

2024 De Soto Citizen Satisfaction Survey Findings

Presented by ETC Institute

February 6, 2025

Who We Are

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

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

Our Mission

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

Our Goal

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





Agenda

01. Perceptions
02. Historical Results
03. Benchmarks
04. Opportunities
05. Additional Findings
06. Summary
07. Questions

2024 Community Survey

Purpose

- To objectively assess resident satisfaction with the delivery of City services
- To gather input from residents to help City leaders set priorities for the City
- To track the City's performance against itself and other communities over time

Methodology

- Like prior surveys by ETC Institute, last survey was conducted in 2022
- Administered by mail, phone, and online with follow-ups by text, email, and social media to residential addresses in the City of De Soto
- Sample designed to ensure results are statistically valid and representative
- 500 completed surveys were collected, MOE: +/-3.8 at 95% level of confidence

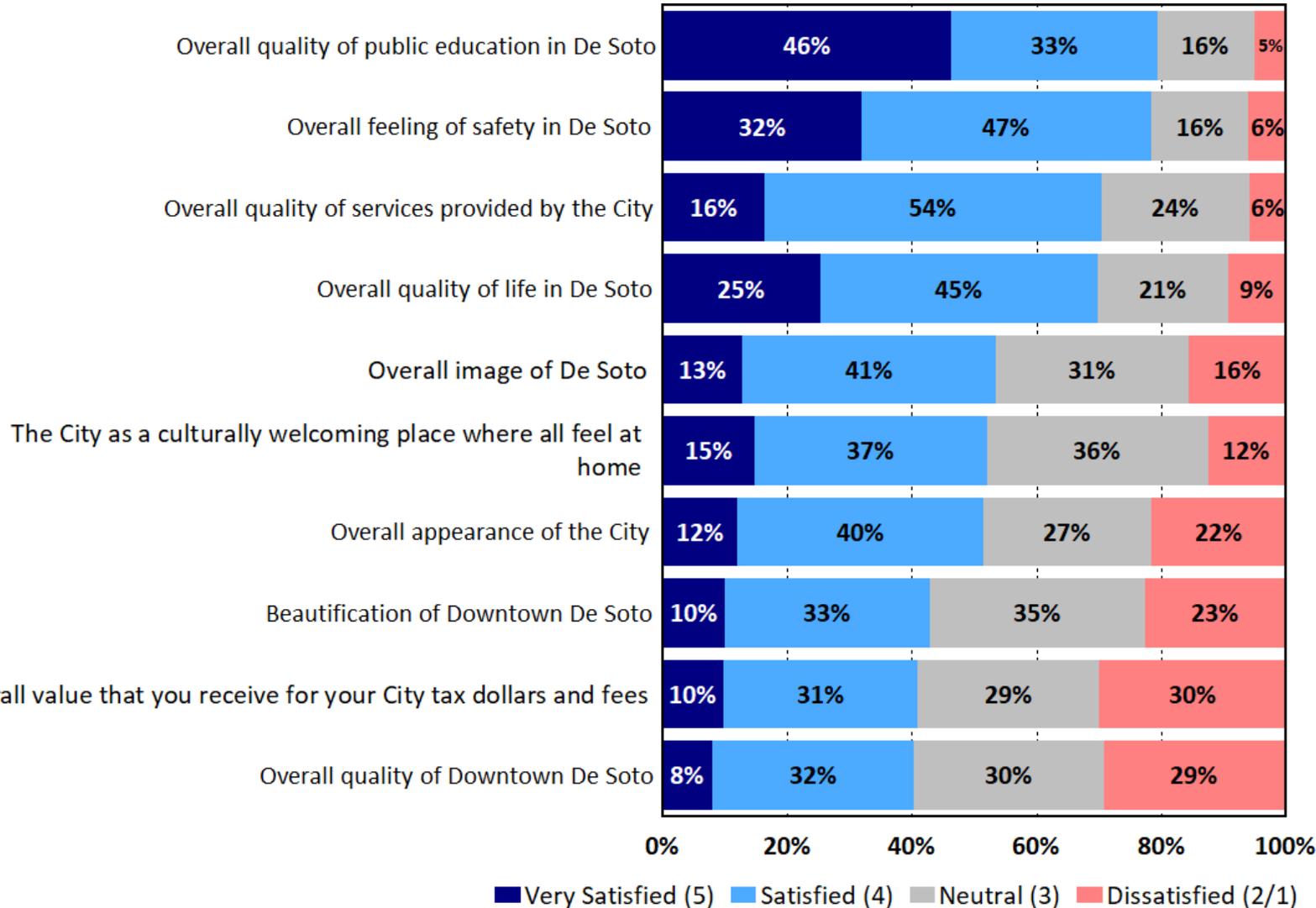
Perceptions

Overall, perceptions are still strong, but down from 2022



Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



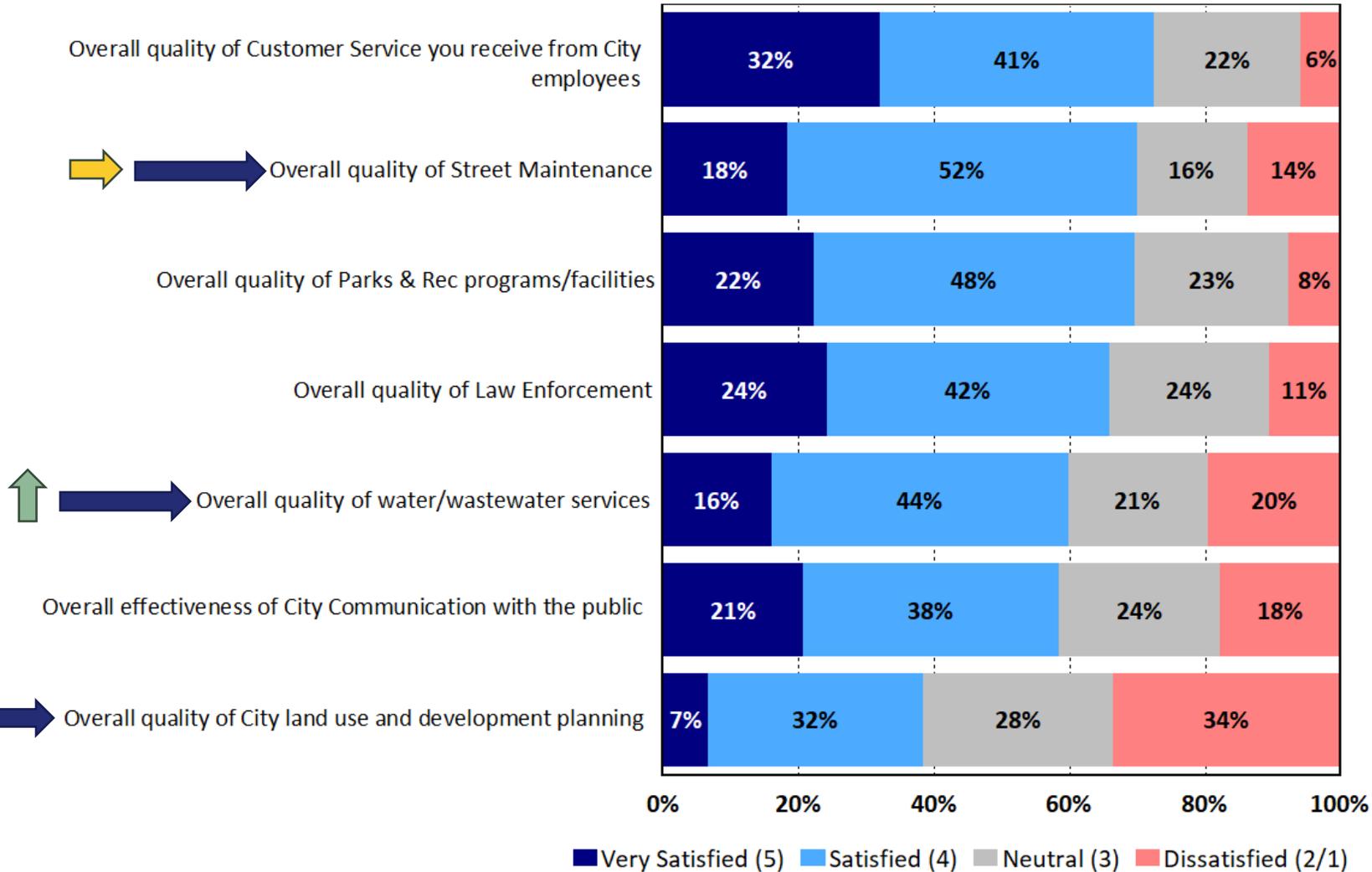
Overall Perceptions are Positive

7 of the 10 areas assessed were directly comparable to ETC Institute's National Benchmarking Database. De Soto performed significantly above the National Average in 4 areas.

De Soto performed significantly above the Plains Regional Average in 5 areas

Satisfaction with Major Categories of City Services

by percentage of respondents (excluding don't knows)



