



# Executive Summary

# 2023 City of Wentzville Community Survey Executive Summary



## Purpose

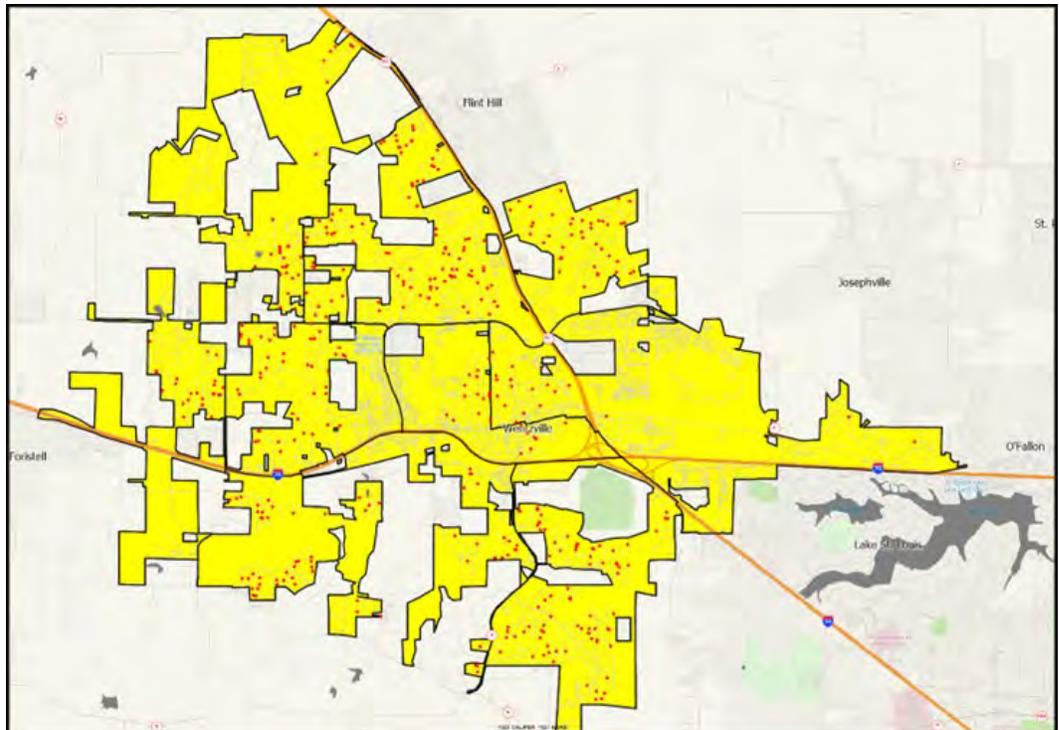
ETC Institute administered a *DirectionFinder*® survey for the City of Wentzville in January and February of 2023. The survey was administered as part of the City's effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will be used to help the City improve existing programs and services and help determine long-range planning and investment decisions. This was the third *DirectionFinder*® survey ETC Institute has administered for the City of Wentzville, with the first being in 2010.

## Methodology

A six-page survey was mailed to a random sample of households in 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 complete the survey on the internet.

The goal was to receive at least 400 completed surveys. This goal was met, with a total of 437 households completing a survey. The results for the random sample of 437 households have a 95% level of confidence with a precision of at least  $\pm 4.7\%$ .

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.



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**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 show 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-five percent (85%) of the residents surveyed, *who had an opinion*, rated the overall quality of services provided by the City as “excellent” or “good.” Eighty-four percent (84%) of residents surveyed *who had an opinion* rated the overall feeling of safety in the City as “excellent” or “good,” and 84% rated the quality of life in Wentzville as “excellent” or “good.”

## 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 (89%), the maintenance of City buildings and facilities (82%), and the quality of customer service received from City employees (80%).

## 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 competency of Police Department (84%), the overall attitude and behavior of Police Department toward citizens (83%), and how quickly police respond to emergencies (80%).

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**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: how easy water/sewer bill is to understand (75%), adequacy of the sanitary sewer collection system (73%), the clarity and taste of the tap water in your home (72%), and adequacy of the water system (72%).

**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: snow removal on major city streets (85%), maintenance of City buildings (81%), maintenance of street signs and traffic signals (76%), and snow removal on neighborhood streets (79%).

**Solid Waste Services.** The highest levels of satisfaction with solid waste services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential trash collection services (76%) and recycling services (57%).

**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 (77%) and the content of the City’s newsletters (75%).

**City Property Maintenance Codes.** The highest levels of satisfaction with 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 (62%) and enforcing the maintenance of business property (59%).

**Customer Service.** Forty percent (40%) of respondents indicated they had contacted the City with a question, problem, or complaint during the past year. The City departments contacted most were Public Works (27%) and Utilities (19%).

Of those who contacted the city, the highest levels of satisfaction with customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: how courteously you were treated (87%) and how easy the department was to contact (80%).

**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 (86%), number of City parks (75%), and safety at the City’s parks and recreation facilities (73%).

