

2016 Community Survey

Wentzville, Missouri

Presented by

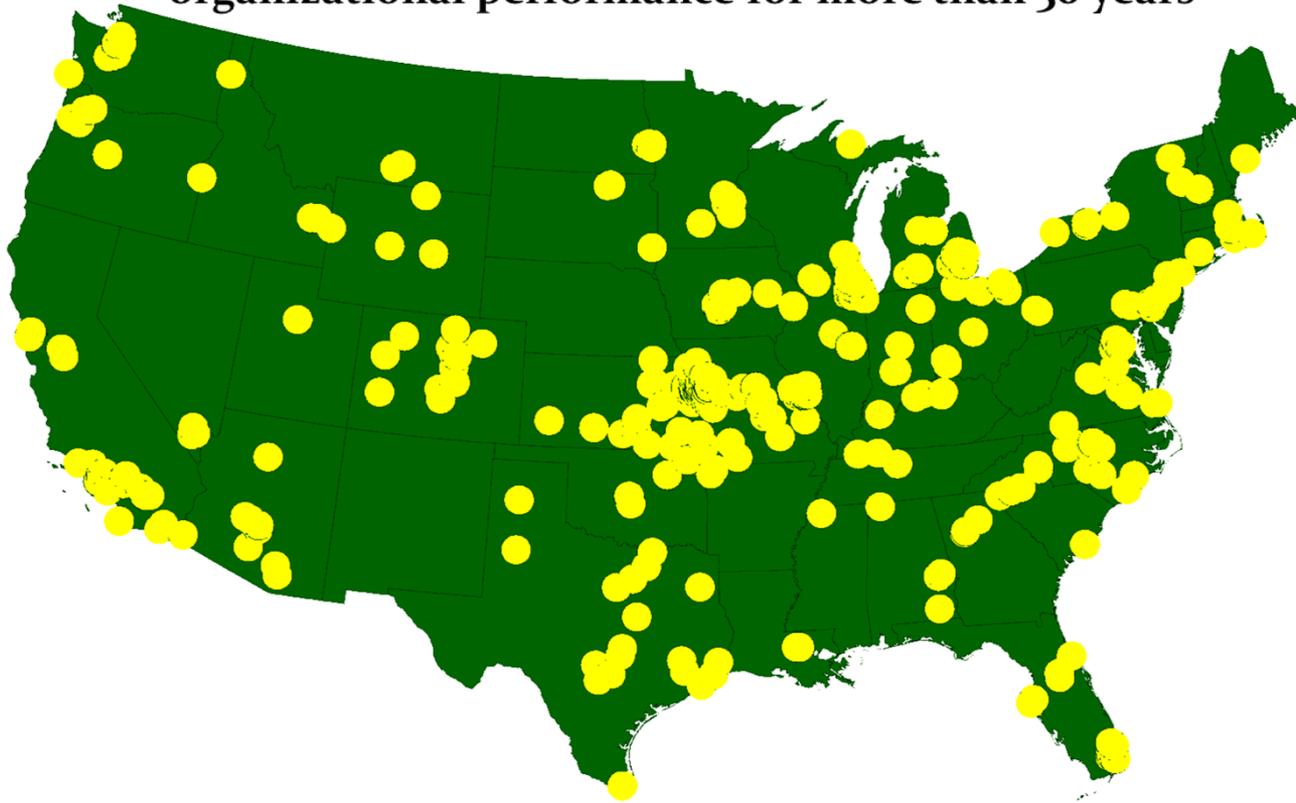


May 2016

ETC Institute

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More than 2,000,000 Persons Surveyed Since 2006
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Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary and Conclusions**
- **Questions**

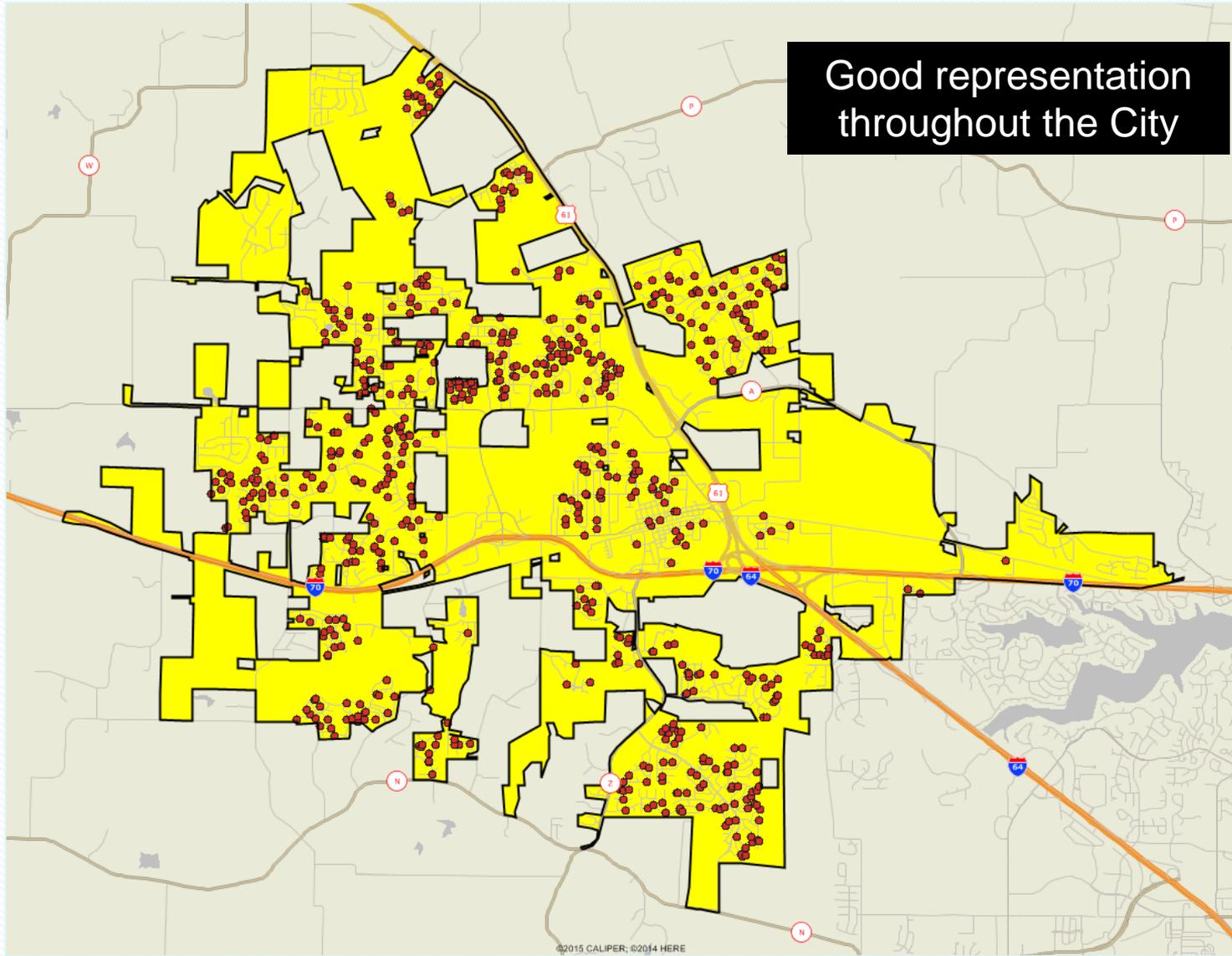
Purpose

- **To objectively assess citizen satisfaction with the delivery of major City services**
- **To measure trends from 2010 to 2016**
- **To compare the City's performance with other communities national and regionally**
- **To help determine priorities for the community**

Methodology

- **Survey Description**
 - ❑ seven-page survey
 - ❑ included many of the same questions that were asked on the 2010 survey
- **Method of Administration**
 - ❑ by mail, phone and online
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ goal number of surveys: 450
 - ❑ goal exceeded: 686 completed surveys
- **Confidence level:** 95⁰%
- **Margin of error:** +/- 3.7⁰% overall

Location of Survey Respondents



Wentzville 2016 Community Survey

Bottom Line Up Front

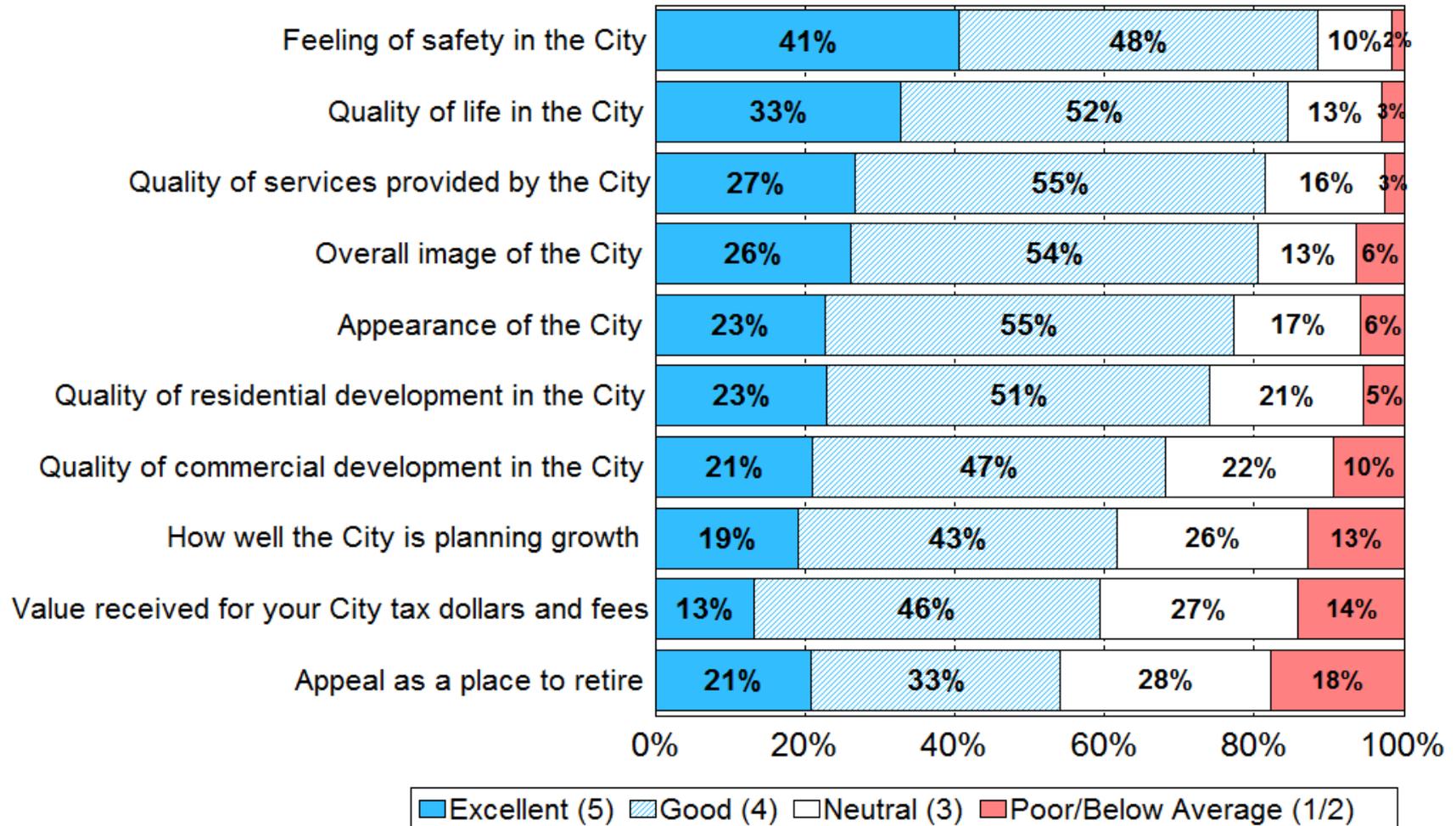
- **Residents Have a Very Positive Perception of the City**
 - ❑ 85% rated the overall quality of life in the City as “excellent” or “good”; only 3% rated it as “below average” or “poor”
- **Analysis of Trends**
 - ❑ Satisfaction ratings have increased in 51 of 68 areas since 2010
- **Overall satisfaction with City services is significantly higher in Wentzville than other communities**
 - ❑ The City rated above the national and regional average in 41 of the 50 areas that were compared
 - ❑ The City rated 28% above the national average and 26% above the regional average in the overall quality of services provided
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Flow of traffic and congestion management
 - ❑ maintenance of city streets

