

Key Results Narrative

1. Crime Rate (Part 1 Total)

STRATEGIC ALIGNMENT:

City Council Priorities

- 1) *Citizens feel safe in person and property*

Organizational Objectives

- 1) *Promote community health, safety and welfare*
- 2) *Deliver high quality, efficient and affordable City services*

Crime is a sociological phenomenon influenced by a variety of factors, such as community demographics, crime prevention/community oriented policing efforts and pro-active police strategies. Crime Rate is one indication as to how safe citizens are in person and property. This aligns with the City's customer focus of providing for the community's health, safety and welfare.

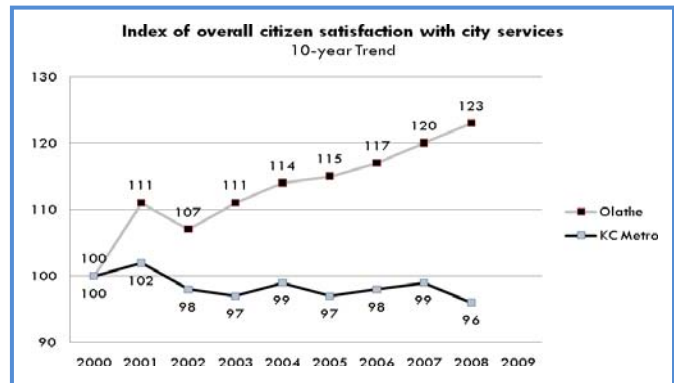
The City's Total Part 1 Crime Rate, which includes violent and property crime, fell 2.22 % in the recent year from a level of 26.8 in 2007 to 24.58 in 2008. Specifically, Olathe's violent and property crime rates decreased 0.45% and 1.78%, respectively. Preliminary 2008 national statistics, based on cities within the 100,000-249,999 population group, indicate violent crime is down 4.8% and property crime is down 2.0%.

2. Overall Satisfaction (ETC Institute's DirectionFinder® Survey)

STRATEGIC ALIGNMENT:

Overall satisfaction is a perception indicator that directly or indirectly reflects citizens' satisfaction with their municipal governance and all City services.

Overall satisfaction with City services rose 3 points or 2.6 percent in the recent year from a level of 120 in 2007 to 123 in 2008. Since 2000, the City's Overall Satisfaction Index has risen by 23 points. The Overall Satisfaction Index for the metropolitan Kansas City area decreased 3 points during the past year to 96. While there have been steady increases in many areas, driving overall performance are significant increases in traffic flow and congestion management, safety in City parks, and the quality of parks and recreation programs and facilities.



These paragraphs display an example of narrative reporting to explain the meaning or significance of data.