

COMMUNITY INSIGHTS

by

TRUENORTH

City of Lansing, KS Community Satisfaction Survey Council Presentation

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Company

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October 2024

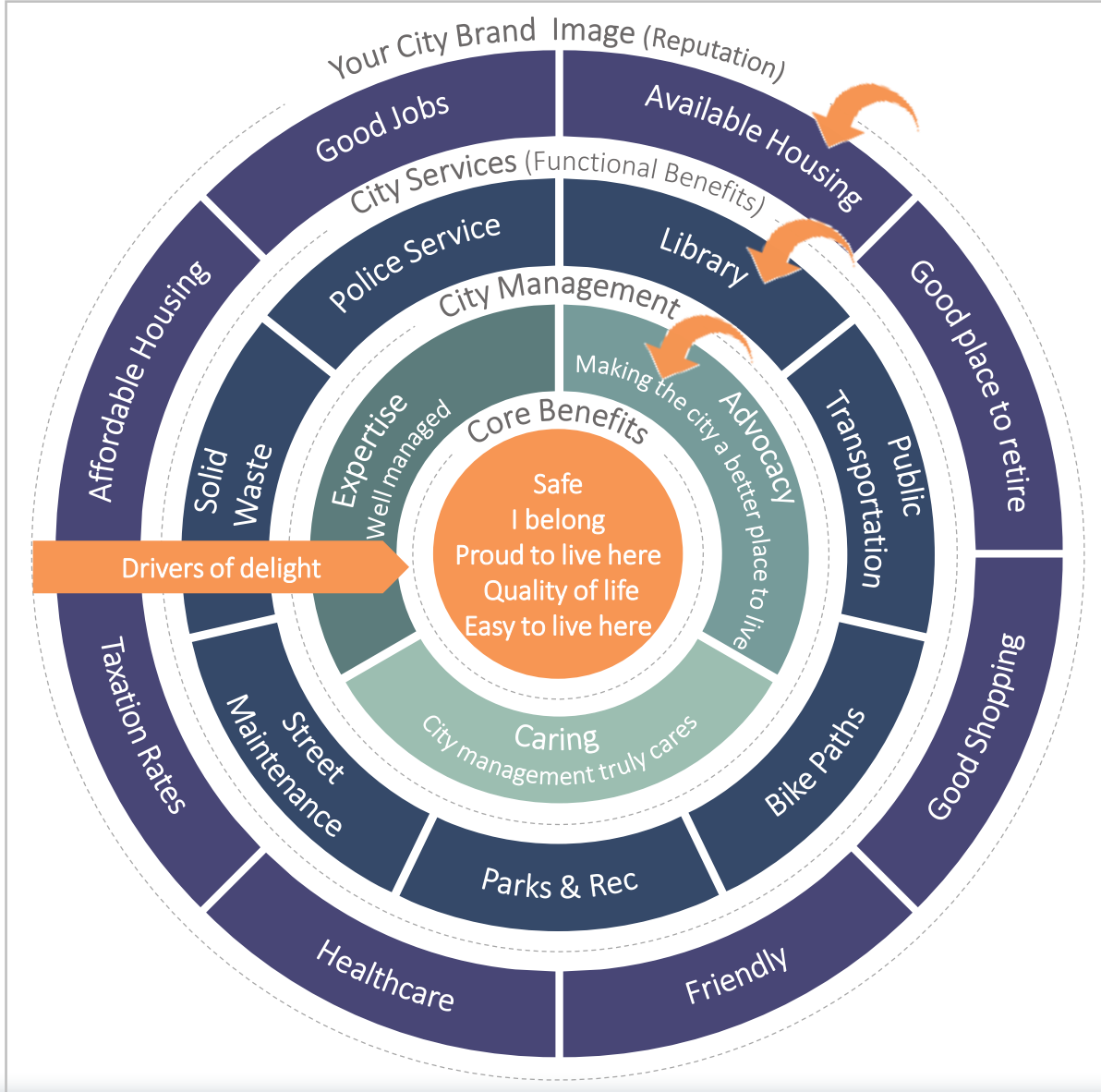


Study and Analytical Framework

▶ **There is more to a city than the services delivered.**

To truly understand how your community is viewed, we address all four levels of this brand wheel.

- 1. City Reputation - Each community has its own reputation. This is different than how well city services are performed.
- 2. City Services - This is what City Hall oversees and provides residents.
- 3. City Management - This is how city management interacts with the community and how they are viewed by the residents.
- 4. Core Benefits - At the end of the day, this is why residents live in your city. All of the other factors together make up how residents feel about the community.

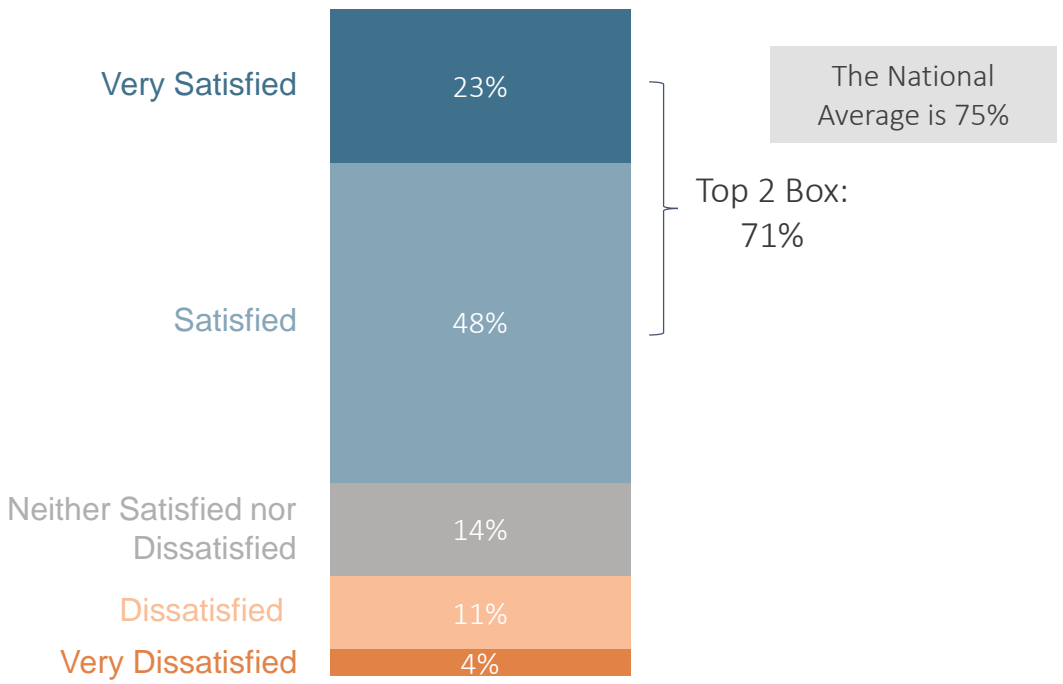


City Satisfaction Metrics

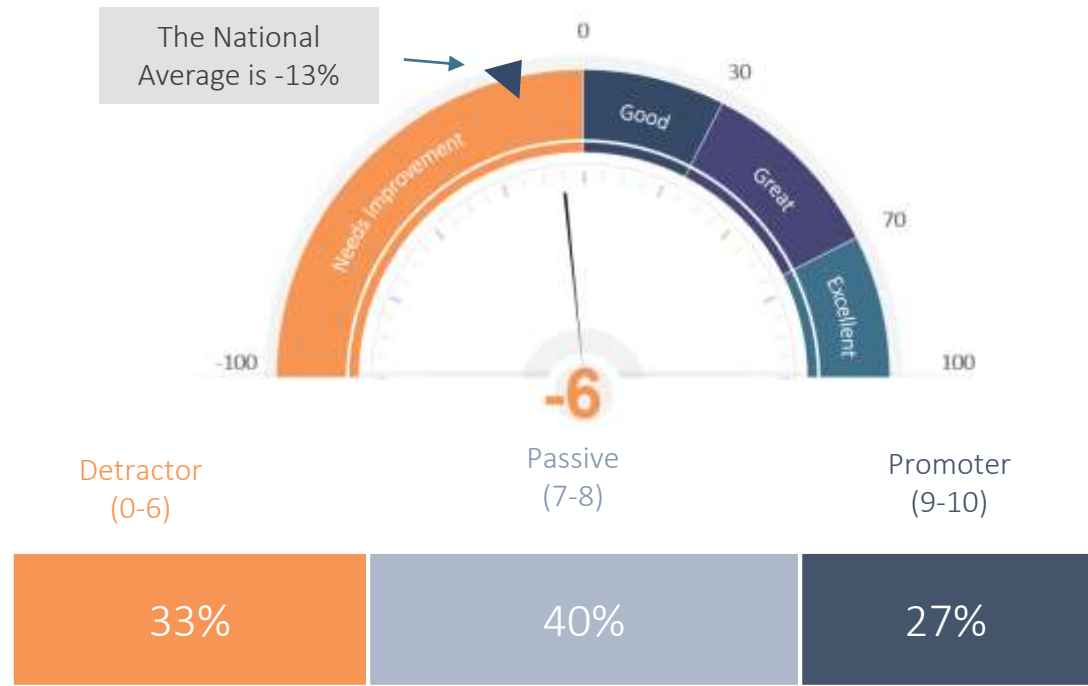
▶ **However, residents gave Lansing “middle of the road” satisfaction scores. There is room for improvement.**

We measured satisfaction in two ways: the traditional way and the Net Promoter Score (NPS). The NPS offers greater precision, but both lead us to the same conclusion.

