

City of Wentzville
2010 Community Survey
Findings

Presented by
ETC Institute

October 29, 2010



Agenda

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

Purpose

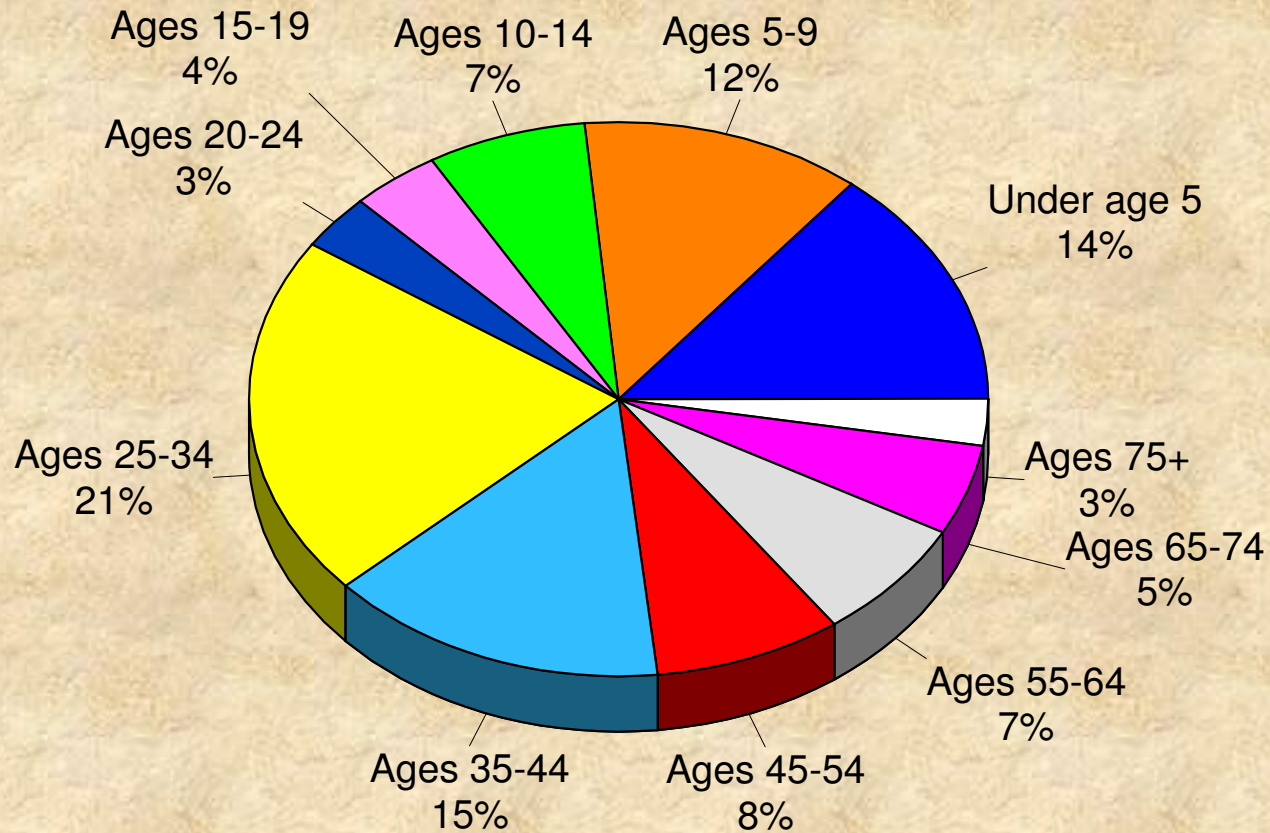
- **To objectively assess resident satisfaction with the delivery of City services**
- **To gather input from residents regarding priority actions**
- **To compare Wentzville's performance with other cities in Missouri and Kansas**

Methodology

- **Survey Description**
 - developed based on satisfaction and priority services of importance to the City of Wentzville and services which could be measured against other communities
- **Method of Administration**
 - by mail and phone to a randomly selected sample of households in Wentzville
 - Sample included households with traditional land lines and cell phones
 - each survey took approximately 15 minutes to complete
- **Sample size:**
 - 552 completed surveys
- **Confidence level: 95%**
- **Margin of error: +/- 4.2% overall**

Demographics: Ages of People in Household

by percentage of household occupants

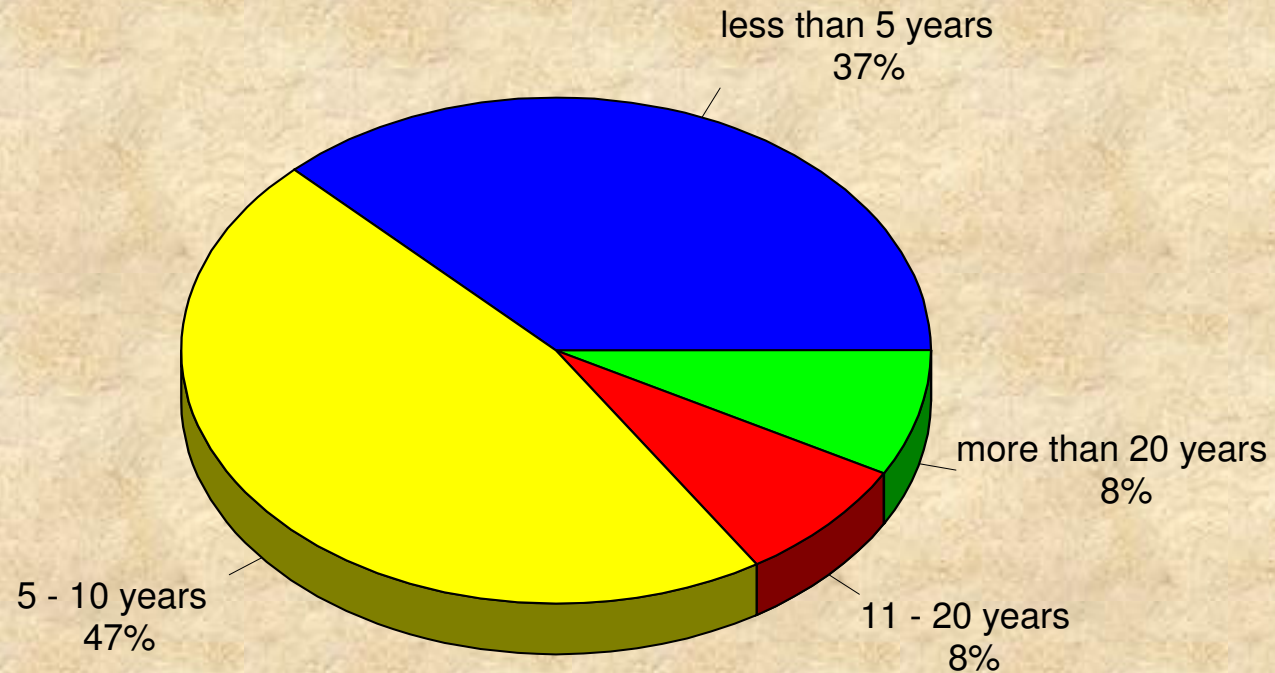


Source: ETC Institute (2010)

Good Representation By AGES OF HOUSEHOLD MEMBERS

Approximately how many years have you lived in the City of Wentzville?

by percentage of respondents

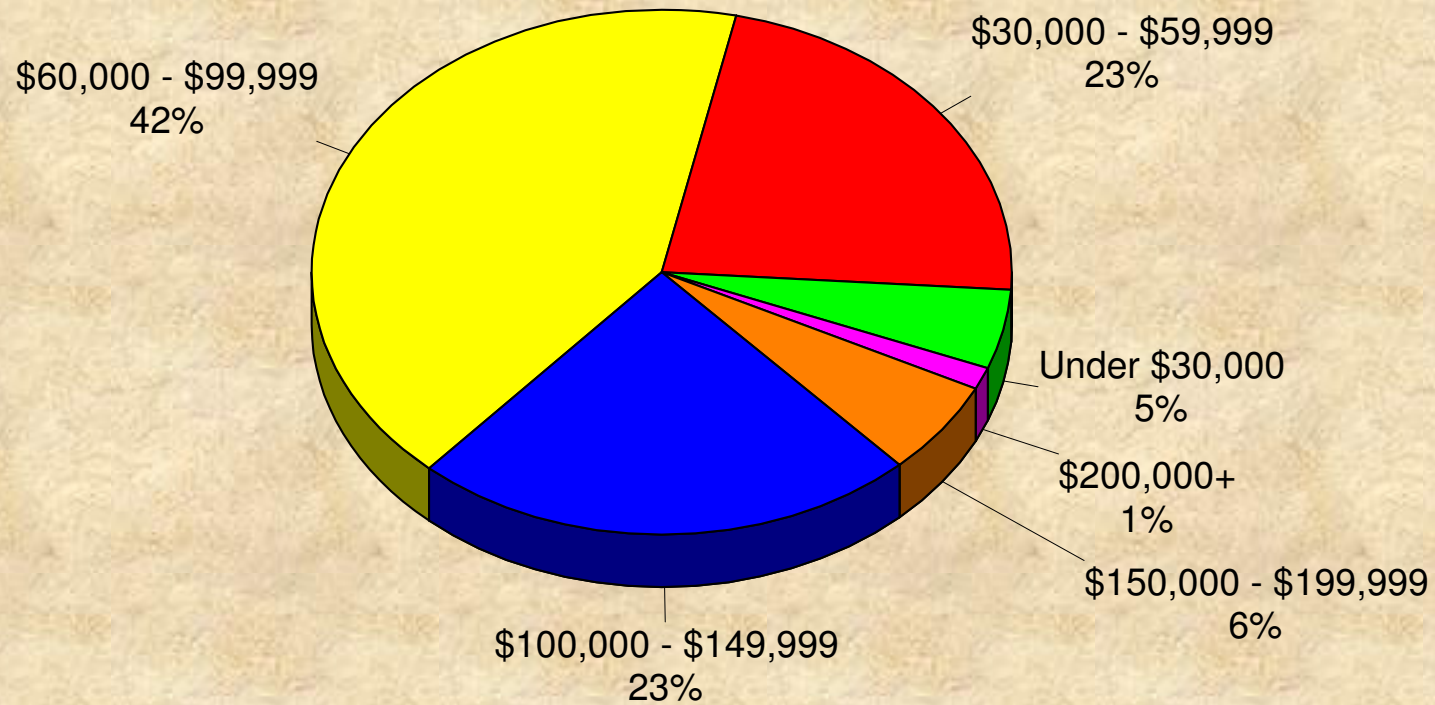


Source: ETC Institute (2010)

Good Representation By YEARS LIVED IN WENTZVILLE

Total Annual Household Income

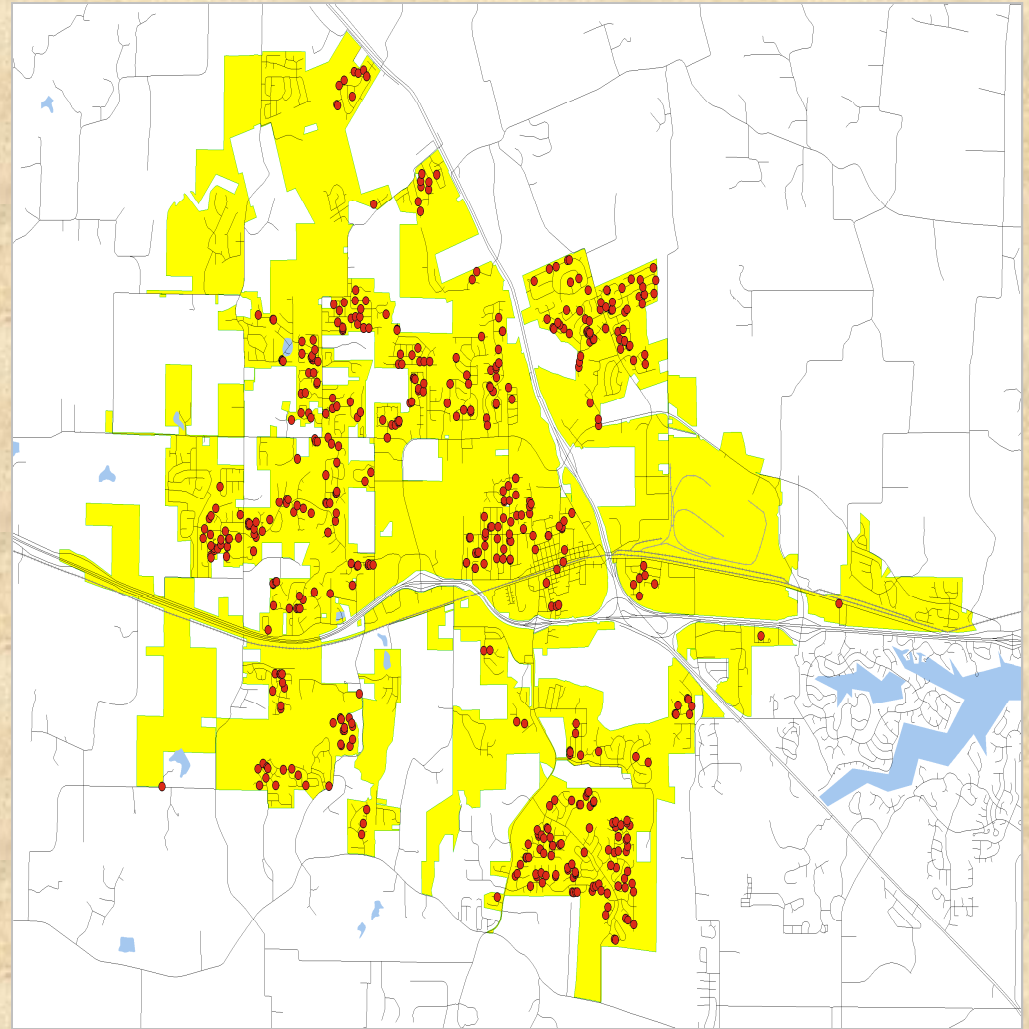
by percentage of respondents



Source: ETC Institute (2010)

**City of Wentzville
2010 Community Survey**

**Location of
Respondents**



Good Representation By LOCATION

Bottom Line Up Front

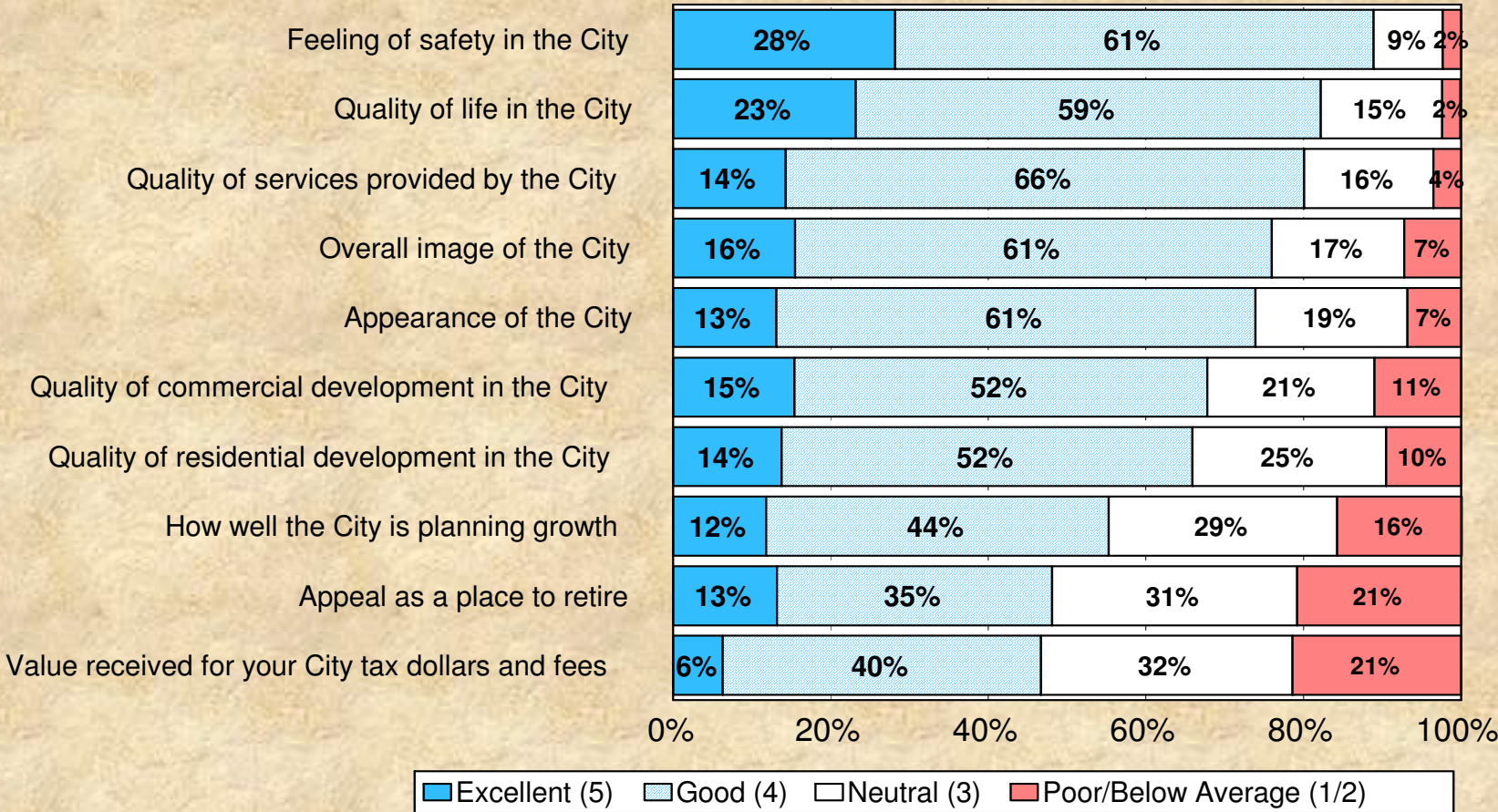
- Opportunities exist to improve resident satisfaction with services and their perceptions of the City
- Traffic Flow and Congestion Management is the City service that should receive the most emphasis over the next 2 years
- Residents feel that the pace of downtown redevelopment is “too slow”
- The quality of public schools and cost of housing are the most important reasons for residents’ decisions to live in Wentzville
- Residents have been largely supportive of the transportation projects currently completed or being completed with more “not sure” for future projects
- Satisfaction Benchmarks comparable to other Kansas and Missouri communities

