City of Belton Community Survey

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Purpose

To assess the City's recycling services and opinions on new services and facilities

To objectively assess satisfaction with the delivery of City services

To compare the City's performance with other communities

To help determine priorities for the community

Methodology

Survey Description

- 1st Community Survey conducted for the City by ETC Institute
- Six-page survey
- Included an expanded recycling section
- Included many benchmarking questions

Method of Administration

- By mail and online to random sample of households in the City
- Each survey took approximately 15-20 minutes to complete

Methodology

Sample Size

- Goal: 400 surveys
- Actual: 423 surveys

Margin of Error

• +/- 4.7% at the 95% level of confidence

Location of Survey Respondents

Good distribution of responses throughout the City



2021 City of Belton Community Survey

Bottom Line Up Front

Very few respondents don't recycle or are not interested

- 84% of respondents indicated they either recycle most of the time (41.8%), recycle some of the time (25.8%) or don't recycle but plan to begin (16.7%)
- Only 15.8% of respondents don't recycling and are not interested

Most respondents prefer curbside recycling over a drop-off center

- Nearly 2/3rds of respondents indicated they would like to see curbside recycling implemented in the City even if it came with an additional cost
- 65% of respondents indicated they would be willing to pay \$4 per month for bi-weekly curbside recycling services

Most respondents (57.7%) indicated the largest barrier to their participation in recycling is the that "curbside recycling is preferred"

Priorities for Improvement 2021

- 1. Maintenance of City streets and facilities
- 2. Flow of traffic and congestion management
- 3. Effectiveness of City communication
- 4. Enforcement of codes and ordinances

Recycling

MOST RESPONDENTS WANT TO OR CURRENTLY RECYCLE

Q1. How much emphasis does your household place on recycling?



by percentage of respondents (without *don't know*)

84.2% of respondents indicated they either recycle or plan to recycle

Q2. Which of the following recycling options would you most like to see implemented in the City of Belton?



Nearly 2/3rds of respondents would prefer curbside recycling even for an additional cost

Q3. Would you be willing to pay \$4 per month for bi-weekly curbside recycling services?



Q6. What prevents you from recycling or recycling more than you currently do?



Recycling Education

GAUGING RESPONDENT KNOWLEDGE ON RECYCLING ISSUES

Q5. Do you or other members of your household currently do any of the following?

Recycle household items like newspaper, bottles, cans, 59.6% magazines (when curbside recycling was available) 56.3% Utilize existing Bulky (once monthly) service **Recycle plastic bags** 49.4% 48.9% Utilize yard waste curbside service Take household hazardous waste (HHW) items to an 48.2% HHW facility or special collection event Recycle food & beverage glass containers 46.3% Recycle electronic items like computers, televisions, 44.2% or cell phones Take leaves & brush to a City facility, private business, 41.8% or set them at curb for composting & mulching 36.9% Participate in Citywide HHW annual event Recycle household items like newspaper, bottles, cans 33.1% or magazines at a drop-off center 30.3% Recycle rippled glass Compost household items like grass clippings, leaves, 23.2% or food waste at home **Recycle household batteries** 21.5% 10.0% 40.0% 0.0% 20.0% 30.0% 50.0% 60.0% 70.0% Source: ETC Institute (2021)

by percentage of respondents

Most respondents are already recycling household items and utilizing existing bulky item service

Q10. Which of the following items are acceptable for <u>curbside</u> recycling?

by percentage of respondents 81.8% Aluminum cans Cardboard 81.8% 81.8% Newspaper 80.4% $\overleftarrow{\mathbf{x}}$ Plastic cartons \bigstar 69.7% Magazines \odot 52.0% **Glass bottles** \odot Shredded paper 48.9% \odot 40.2% Yard waste \odot Plastic shopping bag 33.1% 31.0% Coffee cup \odot Clothing 7.6% Diapers 4.7% 20.0% 40.0% 60.0% 100.0% 0.0% 80.0% Source: ETC Institute (2021)

Respondents were shown 12 images and asked to circle the items they believe are acceptable for curbside recycling

Q9. Residents' Level of Agreement with Statements Regarding Recycling

by percentage of respondents, using a 5-point scale, where 5 means strongly agree and 1 means strongly disagree (without don't know)



Source: ETC Institute (2021)

Q7. Residents' Level of Agreement or Disagreement with Statements Regarding Recycling Habits

All boxes should be broken down or flattened prior to recycling		12%				
All containers should be free of food or liquid (of any sort) before placing in recycling		13%				
All containers (plastic, metal, etc.) must be rinsed & dried before recycling	69%		3:	31%		
Plastic bags are accepted in curbside recycling bins	4	45%	55%			
Styrofoam is accepted in curbside recycling bins	36	%	65%			
Caps & lids must go back on plastic bottles & containers before recycling	33%	6	67%			
Pull-tabs should be removed, placed in the can, & squeezed shut before recycling	28%		72%			
Medications & vials/bottles are accepted in curbside recycling bins	27%		73%			
Clothing is accepted in curbside recycling bins	13%		87%			
0	% 2	0% 40%	60%	80%	10	
Source: ETC Institute (2021)				Agree	Disagree	

by percentage of respondents who either agree or disagree (without *don't know*)

Source: ETC Institute (2021)

Some education and outreach is needed to ensure residents are following recycling guidelines

Satisfaction with City Services

Q11. Residents' Level of Satisfaction with City Services

by percentage of respondents, using a 5-point scale, where 5 means very satisfied and 1 means very dissatisfied (without don't know)



Benchmarking: Residents' Level of Satisfaction with City Services

The National Average vs. Plains Region Average vs. Belton, MO 2021 Results



by percentage of respondents who were very satisfied/satisfied (without don't know)

