

# TO BE RESCHEDULED

## STUDY SESSION

ETC Institute Presentation – Community Survey Report

CITY HALL, Fifth Floor  
6801 Delmar Blvd., University City, Missouri 63130  
Monday, January 22, 2024  
5:30 p.m.

### AGENDA

1. Meeting called to order
2. Changes to Regular Agenda
3. ETC Institute Presentation – Community Survey Report
4. EXECUTIVE SESSION (*roll call vote required*)

Motion to go into a Closed Session according to Missouri Revised Statutes 610.021 (1) Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives or attorneys.

5. Adjournment

The public may also observe via:

Live Stream via YouTube:

[https://www.youtube.com/channel/UCyN1EJ\\_-Q22918E9EZimWoQ](https://www.youtube.com/channel/UCyN1EJ_-Q22918E9EZimWoQ)

Posted 19<sup>th</sup> day of January, 2024.

LaRette Reese  
City Clerk, MRCC



# 2023 Community Survey Findings

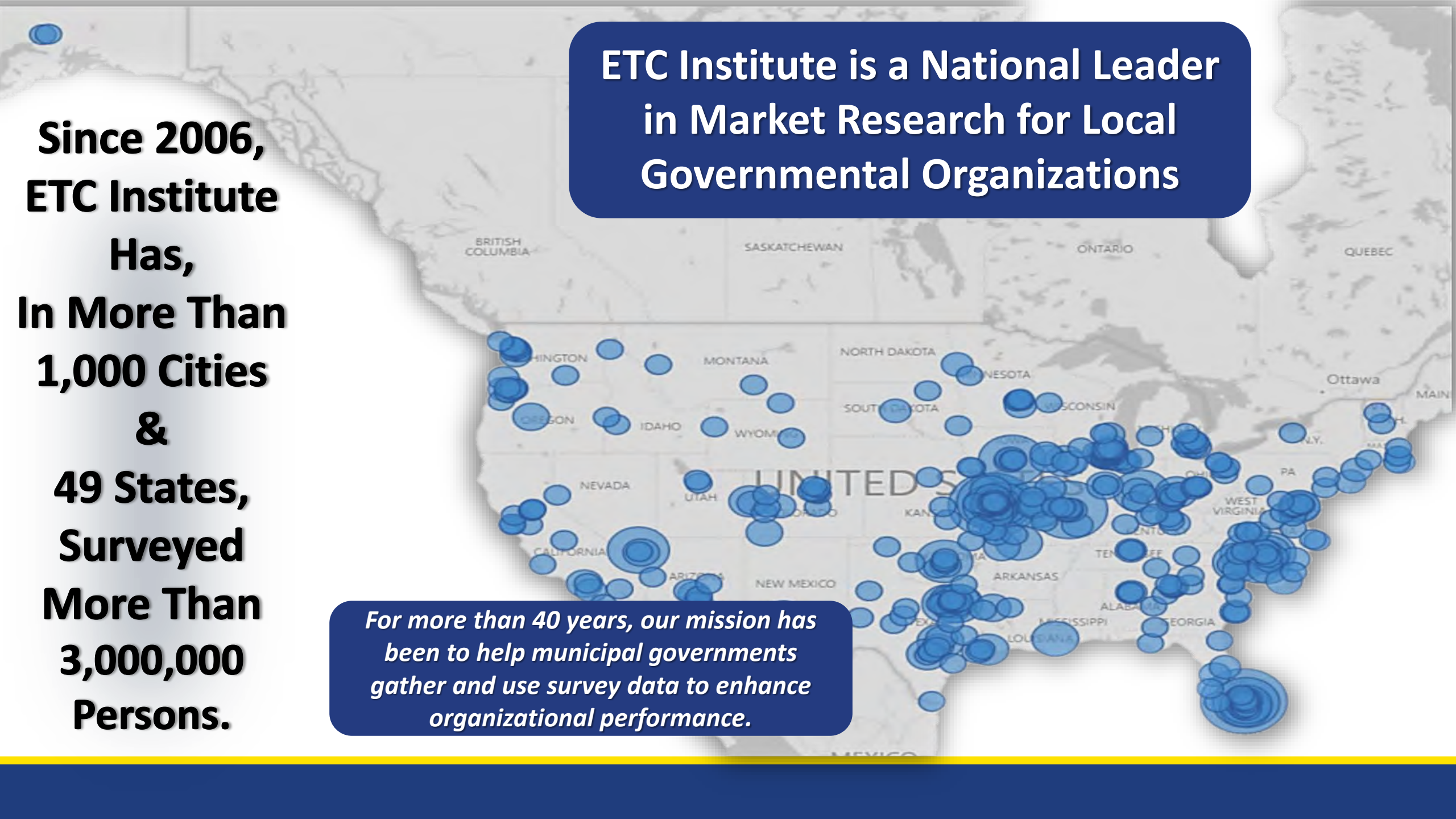
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PRESENTED BY  **ETC** INSTITUTE

**Since 2006,  
ETC Institute  
Has,  
In More Than  
1,000 Cities  
&  
49 States,  
Surveyed  
More Than  
3,000,000  
Persons.**

**ETC Institute is a National Leader  
in Market Research for Local  
Governmental Organizations**

*For more than 40 years, our mission has  
been to help municipal governments  
gather and use survey data to enhance  
organizational performance.*



# Purpose

To gather objective feedback from residents on city services to better serve residents

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To compare the City's performance to U.S. and Regional Averages

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To help determine priorities for the City using Importance-Satisfaction Analysis

# Methodology

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## Survey Description

- 3<sup>rd</sup> Resident Survey conducted for the City by ETC Institute

## Method of Administration

- By mail and online to a random sample of households
- Each survey took approximately 16-18 minutes to complete

## Sample Size

- **Goal:** 600 completed surveys
- **Completed:** 608 completed surveys were collected

## Margin of Error

- +/- 4.0% at the 95% level of confidence

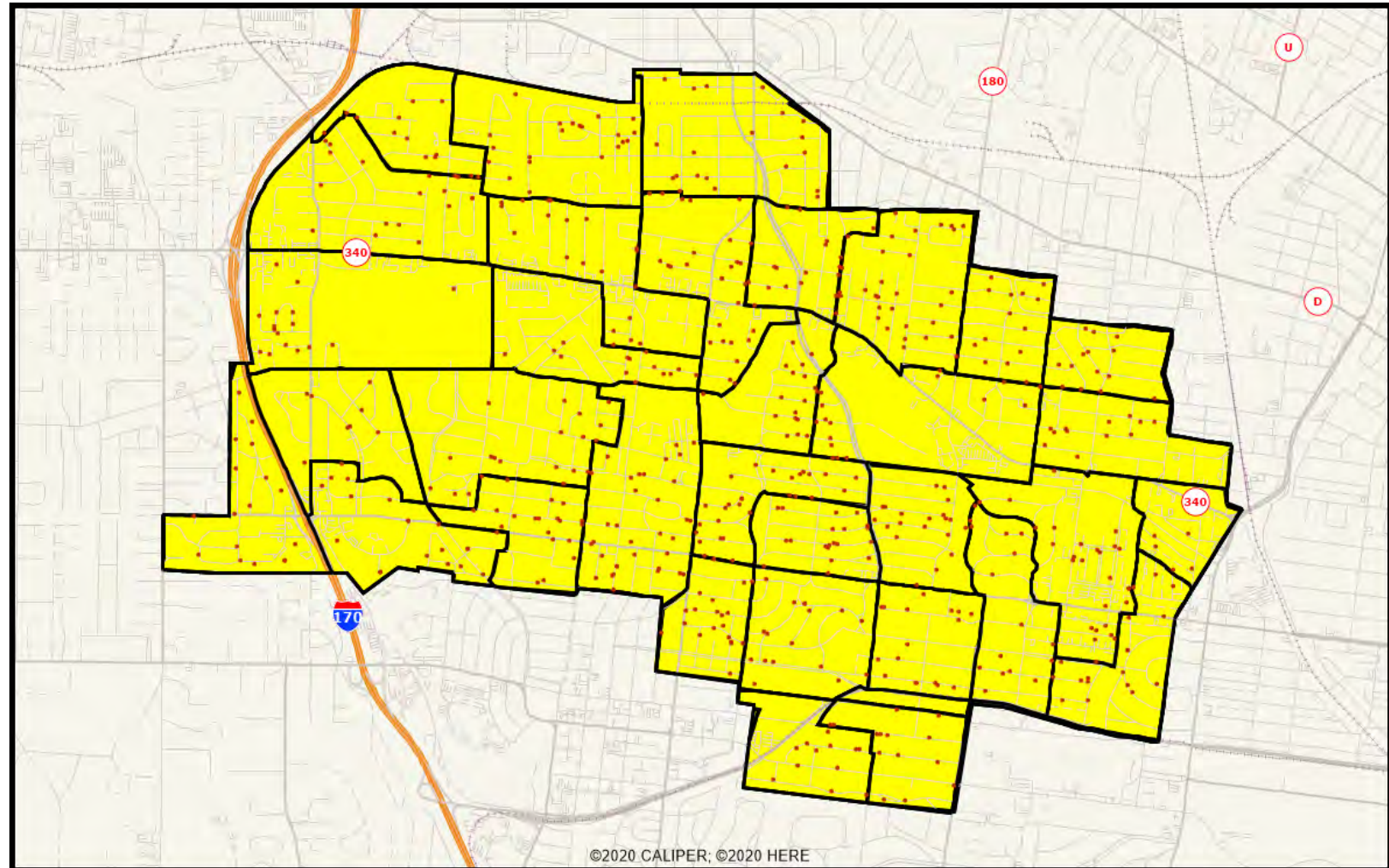


# Location of Survey Respondents

Good representation of responses throughout the City

Home address of all respondents are geocoded to the block level to ensure anonymity

