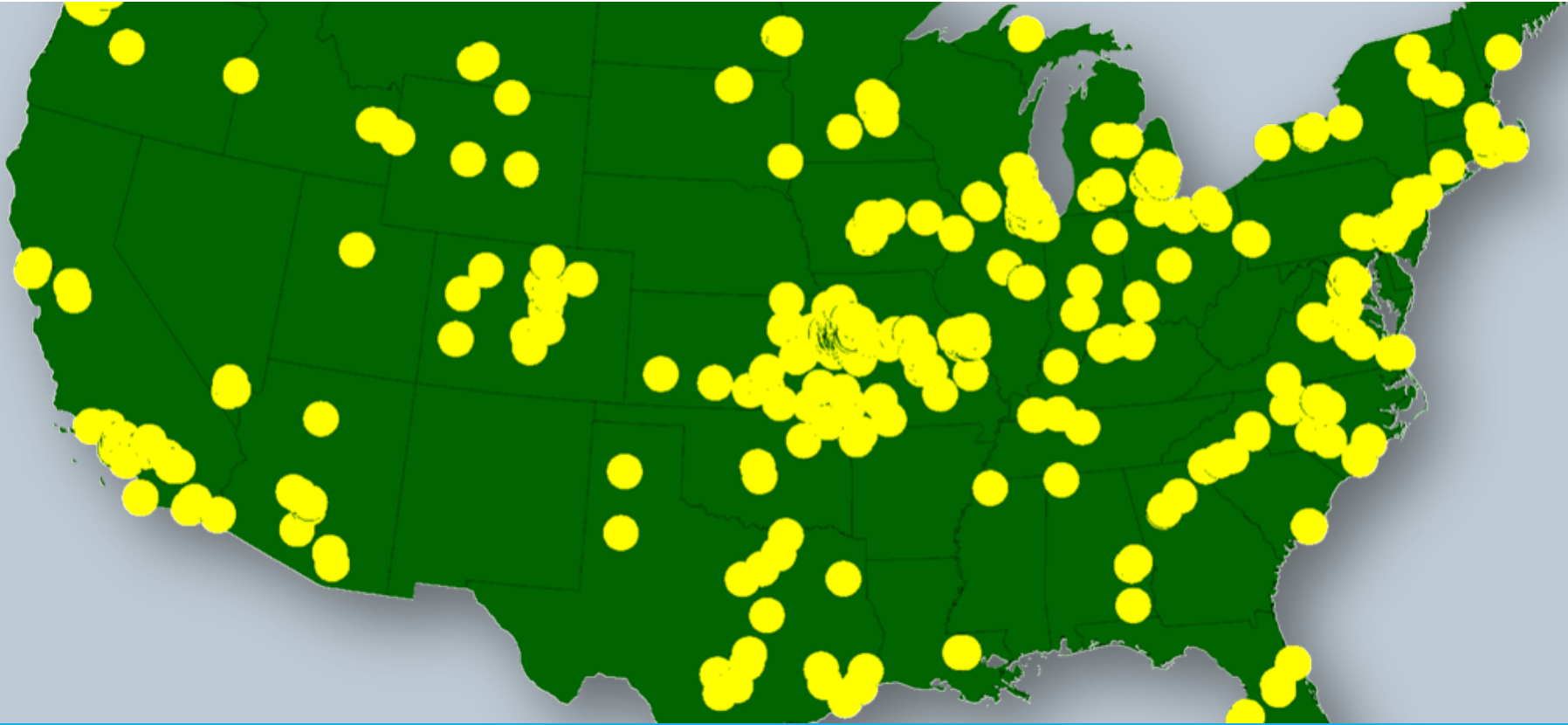


City of Belton Community Survey

PRESENTED BY  **ETC**
INSTITUTE





A National Leader in Market Research for Local Governmental Organizations

More than 2,000,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states

Helping organizations make better decisions

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

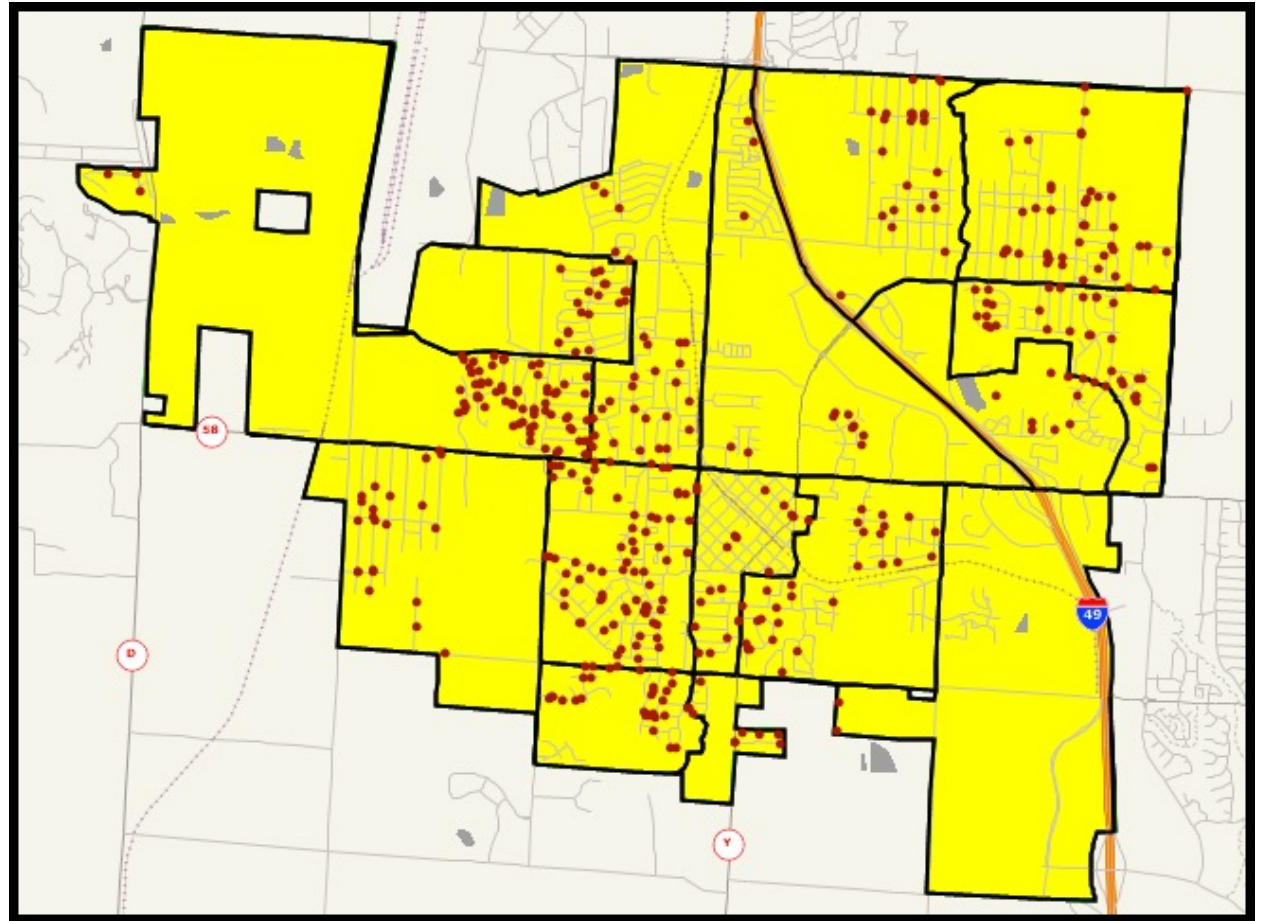
- **Goal:** 400 surveys
- **Actual:** 423 surveys

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

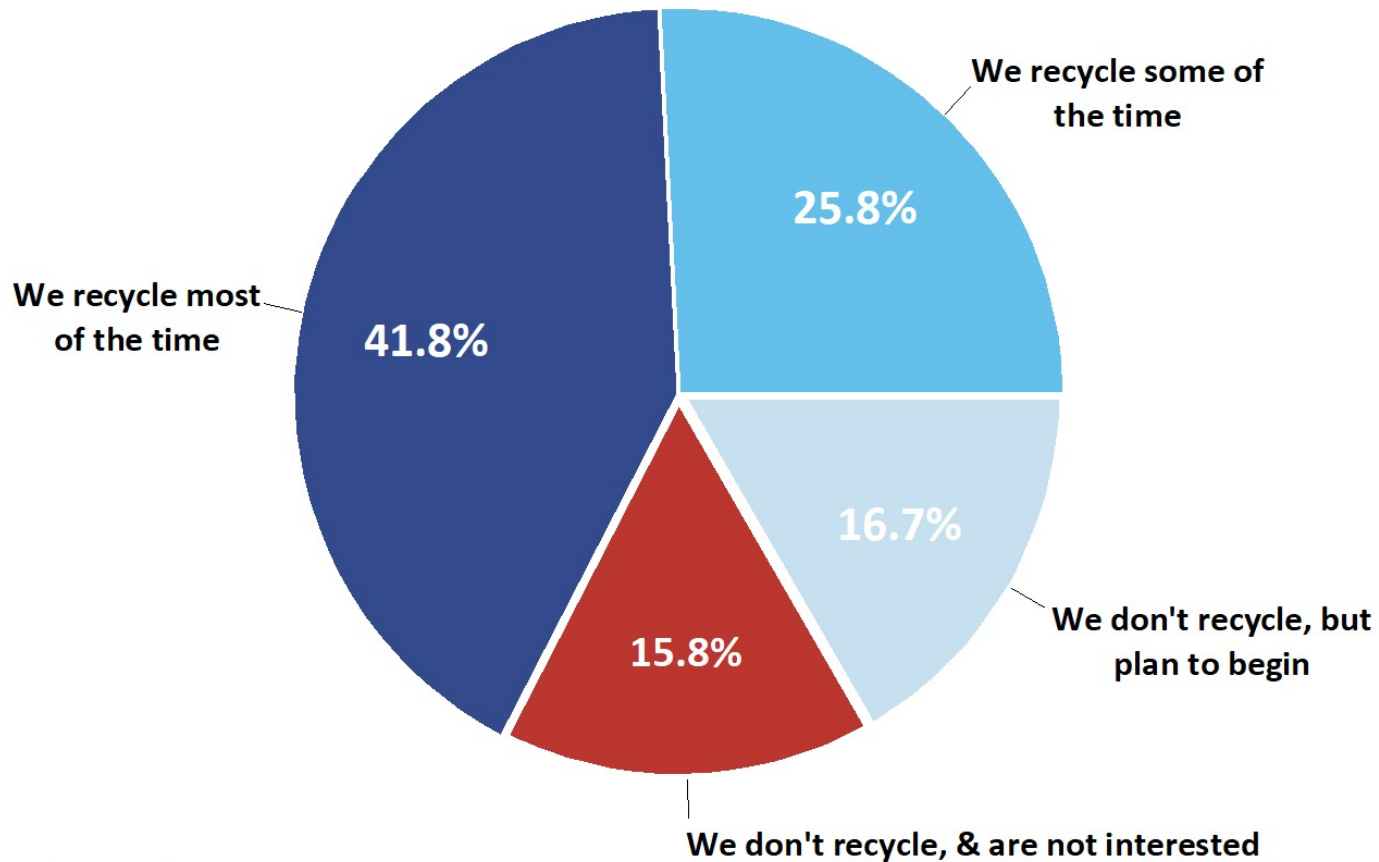
Recycling

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*)

