

City of Gardner Citizen Survey

Findings Report

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2018

Submitted to the City of Gardner

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Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis	23
Section 3: Importance-Satisfaction Analysis	29
Section 4: Tabular Data	37
Section 5: Survey Instrument	69

2018 City of Gardner Community Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Gardner during the summer of 2018. The purpose of the survey was to help the City of Gardner ensure that the city's priorities continue to match the needs and desires of residents. The information provided will be used to improve existing services and help the City better understand the evolving needs of residents of Gardner.

The five-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Gardner. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Gardner from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 567 residents completing the survey. The overall results for the sample of 567 households have a precision of at least +/-4.0% at the 95% level of confidence.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Gardner with the results from other communities in ETC Institute's *DirectionFinder*® database. Since the number of "don't know" responses often reflect the utilization and awareness of city services, the percentage of "don't know" responses have been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- benchmarking data that shows how the results for Gardner compare to other communities,
- importance-satisfaction analysis: this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Overall Perceptions of the City

The statements regarding the overall perception of the City that had the highest level of agreement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion were: the quality of police (85%), quality of customer serviced from City employees (79%), and quality of city Parks and Recreational programs/facilities (79%). The perceptions of the City items residents indicated should receive the most emphasis over the next two years were: the maintenance of city streets/buildings/facilities and the overall flow of traffic in the city.

Overall Satisfaction with Items That Influence Perception Residents Have of the City

The major areas of City perception that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall feeling of safety in the City (90%), overall quality of services provided by the City (79%), and overall quality of life in the City (76%).

Overall Satisfaction with Community Safety

The highest levels of satisfaction with Community Safety, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the visibility of police in neighborhoods (79%), how quickly police personnel respond (79%), and the City’s efforts to prevent crime (76%). The community safety services that should receive the most emphasis over the next two years are: the level of emphasis and resources to combat illegal drug activities and City’s efforts to prevent crime.

Overall Satisfaction with Code Enforcement

The highest levels of satisfaction with City Code Enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the enforcement of business property (55%), enforcing sign regulations (53%), and enforcing the cleanup of litter and debris (49%).

Satisfaction with City Maintenance

The highest levels of satisfaction with City Maintenance, based upon the combined percentages of “very satisfied” and “satisfied” responses among respondents *who had an opinion*, were: the maintenance of city buildings (85%), snow removal on major City streets (83%), and the maintenance of traffic signals/street signs (80%). City maintenance services that should receive the most emphasis over the next two years are: maintenance of neighborhood streets, maintenance of major City streets, and the maintenance of sidewalks.

Satisfaction with Parks and Recreation

The highest levels of satisfaction with Parks and Recreation, based upon the combined percentages of “very satisfied” and “satisfied” responses among respondents, *who had an opinion*, were: maintenance of City parks (84%), City swimming pool/aquatic center (78%), and the number of City parks (71%). Parks and recreation services that should receive the most emphasis over the next two years are: walking and biking trails in the City, maintenance of City parks, and the Gardner golf course.

Satisfaction with City Utilities

The highest level of satisfaction with City Utilities, based upon the combined percentages of “very satisfied” and “satisfied” responses among respondents, *who had an opinion*, were: the overall reliability of electrical service (91%), how quickly electrical outages are repaired (83%), and the adequacy of the City’s wastewater collection system (77%). The City utility services that should receive the most emphasis over the next two years are: what is being charged for utilities and the clarity and taste of tap water.

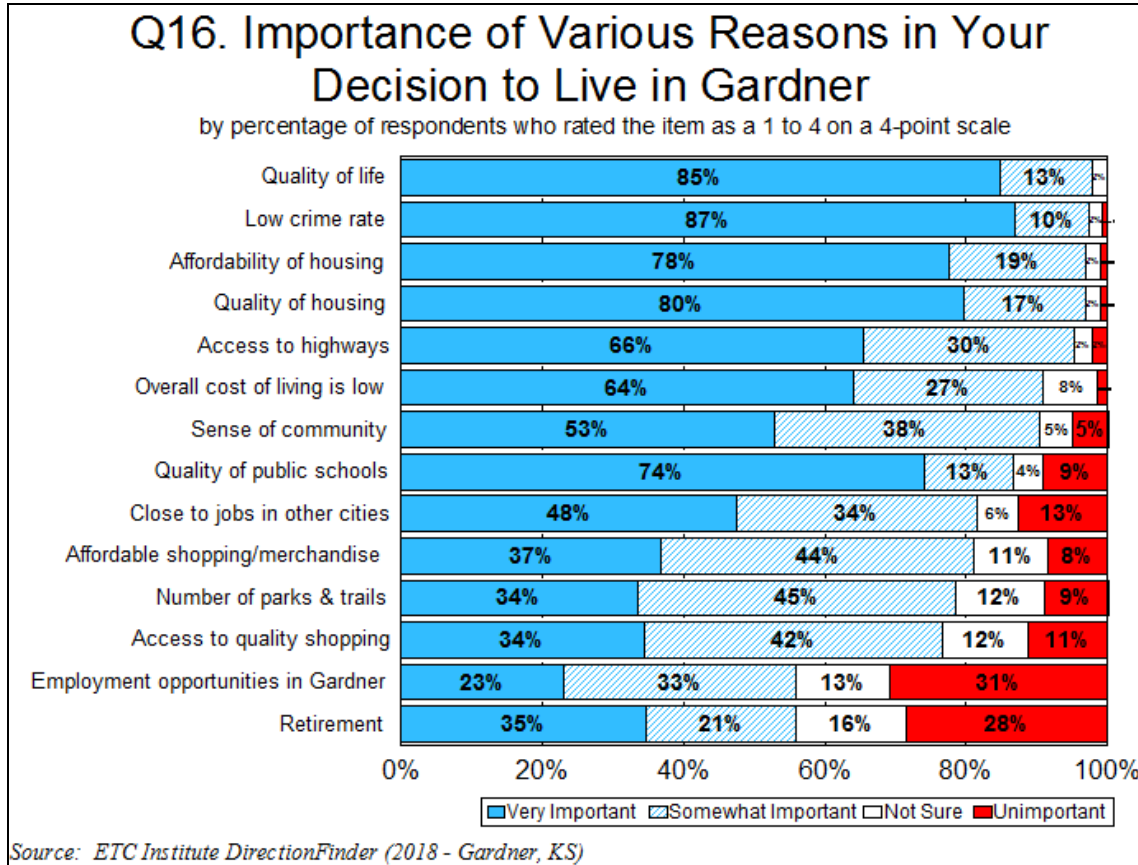
Satisfaction with City Communication

The highest level of satisfaction with City Communication, based upon the combined percentages of “very satisfied” and “satisfied” responses among respondents, *who had an opinion*, were: the quality of the City’s newsletter (67%), availability of information about City programs/services (66%), and efforts to keep residents informed about local issues (59%).

Additional Findings

- Respondents were asked to rate how safe they feel in different circumstances: 88% indicated they feel safe walking alone in their neighborhood during the day, 84% feel safe when they are walking alone in business areas during the day, and 50% of respondents feel safe when walking alone in their neighborhood after dark.
- Seventy-three (73%) of respondents indicated they use the City newsletter to receive information about the City, 46% use Facebook, and 44% uses the City’s website.

- Respondents were asked to indicate the importance of various reasons when making the decision to live in Gardner. The highest levels of importance based upon the combined percentage of “very important” and “important” responses among respondents who had an opinion, were: the quality of life (98%), low crime rate (97%), and the affordability of housing (97%). The chart below shows how respondents rated all of the various reasons they live in Gardner.



- When respondents were asked if their needs are being met in Gardner, 95% responded “yes” to their needs being met with the low crime rate, 89% for their quality of life, and 89% indicated their needs are being met by the quality of public schools.

How the City of Gardner Compares to Other Communities Nationally

Satisfaction ratings for The City of Gardner rated the same as or above the U.S. average in 44 of the 53 areas that were assessed. The City of Gardner rated significantly higher than the U.S. average (difference of 5% or more) in 33 of these areas. Listed below are the comparisons between the City of Gardner and the U.S. average.

Service	Gardner	US	Difference	Category
City Swimming pool/aquatic center	77.30%	35%	42%	Parks and Recreation
Overall quality of customer service you receive from City employees	79.30%	47%	32%	City Services
Overall quality of services provided by City of Gardner	78.00%	49%	29%	Perceptions
Drainage of rain water off City streets	72.40%	46%	26%	City Utilities
Snow removal on major City streets	82.70%	58%	25%	Maintenance Services
Mowing & trimming along City streets & other public areas	78.30%	54%	24%	Maintenance Services
Overall feeling of safety in City	89.20%	69%	20%	Perceptions
Availability of information about City programs & services	66.10%	46%	20%	City Communication
Visibility of police in neighborhoods	79.00%	59%	20%	Community Safety
City's efforts to prevent crime	75.60%	56%	20%	Community Safety
Overall effectiveness of City communication with the public	64.80%	47%	18%	City Services
Overall cleanliness of public areas	79.60%	62%	18%	Maintenance Services
Snow removal on streets in residential areas	63.90%	48%	16%	Maintenance Services
Overall quality of City Parks & Recreation programs & facilities	79.20%	64%	15%	City Services
Overall quality of police	84.10%	70%	14%	City Services
How quickly police personnel respond to emergencies	78.90%	65%	14%	Community Safety
Maintenance of City parks	83.80%	70%	14%	Parks and Recreation
City efforts to keep you informed about local issues	59.40%	46%	13%	City Communication
Outdoor athletic fields (e.g. baseball, soccer)	69.70%	57%	13%	Parks and Recreation
Overall maintenance of City streets, buildings & facilities	52.70%	41%	12%	City Services
Maintenance of street traffic signals & street signs	80.30%	71%	9%	Maintenance Services
Level of public involvement in local decision making	41.90%	33%	9%	City Communication
Maintenance of major City streets	58.80%	50%	9%	Maintenance Services
Enforcement of local traffic laws	72.80%	64%	9%	Community Safety
Enforcing cleanup of litter & debris	49.60%	41%	9%	Code Enforcement
Enforcing mowing & trimming of lawns	49.20%	41%	8%	Code Enforcement
Overall value that you receive for your City tax & fees	45.80%	38%	8%	Perceptions
Adequacy of City street lighting	63.30%	56%	7%	Maintenance Services
Water pressure in your home	77.10%	71%	6%	City Utilities
Overall quality of City water, sewer & electric utilities	68.40%	63%	5%	City Services
Clarity & taste of tap water in your home	72.00%	67%	5%	City Utilities
Visibility of police in retail areas	65.80%	61%	5%	Community Safety
Ease of registering for programs	66.50%	62%	5%	Parks and Recreation
Maintenance of sidewalks	46.00%	42%	4%	Maintenance Services
Enforcing maintenance of business property	55.30%	52%	3%	Code Enforcement
Number of City parks	71.10%	68%	3%	Parks and Recreation
City's youth athletic programs	63.10%	60%	3%	Parks and Recreation
Overall quality of life in City	75.70%	73%	3%	Perceptions
Enforcing sign regulations	52.60%	51%	2%	Code Enforcement
Walking & biking trails in City	59.80%	59%	1%	Parks and Recreation
Maintenance of neighborhood streets	48.50%	48%	1%	Maintenance Services
Maintenance & preservation of Downtown Gardner	63.40%	63%	0%	Maintenance Services
Overall image of City	64.00%	64%	0%	Perceptions
Enforcing maintenance of residential property	42.60%	43%	0%	Code Enforcement
Public safety education programs	53.50%	54%	-1%	Community Safety
City's adult athletic programs	52.80%	54%	-1%	Parks and Recreation
Overall enforcement of City codes & ordinances	50.60%	52%	-1%	City Services
Quality of recreation programs or classes	58.10%	60%	-2%	Parks and Recreation
Quality of animal control	55.30%	58%	-3%	Community Safety
Overall flow of traffic in City	47.80%	51%	-3%	City Services
Quality of City's website	56.50%	62%	-5%	City Communication
Quality of City's social media	49.00%	56%	-7%	City Communication
How well City is planning growth	39.70%	47%	-7%	Perceptions

How the City of Gardner Compares to Other Communities Regionally

Satisfaction ratings for The City of Gardner rated the same or above the Kansas/Missouri average in 46 of the 53 areas that were assessed. The City of Gardner rated significantly higher than this average (difference of 5% or more) in 32 of these areas. Listed below are the comparisons between The City of Gardner and the Kansas/Missouri average.

Service	Gardner	Kansas/Missouri	Difference	Category
City Swimming pool/aquatic center	77.30%	43%	34%	Parks and Recreation
Overall quality of services provided by City of Gardner	78.00%	46%	32%	Perceptions
Overall feeling of safety in City	89.20%	61%	28%	Perceptions
Drainage of rain water off City streets	72.40%	46%	26%	City Utilities
Overall quality of customer service you receive from City employees	79.30%	53%	26%	City Services
City's efforts to prevent crime	75.60%	53%	23%	Community Safety
Visibility of police in neighborhoods	79.00%	58%	21%	Community Safety
Snow removal on major City streets	82.70%	62%	21%	Maintenance Services
Mowing & trimming along City streets & other public areas	78.30%	58%	20%	Maintenance Services
Overall quality of police	84.10%	66%	18%	City Services
Overall effectiveness of City communication with the public	64.80%	47%	18%	City Services
Overall cleanliness of public areas	79.60%	62%	18%	Maintenance Services
Availability of information about City programs & services	66.10%	50%	16%	City Communication
How quickly police personnel respond to emergencies	78.90%	65%	14%	Community Safety
Snow removal on streets in residential areas	63.90%	51%	13%	Maintenance Services
Overall quality of City Parks & Recreation programs & facilities	79.20%	67%	12%	City Services
Adequacy of City street lighting	63.30%	52%	11%	Maintenance Services
Overall maintenance of City streets, buildings & facilities	52.70%	42%	11%	City Services
Clarity & taste of tap water in your home	72.00%	62%	10%	City Utilities
Overall quality of life in City	75.70%	66%	10%	Perceptions
Maintenance of City parks	83.80%	75%	9%	Parks and Recreation
Enforcing cleanup of litter & debris	49.60%	42%	8%	Code Enforcement
Enforcing mowing & trimming of lawns	49.20%	42%	7%	Code Enforcement
Water pressure in your home	77.10%	70%	7%	City Utilities
Level of public involvement in local decision making	41.90%	35%	7%	City Communication
Enforcing sign regulations	52.60%	46%	7%	Code Enforcement
Maintenance & preservation of Downtown Gardner	63.40%	57%	6%	Maintenance Services
Maintenance of street traffic signals & street signs	80.30%	74%	6%	Maintenance Services
Overall image of City	64.00%	58%	6%	Perceptions
Overall value that you receive for your City tax & fees	45.80%	40%	6%	Perceptions
Visibility of police in retail areas	65.80%	61%	5%	Community Safety
Ease of registering for programs	66.50%	62%	5%	Parks and Recreation
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Enforcement of local traffic laws	72.80%	70%	3%	Community Safety
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City's adult athletic programs	52.80%	51%	2%	Parks and Recreation
Maintenance of sidewalks	46.00%	45%	1%	Maintenance Services
How well City is planning growth	39.70%	39%	1%	Perceptions
Overall enforcement of City codes & ordinances	50.60%	50%	1%	City Services
Public safety education programs	53.50%	53%	1%	Community Safety
Enforcing maintenance of residential property	42.60%	43%	0%	Code Enforcement
Quality of animal control	55.30%	56%	-1%	Community Safety
Number of City parks	71.10%	72%	-1%	Parks and Recreation
Overall flow of traffic in City	47.80%	50%	-2%	City Services
Quality of City's website	56.50%	59%	-2%	City Communication
Maintenance of neighborhood streets	48.50%	54%	-6%	Maintenance Services
Quality of City's social media	49.00%	56%	-7%	City Communication
Quality of recreation programs or classes	58.10%	66%	-8%	Parks and Recreation

Investment Priorities

Recommended Priorities for the Next Two Years. To help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years to raise the City's overall satisfaction rating are listed below:

- Overall maintenance of City streets, buildings, & facilities (IS Rating=0.3325)
- Overall flow of traffic in City (IS Rating=0.3278)
- Overall enforcement of City codes & ordinances (IS Rating=0.1344)
- Overall quality of City water, sewer, & electric utilities (IS Rating=0.1138)

The table below shows the importance-satisfaction rating for all 8 major categories of City services that were rated.

