>	<u>168</u>	<u>22.7 %</u>
Total	739	100.0 %

Q6. Which THREE of the Parks and Recreation items listed in Question 5 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	46	6.2 %
Number of City parks	13	1.8 %
Walking & biking trails in City	62	8.4 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	67	9.1 %
Merriam Farmers' Market at Merriam Marketplace	46	6.2 %
Merriam Aquatic Center	36	4.9 %
Fitness Center at Irene B. French Community Center	43	5.8 %
Youth recreational programs offered	24	3.2 %
Adult recreational programs offered	30	4.1 %
Senior recreational programs offered	24	3.2 %
Arts & culture programs	48	6.5 %
Community-wide special events (Party in Your Park, Turkey Creek Festival, etc.)	59	8.0 %
Ease of registering for programs	10	1.4 %
Fees charged for recreational programs	29	3.9 %
None chosen	202	27.3 %
Total	739	100.0 %

Q6. Which THREE of the Parks and Recreation items listed in Question 5 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	230	31.1 %
Number of City parks	55	7.4 %
Walking & biking trails in City	235	31.8 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	171	23.1 %
Merriam Farmers' Market at Merriam Marketplace	146	19.8 %
Merriam Aquatic Center	195	26.4 %
Fitness Center at Irene B. French Community Center	170	23.0 %
Youth recreational programs offered	82	11.1 %
Adult recreational programs offered	66	8.9 %
Senior recreational programs offered	88	11.9 %
Arts & culture programs	82	11.1 %
Community-wide special events (Party in Your Park, Turkey Creek Festival, etc.)	120	16.2 %
Ease of registering for programs	15	2.0 %
Fees charged for recreational programs	63	8.5 %
None chosen	129	17.5 %
Total	1847	

Q7. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Enforcing clean up of litter & debris	17.9%	41.5%	19.5%	12.2%	1.6%	7.3%
Q7-2. Enforcing mowing & trimming of residential property	17.3%	41.3%	20.2%	11.4%	2.6%	7.3%
Q7-3. Enforcing mowing & trimming of commercial property	18.7%	45.5%	21.8%	3.4%	1.1%	9.6%
Q7-4. Enforcing maintenance of residential property in your neighborhood	17.5%	37.8%	19.2%	14.5%	3.7%	7.4%
Q7-5. Enforcing maintenance of commercial property in your neighborhood	17.1%	39.4%	25.0%	4.2%	0.7%	13.7%
Q7-6. Enforcing maintenance of rental properties in your neighborhood	12.6%	29.4%	25.6%	10.4%	4.5%	17.6%
Q7-7. Enforcing sign regulations	13.7%	35.5%	27.1%	4.5%	1.5%	17.9%

WITHOUT "DON'T KNOW"

Q7. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Enforcing clean up of litter & debris	19.3%	44.8%	21.0%	13.1%	1.8%
Q7-2. Enforcing mowing & trimming of residential property	18.7%	44.5%	21.8%	12.3%	2.8%
Q7-3. Enforcing mowing & trimming of commercial property	20.7%	50.3%	24.1%	3.7%	1.2%
Q7-4. Enforcing maintenance of residential property in your neighborhood	18.9%	40.8%	20.8%	15.6%	3.9%
Q7-5. Enforcing maintenance of commercial property in your neighborhood	19.7%	45.6%	29.0%	4.9%	0.8%
Q7-6. Enforcing maintenance of rental properties in your neighborhood	15.3%	35.6%	31.0%	12.6%	5.4%
Q7-7. Enforcing sign regulations	16.6%	43.2%	32.9%	5.4%	1.8%

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	229	31.0 %
Enforcing mowing & trimming of residential property	79	10.7 %
Enforcing mowing & trimming of commercial property	27	3.7 %
Enforcing maintenance of residential property in your neighborhood	107	14.5 %
Enforcing maintenance of commercial property in your neighborhood	35	4.7 %
Enforcing maintenance of rental properties in your neighborhood	84	11.4 %
Enforcing sign regulations	32	4.3 %
None chosen	146	19.8 %
Total	739	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	87	11.8 %
Enforcing mowing & trimming of residential property	113	15.3 %
Enforcing mowing & trimming of commercial property	65	8.8 %
Enforcing maintenance of residential property in your neighborhood	110	14.9 %
Enforcing maintenance of commercial property in your neighborhood	75	10.1 %
Enforcing maintenance of rental properties in your neighborhood	85	11.5 %
Enforcing sign regulations	25	3.4 %
None chosen	179	24.2 %
Total	739	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	81	11.0 %
Enforcing mowing & trimming of residential property	73	9.9 %
Enforcing mowing & trimming of commercial property	66	8.9 %
Enforcing maintenance of residential property in your neighborhood	82	11.1 %
Enforcing maintenance of commercial property in your neighborhood	74	10.0 %
Enforcing maintenance of rental properties in your neighborhood	99	13.4 %
Enforcing sign regulations	53	7.2 %
<u>None chosen</u>	<u>211</u>	<u>28.6 %</u>
Total	739	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	397	53.7 %
Enforcing mowing & trimming of residential property	265	35.9 %
Enforcing mowing & trimming of commercial property	158	21.4 %
Enforcing maintenance of residential property in your neighborhood	299	40.5 %
Enforcing maintenance of commercial property in your neighborhood	184	24.9 %
Enforcing maintenance of rental properties in your neighborhood	268	36.3 %
Enforcing sign regulations	110	14.9 %
<u>None chosen</u>	<u>146</u>	<u>19.8 %</u>
Total	1827	