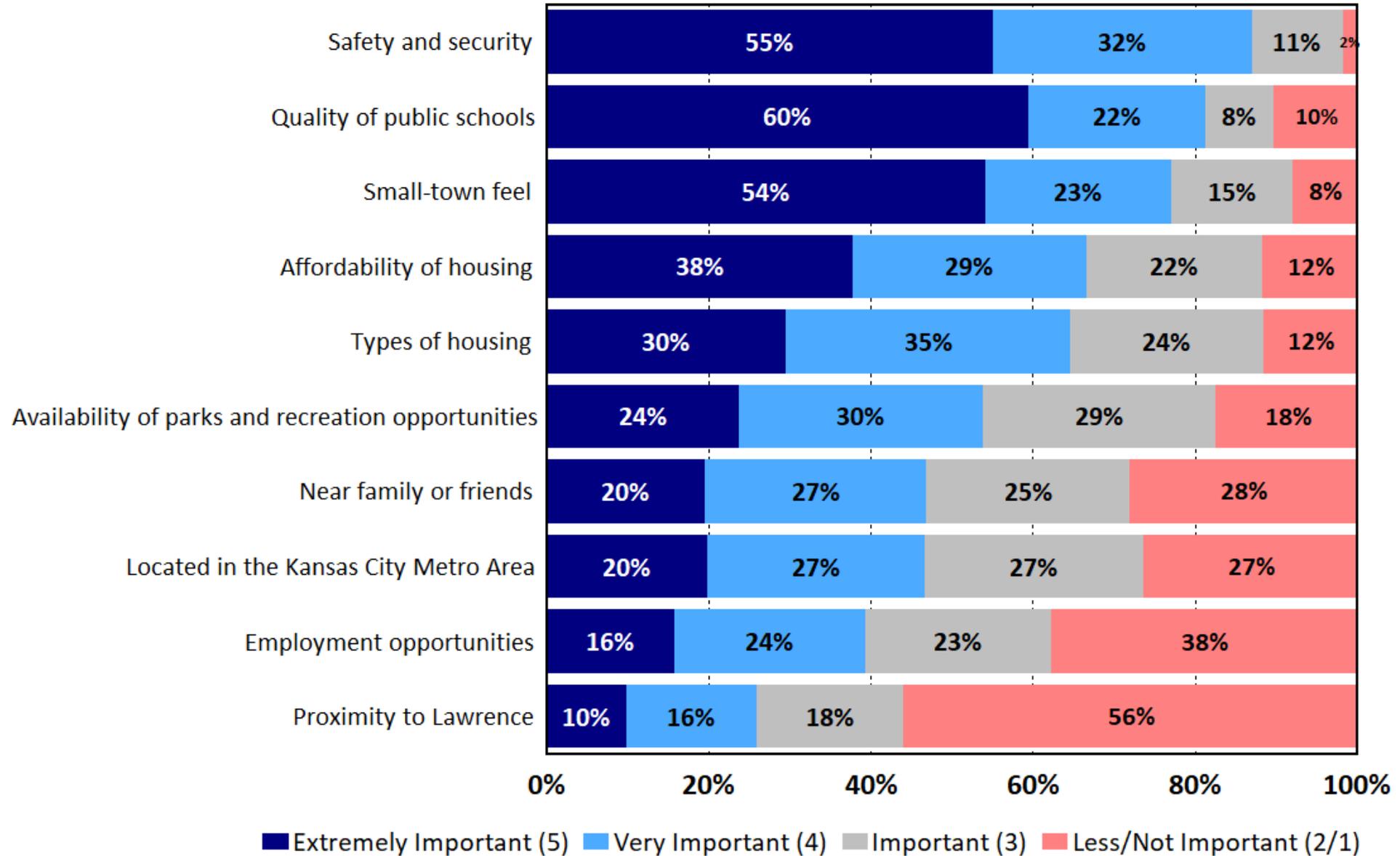
The City's Performance in Core Service Areas Is Strong

National and Regional benchmarking show the City is performing well.

The City experienced increases in positive ratings the "Overall quality of water/wastewater services" which was a top priority in 2022.

Rating the Importance of Various Reasons in Respondents Live in De Soto

by percentage of respondents (excluding don't knows)



Historical Results

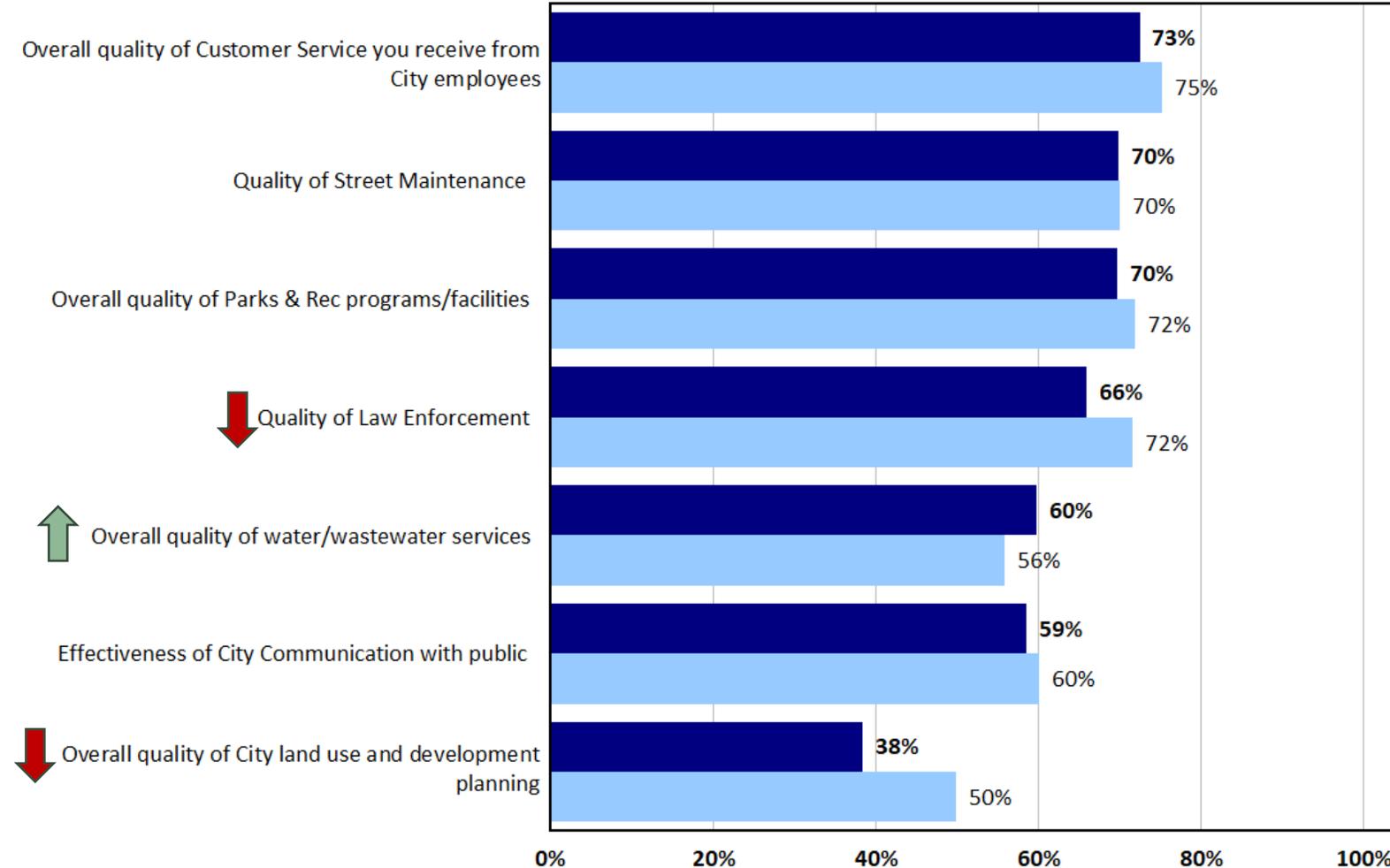
How the 2024 survey results compare to 2022 survey results



Satisfaction with Major Categories of City Services

by the sum percentage of respondents who gave a rating of either very satisfied or satisfied (excluding don't know responses)

■ 2024 ■ 2022



Nationally, Positive Ratings Have Dropped Nationally

Of the 7 areas that were directly comparable to 2022 results, the City saw one significant increase and 2 significant decreases.

Overall, the City has performed consistently from 2022 to 2024.



Positive Trends from 2022

58 Areas were comparable between the 2022 and 2024 surveys. 26 of the 58 areas (45%) saw either a positive or no significant change in satisfaction

Significant differences are those that exceed the 3.8% margin of error

Notable INCREASES in Satisfaction

1. Quality of Downtown De Soto
2. Beautification of Downtown De Soto
3. How well the City keeps you informed about water quality issues or disruptions to your water services
4. Condition of park equipment
5. Availability of info about parks & rec services



Negative Trends from 2022

58 Areas were comparable between the 2022 and 2024 surveys. 32 of the 58 areas (55%) saw a negative change in satisfaction – only 10 were significant

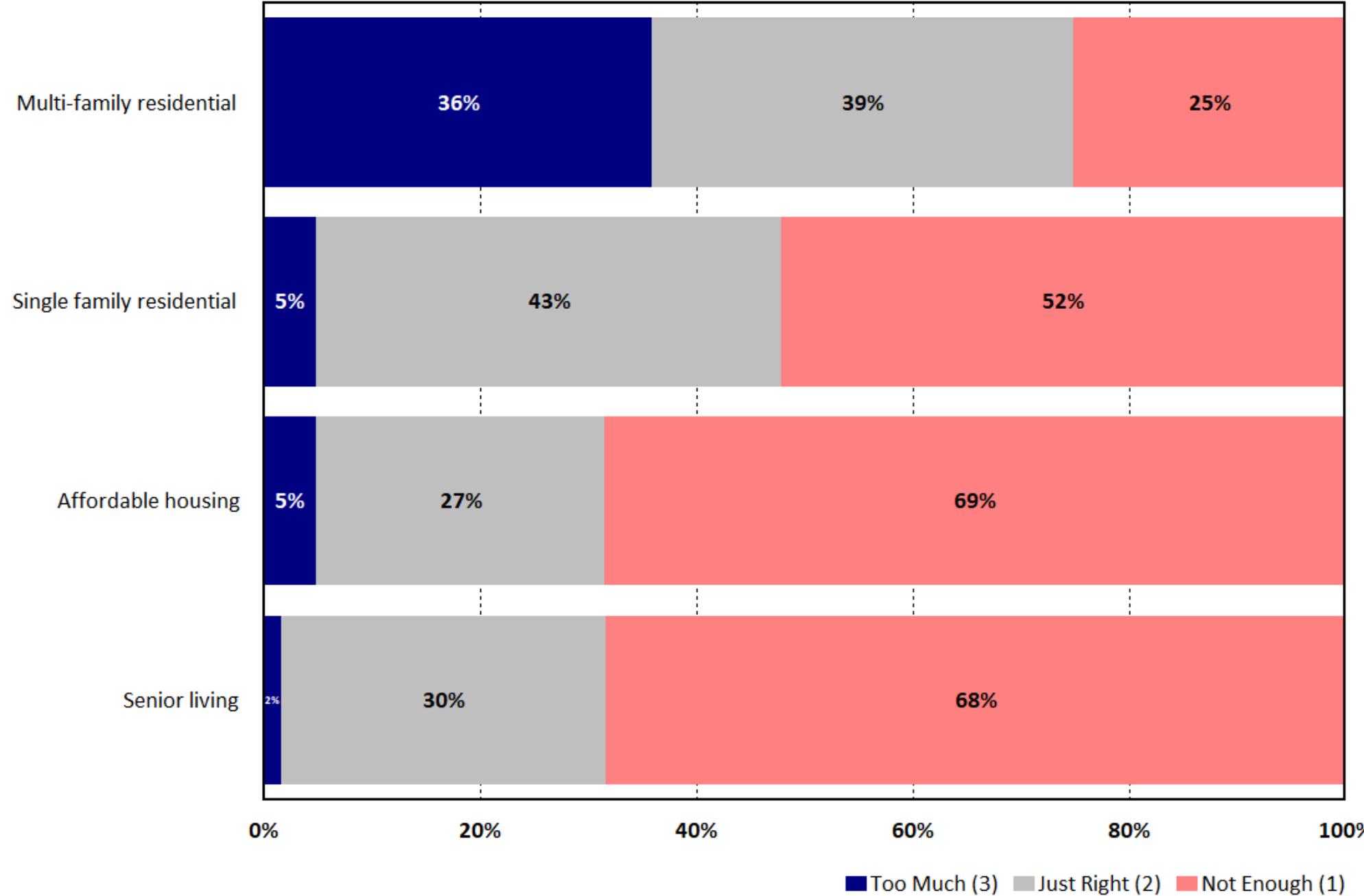
Significant differences are those that exceed the 3.8% margin of error

