



# 2023 City of University City Community Survey Findings Report

Presented to the City of  
University City, Missouri

November 2023





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# Executive Summary



# 2023 City of University City Community Survey Executive Summary



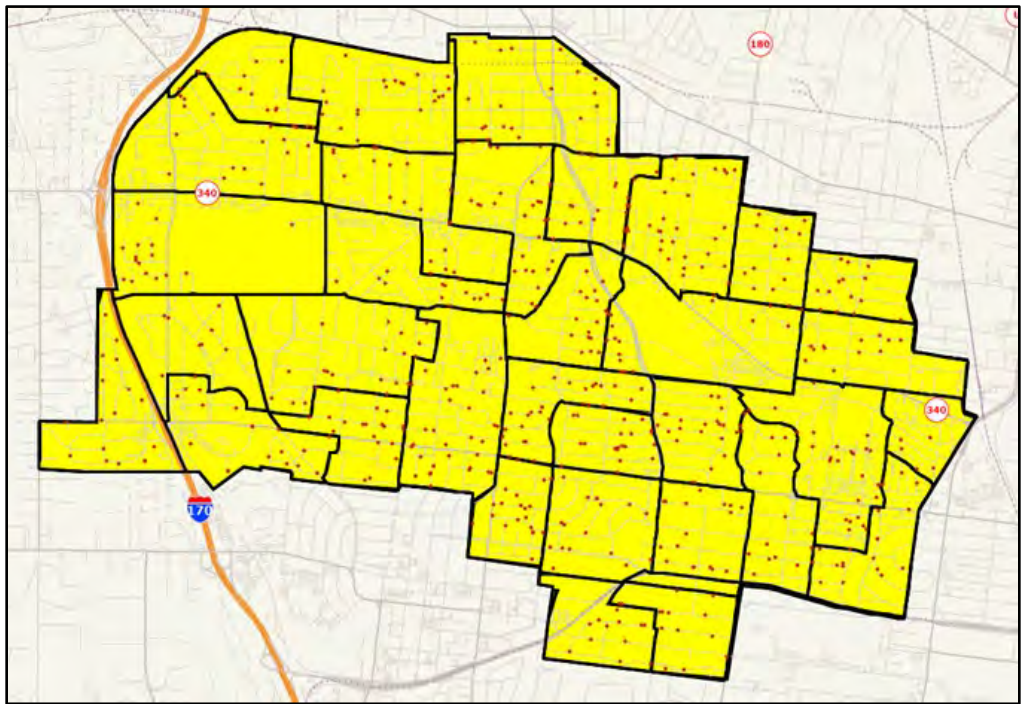
## Purpose

During the fall of 2023, ETC Institute administered a survey to residents living in the City of University City. The purpose of the survey was to receive resident input on City programs and services. The information compiled from this survey will be used to improve existing programs and services and to help determine future investment decisions. This is the third community survey ETC Institute has administered for University City; previous surveys were conducted in 2019 and 2021.

## Methodology

The six-page survey, cover letter, and postage-paid return envelope were mailed to a random sample of households in the City. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail or complete the survey online at [UniversityCityGov.org](https://UniversityCityGov.org). Approximately 10 days after the surveys were mailed, residents who received the survey were sent a follow-up reminder to encourage participation.

The goal was to receive at least 600 completed surveys. This goal was met, with a total of 608 households completing a survey. The results for the random sample of 608 households have a 95% level of confidence with a precision of at least  $\pm 4.0\%$ . In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



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**Interpretation of “Don’t Know” Responses.** The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been included in the tabular data in Section 5 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 and graphs showing the overall results for the survey and comparisons to the 2019 and 2021 survey results (Section 1)
- benchmarking analysis comparing University City’s results to national and regional averages (Section 2)
- Importance-Satisfaction analysis showing investment priorities for the City (Section 3)
- cross-tabular data showing the overall survey results by City Ward (Section 4)
- tabular data showing the overall results for all questions on the survey (Section 5)
- a copy of the cover letter and survey instrument (Section 6)

## Major Findings

### **Satisfaction with Major City Services**

- Eighty-one percent (81%) of respondents, *who had an opinion*, are “very satisfied” or “satisfied” with public safety services (police and fire); 71% are satisfied with parks and recreation programs and facilities, 67% are satisfied with the flow of traffic and congestion management in the City, and 62% are satisfied with customer service they receive from City employees.
- Based on the sum of their top three choices, the City services that respondents indicated should receive the most emphasis over the next two years are: 1) maintenance of City streets, 2) public safety services (police and fire), and 3) parks and recreation programs and facilities.

### **Perceptions of the Community**

- Respondents were asked to rate various items that influence their perceptions of the community. Seventy-seven percent (77%), *who had an opinion*, rated the quality of life in the City as “excellent” or “good.” Other items that residents rated “excellent” or “good” include: quality of services provided by the City (71%), quality of new commercial development in the City (63%), quality of special events/cultural opportunities (63%), and image of the City (60%).

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## **Satisfaction with Public Safety Services**

- Eighty-two percent (82%) of respondents, *who had an opinion*, are “very satisfied” or “satisfied” with the competency of the University City Fire Department; 81% are satisfied with the quality of the Fire Department, 80% are satisfied with how quickly the Fire Department responds, 73% are satisfied with the treatment of citizens by the Police Department, and 72% are satisfied with the competency of the Police Department.
- Based on the sum of their top three choices, the public safety services that respondents indicated should receive the most emphasis over the next two years were: 1) City’s efforts to prevent crime, 2) visibility of police in neighborhoods, and 3) Police Department engagement within the community.

## **Satisfaction with City Maintenance/Public Works**

- Sixty-six percent (66%) of respondents, *who had an opinion*, are “very satisfied” or “satisfied” with the maintenance of street signs and traffic signals; 64% are satisfied with the adequacy of street lighting in business districts, 62% are satisfied with the landscaping/appearance of areas along streets, and 59% are satisfied with the maintenance of City buildings.
- Based on the sum of their top three choices, the public safety services that respondents indicated should receive the most emphasis over the next two years were: 1) the condition of sidewalks, 2) tree trimming/replacement program, and 3) adequacy of residential street lighting.

## **Satisfaction with Waste Collection Services**

- Eighty-eight percent (88%) of residents surveyed, *who had an opinion*, are “very satisfied” or “satisfied” with the quality of residential trash collection services; 82% are satisfied with the quality of recycling collection services, and 82% are satisfied with curbside recycling.

## **Satisfaction with Maintenance of City Streets**

- Fifty-nine percent (59%) of respondents, *who had an opinion*, are “very satisfied” or “satisfied” with the frequency of leaf collection services; 59% are satisfied with the quality of street cleaning services, 49% are satisfied with the quality of snow removal services, and 44% are satisfied with the frequency of street cleaning services.

## **Satisfaction with Parks and Recreation Services**

- Eighty-seven percent (87%) of respondents, *who had an opinion*, are “very satisfied” or “satisfied” with how close neighborhood parks are to their home; 73% are satisfied with the maintenance of City parks, 68% are satisfied with the number of walking and biking trails in parks, 66% are satisfied

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with Ruth Park Golf Course, 64% are satisfied with the quality of walking and biking trails in parks, and 64% are satisfied with the number of outdoor athletic fields.

- Based on the sum of their top three choices, the parks and recreation services that respondents indicated should receive the most emphasis over the next two years were: 1) the maintenance of City parks, 2) the quality of walking and biking trails in parks, and 3) availability of information about parks and recreation programs.
- Respondents were also asked about priorities for various parks and recreation initiatives. Based on the sum of their top three choices, the highest priorities were: 1) feeling of safety in City parks, 2) park maintenance, and 3) neighborhood park improvements.

## **Satisfaction with Transportation Services**

- Seventy-six percent (76%) of residents surveyed, *who had an opinion*, are “very satisfied” or “satisfied” with the ease of travel from home to work; 74% are satisfied with the ease of north/south travel, 70% are satisfied with the ease of east/west travel, 68% are satisfied with the ease of travel from home to schools, and 64% are satisfied with the availability of parking in residential areas.

## **Satisfaction with Code Enforcement Services**

- Forty-five percent (45%) of residents surveyed, *who had an opinion*, are “very satisfied” or “satisfied” with the enforcement of mowing and trimming of lawns on private property; 44% are satisfied with the enforcement of codes designed to address public safety and nuisance issues, and 43% are satisfied with the enforcement of the maintenance of residential properties (exterior of homes).

## **Satisfaction with Customer Service**

- Forty-five percent (45%) of residents surveyed indicated they had contacted the City with a question, problem, or complaint during the past year. Of those, 75% *who had an opinion* were “very satisfied” or “satisfied” with how courteously they were treated by City employees, and 68% were satisfied with the technical competence and knowledge of City employees who assisted them.

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## Trends Since 2021

The tables below and on the following page show how the results of the 2023 survey compare to the 2021 survey results. Differences of +/-4% or more are considered significant.

Service	2023	2021	Difference	Category
Quality of new commercial development in City	63.3%	49.7%	13.6%	Perceptions of the Community
How well City is planning/managing redevelopment	53.9%	47.1%	6.8%	Perceptions of the Community
Quality/efficiency of plan review/permitting services	42.5%	38.0%	4.5%	Perceptions of the Community
Quantity of special events/cultural opportunities	58.4%	54.6%	3.8%	Perceptions of the Community
Quality of special events/cultural opportunities	62.9%	59.8%	3.1%	Perceptions of the Community
City's youth fitness programs	40.4%	37.3%	3.1%	Parks and Recreation Services
The City's efforts to prevent crime	50.2%	47.7%	2.5%	Public Safety Services
How close neighborhood parks are to your home	87.2%	84.8%	2.4%	Parks and Recreation Services
City's efforts to keep you informed about local issues	52.1%	50.1%	2.0%	City Communication Services
How well City communicates notices of public meetings	43.9%	42.5%	1.4%	City Communication Services
Number of walking and biking trails in parks	67.8%	66.5%	1.3%	Parks and Recreation Services
Treatment/fairness of City's municipal court	48.0%	46.7%	1.3%	Public Safety Services
Quality of outdoor athletic fields	58.8%	57.6%	1.2%	Parks and Recreation Services
Fairness of the Police Dept.'s practices in enforcing traffic laws	59.9%	59.4%	0.5%	Public Safety Services
Availability of information about City programs/services	55.5%	55.3%	0.2%	City Communication Services
Enforcing codes designed to address public safety and nuisance issues	43.5%	43.3%	0.2%	Code Enforcement Services
How quickly Fire Department responds	80.4%	80.4%	0.0%	Public Safety Services
Availability of info about parks & rec programs	61.0%	61.0%	0.0%	Parks and Recreation Services
How well City's communications meet your needs	47.6%	47.6%	0.0%	City Communication Services
Quality of street repair services	36.9%	37.0%	-0.1%	Maintenance of City Streets
Treatment of citizens by University City Police Dept.	72.5%	72.7%	-0.2%	Public Safety Services
Feeling of safety in the City	59.5%	60.0%	-0.5%	Perceptions of the Community
Number of outdoor athletic fields	64.4%	64.9%	-0.5%	Parks and Recreation Services
Quality of new residential development in City	44.1%	44.8%	-0.7%	Perceptions of the Community
Quality of street cleaning services	59.2%	60.0%	-0.8%	Maintenance of City Streets
How open City is to public involvement & input from residents	48.2%	49.2%	-1.0%	City Communication Services
Frequency of leaf collection services	59.4%	60.5%	-1.1%	Maintenance of City Streets
Visibility of police in retail areas	55.8%	57.0%	-1.2%	Public Safety Services
Competency of University City Fire Department	81.8%	83.3%	-1.5%	Public Safety Services
Quality of walking and biking trails in parks	64.4%	66.1%	-1.7%	Parks and Recreation Services
Ruth Park Golf Course	66.4%	68.2%	-1.8%	Parks and Recreation Services
Visibility of police in my neighborhood	65.2%	67.3%	-2.1%	Public Safety Services
Quality of University City Fire Department	80.9%	83.1%	-2.2%	Public Safety Services
Quality of life in the City	77.2%	79.5%	-2.3%	Perceptions of the Community
Adequacy of residential street lighting	50.0%	52.3%	-2.3%	City Maintenance/Public Works
Enforcing the mowing and trimming of lawns on private property	45.3%	47.8%	-2.5%	Code Enforcement Services
Curbside recycling	81.6%	84.1%	-2.5%	Waste Collection Services
Enforcing the maintenance of residential property (exterior of homes)	43.0%	45.6%	-2.6%	Code Enforcement Services
Effectiveness of fire prevention/safety programs	66.5%	69.3%	-2.8%	Public Safety Services
Quality of residential trash collection services	88.3%	91.1%	-2.8%	Waste Collection Services
Ease of north/south travel	73.5%	76.5%	-3.0%	Transportation Services
Drop-off recycling Location	69.9%	73.0%	-3.1%	Waste Collection Services
Ease of travel from your home to work	75.6%	78.7%	-3.1%	Transportation Services
Competency of University City Police Department	72.3%	75.7%	-3.4%	Public Safety Services
Long term transportation planning	26.9%	30.4%	-3.5%	Transportation Services



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## Trends Since 2021 (cont.)

Service	2023	2021	Difference	Category
Image of the City	60.4%	63.9%	-3.5%	Perceptions of the Community
Value received for City tax dollars & fees	49.4%	53.2%	-3.8%	Perceptions of the Community
Maintenance of City buildings	58.9%	62.7%	-3.8%	City Maintenance/Public Works
Maintenance of City streets	44.1%	48.0%	-3.9%	Major City Services
Availability of parking Downtown	43.6%	47.5%	-3.9%	Transportation Services
Adequacy of street lighting in business districts	63.9%	67.8%	-3.9%	City Maintenance/Public Works
Recreational opportunities in the City	59.5%	63.5%	-4.0%	Perceptions of the Community
Police Dept. engagement within the community	47.3%	51.3%	-4.0%	Public Safety Services
Appearance of the City	59.4%	63.5%	-4.1%	Perceptions of the Community
Availability of parking in business districts	51.1%	55.5%	-4.4%	Transportation Services
Responsiveness of Police Dept. in enforcing traffic laws	50.2%	54.7%	-4.5%	Public Safety Services
Condition of City sidewalks	35.8%	40.4%	-4.6%	City Maintenance/Public Works
Quality of snow removal services	49.2%	53.8%	-4.6%	Maintenance of City Streets
Maintenance of City parks	72.5%	77.1%	-4.6%	Parks and Recreation Services
Enforcement of City codes and ordinances	49.5%	54.4%	-4.9%	Major City Services
Enforcing the cleanup of litter and debris on private property	42.3%	47.4%	-5.1%	Code Enforcement Services
Enforcing the maintenance of commercial property	38.3%	43.9%	-5.6%	Code Enforcement Services
Quality of the City's website	46.0%	51.8%	-5.8%	City Communication Services
Public safety services (police and fire)	81.1%	87.1%	-6.0%	Major City Services
Snow removal on City streets	52.6%	58.7%	-6.1%	City Maintenance/Public Works
Condition of State roads in the City	39.3%	45.6%	-6.3%	Maintenance of City Streets
Condition of County roads in the City	39.7%	46.4%	-6.7%	Maintenance of City Streets
Ease of east/west travel	70.2%	76.9%	-6.7%	Transportation Services
Parks and recreation programs and facilities	70.7%	77.5%	-6.8%	Major City Services
Frequency of street cleaning services	44.4%	51.4%	-7.0%	Maintenance of City Streets
Quality of services provided by the City	71.0%	78.2%	-7.2%	Perceptions of the Community
How quickly police respond to emergencies	67.8%	75.2%	-7.4%	Public Safety Services
Ease of travel from home to schools	67.8%	75.2%	-7.4%	Transportation Services
Availability of bicycle lanes	32.4%	39.9%	-7.5%	Transportation Services
Availability of parking in residential areas	64.1%	71.7%	-7.6%	Transportation Services
City's adult fitness programs	40.2%	48.4%	-8.2%	Parks and Recreation Services
Maintenance of City buildings/facilities	57.7%	65.9%	-8.2%	Major City Services
Landscaping/appearance of areas along streets	62.0%	70.3%	-8.3%	City Maintenance/Public Works
Width of sidewalks in business districts	62.1%	70.4%	-8.3%	Transportation Services
Availability of pedestrian walkways	51.1%	59.5%	-8.4%	Transportation Services
Effectiveness of City communication with citizens	58.8%	67.4%	-8.6%	Major City Services
Availability of public transportation	40.2%	49.1%	-8.9%	Transportation Services
Flow of traffic and congestion mgmt in the City	66.6%	76.2%	-9.6%	Major City Services
Quality of yard waste collection services	70.0%	79.6%	-9.6%	Waste Collection Services
Quality of recycling collection services	82.2%	91.9%	-9.7%	Waste Collection Services
Maintenance of street signs and traffic signals	65.9%	75.8%	-9.9%	City Maintenance/Public Works
Customer service you receive from City employees	61.8%	71.9%	-10.1%	Major City Services
Tree trimming/replacement program	44.6%	54.7%	-10.1%	City Maintenance/Public Works
Heman Park Community Center	50.9%	61.2%	-10.3%	Parks and Recreation Services
Heman Park Pool	51.8%	63.5%	-11.7%	Parks and Recreation Services
Centennial Commons	53.7%	66.2%	-12.5%	Parks and Recreation Services

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## Trends Since 2019

The tables below and on the following page show how the results of the 2023 survey compare to the 2019 survey results. Differences of +/-4% or more are considered significant.

Service	2023	2019	Difference	Category
Quality of new commercial development in City	63.3%	34.4%	28.9%	Perceptions of the Community
How well City is planning/managing redevelopment	53.9%	31.8%	22.1%	Perceptions of the Community
Quality/efficiency of plan review/permitting services	42.5%	30.5%	12.0%	Perceptions of the Community
Image of the City	60.4%	52.5%	7.9%	Perceptions of the Community
Number of walking and biking trails in parks	67.8%	60.0%	7.8%	Parks and Recreation Services
Ease of north/south travel	73.5%	65.9%	7.6%	Transportation Services
How well City's communications meet your needs	47.6%	40.2%	7.4%	City Communication Services
Quality of new residential development in City	44.1%	36.9%	7.2%	Perceptions of the Community
Quality of walking and biking trails in parks	64.4%	57.8%	6.6%	Parks and Recreation Services
Feeling of safety in the City	59.5%	53.1%	6.4%	Perceptions of the Community
How open City is to public involvement & input from residents	48.2%	41.9%	6.3%	City Communication Services
Availability of parking in business districts	51.1%	44.8%	6.3%	Transportation Services
Availability of parking Downtown	43.6%	38.1%	5.5%	Transportation Services
How well City communicates notices of public meetings	43.9%	39.5%	4.4%	City Communication Services
How close neighborhood parks are to your home	87.2%	83.2%	4.0%	Parks and Recreation Services
Adequacy of residential street lighting	50.0%	46.2%	3.8%	City Maintenance/Public Works
Quality of life in the City	77.2%	73.5%	3.7%	Perceptions of the Community
Enforcement of City codes and ordinances	49.5%	46.2%	3.3%	Major City Services
Competency of University City Fire Department	81.8%	79.0%	2.8%	Public Safety Services
How quickly Fire Department responds	80.4%	78.0%	2.4%	Public Safety Services
Fairness of the Police Dept.'s practices in enforcing traffic laws	59.9%	57.7%	2.2%	Public Safety Services
Condition of County roads in the City	39.7%	37.8%	1.9%	Maintenance of City Streets
Quality of outdoor athletic fields	58.8%	56.9%	1.9%	Parks and Recreation Services
Maintenance of City streets	44.1%	42.3%	1.8%	Major City Services
Value received for City tax dollars & fees	49.4%	47.6%	1.8%	Perceptions of the Community
Enforcing the mowing and trimming of lawns on private property	45.3%	43.5%	1.8%	Code Enforcement Services
Treatment/fairness of City's municipal court	48.0%	46.3%	1.7%	Public Safety Services
Quality of University City Fire Department	80.9%	79.5%	1.4%	Public Safety Services
City's efforts to keep you informed about local issues	52.1%	50.7%	1.4%	City Communication Services
Ruth Park Golf Course	66.4%	65.1%	1.3%	Parks and Recreation Services
Quality of the City's website	46.0%	45.1%	0.9%	City Communication Services
Enforcing the maintenance of residential property (exterior of homes)	43.0%	42.2%	0.8%	Code Enforcement Services
Ease of travel from your home to work	75.6%	74.9%	0.7%	Transportation Services
Treatment of citizens by University City Police Dept.	72.5%	71.9%	0.6%	Public Safety Services
Availability of information about City programs/services	55.5%	55.0%	0.5%	City Communication Services
Flow of traffic and congestion mgmt in the City	66.6%	66.2%	0.4%	Major City Services
Frequency of leaf collection services	59.4%	59.1%	0.3%	Maintenance of City Streets
Effectiveness of fire prevention/safety programs	66.5%	66.3%	0.2%	Public Safety Services
Quantity of special events/cultural opportunities	58.4%	58.4%	0.0%	Perceptions of the Community
Quality of street cleaning services	59.2%	59.8%	-0.6%	Maintenance of City Streets
Enforcing codes designed to address public safety and nuisance issues	43.5%	44.2%	-0.7%	Code Enforcement Services
Quality of special events/cultural opportunities	62.9%	63.7%	-0.8%	Perceptions of the Community
Quality of residential trash collection services	88.3%	89.1%	-0.8%	Waste Collection Services
Number of outdoor athletic fields	64.4%	65.4%	-1.0%	Parks and Recreation Services
Ease of east/west travel	70.2%	71.2%	-1.0%	Transportation Services

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## Trends Since 2019 (cont.)

Service	2023	2019	Difference	Category
Quality of services provided by the City	71.0%	72.0%	-1.0%	Perceptions of the Community
Appearance of the City	59.4%	60.5%	-1.1%	Perceptions of the Community
Maintenance of City parks	72.5%	73.6%	-1.1%	Parks and Recreation Services
Long term transportation planning	26.9%	28.3%	-1.4%	Transportation Services
Visibility of police in retail areas	55.8%	57.7%	-1.9%	Public Safety Services
The City's efforts to prevent crime	50.2%	52.6%	-2.4%	Public Safety Services
Availability of parking in residential areas	64.1%	66.7%	-2.6%	Transportation Services
Availability of bicycle lanes	32.4%	35.2%	-2.8%	Transportation Services
Maintenance of City buildings/facilities	57.7%	60.6%	-2.9%	Major City Services
Enforcing the cleanup of litter and debris on private property	42.3%	45.4%	-3.1%	Code Enforcement Services
Curbside recycling	81.6%	84.8%	-3.2%	Waste Collection Services
Width of sidewalks in business districts	62.1%	65.3%	-3.2%	Transportation Services
Availability of pedestrian walkways	51.1%	54.3%	-3.2%	Transportation Services
Competency of University City Police Department	72.3%	75.6%	-3.3%	Public Safety Services
Visibility of police in my neighborhood	65.2%	68.7%	-3.5%	Public Safety Services
Condition of City sidewalks	35.8%	39.3%	-3.5%	City Maintenance/Public Works
Public safety services (police and fire)	81.1%	84.7%	-3.6%	Major City Services
Quality of street repair services	36.9%	40.8%	-3.9%	Maintenance of City Streets
Recreational opportunities in the City	59.5%	63.5%	-4.0%	Perceptions of the Community
Quality of recycling collection services	82.2%	86.3%	-4.1%	Waste Collection Services
Responsiveness of Police Dept. in enforcing traffic laws	50.2%	54.5%	-4.3%	Public Safety Services
City's youth fitness programs	40.4%	44.9%	-4.5%	Parks and Recreation Services
Adequacy of street lighting in business districts	63.9%	68.4%	-4.5%	City Maintenance/Public Works
Frequency of street cleaning services	44.4%	49.2%	-4.8%	Maintenance of City Streets
Condition of State roads in the City	39.3%	44.1%	-4.8%	Maintenance of City Streets
Ease of travel from home to schools	67.8%	73.0%	-5.2%	Transportation Services
Maintenance of City buildings	58.9%	64.2%	-5.3%	City Maintenance/Public Works
Enforcing the maintenance of commercial property	38.3%	43.7%	-5.4%	Code Enforcement Services
Customer service you receive from City employees	61.8%	67.2%	-5.4%	Major City Services
Effectiveness of City communication with citizens	58.8%	64.2%	-5.4%	Major City Services
Availability of info about parks & rec programs	61.0%	66.5%	-5.5%	Parks and Recreation Services
Tree trimming/replacement program	44.6%	50.4%	-5.8%	City Maintenance/Public Works
Quality of yard waste collection services	70.0%	76.4%	-6.4%	Waste Collection Services
Police Dept. engagement within the community	47.3%	53.9%	-6.6%	Public Safety Services
Maintenance of street signs and traffic signals	65.9%	73.0%	-7.1%	City Maintenance/Public Works
Quality of snow removal services	49.2%	56.5%	-7.3%	Maintenance of City Streets
Snow removal on City streets	52.6%	60.3%	-7.7%	City Maintenance/Public Works
Drop-off recycling Location	69.9%	77.9%	-8.0%	Waste Collection Services
Parks and recreation programs and facilities	70.7%	78.9%	-8.2%	Major City Services
Landscaping/appearance of areas along streets	62.0%	70.4%	-8.4%	City Maintenance/Public Works
Heman Park Pool	51.8%	60.2%	-8.4%	Parks and Recreation Services
Heman Park Community Center	50.9%	61.4%	-10.5%	Parks and Recreation Services
How quickly police respond to emergencies	67.8%	78.4%	-10.6%	Public Safety Services
Availability of public transportation	40.2%	52.6%	-12.4%	Transportation Services
Centennial Commons	53.7%	66.5%	-12.8%	Parks and Recreation Services
City's adult fitness programs	40.2%	55.2%	-15.0%	Parks and Recreation Services



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## How University City Compares to Other Communities in the Plains Region

Satisfaction ratings for University City were above the average for the Plains Region in 32 of the 41 areas that were assessed on the survey. The City rated significantly higher than the Plains Region (difference of 4% or more) in 29 of these areas. The table below shows how University City compares to the Plains regional average:

Service	University City	Plains Region	Difference	Category
Curbside recycling	81.6%	48.9%	32.7%	Waste Collection Services
Drop-off recycling Location	69.9%	39.8%	30.1%	Waste Collection Services
Quality of residential trash collection services	88.3%	62.4%	25.9%	Waste Collection Services
Quality of yard waste collection services	70.0%	45.7%	24.3%	Waste Collection Services
Effectiveness of fire prevention/safety programs	66.5%	43.2%	23.3%	Public Safety Services
Effectiveness of City communication with citizens	58.8%	37.2%	21.6%	Major City Services
Customer service you receive from City employees	61.8%	42.0%	19.8%	Major City Services
Quality of services provided by the City	71.0%	51.7%	19.3%	Community Perception Ratings
Parks and recreation programs and facilities	70.7%	52.0%	18.7%	Major City Services
How well City is planning/managing redevelopment	53.9%	36.7%	17.2%	Community Perception Ratings
Flow of traffic and congestion mgmt in the City	66.6%	49.9%	16.7%	Major City Services
Value received for City tax dollars & fees	49.4%	32.8%	16.6%	Community Perception Ratings
Availability of information about City programs/services	55.5%	39.7%	15.8%	City Communication
How open City is to public involvement & input from residents	48.2%	33.8%	14.4%	City Communication
How quickly Fire Department responds	80.4%	67.0%	13.4%	Public Safety Services
Quality of the City's website	46.0%	33.3%	12.7%	City Communication
How quickly police respond to emergencies	67.8%	55.6%	12.2%	Public Safety Services
Image of the City	60.4%	50.4%	10.0%	Community Perception Ratings
City's efforts to inform about local issues	52.1%	42.2%	9.9%	City Communication
Public safety services (police and fire)	81.1%	72.2%	8.9%	Major City Services
Maintenance of City streets	44.1%	35.3%	8.8%	Major City Services
Maintenance of street signs and traffic signals	65.9%	57.2%	8.7%	City Maintenance/Public Works
Quality of street cleaning services	59.2%	51.4%	7.8%	Maintenance of City Streets
Enforcement of City codes and ordinances	49.5%	42.3%	7.2%	Major City Services
Visibility of police in retail areas	55.8%	48.7%	7.1%	Public Safety Services
Landscaping/appearance of public areas along City streets	62.0%	55.0%	7.0%	City Maintenance/Public Works
Maintenance of City buildings/facilities	57.7%	51.0%	6.7%	Major City Services
Quality of the Fire Department	80.9%	76.1%	4.8%	Public Safety Services
Visibility of police in my neighborhood	65.2%	60.5%	4.7%	Public Safety Services
Appearance of the City	59.4%	56.2%	3.2%	Community Perception Ratings
Enforcing the maintenance of residential property (exterior of homes)	43.0%	39.9%	3.1%	Code Enforcement Services
Enforcing the mowing and trimming of lawns on private property	45.3%	44.1%	1.2%	Code Enforcement Services
Enforcing the cleanup of litter and debris on private property	42.3%	44.1%	-1.8%	Code Enforcement Services
The City's efforts to prevent crime	50.2%	52.2%	-2.0%	Public Safety Services
Condition of City sidewalks	35.8%	39.6%	-3.8%	City Maintenance/Public Works
Enforcing the maintenance of commercial property	38.3%	43.1%	-4.8%	Code Enforcement Services
Feeling of safety in the City	59.5%	64.9%	-5.4%	Community Perception Ratings
Responsiveness of Police Dept. in enforcing traffic laws	50.2%	56.9%	-6.7%	Public Safety Services
Adequacy of residential street lighting	50.0%	57.9%	-7.9%	City Maintenance/Public Works
Snow removal on City streets	52.6%	62.3%	-9.7%	City Maintenance/Public Works
Quality of snow removal services	49.2%	62.3%	-13.1%	Maintenance of City Streets

# 2023 City of University City Community Survey Executive Summary



## How University City Compares to Other Communities in the U.S.

Satisfaction ratings for University City were above the U.S. average in 32 of the 41 areas that were assessed on the survey. The City rated significantly higher than the U.S. average (difference of 4% or more) in 26 of these areas. The table below shows how University City compares to the U.S. average:

Service	University City	U.S.	Difference	Category
Curbside recycling	81.6%	55.6%	26.0%	Waste Collection Services
Drop-off recycling Location	69.9%	45.4%	24.5%	Waste Collection Services
Customer service you receive from City employees	61.8%	39.4%	22.4%	Major City Services
Quality of services provided by the City	71.0%	49.0%	22.0%	Community Perception Ratings
Effectiveness of City communication with citizens	58.8%	36.9%	21.9%	Major City Services
Flow of traffic and congestion mgmt in the City	66.6%	44.8%	21.8%	Major City Services
Parks and recreation programs and facilities	70.7%	49.2%	21.5%	Major City Services
Quality of residential trash collection services	88.3%	67.5%	20.8%	Waste Collection Services
Effectiveness of fire prevention/safety programs	66.5%	48.6%	17.9%	Public Safety Services
Value received for City tax dollars & fees	49.4%	32.9%	16.5%	Community Perception Ratings
Quality of yard waste collection services	70.0%	53.8%	16.2%	Waste Collection Services
Public safety services (police and fire)	81.1%	65.4%	15.7%	Major City Services
How well City is planning/managing redevelopment	53.9%	38.9%	15.0%	Community Perception Ratings
How open City is to public involvement & input from residents	48.2%	33.9%	14.3%	City Communication
How quickly police respond to emergencies	67.8%	56.1%	11.7%	Public Safety Services
Visibility of police in my neighborhood	65.2%	54.1%	11.1%	Public Safety Services
Enforcement of City codes and ordinances	49.5%	40.1%	9.4%	Major City Services
Availability of information about City programs/services	55.5%	46.4%	9.1%	City Communication
City's efforts to inform about local issues	52.1%	43.3%	8.8%	City Communication
How quickly Fire Department responds	80.4%	71.7%	8.7%	Public Safety Services
Image of the City	60.4%	53.4%	7.0%	Community Perception Ratings
Landscaping/appearance of public areas along City streets	62.0%	55.4%	6.6%	City Maintenance/Public Works
Quality of street cleaning services	59.2%	53.3%	5.9%	Maintenance of City Streets
Visibility of police in retail areas	55.8%	50.6%	5.2%	Public Safety Services
Quality of the Fire Department	80.9%	76.2%	4.7%	Public Safety Services
Appearance of the City	59.4%	54.7%	4.7%	Community Perception Ratings
Quality of the City's website	46.0%	42.4%	3.6%	City Communication
Maintenance of City streets	44.1%	40.5%	3.6%	Major City Services
Maintenance of street signs and traffic signals	65.9%	63.1%	2.8%	City Maintenance/Public Works
Maintenance of City buildings/facilities	57.7%	55.5%	2.2%	Major City Services
The City's efforts to prevent crime	50.2%	48.6%	1.6%	Public Safety Services
Responsiveness of Police Dept. in enforcing traffic laws	50.2%	49.6%	0.6%	Public Safety Services
Enforcing the mowing and trimming of lawns on private property	45.3%	46.1%	-0.8%	Code Enforcement Services
Enforcing the maintenance of residential property (exterior of homes)	43.0%	44.1%	-1.1%	Code Enforcement Services
Enforcing the cleanup of litter and debris on private property	42.3%	45.1%	-2.8%	Code Enforcement Services
Snow removal on City streets	52.6%	58.1%	-5.5%	City Maintenance/Public Works
Feeling of safety in the City	59.5%	66.0%	-6.5%	Community Perception Ratings
Enforcing the maintenance of commercial property	38.3%	46.3%	-8.0%	Code Enforcement Services
Adequacy of residential street lighting	50.0%	58.5%	-8.5%	City Maintenance/Public Works
Quality of snow removal services	49.2%	58.1%	-8.9%	Maintenance of City Streets
Condition of City sidewalks	35.8%	46.7%	-10.9%	City Maintenance/Public Works

# 2023 City of University City Community Survey Executive Summary



## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. 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:

- Maintenance of City streets (I-S Rating = 0.3583)
- Enforcement of City codes and ordinances (I-S Rating = 0.1727)
- Effectiveness of City communication with citizens (I-S Rating = 0.1199)
- Parks and recreation programs and facilities (I-S Rating = 0.1151)

The table on the following page shows the Importance-Satisfaction rating for all 8 major City services that were rated.



# 2023 City of University City Community Survey Executive Summary



## 2023 City of University City Community Survey Importance-Satisfaction Analysis Ratings Overall Satisfaction with Major City Services University City, Missouri

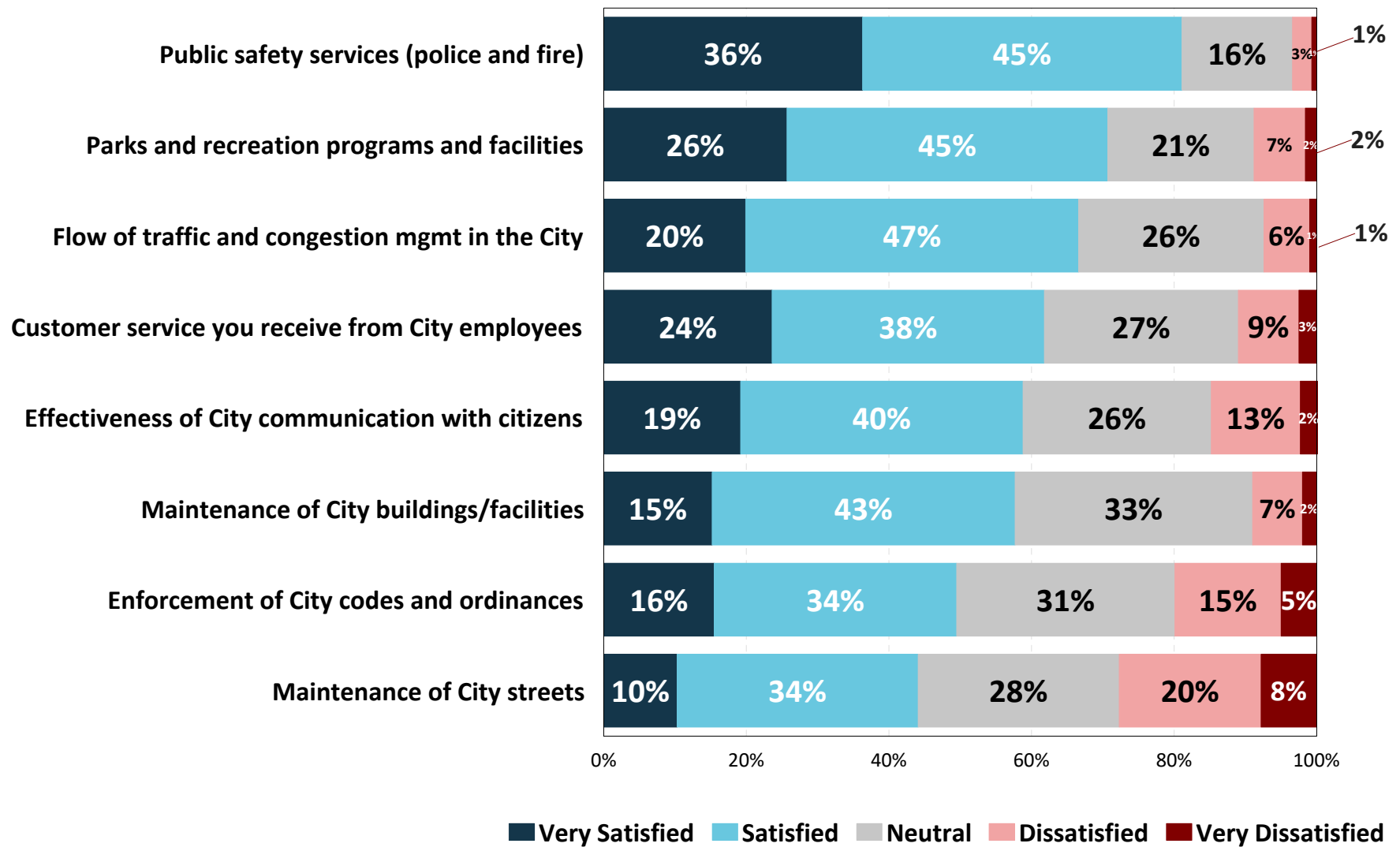
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (I-S &gt; 0.20)</b>						
Maintenance of City streets	64%	1	44%	8	0.3583	1
<b>High Priority (I-S 0.10-0.20)</b>						
Enforcement of City codes 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
<b>Medium Priority (I-S &lt; 0.10)</b>						
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



# Charts and Graphs

# 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)

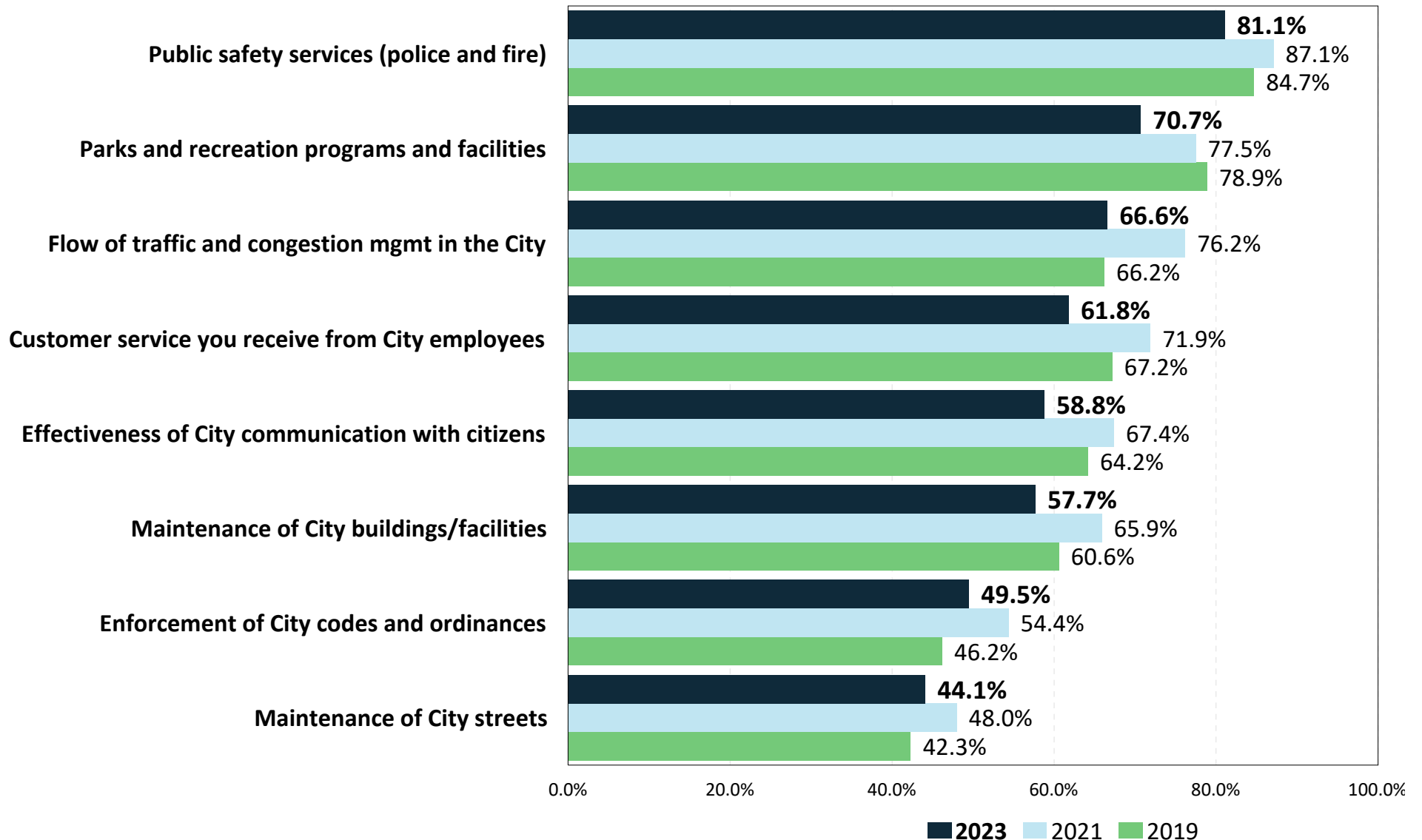




## Trends: 2019 to 2023

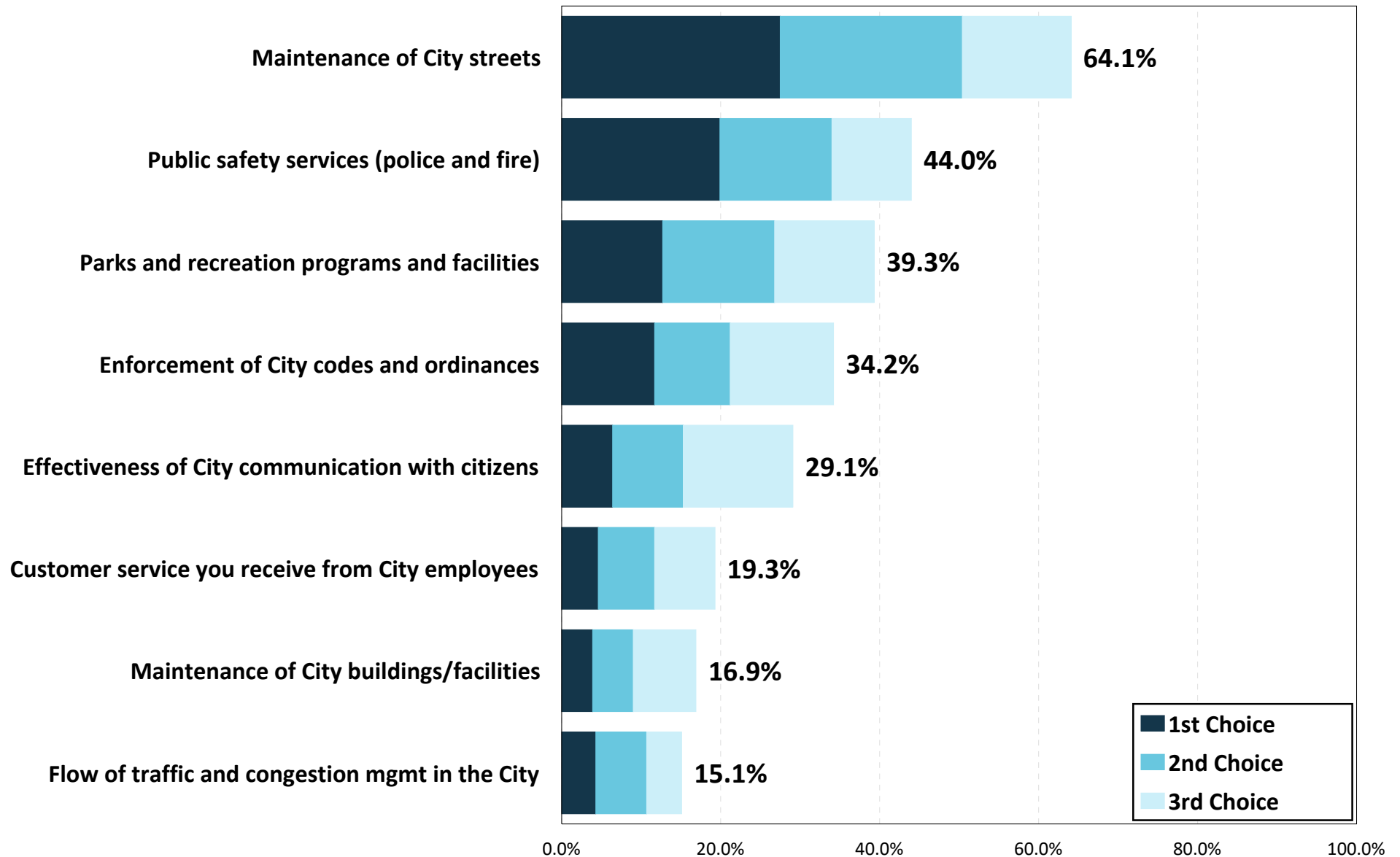
# Satisfaction with Major Categories of Services

