

2015 Community Survey

FINAL REPORT

Conducted for
The City of
Branson, Missouri

By



**725 W. Frontier
Olathe, KS 66061
(913) 829- 1215**

June 2015

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2015 Community Survey

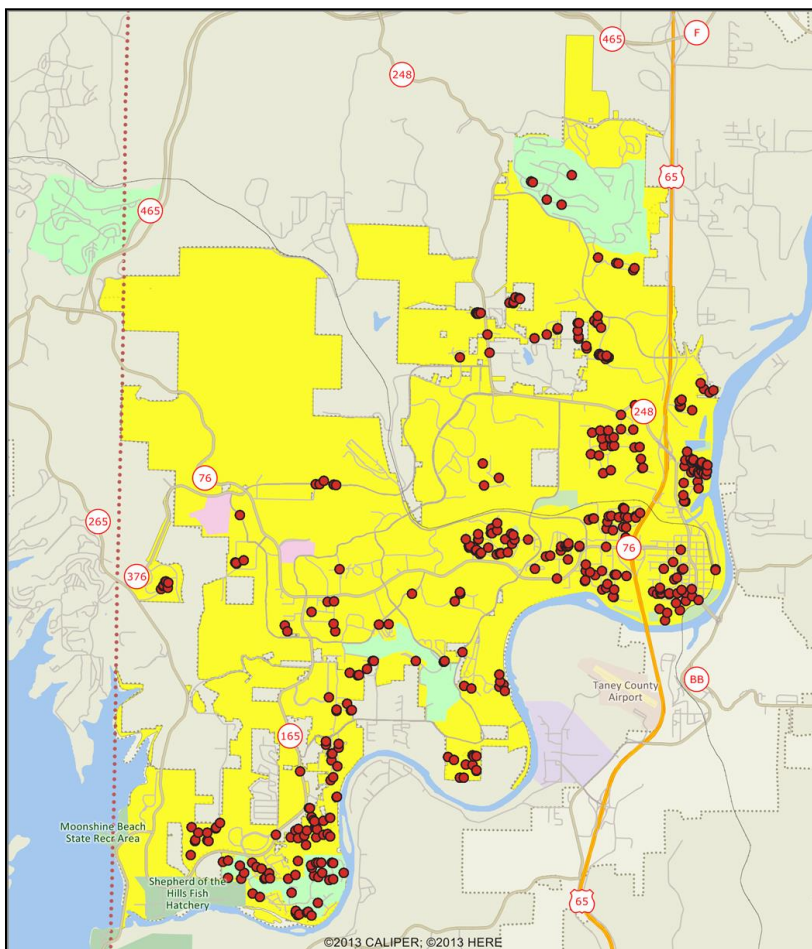
Executive Summary Report

Overview and Methodology

During the spring of 2015, ETC Institute administered a community survey for the City of Branson. The purpose of the survey was to assess satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's ongoing planning process. This is the third time ETC Institute has administered the survey for the City of Branson; previous surveys were administered in 2008 and 2012.

Methodology. A six-page survey was mailed to a random sample of households in the City of Branson. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 429 completed the survey. The results for the random sample of 429 households have a 95% level of confidence with a precision of at least $\pm 4.7\%$. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map on the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between city services. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion”.

This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- benchmarking analysis
- importance-satisfaction analysis
- tabular data that show the results for each question on the survey
- a copy of the survey instrument
- GIS maps that show the results of selected questions on maps of the city **(to be added as Appendix A to the final report)**
- open-ended comments **(to be added as Appendix B to the final report)**
- crosstabular data **(to be added as Appendix C to the final report)**

Major Findings

- **Residents were generally satisfied with the overall quality of services provided by the City of Branson.** The overall city services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of fire service (88%), the overall quality of City parks and recreation facilities (74%), and the overall quality of police service (72%). Residents were least satisfied with the maintenance of City streets and infrastructure (46%).
- **Services that residents thought should receive the most emphasis from the City.** The three major services that residents thought were the most important for the City to emphasize over the next two years were: (1) the maintenance of City streets and infrastructure, 2) the management of traffic flow on City streets, and (3) the quality of police service.
- **Public Safety.** Eighty-two percent (82%) of those surveyed, who had an opinion, indicated that they were satisfied with how quickly fire personnel respond to emergencies; 16% gave a neutral response, and 2% were dissatisfied.

- **Parks and Recreation.** Seventy-six percent (76%) of those surveyed, who had an opinion, indicated that they were satisfied with the maintenance of City parks; 17% gave a neutral response, and 7% were dissatisfied.
- **Parks and Recreation items that residents thought should receive the most emphasis from the City.** The three major Parks and Recreation items that residents thought were the most important for the City to emphasize over the next two years were: (1) the number of walking and biking trails, (2) the maintenance of City parks, and (3) the quality of recreation programs for seniors.
- **Utility Services.** The highest levels of satisfaction with utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion were: reliability of Water service (%), reliability of Wastewater services (80%), and response to water and sewer issues and concerns (68%). Residents were least satisfied with drop-off recycling services (59%).
- **City Communications.** Forty-six percent (46%) of those surveyed, who had an opinion, indicated that they were satisfied with the availability of information about City programs and services; 33% gave a neutral response, and 21% were dissatisfied.
- **City Maintenance.** The highest levels of satisfaction with city maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the condition of street signs and traffic signals (72%), mowing and trimming along City streets and public areas (68%), and cleanliness of City streets (65%). Residents were least satisfied with the condition of City sidewalks (45%).
- **City maintenance items that residents thought should receive the most emphasis from the City.** The three city maintenance items that residents thought were the most important for the City to emphasize over the next two years were: (1) the condition of major City streets, 2) the quality of City snow removal, and 3) the condition of City sidewalks.
- **Code Enforcement.** The highest levels of satisfaction with code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: current sign regulations (43%) and the quality of Code Enforcement efforts in the City (40%). Residents were least satisfied with enforcing the amount of code enforcement (36%).

Other Findings

- Residents surveyed most often get information about the City of Branson via the *Branson Daily Independent*, word of mouth, and television news.
- 86% of residents surveyed rated Branson as an “excellent” or a “good” place to live.

- 84% of residents surveyed rated Branson as an “excellent” or a “good” place to raise children.
- 82% of residents who had contacted the City of Branson with a question, problem or complaint in the past year reported they were either “very satisfied” or “satisfied” with how easy the City was to contact.
- 79% of residents who had contacted the City of Branson with a question, problem or complaint in the past year reported they were either “very satisfied” or “satisfied” with the way they were treated by City employees.
- 23% of residents who had contacted the City of Branson with a question, problem or complaint in the past year contacted the Police Department.
- 80% of the residents surveyed thought expanding employment opportunities was either “extremely important” or “very important” when planning for the City’s future; 17% thought it was “important.”
- 77% of the residents surveyed thought preserving the City’s image as a “family-friendly” community was either “extremely important” or “very important” when planning for the City’s future; 16% thought it was “important.”
- 39% of the residents surveyed indicated they would personally use mass transit at least “occasionally” if the City of Branson were to develop a system.

TRENDS

The changes in satisfaction for City services that were identified as significant, because satisfaction ratings were +/- 4.7% or more, are listed below and on the following pages.

NOTE: The 9/11 Effect often occurs when communities face catastrophic events that heighten awareness and the importance of local governmental services. It occurred nationwide after 9/11 and is often reflected in surveys for a year or two after the event. Branson may have experienced a similar phenomenon in its survey results after the February 2012 tornado. Consequently, 2015 results are presented based on short-term (2012) and long-term (2008) survey comparisons.

Short-term increases – significant changes since the 2012 survey

- How well City employees resolved customer service issues (+5%)

Short-term decreases – significant changes since the 2012 survey

- Appearance and visual attractiveness of Historic Downtown Branson (-17%)
- Feeling of safety in the City (-14%)
- City efforts to prevent crime (-14%)

- Efforts to have an open, inclusive, responsive government (-11%)
- Availability of information about City programs and services (-10%)
- City efforts to inform about local issues (-10%)
- Maintenance of City streets and infrastructure (-10%)
- Appearance and visual attractiveness of the City (-9%)
- How well the City manages growth (-8%)
- Condition of major City streets (-8%)
- Rating as a City that is moving in the right direction (-8%)
- Quality of life in the City (-7%)
- Cleanliness of stormwater drains and creeks (-7%)
- Quality of City swimming pools and programs (-7%)
- Value received for City taxes and fees (-6%)
- How quickly police respond to emergencies (-6%)
- Management of traffic flow on City streets (-6%)
- The accuracy of the information provided by City employees (-6%)
- Overall quality of services provided by the City (-5%)
- How quickly fire personnel respond to emergencies (-5%)
- Effectiveness of City communication with the public (-5%)
- Cleanliness of City streets (-5%)
- Response to water and sewer issues and concerns (-5%)
- Number of outdoor athletic fields (-5%)
- Satisfaction with fees charged for programs (-5%)

Long-term increases – significant changes since the 2008 survey

- Reliability of Water service (+13%)
- Number of walking and biking trails (+12%)
- Reliability of Wastewater services (+10%)
- How well City employees resolved customer service issues (+9%)
- Location of City parks (+8%)
- Management of stormwater runoff (+7%)
- Mowing and trimming along City streets and public areas (+7%)
- Drop-off recycling services (+7%)
- Management of traffic flow on City streets (+6%)
- Quality of customer service from City employees (+5%)

Long-term decreases – significant changes since the 2008 survey

- Feeling of safety in the City (-16%)
- Appearance and visual attractiveness of the City (-14%)
- City efforts to prevent crime (-13%)
- Image of the City (-12%)
- How well the City manages growth (-11%)
- Rating as a City that is moving in the right direction (-10%)
- Quality of life in the City (-6%)

- Value received for City taxes and fees (-6%)
- Quality of police service (-6%)
- Availability of information about City programs and services (-6%)
- City efforts to inform about local issues (-6%)
- Quality of City swimming pool and programs (-6%)
- Rating of the City as a place to live (-6%)
- Rating of the City as a place to raise children (-6%)
- Enforcement of local traffic laws (-5%)
- Condition of major City streets (-5%)

Opportunities for Improvement

In order to help the City identify opportunities for improvement, ETC Institute conducted an Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that 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. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Maintenance of City streets and infrastructure
 - Management of traffic flow on City streets
 - Effectiveness of City communication with the public
 - Enforcement of City codes and ordinances
- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed on the next page:

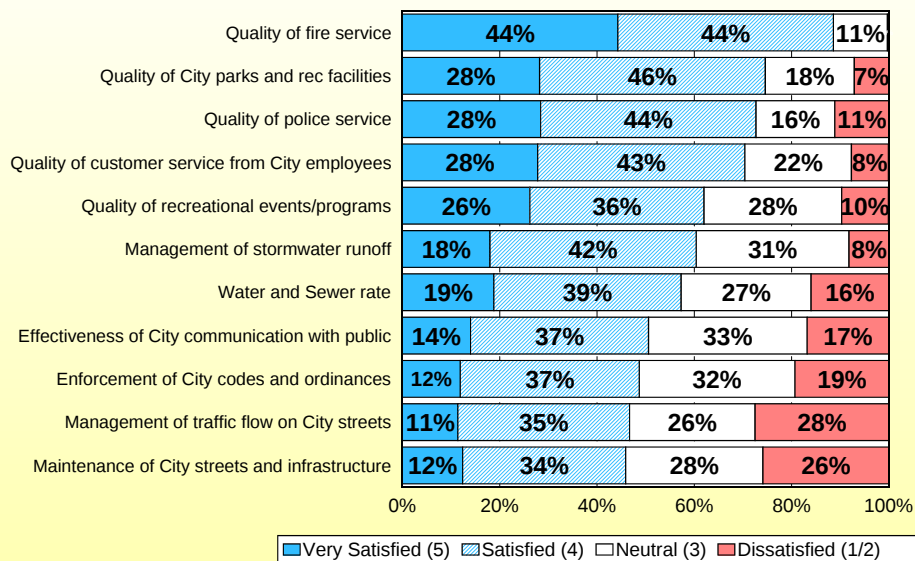
- **Parks and Recreation:** quality of City recreation programs for seniors, number of walking and biking trails, and quality of special events.
- **Maintenance:** condition of major City streets, condition of City sidewalks, condition of neighborhood streets, and quality of City snow removal.

Section 1: Charts and Graphs

OVERALL RATINGS

Overall Satisfaction With City Services by Major Category

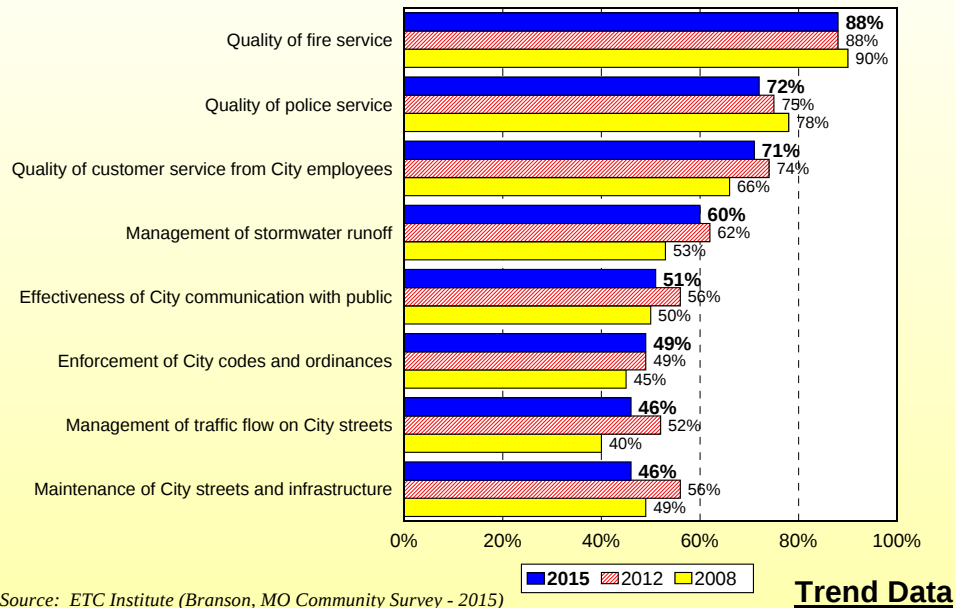
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

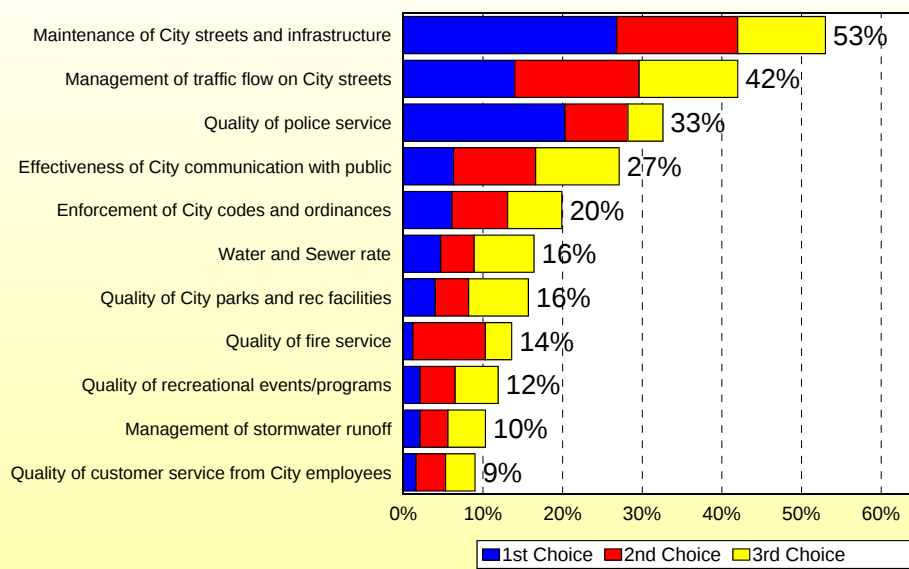
TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



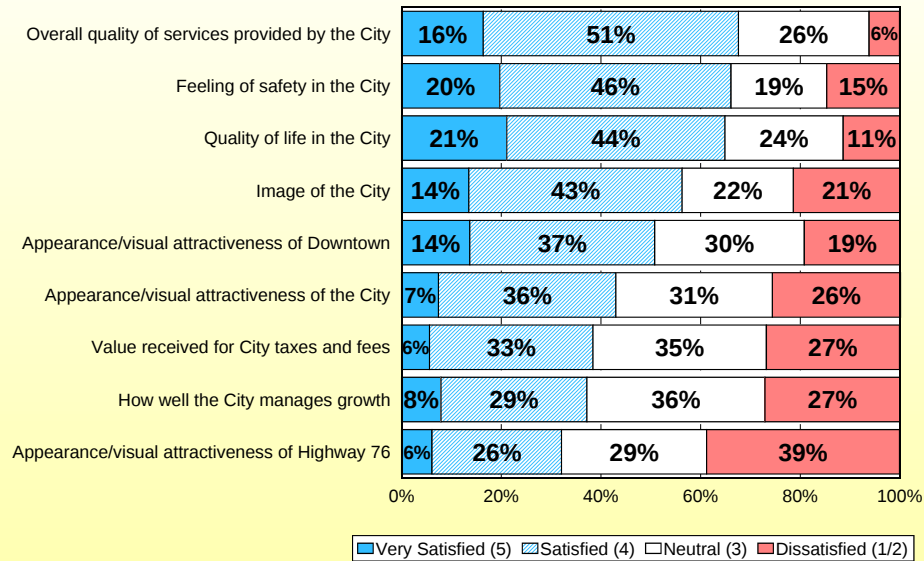
City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



Satisfaction With Items That Influence Perceptions of the City

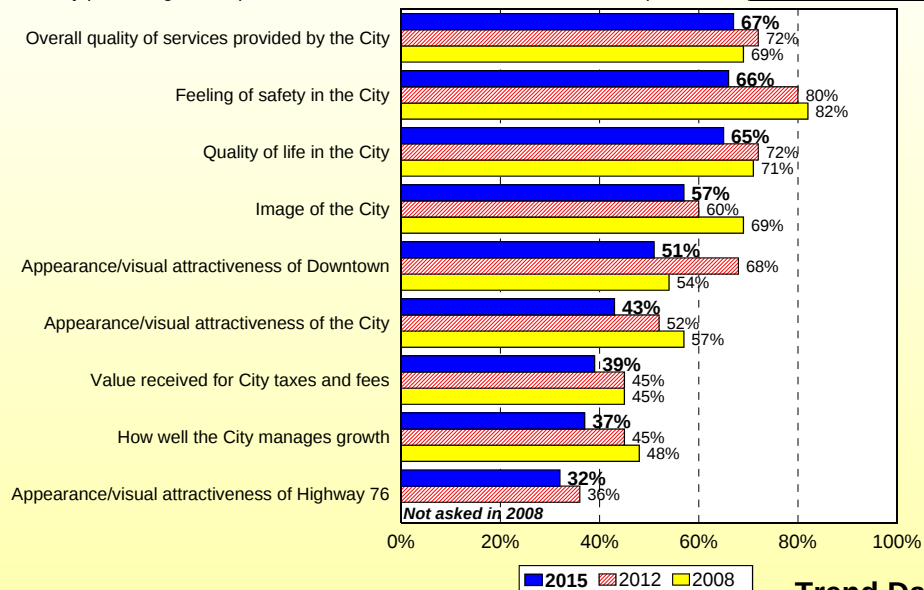
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

TRENDS: Satisfaction With Items That Influence Perceptions of the City - 2008 to 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