Q9. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of major City streets	37.3%	49.0%	6.8%	3.4%	0.5%	3.0%
Q9-2. Maintenance of neighborhood streets	33.4%	49.9%	8.0%	5.4%	0.5%	2.7%
Q9-3. Maintenance of curbs & sidewalks	26.8%	49.1%	12.4%	6.8%	1.8%	3.1%
Q9-4. Maintenance of traffic signals/signs	33.8%	50.9%	8.4%	2.2%	0.7%	4.1%
Q9-5. Adequacy of City street lighting	30.9%	42.2%	13.4%	9.3%	1.6%	2.6%
Q9-6. Maintenance of City buildings, such as City Hall	28.7%	42.6%	12.2%	0.9%	0.1%	15.4%
Q9-7. Snow removal on City streets	59.8%	31.5%	4.6%	0.9%	0.0%	3.1%
Q9-8. Mowing & trimming along City streets, parks, & other public areas	40.9%	46.8%	7.0%	1.8%	0.4%	3.1%
Q9-9. Overall cleanliness of City streets & other public areas	35.6%	49.8%	8.3%	3.0%	0.5%	2.8%
Q9-10. Overall flow of traffic & congestion management in Merriam	23.3%	47.8%	17.5%	7.2%	0.7%	3.7%
Q9-11. Quality & timeliness of street rebuilding	22.5%	43.6%	20.7%	4.2%	1.2%	7.8%
Q9-12. Maintenance of stormwater drainage system	23.1%	42.9%	17.2%	4.7%	1.8%	10.3%
Q9-13. Merriam's large-item pickup program	59.3%	26.5%	5.7%	1.4%	0.9%	6.2%

WITHOUT "DON'T KNOW"

Q9. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of major City streets	38.5%	50.5%	7.0%	3.5%	0.6%
Q9-2. Maintenance of neighborhood streets	34.4%	51.3%	8.2%	5.6%	0.6%
Q9-3. Maintenance of curbs & sidewalks	27.7%	50.7%	12.8%	7.0%	1.8%
Q9-4. Maintenance of traffic signals/signs	35.3%	53.0%	8.7%	2.3%	0.7%
Q9-5. Adequacy of City street lighting	31.7%	43.3%	13.8%	9.6%	1.7%
Q9-6. Maintenance of City buildings, such as City Hall	33.9%	50.4%	14.4%	1.1%	0.2%
Q9-7. Snow removal on City streets	61.7%	32.5%	4.7%	1.0%	0.0%
Q9-8. Mowing & trimming along City streets, parks, & other public areas	42.2%	48.3%	7.3%	1.8%	0.4%
Q9-9. Overall cleanliness of City streets & other public areas	36.6%	51.3%	8.5%	3.1%	0.6%
Q9-10. Overall flow of traffic & congestion management in Merriam	24.2%	49.6%	18.1%	7.4%	0.7%
Q9-11. Quality & timeliness of street rebuilding	24.4%	47.3%	22.5%	4.6%	1.3%
Q9-12. Maintenance of stormwater drainage system	25.8%	47.8%	19.2%	5.3%	2.0%
Q9-13. Merriam's large-item pickup program	63.2%	28.3%	6.1%	1.4%	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?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	119	16.1 %
Maintenance of neighborhood streets	71	9.6 %
Maintenance of curbs & sidewalks	55	7.4 %
Maintenance of traffic signals/signs	16	2.2 %
Adequacy of City street lighting	71	9.6 %
Maintenance of City buildings, such as City Hall	4	0.5 %
Snow removal on City streets	32	4.3 %
Mowing & trimming along City streets, parks, & other public areas	8	1.1 %
Overall cleanliness of City streets & other public areas	35	4.7 %
Overall flow of traffic & congestion management in Merriam	88	11.9 %
Quality & timeliness of street rebuilding	21	2.8 %
Maintenance of stormwater drainage system	45	6.1 %
Merriam's large-item pickup program	43	5.8 %
None chosen	131	17.7 %
Total	739	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. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	52	7.0 %
Maintenance of neighborhood streets	99	13.4 %
Maintenance of curbs & sidewalks	60	8.1 %
Maintenance of traffic signals/signs	25	3.4 %
Adequacy of City street lighting	56	7.6 %
Maintenance of City buildings, such as City Hall	6	0.8 %
Snow removal on City streets	46	6.2 %
Mowing & trimming along City streets, parks, & other public areas	23	3.1 %
Overall cleanliness of City streets & other public areas	33	4.5 %
Overall flow of traffic & congestion management in Merriam	63	8.5 %
Quality & timeliness of street rebuilding	54	7.3 %
Maintenance of stormwater drainage system	29	3.9 %
Merriam's large-item pickup program	25	3.4 %
None chosen	168	22.7 %
Total	739	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	45	6.1 %
Maintenance of neighborhood streets	48	6.5 %
Maintenance of curbs & sidewalks	68	9.2 %
Maintenance of traffic signals/signs	23	3.1 %
Adequacy of City street lighting	49	6.6 %
Maintenance of City buildings, such as City Hall	10	1.4 %
Snow removal on City streets	35	4.7 %
Mowing & trimming along City streets, parks, & other public areas	21	2.8 %
Overall cleanliness of City streets & other public areas	64	8.7 %
Overall flow of traffic & congestion management in Merriam	43	5.8 %
Quality & timeliness of street rebuilding	47	6.4 %
Maintenance of stormwater drainage system	41	5.5 %
Merriam's large-item pickup program	41	5.5 %
None chosen	204	27.6 %
Total	739	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	216	29.2 %
Maintenance of neighborhood streets	218	29.5 %
Maintenance of curbs & sidewalks	183	24.8 %
Maintenance of traffic signals/signs	64	8.7 %
Adequacy of City street lighting	176	23.8 %
Maintenance of City buildings, such as City Hall	20	2.7 %
Snow removal on City streets	113	15.3 %
Mowing & trimming along City streets, parks, & other public areas	52	7.0 %
Overall cleanliness of City streets & other public areas	132	17.9 %
Overall flow of traffic & congestion management in Merriam	194	26.3 %
Quality & timeliness of street rebuilding	122	16.5 %
Maintenance of stormwater drainage system	115	15.6 %
Merriam's large-item pickup program	109	14.7 %
None chosen	131	17.7 %
Total	1845	