Overall Satisfaction



Net Promoter Score (NPS) (% Promoter minus % Detractor)

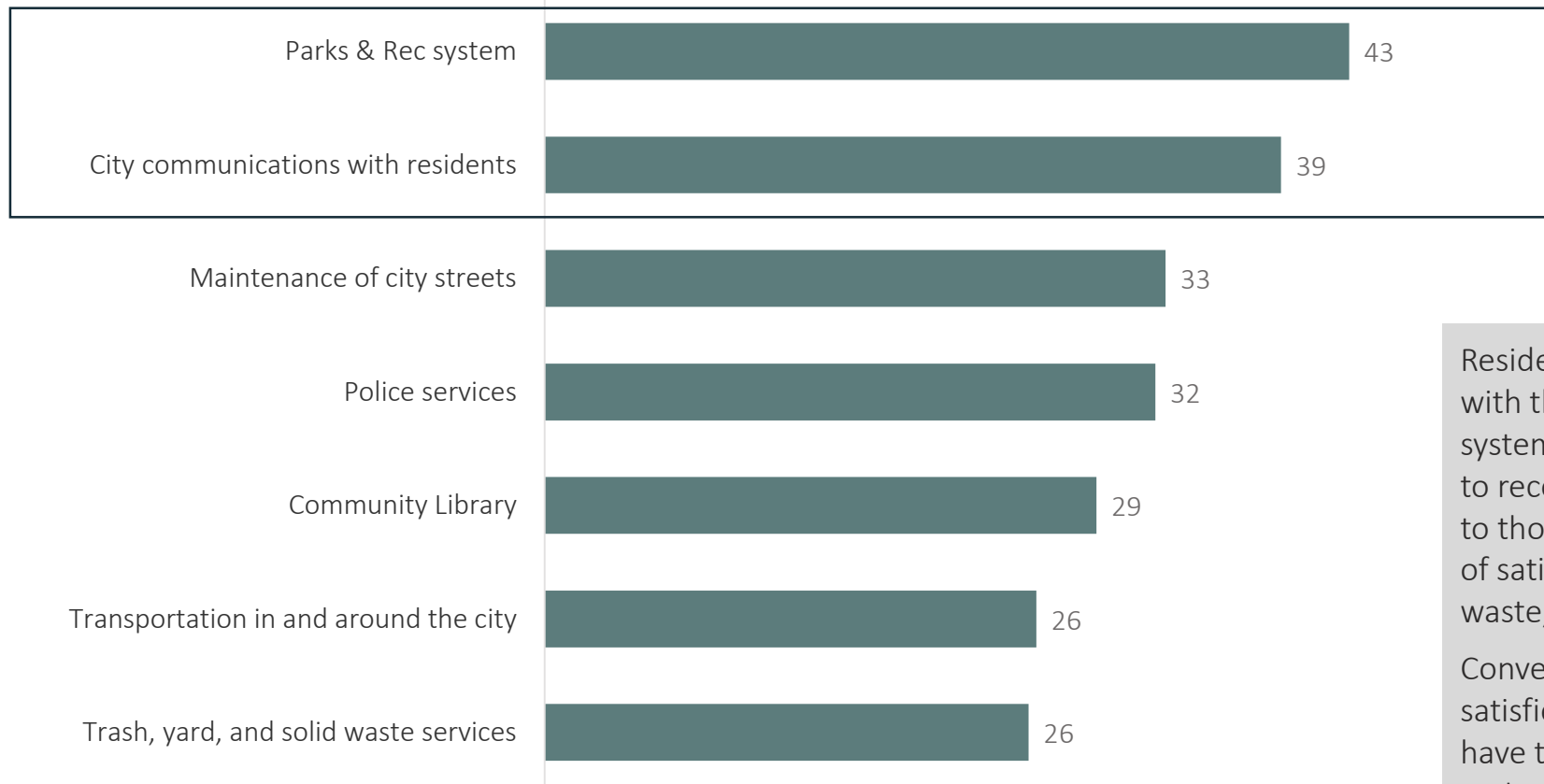


NPS: Likelihood to recommend your community to others (0-10 scale) a more predictive way of measuring community satisfaction.

Analytically Derived Importance Scores

▶ **The Parks and Recreation system and city communication with residents are the top two drivers for recommendation.**

Drivers of Choice – Modeled Importance Score



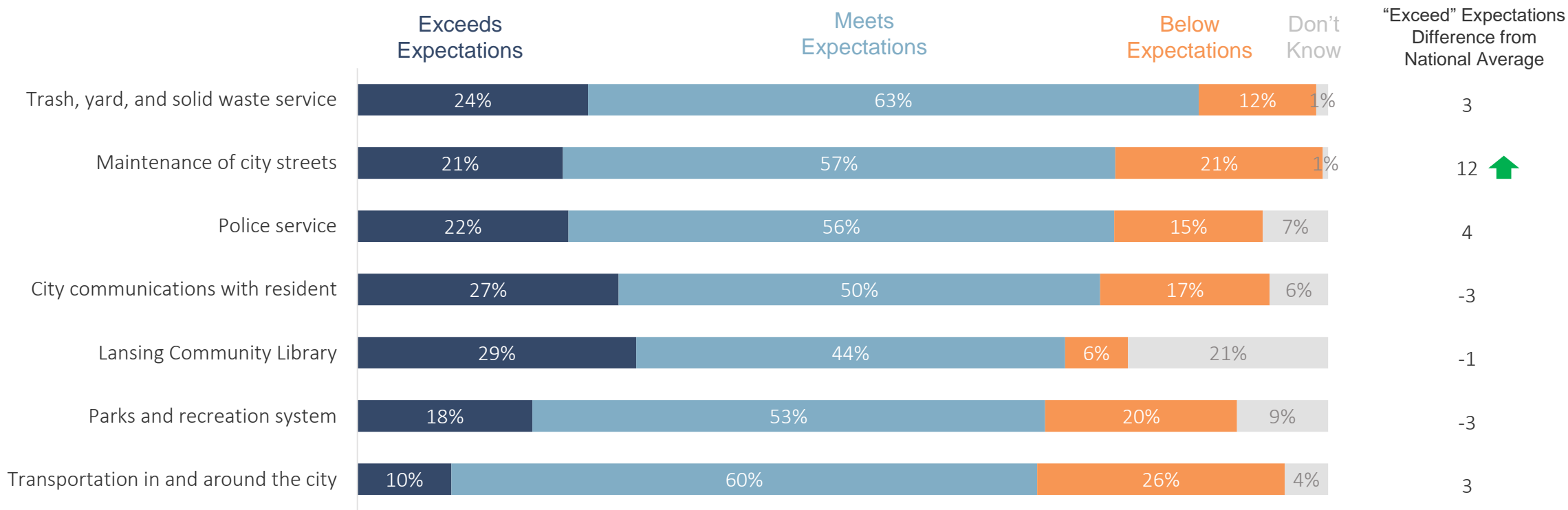
Residents who express satisfaction with the Parks and Recreation system are significantly more likely to recommend Lansing compared to those who report similar levels of satisfaction with trash, yard waste, and solid waste services.

Conversely, residents who are not satisfied with Parks and Rec will have the largest negative impact on Lansing satisfaction scores.

Performance Expectations

▶ **City service expectations fall right in line with national averages.**

Overall City Service Expectations vs. Performance



Base: Base percent All n=410
 SM1. We would now like your opinion of several city services. For each one, please tell us if the city exceeds your expectations, meets your expectations, or fails to meet your expectations in that area.

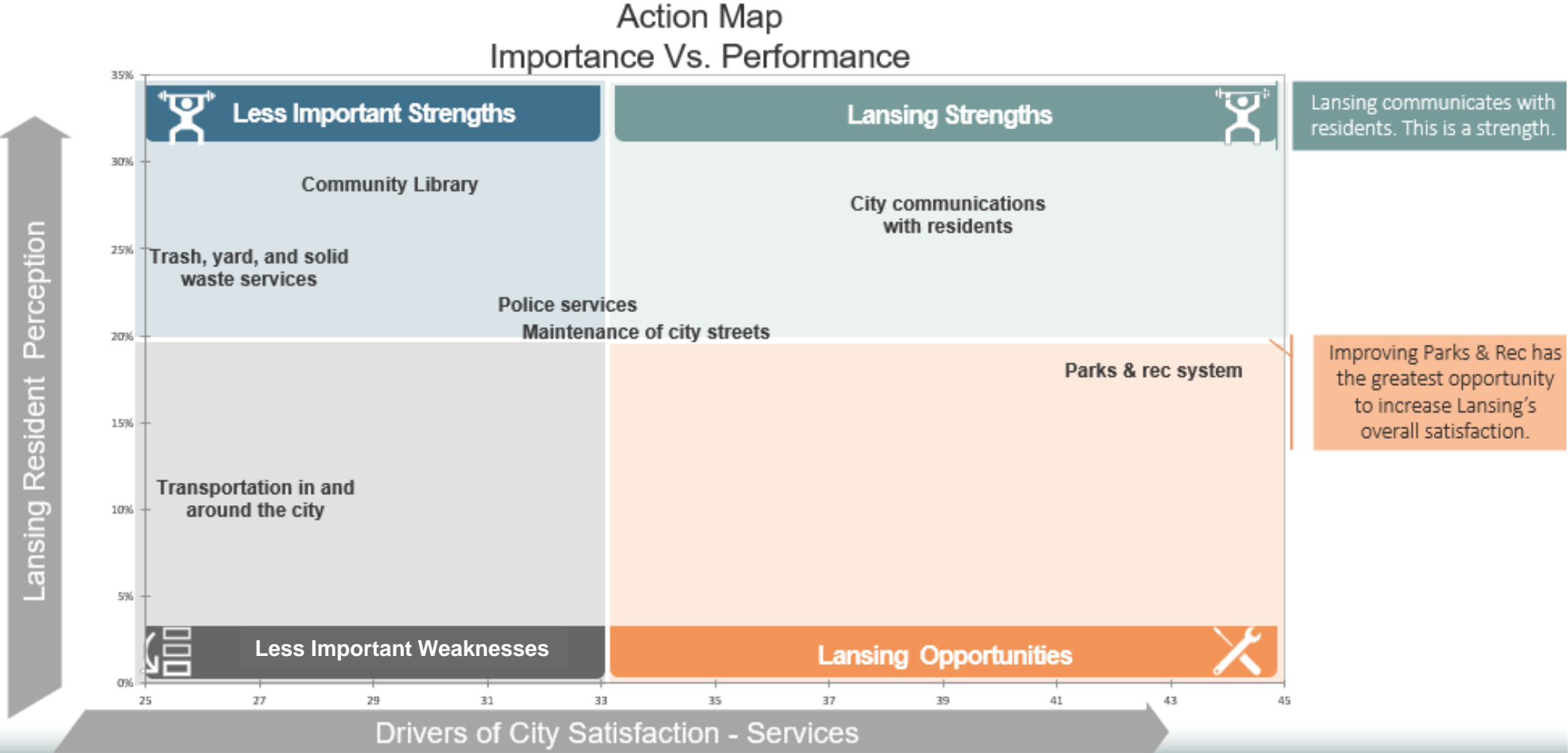
↑ ↓ Statistically higher/lower than national average

City Services

▶ **Improved Parks & Rec services are the best way to improve city satisfaction scores.**

This chart compares city services to the importance of those services. City management communicates well with residents – and this is important. Parks & Recreation is the most important service, but it received somewhat below-average scores.

In general, you want to invest more in those services to the right and maintain those on the left of this chart.