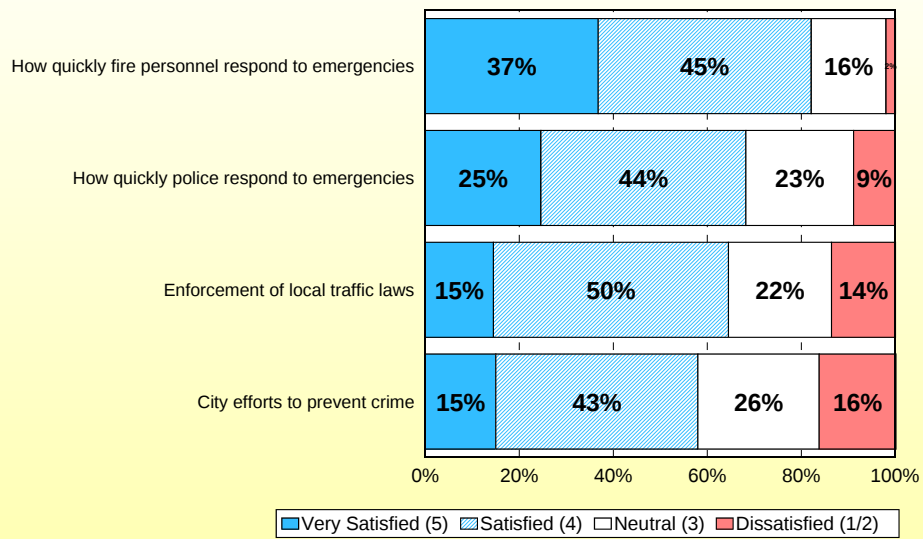
Source: ETC Institute (Branson, MO Community Survey - 2015)

Trend Data

PUBLIC SAFETY

Satisfaction with Various Aspects of Public Safety

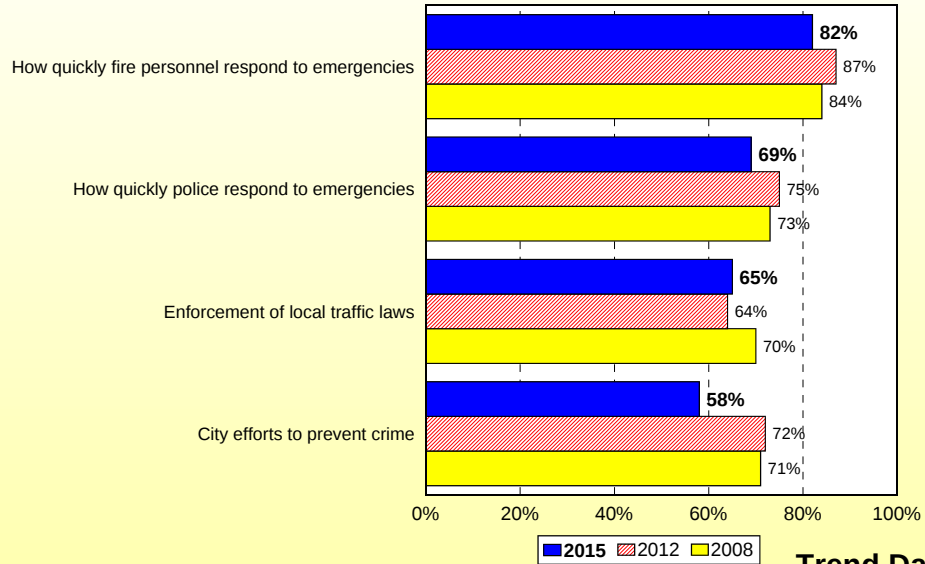
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

TRENDS: Satisfaction with Various Aspects of Public Safety - 2008 to 2015

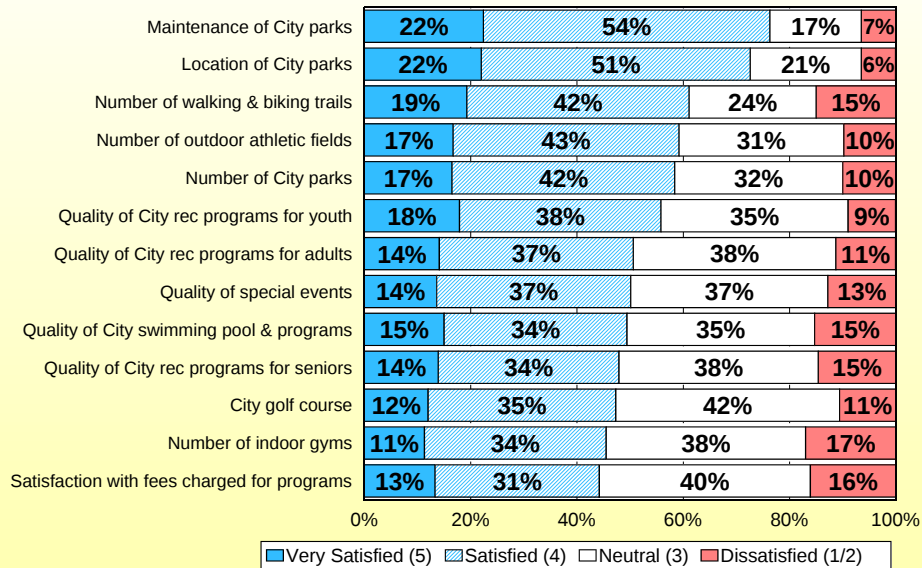
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



PARKS & RECREATION

Satisfaction with Various Aspects of Parks and Recreation

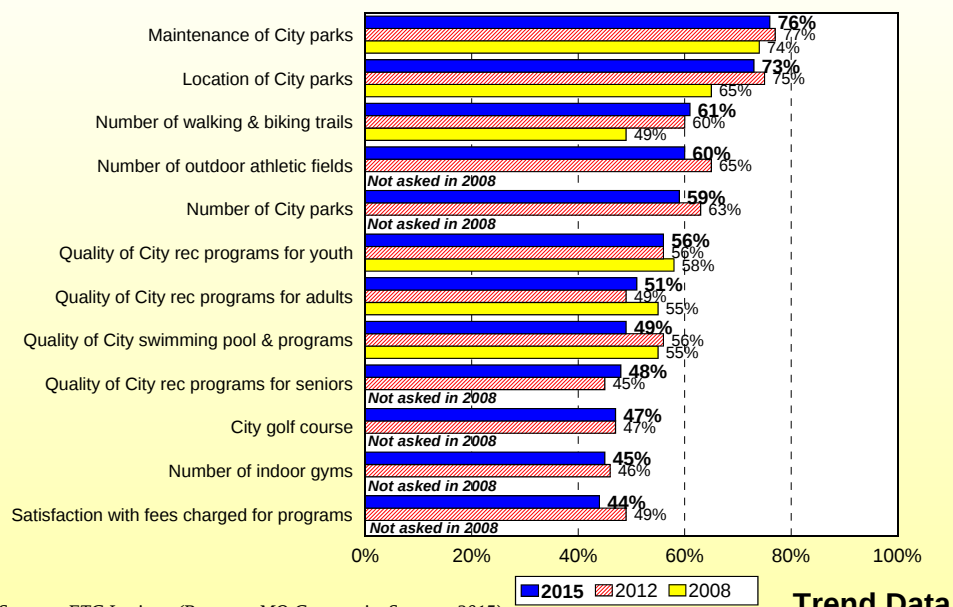
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2008 to 2015

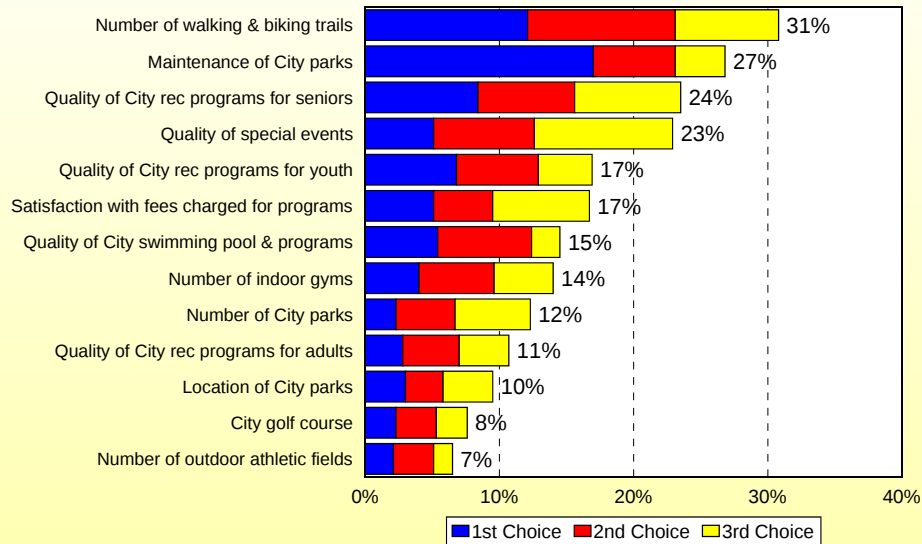
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

Parks and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

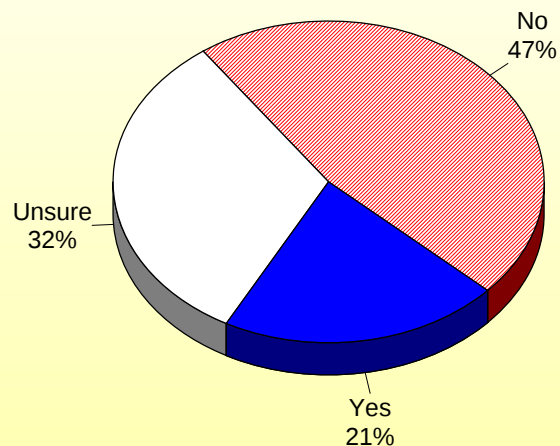
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO Community Survey - 2015)

Would you be willing to support a dedicated sales tax to improve and/or construct more parks and recreation facilities?

by percentage of respondents

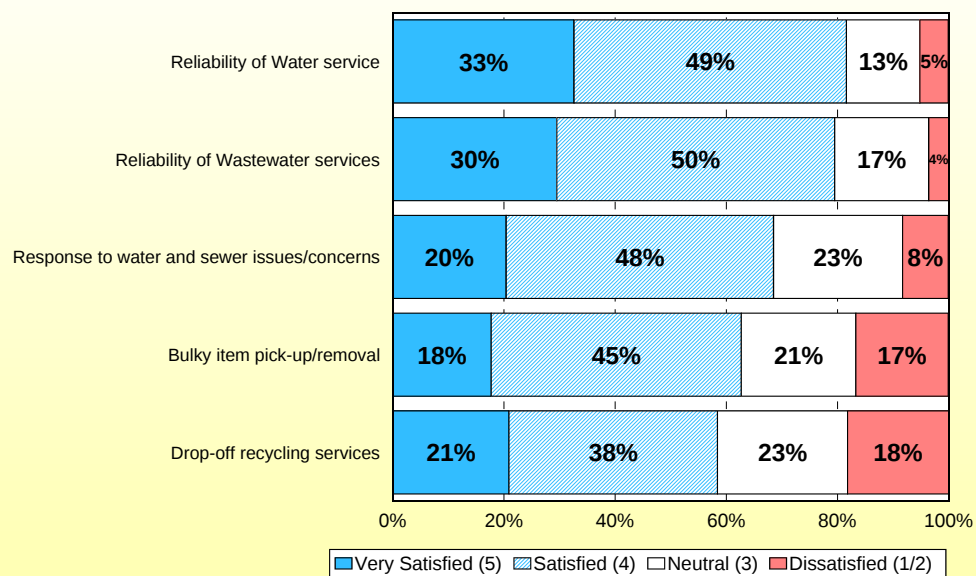


Source: ETC Institute (Branson, MO Community Survey - 2015)

CITY UTILITY SERVICES

Satisfaction with City Utility Services

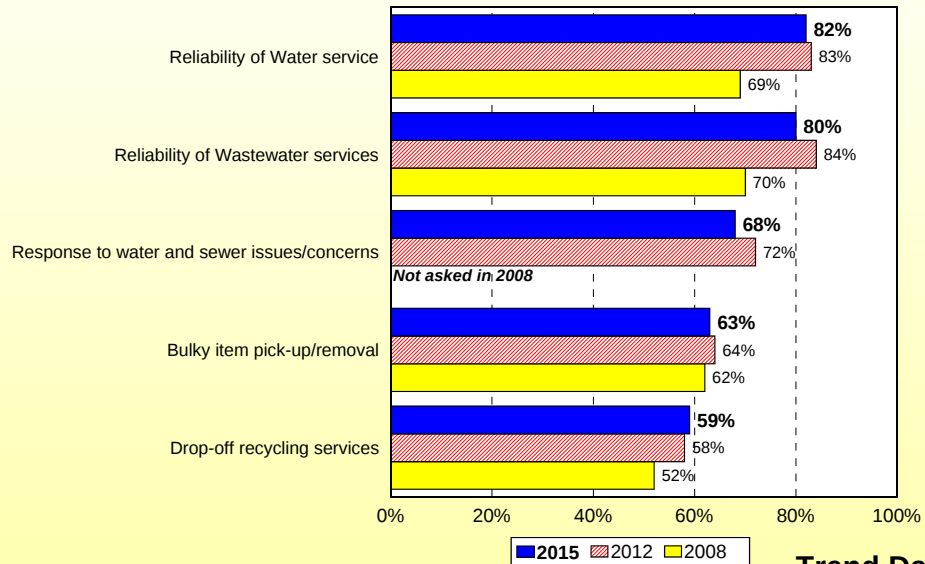
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

TRENDS: Satisfaction with City Utility Services 2008 to 2015

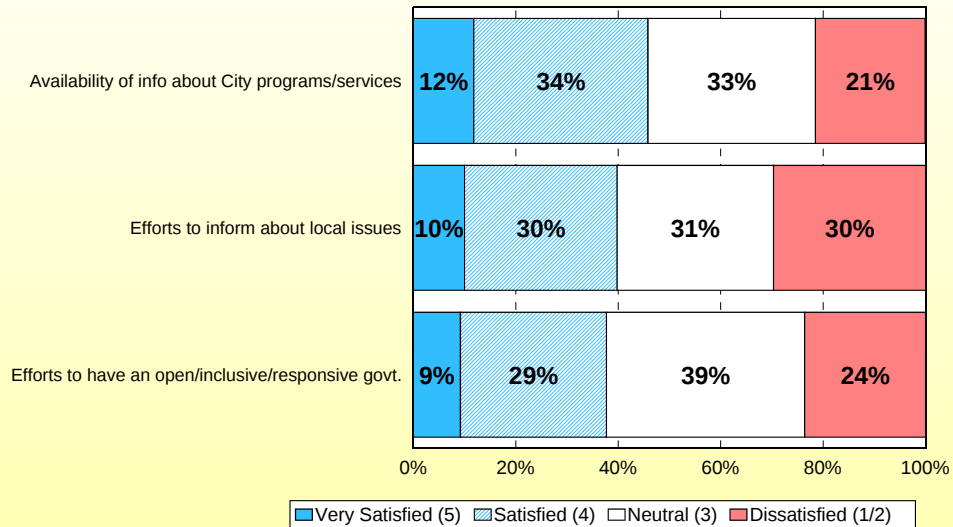
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



COMMUNICATIONS

Satisfaction with Various Aspects of City Communications

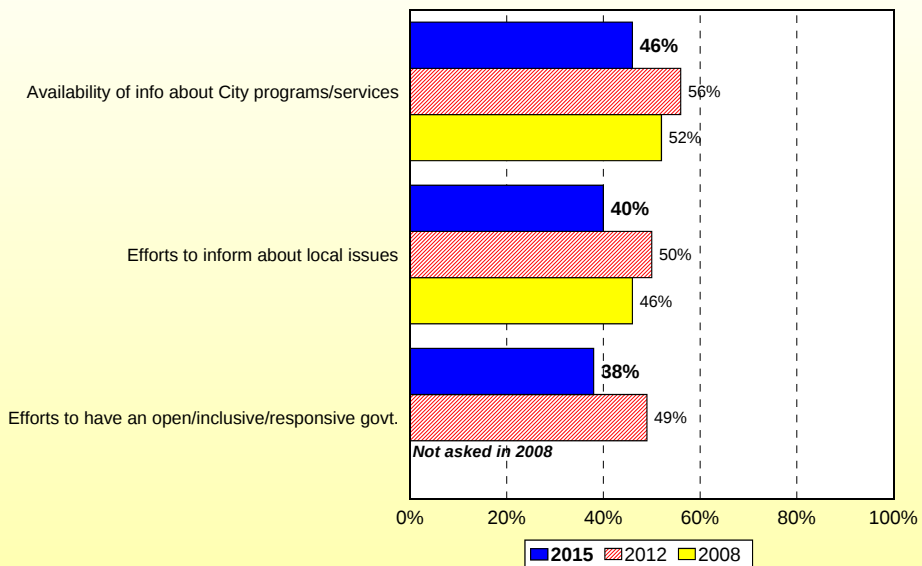
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

TRENDS: Satisfaction with Various Aspects of City Communications - 2008 to 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

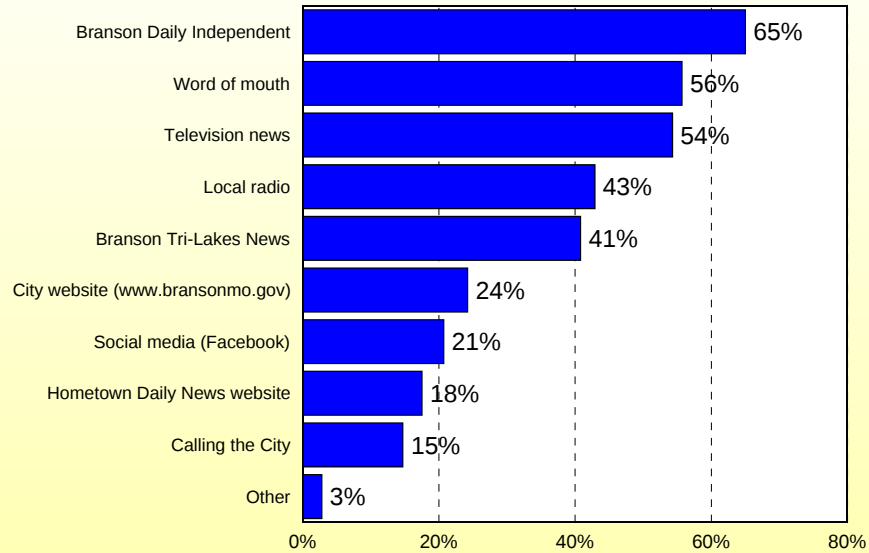


Source: ETC Institute (Branson, MO Community Survey - 2015)

Trend Data

Sources of Information About City News and Events

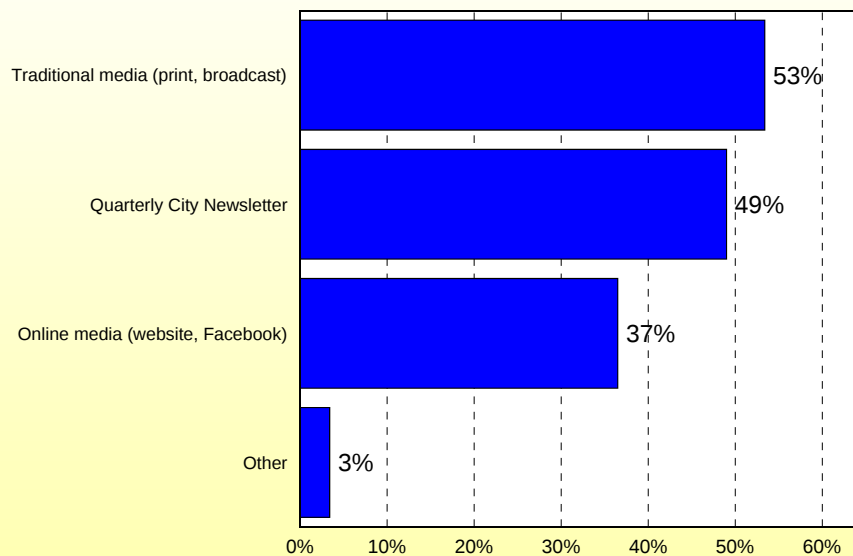
by percentage of respondents (multiple responses could be made)



