



# City of Smithville Citizen Survey Presentation

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PRESENTED BY ETC INSTITUTE

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

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

*For more than 35 years, **our mission** has  
been to help municipal governments  
gather and use survey data to enhance  
organizational performance.*



# Purpose

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To objectively assess resident satisfaction with the delivery of City services

To compare the City's performance with residents regionally and nationally

To analyze trends in results from 2019

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

# Methodology

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## Survey Description

- Second Community Survey conducted for the City by ETC Institute

## Method of Administration

- By mail and online to a random sample of households in the City
- Each survey took approximately 15-20 minutes to complete

## Sample Size

- **Goal:** 300 surveys
- **Actual:** 408 surveys

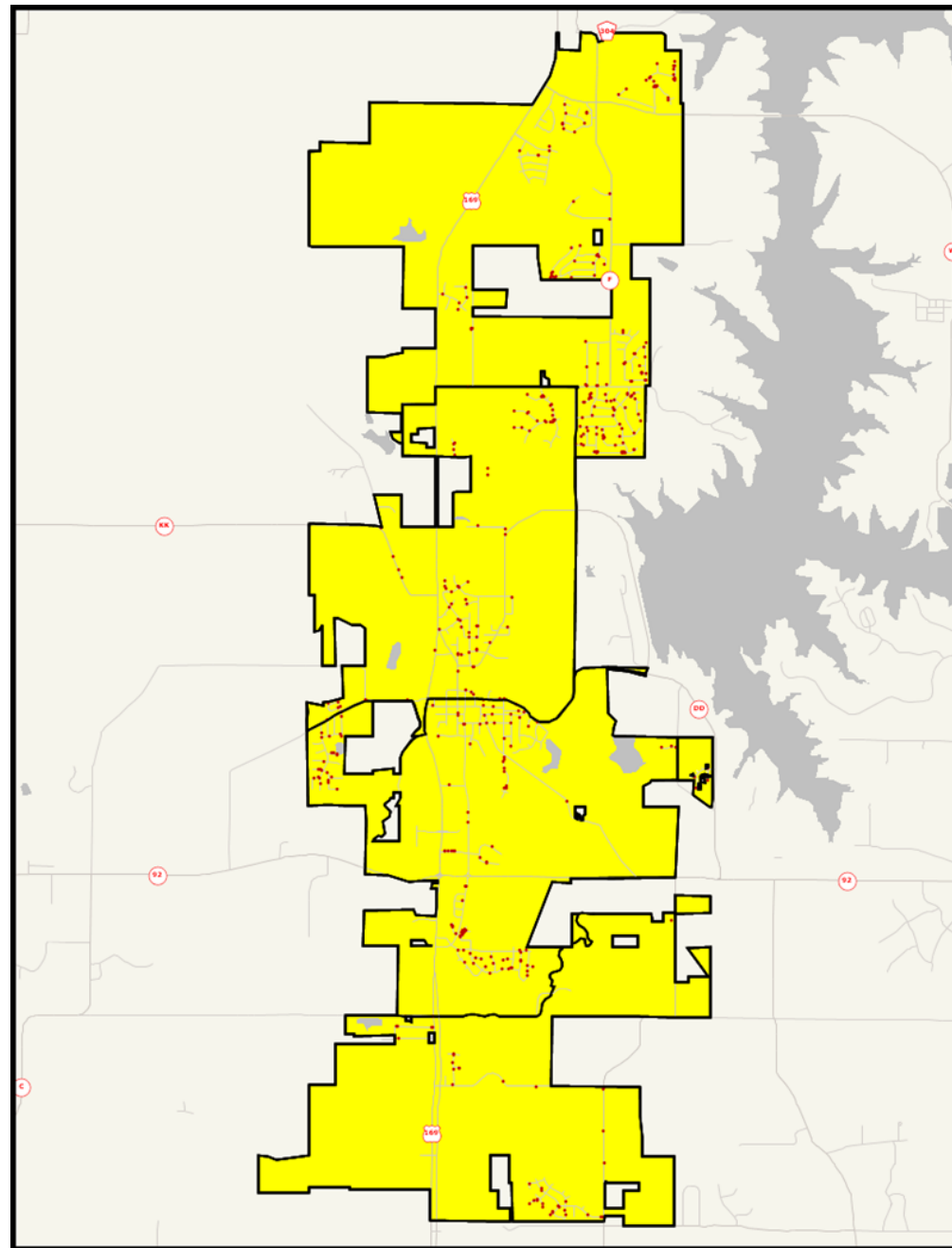
## Margin of Error

- +/- 4.7% at the 95% level of confidence

# Location of Survey Respondents

Good representation of responses  
throughout the City

Home address of all respondents are  
geocoded to the block level



**2021 City of Smithville Citizen Survey**

# Bottom Line Up Front

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## Residents Have a Very Positive Perception of the City

- 81% of respondents were “very satisfied” or “satisfied” with the overall quality of life in the City - **13%-point increase from 2019**
- 73% of respondents were “very satisfied” or “satisfied” with the overall quality of services provided by the City –**15%-point increase from 2019**

## Satisfaction with City Services is Much Higher in Smithville Than Other Communities

- The City rated above the U.S. average in 46 of the 49 areas assessed, and significantly above the average (5% or more) in 36 of the areas
- Ratings for the overall quality of City services were 14.4%-points above the U.S. Average when accounting for Very Satisfied and Satisfied remarks

## Priorities for Improvement

- Maintenance of major City streets
- Maintenance of neighborhood streets

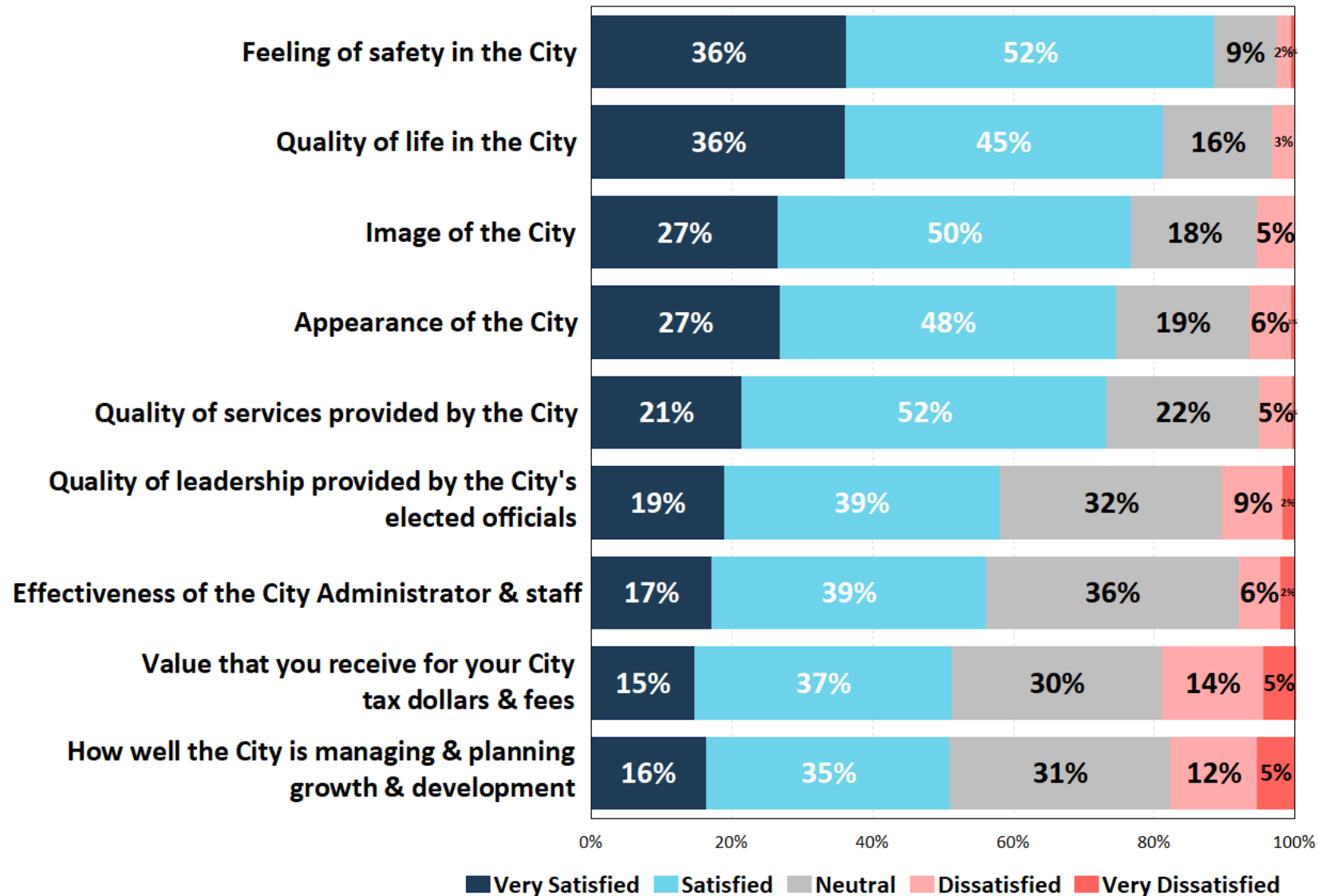
# Perceptions

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RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY

## Q2. Level of Satisfaction With Perception Items

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)

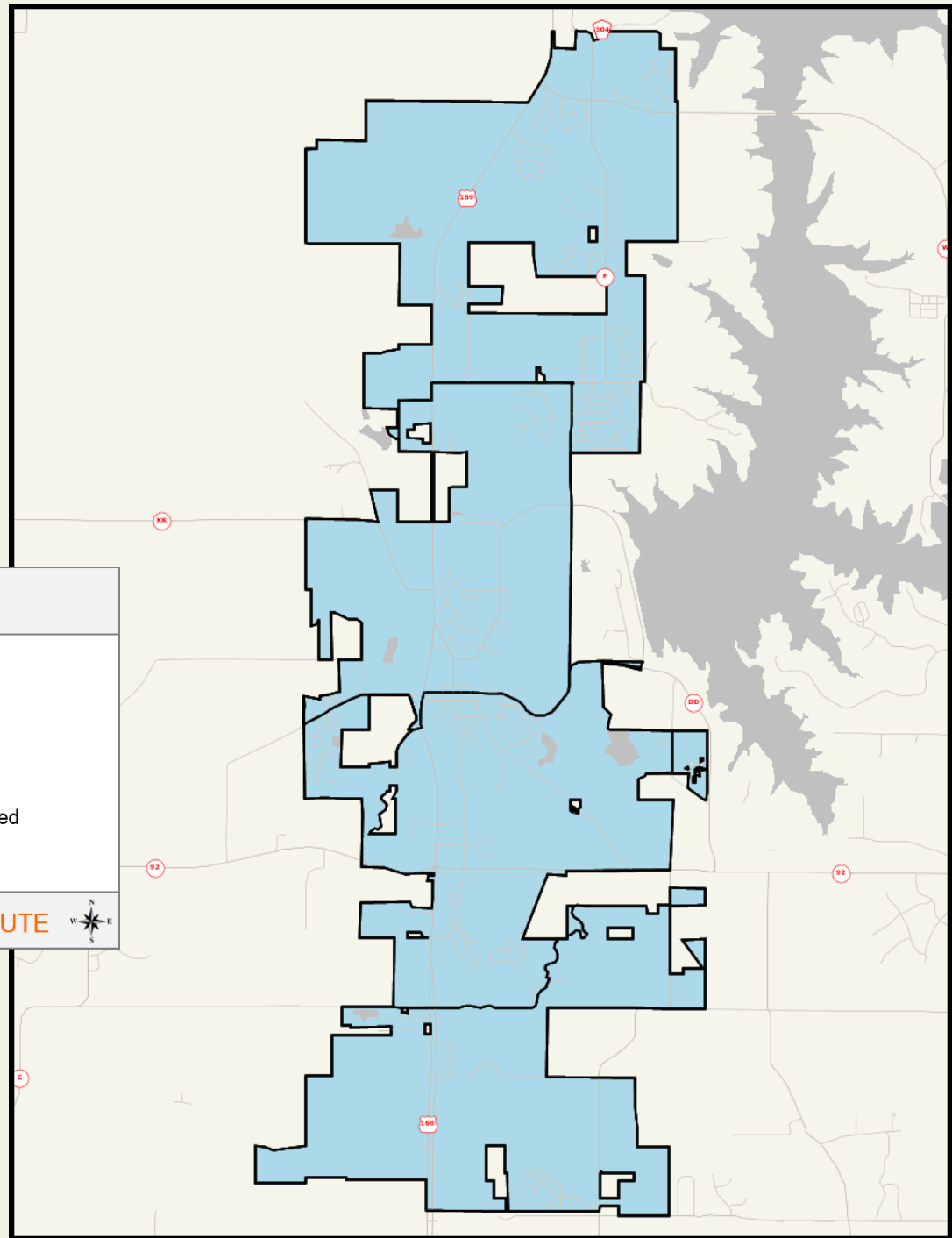
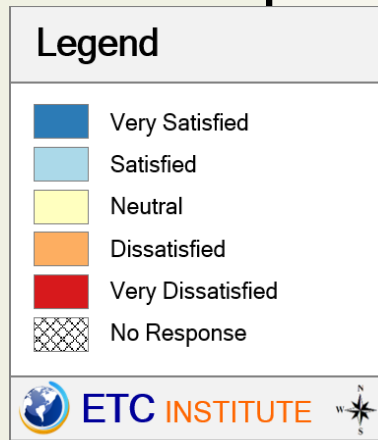


