

City of Maryland Heights Community Survey

Findings Report

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2019

Submitted to the City of Maryland Heights, MO

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2019 Maryland Heights Community Survey

Executive Summary Report

Overview and Methodology

ETC Institute administered a community survey for the City of Maryland Heights during the fall of 2019. The survey was conducted as part of the City's effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will be used to help the City improve existing programs and services and help determine long-range planning and investment decisions.

Methodology. The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Maryland Heights. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online (www.marylandheightssurvey.org). 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 online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Maryland Heights from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was accomplished, with a total of 411 households completing a survey. The results for the random sample of 411 households have a 95% level of confidence with a precision of at least +/- 4.8%.

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 have 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 have been included in the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking data that show how the results for Maryland Heights compare to residents in other communities (Section 2)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Overall Perceptions of the City

Most (96%) of the residents surveyed *who had an opinion* indicated the overall quality of services provided by the City of Maryland Heights is “excellent” or “good”, which is significantly higher than the national average of 48%. Ninety-three percent (93%) of those surveyed *who had an opinion* indicated the overall quality of life in the City is “excellent” or “good”, which is also significantly higher than the national average of 72%.

Overall Satisfaction with City Services

- The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of parks and recreation programs and facilities (95%), the maintenance of buildings, parks and facilities (92%), and the overall quality of police services (91%).
 - **Most Important City Services.** The major categories of city service respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents’ top three choices, were: 1) overall maintenance of City streets, 2) overall quality of police services, and 3) overall enforcement of City codes and ordinances.

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 competency of the Maryland Heights Police Department (88%), how quickly police respond to emergencies (88%), treatment of citizens by the Police Department (84%), and attentiveness in enforcing local traffic laws (80%).

- **Most Important Public Safety Services.** The public safety services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents' top three choices, were: 1) the City's efforts to prevent crime, 2) visibility of police in neighborhoods, and 3) visibility of police in retail areas.
- **Feeling of Safety in Various Situations.** Nearly all respondents (97%) *who had an opinion* indicated they feel "very safe" or "safe" walking alone in their neighborhood during the day, and 91% feel "very safe" or "safe" walking alone in business/retail areas during the day.
- **City Maintenance/Public Works.** The highest levels of satisfaction with City maintenance/public works, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: snow removal on City streets (90%), stormwater control (80%), and maintenance of residential/neighborhood streets (77%).
 - **Most Important City Maintenance/Public Works Services.** The City maintenance/public works services respondents think should receive the most emphasis over the next two years, based upon the sum of the respondents' top three choices, were: 1) maintenance of residential/neighborhood streets, 2) residential/neighborhood street lighting, and 3) condition of City sidewalks.
- **City Communication.** The highest levels of satisfaction City communication, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: availability of information about programs and services (82%), efforts to keep residents informed about local issues (76%), and the quality of the City's website (66%).
 - **Usage and Effectiveness of City Communication.** When residents were asked which methods of communication they used most often, the top responses were: 1) City newsletter, 2) Parks and Recreation guide, and 3) City NextDoor Accounts. Residents were then asked to rate the effectiveness of the communication methods they used. The methods respondents indicated were most effective were: 1) City newsletter, 2) Parks and Recreation guide, and 3) the City website (www.marylandheights.com).

Other Findings

- More than half (54%) of residents surveyed *who had an opinion* feel Maryland Heights is "somewhat better" compared to five years ago; 35% feel the City is "about the same," 9% feel it is "somewhat worse," and 2% feel Maryland Heights is "a lot worse."

- Fifteen percent (15%) of respondents *who had an opinion* think Maryland Heights will be “a lot better” in the future than it is now; 44% think it will be “somewhat better,” 30% think the City will be “about the same,” 8% think it will be “somewhat worse,” and 2% think Maryland Heights will be “a lot worse” in the future.
- Fourteen percent (14%) of residents surveyed *who had an opinion* are “extremely confident” that the residential property values in Maryland Heights are keeping pace with those in other parts of St. Louis County; 29% are “very confident,” 45% are “somewhat confident,” 9% are “not very confident,” and 3% are “not at all confident” that residential property values are keeping pace with those in other parts of St. Louis County.
- Nearly all (97%) of the residents surveyed *who had an opinion* were “very satisfied” or “satisfied” with the solid waste services provided free of charge by the City; 2% were “neutral” and only 1% was “dissatisfied.”
- Eighty-one percent (81%) of residents surveyed *who had an opinion* rated the pedestrian accessibility throughout the City of Maryland Heights as “excellent” or “good;” 18% rated pedestrian accessibility as “fair” and 1% rated it as “poor.”
- The most frequently-visited parks and recreation facilities in Maryland Heights were: 1) Maryland Heights Community Center, 2) Vago Park, and 3) Aquaport. When residents were asked how often they visit parks and recreation facilities, 37% *who had an opinion* indicated they visit at least one time a week or more; 20% visit a few times a month, 31% visit a few times a year, 2% visit once a year, and 12% visit parks and recreation facilities seldom or never.
- Eighty-one percent (81%) of residents surveyed *who had an opinion* were “very satisfied” or “satisfied” with how well parks and recreation programs and events satisfied their needs and interests; 17% were “neutral” and 2% were “dissatisfied.”
- Residents were asked to select three items of City information they are most interested in reading about in the monthly newsletter. The items in which residents showed the most interest were: 1) special events, 2) Parks and Recreation events and programs, and 3) police events, programs, and safety tips. When residents were asked if they would be more likely to read the City newsletter if it were emailed to them, 26% *who had an opinion* answered “yes.”
- Nearly half (47%) of residents surveyed indicated they know who their two City Council members are. One-fourth (25%) indicated they have contacted their City Council members with a question, problem, or complaint, and 50% *who had an opinion* were either “very satisfied” or “satisfied” with their representation from City Council. Forty-nine percent (49%) *who had an opinion* preferred to contact their elected officials by e-mail.

How Maryland Heights Compares to Other Communities Nationally

Satisfaction ratings for Maryland Heights **rated the above the U.S. average in all 26 areas** that were assessed. Maryland Heights rated significantly higher than the U.S. average (difference of 5% or more) in 25 of these areas. Listed below are the areas where Maryland Heights performed higher than the U.S. average:

Service	Maryland Heights	U.S.	Difference	Category
Overall quality of services provided by the City	96%	48%	48%	Perceptions of the City
Overall quality of customer service you receive	83%	42%	41%	Major Categories of City Services
Availability of info about programs & services	82%	42%	40%	City Communication
Overall maintenance of City streets	79%	42%	37%	Major Categories of City Services
Quality of parks & recreation programs/facilities	95%	61%	34%	Major Categories of City Services
Effectiveness of City communication with citizens	80%	46%	34%	Major Categories of City Services
How open the City is to public involvement & input	64%	31%	33%	City Communication
Efforts to keep you informed about local issues	76%	43%	33%	City Communication
Maintenance of residential/neighborhood streets	77%	45%	32%	City Maintenance/Public Works
Condition of City sidewalks	74%	43%	31%	City Maintenance/Public Works
Snow removal on City streets	90%	60%	30%	City Maintenance/Public Works
Overall image of the City	90%	61%	29%	Perceptions of the City
Stormwater control	80%	54%	26%	City Maintenance/Public Works
How quickly police respond to emergencies	88%	62%	26%	Public Safety Services
Overall quality of police services	91%	68%	23%	Major Categories of City Services
Overall quality of life in the City	93%	72%	21%	Perceptions of the City
Overall appearance and upkeep of the City	85%	64%	21%	Perceptions of the City
Overall feeling of safety in the City	86%	66%	20%	Perceptions of the City
The visibility of police in my neighborhood	75%	56%	19%	Public Safety Services
The City's efforts to prevent crime	73%	55%	18%	Public Safety Services
Attentiveness in enforcing local traffic laws	80%	65%	15%	Public Safety Services
Overall enforcement of City codes & ordinances	63%	53%	10%	Major Categories of City Services
Ease of registration for programs and services	72%	62%	10%	Recreation Programs and Events
Residential/neighborhood street lighting	65%	57%	8%	City Maintenance/Public Works
The quality of the City's website	66%	59%	7%	City Communication
The visibility of police in retail areas	64%	60%	4%	Public Safety Services

How Maryland Heights Compares to the Missouri and Kansas Region

Satisfaction ratings for Maryland Heights **rated above the Missouri and Kansas average in all 26 areas** that were assessed. Maryland Heights rated significantly higher than the Missouri and Kansas average (difference of 5% or more) in 25 of these areas. Listed below are the areas where Maryland Heights performed higher than the Missouri and Kansas average:

Service	Maryland Heights	MO/KS Region	Difference	Category
Overall quality of services provided by the City	96%	42%	54%	Perceptions of the City
Overall maintenance of City streets	79%	38%	41%	Major Categories of City Services
Overall image of the City	90%	58%	32%	Perceptions of the City
Effectiveness of City communication with citizens	80%	48%	32%	Major Categories of City Services
Overall appearance and upkeep of the City	85%	53%	32%	Perceptions of the City
Condition of City sidewalks	74%	43%	31%	City Maintenance/Public Works
Availability of info about programs & services	82%	51%	31%	City Communication
How open the City is to public involvement & input	64%	34%	30%	City Communication
Overall quality of customer service you receive	83%	53%	30%	Major Categories of City Services
Stormwater control	80%	51%	29%	City Maintenance/Public Works
Quality of parks & recreation programs/facilities	95%	66%	29%	Major Categories of City Services
Snow removal on City streets	90%	62%	28%	City Maintenance/Public Works
Overall quality of police services	91%	63%	28%	Major Categories of City Services
Overall quality of life in the City	93%	67%	26%	Perceptions of the City
How quickly police respond to emergencies	88%	62%	26%	Public Safety Services
Overall feeling of safety in the City	86%	63%	23%	Perceptions of the City
The City's efforts to prevent crime	73%	52%	21%	Public Safety Services
Maintenance of residential/neighborhood streets	77%	56%	21%	City Maintenance/Public Works
Efforts to keep you informed about local issues	76%	55%	21%	City Communication
Overall enforcement of City codes & ordinances	63%	48%	15%	Major Categories of City Services
Residential/neighborhood street lighting	65%	50%	15%	City Maintenance/Public Works
The visibility of police in my neighborhood	75%	60%	15%	Public Safety Services
Attentiveness in enforcing local traffic laws	80%	69%	11%	Public Safety Services
Ease of registration for programs and services	72%	63%	9%	Recreation Programs and Events
The quality of the City's website	66%	58%	8%	City Communication
The visibility of police in retail areas	64%	60%	4%	Public Safety Services

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. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Overall enforcement of City codes and ordinances (IS Rating=0.1365)
- Overall maintenance of City streets (IS Rating=0.1348)

The table below shows the importance-satisfaction rating for all 7 major categories of City services that were rated.

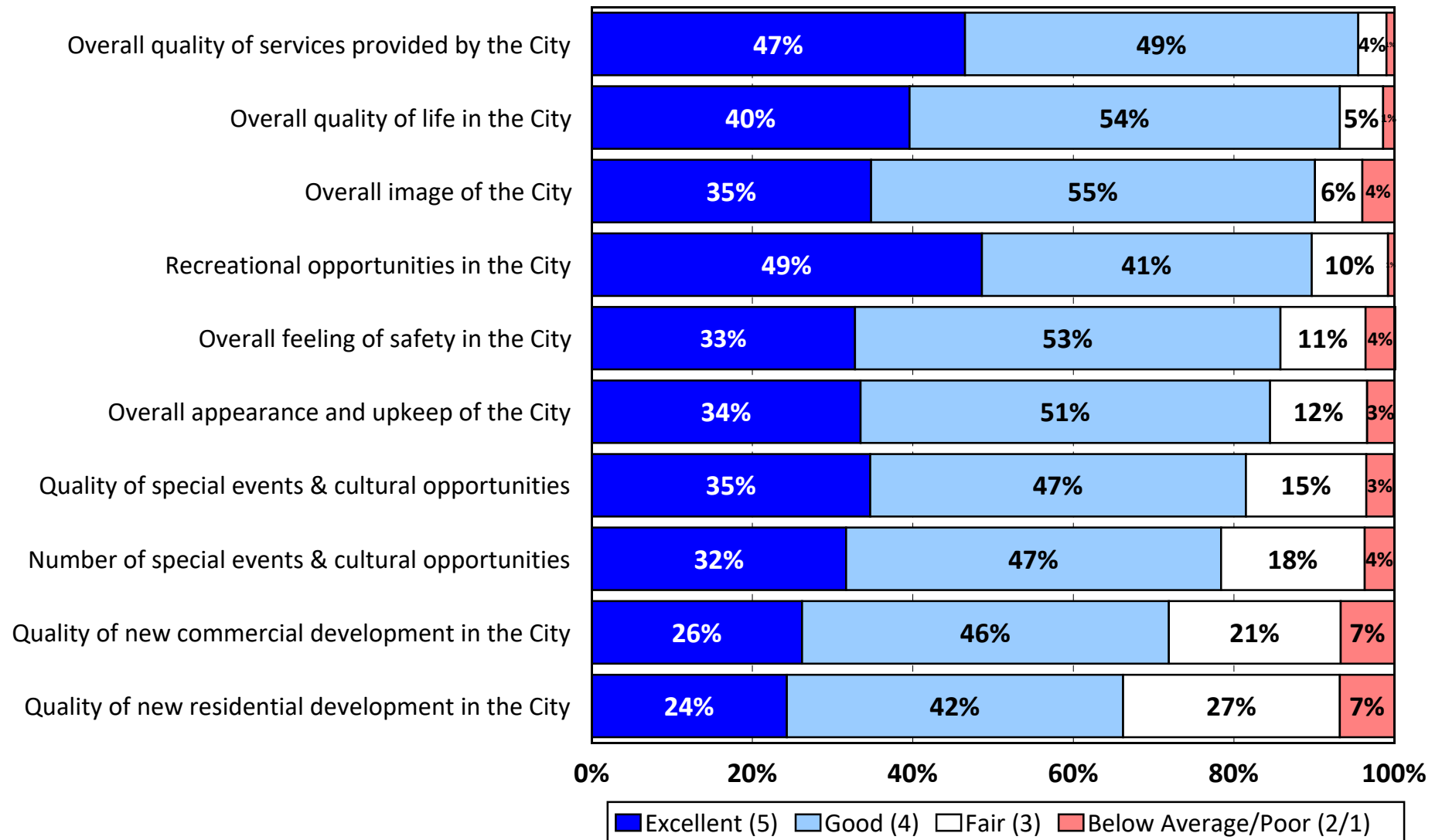
2019 Importance-Satisfaction Rating Maryland Heights, MO Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall enforcement of City codes & ordinances	37%	3	63%	7	0.1365	1
Overall maintenance of City streets	65%	1	79%	6	0.1348	2
Medium Priority (IS <.10)						
Effectiveness of City communication with citizens	29%	5	80%	5	0.0588	3
Overall quality of police services	55%	2	91%	3	0.0501	4
Overall quality of customer service you receive	14%	7	83%	4	0.0245	5
Maintenance of buildings, parks & facilities	26%	6	92%	2	0.0206	6
Quality of parks & recreation programs/facilities	29%	4	95%	1	0.0145	7

Section 1

Charts and Graphs

Q1. Ratings of Items That Influence Perceptions of the City of Maryland Heights

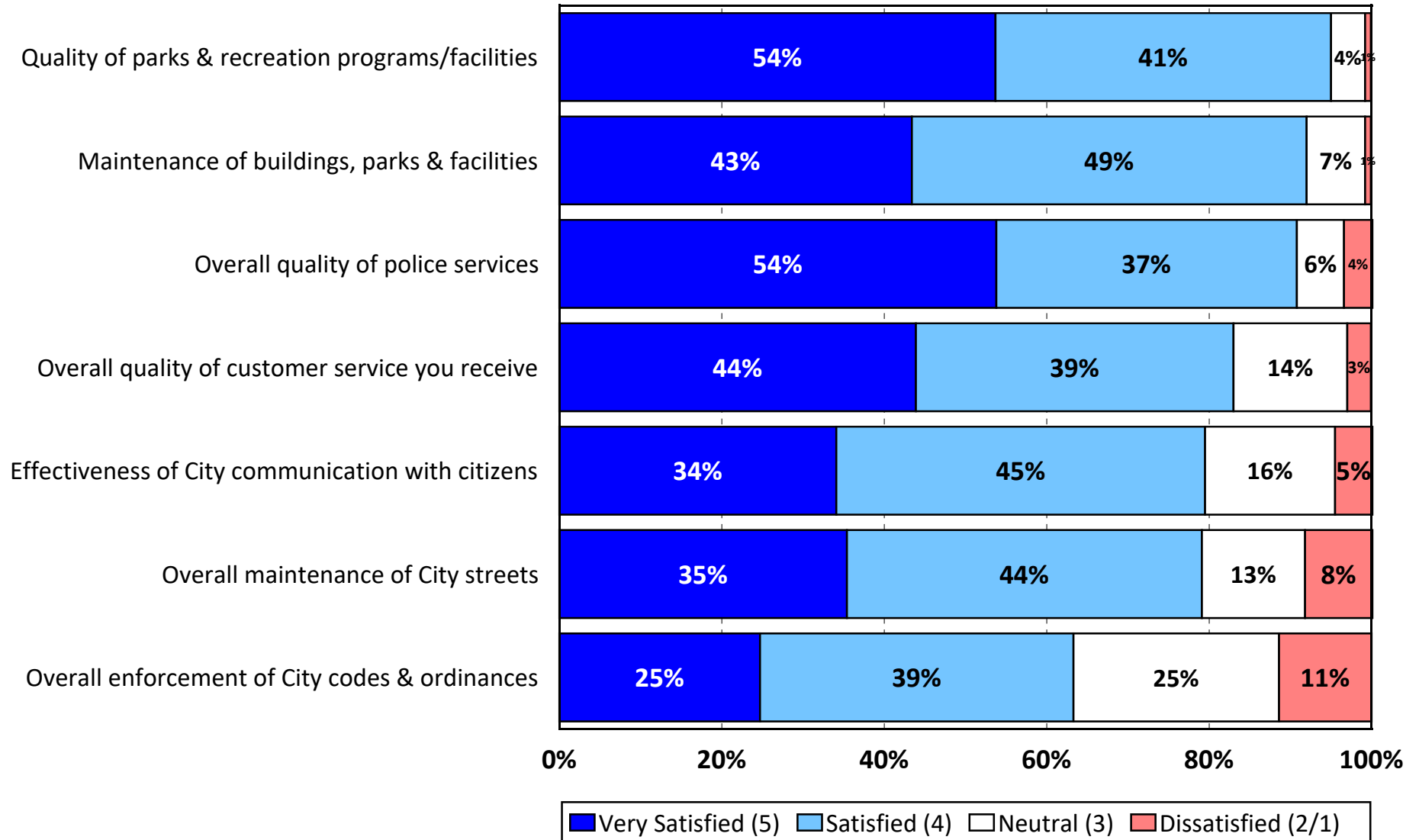
by percentage of respondents (excluding “don't know”)



Source: ETC Institute (2019)

Q2. Satisfaction with Major Categories of City Services

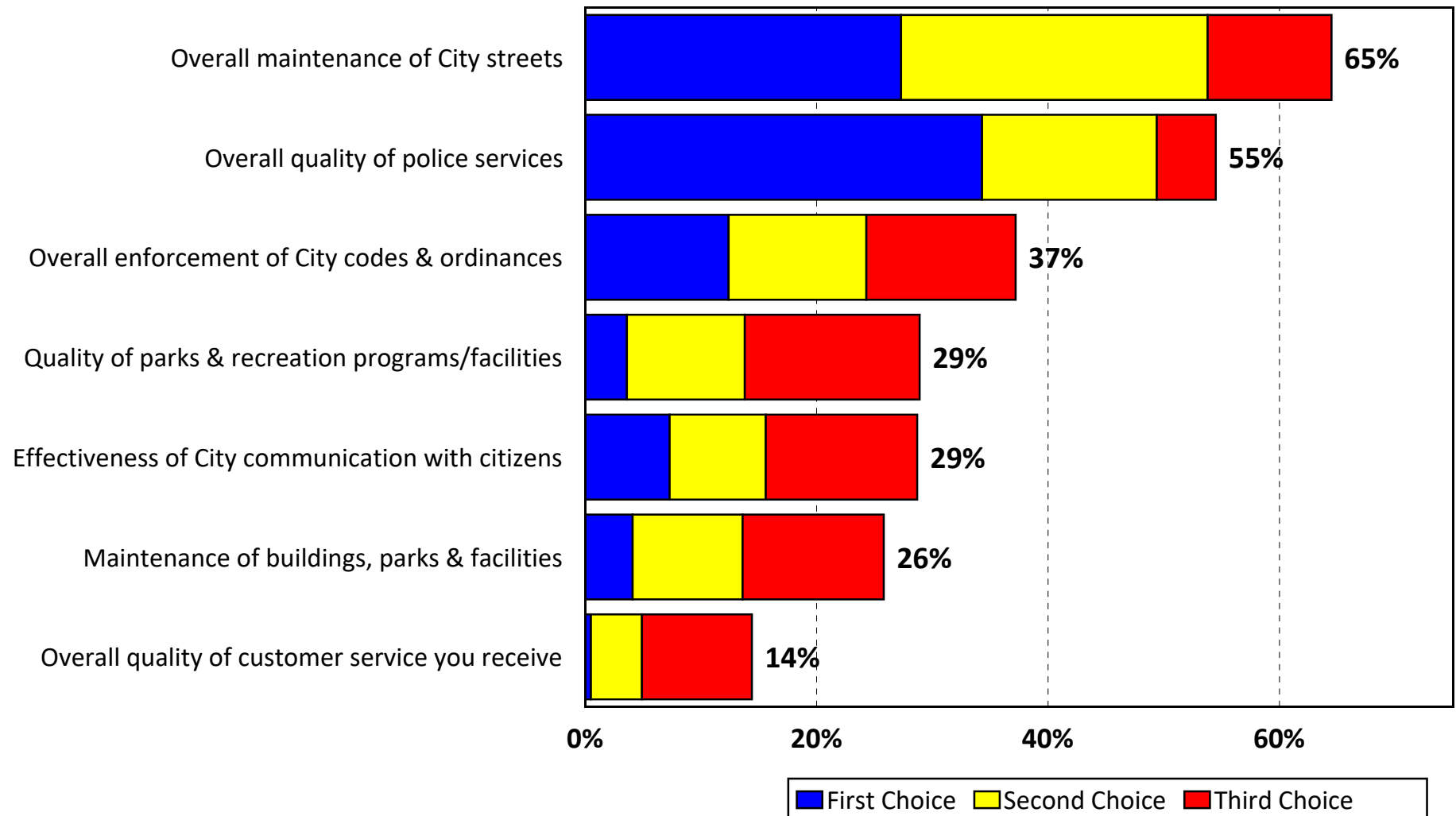
by percentage of respondents (excluding “don't know”)



Source: ETC Institute (2019)

Q3. Major Categories of City Services That Should Receive the Most Emphasis Over the Next Two Years

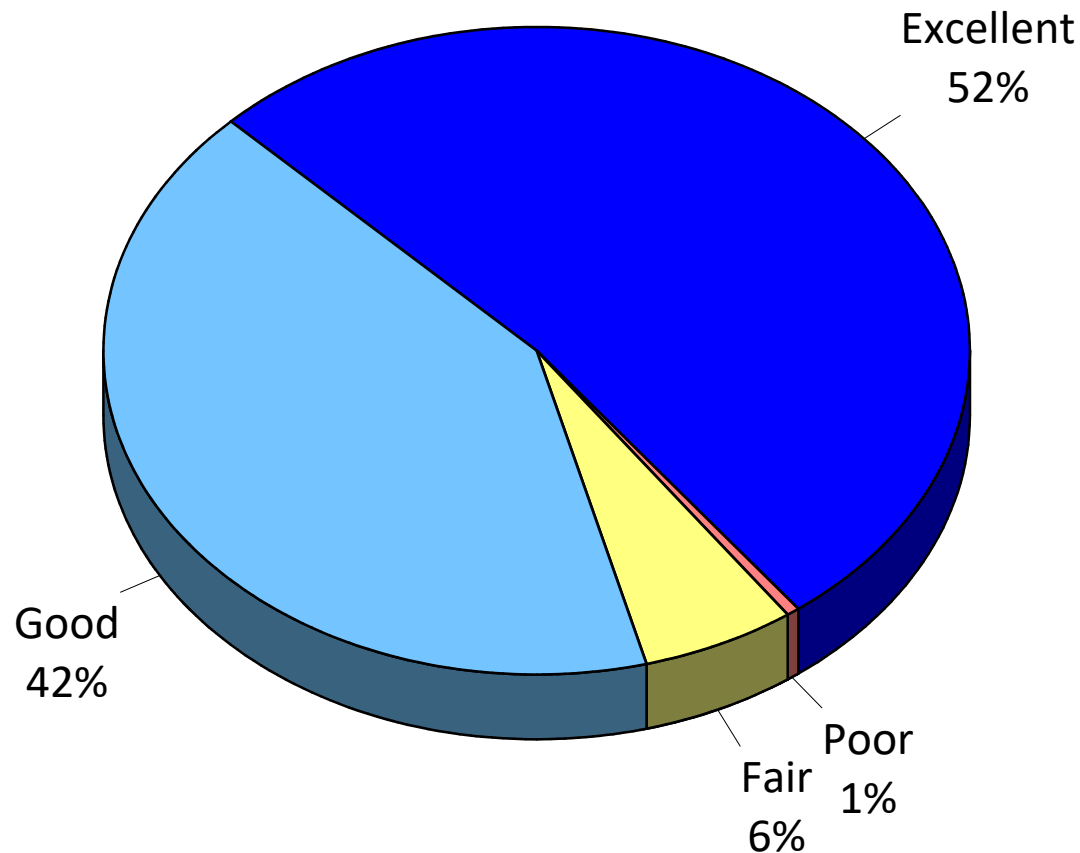
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q4. How would you rate Maryland Heights as a place to raise a family?

by percentage of respondents (excluding "don't know/no answer")

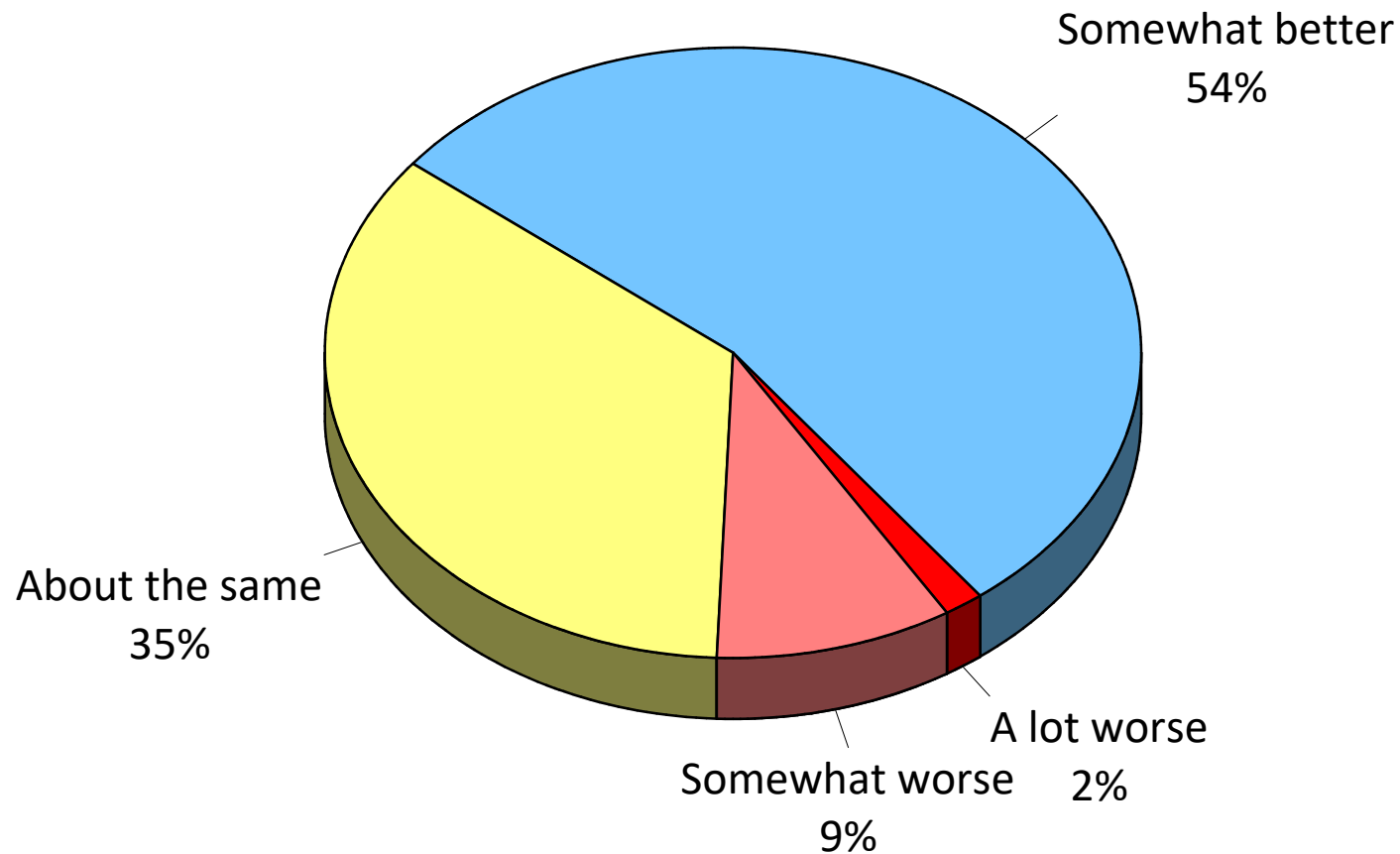


Source: ETC Institute (2019)

ETC Institute (2019)

Q5. Compared to five years ago, would you say Maryland Heights is:

by percentage of respondents (excluding "don't know/no answer")

