

2021

Branson, Mo

Community & Business Survey

Board of Aldermen Presentation

May 24, 2022

Presented by

ETC Institute

Agenda

- Purpose
- Methodology
- Interpreting and Understanding
Community Survey Results
- Interpreting and Understanding
Business Survey Results
- Discussion

Purpose

- To assess satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's ongoing planning process.
- To be able to measure trends over time
- To gather input from residents/businesses to help set priorities
- To compare Branson's performance with other communities
- To have defensible data

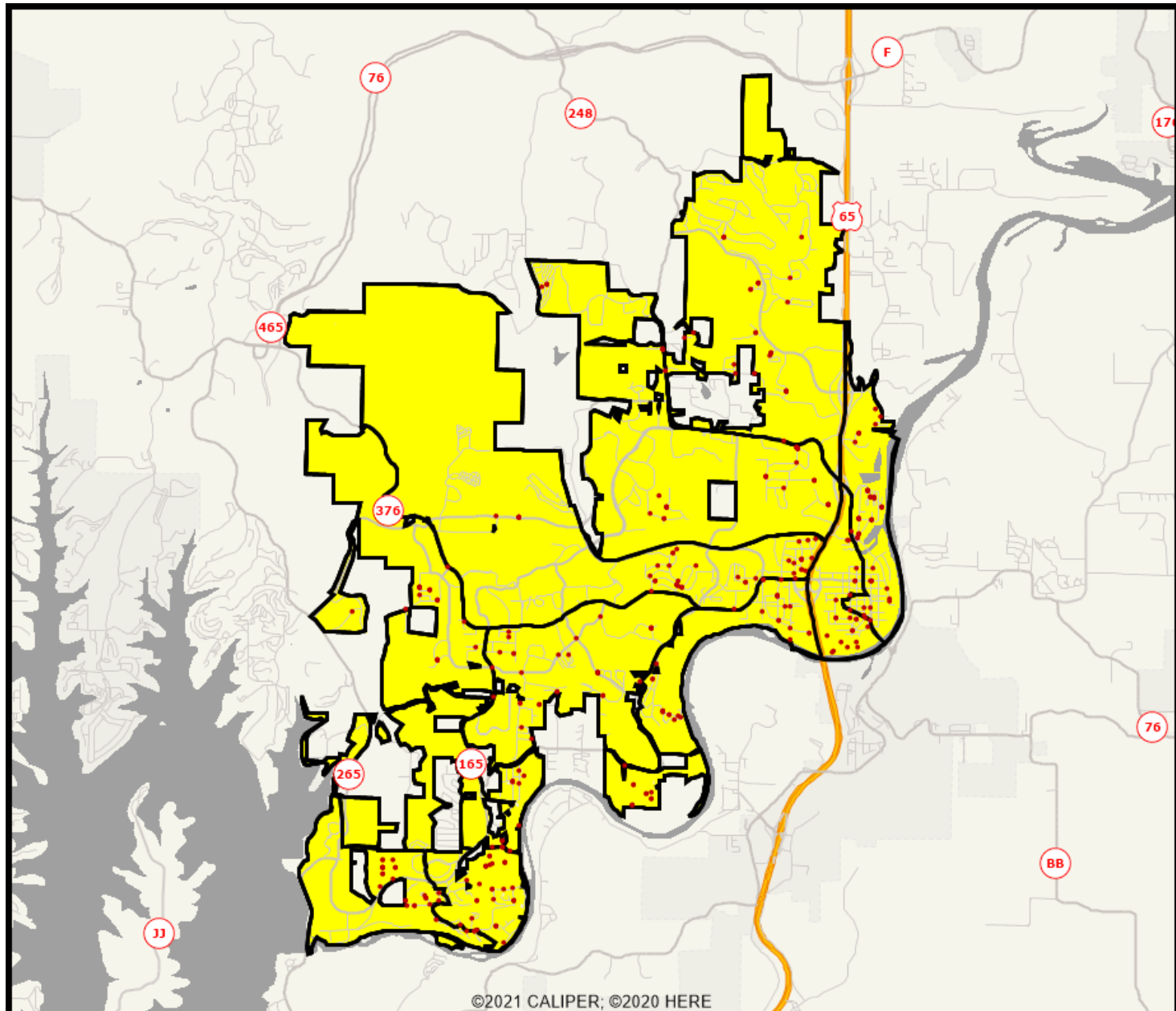
Methodology

- Branson Community Survey
 - Five (5) pages long
 - Mailed to a random sample of Branson households
 - Could be completed by mail or online
 - Total of 409 residents completed the survey
 - Confidence level: 95%, Margin of error: **+/- 4.8%**
- Branson Business Survey
 - Four (4) pages long
 - Total of 201 businesses completed the survey
 - Confidence level: 95%, Margin of error: **+/- 6.9%**
- Benchmarking Data
- 911 Effect
 - Trending Anomalies
- GIS Mapping



Location of Branson Respondents

(Boundaries Show Census Block Groups)