Q11. Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Overall quality of leadership provided by City's elected officials	23.8%	37.8%	18.7%	3.0%	1.2%	15.6%
Q11-2. Overall effectiveness of City Administrator & appointed staff	22.5%	36.8%	19.1%	2.7%	0.9%	18.0%
Q11-3. Overall accessibility of City leaders	19.9%	27.9%	22.9%	2.8%	0.9%	25.6%
Q11-4. Overall responsiveness of City leaders	18.5%	29.0%	21.8%	2.6%	1.4%	26.8%

WITHOUT "DON'T KNOW"

Q11. Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Overall quality of leadership provided by City's elected officials	28.2%	44.7%	22.1%	3.5%	1.4%
Q11-2. Overall effectiveness of City Administrator & appointed staff	27.4%	44.9%	23.3%	3.3%	1.2%
Q11-3. Overall accessibility of City leaders	26.7%	37.5%	30.7%	3.8%	1.3%
Q11-4. Overall responsiveness of City leaders	25.3%	39.6%	29.8%	3.5%	1.8%

Q12. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Availability of information about City programs & services	29.4%	45.7%	13.7%	3.5%	1.1%	6.6%
Q12-2. City's efforts to keep you informed about local issues	27.9%	43.6%	14.2%	5.5%	1.9%	6.9%
Q12-3. How open City is to public involvement & input from residents	22.1%	35.0%	19.8%	5.7%	1.8%	15.7%
Q12-4. Quality of City's website, www.merriam.org	19.2%	36.4%	21.0%	3.7%	0.4%	19.4%
Q12-5. How user-friendly City's website, www.merriam.org is	18.8%	34.5%	20.4%	5.4%	0.7%	20.2%
Q12-6. Content of Highlights, City's quarterly magazine	32.6%	44.1%	11.5%	0.9%	0.7%	10.1%

WITHOUT "DON'T KNOW"

Q12. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=739)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Availability of information about City programs & services	31.4%	49.0%	14.6%	3.8%	1.2%
Q12-2. City's efforts to keep you informed about local issues	29.9%	46.8%	15.3%	6.0%	2.0%
Q12-3. How open City is to public involvement & input from residents	26.2%	41.6%	23.4%	6.7%	2.1%
Q12-4. Quality of City's website, www.merriam.org	23.8%	45.1%	26.0%	4.5%	0.5%
Q12-5. How user-friendly City's website, www.merriam.org is	23.6%	43.2%	25.6%	6.8%	0.8%
Q12-6. Content of Highlights, City's quarterly magazine	36.3%	49.1%	12.8%	1.1%	0.8%

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 website	331	44.8 %
Local newspaper/television news	218	29.5 %
Social media (Facebook, Twitter)	124	16.8 %
Nextdoor	180	24.4 %
Highlights magazine	490	66.3 %
e-Merriam	140	18.9 %
Mailers	304	41.1 %
Other	49	6.6 %
Total	1836	

