

2025 City Of Roeland Park Resident Survey Findings

Presented by ETC Institute

January 2026



Who We Are

ETC Institute is the Nation's leading provider of market research for local governments

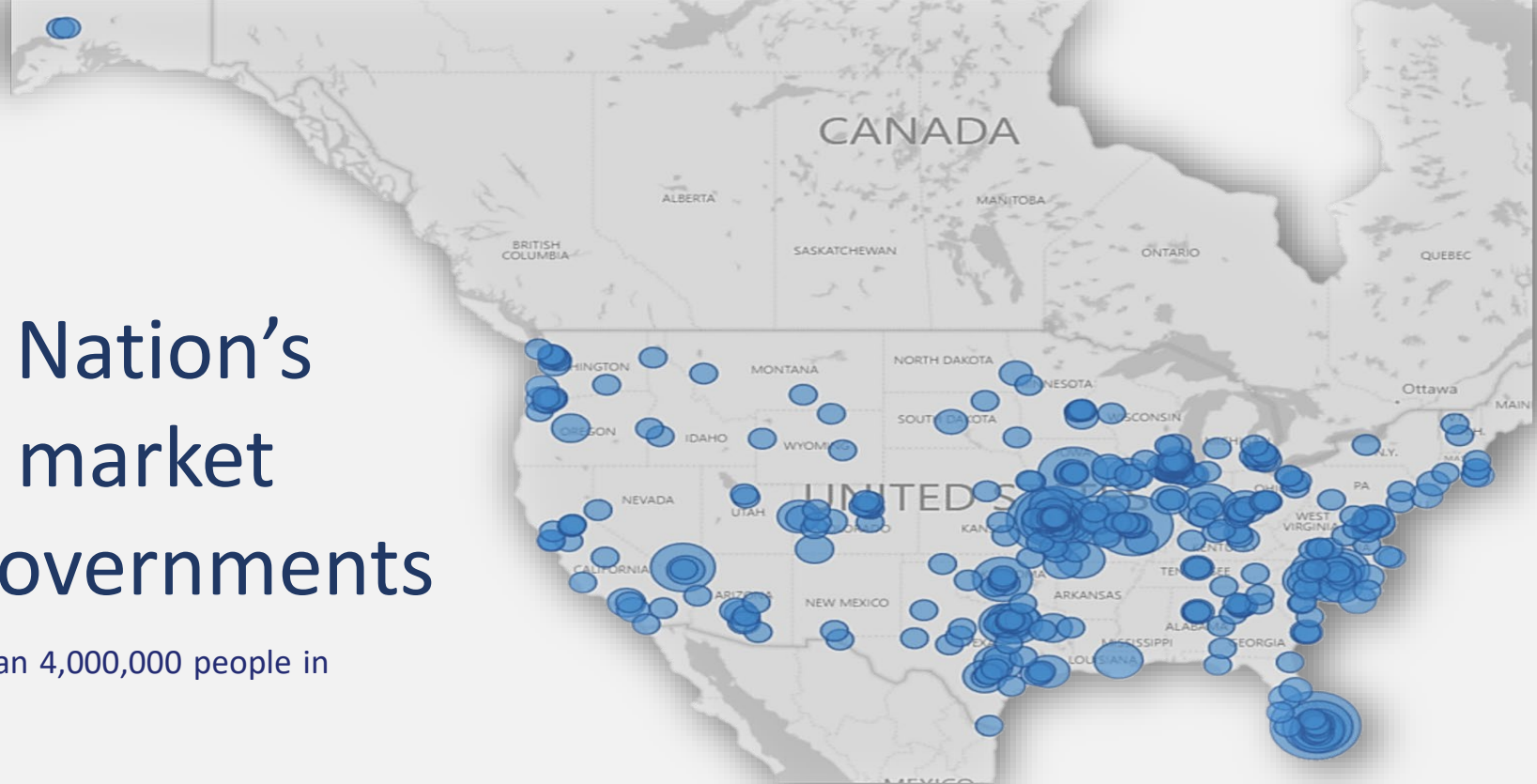
Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents





Agenda

01. Perceptions & Ratings

02. Major Services

03. Public Safety

04. City Maintenance

05. City Communication

06. Questions

2025 Roeland Park Resident Survey

Purpose

- To objectively assess City programs and services
- To gather input from residents to help City leaders set priorities
- To identify areas of improvement for the community

Methodology

- Administered by mail, phone, and online with follow-ups by text, email, and social media to the random sample of residential addresses.
- Sample designed to ensure results are statistically valid and representative
- 467 completed surveys were collected, MOE: +/-4.5% at 95% level of confidence
 - Goal was 400.

What to Know

95%

Percentage of respondents who rated Roeland Park as an “excellent” or “good” place to live.

90%

Percentage of respondents who rated Roeland Park as an “excellent” or “good” place to raise children.

89%

Percentage of respondents who were “very satisfied” or “satisfied” with the overall quality of life in Roeland Park.



Perceptions and Ratings of the City Are High

Benchmarking

When compared to ETC Institute’s Kansas City Metro and National Averages, Roeland Park performs above the averages in most of the areas assessed.



Overall Satisfaction with Town Services is Strong

Overall Services

Overall, Roeland Park performed well in key areas such as solid waste services, police services and parks and recreation.



Opportunities for Improvement for Roeland Park

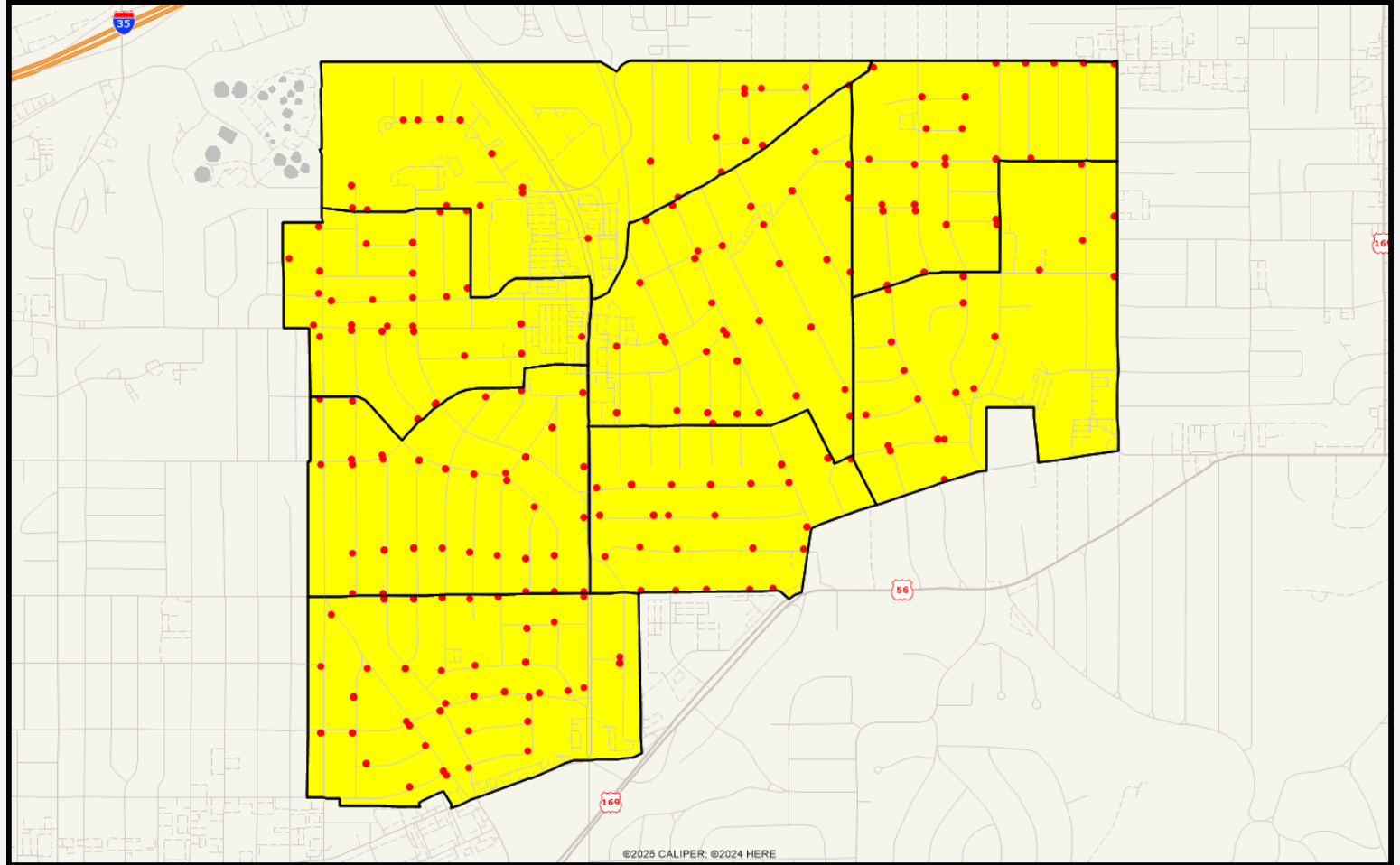
Priorities for Improvement

The instrument was designed so ETC Institute could develop priorities for improvement. Development activities and code enforcement were highlighted areas for improvement.

Distribution of Responses

ETC Institute designs the sample to ensure all areas of the City are equally represented. Throughout the survey administration process, ETC Institute monitors response distribution to maintain geographic balance.

Responses have been coded to the block level to maintain respondent anonymity.



