

# 2024 City of De Soto Citizen Satisfaction Survey Findings Report

Presented to the City of De Soto, KS  
January 2025



**ETC**  
INSTITUTE

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# Executive Summary

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# 2024 City of De Soto Citizen Satisfaction Survey Executive Summary

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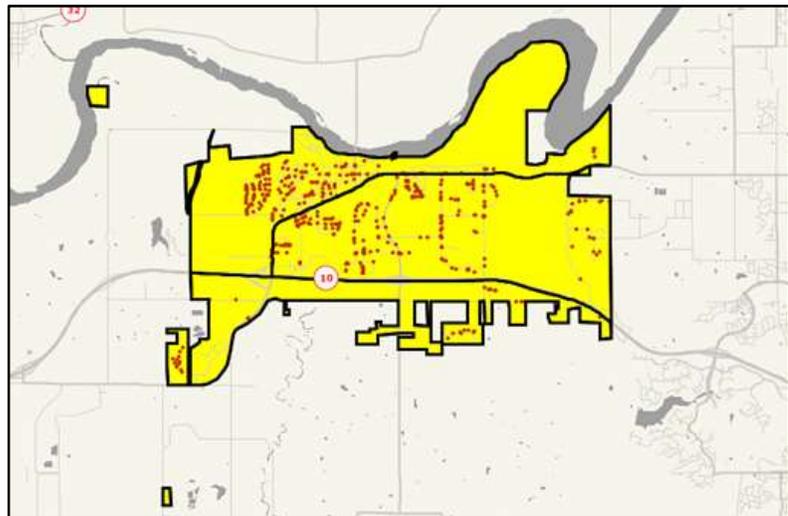
## Purpose

ETC Institute administered a survey to residents of the City of De Soto during the fall of 2024. The purpose of the survey was to gather feedback about how the City is meeting community needs. Responses will help guide future decisions about how to spend tax dollars and how City leaders will allocate resources. This is the second citizen survey ETC Institute has conducted for the City of De Soto, the first in 2022.

## Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to all households in the City of De Soto. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. After the mailed surveys arrived, ETC Institute initiated follow-up postcards and targeted social media posts on Facebook and Instagram to encourage participation. The follow-up postcards included a link to the online survey as well as a QR code to make it easy for respondents to complete the survey online.

A total of 500 residents completed the survey. The overall results for the sample of 500 households have a precision of at least  $\pm 3.8\%$  at the 95% level of confidence. To ensure that households throughout the City were well represented, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



This report contains the following:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey including trends comparing results to 2022
- benchmarking data that show how the survey results for De Soto compare to other cities in the United States
- Importance-Satisfaction analysis to help the City use survey data to set priorities
- tabular data for the overall results to each question of the survey
- a copy of the survey instrument

## 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 (73%) quality of City Parks and Recreation programs and facilities (70%), and quality of street maintenance (70%).

Based on the sum of their top two choices, the categories of City services that residents thought should receive the most emphasis over the next two years were: 1) quality of Planning and Community Development and 2) quality of City Water and Wastewater utility service.

## Satisfaction With Perceptions of the City

The perceptions of the City of De Soto 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 public education (79%), feeling of safety in De Soto (78%), quality of life (70%), and quality of services provided by the City (70%).

## Overall Ratings of the City

Eighty-two percent (82%) of the residents surveyed, *who had an opinion*, rated the City of De Soto as “excellent” or “good” as a place to raise children, and 81% rated the City as an “excellent” or “good” place to live.

## Satisfaction With City Leadership

Forty-three percent (43%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of leadership by the City’s elected officials; 43% were satisfied with the effectiveness of the City Administrator and staff, and 39% were satisfied with accessibility/responsiveness of elected officials.

## Satisfaction With Street Maintenance

The street 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 City streets (80%), cleanliness of City streets and other public areas (74%), and mowing/trimming along City streets and other public areas (72%).

## Satisfaction With Water and Wastewater Utilities

The water and wastewater utility 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 easy the bill is to understand (70%), overall customer service from water service employees (62%), and how well the City keeps you informed about water quality issues or disruptions to your water services (54%).

## Satisfaction With Code Enforcement

The code enforcement 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: enforcing exterior maintenance of business property (44%) and enforcing mowing and cutting of weeds on private property (34%). The highest percentage of respondents (37%) would describe the City's level of enforcement when it comes to codes and ordinances as "about right."

## Satisfaction With 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 (86%), condition of park equipment (77%), and number of City parks (72%).

## Satisfaction With Communication

The communication 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: the quality of the City's newsletter (69%), availability of information about City programs, services, and events (62%), and City social media (61%).

## Customer Service

Half (50%) of the residents surveyed indicated they had interacted with the City with a question, problem, or complaint during the past year. Of those, 83% *who had an opinion* indicated it was “very easy” or “somewhat easy” to contact the person they needed to reach.

When asked about the frequency that City employees displayed various behaviors, most residents (92%) indicated they were “always” or “usually” courteous and polite, and 83% indicated they “always” or “usually” did what they said they would do in a timely manner.

## Economic Growth and Planning

The highest percentage of respondents were satisfied (rating "satisfied" or "very satisfied") with the City's efforts to promote economic development (54%), the overall quality of new development in De Soto (47%), and the access to healthy food they can afford (46%).

## Importance of Reasons to Live in De Soto

The reasons for living in De Soto that had the highest levels of importance, based upon the combined percentage of “extremely important” and “very important” responses among residents *who had an opinion*, were: safety and security (82%), quality of public schools (82%), small-town feel (77%), and affordability of housing (67%).

## Likelihood of Recommending De Soto

Seventy-two percent (72%) of residents *who had an opinion* indicated they are “very likely” or “somewhat likely” to recommend the City of De Soto as a place to live, and 55% were “very likely” or “somewhat likely” to recommend the City as a place to have a business.

## Other Findings

- Residents were asked about their desire/want for various additional parks and recreation programs in the City of De Soto. Based on the sum of their top three choices, the programming types that are most important to households are: 1) special events, 2) nature based education/activities, and 3) adult non-sport programs.

Residents were also asked about their desire/want for various additional parks and recreation amenities in the City. Based on the sum of their top three choices, the amenity types that are most important to households are: 1) walking paths/trails, 2) new indoor all-purpose recreation facility, and 3) community parks.

- Other ways in which residents would like the City to communicate with them include: texting (54%), a mobile app (33%), or council meet and greets (26%).
- Sixty-nine percent (69%) of the residents surveyed indicated they had visited the City's website during the past 12 months. Of those, 82% *who had an opinion* felt it was "very easy" (28%) or "somewhat easy" (53%) to find the information they were looking for on the website.
- When residents were asked their level of agreement that the City needed various types of businesses, the items in which they most agreed, based upon the combined percentage of "strongly agree" and "agree" among those *who had an opinion*, were: restaurants, bars, and pubs (70%), health and personal care stores (58%), specialty groceries and food services (52%), and gyms or fitness centers/dance/yoga/martial arts (51%).
- Respondents were asked to rate the City's current availability of four types of housing. Thirty-nine percent (39%) of respondents thought there amount of multi-family residential housing was "just right". Sixty-nine percent (69%) of respondents thought there needed to be more affordable housing and 68% felt there should be more senior living.

## How the City of De Soto Compares to Other Communities Nationally

Satisfaction ratings for the City of De Soto **rated at or above the U.S. average in 25 of the 34 areas** that were assessed. The City of De Soto rated significantly higher than the U.S. average (difference of 5% or more) in 23 of these areas. Listed below are the comparisons between the City of De Soto and the U.S. average:

Service	De Soto	U.S.	Difference	Category
Overall quality of City customer service	73%	39%	33%	City Services
As a place to live	81%	49%	33%	Overall Ratings of the City
Overall quality of public education	79%	48%	32%	Perceptions of the City
Overall quality of street maintenance	70%	41%	29%	City Services
Snow removal on city streets	80%	58%	22%	Street Maintenance
City social media	61%	39%	22%	Communication
Overall effectiveness of City communication	59%	37%	22%	City Services
Overall quality of services provided by City	70%	49%	21%	Perceptions of the City
As a place to raise children	82%	61%	21%	Overall Ratings of the City
Cleanliness of streets and public areas	74%	53%	21%	Street Maintenance
Overall City Parks & Rec programs/facilities	70%	49%	21%	City Services
Mowing and tree trimming along streets and public areas	72%	55%	17%	Street Maintenance
Availability of info about services/programs	62%	46%	16%	Communication
Stormwater management and flood control	64%	50%	15%	Street Maintenance
Efforts by govt. to keep you informed about local issues	57%	43%	14%	Communication
Overall quality of law enforcement	66%	53%	13%	City Services
Overall feeling of safety in City	78%	66%	12%	Perceptions of the City
Quality of city website	53%	42%	11%	Communication
Condition of sidewalks	56%	47%	9%	Street Maintenance
Overall value that you receive for your city taxes and fees	41%	33%	8%	Perceptions of the City
Overall quality of water utility services	60%	52%	8%	City Services
Leadership provided by the local elected officials	43%	38%	5%	City Leadership
Overall effectiveness of the City Admin. and appointed staff	43%	38%	5%	City Leadership
What you are charged for water	39%	38%	1%	Water & Wastewater Utilities
Overall image of City	54%	53%	0%	Perceptions of the City
Enforcing exterior maintenance of business property	44%	46%	-3%	Code Enforcement
Appearance of community	52%	55%	-3%	Perceptions of the City
Overall quality of downtown	40%	48%	-7%	Perceptions of the City
As a place where you would buy your next home	49%	56%	-8%	Overall Ratings of the City
Enforcing cleanup of debris on private property	33%	45%	-12%	Code Enforcement
Enforcement of mowing/ cutting of weeds on private property	34%	46%	-12%	Code Enforcement
Enforcement of exterior maintenance of residential property	32%	44%	-13%	Code Enforcement
Quality of drinking water	45%	59%	-14%	Water & Wastewater Utilities
As a place to work	43%	57%	-14%	Overall Ratings of the City

## How the City of De Soto Compares to Other Communities Regionally

Satisfaction ratings for the City of De Soto **rated at or above the Plains Region in 27 of the 34 areas** that were assessed. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma. The City of De Soto rated significantly higher than the Plains Region (difference of 5% or more) in 23 of these areas. Listed below are the comparisons between the City of De Soto and the Plains regional average:

Service	De Soto	Plains Region	Difference	Category
Overall quality of street maintenance	70%	35%	35%	City Services
Overall quality of public education	79%	47%	32%	Perceptions of the City
As a place to live	81%	49%	32%	Overall Ratings of the City
Overall quality of City customer service	73%	42%	31%	City Services
As a place to raise children	82%	58%	25%	Overall Ratings of the City
City social media	61%	38%	23%	Communication
Availability of info about governmental services and activities	62%	40%	23%	Communication
Cleanliness of streets and public areas	74%	51%	23%	Street Maintenance
Overall effectiveness of City communication	59%	37%	21%	City Services
Quality of city website	53%	33%	20%	Communication
Overall quality of services provided by City	70%	52%	19%	Perceptions of the City
Stormwater management and flood control	64%	46%	18%	Street Maintenance
Overall City Parks & Rec programs/facilities	70%	52%	18%	City Services
Snow removal on city streets	80%	62%	18%	Street Maintenance
Mowing and tree trimming along streets and public areas	72%	55%	17%	Street Maintenance
Overall effectiveness of the City Admin. and appointed staff	43%	26%	17%	City Leadership
Condition of sidewalks	56%	40%	16%	Street Maintenance
Overall quality of water utility services	60%	44%	16%	City Services
Efforts by government to keep you informed about issues	57%	42%	15%	Communication
Overall feeling of safety in City	78%	65%	14%	Perceptions of the City
Leadership provided by the local elected officials	43%	32%	11%	City Leadership
Overall quality of law enforcement	66%	57%	9%	City Services
Overall value that you receive for your city taxes and fees	41%	33%	8%	Perceptions of the City
Overall image of City	54%	50%	3%	Perceptions of the City
What you are charged for water	39%	37%	2%	Water & Wastewater Utilities
Enforcing exterior maintenance of business property	44%	43%	0%	Code Enforcement
Overall quality of downtown	40%	40%	0%	Perceptions of the City
Appearance of community	52%	56%	-5%	Perceptions of the City
As a place where you would buy your next home	49%	54%	-5%	Overall Ratings of the City
Enforcement of exterior maintenance of residential property	32%	40%	-8%	Code Enforcement
As a place to work	43%	53%	-10%	Overall Ratings of the City
Enforcement of mowing/cutting of weeds on private property	34%	44%	-10%	Code Enforcement
Enforcing cleanup of debris on private property	33%	44%	-11%	Code Enforcement
Quality of drinking water	45%	59%	-14%	Water & Wastewater Utilities

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance 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 over the next two years. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Based on the results of the Importance-Satisfaction Analysis, the services that are recommended as the top priorities over the next two years are listed below:

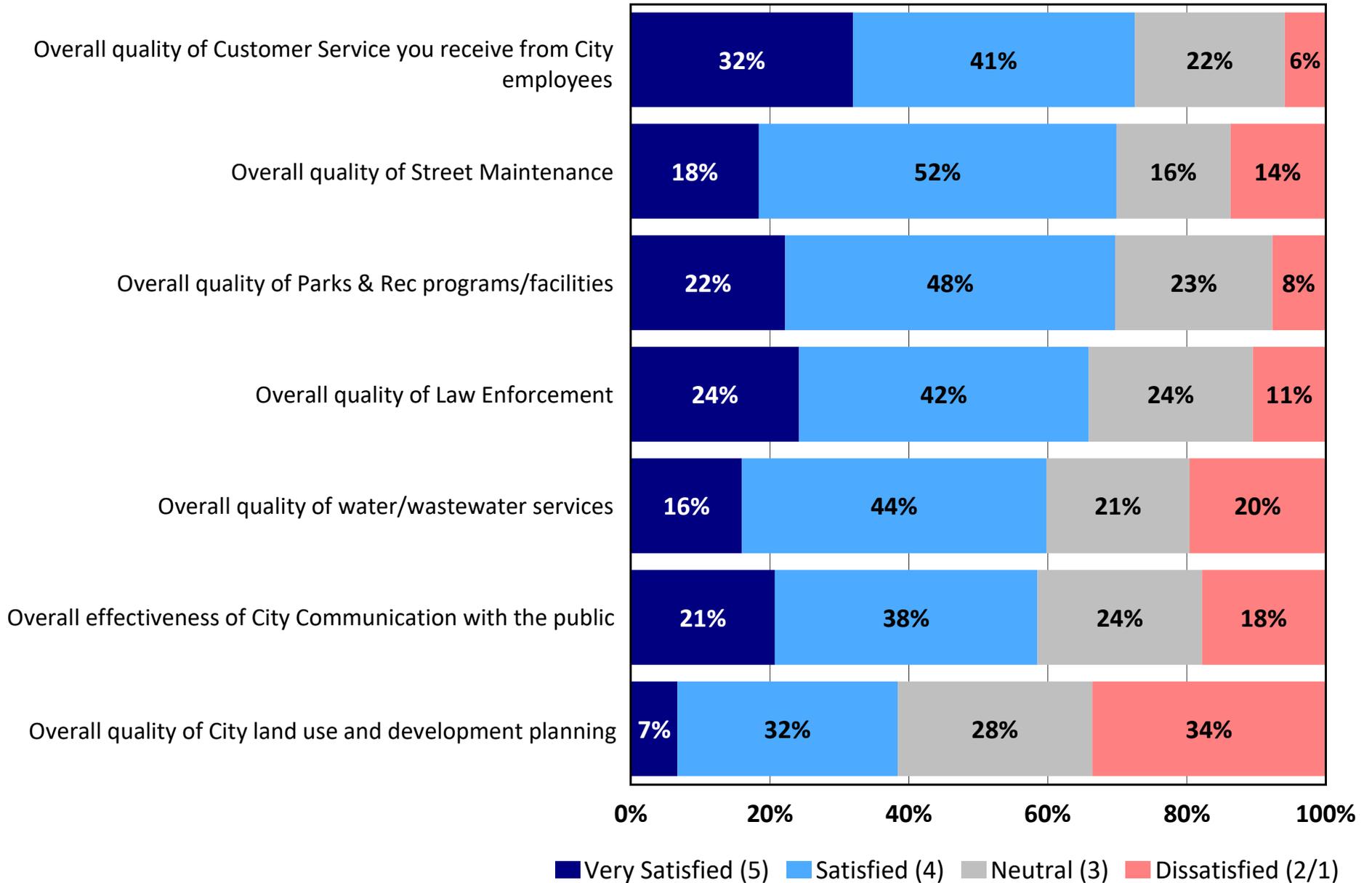
<b>2024 Importance-Satisfaction Rating</b>						
<b>City of De Soto</b>						
<b>Overall Ratings</b>						
<b>Category of Service</b>	<b>Most Important %</b>	<b>Most Important Rank</b>	<b>Satisfaction %</b>	<b>Satisfaction Rank</b>	<b>Importance-Satisfaction Rating</b>	<b>I-S Rating Rank</b>
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall quality of City land use and development planning	56%	1	38%	7	0.3437	1
<b><u>High Priority (IS .10-.20)</u></b>						
Overall quality of City Water and Wastewater utility services	36%	2	60%	5	0.1447	2
Overall quality of Street Maintenance	34%	3	70%	2	0.1035	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall quality of Law Enforcement	22%	4	66%	4	0.0764	4
Overall effectiveness of City Communication with the public	17%	6	59%	6	0.0706	5
Overall quality of City Parks and Recreation programs and facilities	19%	5	70%	3	0.0570	6
Overall quality of Customer Service you receive from City employees	3%	7	73%	1	0.0072	7



# Charts and Graphs

# Q1. Satisfaction with City Services

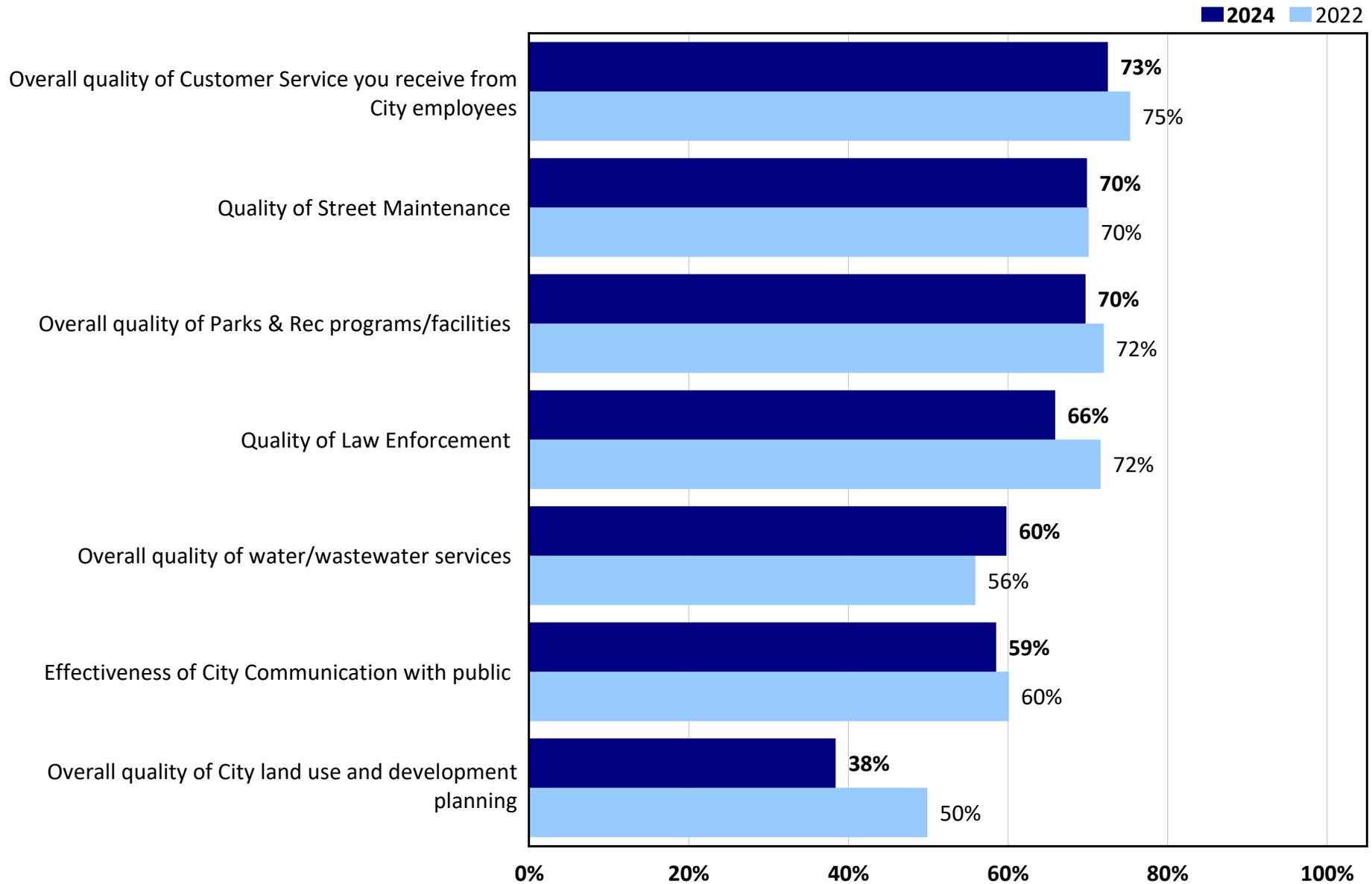
by percentage of respondents (excluding don't knows)



# TRENDS

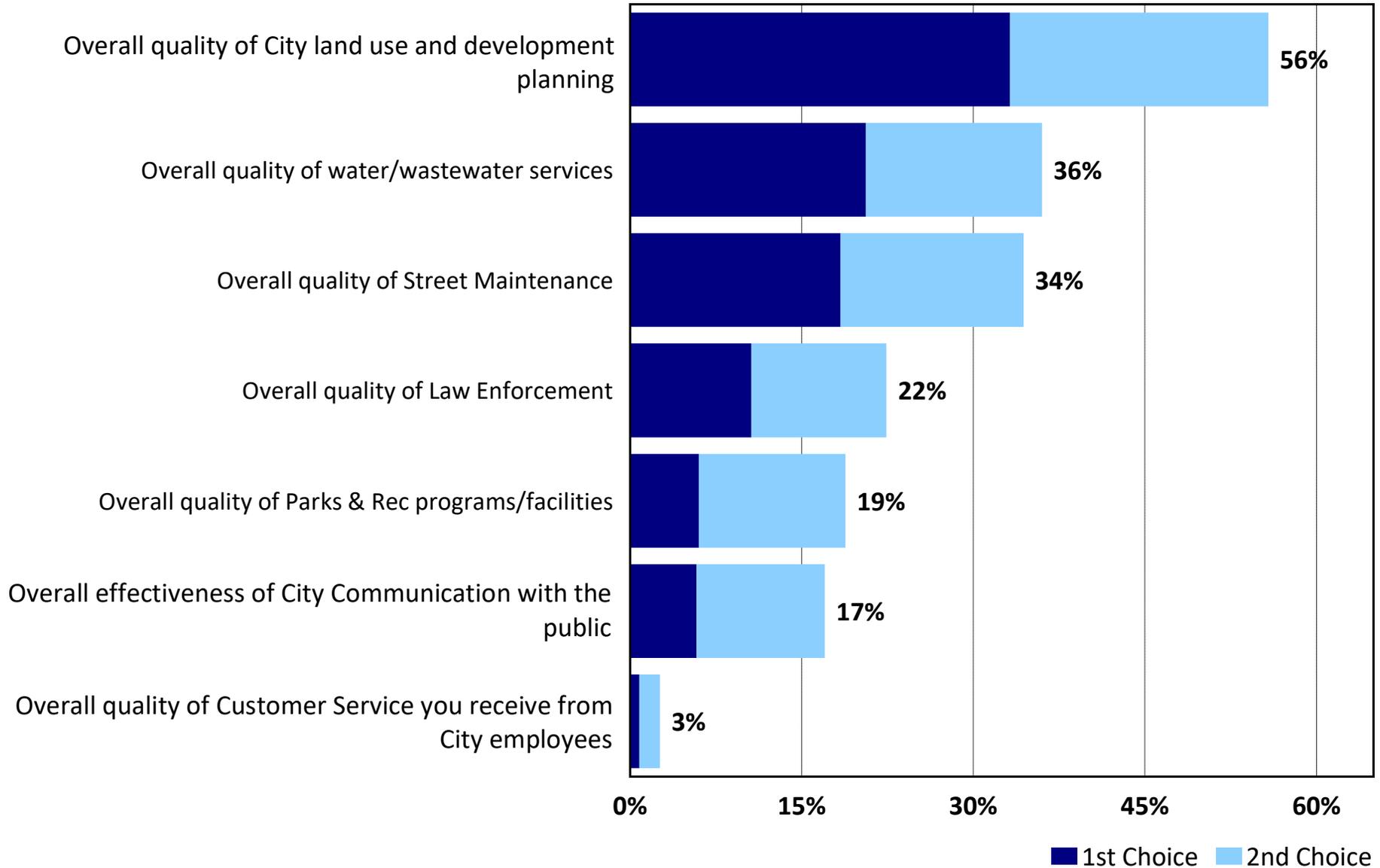
## Satisfaction with City Services

by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



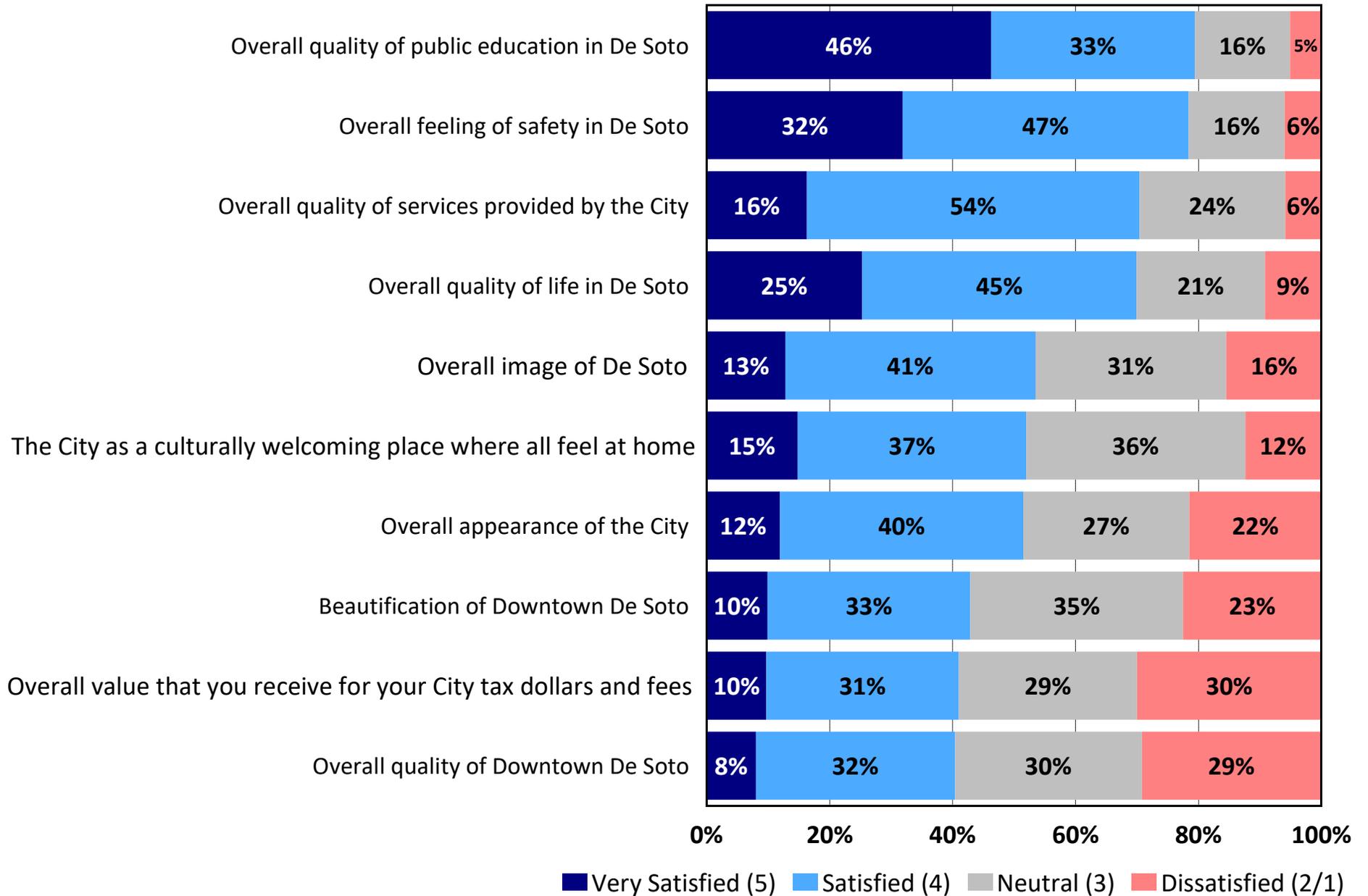
# Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

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



# Q3. Satisfaction with Perceptions of the City of De Soto

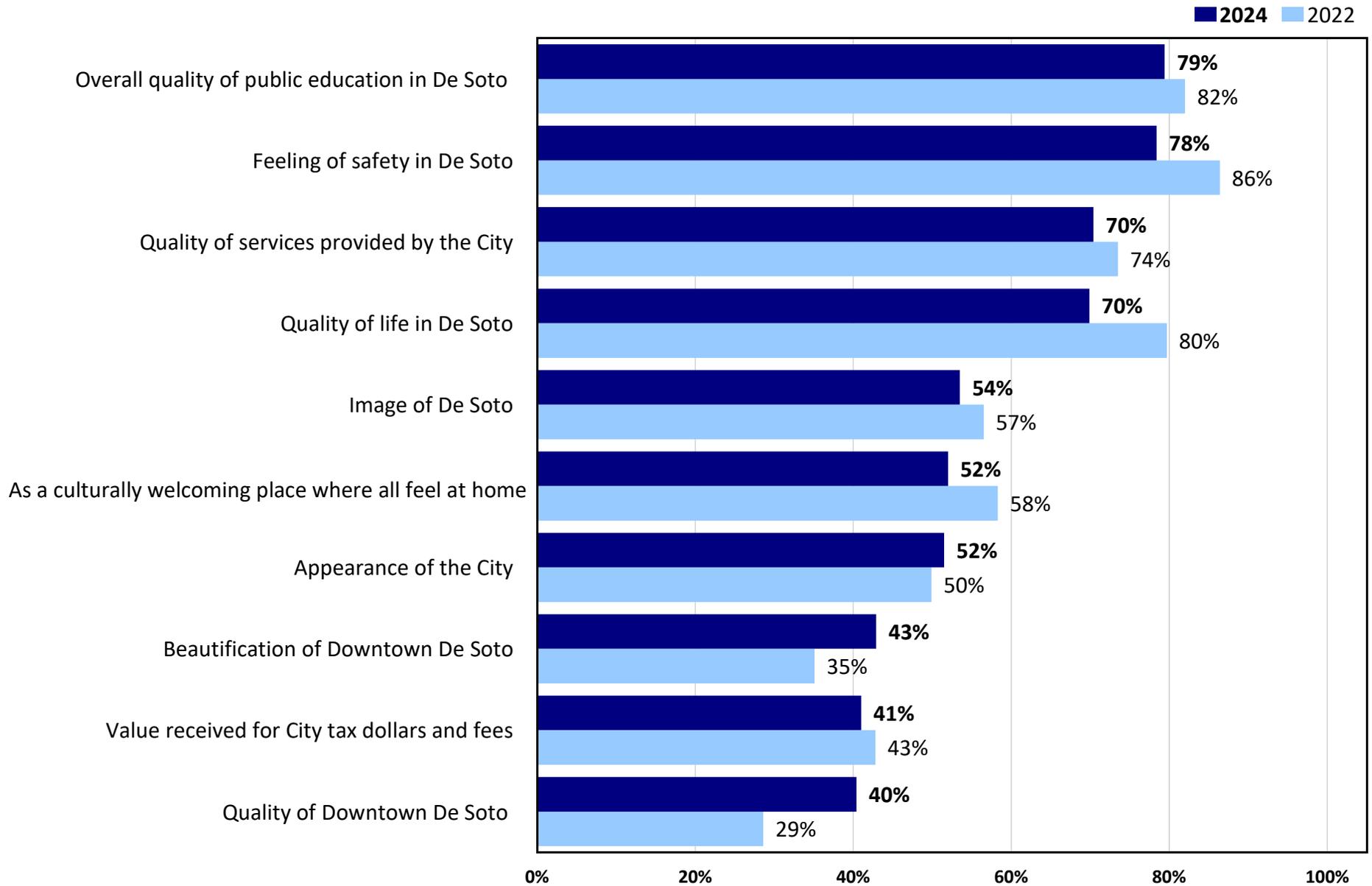
by percentage of respondents (excluding don't knows)



# TRENDS

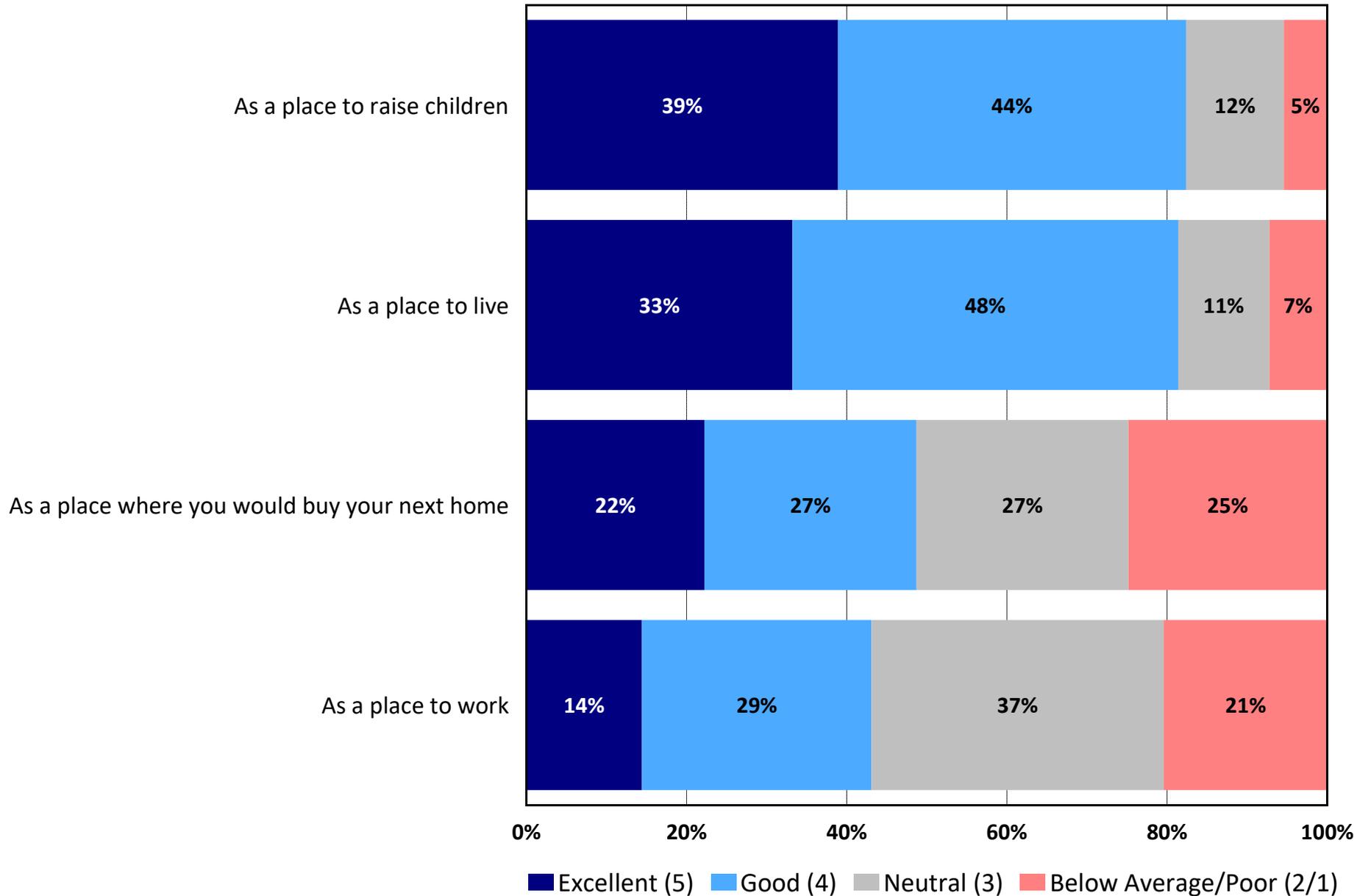
## Satisfaction with Perceptions of De Soto

by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



# Q4. Overall Ratings of the City of De Soto

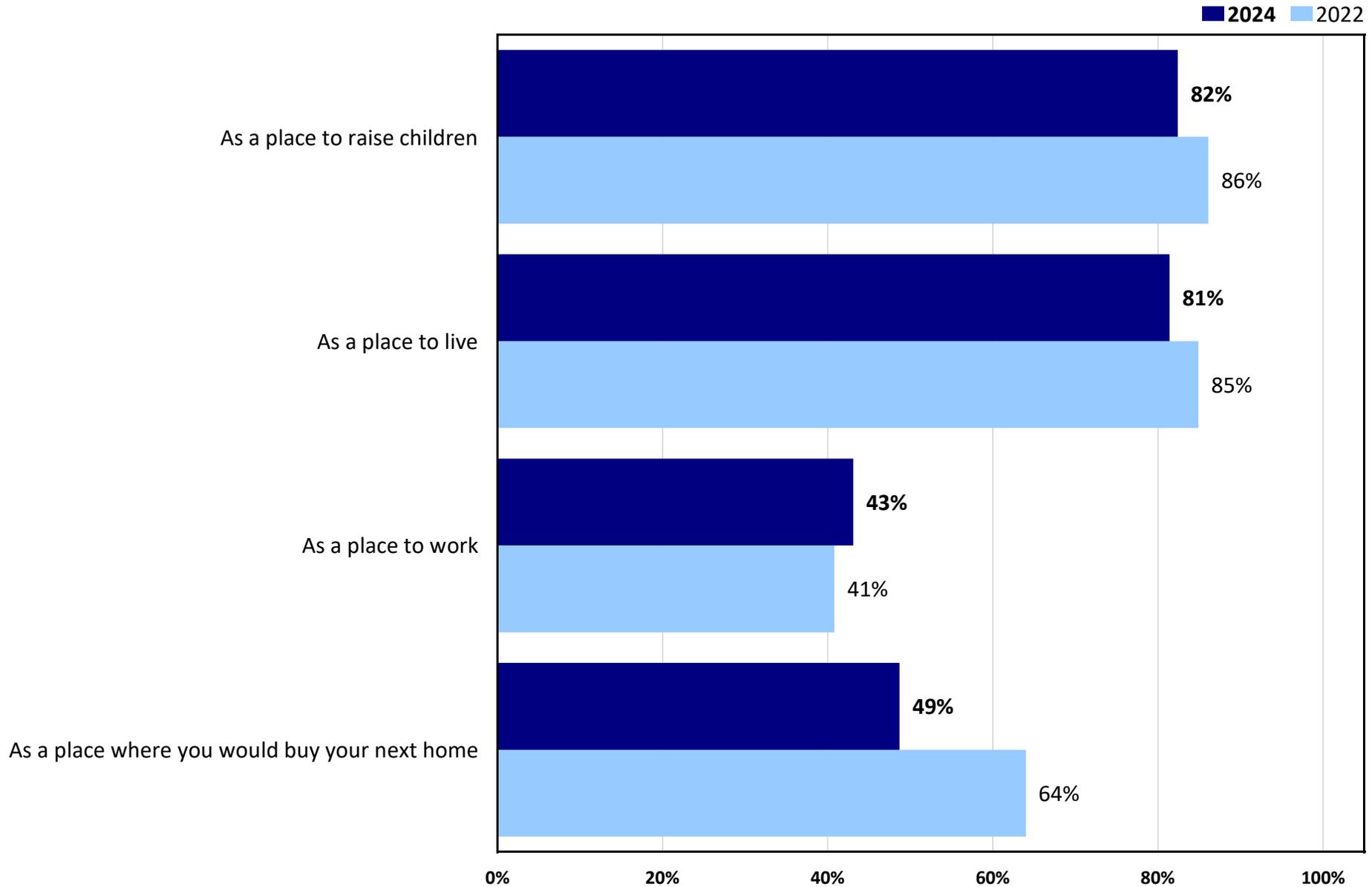
by percentage of respondents (excluding don't knows)



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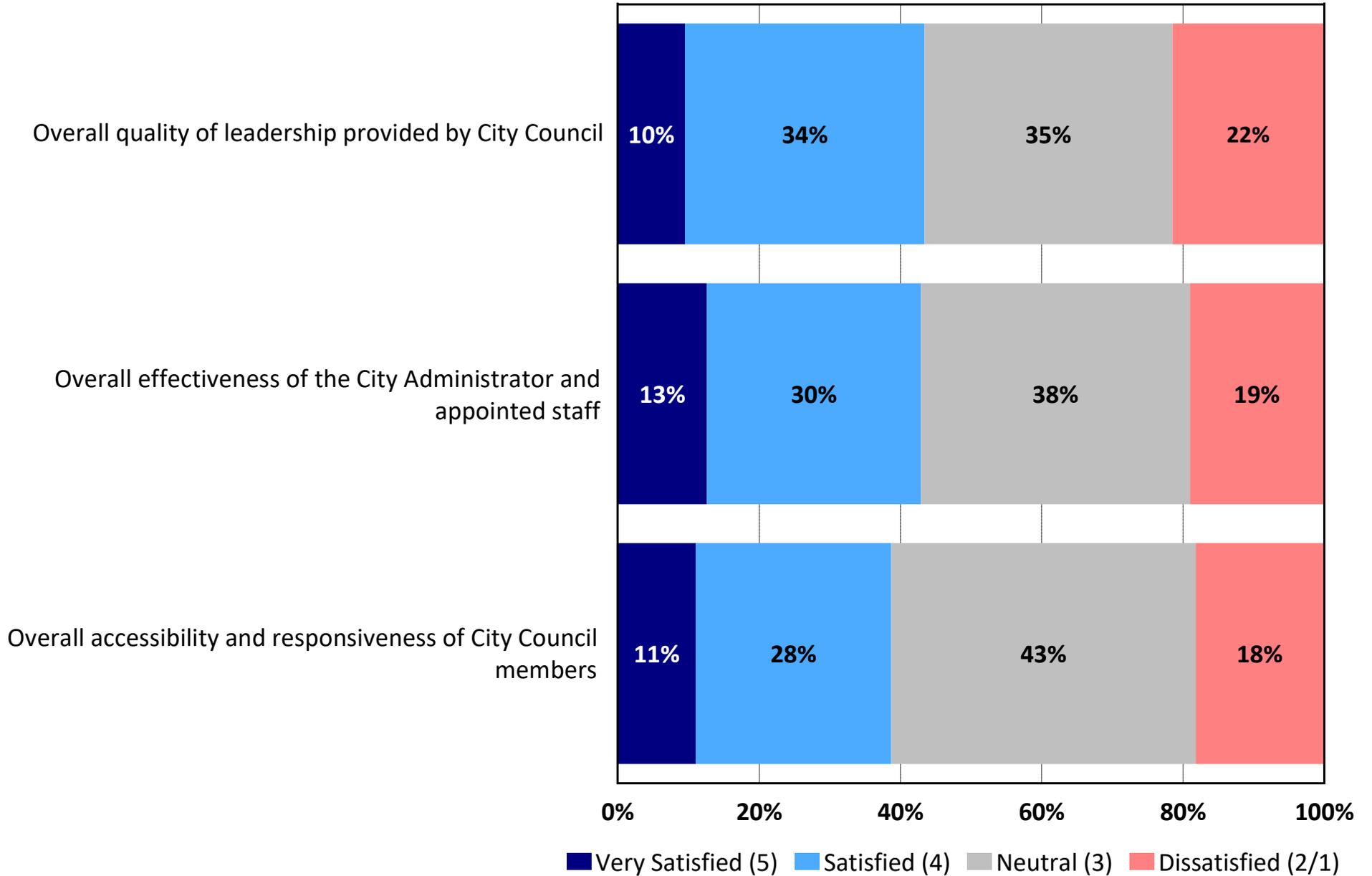
## Overall Ratings of City of De Soto

by percentage of respondents who rated the item as "excellent" or "good" (excluding "don't know")