2018 Importance-Satisfaction Rating						
City of Gardner, KS						
Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets, buildings & facilities	70%	4	53%	4	0.3325	1
Overall flow of traffic in City	63%	3	48%	3	0.3278	2
High Priority (IS .10-.20)						
Overall enforcement of City codes & ordinances	27%	2	51%	2	0.1344	3
Overall quality of City water, sewer & electric utilities	36%	6	68%	6	0.1138	4
Medium Priority (IS <.10)						
Overall effectiveness of City communication with the public	22%	1	65%	1	0.0785	5
Overall quality of City Parks & Recreation programs & facilities	28%	5	79%	5	0.0578	6
Overall quality of police	22%	8	84%	8	0.0347	7
Overall quality of customer service you receive from City employees	5%	7	79%	7	0.0099	8

Section 1

Charts and Graphs

2018 Gardner, KS

DirectionFinder

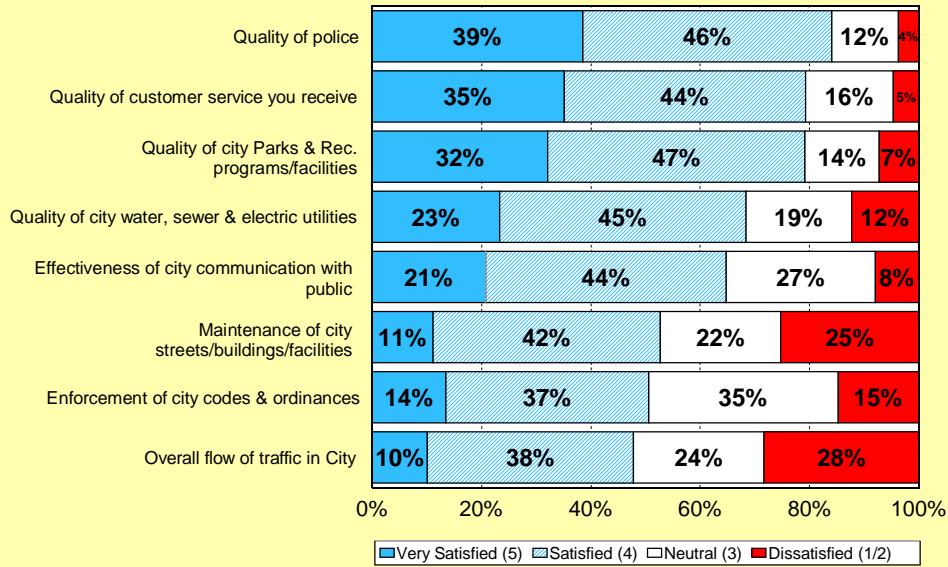
Source: ETC Institute DirectionFinder (2018 - Gardner, KS)

OVERALL RATINGS

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

Q1. Overall Satisfaction With Major Categories of City Services

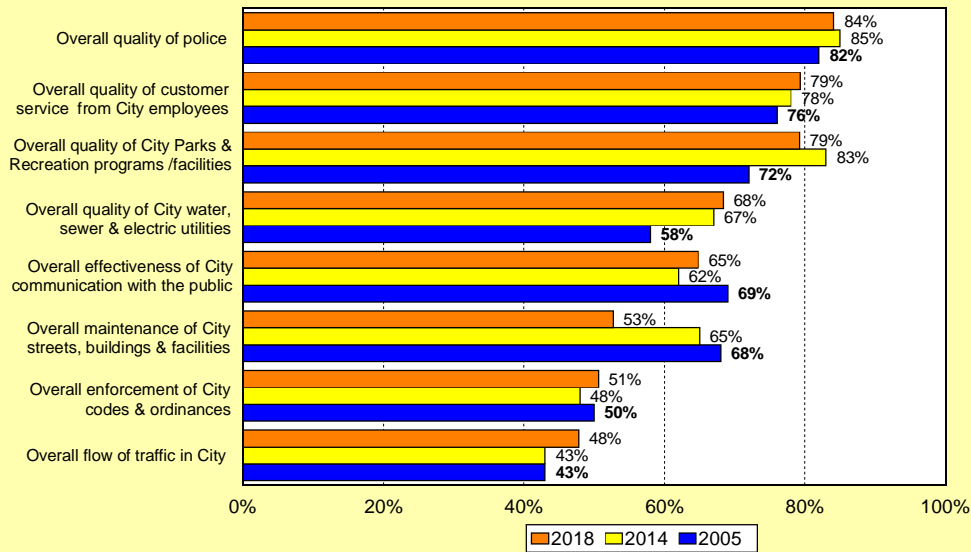
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

TRENDS: Overall Satisfaction With Major Categories of City Services 2018 vs. 2014 vs. 2005

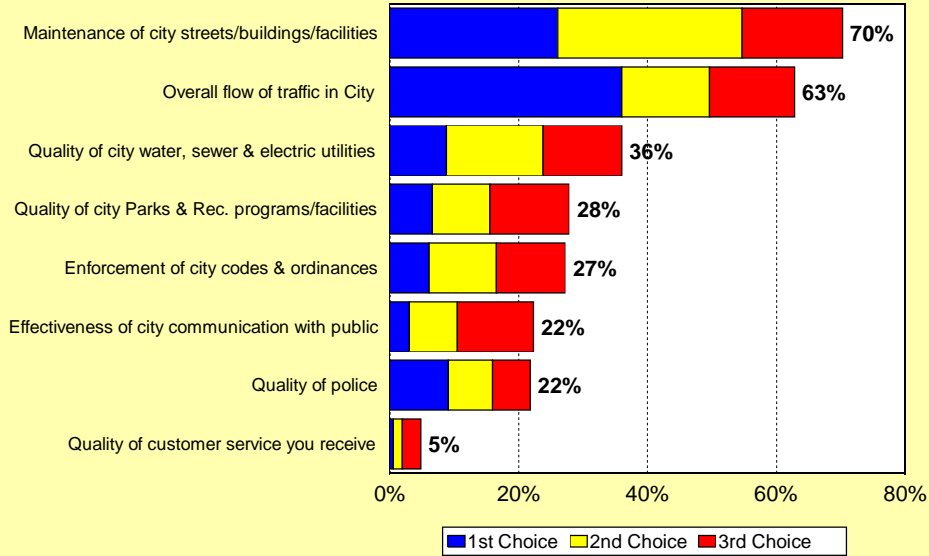
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

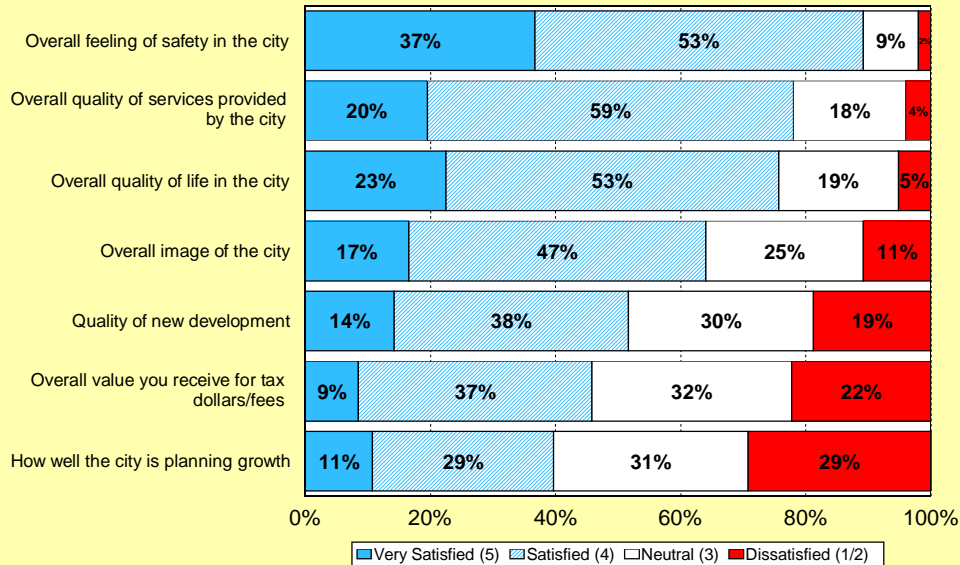
by percentage of respondents who selected the item as one of their top three choices



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

Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

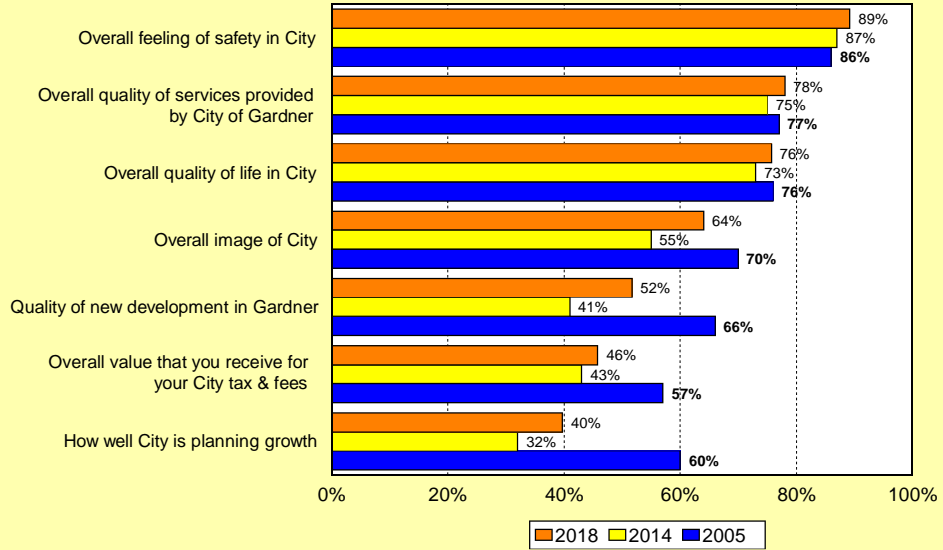
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

TRENDS: Satisfaction With Items That Influence the Perception Residents Have of the City 2018 vs. 2014 vs. 2005

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



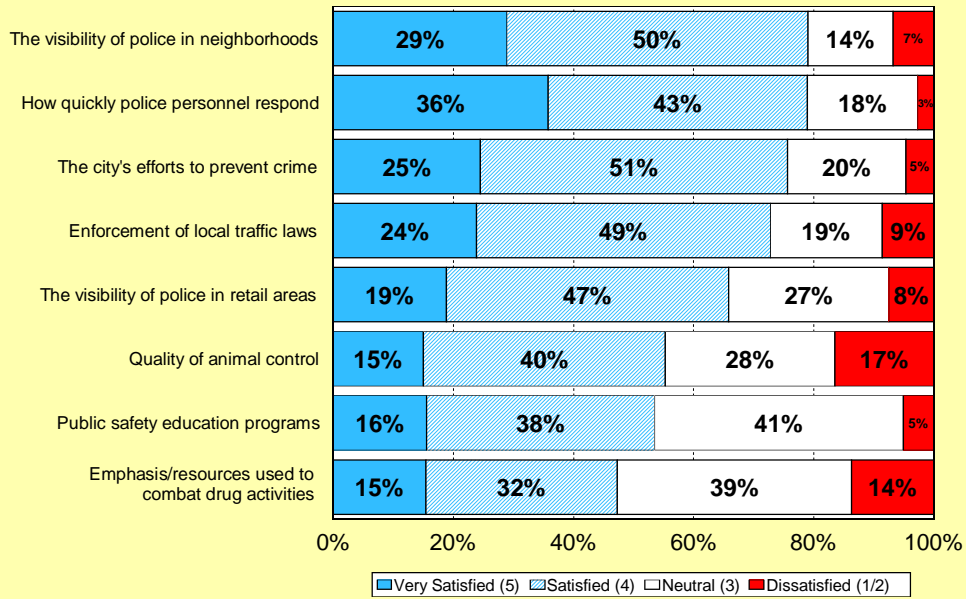
Source: ETC Institute DirectionFinder (2018 - Gardner, KS)

COMMUNITY SAFETY

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

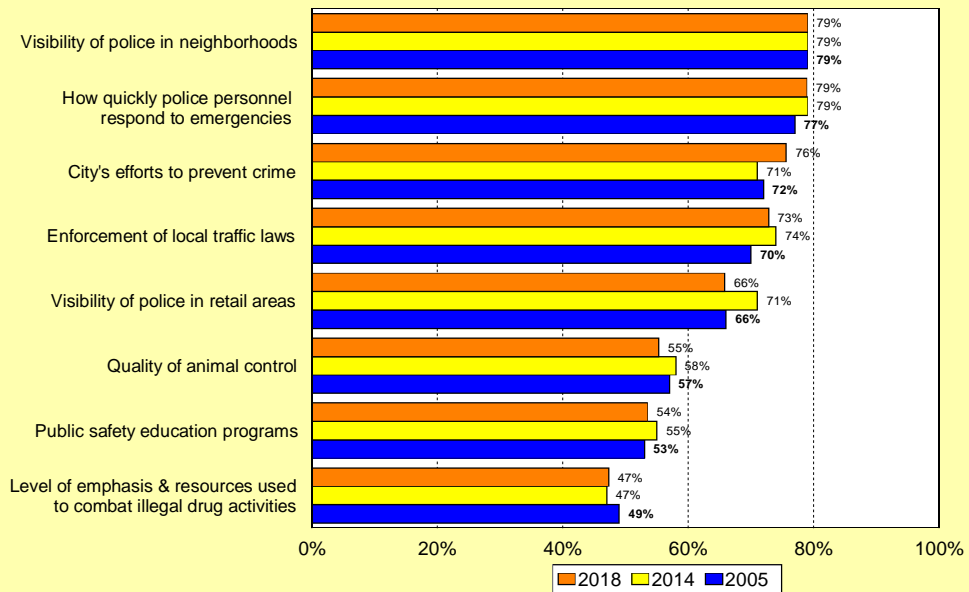
Q4. Satisfaction with Community Safety

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



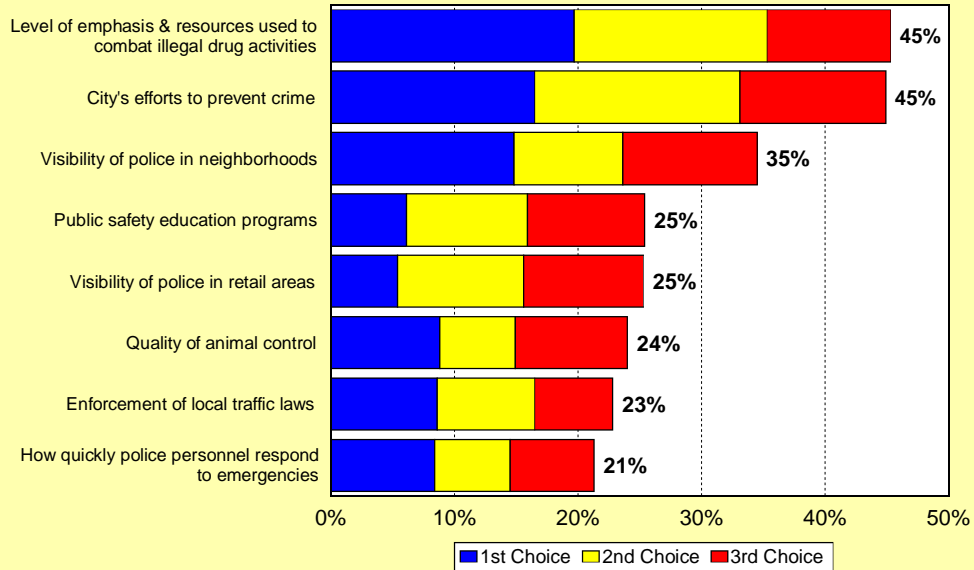
TRENDS: Satisfaction with Public Safety 2018 vs. 2014 vs. 2005

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



Q5. Community Safety Services That Should Receive the Most Emphasis Over the Next Two Years

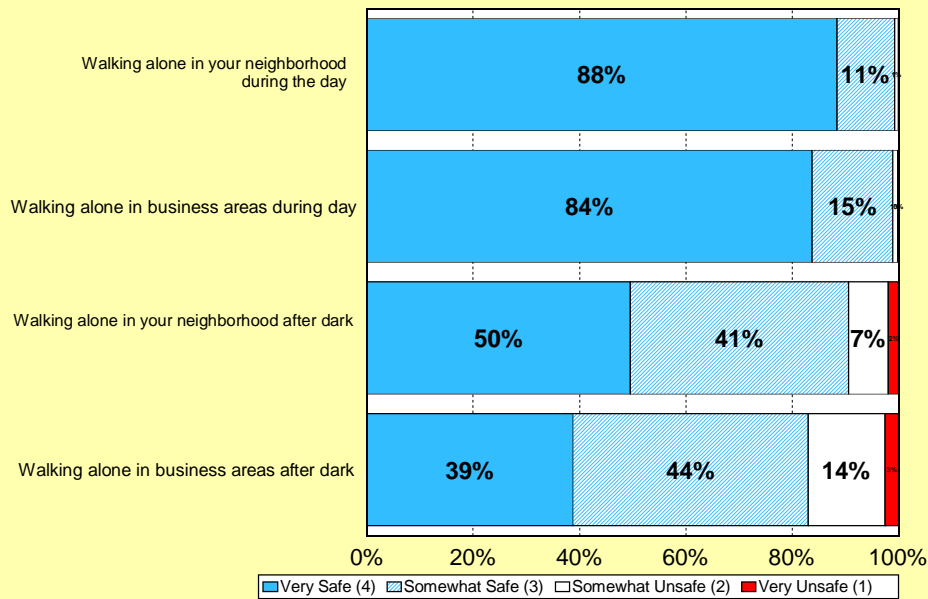
by percentage of respondents who selected the item as one of their top three choices