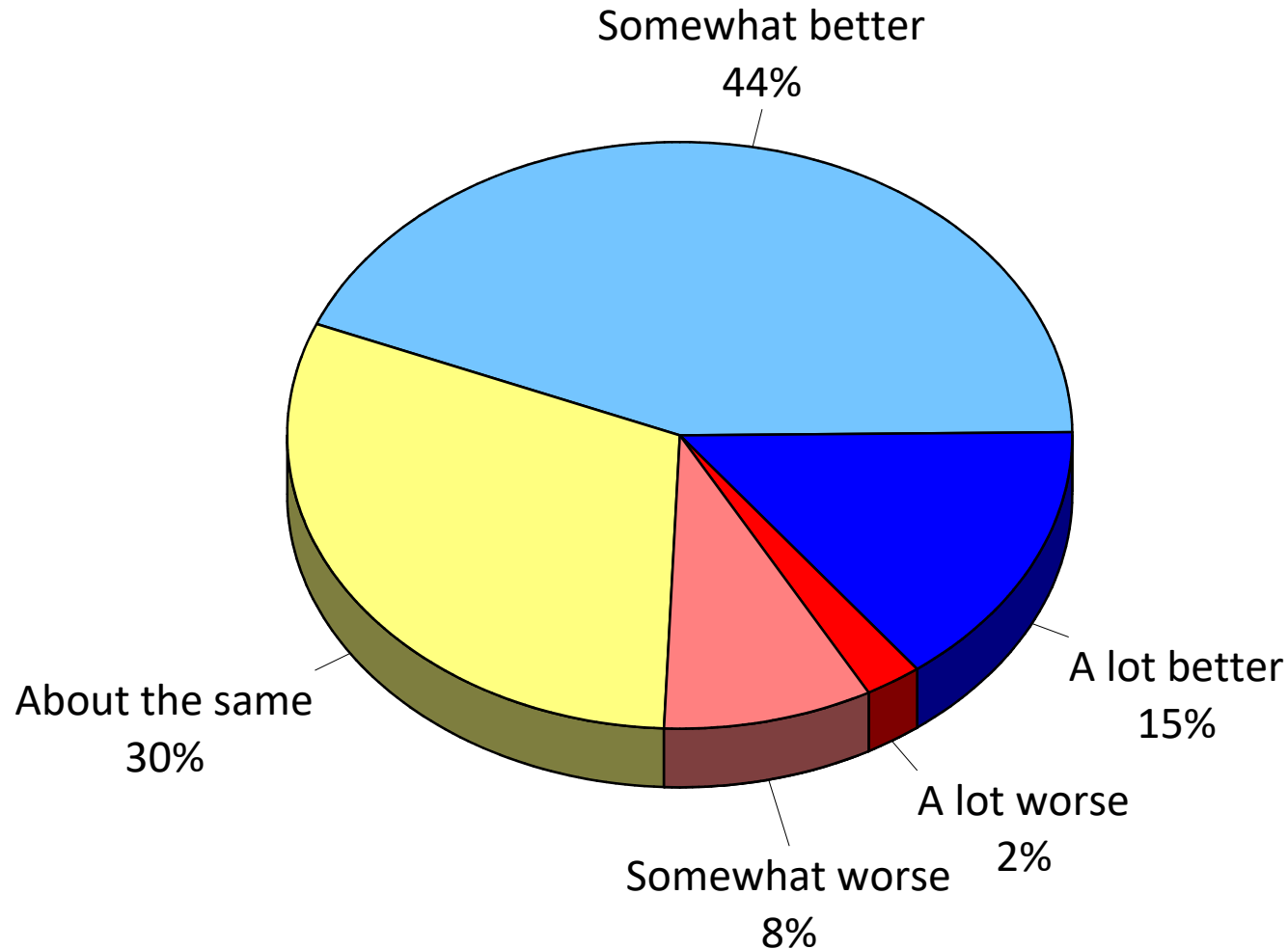


Source: ETC Institute (2019)

ETC Institute (2019)

Q6. Looking to the future, say five years from now, do you think Maryland Heights will be:

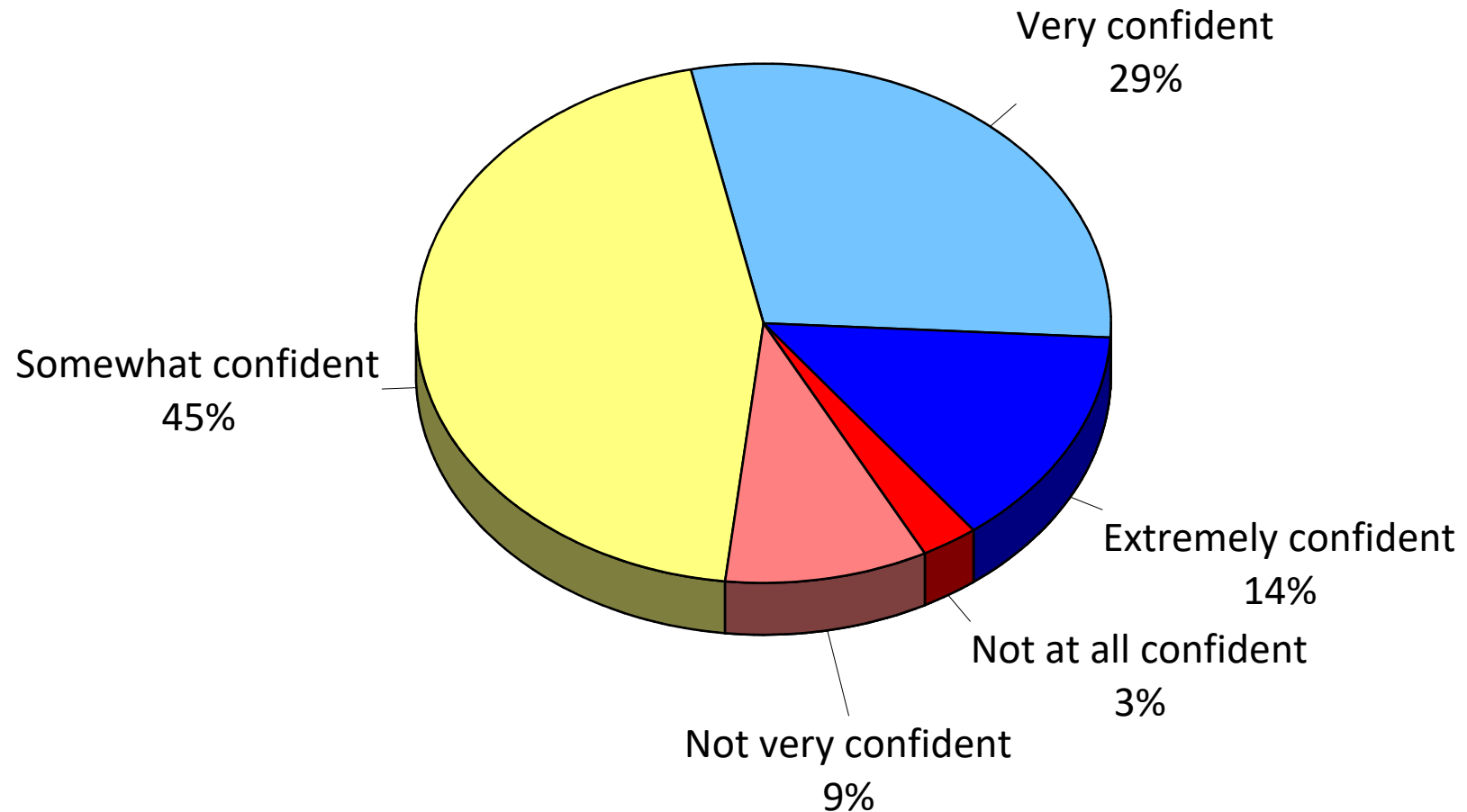
by percentage of respondents (excluding "don't know/no answer")



Source: ETC Institute (2019)

Q7. How confident are you that the residential property values in Maryland Heights are keeping pace with those in other parts of St. Louis County?

by percentage of respondents (excluding "don't know/no answer")

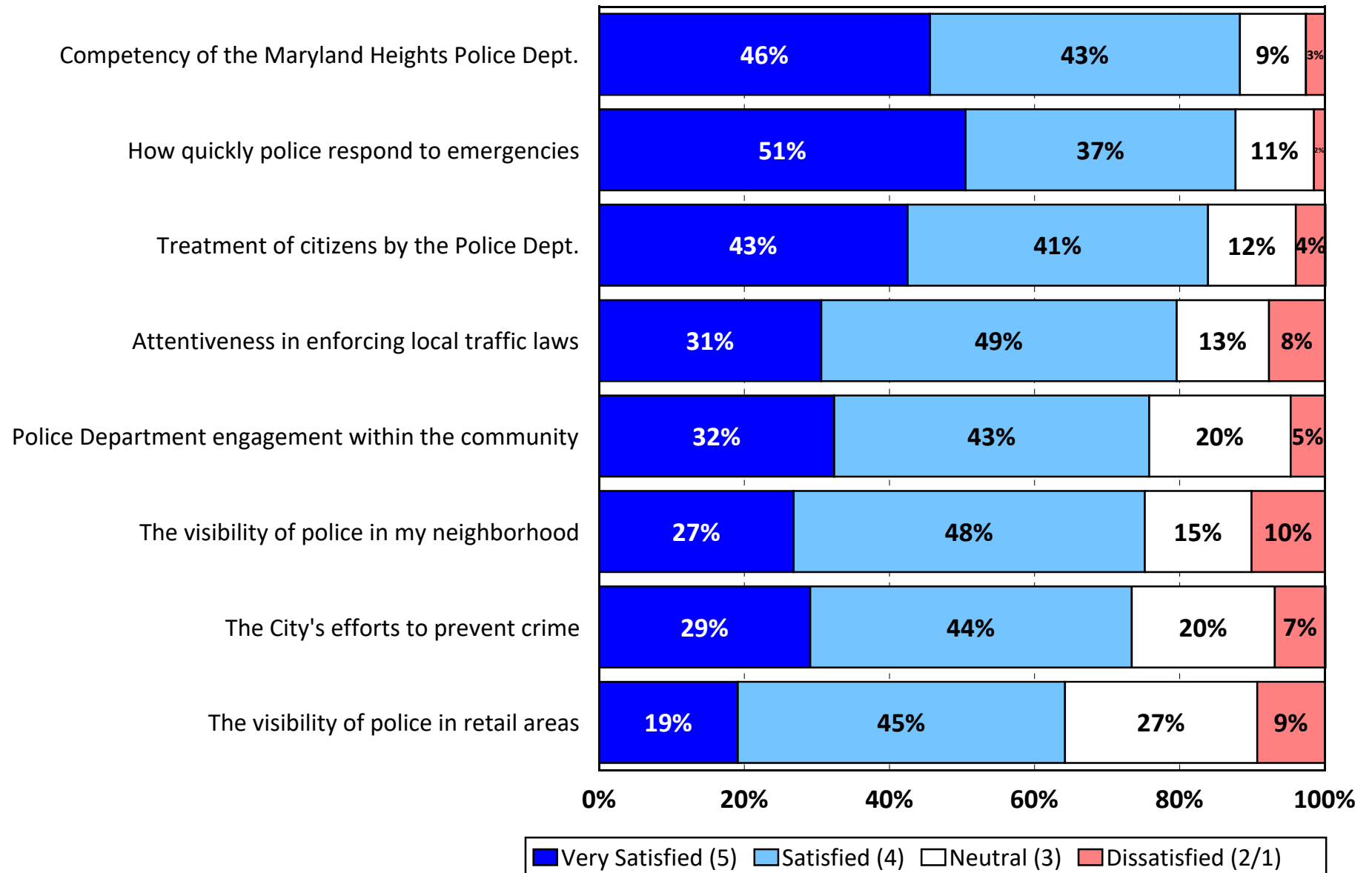


Source: ETC Institute (2019)

ETC Institute (2019)

Q8. Satisfaction with Public Safety Services

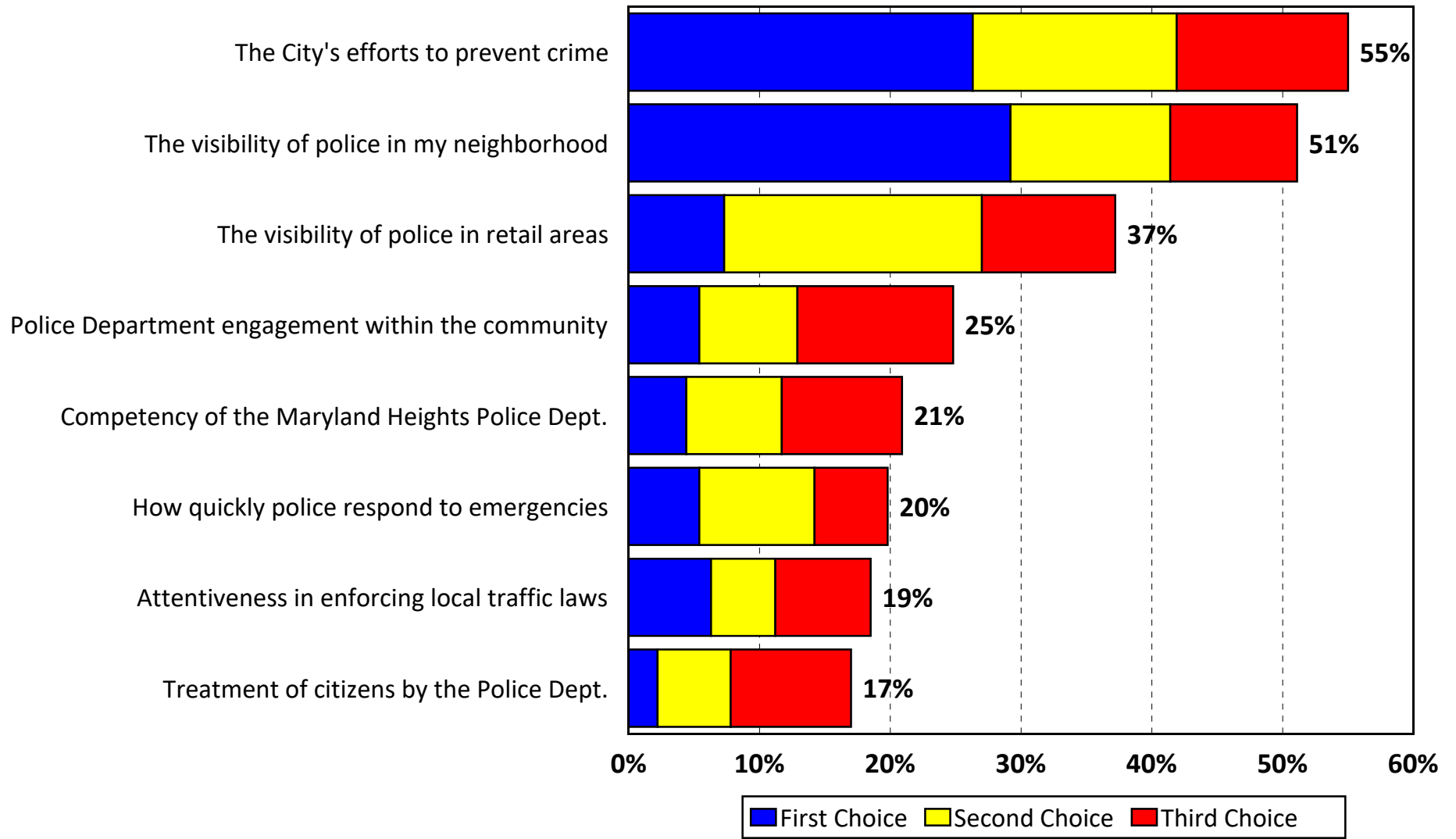
by percentage of respondents (excluding “don't know”)



Source: ETC Institute (2019)

Q9. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

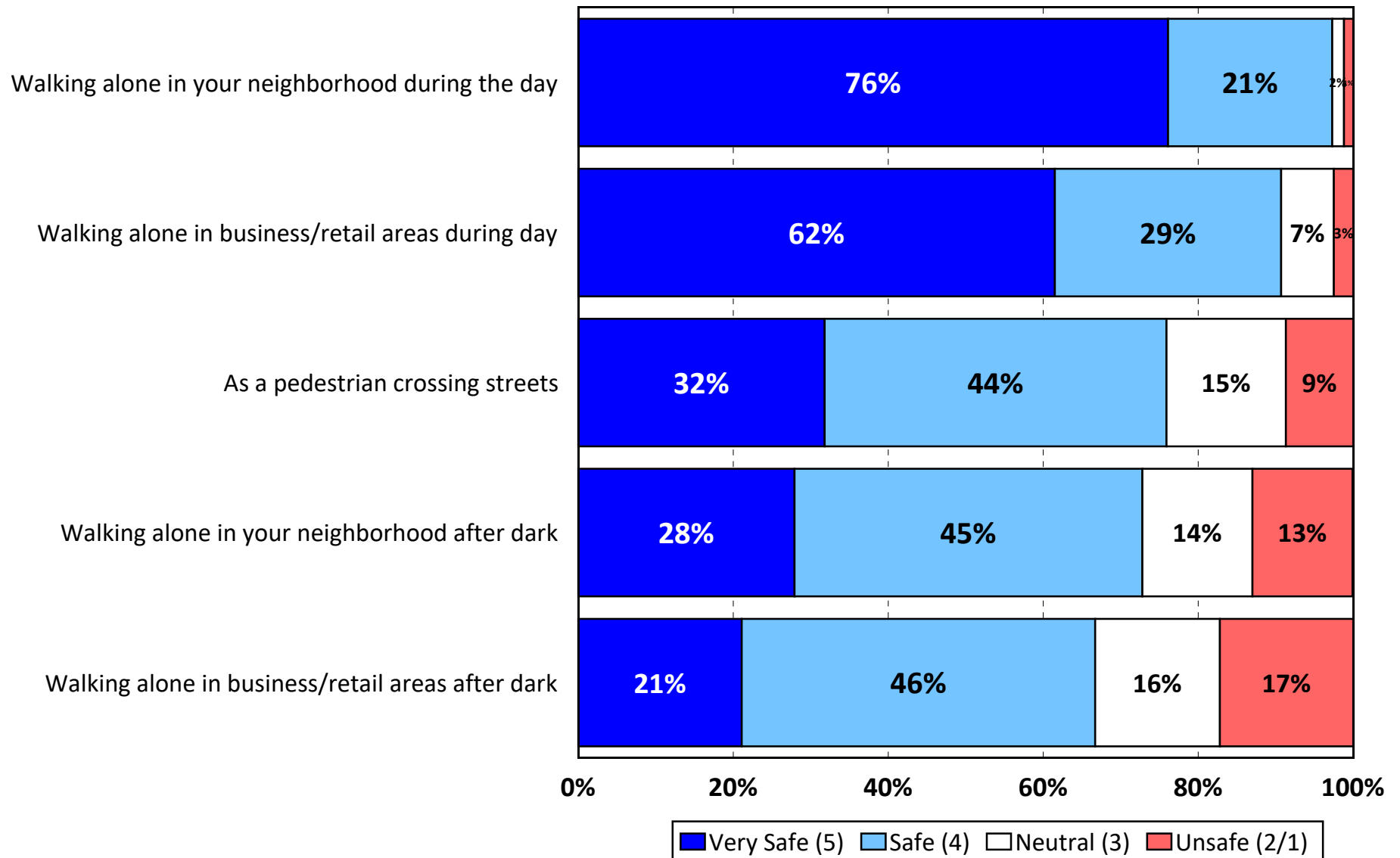
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q10. Feeling of Safety in Various Situations

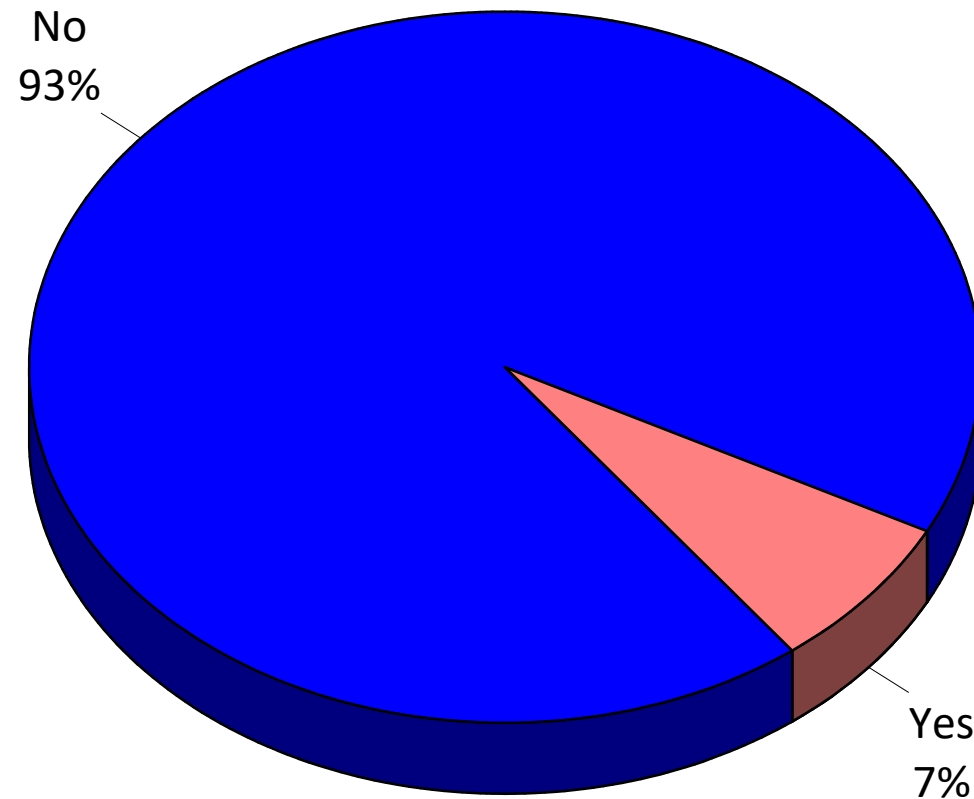
by percentage of respondents (excluding “don't know”)



Source: ETC Institute (2019)

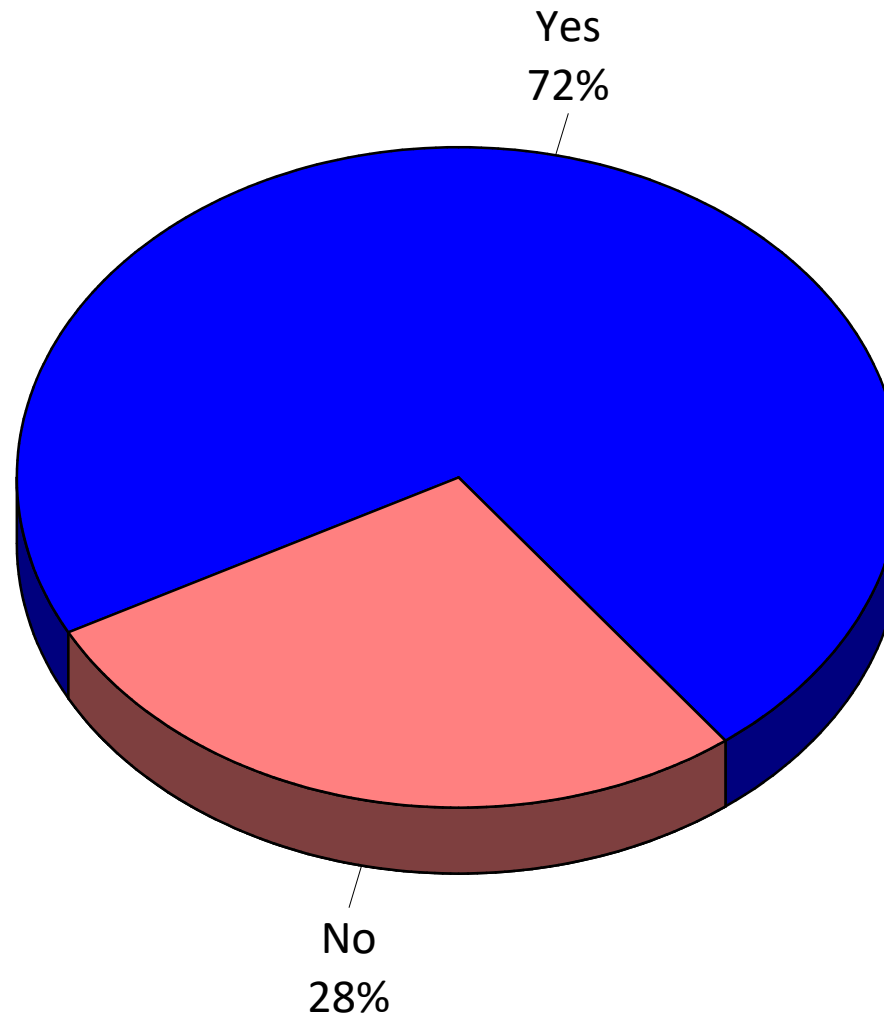
Q11. In the past 12 months, were you or anyone in your household the victim of any crime in Maryland Heights?

by percentage of respondents (excluding "don't know")



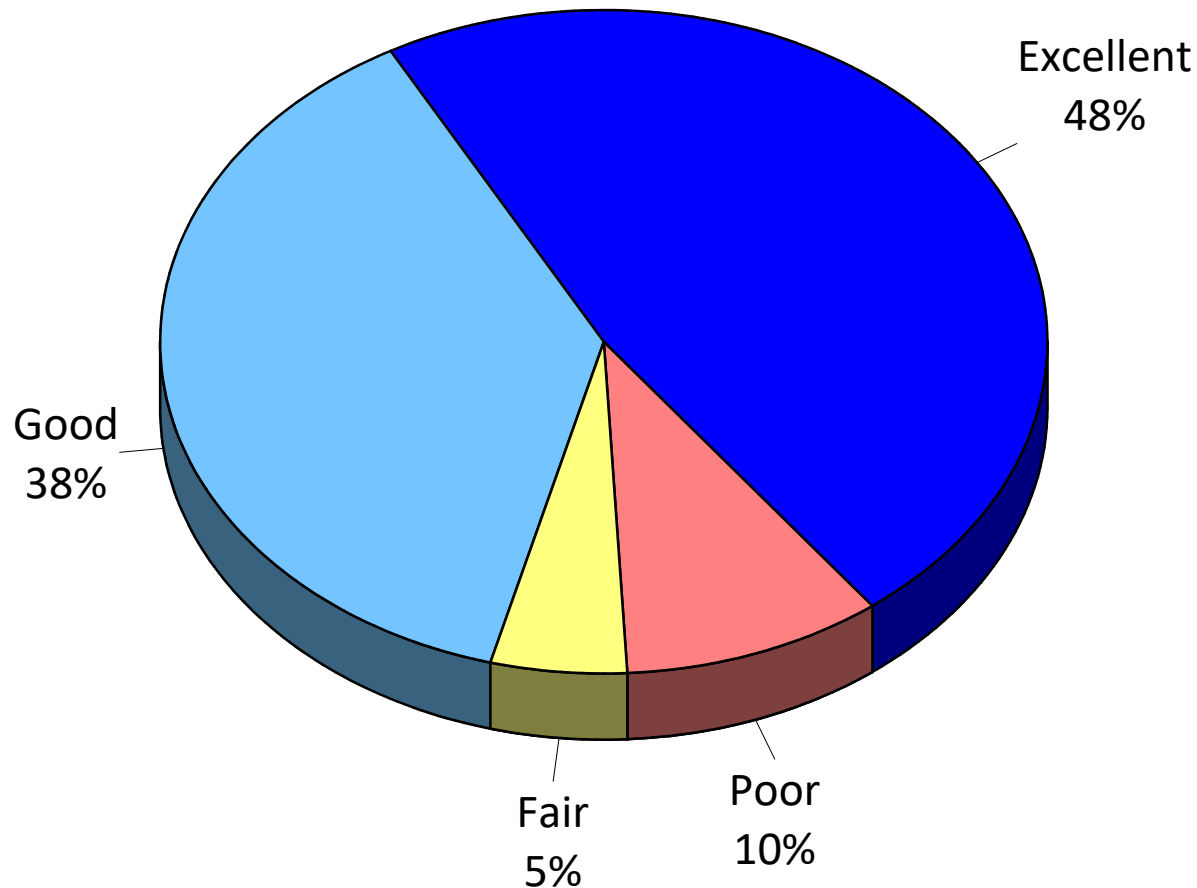
Q11a. If “Yes,” did you report these crimes to the police?

by percentage of respondents who were a victim of crime



Q11b. If “Yes,” how would you rate the timeliness and contact with the police?