# Q5. Satisfaction with City Leadership

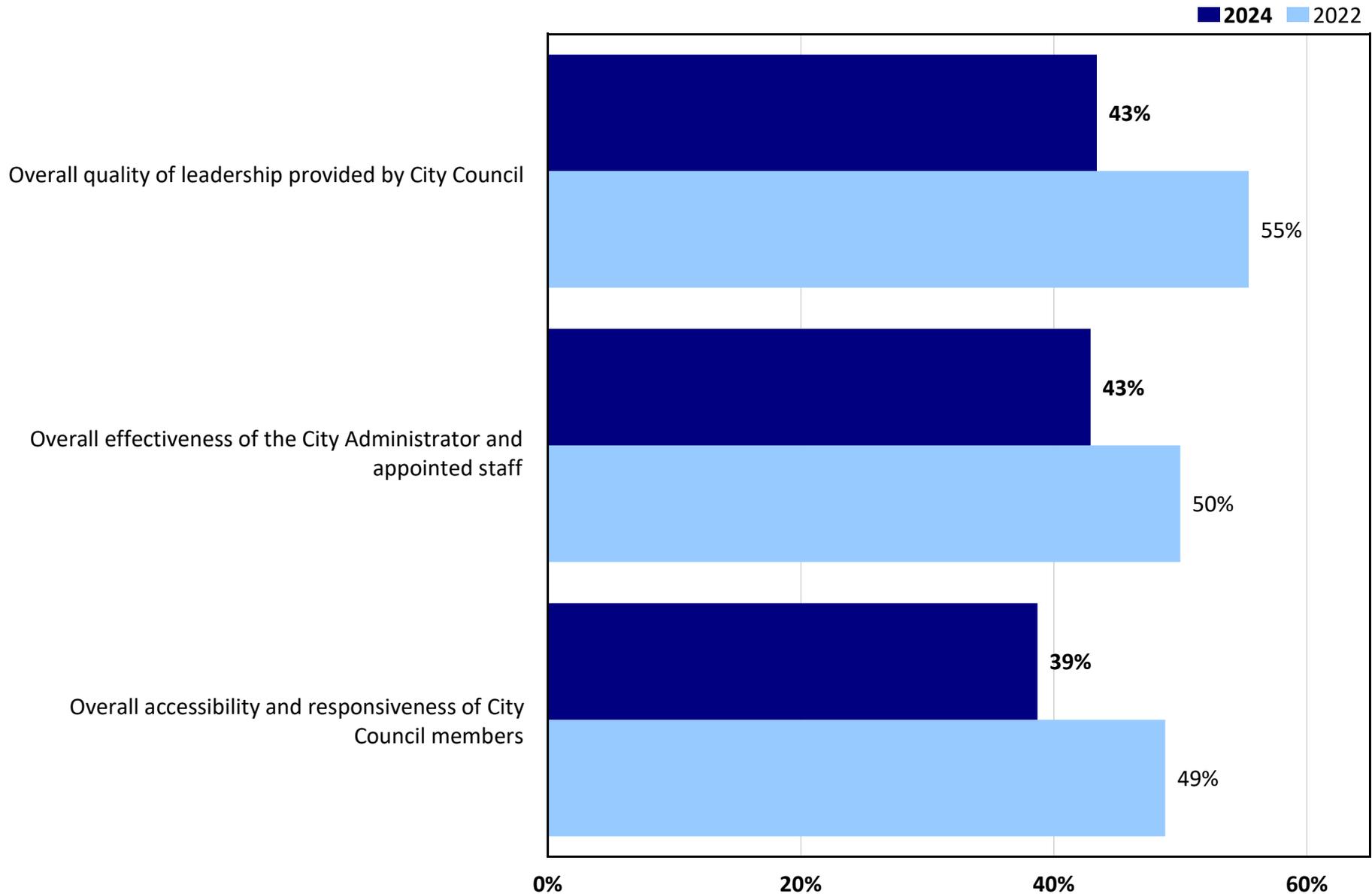
by percentage of respondents (excluding don't knows)



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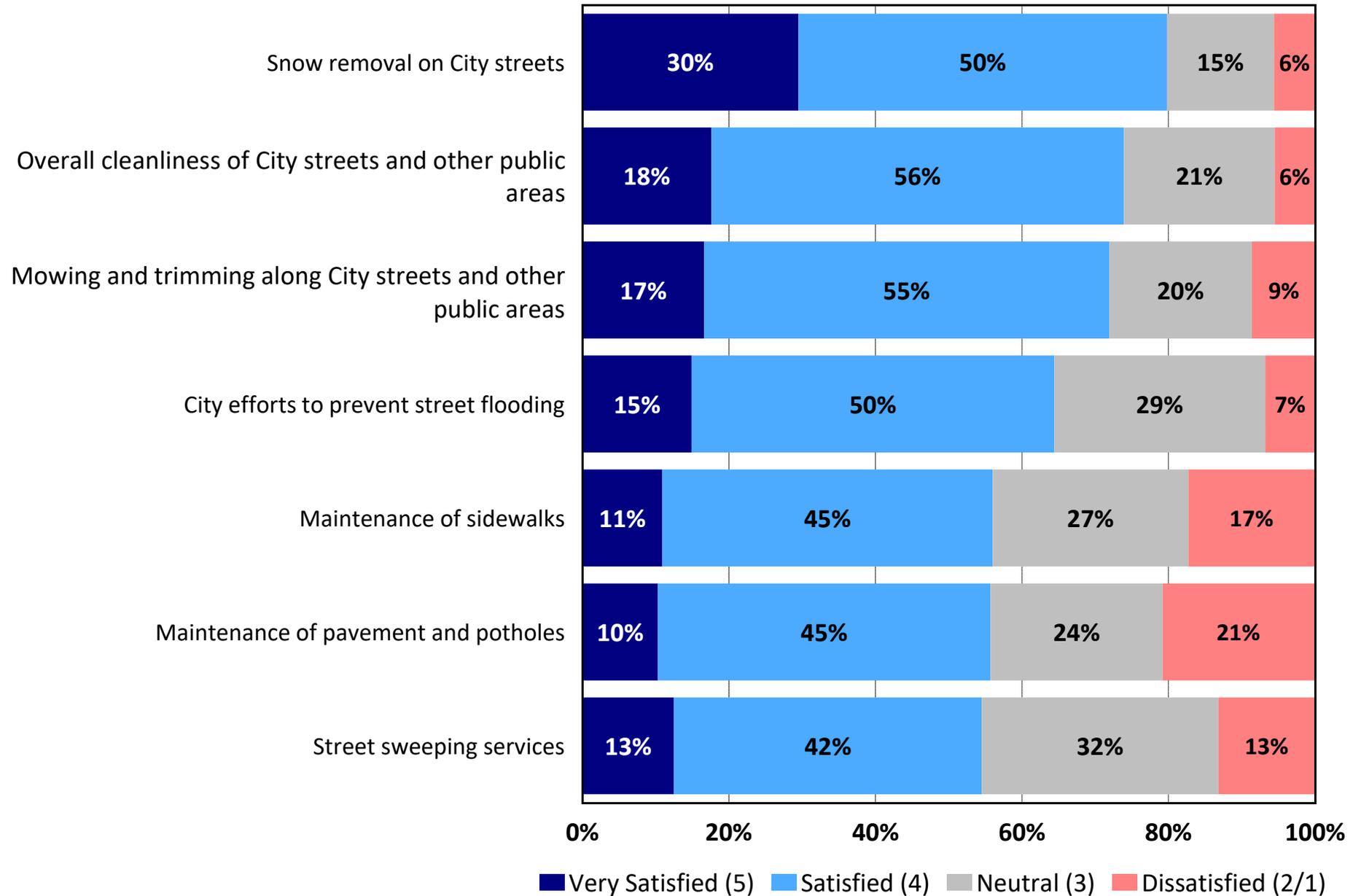
## Satisfaction with City Leadership

by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



# Q6. Satisfaction with Street Maintenance

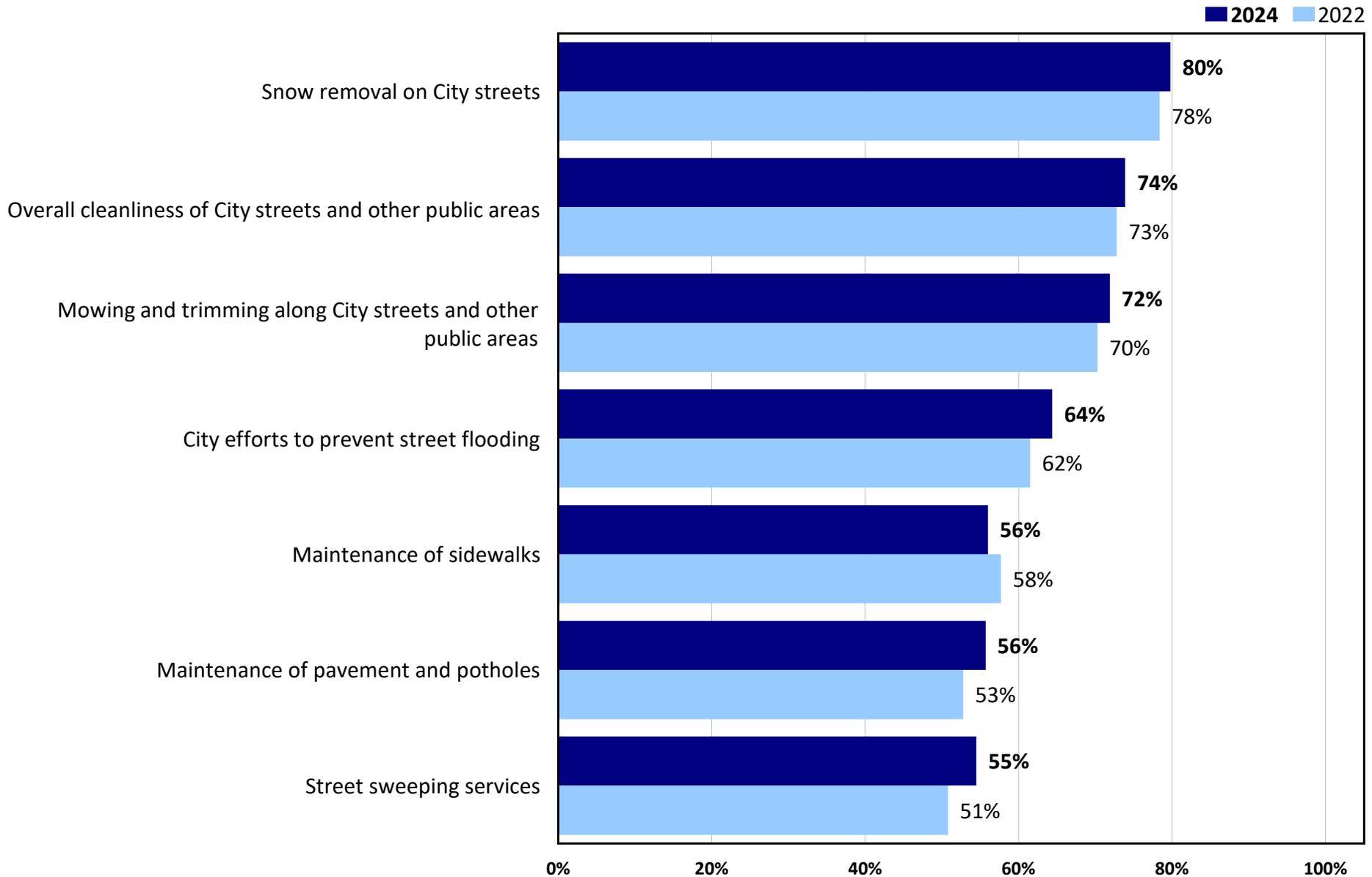
by percentage of respondents (excluding don't knows)



# TRENDS

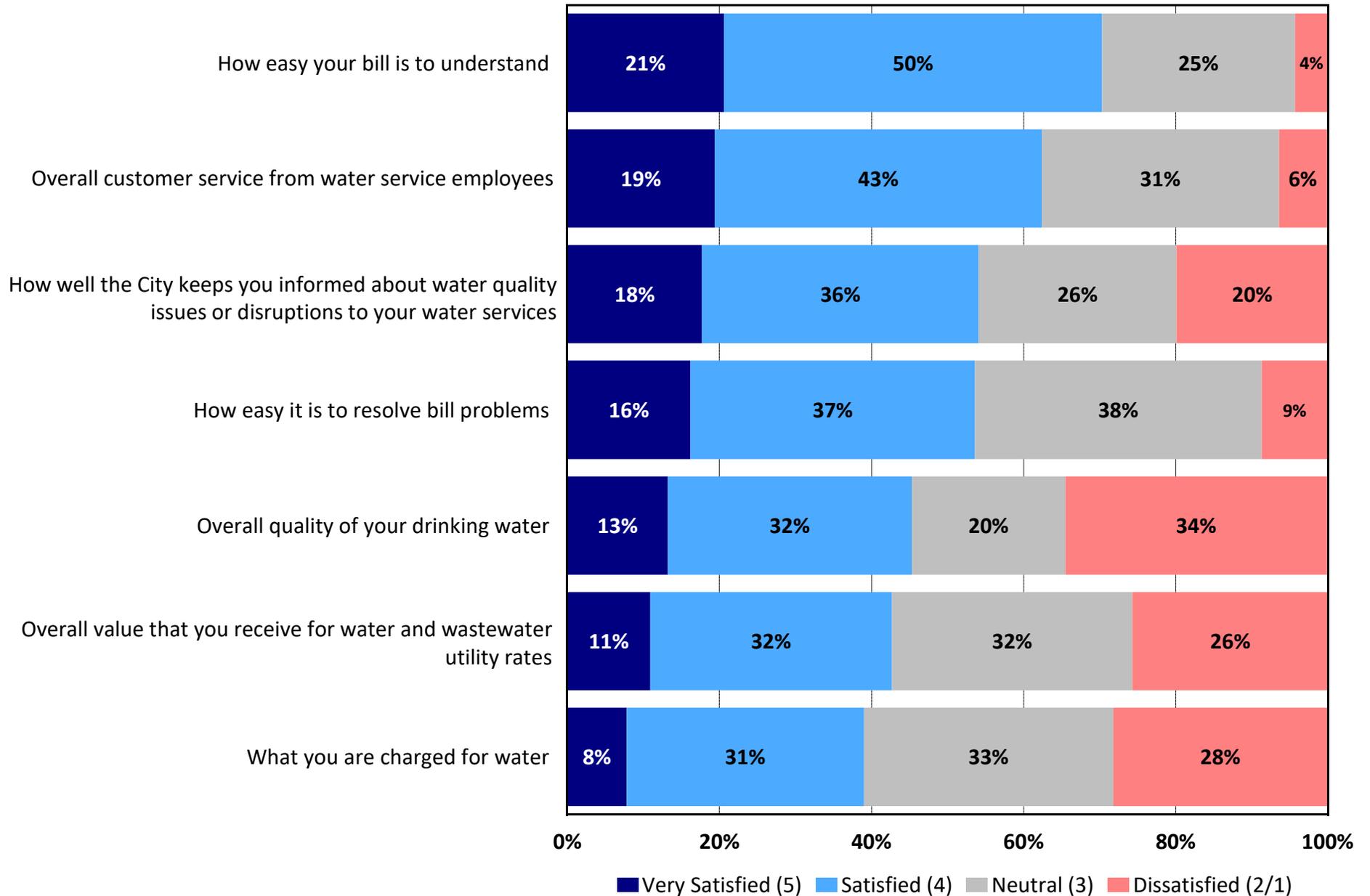
## Satisfaction with Street Maintenance

by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



# Q7. Satisfaction with Water and Wastewater Utilities

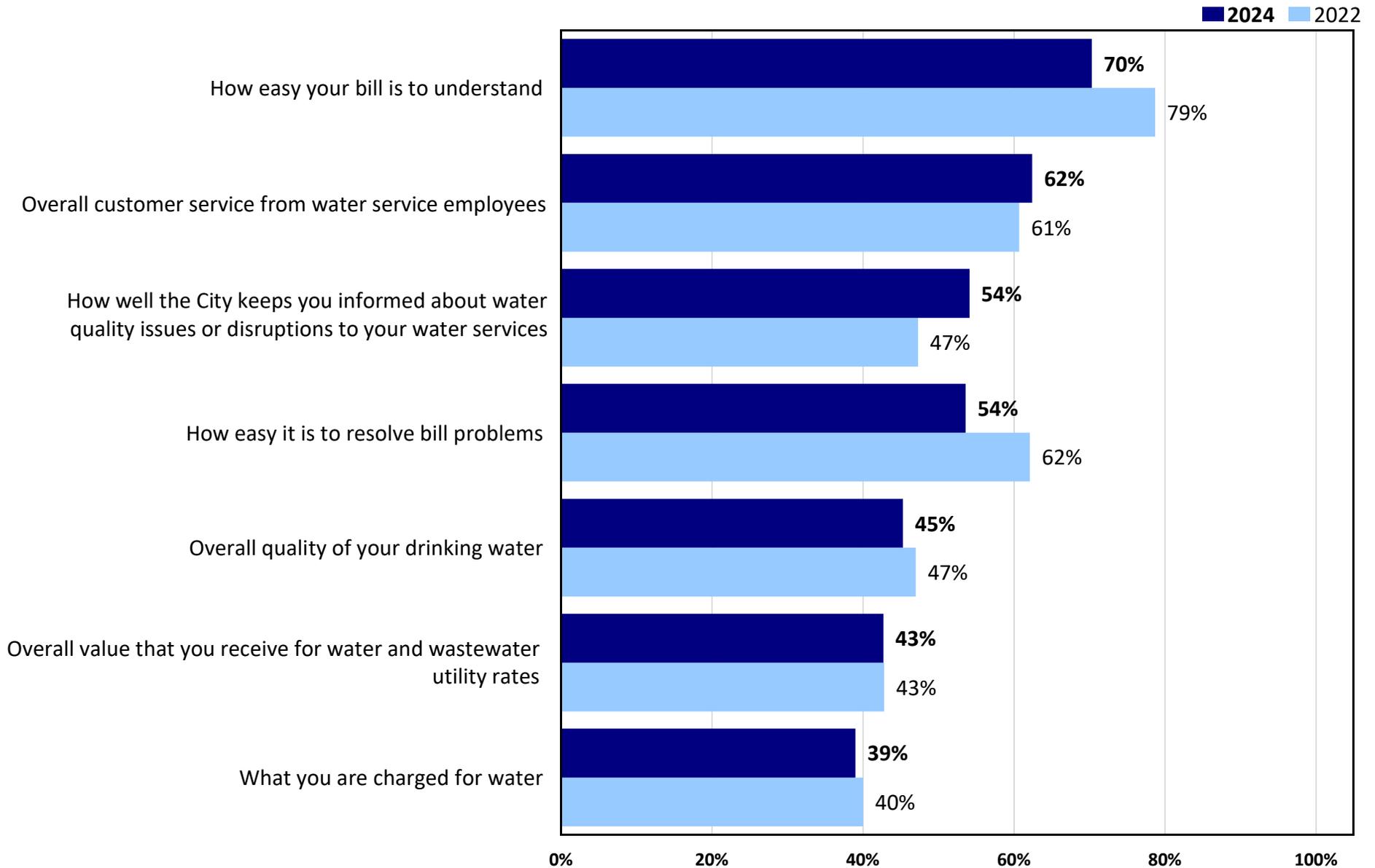
by percentage of respondents (excluding don't knows)



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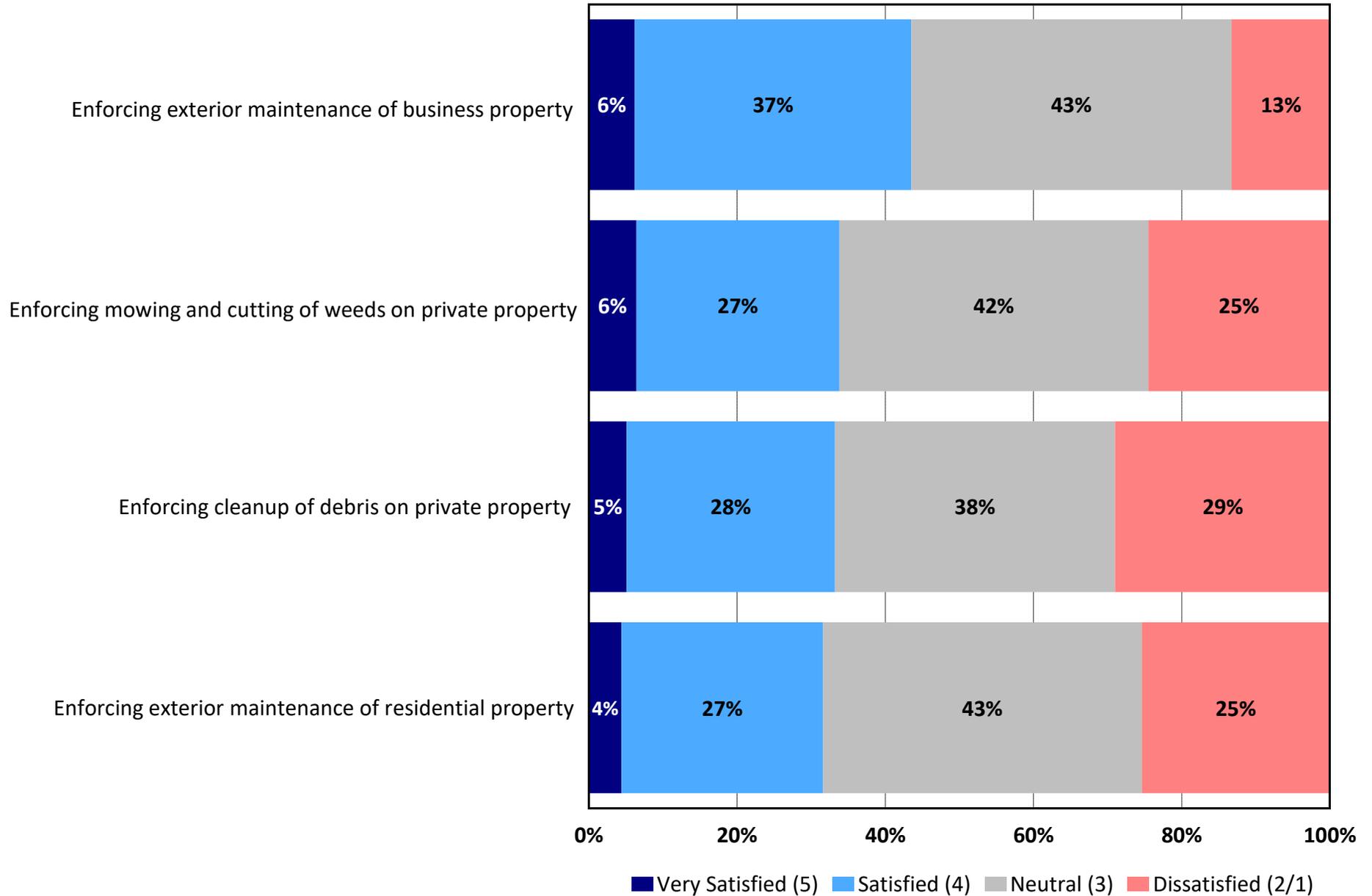
## Satisfaction with Water and Wastewater Utilities

by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



# Q8. Satisfaction with Code Enforcement

by percentage of respondents (excluding don't knows)

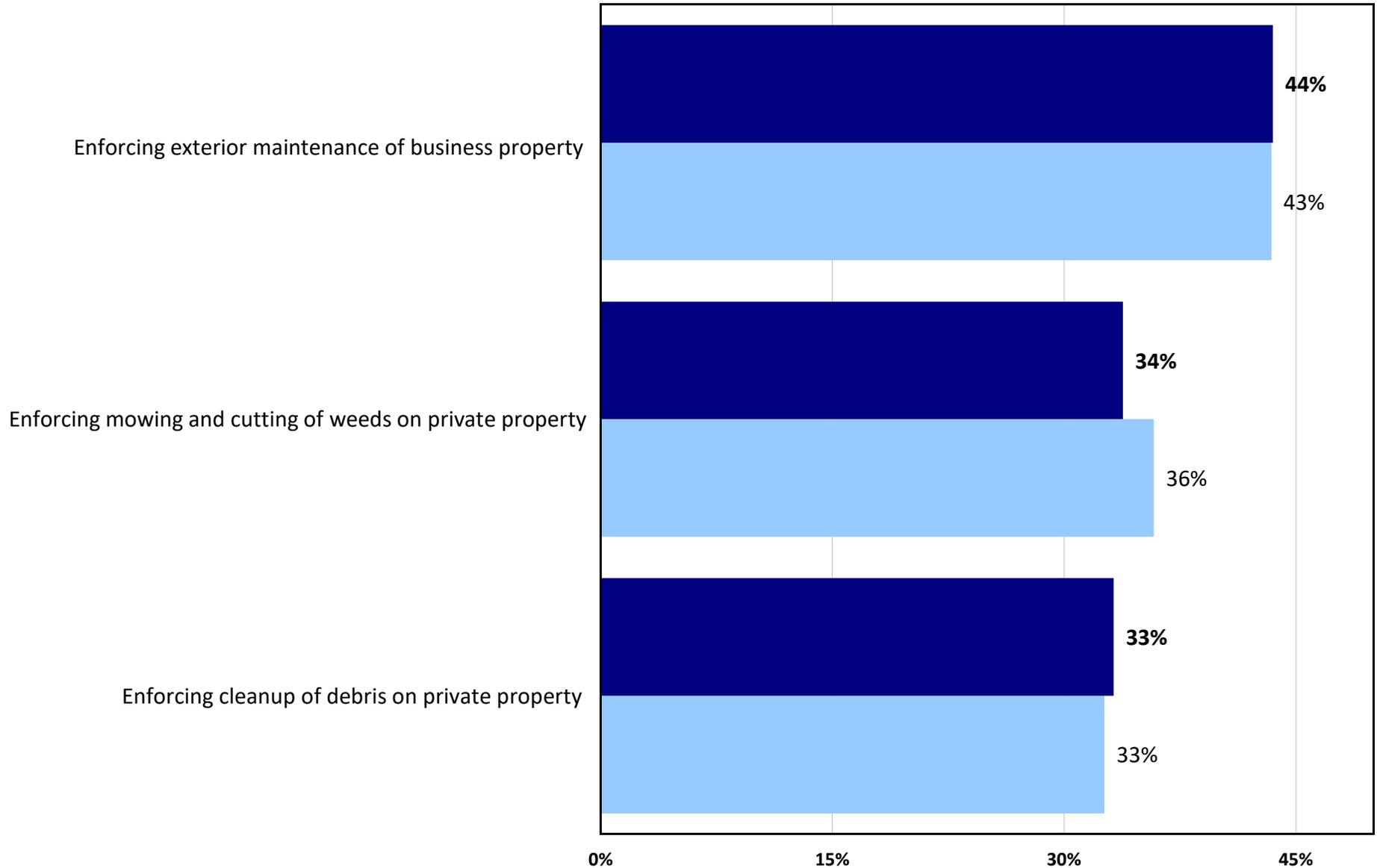


# TRENDS

## Satisfaction with Code Enforcement

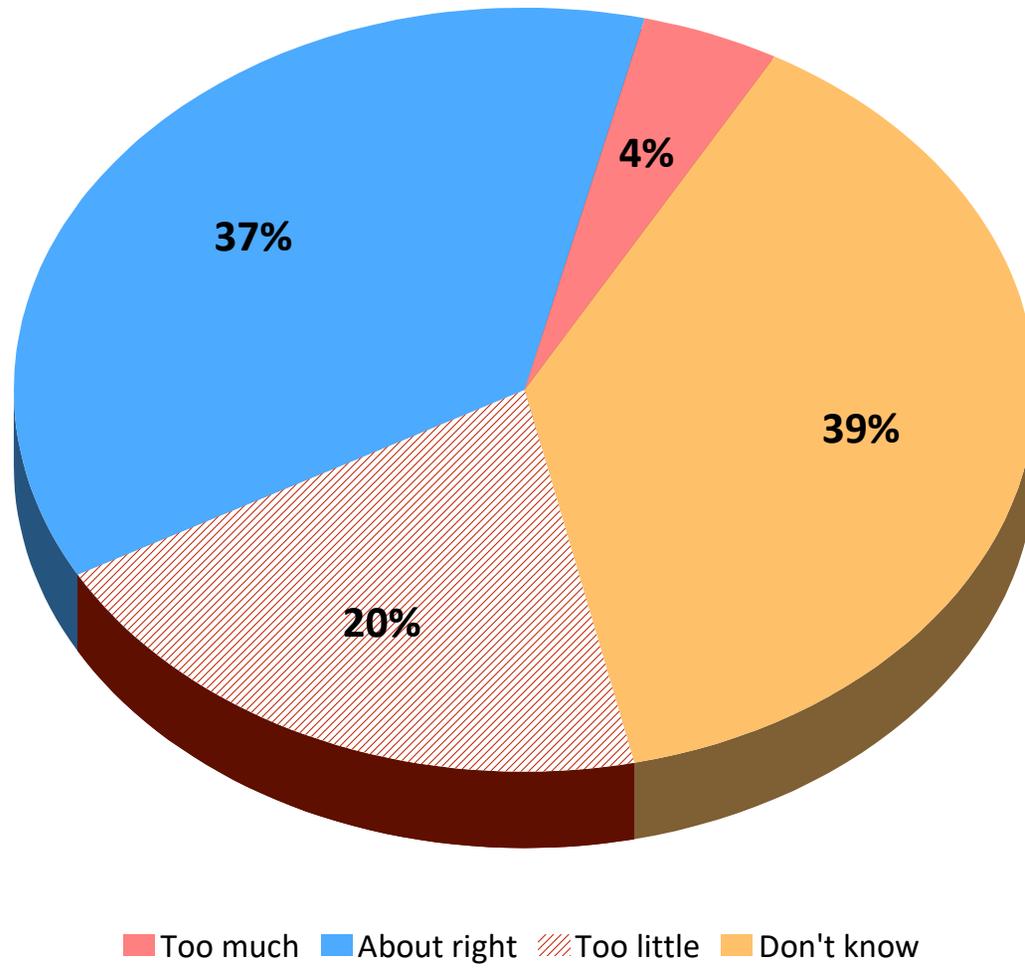
by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")

2024 2022



# Q9. How would you describe the City's level of enforcement when it comes to codes and ordinances?

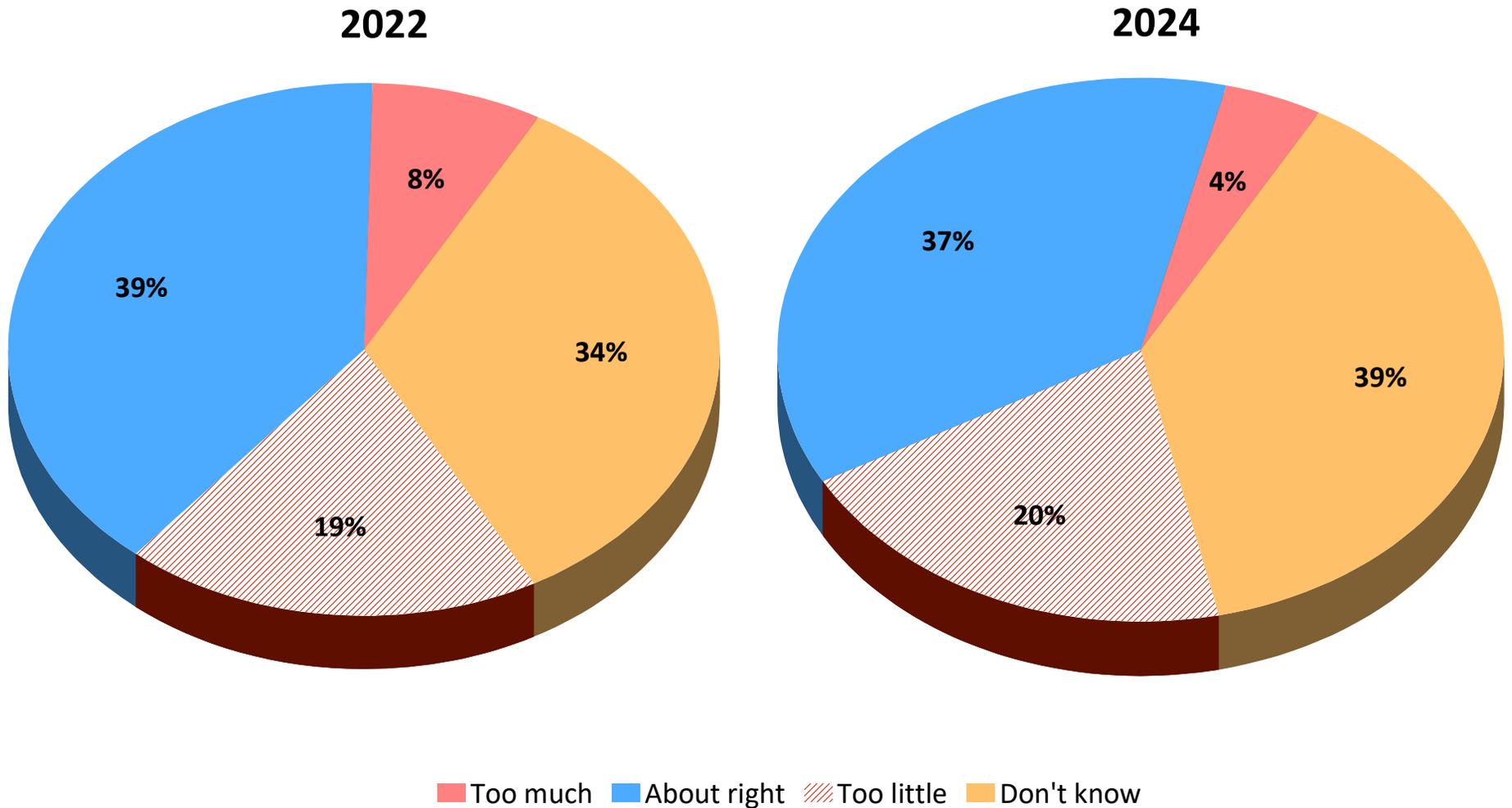
by percentage of respondents



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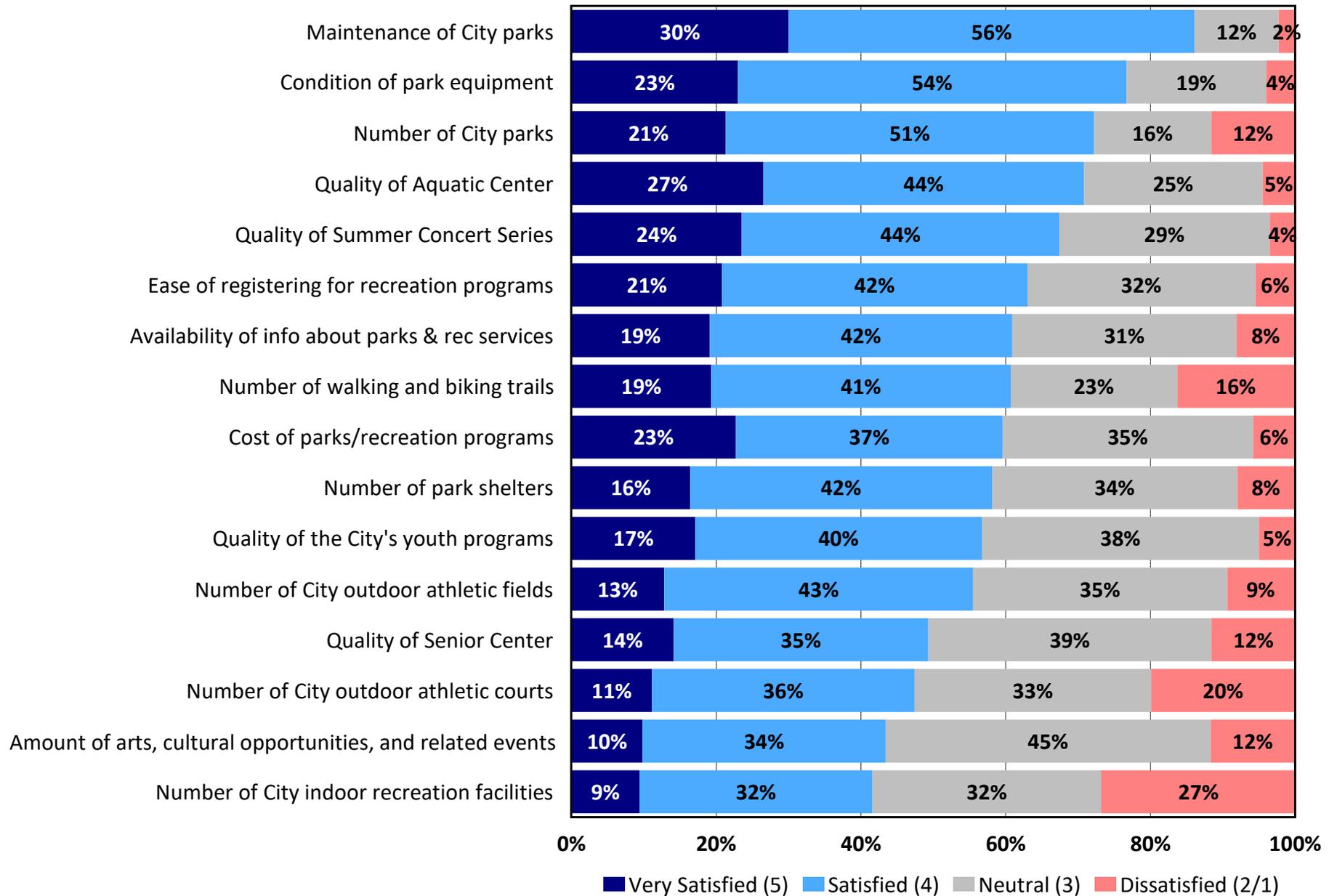
## Q9. How would you describe the City's level of enforcement when it comes to codes and ordinances?

by percentage of respondents



# Q10. Satisfaction with Parks and Recreation

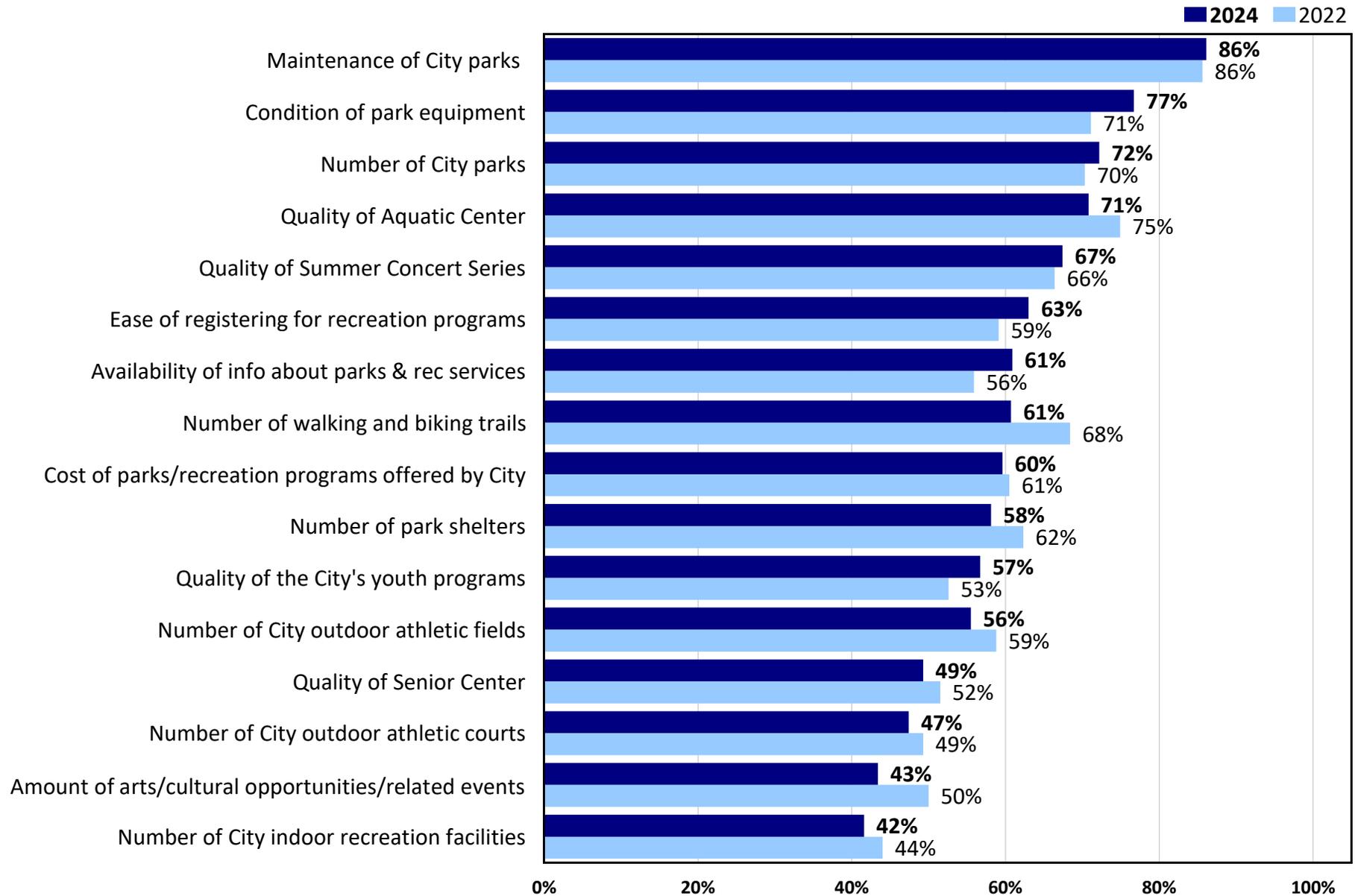
by percentage of respondents (excluding don't knows)



# TRENDS

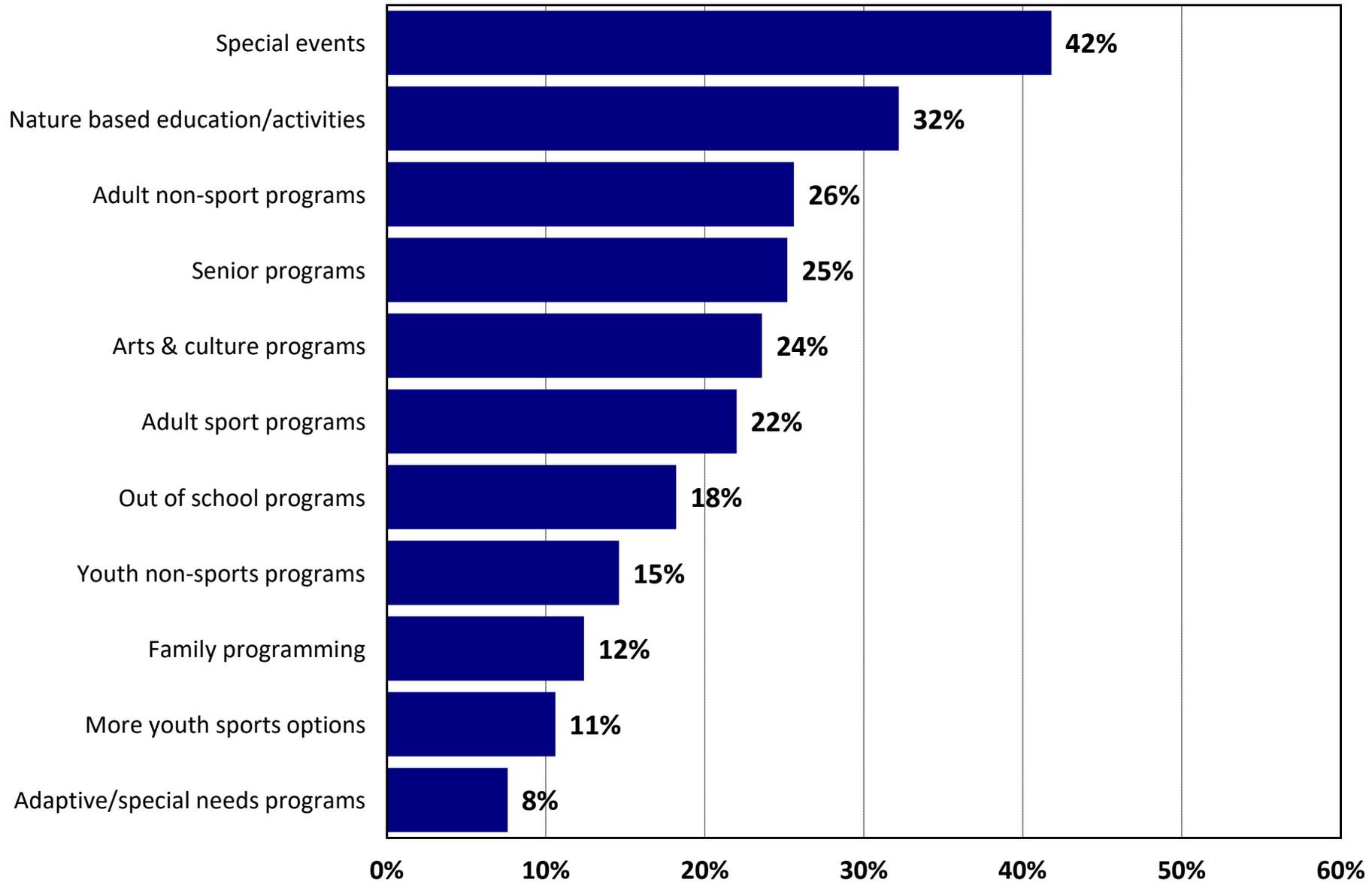
## Satisfaction with Parks and Recreation

by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



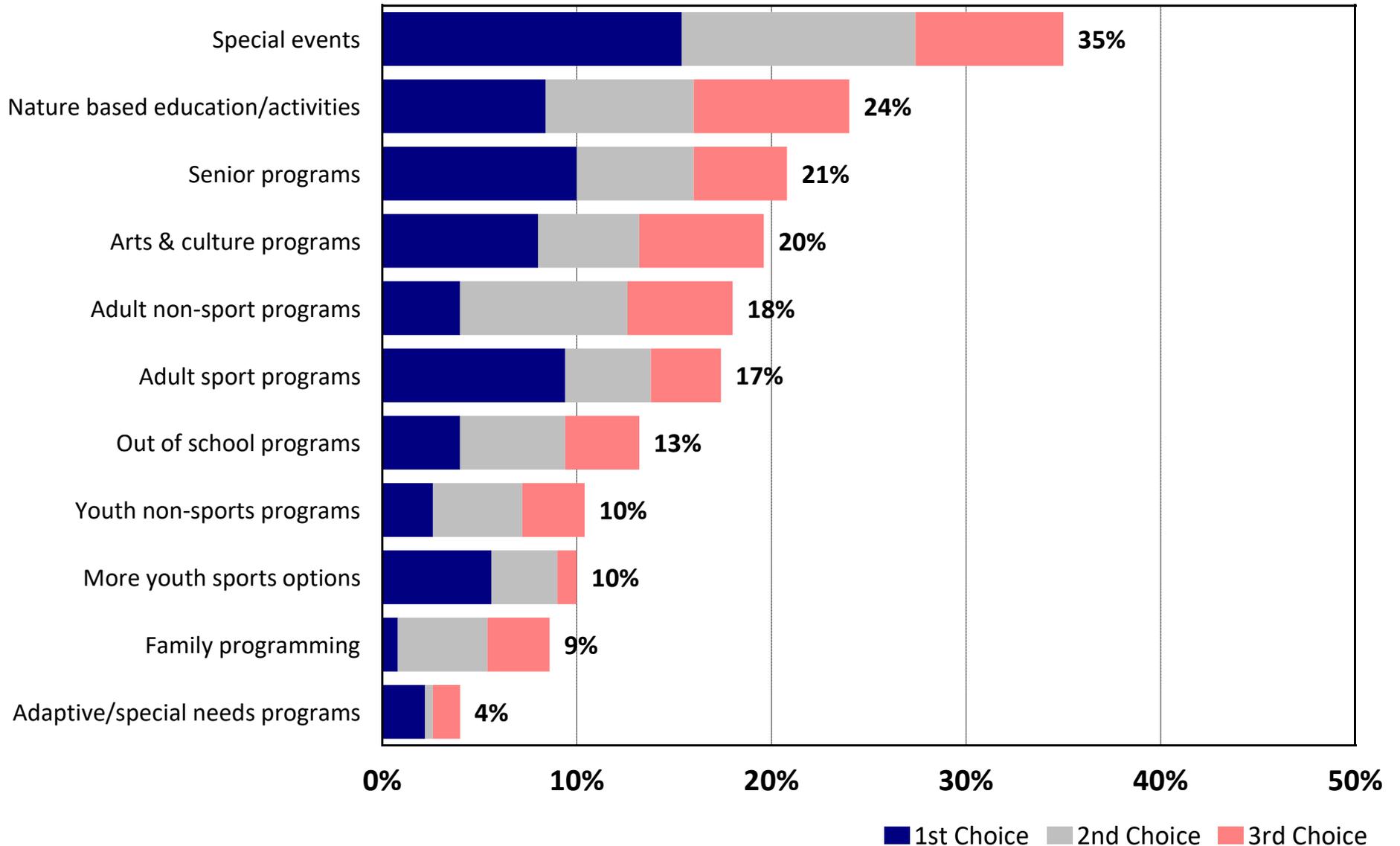
# Q11. Please indicate if you or any member of your household have a desire/want for the following additional programs

by percentage of respondents (multiple selections could be made)