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

Q6. Feeling of Safety in the City

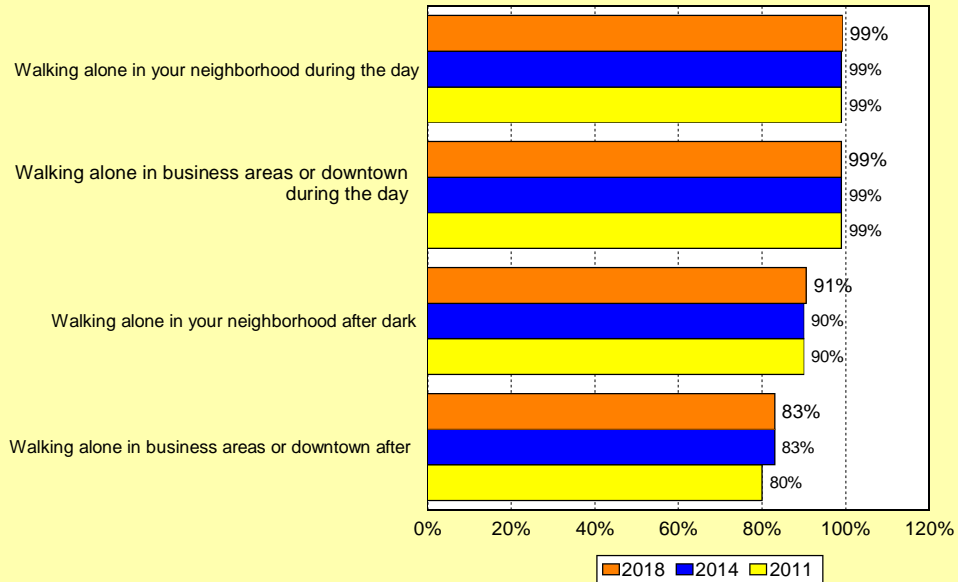
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



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

TRENDS: Feeling of Safety in the City 2018 vs. 2014 vs. 2011

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



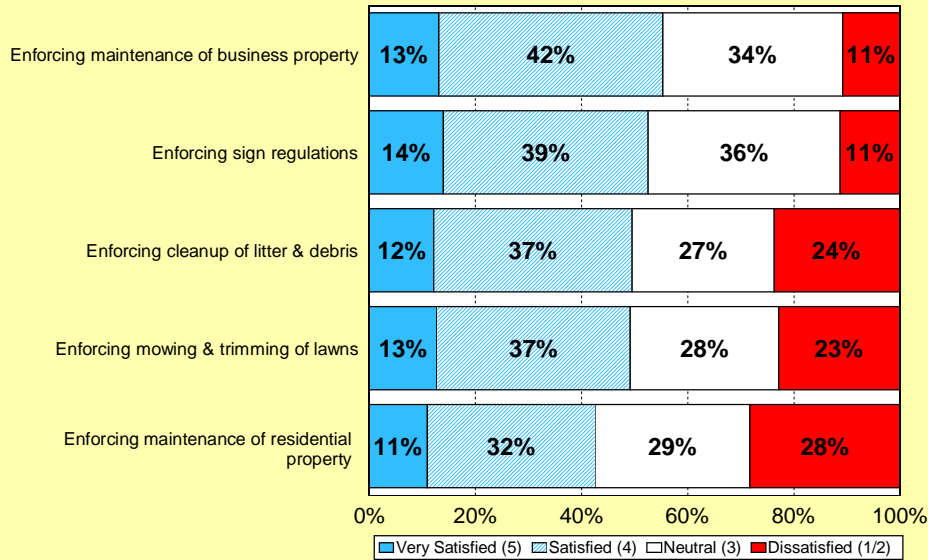
Source: ETC Institute DirectionFinder (2018 - Gardner, KS)

CODE ENFORCEMENT

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

Q7. Satisfaction with Code Enforcement

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



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

TRENDS: Satisfaction with the Enforcement of City Codes and Ordinances 2018 vs. 2014 vs. 2005

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



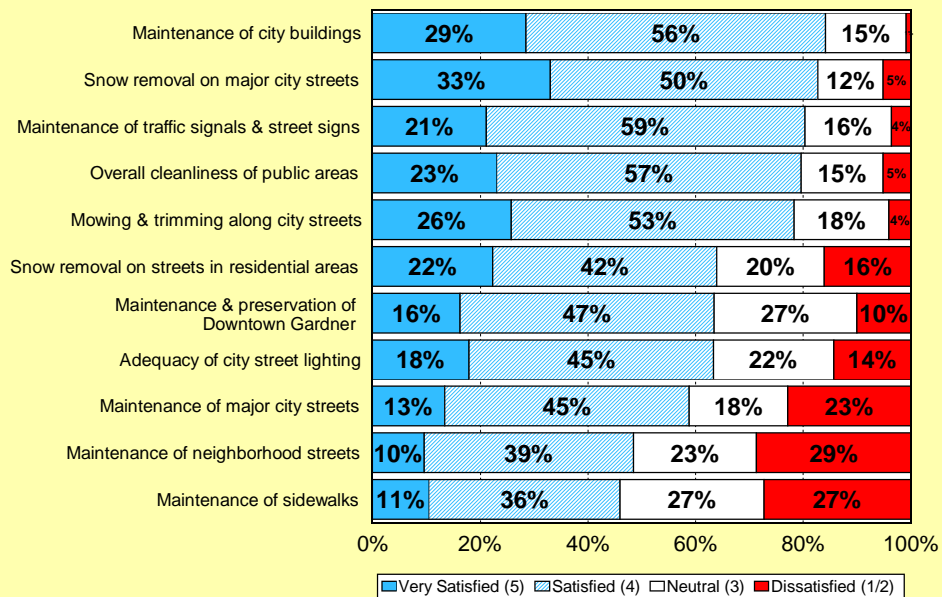
Source: ETC Institute DirectionFinder (2018 - Gardner, KS)

CITY MAINTENANCE

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

Q8. Satisfaction with City Maintenance

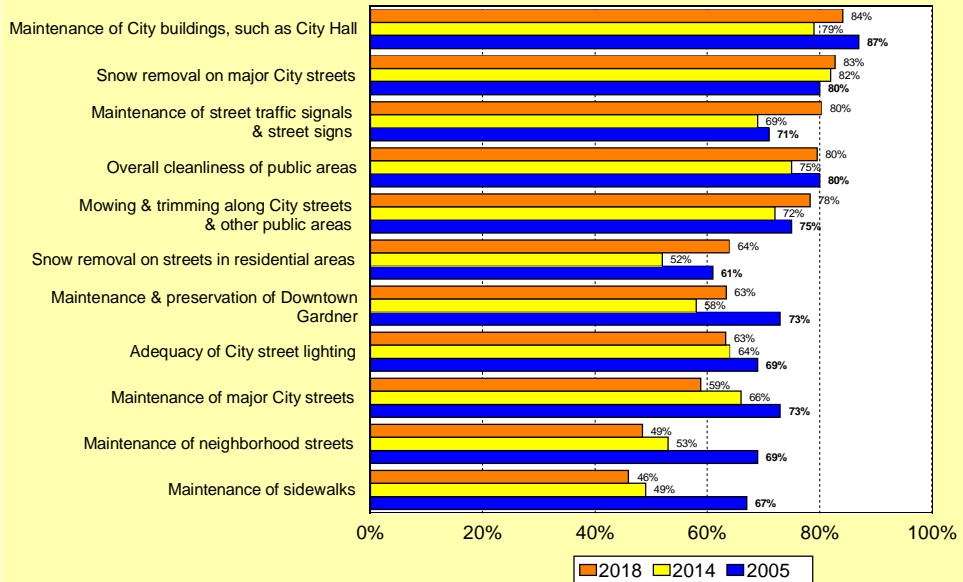
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

TRENDS: Satisfaction with City Maintenance 2018 vs. 2014 vs. 2005

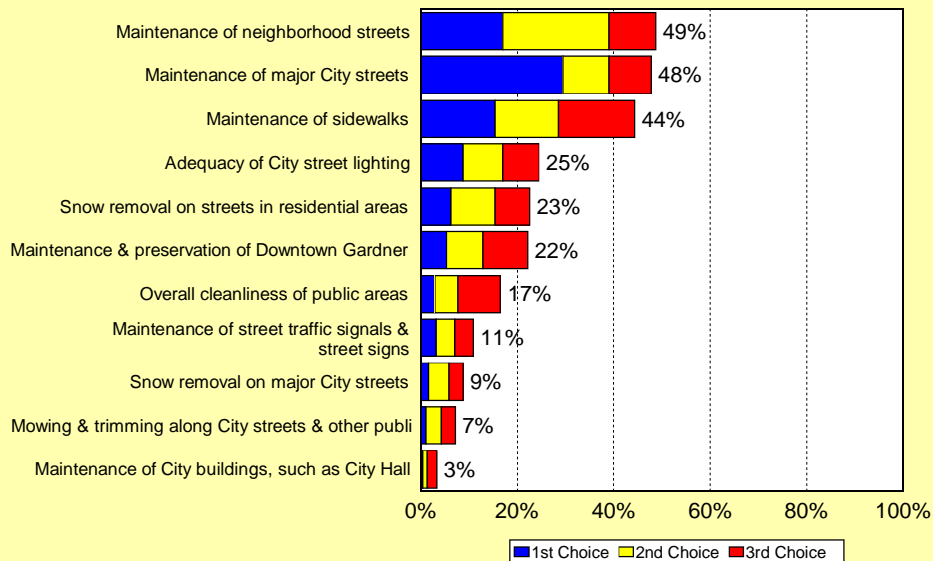
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Q9. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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



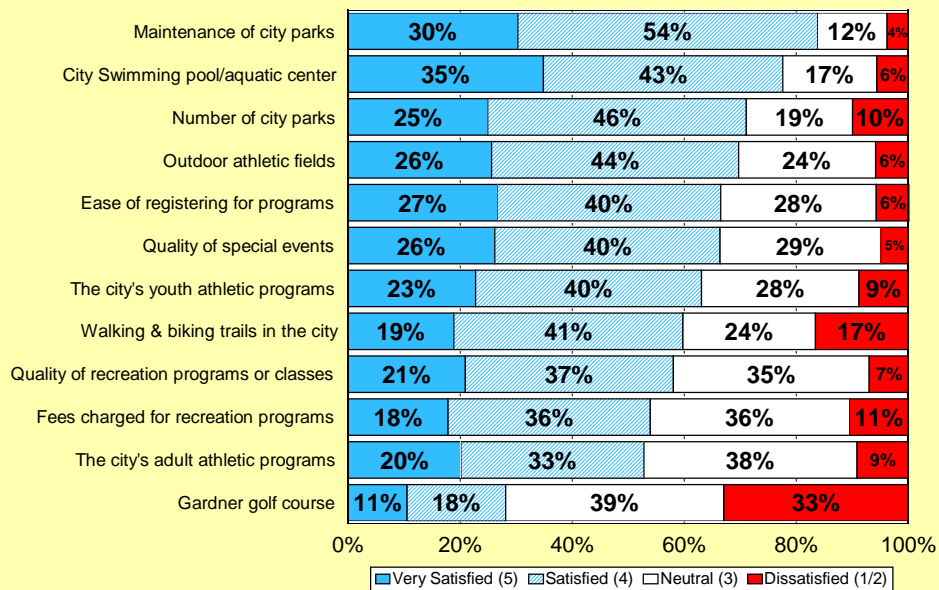
Source: ETC Institute DirectionFinder (2018 - Gardner, KS)

PARKS & RECREATION

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

Q10. Satisfaction with Parks and Recreation

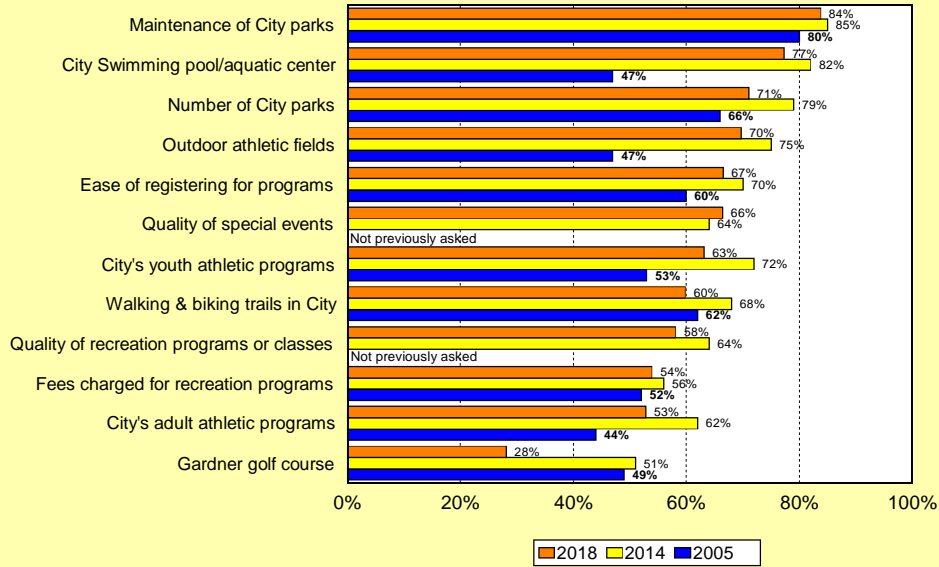
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

TRENDS: Satisfaction with Parks and Recreation 2018 vs. 2014 vs. 2005

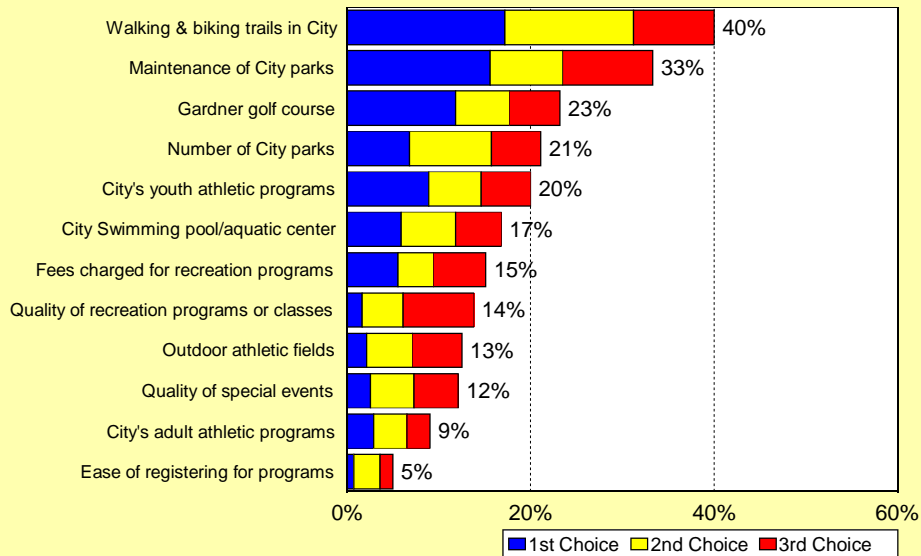
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Q11. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



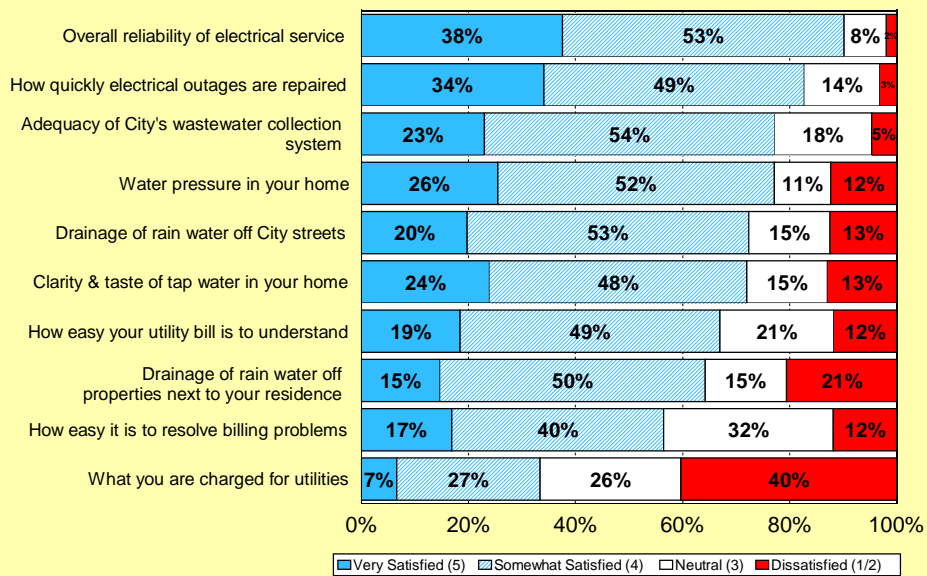
Source: ETC Institute DirectionFinder (2018 - Gardner, KS)

