

# City of Branson Community Survey

# 2018

*...helping organizations make better decisions since 1982*

Findings  
Report

**Submitted to the City of Branson, Missouri:**

ETC Institute  
725 W. Frontier Lane,  
Olathe, Kansas  
66061

**January 2019**





# Contents

<b>Executive Summary</b> .....	i
<b>Section 1: Charts and Graphs</b> .....	1
<b>Section 2: Importance-Satisfaction Analysis</b> .....	28
<b>Section 3: Benchmarking Analysis</b> .....	38
<b>Section 4: Tabular Data</b> .....	46
<b>Section 5: Survey Instrument</b> .....	79

# 2018 City of Branson Community Survey

## Executive Summary

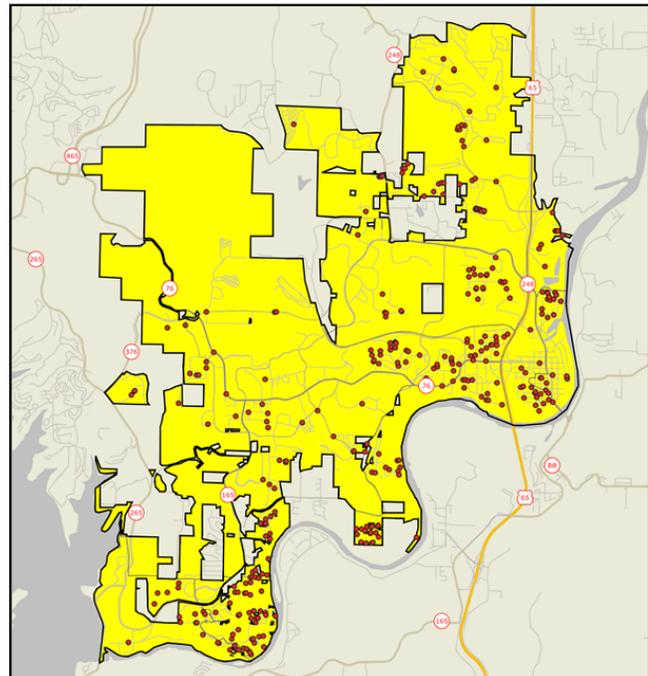
### Purpose and Methodology

ETC Institute administered a survey to residents of the City of Branson during the fall and winter of 2018. The purpose of the survey was to help the City of Branson ensure that the city's priorities continue to match the needs and desires of residents. As the Branson Board of Aldermen make decisions that affect a wide range of city services and programs this survey data will ensure their decisions are aligned with community priorities. Previous community surveys were conducted in 2008, 2012, 2015 and 2016.

The five-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Branson. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Branson from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. This goal was met, with a total of 423 residents completing the survey. The overall results for the sample of 423 households have a precision of at least +/-4.7% at the 95% level of confidence. The map to the right shows the location of each survey respondent.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Branson with the results from other communities in ETC Institute’s *DirectionFinder*® database. 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 report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2008, 2012, 2015 and 2016 community surveys,
- benchmarking data that show how the results for Branson compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.
- Two appendices were created to supplement this report
  - Appendix A: GIS Maps
  - Appendix B: Open-Ended Comments

## Major Findings

### **Perceptions of the City**

Sixty-nine percent (69%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the City. This represents a decrease of 2% from the 2016 survey. Sixty-four percent (64%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of life in the City of Branson.

### **Overall Satisfaction with City Services**

The major categories of City services that had 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 services (88%), overall quality of police services (79%), overall quality of parks and recreation facilities (73%), and the customer service received from City employees (70%).

The three major categories of City services that respondents indicated should receive the most emphasis over the next two years were: 1) management of traffic flow on City streets, 2) maintenance of City streets and other infrastructure, and 3) police service.

### **Feelings of Safety**

Sixty percent (60%) of respondents, *who had an opinion*, were either “very satisfied” or “satisfied” when rating their overall feeling of safety in City. Sixty-eight percent (68%) of residents, *who had an opinion*, indicated were either “very satisfied” or “satisfied” when rating the overall feeling of safety in their neighborhood.

## **Specific City Services**

### **Public Safety**

The highest levels of satisfaction with public safety services services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how quickly fire personnel respond to emergencies (2%), how quickly police respond to emergencies (70%), and the enforcement of local traffic laws (65%). The aspect of public safety services that respondents were least satisfied with is the City’s efforts to prevent crime (56%).

### **Parks and Recreation**

The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the location of City parks (68%), the maintenance of City parks (68%), the maintenance of walking paths and trails (63%), and the number of walking paths and trails (60%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years were: 1) the maintenance of City parks, 2) the number of walking paths and trails, and 3) the Quality of City recreation programs for seniors.

### **City Communication**

The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the availability of information about City programs and services (46%), and City efforts to keep residents informed about local issues (44%).

- Respondents were asked to indicate what sources they use to get information about City news and events. The most selected sources were the free newspaper (71%) word of mouth (61%), and local television (55%).
- Residents most prefer to receive information on City news and events from online/digital media and from the City’s newsletter.
- A majority of respondents indicated they were most aware of the City website, the City’s Facebook and Branson Alerts when asked to indicate which communication tools they are aware of.

### Utility Services

The highest levels of satisfaction with City utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the reliability of the City’s wastewater service (77%) and the reliability of the City’s water service (76%).

### City Maintenance

The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: condition of street signs and traffic signals (71%), the condition of major City streets (68%), mowing and trimming along streets and other public areas (67%), and the cleanliness of City streets (66%). The two items respondents indicated should receive the most emphasis over the next two years were: 1) the condition of major City streets and 2) the adequacy of City street lighting.

### Code Enforcement

The highest levels of satisfaction with City 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 (43%). Most respondents were “neutral” in their assessment of code enforcement items.

## Other Findings and Recommendations

- Respondents were asked to indicate how well they think the City of Branson works with other governmental organizations in the region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of the City. A majority (52%) of respondents indicated the City of Branson does “very well” (13%), “generally well” (25%), or “somewhat well” (14%). Forty-one percent (41%) of respondents indicated they “don’t know,” 5% indicated “not particularly well,” and 3% indicated “not well at all”.

The City of Branson could ensure there is more public communication about the way they work with other governmental organizations in the region. Informing residents utilizing the communication methods most preferred by households (City newsletter, and print or broadcast media) could dramatically decrease the number of “don’t know” responses.

- Respondents were asked to rate how important 15 different issues should be when planning the City’s future. At least 52% of all respondents indicated each of the 15 issues are either “extremely important” or “very important”. Below is a summary of all 15 items in order of importance.
  1. Managing environmental resources
  2. Expanding employment opportunities
  3. Minimizing tax increases

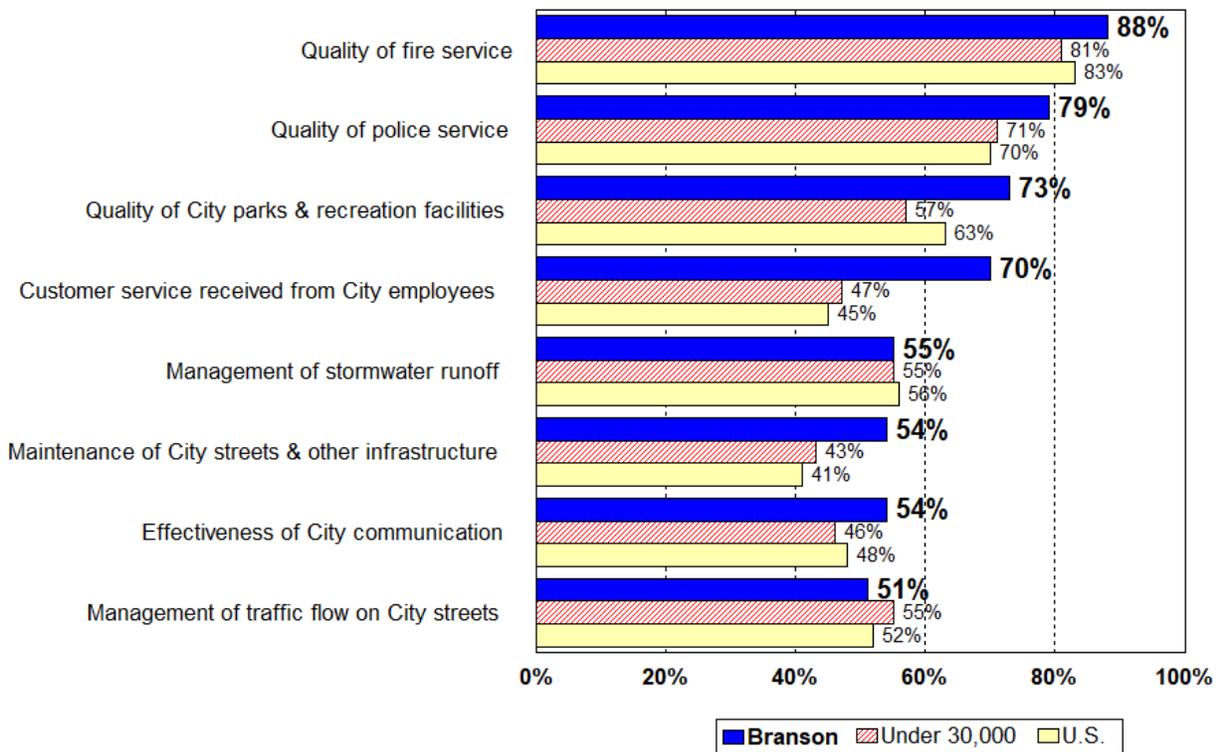
4. Preserving the City's community values
  5. Addressing needs/concerns of neighborhoods
  6. Improving the quality of City infrastructure
  7. Enhancing the appearance and overall beauty of the City
  8. Diversify the range of housing options
  9. Preserving small-town atmosphere
  10. Improving communication and opportunities for public participation
  11. Incentivize economic development
  12. Diversify entertainment offerings
  13. Improving the quality of local governmental services
  14. Increasing the availability of arts and cultural amenities
  15. Improving and expanding parks and recreation opportunities
- Respondents were then asked to indicate which three issues they think should be most important, below is a summary of how all 15 items were rated based on the sum of respondent's top three choices.
1. Minimizing tax increases
  2. Expanding employment opportunities
  3. Preserving small-town atmosphere
  4. Preserving the City's community values
  5. Diversify the range of housing options
  6. Diversify entertainment offerings
  7. Improving the quality of City infrastructure
  8. Enhancing the appearance and overall beauty of the City
  9. Managing environmental resources
  10. Addressing needs/concerns of neighborhoods
  11. Increasing the availability of arts and cultural amenities
  12. Improving and expanding parks and recreation opportunities
  13. Incentivize economic development
  14. Improving the quality of local governmental services
  15. Improving communication and opportunities for public participation
- Respondents were asked about their commute to work. Two-thirds (66%) indicated they use their personal vehicle for their commute. Of those who are employed, 42% indicated it takes 10 minutes or less to commute to work; 32% said it takes 11-20 minutes, and 16% said it takes more than 20 minutes. The remaining 10% indicated they work from home.
- Nearly half (47%) of the respondents surveyed indicated they had contacted the City of Branson during the past year. The most contacted departments were the police and utility departments. Overall, respondents were very satisfied with the customer service received from City employees. The City of Branson exceeded U.S. results in all five questions asked.

## How the City of Branson Compares to Other Communities

ETC institute performed benchmarking analysis comparing the City of Branson’s Results to our national *DirectionFinder*® database and results from high performing communities, with populations of 30,000 or fewer, where ETC Institute has administered a survey since 2015. It should be noted that the national *DirectionFinder*® database results were taken from a random sample of more than 4,000 respondents within the continental United States during 2018. The other comparison was with the average results of 29 high performing communities where ETC Institute has administered a survey, and whose population is 30,000 residents or less. ETC Institute chose to compare the City of Branson’s results to high performing communities to give City Leaders the ability to gauge current public perception, and use these results to improve upon existing performance. The following pages briefly summarize the benchmarking comparisons, a full breakdown of these benchmarks can be found in Section 3 of this report.

### Overall Satisfaction with Major Categories of City Services *Branson vs. Under 30,000 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 (2018)

### How the City of Branson Compares to Other Communities Nationally

Satisfaction ratings for the City of Branson rated the same as or above the U.S. average in 41 of the 56 areas that were assessed. The City of Branson rated significantly higher than the U.S. average (difference of 5% or more) in 32 of these areas. Listed below are the comparisons between the City of Branson and the U.S. average:

City Service	Branson	U.S. Avg	Difference	Category
As a place to visit	88%	59%	29%	Overall Ratings
Customer service received from City employees	70%	45%	25%	Major Categories of City Services
Quality of City swimming pool	57%	35%	22%	Parks and Recreation
Condition of major City streets	68%	48%	20%	Maintenance
Accuracy of information you were given	78%	58%	20%	Customer Service
As a place to retire	78%	58%	20%	Overall Ratings
Appearance of Downtown	70%	50%	20%	Perceptions of the City
Overall quality of services provided by the City	69%	50%	19%	Perceptions of the City
How easy they were to contact	84%	65%	19%	Customer Service
How well your issue was resolved	70%	51%	19%	Customer Service
Drop-off recycling services	61%	45%	16%	Utility Services
Mowing/trimming along streets & other public areas	67%	52%	15%	Maintenance
How quickly City staff responded to your request	75%	60%	15%	Customer Service
Maintenance of City streets & other infrastructure	54%	41%	13%	Major Categories of City Services
Condition of streets in your neighborhood	61%	48%	13%	Maintenance
Cleanliness of stormwater drains	60%	47%	13%	Maintenance
The way you were treated	81%	69%	12%	Customer Service
Reliability of City of Branson's water service	76%	64%	12%	Utility Services
As a place to live	82%	70%	12%	Overall Ratings
As a City that is moving in a positive direction	63%	51%	12%	Overall Ratings
Efforts for open/inclusive/responsive government	43%	32%	11%	Communication
Quality of City parks & recreation facilities	73%	63%	10%	Major Categories of City Services
Quality of police service	79%	70%	9%	Major Categories of City Services
Bulky item pick up/removal	62%	53%	9%	Utility Services
As a place to raise a family	78%	70%	8%	Overall Ratings
Condition of City sidewalks	54%	46%	8%	Maintenance
Reliability of the City wastewater services	77%	70%	7%	Utility Services
Effectiveness of City communication	54%	48%	6%	Major Categories of City Services
Value you receive for your City taxes and fees	44%	38%	6%	Perceptions of the City
How quickly police respond to emergencies	70%	64%	6%	Public Safety
Quality of fire service	88%	83%	5%	Major Categories of City Services
Cleanliness of City streets	66%	61%	5%	Maintenance
Maintenance of walking paths & trails	63%	59%	4%	Parks and Recreation
City efforts to prevent crime	56%	54%	2%	Public Safety
As a place to work	55%	53%	2%	Overall Ratings
Enforcement of local traffic laws	65%	64%	1%	Public Safety
Availability of info about City programs/services	46%	45%	1%	Communication
Condition of street signs & traffic signals	71%	70%	1%	Maintenance
Quality of City snow removal	60%	59%	1%	Maintenance
City's brand/reputation	64%	64%	0%	Perceptions of the City
How quickly fire personnel respond to emergencies	82%	82%	0%	Public Safety
How well the City manages growth	46%	47%	-1%	Perceptions of the City
Management of stormwater runoff	55%	56%	-1%	Major Categories of City Services
Management of traffic flow on City streets	51%	52%	-1%	Major Categories of City Services
City efforts to inform about local issues	44%	45%	-1%	Communication
Maintenance of City parks	68%	70%	-2%	Parks and Recreation
Number of walking paths & trails	60%	64%	-4%	Parks and Recreation
Adequacy of City street lighting	52%	56%	-4%	Maintenance
Quality of City recreation programs for adults	48%	54%	-6%	Parks and Recreation
Quality of City recreation programs for youth	54%	61%	-7%	Parks and Recreation
Feeling of safety in City	60%	67%	-7%	Perceptions of the City
Appearance/visual attractiveness of the City	55%	63%	-8%	Perceptions of the City
Current sign regulations	43%	53%	-10%	Code Enforcement
Quality of life in the City	64%	75%	-11%	Perceptions of the City
Quality of code enforcement efforts	43%	54%	-11%	Code Enforcement
Number of City parks	50%	66%	-16%	Parks and Recreation

## How the City of Branson Compares to Similar-Sized Communities

Satisfaction ratings for The City of Branson rated the same or above the average for communities with populations of less than 30,000 in 42 of the 56 areas that were assessed. The City of Branson rated significantly higher than this average (difference of 5% or more) in 35 of these areas. Listed below are the comparisons between The City of Branson and the average for communities with 30,000 or fewer residents:

City Service	Branson	Under 30,000	Difference	Category
As a place to visit	88%	58%	30%	Overall Ratings
Accuracy of information you were given	78%	54%	24%	Customer Service
Customer service received from City employees	70%	47%	23%	Major Categories of City Services
How easy they were to contact	84%	61%	23%	Customer Service
Overall quality of services provided by the City	69%	46%	23%	Perceptions of the City
Appearance of Downtown	70%	48%	22%	Perceptions of the City
Quality of City swimming pool	57%	35%	22%	Parks and Recreation
As a place to retire	78%	56%	22%	Overall Ratings
How quickly City staff responded to your request	75%	54%	21%	Customer Service
Drop-off recycling services	61%	41%	20%	Utility Services
Cleanliness of stormwater drains	60%	40%	20%	Maintenance
How well your issue was resolved	70%	50%	20%	Customer Service
Condition of major City streets	68%	50%	18%	Maintenance
The way you were treated	81%	64%	17%	Customer Service
Bulky item pick up/removal	62%	45%	17%	Utility Services
As a place to live	82%	65%	17%	Overall Ratings
Quality of City parks & recreation facilities	73%	57%	16%	Major Categories of City Services
Reliability of City of Branson's water service	76%	60%	16%	Utility Services
Mowing/trimming along streets & other public areas	67%	52%	15%	Maintenance
Condition of streets in your neighborhood	61%	47%	14%	Maintenance
Condition of City sidewalks	54%	42%	12%	Maintenance
As a place to raise a family	78%	66%	12%	Overall Ratings
Maintenance of City streets & other infrastructure	54%	43%	11%	Major Categories of City Services
As a City that is moving in a positive direction	63%	53%	10%	Overall Ratings
Value you receive for your City taxes and fees	44%	35%	9%	Perceptions of the City
How quickly police respond to emergencies	70%	61%	9%	Public Safety
Quality of police service	79%	71%	8%	Major Categories of City Services
Reliability of the City wastewater services	77%	69%	8%	Utility Services
Effectiveness of City communication	54%	46%	8%	Major Categories of City Services
Efforts for open/inclusive/responsive government	43%	35%	8%	Communication
Quality of fire service	88%	81%	7%	Major Categories of City Services
How well the City manages growth	46%	41%	5%	Perceptions of the City
Maintenance of walking paths & trails	63%	58%	5%	Parks and Recreation
Cleanliness of City streets	66%	61%	5%	Maintenance
Quality of City snow removal	60%	55%	5%	Maintenance
City's brand/reputation	64%	60%	4%	Perceptions of the City
Maintenance of City parks	68%	66%	2%	Parks and Recreation
As a place to work	55%	53%	2%	Overall Ratings
Number of walking paths & trails	60%	59%	1%	Parks and Recreation
How quickly fire personnel respond to emergencies	82%	81%	1%	Public Safety
Management of stormwater runoff	55%	55%	0%	Major Categories of City Services
Enforcement of local traffic laws	65%	65%	0%	Public Safety
City efforts to prevent crime	56%	57%	-1%	Public Safety
Availability of info about City programs/services	46%	48%	-2%	Communication
Adequacy of City street lighting	52%	55%	-3%	Maintenance
City efforts to inform about local issues	44%	48%	-4%	Communication
Current sign regulations	43%	47%	-4%	Code Enforcement
Management of traffic flow on City streets	51%	55%	-4%	Major Categories of City Services
Quality of life in the City	64%	68%	-4%	Perceptions of the City
Condition of street signs & traffic signals	71%	75%	-4%	Maintenance
Appearance/visual attractiveness of the City	55%	60%	-5%	Perceptions of the City
Quality of code enforcement efforts	43%	49%	-6%	Code Enforcement
Quality of City recreation programs for adults	48%	54%	-6%	Parks and Recreation
Quality of City recreation programs for youth	54%	62%	-8%	Parks and Recreation
Feeling of safety in City	60%	69%	-9%	Perceptions of the City
Number of City parks	50%	67%	-17%	Parks and Recreation

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance 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 investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

**Overall Priorities for the City by Major Category.** This 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 priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:

- Management of traffic flow on City streets (IS Rating=0.2054)
- Maintenance of City streets & other infrastructure (IS Rating=0.1791)
- Enforcement of City codes & ordinances (IS Rating=0.1346)

The table below shows the importance-satisfaction rating for all 11 major categories of City services that were rated.