Perceptions & Ratings



Overall Ratings

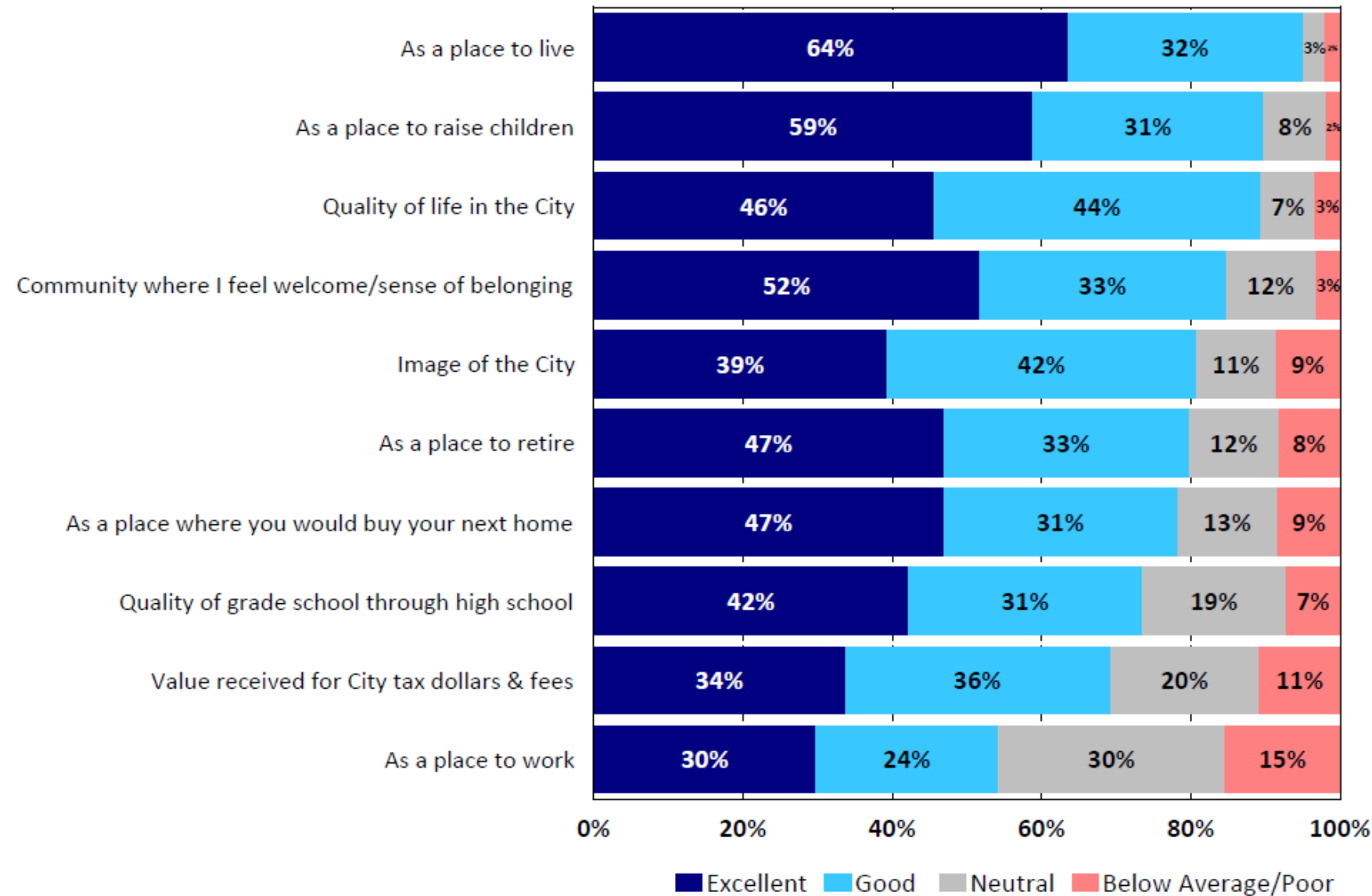
Roeland Park received ratings above 50% in all areas assessed.

The Big Ones

- As a place to live – 95%
- As a place to raise children – 90%
- Quality of life – 89%

Q3. Ratings of Quality of Life in Roeland Park

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



Overall Ratings: Benchmarking

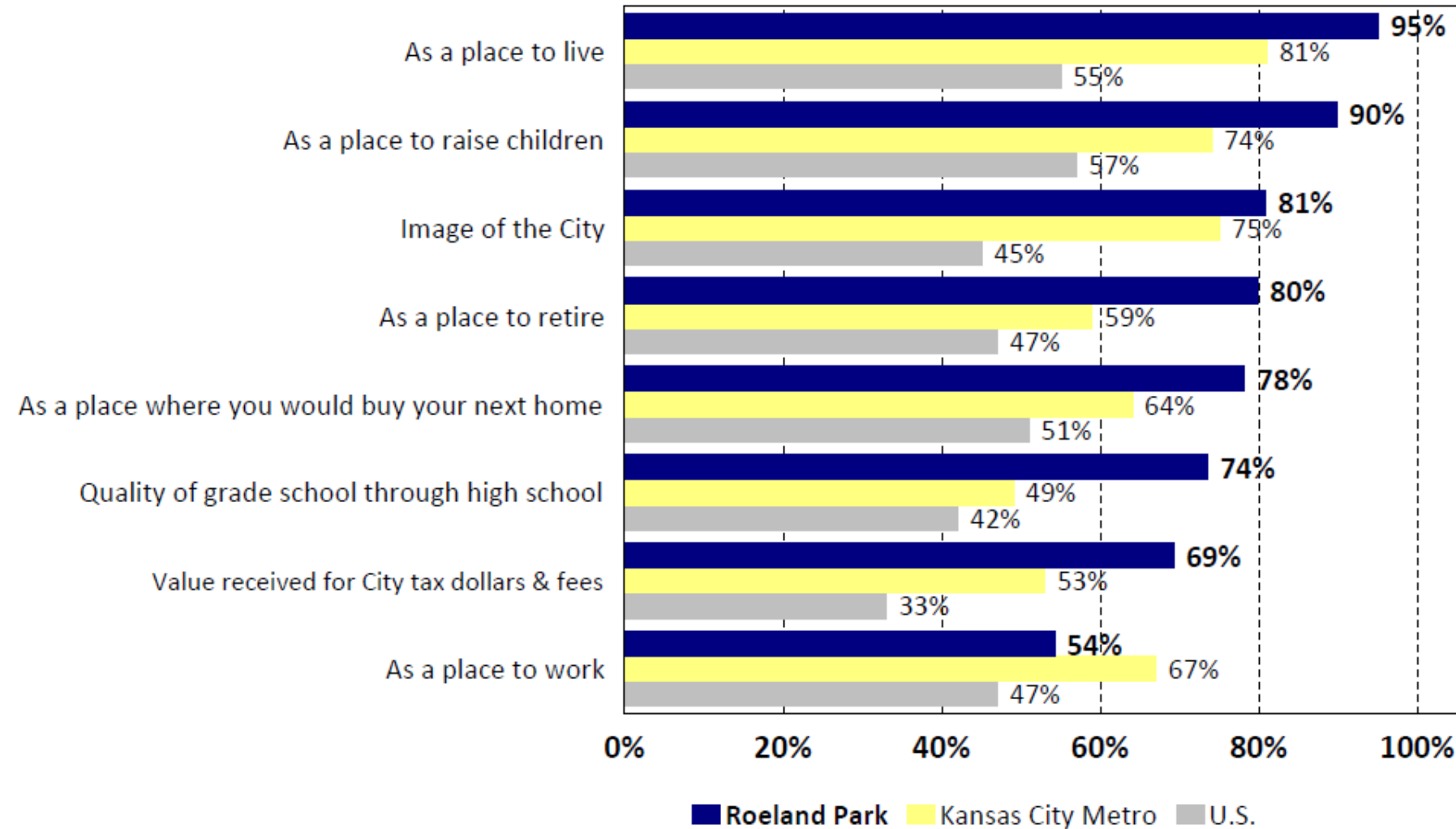
Roeland Park is leading the way in almost all of the areas assessed. As **a place to work** is the only area below the KC Metro average.

+50 pts

The difference between Roeland Park's **As a place to live** score and the national average.

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

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor"