Interpreting and Understanding Community Survey Results

2021 City of Branson Community Survey

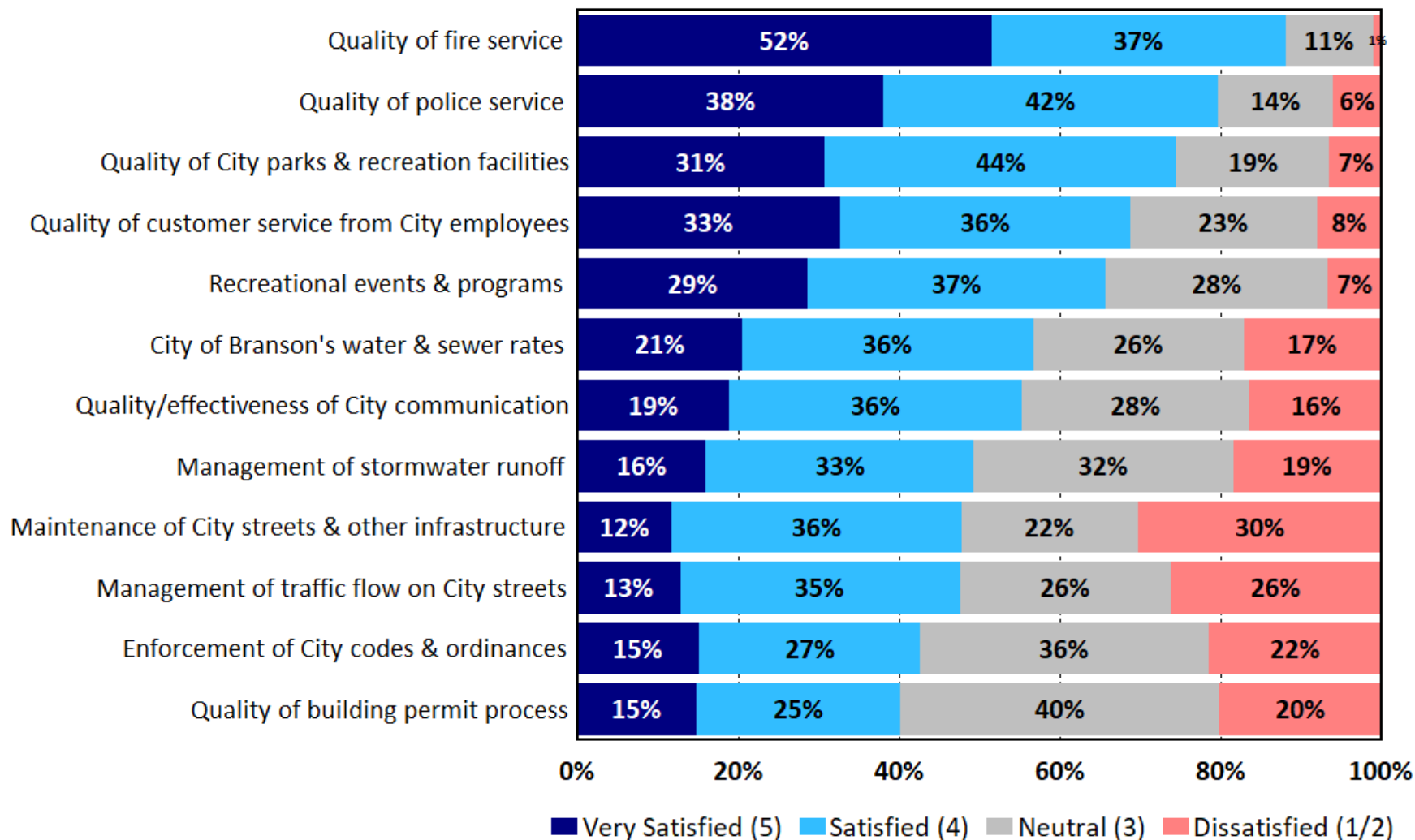


Overall Satisfaction with Major Categories of City Services

2021 Branson Community Survey

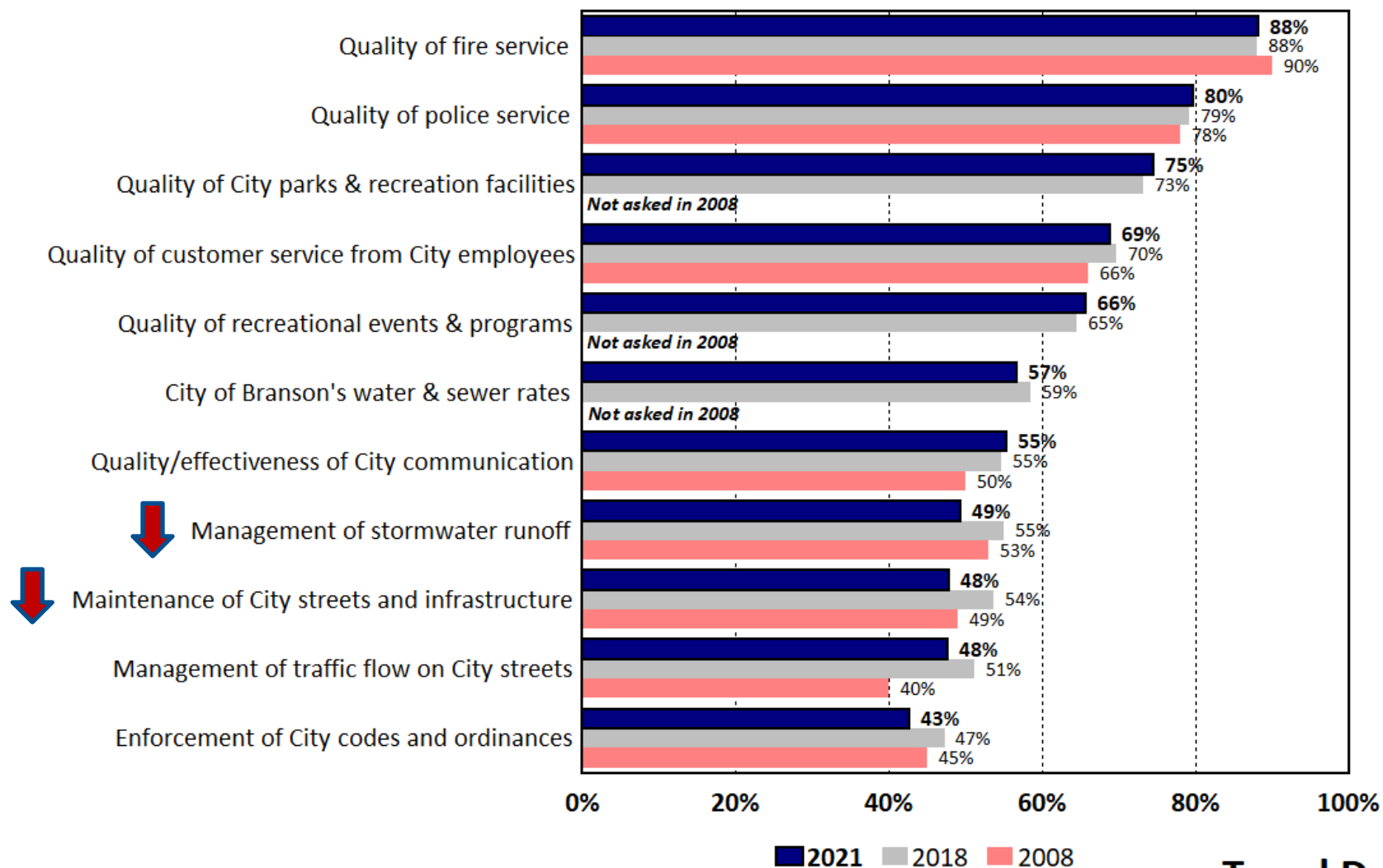
Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)



TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2021

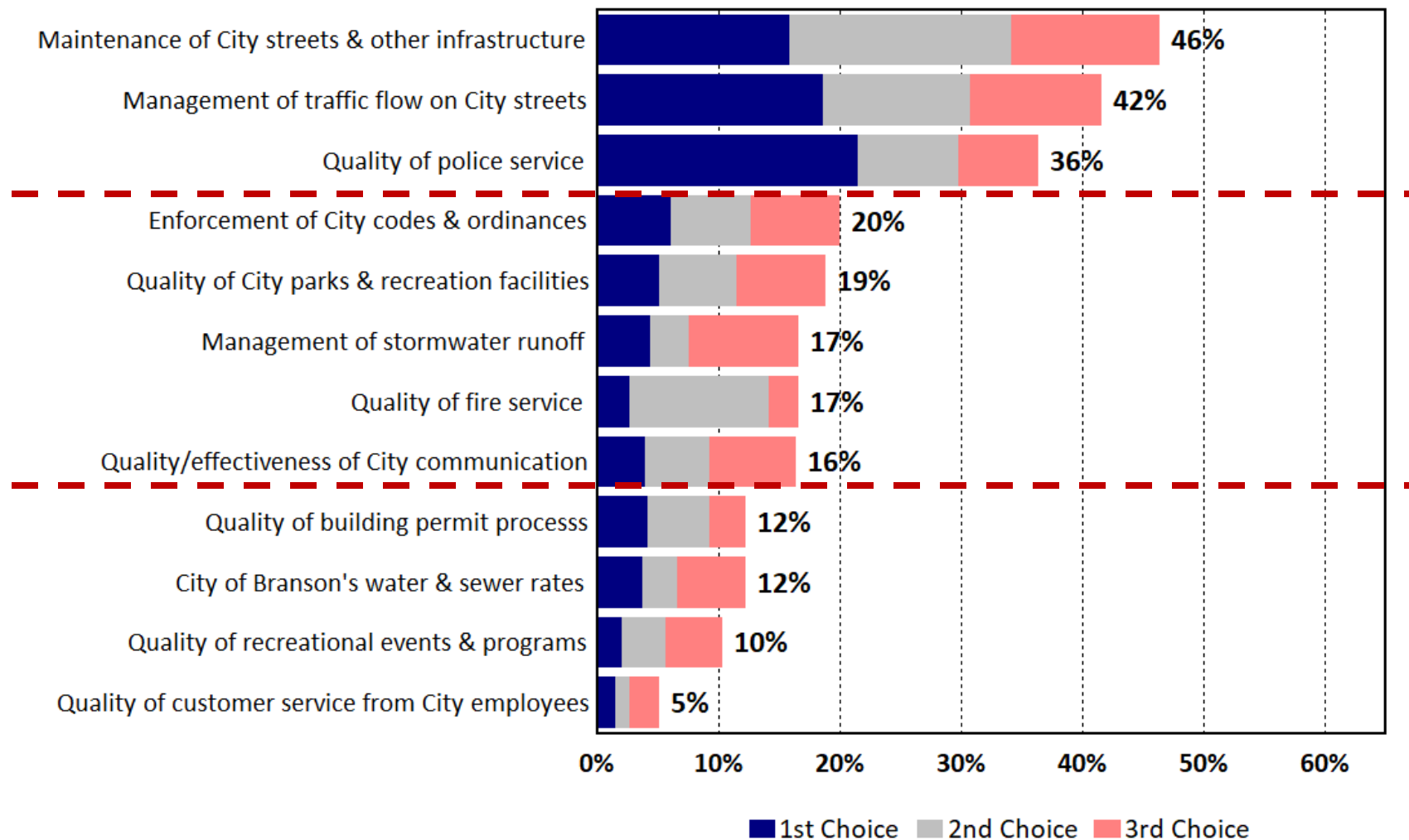
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

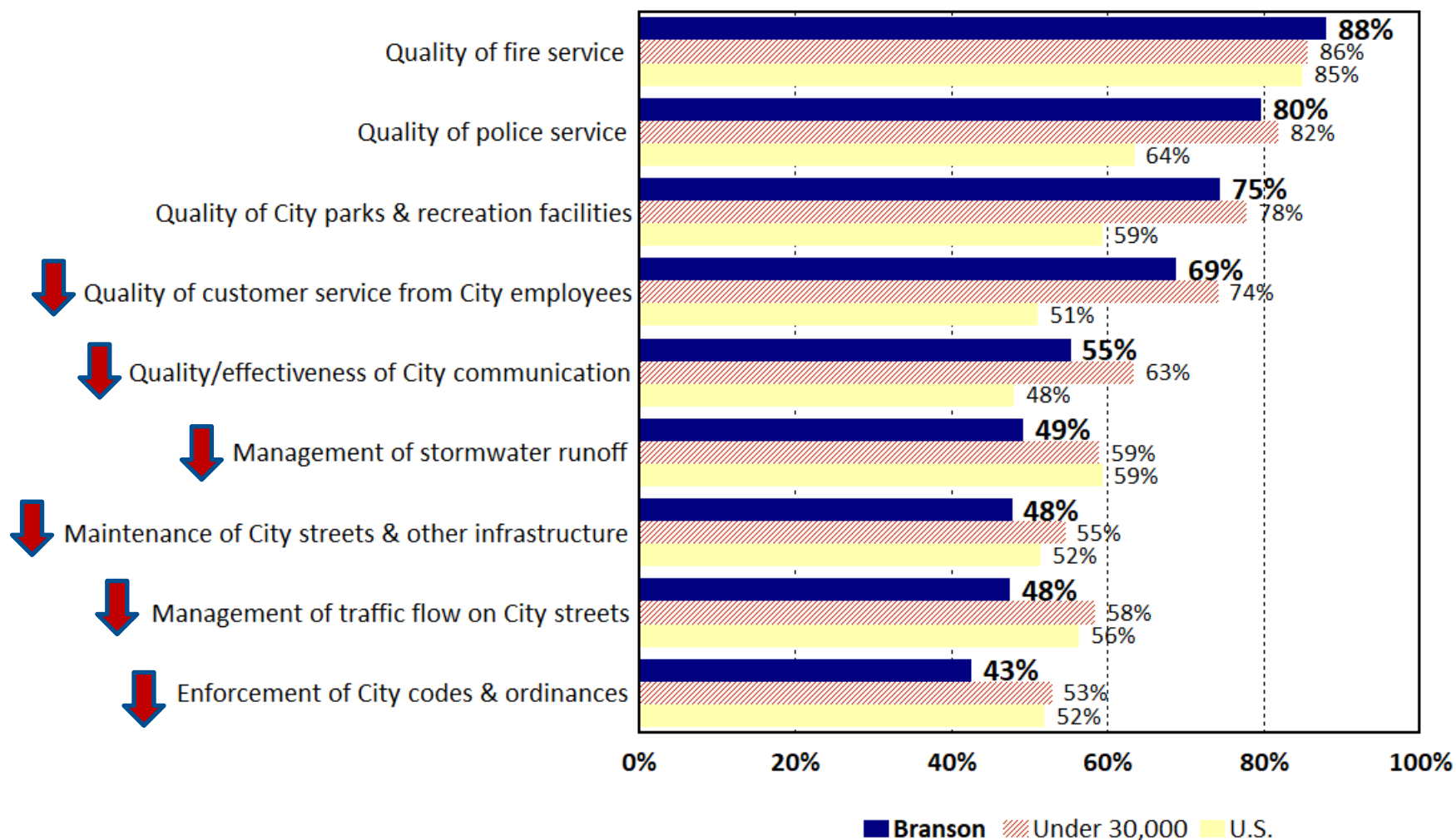
by percentage of respondents who selected the item as one of their top three choices



Overall Satisfaction with Major Categories of City Services

Branson vs. Under 30,000 vs. the U.S.