2018 Importance Satisfaction Rating City of Branson Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Management of traffic flow on City streets	42%	1	51%	10	0.2054	1
<b>High Priority (IS .10-.20)</b>						
Maintenance of City streets & other infrastructure	39%	2	54%	9	0.1791	2
Enforcement of City codes & ordinances	26%	4	47%	11	0.1346	3
<b>Medium Priority (IS &lt;.10)</b>						
Management of stormwater runoff	19%	6	55%	7	0.0851	4
City of Branson's water & sewer rates	18%	8	59%	6	0.0726	5
Effectiveness of City communication	16%	9	55%	8	0.0708	6
Police service	32%	3	79%	2	0.0664	7
Parks & recreation facilities	21%	5	73%	3	0.0565	8
Recreational events & programs	14%	10	65%	5	0.0479	9
Customer service received from City employees	7%	11	70%	4	0.0225	10
Fire service	18%	7	88%	1	0.0220	11

# **Section 1**

## ***Charts and Graphs***

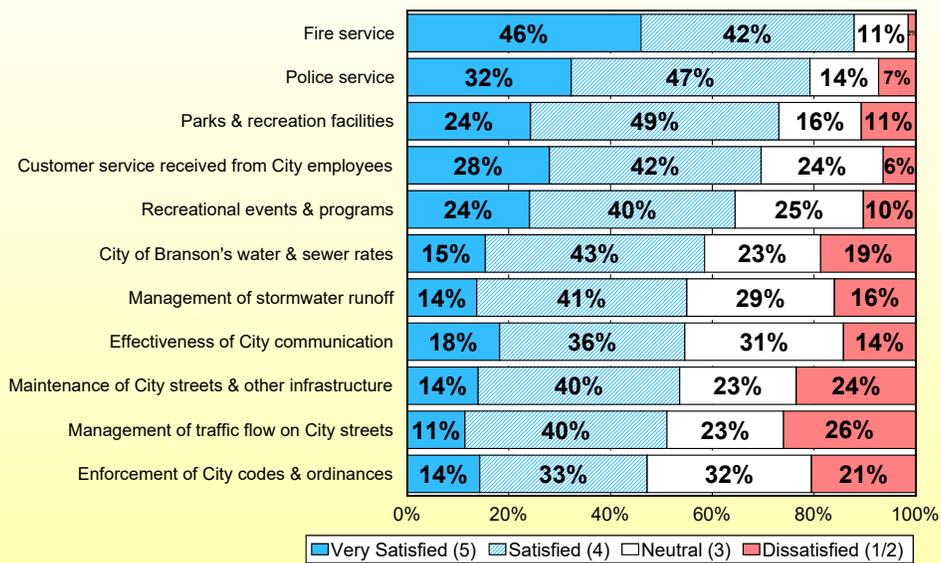
---

# 2018 City of Branson Community Survey

## OVERALL RATINGS

### Overall Satisfaction With City Services by Major Category

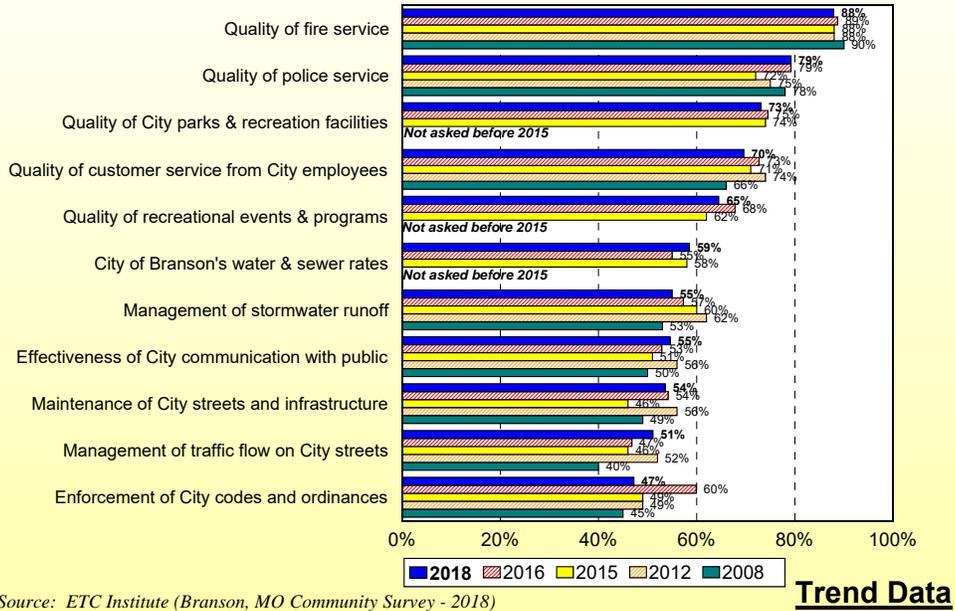
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2018)

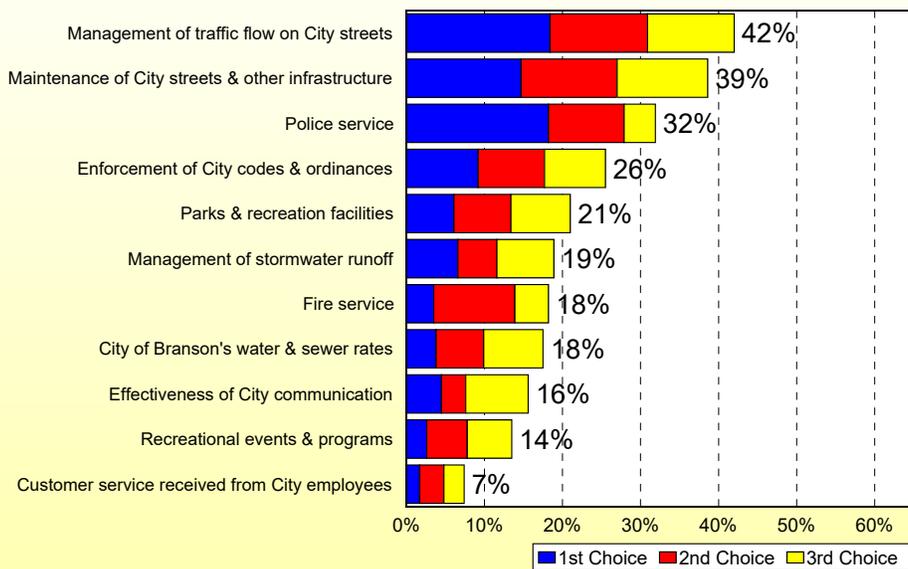
### TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2018

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



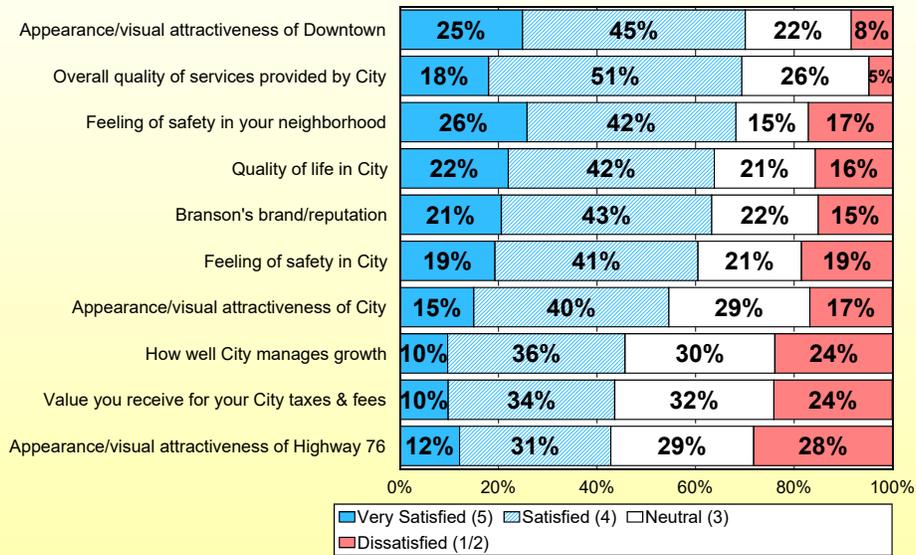
### City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



### Satisfaction With Items That Influence Perceptions of the City

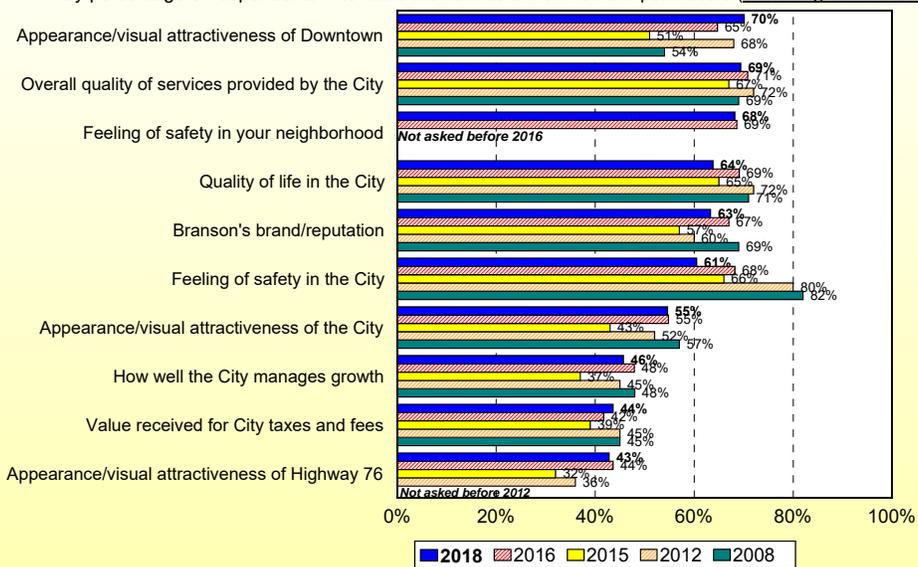
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2018)

### TRENDS: Satisfaction With Items That Influence Perceptions of the City - 2008 to 2018

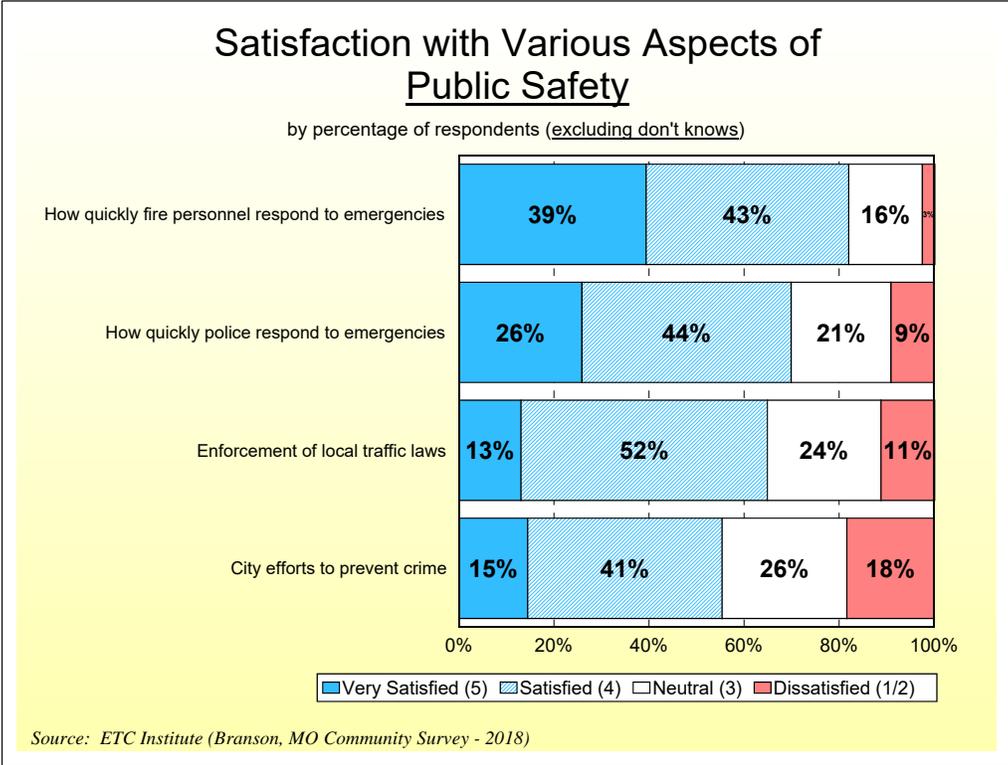
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2018)

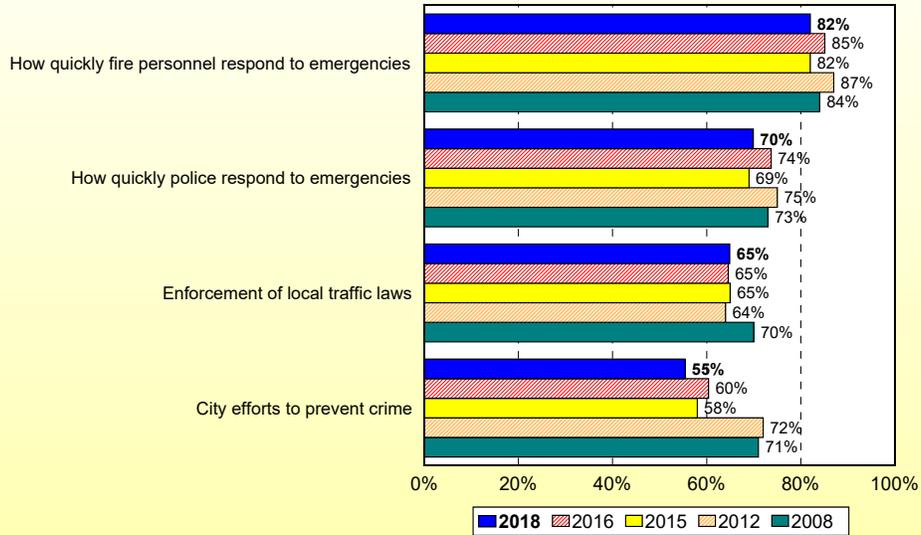
**Trend Data**

# *PUBLIC SAFETY*



### TRENDS: Satisfaction with Various Aspects of Public Safety - 2008 to 2018

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



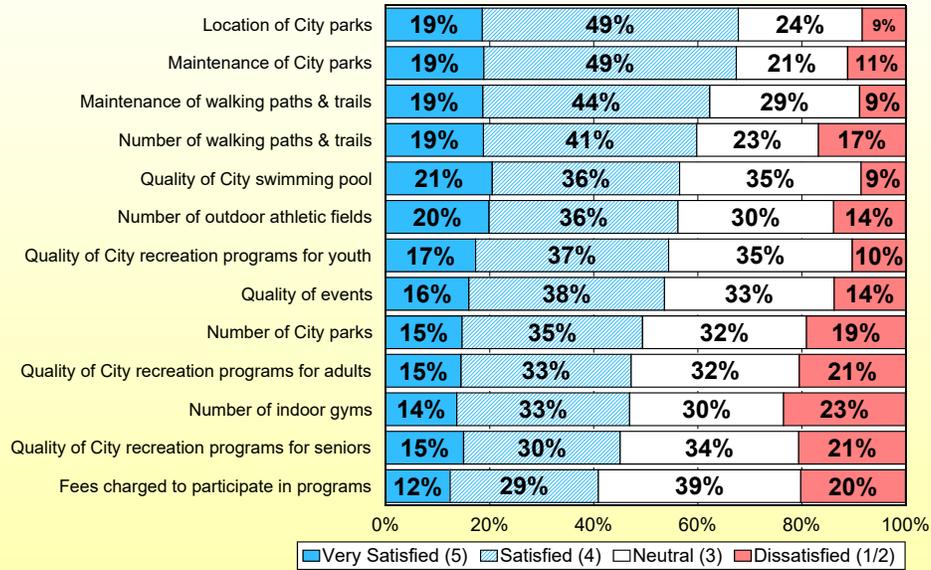
Source: ETC Institute (Branson, MO Community Survey - 2018)

**Trend Data**

## PARKS & RECREATION

### Satisfaction with Various Aspects of Parks and Recreation

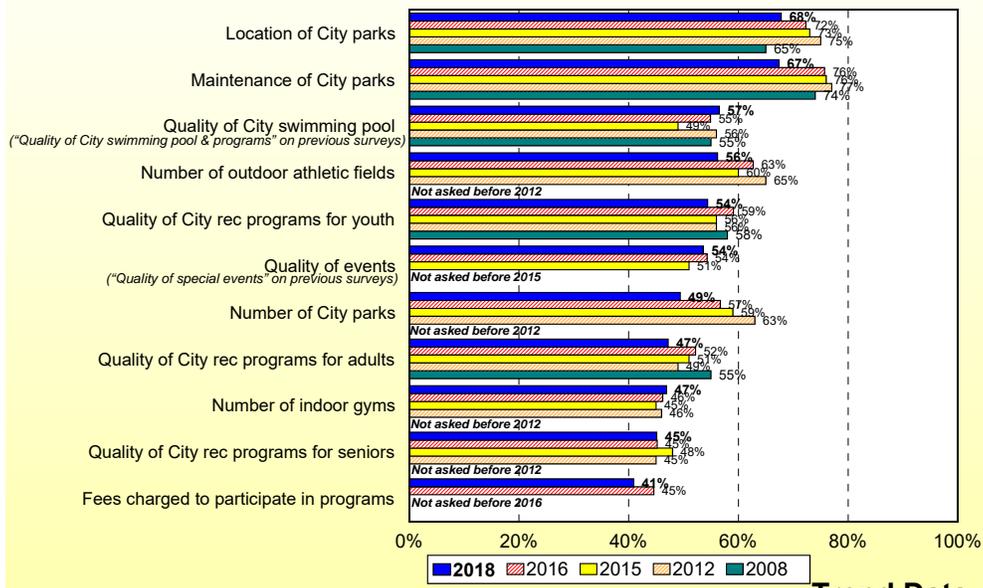
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2018)

### TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2008 to 2018

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

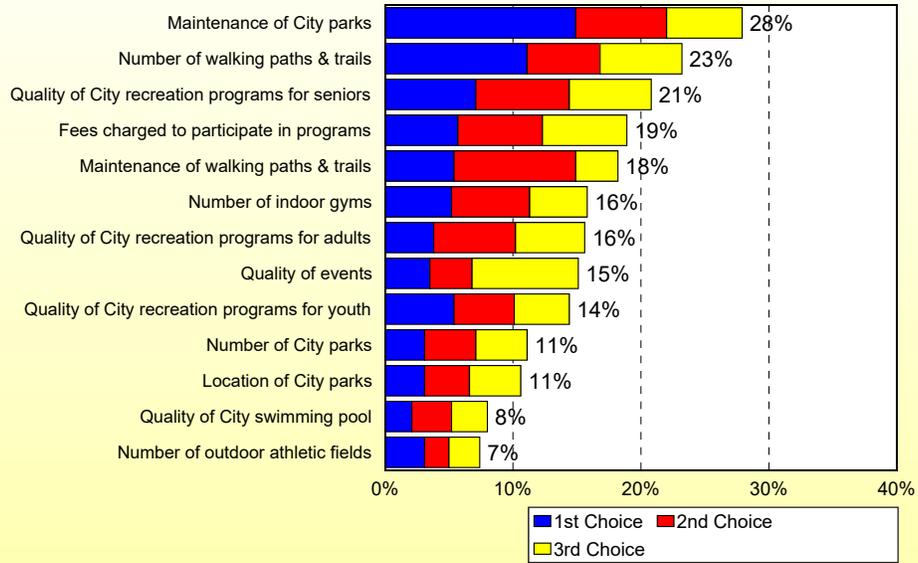


Source: ETC Institute (Branson, MO Community Survey - 2018)

**Trend Data**

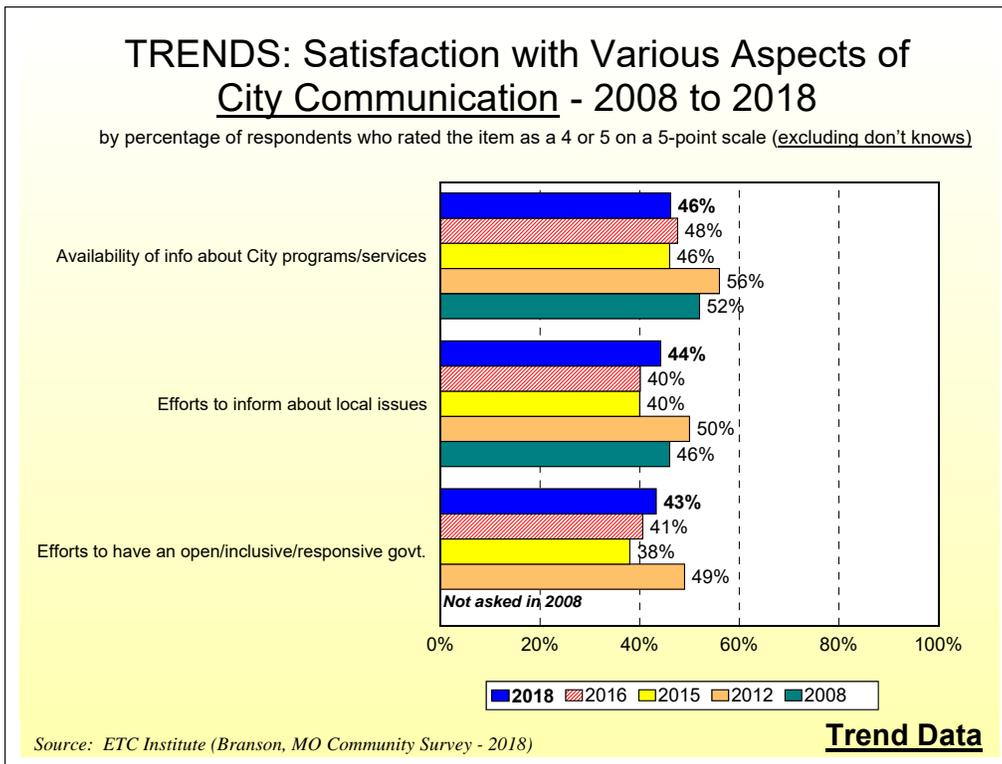
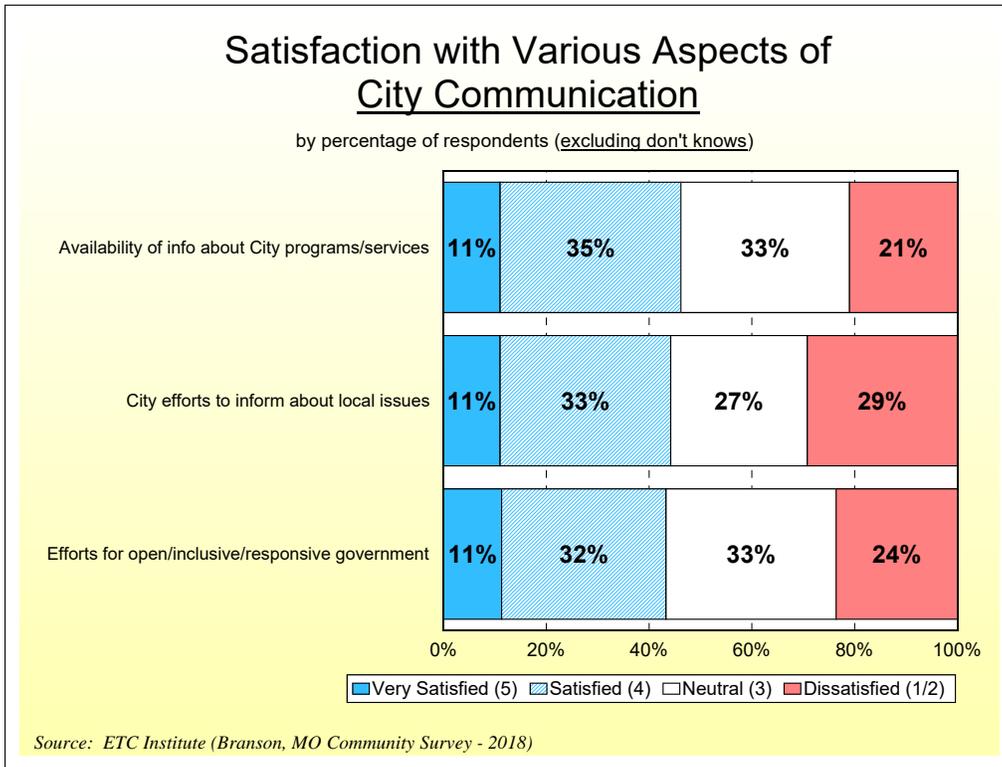
## Parks and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

