



For Immediate Release

Contact: Nancy Mays
nancy@mayscomm.com
913.568.3605

City of De Soto announces results for first community-wide citizen satisfaction survey
Resident satisfaction ranks well above national average in most categories

DE SOTO, Kansas – Jan. 20, 2023 – The City of De Soto released the results of its first community-wide survey aimed at both measuring satisfaction with City services and gauging residents’ priorities for the future.

The survey, administered by Olathe-based national survey leader ETC Institute, showed the City **rated significantly above the national average in 23 of the 34 service areas** assessed. The survey also found that 80 percent of the respondents said they were very satisfied or satisfied with the overall quality of life in De Soto. In addition, **85 percent would recommend De Soto as a place to live.**

“The survey was abundantly clear – residents have a positive perception of the City,” said Ryan Murray, Assistant Director of Community Research, ETC. “This is the first time the City has assessed citizen perception of services, making the results even more impressive. It’s important to note that even in the areas tagged as a priority for improvement, the City is still scoring higher than regional and national averages.”

Residents gave **top marks** to the following, indicating they are “very satisfied” or “satisfied” with:

- **Feeling of safety:** 86 percent
- Overall quality of **public education:** 82 percent
- **Quality of life:** 80 percent
- **Quality of services** provided by the City: 74 percent

Residents gave the **highest scores** to these City services, with percentages reflecting those who answered “very satisfied” or “satisfied.”

- Quality of **customer service** from City employees: 75 percent
- Quality of City **Parks and Recreation programs** and facilities: 72 percent
- Quality of **law enforcement:** 72 percent

Residents gave the lowest marks to its “quality of downtown,” with 29 percent saying they are “very satisfied” or “satisfied” with the area, indicating an opportunity for improvement for the City.

How the survey was administered

The survey was mailed to all households in De Soto. Each household had the option to complete and return the paper survey, take it online, or take it over the phone. Residents could also opt to take the survey in Spanish or have questions read to them by an ETC representative.

A total of 507 residents completed the survey – twice the goal of 250 needed to ensure the results were statistically valid. The results reflect the city’s demographic and geographic diversity.

How the City will use the results

The survey results will help City leadership better understand residents’ needs and prioritize resources accordingly. Residents identified four **top priorities for improvement**:

- Planning and community development
- Water and wastewater utility services
- Street maintenance
- Communication with the public

“I’m encouraged by the overall high level of satisfaction,” said Mike Brungardt, De Soto City Administrator. “We know the recent announcement of the Panasonic plant has residents focused on planning and communication. We look forward to using the survey to help us continue to improve service delivery and allocate resources effectively.”

Other findings

- **Types of businesses:** 76 percent would like to see more restaurants, bars and pubs while 57 percent would like more health and personal care stores. In addition, residents wrote in “hardware store” more than any other business that they’d like to see in De Soto..
- The **three words** most frequently used to describe De Soto by residents were “friendly,” “small” and “quiet.”
- When asked what “**small town**” means to residents, most respondents said “friendly,” “people” and “neighbors.”

The complete survey results can be found [here](#).

For a PPT of the results, including comparisons and context, see [here](#).

An executive summary of the results can be found [here](#).

###