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



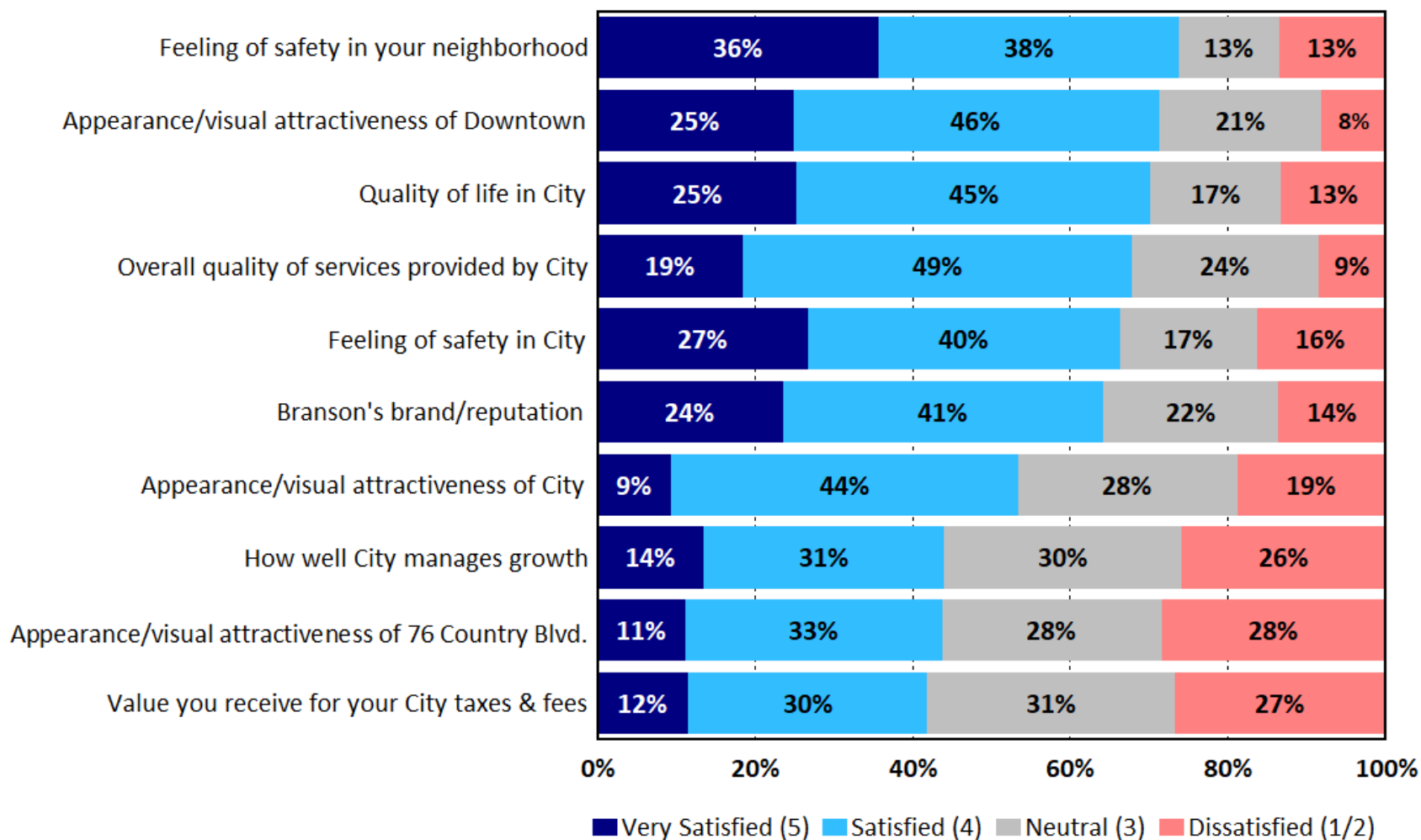


Overall Satisfaction with Items that Influence the Perception of the City

2021 Branson Community Survey

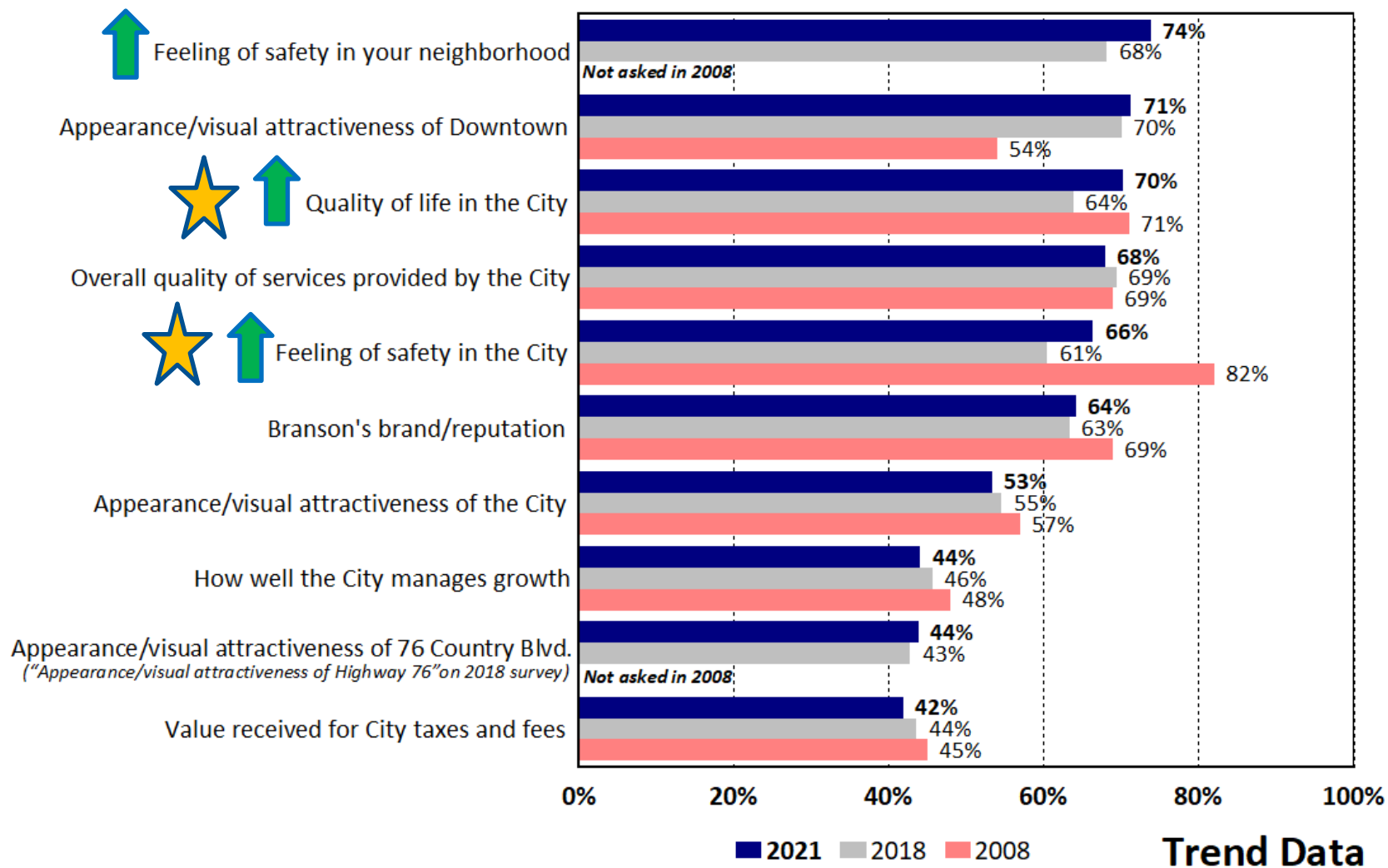
Q3. Satisfaction With Items That Influence Perceptions of the City

by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction With Items That Influence Perceptions of the City - 2008 to 2021

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

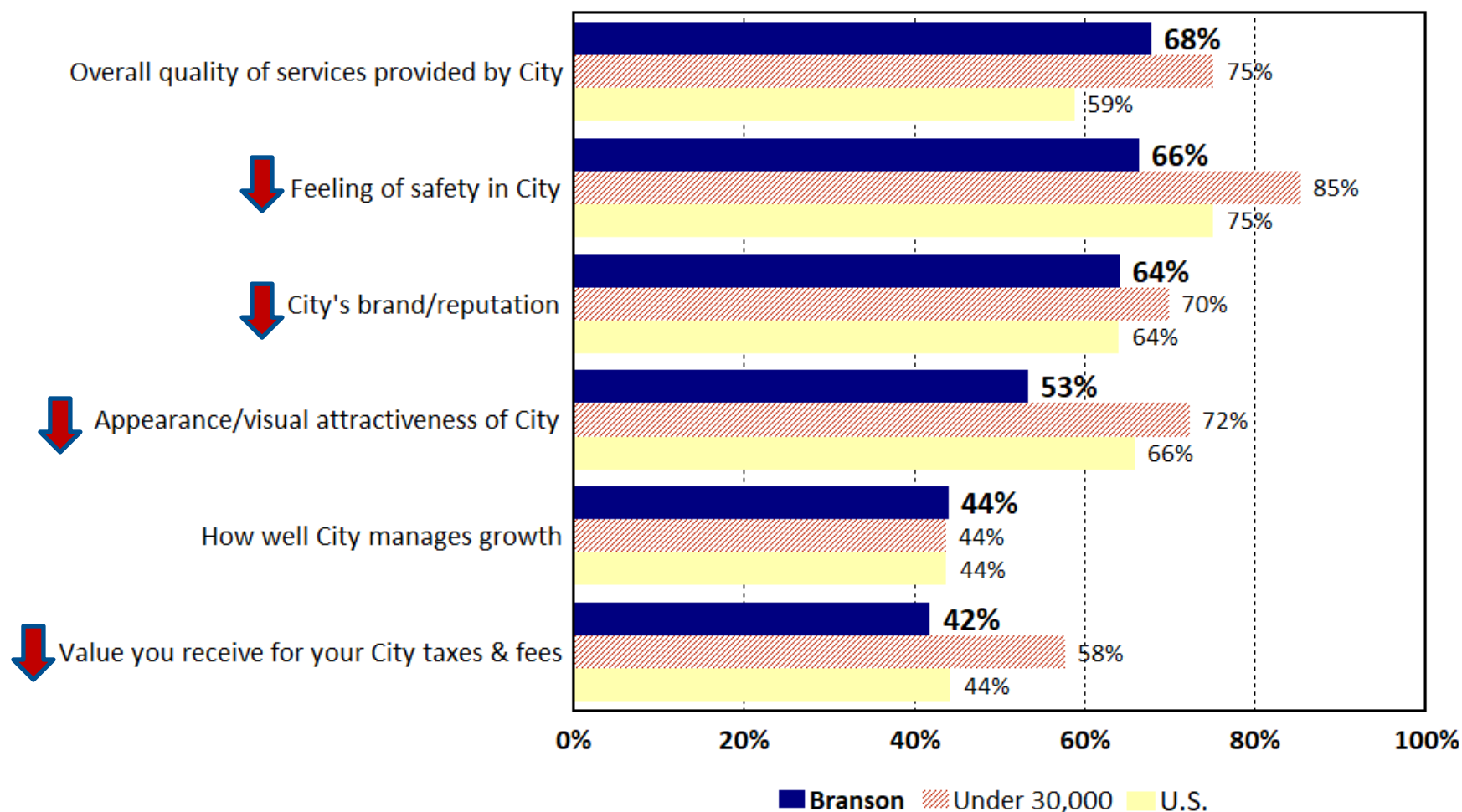




Satisfaction with Issues that Influence Perceptions of the City

Branson vs. Under 30,000 vs. the U.S.