Notable DECREASES in Satisfaction

1. As a place where you would buy your next home
2. Overall quality of City land use and development planning
3. Quality of life in De Soto
4. How easy it is to resolve water and wastewater bill problems
5. How easy your water and wastewater bill is to understand

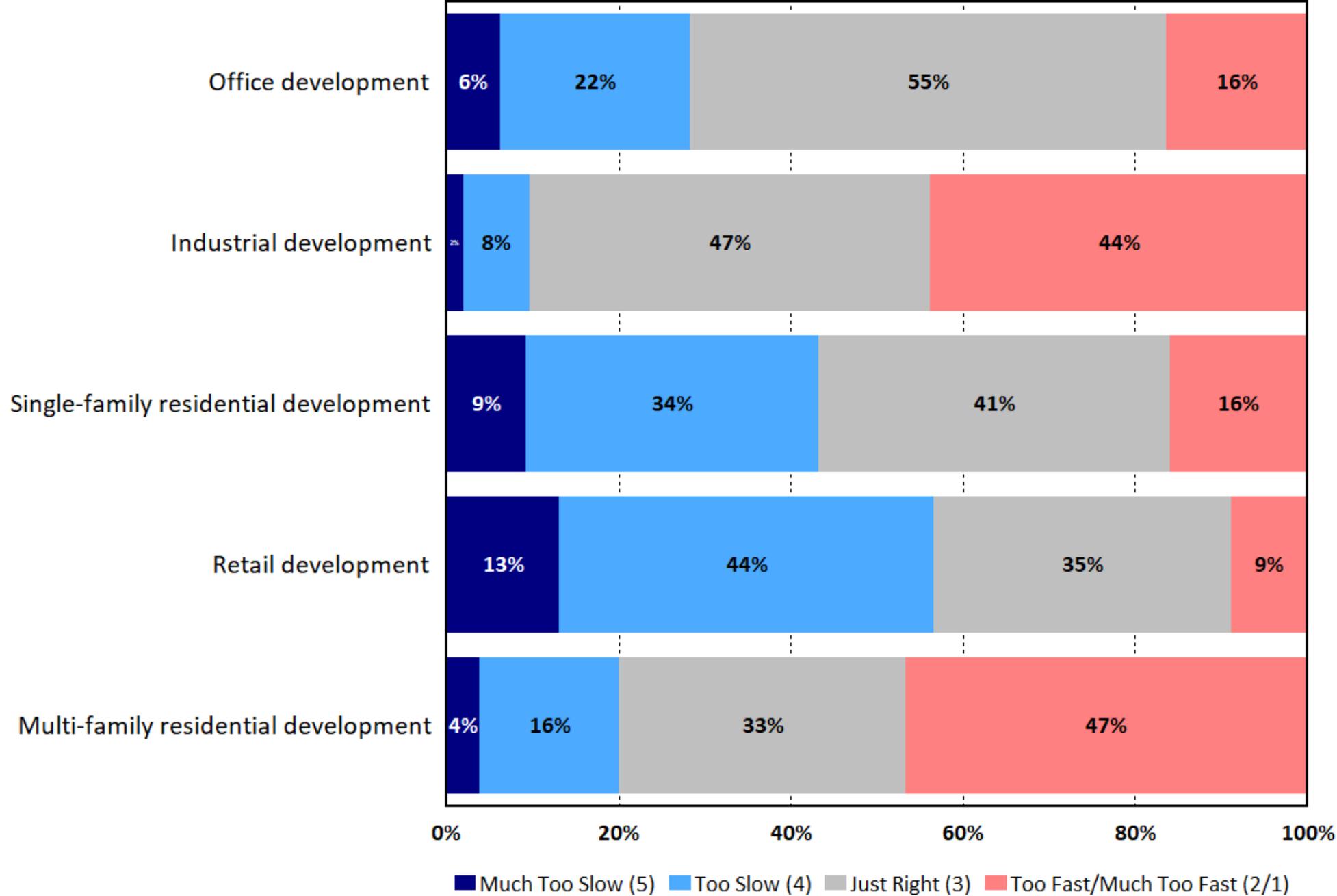
Rating City's Current Availability of Housing

