



CITIZEN SURVEY RESULTS 2024



SEPTEMBER 12

City of Oberlin
Presented by: David Sporn

Citizen Survey Results 2024

Introduction

A citizen survey is a type of poll that gathers perspectives on various local issues. These surveys typically cover topics such as demographics, quality of life, satisfaction with local government services, and project priorities. They can be conducted through various methods, including mail, telephone, internet, or in-person interviews. Methods for this survey include mail and internet.

Citizen surveys are valuable tools for local governments as they help in understanding community needs and priorities. The data collected can inform policy decisions, budget allocations, and performance evaluations. For example, some communities use these surveys to shape business attraction strategies or to make difficult budgeting decisions. This survey will be used as a tool to determine population characteristics, government effectiveness, and project priorities.

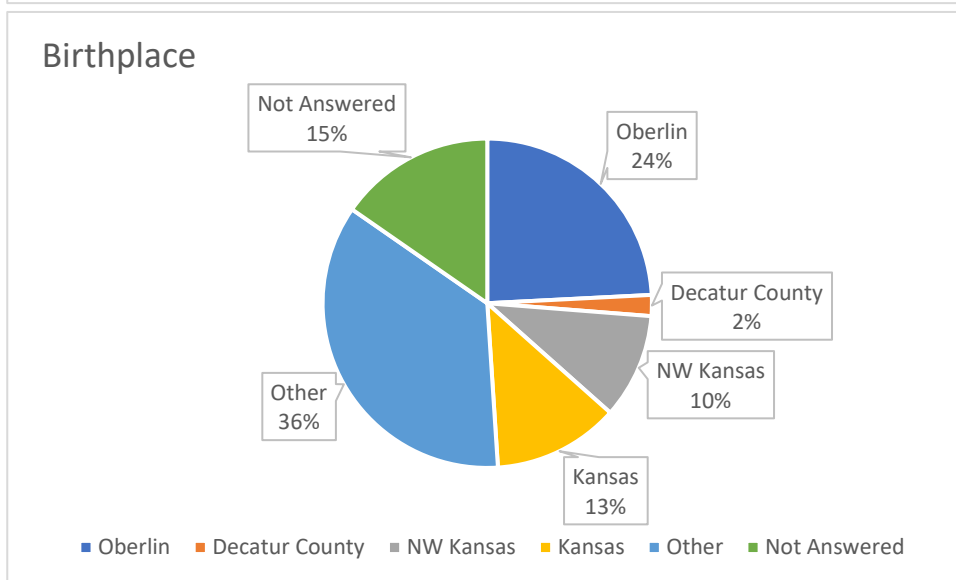
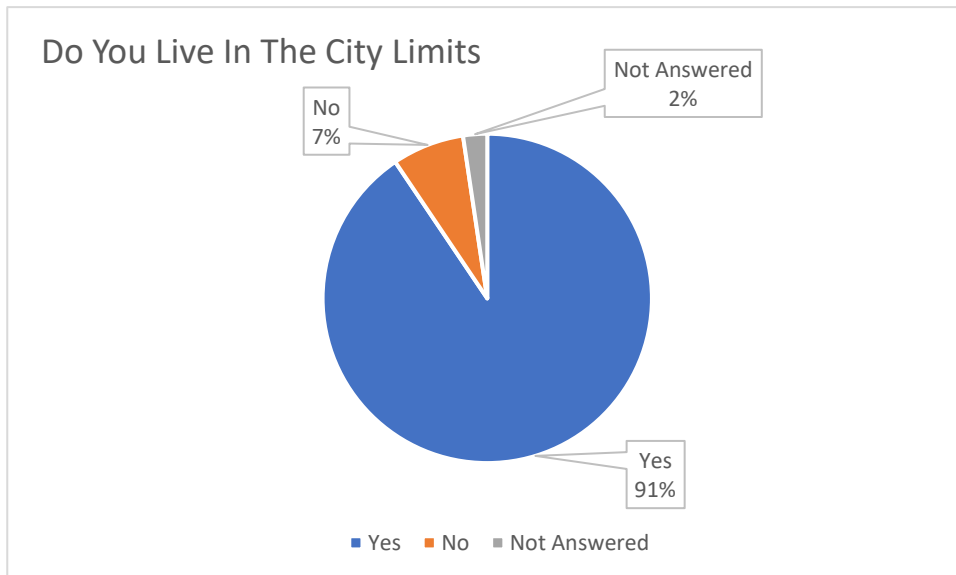
This document is the reflection of the 339 received surveys from the 842 surveys sent out, a 39.78% response rate and is sectioned into five categories – demographics, level of agreement, level of importance, comments, and conclusion. The original survey has been attached to the end of this report for reference.