Q13. Other

Q13. Other	Number	Percent
Word of mouth	12	24.5 %
Sam Matier's newsletter	7	14.3 %
Emails I receive from Sam Matier	1	2.0 %
Information gleaned at Merriam City Council meetings	1	2.0 %
City council meeting notes	1	2.0 %
Talking with neighbors and direct observation	1	2.0 %
Council reports	1	2.0 %
Local resident blog	1	2.0 %
I have given up caring about the latest	1	2.0 %
Letter from local citizen Matier	1	2.0 %
TIMBERIDGE HOA	1	2.0 %
MERRIAM PARKS AND REC CATALOG	1	2.0 %
City employees	1	2.0 %
Bus	1	2.0 %
City Council	1	2.0 %
City Council packet and meetings	1	2.0 %
City Councilman	1	2.0 %
Phone or walk-in at City Hall	1	2.0 %
Merriam Highlights and Recreation	1	2.0 %
Google	1	2.0 %
HOA	1	2.0 %
Electronic news	1	2.0 %
Neighborhood HOA members	1	2.0 %
Postings at Irene French Center	1	2.0 %
Council representative	1	2.0 %
Shawnee Mission Post	1	2.0 %
City Council meetins	1	2.0 %
City Hall meetings	1	2.0 %
Visits to City Hall	1	2.0 %
HOA feedback highlights	1	2.0 %
merriam.org	1	2.0 %
Phone	1	2.0 %
Total	49	100.0 %

Q14. What type of information are you usually seeking through the City's communication tools?

Q14. What type of information are you usually seeking through City's communication tools	Number	Percent
Calendar-dates & event information	572	77.4 %
Updates about trending City issues	319	43.2 %
Information about City departments, programs & services	438	59.3 %
Contact information for City staff or elected officials	197	26.7 %
Information about local businesses	130	17.6 %
Paying a fine or fee	80	10.8 %
Registering for a class or program	172	23.3 %
Other	26	3.5 %
Total	1934	

Q14. Other

Q14. Other	Number	Percent
FIRE PERMIT	1	4.0 %
Election information	1	4.0 %
Local codes/laws	1	4.0 %
Pool	1	4.0 %
Issues like wayward horn! Good job!!	1	4.0 %
Ordinances, etc.	1	4.0 %
City codes	1	4.0 %
Making suggestions	1	4.0 %
Need free brush and limb removal after storms, etc.	1	4.0 %
What brokerage firm will carry bond issue for community center permits	1	4.0 %
Crime reports	1	4.0 %
Voting	1	4.0 %
Property/building concern	1	4.0 %
Large item pick up dates	1	4.0 %
Filing a complaint	1	4.0 %
Voter info of candidate strengths	1	4.0 %
City Council info	1	4.0 %
Local ordinances	1	4.0 %
BUILDING PERMIT	1	4.0 %
POTENTIAL PROJECTS	1	4.0 %
Codes	1	4.0 %
CONSTRUCTION	1	4.0 %
Burn permit	1	4.0 %
Large item pickup	1	4.0 %
Total	25	100.0 %

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

Q15. Have you called, e-mailed, or visited City during past year	Number	Percent
Yes	292	39.5 %
No	435	58.9 %
Not provided	12	1.6 %
Total	739	100.0 %

WITHOUT "NOT PROVIDED"

Q15. Customer Service. Have you called, e-mailed, or visited the City with a question, problem, or complaint during the past year? (without "not provided")

Q15. Have you called, e-mailed, or visited City during past year	Number	Percent
Yes	292	40.2 %
No	435	59.8 %
Total	727	100.0 %

Q15a. (If YES to Question 15) 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	8	2.7 %
Difficult	23	7.9 %
Somewhat easy	81	27.7 %
Very easy	177	60.6 %
Don't know	3	1.0 %
Total	292	100.0 %

WITHOUT "DON'T KNOW"

Q15a. (If YES to Question 15) 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	8	2.8 %
Difficult	23	8.0 %
Somewhat easy	81	28.0 %
Very easy	177	61.2 %
Total	289	100.0 %

Q15b. (If YES to Question 15) 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 using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=292)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q15b-1. They were courteous & polite	67.8%	20.9%	7.2%	0.7%	1.0%	2.4%
Q15b-2. They gave prompt, accurate, & complete answers to questions	58.6%	24.7%	7.9%	3.4%	2.4%	3.1%
Q15b-3. They did what they said they would do in a timely manner	56.2%	19.2%	10.6%	5.5%	2.7%	5.8%
Q15b-4. They helped you resolve an issue to your satisfaction	56.5%	15.8%	12.0%	4.5%	6.2%	5.1%

WITHOUT "DON'T KNOW"

Q15b. (If YES to Question 15) 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 using a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=292)

	Always	Usually	Sometimes	Seldom	Never
Q15b-1. They were courteous & polite	69.5%	21.4%	7.4%	0.7%	1.1%
Q15b-2. They gave prompt, accurate, & complete answers to questions	60.4%	25.4%	8.1%	3.5%	2.5%
Q15b-3. They did what they said they would do in a timely manner	59.6%	20.4%	11.3%	5.8%	2.9%
Q15b-4. They helped you resolve an issue to your satisfaction	59.6%	16.6%	12.6%	4.7%	6.5%

Q16a. From the following list, please check the TWO options you would MOST SUPPORT.

