ETC Institute
A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 30 years

More than 2,000,000 Persons Surveyed Since 2006 for more than 800 cities in 49 States
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: 95%

• Margin of error: +/- 3.7% overall
Location of Survey Respondents

Good representation throughout the City

Wentzville 2016 Community Survey
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
82% of Residents Are Satisfied with the Overall Quality of Services Provided by the City, Compared to Only 3% Who Are Dissatisfied
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

Legend
Mean rating on a 9-point scale

- 1.0-2.6 Very Dissatisfied
- 2.6-4.2 Dissatisfied
- 4.2-5.8 Neutral
- 5.8-7.4 Satisfied
- 7.4-9.0 Very Satisfied
- No Response

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)
Overall Quality of Life in the City

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

Legend
Mean rating on a 9-point scale
1.0-2.6 Very Dissatisfied
2.6-4.2 Dissatisfied
4.2-5.8 Neutral
5.8-7.4 Satisfied
7.4-9.0 Very Satisfied
No Response

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

- Quality of police services: 84% (2010), 84% (2016)
- Quality of customer service from City employees: 75% (2010), 79% (2016)
- Maintenance of City buildings and facilities: 69% (2010), 74% (2016)
- Quality of storm water run off & management system: 59% (2010), 71% (2016)
- Maintenance of City streets: 56% (2010), 68% (2016)
- Enforcement of City codes and ordinances: 54% (2010), 62% (2016)
- Flow of traffic and congestion management: 43% (2010), 44% (2016)

Source: ETC Institute (2016)
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)

- Feeling of safety in the City: 89% in 2010, 89% in 2016
- Quality of life in the City: 82% in 2010, 85% in 2016
- Quality of services provided by the City: 80% in 2010, 82% in 2016
- Overall image of the City: 77% in 2010, 80% in 2016
- Appearance of the City: 74% in 2010, 78% in 2016
- Quality of residential development in the City: 66% in 2010, 74% in 2016
- Quality of commercial development in the City: 67% in 2010, 68% in 2016
- How well the City is planning growth: 56% in 2010, 62% in 2016
- Value received for your City tax dollars and fees: 46% in 2010, 59% in 2016
- Appeal as a place to retire: 48% in 2010, 54% in 2016

Significant Increases From 2010: Appearance of the City, Quality of residential development in the City, Quality of commercial development in the City, How well the City is planning growth

Significant Decreases From 2010: Value received for your City tax dollars and fees, Appeal as a place to retire
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)

- **Attitude & behavior of Police Dept toward citizens**
  - 2010: 47%
  - 2016: 56%

- **Overall competency of Police Dept**
  - 2010: 70%
  - 2016: 79%

- **How quickly police respond to emergencies**
  - 2010: 76%
  - 2016: 77%

- **City's efforts to prevent crime**
  - 2010: 72%
  - 2016: 73%

- **Enforcement of local traffic laws**
  - 2010: 72%
  - 2016: 73%

- **Visibility of police in neighborhoods**
  - 2010: 68%
  - 2016: 77%

- **Visibility of police in retail areas**
  - 2010: 63%
  - 2016: 68%

- **City’s municipal court**
  - 2010: 47%
  - 2016: 56%

**Source:** ETC Institute (2016)

**Significant Increases From 2010:**

- Attitude & behavior of Police Dept toward citizens
- Overall competency of Police Dept
- How quickly police respond to emergencies
- City’s municipal court

**Significant Decreases From 2010:**

- Visibility of police in neighborhoods
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 know)
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: 90% (2016) vs. 86% (2010)
- How courteously were you treated: 85% (2016) vs. 85% (2010)
- Technical competence & knowledge of City employees: 80% (2016) vs. 74% (2010)
- Overall responsiveness of City employees: 80% (2016) vs. 67% (2010)

Source: ETC Institute (2016)
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)

- Availability of info about City programs/services: 83% (2010), 83% (2016)
- Content of the City’s newsletter: 78% (2010), 80% (2016)
- City efforts to keep residents informed on issues: 76% (2010), 76% (2016)
- How well the City’s communications meet your needs: 68% (2010), 72% (2016)
- How open the City is to public involvement & input: 63% (2010), 66% (2016)
- Quality of social media i.e. Facebook, Twitter: 51% (2010), 61% (2016)
- Quality of the City’s website: 59% (2010), 61% (2016)

