

Section 3:
Benchmarking Data



DirectionFinder® Survey

Year 2011 Benchmarking Summary Report

Overview

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

Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the Summer of 2011 to a random sample of 3,926 residents in the continental United States and (2) surveys that have been administered by ETC Institute in 30 communities in the Kansas City metro area between January 2008 and December 2011. Some of the Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Harrisonville, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

National Benchmarks. The first set of charts on the following pages show how the overall results for Overland Park compare to the national average based on the results of a 2011 survey that was administered by ETC Institute to a random sample of 3,926 U.S. residents.

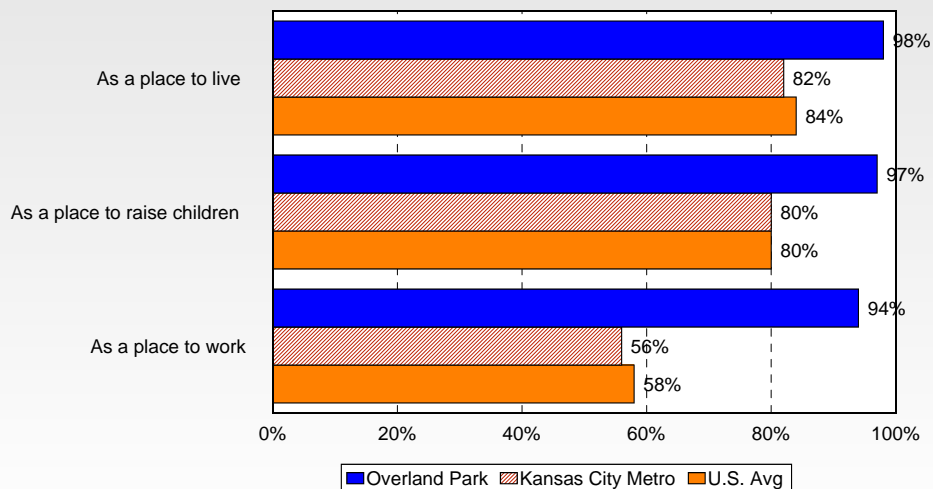
Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 30 communities listed above for more than 40 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the metropolitan Kansas City area. The actual ratings for Overland Park are listed to the right of each chart. The dot on each bar shows how the results for Overland Park compare to the other communities in the Kansas City area where the *DirectionFinder®* survey has been administered.

National Benchmarks (All Communities)

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

How Residents Rate the Community Where They Currently Live: Overland Park vs. U.S. vs. Kansas City Metro

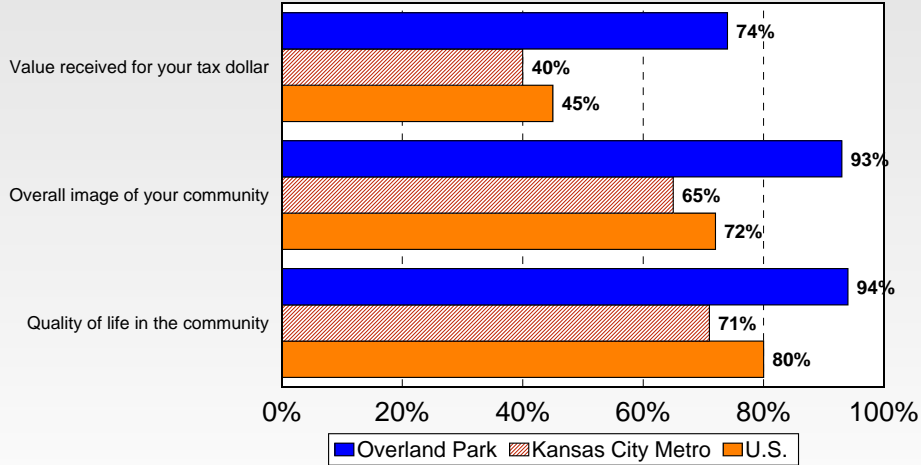
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "excellent"



Source: ETC Institute Survey (2011 - Overland Park, KS)

Overall Satisfaction with the City of Overland Park vs. U.S. vs Kansas City Metro