<u>Q16a. What options would you most support</u>	<u>Number</u>	<u>Percent</u>
Remove the building & convert the site to open space & a neighborhood park with a small playground, etc.	195	26.4 %
Remove the building & convert the site to a destination park with amenities such as a large playground, amphitheater, etc.	282	38.2 %
Renovate the building & use for a public purpose	281	38.0 %
Sell the property (City would retain little control of its future use)	136	18.4 %
Not sure	163	22.1 %
<u>Other</u>	<u>74</u>	<u>10.0 %</u>
Total	1131	

Q16a. Other

<u>Q16a. Other</u>	<u>Number</u>	<u>Percent</u>
Dog park	3	4.1 %
Turn it in to a shelter for homeless youth	1	1.4 %
Renovate for history	1	1.4 %
DEPENDS ON THE BUILDING	1	1.4 %
Historical site, artifacts history of Merriam	1	1.4 %
Would rather not see the beautiful older part torn down	1	1.4 %
Renovate original portion of building and build amphitheater	1	1.4 %
Make it into a homeless shelter for our youth	1	1.4 %
Remove the additions and leave the original building	1	1.4 %
It's a lovely historical building and should be preserved if possible	1	1.4 %
Preserve the original 1911 part and use for public purpose	1	1.4 %
Make it a community garden with classes about growing plants	1	1.4 %
Keep and use for sedentary programs	1	1.4 %
Keep a part of the building for historical value	1	1.4 %
Keep the building	1	1.4 %
Depends on the future of downtown	1	1.4 %
Bad location for a park, just get it off the books	1	1.4 %
It's a shame to destroy buildings as old as this	1	1.4 %
Sell, City retain control, purpose of property use	1	1.4 %
Doesn't the building have historical significance	1	1.4 %
RENT TO CHURCH	1	1.4 %
Make the area into a dog park, leash free	1	1.4 %
Not build new community center	1	1.4 %
Somehow preserve the old portion for historical value	1	1.4 %
Refuse to issue bonds, scrap the whole project	1	1.4 %
Place where children can play and be safe	1	1.4 %
Use it to help revive our downtown	1	1.4 %
Retain the name, or name something else for Irene	1	1.4 %
List on historical registry	1	1.4 %
A plaque or memorial should be put up for Irene French	1	1.4 %
Playground, parking	1	1.4 %
Assistance for helping persons seeking help for housing, jobs, health	1	1.4 %
Leave old part, remove new part	1	1.4 %
Just save the original portion of the building	1	1.4 %
Allow non-profit use of space	1	1.4 %
Remove the building and make a BALLPARK	1	1.4 %
Use as a retail anchor or shops for running downtown Merriam	1	1.4 %
I would love a children's museum or similar	1	1.4 %
Use for public arts center	1	1.4 %
Restore to original and have it as a historic site	1	1.4 %
Rent to a business to generate revenue	1	1.4 %
Remove most of old building and renovate rest	1	1.4 %
We should focus on improving what is already here in the city	1	1.4 %
Perfect for wedding, bday parties, rental hall	1	1.4 %
Lease it	1	1.4 %
Sell with city putting restrictions on what goes there	1	1.4 %
Historical, needs to be kept!	1	1.4 %
Use building for other community programs	1	1.4 %
Retain part of the building for historic reason	1	1.4 %
Protect the property	1	1.4 %

Q16a. Other

<u>Q16a. Other</u>	<u>Number</u>	<u>Percent</u>
They should have never spent money on a new place	1	1.4 %
Renovate for a theater with stage/auditorium for plays and other events	1	1.4 %
Improved public use of Merriam Lane between Antioch and Comm	1	1.4 %
This should be an open public discussion	1	1.4 %
Remove building, leave parking for marketplace event overflow	1	1.4 %
Don't sell it! Fix it up for our use	1	1.4 %
Remove building and plant a community garden	1	1.4 %
SELL THAT WAS THE REASON FOR 30,000 TO SPEND	1	1.4 %
USE FOR SENIORS, LUNCHESES ETC SENIOR CENTER	1	1.4 %
RENOVATE THE PROPERTY ITS A HISTORICAL BUILDING	1	1.4 %
NOT QUALIFIED TO ANSWER	1	1.4 %
I HATE TO LOSE THE ART GALLERY	1	1.4 %
SELL THE PROPERTY AND LOWER THE SALES TAX RATE	1	1.4 %
LEAST EXPENSIVE OPTION	1	1.4 %
LEAVE IT ALONE AND CONTINUE ITS CURRENT ROLE	1	1.4 %
Open space and off leash dog park	1	1.4 %
It is a historical building that could be renovated into a childrens' museum	1	1.4 %
Renovate as a public bike & sled rental for the trails	1	1.4 %
Remove the building but don't know what to do with it	1	1.4 %
Renovate the building & lease to one or more tenants	1	1.4 %
Whatever the city staff deems the right thing to do	1	1.4 %
Lease the bldg to someone	1	1.4 %
Total	74	100.0 %