“Our Survey Aims To Address The Needs Of Oberlin’s Citizens”

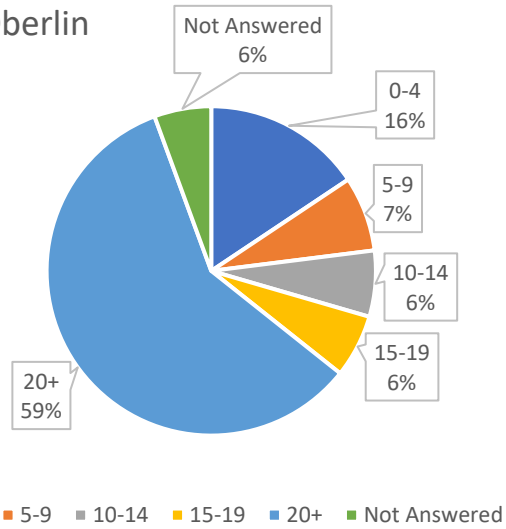
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Demographics

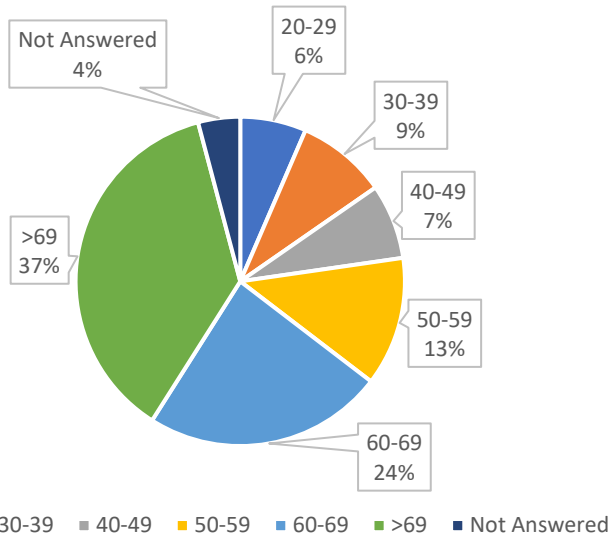
The following six tables represent the demographic percentages of respondents to the survey.