CITY UTILITIES

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

Q12. Satisfaction with City Utilities

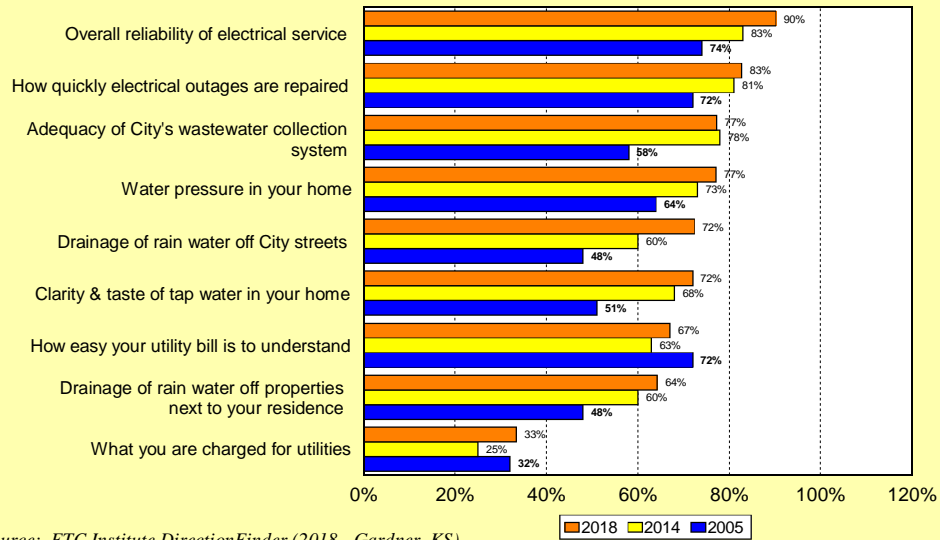
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

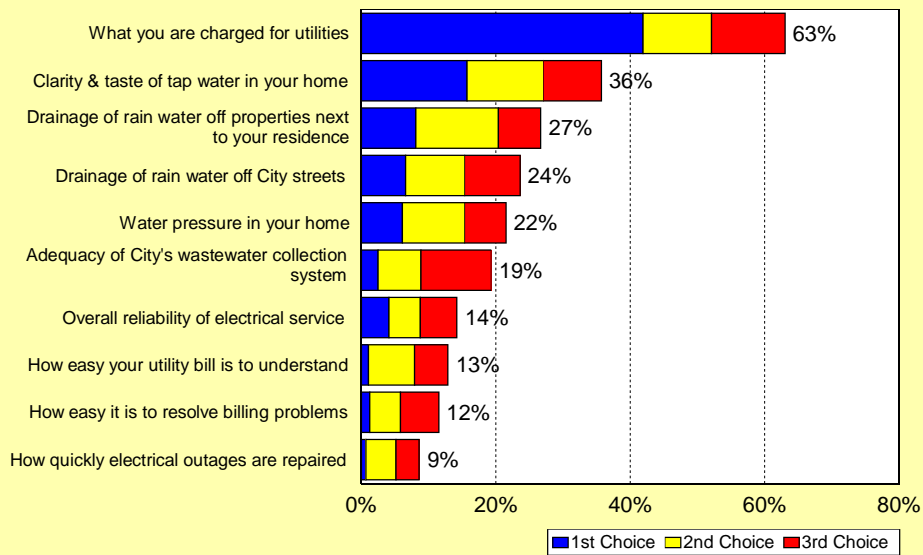
TRENDS: Satisfaction with Water, Sewer, and Electric Utilities 2018 vs. 2014 vs. 2005

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



Q13. City Utility 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

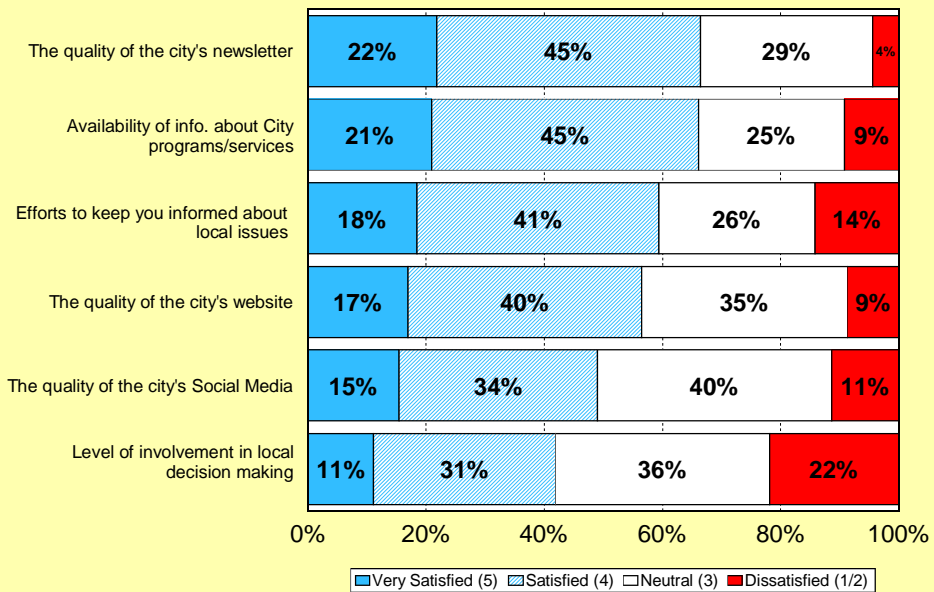


CITY COMMUNICATION

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

Q14. Satisfaction with City Communication

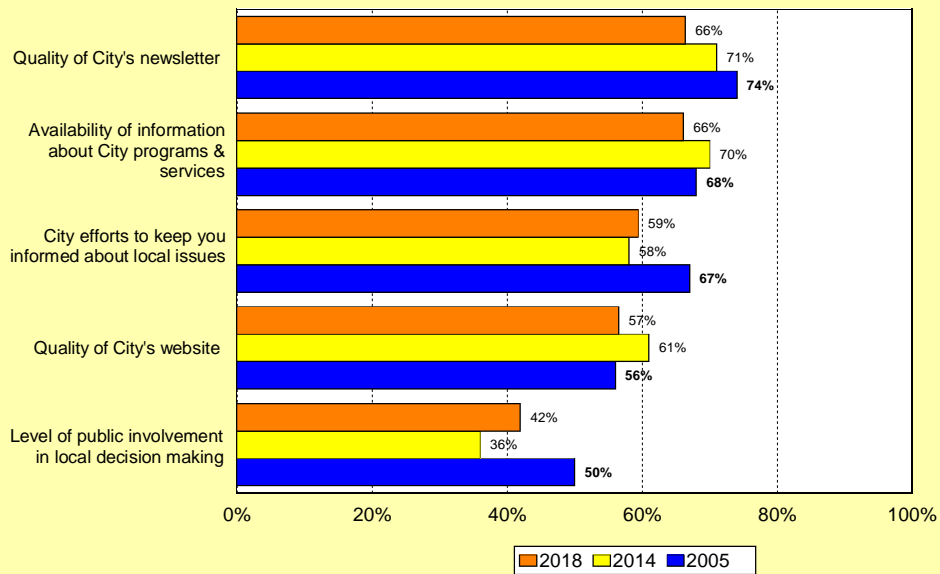
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

TRENDS: Satisfaction with City Communications 2018 vs. 2014 vs. 2005

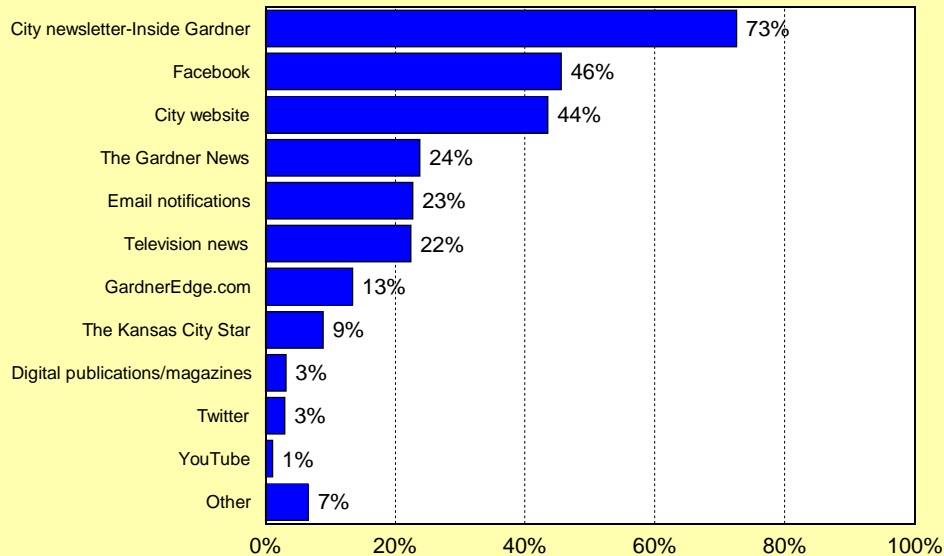
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Q15. How Gardner Residents Currently Receive Information About the City

by percentage of respondents - multiple responses could be made



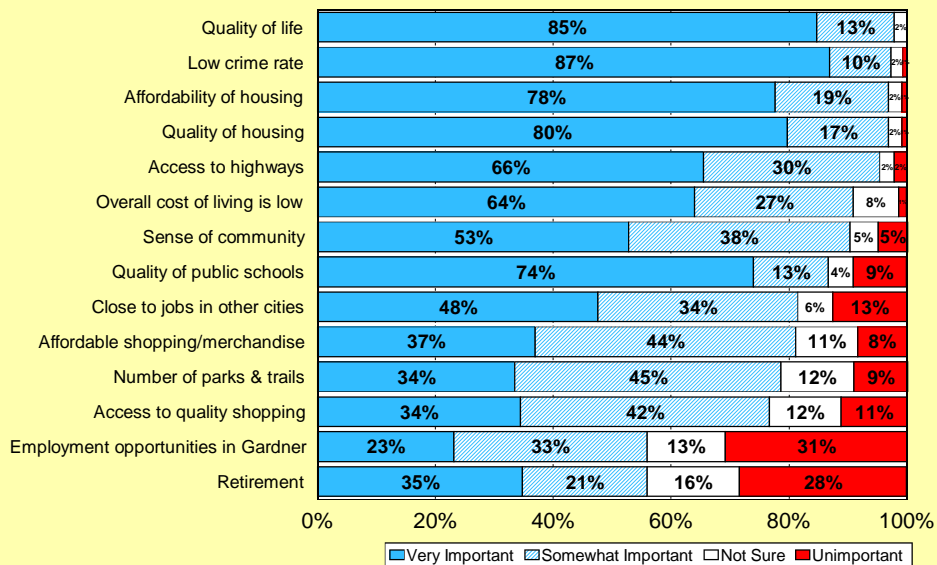
Source: ETC Institute DirectionFinder (2018 - Gardner, KS)

OTHER ISSUES

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

Q16. Importance of Various Reasons in Your Decision to Live in Gardner

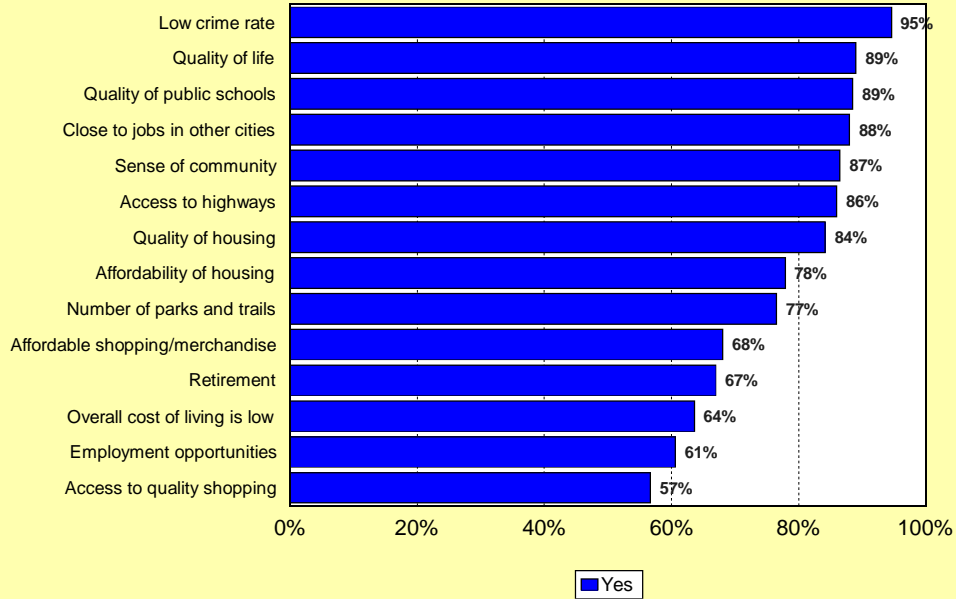
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



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

Q16. Are your needs being met in Gardner?

by percentage of respondents who responded "yes"



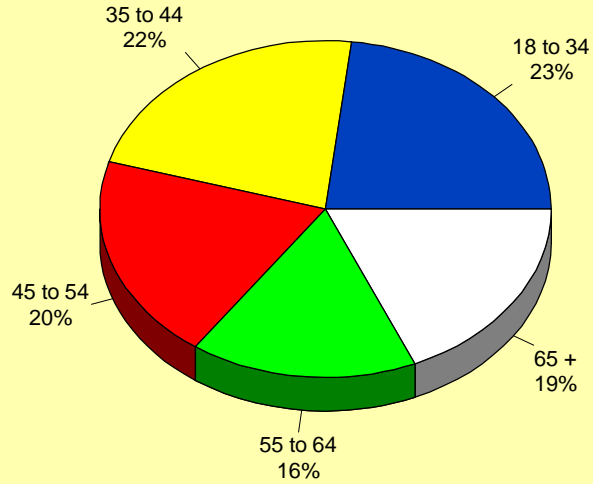
Source: ETC Institute DirectionFinder (2018 - Gardner, KS)

Demographics

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

Q17. Demographics: Age of Respondents

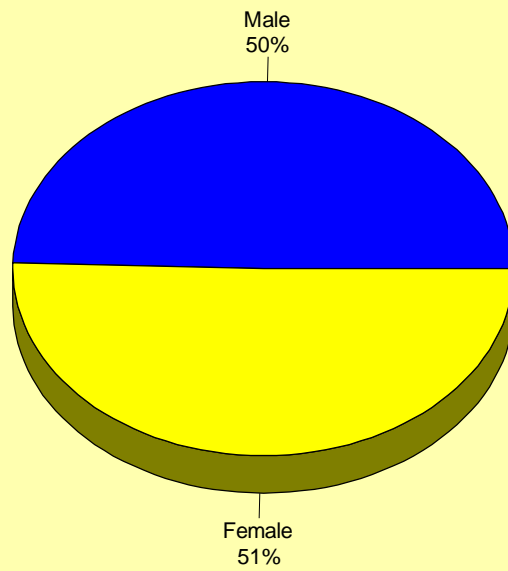
by percentage of respondents



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

Q18. Demographics: Gender

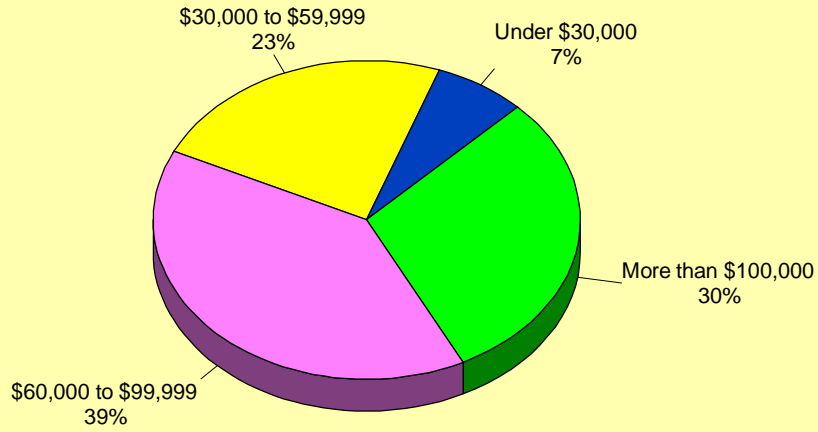
by percentage of respondents



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

Q19. Demographics: Total Household Income

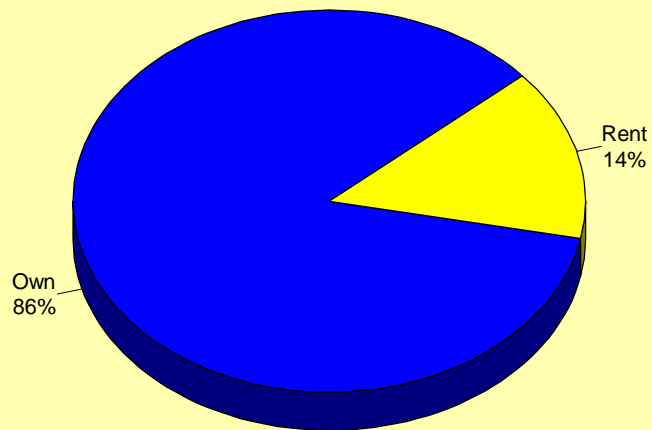
by percentage of respondents



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

Q20. Demographics: Own or Rent Current Residence

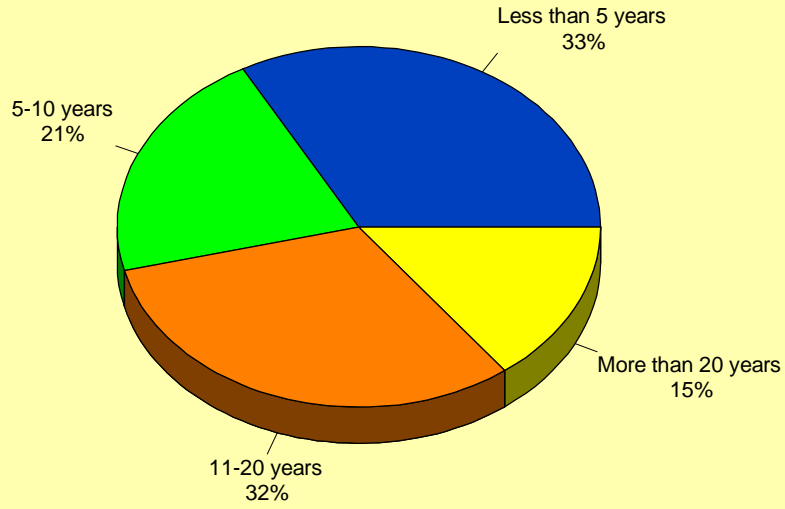
by percentage of respondents



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

Q21. Demographics: Years Lived in Gardner

by percentage of respondents



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

Section 2

Benchmarking Analysis



Benchmarking Summary Report

City of Gardner, Kansas

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2017 to a random sample of more than 4,000 residents across the United States and (2) a survey administered by ETC Institute in the fall of 2017 to over 350 residents living in Kansas and Missouri.