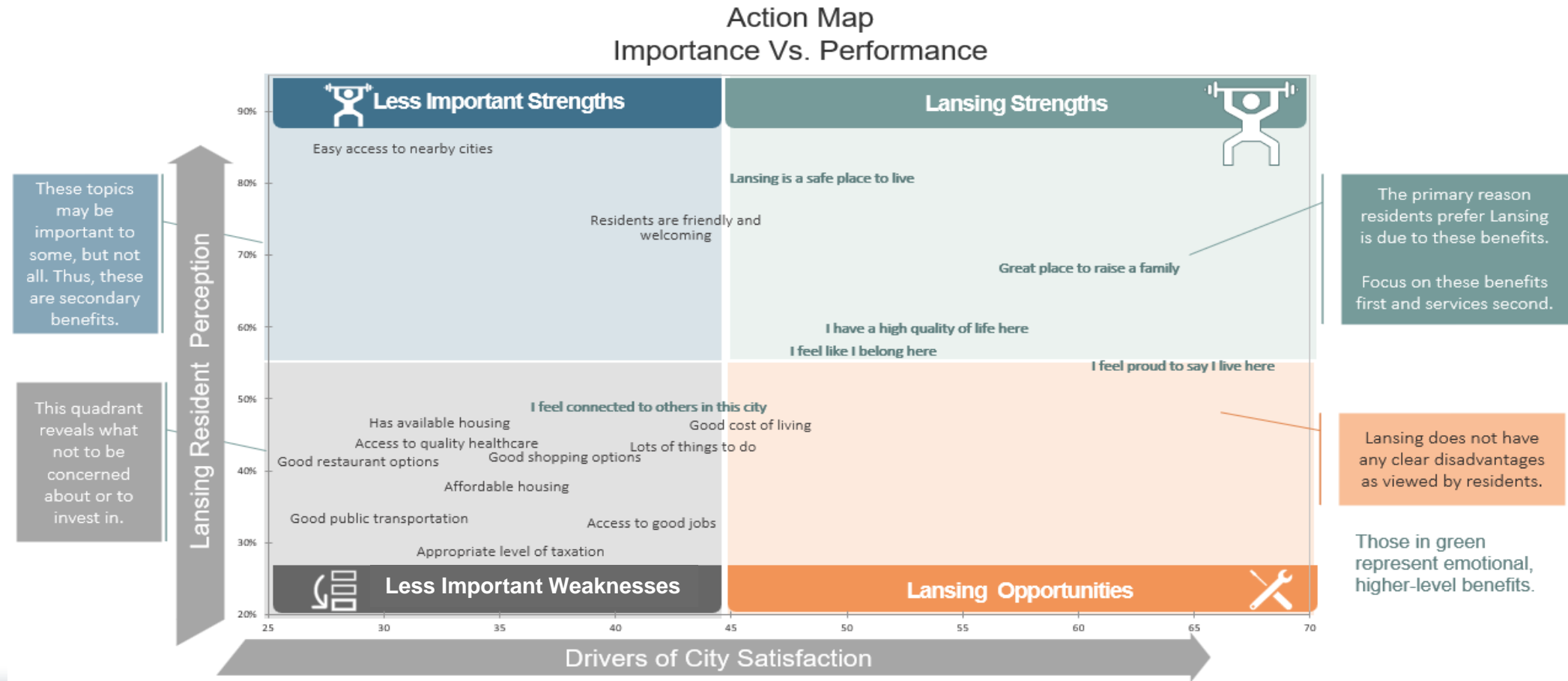


Lansing Community Reputation

▶ **Lansing scores very well on important reasons to live in Lansing. There are no meaningful weaknesses.**

This chart compares the benefits of living in Lansing to the importance of those benefits. Those attributes in the upper right define Lansing's greatest strengths. The body of this report defines how these importance scores were determined.

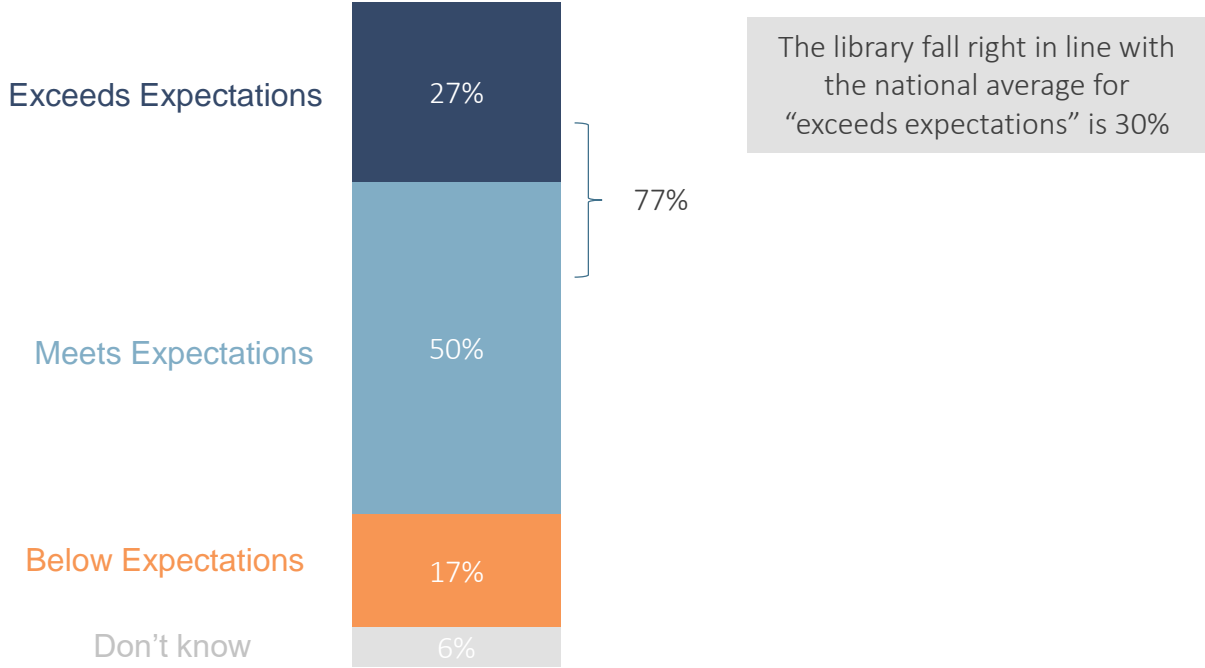
We would like to see higher scores with "High Quality of Life" and "I feel proud to live here."



City Communication Expectations

▶ Over 3 in 4 find city communications “meet or exceed” their expectations.

City Communication Performance vs. Expectations

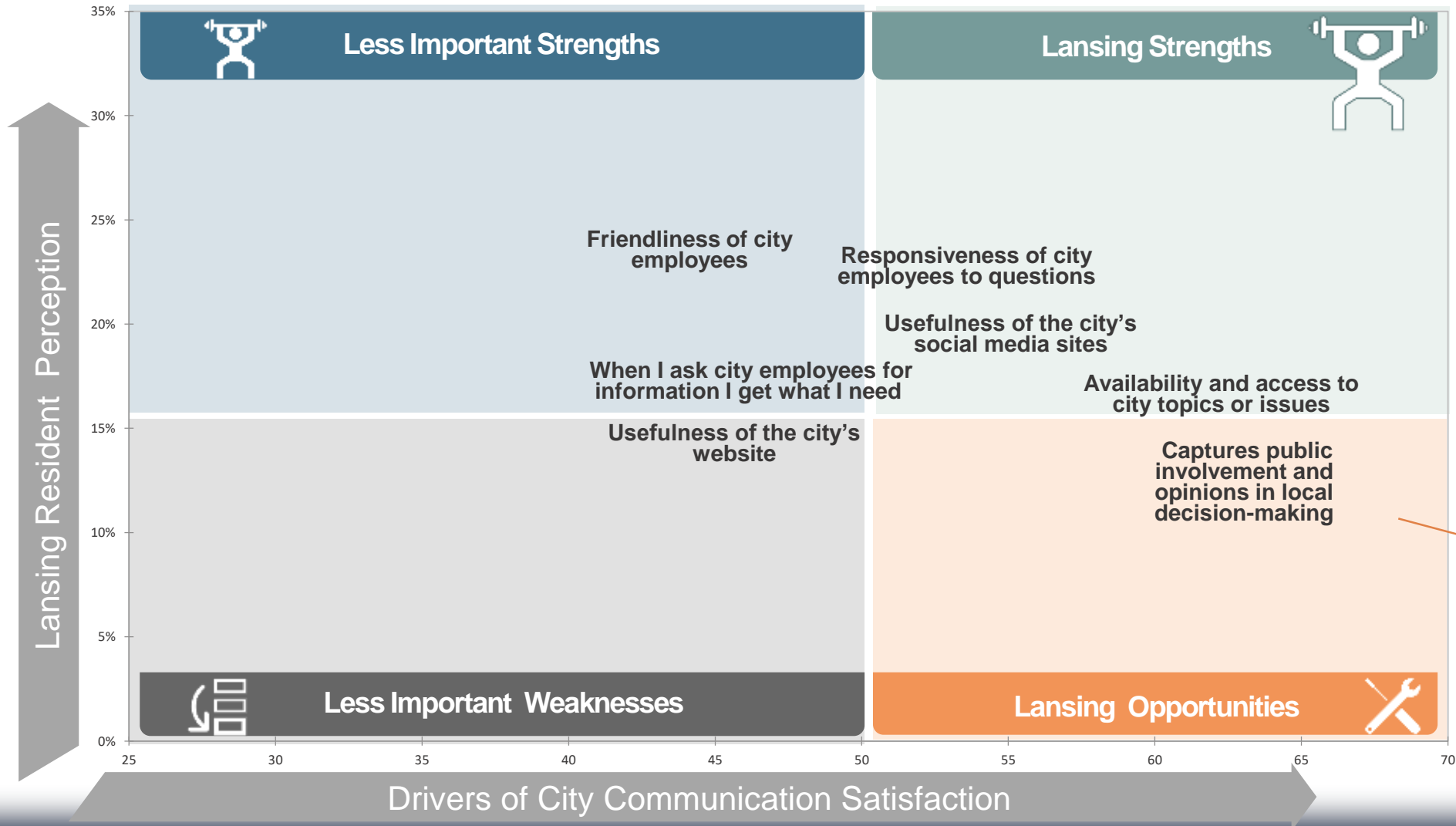


Base: Base percent All n=410
SM1. We would now like your opinion of several city services. For each one, please tell us if the city exceeds your expectations, meets your expectations, or fails to meet your expectations in that area.
Base: Below expectations n=58. *Showing 5% or above.
COM2: Earlier in the survey, you told us that the city's communication with residents fell below your expectations. Can you tell us why city communications falls below your expectations?

Action Map: City Communications

▶ In general, city communications is a city strength.

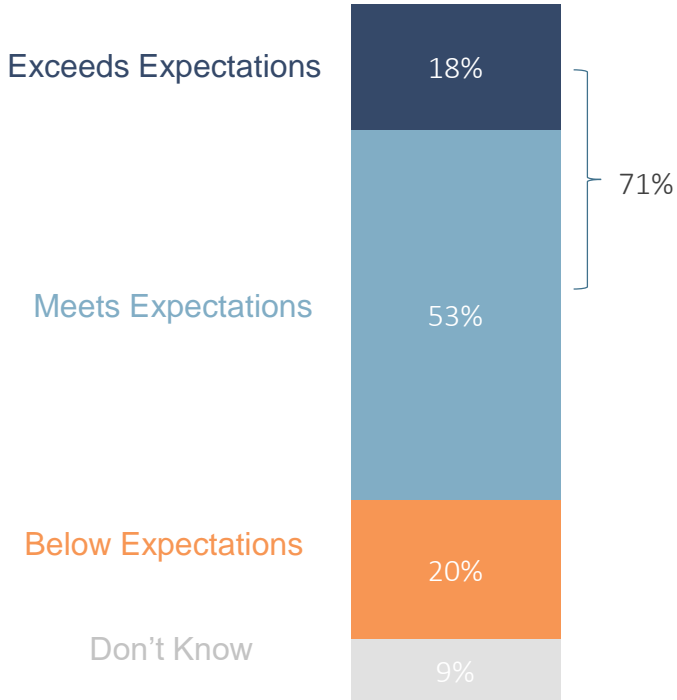
To improve, capturing public involvement and opinions in local decision-making in city communications will make this an even stronger dimension.



