

City of University City Community Survey

Findings Report

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2019

Submitted to the City of University City

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September 2019





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City of University City Community Survey

Executive Summary

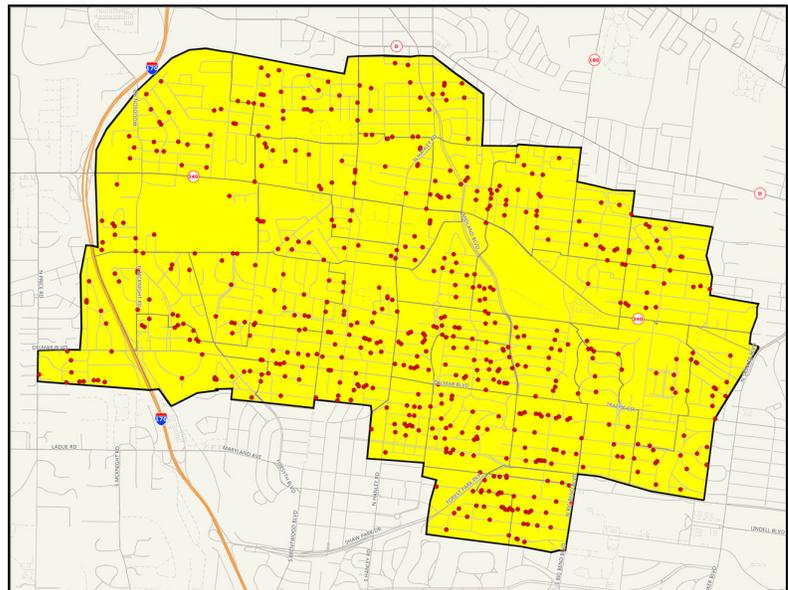
Overview and Methodology

ETC Institute administered a community survey for the City of University City during the summer of 2019. The survey was designed to gather opinions and input on University City’s priorities, programs, and services. The information collected will be used to improve and expand existing programs and determine future needs of residents of University City. This is the first survey administered for the City by ETC Institute.

Methodology. The seven-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of University City. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database. Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of University City from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to receive at least 600 completed surveys. This goal was accomplished, with a total of 603 households completing a survey. The results for the random sample of 603 households have a 95% level of confidence with a precision of at least +/- 4%.

To better 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.



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 shows how the results for University City 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)
- a separate appendix was created with GIS Maps showing how different areas of the community responded to particular questions

Overall Perceptions of the City

Seventy-two percent (72%) of residents surveyed *who had an opinion* indicated the overall quality services provided by the City are “excellent” or “good,” this is significantly higher than the Missouri/Kansas benchmarking average of 42% and the national average of 48%. Seventy-four percent (73.5%) of those surveyed *who had an opinion* indicated the overall quality of life in the City is either “excellent” or “good” and 60.5% rated the overall appearance of the City as either “excellent” or “good.” Eighty-six percent (86.3%) of respondents indicated they would recommend the City as a place to live and 82.5% would recommend the City as a place to visit.

Satisfaction with Major City Services

Most residents surveyed (84.7%) *who had an opinion* were either “very satisfied” or “satisfied” with the overall quality of public safety services – police and fire. The highest levels of satisfaction with major City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of City parks and recreation programs and facilities (78.9%), the overall quality of customer service received from City employees (67.2%), and the overall flow of traffic and congestion management in the City (66.2%). Based on the sum of respondents’ top three choices the overall maintenance of City streets and the overall quality of public safety services – police and fire should receive the most emphasis from City leaders over the next two years.

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 quality of the University City Fire Department (79.5%), the overall competency of the University City Fire Department (79%), how quickly police respond to emergencies (78.4%), and how quickly the Fire Department respond to emergencies (78%). The City’s efforts to prevent crime was the item that residents think should receive the most emphasis from City leaders over the next two years.
- **City Maintenance and Public Works Services.** The highest levels of satisfaction with city maintenance and public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: curbside recycling (84.8%), the drop-off recycling location (77.9%), and the maintenance of street signs and traffic signals (73%). The condition of sidewalks and the adequacy of residential street lighting are the items that residents think should receive the most emphasis from City leaders over the next two years.
- **Maintenance of City Streets.** The highest levels of satisfaction with City street maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of sidewalks (59.8%), the frequency of leaf collection services (59.1%), and the quality of snow removal services (56.5%).
- **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: how close neighborhood parks are to respondent households (83.2%), the maintenance of City parks (73.6%), the availability of information about City parks and recreation programs (66.5%), and Centennial Commons (66.5%). The maintenance of City parks was the item that residents think should receive the most emphasis from City leaders over the next two years
- **City Communication.** The highest levels of satisfaction with City communication, 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 (55%) and the City’s efforts to keep residents informed about local issues (50.7%).
- **Waste Collection Services.** The highest levels of satisfaction with City waste collection services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of residential trash collection services (89.1%) and the overall quality of recycling collection services (86.3%).
- **Property Maintenance Codes.** The highest levels of satisfaction with the enforcement of City property maintenance codes, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: enforcing the cleanup of litter and debris on private property (45.4%) and enforcing codes designed to address public safety and nuisance issues (44.2%).

- **Transportation.** The highest levels of satisfaction with transportation in the City, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: ease of travel from home to work (74.9%), ease of travel from home to schools (73%), and the ease of east/west travel (71.2%).

Additional Findings

- Most respondents indicated they feel “very safe” or “somewhat safe” walking alone in their neighborhood or The Loop during the day. Only 42.8% of respondents indicated they feel safe walking alone in The Loop after dark.
- Ninety percent (89.9%) of respondents indicated they are “very supportive” or “somewhat supportive” of the City implementing a gunshot spotter, 78.9% are supportive of public space cameras in neighborhoods, and 74.9% are supportive of license plate reader technology in neighborhoods. Only 54.3% of respondents indicated they were either “very supportive” or “somewhat supportive” of drone surveillance.
- A majority of respondents agreed that the City should prioritize sustainable practices in policy and decision making and that they should devote resources to raise awareness and understanding of sustainability.
- Ninety-one percent (91%) of respondents indicated their household recycle, of those 83.5% use curbside recycling, 14.1% use a drop off facility, and 2.4% use another means of recycling.
- During the past 12 months, 69.2% of respondents indicated someone in their household has used any of University City’s parks, recreation facilities, or recreation programs.
- Respondents were asked to indicate how important various Parks and Recreation initiatives are to their household. Ninety-five percent (95.1%) of respondents indicated that park maintenance is a “very important” or “important” park initiative, 93.1% indicated their feeling of safety in City parks is important, and 88.5% indicated that neighborhood park improvements are important.
- Seventy-three percent (73.4%) of respondents indicated they are either “very satisfied” or “satisfied” with culture, dining, and shopping in University City.
- Fifty-seven percent (56.7%) of respondents indicated they are supportive of the City using financial incentives to attract and expand retail offerings in the City.
- Fifty-four percent (54.2%) of respondents indicated they are either “very supportive” or “supportive” of the City developing additional bike lanes on roadways if it required a reduction in vehicular travel lanes, only 42.7% were supportive of developing additional bike lanes if it required eliminating street parking.
- Only 11.9% of respondents indicated that anyone in their household was the victim of any crime in University City in the past 12 months.

City Communication

Respondents were asked to indicate how often they use eight different communication methods utilized by the City. For each communication method used respondents were asked to rate how effective it is in keeping them informed about City services, programs and projects. As the table below shows, the most used source of information is the ROARS newsletter which is curated and distributed by the City, this is also the most effective source of communication according to respondents. The City has done an excellent job of ensuring that residents turn to the City first for information regarding City services, programs, and projects. Ensuring that these two items remain aligned the future will help the City improve overall satisfaction with City services by informing residents of new initiatives and improvements the City is working towards. The ROARS newsletter and the City’s website are also the most preferred methods of receiving information about the City.

Source	Usage		Effectiveness	
	Percentage	Rank	Percentage	Rank
ROARS newsletter	48.00%	1	62.20%	1
NextDoor	42.60%	2	50.50%	2
Parks & Recreation guide	29.50%	3	49.90%	3
City website, www.ucitymo.org	21.40%	4	44.70%	4
Facebook (City of University City, MO)	7.20%	5	16.50%	5
Civic Plus Notify Me	5.50%	6	7.70%	8
Twitter (@UniversityCityMo)	4.60%	7	10.70%	6
Instagram (UniversityCityMO)	3.80%	8	8.40%	7

Only 14.2% of respondents indicated they have heard about the ability to get the ROARS newsletter via email, instead of a hard copy. Of those who indicated they were aware that the ROARS newsletter could be delivered via email 35.8% indicated they are interested in receiving the newsletter via email and 3.7% have already signed up.

Planning and Development

Only 12.4% of respondents indicated they have contacted the City’s Planning and Development Department Code Division to report a violation in the past 12 months. Of those who have contacted the Code Division to report a violation 58.1% reported mowing and trimming of laws on private property and 50% reported the cleanup of litter and debris on private property.

Forty-two percent (41.6%) of respondents indicated they have applied for a building or occupancy permit with University City. Of those respondents who have applied, 77.2% indicated they were satisfied with the process.

Eleven percent (10.9%) of respondents indicated they have applied for a permit from the Planning and Development Department. Those respondents who indicated they have applied for a permit were asked to rate their satisfaction with five services. The highest levels of satisfaction with Planning and Development services, based upon the combined percentage of “very satisfied” and

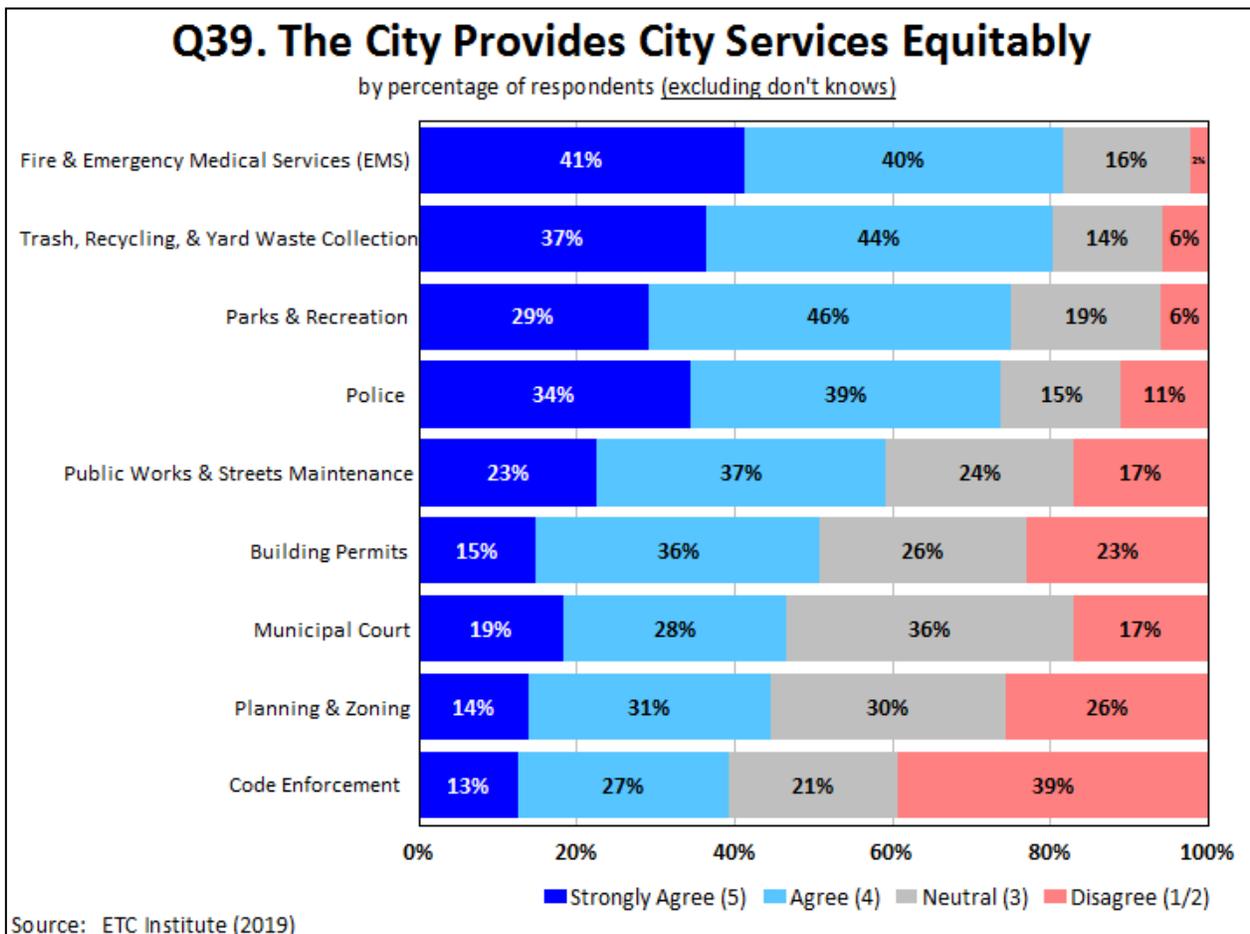
“satisfied” responses among residents *who had an opinion*, were: the standards and quality of development (59.7%), the overall planning and development process (58.3%), and the ability to participate in the development process as a citizen (50.9%).

Customer Service

Thirty-four percent (33.7%) of respondents indicated they have contacted the City with a question, problem, or complaint during the past year. Respondents who indicated they have contacted the City in the past year were asked to rate their satisfaction with four aspects of the customer service they received from City employees. The highest levels of satisfaction with the customer service received from City employees, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how courteously they were treated (75.6%) and how easy the department was to contact (72.7%).

The City Provides City Services Equitably

Respondents were asked to rate their level agreement with how fairly and impartially nine City departments treat all members of the public. Fire and Emergency Medical Services and Trash, Recycling, and Yard Waste Collection received the highest level of “strongly agree” and “agree” ratings from respondents *who had an opinion*. The table below shows the agreement rating for all nine departments that were rated.



How the City of University City Compares to Other Communities Nationally

Satisfaction ratings for The City of University City **rated the same as or above the U.S. average in 31 of the 48 areas** that were assessed. The City of University City rated significantly higher than the U.S. average (difference of 4% or more) in 25 of these areas. Listed below and on the following pages are the comparisons between the City of University City and the U.S. average:

Service	University City	U.S.	Difference	Service Category
Drop-off recycling location	78%	43%	35%	City Maintenance/Public Works
Overall quality of customer service you receive from City employees	67%	42%	25%	Overall Satisfaction with City Services
Overall quality of services provided by City	72%	48%	24%	Perceptions
Quality of yard waste collection services	76%	57%	19%	Waste Collection Service
Overall effectiveness of City communication with citizens	64%	46%	18%	Overall Satisfaction with City Services
Landscaping/appearance of public areas along City streets	70%	52%	18%	City Maintenance/Public Works
Overall quality of City parks & recreation programs & facilities	79%	61%	18%	Overall Satisfaction with City Services
Quality of residential trash collection services	89%	72%	17%	Waste Collection Service
Quality of recycling collection services	86%	69%	17%	Waste Collection Service
How quickly police respond to emergencies	78%	62%	17%	Public Safety
Overall flow of traffic & congestion management in City	66%	51%	15%	Overall Satisfaction with City Services
Availability of information about City programs services	55%	42%	14%	City Communication
Visibility of police in my neighborhood	69%	56%	13%	Public Safety
Overall quality of public safety services-police & fire	85%	74%	11%	Overall Satisfaction with City Services
Overall value that you receive for your City tax & fees	48%	37%	11%	Perceptions

Service	University City	U.S.	Difference	Service Category
How open City is to public involvement & input from residents	42%	31%	11%	City Communication
Technical competence & knowledge of City employees who assisted you	67%	58%	10%	Customer Service
How easy the department was to contact	73%	64%	8%	Customer Service
City's efforts to keep you informed about local issues	51%	43%	8%	City Communication
Enforcing mowing & trimming of lawns on private property	44%	36%	7%	Enforcement of Property Maintenance Codes
Maintenance of street signs & traffic signals	73%	68%	5%	City Maintenance/Public Works
How courteously you were treated	76%	70%	5%	Customer Service
Overall responsiveness of City employees to your request or concern	62%	57%	4%	Customer Service
Effectiveness of fire prevention/safety programs	66%	62%	4%	Public Safety
Enforcing cleanup of litter & debris on private property	45%	42%	4%	Enforcement of Property Maintenance Codes
Maintenance of City parks	74%	70%	3%	Parks and Recreation
Overall quality of life in City	74%	71%	3%	Perceptions
Snow removal on City streets	60%	60%	0%	City Maintenance/Public Works
City's adult fitness programs	55%	55%	0%	Parks and Recreation
Overall maintenance of City streets	42%	42%	0%	Overall Satisfaction with City Services
Quality of walking & biking trails in parks	58%	58%	0%	Parks and Recreation
Enforcing maintenance of residential property (exterior of homes)	42%	43%	-1%	Enforcement of Property Maintenance Codes

Service	University City	U.S.	Difference	Service Category
How quickly Fire Department responds	78%	79%	-1%	Public Safety
Overall quality of University City Fire Department	80%	81%	-2%	Public Safety
Visibility of police in retail areas	58%	60%	-2%	Public Safety
City's efforts to prevent crime	53%	55%	-3%	Public Safety
Number of walking & biking trails in parks	60%	63%	-3%	Parks and Recreation
Overall appearance of City	61%	64%	-3%	Perceptions
Condition of City sidewalks	39%	43%	-4%	City Maintenance/Public Works
Overall enforcement of City codes & ordinances	46%	53%	-6%	Overall Satisfaction with City Services
Quality of outdoor athletic fields	57%	64%	-7%	Parks and Recreation
Enforcing maintenance of commercial property	44%	51%	-8%	Enforcement of Property Maintenance Codes
Overall image of City	53%	61%	-9%	Perceptions
Adequacy of residential street lighting	46%	57%	-10%	City Maintenance/Public Works
Overall feeling of safety in City	53%	66%	-13%	Perceptions
How well City is planning & managing redevelopment	32%	45%	-14%	Perceptions
Quality of City's website	45%	59%	-14%	City Communication
City's youth fitness programs	45%	62%	-17%	Parks and Recreation

How the City of University City Compares to Other Communities Regionally

Satisfaction ratings for The City of University City **rated the same or above the Missouri/Kansas average in 28 of the 48 areas** that were assessed. The City of University City rated significantly higher than this average (difference of 4% or more) in 25 of these areas. Listed below are the comparisons between The City of University City and the Missouri/Kansas average:

Service	University City	MO/KS	Difference	Service Category
Overall quality of services provided by City	72%	42%	30%	Perceptions
Drop-off recycling location	78%	48%	30%	City Maintenance/Public Works
Quality of yard waste collection services	76%	54%	23%	Waste Collection Service
Landscaping/appearance of public areas along City streets	70%	50%	21%	City Maintenance/Public Works
Overall flow of traffic & congestion management in City	66%	45%	21%	Overall Satisfaction with City Services
Quality of residential trash collection services	89%	72%	17%	Waste Collection Service
How quickly police respond to emergencies	78%	62%	16%	Public Safety
Overall effectiveness of City communication with citizens	64%	48%	16%	Overall Satisfaction with City Services
Quality of recycling collection services	86%	72%	15%	Waste Collection Service
Overall quality of customer service you receive from City employees	67%	53%	14%	Overall Satisfaction with City Services
Overall quality of City parks & recreation programs & facilities	79%	66%	13%	Overall Satisfaction with City Services
Overall quality of public safety services-police & fire	85%	74%	11%	Overall Satisfaction with City Services
Visibility of police in my neighborhood	69%	60%	9%	Public Safety
Overall quality of life in City	74%	65%	9%	Perceptions
Effectiveness of fire prevention/safety programs	66%	58%	8%	Public Safety

Service	University City	MO/KS	Difference	Service Category
Overall appearance of City	61%	53%	8%	Perceptions
How open City is to public involvement & input from residents	42%	34%	8%	City Communication
Overall value that you receive for your City tax & fees	48%	41%	7%	Perceptions
Enforcing cleanup of litter & debris on private property	45%	39%	6%	Enforcement of Property Maintenance Codes
Overall responsiveness of City employees to your request or concern	62%	55%	6%	Customer Service
City's adult fitness programs	55%	50%	5%	Parks and Recreation
How courteously you were treated	76%	71%	4%	Customer Service
Overall maintenance of City streets	42%	38%	4%	Overall Satisfaction with City Services
Availability of information about City programs services	55%	51%	4%	City Communication
Quality of walking & biking trails in parks	58%	54%	4%	Parks and Recreation
Enforcing mowing & trimming of lawns on private property	44%	41%	2%	Enforcement of Property Maintenance Codes
Technical competence & knowledge of City employees who assisted you	67%	65%	2%	Customer Service
City's efforts to prevent crime	53%	52%	1%	Public Safety
Maintenance of City parks	74%	75%	-1%	Parks and Recreation
Snow removal on City streets	60%	62%	-1%	City Maintenance/Public Works
Number of walking & biking trails in parks	60%	61%	-1%	Parks and Recreation
How easy the department was to contact	73%	74%	-2%	Customer Service

Service	University City	MO/KS	Difference	Service Category
Overall enforcement of City codes & ordinances	46%	48%	-2%	Overall Satisfaction with City Services
Visibility of police in retail areas	58%	60%	-3%	Public Safety
How quickly Fire Department responds	78%	81%	-3%	Public Safety
Enforcing maintenance of residential property (exterior of homes)	42%	45%	-3%	Enforcement of Property Maintenance Codes
Maintenance of street signs & traffic signals	73%	76%	-3%	City Maintenance/Public Works
Condition of City sidewalks	39%	43%	-4%	City Maintenance/Public Works
Adequacy of residential street lighting	46%	50%	-4%	City Maintenance/Public Works
City's efforts to keep you informed about local issues	51%	55%	-4%	City Communication
How well City is planning & managing redevelopment	32%	37%	-5%	Perceptions
Overall image of City	53%	58%	-5%	Perceptions
Overall quality of University City Fire Department	80%	85%	-6%	Public Safety
Enforcing maintenance of commercial property	44%	50%	-7%	Enforcement of Property Maintenance Codes
Quality of outdoor athletic fields	57%	65%	-8%	Parks and Recreation
Overall feeling of safety in City	53%	63%	-10%	Perceptions
City's youth fitness programs	45%	56%	-12%	Parks and Recreation
Quality of City's website	45%	58%	-13%	City Communication

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 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 Section 3 of this report.

Overall Priorities for the City. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities for investment over the next two years in order to raise satisfaction with City services are listed below:

- **Overall maintenance of City streets (IS Rating=0.3514)**
- **Overall enforcement of City codes and ordinances (IS Rating=0.1824)**

The table below shows the importance-satisfaction rating for all eight service categories that were rated.

2019 Importance-Satisfaction Rating						
University City, Missouri						
Overall Satisfaction with City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets	61%	1	42%	8	0.3514	1
High Priority (IS .10-.20)						
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	34%	3	46%	7	0.1824	2
Medium Priority (IS <.10)						
Overall quality of public safety services-police & fire	48%	2	85%	1	0.0731	3
Overall flow of traffic & congestion management in City	22%	5	66%	4	0.0727	4
Overall effectiveness of City communication with citizens	20%	6	64%	5	0.0705	5
Overall quality of City parks & recreation programs & facilities	33%	4	79%	2	0.0692	6
Overall maintenance of City buildings/facilities	14%	8	61%	6	0.0540	7
Overall quality of customer service you receive from City employees	16%	7	67%	3	0.0531	8

Overall Priorities for Public Safety Services. Based on the results of this analysis, the public safety services that are recommended as the high priorities for investment over the next two years in order to raise satisfaction with the City’s public safety services are listed below:

- **City’s efforts to prevent crime (IS Rating=0.2375)**
- **Police Department engagement within the community (IS Rating=0.1074)**
- **Visibility of police in retail areas (IS Rating=0.1019)**

The table below shows the importance-satisfaction rating for all 14 public safety categories that were rated.

2019 Importance-Satisfaction Rating						
University City, Missouri						
Public Safety Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
City's efforts to prevent crime	50%	1	53%	13	0.2375	1
High Priority (IS .10-.20)						
Police Department engagement within the community	23%	4	54%	12	0.1074	2
Visibility of police in retail areas	24%	3	58%	9	0.1019	3
Medium Priority (IS <.10)						
Visibility of police in my neighborhood	30%	2	69%	7	0.0923	4
Treatment/fairness of City's municipal court	14%	7	46%	14	0.0757	5
Overall treatment of citizens by University City Police Department	18%	6	72%	6	0.0500	6
Fairness of Police Department's practices in enforcing local traffic laws	11%	9	58%	10	0.0478	7
Overall competency of University City Police Department	18%	5	76%	5	0.0447	8
Responsiveness of Police Dept. in enforcing local traffic laws	9%	10	55%	11	0.0391	9
How quickly police respond to emergencies	13%	8	78%	3	0.0276	10
Effectiveness of fire prevention/safety programs	4%	13	66%	8	0.0142	11
How quickly Fire Department responds	6%	12	78%	4	0.0123	12
Overall quality of University City Fire Department	6%	11	80%	1	0.0121	13
Overall competency of University City Fire Department	4%	14	79%	2	0.0080	14

Overall Priorities for Maintenance and Public Works. Based on the results of this analysis, the maintenance and public works services that are recommended as the high priorities for investment over the next two years in order to raise satisfaction with the City's maintenance services are listed below:

- o **Condition of City sidewalks (IS Rating=0.2756)**
- o **Adequacy of residential street lighting (IS Rating=0.2287)**
- o **Snow removal on City streets (IS Rating=0.1235)**
- o **Satisfaction with tree trimming/replacement program (IS Rating=0.1185)**

The table on the following page shows the importance-satisfaction rating for the 10 maintenance and public works categories that were rated.

2019 Importance-Satisfaction Rating						
University City, Missouri						
City Maintenance and Public Works						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Condition of City sidewalks	45%	1	39%	10	0.2756	1
Adequacy of residential street lighting	43%	2	46%	9	0.2287	2
High Priority (IS .10-.20)						
Snow removal on City streets	31%	3	60%	7	0.1235	3
Satisfaction with tree trimming/replacement program	24%	4	50%	8	0.1185	4
Medium Priority (IS <.10)						
Maintenance of street signs & traffic signals	23%	5	73%	3	0.0608	5
Maintenance of City buildings	16%	8	64%	6	0.0573	6
Landscaping/appearance of public areas along City streets	19%	6	70%	4	0.0551	7
Adequacy of City street lighting in business districts	17%	7	68%	5	0.0547	8
Curbside recycling	14%	9	85%	1	0.0211	9
Drop-off recycling location	7%	10	78%	2	0.0161	10

Overall Priorities for Parks and Recreation. Based on the results of this analysis, the parks and recreation services that are recommended as the high priorities for investment over the next two years in order to raise satisfaction with the City’s parks and recreation services are listed below:

- **Maintenance of City parks (IS Rating=0.1170)**
- **Quality of walking and biking trails in parks (IS Rating=0.1063)**
- **City’s youth fitness programs (IS Rating=0.1030)**

The table below shows the importance-satisfaction rating for the 13 parks and recreation service categories that were rated.

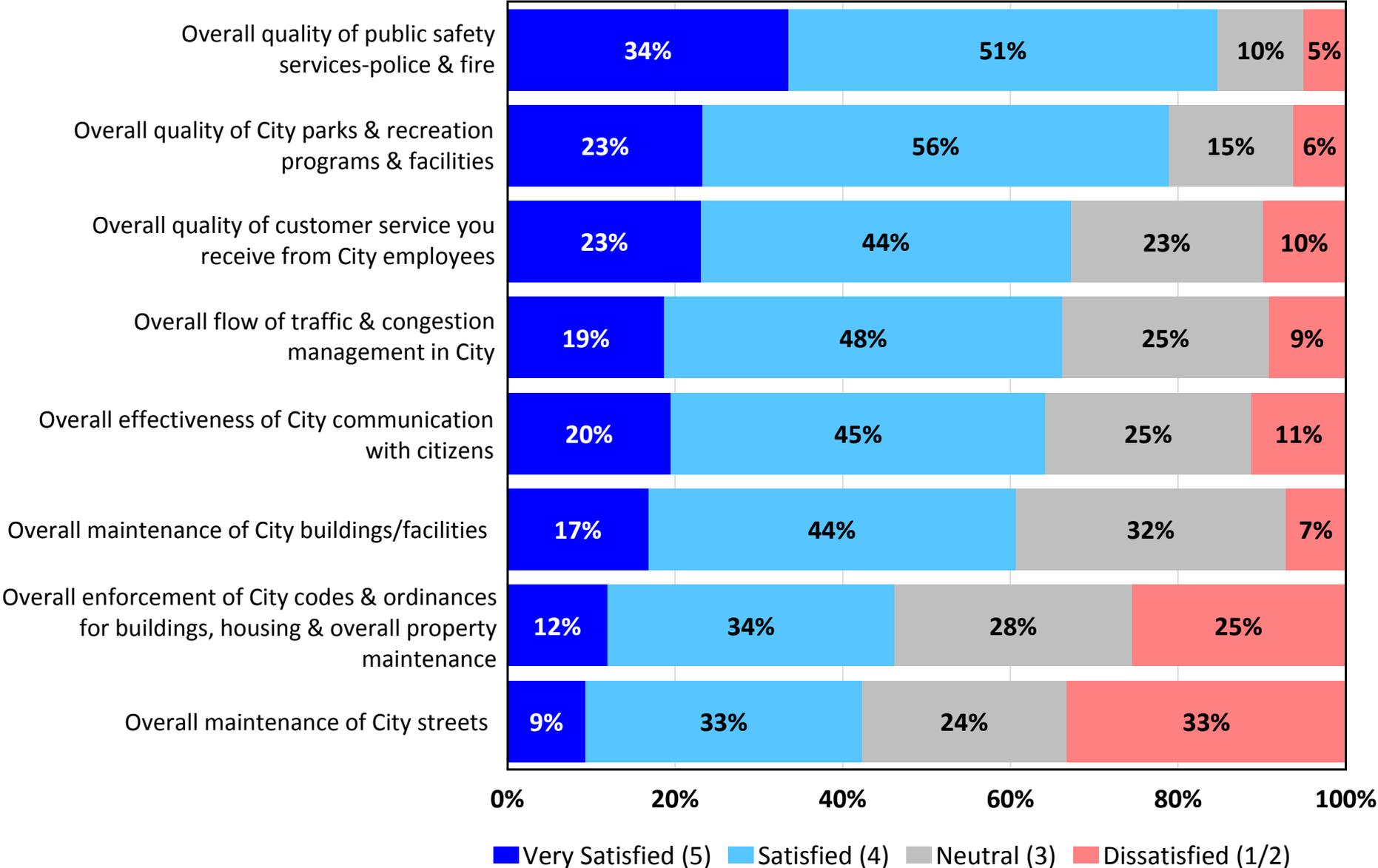
2019 Importance-Satisfaction Rating						
University City, Missouri						
Parks and Recreation Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of City parks	44%	1	74%	2	0.1170	1
Quality of walking & biking trails in parks	25%	2	58%	10	0.1063	2
City's youth fitness programs	19%	5	45%	13	0.1030	3
Medium Priority (IS <.10)						
Number of walking & biking trails in parks	22%	3	60%	9	0.0876	4
City's adult fitness programs	17%	6	55%	12	0.0766	5
Centennial Commons	20%	4	67%	4	0.0660	6
Heman Park Pool	16%	7	60%	8	0.0653	7
Heman Park Community Center	15%	8	61%	7	0.0575	8
Availability of information about City parks recreation programs	14%	9	67%	3	0.0476	9
Quality of outdoor athletic fields	10%	10	57%	11	0.0414	10
Ruth Park Golf Course	5%	12	65%	6	0.0185	11
Number of outdoor athletic fields	4%	13	65%	5	0.0125	12
How close neighborhood parks are to your home	6%	11	83%	1	0.0096	13

Section 1

Charts and Graphs

Q1. Overall Satisfaction with City Services

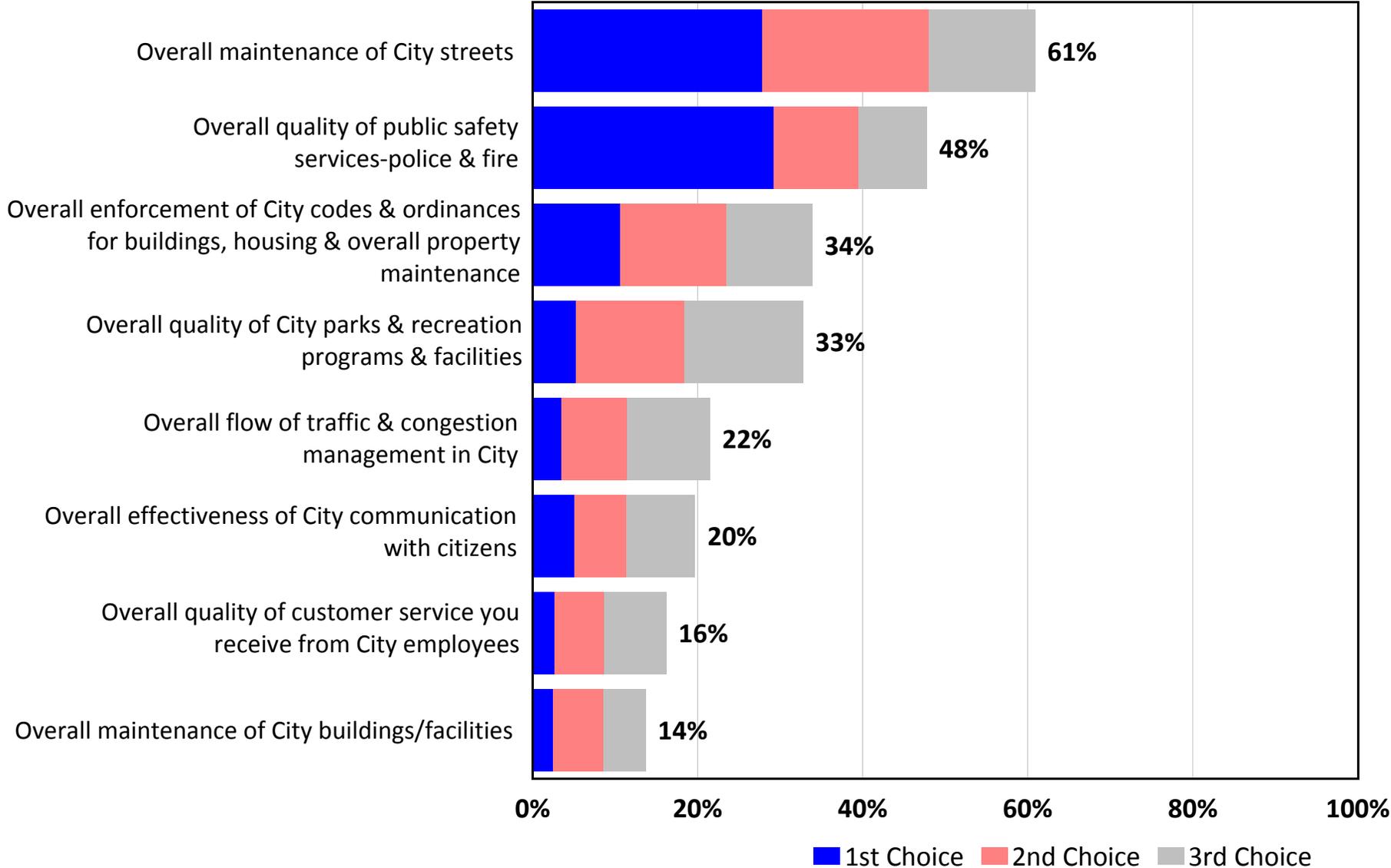
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q2. City Services That Are Most Important For The City to Emphasize

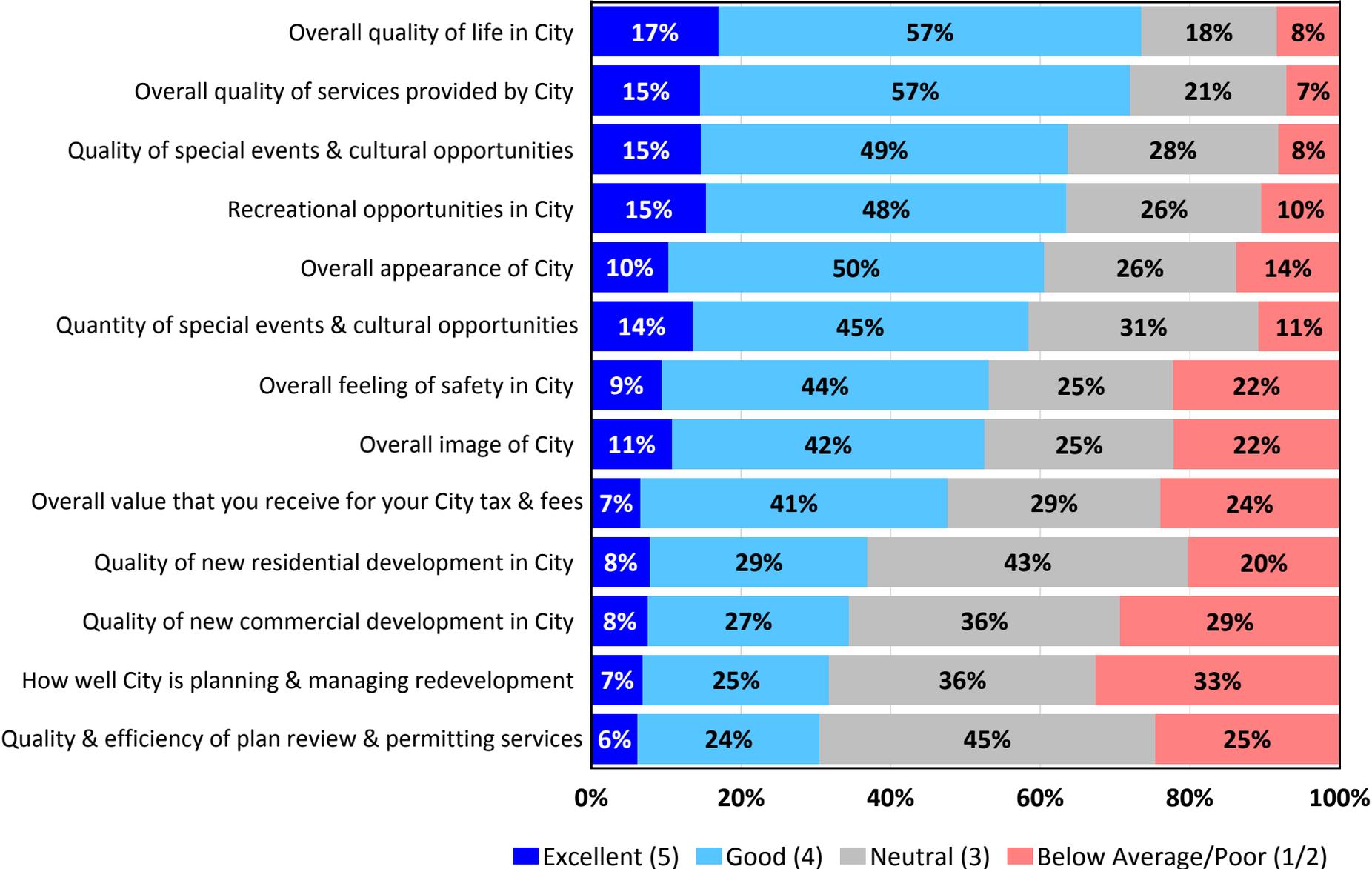
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q3. Perceptions

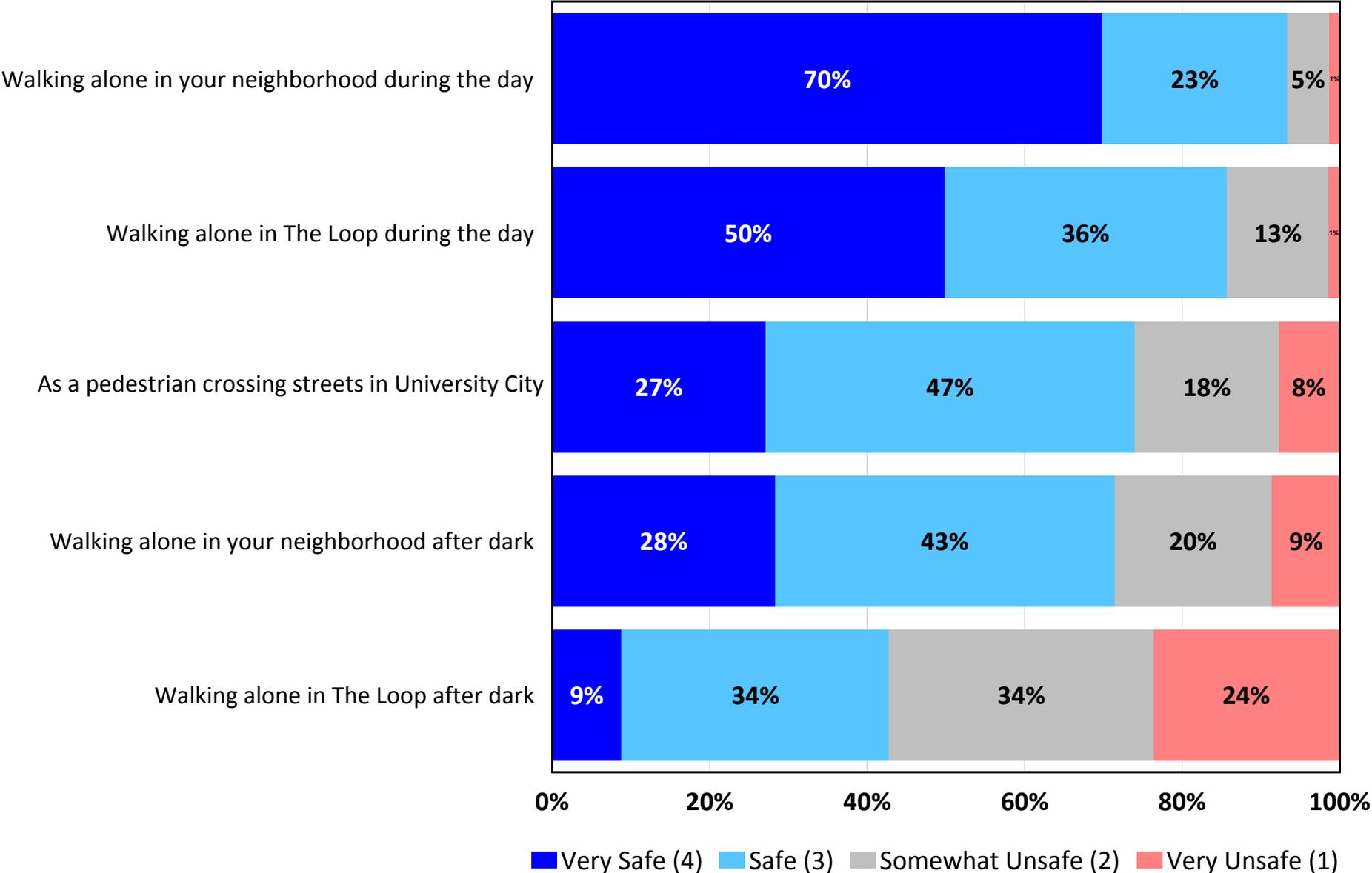
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q4. Feeling of Safety in Various Situations