In addition to geographic representation, ETC Institute also achieved a good demographic representation in the results



**University City Community Survey Respondents Map**

# Bottom Line Up Front

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## **Residents continue to have a very positive perception of the City**

- 77% of respondents gave “excellent” or “good” ratings when asked to rate the quality of life in the City
- 71% of respondents gave “excellent” or “good” ratings when asked to rate the overall quality of services provided by the City which was over 20 percentage points above both the regional and national averages

## **Satisfaction with City services is higher in University City than other communities**

- The City rated above the U.S. and Plains Regional average in 32 of the 41 areas assessed (78%)
  - The overall quality of customer service and services provided by the City were among the top performers compared to the U.S. and Plains Regional average

# Perceptions

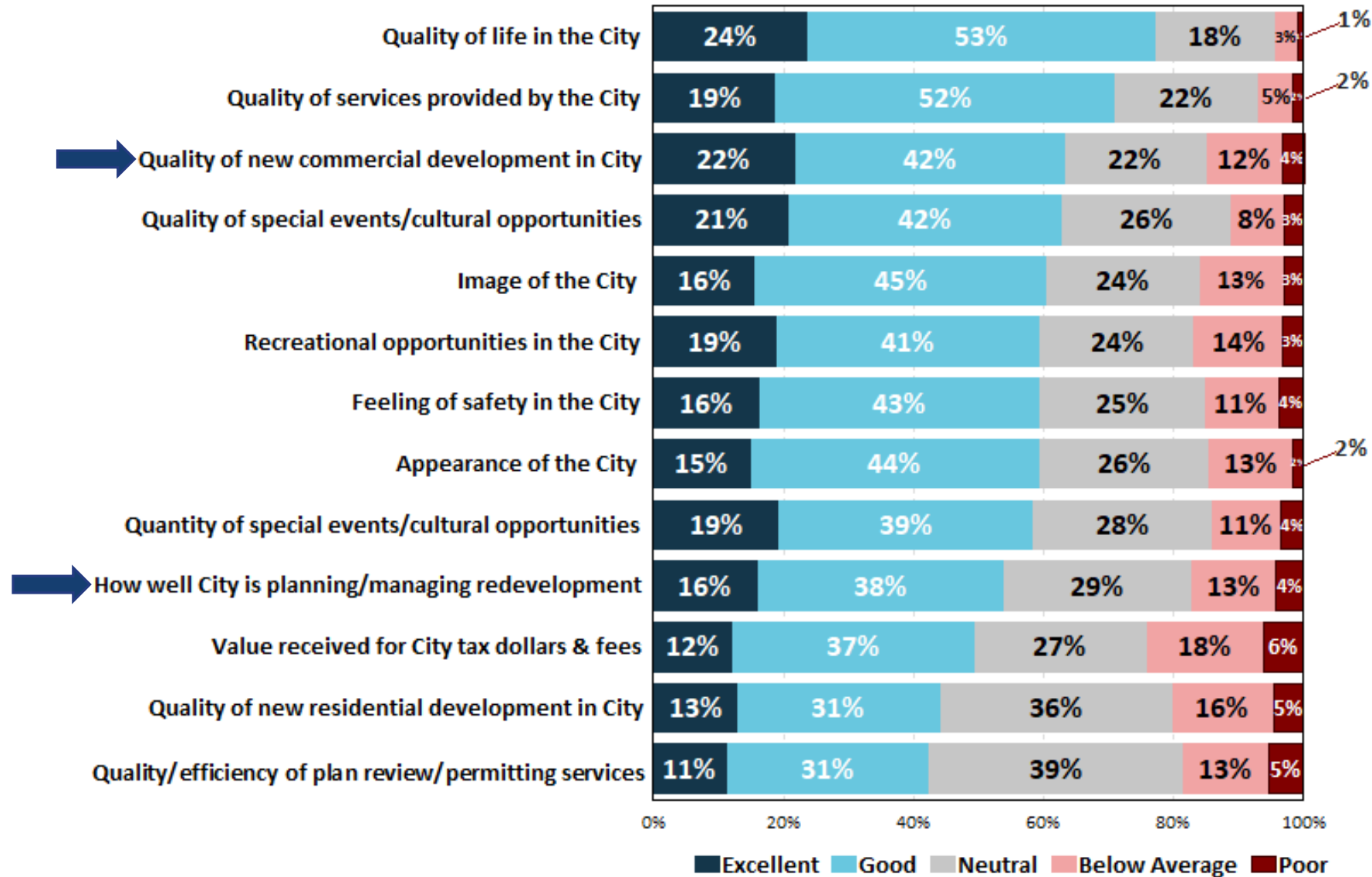
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RESIDENTS HAVE A POSITIVE PERCEPTION OF THE CITY



# Q3. Ratings of Perceptions of the Community

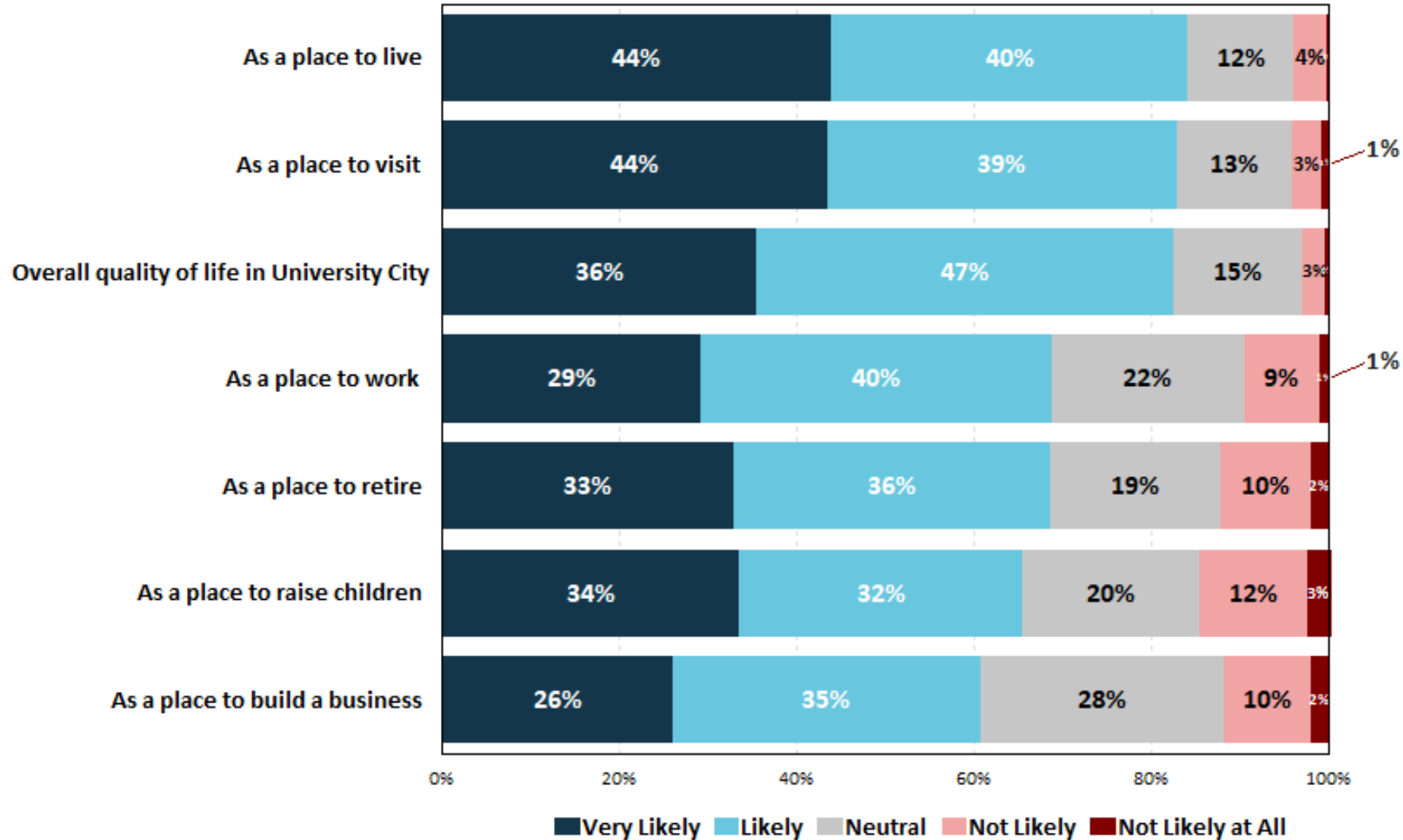
by the percentage of respondents, using a 5-point scale where 5 means *excellent* and 1 means *poor*  
(excluding *don't know* responses)