Source: ETC Institute (Branson, MO Community Survey - 2015)

How Residents Prefer to Receive Information About the City of Branson

by percentage of respondents (multiple responses could be made)

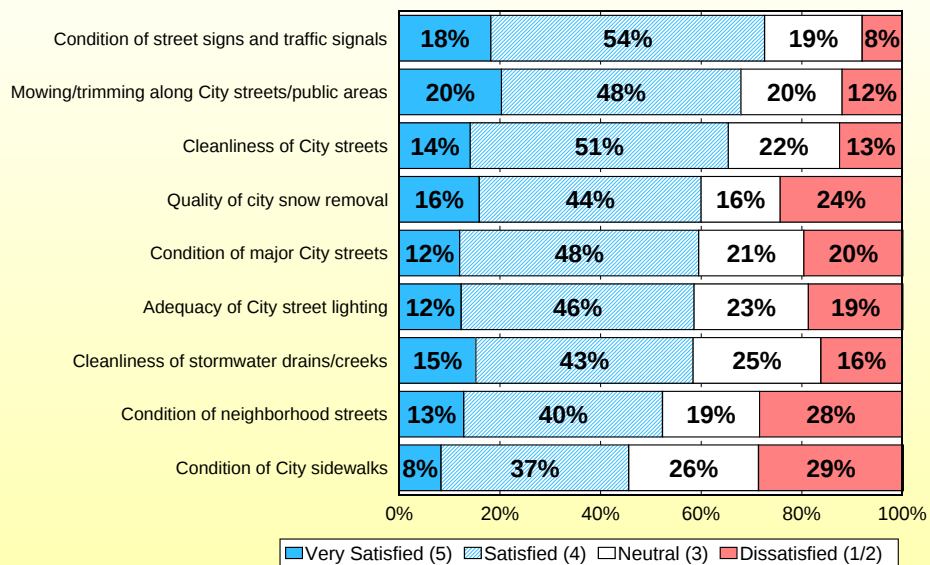


Source: ETC Institute (Branson, MO Community Survey - 2015)

CITY MAINTENANCE

Satisfaction with Various Aspects of City Maintenance

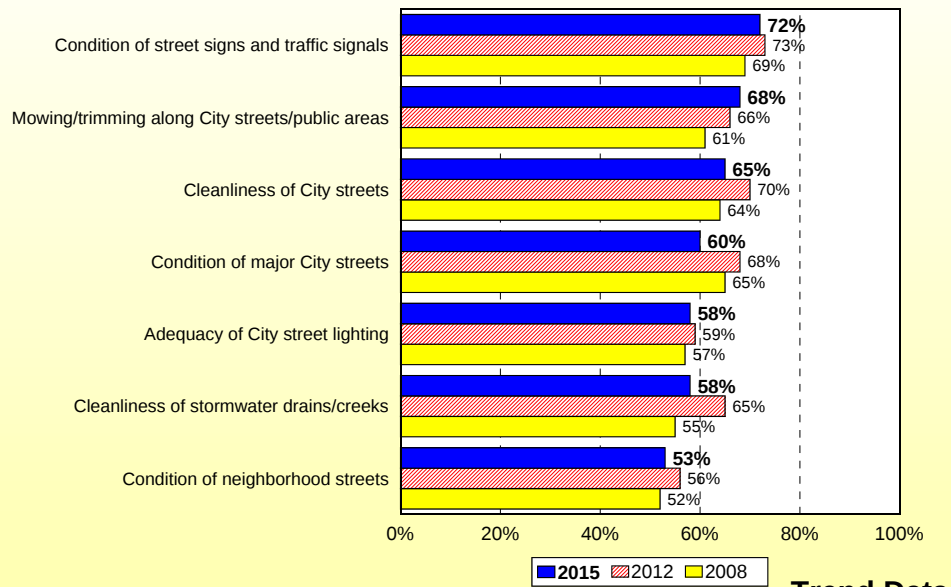
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

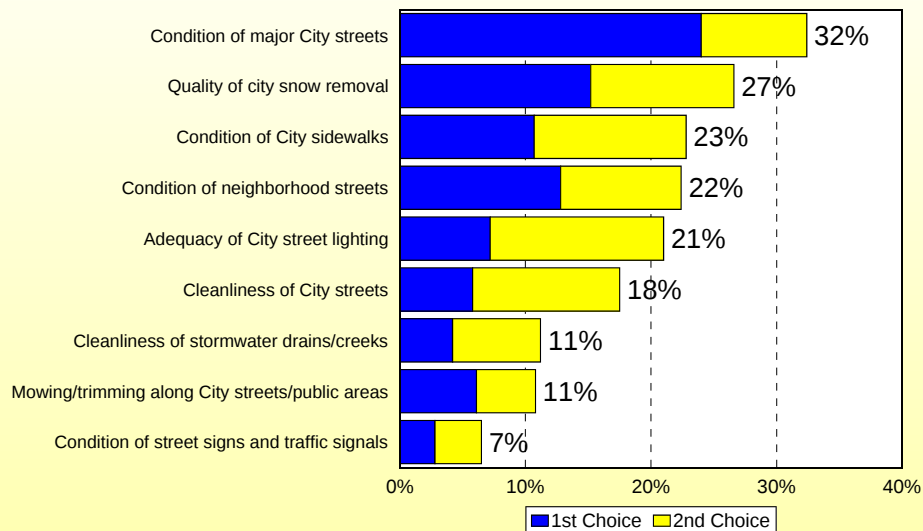
TRENDS: Satisfaction with Various Aspects of City Maintenance - 2008 to 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Maintenance Items That Should Receive the Most Emphasis Over the Next Two Years

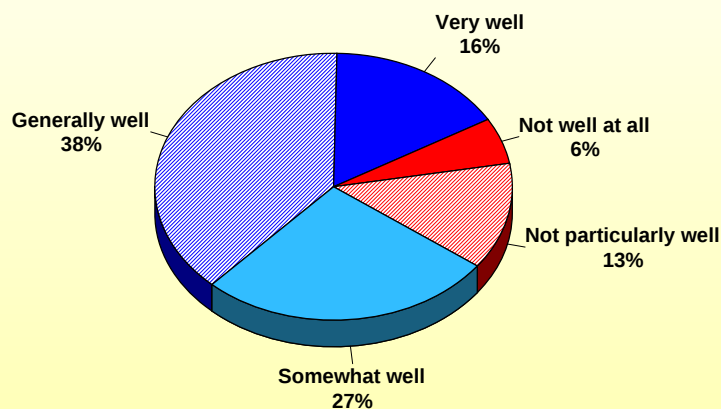
by percentage of respondents who selected the item as one of their top two choices



REGIONAL COOPERATION

How well do you think the City of Branson works with other governmental organizations in the region when planning for the future?

by percentage of respondents (excluding don't knows)

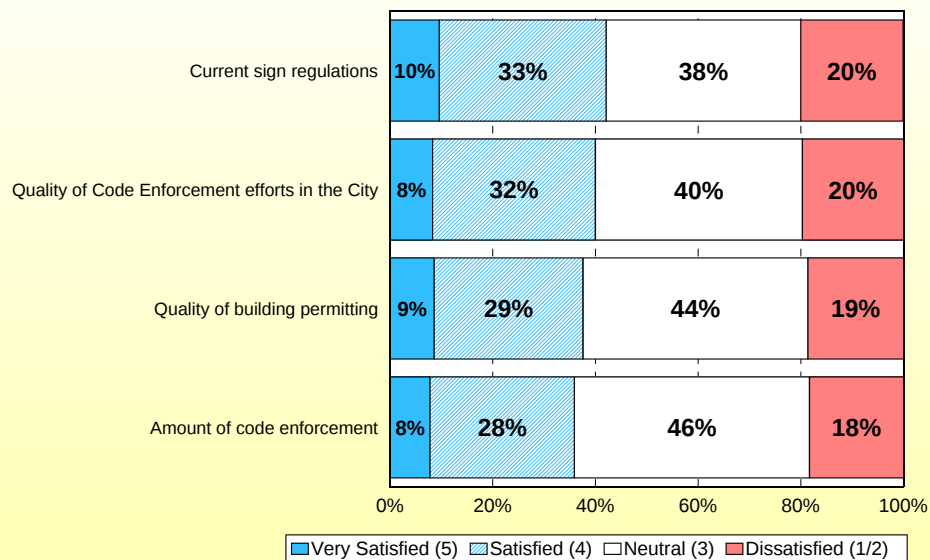


Source: ETC Institute (Branson, MO Community Survey - 2015)

CODE ENFORCEMENT

Satisfaction with Code Enforcement

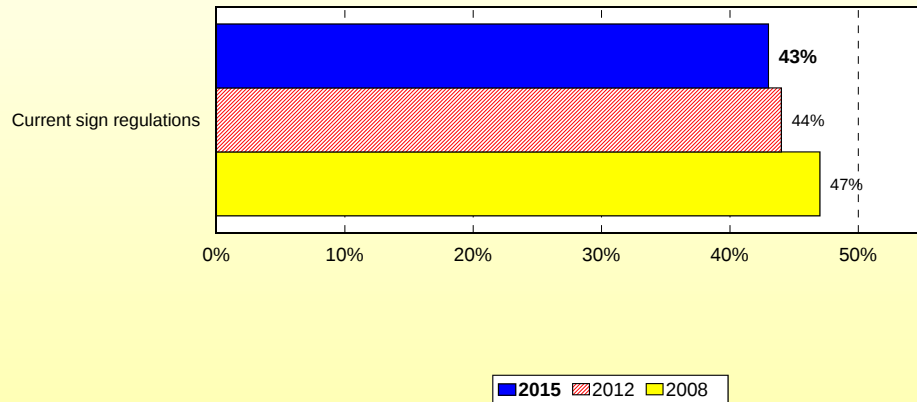
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

TRENDS: Satisfaction with Code Enforcement - 2008 to 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



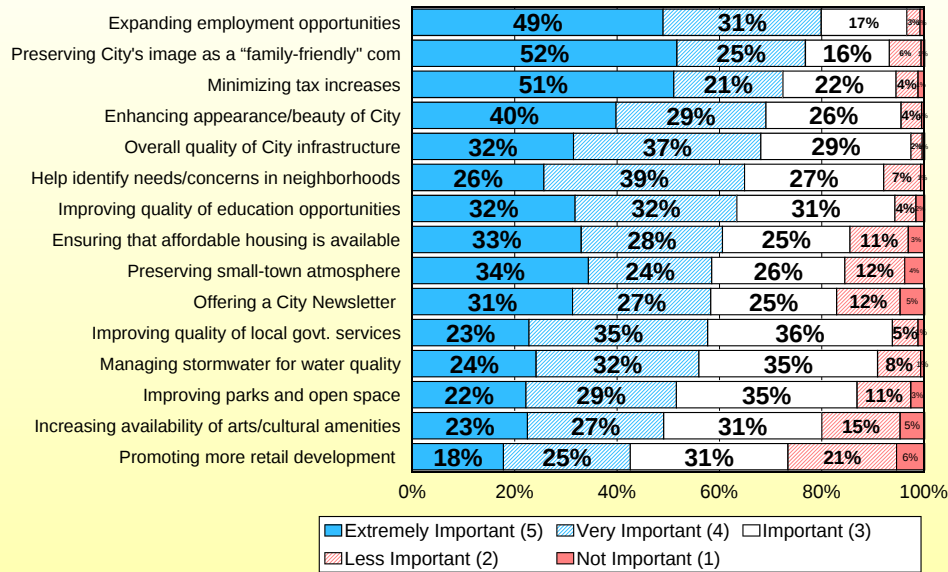
Source: ETC Institute (Branson, MO Community Survey - 2015)

Trend Data

Future Planning

Importance of Considering Various Items When Planning for the City's Future

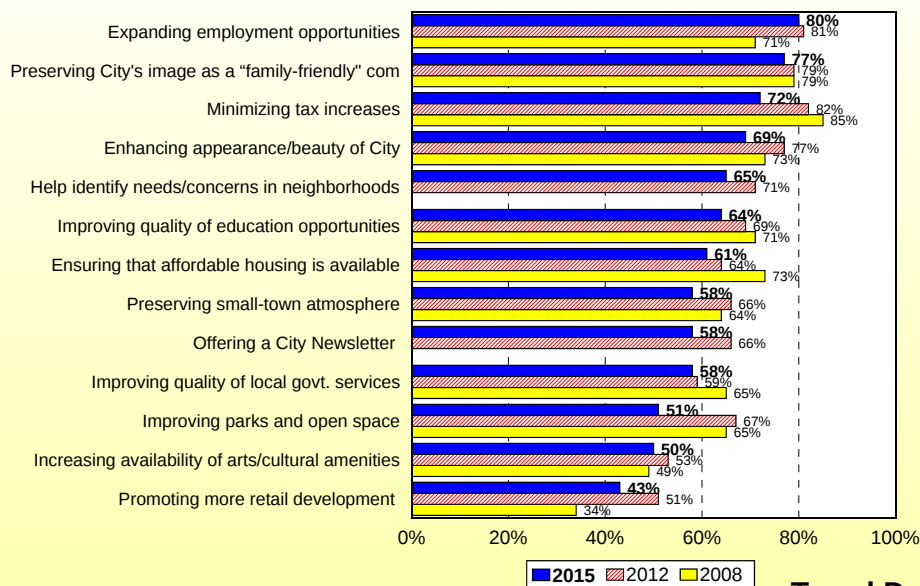
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2015)

TRENDS: Importance of Various Aspects of Planning for the Future - 2008 to 2015

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

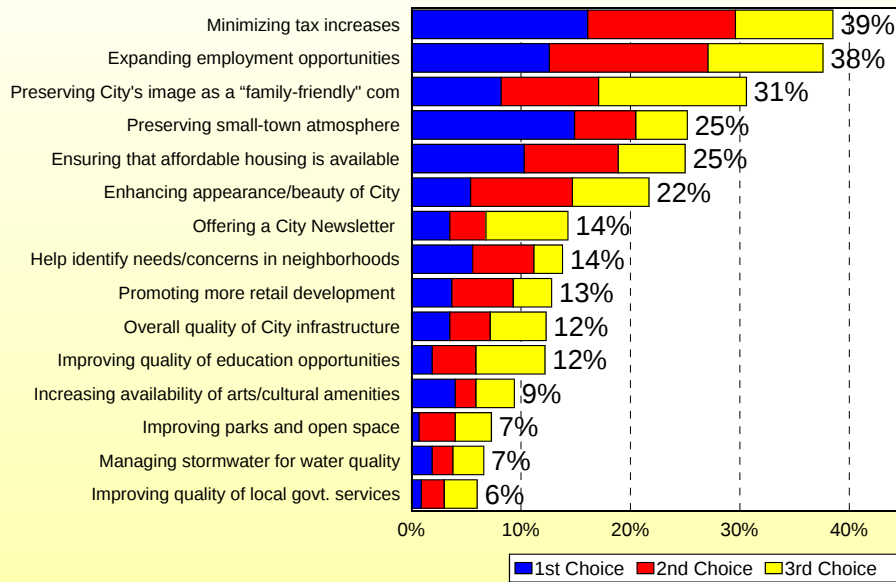


Source: ETC Institute (Branson, MO Community Survey - 2015)

Trend Data

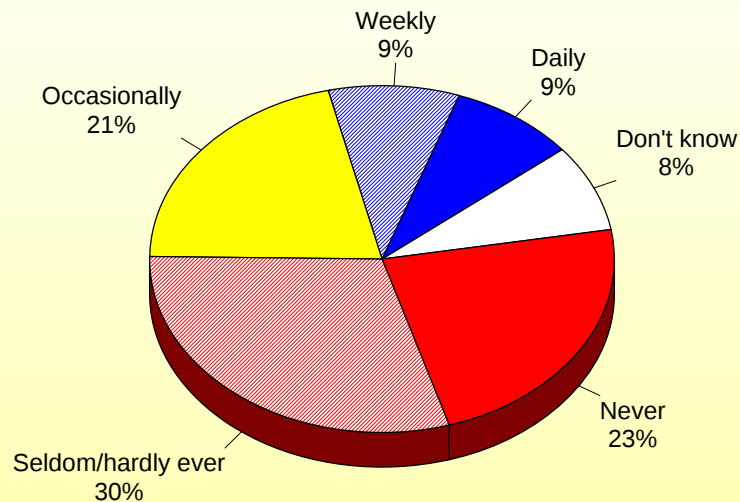
Issues That Should Be Most Important When Planning for the City's Future

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



If the City of Branson were to develop a mass transit system, how often do you believe you personally would use it?

by percentage of respondents

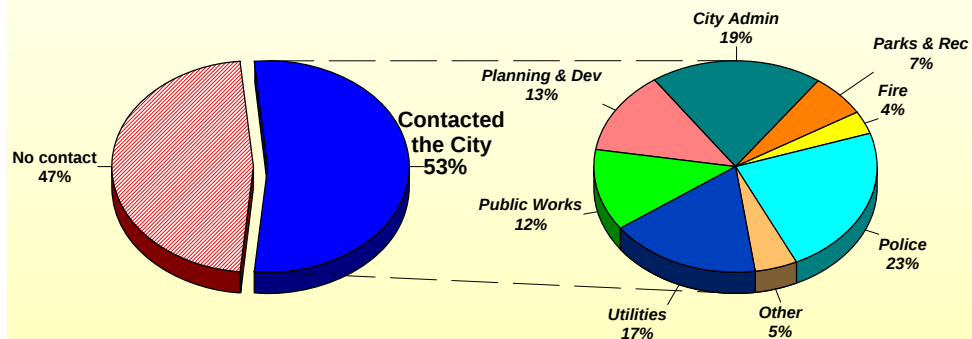


Customer Satisfaction

Percentage of Residents Who Have Contacted the City of Branson During the Past Year

by percentage of respondents

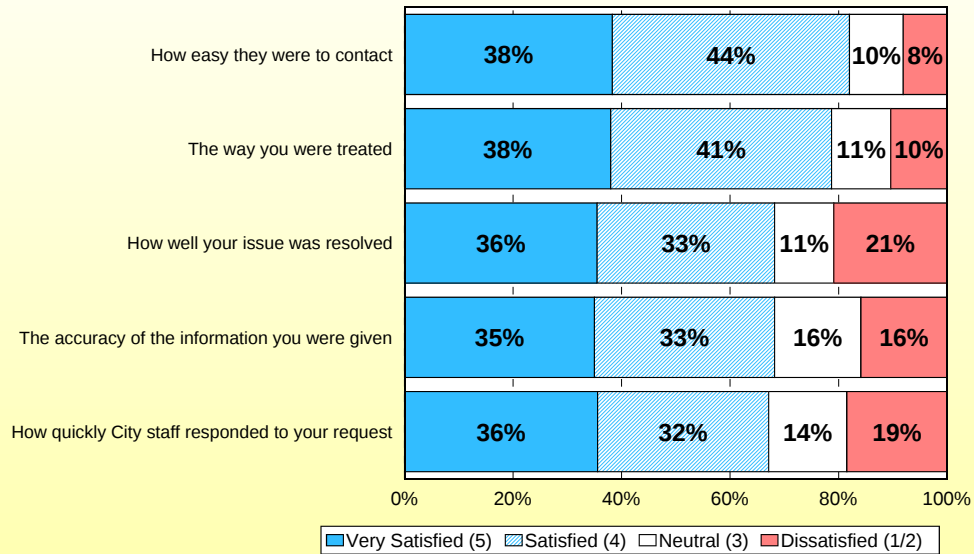
Which City department did you contact most recently?