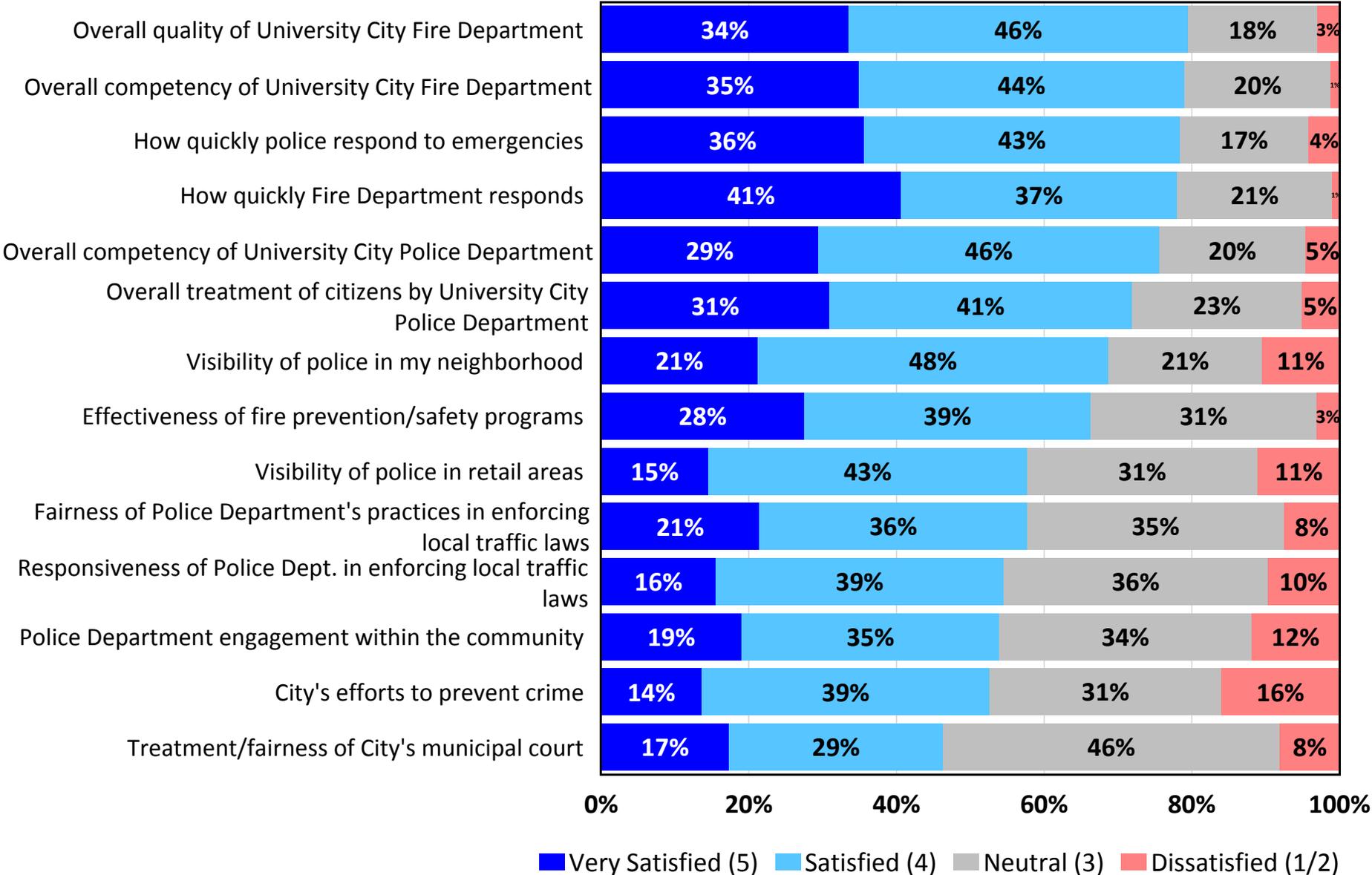
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q5. Public Safety

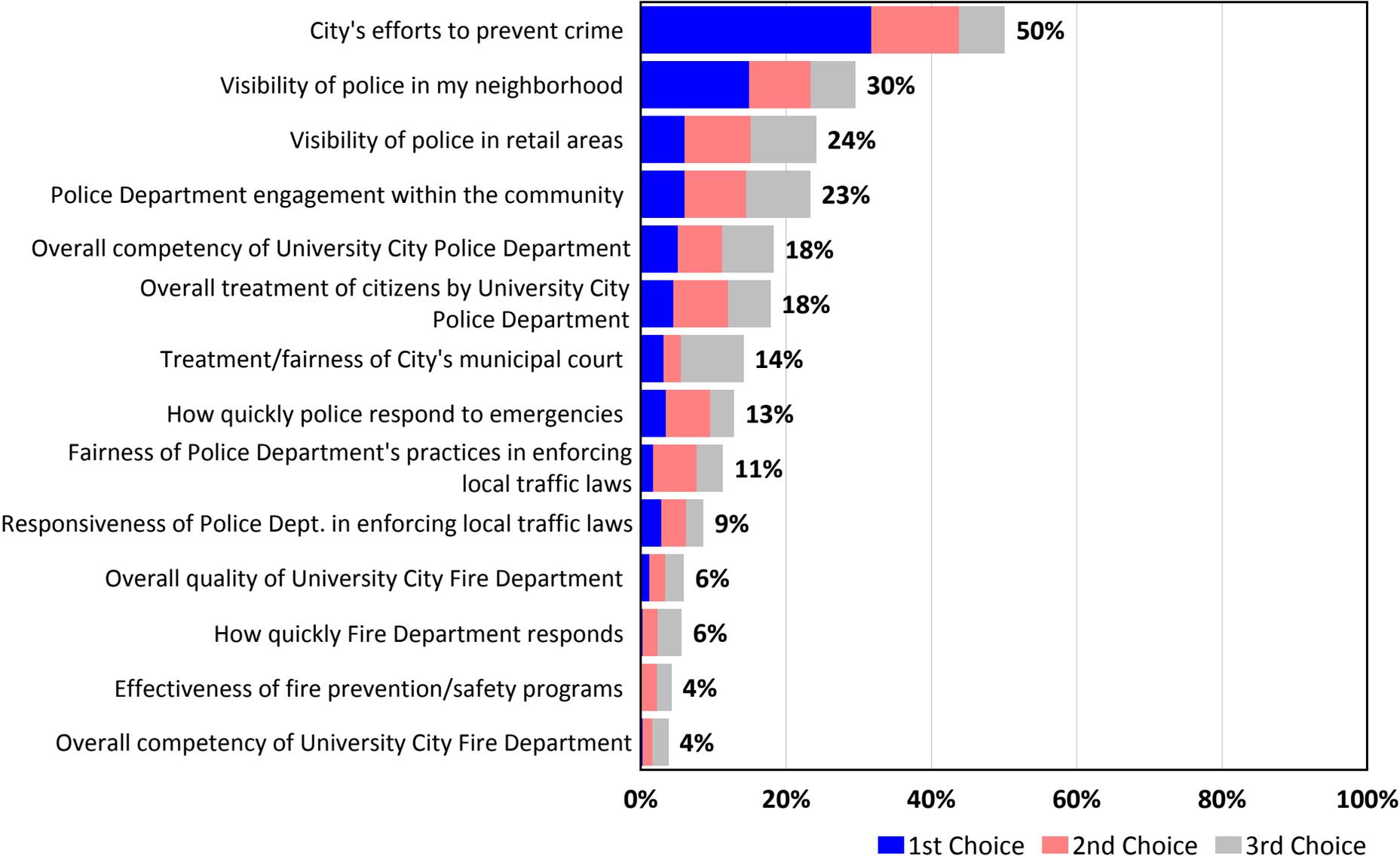
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q6. Public Safety Services That Are Most Important For The City to Emphasize

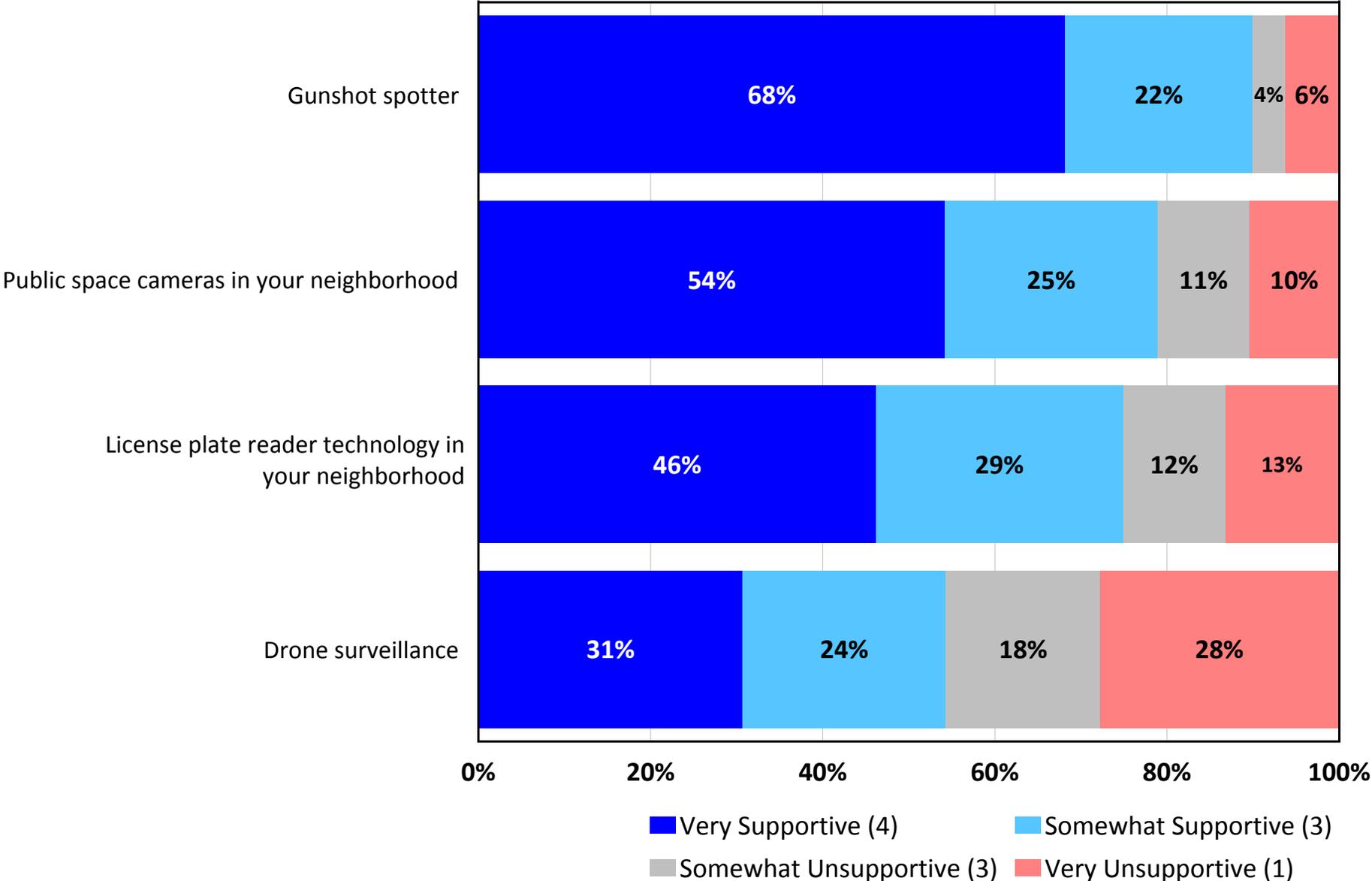
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q7. Support for Public Safety Improvements

by percentage of respondents (excluding don't knows)

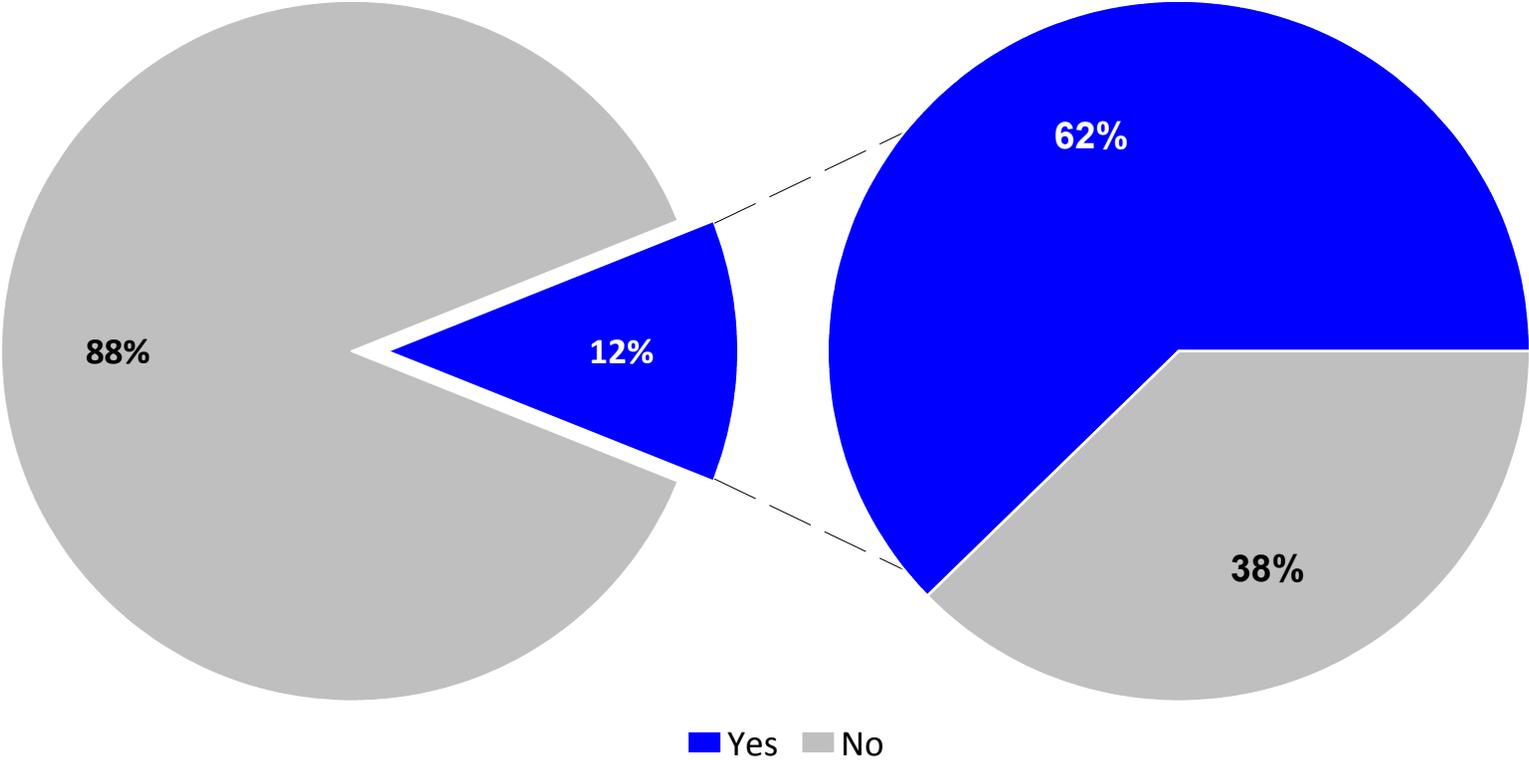


Source: ETC Institute (2019)

Q8. In the past 12 months, were you or anyone in your household the victim of any crime in University City?

by percentage of respondents (excluding don't knows)

Q8a. If Yes, did you report these crimes to the police?

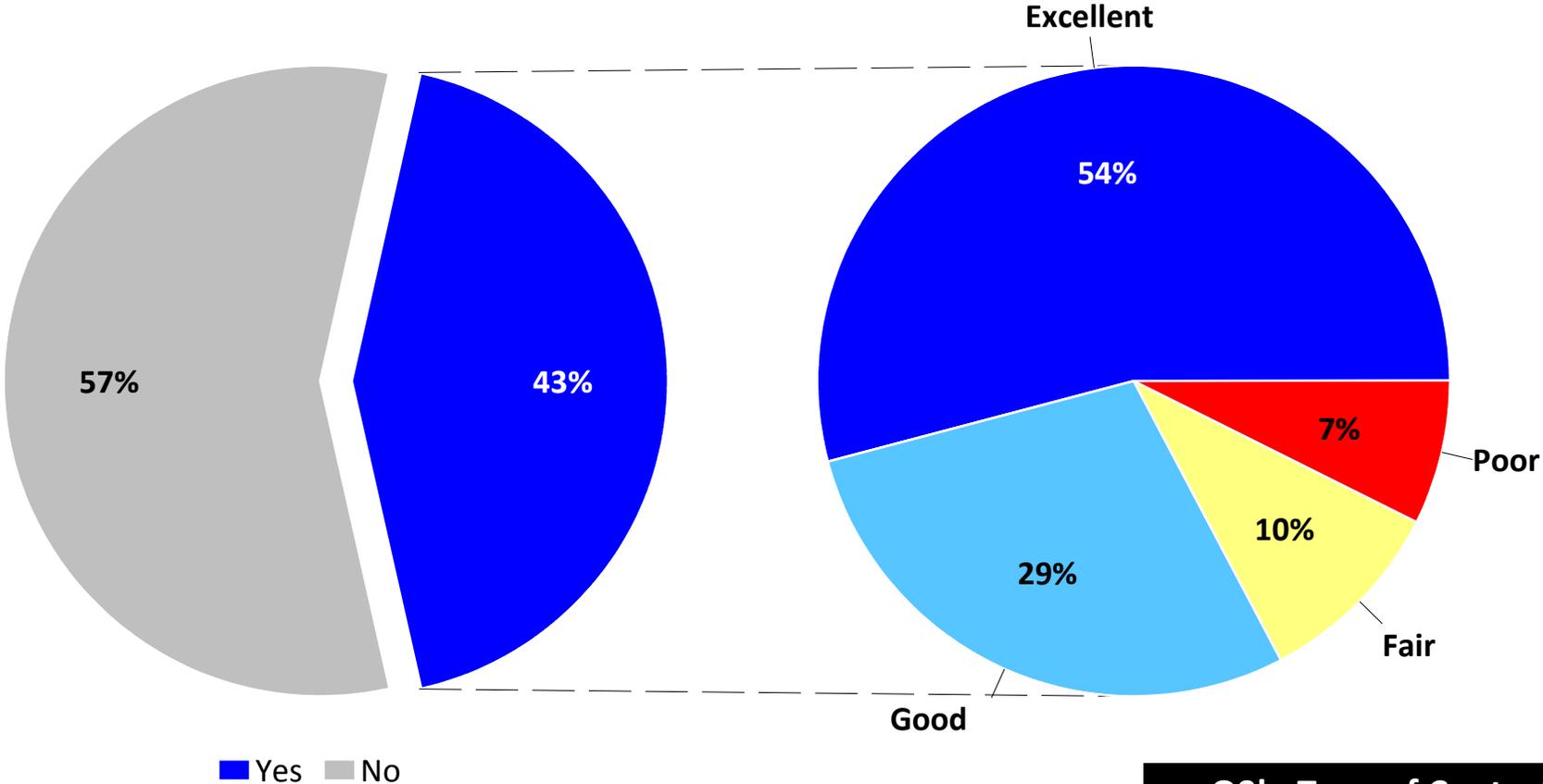


Source: ETC Institute (2019)

Q9. In the past 12 months, have you had any contact with the University City Police Department

by percentage of respondents (excluding don't knows)

Q9a. If Yes, how would you rate the timeliness?

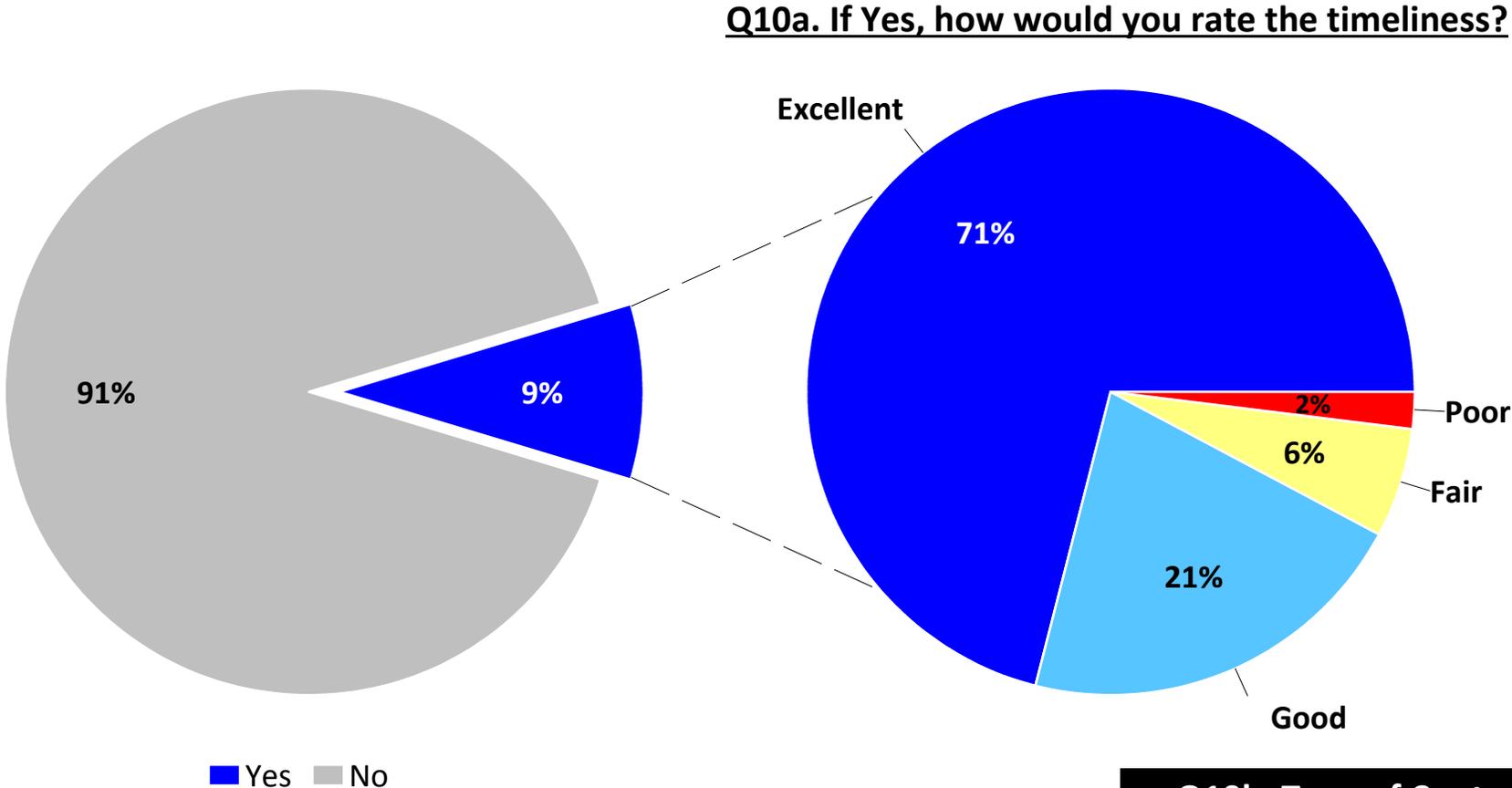


Q9b. Type of Contact
Emergency: 16.1%
Non-Emergency: 83.9%

Source: ETC Institute (2019)

Q10. In the past 12 months, have you had any contact with the University City Fire Department

by percentage of respondents (excluding don't knows)

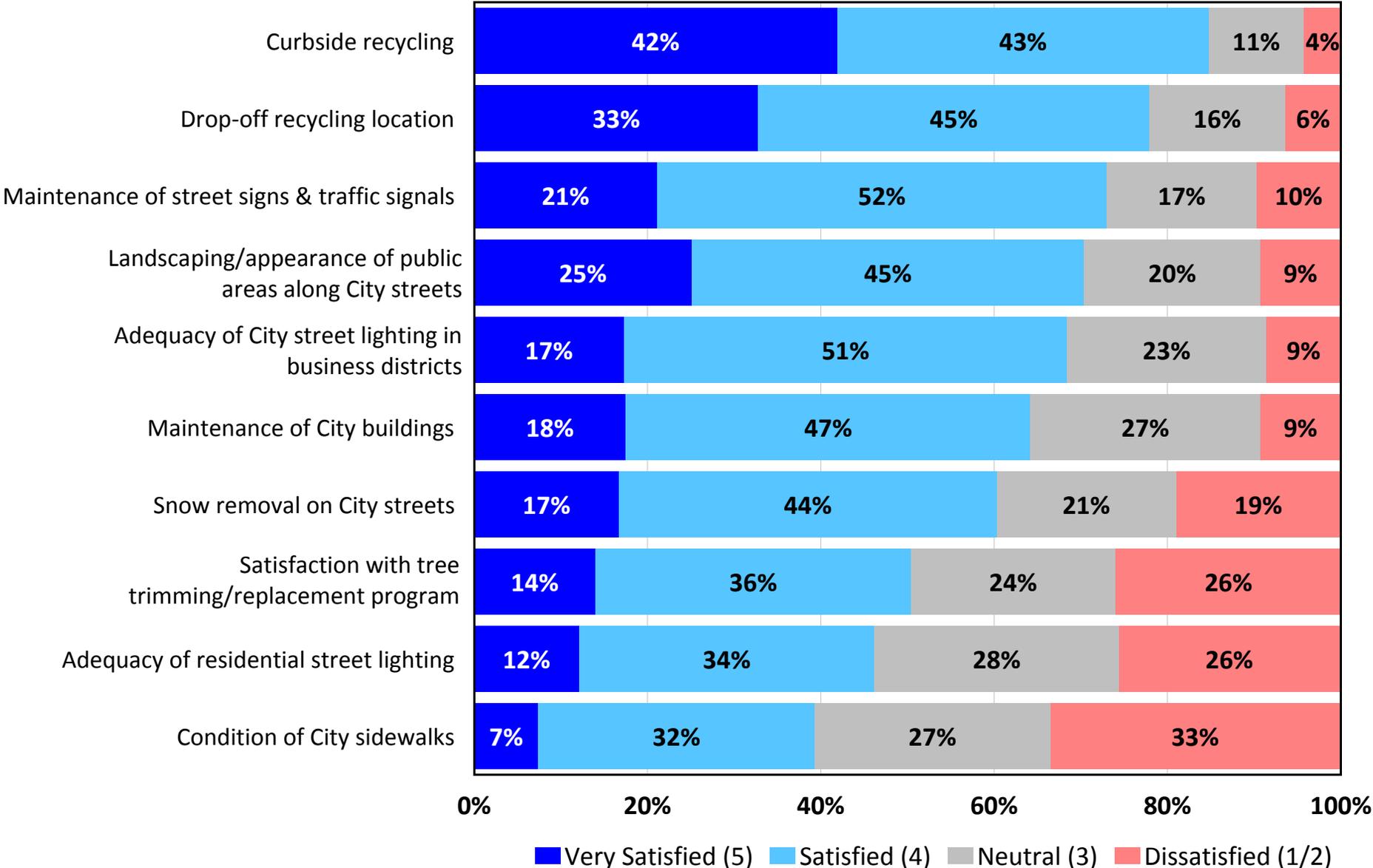


Q10b. Type of Contact
Emergency: 35.8%
Non-Emergency: 64.2%

Source: ETC Institute (2019)

Q11. City Maintenance/Public Works

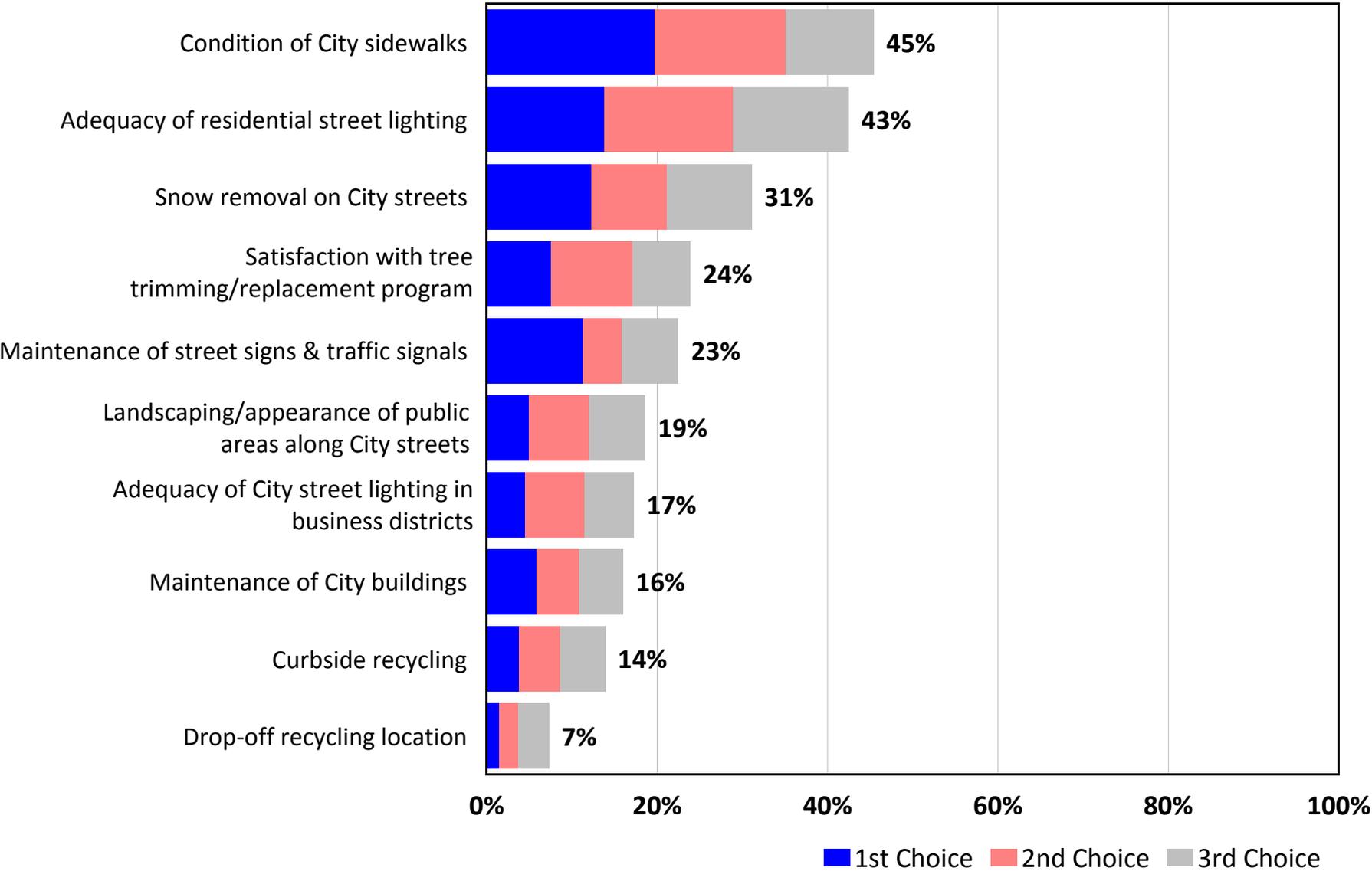
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q12. City Maintenance/Public Works Services That Are Most Important For The City to Emphasize

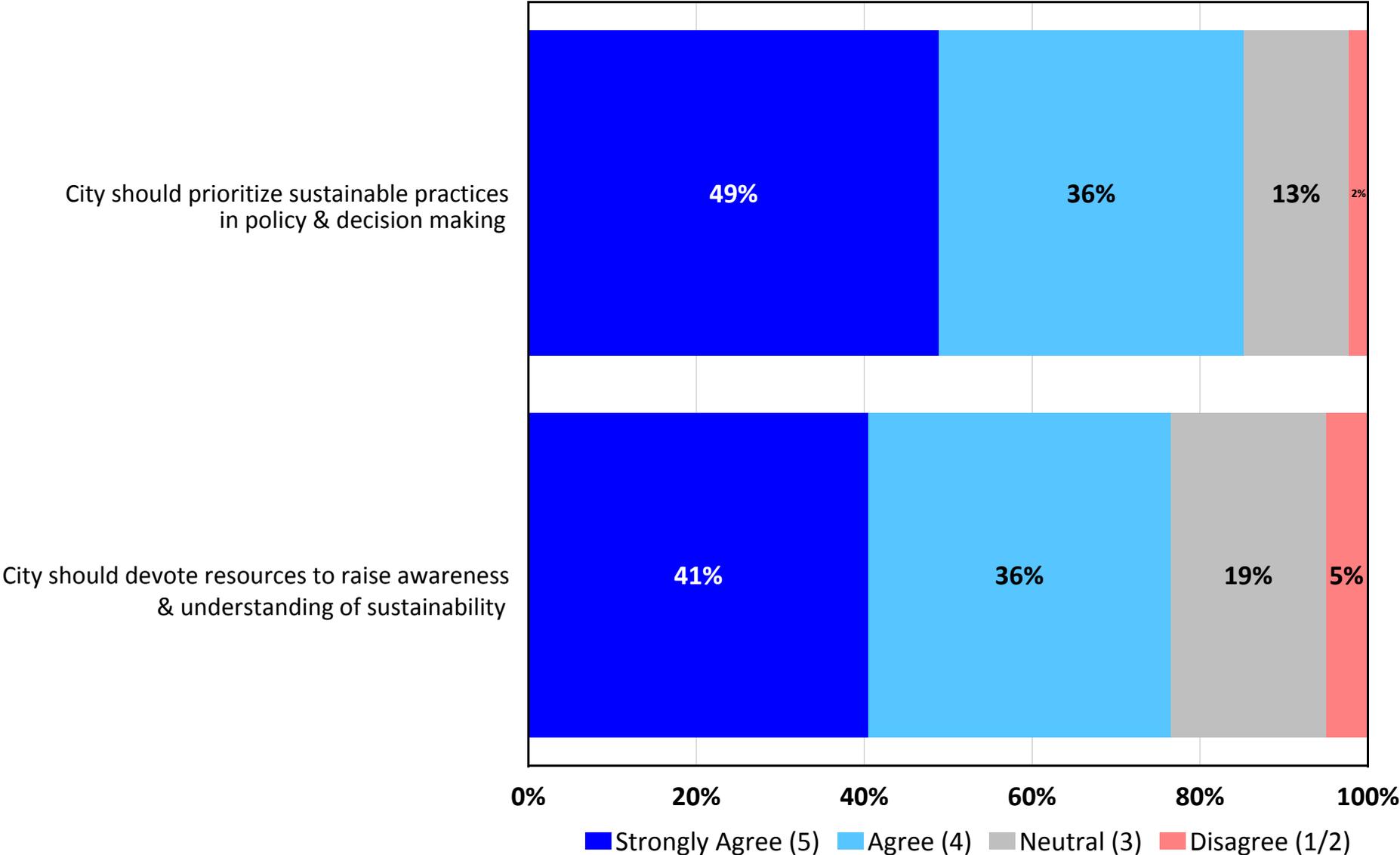
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q13. Agreement With Environment and Sustainability Statements

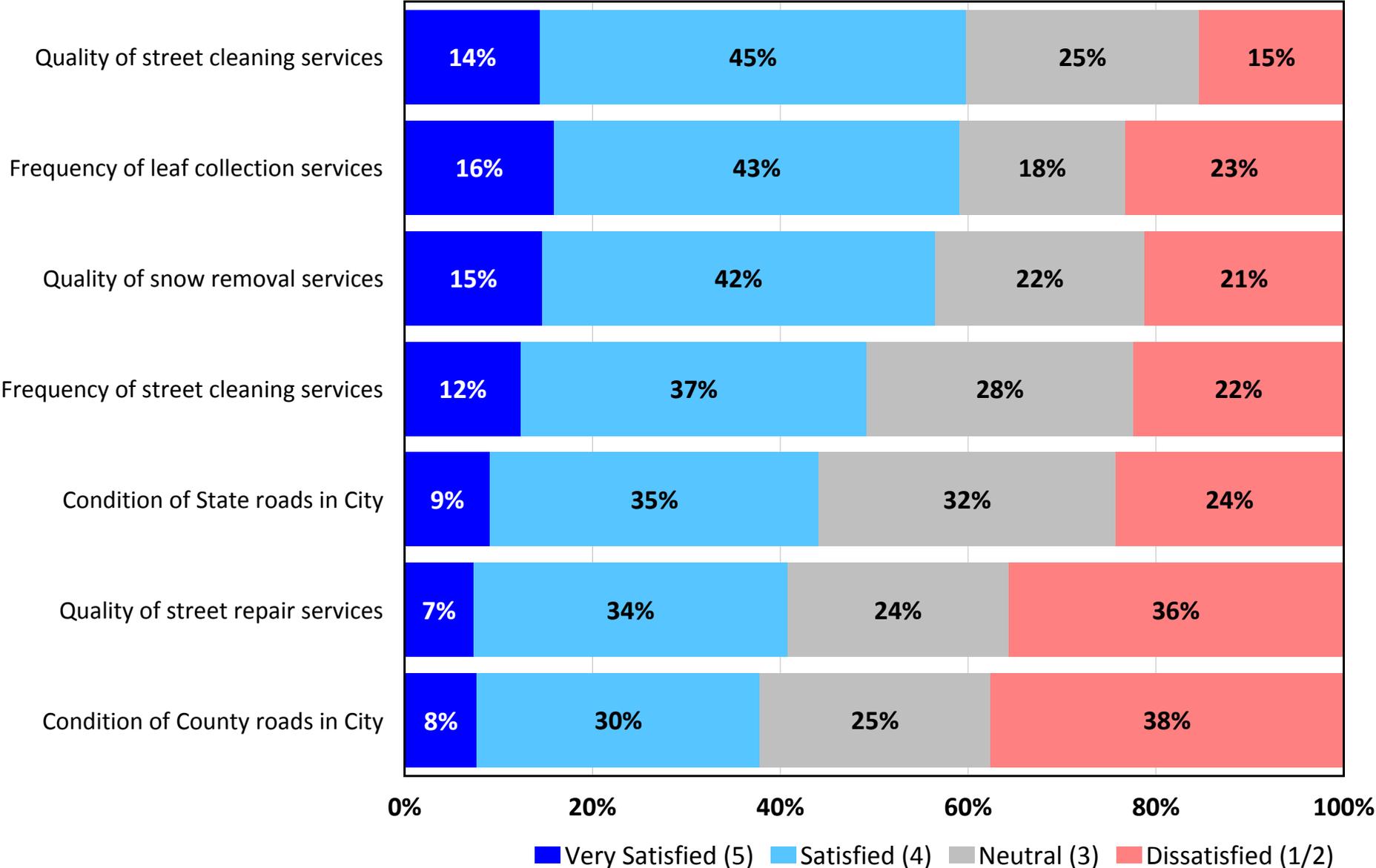
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q14. Maintenance of City Streets

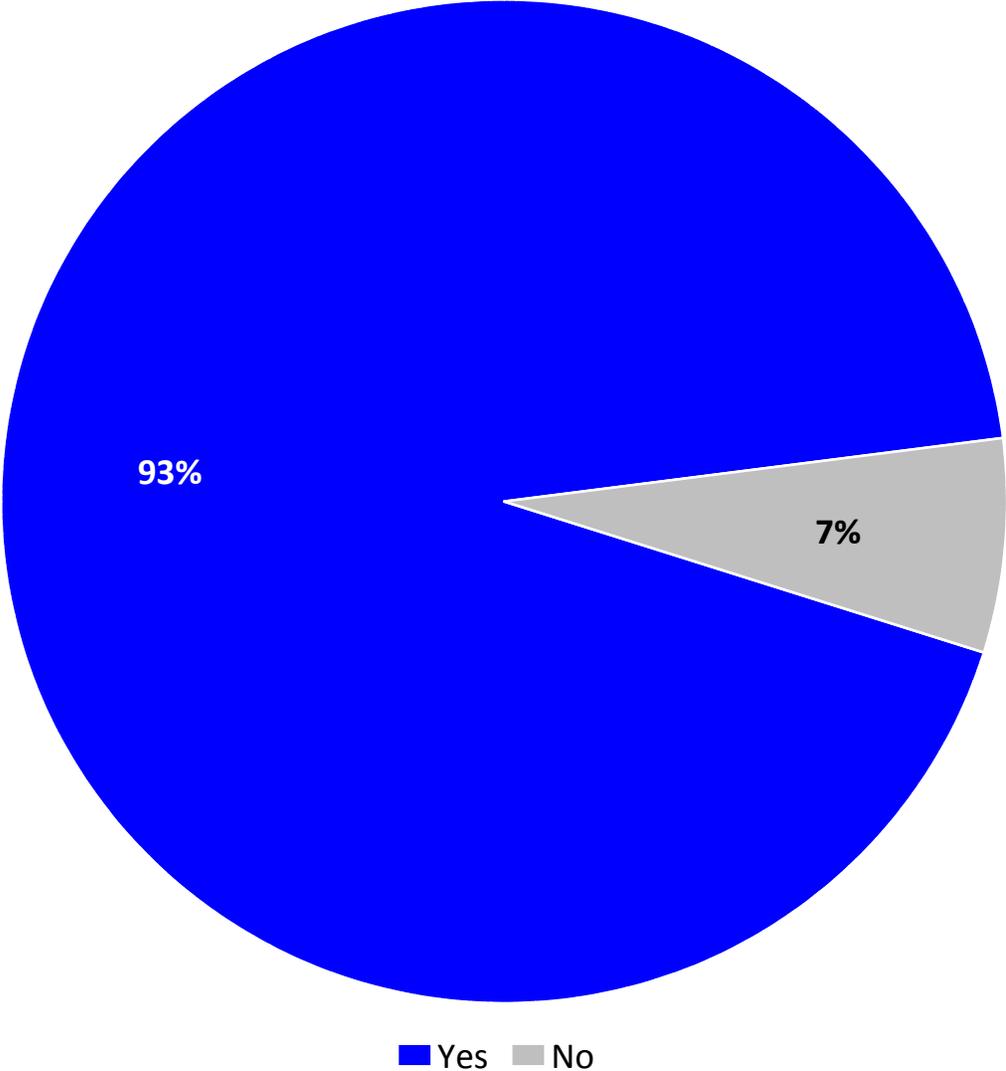
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q15. Are you familiar with recycling services offered by the City of University City?