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





Importance Satisfaction Analysis

2021 Branson Community Survey

2021 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
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets & other infrastructure	46%	1	48%	9	0.2422	1
Management of traffic flow on City streets	42%	2	48%	10	0.2180	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of City codes & ordinances	20%	4	43%	11	0.1148	3
<u>Medium Priority (IS <.10)</u>						
Management of stormwater runoff	17%	6	49%	8	0.0842	4
Quality of police service	36%	3	80%	2	0.0739	5
Quality/effectiveness of City communication	16%	8	55%	7	0.0733	6
Quality of building permit process	12%	9	40%	12	0.0731	7
City of Branson's water & sewer rates	12%	10	57%	6	0.0528	8
Quality of City parks & recreation facilities	19%	5	75%	3	0.0479	9
Recreational events & programs	10%	11	66%	5	0.0354	10
Quality of fire service	17%	7	88%	1	0.0198	11
Quality of customer service from City employees	5%	12	69%	4	0.0159	12

2021 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

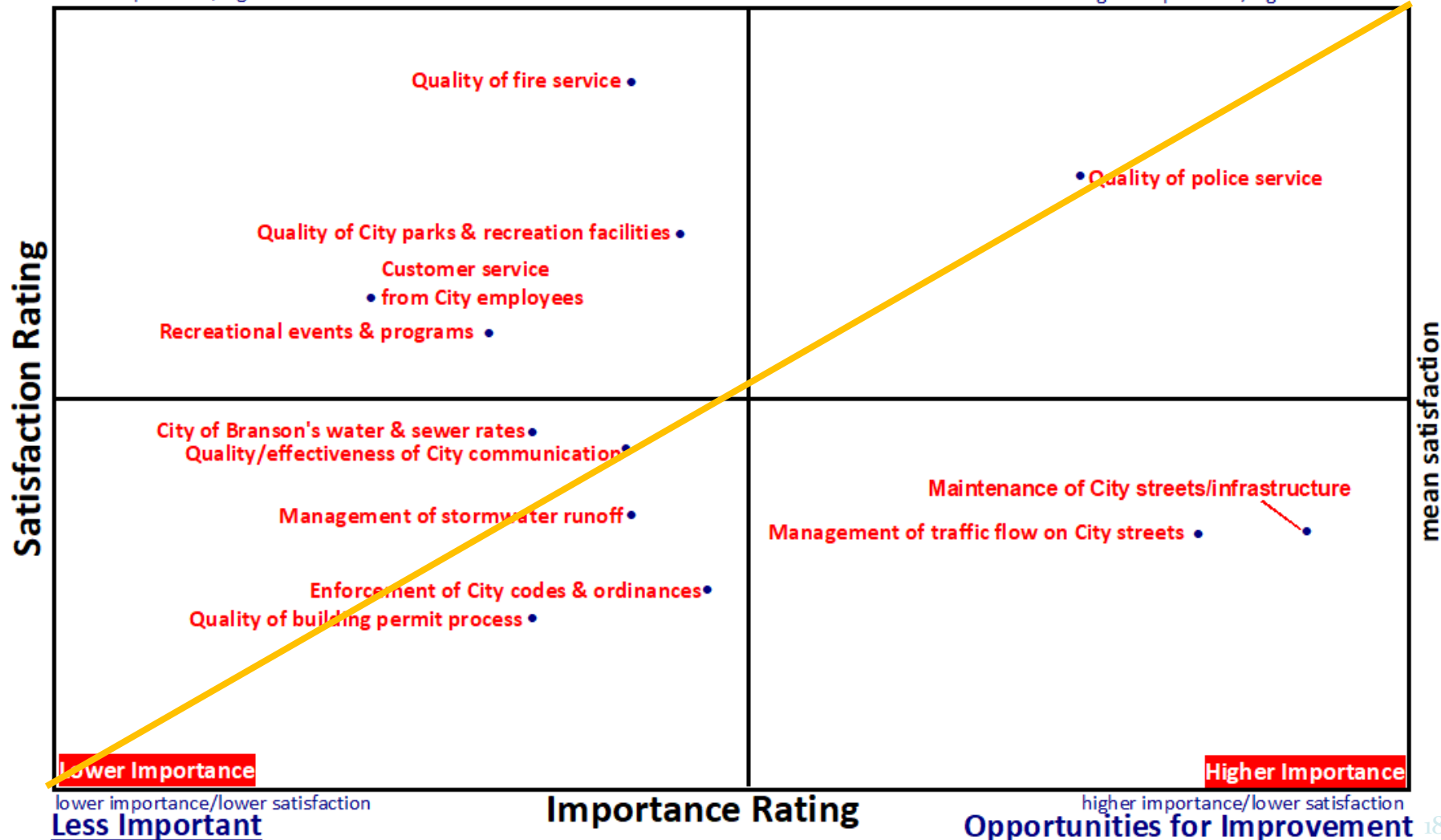
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

Exceeded Expectations

lower importance/higher satisfaction

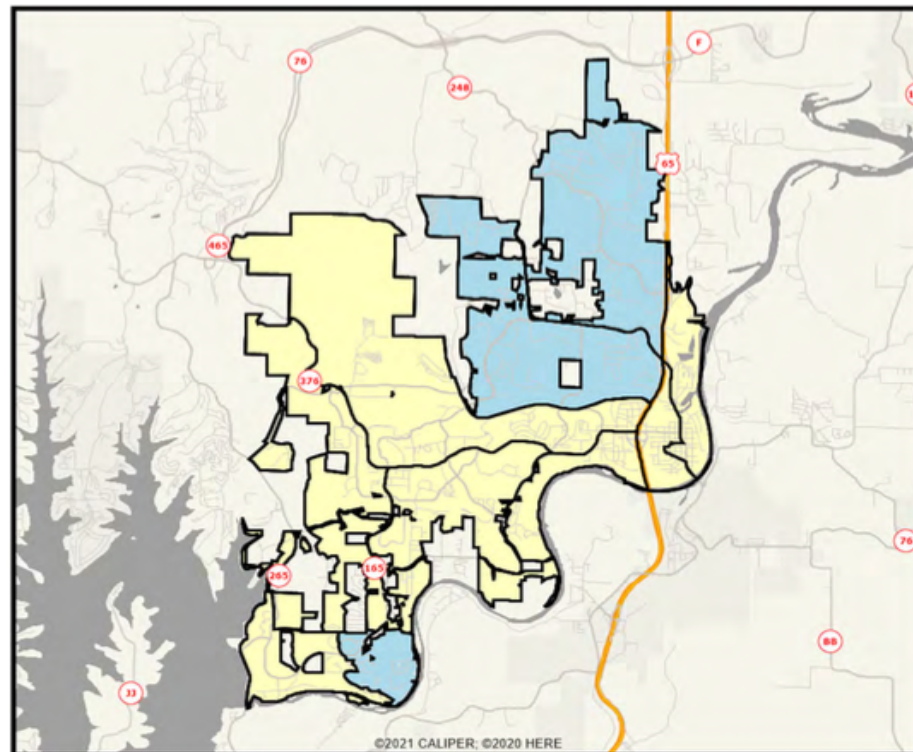
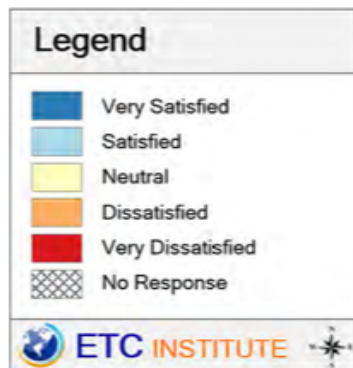
Continued Emphasis

higher importance/higher satisfaction



Q1-10. Maintenance of City streets and other infrastructure (e.g. water, sewer)

(Shading Reflects the Mean Rating by Census Block Group)