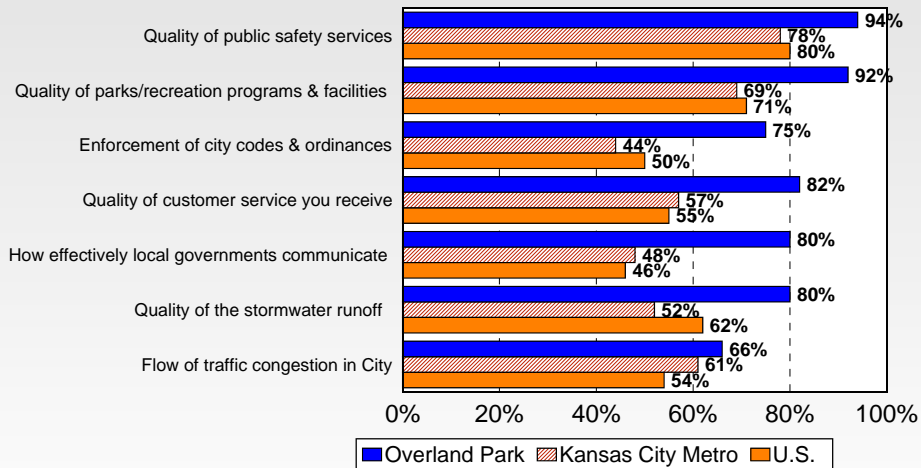
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2011 - Overland Park, KS)

Overall Satisfaction with City Services City of Overland Park vs. U.S. vs Kansas City Metro

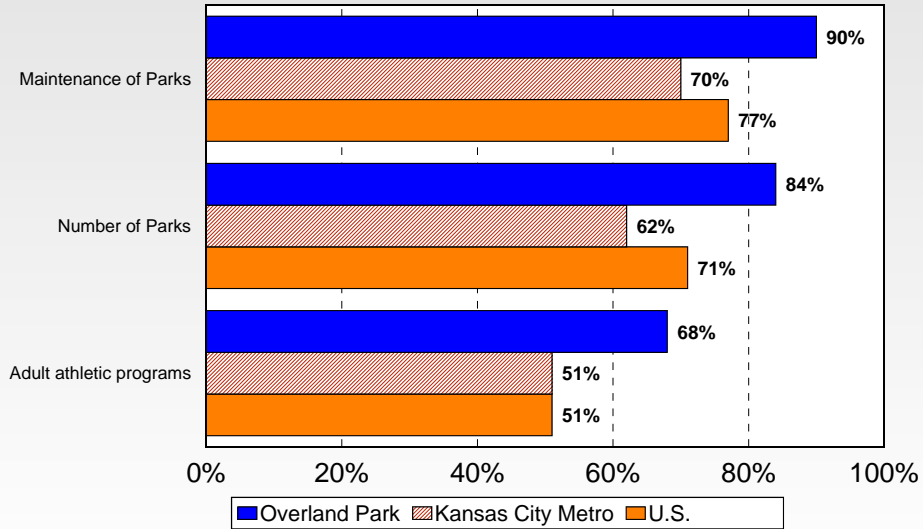
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute Survey (2011 - Overland Park, KS)

Overall Satisfaction with Parks and Recreation Issues City of Overland Park vs. U.S. vs. Kansas City Metro

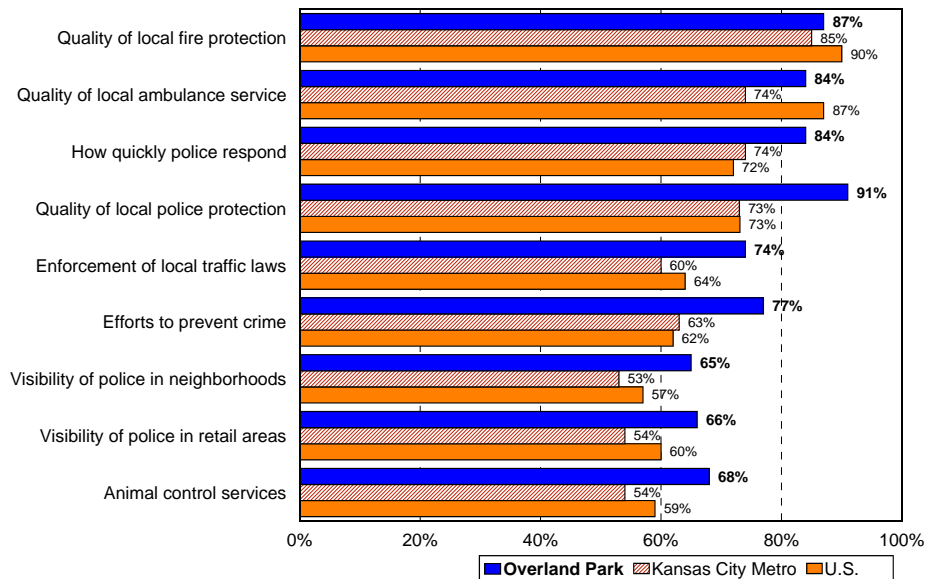
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2011 - Overland Park, KS)