by the percentage responses



Rating City's Current Pace of Development

by the percentage responses



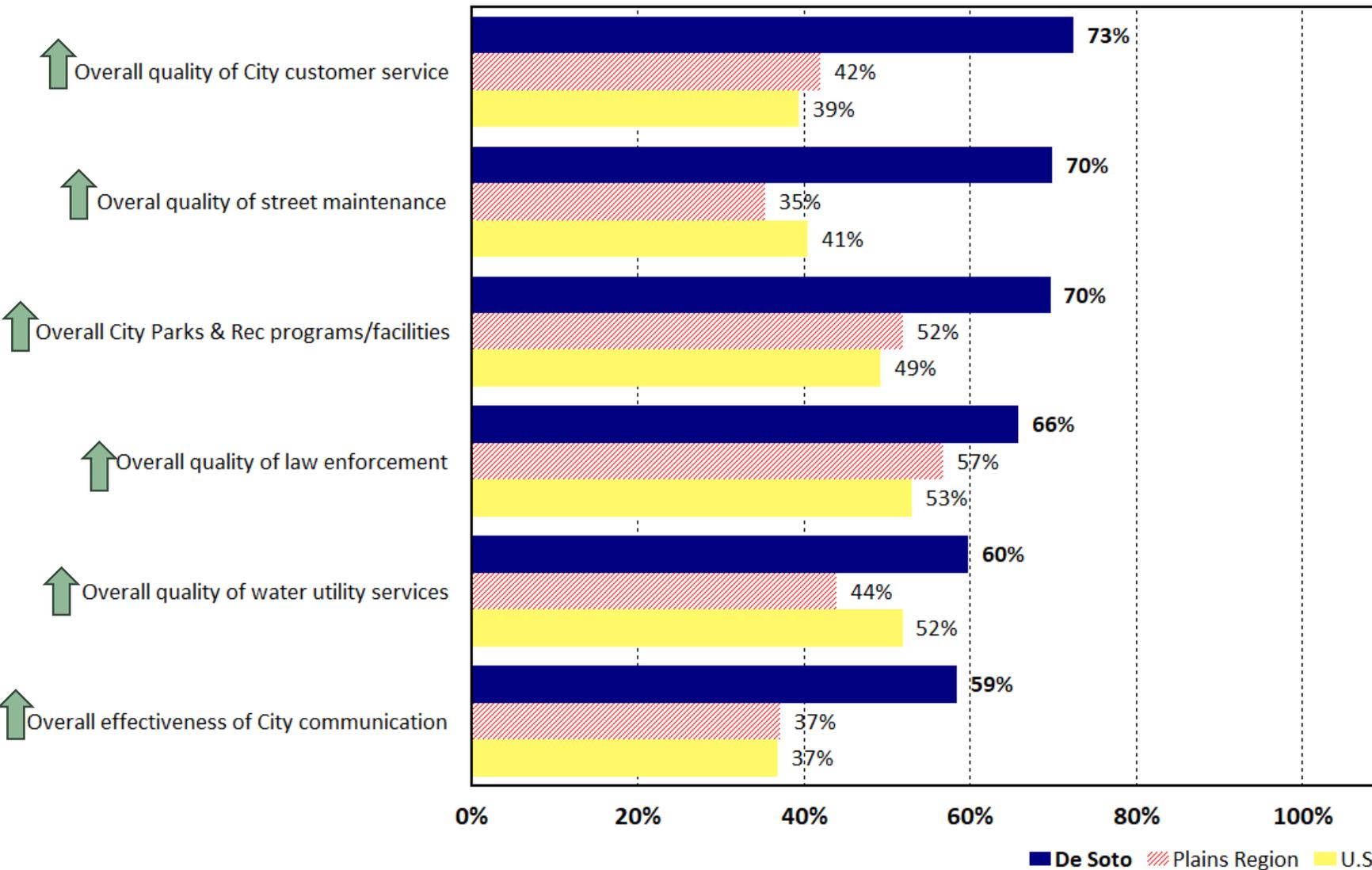
Benchmarks

How the 2024 survey results compare to National and Regional Averages



Satisfaction with Various City Services

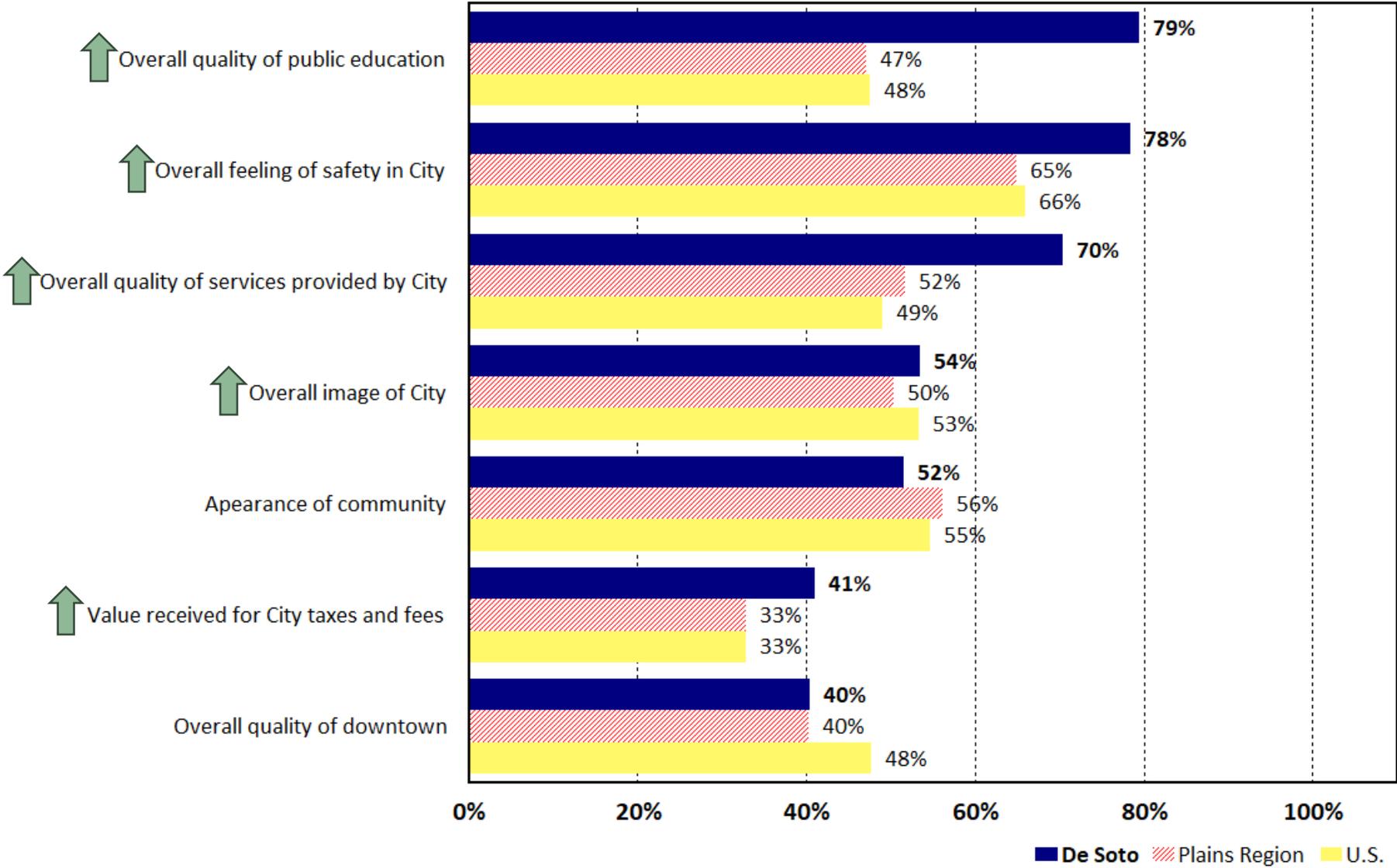
by the sum percentage of respondents who gave a rating of 5 or 4 on a 5-point scale (excluding don't know responses)



**All Areas
Assessed Were
Higher Than
National and
Regional Averages**

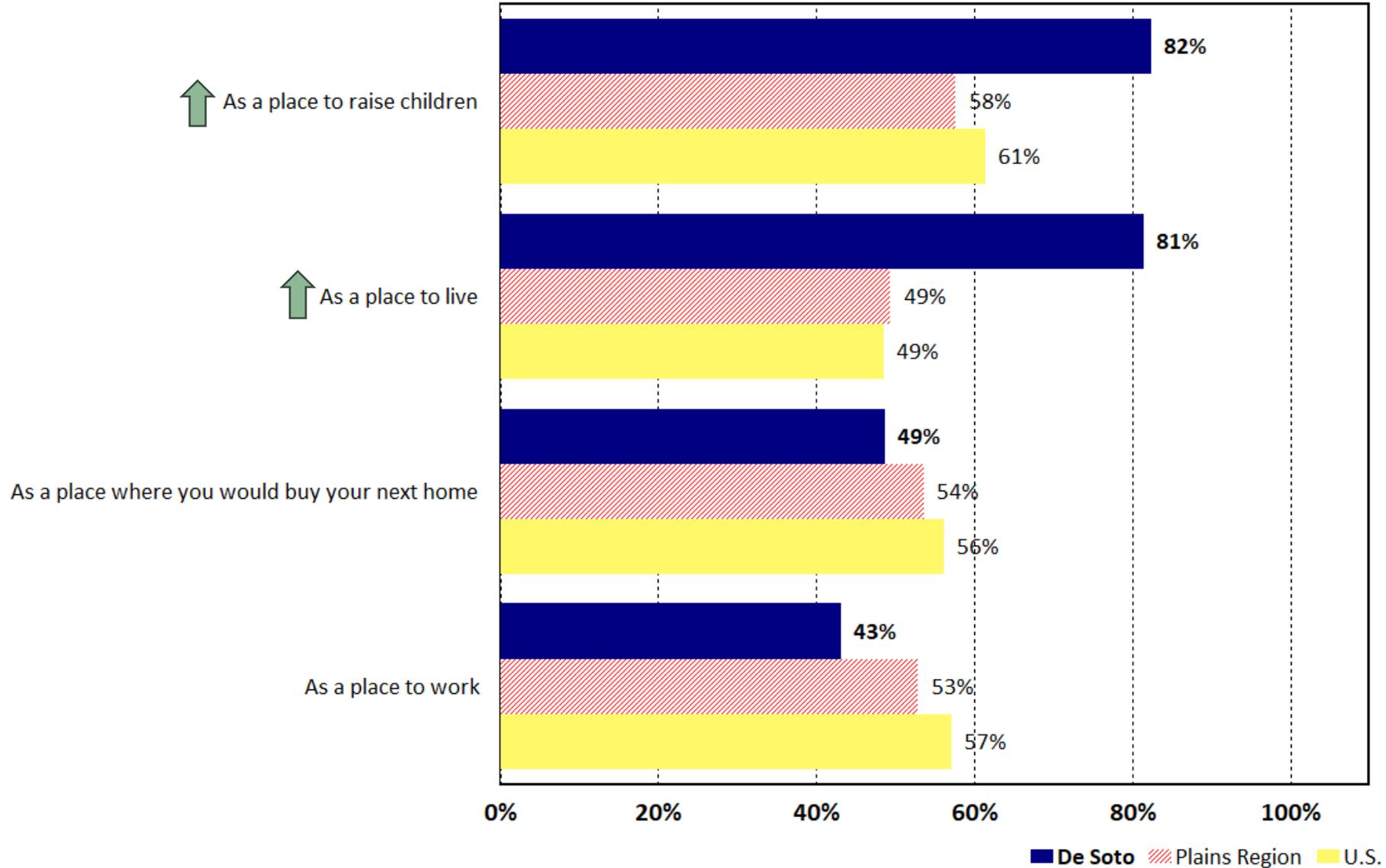
Satisfaction with Perceptions of the City

by the sum percentage of respondents who gave a rating of 5 or 4 on a 5-point scale (excluding don't know responses)



Overall Ratings of the City

by the sum percentage of respondents who gave a rating of 5 or 4 on a 5-point scale (excluding don't know responses)



Satisfaction with City Leadership

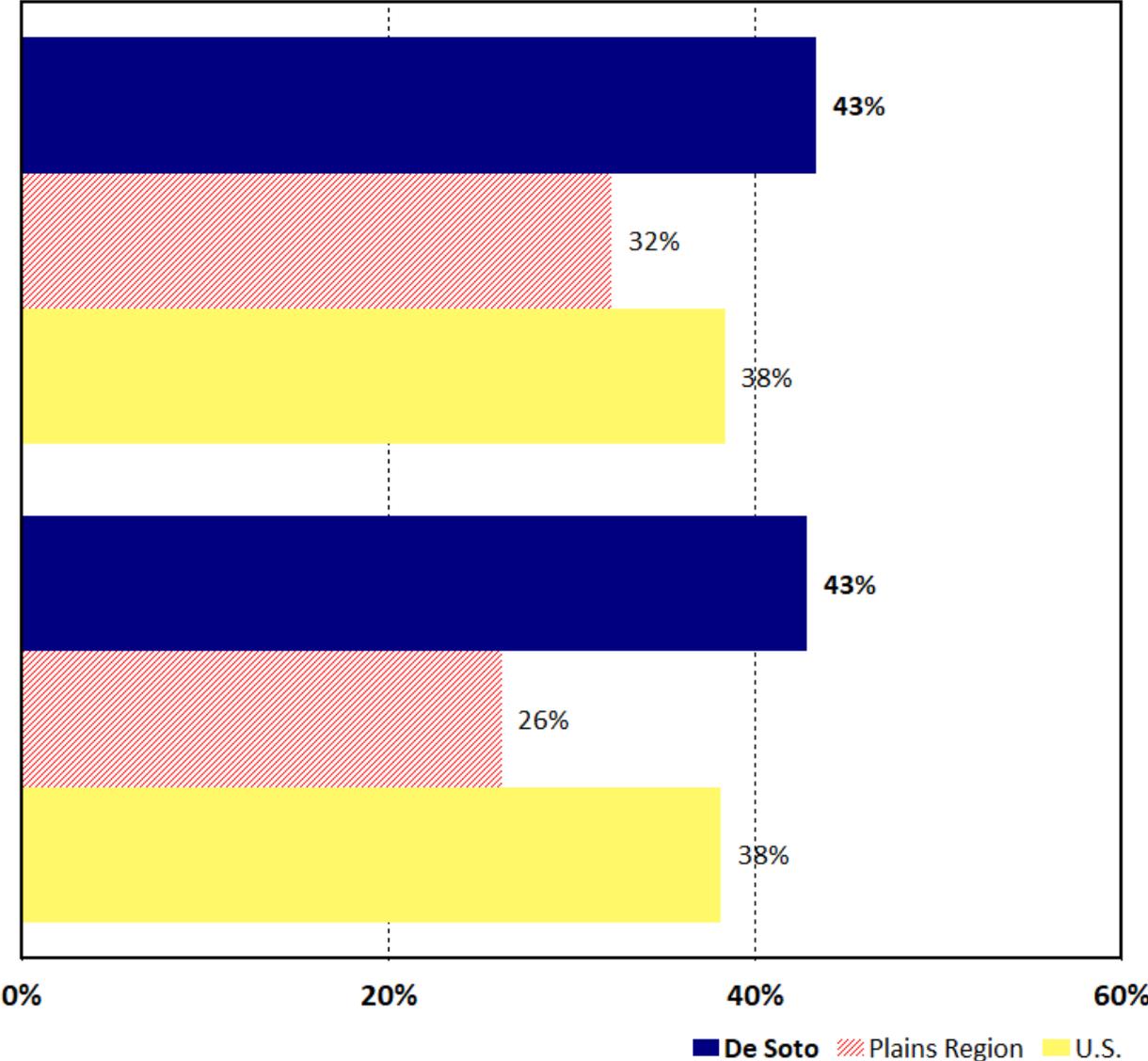
by the sum percentage of respondents who gave a rating of 5 or 4 on a 5-point scale (excluding don't know responses)