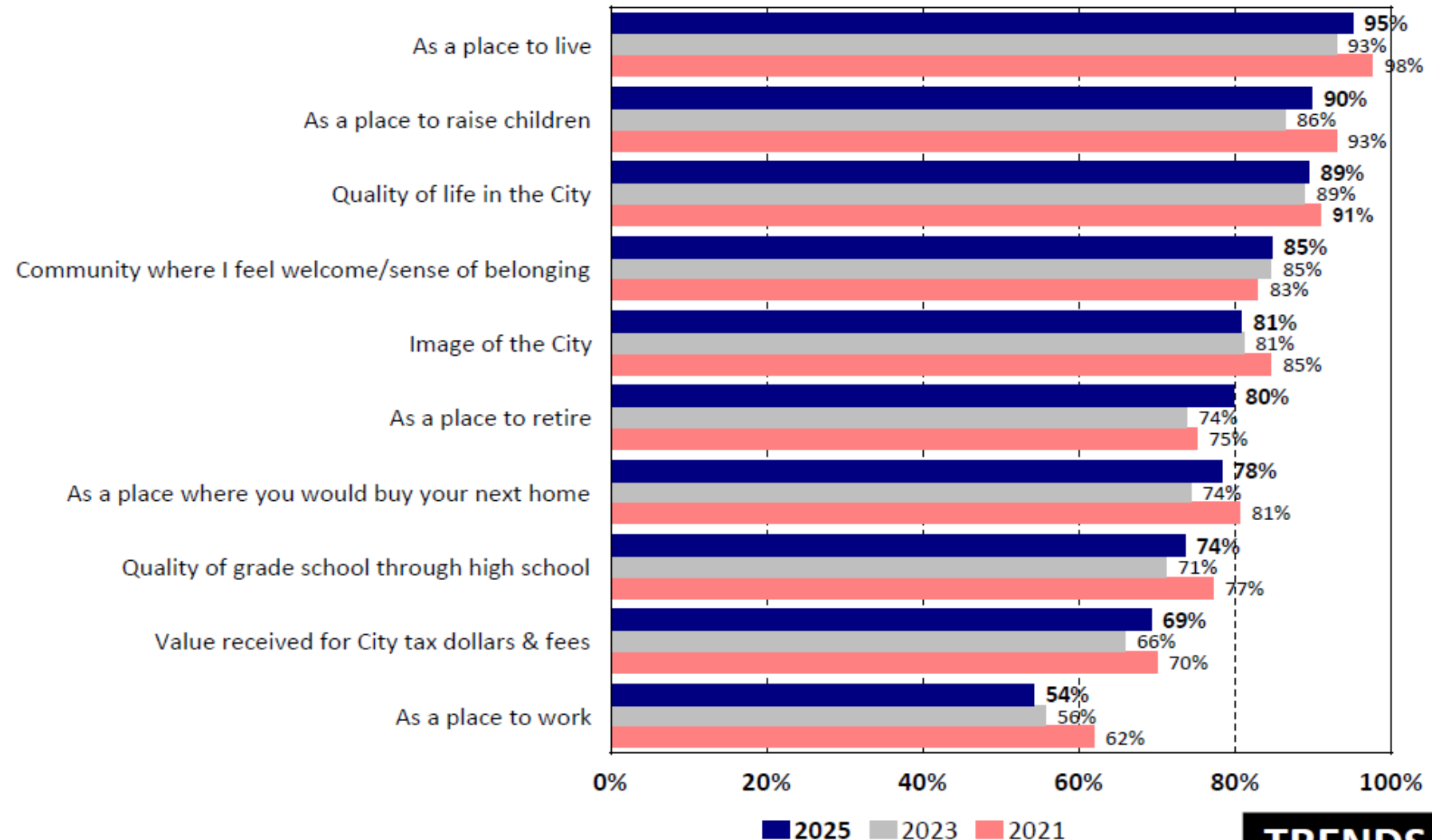


Overall Ratings: Trends

The survey results indicate that Roeland Park has sustained its performance levels since 2021 in most areas, reflecting continued resident satisfaction.

Ratings of Quality of Life in Roeland Park 2021 to 2025

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



TRENDS

Perceptions

Roeland Park received ratings above 50% in all 8/11 assessed.

The Big Ones

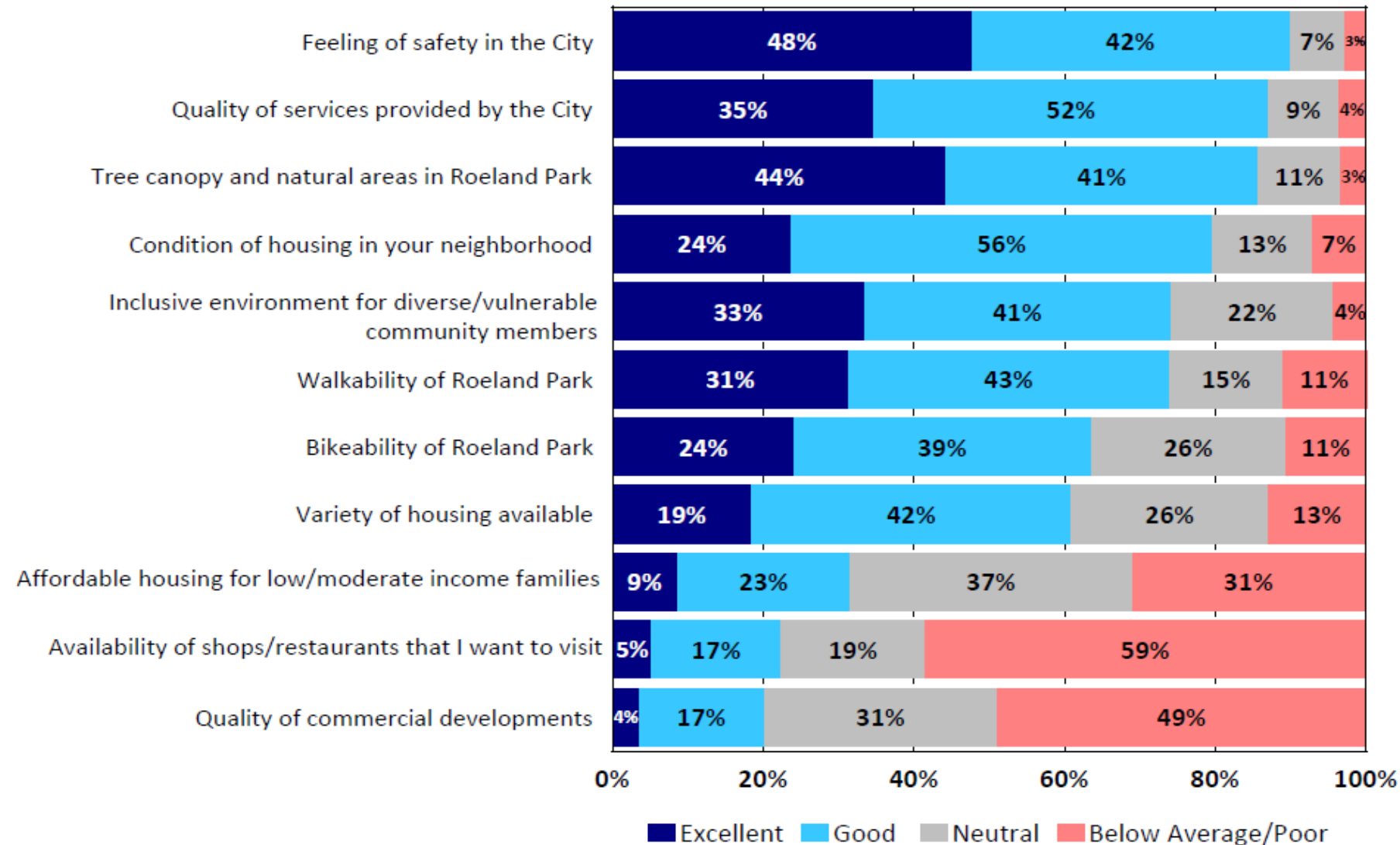
- Feeling of safety – 90%
- Quality of services – 87%

Lowest Rated

- Availability of shops – 22%
- Commercial Developments – 20%

Q4. Ratings of Items that Influence Perception of the City of Roeland Park

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



Perceptions: Benchmarking

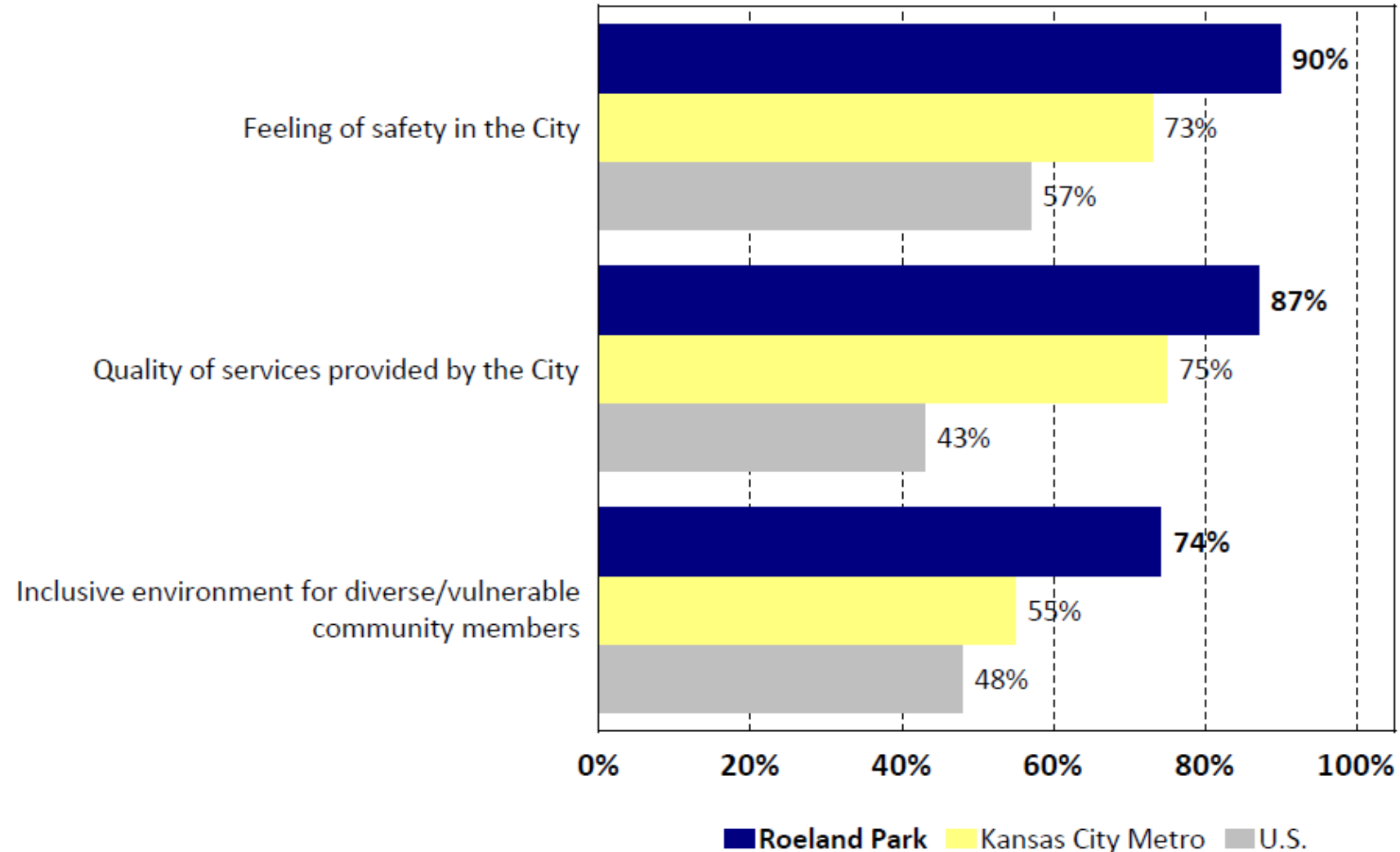
Roeland Park is leading the way in all the areas assessed.