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



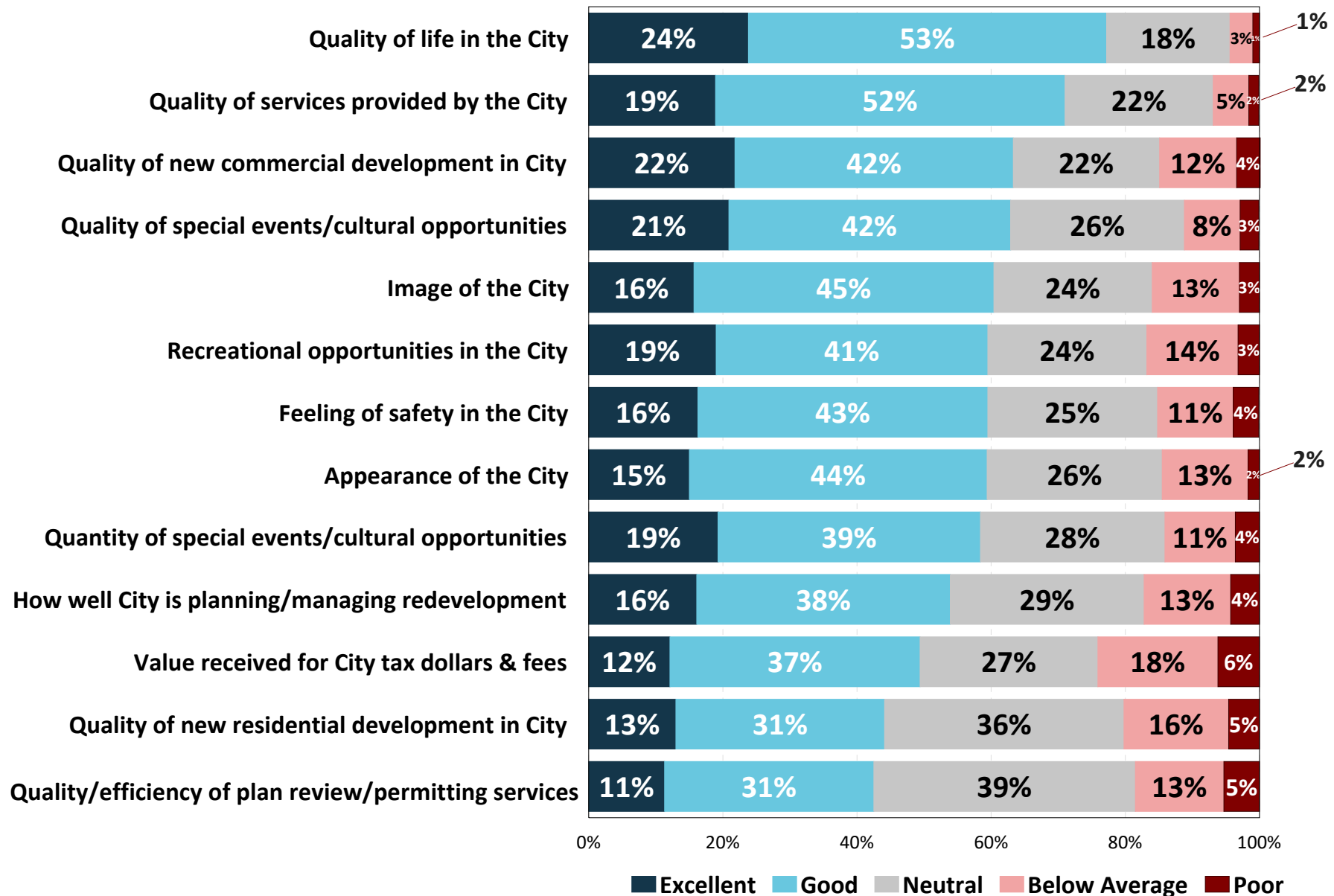
## Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

by the sum percentage of respondents' top three choices



# 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)

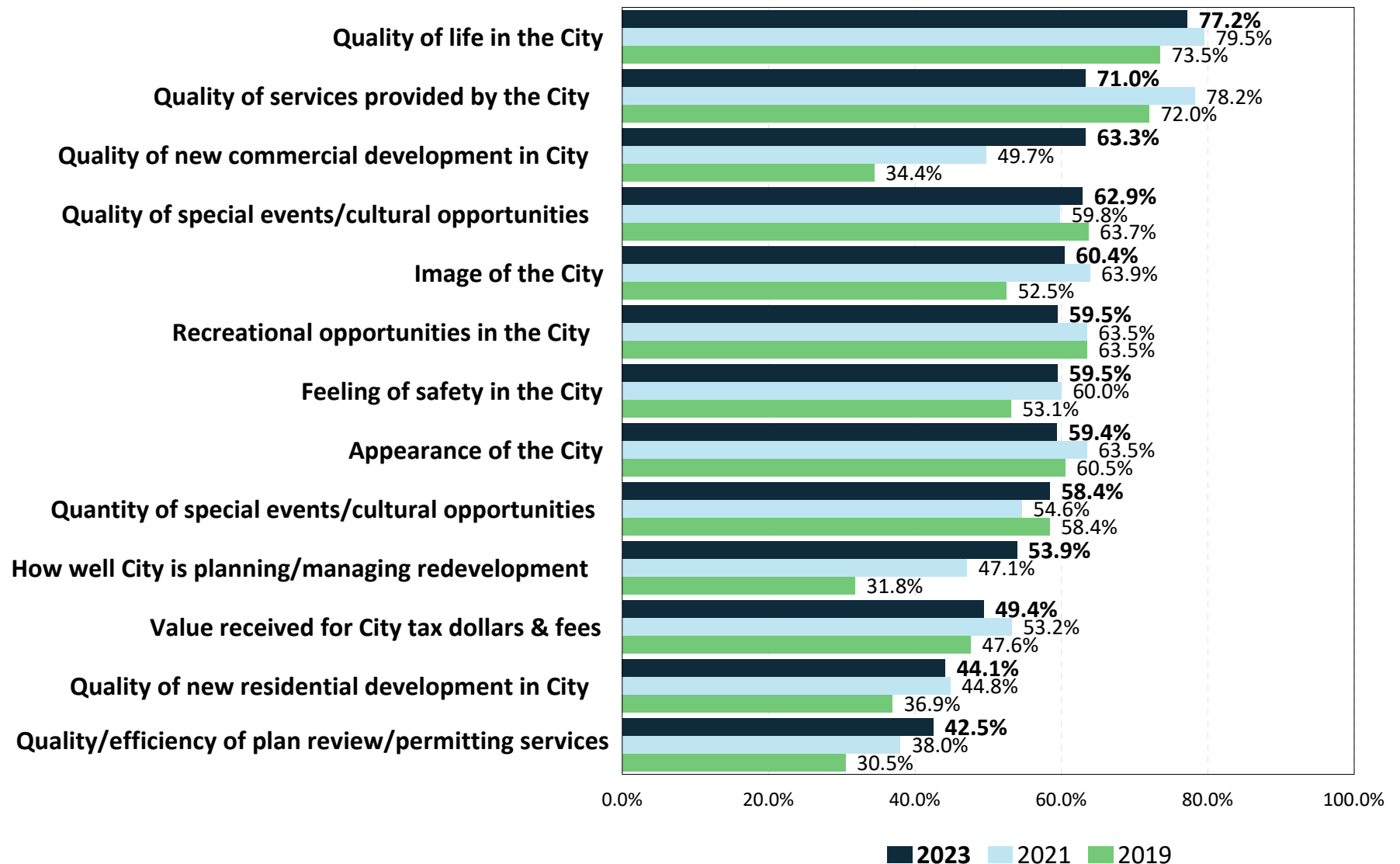




## Trends: 2019 to 2023

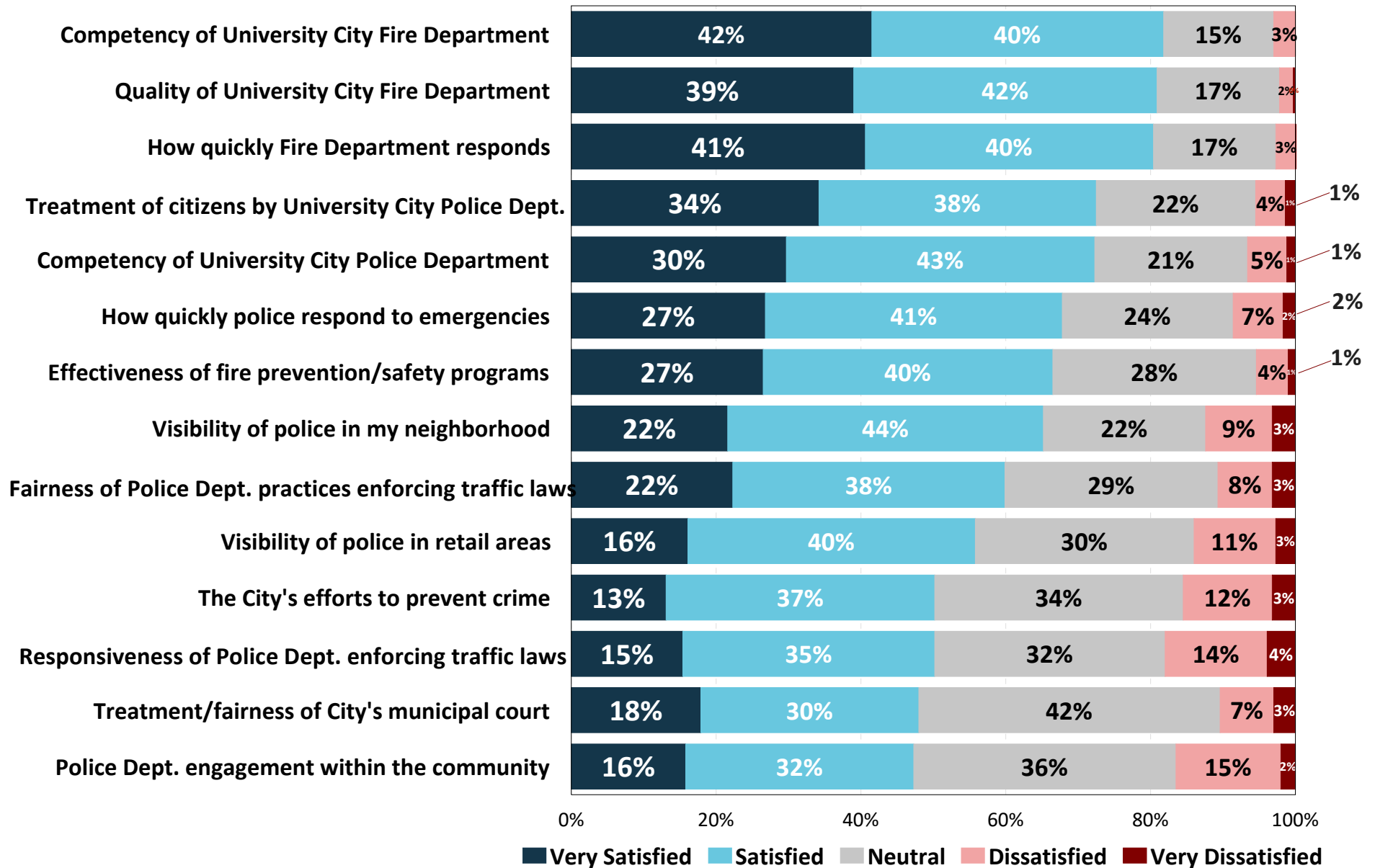
# Ratings of Perceptions of the Community

by the sum percentage of respondents that gave a rating of either *excellent* or *good* with the service  
(excluding *don't know* responses)



## Q4. Satisfaction with Public Safety Services

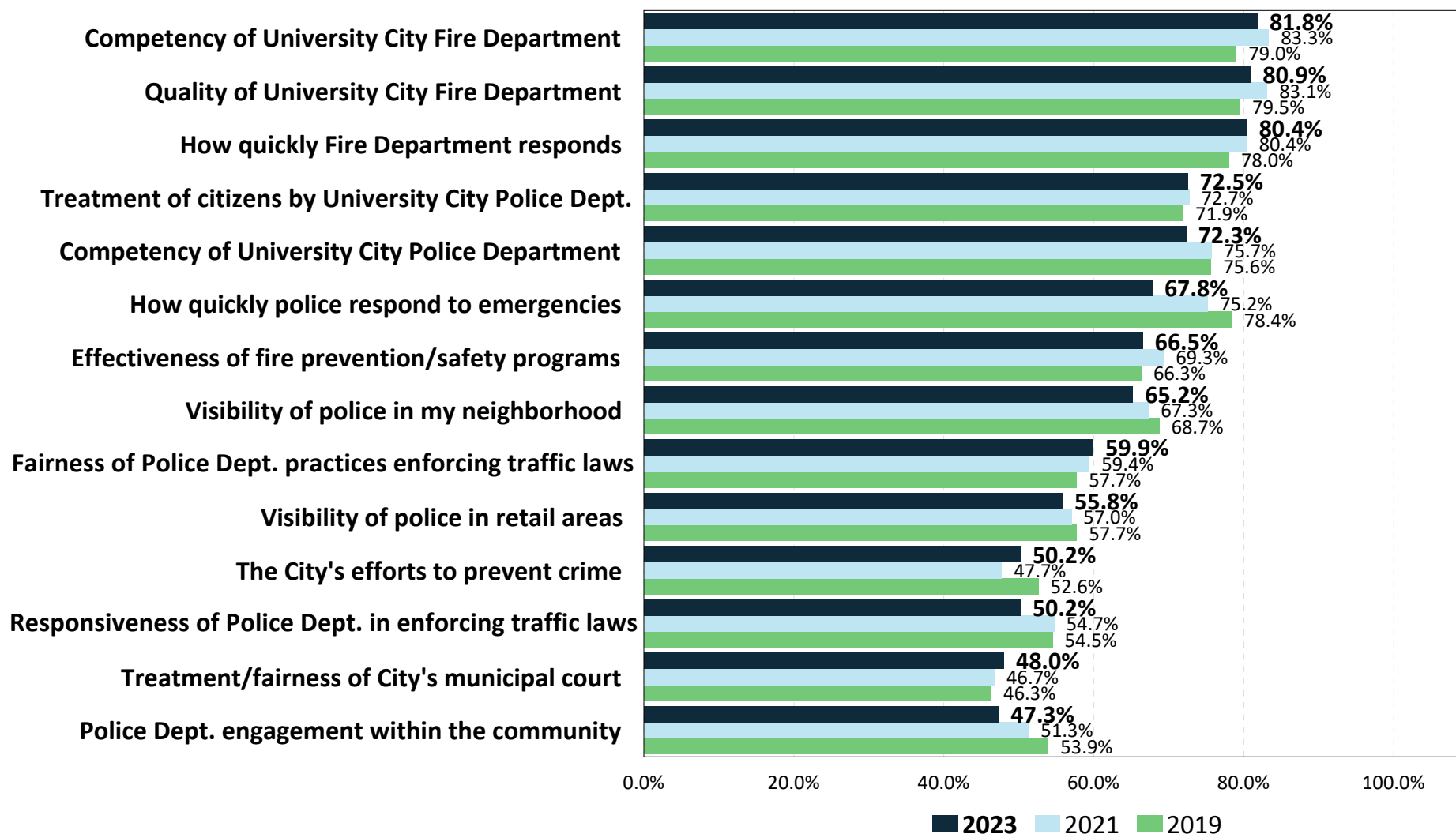
by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)



## Trends: 2019 to 2023

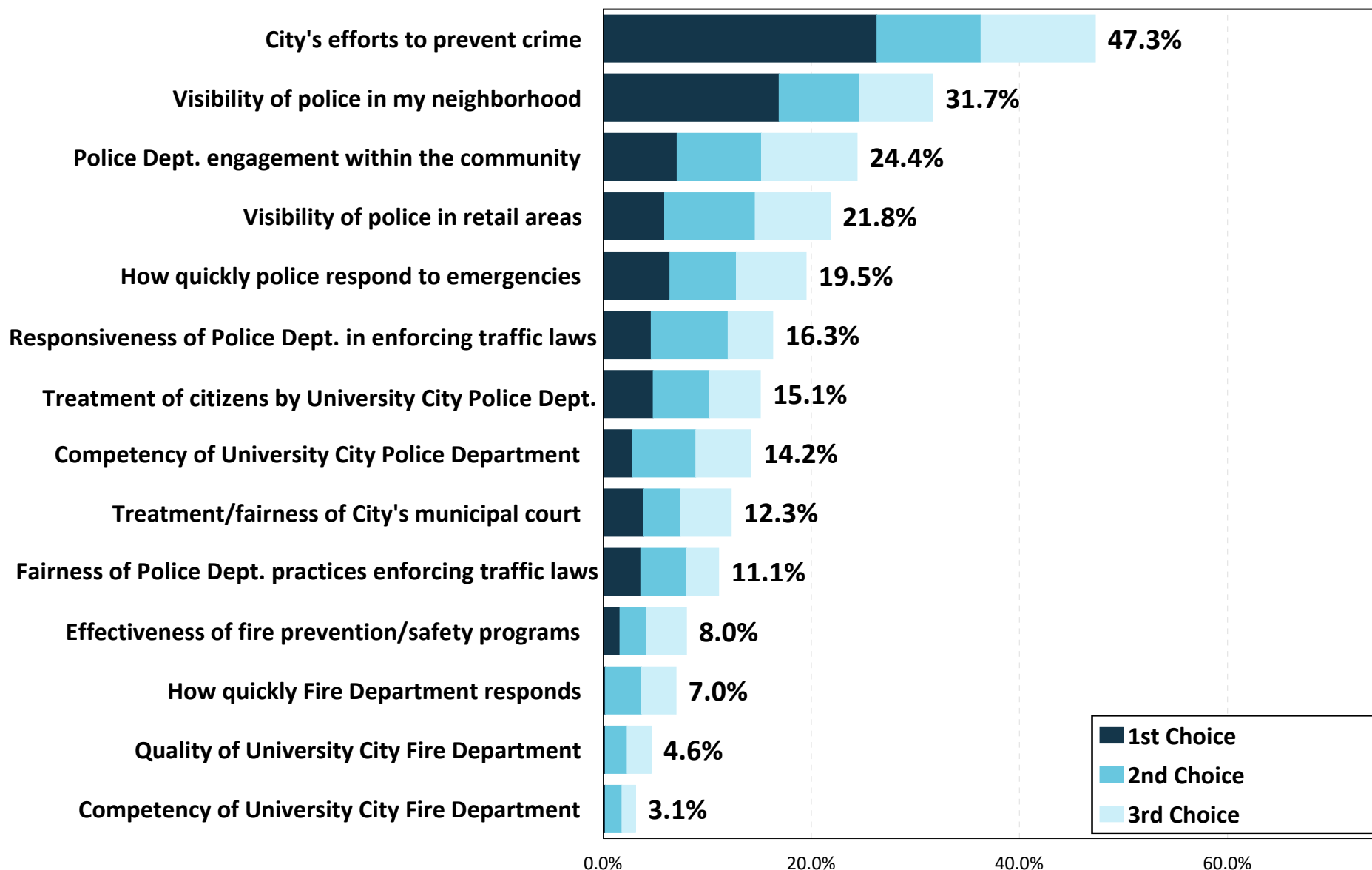
# Satisfaction with Public Safety Services

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



# Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

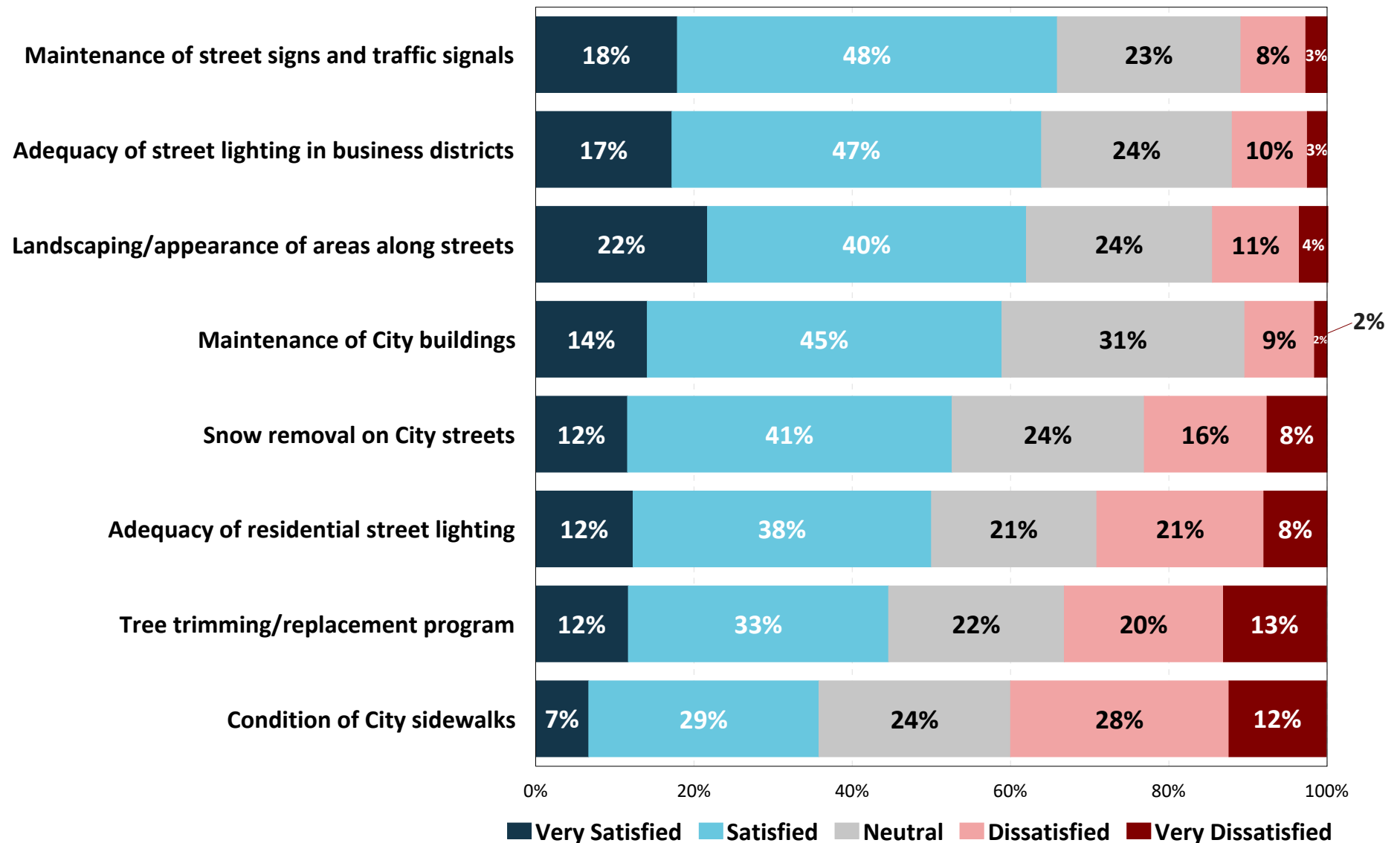
by the sum percentage of respondents' top three choices





## Q6. Satisfaction with City Maintenance/Public Works

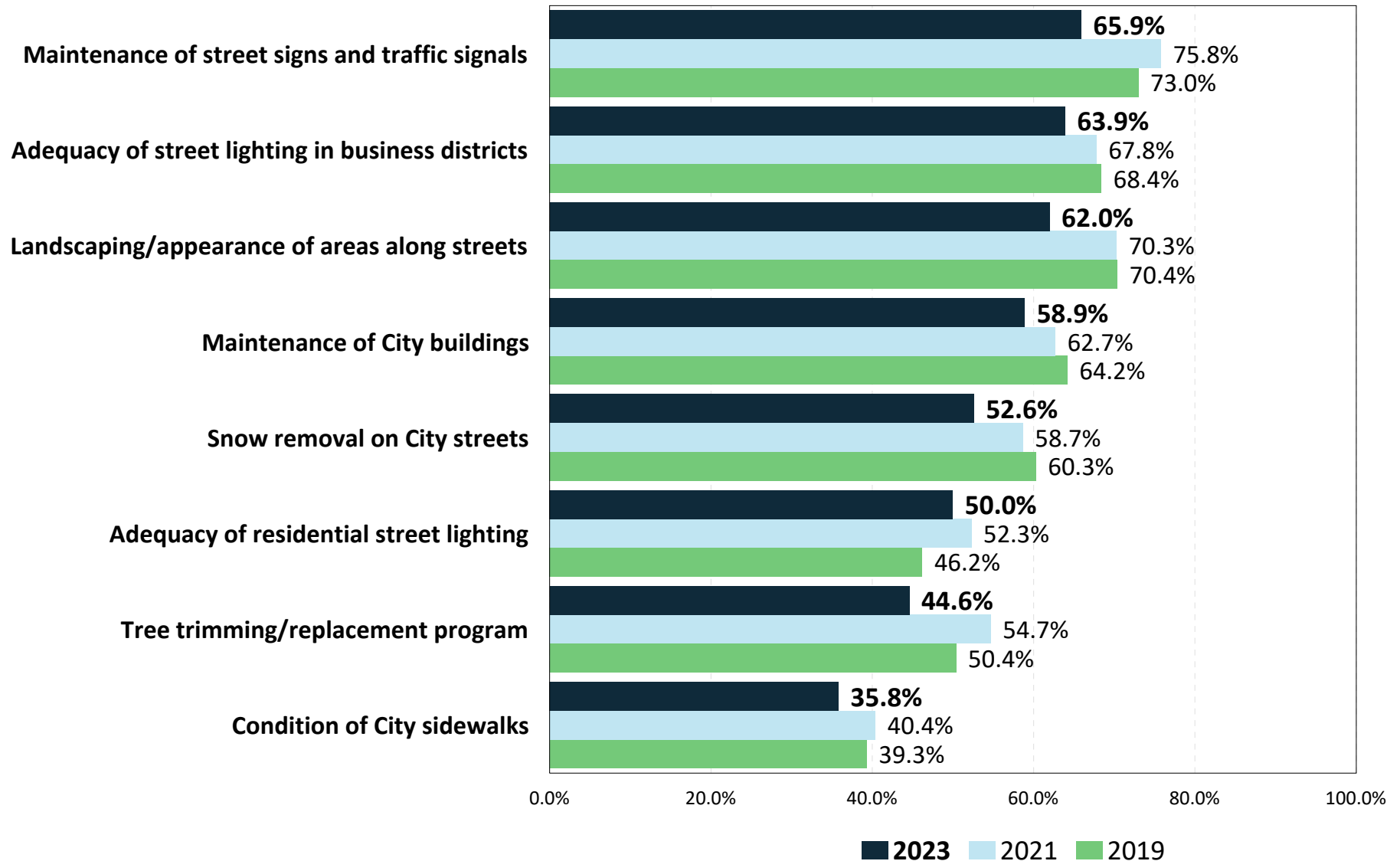
by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)



## Trends: 2019 to 2023

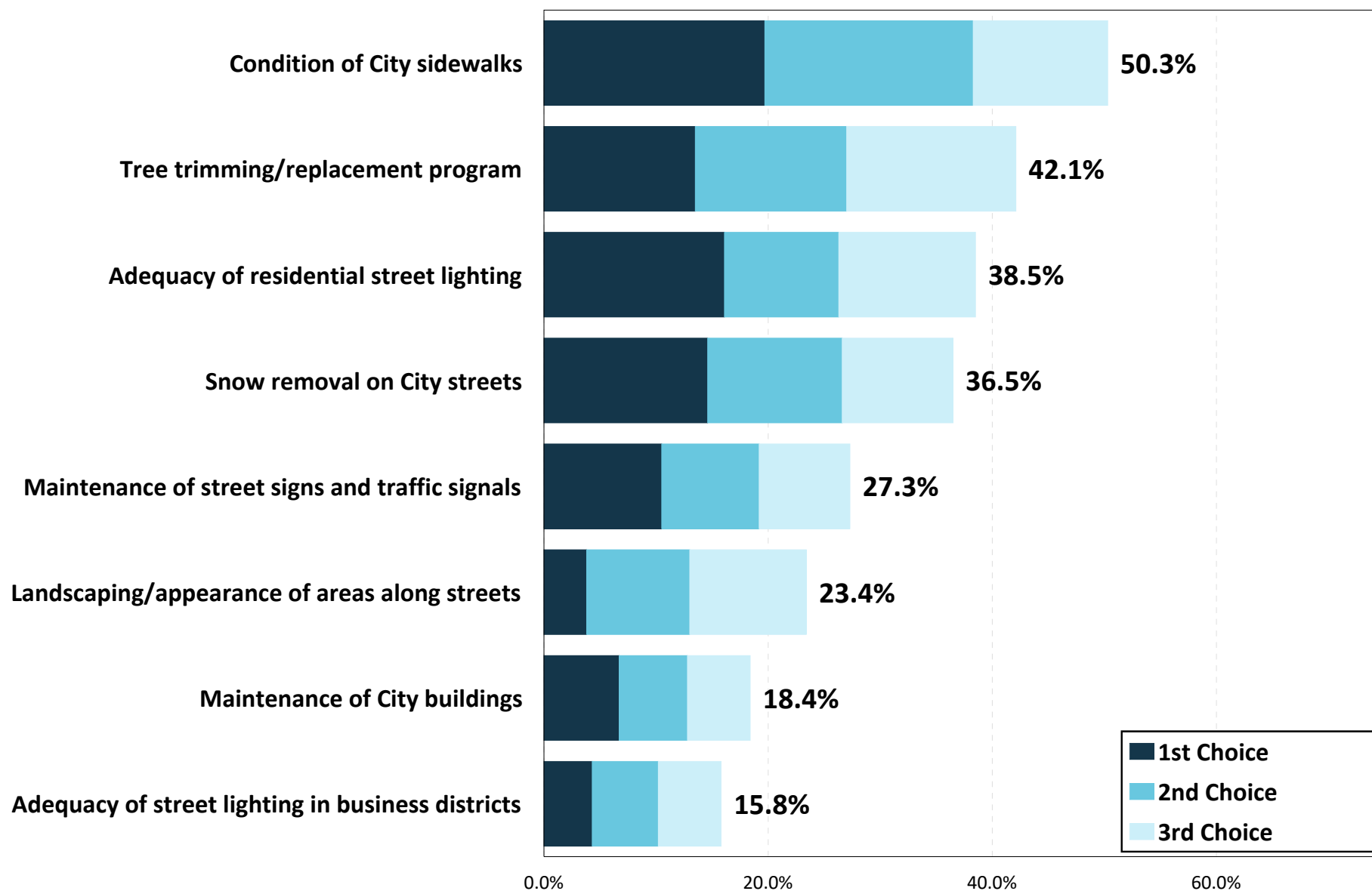
# Satisfaction with City Maintenance/Public Works Services

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



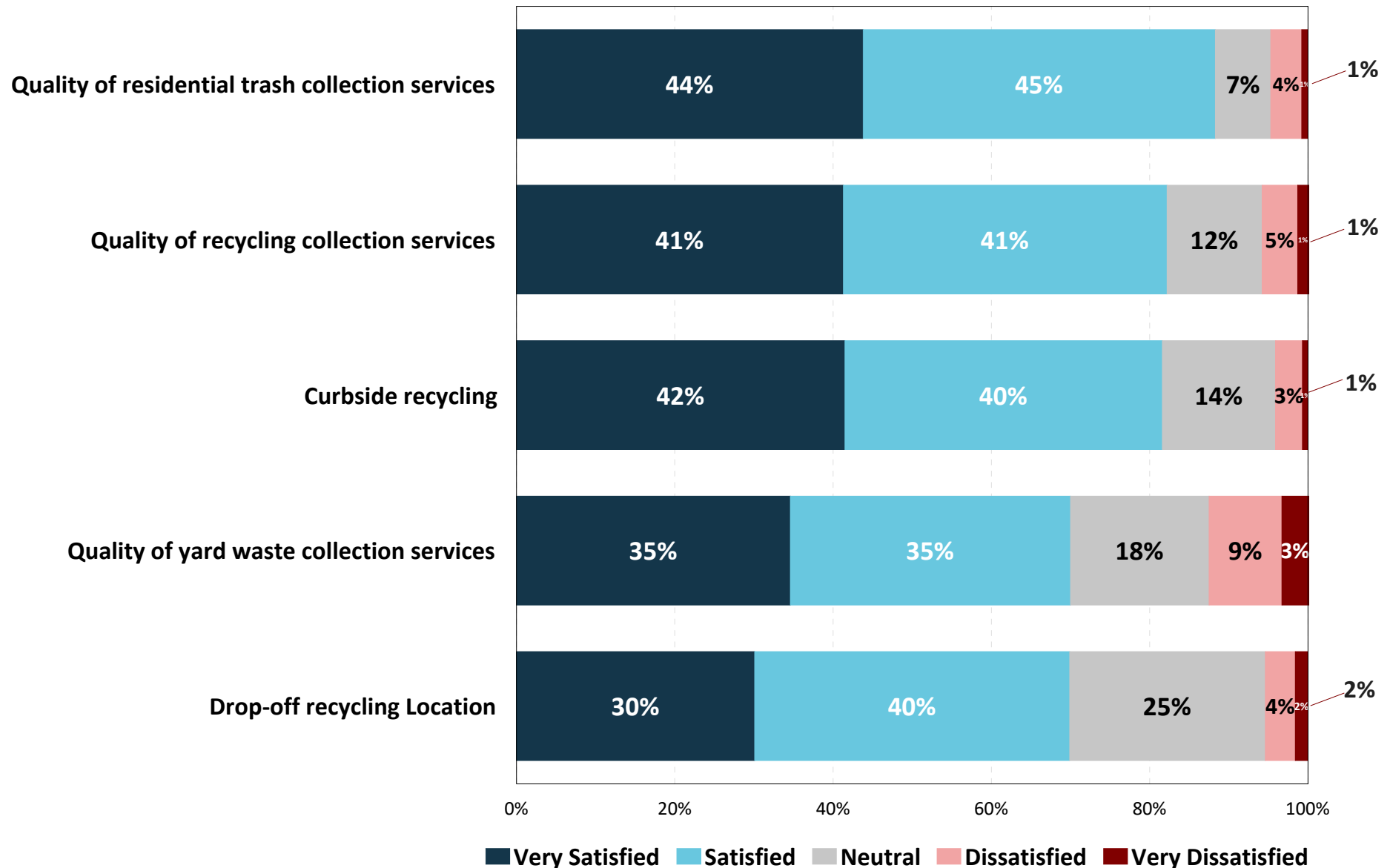
# Q7. City Maintenance/Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

by the sum percentage of respondents' top three choices



## Q8. Satisfaction with Waste Collection 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)

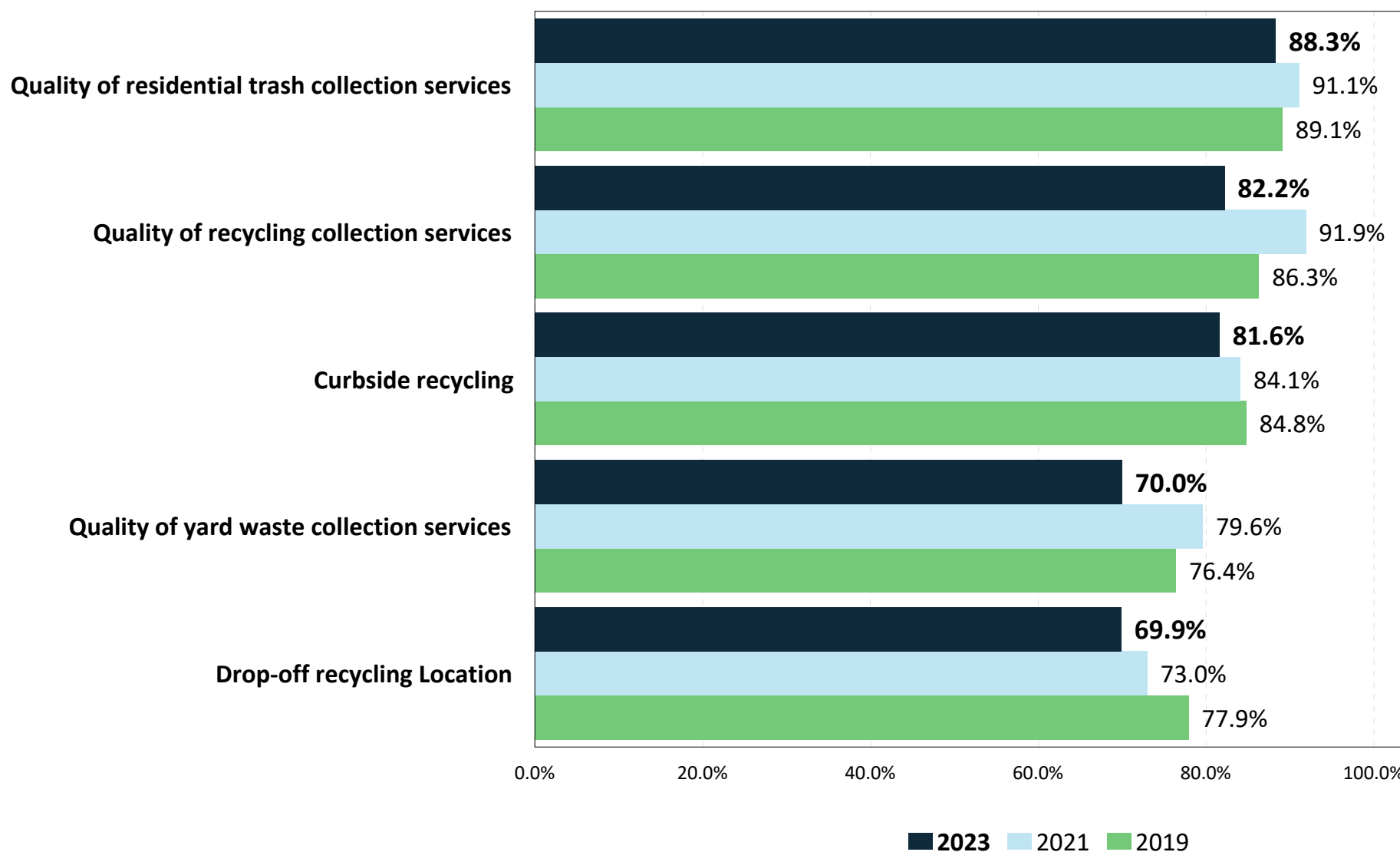




## Trends: 2019 to 2023

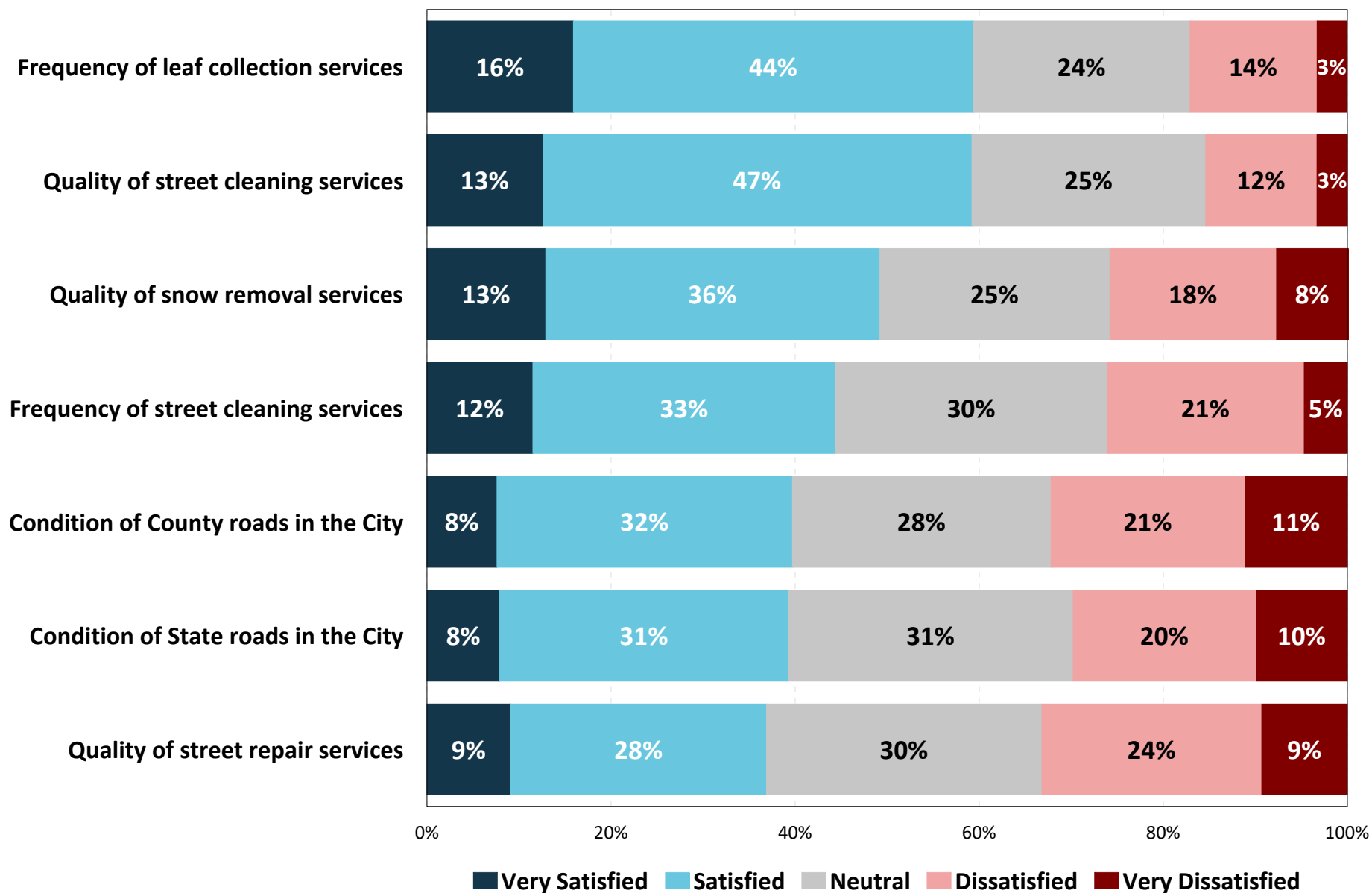
### Satisfaction with Waste Collection Services

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



## Q9. Satisfaction with Maintenance of City Streets

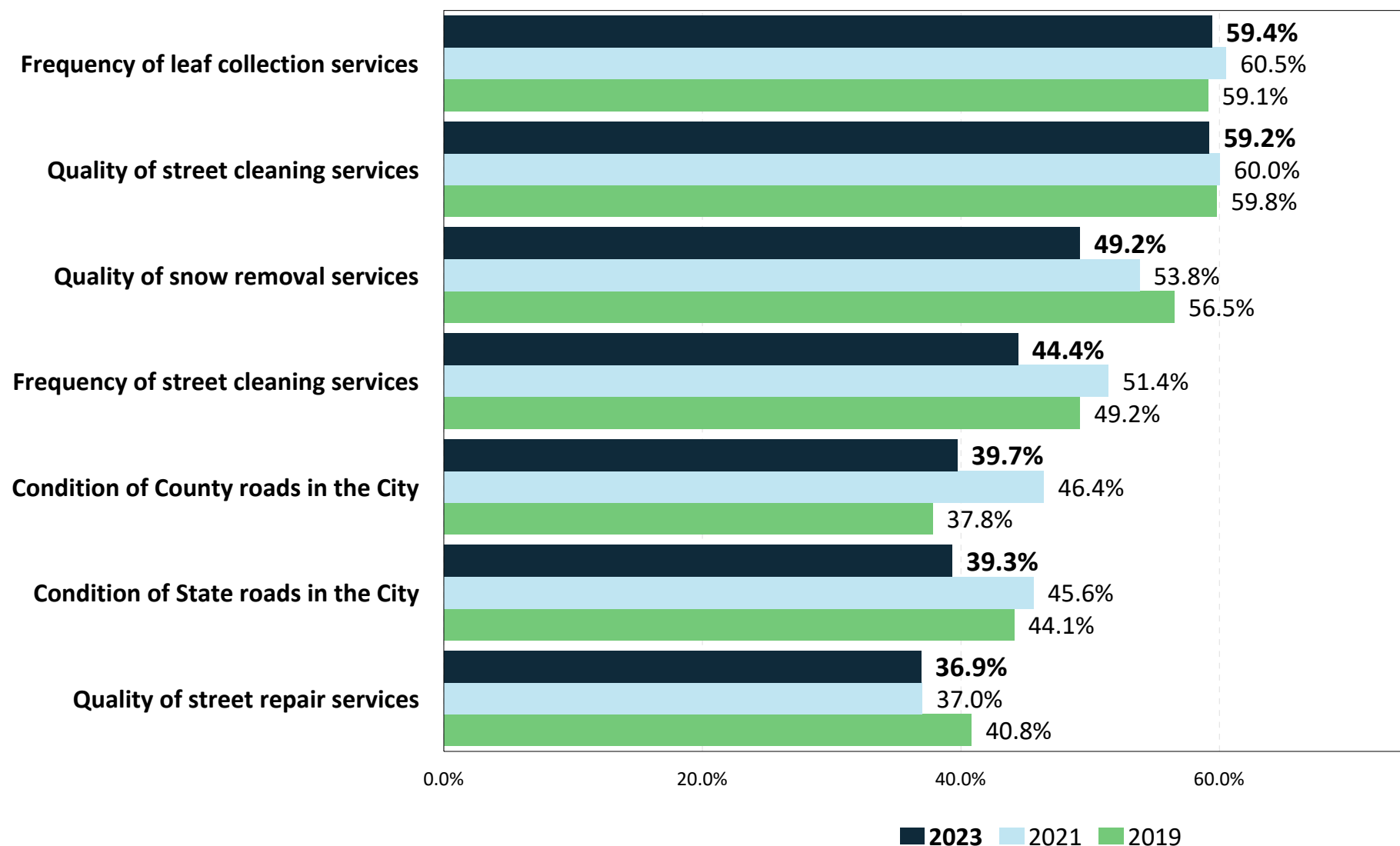
by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)



## Trends: 2019 to 2023

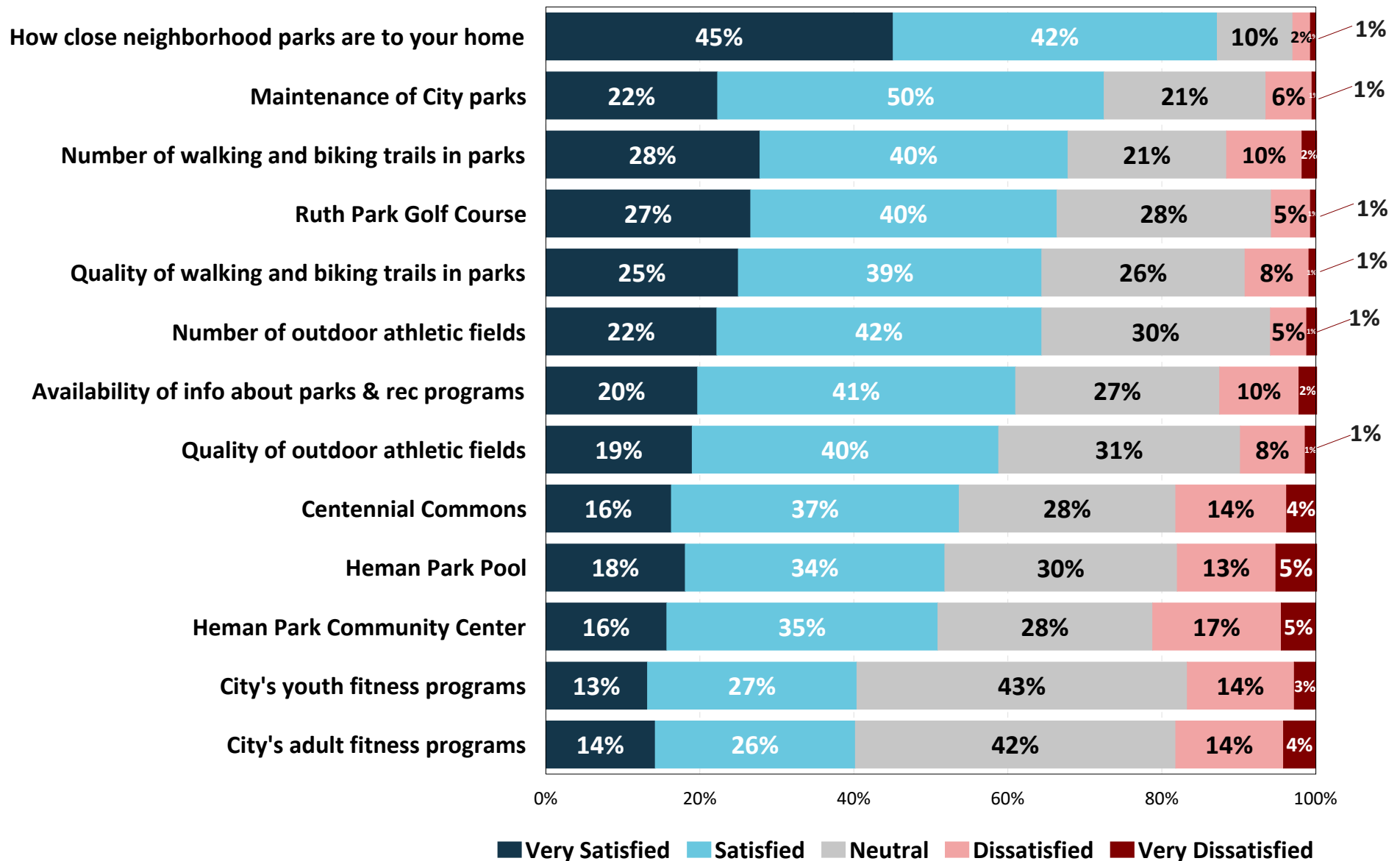
# Satisfaction with Maintenance of City Streets