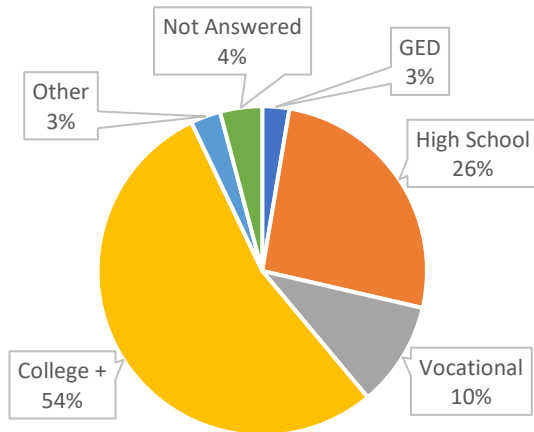
Years Living In Oberlin



Age

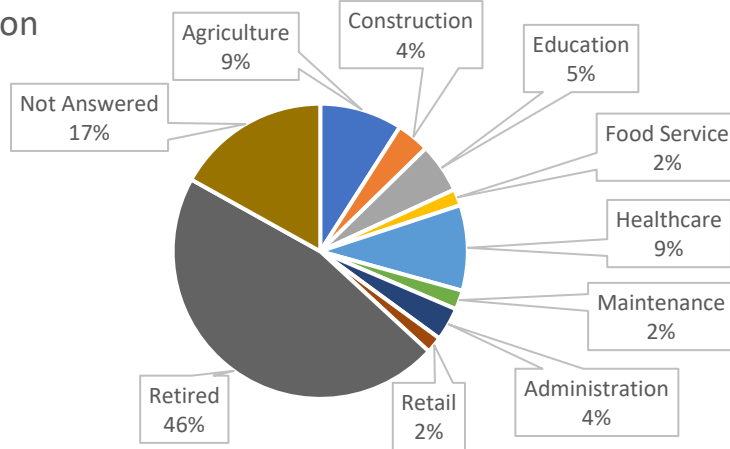


Education



■ GED ■ High School ■ Vocational ■ College + ■ Other ■ Not Answered

Occupation

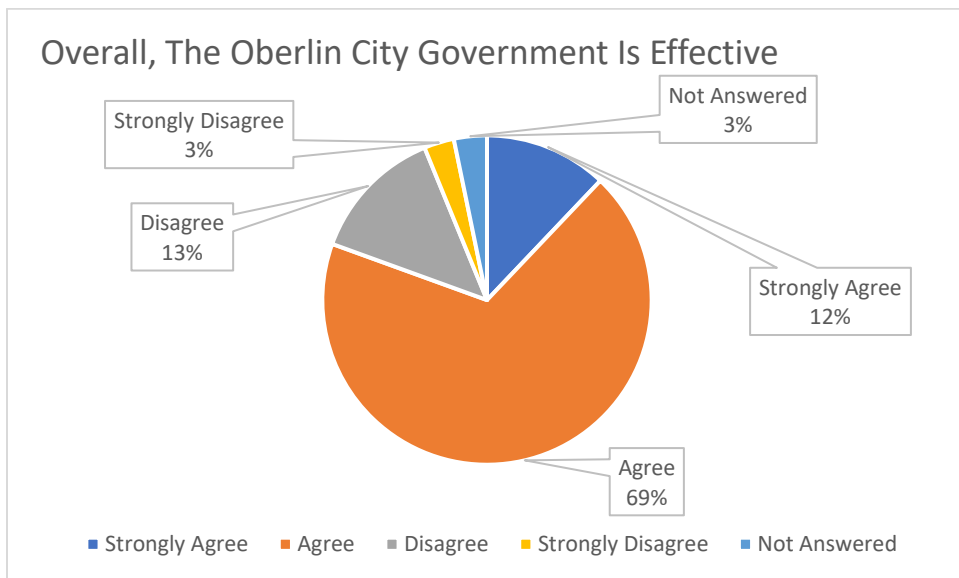
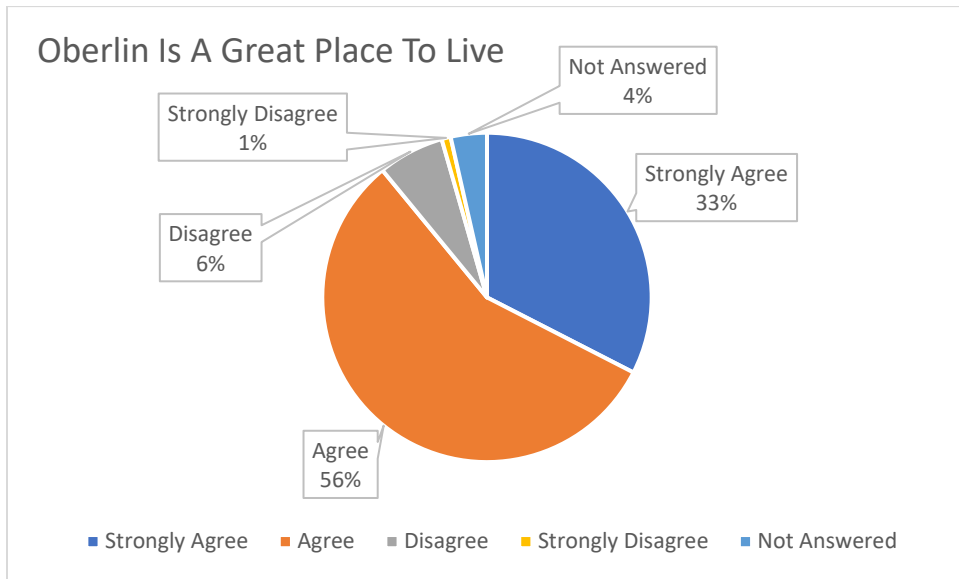


■ Agriculture ■ Construction ■ Education ■ Food Service ■ Healthcare
■ Maintenance ■ Administration ■ Retail ■ Retired ■ Not Answered

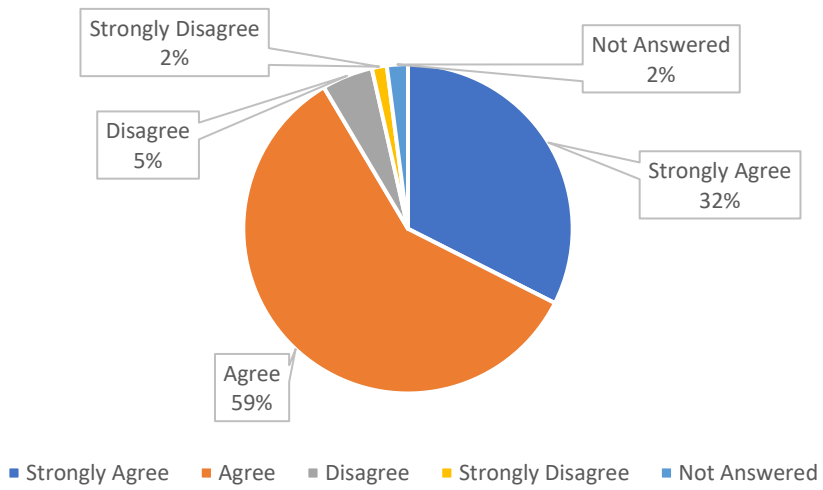
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Level of Agreement

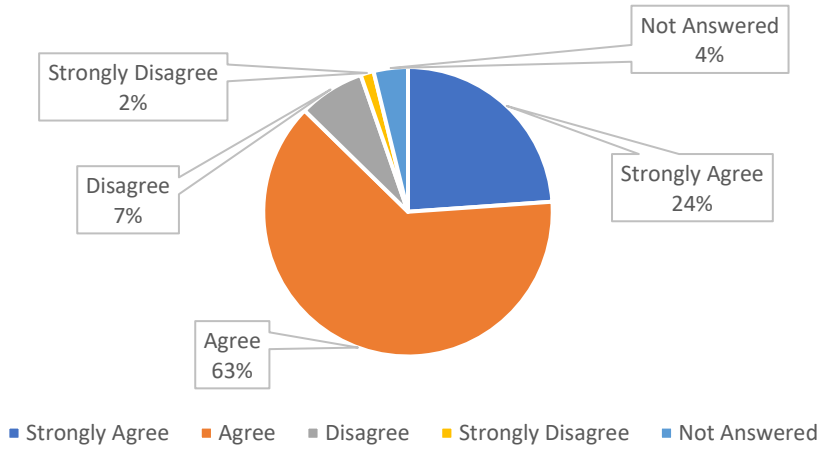
The following five tables represent the level of agreement for each statement in percentages of responses to the survey.



