

City of Branson Community Survey

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Findings
Report

Submitted to the City of Branson, Missouri:

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Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Importance Satisfaction Analysis	28
Importance Satisfaction Matrix	34
Section 3: Benchmarking Analysis	38
Section 4: Tabular Data	46
Section 5: Survey Instrument	82
Appendix A: GIS Maps	
Appendix B: Open Ended Comments	

2016 City of Branson Community Survey Executive Summary

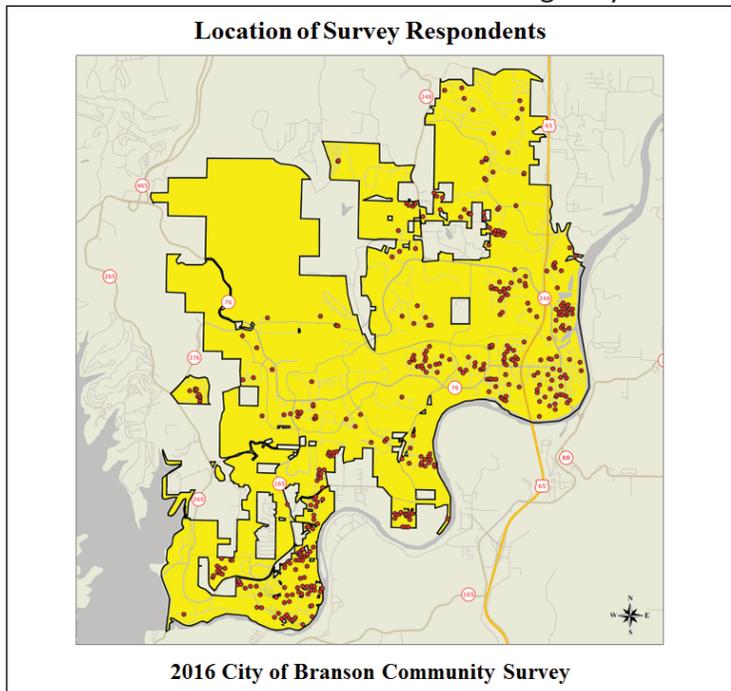
Purpose and Methodology

ETC Institute administered a survey to residents of the City of Branson during the fall and winter of 2016. 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, and 2015.

The six-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 and placed phone calls 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. The goal was exceeded with a total of 523 residents completing the survey. The overall results for the sample of 523 households have a precision of at least +/-4.3% 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 and 2015 community surveys,
- benchmarking data that shows 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

Seventy-one percent (71%) 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 figure is aligned with results from ETC Institute’s national survey and surveys administered in communities that are of similar size. Sixty-nine percent (69%) 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 (89%), overall quality of police services (80%), overall quality of parks and recreation facilities (75%), and the customer service received from City employees (73%). For 10 of the 11 major categories of City services that were rated, 50% or more of residents *who had an opinion* were “very satisfied” or “satisfied”, City leaders have done a great job of ensuring overall satisfaction among residents is very high. Although City Leaders should be pleased with the overall satisfaction among residents in the community, the overall traffic flow continues to be an issue residents see as a major issue in the City.

Feelings of Safety

Sixty-eight percent (68%) of respondents, *who had an opinion*, were either “very satisfied” or “satisfied” when rating their overall feeling of safety in City. Sixty-nine percent (69%) 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 (85%), how quickly police respond to emergencies (74%), 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 (61%). The satisfaction figures for public safety services saw an upward trend from the 2015 survey results.

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 maintenance of City parks (75%) the location of City parks (73%), and the number of outdoor athletic fields (63%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years were the number of walking and biking trails, the maintenance of City parks, and the Quality of City recreation programs for seniors. Overall, the City of Branson performed very well when compared to previous years, and performed similarly to the U.S. and similarly sized community results.

- When respondents were asked to indicate which services or programs they would be most likely to utilize movies in the park and new community events were the most selected.

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 (47%), and efforts for an open, inclusive, and responsive government (41%). These results compared favorably to the 2015 results.

- 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 (74%) word of mouth (58%), and local television (53%).
- Residents most prefer to receive information on City news and events from the City’s newsletter, and traditional print and broadcast media.

- A majority of respondents indicated they were aware of Branson Alerts and the City website 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 (74%) and the reliability of the City’s water service (74%).

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 (72%), the mowing and trimming along streets and other public areas (68%), and the cleanliness of City streets (66%). Residents were generally satisfied with City maintenance services, and generally more satisfied in 2016 than 2015. The two items respondents indicated should receive the most emphasis over the next two years are; the condition of major City streets, and 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: the quality of code enforcement efforts (41%), and current sign regulations (39%). 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 (56%) of respondents indicated the City of Branson does “very well” (11%), “generally well” (28%), or “somewhat well” (17%). Over one-third (36%) of respondents indicated they “don’t know”, 7% indicated “not particularly well”, and 2% 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.
- Respondent’s satisfaction with code enforcement appeared to be very low. However, if you take into account the “neutral” responses, and the generally low number of “Dissatisfied” responses it is clear that a large number respondents are not aware of most code enforcement services. The City might see an increase in positive satisfaction ratings if they were to begin publicizing code enforcement initiatives throughout the City.

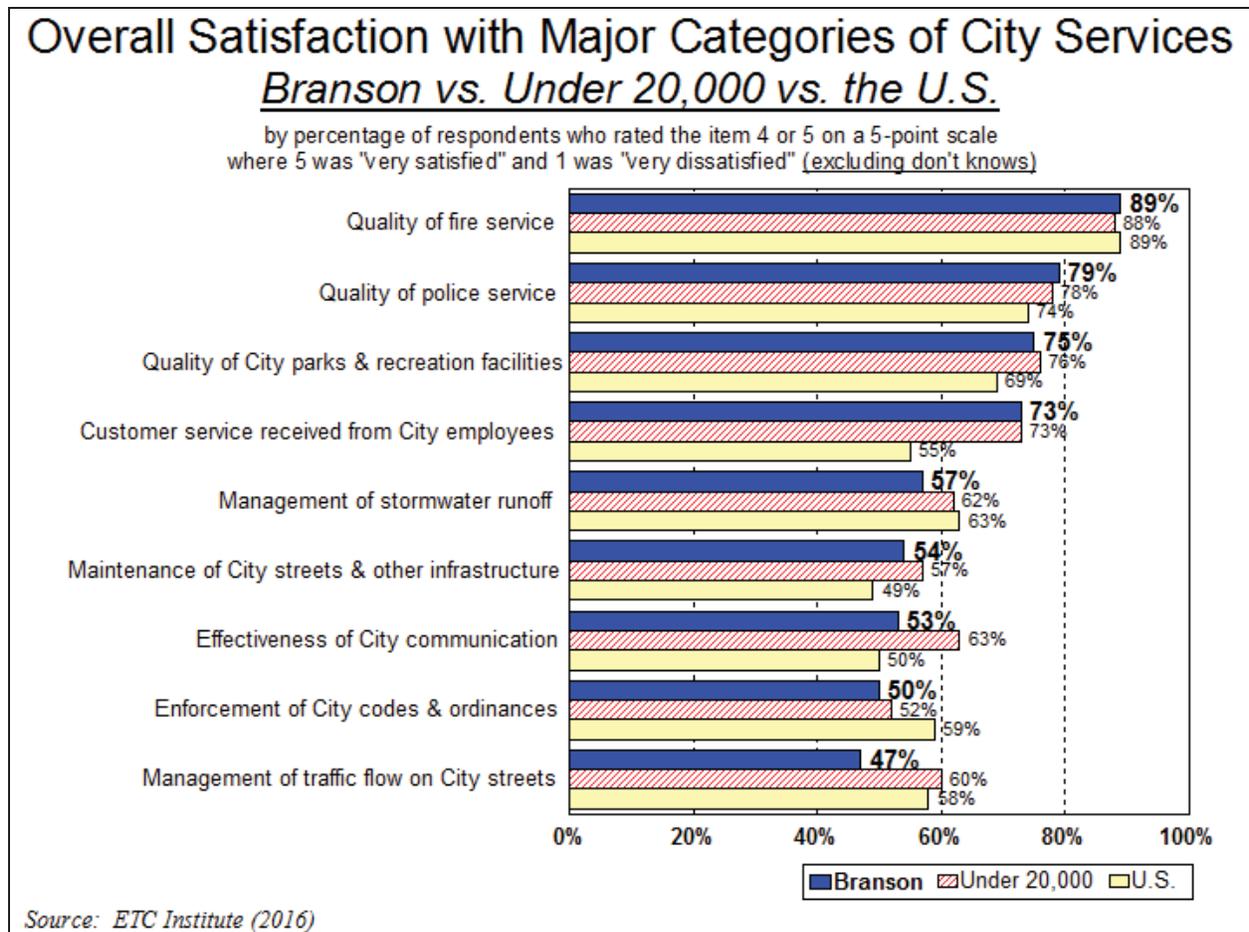
- Respondents were asked to rate how important 15 different issues should be when planning the City’s future. At least 55% of all respondents indicated each of the 15 issues are either “extremely important” or “very important”. Below is a summary of all 15 items in order of importance.
 1. Expanding employment opportunities
 2. Minimizing tax increases
 3. Managing environmental resources
 4. Preserving the City’s community values
 5. Improving the quality of City infrastructure
 6. Enhancing the appearance and overall beauty of the City
 7. Improving communication and opportunities for public participation
 8. Addressing the needs and concerns in your neighborhood
 9. Incentivize economic development
 10. Preserving small-town atmosphere
 11. Diversify the entertainment offerings
 12. Improving the quality of local governmental services
 13. Diversify the range of housing options
 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 entertainment offerings
 6. Enhancing the appearance and overall beauty of the City
 7. Diversify the range of housing options
 8. Improving the quality of City infrastructure
 9. Managing environmental resources
 10. Incentivize economic development
 11. Addressing the needs and concerns in your neighborhood
 12. Improving the quality of local governmental services
 13. Increasing the availability of arts and cultural amenities
 14. Improving communication and opportunities for public participation
 15. Improving and expanding parks and recreation opportunities

- When ETC Institute analyzed the correlation between the importance placed on items (the sum of “extremely important” and “very important”) and the sum of the top three choices respondents selected as the most important we were able to determine which two items should be of the highest priority for City Leaders. Based on this analysis the three items, in order, are:
 1. Expanding employment opportunities
 2. Minimizing tax increases
 - As City Leaders begin to make decisions that will change the future of Branson for its residents they should take into consideration the issues that are most important to respondents based on this analysis.
- Respondents were also asked about various types of transit and whether or not they should be explored. The only transit item a majority of respondents indicated should be explored was local bus service. Thirteen percent (13%) of respondents indicated transit was not a priority for the City. Local bus service was also the transit item that respondents indicated should receive the most emphasis over the next two years.
- Over half (51%) of all respondents indicated that 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.
- Overall, respondents are satisfied with the City of Branson, and City Leaders should be proud of their results. Continuing to emphasize community involvement, and taking community feedback into consideration when making decisions that will affect the future of the community will ensure residents will remain satisfied moving forward.

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 20,000 or fewer, where ETC Institute has administered a survey since 2013. It should be noted that the national *DirectionFinder*® database results were taken from a random sample of nearly 4,000 respondents within the continental United States during 2016. The other comparison was with the average results of 29 high performing communities where ETC Institute has administered a survey, and whose population is 20,000 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.



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 25 of the 55 areas** that were assessed. The City of Branson rated significantly higher than the U.S. average (difference of 5% or more) in 18 of these areas. Listed below are the comparisons between the City of Branson and the U.S. average:

Service	Branson	US	Difference	Category
As a place to visit	90%	67%	23%	Overall Ratings
As a place to retire	83%	64%	19%	Overall Ratings
Quality of customer service you receive from City employees	73%	55%	18%	Overall Services
How easy they were to contact	82%	68%	14%	Customer Service
City swimming pools & programs	55%	42%	13%	Parks and Recreation
The way you were treated	79%	68%	11%	Customer Service
As a place to raise children/family	83%	74%	9%	Overall Ratings
How quickly City staff responded to your request	68%	60%	8%	Customer Service
As a place to live	84%	77%	7%	Overall Ratings
Walking and biking trails in the City	61%	54%	7%	Parks and Recreation
The accuracy of the information you were given	69%	62%	7%	Customer Service
How well your issue was resolved	62%	56%	6%	Customer Service
Quality of City parks & recreation facilities	75%	69%	6%	Overall Services
Maintenance of City streets & other infrastructure	54%	49%	6%	Overall Services
Condition of major City streets	63%	58%	5%	Maintenance
Quality of police service	79%	74%	5%	Overall Services
How quickly police respond to emergencies	74%	69%	5%	Public Safety
Mowing/trimming along City streets/public areas	68%	63%	5%	Maintenance
Image of the City	67%	63%	4%	Perceptions
Downtown	65%	62%	3%	Perceptions
Effectiveness of City communication	53%	50%	3%	Overall Services
Quality of adult recreation programs	52%	50%	2%	Parks and Recreation
As a City that is moving in the right direction	63%	62%	1%	Overall Ratings
Overall quality of services provided by the City	71%	70%	1%	Perceptions
Quality of fire service	89%	89%	0%	Overall Services
Maintenance of City parks	76%	77%	-1%	Parks and Recreation
City efforts to prevent crime	60%	61%	-1%	Public Safety
Cleanliness of City streets and other public areas	66%	68%	-2%	Maintenance
Condition of streets in your neighborhood	57%	59%	-2%	Maintenance
Quality of youth recreation programs	59%	62%	-3%	Parks and Recreation
City efforts to have an open, inclusive, responsive government	40%	43%	-3%	Communication
Enforcement of local traffic laws	65%	69%	-4%	Public Safety
Quality of life in the City	69%	73%	-4%	Perceptions
Value you receive for your City taxes and fees	42%	47%	-5%	Perceptions
How quickly fire personnel respond to emergencies	85%	90%	-5%	Public Safety
Feeling of safety in your neighborhood	69%	74%	-5%	Perceptions
How well the City manages growth	48%	53%	-5%	Perceptions
Management of stormwater runoff	57%	63%	-5%	Overall Services
As a place to work	54%	60%	-6%	Overall Ratings
Reliability of wastewater services	74%	80%	-6%	Utility Services
Adequacy of City street lighting	58%	64%	-6%	Maintenance
Reliability of water service	74%	81%	-7%	Utility Services
Condition of street signs and traffic signals	72%	79%	-7%	Maintenance
Availability of info about City programs/services	48%	55%	-7%	Communication
Bulky item pick up/removal service	59%	67%	-8%	Utility Services
Feeling of safety in City	68%	76%	-8%	Perceptions
Quality of City snow removal	57%	66%	-9%	Maintenance
Enforcement of City codes & ordinances	50%	59%	-9%	Overall Services
Efforts to keep you informed about local issues	40%	51%	-11%	Communication
Condition of City sidewalks	44%	56%	-12%	Maintenance
Management of traffic flow on City streets	47%	58%	-12%	Overall Services
Appearance/visual attractiveness of the City	55%	67%	-12%	Perceptions
Number of City Parks	57%	70%	-13%	Parks and Recreation
Quality of code enforcement efforts	41%	59%	-18%	Code Enforcement
Current sign regulations	39%	63%	-24%	Code Enforcement

How the City of Branson Compares to Other Communities Regionally

Satisfaction ratings for The City of Branson rated the same or above the average for communities with populations of 20,000 in 14 of the 55 areas that were assessed. The City of Branson rated significantly higher than this average (difference of 5% or more) in 2 of these areas. Listed below are the comparisons between The City of Branson and the average for communities with 20,000 or fewer residents:

Service	Branson	Under 20,000	Difference	Category
As a place to retire	83%	63%	20%	Overall Ratings
As a place to visit	90%	71%	19%	Overall Ratings
As a place to raise children/family	83%	79%	4%	Overall Ratings
Reliability of wastewater services	74%	71%	3%	Utility Services
How well the City manages growth	48%	46%	2%	Perceptions
Quality of police service	79%	78%	1%	Overall Services
How easy they were to contact	82%	81%	1%	Customer Service
Condition of major City streets	63%	62%	1%	Maintenance
Image of the City	67%	66%	1%	Perceptions
Quality of fire service	89%	88%	1%	Overall Services
Condition of streets in your neighborhood	57%	57%	0%	Maintenance
Walking and biking trails in the City	61%	61%	0%	Parks and Recreation
Quality of adult recreation programs	52%	52%	0%	Parks and Recreation
Quality of customer service you receive from City e	73%	73%	0%	Overall Services
Quality of youth recreation programs	59%	60%	-1%	Parks and Recreation
Overall quality of services provided by the City	71%	72%	-1%	Perceptions
Downtown	65%	66%	-1%	Perceptions
How quickly fire personnel respond to emergencies	85%	86%	-1%	Public Safety
Quality of City parks & recreation facilities	75%	76%	-2%	Overall Services
City efforts to have an open, inclusive, responsive	40%	42%	-2%	Communication
Adequacy of City street lighting	58%	60%	-2%	Maintenance
As a place to work	54%	56%	-2%	Overall Ratings
Enforcement of City codes & ordinances	50%	52%	-2%	Overall Services
Maintenance of City streets & other infrastructure	54%	57%	-3%	Overall Services
Maintenance of City parks	76%	79%	-3%	Parks and Recreation
How quickly City staff responded to your request	68%	72%	-4%	Customer Service
As a place to live	84%	88%	-4%	Overall Ratings
As a City that is moving in the right direction	63%	67%	-4%	Overall Ratings
Management of stormwater runoff	57%	62%	-5%	Overall Services
The way you were treated	79%	84%	-5%	Customer Service
The accuracy of the information you were given	69%	74%	-5%	Customer Service
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Reliability of water service	74%	79%	-5%	Utility Services
How well your issue was resolved	62%	69%	-7%	Customer Service
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Value you receive for your City taxes and fees	42%	54%	-12%	Perceptions
Management of traffic flow on City streets	47%	60%	-13%	Overall Services
Condition of City sidewalks	44%	58%	-14%	Maintenance
Feeling of safety in City	68%	82%	-14%	Perceptions
Efforts to keep you informed about local issues	40%	57%	-17%	Communication
Appearance/visual attractiveness of the City	55%	74%	-19%	Perceptions
Current sign regulations	39%	61%	-22%	Code Enforcement
Feeling of safety in your neighborhood	69%	94%	-25%	Perceptions

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. 2208)

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

2016 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
Very High Priority (IS >.20)						
Management of traffic flow on City streets	42%	2	47%	11	0.2208	1
High Priority (IS .10-.20)						
Maintenance of City streets & other infrastructure	43%	1	54%	8	0.1951	2
Enforcement of City codes & ordinances	25%	4	50%	10	0.1253	3
Effectiveness of City communication	22%	5	53%	9	0.1036	4
Medium Priority (IS <.10)						
City of Branson's water & sewer rates	18%	6	55%	7	0.0810	5
Management of stormwater runoff	16%	8	57%	6	0.0679	6
Quality of police service	30%	3	79%	2	0.0628	7
Quality of City parks & recreation facilities	17%	7	75%	3	0.0436	8
Quality of recreational events & programs	12%	10	68%	5	0.0383	9
Quality of customer service you receive from City employees	10%	11	73%	4	0.0262	10
Quality of fire service	14%	9	89%	1	0.0160	11

Section 1

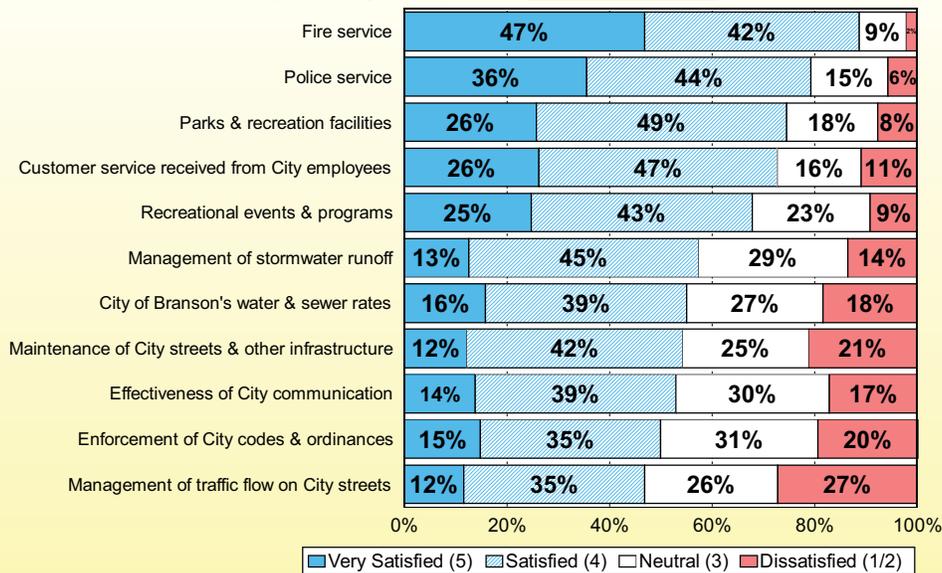
Charts and Graphs

2016 City of Branson Community Survey

OVERALL RATINGS

Overall Satisfaction With City Services by Major Category

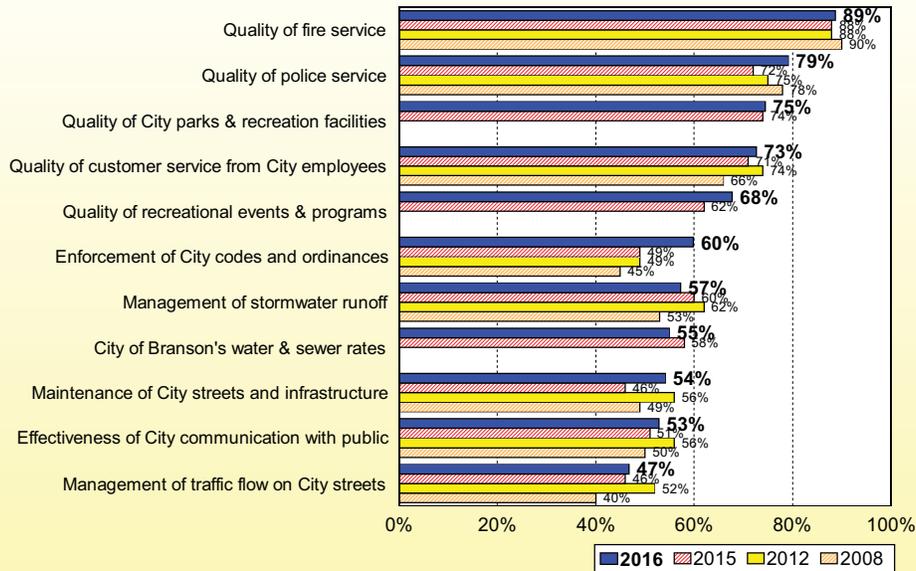
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2016

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

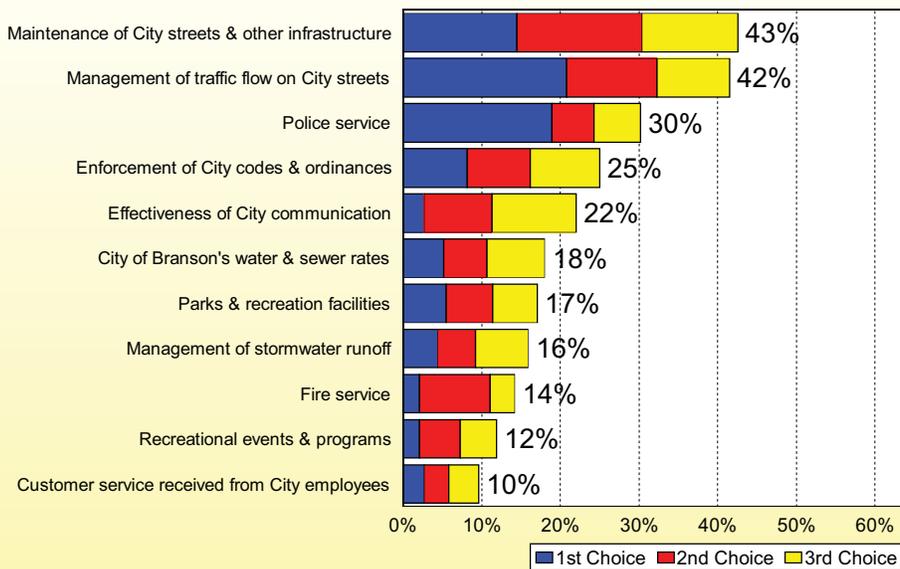


Source: ETC Institute (Branson, MO Community Survey - 2016)

Trend Data

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

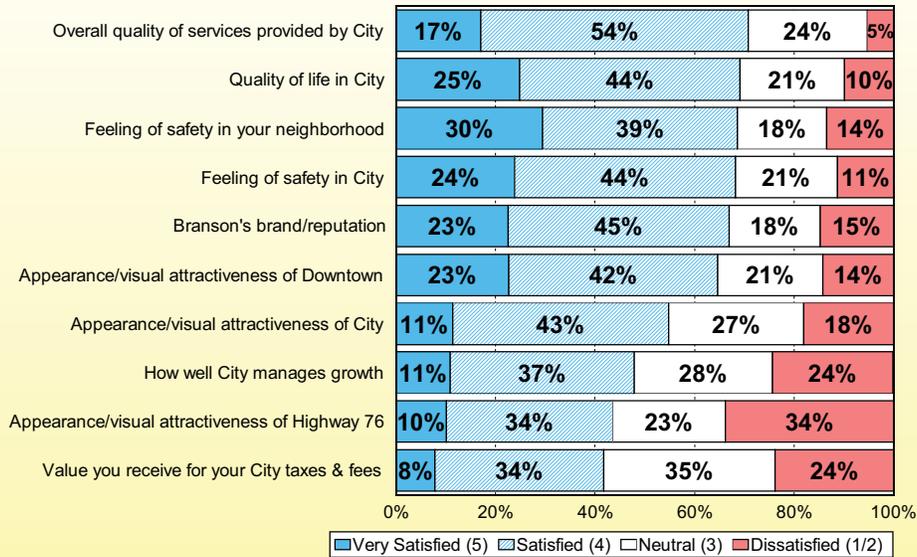
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO Community Survey - 2016)

Satisfaction With Items That Influence Perceptions of the City

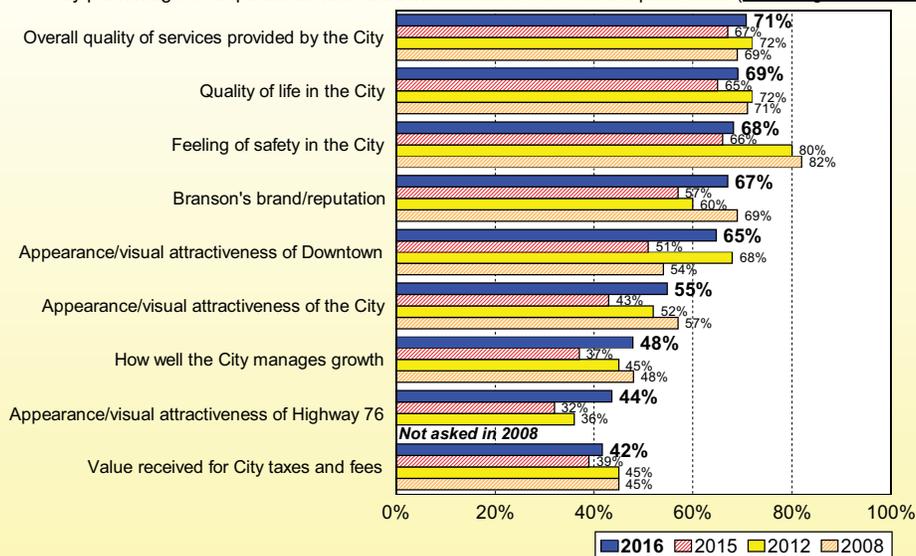
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Satisfaction With Items That Influence Perceptions of the City - 2008 to 2016

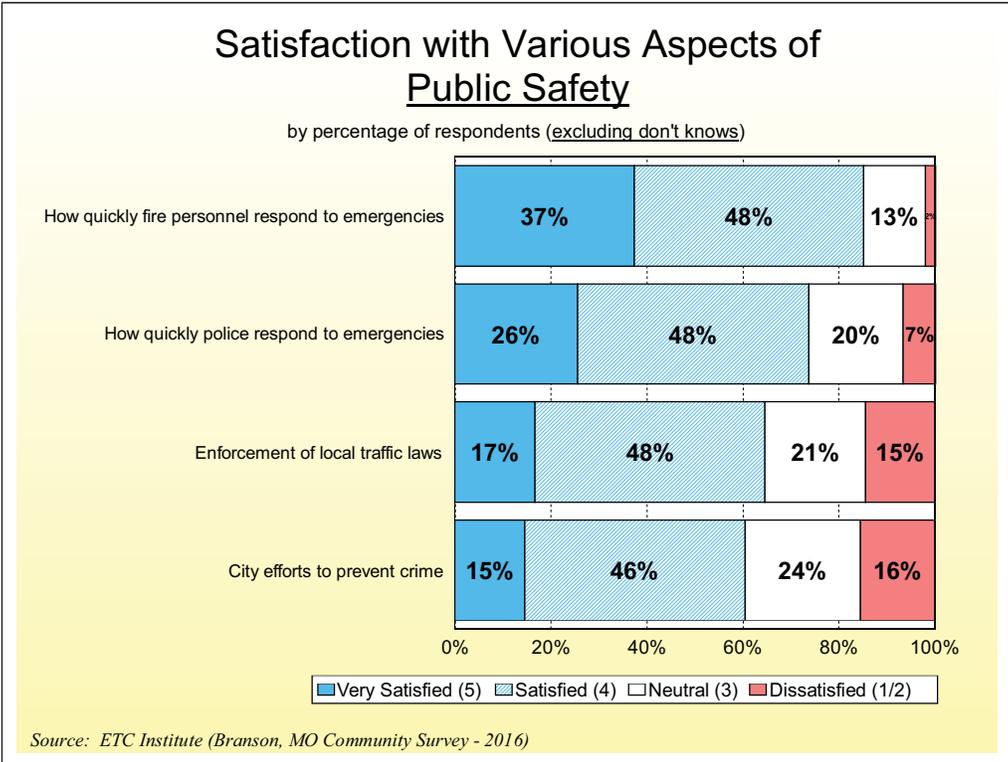
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

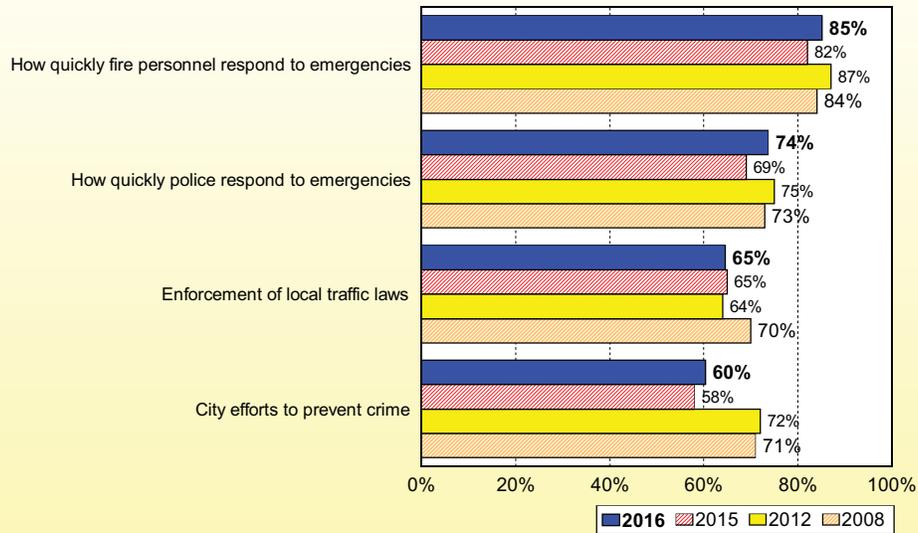
Trend Data

PUBLIC SAFETY



TRENDS: Satisfaction with Various Aspects of Public Safety - 2008 to 2016

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



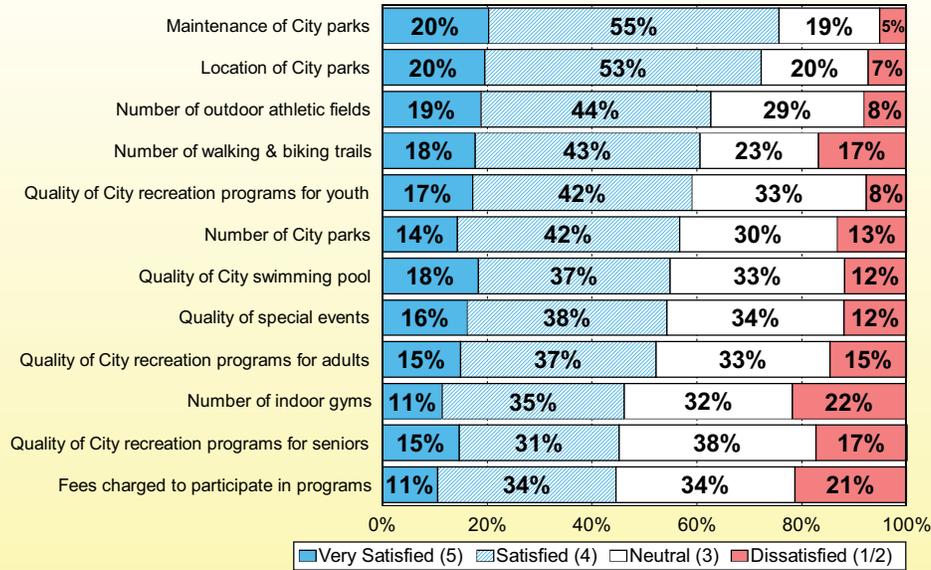
Source: ETC Institute (Branson, MO Community Survey - 2016)

Trend Data

PARKS & RECREATION

Satisfaction with Various Aspects of Parks and Recreation

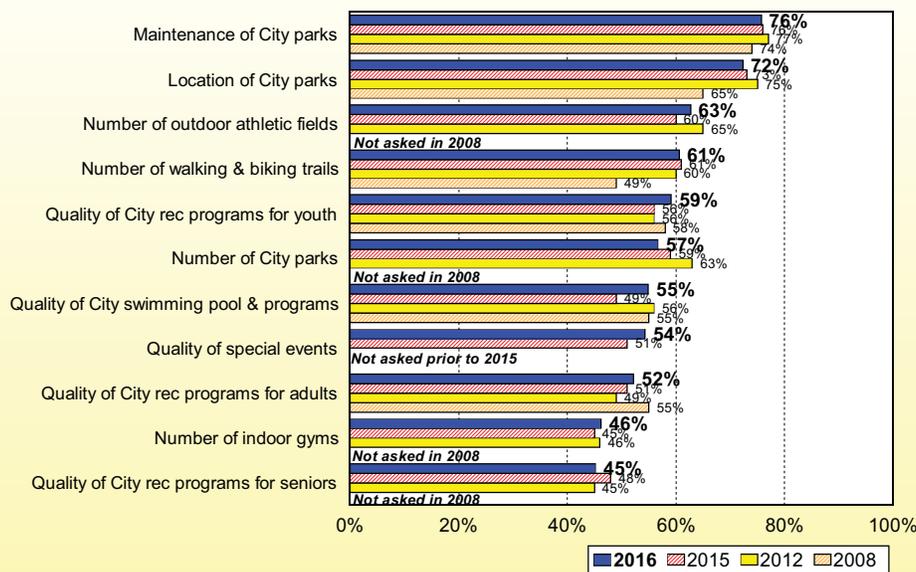
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2008 to 2016

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

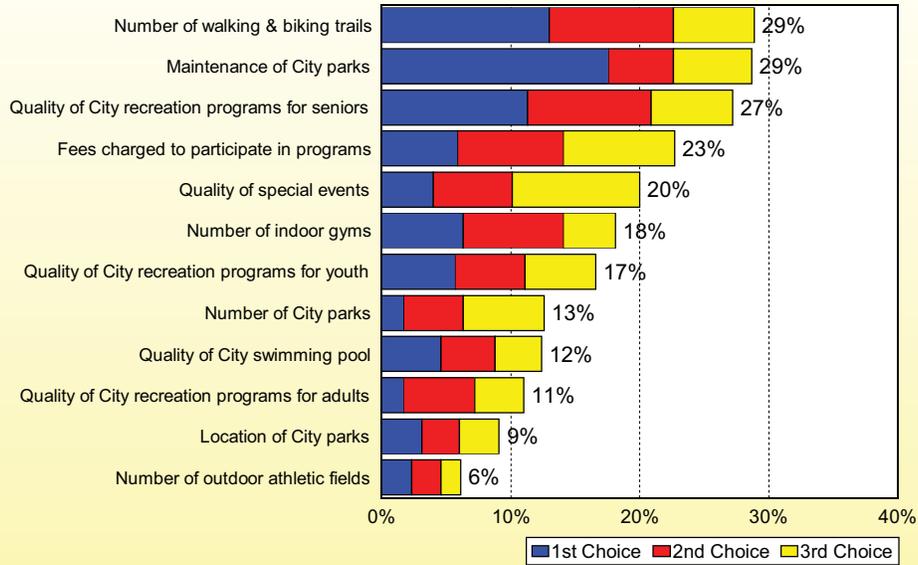


Source: ETC Institute (Branson, MO Community Survey - 2016)

Trend Data

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

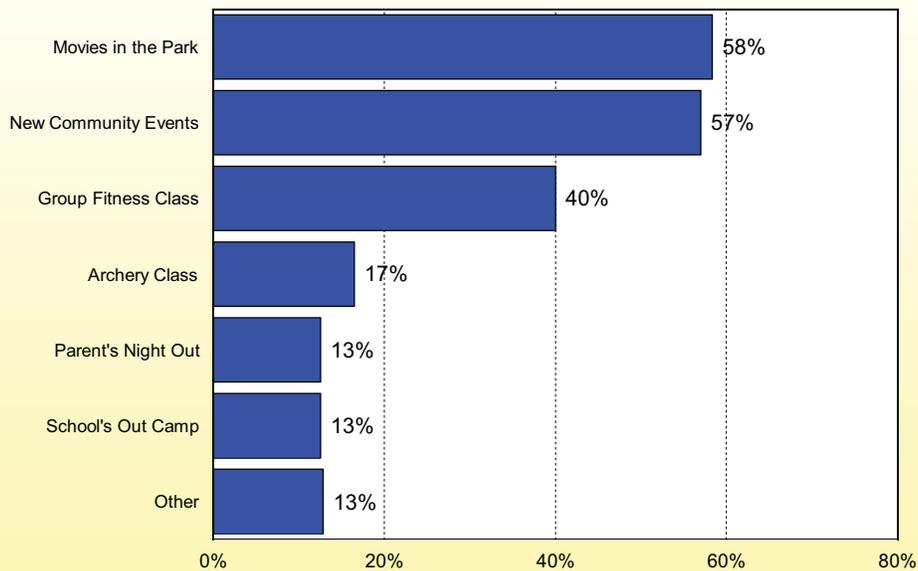
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO Community Survey - 2016)

Which of the Following New Services/Programs Would You be Most Likely to Utilize

by percentage of respondents

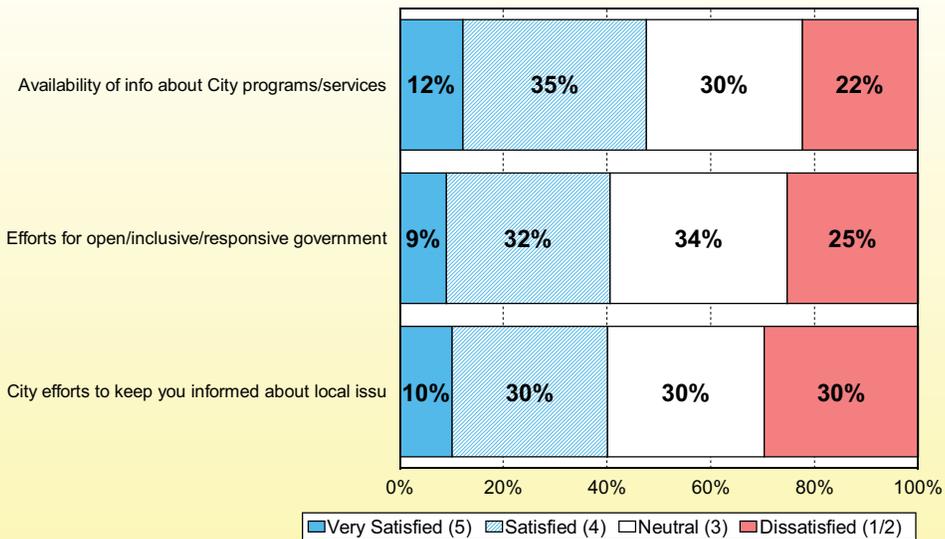


Source: ETC Institute (Branson, MO Community Survey - 2016)

COMMUNICATIONS

Satisfaction with Various Aspects of City Communications

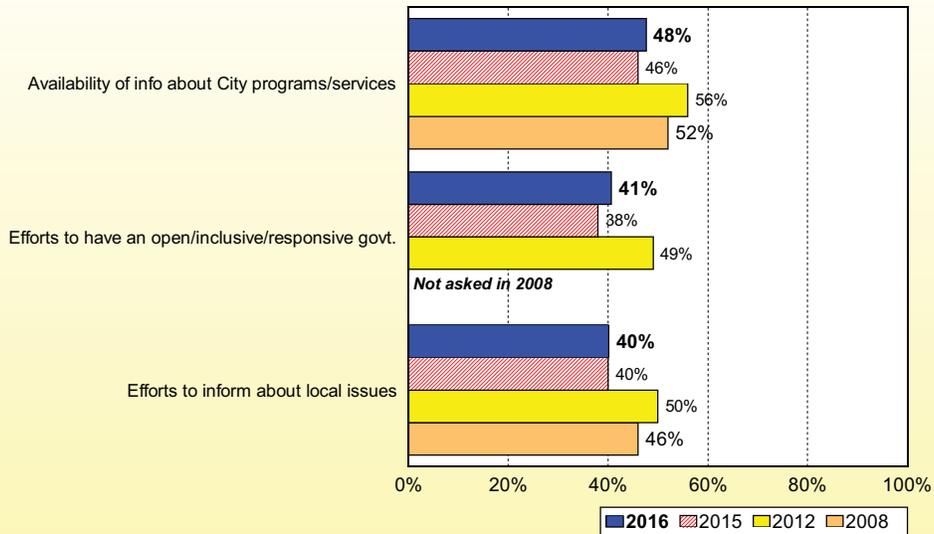
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Satisfaction with Various Aspects of City Communications - 2008 to 2016

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

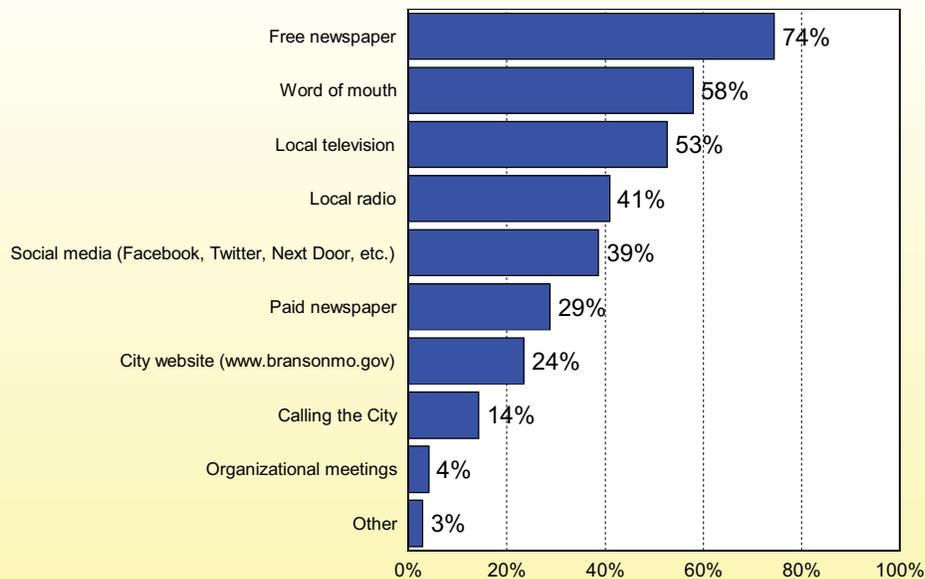


Source: ETC Institute (Branson, MO Community Survey - 2016)

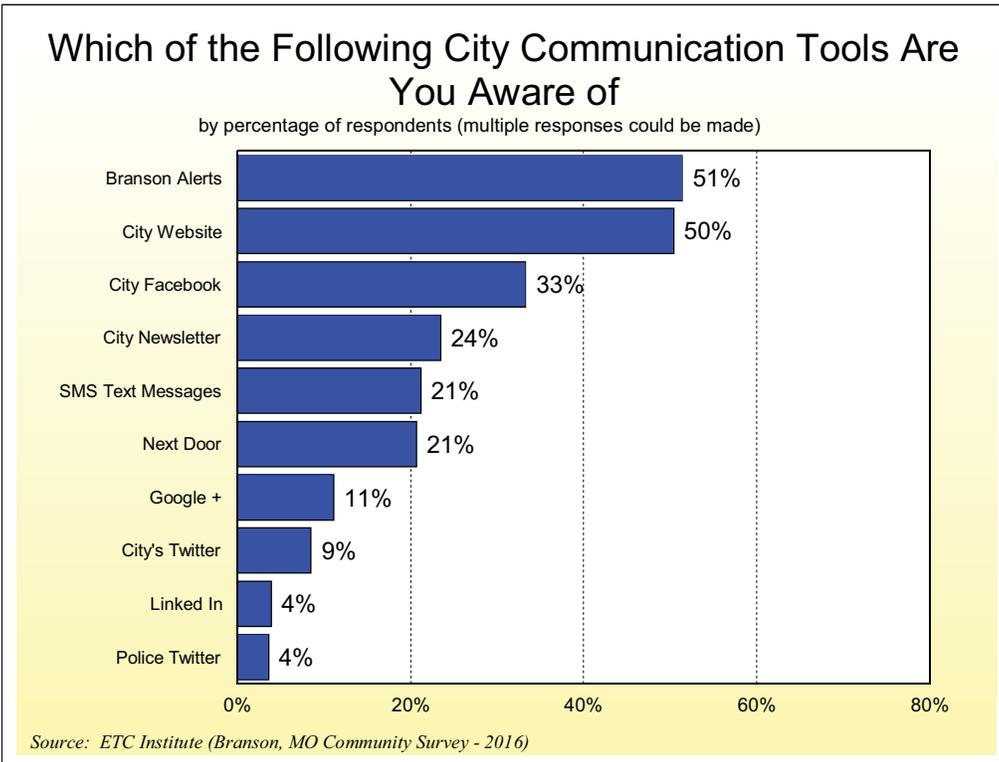
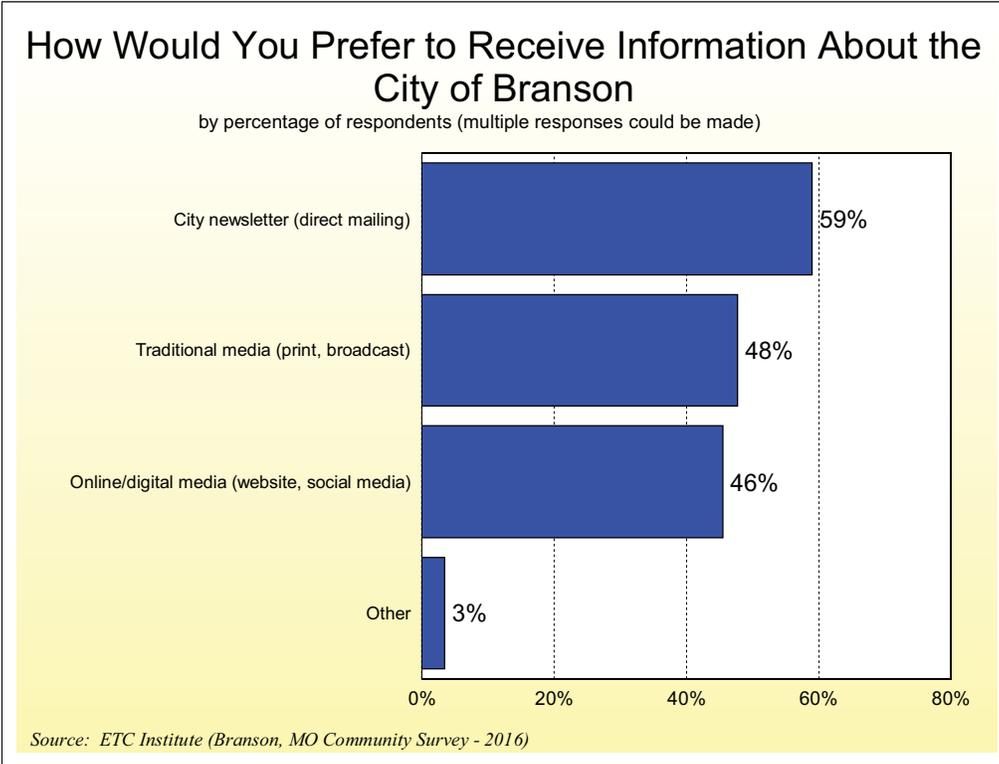
Trend Data

Sources of Information About City News and Events

by percentage of respondents (multiple responses could be made)



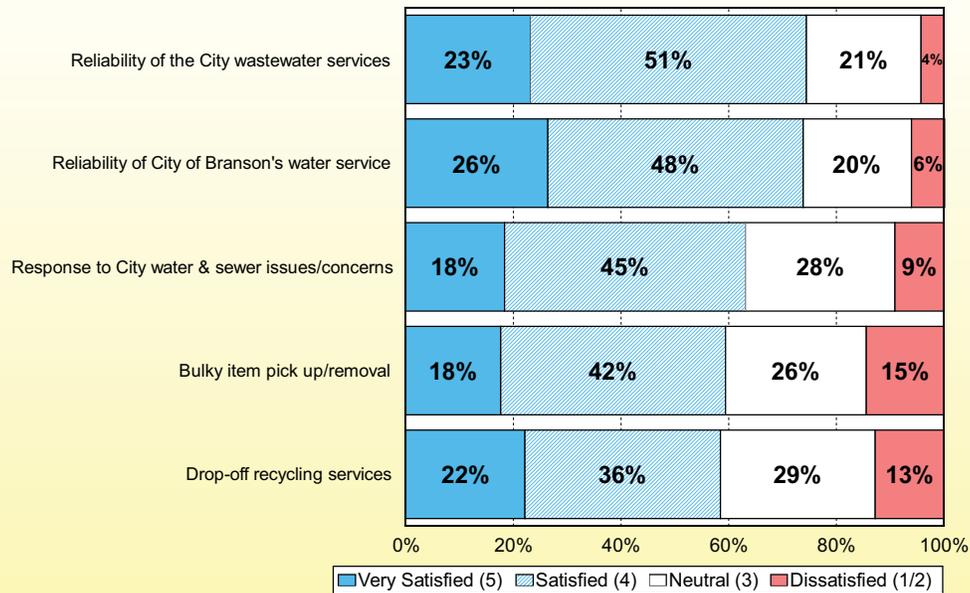
Source: ETC Institute (Branson, MO Community Survey - 2016)



CITY UTILITY SERVICES

Satisfaction with City Utility Services

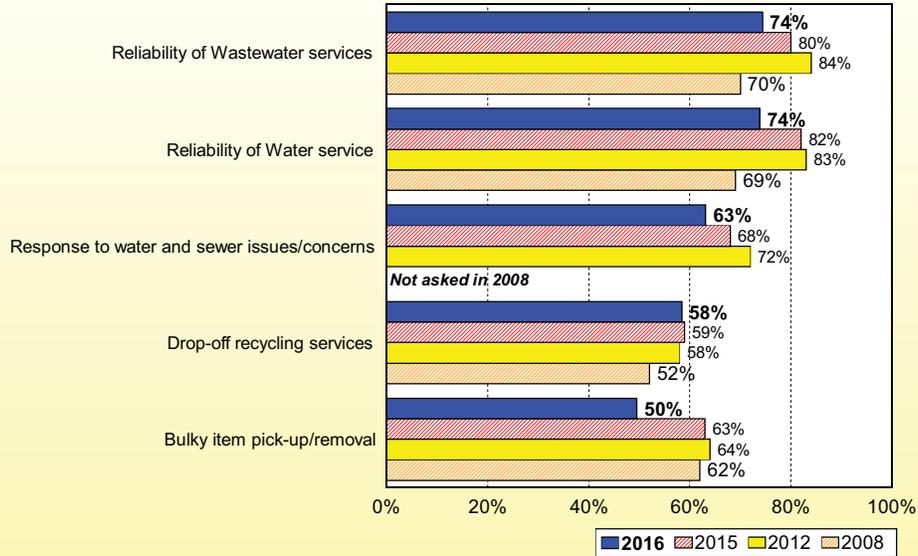
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Satisfaction with City Utility Services 2008 to 2016

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



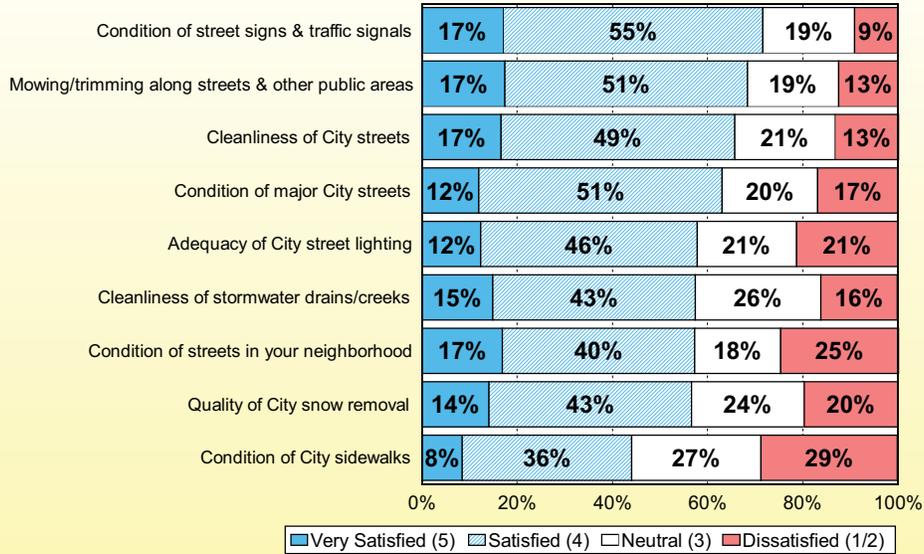
Source: ETC Institute (Branson, MO Community Survey - 2016)

Trend Data

CITY MAINTENANCE

Satisfaction with Various Aspects of City Maintenance

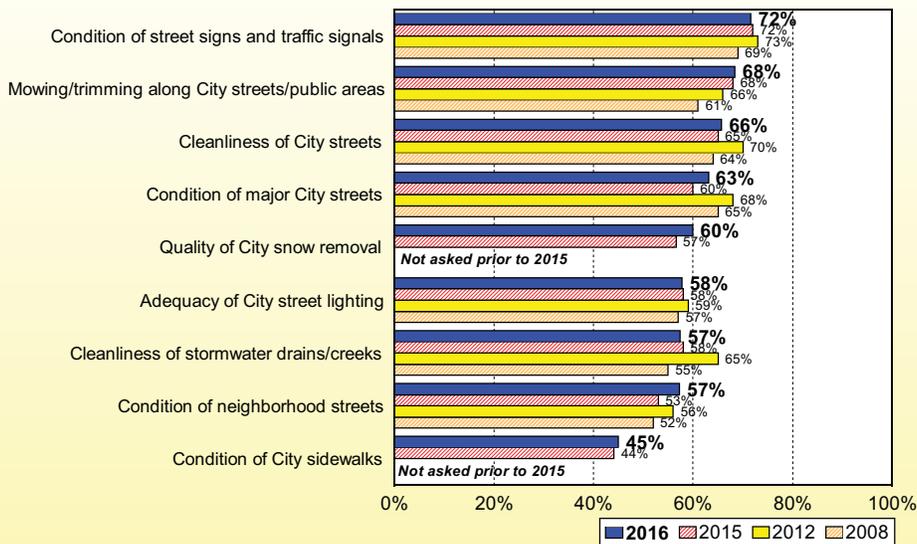
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Satisfaction with Various Aspects of City Maintenance - 2008 to 2016

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

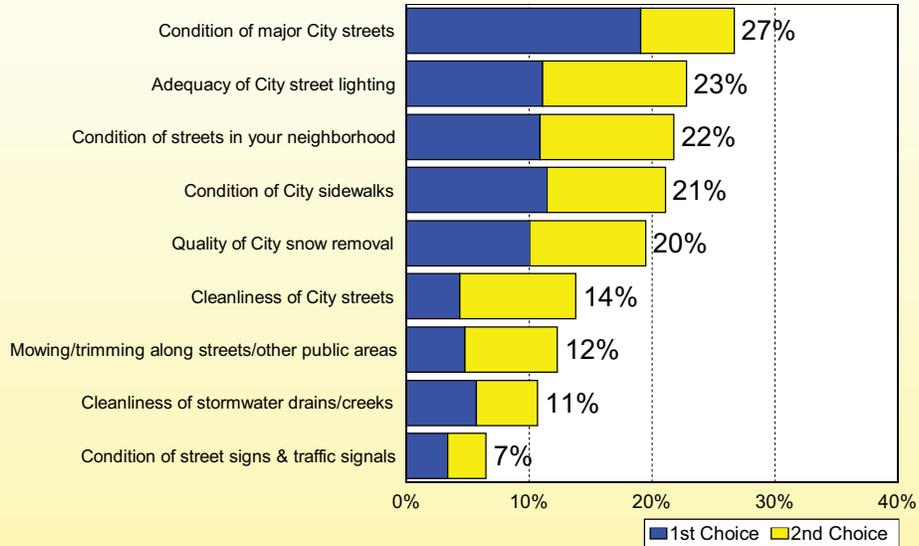


Source: ETC Institute (Branson, MO Community Survey - 2016)