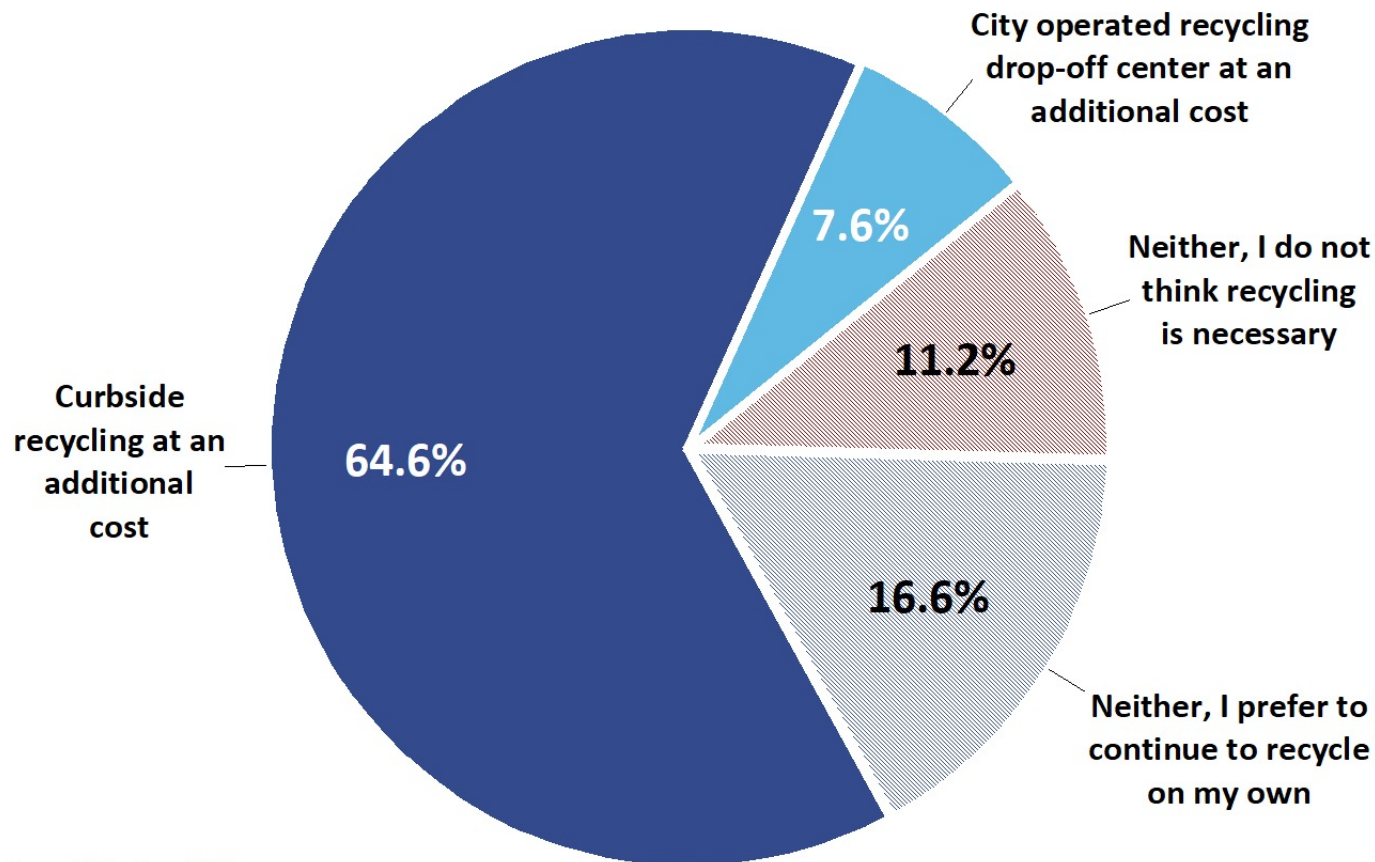


Source: ETC Institute (2021)

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?

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

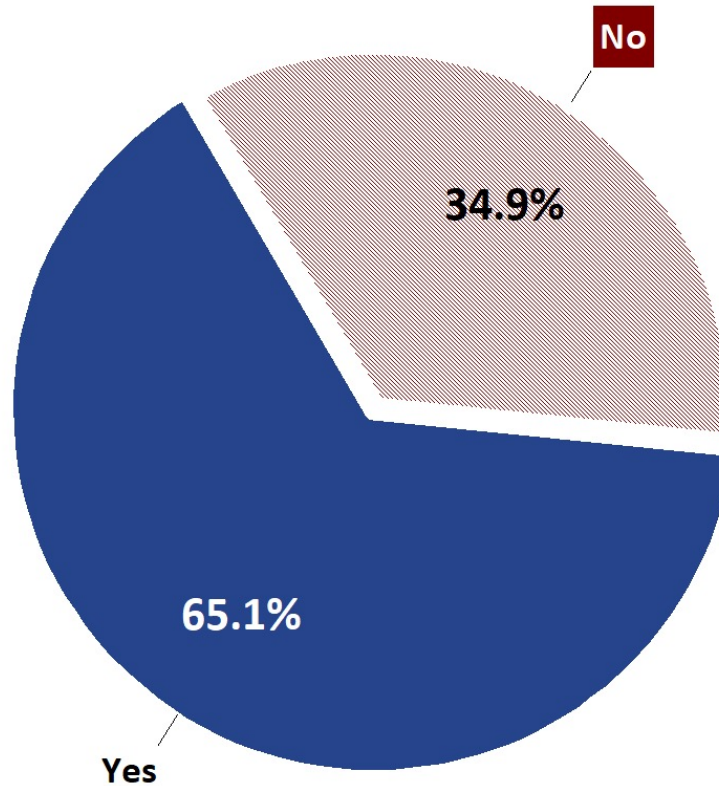


Source: ETC Institute (2021)

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

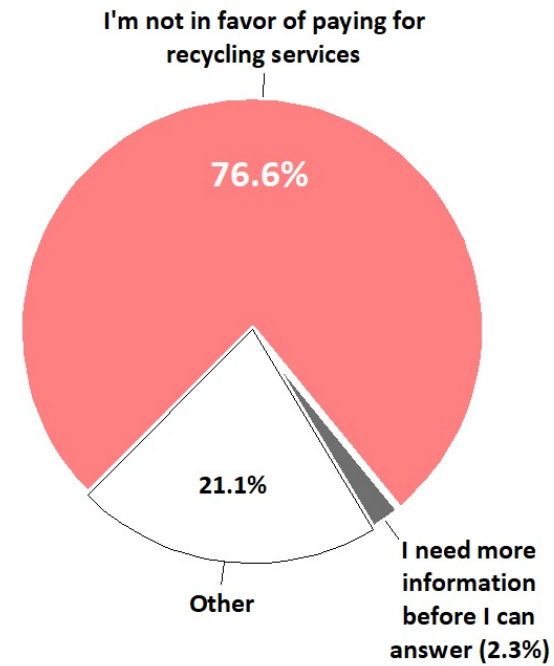
Q3. Would you be willing to pay \$4 per month for bi-weekly curbside recycling services?

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



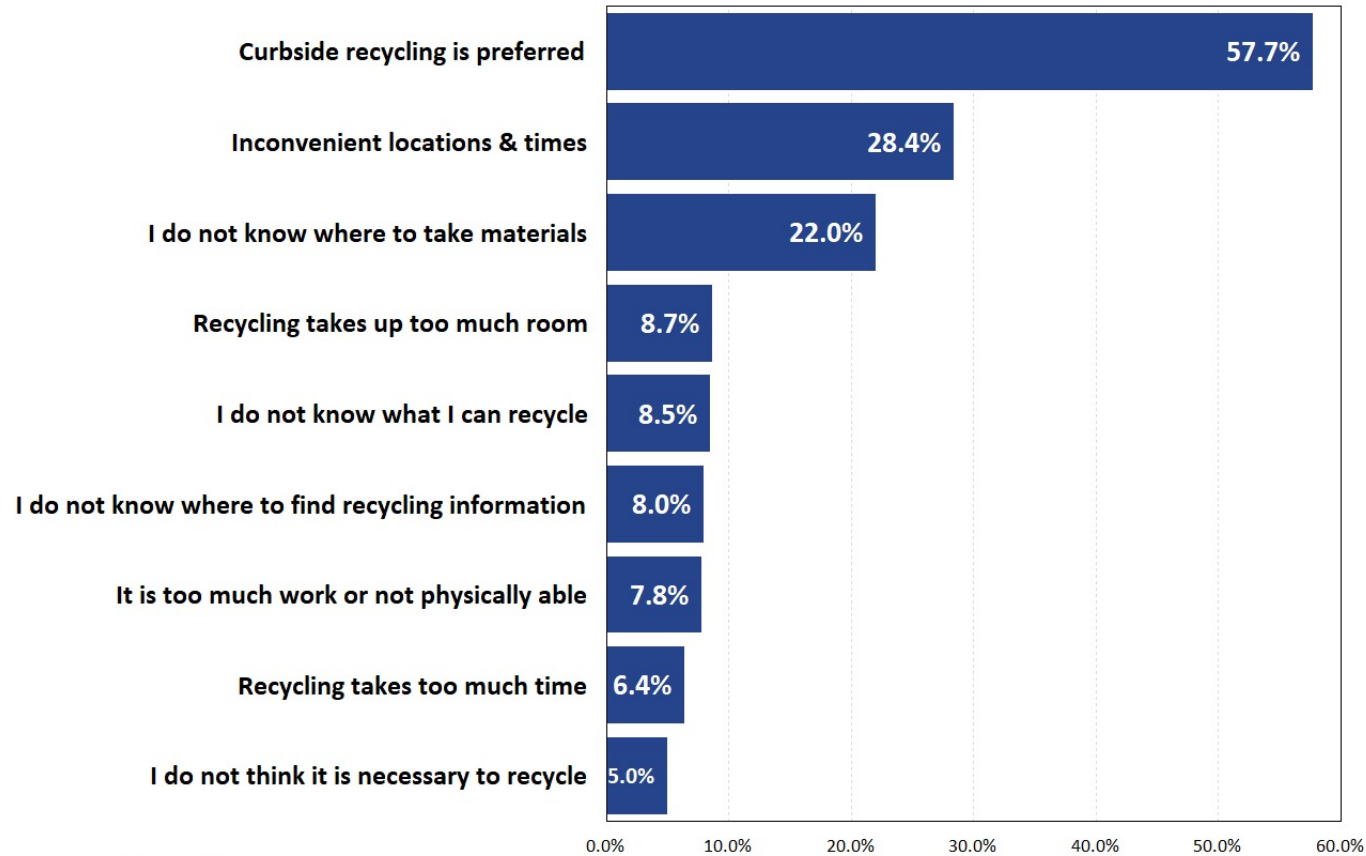
Source: ETC Institute (2021)

Q3a. What is the reason you indicated "No" or "Not Sure" in Question 3?



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

by percentage of respondents



Source: ETC Institute (2021)