Source: ETC Institute (Branson, MO Community Survey - 2015)

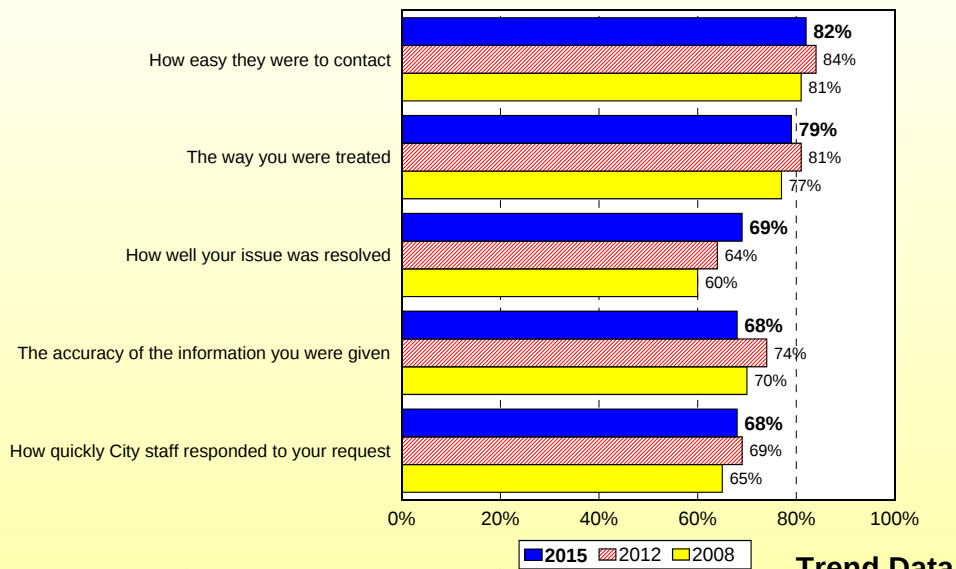
Satisfaction with the Customer Service Provided by City Employees

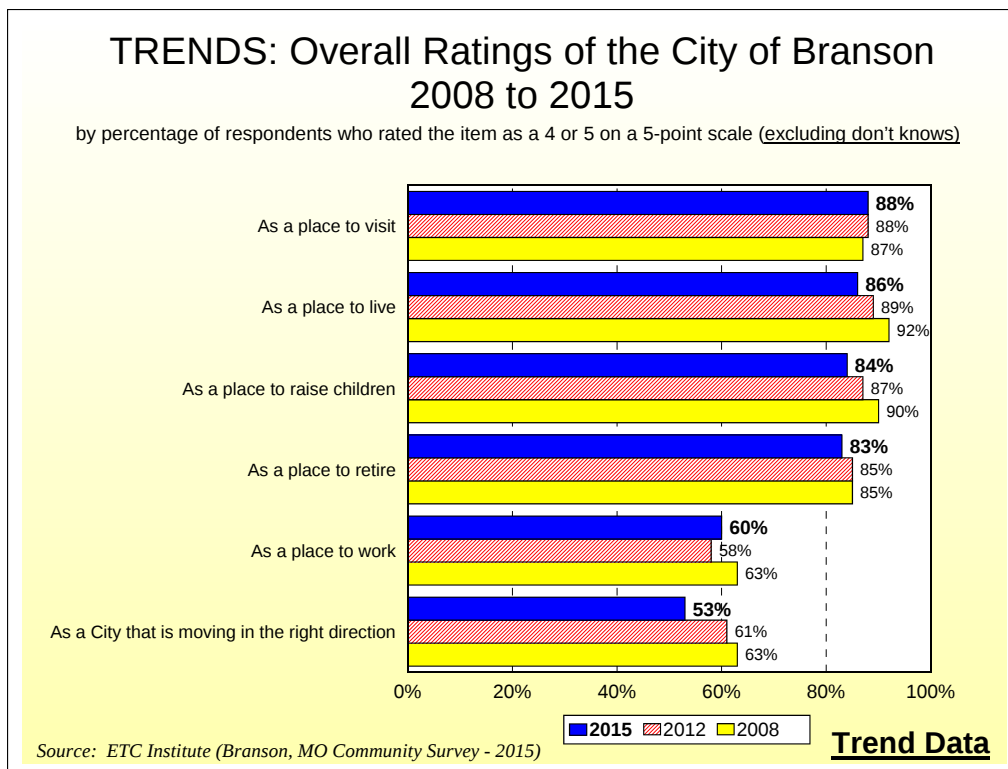
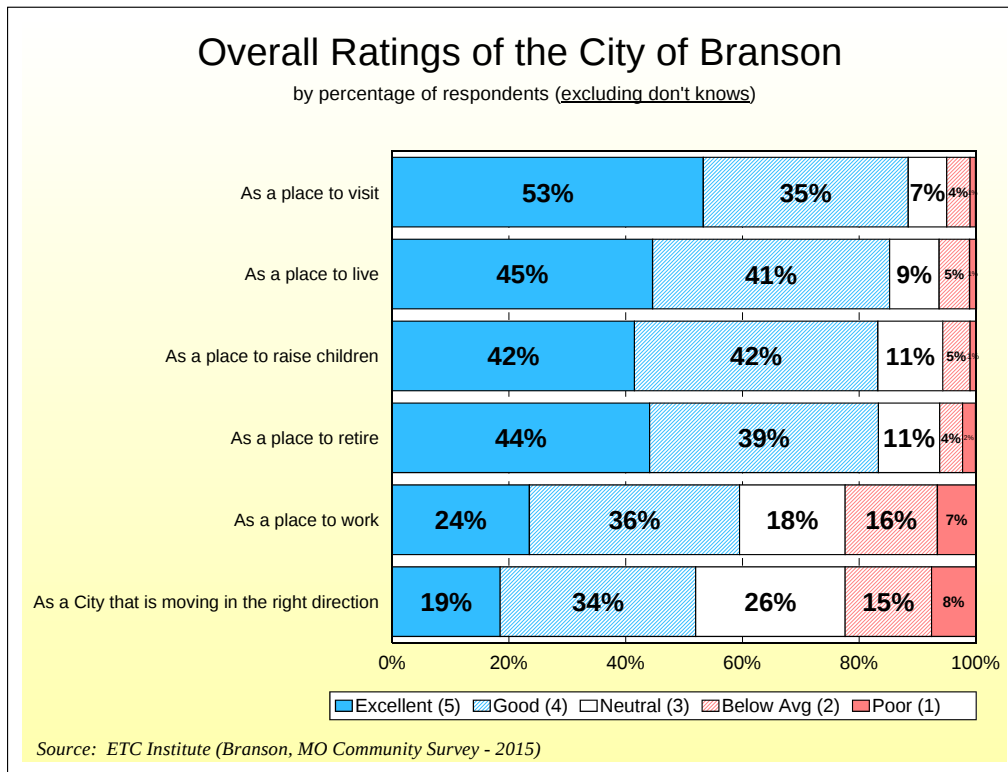
by percentage of respondents who **contacted the City during the past year** (excluding don't knows)



TRENDS: Satisfaction with Customer Service Provided by City Employees - 2008 to 2015

by percentage of respondents who **contacted the City during the past year** and rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

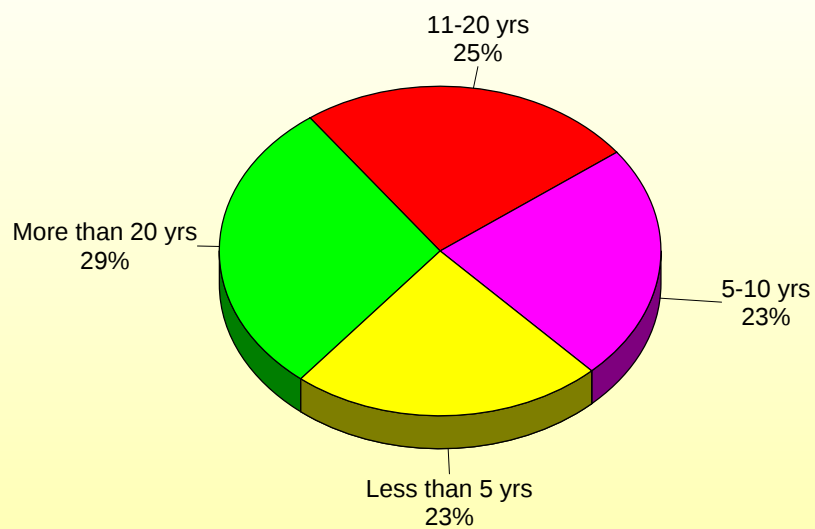




Demographics

Demographics: Years Lived in Branson

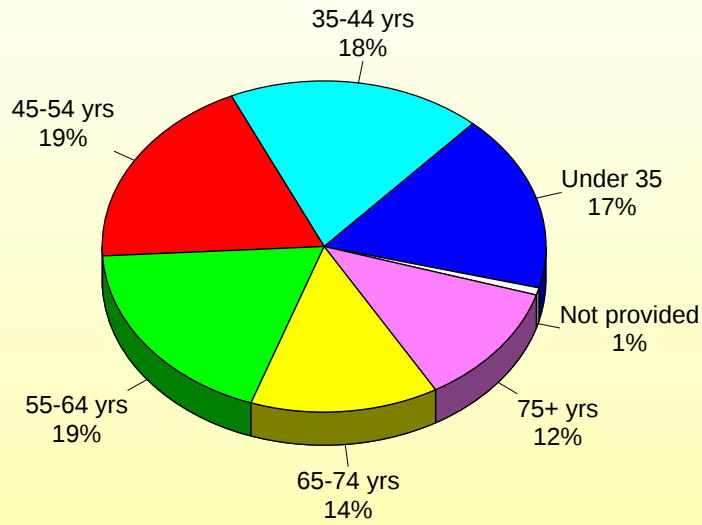
by percentage of respondents



Source: ETC Institute (Branson, MO Community Survey - 2015)

Demographics: Age of Respondent

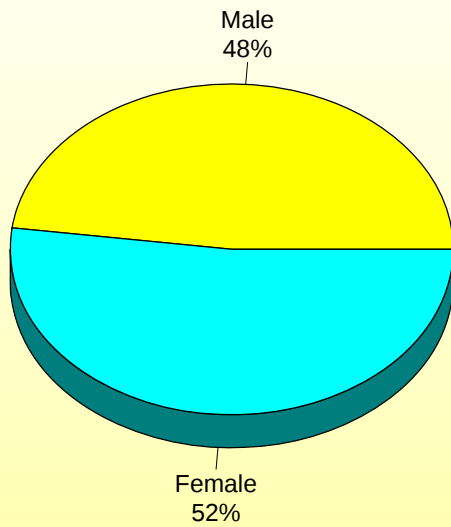
by percentage of respondents



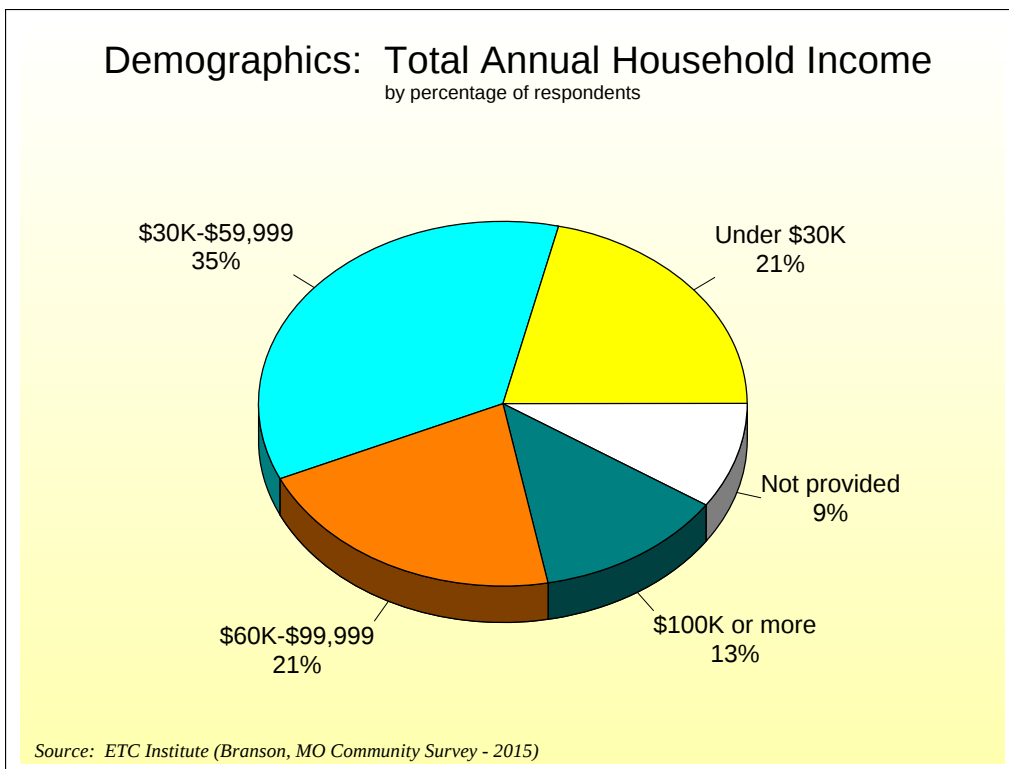
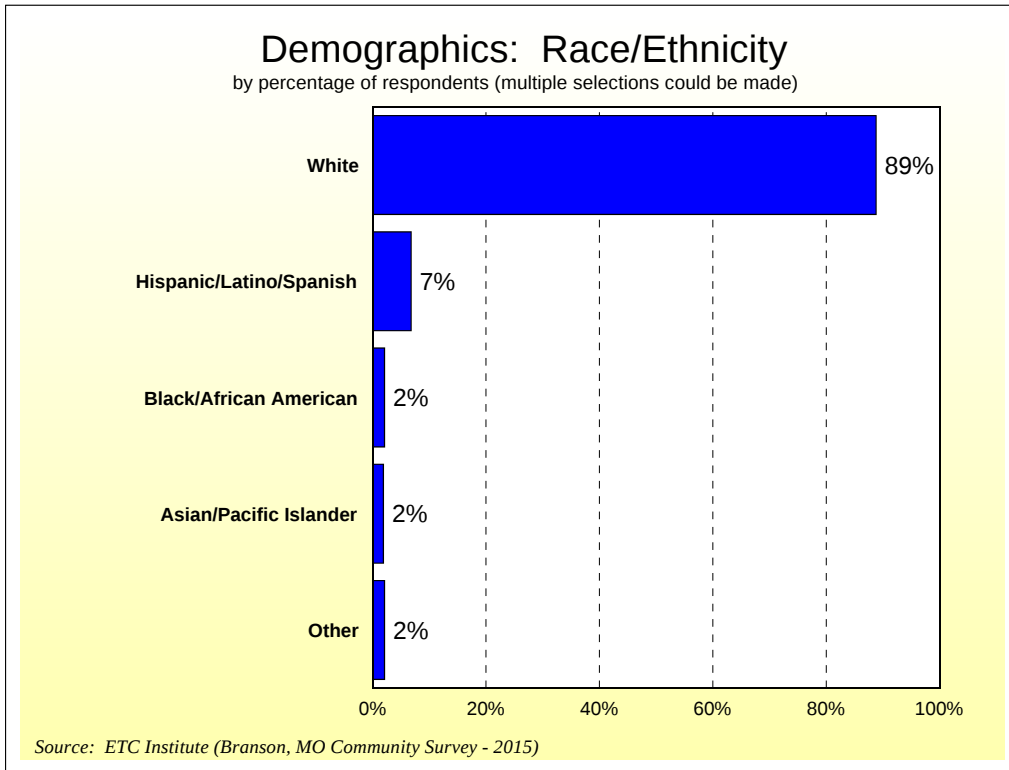
Source: ETC Institute (Branson, MO Community Survey - 2015)

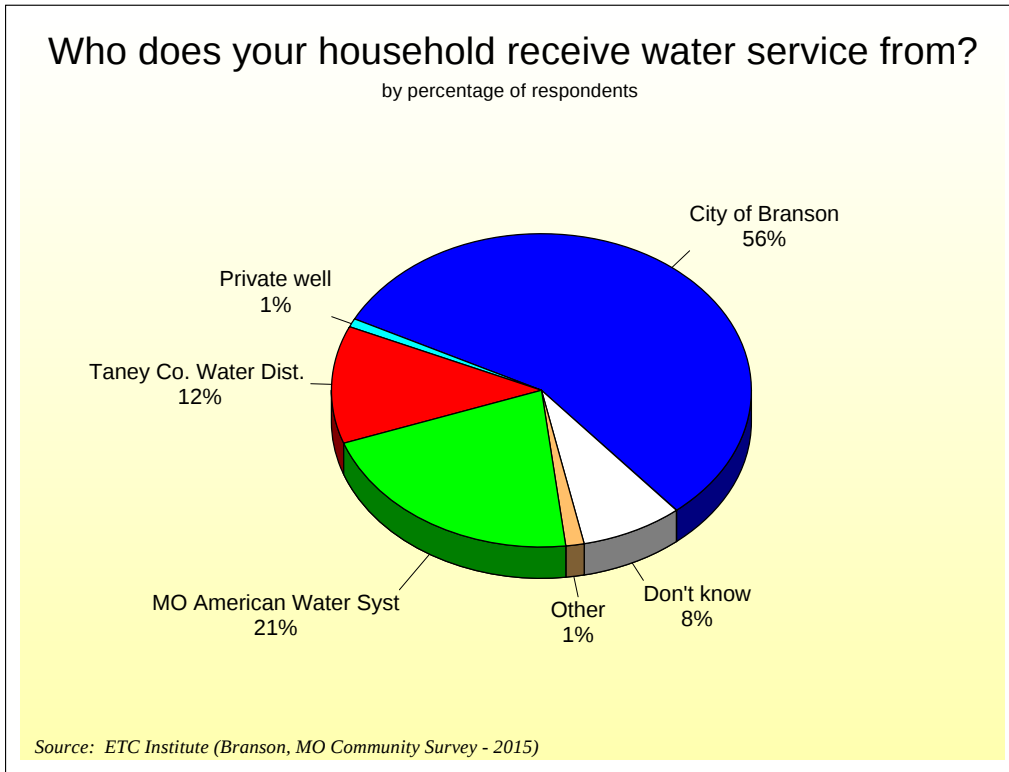
Demographics: Gender

by percentage of respondents



Source: ETC Institute (Branson, MO Community Survey - 2015)





Section 2: ***Benchmarking Data***

DirectionFinder® Survey

Year 2015 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. This report contains benchmarking data from two sources; these sources are briefly described below:

- The first source is from a national survey that was administered by ETC Institute during the summer of 2014 to a random sample of nearly 4,000 residents in the continental United States.
- The second source is from a regional survey that was administered to more than 1,300 residents living in smaller communities with a population of less than 20,000 across the United States during the summer of 2014.