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)

- Enforce codes designed to protect public safety: 65% (2010), 62% (2016)
- Enforce maintenance of business property: 65% (2010), 60% (2016)
- Enforce litter/debris cleanup on private property: 54% (2010), 56% (2016)
- Enforce maintenance of residential property: 49% (2010), 53% (2016)
- Enforce mowing/trimming of private property lawns: 49% (2010), 53% (2016)

Source: ETC Institute (2016)
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)

- Clarity and taste of the tap water in your home: 75% (2010), 85% (2016)
- Adequacy of the water system: 76% (2010), 82% (2016)
- Adequacy of the sanitary sewer collection system: 73% (2010), 81% (2016)
- Water pressure in your home: 77% (2010), 80% (2016)
- Drainage of rain water off City streets: 64% (2010), 74% (2016)
- Amount charged for water/sewer utilities: 54% (2010), 59% (2016)
- Rain water drainage off properties near residence: 52% (2010), 56% (2016)

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)

- **Police services**
  - Wentzville: 84%
  - MO/KS: 80%
  - U.S.: 81%

- **Customer service**
  - Wentzville: 79%
  - MO/KS: 50%
  - U.S.: 56%

- **Stormwater runoff/management system**
  - Wentzville: 71%
  - MO/KS: 65%
  - U.S.: 62%

- **Maintenance of City streets**
  - Wentzville: 68%
  - MO/KS: 49%
  - U.S.: 46%

- **Enforcement of codes & ordinances**
  - Wentzville: 62%
  - MO/KS: 52%
  - U.S.: 56%

- **Management of traffic flow & congestion**
  - Wentzville: 44%
  - MO/KS: 60%
  - U.S.: 58%

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)

- **Feeling of safety in the City**: Wentzville 80%, MO/KS 76%, U.S. 77%
- **Overall quality of life in the City**: Wentzville 85%, MO/KS 74%, U.S. 76%
- **Overall quality of City services provided**: Wentzville 82%, MO/KS 54%, U.S. 56%
- **Overall image of the community**: Wentzville 80%, MO/KS 71%, U.S. 72%
- **Overall appearance of the City**: Wentzville 78%, MO/KS 64%, U.S. 67%
- **How well the City is planning growth**: Wentzville 62%, MO/KS 49%, U.S. 44%
- **Value received for City tax dollars/fees**: Wentzville 59%, MO/KS 45%, U.S. 47%

**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)

- How quickly police respond to emergencies: Wentzville 77%, MO/KS 72%, U.S. 69%
- City efforts to prevent crime: Wentzville 73%, MO/KS 63%, U.S. 62%
- Enforcement of local traffic laws: Wentzville 73%, MO/KS 74%, U.S. 68%
- Visibility of police in neighborhoods: Wentzville 68%, MO/KS 63%, U.S. 64%
- Visibility of police in retail areas: Wentzville 68%, MO/KS 66%, U.S. 64%

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: Wentzville 69%, MO/KS 65%, U.S. 69%
- Cleanliness of streets/other public areas: Wentzville 64%, MO/KS 63%, U.S. 63%
- Maintenance of street signs & traffic signals: Wentzville 78%, MO/KS 77%, U.S. 77%
- Maintenance of City buildings: Wentzville 70%, MO/KS 69%, U.S. 69%
- Landscaping of public areas along streets: Wentzville 61%, MO/KS 63%, U.S. 63%
- Maintenance of major City streets: Wentzville 60%, MO/KS 58%, U.S. 58%
- Adequacy of City street lighting: Wentzville 67%, MO/KS 63%, U.S. 63%
- Condition of sidewalks: Wentzville 50%, MO/KS 52%, U.S. 52%
- Maintenance of streets in your neighborhood: Wentzville 52%, MO/KS 60%, U.S. 60%

Source: 2016 ETC Institute

Significantly Higher:  
Significantly Lower:  

26
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:
  - Wentzville: 54%
  - MO/KS: 55%
  - U.S.: 65%

- City efforts to keep residents informed:
  - Wentzville: 76%
  - MO/KS: 51%
  - U.S.: 43%

- How open City is to public involvement:
  - Wentzville: 66%
  - MO/KS: 46%
  - U.S.: 43%