Overall, Parks and Recreation Expectations

▶ 7 in 10 indicated that the parks and recreation system met or exceeded their expectations.

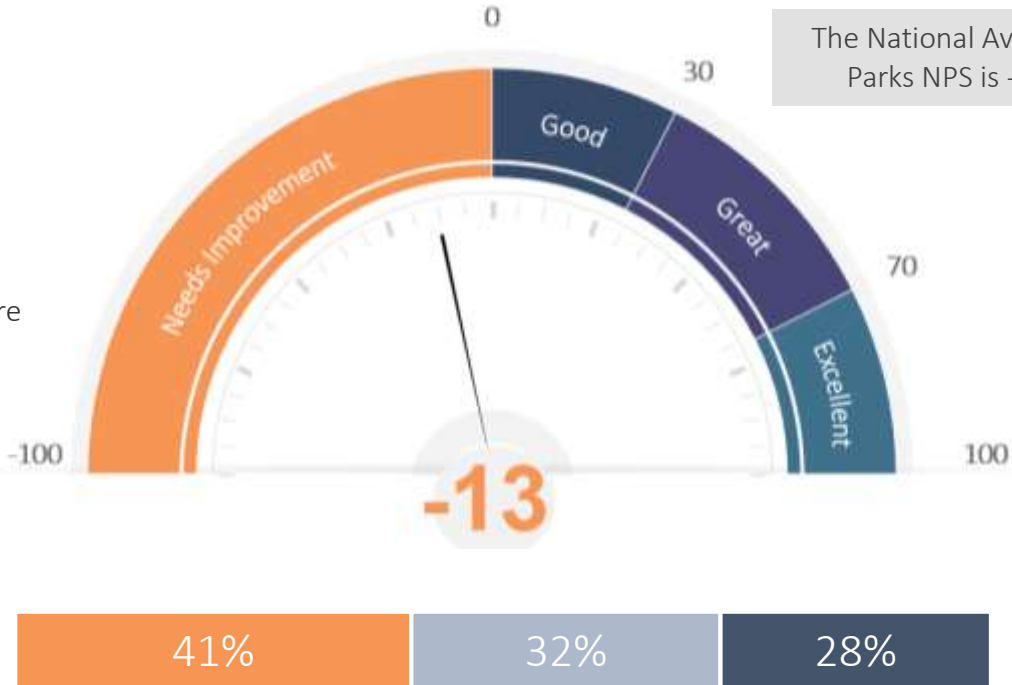
Parks and Recreation Performance vs. Expectations



The National Average for "exceeds" expectations is 21%

Residents who have used parks and recreation facilities and services are more likely to indicate "exceeds expectations" (24% users vs. 5% non-users)

Net Promoter Score (NPS) (% Promoter -% Detractor)



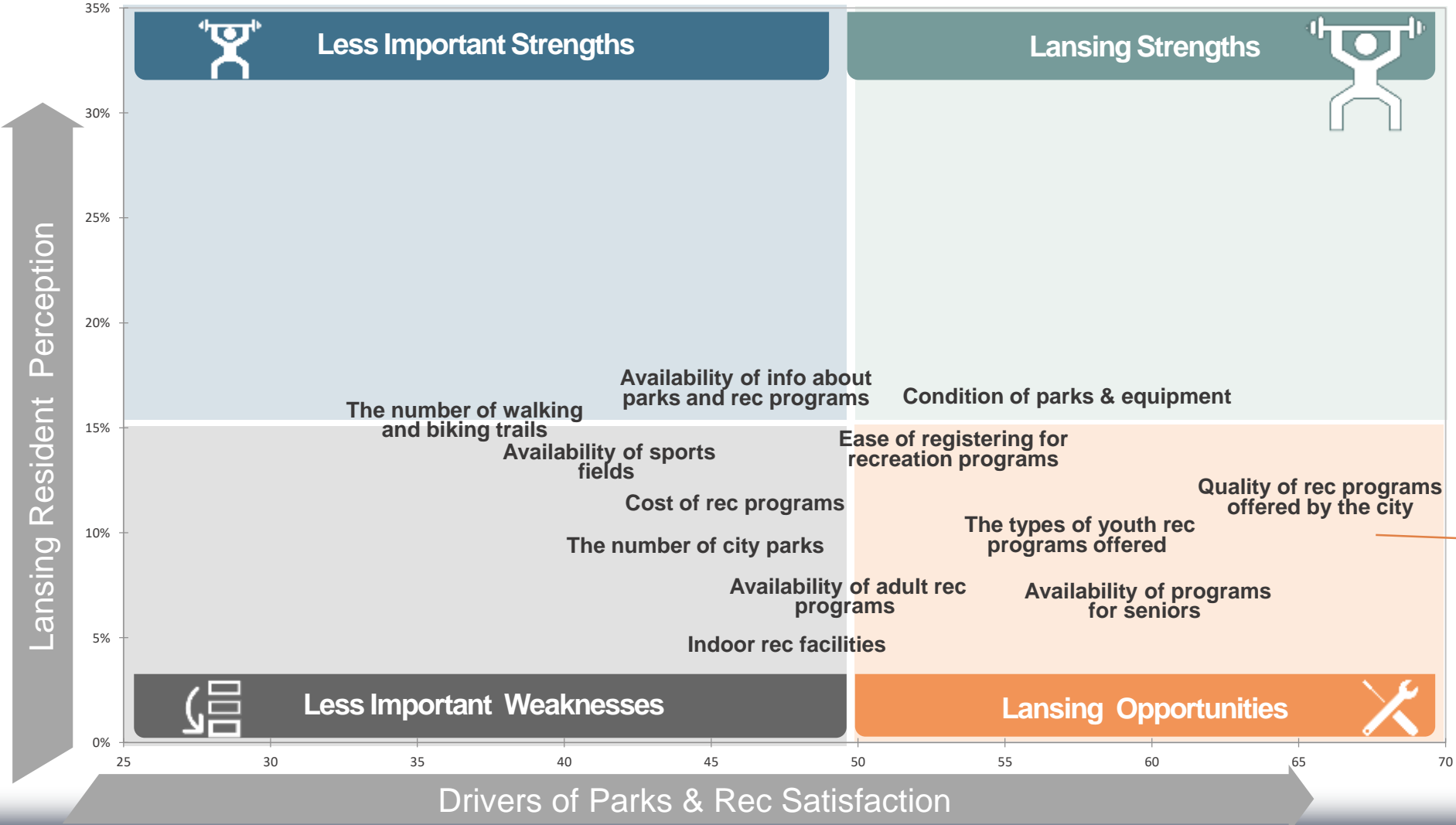
The National Average Parks NPS is -13

Base: Base percent All n=410
SM1. We would now like your opinion of several city services. For each one, please tell us if the city exceeds your expectations, meets your expectations, or fails to meet your expectations in that area.

Action Map: Parks and Recreation

▶ This is an important set of services. Improving this category will improve the overall city satisfaction.

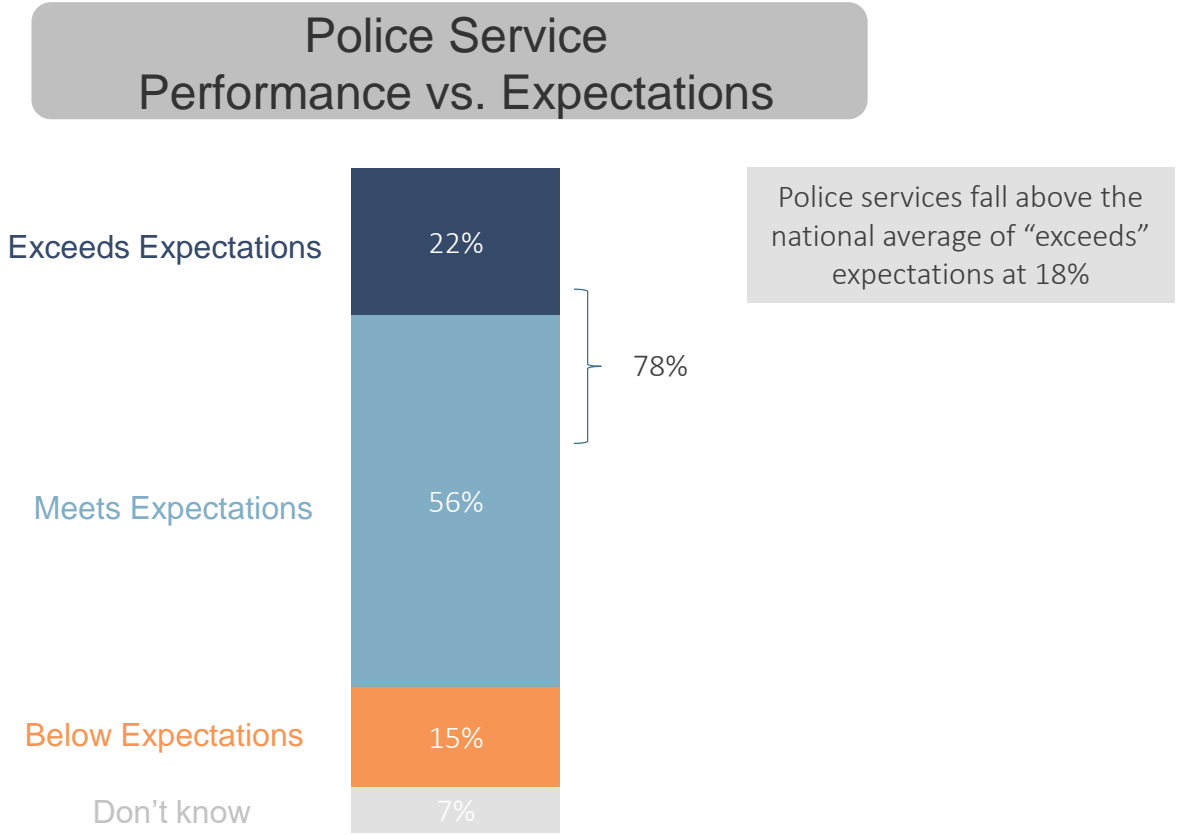
Offering more programs for youth and seniors will improve the Parks & Rec evaluation.



Investing more in youth and senior programs will improve Parks & Rec's overall evaluation.