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



# Q10. Satisfaction with Parks and Recreation Services

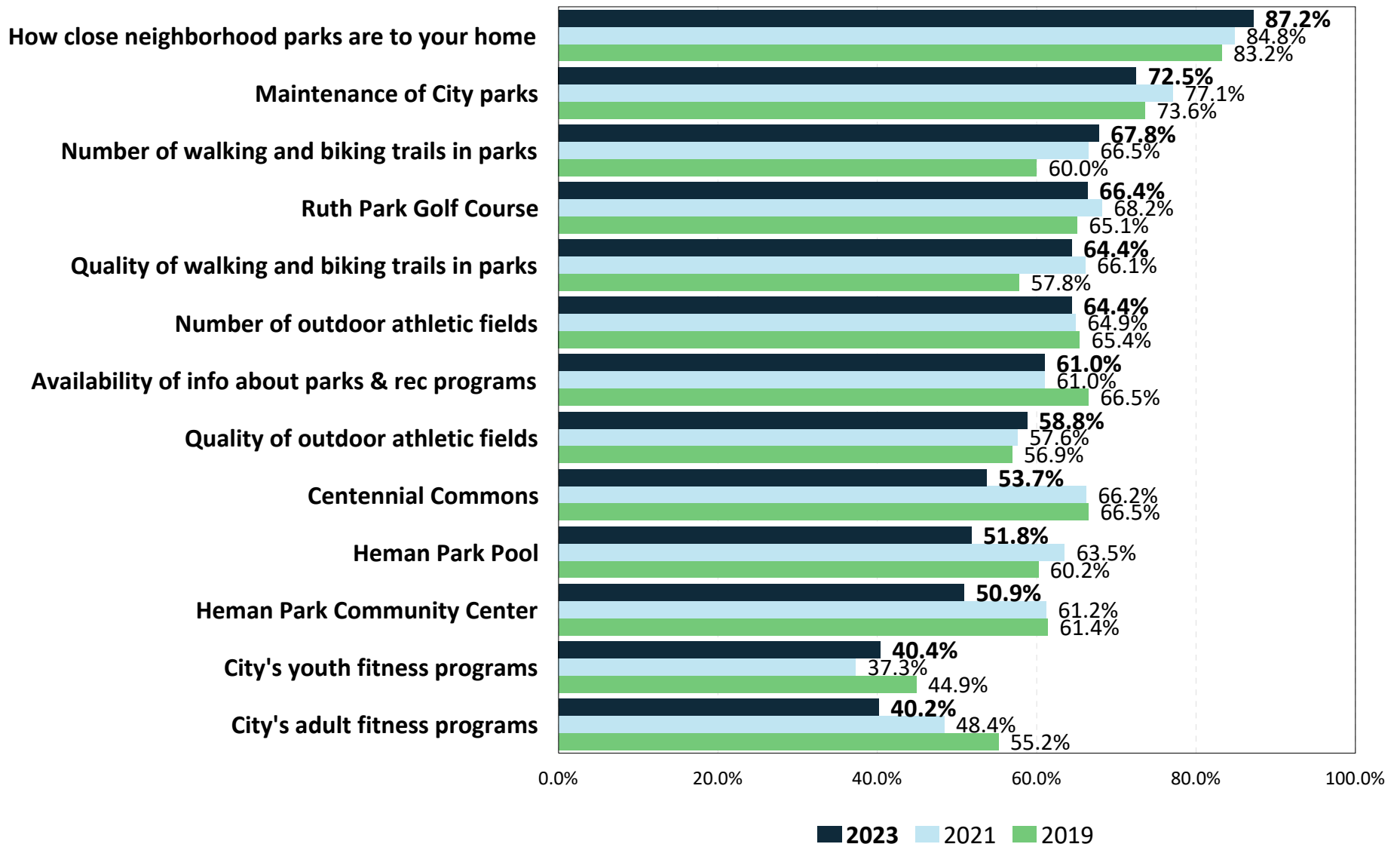
by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)



## Trends: 2019 to 2023

# Satisfaction with Parks and Recreation Services

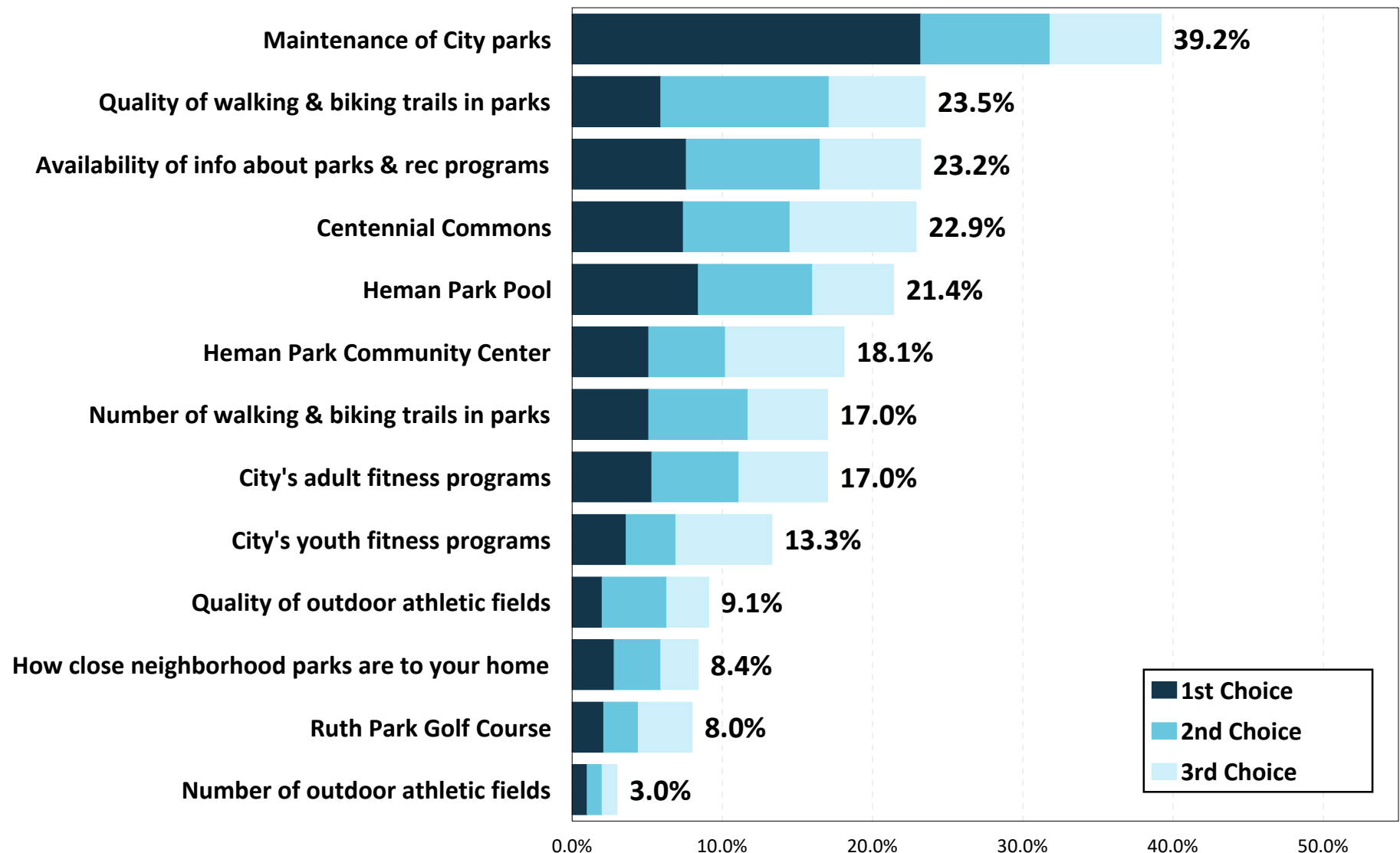
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)





# Q11. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

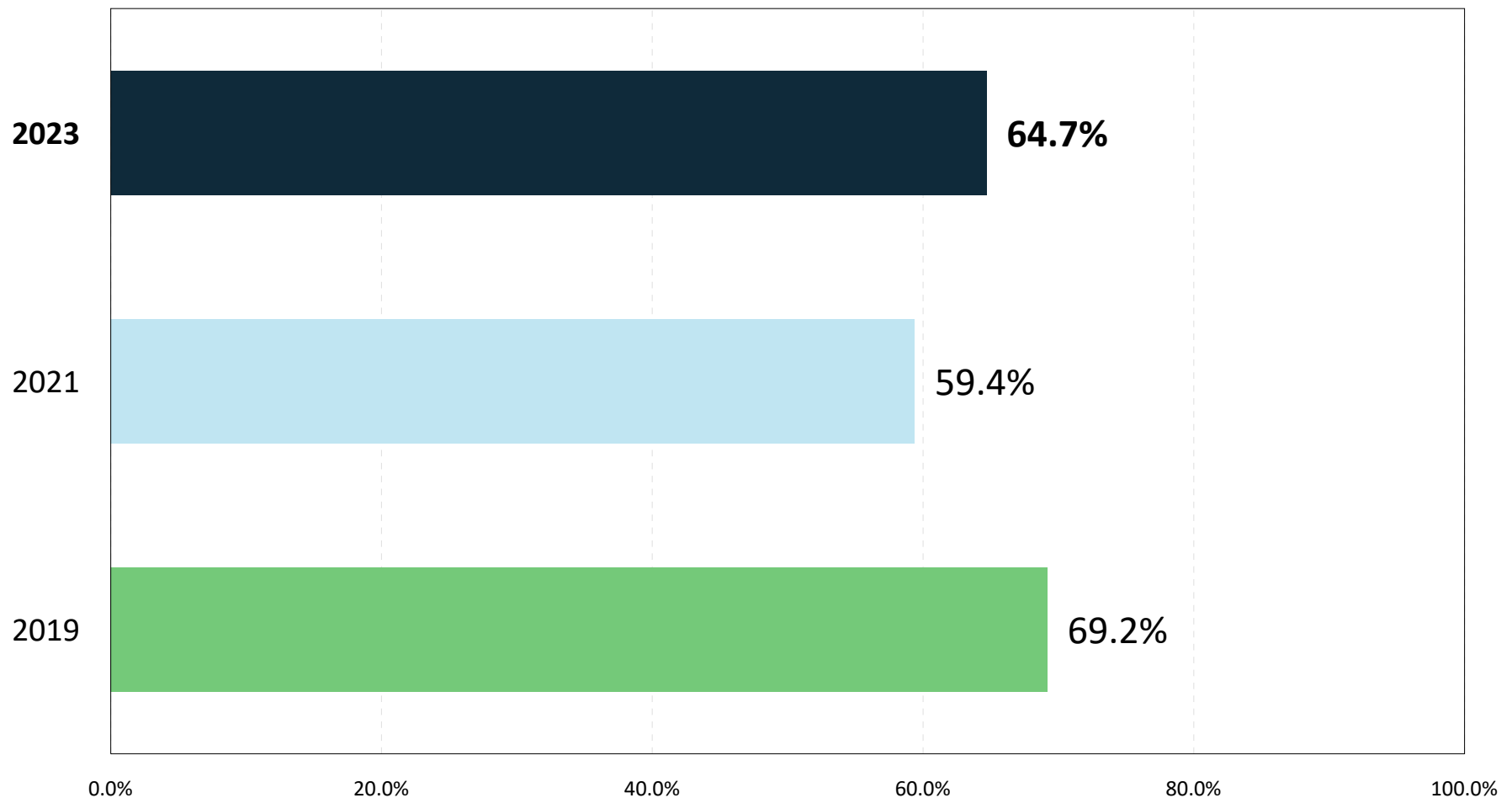
by the sum percentage of respondents' top three choices



## **Trends: 2019 to 2023**

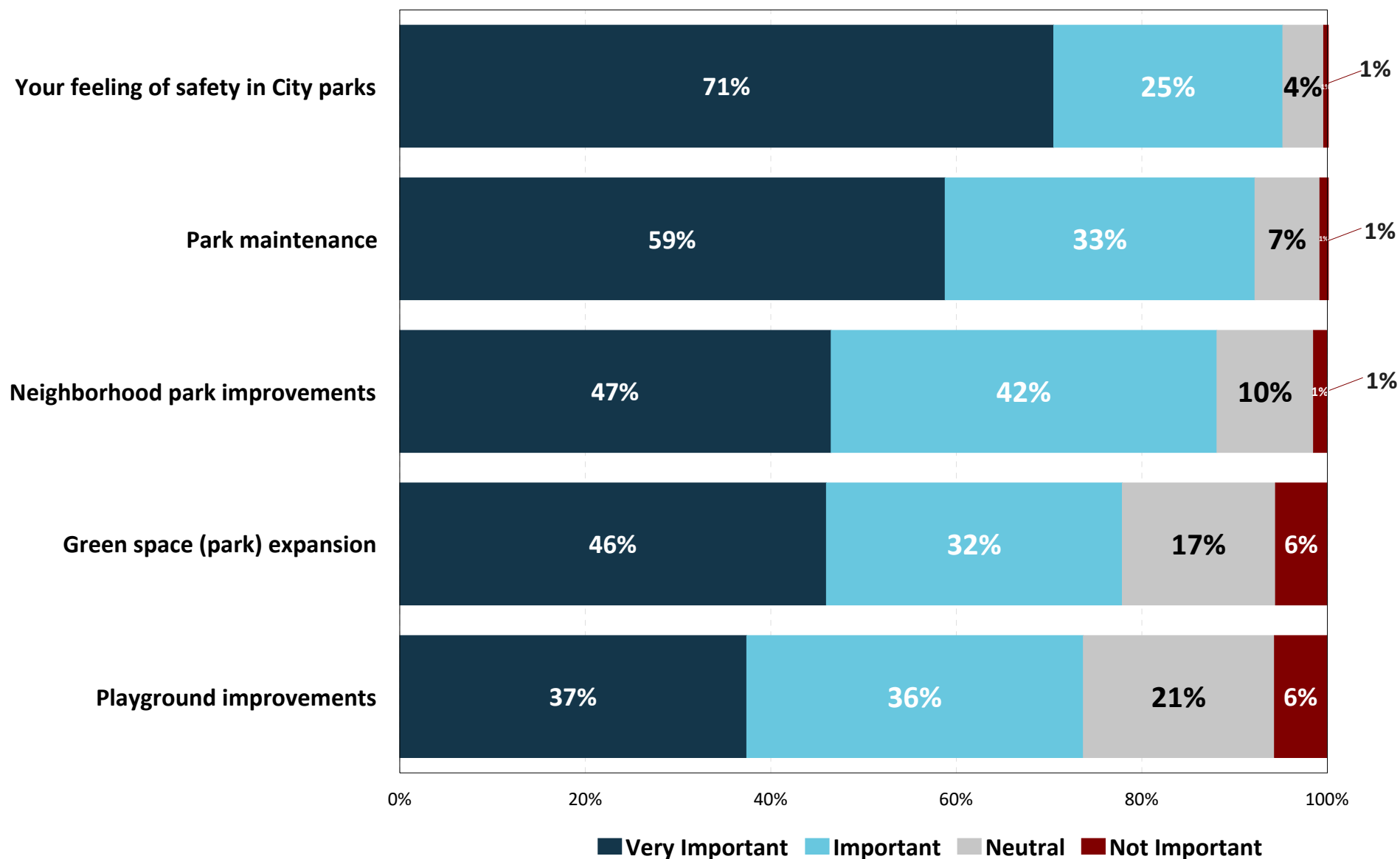
### **Q12. In the past 12 months, has anyone in your household used any of University City's parks, recreation facilities, or recreation programs?**

by the percentage of respondents who answered "Yes" (excluding *don't know* responses)



# Q13. Importance of Parks and Recreation Initiatives

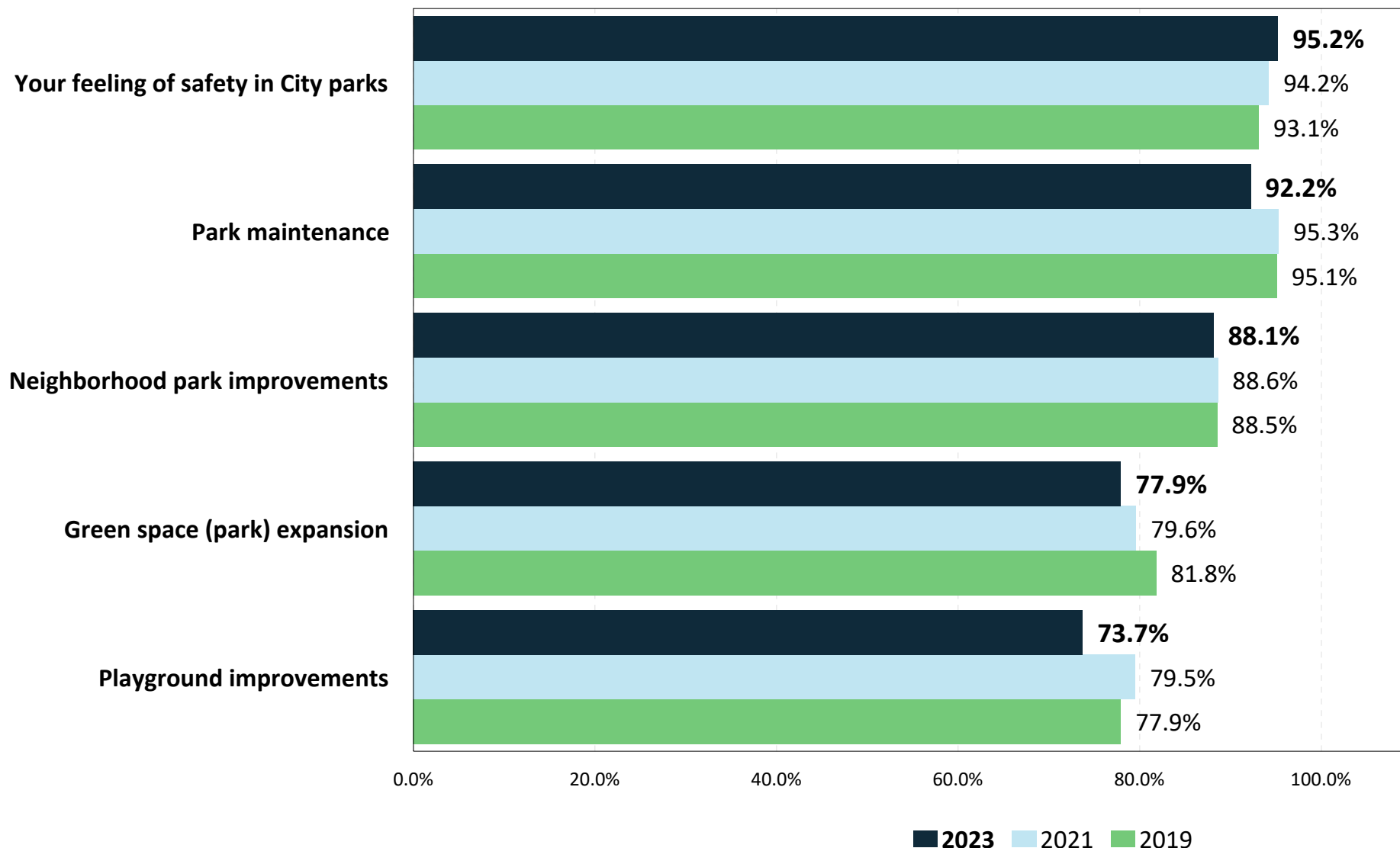
by the percentage of respondents, using a 4-point scale where 4 means *very important* and 1 means *not important*  
(excluding *don't know* responses)



## Trends: 2019 to 2023

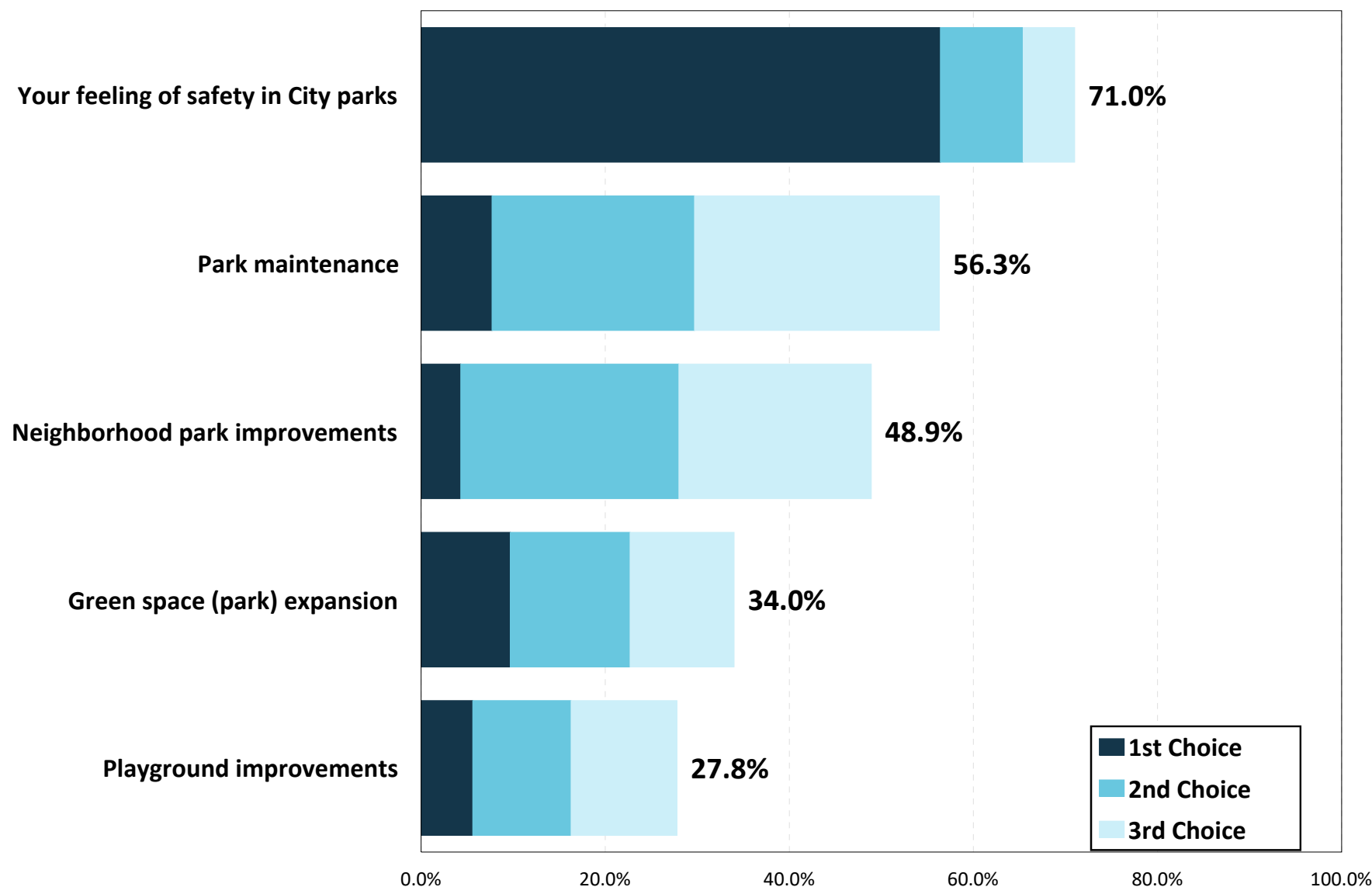
# Importance of Parks & Recreation Initiatives

by the sum percentage of respondents that rated the initiative as either *very important* or *important*  
(excluding *don't know* responses)



# Q14. Parks and Recreation Initiatives That Are the Highest Priorities to Households

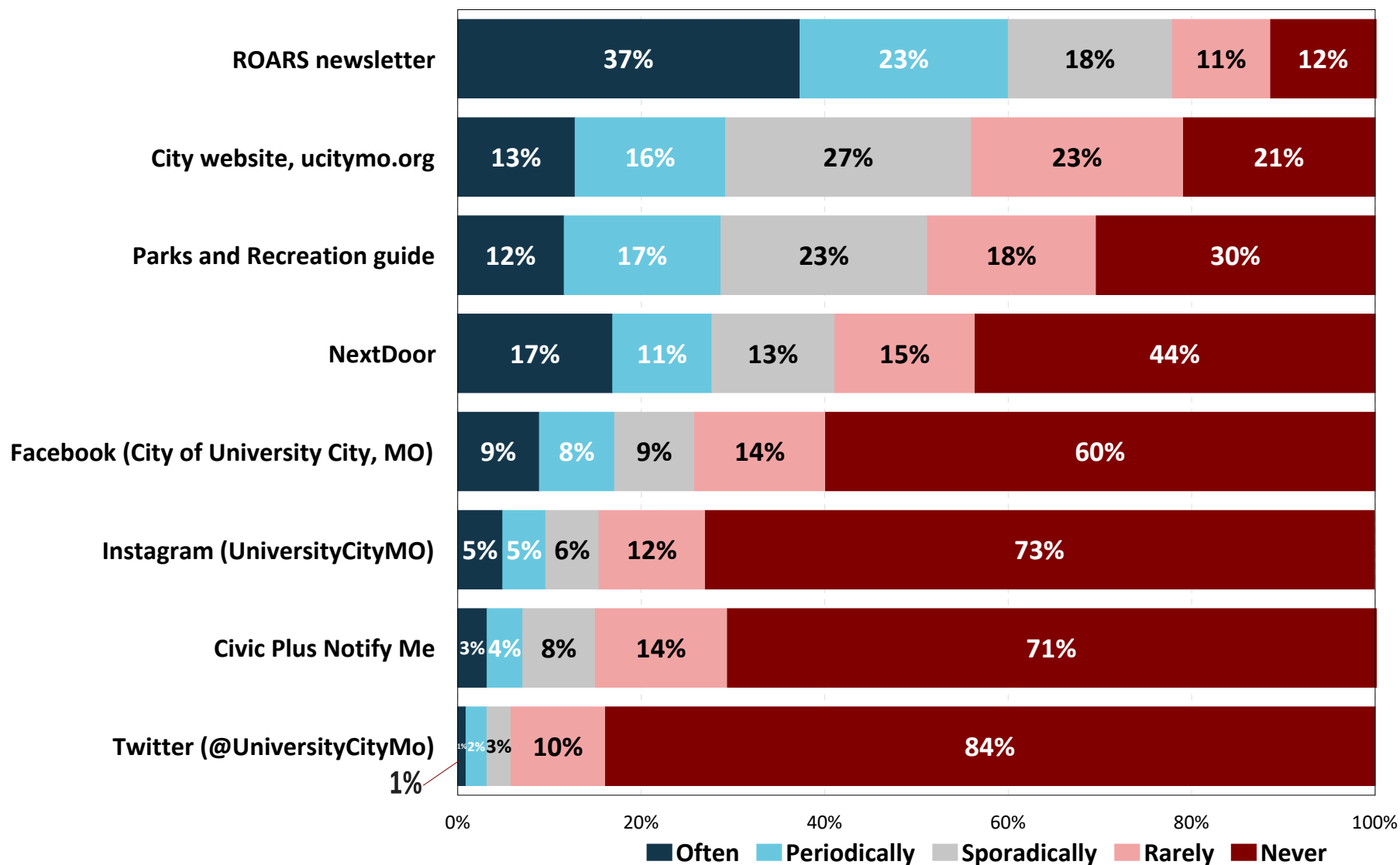
by the sum percentage of respondents' top three choices





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

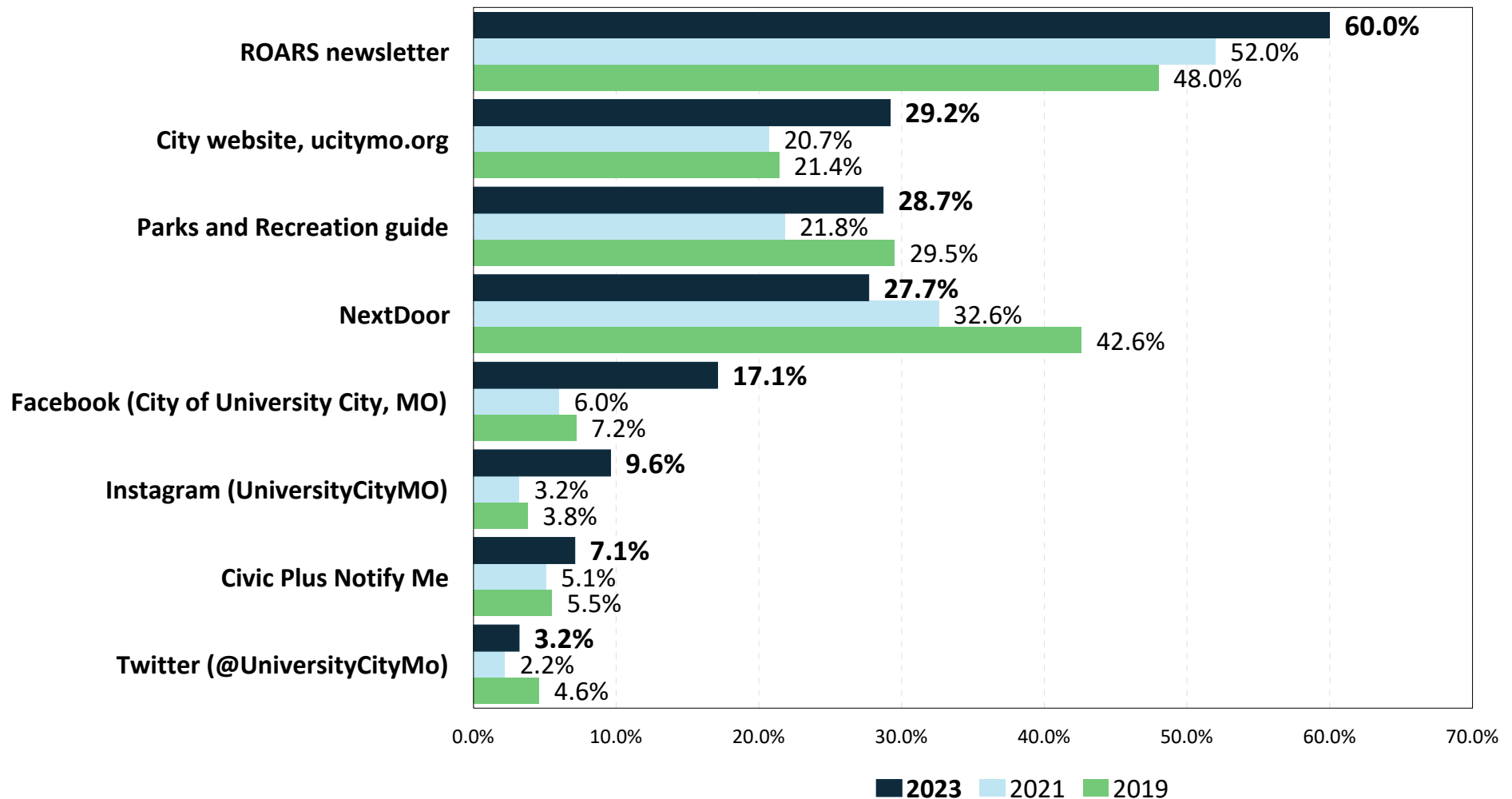
by the percentage of respondents, using a 5-point scale where 5 means *often* and 1 means *never*  
(excluding *not provided* responses)



## Trends: 2019 to 2023

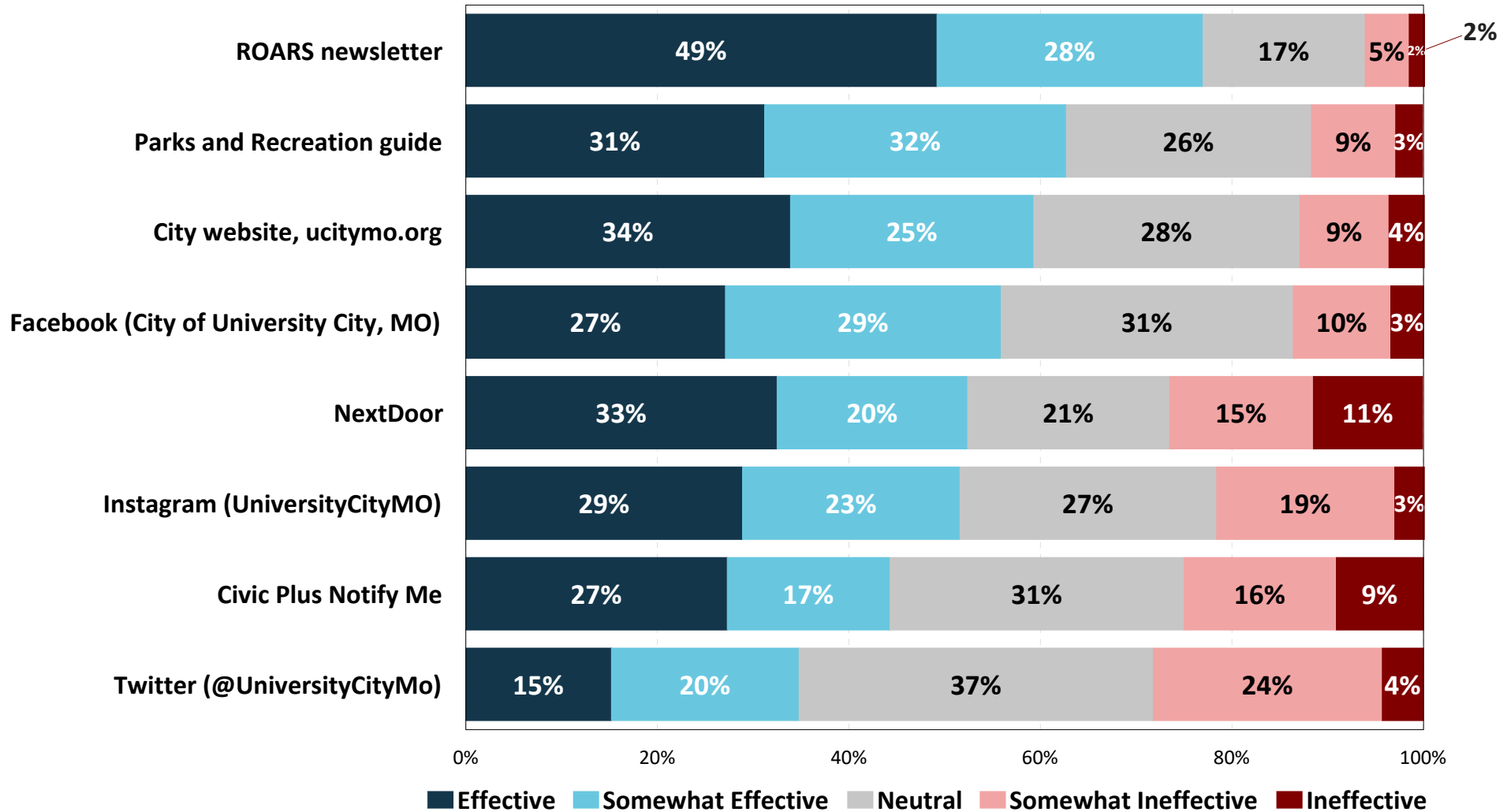
# Frequency Respondent Uses the Following City Communication Methods

by the sum percentage of respondents that use the communication method *often* or *periodically*  
(excluding *not provided* responses)



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

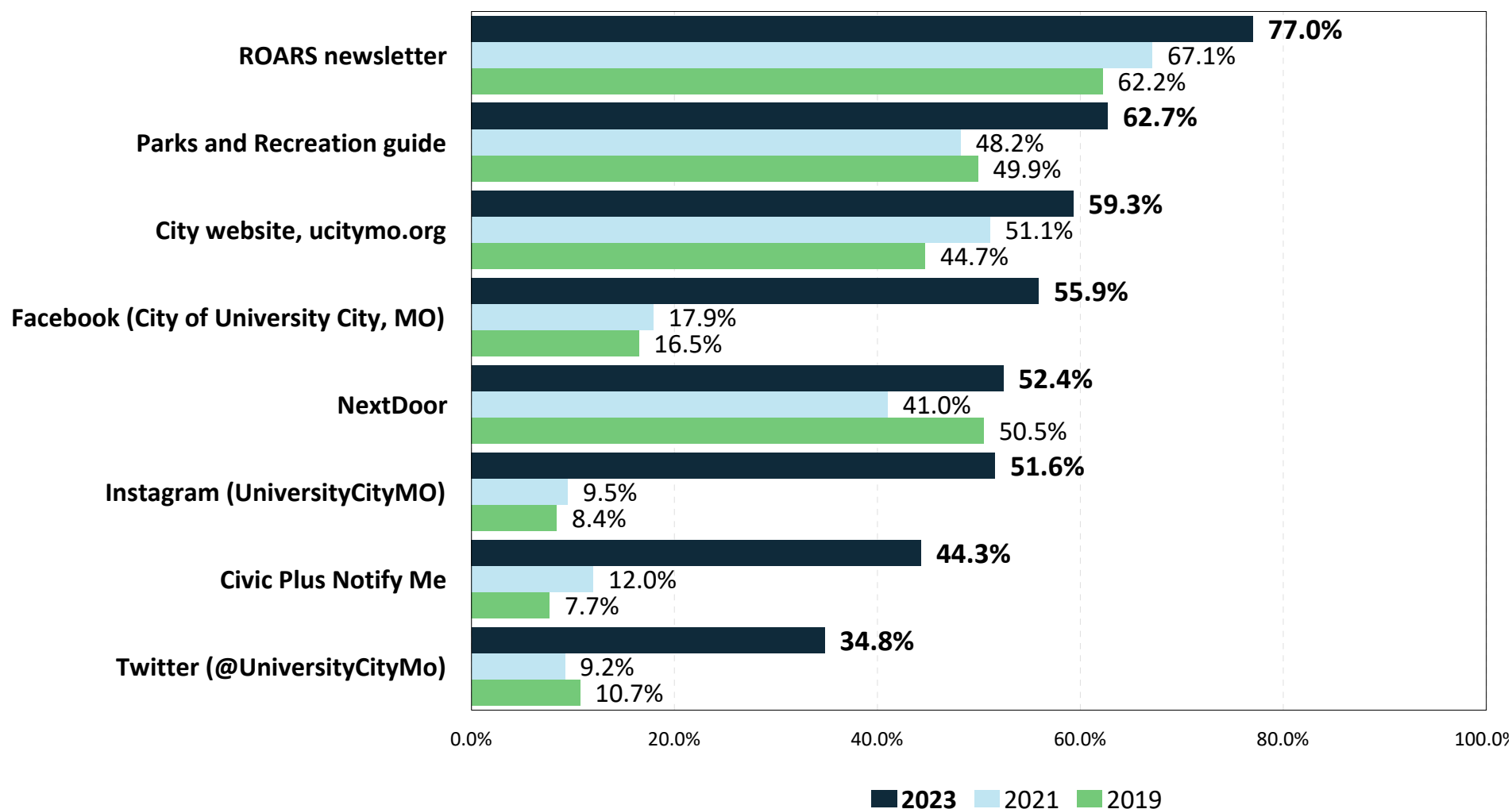
by the percentage of respondents, using a 5-point scale where 5 means *effective* and 1 means *ineffective*  
(excluding *not provided* responses)



## Trends: 2019 to 2023

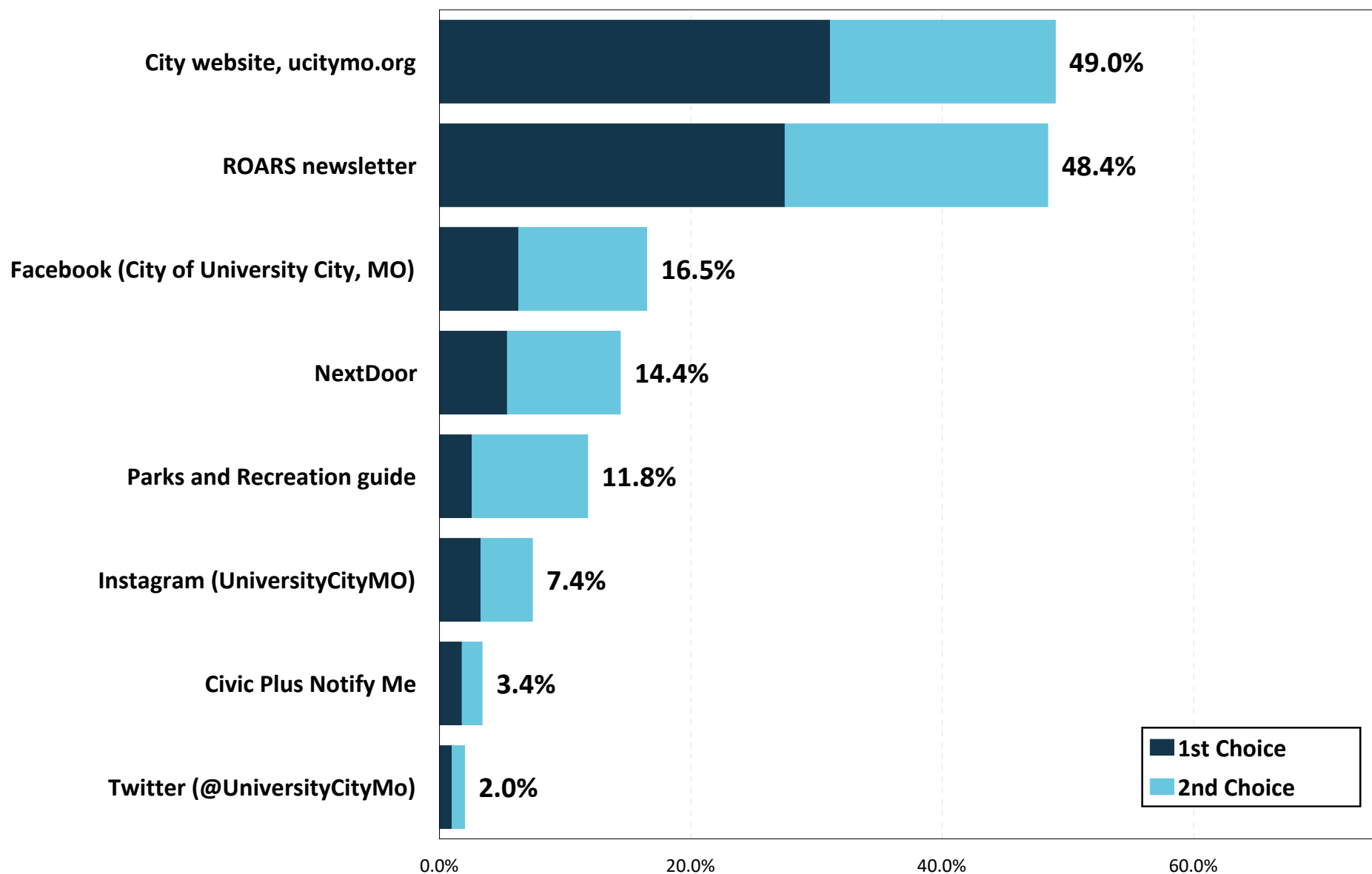
# Effectiveness of Communication Methods to Inform Residents About City Services, Programs, and Projects

by the sum percentage of respondents that believe the communication method is *effective* or *somewhat effective*  
(excluding *not provided* responses)