- Quality of the City's website:
  - Wentzville: 61%
  - MO/KS: 66%
  - U.S.: 66%

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)

- **How easy they were to contact**
  - Wentzville: 90%
  - MO/KS: 68%
  - 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

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)

- **Maintenance of City parks**: Wentzville 90%, MO/KS 80%, U.S. 71%
- **Number of City parks**: Wentzville 70%, MO/KS 68%, U.S. 71%
- **City swimming pools**: Wentzville 61%, MO/KS 55%, U.S. 51%
- **Youth sports programs**: Wentzville 54%, MO/KS 54%, U.S. 54%
- **Adult sports programs**: Wentzville 50%, MO/KS 51%, U.S. 51%
- **Walking/biking trails in the City**: Wentzville 49%, MO/KS 54%, U.S. 55%

Source: 2016 ETC Institute
Major Finding #4
Top Priorities for Investment
# Importance-Satisfaction Rating
City of Wentzville, Missouri

## Major Categories of City Services

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flow of traffic and congestion management</td>
<td>76%</td>
<td>1</td>
<td>44%</td>
<td>7</td>
<td>0.4256</td>
<td>1</td>
</tr>
<tr>
<td><strong>High Priority (IS .10 - .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Maintenance of City streets</td>
<td>58%</td>
<td>2</td>
<td>68%</td>
<td>5</td>
<td>0.1856</td>
<td>2</td>
</tr>
<tr>
<td>Enforcement of City codes and ordinances</td>
<td>28%</td>
<td>4</td>
<td>62%</td>
<td>6</td>
<td>0.1064</td>
<td>3</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of storm water run off &amp; management system</td>
<td>23%</td>
<td>5</td>
<td>71%</td>
<td>4</td>
<td>0.0667</td>
<td>4</td>
</tr>
<tr>
<td>Quality of police services</td>
<td>29%</td>
<td>3</td>
<td>84%</td>
<td>1</td>
<td>0.0464</td>
<td>5</td>
</tr>
<tr>
<td>Maintenance of City buildings and facilities</td>
<td>12%</td>
<td>6</td>
<td>74%</td>
<td>3</td>
<td>0.0312</td>
<td>6</td>
</tr>
<tr>
<td>Quality of customer service from City employees</td>
<td>9%</td>
<td>7</td>
<td>79%</td>
<td>2</td>
<td>0.0189</td>
<td>7</td>
</tr>
</tbody>
</table>

## Overall Priorities:
# Importance-Satisfaction Rating

**City of Wentzville, Missouri**

## Public Safety

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Priority (IS .10 - .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visibility of police in neighborhoods</td>
<td>38%</td>
<td>1</td>
<td>68%</td>
<td>6</td>
<td>0.1216</td>
<td>1</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt;.10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City's efforts to prevent crime</td>
<td>34%</td>
<td>2</td>
<td>73%</td>
<td>4</td>
<td>0.0918</td>
<td>2</td>
</tr>
<tr>
<td>Visibility of police in retail areas</td>
<td>26%</td>
<td>3</td>
<td>68%</td>
<td>7</td>
<td>0.0832</td>
<td>3</td>
</tr>
<tr>
<td>How quickly police respond to emergencies</td>
<td>17%</td>
<td>4</td>
<td>77%</td>
<td>3</td>
<td>0.0391</td>
<td>4</td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>14%</td>
<td>7</td>
<td>73%</td>
<td>5</td>
<td>0.0378</td>
<td>5</td>
</tr>
<tr>
<td>Attitude &amp; behavior of Police Dept toward citizens</td>
<td>17%</td>
<td>5</td>
<td>79%</td>
<td>1</td>
<td>0.0357</td>
<td>6</td>
</tr>
<tr>
<td>Overall competency of Police Dept</td>
<td>15%</td>
<td>6</td>
<td>79%</td>
<td>2</td>
<td>0.0315</td>
<td>7</td>
</tr>
<tr>
<td>City's municipal court</td>
<td>6%</td>
<td>8</td>
<td>56%</td>
<td>8</td>
<td>0.0264</td>
<td>8</td>
</tr>
</tbody>
</table>