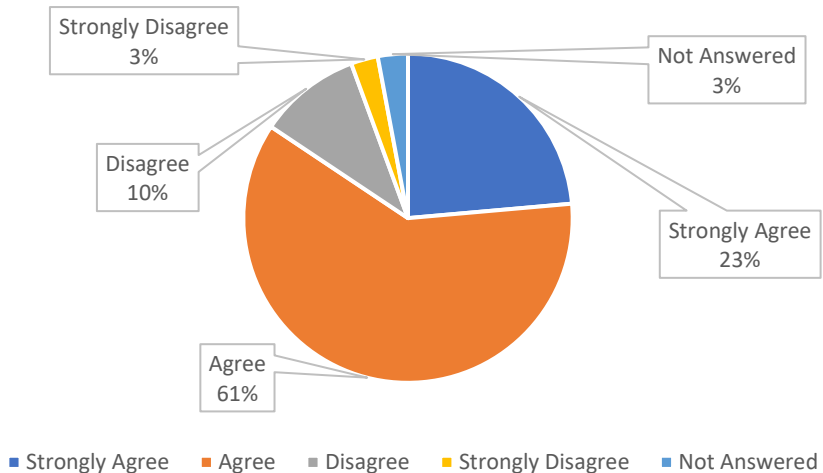
City Employees Are Courteous And Professional



City Employees Are Knowledgeable And Well-Trained



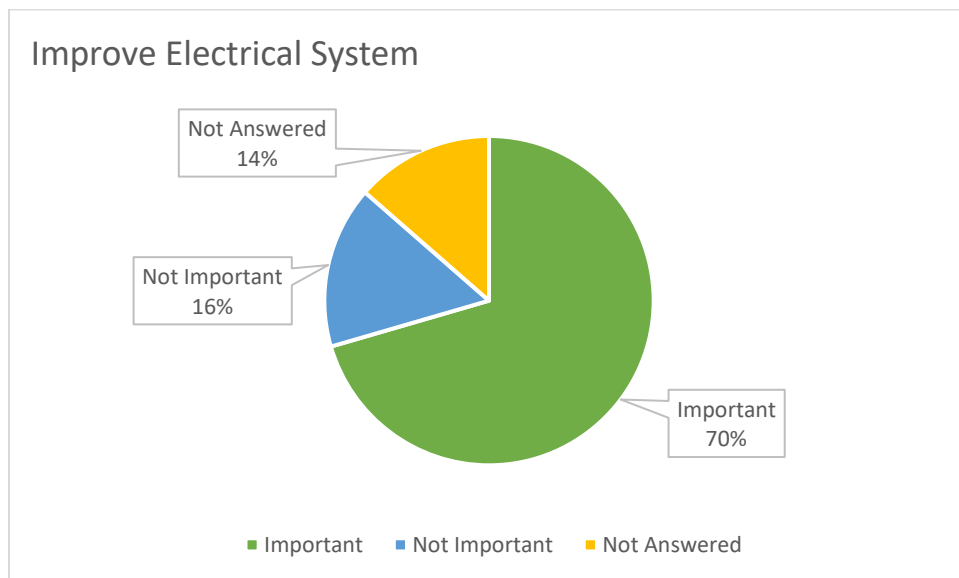
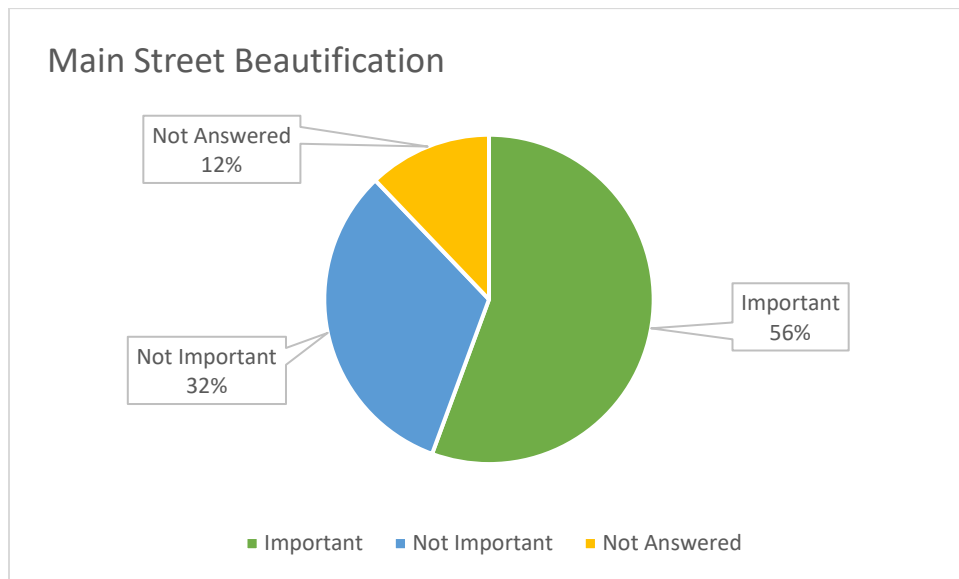
I Am Satisfied With The Quality Of City Services