Interpreting the Charts

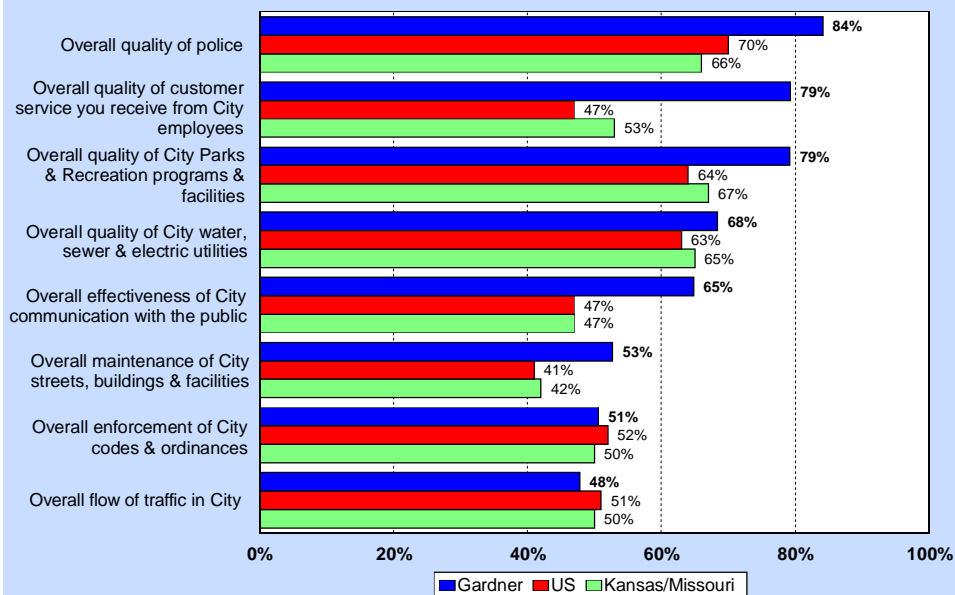
National Benchmarks. The first set of charts on the following pages show how the overall ratings for Gardner compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents. The blue bar shows the ratings for Gardner, the red bar for the United States, and green for the Kansas/Missouri region.

National Benchmarks

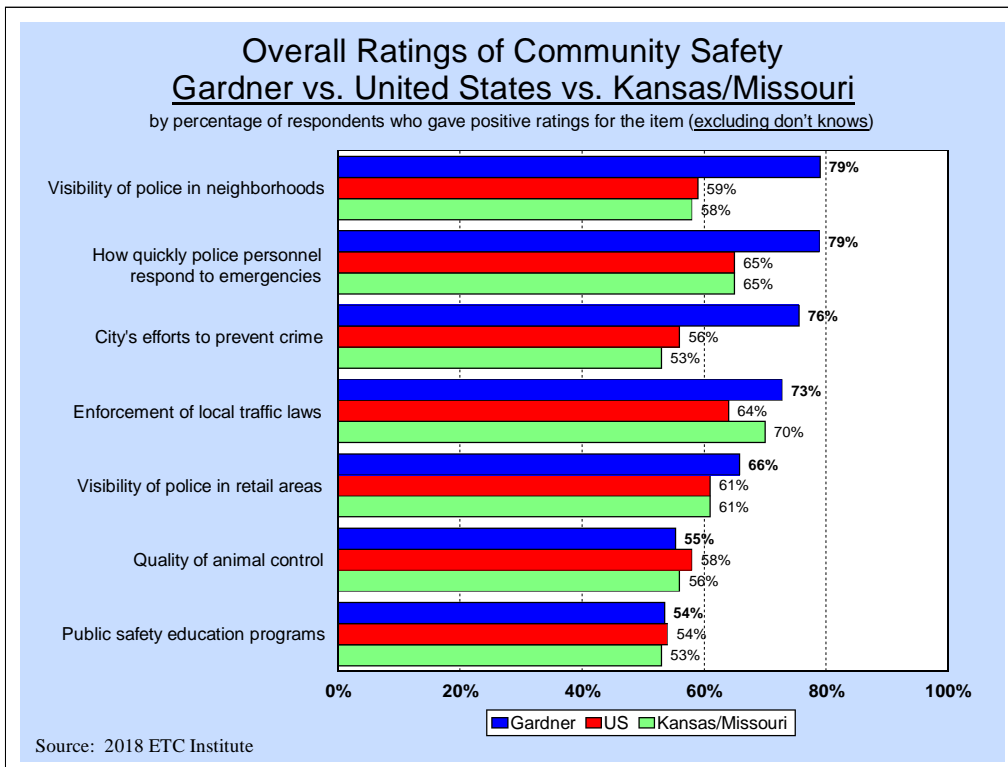
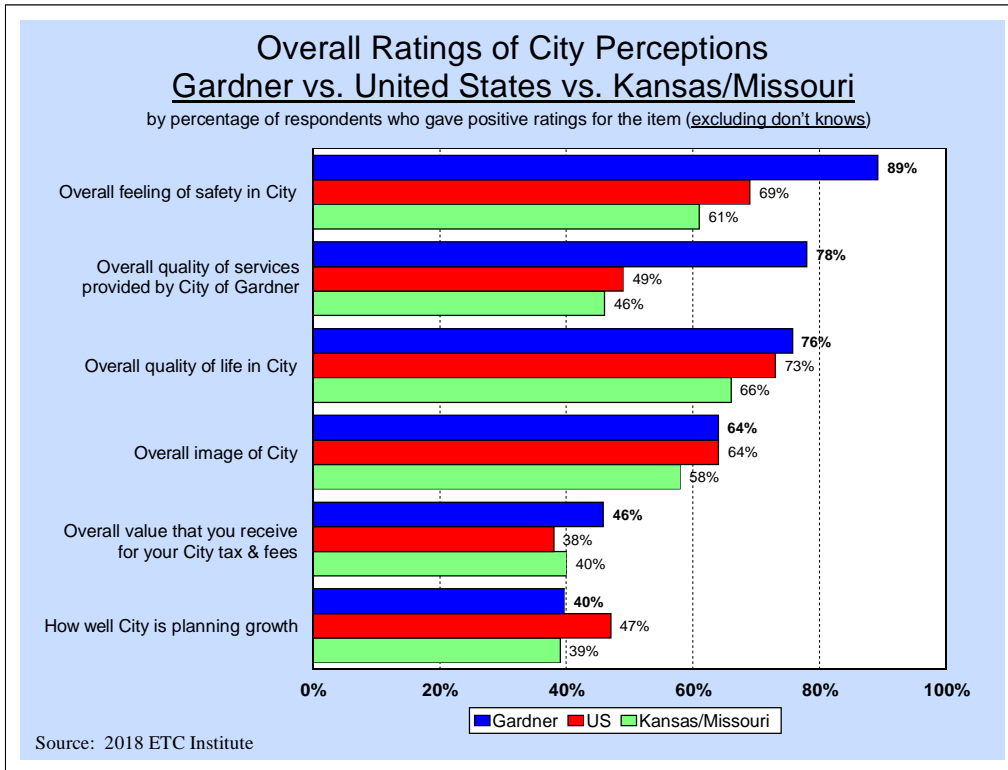
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Gardner is not authorized without written consent from ETC Institute.

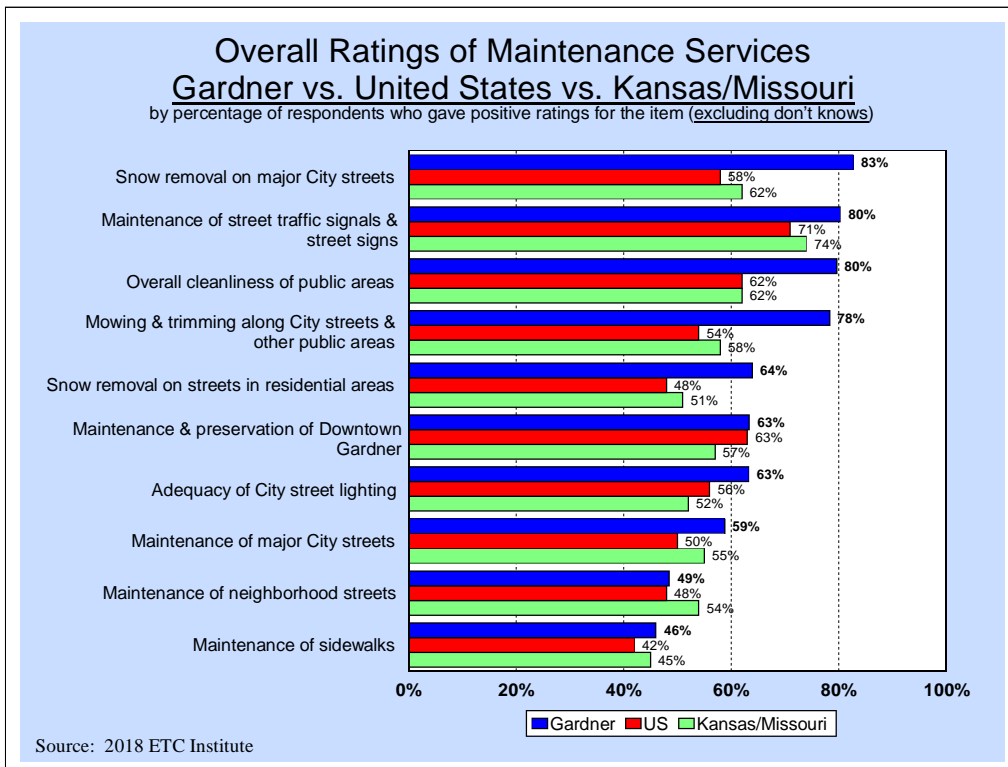
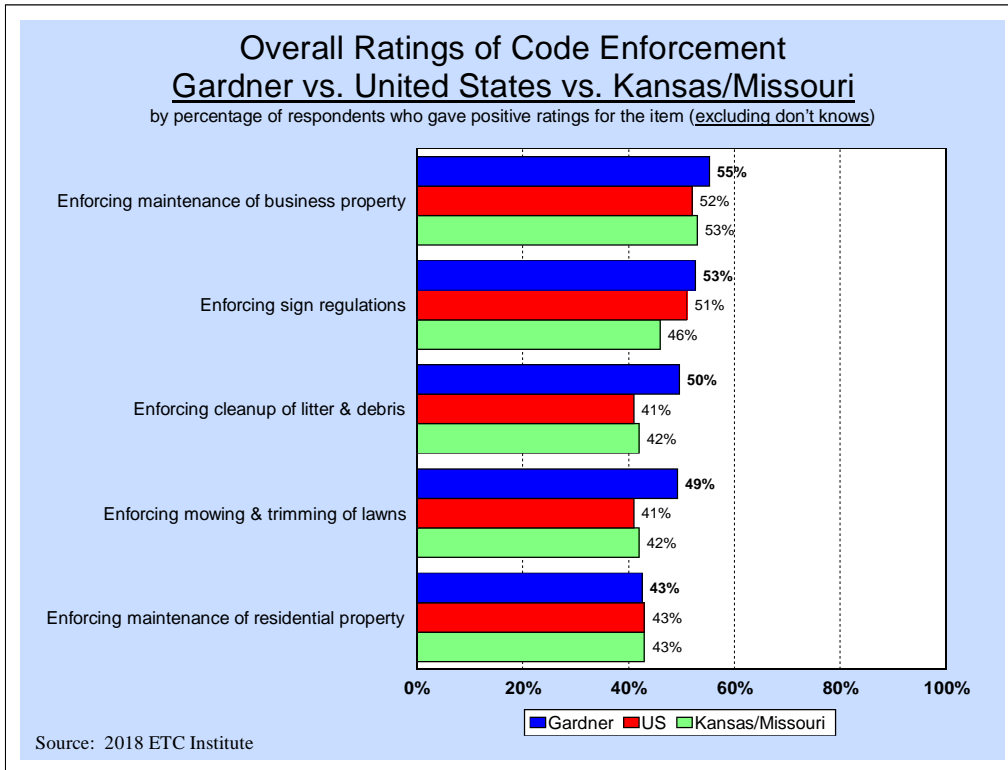
Major Categories of City Services Gardner vs. United States vs. Kansas/Missouri

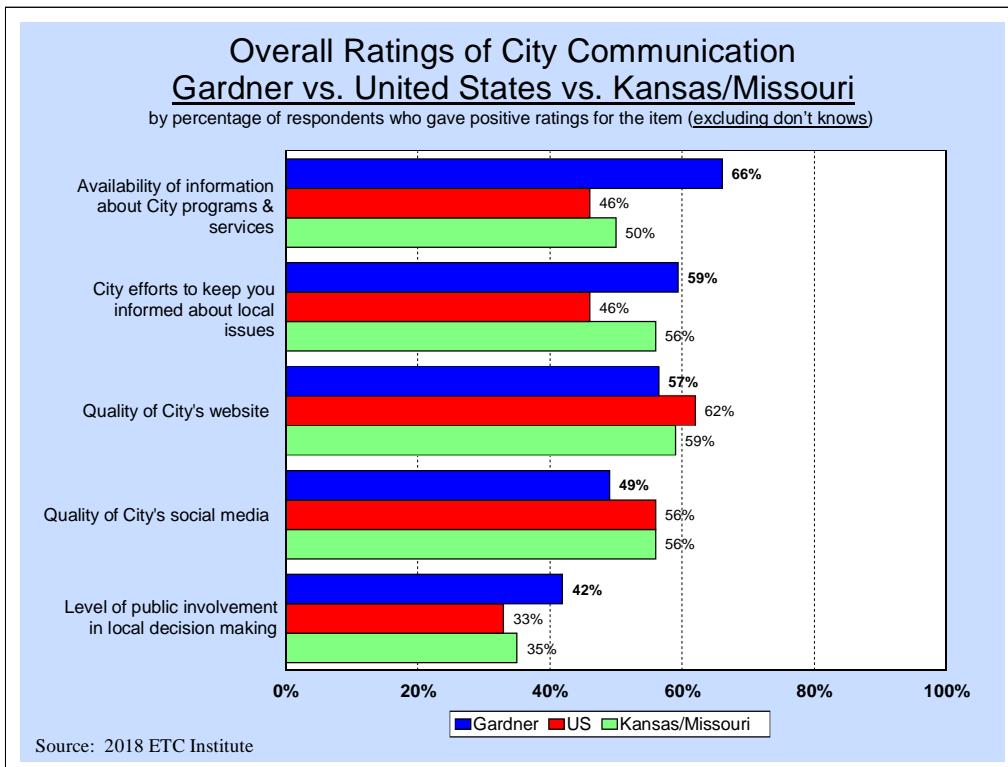
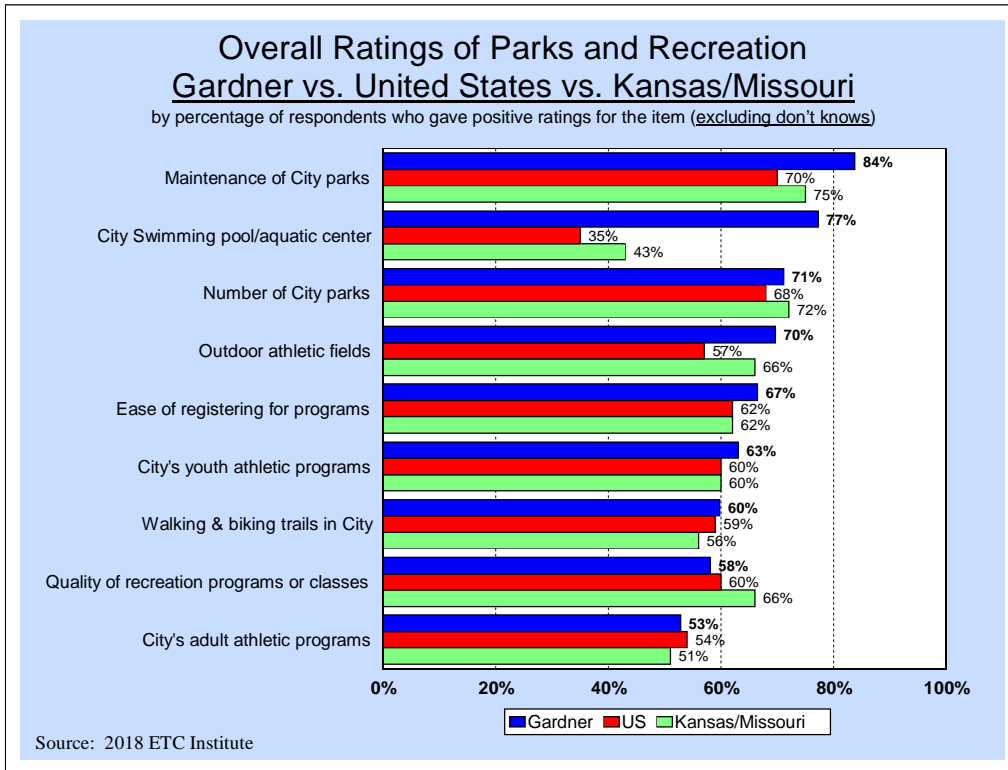
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2018 ETC Institute







Section 3

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

City of Gardner, Kansas

Overview

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

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both highly important decision-making criteria for each of the services they are providing. 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.