Overall, the new development activities in the City are well received

# Q21. How likely would you be to recommend University City to a friend or colleague...

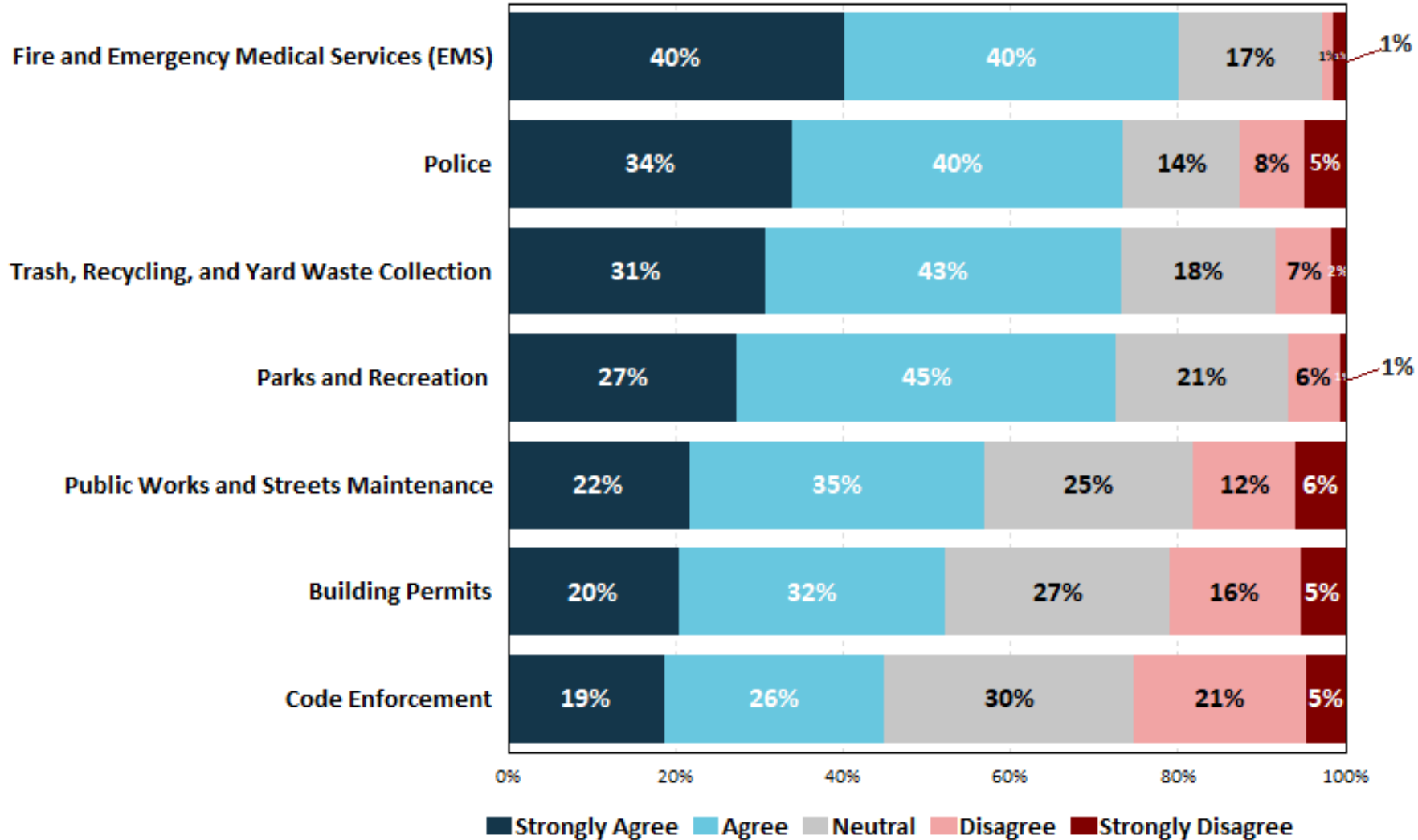
by the percentage of respondents, using a 5-point scale where 5 means *very likely* and 1 means *not likely at all* (excluding *don't know* responses)



Very strong ratings in terms of who would recommend the City as a great place to live

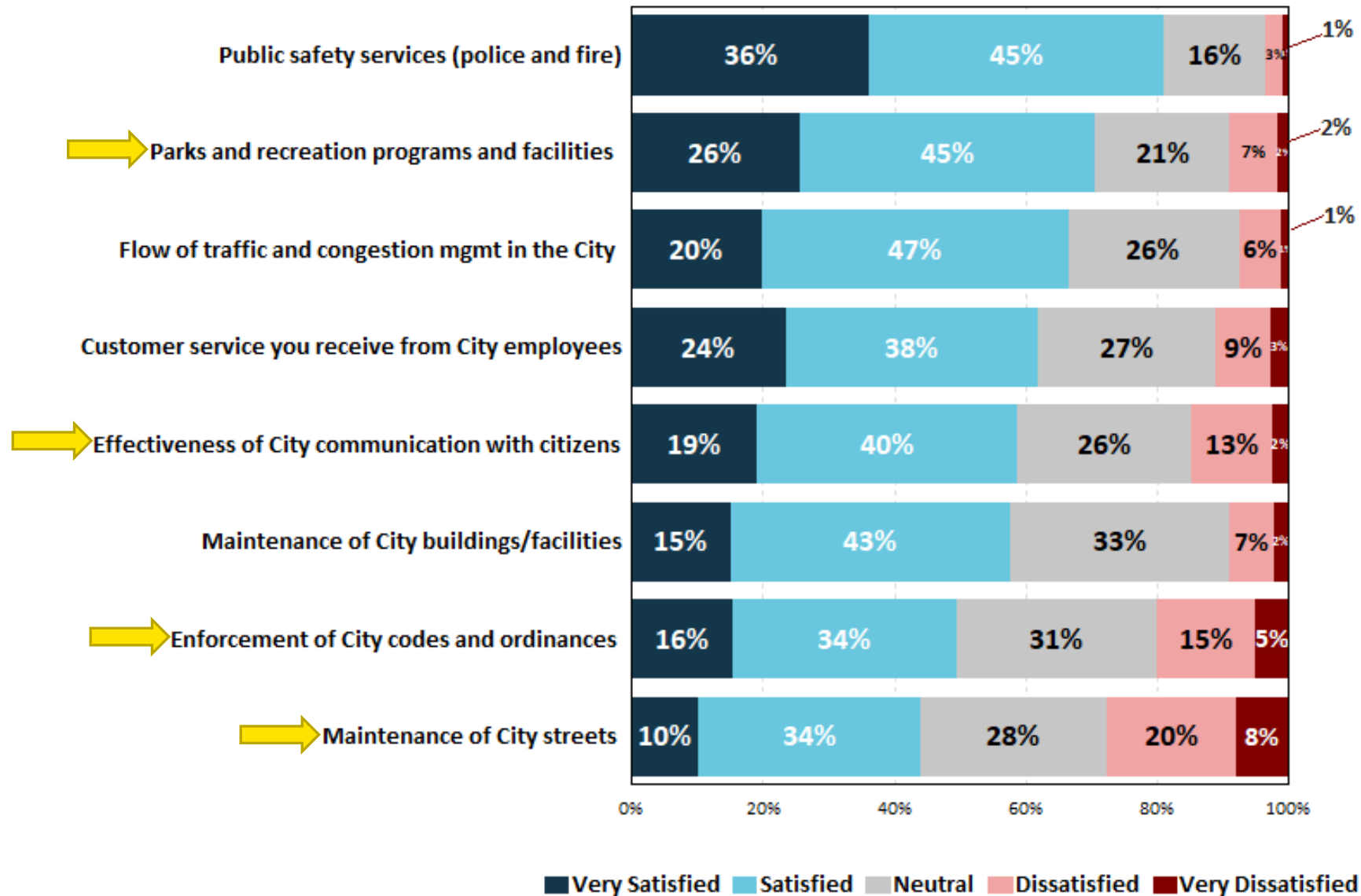
# Q22. Agreement with How Fairly & Impartially Each City Department Treats All Members of the Public

by the percentage of respondents, using a 5-point scale where 5 means *strongly agree* and 1 means *strongly disagree*  
(excluding *don't know* responses)