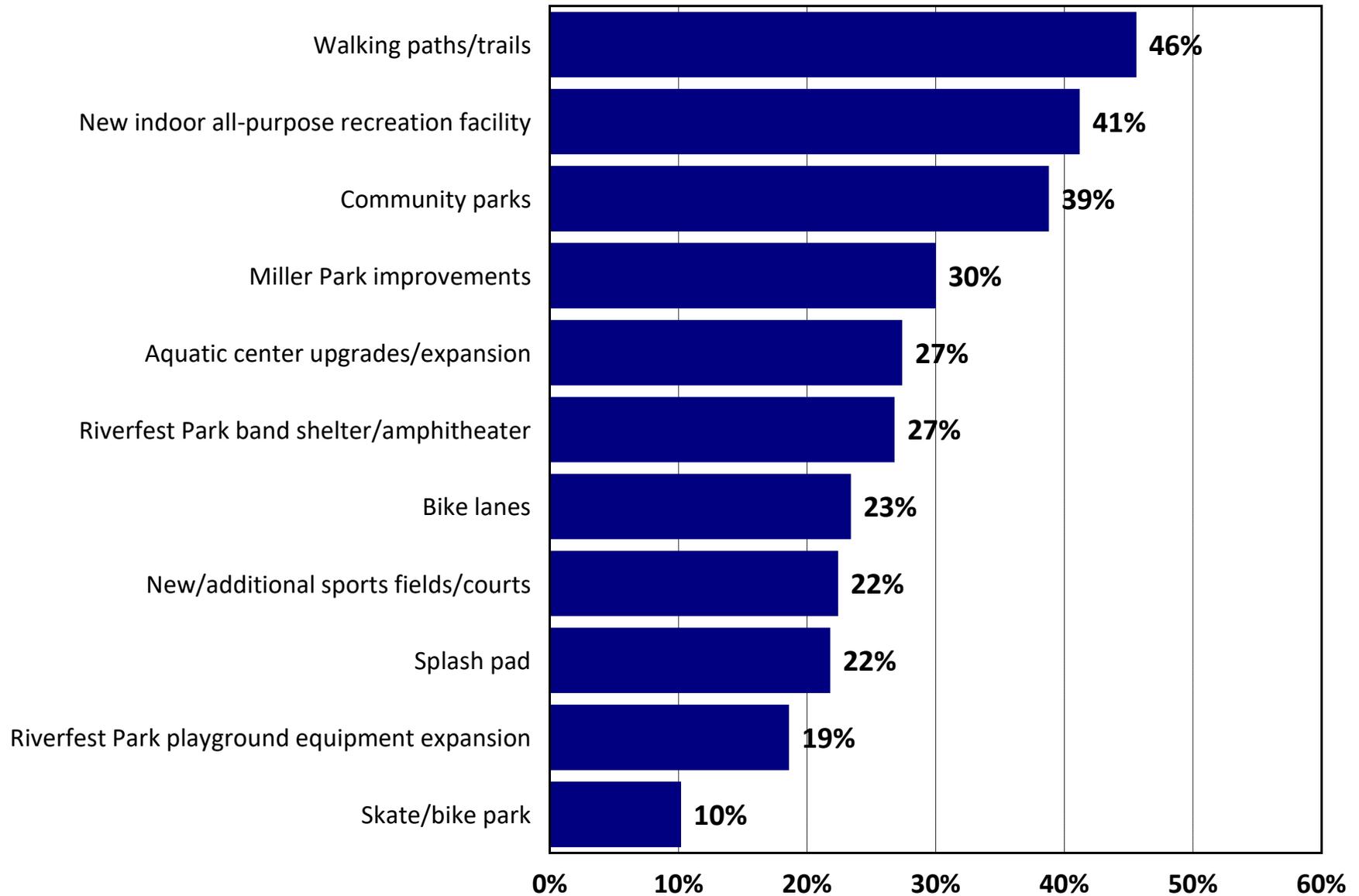
# Q12. Programming Types That Are Most Important to Households

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



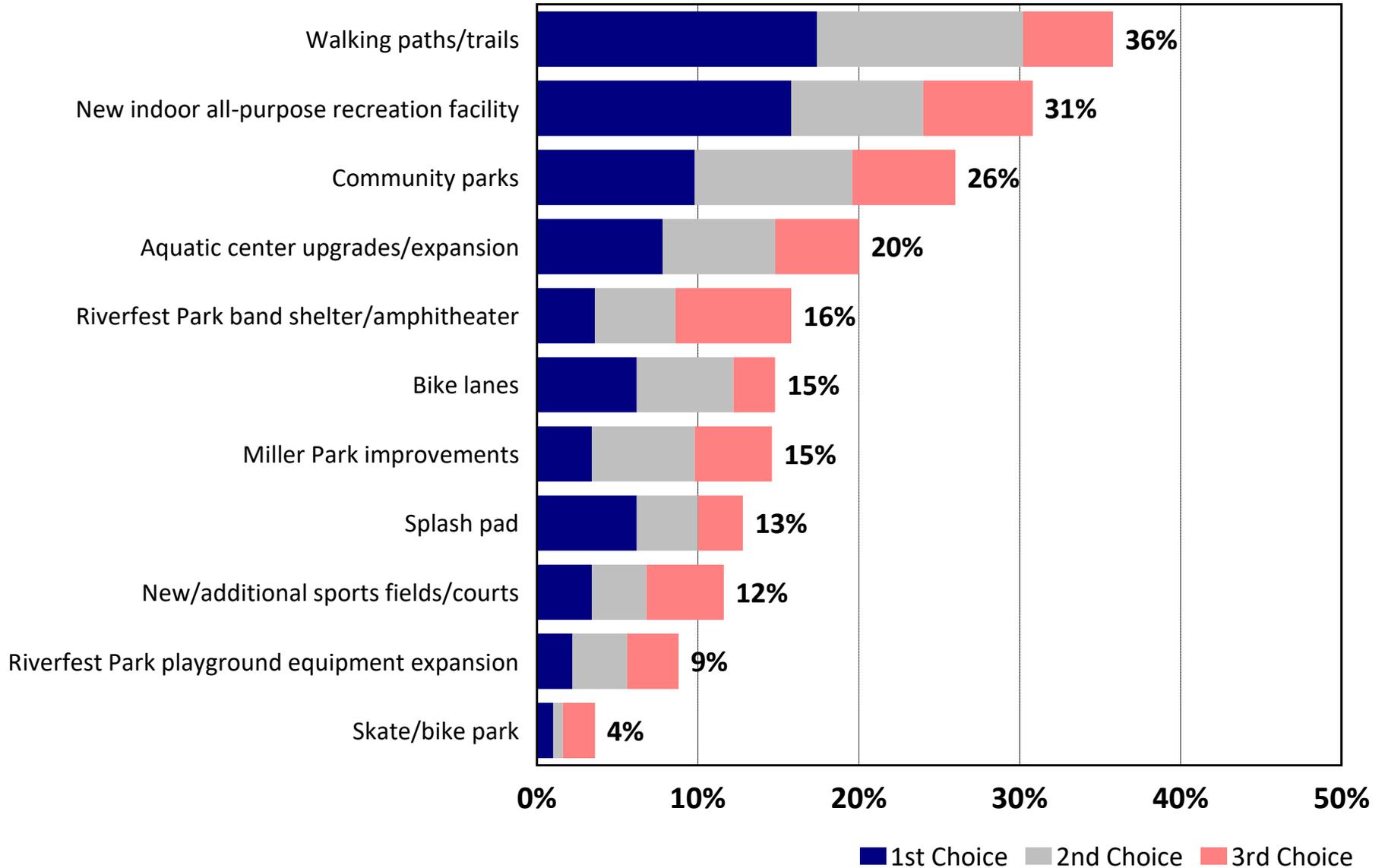
# Q13. Please indicate if you or any member of your household have a desire/want for the following additional amenities

by percentage of respondents (multiple selections could be made)



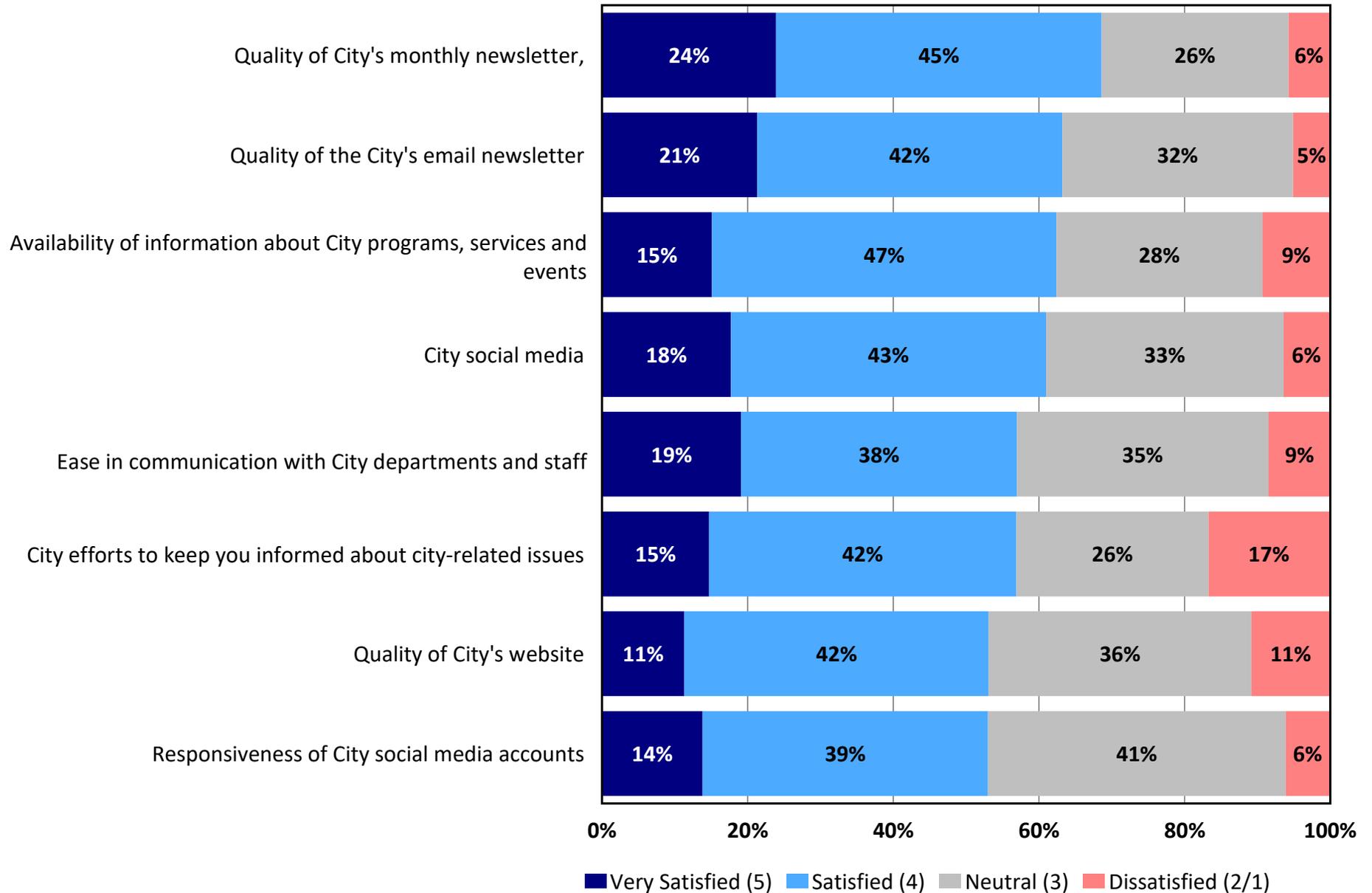
# Q14. Amenity Types That Are Most Important to Households

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



# Q15. Satisfaction with Communication

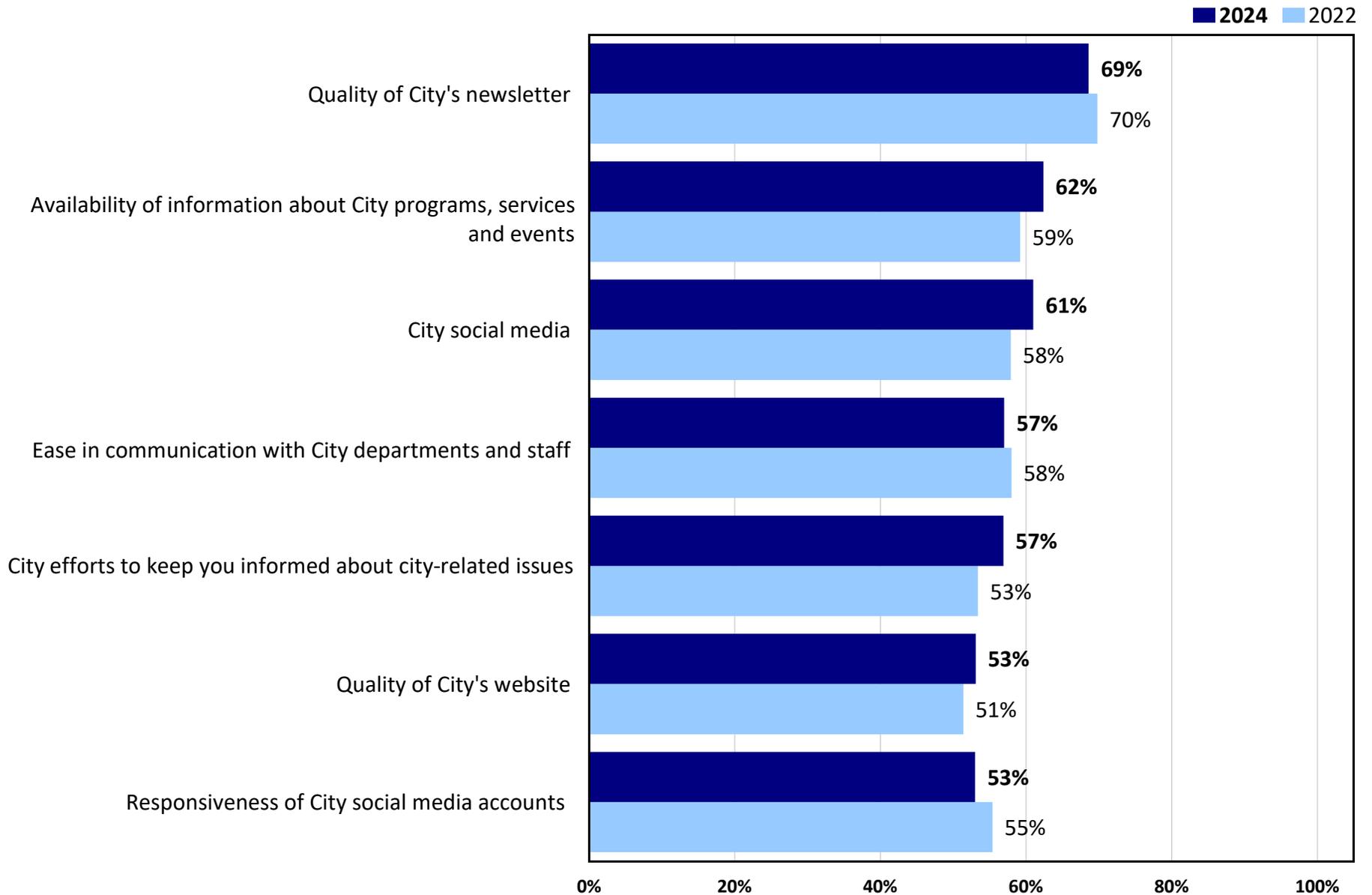
by percentage of respondents (excluding don't knows)



# TRENDS

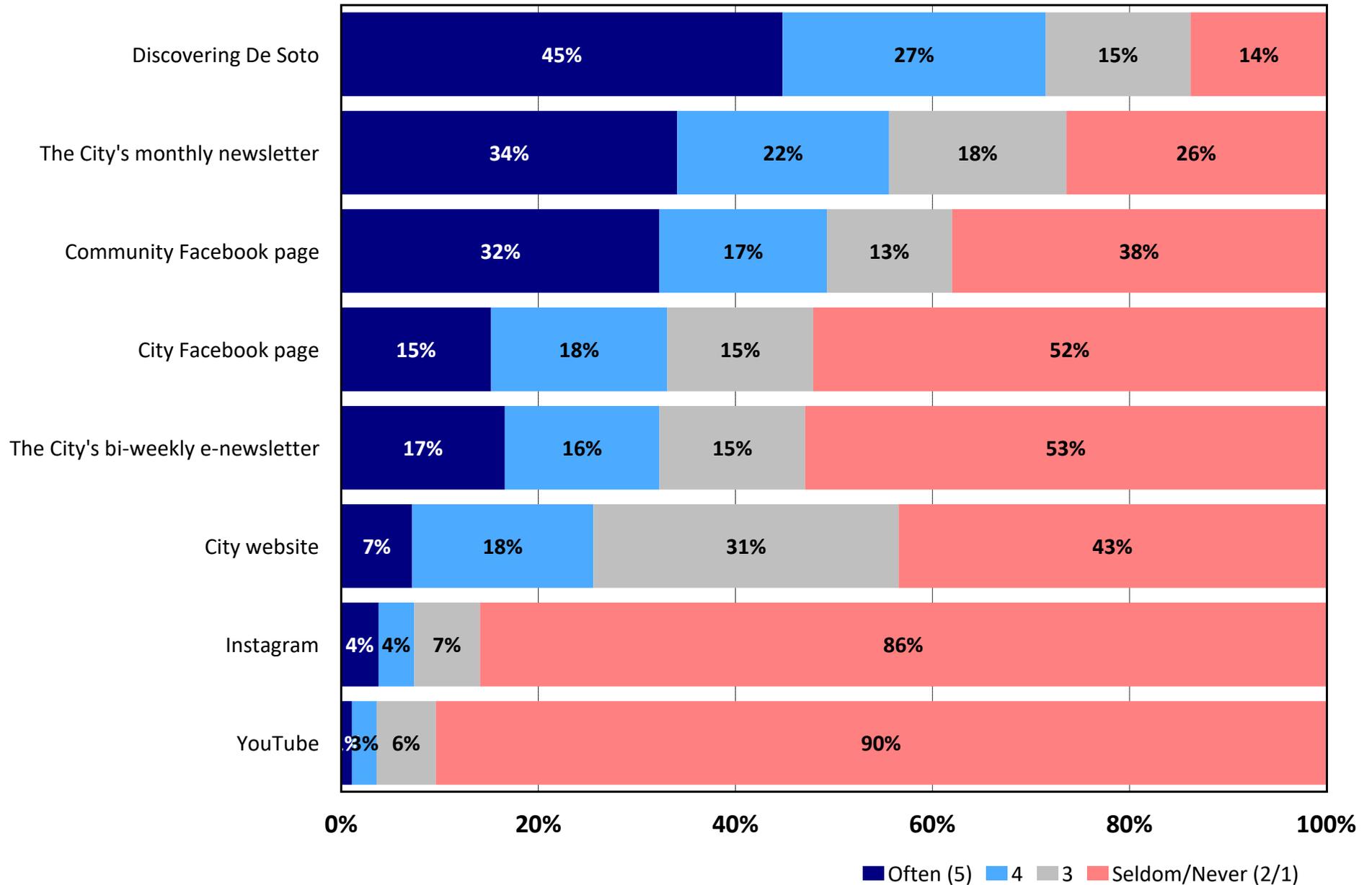
## Satisfaction with Communication

by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



# Q16 [Part 1]. Usage of the Following Communication Sources

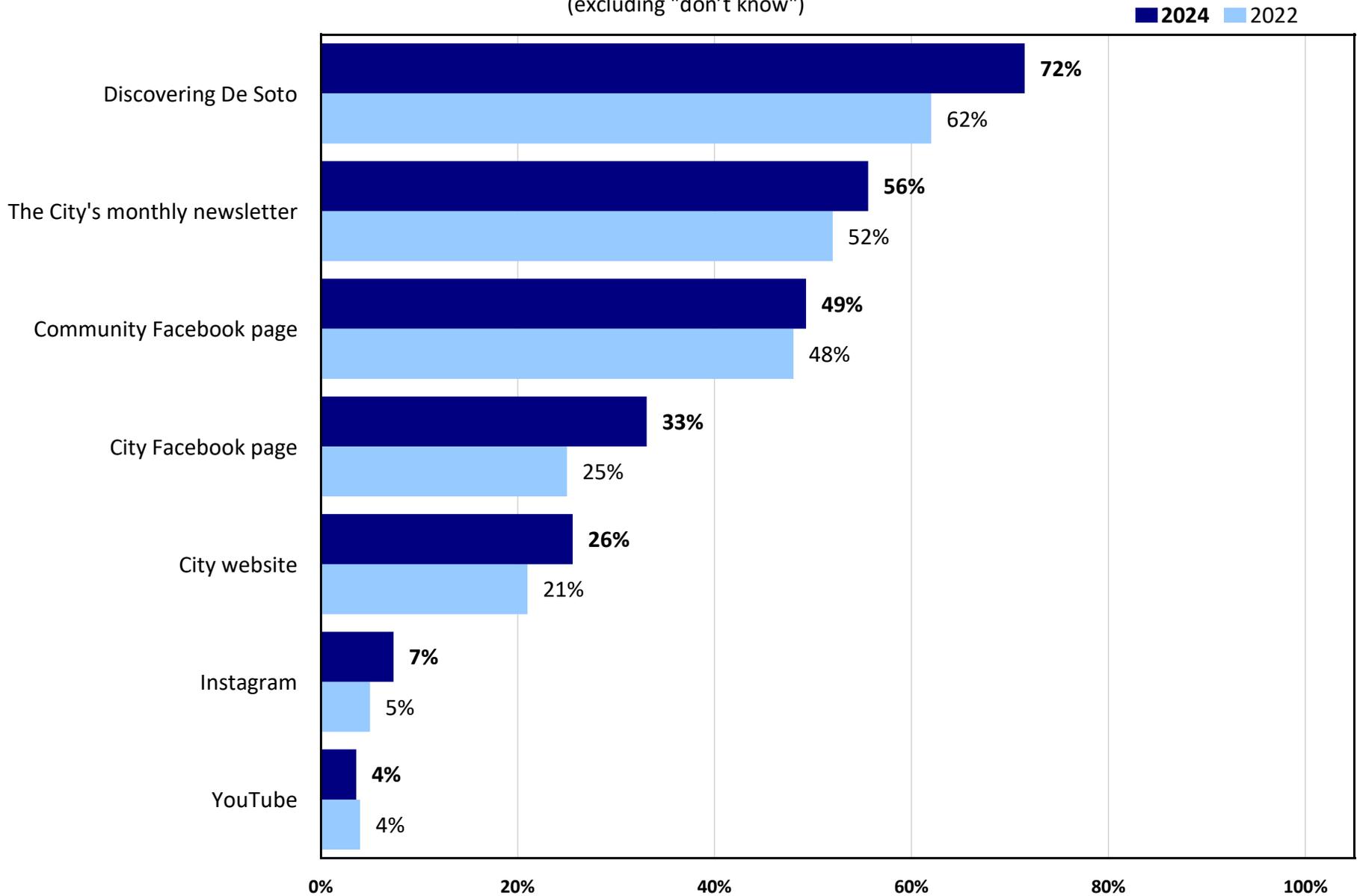
by percentage of respondents (excluding not provided)



# TRENDS

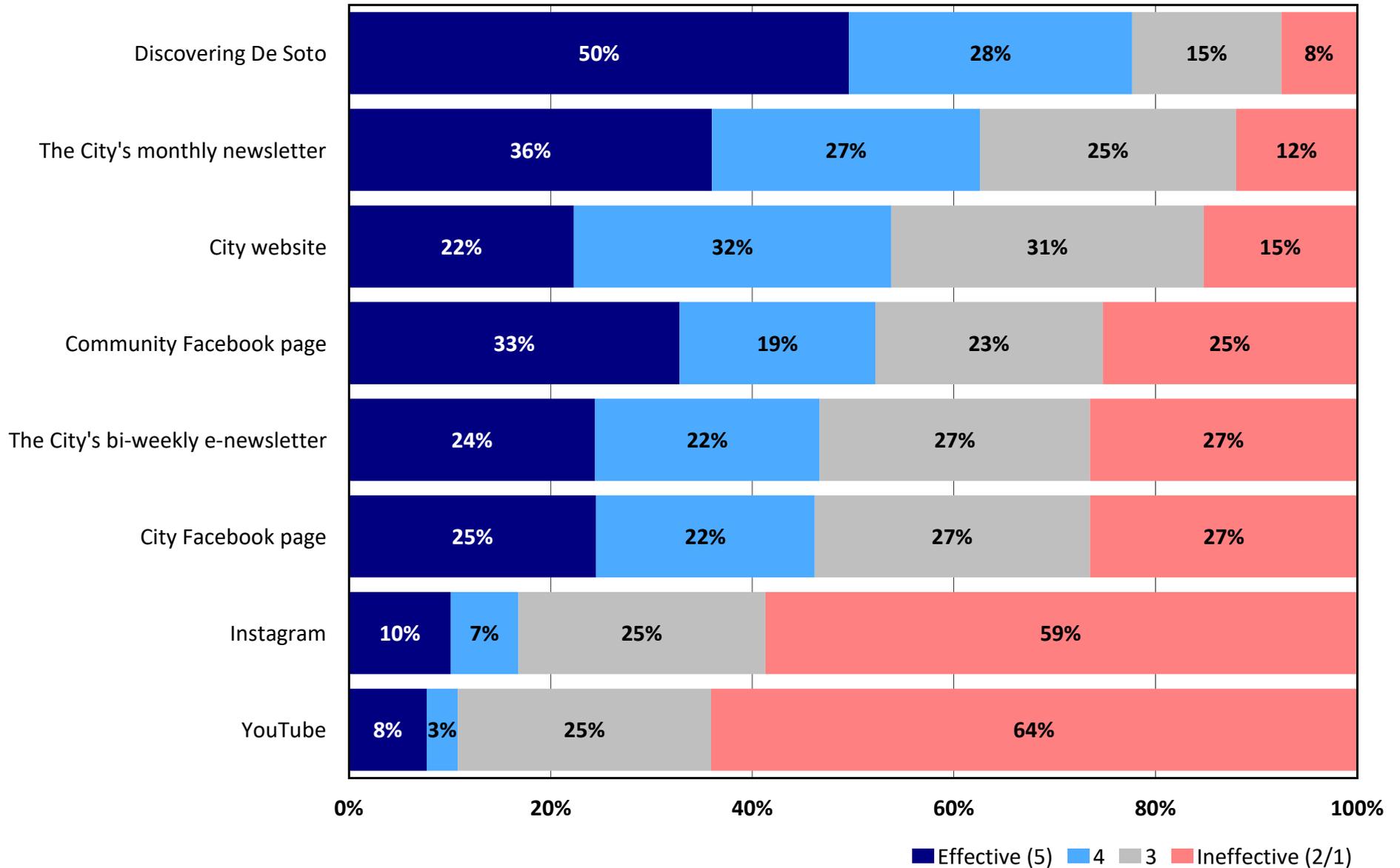
## Usage of Communication Sources

by percentage of respondents who rated their use at a 5 or 4 on a scale where 5 means "often" and 1 means "never"  
(excluding "don't know")



# Q16 [Part 2]. Effectiveness of the Following Communication Sources

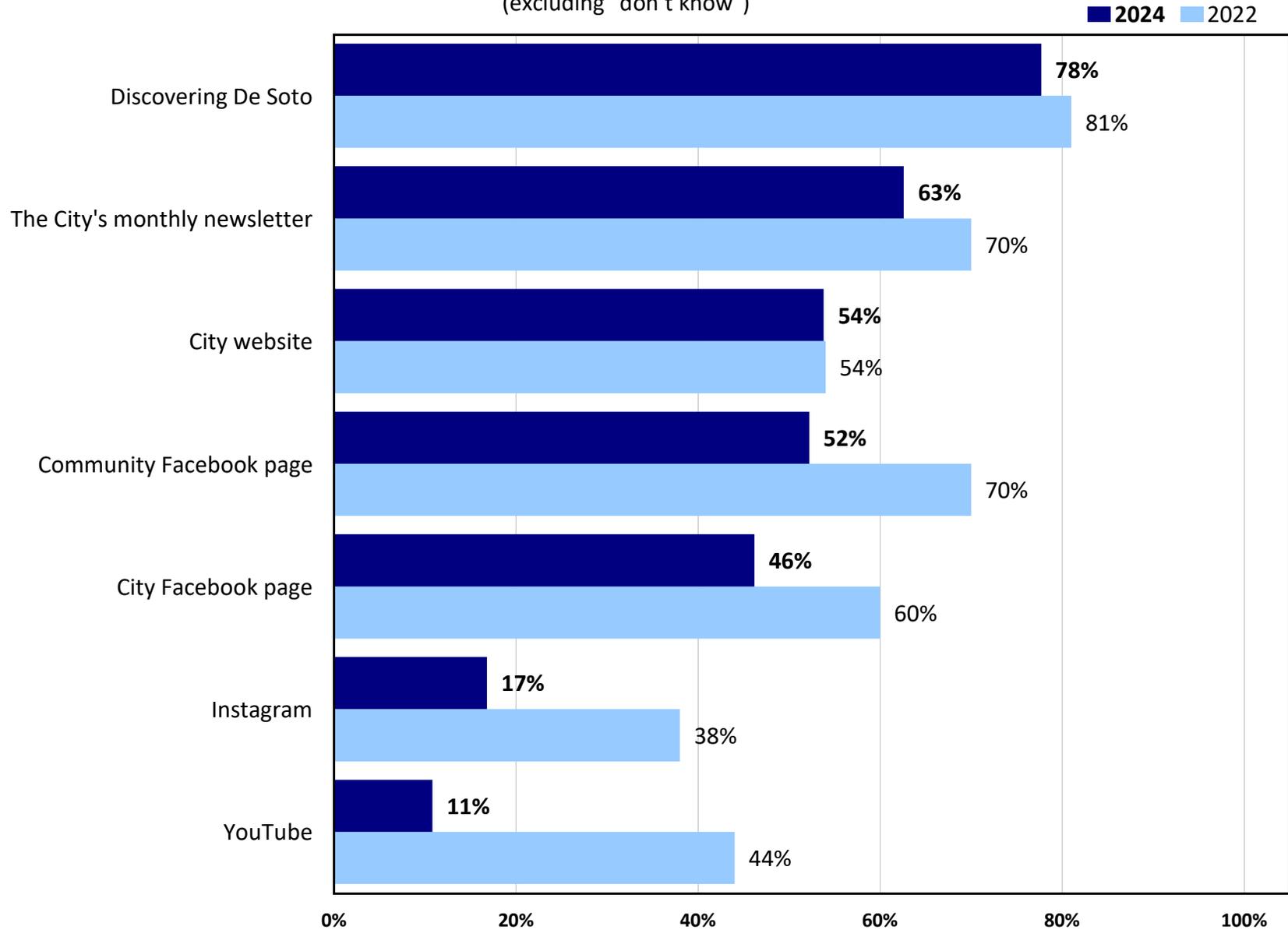
by percentage of respondents (excluding not provided)



# TRENDS

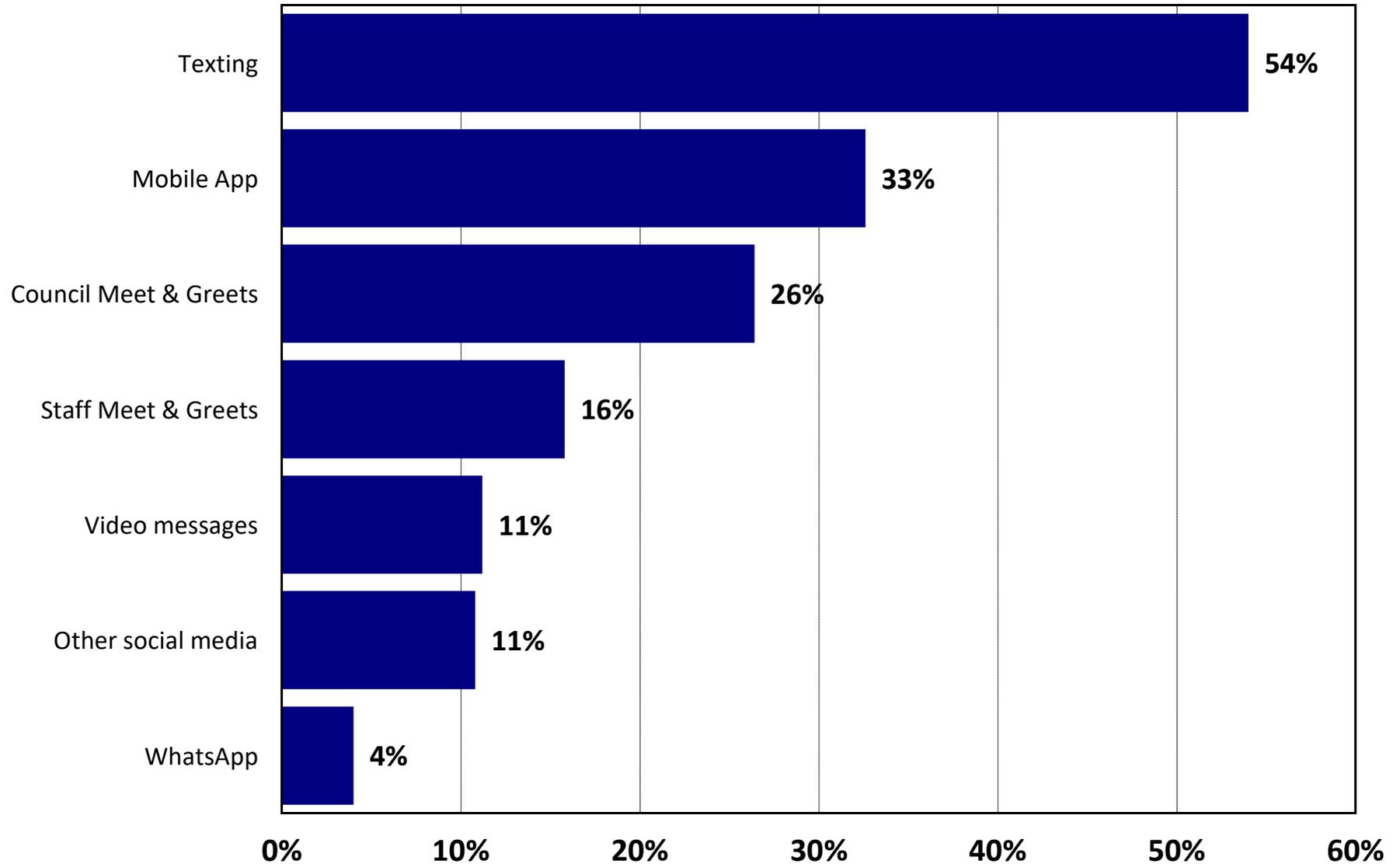
## Effectiveness of Communication Sources

by percentage of respondents who rated their use at a 5 or 4 on a scale where 5 means "effective" and 1 means "ineffective" (excluding "don't know")



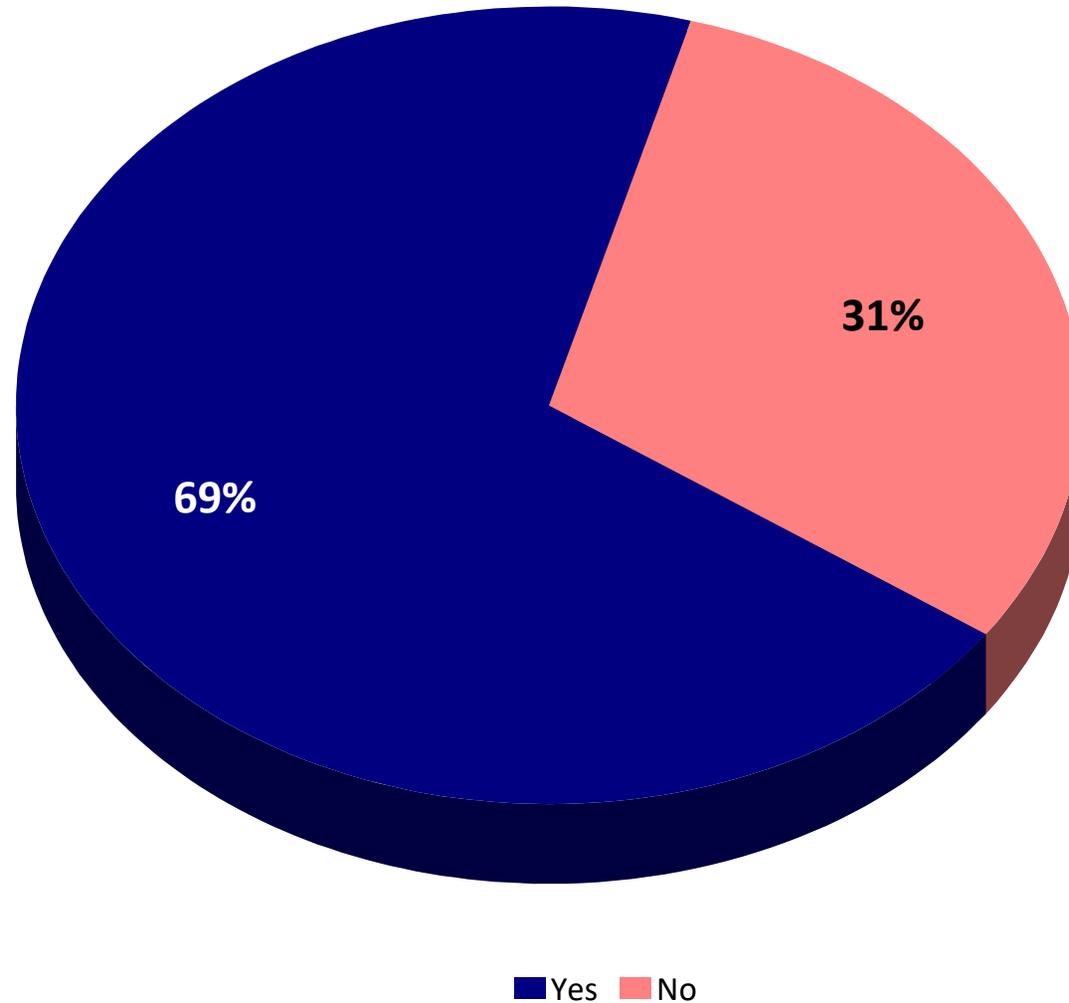
# Q17. Other Ways That Residents Would Like the City to Communicate With Them

by percentage of respondents (up to three selections could be made)



# Q18. Have you visited the City's website during the past 12 months?

by percentage of respondents



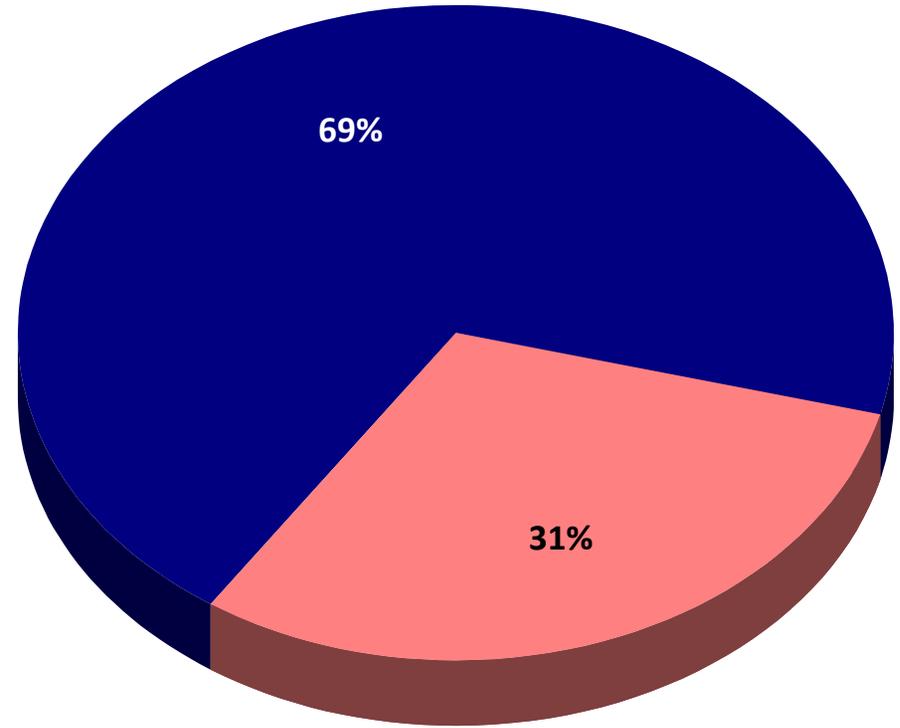
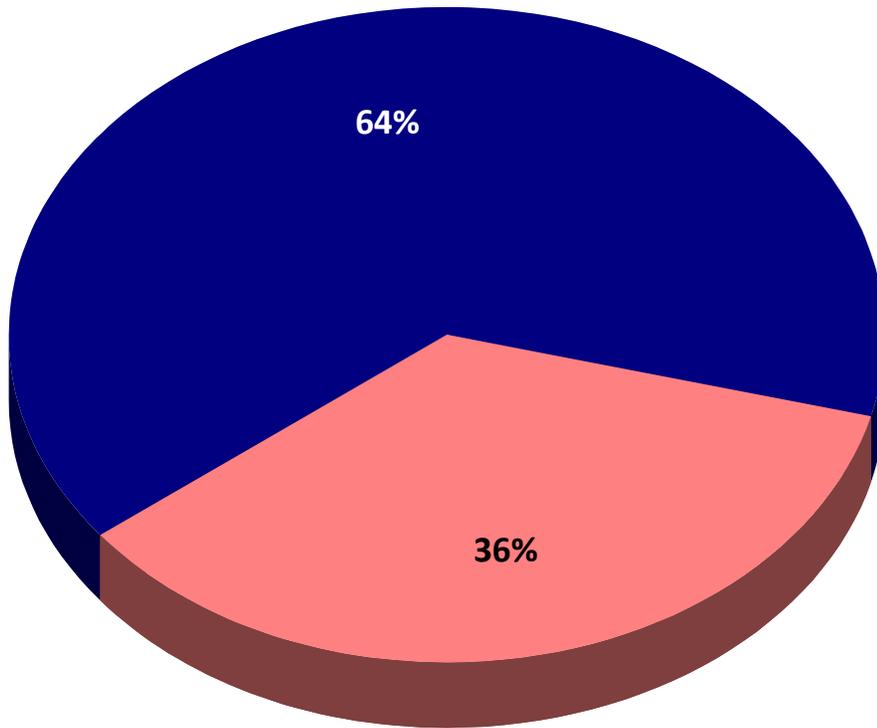
# TRENDS

## Q18. Have you visited the City's website during the past 12 months?

by percentage of respondents

2022

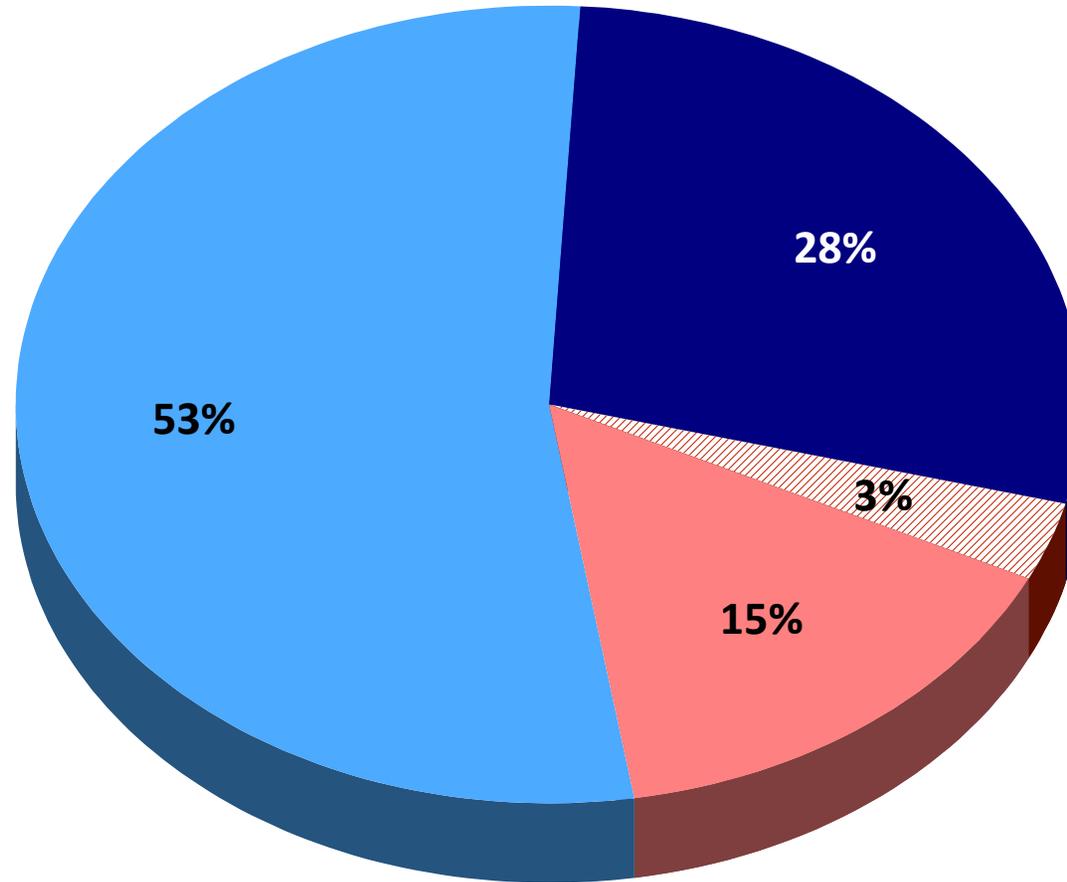
2024



■ Yes ■ No

# Q18a. How easy was it to find the information you were looking for on the website?

by percentage of respondents who visited the website in the past year (excluding not provided)