Major Finding: #1

**In 8 out of 10 areas, More than
50% of Respondents Feel
“Excellent or Good” Regarding
Their Perceptions of the City of
Wentzville**

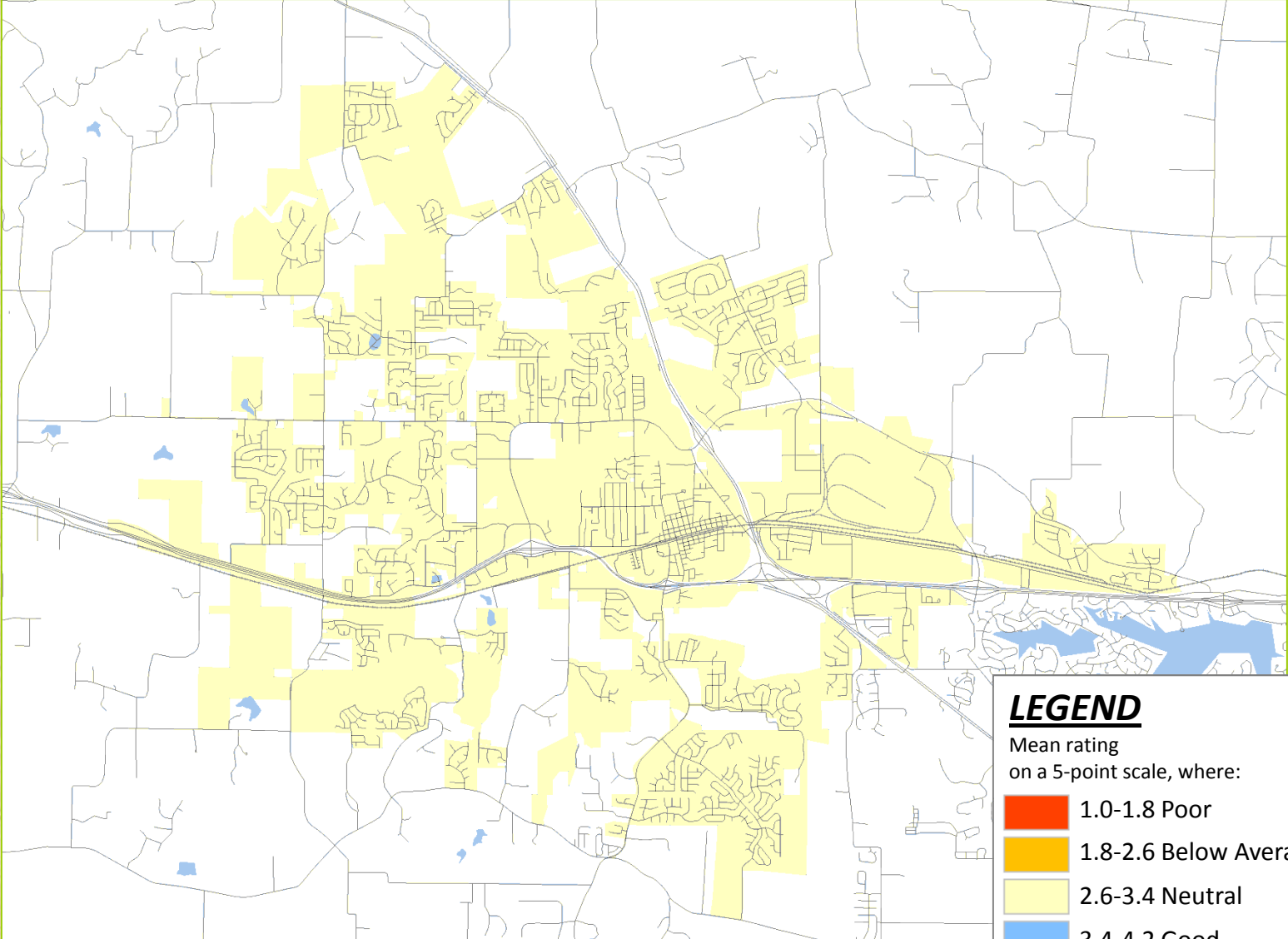
How Respondents Rate Items That Influence Their Perception of the City

by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010)







Q3b Overall Value Received for Your Tax Dollars and Fees



2010 City of Wentzville DirectionFinder Survey
Shading reflects the mean rating for all respondents by Census Block Group.
(Selected CBG's were merged based on respondent distribution.)

LEGEND

Mean rating
on a 5-point scale, where:

-  1.0-1.8 Poor
-  1.8-2.6 Below Average
-  2.6-3.4 Neutral
-  3.4-4.2 Good
-  4.2-5.0 Excellent
-  Other (no responses)

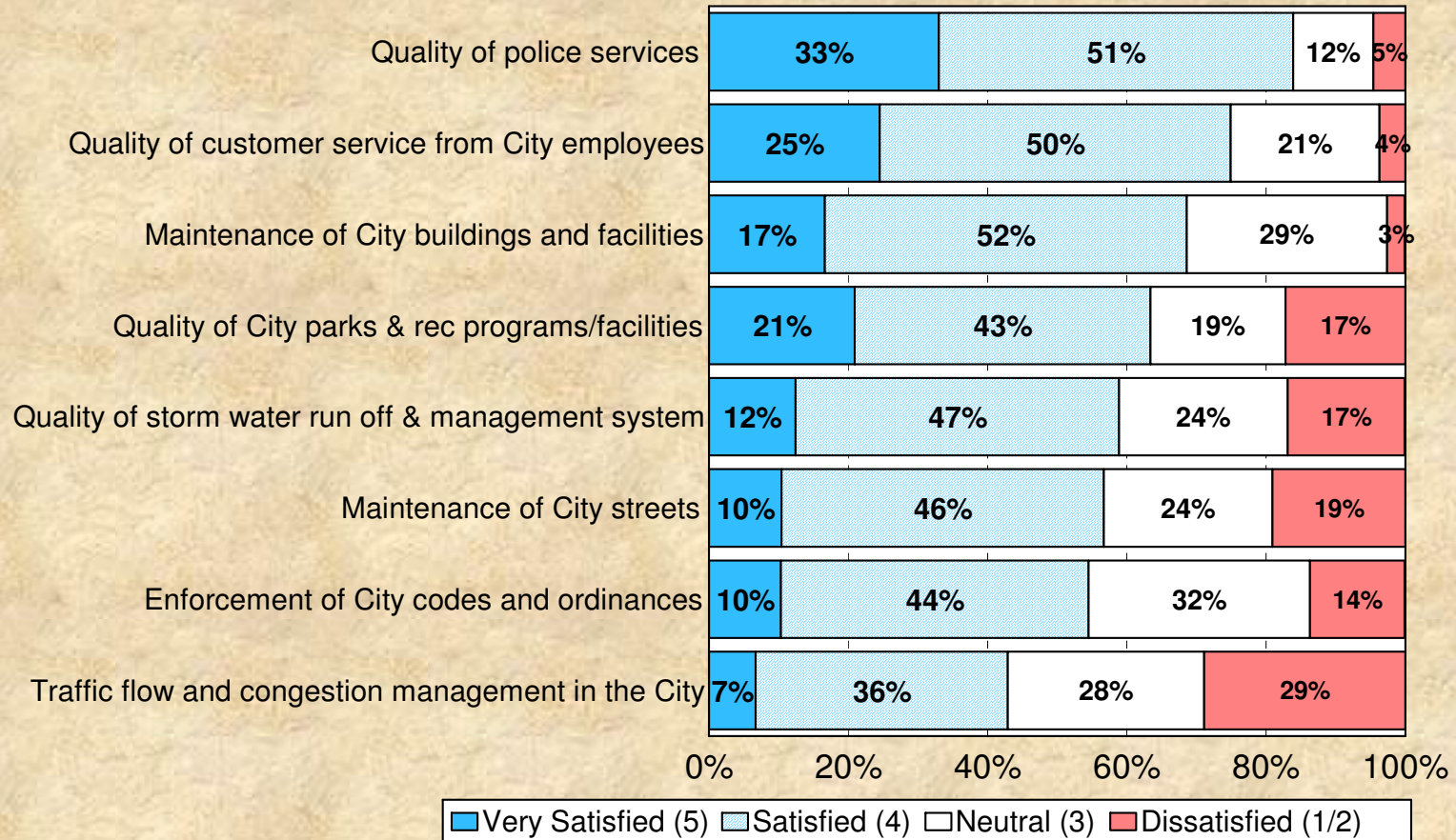


Major Finding: #2

In 7 out of 8 service areas, More than 50% of Respondents are “Very Satisfied or Satisfied” with the City Service

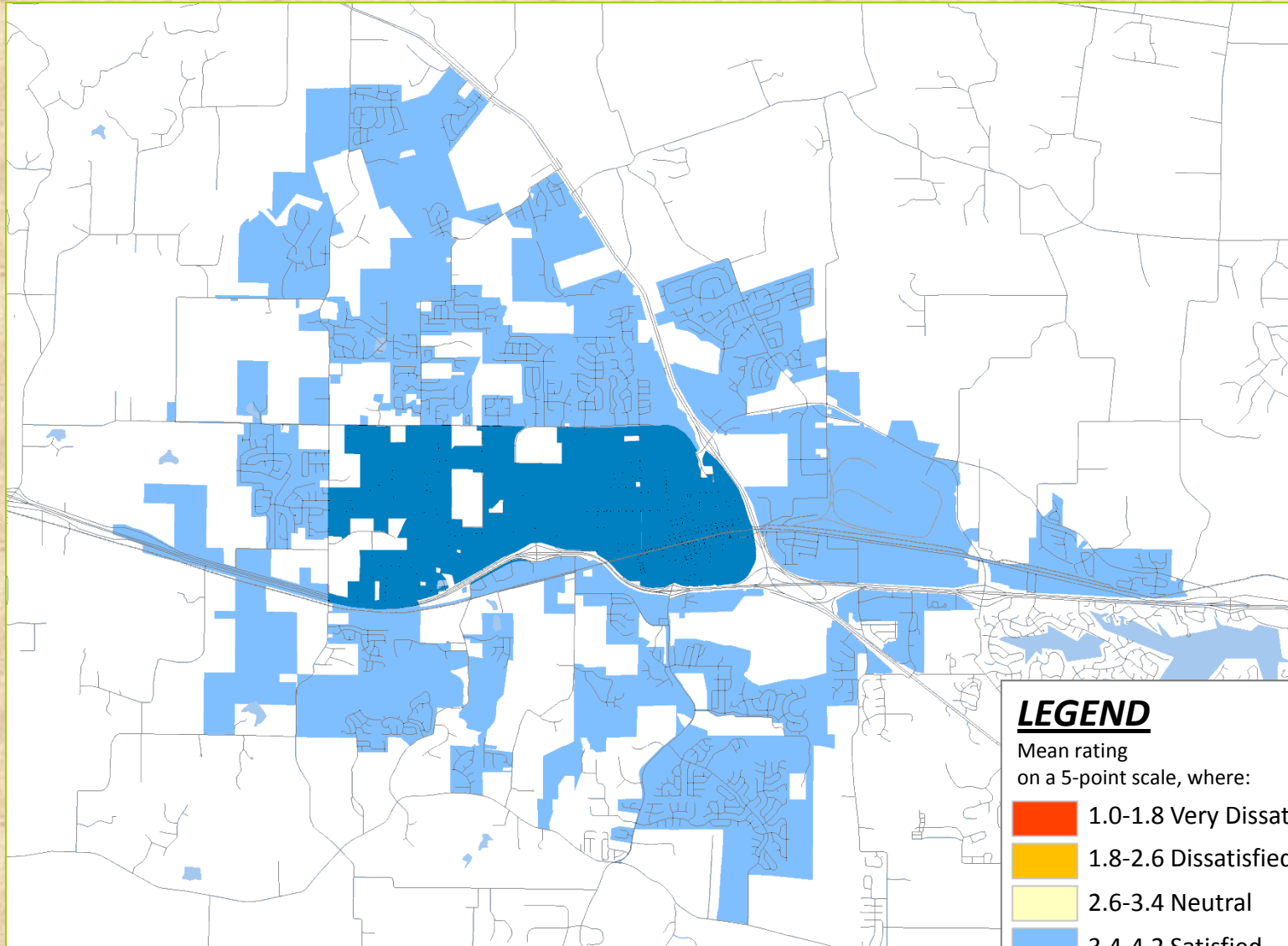
Overall Satisfaction with City Services by Major Category

by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010)

Q1a Overall Quality of Police Services



2010 City of Wentzville DirectionFinder Survey

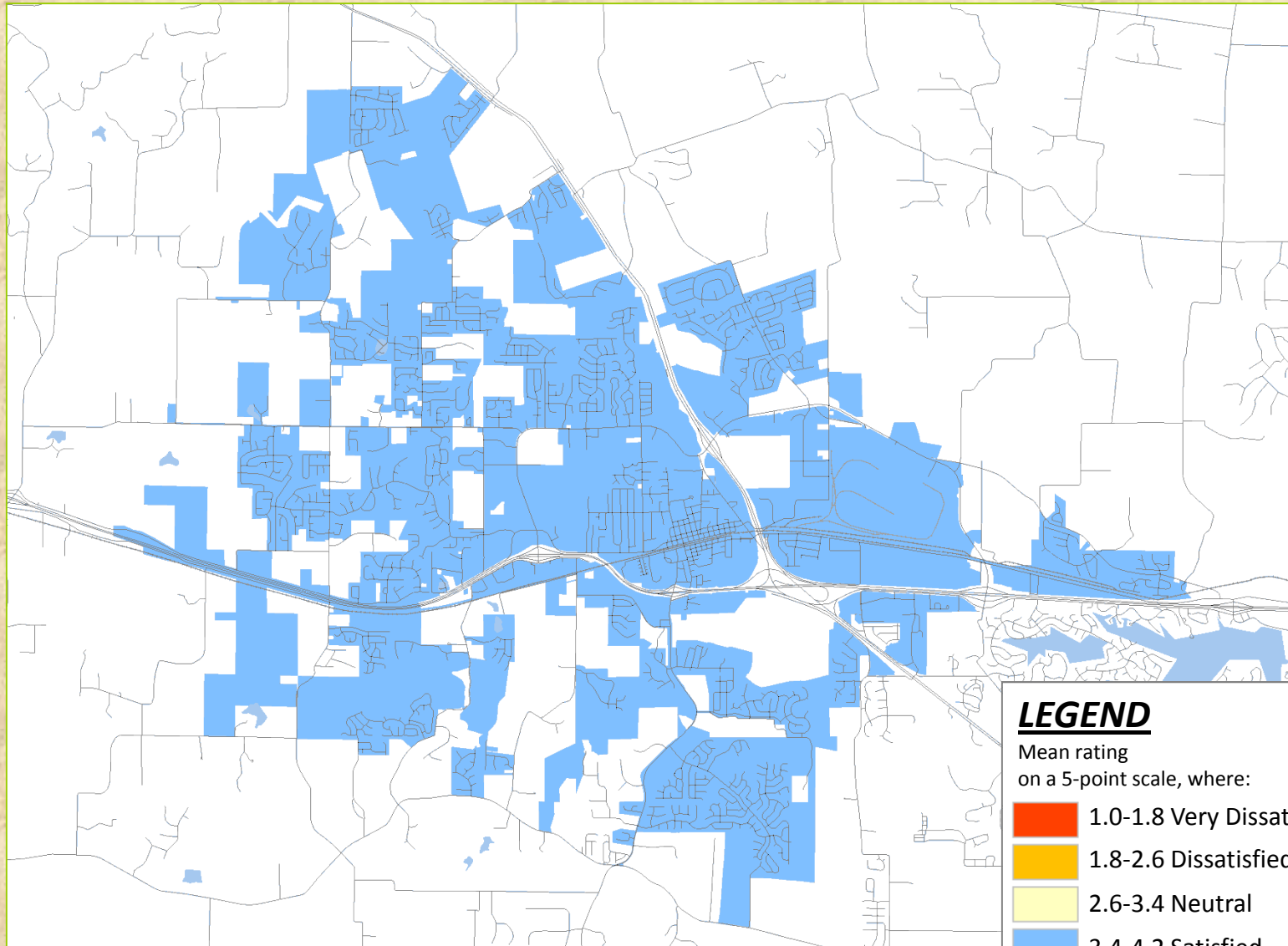
Shading reflects the mean rating for all respondents by Census Block Group.
(Selected CBG's were merged based on respondent distribution.)

LEGEND

Mean rating
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

Q1b Overall Quality of City Parks and Recreation Programs and Facilities




2010 City of Wentzville DirectionFinder Survey

Shading reflects the mean rating for all respondents by Census Block Group.
(Selected CBG's were merged based on respondent distribution.)