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



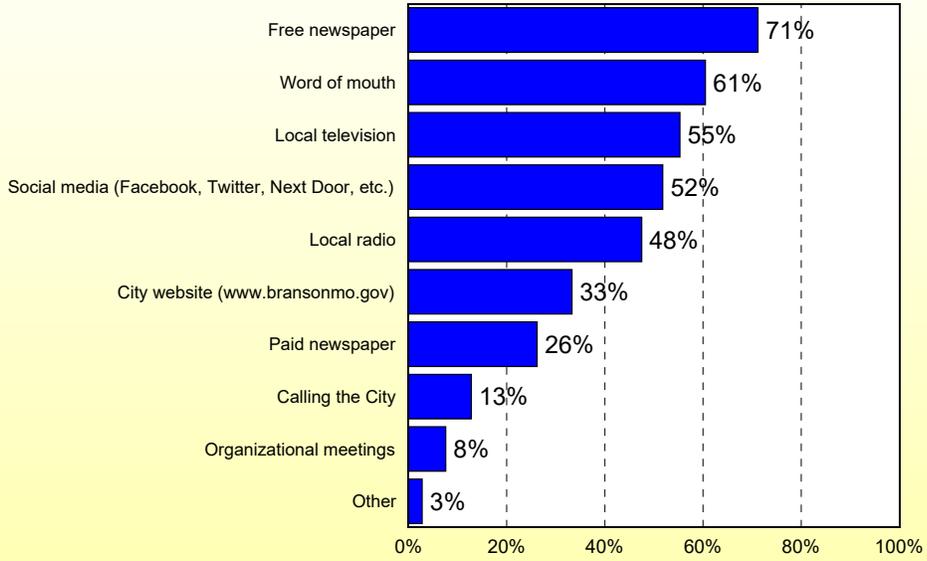
Source: ETC Institute (Branson, MO Community Survey - 2018)

# COMMUNICATION



### Sources of Information About City News and Events

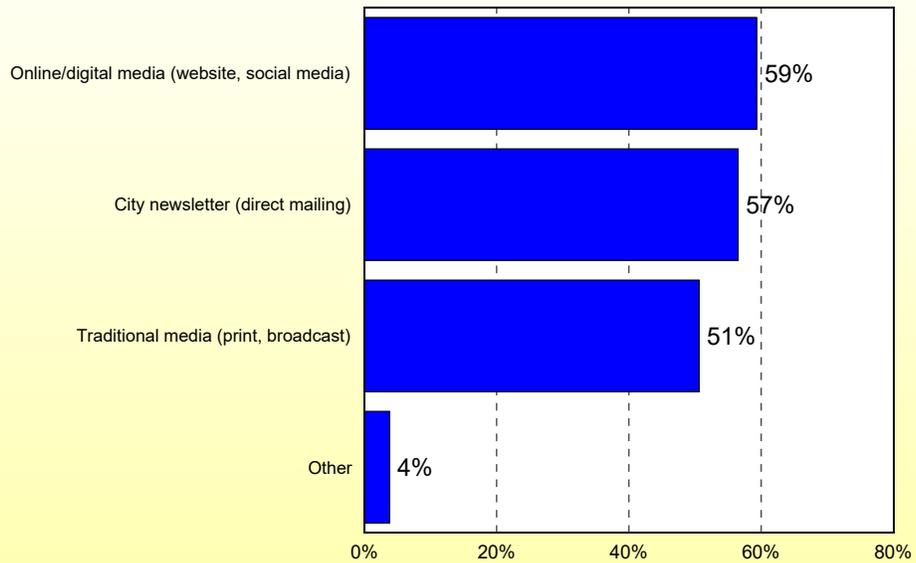
by percentage of respondents (multiple responses could be made)



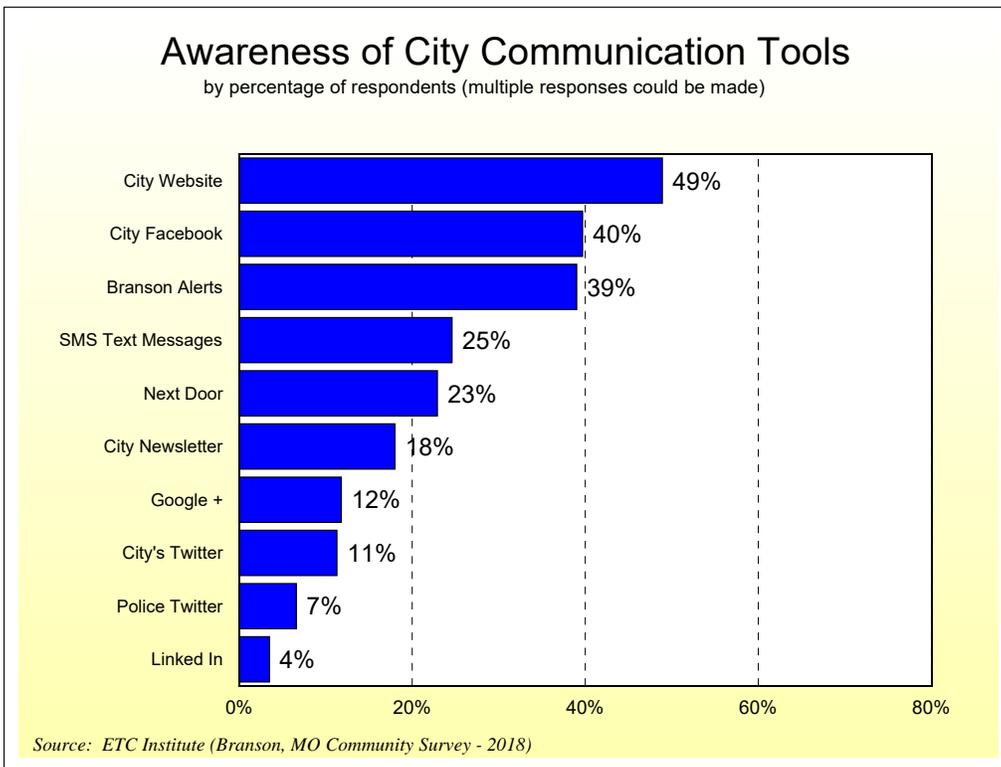
Source: ETC Institute (Branson, MO Community Survey - 2018)

### How Residents Prefer to Receive Information About the City of Branson

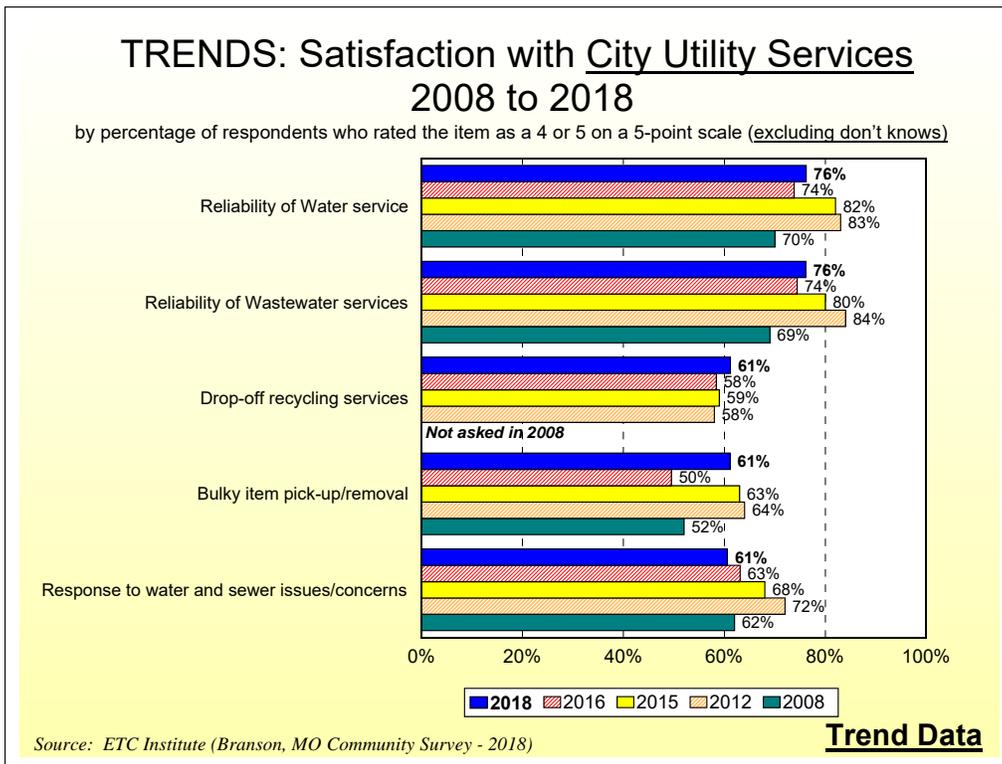
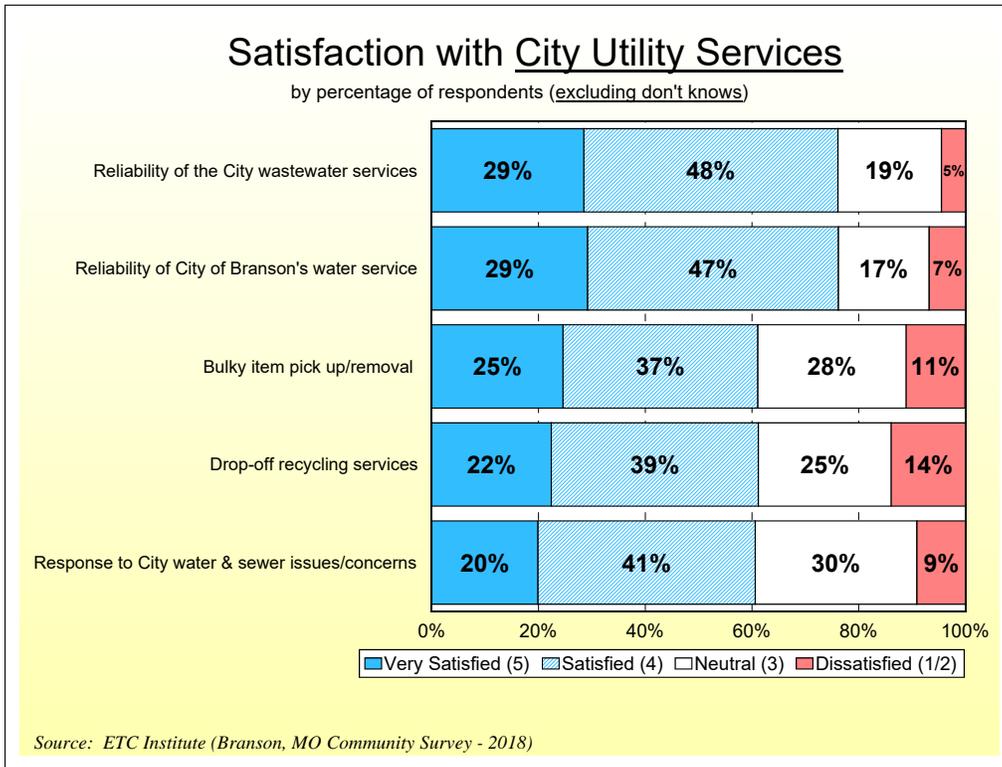
by percentage of respondents (multiple responses could be made)



Source: ETC Institute (Branson, MO Community Survey - 2018)



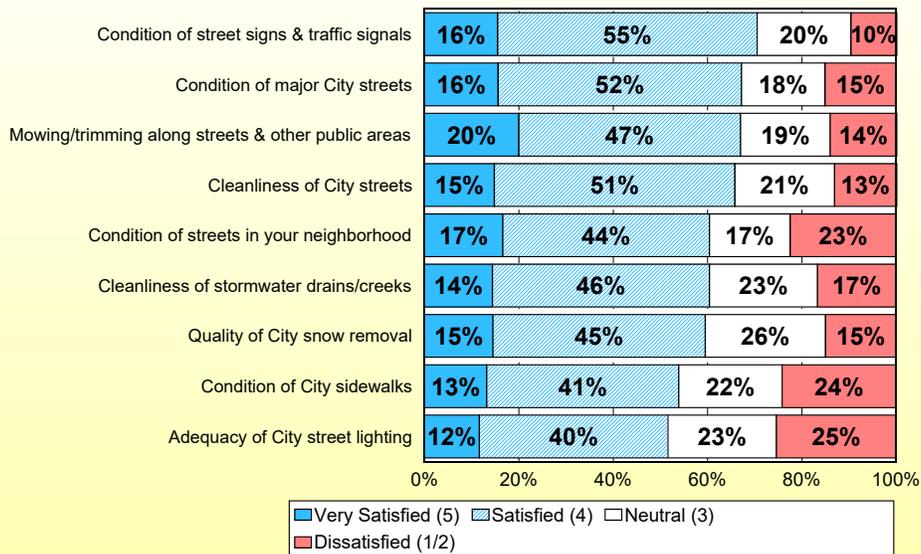
# CITY UTILITY SERVICES



# CITY MAINTENANCE

## Satisfaction with Various Aspects of City Maintenance

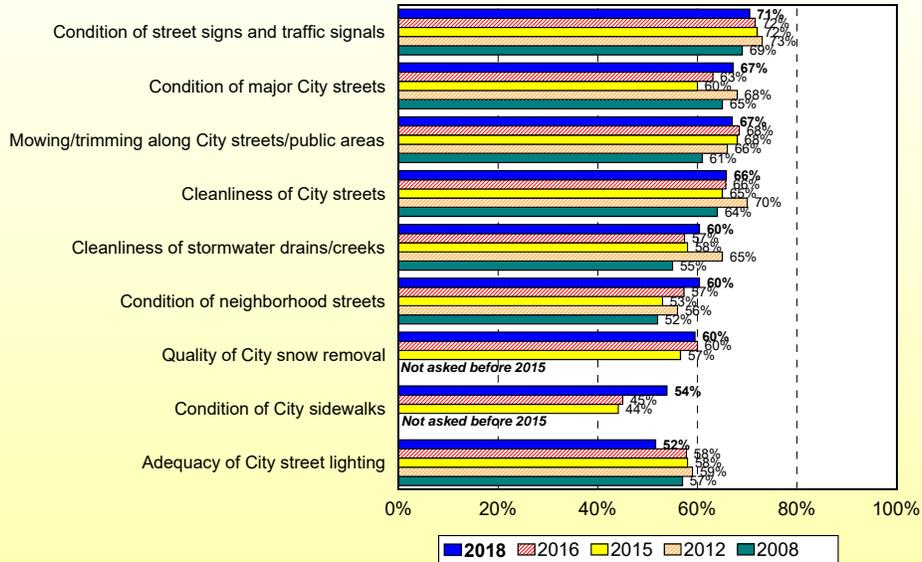
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2018)

### TRENDS: Satisfaction with Various Aspects of City Maintenance - 2008 to 2018

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

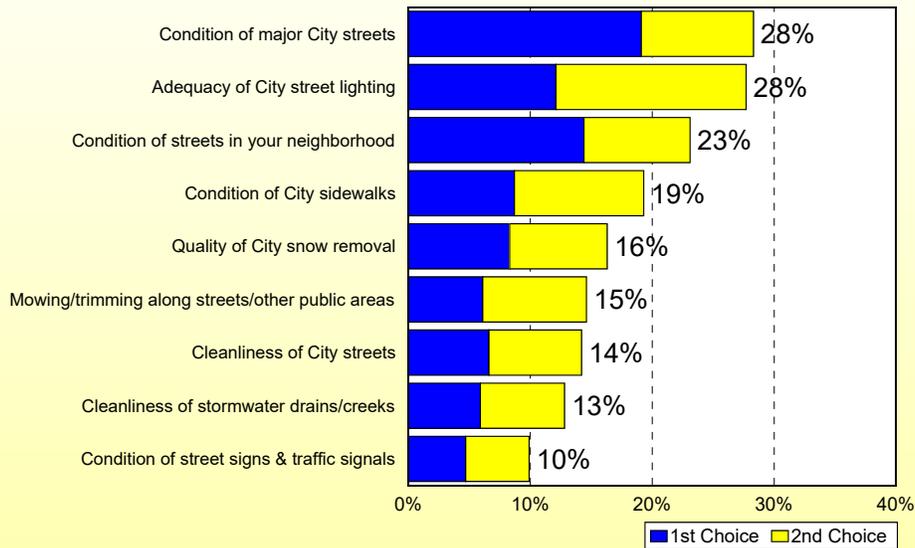


Source: ETC Institute (Branson, MO Community Survey - 2018)

**Trend Data**

### 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

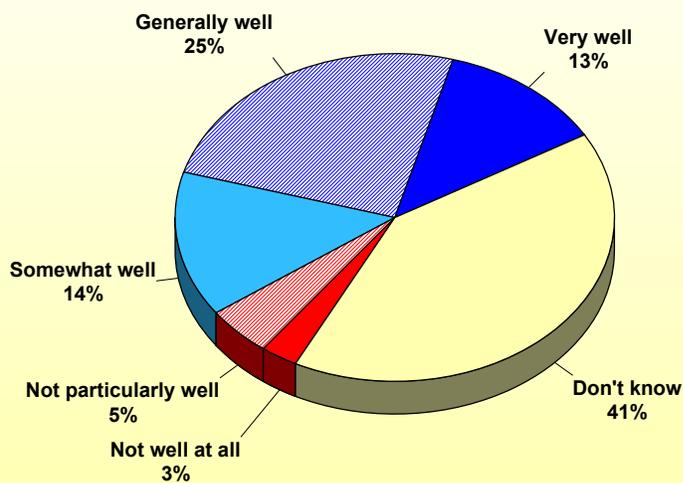


Source: ETC Institute (Branson, MO Community Survey - 2018)

## REGIONAL COOPERATION

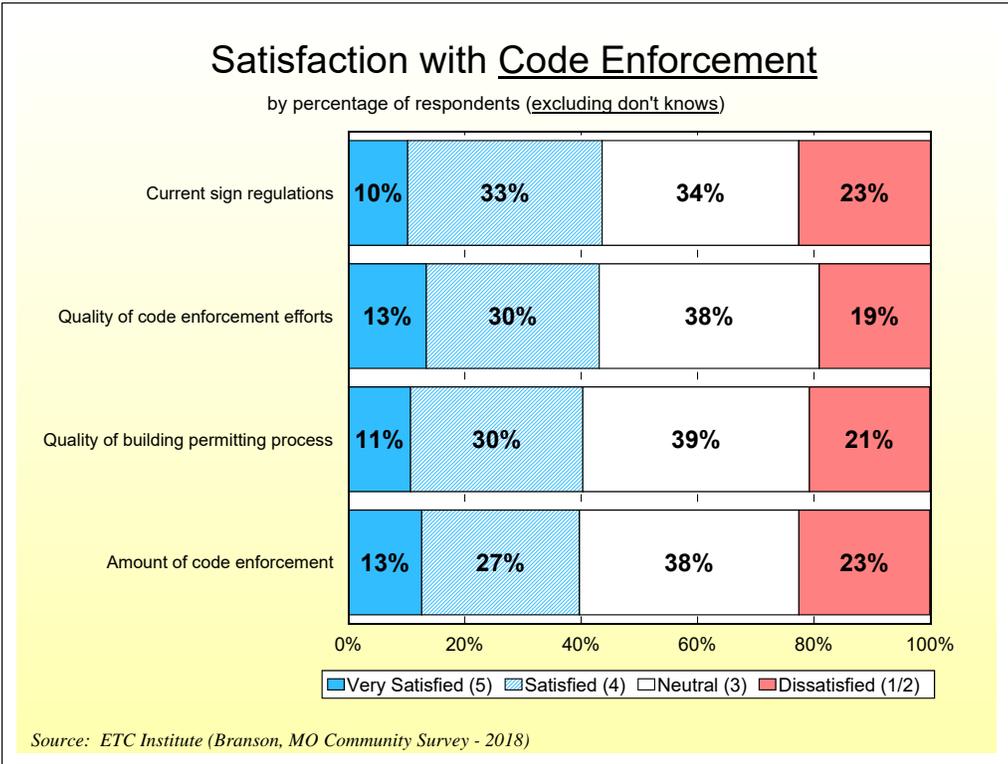
How well do you think the City of Branson works with other governmental organizations in the region when planning for the future?

by percentage of respondents



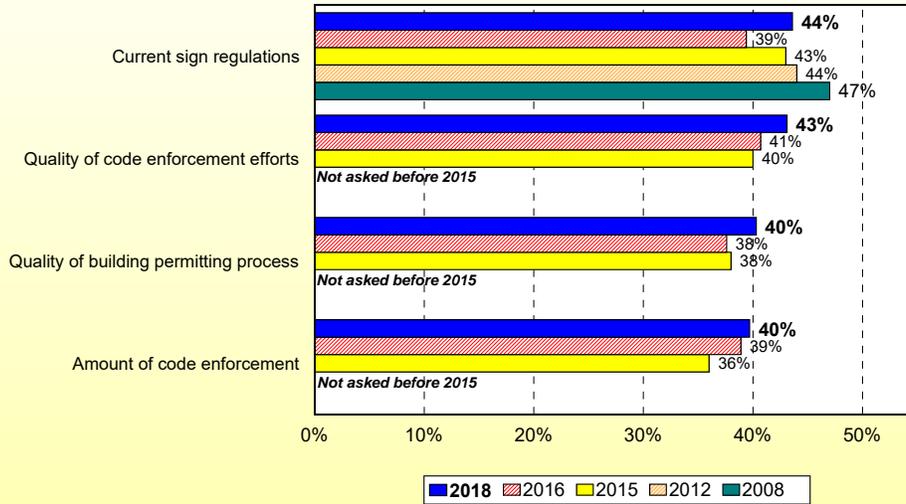
Source: ETC Institute (Branson, MO Community Survey - 2018)