Police Service Expectations

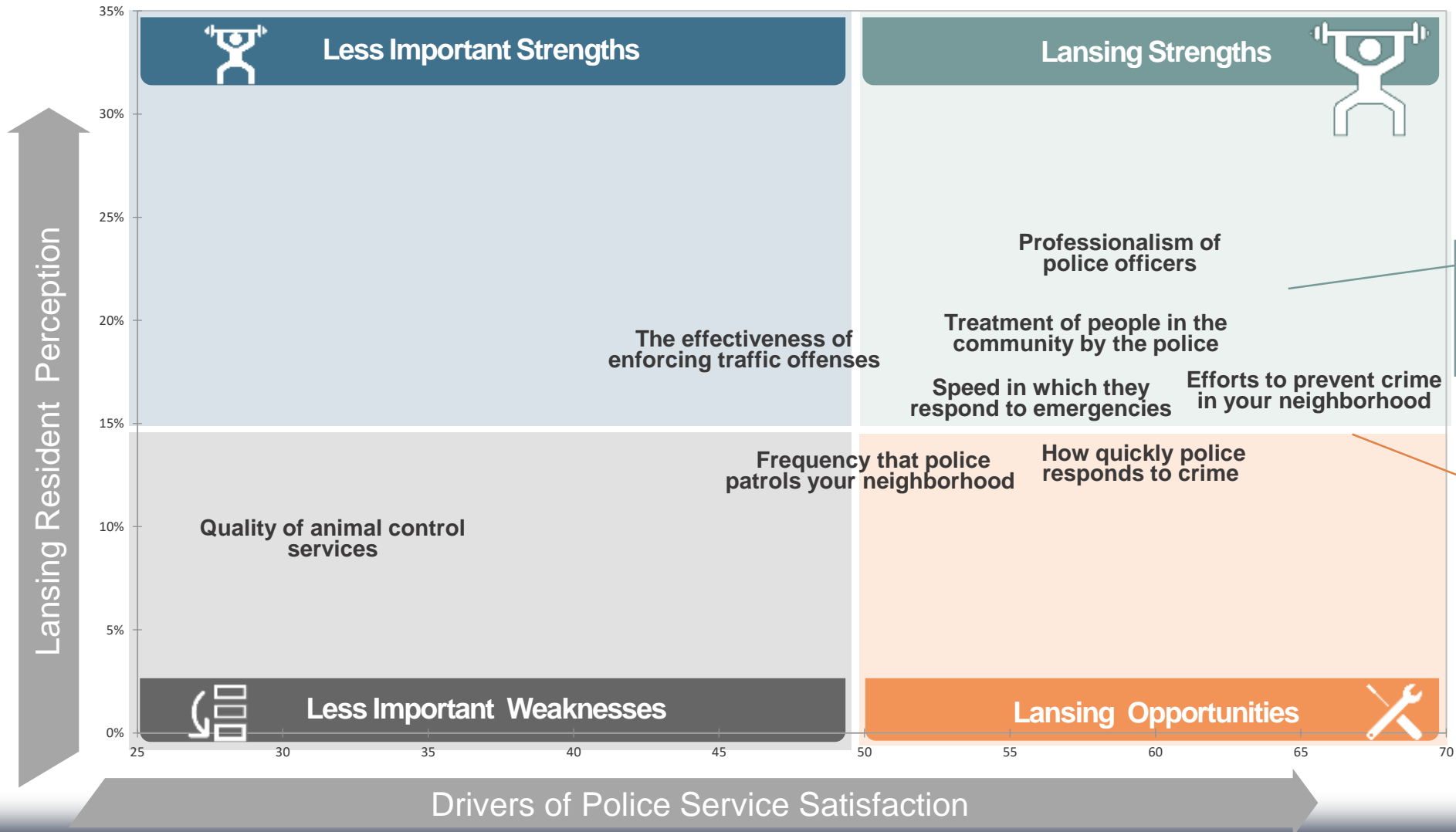
▶ **Almost 8 in 10, 78% find police services “meets” or “exceeds” expectations.**



Base: Base percent All n=410
SM1. We would now like your opinion of several city services. For each one, please tell us if the city exceeds your expectations, meets your expectations, or fails to meet your expectations in that area.
Base: Below expectations n=51. *Showing 5% or above.
PS2: Earlier in the survey, you told us that Lansing police services fell below your expectations. Can you tell us why they fall below your expectations?

Action Map: Police

Police are viewed as professionals and treat the community well. Potential areas of opportunity include communication to prevent crime and the frequency with which police patrol your neighborhood.



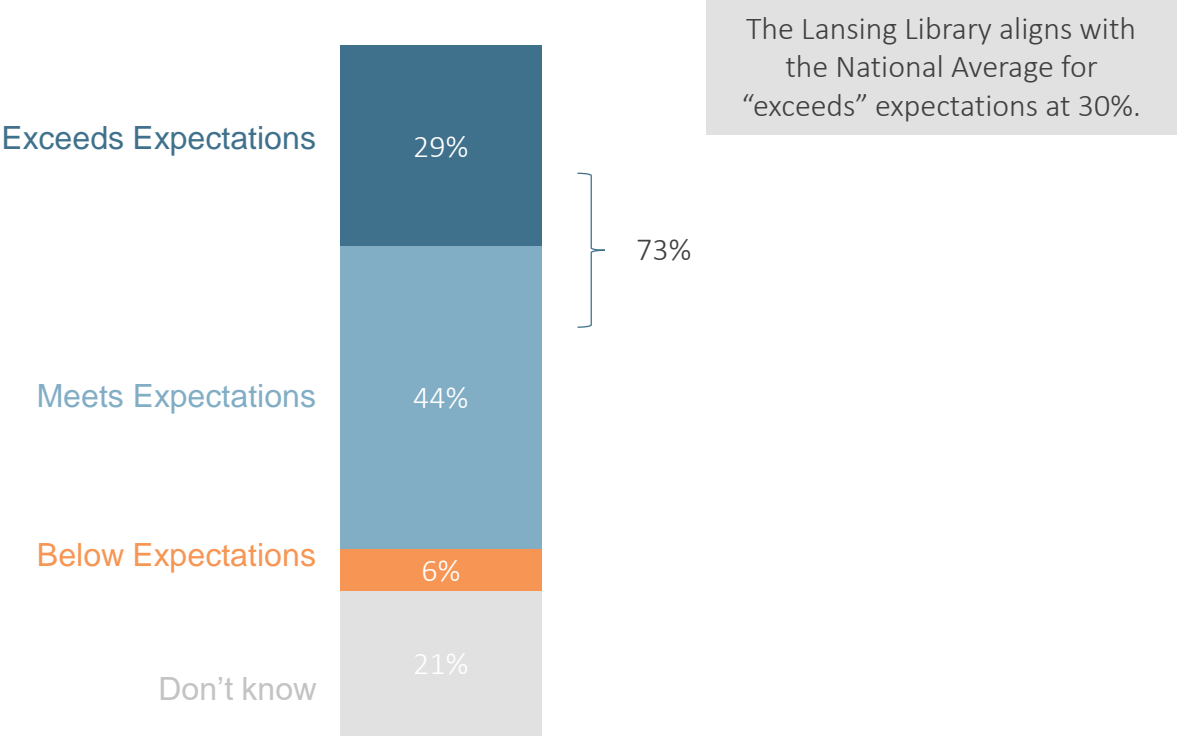
Police have a good reputation. They are seen as professional and treat the community well.

Perhaps the “lowest hanging fruit” is to better communicate ways to prevent crime.

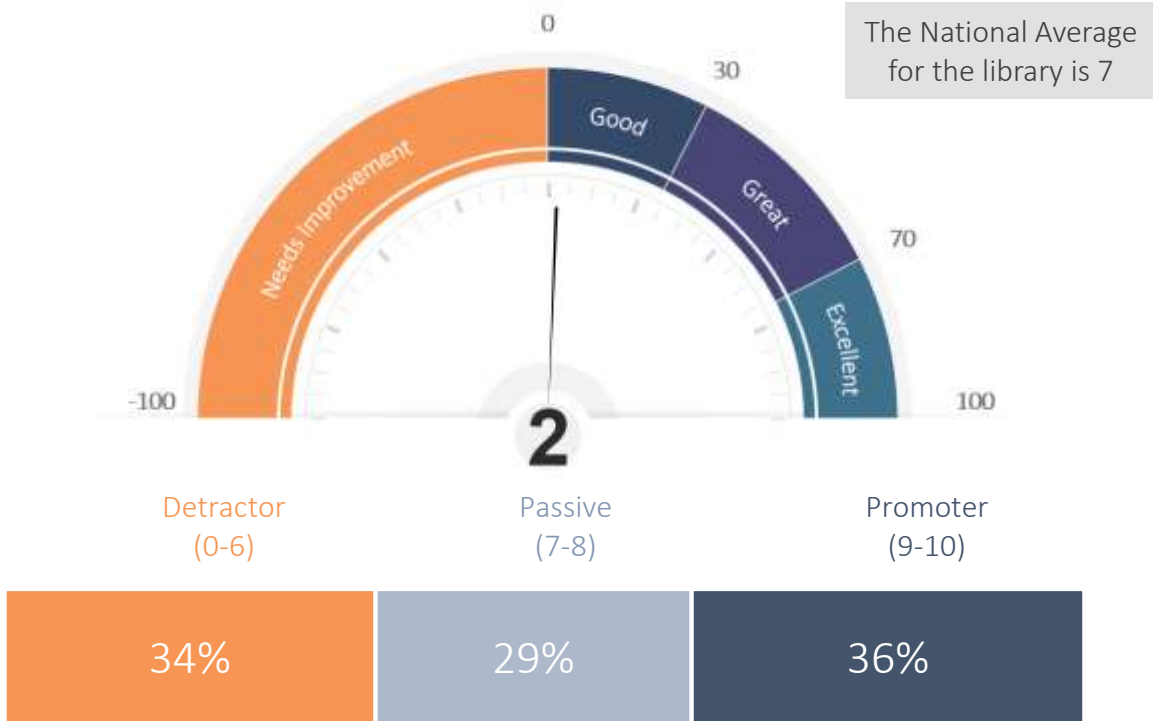
Overall, Library Service Expectations

▶ Around 3 in 4, 73%, indicate that the library services and programs “meet” or “exceed” their expectations. Around 1 in 4, 21% “don’t know.”