**Public Safety Priorities:**

- Visibility of police in neighborhoods: 38%
- City's efforts to prevent crime: 34%
- Visibility of police in retail areas: 26%
- How quickly police respond to emergencies: 17%
- Enforcement of local traffic laws: 14%
- Attitude & behavior of Police Dept toward citizens: 17%
- Overall competency of Police Dept: 15%
- City's municipal court: 6%
## Importance-Satisfaction Rating

### City of Wentzville, Missouri

### Maintenance/Public Works

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; 20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of streets in your neighborhood</td>
<td>44%</td>
<td>1</td>
<td>52%</td>
<td>12</td>
<td>0.2112</td>
<td>1</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; 10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of major City streets</td>
<td>32%</td>
<td>2</td>
<td>74%</td>
<td>7</td>
<td>0.0832</td>
<td>2</td>
</tr>
<tr>
<td>Snow removal on neighborhood streets</td>
<td>20%</td>
<td>3</td>
<td>69%</td>
<td>11</td>
<td>0.0620</td>
<td>3</td>
</tr>
<tr>
<td>Adequacy of City street lighting</td>
<td>19%</td>
<td>4</td>
<td>73%</td>
<td>10</td>
<td>0.0513</td>
<td>4</td>
</tr>
<tr>
<td>Condition of City sidewalks</td>
<td>13%</td>
<td>6</td>
<td>73%</td>
<td>9</td>
<td>0.0351</td>
<td>5</td>
</tr>
<tr>
<td>Landscaping of public areas along streets</td>
<td>9%</td>
<td>9</td>
<td>74%</td>
<td>6</td>
<td>0.0234</td>
<td>6</td>
</tr>
<tr>
<td>Snow removal on major City streets</td>
<td>13%</td>
<td>5</td>
<td>83%</td>
<td>2</td>
<td>0.0221</td>
<td>7</td>
</tr>
<tr>
<td>Maintenance of street signs and traffic signals</td>
<td>11%</td>
<td>7</td>
<td>81%</td>
<td>4</td>
<td>0.0209</td>
<td>8</td>
</tr>
<tr>
<td>Overall cleanliness of streets/other public areas</td>
<td>10%</td>
<td>8</td>
<td>82%</td>
<td>3</td>
<td>0.0180</td>
<td>9</td>
</tr>
<tr>
<td>Maintenance of City buildings</td>
<td>6%</td>
<td>10</td>
<td>76%</td>
<td>5</td>
<td>0.0144</td>
<td>10</td>
</tr>
<tr>
<td>Quality of street sweeping services</td>
<td>3%</td>
<td>11</td>
<td>73%</td>
<td>8</td>
<td>0.0081</td>
<td>11</td>
</tr>
<tr>
<td>Mowing and trimming of City parks</td>
<td>2%</td>
<td>12</td>
<td>85%</td>
<td>1</td>
<td>0.0030</td>
<td>12</td>
</tr>
</tbody>
</table>

### Maintenance/Public Works Priorities:
## Importance-Satisfaction Rating

**City of Wentzville, Missouri**

### Parks and Recreation Priorities:

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

**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)

- Bimonthly Newsletter (Vision): 71%
- Monthly insert in utility bill (Noteworthy): 59%
- Parks & Recreation brochure (Fun Times): 56%
- www.wentzvillemo.org: 31%
- Social media/Facebook: 23%
- Signage/printed material from City: 22%
- Neighborhood/Ward meetings: 3%
- Other: 3%

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)

- Restaurants: 63%
- Live music/venues: 44%
- Retail: 36%
- Performing arts/theater: 32%
- Manufacturing: 22%
- Office: 15%
- Other: 18%

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

- Quality of public schools: 49%
- Safety and security: 40%
- Quality of housing: 34%
- Cost of housing: 29%
- Types of housing: 19%
- Proximity to family or friends: 16%
- Sense of community: 13%
- Proximity to where I work: 13%
- Access to quality shopping: 8%
- Central location: 7%
- Employment opportunities: 6%
- Accessibility: 6%
- Availability of parks/recreation opportunities: 6%

Source: ETC Institute (2016)
Q23. How Supportive Would You Be of Historic Preservation Efforts in Downtown Wentzville?

by percentage of respondents

- Very Supportive: 41%
- Somewhat Supportive: 31%
- Not Sure: 20%
- Not Supportive: 7%

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!!