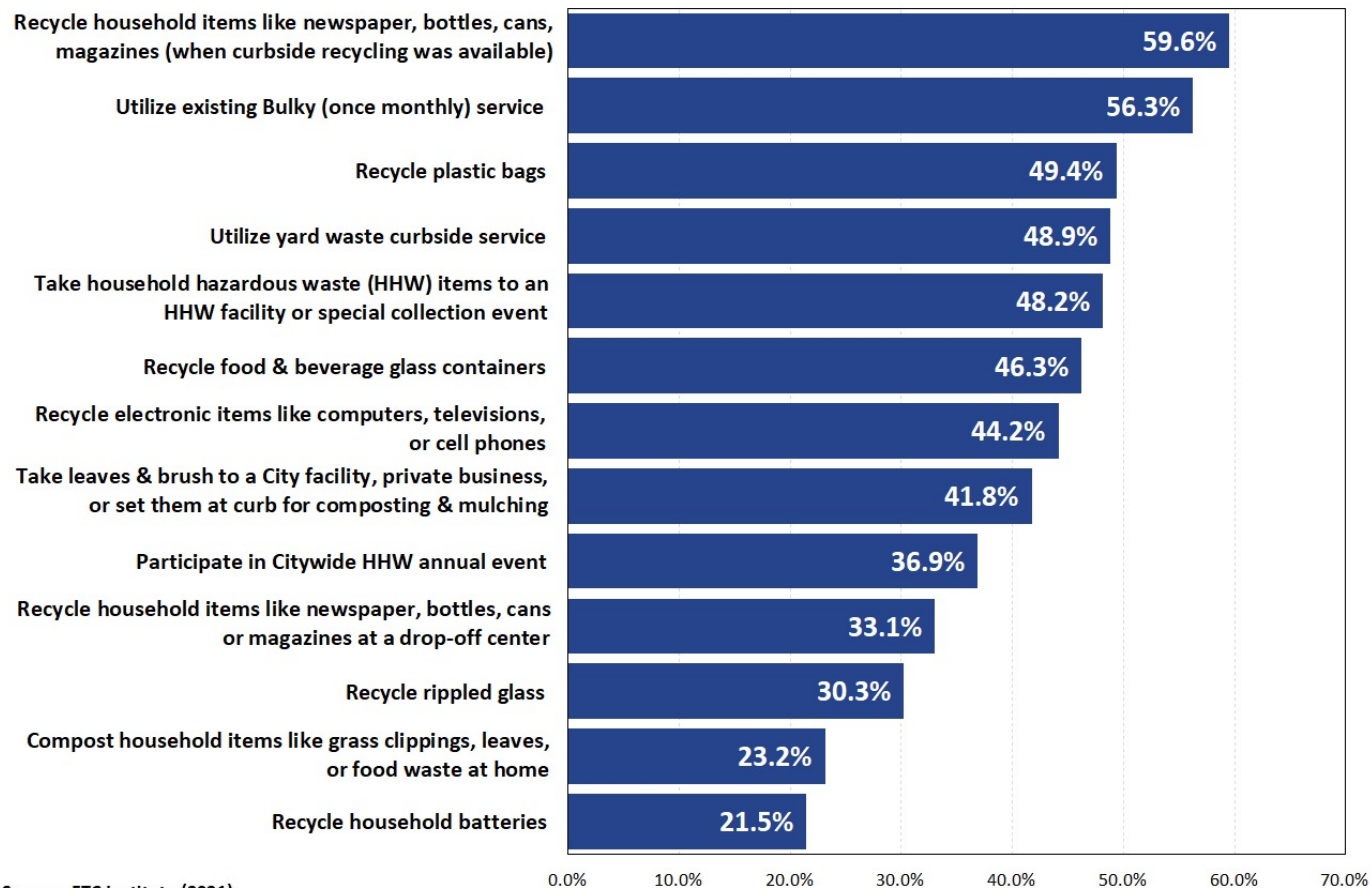
Recycling Education

GAUGING RESPONDENT KNOWLEDGE ON RECYCLING ISSUES



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

by percentage of respondents

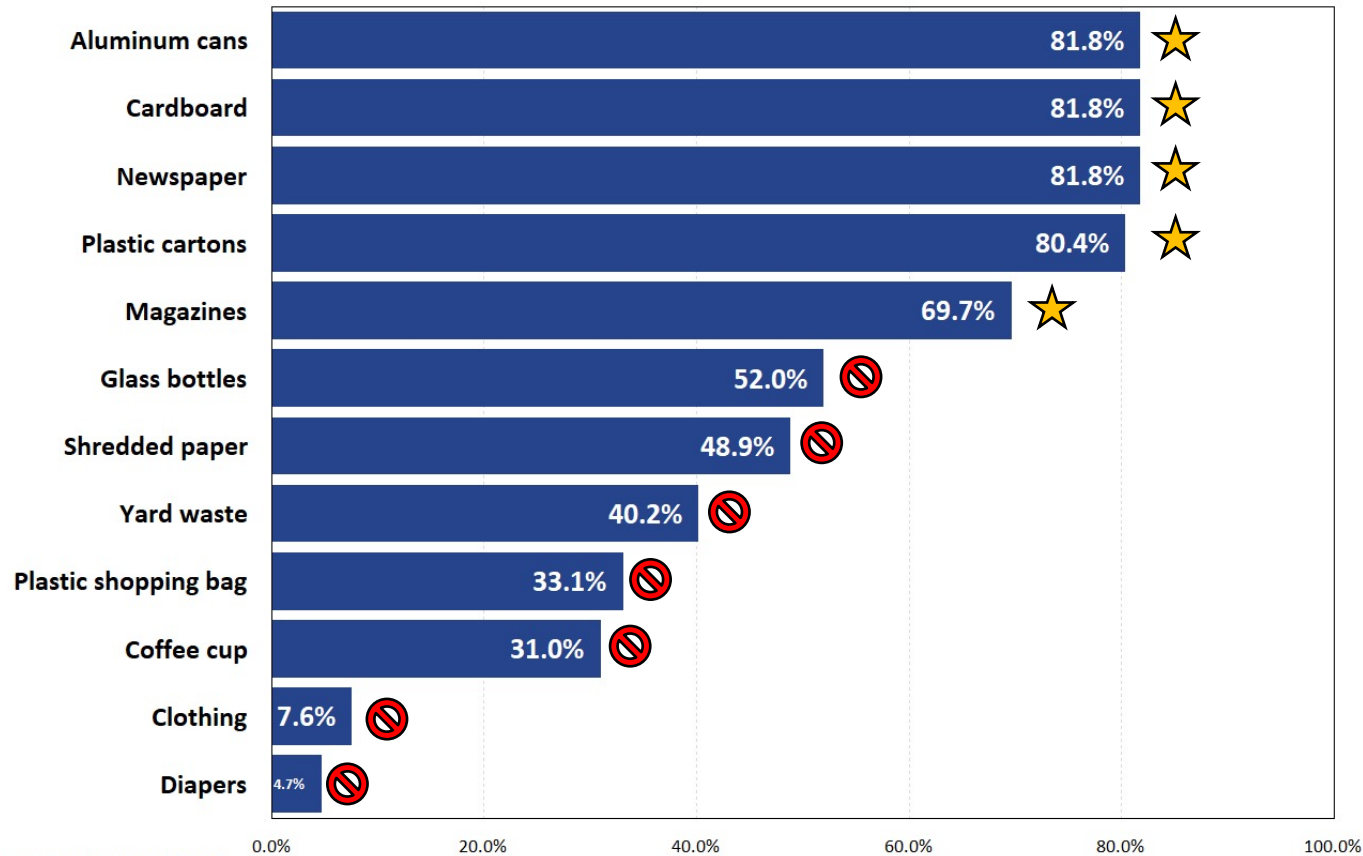


Most respondents are already recycling household items and utilizing existing bulky item service



Q10. Which of the following items are acceptable for curbside recycling?

by percentage of respondents



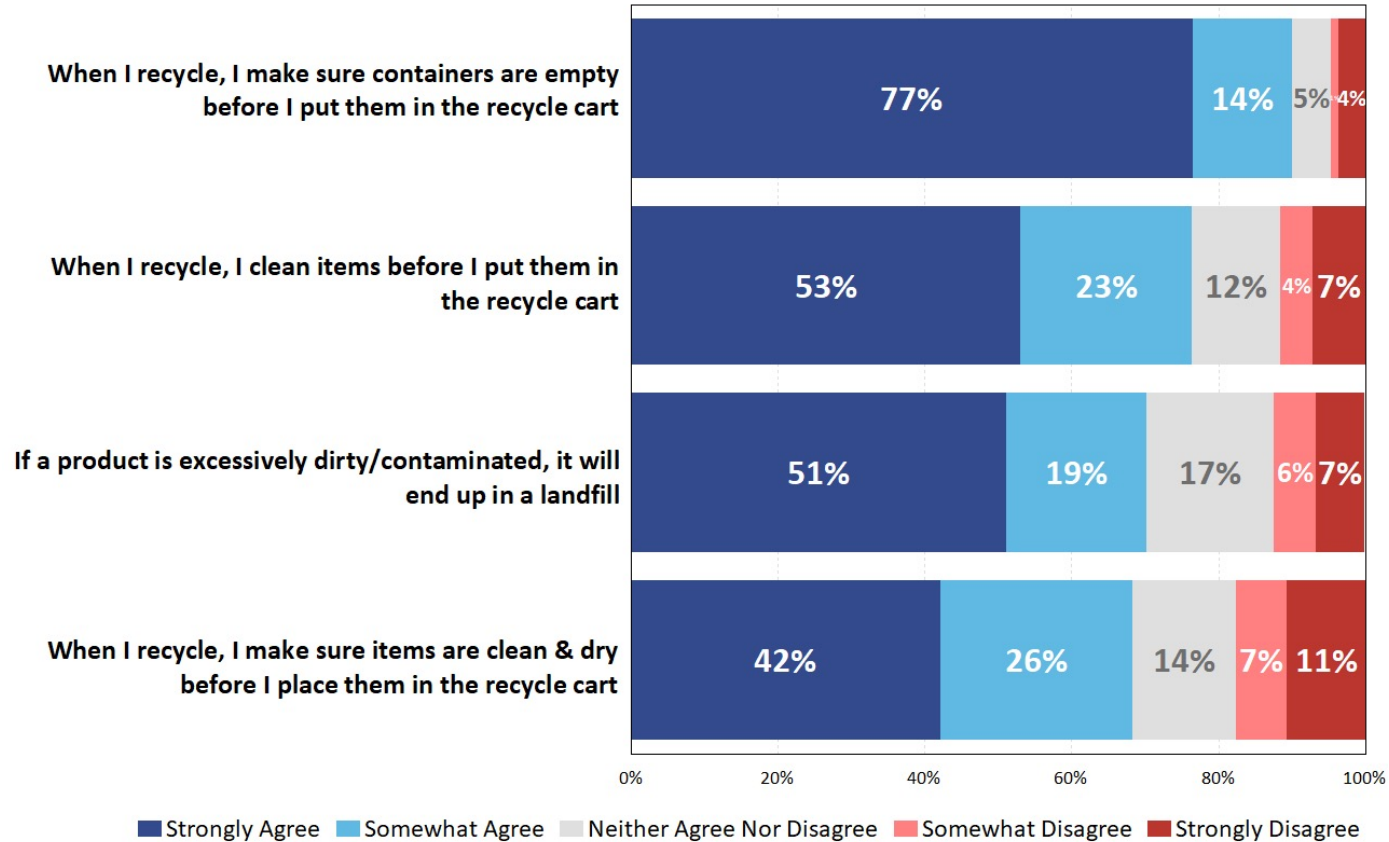
Source: ETC Institute (2021)



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

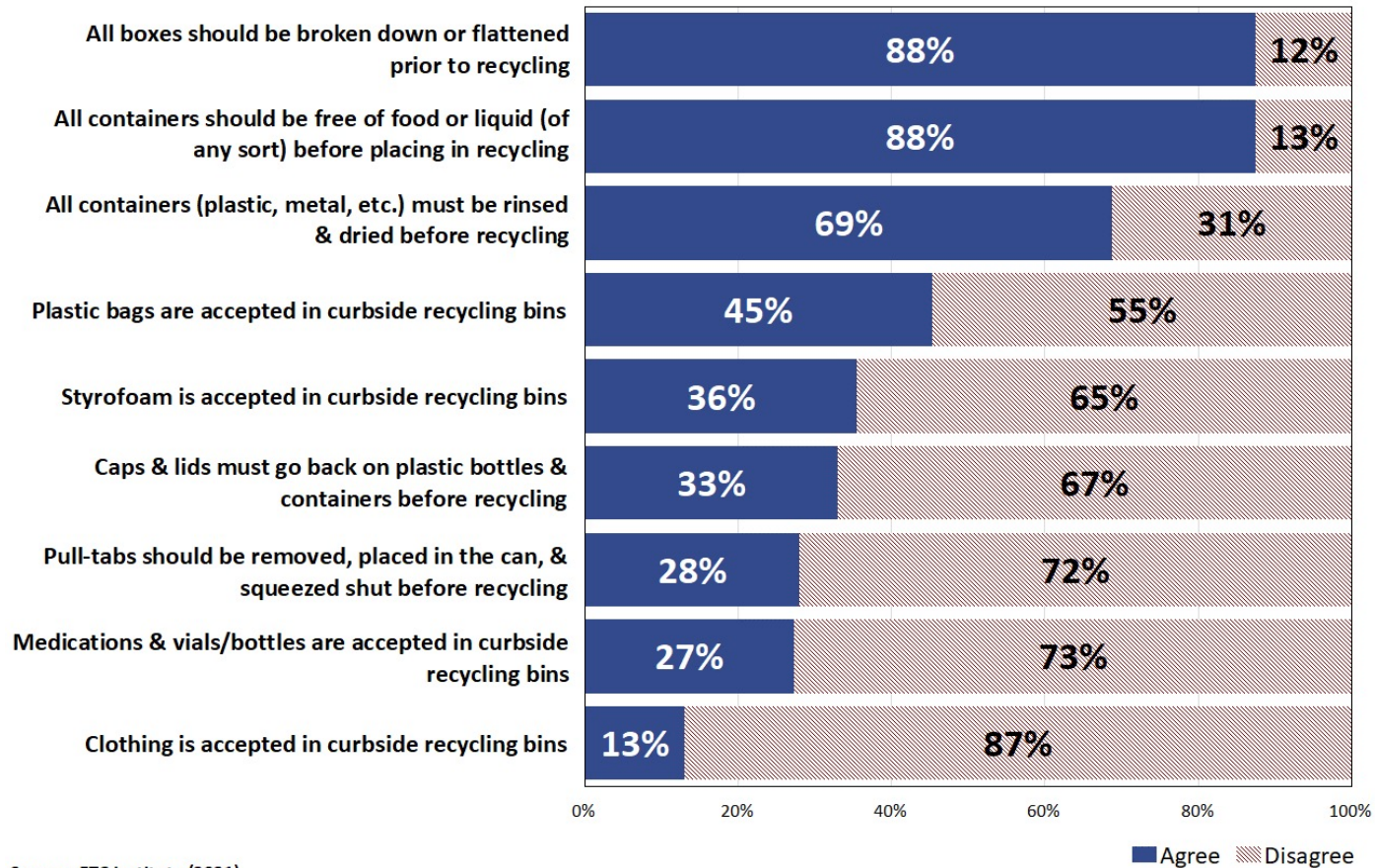
by percentage of respondents, using a 5-point scale, where 5 means *strongly agree* and 1 means *strongly disagree* (without *don't know*)