Major Finding #1

Residents Have a Very Positive
Perception of the City

Q3. How Respondents Rate Items That Influence Their Perception of the City

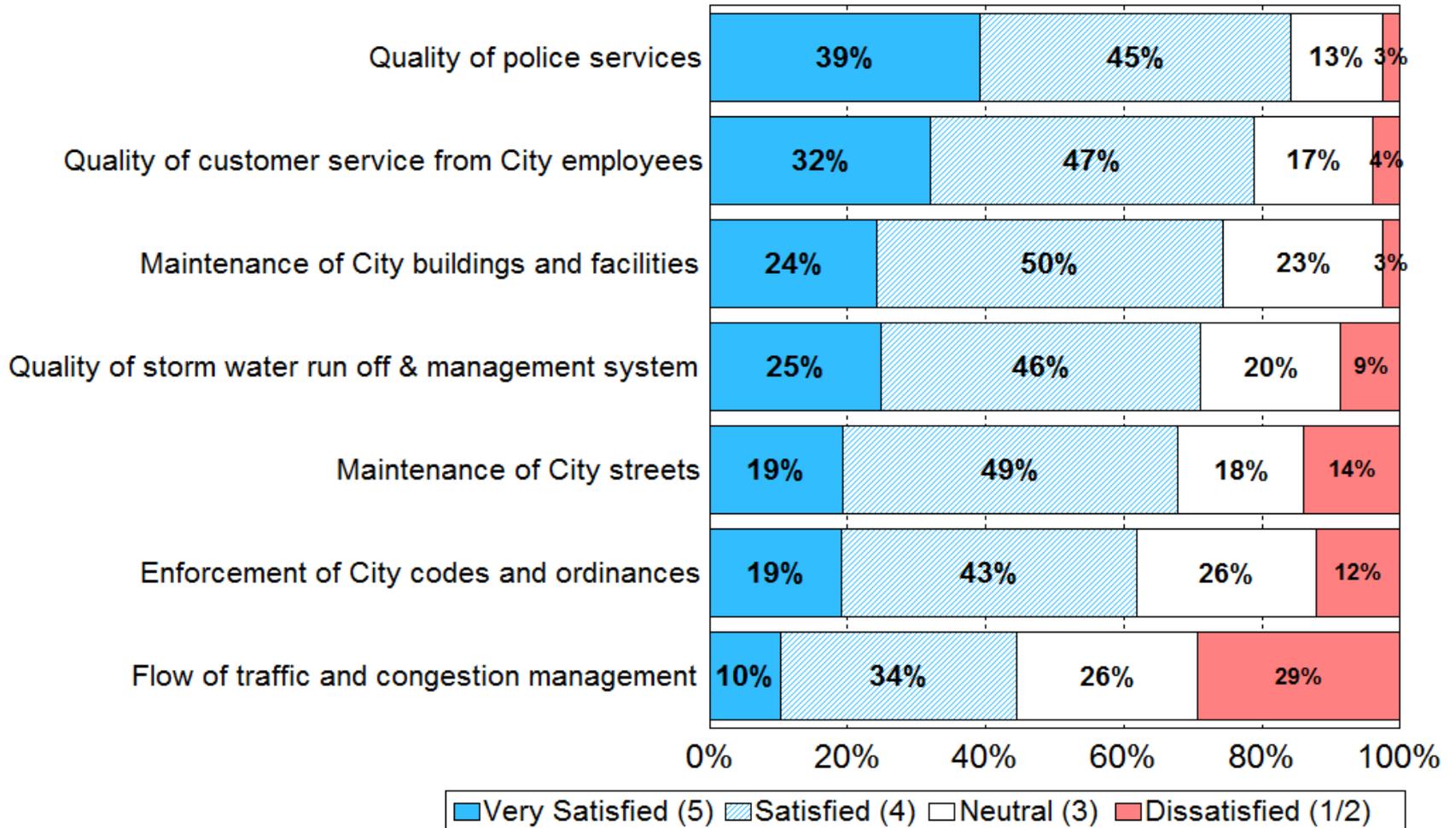
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



82% of Residents Are Satisfied with the Overall Quality of Services Provided by the City, Compared to Only 3% Who Are Dissatisfied

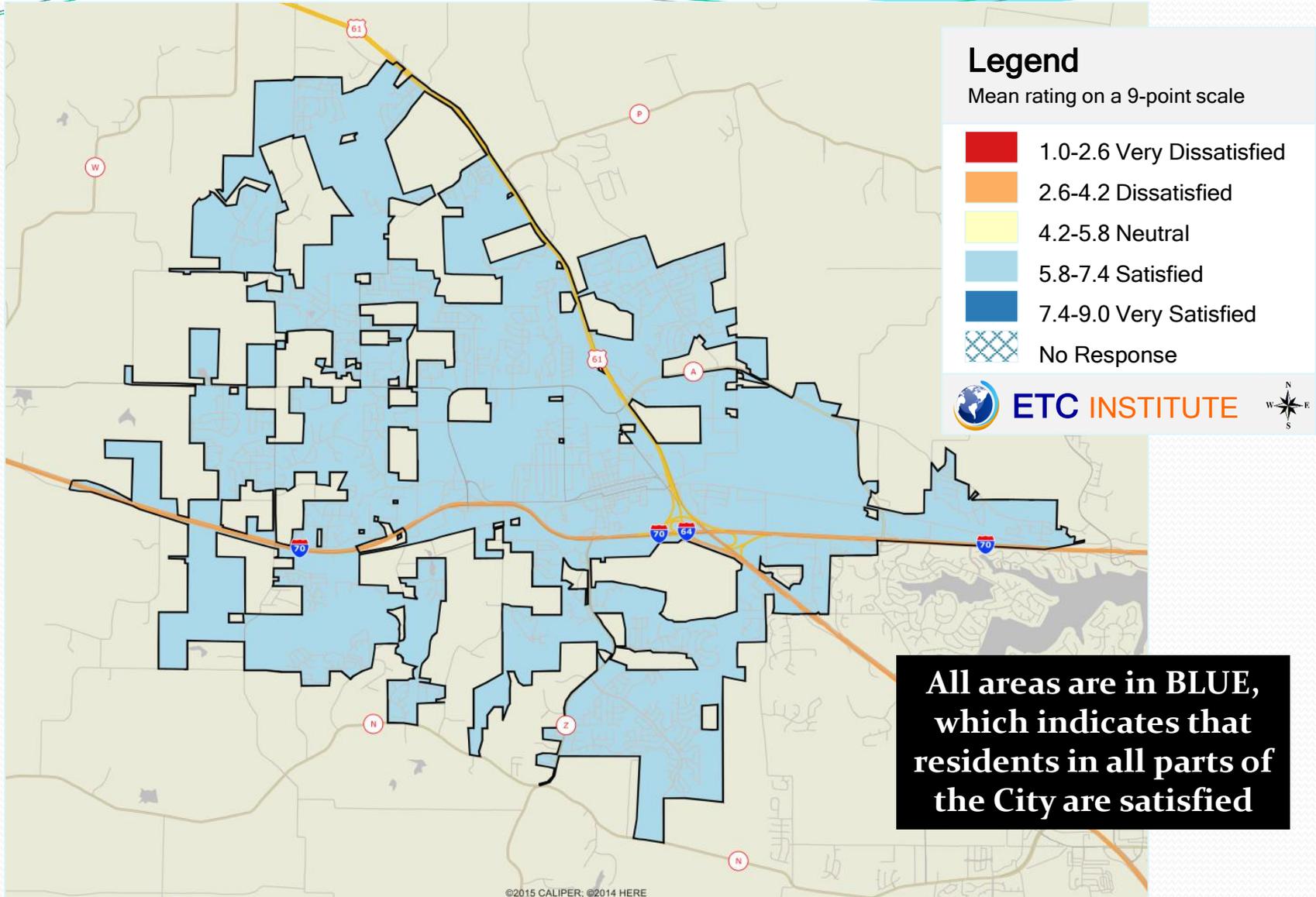
Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



With the Exception of Traffic Flow, 14% or Less of Residents Were Dissatisfied with Any of the Major Categories of City Services That Were Rated

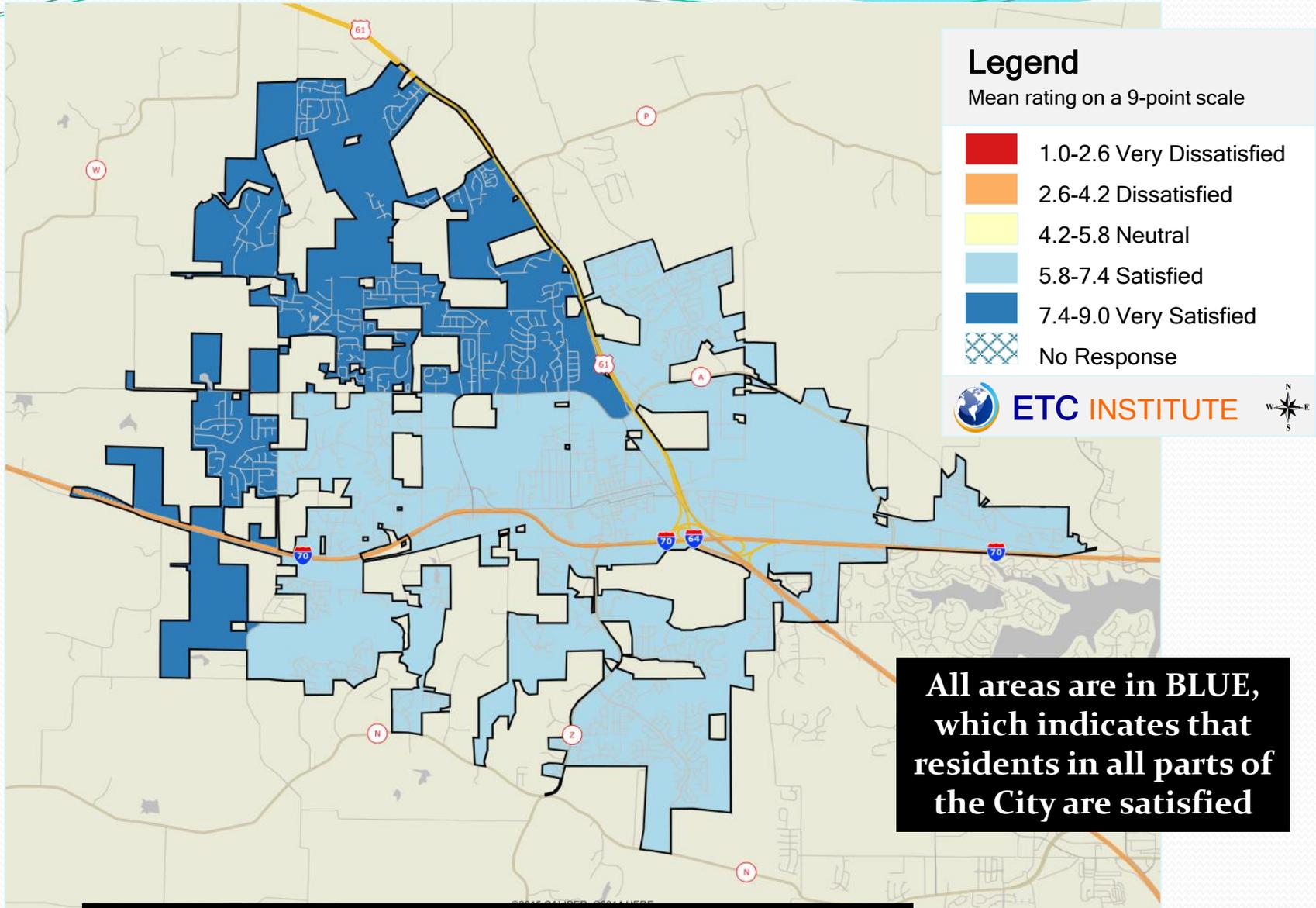
Overall Quality of Services Provided by the City



City of Wentzville 2016 Community Survey

Mean rating for all respondents by CBG (merged as needed)

Overall Quality of Life in the City



All areas are in BLUE, which indicates that residents in all parts of the City are satisfied

