
2019 City Fairway Community Survey Executive Summary Report

Overview and Methodology

Overview. During March and April of 2019, ETC Institute administered a community survey for the City of Fairway, Kansas. The purpose of the survey was to gather resident input to assess satisfaction with the delivery of major City services, and help set community priorities so that tax dollars are spent wisely.

Methodology. A seven-page survey was mailed to all households in the City of Fairway. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail, and also contained a link to the online survey for residents who preferred to take the survey over the internet (www.fairwaykssurvey.org). Approximately ten days after the surveys were mailed, residents who received the survey were contacted by email to encourage participation.

The goal was to receive at least 200 completed surveys. This goal was far exceeded, with a total of 307 households completing a survey. The results for the random sample of 307 households have a 95% level of confidence with a precision of at least +/- 5.6%.

Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 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 the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey (Section 1)
- benchmarking data that show how the results for the City of Fairway compare to residents in other communities on a regional and national basis (Section 2)

- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Major Findings

Major Categories of City Services

- The major categories of city services 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: overall quality of police services (94%), overall quality of services provided by the City (91%), overall quality of parks and recreation programs and facilities (89%), and overall effectiveness of communication with the public (88%).
- Based on the sum of their top three choices, the services that residents thought were most important for the City to provide were: (1) overall quality of police services (2) overall maintenance of streets, buildings, and facilities, and (3) overall quality of solid waste services.

Perceptions of the City

- Most residents have a very positive perception of the City of Fairway. Ninety-six percent (96%) of residents surveyed, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with their overall quality of life in the City; 95% were satisfied with the overall image of the City, and 95% were satisfied with their overall feeling of safety in Fairway.

Parks and Recreation

- The parks and recreation services 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: maintenance of City parks (91%), the City swimming pool (83%), and City special events and festivals (76%).
- Based on the sum of their top three choices, the parks and recreation services that residents thought were most important for the City to provide were: (1) maintenance of City parks, (2) the City swimming pool, and (3) City special events and festivals.

Public Safety Services

- The public safety services 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: how quickly police respond to emergencies (94%), overall quality of police services (93%), and the City’s efforts to prevent crime (91%).
- Based on the sum of their top two choices, the public safety services that residents thought were most important for the City to provide were: (1) visibility of police in neighborhoods and (2) how quickly police respond to emergencies.

Perceptions of Safety

- Residents were asked to rate the level of safety they felt in various situations. The areas that had the highest levels of safety, based up on the combined percentage of “very safe” and “safe” responses among residents who had an opinion, were: in neighborhoods during the day (96%), in commercial and retail areas during the day (95%), and overall feeling of safety in Fairway (95%).

Code Enforcement

- The code enforcement areas 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: enforcing exterior maintenance of business property (78%) and enforcing mowing/cutting of weeds and tall grass (66%).
- Based on the sum of their top two choices, the code enforcement activities that residents thought were most important for the City to provide were: (1) enforcing exterior maintenance of residential property and (2) enforcing clean-up of debris on private property.

Maintenance Services

- The maintenance services 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: snow removal on major City streets (98%), snow removal on neighborhood streets (97%), overall cleanliness of City streets and other public areas (91%), and mowing and trimming along City streets and other public areas (89%).
- Based on the sum of their top three choices, the maintenance services that residents thought were most important for the City to provide were: (1) maintenance of neighborhood streets, (2) maintenance of major City streets, and (3) snow removal on neighborhood streets.

Trash and Recycling Services

- The maintenance services 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: residential curbside trash and recycling collection (87%) and residential curbside yard waste collection (84%).

Communication

- The aspects of City communication 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 availability of information about City programs and services (84%), the content of the City’s newsletter (84%), and the content of the City email program (79%).

Other Findings

- The top sources where residents get information about the City of Fairway are: the City website (64%), the City email program (55%), and the recreation brochure (51%). *Multiple selections could be made to this question.*
- 52% of residents have called or visited the City with a question, problem or complaint during the past year. Of those, 91% who had an opinion felt the City employee who assisted them was “always” or “usually” courteous and polite, and 89% felt employees were “always” or “usually” easy to contact.
- Nearly two-thirds (65%) of residents surveyed, who had an opinion, believe the best potential use of the southeast corner of Shawnee Mission Parkway and Mission Road is for greenspace.
- When residents were asked the importance of various reasons for deciding where to live, 98% who had an opinion indicated safety and security was “very important” or “somewhat important” in their decision. Other factors that residents felt were “very important” or “somewhat important” included: types of housing (95%), sense of community (92%), and quality of services provided by the City (91%).