# Q1. Satisfaction with Major Categories of Services

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)



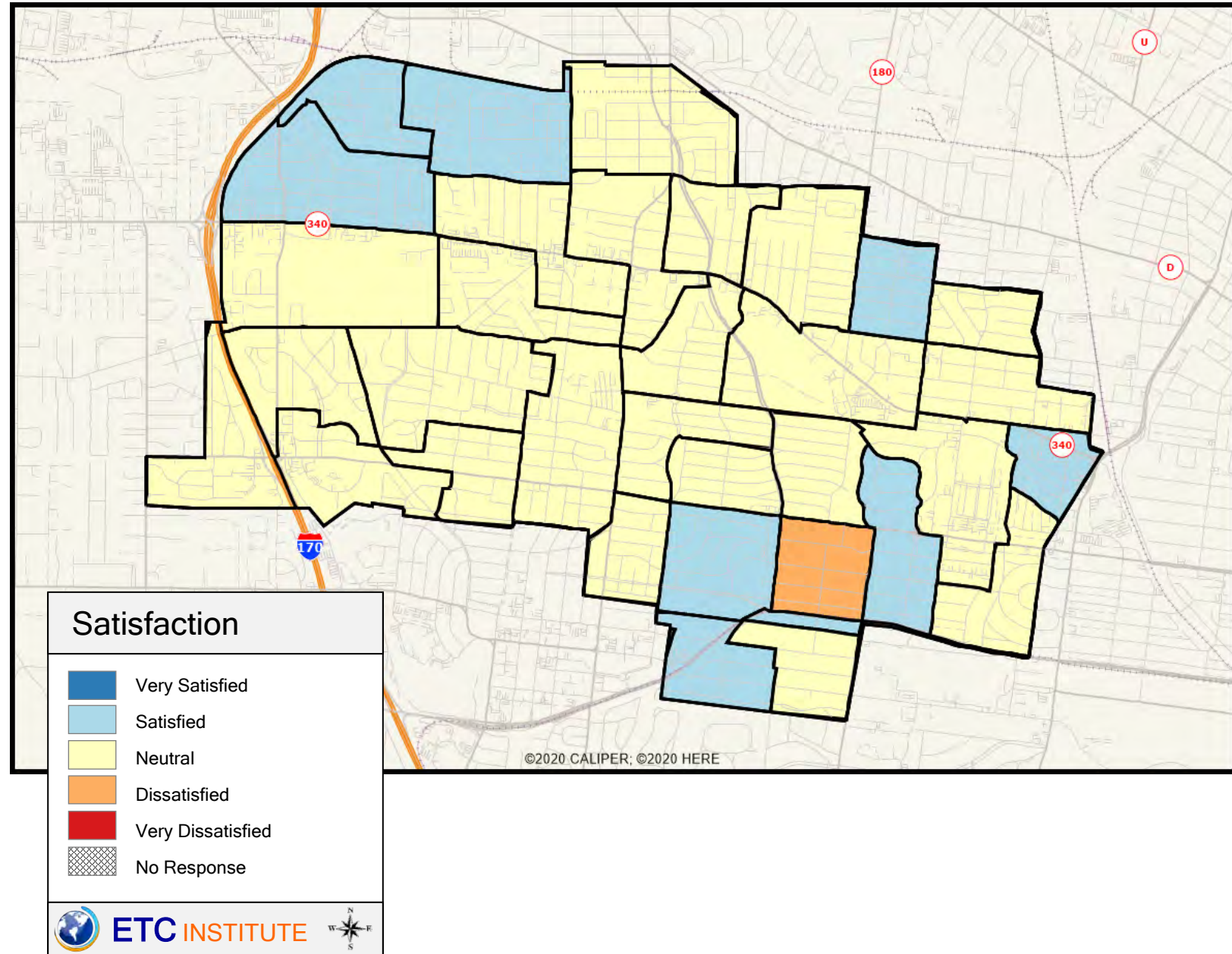
Top priorities based on the Importance-Satisfaction Analysis are highlighted

# Maintenance of City Streets

This area was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in blue show general levels of satisfaction. Areas displayed in yellow show general levels of neutral ratings. Any areas displayed in orange or red show general levels of dissatisfaction – there are none.

Boundaries are by Census Block Group



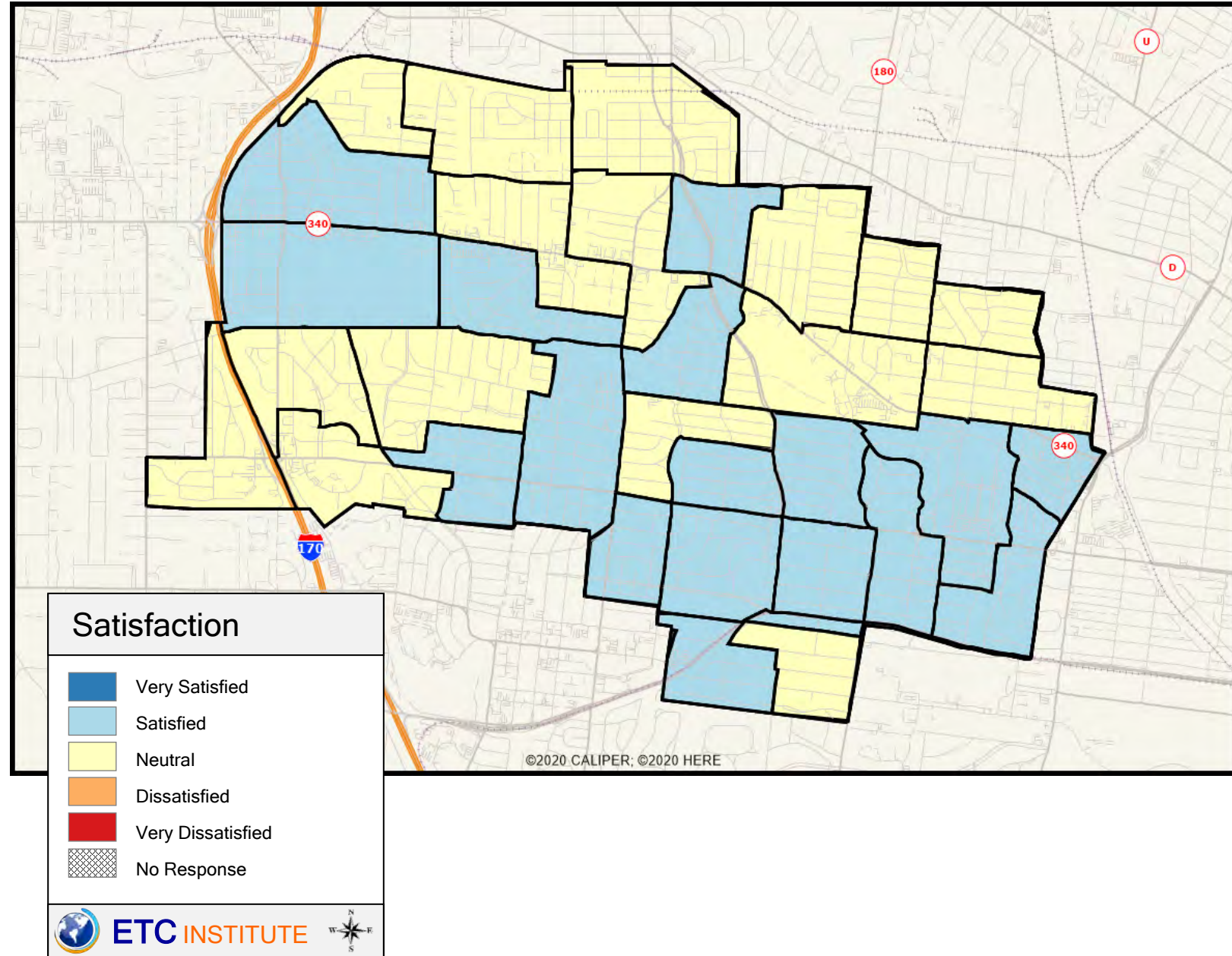


# Enforcement of City Codes and Ordinances

This area was determined to be the second highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in blue show general levels of satisfaction. Areas displayed in yellow show general levels of neutral ratings. Any areas displayed in orange or red show general levels of dissatisfaction – there are none.