81% of Residents are either “Very Satisfied” or “Satisfied” with the Quality of Life in the City - only 3% are “Very Dissatisfied” or “Dissatisfied”



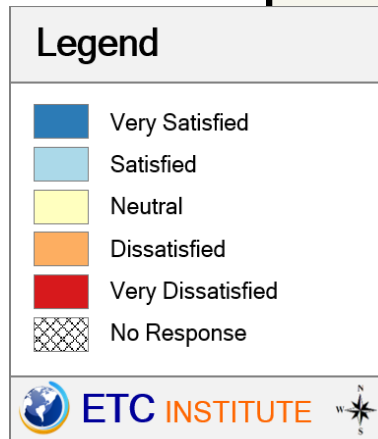
# Overall Quality of Services Provided by the City

The City is doing an excellent job of providing services equitably to all members of the community



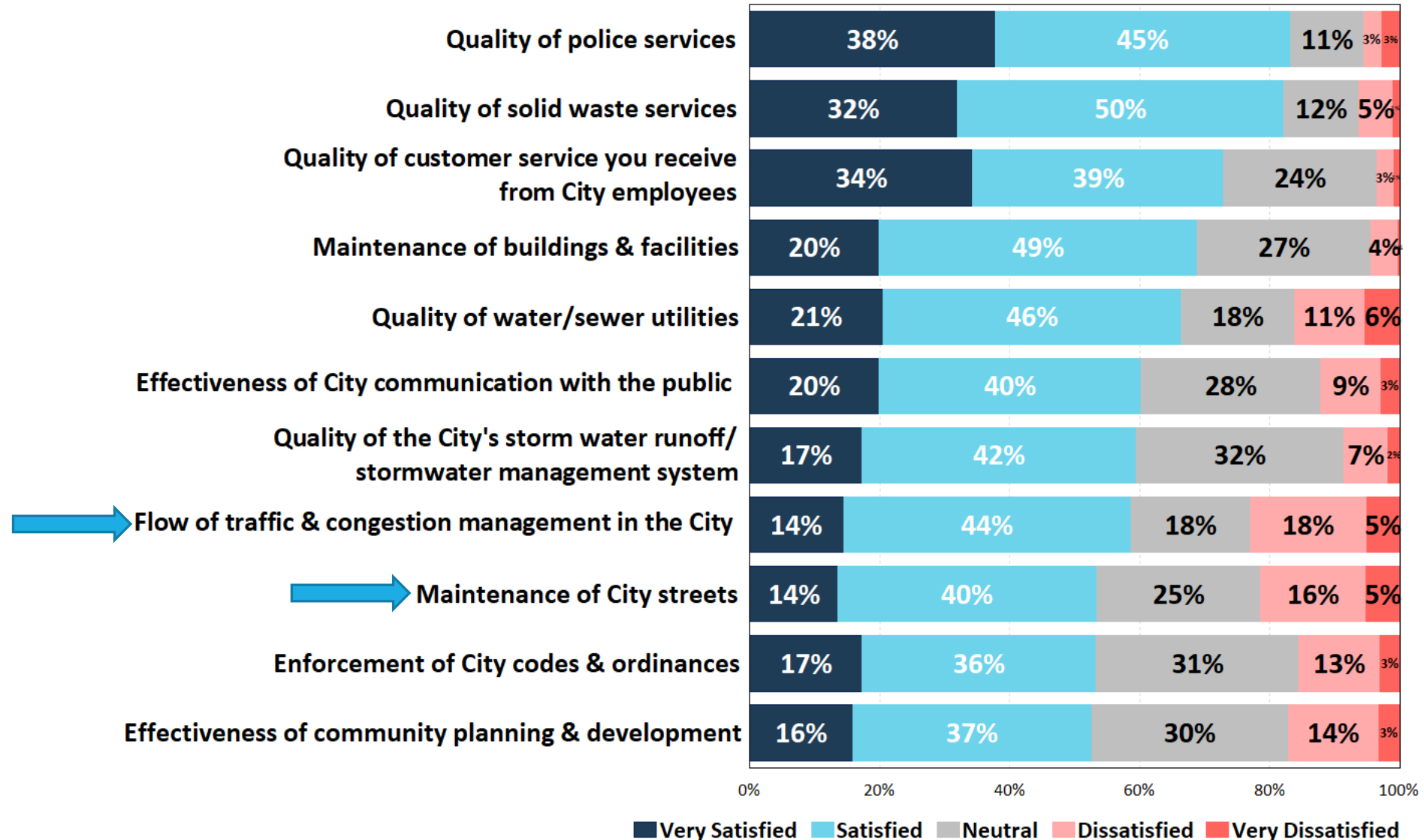
# Overall Quality of Life in the City

The City is doing an excellent job of providing services equitably to all members of the community



# Q1. Level of Satisfaction With City Services

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)

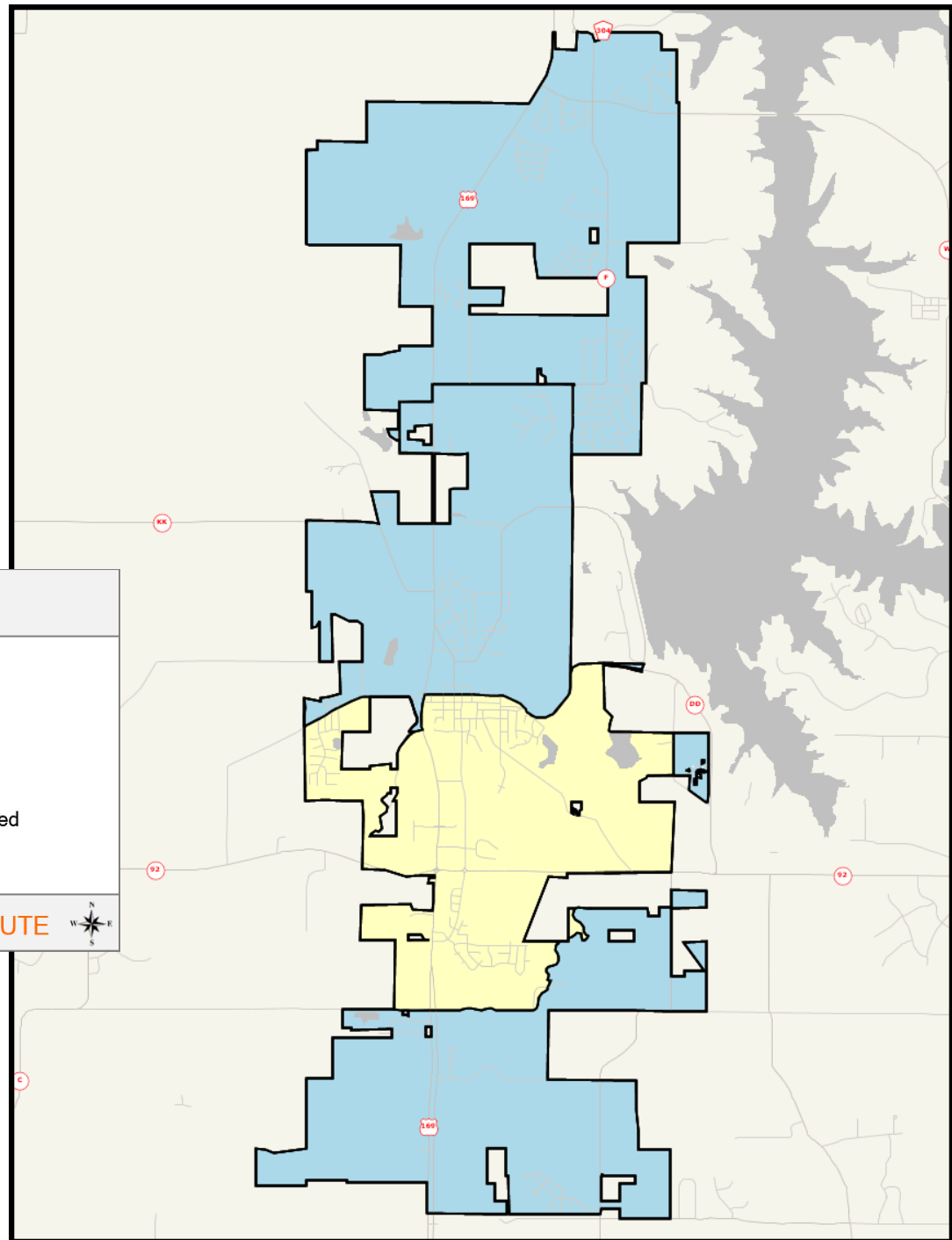
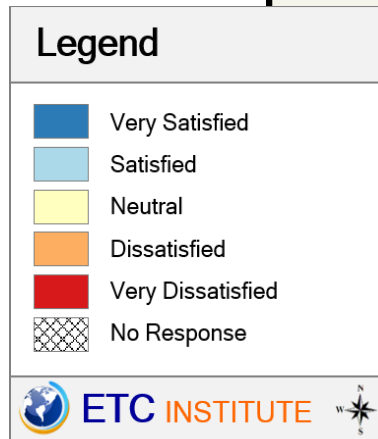


Areas with highest levels of dissatisfaction are directly related to the top priorities for improvement in 2021

# Overall Maintenance of City Streets

Top priorities for improvement include maintenance of major City streets and neighborhood streets. This map shows where residents are less satisfied with City streets than other areas of the City that were generally satisfied with street maintenance