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

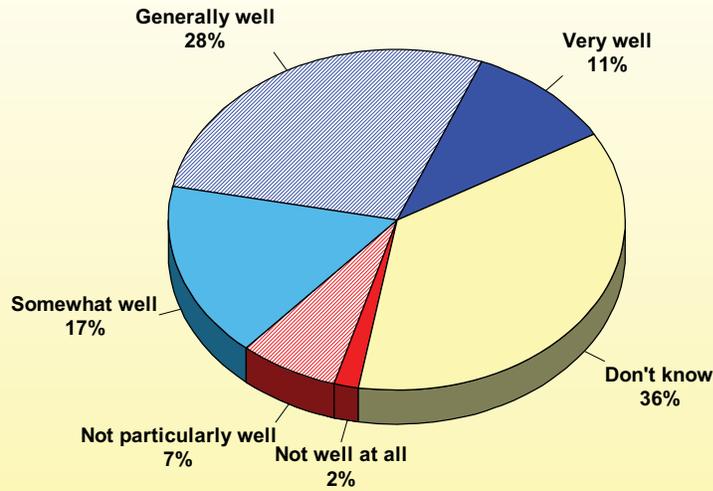


Source: ETC Institute (Branson, MO Community Survey - 2016)

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

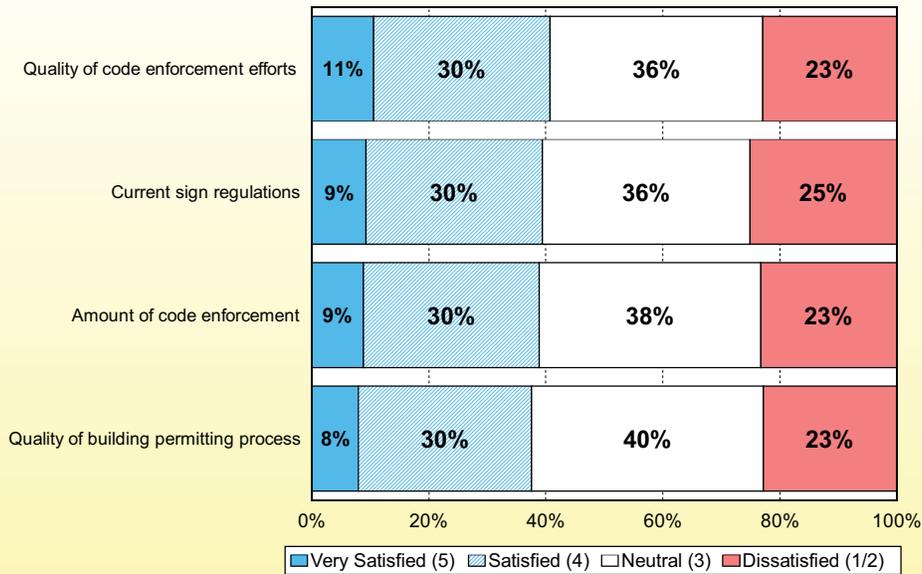


Source: ETC Institute (Branson, MO Community Survey - 2016)

CODE ENFORCEMENT

Satisfaction with Code Enforcement

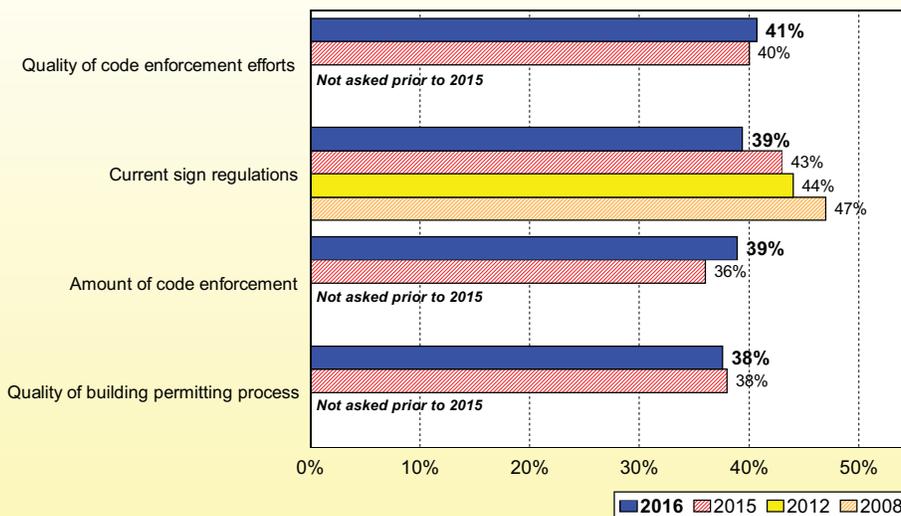
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Satisfaction with Code Enforcement - 2008 to 2016

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



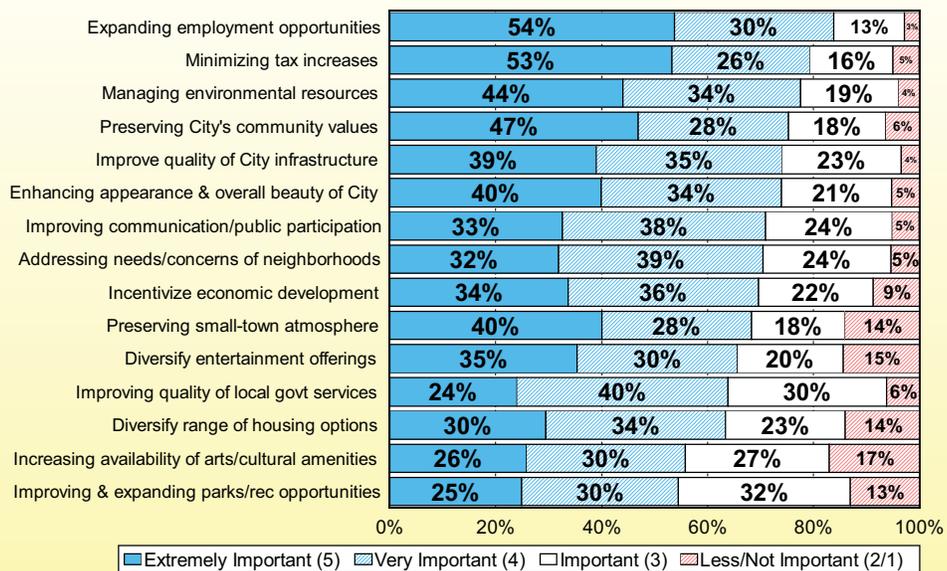
Source: ETC Institute (Branson, MO Community Survey - 2016)

Trend Data

Future Planning

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

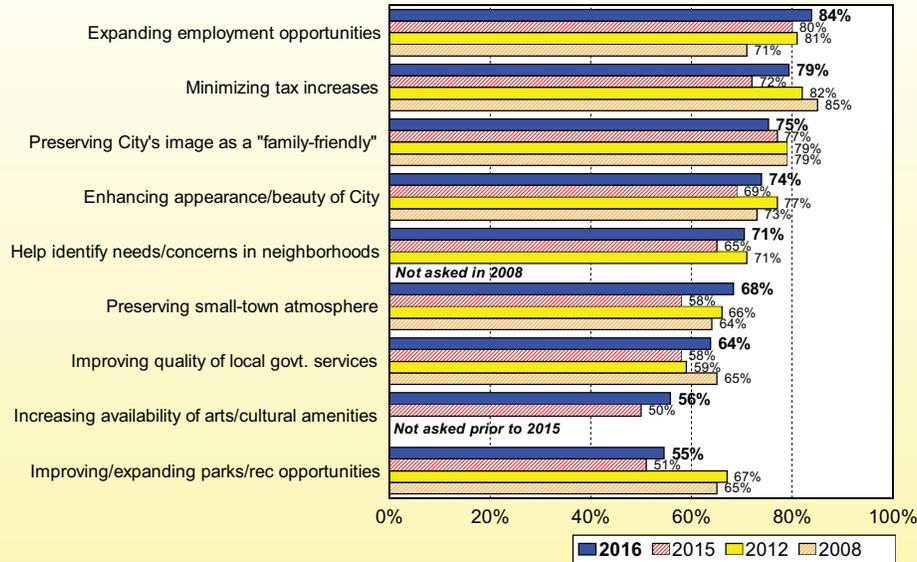
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Importance of Various Aspects of Planning for the Future - 2008 to 2016

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

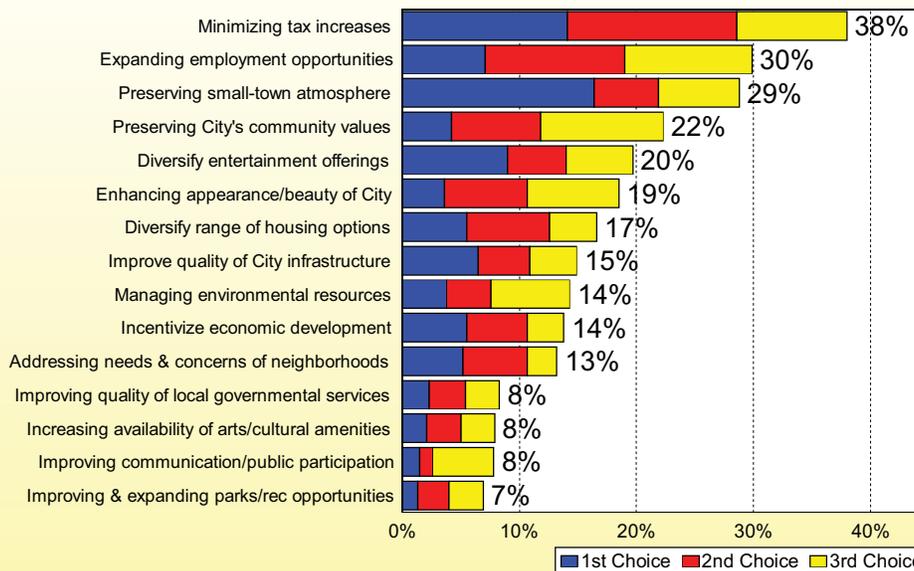


Source: ETC Institute (Branson, MO Community Survey - 2016)

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

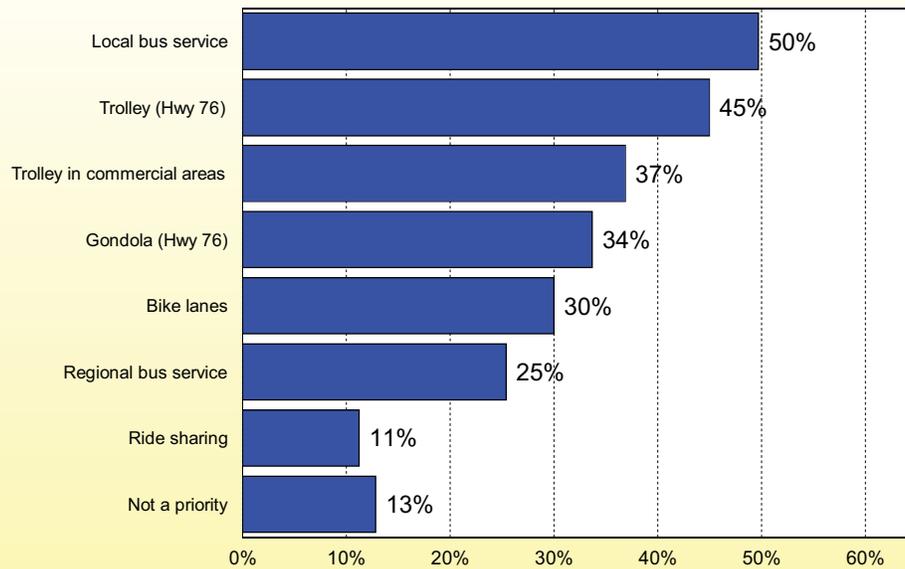


Source: ETC Institute (Branson, MO Community Survey - 2016)

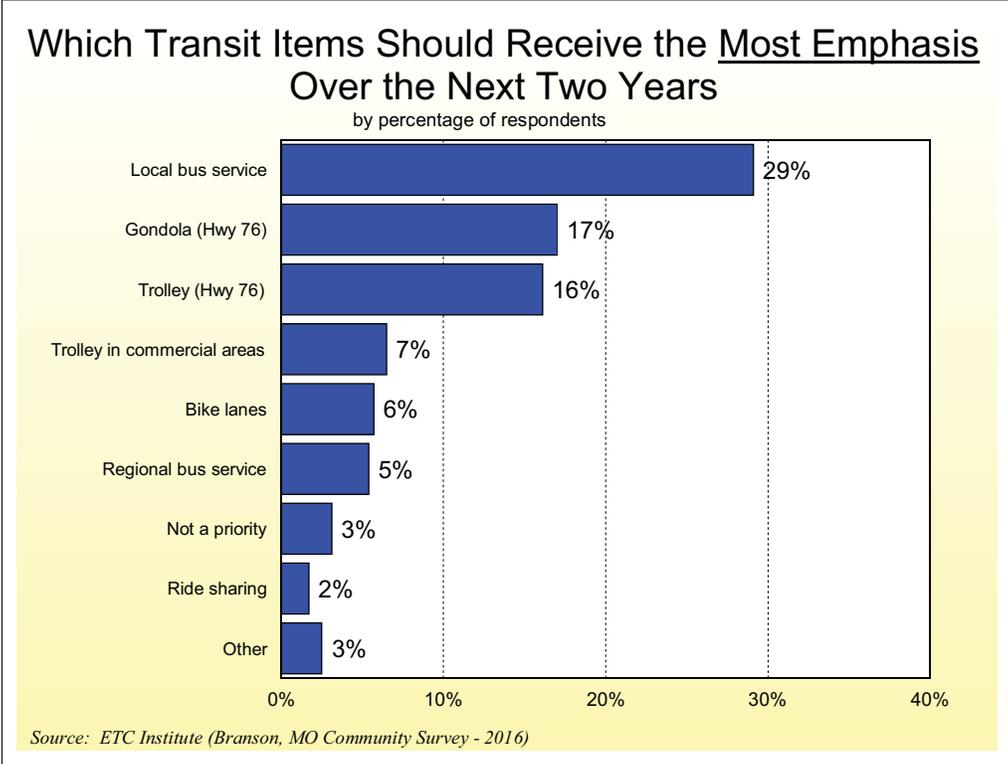
Transportation

Which of the Following Types of Transit Should be Explored

by percentage of respondents (multiple responses could be made)



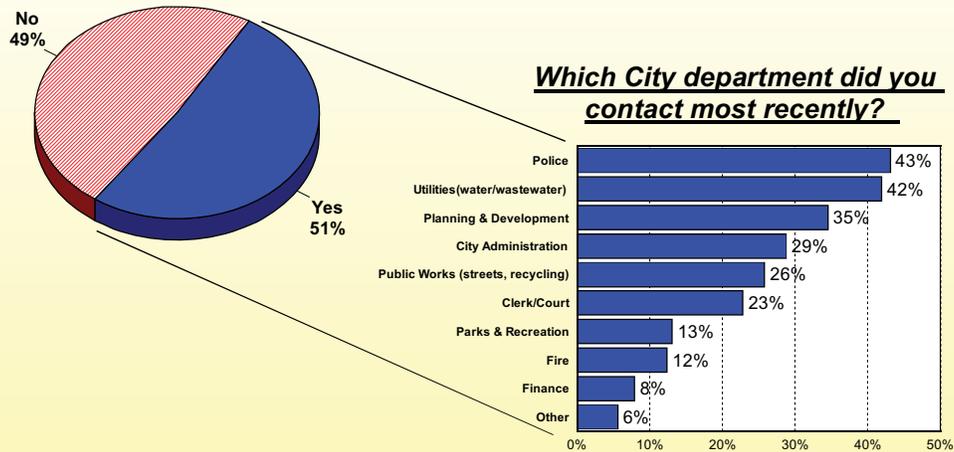
Source: ETC Institute (Branson, MO Community Survey - 2016)



Customer Satisfaction

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

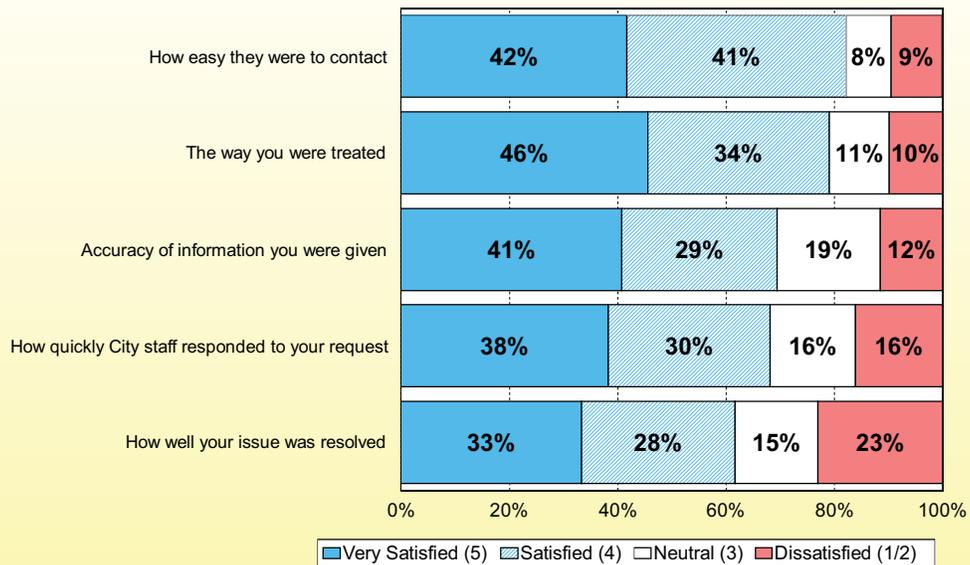
by percentage of respondents



Source: ETC Institute (Branson, MO Community Survey - 2016)

Satisfaction with the Customer Service Provided by City Employees

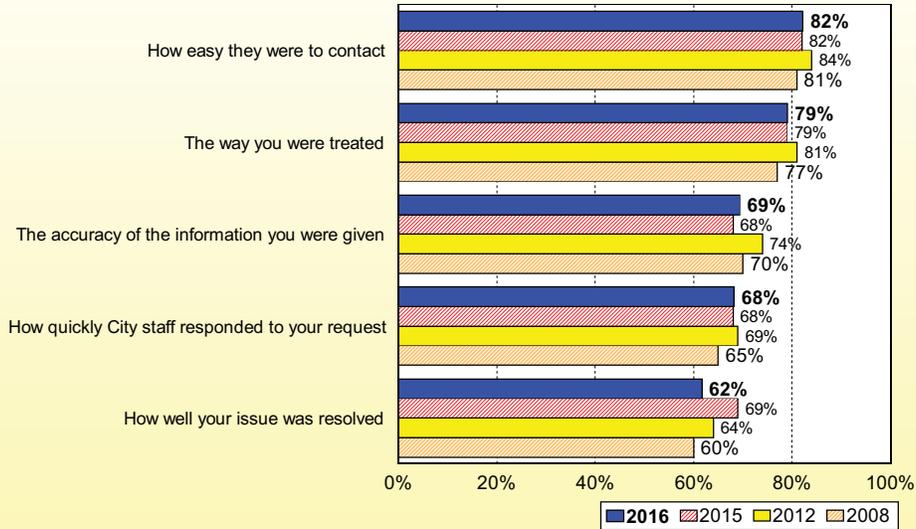
by percentage of respondents who contacted the City during the past year (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Satisfaction with Customer Service Provided by City Employees - 2008 to 2016

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)

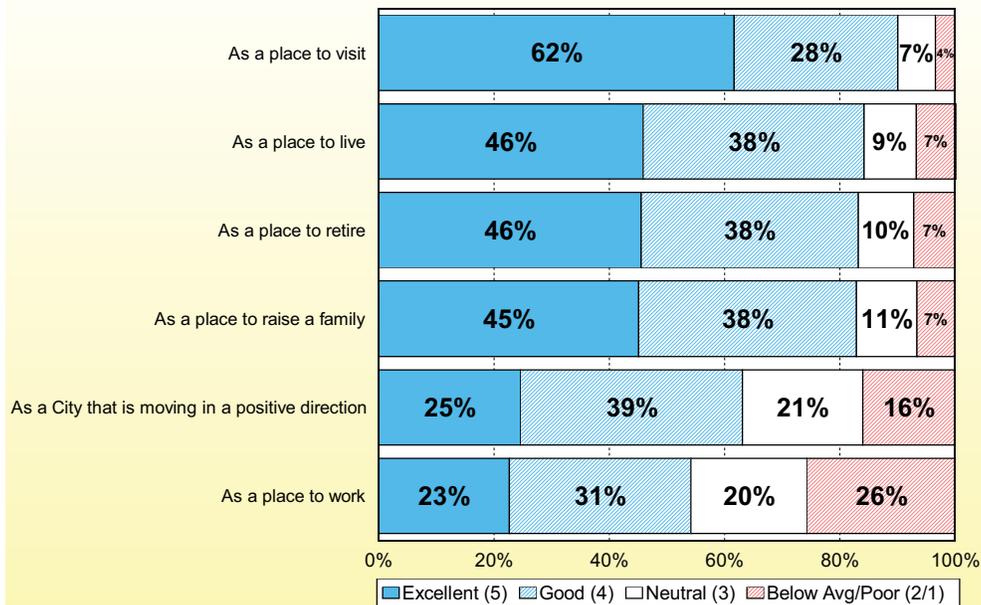


Source: ETC Institute (Branson, MO Community Survey - 2016)

Trend Data

Overall Ratings of the City of Branson

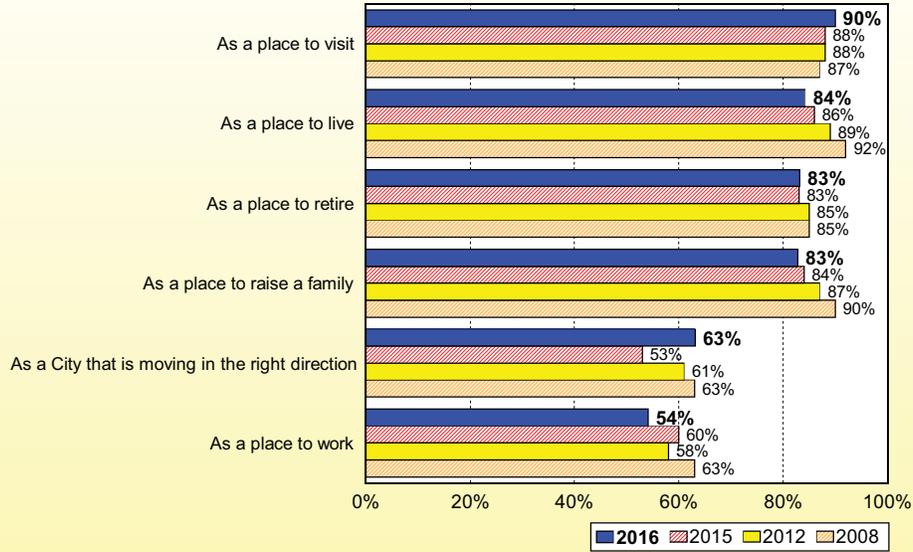
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Branson, MO Community Survey - 2016)

TRENDS: Overall Ratings of the City of Branson 2008 to 2016

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



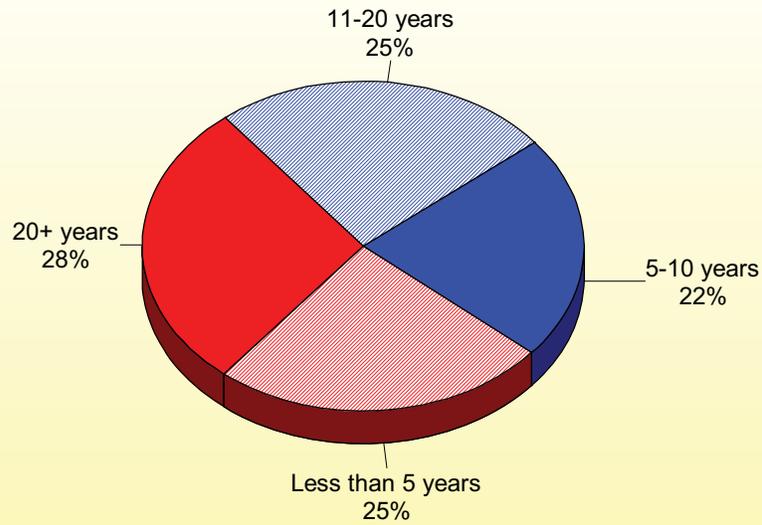
Source: ETC Institute (Branson, MO Community Survey - 2016)

Trend Data

Demographics

Demographics: Years Lived in Branson

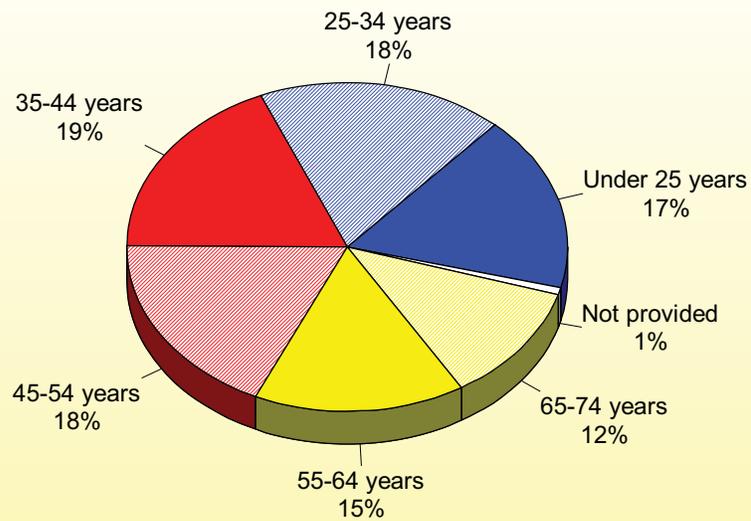
by percentage of respondents



Source: ETC Institute (Branson, MO Community Survey - 2016)

Demographics: Age of Respondent

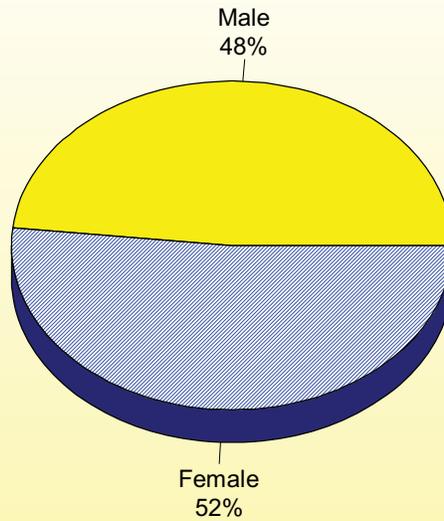
by percentage of respondents



Source: ETC Institute (Branson, MO Community Survey - 2016)

Demographics: Gender

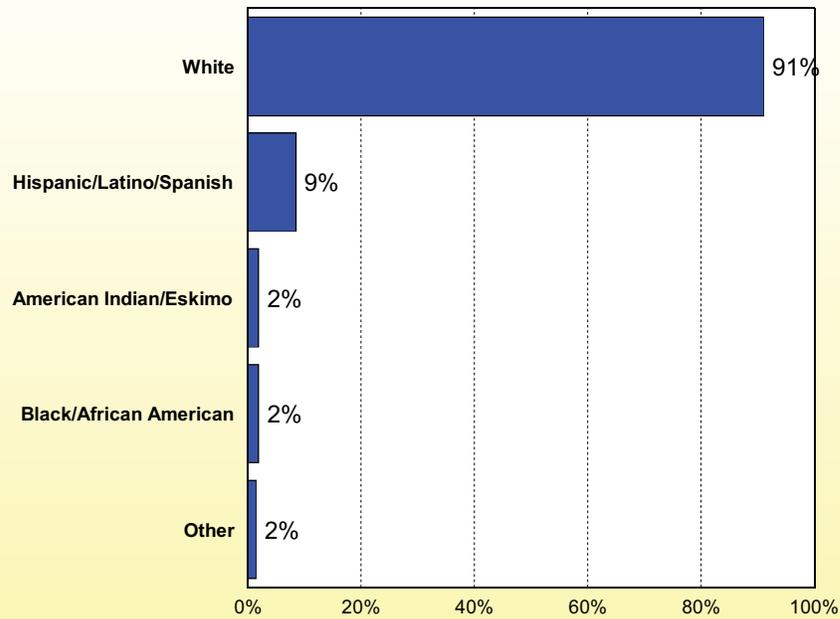
by percentage of respondents



Source: ETC Institute (Branson, MO Community Survey - 2016)

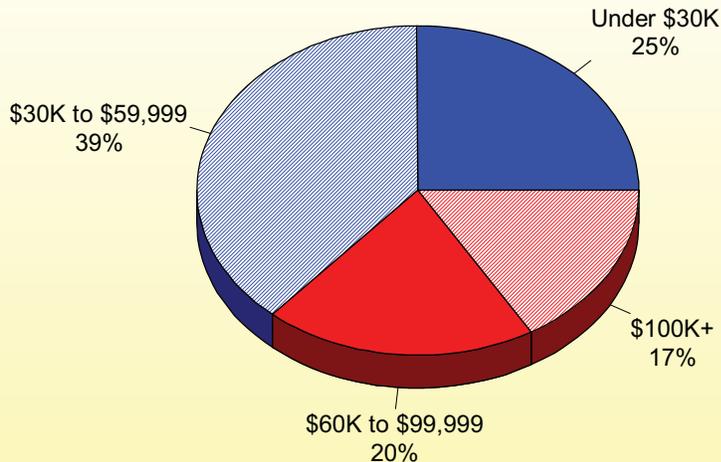
Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Source: ETC Institute (Branson, MO Community Survey - 2016)

Demographics: Total Annual Household Income by percentage of respondents



Source: ETC Institute (Branson, MO Community Survey - 2016)

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, 47% 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 53% (1-0.47). This calculation yielded an I-S rating of 0.2208 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.

2016 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
Very High Priority (IS > .20) Management of traffic flow on City streets	42%	2	47%	11	0.2208	1
High Priority (IS .10-.20) Maintenance of City streets & other infrastructure Enforcement of City codes & ordinances Effectiveness of City communication	43% 25% 22%	1 4 5	54% 50% 53%	8 10 9	0.1951 0.1253 0.1036	2 3 4
Medium Priority (IS < .10) City of Branson's water & sewer rates Management of stormwater runoff Quality of police service Quality of City parks & recreation facilities Quality of recreational events & programs Quality of customer service you receive from City employees Quality of fire service	18% 16% 30% 17% 12% 10% 14%	6 8 3 7 10 11 9	55% 57% 79% 75% 68% 73% 89%	7 6 2 3 5 4 1	0.0810 0.0679 0.0628 0.0436 0.0383 0.0262 0.0160	5 6 7 8 9 10 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.

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2016 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
High Priority (IS .10-.20)						
Quality of City recreation programs for seniors	27%	3	45%	11	0.1491	1
Fees charged to participate in programs	23%	4	45%	12	0.1258	2
Number of walking & biking trails	29%	1	61%	4	0.1139	3
Medium Priority (IS <.10)						
Number of indoor gyms	18%	6	46%	10	0.0974	4
Quality of special events	20%	5	54%	8	0.0914	5
Maintenance of City parks	29%	2	76%	1	0.0697	6
Quality of City recreation programs for youth	17%	7	59%	5	0.0679	7
Quality of City swimming pool	12%	9	55%	7	0.0559	8
Number of City parks	13%	8	57%	6	0.0546	9
Quality of City recreation programs for adults	11%	10	52%	9	0.0526	10
Location of City parks	9%	11	72%	2	0.0252	11
Number of outdoor athletic fields	6%	12	63%	3	0.0228	12

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.

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2016 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
High Priority (IS .10-.20)						
Condition of City sidewalks	21%	4	44%	9	0.1179	1
Medium Priority (IS <.10)						
Condition of major City streets	27%	1	63%	4	0.0985	2
Adequacy of City street lighting	23%	2	58%	5	0.0962	3
Condition of streets in your neighborhood	22%	3	57%	7	0.0931	4
Quality of City snow removal	20%	5	57%	8	0.0846	5
Cleanliness of City streets	14%	6	66%	3	0.0473	6
Cleanliness of stormwater drains & creeks in your neighborhood	11%	8	57%	6	0.0456	7
Mowing & trimming along City streets & other public areas	12%	7	68%	2	0.0389	8
Condition of street signs & traffic signals	7%	9	72%	1	0.0185	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, 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.

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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.

2016 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)

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

mean importance

<p>Quality of fire service •</p> <p>Quality of City parks & recreation facilities •</p> <p>Quality of customer service you receive from City employees •</p> <p>Quality of recreational events & programs •</p>	<p>Quality of police service •</p>
<p>Management of stormwater runoff •</p> <p>City of Branson's water & sewer rates •</p> <p>Effectiveness of City communication •</p>	<p>Maintenance of City streets & other infrastructure •</p> <p>Enforcement of City codes & ordinances •</p> <p>Management of traffic flow on City streets •</p>

Lower Importance

Higher Importance

lower importance/lower satisfaction

higher importance/lower satisfaction

Less Important

Opportunities for Improvement

Importance Rating

Satisfaction Rating

2016 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

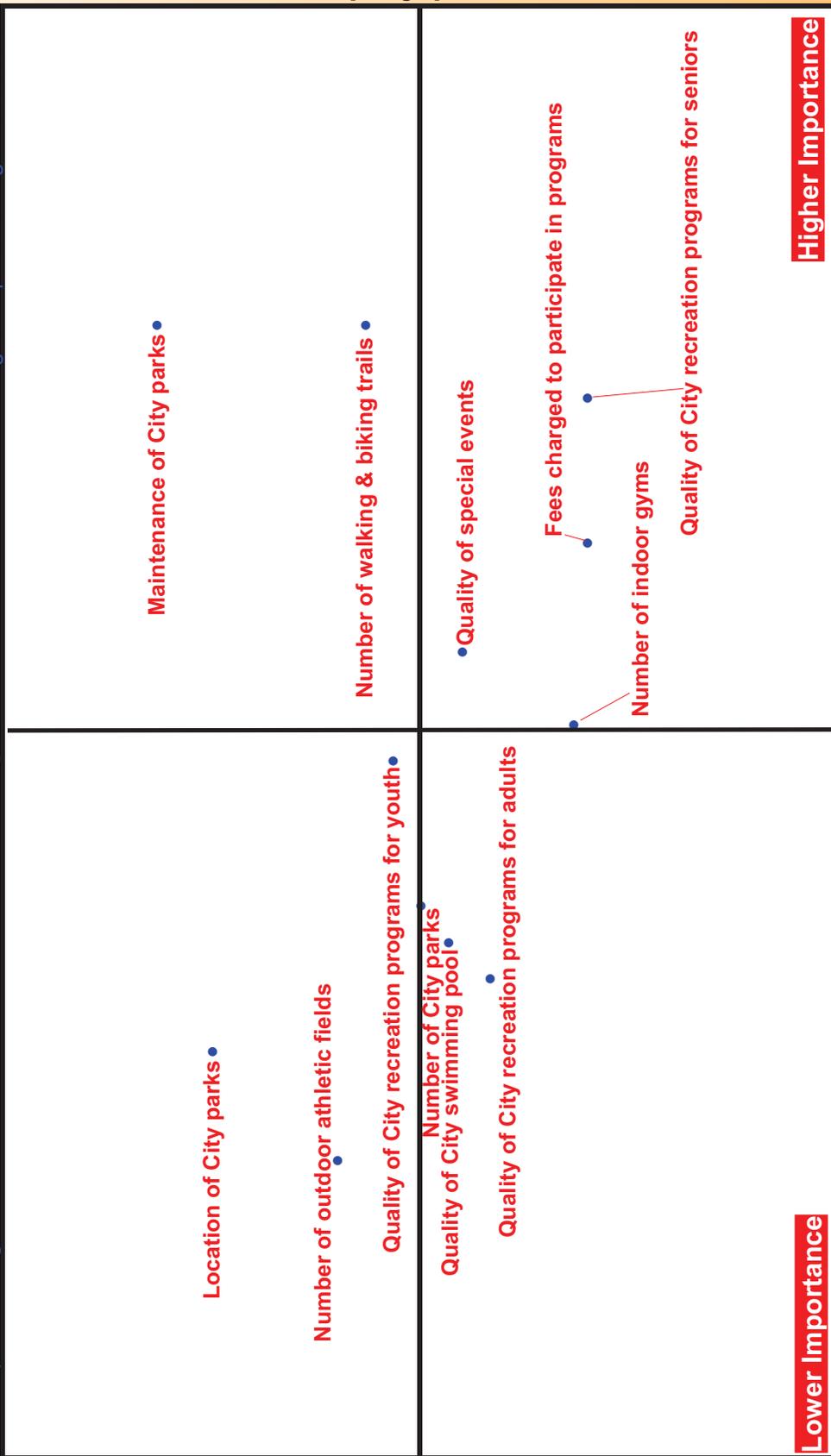
-Parks and Recreation-

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

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

mean importance



lower importance/lower satisfaction

higher importance/lower satisfaction

Less Important

Opportunities for Improvement

Importance Rating

Source: ETC Institute (2016)



2016 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)

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

mean importance

<p>Condition of street signs & traffic signals</p> <p>Mowing & trimming along City streets & other public areas</p> <p>Cleanliness of City streets</p>	<p>Condition of major City streets</p>
<p>Cleanliness of stormwater drains & creeks in your neighborhood</p>	<p>Adequacy of City street lighting</p> <p>Condition of streets in your neighborhood</p> <p>Quality of City snow removal</p> <p>Condition of City sidewalks</p>

Lower Importance

lower importance/lower satisfaction

Less Important

higher importance/lower satisfaction

Opportunities for Improvement

Importance Rating

Higher Importance

Satisfaction Rating

mean satisfaction

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 2016 to a random sample of nearly 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 20,000 or less, between 2013 and 2016. Some of the communities represented include:

- Westlake, TX
- 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
- Pitken County, CO
- Portland, TX
- Raymore, MO
- Rifle, CO
- Rio Blanco, CO
- Riverside, MO
- Roeland Park, KS
- Rolla, MO
- Spring Hill, KS

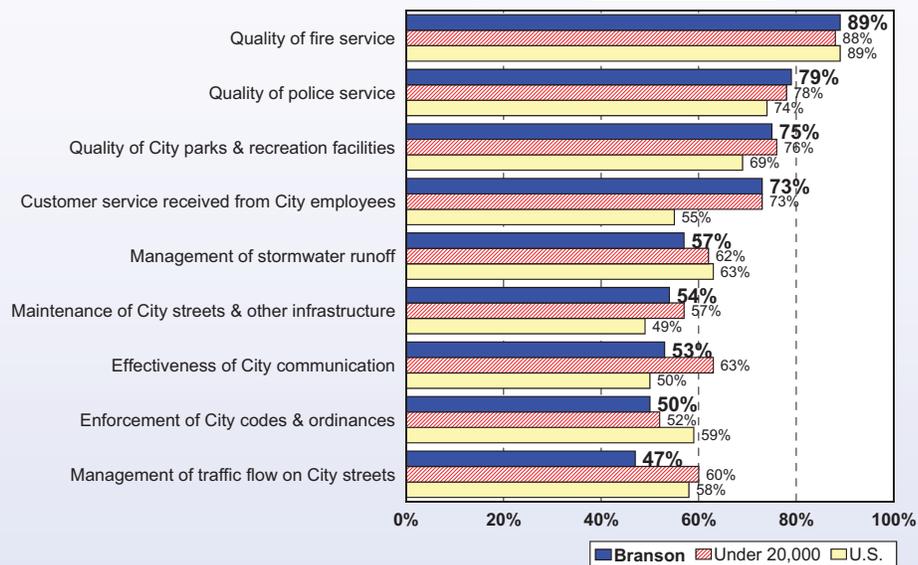
The charts on the following pages show how the overall results for Branson compare to the United States national averages and averages from similarly sized communities from surveys administered by ETC institute. Branson's results are shown in blue, the communities with populations of 20,000 or less averages are shown in red, and the National averages are shown in yellow.

National Benchmarks

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

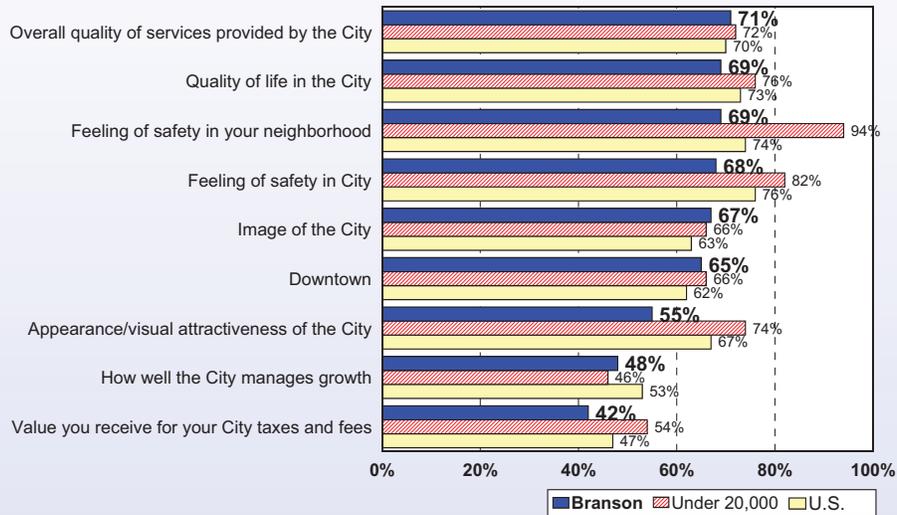
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

Satisfaction with Issues that Influence Perceptions of the City *Branson vs. Under 20,000 vs. the U.S.*

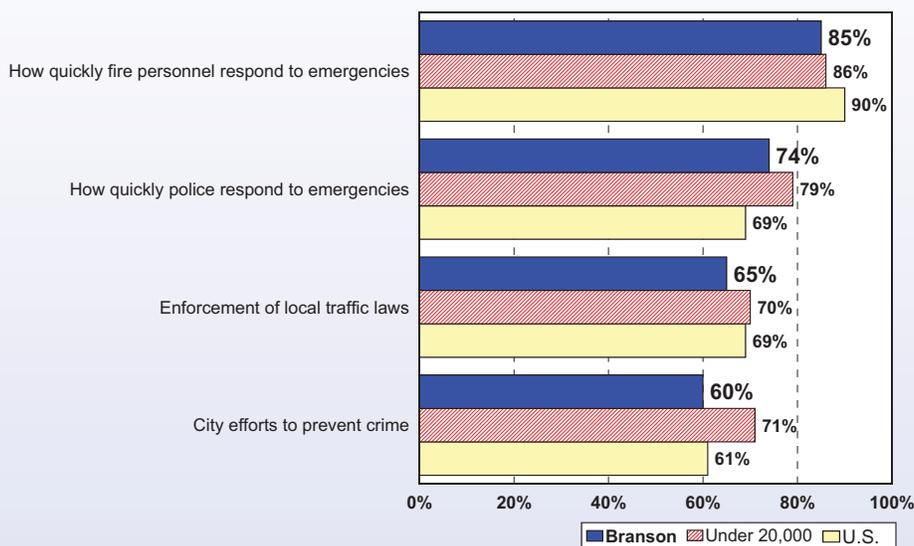
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

Overall Satisfaction with Public Safety *Branson vs. Under 20,000 vs. the U.S.*

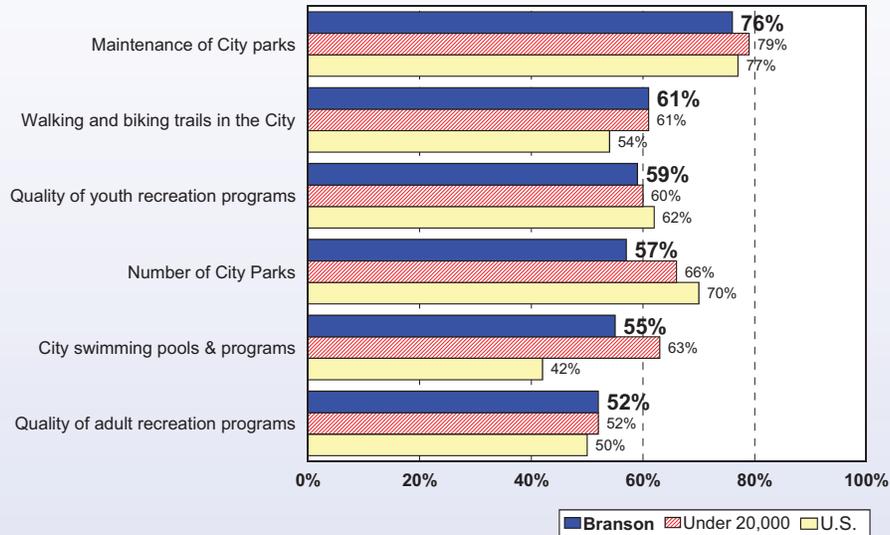
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: ETC Institute (2015)

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

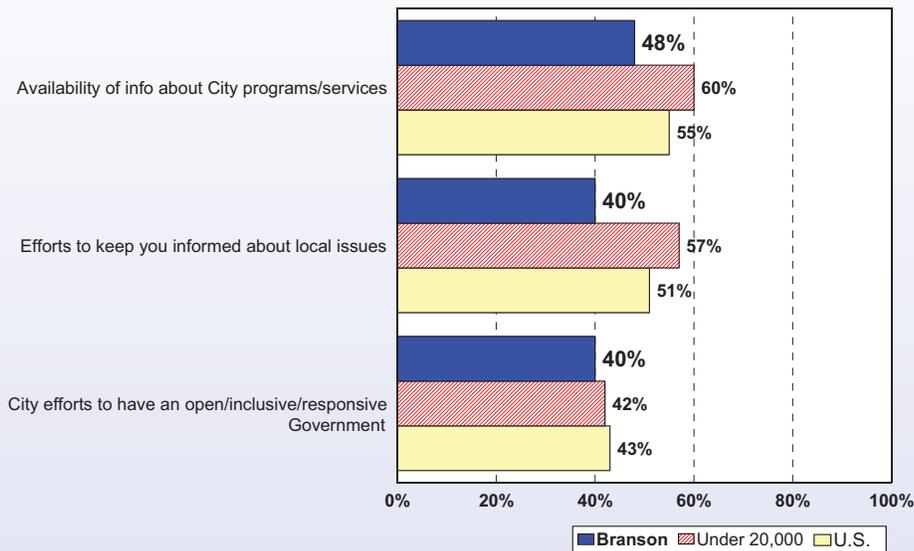
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

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

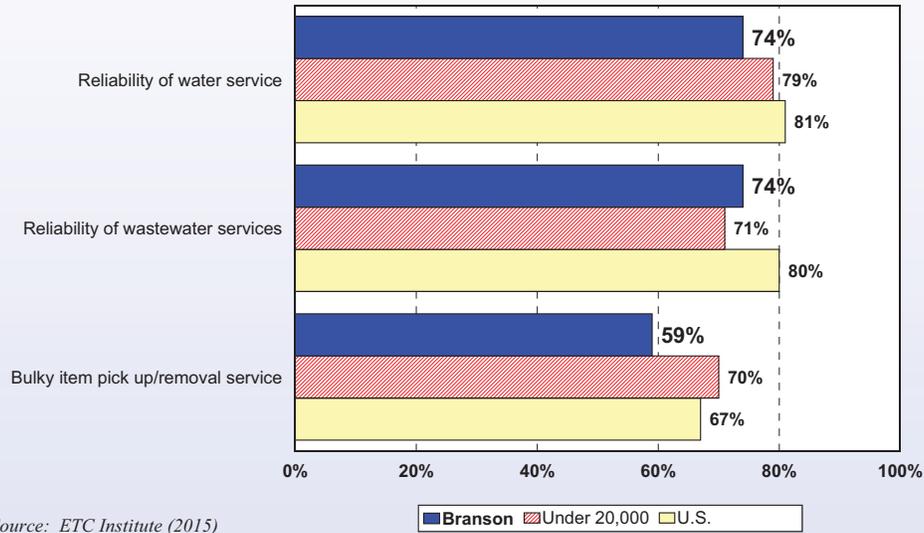
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

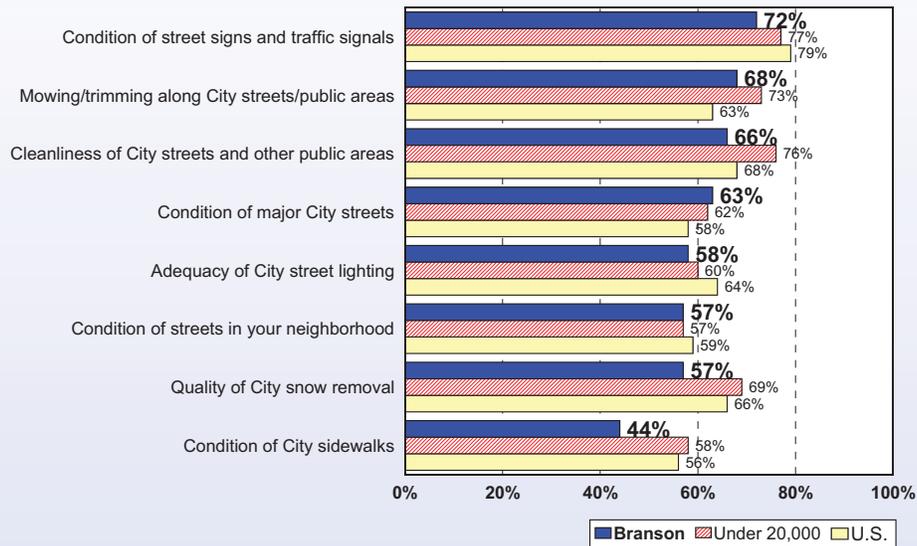
Overall Satisfaction with Utility Services *Branson vs. Under 20,000 vs. the U.S.*

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



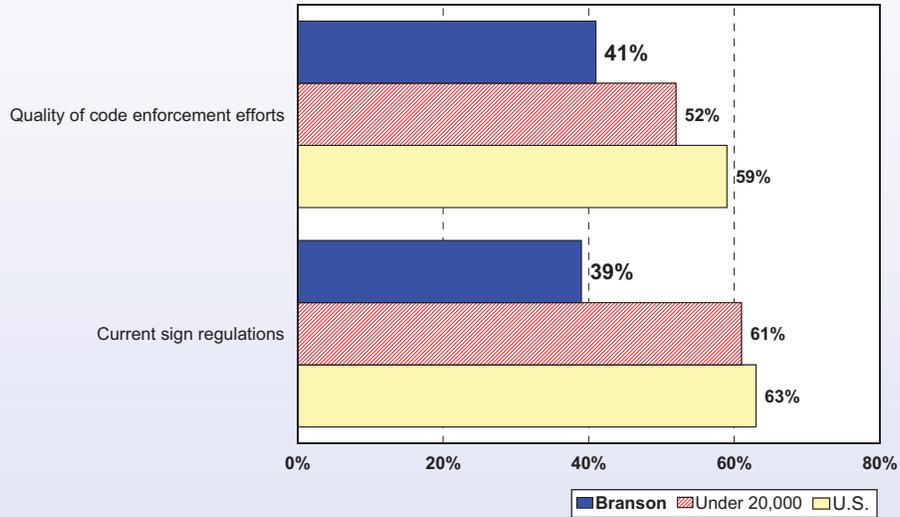
Overall Satisfaction with Maintenance Services *Branson vs. Under 20,000 vs. the U.S.*

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



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

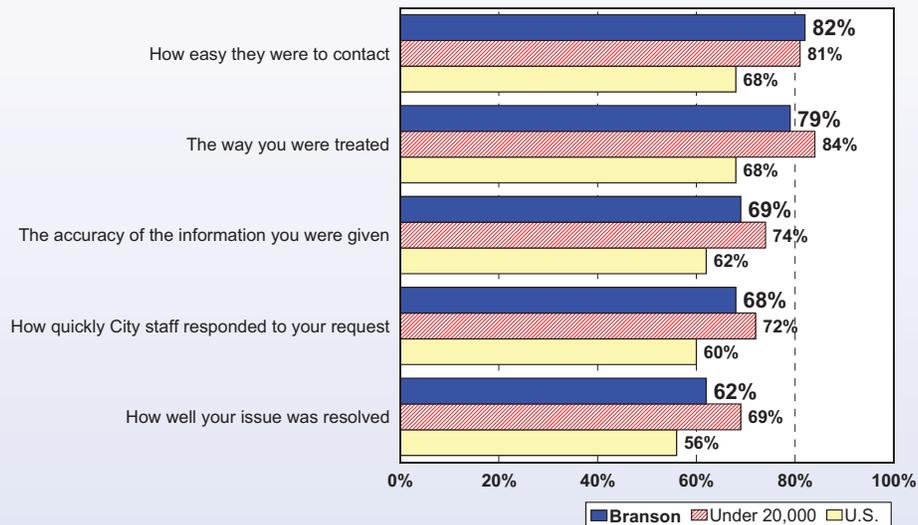
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

Overall Satisfaction with Customer Service from City Employees *Branson vs. Under 20,000 vs. the U.S.*

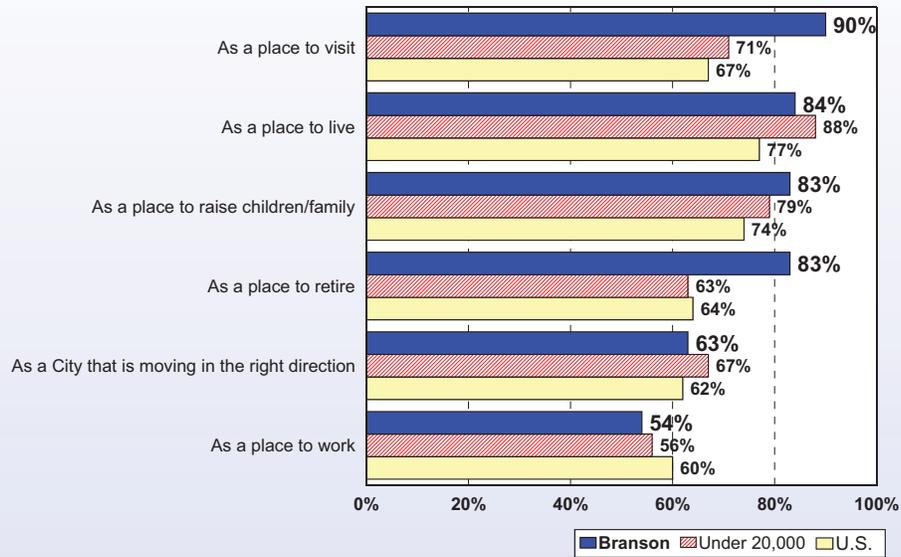
by percentage of respondents who **contacted the City during the past year** and rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2015)

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

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



Section 4

Tabular Data

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Quality of police service	33.1%	40.7%	14.0%	2.9%	2.5%	6.9%
Q1-2. Quality of fire service	42.1%	37.7%	8.2%	1.3%	0.6%	10.1%
Q1-3. Quality of City parks & recreation facilities	23.7%	44.9%	16.4%	5.9%	1.1%	7.8%
Q1-4. Quality of recreational events & programs	21.6%	37.7%	20.1%	6.5%	1.5%	12.6%
Q1-5. Enforcement of City codes & ordinances	12.8%	30.4%	26.6%	11.7%	5.2%	13.4%
Q1-6. Quality of customer service you receive from City employees	24.3%	43.0%	15.1%	6.7%	3.4%	7.5%
Q1-7. Effectiveness of City communication	12.4%	35.2%	27.0%	11.5%	4.0%	9.9%
Q1-8. Management of traffic flow on City streets	11.1%	34.0%	25.0%	17.6%	8.6%	3.6%
Q1-9. Maintenance of City streets & other infrastructure (water, sewer, etc.)	11.5%	40.0%	23.3%	14.9%	5.2%	5.2%
Q1-10. City of Branson's water & sewer rates	14.5%	36.1%	24.5%	11.1%	5.9%	7.8%
Q1-11. Management of stormwater runoff	11.3%	40.3%	26.2%	6.5%	5.7%	9.9%

WITHOUT "DON'T KNOW"

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Quality of police service	35.5%	43.7%	15.0%	3.1%	2.7%
Q1-2. Quality of fire service	46.8%	41.9%	9.1%	1.5%	0.6%
Q1-3. Quality of City parks & recreation facilities	25.7%	48.8%	17.8%	6.4%	1.2%
Q1-4. Quality of recreational events & programs	24.7%	43.1%	23.0%	7.4%	1.8%
Q1-5. Enforcement of City codes & ordinances	14.8%	35.1%	30.7%	13.5%	6.0%
Q1-6. Quality of customer service you receive from City employees	26.2%	46.5%	16.3%	7.2%	3.7%
Q1-7. Effectiveness of City communication	13.8%	39.1%	29.9%	12.7%	4.5%
Q1-8. Management of traffic flow on City streets	11.5%	35.3%	26.0%	18.3%	8.9%
Q1-9. Maintenance of City streets & other infrastructure (water, sewer, etc.)	12.1%	42.1%	24.6%	15.7%	5.4%
Q1-10. City of Branson's water & sewer rates	15.8%	39.2%	26.6%	12.0%	6.4%
Q1-11. Management of stormwater runoff	12.5%	44.8%	29.1%	7.2%	6.4%

Q2. Which THREE of the items listed in Question 1 above 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	99	18.9 %
Quality of fire service	11	2.1 %
Quality of City parks & recreation facilities	29	5.5 %
Quality of recreational events & programs	11	2.1 %
Enforcement of City codes & ordinances	43	8.2 %
Quality of customer service you receive from City employees	14	2.7 %
Effectiveness of City communication	14	2.7 %
Management of traffic flow on City streets	109	20.8 %
Maintenance of City streets & other infrastructure (water, sewer, etc.)	76	14.5 %
City of Branson's water & sewer rates	27	5.2 %
Management of stormwater runoff	23	4.4 %
None chosen	67	12.8 %
Total	523	100.0 %

Q2. Which THREE of the items listed in Question 1 above 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	28	5.4 %
Quality of fire service	47	9.0 %
Quality of City parks & recreation facilities	31	5.9 %
Quality of recreational events & programs	27	5.2 %
Enforcement of City codes & ordinances	42	8.0 %
Quality of customer service you receive from City employees	16	3.1 %
Effectiveness of City communication	45	8.6 %
Management of traffic flow on City streets	60	11.5 %
Maintenance of City streets & other infrastructure (water, sewer, etc.)	83	15.9 %
City of Branson's water & sewer rates	29	5.5 %
Management of stormwater runoff	25	4.8 %
None chosen	90	17.2 %
Total	523	100.0 %

Q2. Which THREE of the items listed in Question 1 above 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	31	5.9 %
Quality of fire service	16	3.1 %
Quality of City parks & recreation facilities	30	5.7 %
Quality of recreational events & programs	24	4.6 %
Enforcement of City codes & ordinances	46	8.8 %
Quality of customer service you receive from City employees	20	3.8 %
Effectiveness of City communication	56	10.7 %
Management of traffic flow on City streets	48	9.2 %
Maintenance of City streets & other infrastructure (water, sewer, etc.)	64	12.2 %
City of Branson's water & sewer rates	38	7.3 %
Management of stormwater runoff	35	6.7 %
None chosen	115	22.0 %
Total	523	100.0 %