**Branson
Community
Survey**

2021 Importance Satisfaction Rating

City of Branson

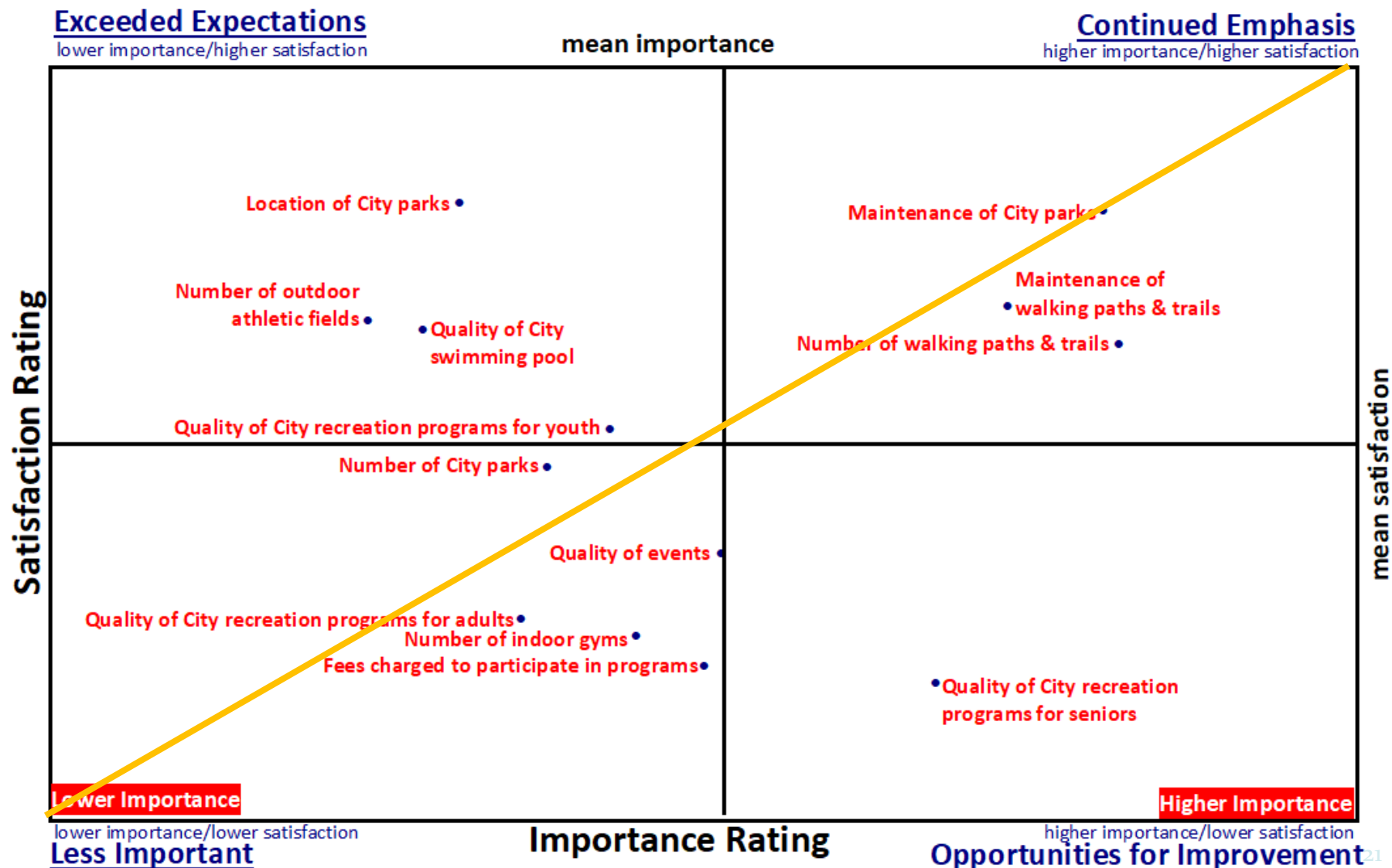
Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Quality of City recreation programs for seniors	24%	4	45%	13	0.1299	1
Number of walking paths & trails	29%	1	63%	6	0.1078	2
<u>Medium Priority (IS <.10)</u>						
Maintenance of walking paths & trails	26%	3	65%	3	0.0901	3
Fees charged to participate in programs	17%	6	46%	12	0.0895	4
Maintenance of City parks	29%	2	70%	2	0.0855	5
Quality of events	17%	5	52%	9	0.0819	6
Number of indoor gyms	15%	7	48%	11	0.0758	7
Quality of City recreation programs for youth	14%	8	59%	7	0.0566	8
Quality of City recreation programs for adults	11%	10	49%	10	0.0565	9
Number of City parks	12%	9	57%	8	0.0511	10
Quality of City swimming pool	8%	12	64%	5	0.0288	11
Location of City parks	9%	11	71%	1	0.0267	12
Number of outdoor athletic fields	6%	13	65%	4	0.0224	13

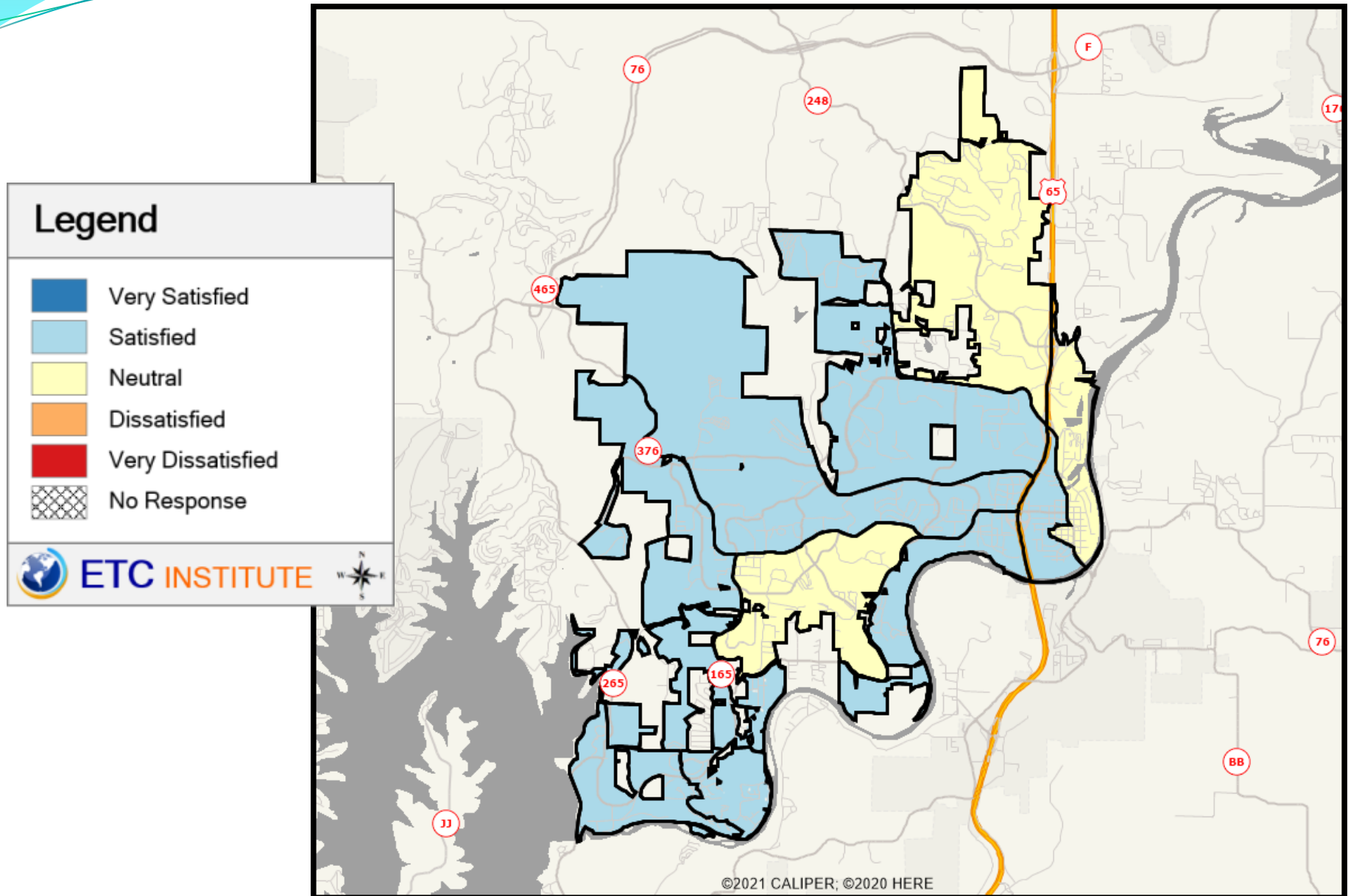
2021 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

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



Q5-10. Quality of City recreation programs for seniors



2021 Importance Satisfaction Rating

City of Branson

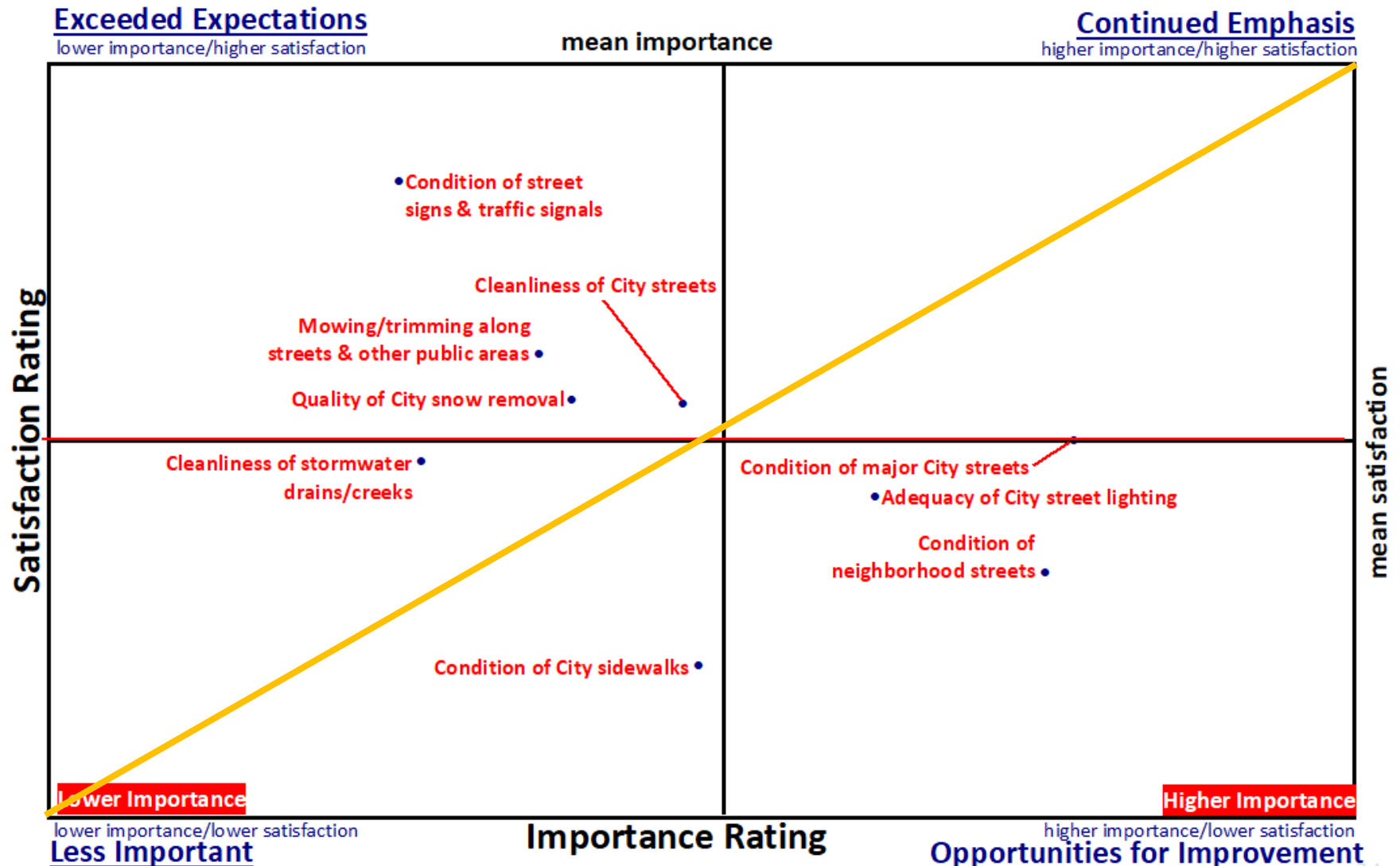
Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Condition of neighborhood streets	29%	2	49%	8	0.1494	1
Condition of major City streets	30%	1	56%	5	0.1327	2
Adequacy of City street lighting	24%	3	53%	7	0.1133	3
Condition of City sidewalks	19%	4	44%	9	0.1047	4
<u>Medium Priority (IS <.10)</u>						
Cleanliness of City streets	18%	5	58%	4	0.0765	5
Quality of City snow removal	15%	6	58%	3	0.0620	6
Mowing/trimming along streets & other public areas	14%	7	61%	2	0.0545	7
Cleanliness of stormwater drains/creeks	10%	8	55%	6	0.0462	8
Condition of street signs & traffic signals	10%	9	70%	1	0.0288	9