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 provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Seventy-percent (70%) of respondents selected the *overall maintenance of City streets, buildings, and facilities* as one of the most important services for the City to emphasize over the next two years.

With regard to satisfaction, 53% of respondents surveyed rated the City's overall performance in the *overall maintenance of City streets, buildings, and facilities* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for the *overall maintenance of City streets, buildings, and facilities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 70% was multiplied by 47% (1-0.53). This calculation yielded an I-S rating of 0.3325 which ranked first out of 8 major 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 they are positively satisfied with the delivery of the service.



The lowest rating is 0.00 and could be achieved under either 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 for 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 Gardner are provided on the following pages.

2018 Importance-Satisfaction Rating City of Gardner, KS Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets, buildings & facilities	70%	1	53%	6	0.3325	1
Overall flow of traffic in City	63%	2	48%	8	0.3278	2
High Priority (IS .10-.20)						
Overall enforcement of City codes & ordinances	27%	5	51%	7	0.1344	3
Overall quality of City water, sewer & electric utilities	36%	3	68%	4	0.1138	4
Medium Priority (IS <.10)						
Overall effectiveness of City communication with the public	22%	6	65%	5	0.0785	5
Overall quality of City Parks & Recreation programs & facilities	28%	4	79%	3	0.0578	6
Overall quality of police	22%	7	84%	1	0.0347	7
Overall quality of customer service you receive from City employees	5%	8	79%	2	0.0099	8

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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

City of Gardner, KS

Community Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Level of emphasis & resources used to combat illegal drug activities	45%	1	47%	8	0.2387	1
High Priority (IS .10-.20)						
Public safety education programs	25%	4	54%	7	0.1181	2
City's efforts to prevent crime	45%	2	76%	3	0.1096	3
Quality of animal control	24%	6	55%	6	0.1073	4
Medium Priority (IS <.10)						
Visibility of police in retail areas	25%	5	66%	5	0.0865	5
Visibility of police in neighborhoods	35%	3	79%	1	0.0725	6
Enforcement of local traffic laws	23%	7	73%	4	0.0620	7
How quickly police personnel respond to emergencies	21%	8	79%	2	0.0449	8

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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

City of Gardner, KS

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of neighborhood streets	49%	1	49%	10	0.2508	1
Maintenance of sidewalks	44%	3	46%	11	0.2392	2
High Priority (IS .10-.20)						
Maintenance of major City streets	48%	2	59%	9	0.1969	3
Medium Priority (IS <.10)						
Adequacy of City street lighting	25%	4	63%	8	0.0899	4
Snow removal on streets in residential areas	23%	5	64%	6	0.0816	5
Maintenance & preservation of Downtown Gardner	22%	6	63%	7	0.0813	6
Overall cleanliness of public areas	17%	7	80%	4	0.0337	7
Maintenance of street traffic signals & street signs	11%	8	80%	3	0.0215	8
Mowing & trimming along City streets & other public areas	7%	10	78%	5	0.0156	9
Snow removal on major City streets	9%	9	83%	2	0.0152	10
Maintenance of City buildings, such as City Hall	3%	11	84%	1	0.0052	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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

City of Gardner, KS

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Gardner golf course	23%	3	28%	12	0.1668	1
Walking & biking trails in City	40%	1	60%	8	0.1608	2
Medium Priority (IS <.10)						
City's youth athletic programs	20%	5	63%	7	0.0738	3
Fees charged for recreation programs	15%	7	54%	10	0.0696	4
Number of City parks	21%	4	71%	3	0.0610	5
Quality of recreation programs or classes	14%	8	58%	9	0.0578	6
Maintenance of City parks	33%	2	84%	1	0.0539	7
City's adult athletic programs	9%	11	53%	11	0.0425	8
Quality of special events	12%	10	66%	6	0.0407	9
City Swimming pool/aquatic center	17%	6	77%	2	0.0381	10
Outdoor athletic fields (e.g. baseball, soccer)	13%	9	70%	4	0.0379	11
Ease of registering for programs	5%	12	67%	5	0.0168	12

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 be the City's top priorities.

Satisfaction %:

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

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2018 Importance-Satisfaction Rating

City of Gardner, KS

City Utilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
What you are charged for utilities	63%	1	33%	10	0.4196	1
High Priority (IS .10-.20)						
Clarity & taste of tap water in your home	36%	2	72%	6	0.1000	2
Medium Priority (IS <.10)						
Drainage of rain water off properties next to your residence	27%	3	64%	8	0.0956	3
Drainage of rain water off City streets	24%	4	72%	5	0.0651	4
How easy it is to resolve billing problems	12%	9	57%	9	0.0500	5
Water pressure in your home	22%	5	77%	4	0.0492	6
Adequacy of City's wastewater collection system	19%	6	77%	3	0.0440	7
How easy your utility bill is to understand	13%	8	67%	7	0.0426	8
How quickly electrical outages are repaired	9%	10	83%	2	0.0149	9
Overall reliability of electrical service	14%	7	90%	1	0.0139	

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 be the City's top priorities.

Satisfaction %:

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

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Section 4

Tabular Data

Q1. Perception of the City. Please rate your overall satisfaction with each of the following major categories of services provided by the City of Gardner using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q1-1. Overall quality of police	36.9%	43.6%	11.6%	2.5%	1.1%	4.3%
Q1-2. Overall quality of City Parks & Recreation programs & facilities	30.2%	44.4%	12.7%	5.7%	1.3%	5.7%
Q1-3. Overall maintenance of City streets, buildings & facilities	11.1%	41.5%	22.0%	18.6%	6.6%	0.2%
Q1-4. Overall quality of City water, sewer & electric utilities	23.1%	44.7%	19.1%	9.1%	3.0%	0.9%
Q1-5. Overall enforcement of City codes & ordinances	12.5%	34.3%	32.0%	9.7%	4.1%	7.3%
Q1-6. Overall quality of customer service you receive from City employees	32.2%	40.6%	14.7%	3.2%	1.1%	8.2%
Q1-7. Overall effectiveness of City communication with the public	19.7%	41.7%	25.8%	7.0%	0.7%	5.2%
Q1-8. Overall flow of traffic in City	10.0%	37.6%	23.8%	20.8%	7.5%	0.4%

WITHOUT DON'T KNOW

Q1. Perception of the City. Please rate your overall satisfaction with each of the following major categories of services provided by the City of Gardner using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police	38.5%	45.6%	12.1%	2.6%	1.1%
Q1-2. Overall quality of City Parks & Recreation programs & facilities	32.1%	47.1%	13.5%	6.1%	1.3%
Q1-3. Overall maintenance of City streets, buildings & facilities	11.1%	41.6%	22.0%	18.6%	6.6%
Q1-4. Overall quality of City water, sewer & electric utilities	23.3%	45.1%	19.3%	9.2%	3.1%
Q1-5. Overall enforcement of City codes & ordinances	13.5%	37.1%	34.6%	10.4%	4.4%
Q1-6. Overall quality of customer service you receive from City employees	35.1%	44.2%	16.0%	3.5%	1.2%
Q1-7. Overall effectiveness of City communication with the public	20.8%	44.0%	27.2%	7.4%	0.8%
Q1-8. Overall flow of traffic in City	10.1%	37.7%	23.9%	20.8%	7.5%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police	51	9.1 %
Overall quality of City Parks & Recreation programs & facilities	37	6.6 %
Overall maintenance of City streets, buildings & facilities	146	26.1 %
Overall quality of City water, sewer & electric utilities	49	8.8 %
Overall enforcement of City codes & ordinances	34	6.1 %
Overall quality of customer service you receive from City employees	3	0.5 %
Overall effectiveness of City communication with the public	17	3.0 %
Overall flow of traffic in City	201	36.0 %
None chosen	21	3.8 %
Total	559	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police	38	6.8 %
Overall quality of City Parks & Recreation programs & facilities	50	8.9 %
Overall maintenance of City streets, buildings & facilities	160	28.6 %
Overall quality of City water, sewer & electric utilities	84	15.0 %
Overall enforcement of City codes & ordinances	58	10.4 %
Overall quality of customer service you receive from City employees	8	1.4 %
Overall effectiveness of City communication with the public	42	7.5 %
Overall flow of traffic in City	76	13.6 %
None chosen	43	7.7 %
Total	559	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Overall quality of police	33	5.9 %
Overall quality of City Parks & Recreation programs & facilities	69	12.3 %
Overall maintenance of City streets, buildings & facilities	87	15.6 %
Overall quality of City water, sewer & electric utilities	68	12.2 %
Overall enforcement of City codes & ordinances	60	10.7 %
Overall quality of customer service you receive from City employees	16	2.9 %
Overall effectiveness of City communication with the public	66	11.8 %
Overall flow of traffic in City	74	13.2 %
None chosen	86	15.4 %
Total	559	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q2. Sum of Top 3 Choices	Number	Percent
Overall quality of police	122	21.8 %
Overall quality of City Parks & Recreation programs & facilities	156	27.9 %
Overall maintenance of City streets, buildings & facilities	393	70.3 %
Overall quality of City water, sewer & electric utilities	201	36.0 %
Overall enforcement of City codes & ordinances	152	27.2 %
Overall quality of customer service you receive from City employees	27	4.8 %
Overall effectiveness of City communication with the public	125	22.4 %
Overall flow of traffic in City	351	62.8 %
None chosen	21	3.8 %
Total	1548	

Q3. Several items that may influence your perception of the City of Gardner are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Gardner	19.1%	57.4%	17.7%	3.2%	0.7%	1.8%
Q3-2. Overall image of City	16.5%	47.0%	25.0%	8.4%	2.3%	0.7%
Q3-3. How well City is planning growth	10.0%	27.0%	29.0%	20.4%	6.8%	6.8%
Q3-4. Overall quality of life in City	22.4%	53.0%	19.0%	5.0%	0.2%	0.5%
Q3-5. Quality of new development in Gardner	13.8%	36.3%	28.6%	15.0%	3.2%	3.0%
Q3-6. Overall feeling of safety in City	36.7%	52.4%	8.8%	2.0%	0.0%	0.2%
Q3-7. Overall value that you receive for your City tax & fees	8.2%	36.0%	30.8%	15.4%	6.1%	3.6%

WITHOUT DON'T KNOW

Q3. Several items that may influence your perception of the City of Gardner are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Gardner	19.5%	58.5%	18.0%	3.3%	0.7%
Q3-2. Overall image of City	16.6%	47.4%	25.2%	8.5%	2.3%
Q3-3. How well City is planning growth	10.7%	29.0%	31.1%	21.9%	7.3%
Q3-4. Overall quality of life in City	22.5%	53.2%	19.1%	5.0%	0.2%
Q3-5. Quality of new development in Gardner	14.2%	37.5%	29.5%	15.5%	3.3%
Q3-6. Overall feeling of safety in City	36.7%	52.5%	8.8%	2.0%	0.0%
Q3-7. Overall value that you receive for your City tax & fees	8.5%	37.3%	31.9%	16.0%	6.3%

Q4. Community Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following Public Safety services provided by the City of Gardner.

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Visibility of police in neighborhoods	28.6%	49.7%	14.1%	5.4%	1.4%	0.7%
Q4-2. Visibility of police in retail areas	18.2%	45.4%	25.8%	5.6%	1.6%	3.4%
Q4-3. City's efforts to prevent crime	22.3%	46.6%	18.0%	3.1%	1.3%	8.8%
Q4-4. Enforcement of local traffic laws	22.9%	47.0%	17.8%	6.1%	2.2%	4.0%
Q4-5. Public safety education programs	12.1%	29.5%	32.2%	2.7%	1.3%	22.3%
Q4-6. Level of emphasis & resources used to combat illegal drug activities	11.0%	22.7%	27.7%	6.7%	3.1%	29.0%
Q4-7. Quality of animal control	13.2%	35.3%	24.7%	8.3%	6.1%	12.4%
Q4-8. How quickly police personnel respond to emergencies	27.4%	33.0%	14.1%	1.4%	0.7%	23.4%

WITHOUT DON'T KNOW

Q4. Community Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following Public Safety services provided by the City of Gardner. (without "don't know")

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Visibility of police in neighborhoods	28.9%	50.1%	14.2%	5.4%	1.5%
Q4-2. Visibility of police in retail areas	18.8%	47.0%	26.7%	5.8%	1.7%
Q4-3. City's efforts to prevent crime	24.5%	51.1%	19.7%	3.4%	1.4%
Q4-4. Enforcement of local traffic laws	23.8%	49.0%	18.6%	6.4%	2.3%
Q4-5. Public safety education programs	15.5%	38.0%	41.4%	3.5%	1.6%
Q4-6. Level of emphasis & resources used to combat illegal drug activities	15.4%	31.9%	39.0%	9.4%	4.3%
Q4-7. Quality of animal control	15.0%	40.3%	28.2%	9.5%	7.0%
Q4-8. How quickly police personnel respond to emergencies	35.8%	43.1%	18.4%	1.9%	0.9%

Q5. Which THREE of the items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. Top choice	Number	Percent
Visibility of police in neighborhoods	83	14.8 %
Visibility of police in retail areas	30	5.4 %
City's efforts to prevent crime	92	16.5 %
Enforcement of local traffic laws	48	8.6 %
Public safety education programs	34	6.1 %
Level of emphasis & resources used to combat illegal drug activities	110	19.7 %
Quality of animal control	49	8.8 %
How quickly police personnel respond to emergencies	47	8.4 %
None chosen	66	11.8 %
Total	559	100.0 %

Q5. Which THREE of the items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 2nd choice	Number	Percent
Visibility of police in neighborhoods	49	8.8 %
Visibility of police in retail areas	57	10.2 %
City's efforts to prevent crime	93	16.6 %
Enforcement of local traffic laws	44	7.9 %
Public safety education programs	55	9.8 %
Level of emphasis & resources used to combat illegal drug activities	87	15.6 %
Quality of animal control	34	6.1 %
How quickly police personnel respond to emergencies	34	6.1 %
None chosen	106	19.0 %
Total	559	100.0 %

Q5. Which THREE of the items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 3rd choice	Number	Percent
Visibility of police in neighborhoods	61	10.9 %
Visibility of police in retail areas	54	9.7 %
City's efforts to prevent crime	66	11.8 %
Enforcement of local traffic laws	35	6.3 %
Public safety education programs	53	9.5 %
Level of emphasis & resources used to combat illegal drug activities	56	10.0 %
Quality of animal control	51	9.1 %
How quickly police personnel respond to emergencies	38	6.8 %
None chosen	145	25.9 %
Total	559	100.0 %

SUM OF TOP 3 CHOICES

Q5. Which THREE of the items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q5. Sum of Top 3 Choices	Number	Percent
Visibility of police in neighborhoods	193	34.5 %
Visibility of police in retail areas	141	25.2 %
City's efforts to prevent crime	251	44.9 %
Enforcement of local traffic laws	127	22.7 %
Public safety education programs	142	25.4 %
Level of emphasis & resources used to combat illegal drug activities	253	45.3 %
Quality of animal control	134	24.0 %
How quickly police personnel respond to emergencies	119	21.3 %
None chosen	66	11.8 %
Total	1426	

Q6. Please rate how safe you feel in each of the following circumstances using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe."