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## Other Findings

- Ninety-five percent (95%) of residents overall feel “very safe” or “safe” walking alone in their neighborhood during the day; 92% feel safe walking alone in their neighborhood in general, and 88% of residents feel safe walking alone in business areas during the day.
- The most frequently mentioned sources of information that residents use to get information about activities and services are: bi-monthly newsletter (72%), social media/Facebook (52%), and monthly insert in utility bill (49%).
- Sixty-four percent (64%) of residents typically purchase home furnishings outside of Wentzville; 49% typically purchase clothing outside of Wentzville, and 45% typically purchase technology equipment outside of Wentzville.
- Based on the sum of their top four choices, the most important reasons for residents deciding to live in Wentzville are: 1) safety and security, 2) the quality of housing, 3) the quality of public schools, and 4) the cost of housing.
- Seventy-seven percent (77%) of residents would be either “very supportive” or “supportive” of historic preservation efforts in Downtown Wentzville; only 4% are “unsupportive”, and 18% are “neutral”.

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## How Wentzville Compares to Other Communities Nationally

Satisfaction ratings for Wentzville **rated at or above the U.S. average in 44 of the 48 areas** that were assessed. Wentzville rated significantly higher than the U.S. average (difference of 5% or more) in 35 of these areas. Listed below are the comparisons between Wentzville and the U.S. average:

Service	Wentzville	U.S.	Difference	Category
Quality of customer service from City employees	80%	41%	39%	Major Categories of City Services
Quality of services provided by the City	85%	51%	34%	Perceptions of the City
Quality of police services	89%	55%	34%	Major Categories of City Services
Quality of parks & recreation services	85%	51%	34%	Major Categories of City Services
Availability of info about City programs/services	77%	48%	29%	Communication
City efforts to keep residents informed on issues	72%	44%	28%	Communication
Snow removal on neighborhood streets	75%	48%	27%	City Maintenance/Public Works
Quality of the City's website	68%	43%	25%	Communication
Snow removal on major City streets	85%	60%	25%	City Maintenance/Public Works
Maintenance of City buildings	81%	57%	24%	City Maintenance/Public Works
Overall image of the City	79%	55%	24%	Perceptions of the City
City's efforts to prevent crime	73%	50%	23%	Public Safety
Quality of social media	63%	40%	23%	Communication
How quickly police respond to emergencies	80%	58%	22%	Public Safety
How open the City is to public involvement & input	56%	34%	22%	Communication
Value received for your City tax dollars and fees	54%	34%	20%	Perceptions of the City
Quality of storm water run off & management system	70%	51%	19%	Major Categories of City Services
Appearance of the City	74%	56%	18%	Perceptions of the City
Adequacy of the sanitary sewer collection system	73%	55%	18%	Sewer, Water Utilities & Storm Water
Adequacy of the water system	72%	54%	18%	Sewer, Water Utilities & Storm Water
Enforcement of City codes and ordinances	58%	42%	16%	Major Categories of City Services
Feeling of safety in the City	84%	68%	16%	Perceptions of the City
Overall cleanliness of streets/other public areas	71%	55%	16%	City Maintenance/Public Works
Enforcement of local traffic laws	66%	51%	15%	Public Safety
Condition of City sidewalks	62%	48%	14%	City Maintenance/Public Works
Visibility of police in neighborhoods	69%	55%	14%	Public Safety
Visibility of police in retail areas	64%	52%	12%	Public Safety
Walking alone in your neighborhood during the day	95%	83%	12%	Feeling of Safety in the Community
Clarity and taste of the tap water in your home	72%	60%	12%	Sewer, Water Utilities & Storm Water
Maintenance of street signs and traffic signals	76%	65%	11%	City Maintenance/Public Works
Enforce maintenance of business property	59%	48%	11%	Property Maintenance Codes
Residential trash collection services	76%	69%	7%	Solid Waste Services
Landscaping of public areas along streets	63%	57%	6%	City Maintenance/Public Works
Enforce maintenance of residential property	51%	45%	6%	Property Maintenance Codes
Walking alone in your neighborhood after dark	68%	63%	5%	Feeling of Safety in the Community
Maintenance of City streets	45%	41%	4%	Major Categories of City Services
Enforce mowing/trimming of private property lawns	51%	47%	4%	Property Maintenance Codes
Amount charged for water/sewer utilities	43%	39%	4%	Sewer, Water Utilities & Storm Water
Water pressure in your home	70%	67%	3%	Sewer, Water Utilities & Storm Water
Adequacy of City street lighting	61%	60%	1%	City Maintenance/Public Works
How well the City is planning growth	40%	40%	0%	Perceptions of the City
Recycling services	57%	57%	0%	Solid Waste Services
Yard waste removal services	55%	55%	0%	Solid Waste Services
Enforce litter/debris cleanup on private property	46%	46%	0%	Property Maintenance Codes
Maintenance of major City streets	48%	51%	-3%	City Maintenance/Public Works
Appeal as a place to retire	42%	52%	-10%	Perceptions of the City
Maintenance of streets in your neighborhood	39%	51%	-12%	City Maintenance/Public Works
Flow of traffic and congestion management	22%	47%	-25%	Major Categories of City Services