# CODE ENFORCEMENT



### TRENDS: Satisfaction with Code Enforcement - 2008 to 2018

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



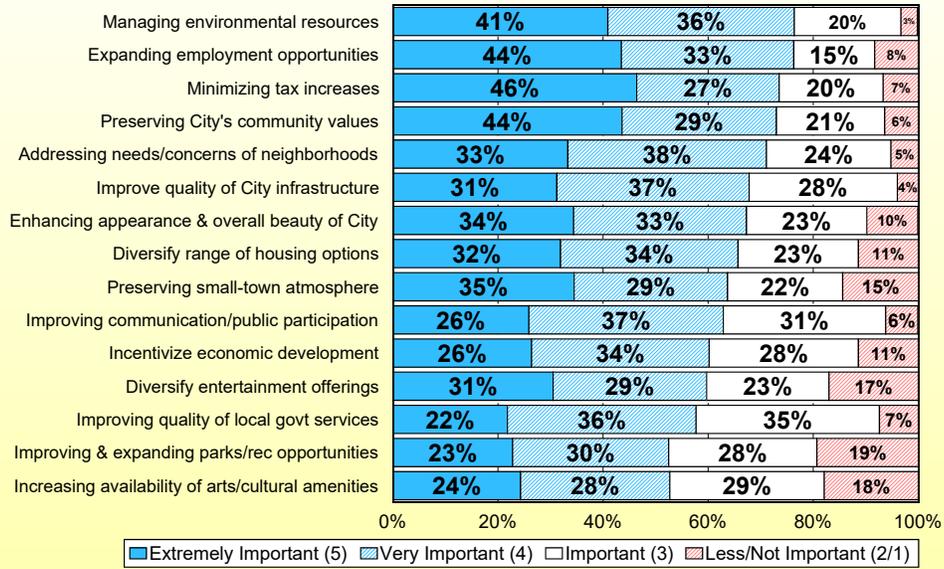
Source: ETC Institute (Branson, MO Community Survey - 2018)

**Trend Data**

## Future Planning

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

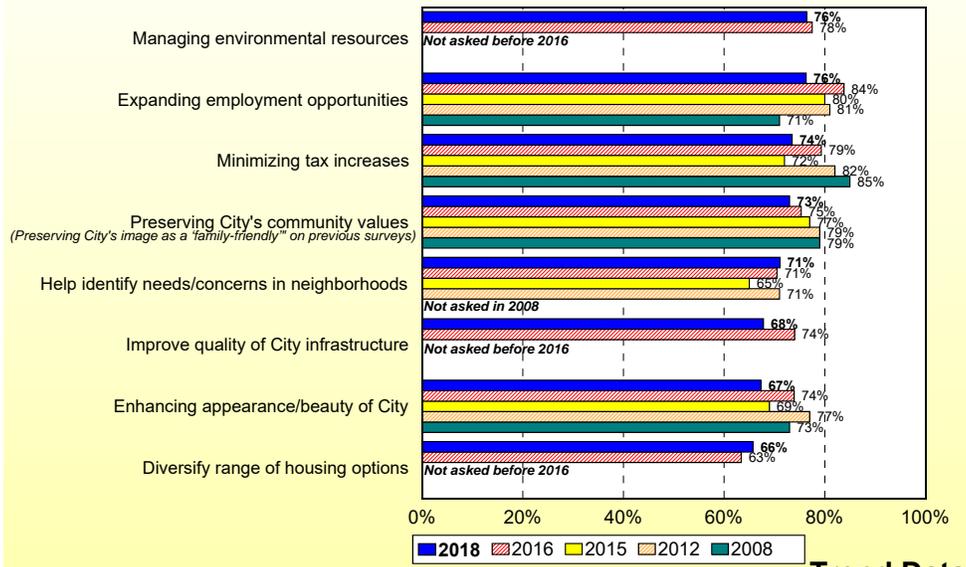
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2018)

## TRENDS: Importance of Various Aspects of Planning for the Future - 2008 to 2018

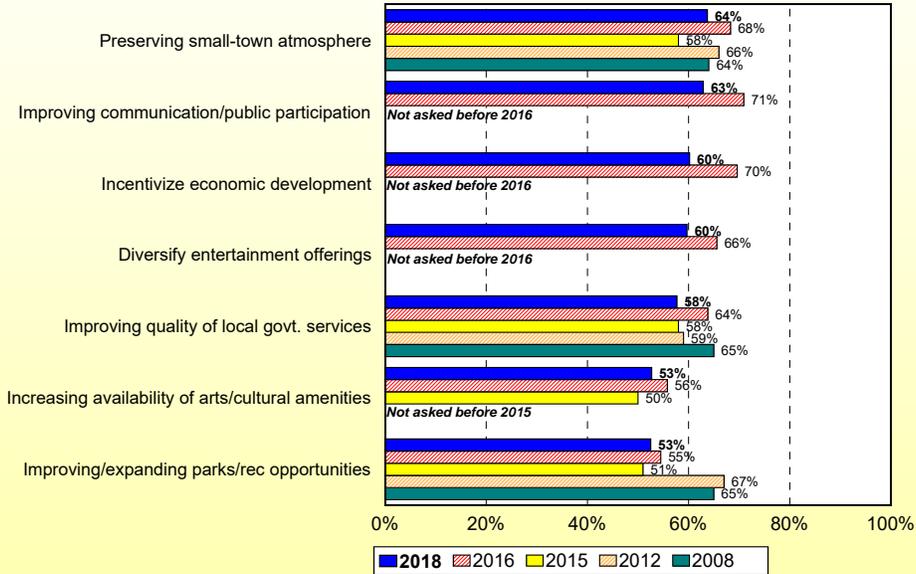
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2018)

### TRENDS: (cont.) Importance of Various Aspects of Planning for the Future - 2008 to 2018

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

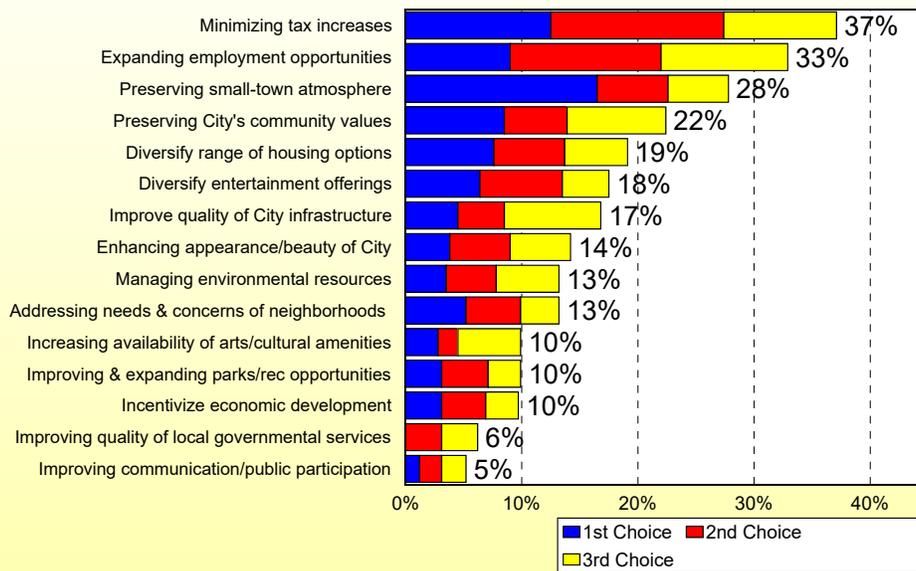


Source: ETC Institute (Branson, MO Community Survey - 2018)

**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

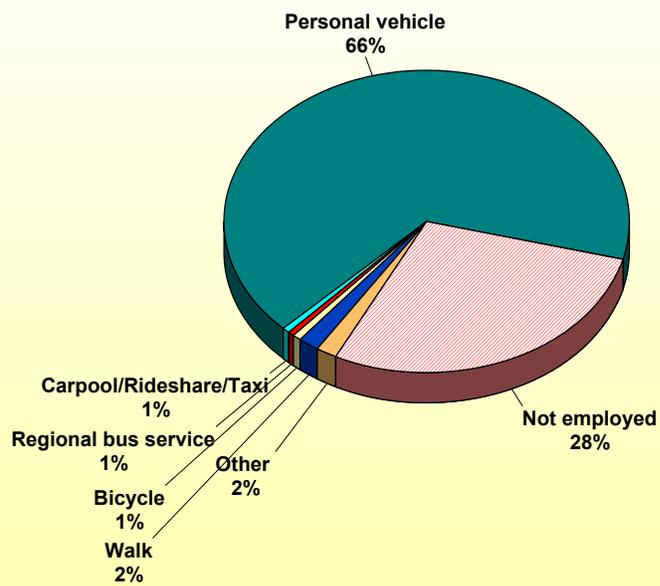


Source: ETC Institute (Branson, MO Community Survey - 2018)

# Transportation

## How Residents Commute to Work

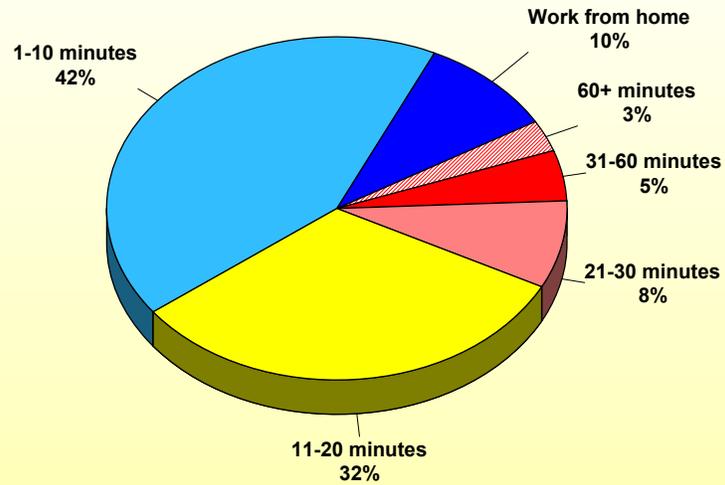
by percentage of respondents



Source: ETC Institute (Branson, MO Community Survey - 2018)

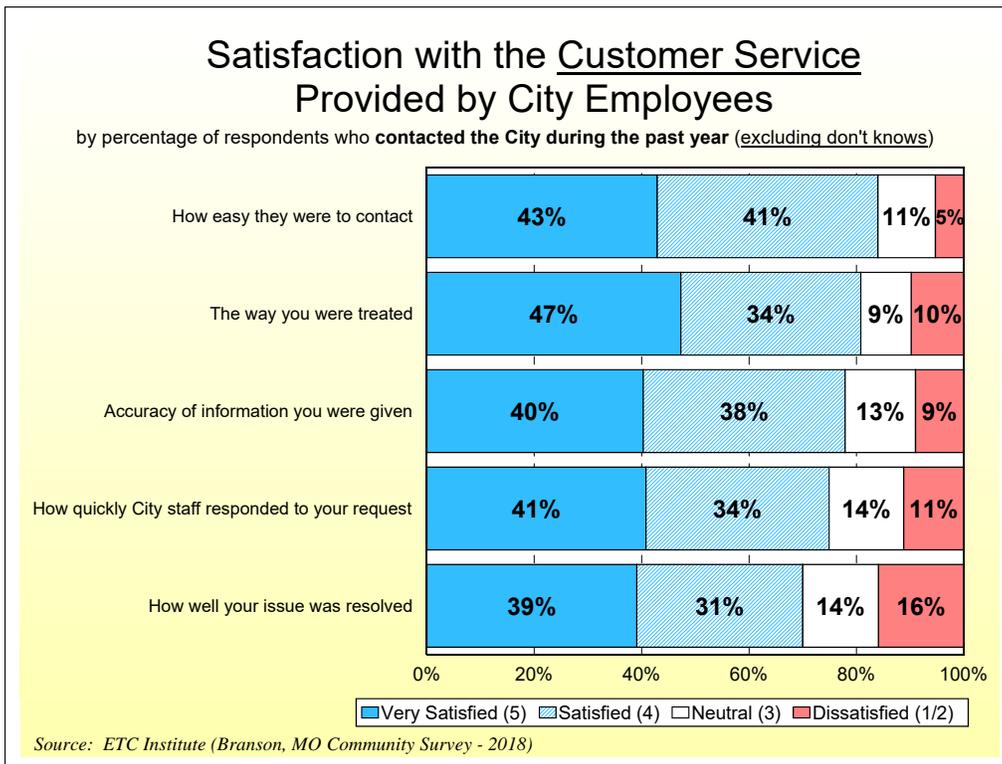
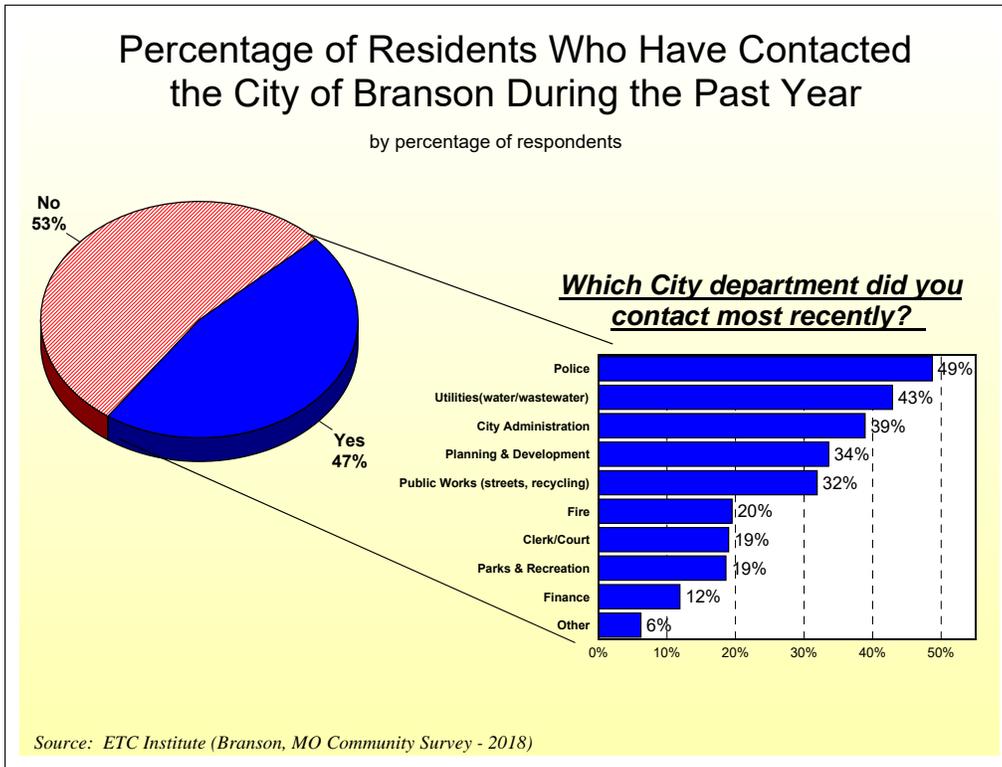
### Average Daily Work Commute

by percentage of respondents **who are employed** (excluding "not provided")



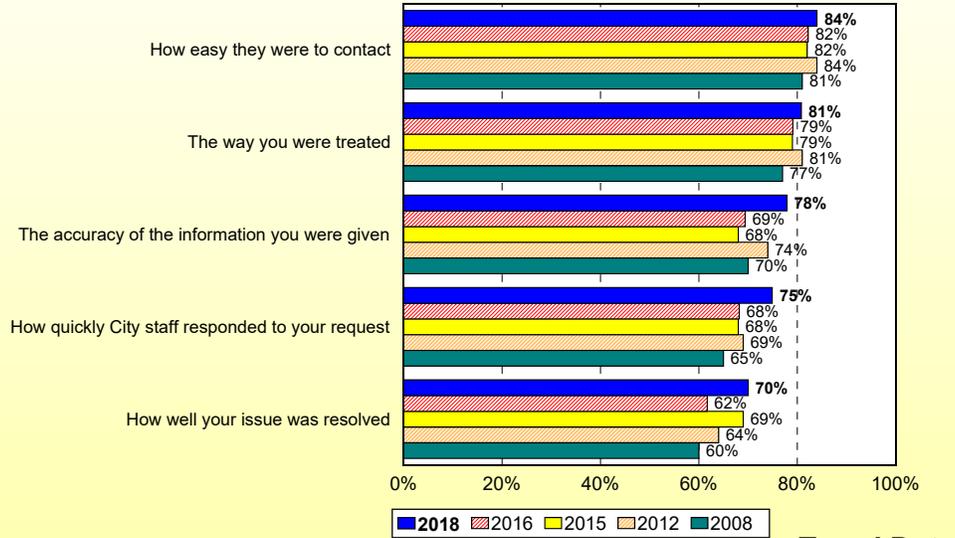
Source: ETC Institute (Branson, MO Community Survey - 2018)

## *Customer Satisfaction*



### TRENDS: Satisfaction with Customer Service Provided by City Employees - 2008 to 2018

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)

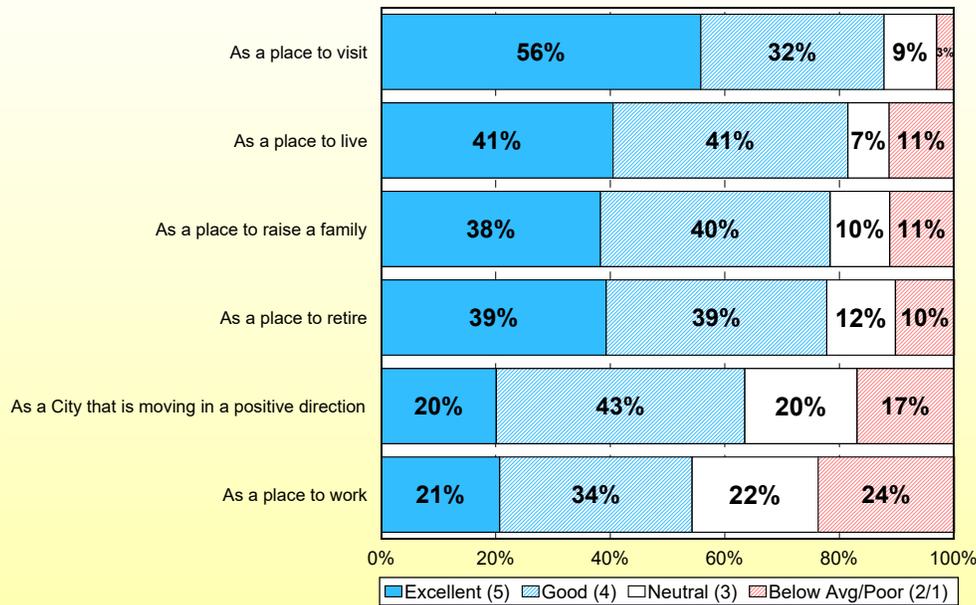


Source: ETC Institute (Branson, MO Community Survey - 2018)

**Trend Data**

### Overall Ratings of the City of Branson

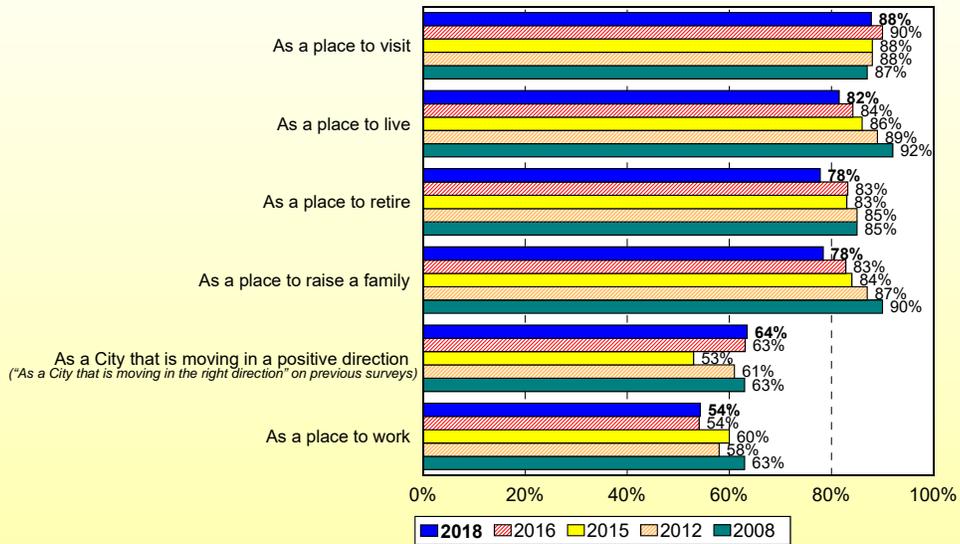
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2018)

## TRENDS: Overall Ratings of the City of Branson 2008 to 2018

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



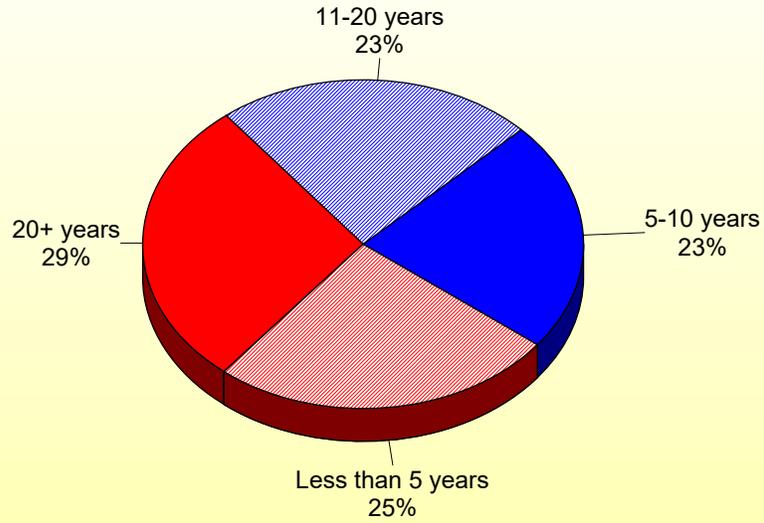
Source: ETC Institute (Branson, MO Community Survey - 2018)