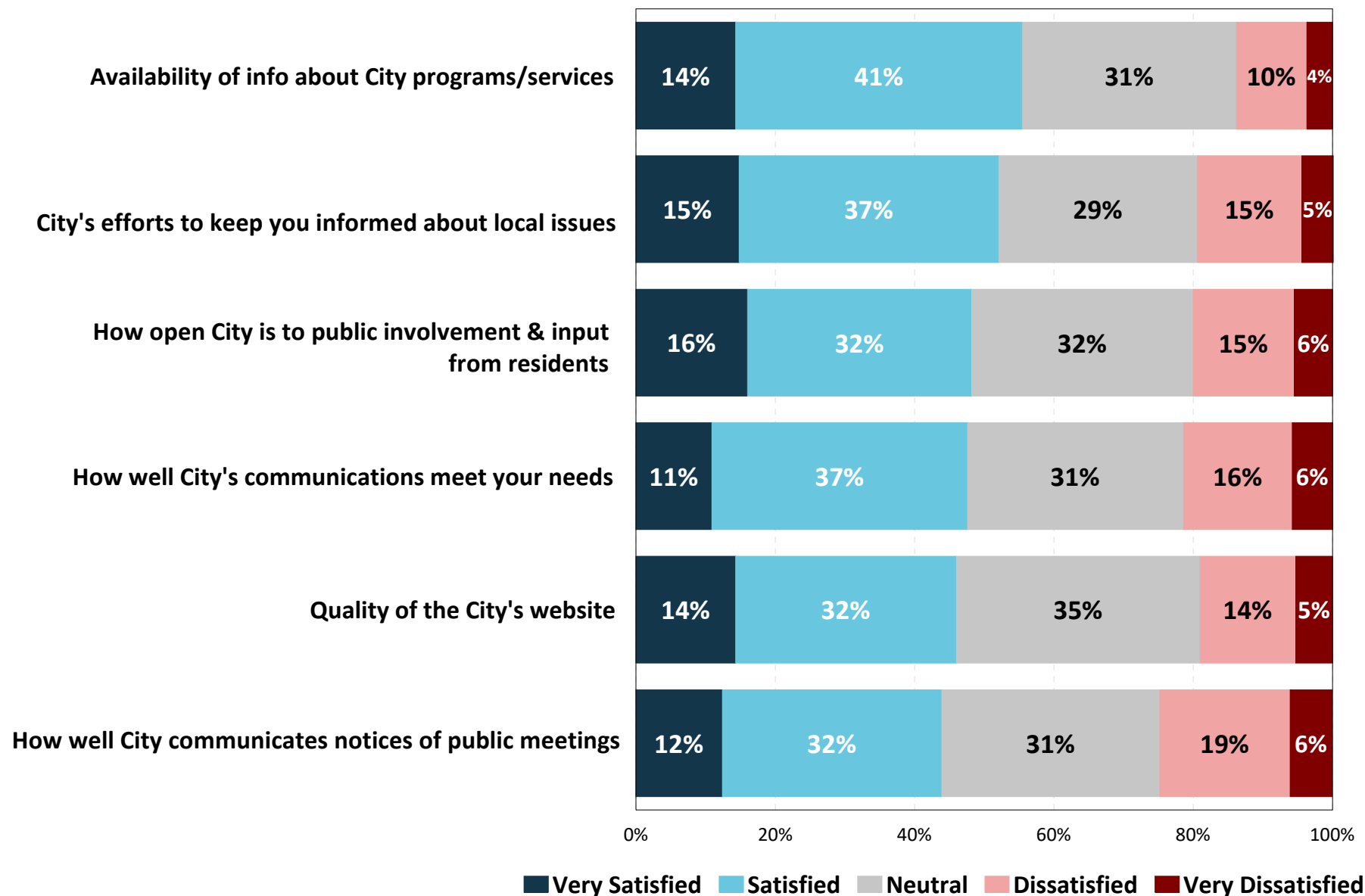
# Q16. Most Preferred Communication Methods to Get Information About the City

by the sum percentage of respondents' top two choices



# Q17. Satisfaction with City Communication 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)

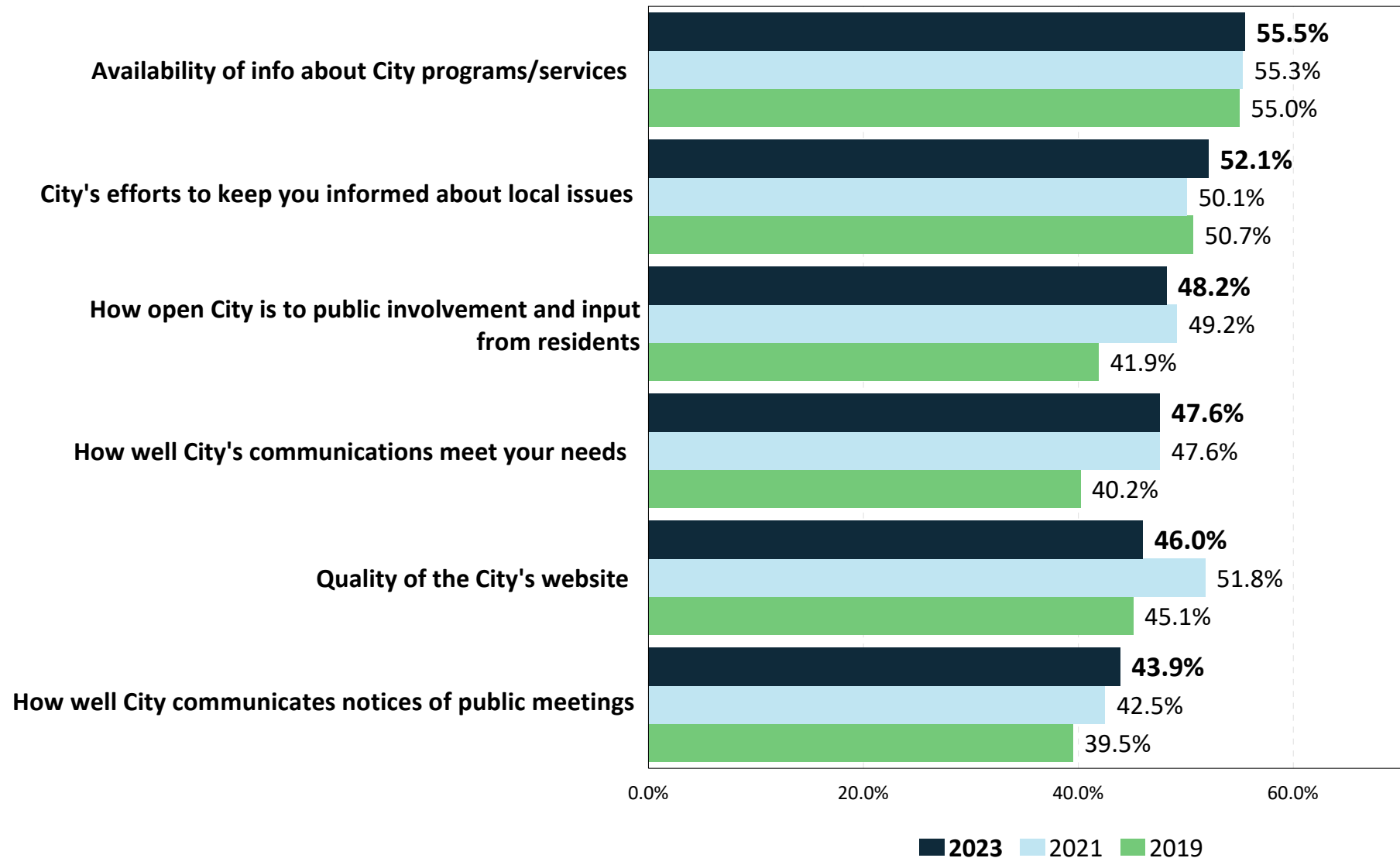




## Trends: 2019 to 2023

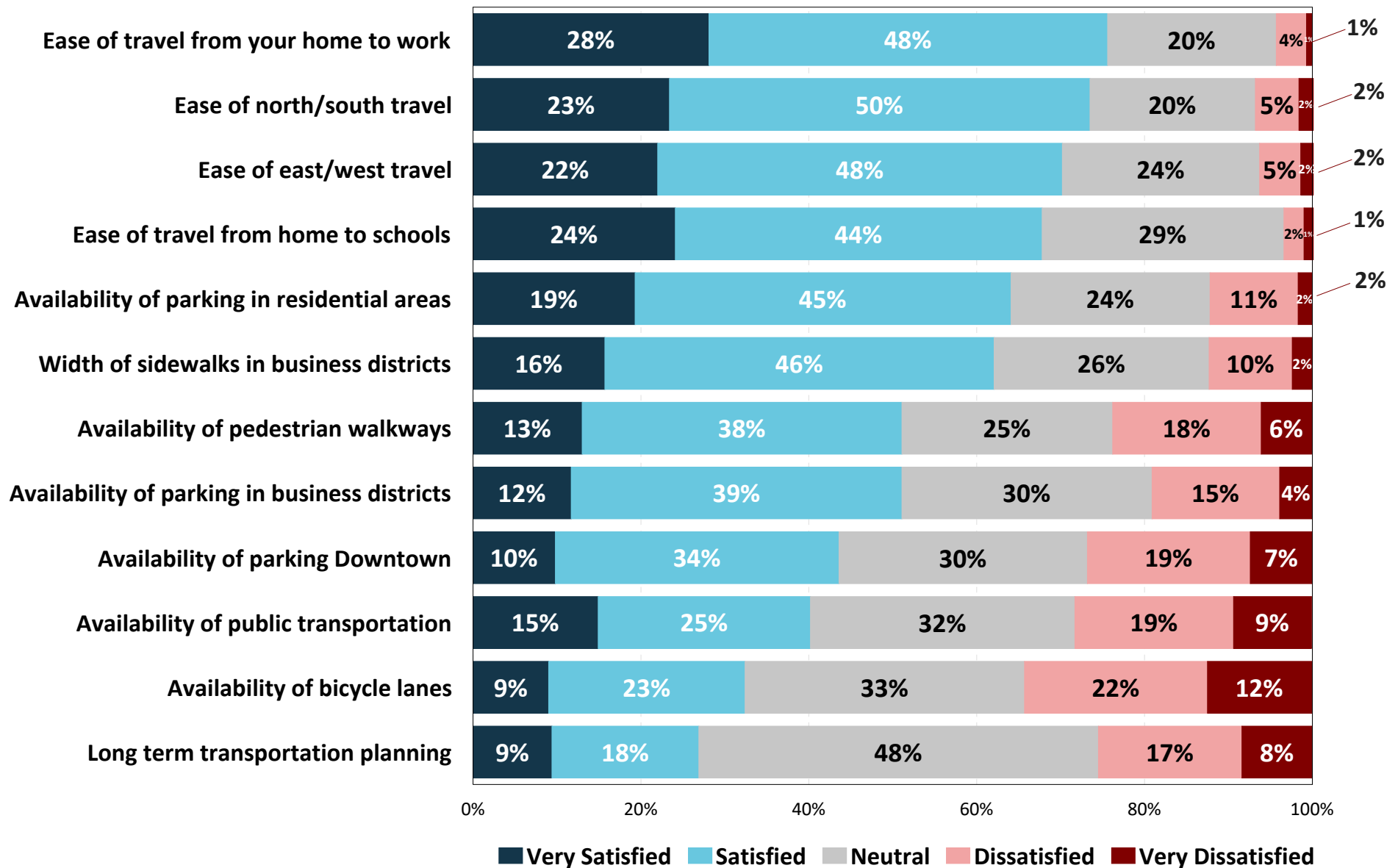
### Satisfaction with City Communication

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



# Q18. Satisfaction with Transportation Services

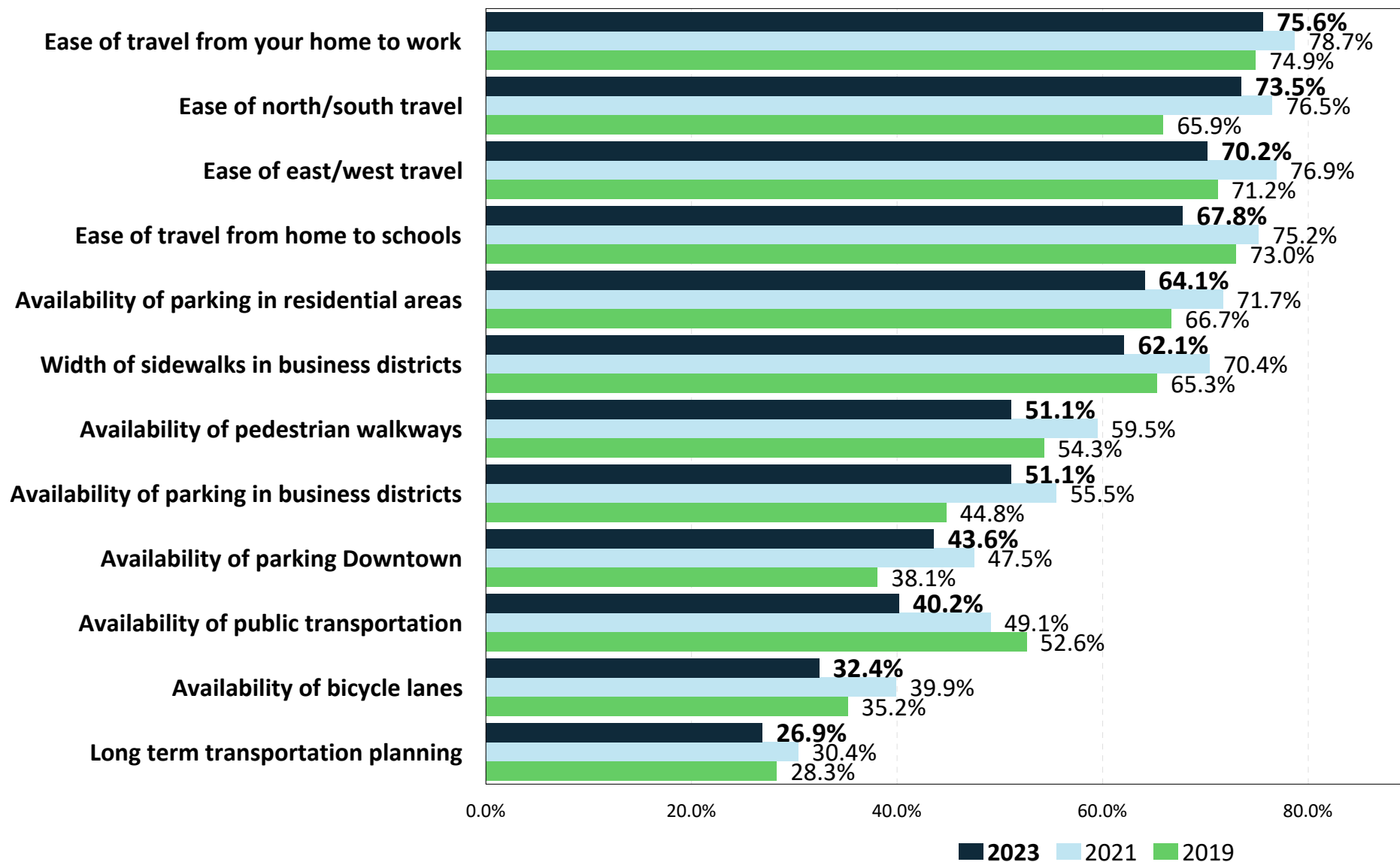
by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied*  
(excluding *don't know* responses)



## Trends: 2019 to 2023

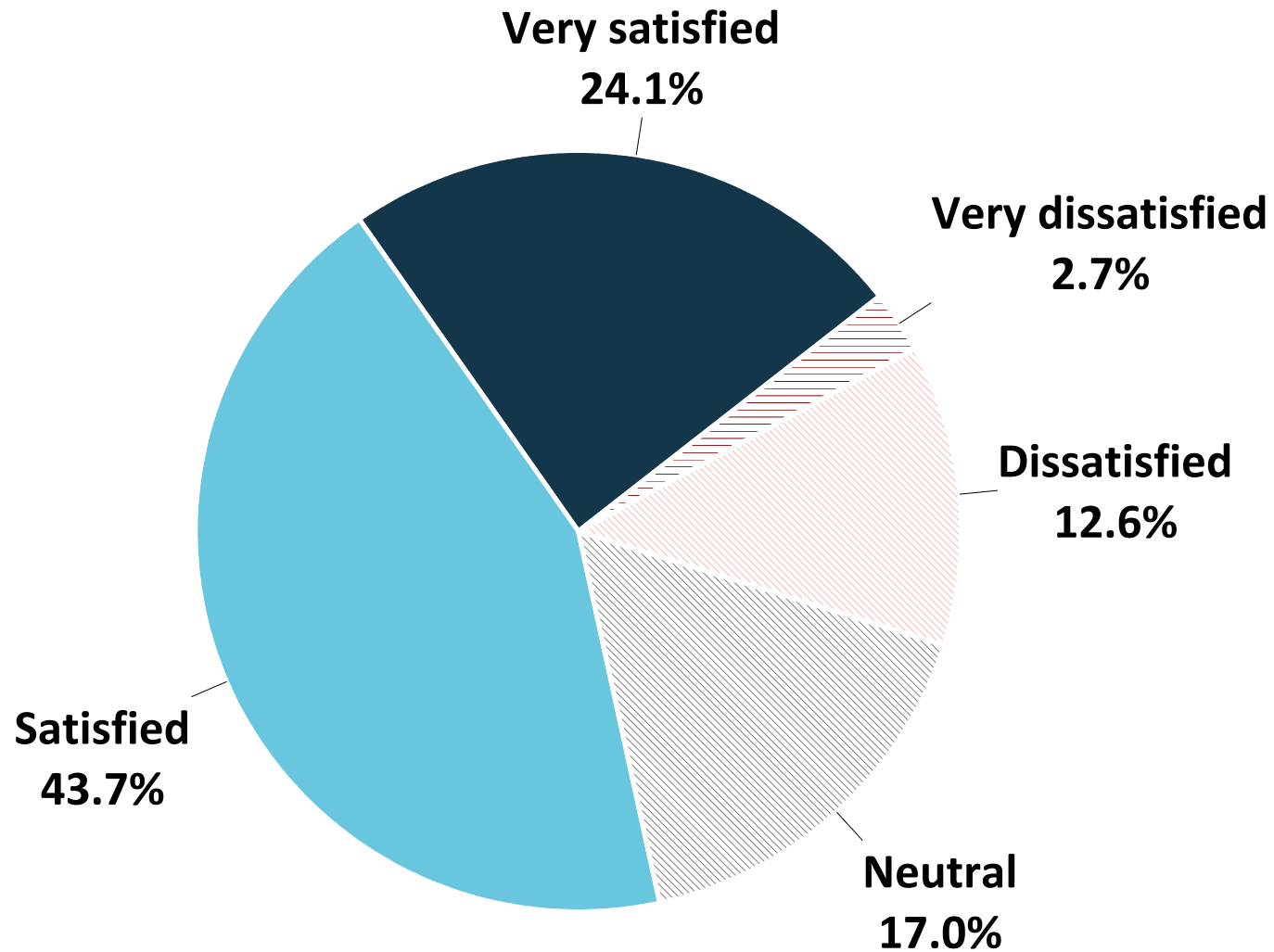
# Satisfaction with Transportation Services

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



## Q19. How satisfied are you with culture, dining, and shopping in University City?

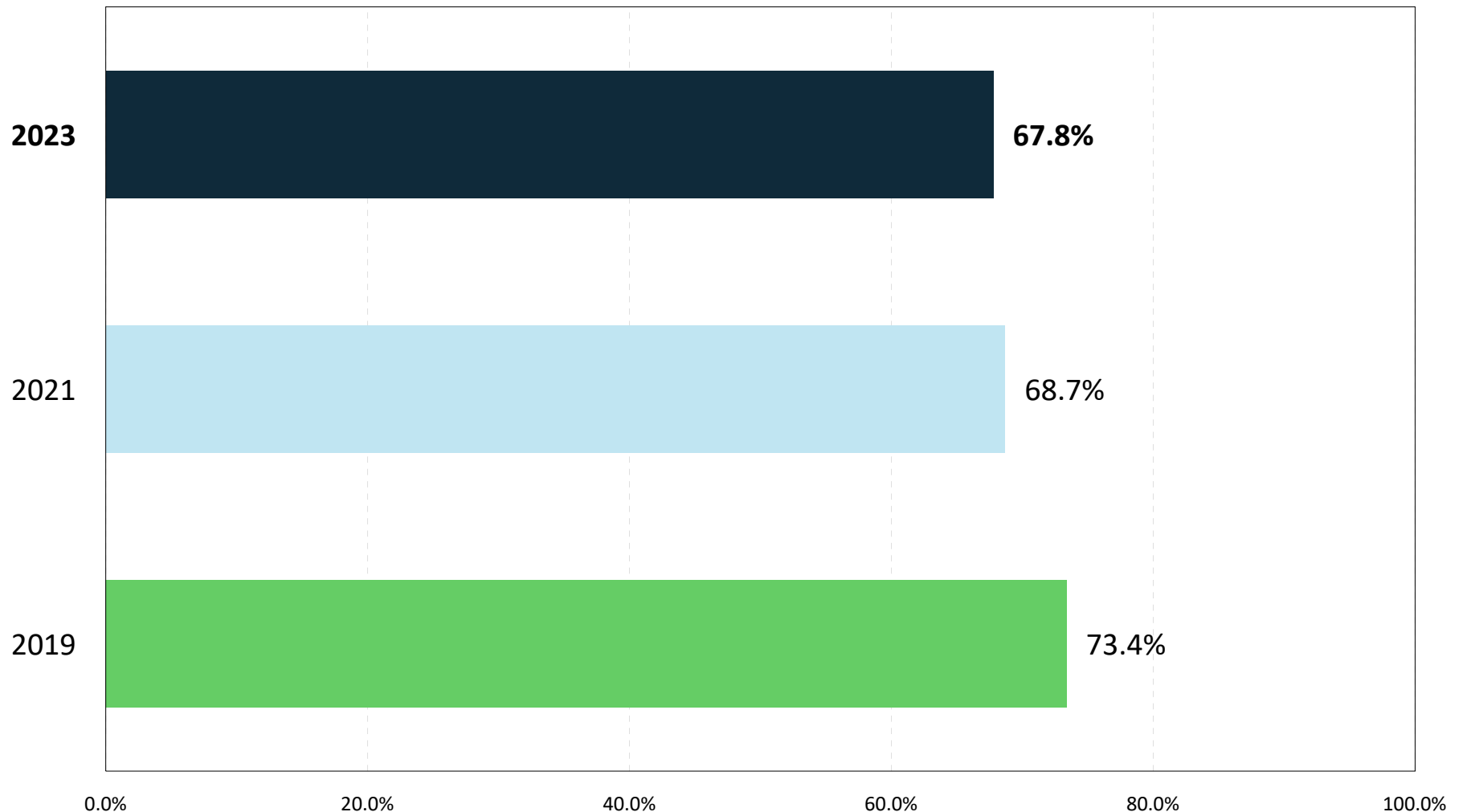
by percentage of respondents (excluding *don't know* responses)



## **Trends: 2019 to 2023**

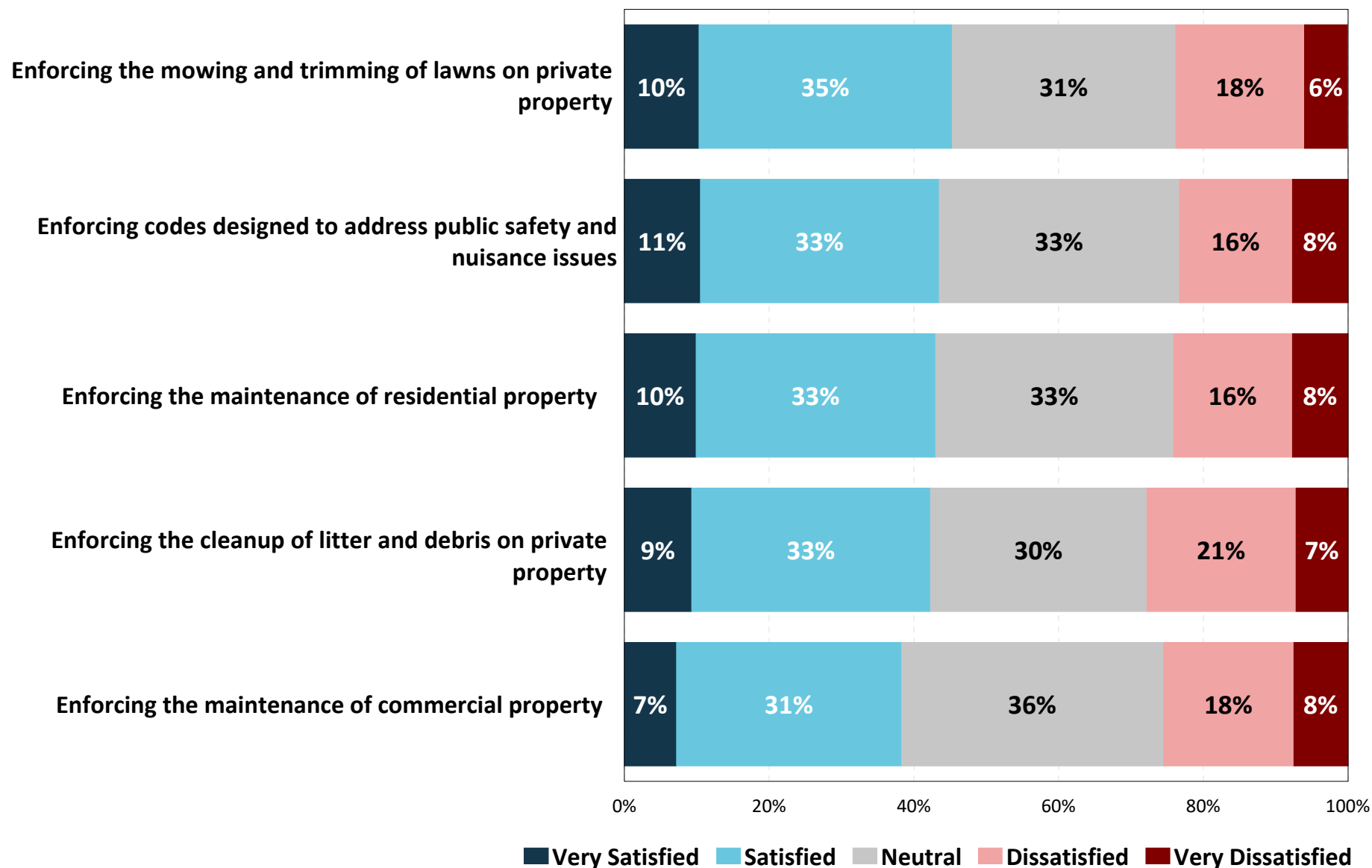
# How satisfied are you with culture, dining, and shopping in University City?

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



## Q20. Satisfaction with Code Enforcement 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)

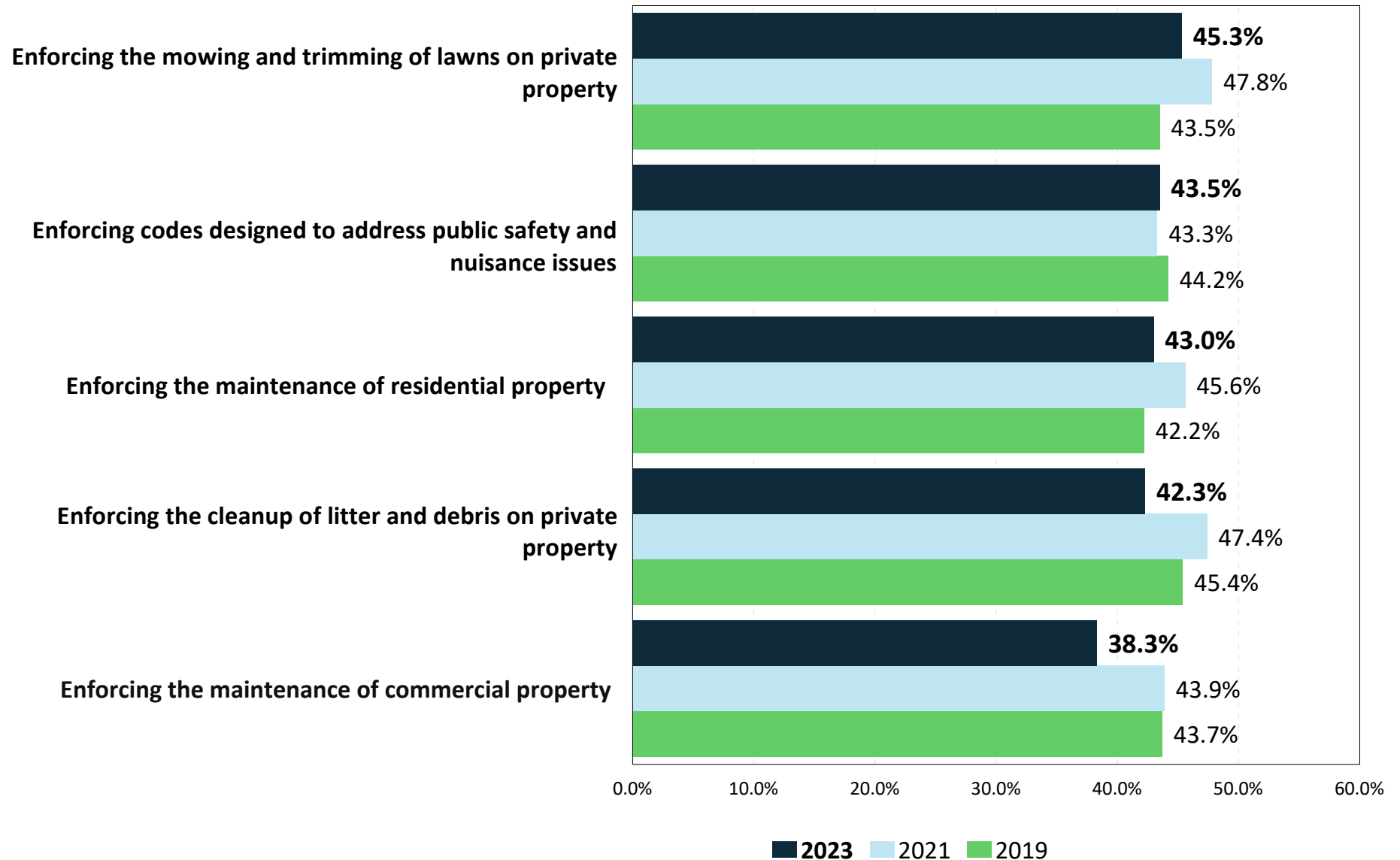




## Trends: 2019 to 2023

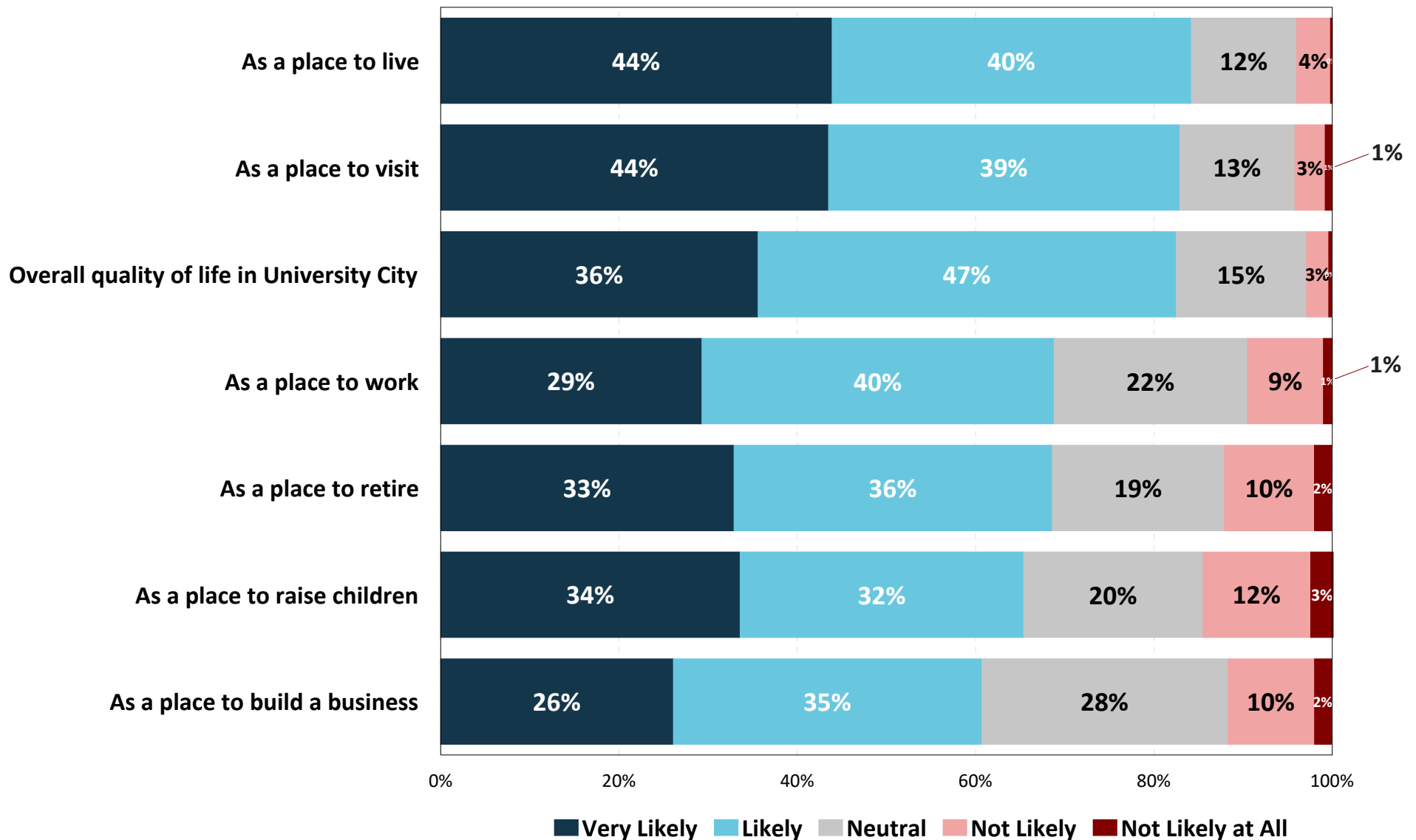
# Satisfaction with Code Enforcement Services

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



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

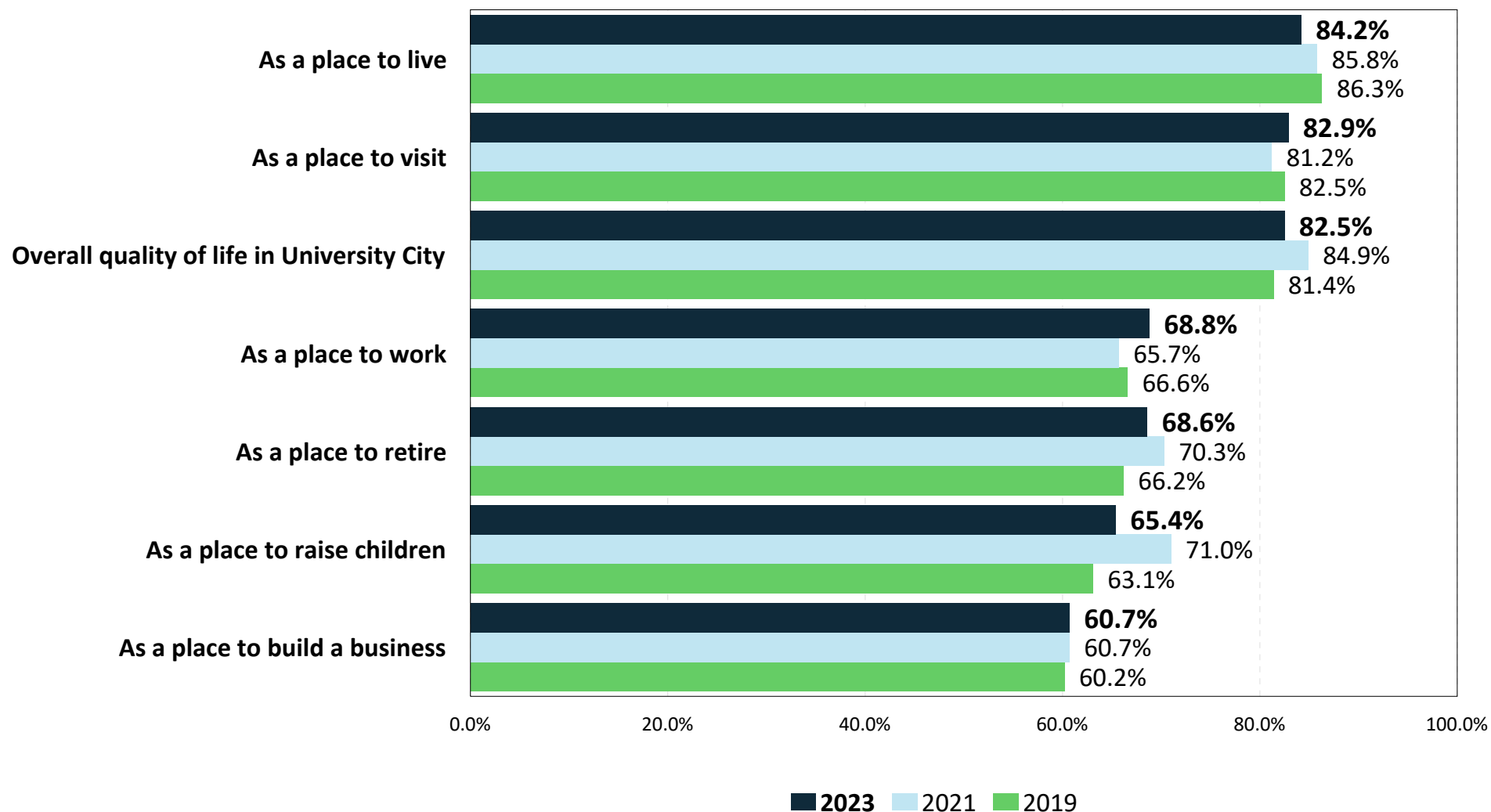
by the percentage of respondents, using a 5-point scale where 5 means *very likely* and 1 means *not likely at all* (excluding *don't know* responses)



## Trends: 2019 to 2023

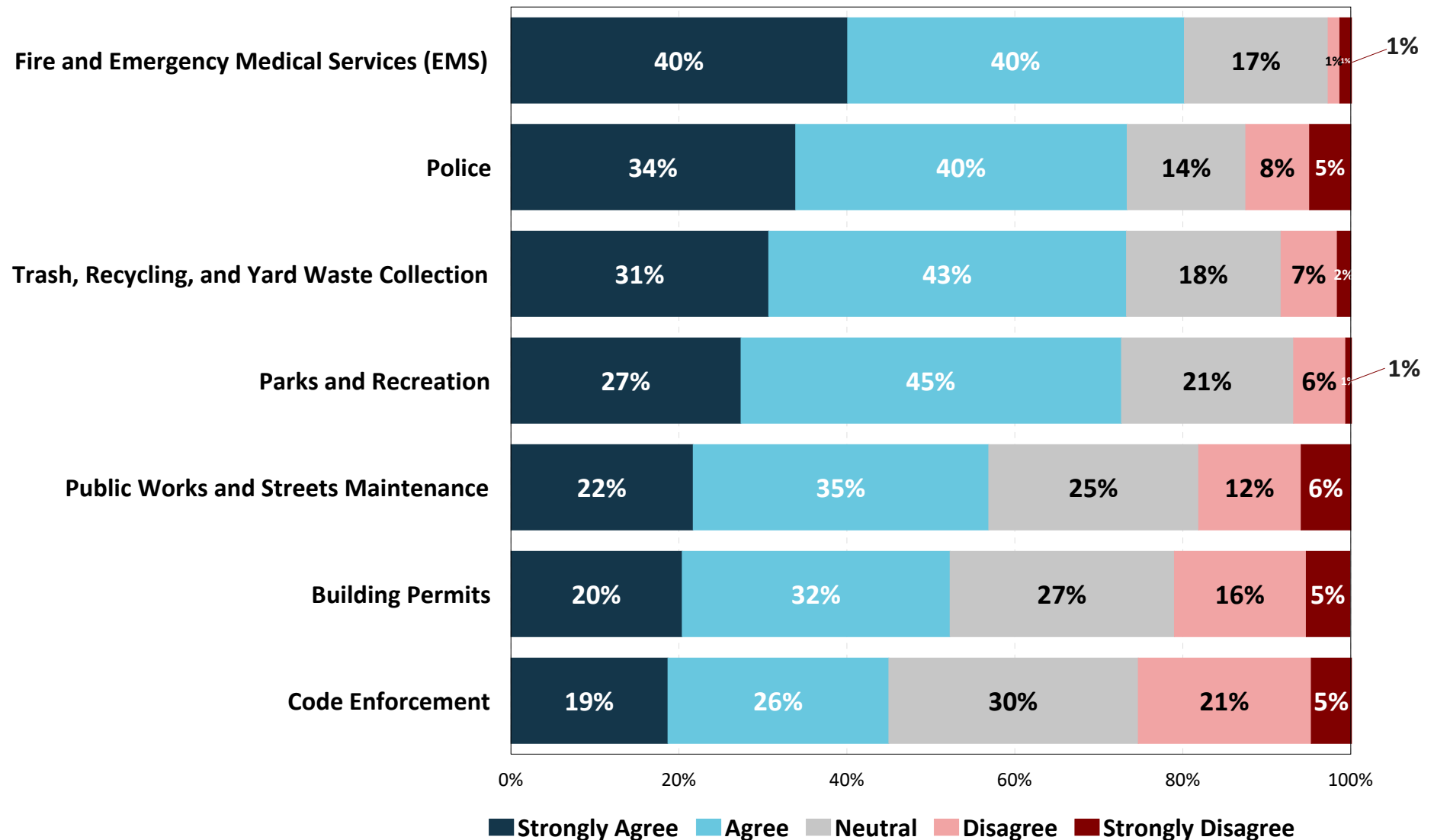
# Likelihood You Would Recommend the City to a Friend or Colleague...

by the sum percentage of respondents that were either *very likely* or *likely* to recommend  
(excluding *don't know* responses)



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

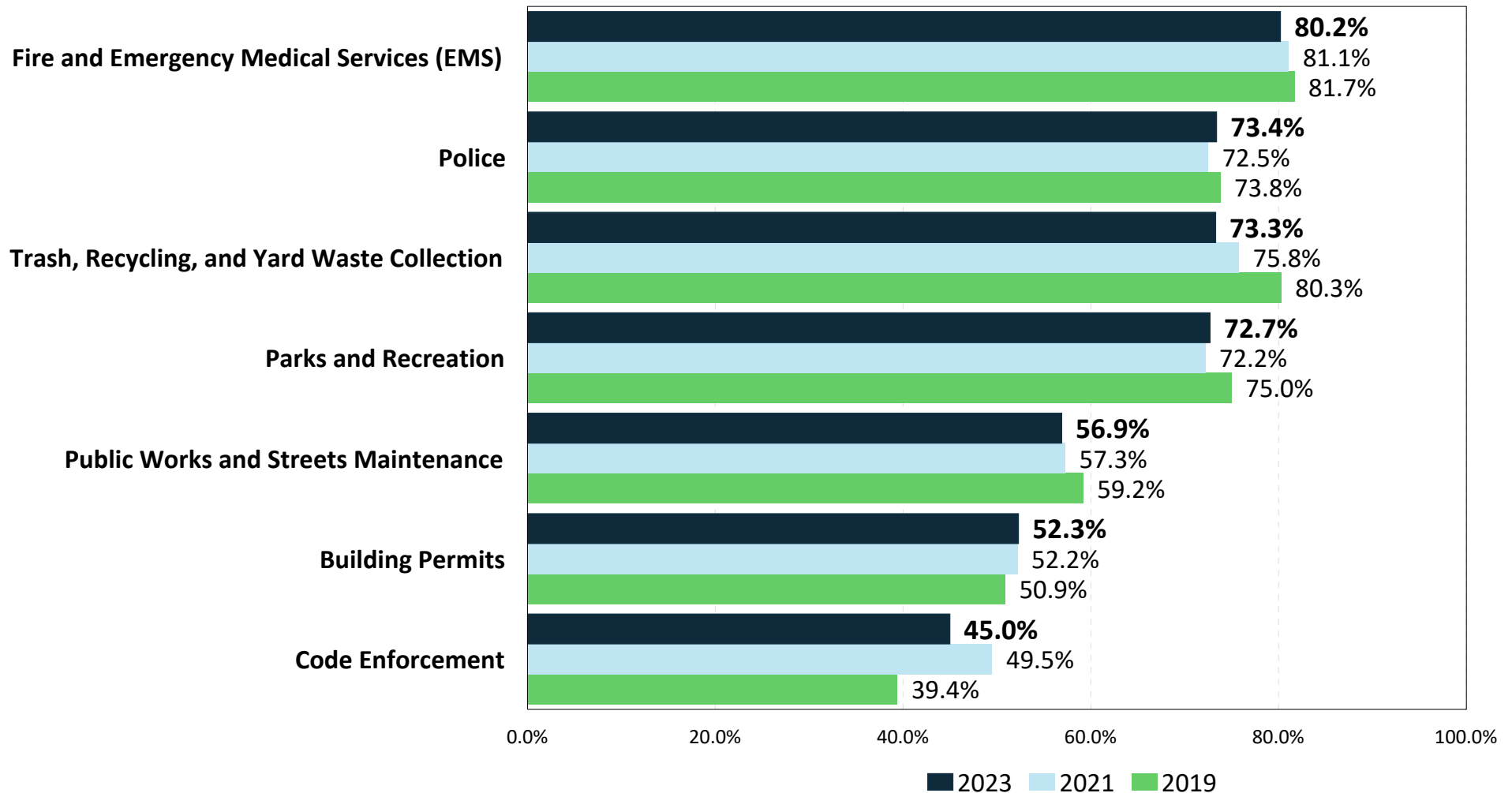
by the percentage of respondents, using a 5-point scale where 5 means *strongly agree* and 1 means *strongly disagree*  
(excluding *don't know* responses)



## Trends: 2019 to 2023

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

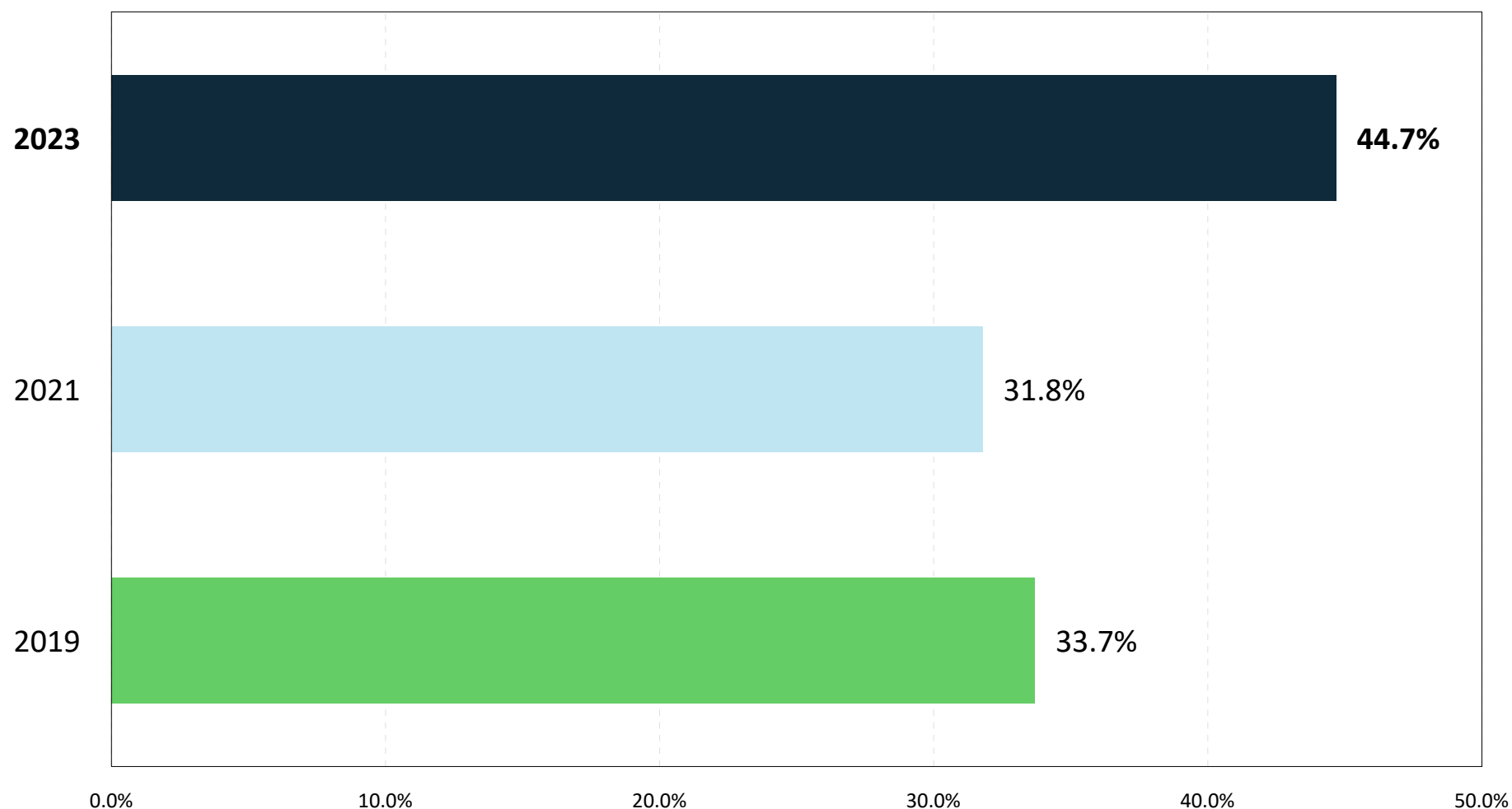
by the sum percentage of respondents that were either *strongly agree* or *agree* to recommend  
(excluding *don't know* responses)