Source: ETC Institute (2021)

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

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



Source: ETC Institute (2021)

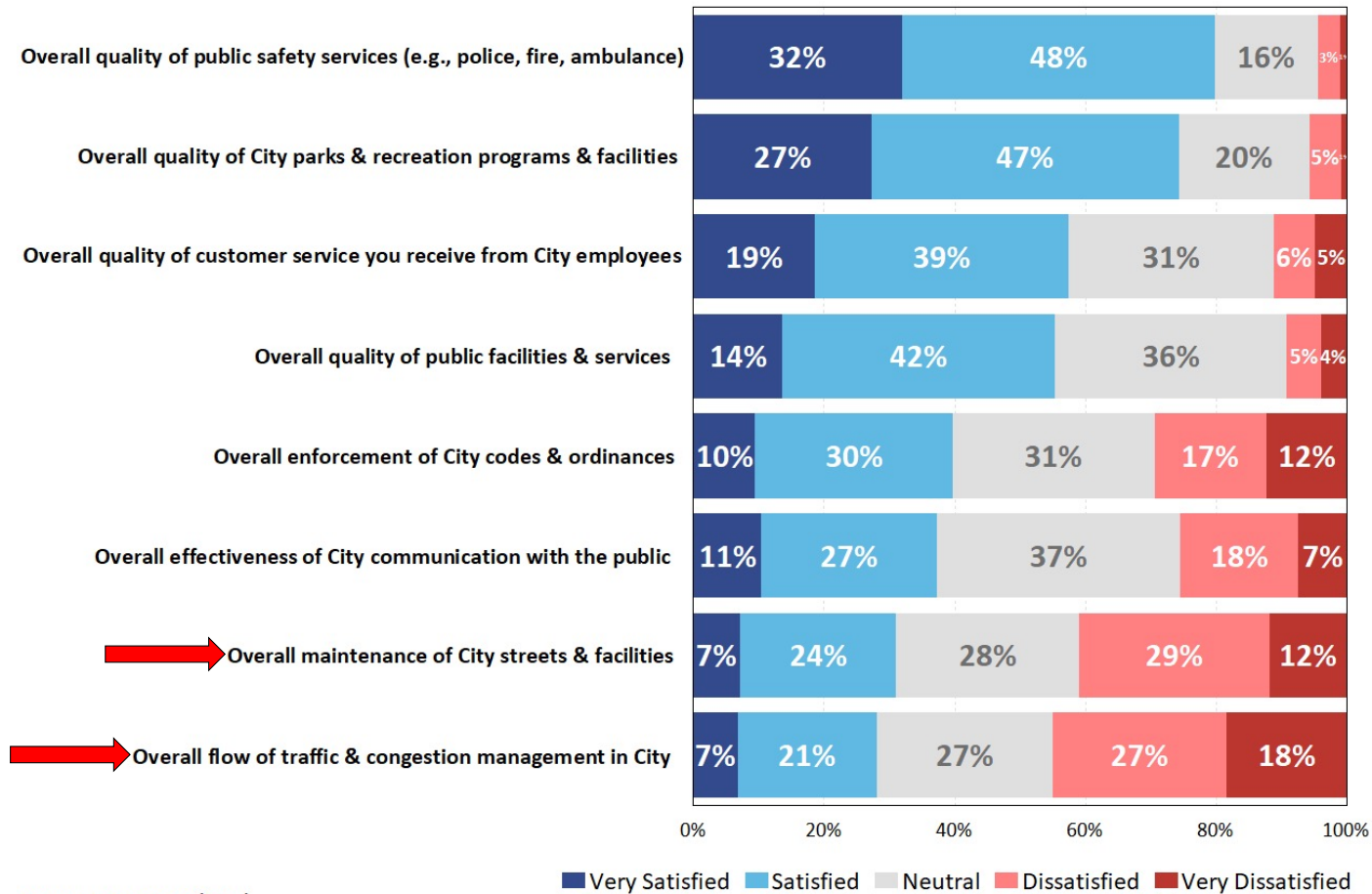
Some education and outreach is needed to ensure residents are following recycling guidelines

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*)

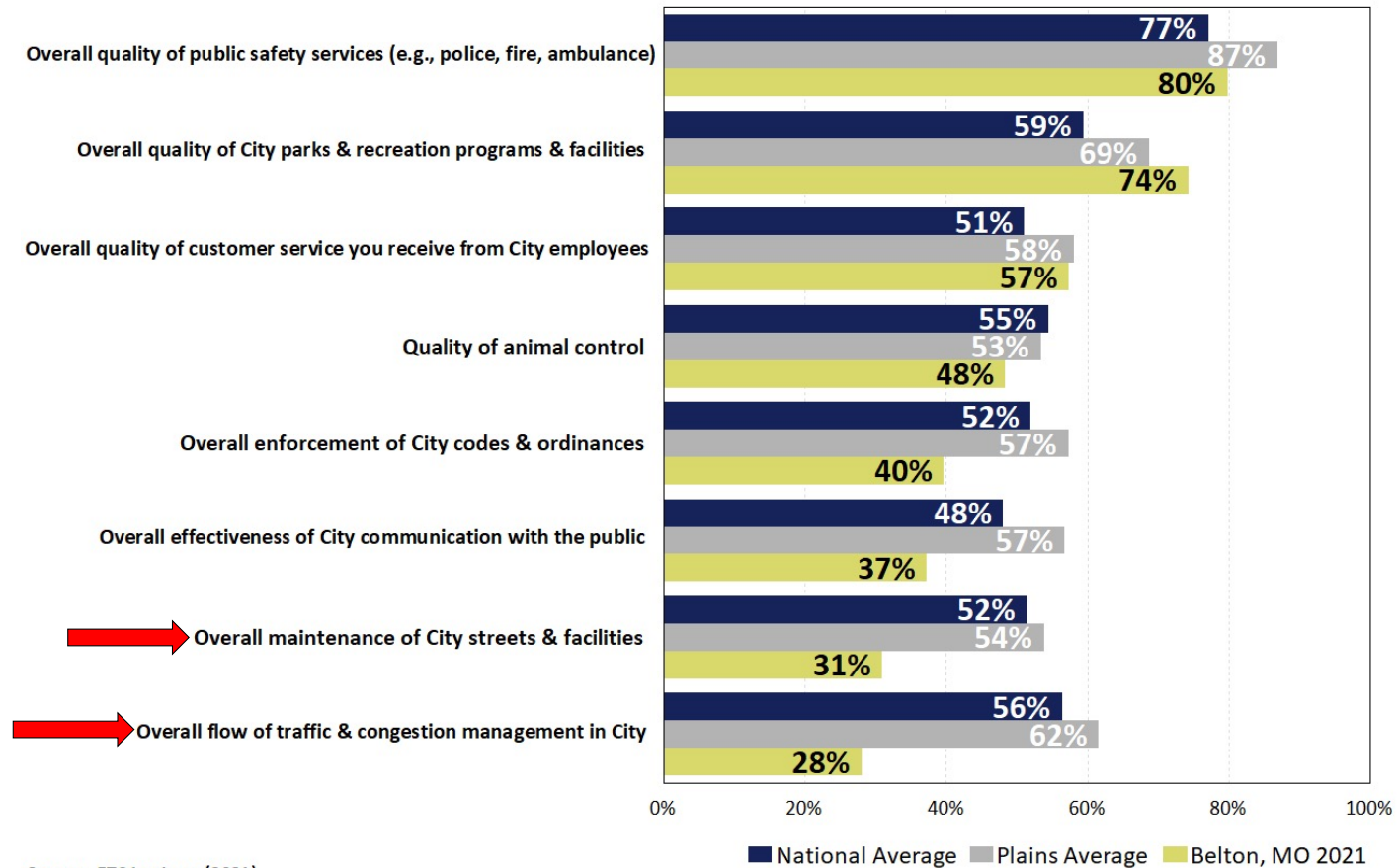


Source: ETC Institute (2021)

Benchmarking: Residents' Level of Satisfaction with City Services

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

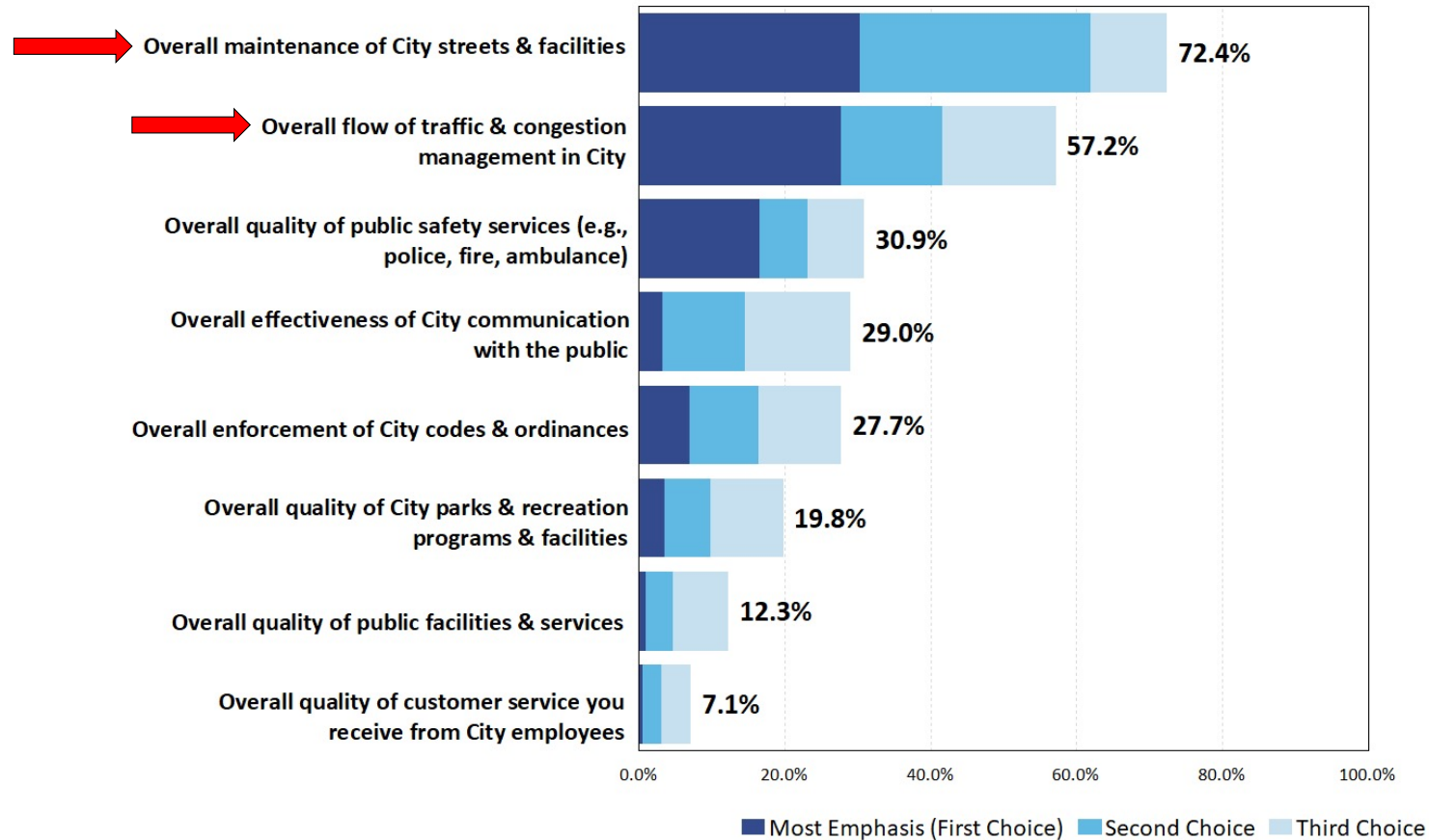
by percentage of respondents who were very satisfied/satisfied (without *don't know*)