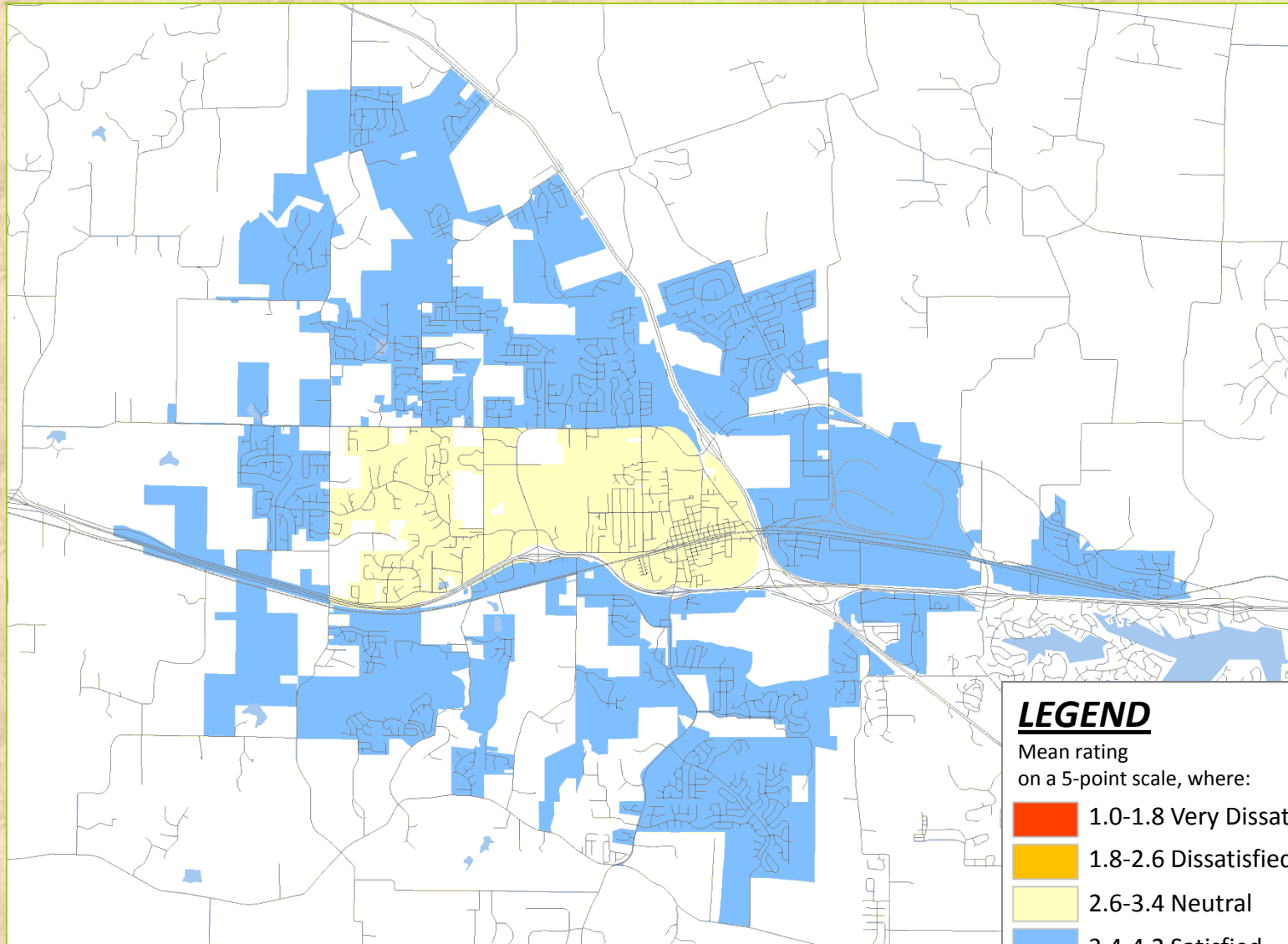
LEGEND

Mean rating
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



Q1c Overall Maintenance of City Streets



2010 City of Wentzville DirectionFinder Survey

Shading reflects the mean rating for all respondents by Census Block Group.
(Selected CBG's were merged based on respondent distribution.)

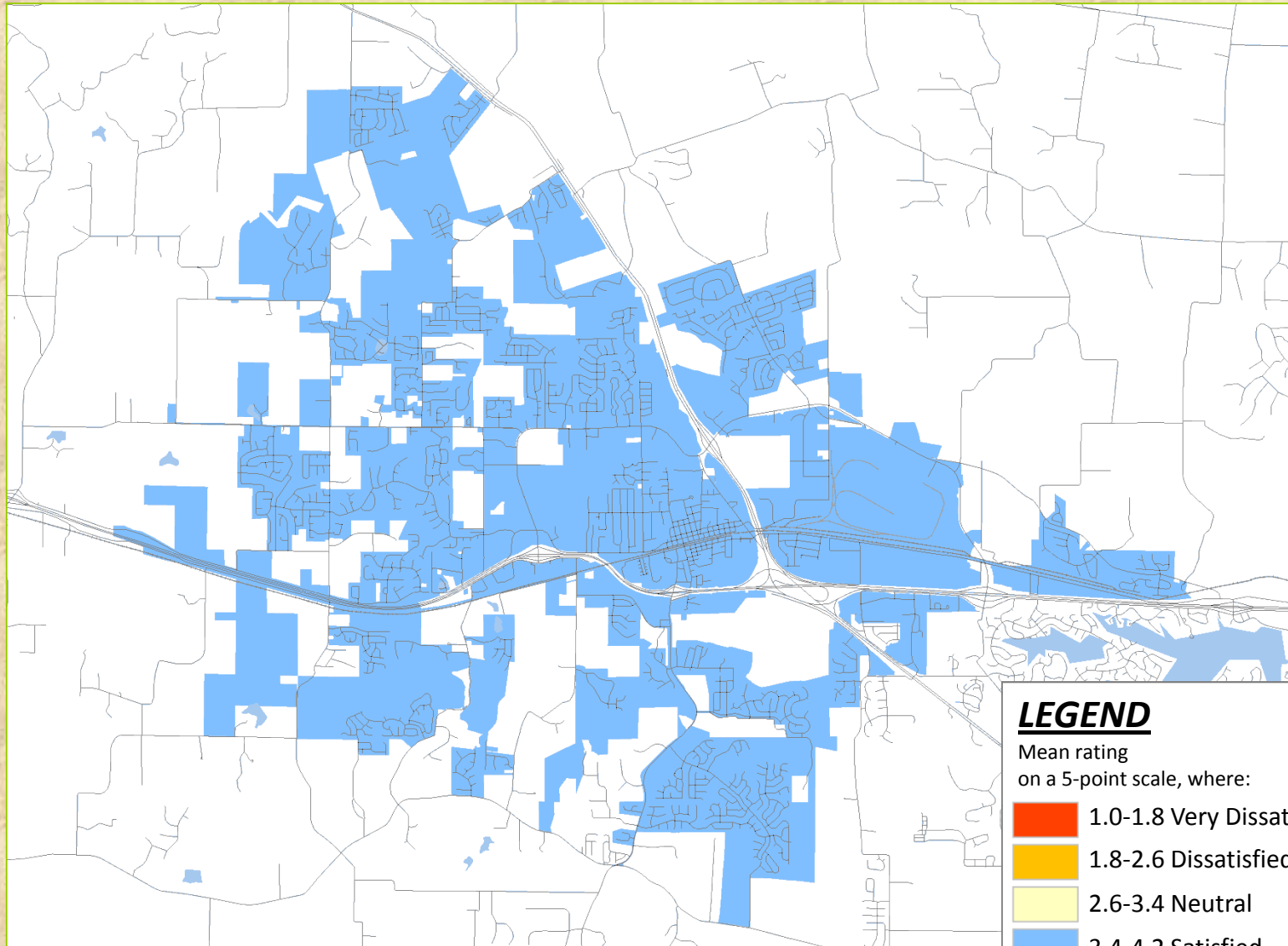
LEGEND

Mean rating
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



Q1d Overall Maintenance of City Buildings and Facilities









2010 City of Wentzville DirectionFinder Survey

Shading reflects the mean rating for all respondents by Census Block Group.
(Selected CBG's were merged based on respondent distribution.)

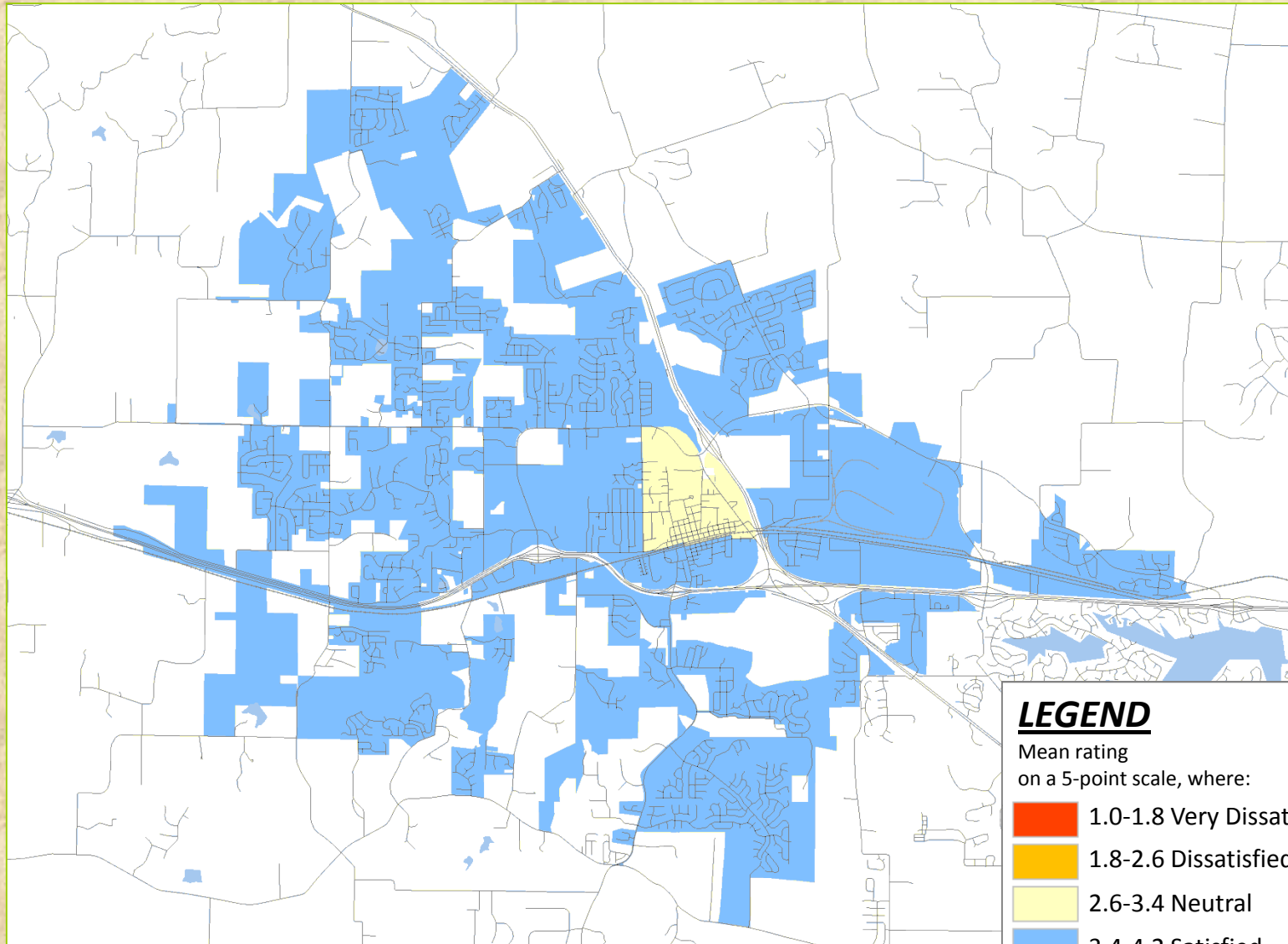
LEGEND

Mean rating
on a 5-point scale, where:

- | | |
|---|---------------------------|
|  | 1.0-1.8 Very Dissatisfied |
|  | 1.8-2.6 Dissatisfied |
|  | 2.6-3.4 Neutral |
|  | 3.4-4.2 Satisfied |
|  | 4.2-5.0 Very Satisfied |
|  | Other (no responses) |



Q1e Overall Enforcement of City Codes and Ordinances



2010 City of Wentzville DirectionFinder Survey

Shading reflects the mean rating for all respondents by Census Block Group.
(Selected CBG's were merged based on respondent distribution.)

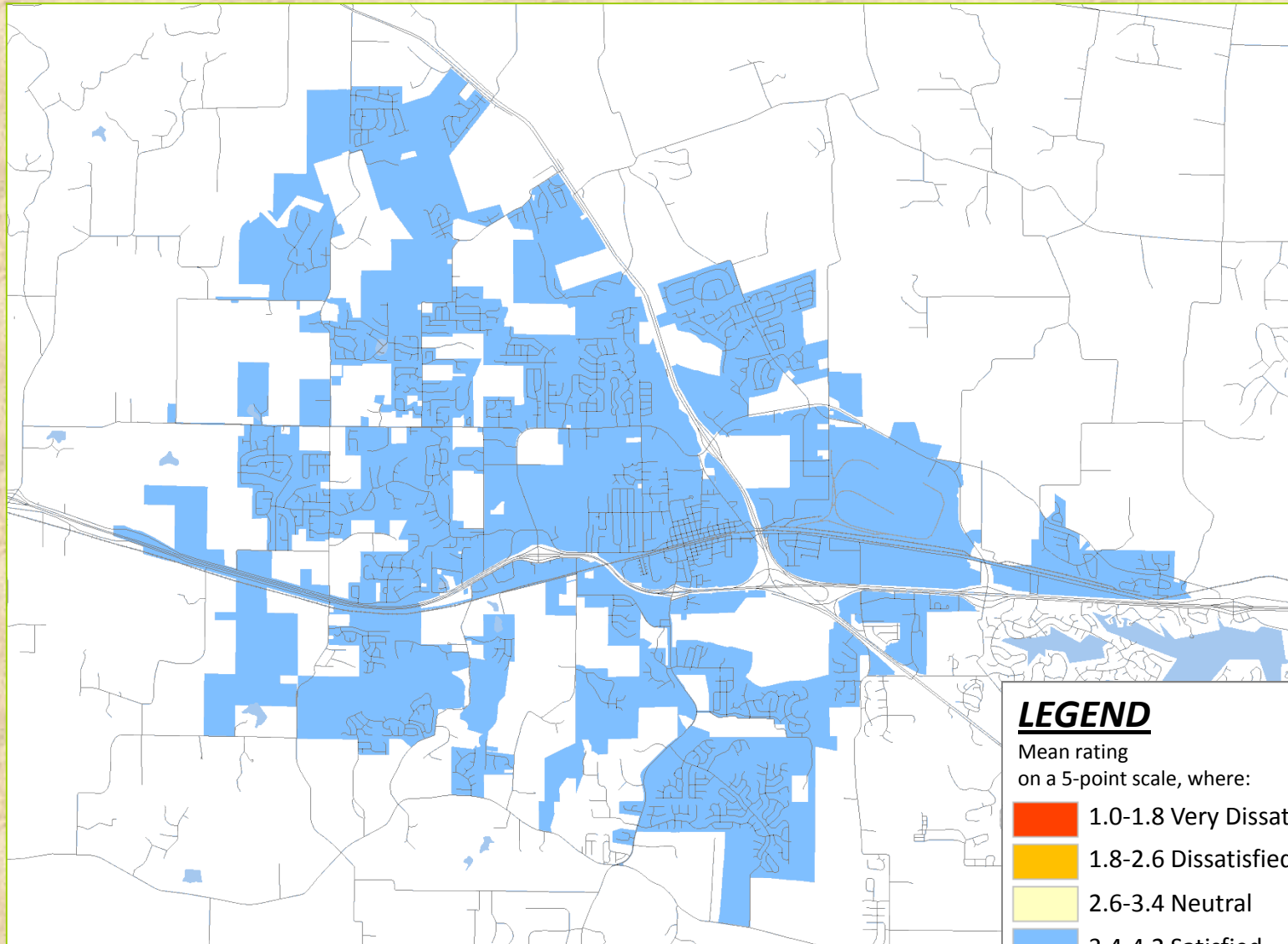
LEGEND

Mean rating
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



Q1f Overall Quality of Customer Service from City Employees



2010 City of Wentzville DirectionFinder Survey

Shading reflects the mean rating for all respondents by Census Block Group.
(Selected CBG's were merged based on respondent distribution.)