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

Q2. Sum of top 3 choices	Number	Percent
Quality of police service	158	30.2 %
Quality of fire service	74	14.1 %
Quality of City parks & recreation facilities	90	17.2 %
Quality of recreational events & programs	62	11.9 %
Enforcement of City codes & ordinances	131	25.0 %
Quality of customer service you receive from City employees	50	9.6 %
Effectiveness of City communication	115	22.0 %
Management of traffic flow on City streets	217	41.5 %
Maintenance of City streets & other infrastructure (water, sewer, etc.)	223	42.6 %
City of Branson's water & sewer rates	94	18.0 %
Management of stormwater runoff	83	15.9 %
None chosen	67	12.8 %
Total	1364	

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-1. Overall quality of services provided by City	16.1%	50.7%	22.6%	3.6%	1.3%	5.7%
Q3-2. Branson's brand/reputation	21.6%	42.8%	17.6%	10.9%	3.3%	3.8%
Q3-3. How well City manages growth	10.1%	34.4%	25.8%	17.8%	4.8%	7.1%
Q3-4. Quality of life in City	24.1%	42.8%	20.5%	7.3%	2.3%	3.1%
Q3-5. Feeling of safety in City	23.3%	43.6%	20.1%	8.8%	2.3%	1.9%
Q3-6. Feeling of safety in your neighborhood	28.9%	38.2%	17.6%	9.9%	3.3%	2.1%
Q3-7. Appearance/visual attractiveness of Historic Downtown Branson	22.2%	41.1%	20.7%	11.1%	2.9%	2.1%
Q3-8. Appearance/visual attractiveness of Highway 76	9.9%	32.9%	22.2%	24.9%	8.4%	1.7%
Q3-9. Appearance/visual attractiveness of City	11.1%	42.4%	26.6%	14.7%	2.9%	2.3%
Q3-10. Value you receive for your City taxes & fees	7.5%	32.3%	32.9%	15.1%	7.6%	4.6%

WITHOUT "DON'T KNOW"

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall quality of services provided by City	17.0%	53.8%	23.9%	3.9%	1.4%
Q3-2. Branson's brand/reputation	22.5%	44.5%	18.3%	11.3%	3.4%
Q3-3. How well City manages growth	10.9%	37.0%	27.8%	19.1%	5.1%
Q3-4. Quality of life in City	24.9%	44.2%	21.1%	7.5%	2.4%
Q3-5. Feeling of safety in City	23.8%	44.4%	20.5%	9.0%	2.3%
Q3-6. Feeling of safety in your neighborhood	29.5%	39.1%	18.0%	10.2%	3.3%
Q3-7. Appearance/visual attractiveness of Historic Downtown Branson	22.7%	42.0%	21.1%	11.3%	2.9%
Q3-8. Appearance/visual attractiveness of Highway 76	10.1%	33.5%	22.6%	25.3%	8.6%
Q3-9. Appearance/visual attractiveness of City	11.4%	43.4%	27.2%	15.1%	2.9%
Q3-10. Value you receive for your City taxes & fees	7.8%	33.9%	34.5%	15.8%	8.0%

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4-1. City efforts to prevent crime	13.6%	43.0%	22.6%	11.5%	3.1%	6.3%
Q4-2. Enforcement of local traffic laws	15.9%	45.5%	19.9%	9.8%	4.0%	5.0%
Q4-3. How quickly police respond to emergencies	21.2%	40.2%	16.4%	3.1%	2.5%	16.6%
Q4-4. How quickly fire personnel respond to emergencies	30.6%	39.0%	10.5%	1.7%	0.0%	18.2%

WITHOUT "DON'T KNOW"

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4-1. City efforts to prevent crime	14.5%	45.9%	24.1%	12.2%	3.3%
Q4-2. Enforcement of local traffic laws	16.7%	47.9%	20.9%	10.3%	4.2%
Q4-3. How quickly police respond to emergencies	25.5%	48.2%	19.7%	3.7%	3.0%
Q4-4. How quickly fire personnel respond to emergencies	37.4%	47.7%	12.9%	2.1%	0.0%

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5-1. Maintenance of City parks	18.2%	49.7%	17.2%	3.3%	1.3%	10.3%
Q5-2. Location of City parks	18.0%	48.6%	18.7%	5.0%	1.7%	8.0%
Q5-3. Number of walking & biking trails	15.9%	38.4%	20.3%	11.1%	3.8%	10.5%
Q5-4. Quality of City swimming pool	12.8%	25.6%	23.3%	4.2%	4.0%	30.0%
Q5-5. Number of outdoor athletic fields	15.5%	36.1%	24.1%	4.8%	1.9%	17.6%
Q5-6. Number of indoor gyms	9.4%	28.5%	26.2%	12.0%	5.7%	18.2%
Q5-7. Quality of City recreation programs for youth	12.4%	30.2%	23.9%	3.4%	2.1%	27.9%
Q5-8. Quality of City recreation programs for adults	11.3%	28.3%	25.2%	8.2%	2.9%	24.1%
Q5-9. Quality of City recreation programs for seniors	10.9%	22.6%	27.7%	8.0%	4.8%	26.0%
Q5-10. Fees charged to participate in programs	8.0%	26.0%	26.0%	9.9%	6.3%	23.7%
Q5-11. Number of City parks	12.4%	36.9%	26.2%	7.6%	3.8%	13.0%
Q5-12. Quality of special events	13.0%	30.6%	27.2%	6.1%	3.4%	19.7%

WITHOUT "DON'T KNOW"**Q5. Parks and Recreation. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (without "don't know")**

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5-1. Maintenance of City parks	20.3%	55.4%	19.2%	3.6%	1.5%
Q5-2. Location of City parks	19.5%	52.8%	20.4%	5.4%	1.9%
Q5-3. Number of walking & biking trails	17.7%	42.9%	22.6%	12.4%	4.3%
Q5-4. Quality of City swimming pool	18.3%	36.6%	33.3%	6.0%	5.7%
Q5-5. Number of outdoor athletic fields	18.8%	43.9%	29.2%	5.8%	2.3%
Q5-6. Number of indoor gyms	11.4%	34.8%	32.0%	14.7%	7.0%
Q5-7. Quality of City recreation programs for youth	17.2%	41.9%	33.2%	4.8%	2.9%
Q5-8. Quality of City recreation programs for adults	14.9%	37.3%	33.2%	10.8%	3.8%
Q5-9. Quality of City recreation programs for seniors	14.7%	30.5%	37.5%	10.9%	6.5%
Q5-10. Fees charged to participate in programs	10.5%	34.1%	34.1%	13.0%	8.3%
Q5-11. Number of City parks	14.3%	42.4%	30.1%	8.8%	4.4%
Q5-12. Quality of special events	16.2%	38.1%	33.8%	7.6%	4.3%

Q6. Which THREE of the parks and recreation items listed in Question 5 above 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	92	17.6 %
Location of City parks	16	3.1 %
Number of walking & biking trails	68	13.0 %
Quality of City swimming pool	24	4.6 %
Number of outdoor athletic fields	12	2.3 %
Number of indoor gyms	33	6.3 %
Quality of City recreation programs for youth	30	5.7 %
Quality of City recreation programs for adults	9	1.7 %
Quality of City recreation programs for seniors	59	11.3 %
Fees charged to participate in programs	31	5.9 %
Number of City parks	9	1.7 %
Quality of special events	21	4.0 %
None chosen	119	22.8 %
Total	523	100.0 %

Q6. Which THREE of the parks and recreation items listed in Question 5 above 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	26	5.0 %
Location of City parks	15	2.9 %
Number of walking & biking trails	50	9.6 %
Quality of City swimming pool	22	4.2 %
Number of outdoor athletic fields	12	2.3 %
Number of indoor gyms	41	7.8 %
Quality of City recreation programs for youth	28	5.4 %
Quality of City recreation programs for adults	29	5.5 %
Quality of City recreation programs for seniors	50	9.6 %
Fees charged to participate in programs	43	8.2 %
Number of City parks	24	4.6 %
Quality of special events	32	6.1 %
None chosen	151	28.9 %
Total	523	100.0 %

Q6. Which THREE of the parks and recreation items listed in Question 5 above 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	32	6.1 %
Location of City parks	16	3.1 %
Number of walking & biking trails	33	6.3 %
Quality of City swimming pool	19	3.6 %
Number of outdoor athletic fields	8	1.5 %
Number of indoor gyms	21	4.0 %
Quality of City recreation programs for youth	29	5.5 %
Quality of City recreation programs for adults	20	3.8 %
Quality of City recreation programs for seniors	33	6.3 %
Fees charged to participate in programs	45	8.6 %
Number of City parks	33	6.3 %
Quality of special events	52	9.9 %
None chosen	182	34.8 %
Total	523	100.0 %

Q6. Which THREE of the parks and recreation items listed in Question 5 above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q6. Sum of top 3 choices	Number	Percent
Maintenance of City parks	150	28.7 %
Location of City parks	47	9.0 %
Number of walking & biking trails	151	28.9 %
Quality of City swimming pool	65	12.4 %
Number of outdoor athletic fields	32	6.1 %
Number of indoor gyms	95	18.2 %
Quality of City recreation programs for youth	87	16.6 %
Quality of City recreation programs for adults	58	11.1 %
Quality of City recreation programs for seniors	142	27.2 %
Fees charged to participate in programs	119	22.8 %
Number of City parks	66	12.6 %
Quality of special events	105	20.1 %
None chosen	119	22.8 %
Total	1236	

Q7. Which of the following new services/programs would you be most likely to utilize?

Q7. What new services/programs would you be
most likely to utilize

	Number	Percent
Archery Class	66	16.5 %
Parent's Night Out	50	12.5 %
School's Out Camp	50	12.5 %
Movies in the Park	233	58.3 %
Group Fitness Class	160	40.0 %
New Community Events	228	57.0 %
Other	51	12.8 %
Total	838	

Q7. Other

<u>Q7. Other</u>	<u>Number</u>	<u>Percent</u>
Indoor pool	3	5.9 %
Senior activities	2	3.9 %
More events to bring visitors throughout the year	1	2.0 %
more adult and senior activities after 8pm	1	2.0 %
Concerts of current entertainers	1	2.0 %
Indoor/covered heated swimming pool	1	2.0 %
yoga	1	2.0 %
karaoke	1	2.0 %
Stop multi-family living in single resident homes	1	2.0 %
Victorian balls and events	1	2.0 %
a City supported library	1	2.0 %
Indoor tennis	1	2.0 %
New gyms not so expensive to join	1	2.0 %
Another swimming facility on the south or east side of Branson	1	2.0 %
Outdoor theater	1	2.0 %
Baseball programs for kids	1	2.0 %
programs for 14-18 year old	1	2.0 %
indoor pools for year round use	1	2.0 %
BBQ/music festival	1	2.0 %
Nature programs	1	2.0 %
Fitness center at senior center	1	2.0 %
Gun safety/wildlife/nature/fishing	1	2.0 %
Painting/crafts	1	2.0 %
Skating parties	1	2.0 %
tide walking pool for seniors	1	2.0 %
more youth sports	1	2.0 %
adult oriented events	1	2.0 %
Senior fitness-pool	1	2.0 %
Regatta on Lake Taneycomo along the Landing	1	2.0 %
Golf	1	2.0 %
Triathlon	1	2.0 %
Ballroom dancing	1	2.0 %
Indoor heated pools	1	2.0 %
More sports facilities	1	2.0 %
A voice in City decisions	1	2.0 %
MORE BIKE TRAILS	1	2.0 %
Senior gathering event	1	2.0 %
Build mountain biking trails	1	2.0 %
ACTIVITIES BASED FOR ADULTS AND SENIORS	1	2.0 %
shooting range	1	2.0 %
indoor pool, library	1	2.0 %
More for local residents, disabled	1	2.0 %
INTERCONNECTED BIKE TRAILS	1	2.0 %
MORE COMMUNITY EVENTS	1	2.0 %
indoor swimming pool	1	2.0 %

Q7. Other

Q7. Other	Number	Percent
Outdoor/indoor public gym (free)	1	2.0 %
BETTER FOOTBALL PROGRAMS	1	2.0 %
senior programs	1	2.0 %
Total	51	100.0 %

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8-1. Availability of information about City programs & services	11.5%	33.3%	28.3%	16.4%	4.4%	6.1%
Q8-2. City efforts to keep you informed about local issues	9.6%	28.3%	28.5%	20.7%	7.5%	5.5%
Q8-3. City efforts to have an open, inclusive, responsive government	8.0%	28.3%	30.6%	14.7%	7.8%	10.5%

WITHOUT "DON'T KNOW"

Q8. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (without "don't know")

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8-1. Availability of information about City programs & services	12.2%	35.4%	30.1%	17.5%	4.7%
Q8-2. City efforts to keep you informed about local issues	10.1%	30.0%	30.2%	21.9%	7.9%
Q8-3. City efforts to have an open, inclusive, responsive government	9.0%	31.6%	34.2%	16.5%	8.8%

Q9. Which of the following do you use to get information about the City of Branson?

Q9. What do you use to get information about City of Branson	Number	Percent
Paid newspaper	147	28.8 %
Free newspaper	380	74.4 %
Local television	269	52.6 %
Local radio	209	40.9 %
Organizational meetings	21	4.1 %
Social media (Facebook, Twitter, Next Door, etc.)	197	38.6 %
City website (www.bransonmo.gov)	120	23.5 %
Calling the City	73	14.3 %
Word of mouth	296	57.9 %
Other	15	2.9 %
Total	1727	

Q9. Other

Q9. Other	Number	Percent
Replex website	1	6.7 %
Online	1	6.7 %
Google Branson	1	6.7 %
event notices by mail	1	6.7 %
face to face meetings	1	6.7 %
Flyers, posters	1	6.7 %
Through work at Landing & street signage	1	6.7 %
newsletter	1	6.7 %
411 call	1	6.7 %
Online paper	1	6.7 %
Signs around town	1	6.7 %
BRANSON DAILY NEWS ONLINE	1	6.7 %
NextDoor	1	6.7 %
DROP BY RECPLEX/FRIENDS	1	6.7 %
park flyers	1	6.7 %
Total	15	100.0 %

Q9a. How would you prefer to receive information about the City of Branson?

Q9a. How would you prefer to receive information about City of Branson	Number	Percent
Traditional media (print, broadcast)	237	47.7 %
City newsletter (direct mailing)	293	59.0 %
Online/digital media (website, social media)	226	45.5 %
Other	17	3.4 %
Total	773	

Q9a. Other

Q9a. Other	Number	Percent
Newspapers	2	14.3 %
Emails	2	14.3 %
Texts	2	14.3 %
A website that is easy to navigate	1	7.1 %
local radio	1	7.1 %
Text notifications	1	7.1 %
Emails, texts	1	7.1 %
Subscription emails	1	7.1 %
Texts, City app	1	7.1 %
Facebook links or emails	1	7.1 %
a better website	1	7.1 %
Total	14	100.0 %

Q9b. Which of the following City communication tools are you aware of?

Q9b. What City communication tools are you aware of	Number	Percent
SMS Text Messages	82	21.2 %
City's Twitter	33	8.5 %
City Facebook	129	33.3 %
Police Twitter	14	3.6 %
Branson Alerts	199	51.4 %
Linked In	15	3.9 %
Google +	43	11.1 %
City Newsletter	91	23.5 %
Next Door	80	20.7 %
City Website	195	50.4 %
Total	881	

Q10. City of Branson Utility Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10-1. Drop-off recycling services	18.2%	29.8%	23.7%	6.7%	3.8%	17.8%
Q10-2. Bulky item pick up/removal that occurs twice a year for items such as old furniture, appliances, etc	14.0%	33.1%	20.7%	8.8%	2.7%	20.8%
Q10-3. Reliability of City of Branson's water service	23.7%	42.8%	18.2%	4.2%	1.3%	9.8%
Q10-4. Reliability of City of Branson's wastewater services	20.5%	45.5%	18.9%	2.9%	1.0%	11.3%
Q10-5. Response to City of Branson's water & sewer issues/concerns	15.5%	37.9%	23.5%	5.0%	2.7%	15.5%

WITHOUT "DON'T KNOW"

Q10. City of Branson Utility Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (without "don't know")

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10-1. Drop-off recycling services	22.1%	36.3%	28.8%	8.1%	4.7%
Q10-2. Bulky item pick up/removal that occurs twice a year for items such as old furniture, appliances, etc	17.6%	41.8%	26.1%	11.1%	3.4%
Q10-3. Reliability of City of Branson's water service	26.3%	47.5%	20.1%	4.7%	1.5%
Q10-4. Reliability of City of Branson's wastewater services	23.1%	51.3%	21.3%	3.2%	1.1%
Q10-5. Response to City of Branson's water & sewer issues/concerns	18.3%	44.8%	27.8%	5.9%	3.2%

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11-1. Condition of major City streets	11.7%	50.3%	19.7%	14.5%	2.1%	1.7%
Q11-2. Condition of streets in your neighborhood	16.6%	39.8%	17.8%	17.4%	6.9%	1.5%
Q11-3. Condition of City sidewalks	7.8%	33.3%	25.2%	18.9%	7.8%	6.9%
Q11-4. Quality of City snow removal	13.0%	39.2%	21.8%	12.0%	6.1%	7.8%
Q11-5. Condition of street signs & traffic signals	16.6%	53.0%	18.7%	6.9%	1.9%	2.9%
Q11-6. Mowing & trimming along City streets & other public areas	17.0%	49.9%	18.7%	8.8%	3.4%	2.1%
Q11-7. Adequacy of City street lighting	12.0%	44.6%	20.5%	15.1%	5.7%	2.1%
Q11-8. Cleanliness of City streets	16.3%	48.2%	20.7%	9.4%	3.6%	1.9%
Q11-9. Cleanliness of stormwater drains & creeks in your neighborhood	14.1%	40.3%	25.0%	10.9%	4.4%	5.2%

WITHOUT "DON'T KNOW"

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Condition of major City streets	11.9%	51.2%	20.0%	14.8%	2.1%
Q11-2. Condition of streets in your neighborhood	16.9%	40.4%	18.1%	17.7%	7.0%
Q11-3. Condition of City sidewalks	8.4%	35.7%	27.1%	20.3%	8.4%
Q11-4. Quality of City snow removal	14.1%	42.5%	23.7%	13.1%	6.6%
Q11-5. Condition of street signs & traffic signals	17.1%	54.5%	19.3%	7.1%	2.0%
Q11-6. Mowing & trimming along City streets & other public areas	17.4%	51.0%	19.1%	9.0%	3.5%
Q11-7. Adequacy of City street lighting	12.3%	45.5%	20.9%	15.4%	5.9%
Q11-8. Cleanliness of City streets	16.6%	49.1%	21.1%	9.6%	3.7%
Q11-9. Cleanliness of stormwater drains & creeks in your neighborhood	14.9%	42.5%	26.4%	11.5%	4.6%

Q12. Which TWO of the maintenance items listed in Question 11 above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q12. Top choice	Number	Percent
Condition of major City streets	100	19.1 %
Condition of streets in your neighborhood	57	10.9 %
Condition of City sidewalks	60	11.5 %
Quality of City snow removal	53	10.1 %
Condition of street signs & traffic signals	18	3.4 %
Mowing & trimming along City streets & other public areas	25	4.8 %
Adequacy of City street lighting	58	11.1 %
Cleanliness of City streets	23	4.4 %
Cleanliness of stormwater drains & creeks in your neighborhood	30	5.7 %
None chosen	99	18.9 %
Total	523	100.0 %

Q12. Which TWO of the maintenance items listed in Question 11 above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q12. 2nd choice	Number	Percent
Condition of major City streets	40	7.6 %
Condition of streets in your neighborhood	57	10.9 %
Condition of City sidewalks	50	9.6 %
Quality of City snow removal	49	9.4 %
Condition of street signs & traffic signals	16	3.1 %
Mowing & trimming along City streets & other public areas	39	7.5 %
Adequacy of City street lighting	61	11.7 %
Cleanliness of City streets	49	9.4 %
Cleanliness of stormwater drains & creeks in your neighborhood	26	5.0 %
None chosen	136	26.0 %
Total	523	100.0 %

Q12. Which TWO of the maintenance items listed in Question 11 above do you think should receive the MOST EMPHASIS from City leaders over the next two years?

<u>Q12. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	140	26.8 %
Condition of streets in your neighborhood	114	21.8 %
Condition of City sidewalks	110	21.0 %
Quality of City snow removal	102	19.5 %
Condition of street signs & traffic signals	34	6.5 %
Mowing & trimming along City streets & other public areas	64	12.2 %
Adequacy of City street lighting	119	22.8 %
Cleanliness of City streets	72	13.8 %
Cleanliness of stormwater drains & creeks in your neighborhood	56	10.7 %
None chosen	99	18.9 %
Total	910	

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

Q13. How well does City of Branson work with other governmental organizations in our region when planning future

	Number	Percent
Very well	56	10.7 %
Generally well	146	27.9 %
Somewhat well	87	16.6 %
Not particularly well	37	7.1 %
Not well at all	9	1.7 %
Don't know	188	35.9 %
Total	523	100.0 %

WITHOUT “DON’T KNOW”

Q13. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City? (without "don't know")

Q13. How well does City of Branson work with other governmental organizations in our region when planning future

	Number	Percent
Very well	56	16.7 %
Generally well	146	43.6 %
Somewhat well	87	26.0 %
Not particularly well	37	11.0 %
Not well at all	9	2.7 %
Total	335	100.0 %

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14-1. Quality of code enforcement efforts	7.6%	21.6%	26.2%	11.7%	4.8%	28.1%
Q14-2. Amount of code enforcement	6.1%	21.0%	26.4%	10.9%	5.4%	30.2%
Q14-3. Current sign regulations	6.9%	22.2%	26.2%	11.5%	7.1%	26.2%
Q14-4. Quality of building permitting process	5.5%	20.5%	27.3%	9.4%	6.3%	31.0%

WITHOUT "DON'T KNOW"

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

(N=523)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14-1. Quality of code enforcement efforts	10.6%	30.1%	36.4%	16.2%	6.6%
Q14-2. Amount of code enforcement	8.8%	30.1%	37.8%	15.6%	7.7%
Q14-3. Current sign regulations	9.3%	30.1%	35.5%	15.5%	9.6%
Q14-4. Quality of building permitting process	8.0%	29.6%	39.6%	13.6%	9.1%

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

(N=523)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q15-1. Preserving small-town atmosphere	38.6%	27.3%	17.0%	10.9%	2.7%	3.4%
Q15-2. Addressing needs & concerns in your neighborhood	30.6%	37.1%	23.1%	4.2%	1.0%	4.0%
Q15-3. Diversify entertainment offerings	34.2%	29.3%	19.3%	10.9%	3.1%	3.3%
Q15-4. Diversify range of housing options	28.5%	32.7%	21.8%	11.1%	2.5%	3.4%
Q15-5. Minimizing tax increases	51.8%	25.2%	15.3%	3.8%	1.0%	2.9%
Q15-6. Incentivize economic development	32.3%	34.4%	20.8%	7.1%	1.3%	4.0%
Q15-7. Expanding employment opportunities	51.8%	29.1%	12.8%	2.1%	0.8%	3.4%
Q15-8. Increasing availability of arts & cultural amenities	24.9%	28.9%	26.2%	13.4%	3.1%	3.6%
Q15-9. Improving quality of local governmental services	22.9%	38.0%	28.7%	4.8%	1.1%	4.4%
Q15-10. Enhancing appearance & overall beauty of City	38.6%	32.9%	20.1%	4.0%	1.1%	3.3%
Q15-11. Improving & expanding parks & recreational opportunities	23.9%	28.5%	31.2%	11.1%	1.5%	3.8%
Q15-12. Preserving City's community values	45.1%	27.3%	17.6%	4.6%	1.5%	3.8%
Q15-13. Managing environmental resources including water & air quality	42.6%	32.5%	18.0%	3.4%	0.4%	3.1%
Q15-14. Improving communication & opportunities for public participation	31.5%	37.1%	23.1%	4.2%	0.8%	3.3%
Q15-15. Improve quality of City infrastructure	37.5%	33.7%	21.6%	2.3%	1.1%	3.8%

WITHOUT "NOT PROVIDED"**Q15. Future Planning. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following issues should be when planning the City's future? (without "not provided")**

(N=523)

	Extremely important	Very important	Important	Less important	Not important
Q15-1. Preserving small-town atmosphere	40.0%	28.3%	17.6%	11.3%	2.8%
Q15-2. Addressing needs & concerns in your neighborhood	31.9%	38.6%	24.1%	4.4%	1.0%
Q15-3. Diversify entertainment offerings	35.4%	30.2%	20.0%	11.3%	3.2%
Q15-4. Diversify range of housing options	29.5%	33.9%	22.6%	11.5%	2.6%
Q15-5. Minimizing tax increases	53.3%	26.0%	15.7%	3.9%	1.0%
Q15-6. Incentivize economic development	33.7%	35.9%	21.7%	7.4%	1.4%
Q15-7. Expanding employment opportunities	53.7%	30.1%	13.3%	2.2%	0.8%
Q15-8. Increasing availability of arts & cultural amenities	25.8%	30.0%	27.2%	13.9%	3.2%
Q15-9. Improving quality of local governmental services	24.0%	39.8%	30.0%	5.0%	1.2%
Q15-10. Enhancing appearance & overall beauty of City	39.9%	34.0%	20.8%	4.2%	1.2%
Q15-11. Improving & expanding parks & recreational opportunities	24.9%	29.6%	32.4%	11.5%	1.6%
Q15-12. Preserving City's community values	46.9%	28.4%	18.3%	4.8%	1.6%
Q15-13. Managing environmental resources including water & air quality	44.0%	33.5%	18.5%	3.6%	0.4%
Q15-14. Improving communication & opportunities for public participation	32.6%	38.3%	23.9%	4.3%	0.8%
Q15-15. Improve quality of City infrastructure	39.0%	35.0%	22.5%	2.4%	1.2%

Q16. Which THREE of the issues listed in Question 15 above do you think should be MOST IMPORTANT when planning the City's future?

Q16. Top choice	Number	Percent
Preserving small-town atmosphere	86	16.4 %
Addressing needs & concerns in your neighborhood	27	5.2 %
Diversify entertainment offerings	47	9.0 %
Diversify range of housing options	29	5.5 %
Minimizing tax increases	74	14.1 %
Incentivize economic development	29	5.5 %
Expanding employment opportunities	37	7.1 %
Increasing availability of arts & cultural amenities	11	2.1 %
Improving quality of local governmental services	12	2.3 %
Enhancing appearance & overall beauty of City	19	3.6 %
Improving & expanding parks & recreational opportunities	7	1.3 %
Preserving City's community values	22	4.2 %
Managing environmental resources including water & air quality	20	3.8 %
Improving communication & opportunities for public participation	8	1.5 %
Improve quality of City infrastructure	34	6.5 %
<u>None chosen</u>	<u>61</u>	<u>11.7 %</u>
Total	523	100.0 %

Q16. Which THREE of the issues listed in Question 15 above do you think should be MOST IMPORTANT when planning the City's future?

Q16. 2nd choice	Number	Percent
Preserving small-town atmosphere	29	5.5 %
Addressing needs & concerns in your neighborhood	29	5.5 %
Diversify entertainment offerings	26	5.0 %
Diversify range of housing options	37	7.1 %
Minimizing tax increases	76	14.5 %
Incentivize economic development	27	5.2 %
Expanding employment opportunities	62	11.9 %
Increasing availability of arts & cultural amenities	15	2.9 %
Improving quality of local governmental services	16	3.1 %
Enhancing appearance & overall beauty of City	37	7.1 %
Improving & expanding parks & recreational opportunities	14	2.7 %
Preserving City's community values	40	7.6 %
Managing environmental resources including water & air quality	20	3.8 %
Improving communication & opportunities for public participation	6	1.1 %
Improve quality of City infrastructure	23	4.4 %
<u>None chosen</u>	<u>66</u>	<u>12.6 %</u>
Total	523	100.0 %

Q16. Which THREE of the issues listed in Question 15 above do you think should be MOST IMPORTANT when planning the City's future?

Q16. 3rd choice	Number	Percent
Preserving small-town atmosphere	36	6.9 %
Addressing needs & concerns in your neighborhood	13	2.5 %
Diversify entertainment offerings	30	5.7 %
Diversify range of housing options	21	4.0 %
Minimizing tax increases	49	9.4 %
Incentivize economic development	16	3.1 %
Expanding employment opportunities	57	10.9 %
Increasing availability of arts & cultural amenities	15	2.9 %
Improving quality of local governmental services	15	2.9 %
Enhancing appearance & overall beauty of City	41	7.8 %
Improving & expanding parks & recreational opportunities	15	2.9 %
Preserving City's community values	55	10.5 %
Managing environmental resources including water & air quality	35	6.7 %
Improving communication & opportunities for public participation	27	5.2 %
Improve quality of City infrastructure	21	4.0 %
<u>None chosen</u>	<u>77</u>	<u>14.7 %</u>
Total	523	100.0 %

Q16. Which THREE of the issues listed in Question 15 above do you think should be MOST IMPORTANT when planning the City's future?

Q16. Sum of top 3 choices	Number	Percent
Preserving small-town atmosphere	151	28.9 %
Addressing needs & concerns in your neighborhood	69	13.2 %
Diversify entertainment offerings	103	19.7 %
Diversify range of housing options	87	16.6 %
Minimizing tax increases	199	38.0 %
Incentivize economic development	72	13.8 %
Expanding employment opportunities	156	29.8 %
Increasing availability of arts & cultural amenities	41	7.8 %
Improving quality of local governmental services	43	8.2 %
Enhancing appearance & overall beauty of City	97	18.5 %
Improving & expanding parks & recreational opportunities	36	6.9 %
Preserving City's community values	117	22.4 %
Managing environmental resources including water & air quality	75	14.3 %
Improving communication & opportunities for public participation	41	7.8 %
Improve quality of City infrastructure	78	14.9 %
<u>None chosen</u>	<u>61</u>	<u>11.7 %</u>
Total	1426	

Q17. Transit. Which of the following types of transit should be explored?

<u>Q17. What types of transit should be explored</u>	<u>Number</u>	<u>Percent</u>
Bike lanes	152	30.0 %
Trolley (Hwy 76)	228	45.0 %
Trolley in commercial areas (Green Mtn. Dr., SOTH Expy., etc.)	187	36.9 %
Gondola (Hwy 76)	171	33.7 %
Regional bus service	129	25.4 %
Local bus service	252	49.7 %
Ride sharing	57	11.2 %
Not a priority	65	12.8 %
Other	23	4.5 %
Total	1264	

Q17. Other

<u>Q17. Other</u>	<u>Number</u>	<u>Percent</u>
Uber	4	17.4 %
Uber, Lyft	2	8.7 %
Public transportation	1	4.3 %
Plan projects during times that have least amount of traffic disruption	1	4.3 %
Sidewalks	1	4.3 %
More trolleys	1	4.3 %
Senior transportation, not OATS	1	4.3 %
Light rail trolley	1	4.3 %
City bus	1	4.3 %
Senior transportation so you don't have to call 5 days ahead	1	4.3 %
Build new access & side roads	1	4.3 %
sidewalks in neighborhood	1	4.3 %
Metro	1	4.3 %
Grant dollars Springfield-Branson 645 for workers	1	4.3 %
More adequate service to and from hospital to home	1	4.3 %
sidewalks on Hwy 165	1	4.3 %
Need to be able to get around if you don't use a car	1	4.3 %
Affordable airport shuttle	1	4.3 %
Helping seniors more	1	4.3 %
Total	23	100.0 %

Q18. Of the transit items you checked in Question 17 above, which one do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q18. Most emphasis from City leaders over next two years	Number	Percent
Bike lanes	30	5.7 %
Trolley (Hwy 76)	84	16.1 %
Trolley in commercial areas (Green Mtn. Dr., SOTH Expy., etc.)	34	6.5 %
Gondola (Hwy 76)	89	17.0 %
Regional bus service	28	5.4 %
Local bus service	152	29.1 %
Ride sharing	9	1.7 %
Not a priority	16	3.1 %
Other	13	2.5 %
None chosen	68	13.0 %
Total	523	100.0 %

Q19. Customer Satisfaction. Have you contacted the City of Branson during the past year?

Q19. Have you contacted City of Branson during past year	Number	Percent
Yes	269	51.4 %
No	254	48.6 %
Total	523	100.0 %

Q19a. (If YES to Question 19) Which City departments did you contact?

Q19a. Which City department did you contact	Number	Percent
Police	115	43.1 %
Fire	33	12.4 %
Parks & Recreation	35	13.1 %
City Administration	77	28.8 %
Planning & Development	92	34.5 %
Finance	21	7.9 %
Clerk/Court	61	22.8 %
Public Works (streets, recycling)	69	25.8 %
Utilities(water/wastewater)	112	41.9 %
Other	15	5.6 %
Total	630	

Q19a. Other

Q19a. Other	Number	Percent
City wide pick up schedule information office	1	6.7 %
Airport	1	6.7 %
Single family homes	1	6.7 %
Employment	1	6.7 %
Property codes	1	6.7 %
animal	1	6.7 %
Code enforcement	1	6.7 %
Mayor	1	6.7 %
Communications/PR	1	6.7 %
Tree removal	1	6.7 %
legal	1	6.7 %
Animal control (Health)	1	6.7 %
Paramedics	1	6.7 %
lawn maintenance of empty commercial property	1	6.7 %
permits	1	6.7 %
Total	15	100.0 %

Q19b. (If YES to Question 19) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the employees in the City Department you contacted most recently (in Question 19a) with regard to the following:

(N=267)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19b-1. How easy they were to contact	41.2%	40.1%	8.2%	4.5%	4.9%	1.1%
Q19b-2. The way you were treated	44.9%	33.0%	10.9%	5.6%	4.1%	1.5%
Q19b-3. Accuracy of information you were given	40.1%	28.1%	18.7%	6.4%	4.9%	1.9%
Q19b-4. How quickly City staff responded to your request	37.5%	29.2%	15.4%	7.5%	8.2%	2.2%
Q19b-5. How well your issue was resolved	32.6%	27.7%	15.0%	8.2%	14.2%	2.2%

WITHOUT "DON'T KNOW"

Q19b. (If YES to Question 19) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the employees in the City Department you contacted most recently (in Question 19a) with regard to the following: (without "don't know")

(N=267)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19b-1. How easy they were to contact	41.7%	40.5%	8.3%	4.5%	4.9%
Q19b-2. The way you were treated	45.6%	33.5%	11.0%	5.7%	4.2%
Q19b-3. Accuracy of information you were given	40.8%	28.6%	19.1%	6.5%	5.0%
Q19b-4. How quickly City staff responded to your request	38.3%	29.9%	15.7%	7.7%	8.4%
Q19b-5. How well your issue was resolved	33.3%	28.4%	15.3%	8.4%	14.6%

Q20. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following:

(N=523)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q20-1. As a place to live	44.9%	37.5%	8.8%	5.0%	1.7%	2.1%
Q20-2. As a place to raise a family	42.1%	35.2%	9.8%	4.6%	1.7%	6.7%
Q20-3. As a place to work	21.4%	29.6%	19.1%	17.8%	6.5%	5.5%
Q20-4. As a place to retire	43.6%	36.1%	9.2%	4.6%	2.3%	4.2%
Q20-5. As a place to visit	60.2%	27.7%	6.3%	2.7%	0.8%	2.3%
Q20-6. As a City that is moving in a positive direction	23.7%	37.1%	20.1%	10.9%	4.6%	3.6%

WITHOUT "DON'T KNOW"

Q20. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Branson with regard to the following: (without "don't know")

(N=523)

	Excellent	Good	Neutral	Below Average	Poor
Q20-1. As a place to live	45.9%	38.3%	9.0%	5.1%	1.8%
Q20-2. As a place to raise a family	45.1%	37.7%	10.5%	4.9%	1.8%
Q20-3. As a place to work	22.7%	31.4%	20.2%	18.8%	6.9%
Q20-4. As a place to retire	45.5%	37.7%	9.6%	4.8%	2.4%
Q20-5. As a place to visit	61.6%	28.4%	6.5%	2.7%	0.8%
Q20-6. As a City that is moving in a positive direction	24.6%	38.5%	20.8%	11.3%	4.8%

Q21. Approximately how many years have you lived in Branson?

<u>Q21. How many years have you lived in Branson</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	128	24.5 %
5-10 years	114	21.8 %
11-20 years	129	24.7 %
20+ years	148	28.3 %
Not provided	4	0.8 %
Total	523	100.0 %

WITHOUT "NOT PROVIDED"**Q21. Approximately how many years have you lived in Branson? (without "not provided")**

<u>Q21. How many years have you lived in Branson</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	128	24.7 %
5-10 years	114	22.0 %
11-20 years	129	24.9 %
20+ years	148	28.5 %
Total	519	100.0 %

Q22. What is your age?

<u>Q22. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 25 years	89	17.0 %
25-34 years	93	17.8 %
35-44 years	96	18.4 %
45-54 years	95	18.2 %
55-64 years	79	15.1 %
65-74 years	61	11.7 %
Not provided	10	1.9 %
Total	523	100.0 %

WITHOUT "NOT PROVIDED"**Q22. What is your age? (without "not provided")**

<u>Q22. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 25 years	89	17.3 %
25-34 years	93	18.1 %
35-44 years	96	18.7 %
45-54 years	95	18.5 %
55-64 years	79	15.4 %
65-74 years	61	11.9 %
Total	513	100.0 %

Q23. What is your gender?

<u>Q23. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	253	48.4 %
Female	270	51.6 %
Total	523	100.0 %

Q24. Which of the following best describes your race/ethnicity?

<u>Q24. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	9	1.7 %
White	473	91.1 %
American Indian/Eskimo	10	1.9 %
Black/African American	10	1.9 %
Hispanic/Latino/Spanish	44	8.5 %
Other	8	1.5 %
Total	554	

Q24. Other

<u>Q24. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	7	77.8 %
Hispanic	1	11.1 %
Asian American	1	11.1 %
Total	9	100.0 %

Q25. What is your total annual household income:

<u>Q25. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	120	22.9 %
\$30K to \$59,999	184	35.2 %
\$60K to \$99,999	95	18.2 %
\$100K+	79	15.1 %
Not provided	45	8.6 %
Total	523	100.0 %

WITHOUT "NOT PROVIDED"**Q25. What is your total annual household income: (without "not provided")**

<u>Q25. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	120	25.1 %
\$30K to \$59,999	184	38.5 %
\$60K to \$99,999	95	19.9 %
\$100K+	79	16.5 %
Total	478	100.0 %

Section 5

Survey Instrument



CITY OF BRANSON

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

November 2016

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 Kim Varner in the Planning and Development Department at 417-337-8568 or by email at kvarner@bransonmo.gov. Again, thank you for taking the time to complete the survey to better our community.

Sincerely,

Karen Best
Mayor

“The city will encourage the quality growth of a healthy, wholesome, clean environment in which people live, work and visit.”

2016 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 Kim Varner at 417-337-8568 or kvarner@bransonmo.gov.



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

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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 & 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 (water, sewer, etc.)	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 above do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in the numbers below using the numbers from the list in Question 1.]

1st: _____ 2nd: _____ 3rd: _____

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

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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. Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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. Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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 & Biking trails	5	4	3	2	1	9
04.	Quality of City swimming pool	5	4	3	2	1	9
05.	Number of outdoor athletic fields	5	4	3	2	1	9
06.	Number of in-door gyms	5	4	3	2	1	9
07.	Quality of City rec. programs for youth	5	4	3	2	1	9
08.	Quality of City rec. programs for adults	5	4	3	2	1	9
09.	Quality of City rec. programs for seniors	5	4	3	2	1	9
10.	Fees charged to participate in programs	5	4	3	2	1	9
11.	Number of City parks	5	4	3	2	1	9
12.	Quality of Special Events	5	4	3	2	1	9

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

1st: _____ 2nd: _____ 3rd: _____

7. Which of the following new services/programs would you be most likely to utilize?

[Please check all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> (1) Archery Class | <input type="checkbox"/> (5) Group Fitness Class |
| <input type="checkbox"/> (2) Parent’s Night Out | <input type="checkbox"/> (6) New Community Events |
| <input type="checkbox"/> (3) School’s Out Camp | <input type="checkbox"/> (7) Other: _____ |
| <input type="checkbox"/> (4) Movies in the Park | |

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

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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

9. Which of the following do you use to get information about the City of Branson?

[Please check all that apply.]

- (01) Paid newspaper
- (02) Free newspaper
- (03) Local Television
- (04) Local Radio
- (05) Organizational Meetings
- (06) Social Media (Facebook, Twitter, Next Door, etc.)
- (07) City website (www.bransonmo.gov)
- (08) Calling the City
- (09) Word of Mouth
- (10) Other: _____

9a. How would you prefer to receive information about the City of Branson?

[Please check all that apply.]

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

9b. Which of the following City communication tools are you aware of?

[Please check all that apply.]

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

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

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
1.	Drop-off recycling services	5	4	3	2	1	9
2.	Bulky item pick up/removal that occurs twice a year for items such as old furniture, appliances, etc.	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

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

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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

12. Which TWO of the maintenance items listed above do you think should receive the **MOST EMPHASIS from City leaders over the next two years? [Write in the numbers below using the numbers from the list in Question 11.]** 1st: _____ 2nd: _____

17. Transit. Which of the following types of transit should be explored? [Please check all that apply]

- (1) Bike Lanes
- (2) Trolley (Hwy 76)
- (3) Trolley in Commercial Areas
(Green Mtn. Dr., SOTH Expy., etc.)
- (4) Gondola (Hwy 76)
- (5) Regional Bus Service
- (6) Local Bus Service
- (7) Ride Sharing
- (8) Not a Priority
- (9) Other: _____

18. Of the transit items you checked above, which one do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in the number from the list of items you checked in Question 17.]

Highest Priority transit: _____

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

- (1) Yes [Answer Question 19a and 19b]
- (2) No [Go to Question 20]

19a. Which City departments did you contact? [Please check all that apply]

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

19b. 1-5.[Only if “YES” to Question 19] Using a 5-point scale where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with the employees in the City Department you contacted most recently (in #19a) with regard to the following:

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
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

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

How would you rate the City of Branson:		<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
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

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

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

22. What is your age?

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

23. What is your gender?

- (1) Male (2) Female

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

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

25. What is your total annual household income:

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

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

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

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. Thanks.

City of Branson Community Survey

...helping organizations make better decisions since 1982

Appendix A:
GIS Maps

Submitted to the City of Branson, Missouri:

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

January 2017



Interpreting GIS Maps

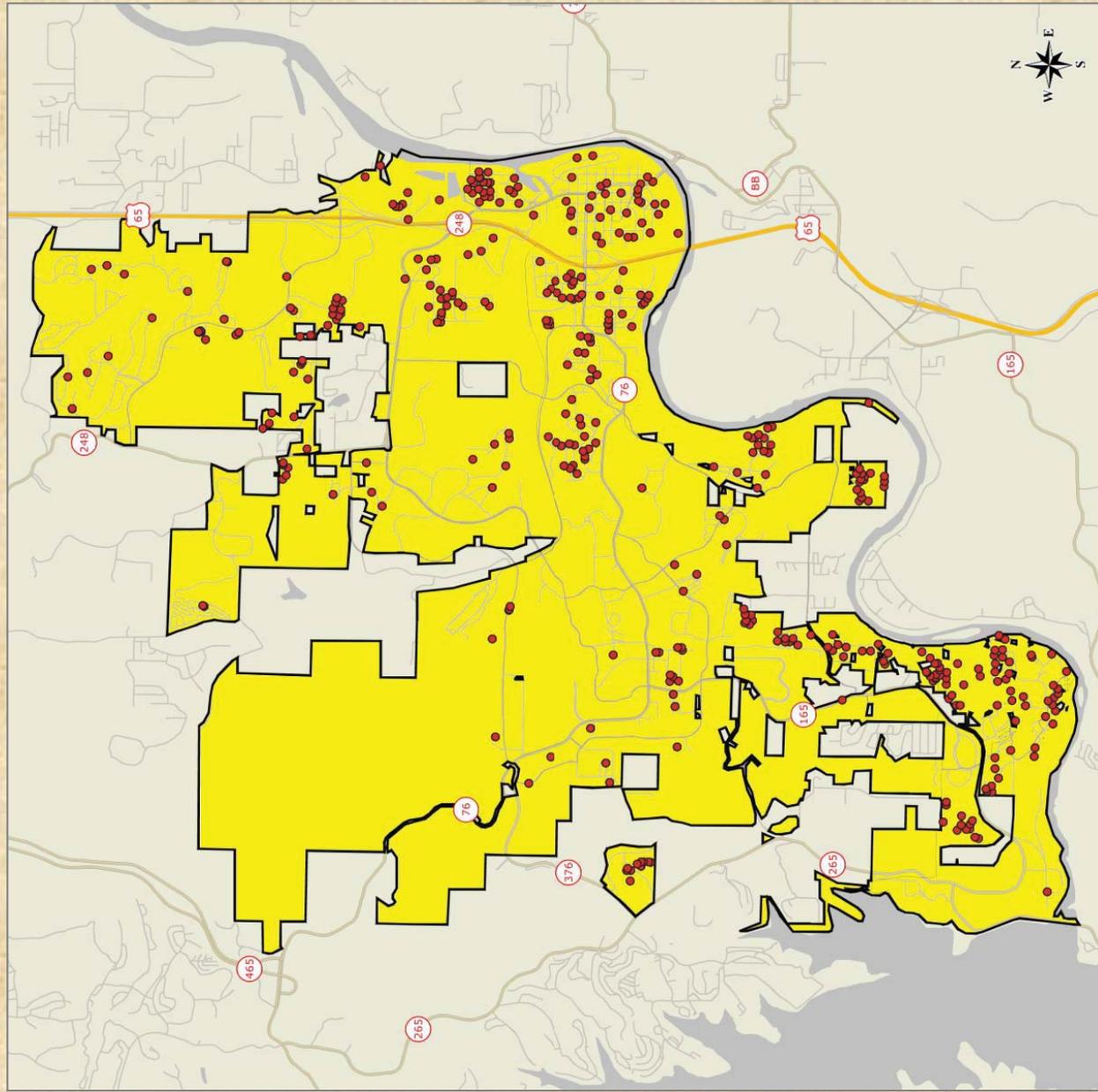
City of Branson, Missouri

The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

When reading the maps, please use the following color scheme as a guide:

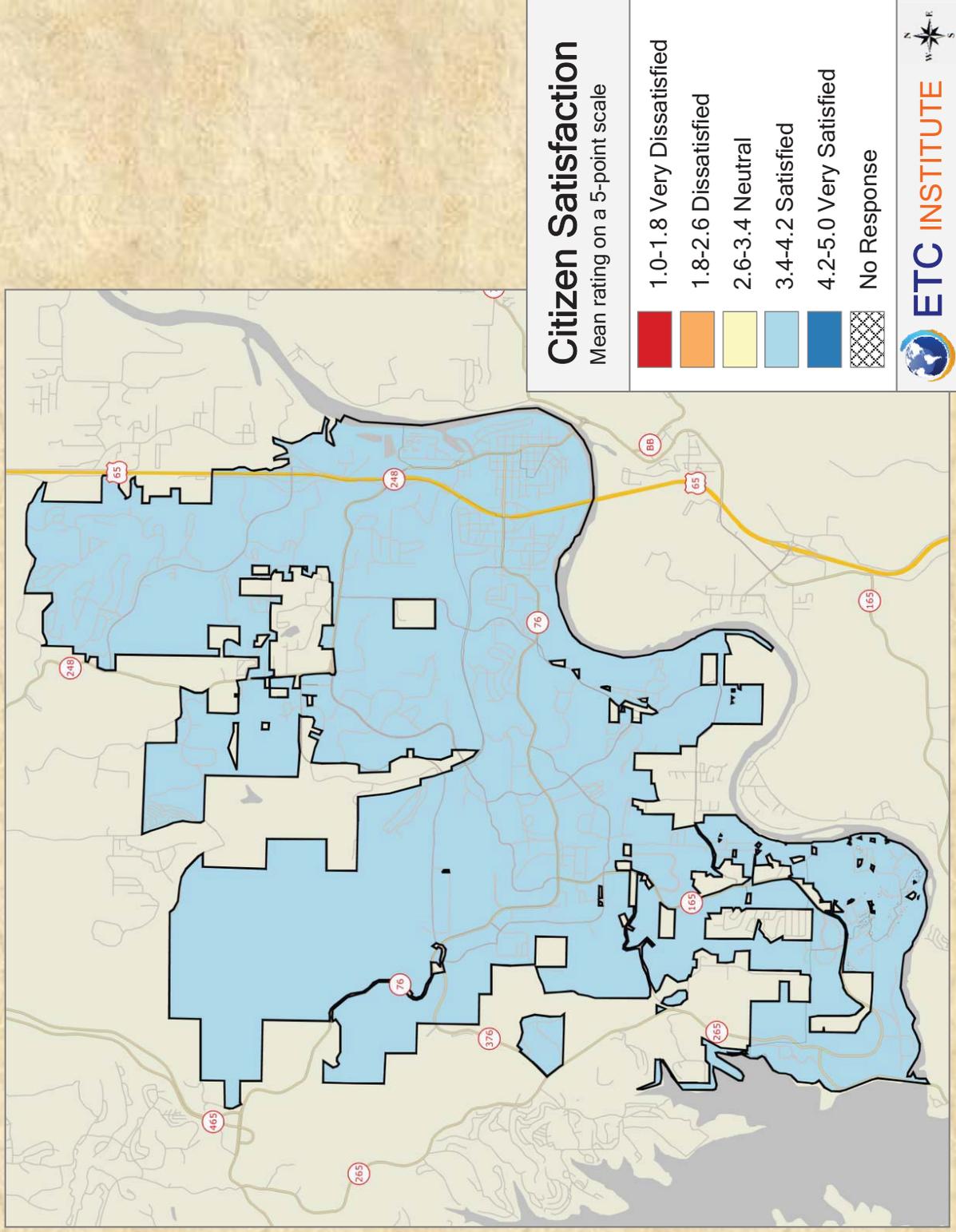
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”

Location of Survey Respondents



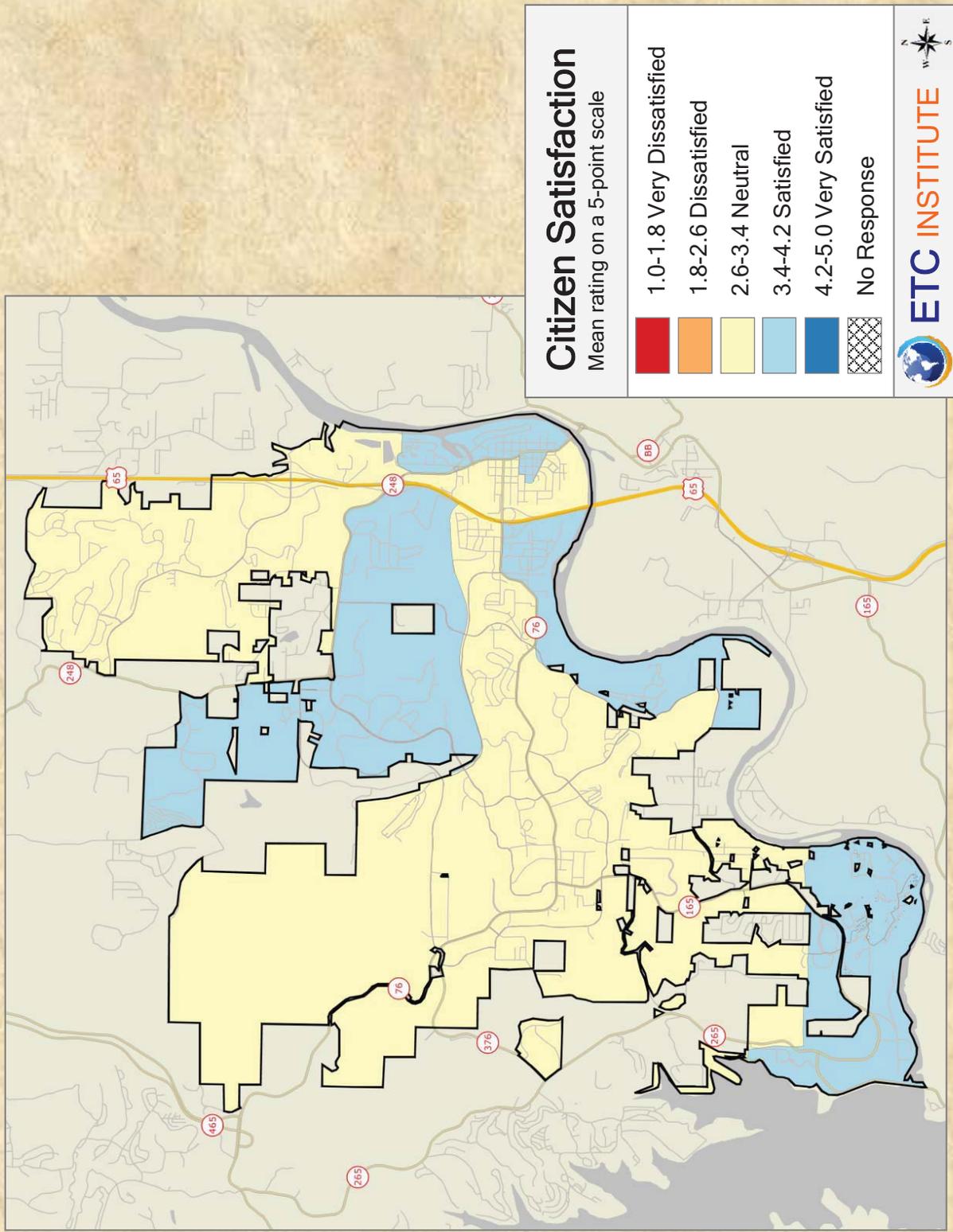
2016 City of Branson Community Survey

Q1.4 Overall Satisfaction with: Quality of recreational events and programs



2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1.5 Overall Satisfaction with: Enforcement of City codes and ordinances

