
City of Wentzville 2016 DirectionFinder® Survey Executive Summary Report

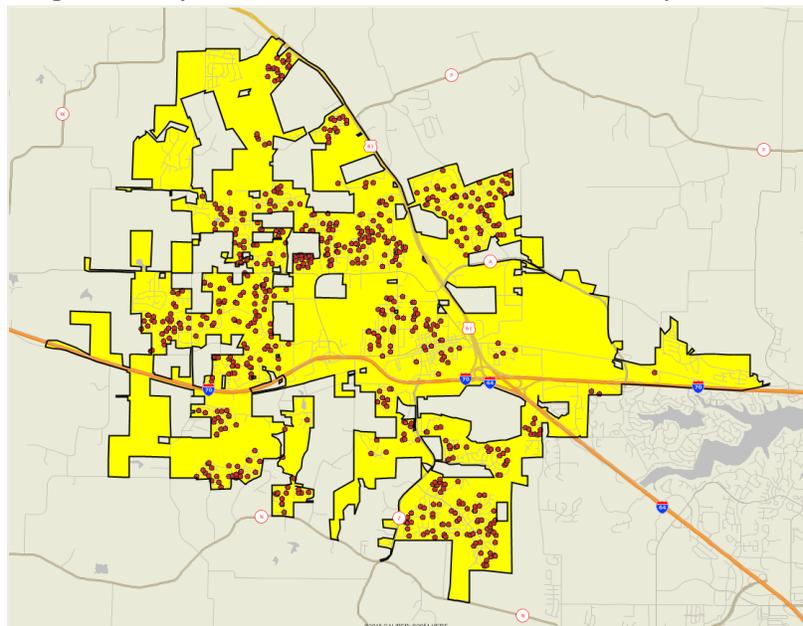
Overview and Methodology

ETC Institute administered a DirectionFinder® survey for the City of Wentzville during January and February of 2016. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will be used to help the City improve existing programs and services, and help determine long-range planning and investment decisions. This was the second DirectionFinder® survey ETC Institute has administered for the City of Wentzville, with the first being in 2010.

Methodology. A seven-page survey was mailed to a random sample of households throughout the City of Wentzville. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those that preferred to fill out the survey online. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail or completed it online were given the option of completing it by phone.

The goal was to receive at least 450 completed surveys. This goal was far exceeded, with a total of 686 households completing a survey. The results for the random sample of 686 households have a 95% level of confidence with a precision of at least +/- 3.7%.

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. 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 included in the tabular data in Section 4 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 the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking data that shows how the results for the City of Wentzville compare to residents in other communities (Section 2)
- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Overall Perceptions of the City

Eighty-two percent (82%) of the residents surveyed *who had an opinion* rated the overall quality of services provided by the City as “excellent” or “good”. This is significantly higher than the national average of 56%, and the regional average of 54%. Eighty-five percent (85%) of residents surveyed *who had an opinion* rated the overall quality of life in the City as “excellent” or “good”, which is also significantly higher than the national average of 76% and the regional average of 74%.

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 police services (84%), the quality of customer service received from City employees (79%), and the maintenance of City buildings and facilities (74%).

Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall attitude and behavior of Police Department toward citizens (79%), overall competency of Police Department (79%), and how quickly police respond to emergencies (77%).
- **Sewer and Water Utilities and Storm Water Management.** The highest levels of satisfaction with sewer and water utilities and storm water management services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the clarity and taste of the tap water in your home (85%), how easy your water/sewer bill is to understand (82%), adequacy of the water system (82%), adequacy of the sanitary sewer collection system (81%), and water pressure in your home (80%).
- **City Maintenance/Public Works.** The highest levels of satisfaction with maintenance/public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: mowing and trimming of city parks (85%), snow removal on major city streets (83%), overall cleanliness of streets/other public areas (82%), and maintenance of street signs and traffic signals (81%).
- **Trash Services.** The highest levels of satisfaction with trash services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential trash collection services (92%), and recycling services (92%).
- **City Communications.** The highest levels of satisfaction with city communication services, 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 (83%), and the content of the city’s newsletter (80%).
- **City Property Maintenance Codes.** The highest levels of satisfaction with the city property maintenance codes, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: enforcing codes designed to protect public safety (65%), and enforcing the maintenance of business property (65%).
- **Customer Service.** The highest levels of satisfaction with customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had contacted the city and had an opinion, were: how easy the department was to contact (90%), and how courteously you were treated (85%).