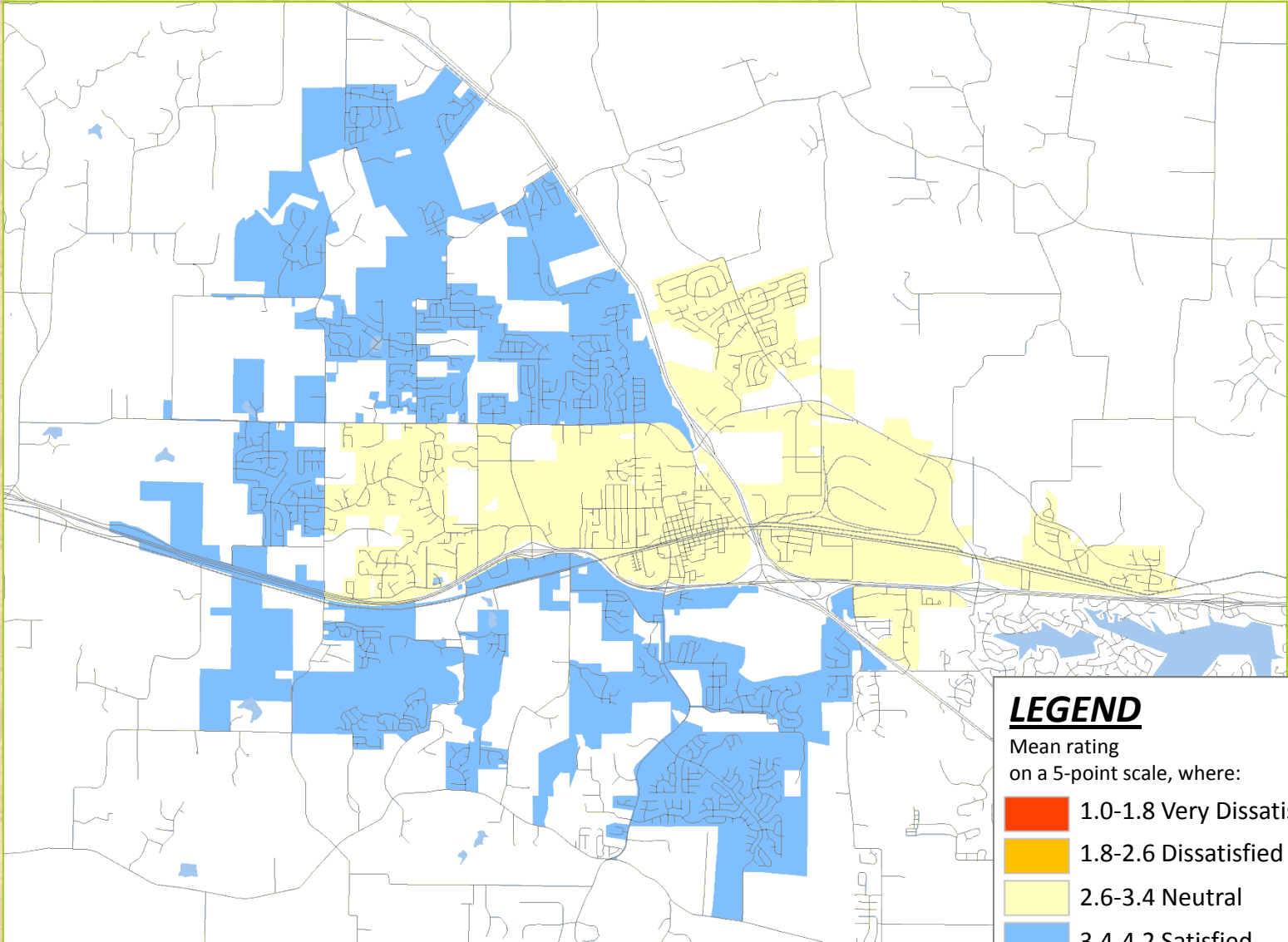
LEGEND

Mean rating
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)






Q1g Overall Quality of Storm Water Run Off & Management System



2010 City of Wentzville DirectionFinder Survey
Shading reflects the mean rating for all respondents by Census Block Group.
(Selected CBG's were merged based on respondent distribution.)

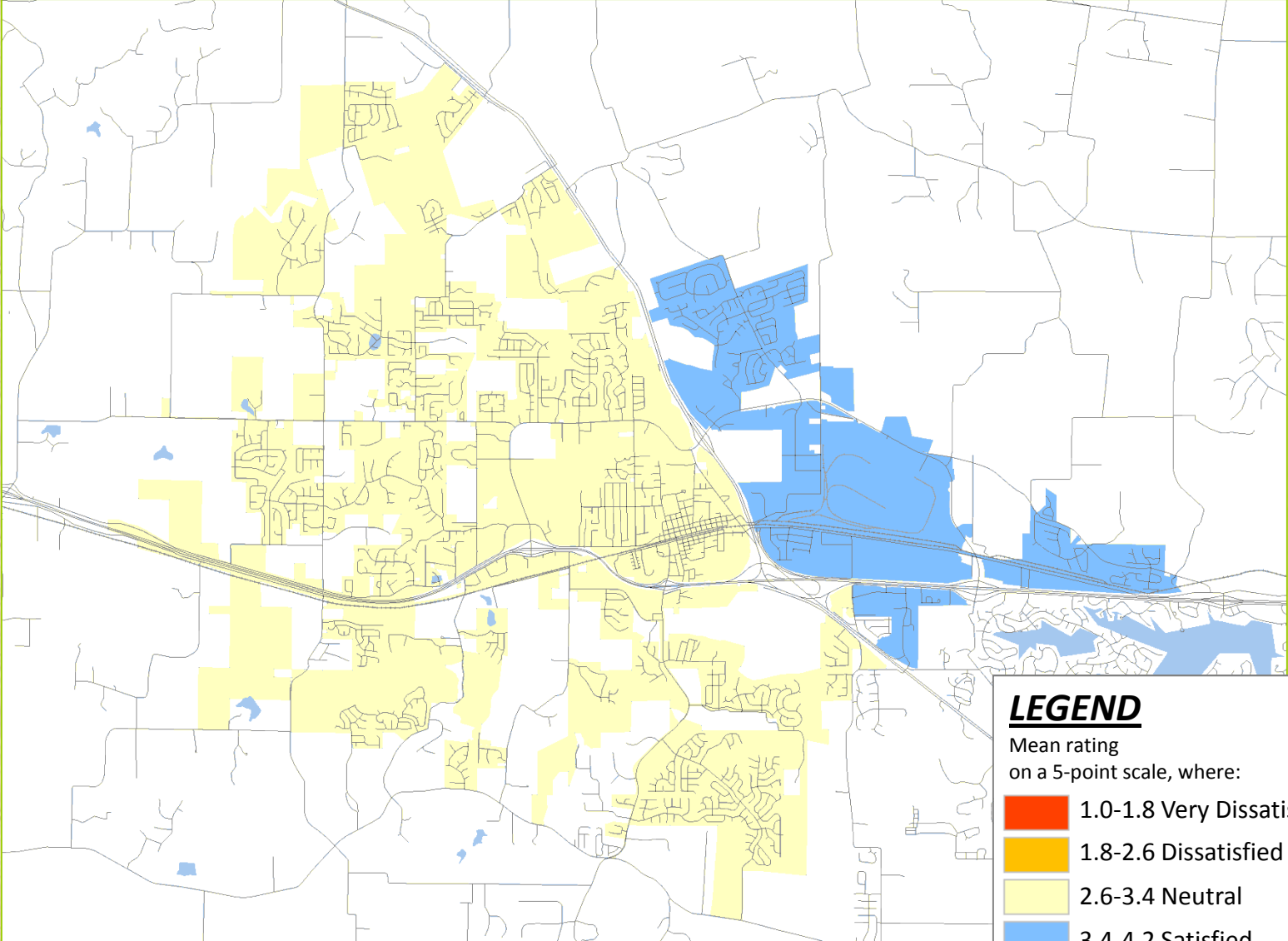
LEGEND

Mean rating
on a 5-point scale, where:

-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)



Q1h Overall Flow of Traffic and Congestion Management



2010 City of Wentzville DirectionFinder Survey
Shading reflects the mean rating for all respondents by Census Block Group.
(Selected CBG's were merged based on respondent distribution.)

LEGEND

Mean rating
on a 5-point scale, where:

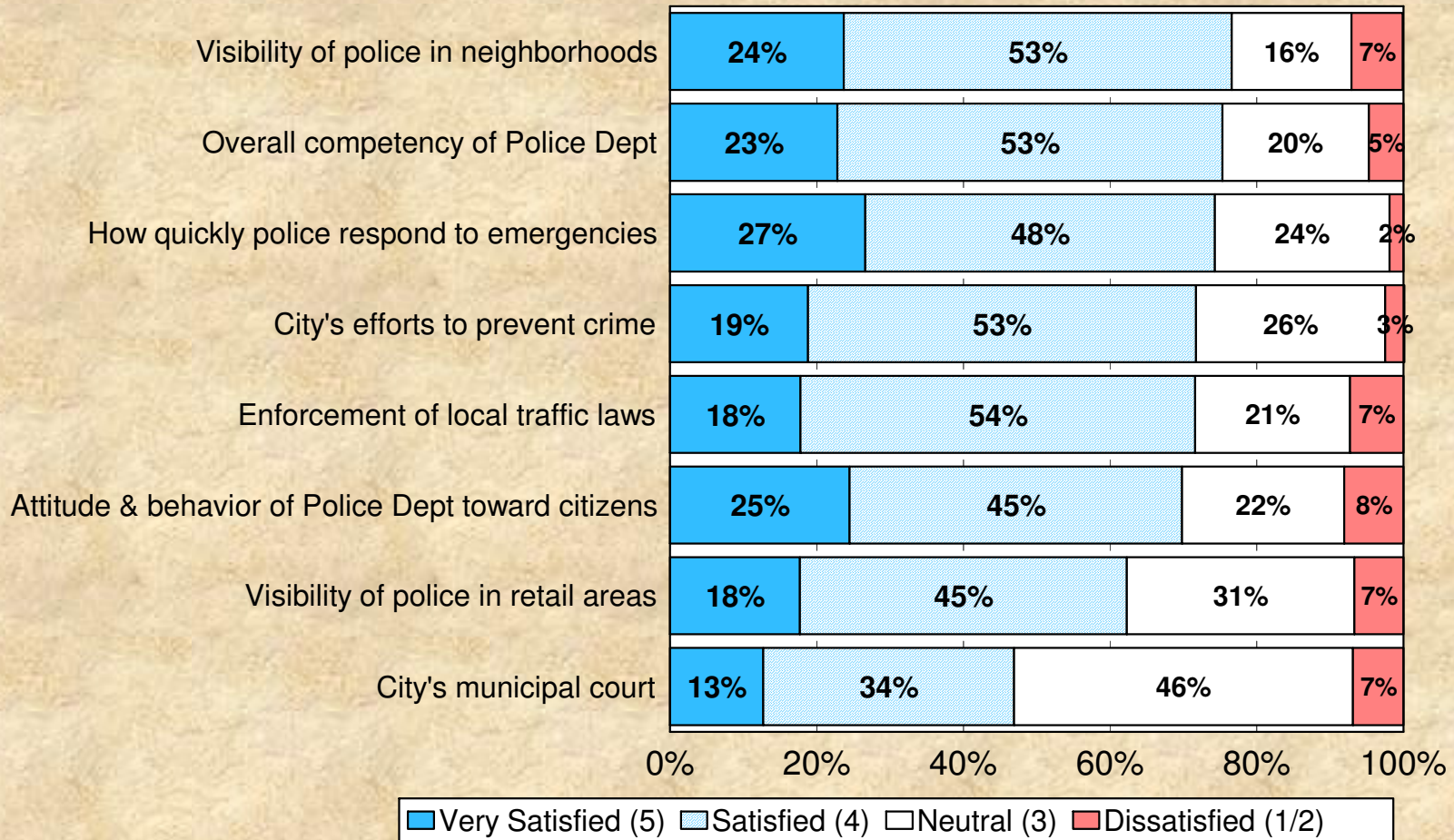


-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other (no responses)

Drilling Down on Satisfaction

Satisfaction with Various Aspects of Public Safety Services

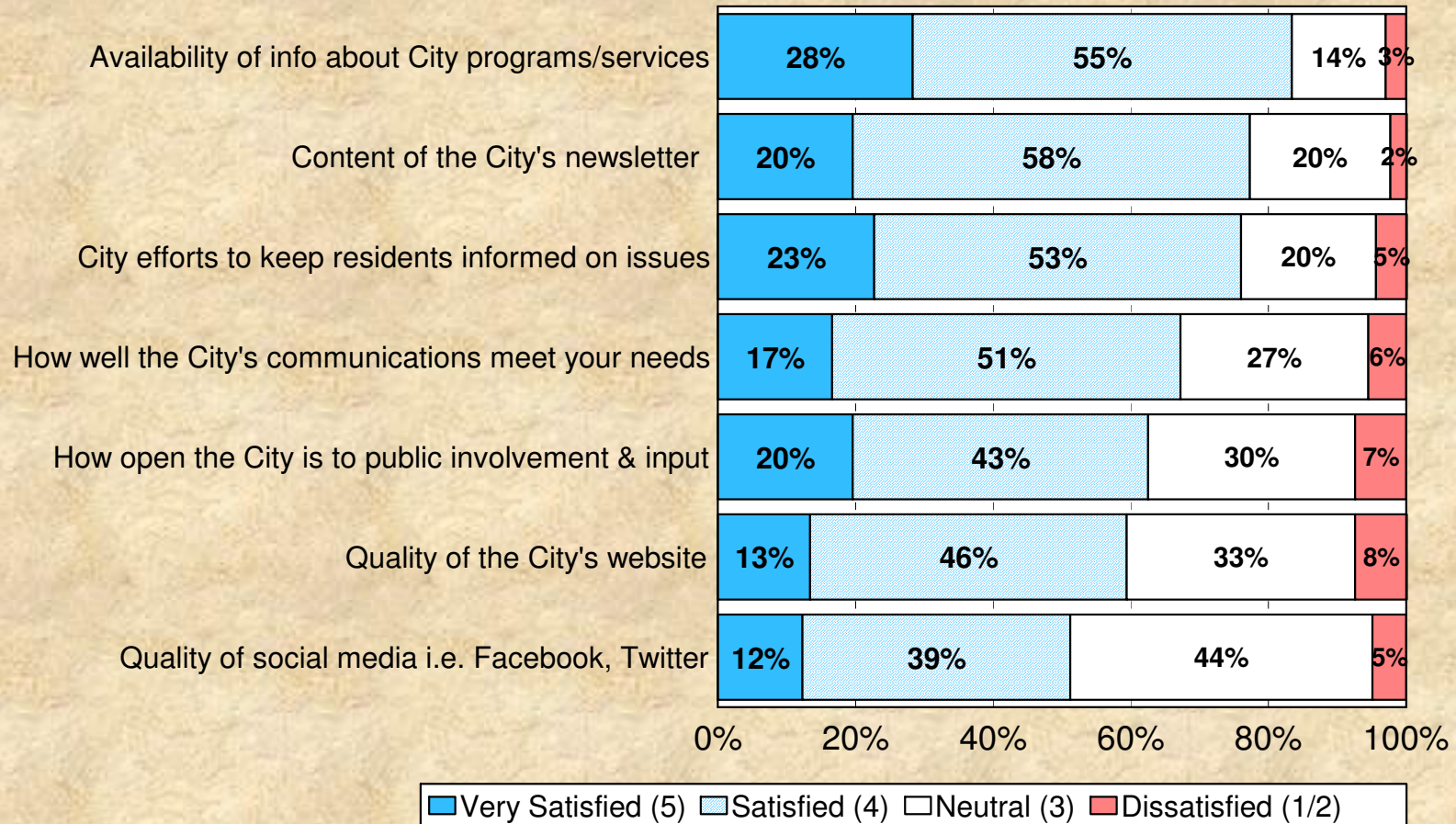
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010)

Satisfaction with Various Aspects of Communication

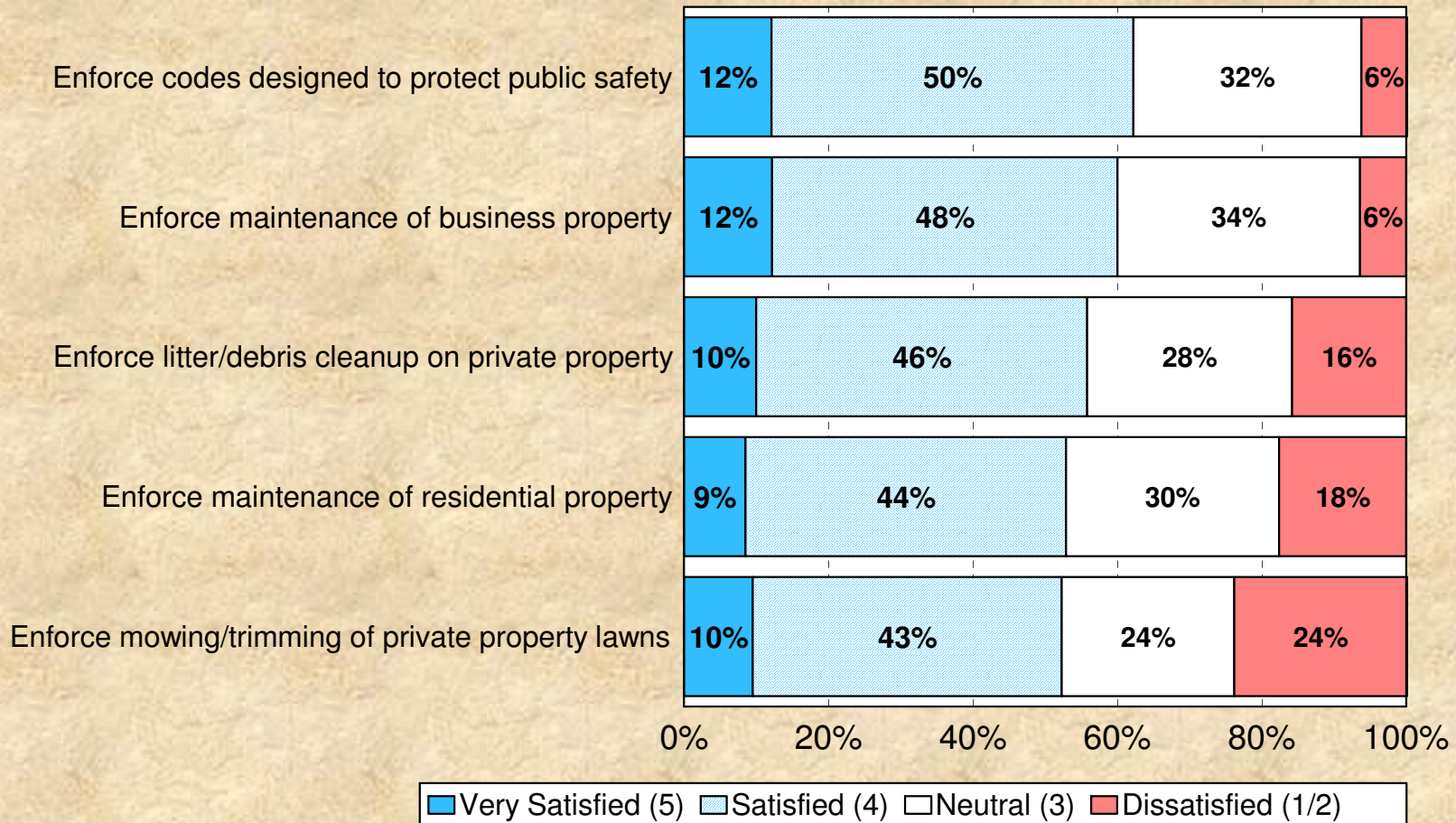
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010)