**Trend Data**

## Demographics

### Demographics: Years Lived in Branson

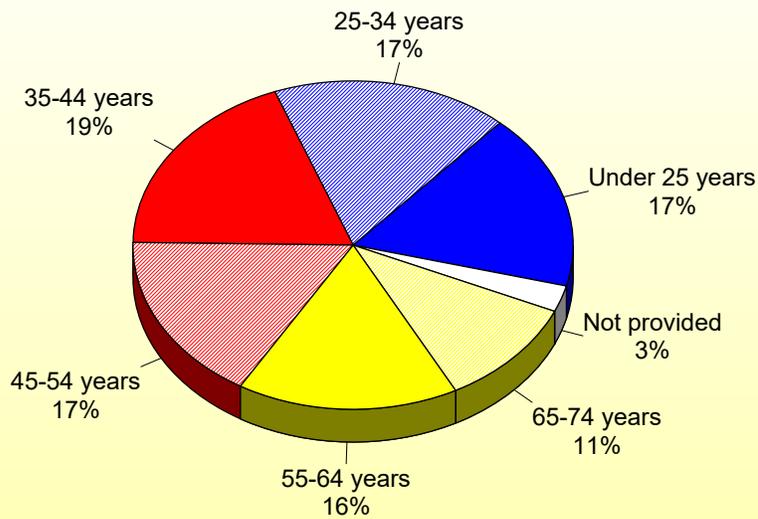
by percentage of respondents



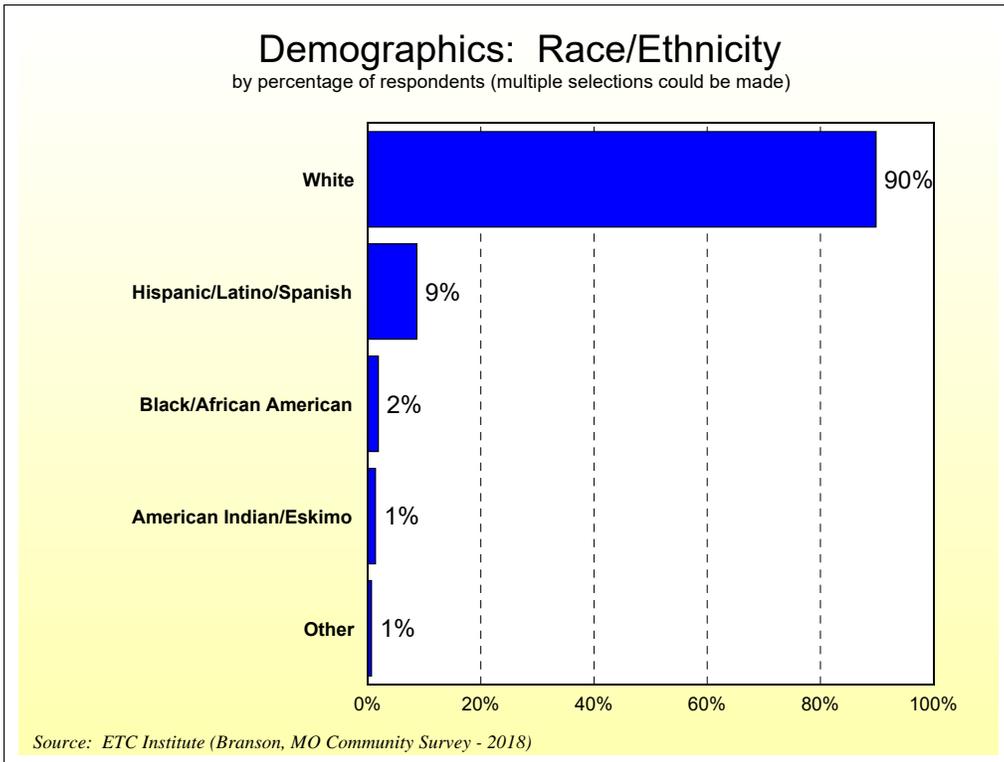
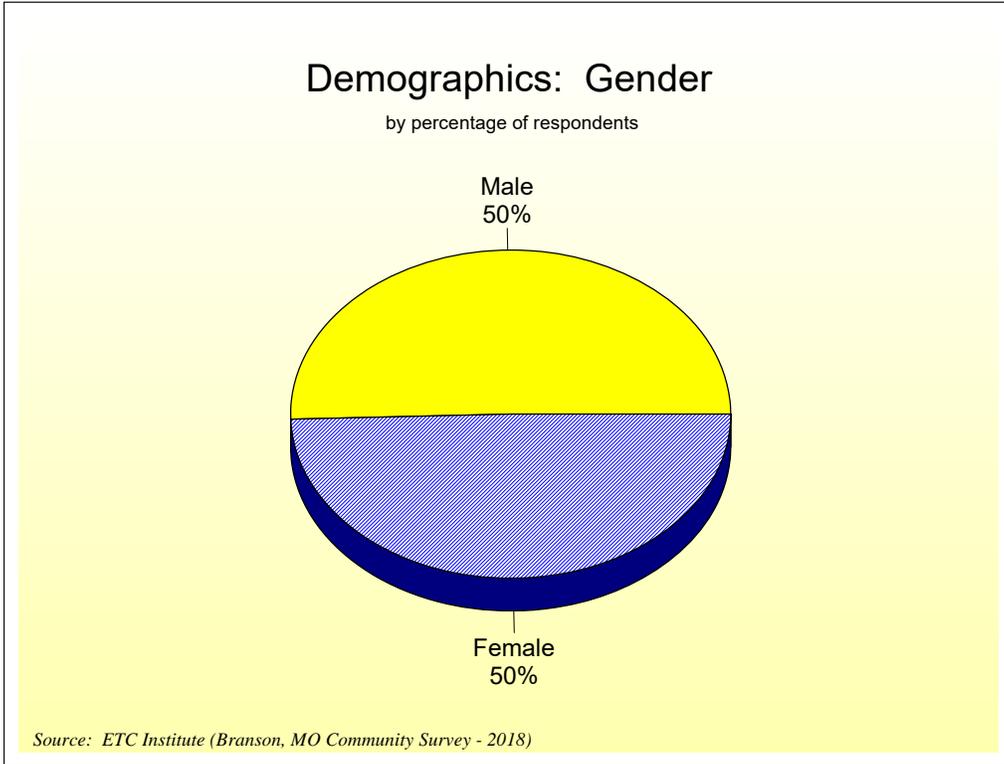
Source: ETC Institute (Branson, MO Community Survey - 2018)

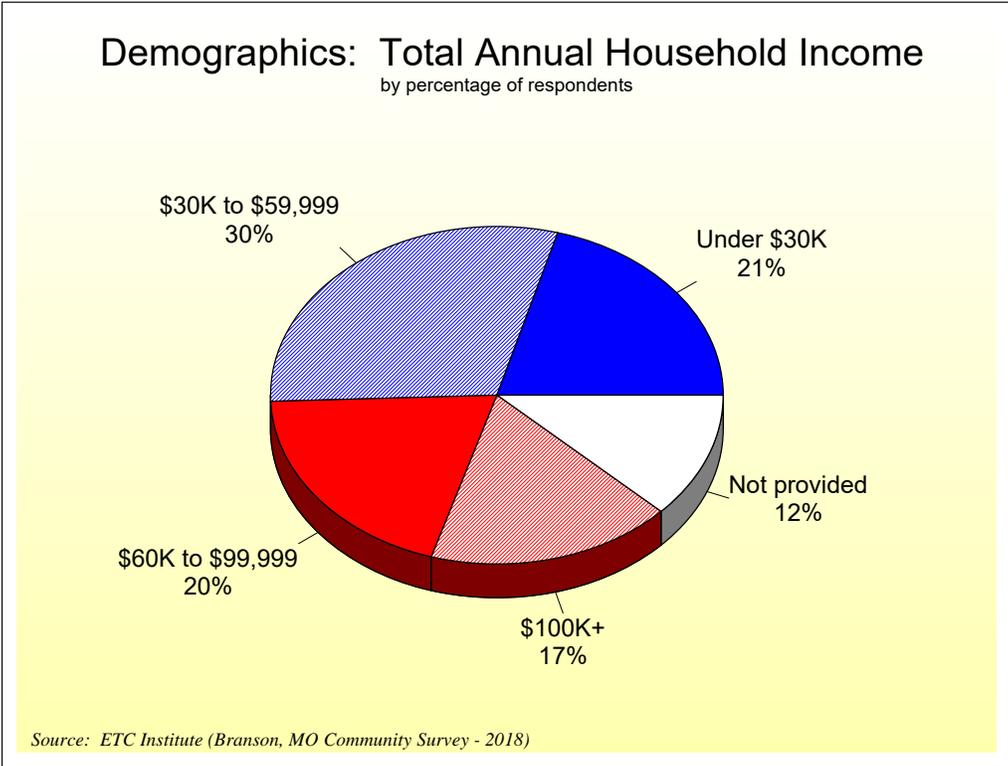
### Demographics: Age of Respondent

by percentage of respondents



Source: ETC Institute (Branson, MO Community Survey - 2018)





## **Section 2**

# ***Importance Satisfaction Analysis***

---



# Importance-Satisfaction Analysis

## City of 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 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.

### Overview

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

**Example of the Calculation:** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Forty-two percent (42%) of respondents selected *management of traffic flow on City streets* as one of the most important services for the City to provide.

With regard to satisfaction, 51.1% of respondents surveyed rated the City's overall performance in the *management of traffic flow on City streets* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *management of traffic flow on City streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 42% was multiplied by 48.9% (1-0.511). This calculation yielded an I-S rating of 0.2054, which ranked first out of 11 major service categories.



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 they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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 for 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the City of Branson are provided on the following pages.

# 2018 Importance Satisfaction Rating

## City of Branson

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Management of traffic flow on City streets	42%	1	51%	10	0.2054	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of City streets & other infrastructure	39%	2	54%	9	0.1791	2
Enforcement of City codes & ordinances	26%	4	47%	11	0.1346	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Management of stormwater runoff	19%	6	55%	7	0.0851	4
City of Branson's water & sewer rates	18%	8	59%	6	0.0726	5
Effectiveness of City communication	16%	9	55%	8	0.0708	6
Police service	32%	3	79%	2	0.0664	7
Parks & recreation facilities	21%	5	73%	3	0.0565	8
Recreational events & programs	14%	10	65%	5	0.0479	9
Customer service received from City employees	7%	11	70%	4	0.0225	10
Fire service	18%	7	88%	1	0.0220	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 should be the City's top priorities.

**Satisfaction %:** The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

# 2018 Importance Satisfaction Rating

## City of Branson

### Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Quality of City recreation programs for seniors	21%	3	45%	12	0.1142	1
Fees charged to participate in programs	19%	4	41%	13	0.1117	2
<b>Medium Priority (IS &lt;.10)</b>						
Number of walking paths & trails	23%	2	60%	4	0.0933	3
Maintenance of City parks	28%	1	67%	2	0.0910	4
Number of indoor gyms	16%	6	47%	11	0.0839	5
Quality of City recreation programs for adults	16%	7	47%	10	0.0824	6
Quality of events	15%	8	54%	8	0.0701	7
Maintenance of walking paths & trails	18%	5	62%	3	0.0686	8
Quality of City recreation programs for youth	14%	9	54%	7	0.0657	9
Number of City parks	11%	10	49%	9	0.0562	10
Quality of City swimming pool	8%	12	57%	5	0.0348	11
Location of City parks	11%	11	68%	1	0.0341	12
Number of outdoor athletic fields	7%	13	56%	6	0.0324	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 should be the City's top priorities.

**Satisfaction %:** The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

**2018 Importance Satisfaction Rating**  
**City of Branson**  
**City Maintenance Services**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Adequacy of City street lighting	28%	2	52%	9	0.1341	1
<b>Medium Priority (IS &lt;.10)</b>						
Condition of major City streets	28%	1	67%	2	0.0928	2
Condition of streets in your neighborhood	23%	3	60%	6	0.0915	3
Condition of City sidewalks	19%	4	54%	8	0.0890	4
Quality of City snow removal	16%	5	60%	7	0.0660	5
Cleanliness of stormwater drains/creeks	13%	8	60%	5	0.0507	6
Cleanliness of City streets	14%	7	66%	4	0.0486	7
Mowing/trimming along streets & other public areas	15%	6	67%	3	0.0482	8
Condition of street signs & traffic signals	10%	9	71%	1	0.0292	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 should be the City's top priorities.

**Satisfaction %:** The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with 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

## City of Branson, Missouri

### Overview

The Importance-Satisfaction (I-S) 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 axis on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S Matrix should be interpreted as follows:

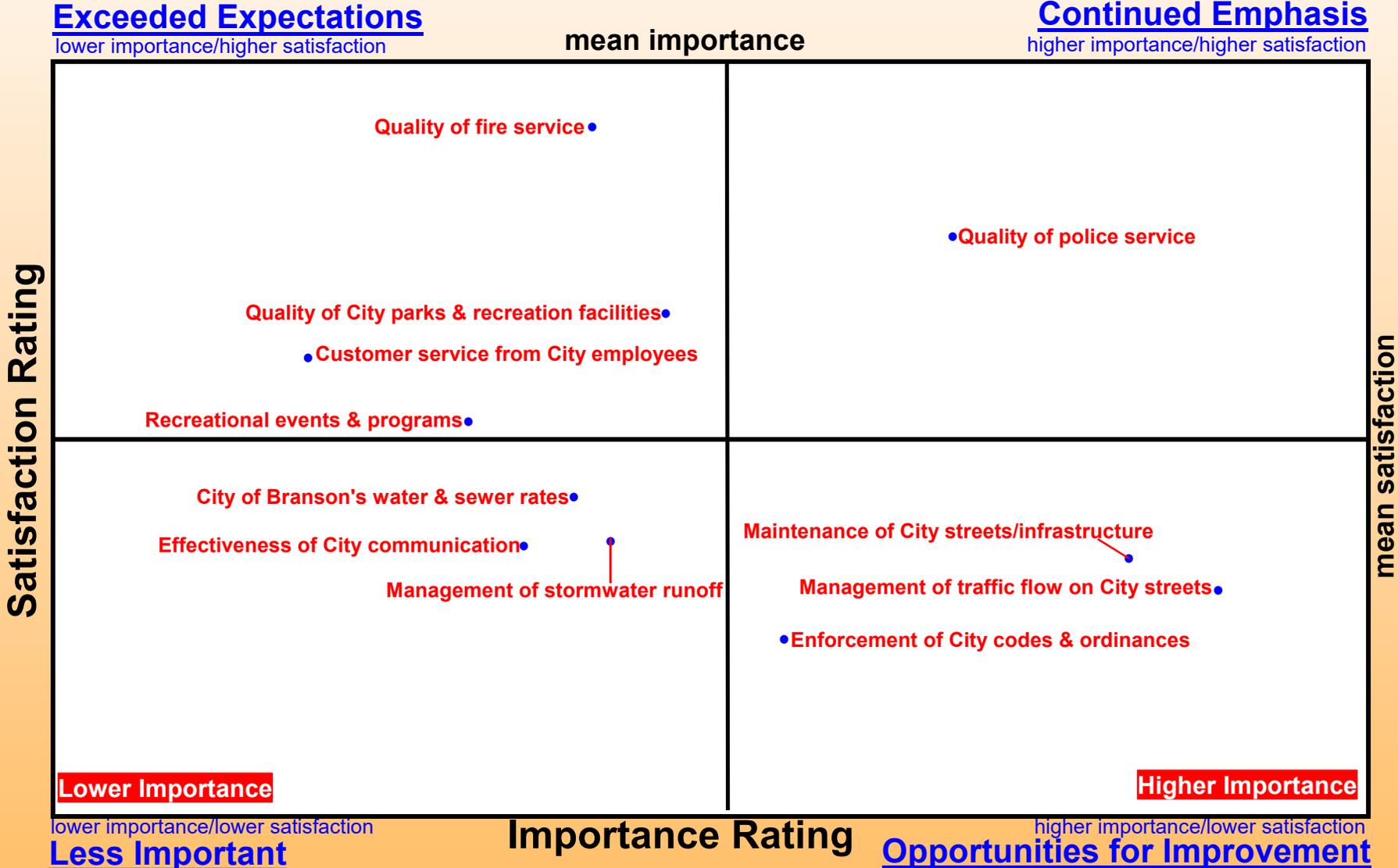
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting expectations. Items in this area have a significant impact on a resident's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in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

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

# 2018 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)

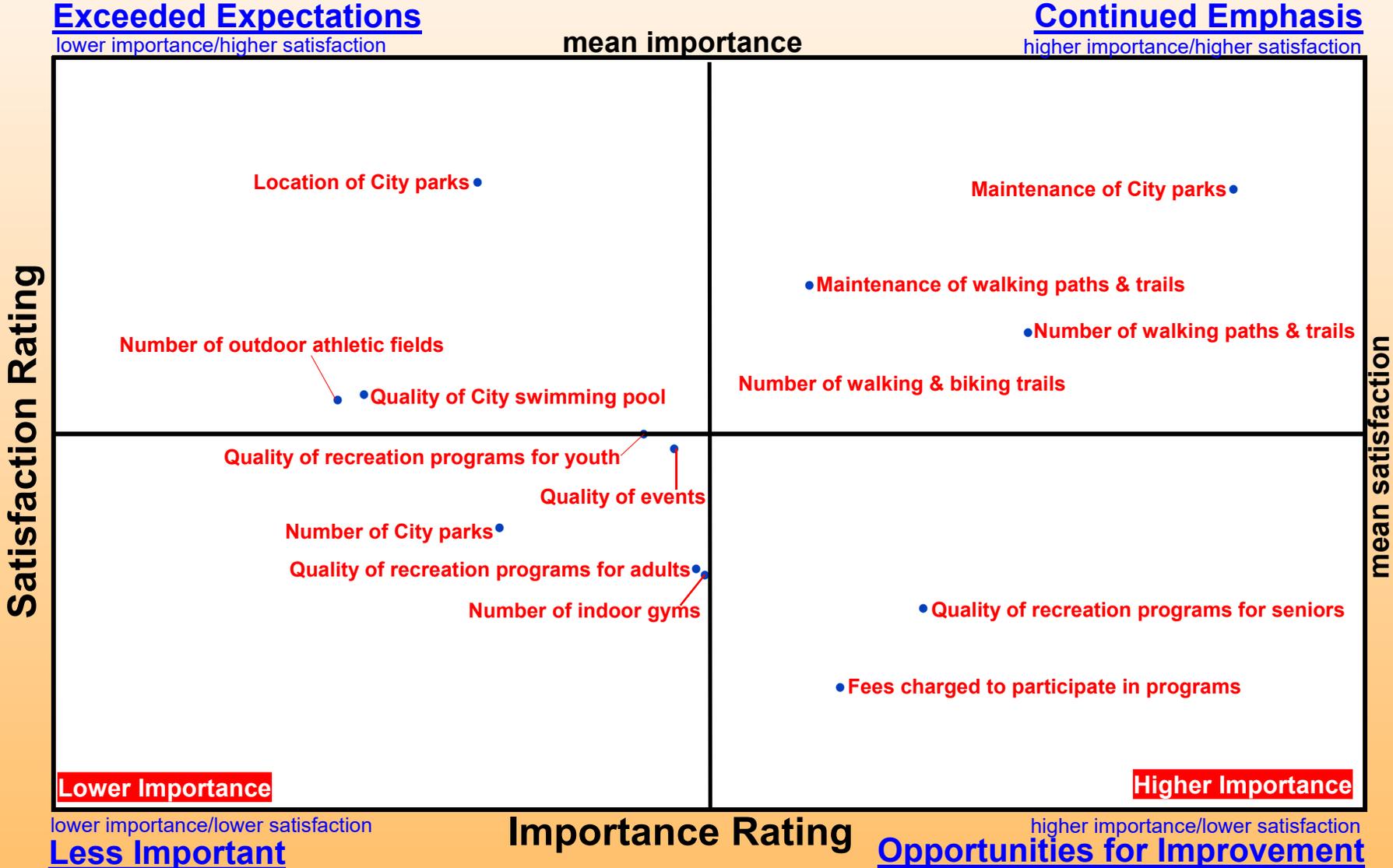


Source: ETC Institute (2018)

# 2018 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)

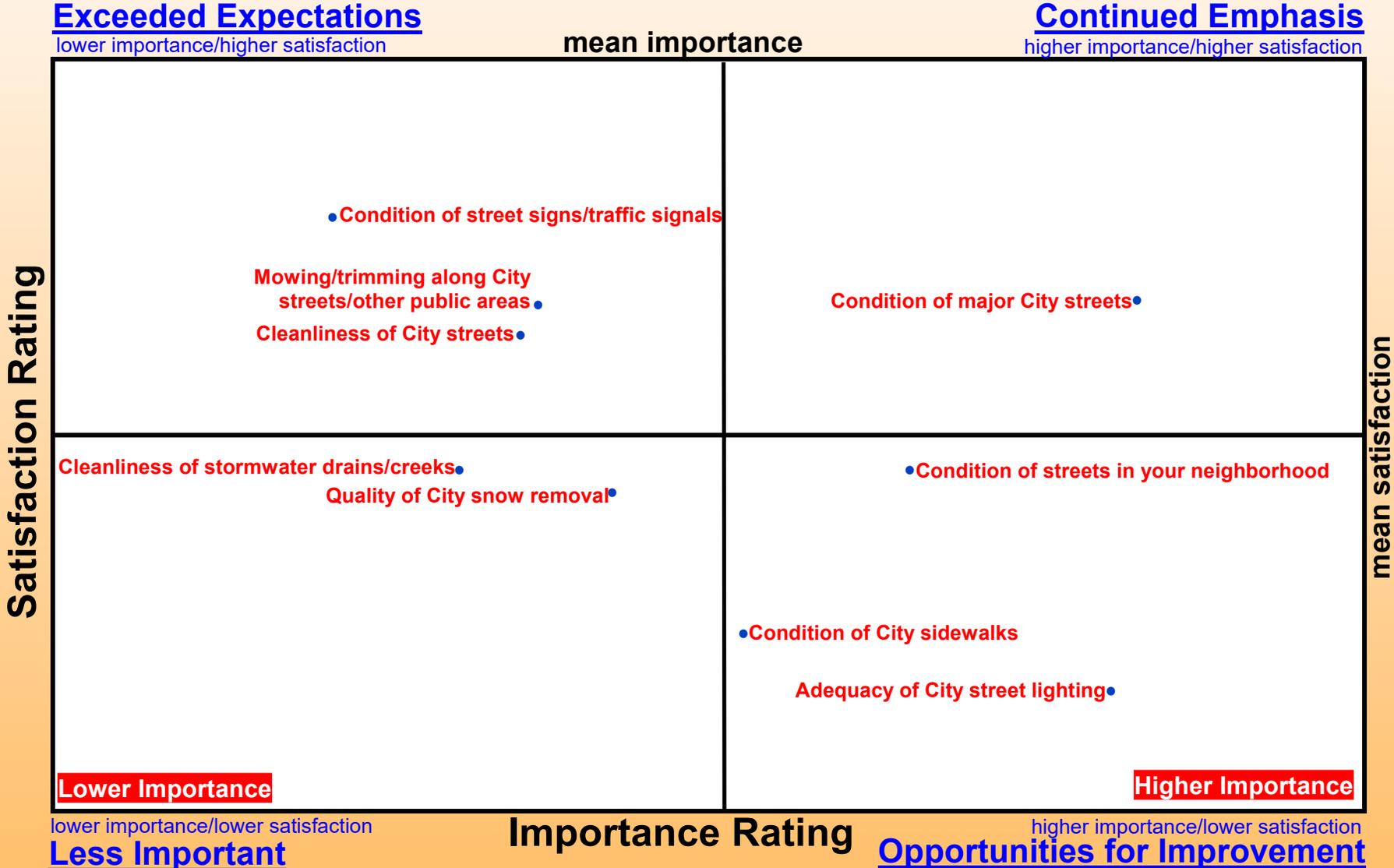


Source: ETC Institute (2018)

# 2018 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 (2018)

## **Section 3**

# ***Benchmarking Analysis***

---



# Benchmarking Summary Report

## City of Branson, Missouri

### 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 of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis. The first source is from a national survey that was administered by ETC Institute during the summer of 2018 to a random sample of more than 4,000 residents in the continental United States. The second source is from a collection of surveys that have been administered by ETC Institute in 29 communities around the United States, whose population is 30,000 or less, between 2015 and 2018. Some of the communities represented include:

- Auburn, CA
- Bensenville, IL
- Branson, MO
- Chickasha, OK
- Clayton, MO
- Coffeyville, KS
- Creve Coeur, MO
- Edgerton, KS
- Gardner, KS
- Glencoe, IL
- Hyattsville, MD
- Johnston, IA
- Knoxville, IA
- Lawrenceburg, IN
- Mission, KS
- Mountain Brook, AL
- Perryville, MO
- Pinecrest, FL
- Pinehurst, NC
- Pitkin County, CO
- Portland, TX
- Raymore, MO
- Rifle, CO
- Rio Blanco, CO
- Riverside, MO
- Roeland Park, KS
- Rolla, MO
- Spring Hill, KS
- Westlake, TX

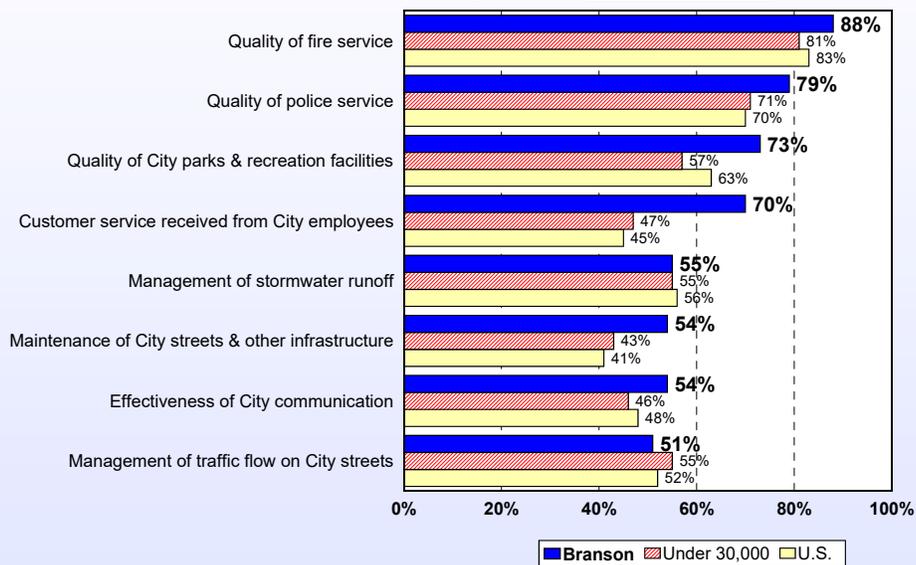
The charts on the following pages show how the overall results for Branson compare to the United States national averages and averages from similarly sized communities from surveys administered by ETC institute. Branson's results are shown in blue, the communities with populations of 30,000 or less averages are shown in red, and the National averages are shown in yellow.