Residents were also asked if these same factors were meeting their needs in Fairway. Ninety-four percent (94%) indicated the City met their need for safety and security, while 93% indicated that both the quality of public schools and overall quality of City services met their needs.

- Based on the sum of their top three choices, the residential issues that will have the most impact on whether to stay in Fairway for the next 10 years were: (1) neighborhood safety, (2) expected increase in home value in the next 5 years, and (3) benefit of the school district to the neighborhood.

Fairway Compared to the U.S. Average

Fairway rated above the U.S. average in all 49 areas that were assessed. The City rated significantly higher than the U.S. average (6% or more) in 48 of these areas. Listed below are the comparisons between Fairway and the U.S. average:

Service	Fairway	U.S.	Difference	Category
Snow removal on neighborhood streets	97%	48%	49%	Maintenance Services
City swimming pool	83%	35%	48%	Parks and Recreation
Overall quality of customer service	87%	45%	42%	Overall Satisfaction
Overall maint. of streets/buildings/facilities	83%	41%	42%	Overall Satisfaction
Overall quality of services provided by the City	91%	50%	41%	Overall Satisfaction
Overall effectiveness of communication with public	88%	48%	40%	Overall Satisfaction
Overall value for City tax dollars & fees	78%	38%	40%	Perceptions
Snow removal on major city streets	98%	59%	39%	Maintenance Services
Availability of info about City programs/services	84%	45%	39%	Communication
The City's efforts to prevent crime	91%	54%	37%	Public Safety
Mowing/trimming along city streets/public areas	89%	52%	37%	Maintenance Services
Maintenance of major city streets	84%	48%	36%	Maintenance Services
City efforts to inform about local issues	79%	45%	34%	Communication
The visibility of police in neighborhoods	91%	59%	32%	Public Safety
Maintenance of neighborhood streets	80%	48%	32%	Maintenance Services
Overall image of the City	95%	64%	31%	Perceptions
Overall cleanliness of city streets/public areas	91%	61%	30%	Maintenance Services
How quickly police respond to emergencies	94%	64%	30%	Public Safety
Public involvement in local decision making	60%	32%	28%	Communication
Overall feeling of safety in the City	95%	67%	28%	Perceptions
Overall appearance of the City	90%	63%	27%	Perceptions
Enforcing exterior maint. of business property	78%	51%	27%	Code Enforcement
Enforcing mowing/cutting of weeds/tall grass	66%	39%	27%	Code Enforcement
Overall quality of parks & rec programs/facilities	89%	63%	26%	Overall Satisfaction
The visibility of police in commercial/retail areas	85%	60%	25%	Public Safety
They were easy to contact	89%	65%	24%	Customer Service
Overall quality of police services	93%	70%	23%	Public Safety
Did what they said they would do in timely manner	83%	60%	23%	Customer Service
They were courteous and polite	91%	69%	22%	Customer Service
They gave prompt, accurate & complete answers	80%	58%	22%	Customer Service
Overall flow of traffic & congestion management	74%	52%	22%	Overall Satisfaction
Maintenance of City parks	91%	70%	21%	Parks and Recreation
Overall quality of life in the City	96%	75%	21%	Perceptions
Leadership provided by city's elected officials	61%	41%	20%	Perceptions
They helped resolve an issue	69%	51%	18%	Customer Service
Enforcing clean-up of debris on private property	60%	43%	17%	Code Enforcement
Overall quality of solid waste services	84%	67%	17%	Overall Satisfaction
Residential curbside yard waste collection	84%	67%	17%	Trash and Recycling Services
Enforcement of local traffic laws	80%	64%	16%	Public Safety
Enforcing exterior maint. of residential property	58%	42%	16%	Code Enforcement
Adequacy of city street lighting	72%	56%	16%	Maintenance Services
Adult recreation programs	69%	54%	15%	Parks and Recreation
Residential curbside bulk item collection	67%	53%	14%	Trash and Recycling Services
Overall enforcement of codes & ordinances	67%	54%	13%	Overall Satisfaction
Ease of registering for programs	76%	63%	13%	Parks and Recreation
Residential curbside trash & recycling collection	87%	75%	12%	Trash and Recycling Services
Youth recreation programs	71%	61%	10%	Parks and Recreation
The usefulness of the City's web page	69%	60%	9%	Communication
Information provided through City's Facebook page	59%	55%	4%	Communication

Fairway Compared to the Kansas and Missouri Regional Average

Fairway rated above the Kansas and Missouri regional average in all 49 areas that were assessed. The City rated significantly higher than the regional average (6% or more) in 48 of these areas. Listed below are the comparisons between Fairway and the regional average:

Service	Fairway	KS/MO	Difference	Category
Snow removal on neighborhood streets	97%	50%	47%	Maintenance Services
Overall quality of services provided by the City	91%	45%	46%	Overall Satisfaction
Overall maint. of streets/buildings/facilities	83%	40%	43%	Overall Satisfaction
City swimming pool	83%	41%	42%	Parks and Recreation
Overall effectiveness of communication with public	88%	47%	41%	Overall Satisfaction
Overall value for City tax dollars & fees	78%	41%	37%	Perceptions
Mowing/trimming along city streets/public areas	89%	52%	37%	Maintenance Services
Overall image of the City	95%	59%	36%	Perceptions
The City's efforts to prevent crime	91%	55%	36%	Public Safety
Snow removal on major city streets	98%	62%	36%	Maintenance Services
Overall quality of customer service	87%	52%	35%	Overall Satisfaction
Overall appearance of the City	90%	56%	34%	Perceptions
Availability of info about City programs/services	84%	50%	34%	Communication
Overall feeling of safety in the City	95%	62%	33%	Perceptions
The visibility of police in neighborhoods	91%	59%	32%	Public Safety
Overall cleanliness of city streets/public areas	91%	61%	30%	Maintenance Services
How quickly police respond to emergencies	94%	64%	30%	Public Safety
Overall quality of police services	93%	64%	29%	Public Safety
Overall quality of life in the City	96%	67%	29%	Perceptions
Maintenance of major city streets	84%	55%	29%	Maintenance Services
They helped resolve an issue	69%	42%	27%	Customer Service
Overall flow of traffic & congestion management	74%	48%	26%	Overall Satisfaction
Did what they said they would do in timely manner	83%	57%	26%	Customer Service
Enforcing mowing/cutting of weeds/tall grass	66%	41%	25%	Code Enforcement
The visibility of police in commercial/retail areas	85%	60%	25%	Public Safety
Enforcing exterior maint. of business property	78%	53%	25%	Code Enforcement
Maintenance of neighborhood streets	80%	55%	25%	Maintenance Services
Public involvement in local decision making	60%	35%	25%	Communication
Overall quality of parks & rec programs/facilities	89%	66%	23%	Overall Satisfaction
City efforts to inform about local issues	79%	57%	22%	Communication
Overall quality of solid waste services	84%	62%	22%	Overall Satisfaction
Leadership provided by city's elected officials	61%	41%	20%	Perceptions
Enforcing clean-up of debris on private property	60%	41%	19%	Code Enforcement
Adequacy of city street lighting	72%	53%	19%	Maintenance Services
They were courteous and polite	91%	73%	18%	Customer Service
Overall enforcement of codes & ordinances	67%	50%	17%	Overall Satisfaction
Adult recreation programs	69%	52%	17%	Parks and Recreation
Maintenance of City parks	91%	75%	16%	Parks and Recreation
They were easy to contact	89%	73%	16%	Customer Service
They gave prompt, accurate & complete answers	80%	64%	16%	Customer Service
Residential curbside trash & recycling collection	87%	73%	14%	Trash and Recycling Services
Enforcing exterior maint. of residential property	58%	44%	14%	Code Enforcement
Residential curbside yard waste collection	84%	71%	13%	Trash and Recycling Services
Ease of registering for programs	76%	64%	12%	Parks and Recreation
Youth recreation programs	71%	59%	12%	Parks and Recreation
Residential curbside bulk item collection	67%	55%	12%	Trash and Recycling Services
Enforcement of local traffic laws	80%	70%	10%	Public Safety
The usefulness of the City's web page	69%	59%	10%	Communication
Information provided through City's Facebook page	59%	54%	5%	Communication

Investment Priorities

Recommended Priorities for Investment. In order to help the City identify investment priorities for the future, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that 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 in the future. 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 the Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of 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 service that is recommended as the top priority for investment in order to raise the City's overall satisfaction rating is listed below:
 - Overall maintenance of streets, buildings, and facilities (IS Rating=0. 1107)
- **Priorities within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department/area are listed below:
 - **Parks and Recreation:** City swimming pool
 - **Public Safety:** none of the public safety services were listed as a “high priority” for investment
 - **Code Enforcement:** enforcing exterior maintenance of residential property, enforcing clean-up of debris on private property, and enforcing mowing and cutting of weeds and tall grass
 - **Maintenance Services:** none of the maintenance services were listed as a “high priority” for investment