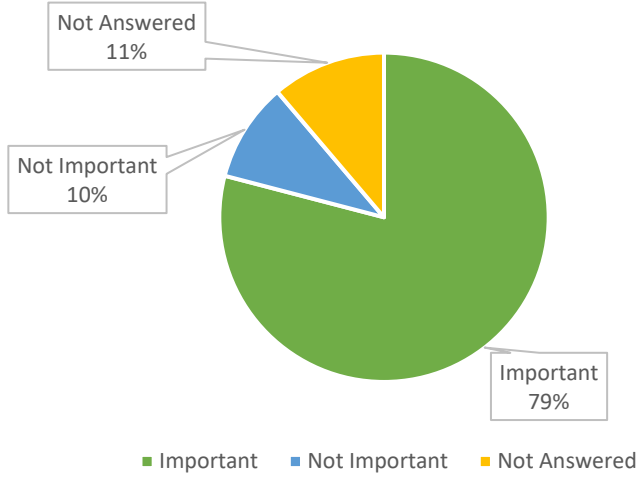
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Level of Importance

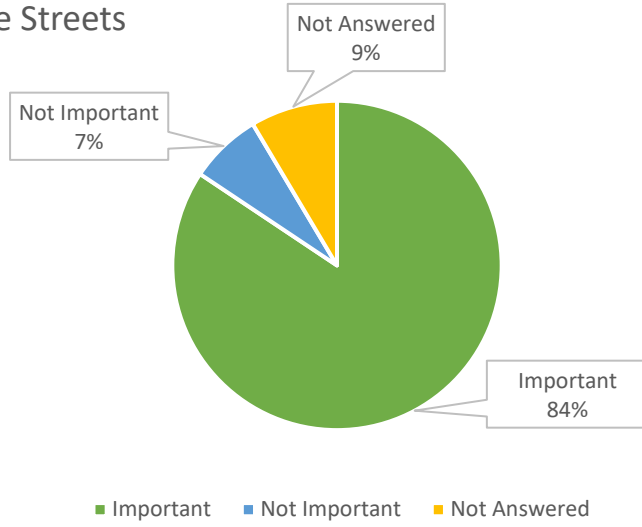
The following twelve tables represent the level of importance of each item indicated in percentages of responses to the survey.