+33 pts

The difference between Roeland Park's **feeling of safety** score and the national average.

Satisfaction with Items Influencing Perceptions of the City: City of Roeland 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"



Major Services



Major Services

More than half of respondents were satisfied in 10/11 areas assessed.

Top Areas

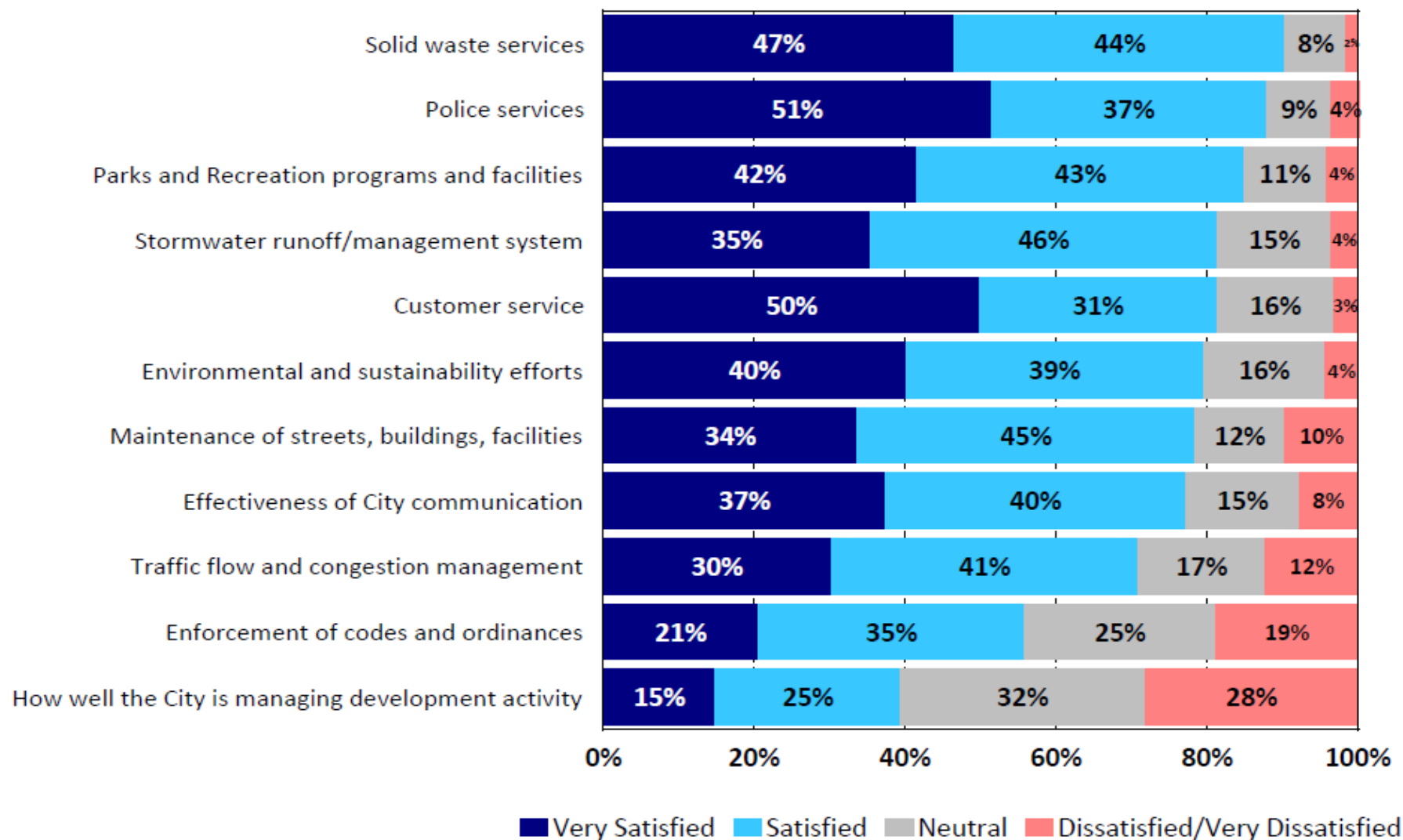
- Solid Waste Services – 90%
- Police Services – 88%
- Parks and Recreation – 85%

Bottom Areas

- Code Enforcement – 56%
- Managing Development – 39%

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 know”)



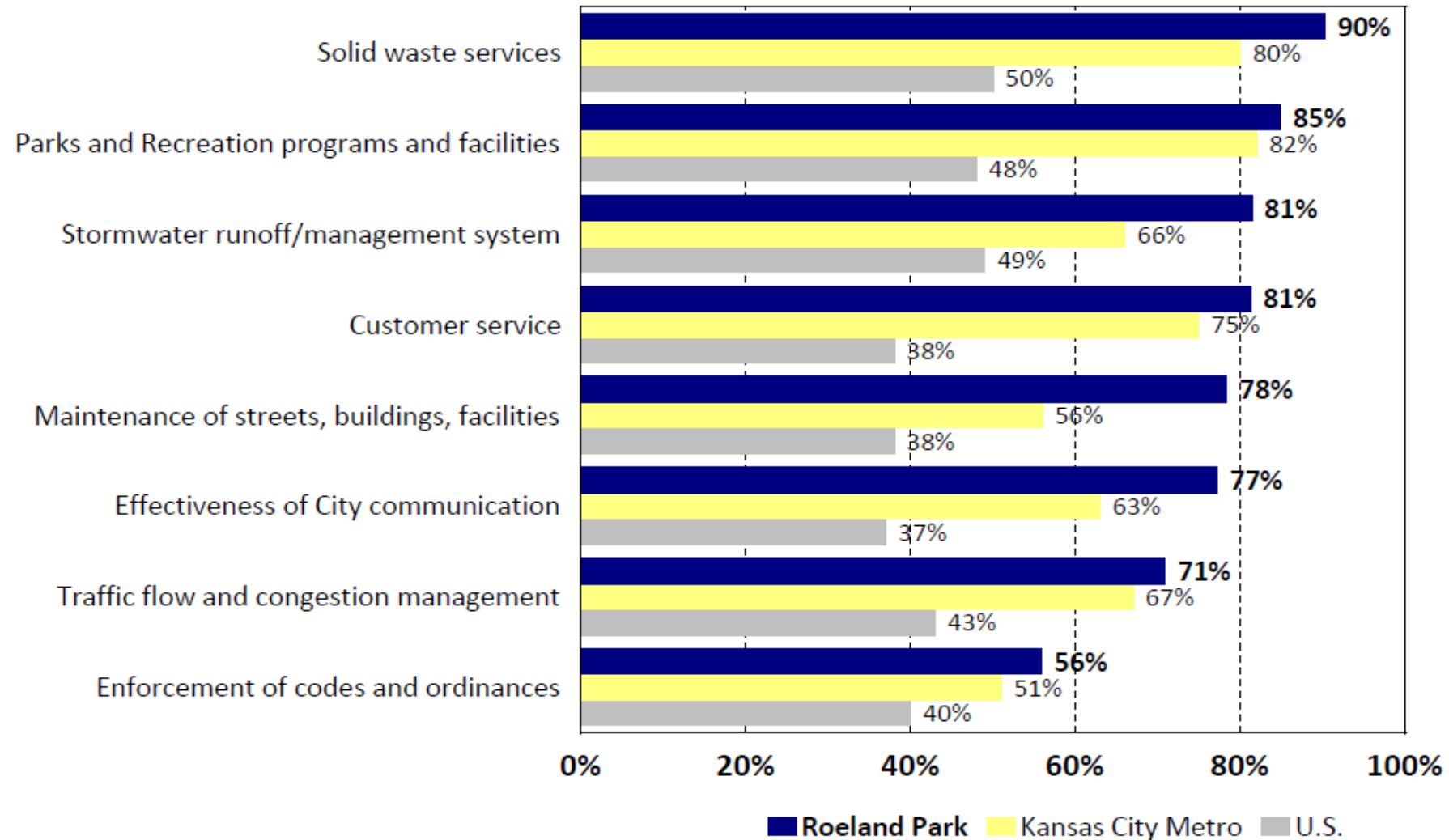
Major Services: Benchmarking

Roeland Park is above the Regional and National averages in all areas assessed.

Though, some of the services may have rated lower than expected, when put in context with benchmarking, Roeland Park is doing very well.