Source: ETC Institute (2021)

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

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



Source: ETC Institute (2021)

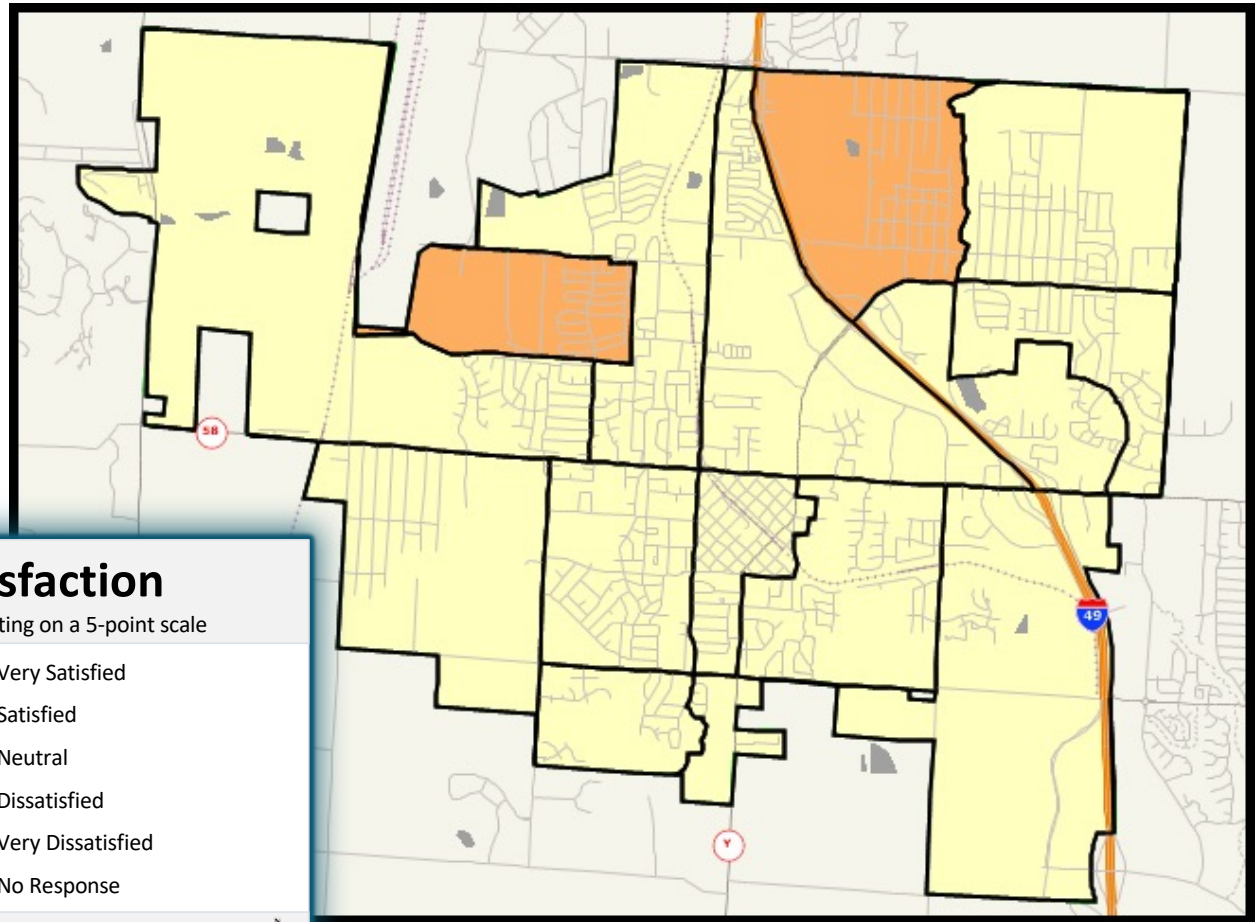
The most important items to respondents are also the top priorities for improvement