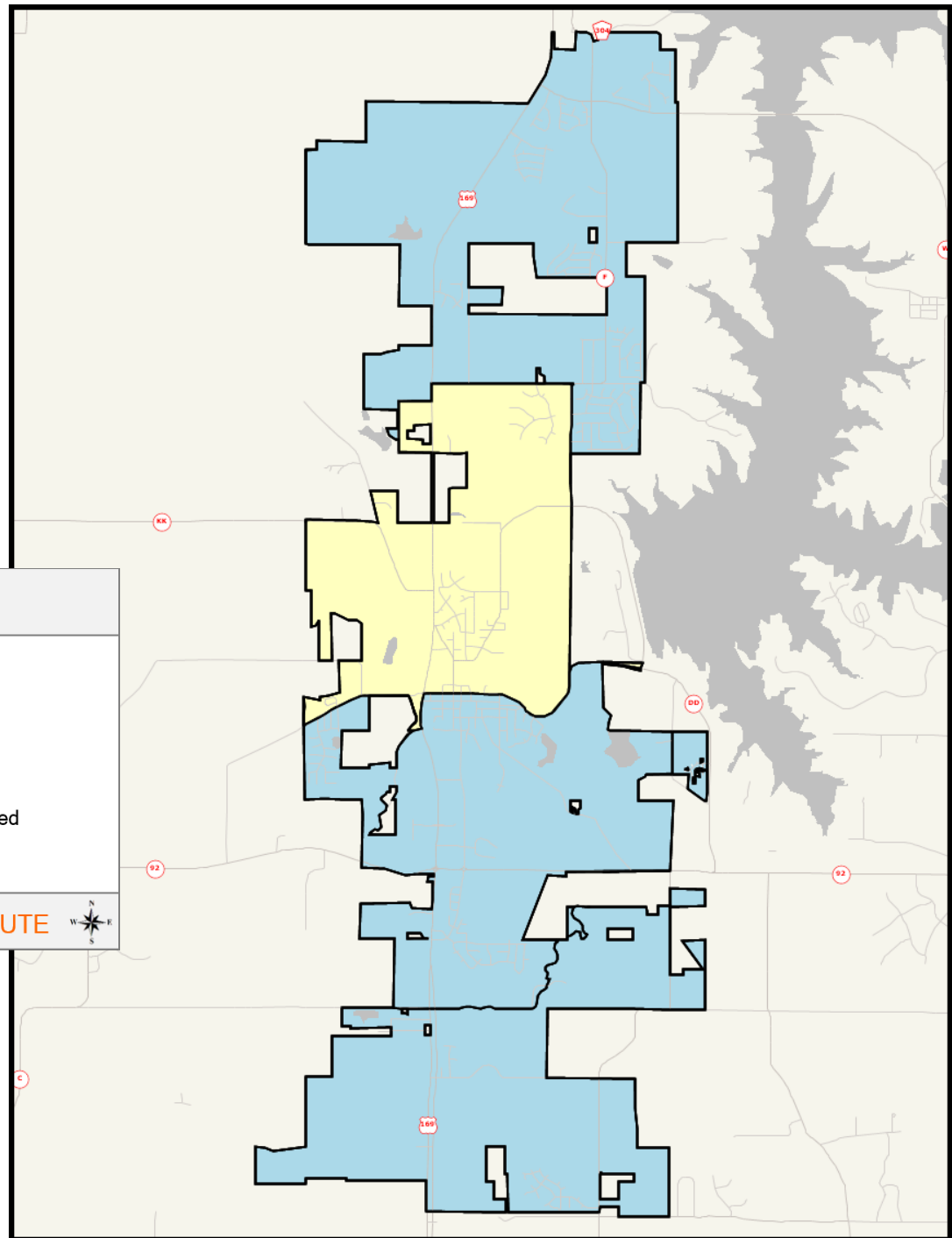
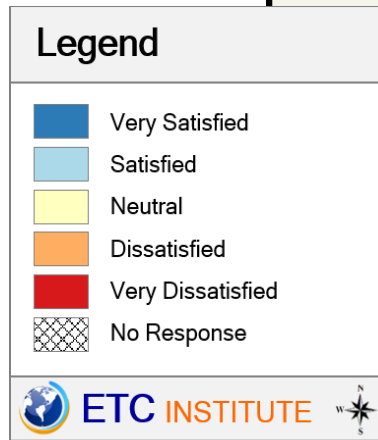
GIS Maps can help City leaders pinpoint areas of dissatisfaction to ensure improvement efforts are focus on the areas where residents show the most concern with the delivery of the service



# Overall Flow of Traffic and Congestion Management

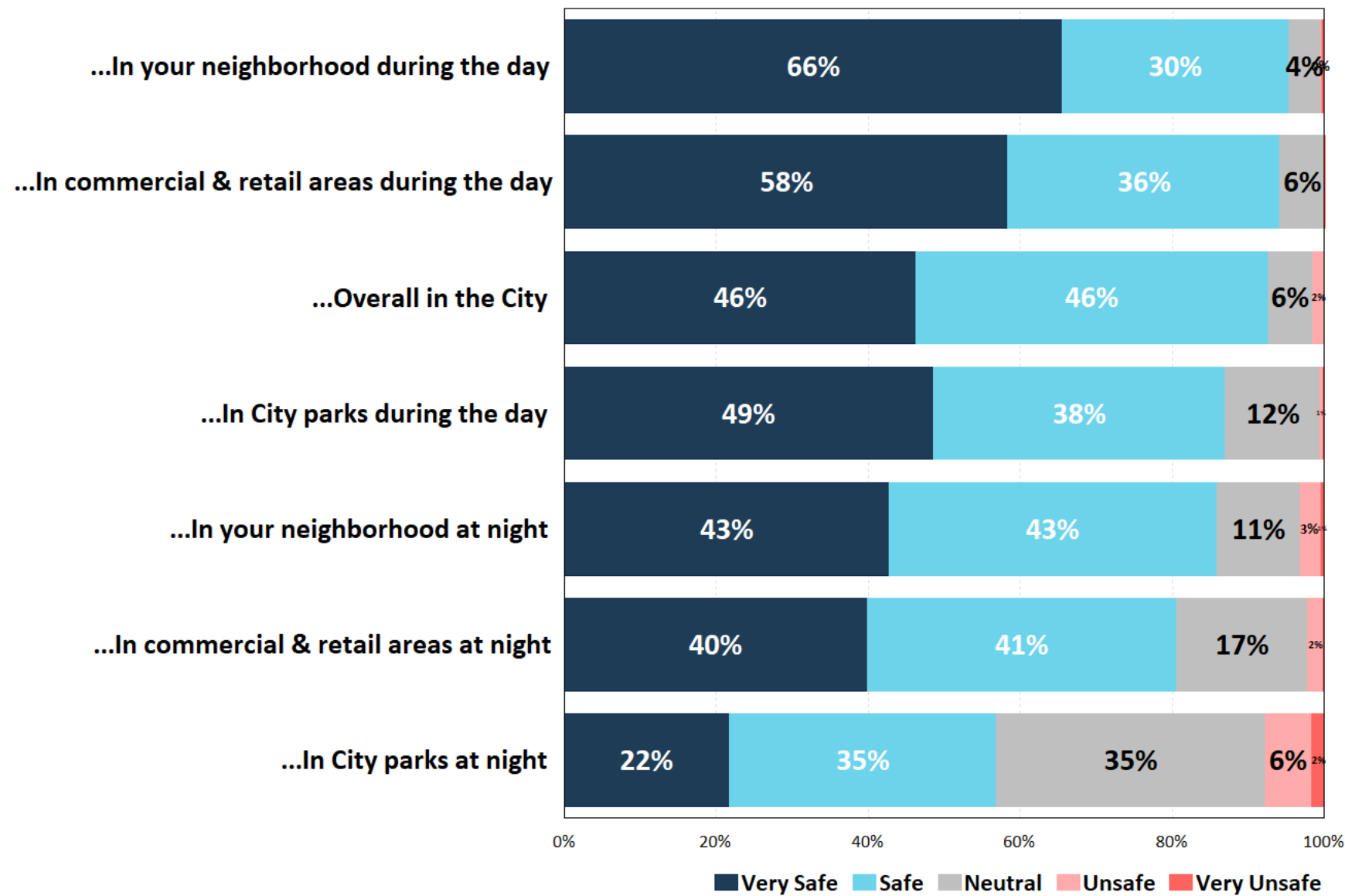
Top priorities for improvement include overall flow of traffic and congestion management. This map shows where residents are less satisfied with the flow of traffic and congestion management than other areas of the City that were generally satisfied with this item.

GIS Maps can help City leaders pinpoint areas of dissatisfaction to ensure improvement efforts are focus on the areas where residents show the most concern with the delivery of the service



# Q5. Perceptions of Safety: How Safe Do You Feel...

by percentage of respondents using a 5-point scale, where 5 means *very safe* and 1 means *very unsafe* (excluding *don't know* responses)



Residents continue to feel safe in all areas assessed with very few “unsafe” or “very unsafe” ratings

# Trends

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THE CITY SAW DRAMATIC INCREASES IN MANY AREAS SINCE 2019

# Trends from 2019

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Results from 2019 were compared to the 2021 results to determine changes in City performance

Overall, there were 71 items that were comparable from the 2021 and 2019 survey results

Of the 71 items that were comparable, the City saw significant increases in 54 areas (76%)

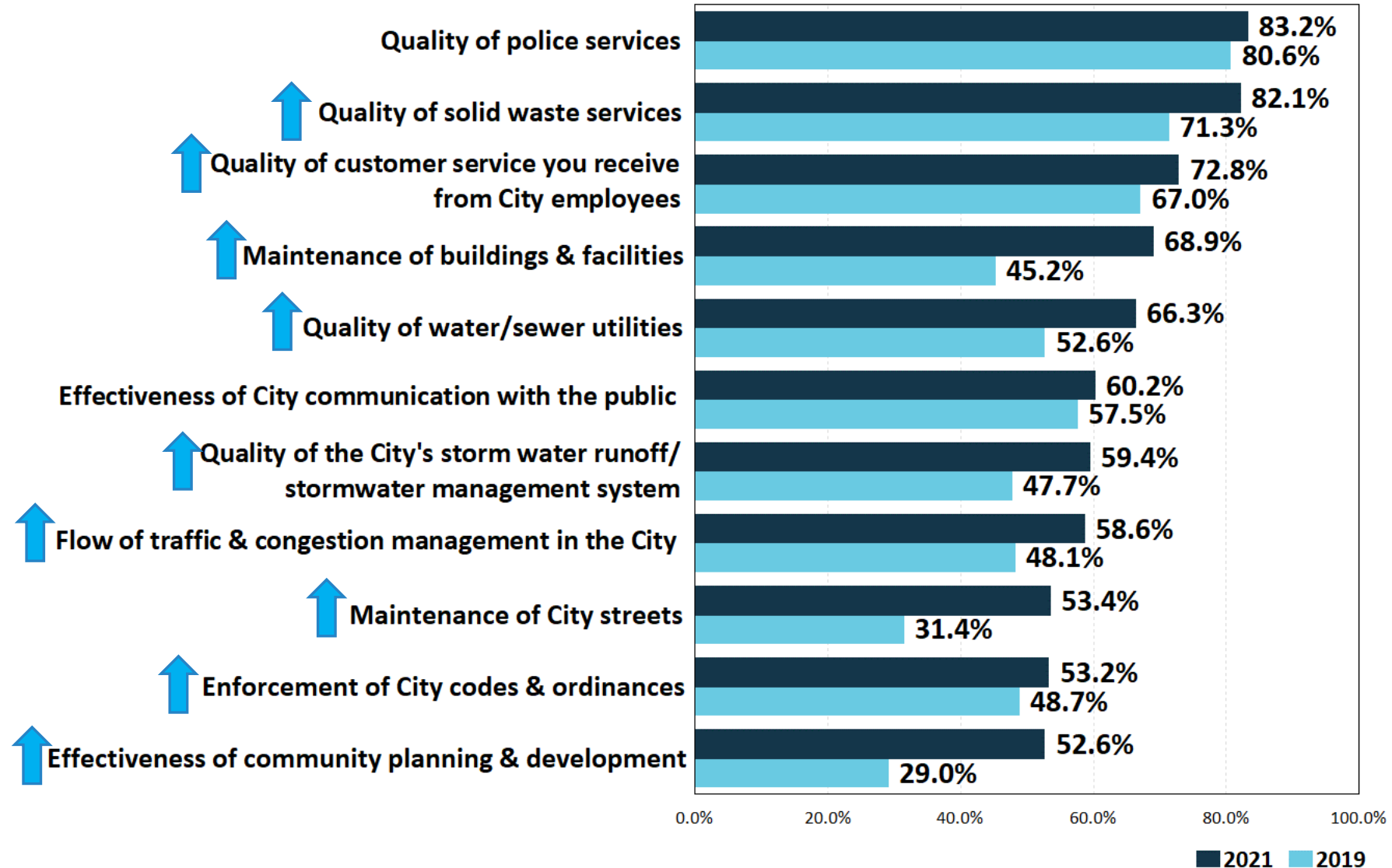
In 2021 the Parks and Recreation questions were asked differently which explains some of the significant increases in ratings

- In 2019, respondents were asked to simply rate each of the items listed
- In 2021, respondents were asked first if they had experience with the item and if so, they rated the item
  - The City performed extremely well in each of the seven (7) areas that were assessed related to Parks and Recreation



# Satisfaction With City Services Trends (2021 v. 2019)

by the sum percentage of respondents that indicated they were either *very satisfied* or *satisfied*  
(excluding *don't know* responses)



Significant Increases: ↑

# Significant Increases from 2019

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Quality of playground equipment\*