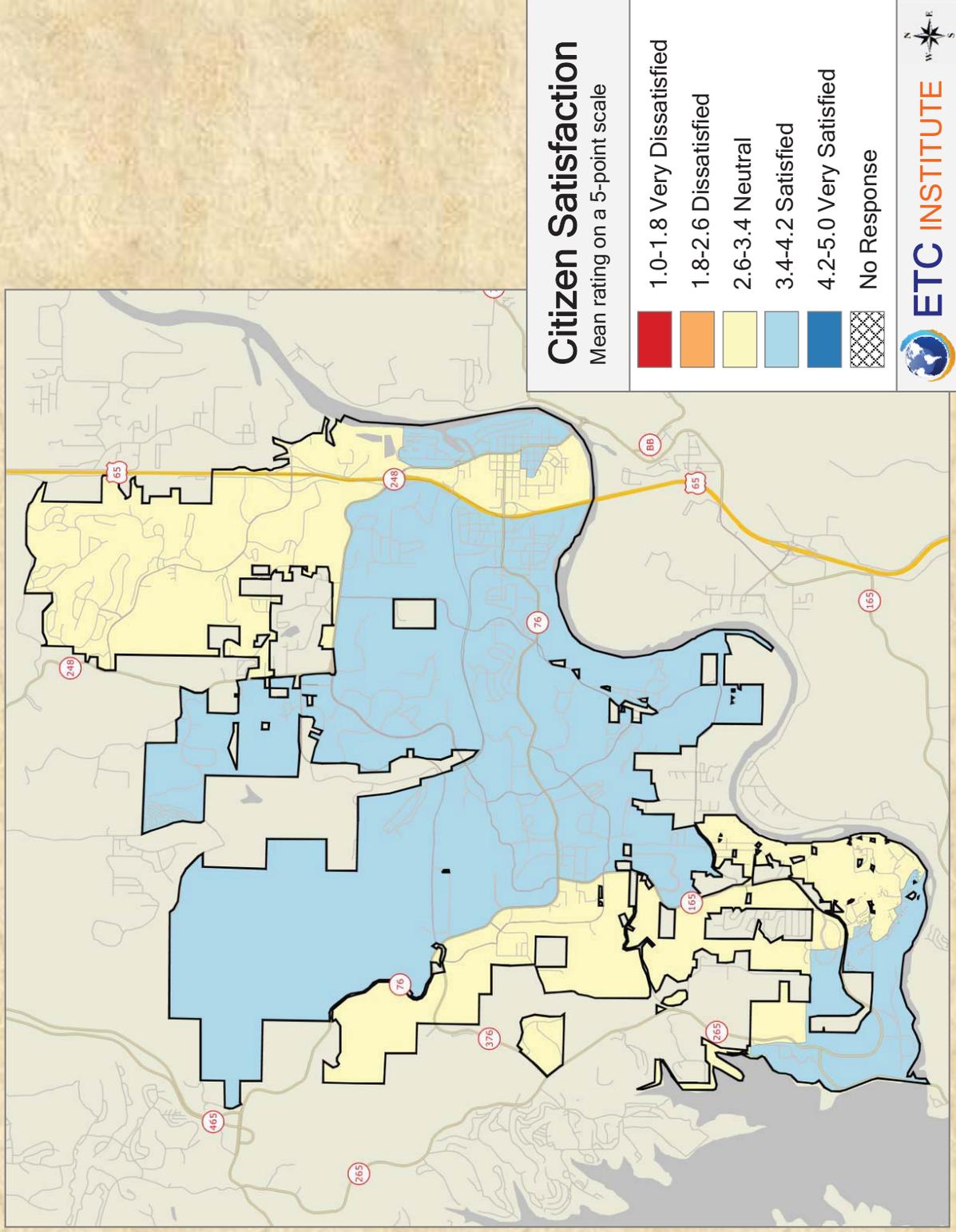


2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

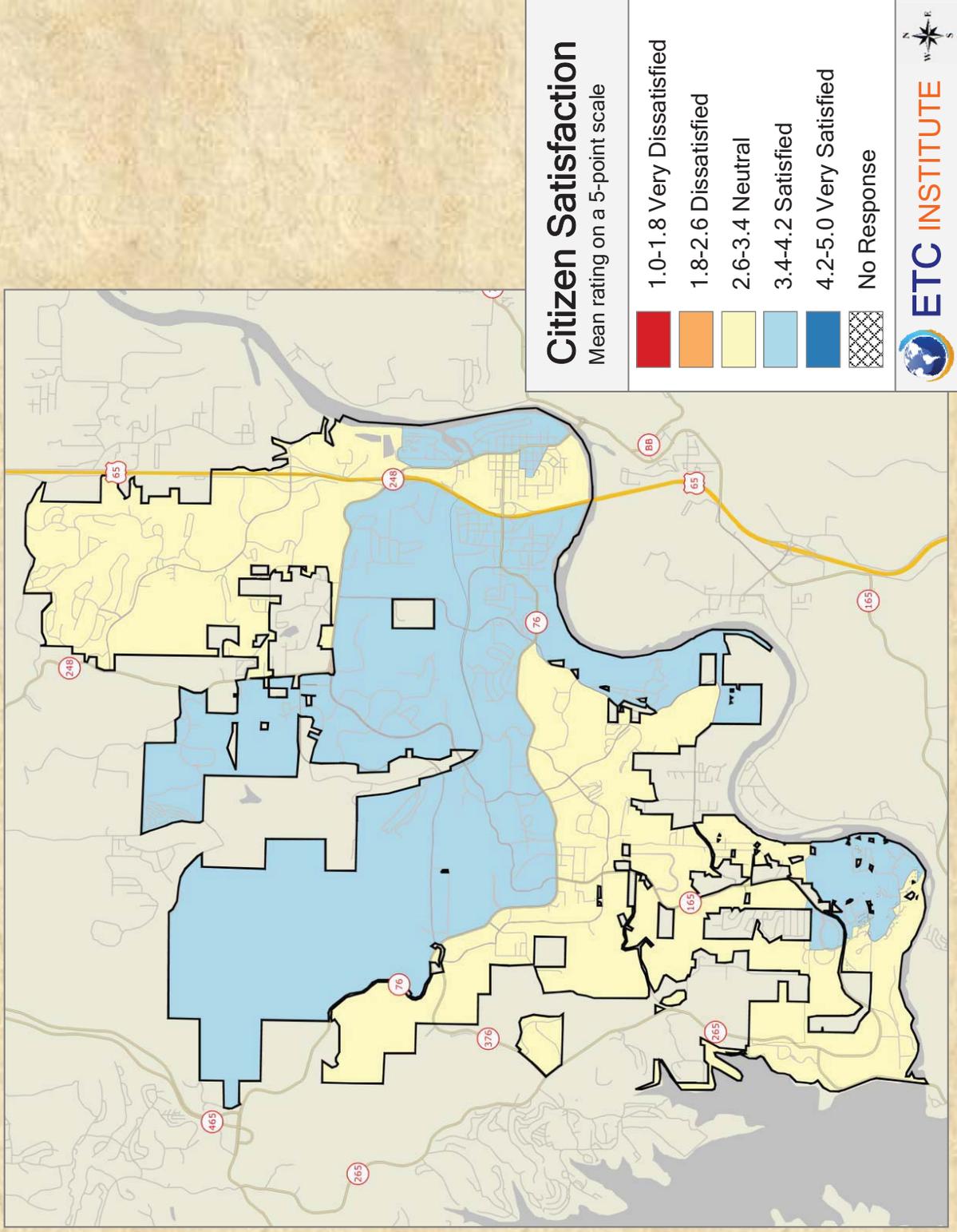


Q1.7 Overall Satisfaction with: Effectiveness of City communication



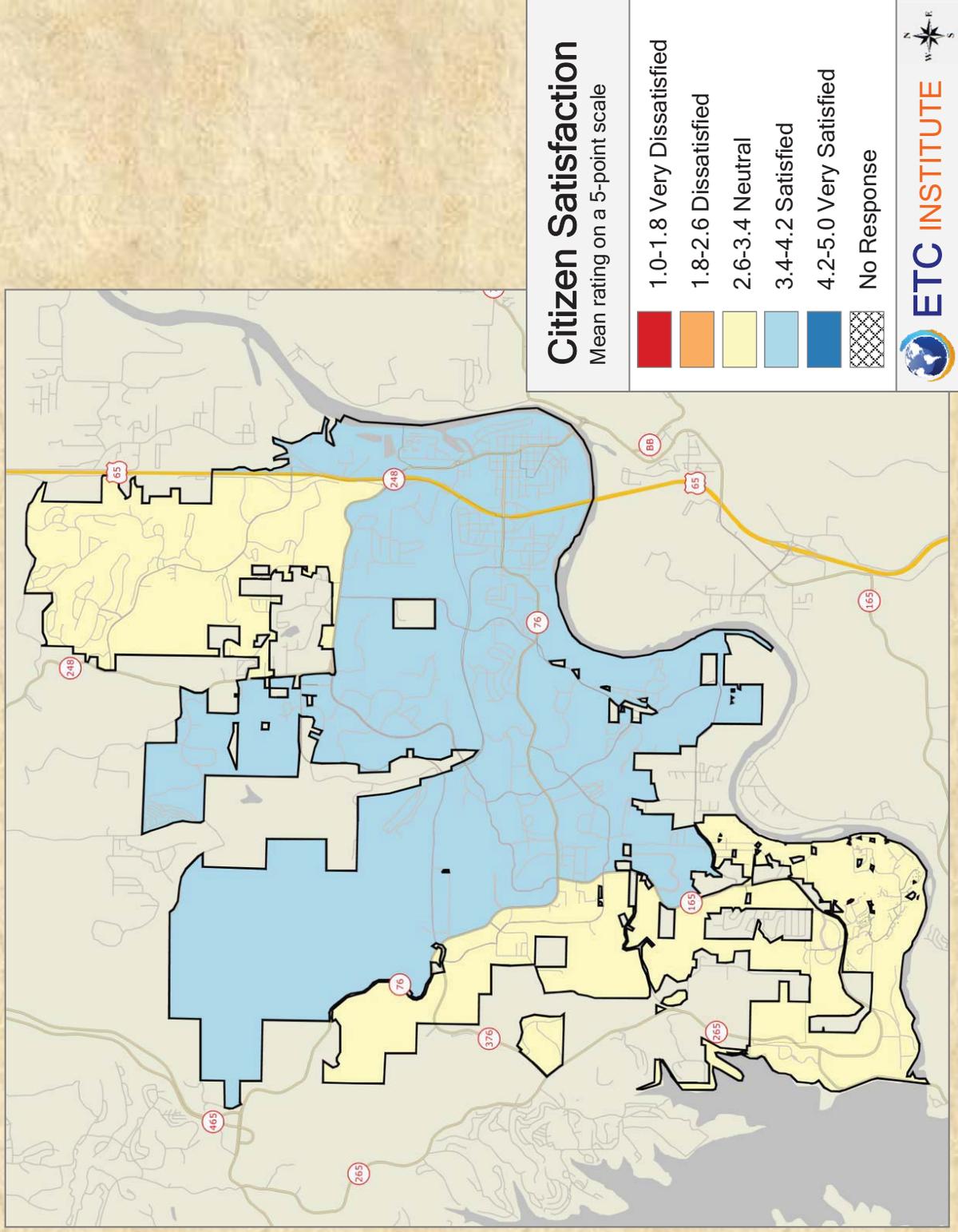
2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1.9 Overall Satisfaction with: Maintenance of City streets and other infrastructure



2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

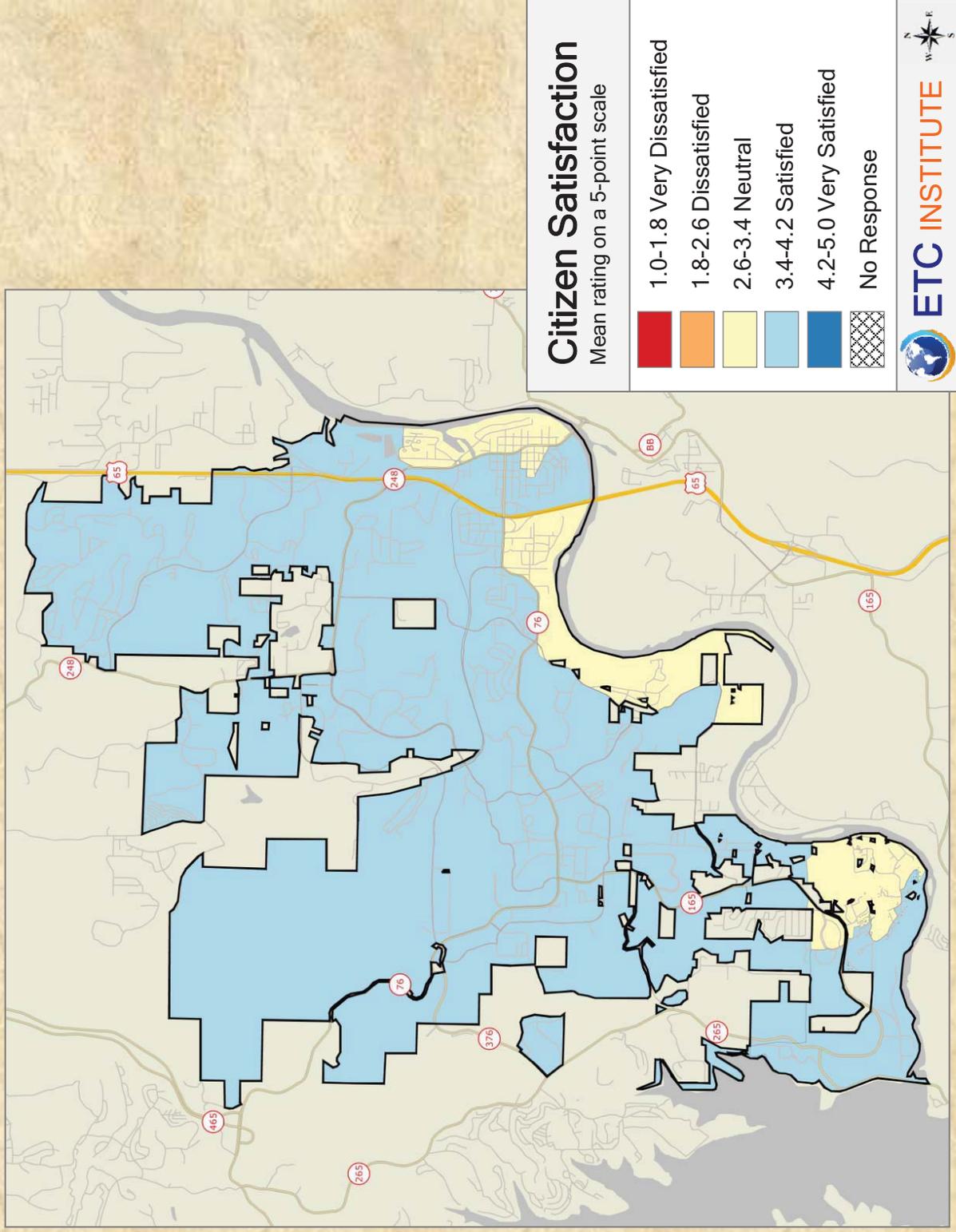
Q1.10 Overall Satisfaction with: City of Branson's water and sewer rates



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

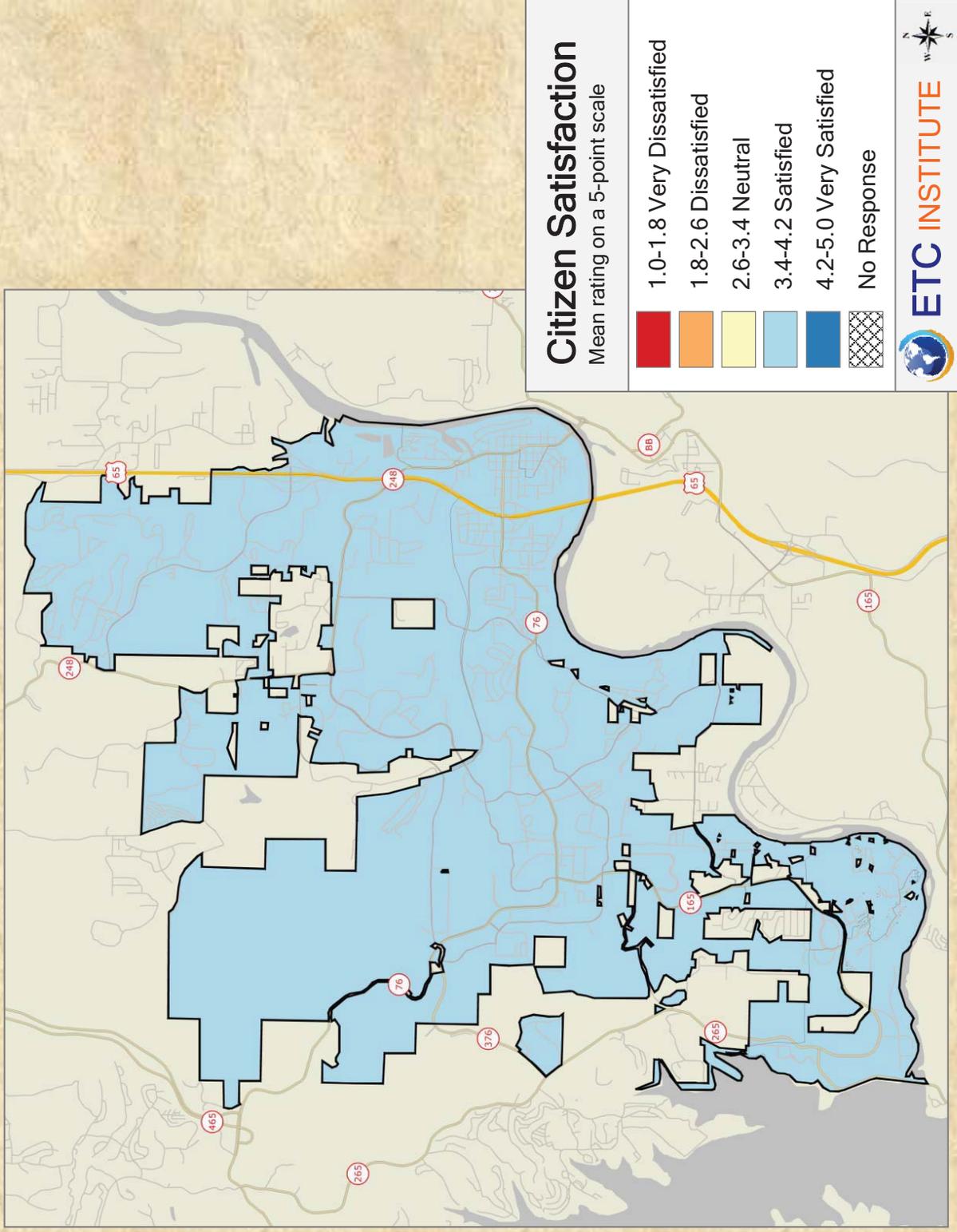
Q1.11 Overall Satisfaction with: Management of stormwater runoff



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

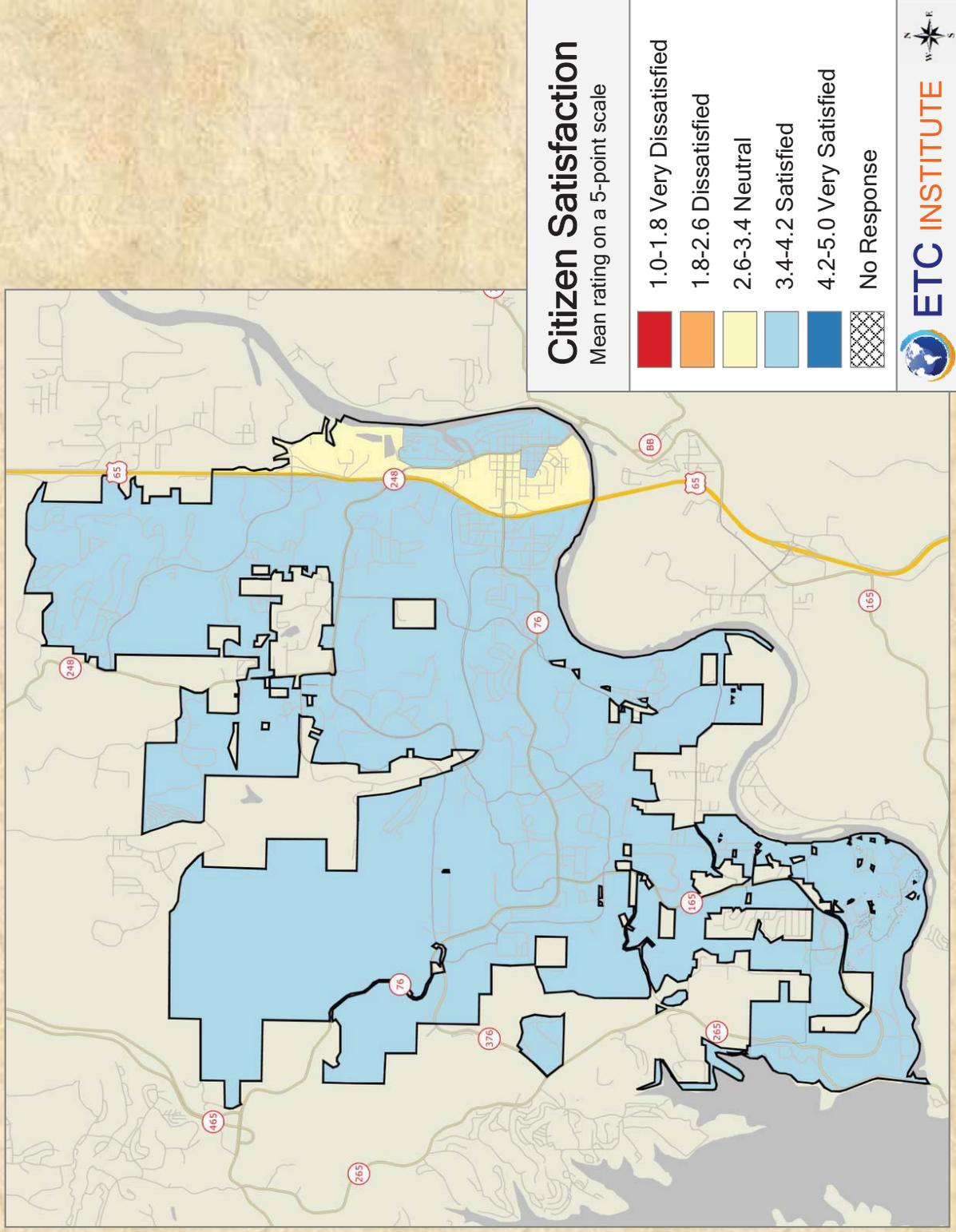
Q3.1 Overall Satisfaction with: Overall quality of services provided by the City of Branson



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

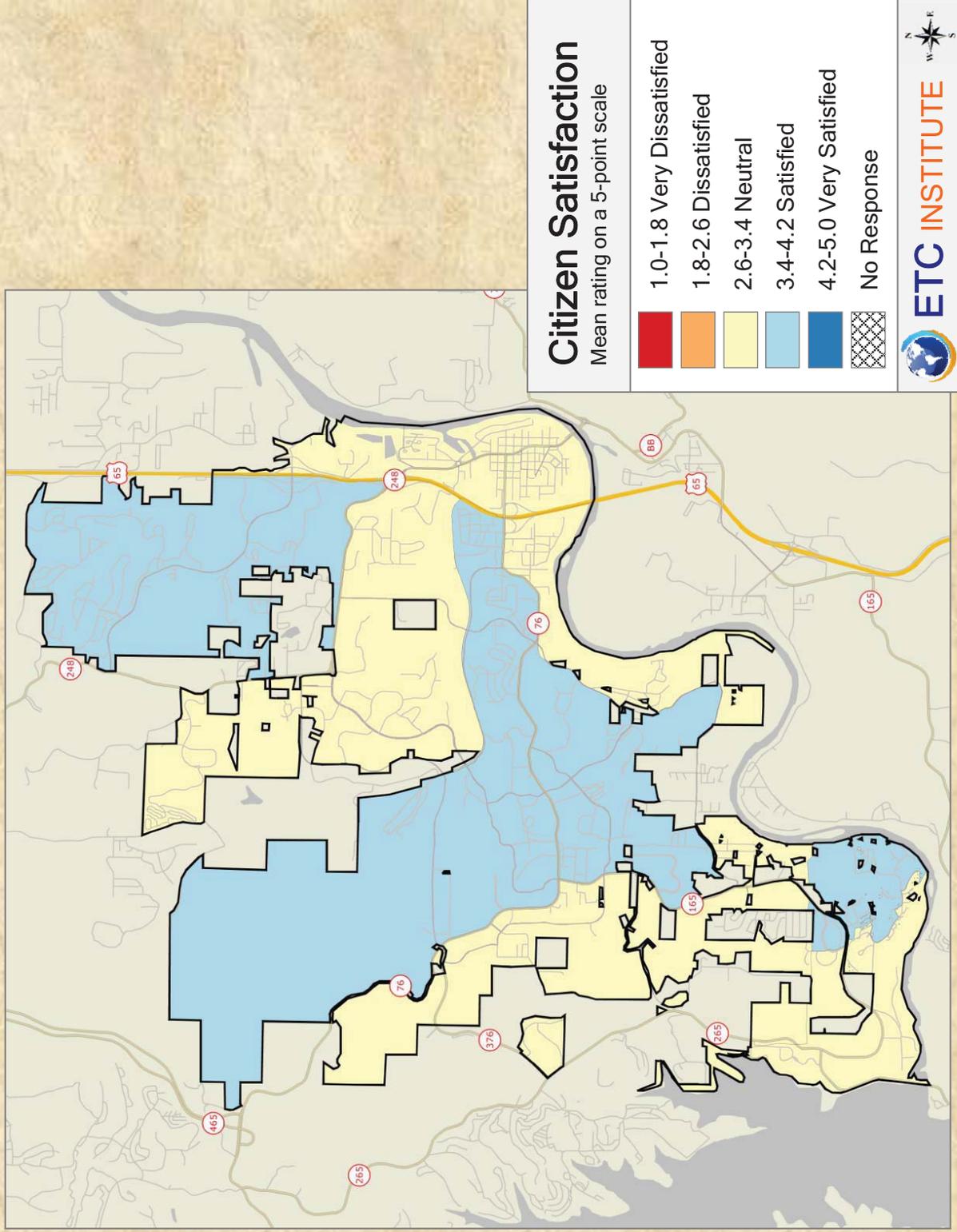
Q3.2 Overall Satisfaction with: Branson's brand/reputation



2016 City of Branson Community Survey

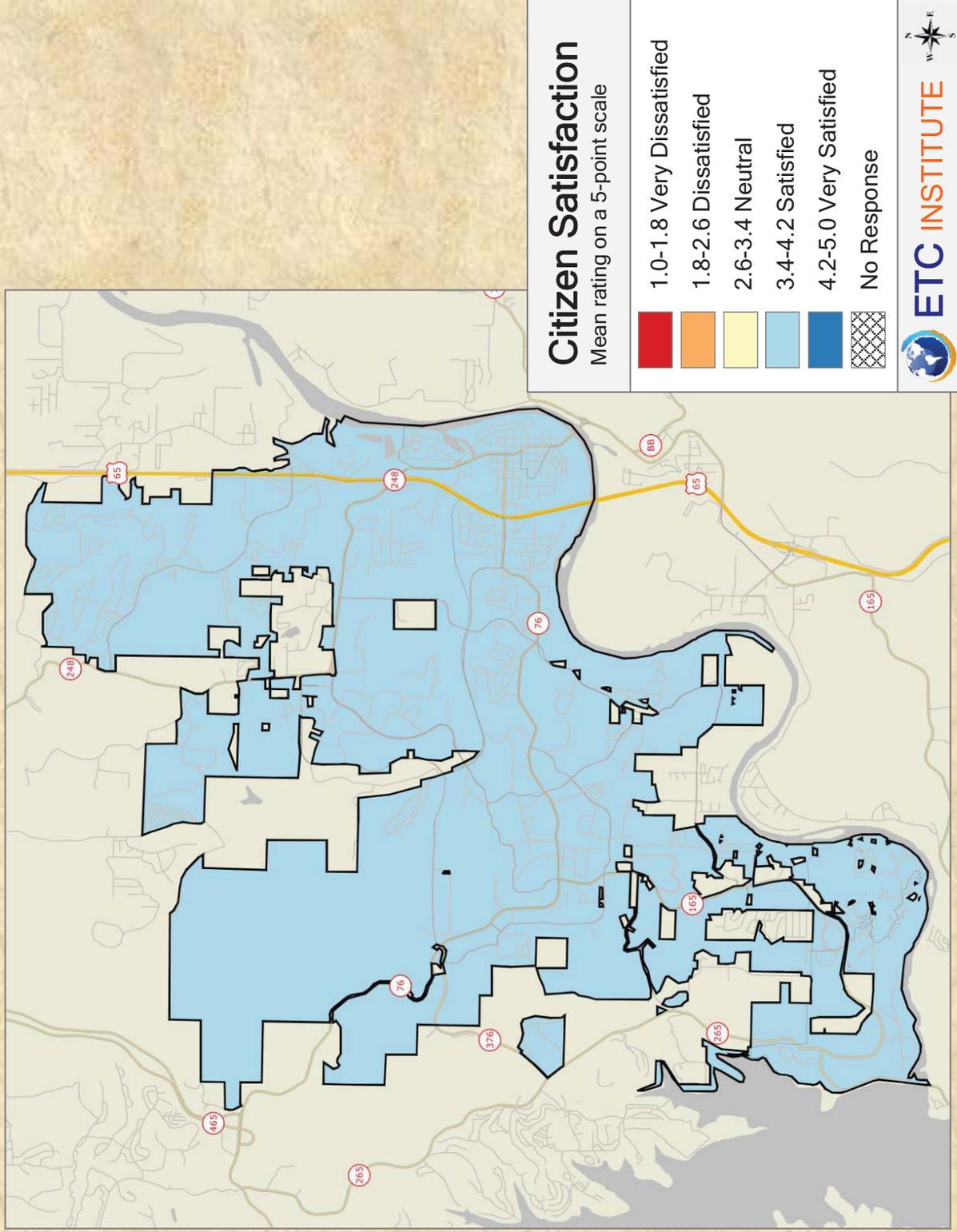
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3.3 Overall Satisfaction with: How well the City manages growth



2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

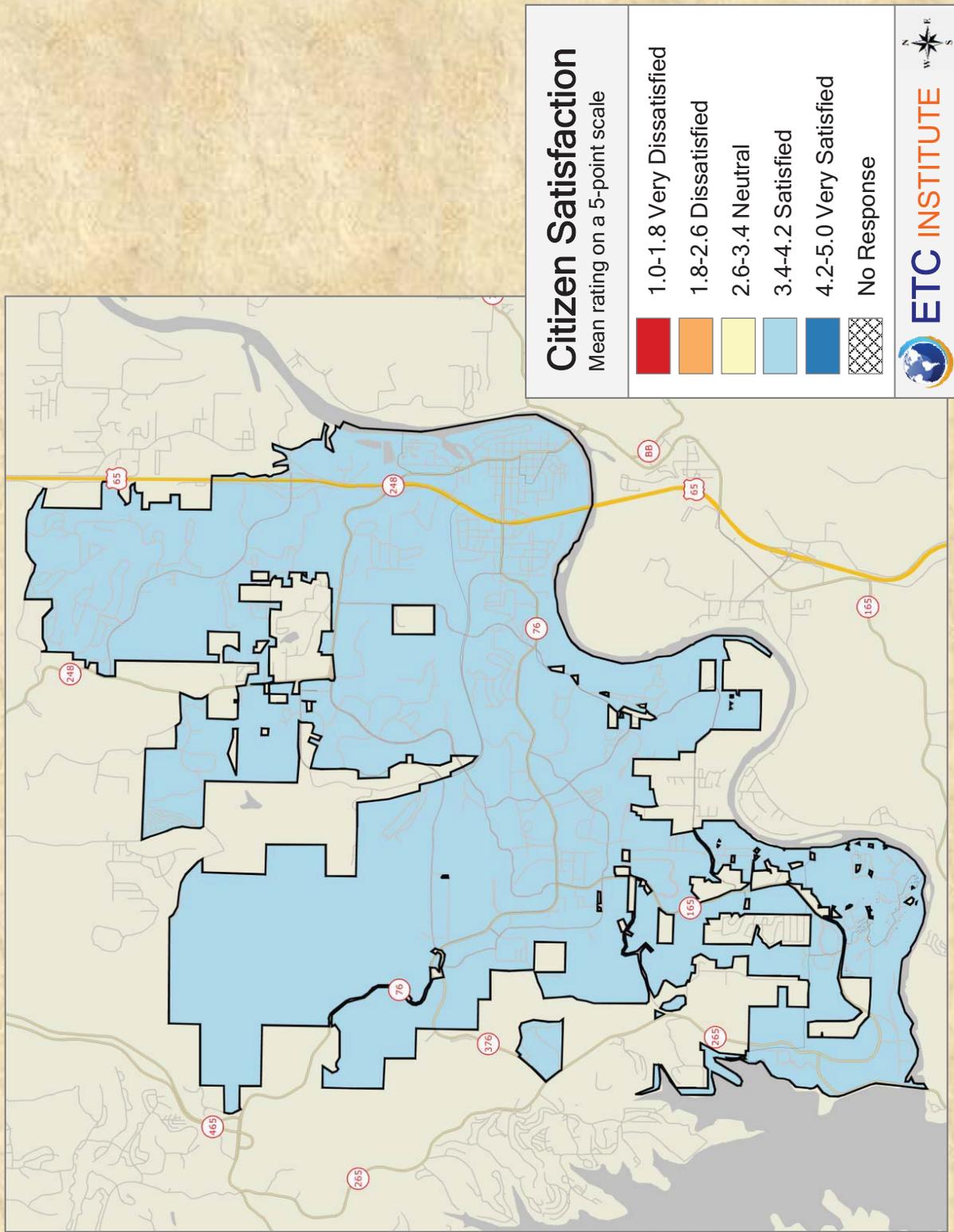
Q3.4 Overall Satisfaction with: Quality of life in the City



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

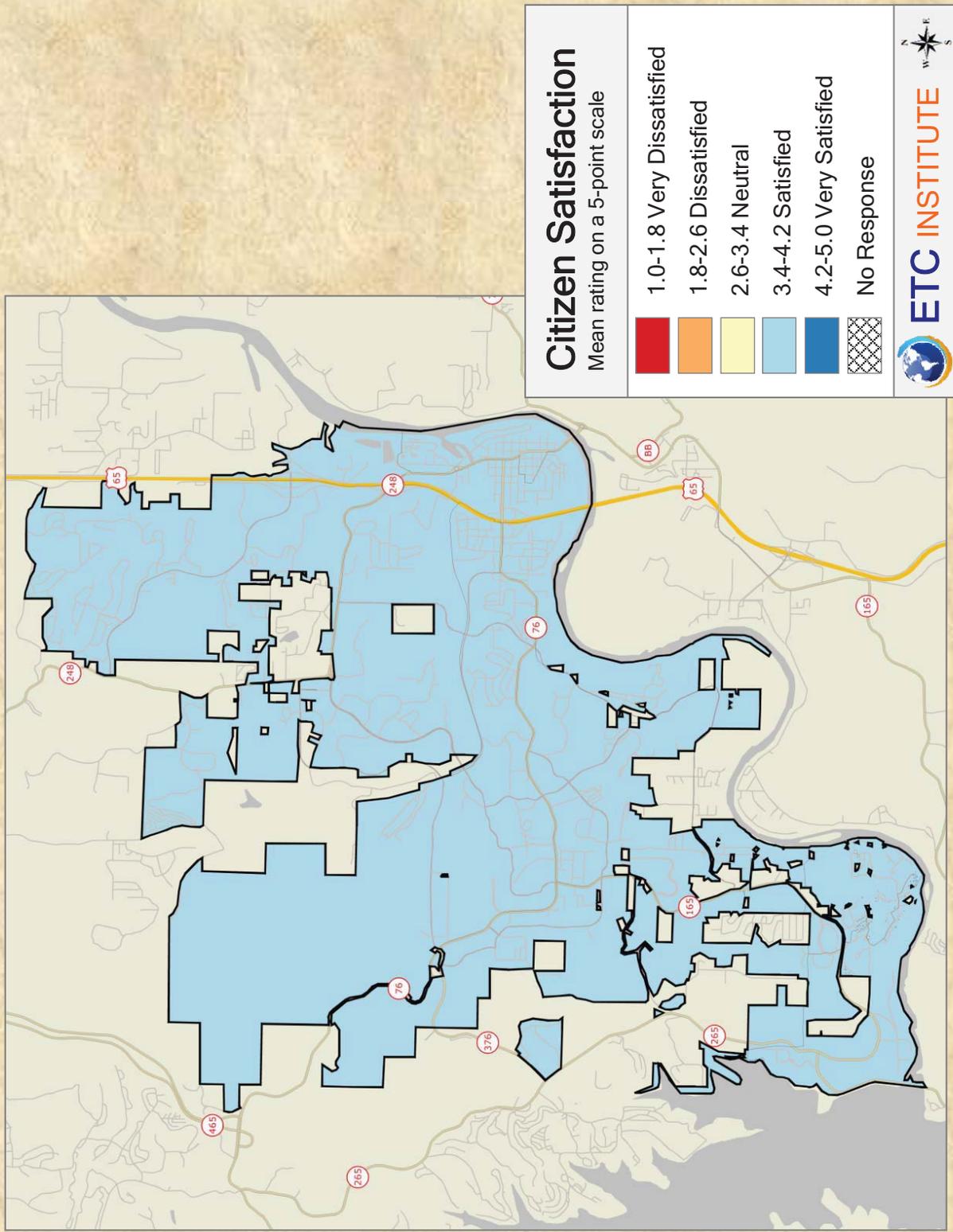
Q3.5 Overall Satisfaction with: Feeling of safety in the City



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

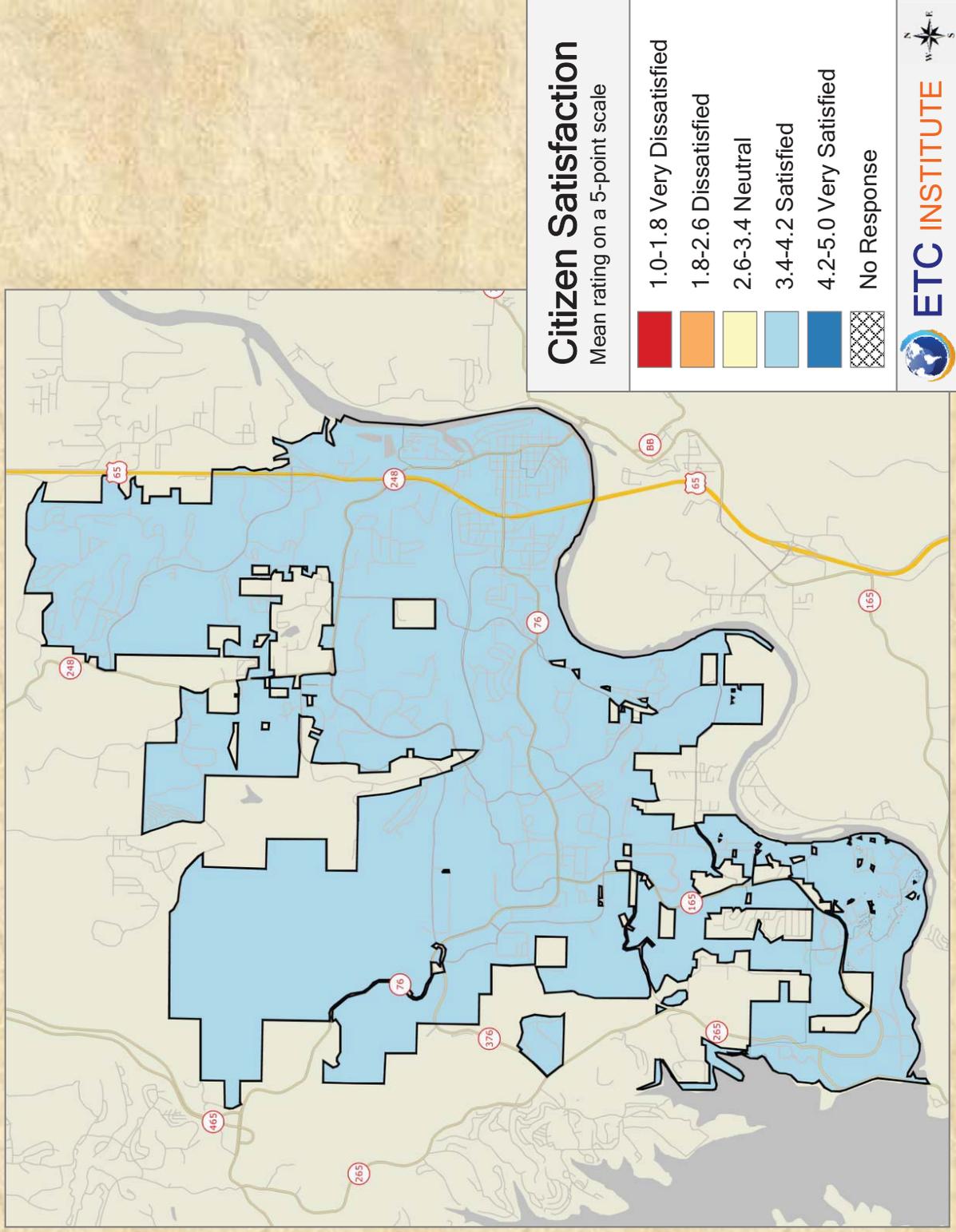
Q3.6 Overall Satisfaction with: Feeling of safety in your neighborhood



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

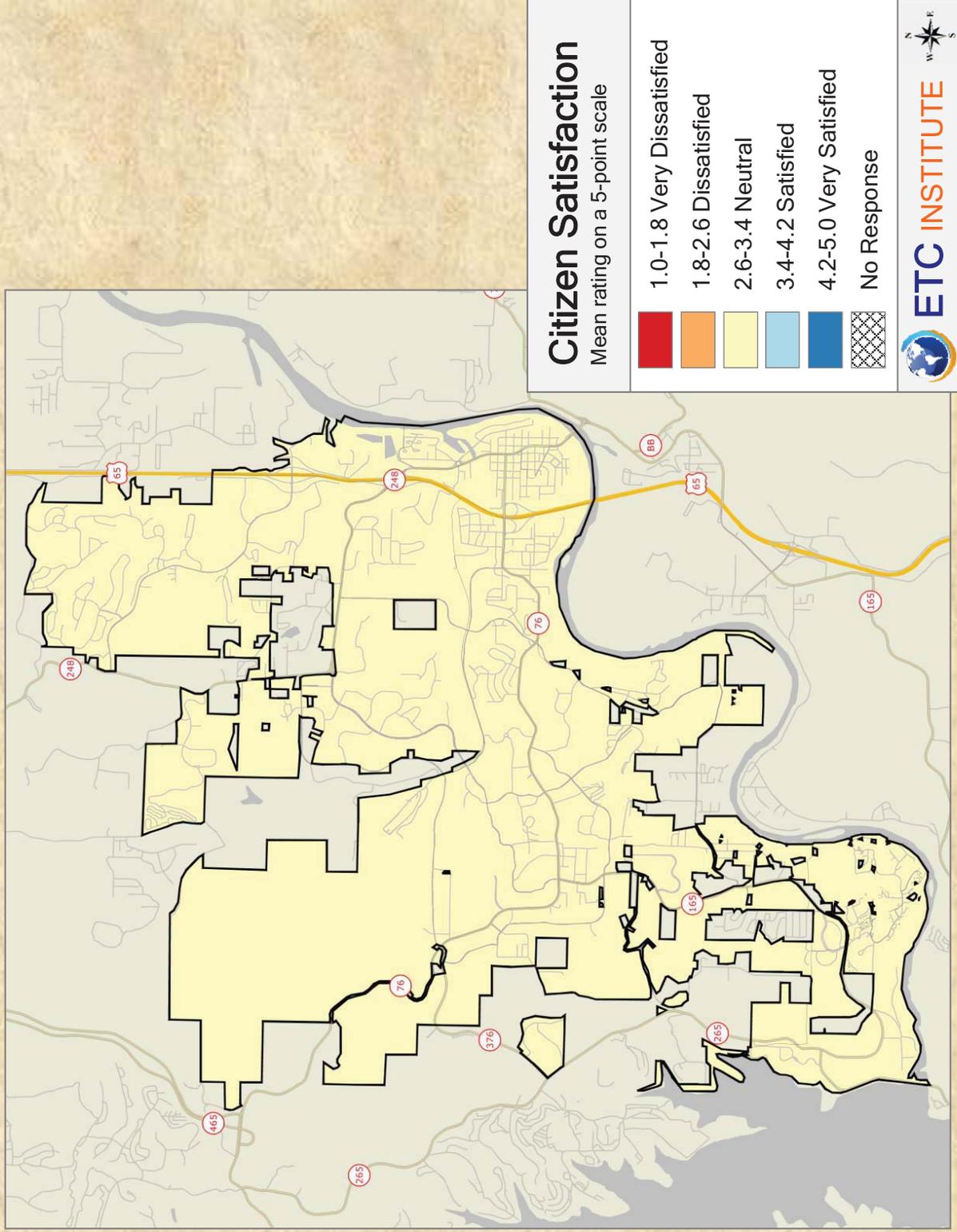
Q3.7 Overall Satisfaction with: Appearance/visual attractiveness of Historic Downtown Branson



2016 City of Branson Community Survey

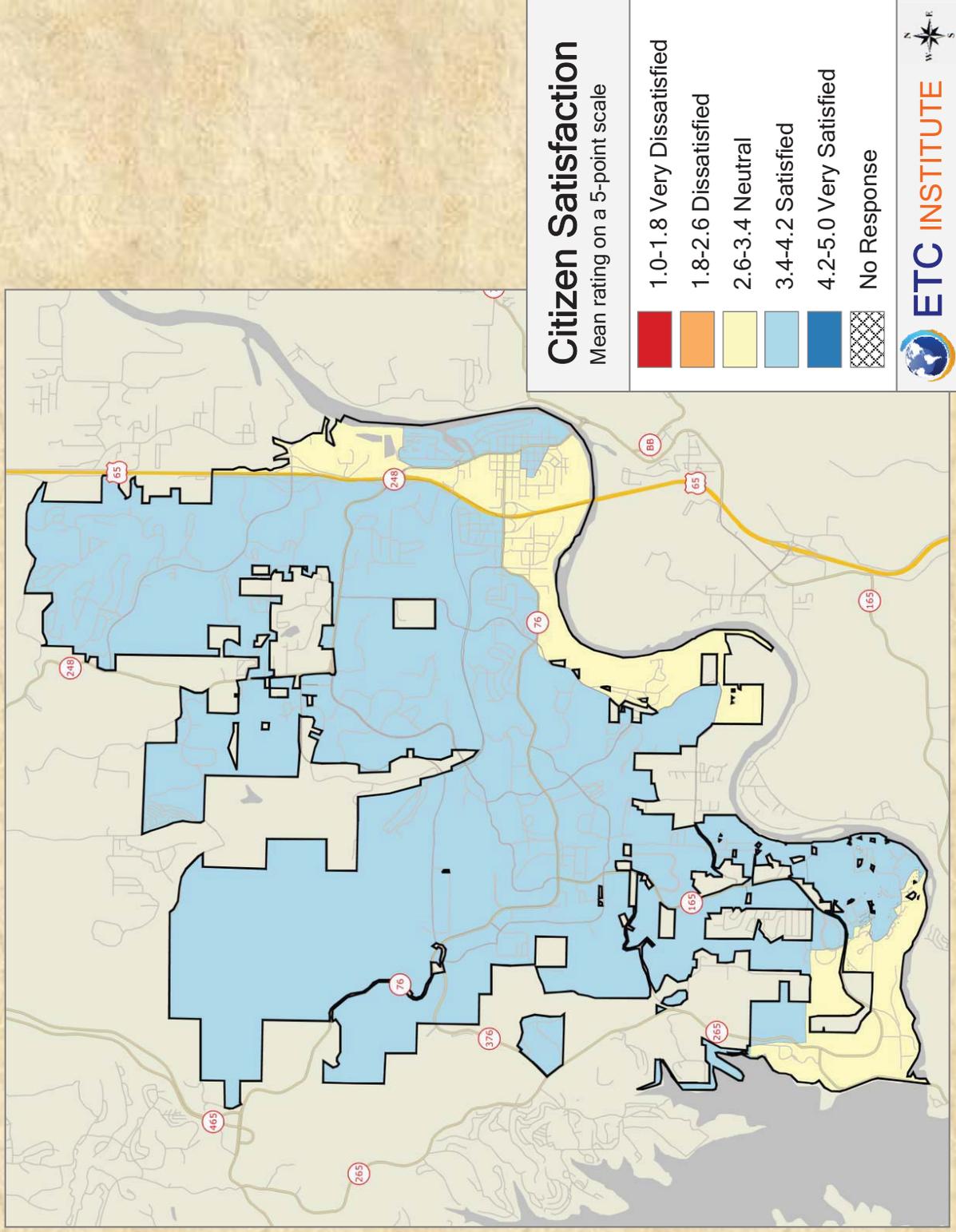
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3.8 Overall Satisfaction with: Appearance/visual attractiveness of Highway 76



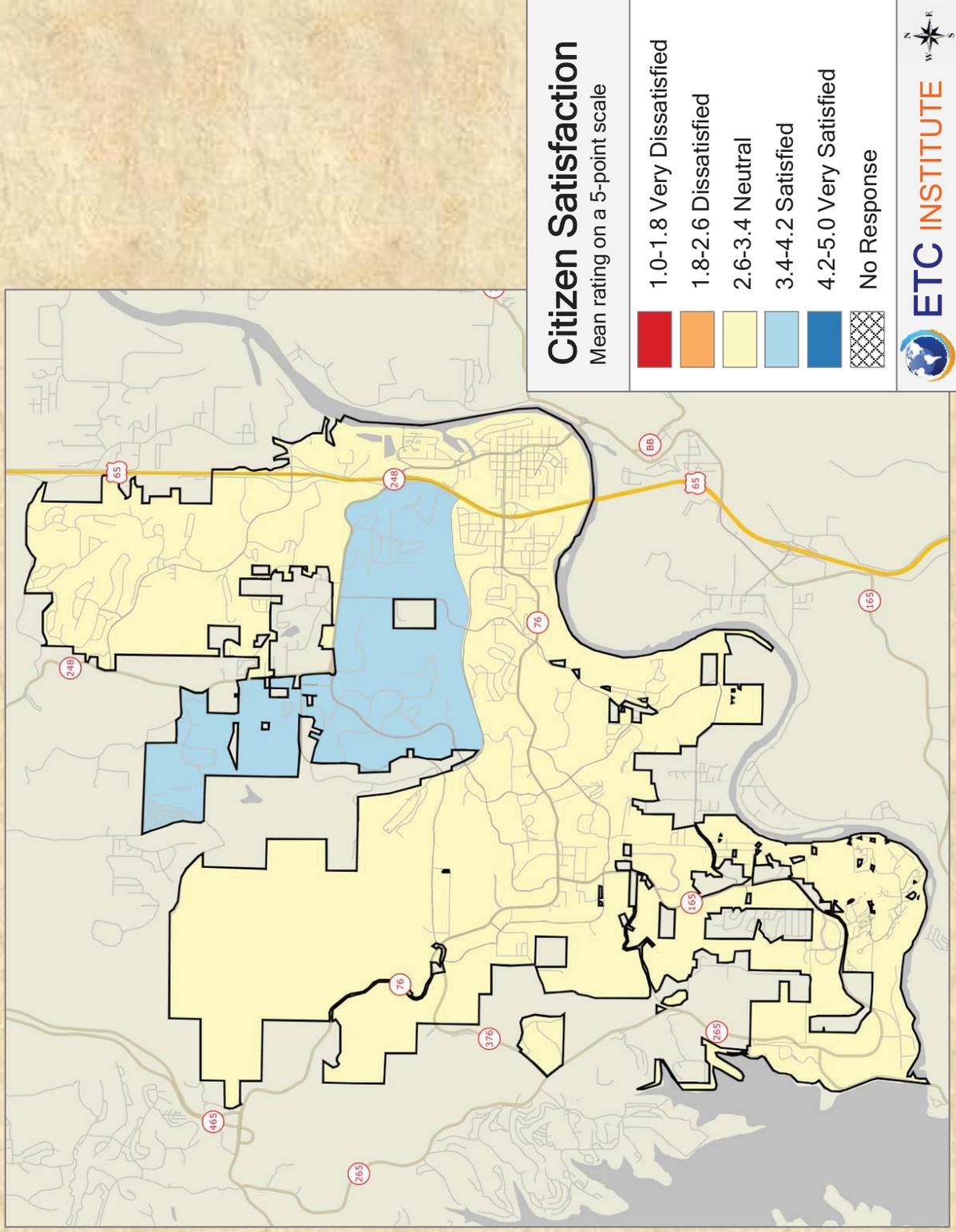
2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q3.9 Overall Satisfaction with: Appearance/visual attractiveness of the City



2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

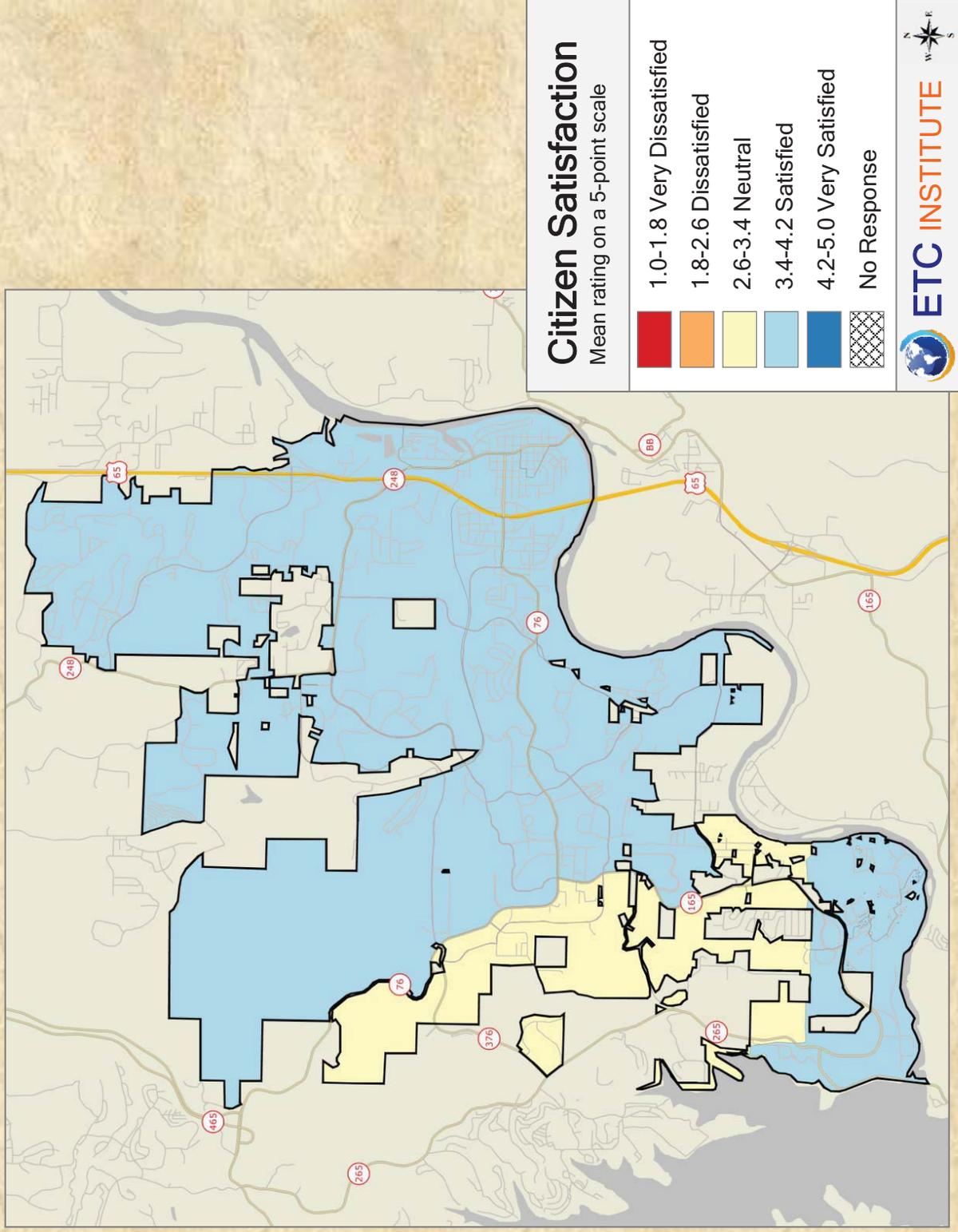
Q3.10 Overall Satisfaction with: Value you receive for your city taxes and fees



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

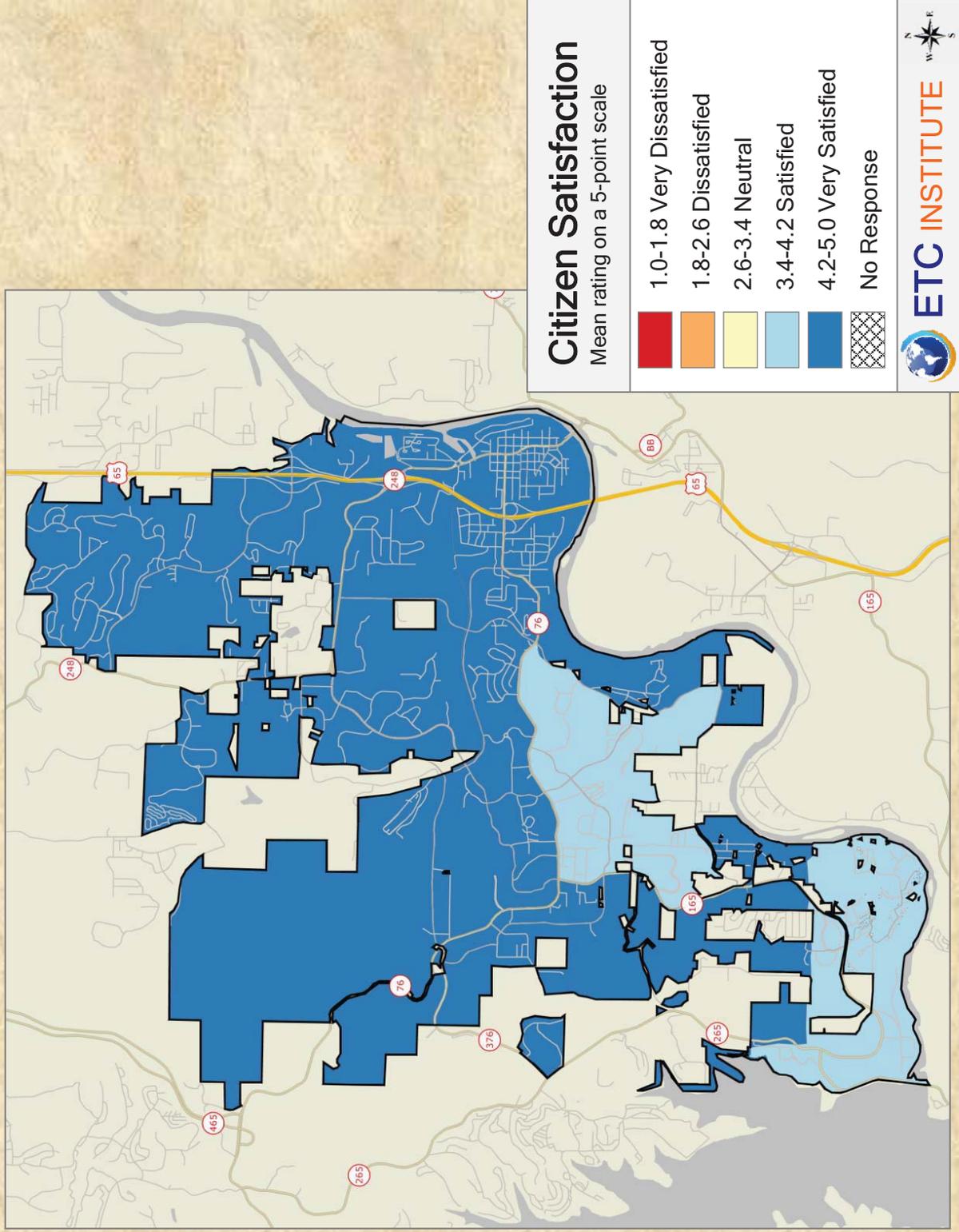
Q4.2 Overall Satisfaction with: Enforcement of local traffic laws



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

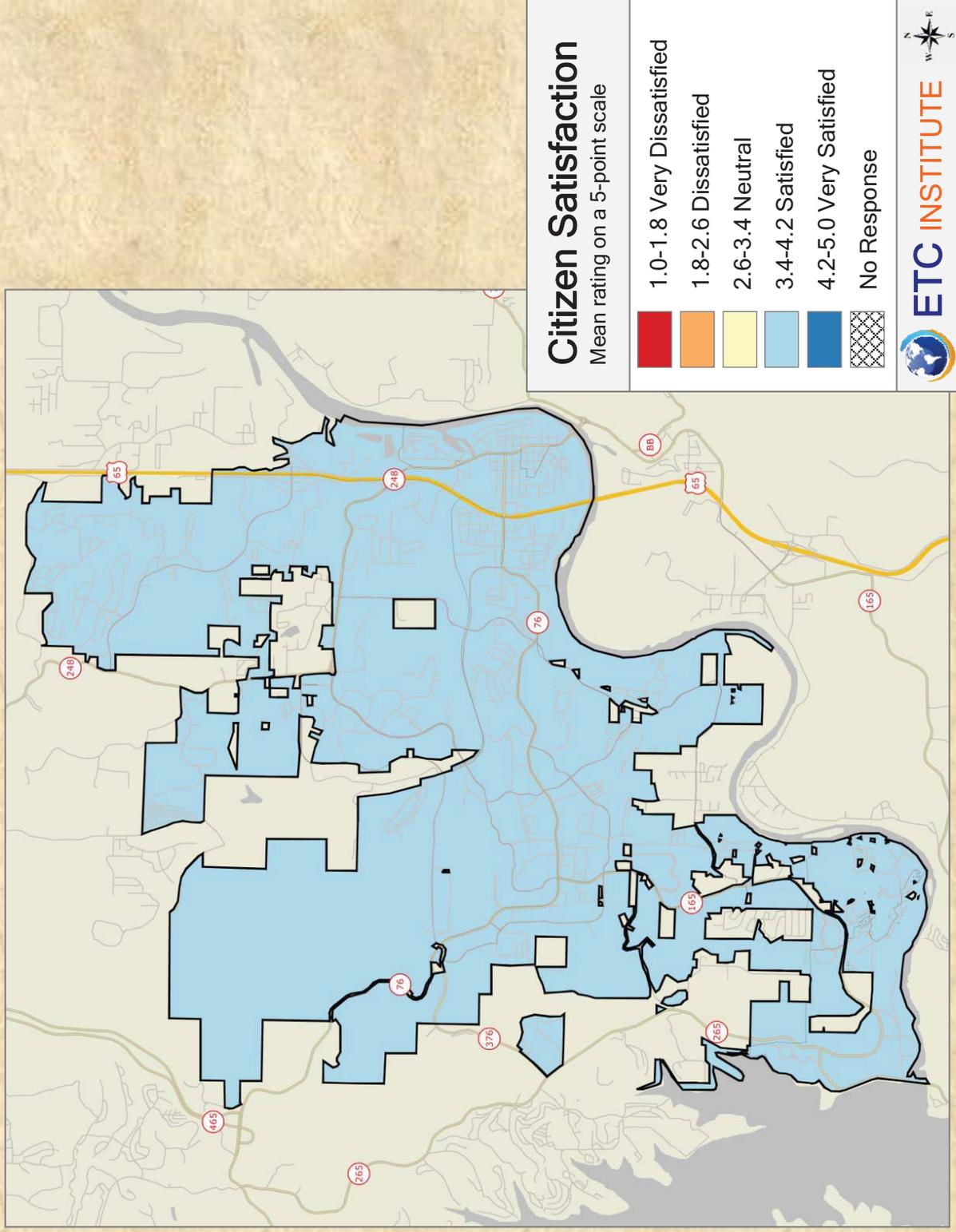
Q4.4 Overall Satisfaction with: How quickly fire personnel respond to emergencies