## **Trends: 2019 to 2023**

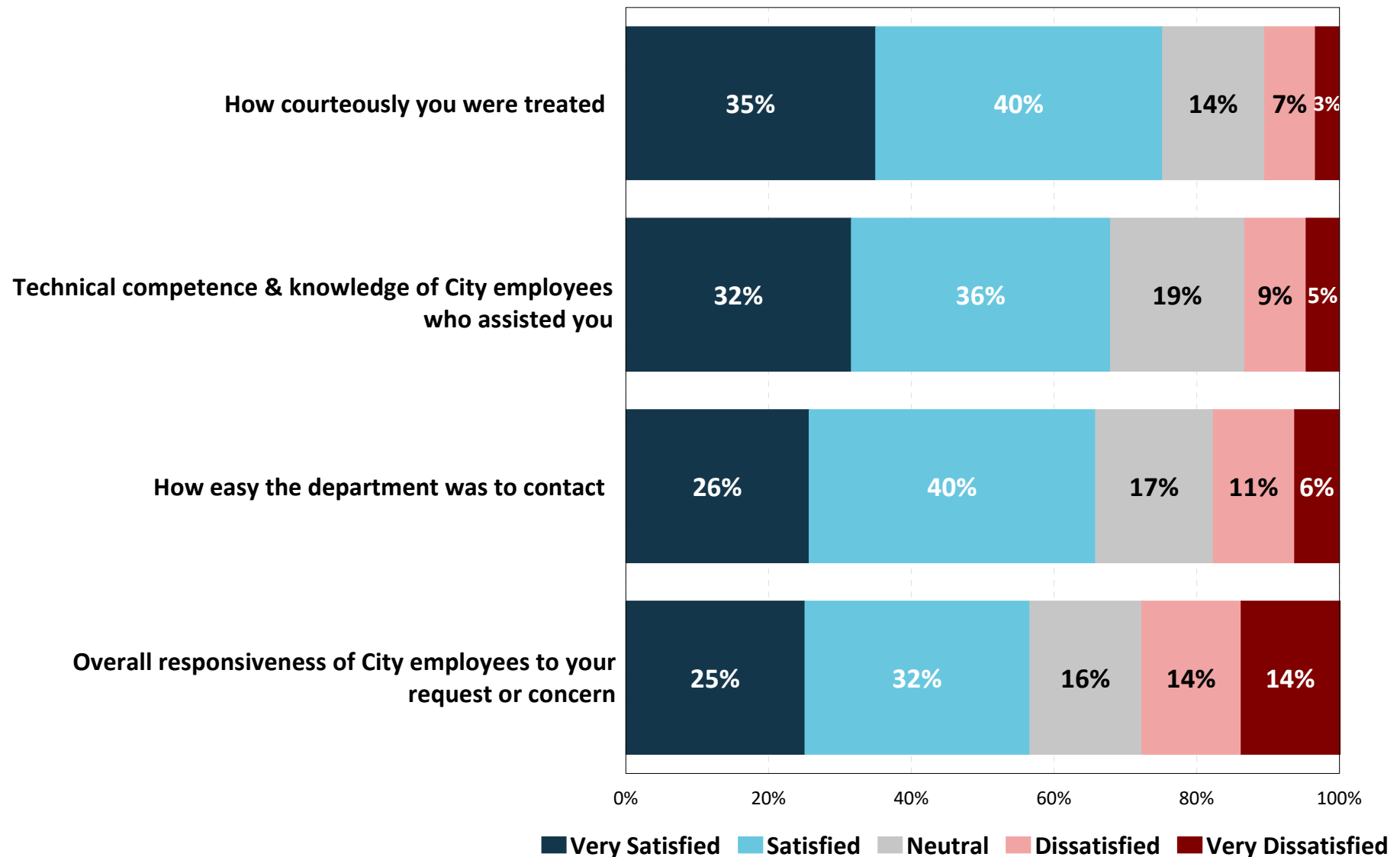
### **Q23. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?**

by the percentage of respondents who answered "Yes" (excluding *don't know* responses)



## Q23b. Satisfaction with Customer Service Received From City Employees

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)

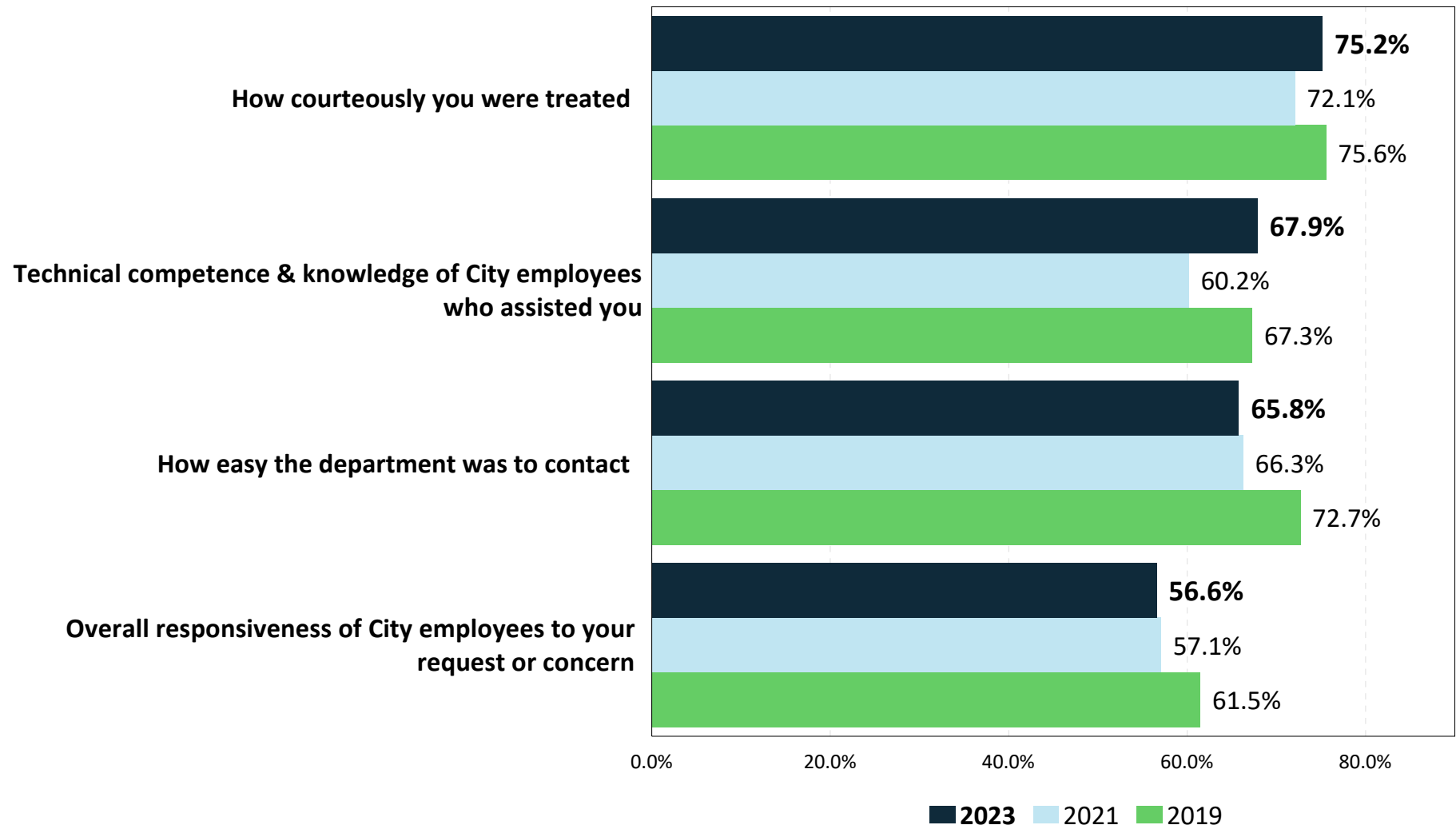




## Trends: 2019 to 2023

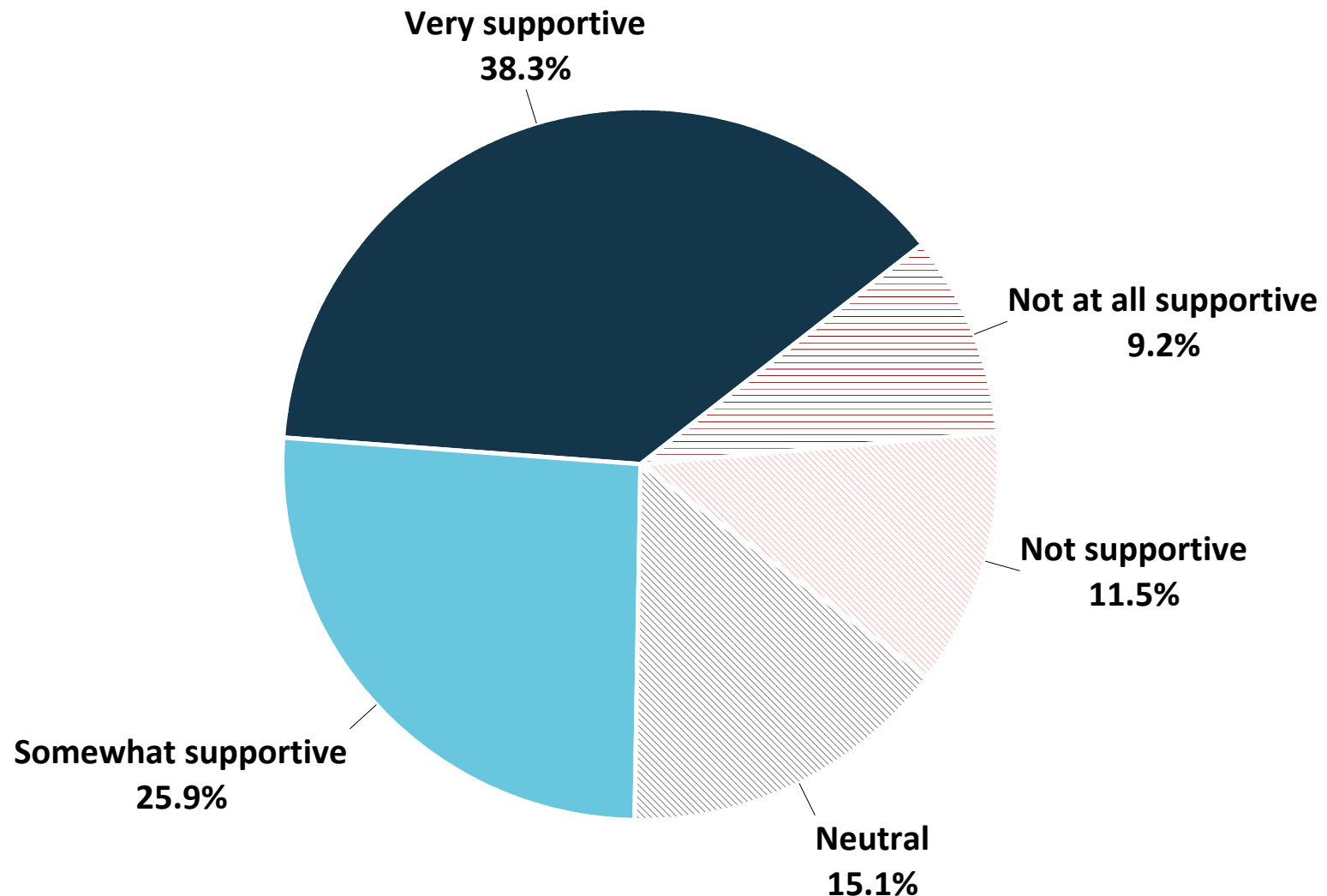
# Satisfaction with Customer Service Received From City Employees

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



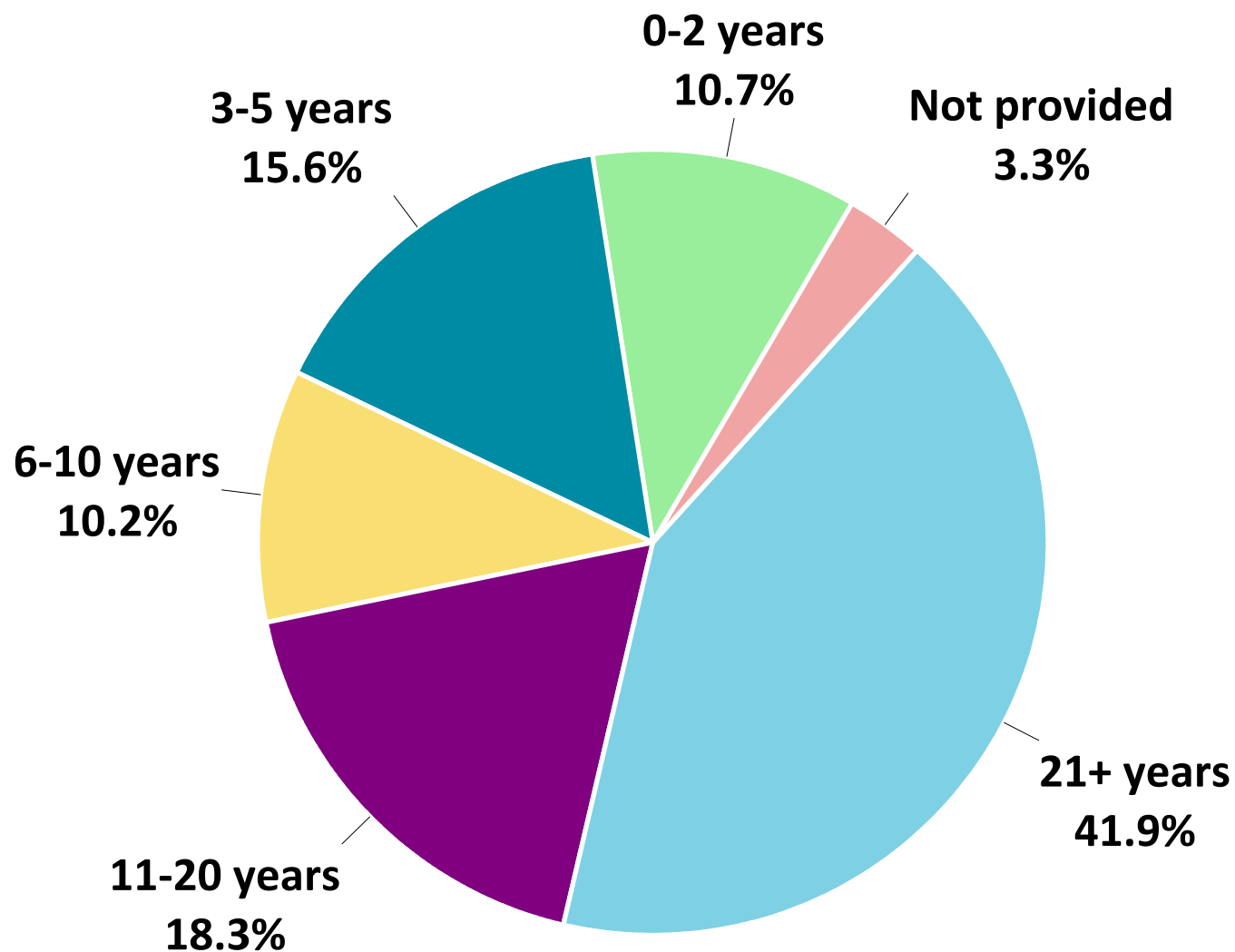
## Q24. How supportive would you be of a 1/4-cent increase to the current 0.25% sales tax used for Fire Services for paramedic healthcare services that will help the City expand paramedic services?

by percentage of respondents (excluding *don't know* responses)



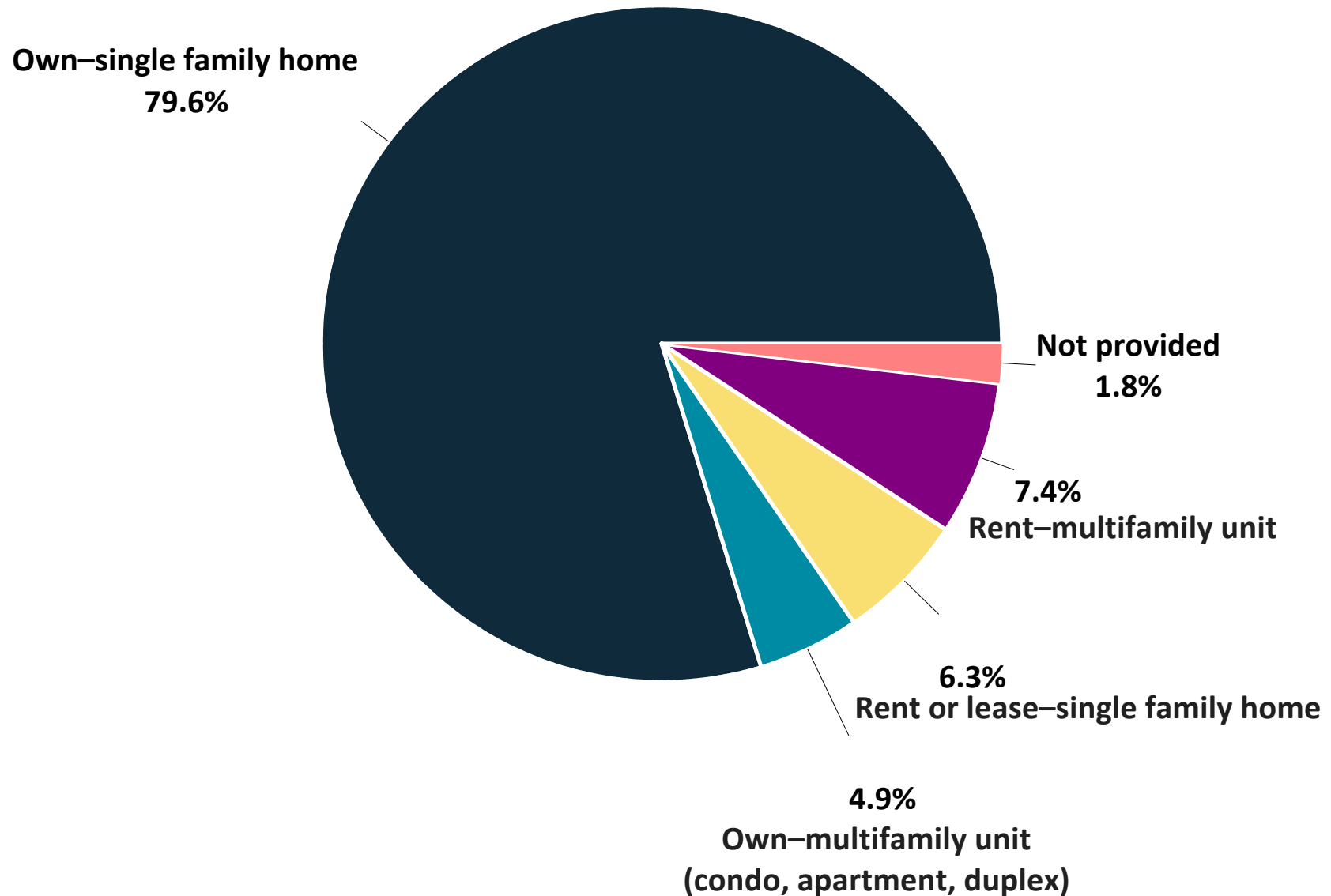
## Q25. How long have you been a resident of University City?

by percentage of respondents



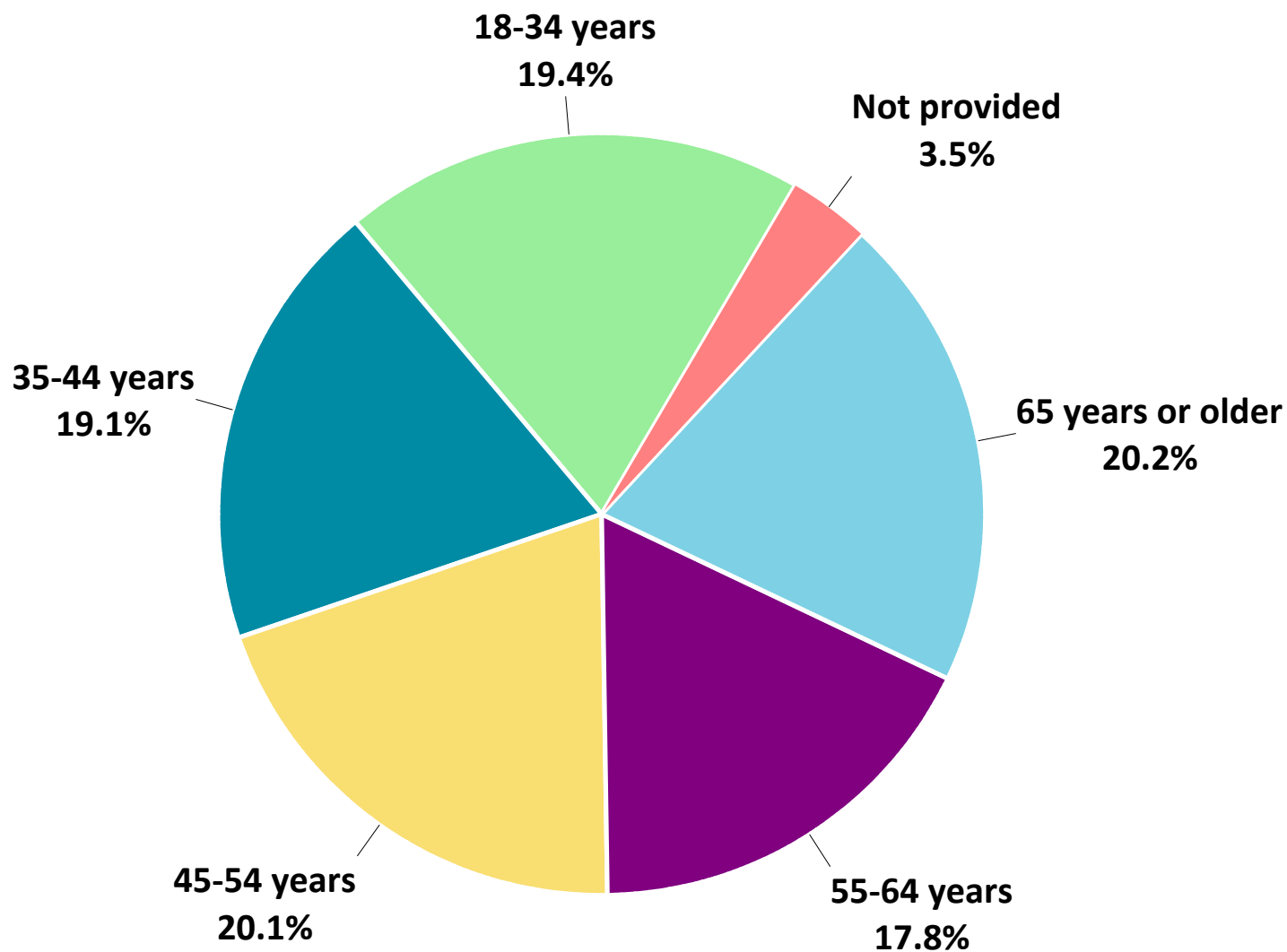
## Q27. Which of the following best describes your household?

by percentage of respondents



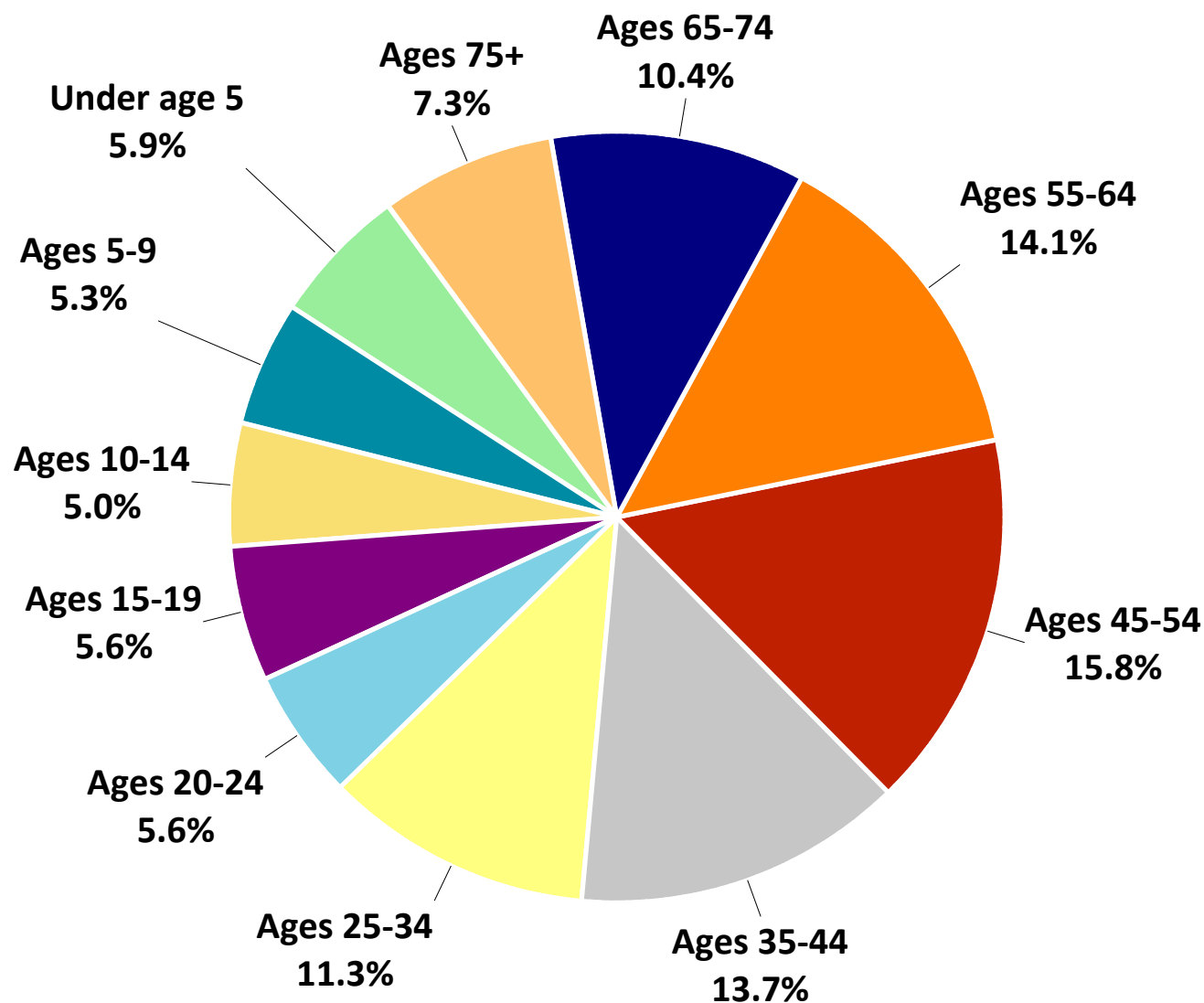
## Q28. What is your age?

by percentage of respondents



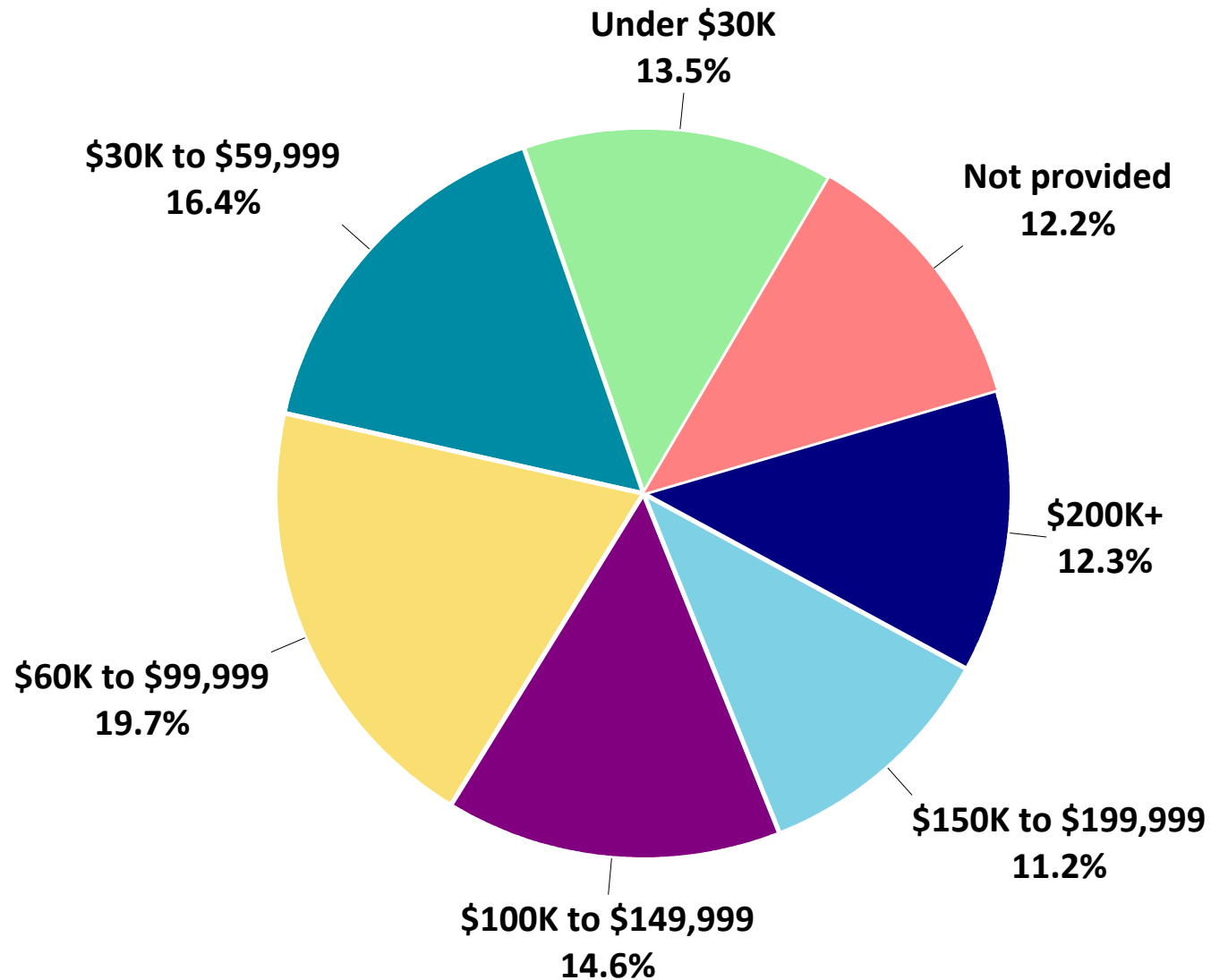
## Q29. Including yourself, how many people in your household are...

by percentage of persons in household



## Q30. Would you say your total annual household income is?

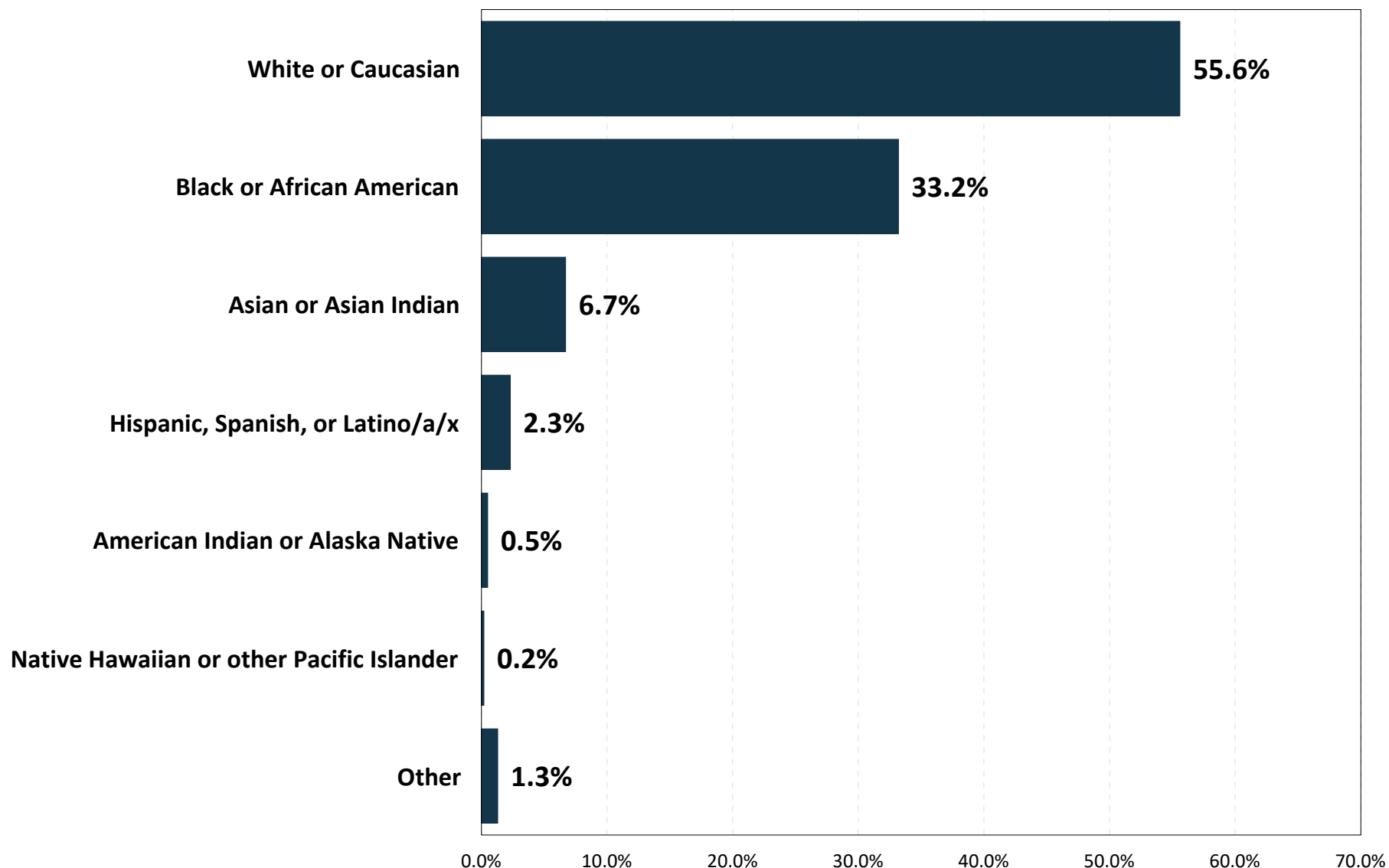
by percentage of respondents





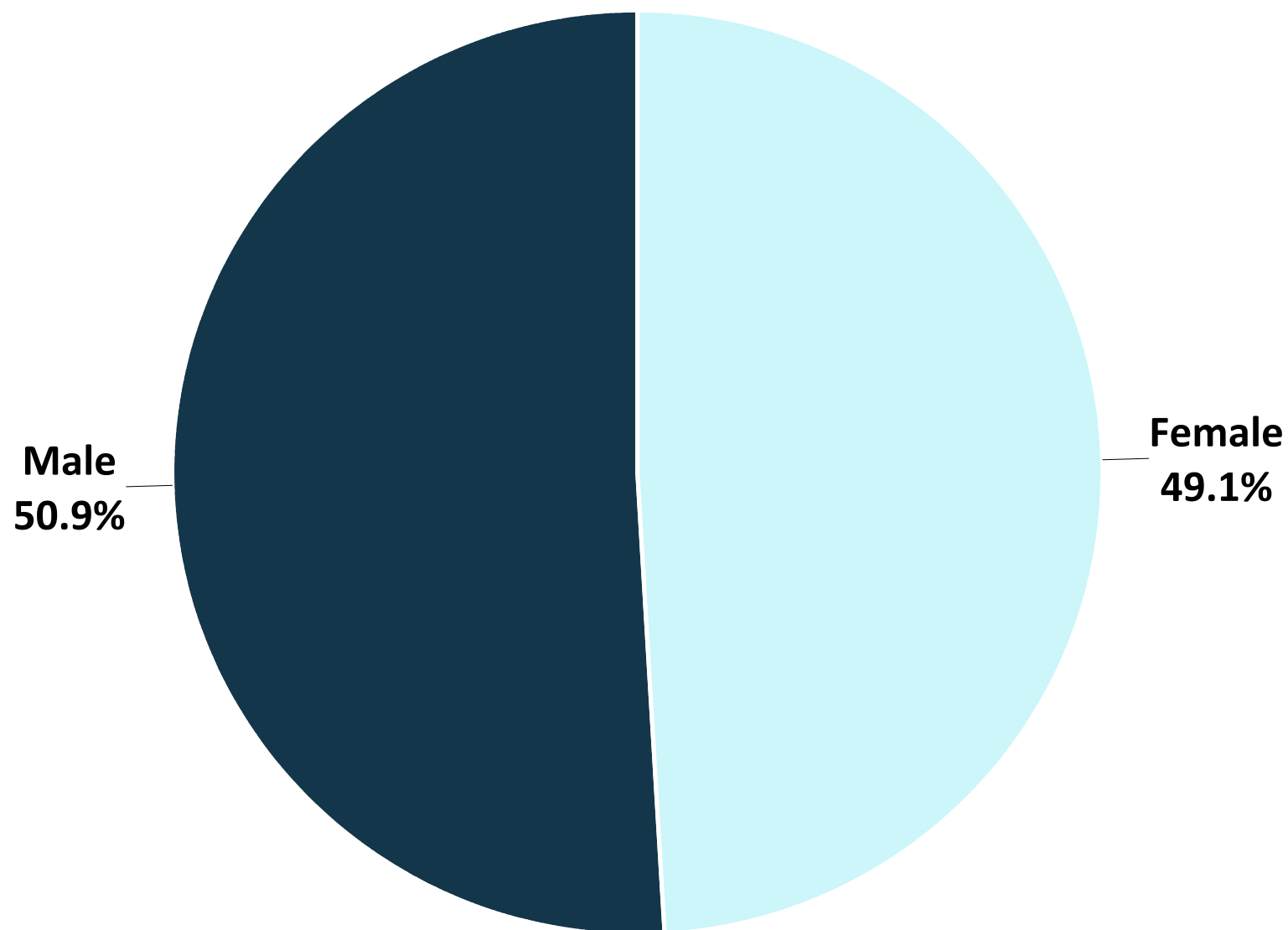
# Q31. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be selected)



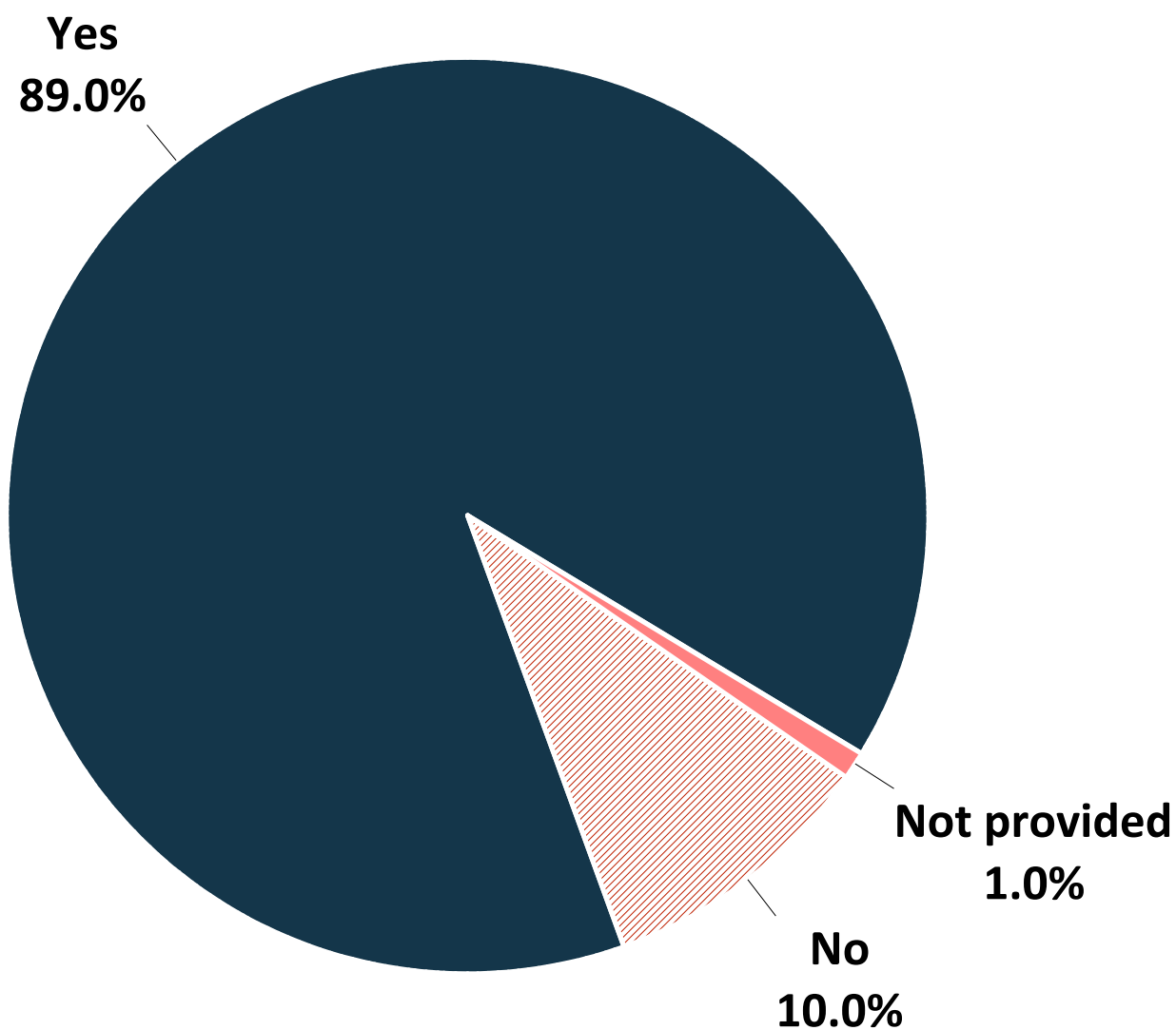
## Q32. Your gender:

by percentage of respondents (excluding *not provided* responses)



## Q33. Are you registered to vote in the City of University City?

by percentage of respondents





# Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically-valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

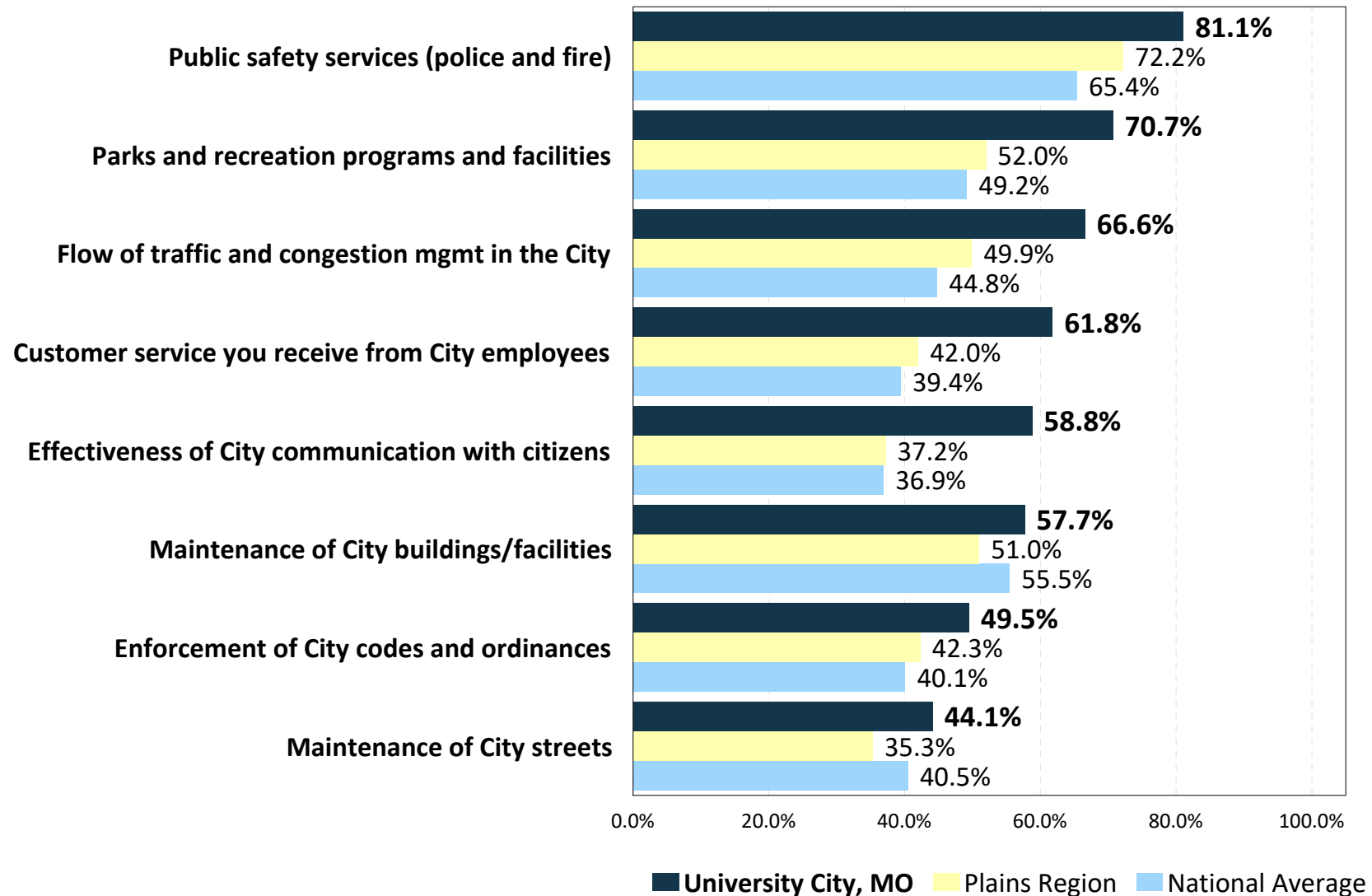
This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, Wisconsin.