Boundaries are by Census Block Group



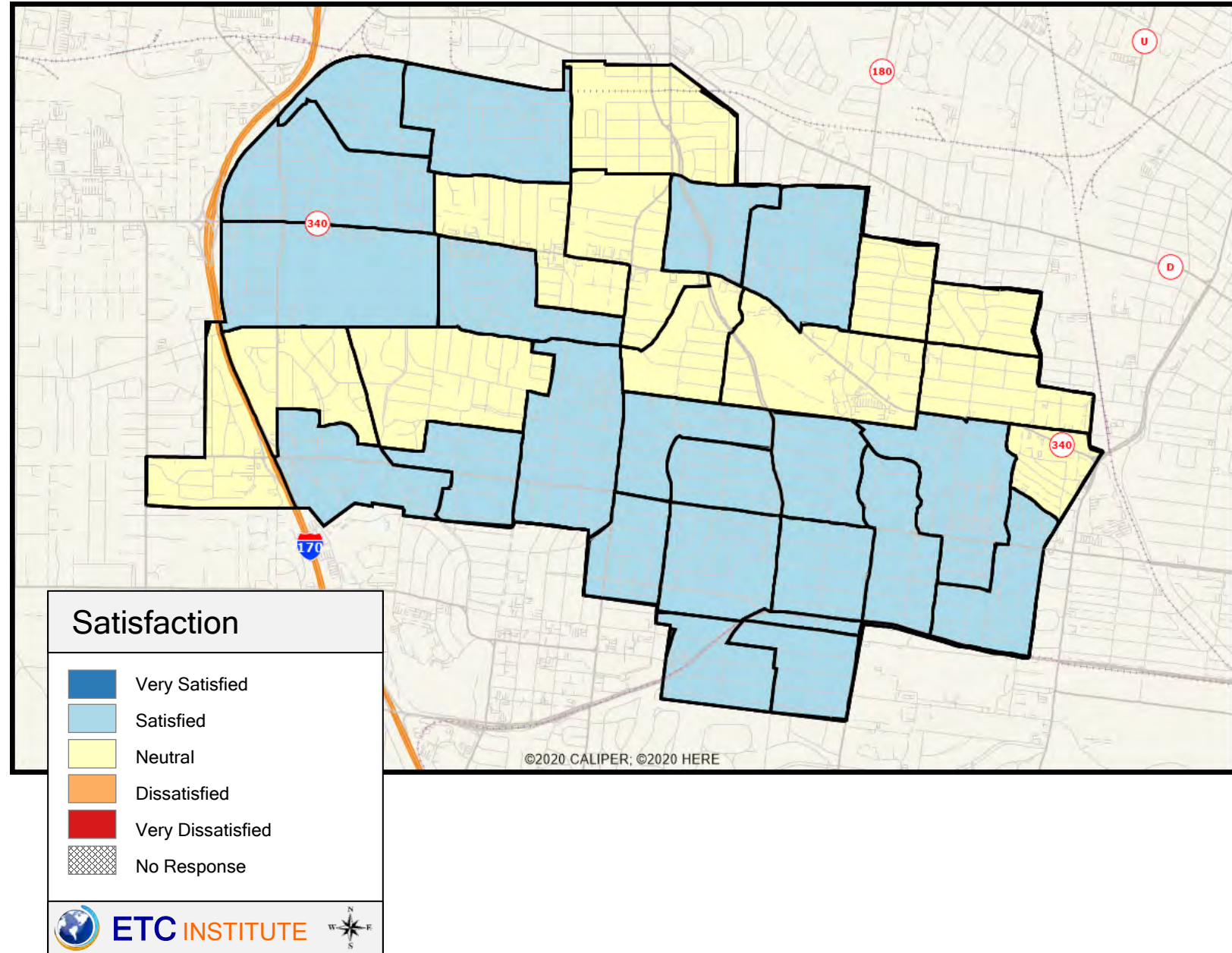


# Effectiveness of Communication

This area was determined to be the third highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in blue show general levels of satisfaction. Areas displayed in yellow show general levels of neutral ratings. Any areas displayed in orange or red show general levels of dissatisfaction – there are none.

Boundaries are by Census Block Group



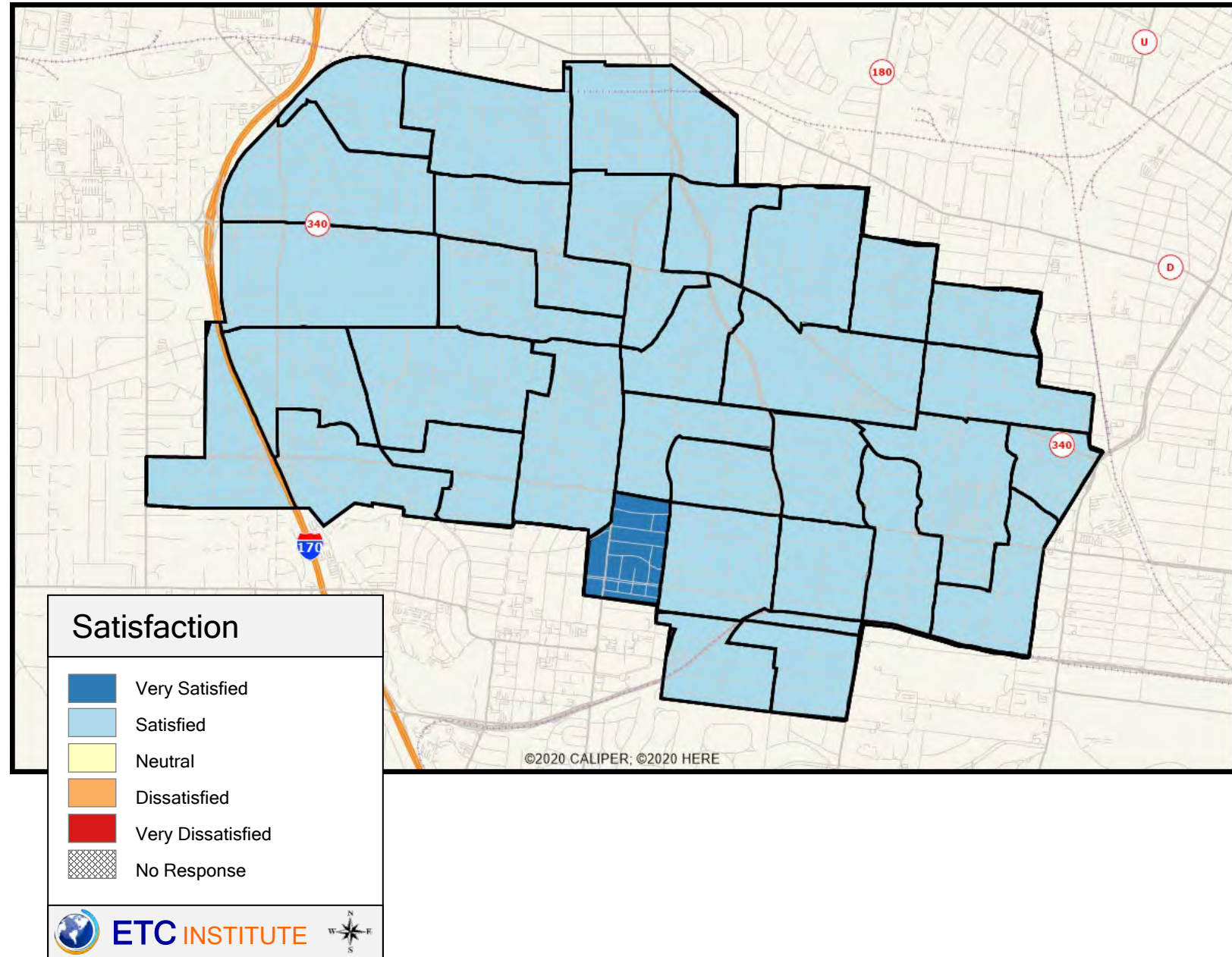
# Parks and Recreation Programs and Facilities

This area was determined to be the fourth highest priority for improvement based on the Importance-Satisfaction Analysis

While satisfaction is very high for this item, the importance ratings are elevated

Areas in blue show general levels of satisfaction. Areas displayed in yellow show general levels of neutral ratings. Any areas displayed in orange or red show general levels of dissatisfaction – there are none.