Interpreting the Charts

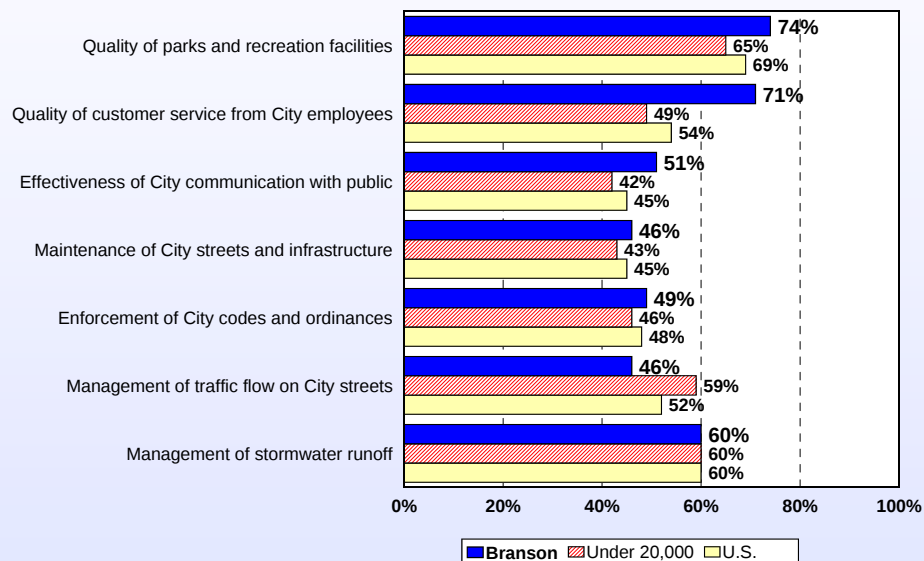
The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding "don't knows." In the following charts, the blue bars show the results for the City of Branson, the red bars show the results for small communities with populations of less than 20,000 in ETC Institute's DirectionFinder® database, and the tan bar shows the results for the national survey.

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 Branson, MO is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services *Branson vs. Under 20,000 vs. the U.S.*

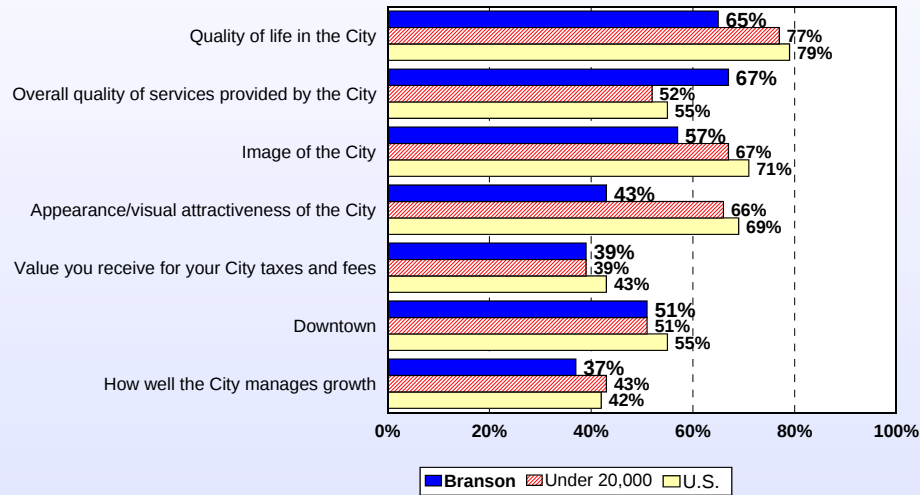
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Issues that Influence Perceptions of the City

Branson vs. Under 20,000 vs. the U.S.

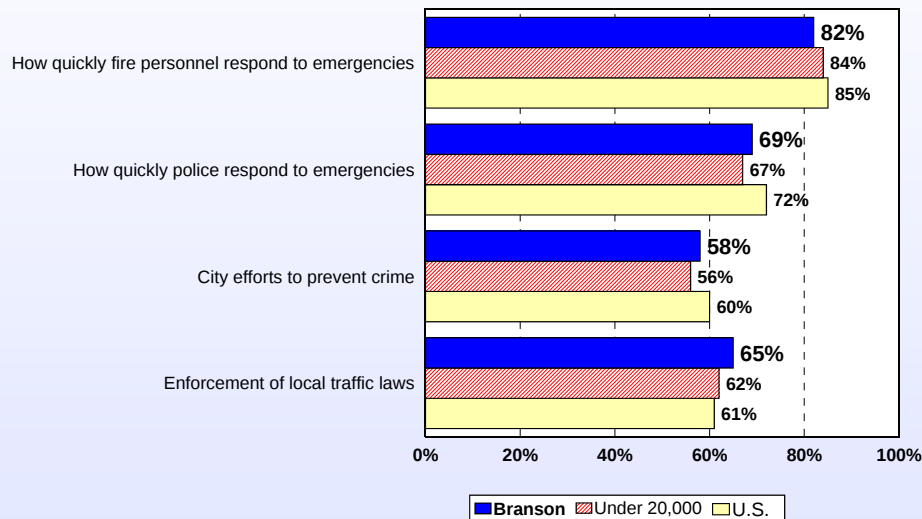
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Public Safety

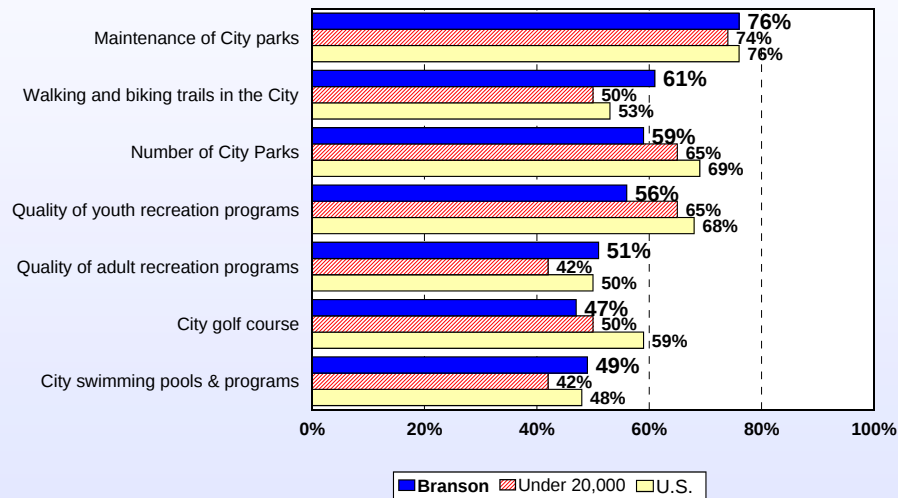
Branson vs. Under 20,000 vs. the U.S.

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



Overall Satisfaction with Parks and Recreation *Branson vs. Under 20,000 vs. the U.S.*

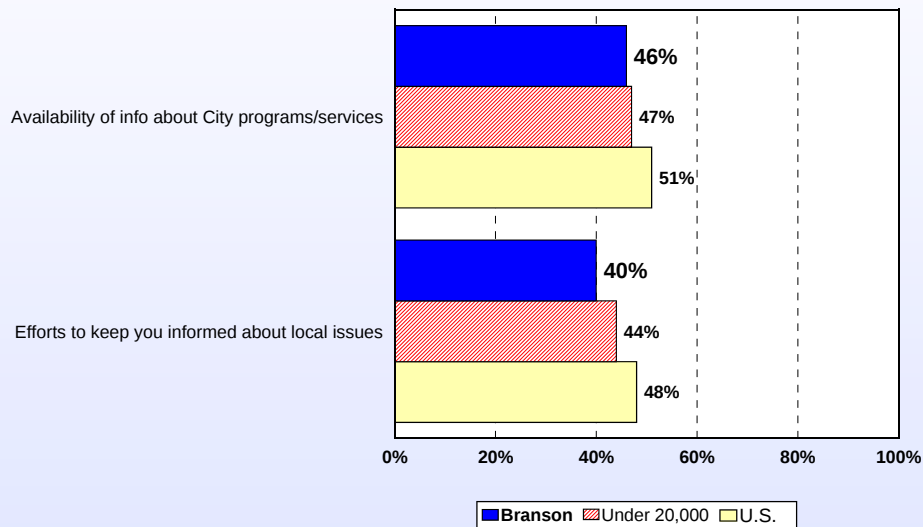
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

Overall Satisfaction with City Communication *Branson vs. Under 20,000 vs. the U.S.*

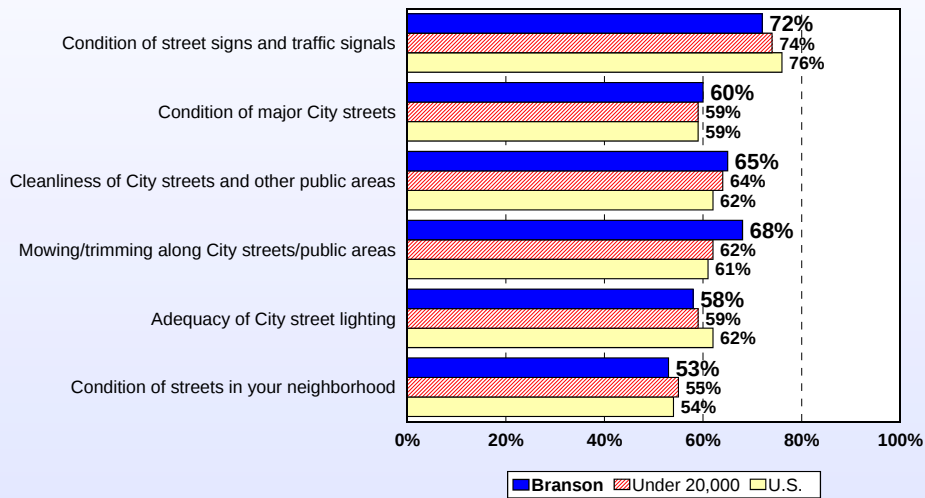
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

Overall Satisfaction with Maintenance Services *Branson vs. Under 20,000 vs. the U.S.*

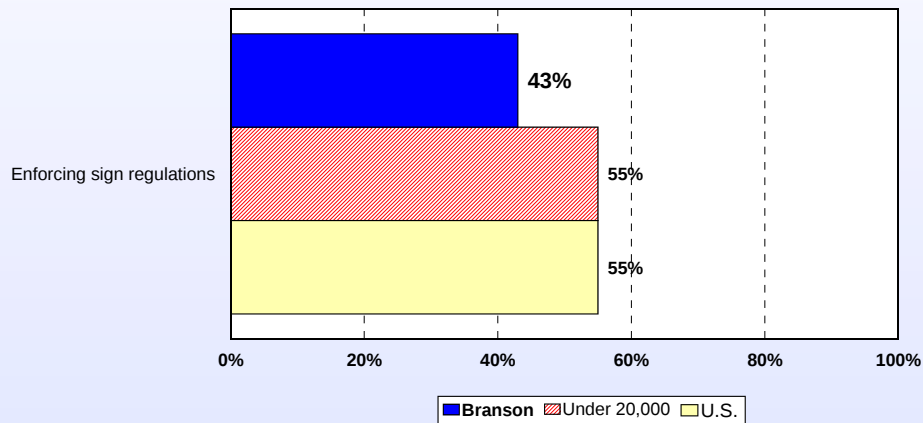
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

Overall Satisfaction with Code Enforcement *Branson vs. Under 20,000 vs. the 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)

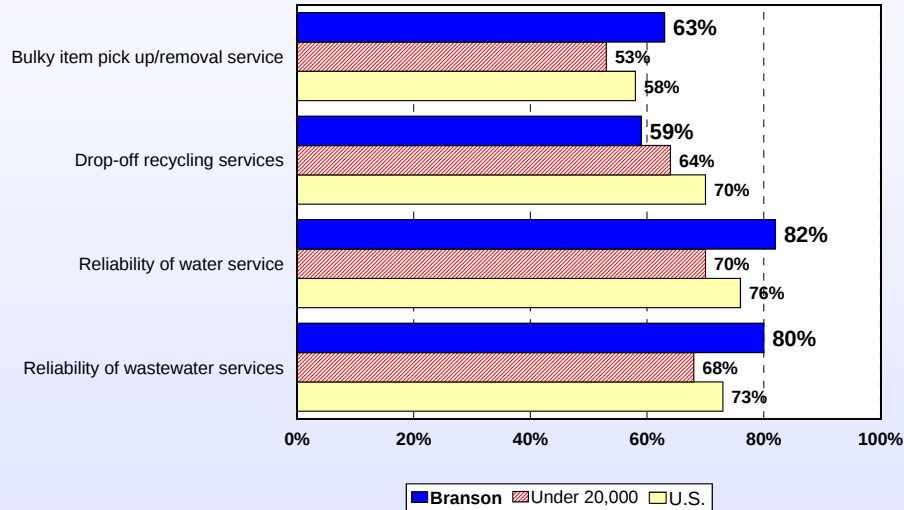


Source: ETC Institute (2015)

Overall Satisfaction with City Utility Services

Branson vs. Under 20,000 vs. the 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)

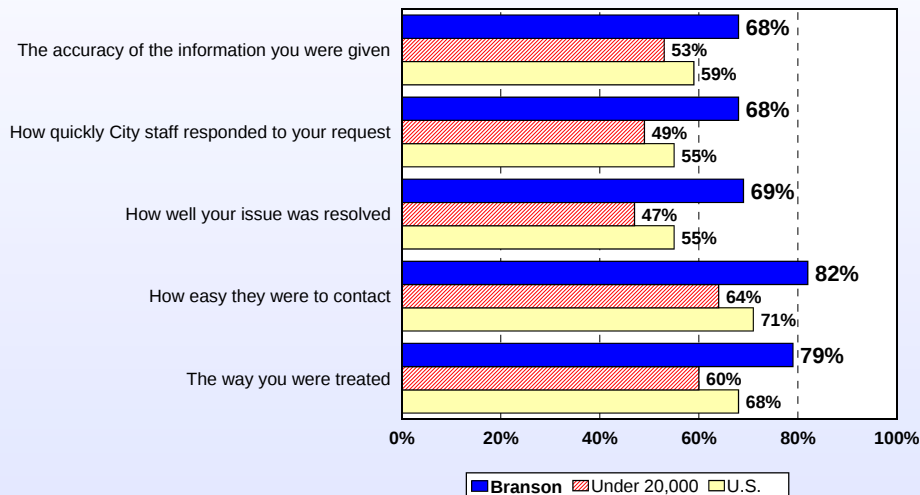


Source: ETC Institute (2015)

Overall Satisfaction with Customer Service from City Employees

Branson vs. Under 20,000 vs. the U.S.

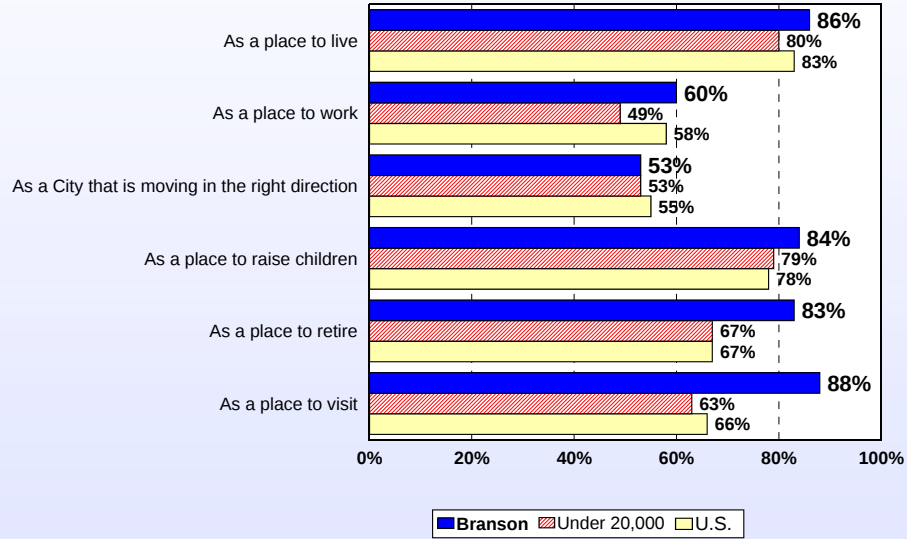
by percentage of respondents who **contacted the City during the past year** and rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



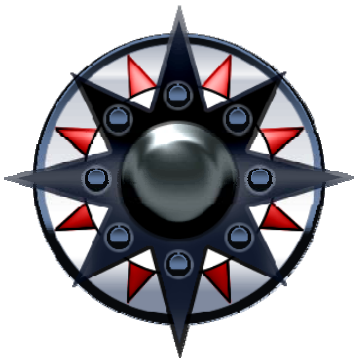
Source: ETC Institute (2015)

How Residents Rate the Community Where They Live: Branson vs. Under 20,000 vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "excellent"



Section 3:
Importance-Satisfaction
Analysis



Importance-Satisfaction Analysis

Branson, Missouri

Overview

Today, city officials 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 (IS) 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 rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that 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 that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the Major Categories of City services they thought were the most important for City leaders to emphasize over the next two years. Fifty-three percent (53%) selected the "maintenance of City streets and infrastructure" as the most important service for the City to emphasize over the next two years.

With regard to satisfaction, approximately forty-six percent (45.9%) of the residents surveyed rated their overall satisfaction with the “maintenance of City streets and infrastructure” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “maintenance of City streets and infrastructure” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 53% was multiplied by 54.1% ($1 - 0.459$). This calculation yielded an I-S rating of 0.2867, which ranked first out of eleven major City services.

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

The lowest rating is 0.00 and could be achieved under either one 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 three most important areas for the City to emphasize over the next two years.

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 .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Branson are provided on the following pages.

Importance-Satisfaction Rating

Branson, MO

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets and infrastructure	53%	1	46%	11	0.2867	1
Management of traffic flow on City streets	42%	2	47%	10	0.2239	2
<u>High Priority (IS .10-.20)</u>						
Effectiveness of City communication with public	27%	4	51%	8	0.1339	3
Enforcement of City codes and ordinances	20%	5	49%	9	0.1021	4
<u>Medium Priority (IS <.10)</u>						
Quality of police service	33%	3	73%	3	0.0890	5
Water and Sewer rate	16%	6	57%	7	0.0670	6
Quality of recreational events/programs	12%	9	62%	5	0.0452	7
Management of stormwater runoff	10%	10	60%	6	0.0408	8
Quality of City parks and rec facilities	16%	7	75%	2	0.0417	9
Quality of customer service from City employees	9%	11	70%	4	0.0266	10
Quality of fire service	14%	8	89%	1	0.0155	11

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 were the most important for the County to provide.

Satisfaction %:

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

Importance-Satisfaction Rating

Branson, MO

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Quality of City rec programs for seniors	24%	3	48%	10	0.1224	1
Number of walking & biking trails	31%	1	61%	3	0.1198	2
Quality of special events	23%	4	50%	8	0.1143	3
<u>Medium Priority (IS <.10)</u>						
Satisfaction with fees charged for programs	17%	6	44%	13	0.0932	4
Number of indoor gyms	14%	8	46%	12	0.0763	5
Quality of City rec programs for youth	17%	5	56%	6	0.0747	6
Quality of City swimming pool & programs	15%	7	49%	9	0.0734	7
Maintenance of City parks	27%	2	76%	1	0.0635	8
Quality of City rec programs for adults	11%	10	51%	7	0.0529	9
Number of City parks	12%	9	58%	5	0.0512	10
City golf course	8%	12	47%	11	0.0401	11
Number of outdoor athletic fields	7%	13	59%	4	0.0265	12
Location of City parks	10%	11	73%	2	0.0260	13

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 were the most important for the County to provide.

Satisfaction %:

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

Importance-Satisfaction Rating

Branson, MO

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Condition of major City streets	32%	1	60%	5	0.1280	1
Condition of City sidewalks	23%	3	46%	9	0.1242	2
Condition of neighborhood streets	22%	4	52%	8	0.1056	3
Quality of city snow removal	27%	2	60%	4	0.1080	4
<u>Medium Priority (IS <.10)</u>						
Adequacy of City street lighting	21%	5	59%	6	0.0861	5
Cleanliness of City streets	18%	6	65%	3	0.0630	6
Cleanliness of stormwater drains/creeks	11%	7	58%	7	0.0462	7
Mowing/trimming along City streets/public areas	11%	8	68%	2	0.0352	8
Condition of street signs and traffic signals	7%	9	73%	1	0.0189	9

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 and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the County to provide.