Satisfaction with Various Aspects of Property Maintenance Codes

by percentage of respondents (excluding don't knows)



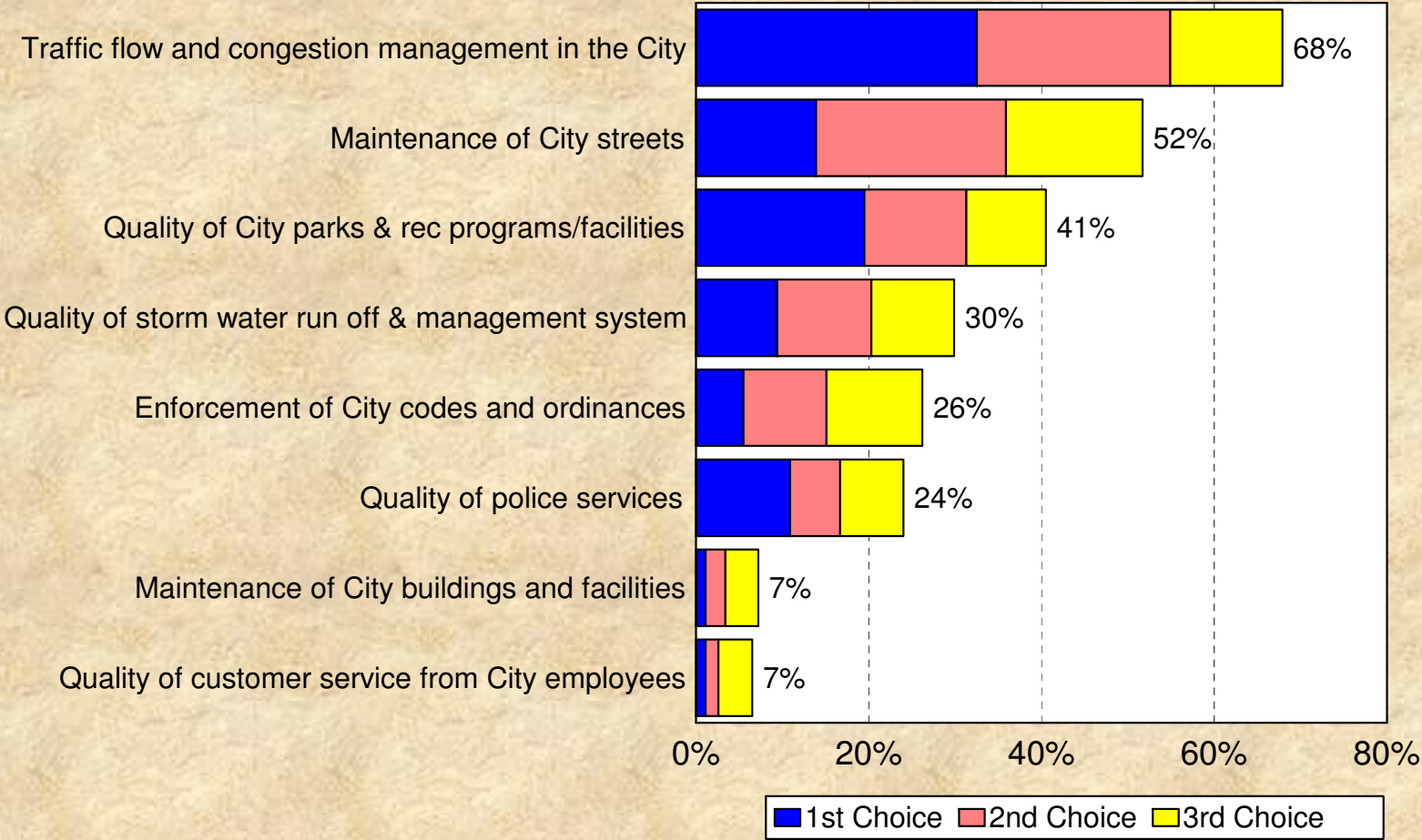
Source: ETC Institute (2010)

Major Finding: #3

Traffic Flow and Congestion Management is the City Service that Should Receive the Most Emphasis Over the Next 2 Years

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



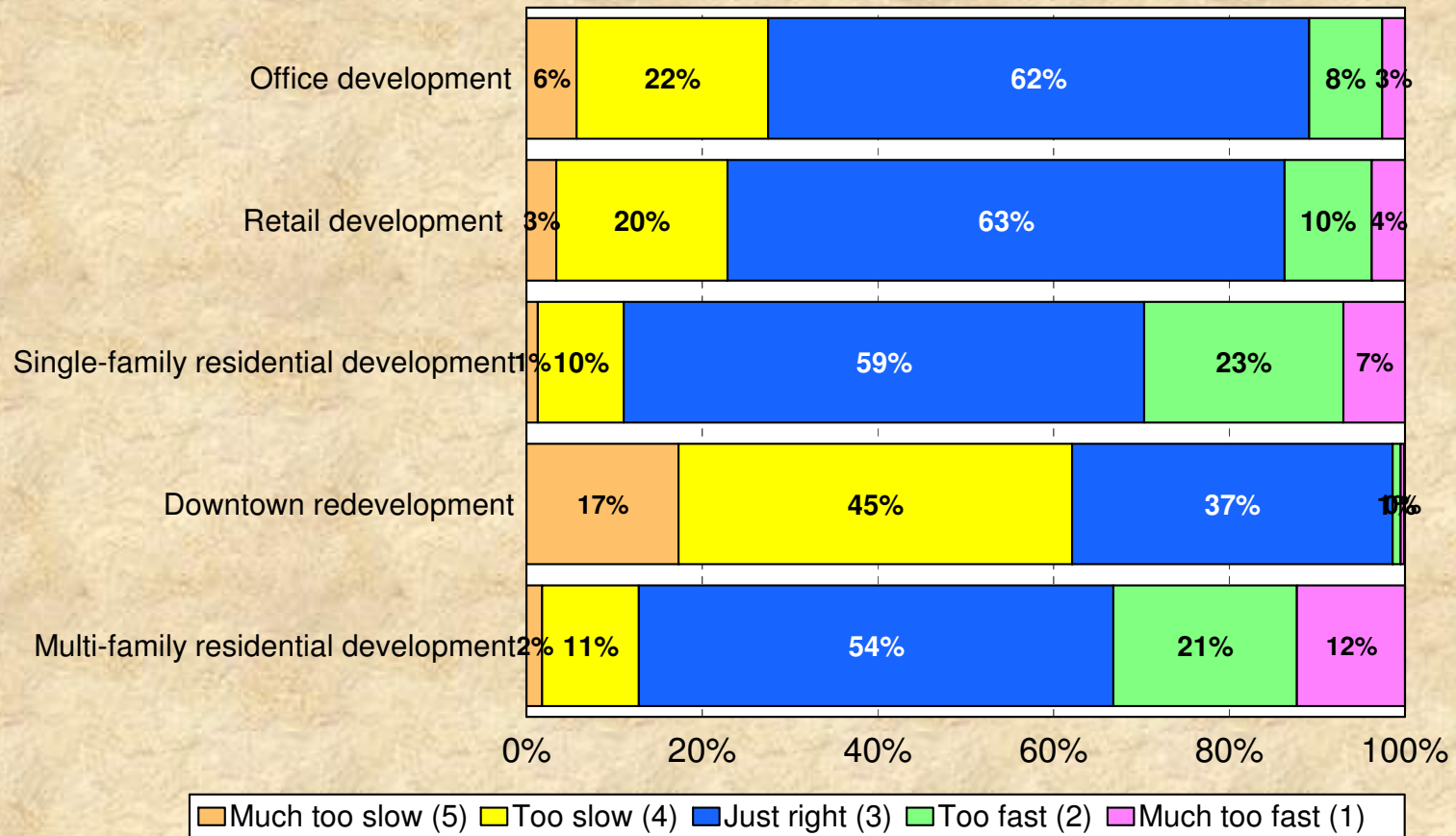
Source: ETC Institute (2010)

Major Finding: #4

**Residents Feel the Pace of
Downtown Redevelopment is
Too Slow**

Rating the City's Current Pace of Development in Various Areas

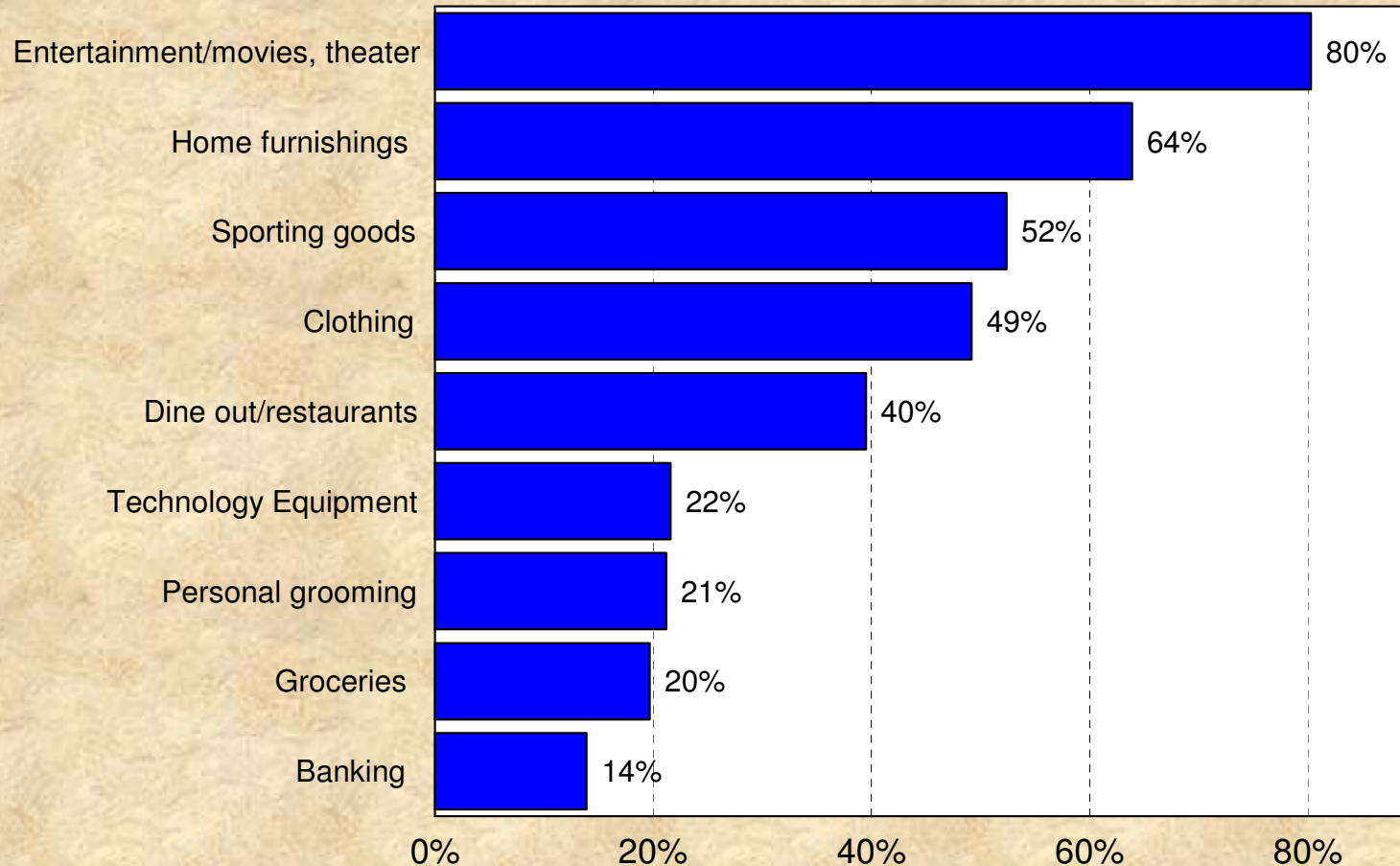
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2010)

Which of the following goods and services do you typically purchase outside of Wentzville?

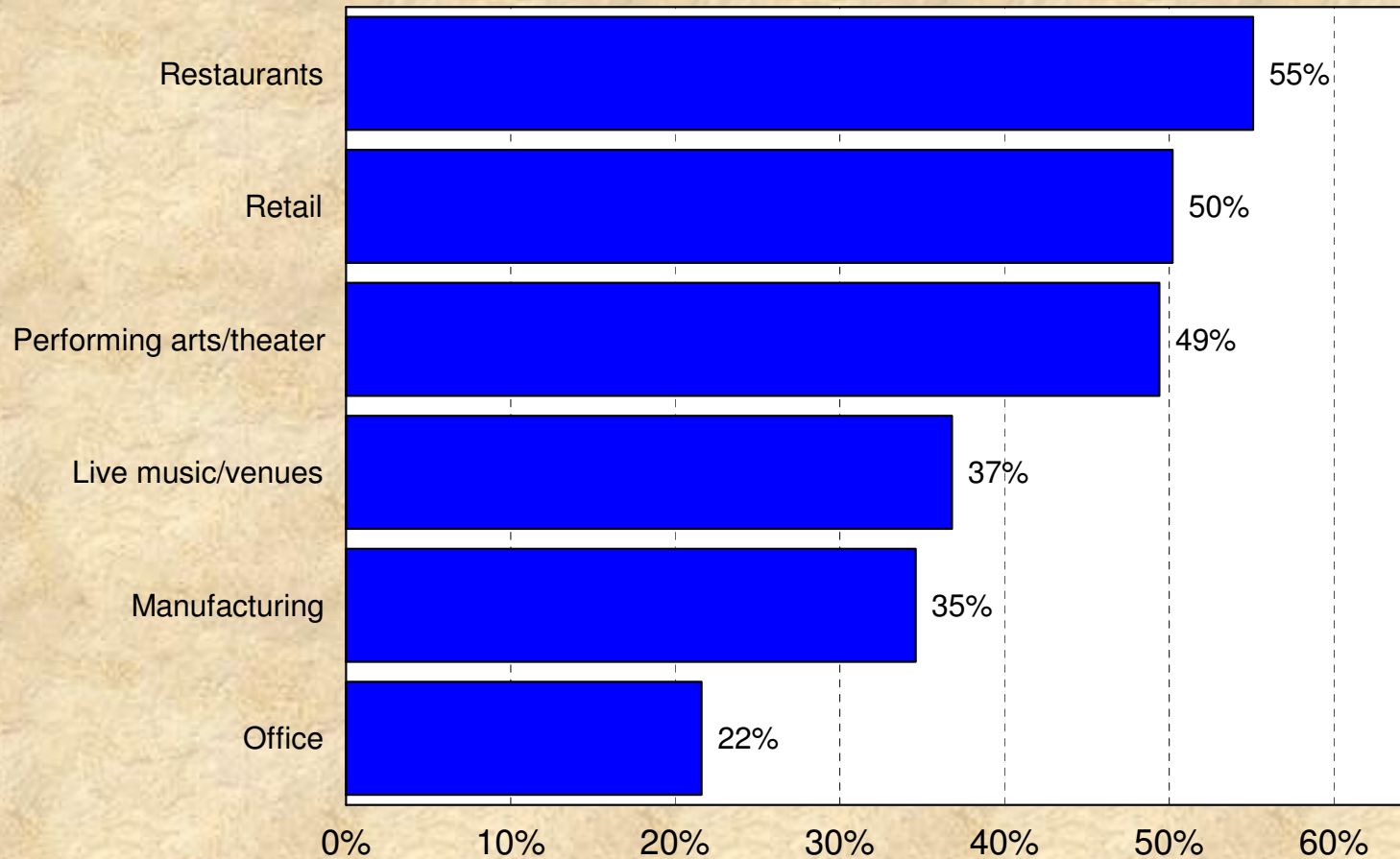
by percentage of respondents (multiple answers allowed)



Source: ETC Institute (2010)

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

by percentage of respondents (multiple answers allowed)