Quality of leadership by City's elected officials

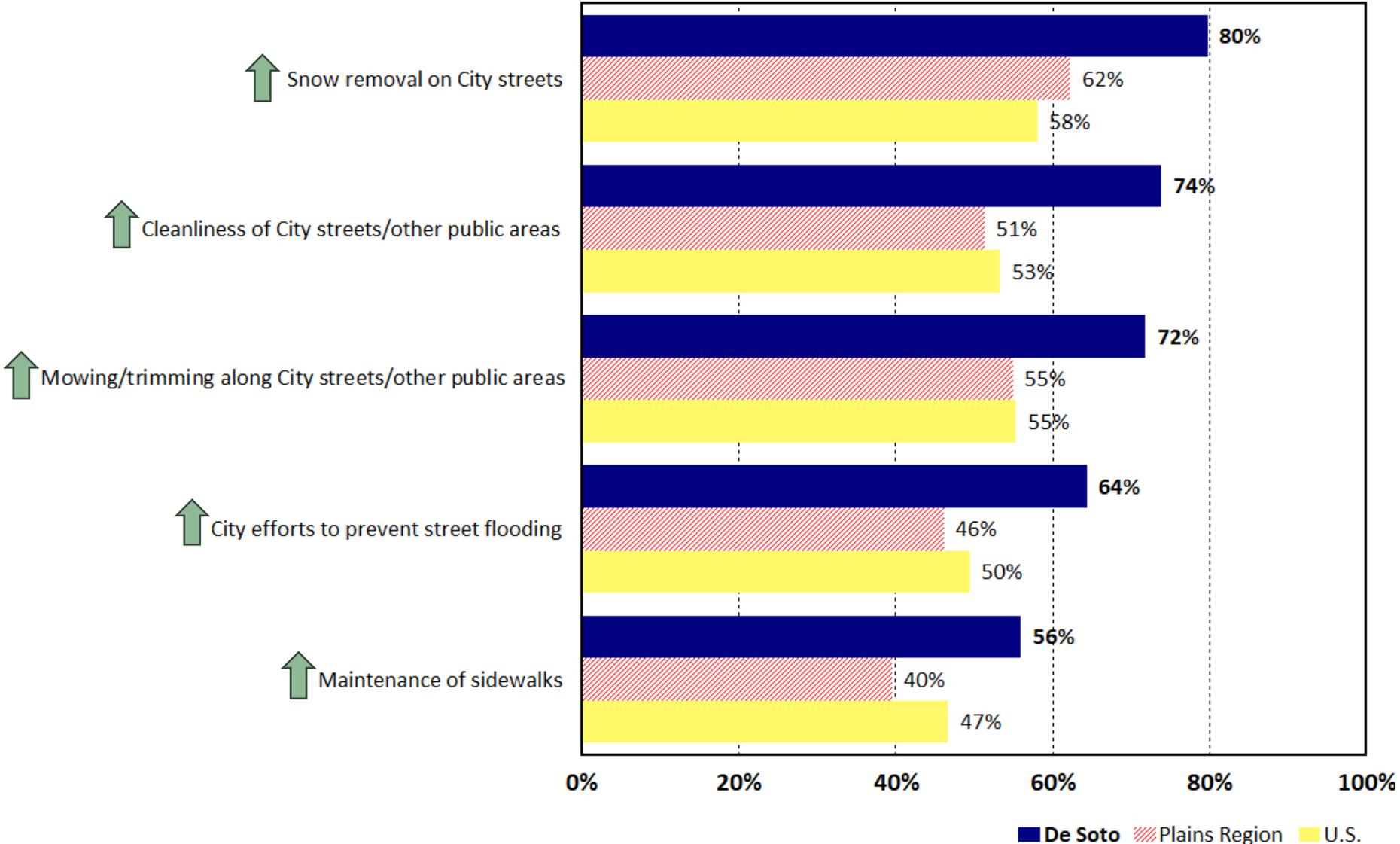


Effectiveness of City Administrator/staff



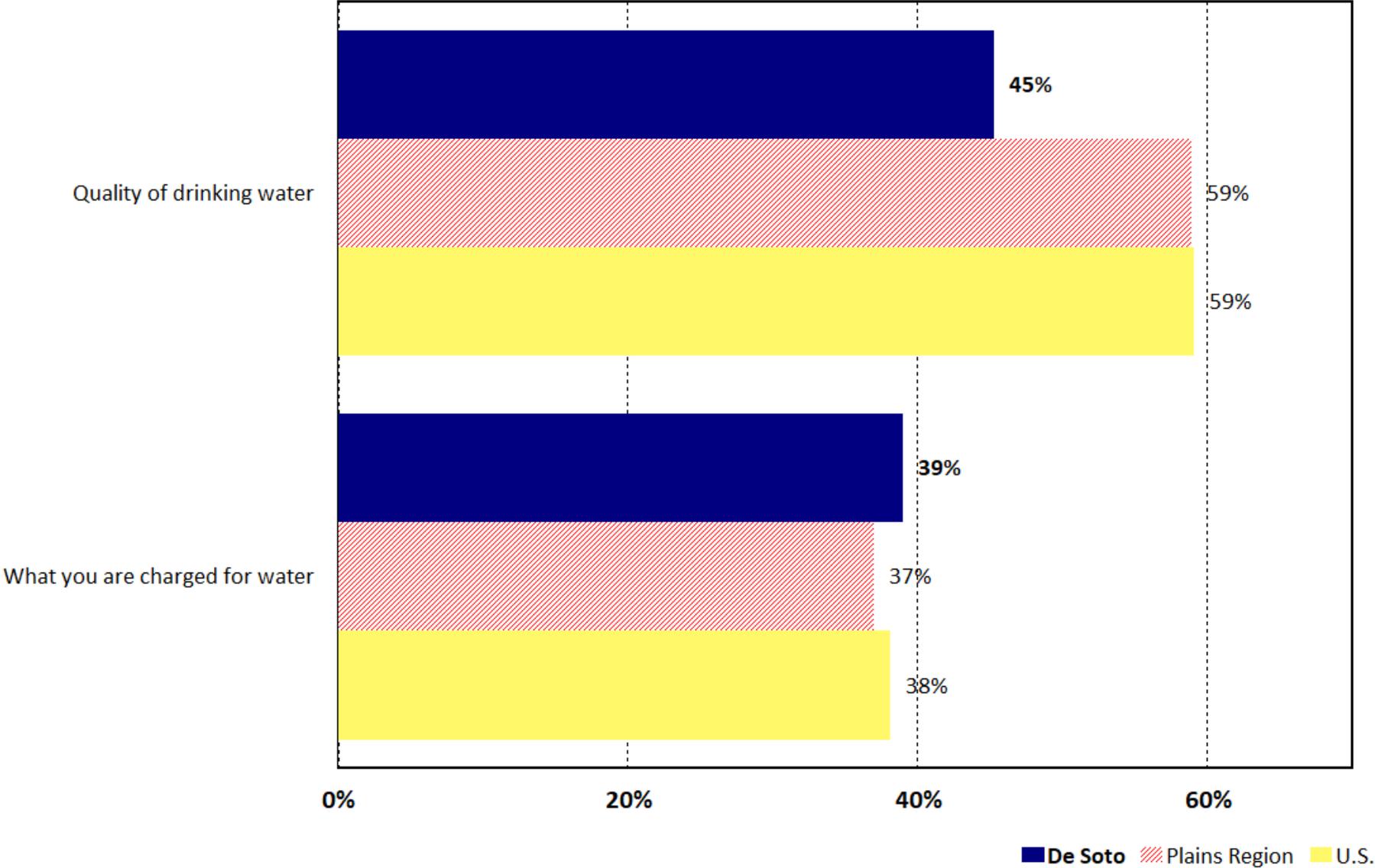
Satisfaction with Street Maintenance

by the sum percentage of respondents who gave a rating of 5 or 4 on a 5-point scale (excluding don't know responses)



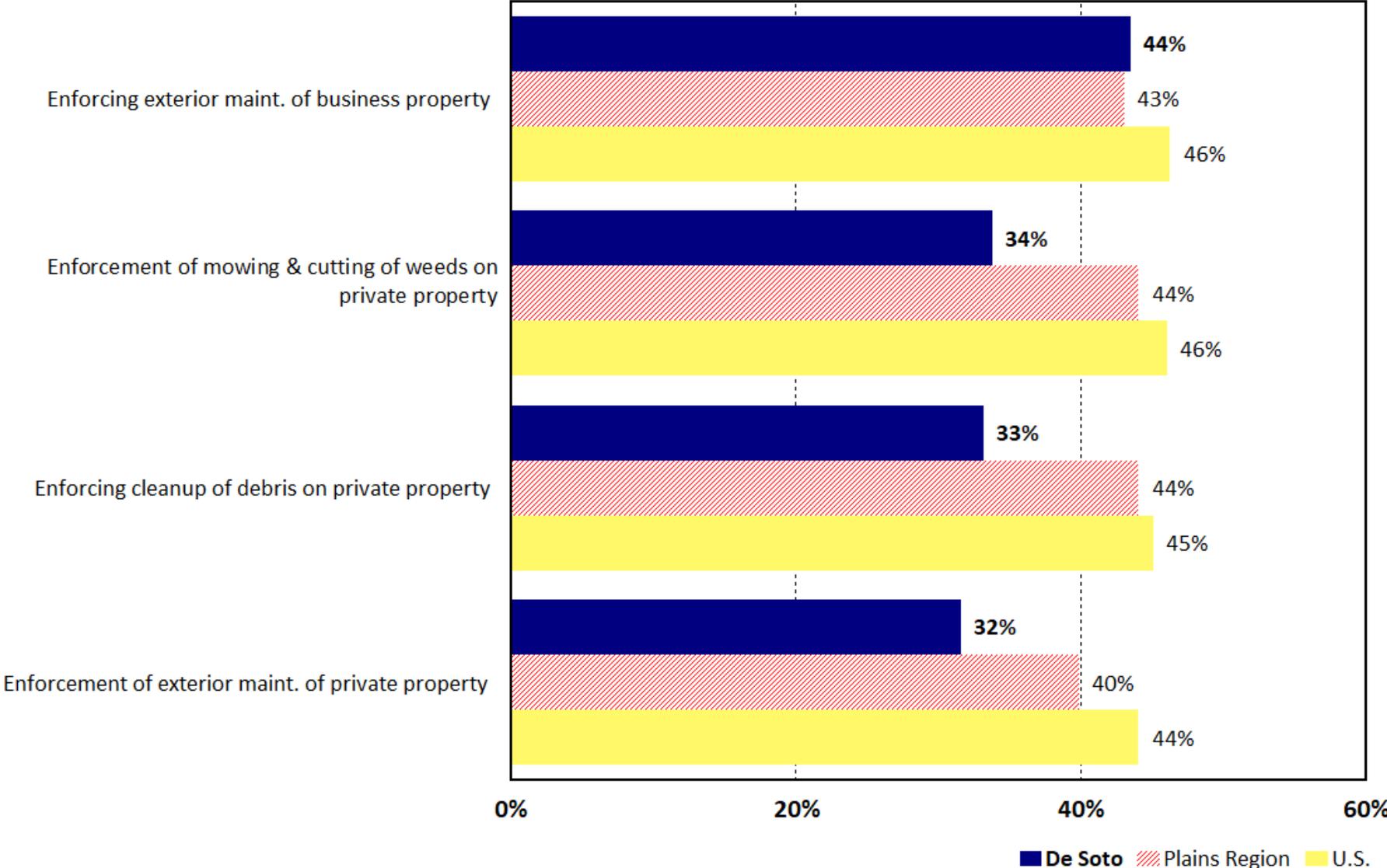
Satisfaction with Water and Wastewater Utilities

by the sum percentage of respondents who gave a rating of 5 or 4 on a 5-point scale (excluding don't know responses)