Library Service Performance vs. Expectations



Net Promoter Score (NPS)
(% Promoter -% Detractor)

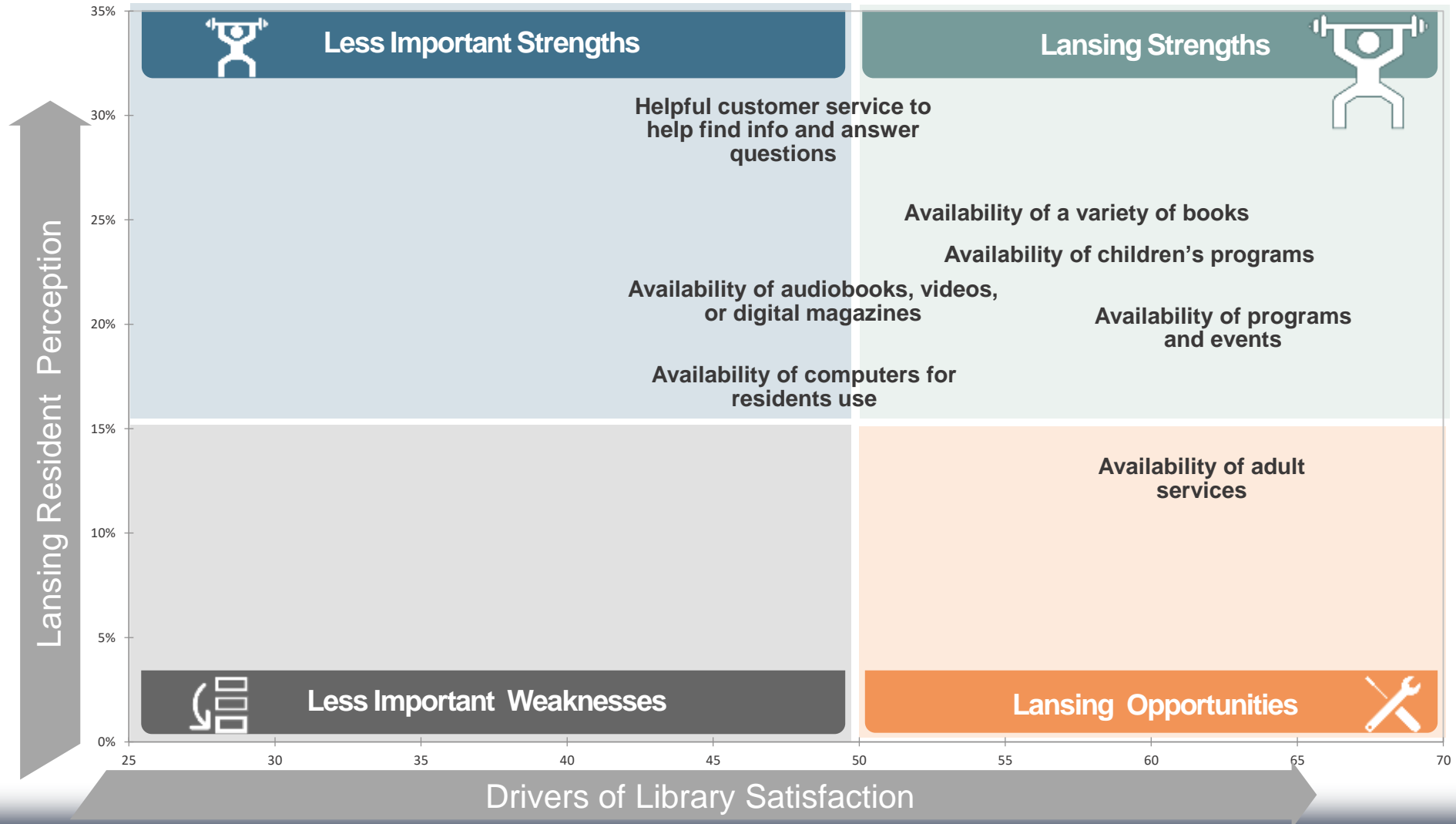


Base: Base percent All n=410
SM1. We would now like your opinion of several city services. For each one, please tell us if the city exceeds your expectations, meets your expectations, or fails to meet your expectations in that area.

Action Map: Library

▶ The Library performs well. Increasing its performance will not materially improve the overall community scores.

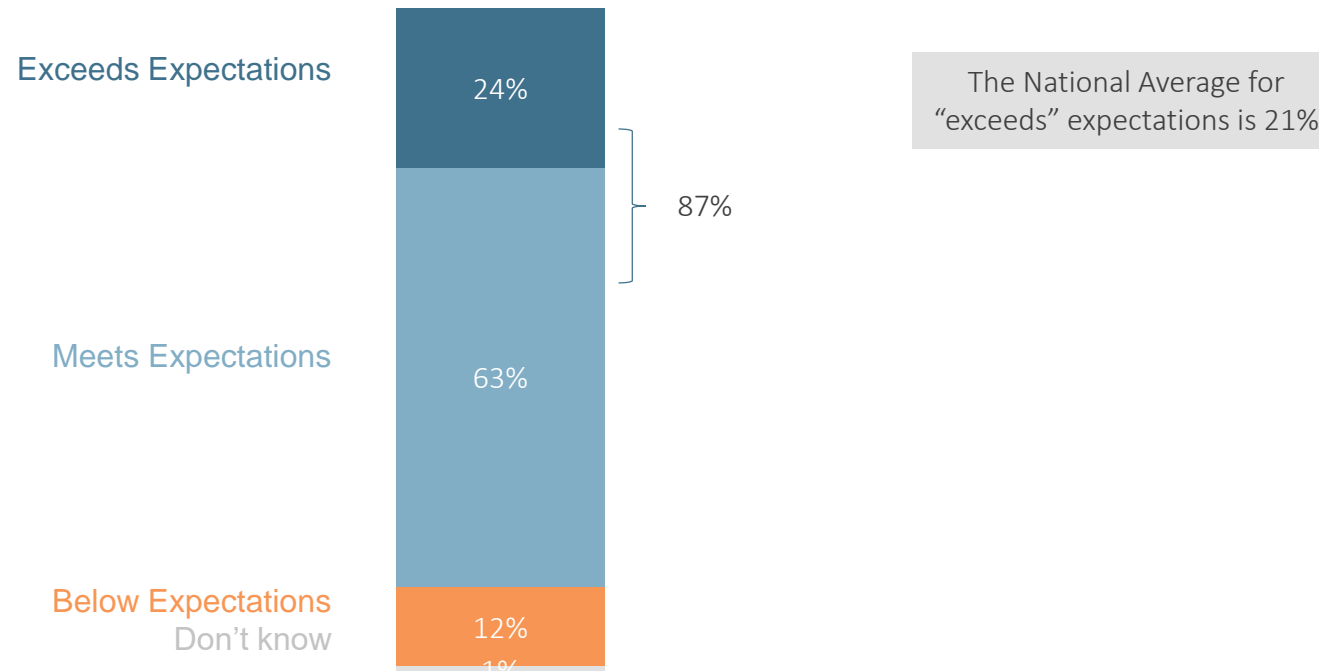
To improve the library, increasing the number of adult services will help the most.



Trash, Yard, and Solid Waste Services Evaluations

- ▶ **Trash, yard, and solid waste services “exceeded or met the expectations” of almost 9 out of 10 residents.**

Trash, Yard, and Solid Waste Performance vs. Expectations



Base: Base percent All n=410

SM1. We would now like your opinion of several city services. For each one, please tell us if the city exceeds your expectations, meets your expectations, or fails to meet your expectations in that area.

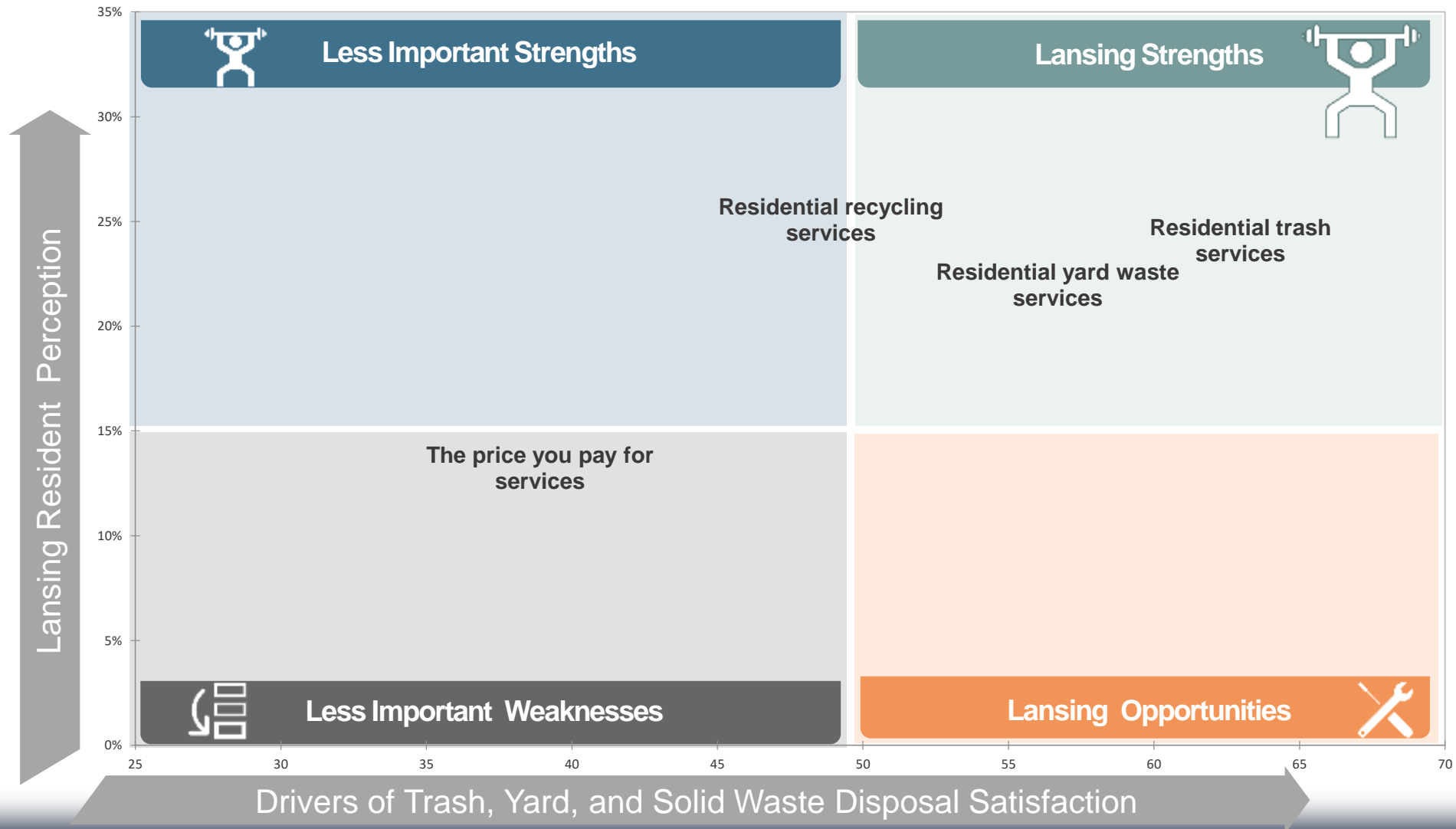
Base: Below expectations n=40. *Showing 5% or above.

SW2 Earlier in the survey, you told us that Lansing’s trash, yard, and solid waste disposal services fell below your expectations. Can you tell us why they fall below your expectations?

Action Map: Trash, Yard, and Solid Waste Disposal

▶ Other than the price paid, Lansing performs very well on all metrics.