# 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 Major Categories of City Services *Branson vs. Under 30,000 vs. the U.S.*

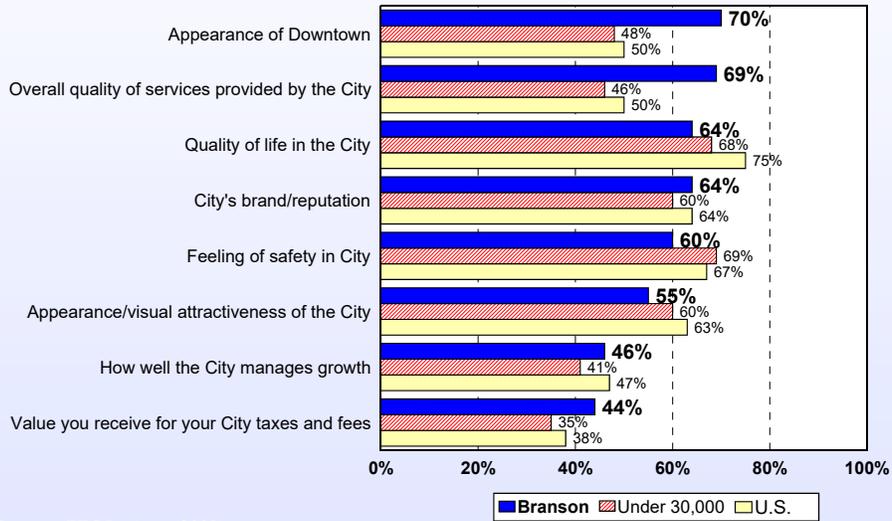
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

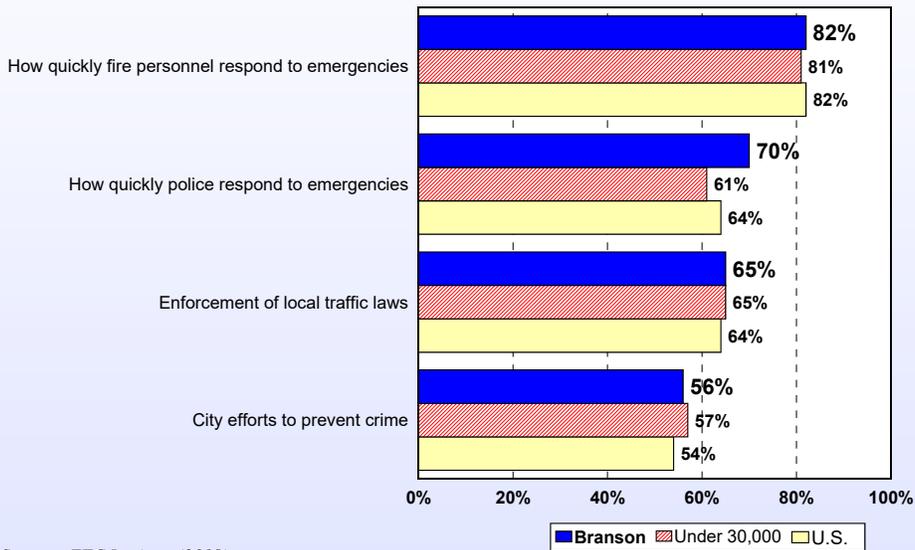
### Satisfaction with Issues that Influence Perceptions of the City *Branson vs. Under 30,000 vs. the U.S.*

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 30,000 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 30,000 vs. the U.S.*

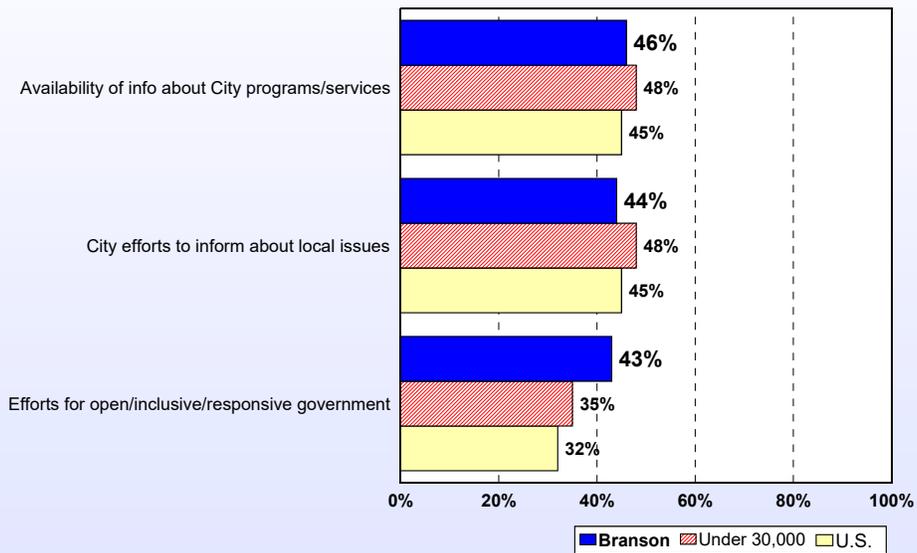
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

### Overall Satisfaction with City Communication *Branson vs. Under 30,000 vs. the U.S.*

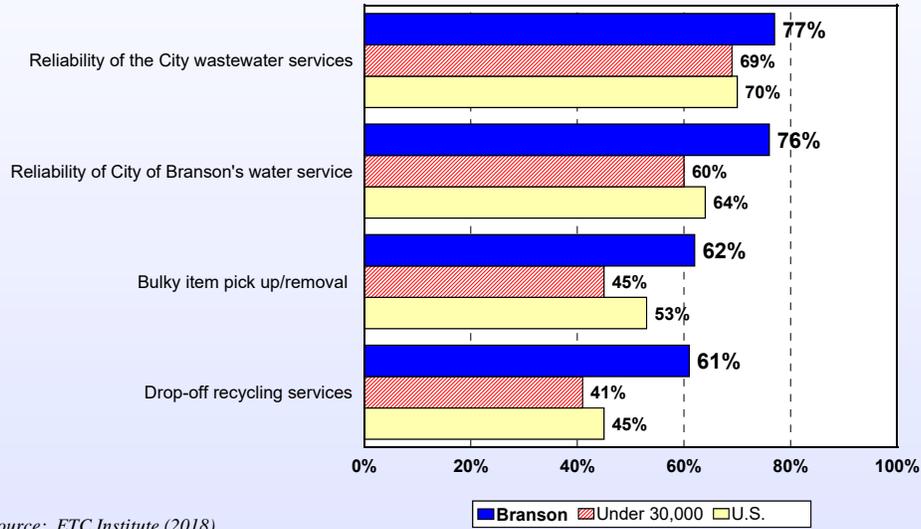
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

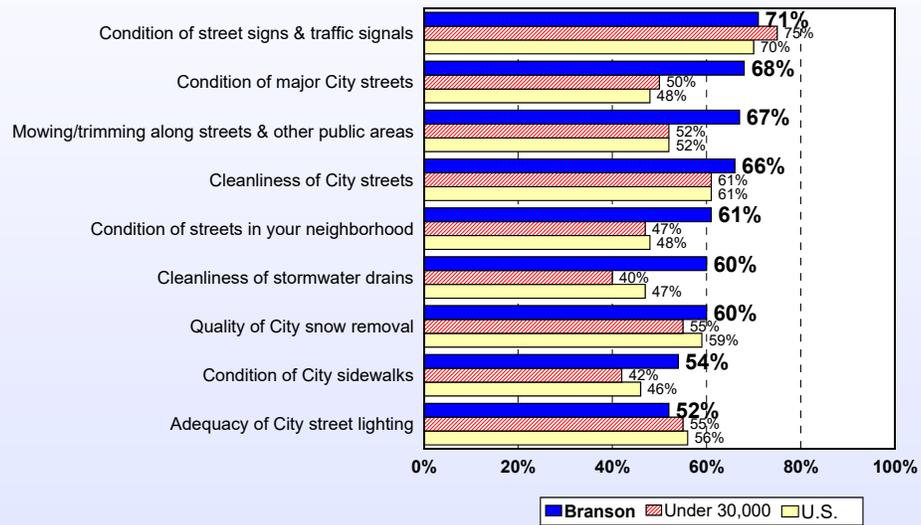
### Overall Satisfaction with Utility Services *Branson vs. Under 30,000 vs. the U.S.*

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)



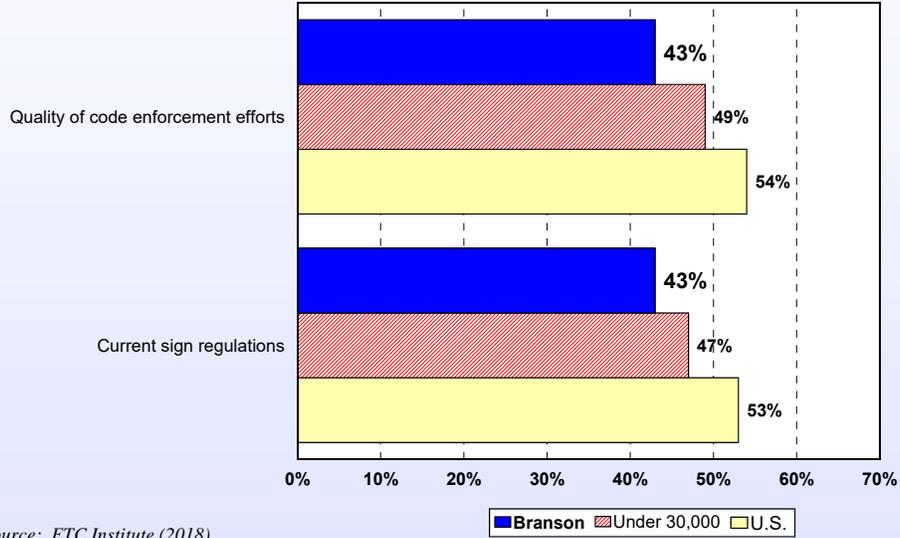
### Overall Satisfaction with Maintenance Services *Branson vs. Under 30,000 vs. the U.S.*

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)



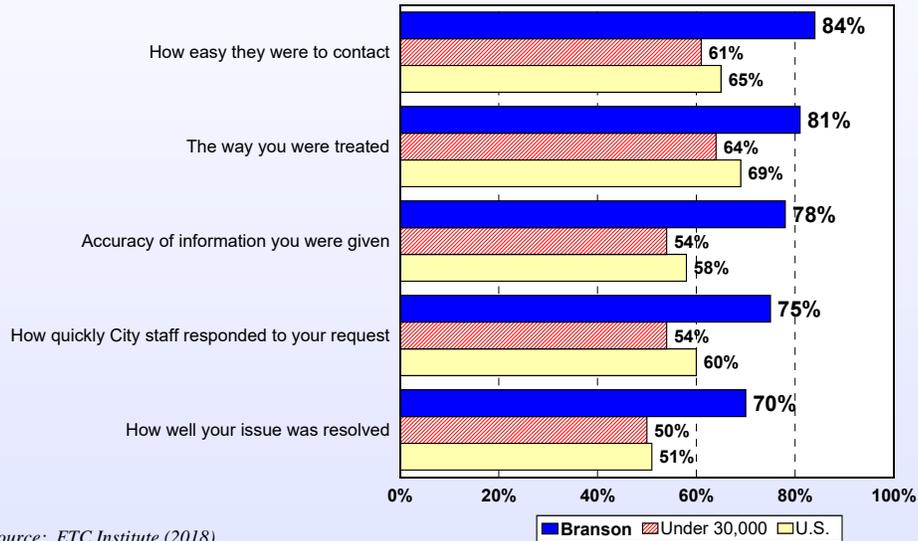
### Overall Satisfaction with Code Enforcement *Branson vs. Under 30,000 vs. the U.S.*

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)



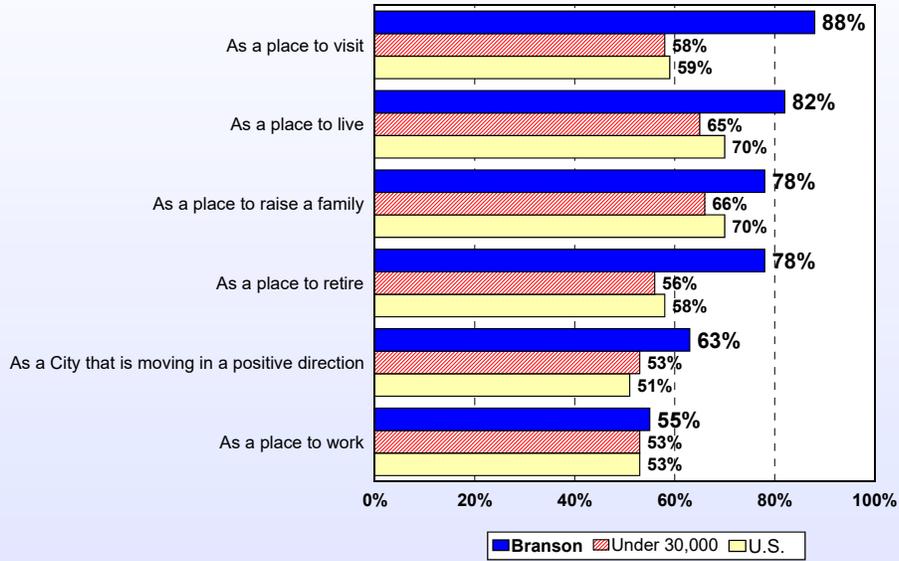
### Overall Satisfaction with Customer Service from City Employees *Branson vs. Under 30,000 vs. the U.S.*

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)



### How Residents Rate the Community Where They Live: *Branson vs. Under 30,000 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"



Source: ETC Institute (2018)

## **Section 4**

### ***Tabular Data***

---

**Q1. Perception of the City. Please rate each of the following major categories of services provided by the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of police service	30.5%	44.2%	12.8%	5.0%	1.9%	5.7%
Q1-2. Quality of fire service	42.1%	38.3%	9.7%	1.4%	0.0%	8.5%
Q1-3. Quality of City parks & recreation facilities	22.0%	44.2%	14.7%	7.1%	2.6%	9.5%
Q1-4. Quality of recreational events & programs	19.9%	33.3%	20.8%	5.7%	2.8%	17.5%
Q1-5. Enforcement of City codes & ordinances	12.5%	28.8%	28.4%	12.3%	5.7%	12.3%
Q1-6. Quality of customer service you receive from City employees	24.8%	36.9%	21.3%	3.3%	2.4%	11.3%
Q1-7. Effectiveness of City communication	16.5%	33.1%	28.4%	9.7%	3.3%	9.0%
Q1-8. Management of traffic flow on City streets	11.1%	38.5%	22.2%	14.9%	10.4%	2.8%
Q1-9. Maintenance of City streets & other infrastructure (e.g. water, sewer)	13.5%	38.1%	22.0%	14.9%	7.8%	3.8%
Q1-10. City of Branson's water & sewer rates	14.2%	39.7%	21.0%	10.6%	6.6%	7.8%
Q1-11. Management of stormwater runoff	12.1%	36.4%	25.5%	7.8%	6.4%	11.8%

**WITHOUT "DON'T KNOW"**

**Q1. Perception of the City. Please rate each of the following major categories of services provided by the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of police service	32.3%	46.9%	13.5%	5.3%	2.0%
Q1-2. Quality of fire service	46.0%	41.9%	10.6%	1.6%	0.0%
Q1-3. Quality of City parks & recreation facilities	24.3%	48.8%	16.2%	7.8%	2.9%
Q1-4. Quality of recreational events & programs	24.1%	40.4%	25.2%	6.9%	3.4%
Q1-5. Enforcement of City codes & ordinances	14.3%	32.9%	32.3%	14.0%	6.5%
Q1-6. Quality of customer service you receive from City employees	28.0%	41.6%	24.0%	3.7%	2.7%
Q1-7. Effectiveness of City communication	18.2%	36.4%	31.2%	10.6%	3.6%
Q1-8. Management of traffic flow on City streets	11.4%	39.7%	22.9%	15.3%	10.7%
Q1-9. Maintenance of City streets & other infrastructure (e.g. water, sewer)	14.0%	39.6%	22.9%	15.5%	8.1%
Q1-10. City of Branson's water & sewer rates	15.4%	43.1%	22.8%	11.5%	7.2%
Q1-11. Management of stormwater runoff	13.7%	41.3%	29.0%	8.8%	7.2%

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q2. Top choice	Number	Percent
Quality of police service	77	18.2 %
Quality of fire service	15	3.5 %
Quality of City parks & recreation facilities	26	6.1 %
Quality of recreational events & programs	11	2.6 %
Enforcement of City codes & ordinances	39	9.2 %
Quality of customer service you receive from City employees	7	1.7 %
Effectiveness of City communication	19	4.5 %
Management of traffic flow on City streets	78	18.4 %
Maintenance of City streets & other infrastructure (e.g. water, sewer)	62	14.7 %
City of Branson's water & sewer rates	16	3.8 %
Management of stormwater runoff	28	6.6 %
None chosen	45	10.6 %
Total	423	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q2. 2nd choice	Number	Percent
Quality of police service	41	9.7 %
Quality of fire service	44	10.4 %
Quality of City parks & recreation facilities	31	7.3 %
Quality of recreational events & programs	22	5.2 %
Enforcement of City codes & ordinances	36	8.5 %
Quality of customer service you receive from City employees	13	3.1 %
Effectiveness of City communication	13	3.1 %
Management of traffic flow on City streets	53	12.5 %
Maintenance of City streets & other infrastructure (e.g. water, sewer)	52	12.3 %
City of Branson's water & sewer rates	26	6.1 %
Management of stormwater runoff	21	5.0 %
None chosen	71	16.8 %
Total	423	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q2. 3rd choice	Number	Percent
Quality of police service	17	4.0 %
Quality of fire service	18	4.3 %
Quality of City parks & recreation facilities	32	7.6 %
Quality of recreational events & programs	24	5.7 %
Enforcement of City codes & ordinances	33	7.8 %
Quality of customer service you receive from City employees	11	2.6 %
Effectiveness of City communication	34	8.0 %
Management of traffic flow on City streets	47	11.1 %
Maintenance of City streets & other infrastructure (e.g. water, sewer)	49	11.6 %
City of Branson's water & sewer rates	32	7.6 %
Management of stormwater runoff	31	7.3 %
None chosen	95	22.5 %
Total	423	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q2. Sum of top 3 choices	Number	Percent
Quality of police service	135	31.9 %
Quality of fire service	77	18.2 %
Quality of City parks & recreation facilities	89	21.0 %
Quality of recreational events & programs	57	13.5 %
Enforcement of City codes & ordinances	108	25.5 %
Quality of customer service you receive from City employees	31	7.3 %
Effectiveness of City communication	66	15.6 %
Management of traffic flow on City streets	178	42.1 %
Maintenance of City streets & other infrastructure (e.g. water, sewer)	163	38.5 %
City of Branson's water & sewer rates	74	17.5 %
Management of stormwater runoff	80	18.9 %
None chosen	45	10.6 %
Total	1103	

**Q3. Please rate each of the following items that may influence your perception of the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City	17.0%	48.5%	24.3%	2.8%	1.7%	5.7%
Q3-2. Branson's brand/reputation	19.4%	40.2%	20.3%	10.9%	3.3%	5.9%
Q3-3. How well City manages growth	9.0%	33.3%	28.1%	18.0%	4.3%	7.3%
Q3-4. Quality of life in City	21.5%	40.9%	20.1%	10.4%	5.0%	2.1%
Q3-5. Feeling of safety in City	18.9%	40.4%	20.6%	13.0%	5.2%	1.9%
Q3-6. Feeling of safety in your neighborhood	25.3%	41.6%	14.4%	11.6%	5.2%	1.9%
Q3-7. Appearance/visual attractiveness of Historic Downtown Branson	24.3%	44.2%	21.0%	6.4%	1.9%	2.1%
Q3-8. Appearance/visual attractiveness of Highway 76	11.8%	30.0%	28.4%	22.5%	5.2%	2.1%
Q3-9. Appearance/visual attractiveness of City	14.7%	38.5%	27.9%	12.8%	3.5%	2.6%
Q3-10. Value you receive for your City taxes & fees	9.2%	31.9%	30.5%	15.1%	7.6%	5.7%