Ease of registering for programs\*

Fees charged for recreation programs\*

Appearance of the City

Quality of outdoor athletic fields\*

Adult recreation programs\*

Youth recreation programs\*

How well the City is managing & planning growth & development

Appearance of City parks\*

Image of the City

Maintenance of major City streets

Maintenance of sidewalks in the City

Maintenance of City parks\*

Maintenance of City parks & park equipment

Maintenance of buildings & facilities

Effectiveness of community planning & development

Maintenance of City streets

Number of walking & biking trails\*

Maintenance of City buildings

Cleanliness of City streets & other public areas

They helped you resolve an issue to your satisfaction

As a place to work

Maintenance of stormwater drainage system

Maintenance of the City's trail system

Maintenance of wastewater

Maintenance of street signs/traffic signals

Quality of services provided by the City

Value that you receive for your City tax dollars & fees

Items with an asterisk (\*) were Parks and Recreation items asked differently in 2019

# Significant Increases from 2019

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They did what they said they would do in a timely manner

Enforcing exterior maintenance of business

Quality of water/sewer utilities

Snow removal on all City streets

As a place for play/leisure

Quality of life in the City

As a place to retire

Enforcing mowing/cutting of weeds & tall grass on private property

Quality of the City's storm water runoff/stormwater management system

Mowing of City property

They gave prompt, accurate, & complete answers to questions

Quality of solid waste services

Flow of traffic & congestion management in the City

Speed of code compliance process

They were courteous & polite

Maintenance of streets in your neighborhood

Quality of building & permit process

Enforcing exterior maintenance of residential property

Enforcing clean-up of debris on private property

Availability of information about City programs & services

As a place where you would buy your next home

For an overall quality of life

Feeling of safety in the City

Quality of customer service you receive from City employees

As a place to live

Enforcement of City codes & ordinances

# Significant Decreases from 2019

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There were NO significant decreases from the 2019 survey

City leaders should ensure these trends remain by doing another survey in 2023 to track performance in key areas and to ensure City initiatives are effective in swaying satisfaction

There were six (6) items that received lower ratings than in 2019—none were significant:

- Visibility of police in neighborhoods
- Quality of local police protection
- Overall efforts by the City to prevent crime
- Enforcement of local traffic laws
- Information provided through the City's social media sites

# Benchmarks

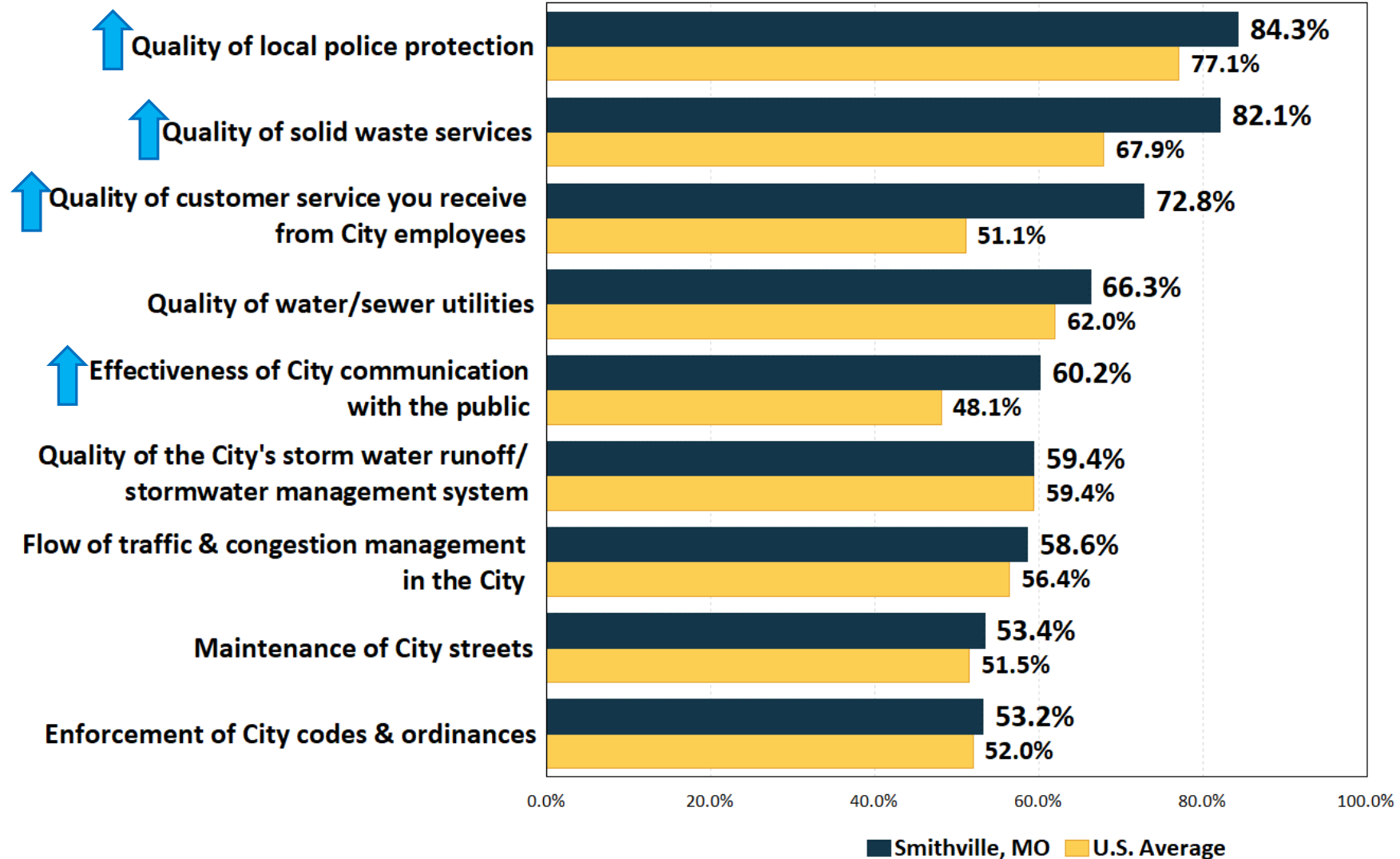
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THE CITY RATES HIGHER THAN OTHER COMMUNITIES

# Benchmarks: Satisfaction With City Services

## Smithville, MO Compared to U.S. Average

by the sum percentage of respondents that indicated they were either *very satisfied* or *satisfied*  
(excluding *don't know* responses)

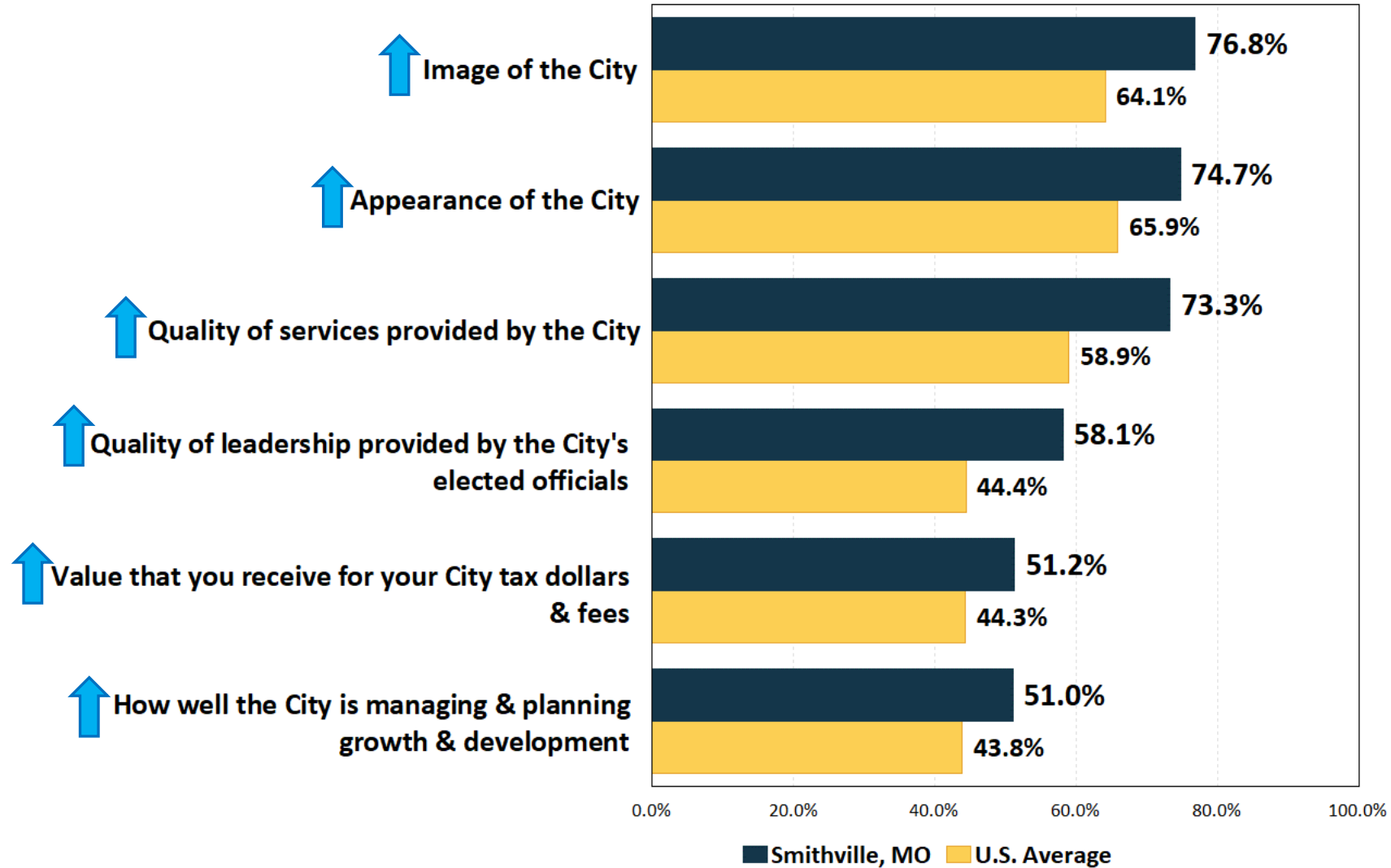


Significantly Higher: ↑

# Benchmarks: Satisfaction With Perception Items

## Smithville, MO Compared to U.S. Average

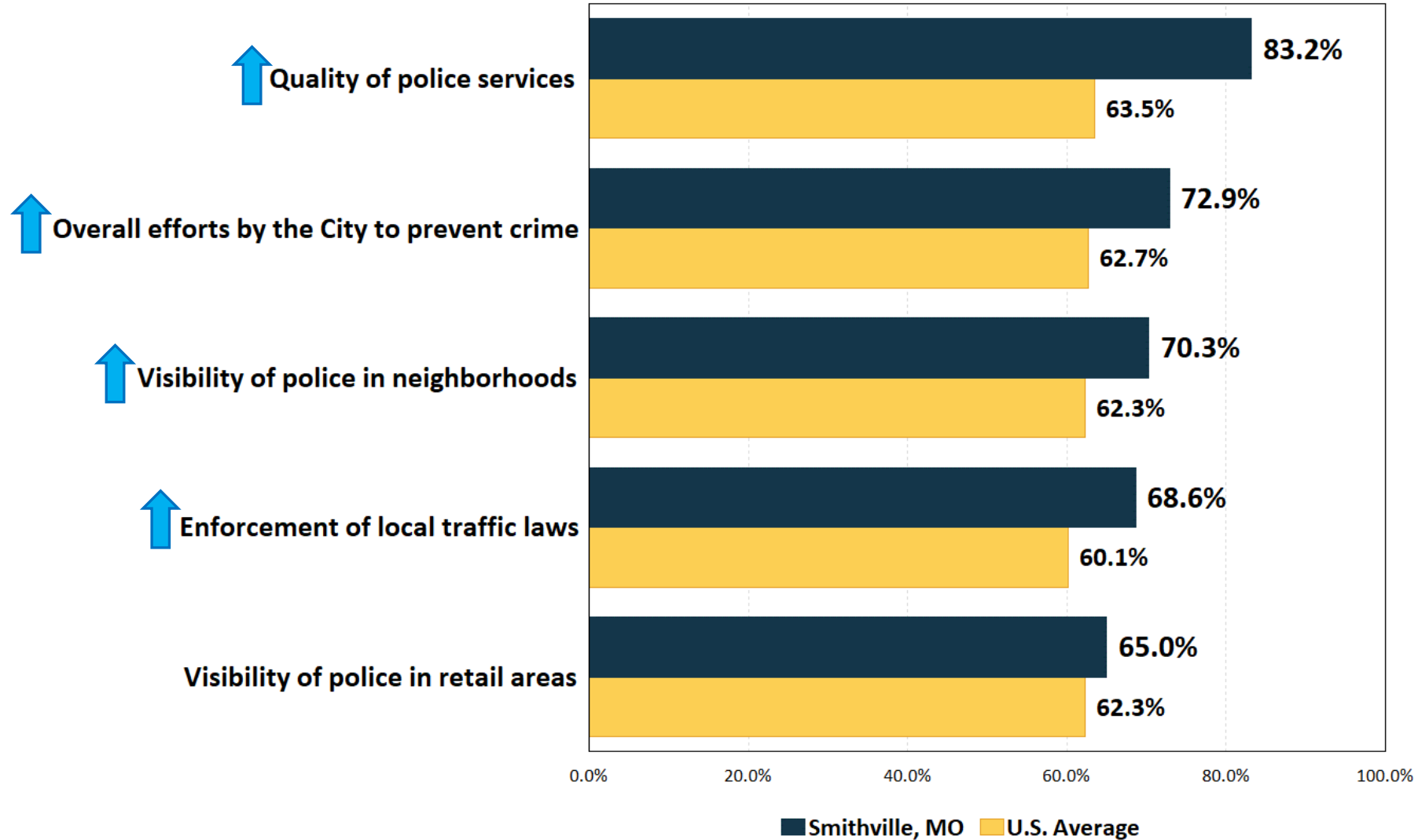
by the sum percentage of respondents that indicated they were either *very satisfied* or *satisfied*  
(excluding *don't know* responses)