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q5.1 Overall Satisfaction with: Maintenance of city parks

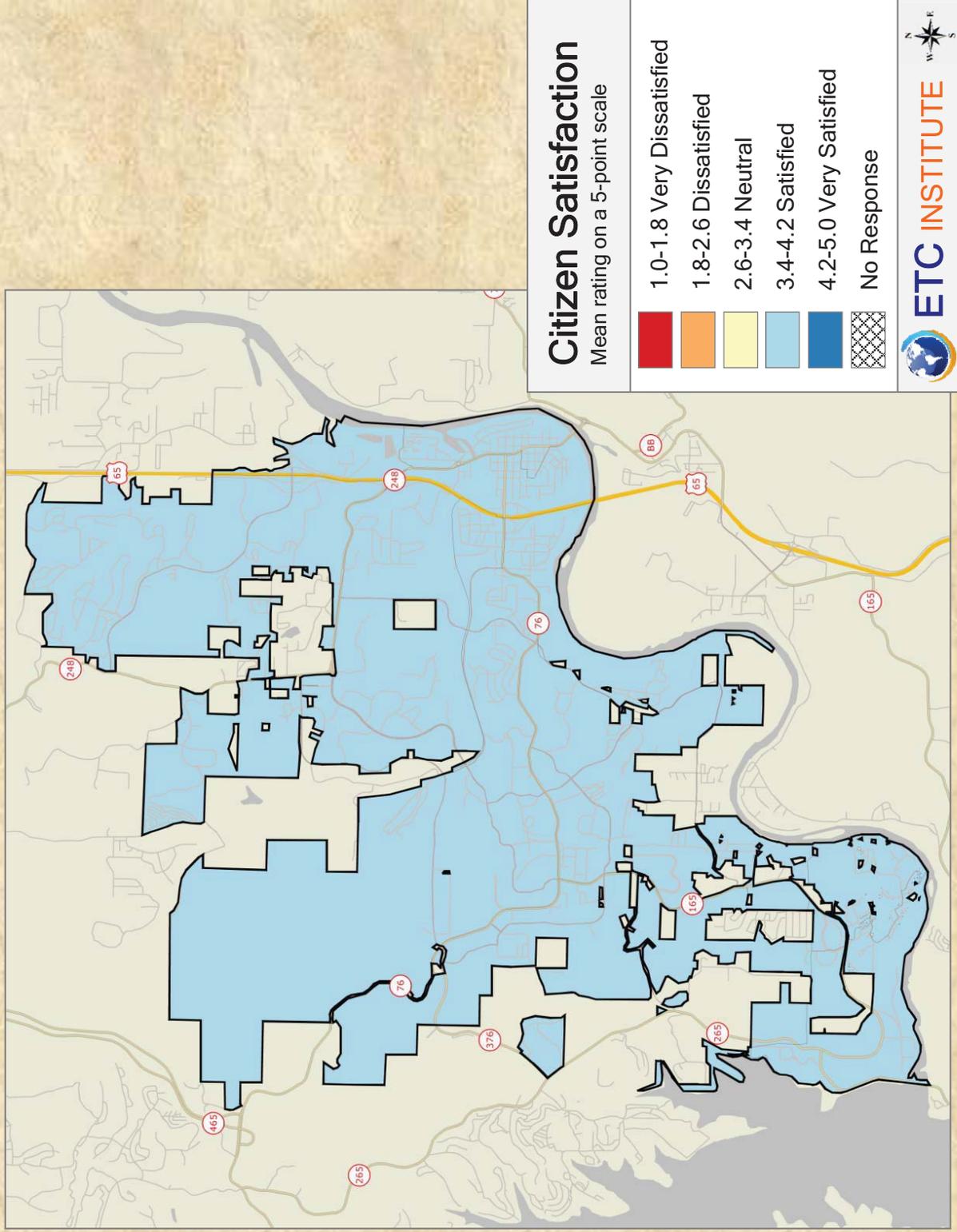


2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)



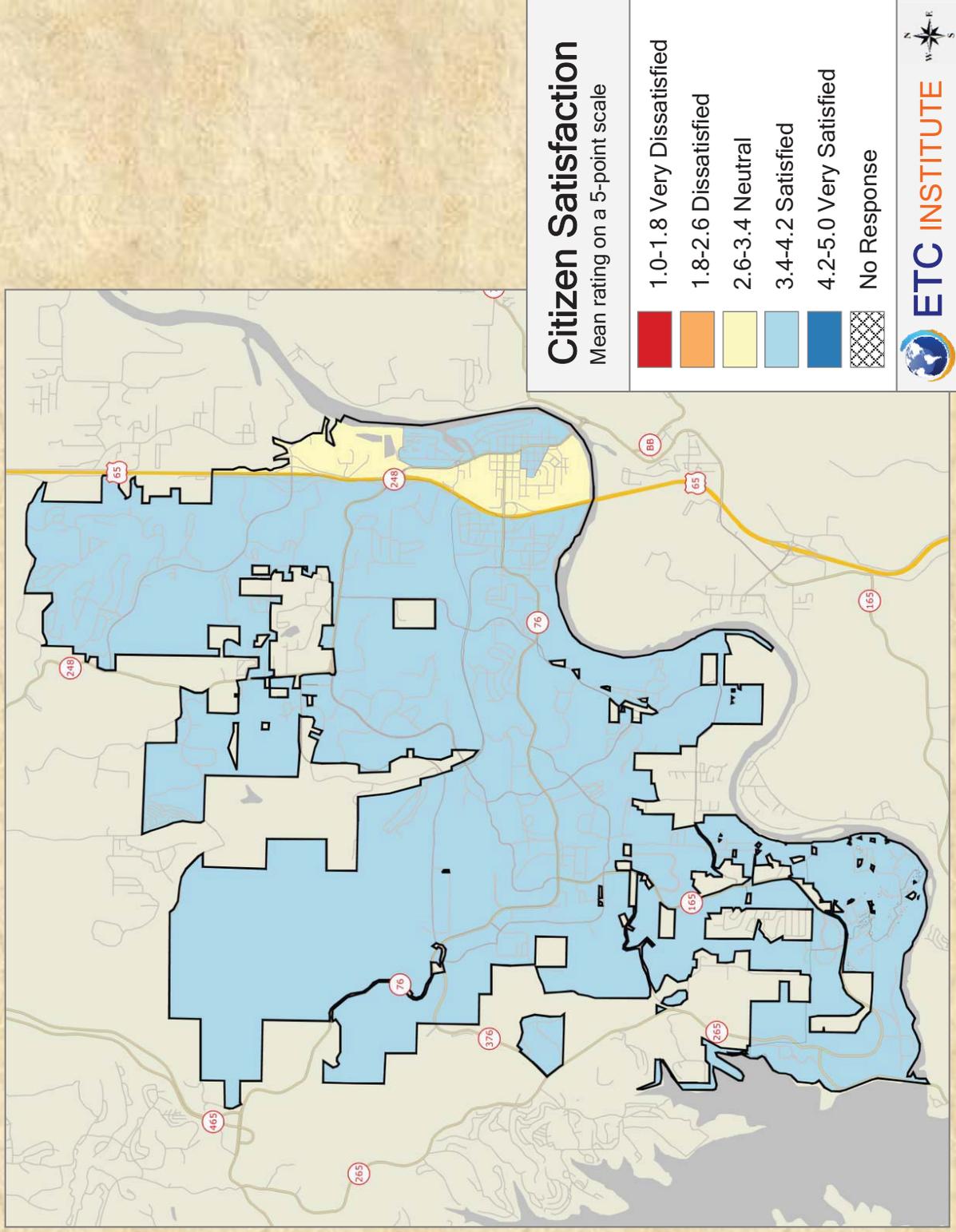
Q5.2 Overall Satisfaction with: Location of City parks



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q5.3 Overall Satisfaction with: Number of Walking and Biking trails

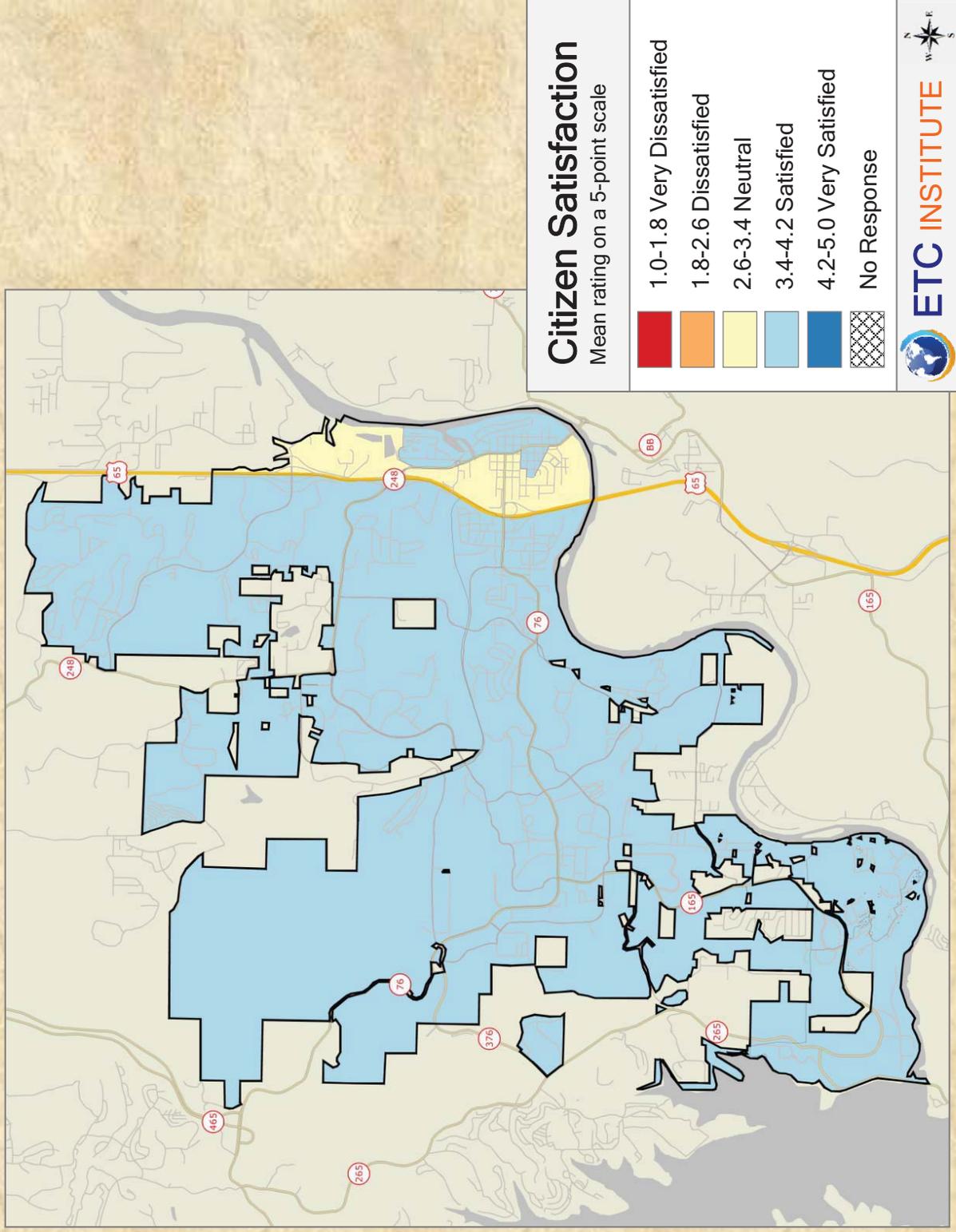


2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

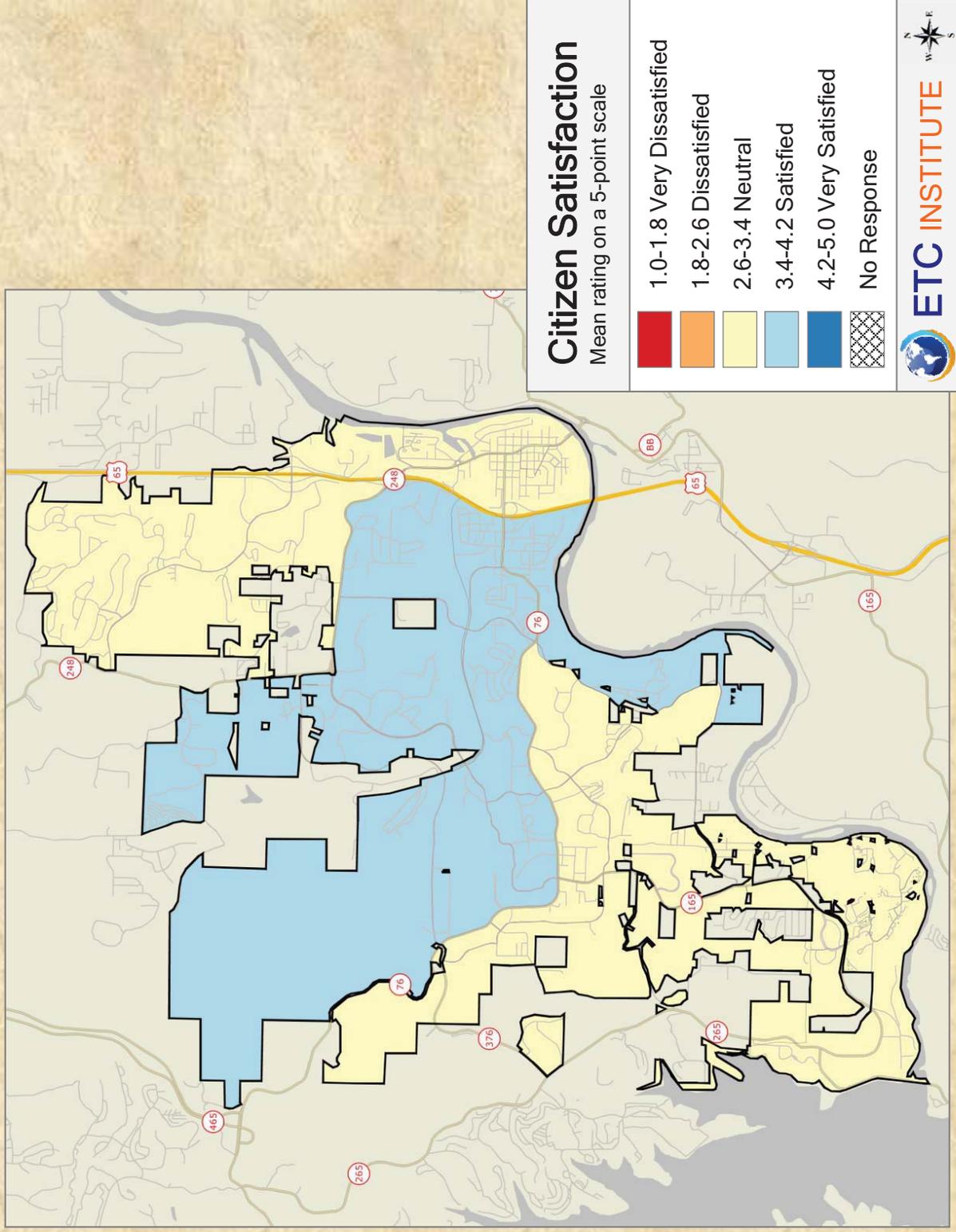


Q5.4 Overall Satisfaction with: Quality of City swimming pool



2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

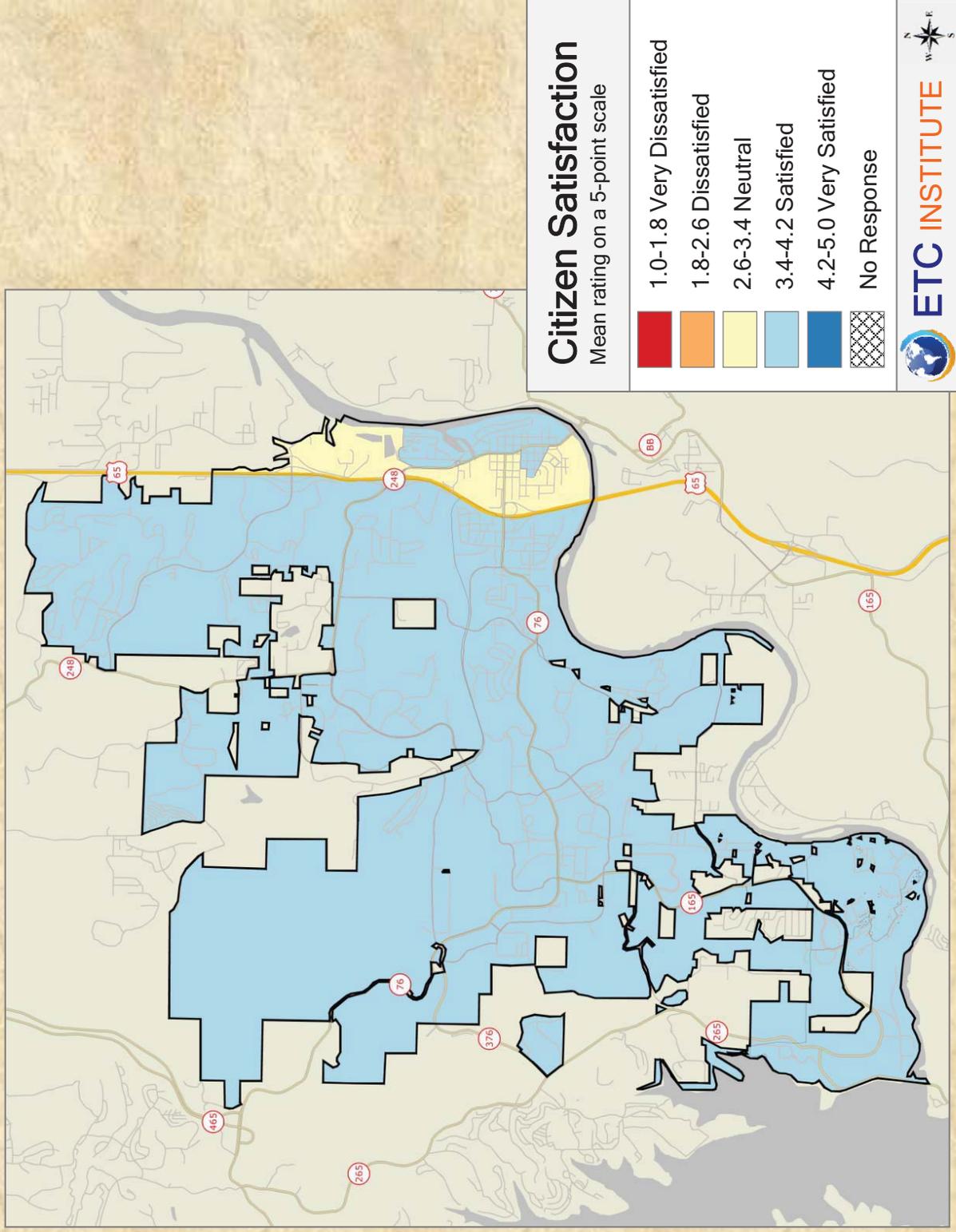
Q5.6 Overall Satisfaction with: Number of in-door gyms



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

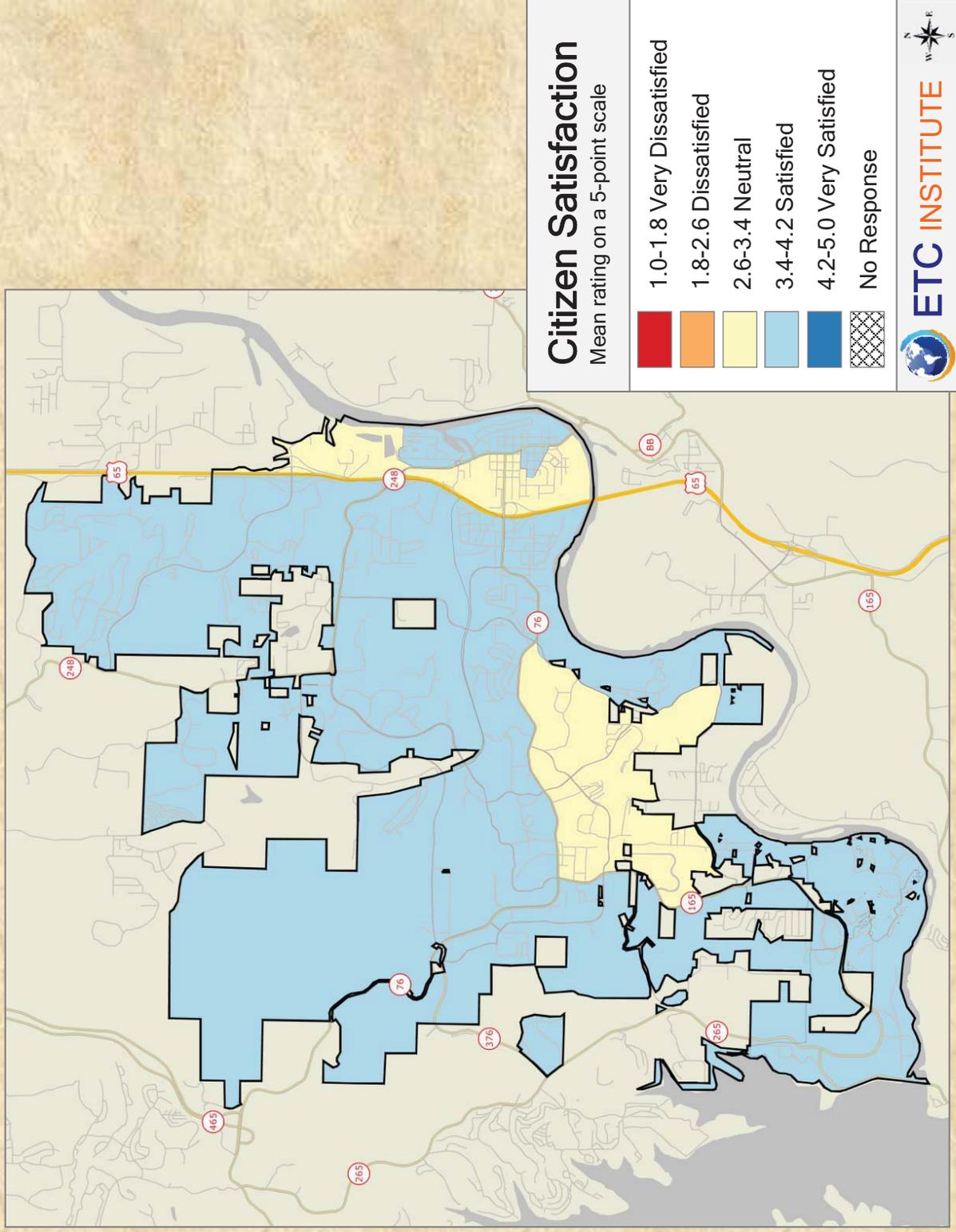
Q5.7 Overall Satisfaction with: Quality of City rec. programs for youth



2016 City of Branson Community Survey

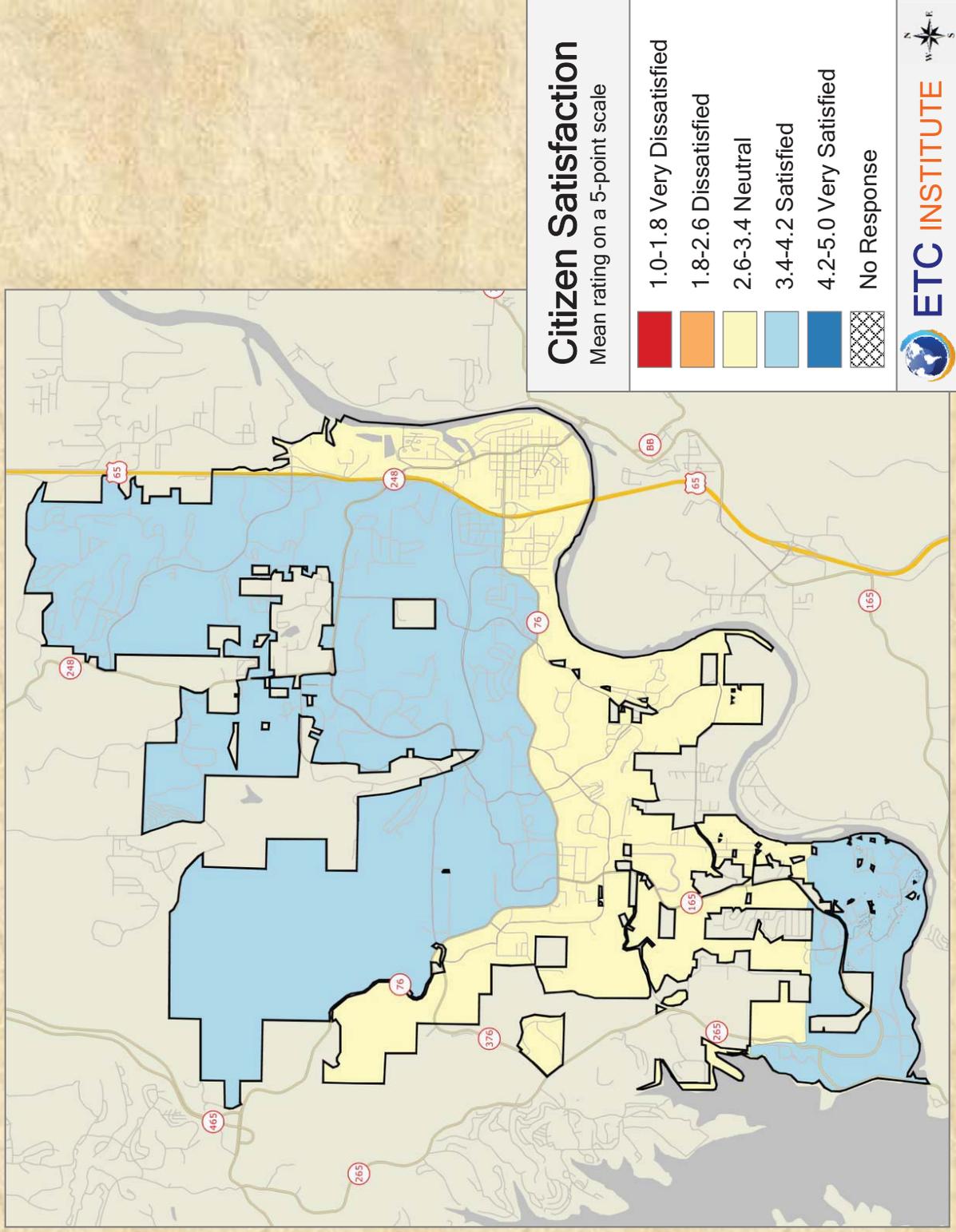
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q5.8 Overall Satisfaction with: Quality of City rec. programs for adults



2016 City of Branson Community Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

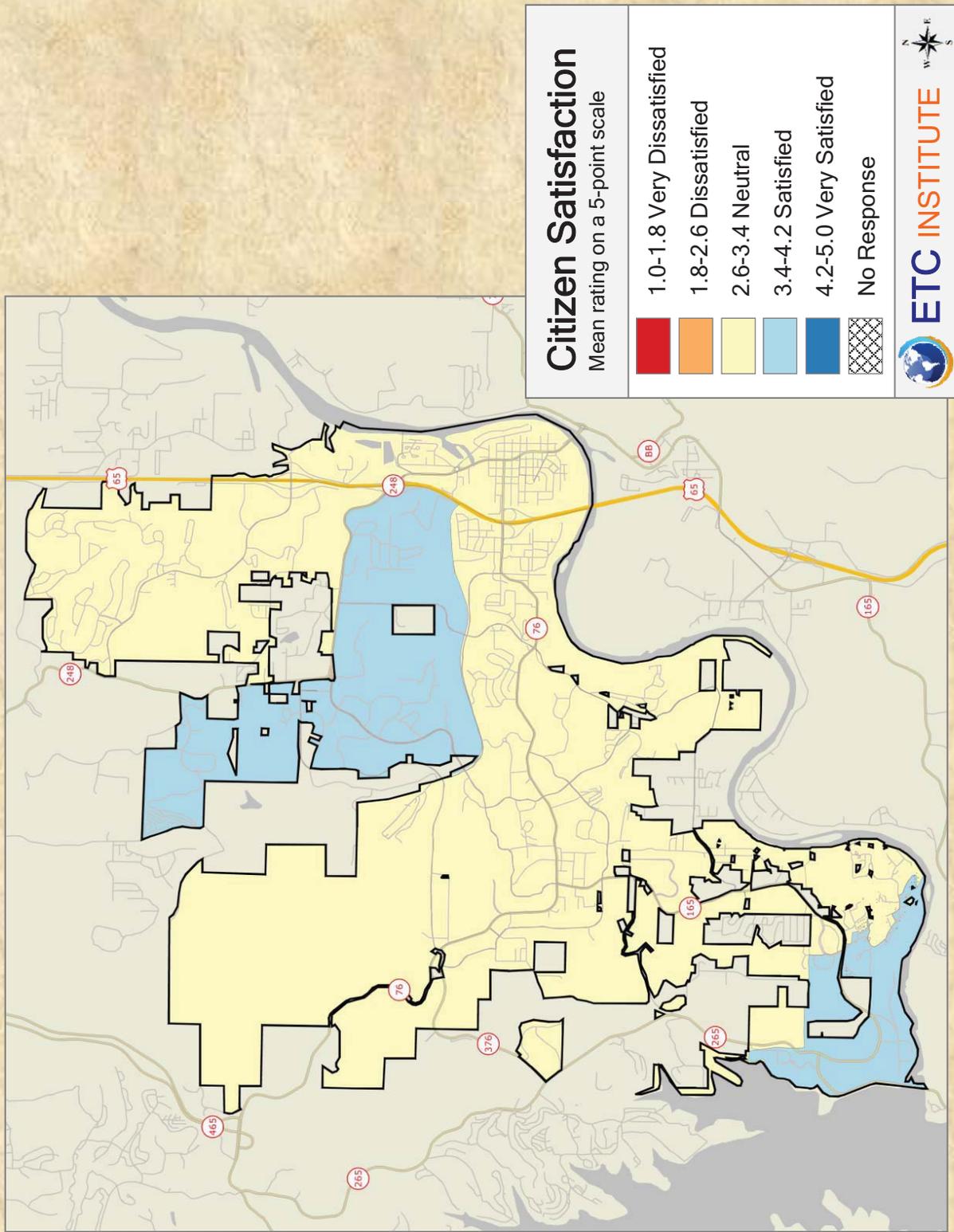
Q5.9 Overall Satisfaction with: Quality of City rec. programs for seniors



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q5.10 Overall Satisfaction with: Fees charged to participate in programs

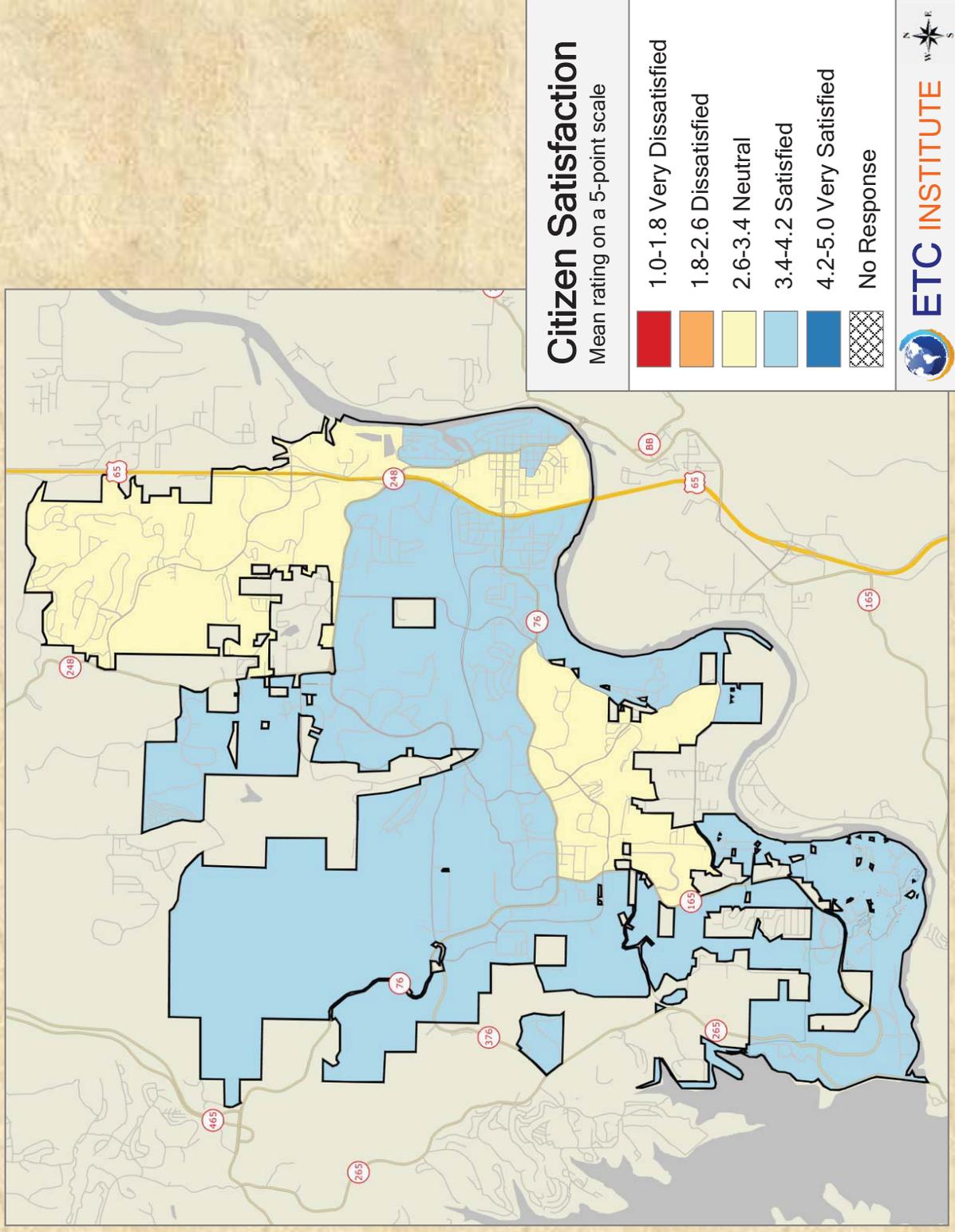


2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)



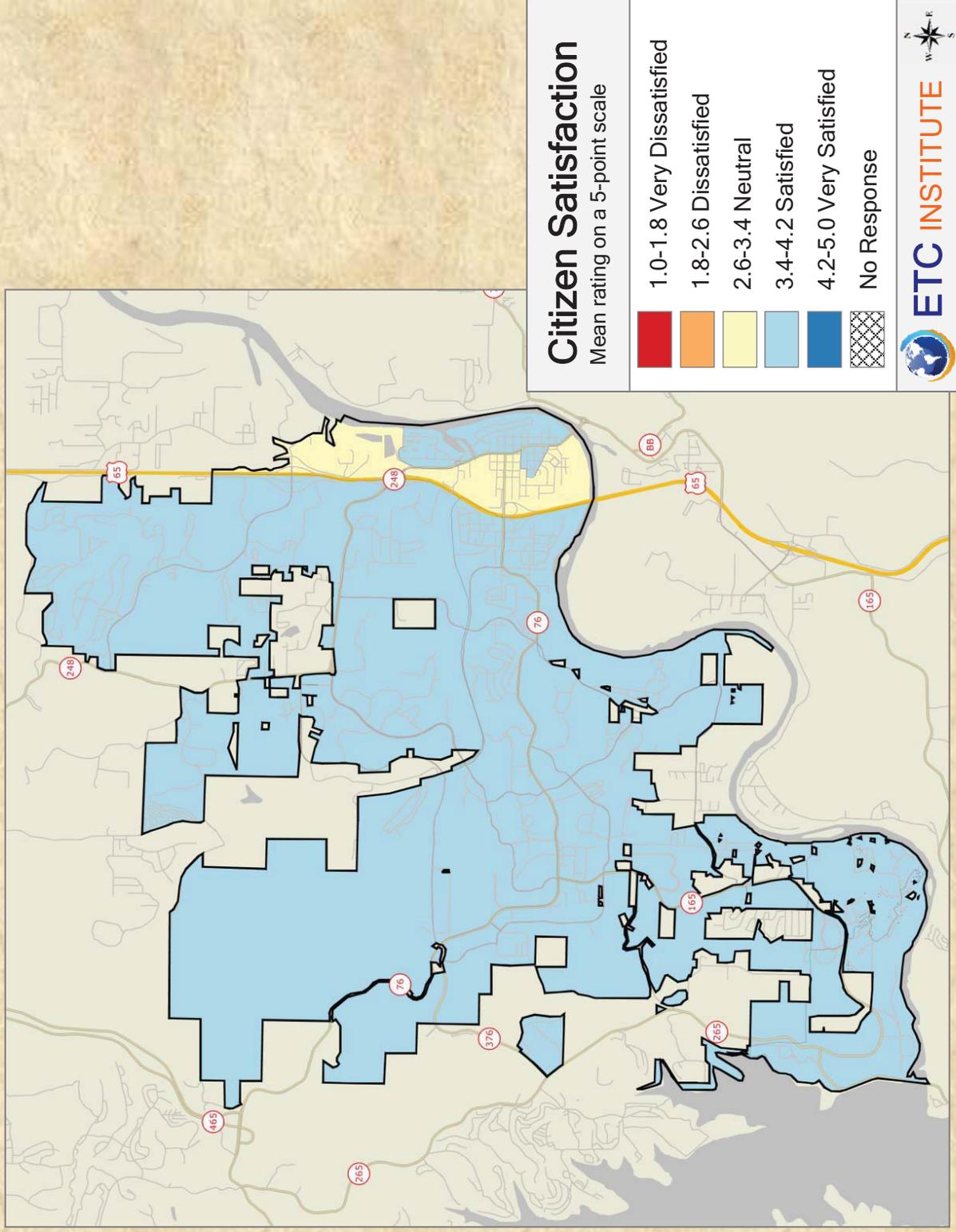
Q5.11 Overall Satisfaction with: Number of City parks



2016 City of Branson Community Survey

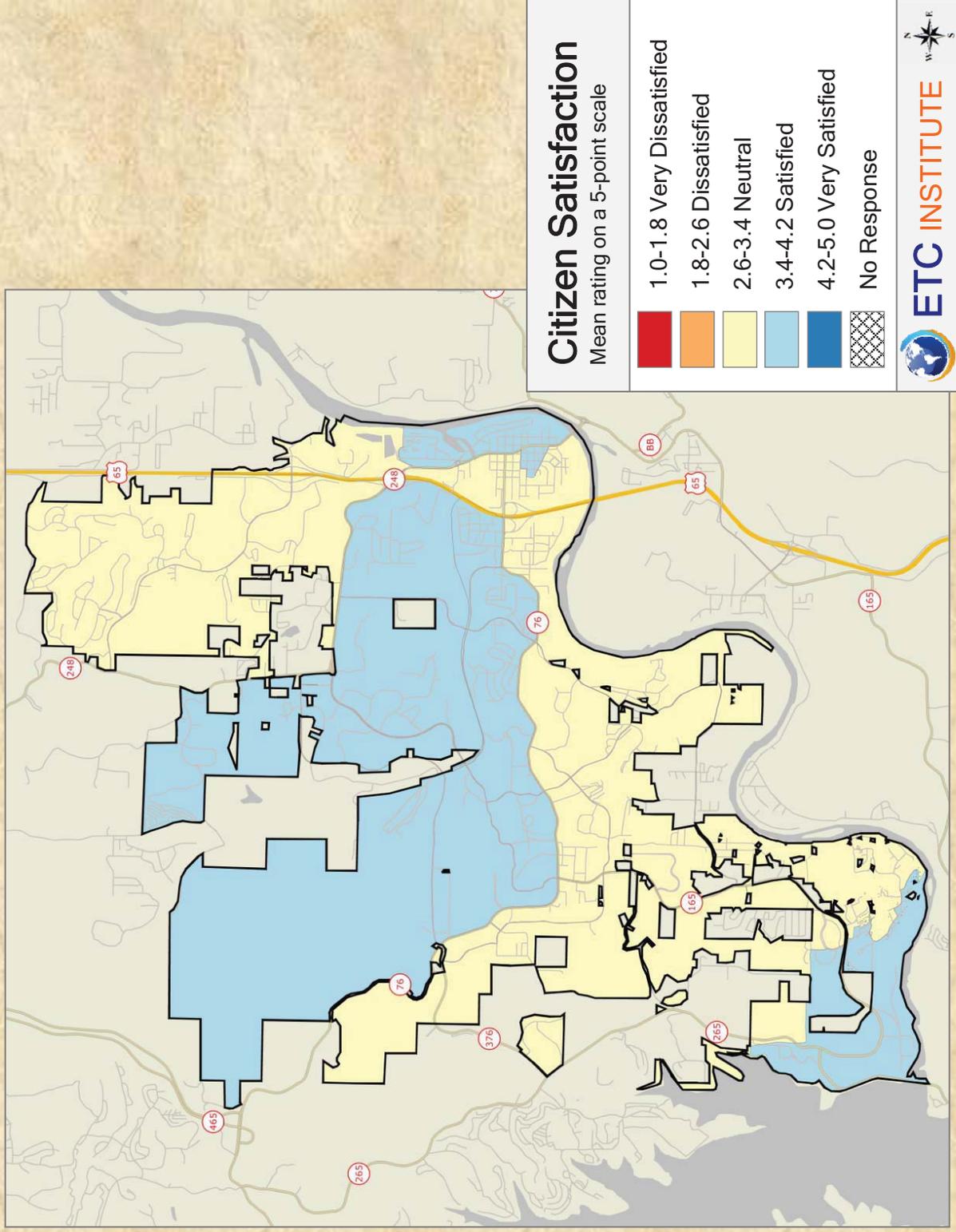
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q5.12 Overall Satisfaction with: Quality of Special Events



2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

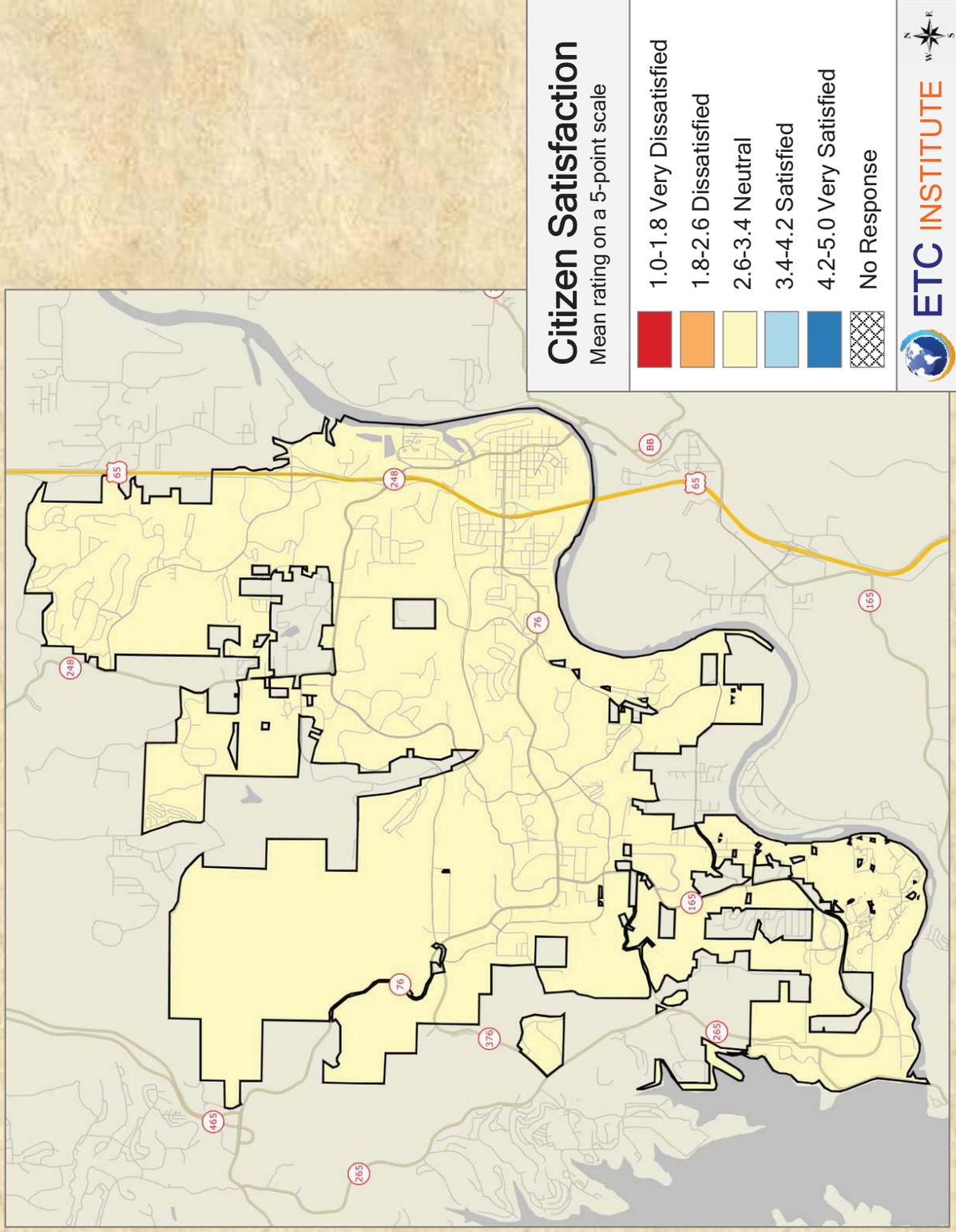
Q8.1 Overall Satisfaction with: The availability of information about city programs and services



2016 City of Branson Community Survey

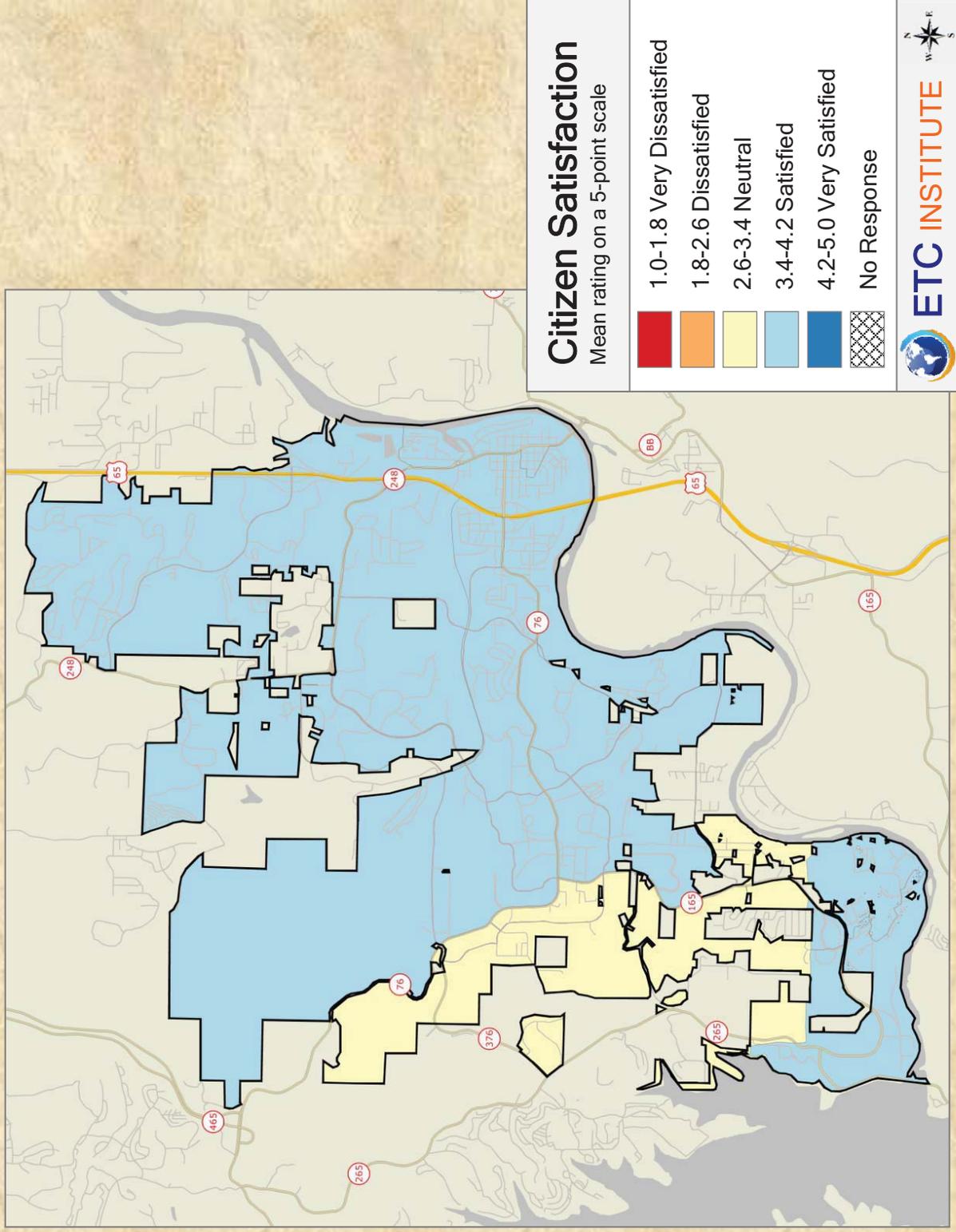
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q8.2 Overall Satisfaction with: City efforts to keep you informed about local issues



2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

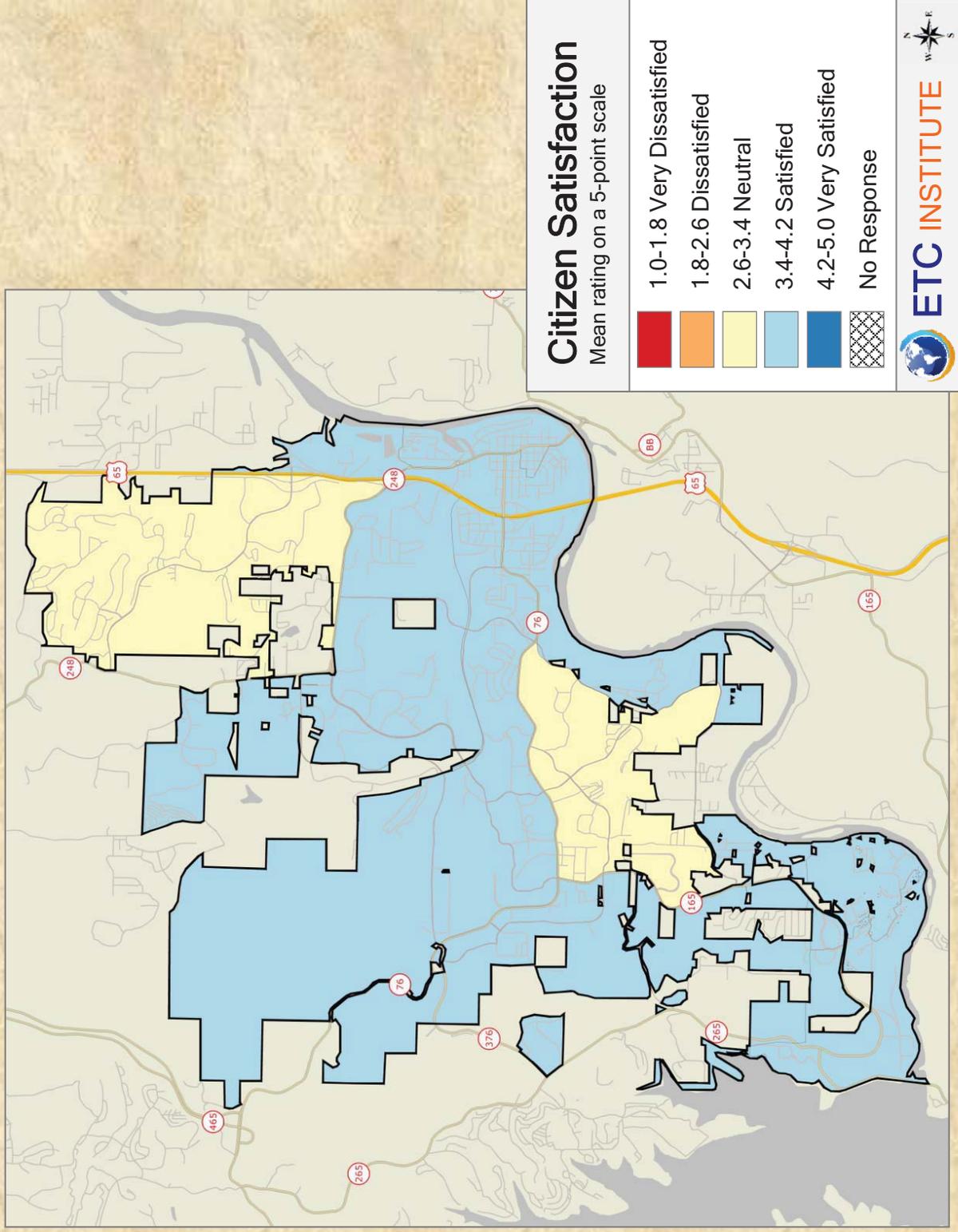
Q10.1 Overall Satisfaction with: Drop-off recycling services



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

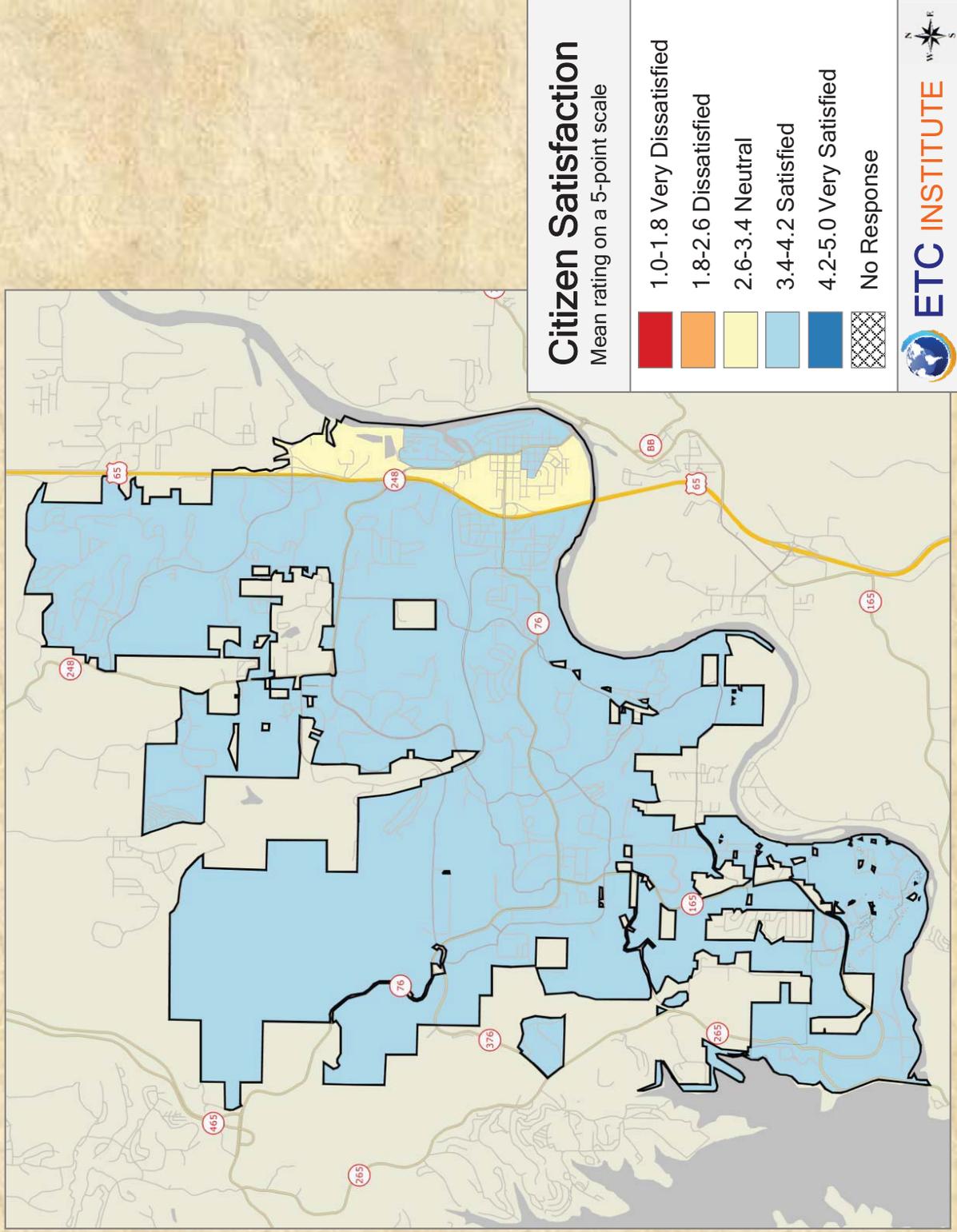
Q10.2 Overall Satisfaction with: Bulky item pick up/removal that occurs twice a year for items such as old furniture, appliances, etc.