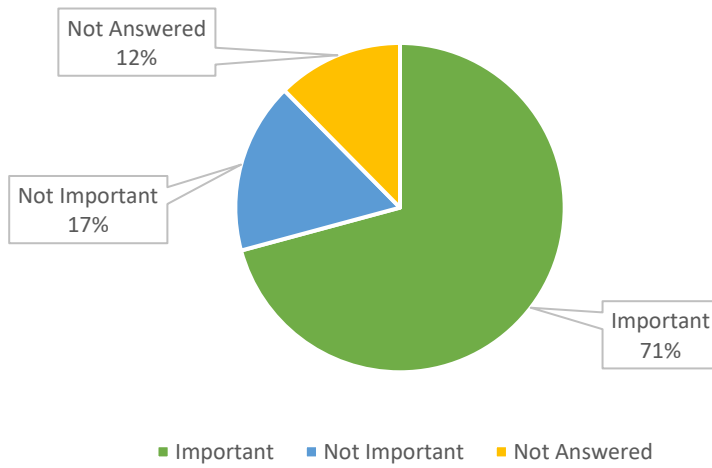
Improve Water System



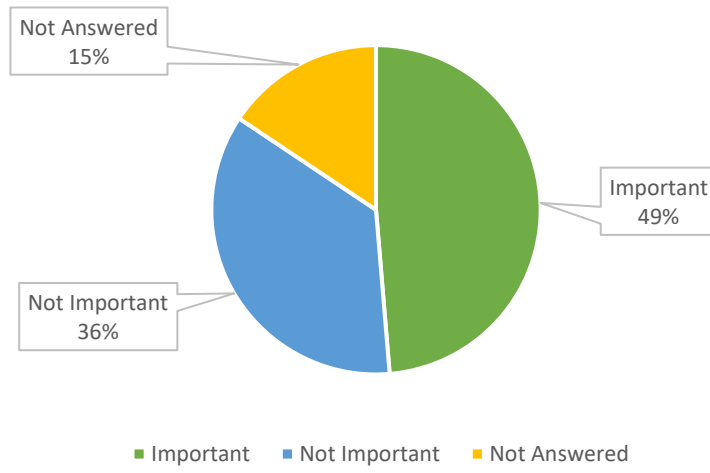
Improve Streets



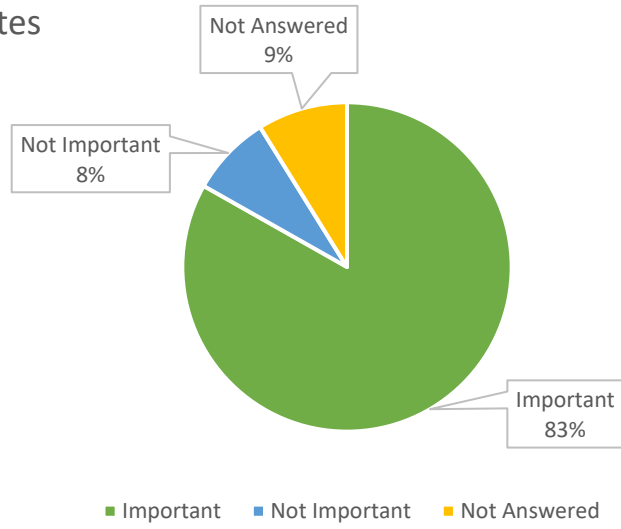
Improve Storm Water Control



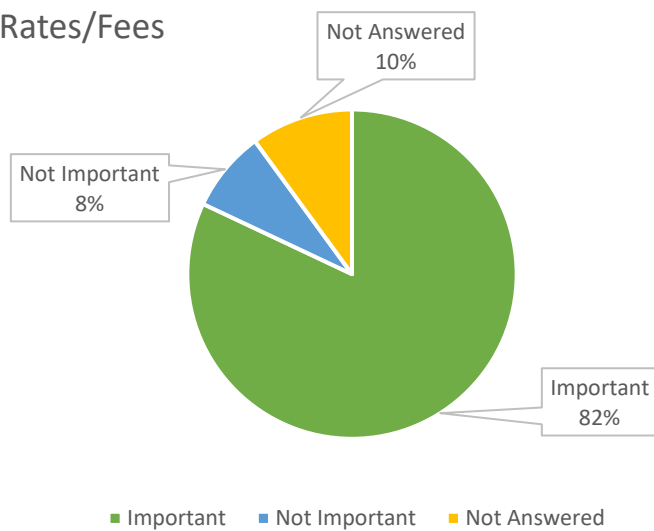
Improve Parks & Cemetery



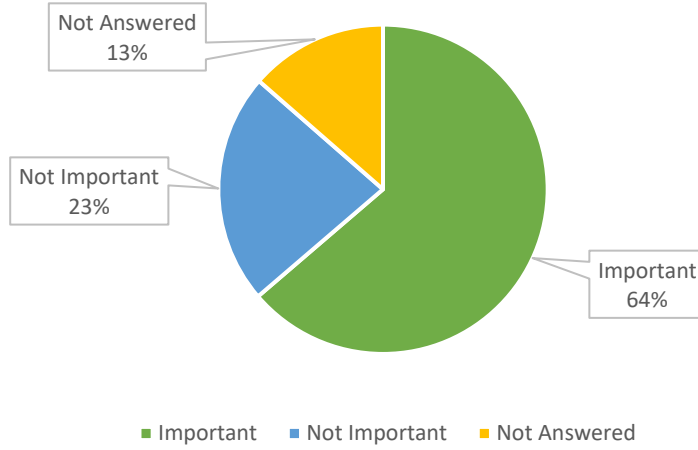
Tax Rates



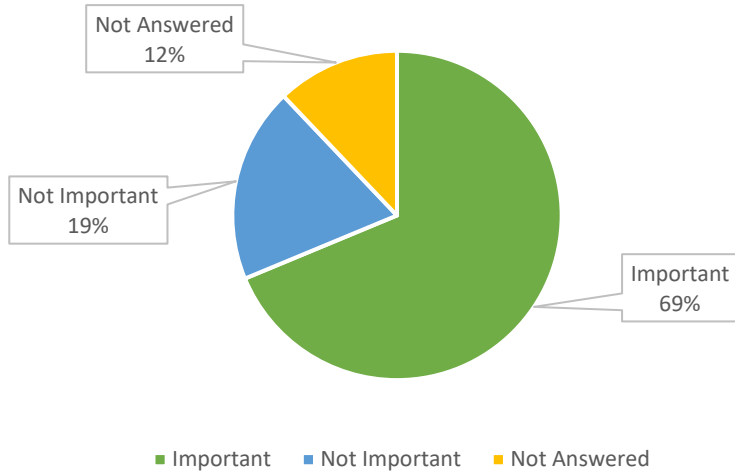
Utility Rates/Fees