Significantly Higher: ↑

# Benchmarks: Satisfaction With Public Safety Services Smithville, MO Compared to U.S. Average

by the sum percentage of respondents that indicated they were either *very satisfied* or *satisfied*  
(excluding *don't know* responses)



Significantly Higher: ↑



# Benchmarks: Feeling of Safety in the City Smithville, MO Compared to U.S. Average

by the sum percentage of respondents that indicated they feel either *very safe* or *safe*  
(excluding *don't know* responses)

How very safe/safe do you feel...



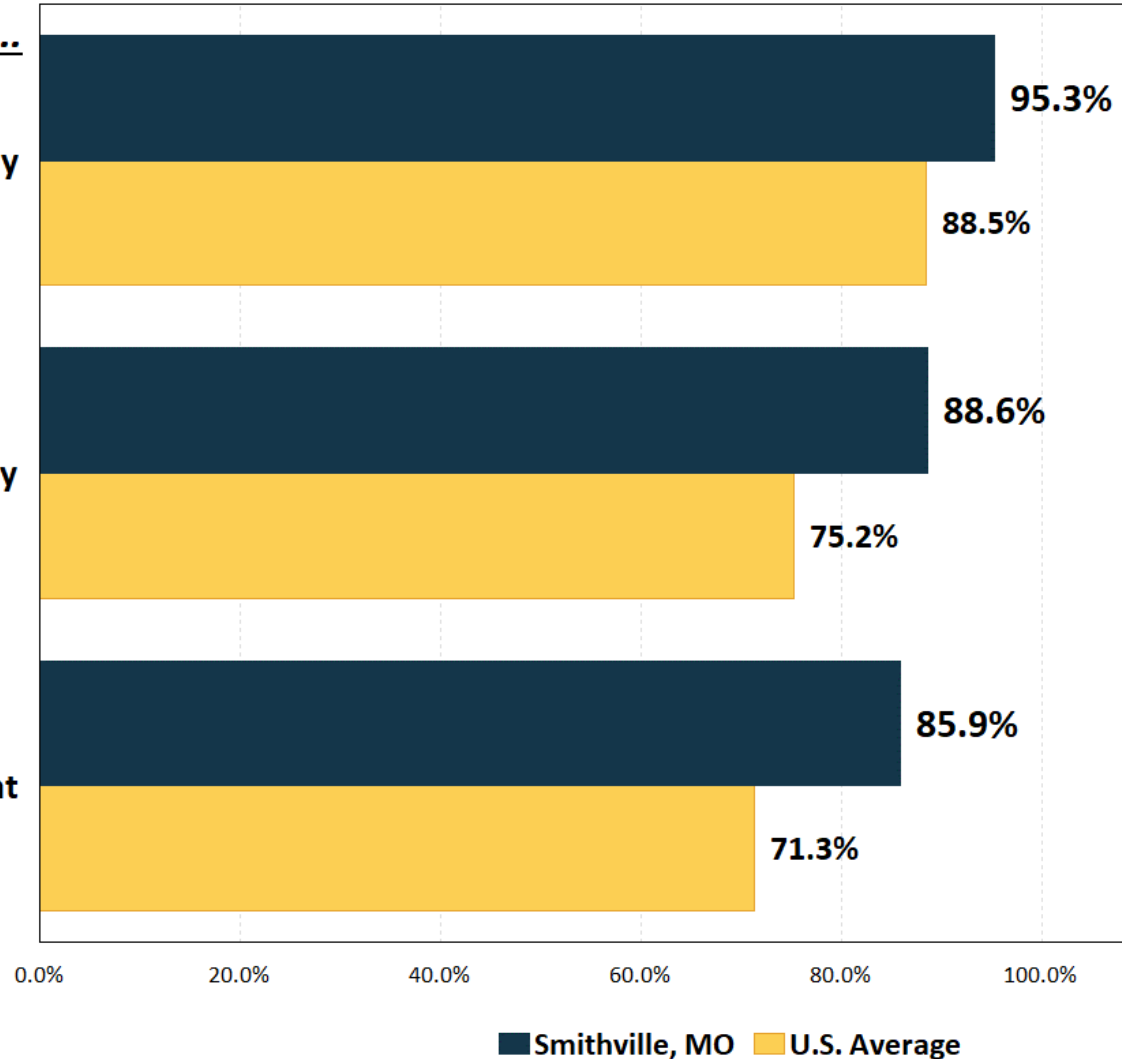
...In your neighborhood during the day



...Overall in the City



...In your neighborhood at night

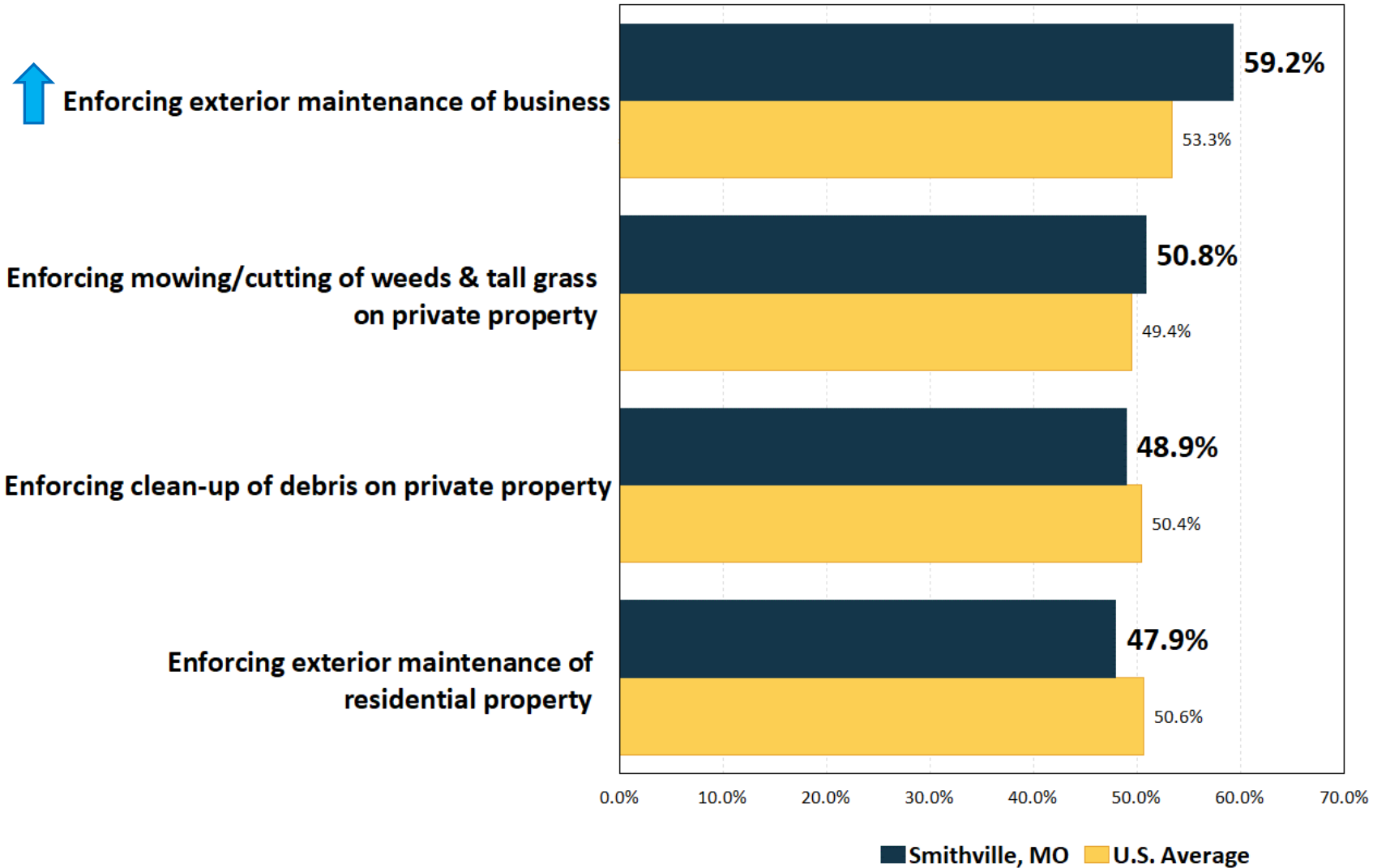


Significantly Higher:

# Benchmarks: Satisfaction With Code Enforcement Services

## Smithville, MO Compared to U.S. Average

by the sum percentage of respondents that indicated they were either *very satisfied* or *satisfied*  
(excluding *don't know* responses)