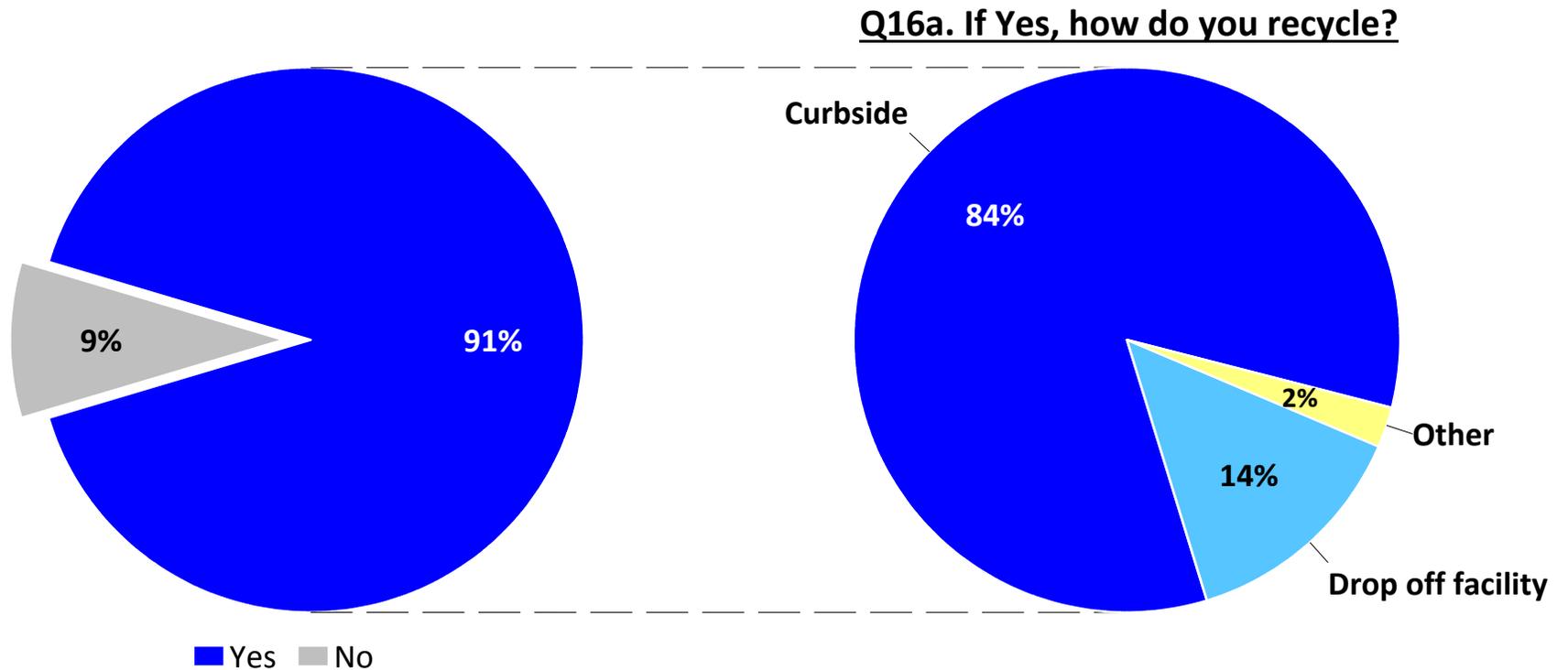
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

Q16. Does your household currently recycle?

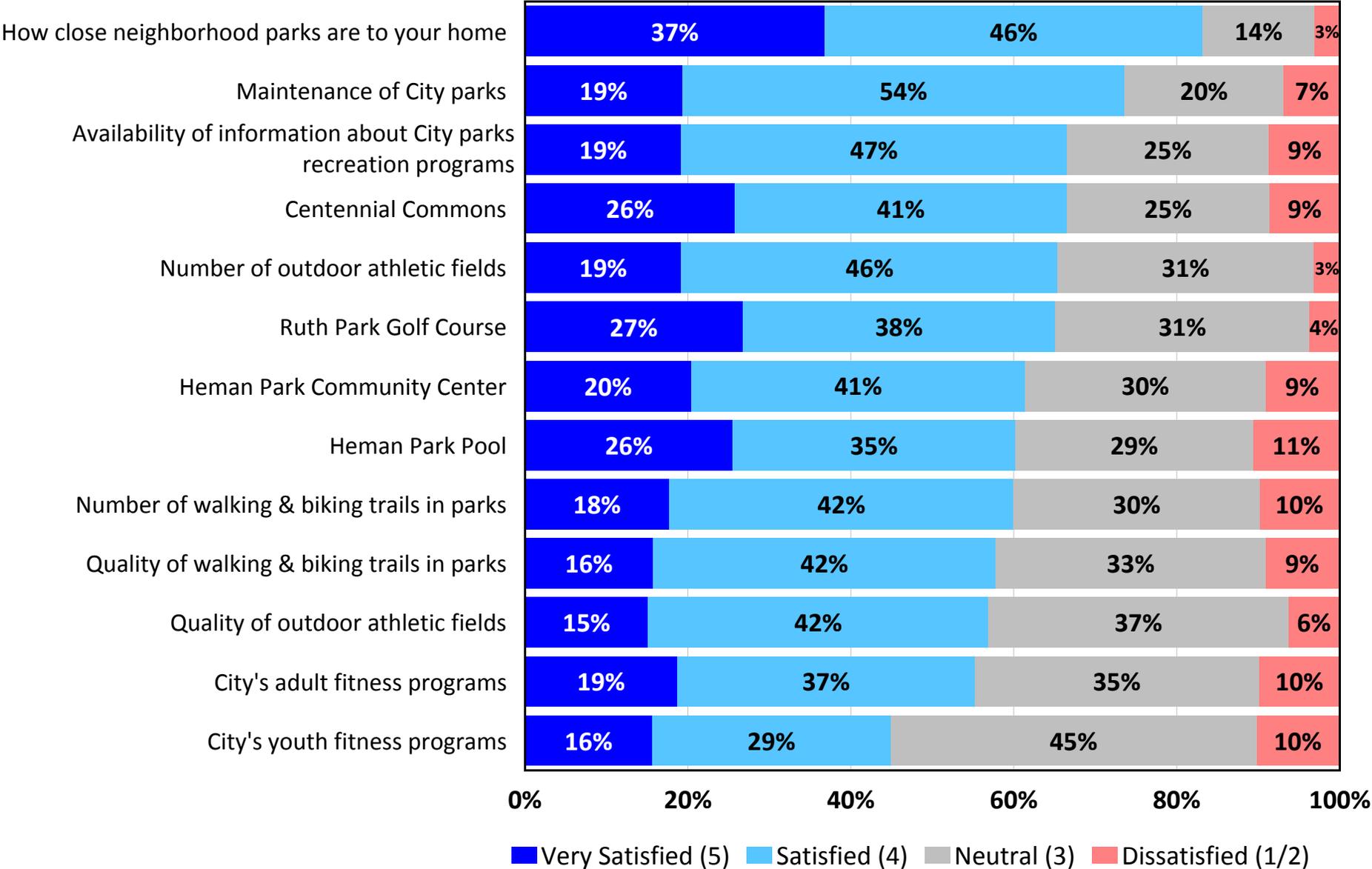
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q17. Parks and Recreation

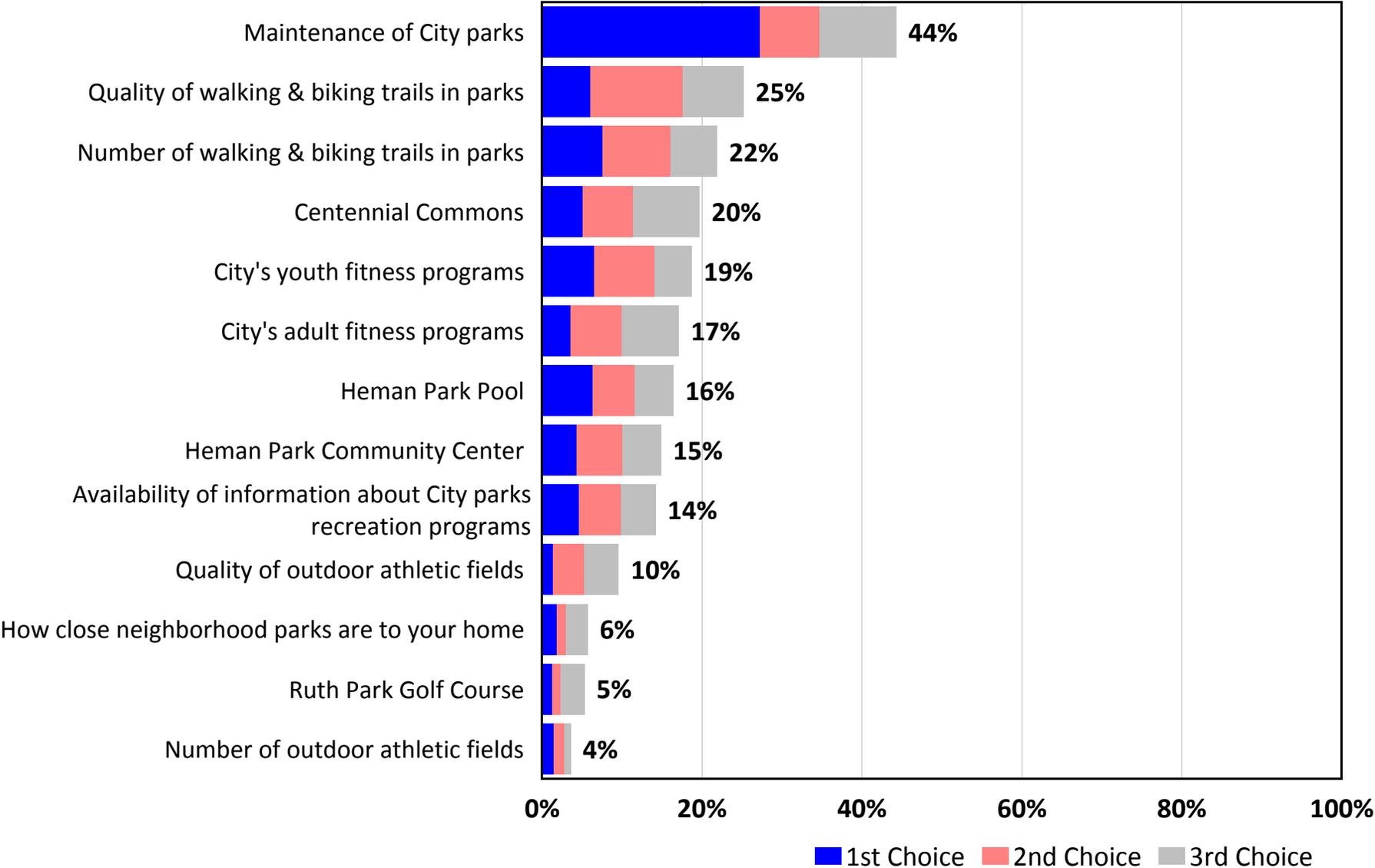
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q18. Parks and Recreation Services That Are Most Important For The City to Emphasize

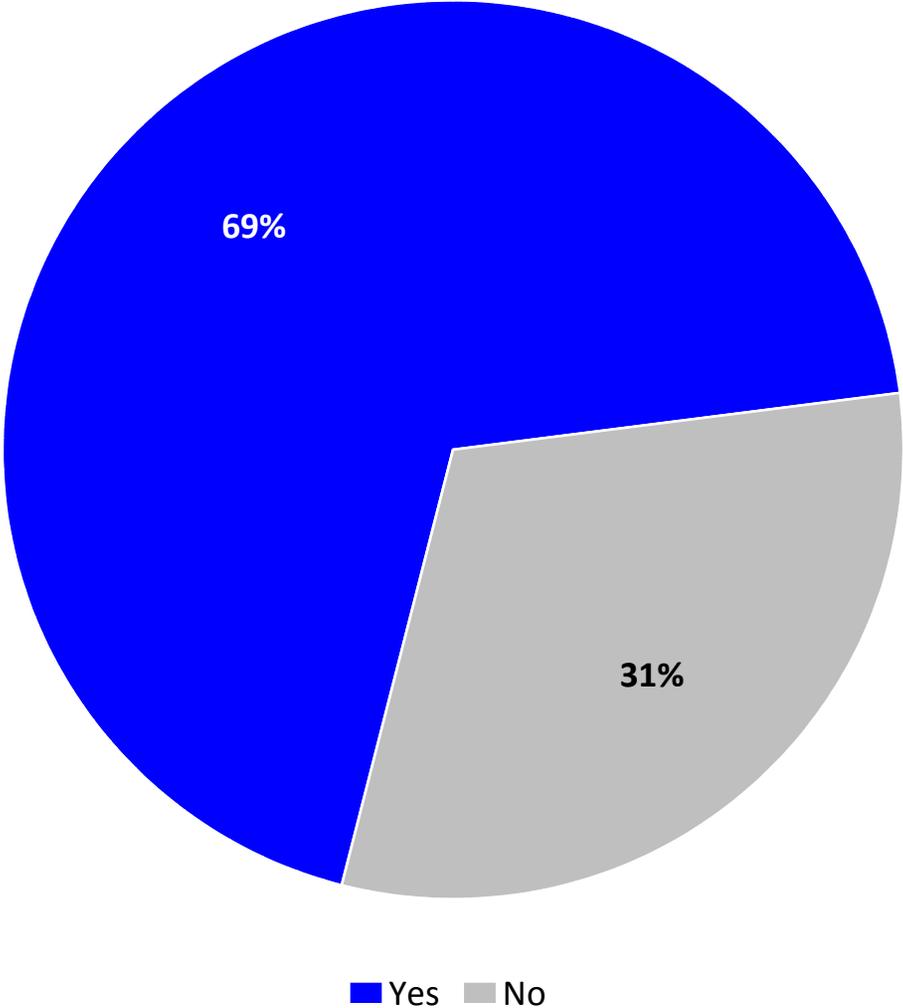
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q19. In the past 12 months, has anyone in your household used any of University City's parks, recreation facilities, or recreation programs?

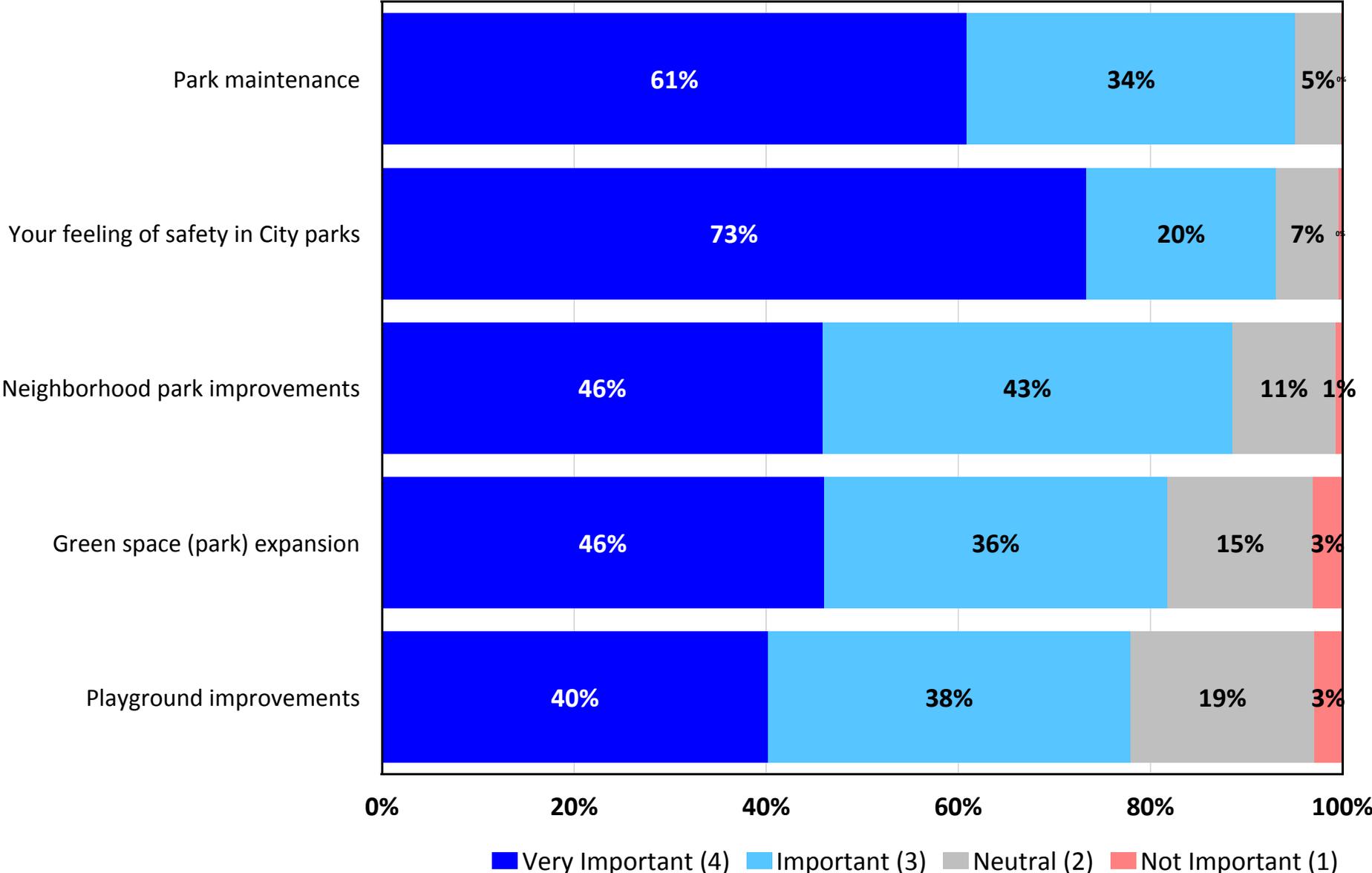
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q20. Importance of Various Parks and Recreation Initiatives

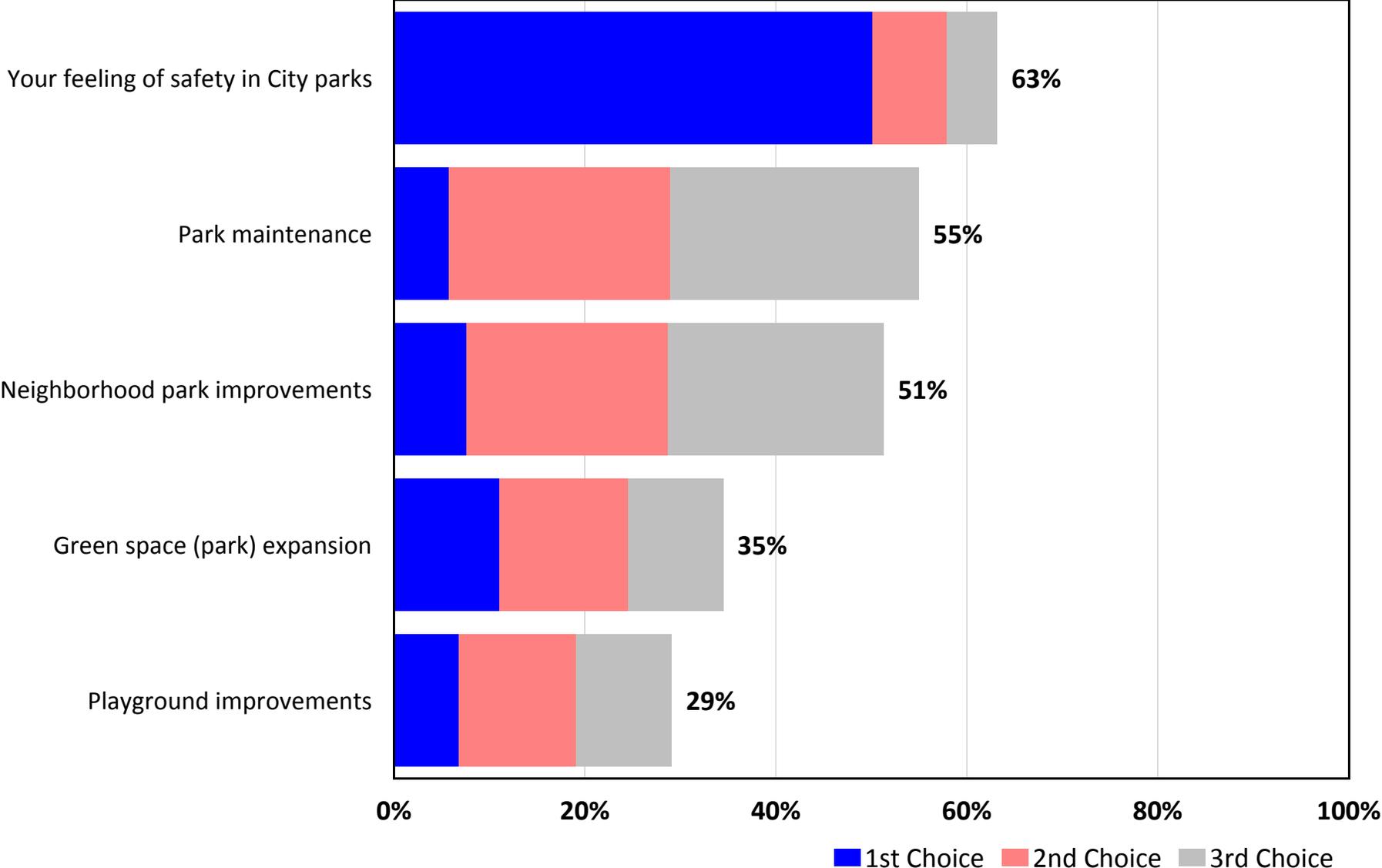
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q21. Parks and Recreation Initiatives That Are The Highest Priority for Families

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

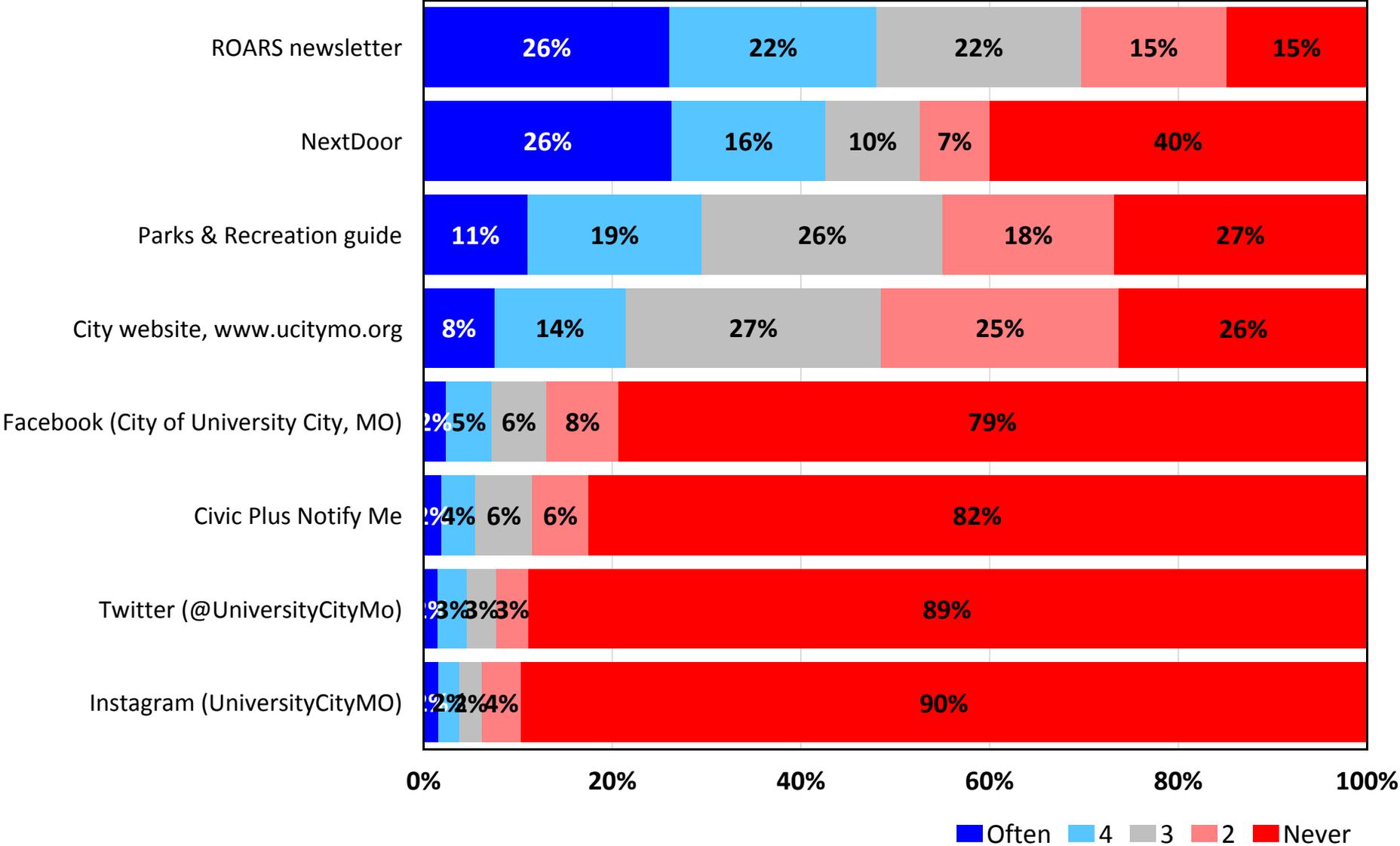


Source: ETC Institute (2019)

Q22. City Communication [Part 1]

How Often Respondents Use Each Item

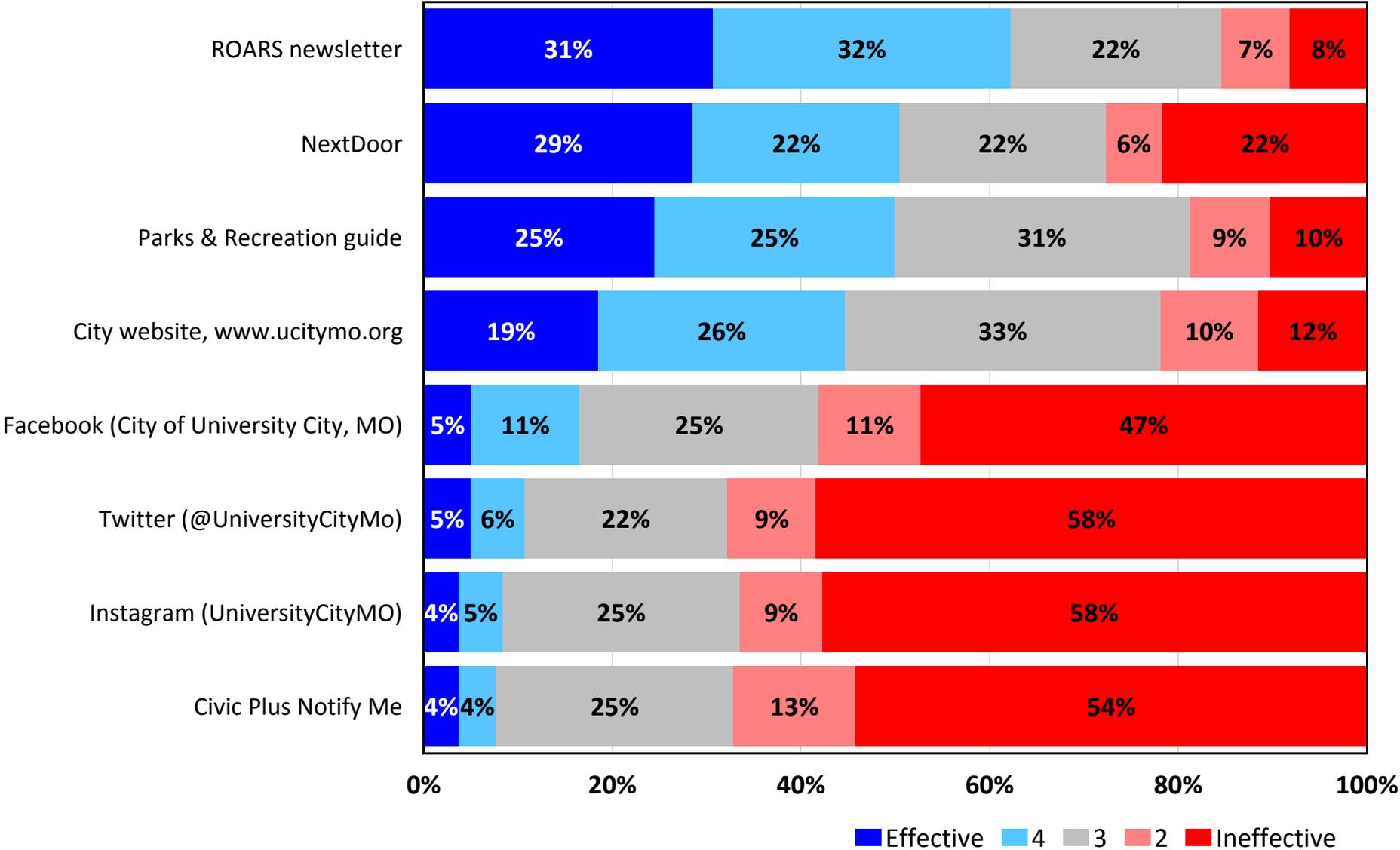
by percentage of respondents (excluding not provided responses)



Source: ETC Institute (2019)

Q22. City Communication [Part 2] Effectiveness of Each Item

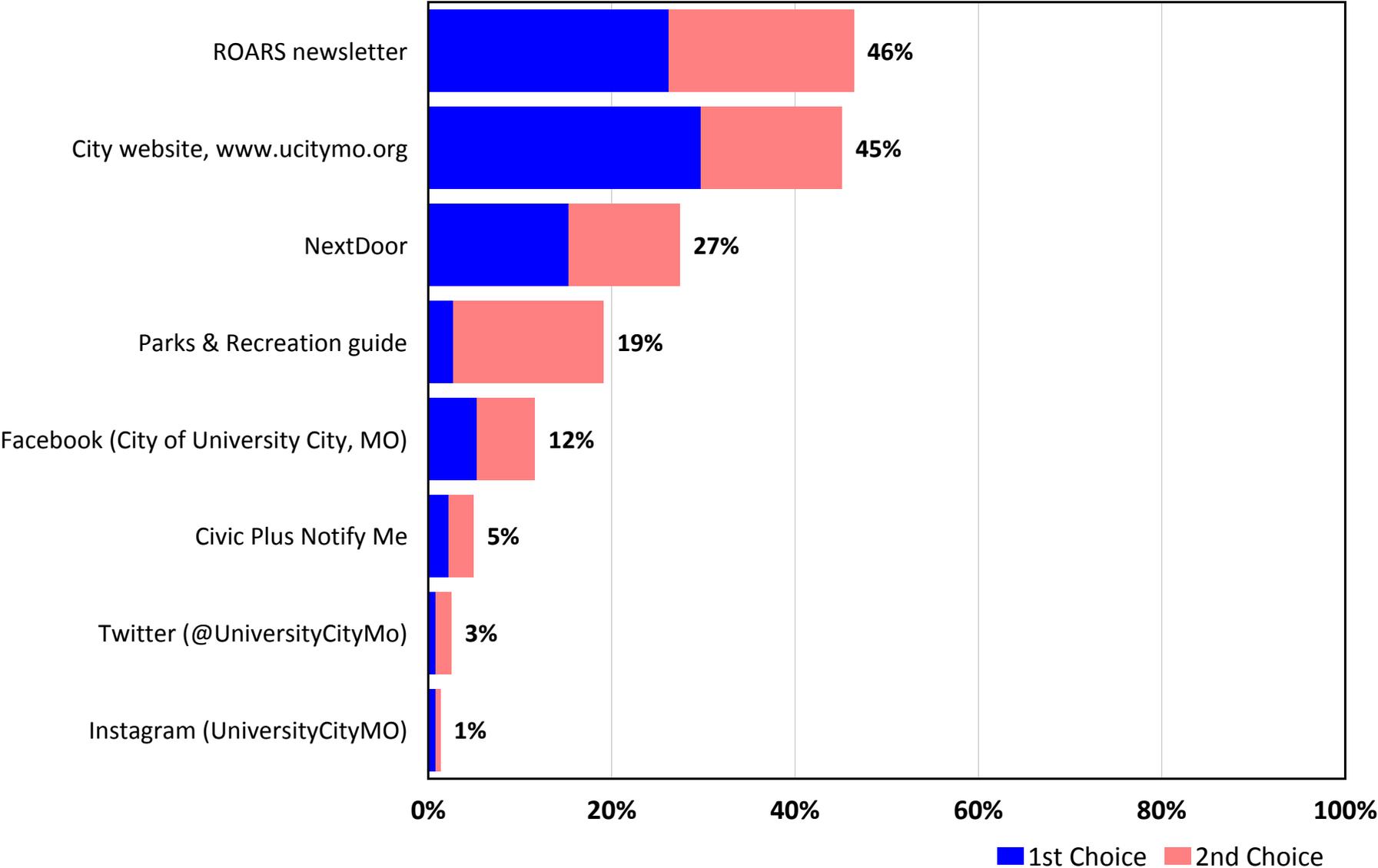
by percentage of respondents



Source: ETC Institute (2019)

Q23. Communication Methods Respondents Most Prefer to Use to Get Information About the City

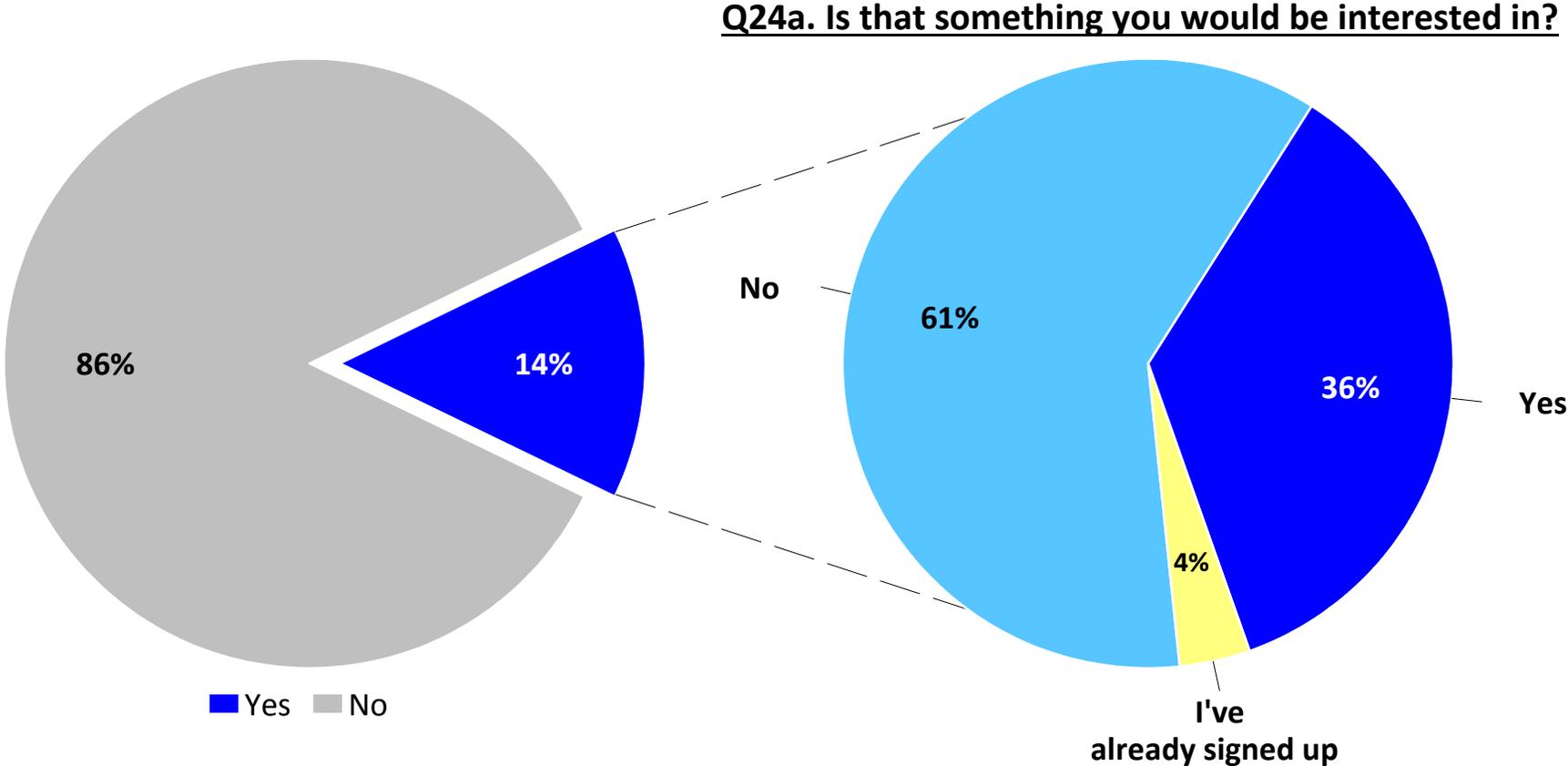
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2019)

Q24. Have you heard about the ability to get the ROARS newsletter via email, instead of a hard copy?

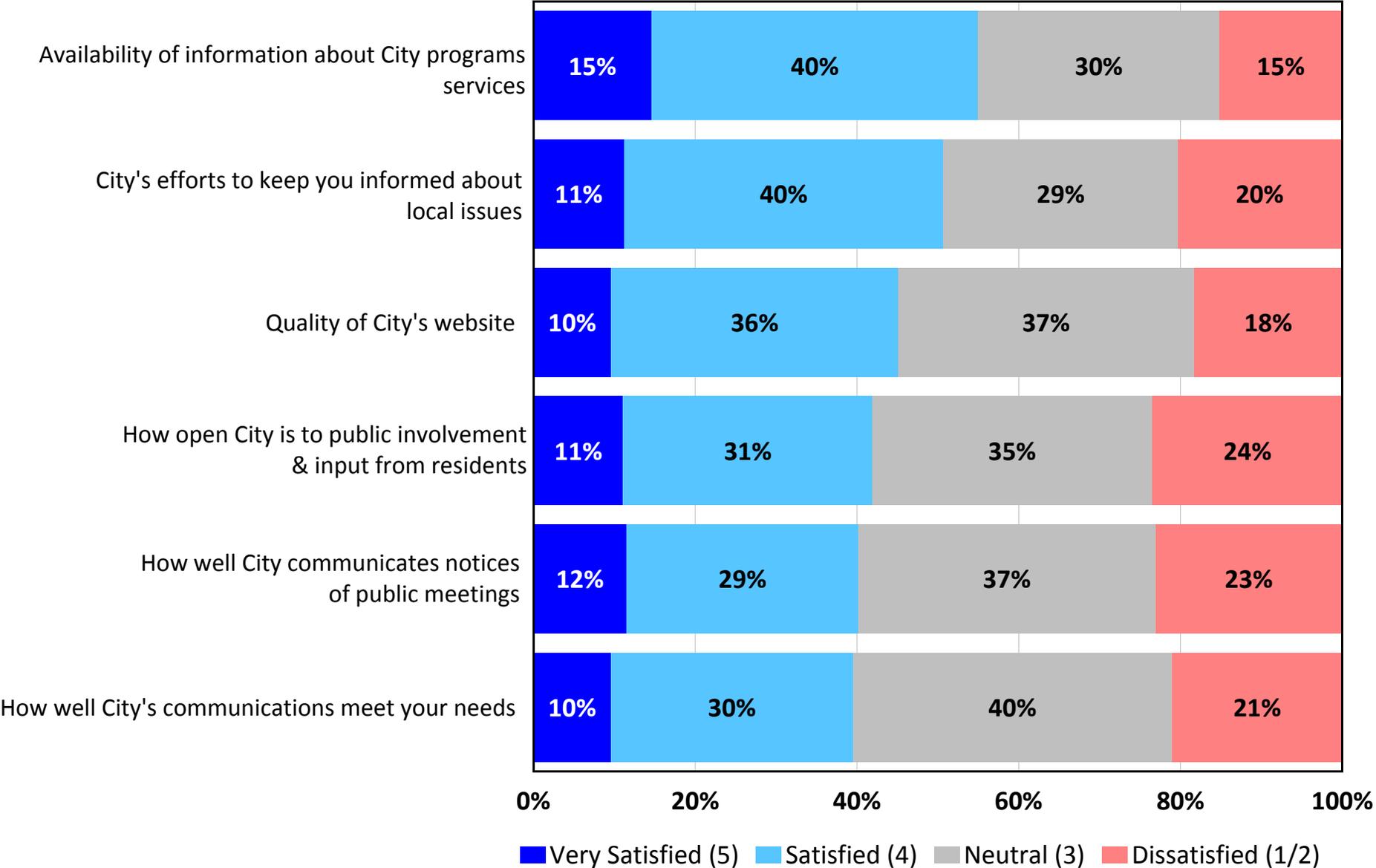
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q25. City Communication

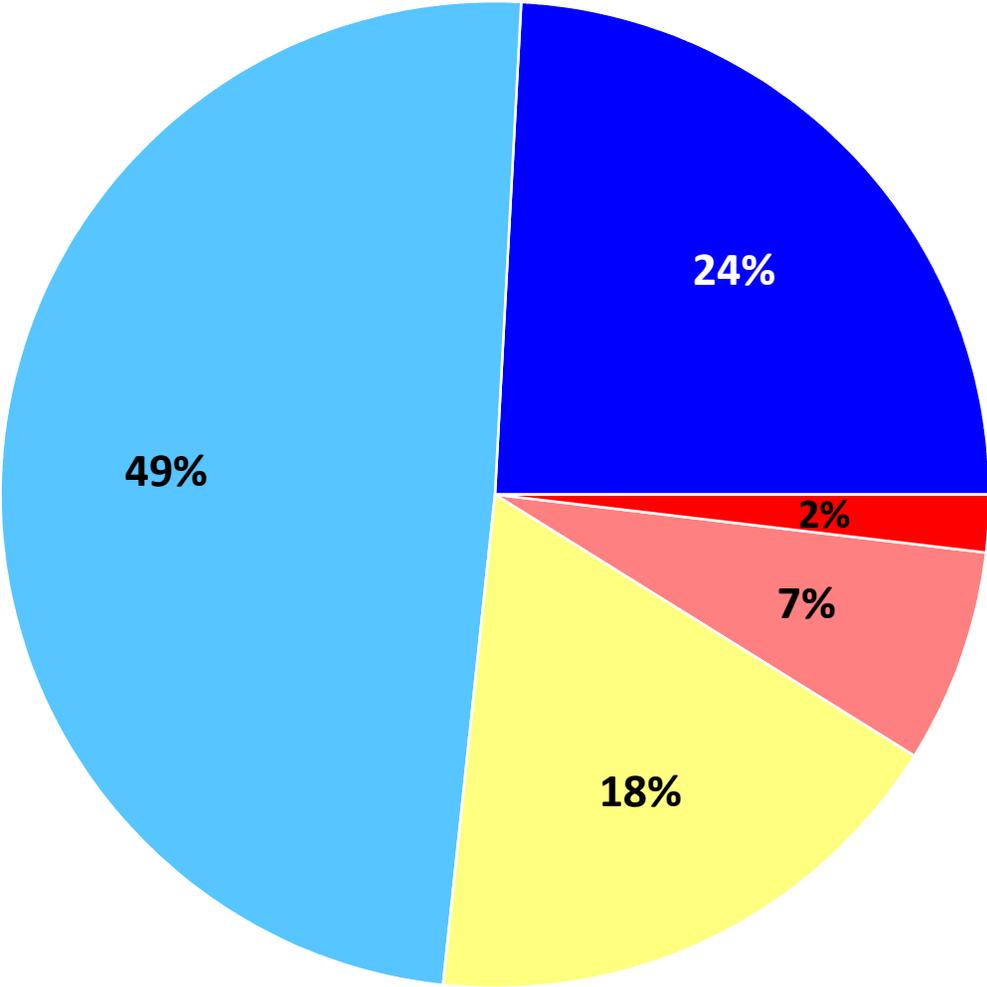
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q26. How satisfied are you with culture, dining, and shopping in University City?

by percentage of respondents (excluding don't knows)