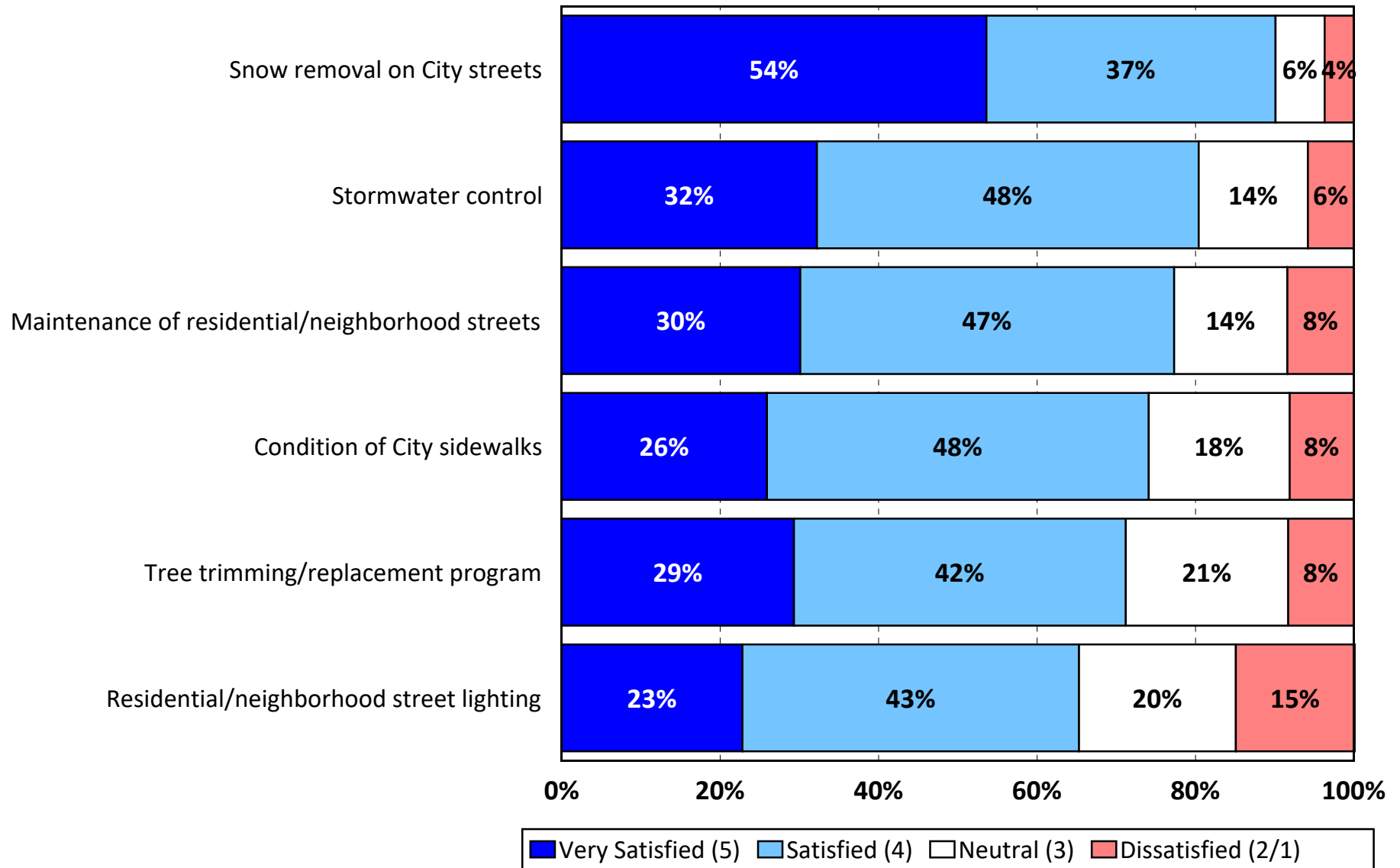
by percentage of respondents who were a victim of crime



Source: ETC Institute (2019)

Q12. Satisfaction with City Maintenance/Public Works

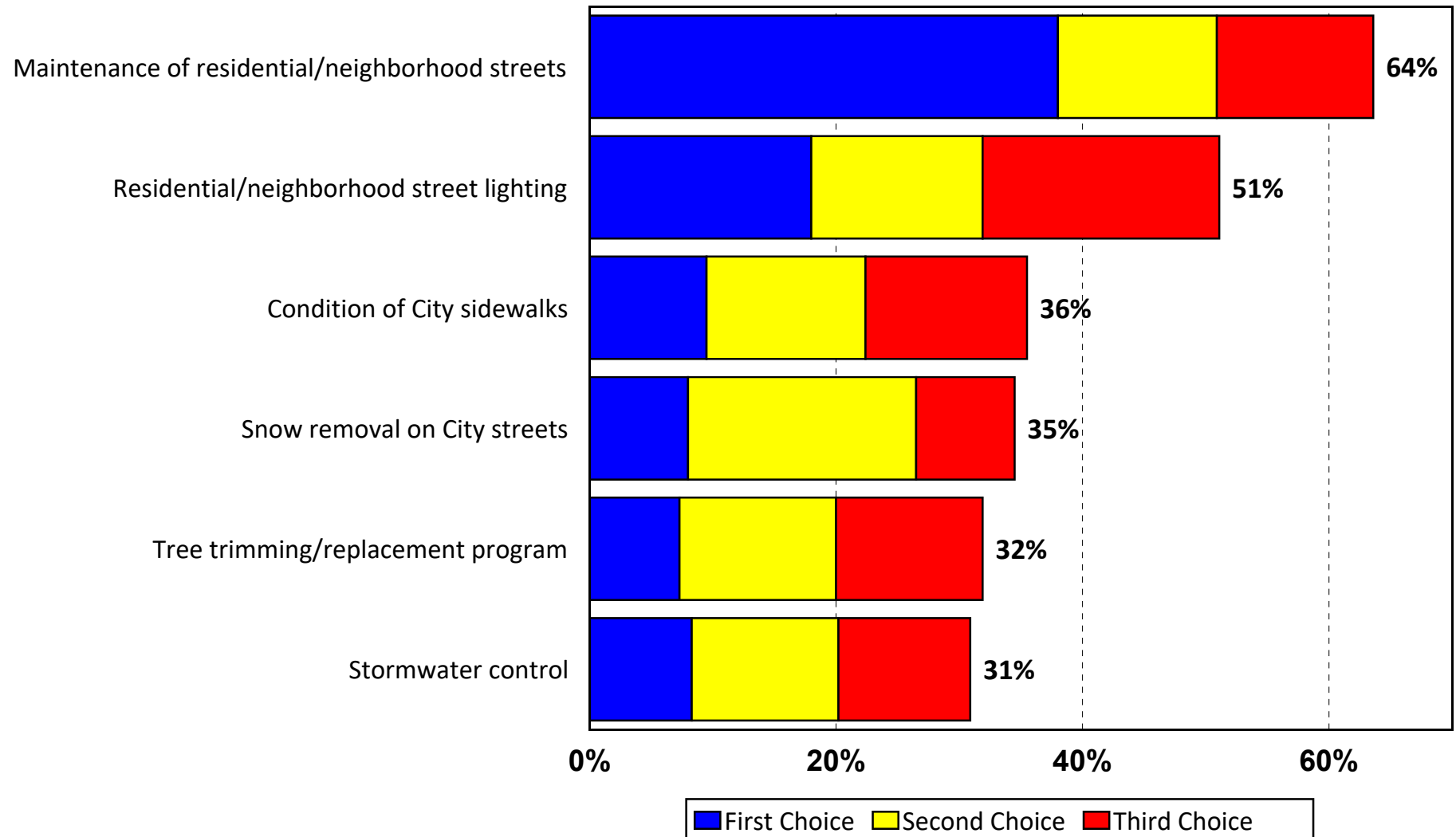
by percentage of respondents (excluding “don't know”)



Source: ETC Institute (2019)

Q13. City Maintenance/Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

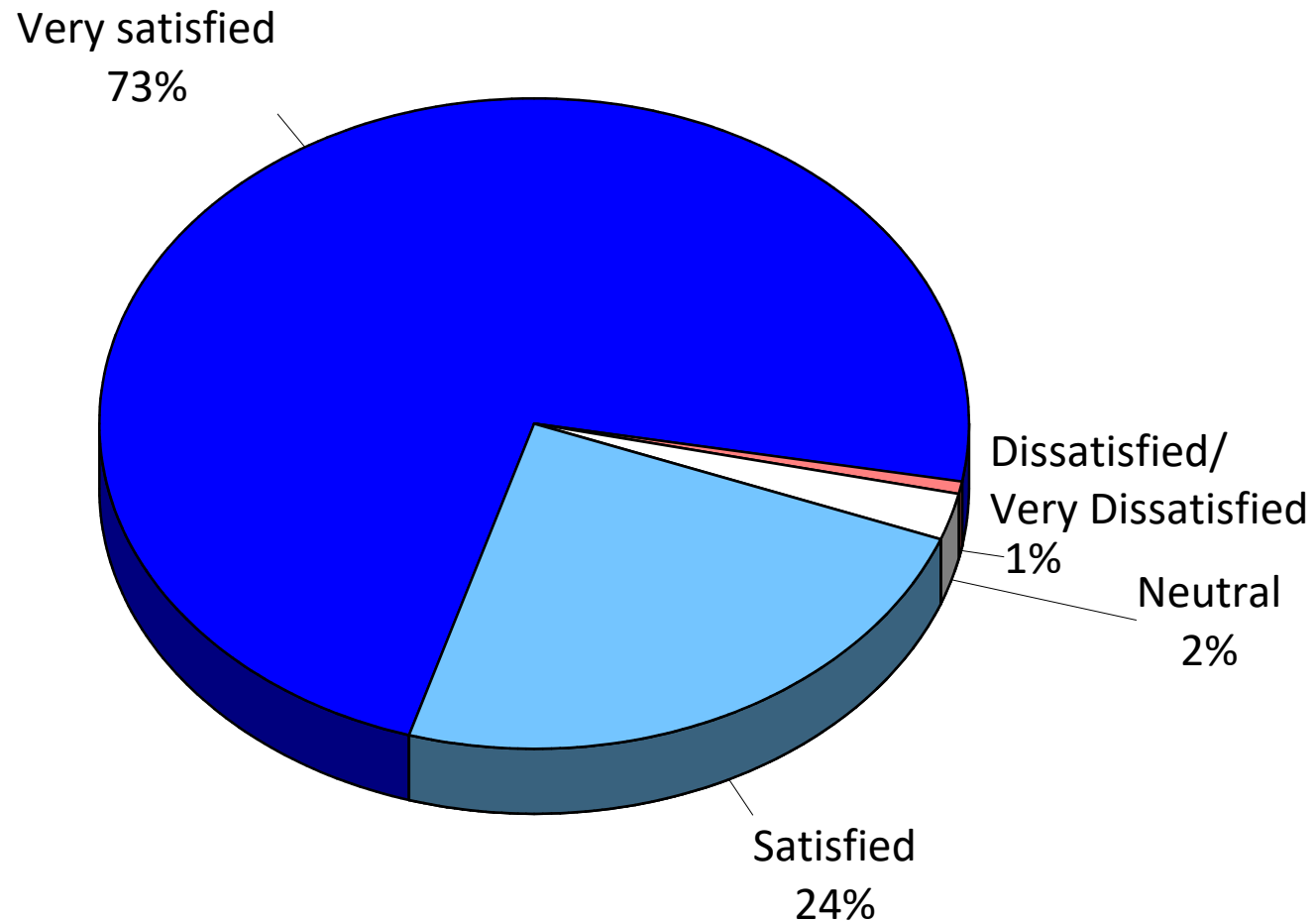
by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2019)

Q14. How would you rate the solid waste services provided to most residential properties free of charge by the City?

by percentage of respondents (excluding "don't know")

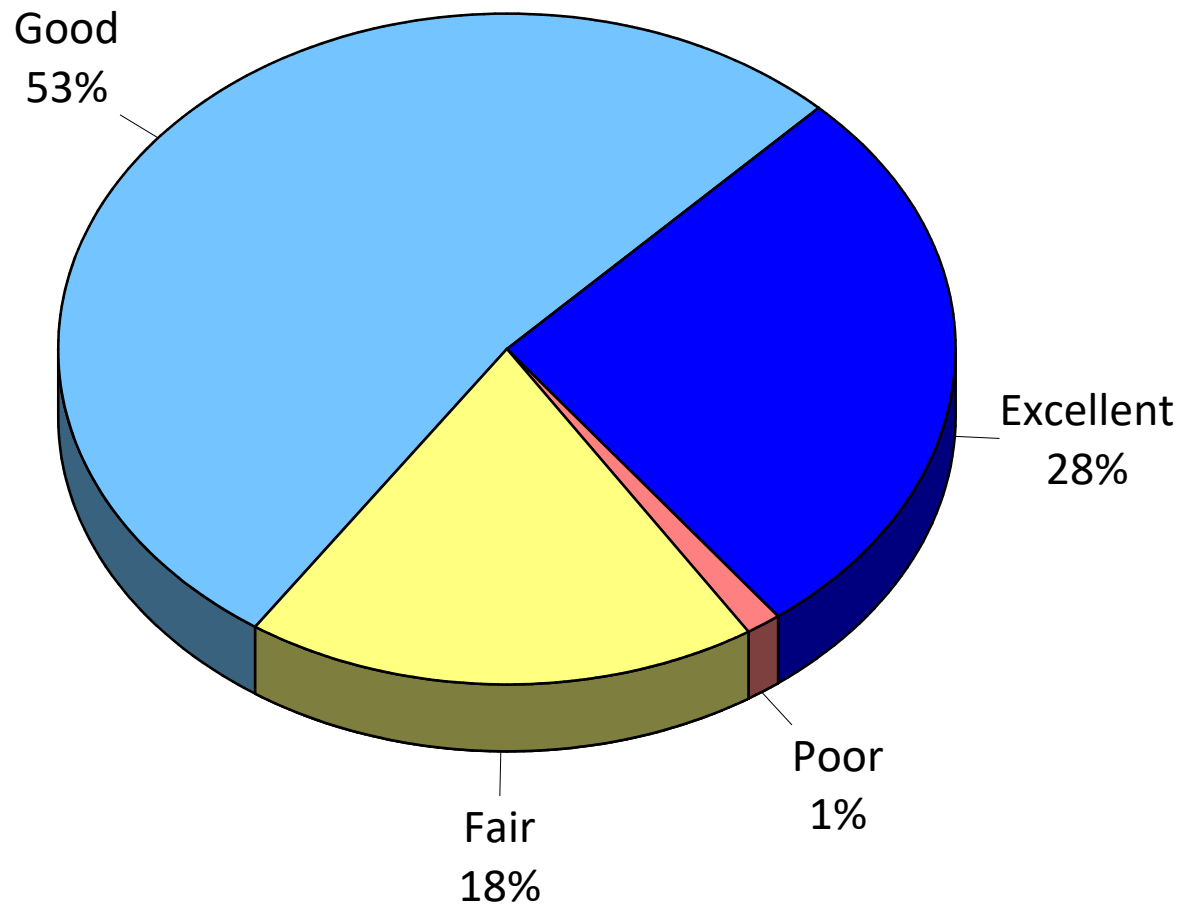


Source: ETC Institute (2019)

ETC Institute (2019)

Q15. How would you rate the pedestrian accessibility throughout the City of Maryland Heights?

by percentage of respondents (excluding “don't know/no answer”)

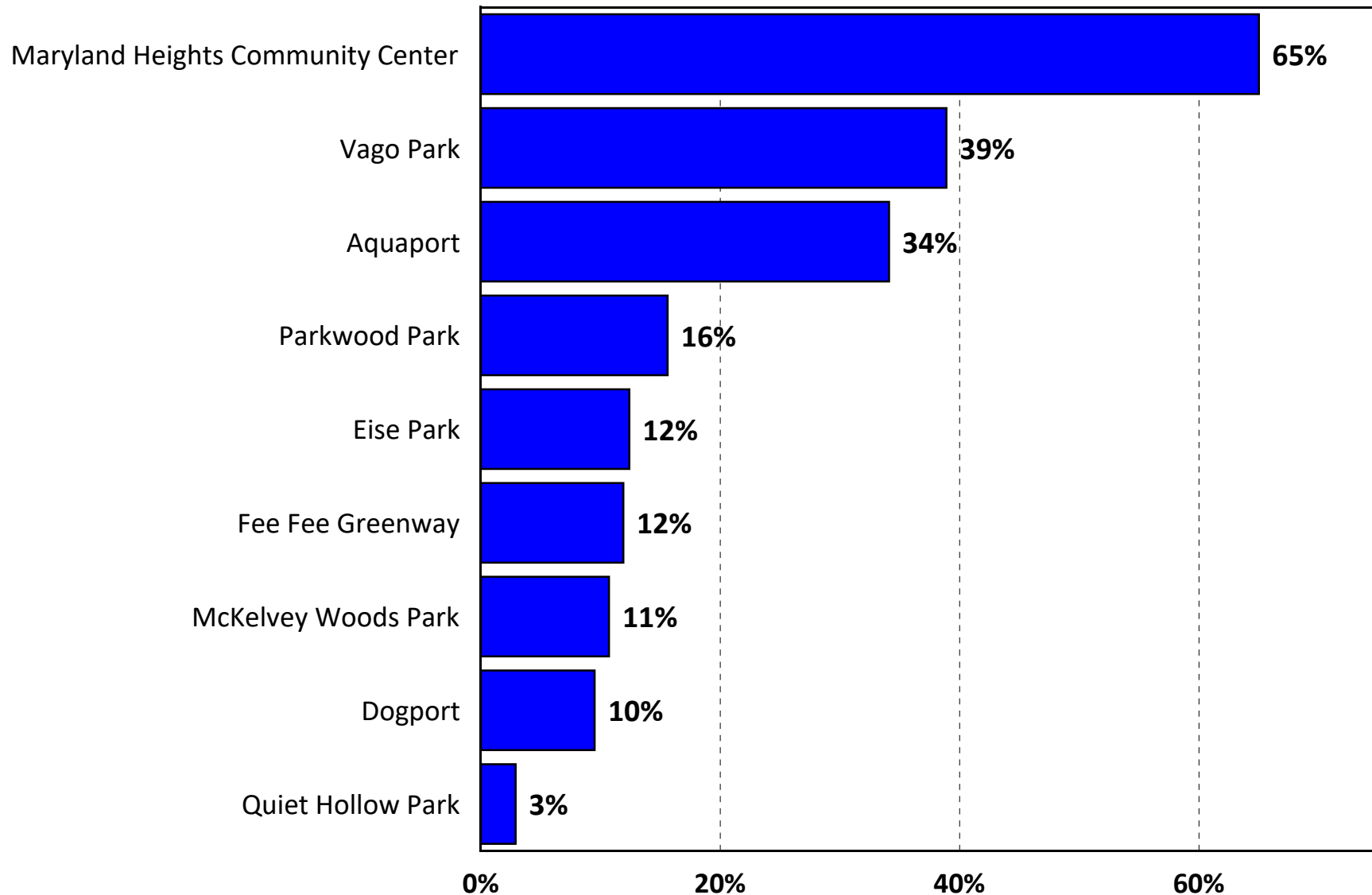


Source: ETC Institute (2019)

ETC Institute (2019)

Q16. Which of the Maryland Heights Parks and Recreation Facilities do you or other members of your household visit?

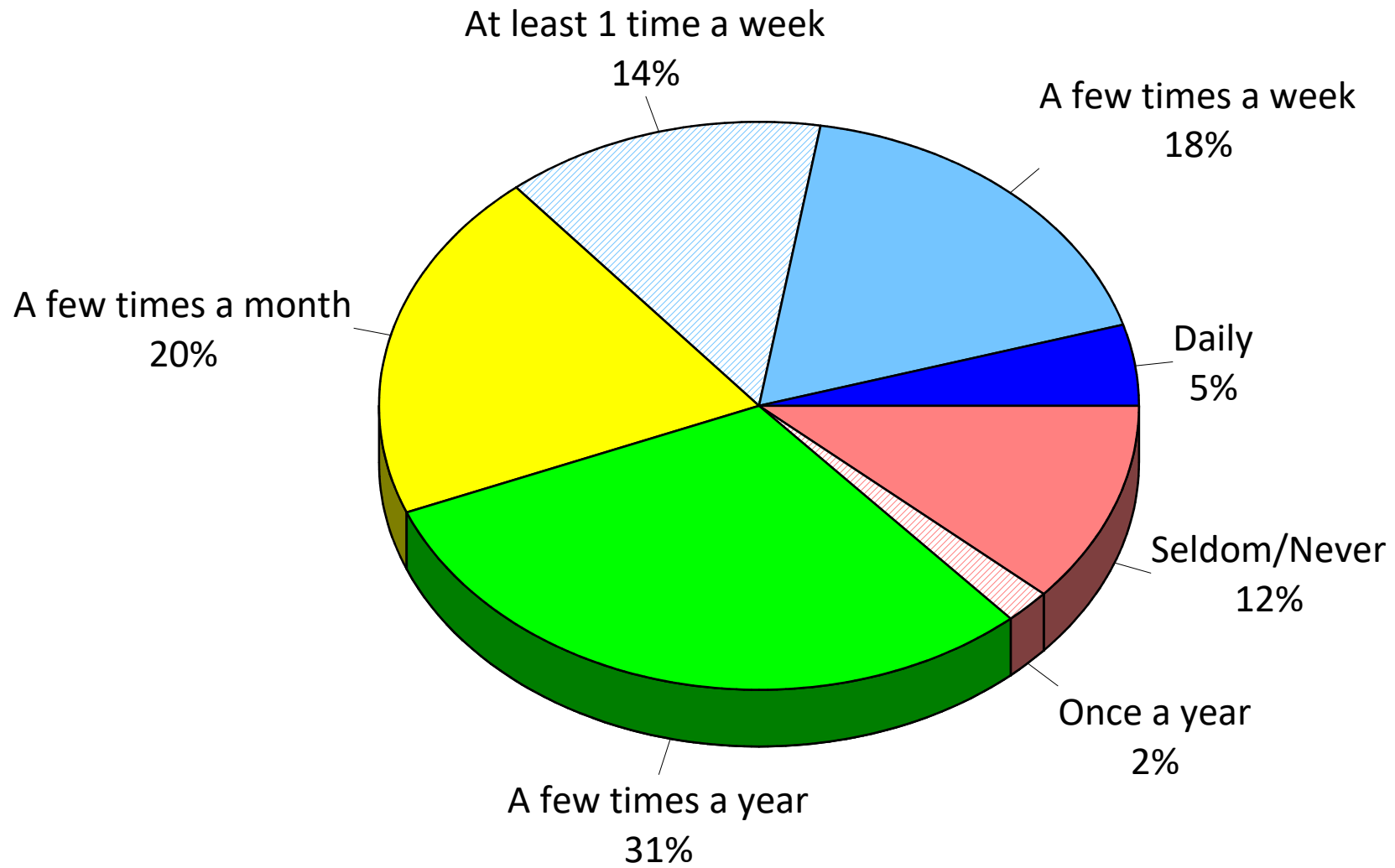
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2019)

Q17. How often do you visit Parks and Recreation facilities?

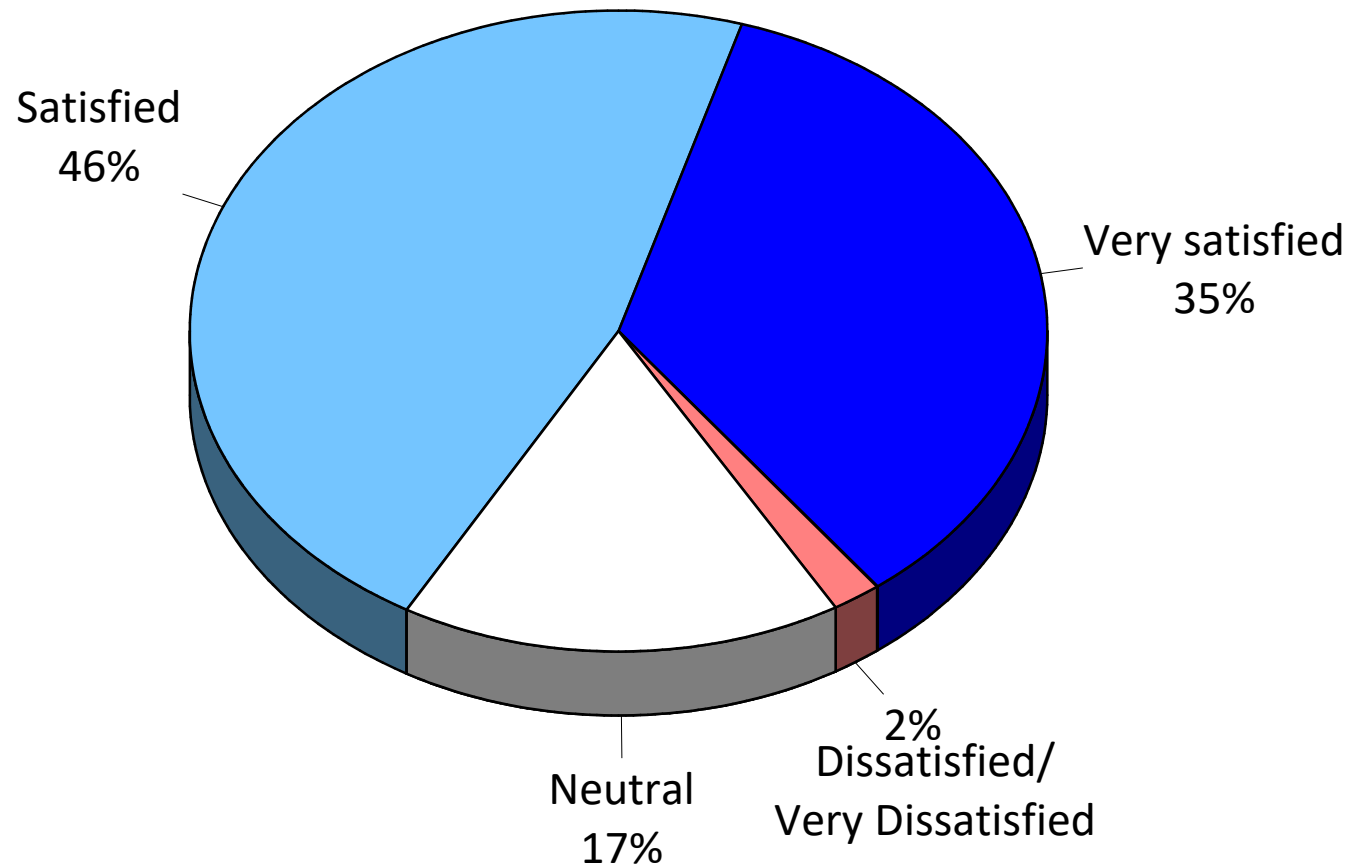
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2019)

Q18. How satisfied are you with how well Parks and Recreation Programs and Events satisfy your needs and interests?

by percentage of respondents (excluding "don't know")

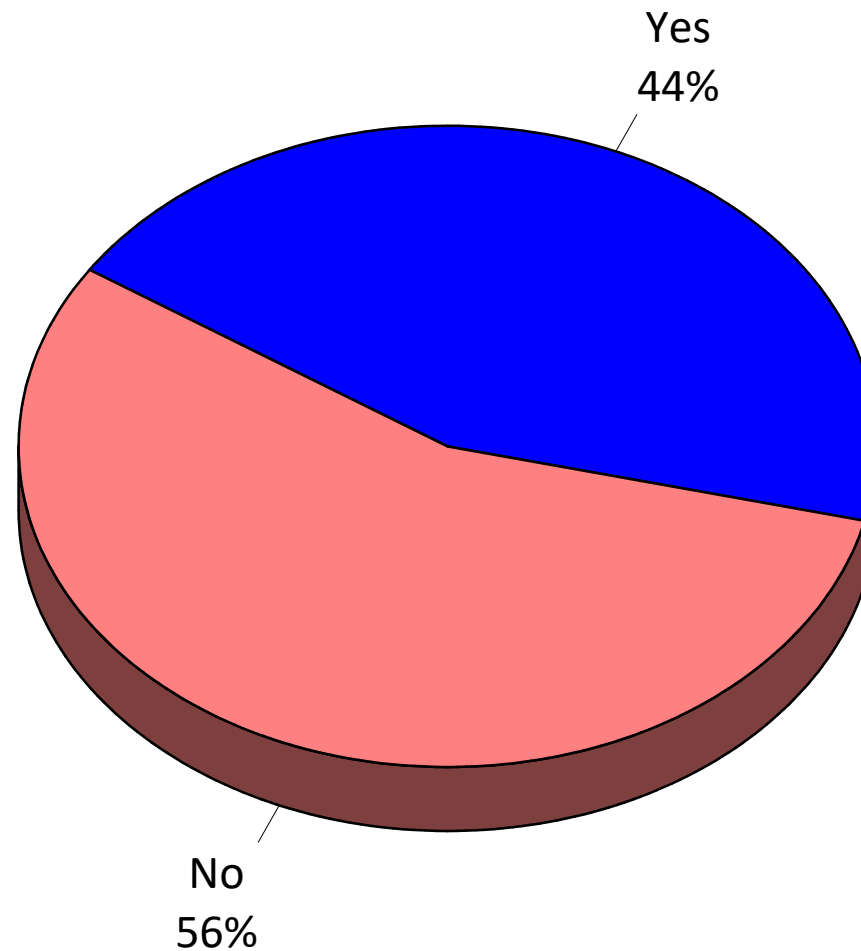


Source: ETC Institute (2019)

ETC Institute (2019)

Q20. Aquaport is currently under renovation and is expected to re-open in May of 2020. Do you plan to visit the aquatic park?

by percentage of respondents (excluding "don't know")

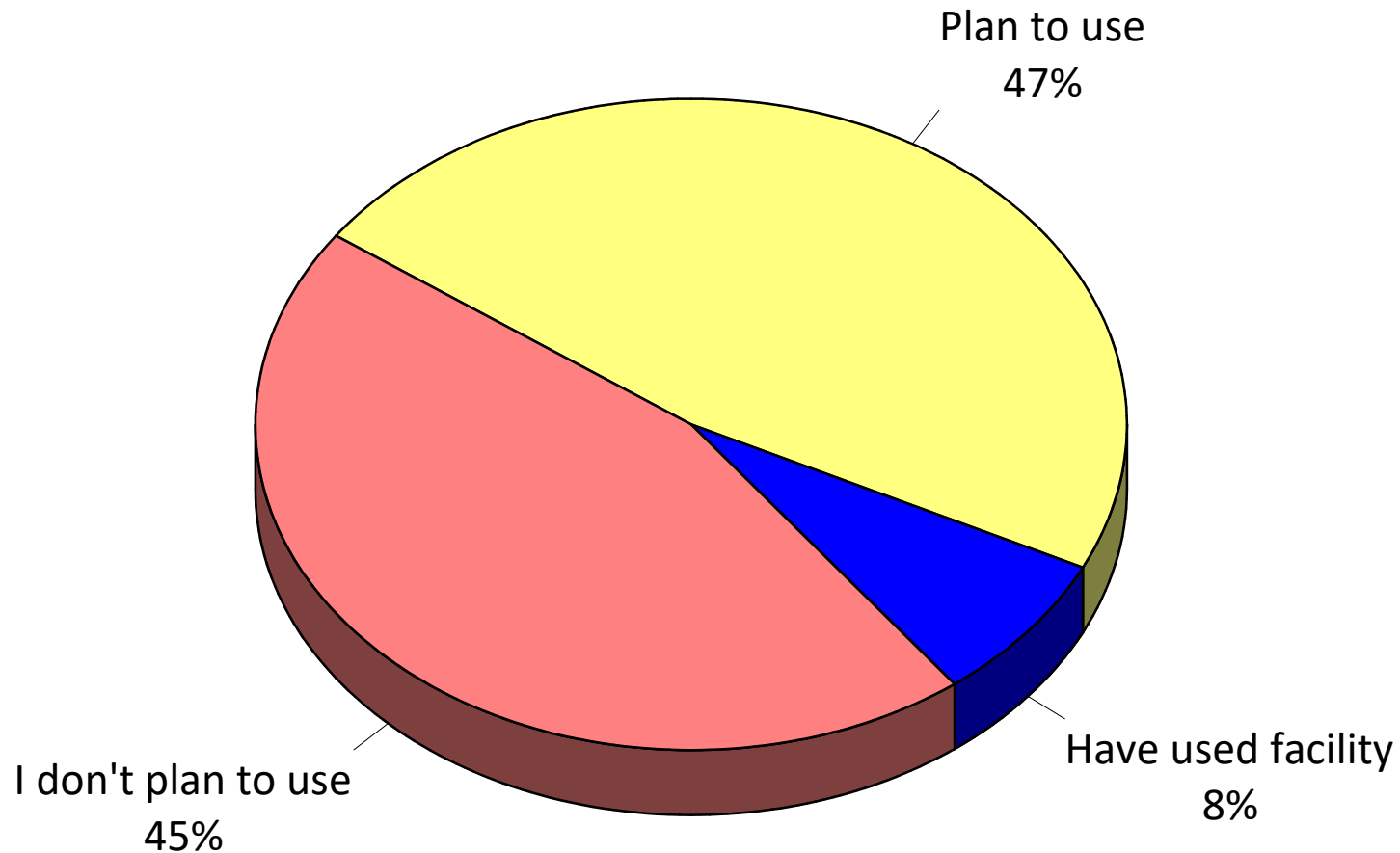


Source: ETC Institute (2019)

ETC Institute (2019)

Q21. The Centene Community Ice Center just opened in September 2019. Which of the following best describes your use of the Center?