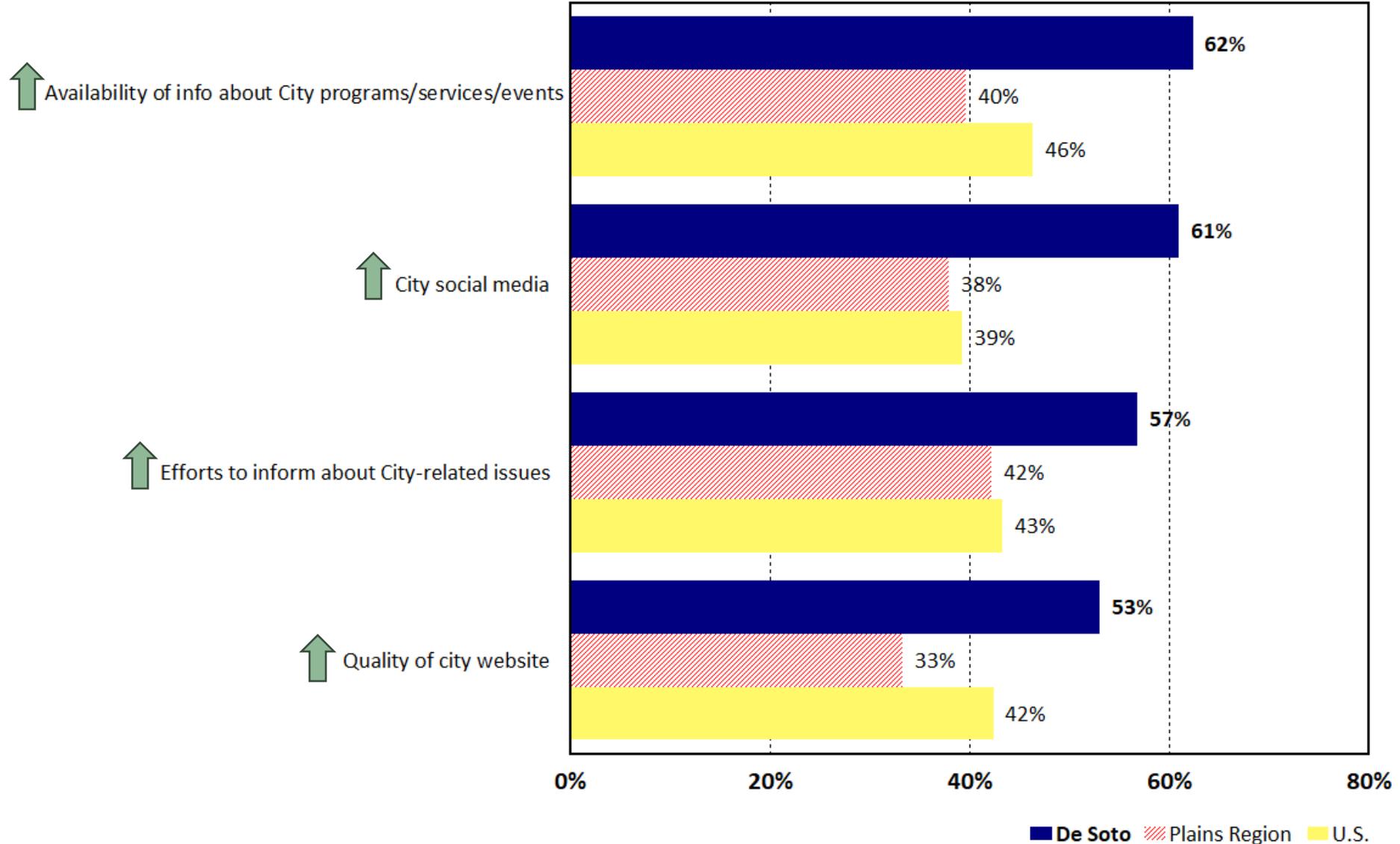
Satisfaction with Code Enforcement

by the sum percentage of respondents who gave a rating of 5 or 4 on a 5-point scale (excluding don't know responses)



Satisfaction with Communication

by the sum percentage of respondents who gave a rating of 5 or 4 on a 5-point scale (excluding don't know responses)



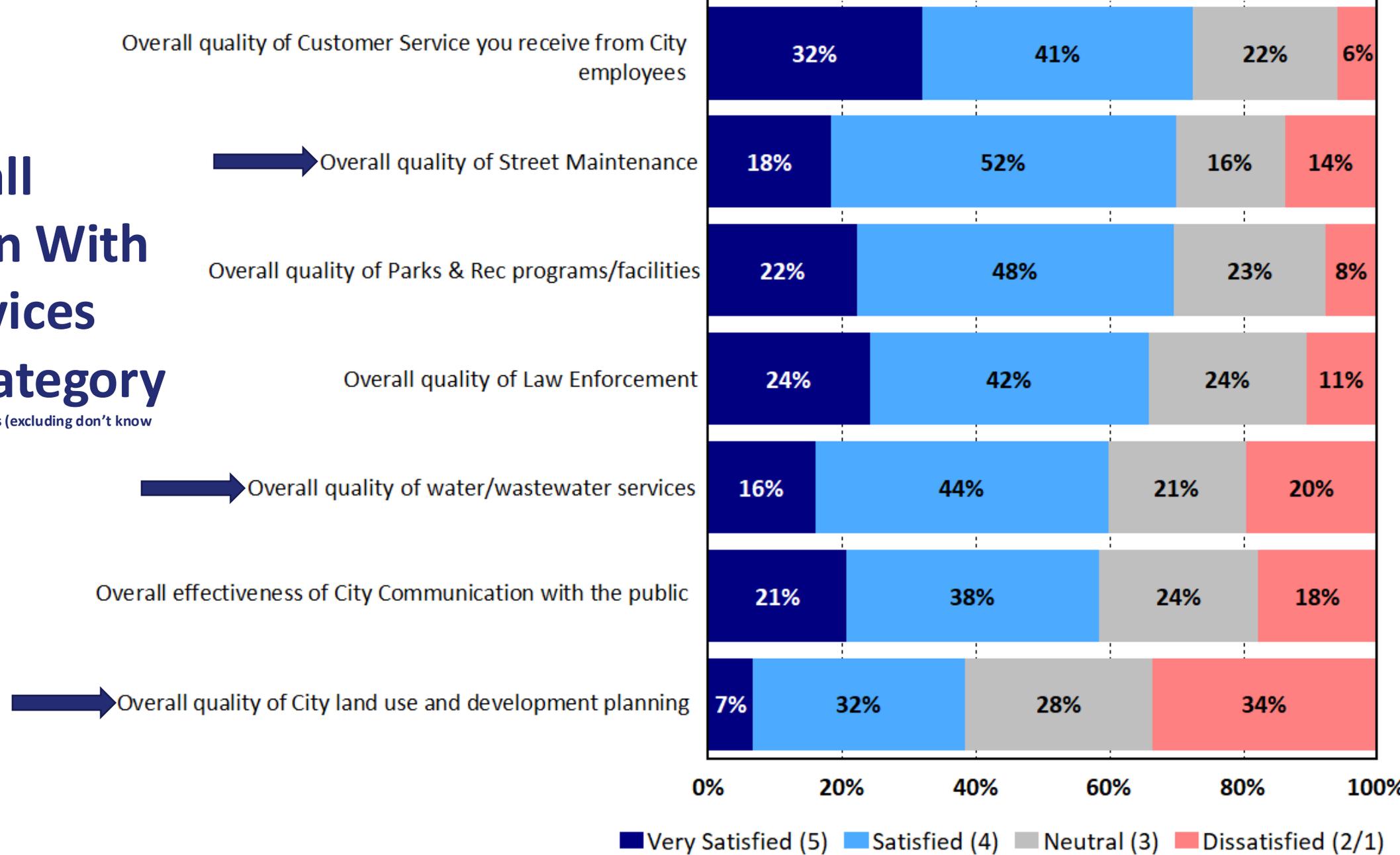
Opportunities

The survey is specifically designed to develop priorities for City leaders through the Importance-Satisfaction Analysis