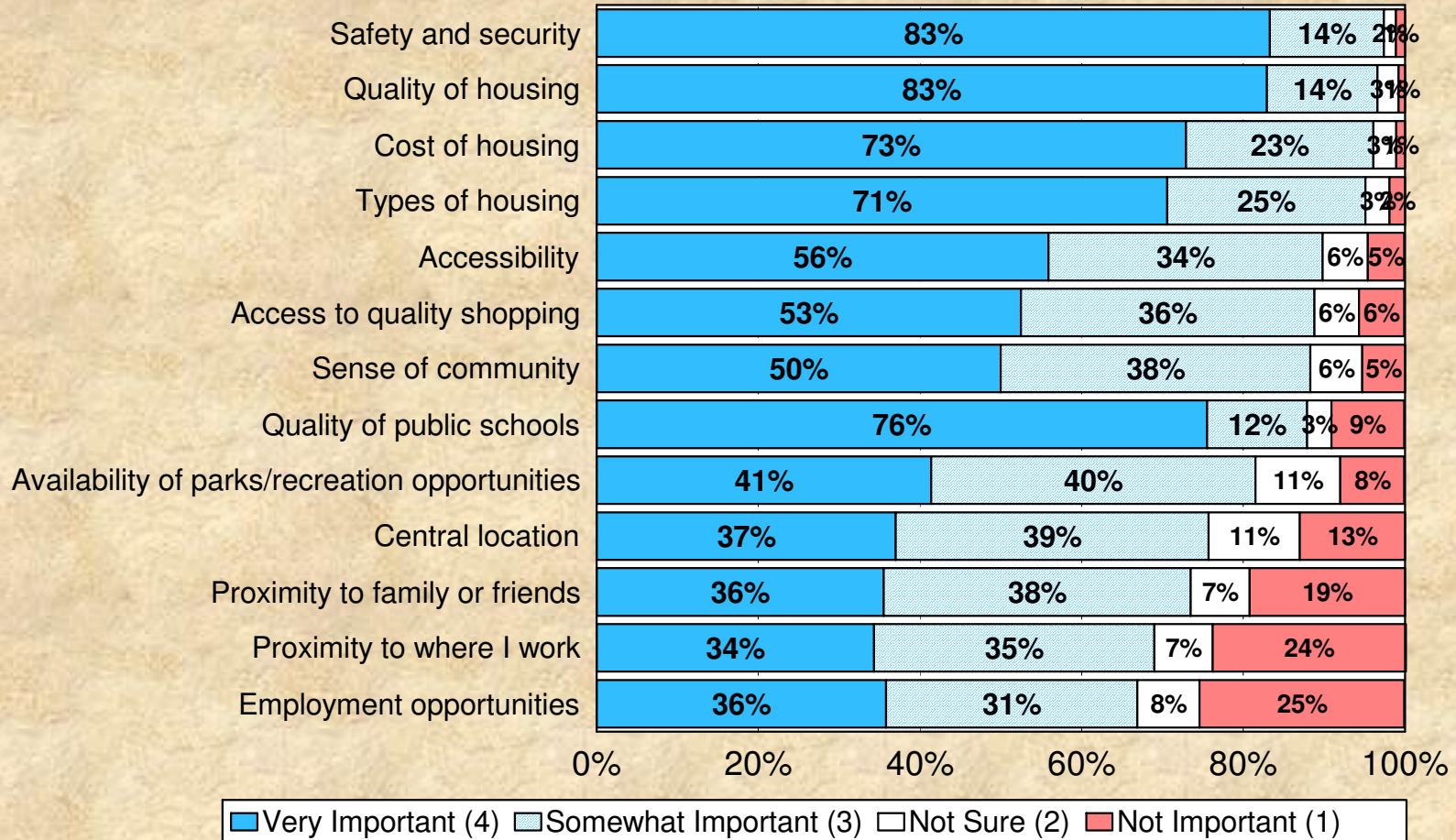
Source: ETC Institute (2010)

Major Finding: #5

**Quality of Public Schools and
Cost of Housing Are the Most
Important Reasons for Living In
the City of Wentzville**

Importance of Various Reasons in Respondents' Decision to Live in Wentzville

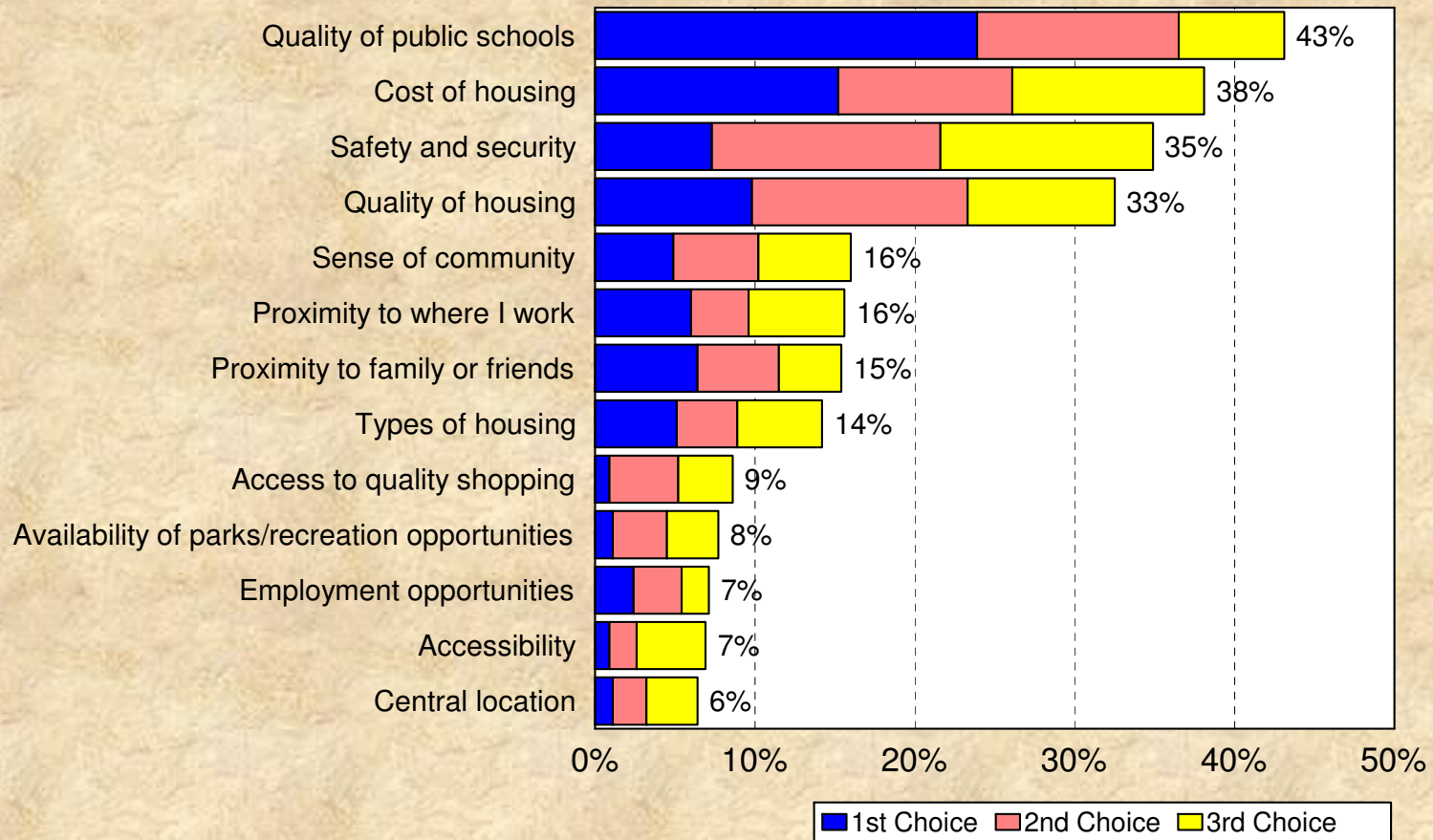
by percentage of respondents



Source: ETC Institute (2010)

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



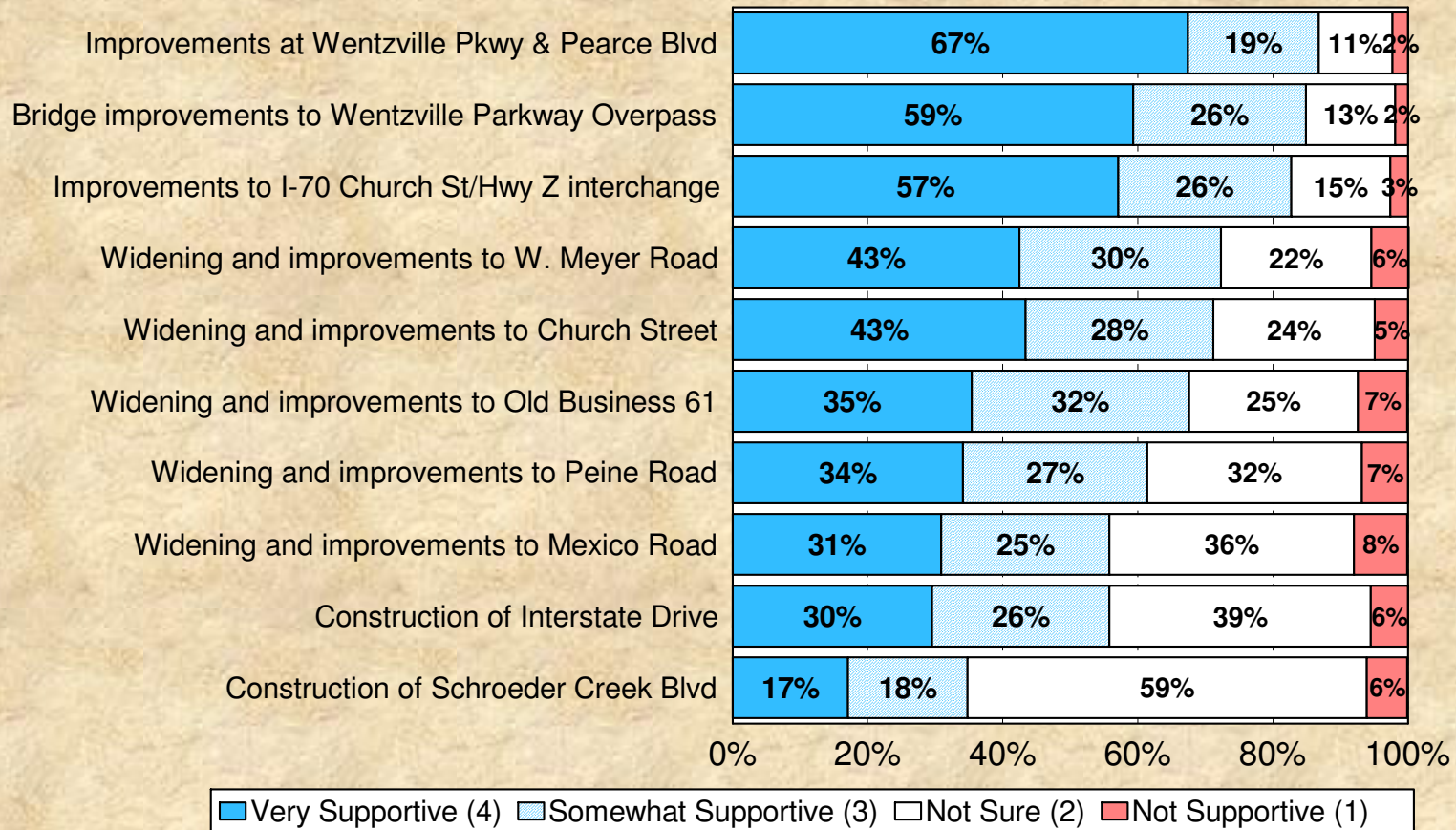
Source: ETC Institute (2010)

Major Finding: #6

Residents Have Been Supportive of the Transportation Projects Which Have Been Completed or Are Underway, With Greater “Not Sure” for Future Projects

Level of Support for Various Transportation Projects Funded Through the Current ½ Cent Sales Tax

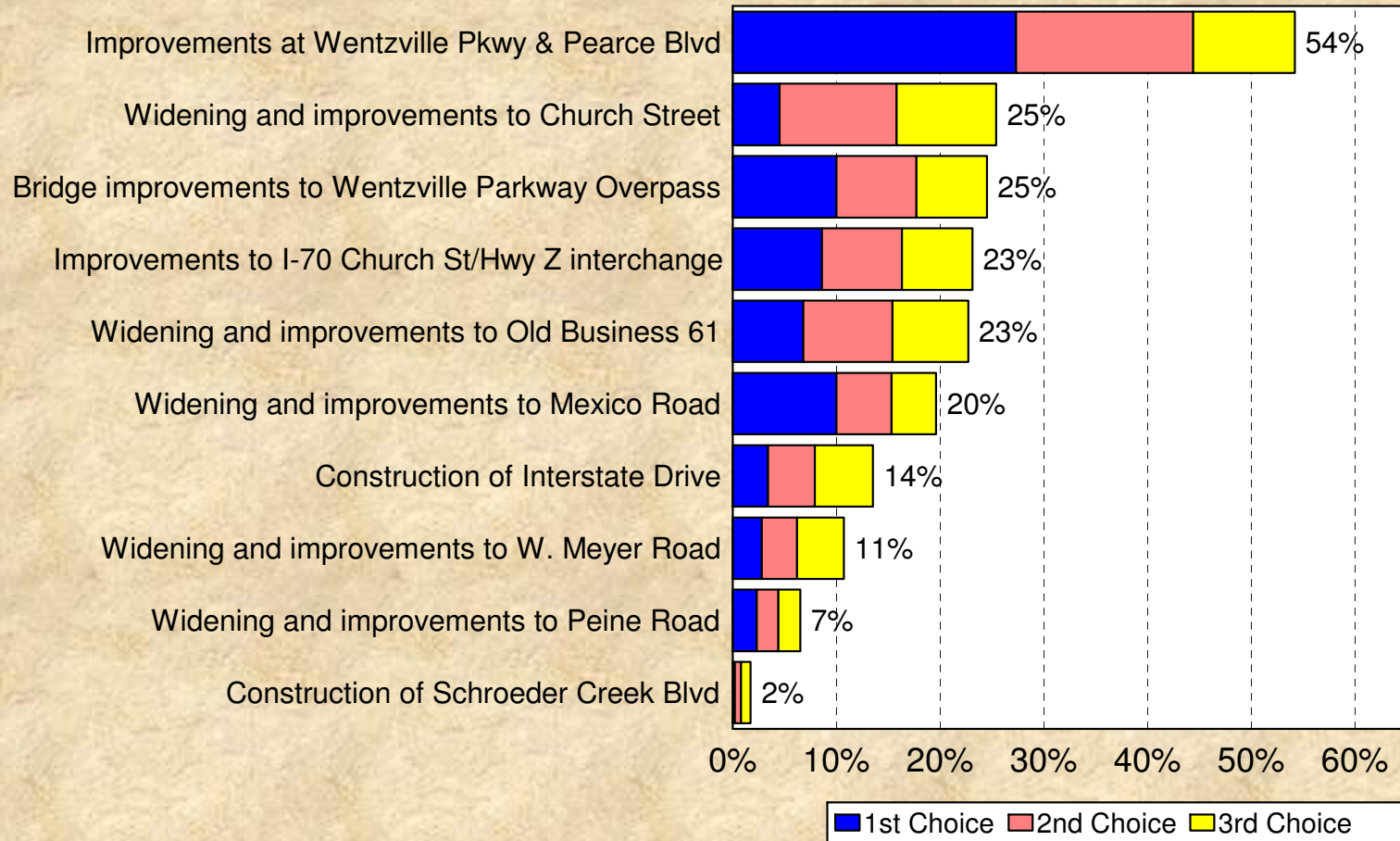
by percentage of respondents



Source: ETC Institute (2010)

Most Important Transportation Projects to Fund Through the Current 1/2 Cent Sales Tax

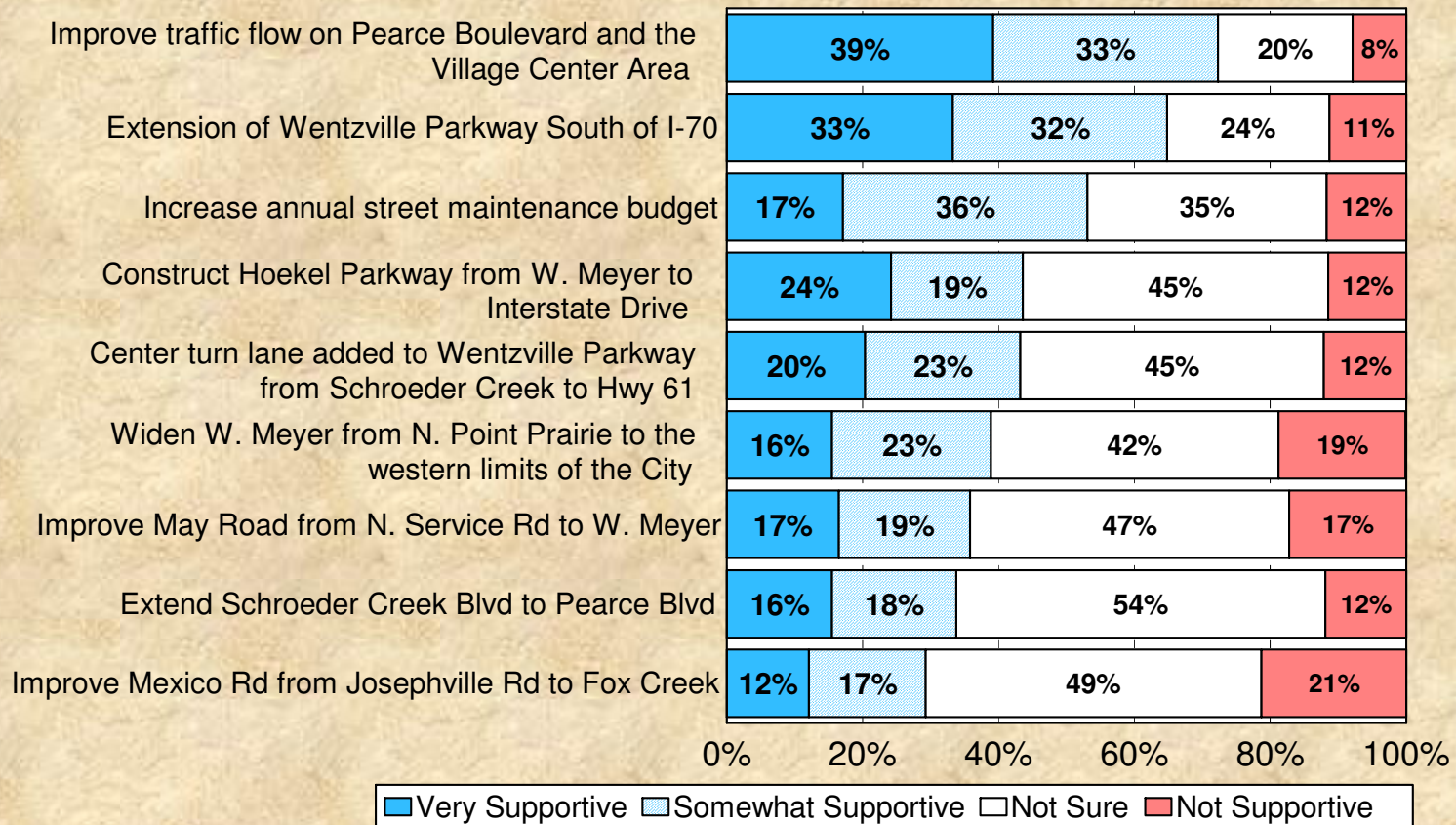
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2010)