Q16b. How supportive would you be of the City issuing additional debt to pay for your top choices from Question 16a?

Q16b. How supportive would you be of City issuing additional debt to pay for your top choices	Number	Percent
Very supportive	110	15.2 %
Somewhat supportive	208	28.7 %
Neutral	192	26.5 %
Not supportive	100	13.8 %
Not at all supportive	98	13.5 %
Not provided	16	2.2 %
Total	724	100.0 %

WITHOUT "NOT PROVIDED"

Q16b. How supportive would you be of the City issuing additional debt to pay for your top choices from Question 16a? (without "not provided")

Q16b. How supportive would you be of City issuing additional debt to pay for your top choices	Number	Percent
Very supportive	110	15.5 %
Somewhat supportive	208	29.4 %
Neutral	192	27.1 %
Not supportive	100	14.1 %
Not at all supportive	98	13.8 %
Total	708	100.0 %

Q17. Approximately how many years have you lived in the City of Merriam?

Q17. How many years have you lived in City of Merriam	Number	Percent
0-5	138	18.7 %
6-10	84	11.4 %
11-15	78	10.6 %
16-20	73	9.9 %
21-30	150	20.3 %
31+	194	26.3 %
Not provided	22	3.0 %
Total	739	100.0 %

WITHOUT "NOT PROVIDED"

Q17. Approximately how many years have you lived in the City of Merriam? (without "not provided")

Q17. How many years have you lived in City of Merriam	Number	Percent
0-5	138	19.2 %
6-10	84	11.7 %
11-15	78	10.9 %
16-20	73	10.2 %
21-30	150	20.9 %
31+	194	27.1 %
Total	717	100.0 %

Q18. Including yourself, how many persons in your household are in each of the following age groups?

	Mean	Sum
number	2.2	1635
Under age 5	0.1	83
Ages 5-9	0.1	65
Ages 10-14	0.1	79
Ages 15-19	0.1	69
Ages 20-24	0.1	53
Ages 25-34	0.2	173
Ages 35-44	0.2	166
Ages 45-54	0.2	168
Ages 55-64	0.4	281
Ages 65-74	0.4	308
Ages 75+	0.3	190

Q19. Including yourself, how many persons in your household are employed within the City limits of Merriam?

Q19. Within City limits of Merriam	Number	Percent
0	610	82.5 %
1	108	14.6 %
2	18	2.4 %
4	3	0.4 %
Total	739	100.0 %

Q19. Including yourself, how many persons in your household are employed outside Merriam, but within Johnson County?

Q19. Outside Merriam, but within Johnson County	Number	Percent
0	440	59.5 %
1	220	29.8 %
2	65	8.8 %
3	11	1.5 %
4	2	0.3 %
5	1	0.1 %
Total	739	100.0 %

Q19. Including yourself, how many persons in your household are employed outside of Johnson County, but within the Kansas City metro area?

Q19. Outside Johnson County, but within Kansas City metro area	Number	Percent
0	511	69.1 %
1	183	24.8 %
2	43	5.8 %
4	1	0.1 %
Not provided	1	0.1 %
Total	739	100.0 %

WITHOUT "NOT PROVIDED"

Q19. Including yourself, how many persons in your household are employed outside of Johnson County, but within the Kansas City metro area? (without "not provided")

Q19. Outside Johnson County, but within Kansas City metro area	Number	Percent
0	511	69.2 %
1	183	24.8 %
2	43	5.8 %
4	1	0.1 %
Total	738	100.0 %

Q19. Including yourself, how many persons in your household are employed outside the Kansas City metro area?

Q19. Outside Kansas City metro area	Number	Percent
0	709	95.9 %
1	25	3.4 %
2	3	0.4 %
3	1	0.1 %
4	1	0.1 %
Total	739	100.0 %

Q20. What is your gender?

<u>Q20. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	362	49.0 %
Female	374	50.6 %
Not provided	3	0.4 %
Total	739	100.0 %

WITHOUT "NOT PROVIDED"

Q20. What is your gender? (without "not provided")

<u>Q20. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	362	49.2 %
Female	374	50.8 %
Total	736	100.0 %

Section 5:
Survey Instrument



MERRIAM

Just right.