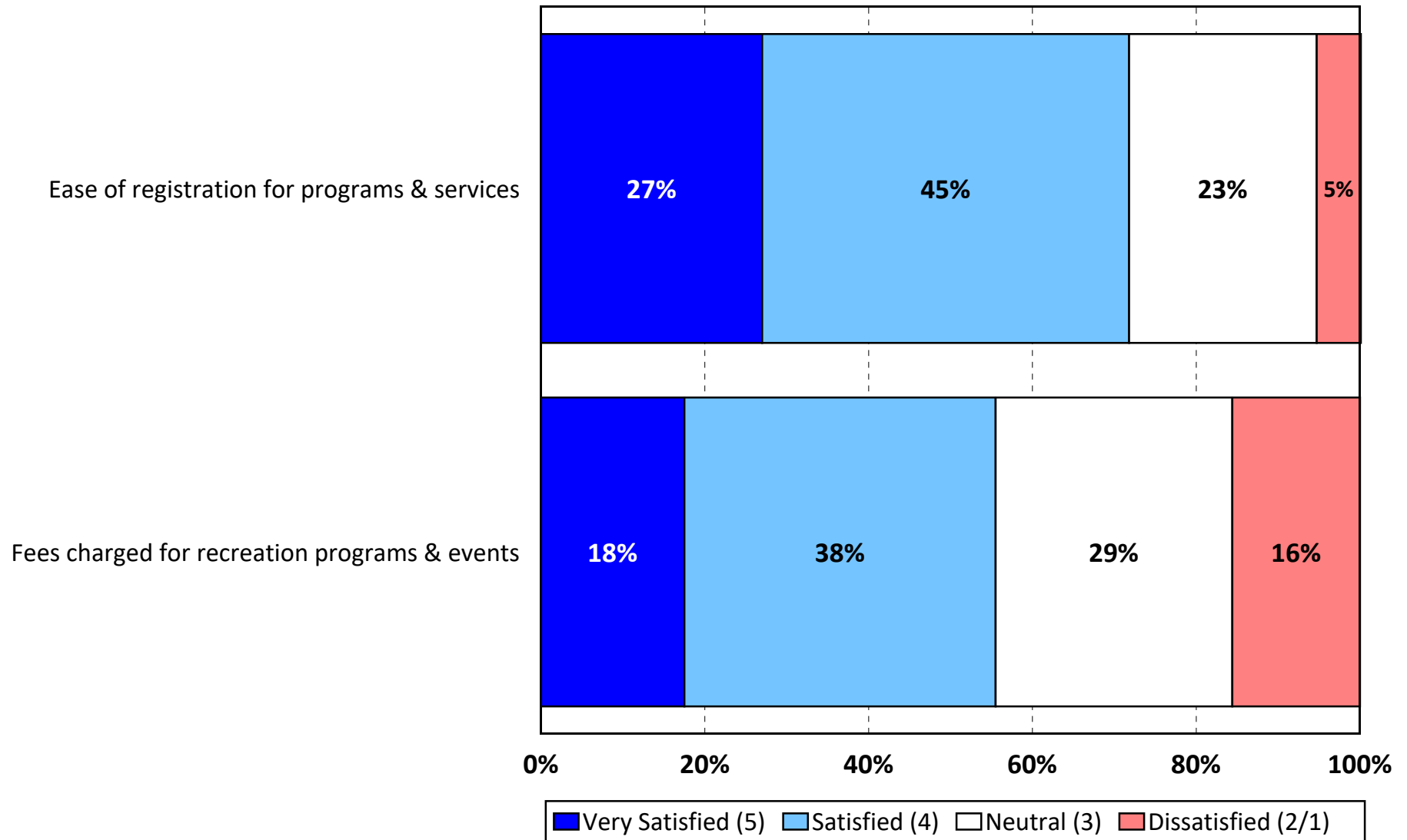
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2019)

Q22. Satisfaction with Recreation Programs and Events

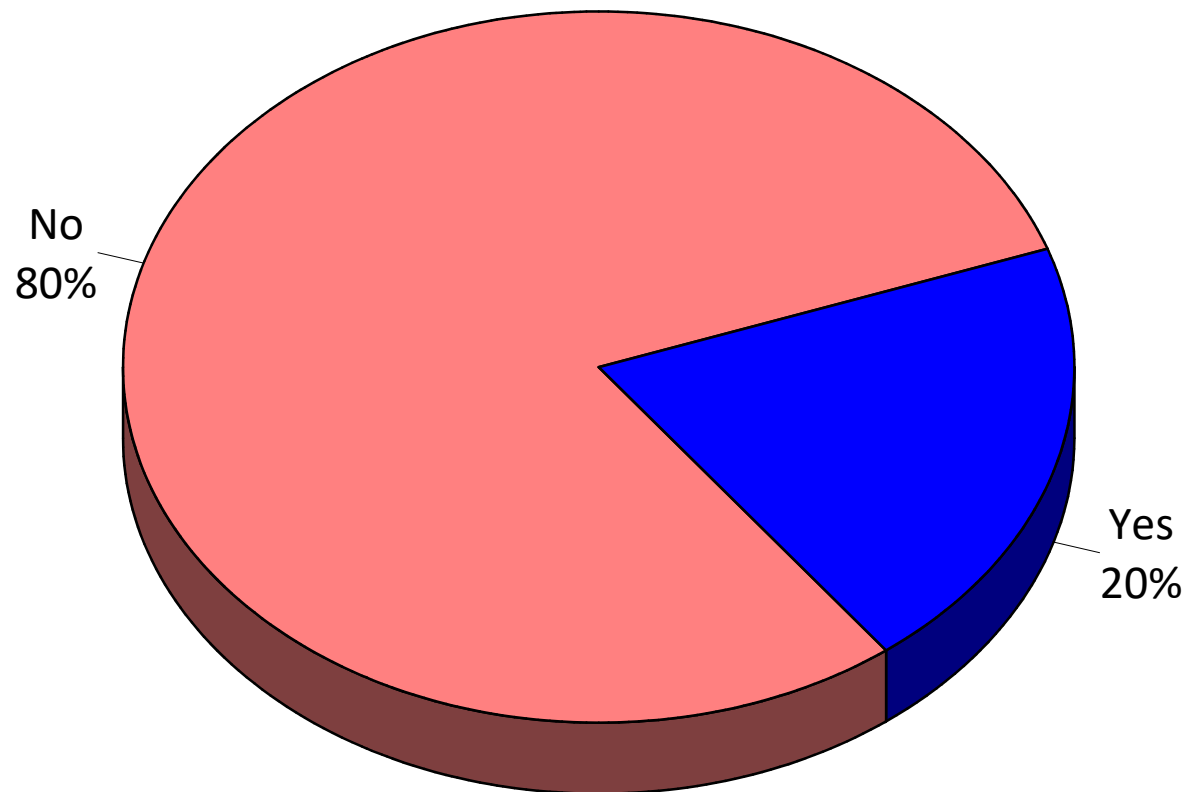
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2019)

Q23. Are you or members of your household interested in sports leagues or instructional sports programs?

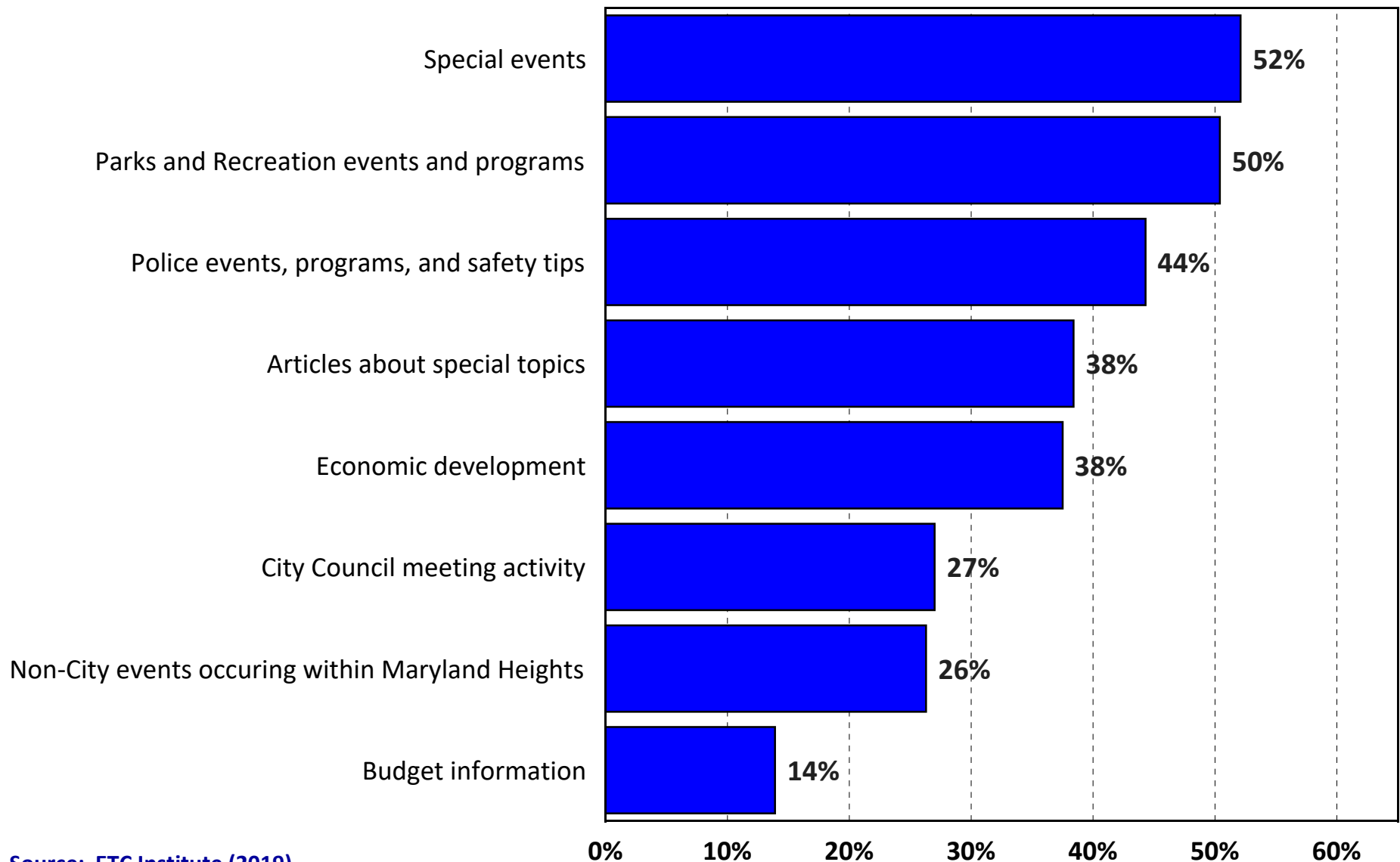
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2019)

Q25. Information Residents Are Most Interested in Reading About in the City's Monthly Newsletter

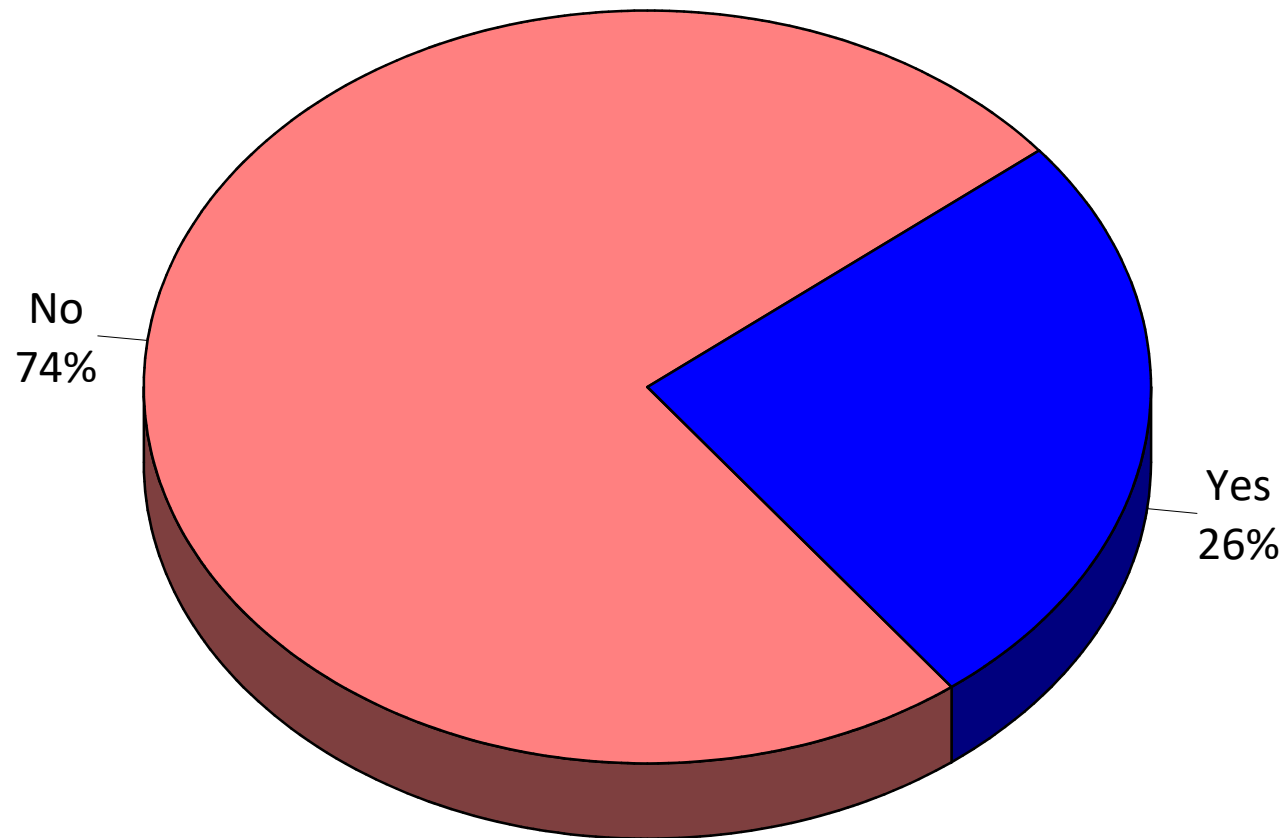
by percentage of respondents (three choices could be made)



Source: ETC Institute (2019)

Q26. Would you be more likely to read the City newsletter if it were emailed to you?

by percentage of respondents (excluding “not provided”)

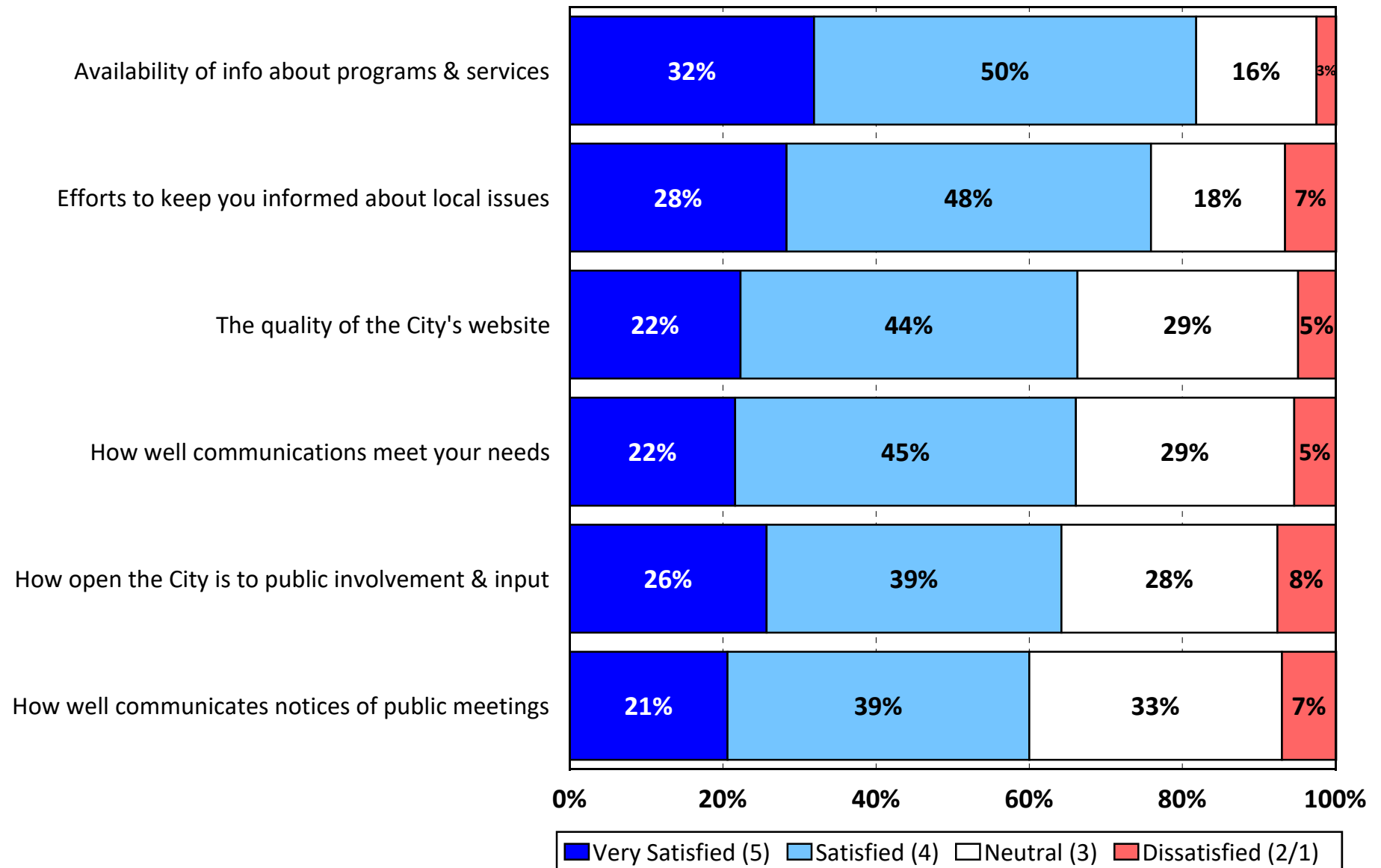


Source: ETC Institute (2019)

ETC Institute (2019)

Q27. Satisfaction with City Communication

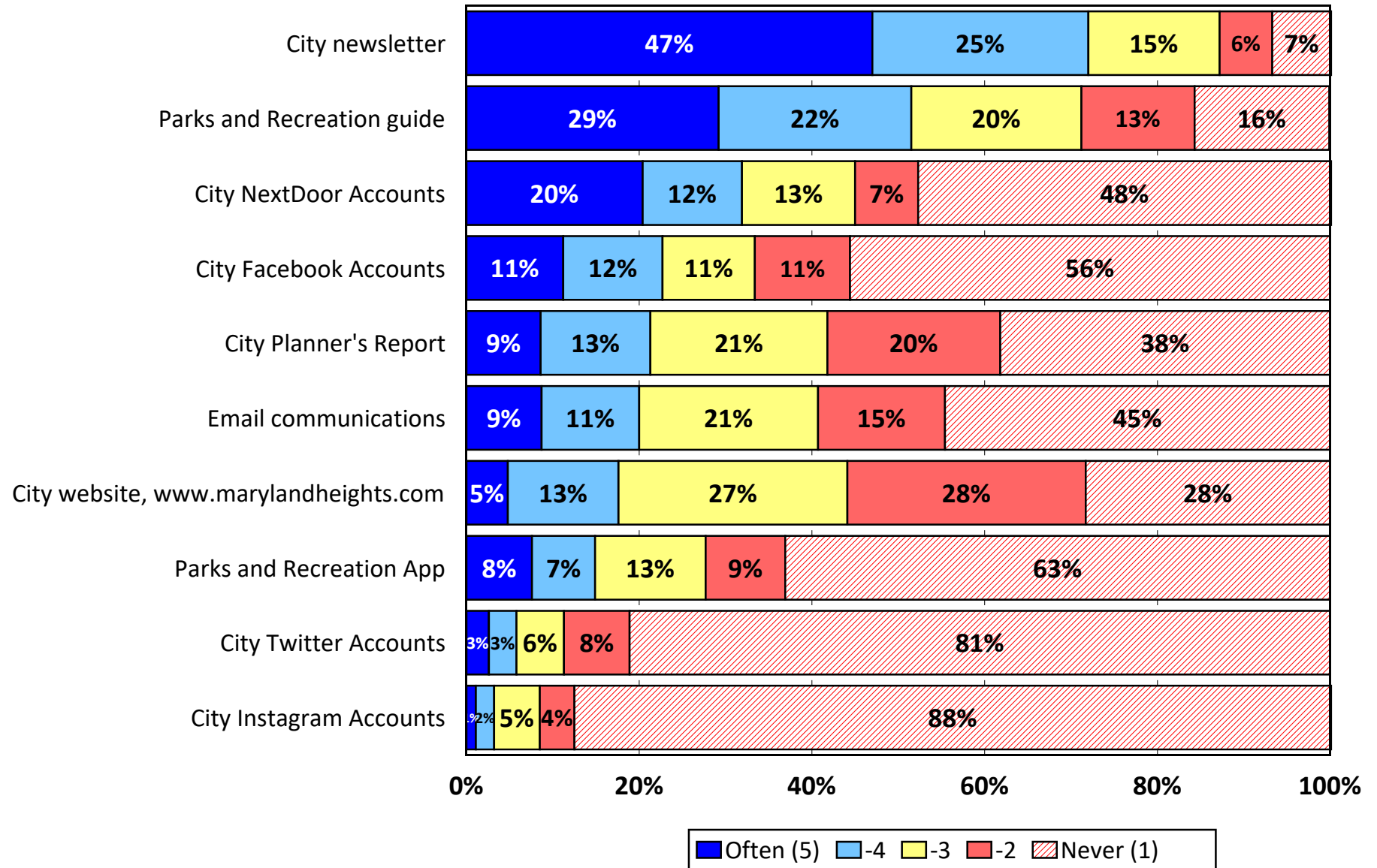
by percentage of respondents (excluding “don’t know”)



Source: ETC Institute (2019)

Q28. Usage of City Communication

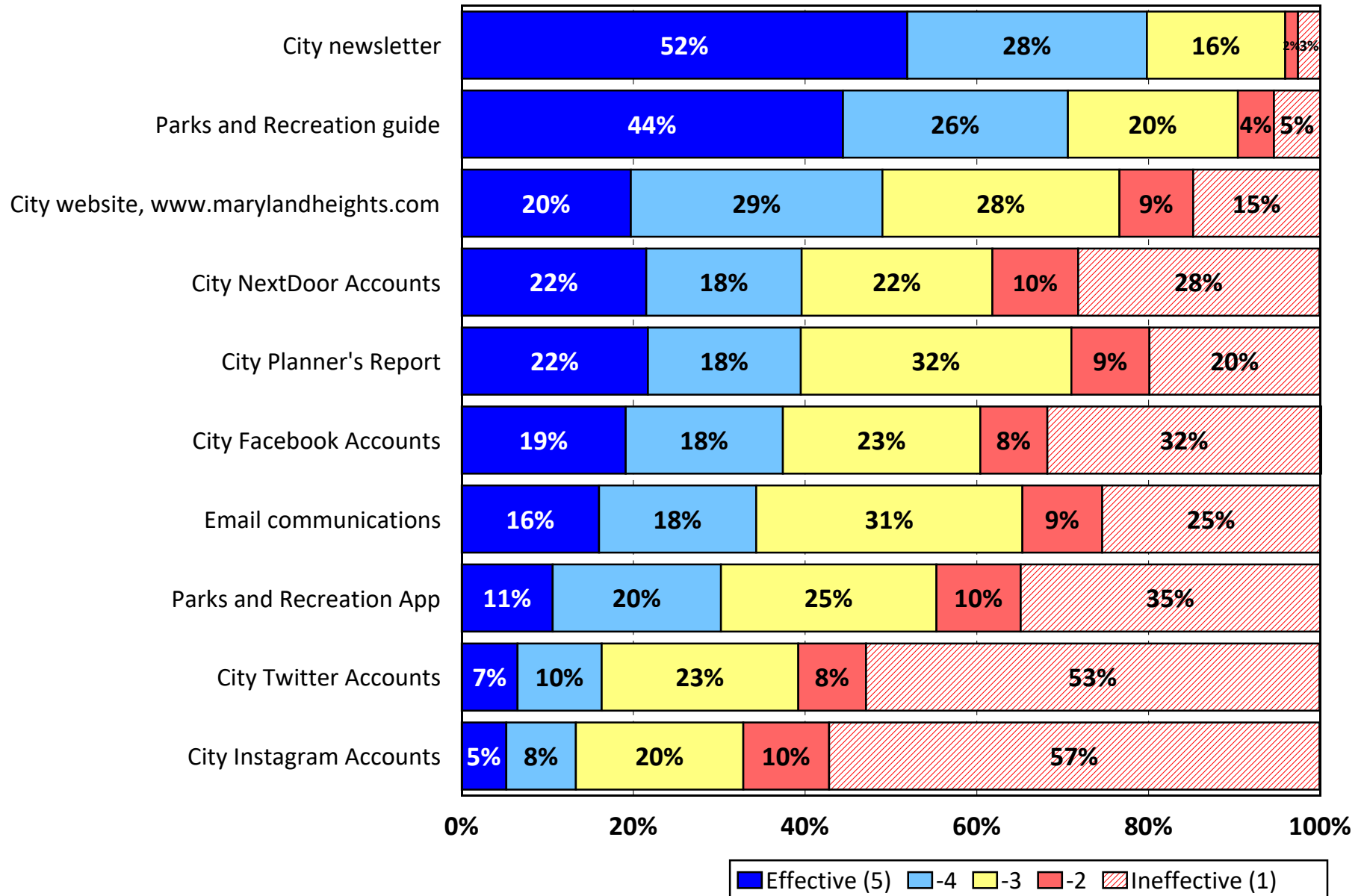
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2019)

Q28. Effectiveness of City Communication

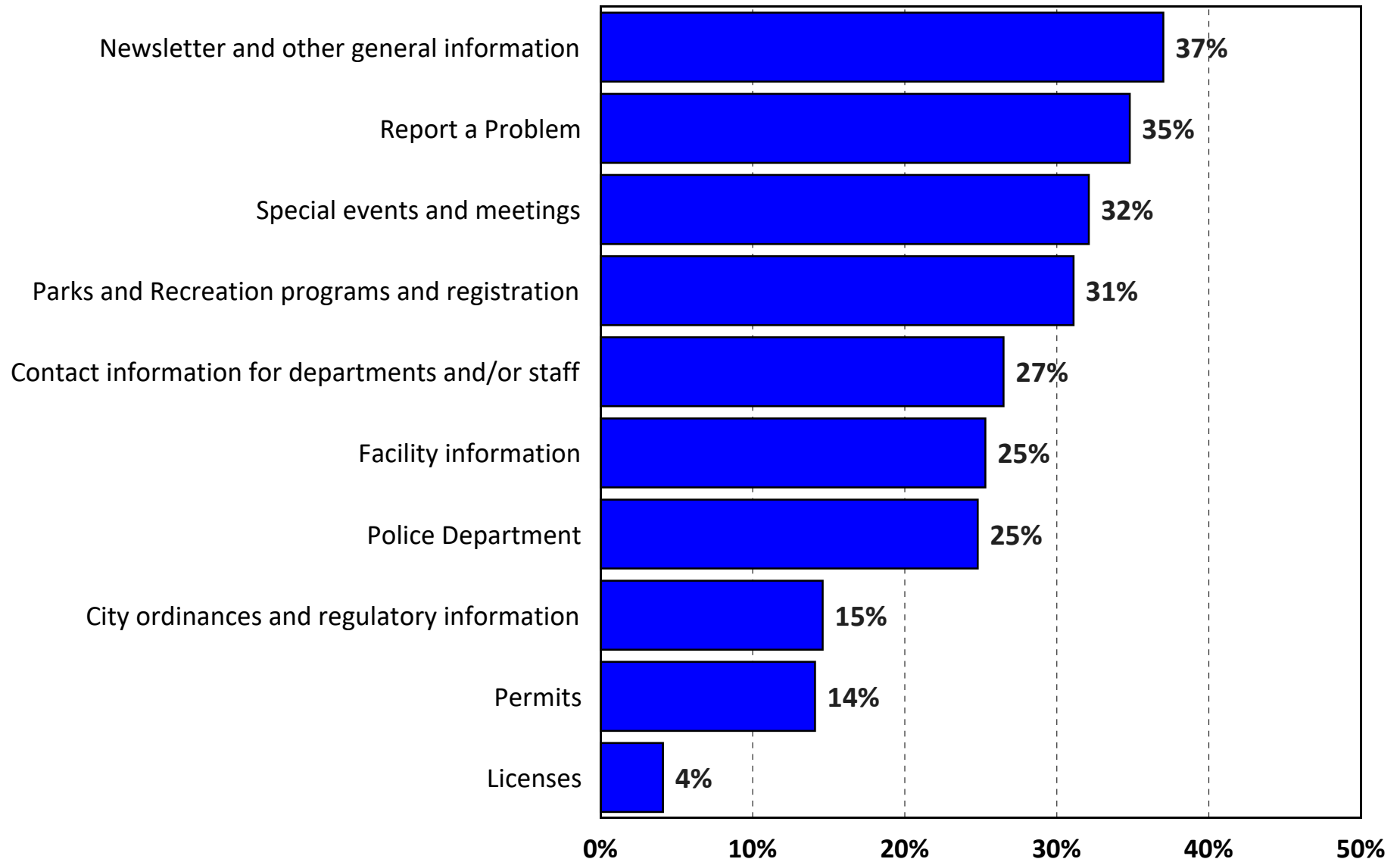
by percentage of respondents



Source: ETC Institute (2019)