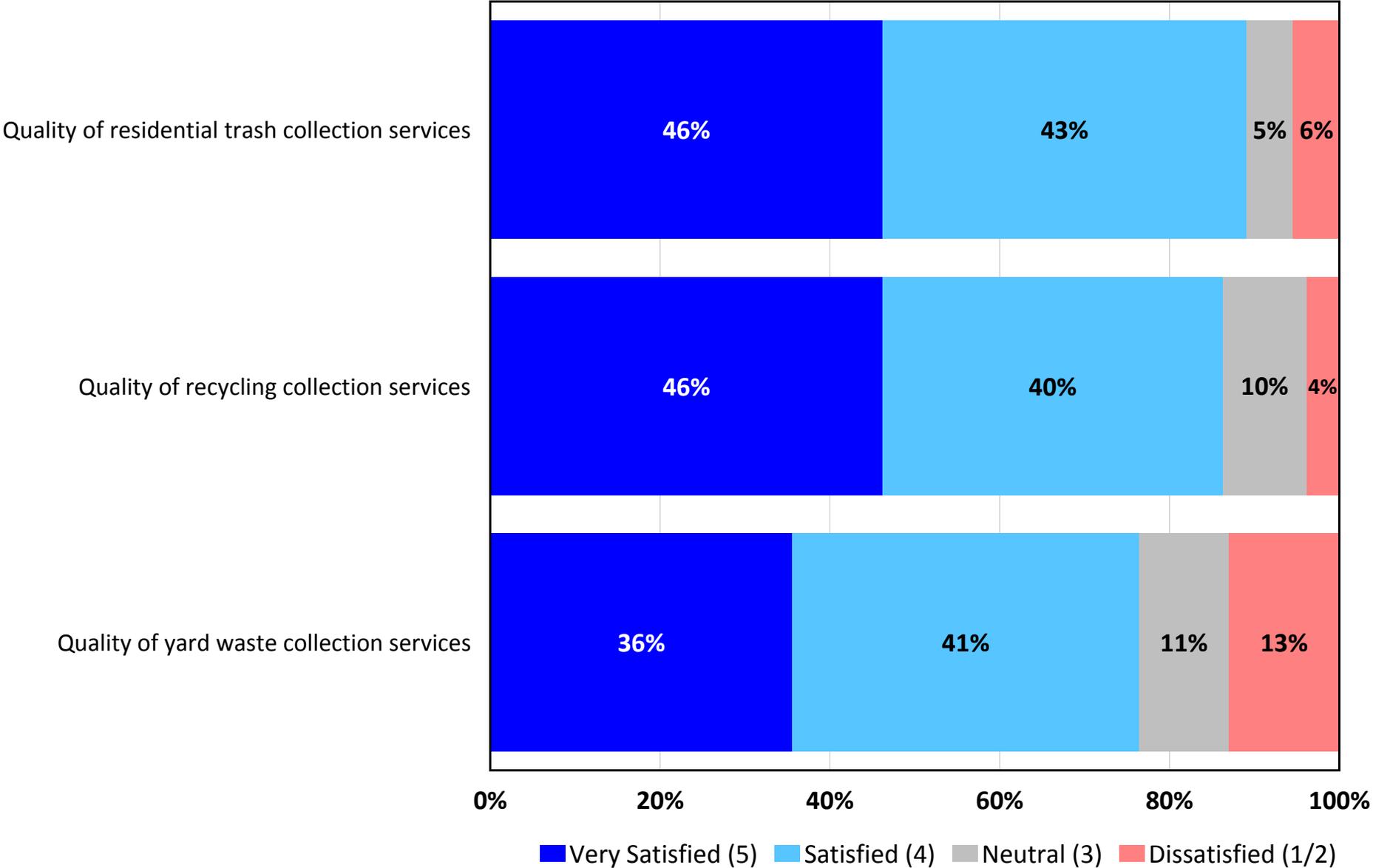


■ Very satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Very dissatisfied

Source: ETC Institute (2019)

Q27. Waste Collection Services

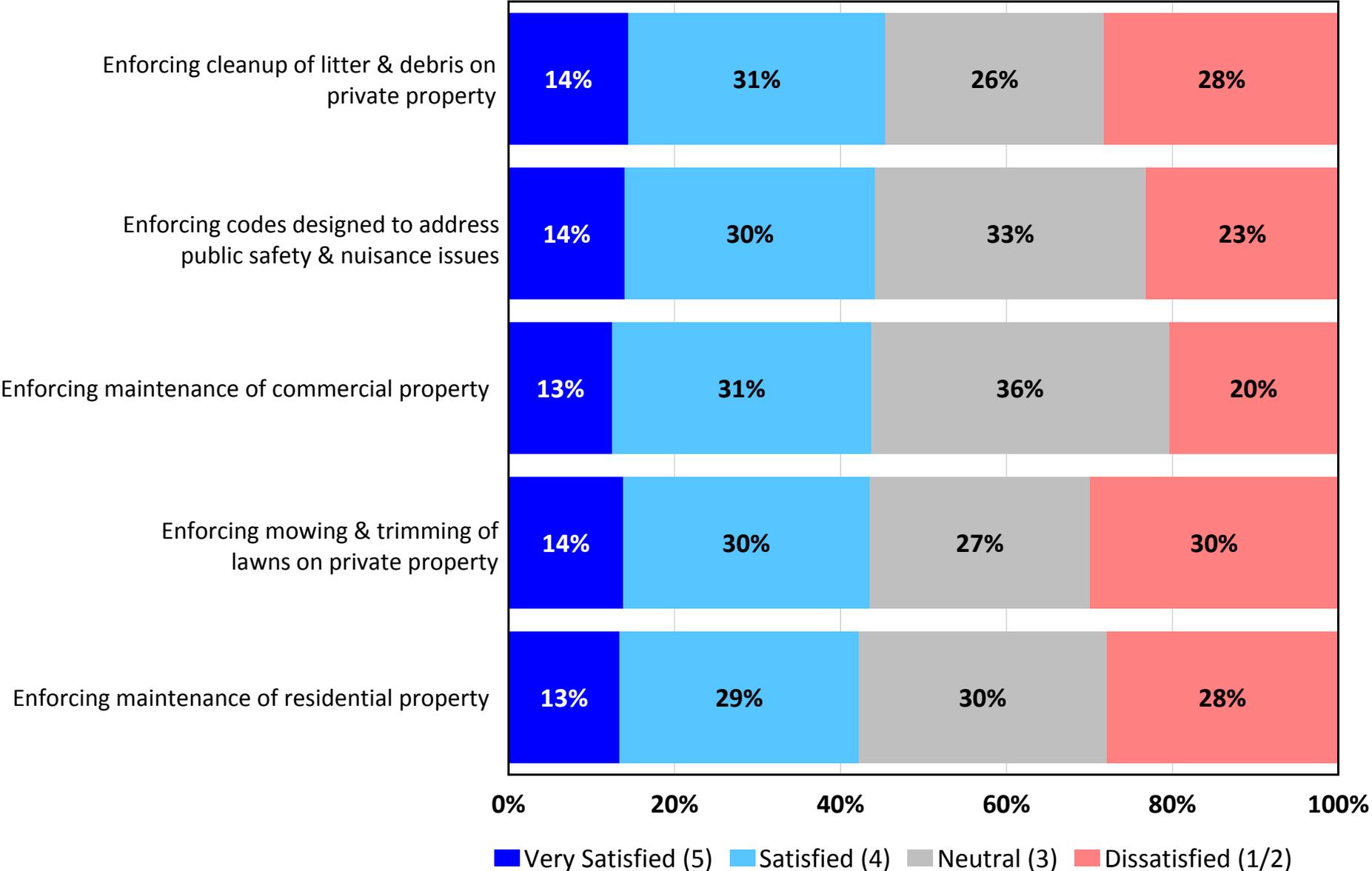
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q28. Enforcement of Property Maintenance Codes

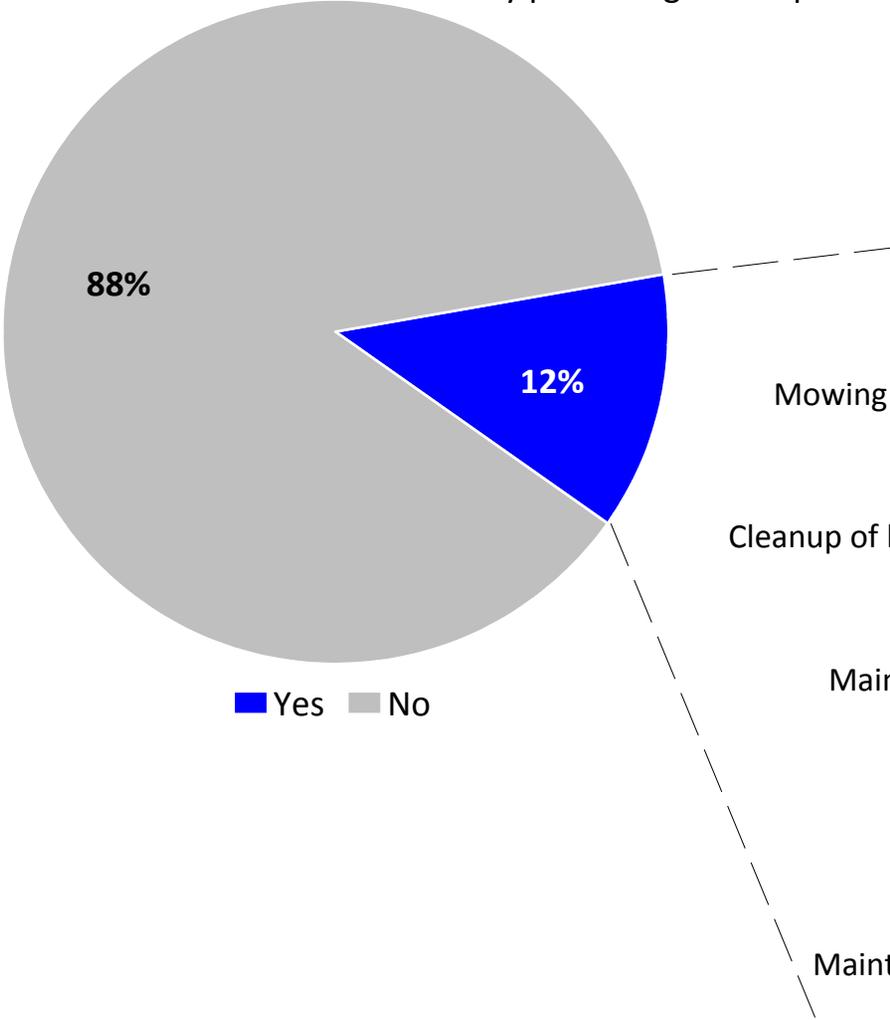
by percentage of respondents (excluding don't knows)



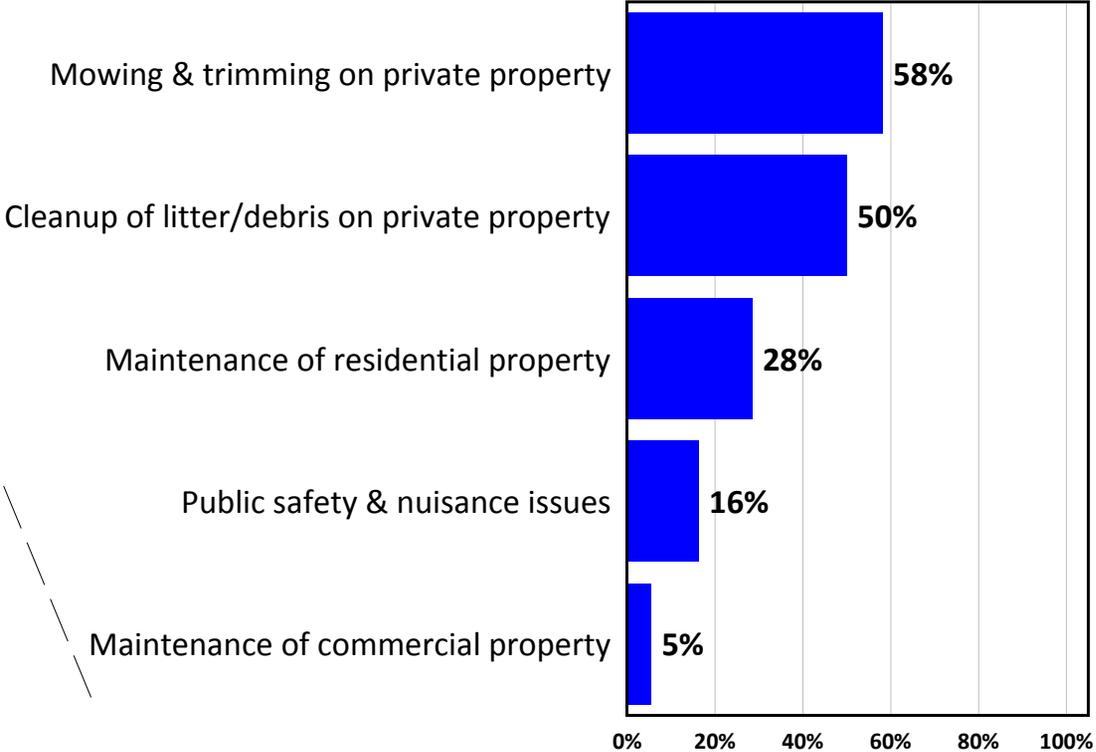
Source: ETC Institute (2019)

Q29. In the past 12 months, have you contacted the City's Planning and Development Department Code Division to report a violation?

by percentage of respondents (excluding not provided)



Q29a. If Yes, which category did you report?

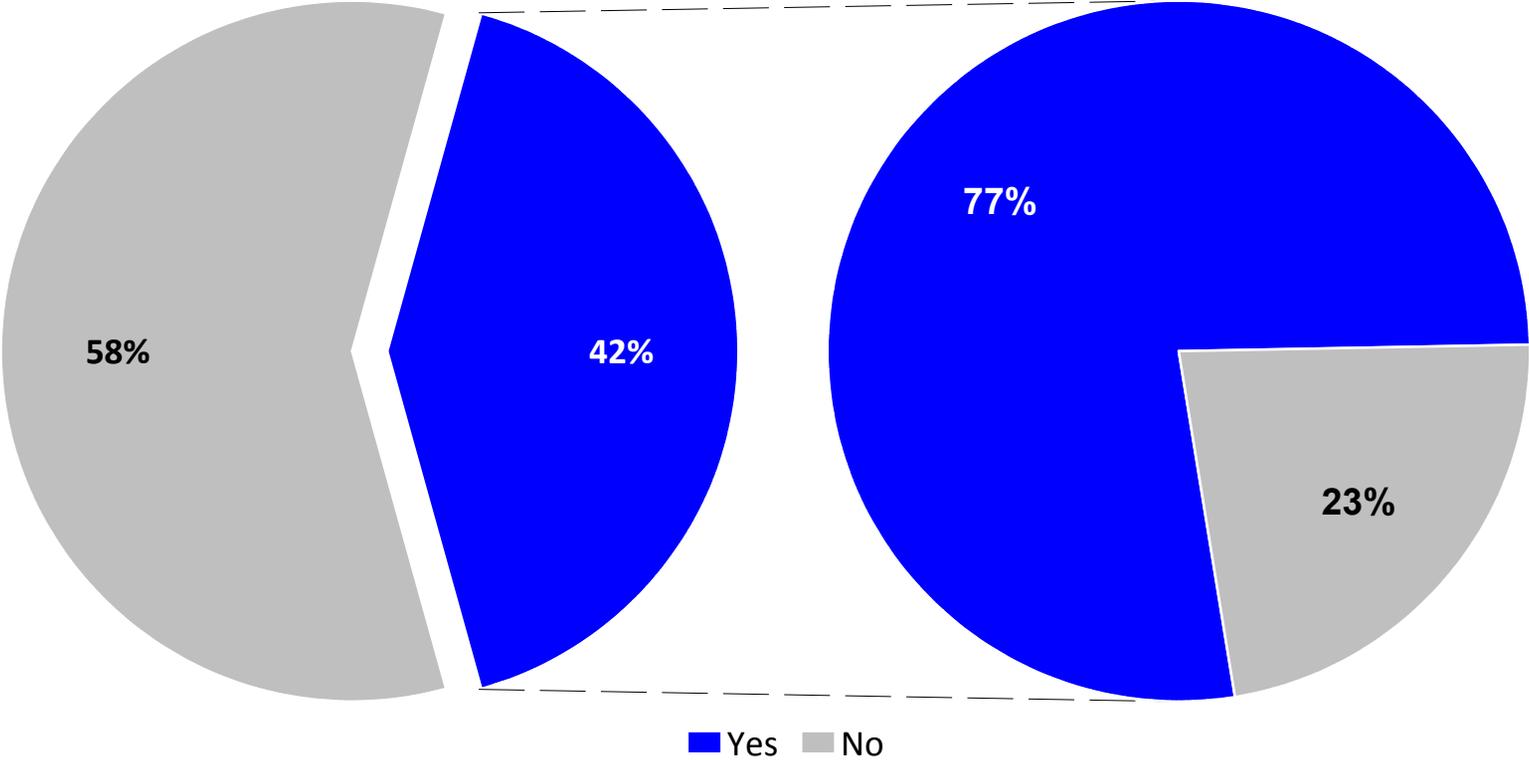


Source: ETC Institute (2019)

Q30. Have you applied for building or occupancy permits?

by percentage of respondents (excluding not provided)

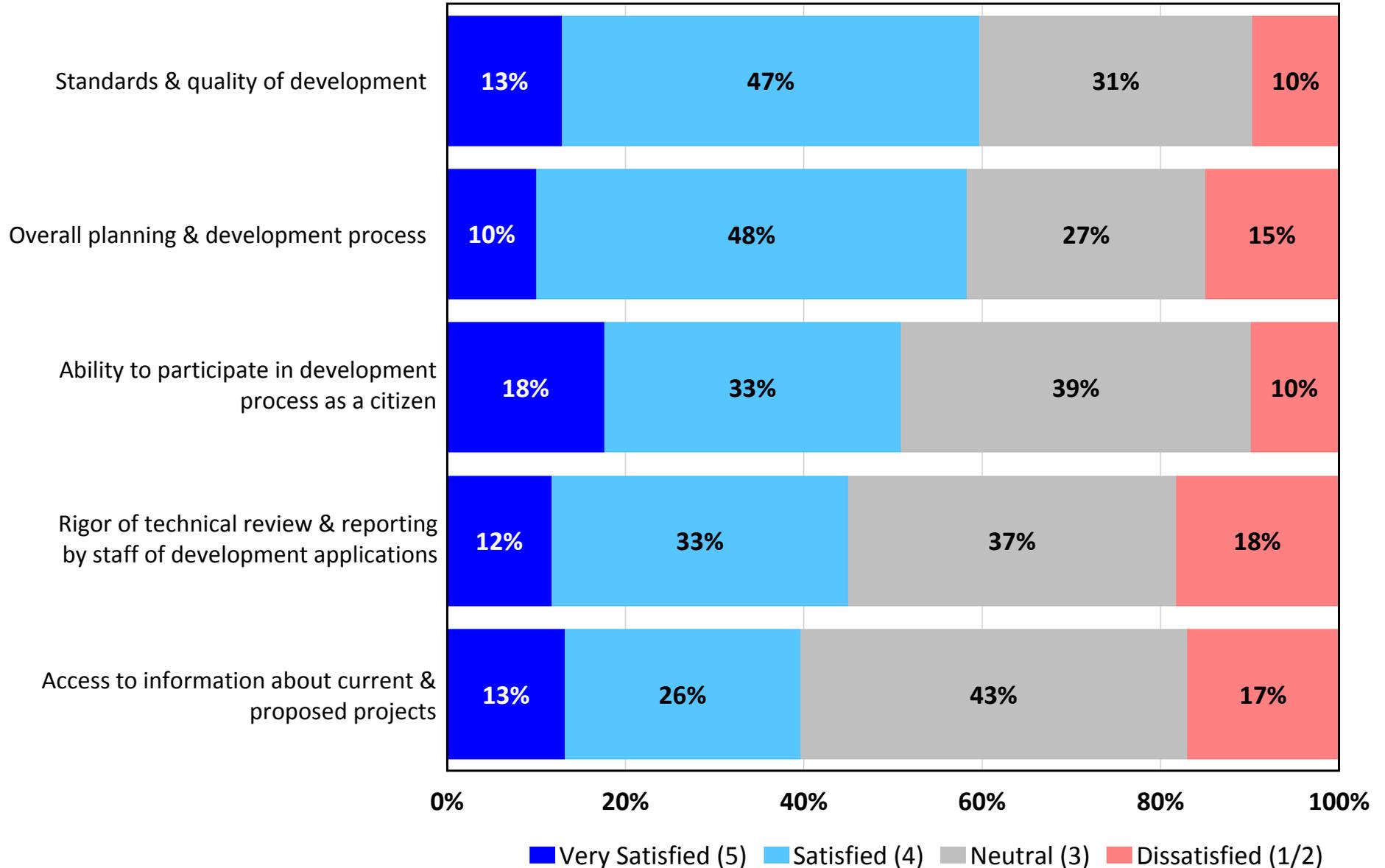
Q30a. Were you satisfied with the process?



Source: ETC Institute (2019)

Q32. Planning and Development Process

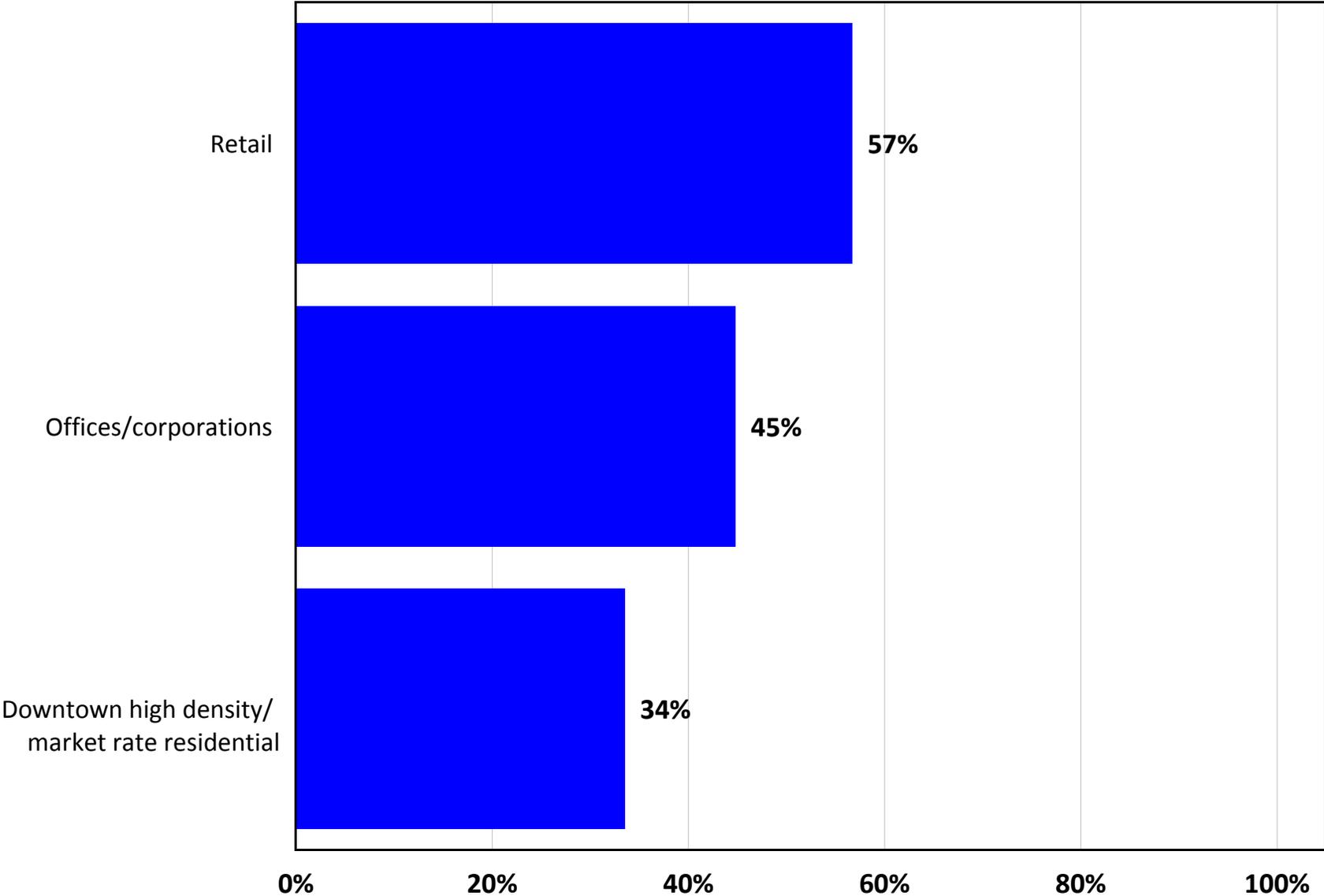
by percentage of respondents who indicated they have applied for a permit from planning and development (excluding don't knows)



Source: ETC Institute (2019)

Q34. For which of the following areas do you support the City's use of financial incentives to attract and expand?

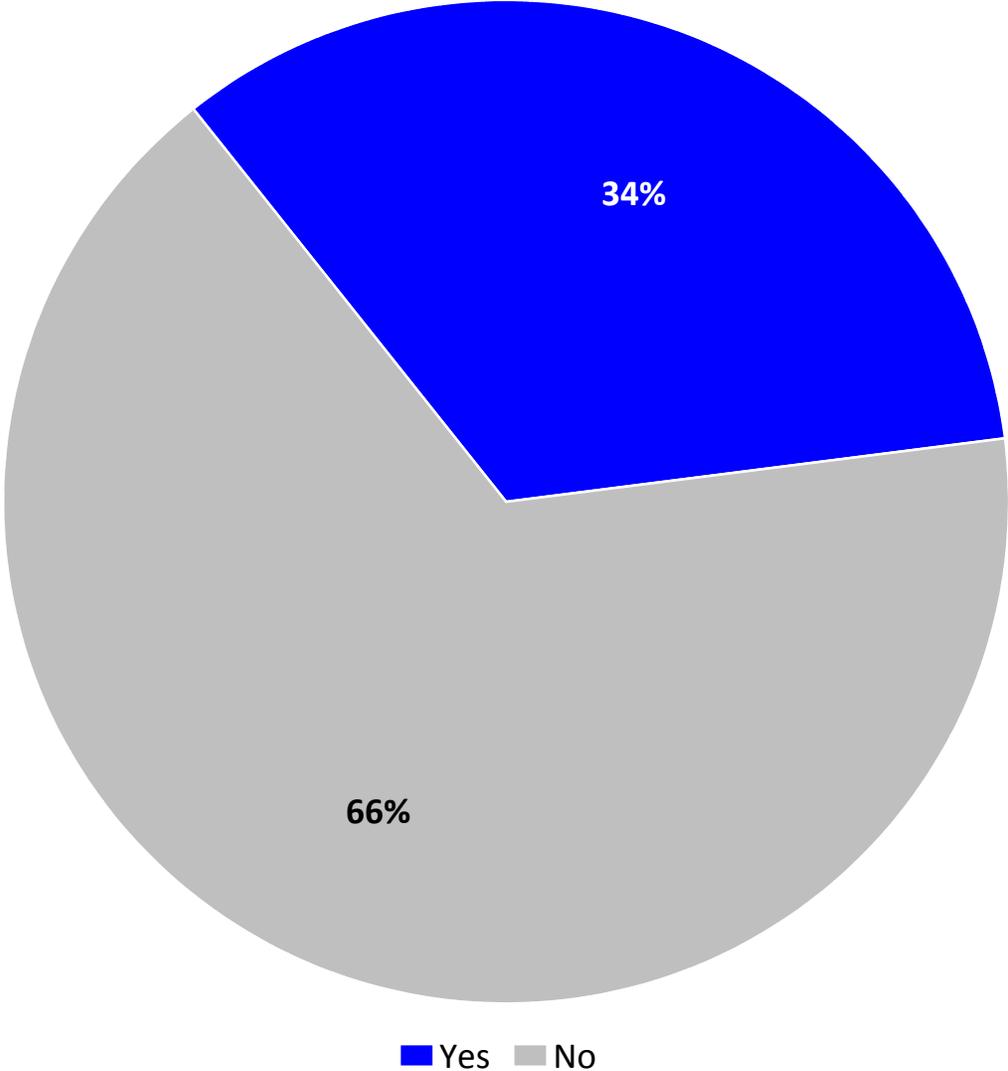
by percentage of respondents



Source: ETC Institute (2019)

Q35. Have you contacted the City with a question, problem, or complaint during the past year?

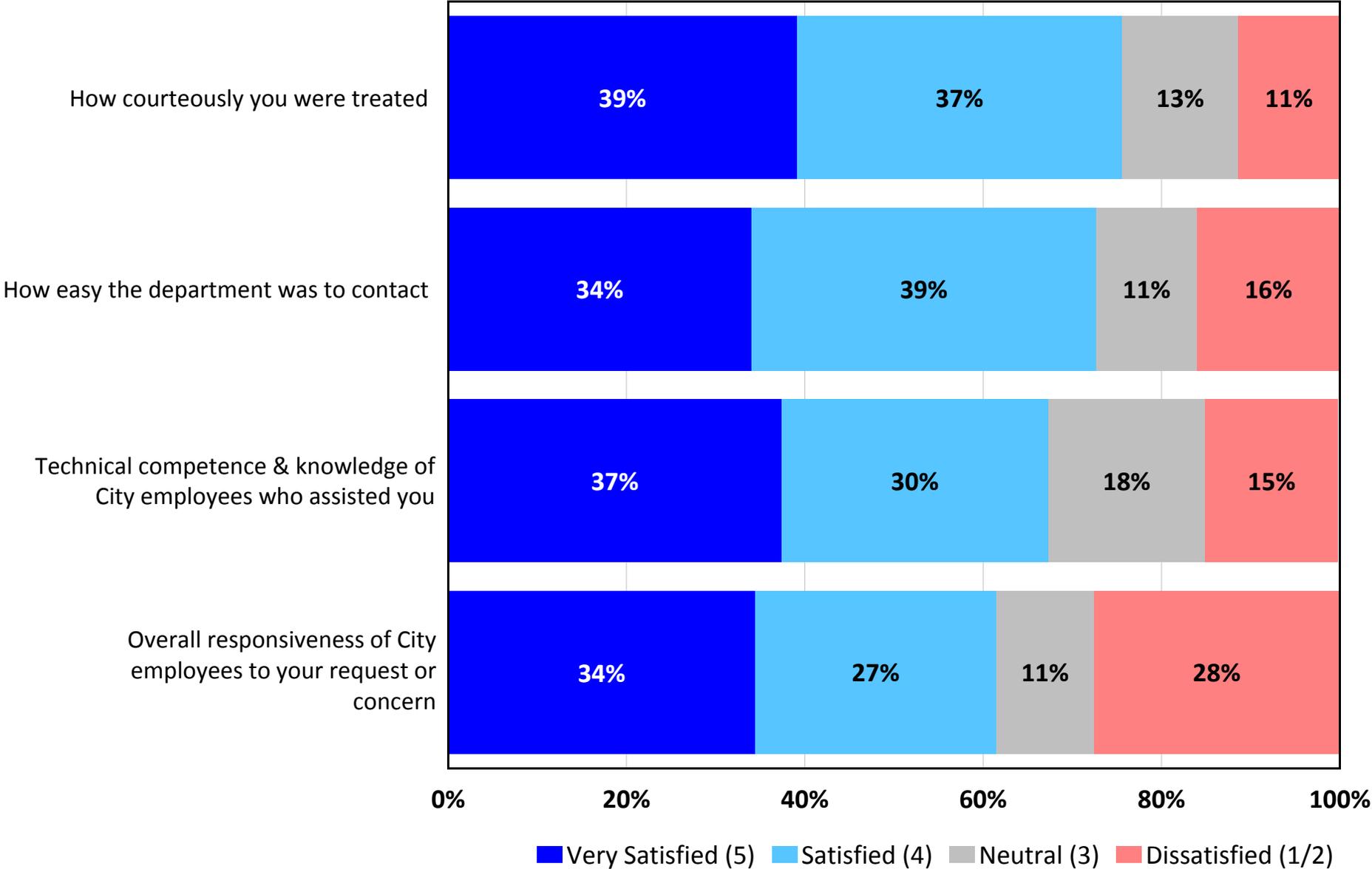
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

Q35b. Customer Service

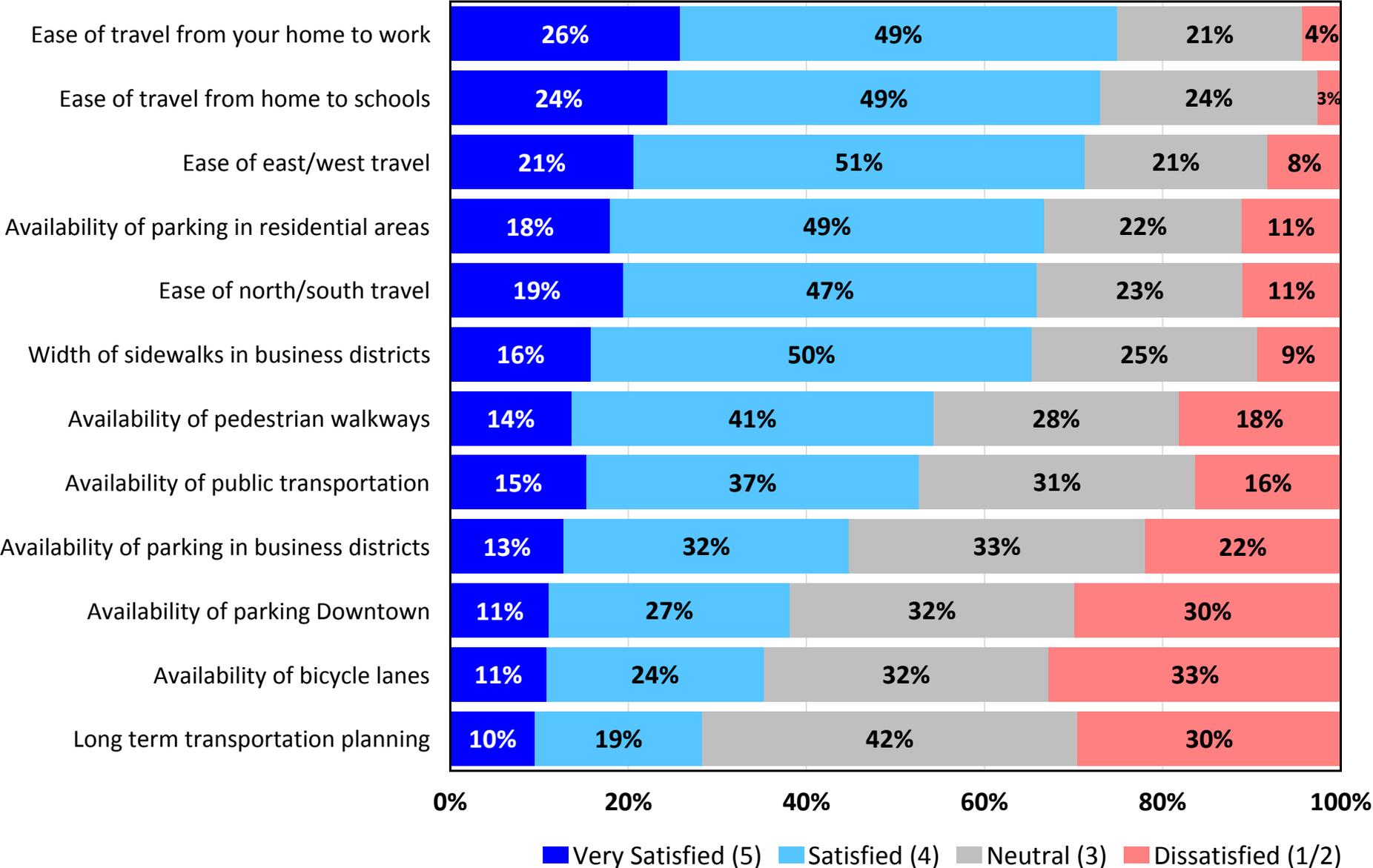
by percentage of respondents who have contacted the City with a question, problem, or complaint during the past year (excluding don't knows)



Source: ETC Institute (2019)

Q36. Transportation

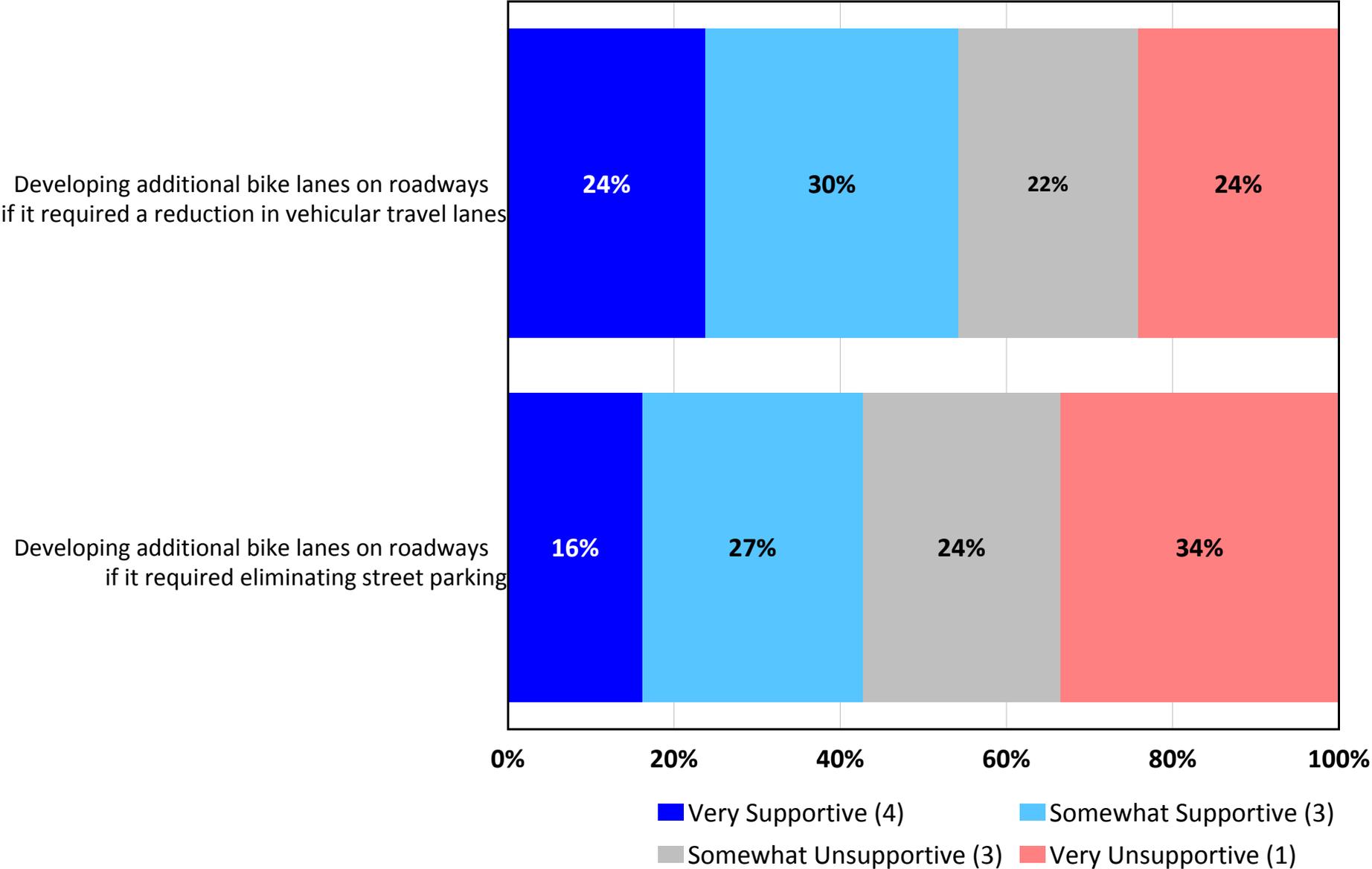
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q37. Support for Transportation Developments

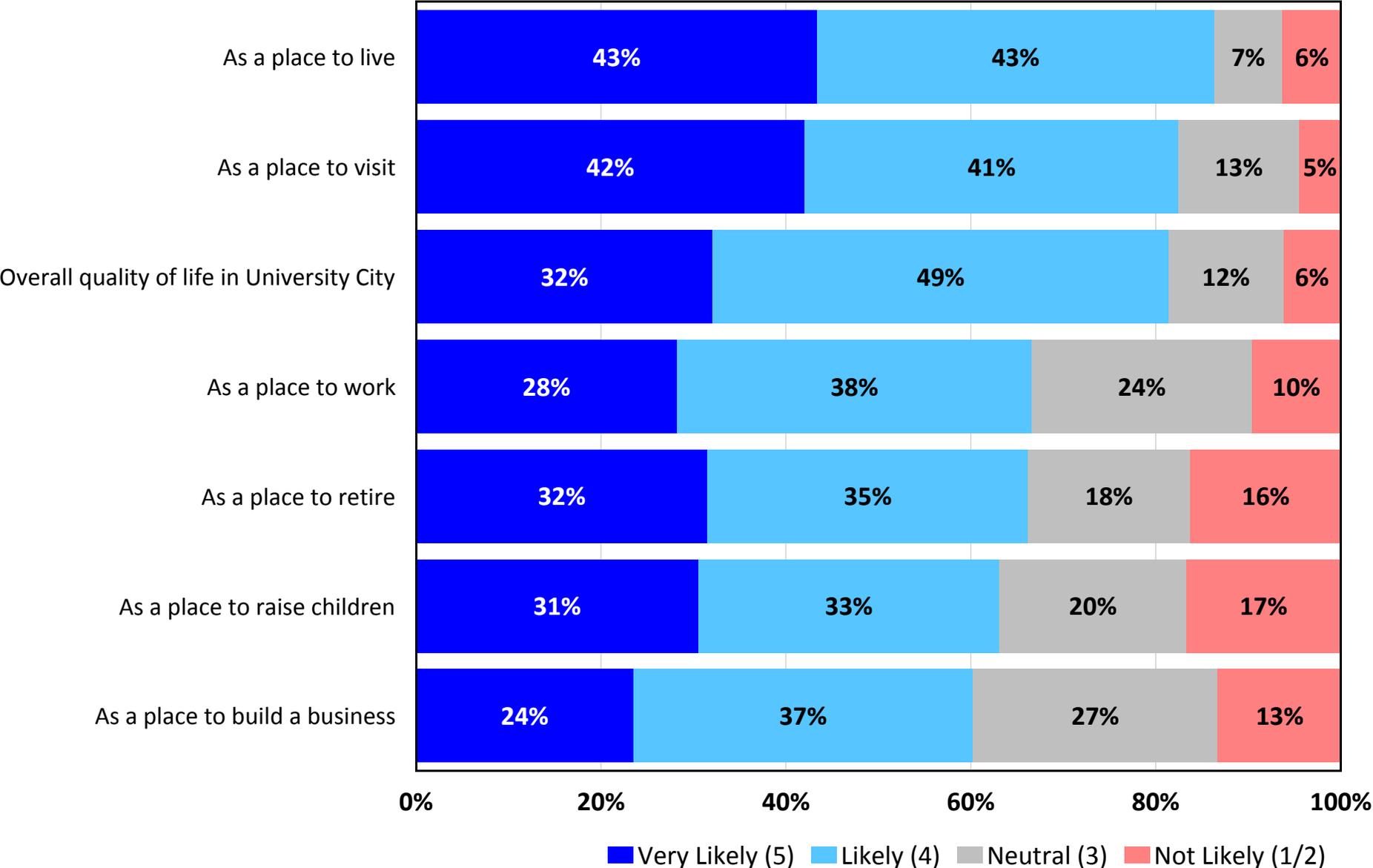
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q38. Recommending University City to a Friend or Colleague