Overall Satisfaction with Major Categories of City Services: City of Roeland 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"



Major Services: Importance

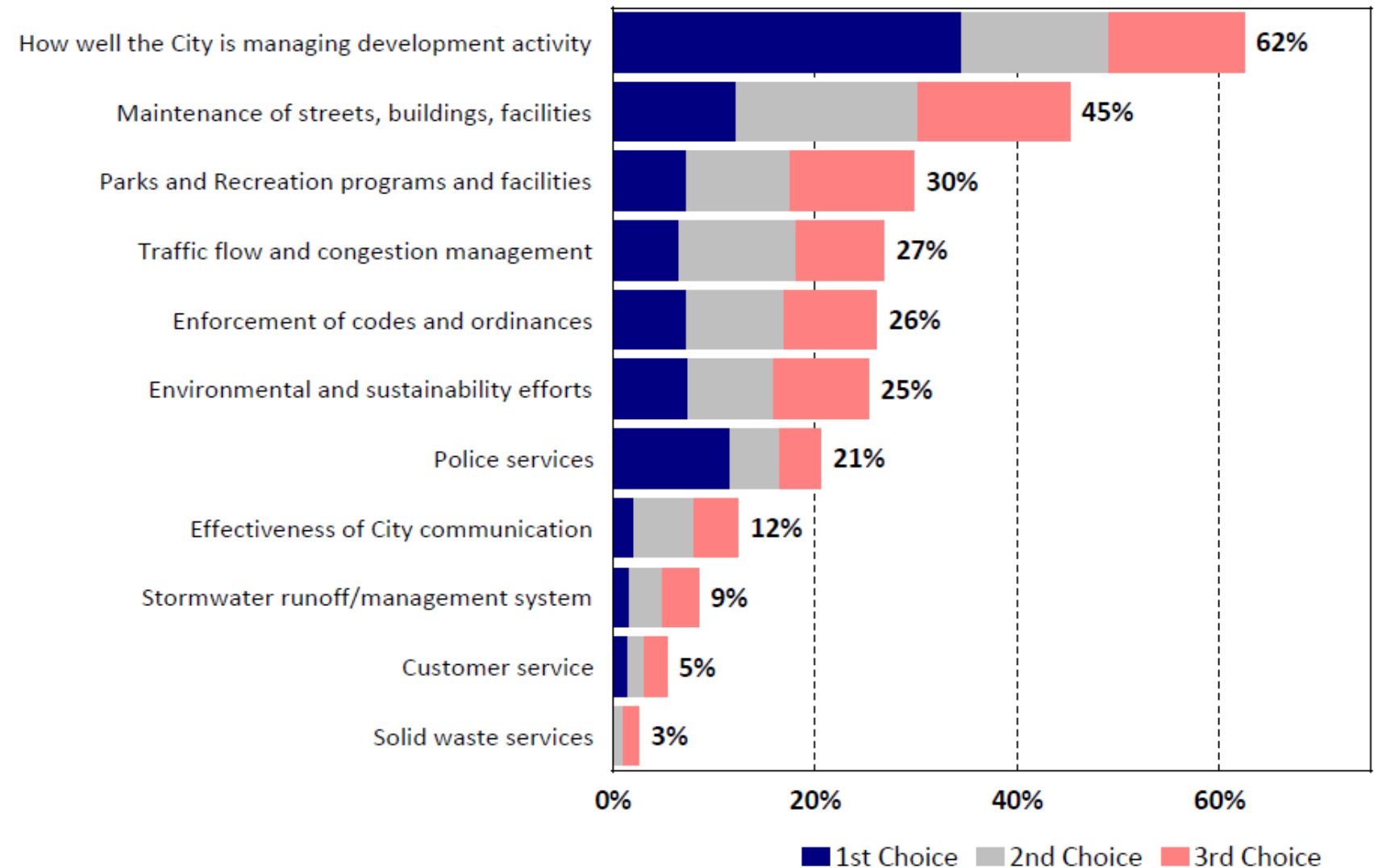
Clear top two most important items according to residents.

Top Two

- Managing Development – 62%
- Maintenance of Streets – 45%

Q2. Services That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

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



Major Services: Priorities for Investment

Using ETC's Importance-Satisfaction Rating, the Major Services Roeland Park should focus on to improve resident satisfaction are:

1. How well the City is managing development activity.
2. Enforcement of codes and ordinances.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
How well the City is managing development activity	62%	1	39%	11	0.3781	1
<u>High Priority (IS .10-.20)</u>						
Enforcement of codes and ordinances	26%	5	56%	10	0.1151	2
<u>Medium Priority (IS <.10)</u>						
Maintenance of streets, buildings, facilities	45%	2	78%	7	0.0976	3
Traffic flow and congestion management	27%	4	71%	9	0.0780	4
Environmental and sustainability efforts	25%	6	80%	6	0.0519	5
Parks and Recreation programs and facilities	30%	3	85%	3	0.0450	6
Effectiveness of City communication	12%	8	77%	8	0.0283	7
Police services	21%	7	88%	2	0.0249	8
Stormwater runoff/management system	9%	9	81%	4	0.0158	9
Customer service	5%	10	81%	5	0.0099	10
Solid waste services	3%	11	90%	1	0.0025	11

Public Safety



Public Safety Services

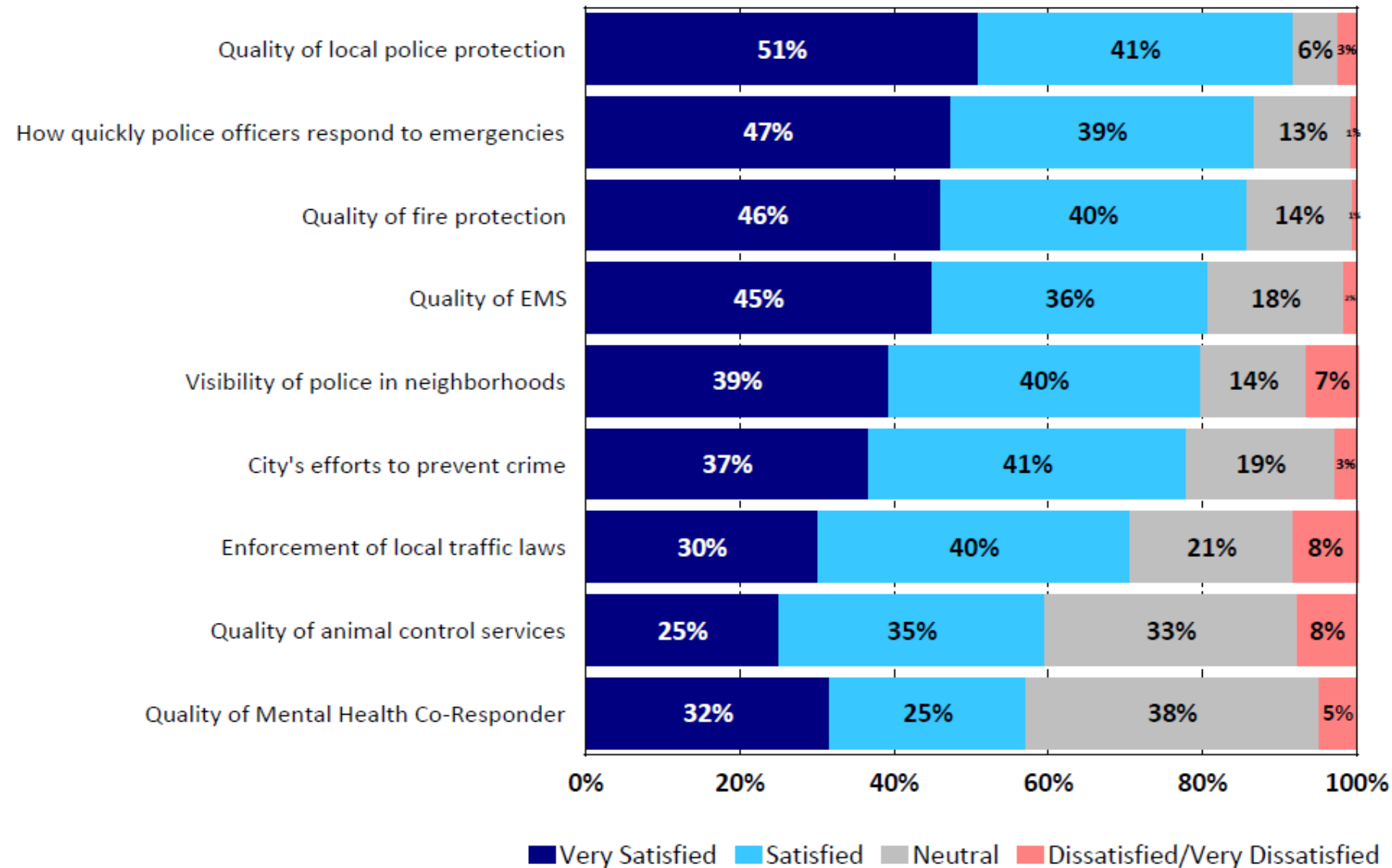
Roeland Park received ratings above 50% in all areas assessed.

Top Rated

- Local Police Protection – 92%
- How quickly police respond – 87%
- Fire Protection – 86%

Q6. Overall Satisfaction with Public Safety Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)