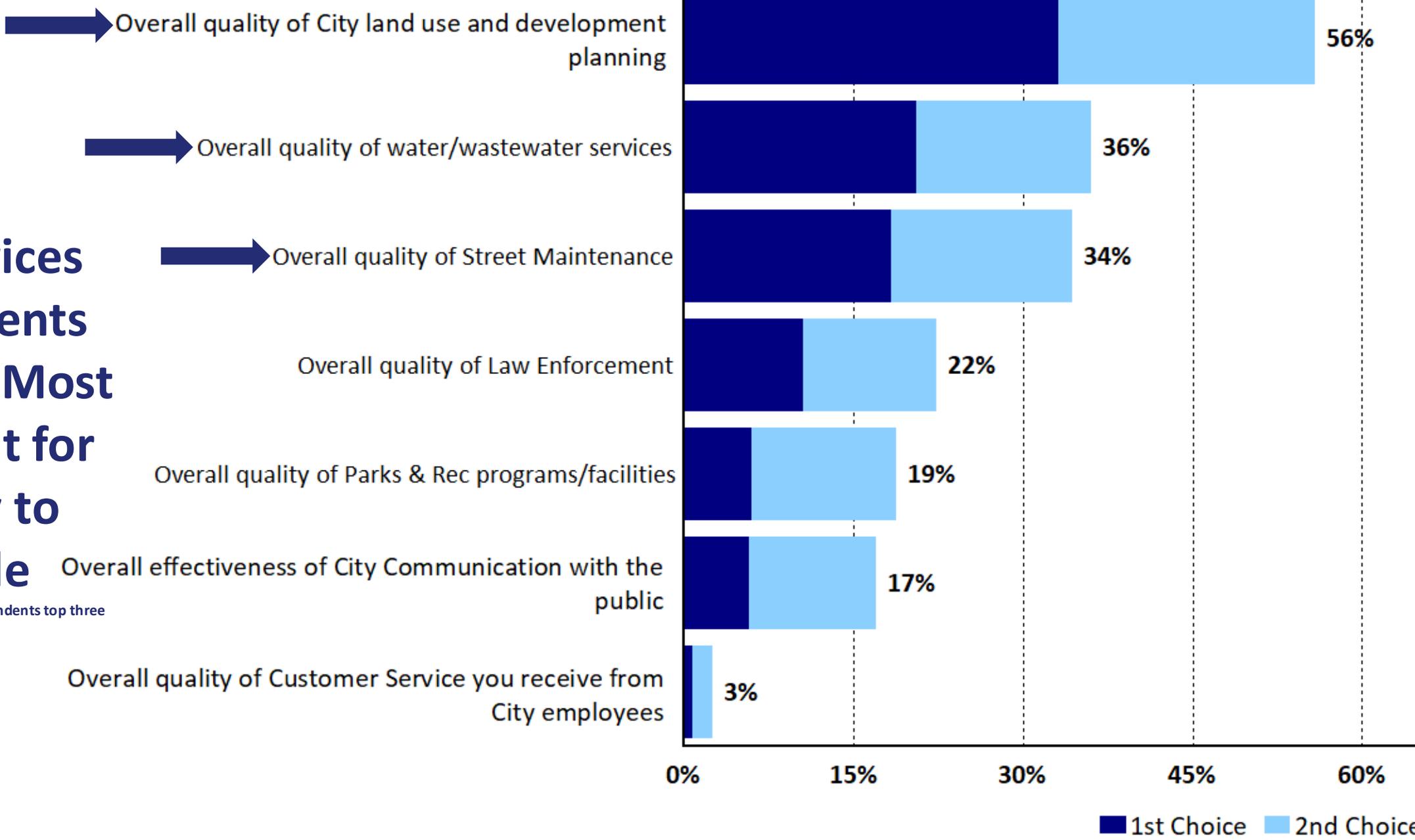
Overall Satisfaction With City Services by Major Category

by the sum percentage of respondents (excluding don't know responses)



City Services Respondents Think Are Most Important for the City to Provide

by the sum percentage of respondents top three choices



2024 Importance-Satisfaction Rating

City of De Soto

Overall Ratings

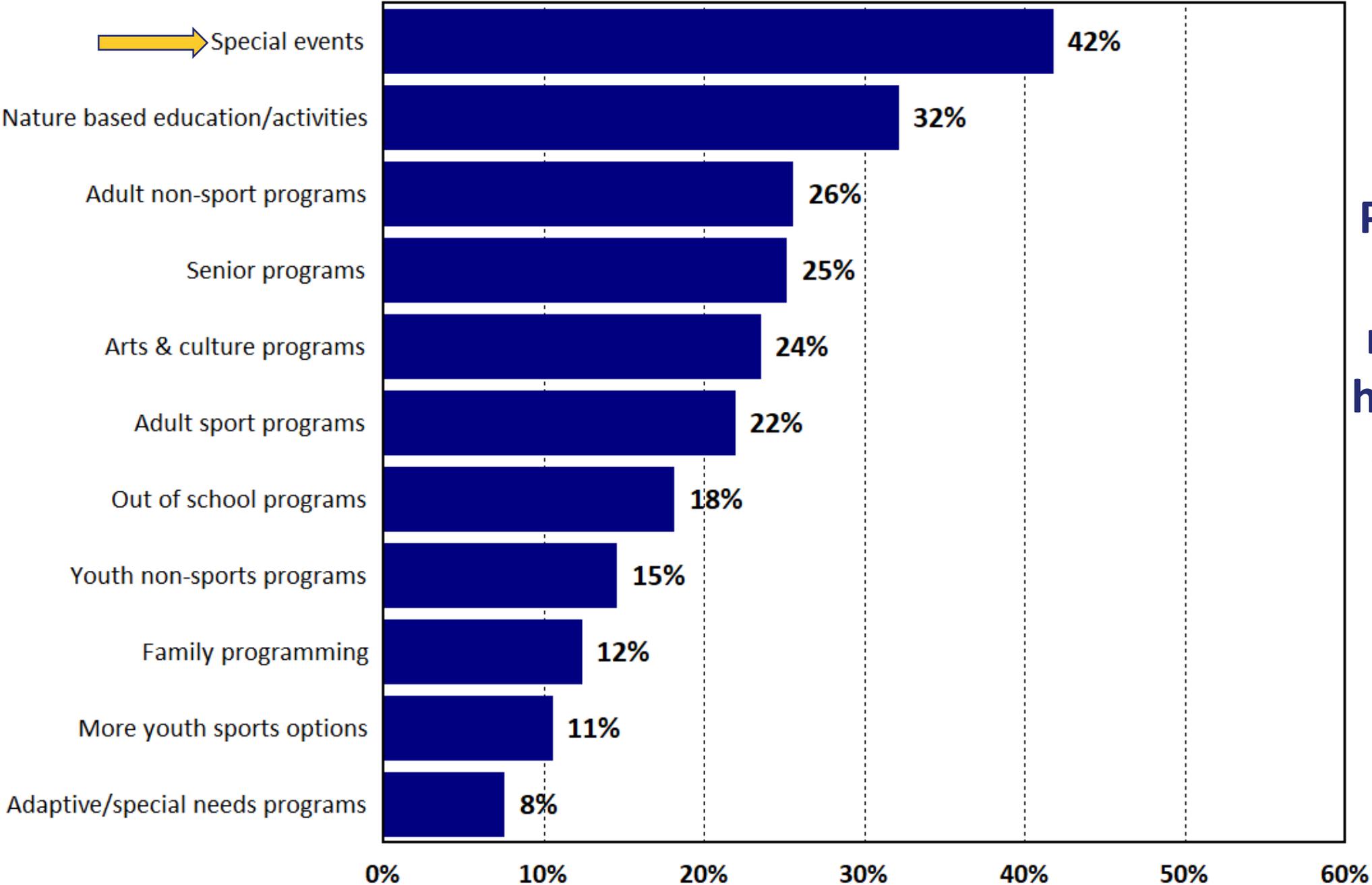
Category of Service	Most Important Rank	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Overall quality of City land use and development planning	1	7	0.3437	1
Overall quality of City Water and Wastewater utility services	2	5	0.1447	2
Overall quality of Street Maintenance	3	2	0.1035	3
Overall quality of Law Enforcement	4	4	0.0764	4
Overall effectiveness of City Communication with the public	6	6	0.0706	5
Overall quality of City Parks and Recreation programs and facilities	5	3	0.0570	6
Overall quality of Customer Service you receive from City employees	7	1	0.0072	7