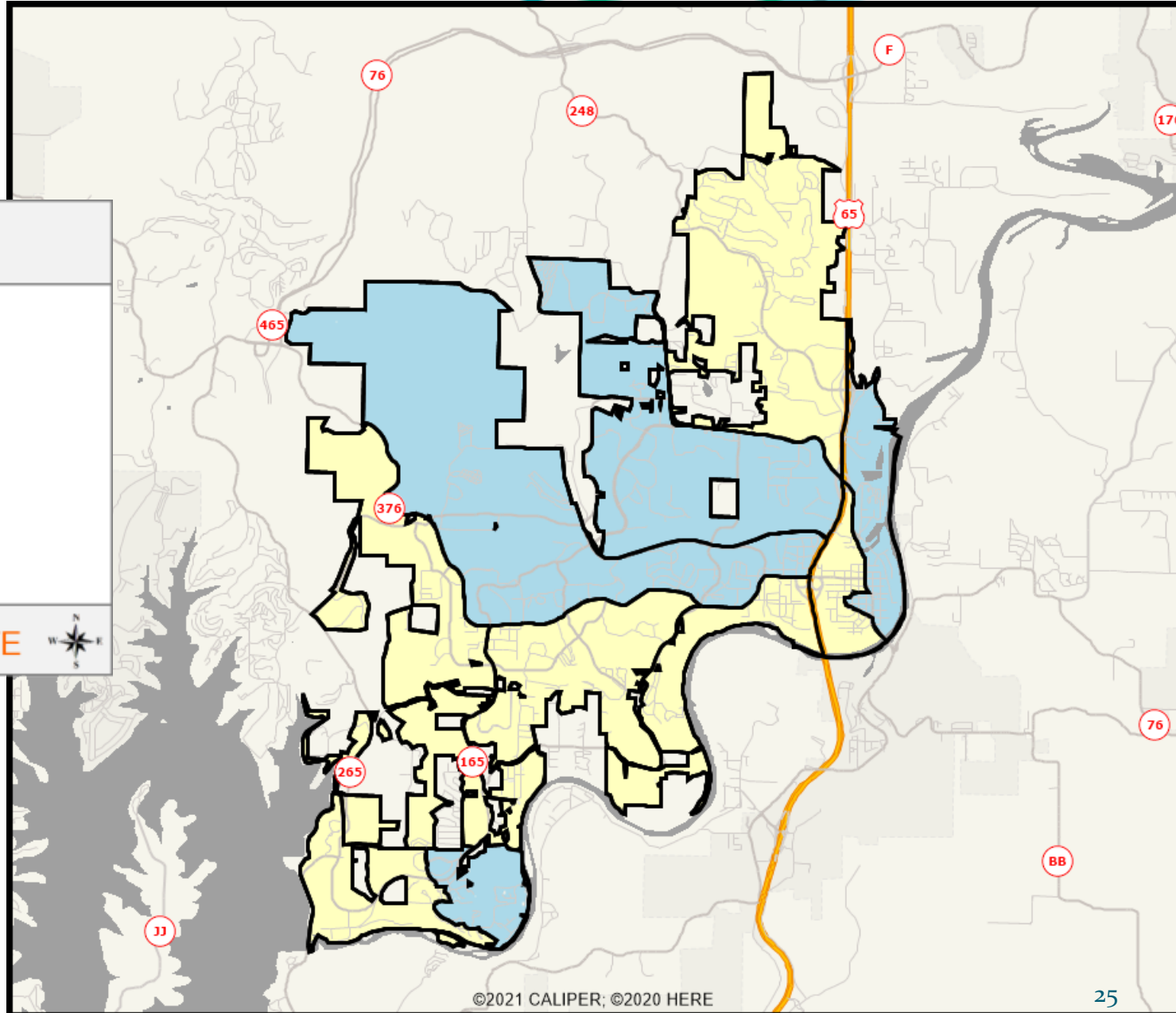
2021 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Works-