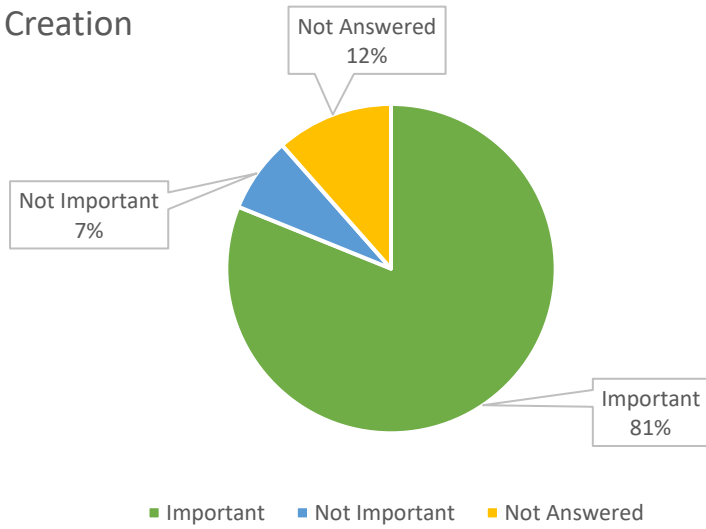
Housing Development

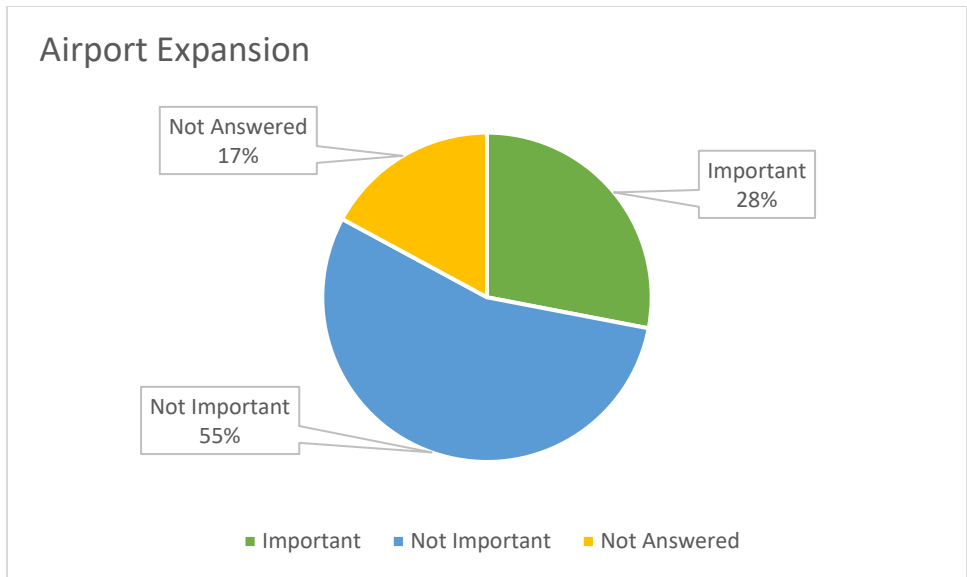


Blight/Unsightly Structures



Job Creation

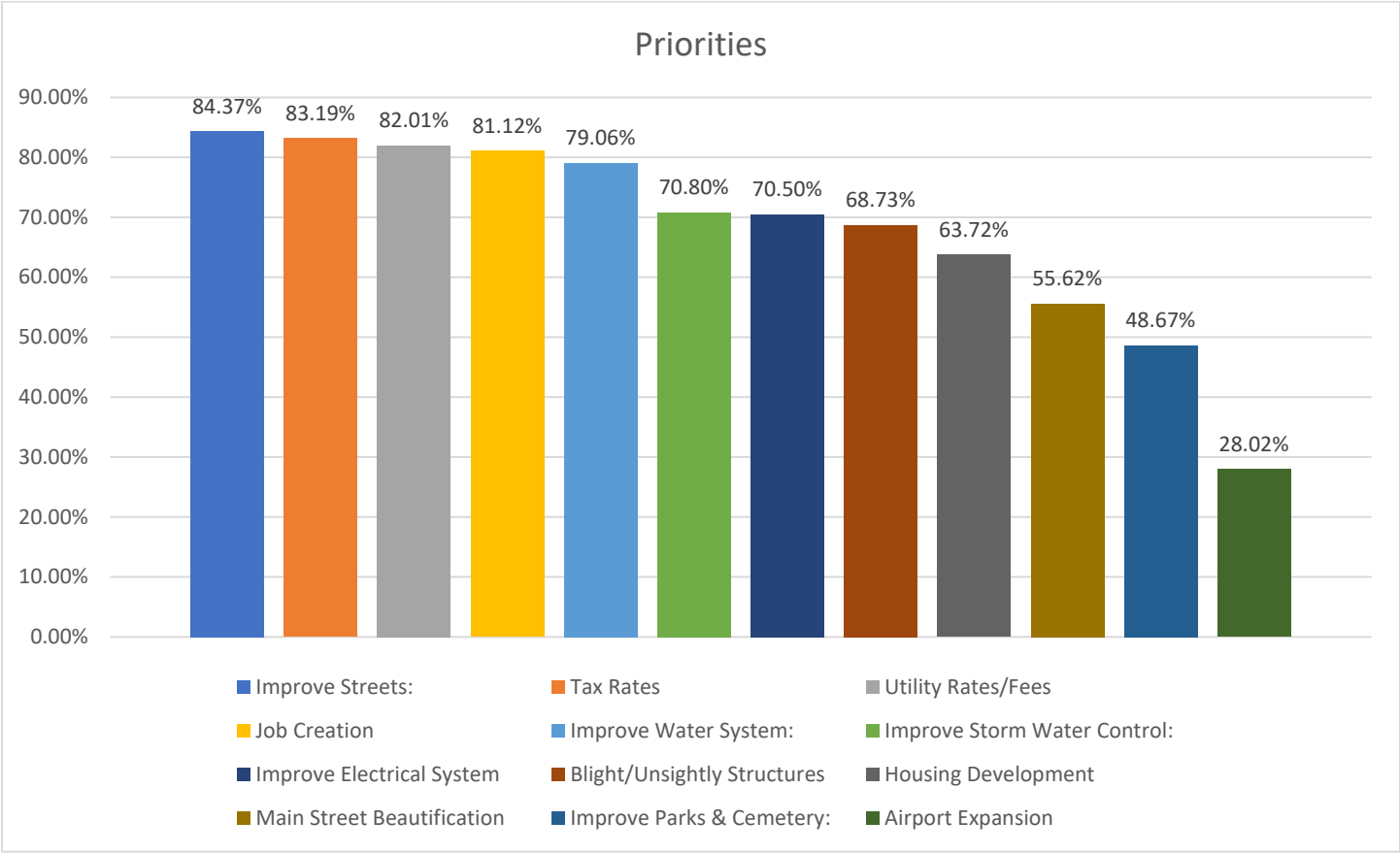




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Level of Importance - comparison

The following table shows the level of importance, side by side, for each item in percentages of responses to the survey.