Q29. Information Most Frequently Looked at on the City's Website

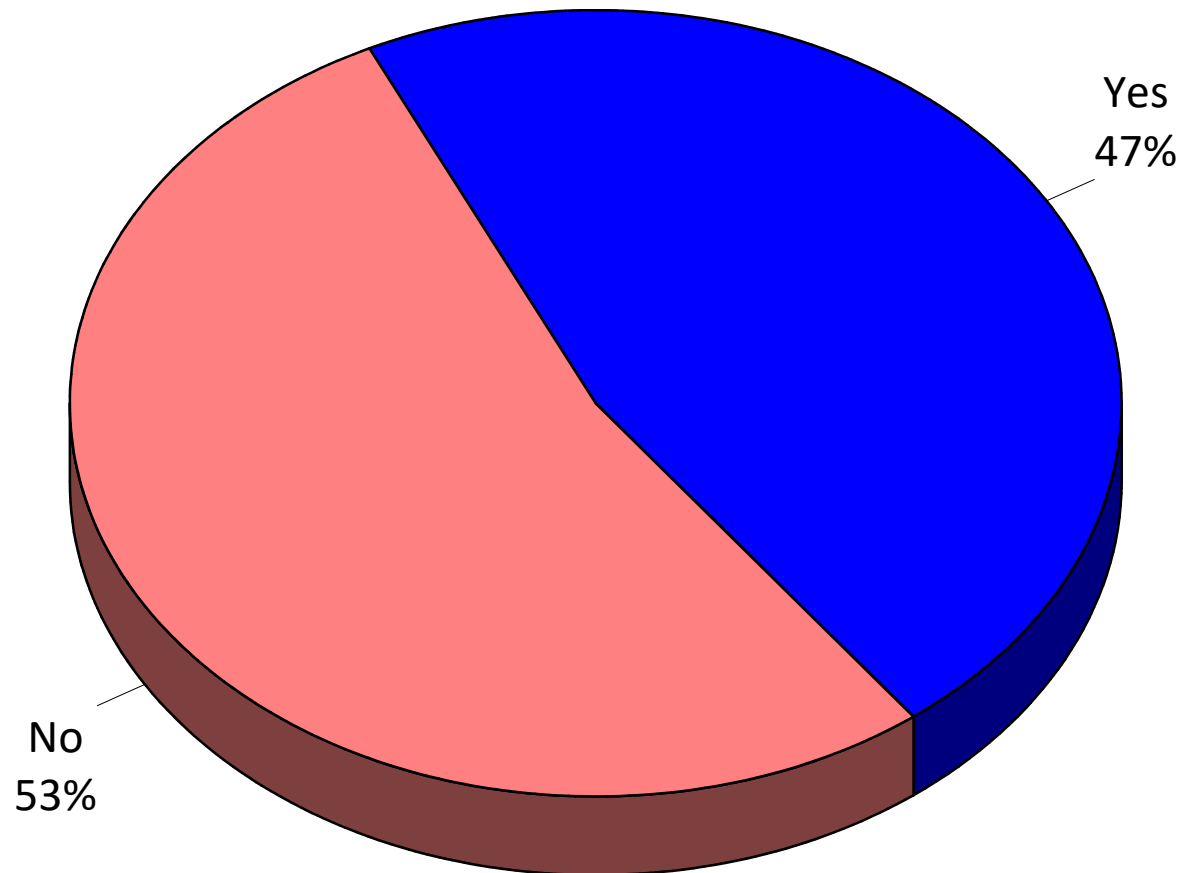
by percentage of respondents (multiple choice could be made)



Source: ETC Institute (2019)

Q30. Do you know who your two City Council members are?

by percentage of respondents

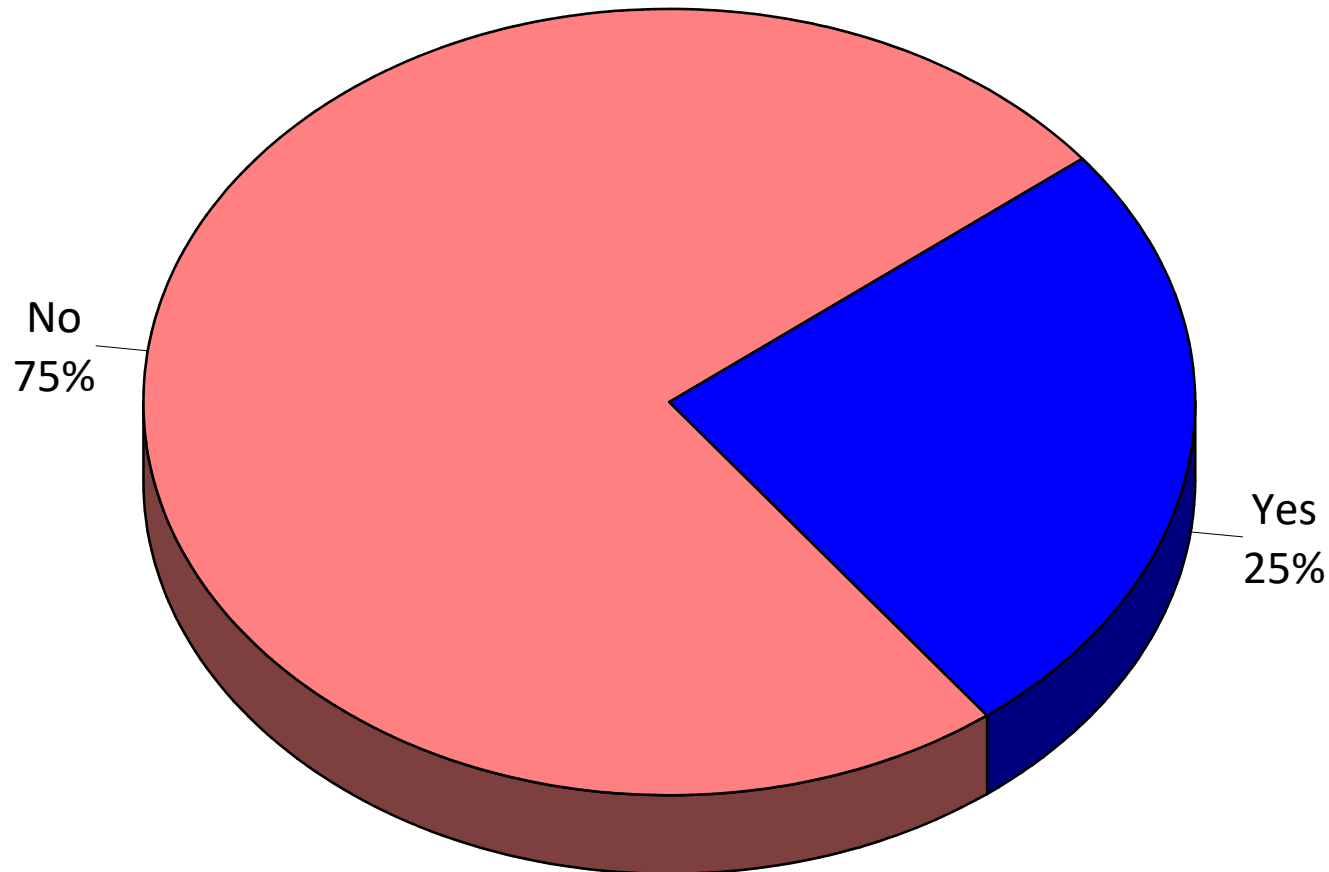


Source: ETC Institute (2019)

ETC Institute (2019)

Q31. Have you ever contacted your City Council members with a question, problem, or complaint?

by percentage of respondents

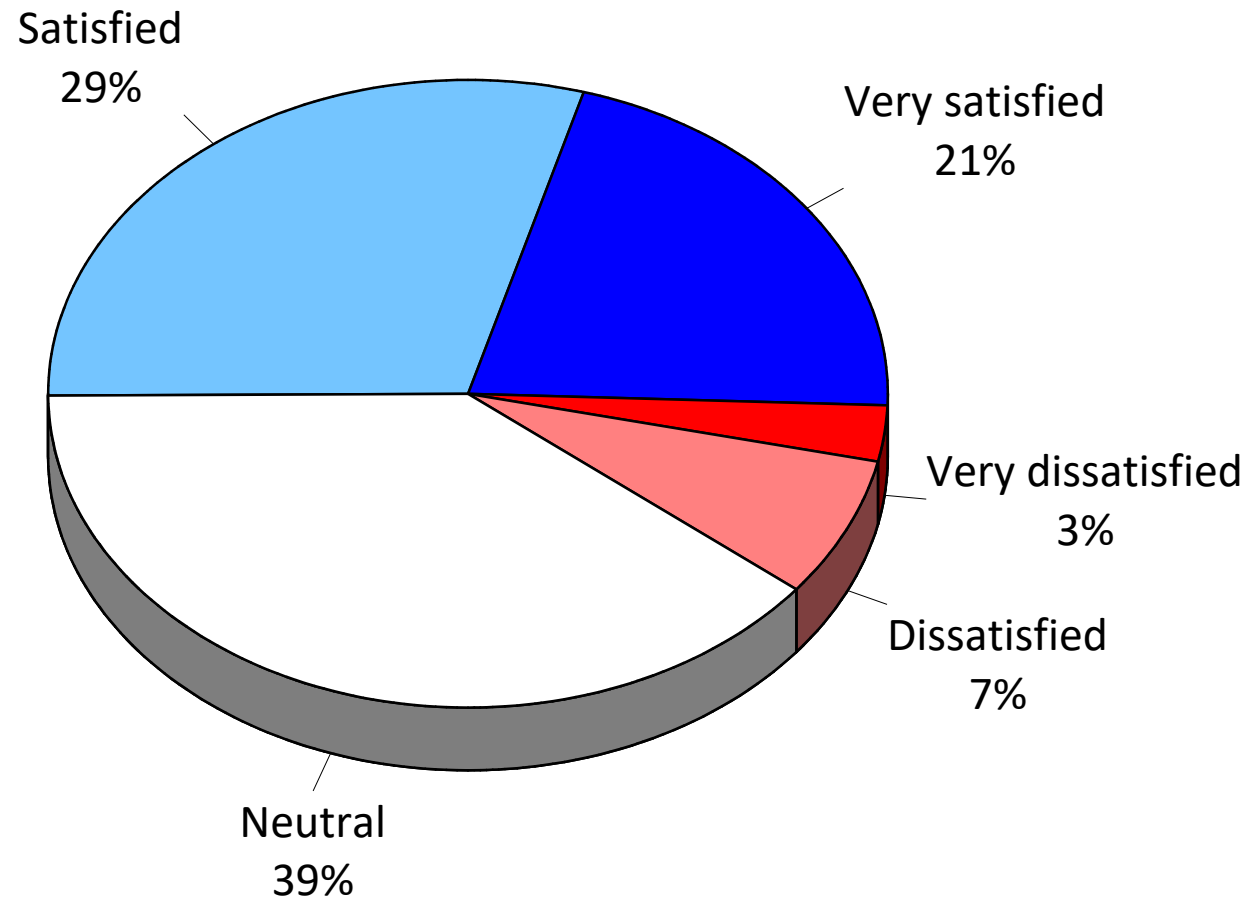


Source: ETC Institute (2019)

ETC Institute (2019)

Q32. How satisfied are you with your representation from City Council?

by percentage of respondents (excluding "don't know")

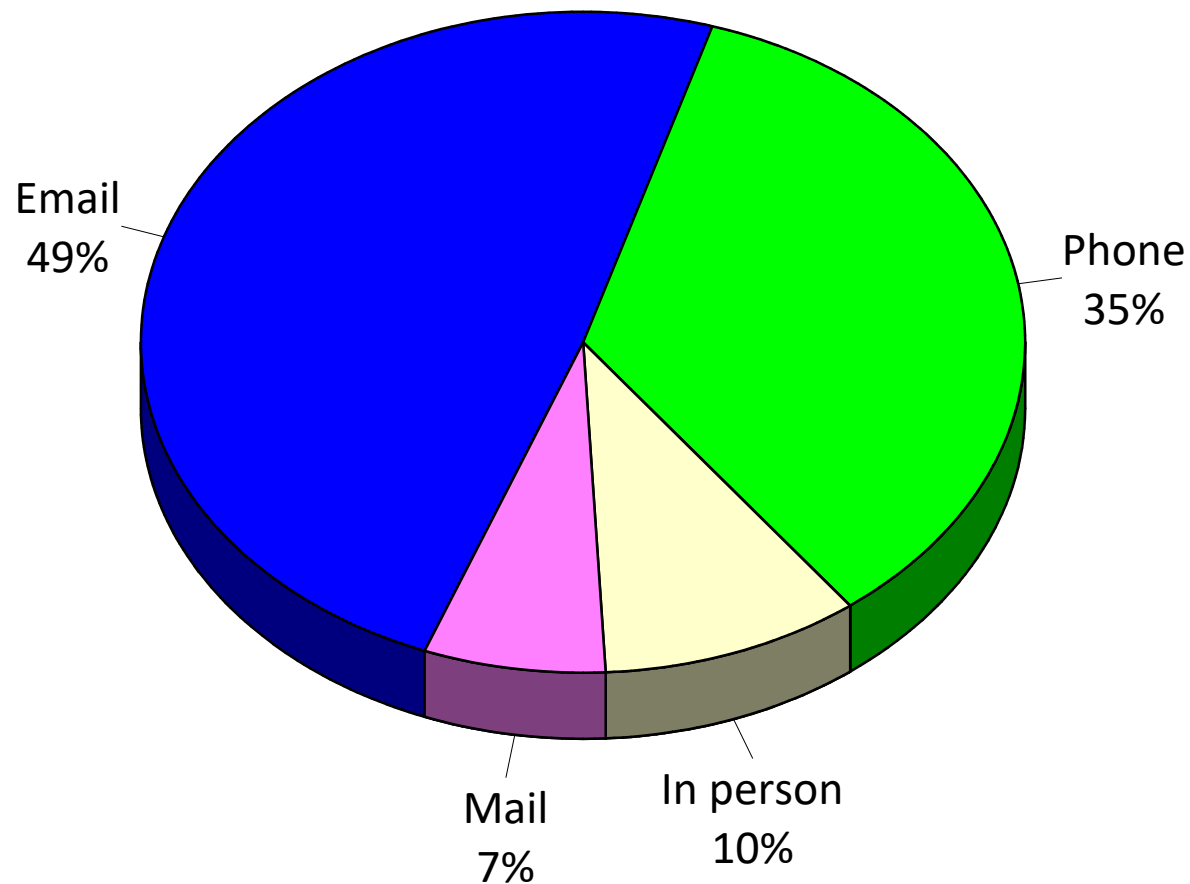


Source: ETC Institute (2019)

ETC Institute (2019)

Q33. What is your preferred method of contacting your elected officials?

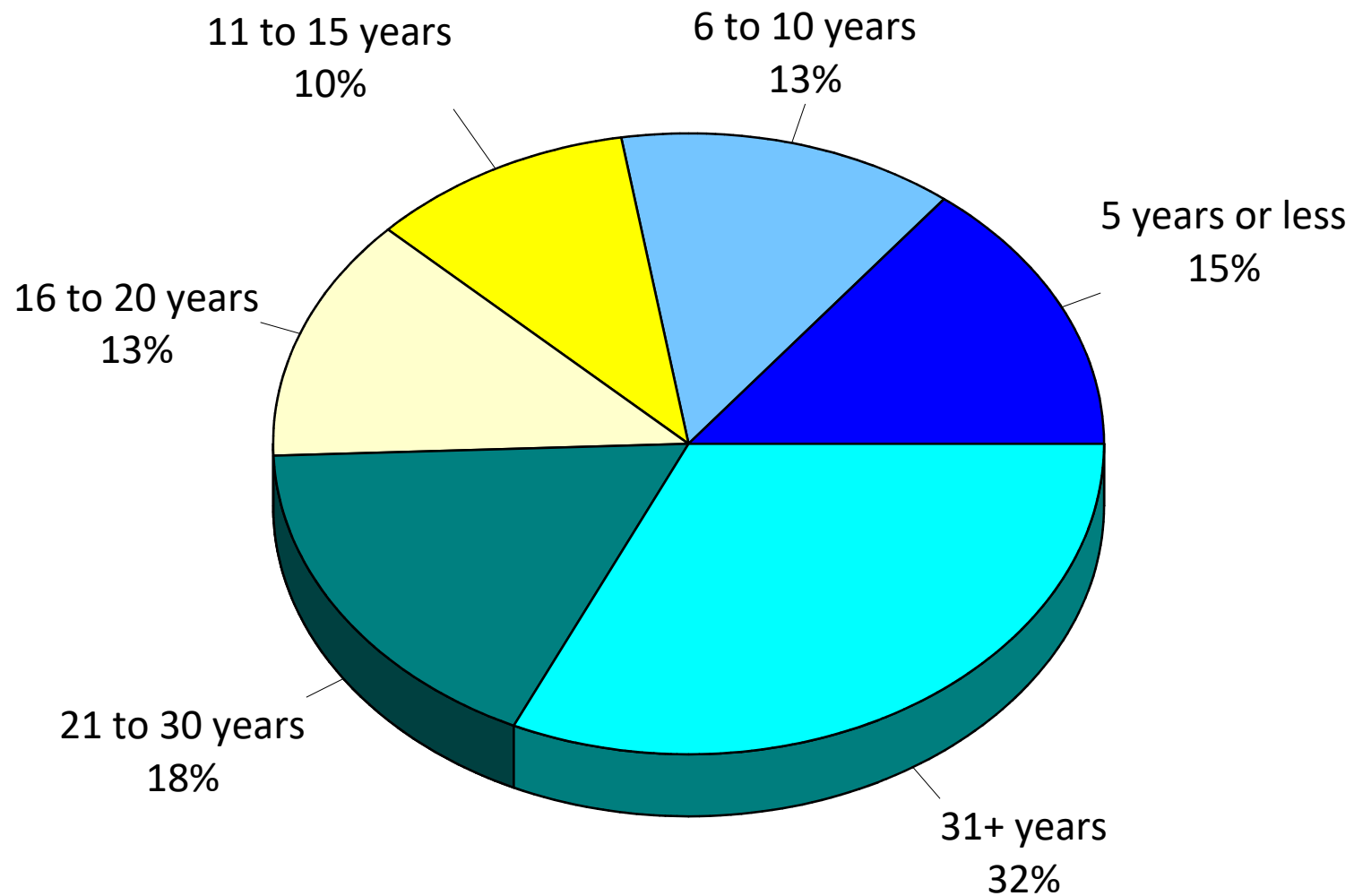
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2019)

Q34. How long have you been a resident of Maryland Heights?

by percentage of respondents (excluding "not provided")

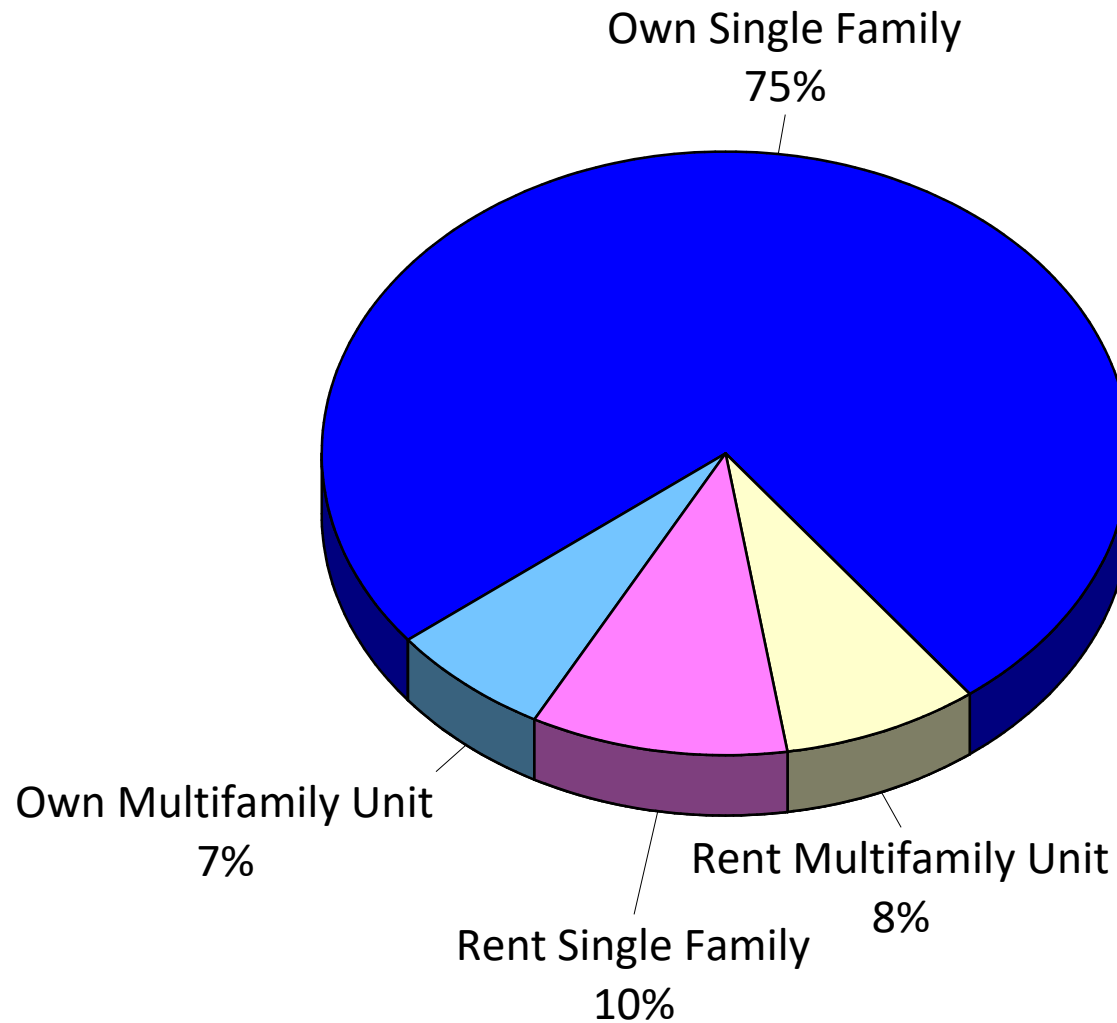


Source: ETC Institute (2019)

ETC Institute (2019)

Q35. Which of the following best describes your household?

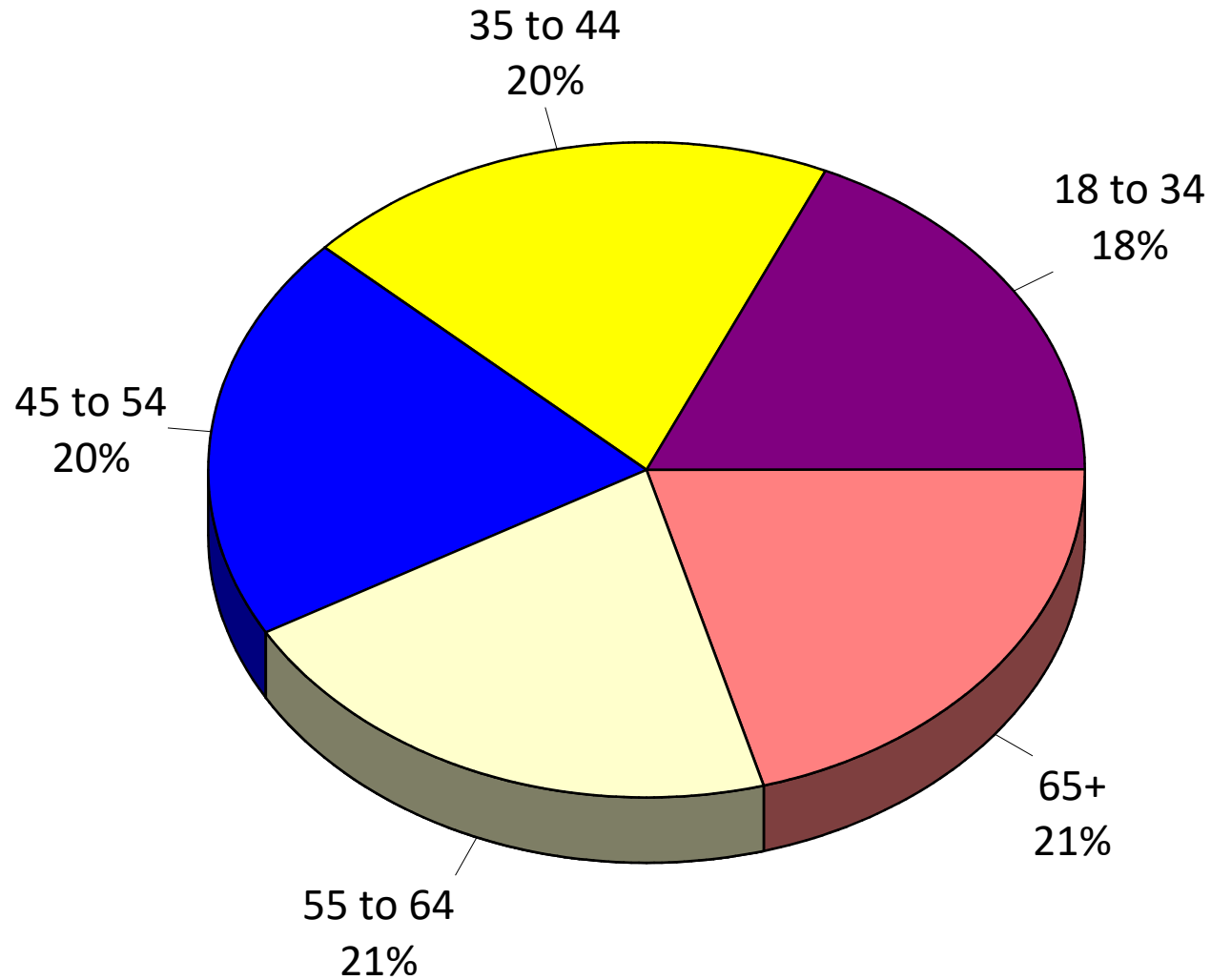
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2019)

Q36. What is your age?

by percentage of respondents (excluding “not provided”)

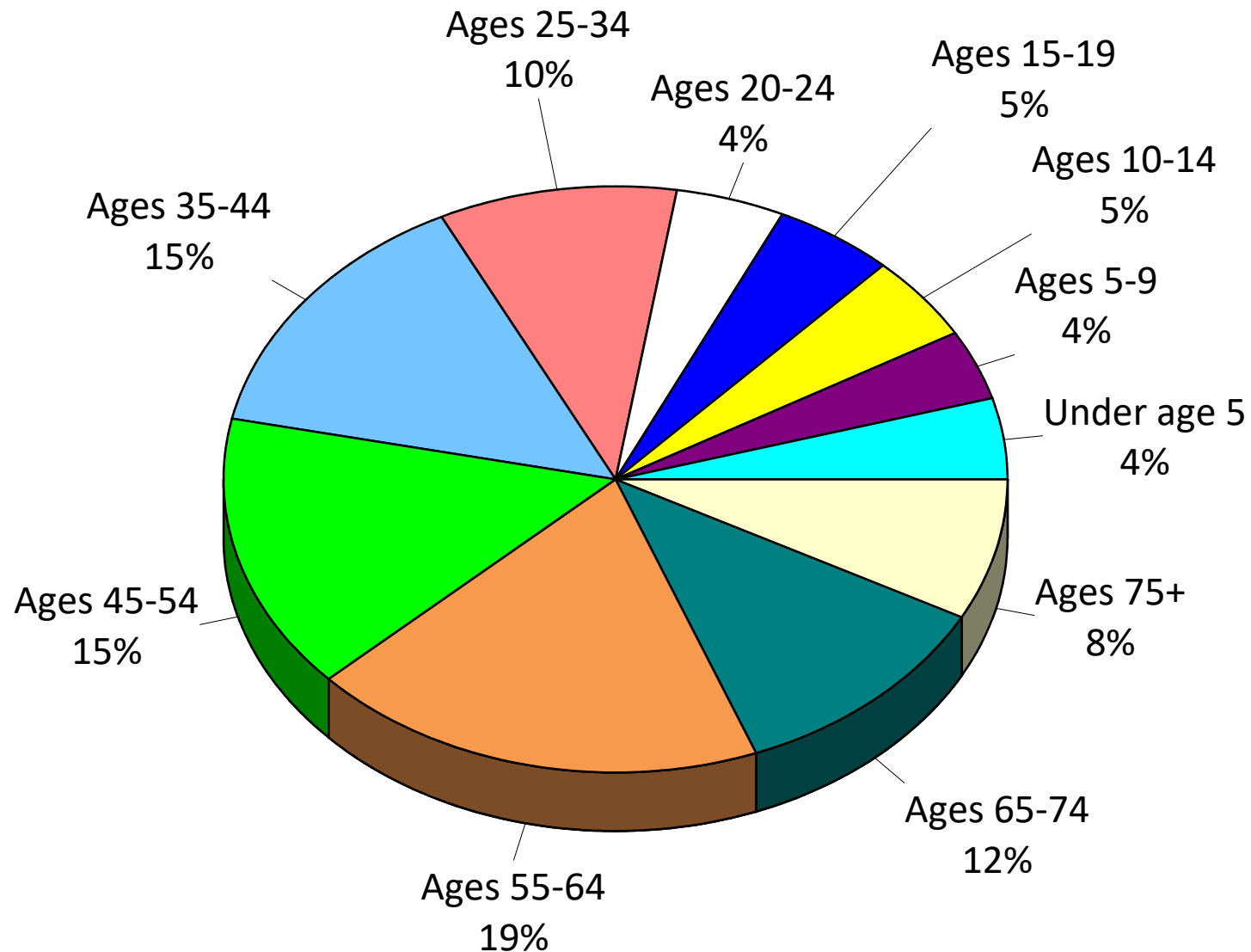


Source: ETC Institute (2019)