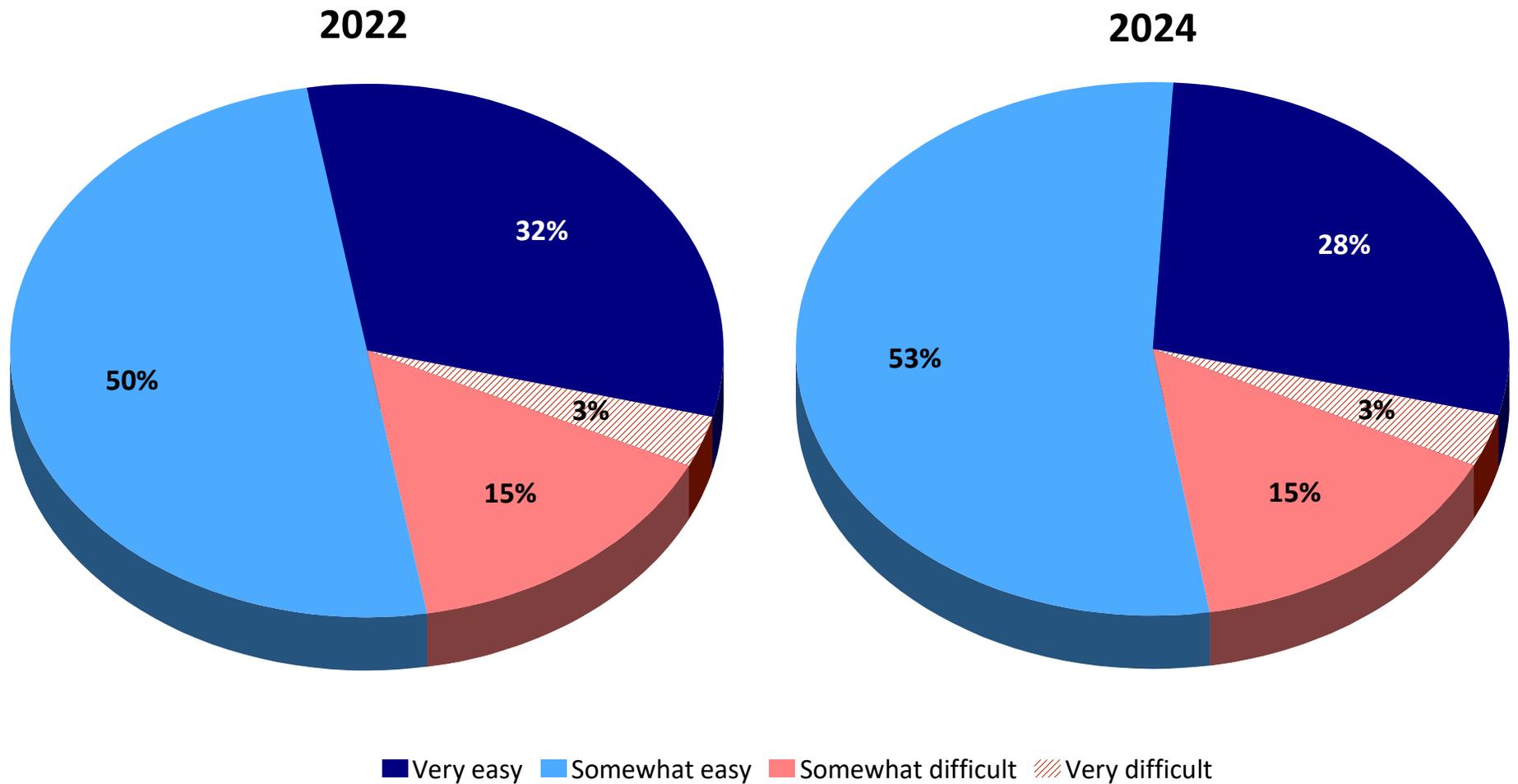


■ Very easy ■ Somewhat easy ■ Somewhat difficult ▨ Very difficult

# TRENDS

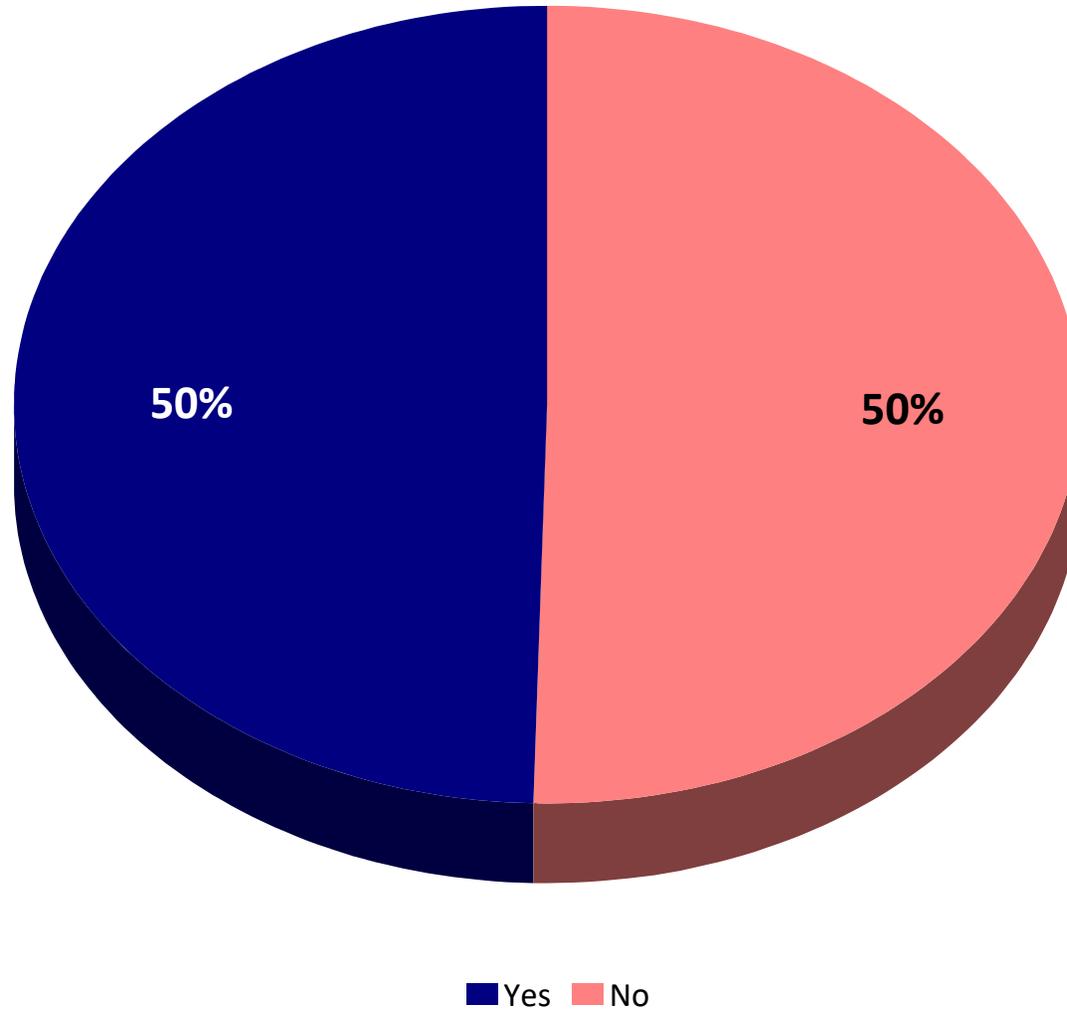
## Q18a. How easy was it to find the information you were looking for on the website?

by percentage of respondents who visited the website in the past year (excluding not provided)



# Q19. Have you interacted with the City for a question, problem, or complaint during the past year?

by percentage of respondents

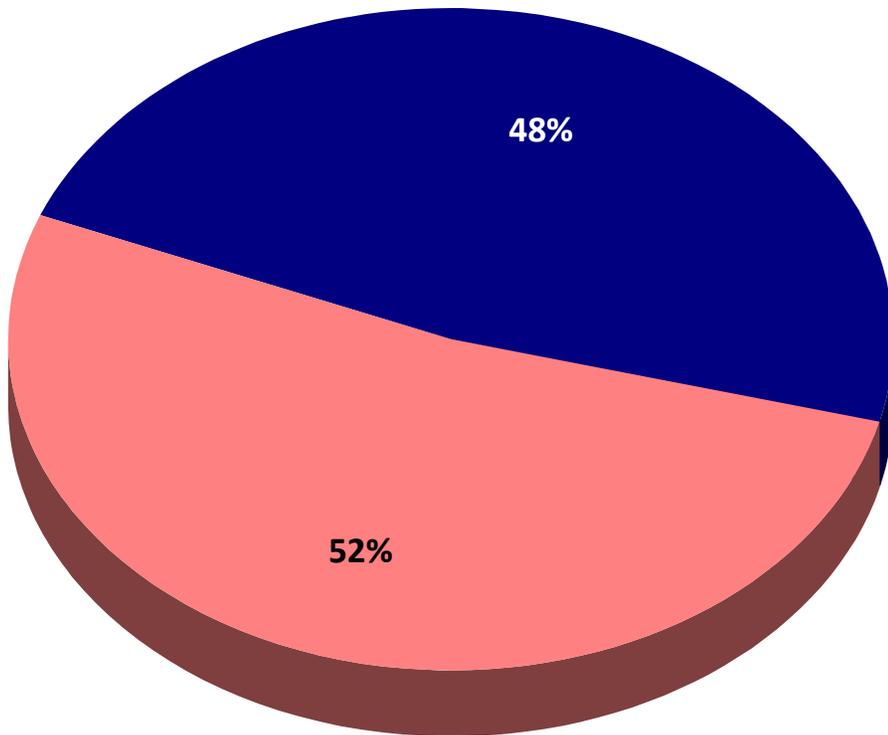


# TRENDS

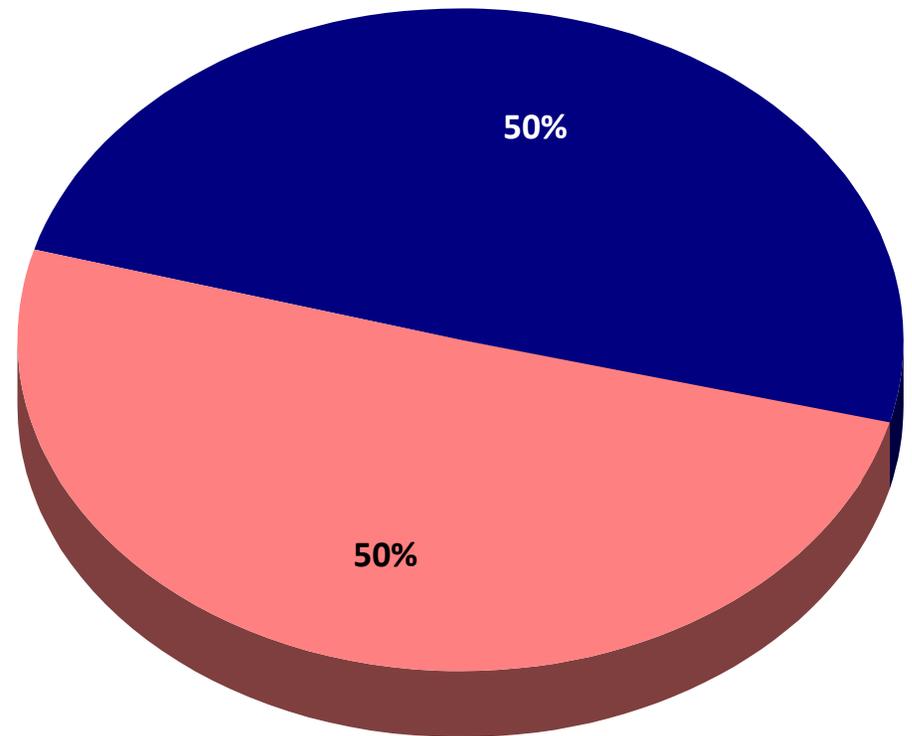
## Q19. Have you interacted with the City for a question, problem, or complaint during the past year?

by percentage of respondents

2022



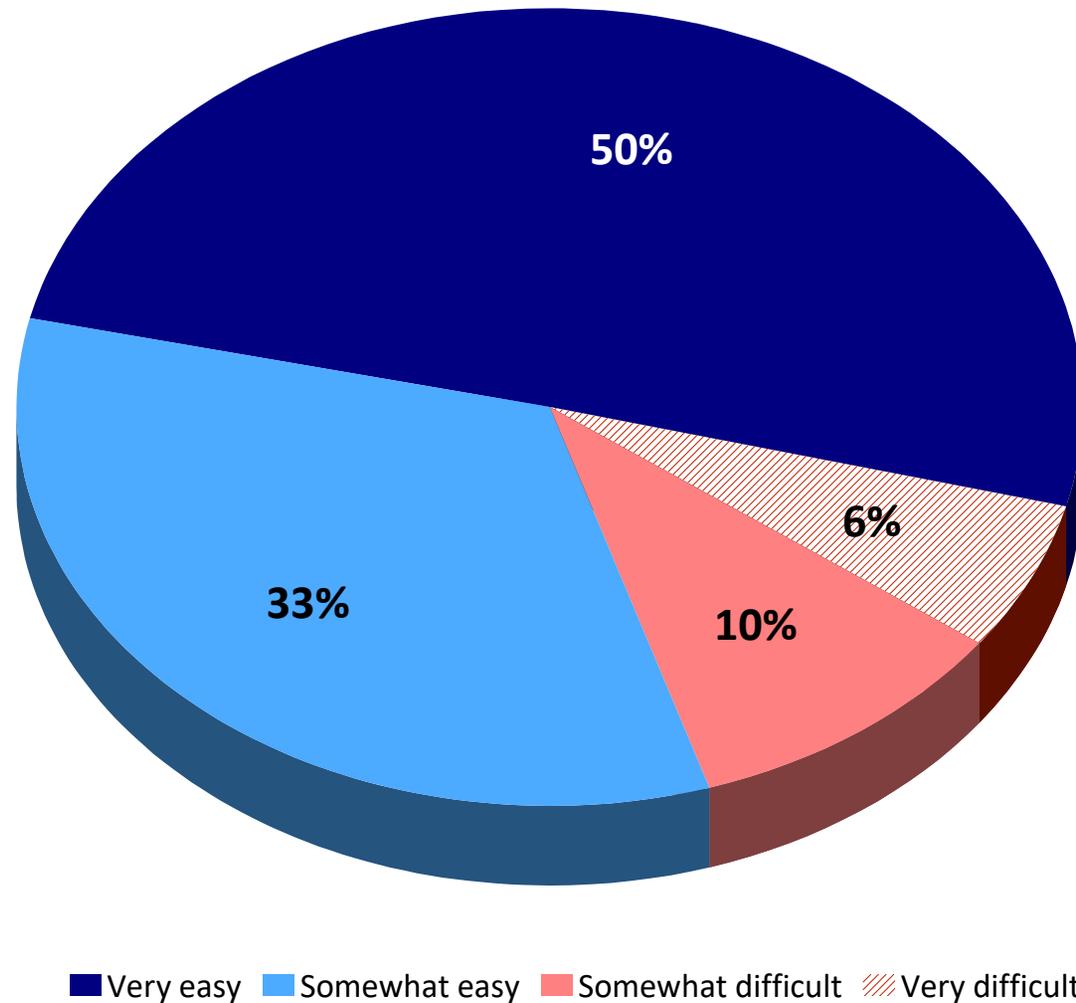
2024



■ Yes ■ No

# Q19a. How easy was it to contact the person you needed to reach?

by percentage of respondents who interacted with the City during the past year (excluding not provided)

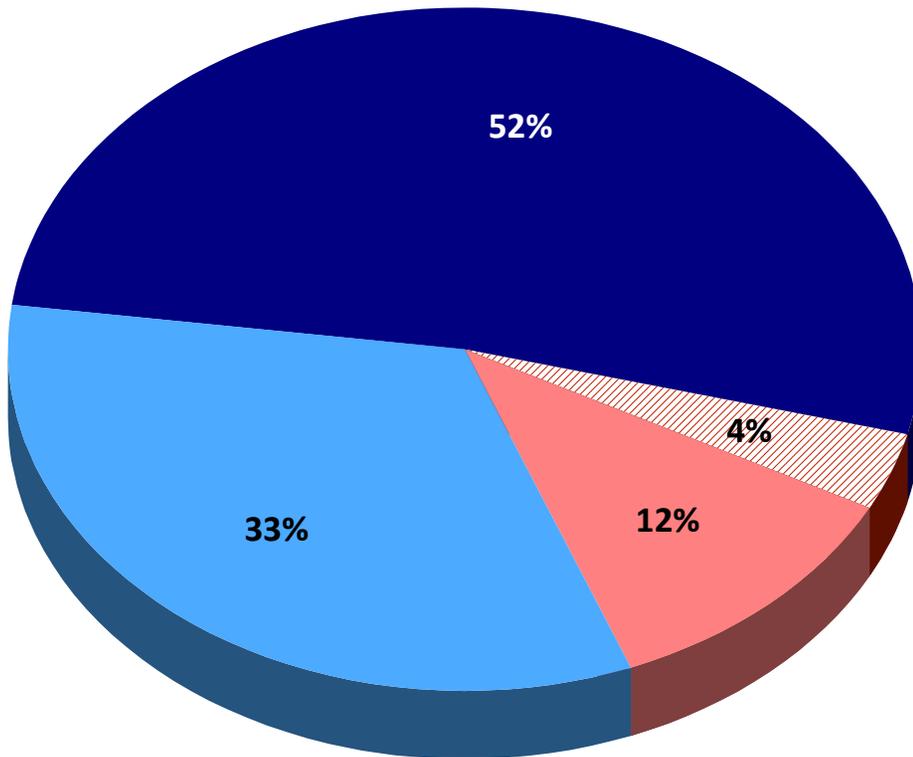


# TRENDS

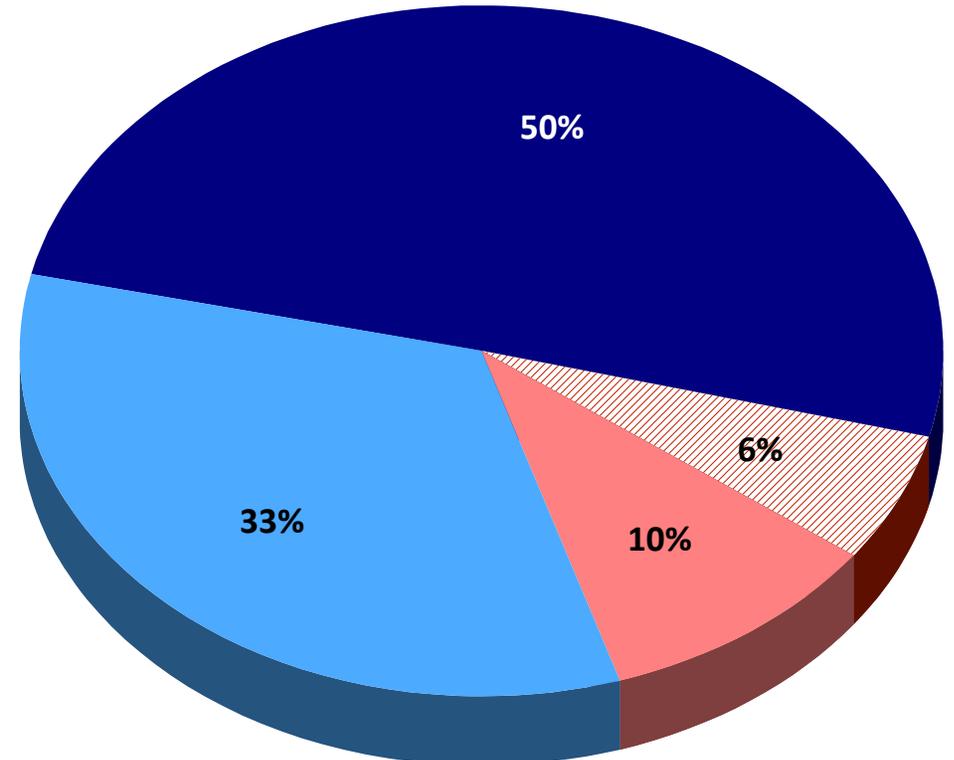
## Q19a. How easy was it to contact the person you needed to reach?

by percentage of respondents who interacted with the City during the past year (excluding not provided)

2022



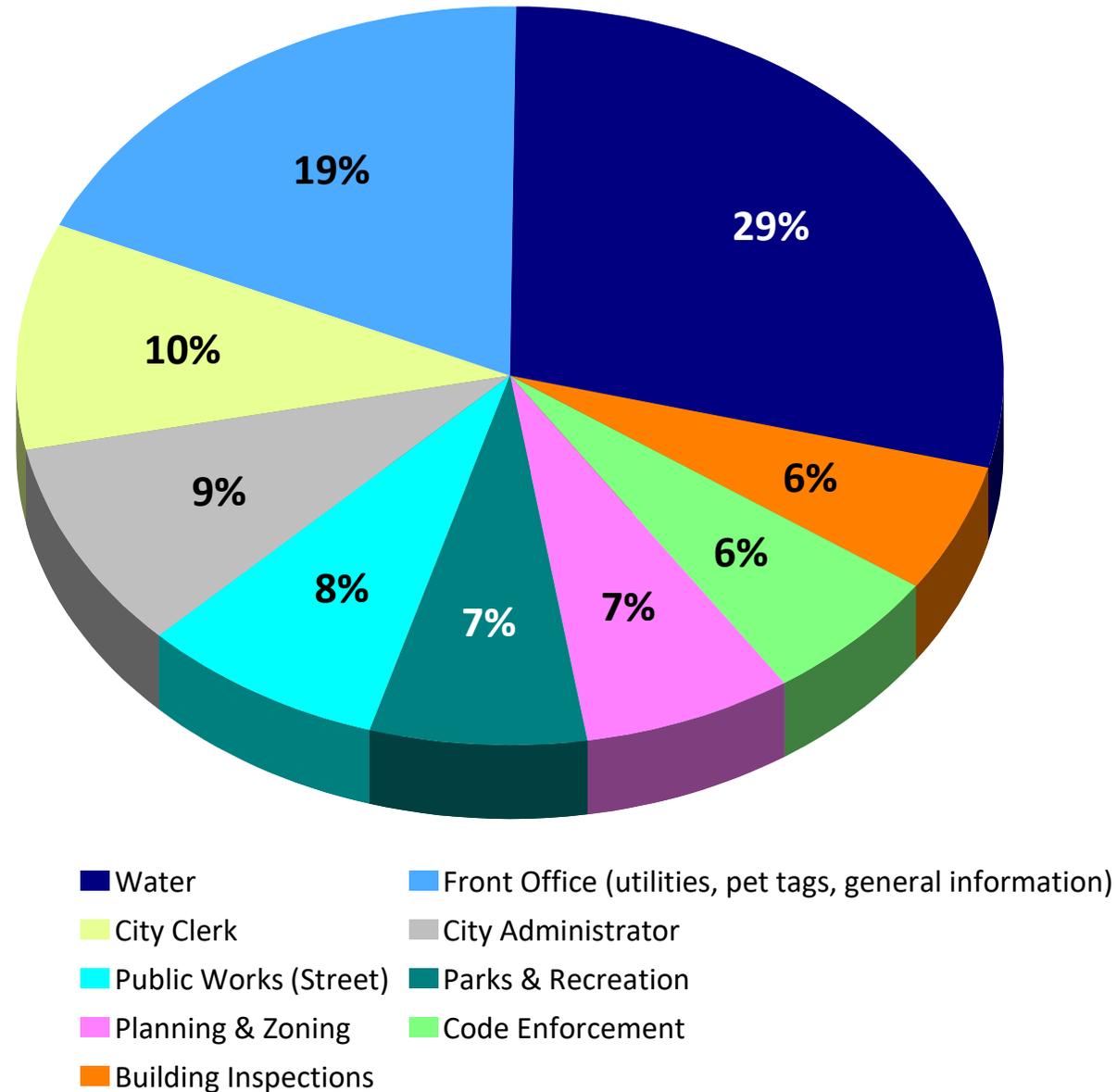
2024



■ Very easy ■ Somewhat easy ■ Somewhat difficult ▨ Very difficult

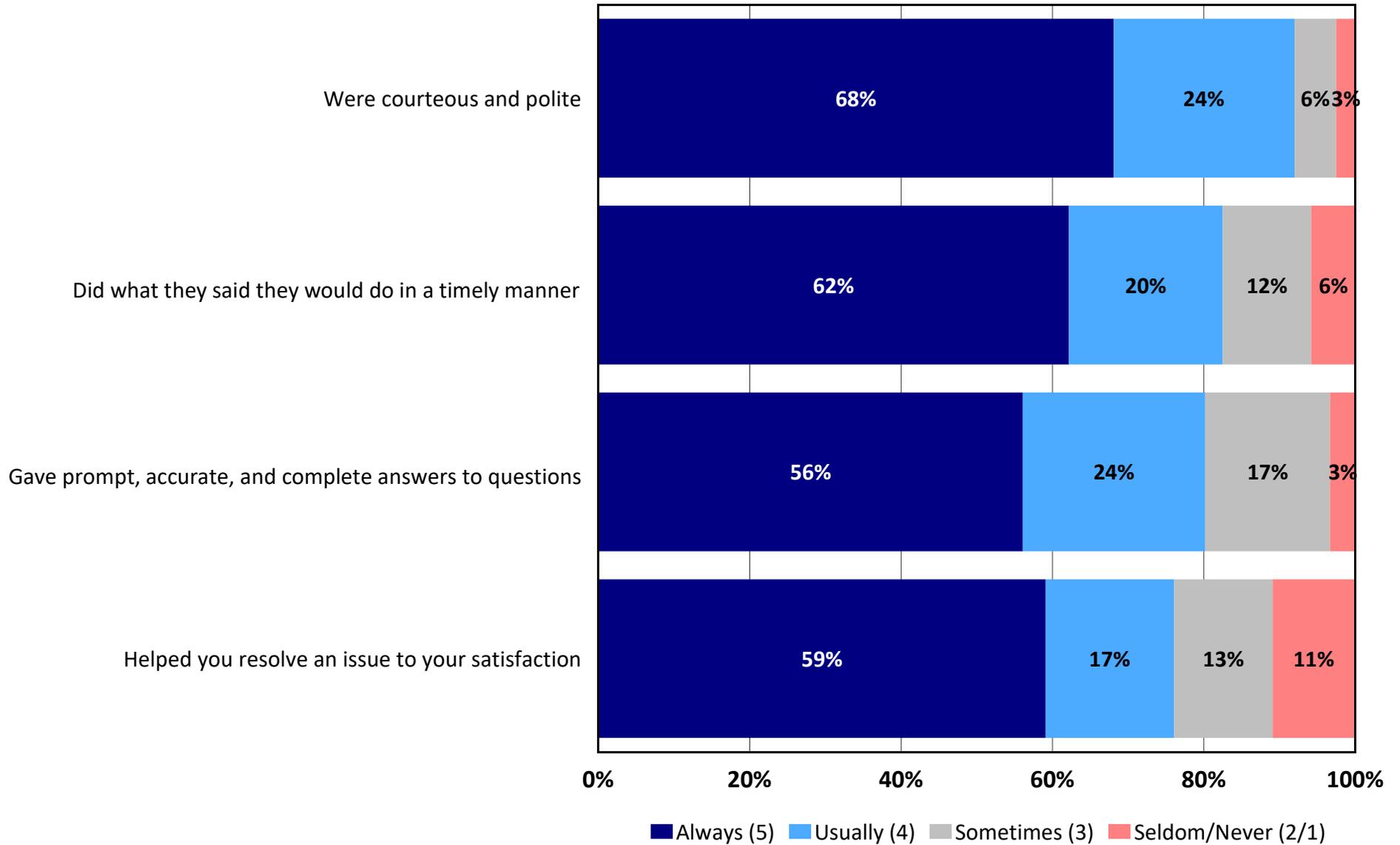
# Q19b. Which department did you contact most recently?

by percentage of respondents who interacted with the City during the past year (excluding not provided)



# Q19c. Frequency That City Employees Have Displayed the Following Behaviors

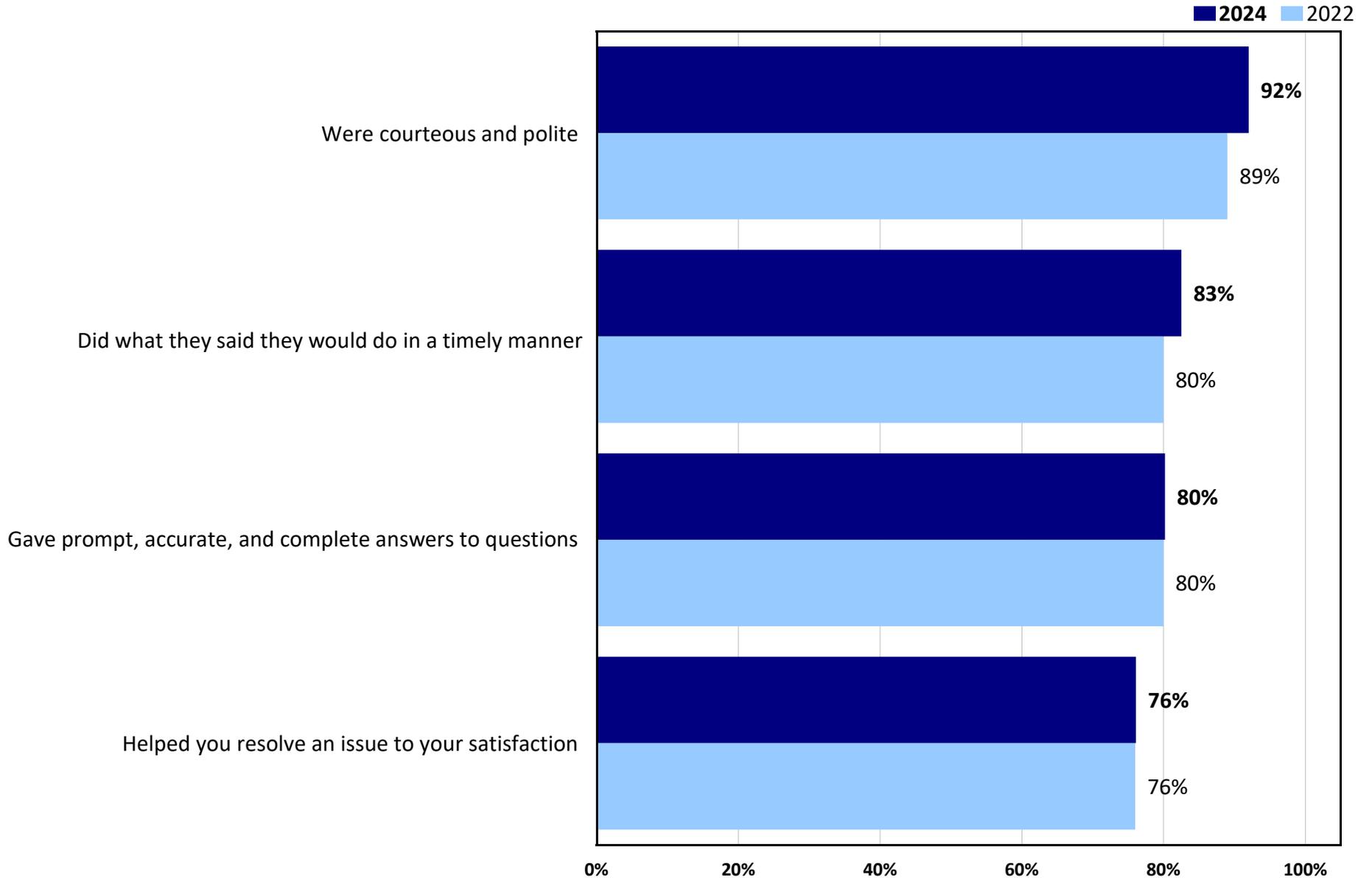
by percentage of respondents who have interacted with the City in the past year (excluding don't knows)



# TRENDS

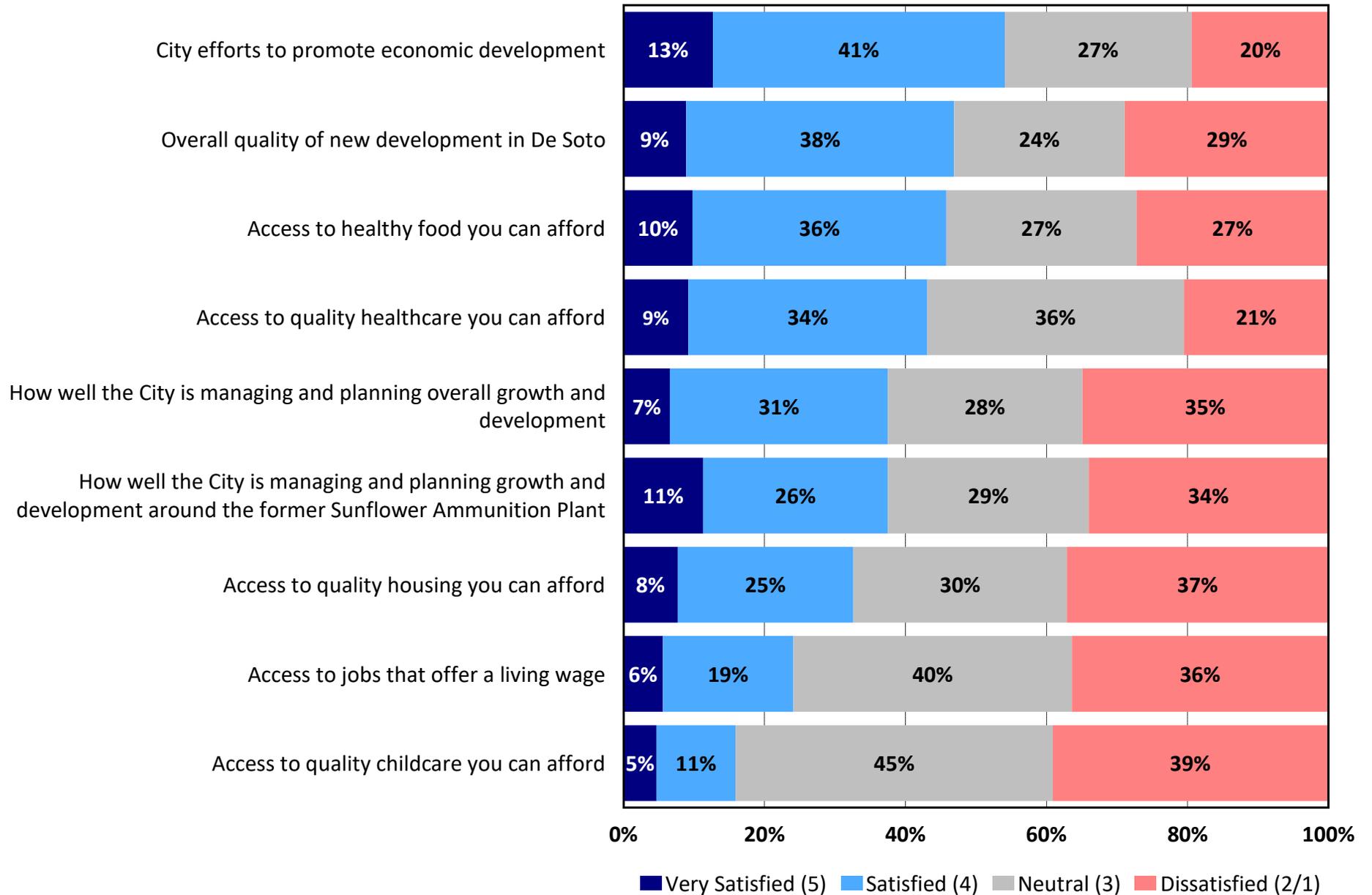
## Satisfaction with City Staff

by percentage of respondents who said they "always" or "usually" received this kind of service (excluding "don't know")



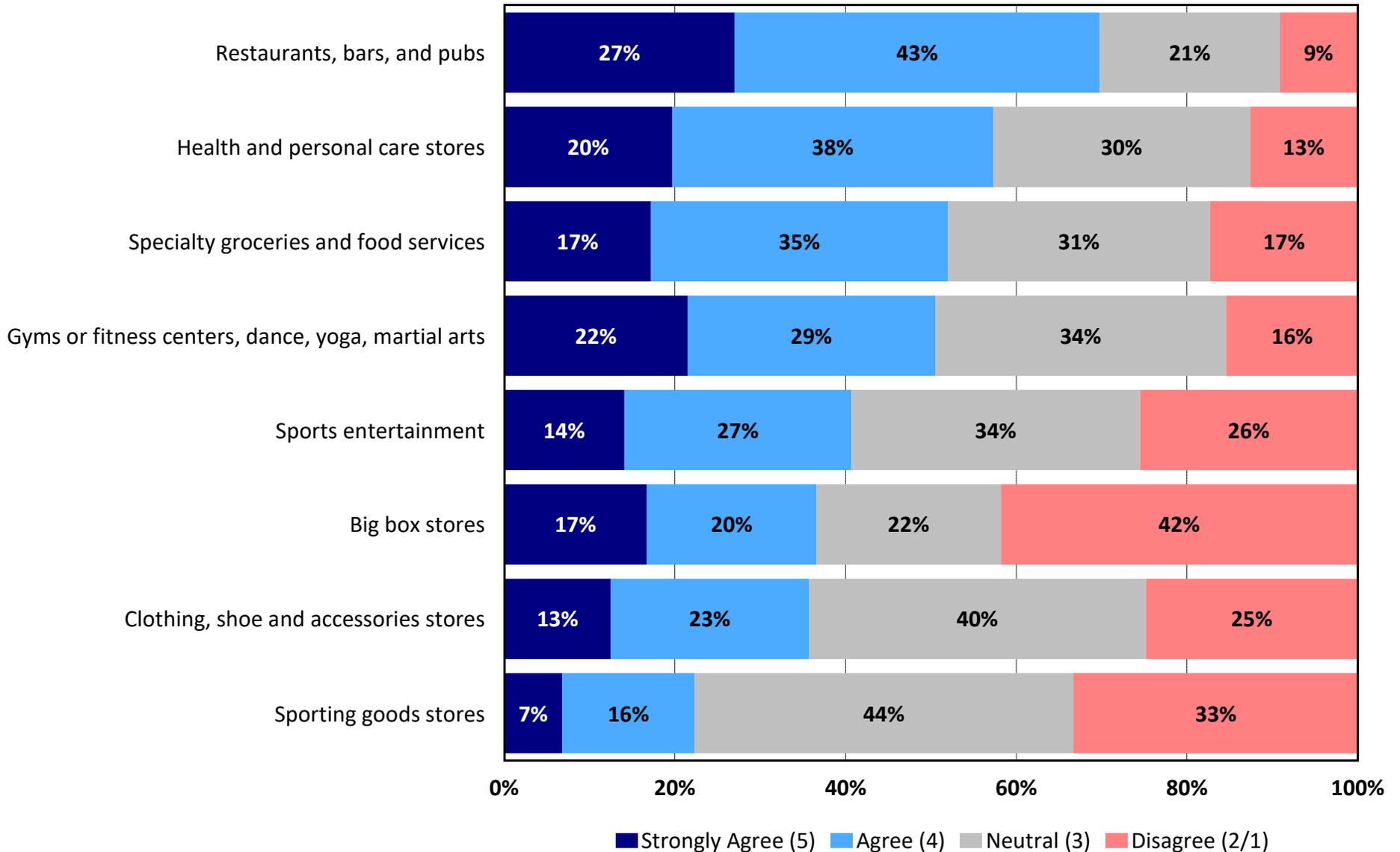
# Q20. Economic Growth and Planning

by percentage of respondents (excluding don't knows)



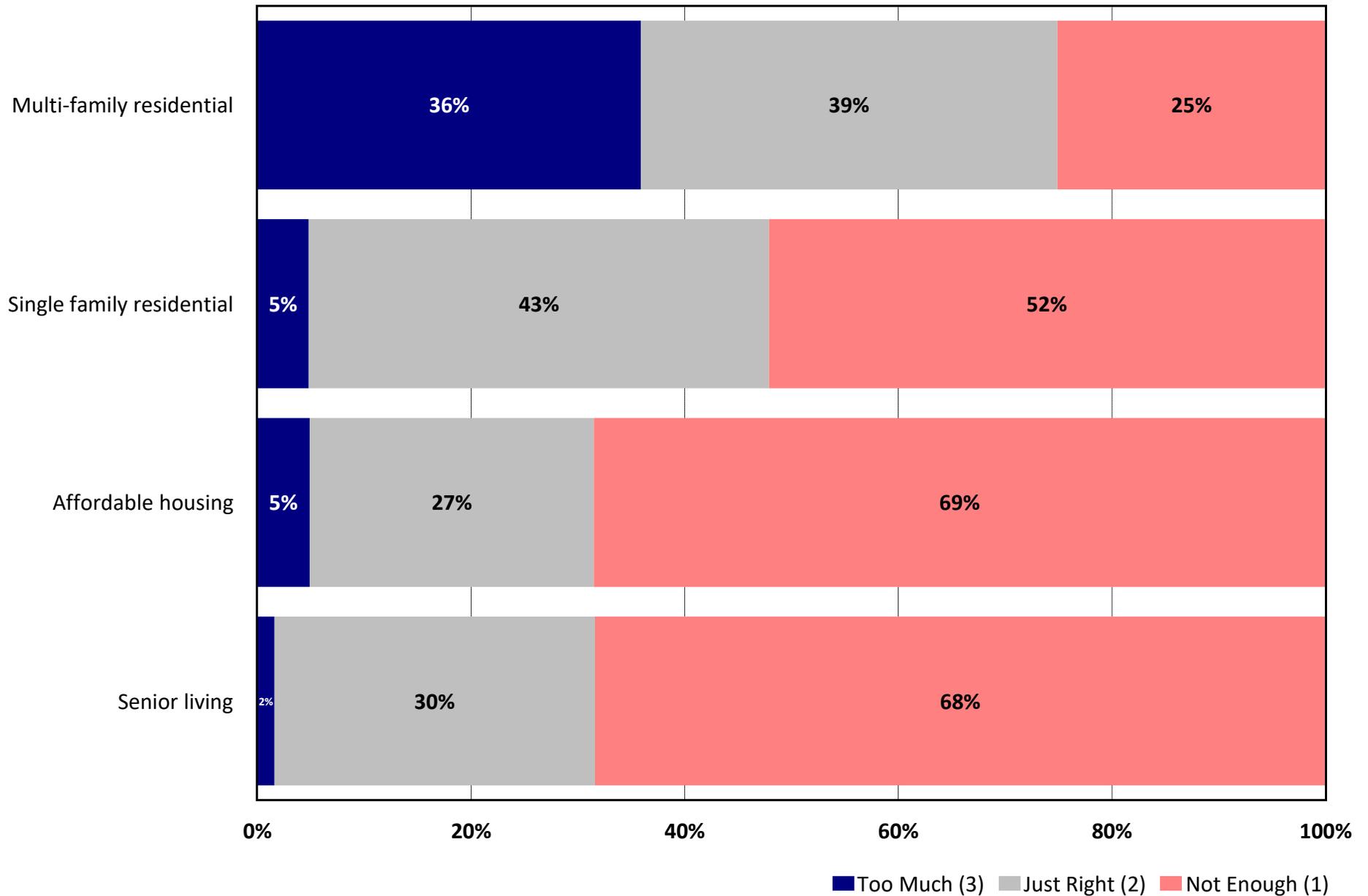
# Q21. Level of Agreement That the City of De Soto Needs the Following Types of Businesses

by percentage of respondents (excluding don't knows)