The charts on the following pages show how the results for University City compare to the national average and the Plains regional average. The dark blue bar shows the results for University City. The yellow bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The light blue bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

## Benchmarks: University City vs. Plains Region vs. National Average

### Satisfaction with Major City Services

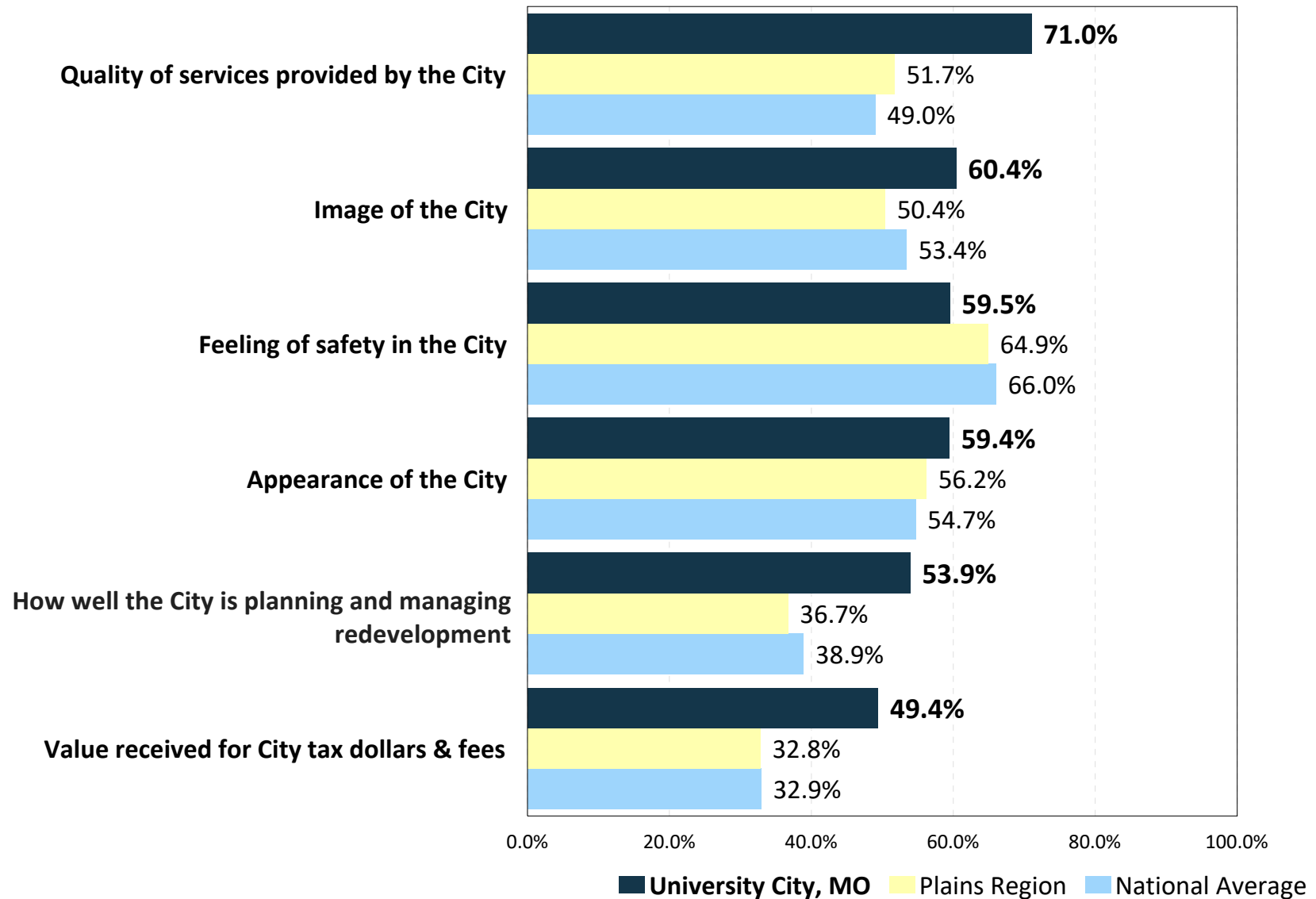
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



## Benchmarks: University City vs. Plains Region vs. National Average

### Community Perception Ratings

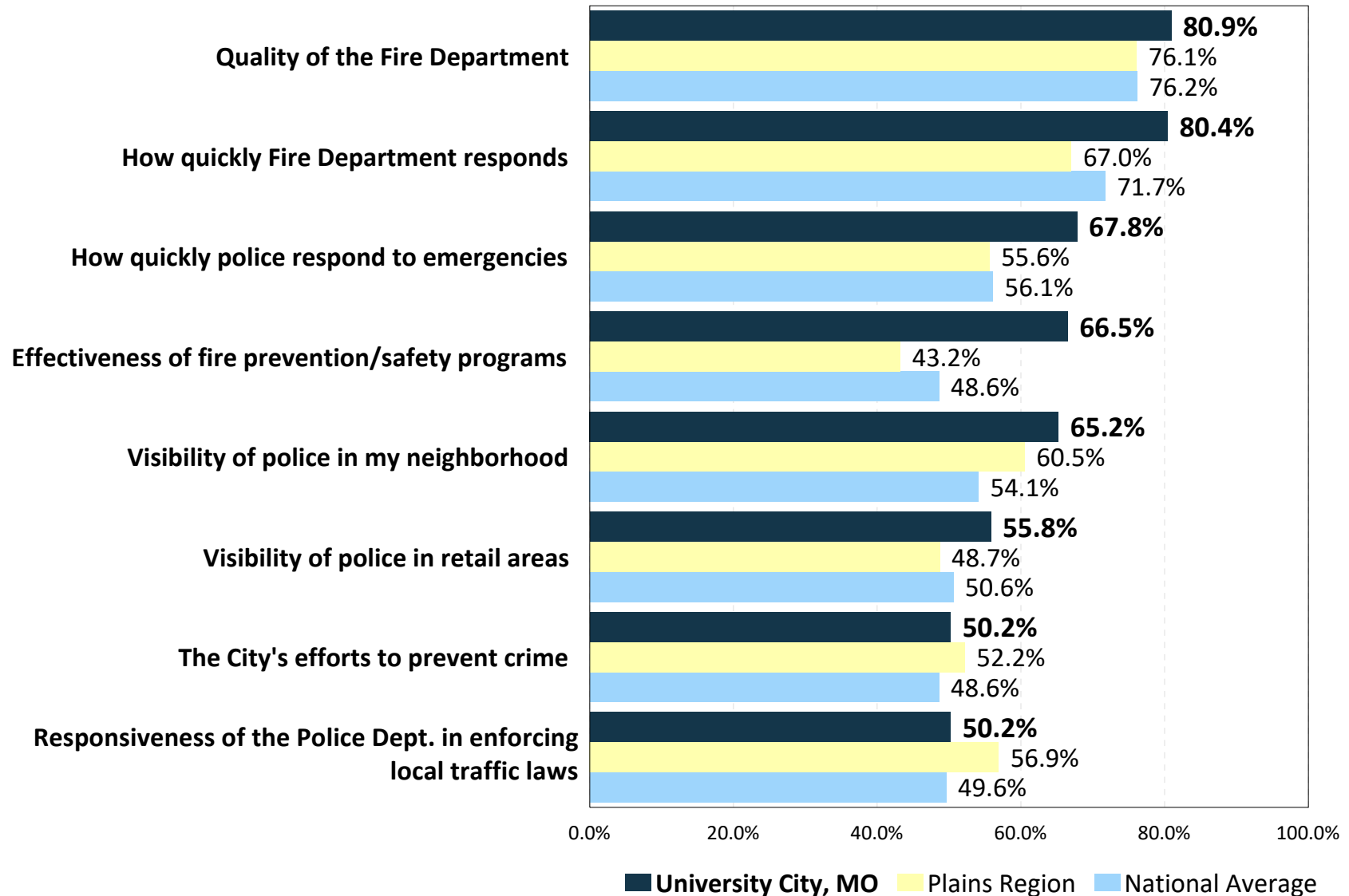
by the sum percentage of respondents that gave a rating of either *excellent* or *good*  
(excluding *N/A* responses)



## Benchmarks: University City vs. Plains Region vs. National Average

### Satisfaction with Public Safety Services

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

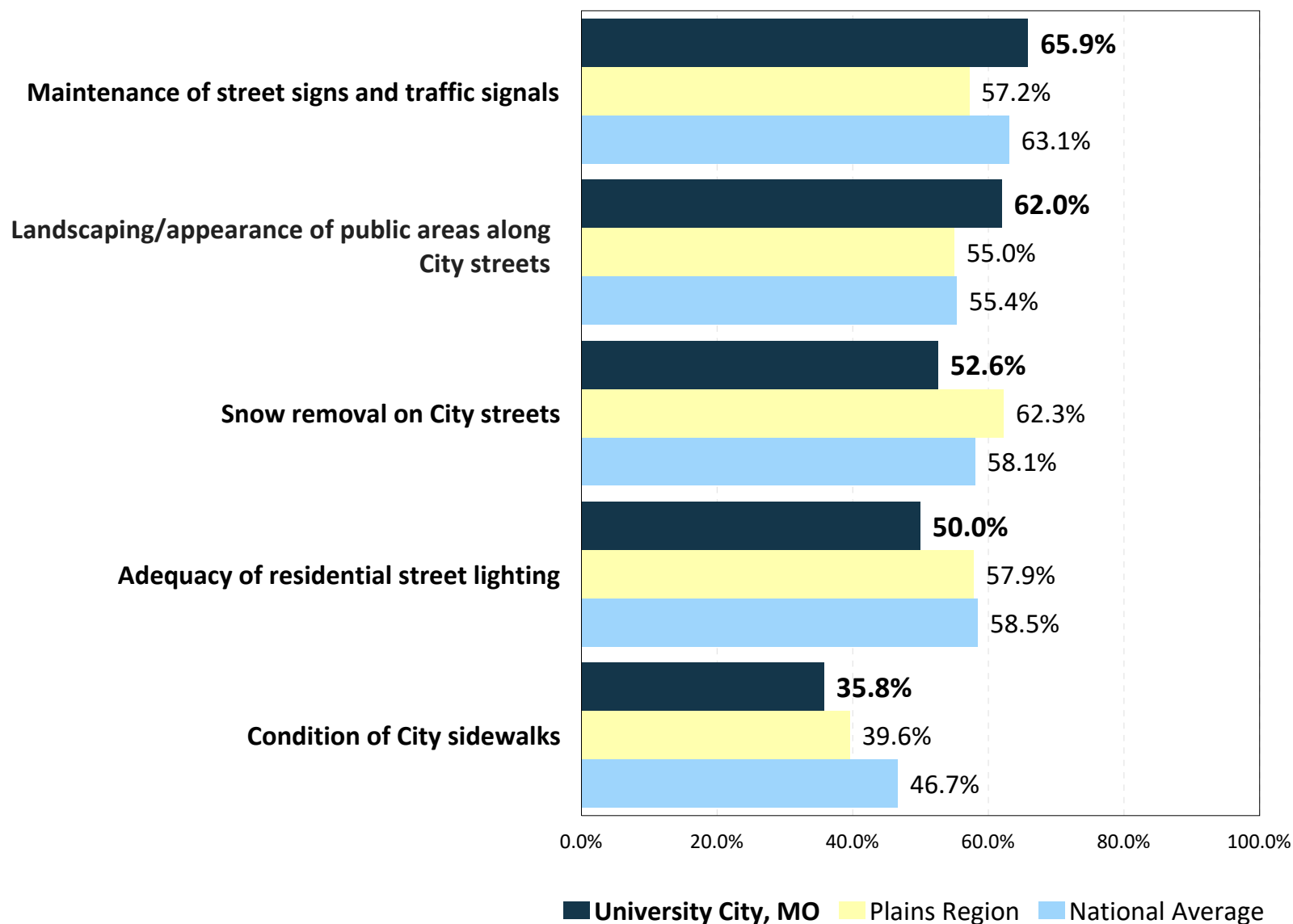




## Benchmarks: University City vs. Plains Region vs. National Average

# Satisfaction with City Maintenance/Public Works

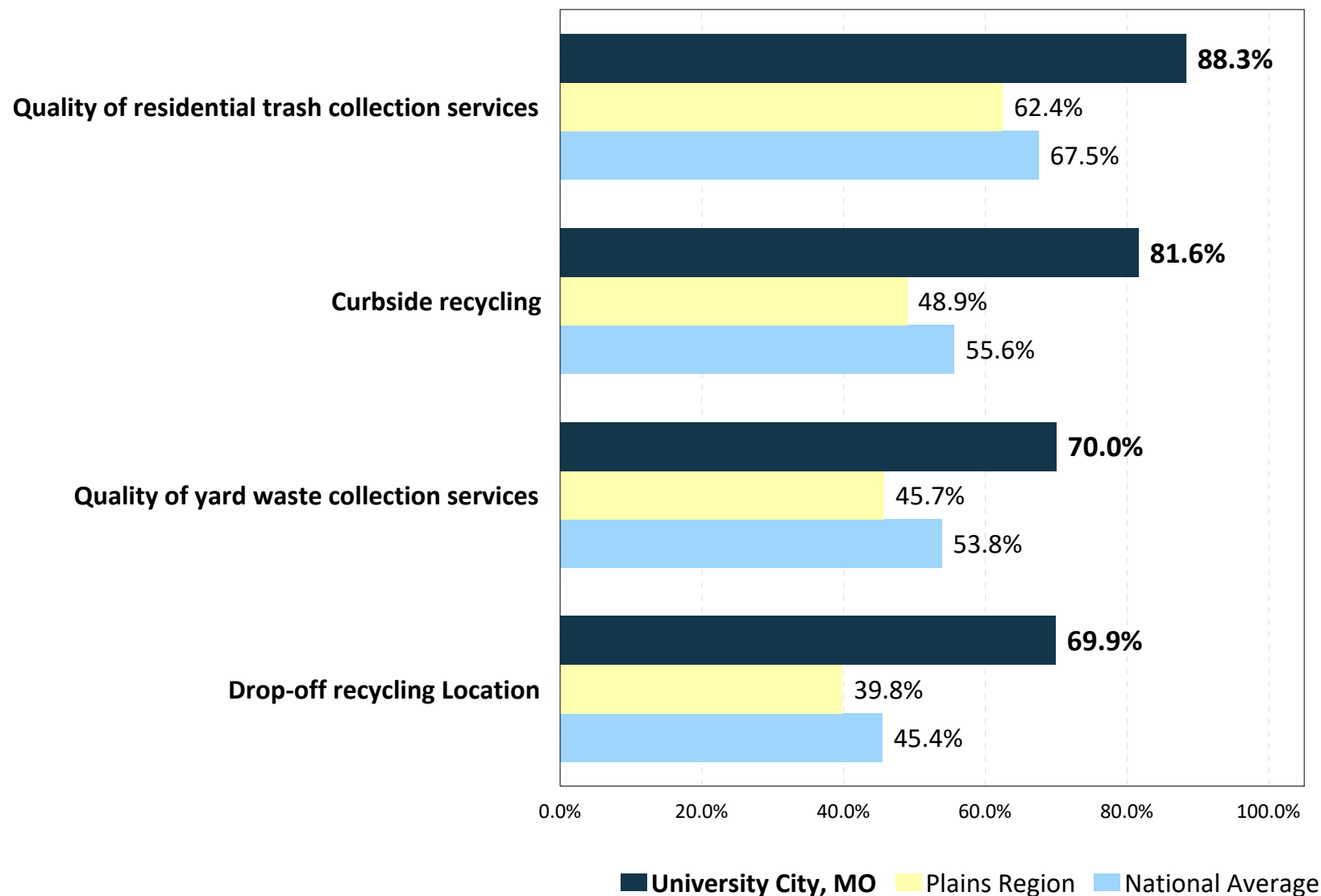
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



**Benchmarks: University City vs. Plains Region vs. National Average**

## Satisfaction with Waste Collection Services

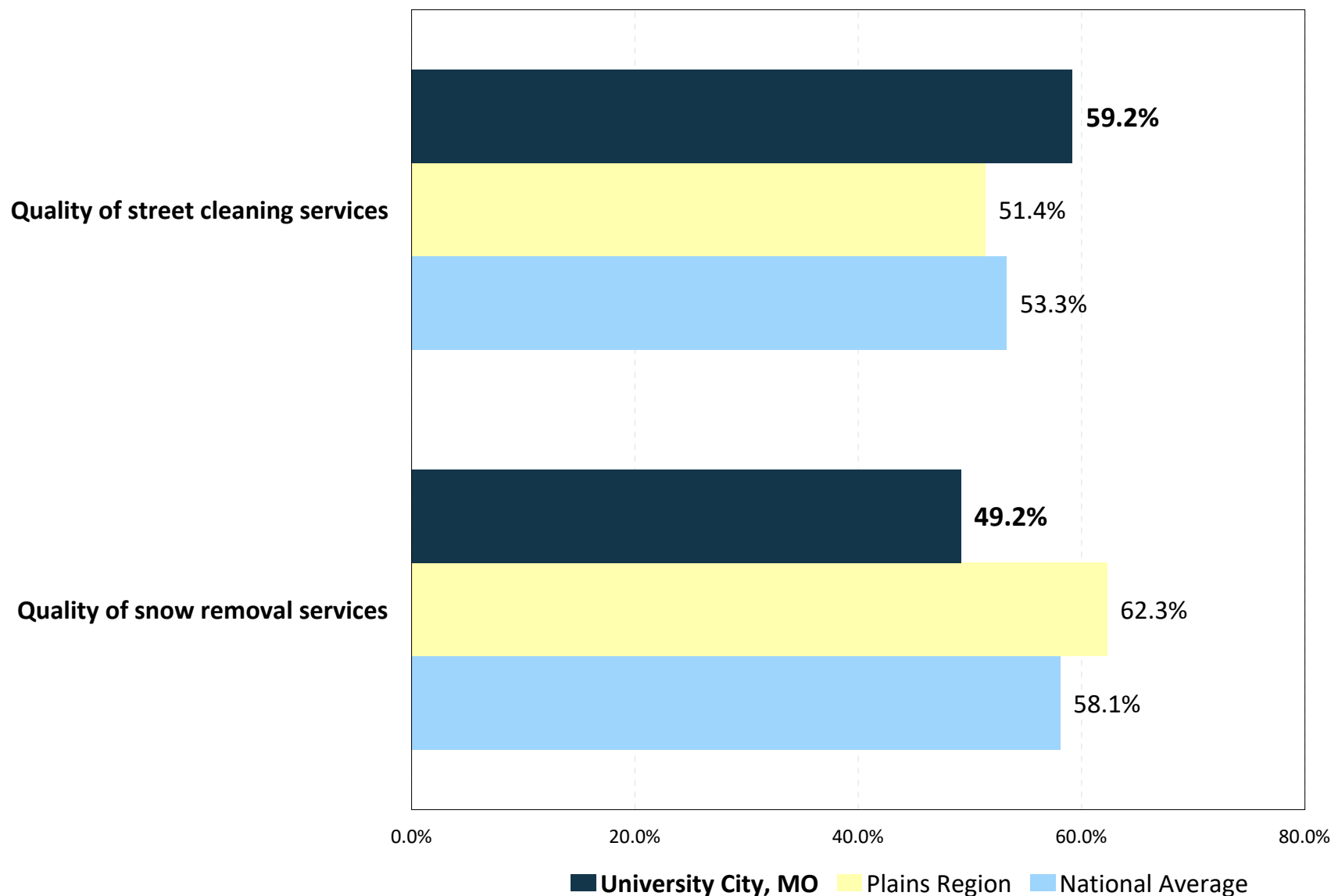
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



**Benchmarks: University City vs. Plains Region vs. National Average**

## Satisfaction with Maintenance of City Streets

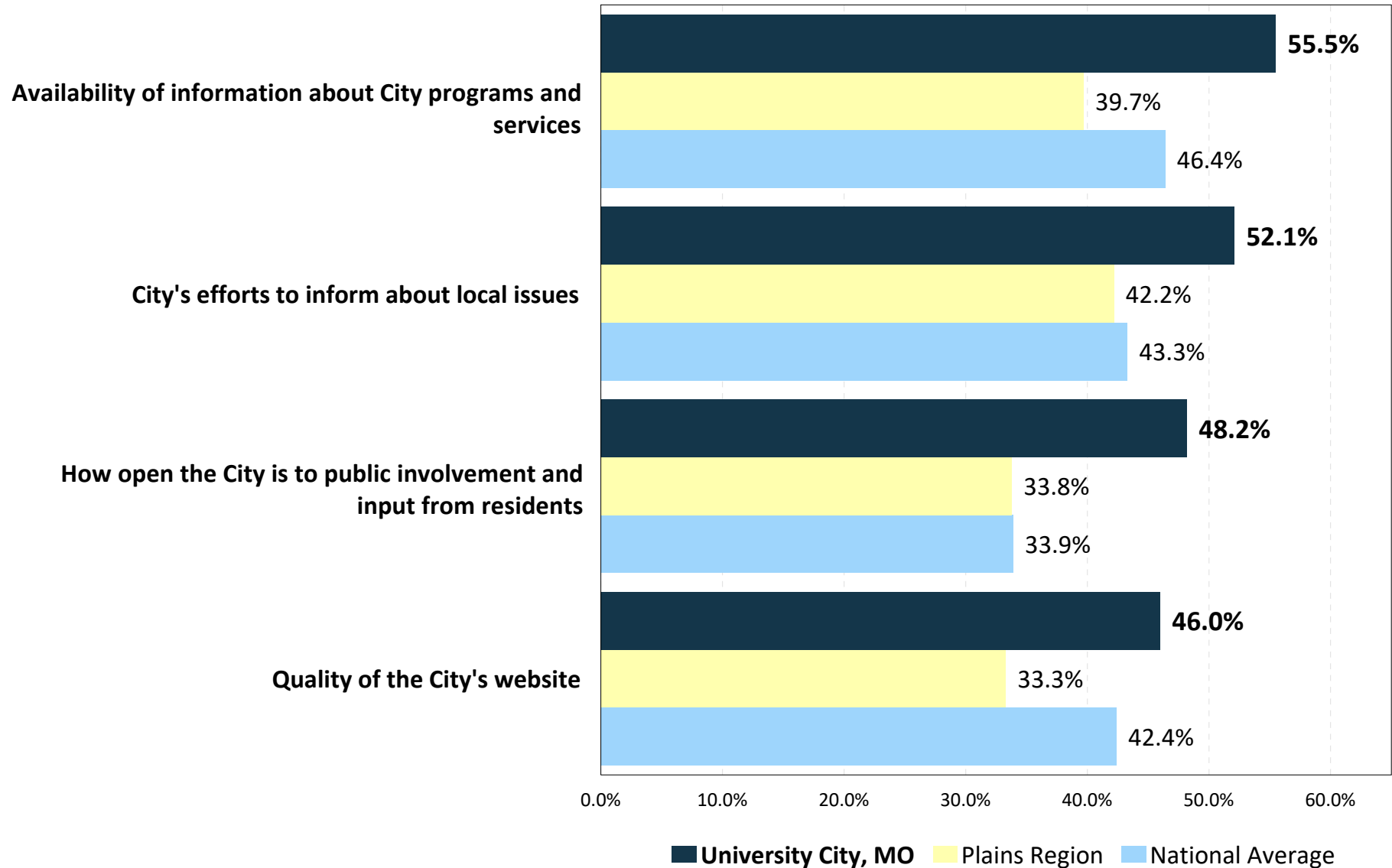
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



## Benchmarks: University City vs. Plains Region vs. National Average

### Satisfaction with City Communication

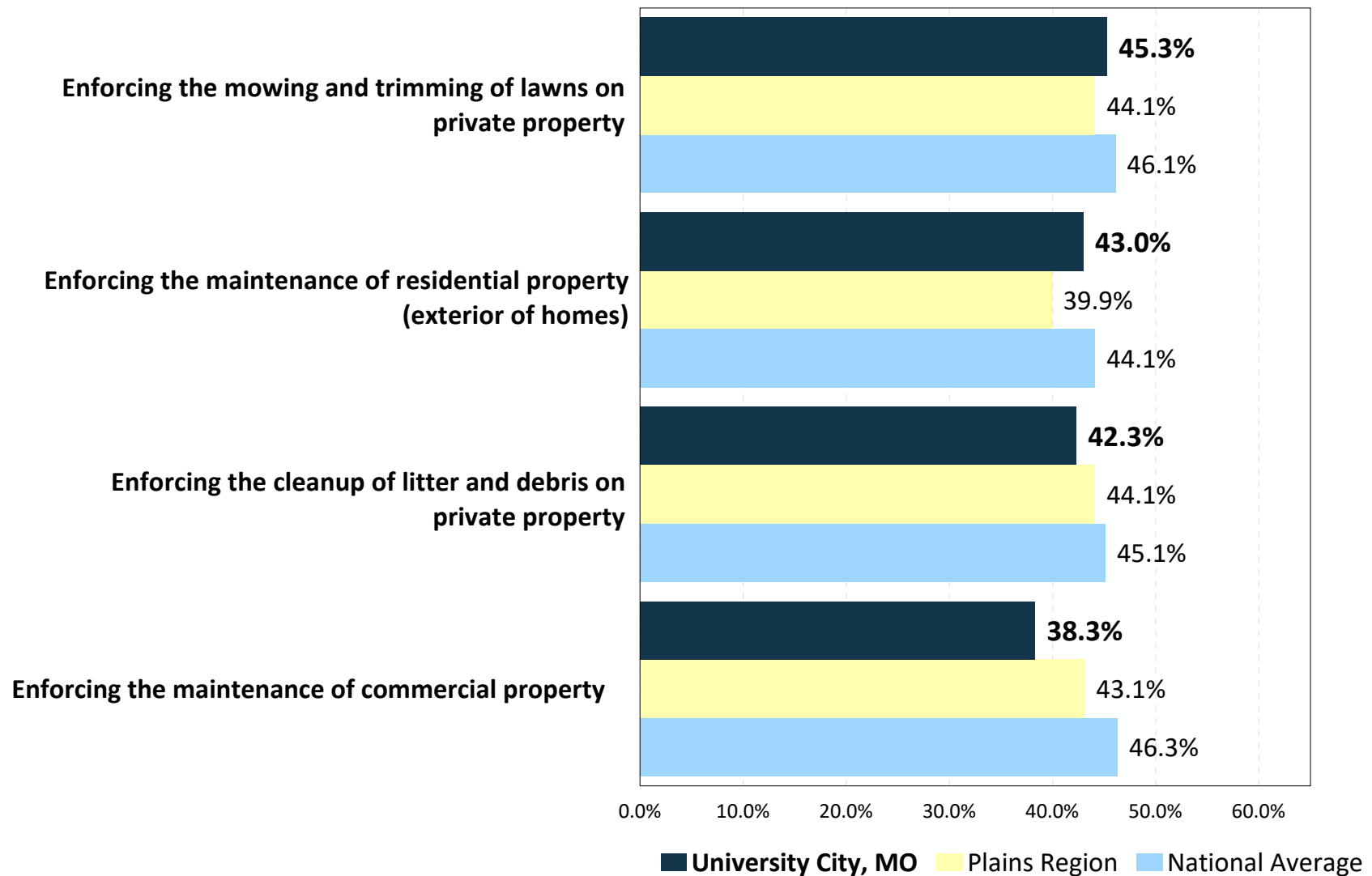
by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service  
(excluding *don't know* responses)



## Benchmarks: University City vs. Plains Region vs. National Average

### Satisfaction with Code Enforcement Services

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



# 3 Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services to households. 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.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the major City services that were most important to their household. Nearly two-thirds of the respondents surveyed (64.1%) selected "*maintenance of City streets*" as one of the most important City services to emphasize over the next two years.

With regard to satisfaction, 44.1% of respondents surveyed rated "*maintenance of City streets*" 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 one minus the sum of the satisfaction percentages. In this example, 64.1% was multiplied by 55.9% (1-0.441). This calculation yielded an I-S rating of 0.3583, which ranked first out of eight major City services analyzed.

# Importance-Satisfaction Analysis



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 of importance 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 of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. 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 (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

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



# 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
<b>Very High Priority (I-S &gt; 0.20)</b>						
Maintenance of City streets	64%	1	44%	8	0.3583	1
<b>High Priority (I-S 0.10-0.20)</b>						
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
<b>Medium Priority (I-S &lt; 0.10)</b>						
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

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 receive the most emphasis over the next two years.

#### Satisfaction %:

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

## 2023 City of University City Community Survey

### Importance-Satisfaction Analysis Ratings

#### Public Safety Services

#### University City, Missouri

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (I-S &gt; 0.20)</b>						
The City's efforts to prevent crime	47%	1	50%	11	0.2356	1
<b>High Priority (I-S 0.10-0.20)</b>						
Police Dept. engagement within the community	24%	3	47%	14	0.1286	2
Visibility of police in my neighborhood	32%	2	65%	8	0.1103	3
<b>Medium Priority (I-S &lt; 0.10)</b>						
Visibility of police in retail areas	22%	4	56%	10	0.0964	4
Responsiveness of Police Dept. in enforcing traffic laws	16%	6	50%	12	0.0812	5
Treatment/fairness of City's municipal court	12%	9	48%	13	0.0640	6
How quickly police respond to emergencies	20%	5	68%	6	0.0628	7
Fairness of the Police Dept.'s practices in enforcing traffic laws	11%	10	60%	9	0.0445	8
Treatment of citizens by University City Police Dept.	15%	7	73%	4	0.0415	9
Competency of University City Police Department	14%	8	72%	5	0.0393	10
Effectiveness of fire prevention/safety programs	8%	11	67%	7	0.0268	11
How quickly Fire Department responds	7%	12	80%	3	0.0137	12
Quality of University City Fire Department	5%	13	81%	2	0.0088	13
Competency of University City Fire Department	3%	14	82%	1	0.0056	14

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

#### Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### Satisfaction %:

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

# 2023 City of University City Community Survey

## Importance-Satisfaction Analysis Ratings

### City Maintenance/Public Works Services

#### University City, Missouri

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (I-S &gt; 0.20)</b>						
Condition of City sidewalks	50%	1	36%	8	0.3229	1
Tree trimming/replacement program	42%	2	45%	7	0.2332	2
<b>High Priority (I-S 0.10-0.20)</b>						
Adequacy of residential street lighting	39%	3	50%	6	0.1925	3
Snow removal on City streets	37%	4	53%	5	0.1730	4
<b>Medium Priority (I-S &lt; 0.10)</b>						
Maintenance of street signs and traffic signals	27%	5	66%	1	0.0931	5
Landscaping/appearance of areas along streets	23%	6	62%	3	0.0889	6
Maintenance of City buildings	18%	7	59%	4	0.0756	7
Adequacy of street lighting in business districts	16%	8	64%	2	0.0570	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 receive the most emphasis over the next two years.

#### Satisfaction %:

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

# 2023 City of University City Community Survey

## Importance-Satisfaction Analysis Ratings

### Parks & Recreation Services

University City, Missouri

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (I-S 0.10-0.20)</b>						
Maintenance of City parks	39%	1	73%	2	0.1078	1
Centennial Commons	23%	4	54%	9	0.1060	2
Heman Park Pool	21%	5	52%	10	0.1031	3
City's adult fitness programs	17%	8	40%	13	0.1017	4
<b>Medium Priority (I-S &lt; 0.10)</b>						
Availability of info about parks & rec programs	23%	3	61%	7	0.0905	5
Heman Park Community Center	18%	6	51%	11	0.0889	6
Quality of walking and biking trails in parks	24%	2	64%	5	0.0837	7
City's youth fitness programs	13%	9	40%	12	0.0793	8
Number of walking and biking trails in parks	17%	7	68%	3	0.0547	9
Quality of outdoor athletic fields	9%	10	59%	8	0.0375	10
Ruth Park Golf Course	8%	12	66%	4	0.0269	11
How close neighborhood parks are to your home	8%	11	87%	1	0.0108	12
Number of outdoor athletic fields	3%	13	64%	6	0.0107	13

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

#### Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### Satisfaction %:

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



## Cross-Tabular Data by Ward

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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q1-1. Overall quality of public safety services-police &amp; fire</u>				
Very satisfied	36.3%	36.3%	36.2%	36.3%
Satisfied	46.1%	43.0%	45.4%	44.8%
Neutral	13.5%	17.6%	15.3%	15.5%
Dissatisfied	3.1%	2.1%	3.1%	2.7%
Very dissatisfied	1.0%	1.0%	0.0%	0.7%

Q1-2. Overall quality of City parks & recreation programs & facilities

Very satisfied	27.6%	24.0%	25.6%	25.7%
Satisfied	45.9%	42.3%	46.7%	45.0%
Neutral	21.1%	19.9%	20.6%	20.5%
Dissatisfied	3.8%	11.7%	6.0%	7.2%
Very dissatisfied	1.6%	2.0%	1.0%	1.6%

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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q1-3. Overall maintenance of City streets**

Very satisfied	9.5%	10.0%	11.4%	10.3%
Satisfied	35.8%	30.8%	34.8%	33.8%
Neutral	28.9%	23.9%	31.8%	28.2%
Dissatisfied	18.4%	24.4%	16.9%	19.9%
Very dissatisfied	7.5%	10.9%	5.0%	7.8%

**Q1-4. Overall maintenance of City buildings/facilities**

Very satisfied	16.8%	13.7%	15.3%	15.2%
Satisfied	44.9%	41.1%	41.5%	42.5%
Neutral	29.3%	36.6%	33.9%	33.3%
Dissatisfied	7.2%	6.9%	7.1%	7.0%
Very dissatisfied	1.8%	1.7%	2.2%	1.9%

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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q1-5. Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance**

Very satisfied	17.4%	17.2%	12.1%	15.5%
Satisfied	34.3%	36.6%	31.3%	34.0%
Neutral	32.0%	27.4%	32.3%	30.6%
Dissatisfied	13.4%	12.4%	18.7%	14.9%
Very dissatisfied	2.9%	6.5%	5.6%	5.0%

**Q1-6. Overall quality of customer service you receive from City employees**

Very satisfied	26.4%	22.8%	21.6%	23.6%
Satisfied	37.6%	38.6%	38.4%	38.2%
Neutral	25.8%	28.3%	27.4%	27.2%
Dissatisfied	9.0%	9.2%	7.4%	8.5%
Very dissatisfied	1.1%	1.1%	5.3%	2.5%



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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q1-7. Overall effectiveness of City communication with citizens**

Very satisfied	24.9%	18.0%	14.7%	19.2%
Satisfied	40.6%	41.5%	36.5%	39.6%
Neutral	20.8%	26.0%	32.5%	26.4%
Dissatisfied	11.7%	13.0%	12.7%	12.5%
Very dissatisfied	2.0%	1.5%	3.6%	2.4%

**Q1-8. Overall flow of traffic & congestion management in City**

Very satisfied	19.7%	22.1%	18.0%	19.9%
Satisfied	50.5%	46.7%	43.0%	46.7%
Neutral	21.2%	23.6%	33.0%	26.0%
Dissatisfied	7.1%	7.5%	4.5%	6.4%
Very dissatisfied	1.5%	0.0%	1.5%	1.0%

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

N=608

	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q2. Sum of top 3 choices**

Overall quality of public safety services-police & fire	48.5%	50.5%	33.2%	44.1%
Overall quality of City parks & recreation programs & facilities	42.1%	51.0%	24.8%	39.3%
Overall maintenance of City streets	67.3%	65.7%	58.9%	64.0%
Overall maintenance of City buildings/facilities	19.8%	14.2%	16.8%	16.9%
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	33.7%	30.4%	38.6%	34.2%
Overall quality of customer service you receive from City employees	15.8%	22.5%	19.3%	19.2%
Overall effectiveness of City communication with citizens	22.8%	29.4%	35.1%	29.1%
Overall flow of traffic & congestion management in City	17.3%	12.7%	15.3%	15.1%
None chosen	8.4%	3.4%	15.3%	9.0%

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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q3-1. Overall quality of services provided by City**

Excellent	19.9%	15.8%	21.0%	18.9%
Good	57.0%	52.5%	47.2%	52.1%
Neutral	16.7%	25.2%	24.1%	22.1%
Below average	3.8%	5.9%	6.2%	5.3%
Poor	2.7%	0.5%	1.5%	1.5%

**Q3-2. Overall value that you receive for your City tax dollars & fees**

Excellent	13.6%	10.6%	12.3%	12.1%
Good	39.3%	39.2%	33.3%	37.3%
Neutral	22.5%	26.6%	30.3%	26.5%
Below average	16.2%	18.1%	19.5%	17.9%
Poor	8.4%	5.5%	4.6%	6.2%

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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q3-3. Overall image of City</u>				
Excellent	17.1%	11.9%	18.2%	15.7%
Good	43.0%	43.1%	48.0%	44.7%
Neutral	21.8%	25.7%	23.2%	23.6%
Below average	13.5%	15.3%	10.1%	13.0%
Poor	4.7%	4.0%	0.5%	3.0%

**Q3-4. How well City is planning & managing redevelopment**

Excellent	16.8%	12.4%	19.2%	16.1%
Good	36.9%	38.2%	38.3%	37.8%
Neutral	30.2%	30.6%	25.9%	28.9%
Below average	12.8%	14.0%	11.9%	12.9%
Poor	3.4%	4.8%	4.7%	4.3%

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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q3-5. Overall quality of life in City**

Excellent	23.6%	24.1%	23.6%	23.8%
Good	54.9%	55.7%	49.7%	53.4%
Neutral	19.0%	15.3%	21.1%	18.4%
Below average	2.1%	4.4%	3.5%	3.4%
Poor	0.5%	0.5%	2.0%	1.0%

**Q3-6. Overall feeling of safety in City**

Excellent	16.4%	14.2%	18.4%	16.3%
Good	36.4%	46.6%	46.3%	43.2%
Neutral	31.3%	19.1%	25.9%	25.3%
Below average	10.8%	15.2%	8.0%	11.3%
Poor	5.1%	4.9%	1.5%	3.8%

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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q3-7. Quality of new residential development in City**

Excellent	10.3%	10.6%	17.3%	13.0%
Good	32.7%	27.5%	33.0%	31.1%
Neutral	35.3%	39.4%	33.0%	35.7%
Below average	16.7%	18.1%	12.4%	15.6%
Poor	5.1%	4.4%	4.3%	4.6%

**Q3-8. Quality of new commercial development in City**

Excellent	24.3%	17.6%	23.5%	21.8%
Good	38.4%	38.3%	47.4%	41.5%
Neutral	20.0%	24.9%	20.4%	21.8%
Below average	11.9%	15.5%	7.1%	11.5%
Poor	5.4%	3.6%	1.5%	3.5%

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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q3-9. Quality & efficiency of plan review & permitting services**

Excellent	11.1%	8.4%	13.9%	11.3%
Good	26.4%	32.1%	34.8%	31.2%
Neutral	38.2%	43.5%	36.1%	39.0%
Below average	18.1%	9.2%	12.0%	13.2%
Poor	6.3%	6.9%	3.2%	5.3%

**Q3-10. Overall appearance of City**

Excellent	11.2%	13.9%	19.8%	15.0%
Good	47.7%	42.1%	43.6%	44.4%
Neutral	26.9%	25.2%	26.2%	26.1%
Below average	12.7%	16.3%	9.4%	12.8%
Poor	1.5%	2.5%	1.0%	1.7%

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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q3-11. Quality of special events & cultural opportunities**

Excellent	18.9%	18.6%	24.9%	20.9%
Good	41.5%	44.3%	40.4%	42.0%
Neutral	26.8%	26.8%	24.4%	25.9%
Below average	7.3%	8.7%	8.8%	8.3%
Poor	5.5%	1.6%	1.6%	2.8%

**Q3-12. Quantity of special events & cultural opportunities**

Excellent	14.3%	19.9%	22.9%	19.3%
Good	44.1%	38.7%	35.4%	39.1%
Neutral	28.0%	27.1%	27.6%	27.5%
Below average	8.7%	11.6%	10.9%	10.5%
Poor	5.0%	2.8%	3.1%	3.6%



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

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q3-13. Recreational opportunities in City</u>				
Excellent	17.3%	17.0%	22.5%	19.0%
Good	43.6%	39.9%	38.2%	40.5%
Neutral	24.6%	23.4%	23.0%	23.7%
Below average	11.7%	15.4%	13.6%	13.6%
Poor	2.8%	4.3%	2.6%	3.2%

**Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q4-1. Visibility of police in my neighborhood**

Very satisfied	19.3%	24.5%	21.0%	21.6%
Satisfied	44.7%	45.5%	40.5%	43.6%
Neutral	25.4%	20.0%	22.0%	22.4%
Dissatisfied	7.6%	8.0%	12.0%	9.2%
Very dissatisfied	3.0%	2.0%	4.5%	3.2%

**Q4-2. Visibility of police in retail areas**

Very satisfied	13.0%	15.5%	19.7%	16.1%
Satisfied	36.7%	40.1%	42.1%	39.7%
Neutral	34.5%	29.4%	26.8%	30.2%
Dissatisfied	11.3%	11.8%	10.9%	11.3%
Very dissatisfied	4.5%	3.2%	0.5%	2.7%

**Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q4-3. City's efforts to prevent crime**

Very satisfied	10.3%	14.4%	14.4%	13.1%
Satisfied	37.1%	37.1%	37.1%	37.1%
Neutral	33.7%	34.7%	34.5%	34.3%
Dissatisfied	13.7%	11.4%	11.9%	12.3%
Very dissatisfied	5.1%	2.4%	2.1%	3.2%

**Q4-4. How quickly police respond to emergencies**

Very satisfied	25.3%	28.3%	26.9%	26.8%
Satisfied	42.0%	38.6%	42.1%	41.0%
Neutral	22.7%	26.2%	22.2%	23.6%
Dissatisfied	6.0%	6.2%	8.2%	6.9%
Very dissatisfied	4.0%	0.7%	0.6%	1.7%

**Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q4-5. Overall competency of University City Police Department**

Very satisfied	31.4%	30.9%	26.9%	29.7%
Satisfied	42.0%	39.4%	46.2%	42.6%
Neutral	20.1%	21.2%	22.0%	21.1%
Dissatisfied	4.7%	7.3%	4.4%	5.4%
Very dissatisfied	1.8%	1.2%	0.5%	1.2%

**Q4-6. Overall treatment of citizens by University City Police Department**

Very satisfied	39.2%	35.9%	28.2%	34.2%
Satisfied	33.5%	37.8%	42.9%	38.3%
Neutral	21.5%	19.2%	24.9%	22.0%
Dissatisfied	3.8%	4.5%	4.0%	4.1%
Very dissatisfied	1.9%	2.6%	0.0%	1.4%

**Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q4-7. Responsiveness of Police Department in enforcing local traffic laws**

Very satisfied	13.2%	14.2%	18.3%	15.4%
Satisfied	35.8%	34.0%	34.9%	34.8%
Neutral	30.5%	33.3%	31.4%	31.8%
Dissatisfied	13.9%	16.0%	12.6%	14.1%
Very dissatisfied	6.6%	2.5%	2.9%	3.9%

**Q4-8. Fairness of Police Department's practices in enforcing local traffic laws**

Very satisfied	17.2%	25.6%	23.6%	22.3%
Satisfied	38.5%	30.8%	42.7%	37.6%
Neutral	31.1%	32.3%	25.5%	29.4%
Dissatisfied	7.4%	7.5%	7.6%	7.5%
Very dissatisfied	5.7%	3.8%	0.6%	3.2%

**Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q4-9. Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, neighborhood meetings, etc.)**

Very satisfied	17.2%	13.7%	16.3%	15.8%
Satisfied	32.0%	34.4%	28.8%	31.5%
Neutral	39.3%	35.1%	34.6%	36.2%
Dissatisfied	10.7%	14.5%	17.6%	14.5%
Very dissatisfied	0.8%	2.3%	2.6%	2.0%

**Q4-10. Overall quality of University City Fire Department**

Very satisfied	40.3%	38.7%	38.3%	39.0%
Satisfied	38.1%	41.7%	45.1%	41.9%
Neutral	19.4%	17.2%	14.9%	16.9%
Dissatisfied	2.2%	1.8%	1.7%	1.9%
Very dissatisfied	0.0%	0.6%	0.0%	0.2%

**Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q4-11. Effectiveness of fire prevention/safety programs**

Very satisfied	28.8%	23.0%	27.6%	26.5%
Satisfied	39.6%	38.5%	41.4%	40.0%
Neutral	27.0%	30.3%	27.0%	28.1%
Dissatisfied	2.7%	6.6%	3.9%	4.4%
Very dissatisfied	1.8%	1.6%	0.0%	1.0%

**Q4-12. How quickly University City Fire Department responds**

Very satisfied	43.2%	40.3%	38.9%	40.6%
Satisfied	35.1%	37.2%	45.2%	39.8%
Neutral	18.9%	18.6%	14.0%	16.9%
Dissatisfied	2.7%	3.9%	1.9%	2.8%

**Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q4-13. Overall competency of University City Fire Department**

Very satisfied	42.7%	40.6%	41.4%	41.5%
Satisfied	36.8%	38.5%	44.4%	40.3%
Neutral	19.7%	16.8%	10.7%	15.2%
Dissatisfied	0.9%	4.2%	3.6%	3.0%

**Q4-14. Treatment/fairness of City's municipal court**

Very satisfied	24.4%	15.4%	15.7%	17.9%
Satisfied	29.5%	29.7%	30.7%	30.1%
Neutral	37.2%	42.9%	43.3%	41.6%
Dissatisfied	5.1%	7.7%	8.7%	7.4%
Very dissatisfied	3.8%	4.4%	1.6%	3.0%



**Q5. Which THREE items from the list in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q5. Sum of top 3 choices</u>				
Visibility of police in my neighborhood	31.7%	26.5%	37.1%	31.7%
Visibility of police in retail areas	25.7%	20.6%	19.3%	21.9%
City's efforts to prevent crime	52.5%	45.6%	44.1%	47.4%
How quickly police respond to emergencies	21.3%	19.1%	18.3%	19.6%
Overall competency of University City Police Department	16.3%	16.2%	9.9%	14.1%
Overall treatment of citizens by University City Police Department	12.9%	22.1%	10.4%	15.1%
Responsiveness of Police Department in enforcing local traffic laws	20.8%	11.3%	16.8%	16.3%
Fairness of Police Department's practices in enforcing local traffic laws	11.4%	12.3%	9.9%	11.2%

**Q5. Which THREE items from the list in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3) (cont.)**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q5. Sum of top 3 choices (cont.)</u>				
Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, neighborhood meetings, etc.)	14.9%	23.5%	34.7%	24.3%
Overall quality of University City Fire Department	5.9%	6.9%	1.0%	4.6%
Effectiveness of fire prevention/safety programs	6.4%	3.4%	14.4%	8.1%
How quickly University City Fire Department responds	5.4%	11.8%	3.5%	6.9%
Overall competency of University City Fire Department	2.5%	4.4%	2.5%	3.1%
Treatment/fairness of City's municipal court	9.9%	9.3%	17.8%	12.3%
None chosen	15.3%	16.7%	14.4%	15.5%

**Q6. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q6-1. Maintenance of street signs & traffic signals**

Very satisfied	18.1%	17.4%	18.3%	17.9%
Satisfied	48.4%	45.3%	50.3%	48.0%
Neutral	20.7%	24.9%	23.9%	23.2%
Dissatisfied	8.5%	9.5%	6.6%	8.2%
Very dissatisfied	4.3%	3.0%	1.0%	2.7%

**Q6-2. Maintenance of City buildings**

Very satisfied	17.0%	12.4%	12.8%	14.1%
Satisfied	41.2%	45.6%	47.6%	44.8%
Neutral	30.3%	33.1%	28.7%	30.7%
Dissatisfied	9.7%	7.1%	9.8%	8.8%
Very dissatisfied	1.8%	1.8%	1.2%	1.6%

**Q6. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q6-3. Snow removal on City streets**

Very satisfied	10.2%	13.4%	11.1%	11.6%
Satisfied	41.2%	39.7%	42.2%	41.0%
Neutral	23.0%	27.8%	22.1%	24.3%
Dissatisfied	17.6%	15.5%	13.6%	15.5%
Very dissatisfied	8.0%	3.6%	11.1%	7.6%

**Q6-4. Adequacy of City street lighting in business districts**

Very satisfied	19.1%	17.3%	15.4%	17.2%
Satisfied	47.8%	43.4%	49.2%	46.7%
Neutral	23.6%	28.6%	20.0%	24.1%
Dissatisfied	7.3%	8.2%	12.8%	9.5%
Very dissatisfied	2.2%	2.6%	2.6%	2.5%

**Q6. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q6-5. Condition of City sidewalks**

Very satisfied	6.3%	6.9%	7.0%	6.7%
Satisfied	26.6%	27.6%	33.2%	29.1%
Neutral	24.0%	22.7%	26.1%	24.2%
Dissatisfied	32.8%	26.6%	23.6%	27.6%
Very dissatisfied	10.4%	16.3%	10.1%	12.3%