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

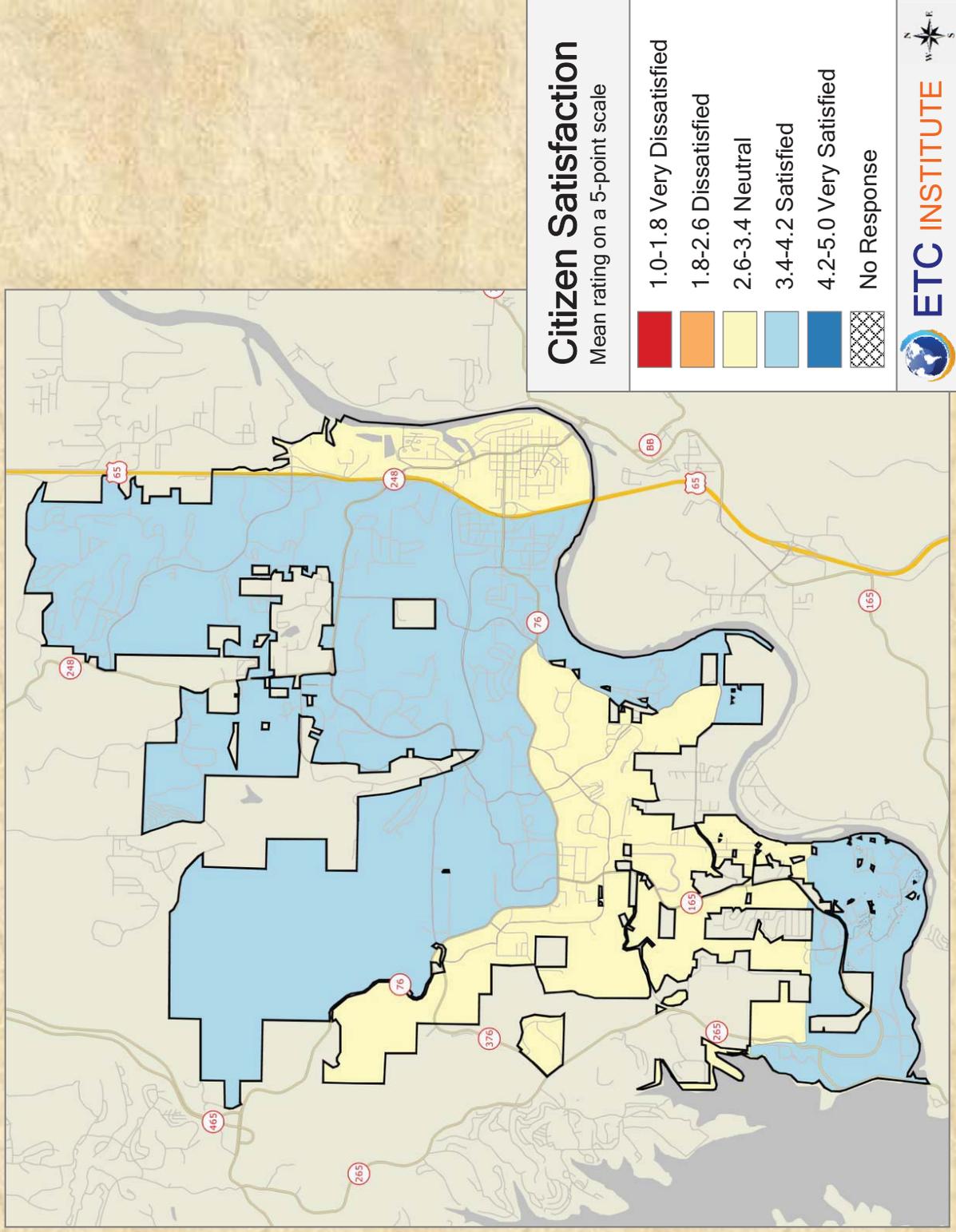
Q11.1 Overall Satisfaction with: Condition of major City streets



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

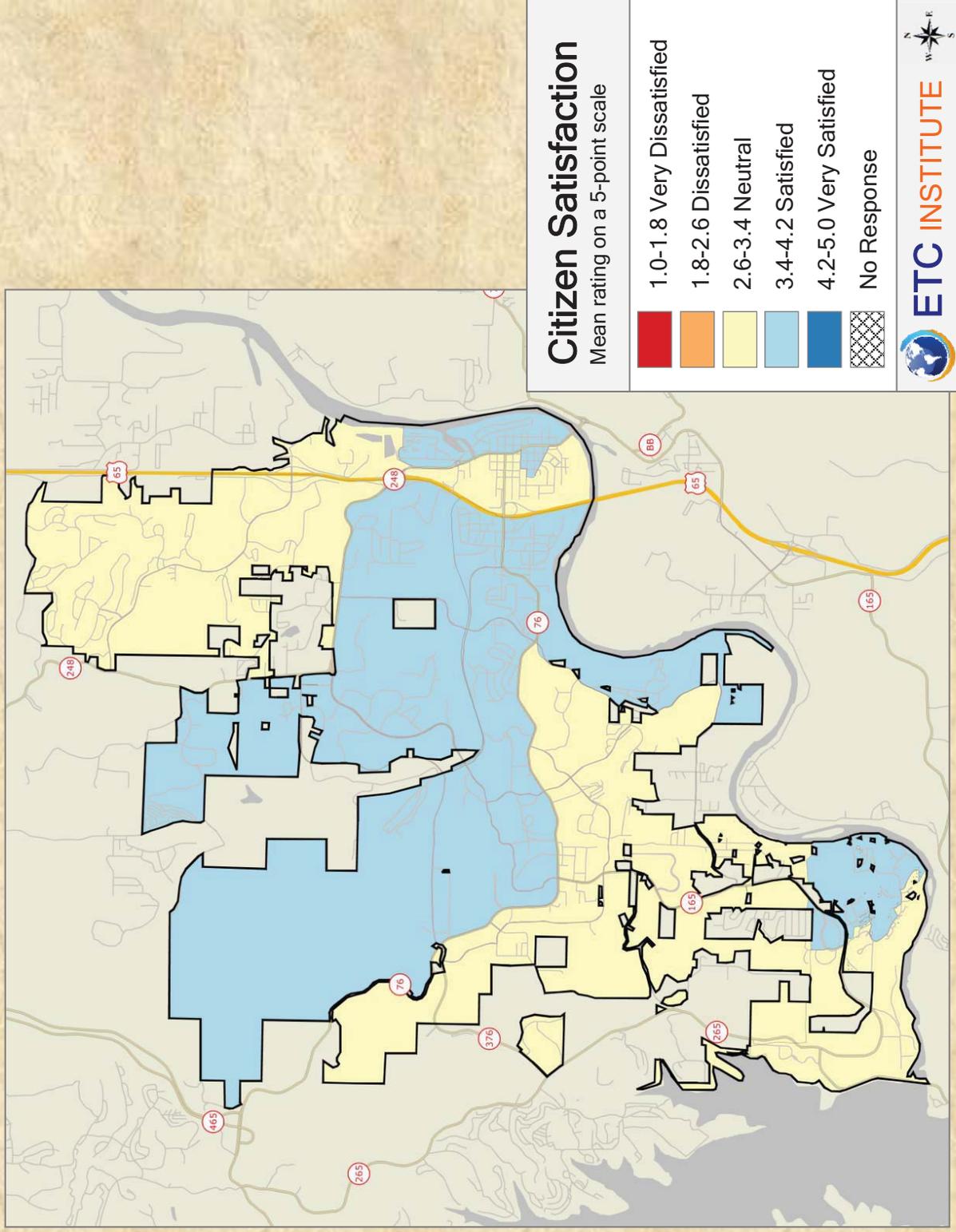
Q11.2 Overall Satisfaction with: Condition of streets in YOUR neighborhood



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

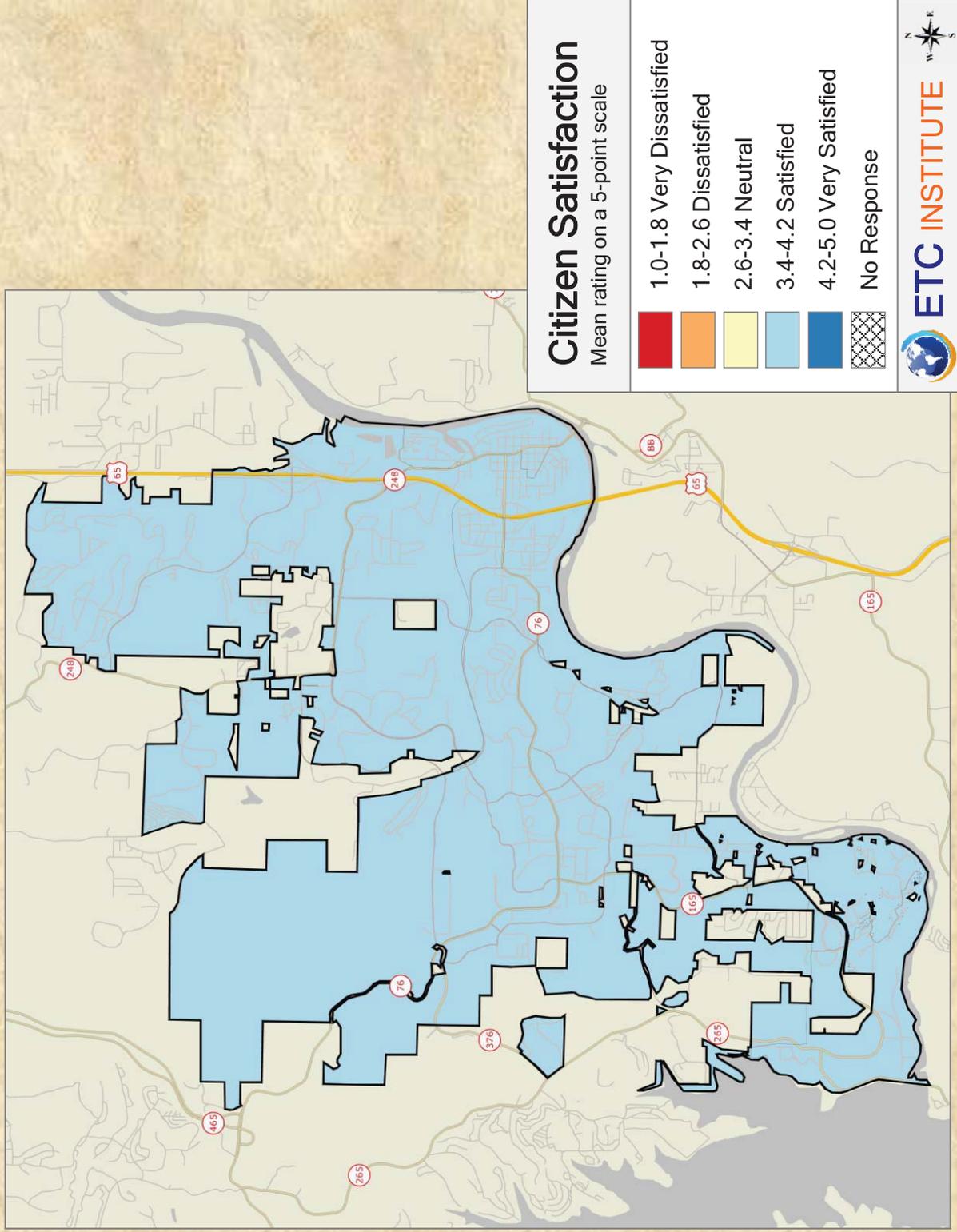
Q11.4 Overall Satisfaction with: Quality of city snow removal



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

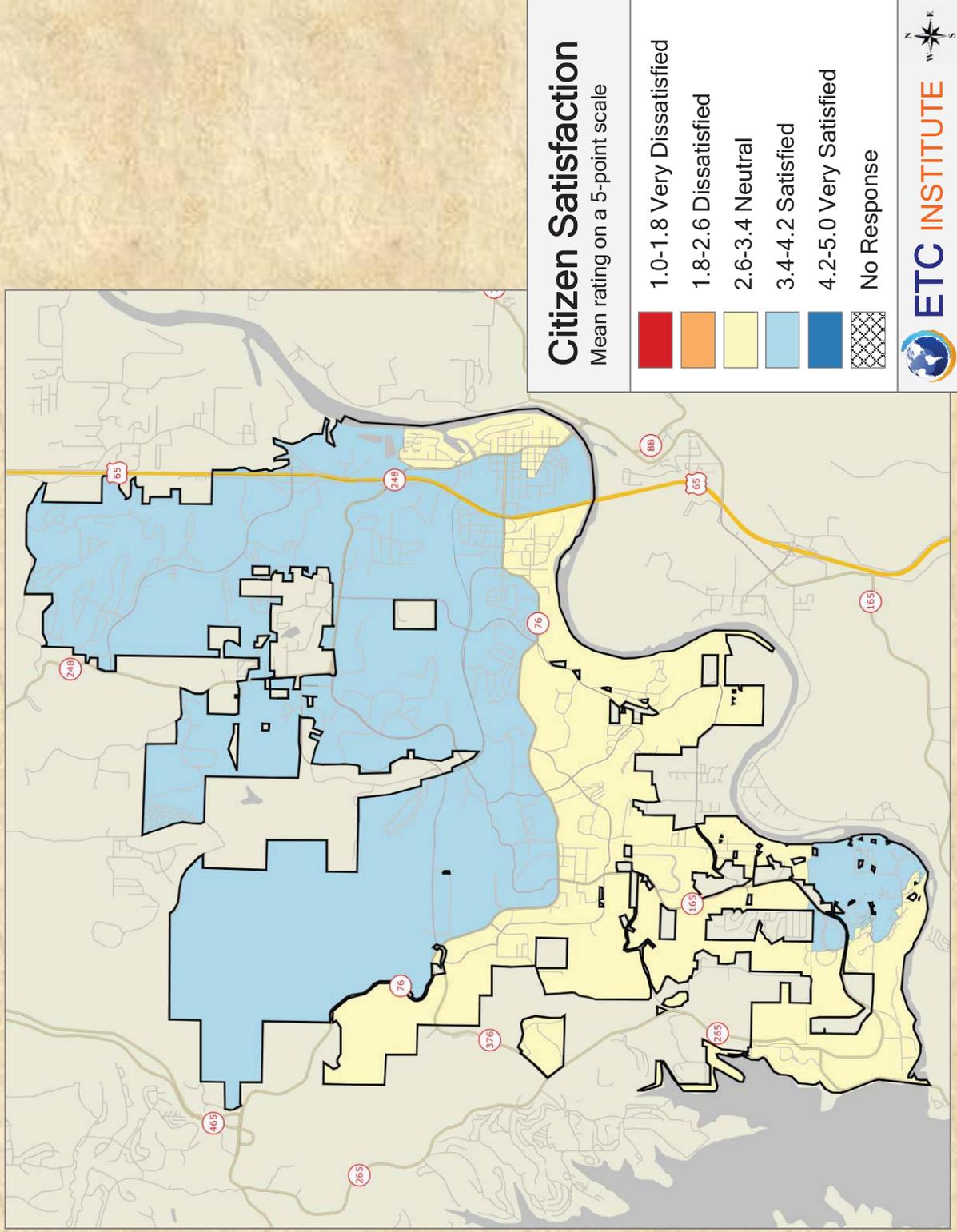
Q11.5 Overall Satisfaction with: Condition of street signs and traffic signals



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

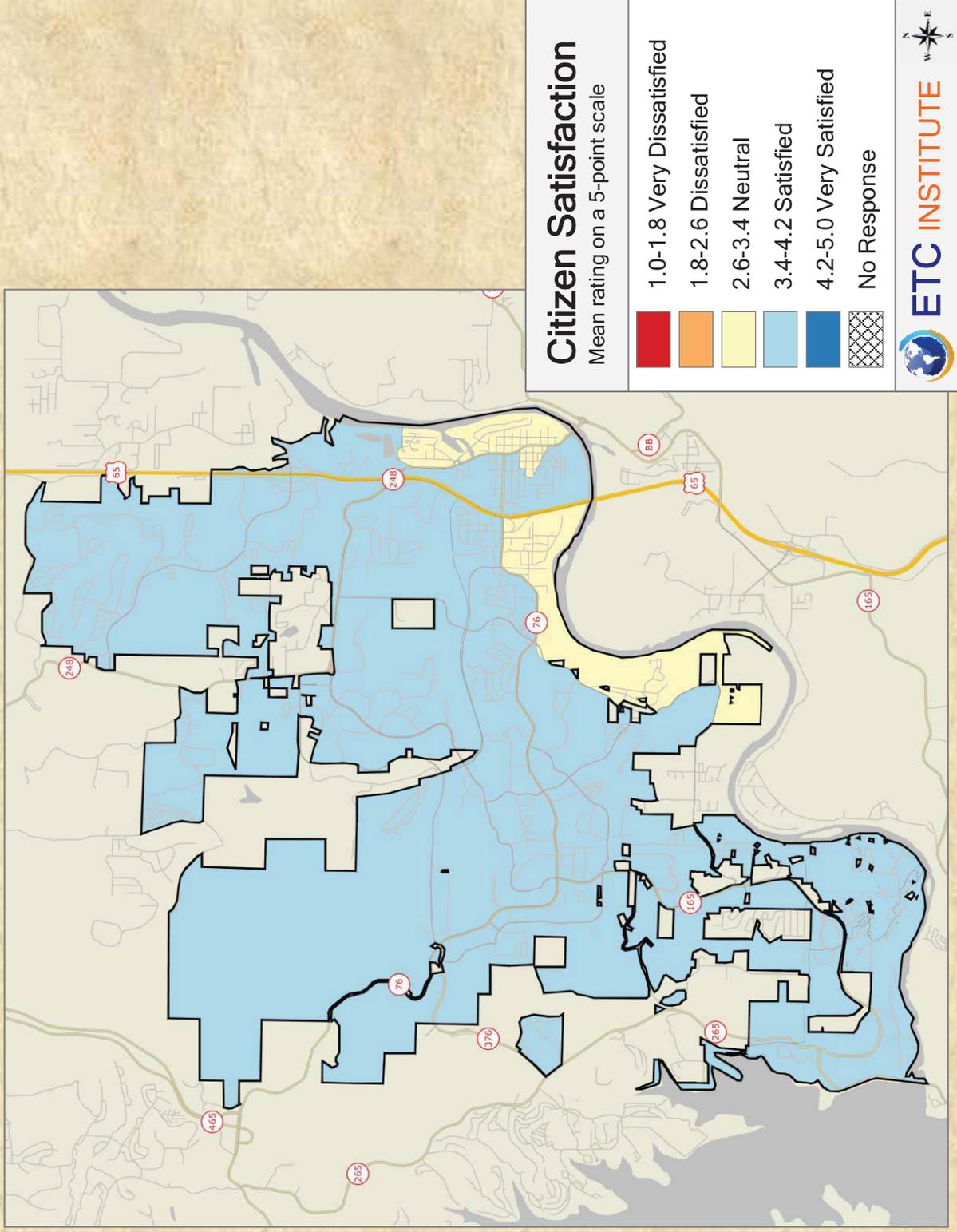
Q11.7 Overall Satisfaction with: Adequacy of City street lighting



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

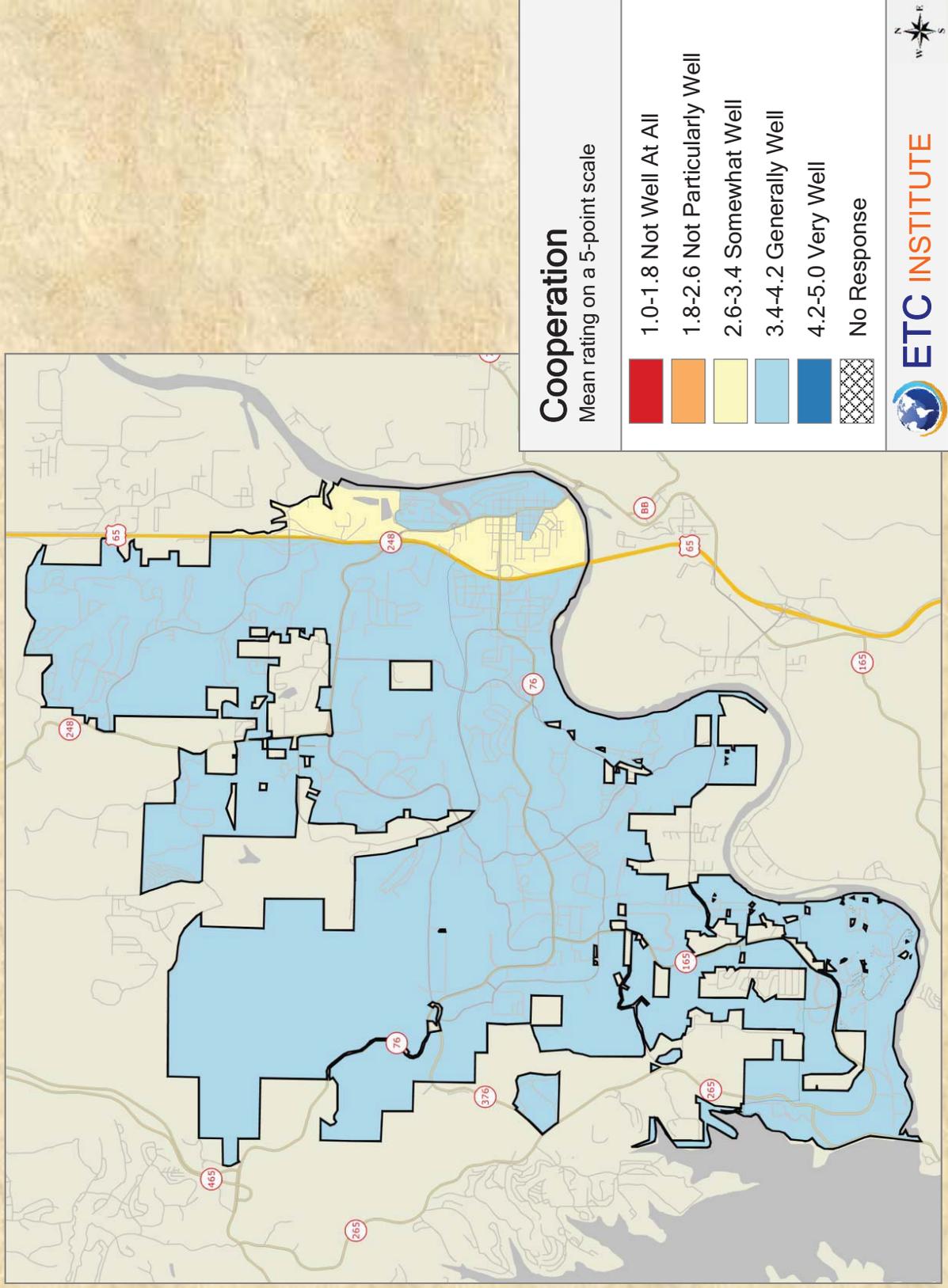
Q11.9 Overall Satisfaction with: Cleanliness of stormwater drains and creeks in YOUR neighborhood



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

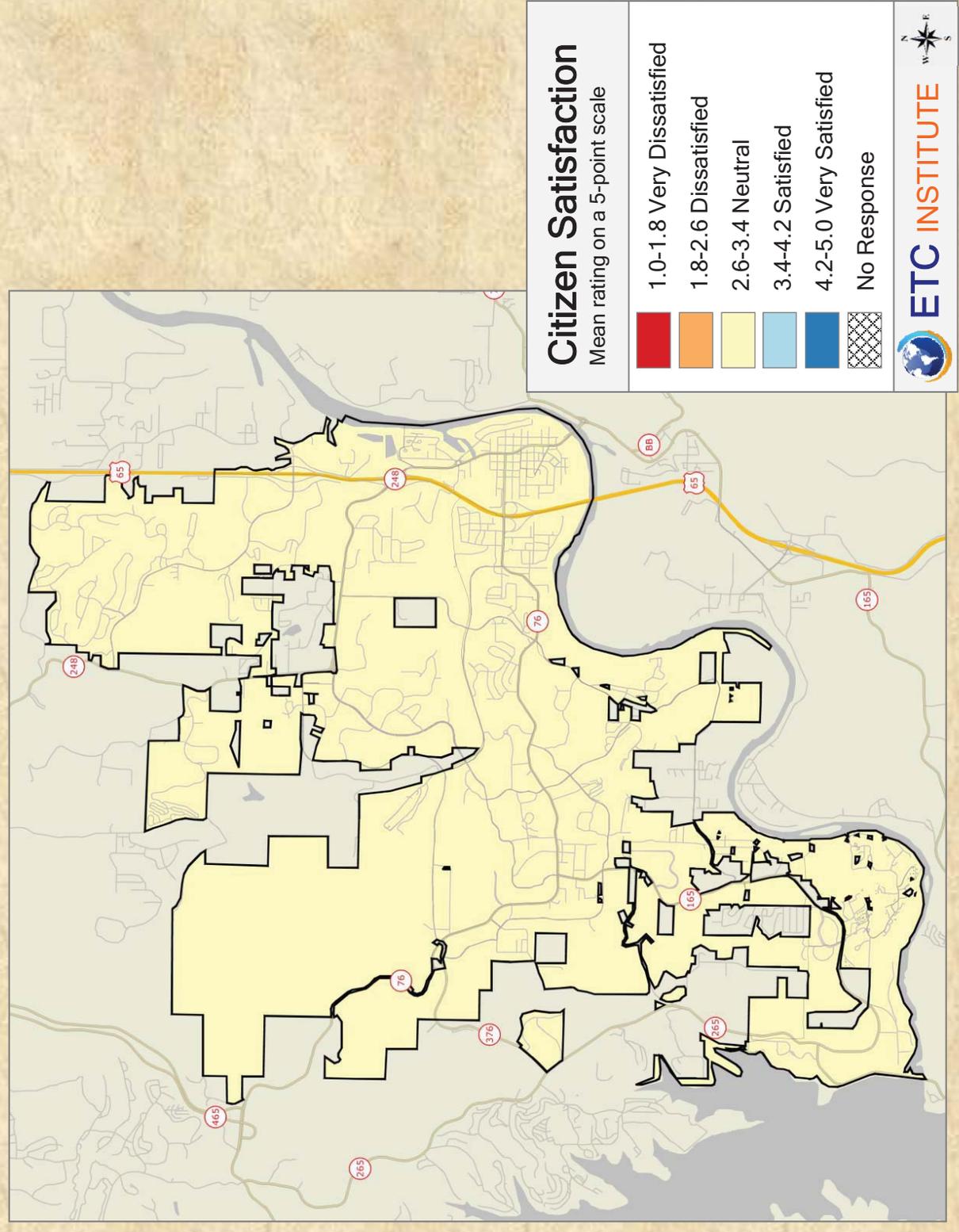
Q13 How well does the City of Branson work with other governmental organizations



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q14.4 Overall Satisfaction with: Quality of building permitting process

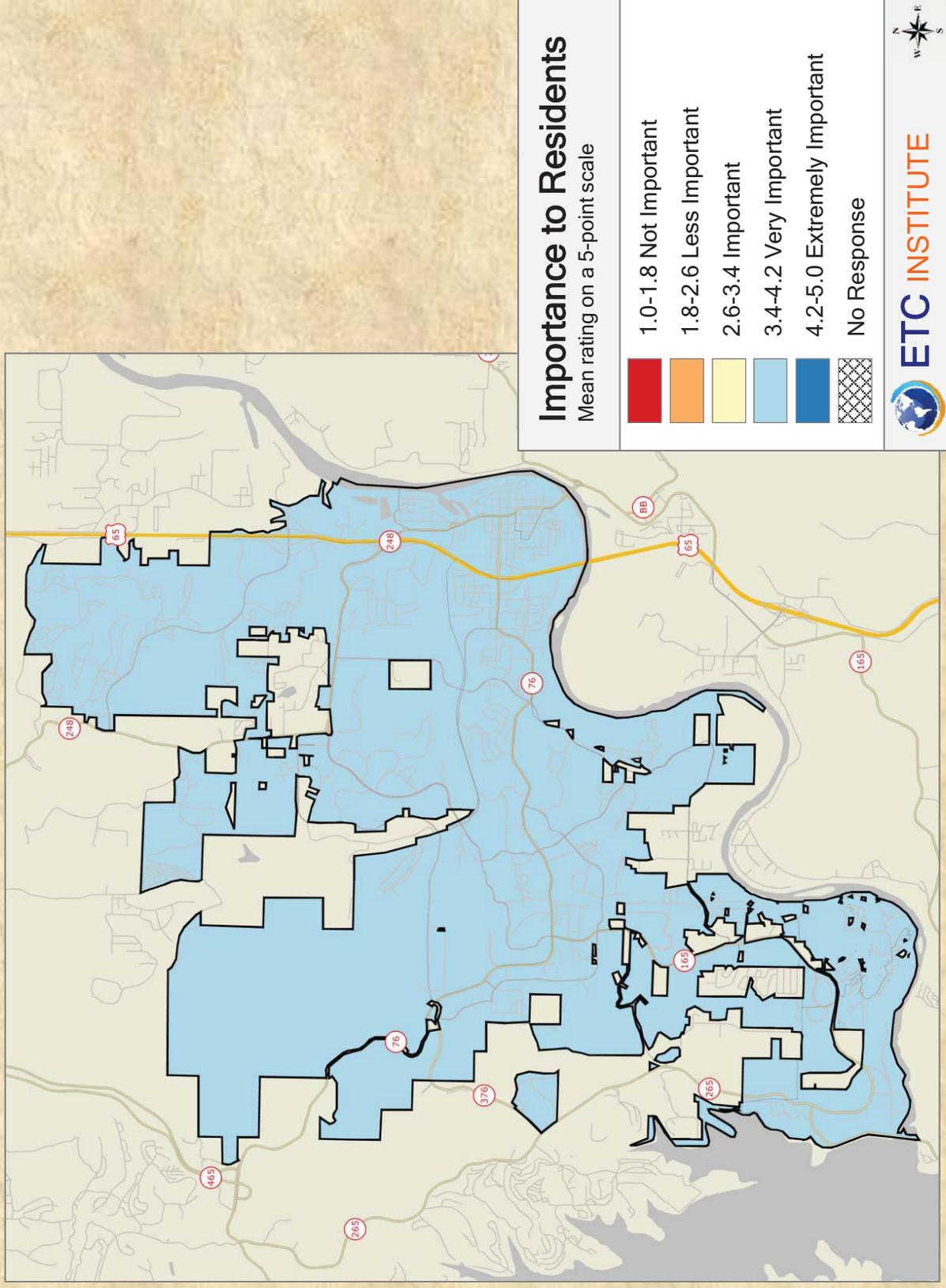


2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)



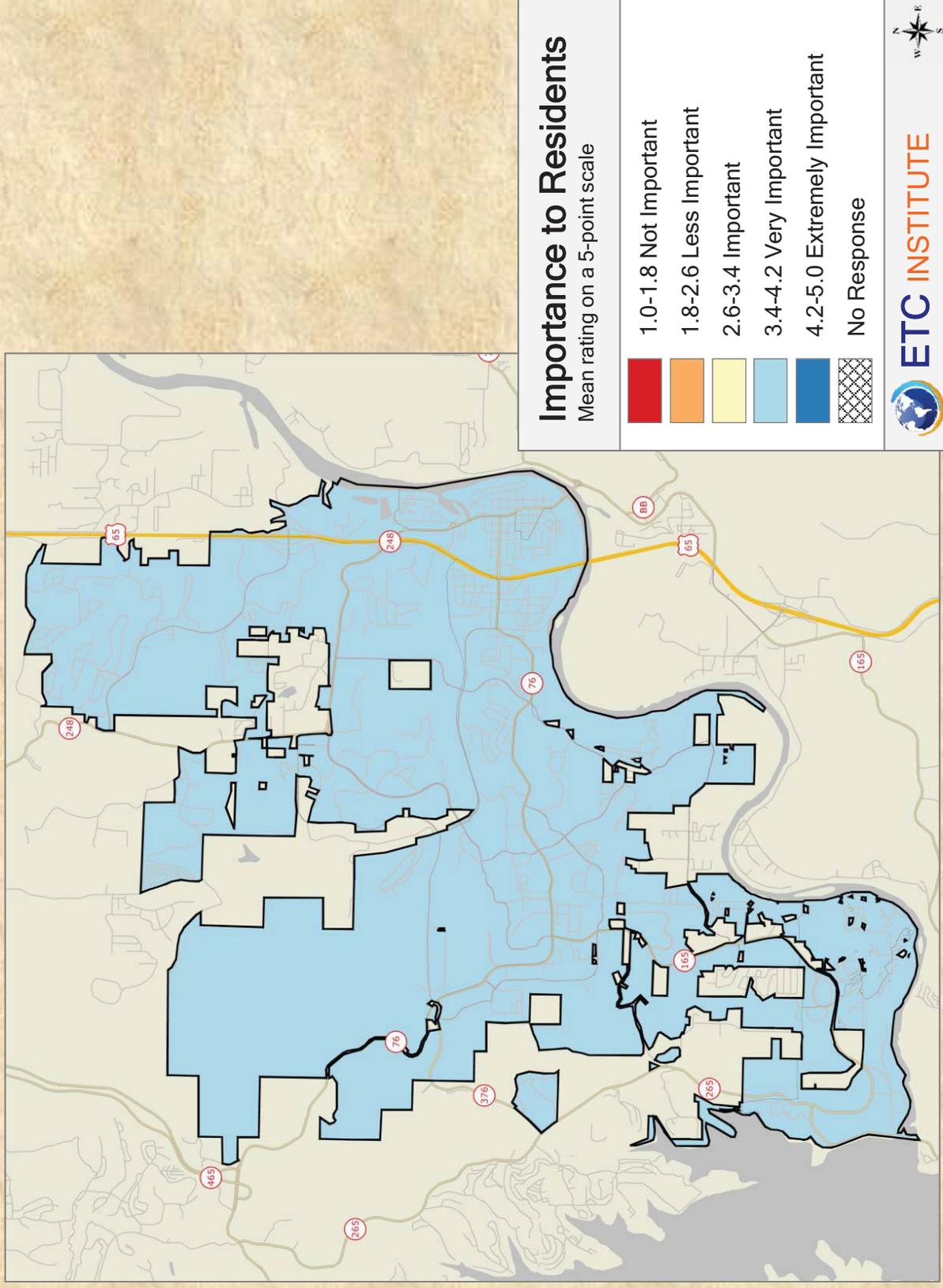
Q15.1 Importance of: Preserving the small-town atmosphere



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

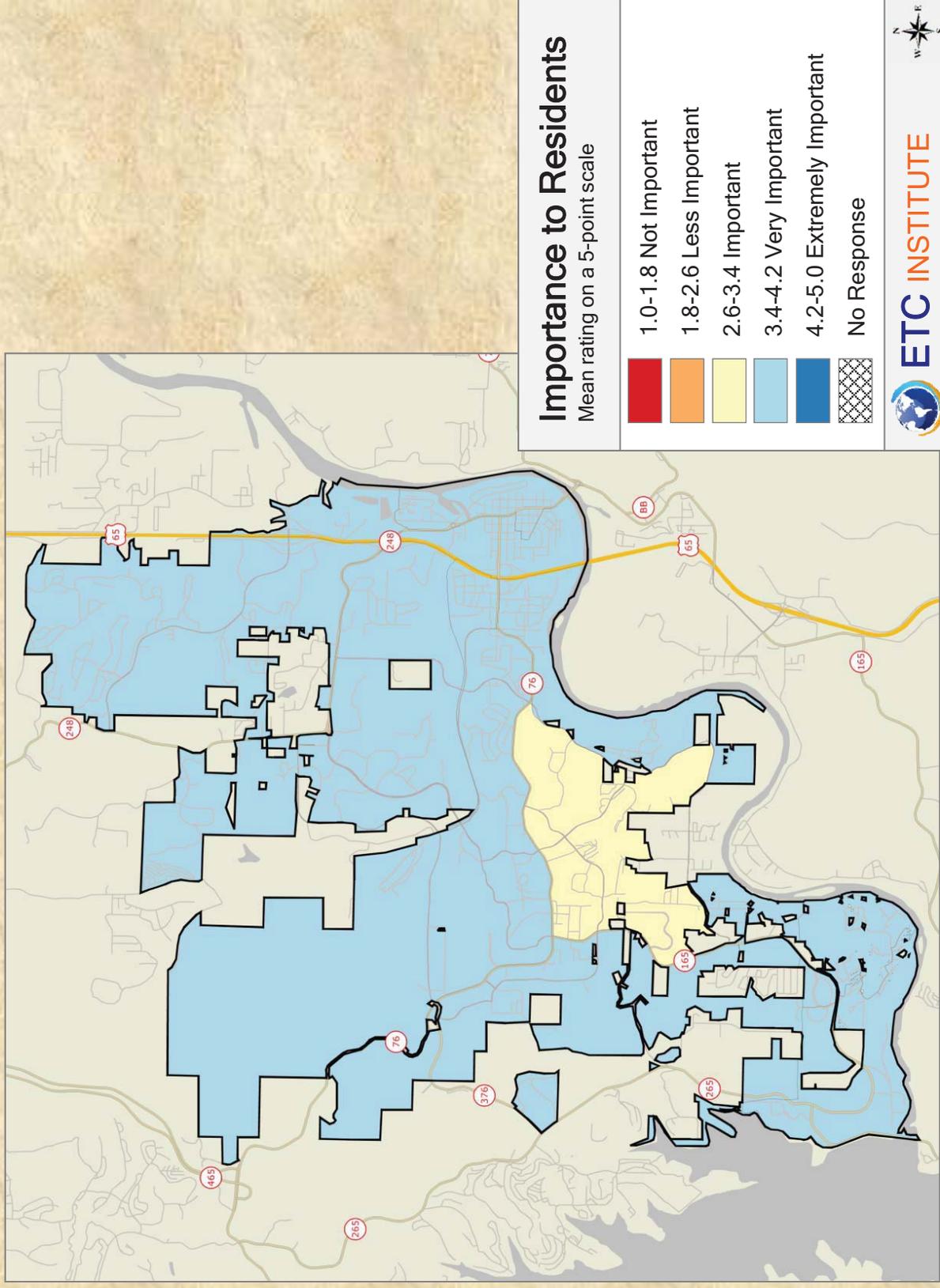
Q15.3 Importance of: Diversify the entertainment offerings



2016 City of Branson Community Survey

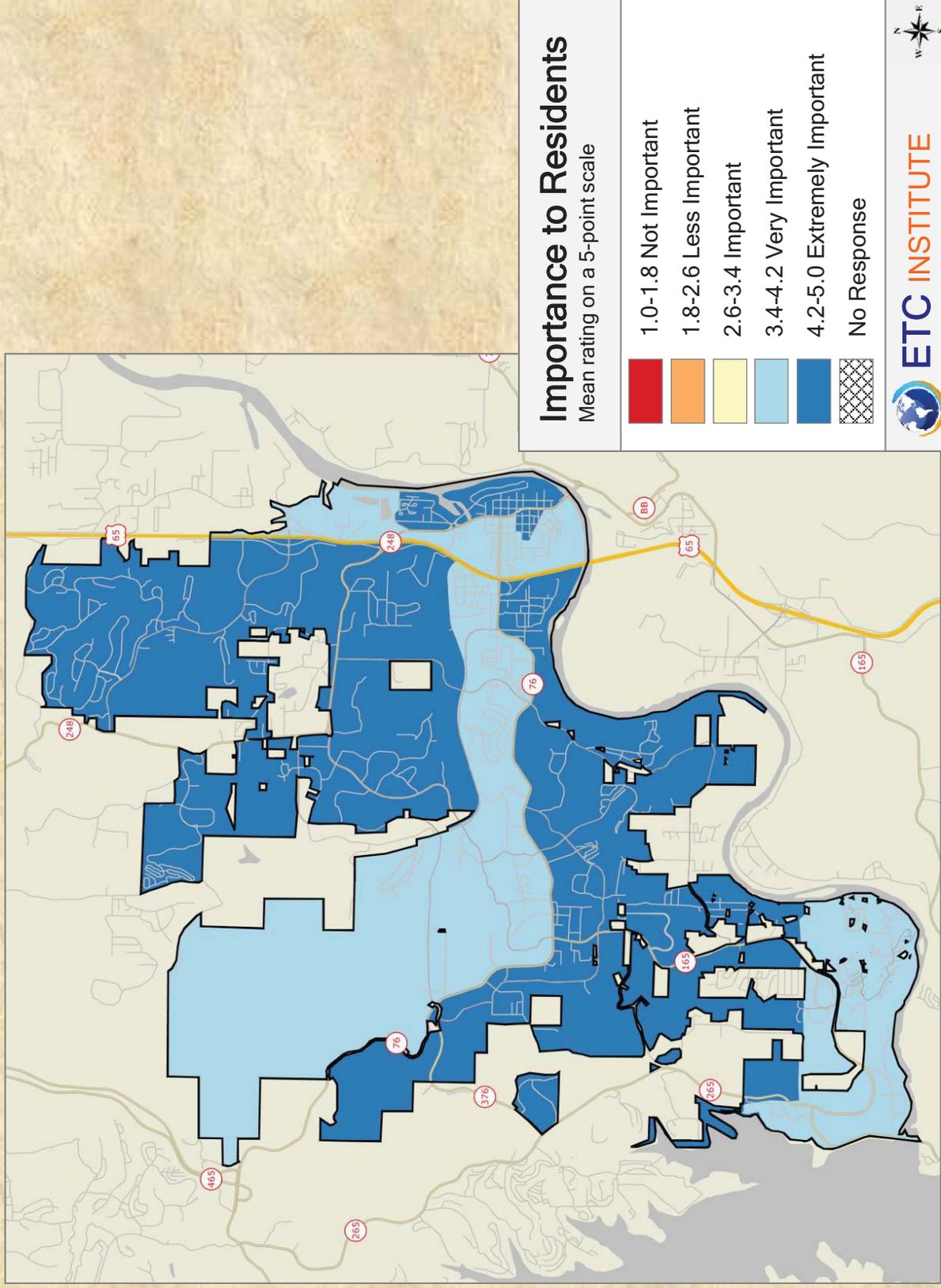
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15.4 Importance of: Diversify the range of housing options



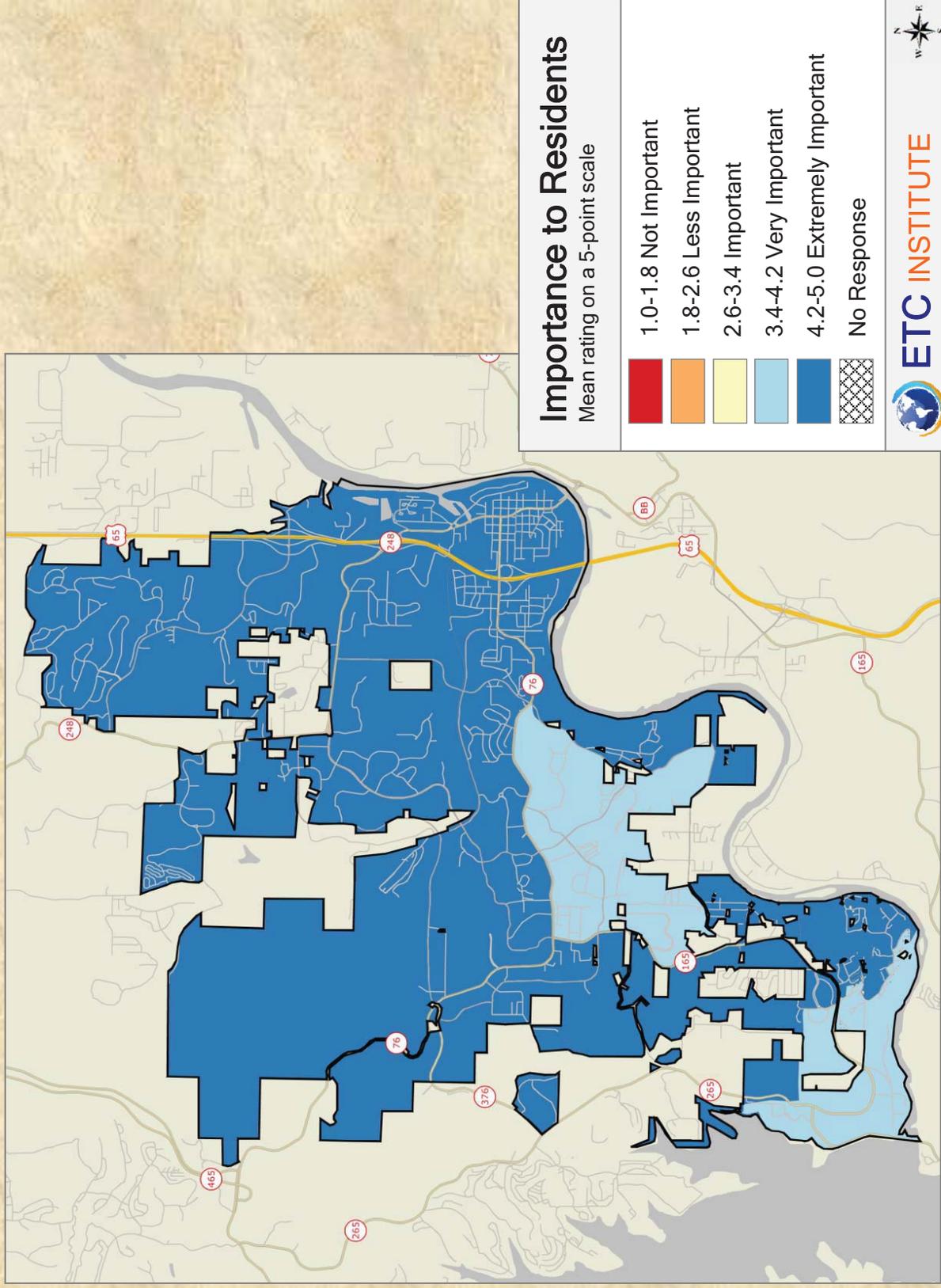
2016 City of Branson Community Survey
 Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15.5 Importance of: Minimizing tax increases



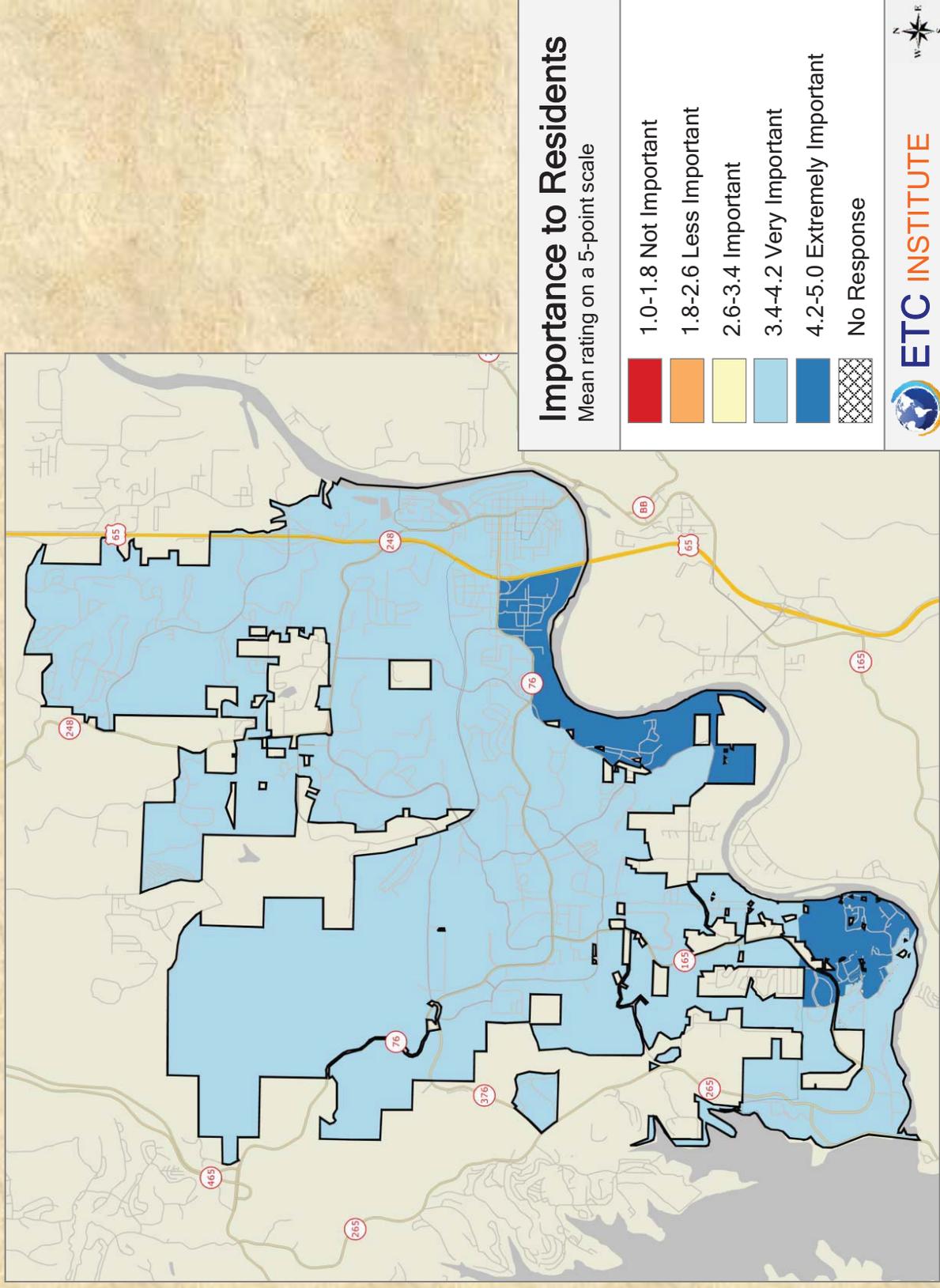
2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15.7 Importance of: Expanding employment opportunities

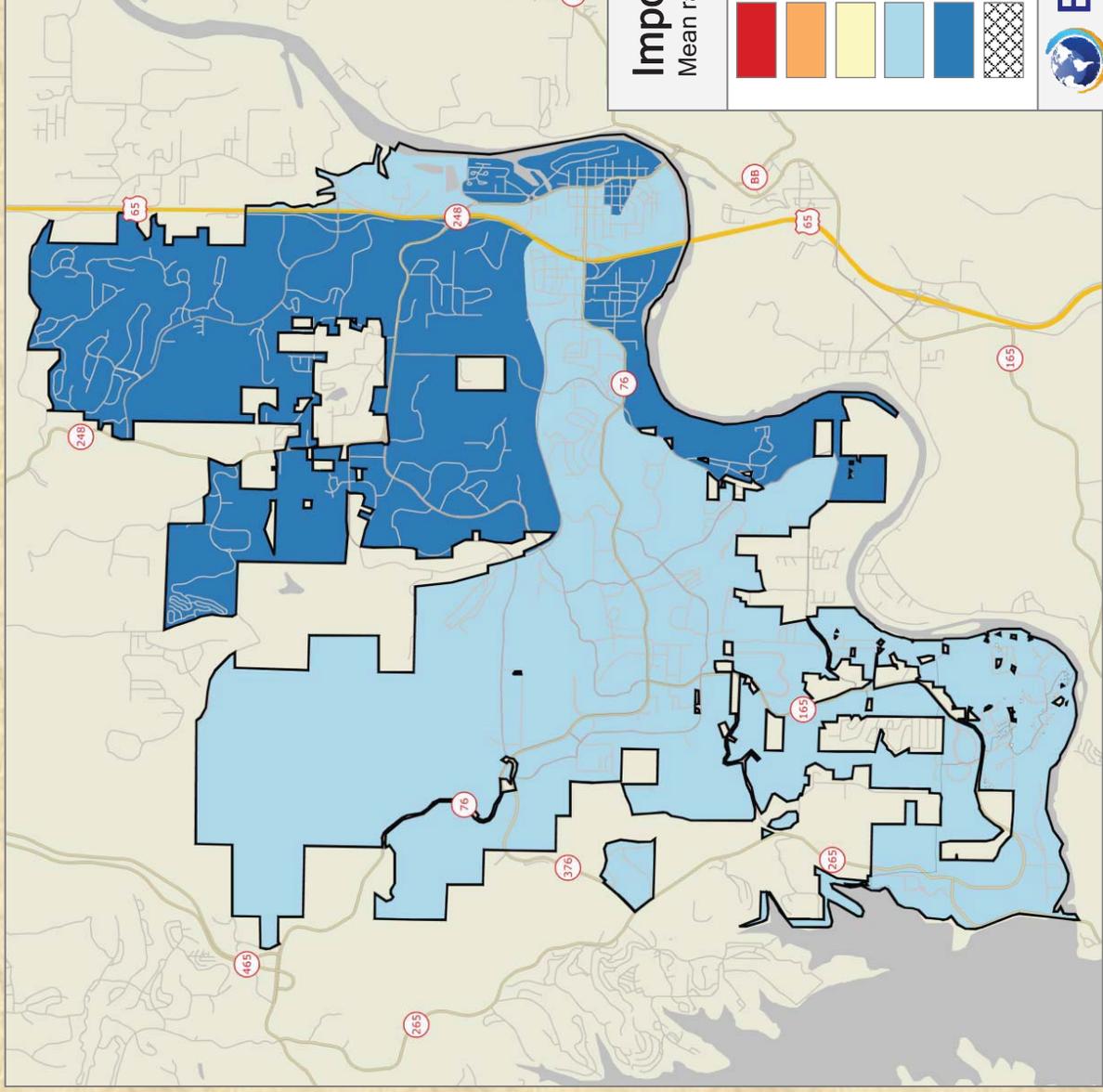


2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15.10 Importance of: Enhancing the appearance and overall beauty of the City

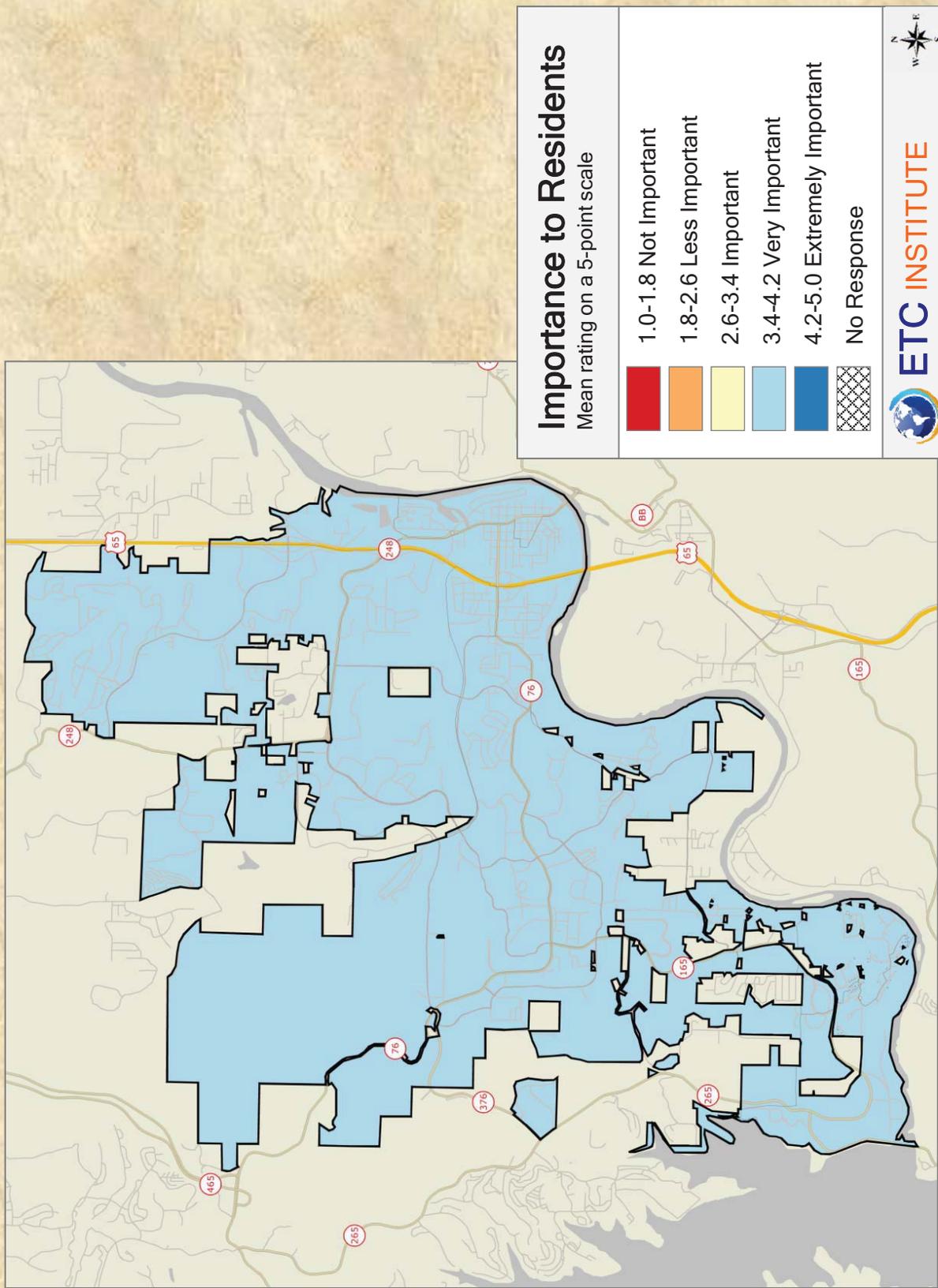


Q15.13 Importance of: Managing environmental resources including water and air quality