January 2018

Dear Merriam Resident:

The City of Merriam needs your help! You've been randomly selected to participate in an important survey designed to gather resident opinions and feedback on City programs and services.

The information you provide will be used to improve and expand existing programs and determine future needs of Merriam residents. The City conducts a survey like this every three years to establish benchmarks for our community and track our progress. Previous surveys are available at merriam.org.

We realize this survey takes some time to complete, but every question is significant. The time you invest will influence decisions made about our City's future.

The survey data will be compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local government research. The firm will present the results to the City later this spring and a complete final report will be available online. Your survey responses will remain confidential.

Please return your completed survey in the next week using the postage-paid envelope provided. If you prefer, you may complete this survey online at merriamsurvey.org.

If you have any questions, please contact Assistant City Administrator Meredith Hauck at the City of Merriam at 913-322-5515 or mhauck@merriam.org.

Thank you in advance for your participation!

Sincerely,

Ken Sissom
Mayor

2018 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 Meredith Hauck at 322-5515 with questions.

1. **Overall Perception.** Some items that may influence your perception of the City of Merriam are listed below. Please rate each item using 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
1. Overall quality of City Services	5	4	3	2	1	9
2. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3. Overall image of the City	5	4	3	2	1	9
4. How well the City is planning new development and redevelopment	5	4	3	2	1	9
5. Maintenance and preservation of downtown Merriam	5	4	3	2	1	9
6. Overall quality of life in Merriam	5	4	3	2	1	9
7. Overall condition of housing in your neighborhood	5	4	3	2	1	9

2. **Public Safety.** Please rate your satisfaction with each of the following items using 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
01. Overall quality of local police protection	5	4	3	2	1	9
02. The visibility of police in neighborhoods	5	4	3	2	1	9
03. The visibility of police in retail areas	5	4	3	2	1	9
04. The City's overall efforts to prevent crime	5	4	3	2	1	9
05. Your overall feeling of safety in your neighborhood	5	4	3	2	1	9
06. Enforcement of local traffic laws	5	4	3	2	1	9
07. Quality of animal control	5	4	3	2	1	9
08. Overall quality of local fire protection	5	4	3	2	1	9
09. The City's overall efforts to prevent fires	5	4	3	2	1	9
10. How quickly public safety personnel respond to emergencies	5	4	3	2	1	9
11. Overall quality of public interaction with the police department	5	4	3	2	1	9

3. **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?** [Write in your answers below using the numbers from the list in Question 2.]

1st: ____ 2nd: ____ 3rd: ____

4. **Perception 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
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In City parks and recreation facilities	5	4	3	2	1	9
4. In commercial and retail areas in the City	5	4	3	2	1	9

5. Parks and Recreation. Please rate your satisfaction with each of the following items using 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
01.	Maintenance of City parks	5	4	3	2	1	9
02.	The number of City parks	5	4	3	2	1	9
03.	Walking and biking trails in the City	5	4	3	2	1	9
04.	Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	5	4	3	2	1	9
05.	Merriam Farmers' Market at the Merriam Marketplace	5	4	3	2	1	9
06.	Merriam Aquatic Center	5	4	3	2	1	9
07.	Fitness Center at the Irene B. French Community Center	5	4	3	2	1	9
08.	Youth recreational programs offered	5	4	3	2	1	9
09.	Adult recreational programs offered	5	4	3	2	1	9
10.	Senior recreational programs offered	5	4	3	2	1	9
11.	Arts and culture programs	5	4	3	2	1	9
12.	Community-wide special events (Party in Your Park, Turkey Creek Festival, etc.)	5	4	3	2	1	9
13.	Ease of registering for programs	5	4	3	2	1	9
14.	Fees charged for recreational programs	5	4	3	2	1	9

6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____ 3rd: ____

7. Code Enforcement. Please rate your satisfaction with each of the following items using 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
1.	Enforcing the clean up of litter and debris	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of residential property	5	4	3	2	1	9
3.	Enforcing the mowing and trimming of commercial property	5	4	3	2	1	9
4.	Enforcing the maintenance of residential property in your neighborhood	5	4	3	2	1	9
5.	Enforcing the maintenance of commercial property in your neighborhood	5	4	3	2	1	9
6.	Enforcing the maintenance of rental properties in your neighborhood	5	4	3	2	1	9
7.	Enforcing sign regulations	5	4	3	2	1	9

8. 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? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____ 3rd: ____

9. **City Maintenance.** Please rate your satisfaction with each of the following items using 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
01. Maintenance of major city streets	5	4	3	2	1	9
02. Maintenance of neighborhood streets	5	4	3	2	1	9
03. Maintenance of curbs and sidewalks	5	4	3	2	1	9
04. Maintenance of traffic signals/signs	5	4	3	2	1	9
05. Adequacy of city street lighting	5	4	3	2	1	9
06. Maintenance of City buildings, such as City Hall	5	4	3	2	1	9
07. Snow removal on city streets	5	4	3	2	1	9
08. Mowing and trimming along city streets, parks, and other public areas	5	4	3	2	1	9
09. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
10. Overall flow of traffic and congestion management in Merriam	5	4	3	2	1	9
11. Quality and timeliness of street rebuilding	5	4	3	2	1	9
12. Maintenance of stormwater drainage system	5	4	3	2	1	9
13. Merriam's large-item pickup program	5	4	3	2	1	9

10. 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? [Write in your answers below using the numbers from the list in Question 9.]