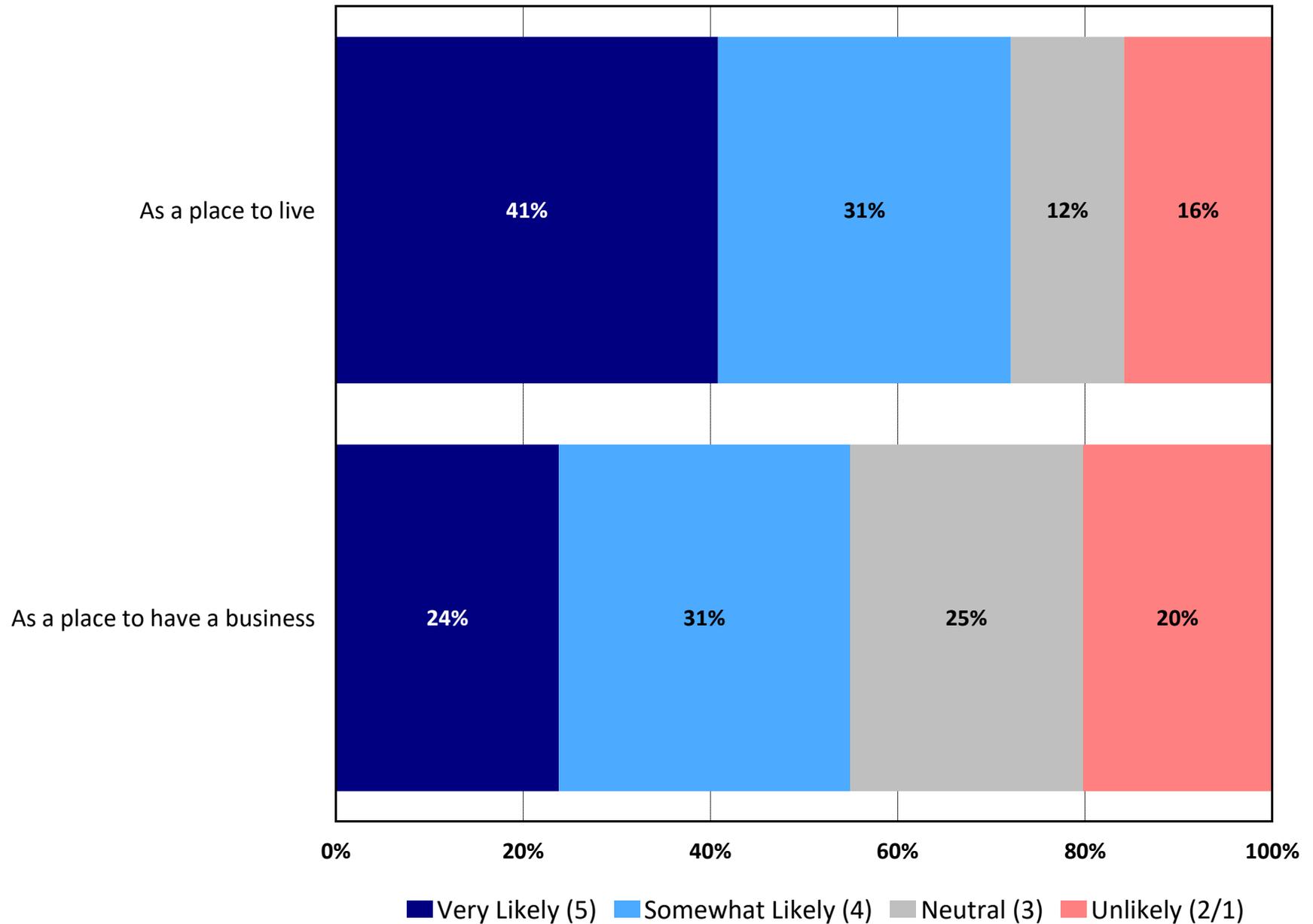
# Q22. Rating City's Current Availability of Housing

by percentage of respondents (excluding don't knows)



# Q23. Likelihood of Recommending De Soto

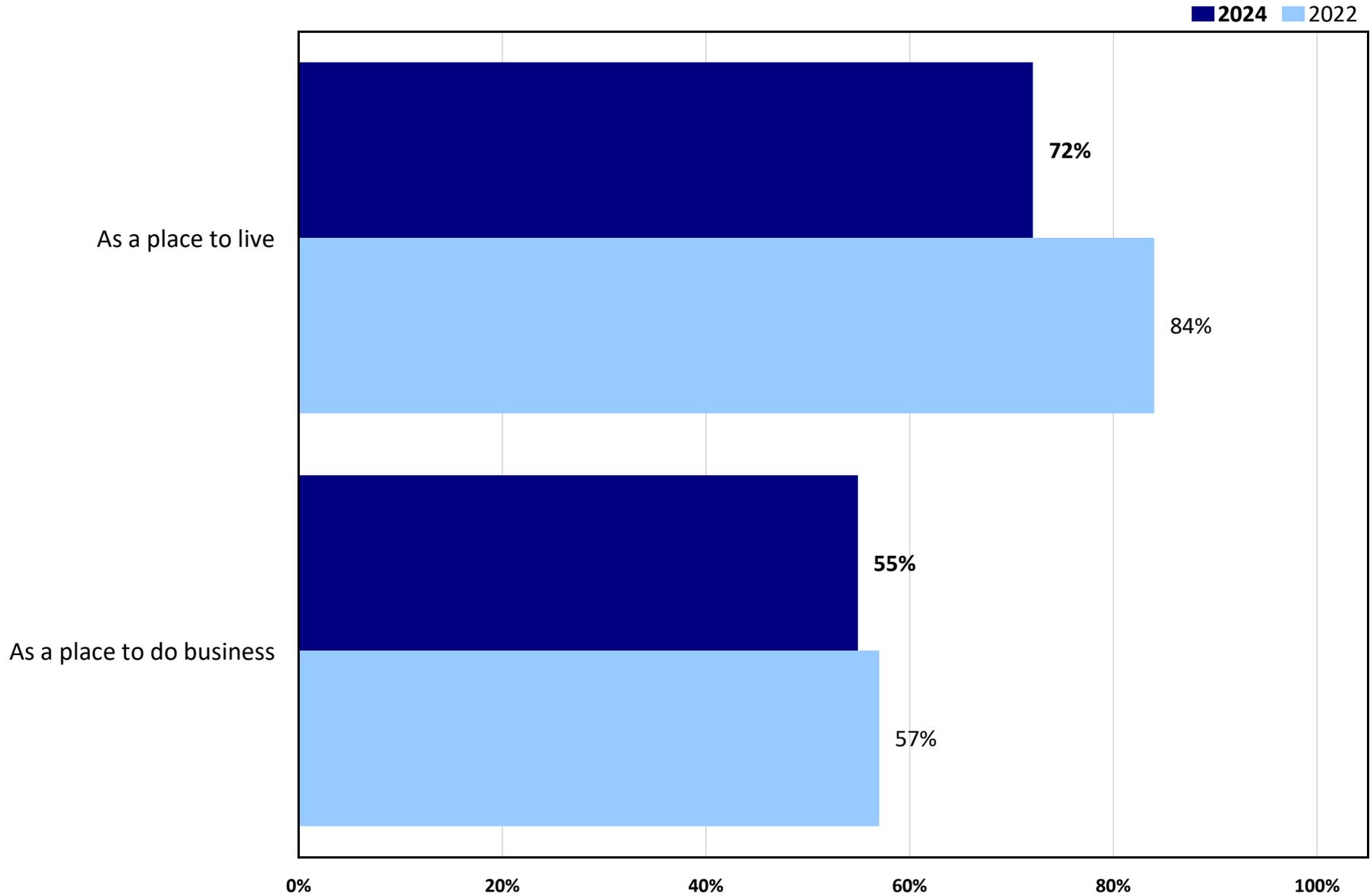
by percentage of respondents (excluding don't knows)



# TRENDS

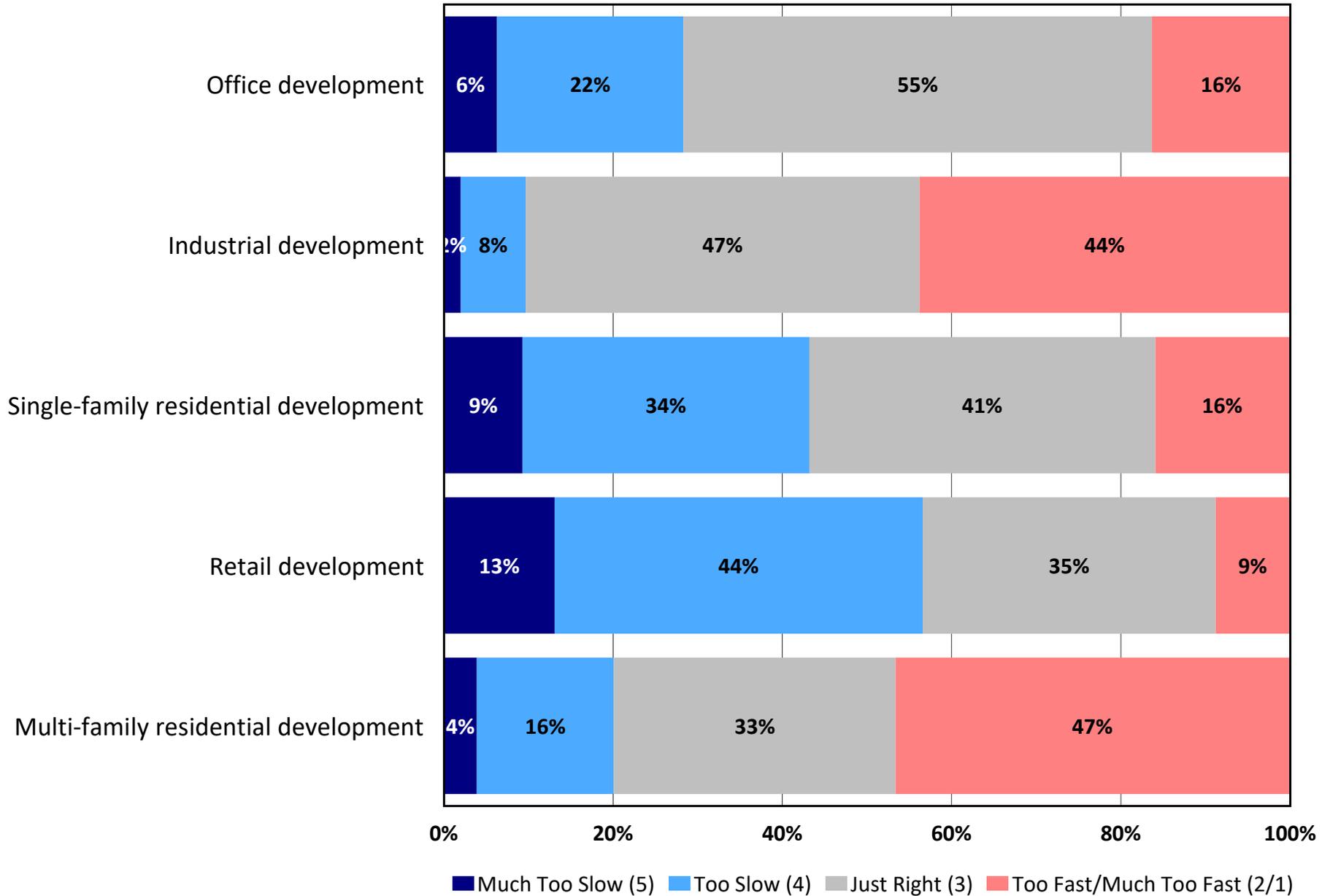
## Likelihood of Recommending De Soto

by percentage of respondents who rated their satisfaction as "very likely" or "somewhat likely" (excluding "don't know")



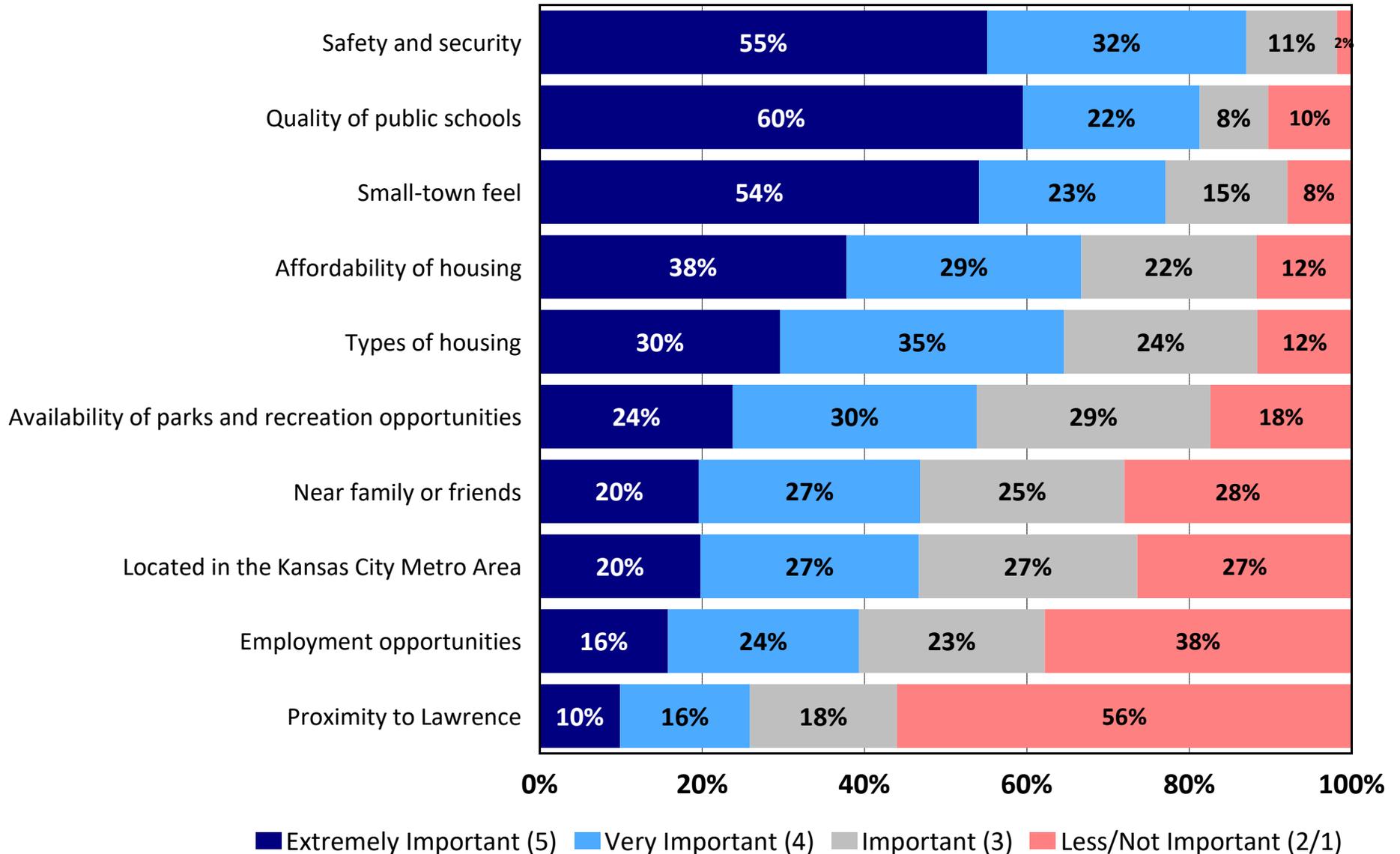
# Q24. Rating City's Current Pace of Development

by percentage of respondents (excluding don't knows)



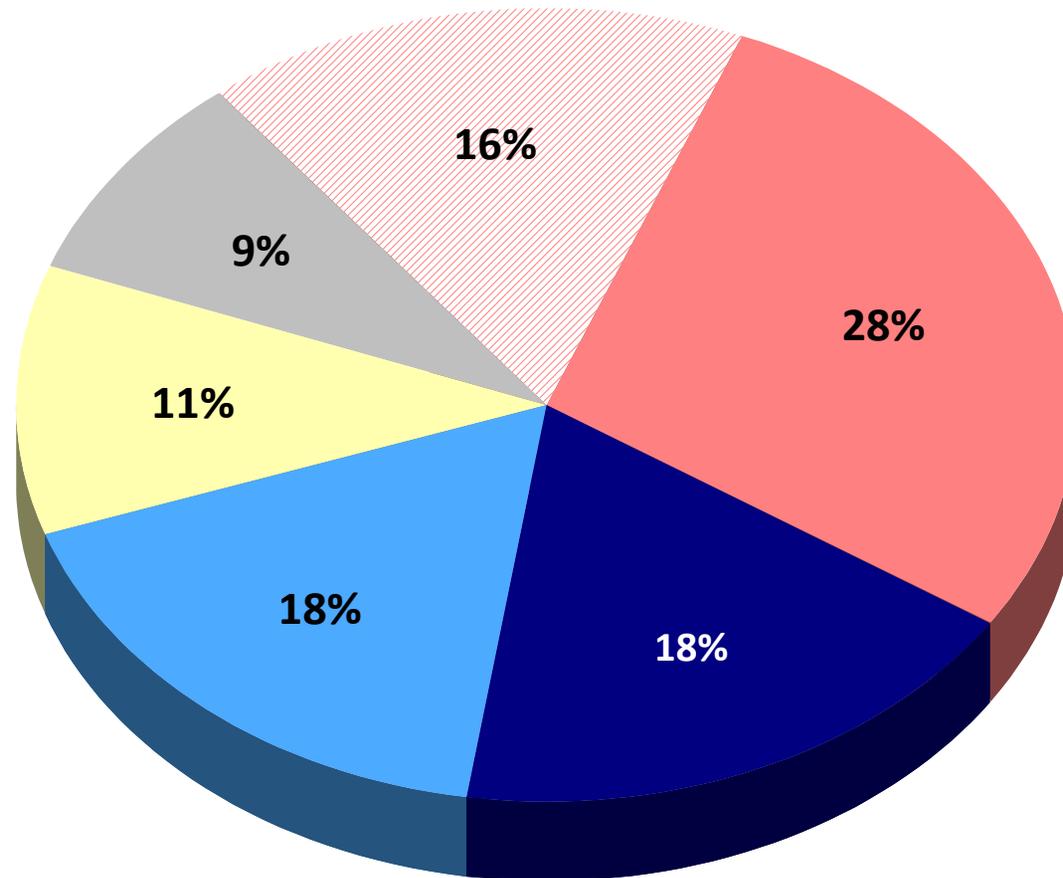
# Q25. Importance of the Following Reasons in Respondent's Decision to Live in De Soto

by percentage of respondents (excluding don't knows)



# Q29. Demographics: Number of Years Lived in De Soto

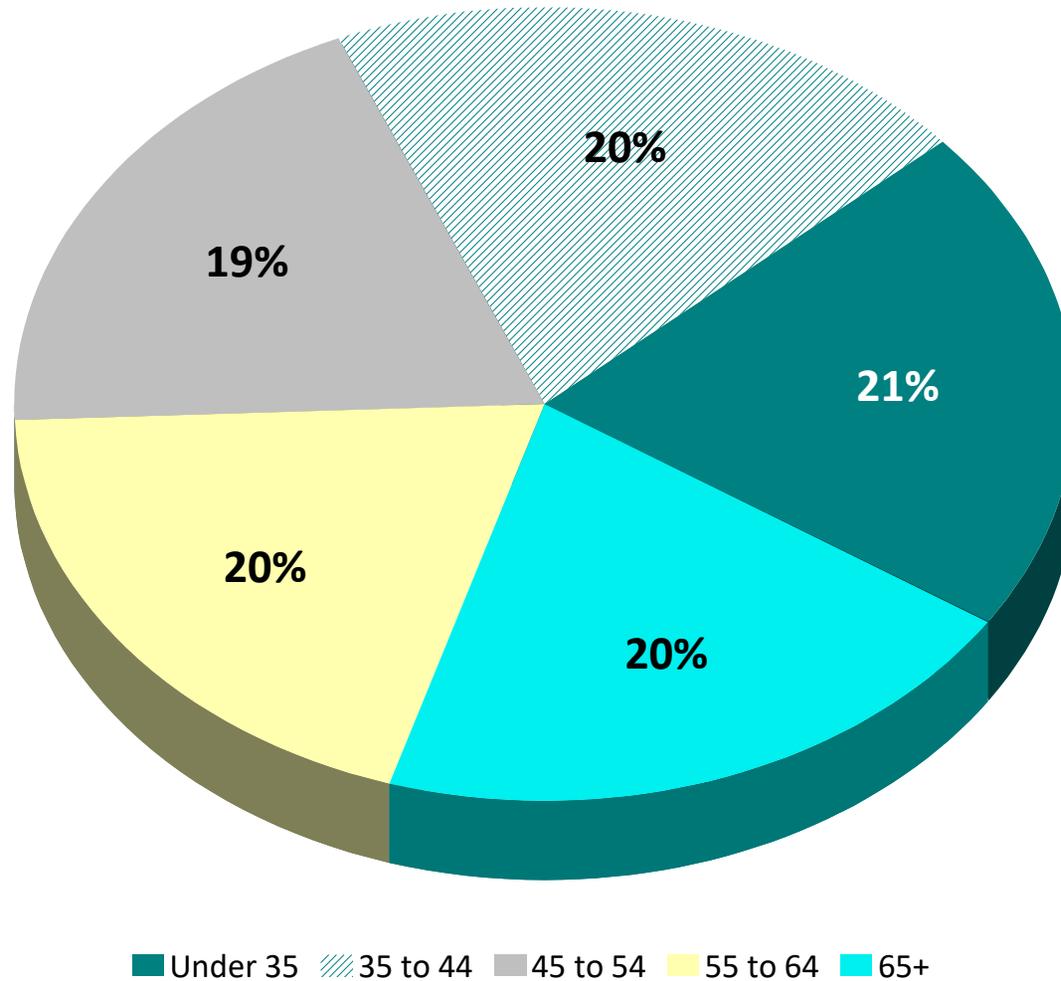
by percentage of respondents (excluding not provided)



■ 5 years or less    ▨ 6 to 10 years    ■ 11 to 15 years  
■ 16 to 20 years    ■ 21 to 30 years    ■ 31+ years

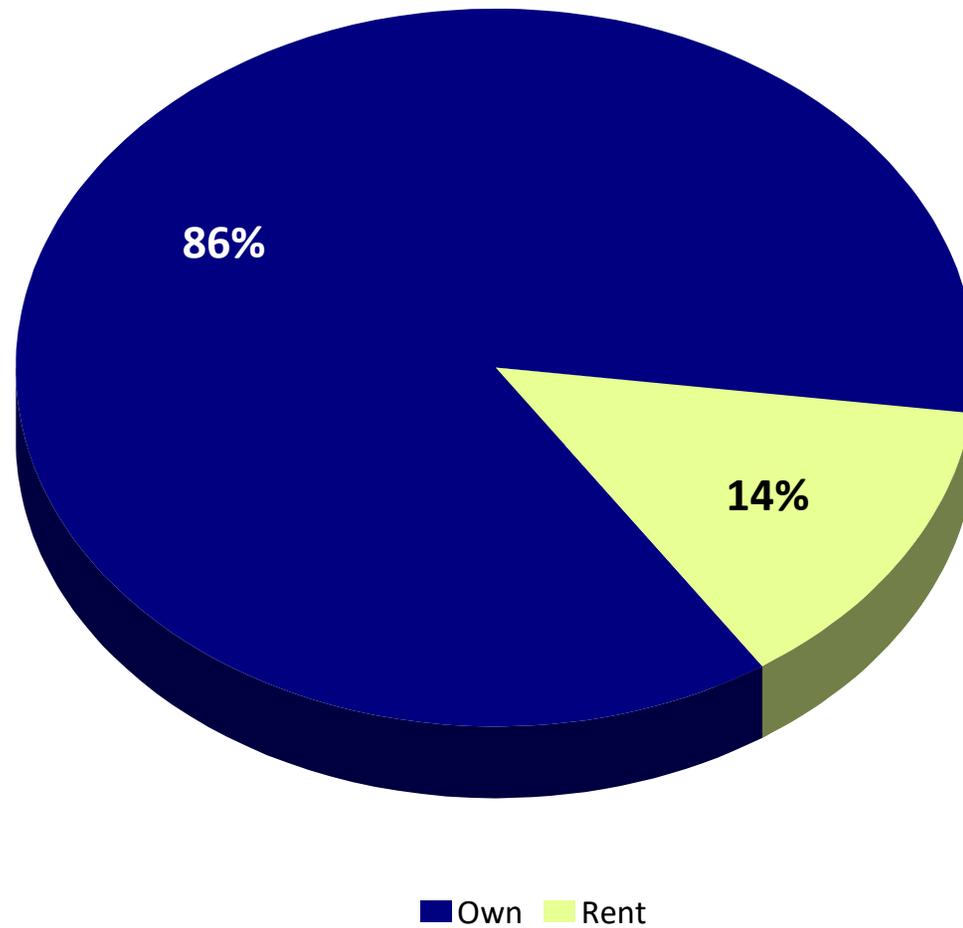
# Q30. Demographics: Age of Respondent

by percentage of respondents (excluding not provided)



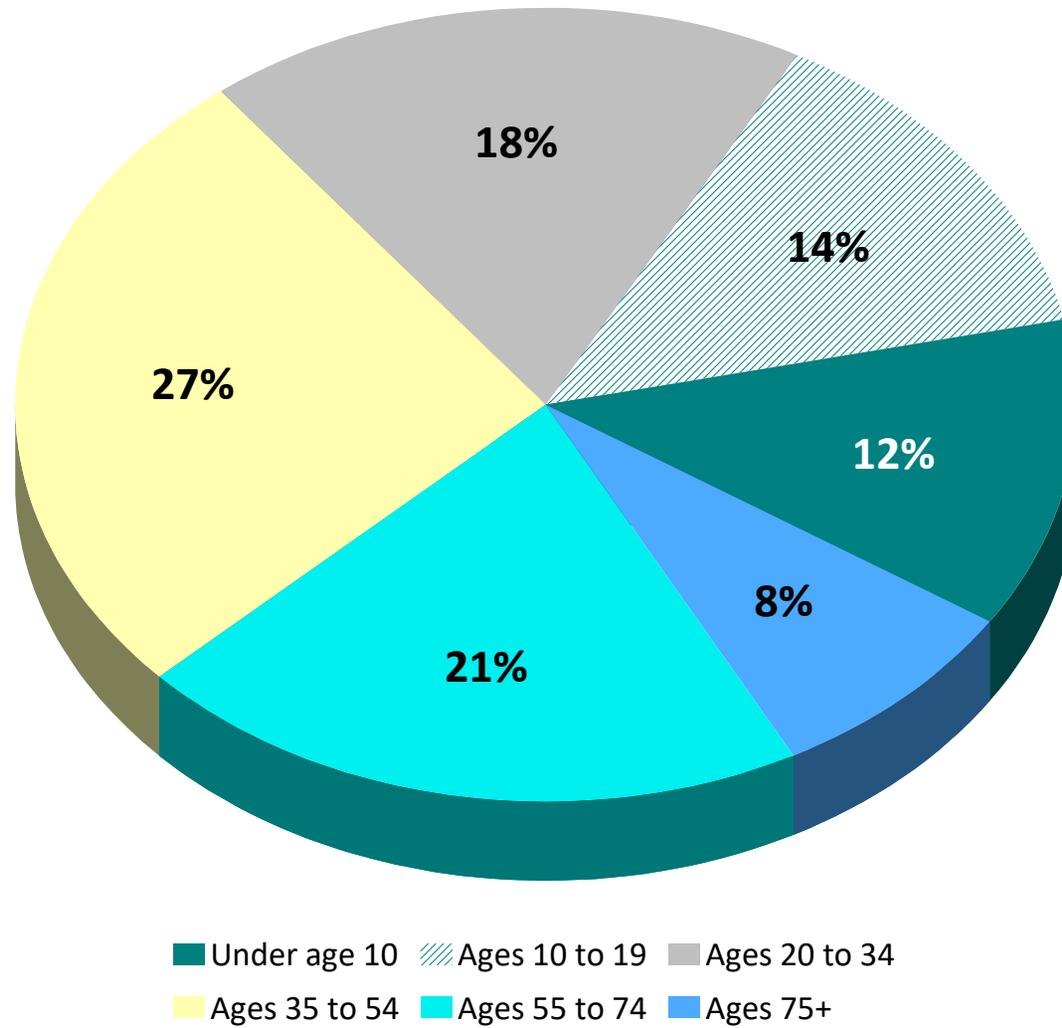
# Q31. Demographics: Do you own or rent your home?

by percentage of respondents (excluding not provided)



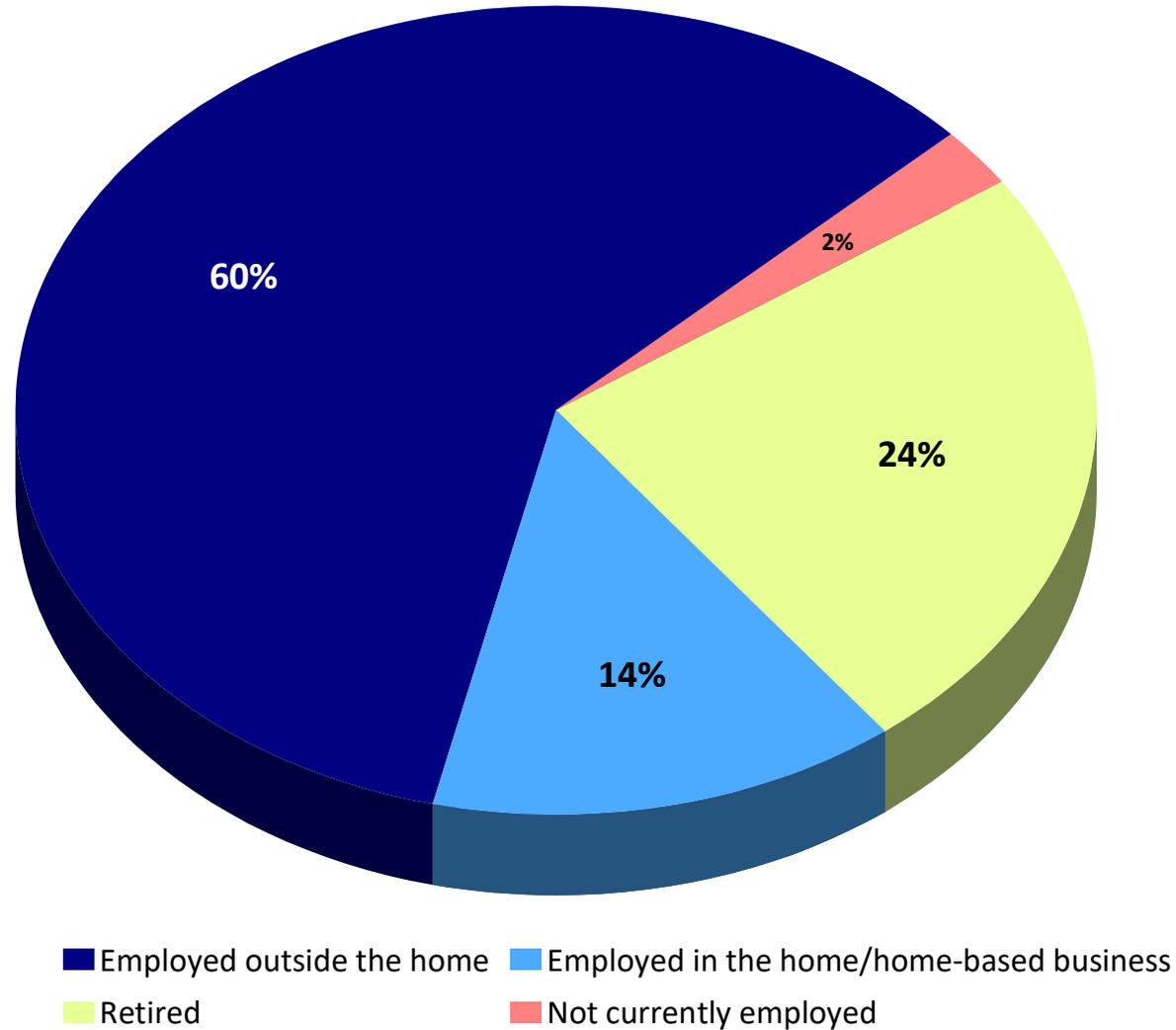
# Q32. Demographics: Ages of Household Members

by percentage of persons in the household



## Q33. Demographics: Employment Status

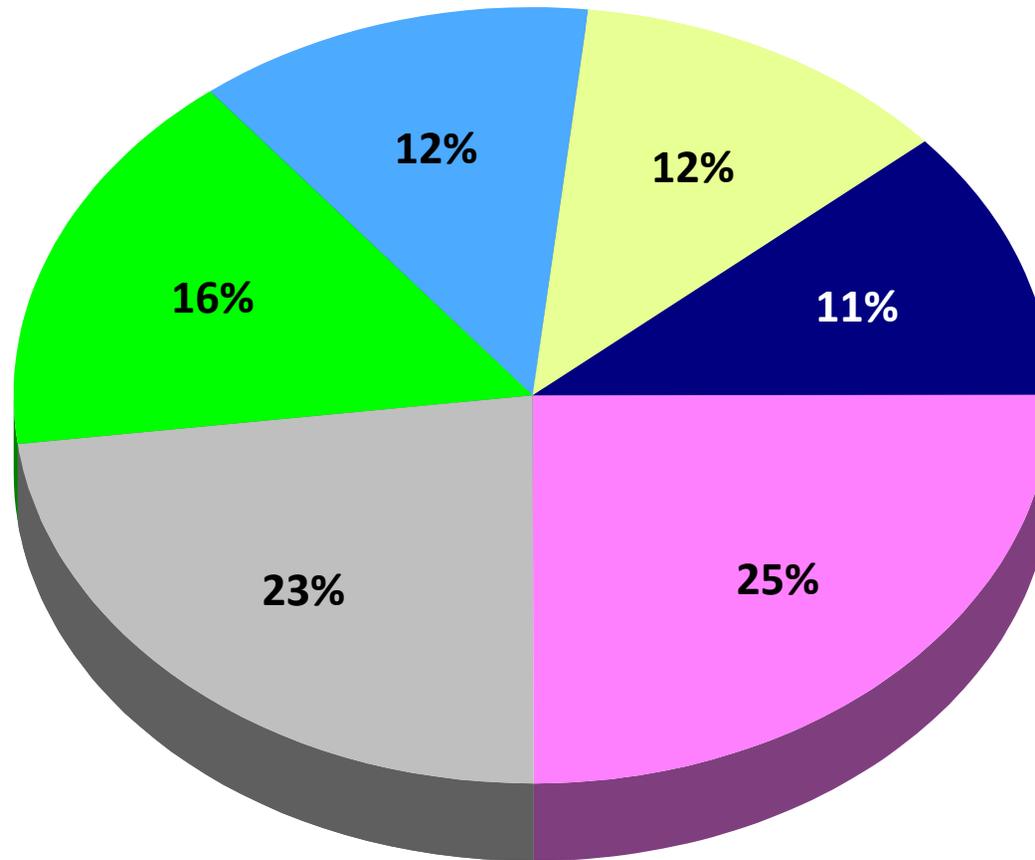
by percentage of respondents (excluding not provided)



*0.2% described themselves as students*

# Q34. Demographics: Total Annual Household Income

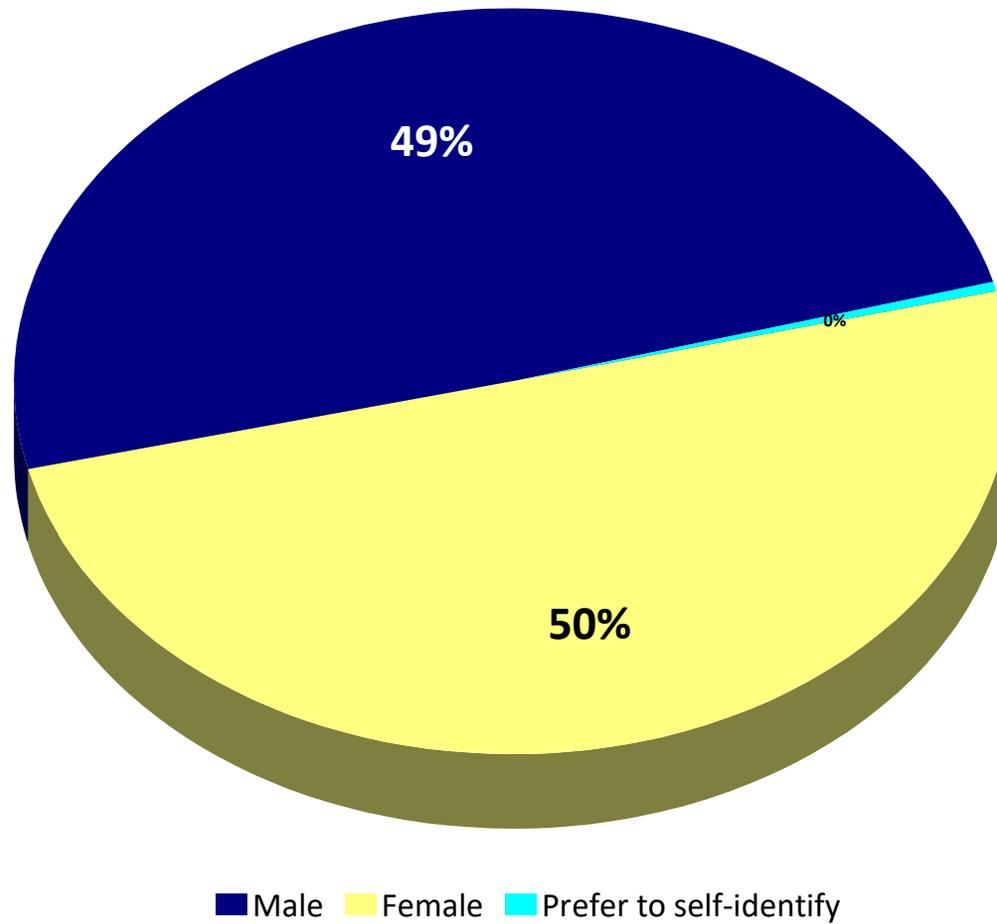
by percentage of respondents (excluding not provided)



■ \$29,999 or less ■ \$30K-\$49,999 ■ \$50K-\$74,999 ■ \$75K-\$99,999 ■ \$100K-\$149,999 ■ \$150K+

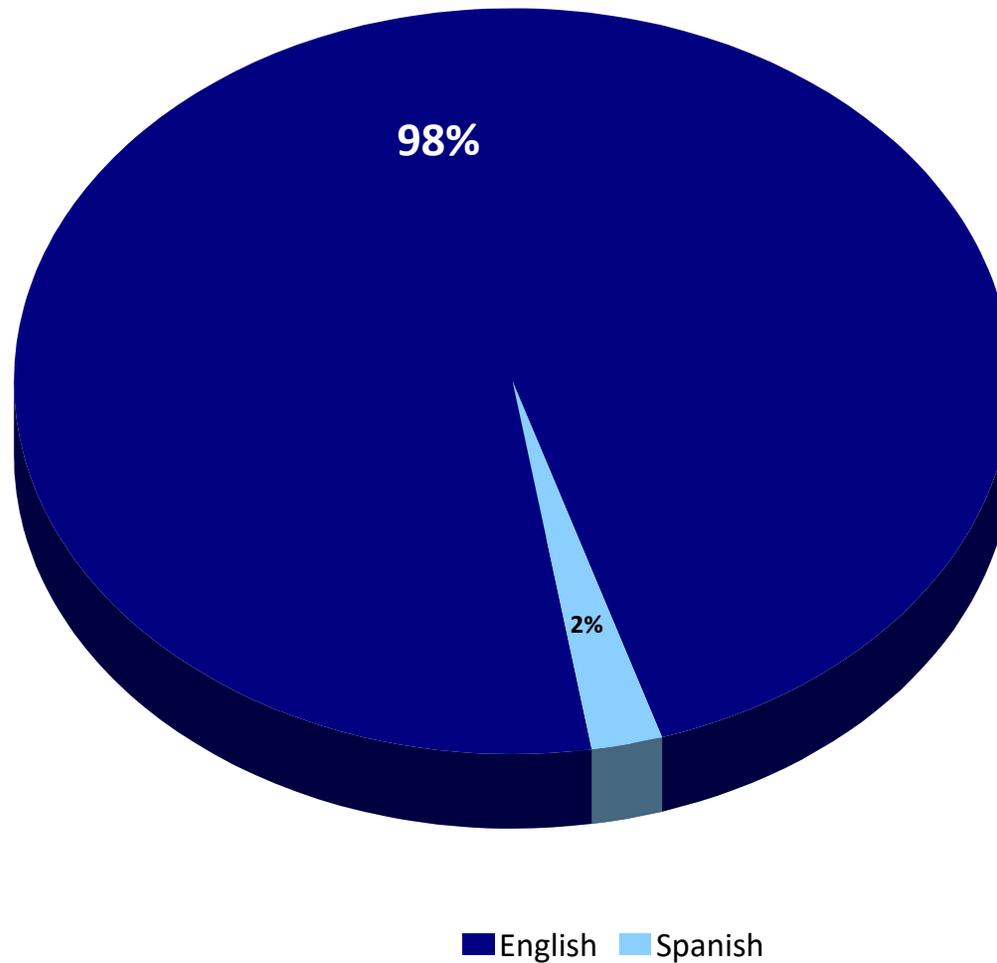
# Q35. Demographics: Gender of Respondents

by percentage of respondents (excluding not provided)



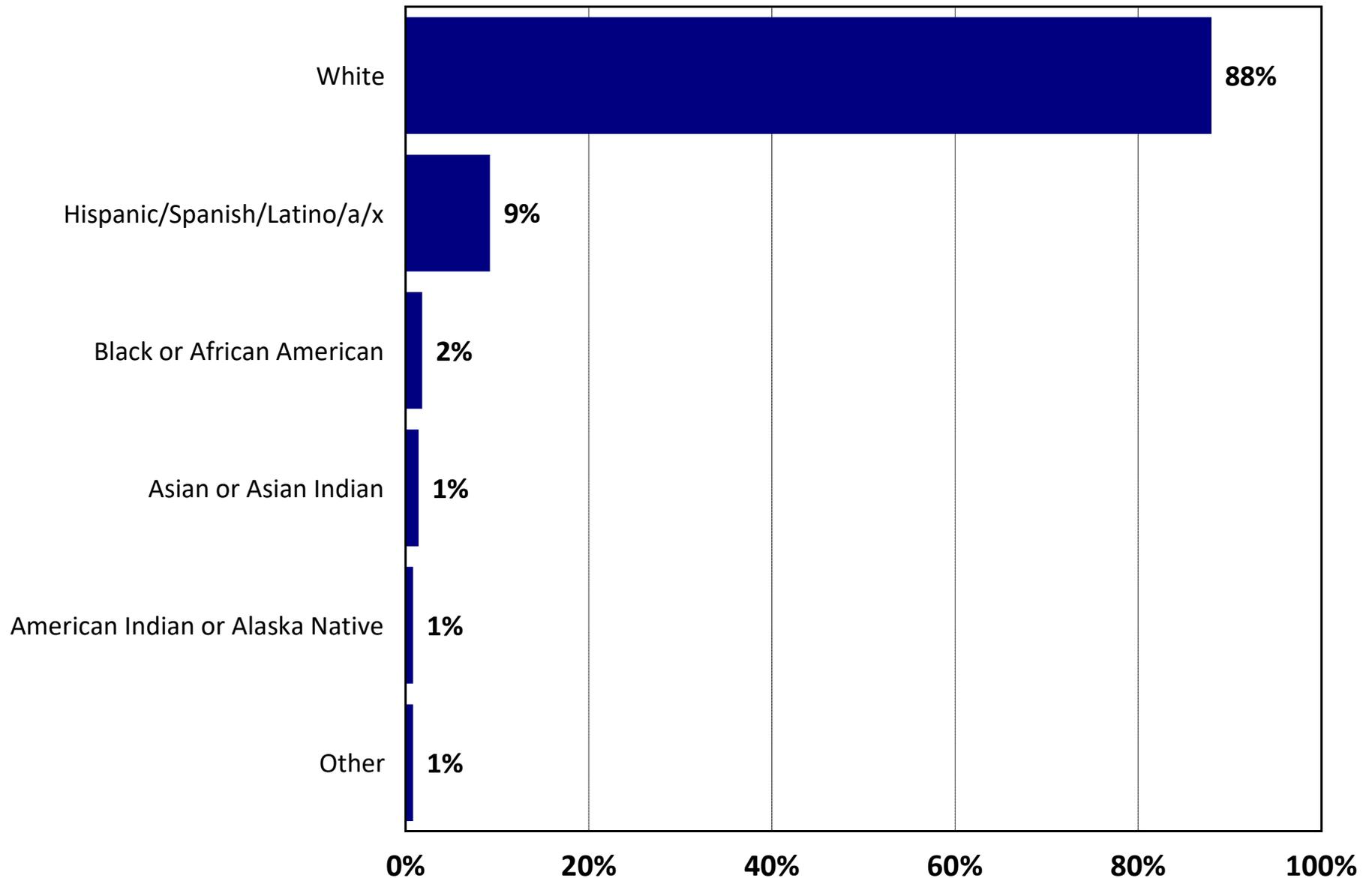
# Q36. Demographics: Primary Language Spoken in the Home

by percentage of respondents (excluding not provided)



# Q37. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



**3**

# Importance-Satisfaction Rating

# Importance-Satisfaction Analysis



## Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first and second most important services for the City to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the categories of City services that were most important to emphasize over the next two years. More than one-third (34%) of the respondent households selected "*overall quality of street maintenance*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 70% of respondents surveyed rated "*overall quality of street maintenance*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 34% was multiplied by 30% (1-0.70). This calculation yielded an I-S rating of 0.1035, which ranked third out of seven categories of City services analyzed.

# Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top two choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the two most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

A table showing the results for the City of De Soto is provided on the following page.

# 2024 Importance-Satisfaction Rating

## City of De Soto

### Overall Ratings

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Overall quality of City land use and development planning	56%	1	38%	7	0.3437	1
<b>High Priority (IS .10-.20)</b>						
Overall quality of City Water and Wastewater utility services	36%	2	60%	5	0.1447	2
Overall quality of Street Maintenance	34%	3	70%	2	0.1035	3
<b>Medium Priority (IS &lt;.10)</b>						
Overall quality of Law Enforcement	22%	4	66%	4	0.0764	4
Overall effectiveness of City Communication with the public	17%	6	59%	6	0.0706	5
Overall quality of City Parks and Recreation programs and facilities	19%	5	70%	3	0.0570	6
Overall quality of Customer Service you receive from City employees	3%	7	73%	1	0.0072	7

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City leaders over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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**4**

# Benchmarks

# Benchmarking



## Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically-valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North Dakota, South Dakota, Missouri, Iowa, Wisconsin, Illinois, Minnesota, Nebraska, Kansas, and Oklahoma.

