Section 2: Benchmarking Analysis
Overview

ETC Institute's DirectionFinder program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities and counties in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2014 to a random sample of more than 4,000 residents across the United States and (2) a regional survey that was administered during the fall of 2014 to a random sample of more than 400 residents in Kansas and Missouri.

Interpreting the Charts

The charts on the following pages show how the overall results for Wentzville compare to the a U.S. national and regional averages based on the results of the 2014 survey that was administered by ETC Institute to a random sample of more than 4,000 residents across the United States, and the regional survey administered to more than 400 residents living in communities throughout Missouri and Kansas. The City of Wentzville’s results are shown in blue, the Missouri/Kansas averages are shown in red and the National averages are shown in yellow in the charts on the following pages.
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Wentzville, Missouri is not authorized without written consent from ETC Institute.

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
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)

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
**How Safe Residents Feel in Their Community**

**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)

- **In your neighborhood during the day**
  - Wentzville: 91%
  - MO/KS: 89%
  - U.S.: 89%

- **In your neighborhood after dark**
  - Wentzville: 70%
  - MO/KS: 65%
  - U.S.: 74%

Source: 2016 ETC Institute

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**Overall Satisfaction with Utility 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 safe" and 1 was "very unsafe" (excluding don't knows)

- **Residential trash collection services**
  - Wentzville: 82%
  - MO/KS: 84%
  - U.S.: 79%

- **Recycling services**
  - Wentzville: 70%
  - MO/KS: 74%
  - U.S.: 73%

- **Yard waste removal services**
  - Wentzville: 68%
  - MO/KS: 73%
  - U.S.: 73%

Source: 2016 ETC Institute
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)

- Snow removal on City streets: 83%
- Cleanliness of streets/other public areas: 82%
- Maintenance of street signs & traffic signals: 78%
- Maintenance of City buildings: 70%
- Landscaping of public areas along streets: 69%
- Maintenance of major City streets: 74%
- Adequacy of City street lighting: 73%
- Condition of sidewalks: 73%
- Maintenance of streets in your neighborhood: 61%

Source: 2016 ETC Institute

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)

- Availability of info. about City services/programs: 83%
- City efforts to keep residents informed: 76%
- How open City is to public involvement: 66%
- Quality of the City's website: 66%

Source: 2016 ETC Institute
Overall Satisfaction with Code Enforcement
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)

- Maintenance of business property: Wentzville 55%, MO/KS 54%, U.S. 50%
- Clean-up of litter/debris on private property: Wentzville 54%, MO/KS 52%, U.S. 50%
- Enforcing mowing/trimming on private property: Wentzville 49%, MO/KS 59%, U.S. 53%
- Enforcing maintenance of residential property: Wentzville 49%, MO/KS 47%, U.S. 47%

Source: 2016 ETC Institute

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)

- How easy they were to contact: Wentzville 90%, MO/KS 63%, U.S. 68%
- How courteously you were treated: Wentzville 85%, MO/KS 67%, U.S. 68%
- Responsiveness of City employees: Wentzville 80%, MO/KS 60%, U.S. 60%

Source: 2016 ETC Institute
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)

- Maintenance of City parks: Wentzville 80% vs. MO/KS 77% vs. U.S. 71%
- Number of City parks: Wentzville 70% vs. MO/KS 68% vs. U.S. 71%
- City swimming pools: Wentzville 61% vs. MO/KS 42% vs. U.S. 54%
- Youth sports programs: Wentzville 54% vs. MO/KS 51% vs. U.S. 61%
- Adult sports programs: Wentzville 50% vs. MO/KS 51% vs. U.S. 51%
- Walking/biking trails in the City: Wentzville 49% vs. MO/KS 54% vs. U.S. 51%

Source: 2016 ETC Institute