ETC Institute (2019)

Q37. Ages of Household Members

by percentage of persons in household

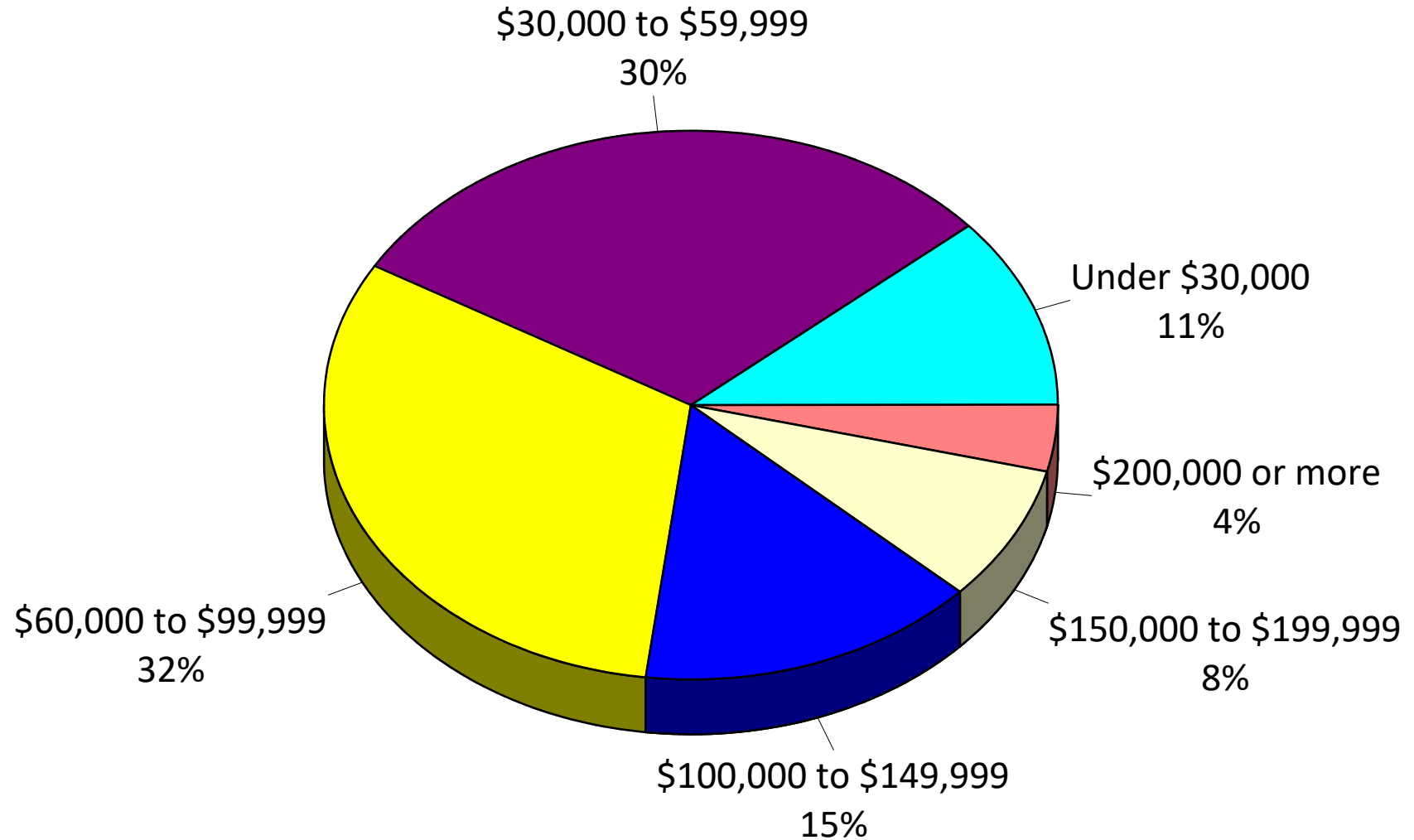


Source: ETC Institute (2019)

ETC Institute (2019)

Q38. Would you say your total annual household income is:

by percentage of respondents (excluding “not provided”)

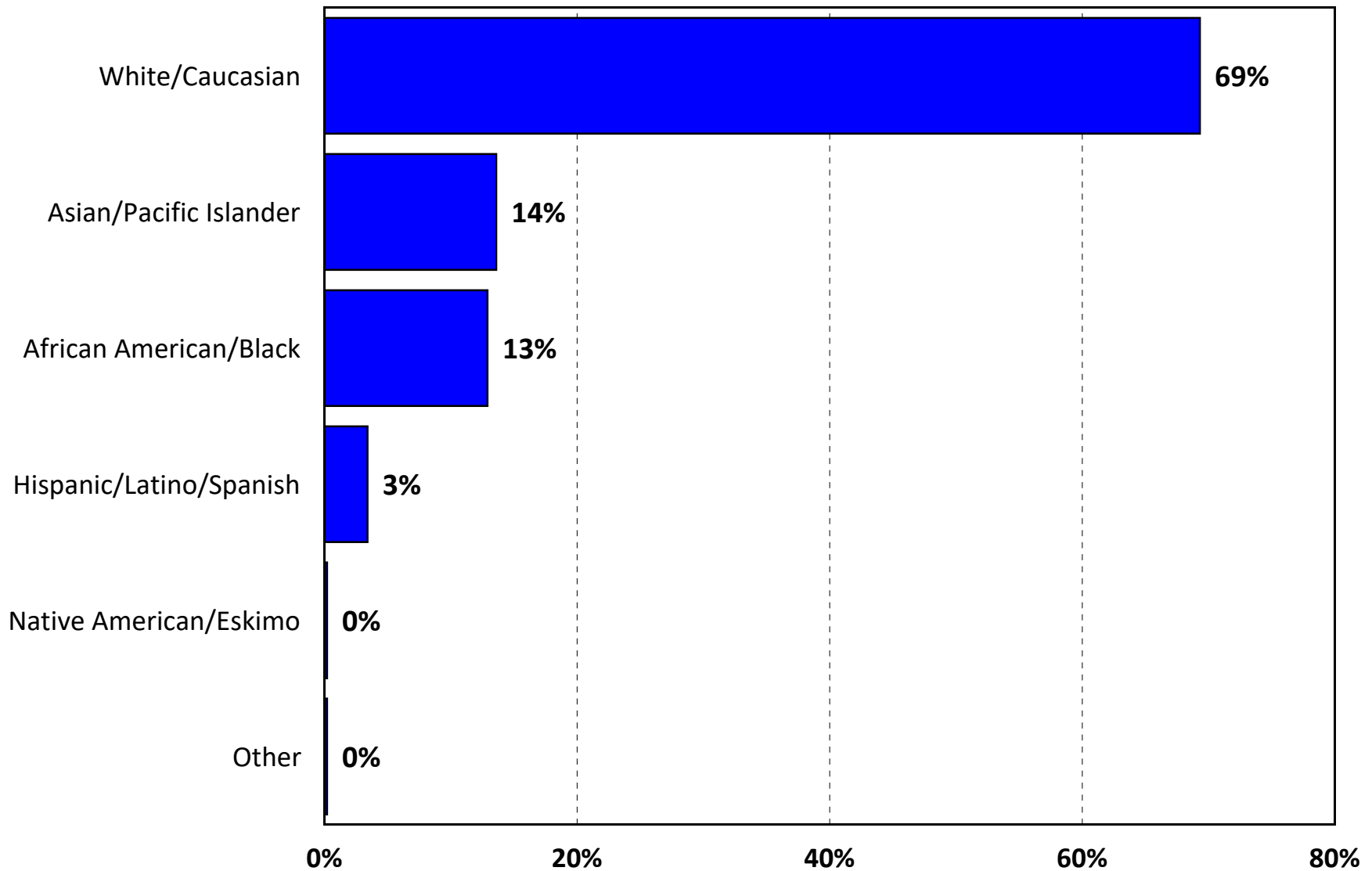


Source: ETC Institute (2019)

ETC Institute (2019)

Q39. Race/Ethnicity of Respondents

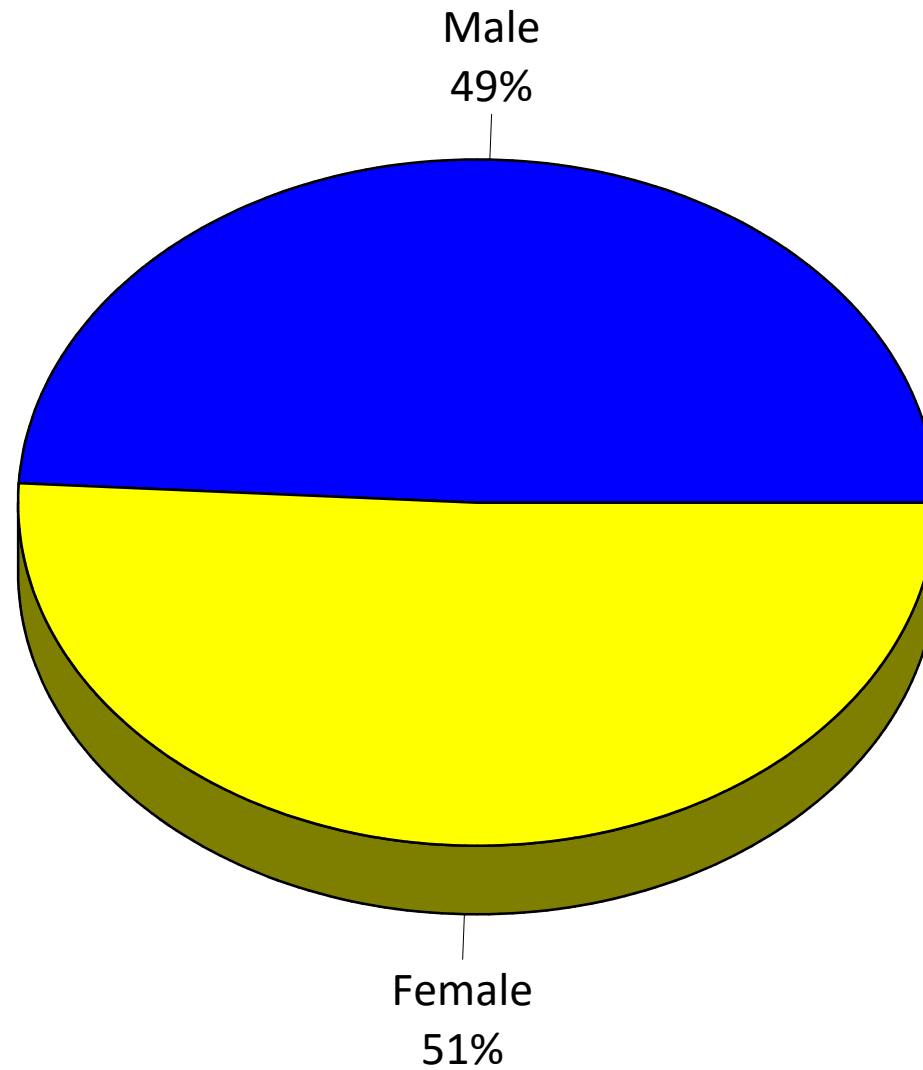
by percentage of respondents (multiple responses allowed)



Source: ETC Institute (2019)

Q40. Gender of Respondents

by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2019)

ETC Institute (2019)

Section 2

Benchmarking Analysis



Benchmarking Summary Report

City of Maryland Heights, 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 300 cities in 49 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 survey administered by ETC Institute in the summer of 2019 to a random sample of more than 300 residents living in Missouri and Kansas.

Interpreting the Charts

The charts on the following pages show how the overall results for Maryland Heights compare to the national average and Missouri and Kansas average. Maryland Heights' ratings are in blue, the Missouri and Kansas averages are in red, and the U.S. averages are in yellow.

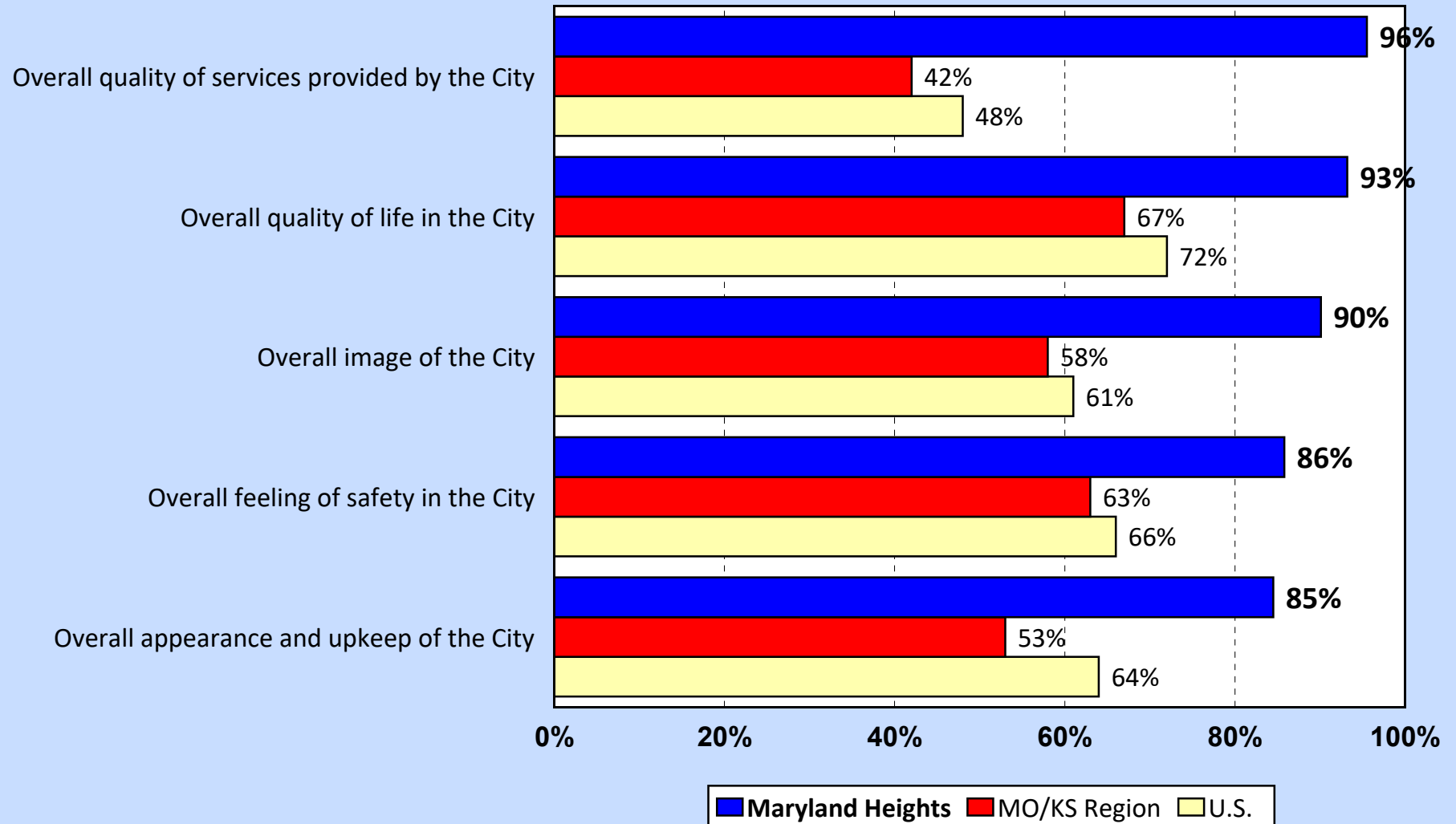
National Benchmarks

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

Ratings of Items that Influence Perceptions of the City

Maryland Heights vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding "don't know")

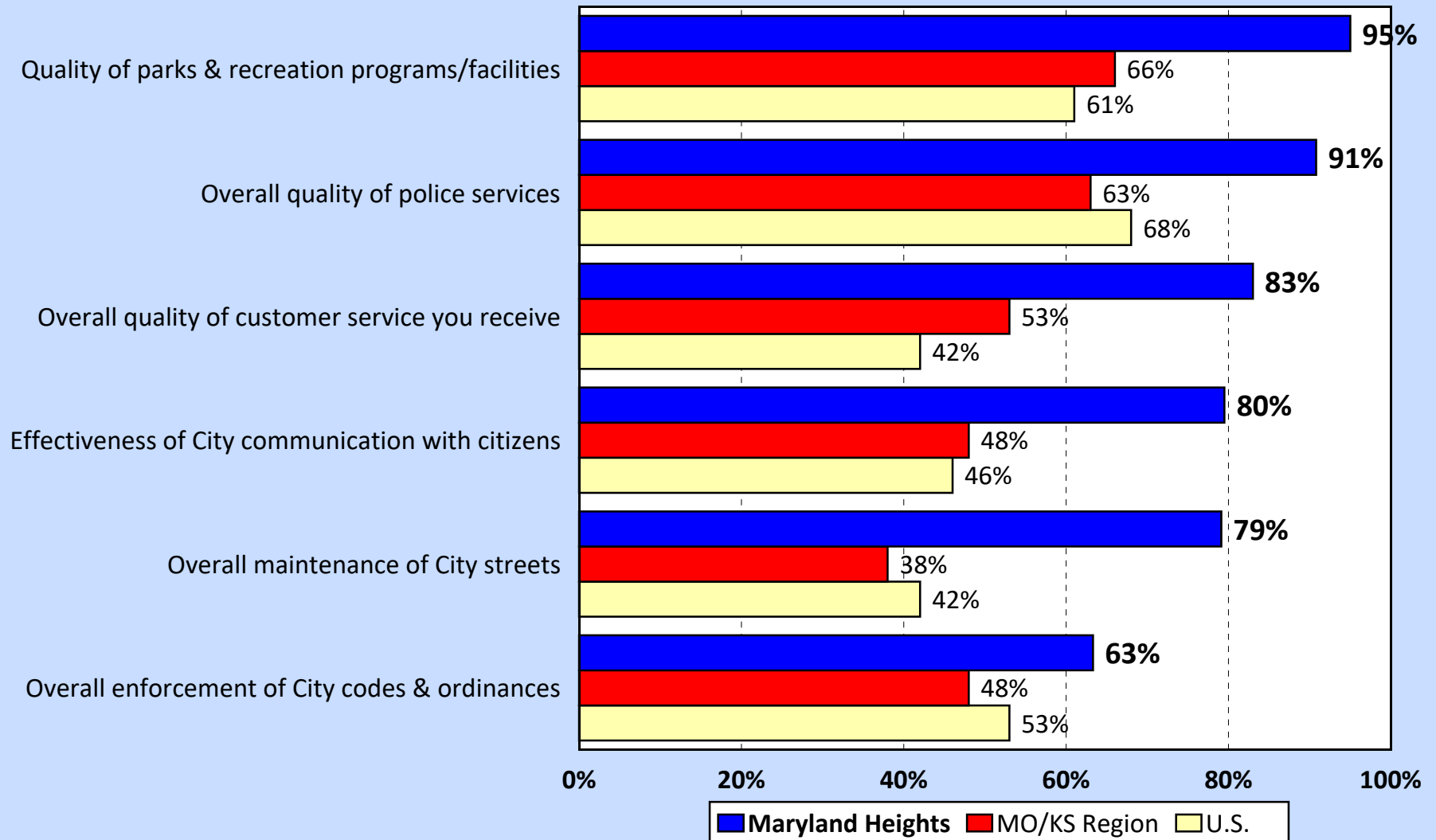


Source: ETC Institute (2019)

Satisfaction with Major Categories of City Services

Maryland Heights vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

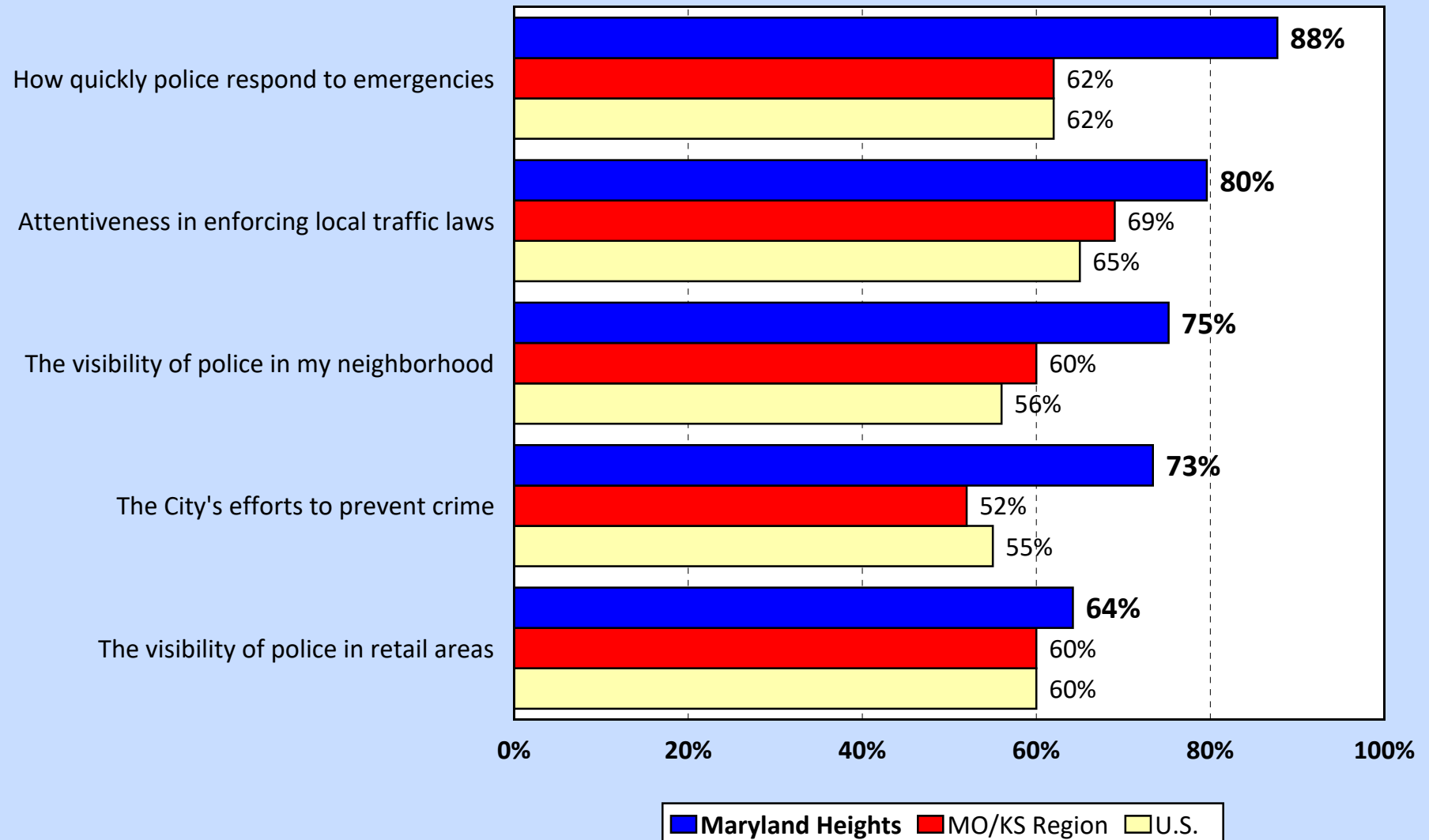


Source: ETC Institute (2019)

Satisfaction with Public Safety Services

Maryland Heights vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

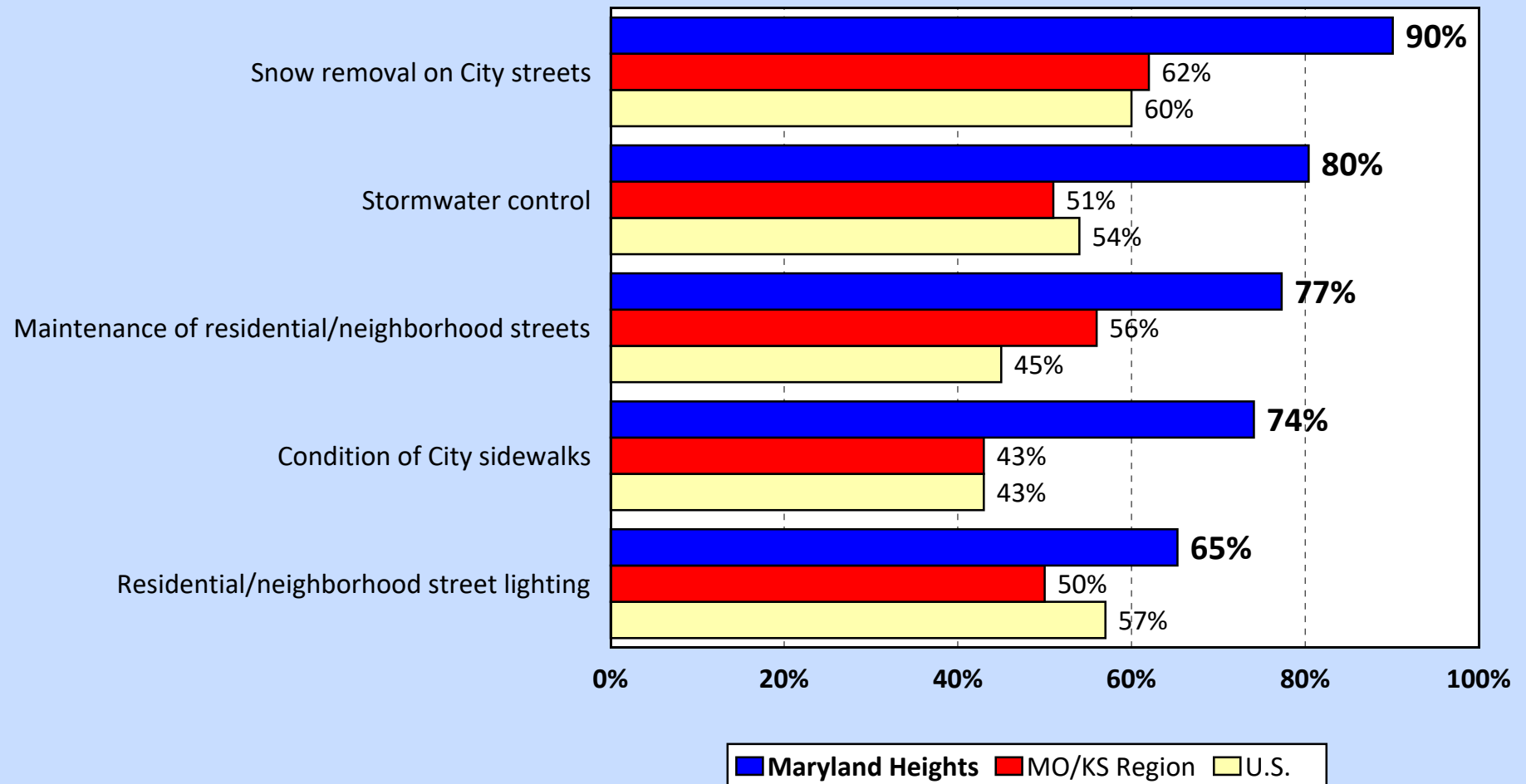


Source: ETC Institute (2019)

Satisfaction with City Maintenance/Public Works

Maryland Heights vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

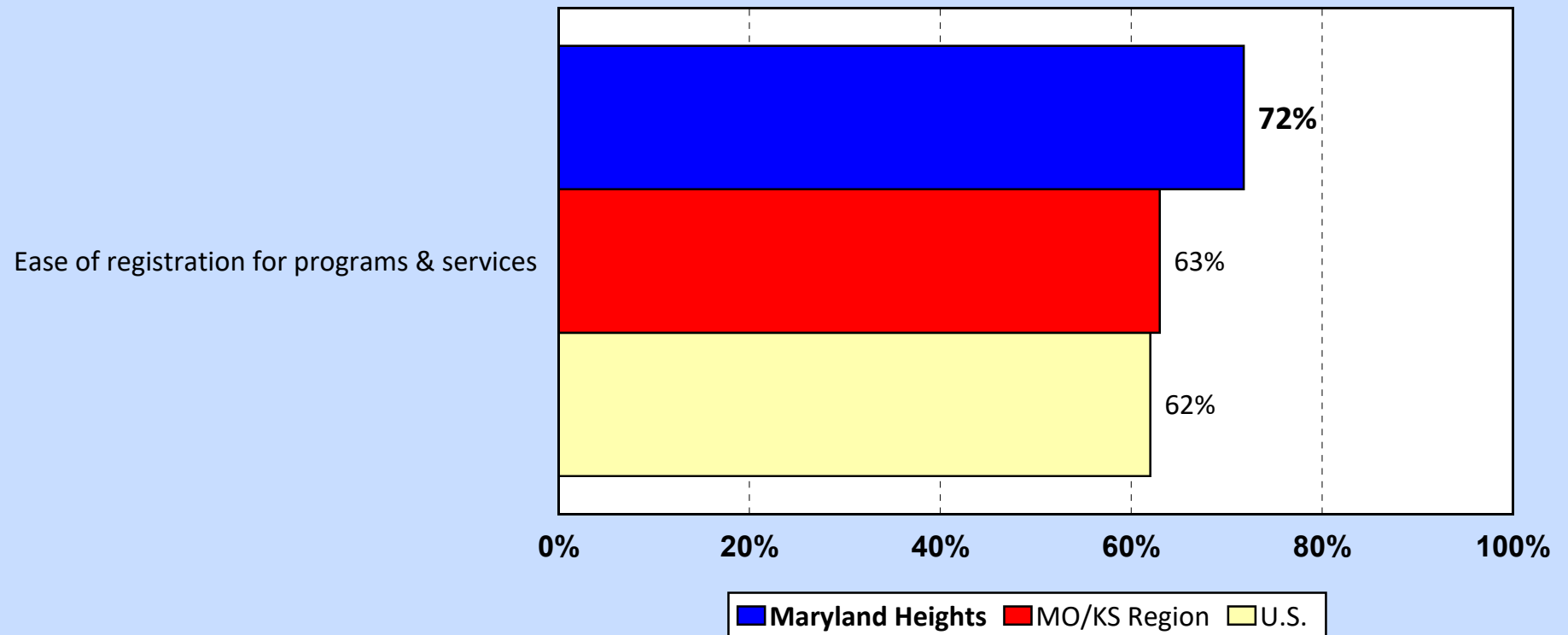


Source: ETC Institute (2019)