**Q6-6. Landscaping/appearance of public areas along City streets**

Very satisfied	23.8%	22.2%	19.1%	21.7%
Satisfied	46.0%	36.5%	38.7%	40.3%
Neutral	20.1%	25.1%	25.1%	23.5%
Dissatisfied	7.9%	11.3%	13.6%	11.0%
Very dissatisfied	2.1%	4.9%	3.5%	3.6%

**Q6. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q6-7. Satisfaction with tree trimming/replacement program**

Very satisfied	8.5%	15.3%	11.2%	11.7%
Satisfied	35.6%	34.9%	28.6%	32.9%
Neutral	27.1%	16.4%	23.5%	22.2%
Dissatisfied	15.8%	21.2%	23.0%	20.1%
Very dissatisfied	13.0%	12.2%	13.8%	13.0%

**Q6-8. Adequacy of residential street lighting**

Very satisfied	13.4%	11.4%	12.2%	12.3%
Satisfied	36.0%	38.3%	38.6%	37.7%
Neutral	22.6%	21.9%	18.3%	20.9%
Dissatisfied	21.5%	21.4%	20.3%	21.1%
Very dissatisfied	6.5%	7.0%	10.7%	8.0%

**Q7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q7. Sum of top 3 choices</u>				
Maintenance of street signs & traffic signals	29.7%	23.5%	28.7%	27.3%
Maintenance of City buildings	19.3%	22.1%	13.9%	18.4%
Snow removal on City streets	32.7%	34.8%	42.1%	36.5%
Adequacy of City street lighting in business districts	14.4%	16.7%	16.3%	15.8%
Condition of City sidewalks	52.0%	53.4%	45.5%	50.3%
Landscaping/appearance of public areas along City streets	22.3%	25.0%	22.8%	23.4%
Satisfaction with tree trimming/replacement program	41.6%	42.6%	42.1%	42.1%
Adequacy of residential street lighting	35.6%	36.8%	43.1%	38.5%
None chosen	14.4%	8.8%	8.9%	10.7%

**Q8. Waste Collection Service. Please rate your satisfaction with each of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q8-1. Quality of residential trash collection services**

Very satisfied	52.8%	39.6%	39.2%	43.8%
Satisfied	38.5%	50.5%	44.2%	44.5%
Neutral	7.2%	5.0%	9.0%	7.0%
Dissatisfied	1.5%	3.5%	6.5%	3.9%
Very dissatisfied	0.0%	1.5%	1.0%	0.8%

**Q8-2. Quality of recycling collection services**

Very satisfied	48.2%	41.9%	33.7%	41.3%
Satisfied	35.2%	43.4%	44.0%	40.9%
Neutral	10.4%	9.1%	16.6%	12.0%
Dissatisfied	4.1%	4.5%	4.7%	4.5%
Very dissatisfied	2.1%	1.0%	1.0%	1.4%



**Q8. Waste Collection Service. Please rate your satisfaction with each of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q8-3. Quality of yard waste collection services**

Very satisfied	41.3%	33.2%	29.5%	34.6%
Satisfied	32.6%	38.4%	35.2%	35.4%
Neutral	18.5%	18.4%	15.5%	17.5%
Dissatisfied	6.5%	7.9%	13.0%	9.2%
Very dissatisfied	1.1%	2.1%	6.7%	3.4%

**Q8-4. Curbside recycling**

Very satisfied	45.2%	41.0%	38.5%	41.5%
Satisfied	39.2%	43.6%	37.5%	40.1%
Neutral	13.4%	11.7%	17.7%	14.3%
Dissatisfied	1.6%	3.2%	5.2%	3.4%
Very dissatisfied	0.5%	0.5%	1.0%	0.7%

**Q8. Waste Collection Service. Please rate your satisfaction with each of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q8-5. Drop-off recycling Location</u>				
Very satisfied	33.3%	31.3%	26.1%	30.1%
Satisfied	37.7%	44.0%	37.6%	39.8%
Neutral	21.7%	20.0%	31.8%	24.7%
Dissatisfied	5.1%	3.3%	3.2%	3.8%
Very dissatisfied	2.2%	1.3%	1.3%	1.6%

**Q9. Maintenance of City Streets: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q9-1. Quality of street repair services**

Very satisfied	9.9%	7.0%	10.3%	9.1%
Satisfied	29.8%	23.2%	30.3%	27.8%
Neutral	26.2%	31.4%	32.4%	29.9%
Dissatisfied	20.9%	30.8%	20.0%	23.9%
Very dissatisfied	13.1%	7.6%	7.0%	9.3%

**Q9-2. Quality of street cleaning services**

Very satisfied	12.0%	10.1%	15.7%	12.6%
Satisfied	47.6%	46.6%	45.5%	46.6%
Neutral	26.2%	26.5%	23.6%	25.4%
Dissatisfied	11.5%	12.7%	12.0%	12.1%
Very dissatisfied	2.6%	4.2%	3.1%	3.3%

**Q9. Maintenance of City Streets: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q9-3. Quality of snow removal services</u>				
Very satisfied	10.9%	13.1%	14.8%	12.9%
Satisfied	38.3%	33.9%	36.5%	36.3%
Neutral	24.4%	30.6%	20.1%	25.0%
Dissatisfied	17.6%	16.9%	19.6%	18.1%
Very dissatisfied	8.8%	5.5%	9.0%	7.8%

Q9-4. Frequency of street cleaning services

Very satisfied	10.9%	9.2%	14.4%	11.5%
Satisfied	33.2%	35.3%	30.3%	32.9%
Neutral	27.2%	33.2%	28.2%	29.5%
Dissatisfied	24.5%	16.8%	22.9%	21.4%
Very dissatisfied	4.3%	5.4%	4.3%	4.7%

**Q9. Maintenance of City Streets: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q9-5. Frequency of leaf collection services</u>				
Very satisfied	13.9%	14.7%	19.1%	15.9%
Satisfied	47.2%	45.8%	37.8%	43.5%
Neutral	20.0%	22.6%	27.7%	23.5%
Dissatisfied	13.9%	14.2%	13.3%	13.8%
Very dissatisfied	5.0%	2.6%	2.1%	3.2%

**Q9-6. Condition of County roads in City, Hanley, Delmar, North & South, Pennsylvania, Vernon, Big Bend, McKnight/Woodson, Midland & Forest Park Pkwy**

Very satisfied	5.2%	8.1%	9.5%	7.6%
Satisfied	35.1%	32.5%	28.6%	32.1%
Neutral	33.0%	19.3%	32.3%	28.1%
Dissatisfied	18.8%	25.9%	18.5%	21.1%
Very dissatisfied	7.9%	14.2%	11.1%	11.1%

**Q9. Maintenance of City Streets: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q9-7. Condition of State roads in City, Olive Blvd</u>				
Very satisfied	6.4%	7.1%	10.1%	7.9%
Satisfied	31.0%	31.0%	32.3%	31.4%
Neutral	39.0%	31.0%	22.8%	30.9%
Dissatisfied	17.6%	20.8%	21.2%	19.9%
Very dissatisfied	5.9%	10.2%	13.8%	9.9%

**Q10. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q10-1. Maintenance of City parks</u>				
Very satisfied	21.8%	20.7%	24.2%	22.3%
Satisfied	52.3%	46.7%	51.6%	50.2%
Neutral	20.7%	21.7%	20.5%	21.0%
Dissatisfied	5.2%	9.8%	3.2%	6.0%
Very dissatisfied	0.0%	1.1%	0.5%	0.5%

Q10-2. How close neighborhood parks are to your home

Very satisfied	37.4%	46.5%	51.3%	45.1%
Satisfied	46.0%	40.9%	39.6%	42.1%
Neutral	12.3%	8.6%	8.6%	9.8%
Dissatisfied	3.7%	2.5%	0.5%	2.3%
Very dissatisfied	0.5%	1.5%	0.0%	0.7%

**Q10. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q10-3. Number of walking & biking trails in parks**

Very satisfied	21.4%	32.8%	28.9%	27.8%
Satisfied	38.7%	35.0%	46.1%	40.0%
Neutral	26.0%	18.3%	17.8%	20.6%
Dissatisfied	12.7%	10.6%	6.1%	9.8%
Very dissatisfied	1.2%	3.3%	1.1%	1.9%

**Q10-4. Quality of walking & biking trails in parks**

Very satisfied	18.6%	30.1%	26.5%	25.0%
Satisfied	41.3%	36.4%	40.6%	39.4%
Neutral	30.2%	22.0%	27.1%	26.4%
Dissatisfied	9.9%	9.2%	5.9%	8.3%
Very dissatisfied	0.0%	2.3%	0.0%	0.8%



**Q10. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q10-5. Number of outdoor athletic fields**

Very satisfied	17.5%	21.5%	27.2%	22.2%
Satisfied	37.7%	47.7%	41.4%	42.2%
Neutral	34.4%	27.5%	27.2%	29.7%
Dissatisfied	7.8%	2.7%	3.7%	4.7%
Very dissatisfied	2.6%	0.7%	0.6%	1.3%

**Q10-6. Quality of outdoor athletic fields**

Very satisfied	15.1%	17.3%	24.2%	19.0%
Satisfied	32.9%	37.6%	48.4%	39.8%
Neutral	41.4%	30.1%	22.9%	31.4%
Dissatisfied	9.9%	11.3%	4.5%	8.4%
Very dissatisfied	0.7%	3.8%	0.0%	1.4%

**Q10. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q10-7. Availability of information about City parks & recreation programs**

Very satisfied	17.4%	18.7%	22.9%	19.7%
Satisfied	44.2%	40.7%	39.1%	41.3%
Neutral	26.7%	25.8%	26.8%	26.5%
Dissatisfied	9.3%	11.5%	10.1%	10.3%
Very dissatisfied	2.3%	3.3%	1.1%	2.3%

**Q10-8. City's youth fitness programs**

Very satisfied	11.8%	8.4%	17.6%	13.2%
Satisfied	25.9%	25.3%	29.4%	27.2%
Neutral	41.2%	51.8%	37.8%	42.9%
Dissatisfied	20.0%	8.4%	13.4%	13.9%
Very dissatisfied	1.2%	6.0%	1.7%	2.8%

**Q10. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q10-9. City's adult fitness programs**

Very satisfied	16.5%	7.1%	18.3%	14.2%
Satisfied	24.3%	23.0%	29.6%	26.0%
Neutral	42.7%	46.9%	36.6%	41.6%
Dissatisfied	13.6%	15.0%	13.4%	14.0%
Very dissatisfied	2.9%	8.0%	2.1%	4.2%

**Q10-10. Heman Park Community Center**

Very satisfied	15.4%	12.3%	18.8%	15.7%
Satisfied	36.6%	29.7%	38.8%	35.2%
Neutral	29.3%	30.4%	24.8%	27.9%
Dissatisfied	13.8%	22.5%	13.9%	16.7%
Very dissatisfied	4.9%	5.1%	3.6%	4.5%

**Q10. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q10-11. Heman Park Pool</u>				
Very satisfied	16.2%	18.3%	19.3%	18.1%
Satisfied	35.0%	29.0%	36.7%	33.7%
Neutral	29.9%	29.0%	31.3%	30.2%
Dissatisfied	13.7%	14.5%	10.7%	12.8%
Very dissatisfied	5.1%	9.2%	2.0%	5.3%

Q10-12. Centennial Commons

Very satisfied	19.8%	9.7%	19.1%	16.3%
Satisfied	38.8%	37.3%	36.4%	37.4%
Neutral	26.4%	27.6%	29.6%	28.1%
Dissatisfied	13.2%	20.1%	10.5%	14.4%
Very dissatisfied	1.7%	5.2%	4.3%	3.8%

**Q10. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q10-13. Ruth Park Golf Course</u>				
Very satisfied	28.4%	27.3%	24.6%	26.6%
Satisfied	41.3%	42.4%	36.5%	39.8%
Neutral	23.9%	25.3%	33.3%	27.8%
Dissatisfied	5.5%	4.0%	5.6%	5.1%
Very dissatisfied	0.9%	1.0%	0.0%	0.6%

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q11. Sum of top 3 choices</u>				
Maintenance of City parks	45.0%	44.6%	27.7%	39.1%
How close neighborhood parks are to your home	12.9%	6.9%	5.4%	8.4%
Number of walking & biking trails in parks	23.3%	12.3%	15.3%	16.9%
Quality of walking & biking trails in parks	24.8%	24.5%	21.3%	23.5%
Number of outdoor athletic fields	4.5%	0.5%	4.0%	3.0%
Quality of outdoor athletic fields	7.9%	11.8%	7.4%	9.0%
Availability of information about City parks & recreation programs	21.3%	22.5%	25.7%	23.2%
City's youth fitness programs	9.4%	13.2%	17.3%	13.3%
City's adult fitness programs	9.9%	14.7%	26.2%	16.9%

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3) (cont.)**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q11. Sum of top 3 choices (cont.)</u>				
Heman Park Community Center	14.9%	20.1%	19.3%	18.1%
Heman Park Pool	20.3%	30.9%	12.9%	21.4%
Centennial Commons	18.3%	28.9%	21.3%	22.9%
Ruth Park Golf Course	9.4%	7.8%	6.9%	8.1%
None chosen	20.8%	16.7%	24.3%	20.6%

**Q12. In the past 12 months, has anyone in your household used any of University City's parks, recreation facilities, or recreation programs? (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q12. Has your household used any City's parks, recreation facilities, or recreation programs in past 12 months**

Yes	67.9%	69.1%	57.1%	64.7%
No	32.1%	30.9%	42.9%	35.3%



**Q13. Please rate the importance of each of the following Parks and Recreation initiatives. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q13-1. Your feeling of safety in City parks**

Very important	72.6%	67.5%	71.4%	70.5%
Important	22.0%	28.4%	23.3%	24.7%
Neutral	5.4%	3.6%	4.2%	4.4%
Not important	0.0%	0.5%	1.1%	0.5%

**Q13-2. Green space (park) expansion**

Very important	51.7%	46.4%	40.0%	46.0%
Important	29.5%	31.1%	35.0%	31.9%
Neutral	17.0%	16.8%	15.6%	16.5%
Not important	1.7%	5.6%	9.4%	5.6%

**Q13. Please rate the importance of each of the following Parks and Recreation initiatives. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q13-3. Neighborhood park improvements**

Very important	50.0%	41.4%	48.6%	46.5%
Important	38.5%	47.5%	38.4%	41.6%
Neutral	10.4%	10.1%	10.8%	10.4%
Not important	1.1%	1.0%	2.2%	1.4%

**Q13-4. Playground improvements**

Very important	37.3%	33.7%	41.4%	37.4%
Important	35.6%	39.6%	33.7%	36.3%
Neutral	20.9%	20.3%	20.4%	20.6%
Not important	6.2%	6.4%	4.4%	5.7%

**Q13. Please rate the importance of each of the following Parks and Recreation initiatives. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q13-5. Park maintenance</u>				
Very important	60.8%	59.3%	56.1%	58.8%
Important	31.7%	34.7%	33.7%	33.4%
Neutral	7.4%	4.0%	9.6%	7.0%
Not important	0.0%	2.0%	0.5%	0.9%

**Q14. Which THREE initiatives from the list in Question 13 are of the HIGHEST PRIORITY for you and your family? (top 3)**

N=608

	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q14. Sum of top 3 choices**

Your feeling of safety in City parks	70.3%	72.1%	70.8%	71.1%
Green space (park) expansion	39.6%	37.7%	24.8%	34.0%
Neighborhood park improvements	44.1%	54.9%	47.5%	48.8%
Playground improvements	30.2%	25.0%	28.2%	27.8%
Park maintenance	61.9%	62.3%	45.0%	56.4%
None chosen	14.4%	12.3%	22.3%	16.3%

**Q15. City Communication: For each of the items below, please rate how often you use each one. (without "not provided")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q15-1. City website, ucitymo.org</u>				
Often	12.5%	13.8%	12.2%	12.8%
4	12.5%	19.4%	17.3%	16.4%
3	30.2%	25.5%	24.9%	26.8%
2	27.1%	23.5%	18.8%	23.1%
Never	17.7%	17.9%	26.9%	20.9%

Q15-2. ROARS newsletter

Often	33.7%	31.8%	46.6%	37.3%
4	25.9%	26.3%	15.7%	22.7%
3	16.6%	20.7%	16.2%	17.9%
2	11.4%	12.6%	7.9%	10.7%
Never	12.4%	8.6%	13.6%	11.5%

**Q15. City Communication: For each of the items below, please rate how often you use each one. (without "not provided")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q15-3. Parks & Recreation guide**

Often	8.3%	8.5%	18.0%	11.6%
4	13.5%	21.1%	16.5%	17.1%
3	21.8%	24.6%	21.1%	22.5%
2	21.2%	20.1%	13.9%	18.4%
Never	35.2%	25.6%	30.4%	30.4%

**Q15-4. Civic Plus Notify Me**

Often	4.2%	2.1%	3.2%	3.2%
4	1.1%	4.1%	6.4%	3.9%
3	6.3%	9.3%	8.0%	7.9%
2	13.2%	17.1%	12.8%	14.4%
Never	75.1%	67.4%	69.5%	70.7%

**Q15. City Communication: For each of the items below, please rate how often you use each one. (without "not provided")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q15-5. Facebook (City of University City, MO)**

Often	8.4%	9.6%	8.6%	8.9%
4	7.3%	9.1%	8.1%	8.2%
3	8.4%	8.1%	9.7%	8.7%
2	14.7%	14.2%	14.0%	14.3%
Never	61.3%	58.9%	59.7%	59.9%

**Q15-6. Twitter (@UniversityCityMo)**

Often	1.0%	1.0%	0.5%	0.9%
4	2.1%	2.0%	2.7%	2.3%
3	2.6%	3.1%	2.2%	2.6%
2	10.5%	10.7%	9.7%	10.3%
Never	83.8%	83.2%	84.9%	83.9%

**Q15. City Communication: For each of the items below, please rate how often you use each one. (without "not provided")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

Q15-7. NextDoor

Often	15.7%	18.9%	16.0%	16.9%
4	11.5%	8.2%	12.8%	10.8%
3	17.8%	13.3%	9.1%	13.4%
2	16.2%	18.4%	11.2%	15.3%
Never	38.7%	41.3%	50.8%	43.6%

Q15-8. Instagram (UniversityCityMO)

Often	2.6%	4.1%	8.2%	4.9%
4	4.2%	5.2%	4.9%	4.7%
3	6.8%	6.7%	3.8%	5.8%
2	15.7%	9.8%	9.2%	11.6%
Never	70.7%	74.2%	73.9%	72.9%



**Q15. City Communication: Please indicate how effective you feel it is in keeping you informed about City services, programs, and projects. (without "not provided")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q15-1. City website, ucitymo.org</u>				
Effective	31.0%	30.3%	41.7%	33.9%
4	30.3%	26.2%	18.3%	25.4%
3	26.2%	29.7%	27.5%	27.8%
2	9.7%	10.3%	7.5%	9.3%
Ineffective	2.8%	3.4%	5.0%	3.7%

Q15-2. ROARS newsletter

Effective	48.0%	43.8%	57.4%	49.2%
4	30.7%	29.4%	22.5%	27.8%
3	15.3%	20.6%	14.0%	16.9%
2	4.7%	4.4%	4.7%	4.6%
Ineffective	1.3%	1.9%	1.6%	1.6%

**Q15. City Communication: Please indicate how effective you feel it is in keeping you informed about City services, programs, and projects. (without "not provided")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q15-3. Parks &amp; Recreation guide</u>				
Effective	25.3%	26.8%	43.2%	31.2%
4	36.4%	33.3%	24.2%	31.5%
3	28.3%	27.6%	20.0%	25.6%
2	9.1%	8.1%	9.5%	8.8%
Ineffective	1.0%	4.1%	3.2%	2.8%

Q15-4. Civic Plus Notify Me

Effective	31.8%	26.1%	25.0%	27.3%
4	18.2%	8.7%	35.0%	17.0%
3	27.3%	32.6%	30.0%	30.7%
2	18.2%	17.4%	10.0%	15.9%
Ineffective	4.5%	15.2%	0.0%	9.1%

**Q15. City Communication: Please indicate how effective you feel it is in keeping you informed about City services, programs, and projects. (without "not provided")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q15-5. Facebook (City of University City, MO)</u>				
Effective	23.8%	19.4%	42.6%	27.1%
4	25.4%	34.3%	25.5%	28.8%
3	36.5%	31.3%	21.3%	30.5%
2	11.1%	11.9%	6.4%	10.2%
Ineffective	3.2%	3.0%	4.3%	3.4%

Q15-6. Twitter (@UniversityCityMo)

Effective	15.0%	14.3%	20.0%	15.2%
4	20.0%	23.8%	0.0%	19.6%
3	30.0%	42.9%	40.0%	37.0%
2	30.0%	14.3%	40.0%	23.9%
Ineffective	5.0%	4.8%	0.0%	4.3%

**Q15. City Communication: Please indicate how effective you feel it is in keeping you informed about City services, programs, and projects. (without "not provided")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q15-7. NextDoor</u>				
Effective	25.6%	28.1%	47.8%	32.5%
4	14.4%	23.6%	22.4%	19.9%
3	22.2%	23.6%	16.4%	21.1%
2	21.1%	13.5%	9.0%	15.0%
Ineffective	16.7%	11.2%	4.5%	11.4%

Q15-8. Instagram (UniversityCityMO)

Effective	24.3%	23.1%	47.6%	28.9%
4	24.3%	23.1%	19.0%	22.7%
3	29.7%	30.8%	14.3%	26.8%
2	21.6%	23.1%	4.8%	18.6%
Ineffective	0.0%	0.0%	14.3%	3.1%

**Q16. Which TWO of the City communication methods listed in Question 15 do you MOST PREFER to use to get information about the City? (top 2)**

N=608

	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q16. Sum of top 2 choices**

City website, www.ucitymo.org	51.5%	56.9%	38.6%	49.0%
ROARS newsletter	48.0%	52.9%	44.1%	48.4%
Parks & Recreation guide	8.4%	6.9%	20.3%	11.8%
Civic Plus Notify Me	2.0%	4.4%	4.0%	3.5%
Facebook (City of University City, MO)	15.3%	17.2%	16.8%	16.4%
Twitter (@UniversityCityMo)	2.0%	2.5%	1.5%	2.0%
NextDoor	15.3%	13.2%	14.9%	14.5%
Instagram (UniversityCityMO)	7.9%	10.8%	3.5%	7.4%
None chosen	23.8%	14.7%	24.8%	21.1%

**Q17. City Communication: Please rate your satisfaction with each of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q17-1. Availability of information about City programs & services**

Very satisfied	15.2%	12.6%	15.4%	14.3%
Satisfied	42.7%	41.9%	39.0%	41.2%
Neutral	32.7%	28.8%	30.8%	30.7%
Dissatisfied	7.0%	14.1%	8.8%	10.1%
Very dissatisfied	2.3%	2.6%	6.0%	3.7%

**Q17-2. City's efforts to keep you informed about local issues**

Very satisfied	14.8%	14.3%	15.2%	14.8%
Satisfied	39.0%	38.1%	34.8%	37.3%
Neutral	31.9%	25.4%	28.3%	28.5%
Dissatisfied	11.0%	16.9%	16.8%	15.0%
Very dissatisfied	3.3%	5.3%	4.9%	4.5%

**Q17. City Communication: Please rate your satisfaction with each of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q17-3. How open City is to public involvement & input from residents**

Very satisfied	15.5%	18.3%	14.4%	16.0%
Satisfied	35.1%	35.4%	26.7%	32.2%
Neutral	33.9%	25.0%	36.1%	31.8%
Dissatisfied	11.3%	17.7%	14.4%	14.5%
Very dissatisfied	4.2%	3.7%	8.3%	5.5%

**Q17-4. Quality of City's website**

Very satisfied	14.5%	12.7%	15.9%	14.3%
Satisfied	33.7%	32.5%	28.7%	31.7%
Neutral	38.6%	30.1%	36.3%	35.0%
Dissatisfied	9.6%	18.7%	12.7%	13.7%
Very dissatisfied	3.6%	6.0%	6.4%	5.3%

**Q17. City Communication: Please rate your satisfaction with each of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q17-5. How well City communicates notices of public meetings**

Very satisfied	14.7%	11.6%	11.2%	12.4%
Satisfied	28.8%	32.9%	32.6%	31.5%
Neutral	33.3%	28.7%	32.0%	31.3%
Dissatisfied	17.9%	21.3%	16.9%	18.7%
Very dissatisfied	5.1%	5.5%	7.3%	6.0%

**Q17-6. How well City's communications meet your needs**

Very satisfied	12.7%	9.6%	10.5%	10.9%
Satisfied	36.4%	40.4%	33.1%	36.7%
Neutral	34.7%	25.8%	32.6%	31.0%
Dissatisfied	11.6%	19.1%	16.0%	15.6%
Very dissatisfied	4.6%	5.1%	7.7%	5.8%



**Q18. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q18-1. Ease of north/south travel**

Very satisfied	21.7%	21.9%	26.7%	23.4%
Satisfied	50.5%	53.0%	46.5%	50.1%
Neutral	21.2%	18.6%	19.2%	19.7%
Dissatisfied	4.9%	4.9%	5.8%	5.2%
Very dissatisfied	1.6%	1.6%	1.7%	1.7%

**Q18-2. Ease of east/west travel**

Very satisfied	18.5%	23.2%	24.4%	22.0%
Satisfied	51.1%	45.3%	48.2%	48.2%
Neutral	25.0%	22.7%	22.6%	23.5%
Dissatisfied	3.3%	8.3%	3.0%	4.9%
Very dissatisfied	2.2%	0.6%	1.8%	1.5%

**Q18. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q18-3. Ease of travel from home to schools**

Very satisfied	18.8%	24.2%	28.7%	24.1%
Satisfied	47.9%	43.2%	40.3%	43.7%
Neutral	27.4%	30.3%	28.7%	28.8%
Dissatisfied	4.3%	2.3%	0.8%	2.4%
Very dissatisfied	1.7%	0.0%	1.6%	1.1%

**Q18-4. Ease of travel from your home to work**

Very satisfied	25.0%	27.9%	31.2%	28.1%
Satisfied	49.3%	50.9%	42.2%	47.5%
Neutral	20.9%	17.6%	22.1%	20.1%
Dissatisfied	3.4%	3.6%	3.9%	3.6%
Very dissatisfied	1.4%	0.0%	0.6%	0.6%

**Q18. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q18-5. Availability of public transportation**

Very satisfied	14.8%	11.6%	18.2%	14.9%
Satisfied	26.2%	19.8%	29.5%	25.3%
Neutral	27.0%	34.7%	32.6%	31.5%
Dissatisfied	23.0%	20.7%	13.6%	18.9%
Very dissatisfied	9.0%	13.2%	6.1%	9.3%

**Q18-6. Availability of bicycle lanes**

Very satisfied	9.6%	7.7%	9.7%	9.0%
Satisfied	21.2%	22.6%	26.9%	23.4%
Neutral	29.5%	32.3%	38.8%	33.3%
Dissatisfied	26.0%	22.6%	16.4%	21.8%
Very dissatisfied	13.7%	14.8%	8.2%	12.4%

**Q18. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q18-7. Availability of pedestrian walkways**

Very satisfied	13.7%	10.6%	14.9%	13.0%
Satisfied	35.4%	38.3%	40.6%	38.1%
Neutral	26.9%	27.2%	21.1%	25.1%
Dissatisfied	17.1%	16.1%	20.0%	17.7%
Very dissatisfied	6.9%	7.8%	3.4%	6.0%

**Q18-8. Availability of parking in residential areas**

Very satisfied	21.1%	17.0%	20.1%	19.3%
Satisfied	48.9%	38.7%	47.5%	44.8%
Neutral	20.0%	25.8%	25.1%	23.7%
Dissatisfied	8.3%	16.0%	6.7%	10.5%
Very dissatisfied	1.7%	2.6%	0.6%	1.6%

**Q18. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q18-9. Availability of parking in business districts**

Very satisfied	10.1%	8.7%	16.6%	11.7%
Satisfied	40.4%	40.5%	37.0%	39.4%
Neutral	31.9%	25.6%	32.0%	29.8%
Dissatisfied	14.4%	19.0%	12.2%	15.2%
Very dissatisfied	3.2%	6.2%	2.2%	3.9%

**Q18-10. Availability of parking Downtown**

Very satisfied	8.3%	6.2%	15.6%	9.8%
Satisfied	33.1%	36.7%	31.2%	33.8%
Neutral	26.6%	31.1%	31.2%	29.6%
Dissatisfied	23.1%	18.6%	16.2%	19.4%
Very dissatisfied	8.9%	7.3%	5.8%	7.4%

**Q18. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q18-11. Width of sidewalks in business districts**

Very satisfied	14.6%	12.4%	20.3%	15.7%
Satisfied	47.0%	48.9%	43.0%	46.4%
Neutral	27.6%	23.7%	25.6%	25.6%
Dissatisfied	7.6%	12.4%	9.9%	9.9%
Very dissatisfied	3.2%	2.7%	1.2%	2.4%

**Q18-12. Long term transportation planning**

Very satisfied	5.4%	12.0%	10.8%	9.4%
Satisfied	18.5%	8.7%	24.5%	17.5%
Neutral	51.1%	45.7%	46.1%	47.6%
Dissatisfied	17.4%	23.9%	10.8%	17.1%
Very dissatisfied	7.6%	9.8%	7.8%	8.4%

**Q19. How satisfied are you with culture, dining, and shopping in University City? (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

Q19. How satisfied are you with culture, dining, & shopping in University City

Very satisfied	14.3%	28.6%	28.9%	24.1%
Satisfied	48.9%	43.4%	39.0%	43.7%
Neutral	17.0%	14.3%	19.8%	17.0%
Dissatisfied	15.9%	11.2%	10.7%	12.6%
Very dissatisfied	3.8%	2.6%	1.6%	2.7%

**Q20. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q20-1. Enforcing cleanup of litter & debris on private property**

Very satisfied	6.5%	8.0%	12.8%	9.3%
Satisfied	32.5%	35.1%	31.6%	33.0%
Neutral	33.1%	32.2%	25.1%	29.9%
Dissatisfied	23.4%	18.4%	20.3%	20.6%
Very dissatisfied	4.5%	6.3%	10.2%	7.2%

**Q20-2. Enforcing mowing & trimming of lawns on private property**

Very satisfied	6.6%	9.0%	14.5%	10.3%
Satisfied	36.8%	33.5%	34.9%	35.0%
Neutral	32.9%	34.1%	26.3%	30.9%
Dissatisfied	20.4%	18.6%	15.1%	17.8%
Very dissatisfied	3.3%	4.8%	9.1%	5.9%



**Q20. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q20-3. Enforcing maintenance of residential property (exterior of homes)**

Very satisfied	6.4%	6.9%	15.5%	9.9%
Satisfied	35.3%	35.6%	28.9%	33.1%
Neutral	35.3%	36.2%	27.8%	32.9%
Dissatisfied	16.7%	14.4%	18.2%	16.4%
Very dissatisfied	6.4%	6.9%	9.6%	7.7%

**Q20-4. Enforcing maintenance of commercial property**

Very satisfied	4.1%	4.8%	12.3%	7.2%
Satisfied	39.3%	29.9%	25.1%	31.1%
Neutral	33.1%	43.1%	32.2%	36.2%
Dissatisfied	17.2%	15.0%	21.6%	18.0%
Very dissatisfied	6.2%	7.2%	8.8%	7.5%

**Q20. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q20-5. Enforcing codes designed to address public safety & nuisance issues**

Very satisfied	6.6%	9.6%	14.5%	10.5%
Satisfied	38.2%	33.6%	28.3%	33.0%
Neutral	38.2%	36.3%	26.6%	33.2%
Dissatisfied	11.8%	14.4%	19.7%	15.6%
Very dissatisfied	5.1%	6.2%	11.0%	7.7%

**Q21. How likely would you be to recommend University City to a friend or colleague... (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q21-1. As a place to live**

Very likely	42.8%	48.3%	40.7%	43.9%
Likely	39.8%	38.8%	42.2%	40.3%
Neutral	11.9%	10.4%	13.1%	11.8%
Not likely	5.0%	2.5%	4.0%	3.8%
Not likely at all	0.5%	0.0%	0.0%	0.2%

**Q21-2. As a place to raise children**

Very likely	32.1%	33.2%	35.4%	33.6%
Likely	28.9%	30.4%	35.9%	31.8%
Neutral	20.3%	20.7%	19.3%	20.1%
Not likely	13.9%	13.6%	8.9%	12.1%
Not likely at all	4.8%	2.2%	0.5%	2.5%

**Q21. How likely would you be to recommend University City to a friend or colleague... (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q21-3. As a place to retire</u>				
Very likely	32.3%	32.3%	34.2%	32.9%
Likely	32.8%	37.0%	37.4%	35.7%
Neutral	17.9%	19.6%	20.5%	19.3%
Not likely	14.4%	9.5%	6.3%	10.1%
Not likely at all	2.6%	1.6%	1.6%	1.9%

Q21-4. As a place to work

Very likely	28.5%	30.4%	29.0%	29.3%
Likely	40.8%	35.7%	42.0%	39.5%
Neutral	17.9%	25.0%	22.5%	21.7%
Not likely	11.7%	8.3%	5.3%	8.5%
Not likely at all	1.1%	0.6%	1.2%	1.0%

**Q21. How likely would you be to recommend University City to a friend or colleague... (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q21-5. As a place to build a business**

Very likely	23.6%	25.3%	29.3%	26.1%
Likely	33.3%	36.1%	34.5%	34.6%
Neutral	27.6%	28.9%	26.4%	27.6%
Not likely	12.6%	9.0%	7.5%	9.7%
Not likely at all	2.9%	0.6%	2.3%	1.9%

**Q21-6. As a place to visit**

Very likely	42.9%	39.9%	47.7%	43.5%
Likely	36.9%	40.4%	41.0%	39.4%
Neutral	13.6%	16.2%	8.7%	12.9%
Not likely	5.6%	2.5%	2.1%	3.4%
Not likely at all	1.0%	1.0%	0.5%	0.8%

**Q21. How likely would you be to recommend University City to a friend or colleague... (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q21-7. Overall quality of life in University City**

Very likely	29.9%	35.9%	41.0%	35.6%
Likely	49.2%	46.5%	45.1%	46.9%
Neutral	17.3%	14.1%	12.3%	14.6%
Not likely	2.5%	3.5%	1.5%	2.5%
Not likely at all	1.0%	0.0%	0.0%	0.3%

**Q22. The City Provides City Services Equitably: Please rate your level of agreement with how fairly and impartially each City department treats all members of the public. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q22-1. Building Permits**

Strongly agree	16.1%	20.6%	24.6%	20.4%
Agree	25.8%	33.8%	36.1%	31.9%
Neutral	37.1%	22.1%	21.3%	26.7%
Disagree	12.9%	19.1%	14.8%	15.7%
Strongly disagree	8.1%	4.4%	3.3%	5.2%

**Q22-2. Code Enforcement**

Strongly agree	10.8%	18.3%	26.0%	18.7%
Agree	20.0%	26.8%	31.5%	26.3%
Neutral	36.9%	29.6%	23.3%	29.7%
Disagree	26.2%	19.7%	16.4%	20.6%
Strongly disagree	6.2%	5.6%	2.7%	4.8%

**Q22. The City Provides City Services Equitably: Please rate your level of agreement with how fairly and impartially each City department treats all members of the public. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q22-3. Police**

Strongly agree	29.6%	40.6%	31.4%	33.9%
Agree	41.8%	30.7%	45.7%	39.5%
Neutral	18.4%	11.9%	12.4%	14.1%
Disagree	4.1%	10.9%	7.6%	7.6%
Strongly disagree	6.1%	5.9%	2.9%	4.9%

**Q22-4. Fire & Emergency Medical Services (EMS)**

Strongly agree	34.4%	45.5%	39.5%	40.1%
Agree	39.1%	37.7%	43.2%	40.1%
Neutral	20.3%	14.3%	17.3%	17.1%
Disagree	3.1%	1.3%	0.0%	1.4%
Strongly disagree	3.1%	1.3%	0.0%	1.4%



**Q22. The City Provides City Services Equitably: Please rate your level of agreement with how fairly and impartially each City department treats all members of the public. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q22-5. Parks & Recreation**

Strongly agree	22.7%	25.7%	32.5%	27.4%
Agree	46.6%	42.9%	46.5%	45.3%
Neutral	23.9%	22.9%	15.8%	20.5%
Disagree	6.8%	8.6%	3.5%	6.2%
Strongly disagree	0.0%	0.0%	1.8%	0.7%

**Q22-6. Public Works & Streets Maintenance**

Strongly agree	24.0%	16.3%	24.5%	21.7%
Agree	37.5%	36.7%	31.8%	35.2%
Neutral	21.9%	30.6%	22.7%	25.0%
Disagree	10.4%	11.2%	14.5%	12.2%
Strongly disagree	6.3%	5.1%	6.4%	5.9%

**Q22. The City Provides City Services Equitably: Please rate your level of agreement with how fairly and impartially each City department treats all members of the public. (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q22-7. Trash, Recycling, &amp; Yard Waste Collection</u>				
Strongly agree	34.8%	27.2%	30.4%	30.7%
Agree	41.5%	40.1%	45.9%	42.6%
Neutral	13.3%	24.5%	16.9%	18.4%
Disagree	7.4%	7.5%	5.4%	6.7%
Strongly disagree	3.0%	0.7%	1.4%	1.6%

**Q23. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q23. Have you contacted City with a question, problem, or complaint during past year**

Yes	44.6%	39.2%	50.5%	44.7%
No	55.4%	60.8%	49.5%	55.3%

**Q23b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience. (without "don't know")**

N=272	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q23b-1. How easy the department was to contact**

Very satisfied	24.4%	31.3%	22.5%	25.7%
Satisfied	42.2%	32.5%	44.1%	40.1%
Neutral	14.4%	15.0%	19.6%	16.5%
Dissatisfied	12.2%	12.5%	9.8%	11.4%
Very dissatisfied	6.7%	8.8%	3.9%	6.3%

**Q23b-2. How courteously you were treated**

Very satisfied	29.9%	36.3%	38.4%	35.0%
Satisfied	43.7%	35.0%	41.4%	40.2%
Neutral	13.8%	16.3%	13.1%	14.3%
Dissatisfied	8.0%	11.3%	3.0%	7.1%
Very dissatisfied	4.6%	1.3%	4.0%	3.4%

**Q23b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience. (without "don't know")**

N=272	Ward			Total
	Ward 1	Ward 2	Ward 3	
<u>Q23b-3. Technical competence &amp; knowledge of City employees who assisted you</u>				
Very satisfied	31.4%	32.5%	31.2%	31.6%
Satisfied	31.4%	29.9%	46.2%	36.3%
Neutral	24.4%	19.5%	12.9%	18.8%
Dissatisfied	7.0%	14.3%	5.4%	8.6%
Very dissatisfied	5.8%	3.9%	4.3%	4.7%

Q23b-4. Overall responsiveness of City employees to your request or concern

Very satisfied	25.3%	23.8%	26.0%	25.1%
Satisfied	27.6%	26.3%	39.0%	31.5%
Neutral	14.9%	17.5%	15.0%	15.7%
Dissatisfied	16.1%	18.8%	8.0%	13.9%
Very dissatisfied	16.1%	13.8%	12.0%	13.9%

**Q24. How supportive would you be of a ¼ cent increase to the current 0.25% sales tax used for Fire Services for paramedic healthcare services that will help the City expand paramedic services? (without "don't know")**

N=608	Ward			Total
	Ward 1	Ward 2	Ward 3	

**Q24. How supportive would you be of a 1/4 cent increase to current 0.25% sales tax for Fire Services for paramedic healthcare services**

Very supportive	38.5%	41.1%	35.3%	38.3%
Somewhat supportive	26.2%	25.8%	25.7%	25.9%
Neutral	13.9%	8.4%	23.0%	15.1%
Not supportive	13.4%	13.2%	8.0%	11.5%
Not at all supportive	8.0%	11.6%	8.0%	9.2%



## Tabular Data

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

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of public safety services-police & fire	34.7%	42.9%	14.8%	2.6%	0.7%	4.3%
Q1-2. Overall quality of City parks & recreation programs & facilities	24.5%	42.9%	19.6%	6.9%	1.5%	4.6%
Q1-3. Overall maintenance of City streets	10.2%	33.6%	28.0%	19.7%	7.7%	0.8%
Q1-4. Overall maintenance of City buildings/facilities	13.2%	36.7%	28.8%	6.1%	1.6%	13.7%
Q1-5. Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	14.1%	31.1%	28.0%	13.7%	4.6%	8.6%
Q1-6. Overall quality of customer service you receive from City employees	21.4%	34.7%	24.7%	7.7%	2.3%	9.2%
Q1-7. Overall effectiveness of City communication with citizens	18.8%	38.7%	25.8%	12.2%	2.3%	2.3%
Q1-8. Overall flow of traffic & congestion management in City	19.6%	45.9%	25.5%	6.3%	1.0%	1.8%



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

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of public safety services-police & fire	36.3%	44.8%	15.5%	2.7%	0.7%
Q1-2. Overall quality of City parks & recreation programs & facilities	25.7%	45.0%	20.5%	7.2%	1.6%
Q1-3. Overall maintenance of City streets	10.3%	33.8%	28.2%	19.9%	7.8%
Q1-4. Overall maintenance of City buildings/facilities	15.2%	42.5%	33.3%	7.0%	1.9%
Q1-5. Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	15.5%	34.0%	30.6%	14.9%	5.0%
Q1-6. Overall quality of customer service you receive from City employees	23.6%	38.2%	27.2%	8.5%	2.5%
Q1-7. Overall effectiveness of City communication with citizens	19.2%	39.6%	26.4%	12.5%	2.4%
Q1-8. Overall flow of traffic & congestion management in City	19.9%	46.7%	26.0%	6.4%	1.0%

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

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police & fire	121	19.9 %
Overall quality of City parks & recreation programs & facilities	77	12.7 %
Overall maintenance of City streets	167	27.5 %
Overall maintenance of City buildings/facilities	24	3.9 %
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	71	11.7 %
Overall quality of customer service you receive from City employees	28	4.6 %
Overall effectiveness of City communication with citizens	39	6.4 %
Overall flow of traffic & congestion management in City	26	4.3 %
None chosen	55	9.0 %
Total	608	100.0 %

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

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services-police & fire	86	14.1 %
Overall quality of City parks & recreation programs & facilities	86	14.1 %
Overall maintenance of City streets	139	22.9 %
Overall maintenance of City buildings/facilities	31	5.1 %
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	58	9.5 %
Overall quality of customer service you receive from City employees	43	7.1 %
Overall effectiveness of City communication with citizens	54	8.9 %
Overall flow of traffic & congestion management in City	39	6.4 %
None chosen	72	11.8 %
Total	608	100.0 %

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

Q2. 3rd choice	Number	Percent
Overall quality of public safety services-police & fire	61	10.0 %
Overall quality of City parks & recreation programs & facilities	76	12.5 %
Overall maintenance of City streets	83	13.7 %
Overall maintenance of City buildings/facilities	48	7.9 %
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	79	13.0 %
Overall quality of customer service you receive from City employees	46	7.6 %
Overall effectiveness of City communication with citizens	84	13.8 %
Overall flow of traffic & congestion management in City	27	4.4 %
None chosen	104	17.1 %
Total	608	100.0 %

**SUM OF TOP 3 CHOICES**

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

Q2. Sum of top 3 choices	Number	Percent
Overall quality of public safety services-police & fire	268	44.0 %
Overall quality of City parks & recreation programs & facilities	239	39.3 %
Overall maintenance of City streets	389	64.1 %
Overall maintenance of City buildings/facilities	103	16.9 %
Overall enforcement of City codes & ordinances for buildings, housing & overall property maintenance	208	34.2 %
Overall quality of customer service you receive from City employees	117	19.3 %
Overall effectiveness of City communication with citizens	177	29.1 %
Overall flow of traffic & congestion management in City	92	15.1 %
None chosen	55	9.0 %
Total	1648	

**Q3. Perceptions: Please rate each of the following.**

(N=608)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q3-1. Overall quality of services provided by City	18.1%	50.0%	21.2%	5.1%	1.5%	4.1%
Q3-2. Overall value that you receive for your City tax dollars & fees	11.7%	35.9%	25.5%	17.3%	5.9%	3.8%
Q3-3. Overall image of City	15.3%	43.6%	23.0%	12.7%	3.0%	2.5%
Q3-4. How well City is planning & managing redevelopment	14.8%	34.7%	26.5%	11.8%	3.9%	8.2%
Q3-5. Overall quality of life in City	23.4%	52.5%	18.1%	3.3%	1.0%	1.8%
Q3-6. Overall feeling of safety in City	16.1%	42.6%	25.0%	11.2%	3.8%	1.3%
Q3-7. Quality of new residential development in City	10.7%	25.7%	29.4%	12.8%	3.8%	17.6%
Q3-8. Quality of new commercial development in City	20.6%	39.1%	20.6%	10.9%	3.3%	5.6%
Q3-9. Quality & efficiency of plan review & permitting services	8.1%	22.2%	27.8%	9.4%	3.8%	28.8%
Q3-10. Overall appearance of City	14.8%	43.9%	25.8%	12.7%	1.6%	1.2%
Q3-11. Quality of special events & cultural opportunities	18.6%	37.3%	23.0%	7.4%	2.5%	11.2%
Q3-12. Quantity of special events & cultural opportunities	16.9%	34.4%	24.2%	9.2%	3.1%	12.2%
Q3-13. Recreational opportunities in City	17.4%	37.2%	21.7%	12.5%	3.0%	8.2%

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

(N=608)

	Excellent	Good	Neutral	Below average	Poor
Q3-1. Overall quality of services provided by City	18.9%	52.1%	22.1%	5.3%	1.5%
Q3-2. Overall value that you receive for your City tax dollars & fees	12.1%	37.3%	26.5%	17.9%	6.2%
Q3-3. Overall image of City	15.7%	44.7%	23.6%	13.0%	3.0%
Q3-4. How well City is planning & managing redevelopment	16.1%	37.8%	28.9%	12.9%	4.3%
Q3-5. Overall quality of life in City	23.8%	53.4%	18.4%	3.4%	1.0%
Q3-6. Overall feeling of safety in City	16.3%	43.2%	25.3%	11.3%	3.8%
Q3-7. Quality of new residential development in City	13.0%	31.1%	35.7%	15.6%	4.6%
Q3-8. Quality of new commercial development in City	21.8%	41.5%	21.8%	11.5%	3.5%
Q3-9. Quality & efficiency of plan review & permitting services	11.3%	31.2%	39.0%	13.2%	5.3%
Q3-10. Overall appearance of City	15.0%	44.4%	26.1%	12.8%	1.7%
Q3-11. Quality of special events & cultural opportunities	20.9%	42.0%	25.9%	8.3%	2.8%
Q3-12. Quantity of special events & cultural opportunities	19.3%	39.1%	27.5%	10.5%	3.6%
Q3-13. Recreational opportunities in City	19.0%	40.5%	23.7%	13.6%	3.2%