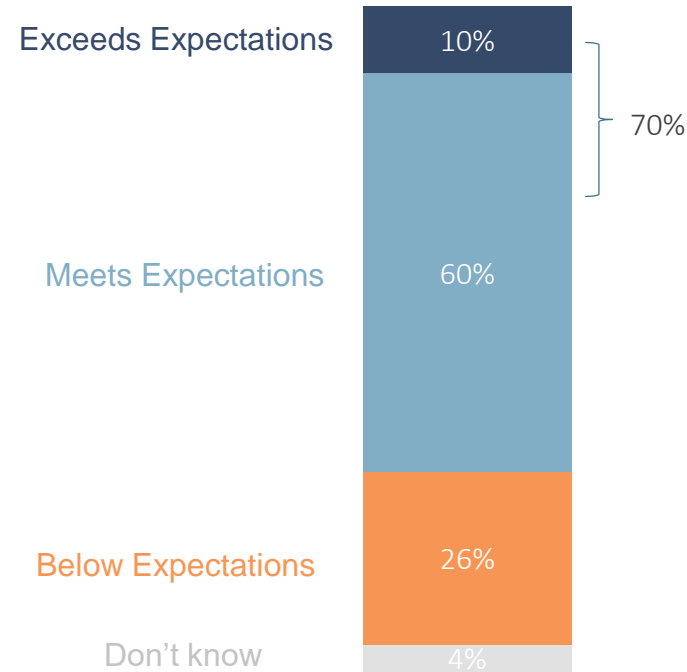
Although Lansing performs well here, it is less important to the overall city satisfaction.



Transportation Services Expectations

▶ Transportation services “meets or exceeds expectations among 70% of residents.

Transportation Services Performance vs. Expectations



The National Average for “exceeds” expectations is 7%

Base: Base percent All n=410

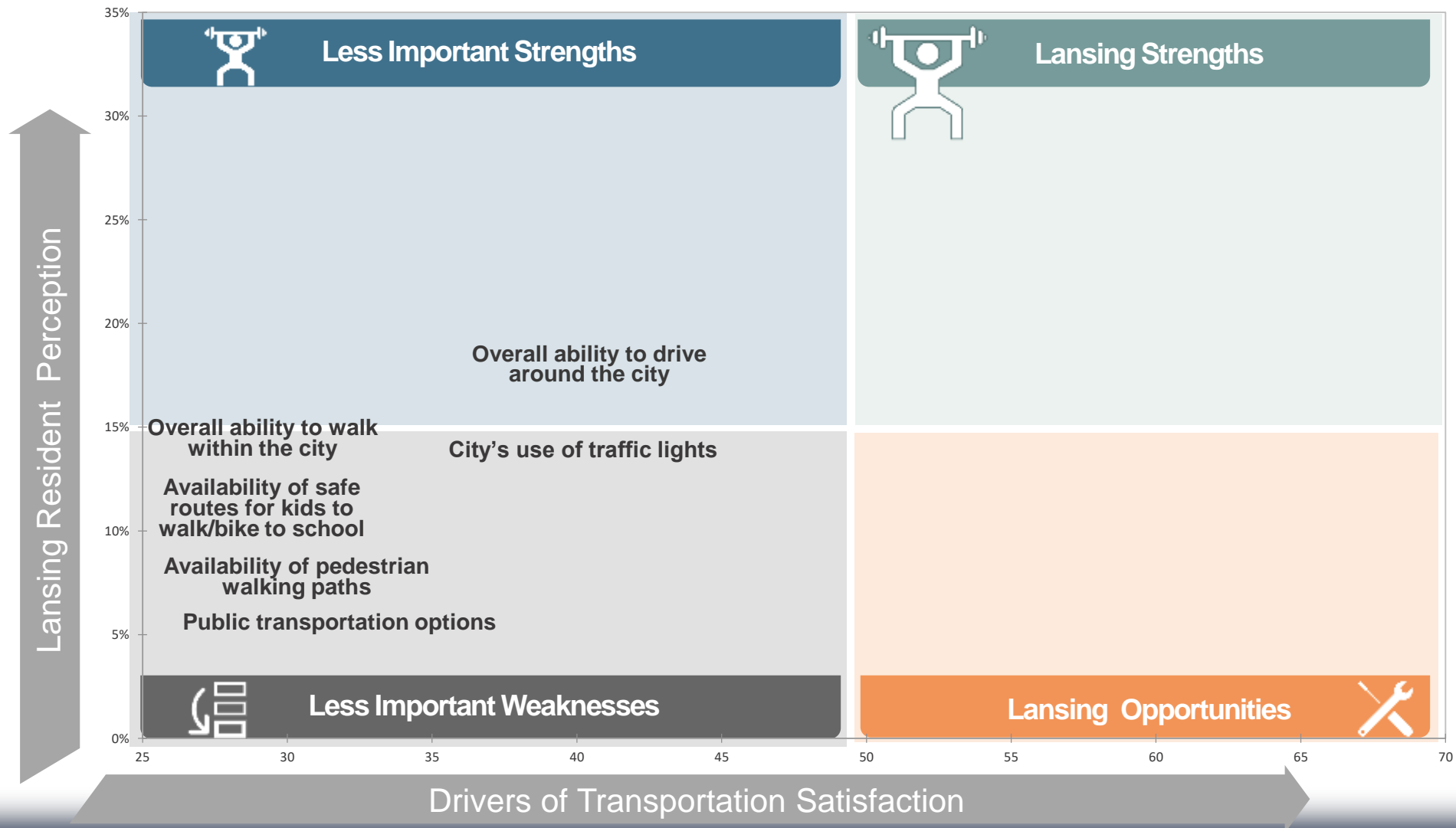
SM1. We would now like your opinion of several city services. For each one, please tell us if the city exceeds your expectations, meets your expectations, or fails to meet your expectations in that area.

Base: Below expectations n=84. *Showing 5% or above.

T2 Earlier in the survey, you told us that transportation in and around the city fell below your expectations. Can you tell us why it falls below your expectations?

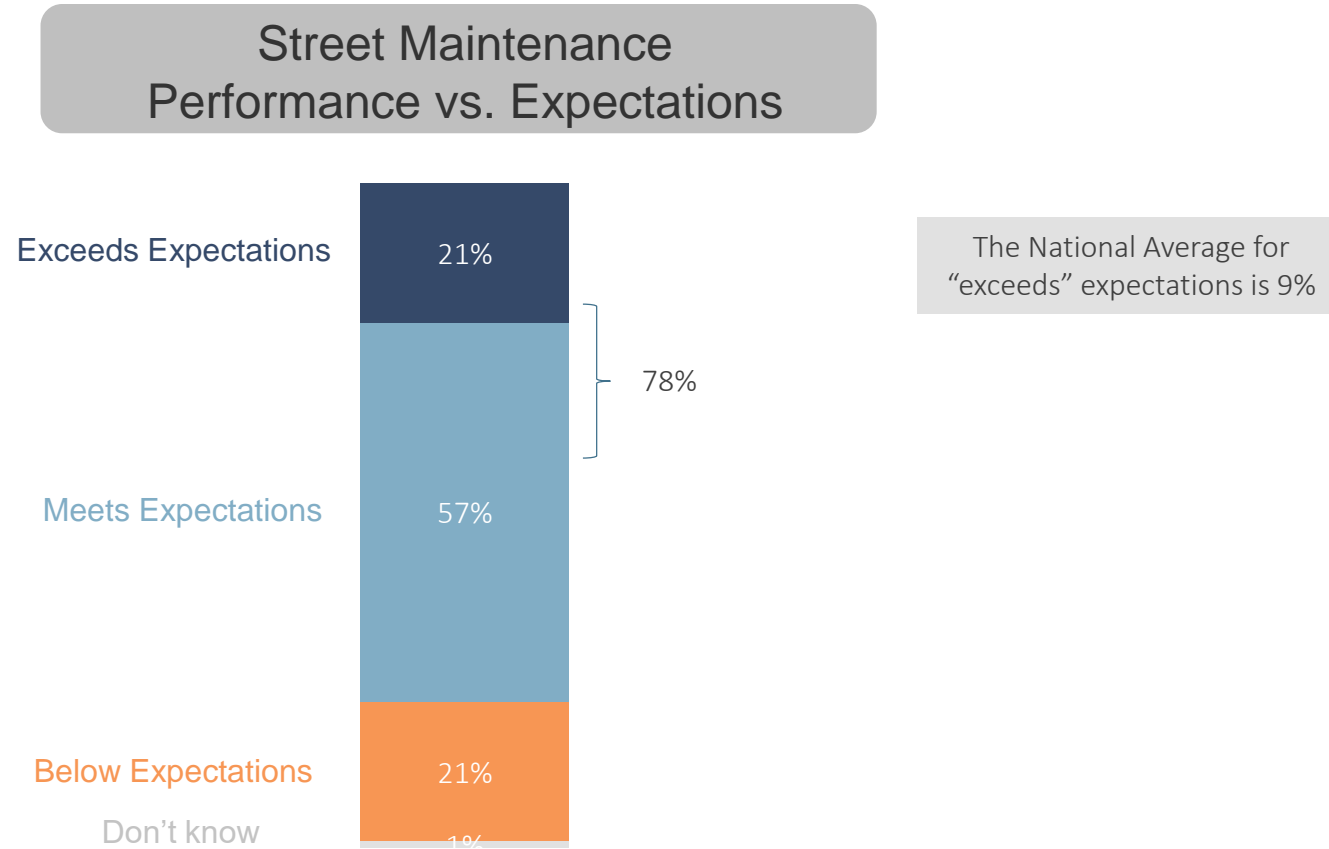
Action Map: Transportation Services

▶ This is a less important issue for residents. Even though Lansing received relatively lower scores here, incremental transportation resources will do little to improve the city's overall satisfaction.



Street Maintenance Expectations

▶ Street maintenance “meets or meets the expectations” of almost 8 in 10, 78% of residents.