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



Q12-7. Adequacy of City street lighting



Interpreting and Understanding Business Survey Results

2021 City of Branson Business Survey

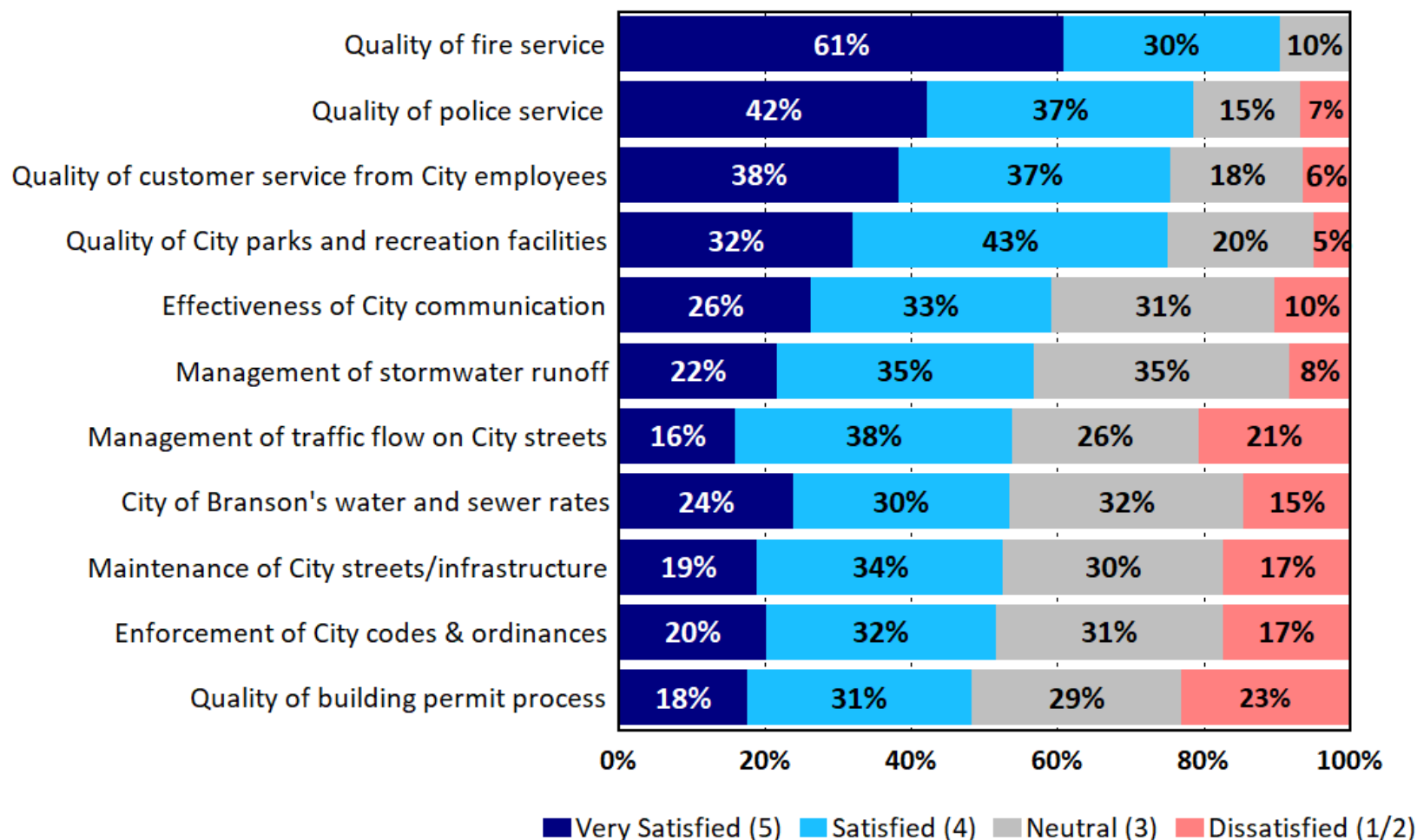


Overall Satisfaction with Major Categories of City Services

2021 Branson Business Survey

Q1. Overall Satisfaction With City Services by Major Category

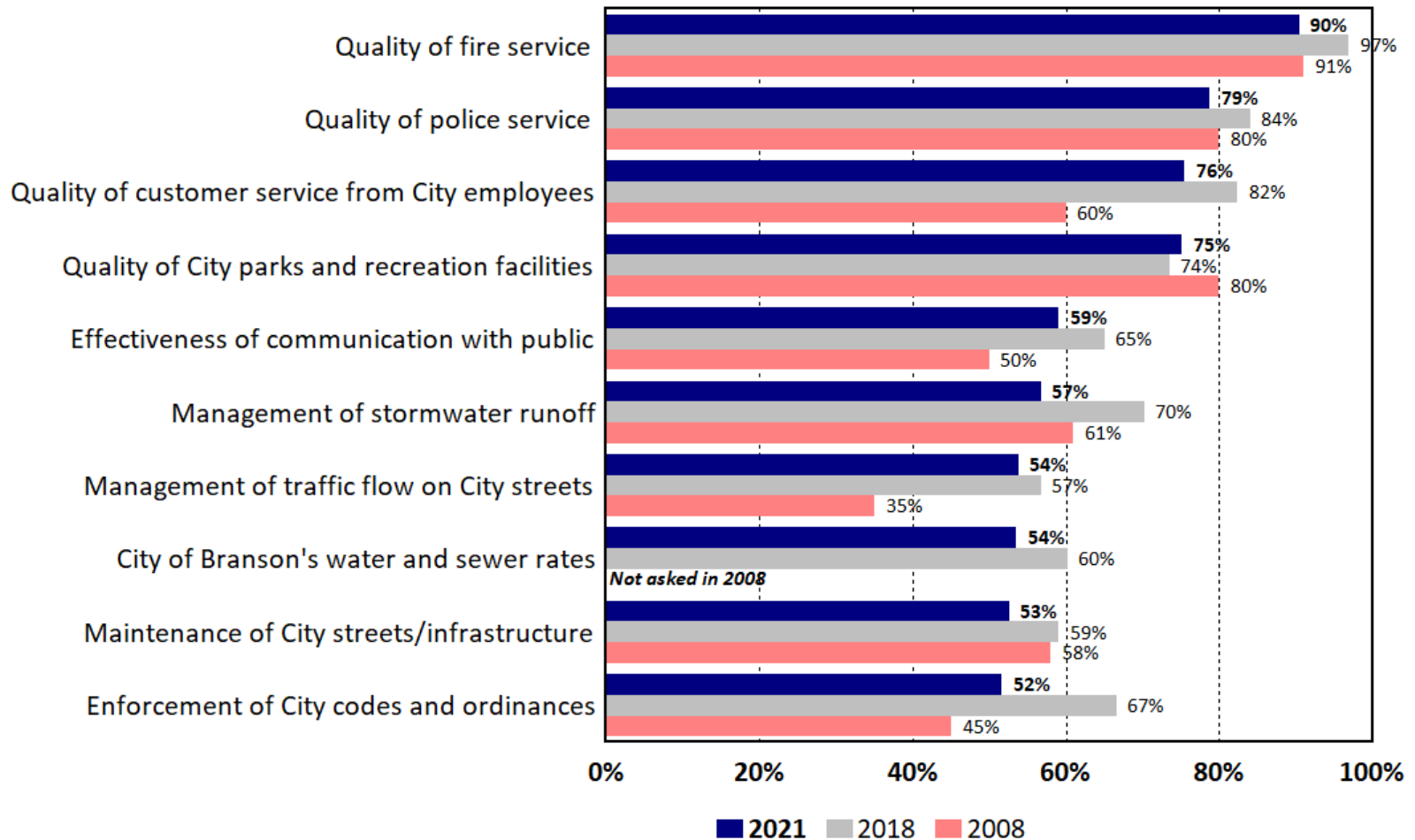
by percentage of respondents (excluding don't knows)





TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2021

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

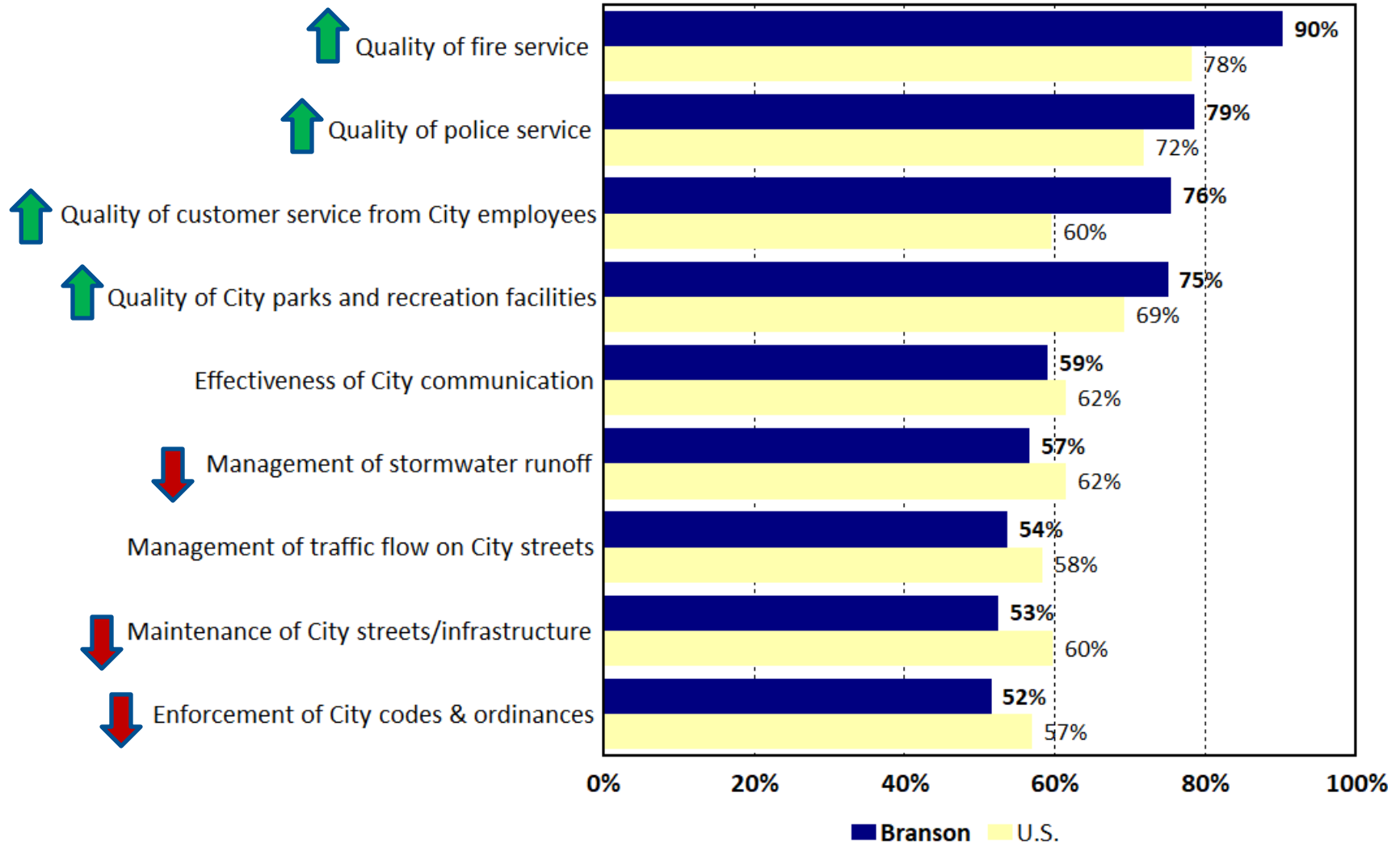


Trend Data

Satisfaction With City Services

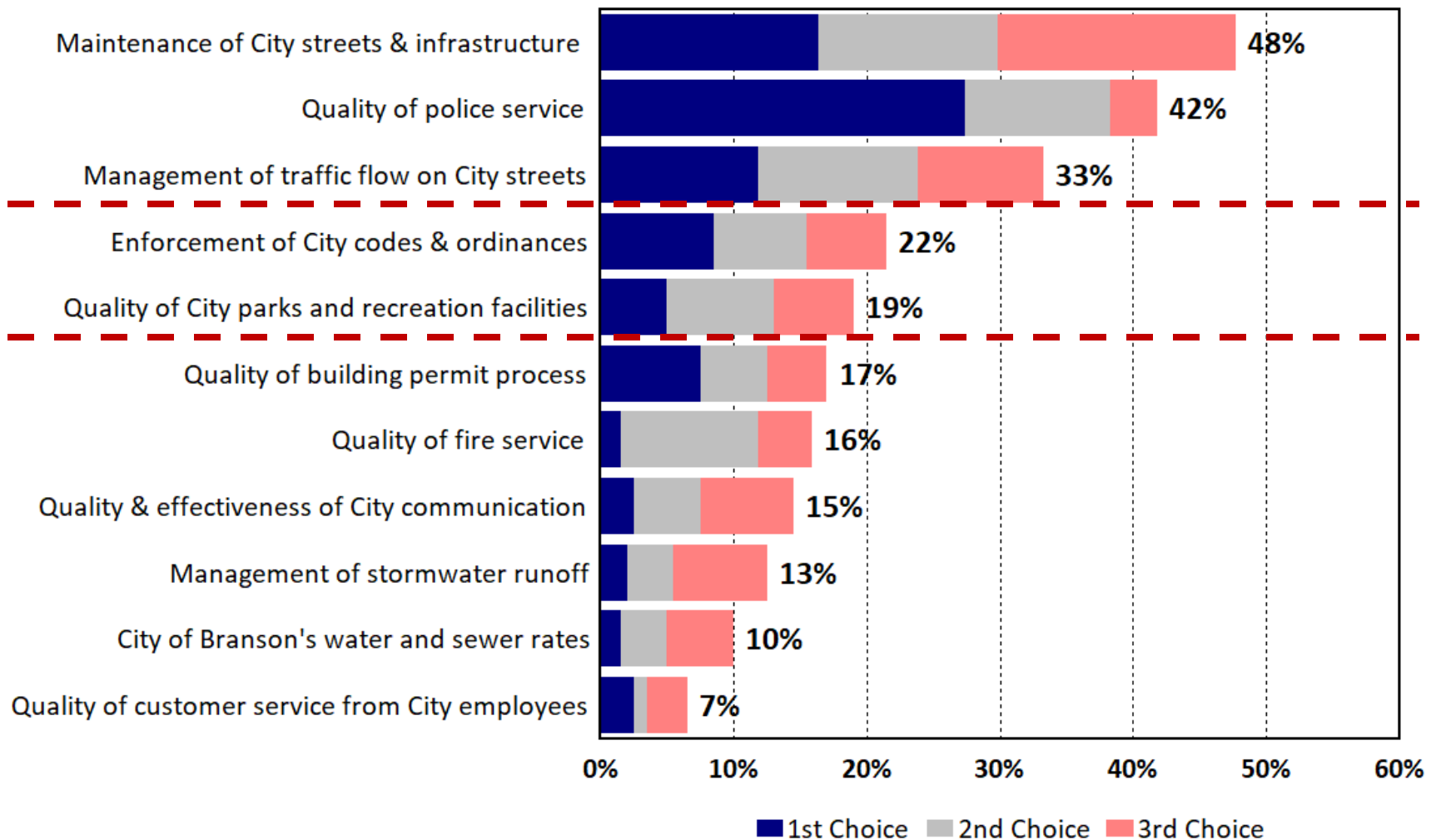
Branson vs. the U.S.