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

Areas in blue indicate higher levels of satisfaction



Satisfaction

Mean rating on a 5-point scale



ETC INSTITUTE

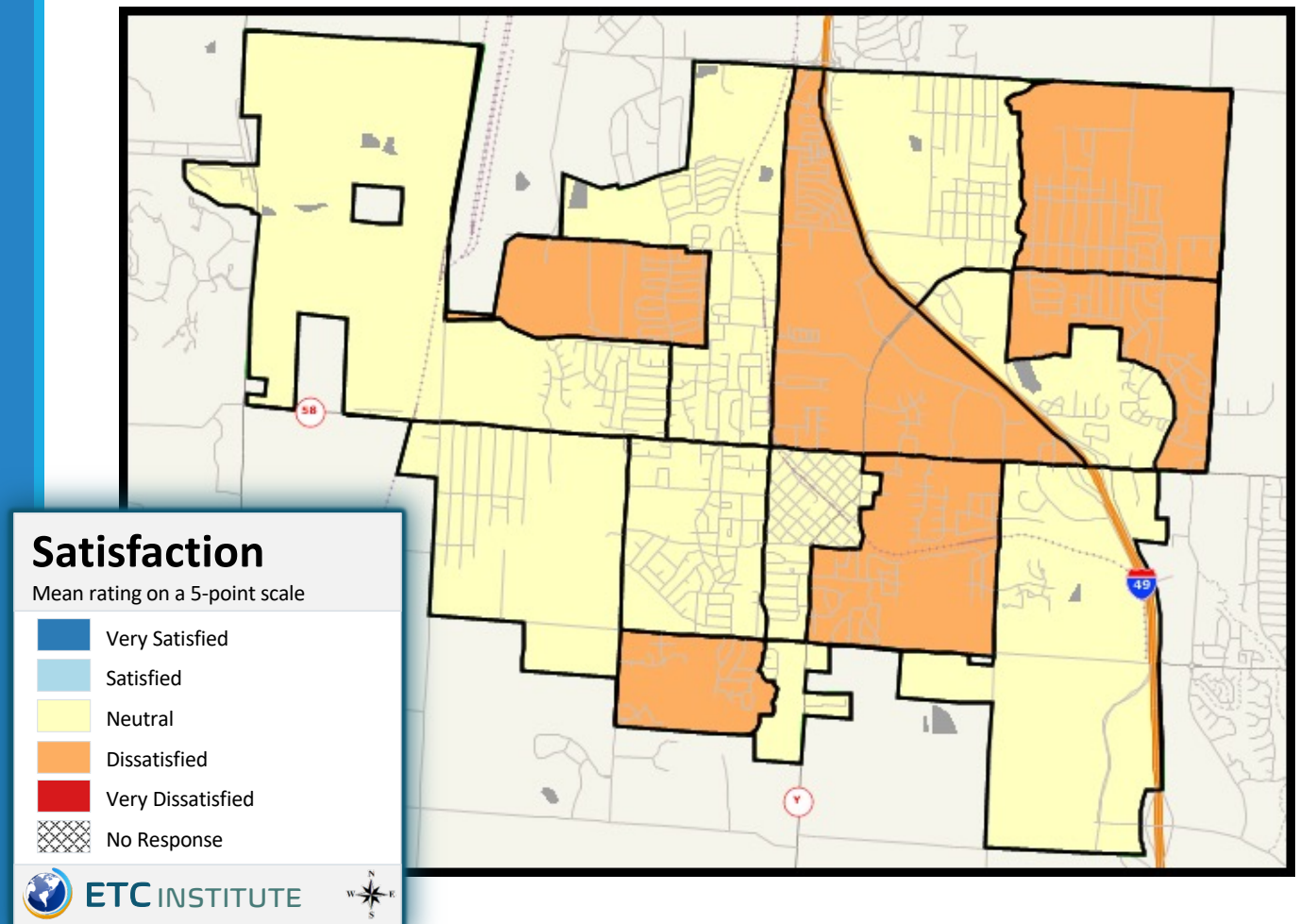


Overall Flow of Traffic and Congestion Management

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

Areas in blue indicate higher levels of satisfaction

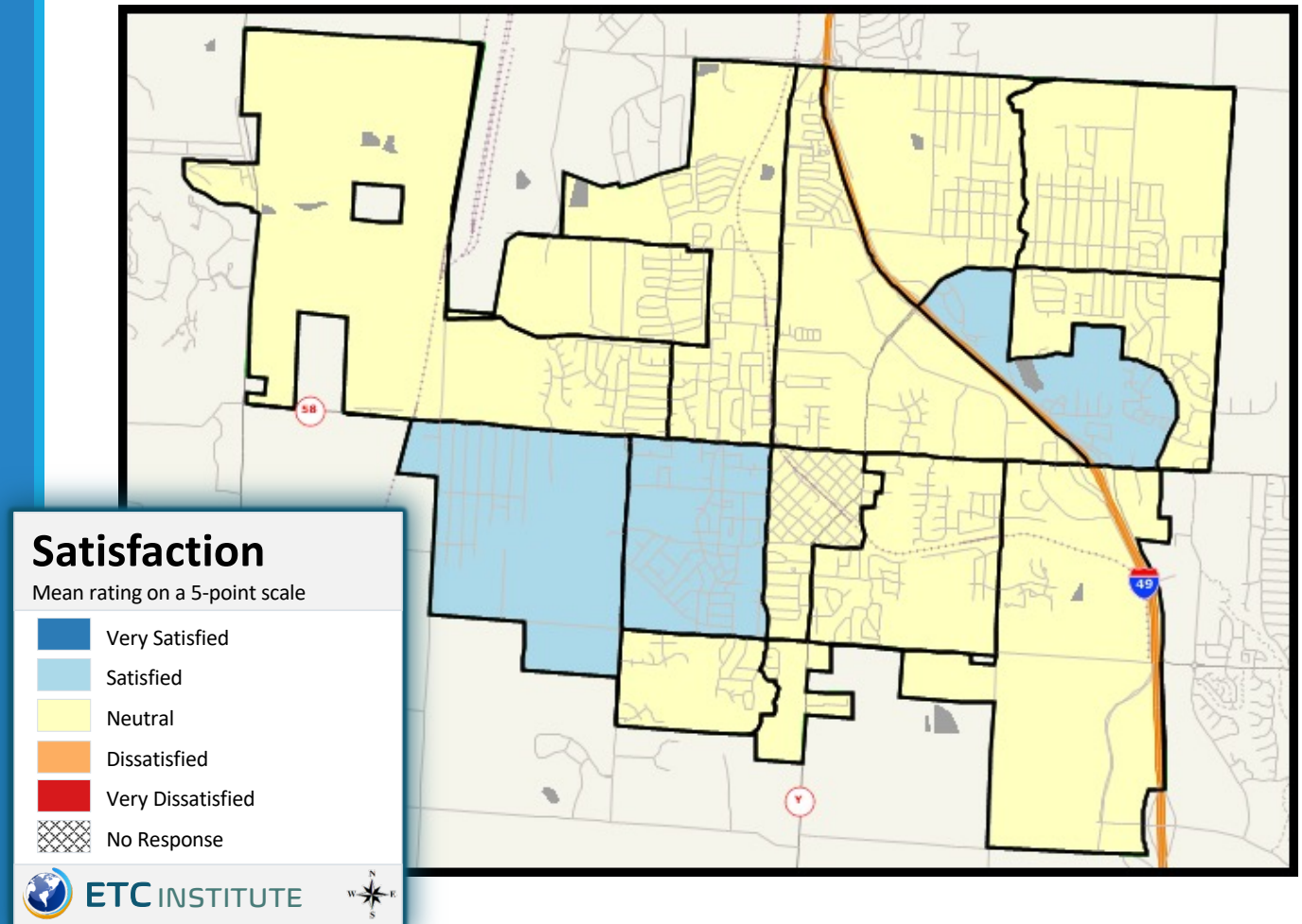


Overall Effectiveness of City Communication

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

Areas in blue indicate higher levels of satisfaction

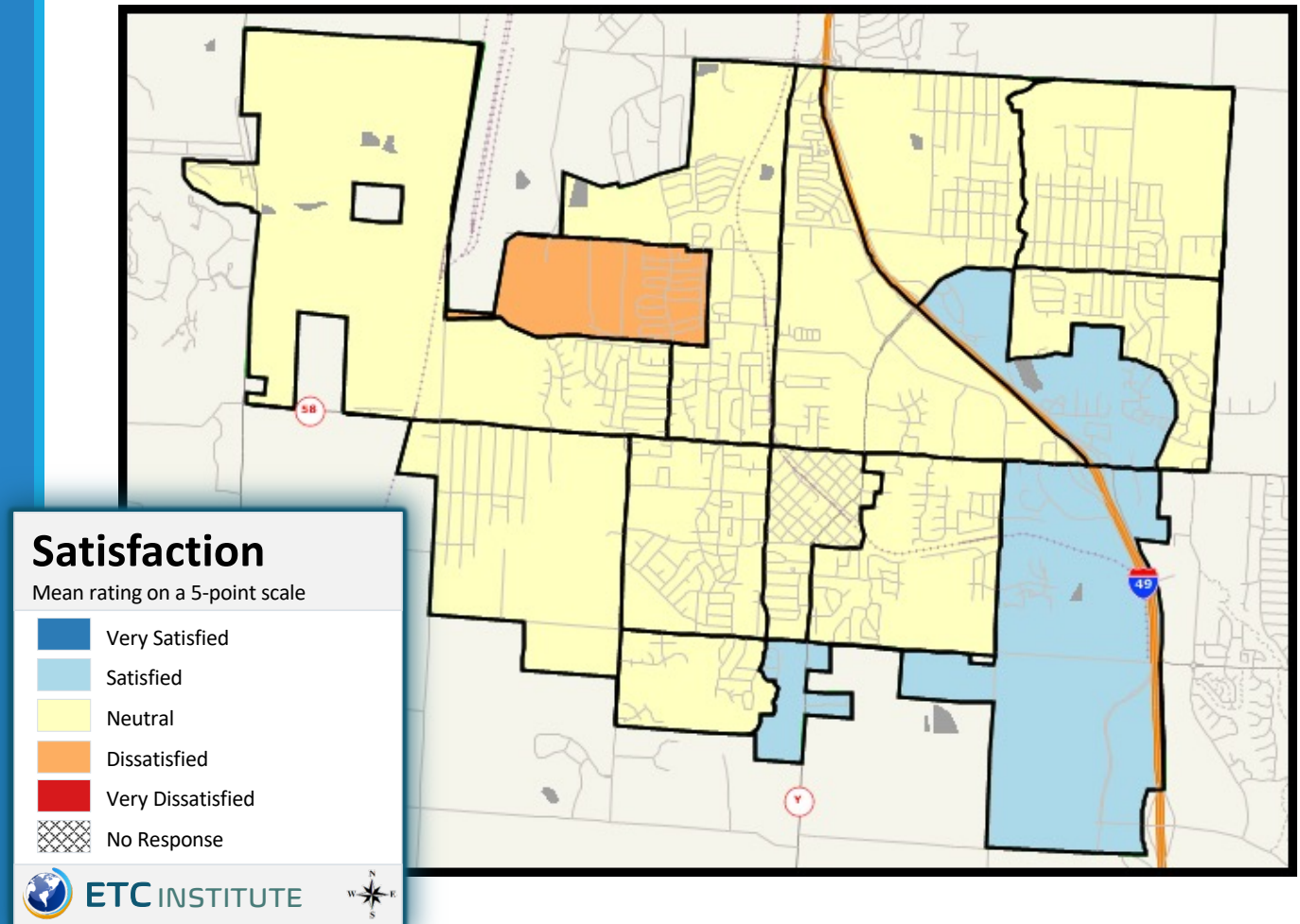


Overall Enforcement of City Codes and Ordinances

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

Areas in blue indicate higher levels of satisfaction

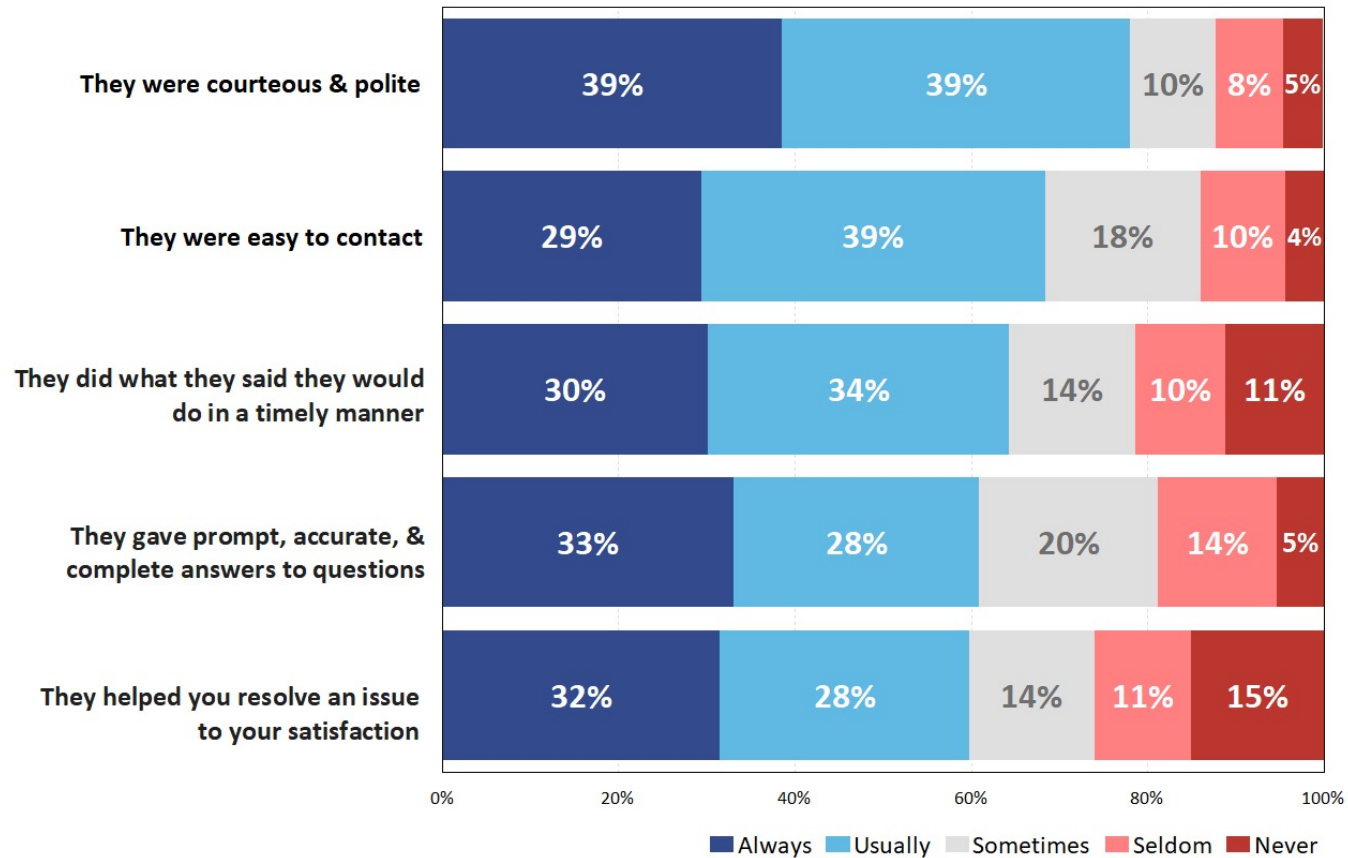


Customer Service



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

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)

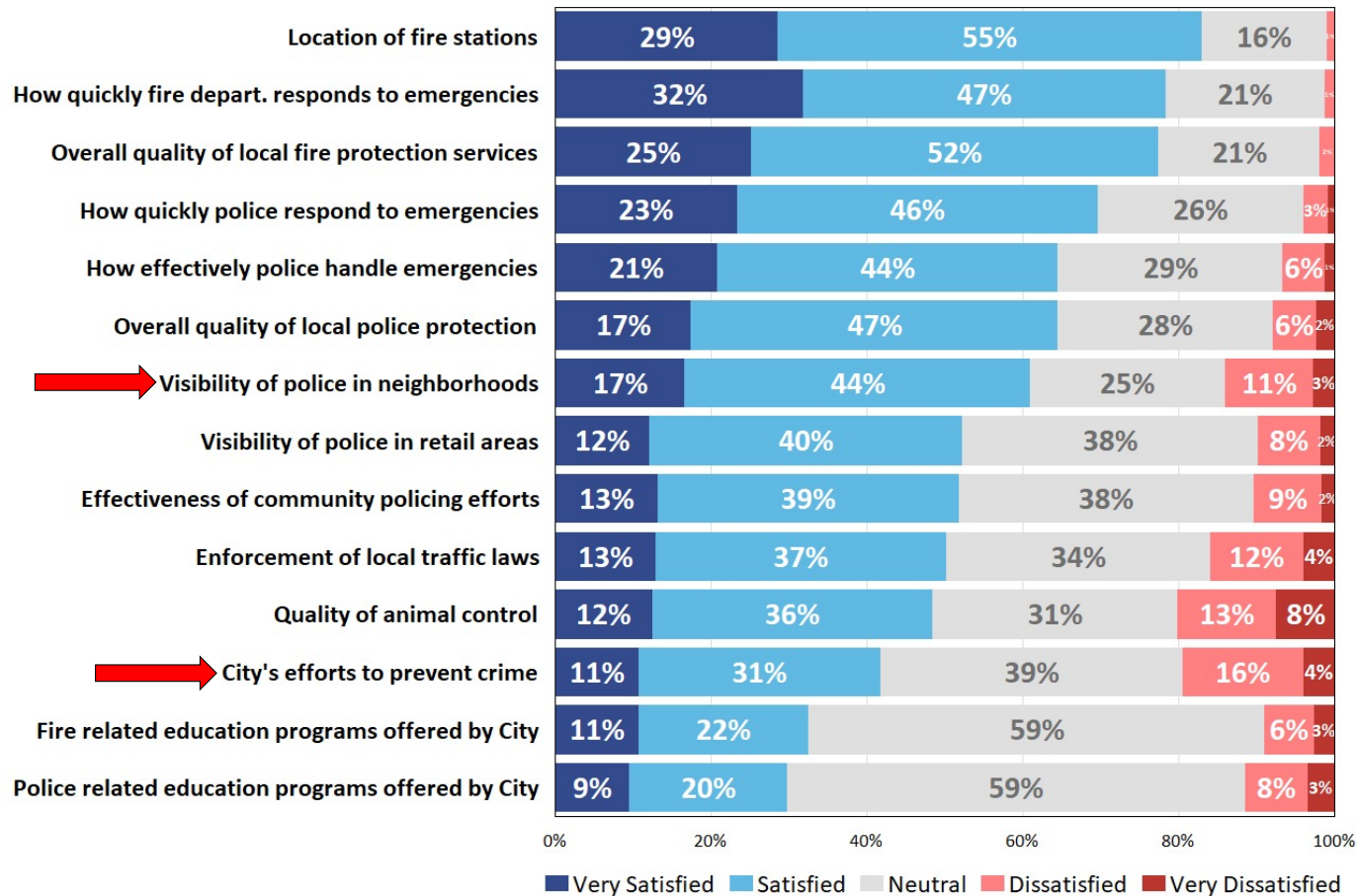
1 out of 3 respondents indicated they have contacted the City during the past year