1st: ____ 2nd: ____ 3rd: ____

11. **Leadership.** Please rate your satisfaction with each of the following items using 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
1. Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
2. Overall effectiveness of the City Administrator and appointed staff	5	4	3	2	1	9
3. Overall accessibility of City leaders	5	4	3	2	1	9
4. Overall responsiveness of City leaders	5	4	3	2	1	9

12. **Communication.** Please rate your satisfaction with each of the following items using 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
1. The availability of information about City programs and services	5	4	3	2	1	9
2. The City's efforts to keep you informed about local issues	5	4	3	2	1	9
3. How open the City is to public involvement and input from residents	5	4	3	2	1	9
4. The quality of the City's website, www.merriam.org	5	4	3	2	1	9
5. How user-friendly the City's website, www.merriam.org , is	5	4	3	2	1	9
6. The content of Highlights, the City's quarterly magazine	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.]

- | | |
|--|-----------------------------|
| ____(1) City website | ____(5) Highlights Magazine |
| ____(2) Local newspaper/television news | ____(6) e-Merriam |
| ____(3) Social media (Facebook, Twitter) | ____(7) Mailers |
| ____(4) Nextdoor | ____(8) Other: _____ |

- 14. What type of information are you usually seeking through the City's communications tools?**
[Check all that apply.]
- (1) Calendar – dates and event information
 - (2) Updates about trending City issues
 - (3) Information about City departments, programs and services
 - (4) Contact information for City staff or elected officials
 - (5) Information about local businesses
 - (6) Paying a fine or fee
 - (7) Registering for a class or program
 - (8) Other: _____

- 15. Customer Service. Have you called, e-mailed, or visited the City with a question, problem, or complaint during the past year?**
- (1) Yes *[Answer Q15a-b.]* (2) No *[Skip to Q16.]*

- 15a. How easy was it to contact the person you needed to reach?**
- (4) Very Difficult (2) Somewhat Easy (9) Don't Know
 - (3) Difficult (1) Very Easy

15b. 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 using a scale of 1 to 5, where 5 means "Always" and 1 means "Never".

Behavior of Employees:		Always	Usually	Sometimes	Seldom	Never	Don't Know
1.	They were courteous and polite	5	4	3	2	1	9
2.	They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3.	They did what they said they would do in a timely manner	5	4	3	2	1	9
4.	They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

In September 2017, Merriam voters approved a ten-year quarter-cent sales tax and issuing \$24 million in bonds to construct a new community center at Vavra Park. Design is currently underway for this new facility, which is expected to open in 2020. Once construction starts for the new community center, the City will begin discussing the future of our current facility—the Irene B. French Community Center. In preparation for that public process, we want your feedback on what you believe should happen.

- 16a. From the following list, please check the TWO options you would MOST SUPPORT.**
- (1) Remove the building and convert the site to open space and a neighborhood park with a small playground, etc.
 - (2) Remove the building and convert the site to a destination park with amenities such as a large playground, amphitheater, etc.
 - (3) Renovate the building and use for a public purpose
 - (4) Sell the property (City would retain little control of its future use)
 - (5) Not sure
 - (6) Other: _____

- 16b. How supportive would you be of the City issuing additional debt to pay for your top choices from Question 16a?**
- (5) Very Supportive (3) Neutral (1) Not at All Supportive
 - (4) Somewhat Supportive (2) Not Supportive

DEMOGRAPHICS

17. **Approximately how many years have you lived in the City of Merriam?** _____ years
18. **Including yourself, how many persons in your household are in each of the following age groups?**
- | | | | |
|--------------------|-------------------|-------------------|-------------------|
| Under age 5: _____ | Ages 15-19: _____ | Ages 35-44: _____ | Ages 65-74: _____ |
| Ages 5-9: _____ | Ages 20-24: _____ | Ages 45-54: _____ | Ages 75+: _____ |
| Ages 10-14: _____ | Ages 25-34: _____ | Ages 55-64: _____ | |
19. **Including yourself, how many persons in your household are employed in each of the following areas?**
- Within the City limits of Merriam: _____
- Outside Merriam, but within Johnson County: _____
- Outside of Johnson County, but within the Kansas City metro area: _____
- Outside the Kansas City metro area: _____
20. **What is your gender?** _____(1) Male _____(2) Female

This concludes the survey – Thank you for your time!
Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank you.