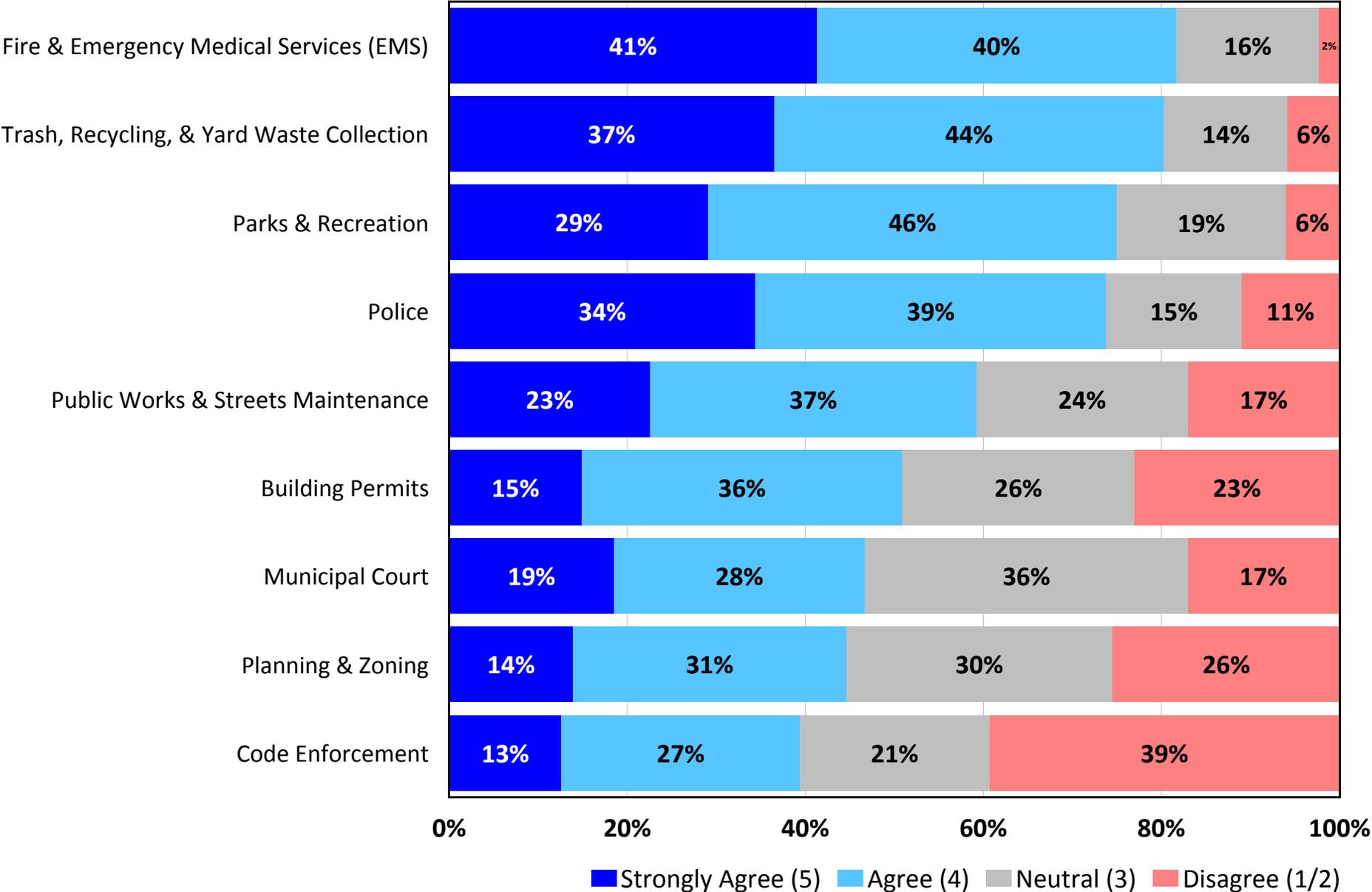
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q39. The City Provides City Services Equitably

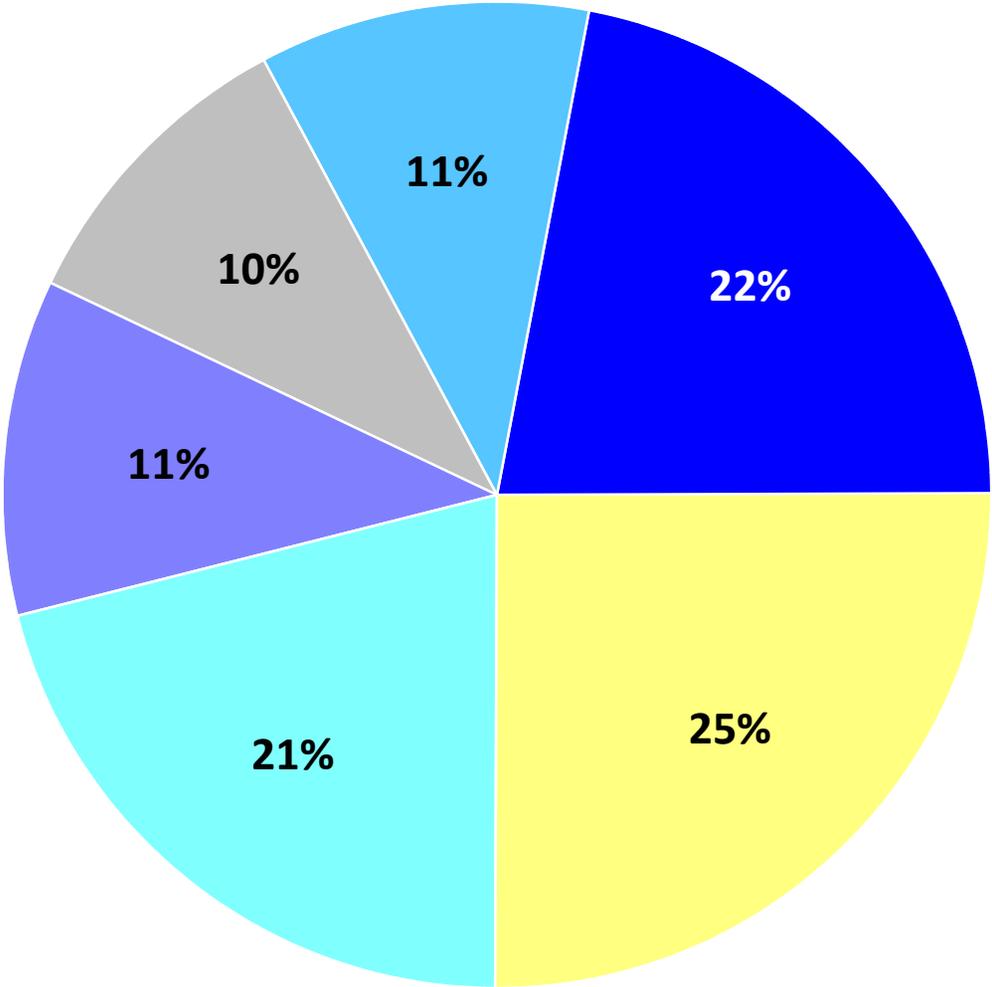
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2019)

Q40. Demographics: How long have you been a resident of University City?

by percentage of respondents (excluding not provided)

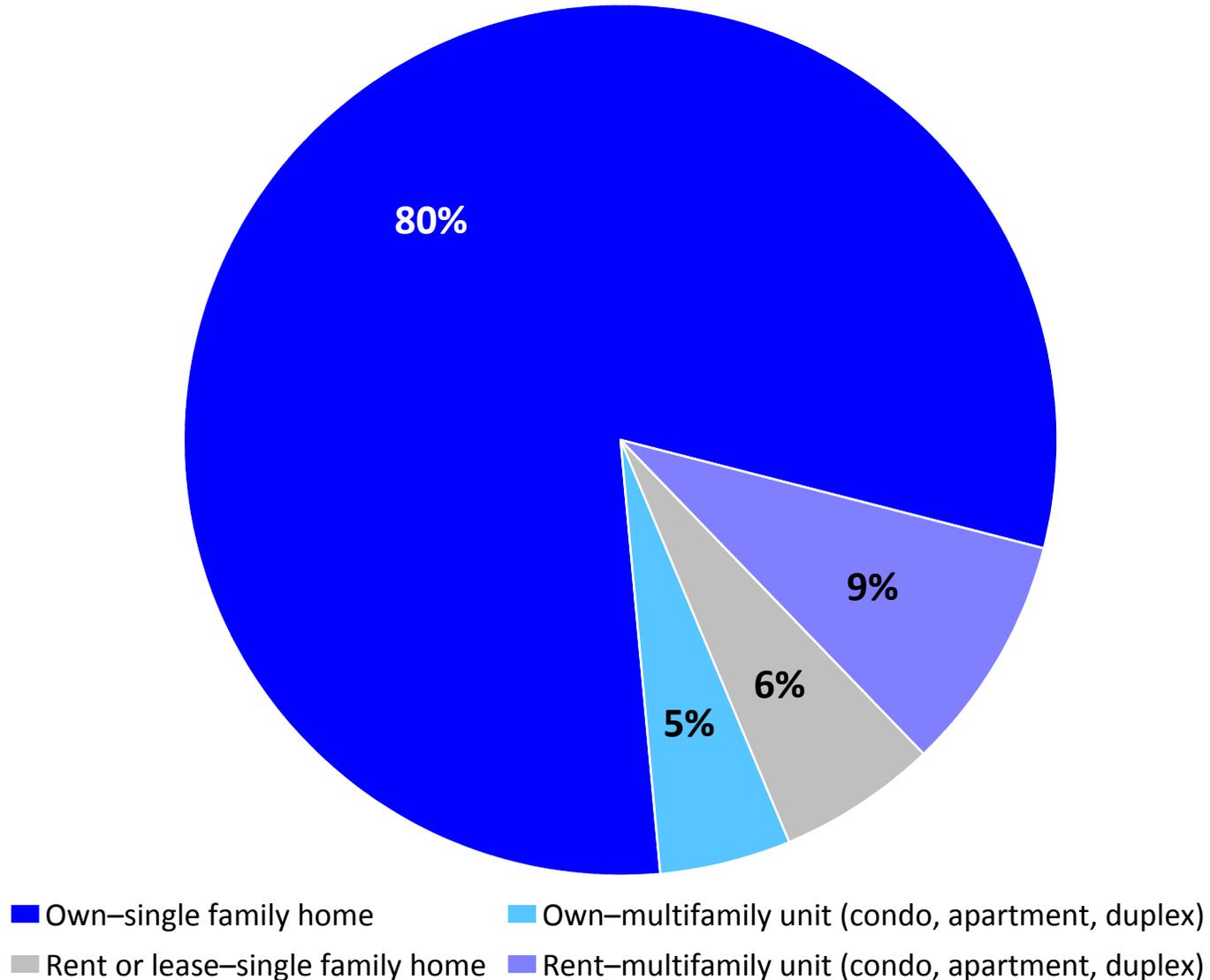


■ 0-5 ■ 6-10 ■ 11-15 ■ 16-20 ■ 21-30 ■ 31+

Source: ETC Institute (2019)

Q42. Demographics: Which of the following best describes your household?

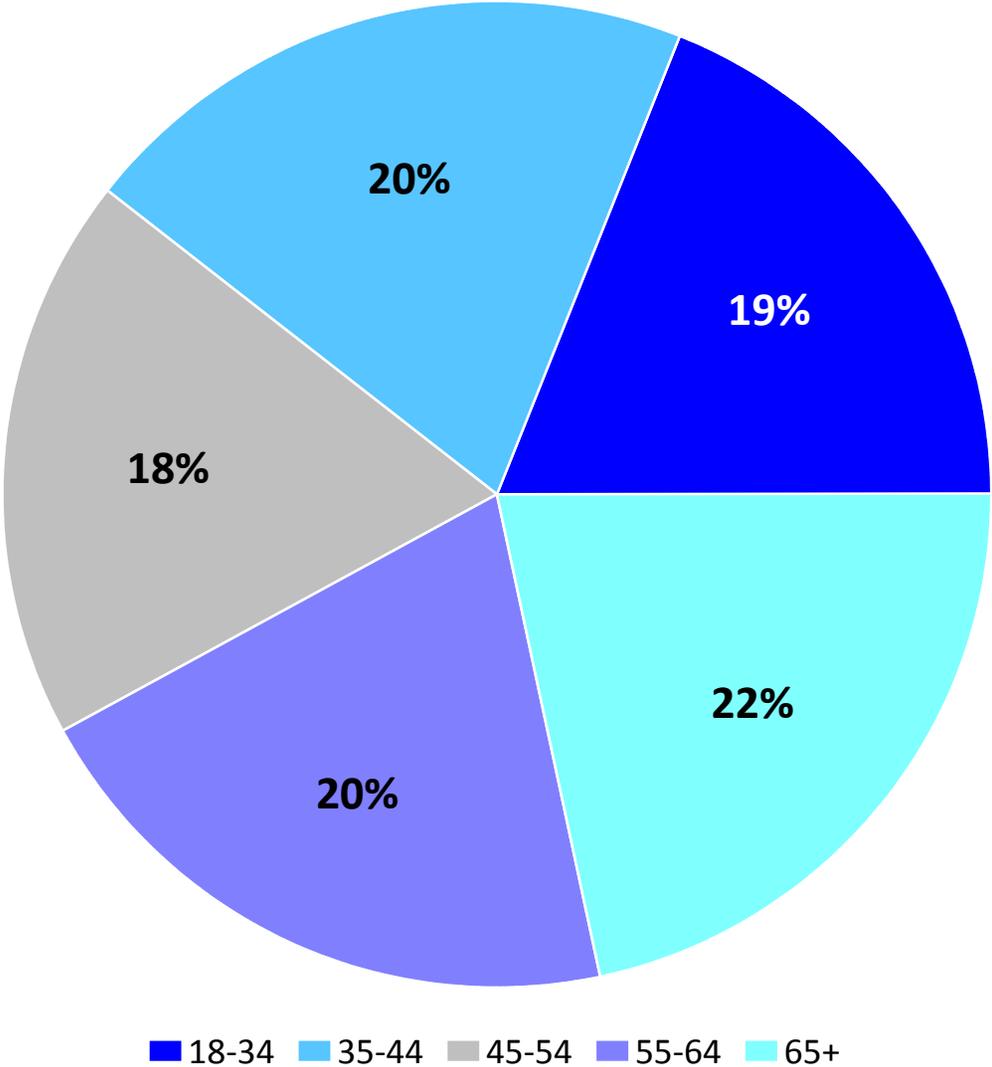
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

Q43. Demographics: What is your age?

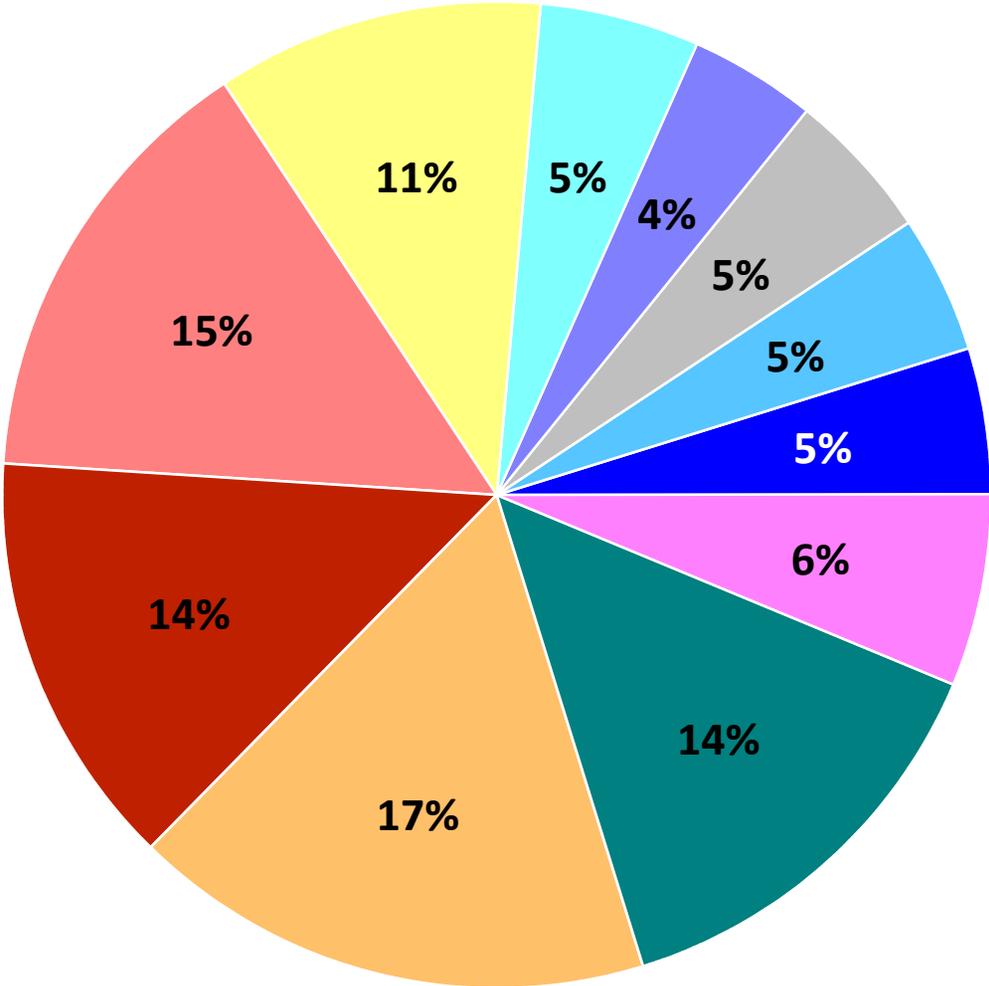
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

Q44. Demographics: Including yourself, how many people in your household are...

by percentage of respondents

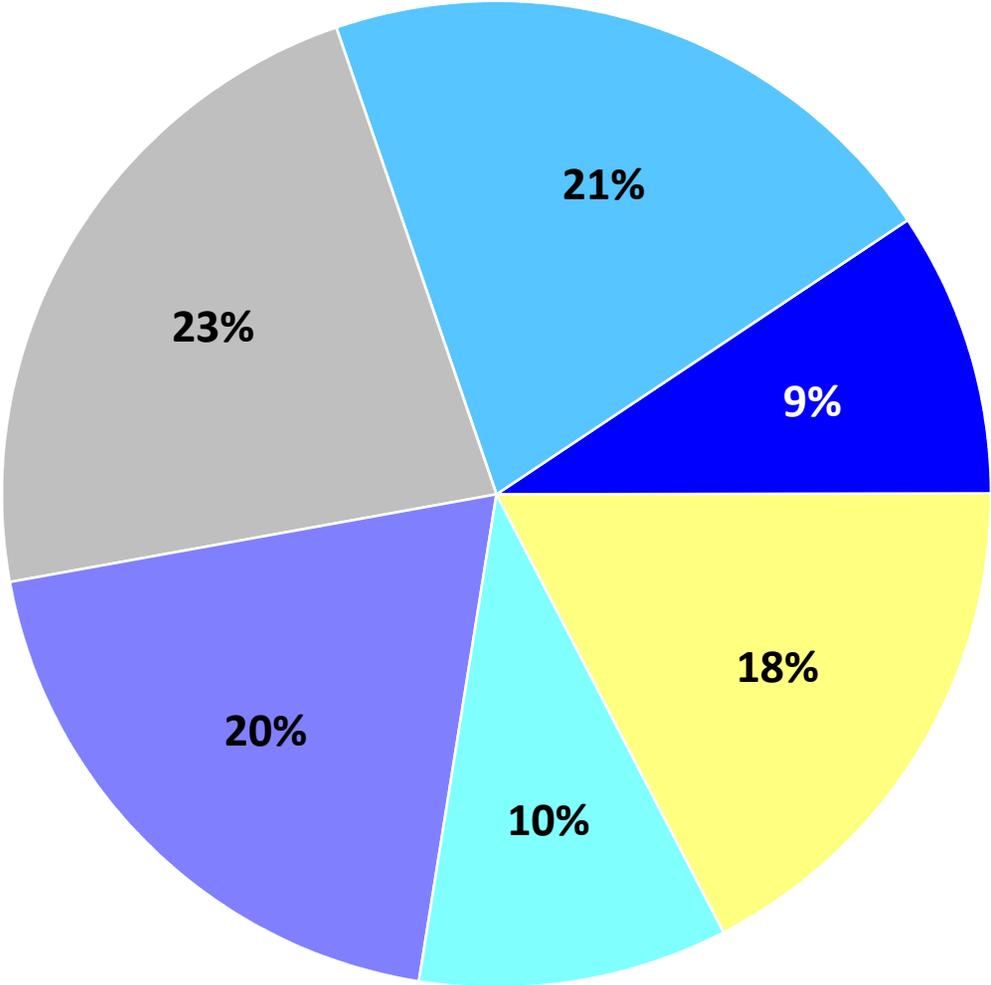


- Under age 5
- Ages 5-9
- Ages 10-14
- Ages 15-19
- Ages 20-24
- Ages 25-34
- Ages 35-44
- Ages 45-54
- Ages 55-64
- Ages 65-74
- Ages 75+

Source: ETC Institute (2019)

Q45. Demographics: Would you say your total annual household income is...

by percentage of respondents (excluding not provided)

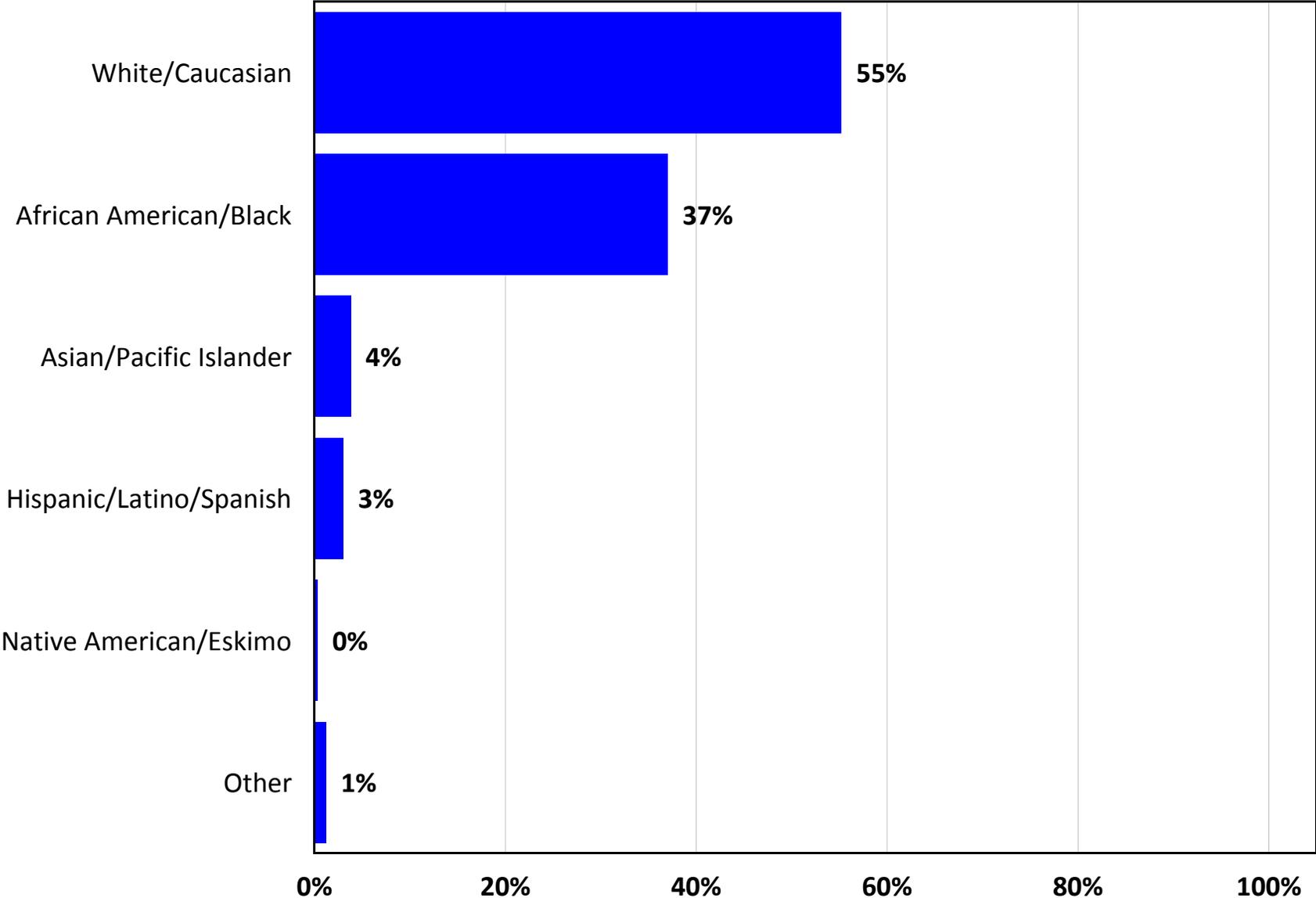


■ Under \$30K ■ \$30K to \$59,999 ■ \$60K to \$99,999
■ \$100K to \$149,999 ■ \$150K to \$199,999 ■ \$200K+

Source: ETC Institute (2019)

Q46. Demographics: Which of the following best describes your race/ethnicity?

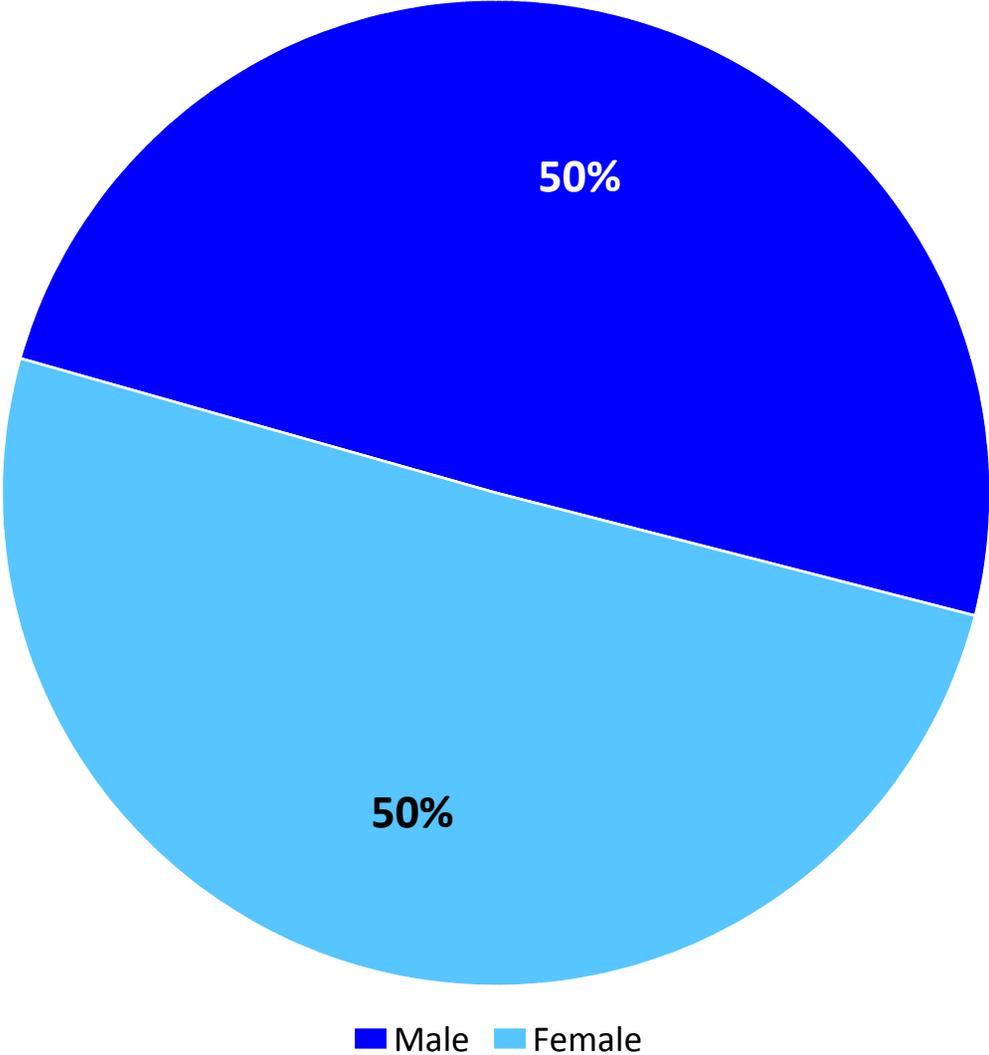
by percentage of respondents



Source: ETC Institute (2019)

Q47. Demographics: Your Gender:

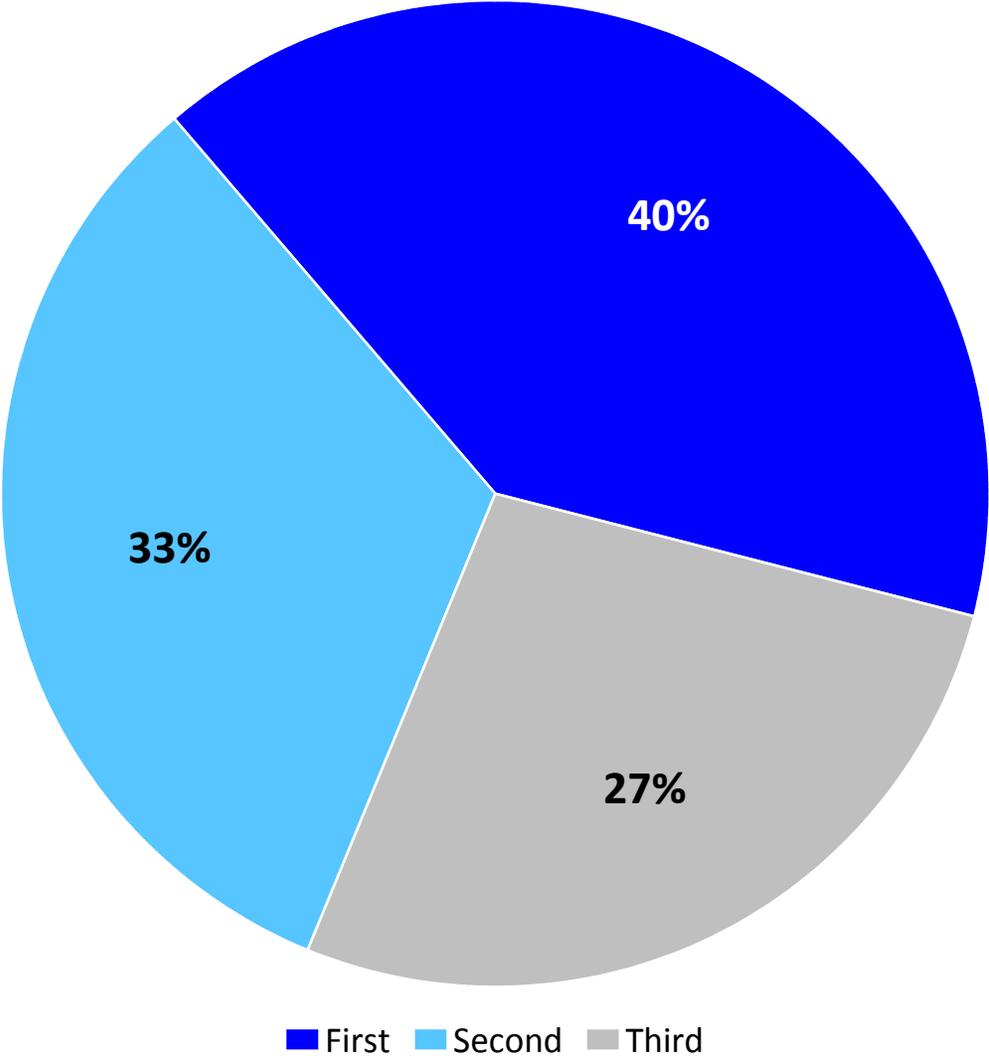
by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

Q48. Demographics: Which Ward do you live in?

by percentage of respondents (excluding not provided)



Source: ETC Institute (2019)

Section 2

Benchmarking Analysis

Benchmarking Analysis

University City, Missouri

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 summer of 2019 to a random sample of more than 4,000 residents across the United States and (2) a regional survey that was administered during the summer of 2019 to a random sample of more than 350 residents in Kansas and Missouri.

Interpreting the Charts

The charts on the following pages show how the overall results for University City compare to the a U.S. national and regional averages based on the results of the 2018 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 350 residents living in communities throughout Missouri and Kansas. The City of University, City's results are shown in blue, the Missouri/Kansas averages are shown in grey, and the National averages are shown in green in the charts on the following pages.

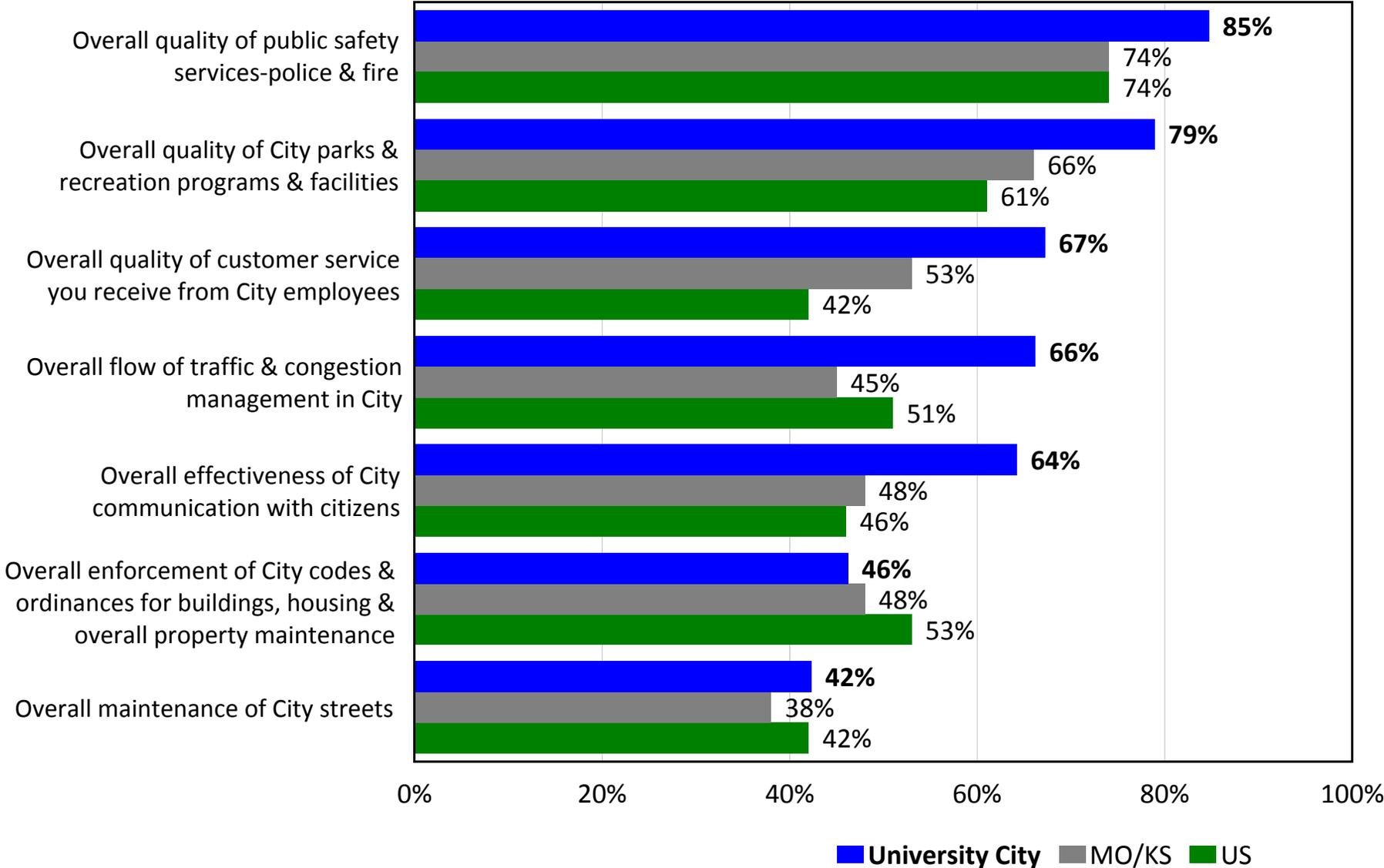
National Benchmarking

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 University City, Missouri is not authorized without written consent from ETC Institute.

Q1. Overall Satisfaction with City Services

University City vs. MO/KS vs. U.S.

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

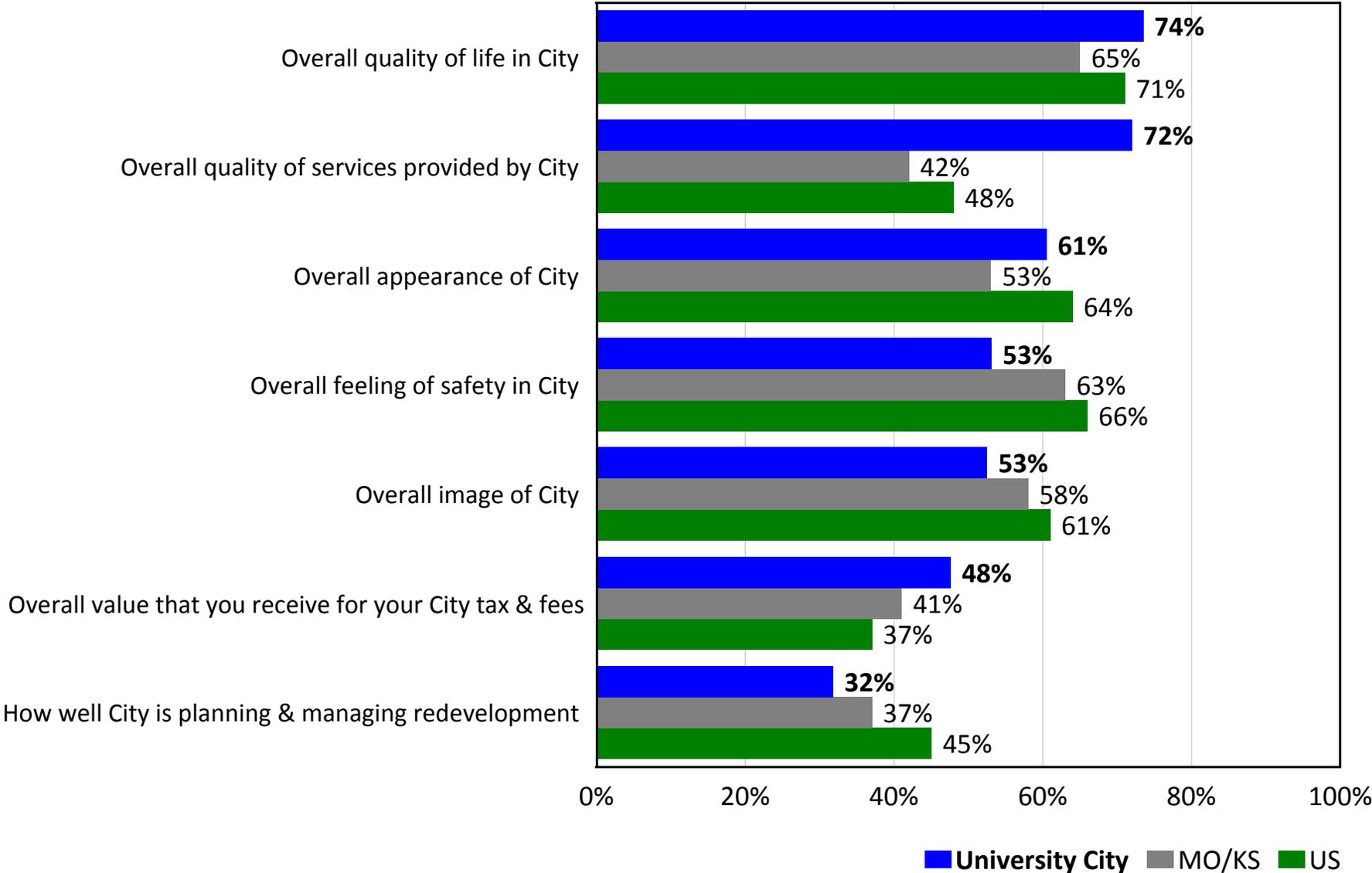


Source: ETC Institute (2019)

Q3. Perceptions

University City vs. MO/KS vs. U.S.

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

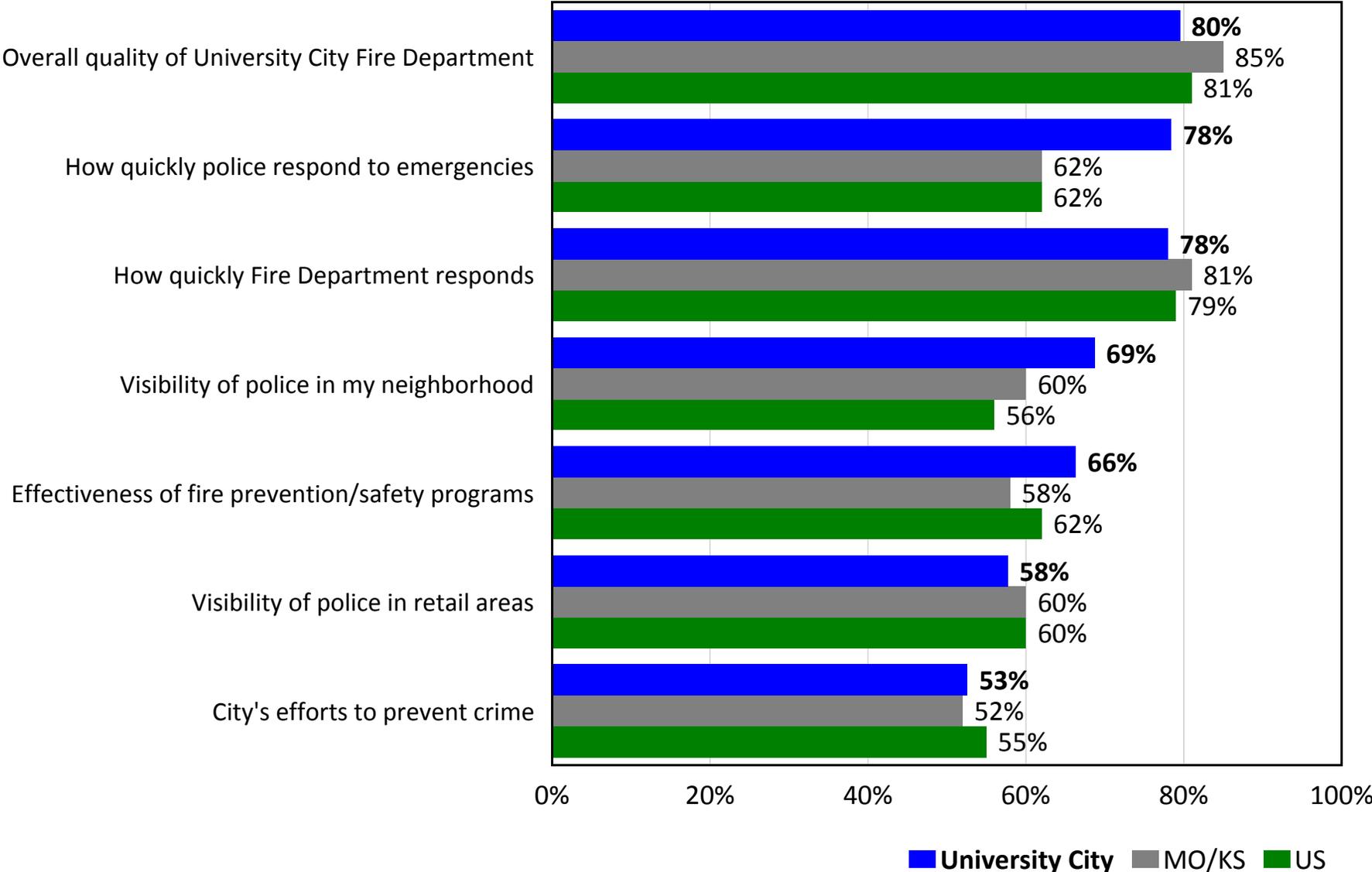


Source: ETC Institute (2019)

Q5. Public Safety

University City vs. MO/KS vs. U.S.