Public Safety



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

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

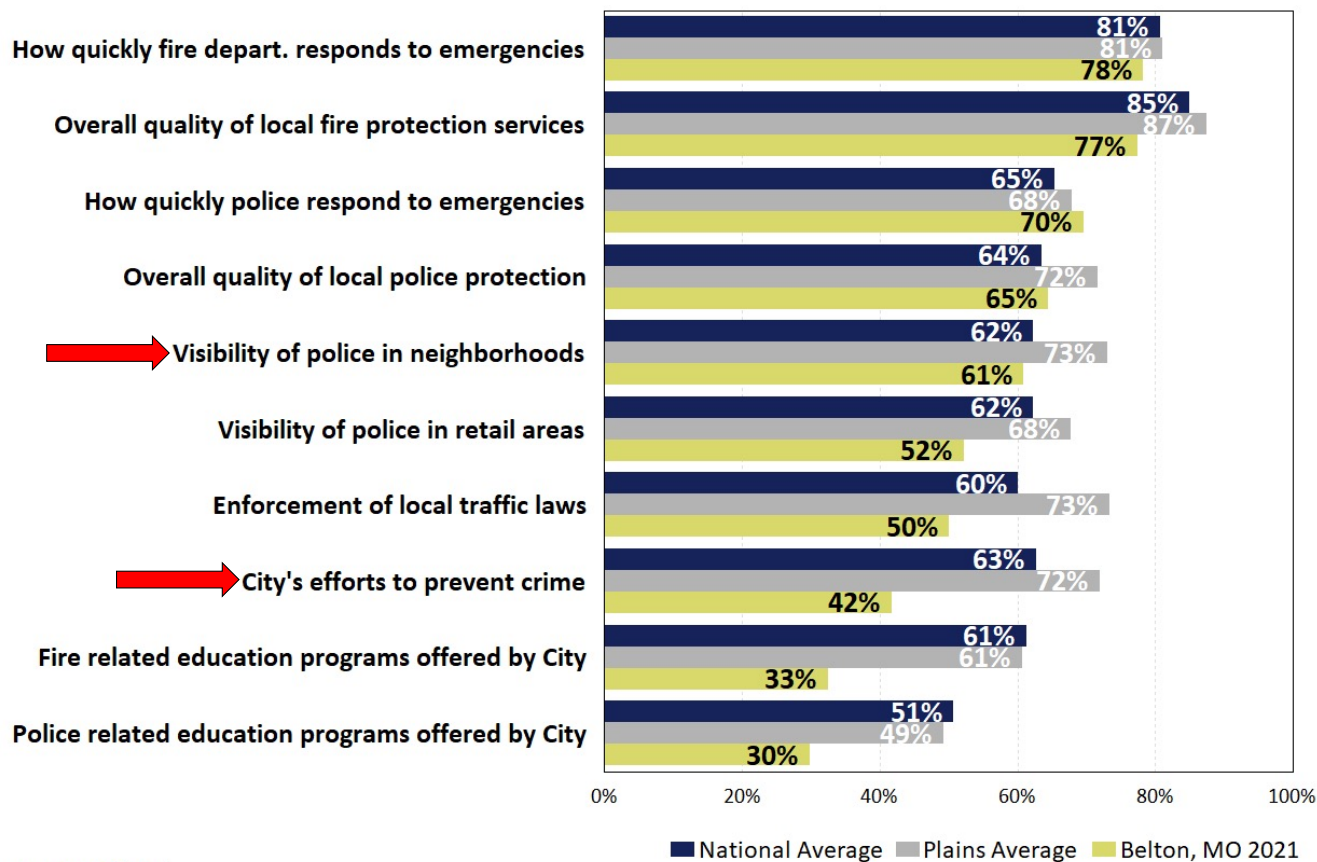


Source: ETC Institute (2021)

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

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

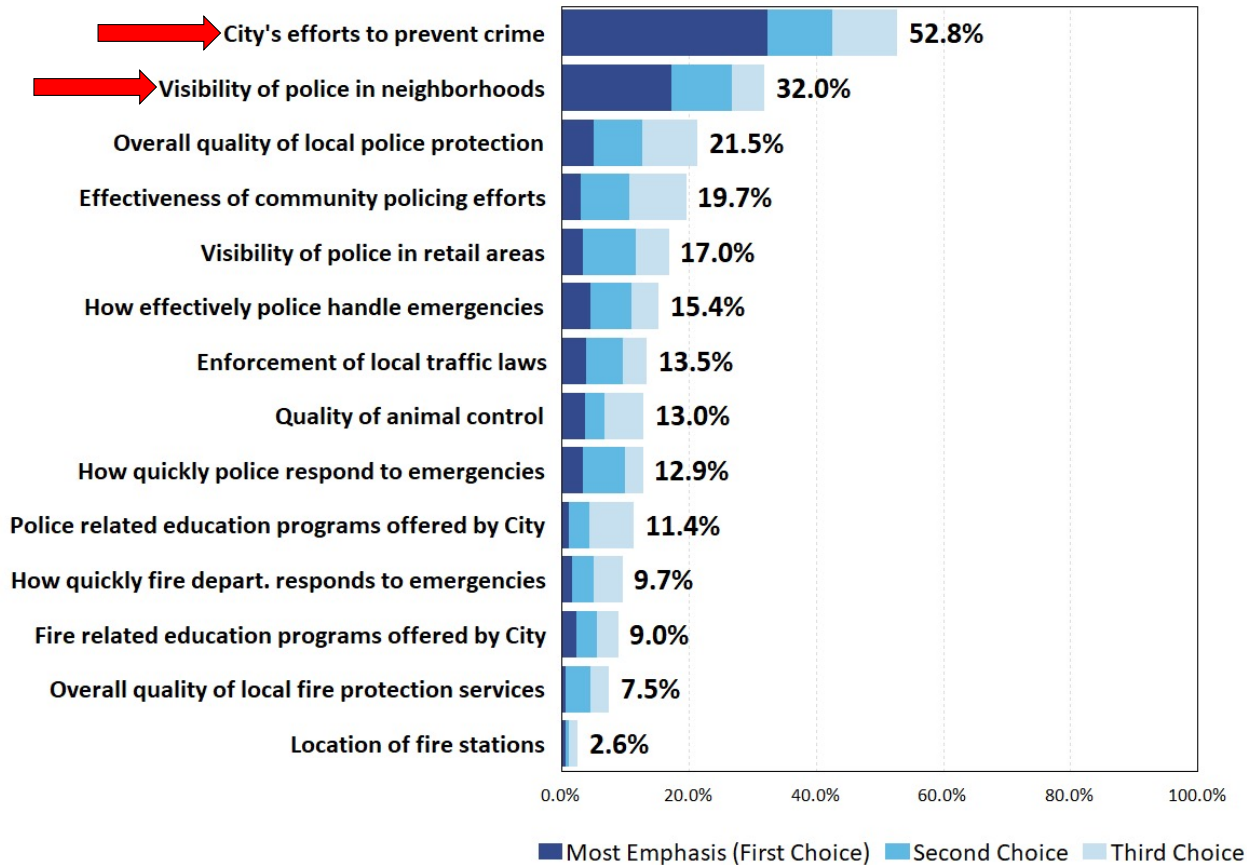
by percentage of respondents who were very satisfied/satisfied (without *don't know*)



Source: ETC Institute (2021)

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

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



Source: ETC Institute (2021)

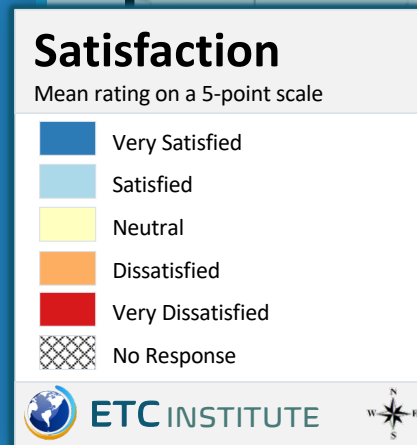
The most important items to respondents are also the top priorities for improvement