Source: ETC Institute (2021)

Q12. Rating of Importance of <u>City Service</u> Items That Residents Think Should Recieve the Most Emphasis From City Leaders Over the Next Two Years

Overall maintenance of City streets & facilities 72.4% **Overall flow of traffic & congestion** 57.2% management in City Overall quality of public safety services (e.g., 30.9% police, fire, ambulance) **Overall effectiveness of City communication** 29.0% with the public 27.7% **Overall enforcement of City codes & ordinances Overall quality of City parks & recreation** 19.8% programs & facilities 12.3% **Overall quality of public facilities & services** Overall quality of customer service you 7.1% receive from City employees 0.0% 20.0% 40.0% 60.0% 80.0% 100.0% Most Emphasis (First Choice) Second Choice Third Choice

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

Source: ETC Institute (2021)

The most important items to respondents are also the top priorities for improvement

Overall Maintenance of City Streets and Facilities

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Overall Flow of Traffic and Congestion Management

This item was determined to be the 2nd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Overall Effectiveness of City Communication

This item was determined to be the 3rd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Overall Enforcement of City Codes and Ordinances

This item was determined to be the 4th highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Customer Service

Q13b. Residents' Perception of the Quality of Customer Service Received From City Employees

They were courteous & polite 39% 39% 10% 8% 5% 29% 39% 18% 10% 4% They were easy to contact They did what they said they would 10% 30% 34% 14% 11% do in a timely manner They gave prompt, accurate, & 33% 28% 20% 14% 5% complete answers to questions 32% 14% 11% 15% They helped you resolve an issue 28% to your satisfaction 0% 20% 40% 60% 80% 100% Always Usually Sometimes Seldom Never

by percentage of respondents, using a 5-point scale, where 5 means always and 1 means never (without don't know)

Source: ETC Institute (2021)

1 out of 3 respondents indicated they have contacted the City during the past year

Public Safety

Q15. Residents' Level of Satisfaction with Public Safety in the City

%	52	47% %		21%	216
		%	the second s	21%	
		52%		21% **	
	23% 46%		2	6%	3%**
44%			29%	6	6% **
	47%		28%		6% ^{2%}
	44%		25%	119	% 3%
4()%	38%		8	3% 2%
39	39%		38%	9	9% 2%
37%		34%		12% 4%	
369	% 31%		%	13%	8%
31%	39%			16% 4%	
22%	59%		<mark>6%</mark> 3%		
20%	59%		8% 3%		
20%	10%	60%	00%	6	100%
	39 37 369 31% 22% 20%	39% 37% 36% 31% 22%	39% 3 37% 3 36% 31 31% 39% 22% 59% 20% 59%	39% 38% 37% 34% 36% 31% 31% 39% 22% 59% 20% 59%	39% 38% 9 37% 34% 12% 36% 31% 13% 31% 39% 16% 22% 59% 6 0% 59% 89

by percentage of respondents, using a 5-point scale, where 5 means very satisfied and 1 means very dissatisfied (without don't know)

Source: ETC Institute (2021)

Benchmarking: Residents' Level of Satisfaction with the City's Public Safety

The National Average vs. Plains Region Average vs. Belton, MO 2021 Results



by percentage of respondents who were very satisfied/satisfied (without don't know)

National Average Plains Average Belton, MO 2021

Source: ETC Institute (2021)

Q16. Rating of Importance of <u>Public Safety</u> Items That Residents Think Should Recieve the Most Emphasis From City Leaders Over the Next Two Years

City's efforts to prevent crime 52.8% Visibility of police in neighborhoods 32.0% 21.5% Overall quality of local police protection 19.7% Effectiveness of community policing efforts 17.0% Visibility of police in retail areas How effectively police handle emergencies 15.4% **Enforcement of local traffic laws** 13.5% **Quality of animal control** 13.0% How quickly police respond to emergencies 12.9% 11.4% Police related education programs offered by City 9.7% How quickly fire depart. responds to emergencies 9.0% Fire related education programs offered by City 7.5% Overall quality of local fire protection services Location of fire stations 2.6% 0.0% 20.0% 40.0% 60.0% 80.0% 100.0% Most Emphasis (First Choice) Second Choice Third Choice

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

Source: ETC Institute (2021)

The most important items to respondents are also the top priorities for improvement

City's Efforts to Prevent Crime

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Visibility of Police in Neighborhoods

This item was determined to be the 2nd highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement



Q17. Residents' Feeling of Safety in the City of Belton

by percentage of respondents who feel safe in the City (without don't know)



Overall, respondents feel safe in the City during the day and at night

Benchmarking: Residents' Feeling of Safety in the City of Belton

The National Average vs. Plains Region Average vs. Belton, MO 2021 Results

89% In your neighborhood during the day 89% 93% 71% In your neighborhood at night 73% 75% Overall feeling of safety in Belton 78% **69%** 20% 40% 60% 80% 100% 0% National Average Plains Average Belton, MO 2021

by percentage of respondents who feel very safe/safe in the City (without don't know)

Source: ETC Institute (2021)

Strategic Goals and Priorities

Q18. Rating of Importance for Ideas That Residents' Think the City Should Focus on During the Next Three Years

by percentage of respondents who selected the items as one of their top five choices



Streets, traffic, and code enforcement are the top priorities for respondents over the next three years

Summary

Most respondents recycle or are willing to recycle

Most respondents prefer curbside recycling, and 65% are willing to pay

Top Priorities for Improvement:

- 1. Maintenance of City streets and facilities
- 2. Flow of traffic and congestion management
- 3. Effectiveness of communication with the public
- 4. Enforcement of codes and ordinances

Questions?

THANK YOU!