Boundaries are by Census Block Group



# Benchmarks

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THE CITY RATES MUCH HIGHER THAN OTHER COMMUNITIES



# Benchmarks

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The City's survey contained 41 questions that were directly comparable to ETC Institute's benchmarking databases

The U.S. Average is based on a national survey administered during the summer of 2023 to a random sample of more than 10,000 U.S. residents

The Plains Average is based on a national survey administered during the summer of 2023 to a random sample of more than 2,000 residents living in Missouri, Kansas, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Oklahoma, and Wisconsin

# Benchmarks

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University City rated above the U.S. and Plains Average in 32 of the 41 areas assessed

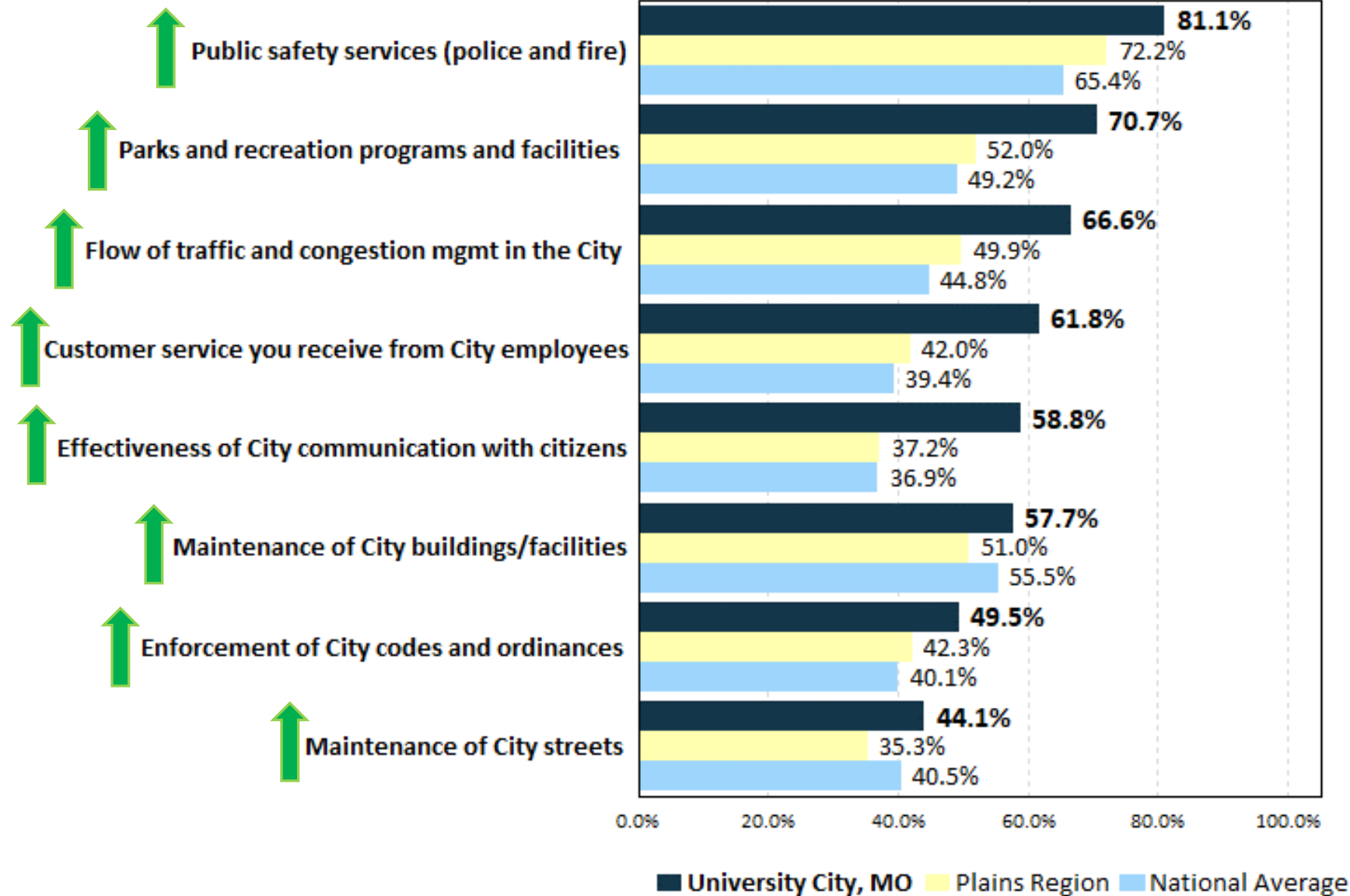
Significant differences are considered those of 4 percentage points or more

The City rated significantly higher than the U.S. Average in 26 of the 41 areas assessed (63.4%)

The City rated significantly higher than the Plains Average in 29 of the 41 areas assessed (60.7%)

# Satisfaction with Major City Services

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)

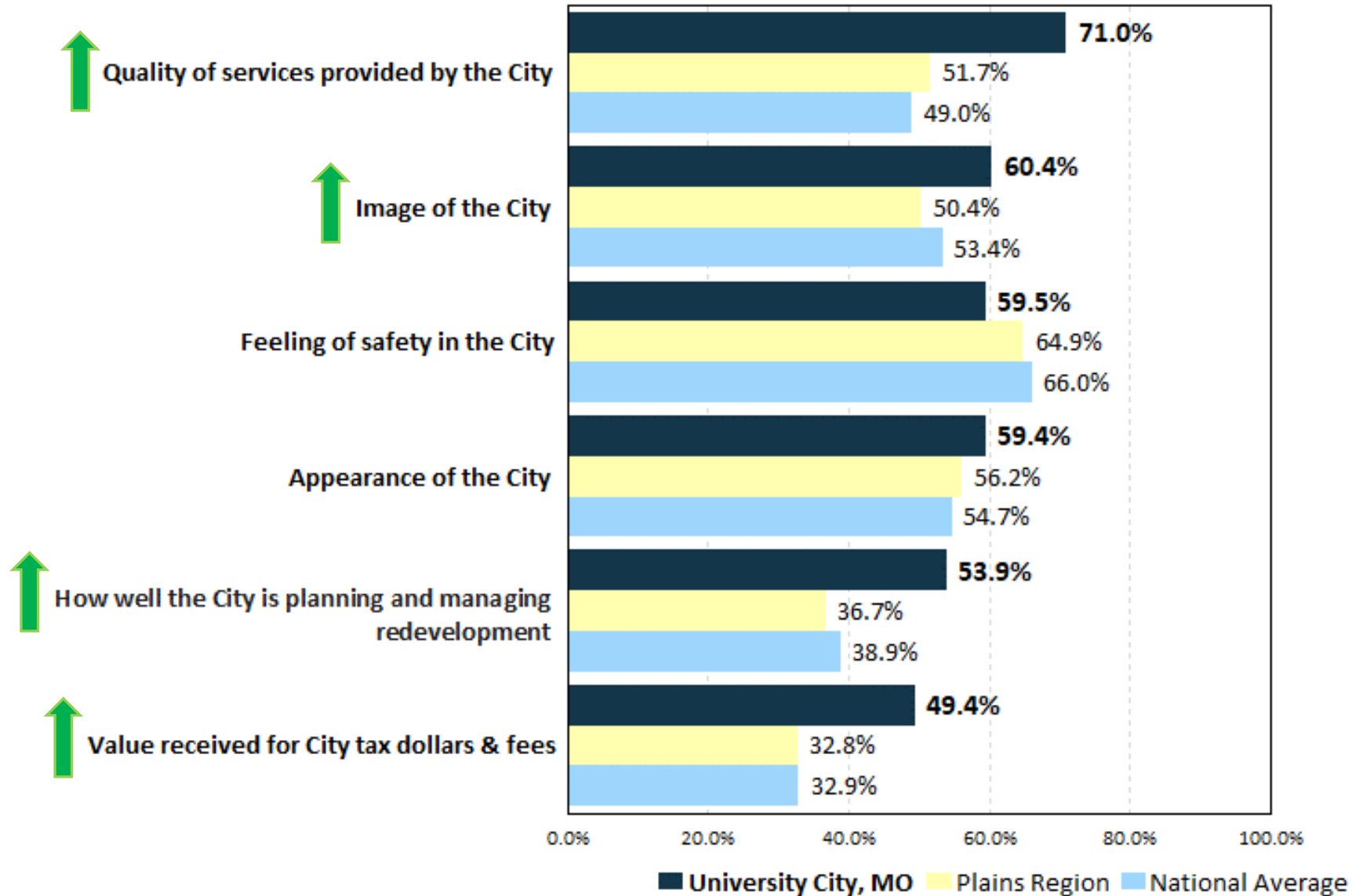


Benchmarking provides much needed context to the results that otherwise would not exist



# Community Perception Ratings

by the sum percentage of respondents that gave a rating of either *excellent* or *good*  
(excluding *N/A* responses)



By understanding how we preform comparatively we can gauge true performance in various areas