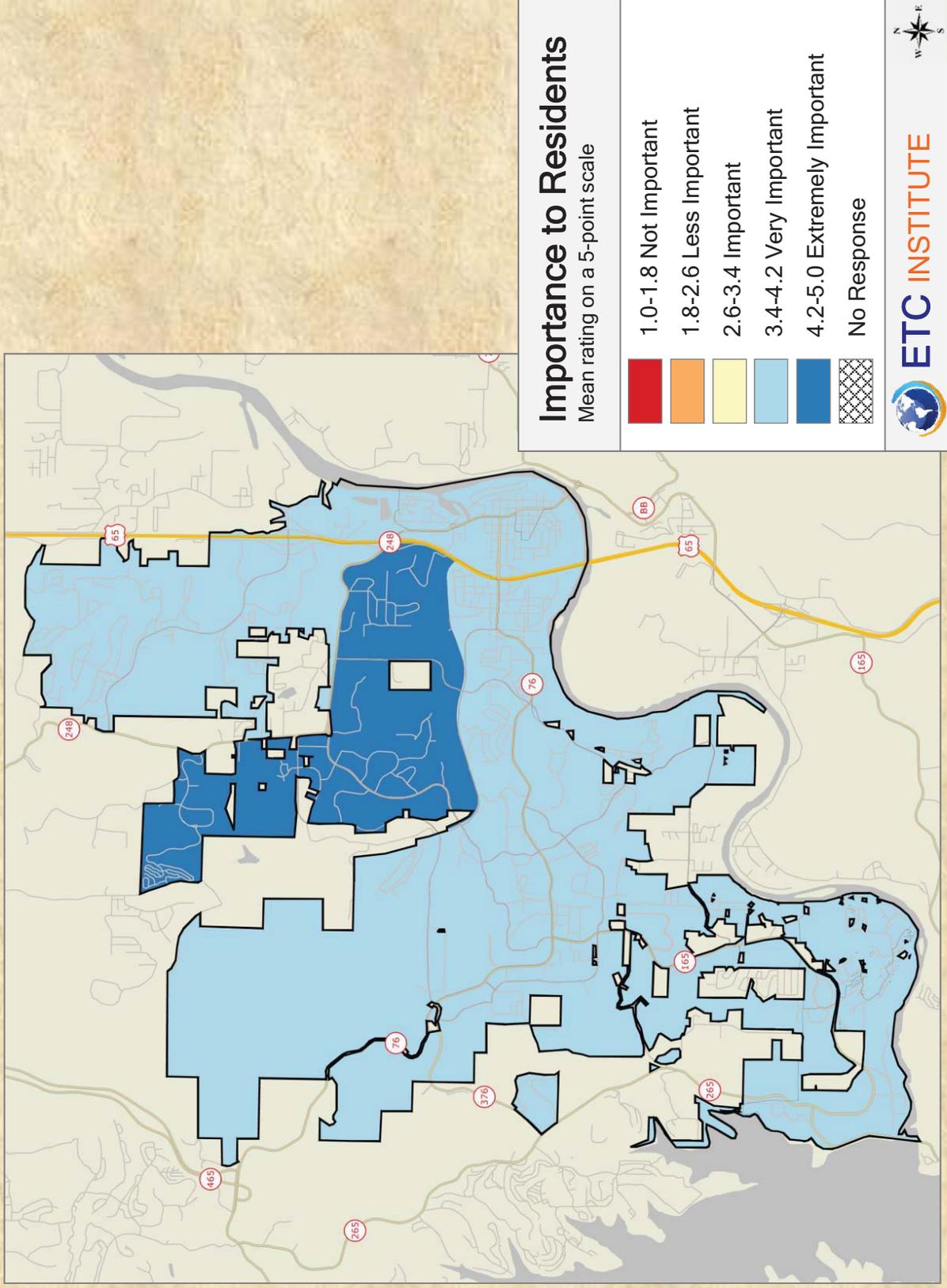
2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q15.14 Importance of: Improving communication and opportunities for public transportation



2016 City of Branson Community Survey
Shading reflects the mean rating for all respondents by CBG (merged as needed)

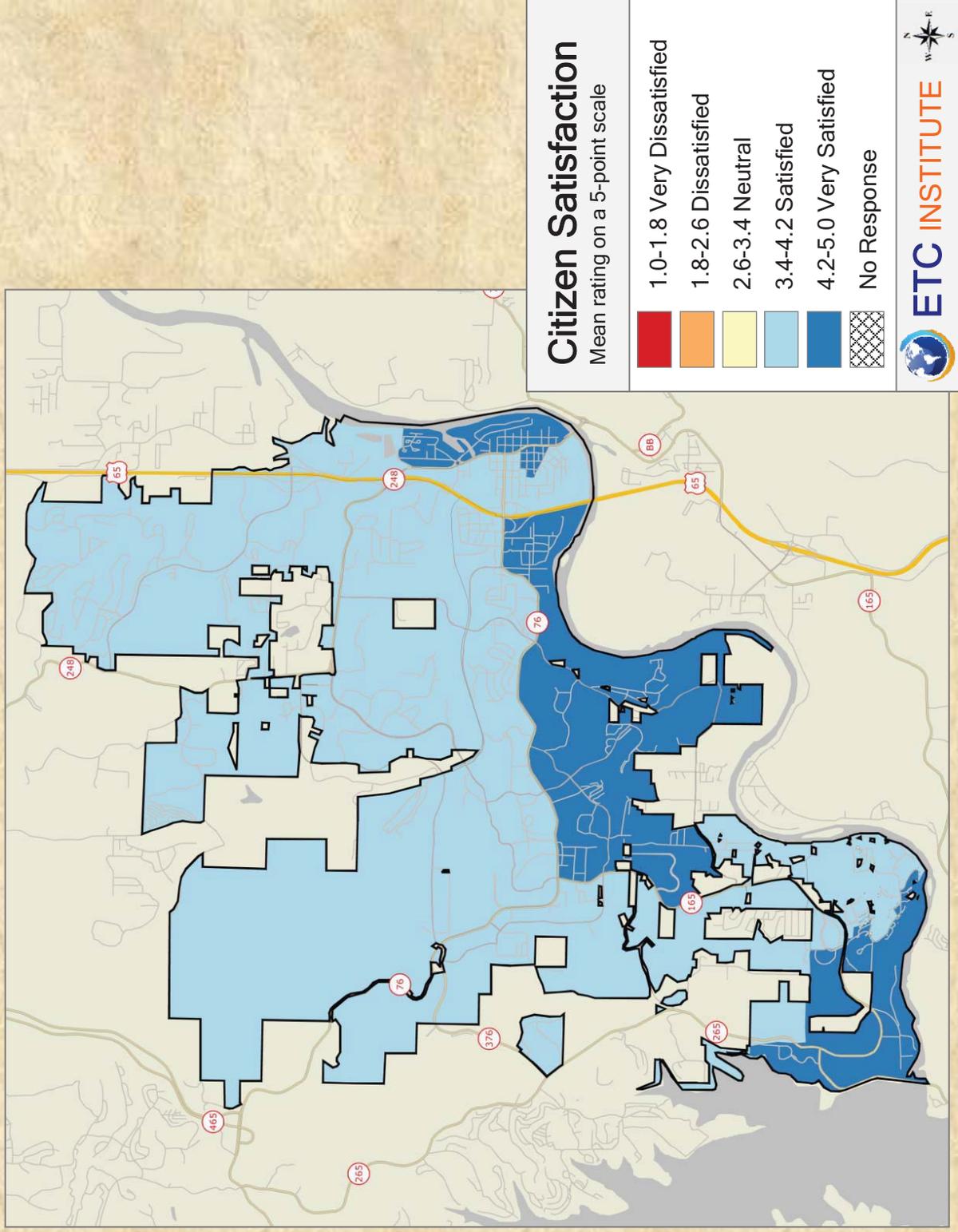
Q15.15 Importance of: Improve the quality of city infrastructure



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

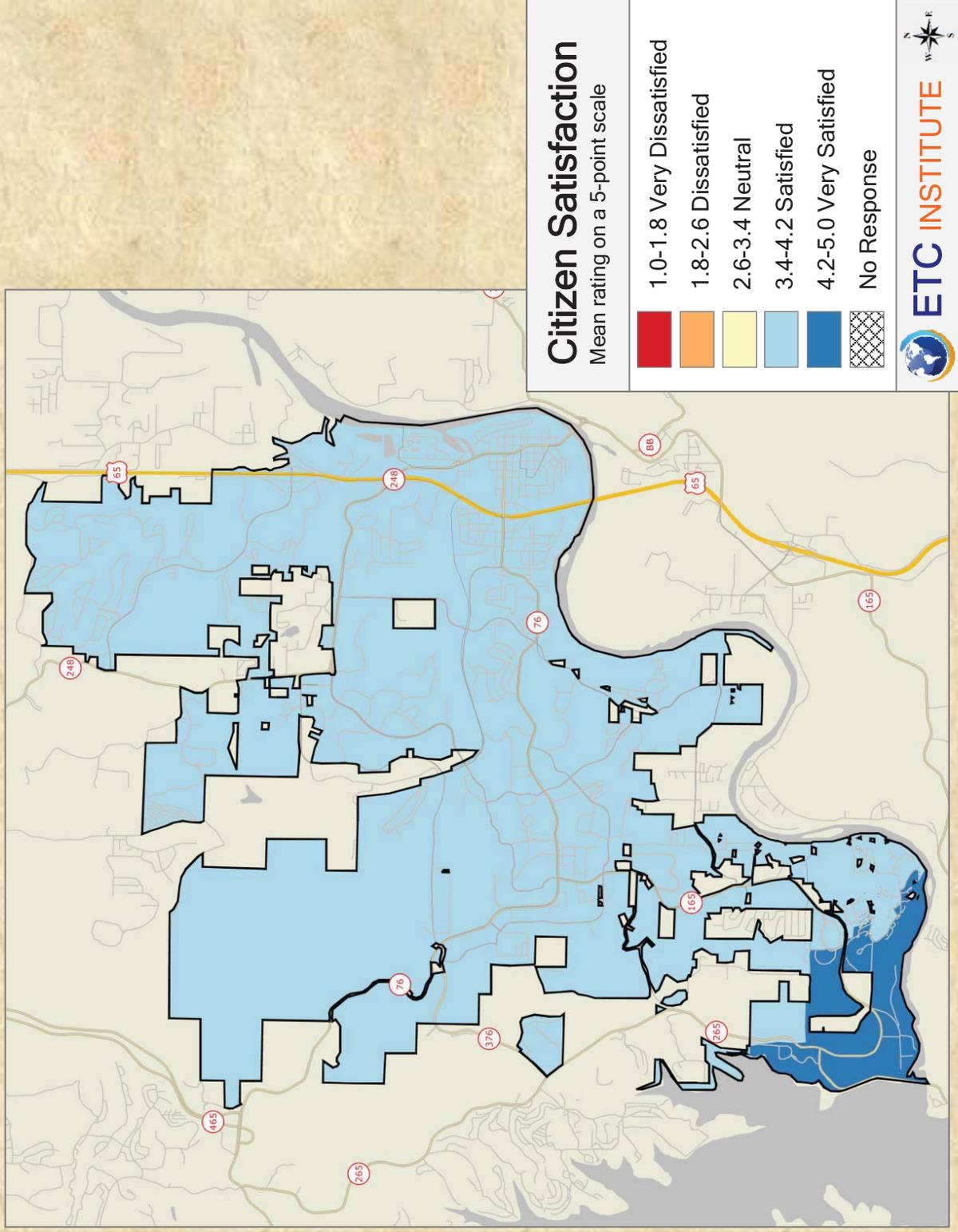
Q19b.1 Overall Satisfaction with: How easy they were to contact



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

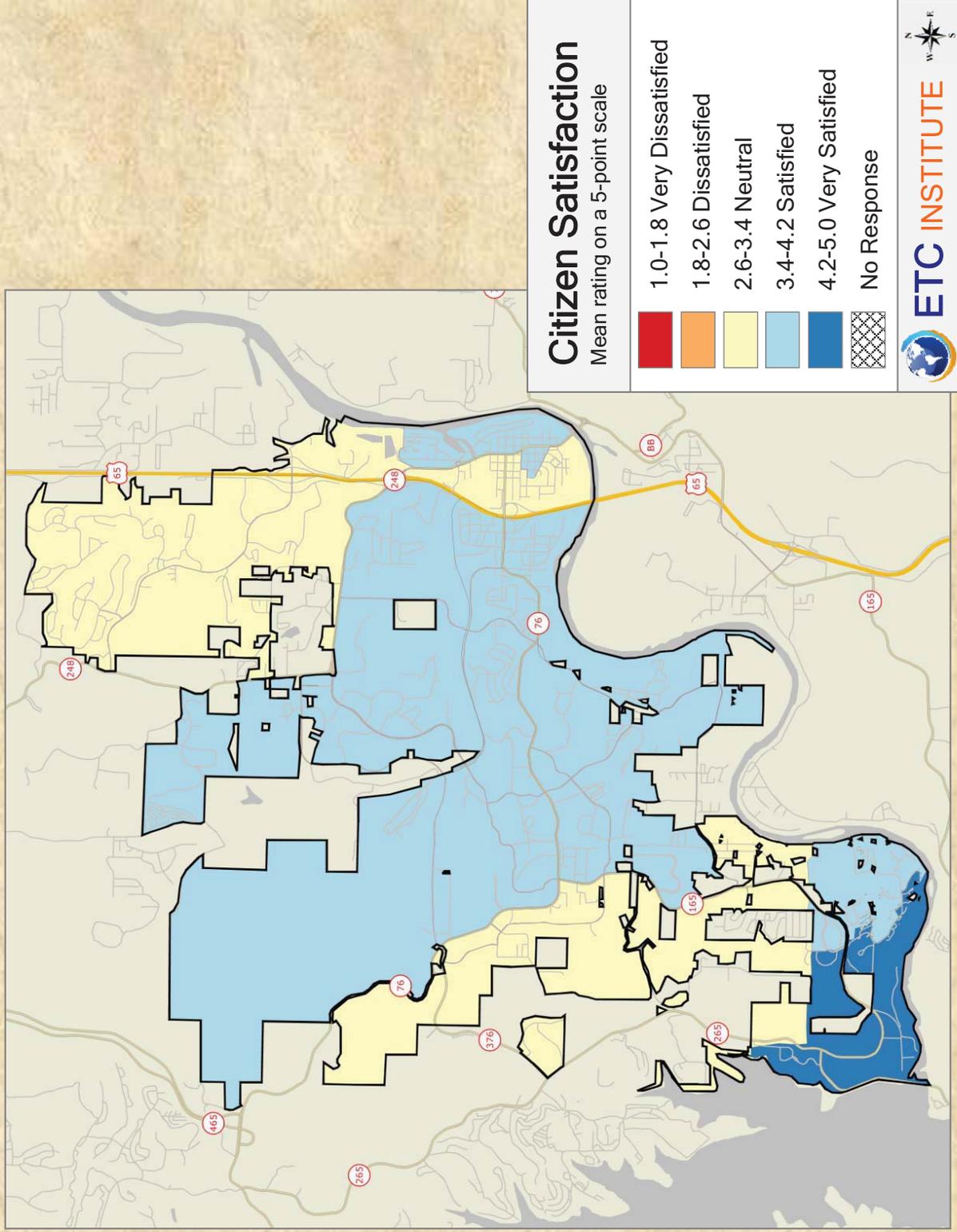
Q19b.3 Overall Satisfaction with: The accuracy of the information you were given



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q19b.5 Overall Satisfaction with: How well your issue was resolved

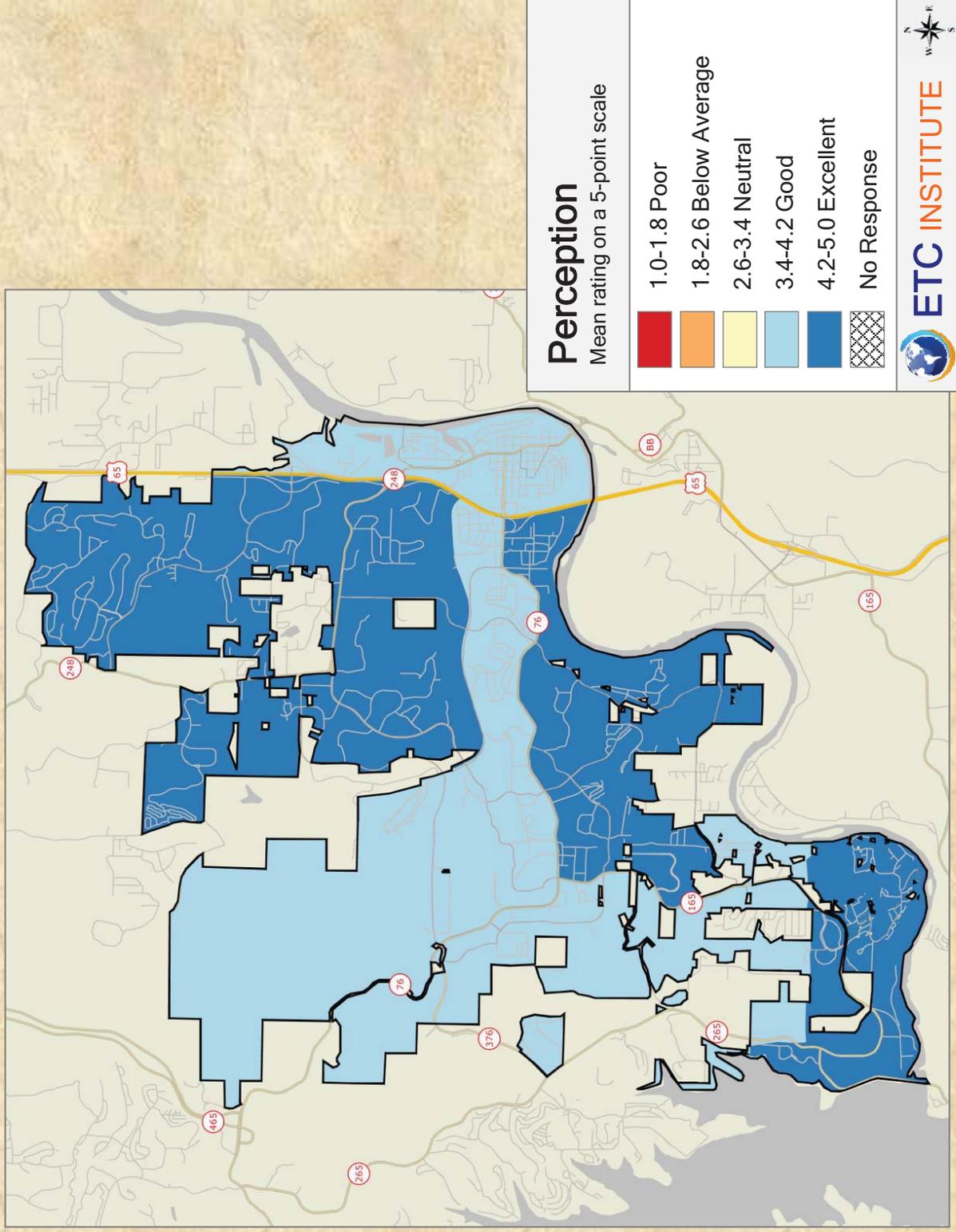


2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)



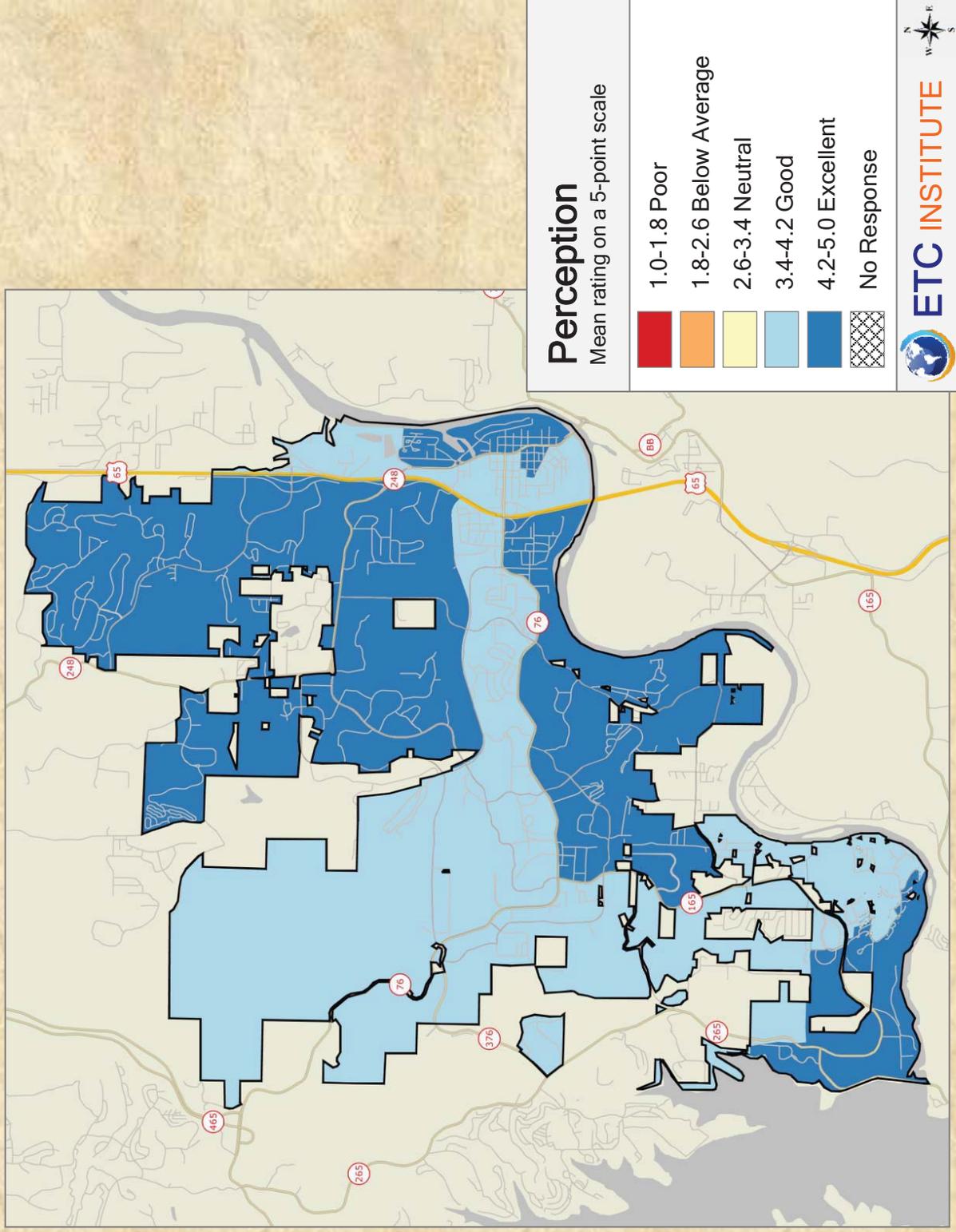
Q20.1 Rating the City: As a place to live



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

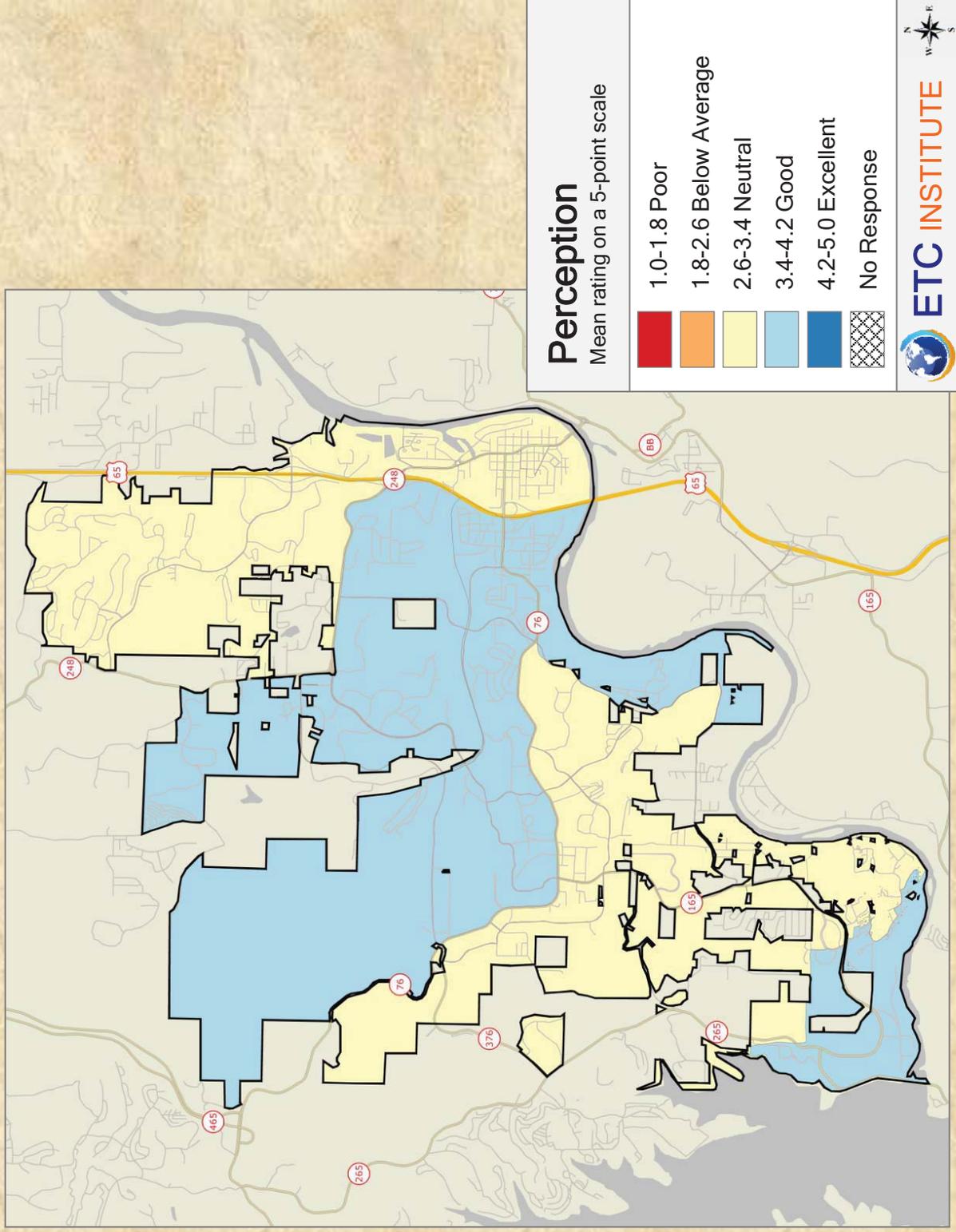
Q20.2 Rating the City: As a place to raise a family



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

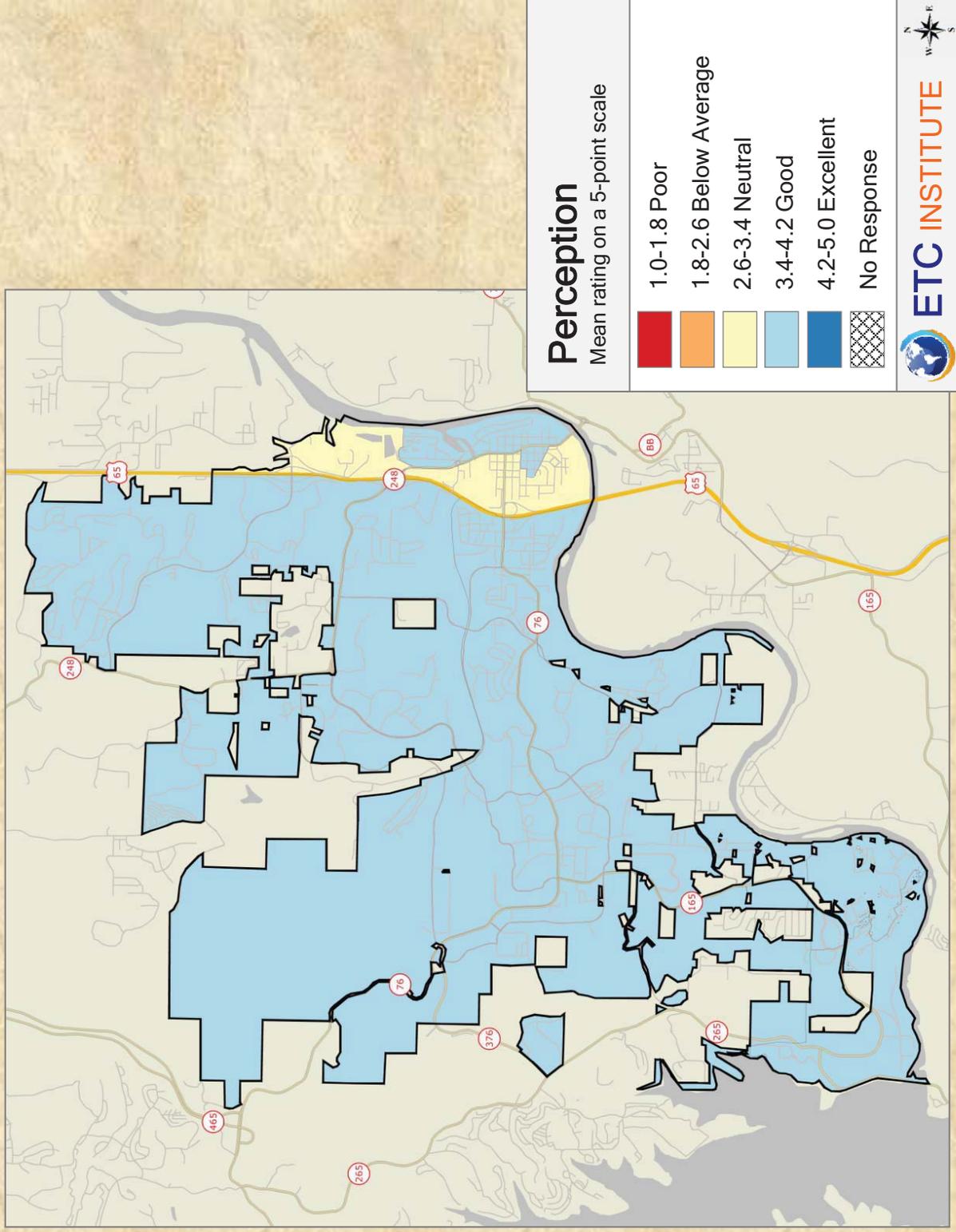
Q20.3 Rating the City: As a place to work



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q20.6 Rating the City: As a City that is moving in a positive direction



2016 City of Branson Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

City of Branson Community Survey

...helping organizations make better decisions since 1982

Appendix B:
Open Ended
Comments

Submitted to the City of Branson, Missouri:

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

January 2017



Overview

During the survey, respondents were given the option of providing open-ended comments for questions 26 and 27. While the open-ended comments are not statistically valid, they provide useful insights for interpreting the reasons behind survey responses. The results were recorded verbatim, so spelling and grammatical errors have not been corrected.

Q26. What do you like and/or not like about living in Branson?

- There's lots to do = like. (2) Not making friends = dislike. (3) The tornado is still not cleaned up = dislike. (4) Nor enough good quality eateries = dislike.
 - 76 Blvd needs total updating; city current plans are not the way. 2. Grand Palace needs to reopen as city's civic center entertainment complex and build 5 star hotel for entertainers on rear of property to attract them (2 story). 3. Need a direct line to health department.
- From Illinois and taxes are high had to relocate. 2. The beauty of the area is outstanding. I'm from asphalt and concrete so I am amazed at the trees and rock formations here. 3. It is a place family can come and visit and have good, clean shows and the beautiful outdoors to enjoy - perfect place to retire!
- A friendly town, and lots of things to do.
- A minimum wage community, this needs to change.
- A variety of things that are offered in the area.
- access to entertainment. Traffic is a mess
- access to variety of stores
- Activities are so expensive!! Need cheaper family activities.
- AS A RESIDENT I WOULD LIKE TO BE INFORMED ABOUT THE CRIME IN BRANSON PLEASE STOP HIDING IT FROM US. HAVE LAW ENFORCEMENT IN THE SCHOOLS AND HAVE A POSITIVE CONNECTION WITH STUDENTS.
- As a tourist city, it does not give an appearance of a clean, well kept place to visit or move. Litter everywhere along roadway and overgrown grass
- atmosphere
- Attractive landscaping by city and businesses.
- AVAILABILITY OF EVERYTHING
- awesome vibe
- BEAUTIFUL AREA LOVE THE PARKS AND LAKES. PLENTY OF SIDE ROADS TO AVOID TRAFFIC. LOW CRIME. BRANSON PUBLIC SCHOOLS SPECIAL NEEDS PROGRAMS ARE EXCELLENT.
- beauty
- Because it is not like Springfield. I know we have more crime nowadays but still nothing like a lot of cities.
- Being a resident, customer service is very poor. Raising or adding new taxes too often. Needing to do something about the traffic.
- Being close to the lakes and shopping, but still living in a small town.
- Branson and the area is great. The people are the best. I do not like the tax situation. In my opinion it is too high. It seems like they tax just about everything.
- BRANSON IS A GREAT FAMILY FRIENDLY COMMUNITY WITH LOTS OF FUN THINGS TO DO. HOWEVER IT IS DEEP ROOTED DRUG PROBLEM THAT NEEDS TO BE ADDRESSED.
- Branson is like a metropolitan area due to it's variety of shopping and dining selections. However, it maintains the feeling of small town living where people are friendly. I like knowing that it is a safe place when walking from a theater to a parking lot at night.

- Branson is more focused on the tourists than the locals. While tourism is extremely important, the locals need to be considered for activities, events and such.
- Branson needs better sign control! Instead of billboards, smaller info signs.
- Branson used to be a safe town when I moved here. It no longer is that way. Four houses in my neighborhood have been broken into. How safe is that?
- CALLED BRANSON PD AND TOLD THEM OF SEVERAL AREAS OF CAR DEBRIS ON DAMM SO 165, IT WAS 4 AM ON MY WAY TO WORK I ALMOST CRASHED DUE TO SWERVING AND DODGING, I WAS SO MAD THEY DIDN'T PICK IT UP BUT JUST PUT IT ON THE SIDE OF THE ROAD FOR ALL TOURIST TO SEE. VERY SAD, I WATCHED IT FOR 2 WKS WISHING I COULD SAFELY DTOP ON DAMM AND PICK UP MYSELF
- Can't get street lamps and speed humps or street maintenance in our sub division, yet my property taxes go up every year.
- CHURCH
- Churches.
- CID TAX FOR BRANSON HILLS PARK AREA.
- Clean, safe, and fun.
- close proximity to lakes, shopping, schools, medical community
- Close to medical facility & grocery
- community values, big city services, professional fire and police, Cox hospitals, shopping, clean water, quality of schools
- Conservative, friendliness, Christian atmosphere, entertainment.
- CORNER LOT RESTRICTIONS ON STREET DRAINAGE DRIVEWAY WASHING AWAY.
- Cost of living/income ration. Incomes have dropped a lot in the past 6-8 years and the city does nothing to help stimulate industry.
- DIRTY CAR FUMES. BAD DRIVERS DON'T USE TURN SIGNALS. BACKED UP TRAFFIC IN OLD DOWNTOWN.
- Dislike - phone service
- Dislike traffic back ups on the strip. Like that so many entertainment venues give locals discounts.
- DISLIKE TRAFFIC FLOW DURING BUSY SEASONS, WINTER ROAD CONDITIONS. LIKE FAMILY FRIENDLY CHRISTIAN ATMOSPHERE
- dislike traffic in summer. life the family orientation.
- dislike traffic, lack of middle turn lanes
- Dislike traffic. Need affordable senior care facilities.
- "Dislike: Drugs. Lack of youth activities. Lack of cultural activities.
- Likes: lakes. Entertainment. Beauty of environment. "
- dislike-transients at motels. shady motels. dislike no city pool available, no spraying for mosquito. I like the schools, activities, parks.
- Dives in public schools
- Do not like the constant increase in sewer and water rates.
- Do not like the taxes.
- Do not like traffic during tourist season. Love the small, tight community even though we're a huge tourist town.

- "Do not like:> The saturation of low income housing in Branson, particularly along Branson Hills Parkway.
 - Lack of focus by the City on amenities for residents. It would be great to have an indoor pool at the RecPlex rather than a bronze statue on 76.
 - The City does not fund/support the library. It is very odd for a city the size of Branson not to offer the library as a city service.
 - The City's limited support for cultural events.
 - The limited quality/variety of restaurant options. It would be great to have Granite City, Houston's, PF Chang, PeiWei, etc."
- DON'T LIKE 76 TRAFFIC, LIKE THAT BEGGARS NOT ALLOWED ANYMORE, LIKE THAT UGLY BUILDINGS ARE SLOWLY BEING REPLACED WITH NEW, DON'T LIKE TRANSIENT HOTELS, SOME SEEDING PEOPLE LIVING THERE
- don't like no bus system
- Don't like vacant businesses, tear them down and plant trees
- Don't like winter weather. Need public transportation.
- Drinking water intolerable, barely tolerable to bathe with. Fairly decent small town vibe but weak in hospitality.
- Employers treat their employees bad. And they have people from other countries come to Branson to work when so many people need jobs. Want to pay cheaper wages.
- Enforcement of city codes and ordinances - standards for HCW are different, they appear to receive preferential treatment. Local newspaper and radio do not give news that is critical of the community. Water lines in our neighborhood (Cantwell) frequently breaks and repair of resulting street damage is not done in timely manor. We witness city workers driving 76 stopping to pick up litter, two men, one truck. Extended stat motel residents wander the street of our neighborhood and they look like they are on drugs - several break ins have been reported.
- Entertainment
- Entertainment opportunities to attend. Keep on getting more for the younger and mid-age crowd to gain more tourists.
- EVERYONE ID FRIENDLY
- Everything! Friendliness, cleanliness of city.
- Extended stay - a hotel/motel should either be ES or tourist related. It's a disaster waiting to happen allowing tourist to stay w/undocumented long-term residents who have criminal records and probably still doing drugs. Branson is no longer safe from crime, drug houses, etc. but you ignore it and try to maintain "the image" for tourists.
- Family friendly atmosphere. Do not like Highway 76 in peak season, too hard for locals to get around town.
- family values. need more affordable housing. love trees, parks, trails
- FAMILY,FRIENDS,CHURCH FAMILY ORIENTED COMMUNITY NOT NORMALLY FOUND IN A CITY THIS SIZE.
- Feeling of community!
- First place goes to entertainment, citizens take what's left over. Fishing and recreational(outdoor) opportunities are sadly under appreciated as a revenue generator. Shows

are repetitive. Same ole, same ole, every year. Historic downtown is an embarrassment. No true arts/cultural diversity.

- For the most part, most folks are friendly. It's a beautiful area. I love the outdoor hiking trails, fishing areas, parks and rec. The schools seem to be doing well.
- FRIENDLY AND BEAUTIFUL CITY!
- Friendly, clean, safe. Christmas decorations improved this year.
- Friendly. Low crime.
- FUN PLACE LOTS OF ENTERTAINMENT AND GOOD PEOPLE. SAFE PLACE. GREAT POLICE AND FIRE. HOSPITAL CLOSE AND BETTER FACILITIES.
- God and country values, beauty, entertainment, shopping, safety, friendliness, food.
- Good people! God fearing!
- Great community, easy to get around. Miss Hallmark and fabric stores.
- Great community. Too much crime happening locally. Drug issues. Traffic is terrible. Would like to see more transportation options available to locals and tourists (bus, Uber, Lyft)
- Great neighbors and place to live.
- Great opportunity for part-time employment for retirees. Friendly people. Very affordable. Beautiful area. I'm glad to see the improvements to downtown and look forward to seeing them continue. Would like to see overhead wires buried and some signs upgraded to improve the appearance of the town.
- great place to live
- Great place to raise family. Affordable cost of living. Good shopping, excellent entertainment (not-shows). Good people. Natural beauty.
- growth
- Happy.
- Has a variety of things you can do for leisure time and can find a job if you want to work.
- have an indoor swimming pool, sports center for kids with gymnastics classes, etc.
- Hideaway Hills was a great and safe neighborhood until single family homes were turned into 3 and 4 family tenements, with people hanging out outside of their filthy front yards. P.S. It's a disgrace to our community, and devalue of other property. Are there no laws in Branson?
- Homeless, crime, out of hand.
- Hometown feel
- I am happy to see the City be more open to growth & progress & not being run just by the wishes of "good old boys" as we have experienced for years. We need sidewalks along 165 from 76 to Green Mountain or further if possible. These proposed sidewalks could be built in MO-DOT right of way ditches if the City would sign an agreement to maintain them. A "fast" fix could be culverts with clean rock in the ditches and a concrete or blacktop pathway centered on top leaving clean rock for water drainage on each side of pathway - We need new roads built to give relief in congested areas. Round-a-bout area have been VERY successful.
- I am leaving Branson in the Spring. Theaters are closing, little done to attract new business. No new housing construction, no senior housing. More hotels going monthly, attracting drugs and welfare people.
- I am satisfied with Branson as a retirement community. Lots of places to volunteer, veterans activity.

- I believe the current government in Branson has done a lot to diversify the activities in Branson, which is really needed. The landscape of the city as a whole is slowly being elevated. I personally don't find "old town Branson" attractive or that special to spend much more of our tax dollars on. What's the old saying about a pig's ear & a silk purse? There is nothing there except some old restaurants & Dick's. Let the tour buses off down there but I think enough of our tax dollars have been spent as earmarked for that area. Let's move on. The strip is quite a concern to me. That has so much more potential & drama & exposure. Put some green areas where it's a mess until a viable business comes along to claim it. I think the old rundown coin exchange business on the strip would be a great local business to partner with the city or our gardening society & make it a community garden for Jesus was Homeless or any other charitable organization to offer fresh produce to those in need.
- I currently dislike the rampant drug use and associated crime. There are not many resources to deal with this in our area.
- I dislike the biased city structure. I dislike the "good ole boy" mentality of not allowing certain businesses to be brought here or even different entertainment options. I dislike the poverty and homelessness and the fact that there are more condos than single family. Homes being built all the time instead of houses.
- I dislike the fact we have some of the highest taxes and the city says we can't have city rights, no road maintenance, no snow remove, but we are taxed by the city and get very little.
- I dislike the lack of public transportation.
- I do not like my yard washing away in heavy rains. Sent request to city and they never got back with me to discuss. Need to know if I can put a rain blockage on the street
- I do not like the amount of traffic on 76. It needs more lanes. I also wish the number of extended living hotels would be significantly reduced. Overall, the town's atmosphere is great.
- I don't like that the city closes down, this causes our employment problem to just get worse.
- I don't like the fact the Alderman gain themselves a 25% pay increase, our taxes keep going up. Those pennies they keep asking for adds up. Let's face it folks, the more tax you receive, the more you spend just to spend instead of giving yourselves ridiculous raises. You should have been working to better traffic flow.
- I don't like the turnabouts - don't like the fishing docks at the landing with no benches. Don't like the fact that the City of Branson does not keep up their properties and let them grow up in weeds/debris around RecPlex area. Don't like the fact that there are no benches on north side of RecPlex walking track for elderly to walk and sit down.
- I FEEL LIKE I'M ON VACATION EVERYDAY BECAUSE OF THE BRANSON ATMOSPHERE
- I FEEL THE AREA NEEDS MORE NON-AUTO METHODS FOR TRANSPORTATION ESPECIALLY BIKE LANES PATHS THROUGH OUT CITY. MORE CULTURE OPPORTUNITIES. TRAVELING ART SHOWS, MUSEUM EXHIBITS AND BROADWAY SHOWS.
- I FELL IN LOVE WITH BRANSON 17 YEARS AGO ON A ROAD TRIP TO OHIO FROM CALIFORNIA. A GENTLEMAN ASKED IF HE COULD RIDE WITH ME. HELP DRIVE AND SHARE SOME GAS. SO HE WANTED TO BE DROPPED OFF IN BRANSON TOURED THERE FOR 2 DAYS CONTINUED ON TO OHIO STAYED FOR 2 WEEKS AND TOLD MY CHILDREN I'M GOING HOME TO BRANSON MO.
- I have visited with Karen Best on 3 things that must be done. First, a shelter needs to be utilized to help the homeless. Second, a transportation system for the poor. Third, manufacturing and corporate jobs need to be established to keep everyone employed year round.

- I like being close to stores. I dislike that Bird Road has no shoulders. Semi's, fire trucks, tour buses go on this road making it dangerous for apartment residents. No places to pull off. Not enough housing for people in wheelchairs.
- I like everything about Branson.
- I like how quiet it is. And the small town atmosphere. I do not like the fact there are different tax rates in the city. It should all be the same. You need to offer rail service to bring in large companies to create more jobs.
- I like it all
- I like just about everything.
- I like living in Branson because of the hometown feel and the yearly activities such as Veterans Day Parade, Christmas parade, & seasonal festivals, and that type of thing. I wish Branson leaders would think about building a large Coliseum so we could bring in current entertainers that require 25000 or more seating for the event. I know we could bring people in for that. I'm also upset that they voted down the NASCAR because I think that would have brought in a lot of Revenue to local hotels and restaurants. If they were going to change it they should have made it a full course. But not shoot it down completely.
- I like small town living, moving from a big city. What I do not like is that jobs here mostly last during March thru December. Seasonal jobs. Need more year round jobs. More opportunity jobs.
- I LIKE TH LOW CRIME RATE. SMALL TOWN.
- I like that Branson is a safe, fun and attractive city.
- I like that Branson is very lively and has a lot to do with family, but I don't like how police aren't doing their jobs to keep drugs off the streets or the rudeness they show, plus I don't like how there is not many job opportunities.
- I like that overall it feels like people care. I don't like: decreasing feeling of safety, lack of maintenance responsibility in my neighborhood, lack of free things to do, lack of communication with my neighborhood before an ordinance was issued to allow Ozark Mountain Christmas Lights & Village to block our roads.
- I like that people here seem to value hard work and try to be friendly at all times.
- I like the atmosphere of Branson lively and progressing. It is depressing to live where business and show venues are closing
- I like the attempt to make this a tourist attraction but it needs to diversify and move into a more modern, open mind set in regards to multi cultural attractions and more opportunities for minorities.
- I like the cleanliness, organization and peace. Good neighborhood. My only concern is the lack of public schools. My son is 4 years old and there is no spot for him in Branson school or Head Start. Frustrating!!!
- I like the lifestyle of Branson in all ways - great place to live!
- I like the scenery. I hate the people.
- I like the strong Christian values and the small town/ Big Heart, service and respect for others that Branson has. Branson is a breath of fresh air in a world that is struggling. Thanks for all that you do to help preserve the family values and respect for our flag and country that we live in.

- I like the values of faith and family. The number of employees living in weekly hotels is disappointing
- I like the values of God, country and family that Branson embodies. I like the small town feel, with so much wonderful entertainment available. I hope we do not lose our theaters and traditional entertainment that made us great.
- I LIKE WORKING HERE. AND THE PEOPLE. I DON'T LIKE THE ROAD CONDITIONS.
- I love everything about Branson!!
- I love living in a place where everyone comes to be happy
- I love living in Branson. There is always something to do.
- I LOVE LIVING IN BRANSON. IT'S A VERY HOMEY KIND OF PLACE. SEEMS ALL PEOPLE ENJOY VISITING REGARDLESS THE AGE. I ALSO APPRECIATE THE WAY WE HONOR OUR VETS MEN AND WOMEN WHO SERVED OUR COUNTRY.
- I love living in Branson. Lots to do. The area I live in is conveniently placed far enough but close enough to the excitement of the city.
- I LOVE LIVING IN BRANSON. PEOPLE ARE FRIENDLY. THE BEAUTY OF IT'S NATURAL SURROUNDINGS. WISH WE HAD MORE LIGHTING IN OUR MAIN STREETS. WISH WE HAD MORE SAFETY RAILS ALONG ALL CURVES.
- I LOVE RAISING MY FAMILY IN HERE BUT BRANSON IS NOT AS PROGRESSIVE AS OTHER SMALLTOURIST TOWNS
- I LOVE THAT ARE TOWN IS FRIENDLY. I HEAR THAT WORD USED A LOT FROM TOURIST,BUT IF WE DON'T MAINTAIN SAFETY WE WILL LOSE THAT. OVER THE PAST COUPLE OF YEARS I HAVE SEEN A DECREASE IN PEACE OF MIND OVER SAFETY AND AN INCREASE OF TRAFFIC VIOLATIONS ON 76.
- I love the Ozarks mountains and the lakes, the friendliness of the people
- I love the people and the safety of living here. I don't like seasonal employment, most jobs are barely above minimum wage and the only way to survive (not live, survive) is to have 3,4,and 5 jobs. Also, I don't like that locals have to pay the tourist tax, which makes prices even higher.
- I love the people. There is always something interesting and/or fun to do. The cost of living is low. Though I know there can be problems, I feel safe here. And, I so greatly appreciate the emphasis on God, family, country. I sincerely believe there is no other place like Branson!
- I love the small town feel/friendliness. I do not like the feeling of the city vs. local business. Not a supportive relationship. I do not like the amount of restrictions - examples - food trucks, musicians playing on the street, etc.
- I love the small town persona but I worry we will lose that in time. I hate that we have no city bus service. I believe it would help traffic congestion if we had a good system. It would help employees, and I often had tourists who said they wished we had a decent bus service.
- I love the values that they city strives to maintain but I hate the family politics that opposes any new blood moving into the area.
- I pay too much tax. It is going to put me out of business. Tourist don't come here to skate.
- I really like the small town atmosphere. I love the parks and nature trails, especially the Lakeside Wilderness area. I have hiked all the trails in and around Branson. The natural beauty and nature accessibility are big reasons why I love living in Branson.

- I THINK THE FACT BRANSON SHOWS GREAT RESPECT FOR VETERANS AND THE ENTERTAINMENT AND SHOPPING IS EXCELLENT. THE HIGHWAY AND STREET CONGESTION IS STILL A PROBLEM DURING PEAK SEASON
- I was raised here since 1984, have raised my boys, now grandchildren. Five generations living here. Grandfather 90, mother 68, myself 50, sons 30 & 29, grandchildren boy 5, boy 4, granddaughter 2 weeks old.
- I wish there were more skyscrapers. Branson needs to grow vertically.
- I'm very content with overall living in Branson.
- IT APPEARS THE ACDERMEN TRY VERY HARD TO DO THE BEST THING FOR THE RESIDENTS AS DOES MAYOR BEST.
- IT HAS BEEN FORGOTTEN THE NATURAL RESOURCES HISTORY AND WAY OF LIFE MANY VISITORS TO THE OZARKS WERE LOOKING FOR A LONG TIME AGO AND TODAY'S PRESENT.
- "It has great potential to thrive as it once did. The city is set in a beautiful natural setting and could be a resort town that caters to vacationers that enjoy all activities: lake activities, shopping, entertainment, etc.
- [Food experiences could be better...not everyone wants to eat out of a trough.]
- Winter roads...is it not in the budget to prepare for bad weather; maybe citizens don't know how to drive safely in winter road conditions with the landscape. Possibly not completely the city's fault.
- The poverty/motels/crime: This city attracts businesses that receive tax incentives yet pay nonlivable wages, keeping people living in poverty, so motels convert to long term leasing (much resembling the ""projects"" of larger cities). Unfortunately these mom and pop motels are doing this to survive and it makes The Strip look disgusting. If I were a vacationer I wouldn't want to drive by 5 run down motels with a bunch of people huddled around a tiny grill in the parking lot before I see attractions. That's what you get when you go to developing countries. It shouldn't happen here.
- My vehicle was broken into last year. Nothing was taken. When I called to report it, the receptionist asked me ""What do you want me to do about it?"" Maybe the city should first give that employee a lesson in manners first, then they can have the police drive through neighborhoods who have crimes reported. "
- It is a beautiful place. Poor government, very poor transportation.
- It truly is hard to get around and these hotels that are housing monthly rentals will allow anyone to live in them.
- IT'S A GREAT PLACE TO LIVE,BUT THERE IS TOO MUCH FOCUS ON THE TOURIST AND NOT ENOUGH INTEREST AS TO THE WANTS OF THE LOCAL. BETTER EMPLOYMENT OPPORTUNITIES SHOULD BE EXPLORED SEEING AS HOW THE MAJORITY OF JOBS ARE RESTAURANT AND RETAIL.
- its a very seasonal town and very snooty
- It's been a very good 6 years.
- Its charm!!!
- It's my home.
- lack of good paying jobs, hard for the young to survive
- Lack of good restaurants that aren't chains or bus food, or that aren't price prohibitive. Homeless living in hotels. Only a handful of churches willing to work together for the good of

the community and the kingdom. The Landing acting as an independent community instead of an enhancement to the other areas of town.

- Lack of senior services. No indoor lap pool/aqua center/fitness center for all-year use. Shows boring--don't change enough year to year. Excellent police, fire & road services. Also city employees!
- Lake living is why we moved here. Lack of bike trails, modern grocery stores like in St. Louis or Springfield. Hard to get around on some days no matter what route you take. Need more diverse entertainment - get out of the country music - hillbilly routines.
- Lake, schools
- LESS REGULATIONS JUST LIKE DC WE ARE OVER REGULATED
- Like - Environment, diverse population, recreational activities and the wonderful churches, specifically Woodland Hill Family Church. Dislike- Traffic on 76.
- Like - small town. Not like - higher taxes.
- Like - weather, lakes, entertainment. Dislike - neighborhood are looking REAL shabby, homeless and crime rate seem to be on the rise.
- Like all the various businesses.
- LIKE ENTERTAINMENT, NOT LIKE HOUSING COST, HOMELESS PROBLEM, TRAFFIC
- Like low cost of living. Like abundance of outdoor activities.
- Like music, friendliness of the people, downtown, the shops, White River annual meeting. Don't like, failure of police response when neighbor was stealing mail.
- Like shows, shopping
- Like slower atmosphere, the climate. I do not like inadequate number of doctors and medical facilities.
- like small town, golf. dislike lack of quality restaurants/stores. lack a library, need pool
- LIKE SMALL TOWN. NOT LIKE LACK OF CULTURE. LACK OF UPSCALE ENTERTAINMENT. LACK OF DIVERSE ENTERTAINMENT. EVERY CURRENT SHOW IS THE SAME.
- Like the atmosphere of honoring veterans, American and Christmas. Also the lakes for fishing, etc.
- Like the friendly people. Don't like not being told when there are serious crimes permitted!!!
- Like the people, environment, lakes. Dislike the traffic.
- Like the people. Don't like the homeless situation.
- like the values, friendliness, schools, growth
- Like: Activities, attractions, theme parks, city cleanliness. Dislike: Conservative values, public smoking.
- Like: Friendly people and environment. American values - family, country. Dislike: Trying to be a big city with improvements. Counterproductive to the above likes.
- Like: Friendly, fun, promotes outdoor enjoyment. Dislike: Temporal, seasonal work makes for transitory, poor local population. Cut down many trees and wooded areas. No public transportation.
- Like: Scenic areas (views), small town, shop, restaurant, entertainment. Dislike: Taxes (county & state), too many smokers, discourteous drivers.
- Like: Shows, eating options, parking and downtown. Dislike: Open areas along 76!

- Like: The beauty of the Ozarks, friendly people. Small town atmosphere - a downtown - old time music shows and entertainment. Not like: A mayor that is real estate agent with inside info of any and all news businesses coming to town. Ugly, rundown buildings - same for years i.e., the old Catfish House on Gretna. Chamber of Commerce!! Had hopes it would get better with Jeff - wrong.
- Like: Lake, shopping, large city feeling in a small city, emphasis on holiday seasons. Not like: Traffic congestion
- Like: natural beauty/landscape/diversity of native mixed with amenities & attractions. Small town feel, friendliness mixed with unique and fun opportunities available. New attractions built & being built. Improvements being made to historic downtown. Dislikes: 3 lanes instead of 4-5 on the strip, overhead utilities on the strip, vacant, unkempt, dilapidated, outdated lots or buildings on the strip. Lack of sidewalks & bike lanes. Traffic lights set to a rotation instead of sensor activated. Dangerous and deadly intersection of East 76 & Lakeshore Dr.
- Live here only part time, but like the ability you have to entertainment good food and friendliness of the people/
- LOCATION
- Love country setting. Christian atmosphere is awesome. Safety of wife and children a concern. Do not see police on main streets often. Crime rate is high.
- Love having a lot of things to do what are right out your front door. If you get bored here, it's your own fault!
- LOVE IT HAS EVERYTHING
- Love it here.
- LOVE IT! LOCATION TO EVERYTHING
- Love living in Branson because there is so much to do. Don't like having the number of homeless people or people living in extended stay hotels because the wages here are so low.
- love that it is small.
- LOVE THAT IT IS STILL A SMALL TOWN BUT WITH ALL THE AMENITIES OF A BIG TOWN AND GREAT ENTERTAINMENT. IT'S ALSO GREAT WE CAN GET AROUND PRETTY WELL USING BACK ROADS.
- Love that we celebrate the tree core values of God, family and country. Hate traffic problems on 76.
- LOVE THE ENVIRONMENT AND THE PEOPLE. GREAT PLACE TO LIVE IF YOU CAN FIND A GOOD JOB. OR RETIRE.
- Love the fun things to do at all times of the year. The people!
- Love the lakes, shows, lights, fun, Landing, Big Cedar, Dogwood Canyon, entertainment, cost of living, etc. Lack of full time good paying jobs with benefits...not so much! Stop taking down people's garage sale signs unless they've been up more than a couple of days!
- Love the patriotism and love of God. Dislike the pay scale when it is so low people cannot afford a place to live or enough to support a family.
- LOVE THE PEOPLE, LOVE THE ATMOSPHERE, LOVE OUR CHURCHES, JUST NEED BETTER ENFORCEMENT OF PROPERTIES THAT ARE ABANDONED
- Love the safe feel. Love the lakes and outdoor recreational activities. We love Branson more for the healthy lifestyle it offers us, rather than the dated shows.

- Love the scenery, love the friendliness (mostly), love the feeling of safety. Do not like the hesitancy to more FORWARD. Do not like the "good ol' boy" government.
- "Love the semiannual trash and brush pickup. Very helpful!
- I am not happy with all the people living in motels and walking around nearby neighborhoods all day. Since all the motels became long term stays around my home (Cantwell Addition), I haven't felt safe. People loitering (and other sketchy behavior) in the parking lot by Bob Evans, walking up and down our streets, making the gateway into Branson look rough and unwelcoming! When people come off 65 into Branson, this is the first thing they see. This part of town (top of Roark Valley down to about CVS) needs cleaned up!
- I think the city should consider spending some money addressing all the abandoned buildings before they worry about beautifying the city by adding things such as wider sidewalks and underground utilities.
- I love living here and there are plenty of things I enjoy, but I feel like we are being overrun with poverty and drug users. "
- Love the shopping/food opportunities. Wish I could find a job in town that pays decent. Wish to see more jobs, less taxes and more growth
- Love the small town atmosphere and the friendliness of everyone. Have great neighbors! Also, love that we are in the Bible belt and have lots of good and giving churches in town.
- Love the small town atmosphere, friendly people, Christian values of the city and leadership, Adoration parade, parks and natural beauty are why we love Branson. We live downtown and love the quaint neighborhood. It needs more lighting though and something needs to be done with the old school buildings.
- Love the small town feel. Hate that we pay more for gas and houses than Springfield.
- Love the uniqueness. Hate the taxes.
- LOVE, CHANGE OF SEASONS, LAKE LIFE, GREAT PLACE FOR KIDS, HATE BAD RESTAURANTS
- loved the "historic" part of Branson but it seems to be becoming less and less each year I fear by the time my children/ grandchildren are grown all of the historic beauty will be gone, as well as the knowledge and importance of the meaning of historic.
- low wages, needing multiple jobs to make ends meet. very little diversity in job opportunities other than entertainment. needing year round jobs to make it so people can live other than food stamps.
- Maintenance of streets especially in the Winter. Like the variety of activity and outdoor sports organizations. The number of building permits given to build new properties for businesses when many stores/offices are already in place and are empty.
- Many people and visitors do not obey the traffic laws. Love the friendliness of the service workers. Most people are very helpful when you ask questions. Need better ice and snow removal system. Side streets need maintaining.
- May things to do. Close to everything. The people.
- MAYOR BEST HAS DONE A GREAT JOB OF KEEPING US INFORMED ON CITY EVENTS AND WHAT IS GOING ON IN THE CITY. WE NEED BETTER TRANSPORTATION OPTIONS
- MEDICAL FACILITIES AVAILABLE. LOTS OF SHOPPING OPTIONS. PLENTY OF ENTERTAINMENT.
- MILD WINTERS,LAKES AND FRIENDLY PEOPLE.
- Mix of things to do and ease of movement.