Overall Satisfaction with Public Safety: City of Overland Park vs. Kansas City Metro vs. U.S.

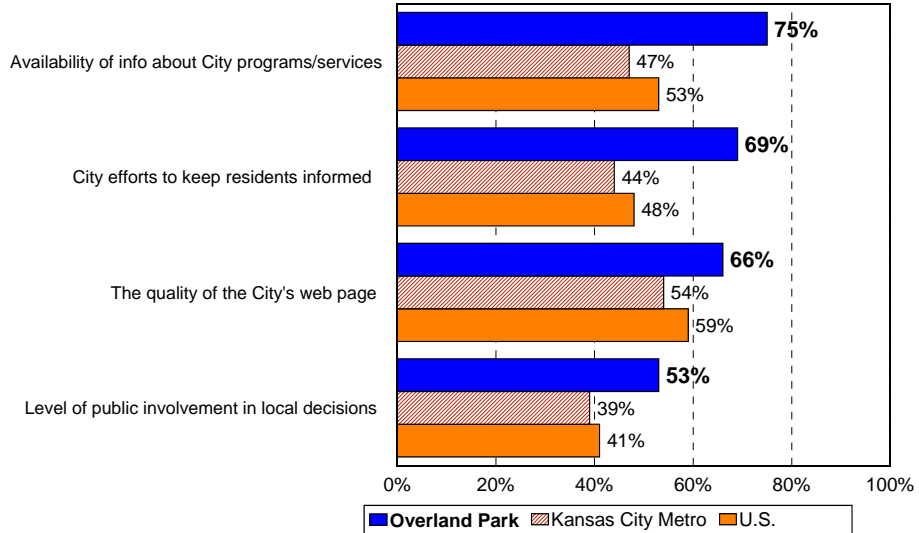
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute DirectionFinder (2011)

Overall Satisfaction with City Communication: City of Overland Park vs. Kansas City Metro vs. U.S.

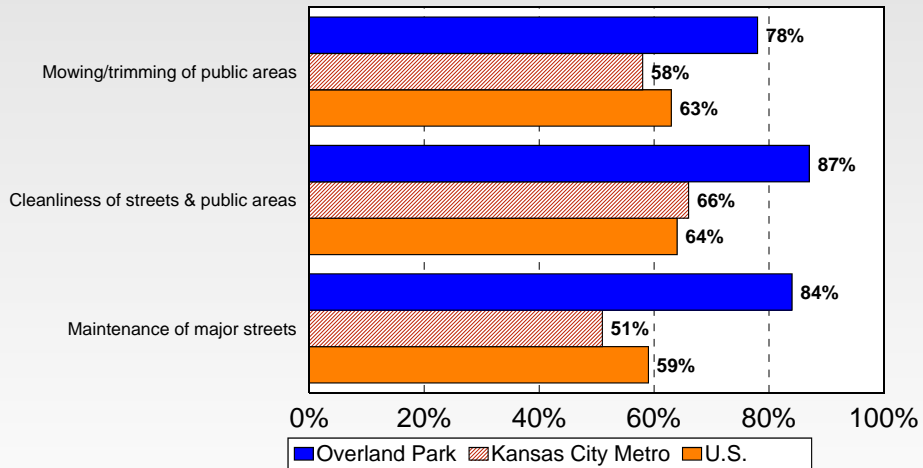
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute DirectionFinder (2011)

Overall Satisfaction with Maintenance City Overland Park vs. U.S. vs. Kansas City Metro