Satisfaction %:

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

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction 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. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

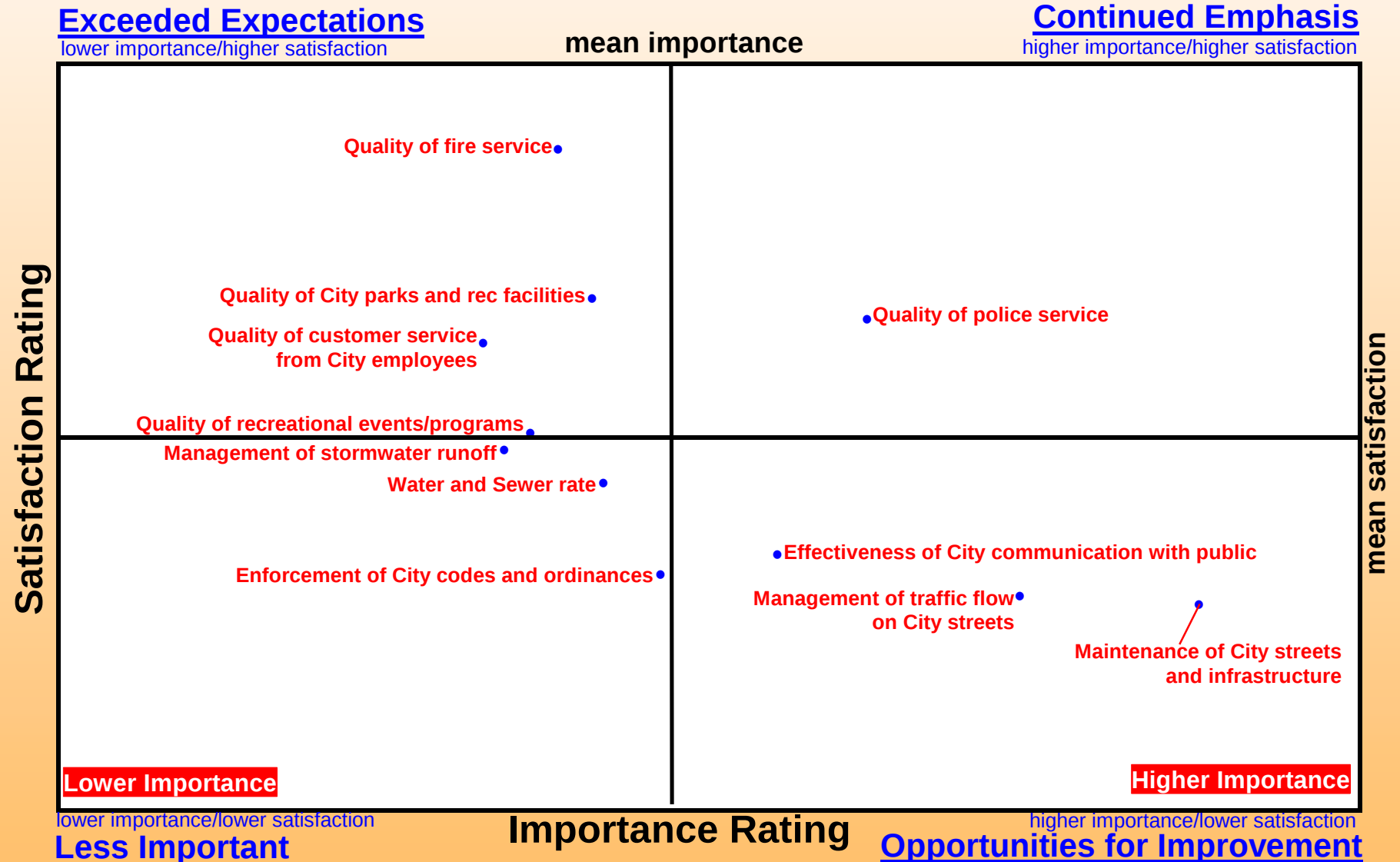
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Branson are provided on the following pages.

2015 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

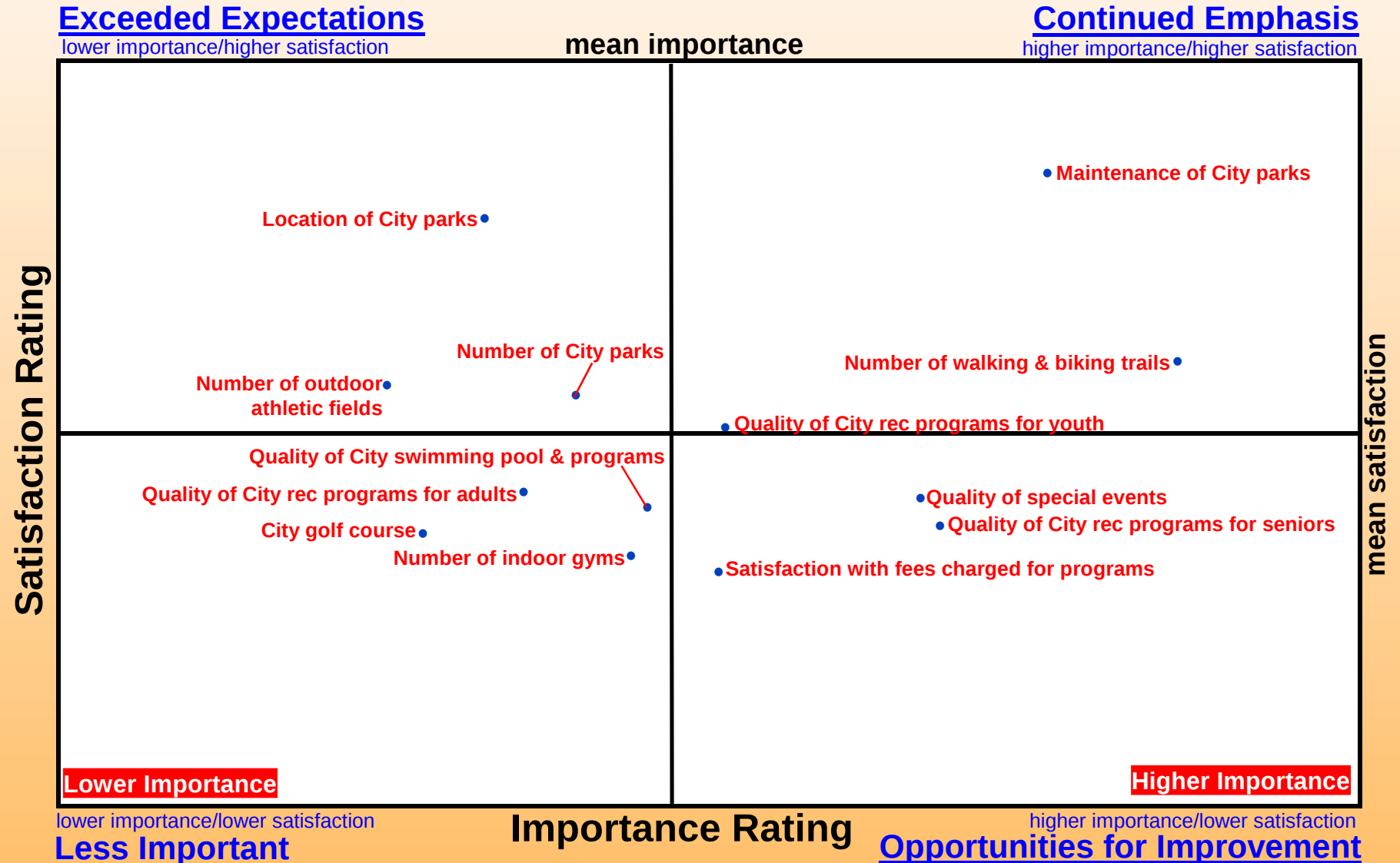


Source: ETC Institute (2015)

2015 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

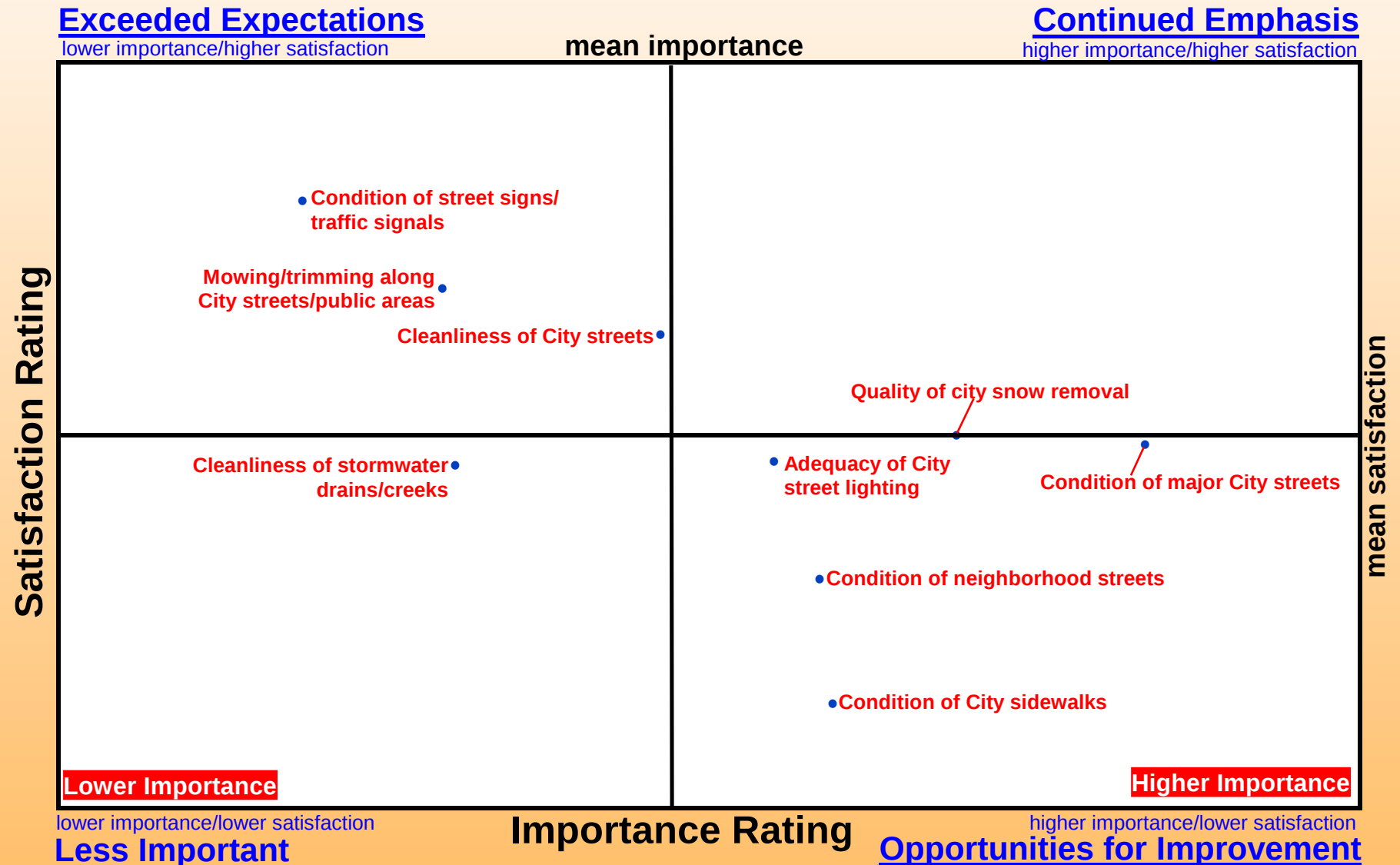
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2015 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

Section 4: ***Tabular Data***

Q1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 is "Very Dissatisfied."

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of police service	26.1%	40.8%	14.9%	7.2%	3.0%	7.9%
B. Quality of fire service	39.2%	39.2%	9.8%	0.2%	0.0%	11.7%
C. Quality of City parks and recreation facilities	25.9%	42.7%	16.8%	4.9%	1.6%	8.2%
D. Quality of recreational events & programs in our community	22.8%	31.2%	24.7%	6.3%	2.1%	12.8%
E. Maintenance of City streets and infrastructure	12.1%	32.6%	27.5%	15.9%	9.3%	2.6%
F. Enforcement of City codes and ordinances	10.5%	32.4%	28.2%	9.8%	7.2%	11.9%
G. Quality of customer service you receive from City employees	25.4%	38.9%	20.0%	4.0%	3.0%	8.6%
H. Effectiveness of City communication with the public	13.1%	34.0%	30.3%	12.8%	2.8%	7.0%
I. Management of traffic flow on City streets	11.2%	34.7%	25.4%	18.6%	8.4%	1.6%
J. Water and Sewer Rate	17.7%	36.4%	25.2%	10.5%	4.7%	5.6%
K. Management of stormwater runoff	15.6%	36.8%	27.3%	4.9%	2.3%	13.1%

WITHOUT DON'T KNOW

Q1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 is "Very Dissatisfied." (Without "Don't Know")

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Quality of police service	28.4%	44.3%	16.2%	7.8%	3.3%
B. Quality of fire service	44.3%	44.3%	11.1%	0.3%	0.0%
C. Quality of City parks and recreation facilities	28.2%	46.4%	18.3%	5.3%	1.8%
D. Quality of recreational events & programs in our community	26.2%	35.8%	28.3%	7.2%	2.4%
E. Maintenance of City streets and infrastructure	12.4%	33.5%	28.2%	16.3%	9.6%
F. Enforcement of City codes and ordinances	11.9%	36.8%	32.0%	11.1%	8.2%
G. Quality of customer service you receive from City employees	27.8%	42.6%	21.9%	4.3%	3.3%
H. Effectiveness of City communication with the public	14.0%	36.6%	32.6%	13.8%	3.0%
I. Management of traffic flow on City streets	11.4%	35.3%	25.8%	19.0%	8.5%
J. Water and Sewer Rate	18.8%	38.5%	26.7%	11.1%	4.9%
K. Management of stormwater runoff	18.0%	42.4%	31.4%	5.6%	2.7%

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?

Q2. 1 st Choice	Number	Percent
Quality of police service	87	20.3 %
Quality of fire service	5	1.2 %
Quality of City parks and recreation facilities	17	4.0 %
Quality of recreational events & programs in our community	9	2.1 %
Maintenance of City streets and infrastructure	115	26.8 %
Enforcement of City codes and ordinances	26	6.1 %
Quality of customer service you receive from City employees	7	1.6 %
Effectiveness of City communication with the public	27	6.3 %
Management of traffic flow on City streets	60	14.0 %
Water and Sewer Rate	20	4.7 %
Management of stormwater runoff	9	2.1 %
None chosen	47	11.0 %
Total	429	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?

Q2. 2 nd Choice	Number	Percent
Quality of police service	34	7.9 %
Quality of fire service	39	9.1 %
Quality of City parks and recreation facilities	18	4.2 %
Quality of recreational events & programs in our community	19	4.4 %
Maintenance of City streets and infrastructure	65	15.2 %
Enforcement of City codes and ordinances	30	7.0 %
Quality of customer service you receive from City employees	16	3.7 %
Effectiveness of City communication with the public	44	10.3 %
Management of traffic flow on City streets	67	15.6 %
Water and Sewer Rate	18	4.2 %
Management of stormwater runoff	15	3.5 %
None chosen	64	14.9 %
Total	429	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	19	4.4 %
Quality of fire service	14	3.3 %
Quality of City parks and recreation facilities	32	7.5 %
Quality of recreational events & programs in our community	23	5.4 %
Maintenance of City streets and infrastructure	47	11.0 %
Enforcement of City codes and ordinances	29	6.8 %
Quality of customer service you receive from City employees	16	3.7 %
Effectiveness of City communication with the public	45	10.5 %
Management of traffic flow on City streets	53	12.4 %
Water and Sewer Rate	32	7.5 %
Management of stormwater runoff	20	4.7 %
None chosen	99	23.1 %
Total	429	100.0 %

Q2. The sum of the THREE items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City streets and infrastructure	227	52.9 %
Management of traffic flow on City streets	180	42.0 %
Quality of police service	140	32.6 %
Effectiveness of City communication with the public	116	27.0 %
Enforcement of City codes and ordinances	85	19.8 %
Water and Sewer Rate	70	16.3 %
Quality of City parks and recreation facilities	67	15.6 %
Quality of fire service	58	13.5 %
Quality of recreational events & programs in our community	51	11.9 %
Management of stormwater runoff	44	10.3 %
Quality of customer service you receive from City employees	39	9.1 %
Total	1077	

Q3. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of services provided by the City	15.6%	48.7%	24.9%	4.9%	0.9%	4.9%
B. Image of the City	13.3%	42.0%	21.9%	15.4%	5.6%	1.9%
C. How well the City manages growth	7.5%	27.7%	33.8%	18.2%	7.5%	5.4%
D. Quality of life in the City	20.7%	43.1%	23.3%	7.9%	3.3%	1.6%
E. Feeling of safety in the City	19.3%	45.7%	18.9%	11.9%	2.6%	1.6%
F. Appearance/visual attractiveness of Historic Downtown Branson	13.5%	36.6%	29.6%	14.0%	4.9%	1.4%
G. Appearance/visual attractiveness of Highway 76	6.1%	25.6%	28.7%	24.5%	13.8%	1.4%
H. Appearance/visual attractiveness of the City	7.2%	35.0%	30.8%	18.6%	6.5%	1.9%
I. Value you receive for your City taxes and fees	5.4%	31.2%	33.1%	17.0%	8.4%	4.9%

WITHOUT DON'T KNOW

Q3. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Overall quality of services provided by the City	16.4%	51.2%	26.2%	5.1%	1.0%
B. Image of the City	13.5%	42.8%	22.3%	15.7%	5.7%
C. How well the City manages growth	7.9%	29.3%	35.7%	19.2%	7.9%
D. Quality of life in the City	21.1%	43.8%	23.7%	8.1%	3.3%
E. Feeling of safety in the City	19.7%	46.4%	19.2%	12.1%	2.6%
F. Appearance/visual attractiveness of Historic Downtown Branson	13.7%	37.1%	30.0%	14.2%	5.0%
G. Appearance/visual attractiveness of Highway 76	6.1%	26.0%	29.1%	24.8%	13.9%
H. Appearance/visual attractiveness of the City	7.4%	35.6%	31.4%	19.0%	6.7%
I. Value you receive for your City taxes and fees	5.6%	32.8%	34.8%	17.9%	8.8%

Q4. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. City efforts to prevent crime	14.0%	40.1%	24.0%	11.7%	3.5%	6.8%
B. Enforcement of local traffic laws	13.8%	47.3%	20.7%	9.3%	3.5%	5.4%
C. How quickly police respond to emergencies	20.7%	36.8%	19.3%	5.6%	1.9%	15.6%
D. How quickly fire personnel respond to emergencies	30.3%	37.3%	13.1%	1.6%	0.0%	17.7%

WITHOUT DON'T KNOW

Q4. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. City efforts to prevent crime	15.0%	43.0%	25.8%	12.5%	3.8%
B. Enforcement of local traffic laws	14.5%	50.0%	21.9%	9.9%	3.7%
C. How quickly police respond to emergencies	24.6%	43.6%	22.9%	6.6%	2.2%
D. How quickly fire personnel respond to emergencies	36.8%	45.3%	15.9%	2.0%	0.0%