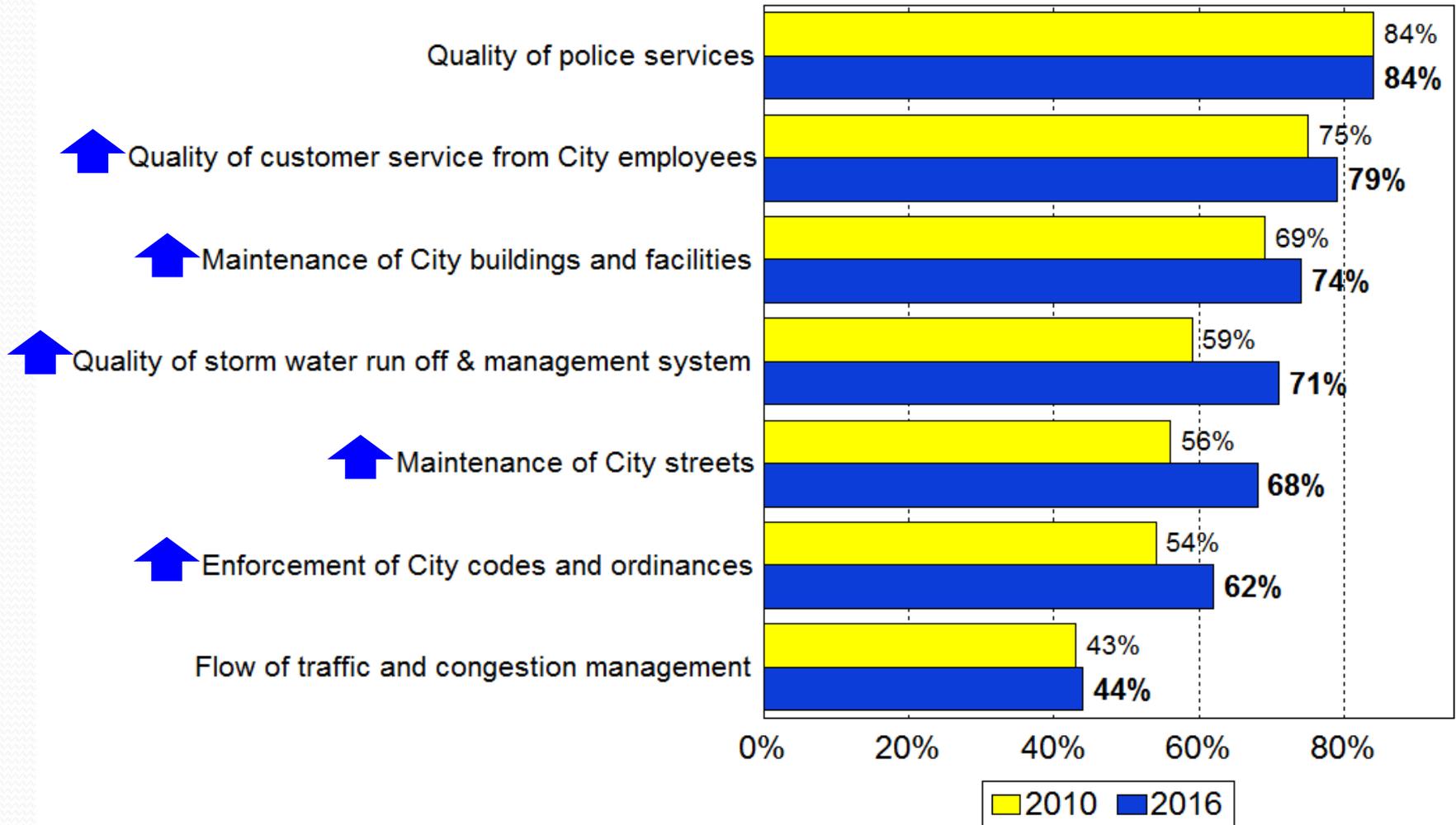
City of Wentzville 2016 Community Survey
Mean rating for all respondents by CBG (merged as needed)

Major Finding #2

Satisfaction Ratings Have
Improved in Most Areas
Since 2010

TRENDS: Overall Satisfaction with City Services by Major Category (2010 vs. 2016)

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

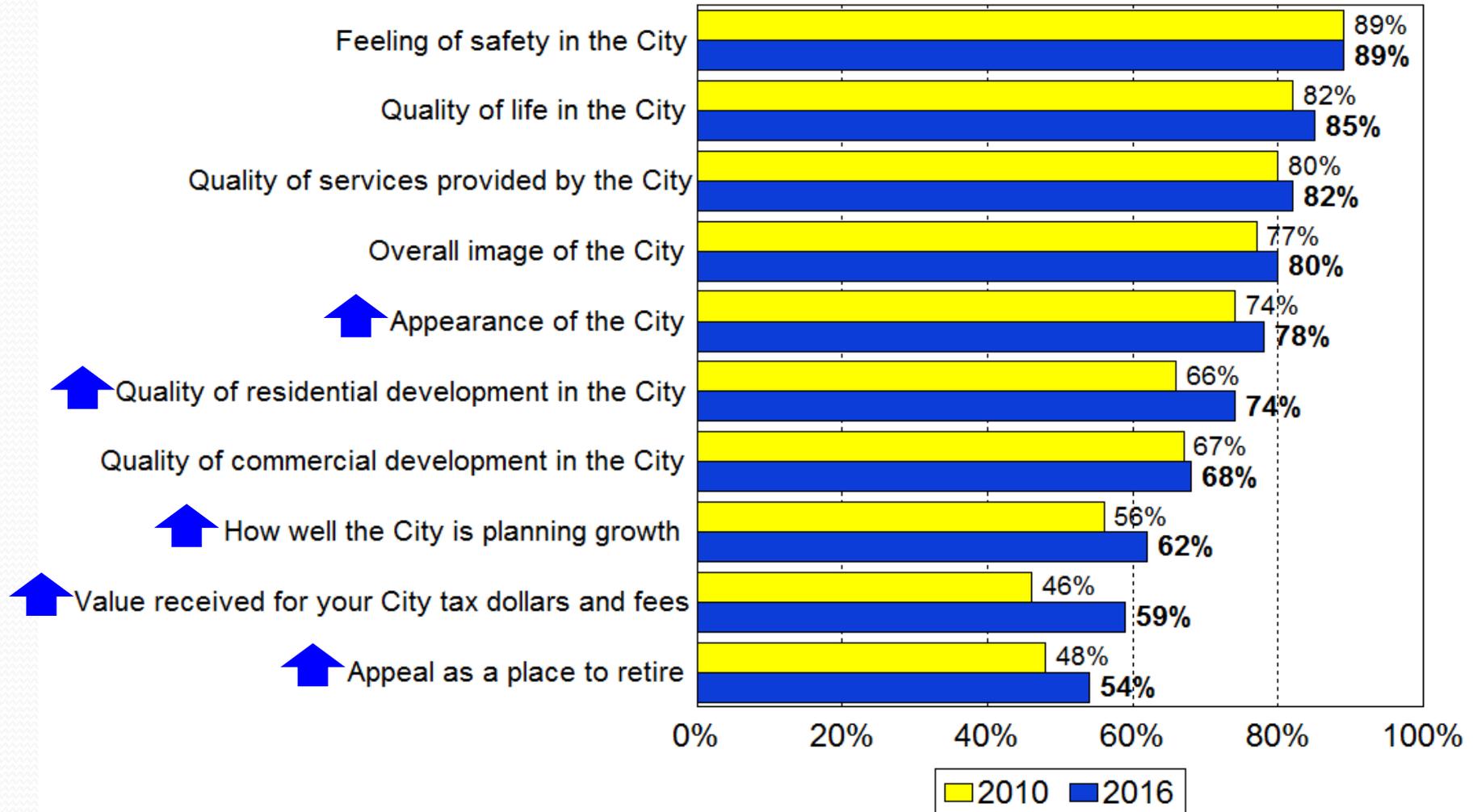


Source: ETC Institute (2016)

Significant Increases From 2010: ↑ **Significant Decreases From 2010:** ↓

TRENDS: How Respondents Rate Items That Influence Their Perception of the City (2010 vs. 2016)

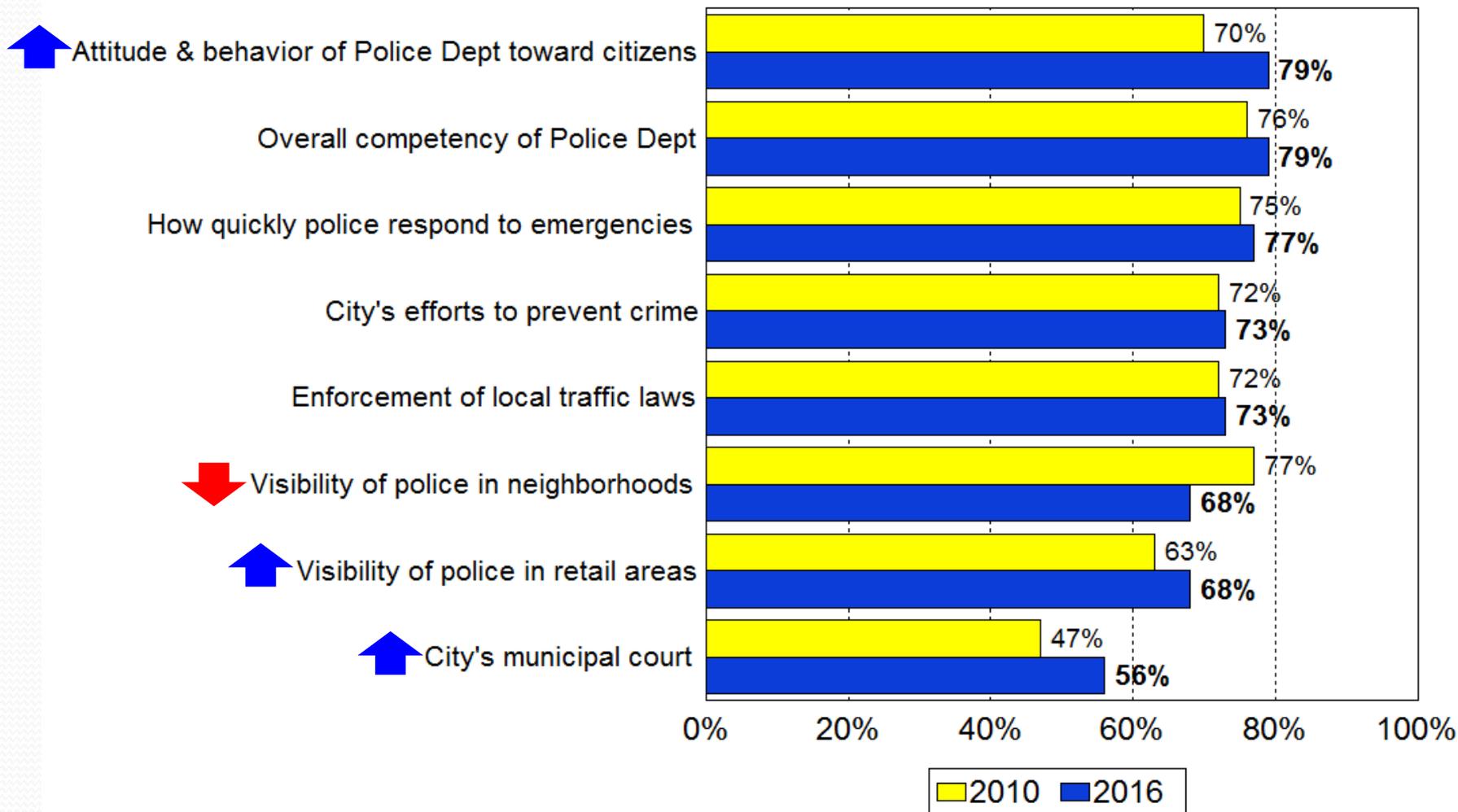
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Significant Increases From 2010: ↑ **Significant Decreases From 2010:** ↓

TRENDS: Satisfaction with Various Aspects of Public Safety Services (2010 vs. 2016)

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



Source: ETC Institute (2016)

Significant Increases From 2010: ↑ **Significant Decreases From 2010:** ↓

TRENDS: Satisfaction with Various Aspects of City Maintenance/Public Works (2010 vs. 2016)