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



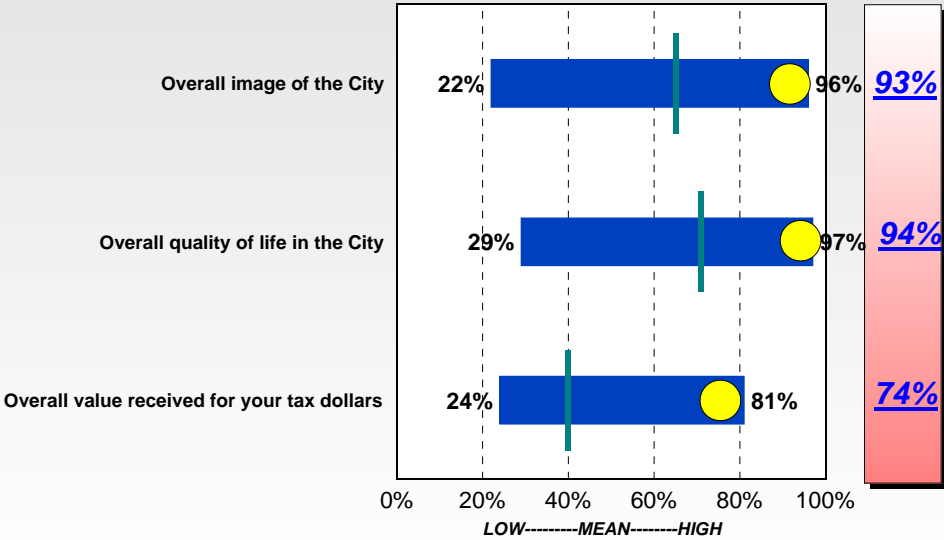
Source: ETC Institute Survey (2011 - Overland Park, KS)

Metropolitan Kansas City Benchmarks

Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2011

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

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City ● Overland Park, KS

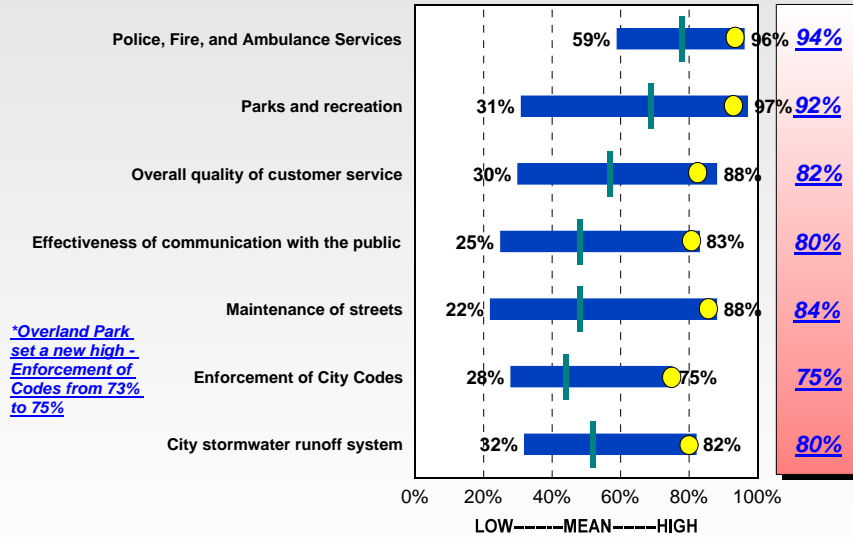


Source: ETC Institute DirectionFinder (2011 - Overland Park, KS)

Overall Satisfaction With City Services 2011

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

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City ● **Overland Park, KS**