Additional Findings

Other findings from the 2024 survey results



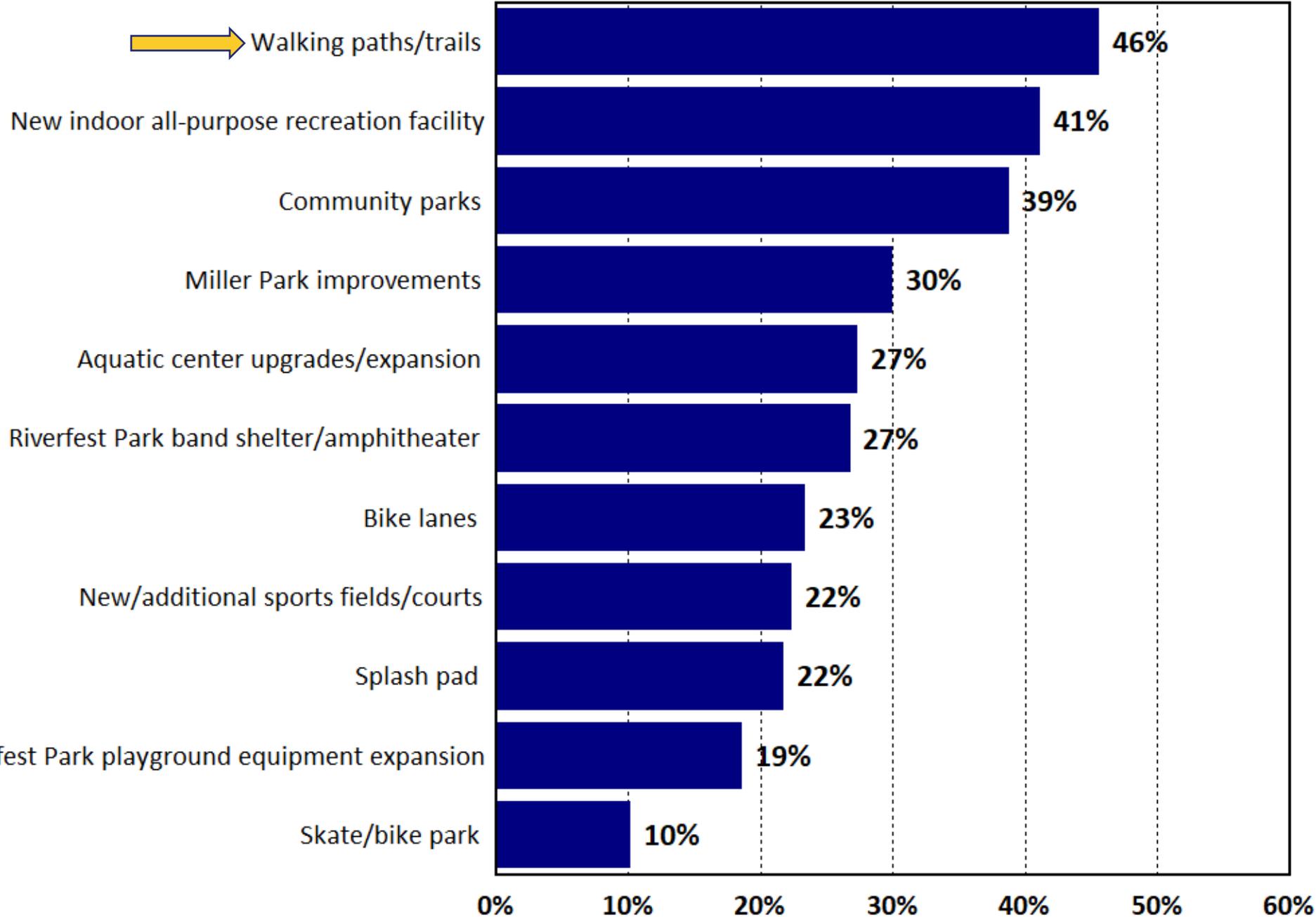
→ Special events



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

by percentage of respondents

→ Walking paths/trails

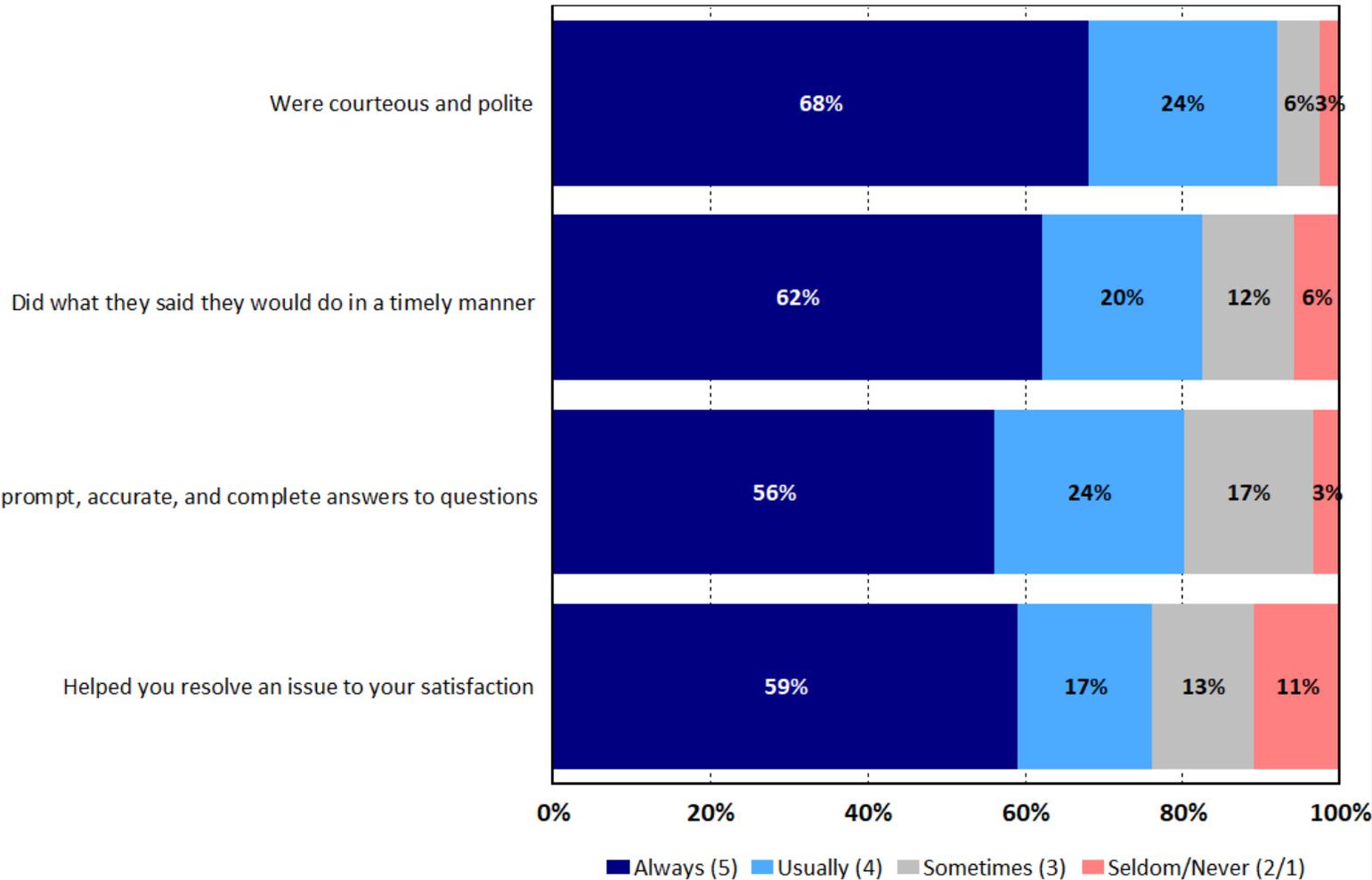


Please indicate if you or any member of your household have a desire/want for the following additional amenities

by percentage of respondents

Satisfaction with Customer Service

by the sum percentage of respondents who contacted the City in the past year (excluding don't know responses)



50% of Respondents Have Contacted the City in the Past Year

Of those who have contacted the City, 50% indicated it was “very easy” and 33% indicated it was “somewhat easy” to contact the person they needed to reach.

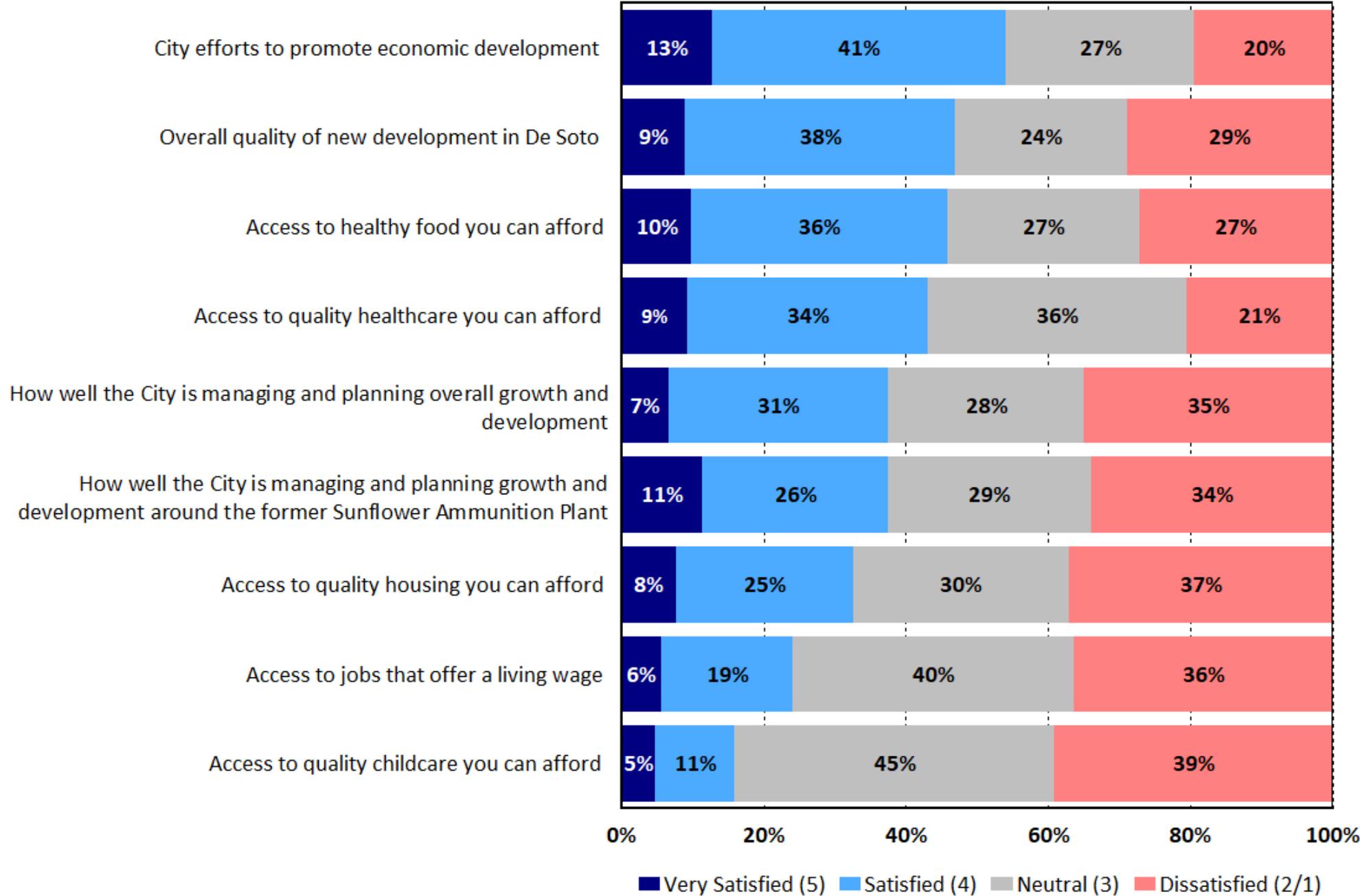
29% contacted Water

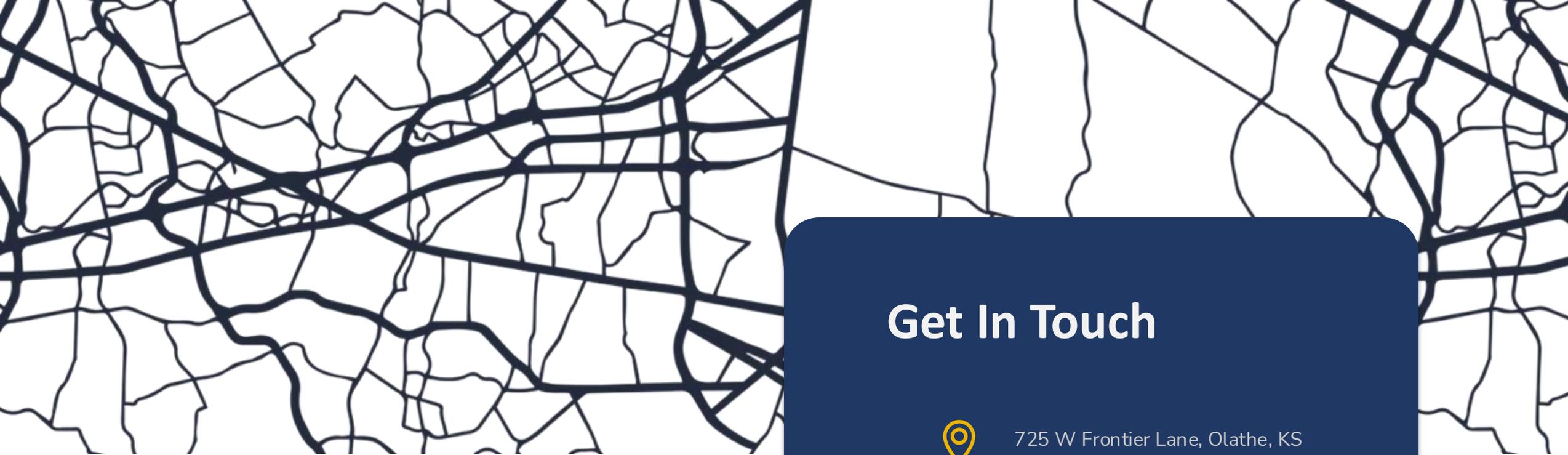
19% contacted the Front Office

10% contacted City Clerk

Economic Growth and Planning

by the percentage responses





Questions?

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Thank you!

Get In Touch



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