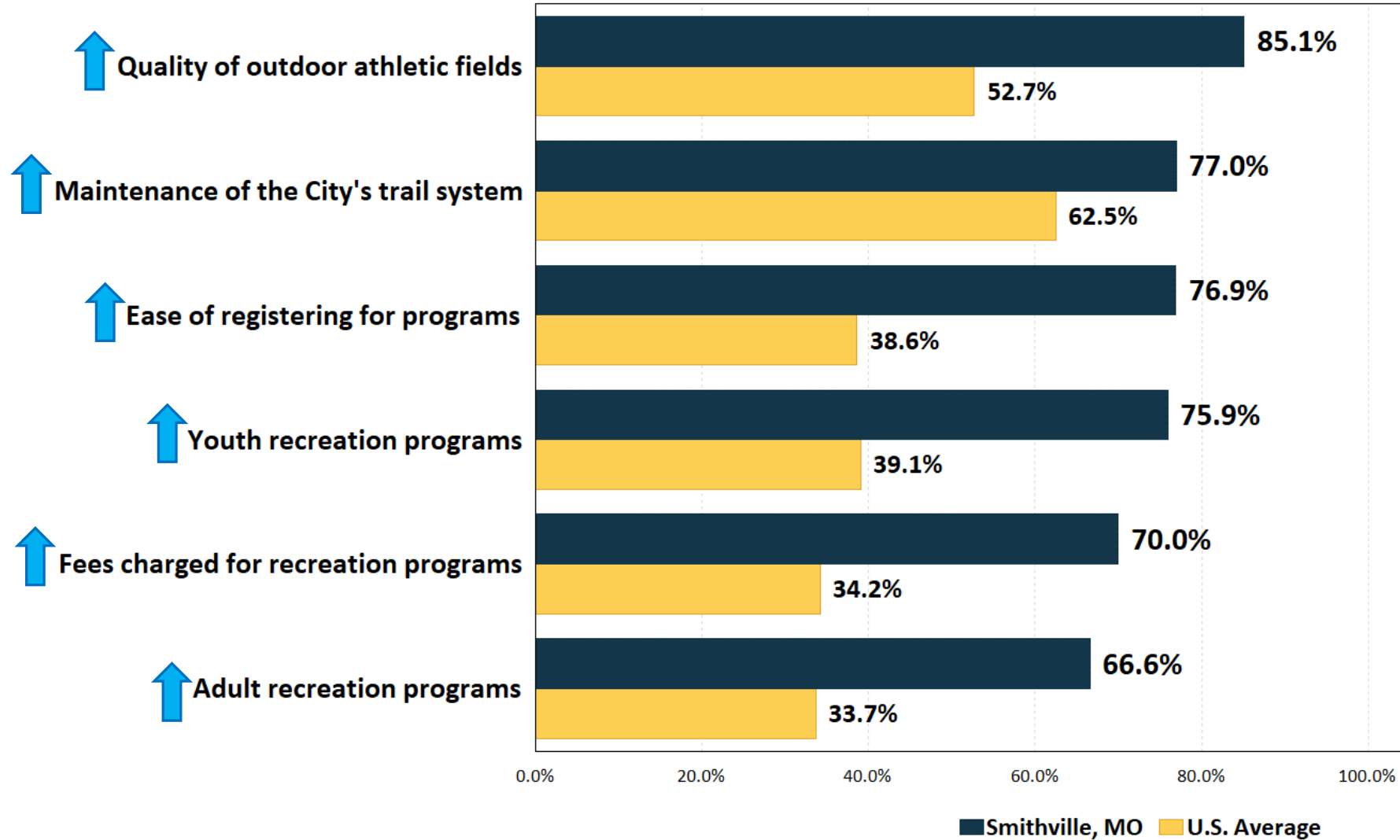


Significantly Higher: ↑

# Benchmarks: Satisfaction With Parks & Rec Amenities & Programs

## Smithville, MO Compared to U.S. Average

by sum percentage of respondents that were either *very satisfied* or *satisfied*  
(excluding *don't know* responses)

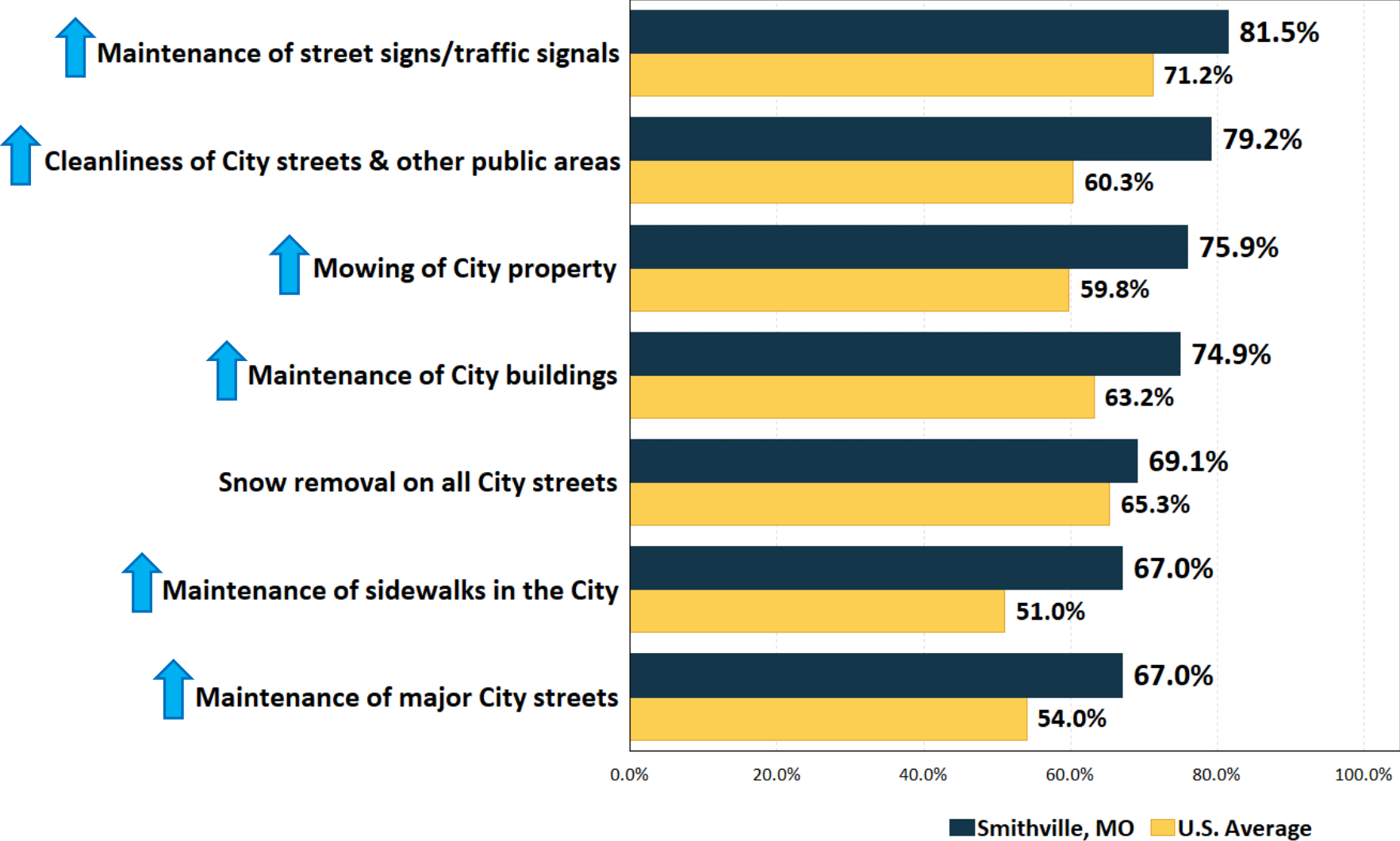


Significantly Higher: ↑

# Benchmarks: Satisfaction With Maintenance Services

## Smithville, MO Compared to U.S. Average

by the sum percentage of respondents that indicated they were either *very satisfied* or *satisfied*  
(excluding *don't know* responses)

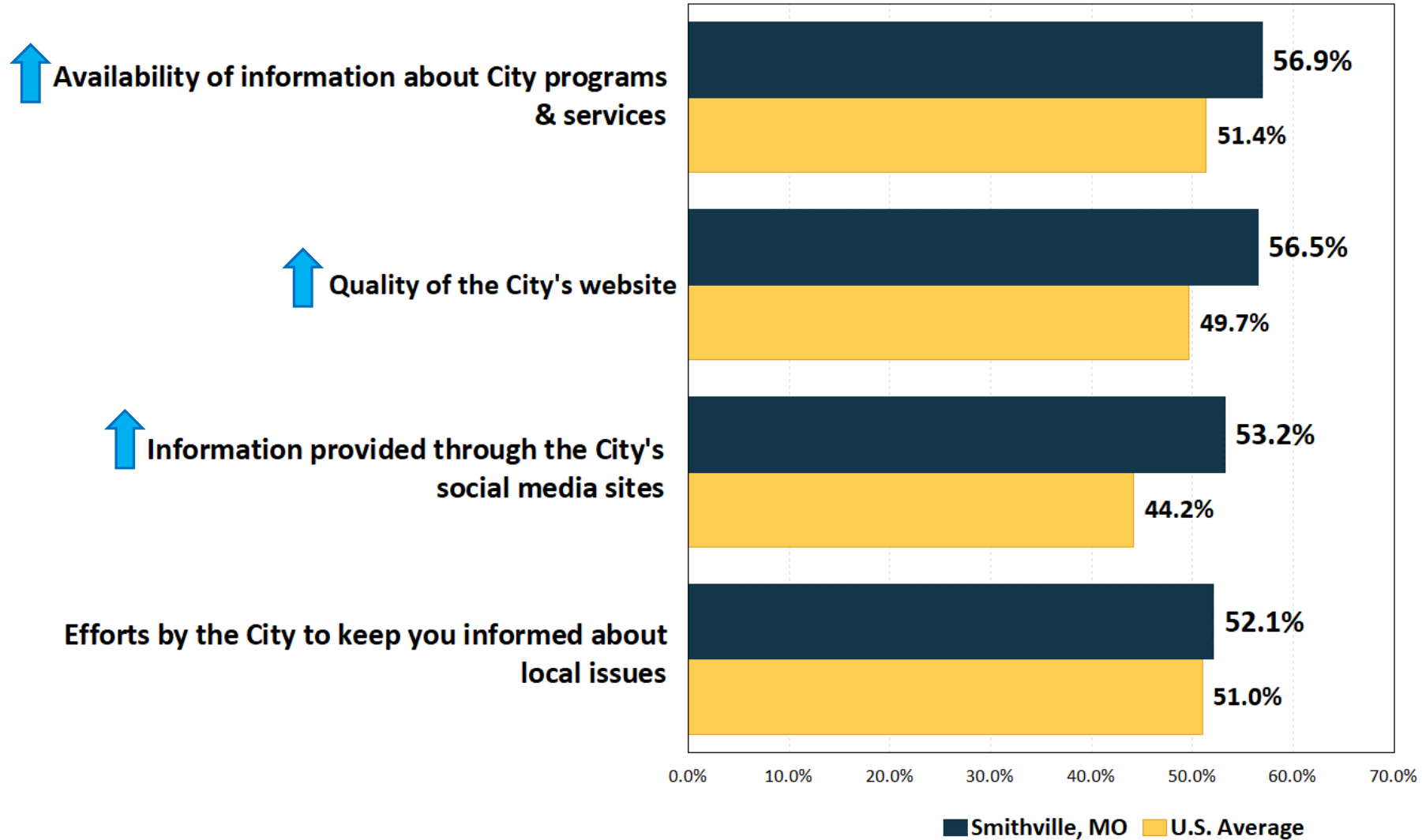


Significantly Higher: ↑

# Benchmarks: Satisfaction With Communication Services

## Smithville, MO Compared to U.S. Average

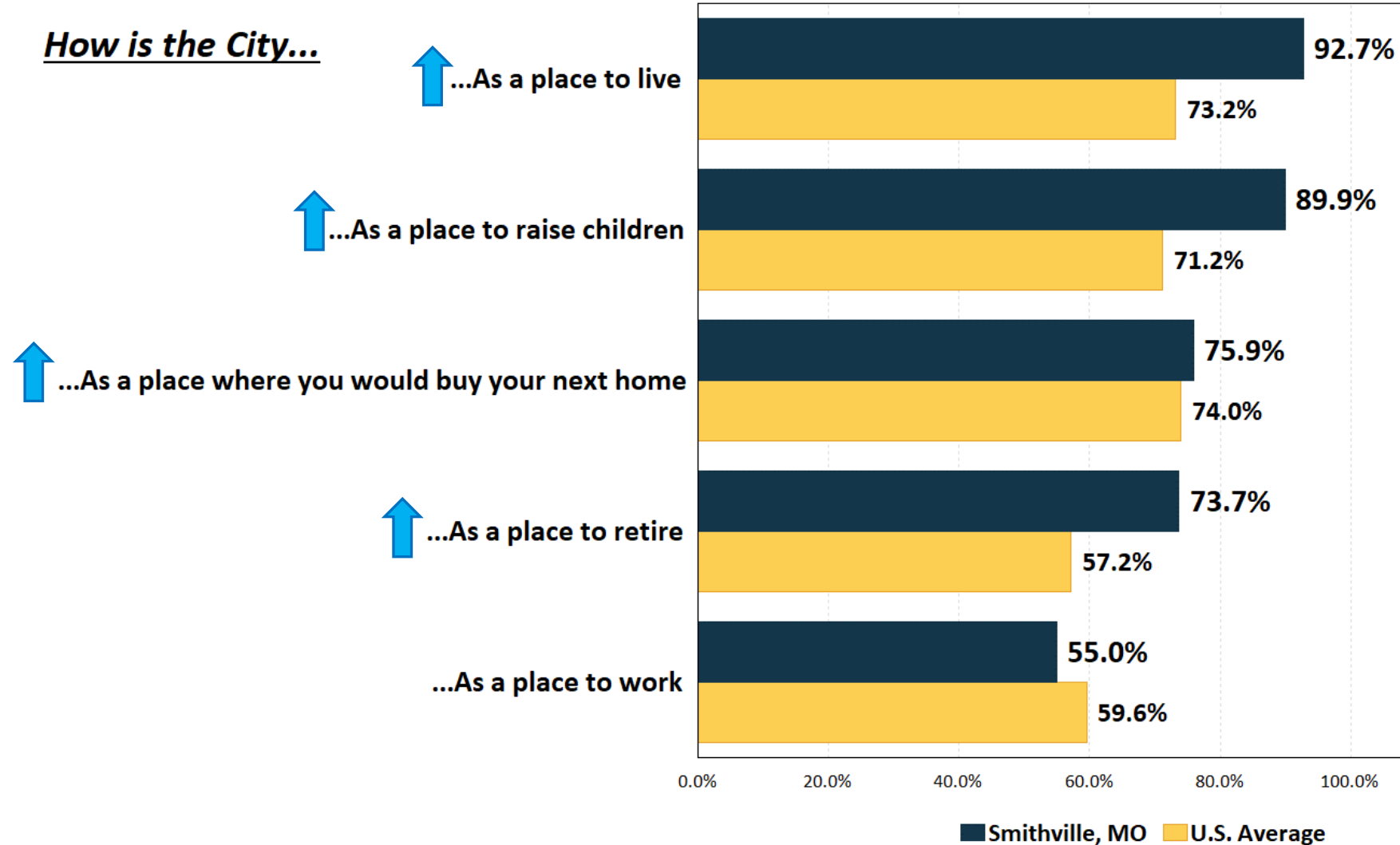
by the sum percentage of respondents that indicated they were either *very satisfied* or *satisfied*  
(excluding *don't know* responses)