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



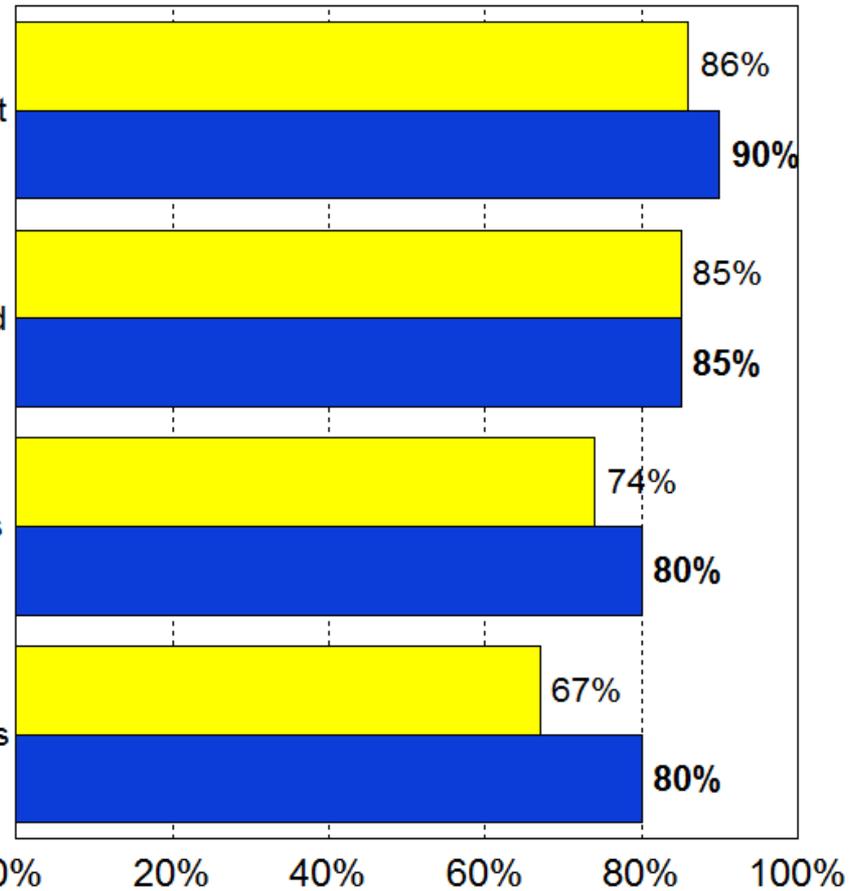
Source: ETC Institute (2016)

Significant Increases From 2010: ↑ **Significant Decreases From 2010:** ↓

TRENDS: Satisfaction with Various Aspects of Customer Service Received from the City (2010 vs. 2016)

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

↑ How easy the department was to contact



↑ Technical competence & knowledge of City employees

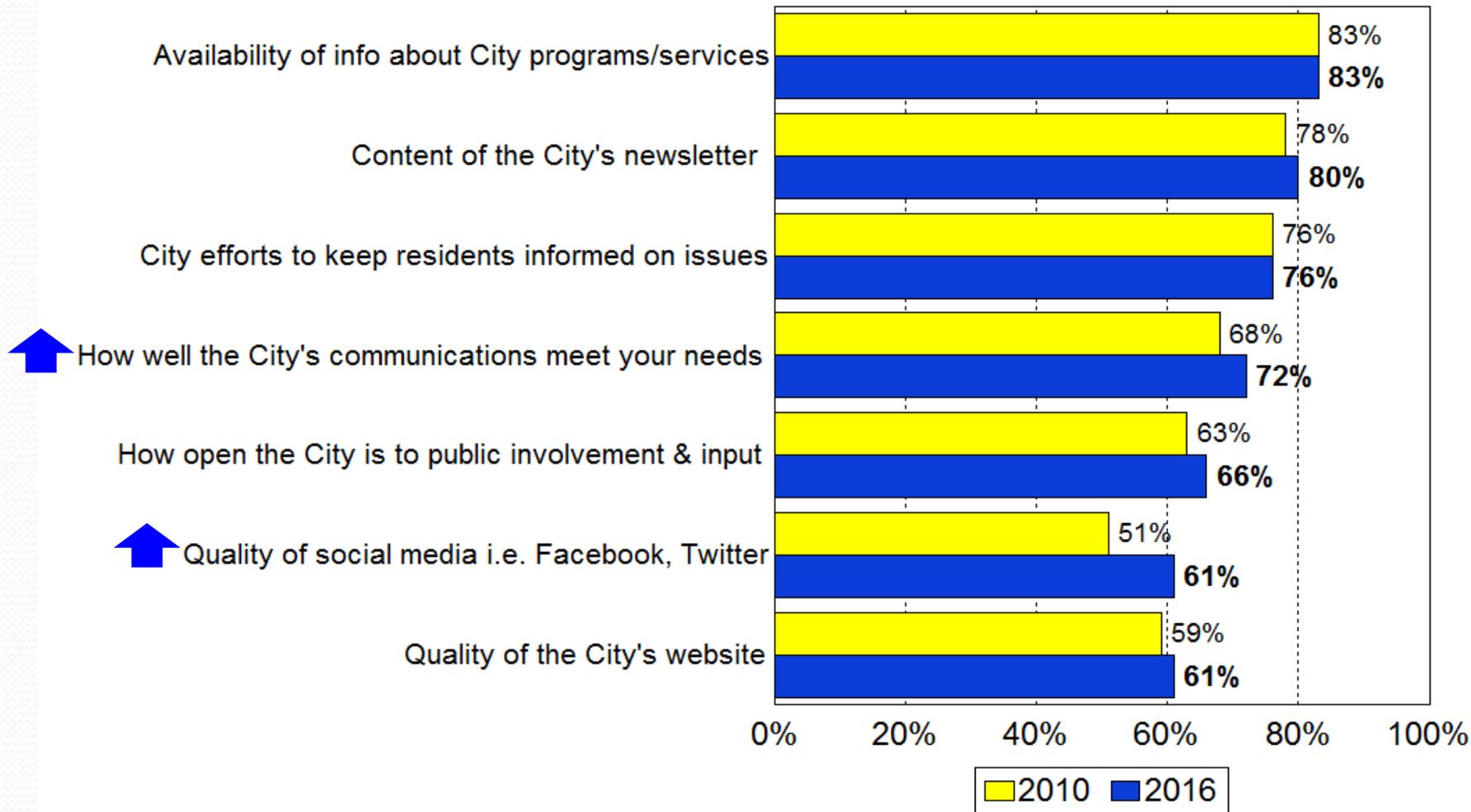
↑ Overall responsiveness of City employees

Source: ETC Institute (2016)

Significant Increases From 2010: ↑ **Significant Decreases From 2010:** ↓

TRENDS: Satisfaction with Various Aspects of City Communications (2010 vs. 2016)

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



Source: ETC Institute (2016)

Significant Increases From 2010:

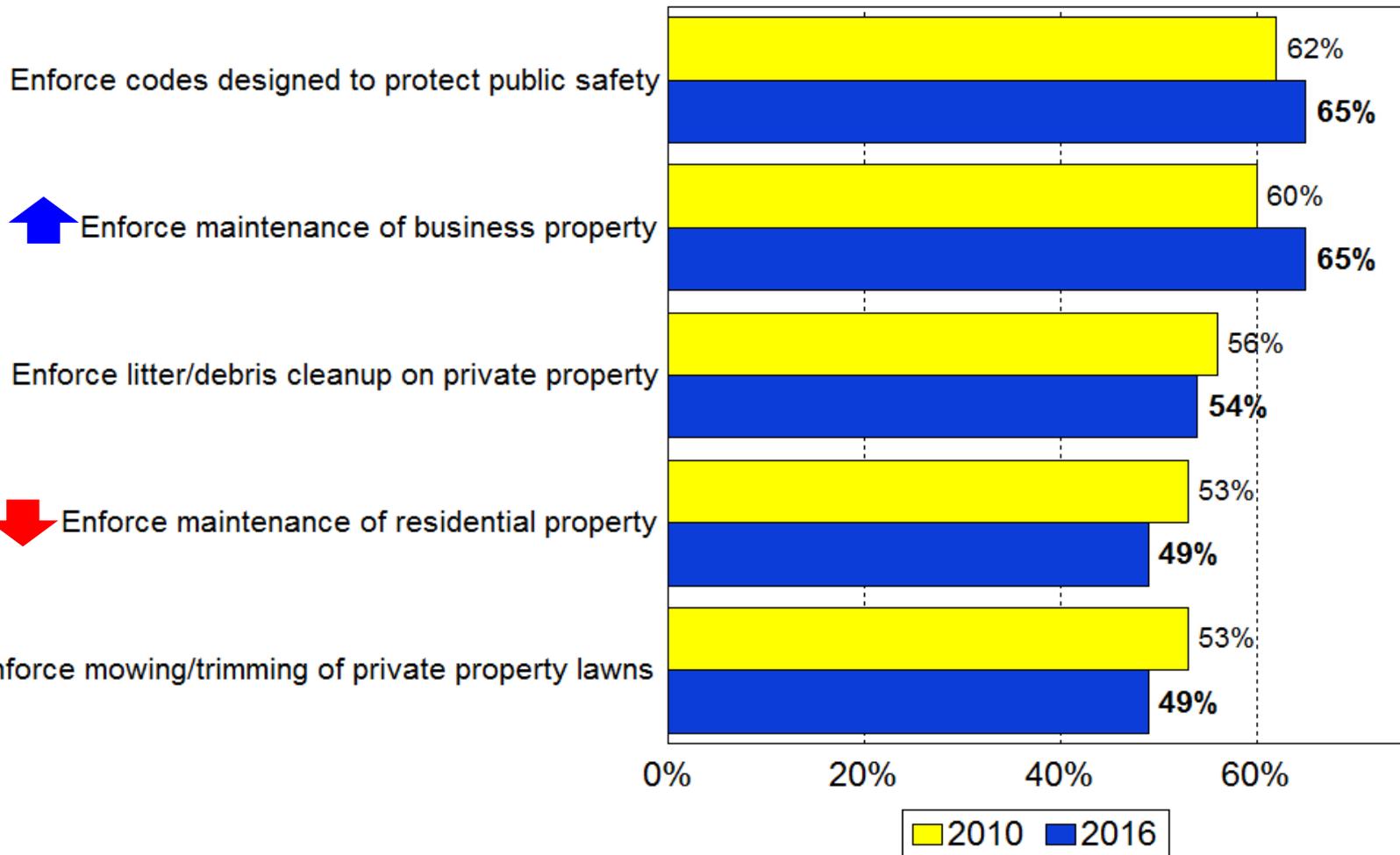


Significant Decreases From 2010:



TRENDS: Satisfaction with Various Aspects of Property Maintenance Codes (2010 vs. 2016)