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Conclusion

The 2024 Citizen Survey for the City of Oberlin had nearly a 40% return rate. This percentage indicates the amount of citizens who are interested, one way or another, in the “workings” of the city. The Demographics portion shows us that most of the respondents live in the city limits, were born elsewhere, have lived in Oberlin for 20+ years, are over 69 years of age, have a college+ education, and are retired. The Level of Agreement portion shows us that most of the respondents think Oberlin is a great place to live, believe that City Government is effective, believe City employees are courteous, professional, knowledgeable, and well-trained, and are satisfied with city services. The Level of Importance portion shows us that the top 3 priorities are #1 - Improve Streets, #2 – Tax Rates, #3 – Utility Rates/Fees. Each comment and its content are very valuable when collecting survey results. In this case, content ranges from high taxes to personnel compliments. On the comment chart, most respondents chose to share their input about being happy with the City, taxes being too high, and the importance of job creation. Not all survey respondents chose to leave comments, however there is a difference of importance between the “Priorities” chart and the “Comments” chart. Situations like this commonly occur due to difference of personality and vocalization. It is noticed that some comments include input to which the city has no control, indicating individuals’ level of interest in the item and/or confusion between County, City, and Entity limitations.

If I was to interpret the basics of this survey in a nutshell, I would say that most of the respondents want to save money, are happy with Oberlin and the City of Oberlin, and have strong feelings for street improvement, lower taxes and utility rates/fees, and job creation.

“Oberlin is truly fortunate to have citizens brimming with innovative ideas, keen observations, and a willingness to voice their thoughts. The insights gathered from this survey are a treasure trove, and if harnessed effectively, they hold the key to shaping Oberlin’s future.”

2024 Oberlin Citizen Survey

City of Oberlin, Kansas (785) 475-2217 1 Morgan Dr., Oberlin, KS 67749

Thank you for your interest in helping our city government! Oberlin's future contains many great opportunities. Over the past several years, Oberlin has been involved in many large utility projects, including an aggressive power line and water main replacement program, new power generation, and a street replacement program. As we continue to progress, it is important that your local government meets expectations and focuses on the priorities of the citizens it serves. To better measure our efforts, we are asking for your input! Your response will remain anonymous and will be combined with others to tabulate a report. If you need forms for other members of your household, please feel free to make a copy or contact the city office. Please complete only one survey for each adult in the household. If have any additional questions, please feel free to call the city office at 785-475-2217.

We appreciate your time and patronage!

<https://docs.google.com/forms/d/1dEyWiOaj2r-dcsQ-q3BwFZu4qzOyu5X8vQxFM/edit?ts=663a5eda>

Section 1. Please circle the category that best describes you:

Do you live in the city limits?	Yes	No					
Birthplace:	Oberlin	Decatur County	NW Kansas	Kansas	Other		
Years living in Oberlin:	0-4	5-9	10-14	15-19	20+		
Age:	<20	20-29	30-39	40-49	50-59	60-69	>69
Education:	GED	High School	Vocational	College+	Other		
Occupation:	Agriculture	Construction	Education	Food Service	Healthcare	Maintenance	Office Retail Retired Other

Section 2. Please select your level of agreement with the following statements:

	Strongly Agree	Agree	Disagree	Strongly Disagree
Oberlin is a great place to live.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the Oberlin city government is effective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City employees are courteous and professional.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City employees are knowledgeable and well-trained.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am satisfied with the quality of city services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 3. Please select the importance of each issue and project, and rank your top 3 priorities:

Issue/Project	Important	Not Important	Rank	Issue/Project	Important	Not Important	Rank
Main Street Beautification	<input type="checkbox"/>	<input type="checkbox"/>		Tax Rates	<input type="checkbox"/>	<input type="checkbox"/>	
Improve Elect System	<input type="checkbox"/>	<input type="checkbox"/>		Utility Rates/Fees	<input type="checkbox"/>	<input type="checkbox"/>	
Improve Water System	<input type="checkbox"/>	<input type="checkbox"/>		Housing Development	<input type="checkbox"/>	<input type="checkbox"/>	
Improve Streets	<input type="checkbox"/>	<input type="checkbox"/>		Blight/Unsightly Structures	<input type="checkbox"/>	<input type="checkbox"/>	
Improve Storm Water Control	<input type="checkbox"/>	<input type="checkbox"/>		Job Creation	<input type="checkbox"/>	<input type="checkbox"/>	
Improve Parks & Cemetery	<input type="checkbox"/>	<input type="checkbox"/>		Airport Expansion	<input type="checkbox"/>	<input type="checkbox"/>	

Additional Comments: (use back of sheet for additional space if needed)