The charts on the following pages show how the results for the City of De Soto compares to the national average and the Plains regional average. The blue bar shows the results for De Soto. The red bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

*The charts on the following pages exclude the "don't know" responses to aid in data comparison.*

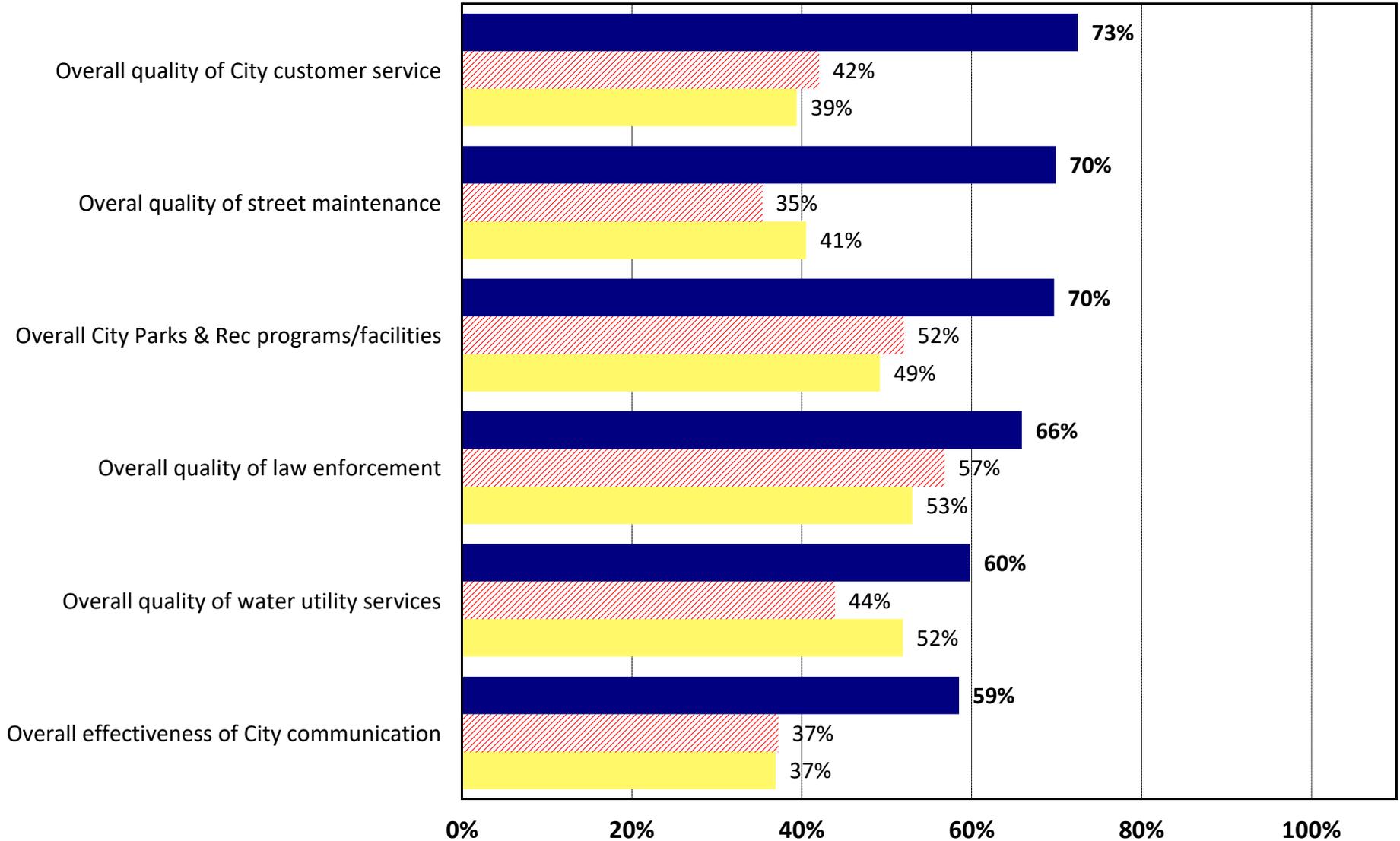
# National Benchmarks

**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 De Soto is not authorized without written consent from ETC Institute.**

# Satisfaction with City Services

## De Soto vs. Plains Region vs. U.S.

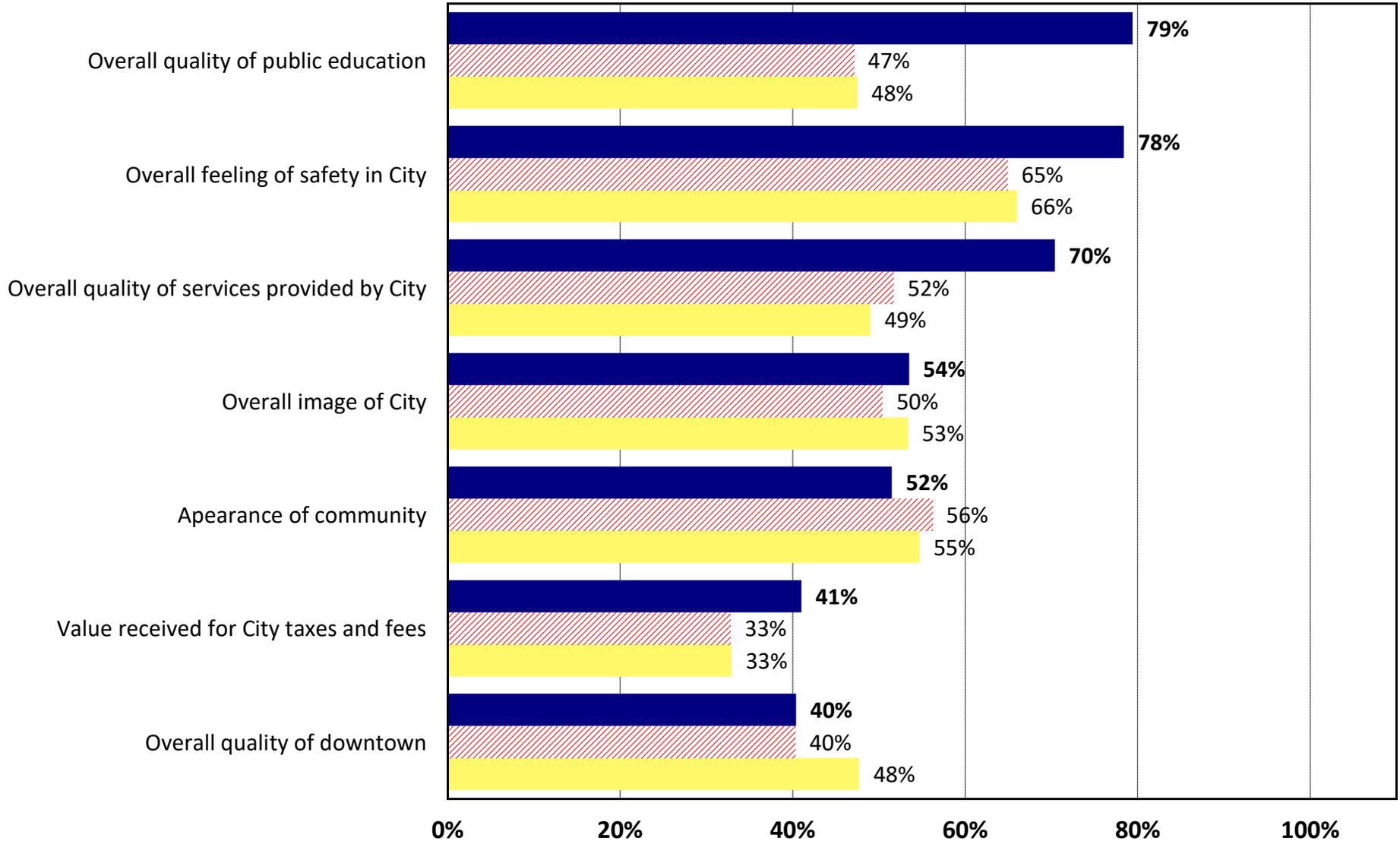
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2024 ETC Institute

## Satisfaction with Perceptions of the City De Soto vs. Plains Region vs. U.S.

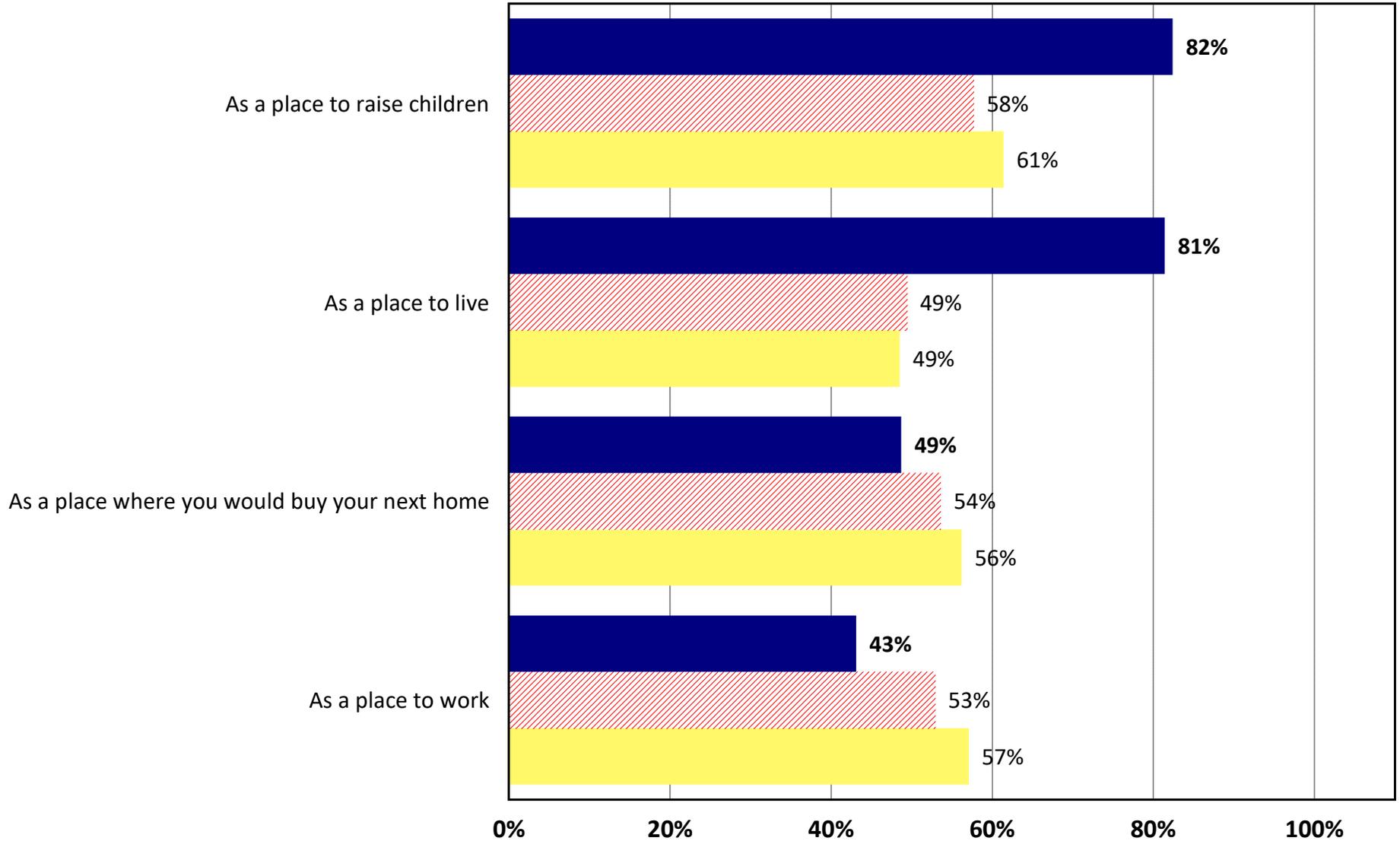
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2024 ETC Institute

## Overall Ratings of the City De Soto vs. Plains Region vs. U.S.

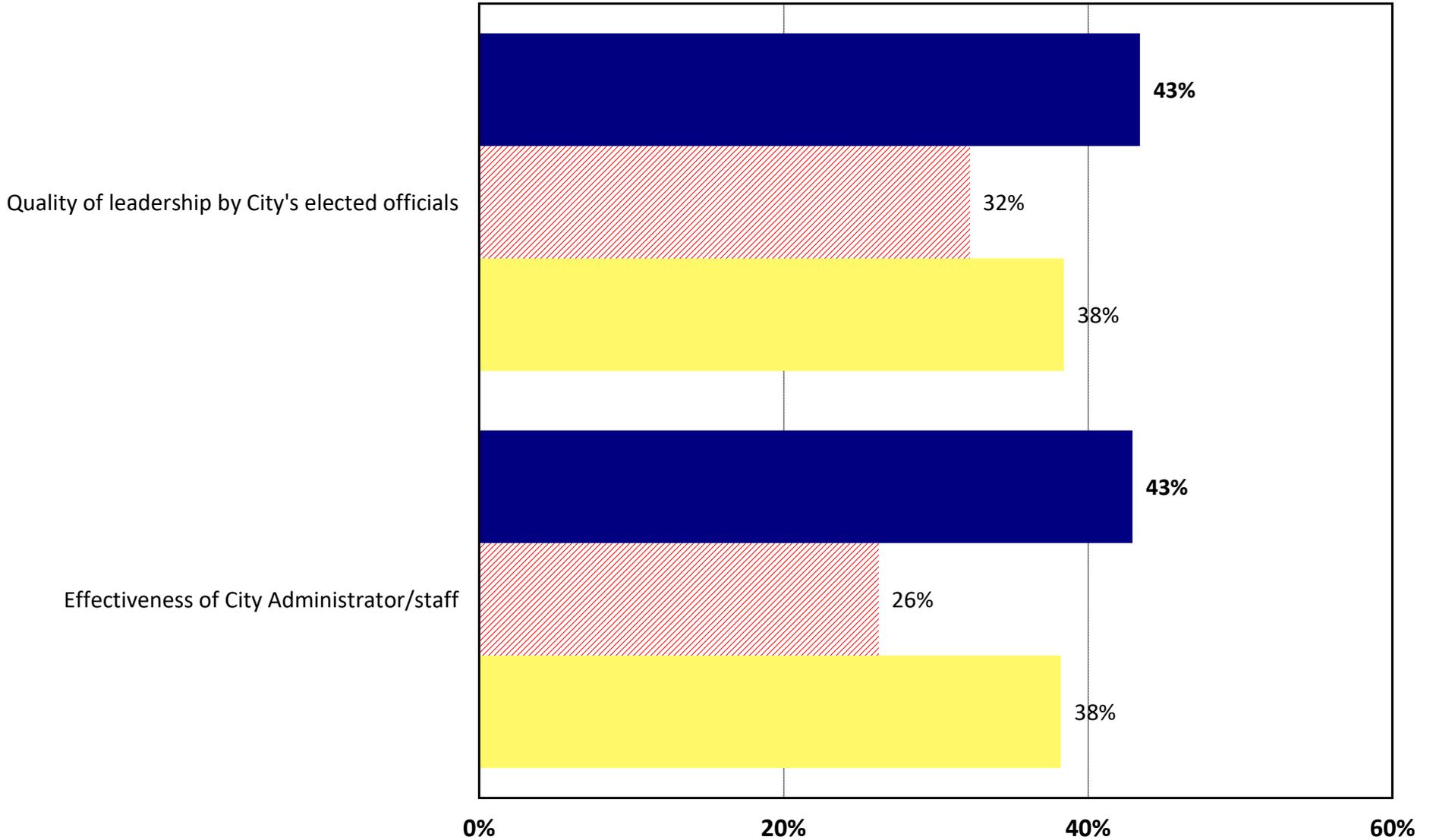
by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Source: 2024 ETC Institute

## Satisfaction with City Leadership De Soto vs. Plains Region vs. U.S.

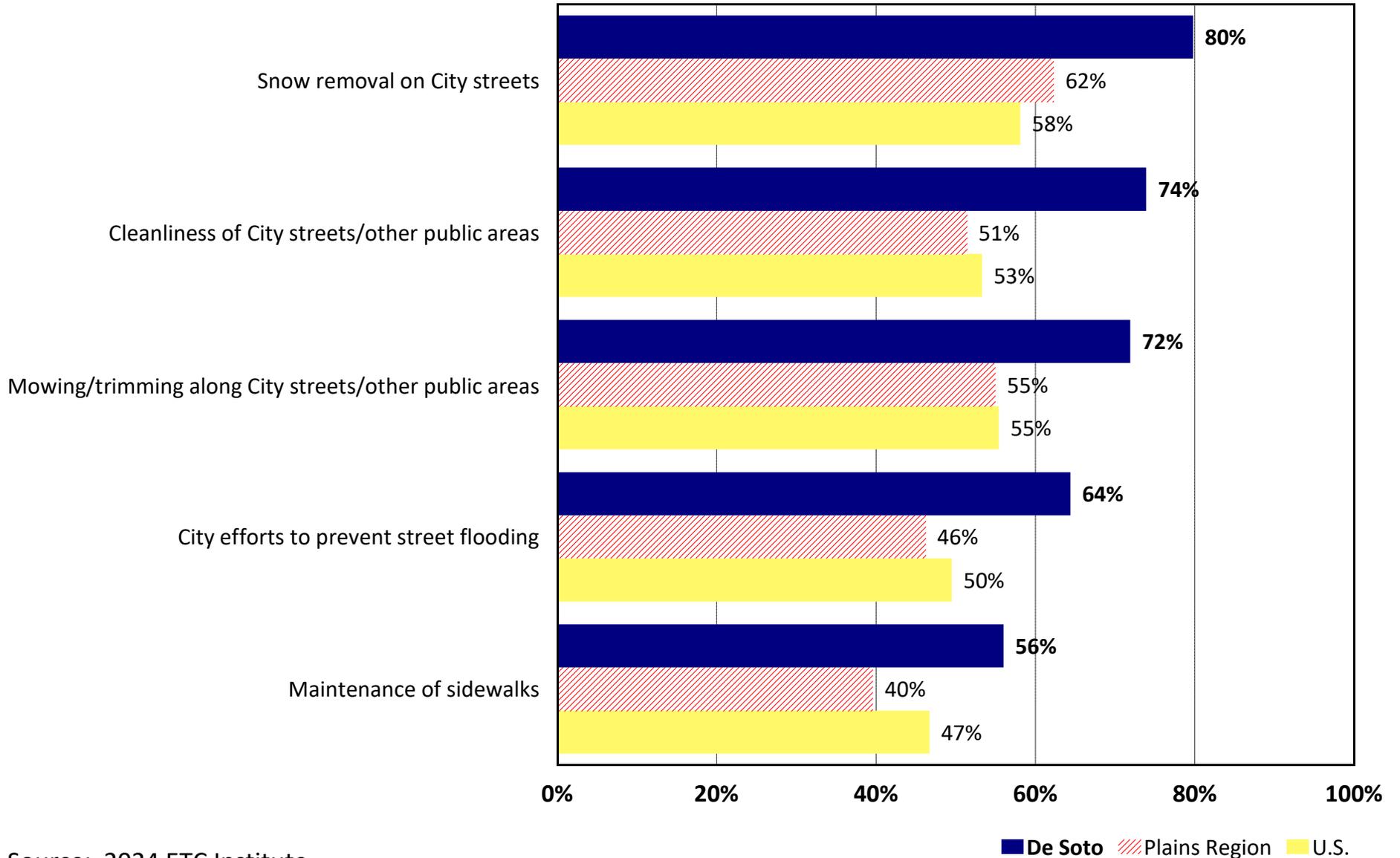
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2024 ETC Institute

## Satisfaction with Street Maintenance De Soto vs. Plains Region 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" (excluding don't knows)

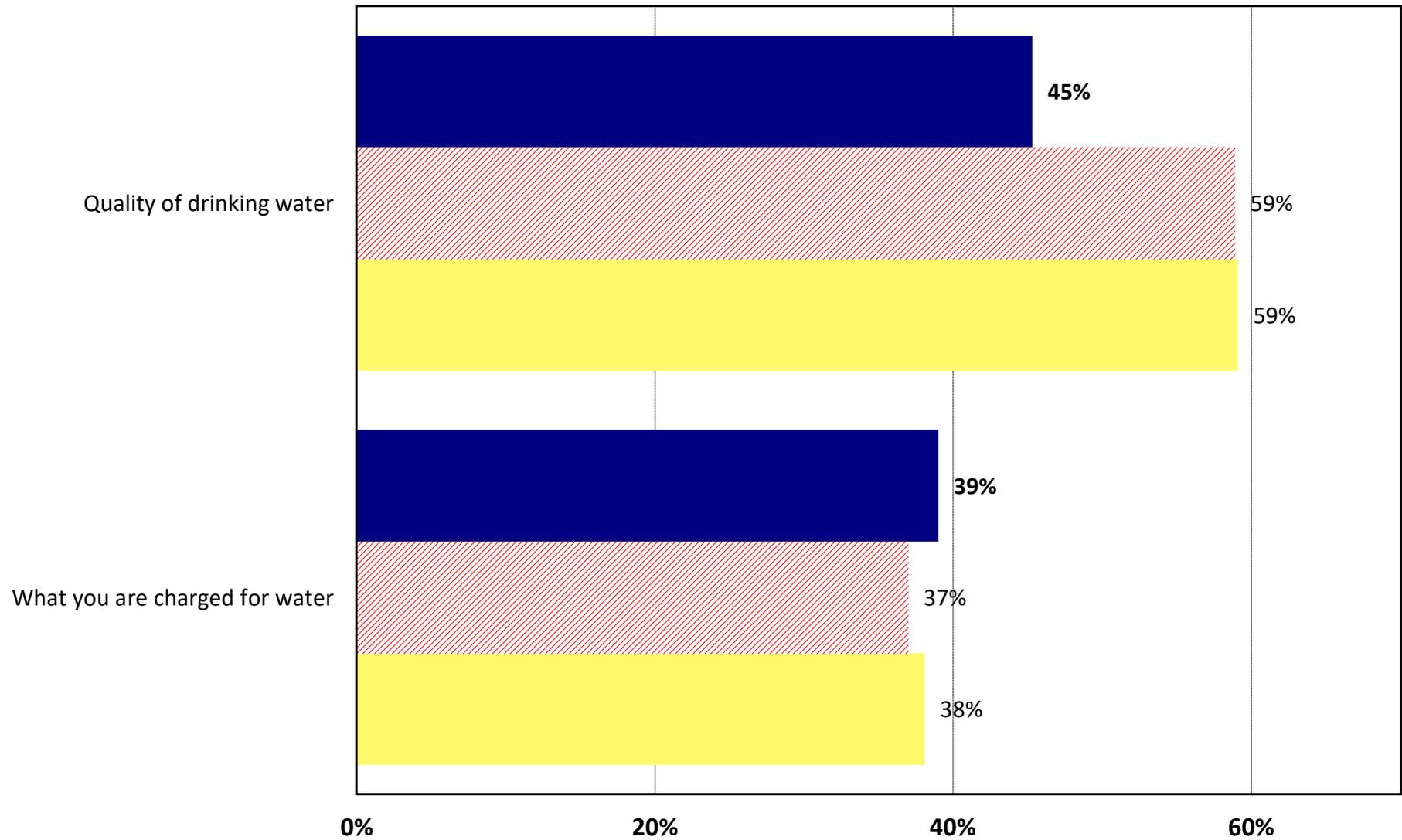


Source: 2024 ETC Institute

# Satisfaction with Water and Wastewater Utilities

## De Soto vs. Plains Region 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" (excluding don't knows)



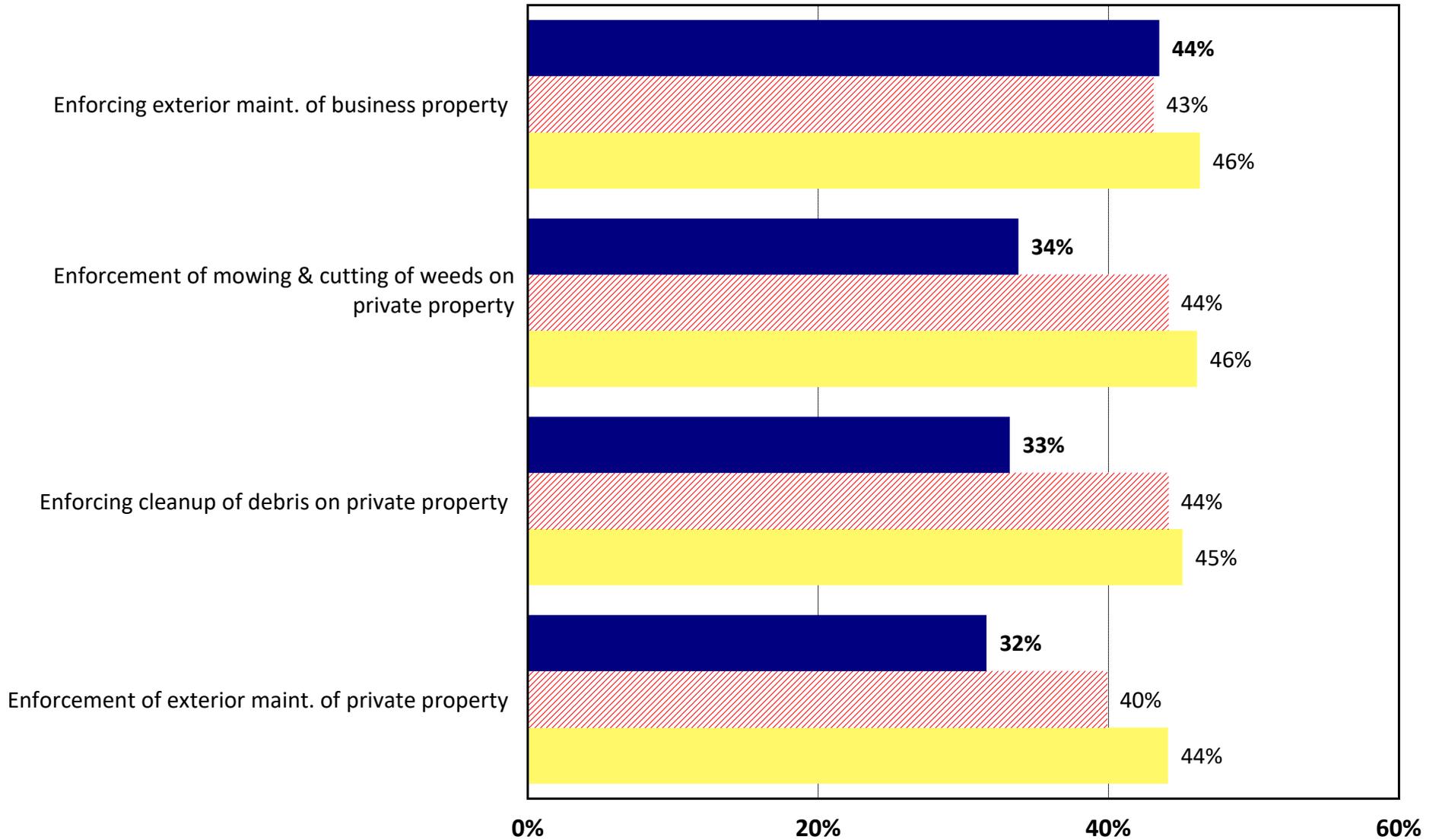
Source: 2024 ETC Institute

ETC Institute (2025)

■ De Soto    ▨ Plains Region    ■ U.S.

## Satisfaction with Code Enforcement De Soto vs. Plains Region 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" (excluding don't knows)



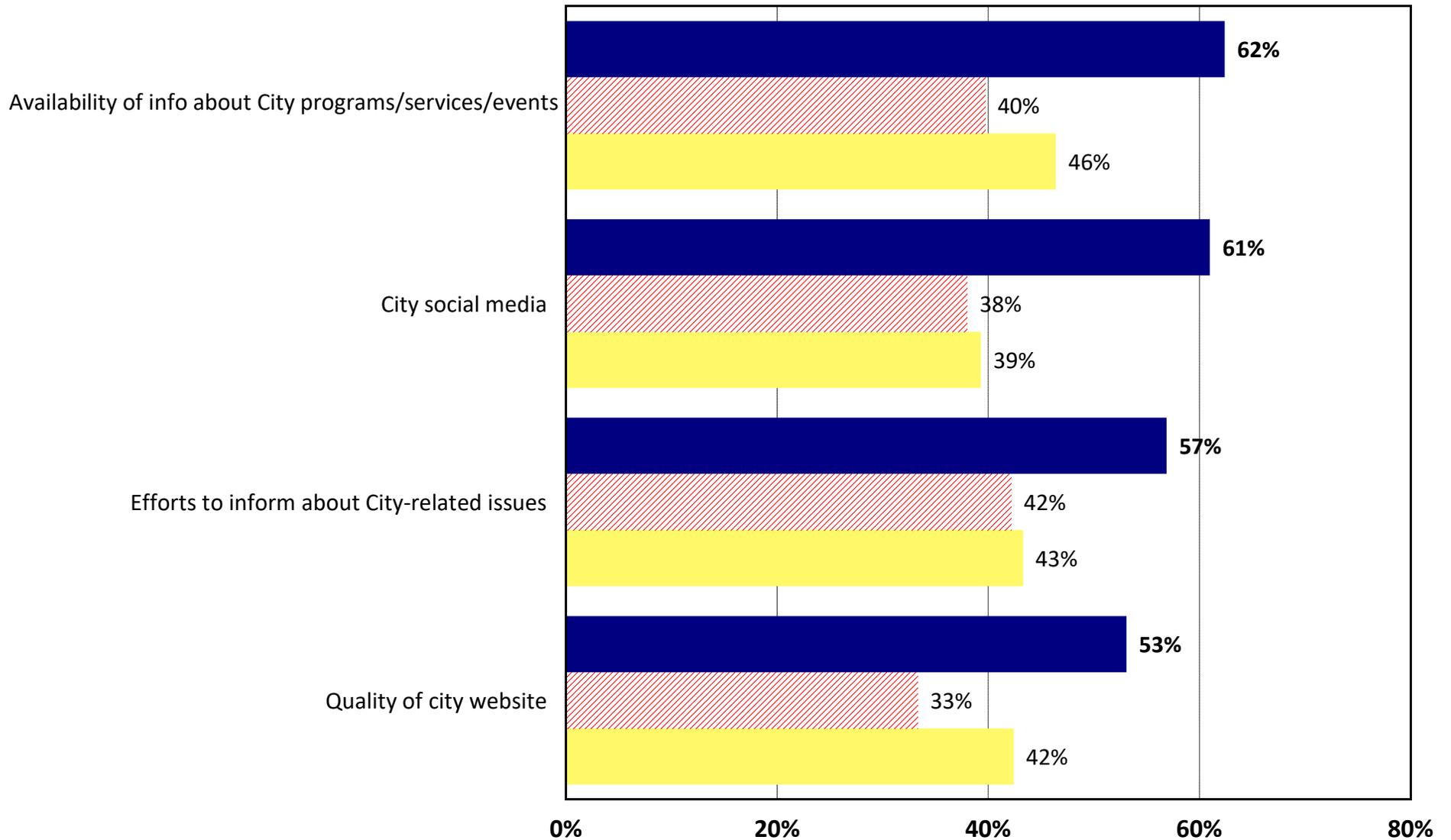
Source: 2024 ETC Institute

ETC Institute (2025)

■ De Soto ■ Plains Region ■ U.S.

## Satisfaction with Communication De Soto vs. Plains Region 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" (excluding don't knows)



Source: 2024 ETC Institute

ETC Institute (2025)

■ De Soto ■ Plains Region ■ U.S.

**5**

# Tabular Data

**Q1. Overall Ratings. Please rate your overall satisfaction with major categories of services provided by the City of De Soto using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of street maintenance	18.4%	51.4%	16.4%	10.4%	3.2%	0.2%
Q1-2. Overall quality of City water & wastewater utility services	15.4%	42.0%	19.8%	11.0%	7.8%	4.0%
Q1-3. Overall quality of City land use & development planning	6.4%	30.4%	26.8%	21.2%	11.0%	4.2%
Q1-4. Overall quality of City Parks & Recreation programs & facilities	21.4%	45.8%	21.8%	6.6%	0.8%	3.6%
Q1-5. Overall quality of law enforcement	23.0%	39.6%	22.4%	6.0%	4.0%	5.0%
Q1-6. Overall effectiveness of City communication with the public	20.6%	37.6%	23.6%	11.0%	6.6%	0.6%
Q1-7. Overall quality of customer service you receive from City employees	28.4%	36.0%	19.2%	3.6%	1.6%	11.2%

**(WITHOUT "DON'T KNOW")**

**Q1. Overall Ratings. Please rate your overall satisfaction with major categories of services provided by the City of De Soto using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of street maintenance	18.4%	51.5%	16.4%	10.4%	3.2%
Q1-2. Overall quality of City water & wastewater utility services	16.0%	43.8%	20.6%	11.5%	8.1%
Q1-3. Overall quality of City land use & development planning	6.7%	31.7%	28.0%	22.1%	11.5%
Q1-4. Overall quality of City Parks & Recreation programs & facilities	22.2%	47.5%	22.6%	6.8%	0.8%
Q1-5. Overall quality of law enforcement	24.2%	41.7%	23.6%	6.3%	4.2%
Q1-6. Overall effectiveness of City communication with the public	20.7%	37.8%	23.7%	11.1%	6.6%
Q1-7. Overall quality of customer service you receive from City employees	32.0%	40.5%	21.6%	4.1%	1.8%

**Q2. Which TWO of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q2. Top choice	Number	Percent
Overall quality of street maintenance	92	18.4 %
Overall quality of City water & wastewater utility services	103	20.6 %
Overall quality of City land use & development planning	166	33.2 %
Overall quality of City Parks & Recreation programs & facilities	30	6.0 %
Overall quality of law enforcement	53	10.6 %
Overall effectiveness of City communication with the public	29	5.8 %
Overall quality of customer service you receive from City employees	4	0.8 %
None chosen	23	4.6 %
Total	500	100.0 %

**Q2. Which TWO of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q2. 2nd choice	Number	Percent
Overall quality of street maintenance	80	16.0 %
Overall quality of City water & wastewater utility services	77	15.4 %
Overall quality of City land use & development planning	113	22.6 %
Overall quality of City Parks & Recreation programs & facilities	64	12.8 %
Overall quality of law enforcement	59	11.8 %
Overall effectiveness of City communication with the public	56	11.2 %
Overall quality of customer service you receive from City employees	9	1.8 %
None chosen	42	8.4 %
Total	500	100.0 %

**(SUM OF TOP 2 CHOICES)**

**Q2. Which TWO of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q2. Top choice	Number	Percent
Overall quality of street maintenance	172	34.4 %
Overall quality of City water & wastewater utility services	180	36.0 %
Overall quality of City land use & development planning	279	55.8 %
Overall quality of City Parks & Recreation programs & facilities	94	18.8 %
Overall quality of law enforcement	112	22.4 %
Overall effectiveness of City communication with the public	85	17.0 %
Overall quality of customer service you receive from City employees	13	2.6 %
None chosen	23	4.6 %
Total	958	

**Q3. Perceptions of De Soto. Several items that may influence your perception of De Soto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of De Soto	15.8%	52.6%	23.0%	4.4%	1.4%	2.8%
Q3-2. Overall appearance of City	11.8%	39.4%	26.8%	17.0%	4.4%	0.6%
Q3-3. Overall image of De Soto	12.6%	40.2%	30.6%	11.2%	4.2%	1.2%
Q3-4. Overall quality of life in De Soto	25.2%	44.4%	20.8%	6.8%	2.4%	0.4%
Q3-5. Overall feeling of safety in De Soto	31.6%	46.0%	15.4%	5.4%	0.6%	1.0%
Q3-6. Overall value that you receive for your City tax dollars & fees	9.4%	30.4%	28.2%	18.8%	10.4%	2.8%
Q3-7. Overall quality of public education in De Soto	40.0%	28.6%	13.4%	3.2%	1.2%	13.6%
Q3-8. Overall quality of Downtown De Soto (83rd St)	8.0%	32.2%	30.2%	21.0%	8.0%	0.6%
Q3-9. Beautification of Downtown De Soto (flowers, trees, art)	9.8%	32.6%	34.2%	16.2%	6.0%	1.2%
Q3-10. City as a culturally welcoming place where all feel at home	14.4%	36.2%	34.6%	8.0%	4.0%	2.8%

**(WITHOUT "DON'T KNOW")**

**Q3. Perceptions of De Soto. Several items that may influence your perception of De Soto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of De Soto	16.3%	54.1%	23.7%	4.5%	1.4%
Q3-2. Overall appearance of City	11.9%	39.6%	27.0%	17.1%	4.4%
Q3-3. Overall image of De Soto	12.8%	40.7%	31.0%	11.3%	4.3%
Q3-4. Overall quality of life in De Soto	25.3%	44.6%	20.9%	6.8%	2.4%
Q3-5. Overall feeling of safety in De Soto	31.9%	46.5%	15.6%	5.5%	0.6%
Q3-6. Overall value that you receive for your City tax dollars & fees	9.7%	31.3%	29.0%	19.3%	10.7%
Q3-7. Overall quality of public education in De Soto	46.3%	33.1%	15.5%	3.7%	1.4%
Q3-8. Overall quality of Downtown De Soto (83rd St)	8.0%	32.4%	30.4%	21.1%	8.0%
Q3-9. Beautification of Downtown De Soto (flowers, trees, art)	9.9%	33.0%	34.6%	16.4%	6.1%
Q3-10. City as a culturally welcoming place where all feel at home	14.8%	37.2%	35.6%	8.2%	4.1%

**Q4. Please rate De Soto using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following.**

(N=500)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	33.2%	48.2%	11.4%	5.2%	2.0%	0.0%
Q4-2. As a place to raise children	35.8%	40.0%	11.2%	3.4%	1.6%	8.0%
Q4-3. As a place to work	11.4%	22.8%	29.0%	10.6%	5.6%	20.6%
Q4-4. As a place where you would buy your next home	21.6%	25.8%	25.8%	11.8%	12.4%	2.6%

**(WITHOUT "DON'T KNOW")**

**Q4. Please rate De Soto using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following. (without "don't know")**

(N=500)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	33.2%	48.2%	11.4%	5.2%	2.0%
Q4-2. As a place to raise children	38.9%	43.5%	12.2%	3.7%	1.7%
Q4-3. As a place to work	14.4%	28.7%	36.5%	13.4%	7.1%
Q4-4. As a place where you would buy your next home	22.2%	26.5%	26.5%	12.1%	12.7%

**Q5. City Leadership. For each of the items listed below, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall quality of leadership provided by City Council	8.0%	28.4%	29.4%	11.8%	6.2%	16.2%
Q5-2. Overall accessibility & responsiveness of City Council members	8.0%	20.2%	31.4%	8.0%	5.2%	27.2%
Q5-3. Overall effectiveness of City administrator & appointed staff	10.0%	24.0%	30.2%	7.2%	7.8%	20.8%

**(WITHOUT "DON'T KNOW")****Q5. City Leadership. For each of the items listed below, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of leadership provided by City Council	9.5%	33.9%	35.1%	14.1%	7.4%
Q5-2. Overall accessibility & responsiveness of City Council members	11.0%	27.7%	43.1%	11.0%	7.1%
Q5-3. Overall effectiveness of City administrator & appointed staff	12.6%	30.3%	38.1%	9.1%	9.8%

**Q6. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Maintenance of sidewalks	10.2%	42.2%	25.0%	9.8%	6.4%	6.4%
Q6-2. Maintenance of pavement & potholes	10.2%	44.8%	23.2%	13.0%	7.4%	1.4%
Q6-3. Street sweeping services	10.6%	35.6%	27.4%	7.2%	4.0%	15.2%
Q6-4. Mowing & trimming along City streets & other public areas	16.0%	53.4%	18.8%	5.8%	2.6%	3.4%
Q6-5. Overall cleanliness of City streets & other public areas	17.2%	55.2%	20.2%	4.2%	1.2%	2.0%
Q6-6. City efforts to prevent street flooding	11.8%	39.2%	22.8%	4.2%	1.2%	20.8%
Q6-7. Snow removal on City streets	28.4%	48.4%	14.0%	3.6%	1.8%	3.8%

**(WITHOUT "DON'T KNOW")****Q6. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City. (without "don't know")**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Maintenance of sidewalks	10.9%	45.1%	26.7%	10.5%	6.8%
Q6-2. Maintenance of pavement & potholes	10.3%	45.4%	23.5%	13.2%	7.5%
Q6-3. Street sweeping services	12.5%	42.0%	32.3%	8.5%	4.7%
Q6-4. Mowing & trimming along City streets & other public areas	16.6%	55.3%	19.5%	6.0%	2.7%
Q6-5. Overall cleanliness of City streets & other public areas	17.6%	56.3%	20.6%	4.3%	1.2%
Q6-6. City efforts to prevent street flooding	14.9%	49.5%	28.8%	5.3%	1.5%
Q6-7. Snow removal on City streets	29.5%	50.3%	14.6%	3.7%	1.9%

**Q7. Water and Wastewater Utilities. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall quality of your drinking water	12.6%	30.6%	19.2%	18.0%	14.8%	4.8%
Q7-2. Overall value that you receive for water & wastewater utility rates	10.2%	29.8%	29.6%	13.4%	10.8%	6.2%
Q7-3. Overall customer service from water service employees	14.8%	32.8%	23.8%	2.8%	2.0%	23.8%
Q7-4. What you are charged for water	7.2%	28.8%	30.2%	15.6%	10.4%	7.8%
Q7-5. How easy your bill is to understand	19.0%	45.8%	23.4%	2.8%	1.2%	7.8%
Q7-6. How easy it is to resolve bill problems	10.8%	25.0%	25.2%	3.2%	2.6%	33.2%
Q7-7. How well City keeps you informed about water quality issues or disruptions to your water services	16.6%	34.2%	24.4%	12.4%	6.4%	6.0%

**(WITHOUT "DON'T KNOW")****Q7. Water and Wastewater Utilities. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services. (without "don't know")**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall quality of your drinking water	13.2%	32.1%	20.2%	18.9%	15.5%
Q7-2. Overall value that you receive for water & wastewater utility rates	10.9%	31.8%	31.6%	14.3%	11.5%
Q7-3. Overall customer service from water service employees	19.4%	43.0%	31.2%	3.7%	2.6%
Q7-4. What you are charged for water	7.8%	31.2%	32.8%	16.9%	11.3%
Q7-5. How easy your bill is to understand	20.6%	49.7%	25.4%	3.0%	1.3%
Q7-6. How easy it is to resolve bill problems	16.2%	37.4%	37.7%	4.8%	3.9%
Q7-7. How well City keeps you informed about water quality issues or disruptions to your water services	17.7%	36.4%	26.0%	13.2%	6.8%

**Q8. Code Enforcement. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Enforcing cleanup of debris on private property	4.0%	22.0%	29.6%	15.6%	7.2%	21.6%
Q8-2. Enforcing mowing & cutting of weeds on private property	5.0%	21.4%	32.6%	13.8%	5.4%	21.8%
Q8-3. Enforcing exterior maintenance of business property	4.8%	29.0%	33.6%	7.2%	3.2%	22.2%
Q8-4. Enforcing exterior maintenance of residential property	3.4%	21.0%	33.2%	12.8%	6.8%	22.8%

**(WITHOUT "DON'T KNOW")**

**Q8. Code Enforcement. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Enforcing cleanup of debris on private property	5.1%	28.1%	37.8%	19.9%	9.2%
Q8-2. Enforcing mowing & cutting of weeds on private property	6.4%	27.4%	41.7%	17.6%	6.9%
Q8-3. Enforcing exterior maintenance of business property	6.2%	37.3%	43.2%	9.3%	4.1%
Q8-4. Enforcing exterior maintenance of residential property	4.4%	27.2%	43.0%	16.6%	8.8%

**Q9. How would you describe the City's level of enforcement when it comes to codes and ordinances?**

Q9. How would you describe City's level of enforcement when it comes to codes & ordinances	Number	Percent
Too much	22	4.4 %
About right	183	36.6 %
Too little	102	20.4 %
Don't know	193	38.6 %
Total	500	100.0 %

**(WITHOUT "DON'T KNOW")**

**Q9. How would you describe the City's level of enforcement when it comes to codes and ordinances? (without "don't know")**

Q9. How would you describe City's level of enforcement when it comes to codes & ordinances	Number	Percent
Too much	22	7.2 %
About right	183	59.6 %
Too little	102	33.2 %
Total	307	100.0 %

**Q10. Parks and Recreation. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of City parks (appearance/cleanliness)	28.0%	52.4%	10.8%	1.6%	0.6%	6.6%
Q10-2. Number of City parks	19.8%	47.2%	15.0%	9.2%	1.6%	7.2%
Q10-3. Condition of park equipment	19.8%	46.2%	16.6%	3.0%	0.4%	14.0%
Q10-4. Number of walking & biking trails	17.6%	37.8%	21.0%	13.8%	1.0%	8.8%
Q10-5. Number of park shelters	14.4%	36.6%	29.8%	6.4%	0.6%	12.2%
Q10-6. Quality of Aquatic Center	20.0%	33.4%	18.6%	2.4%	1.0%	24.6%
Q10-7. Quality of Senior Center	8.0%	20.0%	22.2%	5.2%	1.4%	43.2%
Q10-8. Number of City outdoor athletic fields (baseball, soccer, softball)	10.4%	34.6%	28.4%	6.6%	1.0%	19.0%
Q10-9. Number of City outdoor athletic courts (pickleball, tennis, basketball)	8.8%	28.8%	26.0%	14.0%	1.8%	20.6%
Q10-10. Number of City indoor recreation facilities (community center gym)	7.4%	25.4%	25.0%	14.6%	6.6%	21.0%
Q10-11. Amount of arts, cultural opportunities, & related events	8.0%	27.4%	36.6%	8.2%	1.4%	18.4%
Q10-12. Quality of summer concert series	18.4%	34.4%	22.8%	2.4%	0.4%	21.6%

**Q10. Parks and Recreation. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-13. Ease of registering for recreation programs	13.6%	27.6%	20.6%	3.0%	0.6%	34.6%
Q10-14. Cost of parks/recreation programs offered by City	15.6%	25.4%	23.8%	2.8%	1.2%	31.2%
Q10-15. Availability of information about parks & recreation services	16.0%	35.0%	26.0%	5.4%	1.4%	16.2%
Q10-16. Quality of City's youth programs (baseball, soccer, basketball, softball, t-ball, blastball, volleyball)	10.2%	23.6%	22.8%	2.2%	0.8%	40.4%