Level of Support for Various Transportation Projects That Could Be Completed in the Future Through a Continuation of the ½ Cent Sales Tax

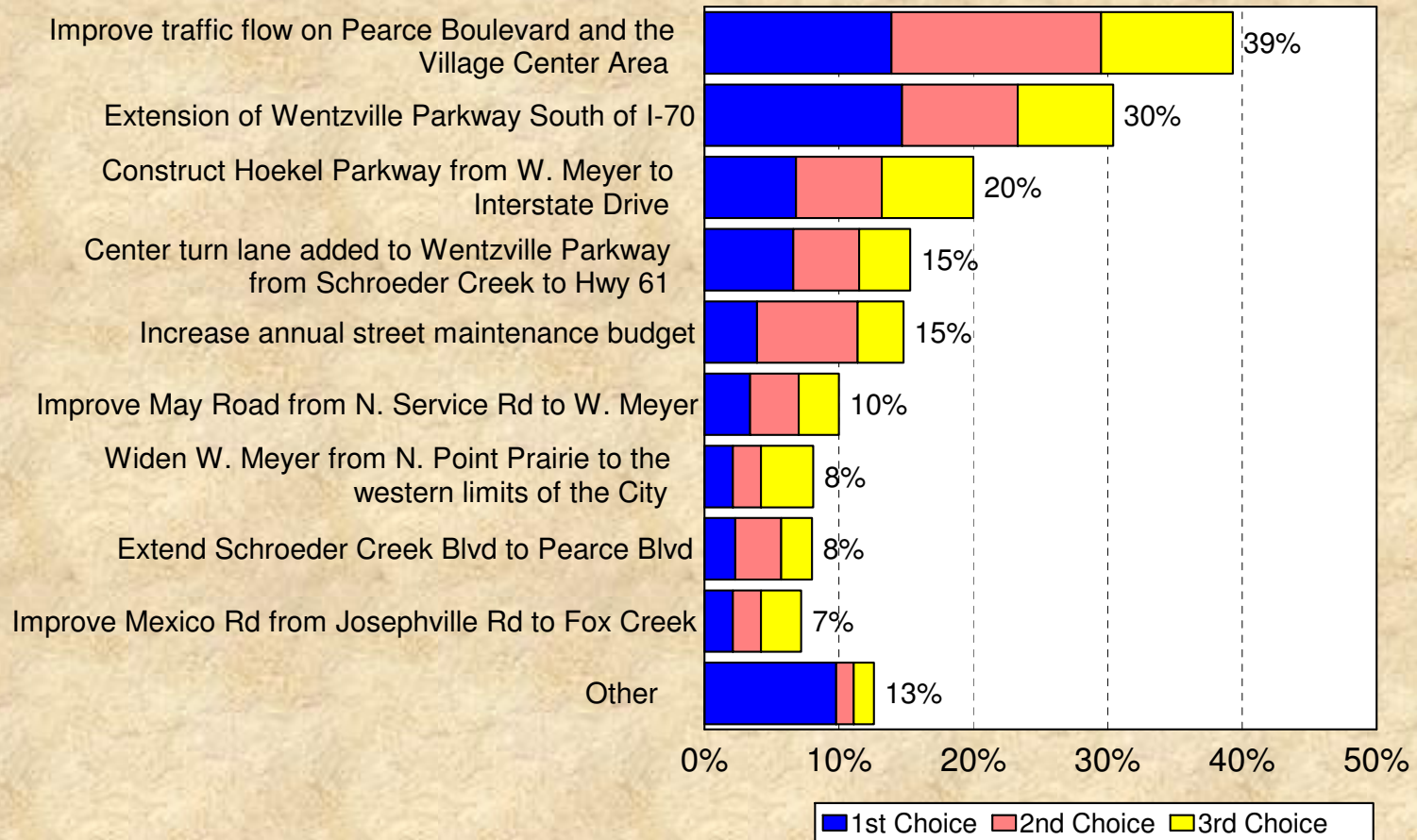
by percentage of respondents



Source: ETC Institute (2010)

Most Important Potential Transportation Projects to Fund Through the Current ½ Cent Sales Tax

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



Source: ETC Institute (2010)

Benchmark Comparisons

Benchmarking Communities

Sampling in Missouri and Kansas

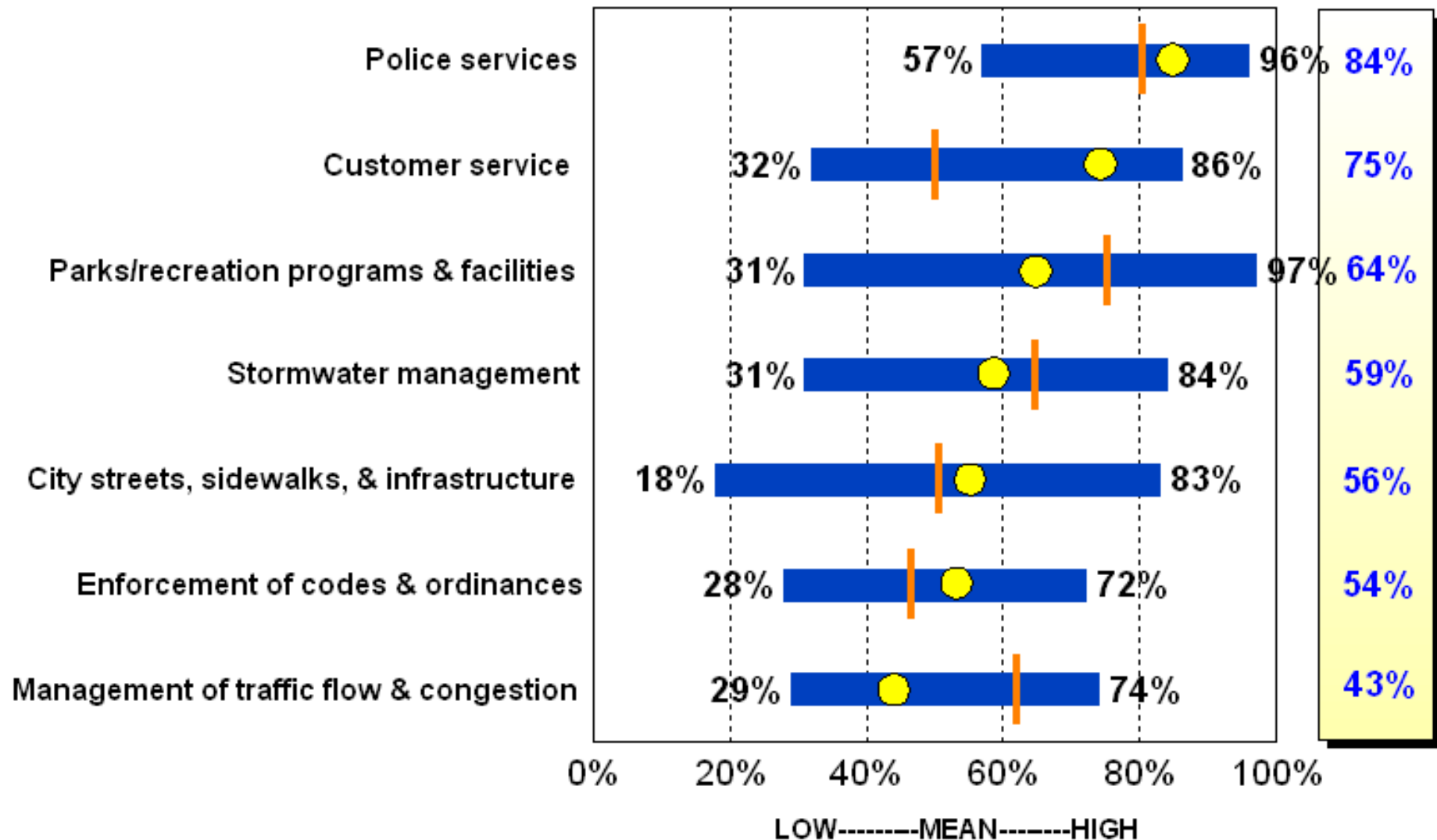
- Blue Springs (MO)
- O'Fallon (MO)
- Columbia (MO)
- Springfield (MO)
- Branson (MO)
- Rolla (MO)
- St. Joseph (MO)
- Platte City (MO)
- Raytown (MO)
- Liberty (MO)
- Harrisonville (MO)
- Lee's Summit (MO)
- Butler (MO)
- Grandview (MO)
- Kansas City (MO)
- Pleasant Hill (MO)
- Independence (MO)
- Leawood (KS)
- Prairie Village (KS)
- Overland Park (KS)
- Olathe (KS)
- Lenexa (KS)
- Kansas City (KS)
- Desoto (KS)

Comparison to a Range of Performance

Overall Satisfaction With City Services in Missouri and Kansas

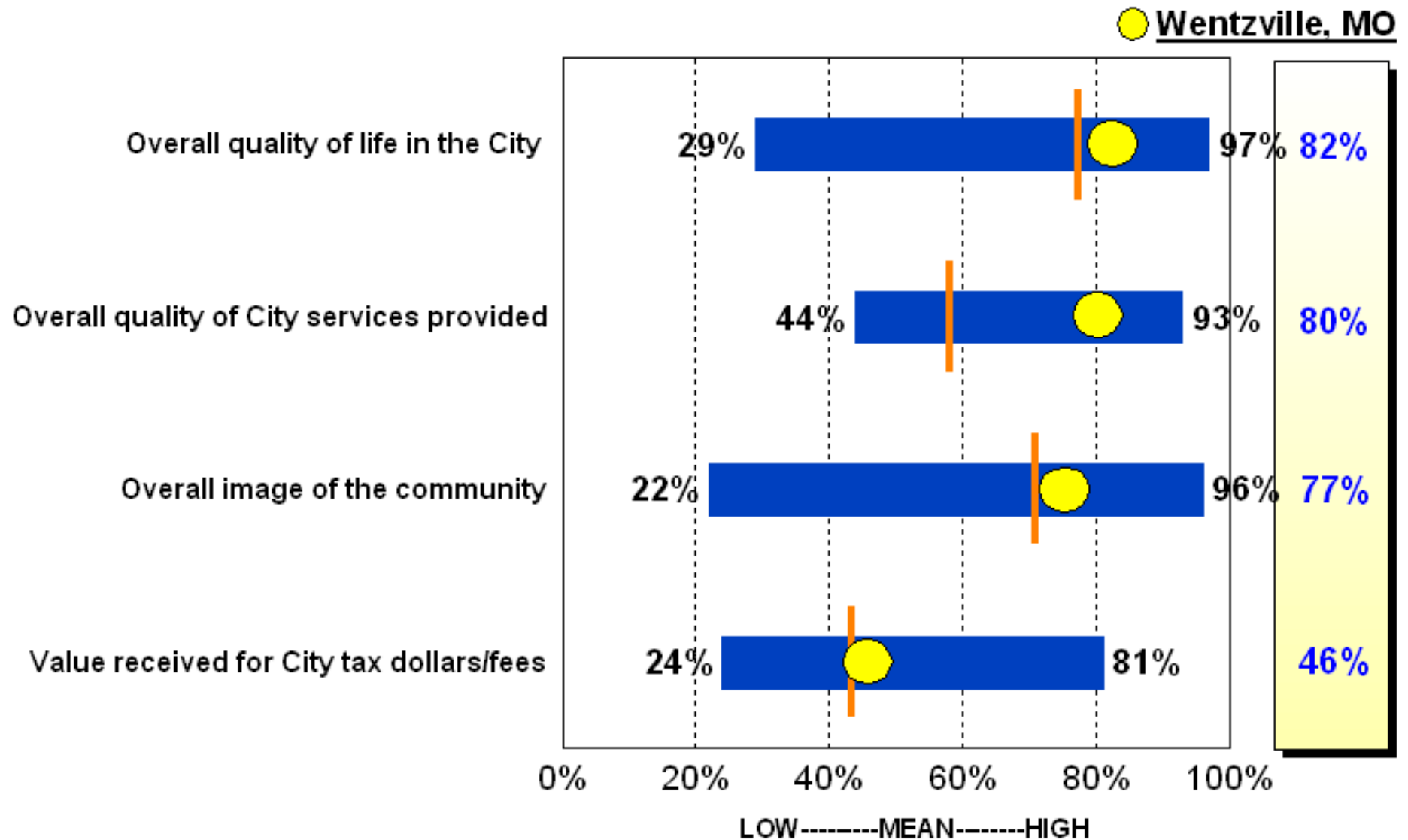
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

● **Wentzville, MO**



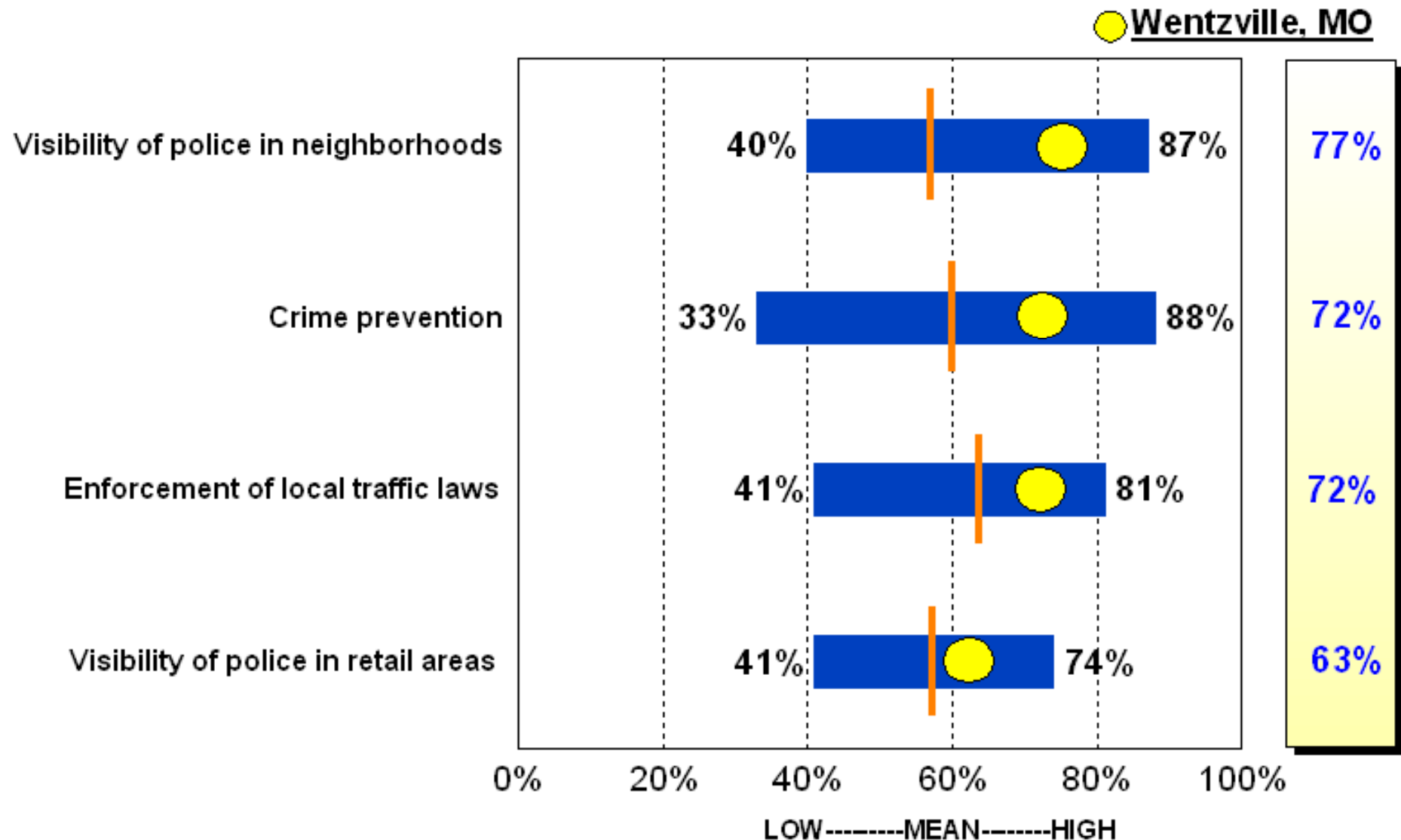
Perceptions that Missouri and Kansas Residents Have of the City in Which They Live

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Satisfaction with Various Public Safety Services Provided by Cities in Missouri and Kansas