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

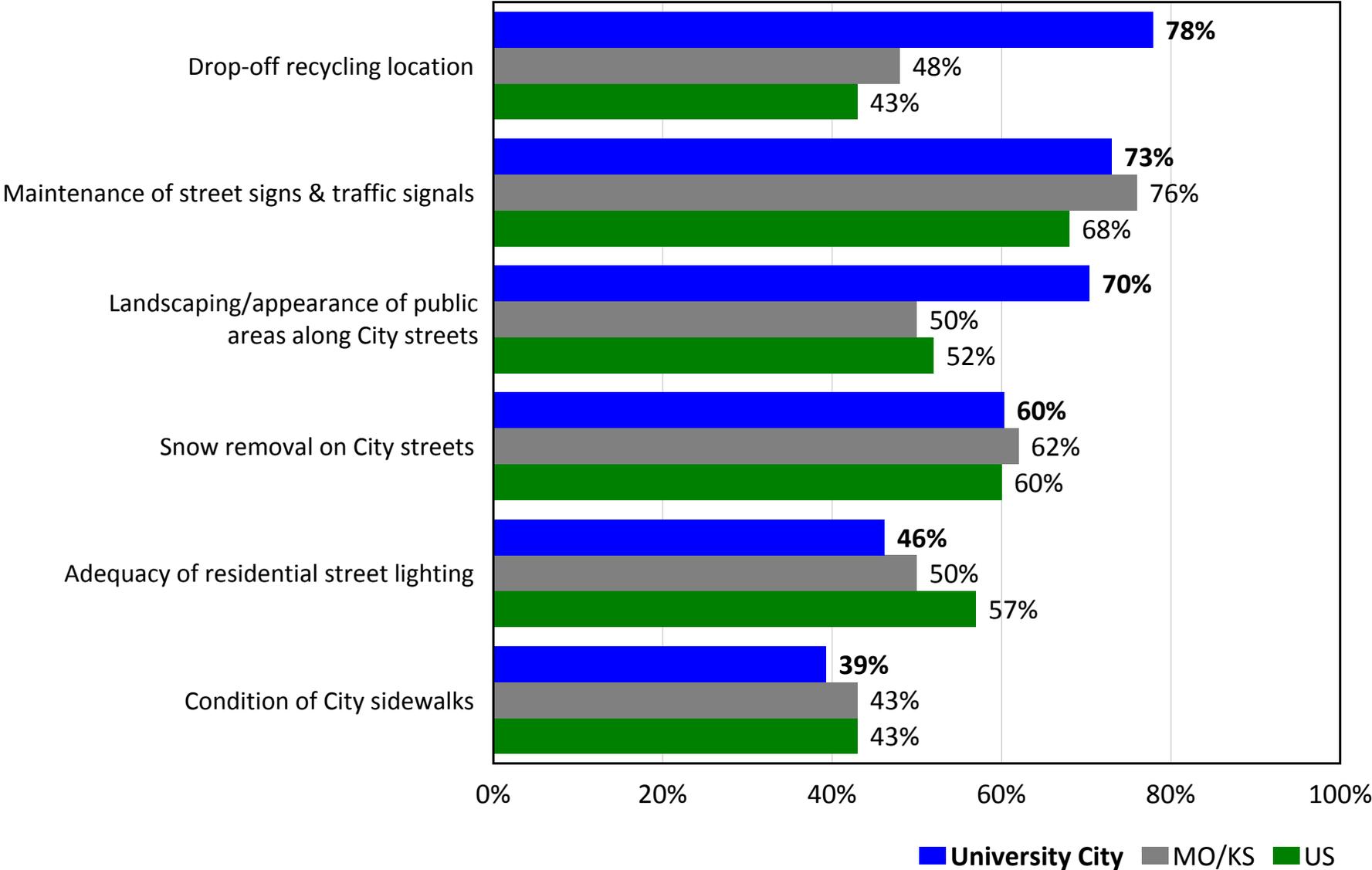


Source: ETC Institute (2019)

Q11. City Maintenance/Public Works

University City vs. MO/KS vs. U.S.

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

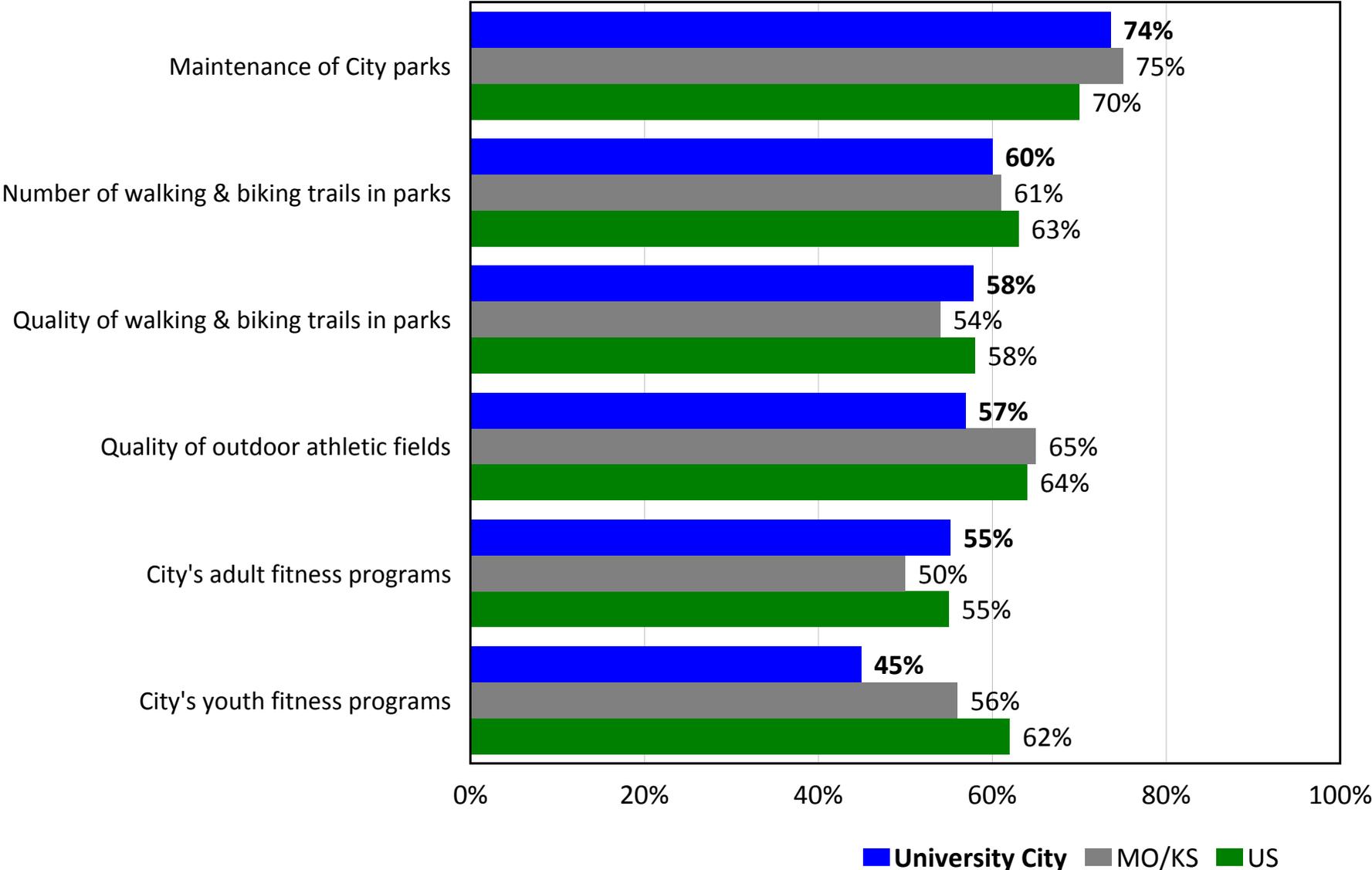


Source: ETC Institute (2019)

Q17. Parks and Recreation

University City vs. MO/KS vs. U.S.

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

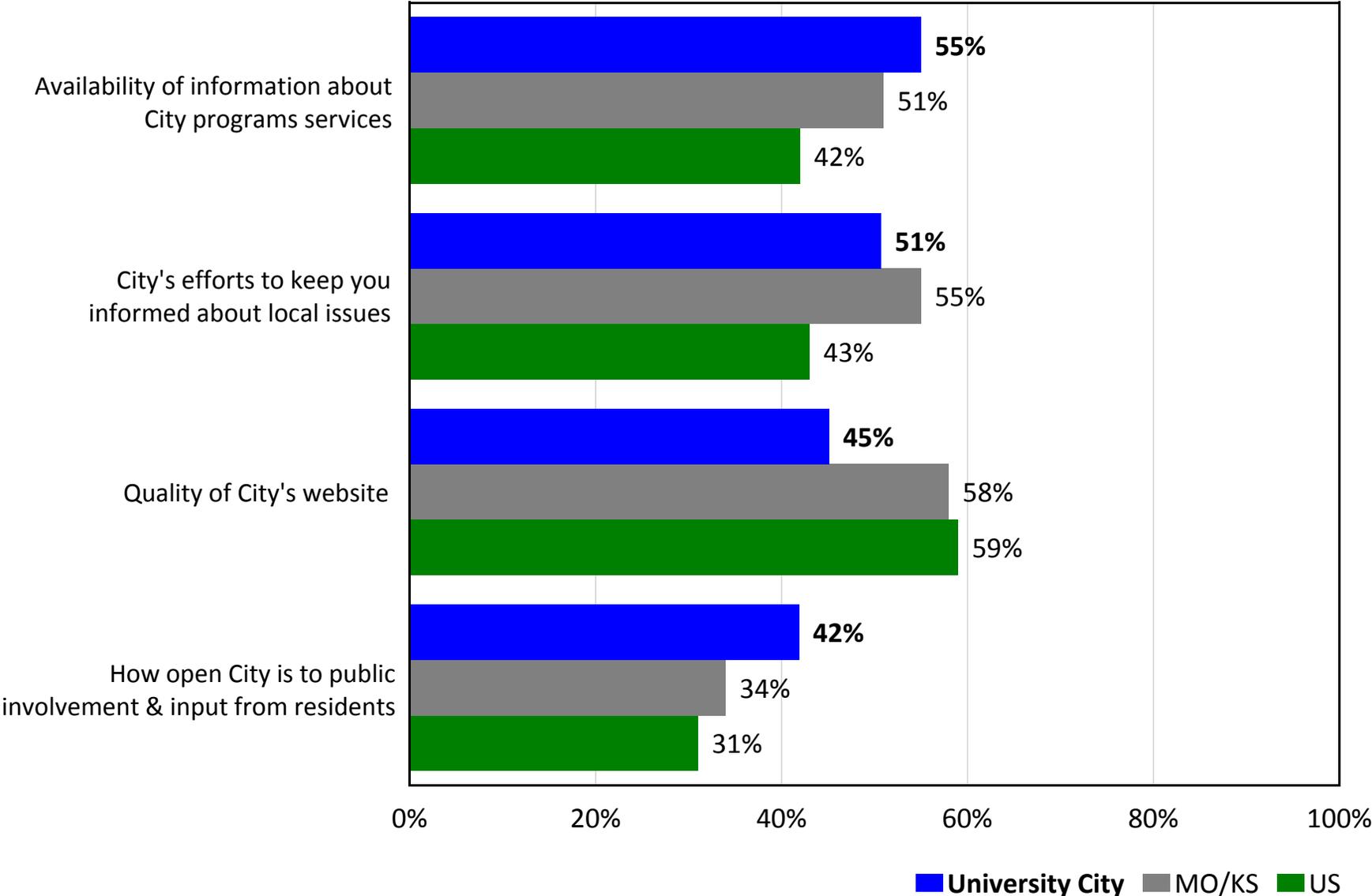


Source: ETC Institute (2019)

Q25. City Communication

University City vs. MO/KS vs. U.S.

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

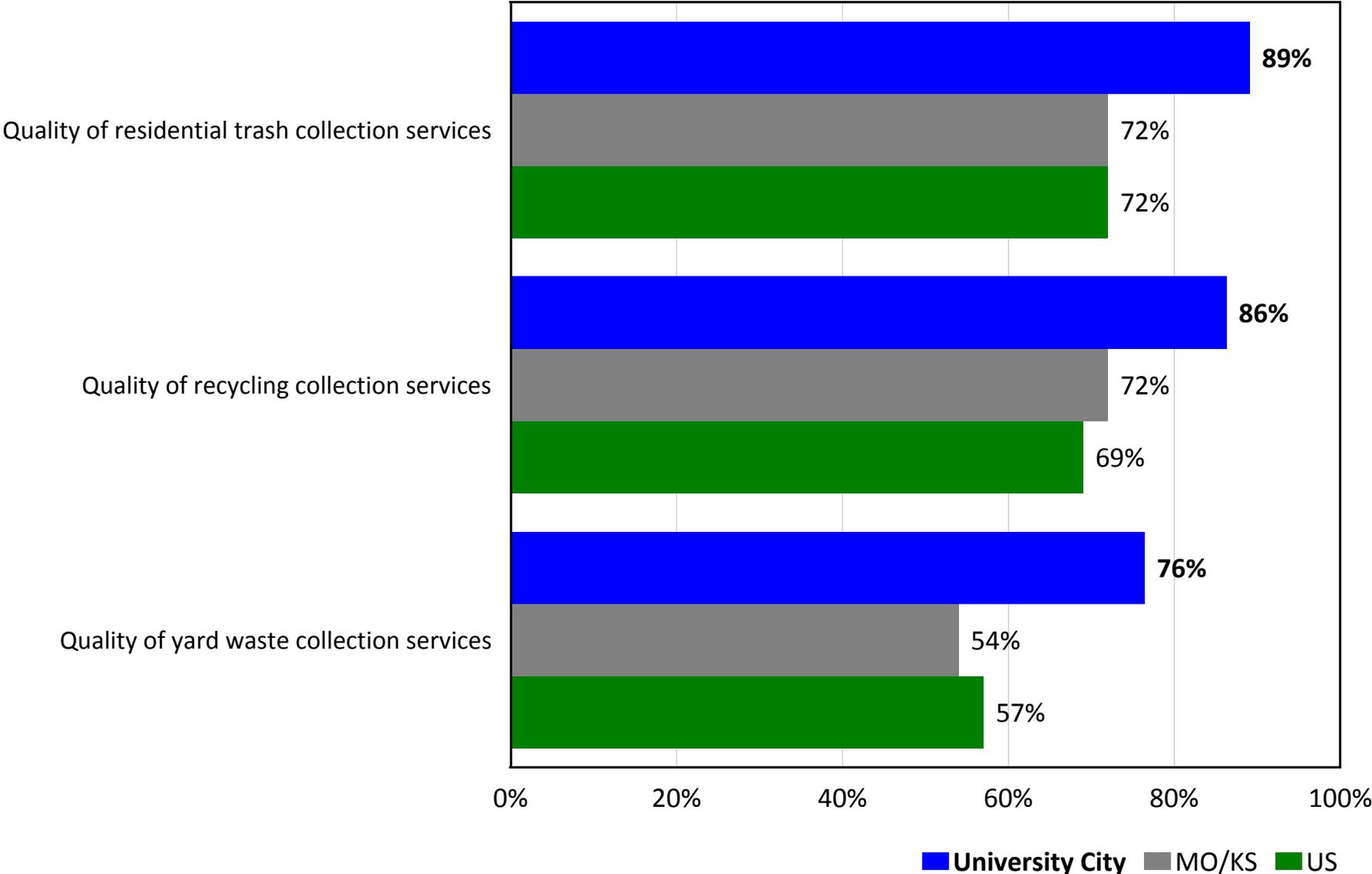


Source: ETC Institute (2019)

Q27. Waste Collection Service

University City vs. MO/KS vs. U.S.

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

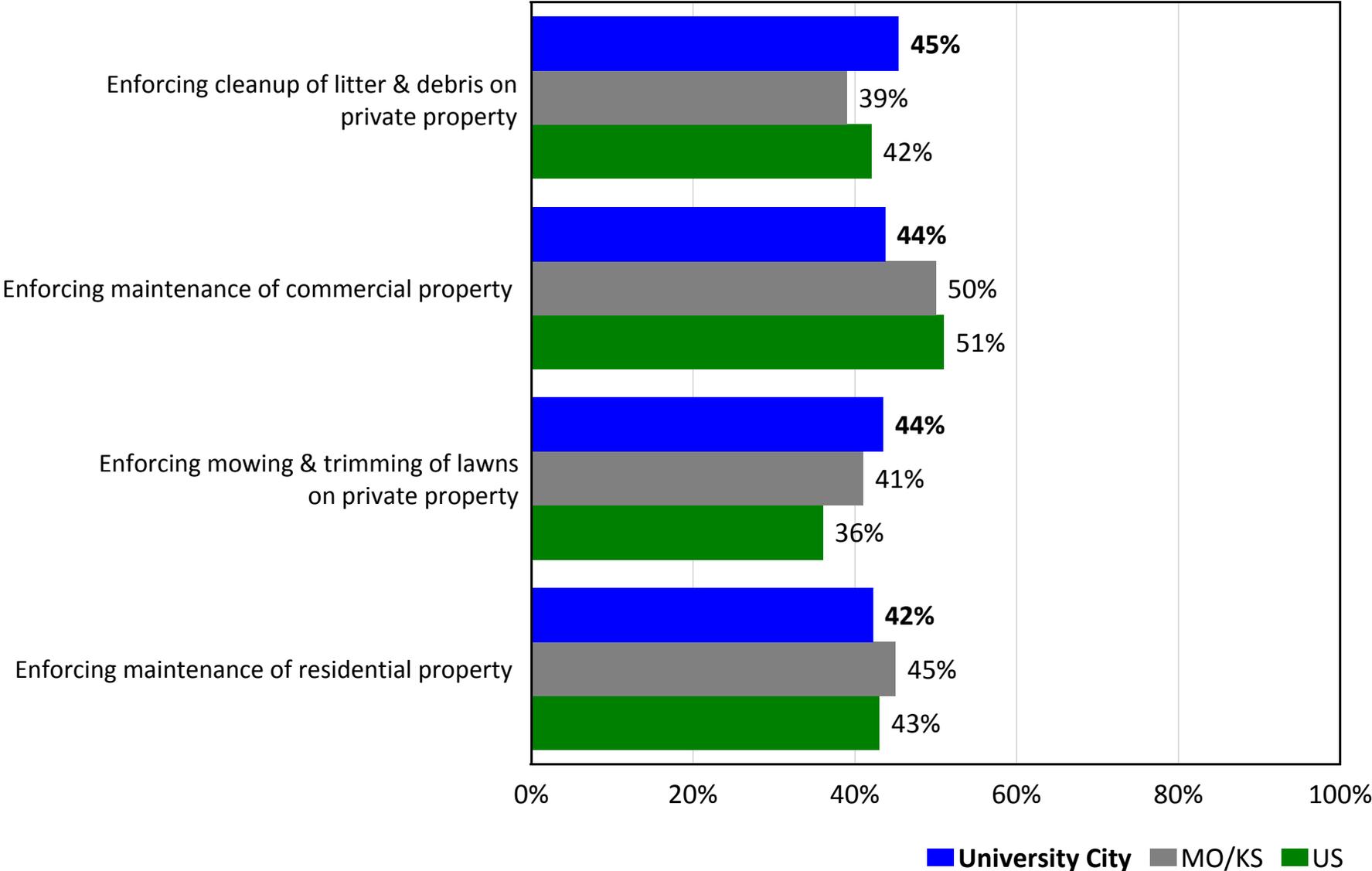


Source: ETC Institute (2019)

Q28. Enforcement of Property Maintenance Codes

University City vs. MO/KS vs. U.S.

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

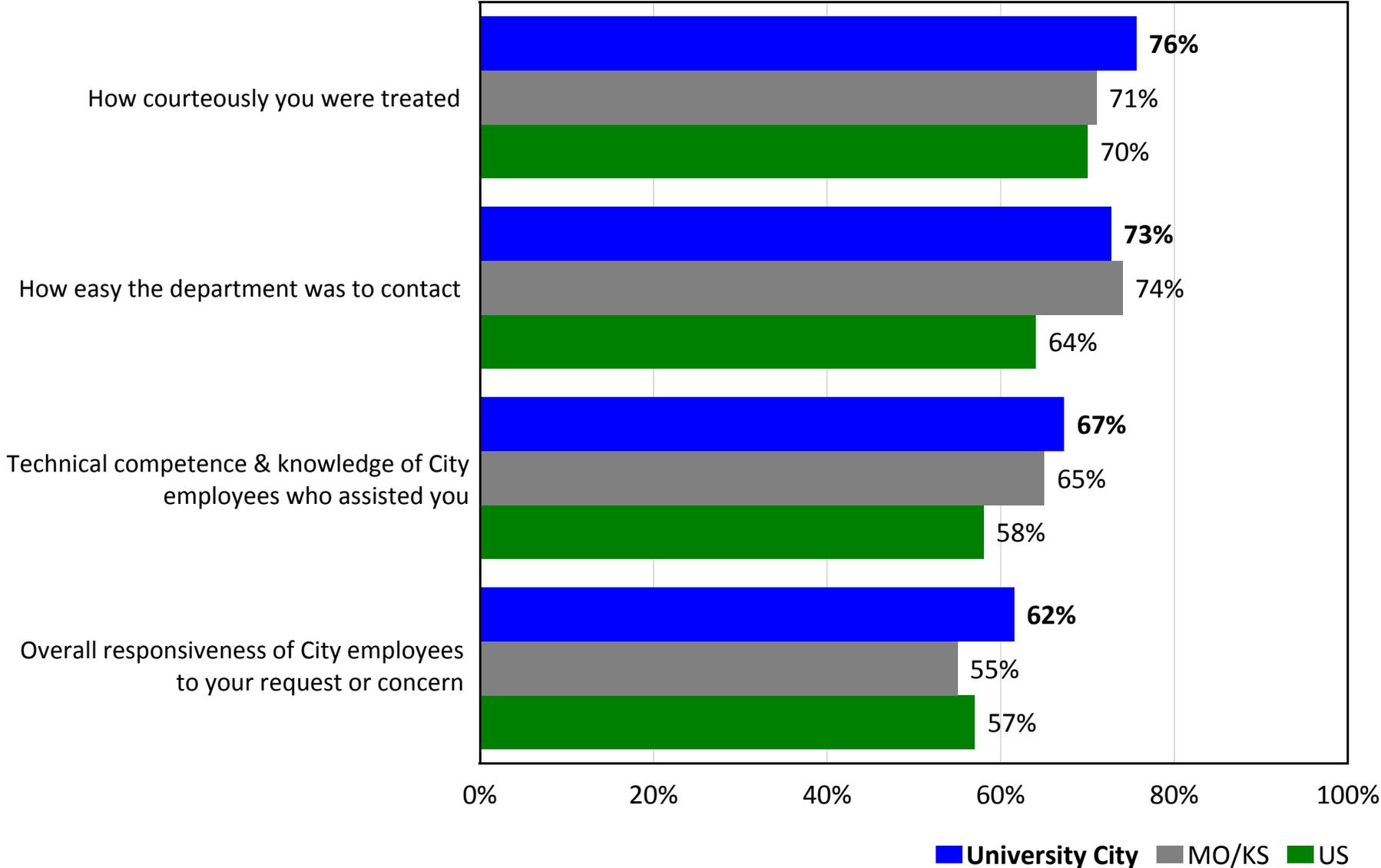


Source: ETC Institute (2019)

Q35b. Customer Service

University City vs. MO/KS vs. U.S.

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



Source: ETC Institute (2019)

Section 3

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

University City, Missouri

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to emphasize. Sixty-one percent (60.9%) of residents selected the "overall maintenance of City streets" as one of the most important major services to provide.

With regard to satisfaction, approximately forty-two percent (42.3%) of the residents surveyed rated their overall satisfaction with "overall maintenance of City streets" as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied"). The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 60.9% was multiplied by 57.7% (1-0.423). This calculation yielded an I-S rating of 0.3514, which ranked first out of eight major City services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for University City are provided on the following pages.

2019 Importance-Satisfaction Rating

University City, Missouri

Overall Satisfaction with City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets	61%	1	42%	8	0.3514	1
High Priority (IS .10-.20)						
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	34%	3	46%	7	0.1824	2
Medium Priority (IS <.10)						
Overall quality of public safety services-police & fire	48%	2	85%	1	0.0731	3
Overall flow of traffic & congestion management in City	22%	5	66%	4	0.0727	4
Overall effectiveness of City communication with citizens	20%	6	64%	5	0.0705	5
Overall quality of City parks & recreation programs & facilities	33%	4	79%	2	0.0692	6
Overall maintenance of City buildings/facilities	14%	8	61%	6	0.0540	7
Overall quality of customer service you receive from City employees	16%	7	67%	3	0.0531	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 are most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2019 Importance-Satisfaction Rating

University City, Missouri

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
City's efforts to prevent crime	50%	1	53%	13	0.2375	1
High Priority (IS .10-.20)						
Police Department engagement within the community	23%	4	54%	12	0.1074	2
Visibility of police in retail areas	24%	3	58%	9	0.1019	3
Medium Priority (IS <.10)						
Visibility of police in my neighborhood	30%	2	69%	7	0.0923	4
Treatment/fairness of City's municipal court	14%	7	46%	14	0.0757	5
Overall treatment of citizens by University City Police Department	18%	6	72%	6	0.0500	6
Fairness of Police Department's practices in enforcing local traffic laws	11%	9	58%	10	0.0478	7
Overall competency of University City Police Department	18%	5	76%	5	0.0447	8
Responsiveness of Police Dept. in enforcing local traffic laws	9%	10	55%	11	0.0391	9
How quickly police respond to emergencies	13%	8	78%	3	0.0276	10
Effectiveness of fire prevention/safety programs	4%	13	66%	8	0.0142	11
How quickly Fire Department responds	6%	12	78%	4	0.0123	12
Overall quality of University City Fire Department	6%	11	80%	1	0.0121	13
Overall competency of University City Fire Department	4%	14	79%	2	0.0080	14

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 are most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2019 Importance-Satisfaction Rating

University City, Missouri

City Maintenance and Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Condition of City sidewalks	45%	1	39%	10	0.2756	1
Adequacy of residential street lighting	43%	2	46%	9	0.2287	2
High Priority (IS .10-.20)						
Snow removal on City streets	31%	3	60%	7	0.1235	3
Satisfaction with tree trimming/replacement program	24%	4	50%	8	0.1185	4
Medium Priority (IS <.10)						
Maintenance of street signs & traffic signals	23%	5	73%	3	0.0608	5
Maintenance of City buildings	16%	8	64%	6	0.0573	6
Landscaping/appearance of public areas along City streets	19%	6	70%	4	0.0551	7
Adequacy of City street lighting in business districts	17%	7	68%	5	0.0547	8
Curbside recycling	14%	9	85%	1	0.0211	9
Drop-off recycling location	7%	10	78%	2	0.0161	10

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 are most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2019 Importance-Satisfaction Rating

University City, Missouri

Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of City parks	44%	1	74%	2	0.1170	1
Quality of walking & biking trails in parks	25%	2	58%	10	0.1063	2
City's youth fitness programs	19%	5	45%	13	0.1030	3
Medium Priority (IS <.10)						
Number of walking & biking trails in parks	22%	3	60%	9	0.0876	4
City's adult fitness programs	17%	6	55%	12	0.0766	5
Centennial Commons	20%	4	67%	4	0.0660	6
Heman Park Pool	16%	7	60%	8	0.0653	7
Heman Park Community Center	15%	8	61%	7	0.0575	8
Availability of information about City parks recreation programs	14%	9	67%	3	0.0476	9
Quality of outdoor athletic fields	10%	10	57%	11	0.0414	10
Ruth Park Golf Course	5%	12	65%	6	0.0185	11
Number of outdoor athletic fields	4%	13	65%	5	0.0125	12
How close neighborhood parks are to your home	6%	11	83%	1	0.0096	13

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 are most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

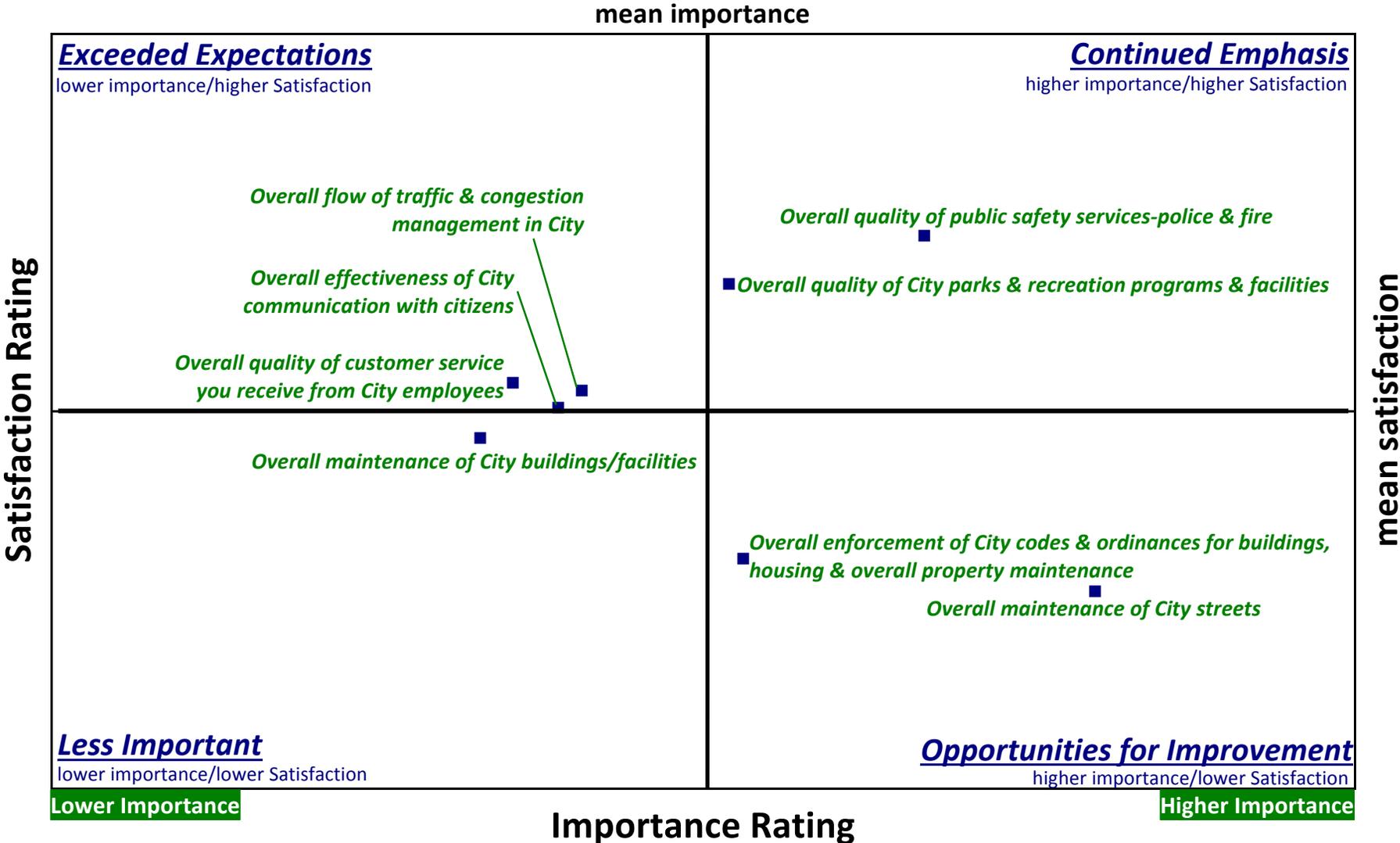
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for University City are provided on the following pages.

City of University City Community Survey Importance-Satisfaction Assessment Matrix

-Overall Satisfaction with City Services-

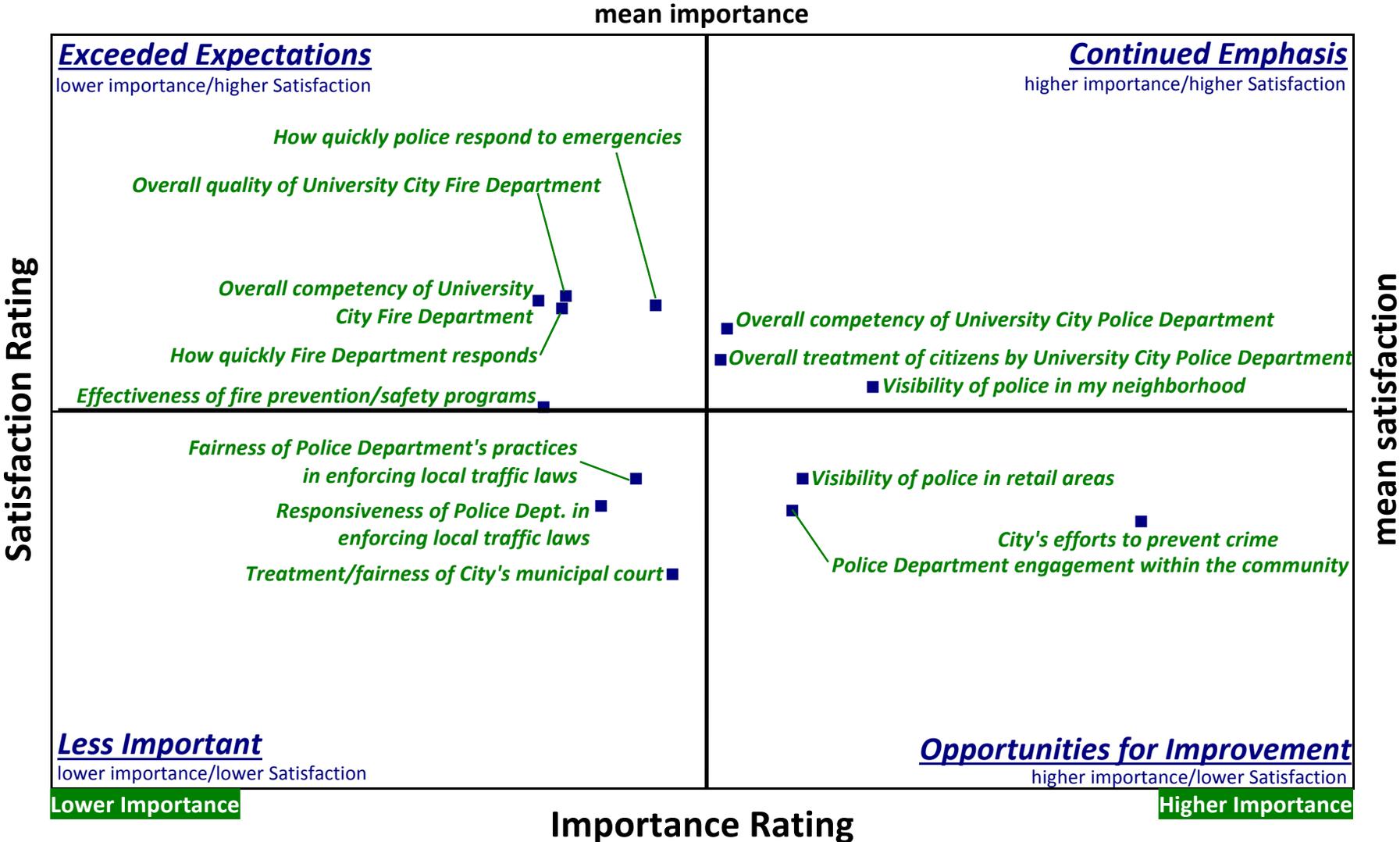
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2019)

City of University City Community Survey Importance-Satisfaction Assessment Matrix -Public Safety Services-

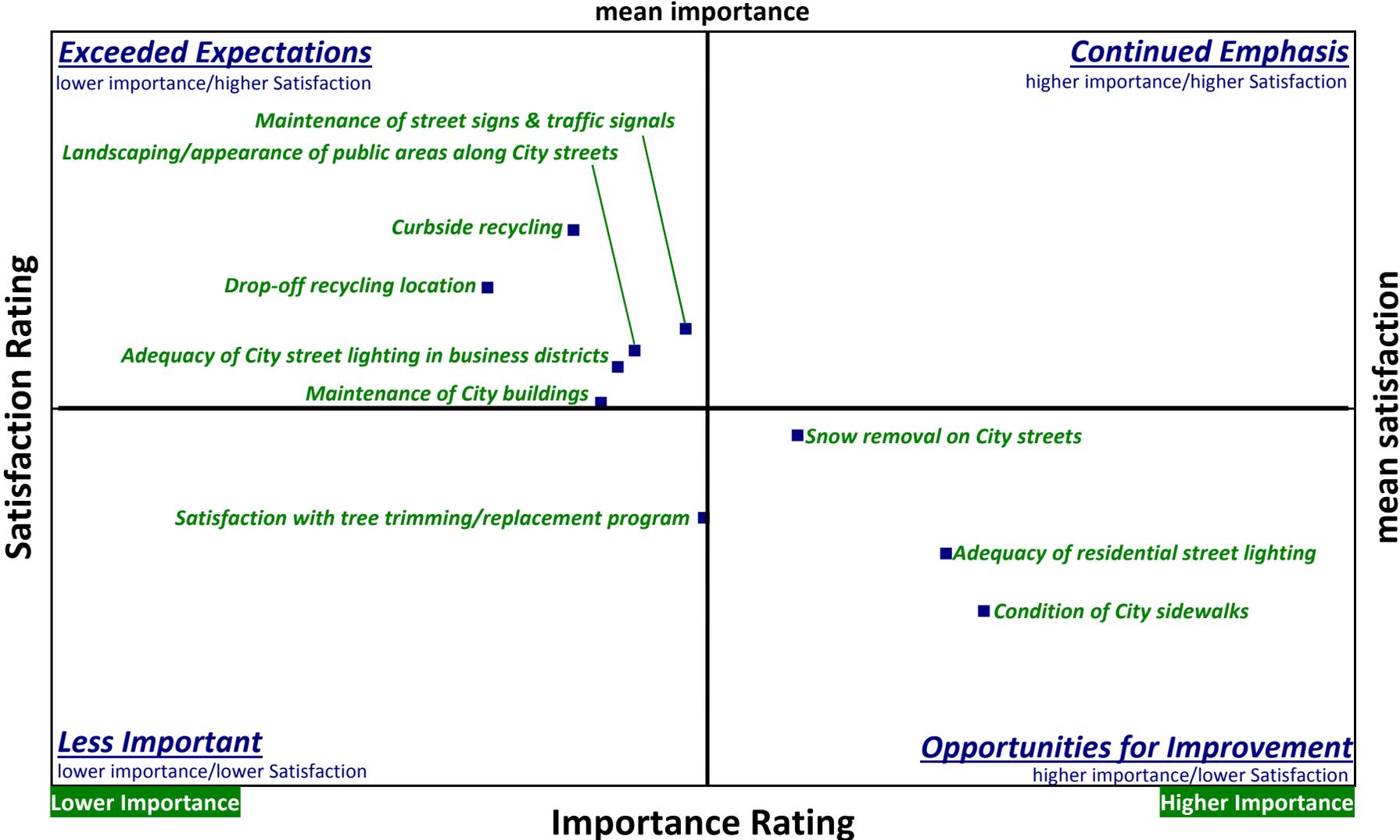
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2019)

City of University City Community Survey Importance-Satisfaction Assessment Matrix -City Maintenance and Public Works-

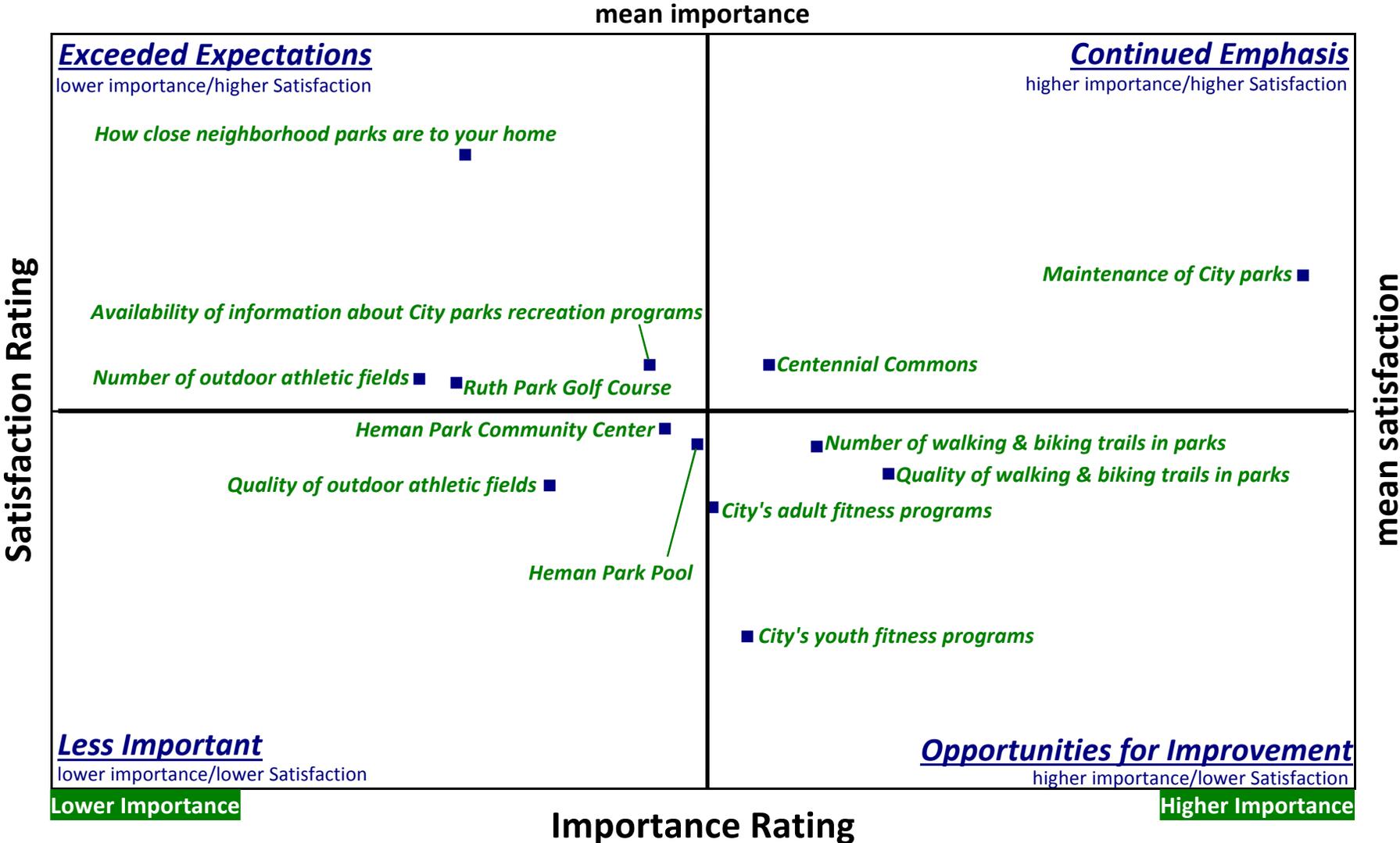
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2019)

City of University City Community Survey Importance-Satisfaction Assessment Matrix -Parks and Recreation Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2019)

Section 4

Tabular Data

Q1. Overall Satisfaction with City Services: Please rate your satisfaction with the quality of the following.