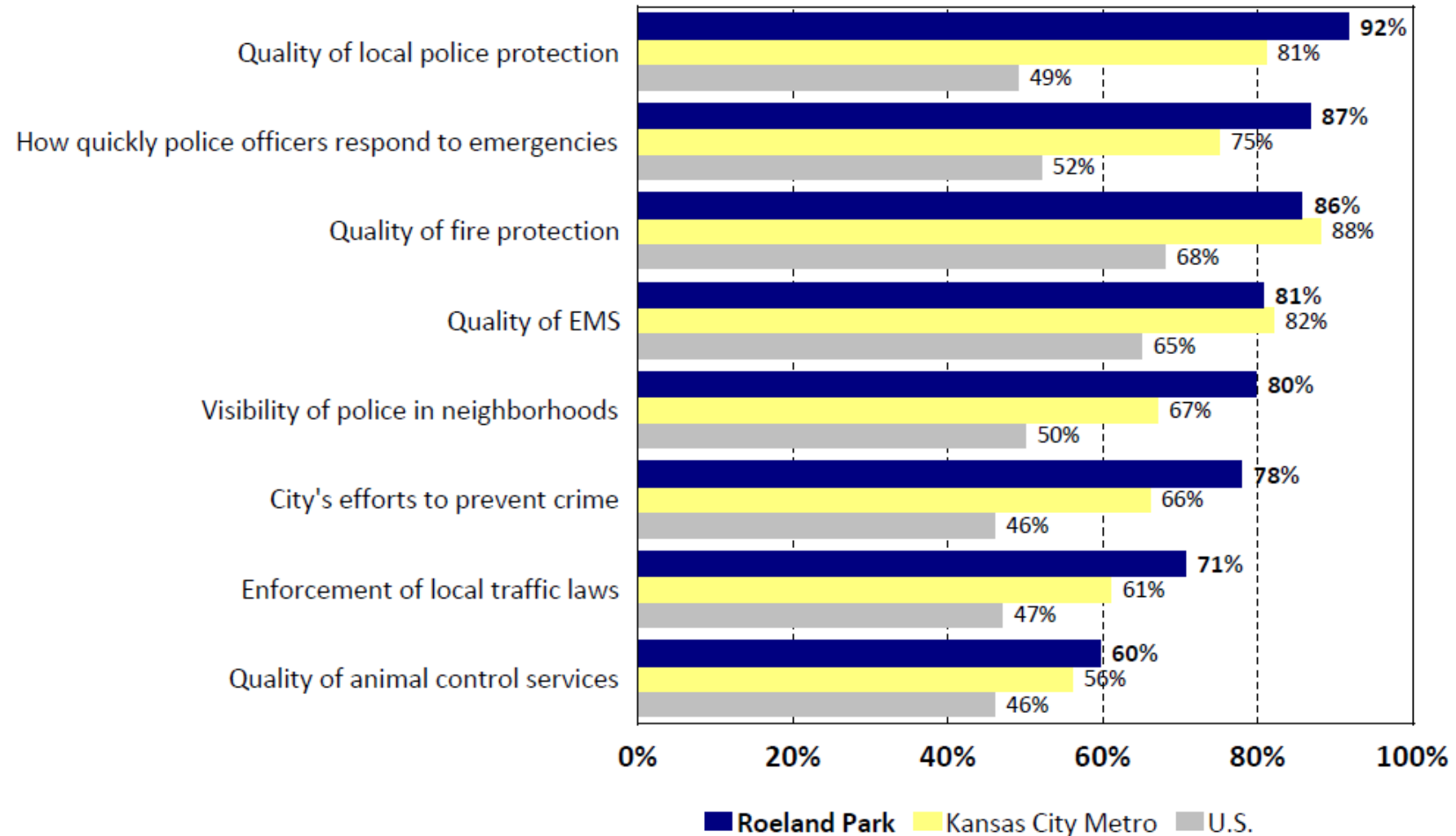
Public Safety: Benchmarking

Roeland Park is leading the way when compared to the regional and national averages in almost all the areas assessed.

Quality of Fire and EMS are on par with the regional average. The KC Metro average is the most competitive benchmark that is offered by ETC Institute.

Overall Satisfaction with Public Safety: City of Roeland 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"

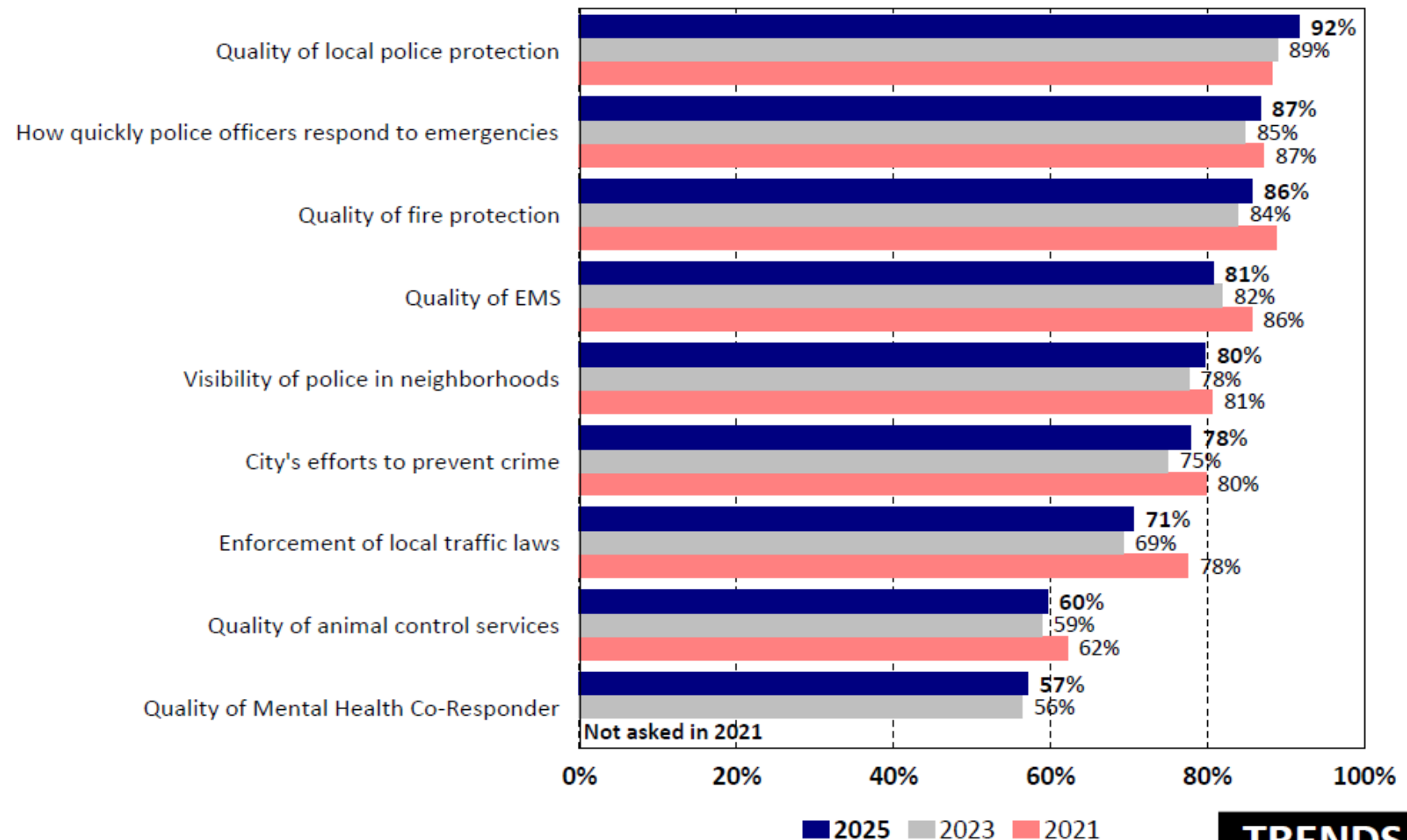


Public Safety: Trends

Overall, Roeland Parks has stayed steady in Public Safety since 2021, Enforcement of local traffic laws is the area that has seen the biggest decrease, but the quality of local police protection has seen a slight increase.

Overall Satisfaction with Public Safety Services 2021 to 2025

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"



TRENDS

Public Safety: Priorities for Investment

Using ETC's Importance-Satisfaction Rating, the Public Safety items that Roeland Park should focus on to improve resident satisfaction are:

1. Quality of Mental Health Co-Responder
2. City's efforts to prevent crime

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Quality of Mental Health Co-Responder	28%	3	57%	9	0.1205	1
City's efforts to prevent crime	46%	1	78%	6	0.1008	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	26%	5	71%	7	0.0761	3
Visibility of police in neighborhoods	34%	2	80%	5	0.0688	4
Quality of animal control services	14%	8	60%	8	0.0574	5
Quality of EMS	21%	6	81%	4	0.0401	6
Quality of local police protection	27%	4	92%	1	0.0220	7
How quickly police officers respond to emergencies	16%	7	87%	2	0.0210	8
Quality of fire protection	13%	9	86%	3	0.0189	9

