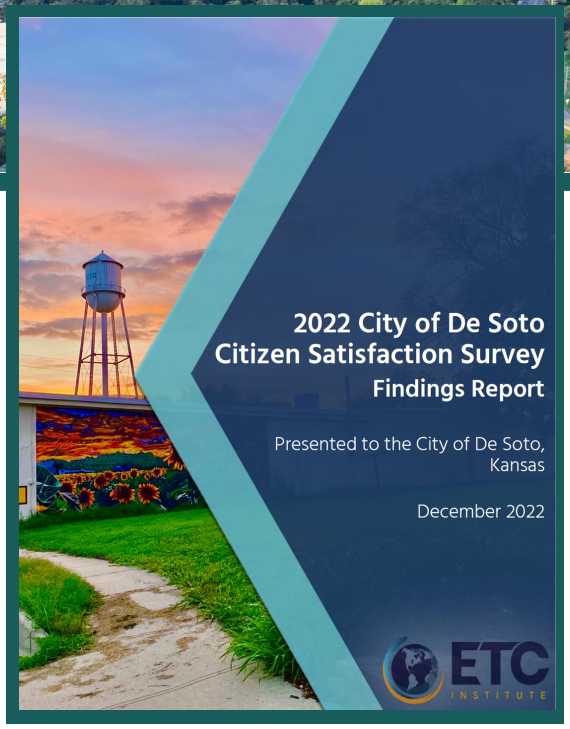
JANUARY 2023
News for Residents

COMMUNITY SURVEY RESULTS



During the fall of 2022, the City of De Soto partnered with ETC Institute to conduct the first community survey. The purpose of the survey was to gauge citizen satisfaction with the quality of our services and understand the community's priorities for the future. These results provide a valuable source of information and direction as the City "Designs De Soto" and revamps the Strategic Plan.

The survey was sent to every household in De Soto. Residents had the option to mail back results or take the survey online. Residents could also take the survey in Spanish or have questions read to them over the phone. **Some 507 surveys were returned, well over double the goal of 250 needed to ensure statistical validity.** The results reflect the geographic and demographic diversity of the City with a precision of at least +/- 4.6% at the 95% level of confidence.

Overall, the results were positive with 85 percent of respondents saying they would recommend De Soto as a place to live. In addition, the City rated significantly above the national average in 23 of the 34 service areas assessed.

Bottom Line Up Front

Residents Have a Positive Perception of the City
("Very Satisfied" & "Satisfied")

- **Overall quality of life in the City:** 80% of respondents
- **Overall quality of services provided by the City:** 74%

Satisfaction with City Services is Much Higher in De Soto Than Other Communities

- 85% of residents rated De Soto as an "excellent" or "good" place to live, which is 35% higher than the national average!
- On most scores, De Soto ranked above the national average

Top Priorities for Improvement

1. Quality of Planning and Community Development
2. Quality of Water and Wastewater utility services
3. Quality of Street Maintenance
4. Effectiveness of City Communication with the public

Top Overall Satisfaction Scores

- **As a place to live:** 85%
- **Quality of customer service from City employees:** 75%
- **As a place to raise children:** 86%
- **Feeling of safety:** 86%
- **Snow removal:** 78%

Satisfaction with City Services

The 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:

- Quality of **Customer Service** from City employees: 75%
- Quality of **City Parks and Recreation programs and facilities:** 72%
- Quality of **Law Enforcement:** 72%

How Residents describe De Soto!

Other Findings

- **Top 3 desired Parks and Rec programs:** 1) special events, 2) nature based education/activities, and 3) senior programs.
- **Top 3 Parks and Rec amenities desired:** 1) walking paths/trails, 2) community parks, and 3) an indoor all-purpose recreation facility.
- Only 29% of residents are satisfied with the quality of De Soto's downtown.
- Fifty percent (50%) of residents said they'd like to receive **email newsletters** and 49% wanted **mailed newsletters.**
- **Top 2 types of businesses residents want to see:** 1) restaurants/bars/pubs (77%) & 2) health and personal care stores (57%).
- Eighty six (86%) of residents were **interested in learning about the development** related to Astra Enterprise Park (formerly known as Sunflower Ammunition Plant).

More Info

For the complete results, visit **desotoks.us/307/Community-Survey**

DESIGNING DE SOTO