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of public safety services-police & fire	31.2%	47.6%	9.6%	3.5%	1.2%	7.0%
Q1-2. Overall quality of City parks & recreation programs & facilities	21.2%	50.6%	13.4%	4.8%	1.0%	9.0%
Q1-3. Overall maintenance of City streets	9.0%	31.8%	23.5%	23.2%	9.0%	3.5%
Q1-4. Overall maintenance of City buildings/facilities	14.3%	37.1%	27.4%	5.0%	1.0%	15.3%
Q1-5. Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	10.3%	29.5%	24.4%	15.9%	6.0%	13.9%
Q1-6. Overall quality of customer service you receive from City employees	20.6%	39.3%	20.4%	6.3%	2.5%	10.9%
Q1-7. Overall effectiveness of City communication with citizens	18.2%	41.8%	22.9%	7.6%	3.0%	6.5%
Q1-8. Overall flow of traffic & congestion management in City	17.6%	44.6%	23.1%	7.3%	1.3%	6.1%

WITHOUT "DON'T KNOW"**Q1. Overall Satisfaction with City Services: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of public safety services-police & fire	33.5%	51.2%	10.3%	3.7%	1.2%
Q1-2. Overall quality of City parks & recreation programs & facilities	23.3%	55.6%	14.8%	5.3%	1.1%
Q1-3. Overall maintenance of City streets	9.3%	33.0%	24.4%	24.1%	9.3%
Q1-4. Overall maintenance of City buildings/facilities	16.8%	43.8%	32.3%	5.9%	1.2%
Q1-5. Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	11.9%	34.3%	28.3%	18.5%	6.9%
Q1-6. Overall quality of customer service you receive from City employees	23.1%	44.1%	22.9%	7.1%	2.8%
Q1-7. Overall effectiveness of City communication with citizens	19.5%	44.7%	24.5%	8.2%	3.2%
Q1-8. Overall flow of traffic & congestion management in City	18.7%	47.5%	24.6%	7.8%	1.4%

Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police & fire	176	29.2 %
Overall quality of City parks & recreation programs & facilities	32	5.3 %
Overall maintenance of City streets	168	27.9 %
Overall maintenance of City buildings/facilities	15	2.5 %
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	64	10.6 %
Overall quality of customer service you receive from City employees	16	2.7 %
Overall effectiveness of City communication with citizens	31	5.1 %
Overall flow of traffic & congestion management in City	21	3.5 %
None chosen	80	13.3 %
Total	603	100.0 %

Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police & fire	62	10.3 %
Overall quality of City parks & recreation programs & facilities	79	13.1 %
Overall maintenance of City streets	121	20.1 %
Overall maintenance of City buildings/facilities	37	6.1 %
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	78	12.9 %
Overall quality of customer service you receive from City employees	36	6.0 %
Overall effectiveness of City communication with citizens	38	6.3 %
Overall flow of traffic & congestion management in City	48	8.0 %
None chosen	104	17.2 %
Total	603	100.0 %

Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police & fire	50	8.3 %
Overall quality of City parks & recreation programs & facilities	87	14.4 %
Overall maintenance of City streets	78	12.9 %
Overall maintenance of City buildings/facilities	31	5.1 %
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	63	10.4 %
Overall quality of customer service you receive from City employees	45	7.5 %
Overall effectiveness of City communication with citizens	50	8.3 %
Overall flow of traffic & congestion management in City	60	10.0 %
None chosen	139	23.1 %
Total	603	100.0 %

Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police & fire	288	47.8 %
Overall quality of City parks & recreation programs & facilities	198	32.8 %
Overall maintenance of City streets	367	60.9 %
Overall maintenance of City buildings/facilities	83	13.8 %
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	205	34.0 %
Overall quality of customer service you receive from City employees	97	16.1 %
Overall effectiveness of City communication with citizens	119	19.7 %
Overall flow of traffic & congestion management in City	129	21.4 %
None chosen	80	13.3 %
Total	1566	

Q3. Perceptions: Please rate each of the following.

(N=603)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-1. Overall quality of services provided by City	13.4%	52.9%	19.2%	5.6%	1.0%	7.8%
Q3-2. Overall value that you receive for your City tax & fees	6.1%	38.0%	26.4%	14.3%	7.8%	7.5%
Q3-3. Overall image of City	10.4%	40.3%	24.5%	16.4%	5.0%	3.3%
Q3-4. How well City is planning & managing redevelopment	6.0%	21.4%	30.7%	18.2%	9.8%	13.9%
Q3-5. Overall quality of life in City	16.4%	54.4%	17.4%	6.6%	1.5%	3.6%
Q3-6. Overall feeling of safety in City	9.1%	42.3%	23.9%	15.4%	6.0%	3.3%
Q3-7. Quality of new residential development in City	5.8%	21.4%	31.7%	10.3%	4.6%	26.2%
Q3-8. Quality of new commercial development in City	6.0%	20.9%	28.4%	15.1%	7.8%	21.9%
Q3-9. Quality & efficiency of plan review & permitting services	4.1%	16.3%	30.0%	9.8%	6.6%	33.2%
Q3-10. Overall appearance of City	10.0%	48.3%	24.7%	10.6%	2.7%	3.8%
Q3-11. Quality of special events & cultural opportunities	12.6%	42.3%	24.2%	5.1%	1.8%	13.9%
Q3-12. Quantity of special events & cultural opportunities	11.4%	38.0%	26.0%	7.3%	1.8%	15.4%
Q3-13. Recreational opportunities in City	14.1%	44.4%	24.0%	8.0%	1.7%	7.8%

WITHOUT "DON'T KNOW"**Q3. Perceptions: Please rate each of the following. (without "don't know")**

(N=603)

	Excellent	Good	Neutral	Below average	Poor
Q3-1. Overall quality of services provided by City	14.6%	57.4%	20.9%	6.1%	1.1%
Q3-2. Overall value that you receive for your City tax & fees	6.6%	41.0%	28.5%	15.4%	8.4%
Q3-3. Overall image of City	10.8%	41.7%	25.4%	17.0%	5.1%
Q3-4. How well City is planning & managing redevelopment	6.9%	24.9%	35.6%	21.2%	11.4%
Q3-5. Overall quality of life in City	17.0%	56.5%	18.1%	6.9%	1.5%
Q3-6. Overall feeling of safety in City	9.4%	43.7%	24.7%	16.0%	6.2%
Q3-7. Quality of new residential development in City	7.9%	29.0%	42.9%	13.9%	6.3%
Q3-8. Quality of new commercial development in City	7.6%	26.8%	36.3%	19.3%	10.0%
Q3-9. Quality & efficiency of plan review & permitting services	6.2%	24.3%	44.9%	14.6%	9.9%
Q3-10. Overall appearance of City	10.3%	50.2%	25.7%	11.0%	2.8%
Q3-11. Quality of special events & cultural opportunities	14.6%	49.1%	28.1%	6.0%	2.1%
Q3-12. Quantity of special events & cultural opportunities	13.5%	44.9%	30.8%	8.6%	2.2%
Q3-13. Recreational opportunities in City	15.3%	48.2%	26.1%	8.6%	1.8%

Q4. Feeling of Safety in Various Situations: Please rate each of the following.

(N=603)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q4-1. Walking alone in your neighborhood during the day	68.8%	23.1%	5.3%	1.3%	1.5%
Q4-2. Walking alone in The Loop after dark	8.0%	30.7%	30.3%	21.2%	9.8%
Q4-3. Walking alone in The Loop during the day	47.9%	34.5%	12.4%	1.3%	3.8%
Q4-4. Walking alone in your neighborhood after dark	27.0%	41.1%	19.1%	8.3%	4.5%
Q4-5. As a pedestrian crossing streets in University City	26.5%	45.9%	17.9%	7.5%	2.2%

WITHOUT "DON'T KNOW"

Q4. Feeling of Safety in Various Situations: Please rate each of the following. (without "don't know")

(N=603)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q4-1. Walking alone in your neighborhood during the day	69.9%	23.4%	5.4%	1.3%
Q4-2. Walking alone in The Loop after dark	8.8%	34.0%	33.6%	23.5%
Q4-3. Walking alone in The Loop during the day	49.8%	35.9%	12.9%	1.4%
Q4-4. Walking alone in your neighborhood after dark	28.3%	43.1%	20.0%	8.7%
Q4-5. As a pedestrian crossing streets in University City	27.1%	46.9%	18.3%	7.6%

Q5. Public Safety: Please rate your satisfaction with the quality of the following.

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Visibility of police in my neighborhood	20.7%	46.6%	20.4%	8.3%	2.0%	2.0%
Q5-2. Visibility of police in retail areas	12.9%	38.6%	27.9%	8.5%	1.5%	10.6%
Q5-3. City's efforts to prevent crime	11.6%	33.2%	26.7%	10.4%	3.2%	14.9%
Q5-4. How quickly police respond to emergencies	26.5%	31.8%	12.9%	2.7%	0.5%	25.5%
Q5-5. Overall competency of University City Police Department	24.4%	38.3%	16.4%	2.5%	1.3%	17.1%
Q5-6. Overall treatment of citizens by University City Police Department	25.4%	33.7%	18.9%	2.0%	2.2%	17.9%
Q5-7. Responsiveness of Police Dept. in enforcing local traffic laws	12.3%	30.8%	28.4%	5.5%	2.2%	20.9%
Q5-8. Fairness of Police Department's practices in enforcing local traffic laws	14.6%	24.7%	23.7%	4.0%	1.2%	31.8%
Q5-9. Police Department engagement within the community	13.4%	24.7%	24.2%	5.8%	2.7%	29.2%
Q5-10. Overall quality of University City Fire Department	24.4%	33.5%	12.8%	1.8%	0.3%	27.2%
Q5-11. Effectiveness of fire prevention/safety programs	16.1%	22.7%	17.9%	1.2%	0.7%	41.5%
Q5-12. How quickly Fire Department responds	25.0%	23.1%	12.9%	0.7%	0.0%	38.3%

Q5. Public Safety: Please rate your satisfaction with the quality of the following.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-13. Overall competency of University City Fire Department	24.0%	30.3%	13.6%	0.8%	0.0%	31.2%
Q5-14. Treatment/fairness of City's municipal court	8.8%	14.8%	23.2%	3.2%	1.0%	49.1%

WITHOUT "DON'T KNOW"**Q5. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Visibility of police in my neighborhood	21.2%	47.5%	20.8%	8.5%	2.0%
Q5-2. Visibility of police in retail areas	14.5%	43.2%	31.2%	9.5%	1.7%
Q5-3. City's efforts to prevent crime	13.6%	39.0%	31.4%	12.3%	3.7%
Q5-4. How quickly police respond to emergencies	35.6%	42.8%	17.4%	3.6%	0.7%
Q5-5. Overall competency of University City Police Department	29.4%	46.2%	19.8%	3.0%	1.6%
Q5-6. Overall treatment of citizens by University City Police Department	30.9%	41.0%	23.0%	2.4%	2.6%
Q5-7. Responsiveness of Police Dept. in enforcing local traffic laws	15.5%	39.0%	35.8%	6.9%	2.7%
Q5-8. Fairness of Police Department's practices in enforcing local traffic laws	21.4%	36.3%	34.8%	5.8%	1.7%
Q5-9. Police Department engagement within the community	19.0%	34.9%	34.2%	8.2%	3.7%
Q5-10. Overall quality of University City Fire Department	33.5%	46.0%	17.5%	2.5%	0.5%
Q5-11. Effectiveness of fire prevention/safety programs	27.5%	38.8%	30.6%	2.0%	1.1%
Q5-12. How quickly Fire Department responds	40.6%	37.4%	21.0%	1.1%	0.0%
Q5-13. Overall competency of University City Fire Department	34.9%	44.1%	19.8%	1.2%	0.0%
Q5-14. Treatment/fairness of City's municipal court	17.3%	29.0%	45.6%	6.2%	2.0%

Q6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q6. Top choice	Number	Percent
Visibility of police in my neighborhood	90	14.9 %
Visibility of police in retail areas	37	6.1 %
City's efforts to prevent crime	191	31.7 %
How quickly police respond to emergencies	21	3.5 %
Overall competency of University City Police Department	31	5.1 %
Overall treatment of citizens by University City Police Department	27	4.5 %
Responsiveness of Police Dept. in enforcing local traffic laws	17	2.8 %
Fairness of Police Department's practices in enforcing local traffic laws	10	1.7 %
Police Department engagement within the community	36	6.0 %
Overall quality of University City Fire Department	7	1.2 %
Effectiveness of fire prevention/safety programs	1	0.2 %
How quickly Fire Department responds	2	0.3 %
Overall competency of University City Fire Department	2	0.3 %
Treatment/fairness of City's municipal court	19	3.2 %
None chosen	112	18.6 %
Total	603	100.0 %

Q6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q6. 2nd choice	Number	Percent
Visibility of police in my neighborhood	51	8.5 %
Visibility of police in retail areas	54	9.0 %
City's efforts to prevent crime	73	12.1 %
How quickly police respond to emergencies	36	6.0 %
Overall competency of University City Police Department	37	6.1 %
Overall treatment of citizens by University City Police Department	45	7.5 %
Responsiveness of Police Dept. in enforcing local traffic laws	21	3.5 %
Fairness of Police Department's practices in enforcing local traffic laws	36	6.0 %
Police Department engagement within the community	51	8.5 %
Overall quality of University City Fire Department	13	2.2 %
Effectiveness of fire prevention/safety programs	12	2.0 %
How quickly Fire Department responds	12	2.0 %
Overall competency of University City Fire Department	8	1.3 %
Treatment/fairness of City's municipal court	14	2.3 %
None chosen	140	23.2 %
Total	603	100.0 %

Q6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q6. 3rd choice	Number	Percent
Visibility of police in my neighborhood	37	6.1 %
Visibility of police in retail areas	54	9.0 %
City's efforts to prevent crime	38	6.3 %
How quickly police respond to emergencies	20	3.3 %
Overall competency of University City Police Department	43	7.1 %
Overall treatment of citizens by University City Police Department	35	5.8 %
Responsiveness of Police Dept. in enforcing local traffic laws	14	2.3 %
Fairness of Police Department's practices in enforcing local traffic laws	22	3.6 %
Police Department engagement within the community	53	8.8 %
Overall quality of University City Fire Department	15	2.5 %
Effectiveness of fire prevention/safety programs	12	2.0 %
How quickly Fire Department responds	20	3.3 %
Overall competency of University City Fire Department	13	2.2 %
Treatment/fairness of City's municipal court	52	8.6 %
None chosen	175	29.0 %
Total	603	100.0 %

Q6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q6. Sum of top 3 choices	Number	Percent
Visibility of police in my neighborhood	178	29.5 %
Visibility of police in retail areas	145	24.0 %
City's efforts to prevent crime	302	50.1 %
How quickly police respond to emergencies	77	12.8 %
Overall competency of University City Police Department	111	18.4 %
Overall treatment of citizens by University City Police Department	107	17.7 %
Responsiveness of Police Dept. in enforcing local traffic laws	52	8.6 %
Fairness of Police Department's practices in enforcing local traffic laws	68	11.3 %
Police Department engagement within the community	140	23.2 %
Overall quality of University City Fire Department	35	5.8 %
Effectiveness of fire prevention/safety programs	25	4.1 %
How quickly Fire Department responds	34	5.6 %
Overall competency of University City Fire Department	23	3.8 %
Treatment/fairness of City's municipal court	85	14.1 %
None chosen	112	18.6 %
Total	1494	

Q7. How supportive are you of the City utilizing the following technology for public safety?

(N=603)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive	Don't know
Q7-1. Public space cameras in your neighborhood	49.4%	22.6%	9.8%	9.5%	8.8%
Q7-2. License plate reader technology in your neighborhood	41.1%	25.5%	10.6%	11.8%	10.9%
Q7-3. Gunshot spotter	55.2%	17.6%	3.2%	5.0%	19.1%
Q7-4. Drone surveillance	26.5%	20.4%	15.6%	23.9%	13.6%

WITHOUT "DON'T KNOW"**Q7. How supportive are you of the City utilizing the following technology for public safety? (without "don't know")**

(N=603)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive
Q7-1. Public space cameras in your neighborhood	54.2%	24.7%	10.7%	10.4%
Q7-2. License plate reader technology in your neighborhood	46.2%	28.7%	11.9%	13.2%
Q7-3. Gunshot spotter	68.2%	21.7%	3.9%	6.1%
Q7-4. Drone surveillance	30.7%	23.6%	18.0%	27.6%

Q8. In the past 12 months, were you or anyone in your household the victim of any crime in University City?

Q8. Were you the victim of any crime in

University City	Number	Percent
Yes	70	11.6 %
No	519	86.1 %
Don't know	14	2.3 %
Total	603	100.0 %

WITHOUT "DON'T KNOW"**Q8. In the past 12 months, were you or anyone in your household the victim of any crime in University City? (without "don't know")**

Q8. Were you the victim of any crime in

University City	Number	Percent
Yes	70	11.9 %
No	519	88.1 %
Total	589	100.0 %

Q8a. If "Yes" to Question 8, did you report these crimes to the police?

Q8a. Did you report these crimes to police	Number	Percent
Yes	43	61.4 %
No	26	37.1 %
Don't know	1	1.4 %
Total	70	100.0 %

WITHOUT "DON'T KNOW"**Q8a. If "Yes" to Question 8, did you report these crimes to the police? (without "don't know")**

Q8a. Did you report these crimes to police	Number	Percent
Yes	43	62.3 %
No	26	37.7 %
Total	69	100.0 %

Q9. In the past 12 months, have you had ANY contact with the University City Police Department?

Q9. Have you had any contact with City Police

Department in past 12 months	Number	Percent
Yes	252	41.8 %
No	332	55.1 %
Don't know	19	3.2 %
Total	603	100.0 %

WITHOUT "DON'T KNOW"**Q9. In the past 12 months, have you had ANY contact with the University City Police Department? (without "don't know")**

Q9. Have you had any contact with City Police

Department in past 12 months	Number	Percent
Yes	252	43.2 %
No	332	56.8 %
Total	584	100.0 %

Q9a. If "Yes" to Question 9, how would you rate the timeliness and contact?

Q9a. How would you rate timeliness & contact	Number	Percent
Excellent	134	53.2 %
Good	71	28.2 %
Fair	25	9.9 %
Poor	18	7.1 %
Don't know	4	1.6 %
Total	252	100.0 %

WITHOUT "DON'T KNOW"**Q9a. If "Yes" to Question 9, how would you rate the timeliness and contact? (without "don't know")**

Q9a. How would you rate timeliness & contact	Number	Percent
Excellent	134	54.0 %
Good	71	28.6 %
Fair	25	10.1 %
Poor	18	7.3 %
Total	248	100.0 %

Q9b. If "Yes" to Question 9, what was the nature of the contact?

<u>Q9b. What was the nature of contact</u>	<u>Number</u>	<u>Percent</u>
Emergency	39	15.5 %
Non-emergency	203	80.6 %
Not provided	10	4.0 %
Total	252	100.0 %

WITHOUT "NOT PROVIDED"**Q9b. If "Yes" to Question 9, what was the nature of the contact? (without "not provided")**

<u>Q9b. What was the nature of contact</u>	<u>Number</u>	<u>Percent</u>
Emergency	39	16.1 %
Non-emergency	203	83.9 %
Total	242	100.0 %

Q10. In the past 12 months, have you had ANY contact with the University City Fire Department?

Q10. Have you had any contact with City Fire

<u>Department in past 12 months</u>	<u>Number</u>	<u>Percent</u>
Yes	54	9.0 %
No	540	89.6 %
Don't know	9	1.5 %
Total	603	100.0 %

WITHOUT "DON'T KNOW"**Q10. In the past 12 months, have you had ANY contact with the University City Fire Department? (without "don't know")**

Q10. Have you had any contact with City Fire

<u>Department in past 12 months</u>	<u>Number</u>	<u>Percent</u>
Yes	54	9.1 %
No	540	90.9 %
Total	594	100.0 %

Q10a. If "Yes" to Question 10, how would you rate the timeliness and contact?

<u>Q10a. How would you rate timeliness & contact</u>	<u>Number</u>	<u>Percent</u>
Excellent	37	68.5 %
Good	11	20.4 %
Fair	3	5.6 %
Poor	1	1.9 %
Don't know	2	3.7 %
Total	54	100.0 %

WITHOUT "DON'T KNOW"**Q10a. If "Yes" to Question 10, how would you rate the timeliness and contact? (without "don't know")**

<u>Q10a. How would you rate timeliness & contact</u>	<u>Number</u>	<u>Percent</u>
Excellent	37	71.2 %
Good	11	21.2 %
Fair	3	5.8 %
Poor	1	1.9 %
Total	52	100.0 %

Q10b. If "Yes" to Question 10, what was the nature of the contact?

<u>Q10b. What was the nature of contact</u>	<u>Number</u>	<u>Percent</u>
Emergency	19	35.2 %
Non-emergency	34	63.0 %
Not provided	1	1.9 %
Total	54	100.0 %

WITHOUT "NOT PROVIDED"**Q10b. If "Yes" to Question 10, what was the nature of the contact? (without "not provided")**

<u>Q10b. What was the nature of contact</u>	<u>Number</u>	<u>Percent</u>
Emergency	19	35.8 %
Non-emergency	34	64.2 %
Total	53	100.0 %

Q11. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following.

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Maintenance of street signs & traffic signals	20.2%	49.8%	16.6%	6.8%	2.5%	4.1%
Q11-2. Maintenance of City buildings	14.1%	37.6%	21.4%	5.5%	2.0%	19.4%
Q11-3. Snow removal on City streets	16.1%	42.0%	19.9%	13.8%	4.5%	3.8%
Q11-4. Adequacy of City street lighting in business districts	15.8%	46.4%	20.9%	6.0%	1.8%	9.1%
Q11-5. Condition of City sidewalks	7.1%	30.7%	26.2%	23.9%	8.3%	3.8%
Q11-6. Landscaping/appearance of public areas along City streets	24.2%	43.6%	19.6%	7.3%	1.7%	3.6%
Q11-7. Satisfaction with tree trimming/replacement program	12.3%	32.0%	20.7%	15.3%	7.6%	12.1%
Q11-8. Adequacy of residential street lighting	11.6%	32.7%	27.0%	18.7%	5.6%	4.3%
Q11-9. Curbside recycling	39.6%	40.6%	10.3%	2.8%	1.3%	5.3%
Q11-10. Drop-off recycling location	25.4%	34.8%	12.1%	3.5%	1.5%	22.7%

WITHOUT "DON'T KNOW"**Q11. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following.
(without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Maintenance of street signs & traffic signals	21.1%	51.9%	17.3%	7.1%	2.6%
Q11-2. Maintenance of City buildings	17.5%	46.7%	26.5%	6.8%	2.5%
Q11-3. Snow removal on City streets	16.7%	43.6%	20.7%	14.3%	4.7%
Q11-4. Adequacy of City street lighting in business districts	17.3%	51.1%	23.0%	6.6%	2.0%
Q11-5. Condition of City sidewalks	7.4%	31.9%	27.2%	24.8%	8.6%
Q11-6. Landscaping/ appearance of public areas along City streets	25.1%	45.3%	20.3%	7.6%	1.7%
Q11-7. Satisfaction with tree trimming/ replacement program	14.0%	36.4%	23.6%	17.4%	8.7%
Q11-8. Adequacy of residential street lighting	12.1%	34.1%	28.2%	19.6%	5.9%
Q11-9. Curbside recycling	41.9%	42.9%	10.9%	3.0%	1.4%
Q11-10. Drop-off recycling location	32.8%	45.1%	15.7%	4.5%	1.9%

Q12. Which THREE items from the list in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. Top choice	Number	Percent
Maintenance of street signs & traffic signals	68	11.3 %
Maintenance of City buildings	35	5.8 %
Snow removal on City streets	74	12.3 %
Adequacy of City street lighting in business districts	27	4.5 %
Condition of City sidewalks	119	19.7 %
Landscaping/appearance of public areas along City streets	30	5.0 %
Satisfaction with tree trimming/replacement program	46	7.6 %
Adequacy of residential street lighting	83	13.8 %
Curbside recycling	23	3.8 %
Drop-off recycling location	9	1.5 %
None chosen	89	14.8 %
Total	603	100.0 %

Q12. Which THREE items from the list in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 2nd choice	Number	Percent
Maintenance of street signs & traffic signals	28	4.6 %
Maintenance of City buildings	31	5.1 %
Snow removal on City streets	53	8.8 %
Adequacy of City street lighting in business districts	42	7.0 %
Condition of City sidewalks	93	15.4 %
Landscaping/appearance of public areas along City streets	42	7.0 %
Satisfaction with tree trimming/replacement program	57	9.5 %
Adequacy of residential street lighting	91	15.1 %
Curbside recycling	29	4.8 %
Drop-off recycling location	13	2.2 %
None chosen	124	20.6 %
Total	603	100.0 %

Q12. Which THREE items from the list in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 3rd choice	Number	Percent
Maintenance of street signs & traffic signals	40	6.6 %
Maintenance of City buildings	31	5.1 %
Snow removal on City streets	60	10.0 %
Adequacy of City street lighting in business districts	35	5.8 %
Condition of City sidewalks	62	10.3 %
Landscaping/appearance of public areas along City streets	40	6.6 %
Satisfaction with tree trimming/replacement program	41	6.8 %
Adequacy of residential street lighting	82	13.6 %
Curbside recycling	32	5.3 %
Drop-off recycling location	22	3.6 %
None chosen	158	26.2 %
Total	603	100.0 %

Q12. Which THREE items from the list in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q12. Sum of top 3 choices	Number	Percent
Maintenance of street signs & traffic signals	136	22.6 %
Maintenance of City buildings	97	16.1 %
Snow removal on City streets	187	31.0 %
Adequacy of City street lighting in business districts	104	17.2 %
Condition of City sidewalks	274	45.4 %
Landscaping/appearance of public areas along City streets	112	18.6 %
Satisfaction with tree trimming/replacement program	144	23.9 %
Adequacy of residential street lighting	256	42.5 %
Curbside recycling	84	13.9 %
Drop-off recycling location	44	7.3 %
None chosen	89	14.8 %
Total	1527	

Q13. For each of the issues listed, please indicate your level of agreement.

(N=603)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q13-1. City should prioritize sustainable practices in policy & decision making	44.3%	32.8%	11.3%	1.2%	1.0%	9.5%
Q13-2. City should devote resources to raise awareness & understanding of sustainability	37.0%	32.8%	16.9%	2.5%	2.0%	8.8%

WITHOUT "DON'T KNOW"**Q13. For each of the issues listed, please indicate your level of agreement. (without "don't know")**

(N=603)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q13-1. City should prioritize sustainable practices in policy & decision making	48.9%	36.3%	12.5%	1.3%	1.1%
Q13-2. City should devote resources to raise awareness & understanding of sustainability	40.5%	36.0%	18.5%	2.7%	2.2%

Q14. Maintenance of City Streets: Please rate your satisfaction with the quality of the following.

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Quality of street repair services	6.8%	31.0%	21.7%	23.2%	9.8%	7.5%
Q14-2. Quality of street cleaning services	13.4%	42.5%	23.2%	11.1%	3.3%	6.5%
Q14-3. Quality of snow removal services	13.9%	40.0%	21.2%	15.9%	4.3%	4.6%
Q14-4. Frequency of street cleaning services	11.3%	33.5%	25.9%	15.8%	4.6%	9.0%
Q14-5. Frequency of leaf collection services	14.8%	40.0%	16.3%	15.8%	5.8%	7.5%
Q14-6. Condition of County roads in City	7.3%	28.7%	23.4%	23.9%	11.9%	4.8%
Q14-7. Condition of State roads in City	8.5%	32.7%	29.5%	17.1%	5.6%	6.6%

WITHOUT "DON'T KNOW"**Q14. Maintenance of City Streets: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Quality of street repair services	7.3%	33.5%	23.5%	25.1%	10.6%
Q14-2. Quality of street cleaning services	14.4%	45.4%	24.8%	11.9%	3.5%
Q14-3. Quality of snow removal services	14.6%	41.9%	22.3%	16.7%	4.5%
Q14-4. Frequency of street cleaning services	12.4%	36.8%	28.4%	17.3%	5.1%
Q14-5. Frequency of leaf collection services	15.9%	43.2%	17.6%	17.0%	6.3%
Q14-6. Condition of County roads in City	7.7%	30.1%	24.6%	25.1%	12.5%
Q14-7. Condition of State roads in City	9.1%	35.0%	31.6%	18.3%	6.0%

Q15. Are you familiar with recycling services offered by the City of University City?

Q15. Are you familiar with recycling services offered by City	Number	Percent
Yes	560	92.9 %
No	40	6.6 %
Not provided	3	0.5 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"**Q15. Are you familiar with recycling services offered by the City of University City? (without "not provided")**

Q15. Are you familiar with recycling services offered by City	Number	Percent
Yes	560	93.3 %
No	40	6.7 %
Total	600	100.0 %

Q16. Does your household currently recycle?

Q16. Does your household currently recycle	Number	Percent
Yes	545	90.4 %
No	54	9.0 %
Don't know	4	0.7 %
Total	603	100.0 %

WITHOUT "DON'T KNOW"**Q16. Does your household currently recycle? (without "don't know")**

Q16. Does your household currently recycle	Number	Percent
Yes	545	91.0 %
No	54	9.0 %
Total	599	100.0 %

Q16a. If "Yes" to Question 16, how do you recycle?

Q16a. How do you recycle	Number	Percent
Curbside	449	82.4 %
Drop off facility	76	13.9 %
Other	13	2.4 %
Don't know	7	1.3 %
Total	545	100.0 %

WITHOUT "DON'T KNOW"**Q16a. If "Yes" to Question 16, how do you recycle? (without "don't know")**

Q16a. How do you recycle	Number	Percent
Curbside	449	83.5 %
Drop off facility	76	14.1 %
Other	13	2.4 %
Total	538	100.0 %

Q16a-3. Other

Q16a-3. Other	Number	Percent
APARTMENT COMPLEX	3	23.1 %
Apartment complex provides recycling dumpsters	1	7.7 %
We have a multi-stream recycling bin behind the complex	1	7.7 %
Special events-electronic	1	7.7 %
CONDO RECEPTACLES	1	7.7 %
CITY HALL FOR BATTERIES AND BULBS	1	7.7 %
PLASTIC BAGS BACK TO STORES	1	7.7 %
PET FOOD RECYCLING AT WORK	1	7.7 %
RECYCLING DUMPSTER	1	7.7 %
STYROFOAM	1	7.7 %
Recycling bin behind apartment	1	7.7 %
Total	13	100.0 %

Q17. Parks and Recreation: Please rate your satisfaction with the quality of the following.

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Maintenance of City parks	16.9%	47.6%	17.1%	5.5%	0.7%	12.3%
Q17-2. How close neighborhood parks are to your home	34.8%	43.9%	12.9%	1.8%	1.2%	5.3%
Q17-3. Number of walking & biking trails in parks	14.6%	34.8%	24.9%	6.5%	1.5%	17.7%
Q17-4. Quality of walking & biking trails in parks	12.8%	34.2%	26.9%	6.1%	1.2%	18.9%
Q17-5. Number of outdoor athletic fields	13.8%	33.2%	22.6%	2.0%	0.3%	28.2%
Q17-6. Quality of outdoor athletic fields	10.4%	28.9%	25.4%	3.6%	0.7%	31.0%
Q17-7. Availability of information about City parks recreation programs	16.4%	40.5%	21.2%	6.1%	1.3%	14.4%
Q17-8. City's youth fitness programs	7.1%	13.4%	20.6%	3.3%	1.3%	54.2%
Q17-9. City's adult fitness programs	11.6%	22.7%	21.7%	4.6%	1.5%	37.8%
Q17-10. Heman Park Community Center	14.9%	30.0%	21.6%	5.1%	1.5%	26.9%
Q17-11. Heman Park Pool	17.1%	23.2%	19.6%	4.6%	2.5%	33.0%
Q17-12. Centennial Commons	19.1%	30.0%	18.4%	4.5%	1.8%	26.2%
Q17-13. Ruth Park Golf Course	14.8%	21.2%	17.2%	1.5%	0.5%	44.8%

WITHOUT "DON'T KNOW"**Q17. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Maintenance of City parks	19.3%	54.3%	19.5%	6.2%	0.8%
Q17-2. How close neighborhood parks are to your home	36.8%	46.4%	13.7%	1.9%	1.2%
Q17-3. Number of walking & biking trails in parks	17.7%	42.3%	30.2%	7.9%	1.8%
Q17-4. Quality of walking & biking trails in parks	15.7%	42.1%	33.1%	7.6%	1.4%
Q17-5. Number of outdoor athletic fields	19.2%	46.2%	31.4%	2.8%	0.5%
Q17-6. Quality of outdoor athletic fields	15.1%	41.8%	36.8%	5.3%	1.0%
Q17-7. Availability of information about City parks recreation programs	19.2%	47.3%	24.8%	7.2%	1.6%
Q17-8. City's youth fitness programs	15.6%	29.3%	44.9%	7.2%	2.9%
Q17-9. City's adult fitness programs	18.7%	36.5%	34.9%	7.5%	2.4%
Q17-10. Heman Park Community Center	20.4%	41.0%	29.5%	7.0%	2.0%
Q17-11. Heman Park Pool	25.5%	34.7%	29.2%	6.9%	3.7%
Q17-12. Centennial Commons	25.8%	40.7%	24.9%	6.1%	2.5%
Q17-13. Ruth Park Golf Course	26.7%	38.4%	31.2%	2.7%	0.9%

Q18. Which THREE items from the list in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. Top choice	Number	Percent
Maintenance of City parks	164	27.2 %
How close neighborhood parks are to your home	11	1.8 %
Number of walking & biking trails in parks	45	7.5 %
Quality of walking & biking trails in parks	36	6.0 %
Number of outdoor athletic fields	9	1.5 %
Quality of outdoor athletic fields	8	1.3 %
Availability of information about City parks recreation programs	28	4.6 %
City's youth fitness programs	39	6.5 %
City's adult fitness programs	21	3.5 %
Heman Park Community Center	26	4.3 %
Heman Park Pool	38	6.3 %
Centennial Commons	31	5.1 %
Ruth Park Golf Course	8	1.3 %
None chosen	139	23.1 %
Total	603	100.0 %

Q18. Which THREE items from the list in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. 2nd choice	Number	Percent
Maintenance of City parks	45	7.5 %
How close neighborhood parks are to your home	7	1.2 %
Number of walking & biking trails in parks	52	8.6 %
Quality of walking & biking trails in parks	70	11.6 %
Number of outdoor athletic fields	8	1.3 %
Quality of outdoor athletic fields	24	4.0 %
Availability of information about City parks recreation programs	32	5.3 %
City's youth fitness programs	46	7.6 %
City's adult fitness programs	39	6.5 %
Heman Park Community Center	35	5.8 %
Heman Park Pool	32	5.3 %
Centennial Commons	38	6.3 %
Ruth Park Golf Course	6	1.0 %
None chosen	169	28.0 %
Total	603	100.0 %

Q18. Which THREE items from the list in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. 3rd choice	Number	Percent
Maintenance of City parks	58	9.6 %
How close neighborhood parks are to your home	16	2.7 %
Number of walking & biking trails in parks	35	5.8 %
Quality of walking & biking trails in parks	46	7.6 %
Number of outdoor athletic fields	5	0.8 %
Quality of outdoor athletic fields	26	4.3 %
Availability of information about City parks recreation programs	26	4.3 %
City's youth fitness programs	28	4.6 %
City's adult fitness programs	43	7.1 %
Heman Park Community Center	29	4.8 %
Heman Park Pool	29	4.8 %
Centennial Commons	50	8.3 %
Ruth Park Golf Course	18	3.0 %
None chosen	194	32.2 %
Total	603	100.0 %

Q18. Which THREE items from the list in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q18. Sum of top 3 choices	Number	Percent
Maintenance of City parks	267	44.3 %
How close neighborhood parks are to your home	34	5.6 %
Number of walking & biking trails in parks	132	21.9 %
Quality of walking & biking trails in parks	152	25.2 %
Number of outdoor athletic fields	22	3.6 %
Quality of outdoor athletic fields	58	9.6 %
Availability of information about City parks recreation programs	86	14.3 %
City's youth fitness programs	113	18.7 %
City's adult fitness programs	103	17.1 %
Heman Park Community Center	90	14.9 %
Heman Park Pool	99	16.4 %
Centennial Commons	119	19.7 %
Ruth Park Golf Course	32	5.3 %
None chosen	139	23.1 %
Total	1446	

Q19. In the past 12 months, has anyone in your household used any of University City's parks, recreation facilities, or recreation programs?

Q19. Has anyone in your household used any City's parks, recreation facilities, or recreation programs in past 12 months

	Number	Percent
Yes	414	68.7 %
No	184	30.5 %
Don't know	5	0.8 %
Total	603	100.0 %

WITHOUT "DON'T KNOW"

Q19. In the past 12 months, has anyone in your household used any of University City's parks, recreation facilities, or recreation programs? (without "don't know")

Q19. Has anyone in your household used any City's parks, recreation facilities, or recreation programs in past 12 months

	Number	Percent
Yes	414	69.2 %
No	184	30.8 %
Total	598	100.0 %

Q20. Please rate the importance of each of the following Parks and Recreation initiatives.

(N=603)

	Very important	Important	Neutral	Not important	Don't know
Q20-1. Your feeling of safety in City parks	67.5%	18.2%	6.0%	0.3%	8.0%
Q20-2. Green space (park) expansion	41.8%	32.5%	13.8%	2.8%	9.1%
Q20-3. Neighborhood park improvements	41.5%	38.5%	9.8%	0.7%	9.6%
Q20-4. Playground improvements	35.3%	33.2%	16.9%	2.5%	12.1%
Q20-5. Park maintenance	55.9%	31.3%	4.3%	0.2%	8.3%

WITHOUT "DON'T KNOW"**Q20. Please rate the importance of each of the following Parks and Recreation initiatives. (without "don't know")**

(N=603)

	Very important	Important	Neutral	Not important
Q20-1. Your feeling of safety in City parks	73.3%	19.8%	6.5%	0.4%
Q20-2. Green space (park) expansion	46.0%	35.8%	15.1%	3.1%
Q20-3. Neighborhood park improvements	45.9%	42.6%	10.8%	0.7%
Q20-4. Playground improvements	40.2%	37.7%	19.2%	2.8%
Q20-5. Park maintenance	60.9%	34.2%	4.7%	0.2%

Q21. Which THREE initiatives from the list in Question 20 are of the HIGHEST PRIORITY for you and your family?

Q21. Top choice	Number	Percent
Your feeling of safety in City parks	302	50.1 %
Green space (park) expansion	67	11.1 %
Neighborhood park improvements	46	7.6 %
Playground improvements	41	6.8 %
Park maintenance	35	5.8 %
None chosen	112	18.6 %
Total	603	100.0 %

Q21. Which THREE initiatives from the list in Question 20 are of the HIGHEST PRIORITY for you and your family?

Q21. 2nd choice	Number	Percent
Your feeling of safety in City parks	47	7.8 %
Green space (park) expansion	81	13.4 %
Neighborhood park improvements	127	21.1 %
Playground improvements	74	12.3 %
Park maintenance	140	23.2 %
None chosen	134	22.2 %
Total	603	100.0 %

Q21. Which THREE initiatives from the list in Question 20 are of the HIGHEST PRIORITY for you and your family?

<u>Q21. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	32	5.3 %
Green space (park) expansion	60	10.0 %
Neighborhood park improvements	136	22.6 %
Playground improvements	60	10.0 %
Park maintenance	157	26.0 %
None chosen	158	26.2 %
Total	603	100.0 %

Q21. Which THREE initiatives from the list in Question 20 are of the HIGHEST PRIORITY for you and your family? (top 3)

<u>Q21. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Your feeling of safety in City parks	381	63.2 %
Green space (park) expansion	208	34.5 %
Neighborhood park improvements	309	51.2 %
Playground improvements	175	29.0 %
Park maintenance	332	55.1 %
None chosen	112	18.6 %
Total	1517	

Q22. City Communication: For each of the items below, please rate how often you use each one.

(N=603)

	Often	4	3	2	Never	Not provided
Q22-1. City website, www.ocitymo.org	7.3%	13.4%	26.2%	24.4%	25.5%	3.2%
Q22-2. ROARS newsletter	25.5%	21.4%	21.2%	15.1%	14.6%	2.2%
Q22-3. Parks & Recreation guide	10.8%	18.1%	24.9%	17.7%	26.2%	2.3%
Q22-4. Civic Plus Notify Me	1.8%	3.5%	5.8%	5.8%	79.4%	3.6%
Q22-5. Facebook (City of University City, MO)	2.3%	4.6%	5.6%	7.5%	76.6%	3.3%
Q22-6. Twitter (@UniversityCityMo)	1.5%	3.0%	3.0%	3.3%	85.6%	3.6%
Q22-7. NextDoor	25.4%	15.8%	9.6%	7.1%	38.6%	3.5%
Q22-8. Instagram (UniversityCityMO)	1.5%	2.2%	2.3%	4.0%	86.2%	3.8%

WITHOUT "NOT PROVIDED"**Q22. City Communication: For each of the items below, please rate how often you use each one. (without "not provided")**

(N=603)

	Often	4	3	2	Never
Q22-1. City website, www.ucitymo.org	7.5%	13.9%	27.1%	25.2%	26.4%
Q22-2. ROARS newsletter	26.1%	21.9%	21.7%	15.4%	14.9%
Q22-3. Parks & Recreation guide	11.0%	18.5%	25.5%	18.2%	26.8%
Q22-4. Civic Plus Notify Me	1.9%	3.6%	6.0%	6.0%	82.4%
Q22-5. Facebook (City of University City, MO)	2.4%	4.8%	5.8%	7.7%	79.2%
Q22-6. Twitter (@UniversityCityMo)	1.5%	3.1%	3.1%	3.4%	88.8%
Q22-7. NextDoor	26.3%	16.3%	10.0%	7.4%	40.0%
Q22-8. Instagram (UniversityCityMO)	1.6%	2.2%	2.4%	4.1%	89.7%

Q22. City Communication: Please indicate how effective you feel it is in keeping you informed about City services, programs, and projects.