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

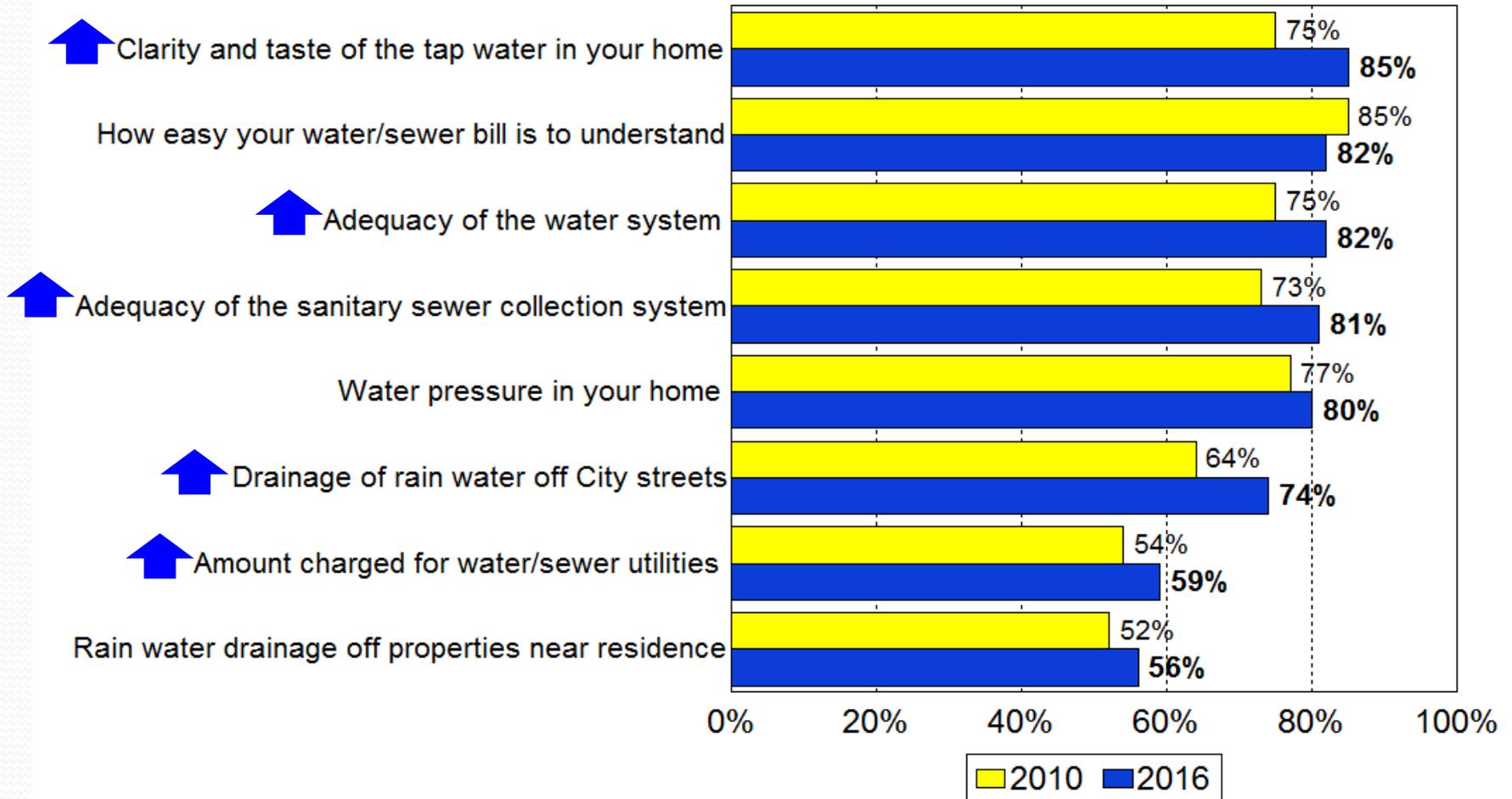


Source: ETC Institute (2016)

Significant Increases From 2010: ↑ **Significant Decreases From 2010:** ↓

TRENDS: Satisfaction with Various Aspects of Sewer and Water Utilities and Storm Water Management (2010 vs. 2016)

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



Source: ETC Institute (2016)

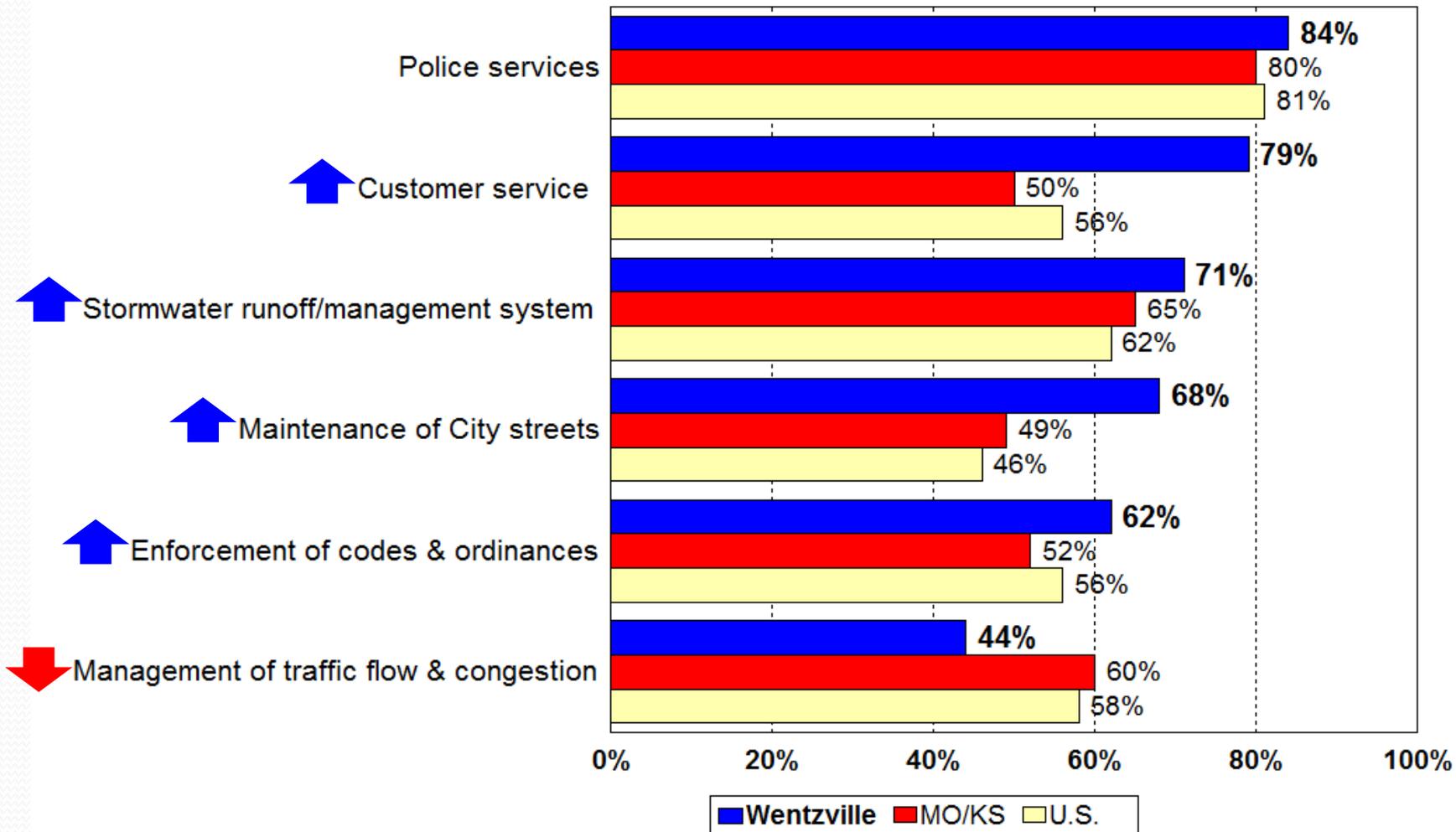
Significant Increases From 2010: ↑ **Significant Decreases From 2010:** ↓

Major Finding #3

Satisfaction with City services
is significantly higher in
Wentzville than other
communities

Overall Satisfaction with Various City Services Wentzville vs. MO/KS Region 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: 2016 ETC Institute

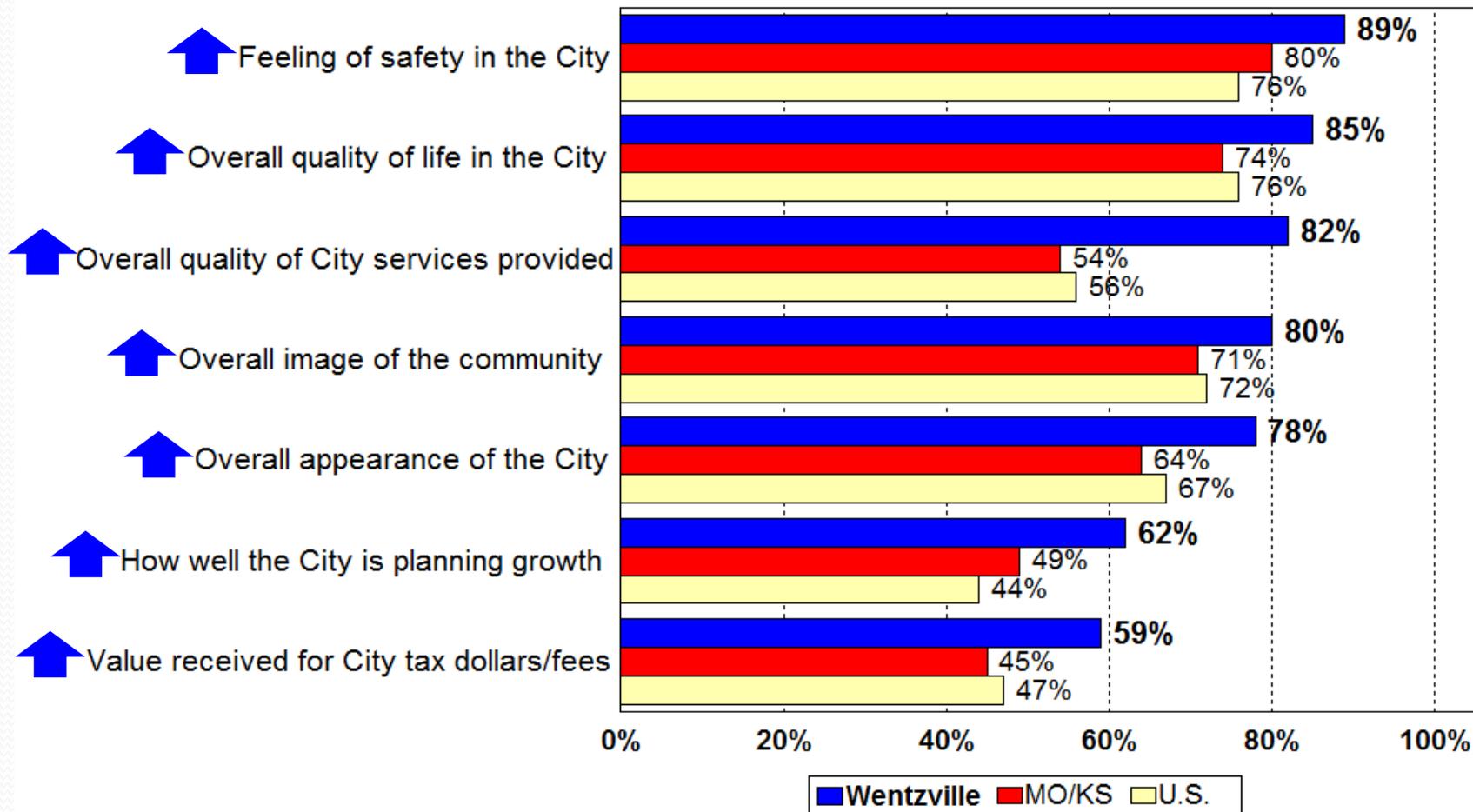
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Issues that Influence Perceptions of the City

Wentzville vs. MO/KS Region 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)



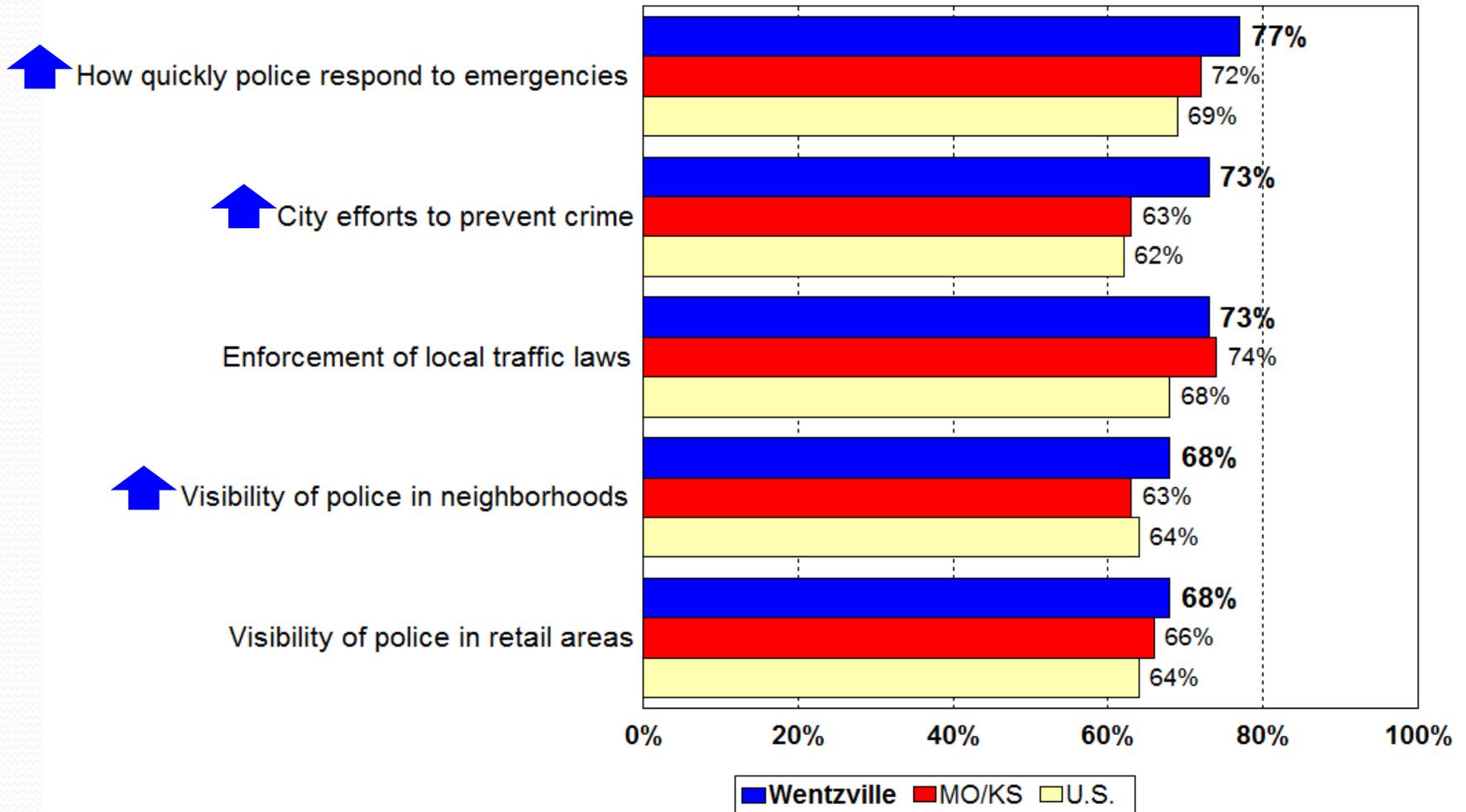
Source: 2016 ETC Institute

Significantly Higher:

Significantly Lower:

Overall Satisfaction with Public Safety Wentzville vs. MO/KS Region 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)



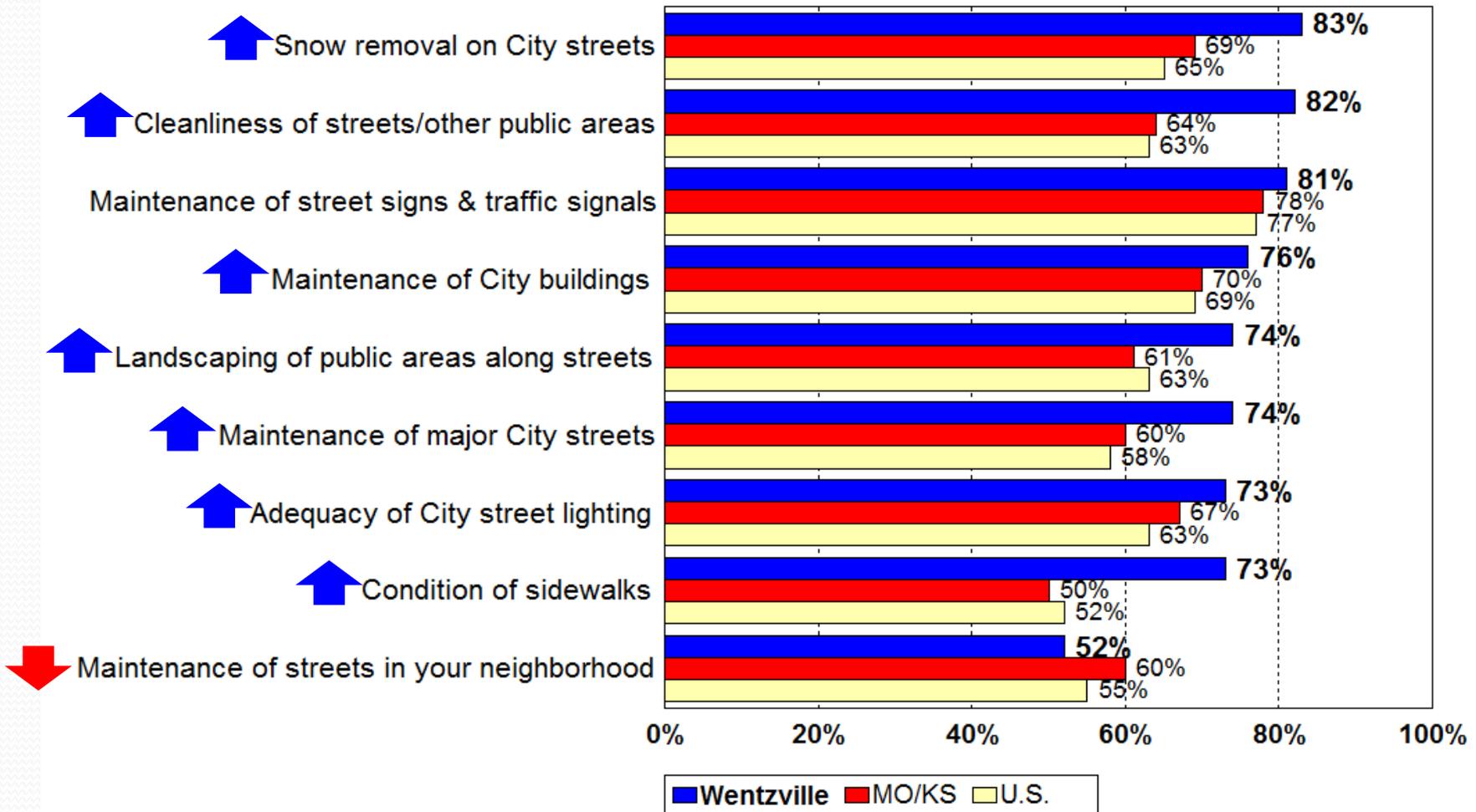
Source: 2016 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with City Maintenance Wentzville vs. MO/KS Region 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)



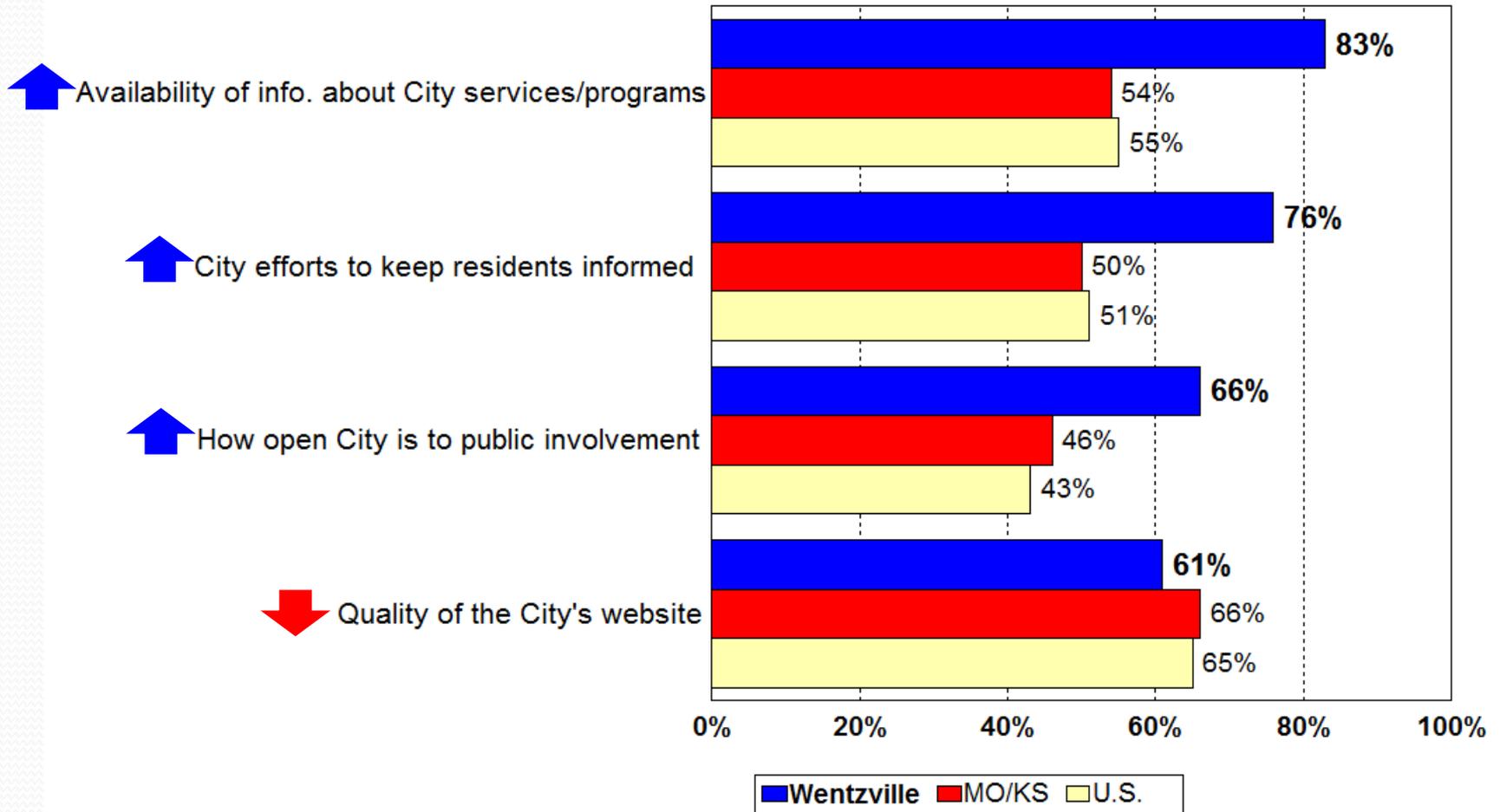
Source: 2016 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Communication Wentzville vs. MO/KS Region 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: 2016 ETC Institute

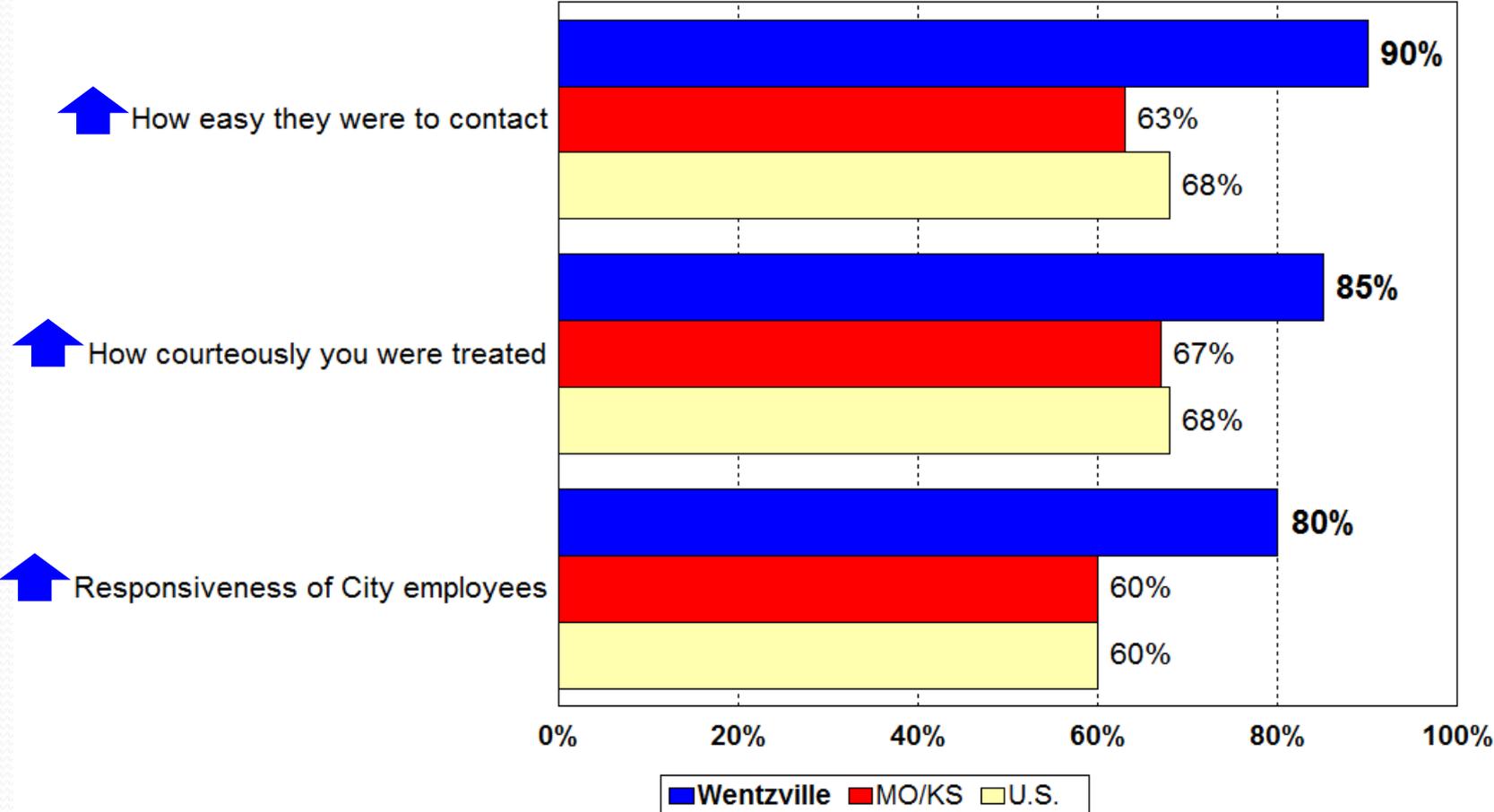
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Customer Service