**(WITHOUT "DON'T KNOW")****Q10. Parks and Recreation. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of City parks (appearance/cleanliness)	30.0%	56.1%	11.6%	1.7%	0.6%
Q10-2. Number of City parks	21.3%	50.9%	16.2%	9.9%	1.7%
Q10-3. Condition of park equipment	23.0%	53.7%	19.3%	3.5%	0.5%
Q10-4. Number of walking & biking trails	19.3%	41.4%	23.0%	15.1%	1.1%
Q10-5. Number of park shelters	16.4%	41.7%	33.9%	7.3%	0.7%
Q10-6. Quality of Aquatic Center	26.5%	44.3%	24.7%	3.2%	1.3%
Q10-7. Quality of Senior Center	14.1%	35.2%	39.1%	9.2%	2.5%
Q10-8. Number of City outdoor athletic fields (baseball, soccer, softball)	12.8%	42.7%	35.1%	8.1%	1.2%
Q10-9. Number of City outdoor athletic courts (pickleball, tennis, basketball)	11.1%	36.3%	32.7%	17.6%	2.3%
Q10-10. Number of City indoor recreation facilities (community center gym)	9.4%	32.2%	31.6%	18.5%	8.4%
Q10-11. Amount of arts, cultural opportunities, & related events	9.8%	33.6%	44.9%	10.0%	1.7%
Q10-12. Quality of summer concert series	23.5%	43.9%	29.1%	3.1%	0.5%

**(WITHOUT "DON'T KNOW")**

**Q10. Parks and Recreation. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-13. Ease of registering for recreation programs	20.8%	42.2%	31.5%	4.6%	0.9%
Q10-14. Cost of parks/ recreation programs offered by City	22.7%	36.9%	34.6%	4.1%	1.7%
Q10-15. Availability of information about parks & recreation services	19.1%	41.8%	31.0%	6.4%	1.7%
Q10-16. Quality of City's youth programs (baseball, soccer, basketball, softball, t-ball, blastball, volleyball)	17.1%	39.6%	38.3%	3.7%	1.3%

**Q11. Please indicate if YOU or any members of your HOUSEHOLD have a desire/want for the following additional programs.**

Q11. What additional programs do your household members have a desire/want for	Number	Percent
Arts & culture programs	118	23.6 %
More youth sports options	53	10.6 %
Youth non-sports programs (sewing, music, art)	73	14.6 %
Adult sport programs	110	22.0 %
Adult non-sport programs	128	25.6 %
Out of school programs (break camps, summer recreation)	91	18.2 %
Special events (holidays, festivals, themed events)	209	41.8 %
Senior programs	126	25.2 %
Adaptive/special needs programs	38	7.6 %
Family programming (multigenerational participation)	62	12.4 %
Nature based education/activities (outdoor experiences)	161	32.2 %
Other	30	6.0 %
Total	1199	

**Q12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household?**

Q12. Top choice	Number	Percent
Arts & culture programs	40	8.0 %
More youth sports options	28	5.6 %
Youth non-sports programs (sewing, music, art)	13	2.6 %
Adult sport programs	47	9.4 %
Adult non-sport programs	20	4.0 %
Out of school programs (break camps, summer recreation)	20	4.0 %
Special events (holidays, festivals, themed events)	77	15.4 %
Senior programs	50	10.0 %
Adaptive/special needs programs	11	2.2 %
Family programming (multigenerational participation)	4	0.8 %
Nature based education/activities (outdoor experiences)	42	8.4 %
None chosen	148	29.6 %
Total	500	100.0 %

**Q12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household?**

Q12. 2nd choice	Number	Percent
Arts & culture programs	26	5.2 %
More youth sports options	17	3.4 %
Youth non-sports programs (sewing, music, art)	23	4.6 %
Adult sport programs	22	4.4 %
Adult non-sport programs	43	8.6 %
Out of school programs (break camps, summer recreation)	27	5.4 %
Special events (holidays, festivals, themed events)	60	12.0 %
Senior programs	30	6.0 %
Adaptive/special needs programs	2	0.4 %
Family programming (multigenerational participation)	23	4.6 %
Nature based education/activities (outdoor experiences)	38	7.6 %
None chosen	189	37.8 %
Total	500	100.0 %

**Q12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household?**

Q12. 3rd choice	Number	Percent
Arts & culture programs	32	6.4 %
More youth sports options	5	1.0 %
Youth non-sports programs (sewing, music, art)	16	3.2 %
Adult sport programs	18	3.6 %
Adult non-sport programs	27	5.4 %
Out of school programs (break camps, summer recreation)	19	3.8 %
Special events (holidays, festivals, themed events)	38	7.6 %
Senior programs	24	4.8 %
Adaptive/special needs programs	7	1.4 %
Family programming (multigenerational participation)	16	3.2 %
Nature based education/activities (outdoor experiences)	40	8.0 %
None chosen	258	51.6 %
Total	500	100.0 %

**(SUM OF TOP 3 CHOICES)**

**Q12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household? (top 3)**

Q12. Top choice	Number	Percent
Arts & culture programs	98	19.6 %
More youth sports options	50	10.0 %
Youth non-sports programs (sewing, music, art)	52	10.4 %
Adult sport programs	87	17.4 %
Adult non-sport programs	90	18.0 %
Out of school programs (break camps, summer recreation)	66	13.2 %
Special events (holidays, festivals, themed events)	175	35.0 %
Senior programs	104	20.8 %
Adaptive/special needs programs	20	4.0 %
Family programming (multigenerational participation)	43	8.6 %
Nature based education/activities (outdoor experiences)	120	24.0 %
None chosen	148	29.6 %
Total	1053	

**Q13. Please indicate if YOU or any members of your HOUSEHOLD have a desire/want for the following additional amenities.**

Q13. What additional amenities do your household members have a desire/want for	Number	Percent
Community parks (e.g., playgrounds, picnic shelters, walking paths, restrooms)	194	38.8 %
Splash pad (water spray pad recreation area)	109	21.8 %
Aquatic center upgrades/expansion	137	27.4 %
Bike lanes	117	23.4 %
Walking paths/trails	228	45.6 %
New indoor all-purpose recreation facility	206	41.2 %
Riverfest Park playground equipment expansion	93	18.6 %
Riverfest Park band shelter/amphitheater	134	26.8 %
Miller Park improvements (playground equipment, concessions, restrooms, additional shelter house)	150	30.0 %
Skate/bike park	51	10.2 %
New/additional sports fields/courts (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	112	22.4 %
Other	30	6.0 %
<b>Total</b>	<b>1561</b>	

**Q14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household?**

Q14. Top choice	Number	Percent
Community parks (e.g., playgrounds, picnic shelters, walking paths, restrooms)	49	9.8 %
Splash pad (water spray pad recreation area)	31	6.2 %
Aquatic center upgrades/expansion	39	7.8 %
Bike lanes	31	6.2 %
Walking paths/trails	87	17.4 %
New indoor all-purpose recreation facility	79	15.8 %
Riverfest Park playground equipment expansion	11	2.2 %
Riverfest Park band shelter/amphitheater	18	3.6 %
Miller Park improvements (playground equipment, concessions, restrooms, additional shelter house)	17	3.4 %
Skate/bike park	5	1.0 %
New/additional sports fields/courts (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	17	3.4 %
<b>None chosen</b>	<b>116</b>	<b>23.2 %</b>
<b>Total</b>	<b>500</b>	<b>100.0 %</b>

**Q14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household?**

Q14. 2nd choice	Number	Percent
Community parks (e.g., playgrounds, picnic shelters, walking paths, restrooms)	49	9.8 %
Splash pad (water spray pad recreation area)	19	3.8 %
Aquatic center upgrades/expansion	35	7.0 %
Bike lanes	30	6.0 %
Walking paths/trails	64	12.8 %
New indoor all-purpose recreation facility	41	8.2 %
Riverfest Park playground equipment expansion	17	3.4 %
Riverfest Park band shelter/amphitheater	25	5.0 %
Miller Park improvements (playground equipment, concessions, restrooms, additional shelter house)	32	6.4 %
Skate/bike park	3	0.6 %
New/additional sports fields/courts (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	17	3.4 %
<u>None chosen</u>	<u>168</u>	<u>33.6 %</u>
Total	500	100.0 %

**Q14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household?**

Q14. 3rd choice	Number	Percent
Community parks (e.g., playgrounds, picnic shelters, walking paths, restrooms)	32	6.4 %
Splash pad (water spray pad recreation area)	14	2.8 %
Aquatic center upgrades/expansion	26	5.2 %
Bike lanes	13	2.6 %
Walking paths/trails	28	5.6 %
New indoor all-purpose recreation facility	34	6.8 %
Riverfest Park playground equipment expansion	16	3.2 %
Riverfest Park band shelter/amphitheater	36	7.2 %
Miller Park improvements (playground equipment, concessions, restrooms, additional shelter house)	24	4.8 %
Skate/bike park	10	2.0 %
New/additional sports fields/courts (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	24	4.8 %
<u>None chosen</u>	<u>243</u>	<u>48.6 %</u>
Total	500	100.0 %

**(SUM OF TOP 3 RESPONSES)****Q14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household? (top 3)**

<u>Q14. Top choice</u>	<u>Number</u>	<u>Percent</u>
Community parks (e.g., playgrounds, picnic shelters, walking paths, restrooms)	130	26.0 %
Splash pad (water spray pad recreation area)	64	12.8 %
Aquatic center upgrades/expansion	100	20.0 %
Bike lanes	74	14.8 %
Walking paths/trails	179	35.8 %
New indoor all-purpose recreation facility	154	30.8 %
Riverfest Park playground equipment expansion	44	8.8 %
Riverfest Park band shelter/amphitheater	79	15.8 %
Miller Park improvements (playground equipment, concessions, restrooms, additional shelter house)	73	14.6 %
Skate/bike park	18	3.6 %
New/additional sports fields/courts (baseball, softball, soccer, football, pickleball, lacrosse, etc.)	58	11.6 %
<u>None chosen</u>	<u>116</u>	<u>23.2 %</u>
Total	1089	

**Q15. Communication. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of De Soto.**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Availability of information about City programs, services & events	14.0%	43.8%	26.2%	7.4%	1.2%	7.4%
Q15-2. City efforts to keep you informed about City-related issues	13.8%	39.6%	24.8%	12.0%	3.6%	6.2%
Q15-3. Quality of City's website	9.8%	36.4%	31.4%	8.0%	1.4%	13.0%
Q15-4. Quality of City's monthly newsletter, distributed in utility bills	21.2%	39.6%	22.8%	4.0%	1.0%	11.4%
Q15-5. Quality of City's email newsletter	15.2%	29.8%	22.6%	2.6%	1.0%	28.8%
Q15-6. City social media (Facebook, Instagram, etc.)	10.0%	24.4%	18.4%	2.0%	1.6%	43.6%
Q15-7. Responsiveness of City social media accounts	6.4%	18.2%	19.0%	1.4%	1.4%	53.6%
Q15-8. Ease in communication with City departments & staff	14.6%	29.0%	26.4%	4.6%	2.0%	23.4%

**(WITHOUT "DON'T KNOW")****Q15. Communication. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of De Soto. (without "don't know")**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of information about City programs, services & events	15.1%	47.3%	28.3%	8.0%	1.3%
Q15-2. City efforts to keep you informed about City-related issues	14.7%	42.2%	26.4%	12.8%	3.8%
Q15-3. Quality of City's website	11.3%	41.8%	36.1%	9.2%	1.6%
Q15-4. Quality of City's monthly newsletter, distributed in utility bills	23.9%	44.7%	25.7%	4.5%	1.1%
Q15-5. Quality of City's email newsletter	21.3%	41.9%	31.7%	3.7%	1.4%
Q15-6. City social media (Facebook, Instagram, etc. )	17.7%	43.3%	32.6%	3.5%	2.8%
Q15-7. Responsiveness of City social media accounts	13.8%	39.2%	40.9%	3.0%	3.0%
Q15-8. Ease in communication with City departments & staff	19.1%	37.9%	34.5%	6.0%	2.6%

**Q16. Communication Sources. Please rate your usage of each of the following communication sources to stay informed about City news.**

(N=500)

	Often	4	3	2	Never	Not provided
Q16-1. City website (www.desotoks.us)	6.6%	17.0%	28.6%	22.8%	17.2%	7.8%
Q16-2. City's monthly newsletter, distributed in utility bills	31.4%	19.8%	16.6%	8.8%	15.6%	7.8%
Q16-3. City's bi-weekly eNewsletter, distributed via email	15.0%	14.2%	13.4%	9.6%	38.2%	9.6%
Q16-4. City Facebook page	13.8%	16.2%	13.4%	10.6%	36.6%	9.4%
Q16-5. Community Facebook page (In & Around De Soto)	29.6%	15.6%	11.6%	6.0%	28.8%	8.4%
Q16-6. Discovering De Soto (the community magazine)	42.0%	25.0%	13.8%	6.0%	7.0%	6.2%
Q16-7. Instagram	3.4%	3.2%	6.0%	4.6%	71.8%	11.0%
Q16-8. YouTube	1.0%	2.2%	5.4%	5.4%	75.6%	10.4%
Q16-9. Other	0.4%	0.2%	0.0%	0.0%	0.0%	99.4%

**(WITHOUT "NOT PROVIDED")****Q16. Communication Sources. Please rate your usage of each of the following communication sources to stay informed about City news. (without "not provided")**

(N=500)

	Often	4	3	2	Never
Q16-1. City website (www.desotoks.us)	7.2%	18.4%	31.0%	24.7%	18.7%
Q16-2. City's monthly newsletter, distributed in utility bills	34.1%	21.5%	18.0%	9.5%	16.9%
Q16-3. City's bi-weekly eNewsletter, distributed via email	16.6%	15.7%	14.8%	10.6%	42.3%
Q16-4. City Facebook page	15.2%	17.9%	14.8%	11.7%	40.4%
Q16-5. Community Facebook page (In & Around De Soto)	32.3%	17.0%	12.7%	6.6%	31.4%
Q16-6. Discovering De Soto (the community magazine)	44.8%	26.7%	14.7%	6.4%	7.5%
Q16-7. Instagram	3.8%	3.6%	6.7%	5.2%	80.7%
Q16-8. YouTube	1.1%	2.5%	6.0%	6.0%	84.4%
Q16-9. Other	66.7%	33.3%	0.0%	0.0%	0.0%

**Q16. Communication Sources. Please indicate the effectiveness of each of the following communication sources.**

(N=500)

	Effective	4	3	2	Ineffective	Not provided
Q16-1. City website (www.desotoks.us)	15.0%	21.2%	20.8%	6.0%	4.2%	32.8%
Q16-2. City's monthly newsletter, distributed in utility bills	24.6%	18.2%	17.4%	3.6%	4.6%	31.6%
Q16-3. City's bi-weekly eNewsletter, distributed via email	14.0%	12.8%	15.4%	3.4%	11.8%	42.6%
Q16-4. City Facebook page	14.0%	12.4%	15.6%	3.2%	12.0%	42.8%
Q16-5. Community Facebook page (In & Around De Soto)	20.6%	12.2%	14.2%	5.2%	10.6%	37.2%
Q16-6. Discovering De Soto (the community magazine)	35.6%	20.2%	10.6%	2.4%	3.0%	28.2%
Q16-7. Instagram	4.2%	2.8%	10.2%	2.0%	22.4%	58.4%
Q16-8. YouTube	3.0%	1.2%	9.8%	3.4%	21.6%	61.0%
Q16-9. Other	0.4%	0.2%	0.0%	0.0%	0.0%	99.4%

**(WITHOUT "NOT PROVIDED")**

**Q16. Communication Sources. Please indicate the effectiveness of each of the following communication sources. (without "not provided")**

(N=500)

	Effective	4	3	2	Ineffective
Q16-1. City website (www.desotoks.us)	22.3%	31.5%	31.0%	8.9%	6.3%
Q16-2. City's monthly newsletter, distributed in utility bills	36.0%	26.6%	25.4%	5.3%	6.7%
Q16-3. City's bi-weekly eNewsletter, distributed via email	24.4%	22.3%	26.8%	5.9%	20.6%
Q16-4. City Facebook page	24.5%	21.7%	27.3%	5.6%	21.0%
Q16-5. Community Facebook page (In & Around De Soto)	32.8%	19.4%	22.6%	8.3%	16.9%
Q16-6. Discovering De Soto (the community magazine)	49.6%	28.1%	14.8%	3.3%	4.2%
Q16-7. Instagram	10.1%	6.7%	24.5%	4.8%	53.8%
Q16-8. YouTube	7.7%	3.1%	25.1%	8.7%	55.4%
Q16-9. Other	66.7%	33.3%	0.0%	0.0%	0.0%

**Q16-9. Other:**

Q16-9. Other	Number	Percent
Email/text	1	33.3 %
Community Instagram	1	33.3 %
Facebook	1	33.3 %
Total	3	100.0 %

**Q17. What are THREE other ways you would like the City to communicate with you?**

Q17. Top choice	Number	Percent
Texting	226	45.2 %
WhatsApp	4	0.8 %
Video messages	11	2.2 %
Mobile App	56	11.2 %
Council Meet & Greets	40	8.0 %
Staff Meet & Greets	7	1.4 %
Other social media	12	2.4 %
Other	19	3.8 %
None chosen	125	25.0 %
Total	500	100.0 %

**Q17. What are THREE other ways you would like the City to communicate with you?**

Q17. 2nd choice	Number	Percent
Texting	36	7.2 %
WhatsApp	13	2.6 %
Video messages	28	5.6 %
Mobile App	81	16.2 %
Council Meet & Greets	50	10.0 %
Staff Meet & Greets	35	7.0 %
Other social media	17	3.4 %
Other	1	0.2 %
<u>None chosen</u>	<u>239</u>	<u>47.8 %</u>
Total	500	100.0 %

**Q17. What are THREE other ways you would like the City to communicate with you?**

Q17. 3rd choice	Number	Percent
Texting	8	1.6 %
WhatsApp	3	0.6 %
Video messages	17	3.4 %
Mobile App	26	5.2 %
Council Meet & Greets	42	8.4 %
Staff Meet & Greets	37	7.4 %
Other social media	25	5.0 %
Other	1	0.2 %
<u>None chosen</u>	<u>341</u>	<u>68.2 %</u>
Total	500	100.0 %

**(SUM OF TOP 3 RESPONSES)**

**Q17. What are THREE other ways you would like the City to communicate with you? (top 3)**

Q17. Top choice	Number	Percent
Texting	270	54.0 %
WhatsApp	20	4.0 %
Video messages	56	11.2 %
Mobile App	163	32.6 %
Council Meet & Greets	132	26.4 %
Staff Meet & Greets	79	15.8 %
Other social media	54	10.8 %
Other	21	4.2 %
<u>None chosen</u>	<u>125</u>	<u>25.0 %</u>
Total	920	

**Q18. Have you visited the City's website (www.desoto.ks.us) during the past 12 months?**

Q18. Have you visited City's website (www. desotoks.us) during past 12 months	Number	Percent
Yes	344	68.8 %
No	151	30.2 %
Not provided	5	1.0 %
Total	500	100.0 %

**(WITHOUT "NOT PROVIDED")****Q18. Have you visited the City's website (www.desoto.ks.us) during the past 12 months? (without "not provided")**

Q18. Have you visited City's website (www. desotoks.us) during past 12 months	Number	Percent
Yes	344	69.5 %
No	151	30.5 %
Total	495	100.0 %

**Q18a. How easy was it to find the information you were looking for on the website?**

Q18a. How easy was it to find the information you were looking for on the website	Number	Percent
Very easy	96	27.9 %
Somewhat easy	183	53.2 %
Somewhat difficult	53	15.4 %
Very difficult	11	3.2 %
Not provided	1	0.3 %
Total	344	100.0 %

**(WITHOUT "NOT PROVIDED")****Q18a. How easy was it to find the information you were looking for on the website? (without "not provided")**

Q18a. How easy was it to find the information you were looking for on the website	Number	Percent
Very easy	96	28.0 %
Somewhat easy	183	53.4 %
Somewhat difficult	53	15.5 %
Very difficult	11	3.2 %
Total	343	100.0 %

**Q19. Have you interacted (by phone, on social media, or in person) with the City for a question, problem, or complaint during the past year?**

Q19. Have you interacted with City for a question, problem, or complaint during past year	Number	Percent
Yes	247	49.4 %
No	251	50.2 %
Not provided	2	0.4 %
Total	500	100.0 %

**(WITHOUT "NOT PROVIDED")**

**Q19. Have you interacted (by phone, on social media, or in person) with the City for a question, problem, or complaint during the past year? (without "not provided")**

Q19. Have you interacted with City for a question, problem, or complaint during past year	Number	Percent
Yes	247	49.6 %
No	251	50.4 %
Total	498	100.0 %

**Q19a. How easy was it to contact the person you needed to reach?**

Q19a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	123	49.8 %
Somewhat easy	81	32.8 %
Somewhat difficult	25	10.1 %
Very difficult	15	6.1 %
Not provided	3	1.2 %
Total	247	100.0 %

**(WITHOUT "NOT PROVIDED")**

**Q19a. How easy was it to contact the person you needed to reach? (without "not provided")**

Q19a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	123	50.4 %
Somewhat easy	81	33.2 %
Somewhat difficult	25	10.2 %
Very difficult	15	6.1 %
Total	244	100.0 %

**Q19b. Which department did you contact most recently?**

Q19b. Which department did you contact most recently	Number	Percent
City Administrator	23	9.3 %
City Clerk	24	9.7 %
Parks & Recreation	17	6.9 %
Public Works (Street)	20	8.1 %
Water	71	28.7 %
Planning & Zoning	17	6.9 %
Code Enforcement	15	6.1 %
Building Inspections	14	5.7 %
Front Office (utilities, pet tags, general information)	46	18.6 %
Total	247	100.0 %

**Q19c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 5 to 1, where 5 means "Always" and 1 means "Never."**

(N=247)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q19c-1. Were courteous & polite	65.6%	23.1%	5.3%	1.2%	1.2%	3.6%
Q19c-2. Gave prompt, accurate, & complete answers to questions	53.8%	23.1%	15.8%	1.2%	2.0%	4.0%
Q19c-3. Did what they said they would do in a timely manner	55.9%	18.2%	10.5%	4.0%	1.2%	10.1%
Q19c-4. Helped you resolve an issue to your satisfaction	55.1%	15.8%	12.1%	6.5%	3.6%	6.9%

**(WITHOUT "DON'T KNOW")**

**Q19c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 5 to 1, where 5 means "Always" and 1 means "Never." (without "don't know")**

(N=247)

	Always	Usually	Sometimes	Seldom	Never
Q19c-1. Were courteous & polite	68.1%	23.9%	5.5%	1.3%	1.3%
Q19c-2. Gave prompt, accurate, & complete answers to questions	56.1%	24.1%	16.5%	1.3%	2.1%
Q19c-3. Did what they said they would do in a timely manner	62.2%	20.3%	11.7%	4.5%	1.4%
Q19c-4. Helped you resolve an issue to your satisfaction	59.1%	17.0%	13.0%	7.0%	3.9%

**Q20. Economic Growth and Planning. Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. City efforts to promote economic development	11.2%	36.6%	23.4%	11.2%	6.0%	11.6%
Q20-2. Overall quality of new development in De Soto	8.2%	35.2%	22.4%	15.8%	11.0%	7.4%
Q20-3. How well City is managing & planning overall growth & development	6.0%	28.0%	25.0%	18.2%	13.4%	9.4%
Q20-4. How well City is managing & planning growth & development around former Sunflower Ammunition Plant	9.8%	22.6%	24.6%	14.2%	15.2%	13.6%
Q20-5. Access to quality childcare you can afford	1.6%	3.8%	15.2%	6.4%	6.8%	66.2%
Q20-6. Access to quality healthcare you can afford	6.0%	22.2%	23.8%	9.2%	4.2%	34.6%
Q20-7. Access to healthy food you can afford	8.2%	30.2%	22.6%	16.0%	6.8%	16.2%
Q20-8. Access to quality housing you can afford	6.4%	20.6%	25.0%	17.4%	13.2%	17.4%
Q20-9. Access to jobs that offer a living wage	3.2%	10.6%	22.6%	12.8%	8.0%	42.8%

**(WITHOUT "DON'T KNOW")****Q20. Economic Growth and Planning. Please rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=500)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. City efforts to promote economic development	12.7%	41.4%	26.5%	12.7%	6.8%
Q20-2. Overall quality of new development in De Soto	8.9%	38.0%	24.2%	17.1%	11.9%
Q20-3. How well City is managing & planning overall growth & development	6.6%	30.9%	27.6%	20.1%	14.8%
Q20-4. How well City is managing & planning growth & development around former Sunflower Ammunition Plant	11.3%	26.2%	28.5%	16.4%	17.6%
Q20-5. Access to quality childcare you can afford	4.7%	11.2%	45.0%	18.9%	20.1%
Q20-6. Access to quality healthcare you can afford	9.2%	33.9%	36.4%	14.1%	6.4%
Q20-7. Access to healthy food you can afford	9.8%	36.0%	27.0%	19.1%	8.1%
Q20-8. Access to quality housing you can afford	7.7%	24.9%	30.3%	21.1%	16.0%
Q20-9. Access to jobs that offer a living wage	5.6%	18.5%	39.5%	22.4%	14.0%

**Q21. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," how much do you agree the City of De Soto needs the following types of businesses?**

(N=500)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q21-1. Health & personal care stores	17.8%	34.0%	27.2%	6.8%	4.6%	9.6%
Q21-2. Sporting goods stores	6.0%	13.8%	39.4%	20.4%	9.2%	11.2%
Q21-3. Clothing, shoe & accessories stores	11.4%	21.2%	36.0%	15.2%	7.4%	8.8%
Q21-4. Specialty groceries & food services	15.8%	32.0%	28.2%	10.8%	5.2%	8.0%
Q21-5. Sports entertainment (go-karts, bowling, indoor play areas)	12.6%	23.8%	30.2%	11.8%	11.0%	10.6%
Q21-6. Restaurants, bars, & pubs	25.4%	40.2%	19.8%	5.4%	3.2%	6.0%
Q21-7. Big box stores (Walmart, Target)	15.6%	18.6%	20.2%	16.6%	22.4%	6.6%
Q21-8. Gyms or fitness centers, dance, yoga, martial arts	19.4%	26.2%	30.8%	7.4%	6.6%	9.6%
Q21-9. Other	7.8%	2.2%	0.0%	0.0%	0.2%	89.8%

**(WITHOUT "DON'T KNOW")**

**Q21. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," how much do you agree the City of De Soto needs the following types of businesses? (without "don't know")**

(N=500)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q21-1. Health & personal care stores	19.7%	37.6%	30.1%	7.5%	5.1%
Q21-2. Sporting goods stores	6.8%	15.5%	44.4%	23.0%	10.4%
Q21-3. Clothing, shoe & accessories stores	12.5%	23.2%	39.5%	16.7%	8.1%
Q21-4. Specialty groceries & food services	17.2%	34.8%	30.7%	11.7%	5.7%
Q21-5. Sports entertainment (go-karts, bowling, indoor play areas)	14.1%	26.6%	33.8%	13.2%	12.3%
Q21-6. Restaurants, bars, & pubs	27.0%	42.8%	21.1%	5.7%	3.4%
Q21-7. Big box stores (Walmart, Target)	16.7%	19.9%	21.6%	17.8%	24.0%
Q21-8. Gyms or fitness centers, dance, yoga, martial arts	21.5%	29.0%	34.1%	8.2%	7.3%
Q21-9. Other	76.5%	21.6%	0.0%	0.0%	2.0%

**Q22. For each of the following, please rate the City's current availability of housing in each of the following areas on a three-point scale, where 3 means "Too Much" and 1 means "Not Enough."**

(N=500)

	Too much	Just right	Not enough	Don't know
Q22-1. Multi-family residential	26.0%	28.2%	18.2%	27.6%
Q22-2. Single family residential	3.8%	34.0%	41.0%	21.2%
Q22-3. Senior living	1.0%	18.8%	42.8%	37.4%
Q22-4. Affordable housing	3.6%	19.6%	50.4%	26.4%

**(WITHOUT "DON'T KNOW")**

**Q22. For each of the following, please rate the City's current availability of housing in each of the following areas on a three-point scale, where 3 means "Too Much" and 1 means "Not Enough." (without "don't know")**

(N=500)

	Too much	Just right	Not enough
Q22-1. Multi-family residential	35.9%	39.0%	25.1%
Q22-2. Single family residential	4.8%	43.1%	52.0%
Q22-3. Senior living	1.6%	30.0%	68.4%
Q22-4. Affordable housing	4.9%	26.6%	68.5%

**Q23. How likely would you be to recommend your community, using a scale from "Very Likely" to "Not at All Likely?"**

(N=500)

	Very likely	Somewhat likely	Neutral	Somewhat unlikely	Not at all likey	Don't know
Q23-1. Recommending City as a place to live	39.2%	30.0%	11.6%	7.8%	7.4%	4.0%
Q23-2. Recommending City as a place to have a business	20.0%	26.2%	21.0%	10.4%	6.6%	15.8%

**(WITHOUT "DON'T KNOW")**

**Q23. How likely would you be to recommend your community, using a scale from "Very Likely" to "Not at All Likely?" (without "don't know")**

(N=500)

	Very likely	Somewhat likely	Neutral	Somewhat unlikely	Not at all likey
Q23-1. Recommending City as a place to live	40.8%	31.3%	12.1%	8.1%	7.7%
Q23-2. Recommending City as a place to have a business	23.8%	31.1%	24.9%	12.4%	7.8%

**Q24. Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas.**

(N=500)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't know
Q24-1. Office development	4.4%	15.4%	38.8%	5.8%	5.6%	30.0%
Q24-2. Industrial development	1.6%	6.2%	37.6%	17.0%	18.4%	19.2%
Q24-3. Multi-family residential development	3.2%	13.2%	27.2%	21.0%	17.0%	18.4%
Q24-4. Single-family residential development	8.0%	29.0%	35.0%	8.6%	5.0%	14.4%
Q24-5. Retail development	11.4%	37.8%	30.0%	3.8%	3.8%	13.2%

**(WITHOUT "DON'T KNOW")**

**Q24. Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas. (without "don't know")**

(N=500)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q24-1. Office development	6.3%	22.0%	55.4%	8.3%	8.0%
Q24-2. Industrial development	2.0%	7.7%	46.5%	21.0%	22.8%
Q24-3. Multi-family residential development	3.9%	16.2%	33.3%	25.7%	20.8%
Q24-4. Single-family residential development	9.3%	33.9%	40.9%	10.0%	5.8%
Q24-5. Retail development	13.1%	43.5%	34.6%	4.4%	4.4%

**Q25. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in De Soto.**

(N=500)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q25-1. Small town feel	52.6%	22.4%	14.6%	6.0%	1.6%	2.8%
Q25-2. Quality of public schools	56.6%	20.8%	8.0%	2.0%	7.8%	4.8%
Q25-3. Employment opportunities	14.8%	22.0%	21.4%	16.6%	18.8%	6.4%
Q25-4. Types of housing	28.4%	33.6%	22.8%	6.6%	4.6%	4.0%
Q25-5. Affordability of housing	36.4%	27.8%	20.8%	6.4%	4.8%	3.8%
Q25-6. Availability of parks & recreation opportunities	22.8%	28.8%	27.6%	11.8%	5.0%	4.0%
Q25-7. Near family or friends	18.8%	26.2%	24.0%	16.0%	10.8%	4.2%
Q25-8. Safety & security	53.2%	30.8%	10.8%	1.2%	0.6%	3.4%
Q25-9. Proximity to Lawrence	9.4%	15.2%	17.2%	25.8%	27.6%	4.8%
Q25-10. Located in Kansas City Metro Area	19.0%	25.8%	25.8%	13.4%	12.0%	4.0%

**(WITHOUT "NOT PROVIDED")**

**Q25. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in De Soto. (without "not provided")**

(N=500)

	Extremely important	Very important	Important	Less important	Not important
Q25-1. Small town feel	54.1%	23.0%	15.0%	6.2%	1.6%
Q25-2. Quality of public schools	59.5%	21.8%	8.4%	2.1%	8.2%
Q25-3. Employment opportunities	15.8%	23.5%	22.9%	17.7%	20.1%
Q25-4. Types of housing	29.6%	35.0%	23.8%	6.9%	4.8%
Q25-5. Affordability of housing	37.8%	28.9%	21.6%	6.7%	5.0%
Q25-6. Availability of parks & recreation opportunities	23.8%	30.0%	28.8%	12.3%	5.2%
Q25-7. Near family or friends	19.6%	27.3%	25.1%	16.7%	11.3%
Q25-8. Safety & security	55.1%	31.9%	11.2%	1.2%	0.6%
Q25-9. Proximity to Lawrence	9.9%	16.0%	18.1%	27.1%	29.0%
Q25-10. Located in Kansas City Metro Area	19.8%	26.9%	26.9%	14.0%	12.5%

**Q29. How many years have you lived in De Soto?**

Q29. How many years have you lived in De Soto	Number	Percent
0-5	134	26.8 %
6-10	78	15.6 %
11-15	42	8.4 %
16-20	51	10.2 %
21-30	83	16.6 %
31+	86	17.2 %
Not provided	26	5.2 %
Total	500	100.0 %

**(WITHOUT "NOT PROVIDED")**

**Q29. How many years have you lived in De Soto? (without "not provided")**

Q29. How many years have you lived in De Soto	Number	Percent
0-5	134	28.3 %
6-10	78	16.5 %
11-15	42	8.9 %
16-20	51	10.8 %
21-30	83	17.5 %
31+	86	18.1 %
Total	474	100.0 %

**Q30. What is your age?**

Q30. Your age	Number	Percent
18-34	96	19.2 %
35-44	92	18.4 %
45-54	90	18.0 %
55-64	92	18.4 %
65+	95	19.0 %
Not provided	35	7.0 %
Total	500	100.0 %

**(WITHOUT "NOT PROVIDED")**

**Q30. What is your age? (without "not provided")**

Q30. Your age	Number	Percent
18-34	96	20.6 %
35-44	92	19.8 %
45-54	90	19.4 %
55-64	92	19.8 %
65+	95	20.4 %
Total	465	100.0 %

**Q31. Do you own or rent your home?**

<u>Q31. Do you own or rent your home</u>	<u>Number</u>	<u>Percent</u>
Own	427	85.4 %
Rent	68	13.6 %
Not provided	5	1.0 %
Total	500	100.0 %

**(WITHOUT "NOT PROVIDED")**

**Q31. Do you own or rent your home? (without "not provided")**

<u>Q31. Do you own or rent your home</u>	<u>Number</u>	<u>Percent</u>
Own	427	86.3 %
Rent	68	13.7 %
Total	495	100.0 %

**Q32. How many people in your household (counting yourself) are in each of the following age groups?**

	<u>Mean</u>	<u>Sum</u>
number	2.6	1265
Under age 10	0.3	158
Ages 10-19	0.4	176
Ages 20-34	0.5	230
Ages 35-54	0.7	336
Ages 55-74	0.5	261
Ages 75+	0.2	104

**Q33. What best describes your current employment status?**

<u>Q33. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside the home	291	58.2 %
Employed in the home/have a home-based business	68	13.6 %
Student	1	0.2 %
Retired	118	23.6 %
Not currently employed	12	2.4 %
Not provided	10	2.0 %
Total	500	100.0 %

**(WITHOUT "NOT PROVIDED")**

**Q33. What best describes your current employment status? (without "not provided")**

<u>Q33. Your current employment status</u>	<u>Number</u>	<u>Percent</u>
Employed outside the home	291	59.4 %
Employed in the home/have a home-based business	68	13.9 %
Student	1	0.2 %
Retired	118	24.1 %
Not currently employed	12	2.4 %
Total	490	100.0 %

**Q33a. If employed, what is the ZIP CODE where you work?**

<u>Q33a. Zip code where you work</u>	<u>Number</u>	<u>Percent</u>
66018	130	38.7 %
66215	19	5.7 %
66210	16	4.8 %
66227	13	3.9 %
66061	13	3.9 %
66212	13	3.9 %
66219	12	3.6 %
66062	8	2.4 %
64105	7	2.1 %
66203	6	1.8 %
66214	5	1.5 %
66211	5	1.5 %
66044	5	1.5 %
66025	5	1.5 %
66217	4	1.2 %
66049	4	1.2 %
64114	3	0.9 %
66031	3	0.9 %
66027	3	0.9 %
66202	3	0.9 %
66226	3	0.9 %
66160	3	0.9 %
66204	3	0.9 %
64030	3	0.9 %
66045	3	0.9 %
66603	2	0.6 %
66085	2	0.6 %
64108	2	0.6 %
66216	2	0.6 %
66218	2	0.6 %
66007	2	0.6 %
66047	1	0.3 %
66106	1	0.3 %
66282	1	0.3 %
64153	1	0.3 %
66206	1	0.3 %
49503	1	0.3 %
64127	1	0.3 %
66209	1	0.3 %
48239	1	0.3 %
66207	1	0.3 %
63401	1	0.3 %
66115	1	0.3 %
64116	1	0.3 %
64012	1	0.3 %
64145	1	0.3 %

**Q33a. If employed, what is the ZIP CODE where you work?**

Q33a. Zip code where you work	Number	Percent
66502	1	0.3 %
64163	1	0.3 %
66048	1	0.3 %
66086	1	0.3 %
64106	1	0.3 %
28217	1	0.3 %
66114	1	0.3 %
66224	1	0.3 %
64131	1	0.3 %
66046	1	0.3 %
66013	1	0.3 %
66108	1	0.3 %
64150	1	0.3 %
64123	1	0.3 %
66213	1	0.3 %
66223	1	0.3 %
66208	1	0.3 %
Total	336	100.0 %

**Q34. Would you say your total annual household income is...**

Q34. Your total annual household income	Number	Percent
Under \$15K	18	3.6 %
\$15K-\$29,999	30	6.0 %
\$30K-\$49,999	51	10.2 %
\$50K-\$74,999	52	10.4 %
\$75K-\$99,999	69	13.8 %
\$100K-\$149,999	98	19.6 %
\$150K+	106	21.2 %
Not provided	76	15.2 %
Total	500	100.0 %

**(WITHOUT "NOT PROVIDED")****Q34. Would you say your total annual household income is... (without "not provided")**

Q34. Your total annual household income	Number	Percent
Under \$15K	18	4.2 %
\$15K-\$29,999	30	7.1 %
\$30K-\$49,999	51	12.0 %
\$50K-\$74,999	52	12.3 %
\$75K-\$99,999	69	16.3 %
\$100K-\$149,999	98	23.1 %
\$150K+	106	25.0 %
Total	424	100.0 %

**Q35. Your gender:**

Q35. Your gender	Number	Percent
Male	245	49.0 %
Female	248	49.6 %
Prefer to self-identify	2	0.4 %
Not provided	5	1.0 %
Total	500	100.0 %

**(WITHOUT "NOT PROVIDED")****Q35. Your gender: (without "not provided")**

Q35. Your gender	Number	Percent
Male	245	49.5 %
Female	248	50.1 %
Prefer to self-identify	2	0.4 %
Total	495	100.0 %

**Q35-3. Self-describe your gender:**

Q35-3. Self-describe your gender	Number	Percent
Non-binary	2	100.0 %
Total	2	100.0 %

**Q36. What is the primary language spoken in your home?**

Q36. Primary language spoken in your home	Number	Percent
English	470	94.0 %
Spanish	11	2.2 %
Not provided	19	3.8 %
Total	500	100.0 %

**(WITHOUT "NOT PROVIDED")****Q36. What is the primary language spoken in your home? (without "not provided")**

Q36. Primary language spoken in your home	Number	Percent
English	470	97.7 %
Spanish	11	2.3 %
Total	481	100.0 %

**Q37. Which of the following best describes your race/ethnicity?**

<u>Q37. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	7	1.4 %
Black or African American	9	1.8 %
American Indian or Alaska Native	4	0.8 %
White or Caucasian	440	88.0 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic, Spanish, Latino/a/x	46	9.2 %
Other	4	0.8 %
Total	511	

**Q37-7. Self-describe your race/ethnicity:**

<u>Q37-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Multi-racial	1	25.0 %
Mixed	1	25.0 %
German	1	25.0 %
Cajun/Acadian	1	25.0 %
Total	4	100.0 %

**6**

# Open-Ended Responses

### Open-Ended Question Responses

**Q11—"Other": Please indicate if YOU or any member of your HOUSEHOLD have a desire/want for the following additional programs.**

- A real city gym and workout options, not subsidizing private golf course
- Adult fitness
- Affordable and safe housing
- archery
- Archery / shooting ranges
- atv park. volleyball net at rec center and outside at parks.
- Canning/food preservation
- Community Center / indoor pool
- Create a program that educates the youth on dangers of ruining a city by doubling rent and allowing money to be the main influence on decisions such as putting a lithium battery plant on the Southside of town. Also, the importance of honesty when it comes to city council members should be stressed, mainly so we don't have to worry about our town being sold to the highest bidder for a little kick back money.
- DIY training
- family meal planning
- Fitness and nutrition options/programs
- Free programs
- Homeschool events
- Horse saddle club, arena, horse trails
- Indoor pool
- Indoor swimming pool
- Indoor swimming pool
- Less programs; less taxes
- more home school options
- more trails and better sidewalks
- Poop
- program for mild cognitive decline
- Skate park
- Status quo
- Support for the Desoto Kansas historical Society as compared with Eudora's program
- SWIMMING AT NON WORK TIMES FOR YOUTH
- VENDOR EVENTS; LIST OF BUSINESSES
- Weekly farmers market
- workout classes for 55 plus, focus on bone health

**Q13—"Other": Please indicate if YOU or any member of your HOUSEHOLD have a desire/want for the following additional amenities.**

- A program in which the importance of natural beauty and the opinions of citizens that have made this place their home stands above the almighty dollar, you know, kind of like what's already been done to Desoto. Create a program that encourages people to be involved in city council and also to speak out when the council members have money on their mind instead of the rights and well being of the people that pay their bills through taxes. Also, keep Zac King out of city council
- Affordable and safe housing
- archery
- Archery / shooting ranges
- ATV park
- Community fitness center
- connecting bike trails
- Disc golf
- Dog parks
- Downtown improvement of shops and better restaurants
- Fitness center for seniors
- Fitness facility/big gym
- Horse trails and arena
- Improve park on 95th
- indoor pool
- INDOOR POOL OR GYM
- Less amenities; less tax
- maintain what we have
- More accessible bike paths.
- Ottawa KS has a very nice outdoor workout area. Pull up, dips, etc.
- park with lighted walking paths
- Playgrounds in neighborhoods.
- Pump track-bike
- Remove one water poll. Have only one area to play, they get half drowned when the poll spray gets turned on. Otherwise awesome.
- Senior programs and activities
- Side walk along kill creek road, bike lane is no good for walking
- SIDEWALKS ON KILL CREEK RD AND OTHER STREETS
- Street upgrades
- Sunflower Nature Park Expansion to preserve more nature
- transportation

**Q17-7—"Other social media": What are THREE WAYS you would like the City to communicate with you?**

- Better website
- Facebook (**x14 responses**)
- Facebook and Instagram
- Facebook/Instagram
- Facebook/Instagram
- Instagram
- Instagram
- Instagram
- News about community BEFORE it happens. Access to planning sessions. Ability to have input other than through council people. Increased access to city manager. Less city cliques- "it's who you know" Time for the old guard to sell their buildings and provide opportunity for new businesses and residents- Hispanics can be good and valued citizens. Be more welcoming to change. Painting a mural on the sides of crumbling buildings isn't going to do it. Weeds growing in concrete street dividers, traffic lights hanging on sagging wires over main roads into city are EYESORES. Where are the "welcome to DE SOTO" signs and flower planters on Hwy 10/Lexington interchange into town. Looks like a dumpy, backward place! Visitors first impression!!!
- TikTok
- X

**Q17-8—"Other": What are THREE WAYS you would like the City to communicate with you?**

- bi-weekly e-newsletter and Discovering DeSoto magazine
- Call or mail
- Email
- Email
- Email
- Email
- improved website
- knock on door
- Magazine
- Magazine
- Mail
- mailers, news letters, or email
- Newsletter
- Newsletter
- Newsletter
- Newsletter
- Newspaper
- phone
- Printed communication



- Home Depot, Menards, Lowe's, hardware
- Indoor pool
- INDOOR SPORTS
- mailing/shipping, UPS store
- QuikTrip
- restaurants
- restaurants, activities
- sandwich shop
- schools
- Starbucks or similar
- white collar business

**Q26—"What THREE words would you use to describe De Soto?"**

- |                          |                     |                       |
|--------------------------|---------------------|-----------------------|
| • a big city             | • bedroom community | • Changing            |
| • A small town feel      | • bedroom community | • Changing            |
| • accepting              | • behind            | • Changing            |
| • Access                 | • Behind times      | • Changing            |
| • Access to 10           | • Behind-the-times  | • Changing            |
| • Accessible             | • Best Schools      | • Charismatic         |
| • accessible             | • big               | • charity             |
| • Affordable             | • Big               | • City                |
| • affordable             | • Boom Town         | • city                |
| • Affordable             | • Boring            | • Clean               |
| • Affordable             | • Boring            | • Clean               |
| • Affordable             | • Boring            | • Clean               |
| • Affordable             | • Boring            | • Clean               |
| • Amazing                | • Bucolic           | • clean               |
| • amazing                | • Bullying teachers | • Clean               |
| • ambitious              | • Busy              | • Clean               |
| • And friendly           | • Busy              | • clean               |
| • Apprehensive           | • Busy              | • clean               |
| • Authentic              | • busy              | • Clean               |
| • average                | • busy              | • clean               |
| • bad                    | • calm              | • clean               |
| • basic                  | • Calm              | • Clean               |
| • Be prepared for growth | • calm              | • Clean               |
| • Beautiful              | • Caring            | • Clean               |
| • Beautiful              | • Caring            | • Cliquish            |
| • BEAUTIFUL              | • caring            | • Close knit          |
| • Beautiful              | • Caring            | • Close to city       |
| • Beautiful              | • Change            | • close to everything |
| • Beautiful              | • Changing          | • Close to KC         |
| • bedroom com            | • Changing          | • Close to KC         |