Satisfaction with Recreation Programs and Events

Maryland Heights vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

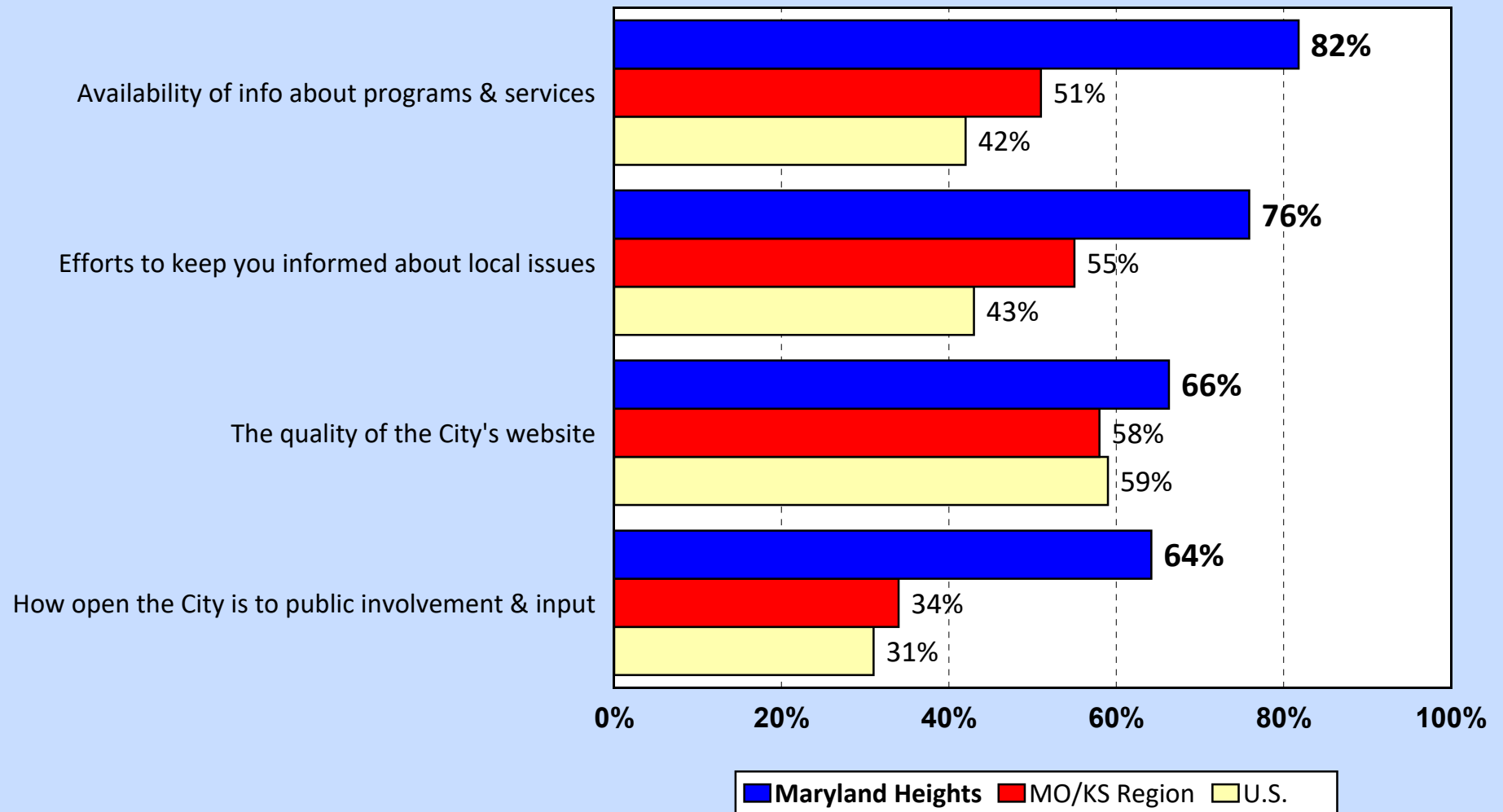


Source: ETC Institute (2019)

Satisfaction with City Communication

Maryland Heights vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Source: ETC Institute (2019)

Section 3

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

City of Maryland Heights, 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 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.

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. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Approximately thirty-seven percent (37.2%) of respondents selected *overall enforcement of City codes and ordinances* as one of the most important services for the City to emphasize.

With regard to satisfaction, 63.3% of respondents surveyed rated *overall enforcement of City codes and ordinances* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. 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 37.2% was multiplied by 36.7% (1-0.633). This calculation yielded an I-S rating of 0.1365, which ranked first out of 7 major service categories.

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 they are positively satisfied with the delivery of the service.



The lowest rating is 0.00 and could be achieved under either 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 for 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 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 the City of Maryland Heights are provided on the following pages.

2019 Importance-Satisfaction Rating

Maryland Heights, MO

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall enforcement of City codes & ordinances	37%	3	63%	7	0.1365	1
Overall maintenance of City streets	65%	1	79%	6	0.1348	2
Medium Priority (IS <.10)						
Effectiveness of City communication with citizens	29%	5	80%	5	0.0588	3
Overall quality of police services	55%	2	91%	3	0.0501	4
Overall quality of customer service you receive	14%	7	83%	4	0.0245	5
Maintenance of buildings, parks & facilities	26%	6	92%	2	0.0206	6
Quality of parks & recreation programs/facilities	29%	4	95%	1	0.0145	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

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

Maryland Heights, MO

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
The City's efforts to prevent crime	55%	1	73%	7	0.1463	1
The visibility of police in retail areas	37%	3	64%	8	0.1332	2
The visibility of police in my neighborhood	51%	2	75%	6	0.1267	3
Medium Priority (IS <.10)						
Police Department engagement within the community	25%	4	76%	5	0.0600	4
Attentiveness in enforcing local traffic laws	19%	7	80%	4	0.0377	5
Treatment of citizens by the Police Dept.	17%	8	84%	3	0.0274	6
Competency of the Maryland Heights Police Dept.	21%	5	88%	1	0.0245	7
How quickly police respond to emergencies	20%	6	88%	2	0.0244	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

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

Maryland Heights, MO

City Maintenance/Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Residential/neighborhood street lighting	51%	2	65%	6	0.1773	1
Maintenance of residential/neighborhood streets	64%	1	77%	3	0.1444	2
Medium Priority (IS <.10)						
Condition of City sidewalks	36%	3	74%	4	0.0919	3
Tree trimming/replacement program	32%	5	71%	5	0.0919	4
Stormwater control	31%	6	80%	2	0.0606	5
Snow removal on City streets	35%	4	90%	1	0.0342	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

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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Section 4

Tabular Data

Q1. Perceptions: Please rate each of the following.

(N=411)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. Overall quality of services provided by City	45.7%	48.2%	3.4%	0.5%	0.5%	1.7%
Q1-2. Overall image of City	34.3%	54.5%	5.8%	3.4%	0.5%	1.5%
Q1-3. Overall quality of life in City	39.2%	53.0%	5.4%	1.2%	0.2%	1.0%
Q1-4. Overall feeling of safety in City	32.4%	52.3%	10.5%	2.9%	0.7%	1.2%
Q1-5. Quality of new residential development in City	20.2%	34.8%	22.4%	4.4%	1.2%	17.0%
Q1-6. Quality of new commercial development in City	22.9%	39.9%	18.7%	3.9%	1.9%	12.7%
Q1-7. Overall appearance & upkeep of City	33.1%	50.4%	11.9%	3.2%	0.2%	1.2%
Q1-8. Quality of special events & cultural opportunities	32.1%	43.3%	13.9%	3.2%	0.0%	7.5%
Q1-9. Number of special events & cultural opportunities	29.0%	42.6%	16.3%	3.4%	0.0%	8.8%
Q1-10. Recreational opportunities in City	47.2%	39.9%	9.2%	0.7%	0.0%	2.9%

WITHOUT "DON'T KNOW"**Q1. Perceptions: Please rate each of the following. (without "don't know")**

(N=411)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. Overall quality of services provided by City	46.5%	49.0%	3.5%	0.5%	0.5%
Q1-2. Overall image of City	34.8%	55.3%	5.9%	3.5%	0.5%
Q1-3. Overall quality of life in City	39.6%	53.6%	5.4%	1.2%	0.2%
Q1-4. Overall feeling of safety in City	32.8%	53.0%	10.6%	3.0%	0.7%
Q1-5. Quality of new residential development in City	24.3%	41.9%	27.0%	5.3%	1.5%
Q1-6. Quality of new commercial development in City	26.2%	45.7%	21.4%	4.5%	2.2%
Q1-7. Overall appearance & upkeep of City	33.5%	51.0%	12.1%	3.2%	0.2%
Q1-8. Quality of special events & cultural opportunities	34.7%	46.8%	15.0%	3.4%	0.0%
Q1-9. Number of special events & cultural opportunities	31.7%	46.7%	17.9%	3.7%	0.0%
Q1-10. Recreational opportunities in City	48.6%	41.1%	9.5%	0.8%	0.0%

Q2. Overall Satisfaction with City Services: Please rate your satisfaction with the quality of the following.

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of police services	52.3%	36.0%	5.6%	2.4%	1.0%	2.7%
Q2-2. Overall quality of City parks & recreation programs & facilities	52.8%	40.6%	4.1%	0.7%	0.0%	1.7%
Q2-3. Overall maintenance of City streets	35.3%	43.6%	12.7%	7.1%	1.2%	0.2%
Q2-4. Overall maintenance of City buildings, parks & other facilities	42.3%	47.4%	7.1%	0.7%	0.0%	2.4%
Q2-5. Overall enforcement of City codes & ordinances for buildings, housing & property	21.7%	33.8%	22.1%	7.8%	2.2%	12.4%
Q2-6. Overall quality of customer service you receive from City employees	39.7%	35.3%	12.7%	2.2%	0.5%	9.7%
Q2-7. Overall effectiveness of City communication with citizens	33.1%	44.0%	15.6%	3.6%	0.7%	2.9%

WITHOUT “DON’T KNOW”**Q2. Overall Satisfaction with City Services: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of police services	53.8%	37.0%	5.8%	2.5%	1.0%
Q2-2. Overall quality of City parks & recreation programs & facilities	53.7%	41.3%	4.2%	0.7%	0.0%
Q2-3. Overall maintenance of City streets	35.4%	43.7%	12.7%	7.1%	1.2%
Q2-4. Overall maintenance of City buildings, parks & other facilities	43.4%	48.6%	7.2%	0.7%	0.0%
Q2-5. Overall enforcement of City codes & ordinances for buildings, housing & property	24.7%	38.6%	25.3%	8.9%	2.5%
Q2-6. Overall quality of customer service you receive from City employees	43.9%	39.1%	14.0%	2.4%	0.5%
Q2-7. Overall effectiveness of City communication with citizens	34.1%	45.4%	16.0%	3.8%	0.8%

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	141	34.3 %
Overall quality of City parks & recreation programs & facilities	15	3.6 %
Overall maintenance of City streets	112	27.3 %
Overall maintenance of City buildings, parks & other facilities	17	4.1 %
Overall enforcement of City codes & ordinances for buildings, housing & property	51	12.4 %
Overall quality of customer service you receive from City employees	2	0.5 %
Overall effectiveness of City communication with citizens	30	7.3 %
None chosen	43	10.5 %
Total	411	100.0 %

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	62	15.1 %
Overall quality of City parks & recreation programs & facilities	42	10.2 %
Overall maintenance of City streets	109	26.5 %
Overall maintenance of City buildings, parks & other facilities	39	9.5 %
Overall enforcement of City codes & ordinances for buildings, housing & property	49	11.9 %
Overall quality of customer service you receive from City employees	18	4.4 %
Overall effectiveness of City communication with citizens	34	8.3 %
None chosen	58	14.1 %
Total	411	100.0 %

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q3. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	21	5.1 %
Overall quality of City parks & recreation programs & facilities	62	15.1 %
Overall maintenance of City streets	44	10.7 %
Overall maintenance of City buildings, parks & other facilities	50	12.2 %
Overall enforcement of City codes & ordinances for buildings, housing & property	53	12.9 %
Overall quality of customer service you receive from City employees	39	9.5 %
Overall effectiveness of City communication with citizens	54	13.1 %
None chosen	88	21.4 %
Total	411	100.0 %

SUM OF TOP 3 CHOICES

Q3. Which THREE items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q3. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	224	54.5 %
Overall quality of City parks & recreation programs & facilities	119	29.0 %
Overall maintenance of City streets	265	64.5 %
Overall maintenance of City buildings, parks & other facilities	106	25.8 %
Overall enforcement of City codes & ordinances for buildings, housing & property	153	37.2 %
Overall quality of customer service you receive from City employees	59	14.4 %
Overall effectiveness of City communication with citizens	118	28.7 %
None chosen	43	10.5 %
Total	1087	

Q4. How would you rate Maryland Heights as a place to raise a family?

Q4. How would you rate Maryland Heights as a place to raise a family	Number	Percent
Excellent	206	50.1 %
Good	164	39.9 %
Fair	23	5.6 %
Poor	2	0.5 %
Don't know, no answer	16	3.9 %
Total	411	100.0 %

WITHOUT "DON'T KNOW / NO ANSWER"**Q4. How would you rate Maryland Heights as a place to raise a family? (without "don't know, no answer")**

Q4. How would you rate Maryland Heights as a place to raise a family	Number	Percent
Excellent	206	52.2 %
Good	164	41.5 %
Fair	23	5.8 %
Poor	2	0.5 %
Total	395	100.0 %

Q5. Compared to five years ago, would you say Maryland Heights is:

Q5. What is Maryland Heights now compared to five years ago	Number	Percent
Somewhat better	204	49.6 %
About the same	132	32.1 %
Somewhat worse	35	8.5 %
A lot worse	6	1.5 %
Don't know, no answer	34	8.3 %
Total	411	100.0 %

WITHOUT "DON'T KNOW / NO ANSWER"**Q5. Compared to five years ago, would you say Maryland Heights is: (without "don't know, no answer")**

Q5. What is Maryland Heights now compared to five years ago	Number	Percent
Somewhat better	204	54.1 %
About the same	132	35.0 %
Somewhat worse	35	9.3 %
A lot worse	6	1.6 %
Total	377	100.0 %

Q6. Looking to the future, say five years from now, do you think Maryland Heights will be:

<u>Q6. What will Maryland Heights be five years from now</u>	<u>Number</u>	<u>Percent</u>
A lot better	56	13.6 %
Somewhat better	165	40.1 %
About the same	115	28.0 %
Somewhat worse	32	7.8 %
A lot worse	9	2.2 %
Don't know, no answer	34	8.3 %
Total	411	100.0 %

WITHOUT "DON'T KNOW / NO ANSWER"**Q6. Looking to the future, say five years from now, do you think Maryland Heights will be: (without "don't know, no answer")**

<u>Q6. What will Maryland Heights be five years from now</u>	<u>Number</u>	<u>Percent</u>
A lot better	56	14.9 %
Somewhat better	165	43.8 %
About the same	115	30.5 %
Somewhat worse	32	8.5 %
A lot worse	9	2.4 %
Total	377	100.0 %

Q7. How confident are you that the residential property values in Maryland Heights are keeping pace with those in other parts of St. Louis County?

Q7. How confident are you that residential property values in Maryland Heights are keeping pace with those in other parts of St. Louis County

	Number	Percent
Extremely confident	52	12.7 %
Very confident	109	26.5 %
Somewhat confident	169	41.1 %
Not very confident	35	8.5 %
Not at all confident	10	2.4 %
Don't know, no answer	36	8.8 %
Total	411	100.0 %

WITHOUT "DON'T KNOW / NO ANSWER"

Q7. How confident are you that the residential property values in Maryland Heights are keeping pace with those in other parts of St. Louis County? (without "don't know, no answer")

Q7. How confident are you that residential property values in Maryland Heights are keeping pace with those in other parts of St. Louis County

	Number	Percent
Extremely confident	52	13.9 %
Very confident	109	29.1 %
Somewhat confident	169	45.1 %
Not very confident	35	9.3 %
Not at all confident	10	2.7 %
Total	375	100.0 %

Q8. Public Safety: Please rate your satisfaction with the quality of the following.

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Visibility of police in my neighborhood	26.5%	47.9%	14.6%	8.0%	1.9%	1.0%
Q8-2. Visibility of police in retail areas	17.5%	41.4%	24.3%	7.1%	1.5%	8.3%
Q8-3. City's efforts to prevent crime	26.5%	40.4%	18.0%	4.6%	1.7%	8.8%
Q8-4. How quickly police respond to emergencies	39.9%	29.4%	8.5%	1.0%	0.2%	20.9%
Q8-5. Overall competency of Maryland Heights Police Department	42.6%	39.9%	8.5%	1.5%	1.0%	6.6%
Q8-6. Overall treatment of citizens by Maryland Heights Police Department	37.7%	36.7%	10.7%	2.2%	1.5%	11.2%
Q8-7. Attentiveness of Police Dept. in enforcing local traffic laws	27.0%	43.3%	11.2%	5.1%	1.7%	11.7%
Q8-8. Police Department engagement within community (foot/bike patrols, coffee with a cop, Maryland Heights Night Out, etc.)	26.8%	35.8%	16.1%	3.2%	0.7%	17.5%

WITHOUT “DON’T KNOW”**Q8. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Visibility of police in my neighborhood	26.8%	48.4%	14.7%	8.1%	2.0%
Q8-2. Visibility of police in retail areas	19.1%	45.1%	26.5%	7.7%	1.6%
Q8-3. City's efforts to prevent crime	29.1%	44.3%	19.7%	5.1%	1.9%
Q8-4. How quickly police respond to emergencies	50.5%	37.2%	10.8%	1.2%	0.3%
Q8-5. Overall competency of Maryland Heights Police Department	45.6%	42.7%	9.1%	1.6%	1.0%
Q8-6. Overall treatment of citizens by Maryland Heights Police Department	42.5%	41.4%	12.1%	2.5%	1.6%
Q8-7. Attentiveness of Police Dept. in enforcing local traffic laws	30.6%	49.0%	12.7%	5.8%	1.9%
Q8-8. Police Department engagement within community (foot/bike patrols, coffee with a cop, Maryland Heights Night Out, etc.)	32.4%	43.4%	19.5%	3.8%	0.9%

Q9. Which THREE items from the list in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. Top choice	Number	Percent
Visibility of police in my neighborhood	120	29.2 %
Visibility of police in retail areas	30	7.3 %
City's efforts to prevent crime	108	26.3 %
How quickly police respond to emergencies	22	5.4 %
Overall competency of Maryland Heights Police Department	18	4.4 %
Overall treatment of citizens by Maryland Heights Police Department	9	2.2 %
Attentiveness of Police Dept. in enforcing local traffic laws	26	6.3 %
Police Department engagement within community (foot/bike patrols, coffee with a cop, Maryland Heights Night Out, etc.)	22	5.4 %
None chosen	56	13.6 %
Total	411	100.0 %

Q9. Which THREE items from the list in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. 2nd choice	Number	Percent
Visibility of police in my neighborhood	50	12.2 %
Visibility of police in retail areas	81	19.7 %
City's efforts to prevent crime	64	15.6 %
How quickly police respond to emergencies	36	8.8 %
Overall competency of Maryland Heights Police Department	30	7.3 %
Overall treatment of citizens by Maryland Heights Police Department	23	5.6 %
Attentiveness of Police Dept. in enforcing local traffic laws	20	4.9 %
Police Department engagement within community (foot/bike patrols, coffee with a cop, Maryland Heights Night Out, etc.)	31	7.5 %
None chosen	76	18.5 %
Total	411	100.0 %

Q9. Which THREE items from the list in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q9. 3rd choice	Number	Percent
Visibility of police in my neighborhood	40	9.7 %
Visibility of police in retail areas	42	10.2 %
City's efforts to prevent crime	54	13.1 %
How quickly police respond to emergencies	23	5.6 %
Overall competency of Maryland Heights Police Department	38	9.2 %
Overall treatment of citizens by Maryland Heights Police Department	38	9.2 %
Attentiveness of Police Dept. in enforcing local traffic laws	30	7.3 %
Police Department engagement within community (foot/bike patrols, coffee with a cop, Maryland Heights Night Out, etc.)	49	11.9 %
None chosen	97	23.6 %
Total	411	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE items from the list in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q9. Sum of top 3 choices	Number	Percent
Visibility of police in my neighborhood	210	51.1 %
Visibility of police in retail areas	153	37.2 %
City's efforts to prevent crime	226	55.0 %
How quickly police respond to emergencies	81	19.7 %
Overall competency of Maryland Heights Police Department	86	20.9 %
Overall treatment of citizens by Maryland Heights Police Department	70	17.0 %
Attentiveness of Police Dept. in enforcing local traffic laws	76	18.5 %
Police Department engagement within community (foot/bike patrols, coffee with a cop, Maryland Heights Night Out, etc.)	102	24.8 %
None chosen	56	13.6 %
Total	1060	

Q10. Feeling of Safety in Various Situations: Please rate each of the following.

(N=411)

	Very safe	Somewhat safe	Neutral	Somewhat unsafe	Very unsafe	Don't know
Q10-1. Walking alone in your neighborhood during the day	75.2%	20.9%	1.5%	1.0%	0.2%	1.2%
Q10-2. Walking alone in your neighborhood after dark	26.8%	43.1%	13.6%	10.0%	2.4%	4.1%
Q10-3. Walking alone in business/retail areas during the day	59.4%	28.2%	6.6%	2.4%	0.0%	3.4%
Q10-4. Walking alone in business/retail areas after dark	19.5%	42.1%	14.8%	12.9%	2.9%	7.8%
Q10-5. As a pedestrian crossing streets	30.2%	41.8%	14.6%	7.1%	1.2%	5.1%

WITHOUT "DON'T KNOW"

Q10. Feeling of Safety in Various Situations: Please rate each of the following. (without "don't know")

(N=411)

	Very safe	Somewhat safe	Neutral	Somewhat unsafe	Very unsafe
Q10-1. Walking alone in your neighborhood during the day	76.1%	21.2%	1.5%	1.0%	0.2%
Q10-2. Walking alone in your neighborhood after dark	27.9%	44.9%	14.2%	10.4%	2.5%
Q10-3. Walking alone in business/retail areas during the day	61.5%	29.2%	6.8%	2.5%	0.0%
Q10-4. Walking alone in business/retail areas after dark	21.1%	45.6%	16.1%	14.0%	3.2%
Q10-5. As a pedestrian crossing streets	31.8%	44.1%	15.4%	7.4%	1.3%

Q11. In the past 12 months, were you or anyone in your household the victim of any crime in Maryland Heights?

Q11. Were you victim of any crime in Maryland Heights in past 12 months	Number	Percent
Yes	29	7.1 %
No	376	91.5 %
Don't know	6	1.5 %
Total	411	100.0 %

WITHOUT "DON'T KNOW"**Q11. In the past 12 months, were you or anyone in your household the victim of any crime in Maryland Heights? (without "don't know")**

Q11. Were you victim of any crime in Maryland Heights in past 12 months	Number	Percent
Yes	29	7.2 %
No	376	92.8 %
Total	405	100.0 %

Q11a. If "YES" to Question 11, did you report these crimes to the police?

Q11a. Did you report these crimes to the police	Number	Percent
Yes	21	72.4 %
No	8	27.6 %
Total	29	100.0 %

Q11b. If "YES" to Question 11b, how would you rate the timeliness and contact with the police?

Q11b. How would you rate timeliness & contact with police	Number	Percent
Excellent	10	47.6 %
Good	8	38.1 %
Fair	1	4.8 %
Poor	2	9.5 %
Total	21	100.0 %

Q12. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following.

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Maintenance of residential/neighborhood streets	29.7%	46.5%	14.1%	5.4%	2.9%	1.5%
Q12-2. Snow removal on City streets	52.8%	36.0%	6.1%	2.9%	0.7%	1.5%
Q12-3. Stormwater control	28.5%	42.6%	12.2%	3.4%	1.7%	11.7%
Q12-4. Condition of City sidewalks	24.8%	46.2%	17.0%	5.4%	2.4%	4.1%
Q12-5. Satisfaction with tree trimming/replacement program on public property	26.8%	38.2%	18.7%	6.1%	1.5%	8.8%
Q12-6. Adequacy of residential/neighborhood street lighting	22.1%	41.4%	19.2%	12.2%	2.4%	2.7%

WITHOUT "DON'T KNOW"**Q12. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Maintenance of residential/neighborhood streets	30.1%	47.2%	14.3%	5.4%	3.0%
Q12-2. Snow removal on City streets	53.6%	36.5%	6.2%	3.0%	0.7%
Q12-3. Stormwater control	32.2%	48.2%	13.8%	3.9%	1.9%
Q12-4. Condition of City sidewalks	25.9%	48.2%	17.8%	5.6%	2.5%
Q12-5. Satisfaction with tree trimming/replacement program on public property	29.3%	41.9%	20.5%	6.7%	1.6%
Q12-6. Adequacy of residential/neighborhood street lighting	22.8%	42.5%	19.8%	12.5%	2.5%

Q13. Which THREE items from the list in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Maintenance of residential/neighborhood streets	156	38.0 %
Snow removal on City streets	33	8.0 %
Stormwater control	34	8.3 %
Condition of City sidewalks	39	9.5 %
Satisfaction with tree trimming/replacement program on public property	30	7.3 %
Adequacy of residential/neighborhood street lighting	74	18.0 %
None chosen	45	10.9 %
Total	411	100.0 %

Q13. Which THREE items from the list in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Maintenance of residential/neighborhood streets	53	12.9 %
Snow removal on City streets	76	18.5 %
Stormwater control	49	11.9 %
Condition of City sidewalks	53	12.9 %
Satisfaction with tree trimming/replacement program on public property	52	12.7 %
Adequacy of residential/neighborhood street lighting	57	13.9 %
None chosen	71	17.3 %
Total	411	100.0 %

Q13. Which THREE items from the list in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 3rd choice	Number	Percent
Maintenance of residential/neighborhood streets	52	12.7 %
Snow removal on City streets	33	8.0 %
Stormwater control	44	10.7 %
Condition of City sidewalks	54	13.1 %
Satisfaction with tree trimming/replacement program on public property	49	11.9 %
Adequacy of residential/neighborhood street lighting	79	19.2 %
None chosen	100	24.3 %
Total	411	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE items from the list in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q13. Sum of top 3 choices	Number	Percent
Maintenance of residential/neighborhood streets	261	63.5 %
Snow removal on City streets	142	34.5 %
Stormwater control	127	30.9 %
Condition of City sidewalks	146	35.5 %
Satisfaction with tree trimming/replacement program on public property	131	31.9 %
Adequacy of residential/neighborhood street lighting	210	51.1 %
None chosen	45	10.9 %
Total	1062	

Q14. How would you rate the solid waste services (e.g. trash, recycling) provided to most residential properties (single family homes and some condos) free of charge by the City?

Q14. How would you rate solid waste services provided by City to most residential properties free of charge	Number	Percent
Very satisfied	289	70.3 %
Satisfied	94	22.9 %
Neutral	9	2.2 %
Dissatisfied	1	0.2 %
Very dissatisfied	1	0.2 %
Don't know	17	4.1 %
Total	411	100.0 %

WITHOUT "DON'T KNOW"

Q14. How would you rate the solid waste services (e.g. trash, recycling) provided to most residential properties (single family homes and some condos) free of charge by the City? (without "don't know")

Q14. How would you rate solid waste services provided by City to most residential properties free of charge	Number	Percent
Very satisfied	289	73.4 %
Satisfied	94	23.9 %
Neutral	9	2.3 %
Dissatisfied	1	0.3 %
Very dissatisfied	1	0.3 %
Total	394	100.0 %

Q15. How would you rate pedestrian accessibility throughout the City of Maryland Heights (e.g. sidewalks and crosswalks)?

Q15. How would you rate pedestrian accessibility throughout City	Number	Percent
Excellent	106	25.8 %
Good	204	49.6 %
Fair	71	17.3 %
Poor	5	1.2 %
Don't know, no answer	25	6.1 %
Total	411	100.0 %

WITHOUT "DON'T KNOW / NO ANSWER"**Q15. How would you rate pedestrian accessibility throughout the City of Maryland Heights (e.g. sidewalks and crosswalks? (without "don't know, no answer")**

Q15. How would you rate pedestrian accessibility throughout City	Number	Percent
Excellent	106	27.5 %
Good	204	52.8 %
Fair	71	18.4 %
Poor	5	1.3 %
Total	386	100.0 %

Q16. Which of the Maryland Heights Parks and Recreation facilities do you or other members of your household visit?

Q16. What Parks & Recreation facilities do you visit	Number	Percent
Aquaport	140	34.1 %
Dogport	39	9.5 %
Eise Park	51	12.4 %
Quiet Hollow Park	12	2.9 %
Maryland Heights Community Center	267	65.0 %
Parkwood Park	64	15.6 %
Vago Park	160	38.9 %
McKelvey Woods Park	44	10.7 %
Fee Fee Greenway	49	11.9 %
Total	826	

Q17. How often do you visit Parks and Recreation facilities?