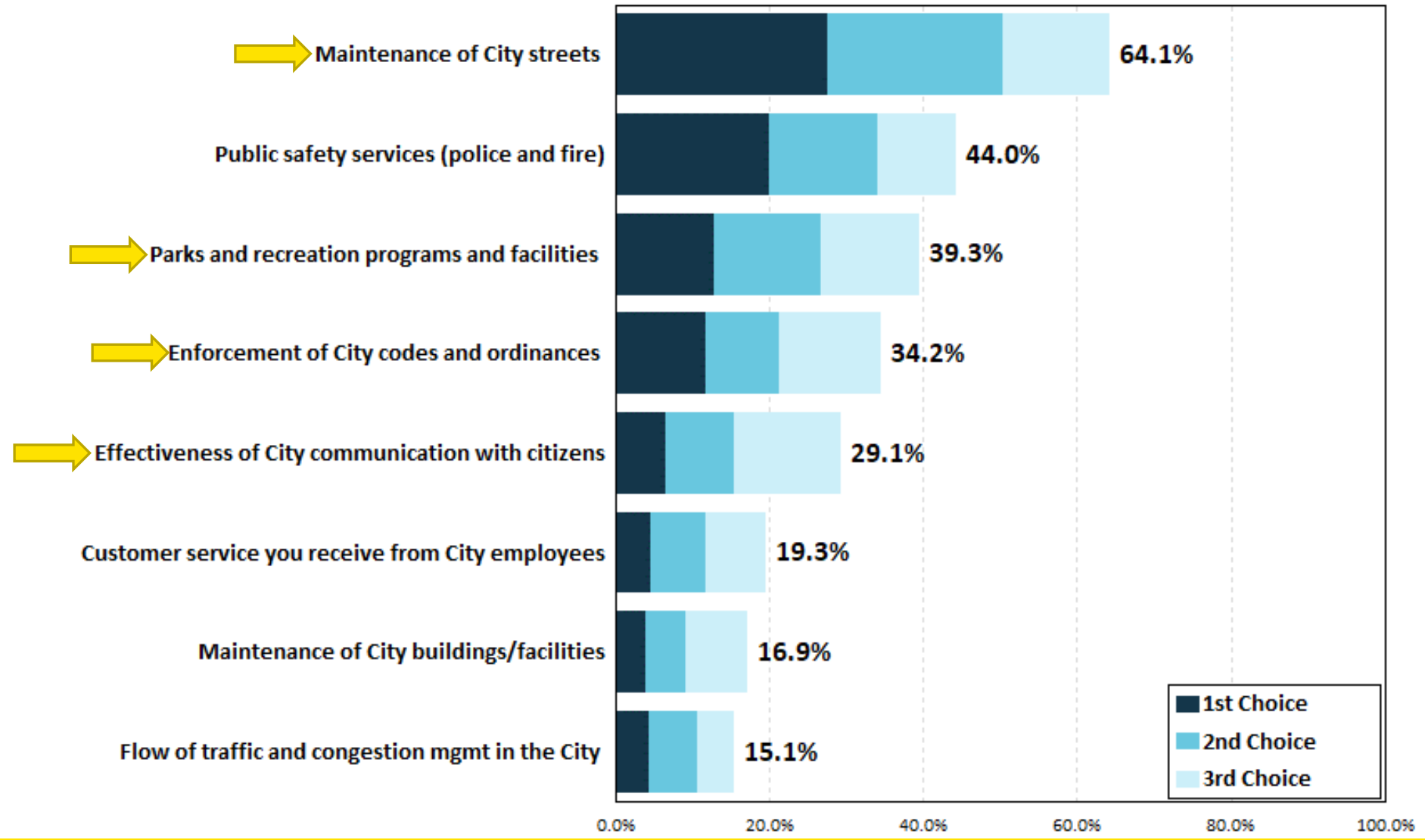
# Priorities for Improvement

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IMPORTANCE-SATISFACTION ANALYSIS

# Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

by the sum percentage of respondents' top three choices



The Importance-Satisfaction Analysis relies on both satisfaction and importance ratings to determine priorities

# 2023 City of University City Community Survey

## Importance-Satisfaction Analysis Ratings

### Overall Satisfaction with Major City Services

University City, Missouri

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of City streets	64%	1	44%	8	0.3583	1
Enforcement of City codes and ordinances	34%	4	50%	7	0.1727	2
Effectiveness of City communication with citizens	29%	5	59%	5	0.1199	3
Parks and recreation programs and facilities	39%	3	71%	2	0.1151	4
Public safety services (police and fire)	44%	2	81%	1	0.0832	5
Customer service you receive from City employees	19%	6	62%	4	0.0737	6
Maintenance of City buildings/facilities	17%	7	58%	6	0.0715	7
Flow of traffic and congestion management in the City	15%	8	67%	3	0.0504	8

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

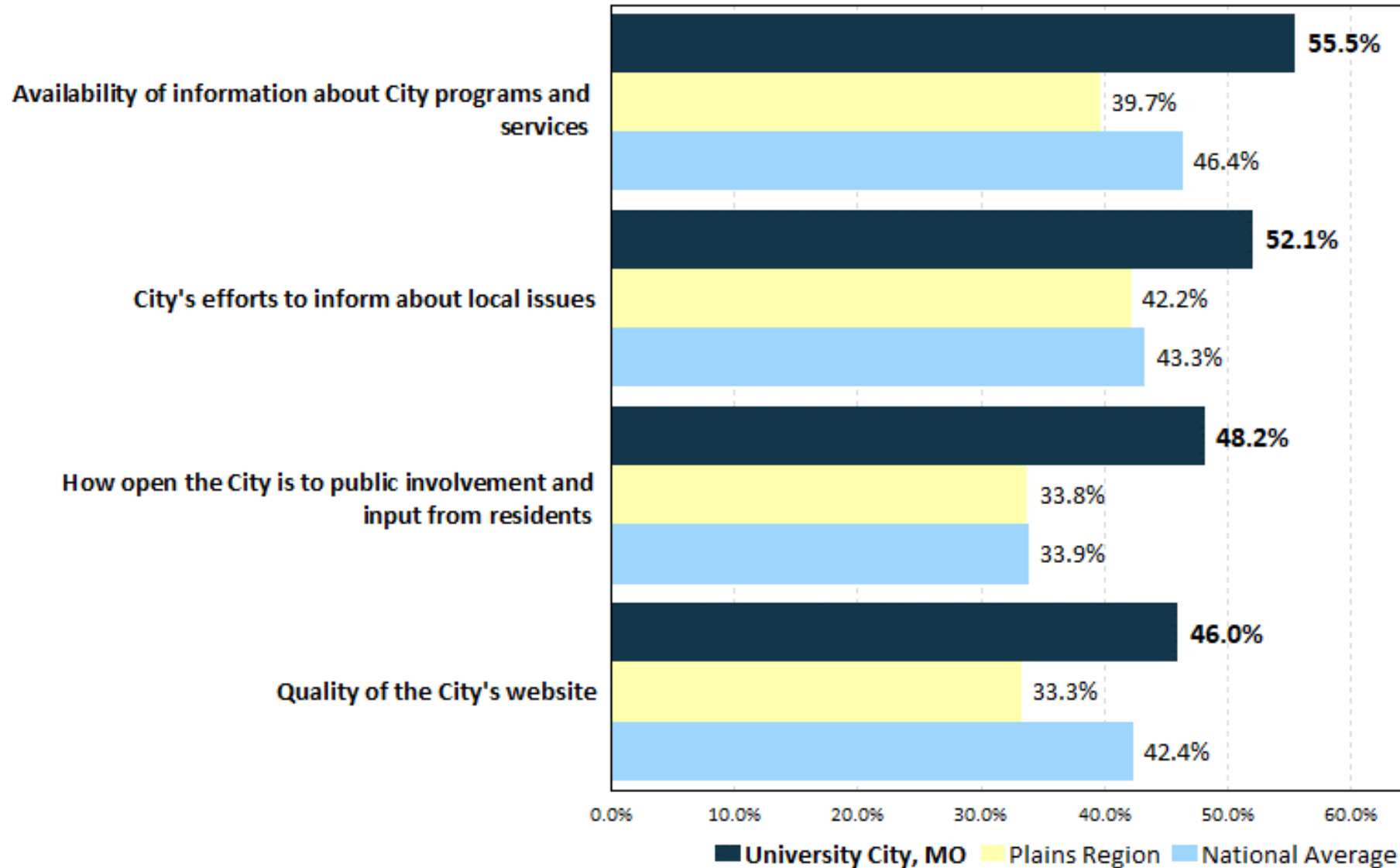
# Communication

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COMMUNICATION IS KEY TO CONTINUED SUCCESS

# Satisfaction with City Communication

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)