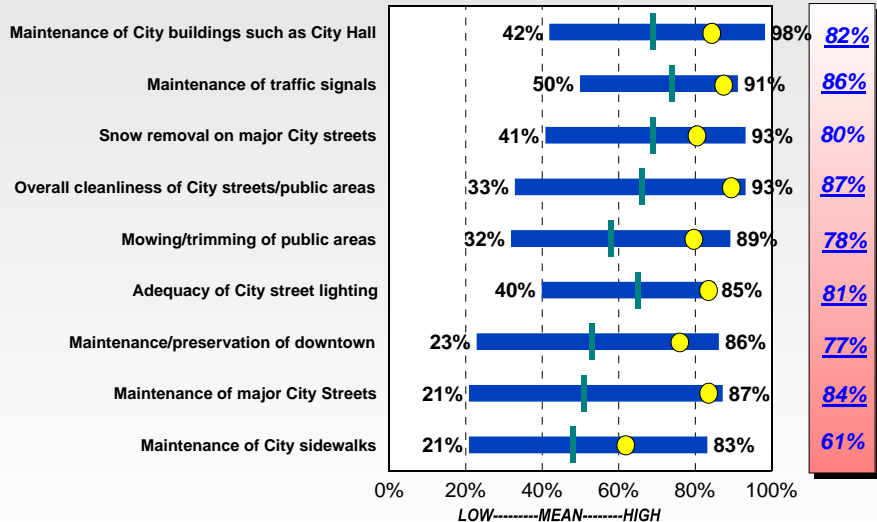


Source: ETC Institute DirectionFinder (2011 - Overland Park, KS)

Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2011

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

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City ● **Overland Park, KS**

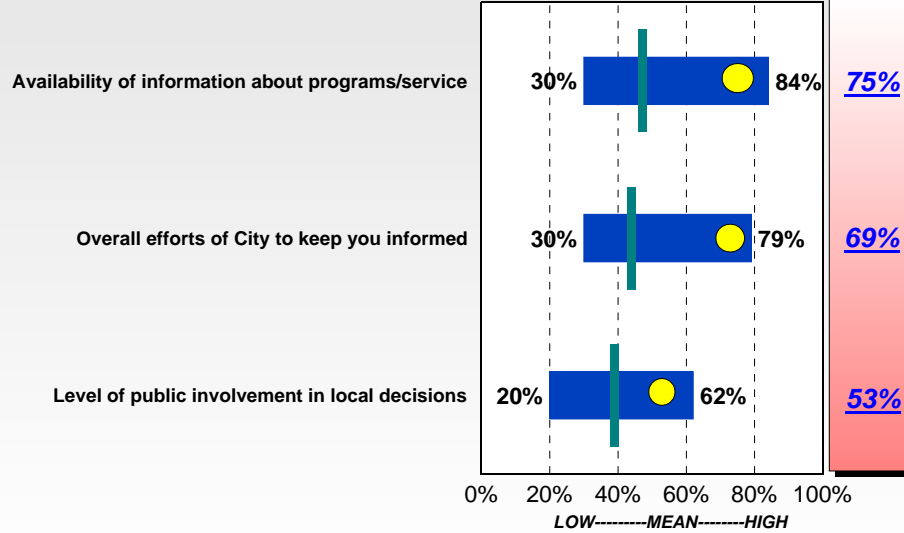


Source: ETC Institute DirectionFinder (2011 - Overland Park, KS)

Satisfaction with Various Aspects of City Communications in 2011

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

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City ● Overland Park, KS

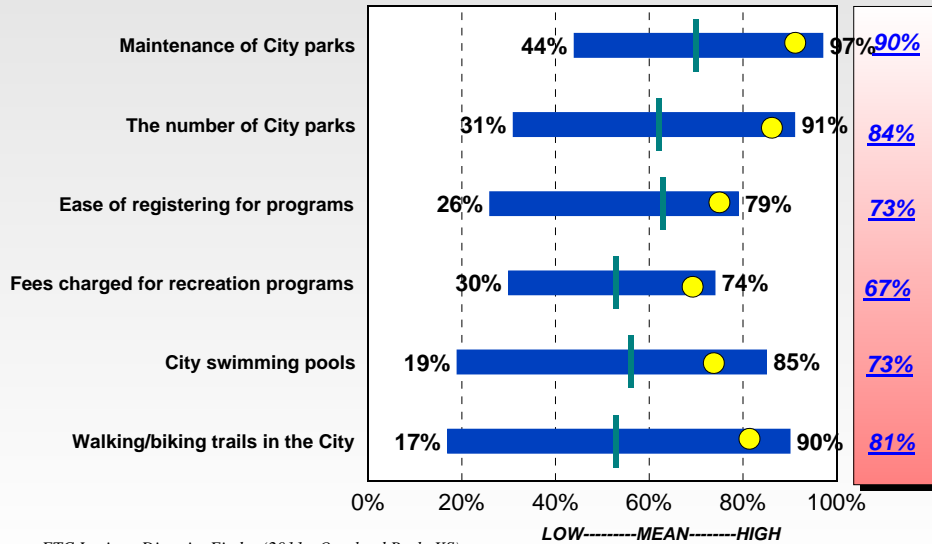


Source: ETC Institute DirectionFinder (2011 - Overland Park, KS)