- **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: maintenance of city parks (90%), safety at the city’s parks and rec facilities (79%), and number of parks (70%).

Other Findings

- Ninety-nine percent (99%) of residents overall feel “very safe” or “safe” walking alone in their neighborhood during the day; 98% of residents feel safe walking alone in business areas during the day, and 98% feel safe walking alone in their neighborhood in general.
- The most frequently mentioned sources of information that residents use to get information about activities and services are: Bimonthly newsletter (71%), monthly insert in utility bill (59%), and parks and recreation brochure (56%).
- Sixty-five percent (65%) of residents typically purchase home furnishings outside of Wentzville, 52% typically purchase clothing outside of Wentzville, and 45% typically eat at restaurants outside of Wentzville.
- Sixty-three percent (63%) of residents would like to see more restaurants in Wentzville, and 44% would like to see more live music/venues in Wentzville.
- Based on the sum of their top 3 choices, the most important reasons for residents deciding to live in Wentzville are: 1) the Quality of public schools, 2) safety and security, and 3) the quality of housing.
- Seventy-two percent (72%) of residents would be either “very supportive” or “somewhat supportive” of historic preservation efforts in Downtown Wentzville; only 7% are “not supportive”, and 20% indicated “not sure”.
- Fifty-six percent (56%) of residents are either “very supportive” or “somewhat supportive” of a year-round, all-inclusive yard waste program; 27% are “not supportive”, and 17% indicated “not sure”.

Trend Analysis

From 2010 to 2016, satisfaction ratings **improved in 51 of the 68 areas** that were assessed, stayed the same in 10 areas, and decreased in only 7 areas. Of the 51 areas that have shown increases since 2010, there was a significant difference (4% or more) in 33 of these areas. Of the 7 areas that have decreased, there was a significant difference in only 4 areas. The areas that have had the most significant increases in satisfaction since 2010 are listed below.

City Service	2016	2010	Difference	Category
Value received for your City tax dollars and fees	59%	46%	13%	Perceptions
Overall responsiveness of City employees	80%	67%	13%	Customer Service
Quality of storm water run off & management system	71%	59%	12%	Overall Satisfaction with City Services
Maintenance of City streets	68%	56%	12%	Overall Satisfaction with City Services
Snow removal on neighborhood streets	69%	57%	12%	Maintenance/Public Works
Clarity and taste of the tap water in your home	85%	75%	10%	Sewer/Water Utilities & Stormwater
Drainage of rain water off City streets	74%	64%	10%	Sewer/Water Utilities & Stormwater
Quality of social media i.e. Facebook, Twitter	61%	51%	10%	Communications
Attitude & behavior of Police Dept toward citizens	79%	70%	9%	Public Safety
City's municipal court	56%	47%	9%	Public Safety
Enforcement of City codes and ordinances	62%	54%	8%	Overall Satisfaction with City Services
Quality of residential development in the City	74%	66%	8%	Perceptions
Adequacy of the sanitary sewer collection system	81%	73%	8%	Sewer/Water Utilities & Stormwater
Adequacy of the water system	82%	75%	7%	Sewer/Water Utilities & Stormwater
Landscaping of public areas along streets	74%	67%	7%	Maintenance/Public Works
How well the City is planning growth	62%	56%	6%	Perceptions
Appeal as a place to retire	54%	48%	6%	Perceptions
Technical competence & knowledge of City employees	80%	74%	6%	Customer Service
Maintenance of City buildings and facilities	74%	69%	5%	Overall Satisfaction with City Services
Visibility of police in retail areas	68%	63%	5%	Public Safety
Amount charged for water/sewer utilities	59%	54%	5%	Sewer/Water Utilities & Stormwater
Maintenance of City buildings	76%	71%	5%	Maintenance/Public Works
Quality of street sweeping services	73%	68%	5%	Maintenance/Public Works
Condition of City sidewalks	73%	68%	5%	Maintenance/Public Works
Yard waste removal services	79%	74%	5%	Trash
Enforce maintenance of business property	65%	60%	5%	Property Management Codes
Quality of customer service from City employees	79%	75%	4%	Overall Satisfaction with City Services
Appearance of the City	78%	74%	4%	Perceptions
Rain water drainage off properties near residence	56%	52%	4%	Sewer/Water Utilities & Stormwater
Snow removal on major City streets	83%	79%	4%	Maintenance/Public Works
Maintenance of major City streets	74%	70%	4%	Maintenance/Public Works
How well the City's communications meet your needs	72%	68%	4%	Communications
How easy the department was to contact	90%	86%	4%	Customer Service