(N=559)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q6-1. Walking alone in your neighborhood after dark	48.3%	39.9%	7.2%	2.0%	2.7%
Q6-2. Walking alone in your neighborhood during the day	87.7%	10.7%	0.7%	0.0%	0.9%
Q6-3. Walking alone in business areas or downtown after dark	33.3%	37.9%	12.3%	2.3%	14.1%
Q6-4. Walking alone in business areas or downtown during the day	80.9%	14.7%	0.9%	0.2%	3.4%

WITHOUT DON'T KNOW

Q6. Please rate how safe you feel in each of the following circumstances using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")

(N=559)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q6-1. Walking alone in your neighborhood after dark	49.6%	41.0%	7.4%	2.0%
Q6-2. Walking alone in your neighborhood during the day	88.4%	10.8%	0.7%	0.0%
Q6-3. Walking alone in business areas or downtown after dark	38.8%	44.2%	14.4%	2.7%
Q6-4. Walking alone in business areas or downtown during the day	83.7%	15.2%	0.9%	0.2%

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

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Enforcing cleanup of litter & debris	11.4%	35.1%	25.0%	17.2%	5.0%	6.3%
Q7-2. Enforcing mowing & trimming of lawns	11.8%	33.8%	25.9%	16.5%	4.7%	7.3%
Q7-3. Enforcing maintenance of residential property	10.2%	29.3%	27.0%	21.1%	5.2%	7.2%
Q7-4. Enforcing maintenance of business property	11.6%	37.6%	30.2%	7.3%	2.3%	10.9%
Q7-5. Enforcing sign regulations	12.2%	33.5%	31.3%	7.9%	2.0%	13.2%

WITHOUT DON'T KNOW

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

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Enforcing cleanup of litter & debris	12.2%	37.4%	26.7%	18.3%	5.3%
Q7-2. Enforcing mowing & trimming of lawns	12.7%	36.5%	28.0%	17.8%	5.0%
Q7-3. Enforcing maintenance of residential property	11.0%	31.6%	29.1%	22.7%	5.6%
Q7-4. Enforcing maintenance of business property	13.1%	42.2%	33.9%	8.2%	2.6%
Q7-5. Enforcing sign regulations	14.0%	38.6%	36.1%	9.1%	2.3%

Q8. Please rate your satisfaction with the following maintenance services provided by the City using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Maintenance of major City streets	13.2%	44.9%	18.1%	15.9%	6.8%	1.1%
Q8-2. Maintenance of neighborhood streets	9.5%	38.5%	22.5%	18.4%	10.0%	1.1%
Q8-3. Maintenance of street traffic signals & street signs	20.6%	57.8%	15.7%	2.1%	1.4%	2.3%
Q8-4. Maintenance & preservation of Downtown Gardner	15.7%	45.4%	25.6%	7.3%	2.3%	3.6%
Q8-5. Maintenance of City buildings, such as City Hall	27.2%	53.1%	14.3%	0.9%	0.0%	4.5%
Q8-6. Snow removal on major City streets	32.2%	48.5%	11.8%	3.2%	1.8%	2.5%
Q8-7. Snow removal on streets in residential areas	21.8%	40.6%	19.5%	10.6%	5.2%	2.3%
Q8-8. Mowing & trimming along City streets & other public areas	24.9%	50.6%	17.0%	3.0%	0.9%	3.6%
Q8-9. Overall cleanliness of public areas	22.5%	55.1%	14.8%	4.8%	0.2%	2.5%
Q8-10. Adequacy of City street lighting	17.5%	44.5%	21.8%	11.8%	2.3%	2.0%
Q8-11. Maintenance of sidewalks	10.2%	34.5%	25.9%	18.8%	7.9%	2.7%

WITHOUT DON'T KNOW

Q8. Please rate your satisfaction with the following maintenance services provided by the City using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Maintenance of major City streets	13.4%	45.4%	18.3%	16.1%	6.9%
Q8-2. Maintenance of neighborhood streets	9.6%	38.9%	22.8%	18.6%	10.1%
Q8-3. Maintenance of street traffic signals & street signs	21.1%	59.2%	16.1%	2.2%	1.5%
Q8-4. Maintenance & preservation of Downtown Gardner	16.3%	47.1%	26.5%	7.6%	2.4%
Q8-5. Maintenance of City buildings, such as City Hall	28.5%	55.6%	15.0%	0.9%	0.0%
Q8-6. Snow removal on major City streets	33.0%	49.7%	12.1%	3.3%	1.8%
Q8-7. Snow removal on streets in residential areas	22.3%	41.6%	20.0%	10.8%	5.3%
Q8-8. Mowing & trimming along City streets & other public areas	25.8%	52.5%	17.6%	3.2%	0.9%
Q8-9. Overall cleanliness of public areas	23.1%	56.5%	15.2%	5.0%	0.2%
Q8-10. Adequacy of City street lighting	17.9%	45.4%	22.3%	12.0%	2.4%
Q8-11. Maintenance of sidewalks	10.5%	35.5%	26.7%	19.3%	8.1%

Q9. Which THREE of the items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. Top choice	Number	Percent
Maintenance of major City streets	165	29.5 %
Maintenance of neighborhood streets	95	17.0 %
Maintenance of street traffic signals & street signs	18	3.2 %
Maintenance & preservation of Downtown Gardner	30	5.4 %
Maintenance of City buildings, such as City Hall	2	0.4 %
Snow removal on major City streets	9	1.6 %
Snow removal on streets in residential areas	35	6.3 %
Mowing & trimming along City streets & other public areas	6	1.1 %
Overall cleanliness of public areas	17	3.0 %
Adequacy of City street lighting	49	8.8 %
Maintenance of sidewalks	86	15.4 %
None chosen	47	8.4 %
Total	559	100.0 %

Q9. Which THREE of the items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. 2nd choice	Number	Percent
Maintenance of major City streets	53	9.5 %
Maintenance of neighborhood streets	123	22.0 %
Maintenance of street traffic signals & street signs	22	3.9 %
Maintenance & preservation of Downtown Gardner	42	7.5 %
Maintenance of City buildings, such as City Hall	5	0.9 %
Snow removal on major City streets	24	4.3 %
Snow removal on streets in residential areas	51	9.1 %
Mowing & trimming along City streets & other public areas	18	3.2 %
Overall cleanliness of public areas	26	4.7 %
Adequacy of City street lighting	46	8.2 %
Maintenance of sidewalks	74	13.2 %
None chosen	75	13.4 %
Total	559	100.0 %

Q9. Which THREE of the items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. 3rd choice	Number	Percent
Maintenance of major City streets	49	8.8 %
Maintenance of neighborhood streets	54	9.7 %
Maintenance of street traffic signals & street signs	21	3.8 %
Maintenance & preservation of Downtown Gardner	52	9.3 %
Maintenance of City buildings, such as City Hall	11	2.0 %
Snow removal on major City streets	16	2.9 %
Snow removal on streets in residential areas	40	7.2 %
Mowing & trimming along City streets & other public areas	16	2.9 %
Overall cleanliness of public areas	49	8.8 %
Adequacy of City street lighting	42	7.5 %
Maintenance of sidewalks	88	15.7 %
None chosen	121	21.6 %
Total	559	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q9. Sum of Top 3 Choices	Number	Percent
Maintenance of major City streets	267	47.8 %
Maintenance of neighborhood streets	272	48.7 %
Maintenance of street traffic signals & street signs	61	10.9 %
Maintenance & preservation of Downtown Gardner	124	22.2 %
Maintenance of City buildings, such as City Hall	18	3.2 %
Snow removal on major City streets	49	8.8 %
Snow removal on streets in residential areas	126	22.5 %
Mowing & trimming along City streets & other public areas	40	7.2 %
Overall cleanliness of public areas	92	16.5 %
Adequacy of City street lighting	137	24.5 %
Maintenance of sidewalks	248	44.4 %
None chosen	47	8.4 %
Total	1481	

Q10. Parks and Recreation. Please rate your satisfaction with each of the following Parks and Recreation issues using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q10-1. Maintenance of City parks	28.1%	49.6%	11.4%	3.0%	0.5%	7.3%
Q10-2. Number of City parks	23.4%	43.1%	17.7%	8.2%	1.1%	6.4%
Q10-3. Walking & biking trails in City	17.2%	37.2%	21.5%	12.3%	2.9%	8.9%
Q10-4. City Swimming pool/aquatic center	29.2%	36.0%	14.1%	4.3%	0.7%	15.7%
Q10-5. Gardner golf course	6.6%	10.9%	24.3%	9.5%	11.1%	37.6%
Q10-6. Outdoor athletic fields (e.g. baseball, soccer)	20.0%	34.5%	19.1%	3.9%	0.7%	21.6%
Q10-7. City's youth athletic programs	16.1%	28.4%	19.9%	3.8%	2.5%	29.3%
Q10-8. City's adult athletic programs	12.2%	19.7%	22.9%	3.4%	2.1%	39.7%
Q10-9. Quality of special events	21.1%	32.4%	23.1%	3.4%	0.5%	19.5%
Q10-10. Ease of registering for programs	19.7%	29.3%	20.4%	3.2%	1.1%	26.3%
Q10-11. Fees charged for recreation programs	13.4%	27.0%	26.7%	6.6%	1.3%	25.0%
Q10-12. Quality of recreation programs or classes	14.5%	25.8%	24.2%	3.6%	1.3%	30.8%

WITHOUT DON'T KNOW

Q10. Parks and Recreation. Please rate your satisfaction with each of the following Parks and Recreation issues using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of City parks	30.3%	53.5%	12.4%	3.3%	0.6%
Q10-2. Number of City parks	25.0%	46.1%	18.9%	8.8%	1.1%
Q10-3. Walking & biking trails in City	18.9%	40.9%	23.6%	13.6%	3.1%
Q10-4. City Swimming pool/aquatic center	34.6%	42.7%	16.8%	5.1%	0.8%
Q10-5. Gardner golf course	10.6%	17.5%	39.0%	15.2%	17.8%
Q10-6. Outdoor athletic fields (e.g. baseball, soccer)	25.6%	44.1%	24.4%	5.0%	0.9%
Q10-7. City's youth athletic programs	22.8%	40.3%	28.1%	5.3%	3.5%
Q10-8. City's adult athletic programs	20.2%	32.6%	38.0%	5.6%	3.6%
Q10-9. Quality of special events	26.2%	40.2%	28.7%	4.2%	0.7%
Q10-10. Ease of registering for programs	26.7%	39.8%	27.7%	4.4%	1.5%
Q10-11. Fees charged for recreation programs	17.9%	36.0%	35.6%	8.8%	1.7%
Q10-12. Quality of recreation programs or classes	20.9%	37.2%	34.9%	5.2%	1.8%

Q11. Which THREE of the items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. Top choice	Number	Percent
Maintenance of City parks	87	15.6 %
Number of City parks	38	6.8 %
Walking & biking trails in City	96	17.2 %
City Swimming pool/aquatic center	33	5.9 %
Gardner golf course	66	11.8 %
Outdoor athletic fields (e.g. baseball, soccer)	12	2.1 %
City's youth athletic programs	50	8.9 %
City's adult athletic programs	16	2.9 %
Quality of special events	14	2.5 %
Ease of registering for programs	4	0.7 %
Fees charged for recreation programs	31	5.5 %
Quality of recreation programs or classes	9	1.6 %
None chosen	103	18.4 %
Total	559	100.0 %

Q11. Which THREE of the items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 2nd choice	Number	Percent
Maintenance of City parks	44	7.9 %
Number of City parks	50	8.9 %
Walking & biking trails in City	78	14.0 %
City Swimming pool/aquatic center	33	5.9 %
Gardner golf course	33	5.9 %
Outdoor athletic fields (e.g. baseball, soccer)	28	5.0 %
City's youth athletic programs	32	5.7 %
City's adult athletic programs	20	3.6 %
Quality of special events	27	4.8 %
Ease of registering for programs	16	2.9 %
Fees charged for recreation programs	22	3.9 %
Quality of recreation programs or classes	25	4.5 %
None chosen	151	27.0 %
Total	559	100.0 %

Q11. Which THREE of the items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 3rd choice	Number	Percent
Maintenance of City parks	55	9.8 %
Number of City parks	30	5.4 %
Walking & biking trails in City	49	8.8 %
City Swimming pool/aquatic center	28	5.0 %
Gardner golf course	31	5.5 %
Outdoor athletic fields (e.g. baseball, soccer)	30	5.4 %
City's youth athletic programs	30	5.4 %
City's adult athletic programs	14	2.5 %
Quality of special events	27	4.8 %
Ease of registering for programs	8	1.4 %
Fees charged for recreation programs	32	5.7 %
Quality of recreation programs or classes	43	7.7 %
None chosen	182	32.6 %
Total	559	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE of the items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q11. Sum of Top 3 Choices	Number	Percent
Maintenance of City parks	186	33.3 %
Number of City parks	118	21.1 %
Walking & biking trails in City	223	39.9 %
City Swimming pool/aquatic center	94	16.8 %
Gardner golf course	130	23.3 %
Outdoor athletic fields (e.g. baseball, soccer)	70	12.5 %
City's youth athletic programs	112	20.0 %
City's adult athletic programs	50	8.9 %
Quality of special events	68	12.2 %
Ease of registering for programs	28	5.0 %
Fees charged for recreation programs	85	15.2 %
Quality of recreation programs or classes	77	13.8 %
None chosen	103	18.4 %
Total	1344	

Q12. City Utilities. Please rate your satisfaction with the following City utilities issues using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q12-1. Clarity & taste of tap water in your home	23.4%	47.0%	14.7%	9.5%	3.2%	2.1%
Q12-2. Water pressure in your home	25.2%	51.2%	10.6%	9.5%	2.7%	0.9%
Q12-3. Drainage of rain water off City streets	19.5%	51.9%	14.8%	9.3%	3.0%	1.4%
Q12-4. Drainage of rain water off properties next to your residence	14.3%	48.3%	14.8%	12.9%	7.3%	2.3%
Q12-5. Adequacy of City's wastewater collection system (e.g. sewer backups, odors)	21.1%	49.7%	16.6%	3.4%	0.9%	8.2%
Q12-6. Overall reliability of electrical service	36.9%	51.5%	7.7%	1.4%	0.5%	2.0%
Q12-7. How quickly electrical outages are repaired	29.3%	41.9%	12.2%	2.0%	0.7%	14.0%
Q12-8. What you are charged for utilities	6.4%	26.3%	25.8%	22.7%	16.8%	2.0%
Q12-9. How easy your utility bill is to understand	18.2%	47.8%	20.9%	8.8%	2.9%	1.4%
Q12-10. How easy it is to resolve billing problems	12.2%	28.4%	22.7%	5.5%	3.0%	28.1%

WITHOUT DON'T KNOW

Q12. City Utilities. Please rate your satisfaction with the following City utilities issues using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Clarity & taste of tap water in your home	23.9%	48.1%	15.0%	9.7%	3.3%
Q12-2. Water pressure in your home	25.5%	51.6%	10.6%	9.6%	2.7%
Q12-3. Drainage of rain water off City streets	19.8%	52.6%	15.1%	9.4%	3.1%
Q12-4. Drainage of rain water off properties next to your residence	14.7%	49.5%	15.2%	13.2%	7.5%
Q12-5. Adequacy of City's wastewater collection system (e.g. sewer backups, odors)	23.0%	54.2%	18.1%	3.7%	1.0%
Q12-6. Overall reliability of electrical service	37.6%	52.6%	7.8%	1.5%	0.5%
Q12-7. How quickly electrical outages are repaired	34.1%	48.6%	14.1%	2.3%	0.8%
Q12-8. What you are charged for utilities	6.6%	26.8%	26.3%	23.2%	17.2%
Q12-9. How easy your utility bill is to understand	18.5%	48.5%	21.2%	8.9%	2.9%
Q12-10. How easy it is to resolve billing problems	16.9%	39.6%	31.6%	7.7%	4.2%

Q13. Which THREE of the items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Clarity & taste of tap water in your home	88	15.7 %
Water pressure in your home	34	6.1 %
Drainage of rain water off City streets	37	6.6 %
Drainage of rain water off properties next to your residence	45	8.1 %
Adequacy of City's wastewater collection system (e.g. sewer backups, odors)	14	2.5 %
Overall reliability of electrical service	23	4.1 %
How quickly electrical outages are repaired	4	0.7 %
What you are charged for utilities	234	41.9 %
How easy your utility bill is to understand	6	1.1 %
How easy it is to resolve billing problems	7	1.3 %
None chosen	67	12.0 %
Total	559	100.0 %

Q13. Which THREE of the items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Clarity & taste of tap water in your home	64	11.4 %
Water pressure in your home	52	9.3 %
Drainage of rain water off City streets	49	8.8 %
Drainage of rain water off properties next to your residence	69	12.3 %
Adequacy of City's wastewater collection system (e.g. sewer backups, odors)	36	6.4 %
Overall reliability of electrical service	26	4.7 %
How quickly electrical outages are repaired	25	4.5 %
What you are charged for utilities	57	10.2 %
How easy your utility bill is to understand	38	6.8 %
How easy it is to resolve billing problems	25	4.5 %
None chosen	118	21.1 %
Total	559	100.0 %

Q13. Which THREE of the items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 3rd choice	Number	Percent
Clarity & taste of tap water in your home	48	8.6 %
Water pressure in your home	34	6.1 %
Drainage of rain water off City streets	46	8.2 %
Drainage of rain water off properties next to your residence	35	6.3 %
Adequacy of City's wastewater collection system (e.g. sewer backups, odors)	58	10.4 %
Overall reliability of electrical service	30	5.4 %
How quickly electrical outages are repaired	19	3.4 %
What you are charged for utilities	61	10.9 %
How easy your utility bill is to understand	28	5.0 %
How easy it is to resolve billing problems	32	5.7 %
None chosen	168	30.1 %
Total	559	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE of the items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q13. Sum of Top 3 Choices	Number	Percent
Clarity & taste of tap water in your home	200	35.8 %
Water pressure in your home	120	21.5 %
Drainage of rain water off City streets	132	23.6 %
Drainage of rain water off properties next to your residence	149	26.7 %
Adequacy of City's wastewater collection system (e.g. sewer backups, odors)	108	19.3 %
Overall reliability of electrical service	79	14.1 %
How quickly electrical outages are repaired	48	8.6 %
What you are charged for utilities	352	63.0 %
How easy your utility bill is to understand	72	12.9 %
How easy it is to resolve billing problems	64	11.4 %
None chosen	67	12.0 %
Total	1391	

Q14. City Communication. Please rate your satisfaction with the following aspects of communication provided by the City of Gardner using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Availability of information about City programs & services	19.7%	42.6%	23.3%	7.5%	1.1%	5.9%
Q14-2. City efforts to keep you informed about local issues	17.4%	38.6%	24.9%	10.9%	2.5%	5.7%
Q14-3. Level of public involvement in local decision making	9.5%	26.3%	30.9%	14.5%	4.3%	14.5%
Q14-4. Quality of City's website	15.0%	35.2%	30.9%	6.6%	1.1%	11.1%
Q14-5. Quality of City's newsletter	20.0%	41.0%	26.8%	3.2%	0.9%	8.1%
Q14-6. Quality of City's social media	11.6%	25.4%	29.9%	6.8%	1.8%	24.5%

WITHOUT DON'T KNOW

Q14. City Communication. Please rate your satisfaction with the following aspects of communication provided by the City of Gardner using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=559)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Availability of information about City programs & services	20.9%	45.2%	24.7%	8.0%	1.1%
Q14-2. City efforts to keep you informed about local issues	18.4%	41.0%	26.4%	11.6%	2.7%
Q14-3. Level of public involvement in local decision making	11.1%	30.8%	36.2%	16.9%	5.0%
Q14-4. Quality of City's website	16.9%	39.6%	34.8%	7.4%	1.2%
Q14-5. Quality of City's newsletter	21.8%	44.6%	29.2%	3.5%	1.0%
Q14-6. Quality of City's social media	15.4%	33.6%	39.6%	9.0%	2.4%

Q15. Which of the following are your primary sources of information about City issues, services, and events?