City Maintenance



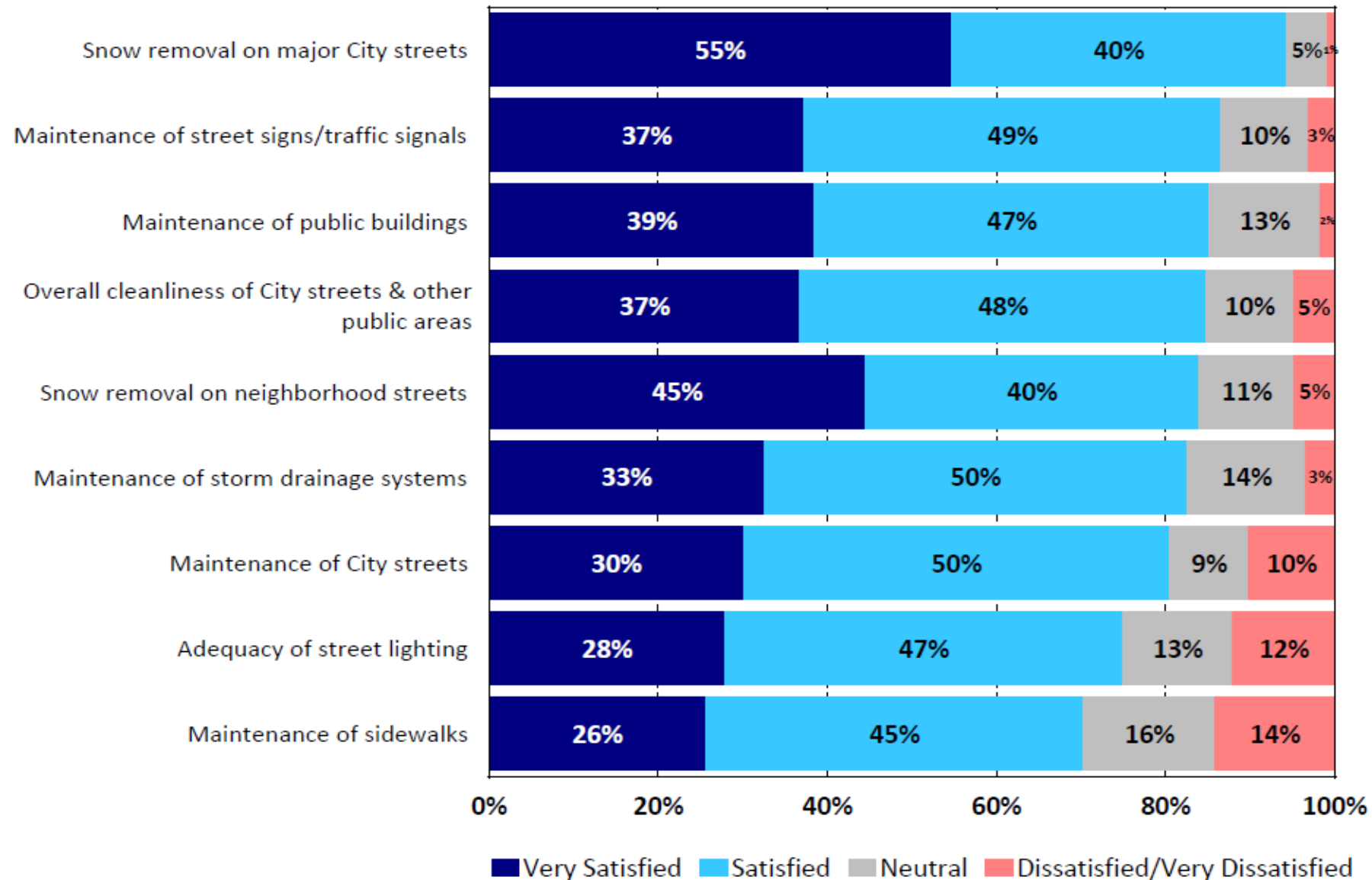
City Maintenance

Roeland Park received ratings above 50% in all areas.

Maintenance of sidewalks was the lowest rated item.

Q12. Overall 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 know")

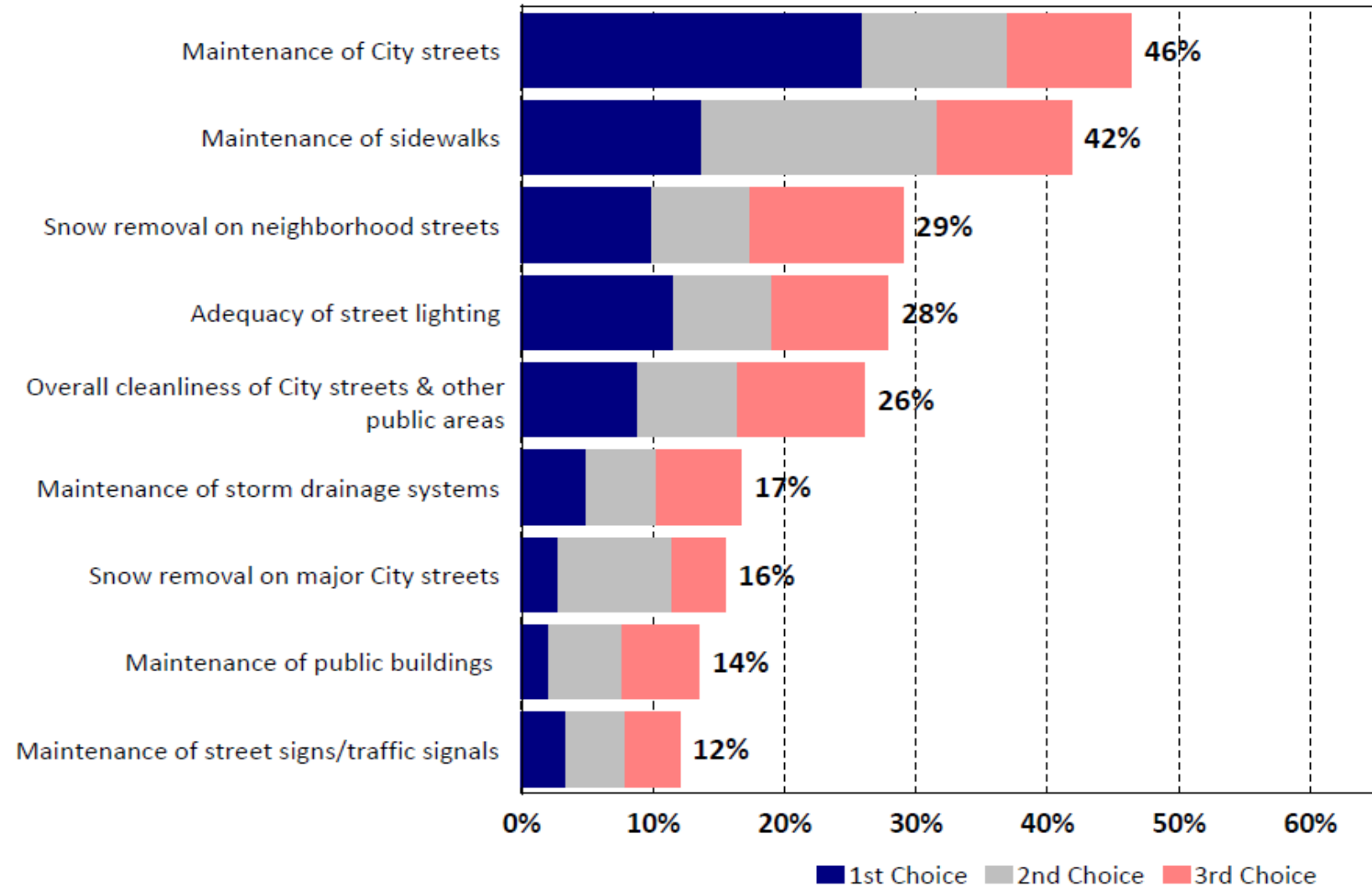


City Maintenance: Importance

Maintenance of City streets and sidewalks were the clear most important items for residents.

Q13. Maintenance Services That Should Receive the Most Emphasis From City Leaders Over the Next Two Years

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



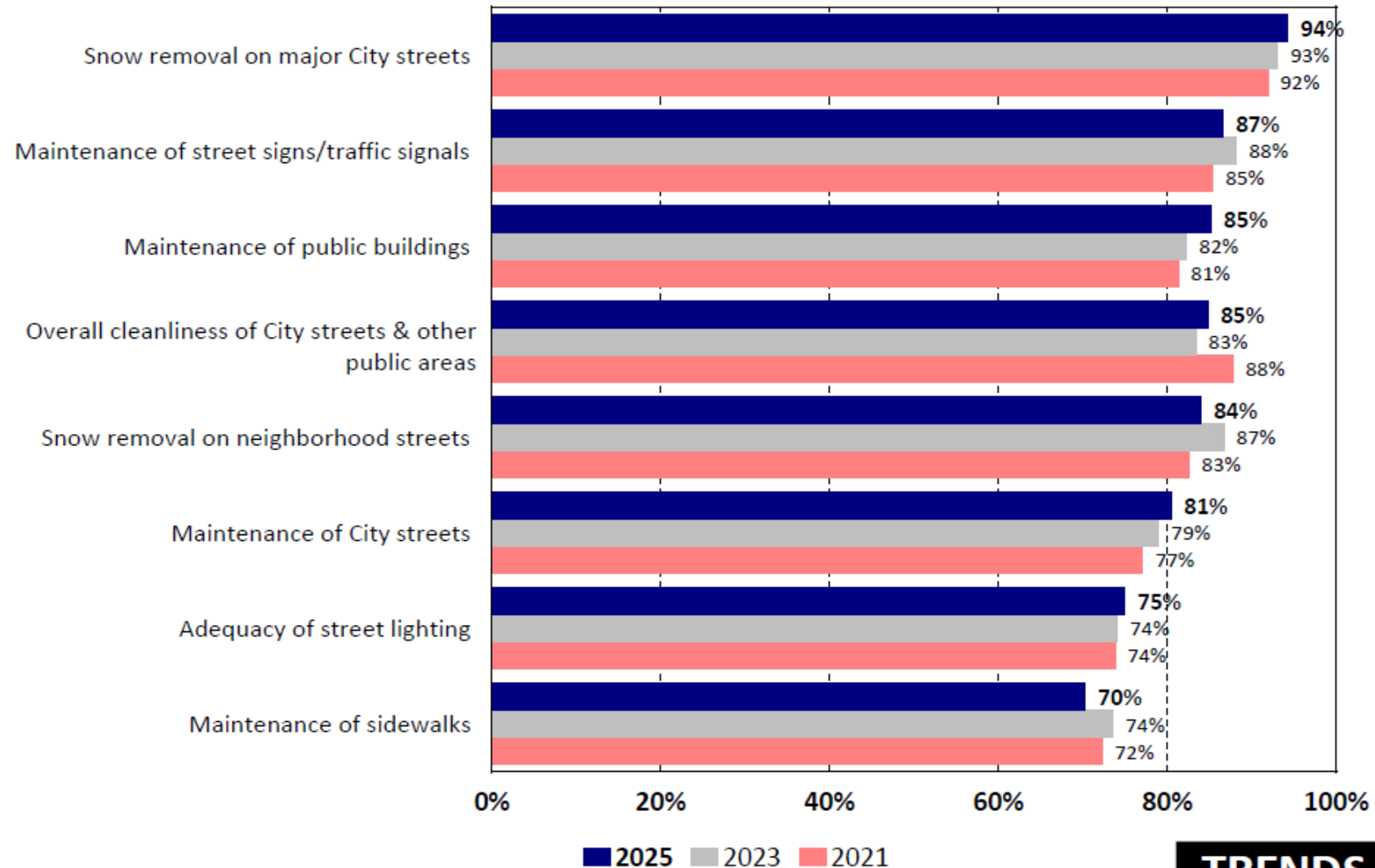
City Maintenance: Trends

Once again, Roeland Park has maintained its consistency in City Maintenance since 2021.