Wentzville vs. MO/KS Region 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)



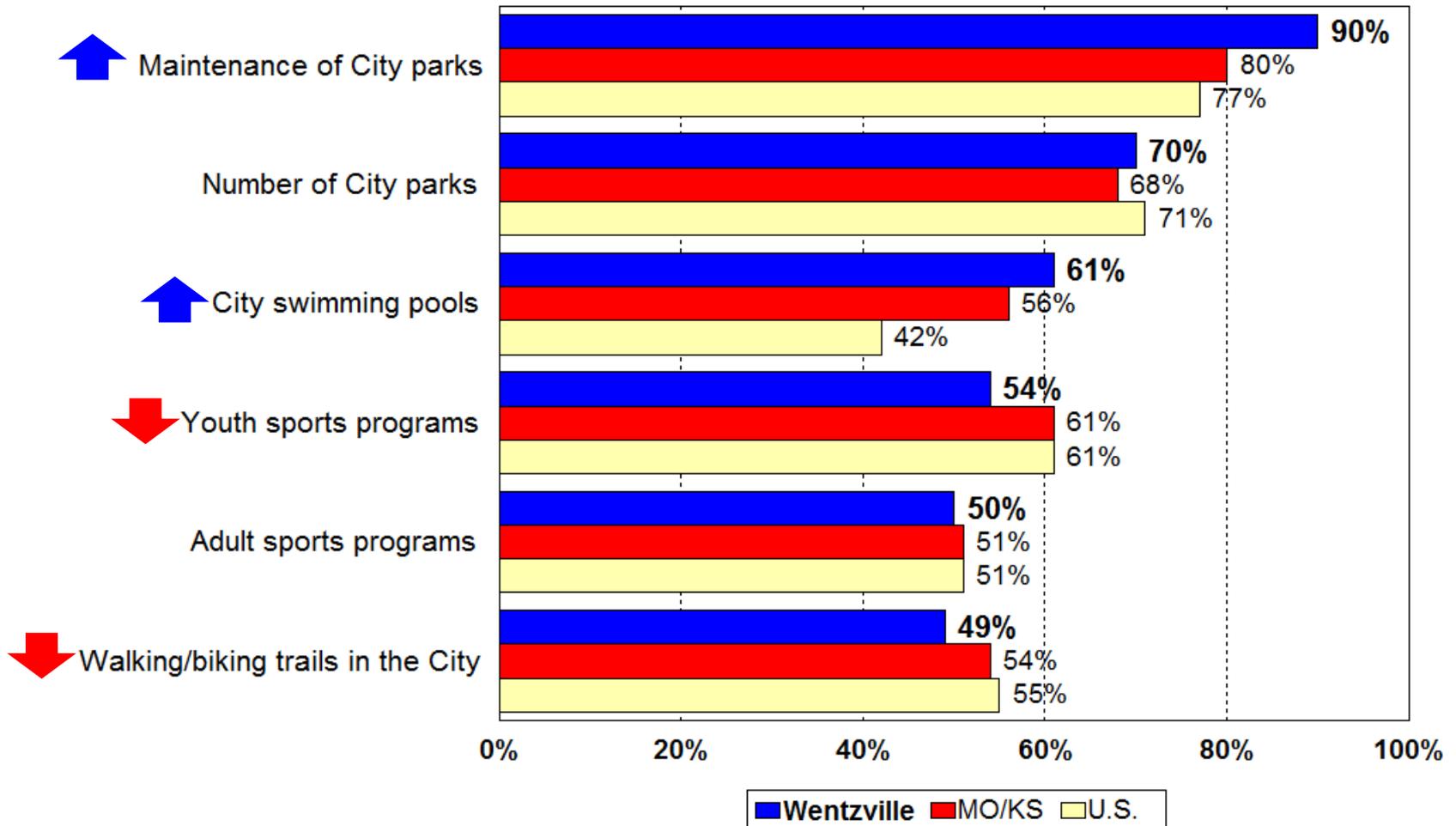
Source: 2016 ETC Institute

Significantly Higher:

Significantly Lower:

Overall Satisfaction with Parks and Recreation Wentzville vs. MO/KS Region 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: 2016 ETC Institute

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #4

Top Priorities for Investment

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

Overall Priorities: 

Importance-Satisfaction Rating

City of Wentzville, Missouri

Public Safety

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>						
Visibility of police in neighborhoods	38%	1	68%	6	0.1216	1
<u>Medium Priority (IS <.10)</u>						
City's efforts to prevent crime	34%	2	73%	4	0.0918	2
Visibility of police in retail areas	26%	3	68%	7	0.0832	3
How quickly police respond to emergencies	17%	4	77%	3	0.0391	4
Enforcement of local traffic laws	14%	7	73%	5	0.0378	5
Attitude & behavior of Police Dept toward citizens	17%	5	79%	1	0.0357	6
Overall competency of Police Dept	15%	6	79%	2	0.0315	7
City's municipal court	6%	8	56%	8	0.0264	8

Public Safety Priorities: 

Importance-Satisfaction Rating

City of Wentzville, Missouri

Maintenance/Public Works

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 streets in your neighborhood	44%	1	52%	12	0.2112	1
<u>Medium Priority (IS <.10)</u>						
Maintenance of major City streets	32%	2	74%	7	0.0832	2
Snow removal on neighborhood streets	20%	3	69%	11	0.0620	3
Adequacy of City street lighting	19%	4	73%	10	0.0513	4
Condition of City sidewalks	13%	6	73%	9	0.0351	5
Landscaping of public areas along streets	9%	9	74%	6	0.0234	6
Snow removal on major City streets	13%	5	83%	2	0.0221	7
Maintenance of street signs and traffic signals	11%	7	81%	4	0.0209	8
Overall cleanliness of streets/other public areas	10%	8	82%	3	0.0180	9
Maintenance of City buildings	6%	10	76%	5	0.0144	10
Quality of street sweeping services	3%	11	73%	8	0.0081	11
Mowing and trimming of City parks	2%	12	85%	1	0.0030	12

Maintenance/Public Works Priorities: 

Importance-Satisfaction Rating

City of Wentzville, Missouri

Parks and Recreation

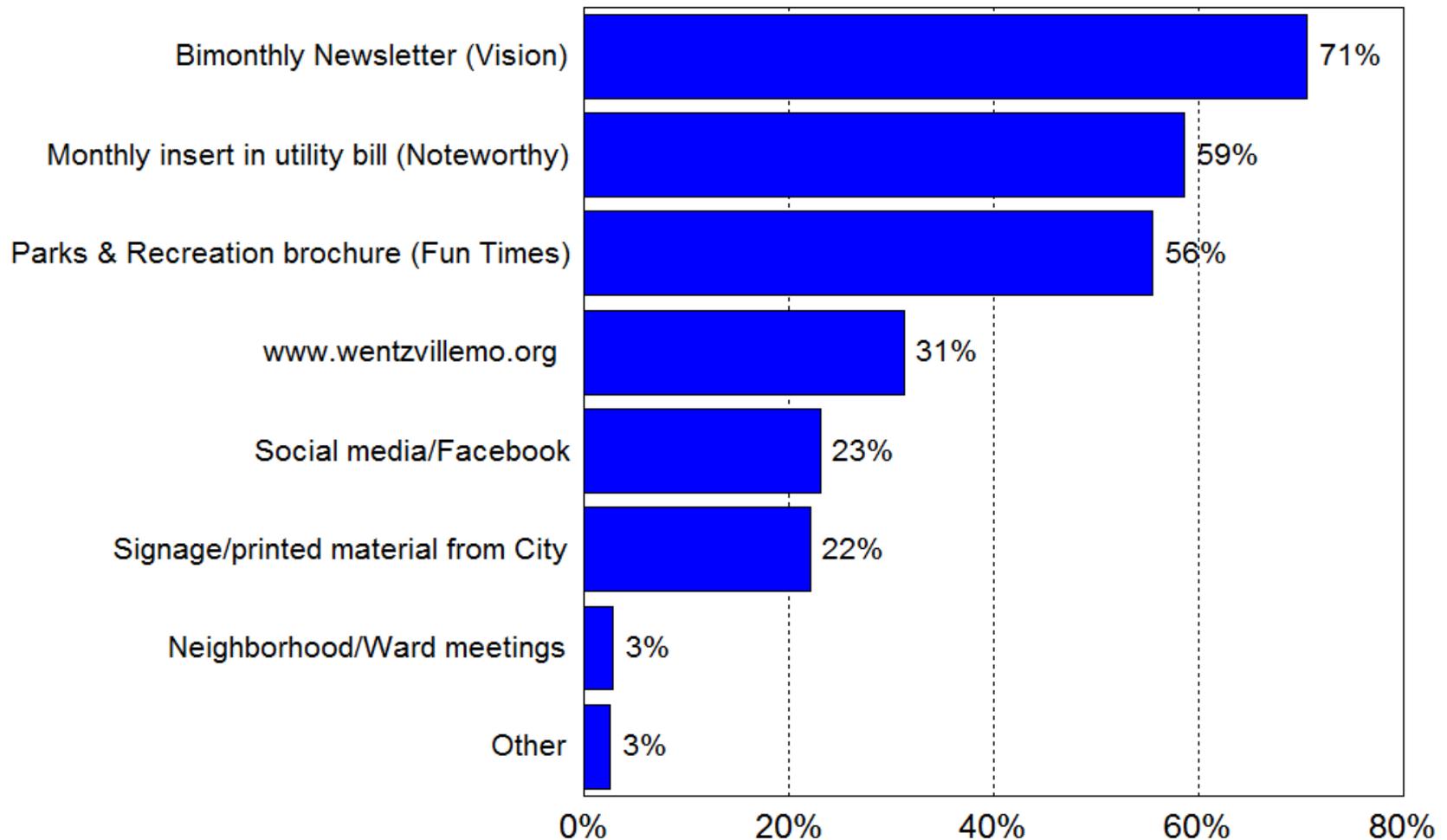
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10 - .20)</u>						
Indoor recreation facilities	25%	1	36%	17	0.1600	1
Walking and biking trails in the City	24%	2	49%	13	0.1224	2
<u>Medium Priority (IS <.10)</u>						
Number of City parks	16%	3	70%	3	0.0480	3
City swimming pools	12%	5	61%	5	0.0468	4
Fees charged for recreation programs	9%	8	53%	10	0.0423	5
Special events	9%	7	53%	11	0.0423	6
City's senior programs	7%	11	43%	15	0.0399	7
Outdoor recreation facilities	9%	9	59%	6	0.0369	8
The City's youth sports programs	7%	10	54%	9	0.0322	9
The Senior Center	5%	12	39%	16	0.0305	10
Safety at the City's Parks and Rec facilities	10%	6	79%	2	0.0210	11
The City's recreation programs and classes	4%	13	58%	7	0.0168	12
Ease of reserving a field/facility	3%	17	47%	14	0.0159	13
The City's adult sports programs	3%	15	50%	12	0.0150	14
Maintenance of City parks	15%	4	90%	1	0.0150	15
Recreation classes offered for kids	3%	14	56%	8	0.0132	16
Ease of registering for programs	3%	16	63%	4	0.0111	17

Parks and Recreation Priorities:

Other Findings

Q13. What are your primary sources for information about community activities and services?