How Wentzville Compares to Other Communities Nationally

Satisfaction ratings for Wentzville **rated above the U.S. average in 41 of the 50 areas** that were assessed. Wentzville rated significantly higher than the U.S. average (difference of 4% or more) in 38 of these areas. Listed below are the comparisons between Wentzville and the U.S. average:

City Service	Wentzville	U.S. Avg	Difference	Category
Availability of info. about City services/programs	83%	55%	28%	Communication
Overall quality of City services provided	82%	56%	26%	Perceptions
City efforts to keep residents informed	76%	51%	25%	Communication
In your neighborhood after dark	89%	65%	24%	Feeling of Safety
Customer service	79%	56%	23%	Major Categories of City Services
How open City is to public involvement	66%	43%	23%	Communication
Maintenance of City streets	68%	46%	22%	Major Categories of City Services
Condition of sidewalks	73%	52%	21%	Maintenance
Cleanliness of streets/other public areas	82%	63%	19%	Maintenance
City swimming pools	61%	42%	19%	Parks and Recreation
Recycling services	92%	74%	18%	Utilities
Snow removal on City streets	83%	65%	18%	Maintenance
How well the City is planning growth	62%	44%	18%	Perceptions
Maintenance of major City streets	74%	58%	16%	Maintenance
Maintenance of City parks	90%	77%	13%	Parks and Recreation
Feeling of safety in the City	89%	76%	13%	Perceptions
Value received for City tax dollars/fees	59%	47%	12%	Perceptions
Overall appearance of the City	78%	67%	11%	Perceptions
Landscaping of public areas along streets	74%	63%	11%	Maintenance
City efforts to prevent crime	73%	62%	11%	Public Safety
Maintenance of business property	65%	54%	11%	Code Enforcement
Maintenance of business property	65%	54%	11%	Customer Service
In your neighborhood during the day	99%	89%	10%	Feeling of Safety
Adequacy of City street lighting	73%	63%	10%	Maintenance
Overall quality of life in the City	85%	76%	9%	Perceptions
Stormwater runoff/management system	71%	62%	9%	Major Categories of City Services
Residential trash collection services	92%	84%	8%	Utilities
Overall image of the community	80%	72%	8%	Perceptions
How quickly police respond to emergencies	77%	69%	8%	Public Safety
Maintenance of City buildings	76%	69%	7%	Maintenance
Yard waste removal services	79%	73%	6%	Utilities
Enforcement of codes & ordinances	62%	56%	6%	Major Categories of City Services
Enforcement of local traffic laws	73%	68%	5%	Public Safety
Visibility of police in neighborhoods	68%	64%	4%	Public Safety
Maintenance of street signs & traffic signals	81%	77%	4%	Maintenance
Visibility of police in retail areas	68%	64%	4%	Public Safety
Clean-up of litter/debris on private property	54%	50%	4%	Code Enforcement
Clean-up of litter/debris on private property	54%	50%	4%	Customer Service
Police services	84%	81%	3%	Major Categories of City Services
Enforcing maintenance of residential property	49%	47%	2%	Code Enforcement
Enforcing maintenance of residential property	49%	47%	2%	Customer Service
Number of City parks	70%	71%	-1%	Parks and Recreation
Adult sports programs	50%	51%	-1%	Parks and Recreation
Maintenance of streets in your neighborhood	52%	55%	-3%	Maintenance
Quality of the City's website	61%	65%	-4%	Communication
Enforcing mowing/trimming on private property	49%	53%	-4%	Code Enforcement
Enforcing mowing/trimming on private property	49%	53%	-4%	Customer Service
Walking/biking trails in the City	49%	55%	-6%	Parks and Recreation
Youth sports programs	54%	61%	-7%	Parks and Recreation
Management of traffic flow & congestion	44%	58%	-14%	Major Categories of City Services

How Wentzville Compares to Other Communities Regionally

Satisfaction ratings for Wentzville **rated above the Missouri-Kansas average in 41 of the 50 areas** that were assessed. Wentzville rated significantly higher than the Missouri-Kansas average (difference of 4% or more) in 34 of these areas. Listed below are the comparisons between Wentzville and the U.S. average:

City Service	Wentzville	MO/KS Avg	Difference	Category
Customer service	79%	50%	29%	Major Categories of City Services
Availability of info. about City services/programs	83%	54%	29%	Communication
Overall quality of City services provided	82%	54%	28%	Perceptions
City efforts to keep residents informed	76%	50%	26%	Communication
Condition of sidewalks	73%	50%	23%	Maintenance
Recycling services	92%	70%	22%	Utilities
How open City is to public involvement	66%	46%	20%	Communication
Maintenance of City streets	68%	49%	19%	Major Categories of City Services
In your neighborhood after dark	89%	70%	19%	Feeling of Safety
Cleanliness of streets/other public areas	82%	64%	18%	Maintenance
Overall appearance of the City	78%	64%	14%	Perceptions
Value received for City tax dollars/fees	59%	45%	14%	Perceptions
Snow removal on City streets	83%	69%	14%	Maintenance
Maintenance of major City streets	74%	60%	14%	Maintenance
How well the City is planning growth	62%	49%	13%	Perceptions
Landscaping of public areas along streets	74%	61%	13%	Maintenance
Overall quality of life in the City	85%	74%	11%	Perceptions
Yard waste removal services	79%	68%	11%	Utilities
Enforcement of codes & ordinances	62%	52%	10%	Major Categories of City Services
City efforts to prevent crime	73%	63%	10%	Public Safety
Residential trash collection services	92%	82%	10%	Utilities
Maintenance of business property	65%	55%	10%	Code Enforcement
Maintenance of business property	65%	55%	10%	Customer Service
Maintenance of City parks	90%	80%	10%	Parks and Recreation
Feeling of safety in the City	89%	80%	9%	Perceptions
Overall image of the community	80%	71%	9%	Perceptions
In your neighborhood during the day	99%	91%	8%	Feeling of Safety
Stormwater runoff/management system	71%	65%	6%	Major Categories of City Services
Maintenance of City buildings	76%	70%	6%	Maintenance
Adequacy of City street lighting	73%	67%	6%	Maintenance
How quickly police respond to emergencies	77%	72%	5%	Public Safety
Visibility of police in neighborhoods	68%	63%	5%	Public Safety
City swimming pools	61%	56%	5%	Parks and Recreation
Police services	84%	80%	4%	Major Categories of City Services
Maintenance of street signs & traffic signals	81%	78%	3%	Maintenance
Visibility of police in retail areas	68%	66%	2%	Public Safety
Clean-up of litter/debris on private property	54%	52%	2%	Code Enforcement
Enforcing maintenance of residential property	49%	47%	2%	Code Enforcement
Clean-up of litter/debris on private property	54%	52%	2%	Customer Service
Enforcing maintenance of residential property	49%	47%	2%	Customer Service
Number of City parks	70%	68%	2%	Parks and Recreation
Enforcement of local traffic laws	73%	74%	-1%	Public Safety
Adult sports programs	50%	51%	-1%	Parks and Recreation
Quality of the City's website	61%	66%	-5%	Communication
Walking/biking trails in the City	49%	54%	-5%	Parks and Recreation
Youth sports programs	54%	61%	-7%	Parks and Recreation
Maintenance of streets in your neighborhood	52%	60%	-8%	Maintenance
Enforcing mowing/trimming on private property	49%	59%	-10%	Code Enforcement
Enforcing mowing/trimming on private property	49%	59%	-10%	Customer Service
Management of traffic flow & congestion	44%	60%	-16%	Major Categories of City Services

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 that 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 3 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:

- Flow of traffic and congestion management (IS Rating=0.4256)
- Maintenance of city streets (IS Rating=0.1856)
- Enforcement of city codes and ordinances (IS Rating=0.1064)

The table below shows the importance-satisfaction rating for all 9 major categories of City services that were rated.

Importance-Satisfaction Rating						
City of Wentzville, Missouri						
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>						
Flow of traffic and congestion management	76%	1	44%	7	0.4256	1
<u>High Priority (IS .10 - .20)</u>						
Maintenance of City streets	58%	2	68%	5	0.1856	2
Enforcement of City codes and ordinances	28%	4	62%	6	0.1064	3
<u>Medium Priority (IS <.10)</u>						
Quality of storm water run off & management system	23%	5	71%	4	0.0667	4
Quality of police services	29%	3	84%	1	0.0464	5
Maintenance of City buildings and facilities	12%	6	74%	3	0.0312	6
Quality of customer service from City employees	9%	7	79%	2	0.0189	7