Q5. Parks and Recreation. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of City parks	20.0%	48.3%	15.4%	4.9%	0.9%	10.5%
B. Location of City parks	19.8%	45.7%	18.9%	5.4%	0.5%	9.8%
C. Number of Walking & Biking trails	16.8%	36.4%	20.7%	10.5%	2.6%	13.1%
D. Quality of City swimming pool & programs	11.2%	25.6%	26.3%	7.0%	4.4%	25.4%
E. Number of outdoor athletic fields	13.5%	34.5%	25.2%	5.8%	2.1%	18.9%
F. Number of in-door gyms	8.9%	26.8%	29.4%	10.5%	2.8%	21.7%
G. Quality of City rec. programs for youth	12.6%	26.6%	24.7%	4.0%	2.3%	29.8%
H. Quality of City rec. programs for adults	10.3%	26.6%	27.7%	5.6%	2.6%	27.3%
I. Quality of City rec. programs for seniors	10.0%	24.5%	27.0%	7.0%	3.5%	28.0%
J. Overall satisfaction with fees charged to participate in programs	10.3%	23.8%	30.5%	8.4%	4.0%	23.1%
K. City golf course	8.2%	24.0%	28.7%	4.7%	2.6%	31.9%
L. Number of City parks	13.8%	35.0%	26.3%	7.5%	0.9%	16.6%
M. Quality of Special Events	10.7%	28.7%	29.1%	7.9%	2.1%	21.4%

WITHOUT DON'T KNOW

Q5. Parks and Recreation. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Maintenance of City parks	22.4%	53.9%	17.2%	5.5%	1.0%
B. Location of City parks	22.0%	50.6%	20.9%	5.9%	0.5%
C. Number of Walking & Biking trails	19.3%	41.8%	23.9%	12.1%	2.9%
D. Quality of City swimming pool & programs	15.0%	34.4%	35.3%	9.4%	5.9%
E. Number of outdoor athletic fields	16.7%	42.5%	31.0%	7.2%	2.6%
F. Number of in-door gyms	11.3%	34.2%	37.5%	13.4%	3.6%
G. Quality of City rec. programs for youth	17.9%	37.9%	35.2%	5.6%	3.3%
H. Quality of City rec. programs for adults	14.1%	36.5%	38.1%	7.7%	3.5%
I. Quality of City rec. programs for seniors	13.9%	34.0%	37.5%	9.7%	4.9%
J. Overall satisfaction with fees charged to participate in programs	13.3%	30.9%	39.7%	10.9%	5.2%
K. City golf course	12.0%	35.3%	42.1%	6.8%	3.8%
L. Number of City parks	16.5%	41.9%	31.6%	8.9%	1.1%
M. Quality of Special Events	13.6%	36.5%	37.1%	10.1%	2.7%

Q6. Which THREE of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q6. 1 st Choice	Number	Percent
Maintenance of City parks	73	17.0 %
Location of City parks	13	3.0 %
Number of Walking & Biking trails	52	12.1 %
Quality of City swimming pool & programs	23	5.4 %
Number of outdoor athletic fields	9	2.1 %
Number of in-door gyms	17	4.0 %
Quality of City rec. programs for youth	29	6.8 %
Quality of City rec. programs for adults	12	2.8 %
Quality of City rec. programs for seniors	36	8.4 %
Overall satisfaction with fees charged to participate in programs	22	5.1 %
City Golf course	10	2.3 %
Number of City parks	10	2.3 %
Quality of Special Events	22	5.1 %
None chosen	101	23.5 %
Total	429	100.0 %

Q6. Which THREE of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q6. 2 nd Choice	Number	Percent
Maintenance of City parks	26	6.1 %
Location of City parks	12	2.8 %
Number of Walking & Biking trails	47	11.0 %
Quality of City swimming pool & programs	30	7.0 %
Number of outdoor athletic fields	13	3.0 %
Number of in-door gyms	24	5.6 %
Quality of City rec. programs for youth	26	6.1 %
Quality of City rec. programs for adults	18	4.2 %
Quality of City rec. programs for seniors	31	7.2 %
Overall satisfaction with fees charged to participate in programs	19	4.4 %
City Golf course	13	3.0 %
Number of City parks	19	4.4 %
Quality of Special Events	32	7.5 %
None chosen	119	27.7 %
Total	429	100.0 %

Q6. Which THREE of the parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q6. 3 rd Choice	Number	Percent
Maintenance of City parks	16	3.7 %
Location of City parks	16	3.7 %
Number of Walking & Biking trails	33	7.7 %
Quality of City swimming pool & programs	9	2.1 %
Number of outdoor athletic fields	6	1.4 %
Number of in-door gyms	19	4.4 %
Quality of City rec. programs for youth	17	4.0 %
Quality of City rec. programs for adults	16	3.7 %
Quality of City rec. programs for seniors	34	7.9 %
Overall satisfaction with fees charged to participate in programs	31	7.2 %
City Golf course	10	2.3 %
Number of City parks	24	5.6 %
Quality of Special Events	44	10.3 %
None chosen	154	35.9 %
Total	429	100.0 %

Q6. The sum of the THREE parks and recreation items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q6. Sum of Top 3 Choices	Number	Percent
Number of Walking & Biking trails	132	30.8 %
Maintenance of City parks	115	26.8 %
Quality of City rec. programs for seniors	101	23.5 %
Quality of Special Events	98	22.8 %
Quality of City rec. programs for youth	72	16.8 %
Overall satisfaction with fees charged to participate in programs	72	16.8 %
Quality of City swimming pool & programs	62	14.5 %
Number of in-door gyms	60	14.0 %
Number of City parks	53	12.4 %
Quality of City rec. programs for adults	46	10.7 %
Location of City parks	41	9.6 %
City Golf course	33	7.7 %
Number of outdoor athletic fields	28	6.5 %
Total	913	

Q7. Would you be willing to support a dedicated sales tax to improve and/or construct more Parks and recreation facilities?

Q7. Would you be willing to support a dedicated sales tax?	Number	Percent
Yes	90	21.0 %
Unsure	139	32.4 %
No	200	46.6 %
Total	429	100.0 %

Q8. City of Branson Utility Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Drop-off recycling services	17.7%	31.7%	19.8%	11.7%	3.7%	15.4%
B. Bulky item pick up/removal that occurs twice a year for items such as old furniture, appliances, etc.	15.4%	39.2%	17.9%	11.0%	3.5%	13.1%
C. Reliability of Water service	31.0%	46.6%	12.6%	2.8%	2.1%	4.9%
D. Reliability of Wastewater services	26.8%	45.5%	15.4%	2.1%	1.2%	9.1%
E. Response to water and sewer issues/concerns	17.2%	40.6%	19.6%	4.4%	2.6%	15.6%

WITHOUT DON'T KNOW

Q8. City of Branson Utility Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Drop-off recycling services	20.9%	37.5%	23.4%	13.8%	4.4%
B. Bulky item pick up/removal that occurs twice a year for items such as old furniture, appliances, etc.	17.7%	45.0%	20.6%	12.6%	4.0%
C. Reliability of Water service	32.6%	49.0%	13.2%	2.9%	2.2%
D. Reliability of Wastewater services	29.5%	50.0%	16.9%	2.3%	1.3%
E. Response to water and sewer issues/concerns	20.4%	48.1%	23.2%	5.2%	3.0%

Q9. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about City programs and services	11.0%	31.5%	30.3%	17.5%	2.3%	7.5%
B. City efforts to keep you informed about local issues	9.3%	27.7%	28.4%	24.2%	3.5%	6.8%
C. City efforts to have an open, inclusive, responsive government	8.4%	25.9%	35.2%	16.1%	5.4%	9.1%

WITHOUT DON'T KNOW

Q9. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Without "Don't Know")

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. The availability of information about City programs and services	11.8%	34.0%	32.7%	18.9%	2.5%
B. City efforts to keep you informed about local issues	10.0%	29.8%	30.5%	26.0%	3.8%
C. City efforts to have an open, inclusive, responsive government	9.2%	28.5%	38.7%	17.7%	5.9%

Q10. Which of the following do you use to get information about the City of Branson? [Please check all that apply.]

<u>Q10. You used to get information</u>	<u>Number</u>	<u>Percent</u>
Branson Tri-Lakes New	175	40.8 %
Branson Daily Independent	279	65.0 %
Calling the City	63	14.7 %
City website (www.bransonmo.gov)	104	24.2 %
Local radio	184	42.9 %
Social media (Facebook)	89	20.7 %
Television news	233	54.3 %
Hometown Daily News Website	75	17.5 %
Word of mouth	239	55.7 %
Other	12	2.8 %
None chosen	15	3.5 %
Total	1468	

Q10. Other

Q10 Other

VISITOR AND INSIDER
 BY MAIL
 FREE PRPAER I PICK UP
 INDEPENDENT
 INDEPENDENT NEWSPAPER
 INTERNET
 MAIL SENT BY CITY
 NEIGHBORS
 NEIGHBORS
 OTHER WEBSITES FOR CITY
 SPRINGFIELD NEWS LEADER
 SPRINGFIELD TV

Q10a. [From those responded to Q10] How would you prefer to receive information about the City of Branson? [Please check all that apply.]

<u>Q10a. How would you prefer to receive information?</u>	<u>Number</u>	<u>Percent</u>
Traditional Media (print, broadcast)	221	53.4 %
Quarterly City Newsletter	203	49.0 %
Online Media (website, Facebook)	151	36.5 %
Other	14	3.4 %
None chosen	20	4.8 %
Total	609	

Q10a. Other

Q10a Other

CHANNEL 3 & TV
 CHEAPEST
 DAILY NEWSPAPER
 MAIL
 MAIL
 MAIL
 NEWS CHANNEL
 RADIO
 TEXTS
 VOLUNTARY EMAIL
 WEB CAST
 WORD OF MOUTH

Q11. Maintenance. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Condition of major City streets	11.7%	46.2%	20.3%	14.5%	4.7%	2.8%
B. Condition of streets in YOUR neighborhood	12.4%	38.2%	18.6%	20.0%	7.5%	3.3%
C. Condition of City sidewalks	7.7%	34.7%	24.0%	18.4%	8.4%	6.8%
D. Quality of city snow removal	15.4%	42.7%	15.2%	16.6%	7.0%	3.3%
E. Condition of street signs and traffic signals	17.5%	52.2%	18.6%	6.1%	1.6%	4.0%
F. Mowing and trimming along City streets and other public areas	19.8%	46.4%	19.6%	8.2%	3.5%	2.6%
G. Adequacy of City street lighting	11.9%	44.8%	21.9%	12.6%	5.6%	3.3%
H. Cleanliness of City streets	13.8%	49.9%	21.4%	9.8%	2.3%	2.8%
I. Cleanliness of stormwater drains and creeks in YOUR neighborhood	13.8%	39.2%	23.1%	10.3%	4.4%	9.3%

WITHOUT DON'T KNOW

Q11. Maintenance. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Without "Don't Know")

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Condition of major City streets	12.0%	47.5%	20.9%	14.9%	4.8%
B. Condition of streets in YOUR neighborhood	12.8%	39.5%	19.3%	20.7%	7.7%
C. Condition of City sidewalks	8.3%	37.3%	25.8%	19.8%	9.0%
D. Quality of city snow removal	15.9%	44.1%	15.7%	17.1%	7.2%
E. Condition of street signs and traffic signals	18.2%	54.4%	19.4%	6.3%	1.7%
F. Mowing and trimming along City streets and other public areas	20.3%	47.6%	20.1%	8.4%	3.6%
G. Adequacy of City street lighting	12.3%	46.3%	22.7%	13.0%	5.8%
H. Cleanliness of City streets	14.1%	51.3%	22.1%	10.1%	2.4%
I. Cleanliness of stormwater drains and creeks in YOUR neighborhood	15.2%	43.2%	25.4%	11.3%	4.9%

Q12. Which TWO of the maintenance items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q12. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	103	24.0 %
Condition of streets in YOUR neighborhood	55	12.8 %
Condition of City sidewalks	46	10.7 %
Quality of city snow removal	65	15.2 %
Condition of street signs and traffic signals	12	2.8 %
Mowing and trimming along City streets and other public areas	26	6.1 %
Adequacy of City street lighting	31	7.2 %
Cleanliness of City streets	25	5.8 %
Cleanliness of stormwater drains and creeks in YOUR neighborhood	18	4.2 %
None chosen	48	11.2 %
Total	429	100.0 %

Q12. Which TWO of the maintenance items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q12. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	36	8.4 %
Condition of streets in YOUR neighborhood	41	9.6 %
Condition of City sidewalks	52	12.1 %
Quality of city snow removal	49	11.4 %
Condition of street signs and traffic signals	16	3.7 %
Mowing and trimming along City streets and other public areas	20	4.7 %
Adequacy of City street lighting	59	13.8 %
Cleanliness of City streets	50	11.7 %
Cleanliness of stormwater drains and creeks in YOUR neighborhood	30	7.0 %
None chosen	76	17.7 %
Total	429	100.0 %

Q12. The sum of the TWO maintenance items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q12. Sum of Top 2 Choices	Number	Percent
Condition of major City streets	139	32.4 %
Quality of city snow removal	114	26.6 %
Condition of City sidewalks	98	22.8 %
Condition of streets in YOUR neighborhood	96	22.4 %
Adequacy of City street lighting	90	21.0 %
Cleanliness of City streets	75	17.5 %
Cleanliness of stormwater drains and creeks in YOUR neighborhood	48	11.2 %
Mowing and trimming along City streets and other public areas	46	10.7 %
Condition of street signs and traffic signals	28	6.5 %
Total	734	

Q13. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

Q13. How well do you think the City works with organizations?	Number	Percent
Very well	41	9.6 %
Generally well	96	22.4 %
Somewhat well	67	15.6 %
Not particularly well	32	7.5 %
Not well at all	14	3.3 %
Don't know	179	41.7 %
Total	429	100.0 %

WITHOUT DON'T KNOW

Q13. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City? (Excluding Don't Knows)

Q13. How well do you think the City works with organizations?	Number	Percent
Very well	41	16.4 %
Generally well	96	38.4 %
Somewhat well	67	26.8 %
Not particularly well	32	12.8 %
Not well at all	14	5.6 %
Total	250	100.0 %

Q14. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of Code Enforcement efforts in the City	5.8%	22.4%	28.4%	9.8%	4.2%	29.4%
B. Amount of code enforcement	5.4%	19.3%	31.5%	9.1%	3.5%	31.2%
C. Current sign regulations	7.0%	23.5%	27.5%	10.3%	4.2%	27.5%
D. Quality of building permitting	5.8%	19.6%	29.6%	7.7%	4.9%	32.4%

WITHOUT DON'T KNOW

Q14. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=429)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
A. Quality of Code Enforcement efforts in the City	8.3%	31.7%	40.3%	13.9%	5.9%
B. Amount of code enforcement	7.8%	28.1%	45.8%	13.2%	5.1%
C. Current sign regulations	9.6%	32.5%	37.9%	14.1%	5.8%
D. Quality of building permitting	8.6%	29.0%	43.8%	11.4%	7.2%

Q15. Future Planning. Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

(N=429)

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
A. Preserving the small-town atmosphere	33.6%	23.5%	25.4%	11.4%	3.7%	2.3%
B. City's helping to identify needs and concerns in your neighborhood	24.9%	38.0%	26.3%	7.0%	0.7%	3.0%
C. Promoting more retail development to serve the needs of residents	17.2%	24.0%	29.8%	20.5%	5.4%	3.0%
D. Ensuring that affordable housing is available inside the City of Branson	32.4%	27.0%	24.5%	11.2%	3.0%	1.9%
E. Minimizing tax increases	49.7%	20.7%	21.4%	4.2%	1.2%	2.8%
F. Expanding employment opportunities	47.8%	30.1%	16.3%	2.6%	0.7%	2.6%
G. Increasing the availability of arts and cultural amenities	21.9%	25.9%	30.1%	14.9%	4.7%	2.6%
H. Improving the quality of local governmental services	22.1%	33.8%	35.0%	4.9%	1.2%	3.0%
I. Improving the quality of education opportunities	31.0%	30.8%	30.1%	4.0%	1.6%	2.6%
J. Enhancing the appearance and overall beauty of the City	38.9%	28.7%	25.9%	4.0%	0.5%	2.1%
K. Improving parks and open space	21.7%	28.7%	34.5%	10.3%	2.6%	2.3%
L. Preserving the City's image as a "family-friendly" community	50.8%	24.7%	16.1%	6.1%	0.7%	1.6%
M. Managing stormwater for water quality through stream buffers and green infrastructure requirements	23.5%	31.0%	34.0%	8.2%	0.7%	2.6%
N. Offering a City Newsletter to keep residents informed about developments in Branson services and programs	30.5%	26.3%	24.0%	12.1%	4.7%	2.3%
O. Overall quality of the City infrastructure	30.3%	35.2%	28.2%	2.1%	0.5%	3.7%

WITHOUT DON'T KNOW

Q15. Future Planning. Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?(Without "Don't Know")

(N=429)

	Extremely Important	Very Important	Important	Less Important	Not Important
A. Preserving the small-town atmosphere	34.4%	24.1%	26.0%	11.7%	3.8%
B. City's helping to identify needs and concerns in your neighborhood	25.7%	39.2%	27.2%	7.2%	0.7%
C. Promoting more retail development to serve the needs of residents	17.8%	24.8%	30.8%	21.2%	5.5%
D. Ensuring that affordable housing is available inside the City of Branson	33.0%	27.6%	24.9%	11.4%	3.1%
E. Minimizing tax increases	51.1%	21.3%	22.1%	4.3%	1.2%
F. Expanding employment opportunities	49.0%	30.9%	16.7%	2.6%	0.7%
G. Increasing the availability of arts and cultural amenities	22.5%	26.6%	30.9%	15.3%	4.8%
H. Improving the quality of local governmental services	22.8%	34.9%	36.1%	5.0%	1.2%
I. Improving the quality of education opportunities	31.8%	31.6%	30.9%	4.1%	1.7%
J. Enhancing the appearance and overall beauty of the City	39.8%	29.3%	26.4%	4.0%	0.5%
K. Improving parks and open space	22.2%	29.4%	35.3%	10.5%	2.6%
L. Preserving the City's image as a "family-friendly" community	51.7%	25.1%	16.4%	6.2%	0.7%
M. Managing stormwater for water quality through stream buffers and green infrastructure requirements	24.2%	31.8%	34.9%	8.4%	0.7%
N. Offering a City Newsletter to keep residents informed about developments in Branson services and programs	31.3%	27.0%	24.6%	12.4%	4.8%
O. Overall quality of the City infrastructure	31.5%	36.6%	29.3%	2.2%	0.5%

Q16. Which THREE of the issues listed above do you think should be MOST IMPORTANT when planning the City's future?

<u>Q16. Most Important</u>	<u>Number</u>	<u>Percent</u>
Preserving the small-town atmosphere	64	14.9 %
City's helping to identify needs and concerns in your neighborhood	24	5.6 %
Promoting more retail development to serve the needs of residents	16	3.7 %
Ensuring that affordable housing is available inside the City of Branson	44	10.3 %
Minimizing tax increases	69	16.1 %
Expanding employment opportunities	54	12.6 %
Increasing the availability of arts and cultural amenities	17	4.0 %
Improving the quality of local governmental services	4	0.9 %
Improving the quality of education opportunities	8	1.9 %
Enhancing the appearance and overall beauty of the City	23	5.4 %
Improving parks and open space	3	0.7 %
Preserving the City's image as a "family-friendly" community	35	8.2 %
Managing stormwater for water quality through stream buffers and green infrastructure requirements	8	1.9 %
Offering a City Newsletter to keep residents informed about developments in Branson services and programs	15	3.5 %
Overall quality of the City infrastructure	15	3.5 %
None chosen	30	7.0 %
Total	429	100.0 %

Q16. Which THREE of the issues listed above do you think should be MOST IMPORTANT when planning the City's future?