**WITHOUT "DON'T KNOW"**

**Q3. Please rate each of the following items that may influence your perception of the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	18.0%	51.4%	25.8%	3.0%	1.8%
Q3-2. Branson's brand/reputation	20.6%	42.7%	21.6%	11.6%	3.5%
Q3-3. How well City manages growth	9.7%	36.0%	30.4%	19.4%	4.6%
Q3-4. Quality of life in City	22.0%	41.8%	20.5%	10.6%	5.1%
Q3-5. Feeling of safety in City	19.3%	41.2%	21.0%	13.3%	5.3%
Q3-6. Feeling of safety in your neighborhood	25.8%	42.4%	14.7%	11.8%	5.3%
Q3-7. Appearance/visual attractiveness of Historic Downtown Branson	24.9%	45.2%	21.5%	6.5%	1.9%
Q3-8. Appearance/visual attractiveness of Highway 76	12.1%	30.7%	29.0%	22.9%	5.3%
Q3-9. Appearance/visual attractiveness of City	15.0%	39.6%	28.6%	13.1%	3.6%
Q3-10. Value you receive for your City taxes & fees	9.8%	33.8%	32.3%	16.0%	8.0%

**Q4. Public Safety. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. City efforts to prevent crime	13.2%	37.4%	23.9%	11.3%	5.4%	8.7%
Q4-2. Enforcement of local traffic laws	12.3%	48.7%	22.5%	7.1%	3.5%	5.9%
Q4-3. How quickly police respond to emergencies	21.5%	36.6%	17.5%	5.2%	2.4%	16.8%
Q4-4. How quickly fire personnel respond to emergencies	31.9%	34.5%	12.5%	1.9%	0.2%	18.9%

**WITHOUT "DON'T KNOW"**

**Q4. Public Safety. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. City efforts to prevent crime	14.5%	40.9%	26.2%	12.4%	6.0%
Q4-2. Enforcement of local traffic laws	13.1%	51.8%	23.9%	7.5%	3.8%
Q4-3. How quickly police respond to emergencies	25.9%	44.0%	21.0%	6.3%	2.8%
Q4-4. How quickly fire personnel respond to emergencies	39.4%	42.6%	15.5%	2.3%	0.3%

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

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Maintenance of City parks	16.1%	41.1%	18.2%	7.1%	2.4%	15.1%
Q5-2. Location of City parks	16.1%	42.6%	20.6%	5.7%	1.7%	13.5%
Q5-3. Number of walking paths & trails	16.3%	35.7%	20.3%	10.6%	4.0%	13.0%
Q5-4. Maintenance of walking paths & trails	15.8%	36.9%	24.3%	5.0%	2.6%	15.4%
Q5-5. Quality of City swimming pool	12.5%	22.0%	21.3%	4.0%	1.2%	39.0%
Q5-6. Number of outdoor athletic fields	14.7%	26.7%	22.0%	8.7%	1.4%	26.5%
Q5-7. Number of indoor gyms	9.9%	24.1%	21.5%	13.0%	4.0%	27.4%
Q5-8. Quality of City recreation programs for youth	11.3%	24.3%	23.2%	5.2%	1.7%	34.3%
Q5-9. Quality of City recreation programs for adults	10.4%	23.4%	23.2%	10.9%	3.8%	28.4%
Q5-10. Quality of City recreation programs for seniors	10.2%	20.3%	23.2%	11.1%	2.8%	32.4%
Q5-11. Fees charged to participate in programs	8.7%	20.1%	27.4%	10.9%	3.3%	29.6%
Q5-12. Number of City parks	11.8%	27.9%	25.3%	10.9%	4.5%	19.6%
Q5-13. Quality of events	12.1%	28.4%	24.6%	7.3%	3.1%	24.6%

**WITHOUT "DON'T KNOW"**

**Q5. Parks and Recreation. Please rate your satisfaction with each of the following Parks and Recreation items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Maintenance of City parks	18.9%	48.5%	21.4%	8.4%	2.8%
Q5-2. Location of City parks	18.6%	49.2%	23.8%	6.6%	1.9%
Q5-3. Number of walking paths & trails	18.8%	41.0%	23.4%	12.2%	4.6%
Q5-4. Maintenance of walking paths & trails	18.7%	43.6%	28.8%	5.9%	3.1%
Q5-5. Quality of City swimming pool	20.5%	36.0%	34.9%	6.6%	1.9%
Q5-6. Number of outdoor athletic fields	19.9%	36.3%	29.9%	11.9%	1.9%
Q5-7. Number of indoor gyms	13.7%	33.2%	29.6%	17.9%	5.5%
Q5-8. Quality of City recreation programs for youth	17.3%	37.1%	35.3%	7.9%	2.5%
Q5-9. Quality of City recreation programs for adults	14.5%	32.7%	32.3%	15.2%	5.3%
Q5-10. Quality of City recreation programs for seniors	15.0%	30.1%	34.3%	16.4%	4.2%
Q5-11. Fees charged to participate in programs	12.4%	28.5%	38.9%	15.4%	4.7%
Q5-12. Number of City parks	14.7%	34.7%	31.5%	13.5%	5.6%
Q5-13. Quality of events	16.0%	37.6%	32.6%	9.7%	4.1%

**Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q6. Top choice	Number	Percent
Maintenance of City parks	63	14.9 %
Location of City parks	13	3.1 %
Number of walking paths & trails	47	11.1 %
Maintenance of walking paths & trails	23	5.4 %
Quality of City swimming pool	9	2.1 %
Number of outdoor athletic fields	13	3.1 %
Number of indoor gyms	22	5.2 %
Quality of City recreation programs for youth	23	5.4 %
Quality of City recreation programs for adults	16	3.8 %
Quality of City recreation programs for seniors	30	7.1 %
Fees charged to participate in programs	24	5.7 %
Number of City parks	13	3.1 %
Quality of events	15	3.5 %
None chosen	112	26.5 %
Total	423	100.0 %

**Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q6. 2nd choice	Number	Percent
Maintenance of City parks	30	7.1 %
Location of City parks	15	3.5 %
Number of walking paths & trails	24	5.7 %
Maintenance of walking paths & trails	40	9.5 %
Quality of City swimming pool	13	3.1 %
Number of outdoor athletic fields	8	1.9 %
Number of indoor gyms	26	6.1 %
Quality of City recreation programs for youth	20	4.7 %
Quality of City recreation programs for adults	27	6.4 %
Quality of City recreation programs for seniors	31	7.3 %
Fees charged to participate in programs	28	6.6 %
Number of City parks	17	4.0 %
Quality of events	14	3.3 %
None chosen	130	30.7 %
Total	423	100.0 %

**Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q6. 3rd choice	Number	Percent
Maintenance of City parks	25	5.9 %
Location of City parks	17	4.0 %
Number of walking paths & trails	27	6.4 %
Maintenance of walking paths & trails	14	3.3 %
Quality of City swimming pool	12	2.8 %
Number of outdoor athletic fields	10	2.4 %
Number of indoor gyms	19	4.5 %
Quality of City recreation programs for youth	18	4.3 %
Quality of City recreation programs for adults	23	5.4 %
Quality of City recreation programs for seniors	27	6.4 %
Fees charged to participate in programs	28	6.6 %
Number of City parks	17	4.0 %
Quality of events	35	8.3 %
None chosen	151	35.7 %
Total	423	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q6. Sum of top 3 choices	Number	Percent
Maintenance of City parks	118	27.9 %
Location of City parks	45	10.6 %
Number of walking paths & trails	98	23.2 %
Maintenance of walking paths & trails	77	18.2 %
Quality of City swimming pool	34	8.0 %
Number of outdoor athletic fields	31	7.3 %
Number of indoor gyms	67	15.8 %
Quality of City recreation programs for youth	61	14.4 %
Quality of City recreation programs for adults	66	15.6 %
Quality of City recreation programs for seniors	88	20.8 %
Fees charged to participate in programs	80	18.9 %
Number of City parks	47	11.1 %
Quality of events	64	15.1 %
None chosen	112	26.5 %
Total	988	

**Q7. Communication. Please rate your satisfaction with each of the following communication items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Availability of information about City programs & services	9.9%	31.7%	29.6%	14.9%	4.0%	9.9%
Q7-2. City efforts to keep you informed about local issues	9.9%	30.0%	24.1%	21.3%	5.2%	9.5%
Q7-3. City efforts to have an open, inclusive, responsive government	9.9%	28.1%	29.1%	15.1%	5.7%	12.1%

**WITHOUT "DON'T KNOW"**

**Q7. Communication. Please rate your satisfaction with each of the following communication items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Availability of information about City programs & services	11.0%	35.2%	32.8%	16.5%	4.5%
Q7-2. City efforts to keep you informed about local issues	11.0%	33.2%	26.6%	23.5%	5.7%
Q7-3. City efforts to have an open, inclusive, responsive government	11.3%	32.0%	33.1%	17.2%	6.5%

**Q8. Please CHECK ALL of the following sources you use to get information about the City of Branson.**

Q8. Sources you use to get information about City of Branson		
	Number	Percent
Paid newspaper	111	26.2 %
Free newspaper	301	71.2 %
Local television	234	55.3 %
Local radio	201	47.5 %
Organizational meetings	32	7.6 %
Social media (e.g. Facebook, Twitter, Nextdoor)	219	51.8 %
City website (bransonmo.gov)	141	33.3 %
Calling City	54	12.8 %
Word of mouth	256	60.5 %
Other	12	2.8 %
Total	1561	

**Q8-10. Other**

Q8-10. Other		
	Number	Percent
Boardwalk COA	1	8.3 %
Attend city aldermen meetings	1	8.3 %
Karen best mayor feedback	1	8.3 %
Nextdoor	1	8.3 %
Everything needs to be solar built	1	8.3 %
City text alerts and emails	1	8.3 %
Phone/text	1	8.3 %
Neighborhood site	1	8.3 %
Hometown Daily News	1	8.3 %
PARENTS IN PAST	1	8.3 %
SIGNS	1	8.3 %
Driving around	1	8.3 %
Total	12	100.0 %

**Q9. Please CHECK ALL of the following ways you would prefer to receive information about the City of Branson.**

Q9. Ways you would prefer to receive information about City of Branson	Number	Percent
Traditional media (print, broadcast)	214	50.6 %
City newsletter (direct mailing)	239	56.5 %
Online/digital media (e.g. website, social media)	251	59.3 %
Other	16	3.8 %
Total	720	

**Q9-4. Other**

Q9-4. Other	Number	Percent
Email	4	25.0 %
MAIL	1	6.3 %
Solar	1	6.3 %
Email newsletter to all who sign up for it, email all meeting notes etc	1	6.3 %
Streaming local TV channel	1	6.3 %
Signs, promotion events, sign ups	1	6.3 %
Media site where someone could sign up to receive all info	1	6.3 %
Radio	1	6.3 %
TV	1	6.3 %
Events calendar	1	6.3 %
Text connect	1	6.3 %
CITY NEWS LETTER EMAIL	1	6.3 %
Publisize how to find info	1	6.3 %
Total	16	100.0 %

**Q10. Please CHECK ALL of the following City communication tools that you are aware of.**

Q10. City communication tools you are aware of	Number	Percent
SMS Text messages	104	24.6 %
City's Twitter	48	11.3 %
City Facebook	168	39.7 %
Police Twitter	28	6.6 %
Branson Alerts	165	39.0 %
LinkedIn	15	3.5 %
Google+	50	11.8 %
City newsletter	76	18.0 %
Nextdoor	97	22.9 %
City website	207	48.9 %
Total	958	

**Q11. Utility Services. Please rate your satisfaction with each of the following utility services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Drop-off recycling services	18.7%	32.4%	20.8%	8.5%	3.1%	16.5%
Q11-2. Bulky item pick up/removal that occurs twice a year (e.g. old furniture, appliances)	20.1%	29.8%	22.7%	6.6%	2.4%	18.4%
Q11-3. Reliability of City of Branson's water service	26.5%	42.6%	15.4%	3.5%	2.6%	9.5%
Q11-4. Reliability of City of Branson's wastewater services	25.8%	43.0%	17.5%	1.9%	2.1%	9.7%
Q11-5. Response to City of Branson's water & sewer issues/concerns	15.8%	32.4%	24.1%	3.3%	4.0%	20.3%

**WITHOUT "DON'T KNOW"**

**Q11. Utility Services. Please rate your satisfaction with each of the following utility services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Drop-off recycling services	22.4%	38.8%	24.9%	10.2%	3.7%
Q11-2. Bulky item pick up/removal that occurs twice a year (e.g. old furniture, appliances)	24.6%	36.5%	27.8%	8.1%	2.9%
Q11-3. Reliability of City of Branson's water service	29.2%	47.0%	17.0%	3.9%	2.9%
Q11-4. Reliability of City of Branson's wastewater services	28.5%	47.6%	19.4%	2.1%	2.4%
Q11-5. Response to City of Branson's water & sewer issues/concerns	19.9%	40.7%	30.3%	4.2%	5.0%

**Q12. Maintenance. Please rate your satisfaction with each of the following maintenance items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Condition of major City streets	15.4%	50.8%	17.5%	10.9%	4.0%	1.4%
Q12-2. Condition of streets in your neighborhood	16.1%	42.3%	16.5%	12.8%	9.0%	3.3%
Q12-3. Condition of City sidewalks	12.3%	37.8%	20.3%	14.2%	8.3%	7.1%
Q12-4. Quality of City snow removal	13.0%	40.4%	22.9%	9.7%	3.8%	10.2%
Q12-5. Condition of street signs & traffic signals	15.1%	53.7%	19.4%	6.6%	2.8%	2.4%
Q12-6. Mowing & trimming along City streets & other public areas	19.4%	45.6%	18.4%	9.5%	4.3%	2.8%
Q12-7. Adequacy of City street lighting	11.3%	39.0%	22.5%	18.4%	6.4%	2.4%
Q12-8. Cleanliness of City streets	14.4%	49.6%	20.6%	9.7%	3.1%	2.6%
Q12-9. Cleanliness of stormwater drains & creeks in your neighborhood	13.2%	42.3%	21.0%	9.9%	5.4%	8.0%

**WITHOUT "DON'T KNOW"**

**Q12. Maintenance. Please rate your satisfaction with each of the following maintenance items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Condition of major City streets	15.6%	51.6%	17.7%	11.0%	4.1%
Q12-2. Condition of streets in your neighborhood	16.6%	43.8%	17.1%	13.2%	9.3%
Q12-3. Condition of City sidewalks	13.2%	40.7%	21.9%	15.3%	8.9%
Q12-4. Quality of City snow removal	14.5%	45.0%	25.5%	10.8%	4.2%
Q12-5. Condition of street signs & traffic signals	15.5%	55.0%	19.9%	6.8%	2.9%
Q12-6. Mowing & trimming along City streets & other public areas	20.0%	47.0%	19.0%	9.7%	4.4%
Q12-7. Adequacy of City street lighting	11.6%	40.0%	23.0%	18.9%	6.5%
Q12-8. Cleanliness of City streets	14.8%	51.0%	21.1%	10.0%	3.2%
Q12-9. Cleanliness of stormwater drains & creeks in your neighborhood	14.4%	46.0%	22.9%	10.8%	5.9%

**Q13. Which TWO of the maintenance items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q13. Top choice	Number	Percent
Condition of major City streets	81	19.1 %
Condition of streets in your neighborhood	61	14.4 %
Condition of City sidewalks	37	8.7 %
Quality of City snow removal	35	8.3 %
Condition of street signs & traffic signals	20	4.7 %
Mowing & trimming along City streets & other public areas	26	6.1 %
Adequacy of City street lighting	51	12.1 %
Cleanliness of City streets	28	6.6 %
Cleanliness of stormwater drains & creeks in your neighborhood	25	5.9 %
None chosen	59	13.9 %
Total	423	100.0 %

**Q13. Which TWO of the maintenance items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q13. 2nd choice	Number	Percent
Condition of major City streets	39	9.2 %
Condition of streets in your neighborhood	37	8.7 %
Condition of City sidewalks	45	10.6 %
Quality of City snow removal	34	8.0 %
Condition of street signs & traffic signals	22	5.2 %
Mowing & trimming along City streets & other public areas	36	8.5 %
Adequacy of City street lighting	66	15.6 %
Cleanliness of City streets	32	7.6 %
Cleanliness of stormwater drains & creeks in your neighborhood	29	6.9 %
None chosen	83	19.6 %
Total	423	100.0 %

**SUM OF TOP 2 CHOICES****Q13. Which TWO of the maintenance items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q13. Sum of top 2 choices	Number	Percent
Condition of major City streets	120	28.4 %
Condition of streets in your neighborhood	98	23.2 %
Condition of City sidewalks	82	19.4 %
Quality of City snow removal	69	16.3 %
Condition of street signs & traffic signals	42	9.9 %
Mowing & trimming along City streets & other public areas	62	14.7 %
Adequacy of City street lighting	117	27.7 %
Cleanliness of City streets	60	14.2 %
Cleanliness of stormwater drains & creeks in your neighborhood	54	12.8 %
None chosen	59	13.9 %
Total	763	

**Q14. 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?**

Q14. How well does City of Branson work with other governmental organizations in our region	Number	Percent
Very well	53	12.5 %
Generally well	105	24.8 %
Somewhat well	60	14.2 %
Not particularly well	21	5.0 %
Not well at all	12	2.8 %
Don't know	172	40.7 %
Total	423	100.0 %

**WITHOUT "DON'T KNOW"**

**Q14. 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? (without "don't know")**

Q14. How well does City of Branson work with other governmental organizations in our region	Number	Percent
Very well	53	21.1 %
Generally well	105	41.8 %
Somewhat well	60	23.9 %
Not particularly well	21	8.4 %
Not well at all	12	4.8 %
Total	251	100.0 %

**Q15. Code Enforcement. Please rate your satisfaction with each of the following code enforcement items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Quality of code enforcement efforts	10.2%	22.5%	28.6%	10.4%	4.0%	24.3%
Q15-2. Amount of code enforcement	9.2%	19.9%	27.7%	13.0%	3.5%	26.7%
Q15-3. Current sign regulations	7.6%	24.8%	25.1%	11.1%	5.7%	25.8%
Q15-4. Quality of building permitting process	7.1%	19.6%	25.8%	9.9%	3.8%	33.8%

**WITHOUT "DON'T KNOW"**

**Q15. Code Enforcement. Please rate your satisfaction with each of the following code enforcement items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=423)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Quality of code enforcement efforts	13.4%	29.7%	37.8%	13.8%	5.3%
Q15-2. Amount of code enforcement	12.6%	27.1%	37.7%	17.7%	4.8%
Q15-3. Current sign regulations	10.2%	33.4%	33.8%	15.0%	7.6%
Q15-4. Quality of building permitting process	10.7%	29.6%	38.9%	15.0%	5.7%

**Q16. Future Planning. Please indicate how important each of the following issues should be when planning the City's future using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important."**

(N=423)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q16-1. Preserving small-town atmosphere	33.8%	28.6%	21.5%	9.7%	4.5%	1.9%
Q16-2. Addressing needs & concerns in your neighborhood	31.9%	36.2%	22.7%	3.5%	1.4%	4.3%
Q16-3. Diversifying entertainment offerings	29.3%	28.1%	22.5%	11.8%	4.5%	3.8%
Q16-4. Diversifying range of housing options	31.0%	32.9%	22.2%	9.0%	2.1%	2.8%
Q16-5. Minimizing tax increases	45.4%	26.5%	19.4%	5.0%	1.7%	2.1%
Q16-6. Incentivizing economic development	25.1%	32.2%	27.0%	6.9%	4.0%	5.0%
Q16-7. Expanding employment opportunities	42.1%	31.7%	14.9%	6.4%	1.7%	3.3%
Q16-8. Increasing availability of arts & cultural amenities	23.4%	27.4%	28.4%	13.7%	3.5%	3.5%
Q16-9. Improving quality of local governmental services	20.8%	34.3%	33.3%	5.9%	1.2%	4.5%
Q16-10. Enhancing appearance & overall beauty of City	33.3%	31.9%	22.2%	8.3%	1.2%	3.1%
Q16-11. Improving & expanding parks & recreational opportunities	22.0%	28.6%	27.2%	15.6%	3.1%	3.5%
Q16-12. Preserving City's community values	42.1%	28.4%	19.9%	4.5%	1.7%	3.5%
Q16-13. Managing environmental resources including water & air quality	39.5%	34.3%	19.6%	2.8%	0.2%	3.5%
Q16-14. Improving communication & opportunities for public participation	24.8%	35.5%	29.6%	5.7%	0.2%	4.3%
Q16-15. Improving quality of City infrastructure	29.8%	35.0%	27.0%	3.3%	0.5%	4.5%

**WITHOUT "NOT PROVIDED"**

**Q16. Future Planning. Please indicate how important each of the following issues should be when planning the City's future using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important." (without "not provided")**

(N=423)

	Extremely important	Very important	Important	Less important	Not important
Q16-1. Preserving small-town atmosphere	34.5%	29.2%	21.9%	9.9%	4.6%
Q16-2. Addressing needs & concerns in your neighborhood	33.3%	37.8%	23.7%	3.7%	1.5%
Q16-3. Diversifying entertainment offerings	30.5%	29.2%	23.3%	12.3%	4.7%
Q16-4. Diversifying range of housing options	31.9%	33.8%	22.9%	9.2%	2.2%
Q16-5. Minimizing tax increases	46.4%	27.1%	19.8%	5.1%	1.7%
Q16-6. Incentivizing economic development	26.4%	33.8%	28.4%	7.2%	4.2%
Q16-7. Expanding employment opportunities	43.5%	32.8%	15.4%	6.6%	1.7%
Q16-8. Increasing availability of arts & cultural amenities	24.3%	28.4%	29.4%	14.2%	3.7%
Q16-9. Improving quality of local governmental services	21.8%	35.9%	34.9%	6.2%	1.2%
Q16-10. Enhancing appearance & overall beauty of City	34.4%	32.9%	22.9%	8.5%	1.2%
Q16-11. Improving & expanding parks & recreational opportunities	22.8%	29.7%	28.2%	16.2%	3.2%
Q16-12. Preserving City's community values	43.6%	29.4%	20.6%	4.7%	1.7%
Q16-13. Managing environmental resources including water & air quality	40.9%	35.5%	20.3%	2.9%	0.2%

**WITHOUT "NOT PROVIDED"**

**Q16. Future Planning. Please indicate how important each of the following issues should be when planning the City's future using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important." (without "not provided")**