- Money is being spend like water with no concern for how things will be paid. Over taxing seniors.
- "Mountains, lakes and beautiful environment. Residents are great. Size of the town is good. I live in a good subdivision that the City does a great job taking care of roads and utilities.
- 76 Highway is embarrassing with all the lots that are empty or overgrown and all the empty buildings . I realize we may not be able to take care of everything, but if the lots/buildings could just be cleaned up, mowed, trimmed, it would be a step in the right direction. Thanks for taking the survey."
- Moved here from Montana, love it here! Behind all the lights and stars there is a huge meth problem in this town! Everyone seems high.
- MUSIC CULTURE AND FRIENDLINESS.
- My wife and I love Branson. A great place to find part time work after retirement.
- natural beauty
- Need more affordable living for elderly that don't meet the HUD standards.
- need public transportation for locals
- Need side walks and walkways from the Welk Theater to Hwy 76.
- Needed on West side of Branson: Grocery store(s), park and rec facility, indoor gym, kids play area, basketball hoops, BBQ (Celebration City? City use? Like - Show - diversity, hotels - clean appearances, restaurants - variety, community spirit, seasonal celebrations, outdoor activities.
- Neighbors on Bramble Lane!!! Excellent!!!
- Nice town to live in.
- No sense of community. Neighborhoods are very split up. I love the beauty and always something to do.
- NO STREET LIGHTS ON MY STREETS. SUSPECT HOMELESS PERSON IS SLEEPING UNDER MY DECK.
- NOT A HORRIBLE PLACE TO LIVE BUT WAGES ARE ALMOST POVERTY LEVEL AND REAL HARD TO RAISE A FAMILY. SEASONAL STUFF FINE BUT NEED SOME INDUSTRY
- NOT ENOUGH BUSINESSES. EVERY THING SEEMS TO SMALL.SEEMS LIKE YOU HAVE A BUNCH OF MONEY OR NONE AT ALL.
- NOT ENOUGH CAR GRILL TO COOKOUT.
- NOT ENOUGH JOB OPPORTUNITIES, NOT ENOUGH GOOD RESTAURANTS, TRANSPORTATION (BUSES), TOO MANY TAXES
- Not enough places for disabled. Rent is way too much for the disabled.
- Not having a real map of the city to include all streets and right of way. The city strip map is ridiculous.
- Not too busy. People are kind. Good churches. Shopping great for all. Visitors are good for area.
- Not--Quality & diversity of restaurants, too many weekly/monthly hotels, too many shuttered theaters
- only one road 7 6 over 65 hwy
- Our police department seems to have not been able to keep up with the growth of the city. Hardly ever see officers out on patrol anymore. With over 8 million annual visitors, a larger police presence is NEEDED.

- OURPOLICE DEPT SEEMS NONEXISTENT, HARDLY EVER SEE OFFICERS ON PATROL, POLICE TAKE FOREVER TO RESPOND TO ONLY CALLS FOR SERVICE, SEEMS THE PD HASN'T GROWN AS THE CITY OF BRANSON HAS GROWN. OUR POLICE DEPT NEED MAJOR HELP
- Outdoor advertising too controlled. Can't find events.
- Overall like.
- Overall, I would say that Branson is a great place to live and work. Priority concerns for me would be to continue to improve our infrastructure to keep up with other growth, destinations like Gatlinburg which starts with incentives for economic development. On a personal note, I hate not having any brush or leaf service and the lack of/poor communication on bulk pick up day is laughable. Otherwise, I'm pretty a happy camper.
- Part-time employment rates of pay are low. Yearly rental rates are high. Sales tax is unnecessarily high. Being surrounded by a large watershed system.
- Pay!! I also don't like that the entertainers feel that they are above the law! I have two jobs and my wife has two jobs- Branson pay sucks, we have no life with our kids.
- people
- PEOPLE VALUES GODLY AREA.
- People, veteran services, small town feel.
- Please coordinate the lights on 76. You have to stop at each one from the fire station all the way to the landing. I realize we are a tourist town but I would appreciate the police enforcing a bit more on the tourist traffic. I have seen multiple out of state license plates make right hand turns from left turn lanes; u-turns in the middle of 248/Gretna; coming to a complete stop on major streets for no reason; etc. but a local gets pulled over going 36 in a 35.
- Police are too aggressive on giving tickets. We're a vacation spot "back off." Winter snow removal is awful.
- police behind fire trucks trying to ticket locals for not completely stopping. traffic backup on Sunday mornings
- Poor streets, destruction of historic Branson.
- Quality of life, services. beauty of area, number of shopping opportunities so we do not have to go somewhere else. opportunity for part time work. friendliness of people
- QUIT
- Real people with real values
- Recreation and fishing
- Relatively safe, good cost of living, variety of businesses, caring residents who help each other.
- residents are friendly, school excellent, many activities. dislike the traffic, lack of sidewalks and poor street lighting. Dislike that the city government does not tackle the issue of homeless.
- Safe overall atmosphere
- SAFETY AND ENTERTAINMENT OPPORTUNITIES.
- Safety but every aspect seems to cater to geriatrics. Not a good place for younger people.
- Safety.
- "Scenery and lakes are great.
- Shows are too hokey for younger visitors. Ticket prices outrageous.
- Too many homeless and druggies walking around. The encampment under Roark bridge needs to be cleaned out. "

- Senior activities.
- Seniors desperately need indoor pool at RecPlex. Roark is so nasty it should be shut down.
- Shopping, small town atmosphere.
- Shows, fishing, peaceful area.
- Shows, parks and shopping are great. No way to go to shows or anywhere else in evening. Cabs are too high for low income families. Need buses.
- Slow to change and improve.
- Slower paced city
- Small town atmosphere and Christ-centered values
- Small town atmosphere but with activities without traveling.
- small town atmosphere with large town
- SMALL TOWN ATMOSPHERE WITH LOTS TO DO ALSO THE LAKE AND CLOSE TO BIGGER CITIES
- Small town atmosphere. Feel somewhat safe. Not like - when it's too busy at peak tourist time and hard to get around.
- SMALL TOWN ATMOSPHERE. CHRISTIAN VALUES,PATRIOTIC VALUES. PLENTY OF SHOPPING ACCESS. NEW BUSINESS ATTRACTING YOUNGER FAMILIES.
- Small town feel with diverse activities, active churches, friendly neighborhoods, taxes increasing with no visit.
- Small town with great people.
- Small town, lots of stores close by.
- small town, safe. City hall not user friendly, would not recommend open a business in Branson
- Small town--lots of small local businesses. Great medical care. Don't like that is hard for the disables to get to town or doctors. Need a bus service.
- Smaller town. Good medical.
- Some business owners think they deserve special treatment.
- Some of the codes need to be researched more and possibly help those at no cost in cleaning their property when they are disabled.
- Sometimes the traffic
- Southwest pulling out hurts me. I go to KC or St Louis to fly. The city keeps trying to bring different entertainment. Zip lines, Ferris wheel. Great place to live
- Table Rock Lake - vacationed to visit the lake 30 years ago. Today the lake is as beautiful as it was then. It is good to know this lake has the needed services to maintain for future generations. Belief in God, family and country. Lack of quality employment with higher wages.
- taxes
- Taxes are high. Each year I pay more in taxes.
- Taxes too high for a small city
- TAXES/TRAFFIC. LEAVE US IN THE DARK ABOUT THE CRIME THAT GOES ON.
- The personal taxes they are really high
- THE CHRISTIAN VALUES ARE EVIDENT IN THE COMMUNITY ALSO LOVE THE VALUE PLACED ON PATIOTISM AND COUNTRY
- THE CITY SEEMS TO CARE MORE ABOUT TOURIST THAN THE LOCALS.
- The cops not doing their job, instead of sitting at places by congregating and shooting the bull with other cops.

- The entertainment district is SUPERB. We moved here from Iowa 4 years ago, wished we would have moved here sooner. Wished employment would have higher wages and year round employment instead of "seasonal" employment. I drive to Bentonville, Arkansas to go to work (86 miles each way to go to work). It would be hard for a "young" couple to make a living here. I think that's one reason our children don't move here.
- The family oriented values. Faith that is exhibited in many venues.
- The fire department & police department are outstanding. I don't like downtown Branson any more. Money should be spent on practical issues--streets burying electrical lines instead of everything downtown.
- THE FRIENDLY PEOPLE AND RELAXED LIVING.
- THE HIGH COST OF HOUSING.
- The infrastructure and roadways are poor, lack of street lighting, no shoulders and too many entrances. Buses using the same travel area as private passengers. It should be mandatory that buses not be allowed to travel in certain areas providing trolley or other transportation the larger groups of people.
- The lack of street signage and the size of the signs. The lack of events for young adults without children. Community seem very safe.
- The lakes, the weather, city services
- The locals are treated like peasants and the tourists like royalty. You need to remember local people shop and pay taxes here ALL year. Need more grocery stores in all areas and local transportation (buses) for OUR business not to transport tourists to shows and shopping. You ever tried to catch a cab here? I would prefer trying in New York - would be quicker!
- The most lapse city in criminal enforcement and punishment. Crime increased, senior housing HUD based on income need more, public transportation other than cabs, you have to call OATS 5 days ahead. Hate traffic cluster. Don't like the fact Branson police take time out of the city to transport criminals to Forsyth. We need them here.
- The neighborhoods don't feel safe because of all of the people living in hotels and transients. Shady looking people walk down the streets all day and night which makes us worry about the safety of our home and family.
- the noise on hwy 248 is profoundly annoying when "jake breaking" is ignored within the city limits. this de-values property and contradicts the serenity of our community
- The old country shows are not appealing to a younger audience. We need to diversify entertainment options and options for younger people.
- The outdoor assess ability to lakes and forest.
- The pay is too low!
- THE PEOPLE
- The people are so friendly. Everything move a little slower here, which takes some getting used to.
- The people, the mountains & lakes
- The poverty level was a big surprise after we moved here. There must be new types of better income producing companies allowed to come into the area.
- The response, if any, when calling the police. Or seeing the same police sitting in one spot for 2 hours. Yes, 2 hours.

- The rich people looking down on poor people
- THE SHOWS ARE DIRECTED TO AN "OLDER GENERATION" BRING IN SOME NEW ACTS. YOU COME TO BRANSON ONCE AND SEE A SHOW YOU HAVE SEEN THEM ALL. THE GENRE AND COMEDY IS ALL THE SAME. ALSO PRICING FOR LOCALS IS ABSURD. BRING BACK LOCAL DISCOUNTS TO AMUSEMENT PARKS.
- The things I like about living in Branson are the shows & convenience of businesses in the downtown district.
- The tornado was long ago. The bad places need to be cleaned up!
- The water tasting and smelling like chlorine. Changing from the old into the new era. Love the town just the way it was. I'm seriously thinking about leaving here because of the removing the old and making too many new renovations.
- THE WAY SOME OF THE SHOWS ACT ON LOCAL DISCOUNT RESTAURANTS. THE WAY WHEN YOU GET EXTRA MONEY AND THE CITY SPENDS IT USELESS WAYS.
- There are a couple of very dangerous/busy intersections around town that need to be looked at. Otherwise, I think Branson is moving in the right direction. I am glad to see they are starting to address the extended stay motel issues.
- There is a trashy element to the strip. All the hotels with people living in them. Branson is not as wholesome underneath as it appears on the surface.
- there is always something to do I feel safe living here
- "Things I don't like about Branson is the pay rate is low for anyone trying to make a living. There are very few jobs that offer health insurance. We need to be open with everything year round. We need to market better than what we have in the past.
- Things I like about this town is that we do try not to publishing all the negative. But this town is very hard to live."
- Things to do.
- Things to do.
- This place has no consideration for the people that live and work here and the tax structure is choking people to death. No matter how hard you work, you cannot make a living in this town.
- Too conservative, racists, and close-minded republicans.
- too many weekly rental motels. Drug problem is out of hand. Police never respond. roads are too clogged. I do not feel safe
- Too much money being spent without getting approval from taxpayer.
- Too republican and too religious.
- Tourist get by with speeding and driving in turn lanes. No traffic control over 248 - drive as fast as you can. No police cars are visible during rush hour.
- traffic
- TRAFFIC IS ALWAYS A NEGATIVE ISSUE REGARDLESS IF YOU ARE A LOCAL OR VISITOR. SCHOOL TAXES ARE HIGH BUT THAT'S REASONABLE TO ME AS LONG AS THE FUNDS ARE BEING USED PROFICIENTLY AND WISELY. DO TAXPAYERS GET TO HELP WITH DECISIONS ON HOW THESE FUNDS ARE DISPERSED? LOVE AND HOPE THE SMALL TOWN ATMOSPHERE WILL STAY.
- Traffic is an issue. When you look past the trash on the street, Branson is beautiful.
- Traffic is awful, taxes are way too high. Police target locals.
- traffic jams. homeless persons

- Traffic.
- Trash all along the roads.
- Turn lanes added. Clean up some properties along main roads and bypass routes or make owners accountable.
- Two hour parking downtown. Can't eat and shop. Many visitors upset about tickets! Make employer pay for parking!
- VERY BAD TREATMENT TO CERTAIN AREAS OF THE CITY, BRANSON NORTH & cliff DR SEEMS TO RECEIVE BETTER TREATMENT THAN OUR AREA. BIRD RD/C BROOK CT WAITING 3 YRS FOR STREET REPAIR. NO HELP ON DRAINAGE THAT CITY CAUSED PROBLEM AND ACCUSES OUR REALTOR AND OUR IGNORANCE
- Very hard to get around if you don't have a vehicle. Town is too strung out. Cost of living is too high for someone on a fixed income.
- "Very white. Very conservative. Both of not liked.
- Friendly, costs low for living. Liked"
- VOLUNTEERING AT THE HOSPITAL AND CHURCH THRIFT SHOP. LOTS OF SHOWS TO SEE.
- Water drain runoff problem
- WE APPRECIATE THE PEOPLE AND CHRISTIAN ATTITUDES TOWARDS ONE ANOTHER.
- We enjoy the small town feel. Congestion.
- We enjoy the small town lifestyle with big city services (hospitals, restaurants, airport, lakes, mountains).
- We have lived in Branson for over 20 years. When we first came to Branson we had ditches in front of our house that took care of water run off. Then the city put in curbs and filled the ditches. Ever since then all homes on Miller Drive flood. The city sewers were put in wrong according to city but don't have enough money to fix. The city created the problem, the city needs to fix it.
- We have plenty of things to do. I don't like the traffic and 76 should be 4 lanes all the way thru Branson.
- We like living here.
- We like the friendly, small town feeling. Dislike those that want to change this.
- We live on a somewhat busy thru street. Vehicles that park on the street or near the street frequently get egged and sometimes vandalized or windows broke. There is not near enough police presence at night. The last time cars on our street got egged was just after Halloween. Police did not pay attention or didn't notice the egg shells in the street. Eggs do a lot of damage and get dried on before we knew it. I realize this is a crime that is hard to control but it would have been nice if a policeman would have knocked on my door and said that I had gotten egged.
- We love the lakes. I hate how all the crime is hidden. We have 3 families that run Branson.
- we need air service to Dallas
- We need better restaurants.
- What I don't like about living in Branson is the seasonal traffic from late April until early September. Then Thanksgiving, Black Friday weekend it's wall to wall cars.
- What I like about living in Branson is the attractions and very nice people.
- Wish there were more diversity
- Would like a weekly or monthly pick up for recycling - paper, glass, etc.

- Would like to see personal property tax paid over time period compared with Arkansas vs. bill due at Christmas
- Young locals drive too fast and recklessly. North side of town problems with littering.

Q27. To make Branson an even better community, what idea(s) would you suggest the City consider for the future?

- Clean out the homeless from under Roark bridge.
- Gondola on 76 would be great."
- Better thought information. (2) Check the "ticket sellers" to make sure they are playing fair.
- More road signs to help tourist get around better. (2) Traffic light at Fall Creek & 165.
- (Replace the city engineer!)
 - Fix the roads in Lake Taneycomo neighborhood (not patching - resurface). 5. Upgrade Lake Taneycomo park as promised (back in 02). 3. Need pickup on demand for leaves and yard debris. (This is a must)
- 76 Trolley, 76 lighted crosswalks (high venue areas), middle island lighted signpost. Immediate clean up of disaster debris (tornado - still unsightly areas), colored routes at night (matching street lamps, reflectors), change "red" route to another color (save red for snow or emergency evacuation). Yellow route traffic flow on West end - Priority Rd, RMV stop sign at fire station. Business - annual incentive award/longevity/sales (competitive for size).
- A "welcome" coffee one day - twice a month to allow people to have a place to meet others & sign up for groups such as bridge clubs, walking clubs, baby sitting club, golf, coupon clipping etc. Redmond, Washington, a suburb of Seattle has one of the best run organizations to make it easy for people to meet other people and sign up for progressive dinners, and many activities. Most complaints I hear are about lack of social life & difficulty meeting others unless you join a church.
- A better police force and police presence would help make the city safer.
- A BETTER POLICE FORCE IS NEEDED, OUT CRIME RATE IS GROWING, I FEEL MUCH SAFE IN ST LOUIS THAN IN BRANSON PLEASE HELP THE PD
- A better public transportation system would be ideal.
- A bus system would be great!
- A bus system.
- A community push to deal with the drug problem! The police are doing a great job but its also our (citizens) job as well. 76 looks awful! Especially at the exit of 76 and 65. Not a great first impression. Thank you for the good work you all do!
- A FIRE STATION IS MUCH NEEDED IN SW BRANSON. THE RECENT FIRE AT WELK'S CONDO ONLY REMINDS US OF THIS NEED. THANK GOD THE CONDO WAS UNDER CONSTRUCTION AND NOT OCCUPIED.
- A local transportation system would be helpful. Also, I believe that the city should do what it could to keep the "down home" atmosphere and identity. I believe that it would help keep the city running at a sensible pace.
- A park near Country Bluff Estates. Mountain biking trails besides White River Valley (see what Bentonville area has done). Address transient residents on 76. Beautify Historic downtown/better businesses. Beautify 76. Address quality of shows. Increase quality of lodging establishments.
- A road between Hwy 248 & Bird Road, it can be done if the city wants to. They did the Fall Creek Exit, it took some special doing. Fix intersection of Hwy 76 & Forsyth street!!!!

- A street light between Grans Palace and Grand Village on Hwy 76.
- Add another fire station and fully staff crews. Enter into more of a community policing model. Push information out to citizens better. Add more free activities. Thank you for this opportunity to be heard!
- Address the homelessness. It is sad to see. Especially when they are children and veterans.
- Administers fairly - all follow the same rules. Get rid of banner ban for special events. Allow more special events.
- airport, traffic on 76
- ALLOW UBER OR OTHER RIDE SHARE COMPANIES TO COME TO BRANSON. SPRINGFIELD HAS IT NOW AND I USE IT OFTEN AND ITS MUCH BETTER AND SAFER THAN TAXI CABS. THIS WILL IMPROVE THE TRAFFIC AS WELL
- Always welcoming!
- An aggressive plan to get families out of weekly extended stay hotels into something safe and affordable. Children are suffering due to their family's' economic situation.
- Anything to ease traffic congestion on 76 and surrounding roads. Aquatic Center for the hospital and community that would also be open to the tourist that come.
- arts/culture
- As stated above, build a venue that would bring in new acts. Everything is geared toward older Country and I may be in my fifties but I like current music. I would love to see Taylor Swift or some of these other younger acts. They're very talented it would be fun. And we can bring people from all over to see it. But we don't have a large enough venue. I also wish they'd rethink the NASCAR situation. I'm not a big fan, but a lot of people are. Powerful locals shouldn't control everything.
- Assisted living units and memory care housing. An indoor pool for exercise.
- Beautification, more detail to fall and Christmas decor
- BEAUTIFUL RT 76 W LIGHT AS YOU GO OFF HWY 65 EMPTY LOTS FROM TORNADO COULD BE LANDSCAPED OR OPEN FOR TENT VENDORS OR MUSIC SHOWS FREE
- Better communication, using social media, Facebook, Twitter, Instagram. Parking in the park. Movie night. Art festival in the park.
- better consideration on new construction. we are a tourist town
- Better enforcement of litter laws, excessive noise laws and leash laws.
- BETTER FAMILY SUPPORT SYSTEM. EDUCATE YOUTH BETTER. BETTER LIBRARY.
- BETTER HOUSING DEVELOPMENT FOR SENIORS AND MORE ENFORCEMNET ON TRAFFIC LAWS. YEAR ROUND TOO MUCH SPEEDING, ILLEGAL U TURNS, RUNNING RED LIGHTS AND NOT OBEYING SIGNS AND ROUND A BOUTS. PEOPLE DON'T OBSERVE SIGN AT ROUND-A-BOUT NEAR COX MEDICAL CENTE, SIGN SAYS RIGHT LANE MUST EXIT. DANGEROUS WHEN PEOPLE DO NOT SIGNAL OR OBSERVE SIGN. TOO MANY PEOPLE USING LEFT TURN LANE ON 76, TO GER THRU TRAFFIC OR PULL INTO LANE TOO EARLY TO TURN N SIDE STREETS. IT WOULD BE GREAT TO SEE A PATROL CAR GO THROUGH YOUR NEIGHBORHOOD AND IN A WHILE OR THROUGH YOUR APT COLES OR CONDO RESIDENCE
- Better jobs with higher wages. Twelve month a year jobs. Every time a yearly job opportunity comes around the republicans and religious faction kill it. e.g. racetrack, equestrian center, casino, minimum security prison, etc.

- Better lighting for some very dark streets in town. Lots of dead trees should be taken down- they are ugly.
- Better parks like Springfield. Bus system for whole town. Better parking for downtown (another garage).
- Better paying jobs.
- Better police services
- BETTER RESOURCES FOR HOMELESS AND POOR.
- Better shows for the baby boomer crowd. Some place for disabled and retired people to go exercise and swim at a reasonable cost. Club Roark is awful! House rents are too high and that means younger people with families are forced in live in small apartments.
- Better street maintenance and clean up
- BETTER TRAFFIC CONTROL. MORE ADVERTISEMENT AND PROMOTION OF BRANSON FOR VISITORS AND RETIREMENT.
- Better traffic flow.
- Better transportation.
- Better transportation.
- Better travel options for seniors. Keep improving entertainment.
- BRANSON IS VERY SPREAD OUT. NOTHING IS WITHIN WALKABLE DISTANCE TO ENJOY THE CITY. TRAFFIC IS TERRIBLE DURING PEAK SEASON
- BRANSON NEED TO CONSIDER YOUNGER CROWD BECAUSE OLDER PEOPLE SON'T SPEND MONEY AND YOUNGER CROW GO OUT OF TOWN TO SPEND THEIR MONEY BECAUSE THERE IS NOTHING TO DO HERE
- Branson needs to improve the people handling capabilities (traffic flow, appearance and friendliness) of the community.
- "Bring Branson back as the live music capital of the world.
- We need more variety in this town. The shows need to pay people better and offer year round jobs.
- People need to know that Branson is alive and well.
- I know of people having a hard time in this town thinking it would be a great place to work Then they are fooled. You have to have 2 or 3 or more jobs just to survive down here."
- Bring in "I Fly." Change shows. Put a real deli at the Landing.
- Bring in bigger names for concerts and casinos.
- Bring in more jobs for younger people & bring in more doctors & medical facilities.
- Bring in more shows.
- BRING IN MUSIC FOR MID-AGE GROUPS.
- Bring in some major industries for better employment.
- bring in well paying jobs
- BRINGING IN MORE MANUFACTURING JOBS. CONTINUE WORKING ON TRAFFIC. START TO REDUCE TAXES.
- Build an indoor community pool. Revive downtown. New/better restaurants.
- Bus or shuttle service from town to outlying regions of the city, such as Hwy 248 to RecPlex or Branson Hills.
- Busier airport, more flight options.

- Can't think of a thing. I love living here!
- casino. repeal smoking ord. add fire hydrants to annexed zones
- Cheap transportation such as buses.
- City leaders need to listen to the community.
- City lighting on Gretna, three-way stop at Green Mountain Drive and Fall Creek Road.
- City needs to be transparent with crime area for residents. False sense of security.
- Clean all the monthly rentals up and empty deserted buildings, tear down such eye sores for everyone.
- CLEAN IT UP STILL MORE ISSUES FROM THE TORNADO!
- Clean up old buildings/lots on the strip. Move homeless population outside city limits (Jesus was Homeless).
- commercial airline flights/service
- Concentrate on what made Branson a destination. Malls and other big city ideas can be found anywhere in the US. Keep things simple and the people will continue to visit the quaint city.
- Consider bringing in some clean air industries to Branson tax base. There were several companies that have moved from the NE to East Coast and Texas areas, that Branson should have at least made a pitch. It would appear that Branson does not want to expand business or tax base and give the population a breather.
- consider traffic control on 76 when Branson United Methodist church services are over. Traffic is always backed up as services are finished
- Continue improving Hwy 76 appearance. Get more shows, etc. for the younger seniors, mid-age and younger generations to draw more visitors to the area. Visitors have voiced concerns about "homeless" on the streets. This needs addressed as it is affecting visitors coming to Branson and home values. Break-ins are up and continue to increase - needs addressed.
- CONTINUE KEEPING CITY CLEAN AND MAINTAINING ROADS.
- Continue revamping old businesses. Encourage more businesses to give local discounts and rewards to those who live here year round.
- Continue to address the extended stay motel issues.
- Continue to disallow alcohol to be sold in theater.
- CONTINUE TO EMBRACE FAMILY VALUES. EXPAND AND ENHANCE THE FOCUS ON FIRST RESPONDERS. PERHAPS A MUSEUM ON SINGLE POINT OF INTEREST.
- Continue to offer activities for senior citizens, and for the younger generation.
- Continue to send out surveys. It shows you care.
- CONTINUE TO WORK ON RELIEVING TRAVEL CONGESTION IN THE CITY AND A PUBLIC TRANSPORTATION SYSTEM BETWEEN BRANSON AND SILVER DOLLAR CITY. FOCUS ON GETTING THE YOUNGER GENERATION INTERESTED IN COMING TO BRANSON
- CRIME PREVENTION MANAGEMENT. MURPHY PARK IS NICKNAMED CRACK PARK DUE TO DRUG TRANSACTIONS. IT NEEDS MORE POLICE PRESENCE.
- Curbs on side streets - Nettie/Hero - rain drain off is washing my yard out - deck - foundation issues.
- Customer service more friendly to residents.
- De-congest the traffic.

- Definitely we need at least one more public school or expansion of the existing one. I have a few coworkers that, like I do, pay different babysitters and tutors. I've been teaching some at home.
- Discount food stores for people on very low income. low cost vision/dental. Full service mechanics.
- Diversify art is a great thing allow more hands on activities so family's can leave with that thing they made together in Branson a wonderful memory and thought of we should do that visit again
- Diversify entertainment or recreation opportunities. The baby boomers won't be here forever
- Diversify the types of businesses here, get some manufacturing.
- Diversify their entertainment, quality restaurants, good movie theatre (besides IMAX), do something with 76 to make it drivable. Get rid of old falling apart buildings (update or tear down).
- Diversifying our economy so its less dependent on tourism. Diversifying the tourist economy also to attract younger people.
- DIVERSITY ENTERTAINMENT. CREATE BETTER TRANSPORTATION WITHIN THE CITY AND SURROUNDING AREAS.
- Diversity, equality, housing for homeless and low income employees
- Do not use tax money to promote the theater's special interests. If they aren't able to stay in the black then let them find acts that people want to see at a reasonable price!
- Do put in Gondola system for the strip. Prop up and return more emphasis on theaters and shows. That's where all the money comes from in Fall (Oct-Jan).
- Do something about old buildings on 76, improve entertainment directed toward younger groups. Get rid of the rent by the day motel/hotel
- Do something to fill empty homes (property) on Route 76.
- Do things to make it a "best" place to live. City council keeps trying to make it best place to visit. As in "great place to visit, but I wouldn't want to live there."
- DON'T HAVE POLICE SIT IN SPEED TRAPS DURING THE OFF SEASON TO GENERATE EARNINGS.
- Downtown Branson parking is bad. Have to watch truck with hitches. I hate going down there. They should build a parking garage. So many visitors complain.
- EASE TRAFFIC CONGESTION DURING TOURIST SEASONS.
- Ease up restrictions on yard sales. Re-paint street lanes, arrows, stops, etc. If the locals can't see the lines, how can the tourists?
- Economic development for more year-round jobs. Bringing in entertainers to fill all the empty theaters - find investors. Help bring ticket prices to a reasonable price and stop the time-share bandits. I miss the days when everyone was willing to help everyone else, and we all worked together. Now, Branson is secretive and back-stabbing. Downtown vs. Landing; Tanger vs. Branson Hills; theaters and attractions vs. free entertainment at the Landing; golf courses vs. lake activities. Why can't everyone work together to promote Branson.
- Either: 1. Improve the sidewalks OR have sidewalks! 2. Improve the lighting at night.
- Eliminate hotels being used for long-term residency. Need low income housing for families. Factories needed to provide year round employment. Maybe boat factory or recreational vehicle factory.

- emphasis on clean recourses, reduce noise pollution
- Emphasize young family events.
- EMPHASIZE, GOD, FAMILY AND COUNTRY
- Encourage entrepreneurship and small independent business. Incentivize them! We don't need more chains. I am always asked by visitors about places to eat and shop they don't have at home. I send them to Eureka Springs.
- Encouraging the Dolly Parton's that represent their businesses to make an appearance several times a year (once a month).
- Enforce laws and court sentences. Having a designated officer transport so our response time is faster. More officers, better regulations for residence in weekly motels, emergency service system fails to call with warnings, cleaner city, speed humps on S Old County by Branson Manor.
- ERADICATING DRUG USE. EXPANDING DEMOGRAPHICS VISITORS. TRAFFIC ON 76
- ethnic diversity - programs and/or events that high light these attempts and that they are widely publicized.
- Expand fire--more stations--people to staff are needed. Hwy 165--widen & add a turn lane.
- Expansion and growth. To bring more attractions to all age groups/tourists. Maintain a higher level reputation. Better quality restaurants.
- Exploring housing options. Alleviating extended stay hotels.
- Factory and tech jobs.
- Fewer billboards. More highway cleanup
- finish and expand planned bike paths, stay on top of maintenance recreation facilities
- "Focus more on Branson as a place to live. Most development is on 76 and Historic Downtown. The improvements to Downtown appears to be a waste.
- Improve the appearance of the area through zoning. We have many rundown motels, storefronts, homes, and low income housing units.
- Provide services that new residents expect - playgrounds, walking trails, a library, indoor pool, beautification programs."
- Focus more on making life better for residents
- FOCUS ON CLEANING UP JUNK ON FALL CREEK RD TO THE LAKE. THIS LEAVES AN IMPRESSION ON OUR TOURIST OR PEOPLE LOOKING TO MOVE HERE.
- Focus on infrastructure and include parks in your budgets. Think regionally - work close with Hollister and Taney County.
- FOCUS ON THE LOCAL BETTER CONTROL OF TRAFFIC. LOCAL BUS SERVICE OR TROLLEY IS A GREAT IDEA. EXPLORE DIFFERENT TYPES OF PARK OPPORTUNITIES SUCH AS ROCK WALL.
- Food and shelter for the homeless, higher paying jobs, removal of trashed, vacant, eyesore properties, improvement in the planning and purchasing of strategic advertising for tourism promotion.
- Food trucks!! "Street performers"!! What a perfect place for outdoor performers! Folks painting, singing, playing guitar, etc. FRUSTRATING to me that there's close-mindedness about these.
- Free or cheap public transportation to shopping areas - Branson Hills, malls, etc.
- Fulfill city's promise for indoor pool. Seniors need a place to swim.
- Get big name talent. Emphasize golf. Bring in a casino.

- Get new, outside blood in here to govern. Maybe that way there is not a "main family member" making all the decisions for years and years, and years. Branson is Branson, NOT Las Vegas. Get rid of this mayor.
- get other types of business other than tourism, makes a better community.
- Get rid of these speed bumps you have everywhere.
- GET RID OF TRANSIENT OR RESIDENT HOTELS, TRAFFIC ON 76
- "Getting rid of long term rentals in hotels, especially right on 76.
- Build more low income housing complexes, but again, out of the tourist zones.
- Curbside recycling pickup would be nice.
- Maybe do a leaf pickup service a few times a year. I know some cities that have trucks that suck up leaves-homeowners just rake leaves into a big row along the curb and the truck comes by and basically vacuums them up. It's really difficult to clean up a yard of leaves if you don't have a truck to haul off 20 bags of leaves afterwards.
- City-wide mosquito fogging. I'm not sure if that's what it's called, but again, something I've seen in other communities. "
- Go after better paying entities to move to the area. Better communication between city and residents is needed. If they already exist, newsletter listing all of the ways to find out what is going on our going to be happening would help instead of only hearing of activities, etc. after the fact.
- Go green: Solar panels, plant trees. Year round jobs, public transportation, improve residential streets, not just tourist areas, expand recycling program.
- GOING SOMEWHAT BACK TO THE ROUTES OF THE CITY BUILD ON WHAT MADE THIS TOWN GREAT, FRIENDLY PEOPLE AN WHOLESOME FAMILY ENTERTAINMENT/SHOWS
- Gondola, help it succeed.
- Gondolas on the strip. Better communication on events in town.
- Grand Palace-bring in music revenues. Add gambling, if it is run right it will keep crime down and create more jobs. Get rid of weekly rentals, add more police.
- Have a diversity representative, which we don't have and which I called the mayor about and never got a response
- have an awesome library. In some other cities, it is a local attraction
- Have neighborhood meetings.
- Hire employees that really care, can listen and have authority to act
- homeless issue
- HOPEFULLY BRANSON CAN BRING SOME NOT SO LOW PAYING JOBS IN THE FUTURE. LIKE TO SEE SOME NEW JOBS THAT PAY BETTER FOR MORE PEOPLE TO STAY IN BRANSON LONGER.
- Housing for those displaced in motels based on their income. Another drug rehab be open and a shelter with a dues to help those needing a real place to find and help families to get into.
- I am moving to Kansas City, but I will continue to write the "papers" until I see compassion and programs set up for the poor and homeless in Branson. I will not give up!!
- I appreciate everyone who works to help Branson stay the wonderful place that it is.
- I BELIEVE YOU ARE ON THE RIGHT TRACK, I DO THINK WE NEED TO WORK FOR BETTER JOBS
- I do not think the motel tier system is a good idea
- I don't want a lot of stop lights, but one by Wal-Mart and Forsyth on 76 should be considered.

- I feel strongly as a retired business owner that we need to increase our workforce by making commuting to Branson to work available. The current workforce is too small & many unwilling to work a full work. Perhaps competition from a stronger field of employees to choose from would make a healthier work environment.
- I HAVE A PROPERTY CODE. MAKE OWNERS COMPLY OR BE FINED UNTIL THEY DO.
- I or my family is not in for service but...There needs to be something done to protect the workers and their income in Branson. Food service, as a whole, is substandard. Workers are under trained, under qualified, and underpaid. Las Vegas has some of the best restaurants in the world. Look at how they do it. The entertainers need the same help.
- I THINK BRANSON IS STARTING A TREND OF BEING A TOURIST TRAP. INSTEAD OF ENCOURAGING ATTRACTION TO BE TACKY GIMMICKS THAT ARE OVER PRICED WE SHOULD FOCUS ON QUALITY ATTRACTIONS AND ENTERTAINMENT.
- I was on the city council in the town where we are from in Iowa. Was on it for over 8 years, we had an ordinance that made property owners mow there properties, vacant lots every 30 days during the summer months. Wished Branson had the same ordinance instead of only having the property owner mow back 5 feet from the sidewalk. It would make the neighborhoods look a lot better!!!
- I would like to see better control of use of house rental properties, lawn care, no parking in yards. These help or hurt property value.
- I would like to see recycling done without charge and pickup on a weekly basis. When I tell others that we don't have recycling along with trash, they can't believe it!
- If a business can't make it on its own like theater then let them fold or try another business. I'm tire of paying taxes to support losers.
- Improve pedestrian and vehicle movement along Hwy 76 for safety and traffic flow. Pedestrian bridges, more crosswalks to prevent jaywalking, accidents.
- improve transportation
- In my opinion the lack of proper method of roadways is a real is a issue. The lack of quality affordable housing for residents, not visitors. The lack of separation of residential and entertainment/commercial. Highway 160 is a terrible structured roadway for the type and amount of travel on the road.
- In the past year 76 was lighted for the Christmas season, 76 appears to be dark and very unappealing. What happened to our Christmas cheer? Are we that PC?
- Increase pay, lower taxes. Locals keep this place open in the winter when entertainers leave! Yet, we are taxed out of our income! Wonder shy so many entertainers live in Springfield and Ozark? It costs TOO much to LIVE in Branson!
- Increase police force to accommodate growth of our beautiful city. Provide cleaner bathroom facilities at our parks. Police and foot patrol of city parks.
- Is Branson going to be "Branson" forever??? It is a unique place, quirky in some ways, but also has a crime element that is scarier than most would believe.
- it seems like its all about the "bottom line" but I guess that's how the little town has gotten so big, so that makes it kind of easy to forget the importance of the mom and pop places that gave Branson its start. I think if the community would get more involved on keeping out "little" big town clean it would not only look better but maybe give a sense of accomplishment that "we" as a community are strong enough to keep our slowly but surely non-historic town beautiful.

Don't get me wrong I think that the towns clean up crews are doing the best that they can, but if "WE" the people of Branson would step up and help out It would be a win all around. I have ideas but its probably not something that would be useable but an idea just the same, a "Keep Branson Beautiful Trash Party" with the way everyone has cell phone and are "post happy" have them pick a spot in need of cleaning take before and after shots keep track of how much they cleaned up and the winner gets a framed paper with their name and accomplishment on the wall of the court house or what ever, same idea but have a "Cleaning Cookout" have a dollar amount set for people that just want to go to the cook out but if they show proof of a clean up they get in free or get a free hot dog. People like free food and like to be recognized for things they do. But what do I know? It might work or might not. All I know is it saddens my heart as I drive around and see the hills riddled with trash. hwy. 76 not so bad but out by the new Wal-Mart and places like that are, thank you for your time

- Just do what you are doing.
- KEEP A GODLY ATMOSPHERE - NO GAMBLING
- keep Branson police and fire pay at or above other local communities
- Keep Branson small town family and visitor friendly.
- keep close eye on recovery programs. build indoor pool. public bus system. make older hotels safe
- keep downtown
- Keep it clean.
- Keep Jesus in Branson! Keep gambling out.
- Keep on stressing - God & Country.
- Keep trying.
- Keep up the good work.
- Keep up with the times.
- Keeping crime out! Support our police!
- LEAVE IT ALONE
- Less conservative agendas, alternative power sources, more streetlights on Erie St., ban all public smoking, steer tourism towards youthful families.
- Less government services means more private sector job opportunities. What the private sector can provide should be avoided by the city and therefore less taxes would be needed to be collected.
- less tax for residence
- LESS TAXES AND REGULATIONS
- Let some chain restaurants expand in area, i.e. Hardee's, Burger King, Jack in the Box.
- Listening to the theater league.
- local bus service
- Long John Silver's to come back. KFC to come back. Burger King. Aldi grocery store.
- LONG TERM MOTEL PROBLEM
- Look at attracting business downtown and improve parking and traffic flow. Make downtown a real experience
- Lower rent.

- Lowering taxes. Expanding the money allocated to parks and recreation to create hiking trails and walking paths. Not letting eye sores like the Gondola Project happen. Attempting to add more industry jobs to create more competition for higher wages. And fix the weekly rental hazards.
- Make businesses pay taxes. Save charity for the less fortunate, not businesses. Build a shelter.
- Make it easier for business to come to Branson, too heavy restrictions/codes
- Make more trash containers available , city wide street cleaning. Sidewalks on streets
- Make residents clean sidewalk of snow.
- Make self-defense legal again.
- Make the old school buildings downtown into an art center, dog park (free) or outdoor track (for running/walking). Would be fun to have a splash park (like in downtown Rogers) and a food trailer park (like they have in Austin). Splash park could double as an ice skating rink in the winter where money could be earned back. Summer splash park should be free. Food trailer park could have local musicians sing and play as patrons eat at outdoor picnic tables. More biking and walking trails. Nature hikes with conservation department.
- Make the strip 5 lanes, put its utilities underground, develop appearance codes for buildings & lots on the strip & add bike lanes & sidewalks everywhere in town. Continue to develop biking/hiking/walking trails. Combine updates to the city, i.e. infrastructure, attractions, businesses, job opportunities. We must make Branson appealing to younger generations. Old name entertainers and their fans are dwindling & we need to transition to what people want in our current time.
- Mayor needs to focus on the vision for the city, not how she appears.
- MEDICAL SERVICES NEED IMPROVING.
- Monthly newsletter with what's happening in Branson.
- more affordable senior rentals, regular bus transit
- More bulk pick up days, brush pick up. Infrastructure development. Biking/walking lanes. Fun family events. Better communication about events and home services.
- More crack down on drugs=users, sellers, suppliers. I see no reason we can't have year round festivals/conventions much like Springfield and Eureka Springs. We are the perfect city to have a Blues and BBQ festival similar to Memphis in May. We could take it a step further by getting Bass Pro to sponsor or co-sponsor a fishing tournament at the same time. Once the Ballparks of America is finished there is no reason we shouldn't be able to get the Little League World Series here as well.
- More diversity in entertainment, shows especially, need new ones to go along with change in ages and families coming here. Also need more going on past 8 to 10pm..not everyone goes to bed at 8pm.
- MORE DUPLEX HOUSING WITH GARAGE IN A LOWER TO MODERATE PRICE RANGE. EVEN A CARPORT FOR EACH WOULD BE BETTER THAN NOTHING.
- More entertaining things for young adults. Need a Botanical Garden.
- MORE ENTERTAINMENT AND OR ACTS FOR FAMILIES AND YOUNGER AUDIENCE 21-50 AGE.
- More events away from the downtown area where things are so cramped. More focus on locals and less on tourists. More jobs that aren't seasonal.

- MORE HOUSING FOR RETIRES AND SENIORS. MORE CLASSICAL ENTERTAINMENT. MORE ATTENTION TO BUILDING DESIGN APPROVAL. BE AWARE THIS IS 2017 NOT 1817.
- More jobs for people living here, & not taken away from people on green cards-visas
- More jobs, better pay, full-time jobs with insurance.
- More jobs, rid of transients, crime in areas.
- More left hand turn lanes.
- More police officers and better training.
- more sidewalk
- More sidewalks along major streets and highways. There are a lot of people that like to walk for exercise or to just go to the store...but many streets do not have sidewalks and you have to bust through tall grass/weeds to avoid traffic. Then you end up with ticks and chiggers! My wife and I do a lot of walking and have experienced this many times.
- More sidewalks to keep people from walking in the streets. Many people have walked on Bird Road where they could be killed or injured by unsuspecting drivers.
- MORE SMALL LOCAL PARKS. SMALL LOCAL BUSINESS AND STORES. MAKE THE LANDING A NON-SMOKING AREA.
- More specific mapping for visitors
- more theater productions
- More year round employment. Flat tax for every area of Branson instead of having different tax rates on each side of town. More catering to more youthful generations...we aren't stuck in the 50s and 60s when this town was getting started booming, change the venues being offered. Keep the airport open year round and quit being greedy.
- motels- weekly rates/bed bugs. get rid of. More caring by police. no charge for yard sales. get criminals off street
- Move forward - continue to improve appearance of 76 for our community and the tourists.
- MUCH BETTER RAIN/WATER RUNOFF MANAGEMENT, TRAFFIC MANAGEMENT.POLICE PRESENCE DURING HIGHER TRAFFIC TIMES, RED LIGHT ARE BEING RAN OFTEN, A LOT OF ROAD RAGE IS HAPPENING AND POLICE PRESENCE WOULD HELP WITH THAT
- Much progress has been made this year-continue what's being done. Big thank you to Mayor Best and her team.
- My concerns remain in trash pick up along our roads and streets. Sometimes it is disgraceful the amount of trash that is allowed to accumulate!
- Need improvement on streets, need more grocery stores, gas stations for locals. More parks
- NEED LETTER PROTECTION FROM DEVELOPERS WHO DON'T KEEP UP THEIR PROPERTY. WE HAVE LIVED BY AN ABANDONED FOUNDATION FOR OVER 8 YRS. WE TRIED TO SELL OUR HOME IN BRANSON NORTH... OVER 25 FAMILIES LOOKED AT IT AND ALMOST HALF OF THEM WERE AWARE OF THE ABANDONED FOUNDATION. WE HAVE NO RECOURSE BECAUSE THERE ARE NO LAWS ON THE BOOKS TO PREVENT THIS.
- Need to bring up to date entertainment to the area to keep the younger generation coming.
- Need to have a program to develop and support young, up and coming entertainers if you want to claim Music Capital of the U.S.A.
- Need to improve City of Branson atmosphere and appearance.
- "Neighborhood code enforcement!

- Murphy Edition need to be cleaned Especially on Boswell.
- !Neighbors have code violations, non permitted structures in street view. Moved in hanging off of driveway. Unsafe! Bicycles and old doors, trash stored in front yard.
- Looks really bad!"
- New, diversified businesses need to continue. Clean up 76.
- No monthly hotels. They are bringing drugs and the wrong people here. Family and senior neighborhoods should be built. Keep shows here! The Oak Ridge Boys theater for a parking lot! Shows us going downhill!
- No more extended living hotels. More businesses that aren't retail. Less chain restaurants, more local ones.
- NOT ENOUGH FUN STUFF TO DO. WE COULD USE A NICE SKATING RINK AND A BOWLING ALLEY. ALSO THERE ARE PLACES NEIGHBORHOODS AREAS IN TOWN THAT ARE SUPER JUNKY LOOKING.
- Not hirer people from other countries to work for cheaper wages
- Not to believe you're Disney! Quit trying to compete with them. Remember it's the local "little" people that take care of your tourists, taxes and customer service so YOU can have your high paying jobs!
- NOT TO PUT UP WITH ANYTHING IN THE MIDDLE LANE ON 76TH ST MAYBE PUT UP SOME LIGHT AT CERTAIN INTERSECTIONS.
- Of course, continue the improving of 76, placing electric underground and the sidewalks and gondola project. These projects will pay for themselves since the "prettier" Branson is, the more tourists will come, helping to keep our taxes low. Whew! Hope this helps. Call me at 417-320-1215 if you would like to speak with me, however, as of yet, you can't call me using a city phone since you will only get a fast busy signal!
- Outdoor gyms along city trails/in city parks. Community run greenhouses. Citizens do the work. Citizens eat the produce. (or school run gardens/greenhouses) Managed hunts in city parks. Better utilization of green energy - Solar panels, wind turbines - electricity, solar energy incentives for condo or apartment owners. Better/more (if any) bike lanes. Make Branson a bike friendly town. Highway 76 would benefit from a tree restoration program. This portion of town seems to be concrete and brick jungle. Businesses along 248, 76, 376, etc. Need to have more regulation on keeping trash and junk off their owned land. Long term, Branson needs a trail project for walking, biking to Springfield and/or Harrison.
- Planning for diversity. Side note--the light at 76 & 65 is very frustrating. It needs to change more quickly at night. Always have to wait 2-plus minutes getting off highway at 10-11 p.m. with nearly no traffic going through the signal.
- PLEASE CHANGE THE LANDING CIRCLE. I'M TIRED OF SEEING THE WRECKS DOWN THERE EVERYDAY. NEED MORE APARTMENTS FOR LOW INCOME BETTER HOUSING FOR THE WORKING FAMILIES.
- Please fix the water runoff in Lakewood Estates.
- Please make more sidewalks especially around the downtown neighborhoods. I often walk to the library, The Landing, the post office and to church and I have to walk in the street. Especially after dark I feel it is a traffic hazard.
- please reduce signage that is ugly such as timeshare disposal billboards. Timeshare is a big industry here and brings a lot of business to the area. It undercuts legitimate business and damages the success of Branson There are other billboards that are ugly too, that just one that

comes to mind. Reducing garnish signage can make an otherwise icky place become much more classy

- PLEASE remove litter (more frequently) from Gretna & Hwy 76 South to Hwy 265. The litter from where Fall Creek intersects Gretna to the Chateau on the Lake Hotel is an absolute eyesore. One annual removal is NOT enough!
- Property tax break for seniors.
- Provide or create more good paying full time jobs with benefits. Clean up the hotels with low income monthly residents, especially just as you come off of I-65.
- Public transportation, year round jobs for entertainers!!!
- Public transportation. Better codes for animal control.
- Push retirement living opportunity.
- Put people in place that know and can run a city like a business that benefits residents and businesses.
- Put some benches on north edge of walking track (outdoor). Elderly need place to sit and rest. Bet they have benches at the dog park-we deserve the same. Also cooperate when citizens call asking for stop signs in dangerous areas.
- Putting a place to walk going up Mt. Branson and farther out Hwy 76 E. It's a wonder people don't get hit on there more. There are many people having to walk out there with nowhere to walk.
- Putting in street lights on all city roads in neighborhoods. Because our neighborhood has no street lights and is constantly having problems with teens partying and playing pranks because of it.
- Racquetball courts, more lighting and sidewalks in residential areas, get rid of people living in hotels.
- Rail service to bring in larger companies to create jobs, have 1 tax rate for sales tax.
- Re Evaluate the city's purpose.
- Read this survey and everyone's and make necessary changes.
- Realizing that Branson must attract the next generation of visitors and upgrading the shows to reflect that. The overall tourism is up and it seems that the shows are no longer the main attraction. I believe this is a general reflection of the quality and theme of the many of the shows. They seem to pander to an older demographic that is no longer able to visit Branson. It may be moving in a new direction with some of the shows now that show producers/promoters are moving in. Too many theaters where run by the landlords who didn't seem to be concerned with the quality of the shows just collecting their rent. There are also way too many shows.
- Recruit more business!
- Reduction of long term motels
- REFLECTORS ON HIGHLY TRAVELED STREETS. HARD TO SEE AT NIGHT TIME.
- Relieve the congestion on 76. To get higher paying jobs in the community. To get well known entertainers to come to Branson
- Remove old/unused signs on 76. Overgrowth of weeds on vacant lots on 76. I don't really know why the downtown area is being fixed up, it doesn't seem like the part that is completed is all that much improved, especially considering how much has been spent.

- Repair the potholes. I damaged a new rim because of these. I don't know why you send these out. You never listen or read the complaints.
- residential roads
- Restore the tornado destruction area of the strip where hit by the Feb. tornado. It looks terrible just sitting idle and going to pot. Develop something beautiful.
- safety, no shortcuts through neighborhoods. enforce speed limits. water quality
- SALT THE ROADS BEFORE THE STORM COMES
- Seek money from other places (state) not taxes!
- Seems to be a lot of trash dumping along roads. Would be nice to have groups volunteer with trash pick up or adopt a road program
- SENIOR RETIREMENT AREA
- Senior sports leagues.
- Sidewalks for visitors. Gondola.
- Sidewalks, more and better pedestrian crossings, more fun community events that tourists can join in. Better transportation, more affordable, decent housing for employees. Better city decorations for holidays.
- SINCE WE HAVE A LOT OF OLDER ENTERTAINERS. TRY TO FIND SOME NEW YOUNGER FOLKS THAT LIKE THE MUSIC AND SUCH FROM THE 60'S TO 70'S.
- solution for homeless, motels
- Some type of easy transport for all people, not a select few. Oats is supposed to be available to the elderly - it is very difficult to get on. Some cities use a taxi service for low fees. Call and ride.
- Something needs to be done about the increase in homelessness, as crime has increased.
- Spend more on economic development outside of tourism. Loosen some of the regulations that are stymieing business.
- Spend tax payers money to attract new entertainment. Build and offer low cost industrial sites.
- Start all over - get rid of all the drug housing in Branson. Your police had rather harass honest citizens as to get the drug addicts off the street.
- STOP BEING SO GREEDY.
- Stop sign at Murphy Park. Better parking at city hall, especially to see police or make a report. Can't get back through building to get to only parking.
- stop trying to compete with Silver Dollar City as an amusement park, ride oriented place to visit. Bring back the image of a country and western music and Ozarks country destination.
- Stop wasting money on failing theaters.
- STOPPING ILLEGALS FROM WORKING. HAVE BETTER BUSINESSES TO WORK FOR.
- Street fair on Thursday nights
- streetlights, traffic light at Yakou's parking lot
- Streets and infrastructure. Sidewalks, public transportation.
- SUPPORT ENTERTAINMENT AS MUCH AS POSSIBLE.
- support library. Build an indoor pool. Focus on residents.
- Take care of above situations. The sooner the better for Branson. And its communities as a whole. Thank you.
- Take care of our visitors , they pay the cities future!

- Tear down old buildings that exist everywhere. They create an atmosphere of neglect and decay. Better traffic control.
- Tennis courts
- The city needs to figure out what to do about the fact that the theaters are on the decline. The acts are getting older & the people who watch the acts are getting older. (In) 10 or 15 years, there could be a lot of empty buildings. The young people are not going to replace the older people who are moving on. The type of entertainment does not appeal to the generations in most cases. There will always be theaters. However, I think they will decline. Steve Driebe. 512-800-1148.
- The city needs to get back to marketing the theaters and shows. I feel like those in charge are embarrassed of the theater community.
- The city needs to have an attitude of yes when considering the requests of local business and the potential of new business and less interest in serving only the few large businesses in the area. Locals have a negative view of city government and that needs to change. We need bike trails and a new library center.
- The cops do a better job. Get of them and let other citizens take their job. And cops quit stalking people.
- The 'new grandmas and grandpas' are more concerned with a healthy lifestyle. We would love a health-food market like Whole Foods or Trader Joe's. Less fried chicken buffets - and more healthy restaurants. The Cox RecPlex gym is rather expensive. We need a good (big) gym with cheaper monthly dues.
- The sign rules need to make sense.
- The traffic congestion of Hwy. 76 at peak seasons is legendary with tourists and residents alike. I try to avoid that particular road as often as possible if I need to be somewhere on time and the amount of pedestrians on that highway especially at night concerns me for their safety. I really think that the trolley should expand to 76 or a type of bus system should be considered.
- Think and plan better for your older folks. Shuttles out and about. A lot do not drive. Another survey I filled out asked about the shuttles. Public housing is the best a lot of us can afford - would not even be my third choice.
- Think bigger. Economic development. Incentives.
- This is really just a complaint. We live in Branson North and currently have Public Water District #3. Our bill is much higher than the city, but for the last two months we have had to be inconvenienced by the new water waterline. I wish we were on city water.
- TO PRESERVE WHAT IS LEFT OF BRANSON AS A HISTORICAL TOWN. ALSO TO PROMOTE THE USE OF THE NATURAL ENVIRONMENT OF OUR TOWN.
- Too old to have any clue :)
- TOURISM IS OUR GREATEST COMMODITY HOWEVER, THE RESIDENTS HAVE TO BE ABLE TO RESIDE AND SURVIVE ALSO
- Traffic and be prepared for weather.
- Traffic light at Branson North and Hwy 248. need sidewalk on 248 between Turtle Creek apts and Caseys. Fix pothole near Wal-Mart
- TRAFFIC ON 76TH
- TRAFFIC RELIEF, MORE POLICE PRESENTS

- Transit system
- Transparency with police and what is happening here i.e. crime. Too much trying to "keep quiet" versus letting citizens know crime in their area. Stop allowing programs to bring/get paid to bring drug addicts, etc. to our area. No housing. No jobs so they increase crime rate.
- TRANSPORTATION (BUSES, TROLLEYS, FREE TRANSPORT) MORE JOBS FOR SENIORS, LESS TAXES
- TRANSPORTATION BUS.
- Transportation. More focus on youth that reside in the area
- Traveling across the US it is evident every State has beautiful scenery most have wonderful lakes and rivers, many have a great theme parks. The only thing they don't have is what has mad Branson a popular place. The shows and music industry. Branson needs to bring in younger groups and keep the music entertaining. Otherwise we will have a ghost town for what Branson used to be. Keep up the music and keep Branson alive
- TREAT RESIDENTS AS GOOD AS BUSINESSES.
- UPGRADING SIDE STREETS AND CUL-DE-SACS ON WHITE DRIVE. OFF BIRD RD AND WIDENING BIRD RD. ADD CONNECTING BIKE AND WALKING TRAILS.
- Varied entertainment/cultural choices(festivals, museums, more athletic-oriented events), MORE SPEED LIMIT SIGNS! Better zoning(much better than Hollister, to be fair, though), more focus on historical preservation(tax incentives for older, historical structures, to keep them aesthetically appealing.), community gardens for different neighborhoods.
- Walking trails, community events.
- way did we farm out our water billing to another state , that they added 15.dollars to are bill for handling
- WE NEED MORE EMPLOYMENT OPTIONS. THE CITY'S ECONOMY CONSISTS OF ENTERTAINMENT INDUSTRY. WE NEED MORE MANUFACTURING AND PROCESSING COMPANIES IN THE AREA. ALSO TRANSPORTATION AFFORDABLE IS NEEDED FOR OUR CURRENT EMPLOYEE POOL.
- We need safer streets, and more job opportunities.
- WE NEED TO HELP PEOPLE WHO ARE HOMELESS AND POOR. WE HAVE LOTS OF EMPTY HOTELS THAT COULD PLACE PEOPLE AND ALLOW THEM TO WORK TO IMPROVE CITY. GIVE THEM JOBS AND DUTIES FOR THEIR KEEP.
- we need year round employment. Homeless population growing. Hotel living needs to stop
- We really need traffic control getting in/out of Branson North development (South Dr). At times very dangerous! Also, South Drive in Cobblestone has 2 roads - circle never completed - need to maintain turn around area at end of the hill - please!
- Why does everyone live in a hotel? Why are there so many low end, long-term hotels? Kick out the meth! I don't feel safe off the strip. Asked for a ride/money everyday!
- WIDENING 76 STRIP
- Widening 76!
- Work on all of the above. Correct the terrible situation where by those of us who buy in a CID area have to absorb and pay the taxes defaulted on by a developer who declares "bankruptcy".
- Work on getting new entertainers for our theaters.
- Work toward reducing homeless and restrict extended stay . more community events in winter
- You have some good big projects underway but Alderman vs. mayor micromangement wastes big money in the process.