<u>Q16. 2nd Most Important</u>	<u>Number</u>	<u>Percent</u>
Preserving the small-town atmosphere	24	5.6 %
City's helping to identify needs and concerns in your neighborhood	24	5.6 %
Promoting more retail development to serve the needs of residents	24	5.6 %
Ensuring that affordable housing is available inside the City of Branson	37	8.6 %
Minimizing tax increases	58	13.5 %
Expanding employment opportunities	62	14.5 %
Increasing the availability of arts and cultural amenities	8	1.9 %
Improving the quality of local governmental services	9	2.1 %
Improving the quality of education opportunities	17	4.0 %
Enhancing the appearance and overall beauty of the City	40	9.3 %
Improving parks and open space	14	3.3 %
Preserving the City's image as a "family-friendly" community	38	8.9 %
Managing stormwater for water quality through stream buffers and green infrastructure requirements	8	1.9 %
Offering a City Newsletter to keep residents informed about developments in Branson services and programs	14	3.3 %
Overall quality of the City infrastructure	16	3.7 %
None chosen	36	8.4 %
Total	429	100.0 %

Q16. Which THREE of the issues listed above do you think should be MOST IMPORTANT when planning the City's future?

<u>Q16. 3rd Most Important</u>	<u>Number</u>	<u>Percent</u>
Preserving the small-town atmosphere	20	4.7 %
City's helping to identify needs and concerns in your neighborhood	11	2.6 %
Promoting more retail development to serve the needs of residents	15	3.5 %
Ensuring that affordable housing is available inside the City of Branson	26	6.1 %
Minimizing tax increases	38	8.9 %
Expanding employment opportunities	45	10.5 %
Increasing the availability of arts and cultural amenities	15	3.5 %
Improving the quality of local governmental services	13	3.0 %
Improving the quality of education opportunities	27	6.3 %
Enhancing the appearance and overall beauty of the City	30	7.0 %
Improving parks and open space	14	3.3 %
Preserving the City's image as a "family-friendly" community	58	13.5 %
Managing stormwater for water quality through stream buffers and green infrastructure requirements	12	2.8 %
Offering a City Newsletter to keep residents informed about developments in Branson services and programs	32	7.5 %
Overall quality of the City infrastructure	22	5.1 %
None chosen	51	11.9 %
Total	429	100.0 %

Q16. The sum of the THREE issues listed above do you think should be MOST IMPORTANT when planning the City's future?

Q16. Sum of Top 3 Choices	Number	Percent
Minimizing tax increases	165	38.5 %
Expanding employment opportunities	161	37.5 %
Preserving the City's image as a "family-friendly" community	131	30.5 %
Preserving the small-town atmosphere	108	25.2 %
Ensuring that affordable housing is available inside the City of Branson	107	24.9 %
Enhancing the appearance and overall beauty of the City	93	21.7 %
Offering a City Newsletter to keep residents informed about developments in Branson services and programs	61	14.2 %
City's helping to identify needs and concerns in your neighborhood	59	13.8 %
Promoting more retail development to serve the needs of residents	55	12.8 %
Overall quality of the City infrastructure	53	12.4 %
Improving the quality of education opportunities	52	12.1 %
Increasing the availability of arts and cultural amenities	40	9.3 %
Improving parks and open space	31	7.2 %
Managing stormwater for water quality through stream buffers and green infrastructure requirements	28	6.5 %
<u>Improving the quality of local governmental services</u>	<u>26</u>	<u>6.1 %</u>
Total	1170	

Q17. Transit. If the City of Branson were to develop a mass transit system - buses and/or trolleys - how often do you believe you personally would use it?

Q17. How often do you believe you personally would use it?	Number	Percent
Daily	38	8.9 %
Weekly	38	8.9 %
Occasionally	91	21.2 %
Seldom/Hardly ever	128	29.8 %
Never	99	23.1 %
<u>Don't Know</u>	<u>35</u>	<u>8.2 %</u>
Total	429	100.0 %

Q18. Customer Satisfaction. Have you contacted the City of Branson during the past year?

Q18. Have you contacted the City during the past year?	Number	Percent
Yes	227	52.9 %
No	202	47.1 %
Total	429	100.0 %

Q18a. Which City department did you contact most recently?

Q18a. Which City department did you contact most recently?	Number	Percent
Police	52	22.9 %
Fire	8	3.5 %
Parks and Recreation	15	6.6 %
City Administration	44	19.4 %
Planning and Development	29	12.8 %
Public Works (streets, recycling)	28	12.3 %
Utilities (Water/wastewater)	39	17.2 %
Other	11	4.8 %
None chosen	1	0.4 %
Total	227	100.0 %

Q18b-f. [Only if "YES" to Question 18] Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the employees in the City Department you contacted most recently (in #18a) with regard to the following:

(N=226)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
B. How easy they were to contact	38.1%	43.5%	9.9%	6.3%	1.8%	0.4%
C. The way you were treated	37.5%	40.2%	10.7%	7.1%	3.1%	1.3%
D. The accuracy of the information you were given	34.2%	32.4%	15.6%	10.7%	4.9%	2.2%
E. How quickly City staff responded to your request	35.1%	31.1%	14.2%	8.9%	9.3%	1.3%
F. How well your issue was resolved	34.7%	32.0%	10.7%	8.4%	12.0%	2.2%

WITHOUT DON'T KNOW

Q18b-f. [Only if "YES" to Question 18] Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the employees in the City Department you contacted most recently (in #18a) with regard to the following:(Without "Don't Know")

(N=226)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
B. How easy they were to contact	38.3%	43.7%	9.9%	6.3%	1.8%
C. The way you were treated	38.0%	40.7%	10.9%	7.2%	3.2%
D. The accuracy of the information you were given	35.0%	33.2%	15.9%	10.9%	5.0%
E. How quickly City staff responded to your request	35.6%	31.5%	14.4%	9.0%	9.5%
F. How well your issue was resolved	35.5%	32.7%	10.9%	8.6%	12.3%

Q19. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following:

(N=429)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. As a place to live	44.1%	40.1%	8.4%	5.1%	1.2%	1.2%
B. As a place to raise children	37.3%	37.5%	10.0%	4.2%	0.9%	10.0%
C. As a place to work	21.4%	32.9%	16.6%	14.5%	6.1%	8.6%
D. As a place to retire	42.0%	37.3%	10.0%	3.7%	2.1%	4.9%
E. As a place to visit	52.4%	34.5%	6.5%	4.0%	0.9%	1.6%
F. As a City that is moving in the right direction	17.5%	31.7%	24.2%	14.0%	7.2%	5.4%

WITHOUT DON'T KNOW

Q19. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following:(Without "Don't Know")

(N=429)

	Excellent	Good	Neutral	Below Average	Poor
A. As a place to live	44.6%	40.6%	8.5%	5.2%	1.2%
B. As a place to raise children	41.5%	41.7%	11.1%	4.7%	1.0%
C. As a place to work	23.5%	36.0%	18.1%	15.8%	6.6%
D. As a place to retire	44.1%	39.2%	10.5%	3.9%	2.2%
E. As a place to visit	53.3%	35.1%	6.6%	4.0%	0.9%
F. As a City that is moving in the right direction	18.5%	33.5%	25.6%	14.8%	7.6%

Q20. Approximately how many years have you lived in Branson?

Q20. How many years have you lived in Branson?	Number	Percent
Less than 5 years	98	22.8 %
5 - 10 years	99	23.1 %
11 - 20 years	106	24.7 %
More than 20 years	125	29.1 %
Not provided	1	0.2 %
Total	429	100.0 %

Q21. What is your age?

Q21. What is your age?	Number	Percent
18 - 34 years	74	17.2 %
35 - 44 years	79	18.4 %
45 - 54 years	82	19.1 %
55 - 64 years	81	18.9 %
65 - 74 years	58	13.5 %
75+ years	52	12.1 %
Not provided	3	0.7 %
Total	429	100.0 %

Q22. What is your gender?

Q22. What is your gender?	Number	Percent
Male	206	48.0 %
Female	223	52.0 %
Total	429	100.0 %

Q23. Which of the following best describes your race/ethnicity? [Check all that apply.]

Q23. Best describes your race/ethnicity	Number	Percent
Asian/Pacific Islander	8	1.9 %
White	381	88.8 %
American Indian/Eskimo	8	1.9 %
Black/African American	9	2.1 %
Hispanic/Latino/Spanish	29	6.8 %
Other	1	0.2 %
Not provided	4	0.9 %
Total	440	

Q24. Would you say your total annual household income is:

Q24. Would you say your total annual household income is:	Number	Percent
Under \$30,000	92	21.4 %
\$30,000 - \$59,999	151	35.2 %
\$60,000 - \$99,999	91	21.2 %
\$100,000 or more	55	12.8 %
Not provided	40	9.3 %
Total	429	100.0 %

Q25. Who does your household receive water service from?

Q25. Who does your household receive water service from?	Number	Percent
City of Branson	242	56.4 %
Private Well	4	0.9 %
Taney County Water District #3	51	11.9 %
Missouri American Water System	92	21.4 %
Other	6	1.4 %
Don't know	34	7.9 %
Total	429	100.0 %

Section 5: Survey Instrument



CITY OF BRANSON

110 West Maddux St. • Suite 210 • Branson, Missouri 65616
(417) 334-3345 • Fax (417) 335-6042

April 2015

Dear Branson Resident:

Your input on the enclosed survey is extremely important. Over the coming months, the Branson Board of Aldermen will be making decisions that affect a wide range of city services and programs that include public safety, parks and recreation, water and sewer utilities, community planning and others. To ensure that the city's priorities continue to match the needs and desires of our residents, **we need to know what you, the citizens of Branson, think.**

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence many of the decisions made about the city's future. Your responses will also allow city leaders to identify and address the many opportunities and challenges facing Branson.

Please complete and return your survey during the next seven days. Your responses will remain confidential. An enclosed postage-paid envelope has been provided for your convenience, and it has been addressed to:

ETC Institute
725 W. Frontier Circle
Olathe, Kansas 66061

If you have questions, please call Garrett Anderson, Economic Development Director, at 337-8589. Again, thank you for taking the time to complete the survey to better our community.

Sincerely,

Karen Best
Mayor

Si desea que la encuesta le sea enviada en español, favor de llamarnos 1-844-811-0411.

2015 City of Branson Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify ways to improve the quality of City services. If you have questions, please contact Garrett Anderson at 417-337-8589 or ganderson@bransonmo.gov.



1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 is "Very Dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Quality of police service	5	4	3	2	1	9
B.	Quality of fire service	5	4	3	2	1	9
C.	Quality of City parks and recreation facilities	5	4	3	2	1	9
D.	Quality of recreational events & programs in our community	5	4	3	2	1	9
E.	Maintenance of City streets and infrastructure	5	4	3	2	1	9
F.	Enforcement of City codes and ordinances	5	4	3	2	1	9
G.	Quality of customer service you receive from City employees	5	4	3	2	1	9
H.	Effectiveness of City communication with the public	5	4	3	2	1	9
I.	Management of traffic flow on City streets	5	4	3	2	1	9
J.	Water and Sewer Rate	5	4	3	2	1	9
K.	Management of stormwater runoff	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above]
 1st. _____ 2nd. _____ 3rd. _____

3. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Image of the City	5	4	3	2	1	9
C.	How well the City manages growth	5	4	3	2	1	9
D.	Quality of life in the City	5	4	3	2	1	9
E.	Feeling of safety in the City	5	4	3	2	1	9
F.	Appearance/visual attractiveness of Historic Downtown Branson	5	4	3	2	1	9
G.	Appearance/visual attractiveness of Highway 76	5	4	3	2	1	9
H.	Appearance/visual attractiveness of the City	5	4	3	2	1	9
I.	Value you receive for your City taxes and fees	5	4	3	2	1	9

4. **Public Safety.** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	City efforts to prevent crime	5	4	3	2	1	9
B.	Enforcement of local traffic laws	5	4	3	2	1	9
C.	How quickly police respond to emergencies	5	4	3	2	1	9
D.	How quickly fire personnel respond to emergencies	5	4	3	2	1	9

5. **Parks and Recreation.** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Location of City parks	5	4	3	2	1	9
C.	Number of Walking & Biking trails	5	4	3	2	1	9
D.	Quality of City swimming pool & programs	5	4	3	2	1	9
E.	Number of outdoor athletic fields	5	4	3	2	1	9
F.	Number of in-door gyms	5	4	3	2	1	9
G.	Quality of City rec. programs for youth	5	4	3	2	1	9
H.	Quality of City rec. programs for adults	5	4	3	2	1	9
I.	Quality of City rec. programs for seniors	5	4	3	2	1	9
J.	Overall satisfaction with fees charged to participate in programs	5	4	3	2	1	9
K.	City golf course	5	4	3	2	1	9
L.	Number of City parks	5	4	3	2	1	9
M.	Quality of Special Events	5	4	3	2	1	9

6. Which **THREE** of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 5 above].

1st. _____ 2nd. _____ 3rd. _____

7. Would you be willing to support a dedicated sales tax to improve and/or construct more Parks and recreation facilities?

_____ (1) Yes _____ (2) Unsure _____ (3) No

8. **City of Branson Utility Services.** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Drop-off recycling services	5	4	3	2	1	9
B.	Bulky item pick up/removal that occurs twice a year for items such as old furniture, appliances, etc.	5	4	3	2	1	9
C.	Reliability of Water service	5	4	3	2	1	9
D.	Reliability of Wastewater services	5	4	3	2	1	9
E.	Response to water and sewer issues/concerns	5	4	3	2	1	9

9. Communication. Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	City efforts to have an open, inclusive, responsive government	5	4	3	2	1	9

10. Which of the following do you use to get information about the City of Branson? [Please check all that apply.]

- | | |
|--|--|
| ☐ (1) Branson Tri-Lakes News | ☐ (6) Social Media (Facebook) |
| ☐ (2) Branson Daily Independent | ☐ (7) Television news |
| ☐ (3) Calling the City | ☐ (8) Hometown Daily News Website |
| ☐ (4) City website (www.bransonmo.gov) | ☐ (9) Word of Mouth |
| ☐ (5) Local Radio | ☐ (10) Other: _____ |

10a. How would you prefer to receive information about the City of Branson? [Please check all that apply.]

- | | |
|---|---|
| ☐ (1) Traditional Media (print, broadcast) | ☐ (3) Online Media (website, Facebook) |
| ☐ (2) Quarterly City Newsletter | ☐ (4) Other: _____ |

11. Maintenance. Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Condition of major City streets	5	4	3	2	1	9
B.	Condition of streets in YOUR neighborhood	5	4	3	2	1	9
C.	Condition of City sidewalks	5	4	3	2	1	9
D.	Quality of city snow removal	5	4	3	2	1	9
E.	Condition of street signs and traffic signals	5	4	3	2	1	9
F.	Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
G.	Adequacy of City street lighting	5	4	3	2	1	9
H.	Cleanliness of City streets	5	4	3	2	1	9
I.	Cleanliness of stormwater drains and creeks in YOUR neighborhood	5	4	3	2	1	9

12. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 11 above]

1st. _____ 2nd. _____

13. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

- | | |
|---|--|
| ☐ (5) Very well | ☐ (2) Not particularly well |
| ☐ (4) Generally well | ☐ (1) Not well at all |
| ☐ (3) Somewhat well | ☐ (9) Don't know |

14. **Code Enforcement:** Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Quality of Code Enforcement efforts in the City	5	4	3	2	1	9
B.	Amount of code enforcement	5	4	3	2	1	9
C.	Current sign regulations	5	4	3	2	1	9
D.	Quality of building permitting	5	4	3	2	1	9

15. **Future Planning.** Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

<u>Reason</u>	Extremely Important	Very Important	Important	Less Important	Not Important
A. Preserving the small-town atmosphere	5	4	3	2	1
B. City's helping to identify needs and concerns in your neighborhood	5	4	3	2	1
C. Promoting more retail development to serve the needs of residents	5	4	3	2	1
D. Ensuring that affordable housing is available inside the City of Branson	5	4	3	2	1
E. Minimizing tax increases	5	4	3	2	1
F. Expanding employment opportunities	5	4	3	2	1
G. Increasing the availability of arts and cultural amenities	5	4	3	2	1
H. Improving the quality of local governmental services	5	4	3	2	1
I. Improving the quality of education opportunities	5	4	3	2	1
J. Enhancing the appearance and overall beauty of the City	5	4	3	2	1
K. Improving parks and open space	5	4	3	2	1
L. Preserving the City's image as a "family-friendly" community	5	4	3	2	1
M. Managing stormwater for water quality through stream buffers and green infrastructure requirements	5	4	3	2	1
N. Offering a City Newsletter to keep residents informed about developments in Branson services and programs	5	4	3	2	1
O. Overall quality of the City infrastructure	5	4	3	2	1

16. **Which THREE of the issues listed above do you think should be most important when planning the City's future?** [Write in the letters below using the letters from the list in Question 15 above]

1st. _____ 2nd. _____ 3rd. _____

17. **Transit.** If the City of Branson were to develop a mass transit system – busses and/or trolleys – how often do you believe you personally would use it?

____ (5) Daily
 ____ (4) Weekly
 ____ (3) Occasionally
 ____ (2) Seldom/Hardly Ever
 ____ (1) Never
 ____ (9) Don't Know

18. Customer Satisfaction. Have you contacted the City of Branson during the past year?

____(1) Yes [answer Question 18a-f] ____ (2) No [go to Question 19]

18a. Which City department did you contact most recently? [Please check only one]

- ____(1) Police ____ (5) Planning and Development
____(2) Fire ____ (6) Public Works (streets, recycling)
____(3) Parks and Recreation ____ (7) Utilities (Water/wastewater)
____(4) City Administration ____ (8) Other: _____

18b-f. [Only if “YES” to Question 18] **Using a 5-point scale where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with the employees in the City Department you contacted most recently (in #18a) with regard to the following:**

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
B.	How easy they were to contact	5	4	3	2	1	9
C.	The way you were treated	5	4	3	2	1	9
D.	The accuracy of the information you were given	5	4	3	2	1	9
E.	How quickly City staff responded to your request	5	4	3	2	1	9
F.	How well your issue was resolved	5	4	3	2	1	9

19. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means “Excellent” and 1 means “Poor,” please rate the City of Branson with regard to the following:

<i>How would you rate the City of Branson:</i>		<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9
F.	As a City that is moving in the right direction	5	4	3	2	1	9

20. Approximately how many years have you lived in Branson?

- ____(1) Less than 5 years ____ (3) 11-20 years
____(2) 5-10 years ____ (4) More than 20 years

21. What is your age?

- ____(1) Under 25 years ____ (5) 55-64 years
____(2) 25-35 years ____ (6) 65-74 years
____(3) 35-44 years ____ (7) 75+ years
____(4) 45-54 years

22. What is your gender?

- ____(1) Male ____ (2) Female

23. Which of the following best describes your race/ethnicity? [check all that apply]

- ____(1) Asian/Pacific Islander ____ (4) Black/African American
____(2) White ____ (5) Hispanic/Latino/Spanish
____(3) American Indian/Eskimo ____ (6) Other: _____

24. Would you say your total annual household income is:

- ☐ (1) Under \$30,000 ☐ (3) \$60,000 to \$99,999
☐ (2) \$30,000 to \$59,999 ☐ (4) \$100,000 or more

25. Who does your household receive water service from?

- ☐ (1) City of Branson ☐ (3) Taney County Water District #3 ☐ (5) Other
☐ (2) Private Well ☐ (4) Missouri American Water System ☐ (9) Don't Know

26. What do you like and/or not like about living in Branson?

27. To make Branson an even better community, what idea(s) would you suggest the City consider for the future? [You may attach additional sheets if necessary]

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thanks.