Significantly Higher: ↑

# Benchmarks: Excellent or Good Perceptions of the City Smithville, MO Compared to U.S. Average

by the sum percentage of respondents that perceive the City as either *excellent* or *good*  
(excluding *don't know* responses)



Significantly Higher: ↑

# Priorities for Investment

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IMPORTANCE-SATISFACTION ANALYSIS

# Importance-Satisfaction Ratings

## City Maintenance Services

### Smithville, MO (2021)

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of major City streets	45.6%	1	67.0%	10	0.1505	1
Maintenance of streets in your neighborhood	26.5%	2	55.4%	12	0.1182	2
Snow removal on all City streets	25.8%	3	69.1%	8	0.0797	3
Maintenance of the City's water & wastewater system	21.4%	4	66.4%	11	0.0719	4
Maintenance of sidewalks in the City	7.6%	6	67.0%	9	0.0251	5
Cleanliness of City streets & other public areas	9.9%	5	79.2%	2	0.0206	6
Maintenance of the stormwater drainage system	5.1%	8	69.6%	7	0.0155	7
Maintenance of City parks & park equipment	5.2%	7	76.6%	4	0.0122	8
Maintenance of the City's trail system	4.0%	10	77.0%	3	0.0092	9
Mowing of City property	3.1%	11	75.9%	5	0.0075	10
Maintenance of street signs/traffic signals	4.0%	9	81.5%	1	0.0074	11
Maintenance of City buildings	2.2%	12	74.9%	6	0.0055	12

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



# Importance-Satisfaction Ratings

## Parks & Recreation Services

### Smithville, MO (2021)

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Youth recreation programs	22.0%	1	75.9%	9	0.0530	1
Adult recreation programs	5.4%	7	66.6%	11	0.0180	2
Maintenance of City parks	19.1%	2	93.1%	1	0.0132	3
Maintenance of public restrooms	6.4%	5	80.2%	7	0.0127	4
Fees charged for recreation programs	3.7%	10	70.0%	10	0.0111	5
Number of walking & biking trails	14.7%	3	92.5%	3	0.0110	6
Quality of playground equipment	6.3%	6	88.5%	4	0.0072	7
Courtesy of Parks & Recreation's employees	4.6%	8	85.4%	5	0.0067	8
Quality of outdoor athletic fields	4.4%	9	85.1%	6	0.0066	9
Appearance of City parks	8.4%	4	92.8%	2	0.0060	10
Ease of registering for programs	2.5%	11	76.9%	8	0.0058	11

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

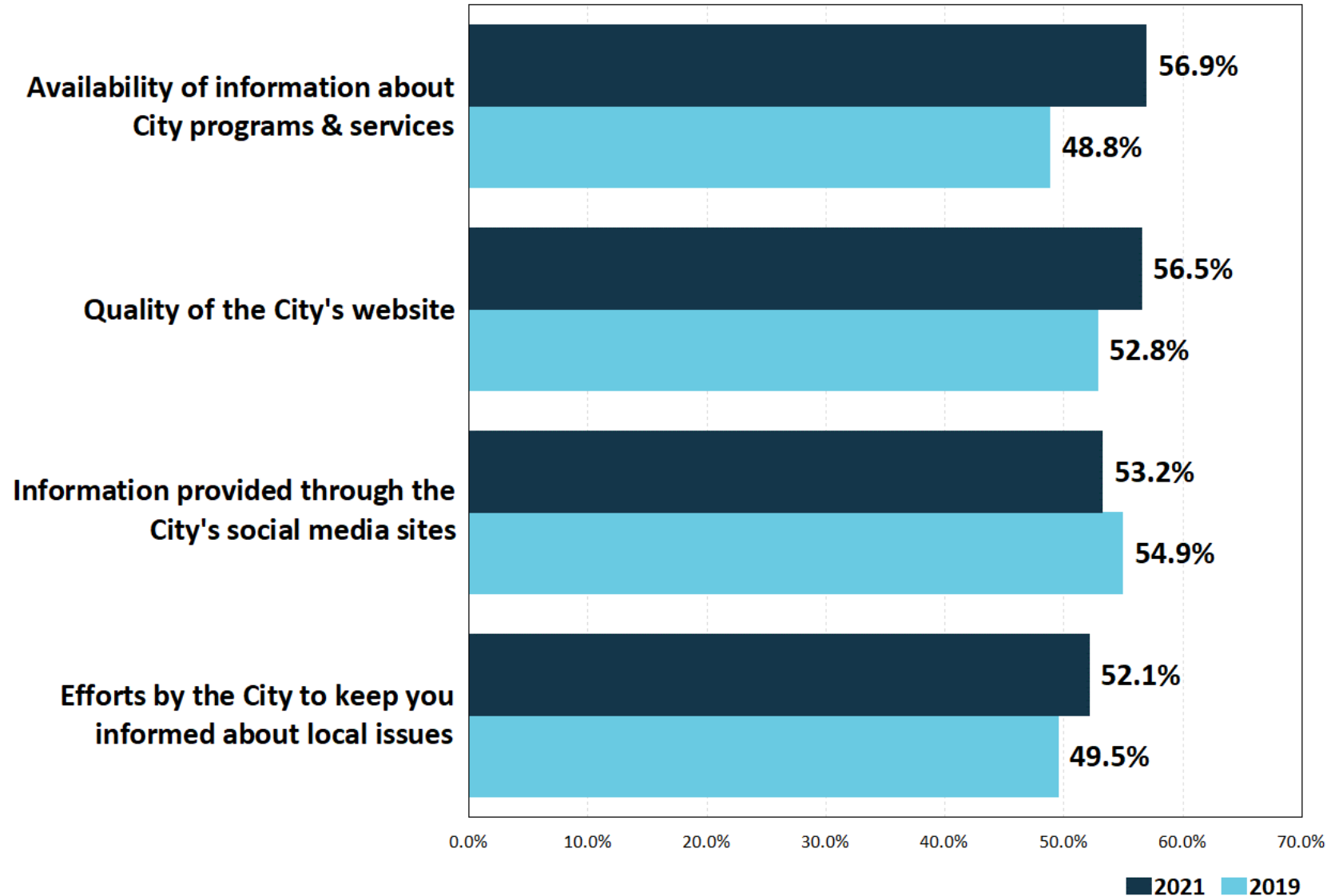
# Communication

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COMMUNICATION IS KEY TO CONTINUED SUCCESS

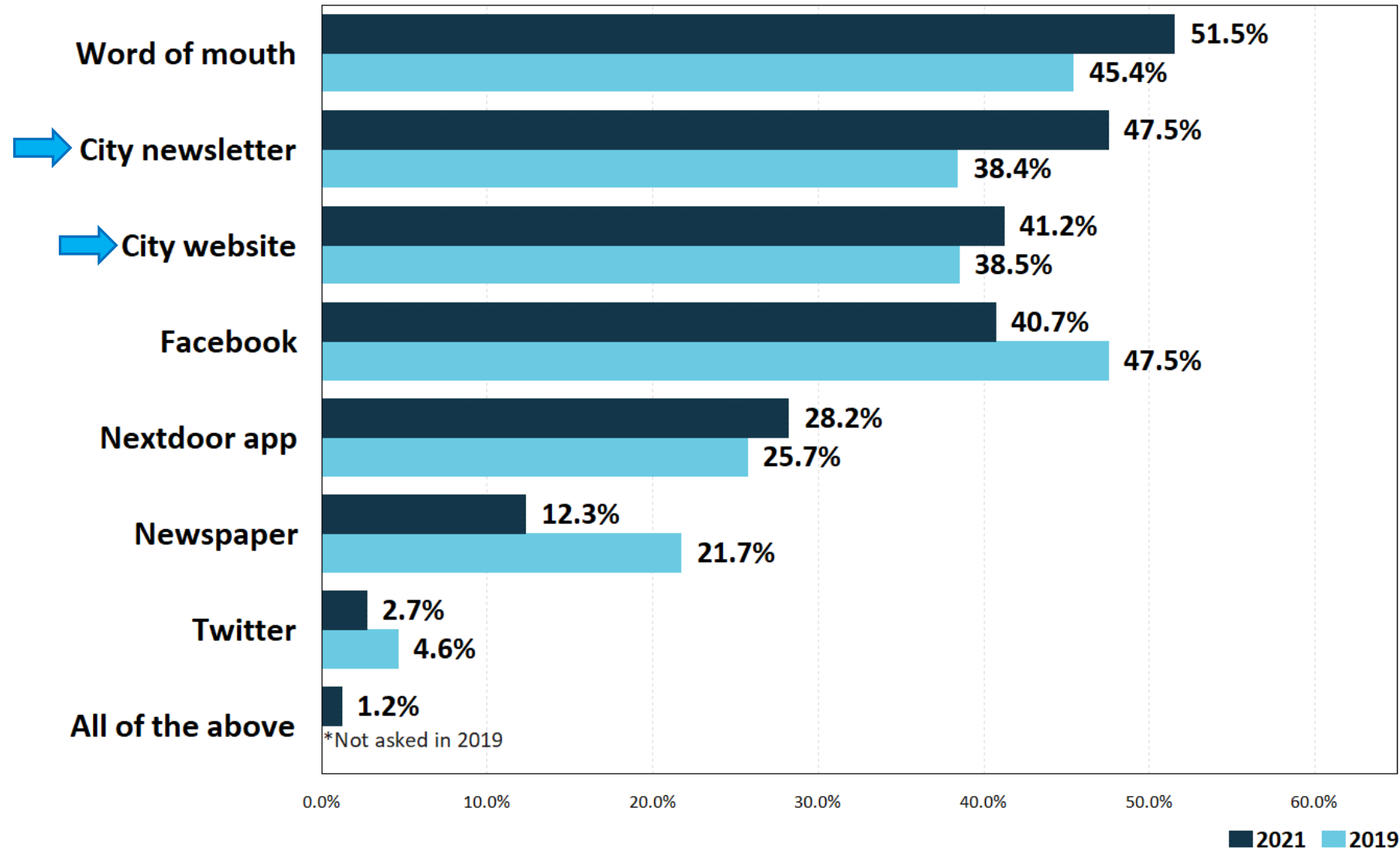
# Satisfaction With Communication Services Trends (2021 v. 2019)

by the sum percentage of respondents that indicated they were either *very satisfied* or *satisfied*  
(excluding *don't know* responses)