Overall Satisfaction with City Maintenance

2021 to 2025

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"



TRENDS

City Maintenance: Priorities for Investment

Using ETC's Importance-Satisfaction Rating, the City Maintenance item that Roeland Park should focus on to improve resident satisfaction is:

1. Maintenance of sidewalks

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of sidewalks	42%	2	70%	9	0.1241	1
<u>Medium Priority (IS <.10)</u>						
Maintenance of City streets	46%	1	81%	7	0.0905	2
Adequacy of street lighting	28%	4	75%	8	0.0698	3
Snow removal on neighborhood streets	29%	3	84%	5	0.0464	4
Overall cleanliness of City streets & other public areas	26%	5	85%	4	0.0397	5
Maintenance of storm drainage systems	17%	6	83%	6	0.0291	6
Maintenance of public buildings	14%	8	85%	3	0.0200	7
Maintenance of street signs/traffic signals	12%	9	87%	2	0.0161	8
Snow removal on major City streets	16%	7	94%	1	0.0088	9

City Communication

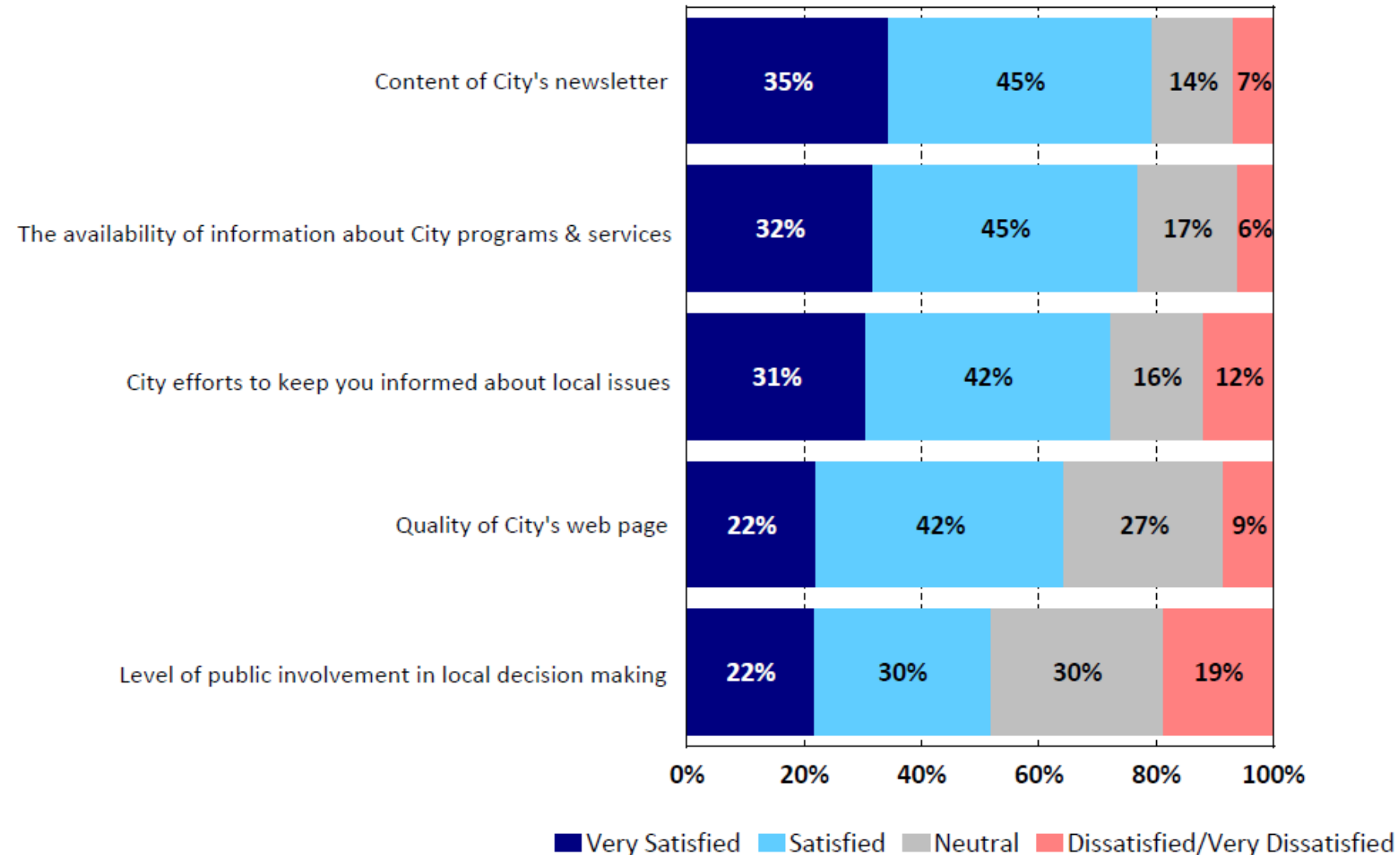


City Communication

All the items received ratings above 50%. The **content of the City's newsletter** was the highest rated.

Q14. Overall 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 know")



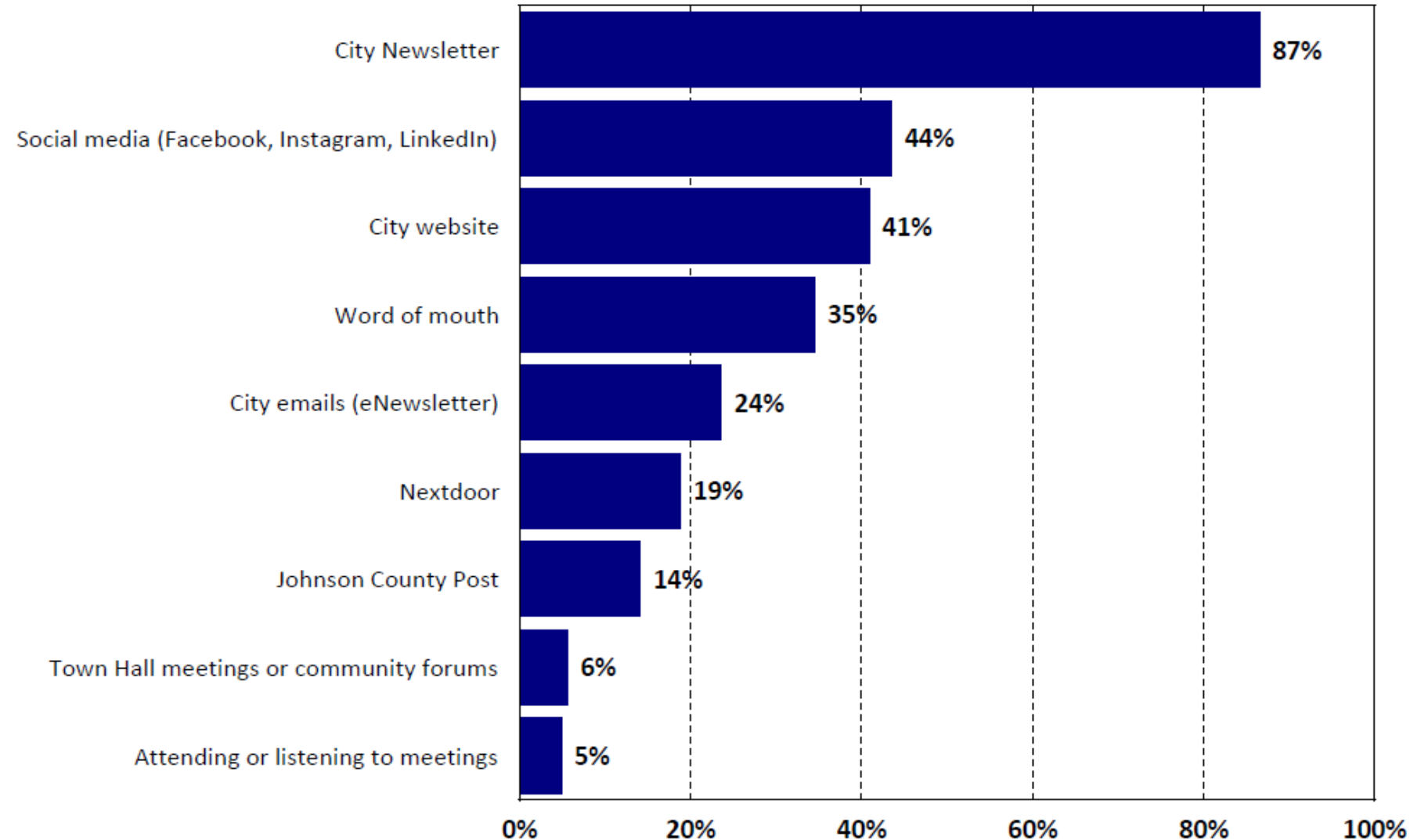
Where do you currently get information?

The clear top source of information is the **City Newsletter**.

The City should continue to improve and inform residents about the contents of the City Newsletter. The newsletter was also the most preferred source of information from residents.

Q15. What sources do you currently USE MOST to get information about the City of Roeland Park?

by percentage of respondents (multiple selections could be made)



Summary

- Perceptions and ratings of Roeland Park remain high.
 - As a place to live – 95%
 - As a place to raise children - 90%
- Roeland Park is leading the way in most areas when compared to the KC Metro Average and the National Average.
- Areas for Improvement:
 - Managing Development
 - Code Enforcement
 - Mental Health Co-responder
 - Efforts to prevent crime
 - Maintenance of Sidewalks
- The City's Newsletter remains residents preferred source of information about the City.

Questions?

Thank you!

Get In Touch



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