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## How Wentzville Compares to Other Communities Regionally

Satisfaction ratings for Wentzville **rated above the Plains regional average in 45 of the 48 areas** that were assessed. Wentzville rated significantly higher than the Plains regional average (difference of 5% or more) in 42 of these areas. Listed below are the comparisons between Wentzville and the Plains regional average:

Service	Wentzville	Plains Region	Difference	Category
Quality of customer service from City employees	80%	43%	37%	Major Categories of City Services
Availability of info about City programs/services	77%	40%	37%	Communication
Quality of the City's website	68%	34%	34%	Communication
Snow removal on neighborhood streets	75%	43%	32%	City Maintenance/Public Works
Quality of services provided by the City	85%	53%	32%	Perceptions of the City
Quality of parks & recreation services	85%	53%	32%	Major Categories of City Services
Quality of police services	89%	58%	31%	Major Categories of City Services
Maintenance of City buildings	81%	52%	29%	City Maintenance/Public Works
City efforts to keep residents informed on issues	72%	43%	29%	Communication
Overall image of the City	79%	51%	28%	Perceptions of the City
Adequacy of the sanitary sewer collection system	73%	46%	27%	Sewer, Water Utilities & Storm Water
Adequacy of the water system	72%	45%	27%	Sewer, Water Utilities & Storm Water
Quality of social media	63%	38%	25%	Communication
How quickly police respond to emergencies	80%	56%	24%	Public Safety
How open the City is to public involvement & input	56%	34%	22%	Communication
Quality of storm water run off & management system	70%	48%	22%	Major Categories of City Services
Snow removal on major City streets	85%	63%	22%	City Maintenance/Public Works
Condition of City sidewalks	62%	40%	22%	City Maintenance/Public Works
Value received for your City tax dollars and fees	54%	33%	21%	Perceptions of the City
City's efforts to prevent crime	73%	53%	20%	Public Safety
Feeling of safety in the City	84%	66%	18%	Perceptions of the City
Overall cleanliness of streets/other public areas	71%	53%	18%	City Maintenance/Public Works
Appearance of the City	74%	57%	17%	Perceptions of the City
Maintenance of street signs and traffic signals	76%	59%	17%	City Maintenance/Public Works
Enforcement of City codes and ordinances	58%	42%	16%	Major Categories of City Services
Enforce maintenance of business property	59%	44%	15%	Property Maintenance Codes
Visibility of police in retail areas	64%	50%	14%	Public Safety
Residential trash collection services	76%	62%	14%	Solid Waste Services
Walking alone in your neighborhood during the day	95%	81%	14%	Feeling of Safety in the Community
Clarity and taste of the tap water in your home	72%	60%	12%	Sewer, Water Utilities & Storm Water
Enforce maintenance of residential property	51%	40%	11%	Property Maintenance Codes
Yard waste removal services	55%	45%	10%	Solid Waste Services
Enforcement of local traffic laws	66%	57%	9%	Public Safety
Walking alone in your neighborhood after dark	68%	59%	9%	Feeling of Safety in the Community
Maintenance of City streets	45%	36%	9%	Major Categories of City Services
Visibility of police in neighborhoods	69%	61%	8%	Public Safety
Water pressure in your home	70%	62%	8%	Sewer, Water Utilities & Storm Water
Recycling services	57%	49%	8%	Solid Waste Services
Enforce mowing/trimming of private property lawns	51%	44%	7%	Property Maintenance Codes
Landscaping of public areas along streets	63%	56%	7%	City Maintenance/Public Works
Maintenance of major City streets	48%	42%	6%	City Maintenance/Public Works
Amount charged for water/sewer utilities	43%	38%	5%	Sewer, Water Utilities & Storm Water
Adequacy of City street lighting	61%	57%	4%	City Maintenance/Public Works
How well the City is planning growth	40%	37%	3%	Perceptions of the City
Enforce litter/debris cleanup on private property	46%	44%	2%	Property Maintenance Codes
Appeal as a place to retire	42%	46%	-4%	Perceptions of the City
Maintenance of streets in your neighborhood	39%	46%	-7%	City Maintenance/Public Works
Flow of traffic and congestion management	22%	51%	-29%	Major Categories of City Services

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## 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 8 major categories of City services that were rated.

<b>Importance-Satisfaction Rating</b>						
<b>City of Wentzville, Missouri</b>						
<b>Major Categories of City Services</b>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Flow of traffic and congestion management	82%	1	22%	8	0.6388	1
Maintenance of City streets	73%	2	45%	7	0.4004	2
<b>High Priority (IS .10 - .20)</b>						
Enforcement of City codes and ordinances	32%	3	58%	6	0.1352	3
<b>Medium Priority (IS &lt;.10)</b>						
Quality of storm water run off & management system	21%	4	70%	5	0.0636	4
Quality of parks & recreation services	21%	5	85%	2	0.0317	5
Quality of police services	21%	6	89%	1	0.0229	6
Maintenance of City buildings and facilities	7%	7	82%	3	0.0119	7
Quality of customer service from City employees	6%	8	80%	4	0.0112	8