by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Q2. City Services 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





Importance Satisfaction Analysis

2021 Branson Business Survey

2021 Importance Satisfaction Rating

City of Branson Business Survey

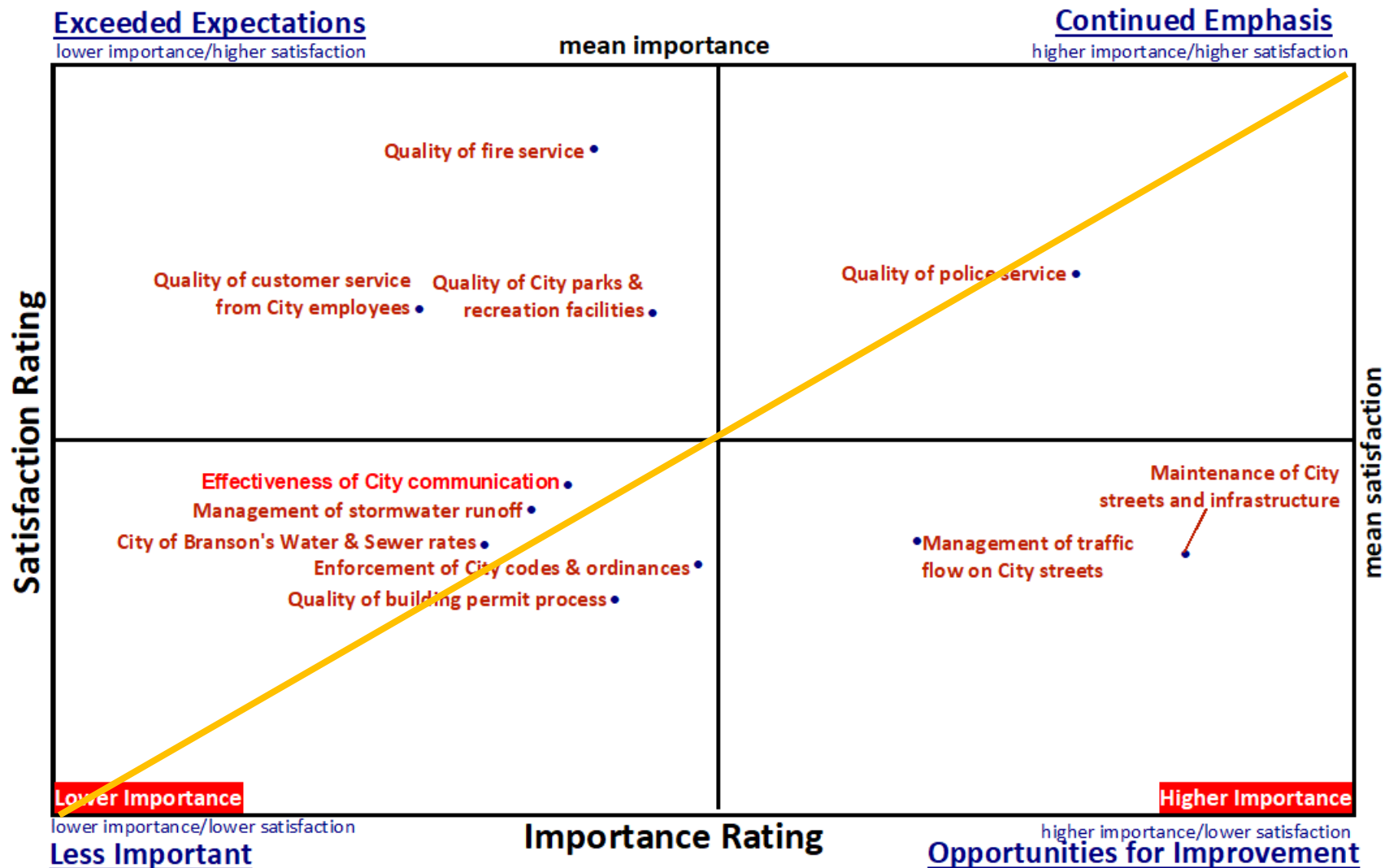
Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Maintenance of City streets/infrastructure	48%	1	53%	9	0.2261	1
<u>High Priority (IS .10-.20)</u>						
Management of traffic flow on City streets	33%	3	54%	7	0.1538	2
Enforcement of City codes & ordinances	22%	4	52%	10	0.1041	3
<u>Medium Priority (IS < .10)</u>						
Quality of police service	42%	2	79%	2	0.0890	4
Quality of building permit process	17%	6	48%	11	0.0879	5
Effectiveness of City communication	15%	8	59%	5	0.0593	6
Management of stormwater runoff	13%	9	57%	6	0.0541	7
Quality of City parks and recreation facilities	19%	5	75%	4	0.0473	8
City of Branson's water and sewer rates	10%	10	54%	8	0.0465	9
Quality of customer service from City employees	7%	11	76%	3	0.0159	10
Quality of fire service	16%	7	90%	1	0.0153	11

2021 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)



2021 Importance Satisfaction Rating

City of Branson Business Survey

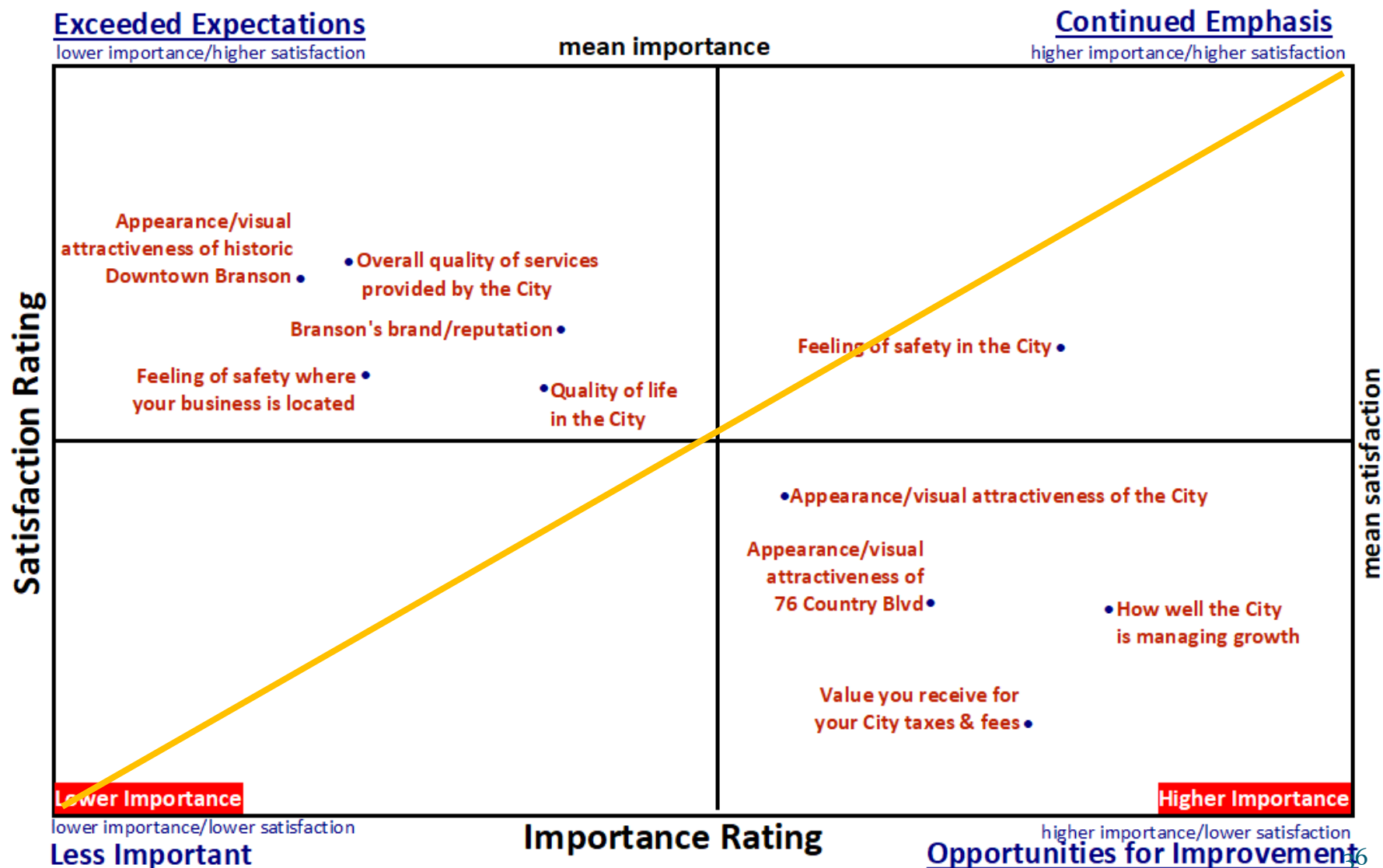
Perceptions of the City

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Value you receive for your City taxes & fees	35%	3	34%	10	0.2311	1
How well City is managing growth	37%	1	43%	9	0.2137	2
<u>High Priority (IS .10-.20)</u>						
Appearance/visual attractiveness of 76 Country Blvd	32%	4	43%	8	0.1803	3
Appearance/visual attractiveness of City	27%	5	52%	7	0.1316	4
Feeling of safety in City	36%	2	64%	4	0.1300	5
<u>Medium Priority (IS < .10)</u>						
Quality of life in City	20%	7	61%	6	0.0790	6
Branson's brand/reputation	21%	6	65%	3	0.0713	7
Feeling of safety where your business is located	15%	8	62%	5	0.0558	8
Overall quality of services provided by City	14%	9	71%	1	0.0412	9
Appearance/visual attractiveness of historic Downtown Branson	13%	10	69%	2	0.0385	10

2021 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Perceptions-

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



Thank You

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