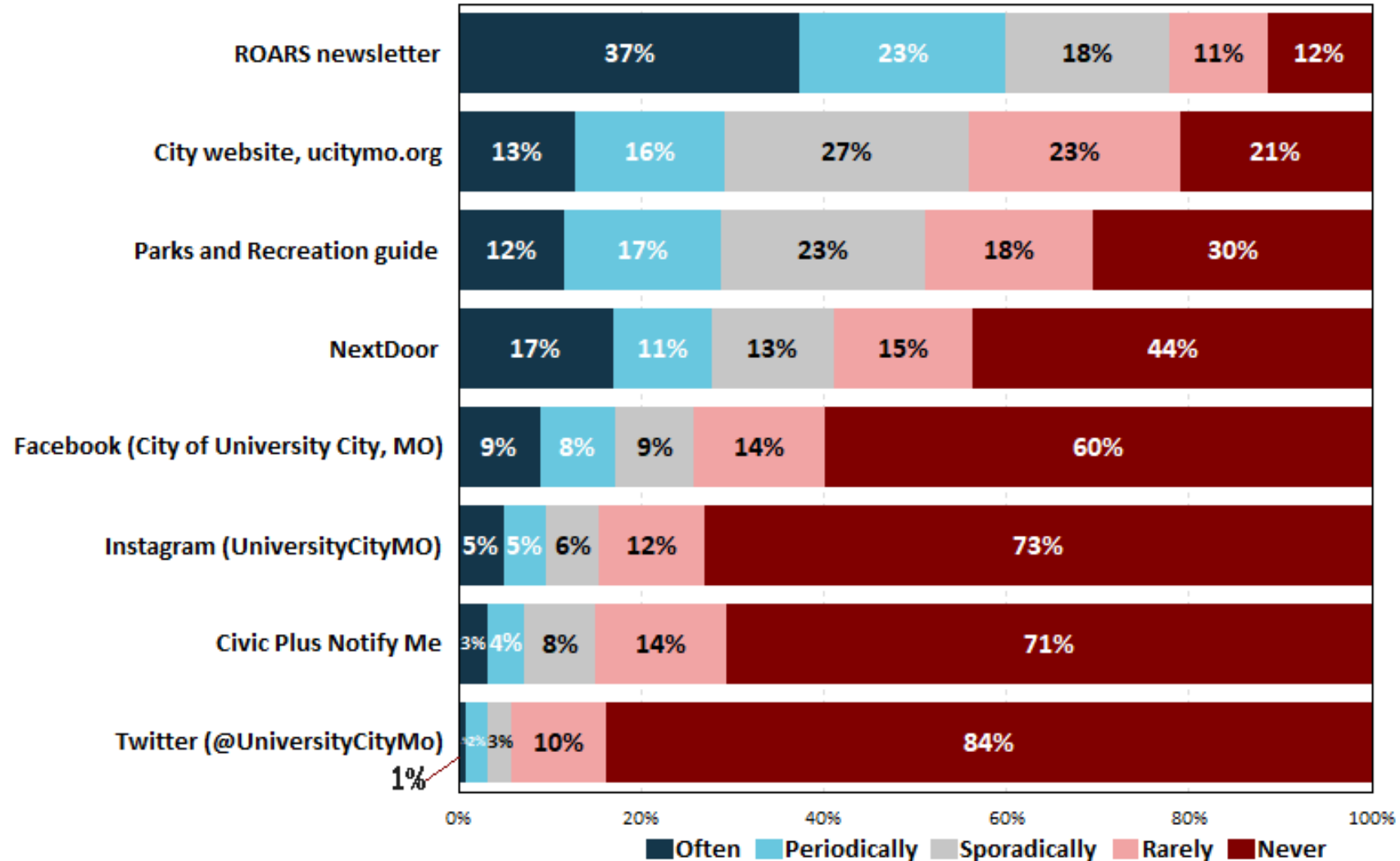


The City performed very well comparatively to all of the communication items rated



# Q15[1]. Frequency Respondent Uses the Following City Communication Methods

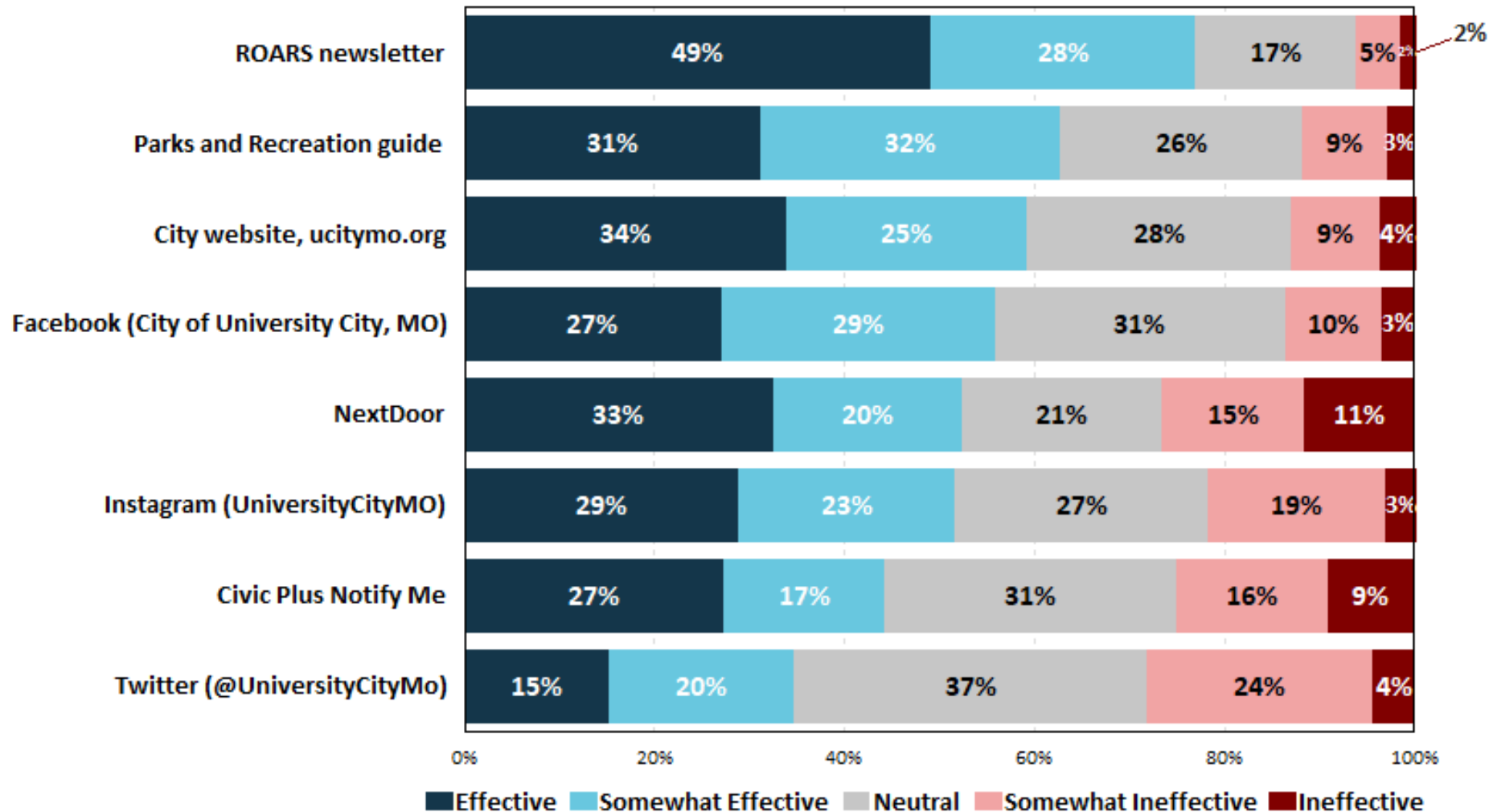
by the percentage of respondents, using a 5-point scale where 5 means *often* and 1 means *never*  
(excluding *not provided* responses)



Use of the ROARS Newsletter and City's Website increased dramatically from 2020

# Q15[2]. Effectiveness of Communication Methods to Inform Residents About City Services, Programs, and Projects

by the percentage of respondents, using a 5-point scale where 5 means *effective* and 1 means *ineffective*  
(excluding *not provided* responses)



ROARS Newsletter is the most used and most effective form of communication according to respondents

# Summary

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Residents continue to have a very positive perception of the City

Satisfaction is Much Higher in University City than other communities

Overall, the City performed exceptionally well – especially when comparing the City’s performance to ETC Institute’s Benchmarks

The City should focus on the additional analysis of the survey results to pull out priorities for improvement that will help serve the future and evolving needs of residents in the City to ensure the high ratings receive continue

# Questions?

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THANK YOU