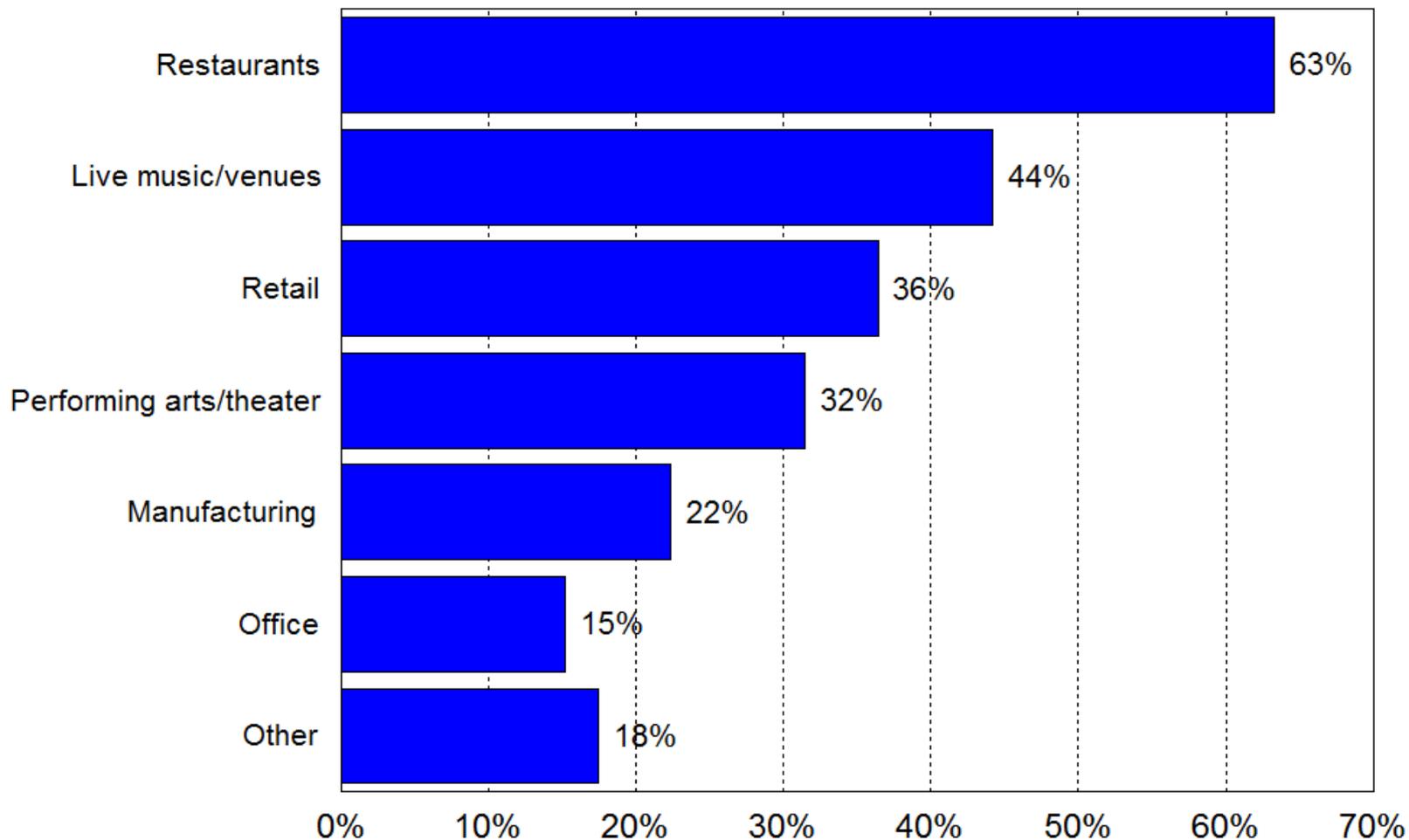
by percentage of respondents (multiple answers allowed)



Source: ETC Institute (2016)

Q17. Which of the following types of businesses would you like to see more of in Wentzville?

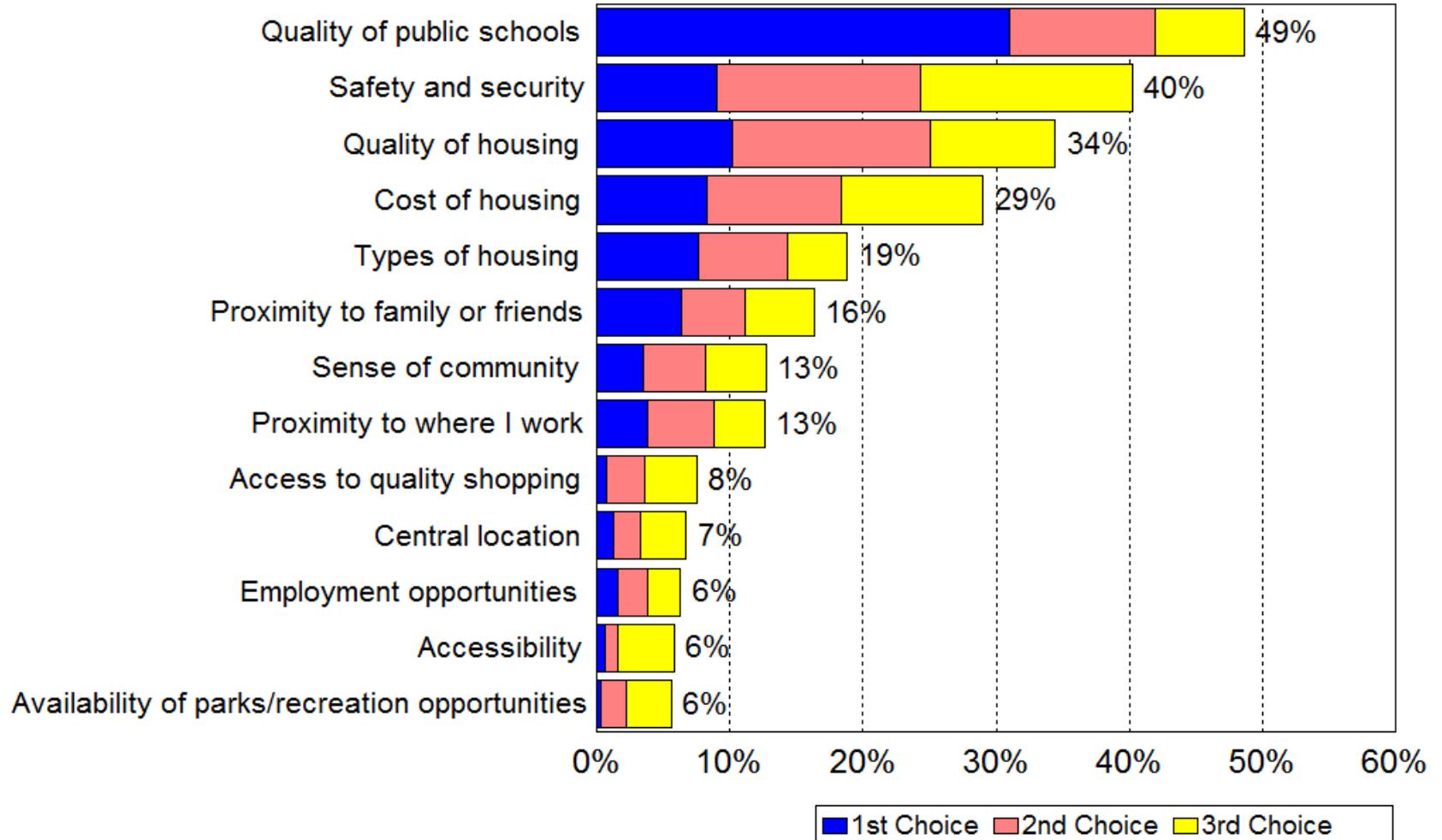
by percentage of respondents (multiple answers allowed)



Source: ETC Institute (2016)

Q19. Most Important Reasons for Respondents' Decision to Live in Wentzville

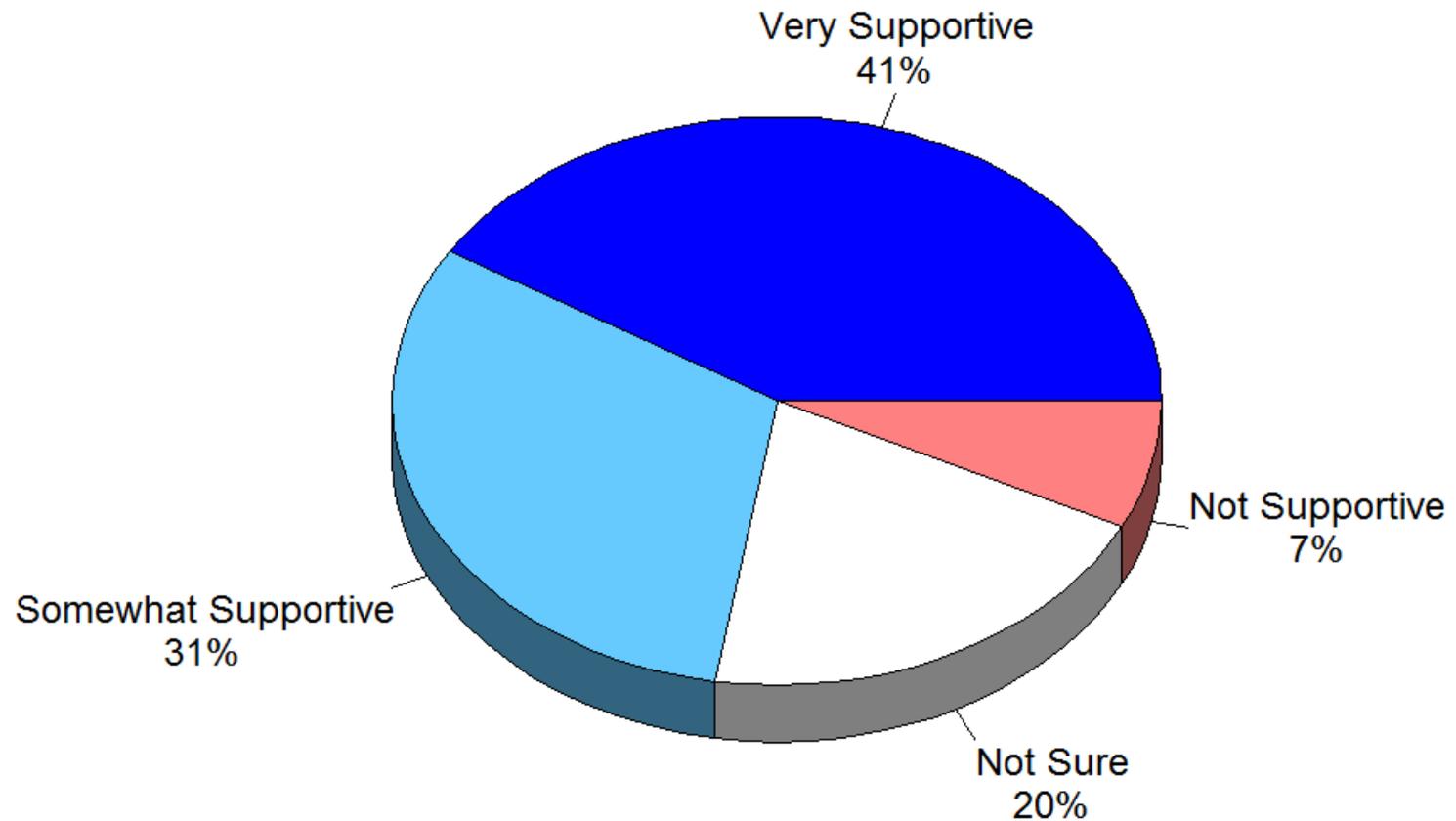
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q23. How Supportive Would You Be of Historic Preservation Efforts in Downtown Wentzville?

by percentage of respondents



Source: ETC Institute (2016)

Summary and Conclusions

- **Residents Have a Very Positive Perception of the City**
 - ❑ 85% rated the overall quality of life in the City as “excellent” or “good”; only 3% rated it as “below average” or “poor”
- **Analysis of Trends**
 - ❑ Satisfaction ratings have increased in 51 of 68 areas since 2010
- **Overall satisfaction with City services is significantly higher in Wentzville than other communities**
 - ❑ The City rated above the national and regional average in 41 of the 50 areas that were compared
 - ❑ The City rated 28% above the national average and 26% above the regional average in the overall quality of services provided
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Flow of traffic and congestion management
 - ❑ maintenance of city streets

Questions?

THANK YOU!!