<u>Q17. How often do you visit Parks & Recreation facilities</u>	<u>Number</u>	<u>Percent</u>
Daily	18	4.4 %
A few times a week	72	17.5 %
At least 1 time per week	54	13.1 %
A few times a month	80	19.5 %
A few times a year	122	29.7 %
Once a year	8	1.9 %
Seldom/never	46	11.2 %
Not provided	11	2.7 %
Total	411	100.0 %

WITHOUT "NOT PROVIDED"**Q17. How often do you visit Parks and Recreation facilities? (without "not provided")**

<u>Q17. How often do you visit Parks & Recreation facilities</u>	<u>Number</u>	<u>Percent</u>
Daily	18	4.5 %
A few times a week	72	18.0 %
At least 1 time per week	54	13.5 %
A few times a month	80	20.0 %
A few times a year	122	30.5 %
Once a year	8	2.0 %
Seldom/never	46	11.5 %
Total	400	100.0 %

Q18. How satisfied are you with how well Parks and Recreation Programs and Events satisfy your needs and interests?

Q18. How satisfied are you with how well Parks & Recreation programs & events satisfy your needs & interests

	Number	Percent
Very satisfied	128	31.1 %
Satisfied	169	41.1 %
Neutral	60	14.6 %
Dissatisfied	6	1.5 %
Very dissatisfied	1	0.2 %
Don't know	47	11.4 %
Total	411	100.0 %

WITHOUT "DON'T KNOW"**Q18. How satisfied are you with how well Parks and Recreation Programs and Events satisfy your needs and interests? (without "don't know")**

Q18. How satisfied are you with how well Parks & Recreation programs & events satisfy your needs & interests

	Number	Percent
Very satisfied	128	35.2 %
Satisfied	169	46.4 %
Neutral	60	16.5 %
Dissatisfied	6	1.6 %
Very dissatisfied	1	0.3 %
Total	364	100.0 %

Q20. Aquaport is currently under renovation and is expected to re-open in May of 2020. Do you plan to visit the aquatic park?

Q20. Do you plan to visit Aquaport	Number	Percent
Yes	136	33.1 %
No	170	41.4 %
Don't know	105	25.5 %
Total	411	100.0 %

WITHOUT "DON'T KNOW"**Q20. Aquaport is currently under renovation and is expected to re-open in May of 2020. Do you plan to visit the aquatic park? (without "don't know")**

Q20. Do you plan to visit Aquaport	Number	Percent
Yes	136	44.4 %
No	170	55.6 %
Total	306	100.0 %

Q21. The Centene Community Ice Center just opened in September of 2019. Which of the following best describes your use of the Center?

Q21. What best describes your use of Centene Community Ice Center	Number	Percent
I have used the facility	30	7.3 %
I have not used the facility, but I plan to in the future	188	45.7 %
I have not used the facility, & I don't plan to in the future	179	43.6 %
Not provided	14	3.4 %
Total	411	100.0 %

WITHOUT "NOT PROVIDED"**Q21. The Centene Community Ice Center just opened in September of 2019. Which of the following best describes your use of the Center? (without "not provided")**

Q21. What best describes your use of Centene Community Ice Center	Number	Percent
I have used the facility	30	7.6 %
I have not used the facility, but I plan to in the future	188	47.4 %
I have not used the facility, & I don't plan to in the future	179	45.1 %
Total	397	100.0 %

Q22. Recreation Programs and Events: Please rate your satisfaction with the following.

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Fees charged for recreation programs & events	14.1%	30.7%	23.4%	9.2%	3.4%	19.2%
Q22-2. Ease of registration for recreation programs & services	20.7%	34.3%	17.5%	2.4%	1.7%	23.4%

WITHOUT "DON'T KNOW"**Q22. Recreation Programs and Events: Please rate your satisfaction with the following. (without "don't know")**

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Fees charged for recreation programs & events	17.5%	38.0%	28.9%	11.4%	4.2%
Q22-2. Ease of registration for recreation programs & services	27.0%	44.8%	22.9%	3.2%	2.2%

Q23. Are you or members of your household interested in sports leagues or instructional sports programs?

Q23. Are you interested in sports leagues or instructional sports programs	Number	Percent
Yes	77	18.7 %
No	308	74.9 %
Not provided	26	6.3 %
Total	411	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Are you or members of your household interested in sports leagues or instructional sports programs? (without "not provided")**

Q23. Are you interested in sports leagues or instructional sports programs	Number	Percent
Yes	77	20.0 %
No	308	80.0 %
Total	385	100.0 %

Q25. The City creates and distributes a monthly newsletter. Please select your top THREE choices of city information you are most interested in reading about.

Q25. City information you are most interested in reading about	Number	Percent
Parks & Recreation events & programs	207	50.4 %
Police events, programs, & safety tips	182	44.3 %
Economic development (e.g. new businesses, ribbon cuttings)	154	37.5 %
Articles about special topics (e.g. mosquito spraying, deer population)	158	38.4 %
City Council meeting activity	111	27.0 %
Special events (electronic recycling, paper shredding, Citizen's Academy)	214	52.1 %
Non-City events occurring within Maryland Heights (e.g. amphitheatre concerts, Westport Plaza events, tournaments)	108	26.3 %
Budget information	57	13.9 %
Total	1191	

Q26. Would you be more likely to read the City newsletter if it were emailed to you?

<u>Q26. Would you be more likely to read City newsletter</u>	<u>Number</u>	<u>Percent</u>
Yes	143	34.8 %
No	255	62.0 %
Not provided	13	3.2 %
Total	411	100.0 %

WITHOUT “NOT PROVIDED”

Q26. Would you be more likely to read the City newsletter if it were emailed to you? (without "not provided")

<u>Q26. Would you be more likely to read City newsletter</u>	<u>Number</u>	<u>Percent</u>
Yes	143	35.9 %
No	255	64.1 %
Total	398	100.0 %

Q27. City Communication: Please rate your satisfaction with each of the following.

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q27-1. Availability of information about City programs & services	30.2%	47.2%	14.8%	2.2%	0.2%	5.4%
Q27-2. City's efforts to keep you informed about local issues	26.8%	45.0%	16.5%	5.8%	0.5%	5.4%
Q27-3. How open City is to public involvement & input from residents	22.4%	33.6%	24.6%	5.1%	1.5%	12.9%
Q27-4. Quality of City's website	17.5%	34.5%	22.6%	3.4%	0.5%	21.4%
Q27-5. How well City communicates notices of public meetings	17.8%	34.1%	28.5%	4.4%	1.7%	13.6%
Q27-6. How well City's communications meet your needs	19.7%	40.6%	26.0%	3.2%	1.7%	8.8%

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

(N=411)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q27-1. Availability of information about City programs & services	31.9%	49.9%	15.7%	2.3%	0.3%
Q27-2. City's efforts to keep you informed about local issues	28.3%	47.6%	17.5%	6.2%	0.5%
Q27-3. How open City is to public involvement & input from residents	25.7%	38.5%	28.2%	5.9%	1.7%
Q27-4. Quality of City's website	22.3%	44.0%	28.8%	4.3%	0.6%
Q27-5. How well City communicates notices of public meetings	20.6%	39.4%	33.0%	5.1%	2.0%
Q27-6. How well City's communications meet your needs	21.6%	44.5%	28.5%	3.5%	1.9%

Q28. City Communication: For each of the items below, please rate how often you use each one.

(N=411)

	Often	4	3	2	Never	Not provided
Q28-1. City website, www.marylandheights.com	4.6%	12.2%	25.3%	26.3%	27.0%	4.6%
Q28-2. City newsletter	45.3%	24.1%	14.6%	5.8%	6.6%	3.6%
Q28-3. Parks & Recreation guide	27.7%	21.2%	18.7%	12.4%	14.8%	5.1%
Q28-4. City Planner's Report	8.0%	11.9%	19.2%	18.7%	35.8%	6.3%
Q28-5. Email communications	8.0%	10.5%	19.2%	13.6%	41.4%	7.3%
Q28-6. City Facebook Accounts (e.g. City of Maryland Heights, Maryland Heights Parks & Rec., MHPD)	10.5%	10.7%	10.0%	10.2%	51.8%	6.8%
Q28-7. City Twitter Accounts (e.g. City of Maryland Heights, Maryland Heights Parks & Rec., MHPD)	2.4%	2.9%	5.1%	7.1%	74.9%	7.5%
Q28-8. City NextDoor Accounts	19.0%	10.7%	12.2%	6.8%	44.5%	6.8%
Q28-9. Parks & Recreation App (MHParks)	7.1%	6.8%	11.9%	8.5%	58.6%	7.1%
Q28-10. City Instagram Accounts	1.0%	1.9%	4.9%	3.6%	80.5%	8.0%

WITHOUT “NOT PROVIDED”

Q28. City Communication: For each of the items below, please rate how often you use each one. (without "not provided")

(N=411)

	Often	4	3	2	Never
Q28-1. City website, www.marylandheights.com	4.8%	12.8%	26.5%	27.6%	28.3%
Q28-2. City newsletter	47.0%	25.0%	15.2%	6.1%	6.8%
Q28-3. Parks & Recreation guide	29.2%	22.3%	19.7%	13.1%	15.6%
Q28-4. City Planner's Report	8.6%	12.7%	20.5%	20.0%	38.2%
Q28-5. Email communications	8.7%	11.3%	20.7%	14.7%	44.6%
Q28-6. City Facebook Accounts (e.g. City of Maryland Heights, Maryland Heights Parks & Rec., MHPD)	11.2%	11.5%	10.7%	11.0%	55.6%
Q28-7. City Twitter Accounts (e.g. City of Maryland Heights, Maryland Heights Parks & Rec., MHPD)	2.6%	3.2%	5.5%	7.6%	81.1%
Q28-8. City NextDoor Accounts	20.4%	11.5%	13.1%	7.3%	47.8%
Q28-9. Parks & Recreation App (MHParks)	7.6%	7.3%	12.8%	9.2%	63.1%
Q28-10. City Instagram Accounts	1.1%	2.1%	5.3%	4.0%	87.6%

Q28. Please indicate how effective you feel it is in keeping you informed about City services, programs, and projects.

(N=411)

	Effective	4	3	2	Ineffective
Q28-1. City website, www.marylandheights.com	19.7%	29.3%	27.6%	8.6%	14.8%
Q28-2. City newsletter	51.9%	27.9%	16.1%	1.5%	2.6%
Q28-3. Parks & Recreation guide	44.4%	26.2%	19.8%	4.2%	5.4%
Q28-4. City Planner's Report	21.7%	17.8%	31.5%	9.1%	19.9%
Q28-5. Email communications	16.0%	18.3%	31.0%	9.3%	25.4%
Q28-6. City Facebook Accounts (e.g. City of Maryland Heights, Maryland Heights Parks & Rec., MHPD)	19.1%	18.3%	23.0%	7.8%	31.9%
Q28-7. City Twitter Accounts (e.g. City of Maryland Heights, Maryland Heights Parks & Rec., MHPD)	6.5%	9.8%	22.9%	7.9%	52.8%
Q28-8. City NextDoor Accounts	21.5%	18.1%	22.2%	10.0%	28.1%
Q28-9. Parks & Recreation App (MHParks)	10.6%	19.6%	25.1%	9.8%	34.9%
Q28-10. City Instagram Accounts	5.2%	8.1%	19.5%	10.0%	57.1%

Q29. The City is redesigning a new website in 2020. Please select your top THREE choices of what information you most frequently look at on the City's website.

Q29. What information do you most frequently look for on City website	Number	Percent
Special events & meetings	132	32.1 %
Parks & Recreation programs & registration	128	31.1 %
Newsletter & other general information	152	37.0 %
Contact information for departments and/or staff	109	26.5 %
Permits (building, container, special event, public works)	58	14.1 %
Licenses (business, hunting, solicitors)	17	4.1 %
Police Department	102	24.8 %
Facility information (ex. Aquaport, Community Center, Dogport)	104	25.3 %
City ordinances & regulatory information	60	14.6 %
Report a problem (ex. Pothole, code enforcement complaint, damaged tree, etc.)	143	34.8 %
Total	1005	

Q30. Do you know who your two City Council members are?

Q30. Do you know who your two City Council members are	Number	Percent
Yes	192	46.7 %
No	219	53.3 %
Total	411	100.0 %

Q31. Have you ever contacted your City Council members with a question, problem, or complaint?

Q31. Have you ever contacted your City Council members with a question, problem, or complaint	Number	Percent
Yes	104	25.3 %
No	307	74.7 %
Total	411	100.0 %

Q32. How satisfied are you with your representation from City Council?

Q32. How satisfied are you with your representation from City Council	Number	Percent
Very satisfied	67	16.3 %
Satisfied	93	22.6 %
Neutral	124	30.2 %
Dissatisfied	23	5.6 %
Very dissatisfied	9	2.2 %
Don't know	95	23.1 %
Total	411	100.0 %

WITHOUT "DON'T KNOW"**Q32. How satisfied are you with your representation from City Council? (without "don't know")**

Q32. How satisfied are you with your representation from City Council	Number	Percent
Very satisfied	67	21.2 %
Satisfied	93	29.4 %
Neutral	124	39.2 %
Dissatisfied	23	7.3 %
Very dissatisfied	9	2.8 %
Total	316	100.0 %

Q33. What is your preferred method of contacting your elected officials?

Q33. What is your preferred method of contacting your elected officials	Number	Percent
Phone	130	31.6 %
Email	181	44.0 %
Mail	24	5.8 %
In person	35	8.5 %
Not provided	41	10.0 %
Total	411	100.0 %

WITHOUT "NOT PROVIDED"**Q33. What is your preferred method of contacting your elected officials? (without "not provided")**

Q33. What is your preferred method of contacting your elected officials	Number	Percent
Phone	130	35.1 %
Email	181	48.9 %
Mail	24	6.5 %
In person	35	9.5 %
Total	370	100.0 %

Q34. How long have you been a resident of Maryland Heights?

Q34. How long have you been a resident of Maryland Heights	Number	Percent
0-5	57	13.9 %
6-10	51	12.4 %
11-15	41	10.0 %
16-20	50	12.2 %
21-30	69	16.8 %
31+	125	30.4 %
Not provided	18	4.4 %
Total	411	100.0 %

WITHOUT “NOT PROVIDED”**Q34. How long have you been a resident of Maryland Heights? (without "not provided")**

Q34. How long have you been a resident of Maryland Heights	Number	Percent
0-5	57	14.5 %
6-10	51	13.0 %
11-15	41	10.4 %
16-20	50	12.7 %
21-30	69	17.6 %
31+	125	31.8 %
Total	393	100.0 %

Q35. Which of the following best describes your household?

Q35. What best describes your household	Number	Percent
Own–single family home	304	74.0 %
Own–multi-family unit (condo, apartment, duplex)	27	6.6 %
Rent or lease–single family home	41	10.0 %
Rent–multi-family unit (condo, apartment, duplex)	32	7.8 %
Not provided	7	1.7 %
Total	411	100.0 %

WITHOUT “NOT PROVIDED”**Q35. Which of the following best describes your household? (without "not provided")**

Q35. What best describes your household	Number	Percent
Own–single family home	304	75.2 %
Own–multi-family unit (condo, apartment, duplex)	27	6.7 %
Rent or lease–single family home	41	10.1 %
Rent–multi-family unit (condo, apartment, duplex)	32	7.9 %
Total	404	100.0 %

Q36. What is your age?

Q36. Your age	Number	Percent
18-34	71	17.3 %
35-44	76	18.5 %
45-54	77	18.7 %
55-64	81	19.7 %
65+	80	19.5 %
Not provided	26	6.3 %
Total	411	100.0 %

WITHOUT “NOT PROVIDED”**Q36. What is your age? (without "not provided")**

Q36. Your age	Number	Percent
18-34	71	18.4 %
35-44	76	19.7 %
45-54	77	20.0 %
55-64	81	21.0 %
65+	80	20.8 %
Total	385	100.0 %

Q37. Including yourself, how many people in your household are...

	Mean	Sum
number	2.2	872
Under age 5	0.1	38
Ages 5-9	0.1	34
Ages 10-14	0.1	42
Ages 15-19	0.1	44
Ages 20-24	0.1	39
Ages 25-34	0.2	84
Ages 35-44	0.3	127
Ages 45-54	0.3	132
Ages 55-64	0.4	164
Ages 65-74	0.3	101
Ages 75+	0.2	67

Q38. Would you say your total annual household income is:

Q38. Your total annual household income	Number	Percent
Under \$30K	39	9.5 %
\$30K to \$59,999	105	25.5 %
\$60K to \$99,999	109	26.5 %
\$100K to \$149,999	52	12.7 %
\$150K to \$199,999	28	6.8 %
\$200K+	13	3.2 %
Not provided	65	15.8 %
Total	411	100.0 %

WITHOUT "NOT PROVIDED"**Q38. Would you say your total annual household income is: (without "not provided")**

Q38. Your total annual household income	Number	Percent
Under \$30K	39	11.3 %
\$30K to \$59,999	105	30.3 %
\$60K to \$99,999	109	31.5 %
\$100K to \$149,999	52	15.0 %
\$150K to \$199,999	28	8.1 %
\$200K+	13	3.8 %
Total	346	100.0 %

Q39. Which of the following best describes your race/ethnicity?

Q39. Your race/ethnicity	Number	Percent
White/Caucasian	285	69.3 %
African American/Black	53	12.9 %
Hispanic/Latino/Spanish	14	3.4 %
Native American/Eskimo	1	0.2 %
Asian/Pacific Islander	56	13.6 %
Other	1	0.2 %
Total	410	

Q39-6. Other

Q39-6. Other	Number	Percent
Mixed	1	100.0 %
Total	1	100.0 %

Q40. Your gender:

<u>Q40. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	201	48.9 %
Female	207	50.4 %
Other	1	0.2 %
Not provided	2	0.5 %
Total	411	100.0 %

WITHOUT "NOT PROVIDED"**Q40. Your gender: (without "not provided")**

<u>Q40. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	201	49.1 %
Female	207	50.6 %
Other	1	0.2 %
Total	409	100.0 %

Q40-6. Other

<u>Q40. Other</u>	<u>Number</u>	<u>Percent</u>
Woman/Female	1	100.0 %
Total	1	100.0 %

Section 5

Survey Instrument



November 2019

Dear Maryland Heights Resident,

The City of Maryland Heights is requesting your help and a few minutes of your time. You have been randomly selected to participate in a survey designed to gather resident opinions and input on city 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 the City of Maryland Heights.

We greatly appreciate your participation. We realize that completing this survey will take time, but we 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. You have the option of completing the survey online at www.marylandheightssurvey.org. Individual responses to the survey will remain confidential.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms.

Please contact Gabrielle Macaluso, our Assistant to the City Administrator, at (314) 738-2204 or gmacaluso@marylandheights.com if you have any questions.

Thank you in advance for your participation and help in shaping Maryland Heights' future.

Sincerely,

Mike Moeller

Mayor



2019 City of Maryland Heights 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 prefer, you can complete the survey online at www.marylandheightssurvey.org.

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

How would you rate The City of Maryland Heights	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 image of the City	5	4	3	2	1	9
03. Overall quality of life in the City	5	4	3	2	1	9
04. Overall feeling of safety in the City	5	4	3	2	1	9
05. Quality of new residential development in the City	5	4	3	2	1	9
06. Quality of new commercial development in the City	5	4	3	2	1	9
07. Overall appearance and upkeep of the City	5	4	3	2	1	9
08. Quality of special events and cultural opportunities	5	4	3	2	1	9
09. Number of special events and cultural opportunities	5	4	3	2	1	9
10. Recreational opportunities in the City	5	4	3	2	1	9

2. **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 police services	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	5	4	3	2	1	9
4. Overall maintenance of City buildings, parks and other facilities	5	4	3	2	1	9
5. Overall enforcement of City codes and ordinances for buildings, housing and property	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

3. Which THREE items from the list in Question 2 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 2.]

1st: _____ 2nd: _____ 3rd: _____

4. How would you rate Maryland Heights as a place to raise a family?

____(1) Excellent ____ (3) Fair ____ (9) Don't know, no answer
____(2) Good ____ (4) Poor

5. Compared to five years ago, would you say Maryland Heights is:

____(1) Somewhat better ____ (3) Somewhat worse ____ (9) Don't know, no answer
____(2) About the same ____ (4) A lot worse

6. Looking to the future, say five years from now, do you think Maryland Heights will be:

____(1) A lot better ____ (3) About the same ____ (5) A lot worse
____(2) Somewhat better ____ (4) Somewhat worse ____ (9) Don't know, no answer

7. How confident are you that the residential property values in Maryland Heights are keeping pace with those in other parts of St. Louis County?

____(1) Extremely confident ____ (3) Somewhat confident ____ (5) Not at all confident
____(2) Very confident ____ (4) Not very confident ____ (9) Don't know, no answer

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

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The visibility of police in my neighborhood	5	4	3	2	1	9
2.	The visibility of police in retail areas	5	4	3	2	1	9
3.	The City's efforts to prevent crime	5	4	3	2	1	9
4.	How quickly police respond to emergencies	5	4	3	2	1	9
5.	Overall competency of the Maryland Heights Police Department	5	4	3	2	1	9
6.	Overall treatment of citizens by the Maryland Heights Police Department	5	4	3	2	1	9
7.	Attentiveness of the Police Dept. in enforcing local traffic laws	5	4	3	2	1	9
8.	Police Department engagement within the community (foot/bike patrols, coffee with a cop, Maryland Heights Night Out, etc.)	5	4	3	2	1	9

9. Which THREE items from the list in Question 8 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 8.]

1st: _____ 2nd: _____ 3rd: _____

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

How Safe do you Feel:		Very Safe	Somewhat Safe	Neutral	Somewhat Unsafe	Very Unsafe	Don't Know
1.	Walking alone in your neighborhood during the day	5	4	3	2	1	9
2.	Walking alone in your neighborhood after dark	5	4	3	2	1	9
3.	Walking alone in business/retail areas during the day	5	4	3	2	1	9
4.	Walking alone in business/retail areas after dark	5	4	3	2	1	9
5.	As a pedestrian crossing streets	5	4	3	2	1	9

11. In the past 12 months, were you or anyone in your household the victim of any crime in Maryland Heights?

____(1) Yes [Go to Q11a] ____ (2) No [Go to Q12] ____ (9) Don't know [Go to Q12]

11a. If "Yes," did you report these crimes to the police?

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

11b. If "Yes," how would you rate the timeliness and contact with the police?

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

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

City Maintenance/Public Works		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of residential/neighborhood streets	5	4	3	2	1	9
2.	Snow removal on City streets	5	4	3	2	1	9
3.	Stormwater control	5	4	3	2	1	9
4.	Condition of City sidewalks	5	4	3	2	1	9
5.	Satisfaction with tree trimming/replacement program on public property	5	4	3	2	1	9
6.	Adequacy of residential/neighborhood street lighting	5	4	3	2	1	9

13. Which THREE items from the list in Question 12 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 12.]

1st: _____ 2nd: _____ 3rd: _____

14. **How would you rate the solid waste services (e.g. trash, recycling) provided to most residential properties (single family homes and some condos) free of charge by the City?**
 ____ (1) Very satisfied ____ (3) Neutral ____ (5) Very dissatisfied
 ____ (2) Satisfied ____ (4) Dissatisfied ____ (9) Don't know
15. **How would you rate pedestrian accessibility throughout the City of Maryland Heights (e.g. sidewalks and crosswalks)?**
 ____ (1) Excellent ____ (3) Fair ____ (9) Don't know, no answer
 ____ (2) Good ____ (4) Poor
16. **Which of the Maryland Heights Parks and Recreation Facilities do you or other members of your household visit? [Check all that apply]**
 ____ (1) Aquaport ____ (6) Parkwood Park
 ____ (2) Dogport ____ (7) Vago Park
 ____ (3) Eise Park ____ (8) McKelvey Woods Park
 ____ (4) Quiet Hollow Park ____ (9) Fee Fee Greenway
 ____ (5) Maryland Heights Community Center
17. **How often do you visit Parks and Recreation facilities?**
 ____ (1) Daily ____ (5) A few times a year
 ____ (2) A few times a week ____ (6) Once a year
 ____ (3) At least 1 time per week ____ (7) Seldom/Never
 ____ (4) A few times a month
18. **How satisfied are you with how well Parks and Recreation Programs and Events satisfy your needs and interests?**
 ____ (1) Very satisfied ____ (3) Neutral ____ (5) Very Dissatisfied
 ____ (2) Satisfied ____ (4) Dissatisfied ____ (9) Don't know
19. **Please list programs or events you would like to see offered that the department is not currently providing:**

20. **Aquaport is currently under renovation and is expected to re-open in May of 2020. Do you plan to visit the aquatic park?**
 ____ (1) Yes [Go to Q21] ____ (2) No [Go to Q20a] ____ (9) Don't know [Go to Q21]
- 20a. **If "No," why not?** _____
21. **The Centene Community Ice Center just opened in September of 2019. Which of the following best describes your use of the Center?**
 ____ (1) I have used the facility
 ____ (2) I have not used the facility, but I plan to in the future
 ____ (3) I have not used the facility, and I don't plan to in the future

22. **Recreation Programs and Events: Please rate your satisfaction with the following.**

Recreation Programs and Events		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Fees charged for recreation programs and events	5	4	3	2	1	9
2.	Ease of registration for recreation programs and services	5	4	3	2	1	9

23. **Are you or members of your household interested in sports leagues or instructional sports programs?**
 ____ (1) Yes ____ (2) No

24. What specific sports programs would you like to see offered?

For Adults: _____

For Children/Youth: _____

25. The City creates and distributes a monthly newsletter. Please select your top THREE choices of city information you are most interested in reading about.

- ____(1) Parks and Recreation events and programs
 ____ (2) Police events, programs, and safety tips
 ____ (3) Economic development (e.g. new businesses, ribbon cuttings)
 ____ (4) Articles about special topics (e.g. mosquito spraying, deer population)
 ____ (5) City Council meeting activity
 ____ (6) Special events (Electronic recycling, paper shredding, Citizen's Academy)
 ____ (7) Non-City events occurring within Maryland Heights (e.g. Amphitheatre Concerts, Westport Plaza events, tournaments)
 ____ (8) Budget information

26. Would you be more likely to read the City newsletter if it were emailed to you?

- ____(1) Yes ____ (2) No

27. 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

28. City Communication: For each of the items below, please rate how often you use each one, and how effective you feel it is in keeping you informed about City services, programs, and projects. Please note that the City maintains nearly 20 social media accounts as outlined below. We do not have the authority edit or manage content on social media accounts that do not belong to our agency. Please be cautious when relying on non-city accounts for information about city programs, events and activities.

City Communication		My Usage					Effectiveness				
		Often	•	•	•	Never	Effective	•	•	•	Ineffective
01.	City website, www.marylandheights.com	5	4	3	2	1	5	4	3	2	1
02.	City newsletter	5	4	3	2	1	5	4	3	2	1
03.	Parks and Recreation guide	5	4	3	2	1	5	4	3	2	1
04.	City Planner's Report	5	4	3	2	1	5	4	3	2	1
05.	Email communications	5	4	3	2	1	5	4	3	2	1
06.	City Facebook Accounts (e.g. City of Maryland Heights, Maryland Heights Parks and Rec., MHPD)	5	4	3	2	1	5	4	3	2	1
07.	City Twitter Accounts (e.g. City of Maryland Heights, Maryland Heights Parks and Rec., MHPD)	5	4	3	2	1	5	4	3	2	1
08.	City NextDoor Accounts	5	4	3	2	1	5	4	3	2	1
09.	Parks and Recreation App (MHParks)	5	4	3	2	1	5	4	3	2	1
10.	City Instagram Accounts	5	4	3	2	1	5	4	3	2	1

29. **The City is redesigning a new website in 2020. Please select your top THREE choices of what information you most frequently look at on the City's website**
 ____ (01) Special events and meetings
 ____ (02) Parks and Recreation programs and registration
 ____ (03) Newsletter and other general information
 ____ (04) Contact information for departments and/or staff
 ____ (05) Permits (building, container, special event, public works)
 ____ (06) Licenses (business, hunting, solicitors)
 ____ (07) Police Department
 ____ (08) Facility information (ex. Aquaport, Community Center, Dogport)
 ____ (09) City ordinances and regulatory information
 ____ (10) Report a Problem (ex. Pothole, code enforcement complaint, damaged tree, etc.)
30. **Do you know who your two City Council members are?**
 ____ (1) Yes ____ (2) No
31. **Have you ever contacted your City Council members with a question, problem, or complaint?**
 ____ (1) Yes ____ (2) No
32. **How satisfied are you with your representation from City Council?**
 ____ (1) Very satisfied ____ (3) Neutral ____ (5) Very Dissatisfied
 ____ (2) Satisfied ____ (4) Dissatisfied ____ (9) Don't know
33. **What is your preferred method of contacting your elected officials?**
 ____ (1) Phone ____ (2) Email ____ (3) Mail ____ (4) In person
34. **How long have you been a resident of Maryland Heights?** _____ years
35. **Which of the following best describes your household?**
 ____ (1) Own – Single Family Home ____ (3) Rent or Lease – Single Family Home
 ____ (2) Own – Multifamily Unit (Condo, Apartment, Duplex) ____ (4) Rent – Multifamily Unit (Condo, Apartment, Duplex)
36. **What is your age?** _____ years
37. **Including yourself, how many people in your household are...**
 Under age 5 ____ Ages 15-19 ____ Ages 35-44 ____ Ages 65-74 ____
 Ages 5-9 ____ Ages 20-24 ____ Ages 45-54 ____ Ages 75+ ____
 Ages 10-14 ____ Ages 25-34 ____ Ages 55-64 ____
38. **Would you say your total annual household income is:**
 ____ (1) Under \$30,000 ____ (3) \$60,000 to \$99,999 ____ (5) \$150,000 to \$199,999
 ____ (2) \$30,000 to \$59,999 ____ (4) \$100,000 to \$149,999 ____ (6) \$200,000 or more
39. **Which of the following best describes your race/ethnicity? [Check all that apply]**
 ____ (1) White/Caucasian ____ (3) Hispanic/Latino/Spanish ____ (5) Asian/Pacific Islander
 ____ (2) African American/Black ____ (4) Native American/Eskimo ____ (6) Other _____
40. **Your gender:** _____

41. Do you have any additional comments?

This concludes the survey – thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.