	Extremely important	Very important	Important	Less important	Not important
Q16-14. Improving communication & opportunities for public participation	25.9%	37.0%	30.9%	5.9%	0.2%
Q16-15. Improving quality of City infrastructure	31.2%	36.6%	28.2%	3.5%	0.5%

**Q17. Which THREE of the issues listed in Question 16 should be MOST IMPORTANT when planning the City's future?**

Q17. Top choice	Number	Percent
Preserving small-town atmosphere	70	16.5 %
Addressing needs & concerns in your neighborhood	22	5.2 %
Diversifying entertainment offerings	27	6.4 %
Diversifying range of housing options	32	7.6 %
Minimizing tax increases	53	12.5 %
Incentivizing economic development	13	3.1 %
Expanding employment opportunities	38	9.0 %
Increasing availability of arts & cultural amenities	12	2.8 %
Enhancing appearance & overall beauty of City	16	3.8 %
Improving & expanding parks & recreational opportunities	13	3.1 %
Preserving City's community values	36	8.5 %
Managing environmental resources including water & air quality	15	3.5 %
Improving communication & opportunities for public participation	5	1.2 %
Improving quality of City infrastructure	19	4.5 %
<u>None chosen</u>	<u>52</u>	<u>12.3 %</u>
Total	423	100.0 %

**Q17. Which THREE of the issues listed in Question 16 should be MOST IMPORTANT when planning the City's future?**

Q17. 2nd choice	Number	Percent
Preserving small-town atmosphere	26	6.1 %
Addressing needs & concerns in your neighborhood	20	4.7 %
Diversifying entertainment offerings	30	7.1 %
Diversifying range of housing options	26	6.1 %
Minimizing tax increases	63	14.9 %
Incentivizing economic development	16	3.8 %
Expanding employment opportunities	55	13.0 %
Increasing availability of arts & cultural amenities	7	1.7 %
Improving quality of local governmental services	13	3.1 %
Enhancing appearance & overall beauty of City	22	5.2 %
Improving & expanding parks & recreational opportunities	17	4.0 %
Preserving City's community values	23	5.4 %
Managing environmental resources including water & air quality	18	4.3 %
Improving communication & opportunities for public participation	8	1.9 %
Improving quality of City infrastructure	17	4.0 %
<u>None chosen</u>	<u>62</u>	<u>14.7 %</u>
Total	423	100.0 %

**Q17. Which THREE of the issues listed in Question 16 should be MOST IMPORTANT when planning the City's future?**

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Preserving small-town atmosphere	22	5.2 %
Addressing needs & concerns in your neighborhood	14	3.3 %
Diversifying entertainment offerings	17	4.0 %
Diversifying range of housing options	23	5.4 %
Minimizing tax increases	41	9.7 %
Incentivizing economic development	12	2.8 %
Expanding employment opportunities	46	10.9 %
Increasing availability of arts & cultural amenities	23	5.4 %
Improving quality of local governmental services	13	3.1 %
Enhancing appearance & overall beauty of City	22	5.2 %
Improving & expanding parks & recreational opportunities	12	2.8 %
Preserving City's community values	36	8.5 %
Managing environmental resources including water & air quality	23	5.4 %
Improving communication & opportunities for public participation	9	2.1 %
Improving quality of City infrastructure	35	8.3 %
<u>None chosen</u>	<u>75</u>	<u>17.7 %</u>
Total	423	100.0 %

**SUM OF TOP 3 CHOICES****Q17. Which THREE of the issues listed in Question 16 should be MOST IMPORTANT when planning the City's future? (top 3)**

<u>Q17. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Preserving small-town atmosphere	118	27.9 %
Addressing needs & concerns in your neighborhood	56	13.2 %
Diversifying entertainment offerings	74	17.5 %
Diversifying range of housing options	81	19.1 %
Minimizing tax increases	157	37.1 %
Incentivizing economic development	41	9.7 %
Expanding employment opportunities	139	32.9 %
Increasing availability of arts & cultural amenities	42	9.9 %
Improving quality of local governmental services	26	6.1 %
Enhancing appearance & overall beauty of City	60	14.2 %
Improving & expanding parks & recreational opportunities	42	9.9 %
Preserving City's community values	95	22.5 %
Managing environmental resources including water & air quality	56	13.2 %
Improving communication & opportunities for public participation	22	5.2 %
Improving quality of City infrastructure	71	16.8 %
<u>None chosen</u>	<u>52</u>	<u>12.3 %</u>
Total	1132	

**Q18. Commute. Which ONE of the following best describes how you normally commute to work?**

Q18. What best describes how you normally commute to work	Number	Percent
Personal vehicle	281	66.4 %
Carpool (shared vehicle)	1	0.2 %
Ride share (e.g. Lyft, Uber)	1	0.2 %
Taxi service	1	0.2 %
Regional bus service	2	0.5 %
Bicycle	3	0.7 %
Walk	7	1.7 %
Other	7	1.7 %
Not employed	120	28.4 %
Total	423	100.0 %

**Q18-8. Other**

Q18-8. Other	Number	Percent
Work from home	2	40.0 %
VESPA	1	20.0 %
Travel, company vehicle	1	20.0 %
Oats	1	20.0 %
Total	5	100.0 %

**Q19. On average, how long is your daily work commute?**

Q19. How long is your daily work commute on average	Number	Percent
0 minutes (work from home)	29	9.6 %
1-10 minutes	125	41.3 %
11-20 minutes	96	31.7 %
21-30 minutes	24	7.9 %
31-60 minutes	14	4.6 %
60+ minutes	9	3.0 %
Not provided	6	2.0 %
Total	303	100.0 %

**WITHOUT "NOT PROVIDED"****Q19. On average, how long is your daily work commute? (without "not provided")**

Q19. How long is your daily work commute on average	Number	Percent
0 minutes (work from home)	29	9.8 %
1-10 minutes	125	42.1 %
11-20 minutes	96	32.3 %
21-30 minutes	24	8.1 %
31-60 minutes	14	4.7 %
60+ minutes	9	3.0 %
Total	297	100.0 %

**Q20. Customer Satisfaction. Have you contacted the City of Branson during the past year?**

Q20. Have you contacted City of Branson during past year	Number	Percent
Yes	226	53.4 %
No	197	46.6 %
Total	423	100.0 %

**Q20a. Please CHECK ALL of the following City departments you contacted.**

Q20a. City departments you contacted	Number	Percent
Police	110	48.7 %
Fire	44	19.5 %
Parks & Recreation	42	18.6 %
City Administration	88	38.9 %
Planning & Development	76	33.6 %
Finance	27	11.9 %
Clerk/Court	43	19.0 %
Public Works (streets, recycling)	72	31.9 %
Utilities (water/wastewater)	97	42.9 %
Other	14	6.2 %
Total	613	

**Q20a-10. Other**

Q20a-10. Other	Number	Percent
Animal control	2	14.3 %
Bus barn	1	7.1 %
Regarding garage sales reoccurring	1	7.1 %
Solar reduce that electricity bill	1	7.1 %
PERMIT/YARD SALE	1	7.1 %
Trees	1	7.1 %
CLEARING STREET	1	7.1 %
CITY INSPECTOR	1	7.1 %
Chamber of Commerce	1	7.1 %
Code enforcement	1	7.1 %
SIDEWALKS	1	7.1 %
Maintenance	1	7.1 %
Churches	1	7.1 %
Total	14	100.0 %

**Q20b. Please rate your satisfaction with the employees in the City Department you contacted most recently with regard to the following.**

(N=226)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20b-1. How easy they were to contact	42.5%	40.7%	10.6%	3.1%	2.2%	0.9%
Q20b-2. The way you were treated	46.9%	33.2%	9.3%	6.6%	3.1%	0.9%
Q20b-3. Accuracy of information you were given	39.4%	36.7%	12.8%	5.3%	3.5%	2.2%
Q20b-4. How quickly City staff responded to your request	40.3%	33.6%	13.7%	5.3%	5.8%	1.3%
Q20b-5. How well your issue was resolved	38.1%	30.1%	13.7%	5.8%	9.7%	2.7%

**WITHOUT "DON'T KNOW"**

**Q20b. Please rate your satisfaction with the employees in the City Department you contacted most recently with regard to the following. (without "don't know")**

(N=226)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20b-1. How easy they were to contact	42.9%	41.1%	10.7%	3.1%	2.2%
Q20b-2. The way you were treated	47.3%	33.5%	9.4%	6.7%	3.1%
Q20b-3. Accuracy of information you were given	40.3%	37.6%	13.1%	5.4%	3.6%
Q20b-4. How quickly City staff responded to your request	40.8%	34.1%	13.9%	5.4%	5.8%
Q20b-5. How well your issue was resolved	39.1%	30.9%	14.1%	5.9%	10.0%

**Q21. Overall Ratings of the City. Please rate the City of Branson with regard to each of the following using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=423)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q21-1. As a place to live	40.0%	40.4%	7.1%	7.3%	3.8%	1.4%
Q21-2. As a place to raise a family	35.7%	37.4%	9.7%	5.9%	4.5%	6.9%
Q21-3. As a place to work	19.4%	31.4%	20.6%	14.2%	8.0%	6.4%
Q21-4. As a place to retire	37.1%	36.4%	11.3%	5.2%	4.5%	5.4%
Q21-5. As a place to visit	54.4%	31.2%	9.0%	1.4%	1.4%	2.6%
Q21-6. As a City that is moving in a positive direction	19.1%	41.4%	18.7%	9.9%	6.1%	4.7%

**WITHOUT "DON'T KNOW"**

**Q21. Overall Ratings of the City. Please rate the City of Branson with regard to each of the following using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=423)

	Excellent	Good	Neutral	Below average	Poor
Q21-1. As a place to live	40.5%	41.0%	7.2%	7.4%	3.8%
Q21-2. As a place to raise a family	38.3%	40.1%	10.4%	6.3%	4.8%
Q21-3. As a place to work	20.7%	33.6%	22.0%	15.2%	8.6%
Q21-4. As a place to retire	39.3%	38.5%	12.0%	5.5%	4.8%
Q21-5. As a place to visit	55.8%	32.0%	9.2%	1.5%	1.5%
Q21-6. As a City that is moving in a positive direction	20.1%	43.4%	19.6%	10.4%	6.5%

**Q22. Approximately how many years have you lived in Branson?**

Q22. How many years have you lived in Branson	Number	Percent
Less than 5 years	106	25.1 %
5-10 years	95	22.5 %
11-20 years	98	23.2 %
20+ years	119	28.1 %
Not provided	5	1.2 %
Total	423	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q22. Approximately how many years have you lived in Branson? (without "not provided")**

Q22. How many years have you lived in Branson	Number	Percent
Less than 5 years	106	25.4 %
5-10 years	95	22.7 %
11-20 years	98	23.4 %
20+ years	119	28.5 %
Total	418	100.0 %

**Q23. What is your age?**

Q23. Your age	Number	Percent
Under 25 years	73	17.3 %
25-34 years	73	17.3 %
35-44 years	81	19.1 %
45-54 years	71	16.8 %
55-64 years	68	16.1 %
65-74 years	46	10.9 %
Not provided	11	2.6 %
Total	423	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q23. What is your age? (without "not provided")**

Q23. Your age	Number	Percent
Under 25 years	73	17.7 %
25-34 years	73	17.7 %
35-44 years	81	19.7 %
45-54 years	71	17.2 %
55-64 years	68	16.5 %
65-74 years	46	11.2 %
Total	412	100.0 %

**Q24. What is your gender?**

Q24. Your gender	Number	Percent
Male	213	50.4 %
Female	209	49.4 %
Not provided	1	0.2 %
Total	423	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q24. What is your gender? (without "not provided")**

Q24. Your gender	Number	Percent
Male	213	50.5 %
Female	209	49.5 %
Total	422	100.0 %

**Q25. Which of the following best describes your race/ethnicity?**

Q25. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	7	1.7 %
White	380	89.8 %
American Indian/Eskimo	6	1.4 %
Black/African American	8	1.9 %
Hispanic/Latino/Spanish	37	8.7 %
Other	3	0.7 %
Total	441	

**Q25-6. Other**

Q25-6. Other	Number	Percent
MIXED	2	66.7 %
INDO EUROPEAN	1	33.3 %
Total	3	100.0 %

**Q26. What is your total annual household income?**

<u>Q26. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	88	20.8 %
\$30K to \$59,999	126	29.8 %
\$60K to \$99,999	84	19.9 %
\$100K+	74	17.5 %
Not provided	51	12.1 %
Total	423	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q26. What is your total annual household income? (without "not provided")**

<u>Q26. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	88	23.7 %
\$30K to \$59,999	126	33.9 %
\$60K to \$99,999	84	22.6 %
\$100K+	74	19.9 %
Total	372	100.0 %

## **Section 5**

### ***Survey Instrument***

---



**PLANNING & DEVELOPMENT DEPARTMENT**  
PLANNING & ZONING | BUILDING PERMITS | SIGN PERMITS | CODE ENFORCEMENT

November 2018

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 Joel Hornickel in the Planning and Development Department at 417-337-8546 or by email at [jhornickel@bransonmo.gov](mailto:jhornickel@bransonmo.gov). Again, thank you for taking the time to complete the survey to better our community.

Sincerely,

Karen Best  
Mayor

# 2018 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 its services. If you have questions, please contact Joel Hornickel at 417-337-8546 or [jhornickel@bransonmo.gov](mailto:jhornickel@bransonmo.gov).

1. **Perception of the City.** Please rate each of the following major categories of services provided by the City of Branson using 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
01. Quality of police service	5	4	3	2	1	9
02. Quality of fire service	5	4	3	2	1	9
03. Quality of City parks and recreation facilities	5	4	3	2	1	9
04. Quality of recreational events and programs	5	4	3	2	1	9
05. Enforcement of City codes and ordinances	5	4	3	2	1	9
06. Quality of customer service you receive from City employees	5	4	3	2	1	9
07. Effectiveness of City communication	5	4	3	2	1	9
08. Management of traffic flow on City streets	5	4	3	2	1	9
09. Maintenance of City streets and other infrastructure (e.g. water, sewer)	5	4	3	2	1	9
10. City of Branson's water and sewer rates	5	4	3	2	1	9
11. Management of stormwater runoff	5	4	3	2	1	9

2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 1.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

3. Please rate each of the following items that may influence your perception of the City of Branson using 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
01. Overall quality of services provided by the City	5	4	3	2	1	9
02. Branson's brand/reputation	5	4	3	2	1	9
03. How well the City manages growth	5	4	3	2	1	9
04. Quality of life in the City	5	4	3	2	1	9
05. Feeling of safety in the City	5	4	3	2	1	9
06. Feeling of safety in your neighborhood	5	4	3	2	1	9
07. Appearance/visual attractiveness of Historic Downtown Branson	5	4	3	2	1	9
08. Appearance/visual attractiveness of Highway 76	5	4	3	2	1	9
09. Appearance/visual attractiveness of the City	5	4	3	2	1	9
10. Value you receive for your City taxes and fees	5	4	3	2	1	9

**4. Public Safety.** Please rate your satisfaction with each of the following public safety items using 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
1. City efforts to prevent crime	5	4	3	2	1	9
2. Enforcement of local traffic laws	5	4	3	2	1	9
3. How quickly police respond to emergencies	5	4	3	2	1	9
4. How quickly fire personnel respond to emergencies	5	4	3	2	1	9

**5. Parks and Recreation.** Please rate your satisfaction with each of the following Parks and Recreation items using 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
01. Maintenance of City parks	5	4	3	2	1	9
02. Location of City parks	5	4	3	2	1	9
03. Number of walking paths and trails	5	4	3	2	1	9
04. Maintenance of walking paths and trails	5	4	3	2	1	9
05. Quality of City swimming pool	5	4	3	2	1	9
06. Number of outdoor athletic fields	5	4	3	2	1	9
07. Number of in-door gyms	5	4	3	2	1	9
08. Quality of City recreation programs for youth	5	4	3	2	1	9
09. Quality of City recreation programs for adults	5	4	3	2	1	9
10. Quality of City recreation programs for seniors	5	4	3	2	1	9
11. Fees charged to participate in programs	5	4	3	2	1	9
12. Number of City parks	5	4	3	2	1	9
13. Quality of events	5	4	3	2	1	9

**6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5.]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

**7. Communication.** Please rate your satisfaction with each of the following communication items using 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
1. The availability of information about City programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. City efforts to have an open, inclusive, responsive government	5	4	3	2	1	9

**8. Please CHECK ALL of the following sources you use to get information about the City of Branson.**

- |                           |                                                                            |                           |
|---------------------------|----------------------------------------------------------------------------|---------------------------|
| ____(01) Paid newspaper   | ____(05) Organizational Meetings                                           | ____(08) Calling the City |
| ____(02) Free newspaper   | ____(06) Social Media (e.g. Facebook, Twitter, NextDoor)                   | ____(09) Word of Mouth    |
| ____(03) Local television | ____(07) City website ( <a href="http://bransonmo.gov">bransonmo.gov</a> ) | ____(10) Other: _____     |
| ____(04) Local radio      |                                                                            |                           |

**9. Please CHECK ALL of the following ways you would prefer to receive information about the City of Branson.**

- |                                              |                                                           |
|----------------------------------------------|-----------------------------------------------------------|
| ____(1) Traditional Media (print, broadcast) | ____(3) Online/Digital Media (e.g. website, social media) |
| ____(2) City Newsletter (direct mailing)     | ____(4) Other: _____                                      |

**10. Please CHECK ALL of the following City communication tools that you are aware of.**

- (01) SMS Text messages       (05) Branson Alerts       (09) Nextdoor  
 (02) City's Twitter       (06) LinkedIn       (10) City Website  
 (03) City Facebook       (07) Google+  
 (04) Police Twitter       (08) City Newsletter

**11. Utility Services. Please rate your satisfaction with each of the following utility services using 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
1. Drop-off recycling services	5	4	3	2	1	9
2. Bulky item pick up/removal that occurs twice a year (e.g. old furniture, appliances)	5	4	3	2	1	9
3. Reliability of City of Branson's water service	5	4	3	2	1	9
4. Reliability of City of Branson's wastewater services	5	4	3	2	1	9
5. Response to City of Branson's water and sewer issues/concerns	5	4	3	2	1	9

**12. Maintenance. Please rate your satisfaction with each of the following maintenance items using 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
1. Condition of major City streets	5	4	3	2	1	9
2. Condition of streets in YOUR neighborhood	5	4	3	2	1	9
3. Condition of City sidewalks	5	4	3	2	1	9
4. Quality of city snow removal	5	4	3	2	1	9
5. Condition of street signs and traffic signals	5	4	3	2	1	9
6. Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
7. Adequacy of City street lighting	5	4	3	2	1	9
8. Cleanliness of City streets	5	4	3	2	1	9
9. Cleanliness of stormwater drains and creeks in YOUR neighborhood	5	4	3	2	1	9

**13. Which TWO of the maintenance items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

**14. 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?**

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

**15. Code Enforcement. Please rate your satisfaction with each of the following code enforcement items using 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
1. Quality of Code Enforcement efforts	5	4	3	2	1	9
2. Amount of code enforcement	5	4	3	2	1	9
3. Current sign regulations	5	4	3	2	1	9
4. Quality of building permitting process	5	4	3	2	1	9

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

		Extremely Important	Very Important	Important	Less Important	Not Important
01.	Preserving the small-town atmosphere	5	4	3	2	1
02.	Addressing the needs and concerns in your neighborhood	5	4	3	2	1
03.	Diversify the entertainment offerings	5	4	3	2	1
04.	Diversify the range of housing options	5	4	3	2	1
05.	Minimizing tax increases	5	4	3	2	1
06.	Incentivize economic development	5	4	3	2	1
07.	Expanding employment opportunities	5	4	3	2	1
08.	Increasing the availability of arts and cultural amenities	5	4	3	2	1
09.	Improving the quality of local governmental services	5	4	3	2	1
10.	Enhancing the appearance and overall beauty of the City	5	4	3	2	1
11.	Improving and expanding parks and recreational opportunities	5	4	3	2	1
12.	Preserving the City's community values	5	4	3	2	1
13.	Managing environmental resources including water and air quality	5	4	3	2	1
14.	Improving communication and opportunities for public participation	5	4	3	2	1
15.	Improve the quality of City infrastructure	5	4	3	2	1

17. Which THREE of the issues listed in Question 16 should be MOST IMPORTANT when planning the City's future? [Write in your answers below using the numbers from the list in Question 16.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

18. **Commute.** Which ONE of the following best describes how you normally commute to work?

- (1) Personal vehicle                       (4) Taxi service                       (7) Walk  
 (2) Carpool (shared vehicle)                       (5) Regional bus service                       (8) Other: \_\_\_\_\_  
 (3) Ride share (e.g. Lyft, Uber)                       (6) Bicycle                       (9) Not employed [Skip to Q20.]

19. On average, how long is your daily work commute?

- (1) 0 minutes (work from home)                       (3) 11-20 minutes                       (5) 31-60 minutes  
 (2) 1-10 minutes                       (4) 21-30 minutes                       (6) More than 60 minutes

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

- (1) Yes [Answer Q20a-b.]                       (2) No [Skip to Q21.]

20a. Please CHECK ALL of the following City departments you contacted.

- (01) Police                       (05) Planning and                       (08) Public Works (streets, recycling)  
 (02) Fire                      Development                       (09) Utilities (water/wastewater)  
 (03) Parks and Recreation                       (06) Finance                       (10) Other: \_\_\_\_\_  
 (04) City Administration                       (07) Clerk/Court

20b. Please rate your satisfaction with the employees in the City Department you contacted most recently with regard to the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy they were to contact	5	4	3	2	1	9
2. The way you were treated	5	4	3	2	1	9
3. The accuracy of the information you were given	5	4	3	2	1	9
4. How quickly City staff responded to your request	5	4	3	2	1	9
5. How well your issue was resolved	5	4	3	2	1	9

**21. Overall Ratings of the City. Please rate the City of Branson with regard to each of the following using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

How would you rate the City of Branson...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise a family	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a City that is moving in a positive direction	5	4	3	2	1	9

**22. Approximately how many years have you lived in Branson?**

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

**23. What is your age?**

\_\_\_(1) Under 25 years      \_\_\_(3) 35-44 years      \_\_\_(5) 55-64 years      \_\_\_(7) 75+ years  
 \_\_\_(2) 25-34 years      \_\_\_(4) 45-54 years      \_\_\_(6) 65-74 years

**24. What is your gender?**      \_\_\_(1) Male      \_\_\_(2) Female

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

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

**26. What is your total annual household income?**

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

**27. What do you like/dislike about living in Branson?**

---

**28. To make Branson an even better community, what idea(s) would you suggest the City consider for the future?**

---



---



---

**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 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. Thank you.