Satisfaction with Parks and Recreation Facilities and Services Provided by Cities in the Kansas City Area in 2011

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

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City ● Overland Park, KS

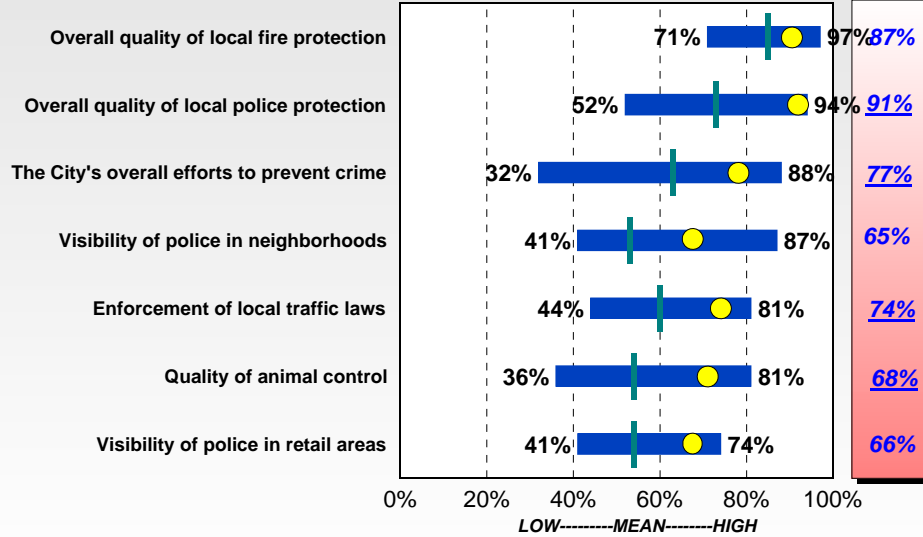


Source: ETC Institute DirectionFinder (2011 - Overland Park, KS)

Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in 2011

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

Underlined items Rated Among the Top 25% of Cities in the Metro Kansas City ● **Overland Park, KS**

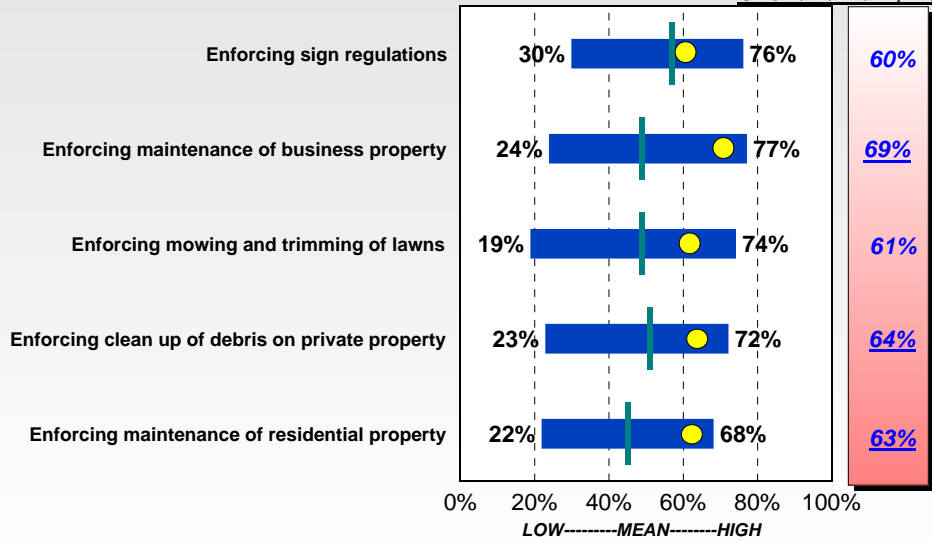


Source: ETC Institute DirectionFinder (2011 - Overland Park, KS)

Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area in 2011

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

● **Overland Park, KS**



Source: ETC Institute DirectionFinder (2011 - Overland Park, KS)