(N=603)

	Effective	4	3	2	Ineffective
Q22-1. City website, www.ucitymo.org	18.5%	26.2%	33.4%	10.4%	11.5%
Q22-2. ROARS newsletter	30.7%	31.5%	22.4%	7.2%	8.3%
Q22-3. Parks & Recreation guide	24.5%	25.4%	31.3%	8.5%	10.4%
Q22-4. Civic Plus Notify Me	3.7%	4.0%	25.1%	13.0%	54.2%
Q22-5. Facebook (City of University City, MO)	5.1%	11.4%	25.4%	10.8%	47.3%
Q22-6. Twitter (@UniversityCityMo)	5.0%	5.7%	21.5%	9.4%	58.4%
Q22-7. NextDoor	28.5%	22.0%	21.8%	6.0%	21.8%
Q22-8. Instagram (UniversityCityMO)	3.7%	4.7%	25.1%	8.8%	57.6%

Q23. Which TWO of the City communication methods listed in Question 22 do you MOST PREFER to use to get information about the City?

Q23. Top choice	Number	Percent
City website, www.ucitymo.org	179	29.7 %
ROARS newsletter	158	26.2 %
Parks & Recreation guide	16	2.7 %
Civic Plus Notify Me	13	2.2 %
Facebook (City of University City, MO)	32	5.3 %
Twitter (@UniversityCityMo)	5	0.8 %
NextDoor	92	15.3 %
Instagram (UniversityCityMO)	5	0.8 %
None chosen	103	17.1 %
Total	603	100.0 %

Q23. Which TWO of the City communication methods listed in Question 22 do you MOST PREFER to use to get information about the City?

Q23. 2nd choice	Number	Percent
City website, www.ucitymo.org	93	15.4 %
ROARS newsletter	122	20.2 %
Parks & Recreation guide	99	16.4 %
Civic Plus Notify Me	16	2.7 %
Facebook (City of University City, MO)	38	6.3 %
Twitter (@UniversityCityMo)	10	1.7 %
NextDoor	73	12.1 %
Instagram (UniversityCityMO)	3	0.5 %
None chosen	149	24.7 %
Total	603	100.0 %

Q23. Which TWO of the City communication methods listed in Question 22 do you MOST PREFER to use to get information about the City? (top 2)

Q23. Sum of top 2 choices	Number	Percent
City website, www.ucitymo.org	272	45.1 %
ROARS newsletter	280	46.4 %
Parks & Recreation guide	115	19.1 %
Civic Plus Notify Me	29	4.8 %
Facebook (City of University City, MO)	70	11.6 %
Twitter (@UniversityCityMo)	15	2.5 %
NextDoor	165	27.4 %
Instagram (UniversityCityMO)	8	1.3 %
None chosen	103	17.1 %
Total	1057	

Q24. Have you heard about the ability to get the ROARS newsletter via email, instead of a hard copy?

Q24. Have you heard about ability to get ROARS newsletter via email, instead of a hard copy	Number	Percent
Yes	81	13.4 %
No	490	81.3 %
Don't know	32	5.3 %
Total	603	100.0 %

WITHOUT "DON'T KNOW"**Q24. Have you heard about the ability to get the ROARS newsletter via email, instead of a hard copy?
(without "don't know")**

Q24. Have you heard about ability to get ROARS newsletter via email, instead of a hard copy	Number	Percent
Yes	81	14.2 %
No	490	85.8 %
Total	571	100.0 %

Q24a. Is that something you would be interested in?

Q24a. Is that something you would be interested in	Number	Percent
Yes	29	35.8 %
No	49	60.5 %
I've already signed up	3	3.7 %
Total	81	100.0 %

Q25. City Communication: Please rate your satisfaction with each of the following.

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q25-1. Availability of information about City programs services	12.6%	34.8%	25.7%	9.6%	3.5%	13.8%
Q25-2. City's efforts to keep you informed about local issues	10.0%	35.0%	25.7%	14.6%	3.3%	11.4%
Q25-3. How open City is to public involvement & input from residents	8.6%	23.9%	26.9%	12.8%	5.5%	22.4%
Q25-4. Quality of City's website	7.0%	25.7%	26.5%	8.8%	4.5%	27.5%
Q25-5. How well City communicates notices of public meetings	9.0%	22.4%	28.7%	12.4%	5.6%	21.9%
Q25-6. How well City's communications meet your needs	8.0%	24.9%	32.8%	13.3%	4.1%	16.9%

WITHOUT "DON'T KNOW"**Q25. City Communication: Please rate your satisfaction with each of the following. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25-1. Availability of information about City programs services	14.6%	40.4%	29.8%	11.2%	4.0%
Q25-2. City's efforts to keep you informed about local issues	11.2%	39.5%	29.0%	16.5%	3.7%
Q25-3. How open City is to public involvement & input from residents	11.1%	30.8%	34.6%	16.5%	7.1%
Q25-4. Quality of City's website	9.6%	35.5%	36.6%	12.1%	6.2%
Q25-5. How well City communicates notices of public meetings	11.5%	28.7%	36.7%	15.9%	7.2%
Q25-6. How well City's communications meet your needs	9.6%	29.9%	39.5%	16.0%	5.0%

Q26. How satisfied are you with culture, dining, and shopping in University City?

Q26. How satisfied are you with culture, dining, & shopping in University City	Number	Percent
Very satisfied	135	22.4 %
Satisfied	274	45.4 %
Neutral	99	16.4 %
Dissatisfied	39	6.5 %
Very dissatisfied	10	1.7 %
Don't know	46	7.6 %
Total	603	100.0 %

WITHOUT "DON'T KNOW"**Q26. How satisfied are you with culture, dining, and shopping in University City? (without "don't know")**

Q26. How satisfied are you with culture, dining, & shopping in University City	Number	Percent
Very satisfied	135	24.2 %
Satisfied	274	49.2 %
Neutral	99	17.8 %
Dissatisfied	39	7.0 %
Very dissatisfied	10	1.8 %
Total	557	100.0 %

Q27. Waste Collection Service: Please rate your satisfaction with each of the following.

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q27-1. Quality of residential trash collection services	43.9%	40.8%	5.1%	3.8%	1.5%	4.8%
Q27-2. Quality of recycling collection services	42.8%	37.1%	9.1%	2.8%	0.8%	7.3%
Q27-3. Quality of yard waste collection services	31.7%	36.3%	9.5%	9.3%	2.3%	10.9%

WITHOUT "DON'T KNOW"**Q27. Waste Collection Service: Please rate your satisfaction with each of the following. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q27-1. Quality of residential trash collection services	46.2%	42.9%	5.4%	4.0%	1.6%
Q27-2. Quality of recycling collection services	46.2%	40.1%	9.8%	3.0%	0.9%
Q27-3. Quality of yard waste collection services	35.6%	40.8%	10.6%	10.4%	2.6%

Q28. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following.

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q28-1. Enforcing cleanup of litter & debris on private property	10.4%	22.6%	19.2%	14.1%	6.5%	27.2%
Q28-2. Enforcing mowing & trimming of lawns on private property	10.4%	22.4%	20.1%	14.4%	8.1%	24.5%
Q28-3. Enforcing maintenance of residential property (exterior of homes)	10.1%	21.7%	22.6%	13.8%	7.3%	24.5%
Q28-4. Enforcing maintenance of commercial property	8.5%	21.1%	24.2%	8.8%	5.0%	32.5%
Q28-5. Enforcing codes designed to address public safety & nuisance issues	9.0%	19.4%	20.9%	9.3%	5.6%	35.8%

WITHOUT "DON'T KNOW"**Q28. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following.**
(without "don't know")

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q28-1. Enforcing cleanup of litter & debris on private property	14.4%	31.0%	26.4%	19.4%	8.9%
Q28-2. Enforcing mowing & trimming of lawns on private property	13.8%	29.7%	26.6%	19.1%	10.8%
Q28-3. Enforcing maintenance of residential property (exterior of homes)	13.4%	28.8%	29.9%	18.2%	9.7%
Q28-4. Enforcing maintenance of commercial property	12.5%	31.2%	35.9%	13.0%	7.4%
Q28-5. Enforcing codes designed to address public safety & nuisance issues	14.0%	30.2%	32.6%	14.5%	8.8%

Q29. In the past 12 months, have you contacted the City's Planning and Development Department Code Division to report a violation?

Q29. Have you contacted City's Planning & Development Department Code Division to report a violation in past 12 months

	Number	Percent
Yes	74	12.3 %
No	522	86.6 %
Not provided	7	1.2 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"**Q29. In the past 12 months, have you contacted the City's Planning and Development Department Code Division to report a violation? (without "not provided")**

Q29. Have you contacted City's Planning & Development Department Code Division to report a violation in past 12 months

	Number	Percent
Yes	74	12.4 %
No	522	87.6 %
Total	596	100.0 %

Q29a. Which of the categories from Question 28 did you report?

Q29a. What categories of Property Maintenance did you report

	Number	Percent
Enforcing cleanup of litter & debris on private property	37	50.0 %
Enforcing mowing & trimming of lawns on private property	43	58.1 %
Enforcing maintenance of residential property (exterior of homes)	21	28.4 %
Enforcing maintenance of commercial property	4	5.4 %
Enforcing codes designed to address public safety & nuisance issues	12	16.2 %
Total	117	

Q30. Have you applied for building or occupancy permits?

Q30. Have you applied for building or occupancy permits	Number	Percent
Yes	249	41.3 %
No	349	57.9 %
Not provided	5	0.8 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Have you applied for building or occupancy permits? (without "not provided")**

Q30. Have you applied for building or occupancy permits	Number	Percent
Yes	249	41.6 %
No	349	58.4 %
Total	598	100.0 %

Q30a. Were you satisfied with the process?

Q30a. Were you satisfied with the process	Number	Percent
Yes	186	74.7 %
No	55	22.1 %
Not provided	8	3.2 %
Total	249	100.0 %

WITHOUT "NOT PROVIDED"**Q30a. Were you satisfied with the process? (without "not provided")**

Q30a. Were you satisfied with the process	Number	Percent
Yes	186	77.2 %
No	55	22.8 %
Total	241	100.0 %

Q31. Have you applied for a permit from planning and development?

Q31. Have you applied for a permit from planning & development	Number	Percent
Yes	65	10.8 %
No	534	88.6 %
Not provided	4	0.7 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Have you applied for a permit from planning and development? (without "not provided")**

Q31. Have you applied for a permit from planning & development	Number	Percent
Yes	65	10.9 %
No	534	89.1 %
Total	599	100.0 %

Q32. Planning and Development Process: If you have applied, please rate each of the following.

(N=65)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q32-1. Standards & quality of development	12.3%	44.6%	29.2%	7.7%	1.5%	4.6%
Q32-2. Overall planning & development process	9.2%	44.6%	24.6%	9.2%	4.6%	7.7%
Q32-3. Rigor of technical review & reporting by staff of development applications	10.8%	30.8%	33.8%	12.3%	4.6%	7.7%
Q32-4. Access to information about current & proposed projects	10.8%	21.5%	35.4%	10.8%	3.1%	18.5%
Q32-5. Ability to participate in development process as a citizen	13.8%	26.2%	30.8%	3.1%	4.6%	21.5%

WITHOUT "DON'T KNOW"**Q32. Planning and Development Process: If you have applied, please rate each of the following. (without "don't know")**

(N=65)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q32-1. Standards & quality of development	12.9%	46.8%	30.6%	8.1%	1.6%
Q32-2. Overall planning & development process	10.0%	48.3%	26.7%	10.0%	5.0%
Q32-3. Rigor of technical review & reporting by staff of development applications	11.7%	33.3%	36.7%	13.3%	5.0%
Q32-4. Access to information about current & proposed projects	13.2%	26.4%	43.4%	13.2%	3.8%
Q32-5. Ability to participate in development process as a citizen	17.6%	33.3%	39.2%	3.9%	5.9%

Q34. For which of the following areas do you support the City's use of financial incentives to attract and expand?

Q34. For what areas do you support City's use of financial incentives to attract & expand

	Number	Percent
Offices/corporations	270	44.8 %
Retail	342	56.7 %
Downtown high density/market rate residential	202	33.5 %
Total	814	

Q35. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?

Q35. Have you contacted City with a question, problem, or complaint during past year	Number	Percent
Yes	201	33.3 %
No	396	65.7 %
Not provided	6	1.0 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"

Q35. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year? (without "not provided")

Q35. Have you contacted City with a question, problem, or complaint during past year	Number	Percent
Yes	201	33.7 %
No	396	66.3 %
Total	597	100.0 %

Q35a. Which City department did you contact most recently?

Q35a. Which City department did you contact most recently	Number	Percent
Public Works	26	14.9 %
Police	14	8.0 %
Forestry	11	6.3 %
Trees	8	4.6 %
Parks	6	3.4 %
Recycle	6	3.4 %
Trash	5	2.9 %
Streets	5	2.9 %
Property Maintenance	4	2.3 %
Planning	4	2.3 %
Refuse	4	2.3 %
Permits	4	2.3 %
Code Enforcement	4	2.3 %
Building Permit	3	1.7 %
Community Development	3	1.7 %
Inspection	2	1.1 %
Sanitation	2	1.1 %
Waste Collection	2	1.1 %
Street Maintenance	2	1.1 %
Animal Control	2	1.1 %
Senior Services	2	1.1 %
Housing	2	1.1 %
Public Works & Street Maintenance	2	1.1 %
Building Inspection	1	0.6 %
Finance, Refuse, Forestry	1	0.6 %
Planning and zoning	1	0.6 %
Roads	1	0.6 %
Property	1	0.6 %
Centennial Commons	1	0.6 %
Street lamp	1	0.6 %
Parking	1	0.6 %
Finance, Planning	1	0.6 %
Occupancy Permit	1	0.6 %
Dog Permit	1	0.6 %
City Manager	1	0.6 %
Bulb replacement	1	0.6 %
Street Department/Public Works	1	0.6 %
City Council	1	0.6 %
Road Repair	1	0.6 %
City Maintenance	1	0.6 %
Lateral Line	1	0.6 %
Maintenance City Service	1	0.6 %
Services	1	0.6 %
Residential Parking Permit	1	0.6 %
Planning & Development	1	0.6 %

Q35a. Which City department did you contact most recently?

Q35a. Which City department did you contact most recently	Number	Percent
City Manager & Mayor	1	0.6 %
Public Works & Recycling	1	0.6 %
Lateral Sewer Program	1	0.6 %
Recreation	1	0.6 %
Roads & Parking	1	0.6 %
Trash, Recycling	1	0.6 %
Waste Dept	1	0.6 %
Human Resources	1	0.6 %
Planning Dept	1	0.6 %
City Manager through Council person	1	0.6 %
Dog Park Permit	1	0.6 %
Recycling/Waste	1	0.6 %
Yard waste removal	1	0.6 %
Traffic Safety	1	0.6 %
Building/Trash	1	0.6 %
Public Safety	1	0.6 %
Trash container replacement	1	0.6 %
Community Center	1	0.6 %
City Hall	1	0.6 %
Sewer	1	0.6 %
Cashier	1	0.6 %
Property disputes	1	0.6 %
Property Management Enforcement	1	0.6 %
Overgrown bushes blocking sidewalk	1	0.6 %
Courts	1	0.6 %
City clerk	1	0.6 %
Planning & Community Development	1	0.6 %
Pickleball Courts, Recreation	1	0.6 %
Parks & Recreation	1	0.6 %
Vote registry	1	0.6 %
Total	175	100.0 %

Q35b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience.

(N=201)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q35b-1. How easy the department was to contact	32.8%	37.3%	10.9%	11.4%	4.0%	3.5%
Q35b-2. How courteously you were treated	37.3%	34.8%	12.4%	5.5%	5.5%	4.5%
Q35b-3. Technical competence & knowledge of City employees who assisted you	34.8%	27.9%	16.4%	9.0%	5.0%	7.0%
Q35b-4. Overall responsiveness of City employees to your request or concern	32.8%	25.9%	10.4%	15.4%	10.9%	4.5%

WITHOUT "DON'T KNOW"

Q35b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience. (without "don't know")

(N=201)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q35b-1. How easy the department was to contact	34.0%	38.7%	11.3%	11.9%	4.1%
Q35b-2. How courteously you were treated	39.1%	36.5%	13.0%	5.7%	5.7%
Q35b-3. Technical competence & knowledge of City employees who assisted you	37.4%	29.9%	17.6%	9.6%	5.3%
Q35b-4. Overall responsiveness of City employees to your request or concern	34.4%	27.1%	10.9%	16.1%	11.5%

Q36. Transportation: Please rate your satisfaction with the quality of the following.

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q36-1. Ease of north/south travel	16.9%	40.6%	20.2%	9.0%	0.7%	12.6%
Q36-2. Ease of east/west travel	18.1%	44.4%	18.1%	6.3%	1.0%	12.1%
Q36-3. Ease of travel from home to schools	15.8%	31.3%	15.8%	1.5%	0.2%	35.5%
Q36-4. Ease of travel from your home to work	20.4%	38.8%	16.4%	3.2%	0.3%	20.9%
Q36-5. Availability of public transportation	10.3%	25.0%	20.9%	8.8%	2.2%	32.8%
Q36-6. Availability of bicycle lanes	7.8%	17.6%	23.1%	16.7%	7.0%	27.9%
Q36-7. Availability of pedestrian walkways	11.4%	34.2%	23.1%	12.8%	2.5%	16.1%
Q36-8. Availability of parking in residential areas	15.8%	43.0%	19.6%	7.3%	2.5%	11.9%
Q36-9. Availability of parking in business districts	11.1%	28.0%	29.0%	15.4%	3.8%	12.6%
Q36-10. Availability of parking Downtown	9.1%	22.2%	26.4%	19.1%	5.6%	17.6%
Q36-11. Width of sidewalks in business districts	13.3%	41.5%	21.2%	6.1%	1.7%	16.3%
Q36-12. Long term transportation planning	4.8%	9.5%	21.2%	9.5%	5.5%	49.6%

WITHOUT "DON'T KNOW"**Q36. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q36-1. Ease of north/south travel	19.4%	46.5%	23.1%	10.2%	0.8%
Q36-2. Ease of east/west travel	20.6%	50.6%	20.6%	7.2%	1.1%
Q36-3. Ease of travel from home to schools	24.4%	48.6%	24.4%	2.3%	0.3%
Q36-4. Ease of travel from your home to work	25.8%	49.1%	20.8%	4.0%	0.4%
Q36-5. Availability of public transportation	15.3%	37.3%	31.1%	13.1%	3.2%
Q36-6. Availability of bicycle lanes	10.8%	24.4%	32.0%	23.2%	9.7%
Q36-7. Availability of pedestrian walkways	13.6%	40.7%	27.5%	15.2%	3.0%
Q36-8. Availability of parking in residential areas	17.9%	48.8%	22.2%	8.3%	2.8%
Q36-9. Availability of parking in business districts	12.7%	32.1%	33.2%	17.6%	4.4%
Q36-10. Availability of parking Downtown	11.1%	27.0%	32.0%	23.1%	6.8%
Q36-11. Width of sidewalks in business districts	15.8%	49.5%	25.3%	7.3%	2.0%
Q36-12. Long term transportation planning	9.5%	18.8%	42.1%	18.8%	10.9%

Q37. How supportive are you of the following?

(N=603)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive	Don't know
Q37-1. Developing additional bike lanes on roadways if it required a reduction in vehicular travel lanes	21.6%	27.5%	19.6%	21.9%	9.5%
Q37-2. Developing additional bike lanes on roadways if it required eliminating street parking	14.6%	23.9%	21.4%	30.2%	10.0%

WITHOUT "DON'T KNOW"**Q37. How supportive are you of the following? (without "don't know")**

(N=603)

	Very supportive	Somewhat supportive	Somewhat unsupportive	Very unsupportive
Q37-1. Developing additional bike lanes on roadways if it required a reduction in vehicular travel lanes	23.8%	30.4%	21.6%	24.2%
Q37-2. Developing additional bike lanes on roadways if it required eliminating street parking	16.2%	26.5%	23.8%	33.5%

Q38. How likely would you be to recommend University City to a friend or colleague...

(N=603)

	Very likely	Likely	Neutral	Not likely	Not likely at all	Don't know
Q38-1. As a place to live	41.8%	41.3%	7.1%	5.0%	1.2%	3.6%
Q38-2. As a place to raise children	28.0%	30.0%	18.6%	11.4%	4.0%	8.0%
Q38-3. As a place to retire	28.7%	31.7%	15.9%	10.1%	4.8%	8.8%
Q38-4. As a place to work	23.4%	31.8%	19.7%	5.0%	3.0%	17.1%
Q38-5. As a place to build a business	18.7%	29.2%	21.1%	7.5%	3.2%	20.4%
Q38-6. As a place to visit	40.1%	38.6%	12.4%	3.0%	1.3%	4.5%
Q38-7. Overall quality of life in University City	30.8%	47.4%	11.9%	4.6%	1.3%	3.8%

WITHOUT "DON'T KNOW"**Q38. How likely would you be to recommend University City to a friend or colleague... (without "don't know")**

(N=603)

	Very likely	Likely	Neutral	Not likely	Not likely at all
Q38-1. As a place to live	43.4%	42.9%	7.4%	5.2%	1.2%
Q38-2. As a place to raise children	30.5%	32.6%	20.2%	12.4%	4.3%
Q38-3. As a place to retire	31.5%	34.7%	17.5%	11.1%	5.3%
Q38-4. As a place to work	28.2%	38.4%	23.8%	6.0%	3.6%
Q38-5. As a place to build a business	23.5%	36.7%	26.5%	9.4%	4.0%
Q38-6. As a place to visit	42.0%	40.5%	13.0%	3.1%	1.4%
Q38-7. Overall quality of life in University City	32.1%	49.3%	12.4%	4.8%	1.4%

Q39. The City Provides City Services Equitably: Please rate your level of agreement with how fairly and impartially each City department treats all members of the public.

(N=603)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q39-1. Planning & Zoning	3.2%	7.0%	6.8%	3.6%	2.2%	77.3%
Q39-2. Building Permits	4.0%	9.6%	7.0%	4.5%	1.7%	73.3%
Q39-3. Code Enforcement	3.8%	8.1%	6.5%	8.0%	4.0%	69.7%
Q39-4. Police	17.2%	19.7%	7.6%	3.5%	2.0%	49.9%
Q39-5. Fire & Emergency Medical Services (EMS)	14.6%	14.3%	5.6%	0.5%	0.3%	64.7%
Q39-6. Parks & Recreation	12.9%	20.4%	8.5%	1.7%	1.0%	55.6%
Q39-7. Municipal Court	3.8%	5.8%	7.5%	2.3%	1.2%	79.4%
Q39-8. Public Works & Streets Maintenance	10.0%	16.1%	10.4%	5.0%	2.5%	56.1%
Q39-9. Trash, Recycling, & Yard Waste Collection]	20.9%	25.0%	8.0%	2.3%	1.0%	42.8%

WITHOUT "DON'T KNOW"**Q39. The City Provides City Services Equitably: Please rate your level of agreement with how fairly and impartially each City department treats all members of the public. (without "don't know")**

(N=603)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q39-1. Planning & Zoning	13.9%	30.7%	29.9%	16.1%	9.5%
Q39-2. Building Permits	14.9%	36.0%	26.1%	16.8%	6.2%
Q39-3. Code Enforcement	12.6%	26.8%	21.3%	26.2%	13.1%
Q39-4. Police	34.4%	39.4%	15.2%	7.0%	4.0%
Q39-5. Fire & Emergency Medical Services (EMS)	41.3%	40.4%	16.0%	1.4%	0.9%
Q39-6. Parks & Recreation	29.1%	45.9%	19.0%	3.7%	2.2%
Q39-7. Municipal Court	18.5%	28.2%	36.3%	11.3%	5.6%
Q39-8. Public Works & Streets Maintenance	22.6%	36.6%	23.8%	11.3%	5.7%
Q39-9. Trash, Recycling, & Yard Waste Collection]	36.5%	43.8%	13.9%	4.1%	1.7%

Q40. How long have you been a resident of University City?

Q40. How long have you been a resident of University City

University City	Number	Percent
0-5	125	20.7 %
6-10	60	10.0 %
11-15	58	9.6 %
16-20	61	10.1 %
21-30	119	19.7 %
31+	142	23.5 %
Not provided	38	6.3 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"**Q40. How long have you been a resident of University City? (without "not provided")**

Q40. How long have you been a resident of University City

University City	Number	Percent
0-5	125	22.1 %
6-10	60	10.6 %
11-15	58	10.3 %
16-20	61	10.8 %
21-30	119	21.1 %
31+	142	25.1 %
Total	565	100.0 %

Q41. If you have lived in University City for less than 10 years, from what City did you move?

Q41. City	Number	Percent
St. Louis	28	17.8 %
Creve Coeur	9	5.7 %
Florissant	8	5.1 %
Chesterfield	8	5.1 %
Clayton	7	4.5 %
St. Charles	4	2.5 %
Richmond Heights	4	2.5 %
Maplewood	4	2.5 %
Brentwood	4	2.5 %
Chicago	3	1.9 %
Kirkwood	3	1.9 %
San Diego	2	1.3 %
Fenton	2	1.3 %
Frontenac	2	1.3 %
St. Peters	2	1.3 %
Ladue	2	1.3 %
New York City	2	1.3 %
Dallas	2	1.3 %
Houston	2	1.3 %
Atteboro	1	0.6 %
Cleveland	1	0.6 %
Murray	1	0.6 %
Indianapolis	1	0.6 %
Salt Lake City	1	0.6 %
Cambridge	1	0.6 %
Boulder	1	0.6 %
Manchester	1	0.6 %
Overland	1	0.6 %
Fort Collins	1	0.6 %
Raleigh	1	0.6 %
Durham	1	0.6 %
Annapolis	1	0.6 %
CWE	1	0.6 %
Lake Worth	1	0.6 %
St. Ann	1	0.6 %
Wentzville	1	0.6 %
Town & Country	1	0.6 %
Tehran	1	0.6 %
Olivette	1	0.6 %
Kansas City	1	0.6 %
S. Burlington	1	0.6 %
Webster Groves	1	0.6 %
Atlanta	1	0.6 %
Ballwin	1	0.6 %
Hattiesburg	1	0.6 %
Lafayette	1	0.6 %

Q41. If you have lived in University City for less than 10 years, from what City did you move?

Q41. City	Number	Percent
Northampton	1	0.6 %
Cincinnati	1	0.6 %
Greenville	1	0.6 %
Afton	1	0.6 %
Charlottesville	1	0.6 %
Seoul	1	0.6 %
North County	1	0.6 %
Danville	1	0.6 %
Edwardsville	1	0.6 %
Brookline	1	0.6 %
West Hartford	1	0.6 %
Tucson	1	0.6 %
St. Charles	1	0.6 %
Little Rock	1	0.6 %
Hot Springs	1	0.6 %
S St. Louis	1	0.6 %
Washington	1	0.6 %
Blue Springs	1	0.6 %
Moberly	1	0.6 %
Urbana	1	0.6 %
Mexico City	1	0.6 %
Los Angeles	1	0.6 %
Alexandria	1	0.6 %
Denver	1	0.6 %
Sioux Falls	1	0.6 %
Overland Park	1	0.6 %
Springfield	1	0.6 %
San Antonio	1	0.6 %
Clarkson Valley	1	0.6 %
Sudbury	1	0.6 %
Stockton	1	0.6 %
Mt. Vernon	1	0.6 %
Total	157	100.0 %

Q41. If you have lived in University City for less than 10 years, from what State did you move?

<u>Q41. State</u>	<u>Number</u>	<u>Percent</u>
MO	103	64.8 %
IL	7	4.4 %
MA	5	3.1 %
TX	5	3.1 %
CA	4	2.5 %
CO	3	1.9 %
UT	3	1.9 %
OH	3	1.9 %
VA	3	1.9 %
NC	2	1.3 %
AR	2	1.3 %
NJ	2	1.3 %
IN	2	1.3 %
NY	2	1.3 %
GA	1	0.6 %
MS	1	0.6 %
SWITZERLAND	1	0.6 %
DC	1	0.6 %
FL	1	0.6 %
KOREA	1	0.6 %
KY	1	0.6 %
CT	1	0.6 %
AZ	1	0.6 %
IRAN	1	0.6 %
MD	1	0.6 %
SD	1	0.6 %
KS	1	0.6 %
Total	159	100.0 %

Q42. Which of the following best describes your household?

<u>Q42. What best describes your household</u>	<u>Number</u>	<u>Percent</u>
Own–single family home	467	77.4 %
Own–multifamily unit (condo, apartment, duplex)	28	4.6 %
Rent or lease–single family home	35	5.8 %
Rent–multifamily unit (condo, apartment, duplex)	52	8.6 %
Not provided	21	3.5 %
Total	603	100.0 %

WITHOUT “NOT PROVIDED”**Q42. Which of the following best describes your household? (without "not provided")**

<u>Q42. What best describes your household</u>	<u>Number</u>	<u>Percent</u>
Own–single family home	467	80.2 %
Own–multifamily unit (condo, apartment, duplex)	28	4.8 %
Rent or lease–single family home	35	6.0 %
Rent–multifamily unit (condo, apartment, duplex)	52	8.9 %
Total	582	100.0 %

Q43. What is your age?

<u>Q43. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	109	18.1 %
35-44	116	19.2 %
45-54	105	17.4 %
55-64	116	19.2 %
65+	124	20.6 %
Not provided	33	5.5 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"**Q43. What is your age? (without "not provided")**

<u>Q43. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	109	19.1 %
35-44	116	20.4 %
45-54	105	18.4 %
55-64	116	20.4 %
65+	124	21.8 %
Total	570	100.0 %

Q44. Including yourself, how many people in your household are...

	Mean	Sum
Under age 5	0.1	60
Ages 5-9	0.1	58
Ages 10-14	0.1	64
Ages 15-19	0.1	54
Ages 20-24	0.1	66
Ages 25-34	0.2	135
Ages 35-44	0.3	189
Ages 45-54	0.3	174
Ages 55-64	0.4	217
Ages 65-74	0.3	181
Ages 75+	0.1	79

Q45. Would you say your total annual household income is:

Q45. Your total annual household income	Number	Percent
Under \$30K	47	7.8 %
\$30K to \$59,999	105	17.4 %
\$60K to \$99,999	114	18.9 %
\$100K to \$149,999	100	16.6 %
\$150K to \$199,999	50	8.3 %
\$200K+	88	14.6 %
Not provided	99	16.4 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"**Q45. Would you say your total annual household income is: (without "not provided")**

Q45. Your total annual household income	Number	Percent
Under \$30K	47	9.3 %
\$30K to \$59,999	105	20.8 %
\$60K to \$99,999	114	22.6 %
\$100K to \$149,999	100	19.8 %
\$150K to \$199,999	50	9.9 %
\$200K+	88	17.5 %
Total	504	100.0 %

Q46. Which of the following best describes your race/ethnicity?

<u>Q46. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	333	55.2 %
Hispanic/Latino/Spanish	18	3.0 %
Asian/Pacific Islander	23	3.8 %
African American/Black	223	37.0 %
Native American/Eskimo	2	0.3 %
Other	7	1.2 %
Total	606	

Q46-6. Other

<u>Q46-6. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	5	71.4 %
ORTHODOX JEW	1	14.3 %
Irish American	1	14.3 %
Total	7	100.0 %

Q47. Your gender:

Q47. Your gender	Number	Percent
Male	297	49.3 %
Female	302	50.1 %
Not provided	4	0.7 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"**Q47. Your gender: (without "not provided")**

Q47. Your gender	Number	Percent
Male	297	49.6 %
Female	302	50.4 %
Total	599	100.0 %

Q48. Which Ward do you live in?

<u>Q48. Which Ward do you live in</u>	<u>Number</u>	<u>Percent</u>
First	162	26.9 %
Second	132	21.9 %
Third	110	18.2 %
Not provided	199	33.0 %
Total	603	100.0 %

WITHOUT "NOT PROVIDED"**Q48. Which Ward do you live in? (without "not provided")**

<u>Q48. Which Ward do you live in</u>	<u>Number</u>	<u>Percent</u>
First	162	40.1 %
Second	132	32.7 %
Third	110	27.2 %
Total	404	100.0 %

Section 5

Survey Instrument

**Mayor Terry Crow**

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8506, Fax: (314) 863-9146

Dear Resident,

University City is requesting your help and a few minutes of your time. You have been randomly selected to participate in the benchmark Citizen Satisfaction Survey for the City of University City. This sample survey is designed to gather opinions and input on University City's priorities, programs and services. The information requested in this survey will be used to improve and expand existing programs and determine future needs of residents of University City. We intend to repeat this survey in future years in order to evaluate citizen satisfaction and priorities.

I greatly appreciate your participation. I realize that completing this survey will take time, but have included only questions that are vital to an effective evaluation. The time you invest in this survey will influence decisions made about the City's future.

Please return your completed survey as soon as possible using the postage-paid envelope provided. Individual responses to the survey will remain confidential. If you prefer, you can also take the survey online at www.UniversityCityGov.org.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present survey results to the City this summer.

Please contact Communications Director Allison Bamberger at (314)505-8553 or at abamberger@ucitymo.org if you have any questions.

Thank you in advance for your participation and help in shaping the future of our city.

Sincerely,

A handwritten signature in black ink, appearing to read "Terry Crow", is written over the printed name.

Mayor Terry Crow

2019 City of University City Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. If you have questions, please call Allison Bamberger at 314-505-8553.

1. **Overall Satisfaction with City Services:** Please rate your satisfaction with the quality of the following.

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of public safety services – police and fire	5	4	3	2	1	9
2. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
3. Overall maintenance of City streets (Note the following roads are not maintained by University City: Olive, Hanley, Delmar, North & South, Pennsylvania, Vernon, Big Bend, McKnight/Woodson, Midland and Forest Park Pkwy)	5	4	3	2	1	9
4. Overall maintenance of City buildings/facilities	5	4	3	2	1	9
5. Overall enforcement of City codes and ordinances for buildings, housing and overall property maintenance	5	4	3	2	1	9
6. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
7. Overall effectiveness of City communication with citizens	5	4	3	2	1	9
8. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9

2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. **Perceptions:** Please rate each of the following.

How would you rate The City of University City	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. Overall quality of services provided by the City	5	4	3	2	1	9
02. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
03. Overall image of the City	5	4	3	2	1	9
04. How well the City is planning and managing redevelopment	5	4	3	2	1	9
05. Overall quality of life in the City	5	4	3	2	1	9
06. Overall feeling of safety in the City	5	4	3	2	1	9
07. Quality of new residential development in the City	5	4	3	2	1	9
08. Quality of new commercial development in the City	5	4	3	2	1	9
09. Quality and efficiency of plan review and permitting services	5	4	3	2	1	9
10. Overall appearance of the City	5	4	3	2	1	9
11. Quality of special events and cultural opportunities	5	4	3	2	1	9
12. Quantity of special events and cultural opportunities	5	4	3	2	1	9
13. Recreational opportunities in the City	5	4	3	2	1	9

4. **Feeling of Safety in Various Situations:** Please rate each of the following.

How Safe do you Feel:	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
1. Walking alone in your neighborhood during the day	4	3	2	1	9
2. Walking alone in The Loop after dark	4	3	2	1	9
3. Walking alone in The Loop during the day	4	3	2	1	9
4. Walking alone in your neighborhood after dark	4	3	2	1	9
5. As a pedestrian crossing streets in University City	4	3	2	1	9

5. Public Safety: Please rate your satisfaction with the quality of the following.

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The visibility of police in my neighborhood	5	4	3	2	1	9
02. The visibility of police in retail areas	5	4	3	2	1	9
03. The City's efforts to prevent crime	5	4	3	2	1	9
04. How quickly police respond to emergencies	5	4	3	2	1	9
05. Overall competency of the University City Police Department	5	4	3	2	1	9
06. Overall treatment of citizens by the University City Police Department	5	4	3	2	1	9
07. Responsiveness of the Police Dept. in enforcing local traffic laws	5	4	3	2	1	9
08. Fairness of the Police Department's practices in enforcing local traffic laws	5	4	3	2	1	9
09. Police Department engagement within the community (foot/bike patrols, coffee with a cop, neighborhood meetings, etc.)	5	4	3	2	1	9
10. Overall quality of University City Fire Department	5	4	3	2	1	9
11. Effectiveness of fire prevention/safety programs	5	4	3	2	1	9
12. How quickly Fire Department responds	5	4	3	2	1	9
13. Overall competency of University City Fire Department	5	4	3	2	1	9
14. The treatment/fairness of the City's municipal court	5	4	3	2	1	9

6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____ 3rd: ____

7. How supportive are you of the City utilizing the following technology for public safety?

Level of Support for:	Very Supportive	Somewhat Supportive	Somewhat Unsupportive	Very Unsupportive	Don't Know
1. Public space cameras in your neighborhood	4	3	2	1	9
2. License plate reader technology in your neighborhood	4	3	2	1	9
3. Gunshot spotter	4	3	2	1	9
4. Drone surveillance	4	3	2	1	9

8. In the past 12 months, were you or anyone in your household the victim of any crime in University City?

____(1) Yes [Go to Q8a] ____ (2) No [Go to Q9] ____ (9) Don't know [Go to Q9]

8a. If "Yes," did you report these crimes to the police?

____(1) Yes ____ (2) No ____ (9) Don't know

9. In the past 12 months, have you had ANY contact with the University City Police Department?

____(1) Yes [Go to Q9a-b] ____ (2) No [Go to Q10] ____ (9) Don't know [Go to Q10]

9a. If "Yes," how would you rate the timeliness and contact?

____(1) Excellent ____ (2) Good ____ (3) Fair ____ (4) Poor ____ (9) Don't know

9b. If "Yes," what was the nature of the contact? ____ (1) Emergency ____ (2) Non-Emergency

10. In the past 12 months, have you had ANY contact with the University City Fire Department?

____(1) Yes [Go to Q10a-b] ____ (2) No [Go to Q11] ____ (9) Don't know [Go to Q11]

10a. If "Yes," how would you rate the timeliness and contact?

____(1) Excellent ____ (2) Good ____ (3) Fair ____ (4) Poor ____ (9) Don't know

10b. If "Yes," what was the nature of the contact? ____ (1) Emergency ____ (2) Non-Emergency

24. Have you heard about the ability to get the ROARS newsletter via email, instead of a hard copy?

___(1) Yes [Go to Q24a] ___(2) No [Go to Q25] ___(9) Don't know [Go to Q25]

24a. Is that something you would be interested in?

___(1) Yes ___(2) No ___(3) I've already signed up

25. City Communication: Please rate your satisfaction with each of the following.

City Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about City programs and services	5	4	3	2	1	9
2.	City's efforts to keep you informed about local issues	5	4	3	2	1	9
3.	How open the City is to public involvement and input from residents	5	4	3	2	1	9
4.	The quality of the City's website	5	4	3	2	1	9
5.	How well the City communicates notices of public meetings	5	4	3	2	1	9
6.	How well the City's communications meet your needs	5	4	3	2	1	9

26. How satisfied are you with culture, dining, and shopping in University City?

___(1) Very Satisfied ___(3) Neutral ___(5) Very Dissatisfied
 ___(2) Satisfied ___(4) Dissatisfied ___(9) Don't Know

27. Waste Collection Service: Please rate your satisfaction with each of the following.

Waste Collection		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Quality of residential trash collection services	5	4	3	2	1	9
2.	Quality of recycling collection services	5	4	3	2	1	9
3.	Quality of yard waste collection services	5	4	3	2	1	9

28. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following.

Property Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
3.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
4.	Enforcing the maintenance of commercial property	5	4	3	2	1	9
5.	Enforcing codes designed to address public safety and nuisance issues	5	4	3	2	1	9

29. In the past 12 months, have you contacted the City's Planning and Development Department Code Division to report a violation? ___(1) Yes [Go to Q29a] ___(2) No [Go to Q30]

29a. Which of the categories from Question 28 did you report? Circle all that apply: 1 2 3 4 5

30. Have you applied for building or occupancy permits? ___(1) Yes [Go to Q30a] ___(2) No [Go to Q31]

30a. Were you satisfied with the process? ___(1) Yes [Go to Q31] ___(2) No [Go to Q30b]

30b. If NO, please explain: _____

31. Have you applied for a permit from planning and development? ___(1) Yes [Go to Q32] ___(2) No [Go to Q34]

32. Planning and Development Process: If you have applied, please rate each of the following.

Planning and Development		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Standards and quality of development	5	4	3	2	1	9
2.	Overall planning and development process	5	4	3	2	1	9
3.	Rigor of technical review and reporting by staff of development applications	5	4	3	2	1	9
4.	Access to information about current and proposed projects	5	4	3	2	1	9
5.	Ability to participate in development process as a citizen	5	4	3	2	1	9

33. If you answered “Dissatisfied” or “Very Dissatisfied” for any items in Question 32, please explain:

34. For which of the following areas do you support the City’s use of financial incentives to attract and expand? (Check all that apply)

____(1) Offices/Corporations ____ (2) Retail ____ (3) Downtown High Density/Market Rate Residential

35. **Customer Service:** Have you contacted the City with a question, problem, or complaint during the past year?

____ (1) Yes [Go to Q35a-b] ____ (2) No [Go to Q36]

35a. Which City department did you contact most recently? _____

35b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience.

Customer Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy the department was to contact	5	4	3	2	1	9
2. How courteously you were treated	5	4	3	2	1	9
3. Technical competence and knowledge of City employees who assisted you	5	4	3	2	1	9
4. Overall responsiveness of City employees to your request or concern	5	4	3	2	1	9

36. **Transportation:** Please rate your satisfaction with the quality of the following.

Transportation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Ease of north/south travel	5	4	3	2	1	9
02. Ease of east/west travel	5	4	3	2	1	9
03. Ease of travel from home to schools	5	4	3	2	1	9
04. Ease of travel from your home to work	5	4	3	2	1	9
05. Availability of public transportation	5	4	3	2	1	9
06. Availability of bicycle lanes	5	4	3	2	1	9
07. Availability of pedestrian walkways	5	4	3	2	1	9
08. Availability of parking in residential areas	5	4	3	2	1	9
09. Availability of parking in business districts	5	4	3	2	1	9
10. Availability of parking Downtown	5	4	3	2	1	9
11. Width of sidewalks in business districts	5	4	3	2	1	9
12. Long term transportation planning	5	4	3	2	1	9

37. How supportive are you of the following?

Level of Support for:	Very Supportive	Somewhat Supportive	Somewhat Unsupportive	Very Unsupportive	Don't Know
1. Developing additional bike lanes on roadways if it required a reduction in vehicular travel lanes	4	3	2	1	9
2. Developing additional bike lanes on roadways if it required eliminating street parking	4	3	2	1	9

38. How likely would you be to recommend University City to a friend or colleague...

	Very Likely	Likely	Neutral	Not Likely	Not Likely At All	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to retire	5	4	3	2	1	9
4. As a place to work	5	4	3	2	1	9
5. As a place to build a business	5	4	3	2	1	9
6. As a place to visit	5	4	3	2	1	9
7. The overall quality of life in University City	5	4	3	2	1	9