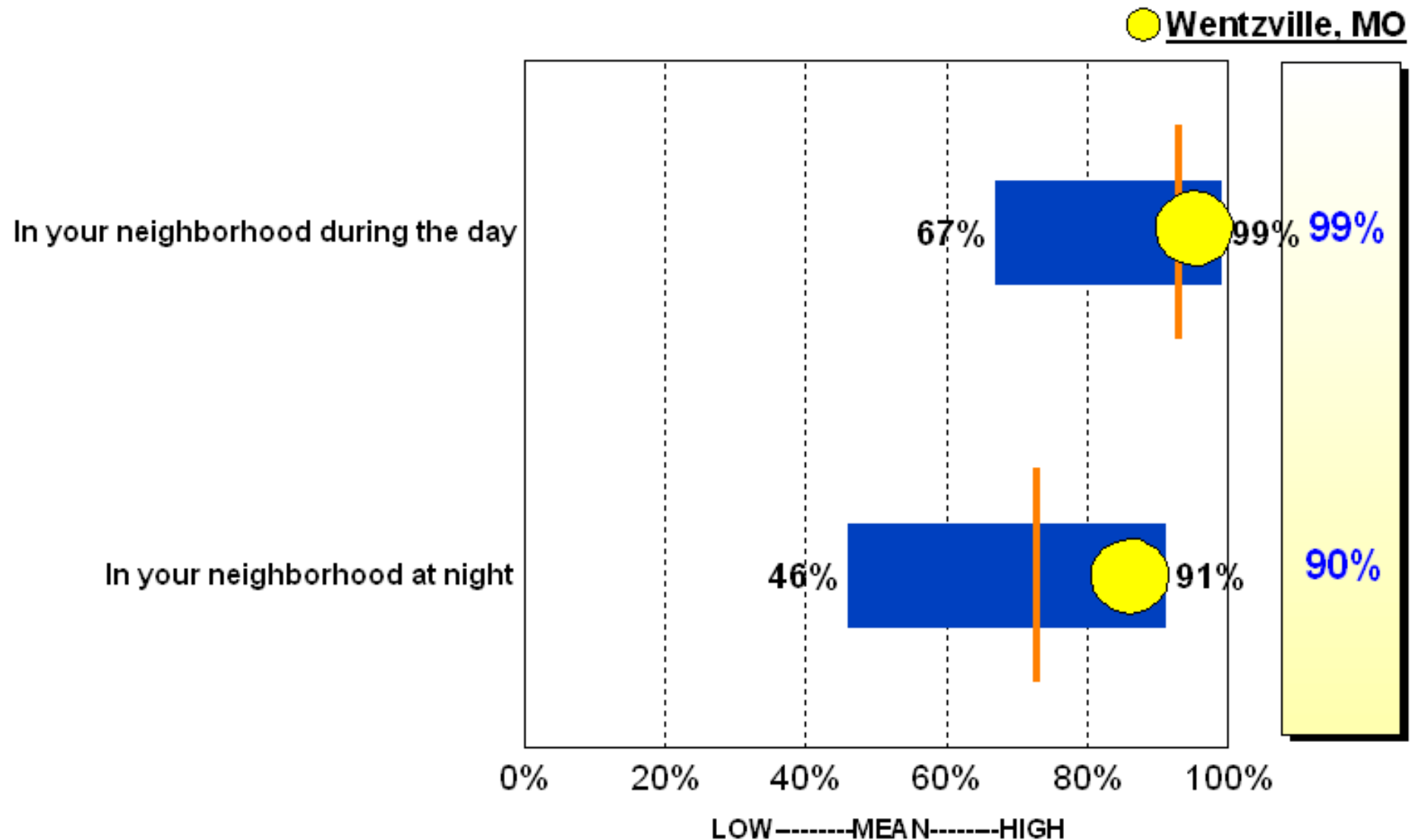
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2010 ETC Institute

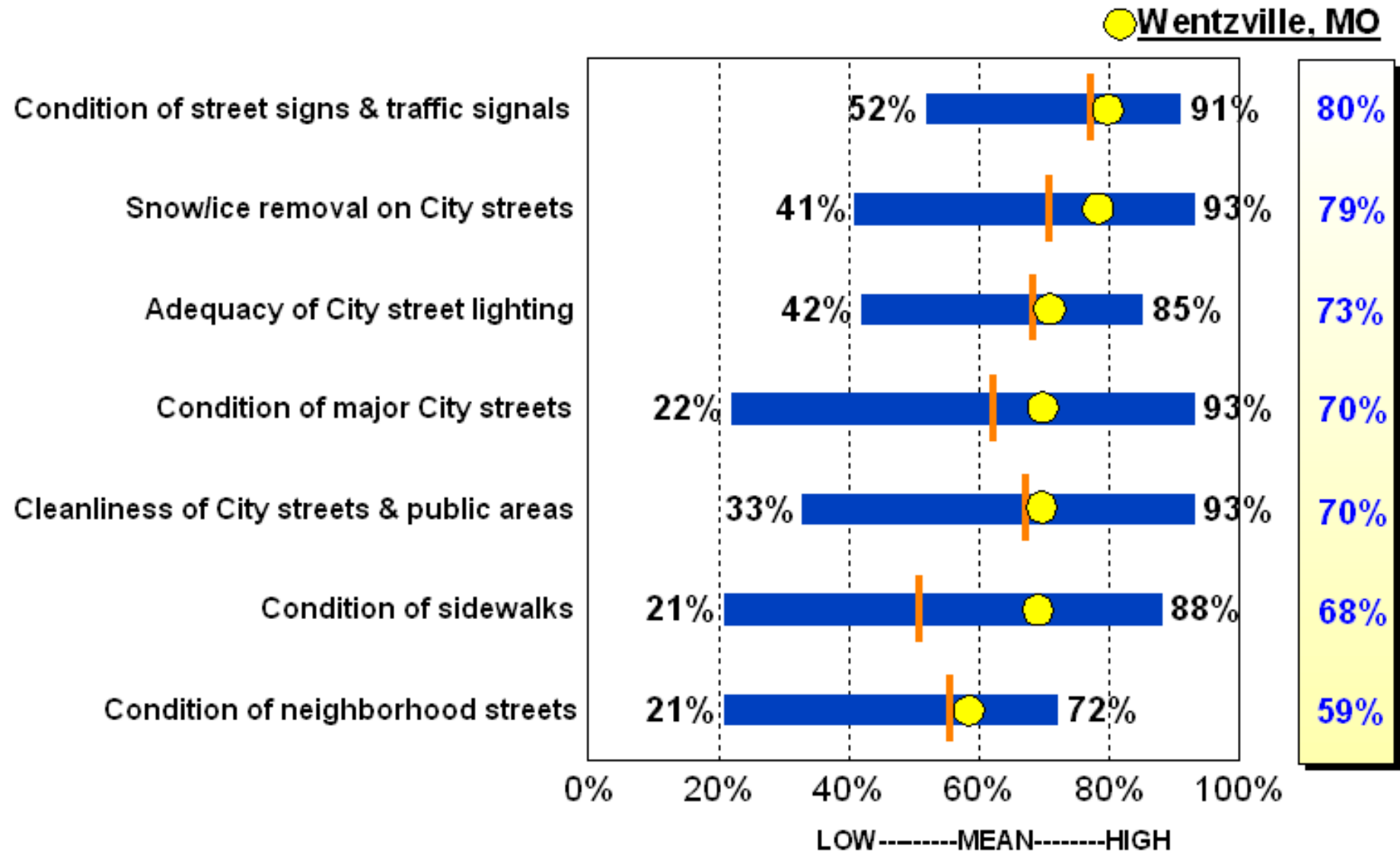
How Safe Residents in Missouri and Kansas Feel in Their City

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Satisfaction with Maintenance Services Provided by Cities in Missouri and Kansas

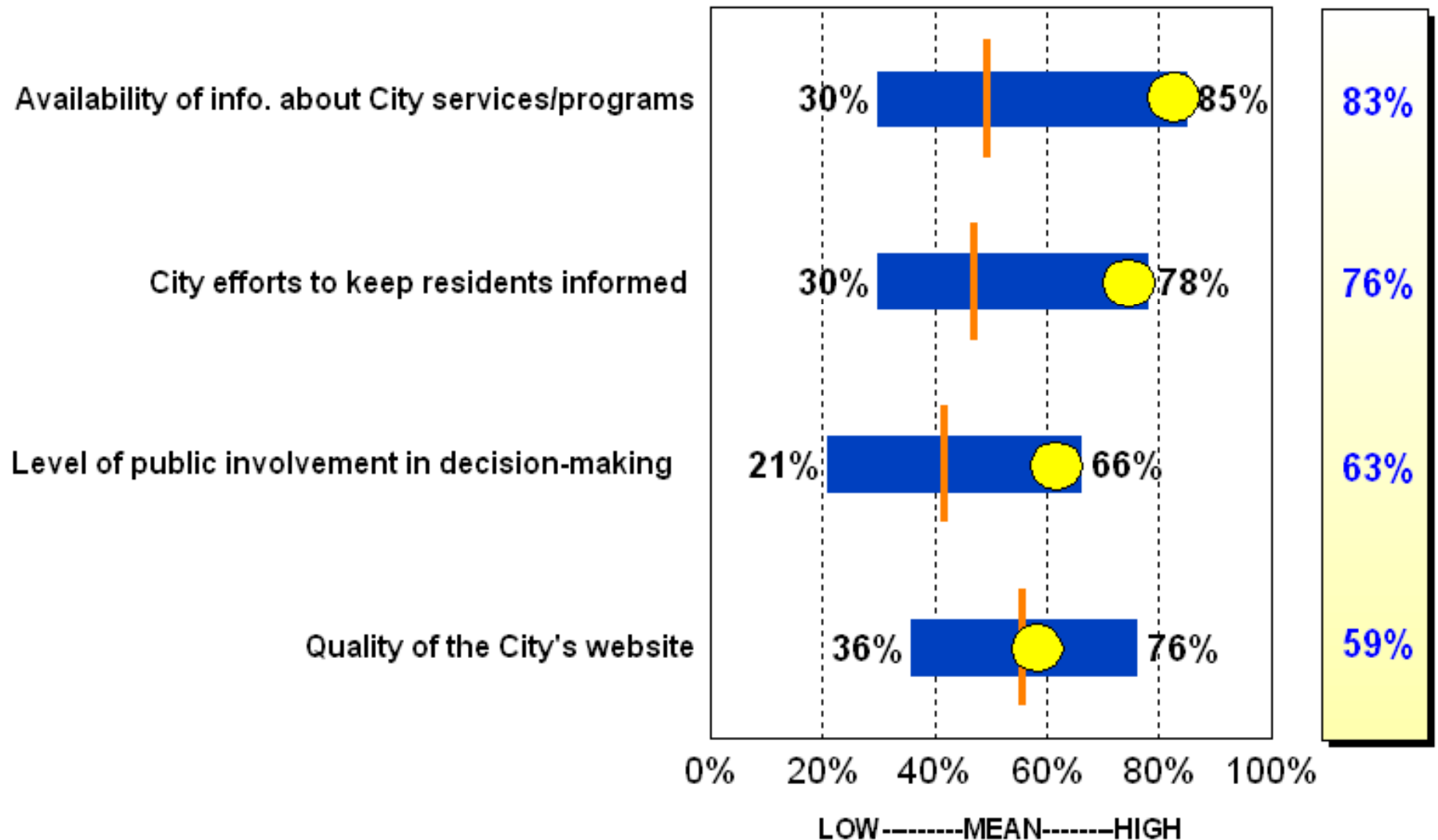
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Satisfaction with Communication Provided by Cities in Missouri and Kansas

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

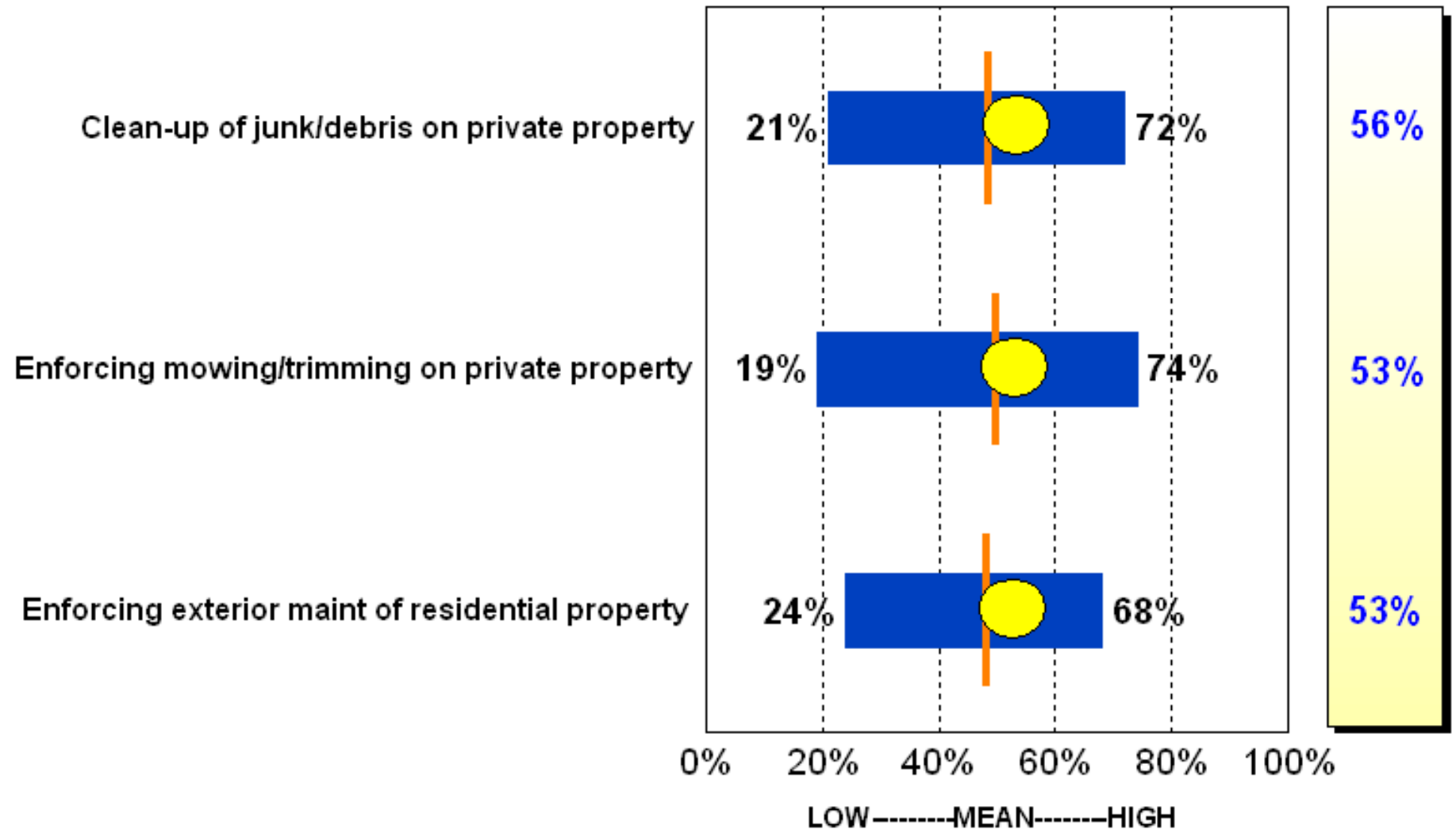
● Wentzville, MO



Satisfaction with Code Enforcement by Cities in Missouri and Kansas

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

● **Wentzville, MO**



Major Finding #7

Priorities for Investment

Priorities for Investment

- Importance-Satisfaction (I-S) Analysis was performed to assess the potential impact that investments in various city services would have on overall satisfaction with city services over the next 1-2 years
- I-S Rating is calculated by multiplying the percentage of respondents who selected an item as one of their top priorities by 1 minus the percentage of respondents who indicated they agreed with a statement about the issue
- By emphasizing improvements in areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high, the City will be more likely to cause positive change in overall satisfaction with City services over the next two years

Importance-Satisfaction Rating

City of Wentzville - 2010

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Traffic flow and congestion management in the City	68%	1	43%	8	0.3876	1
Maintenance of City streets	52%	2	57%	6	0.2236	2
<i>High Priority (IS .10-.20)</i>						
Quality of City parks & rec programs/facilities	41%	3	63%	4	0.1517	3
Quality of storm water run off & management system	30%	4	59%	5	0.1230	4
Enforcement of City codes and ordinances	26%	5	55%	7	0.1170	5
<i>Medium Priority (IS <.10)</i>						
Quality of police services	24%	6	84%	1	0.0384	6
Maintenance of City buildings and facilities	7%	7	69%	3	0.0217	7
Quality of customer service from City employees	7%	7	75%	2	0.0175	8
Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)						
Most Important %:	The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.					
Satisfaction %:	The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows". Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.					

Importance-Satisfaction Rating

City of Wentzville - 2010

PUBLIC SAFETY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS <.10)</i>						
Visibility of police in retail areas	24%	3	62%	7	0.0912	1
City's efforts to prevent crime	32%	2	72%	4	0.0896	2
Visibility of police in neighborhoods	36%	1	77%	1	0.0828	3
Attitude & behavior of Police Dept toward citizens	17%	4	70%	6	0.0510	4
How quickly police respond to emergencies	17%	4	74%	3	0.0442	5
City's municipal court	8%	8	47%	8	0.0424	6
Enforcement of local traffic laws	14%	6	72%	5	0.0392	7
Overall competency of Police Dept	14%	6	75%	2	0.0350	8
Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)						
Most Important %:	The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.					
Satisfaction %:	The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows". Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.					

Importance-Satisfaction Rating

City of Wentzville - 2010

CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Maintenance of streets in your neighborhood	36%	1	59%	10	0.1476	1
Snow removal on neighborhood streets	32%	3	57%	11	0.1376	2
Maintenance of major City streets	35%	2	70%	6	0.1050	3
<i>Medium Priority (IS <.10)</i>						
Landscaping of public areas along streets	15%	5	66%	9	0.0510	4
Adequacy of City street lighting	17%	4	72%	4	0.0476	5
Condition of City sidewalks	12%	7	68%	7	0.0384	6
Snow removal on major City streets	15%	5	79%	3	0.0315	7
Overall cleanliness of streets/other public areas	10%	8	80%	1	0.0200	8
Quality of street sweeping services	6%	10	68%	7	0.0192	9
Maintenance of City buildings	6%	10	71%	5	0.0174	10
Maintenance of street signs and traffic signals	8%	9	80%	1	0.0160	11
Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)						
Most Important %:	The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.					
Satisfaction %:	The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding "don't knows". Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.					

Bottom Line Up Front

- Opportunities exist to improve resident satisfaction with services and their perceptions of the City
- Traffic Flow and Congestion Management is the City service that should receive the most emphasis over the next 2 years
- Residents feel that the pace of downtown redevelopment is “too slow”
- The quality of public schools and cost of housing are the most important reasons for residents’ decisions to live in Wentzville
- Residents have been largely supportive of the transportation projects currently completed or being completed with more “not sure” for future projects
- Satisfaction Benchmarks comparable to other Kansas and Missouri communities

Questions ?

THANK YOU