Q15. What are your primary sources of information about city issues, services, & events	Number	Percent
City newsletter ("Inside Gardner")	406	72.6 %
The Kansas City Star	50	8.9 %
The Gardner News	133	23.8 %
GardnerEdge.com	75	13.4 %
Television news	125	22.4 %
Digital publications/magazines	18	3.2 %
City website	245	43.8 %
Email notifications	127	22.7 %
Facebook	255	45.6 %
Twitter	17	3.0 %
YouTube	6	1.1 %
Other	37	6.6 %
Total	1494	

Q15. Other

Q15. Other	Number	Percent
Word of mouth	11	29.7 %
NEXTDOOR	4	10.8 %
CFG ON FACEBOOK	4	10.8 %
Texts	3	8.1 %
FRIENDS	2	5.4 %
Neighbors	2	5.4 %
City employees	1	2.7 %
PEOPLE	1	2.7 %
CITY HALL	1	2.7 %
Text alerts	1	2.7 %
COMMUNICATION WITH CITIZENS	1	2.7 %
MY NEIGHBOR WHO IS A LONGTIME RESIDENT	1	2.7 %
City Hall meetings	1	2.7 %
Observation	1	2.7 %
CITIZENS FOR THE FUTURE OF GARDNER	1	2.7 %
COUNCIL	1	2.7 %
Family, friends, neighbors	1	2.7 %
Total	37	100.0 %

Q16. Several reasons for deciding where to live are listed below. Using a scale from 1 to 4, where 4 is "Very important" and 1 is "Unimportant," please rate how important each reason was in your decision to live where you live.

(N=559)

	Very important	Somewhat important	Not sure	Unimportant	Not provided
Q16-1. Sense of community	51.2%	36.3%	4.7%	4.8%	3.0%
Q16-2. Quality of life	82.5%	12.7%	2.1%	0.0%	2.7%
Q16-3. Quality of public schools	71.7%	12.3%	4.1%	8.8%	3.0%
Q16-4. Low crime rate	85.2%	10.2%	2.0%	0.7%	2.0%
Q16-5. Employment opportunities in Gardner	22.4%	31.8%	12.9%	29.9%	3.0%
Q16-6. Close to jobs in other cities	46.0%	32.7%	5.7%	12.2%	3.4%
Q16-7. Access to highways	63.9%	29.2%	2.3%	2.1%	2.5%
Q16-8. Affordability of housing	75.7%	18.8%	2.1%	0.9%	2.5%
Q16-9. Quality of housing	77.1%	16.6%	2.1%	0.9%	3.2%
Q16-10. Retirement	33.6%	20.4%	15.2%	27.4%	3.4%
Q16-11. Overall cost of living is low	62.1%	26.1%	7.5%	1.3%	3.0%
Q16-12. Number of parks & trails	32.4%	43.6%	12.0%	8.8%	3.2%
Q16-13. Access to quality shopping	33.5%	41.1%	11.8%	10.9%	2.7%
Q16-14. Affordable shopping/merchandise	36.0%	43.1%	10.2%	8.2%	2.5%

WITHOUT NOT PROVIDED

Q16. Several reasons for deciding where to live are listed below. Using a scale from 1 to 4, where 4 is "Very important" and 1 is "Unimportant," please rate how important each reason was in your decision to live where you live. (without "not provided")

(N=559)

	Very important	Somewhat important	Not sure	Unimportant
Q16-1. Sense of community	52.8%	37.5%	4.8%	5.0%
Q16-2. Quality of life	84.7%	13.1%	2.2%	0.0%
Q16-3. Quality of public schools	74.0%	12.7%	4.2%	9.0%
Q16-4. Low crime rate	86.9%	10.4%	2.0%	0.7%
Q16-5. Employment opportunities in Gardner	23.1%	32.8%	13.3%	30.8%
Q16-6. Close to jobs in other cities	47.6%	33.9%	5.9%	12.6%
Q16-7. Access to highways	65.5%	29.9%	2.4%	2.2%
Q16-8. Affordability of housing	77.6%	19.3%	2.2%	0.9%
Q16-9. Quality of housing	79.7%	17.2%	2.2%	0.9%
Q16-10. Retirement	34.8%	21.1%	15.7%	28.3%
Q16-11. Overall cost of living is low	64.0%	26.9%	7.7%	1.3%
Q16-12. Number of parks & trails	33.5%	45.1%	12.4%	9.1%
Q16-13. Access to quality shopping	34.4%	42.3%	12.1%	11.2%
Q16-14. Affordable shopping/merchandise	36.9%	44.2%	10.5%	8.4%

Q16. Then, please indicate if your needs are being met in Gardner.

(N=559)

	Yes	No
Q16-1. Sense of community	86.5%	13.5%
Q16-2. Quality of life	89.1%	10.9%
Q16-3. Quality of public schools	88.5%	11.5%
Q16-4. Low crime rate	94.6%	5.4%
Q16-5. Employment opportunities in Gardner	60.6%	39.4%
Q16-6. Close to jobs in other cities	88.0%	12.0%
Q16-7. Access to highways	86.0%	14.0%
Q16-8. Affordability of housing	77.9%	22.1%
Q16-9. Quality of housing	84.2%	15.8%
Q16-10. Retirement	67.0%	33.0%
Q16-11. Overall cost of living is low	63.6%	36.4%
Q16-12. Number of parks & trails	76.5%	23.5%
Q16-13. Access to quality shopping	56.7%	43.3%
Q16-14. Affordable shopping/merchandise	68.1%	31.9%

Q17. What is your age?

<u>Q17. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	127	22.7 %
35-44	122	21.8 %
45-54	108	19.3 %
55-64	88	15.7 %
65+	102	18.2 %
Not provided	12	2.1 %
Total	559	100.0 %

Q18. Your gender:

<u>Q18. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	276	49.4 %
Female	282	50.4 %
Not provided	1	0.2 %
Total	559	100.0 %

Q19. Would you say your total household income is...

<u>Q19. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	38	6.8 %
\$30K-\$59,999	125	22.4 %
\$60K-\$99,999	210	37.6 %
\$100K+	161	28.8 %
Not provided	25	4.5 %
Total	559	100.0 %

Q20. Do you own or rent your current residence?

Q20. Do you own or rent your current residence	Number	Percent
Own	477	85.3 %
Rent	80	14.3 %
Not provided	2	0.4 %
Total	559	100.0 %

Q21. Approximately how many years have you lived in the City of Gardner?

Q21. How many years have you lived in City of Gardner	Number	Percent
Less than 5 years	184	32.9 %
5-10 years	117	20.9 %
11-20 years	176	31.5 %
20+ years	82	14.7 %
Total	559	100.0 %

Section 5

Survey Instrument



City of Gardner Resident:

The City of Gardner needs your input on the enclosed Citizen Survey which will be used to gather information about the priorities and quality of services provided by the City. Please complete this survey only if you are a resident of the City of Gardner.

Since only a limited number of households in the City of Gardner were selected at random to receive the survey, it is very important that you participate. Your responses will be used as part of the needs assessment process that will help shape the future of our City. Your voice is important.

The Citizen Survey has been a valuable tool in monitoring the quality of City services, helping establish budget priorities and making policy decisions. This year, the City has again partnered with ETC Institute to administer the survey.

If possible, please complete and return the survey within the next two weeks. A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. They will compile the results and present a report to the City in a few weeks.

Survey results will be posted on the City's website.

If you have questions, please contact Matthew Wolff, Senior Management Analyst, at mwolff@gardnerkansas.gov.

Regards,

A handwritten signature in black ink, appearing to read 'Steve Shute', is written over a faint, larger version of the same signature.

Steve Shute, Mayor

2018 City of Gardner Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's on-going effort to involve citizens in long-range planning and investment decisions. If you have questions, please contact Matt Wolff, Senior Management Analyst at mwolff@gardnerkansas.gov. You can also complete the survey online at gardnersurvey.org.

1. **Perception of the City.** Please rate your overall satisfaction with each of the following major categories of services provided by the City of Gardner using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of police	5	4	3	2	1	9
2. Overall quality of city Parks and Recreation programs and facilities	5	4	3	2	1	9
3. Overall maintenance of city streets, buildings and facilities	5	4	3	2	1	9
4. Overall quality of city water, sewer and electric utilities	5	4	3	2	1	9
5. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
6. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
7. Overall effectiveness of city communication with the public	5	4	3	2	1	9
8. Overall flow of traffic in the city	5	4	3	2	1	9

2. Which THREE of the items listed in Question 1 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 1.]

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

3. Several items that may influence your perception of the City of Gardner are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City of Gardner	5	4	3	2	1	9
2. Overall image of the city	5	4	3	2	1	9
3. How well the city is planning growth	5	4	3	2	1	9
4. Overall quality of life in the city	5	4	3	2	1	9
5. Quality of new development in Gardner	5	4	3	2	1	9
6. Overall feeling of safety in the city	5	4	3	2	1	9
7. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9

4. **Community Safety.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following Public Safety services provided by the City of Gardner.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The visibility of police in neighborhoods	5	4	3	2	1	9
2.	The visibility of police in retail areas	5	4	3	2	1	9
3.	The city's efforts to prevent crime	5	4	3	2	1	9
4.	Enforcement of local traffic laws	5	4	3	2	1	9
5.	Public safety education programs	5	4	3	2	1	9
6.	The level of emphasis and resources used to combat illegal drug activities	5	4	3	2	1	9
7.	Quality of animal control	5	4	3	2	1	9
8.	How quickly Police personnel respond to emergencies	5	4	3	2	1	9

5. Which THREE of the items listed in Question 4 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 4.]

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

6. Please rate how safe you feel in each of the following circumstances using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe."

How safe do you feel...	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
1. Walking alone in your neighborhood after dark	4	3	2	1	9
2. Walking alone in your neighborhood during the day	4	3	2	1	9
3. Walking alone in business areas or downtown after dark	4	3	2	1	9
4. Walking alone in business areas or downtown during the day	4	3	2	1	9

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

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the cleanup of litter and debris	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of lawns	5	4	3	2	1	9
3.	Enforcing the maintenance of residential property	5	4	3	2	1	9
4.	Enforcing the maintenance of business property	5	4	3	2	1	9
5.	Enforcing sign regulations	5	4	3	2	1	9

8. Please rate your satisfaction with the following maintenance services provided by the city using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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 street traffic signals and street signs	5	4	3	2	1	9
04.	Maintenance and preservation of Downtown Gardner	5	4	3	2	1	9
05.	Maintenance of city buildings, such as City Hall	5	4	3	2	1	9
06.	Snow removal on major city streets	5	4	3	2	1	9
07.	Snow removal on streets in residential areas	5	4	3	2	1	9
08.	Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
09.	Overall cleanliness of public areas	5	4	3	2	1	9
10.	Adequacy of city street lighting	5	4	3	2	1	9
11.	Maintenance of sidewalks	5	4	3	2	1	9

9. Which THREE of the items listed in Question 8 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 8.]

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

10. **Parks and Recreation.** Please rate your satisfaction with each of the following Parks and Recreation issues using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of city parks	5	4	3	2	1	9
02.	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.	City Swimming pool/aquatic center	5	4	3	2	1	9
05.	Gardner golf course	5	4	3	2	1	9
06.	Outdoor athletic fields (e.g. baseball, soccer)	5	4	3	2	1	9
07.	The city's youth athletic programs	5	4	3	2	1	9
08.	The city's adult athletic programs	5	4	3	2	1	9
09.	Quality of special events	5	4	3	2	1	9
10.	Ease of registering for programs	5	4	3	2	1	9
11.	Fees charged for recreation programs	5	4	3	2	1	9
12.	Quality of recreation programs or classes	5	4	3	2	1	9

11. Which THREE of the items listed in Question 10 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 10.]

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

12. City Utilities. Please rate your satisfaction with the following city utilities issues using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The clarity and taste of the tap water in your home	5	4	3	2	1	9
02.	Water pressure in your home	5	4	3	2	1	9
03.	Drainage of rain water off city streets	5	4	3	2	1	9
04.	Drainage of rain water off properties next to your residence	5	4	3	2	1	9
05.	Adequacy of the city's wastewater collection system (e.g. sewer backups, odors)	5	4	3	2	1	9
06.	Overall reliability of electrical service	5	4	3	2	1	9
07.	How quickly electrical outages are repaired	5	4	3	2	1	9
08.	What you are charged for utilities	5	4	3	2	1	9
09.	How easy your utility bill is to understand	5	4	3	2	1	9
10.	How easy it is to resolve billing problems	5	4	3	2	1	9

13. Which THREE of the items listed in Question 12 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 12.]

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

14. City Communication. Please rate your satisfaction with the following aspects of communication provided by the City of Gardner using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		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.	City efforts to keep you informed about local issues	5	4	3	2	1	9
3.	The level of public involvement in local decision making	5	4	3	2	1	9
4.	The quality of the city's website	5	4	3	2	1	9
5.	The quality of the city's newsletter	5	4	3	2	1	9
6.	The quality of the city's Social Media	5	4	3	2	1	9

15. Which of the following are your primary sources of information about city issues, services, and events? [Check all that apply.]

- | | |
|---|------------------------------|
| ____(01) City newsletter ("Inside Gardner") | ____(07) City website |
| ____(02) The Kansas City Star | ____(08) Email notifications |
| ____(03) The Gardner News | ____(09) Facebook |
| ____(04) GardnerEdge.com | ____(10) Twitter |
| ____(05) Television news | ____(11) YouTube |
| ____(06) Digital publications/magazines | ____(12) Other: _____ |

16. Several reasons for deciding where to live are listed below. Using a scale from 1 to 4, where 4 is "Very important" and 1 is "Unimportant", please rate how important each reason was in your decision to live where you live. Then, please indicate if your needs are being met in Gardner.

		Very Important	Somewhat Important	Not Sure	Un-Important	Are your needs being met in Gardner?	
01.	Sense of community	4	3	2	1	Yes	No
02.	Quality of life	4	3	2	1	Yes	No
03.	Quality of public schools	4	3	2	1	Yes	No
04.	Low crime rate	4	3	2	1	Yes	No
05.	Employment opportunities in Gardner	4	3	2	1	Yes	No
06.	Close to jobs in other cities	4	3	2	1	Yes	No
07.	Access to highways	4	3	2	1	Yes	No
08.	Affordability of housing	4	3	2	1	Yes	No
09.	Quality of housing	4	3	2	1	Yes	No
10.	Retirement	4	3	2	1	Yes	No
11.	Overall cost of living is low	4	3	2	1	Yes	No
12.	Number of parks and trails	4	3	2	1	Yes	No
13.	Access to quality shopping	4	3	2	1	Yes	No
14.	Affordable shopping/merchandise	4	3	2	1	Yes	No

Demographics

17. What is your age? _____ years
18. Your gender: _____(1) Male _____(2) Female
19. Would you say your total household income is...
 _____(1) Under \$30,000 _____(2) \$30,000-\$59,999 _____(3) \$60,000-\$99,999 _____(4) More than \$100,000
20. Do you own or rent your current residence? _____(1) Own _____(2) Rent
21. Approximately how many years have you lived in the City of Gardner?
 _____(1) Less than 5 years _____(2) 5-10 years _____(3) 11-20 years _____(4) 20+ years

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 problems with city services. If your address is not correct, please provide the correct information. Thank you.