- close to KC Metro
- Comfortable **(x15 responses)**
- Common area areas are well maintained
- Community **(x16 responses)**
- commuter town
- Confined
- Conflicted
- conflicted
- Confused
- Congested
- Congested
- congestion
- connected
- Conservative
- Conservative
- considerate
- convenience
- Convenient
- Corrupted
- Country
- country feel
- Country feeling
- Cozy
- Crowded
- crowded
- crowded
- Crowded
- crowded
- Cucks for Panasonic
- Cute
- Dense
- Desirable
- developing
- developing
- developing
- Developing
- Different
- Different/not the same
- Difficult to travel
- Dirty
- Disappointed where going
- Disappointing
- Disappointing
- Disjointed
- Disorganized
- disorganized
- Distinguished
- Diverse
- Diverse
- Diverse
- DIVERSE
- Diverse
- diverse
- Divided
- Down home
- Dynamic
- Easy access to KC and Lawrence
- easy pace
- Easy rural access
- EDUCATION
- Educational
- Engaged
- Enjoyable
- Enriched
- Essentials
- Established
- Evolving
- Expanding
- Expanding
- Expanding
- expanding
- Expensive
- Failure
- Family
- Family oriented
- Family-friendly
- Fast pace
- Feel
- feel
- feels like home
- Fine
- Folksy
- Free for all
- Friendly **(x108 responses)**
- Fun
- Fun
- fun
- Future
- Future opportunities
- Going to attract crime
- GOOD
- Good district schools
- good location
- Good location
- Good schools

- Good schools
- Good schools
- good schools
- Good schools
- Great
- Great
- Great
- Great district
- Great place to raise kids
- great schools
- great schools
- Great schools
- Great schools
- greedy
- Greedy
- Growing (x71 responses)
- Growing pains
- Growing too fast
- Growing town
- Growth
- Growth
- growth
- Growth
- Growth too fast
- Happy
- Happy
- Happy
- Hidden gem
- High growth
- High sales and property taxes
- High taxes
- High Taxes compared to other localities in Kansas
- High water bills
- Highest taxes in JoCo
- Highway 10 is bad
- Home (x24 responses)
- HOMELY
- Homely
- Hometown
- Homey
- Homey
- Homey
- Homey
- Homey
- Hopefully won't be destroyed by Panasonic. At least city council got their kickbacks!
- Improving
- IMPROVING
- Impulsive
- Increase cost
- Increasing crime
- Independent
- Industrial
- industrial
- industrial
- Industrial
- industry
- Industry
- inviting
- Inviting
- INVITING
- Isolated
- It's "OK"
- JOCO
- Just right
- K-10
- Kind
- kind of racist
- Lack unifier such as trees downtown to minimize the hodge lodge of building fronts. Ex Lawrence Mass Street
- Lacking in culture
- Lacking indoor pool
- Lacking restaurants
- Lacks communication
- Lacks shopping
- LAID BACK
- land locked
- Less quiet
- liberal
- Light polluted
- Limited
- limited vision
- little
- little town
- Local
- Local feel
- Location
- Looks old
- Losing its small town feeling
- Losing small town feel
- Lost
- lost
- Lost small town feel and respect people's personal property



- schools
- schools
- Secure
- Secure
- secure
- Secure
- Semi rural
- Serene
- services
- Shortsighted
- Simple
- sleepy
- Slow
- Slow
- Slow
- Small/Small town/  
Small town feel (**x90 responses**)
- Smaller community but still close to bigger cities
- Smallish
- Somewhat affordable
- SPACIOUS
- speed trap
- Stable
- Strong education
- Stuck
- Suburb
- Suburb
- Suburban
- supportive
- Taxes is too high
- Taxes too high
- terrible
- The new Kansas Speedway with school lets out
- Tight knit
- Too
- Too crowded
- Too expensive
- Too many apartments
- Too many trailers
- too much development
- too much development
- too much growth
- Town
- town
- town
- town
- town
- Traditional
- Traffic
- traffic
- traffic
- Traffic
- Transforming
- Transient
- transition
- trees
- Ugly
- Unbelievable
- Unchangeable
- Uncongested
- underdeveloped
- Unmaintained
- unoriginal
- unprepared
- Unsafe
- Upcoming
- Used to be great
- Values
- Visionless
- wacky
- walking
- Wannabe
- Wasting the downtown
- Weiner
- Welcoming
- wholesome
- worse
- YOUNG CITY

**Q27—"What do you like MOST about De Soto?"**

- ability to be in small town
- access
- Affordable, not crowded
- All the 3 things listed above. It's very peaceful here
- atmosphere, friendliness
- Away from Kansas City
- Away from the city
- Being away from main stream city congestion.
- Being near my family

- Between Lawrence and KC
- Big house on an acre lot
- City works to provide community activities.
- Close net community.
- Close proximity to KC and Metro areas
- Close to all services
- close to developed Jo.
- Close to family for me
- close to lots
- Community
- Community comes together to fix problems
- Community outreach
- Community, schools
- Convenience of things
- Cost-benefit
- COUNTRY FEELING
- cozy , small town feel
- De Soto days. I love that my kids can run into people we know. I love that it is a small town and close to the city. I fear all the development will ruin that, part of the charm is not every piece of ground had a home or business on it.
- DHS pride
- downtown, small city feel
- Ease to get around to store, post office, and eateries
- Easy to get around
- Easy to get around
- Education for students and growth opportunities
- Everything I need for the most part is in town
- Familiarity
- family
- family like atmosphere
- Feel safe
- Feel safe
- feeling of small town
- fewer people
- Friendliness
- Friendliness
- Friendliness
- Friendliness
- Friendliness
- Friendliness
- Friendly people
- friendly small town living
- friendly/trustworthy neighbors

- Friends
- Good schools
- Good schools
- Great neighbors
- Great neighbors and friends
- Great people
- Great place to raise a family
- Great schools
- growth potential
- Had small town feel
- Handy to shopping areas and restaurants.
- Hard to say at this time.
- History, friend, schools, size
- Home
- hometown
- hometown
- Hometown feel
- Hometown feeling
- Hometown feeling. Has a smaller population in comparison to other cities in Johnson County. K10 access to other cities in Johnson County and Lawrence.
- House value compared to Shawnee
- Houses not on top of each other. Safe, less traffic and people and still close to Lenexa, Olathe and Lawrence!
- How people help each other
- I am between KC and Lawrence
- I don't like DeSoto anymore
- I feel safe and loved in my neighborhood.
- I grew up here. It's home.
- I like that people can feel that they are safe when walking around town.
- I like that we have both space to spread out and also a community.
- I like the small feel, but it's growing too fast
- I liked the fact that we have a small town. But unfortunately that is becoming less and the feel I have. Traffic is horrible on 83rd from Lexington to the east city limits. I believe it is only to get worse.
- I love that it still has a bit of a small town feel, but appreciate the growth in businesses as well as the Panasonic plant. I like that it's very clean and the street maintenance for snow, sweeping and the trash and recycling collection are very helpful. I like the easy access to the highway and the limited traffic through-out town. I also appreciate the limited amount of stop lights. I also appreciate that there is not a heavy law enforcement presence other than the Johnson County Sheriff's department.
- I love the small town feel, yet love the growth at the same time. I love Lexington lake park. I love that it feels like home.
- It feels small town, but with amenities

- It was small, in 5 years the battery plant will hit its peak and that will be a ghost town area like it was with the army plant.
- It's been my home most of my life.
- It's been home for 75 years
- ITS DIVERSITY
- It's great to know my neighbors
- It's quiet except for De Soto days carnival
- It's small. Less traffic.
- It's where I grew up
- It's where I live.
- jobs
- Kill Creek Trail
- KJ's Pizzeria
- KJs Pizzeria and Leo's. Small mom & pop shops
- Knowing a lot of people
- Knowing most people
- Lake in my backyard
- Less hustle and bustle
- little community
- Living on the country edge of De Soto
- local stores/restaurants
- Location
- location and size
- Location to family and work
- Location to Lawrence & KC
- location to work/church, friends
- Love the size and location.
- My family has been here for generations. My children are growing up in the same town that their great grandfather did. Going to the same schools their family members have. I love how grounded the city is in its roots. The old graduation pictures at the high school. The museum are on Main Street. All of the small-town parades that big towns don't have. I wanted my children to experience the De Soto I grew up with and had so many memories of. Occasionally they get it but sometimes it scares me that it's growing too big, too fast and they won't get to see it that way for much longer.
- MY HOME FOREVER

- my home/neighbors
- My neighborhood and neighbors
- My neighbors
- My neighbors and the quality of the grocery store
- My street
- Nature, birdwatching
- Near family that live in Shawnee
- Near KC/Lawrence
- near metro area
- Neighbors
- Neighbors
- Neighbors
- Neighbors
- Neighbors
- Nice little community
- Nice single family homes with large lots.
- not a big city
- Not crowded and large single-family lots
- Not Lenexa yet
- Not much anymore , sorry we moved here 5 years ago now
- Not much anymore, the small town feel is gone.
- Not much, all the town homes being built around our old neighborhoods are to much, property taxes and pricing have gotten ridiculous, that's not why we used to like living here
- nothing
- Nothing anymore
- Nothing anymore
- Nothing, it use to be quiet, but Panasonic took that away.
- Off the highway separate from city
- open and friendly
- open space
- Our house
- Out of Kansas City
- Parks
- Parks
- Parks
- parks, trails
- Peaceful
- Peaceful and safe
- peaceful place
- Peacefulness
- People
- People
- People

- People
- People
- People
- People
- People are friendly, small town vibe
- Personally, I live at KTEN and I love how convenient it is to go to Harps or hop on K10 and get to Walmart. DeSoto has always felt like home to me, I love having small businesses in town and attending events downtown. The people here always are kind and give it a small town feel, even though you can get to the city within 30 minutes.
- Pleasant people
- Potential growth
- Prioritization of Parks & Rec
- Proximity
- Proximity to bigger cities with more amenities
- proximity to KC and Lawrence
- proximity to KC and Lawrence
- proximity to urban area
- Proximity to work
- Public schools
- Quaint rural environment
- Quiet
- Quiet
- Quiet
- Quiet
- Quiet
- Quiet and peaceful community
- Quiet and remote
- Quiet small town charm
- Quiet, close to highway access and amenities
- quiet, safe
- Quietness
- Quite but rapidly growing
- raise kids here, community feel
- REMINDS ME OF COLORADO-A HIDDEN CITY AMONG HILLS AND TREES-PARADISE
- Residential areas with mature trees
- Right size, familiar
- River access
- Riverfest Park Events.
- Rural but accessible to larger areas
- Rural feel
- Rural feel
- Rural feel
- Rural feel

- rural setting
- safe
- Safe and friendly
- Safe place to bring up kids
- Safety
- Safety
- Safety
- Safety
- Safety
- Safety and security; small town
- safety, law enforcement
- Safety, quiet
- safety, schools
- Safety, small town feel, location between KC and Lawrence.
- Schools
- Schools are great
- Schools, and lot sizes are bigger
- Schools/environment
- size
- slower pace than KC
- Slower way of life, away from busy traffic.
- Small town/ Small town feel (**x109 Responses**)
- Small and home on acreage
- The city of DeSoto is very comfortable to live in, we would love to get our own DeSoto police Dept, like we use to have along time ago, but the Johnson County Police Dept. does a wonderful job! We love our Fire Dept, they are wonderful!!! We Love our garbage truck every week! When we get snow they are excellent on the cleaning! Thank You to all of our wonderful workers!
- The community looks after one another
- The fact is, it's trying to improve
- The free community events, the downtown strip (restaurants), and the dog park.
- The future potential.
- THE NEIGHBORHOODS
- The nice, safe, and small town feel
- The open space, not crowded
- The people
- The people
- The people

- The people
- The quality of life it brings! The great people and environment!
- The quality of public school education
- The river
- The rural and friendly aspect
- The rural feel and proximity to KC Metro.
- The school district and what remains of a small town feel.
- The schools
- The schools
- The schools
- The schools, people, small town feel that I grew to love.
- The size
- The small community
- The small community feel
- The small simple down that provides a refuge from the chaos of Lawrence and Kansas City
- The small town feel while being close to Kansas City metro and Lawrence. The quality schools. The responsive and friendly city staff and administration.
- The small town feel. Not too far from the city.
- The town is small enough for my kids to ride their bikes around safely, but also has the perk of it's location near a large city.
- The variety of community members
- The view
- The way it used to be
- The way it was before city council sold us out to Panasonic who won't even provide jobs that can afford rent here.
- traffic
- trees and nature
- USD 232
- Used to be a small town feel
- Used to like small town feel
- Used to like the quiet and nature
- View
- Was able to buy my first home
- Was peaceful better than our past town
- What I DID like about Desoto are the things that have been stripped out in order to make "changes" to support the lithium battery plant. Small town feel, lack of crime, affordable housing, and the city's nickname "Tree City" are all reasons why people love it here and also all things that have been ruined.

**Q28—"What would you improve about De Soto?"**

- 83rd st east to Lenexa
- 83rd St.
- 83rd St.

- 83rd St. to seven Highway improvements needed
- 83rd St./downtown
- 83rd Street traffic flow
- A high quality fitness center.
- Add a stop light somewhere between Panasonic and 95th St. During shift change Lexington Ave is blocked solid with traffic from the plant.
- Add more restaurants, shops and activities the whole family can enjoy. Clean up residential properties.
- Affordable housing
- Affordable housing
- Affordable housing for young families and singles
- Affordable housing, something other than Clearview
- Affordable Single Family Homes
- Alternate routes during construction on major roads out of town
- animal control
- Another school for the new people who will work in the new plant
- Appearance
- appearance when you enter town.
- Availability of restaurants
- available, affordable housing, property taxes too high
- Back to quiet in nature
- beautification
- Beautification of downtown
- Beautification of the downtown area. Consider buying property between downtown and city hall to expand for more retail and restaurants
- Beautification/entrance/downtown
- BEAUTIFY HISTORICAL DOWNTOWN
- better access to everything
- Better builders, non-local - some ugly homes are being built by a local guy getting obvious preferential treatment.
- Better gym, 24 hours
- Better planning for streets.
- better restaurant selections
- Better shopping options
- Better shopping options
- bigger fitness center, sports, entertainment
- bike access
- bike lanes on Lexington Ave
- Bike lanes, downtown revitalization
- Brighter crosswalks please. They fade so quickly. Slow down development.
- build infrastructure on pace with growth
- cheaper rent

- City government needs to improve. People move to De Soto for the tranquil suburban environment. The city is not here for the budget. The budget is here for the city. Live multi family development south of k-10
- City needs to have big town plans if they want to bring big town businesses
- city streets, Waverly south of K10.
- city water
- clean out city hall
- Clean streets, better snow removal
- Clean up streets of leaves and debris, feral cats, and wild animals
- Clean up the City. Enforce codes
- Clear view
- Communication
- community center
- Community involvement
- Continue affordable family friendly activities.
- CONTINUED DEVELOPMENT
- Create an entertainment area similar but smaller than what Lenexa has done.
- Decent family restaurant
- Demolish residents at Terington, return to a nature park.
- "Dislike increased traffic and the tax savings of \$200.00 not worth the current
- Inconvenience."
- dog catcher
- Don't lose the small feel. Be different even if it means less tax revenue.
- DONT OVER GOVERN
- Don't price everyone out with taxes
- Downtown
- Downtown area
- Downtown area
- Downtown area and landscaping
- downtown beautification
- Downtown is very unattractive overall. No trees, plants or cute store fronts.
- Downtown renovation
- Downtown, city fitness facility.
- enforce residential codes
- enforcement of leash laws at Riverfest Park, affordable housing
- entrance to town
- Expand roads for traffic.
- family friendly
- Family, friendly business
- Fire department taxes is too high paying to man and equip fire station for Panasonic.
- Fix our roads and downtown
- Food banks
- FOOD OPTIONS

- food/restaurant options
- future growth
- Get rid of new growth... Panasonic should have buried hideous power poles... have destroyed the town
- Get rid of Panasonic plant and all townhomes and apartment developments
- Get rid of roundabout. Prefer the proposed building at K 10 and Killer Creek be abandoned. Traffic nightmare.
- give some attention to the east end of the incorporated city, not just the core and undeveloped south side
- Good hardware store/lumber yard
- Government could be more transparent.
- grocery prices
- grocery stores and restaurants
- Hardware store
- Hardware store
- Hardware store
- HAVE BUSINESS DEVELOP
- Have more organization in place before so much expansion
- healthy food options (restaurants, fast food etc.)
- High traffic during school dismissal
- Higher only administrative staff living in De Soto
- Highway 10 noise barriers, water, planning department growth
- Hire a police force
- Housing
- housing cost, youth activities
- How we are charged for wastewater during the months when irrigation watering takes place. I don't feel we should pay for the volume of water that is used for irrigation since its not flowing in with wastewater.
- Huge beautification projects - roads access, and widen
- I do not have any suggestions at this time.
- I feel like we are not prepared infrastructurally for the influx of 4,000 at the plant
- I think more transparency would be great with our city government
- I wish the sewer system was extended to us just off of Kill Creek Rd.
- I would love to see a Farmer's Market or something similar to get some fresh produce during the summer.
- I would love to see more kids activities. Kids nature hikes and park events (yoga in the park, loose parts open play, cardboard construction, kids volunteer days etc.). Also, a splash pad and pump track would be fun.
- improve aquatic center
- improve downtown to make it a destination
- Improve sports fields and upgrade landscape at 83rd and Lexington
- Improve traffic flow and signals
- Improved traffic flow, and signals

- IMPROVEMENT ON SIDEWALKS-MAKE IT SMOOTHER SO MOBILITY SCOOTER, ETC CAN BE USED MORE EFFECTIVELY. RESIDENTS COULD ENJOY GETTING OUT EASIER
- IMPROVING VIBRANT DOWNTOWN
- Indoor pool
- infrastructure
- infrastructure
- Infrastructure growth coordinated with new development
- Infrastructure, roads need help
- Infrastructure, you will need lots more of everything.
- It is growing way to fast. Decisions seem to be made for future growth and not current residents. Traffic is becoming a huge problem.
- It's already being ruined, not much to do besides move
- it's improving now
- K10 traffic, especially during rush-hour
- K10 Traffic, need hardware store
- Keep it small town feel
- Keep it small, no more industrial companies.
- Keep up with growth
- Keep working together growing pains will happen don't get discouraged
- Lack of beautification
- law enforcement
- leaders not including public in decisions
- Leave it alone
- Less development, this isn't a small town anymore
- Less housing more entertainment.
- LESS MULTI HOUSING BUILD. MORE INFRASTRUCTURE LIKE WATER AND ROADS
- Less multifamily, housing, more enforcement of maintaining property
- Less noise pollution
- Less push for expansion and apartments, better traffic control for kill creek and 83rd people coming in and out of the Panasonic plant avoiding k10 back up the roads and speed, the light on the corner of 83 and kill creek causes more issues and makes it difficult to get in and out of arbor ridge
- Limit street parking
- Little more progressive
- look and feel of downtown
- Looks of downtown
- Love it here, don't change a thing
- Low income housing, affordable housing, needs stores like a Walmart, more things for the teenage kids to do that is affordable for families
- Lower property taxes
- Lower taxes
- Lower taxes
- Lower taxes

- Lower taxes
- lower water rates
- Lowering city taxes; bring in essential businesses that actually attract residents to spend their dollars in De Soto; and have a stronger law enforcement presence.
- mailing/shipping options.
- main street
- main streets to move east/west and south
- Mainly tap water in the entire town!
- make a different exit for plant workers
- Manage the growth
- Monies to the Bands at the schools. Seems we only support the sports and not the Band at all.
- More affordable housing
- More affordable retail and housing.
- More amenities
- More communication with the homeowners and more consideration for the people that live here. We need more police since we are growing
- More development on Main Street. Focus on independent small business, build a bigger community center with large more modern gym.
- More dining options, shops. Less construction on K10
- more eating places
- More food options
- more grocery stores
- More grocery stores and restaurants
- More grocery stores.
- More homes
- more local restaurants and stores
- More mid range 350-500K price homes community, less HOA neighborhood pools
- more old folks things
- "More options for shopping
- Activities for seniors who make up 49% of the population "
- More parks suited for toddlers.
- more parks/splash pad
- More restaurants
- More restaurants
- More restaurants and hardware store
- more restaurants, hardware store
- More restaurants/stores would be nice.
- More retail
- more retail, healthcare, personal care stores, restaurants
- More shopping areas! A splash pad for younger kids! More restaurants!
- More single family homes, less multi family structures, require more connecting roads for residential projects, dedicated police force, more focus on preserving farm land and nature
- More single family homes.

- More single family residential with larger lots
- More small shopping stores
- More small, independent business with support
- MORE STORES FOR BASIC NEEDS
- More things to do
- more to do, more community involvement, less scary Facebook page. kind of racist
- More trails
- More trails and walkability
- More trails connecting neighborhoods
- More trails to connect the city.
- More transparent city leadership, better city services and infrastructure, and improved communication with residents.
- More walking and biking paths and outdoor recreation
- More youth sports, adult activities
- Move out
- My street
- Need a gas station off Kill Creek or east on K-10
- need more restaurants and a CVS
- Need more restaurants and new businesses
- Need to listen to CURRENT residents instead of what new residents moving in want to see
- Need to think better about the infrastructure better. The 2 buildings for the vet look nice but I feel the placement wasn't thought thru very well. With the Lexington/LTMS/Penner intersection the city could've used that space for a better intersection
- negative people on social media
- Never put a clothing store or walmart here. Also, tear the battery plant down and just put a park there.
- NEW CITY COUNCIL
- No large apartment complexes
- No more apartments/condos
- No more construction and affordable housing
- No Panasonic/worker traffic
- not happy with expansion of 83rd
- not losing the small town feel
- Not to develop too much more. Our main road of 83rd Street is not functional for any more development. Keep some parts of De Soto open and rural. Improve downtown with quaint lights and flowers–take pride and ownership to downtown De Soto. We don't need to make a whole plan to spend lots of money–just a few quaint tweaks of old fashioned lights to match Miller Park and some flowers (from our local De Soto Feed Store perhaps.)
- number of law enforcement officers
- opportunity for starter homes
- our own police department
- Outlying streets with lighting

- Overall Appearance. Make it a destination town for people from surrounding areas to spend a few hours of the day. We don't have a draw for people to come and spend their money unless they are working here. I would also like to see city enforcement of exteriors of homes.
- Panasonic will ruin the small town feel. Need a large fitness facility like crunch fitness
- park with lighted walking paths
- parks
- parks, community center
- Please clean the sidewalks up town
- Police safety and security, more police
- Posted directories
- Price of water
- Prohibit bikes on 83rd and widen 83rd St.
- Provide more personal care shops and healthcare facilities. Renovate downtown district!!  
Remove mobile home parks away from the downtown. Provide new affordable housing to low income residents.
- Put up noise abatement barriers along Hwy 10.
- Quit building multifamily homes
- race relations
- Rapid growth before infrastructure is ready
- recall city council, improve admin staff
- Recreation for families and young children-walking and biking trails.
- reduce development
- reduce development
- Reduce water rates; build affordable housing like HFH homes
- Refurbish all town streets properly/light unlit streets/have all carnivals at the park/remove trailer homes/require re-face of downtown businesses
- Remove any existing leaders who dealt with(received kickbacks and fluff from) Panasonic
- remove the plant
- remove trailer park from 83rd st
- Restaurant options
- Restaurant options
- Restaurants and retail options
- Retail development and services. A real grocery store, sports bar, Walmart, sporting goods store, restaurants
- Retail growth
- retail options, traffic flow
- Revitalize downtown area
- Revitalize downtown area
- road layout
- roads
- roads
- Roads and sewer/ waste water
- Roads and water

- Roads widening Lexington
- Roads, 83rd St.
- roads, more parks
- roads/water/sewer in the older part of town
- Roundabout and add turning lane to 83rd St., East to city limit
- sewer and water pressure
- Sewer bills should be reflective of average winter usage as done in other communities. You are overcharging homeowners who water and landscape.
- Shopping
- Shopping
- Sidewalk connectivity thru pizza hut and gas stations. Too many loose dogs
- Sidewalks
- Sidewalks
- Sidewalks and more police force
- Sidewalks in the downtown area
- Sidewalks on our roads.
- Slow down and be selective with development. We only have one chance to do it correctly. One chance to set the bar high.
- Slow down development
- Slow down development
- slow down growth
- slow down growth
- Slow down the progress. We are not a big city and don't need to try to make it one.
- slow down, growing too fast
- Slow the pace of growth down
- Slowing industrial development.
- Small business and one big box store
- small business support, beautify downtown, restore Abott Hall
- Some streets and most sidewalks; also multi homes, mailboxes and disrepair
- Splash pads and trails
- stop building
- stop growing
- Stop multifamily housing
- Stop Panasonic plant
- Stop taking out green space & crowding homes/apartments together! Improve road conditions on 83rd & on 95th
- Stop taking people's property.
- Stop with the multi-family housing. It doesn't fit into the small town, farm like community. We don't have the schools, teacher, or amenities and we don't want them! We live in our small town for a reason, we want it small!!!
- Street lights needed - 83rd St too dark
- street utility beautification
- streets

- streets
- streets
- streets and bike lanes
- Streets and downtown
- Streets and gutters in old town
- Streets and traffic control
- Streets, sidewalks and traffic speeding patrol
- Stronger backbone in area of development. We are not prepared for Panasonic and surrounding development.
- Supermarket with healthier options and more restaurants
- support small business
- Supporting businesses so they remain and don't close.
- Target, coffee shop, Sonic, Aldi
- Taxes
- Taxes (lower)
- Taxes are too high
- TAXES ARE TOO HIGH
- The communication. We get no calls or warnings when they start digging our yards or doing maintenance near our homes. We also don't get support to fix what these contractors destroy from the city. Too much construction without city supervision.
- The curbs by the streets are falling apart.
- The expensive living and growth
- The roads with the higher amount of traffic that is now being obtained
- The roads, Lexington and 83rd need to be wider
- The traffic issues on Lexington with all of the Panasonic construction going on. The "rush hours" are getting more dangerous.
- The upgrade of 83rd Street/Lexington Trail from K-10 to Lenexa City Limits.
- The utilities
- The water
- The water we drink, it is terrible.
- Too many large trucks
- Too many rentals being built
- Too much traffic and trash coming from the Panasonic workers.
- Town newsletter or paper
- Traffic
- traffic flow
- Traffic flow and crosswalks.
- Traffic
- trail connectivity
- Transparency of city leaders
- Walkability
- walking paths on all main roads
- water

- water
- Water and waste water infrastructure. Personally, I would look into purchasing water from another water, utility like water one and getting out of the clean water business. Then spend money to improve the waste water infrastructure. The city needs to get out of the clean water business and leave that to the experts.
- Water and waste water services
- Water quality
- Water quality and more restaurants.
- water quality, sewer pricing
- We need more amenities. Other than Harp's dollar general, we don't have opportunities to shop for everyday needs. Happy to have Harp's, but they have higher prices and get "crap" fresh produce. Gardner KS availability of services (maybe Eudora) surpasses ours. Why is that? Why aren't we attracting more retail business?
- Widen Corliss Road and Waverly Road. Dangerous drop offs in several places between 83rd and 95th.
- Would be nice if it turned into something like Olathe with food and entertainment options
- Would like a hardware store and another restaurant.
- Would like to see more shops, recreation places and places to eat. However, I am NOT interested in any large box stores like Walmart or Target. I would also like to see further development and improvement of downtown. Would also like to see more affordable housing and rental opportunities including apartments/condos/townhouses.



# Survey Instrument

## KANSAS

Fall 2024

**Rick Walker**  
*Mayor*

**Mike Brungardt, P.E.**  
*City Administrator*

**Patrick G. Reavey**  
*City Attorney*

**Brandon Mills**  
*Asst. City Administrator / City Clerk*

**City Council**  
*Rob Daniels*  
*Kevin Honomichl*  
*Danny Lane*  
*Victoria McMoran*  
*Courtney Tripp*

**Dear De Soto Resident,**

In order to better serve you, the City of De Soto is gathering resident opinions on programs and services. Your feedback will help us improve existing services and determine future programs to meet your needs.

The survey should only take about 15 minutes to complete and is being sent to every household in De Soto. Your guidance is critical as we map out the future of our growing community. Be assured that individual responses are completely confidential. The results will be tabulated and viewed only as a whole – and will be shared with city leaders and the entire community.

The City has contracted with ETC Institute to administer and analyze the results, which will be presented at a public City Council meeting in January.

**Please return your completed survey using the postage-paid envelope provided.** Only one person per household may take the survey. **If you prefer to take the survey online, visit [DesotoSurvey.org](https://DesotoSurvey.org).**

If you have any questions about the survey, please contact Ryan Murray, Assistant Director of Community Research with ETC Institute at 913.254.4598 or [ryan.murray@etcinstitute.com](mailto:ryan.murray@etcinstitute.com).

**Every household that completes the survey will be entered in a drawing for a chance to win a \$500 Visa gift card.**

Thank you for your participation in helping design De Soto.

**Estimado residente de De Soto,**

Para brindarle un mejor servicio, la Ciudad de De Soto está reuniendo las opiniones de los residentes sobre programas y servicios. Sus comentarios nos ayudarán a mejorar los servicios existentes y determinar los programas futuros para satisfacer sus necesidades.

La encuesta solo debe tomar unos 15 minutos para completarse y se enviará a todos los hogares en De Soto. Su orientación es fundamental a medida que trazamos el futuro de nuestra creciente comunidad. **Tenga la seguridad de que las respuestas individuales serán completamente confidenciales.** Los resultados se tabularán y se verán en conjunto, y se compartirán con los líderes de la ciudad y toda la comunidad.

La Ciudad ha contratado al Instituto ETC para administrar y analizar los resultados, que se presentarán en una reunión pública del Concejo Municipal en enero.

**Devuelva su encuesta completa utilizando el sobre con franqueo pagado provisto.** Solo una persona por hogar puede tomar la encuesta. **Si prefiere realizar la encuesta en línea, visite [DesotoSurvey.org](https://DesotoSurvey.org).**

Si tiene alguna pregunta sobre la encuesta, comuníquese con Ryan Murray, subdirector de investigación comunitaria del Instituto ETC al 913.254.4598 o [ryan.murray@etcinstitute.com](mailto:ryan.murray@etcinstitute.com).

**Cada hogar que complete la encuesta participará en un sorteo para recibir una tarjeta de regalo Visa de \$500.**

Gracias por su participación.

913.583.1182  
Fax 913.583.3123

PO Box C  
32905 W 84th Street  
De Soto, KS 66018

[www.desotoks.us](http://www.desotoks.us)



## 2024 City of De Soto Citizen Satisfaction Survey

Please take a few minutes to complete this survey. Your input is a valuable piece of the City's long-term strategic planning and helps guide the vision of De Soto's future. [DeSotoSurvey.org](https://www.desotosurvey.org)

1. **Overall Ratings.** Please rate your overall satisfaction with major categories of services provided by the City of De Soto using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Major Categories of City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of Street Maintenance	5	4	3	2	1	9
2. Overall quality of City Water and Wastewater utility services	5	4	3	2	1	9
3. Overall quality of City land use and development planning	5	4	3	2	1	9
4. Overall quality of City Parks and Recreation programs and facilities	5	4	3	2	1	9
5. Overall quality of Law Enforcement	5	4	3	2	1	9
6. Overall effectiveness of City Communication with the public	5	4	3	2	1	9
7. Overall quality of Customer Service you receive from City employees	5	4	3	2	1	9

2. Which TWO of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]

1st: \_\_\_\_ 2nd: \_\_\_\_

3. **Perceptions of De Soto.** Several items that may influence your perception of De Soto are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Perceptions of the City	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of services provided by the City of De Soto	5	4	3	2	1	9
02. Overall appearance of the City	5	4	3	2	1	9
03. Overall image of De Soto	5	4	3	2	1	9
04. Overall quality of life in De Soto	5	4	3	2	1	9
05. Overall feeling of safety in De Soto	5	4	3	2	1	9
06. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
07. Overall quality of public education in De Soto	5	4	3	2	1	9
08. Overall quality of Downtown De Soto (83rd St.)	5	4	3	2	1	9
09. Beautification of Downtown De Soto (flowers, trees, art)	5	4	3	2	1	9
10. The City as a culturally welcoming place where all feel at home	5	4	3	2	1	9

4. Please rate De Soto using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following.

Rating the City of De Soto...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place where you would buy your next home	5	4	3	2	1	9

**5. City Leadership. For each of the items listed below, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

City Leadership		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of leadership provided by City Council	5	4	3	2	1	9
2.	Overall accessibility and responsiveness of City Council members	5	4	3	2	1	9
3.	Overall effectiveness of the City Administrator and appointed staff	5	4	3	2	1	9

**6. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.**

Street Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of sidewalks	5	4	3	2	1	9
2.	Maintenance of pavement and potholes	5	4	3	2	1	9
3.	Street sweeping services	5	4	3	2	1	9
4.	Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
5.	Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
6.	City efforts to prevent street flooding	5	4	3	2	1	9
7.	Snow removal on City streets	5	4	3	2	1	9

**7. Water and Wastewater Utilities. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.**

Water and Wastewater Utilities		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of your drinking water	5	4	3	2	1	9
2.	Overall value that you receive for water and wastewater utility rates	5	4	3	2	1	9
3.	Overall customer service from water service employees	5	4	3	2	1	9
4.	What you are charged for water	5	4	3	2	1	9
5.	How easy your bill is to understand	5	4	3	2	1	9
6.	How easy it is to resolve bill problems	5	4	3	2	1	9
7.	How well the City keeps you informed about water quality issues or disruptions to your water services	5	4	3	2	1	9

**8. Code Enforcement. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

Code Enforcement		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing cleanup of debris on private property	5	4	3	2	1	9
2.	Enforcing mowing and cutting of weeds on private property	5	4	3	2	1	9
3.	Enforcing exterior maintenance of business property	5	4	3	2	1	9
4.	Enforcing exterior maintenance of residential property	5	4	3	2	1	9

**9. How would you describe the City's level of enforcement when it comes to codes and ordinances?**

\_\_\_(3) Too much      \_\_\_(2) About right      \_\_\_(1) Too little      \_\_\_(9) Don't know

**10. Parks and Recreation.** For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Parks and Recreation Amenities	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of City parks (appearance/cleanliness)	5	4	3	2	1	9
02. Number of City parks	5	4	3	2	1	9
03. Condition of park equipment	5	4	3	2	1	9
04. Number of walking and biking trails	5	4	3	2	1	9
05. Number of park shelters	5	4	3	2	1	9
06. Quality of Aquatic Center	5	4	3	2	1	9
07. Quality of Senior Center	5	4	3	2	1	9
08. Number of City outdoor athletic fields (baseball, soccer, softball)	5	4	3	2	1	9
09. Number of City outdoor athletic courts (pickleball, tennis, basketball)	5	4	3	2	1	9
10. Number of City indoor recreation facilities (community center gym)	5	4	3	2	1	9
11. Amount of arts, cultural opportunities, and related events	5	4	3	2	1	9
12. Quality of Summer Concert Series	5	4	3	2	1	9
13. Ease of registering for recreation programs	5	4	3	2	1	9
14. Cost of parks/recreation programs offered by the City	5	4	3	2	1	9
15. Availability of information about parks and recreation services	5	4	3	2	1	9
16. Quality of the City's youth programs (baseball, soccer, basketball, softball, t-ball, blastball, volleyball)	5	4	3	2	1	9

**11. Please indicate if YOU or any member of your HOUSEHOLD have a desire/want for the following additional programs. [Check ALL that apply.]**

- |  |   |
|--|---|
| <input type="checkbox"/> (01) Arts and culture programs                          | <input type="checkbox"/> (07) Special events (holidays, festivals, themed events)     |
| <input type="checkbox"/> (02) More youth sports options                          | <input type="checkbox"/> (08) Senior programs   |
| <input type="checkbox"/> (03) Youth non-sports programs (sewing, music, art)     | <input type="checkbox"/> (09) Adaptive/special needs programs                         |
| <input type="checkbox"/> (04) Adult sport programs                               | <input type="checkbox"/> (10) Family programming (multigenerational participation)    |
| <input type="checkbox"/> (05) Adult non-sport programs                           | <input type="checkbox"/> (11) Nature based education/activities (outdoor experiences) |
| <input type="checkbox"/> (06) Out of school programs (break camps, summer camps) | <input type="checkbox"/> (12) Other: _____  |

**12. Which THREE programming types from the list in Question 11 are MOST IMPORTANT to you and the members of your household? [Write-in your answers below using the numbers from the list in Question 11, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

**13. Please indicate if YOU or any member of your HOUSEHOLD have a desire/want for the following additional amenities. [Check ALL that apply.]**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Community parks (e.g., playgrounds, picnic shelters, walking paths, restrooms) | <input type="checkbox"/> (08) Riverfest Park band shelter/amphitheater   |
| <input type="checkbox"/> (02) Splash pad (water spray pad recreation area)                                   | <input type="checkbox"/> (09) Miller Park improvements (playground equipment, concessions, restrooms, additional shelter house)      |
| <input type="checkbox"/> (03) Aquatic center upgrades/expansion  | <input type="checkbox"/> (10) Skate/bike park  |
| <input type="checkbox"/> (04) Bike lanes   | <input type="checkbox"/> (11) New/additional sports fields/courts (baseball, softball, soccer, football, pickleball, lacrosse, etc.) |
| <input type="checkbox"/> (05) Walking paths/trails   | <input type="checkbox"/> (12) Other: _____   |
| <input type="checkbox"/> (06) New indoor all-purpose recreation facility                                     |  |
| <input type="checkbox"/> (07) Riverfest Park playground equipment expansion                                  |  |

**14. Which THREE amenity types from the list in Question 13 are MOST IMPORTANT to you and the members of your household? [Write-in your answers below using the numbers from the list in Question 13, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

**15. Communication.** Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of De Soto.

Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of information about City programs, services and events	5	4	3	2	1	9
2. City efforts to keep you informed about city-related issues	5	4	3	2	1	9
3. Quality of City's website	5	4	3	2	1	9
4. Quality of City's monthly newsletter, distributed in utility bills	5	4	3	2	1	9
5. Quality of the City's email newsletter	5	4	3	2	1	9
6. City social media (Facebook, Instagram, etc.) - if you don't follow at least one City social media account, please circle "9"	5	4	3	2	1	9
7. Responsiveness of City social media accounts - if you don't follow at least one City social media account, please circle "9"	5	4	3	2	1	9
8. Ease in communication with City departments and staff	5	4	3	2	1	9

**16. Communication Sources.** Please rate your usage of each of the following communication sources to stay informed about City news.

Sources of Communication	My Usage					Effectiveness				
	Often	•	•	•	Never	Effective	•	•	•	Ineffective
1. City website (www.desotoks.us)	5	4	3	2	1	5	4	3	2	1
2. The City's monthly newsletter, distributed in utility bills	5	4	3	2	1	5	4	3	2	1
3. The City's bi-weekly e-newsletter, distributed via email	5	4	3	2	1	5	4	3	2	1
4. City Facebook page	5	4	3	2	1	5	4	3	2	1
5. Community Facebook page (In and Around De Soto)	5	4	3	2	1	5	4	3	2	1
6. Discovering De Soto (the community magazine)	5	4	3	2	1	5	4	3	2	1
7. Instagram	5	4	3	2	1	5	4	3	2	1
8. YouTube	5	4	3	2	1	5	4	3	2	1
9. Other: _____	5	4	3	2	1	5	4	3	2	1

**17. What are THREE other ways you would like the City to communicate with you?**

- 1. Texting
  - 2. WhatsApp
  - 3. Video messages
  - 4. Mobile App
  - 5. Council Meet and Greets
  - 6. Staff Meet and Greets
  - 7. Other social media (please specify): \_\_\_\_\_
  - 8. Other: \_\_\_\_\_
- 1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

**18. Have you visited the City's website (www.desotoks.us) during the past 12 months?**

\_\_\_\_(1) Yes [Answer Q18a.]      \_\_\_\_ (2) No [Go to Q19.]

**18a. How easy was it to find the information you were looking for on the website?**

\_\_\_\_(4) Very easy      \_\_\_\_ (3) Somewhat easy      \_\_\_\_ (2) Somewhat difficult      \_\_\_\_ (1) Very difficult

**19. Have you interacted (by phone, on social media, or in person) with the City for a question, problem, or complaint during the past year?**

\_\_\_\_(1) Yes [Answer Q19a-c.]      \_\_\_\_ (2) No [Go to Q20.]

**19a. How easy was it to contact the person you needed to reach?**

\_\_\_\_(4) Very easy      \_\_\_\_ (3) Somewhat easy      \_\_\_\_ (2) Somewhat difficult      \_\_\_\_ (1) Very difficult

**19b. Which department did you contact most recently? [Choose only one.]**

- \_\_\_\_(01) City Administrator
- \_\_\_\_(02) City Clerk
- \_\_\_\_(03) Parks and Recreation
- \_\_\_\_(04) Public Works (Street)
- \_\_\_\_(05) Water
- \_\_\_\_(06) Planning and Zoning
- \_\_\_\_(07) Code Enforcement
- \_\_\_\_(08) Building Inspections
- \_\_\_\_(09) Front Office (utilities, pet tags, general information)
- \_\_\_\_(10) Municipal Court

**19c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 5 to 1, where 5 means "Always" and 1 means "Never."**

City Staff...	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. Were courteous and polite	5	4	3	2	1	9
2. Gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3. Did what they said they would do in a timely manner	5	4	3	2	1	9
4. Helped you resolve an issue to your satisfaction	5	4	3	2	1	9

**20. Economic Growth and Planning. Rate your satisfaction using a scale where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

Economic Growth and Planning	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. City efforts to promote economic development	5	4	3	2	1	9
2. Overall quality of new development in De Soto	5	4	3	2	1	9
3. How well the City is managing and planning overall growth and development	5	4	3	2	1	9
4. How well the City is managing and planning growth and development around the former Sunflower Ammunition Plant	5	4	3	2	1	9
5. Access to quality childcare you can afford	5	4	3	2	1	9
6. Access to quality healthcare you can afford	5	4	3	2	1	9
7. Access to healthy food you can afford	5	4	3	2	1	9
8. Access to quality housing you can afford	5	4	3	2	1	9
9. Access to jobs that offer a living wage	5	4	3	2	1	9

**21. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," how much do you agree the City of De Soto needs the following types of businesses?**

Type of Business	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. Health and personal care stores	5	4	3	2	1	9
2. Sporting goods stores	5	4	3	2	1	9
3. Clothing, shoe and accessories stores	5	4	3	2	1	9
4. Specialty groceries and food services	5	4	3	2	1	9
5. Sports entertainment (go-karts, bowling, indoor play areas)	5	4	3	2	1	9
6. Restaurants, bars, and pubs	5	4	3	2	1	9
7. Big box stores (Walmart, Target)	5	4	3	2	1	9
8. Gyms or fitness centers, dance, yoga, martial arts	5	4	3	2	1	9
9. Other: _____	5	4	3	2	1	9

**22. For each of the following, please rate the City's current availability of housing in each of the following areas on a three-point scale, where 3 means "Too Much" and 1 means "Not Enough."**

Housing Options	Too Much	Just Right	Not Enough	Don't Know
1. Multi-family residential	3	2	1	9
2. Single family residential	3	2	1	9
3. Senior living	3	2	1	9
4. Affordable housing	3	2	1	9

**23. How likely would you be to recommend your community, using a scale from "Very Likely" to "Not at All Likely"?**

Recommending De Soto	Very Likely	Somewhat Likely	Neutral	Somewhat Unlikely	Not at All Likely	Don't Know
1. Recommending the City as a place to live	5	4	3	2	1	9
2. Recommending the City as a place to have a business	5	4	3	2	1	9

**24. Using a five-point scale, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas.**

Economic Development		Much Too Slow	Too Slow	Just Right	Too Fast	Much too Fast	Don't Know
1.	Office development	5	4	3	2	1	9
2.	Industrial development	5	4	3	2	1	9
3.	Multi-family residential development	5	4	3	2	1	9
4.	Single-family residential development	5	4	3	2	1	9
5.	Retail development	5	4	3	2	1	9

**25. Using a scale of 5 to 1, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to live in De Soto.**

Reasons	Extremely Important	Very Important	Important	Less Important	Not Important
01. Small-town feel	5	4	3	2	1
02. Quality of public schools	5	4	3	2	1
03. Employment opportunities	5	4	3	2	1
04. Types of housing	5	4	3	2	1
05. Affordability of housing	5	4	3	2	1
06. Availability of parks and recreation opportunities	5	4	3	2	1
07. Near family or friends	5	4	3	2	1
08. Safety and security	5	4	3	2	1
09. Proximity to Lawrence	5	4	3	2	1
10. Located in the Kansas City Metro Area	5	4	3	2	1

**26. What THREE words would you use to describe De Soto?**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

**27. What do you like MOST about De Soto?** \_\_\_\_\_

**28. What would you improve about De Soto?** \_\_\_\_\_

**29. How many years have you lived in De Soto?** \_\_\_\_\_ years

**30. What is your age?** \_\_\_\_\_ years

**31. Do you own or rent your home?** \_\_\_\_ (1) Own \_\_\_\_ (2) Rent

**32. How many people in your household (counting yourself) are in each of the following age groups?**

Under age 10: \_\_\_\_ Ages 20-34: \_\_\_\_ Ages 55-74: \_\_\_\_  
 Ages 10-19: \_\_\_\_ Ages 35-54: \_\_\_\_ Ages 75+: \_\_\_\_

**33. What best describes your current employment status?**

\_\_\_\_ (1) Employed outside the home [Answer Q33a.] \_\_\_\_ (3) Student  
 \_\_\_\_ (2) Employed in the home/have a home-based business [Answer Q33a.] \_\_\_\_ (4) Retired  
 \_\_\_\_ (5) Not currently employed

**33a. If employed, what is the ZIP CODE where you work?** \_\_\_\_\_

**34. Would you say your total annual household income is...**

\_\_\_\_ (1) Under \$15,000 \_\_\_\_ (4) \$50,000 - \$74,999 \_\_\_\_ (7) \$150,000 or more  
 \_\_\_\_ (2) \$15,000 - \$29,999 \_\_\_\_ (5) \$75,000 - \$99,999  
 \_\_\_\_ (3) \$30,000 - \$49,999 \_\_\_\_ (6) \$100,000 - \$149,999

**35. Your gender:** \_\_\_\_ (1) Male \_\_\_\_ (2) Female \_\_\_\_ (3) Prefer to self-identify: \_\_\_\_\_