Base: Base percent All n=410

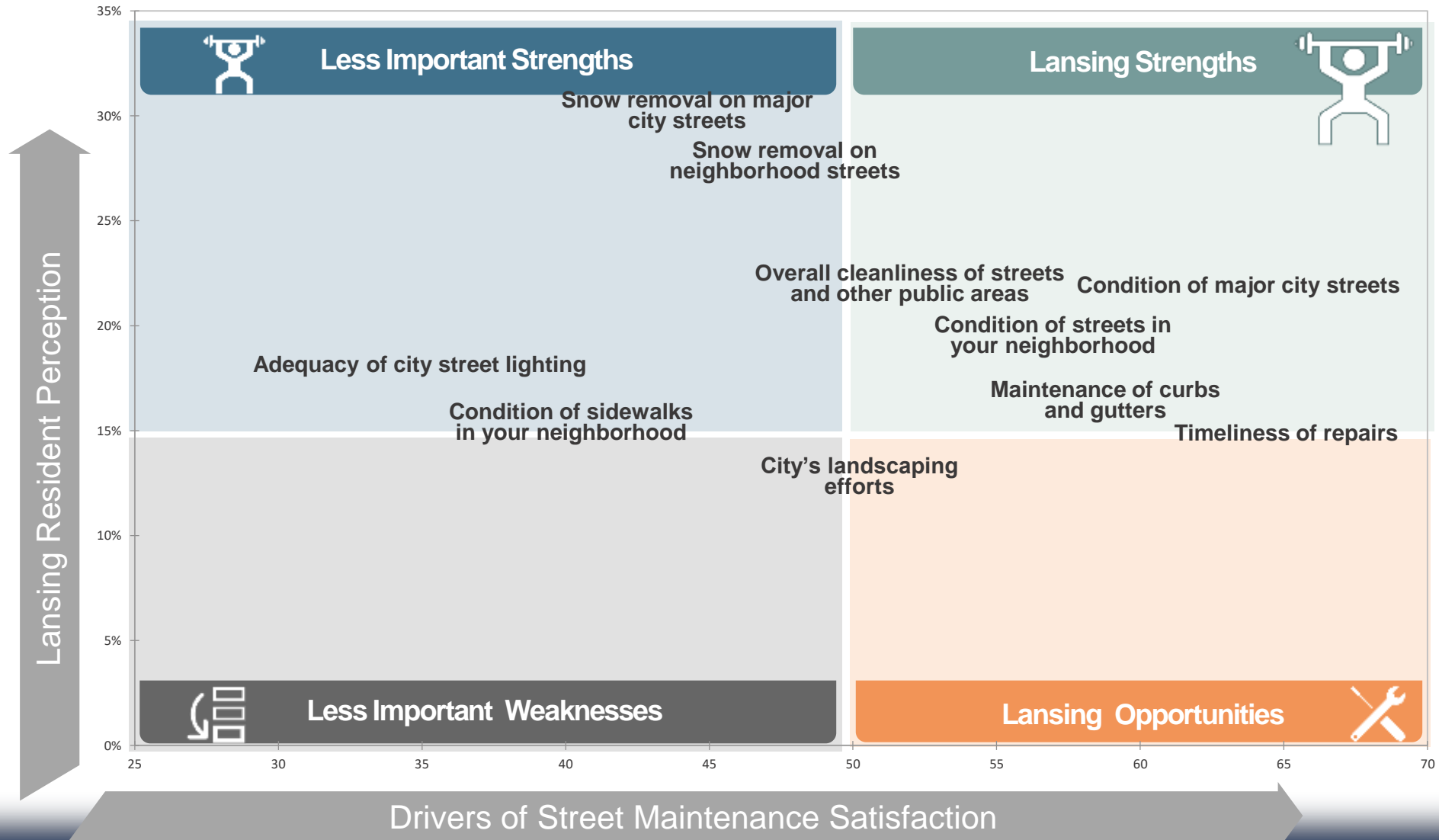
SM1. We would now like your opinion of several city services. For each one, please tell us if the city exceeds your expectations, meets your expectations, or fails to meet your expectations in that area.

Base: Below expectations n=71. *Showing 5% or above.

CM2 Earlier in the survey, you told us that Lansing’s street maintenance and management fell below your expectations. Can you tell us why it falls below your expectations?

Action Map: Streets

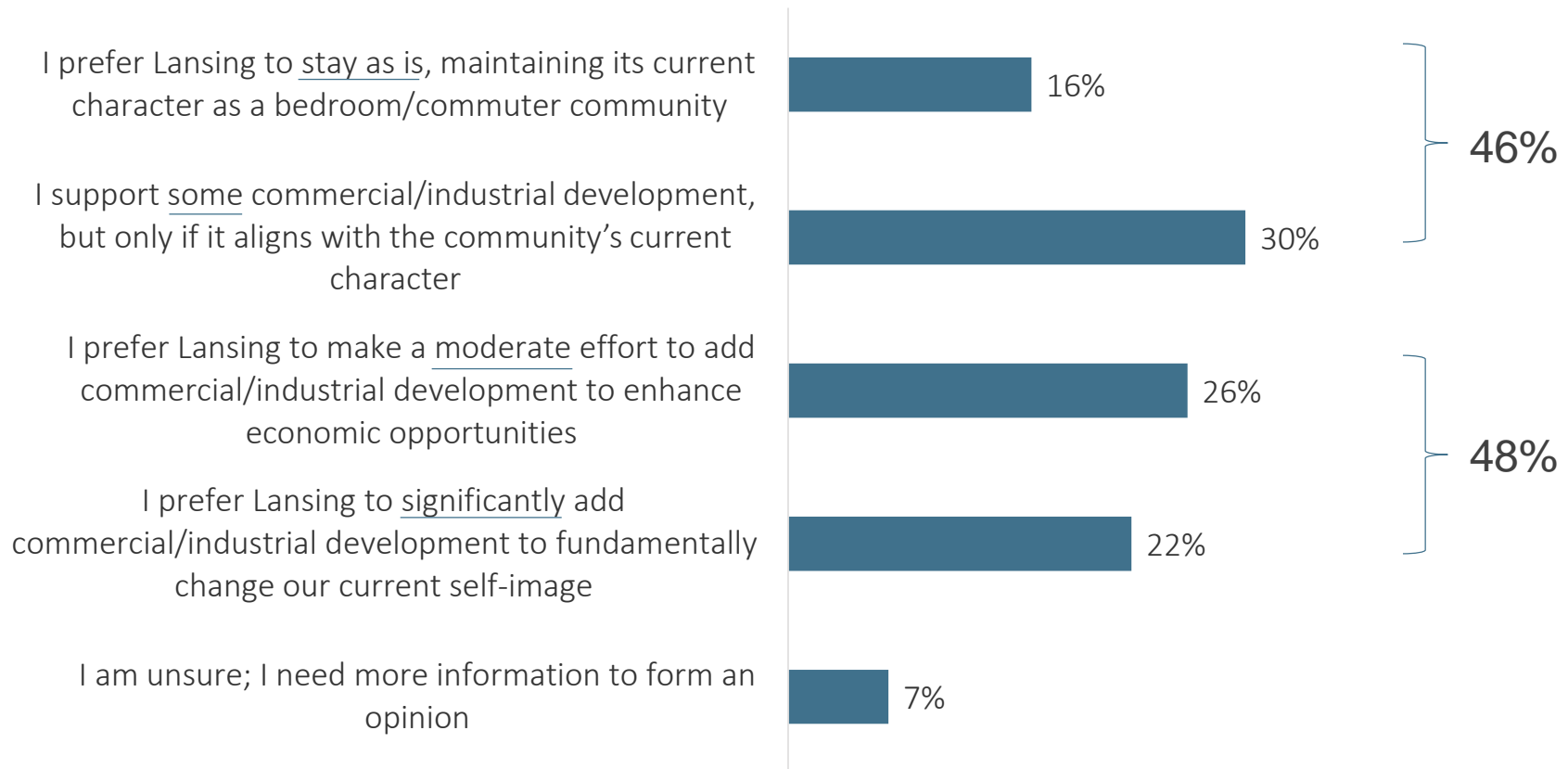
▶ Lansing performs well in all of the most important metrics. Place less emphasis on street lighting and more on the timeliness of repairs.



Lansing Future Forward

▶ Around 1 in 3, 30% indicated they support some commercial and industrial development, but only if it aligns with the community's current character.

Economic Development Preferences



Base: Base percent All n=410
FF1. How do you feel about the future development of Lansing? Please select the option that best represents your preference.

Discussion

Middle of the Road Satisfaction Scores

Lansing's scores fall into an "average" category. Lansing has many strengths, and this study reveals where it is best to improve satisfaction scores.

Focus on the Benefits, Not Just the Services

Residents select cities for their benefits (e.g., quality of life). We must keep these benefits at the forefront of all city service plans. These benefits are the end goal. We get there through services.

Lansing is seen as a safe place, and many consider it a great place to raise a family. These are important benefits. However, it receives lower "quality of life" and "proud to live here" scores than we would like to see. Addressing these will improve satisfaction.

City Communications

The city received excellent communication scores. Good communication is an important influencer of satisfaction. Many appreciate the city's efforts to keep residents informed. The primary area of improvement lies in capturing public involvement in local decision-making.

Both the Facebook page and the Friday eBlast are very effective. However, only 28% recalled receiving the Friday eBlast. Thus, there may be an opportunity to encourage a larger distribution.

Discussion

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The city received good communication scores. Good communication is an important influencer of satisfaction. Many appreciate the city's efforts to keep residents informed. The primary area of improvement lies in capturing public involvement in local decision-making.

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Discussion

Services for Adults

It is important to offer services that make Lansing a great place to raise a family. At the same time, a desire for more adult services emerged from these results. About a third of Lansing's residents are 55 years or older, and they are likely a large portion of those who pay property taxes. Thus, we must be intentional in developing services specifically for them.

The “availability of programs for seniors” within Parks & Recreation and the “availability of adult services” within the Library are both important and lower-scoring attributes.

Parks & Recreation

This is the most important service for increasing community satisfaction. It received average satisfaction scores. By focusing here, Lansing can significantly boost its overall community satisfaction. Parks & Recreation can improve its ratings by offering more high-quality services for children and seniors.

The recent efforts to create a city swimming pool are a step in the right direction. This initiative supports the key benefit of making the city a great place to raise a family and helps address the “lack of things to do” metric. Consider incorporating adult programming at the swimming pool, such as lap swimming, water aerobics, swim lessons for adults, and therapeutic swimming for rehabilitation or physical therapy.

The Lansing Library

The library received very good scores. Although it can play an important role in supporting Lansing's ability to become a “great place to raise a family,” it does not appear to be a significant driver of overall community satisfaction. Thus, this is not the place to add incremental expenses. Rather, continued family programming and the addition of adult services (within the current budget) are appropriate areas of focus.

Discussion

Engagement within the city

Those who are more engaged with city services tend to be more satisfied. Those who utilized Parks & Rec services, visited the library, recalled receiving the Friday eBlast, or followed the city's social media accounts tend to be more satisfied. Even those who interacted with the police gave Lansing higher evaluations.

Finding ways to encourage residents to become engaged in the city and participate in local events will likely improve their satisfaction with the city.

Taxation

Many are concerned with taxation. The “appropriate level of taxation” is the lowest-scoring metric. Also, about a third (32%) say they “disagree” that the city offers good value with its tax revenue. Thus, the city needs to be very sensitive to this.

However, this is not yet a problem as it received a relatively low importance score. Currently, tax rates do not appear to be a significant driver of lower satisfaction. It becomes a real problem when it moves to the right in the Action Map diagram. This is an issue to be aware of and sensitive to. Increasing taxes beyond where they are now may not be wise. We want to keep this from becoming a more important issue that might drag down satisfaction scores in the future.

Some residents expressed displeasure at the incremental taxes for the new swimming center. As stated earlier, we need to be sensitive to tax rates; however, given the importance of Parks and Recreation to the community, building this swimming center appears to be a good decision.



TRUE NORTH

MARKET INSIGHTS

Clarity

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