# Q14. Which of the following are your primary sources of information about community activities and services?

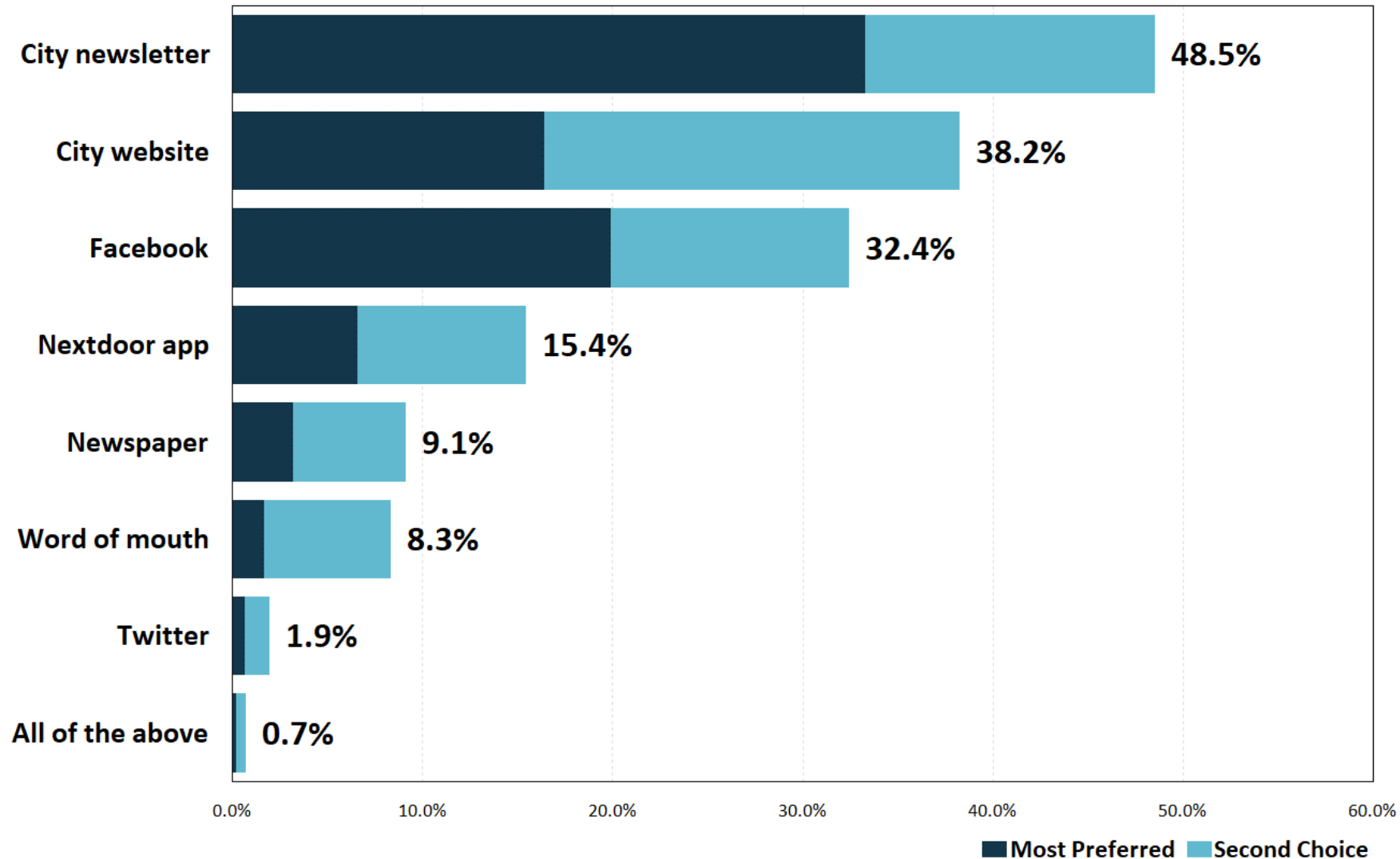
by percentage of respondents (multiple choices could be selected)



The most preferred sources don't align with where residents are likely turning first for information

# Q15. Which methods of communication do you most prefer to use for information about community activities and services?

by the sum percentage of respondents top two choices

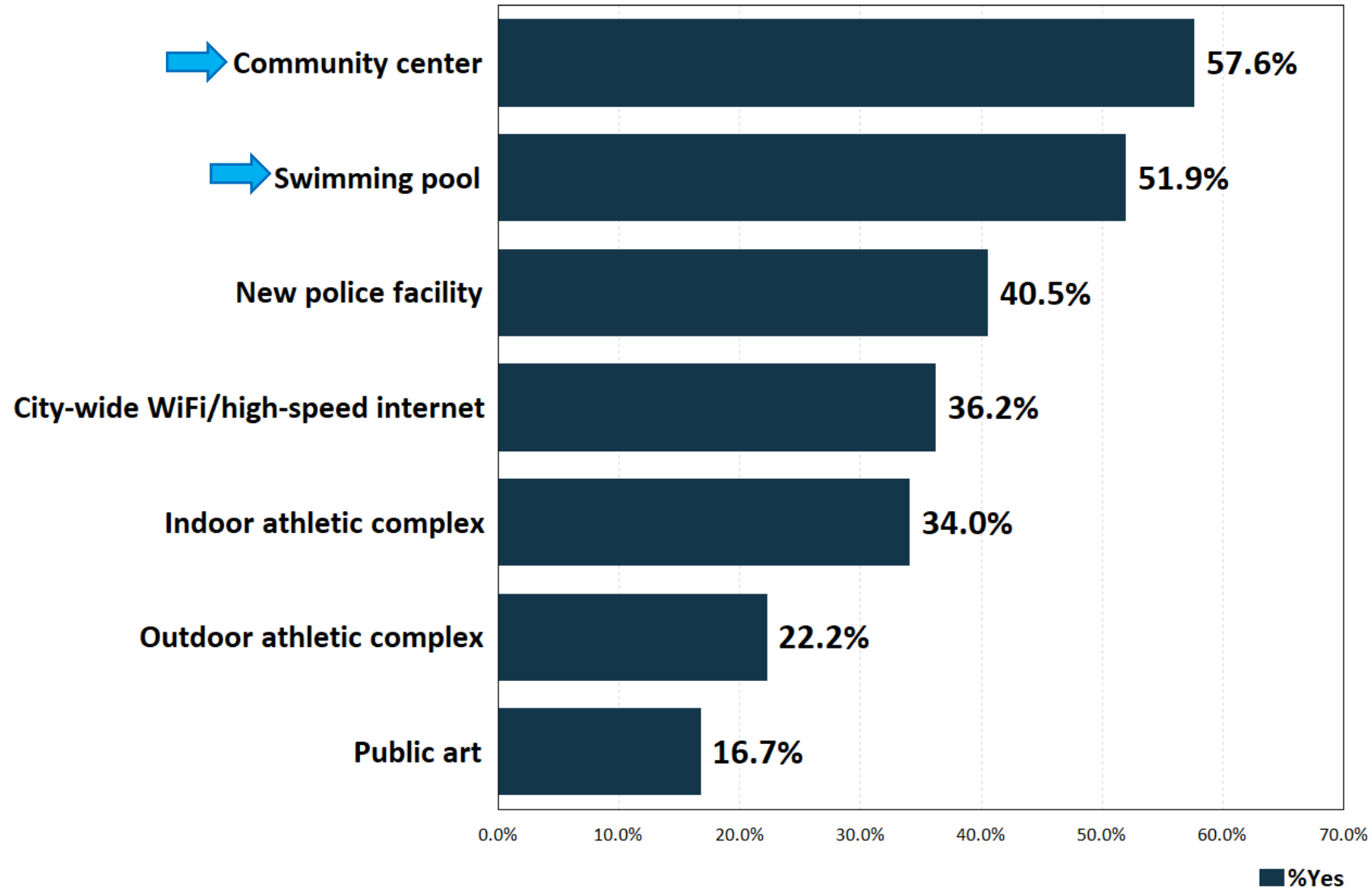


# Additional Findings

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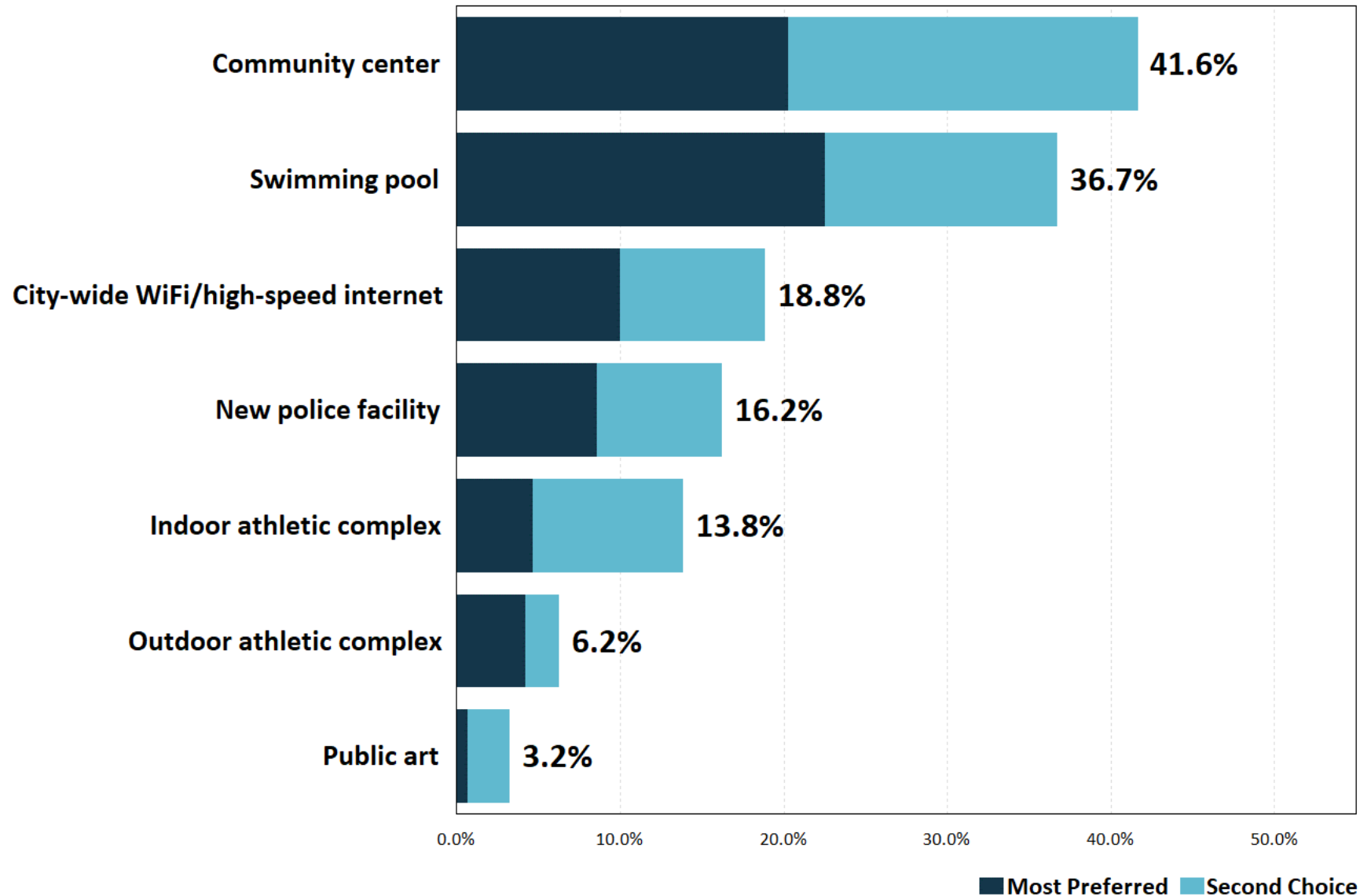
## Q18. Would you be willing to pay increased taxes or fees for any of the community amenities/facilities listed below?

by percentage of respondents that responded "yes" (multiple choices could be selected)



# Q19. Which community amenities/facilities do you most prefer?

by the sum percentage of respondents top two choices







# Summary

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**Residents Continue to Have a Very Positive Perception of the City**

**Satisfaction with City Services is Much Higher in Smithville Than Other Communities**

## **Priorities for Improvement**

- Maintenance of major City streets
- Maintenance of neighborhood streets

**To sustain these results the City should consider another survey in 2023 to continue to track trends and investments in key areas**

# Questions?

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THANK YOU