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

Areas in blue indicate higher levels of satisfaction

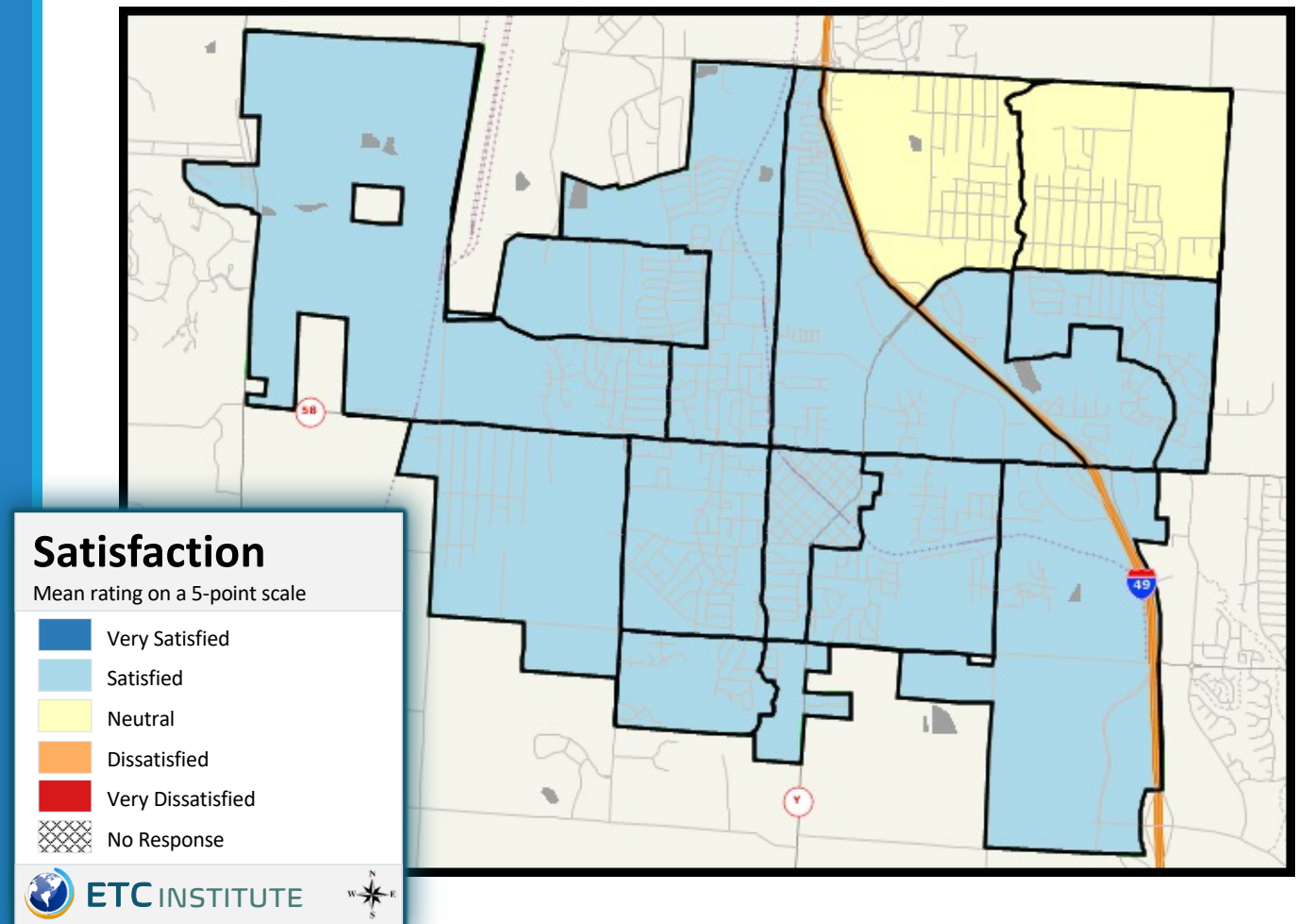


Visibility of Police in Neighborhoods

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

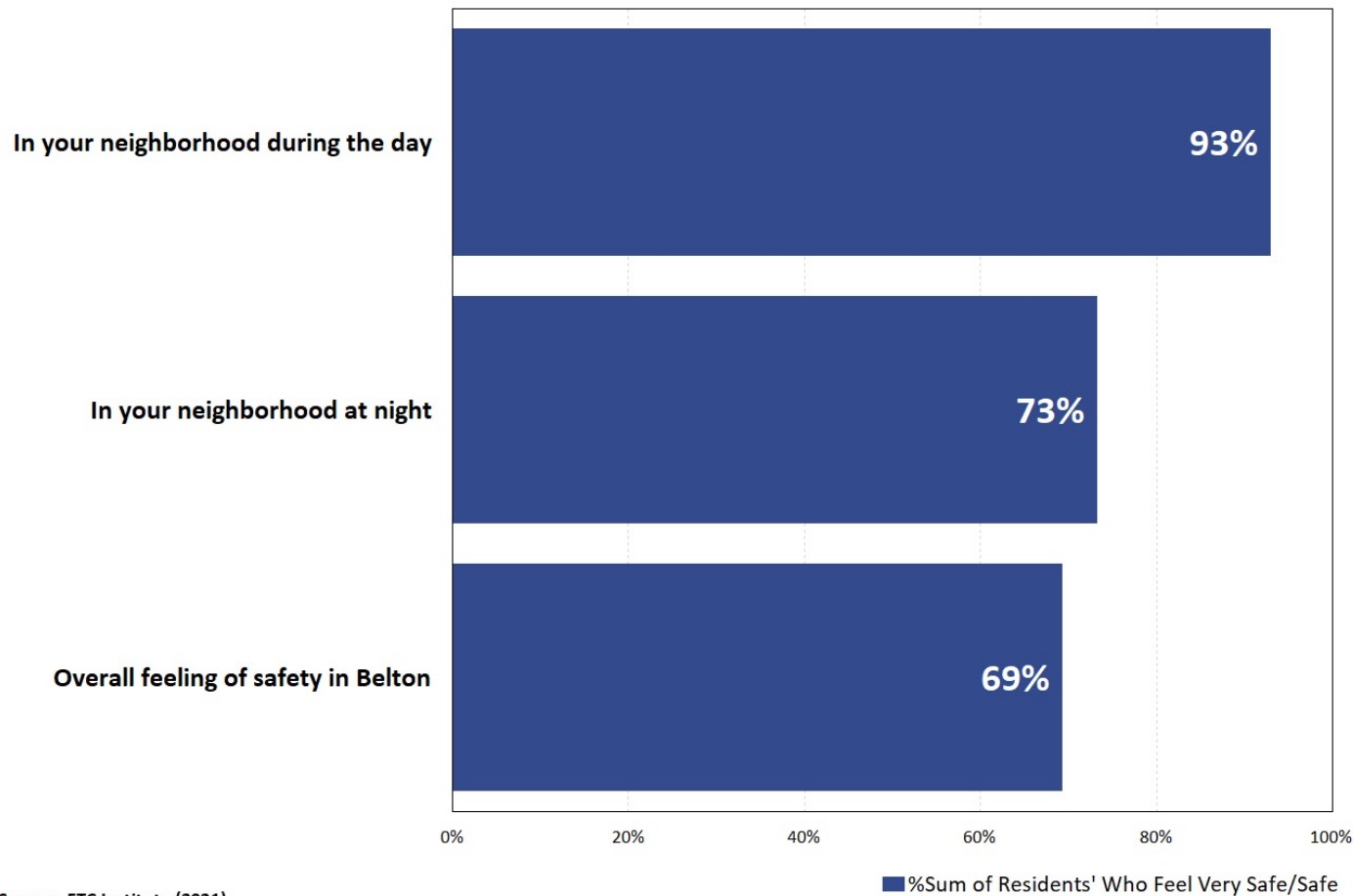
Areas in yellow show lower levels of satisfaction and can help the City target resources to those areas with the most need for improvement

Areas in blue indicate higher levels of satisfaction



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

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



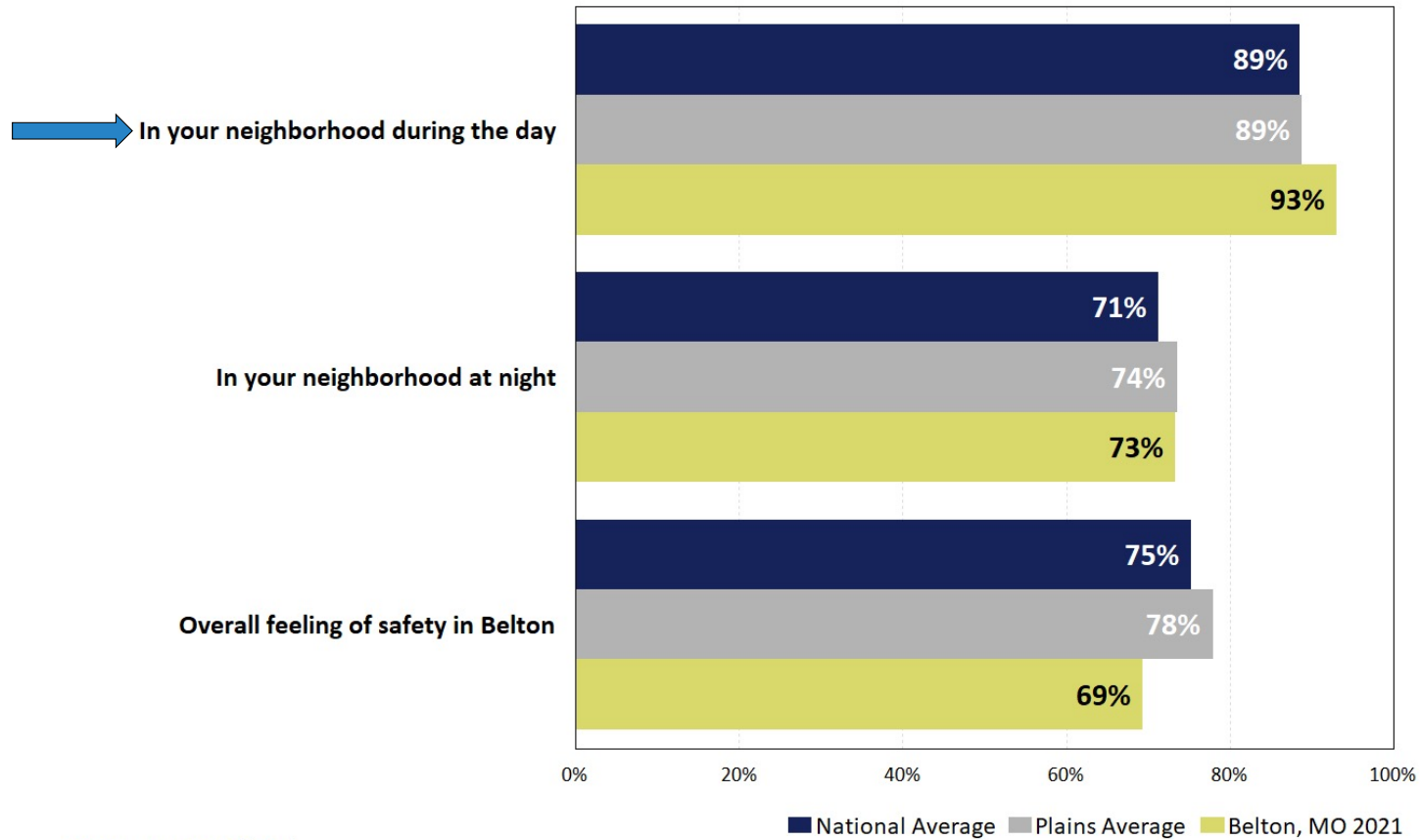
Source: ETC Institute (2021)

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

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



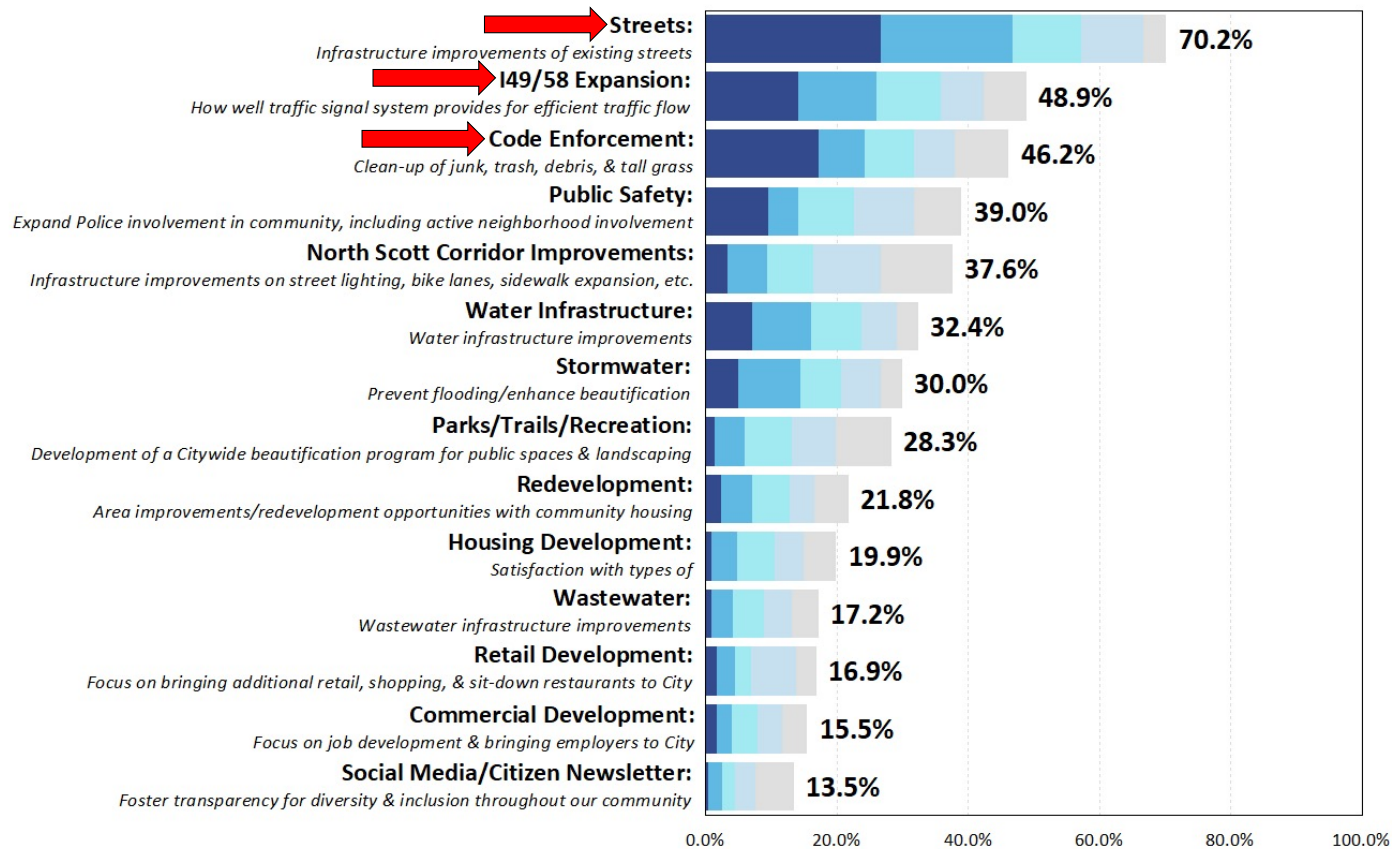
Source: ETC Institute (2021)

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



Source: ETC Institute (2021)

Most Important (First Choice) Second Choice Third Choice Fourth Choice Fifth Choice


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!