**Q4. Public Safety: Please rate your satisfaction with the quality of the following.**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Visibility of police in my neighborhood	21.2%	42.8%	22.0%	9.0%	3.1%	1.8%
Q4-2. Visibility of police in retail areas	14.5%	35.7%	27.1%	10.2%	2.5%	10.0%
Q4-3. City's efforts to prevent crime	11.5%	32.7%	30.3%	10.9%	2.8%	11.8%
Q4-4. How quickly police respond to emergencies	20.6%	31.4%	18.1%	5.3%	1.3%	23.4%
Q4-5. Overall competency of University City Police Department	25.2%	36.2%	17.9%	4.6%	1.0%	15.1%
Q4-6. Overall treatment of citizens by University City Police Department	27.6%	30.9%	17.8%	3.3%	1.2%	19.2%
Q4-7. Responsiveness of Police Department in enforcing local traffic laws	12.3%	28.0%	25.5%	11.3%	3.1%	19.7%
Q4-8. Fairness of Police Department's practices in enforcing local traffic laws	15.1%	25.5%	19.9%	5.1%	2.1%	32.2%
Q4-9. Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, neighborhood meetings, etc.)	10.5%	21.1%	24.2%	9.7%	1.3%	33.2%
Q4-10. Overall quality of University City Fire Department	30.3%	32.6%	13.2%	1.5%	0.2%	22.4%
Q4-11. Effectiveness of fire prevention/safety programs	16.8%	25.3%	17.8%	2.8%	0.7%	36.7%
Q4-12. How quickly University City Fire Department responds	26.5%	26.0%	11.0%	1.8%	0.0%	34.7%
Q4-13. Overall competency of University City Fire Department	29.3%	28.5%	10.7%	2.1%	0.0%	29.4%

**Q4. Public Safety: Please rate your satisfaction with the quality of the following.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-14. Treatment/fairness of City's municipal court	8.7%	14.6%	20.2%	3.6%	1.5%	51.3%

**WITHOUT "DON'T KNOW"****Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Visibility of police in my neighborhood	21.6%	43.6%	22.4%	9.2%	3.2%
Q4-2. Visibility of police in retail areas	16.1%	39.7%	30.2%	11.3%	2.7%
Q4-3. City's efforts to prevent crime	13.1%	37.1%	34.3%	12.3%	3.2%
Q4-4. How quickly police respond to emergencies	26.8%	41.0%	23.6%	6.9%	1.7%
Q4-5. Overall competency of University City Police Department	29.7%	42.6%	21.1%	5.4%	1.2%
Q4-6. Overall treatment of citizens by University City Police Department	34.2%	38.3%	22.0%	4.1%	1.4%
Q4-7. Responsiveness of Police Department in enforcing local traffic laws	15.4%	34.8%	31.8%	14.1%	3.9%
Q4-8. Fairness of Police Department's practices in enforcing local traffic laws	22.3%	37.6%	29.4%	7.5%	3.2%
Q4-9. Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, neighborhood meetings, etc.)	15.8%	31.5%	36.2%	14.5%	2.0%
Q4-10. Overall quality of University City Fire Department	39.0%	41.9%	16.9%	1.9%	0.2%
Q4-11. Effectiveness of fire prevention/safety programs	26.5%	40.0%	28.1%	4.4%	1.0%
Q4-12. How quickly University City Fire Department responds	40.6%	39.8%	16.9%	2.8%	0.0%
Q4-13. Overall competency of University City Fire Department	41.5%	40.3%	15.2%	3.0%	0.0%



**WITHOUT "DON'T KNOW"****Q4. Public Safety: Please rate your satisfaction with the quality of the following. (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-14. Treatment/fairness of City's municipal court	17.9%	30.1%	41.6%	7.4%	3.0%

**Q5. Which THREE items from the list in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q5. Top choice	Number	Percent
Visibility of police in my neighborhood	103	16.9 %
Visibility of police in retail areas	36	5.9 %
City's efforts to prevent crime	160	26.3 %
How quickly police respond to emergencies	39	6.4 %
Overall competency of University City Police Department	17	2.8 %
Overall treatment of citizens by University City Police Department	29	4.8 %
Responsiveness of Police Department in enforcing local traffic laws	28	4.6 %
Fairness of Police Department's practices in enforcing local traffic laws	22	3.6 %
Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, neighborhood meetings, etc.)	43	7.1 %
Overall quality of University City Fire Department	1	0.2 %
Effectiveness of fire prevention/safety programs	10	1.6 %
How quickly University City Fire Department responds	1	0.2 %
Overall competency of University City Fire Department	1	0.2 %
Treatment/fairness of City's municipal court	24	3.9 %
None chosen	94	15.5 %
Total	608	100.0 %

**Q5. Which THREE items from the list in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q5. 2nd choice	Number	Percent
Visibility of police in my neighborhood	47	7.7 %
Visibility of police in retail areas	53	8.7 %
City's efforts to prevent crime	61	10.0 %
How quickly police respond to emergencies	39	6.4 %
Overall competency of University City Police Department	37	6.1 %
Overall treatment of citizens by University City Police Department	33	5.4 %
Responsiveness of Police Department in enforcing local traffic laws	45	7.4 %
Fairness of Police Department's practices in enforcing local traffic laws	27	4.4 %
Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, neighborhood meetings, etc.)	49	8.1 %
Overall quality of University City Fire Department	13	2.1 %
Effectiveness of fire prevention/safety programs	16	2.6 %
How quickly University City Fire Department responds	21	3.5 %
Overall competency of University City Fire Department	10	1.6 %
Treatment/fairness of City's municipal court	21	3.5 %
None chosen	136	22.4 %
Total	608	100.0 %

**Q5. Which THREE items from the list in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q5. 3rd choice	Number	Percent
Visibility of police in my neighborhood	43	7.1 %
Visibility of police in retail areas	44	7.2 %
City's efforts to prevent crime	67	11.0 %
How quickly police respond to emergencies	41	6.7 %
Overall competency of University City Police Department	32	5.3 %
Overall treatment of citizens by University City Police Department	30	4.9 %
Responsiveness of Police Department in enforcing local traffic laws	26	4.3 %
Fairness of Police Department's practices in enforcing local traffic laws	19	3.1 %
Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, neighborhood meetings, etc.)	56	9.2 %
Overall quality of University City Fire Department	14	2.3 %
Effectiveness of fire prevention/safety programs	23	3.8 %
How quickly University City Fire Department responds	20	3.3 %
Overall competency of University City Fire Department	8	1.3 %
Treatment/fairness of City's municipal court	30	4.9 %
None chosen	155	25.5 %
Total	608	100.0 %

**SUM OF TOP 3 CHOICES**

**Q5. Which THREE items from the list in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q5. Sum of top 3 choices	Number	Percent
Visibility of police in my neighborhood	193	31.7 %
Visibility of police in retail areas	133	21.8 %
City's efforts to prevent crime	288	47.3 %
How quickly police respond to emergencies	119	19.5 %
Overall competency of University City Police Department	86	14.2 %
Overall treatment of citizens by University City Police Department	92	15.1 %
Responsiveness of Police Department in enforcing local traffic laws	99	16.3 %
Fairness of Police Department's practices in enforcing local traffic laws	68	11.1 %
Police Department engagement within the community (foot/bike patrols, Coffee with a Cop, neighborhood meetings, etc.)	148	24.4 %
Overall quality of University City Fire Department	28	4.6 %
Effectiveness of fire prevention/safety programs	49	8.0 %
How quickly University City Fire Department responds	42	7.0 %
Overall competency of University City Fire Department	19	3.1 %
Treatment/fairness of City's municipal court	75	12.3 %
None chosen	94	15.5 %
Total	1533	

**Q6. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following.**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Maintenance of street signs & traffic signals	17.3%	46.2%	22.4%	7.9%	2.6%	3.6%
Q6-2. Maintenance of City buildings	11.5%	36.7%	25.2%	7.2%	1.3%	18.1%
Q6-3. Snow removal on City streets	11.0%	39.1%	23.2%	14.8%	7.2%	4.6%
Q6-4. Adequacy of City street lighting in business districts	16.1%	43.8%	22.5%	8.9%	2.3%	6.4%
Q6-5. Condition of City sidewalks	6.6%	28.5%	23.7%	27.0%	12.0%	2.3%
Q6-6. Landscaping/appearance of public areas along City streets	21.1%	39.1%	22.9%	10.7%	3.5%	2.8%
Q6-7. Satisfaction with tree trimming/replacement program	10.9%	30.4%	20.6%	18.6%	12.0%	7.6%
Q6-8. Adequacy of residential street lighting	11.8%	36.2%	20.1%	20.2%	7.7%	3.9%

**WITHOUT "DON'T KNOW"****Q6. City Maintenance/Public Works: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Maintenance of street signs & traffic signals	17.9%	48.0%	23.2%	8.2%	2.7%
Q6-2. Maintenance of City buildings	14.1%	44.8%	30.7%	8.8%	1.6%
Q6-3. Snow removal on City streets	11.6%	41.0%	24.3%	15.5%	7.6%
Q6-4. Adequacy of City street lighting in business districts	17.2%	46.7%	24.1%	9.5%	2.5%
Q6-5. Condition of City sidewalks	6.7%	29.1%	24.2%	27.6%	12.3%
Q6-6. Landscaping/appearance of public areas along City streets	21.7%	40.3%	23.5%	11.0%	3.6%
Q6-7. Satisfaction with tree trimming/replacement program	11.7%	32.9%	22.2%	20.1%	13.0%
Q6-8. Adequacy of residential street lighting	12.3%	37.7%	20.9%	21.1%	8.0%

**Q7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals	64	10.5 %
Maintenance of City buildings	41	6.7 %
Snow removal on City streets	89	14.6 %
Adequacy of City street lighting in business districts	26	4.3 %
Condition of City sidewalks	120	19.7 %
Landscaping/appearance of public areas along City streets	23	3.8 %
Satisfaction with tree trimming/replacement program	82	13.5 %
Adequacy of residential street lighting	98	16.1 %
None chosen	65	10.7 %
Total	608	100.0 %

**Q7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of street signs & traffic signals	53	8.7 %
Maintenance of City buildings	37	6.1 %
Snow removal on City streets	73	12.0 %
Adequacy of City street lighting in business districts	36	5.9 %
Condition of City sidewalks	113	18.6 %
Landscaping/appearance of public areas along City streets	56	9.2 %
Satisfaction with tree trimming/replacement program	82	13.5 %
Adequacy of residential street lighting	62	10.2 %
None chosen	96	15.8 %
Total	608	100.0 %

**Q7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q7. 3rd choice	Number	Percent
Maintenance of street signs & traffic signals	49	8.1 %
Maintenance of City buildings	34	5.6 %
Snow removal on City streets	60	9.9 %
Adequacy of City street lighting in business districts	34	5.6 %
Condition of City sidewalks	73	12.0 %
Landscaping/appearance of public areas along City streets	63	10.4 %
Satisfaction with tree trimming/replacement program	92	15.1 %
Adequacy of residential street lighting	74	12.2 %
None chosen	129	21.2 %
Total	608	100.0 %

**SUM OF TOP 3 CHOICES**

**Q7. Which THREE items from the list in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q7. Sum of top 3 choices	Number	Percent
Maintenance of street signs & traffic signals	166	27.3 %
Maintenance of City buildings	112	18.4 %
Snow removal on City streets	222	36.5 %
Adequacy of City street lighting in business districts	96	15.8 %
Condition of City sidewalks	306	50.3 %
Landscaping/appearance of public areas along City streets	142	23.4 %
Satisfaction with tree trimming/replacement program	256	42.1 %
Adequacy of residential street lighting	234	38.5 %
None chosen	65	10.7 %
Total	1599	

**Q8. Waste Collection Service. Please rate your satisfaction with each of the following.**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Quality of residential trash collection services	42.9%	43.6%	6.9%	3.8%	0.8%	2.0%
Q8-2. Quality of recycling collection services	39.6%	39.3%	11.5%	4.3%	1.3%	3.9%
Q8-3. Quality of yard waste collection services	32.2%	33.1%	16.3%	8.6%	3.1%	6.7%
Q8-4. Curbside recycling	38.7%	37.3%	13.3%	3.1%	0.7%	6.9%
Q8-5. Drop-off recycling Location	22.0%	29.1%	18.1%	2.8%	1.2%	26.8%

**WITHOUT "DON'T KNOW"****Q8. Waste Collection Service. Please rate your satisfaction with each of the following. (without "don't know")**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Quality of residential trash collection services	43.8%	44.5%	7.0%	3.9%	0.8%
Q8-2. Quality of recycling collection services	41.3%	40.9%	12.0%	4.5%	1.4%
Q8-3. Quality of yard waste collection services	34.6%	35.4%	17.5%	9.2%	3.4%
Q8-4. Curbside recycling	41.5%	40.1%	14.3%	3.4%	0.7%
Q8-5. Drop-off recycling Location	30.1%	39.8%	24.7%	3.8%	1.6%



**Q9. Maintenance of City Streets: Please rate your satisfaction with the quality of the following.**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Quality of street repair services	8.4%	25.7%	27.6%	22.0%	8.6%	7.7%
Q9-2. Quality of street cleaning services	11.8%	43.8%	23.8%	11.3%	3.1%	6.1%
Q9-3. Quality of snow removal services	12.0%	33.7%	23.2%	16.8%	7.2%	7.1%
Q9-4. Frequency of street cleaning services	10.5%	30.1%	27.0%	19.6%	4.3%	8.6%
Q9-5. Frequency of leaf collection services	14.6%	40.0%	21.5%	12.7%	3.0%	8.2%
Q9-6. Condition of County roads in City, Hanley, Delmar, North & South, Pennsylvania, Vernon, Big Bend, McKnight/Woodson, Midland & Forest Park Pkwy	7.2%	30.4%	26.6%	20.1%	10.5%	5.1%
Q9-7. Condition of State roads in City, Olive Blvd	7.4%	29.6%	29.1%	18.8%	9.4%	5.8%

**WITHOUT "DON'T KNOW"****Q9. Maintenance of City Streets: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Quality of street repair services	9.1%	27.8%	29.9%	23.9%	9.3%
Q9-2. Quality of street cleaning services	12.6%	46.6%	25.4%	12.1%	3.3%
Q9-3. Quality of snow removal services	12.9%	36.3%	25.0%	18.1%	7.8%
Q9-4. Frequency of street cleaning services	11.5%	32.9%	29.5%	21.4%	4.7%
Q9-5. Frequency of leaf collection services	15.9%	43.5%	23.5%	13.8%	3.2%
Q9-6. Condition of County roads in City, Hanley, Delmar, North & South, Pennsylvania, Vernon, Big Bend, McKnight/Woodson, Midland & Forest Park Pkwy	7.6%	32.1%	28.1%	21.1%	11.1%
Q9-7. Condition of State roads in City, Olive Blvd	7.9%	31.4%	30.9%	19.9%	9.9%

**Q10. Parks and Recreation: Please rate your satisfaction with the quality of the following.**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of City parks	20.1%	45.2%	18.9%	5.4%	0.5%	9.9%
Q10-2. How close neighborhood parks are to your home	42.4%	39.6%	9.2%	2.1%	0.7%	5.9%
Q10-3. Number of walking & biking trails in parks	24.3%	35.0%	18.1%	8.6%	1.6%	12.3%
Q10-4. Quality of walking & biking trails in parks	21.2%	33.4%	22.4%	7.1%	0.7%	15.3%
Q10-5. Number of outdoor athletic fields	16.9%	32.2%	22.7%	3.6%	1.0%	23.5%
Q10-6. Quality of outdoor athletic fields	13.8%	28.9%	22.9%	6.1%	1.0%	27.3%
Q10-7. Availability of information about City parks & recreation programs	17.3%	36.2%	23.2%	9.0%	2.0%	12.3%
Q10-8. City's youth fitness programs	6.3%	12.8%	20.2%	6.6%	1.3%	52.8%
Q10-9. City's adult fitness programs	8.4%	15.3%	24.5%	8.2%	2.5%	41.1%
Q10-10. Heman Park Community Center	11.0%	24.7%	19.6%	11.7%	3.1%	29.9%
Q10-11. Heman Park Pool	11.8%	22.0%	19.7%	8.4%	3.5%	34.5%
Q10-12. Centennial Commons	11.2%	25.7%	19.2%	9.9%	2.6%	31.4%
Q10-13. Ruth Park Golf Course	14.6%	21.9%	15.3%	2.8%	0.3%	45.1%

**WITHOUT "DON'T KNOW"****Q10. Parks and Recreation: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of City parks	22.3%	50.2%	21.0%	6.0%	0.5%
Q10-2. How close neighborhood parks are to your home	45.1%	42.1%	9.8%	2.3%	0.7%
Q10-3. Number of walking & biking trails in parks	27.8%	40.0%	20.6%	9.8%	1.9%
Q10-4. Quality of walking & biking trails in parks	25.0%	39.4%	26.4%	8.3%	0.8%
Q10-5. Number of outdoor athletic fields	22.2%	42.2%	29.7%	4.7%	1.3%
Q10-6. Quality of outdoor athletic fields	19.0%	39.8%	31.4%	8.4%	1.4%
Q10-7. Availability of information about City parks & recreation programs	19.7%	41.3%	26.5%	10.3%	2.3%
Q10-8. City's youth fitness programs	13.2%	27.2%	42.9%	13.9%	2.8%
Q10-9. City's adult fitness programs	14.2%	26.0%	41.6%	14.0%	4.2%
Q10-10. Heman Park Community Center	15.7%	35.2%	27.9%	16.7%	4.5%
Q10-11. Heman Park Pool	18.1%	33.7%	30.2%	12.8%	5.3%
Q10-12. Centennial Commons	16.3%	37.4%	28.1%	14.4%	3.8%
Q10-13. Ruth Park Golf Course	26.6%	39.8%	27.8%	5.1%	0.6%

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	141	23.2 %
How close neighborhood parks are to your home	17	2.8 %
Number of walking & biking trails in parks	31	5.1 %
Quality of walking & biking trails in parks	36	5.9 %
Number of outdoor athletic fields	6	1.0 %
Quality of outdoor athletic fields	12	2.0 %
Availability of information about City parks & recreation programs	46	7.6 %
City's youth fitness programs	22	3.6 %
City's adult fitness programs	32	5.3 %
Heman Park Community Center	31	5.1 %
Heman Park Pool	51	8.4 %
Centennial Commons	45	7.4 %
Ruth Park Golf Course	13	2.1 %
None chosen	125	20.6 %
Total	608	100.0 %

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	52	8.6 %
How close neighborhood parks are to your home	19	3.1 %
Number of walking & biking trails in parks	40	6.6 %
Quality of walking & biking trails in parks	68	11.2 %
Number of outdoor athletic fields	6	1.0 %
Quality of outdoor athletic fields	26	4.3 %
Availability of information about City parks & recreation programs	54	8.9 %
City's youth fitness programs	20	3.3 %
City's adult fitness programs	35	5.8 %
Heman Park Community Center	31	5.1 %
Heman Park Pool	46	7.6 %
Centennial Commons	43	7.1 %
Ruth Park Golf Course	14	2.3 %
None chosen	154	25.3 %
Total	608	100.0 %

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	45	7.4 %
How close neighborhood parks are to your home	15	2.5 %
Number of walking & biking trails in parks	32	5.3 %
Quality of walking & biking trails in parks	39	6.4 %
Number of outdoor athletic fields	6	1.0 %
Quality of outdoor athletic fields	17	2.8 %
Availability of information about City parks & recreation programs	41	6.7 %
City's youth fitness programs	39	6.4 %
City's adult fitness programs	36	5.9 %
Heman Park Community Center	48	7.9 %
Heman Park Pool	33	5.4 %
Centennial Commons	51	8.4 %
Ruth Park Golf Course	22	3.6 %
None chosen	184	30.3 %
Total	608	100.0 %

**SUM OF TOP 3 CHOICES**

**Q11. Which THREE items from the list in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	238	39.2 %
How close neighborhood parks are to your home	51	8.4 %
Number of walking & biking trails in parks	103	17.0 %
Quality of walking & biking trails in parks	143	23.5 %
Number of outdoor athletic fields	18	3.0 %
Quality of outdoor athletic fields	55	9.1 %
Availability of information about City parks & recreation programs	141	23.2 %
City's youth fitness programs	81	13.3 %
City's adult fitness programs	103	17.0 %
Heman Park Community Center	110	18.1 %
Heman Park Pool	130	21.4 %
Centennial Commons	139	22.9 %
Ruth Park Golf Course	49	8.0 %
None chosen	125	20.6 %
Total	1486	

**Q12. In the past 12 months, has anyone in your household used any of University City's parks, recreation facilities, or recreation programs?**

Q12. Has your household used any City's parks, recreation facilities, or recreation programs in past 12 months

	Number	Percent
Yes	387	63.7 %
No	211	34.7 %
Don't know	10	1.6 %
Total	608	100.0 %

**WITHOUT "DON'T KNOW"**

**Q12. In the past 12 months, has anyone in your household used any of University City's parks, recreation facilities, or recreation programs? (without "don't know")**

Q12. Has your household used any City's parks, recreation facilities, or recreation programs in past 12 months

	Number	Percent
Yes	387	64.7 %
No	211	35.3 %
Total	598	100.0 %

**Q13. Please rate the importance of each of the following Parks and Recreation initiatives.**

(N=608)

	Very important	Important	Neutral	Not important	Don't know
Q13-1. Your feeling of safety in City parks	66.3%	23.2%	4.1%	0.5%	5.9%
Q13-2. Green space (park) expansion	41.8%	28.9%	15.0%	5.1%	9.2%
Q13-3. Neighborhood park improvements	43.3%	38.7%	9.7%	1.3%	7.1%
Q13-4. Playground improvements	33.6%	32.6%	18.4%	5.1%	10.4%
Q13-5. Park maintenance	55.6%	31.6%	6.6%	0.8%	5.4%

**WITHOUT "DON'T KNOW"****Q13. Please rate the importance of each of the following Parks and Recreation initiatives. (without "don't know")**

(N=608)

	Very important	Important	Neutral	Not important
Q13-1. Your feeling of safety in City parks	70.5%	24.7%	4.4%	0.5%
Q13-2. Green space (park) expansion	46.0%	31.9%	16.5%	5.6%
Q13-3. Neighborhood park improvements	46.5%	41.6%	10.4%	1.4%
Q13-4. Playground improvements	37.4%	36.3%	20.6%	5.7%
Q13-5. Park maintenance	58.8%	33.4%	7.0%	0.9%



**Q14. Which THREE initiatives from the list in Question 13 are of the HIGHEST PRIORITY for you and your family?**

Q14. Top choice	Number	Percent
Your feeling of safety in City parks	343	56.4 %
Green space (park) expansion	59	9.7 %
Neighborhood park improvements	26	4.3 %
Playground improvements	34	5.6 %
Park maintenance	47	7.7 %
None chosen	99	16.3 %
Total	608	100.0 %

**Q14. Which THREE initiatives from the list in Question 13 are of the HIGHEST PRIORITY for you and your family?**

Q14. 2nd choice	Number	Percent
Your feeling of safety in City parks	55	9.0 %
Green space (park) expansion	79	13.0 %
Neighborhood park improvements	144	23.7 %
Playground improvements	65	10.7 %
Park maintenance	134	22.0 %
None chosen	131	21.5 %
Total	608	100.0 %

**Q14. Which THREE initiatives from the list in Question 13 are of the HIGHEST PRIORITY for you and your family?**

Q14. 3rd choice	Number	Percent
Your feeling of safety in City parks	34	5.6 %
Green space (park) expansion	69	11.3 %
Neighborhood park improvements	127	20.9 %
Playground improvements	70	11.5 %
Park maintenance	162	26.6 %
None chosen	146	24.0 %
Total	608	100.0 %

**SUM OF TOP 3 CHOICES****Q14. Which THREE initiatives from the list in Question 13 are of the HIGHEST PRIORITY for you and your family? (top 3)**

Q14. Sum of top 3 choices	Number	Percent
Your feeling of safety in City parks	432	71.0 %
Green space (park) expansion	207	34.0 %
Neighborhood park improvements	297	48.9 %
Playground improvements	169	27.8 %
Park maintenance	343	56.3 %
None chosen	99	16.3 %
Total	1547	

**Q15. City Communication: For each of the items below, please rate how often you use each one.**

(N=608)

	Often	4	3	2	Never	Not provided
Q15-1. City website, ucitymo.org	12.3%	15.8%	25.8%	22.2%	20.1%	3.8%
Q15-2. ROARS newsletter	35.7%	21.7%	17.1%	10.2%	11.0%	4.3%
Q15-3. Parks & Recreation guide	11.2%	16.4%	21.7%	17.8%	29.3%	3.6%
Q15-4. Civic Plus Notify Me	3.0%	3.6%	7.4%	13.5%	66.1%	6.4%
Q15-5. Facebook (City of University City, MO)	8.4%	7.7%	8.2%	13.5%	56.6%	5.6%
Q15-6. Twitter (@UniversityCityMo)	0.8%	2.1%	2.5%	9.7%	78.9%	5.9%
Q15-7. NextDoor	16.0%	10.2%	12.7%	14.5%	41.1%	5.6%
Q15-8. Instagram (UniversityCityMO)	4.6%	4.4%	5.4%	10.9%	68.3%	6.4%

**WITHOUT "NOT PROVIDED"****Q15. City Communication: For each of the items below, please rate how often you use each one. (without "not provided")**

(N=608)

	Often	4	3	2	Never
Q15-1. City website, ucitymo.org	12.8%	16.4%	26.8%	23.1%	20.9%
Q15-2. ROARS newsletter	37.3%	22.7%	17.9%	10.7%	11.5%
Q15-3. Parks & Recreation guide	11.6%	17.1%	22.5%	18.4%	30.4%
Q15-4. Civic Plus Notify Me	3.2%	3.9%	7.9%	14.4%	70.7%
Q15-5. Facebook (City of University City, MO)	8.9%	8.2%	8.7%	14.3%	59.9%
Q15-6. Twitter (@UniversityCityMo)	0.9%	2.3%	2.6%	10.3%	83.9%
Q15-7. NextDoor	16.9%	10.8%	13.4%	15.3%	43.6%
Q15-8. Instagram (UniversityCityMO)	4.9%	4.7%	5.8%	11.6%	72.9%

**Q15. City Communication: Please indicate how effective you feel it is in keeping you informed about City services, programs, and projects.**

(N=608)

	Effective	4	3	2	Ineffective	Not provided
Q15-1. City website, ucitymo.org	22.9%	17.1%	18.8%	6.3%	2.5%	32.6%
Q15-2. ROARS newsletter	35.5%	20.1%	12.2%	3.3%	1.2%	27.8%
Q15-3. Parks & Recreation guide	16.3%	16.4%	13.3%	4.6%	1.5%	47.9%
Q15-4. Civic Plus Notify Me	3.9%	2.5%	4.4%	2.3%	1.3%	85.5%
Q15-5. Facebook (City of University City, MO)	7.9%	8.4%	8.9%	3.0%	1.0%	70.9%
Q15-6. Twitter (@UniversityCityMo)	1.2%	1.5%	2.8%	1.8%	0.3%	92.4%
Q15-7. NextDoor	13.2%	8.1%	8.6%	6.1%	4.6%	59.5%
Q15-8. Instagram (UniversityCityMO)	4.6%	3.6%	4.3%	3.0%	0.5%	84.0%

**WITHOUT “NOT PROVIDED”****Q15. City Communication: Please indicate how effective you feel it is in keeping you informed about City services, programs, and projects. (without "not provided")**

(N=608)

	Effective	4	3	2	Ineffective
Q15-1. City website, ucitymo.org	33.9%	25.4%	27.8%	9.3%	3.7%
Q15-2. ROARS newsletter	49.2%	27.8%	16.9%	4.6%	1.6%
Q15-3. Parks & Recreation guide	31.2%	31.5%	25.6%	8.8%	2.8%
Q15-4. Civic Plus Notify Me	27.3%	17.0%	30.7%	15.9%	9.1%
Q15-5. Facebook (City of University City, MO)	27.1%	28.8%	30.5%	10.2%	3.4%
Q15-6. Twitter (@UniversityCityMo)	15.2%	19.6%	37.0%	23.9%	4.3%
Q15-7. NextDoor	32.5%	19.9%	21.1%	15.0%	11.4%
Q15-8. Instagram (UniversityCityMO)	28.9%	22.7%	26.8%	18.6%	3.1%

**Q16. Which TWO of the City communication methods listed in Question 15 do you MOST PREFER to use to get information about the City?**

Q16. Top choice	Number	Percent
City website, www.ucitymo.org	189	31.1 %
ROARS newsletter	167	27.5 %
Parks & Recreation guide	16	2.6 %
Civic Plus Notify Me	11	1.8 %
Facebook (City of University City, MO)	38	6.3 %
Twitter (@UniversityCityMo)	6	1.0 %
NextDoor	33	5.4 %
Instagram (UniversityCityMO)	20	3.3 %
None chosen	128	21.1 %
Total	608	100.0 %

**Q16. Which TWO of the City communication methods listed in Question 15 do you MOST PREFER to use to get information about the City?**

Q16. 2nd choice	Number	Percent
City website, www.ucitymo.org	109	17.9 %
ROARS newsletter	127	20.9 %
Parks & Recreation guide	56	9.2 %
Civic Plus Notify Me	10	1.6 %
Facebook (City of University City, MO)	62	10.2 %
Twitter (@UniversityCityMo)	6	1.0 %
NextDoor	55	9.0 %
Instagram (UniversityCityMO)	25	4.1 %
None chosen	158	26.0 %
Total	608	100.0 %

**SUM OF TOP 2 CHOICES**

**Q16. Which TWO of the City communication methods listed in Question 15 do you MOST PREFER to use to get information about the City? (top 2)**

Q16. Sum of top 2 choices	Number	Percent
City website, www.ucitymo.org	298	49.0 %
ROARS newsletter	294	48.4 %
Parks & Recreation guide	72	11.8 %
Civic Plus Notify Me	21	3.4 %
Facebook (City of University City, MO)	100	16.5 %
Twitter (@UniversityCityMo)	12	2.0 %
NextDoor	88	14.4 %
Instagram (UniversityCityMO)	45	7.4 %
None chosen	128	21.1 %
Total	1058	

**Q17. City Communication: Please rate your satisfaction with each of the following.**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Availability of information about City programs & services	12.8%	36.8%	27.5%	9.0%	3.3%	10.5%
Q17-2. City's efforts to keep you informed about local issues	13.5%	34.0%	26.0%	13.7%	4.1%	8.7%
Q17-3. How open City is to public involvement & input from residents	13.5%	27.1%	26.8%	12.2%	4.6%	15.8%
Q17-4. Quality of City's website	11.5%	25.5%	28.1%	11.0%	4.3%	19.6%
Q17-5. How well City communicates notices of public meetings	10.2%	25.8%	25.7%	15.3%	4.9%	18.1%
Q17-6. How well City's communications meet your needs	9.5%	32.1%	27.1%	13.7%	5.1%	12.5%

**WITHOUT "DON'T KNOW"****Q17. City Communication: Please rate your satisfaction with each of the following. (without "don't know")**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Availability of information about City programs & services	14.3%	41.2%	30.7%	10.1%	3.7%
Q17-2. City's efforts to keep you informed about local issues	14.8%	37.3%	28.5%	15.0%	4.5%
Q17-3. How open City is to public involvement & input from residents	16.0%	32.2%	31.8%	14.5%	5.5%
Q17-4. Quality of City's website	14.3%	31.7%	35.0%	13.7%	5.3%
Q17-5. How well City communicates notices of public meetings	12.4%	31.5%	31.3%	18.7%	6.0%
Q17-6. How well City's communications meet your needs	10.9%	36.7%	31.0%	15.6%	5.8%

**Q18. Transportation: Please rate your satisfaction with the quality of the following.**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Ease of north/south travel	20.7%	44.4%	17.4%	4.6%	1.5%	11.3%
Q18-2. Ease of east/west travel	19.2%	42.3%	20.6%	4.3%	1.3%	12.3%
Q18-3. Ease of travel from home to schools	15.0%	27.1%	17.9%	1.5%	0.7%	37.8%
Q18-4. Ease of travel from your home to work	21.5%	36.5%	15.5%	2.8%	0.5%	23.2%
Q18-5. Availability of public transportation	9.2%	15.6%	19.4%	11.7%	5.8%	38.3%
Q18-6. Availability of bicycle lanes	6.4%	16.8%	23.8%	15.6%	8.9%	28.5%
Q18-7. Availability of pedestrian walkways	11.3%	33.2%	21.9%	15.5%	5.3%	12.8%
Q18-8. Availability of parking in residential areas	17.6%	40.8%	21.5%	9.5%	1.5%	9.0%
Q18-9. Availability of parking in business districts	10.9%	36.5%	27.6%	14.1%	3.6%	7.2%
Q18-10. Availability of parking Downtown	8.1%	27.8%	24.3%	16.0%	6.1%	17.8%
Q18-11. Width of sidewalks in business districts	14.0%	41.4%	22.9%	8.9%	2.1%	10.7%
Q18-12. Long term transportation planning	4.4%	8.2%	22.4%	8.1%	3.9%	53.0%



**WITHOUT "DON'T KNOW"****Q18. Transportation: Please rate your satisfaction with the quality of the following. (without "don't know")**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Ease of north/south travel	23.4%	50.1%	19.7%	5.2%	1.7%
Q18-2. Ease of east/west travel	22.0%	48.2%	23.5%	4.9%	1.5%
Q18-3. Ease of travel from home to schools	24.1%	43.7%	28.8%	2.4%	1.1%
Q18-4. Ease of travel from your home to work	28.1%	47.5%	20.1%	3.6%	0.6%
Q18-5. Availability of public transportation	14.9%	25.3%	31.5%	18.9%	9.3%
Q18-6. Availability of bicycle lanes	9.0%	23.4%	33.3%	21.8%	12.4%
Q18-7. Availability of pedestrian walkways	13.0%	38.1%	25.1%	17.7%	6.0%
Q18-8. Availability of parking in residential areas	19.3%	44.8%	23.7%	10.5%	1.6%
Q18-9. Availability of parking in business districts	11.7%	39.4%	29.8%	15.2%	3.9%
Q18-10. Availability of parking Downtown	9.8%	33.8%	29.6%	19.4%	7.4%
Q18-11. Width of sidewalks in business districts	15.7%	46.4%	25.6%	9.9%	2.4%
Q18-12. Long term transportation planning	9.4%	17.5%	47.6%	17.1%	8.4%

**Q19. How satisfied are you with culture, dining, and shopping in University City?**

Q19. How satisfied are you with culture, dining, &  
shopping in University City

	Number	Percent
Very satisfied	136	22.4 %
Satisfied	247	40.6 %
Neutral	96	15.8 %
Dissatisfied	71	11.7 %
Very dissatisfied	15	2.5 %
Don't know	43	7.1 %
Total	608	100.0 %

**WITHOUT "DON'T KNOW"****Q19. How satisfied are you with culture, dining, and shopping in University City? (without "don't know")**

Q19. How satisfied are you with culture, dining, &  
shopping in University City

	Number	Percent
Very satisfied	136	24.1 %
Satisfied	247	43.7 %
Neutral	96	17.0 %
Dissatisfied	71	12.6 %
Very dissatisfied	15	2.7 %
Total	565	100.0 %

**Q20. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following.**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Enforcing cleanup of litter & debris on private property	7.9%	28.0%	25.3%	17.4%	6.1%	15.3%
Q20-2. Enforcing mowing & trimming of lawns on private property	8.6%	29.1%	25.7%	14.8%	4.9%	16.9%
Q20-3. Enforcing maintenance of residential property (exterior of homes)	8.4%	28.1%	28.0%	14.0%	6.6%	15.0%
Q20-4. Enforcing maintenance of commercial property	5.8%	24.7%	28.8%	14.3%	5.9%	20.6%
Q20-5. Enforcing codes designed to address public safety & nuisance issues	7.9%	24.7%	24.8%	11.7%	5.8%	25.2%

**WITHOUT "DON'T KNOW"****Q20. Enforcement of Property Maintenance Codes: Please rate your satisfaction with each of the following. (without "don't know")**

(N=608)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Enforcing cleanup of litter & debris on private property	9.3%	33.0%	29.9%	20.6%	7.2%
Q20-2. Enforcing mowing & trimming of lawns on private property	10.3%	35.0%	30.9%	17.8%	5.9%
Q20-3. Enforcing maintenance of residential property (exterior of homes)	9.9%	33.1%	32.9%	16.4%	7.7%
Q20-4. Enforcing maintenance of commercial property	7.2%	31.1%	36.2%	18.0%	7.5%
Q20-5. Enforcing codes designed to address public safety & nuisance issues	10.5%	33.0%	33.2%	15.6%	7.7%

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

(N=608)

	Very likely	Likely	Neutral	Not likely	Not likely at all	Don't know
Q21-1. As a place to live	43.4%	39.8%	11.7%	3.8%	0.2%	1.2%
Q21-2. As a place to raise children	31.1%	29.4%	18.6%	11.2%	2.3%	7.4%
Q21-3. As a place to retire	31.1%	33.7%	18.3%	9.5%	1.8%	5.6%
Q21-4. As a place to work	24.8%	33.6%	18.4%	7.2%	0.8%	15.1%
Q21-5. As a place to build a business	22.0%	29.3%	23.4%	8.2%	1.6%	15.5%
Q21-6. As a place to visit	42.3%	38.3%	12.5%	3.3%	0.8%	2.8%
Q21-7. Overall quality of life in University City	34.5%	45.6%	14.1%	2.5%	0.3%	3.0%

**WITHOUT "DON'T KNOW"****Q21. How likely would you be to recommend University City to a friend or colleague... (without "don't know")**

(N=608)

	Very likely	Likely	Neutral	Not likely	Not likely at all
Q21-1. As a place to live	43.9%	40.3%	11.8%	3.8%	0.2%
Q21-2. As a place to raise children	33.6%	31.8%	20.1%	12.1%	2.5%
Q21-3. As a place to retire	32.9%	35.7%	19.3%	10.1%	1.9%
Q21-4. As a place to work	29.3%	39.5%	21.7%	8.5%	1.0%
Q21-5. As a place to build a business	26.1%	34.6%	27.6%	9.7%	1.9%
Q21-6. As a place to visit	43.5%	39.4%	12.9%	3.4%	0.8%
Q21-7. Overall quality of life in University City	35.6%	46.9%	14.6%	2.5%	0.3%

**Q22. The City Provides City Services Equitably: Please rate your level of agreement with how fairly and impartially each City department treats all members of the public.**

(N=608)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q22-1. Building Permits	6.4%	10.0%	8.4%	4.9%	1.6%	68.6%
Q22-2. Code Enforcement	6.4%	9.0%	10.2%	7.1%	1.6%	65.6%
Q22-3. Police	16.9%	19.7%	7.1%	3.8%	2.5%	50.0%
Q22-4. Fire & Emergency Medical Services (EMS)	14.6%	14.6%	6.3%	0.5%	0.5%	63.5%
Q22-5. Parks & Recreation	13.8%	22.9%	10.4%	3.1%	0.3%	49.5%
Q22-6. Public Works & Streets Maintenance	10.9%	17.6%	12.5%	6.1%	3.0%	50.0%
Q22-7. Trash, Recycling, & Yard Waste Collection	21.7%	30.1%	13.0%	4.8%	1.2%	29.3%

**WITHOUT "DON'T KNOW"**

**Q22. The City Provides City Services Equitably: Please rate your level of agreement with how fairly and impartially each City department treats all members of the public. (without "don't know")**

(N=608)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q22-1. Building Permits	20.4%	31.9%	26.7%	15.7%	5.2%
Q22-2. Code Enforcement	18.7%	26.3%	29.7%	20.6%	4.8%
Q22-3. Police	33.9%	39.5%	14.1%	7.6%	4.9%
Q22-4. Fire & Emergency Medical Services (EMS)	40.1%	40.1%	17.1%	1.4%	1.4%
Q22-5. Parks & Recreation	27.4%	45.3%	20.5%	6.2%	0.7%
Q22-6. Public Works & Streets Maintenance	21.7%	35.2%	25.0%	12.2%	5.9%
Q22-7. Trash, Recycling, & Yard Waste Collection	30.7%	42.6%	18.4%	6.7%	1.6%

**Q23. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?**

Q23. Have you contacted City with a question, problem, or complaint during past year	Number	Percent
Yes	272	44.7 %
No	336	55.3 %
Total	608	100.0 %

**Q23a. Which City department did you contact most recently?**

Q23a. Which City department did you contact most recently	Number	Percent
Trash	49	20.0 %
Public Works	45	18.4 %
Police	24	9.8 %
Permits	19	7.8 %
Code Enforcement	18	7.3 %
Streets	15	6.1 %
Forestry	9	3.7 %
Trees	8	3.3 %
Planning	7	2.9 %
Parks & Recreation	6	2.4 %
Parks	5	2.0 %
Sewer	4	1.6 %
Building	4	1.6 %
Animal Control	3	1.2 %
Recycling	3	1.2 %
City Hall	2	0.8 %
Finance	2	0.8 %
Recreation	1	0.4 %
Tree trimming & removal	1	0.4 %
Maintenance	1	0.4 %
Property maintenance/nuisance complaint	1	0.4 %
Information	1	0.4 %
Community development	1	0.4 %
Property maintenance code for occupancy permit	1	0.4 %
Sewer/drainage	1	0.4 %
Nuisance property	1	0.4 %
Emergency Medical Services	1	0.4 %
Public service, trash	1	0.4 %
Bulk pickup	1	0.4 %
City manager	1	0.4 %
Secretary to the City Manager	1	0.4 %
Residential issue	1	0.4 %
Streets lighting	1	0.4 %
Zoning	1	0.4 %
Mayor and Alderman	1	0.4 %
Property maintenance	1	0.4 %
Fire	1	0.4 %
Communication	1	0.4 %
Trash, Recycling, sidewalks	1	0.4 %
Total	245	100.0 %

**Q23b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience.**

(N=272)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23b-1. How easy the department was to contact	25.7%	40.1%	16.5%	11.4%	6.3%	0.0%
Q23b-2. How courteously you were treated	34.4%	39.6%	14.1%	7.0%	3.3%	1.5%
Q23b-3. Technical competence & knowledge of City employees who assisted you	30.2%	34.7%	17.9%	8.2%	4.5%	4.5%
Q23b-4. Overall responsiveness of City employees to your request or concern	24.7%	31.0%	15.5%	13.7%	13.7%	1.5%

**WITHOUT "DON'T KNOW"**

**Q23b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience. (without "don't know")**

(N=272)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23b-1. How easy the department was to contact	25.7%	40.1%	16.5%	11.4%	6.3%
Q23b-2. How courteously you were treated	35.0%	40.2%	14.3%	7.1%	3.4%
Q23b-3. Technical competence & knowledge of City employees who assisted you	31.6%	36.3%	18.8%	8.6%	4.7%
Q23b-4. Overall responsiveness of City employees to your request or concern	25.1%	31.5%	15.7%	13.9%	13.9%

**Q24. How supportive would you be of a ¼ cent increase to the current 0.25% sales tax used for Fire Services for paramedic healthcare services that will help the City expand paramedic services?**

Q24. How supportive would you be of a 1/4 cent increase to current 0.25% sales tax for Fire Services for paramedic healthcare services

	Number	Percent
Very supportive	216	35.5 %
Somewhat supportive	146	24.0 %
Neutral	85	14.0 %
Not supportive	65	10.7 %
Not at all supportive	52	8.6 %
Don't know	44	7.2 %
Total	608	100.0 %

**WITHOUT "DON'T KNOW"**

**Q24. How supportive would you be of a ¼ cent increase to the current 0.25% sales tax used for Fire Services for paramedic healthcare services that will help the City expand paramedic services? (without "don't know")**

Q24. How supportive would you be of a 1/4 cent increase to current 0.25% sales tax for Fire Services for paramedic healthcare services

	Number	Percent
Very supportive	216	38.3 %
Somewhat supportive	146	25.9 %
Neutral	85	15.1 %
Not supportive	65	11.5 %
Not at all supportive	52	9.2 %
Total	564	100.0 %



**Q25. How long have you been a resident of University City?**

Q25. How long have you been a resident of University City	Number	Percent
0-2 years	65	10.7 %
3-5 years	95	15.6 %
6-10 years	62	10.2 %
11-20 years	111	18.3 %
21+ years	255	41.9 %
Not provided	20	3.3 %
Total	608	100.0 %

**WITHOUT "NOT PROVIDED"****Q25. How long have you been a resident of University City? (without "not provided")**

Q25. How long have you been a resident of University City	Number	Percent
0-2 years	65	11.1 %
3-5 years	95	16.2 %
6-10 years	62	10.5 %
11-20 years	111	18.9 %
21+ years	255	43.4 %
Total	588	100.0 %

**Q27. Which of the following best describes your household?**

Q27. Which following best describes your household	Number	Percent
Own-single family home	484	79.6 %
Own-multifamily unit (condo, apartment, duplex)	30	4.9 %
Rent or lease-single family home	38	6.3 %
Rent-multifamily unit (condo, apartment, duplex)	45	7.4 %
Not provided	11	1.8 %
Total	608	100.0 %

**WITHOUT "NOT PROVIDED"****Q27. Which of the following best describes your household? (without "not provided")**

Q27. Which following best describes your household	Number	Percent
Own-single family home	484	81.1 %
Own-multifamily unit (condo, apartment, duplex)	30	5.0 %
Rent or lease-single family home	38	6.4 %
Rent-multifamily unit (condo, apartment, duplex)	45	7.5 %
Total	597	100.0 %

**Q28. What is your age?**

Q28. Your age	Number	Percent
18-34	118	19.4 %
35-44	116	19.1 %
45-54	122	20.1 %
55-64	108	17.8 %
65+	123	20.2 %
Not provided	21	3.5 %
Total	608	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. What is your age? (without "not provided")**

Q28. Your age	Number	Percent
18-34	118	20.1 %
35-44	116	19.8 %
45-54	122	20.8 %
55-64	108	18.4 %
65+	123	21.0 %
Total	587	100.0 %

**Q29. Including yourself, how many people in your household are...**

	Mean	Sum
number	2.5	1457
Under age 5	0.1	86
Ages 5-9	0.1	77
Ages 10-14	0.1	73
Ages 15-19	0.1	82
Ages 20-24	0.1	81
Ages 25-34	0.3	164
Ages 35-44	0.3	200
Ages 45-54	0.4	230
Ages 55-64	0.3	205
Ages 65-74	0.3	152
Ages 75+	0.2	107

**Q30. Would you say your total annual household income is...**

Q30. Your total annual household income	Number	Percent
Under \$30K	82	13.5 %
\$30K to \$59,999	100	16.4 %
\$60K to \$99,999	120	19.7 %
\$100K to \$149,999	89	14.6 %
\$150K to \$199,999	68	11.2 %
\$200K+	75	12.3 %
Not provided	74	12.2 %
Total	608	100.0 %

**WITHOUT "NOT PROVIDED"****Q30. Would you say your total annual household income is? (without "not provided")**

Q30. Your total annual household income	Number	Percent
Under \$30K	82	15.4 %
\$30K to \$59,999	100	18.7 %
\$60K to \$99,999	120	22.5 %
\$100K to \$149,999	89	16.7 %
\$150K to \$199,999	68	12.7 %
\$200K+	75	14.0 %
Total	534	100.0 %

**Q31. Which of the following best describes your race/ethnicity?**

Q31. Your race/ethnicity	Number	Percent
Asian or Asian Indian	41	6.7 %
Black or African American	202	33.2 %
American Indian or Alaska Native	3	0.5 %
White or Caucasian	338	55.6 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic, Spanish, or Latino/a/x	14	2.3 %
Other	8	1.3 %
Total	607	

**Q31-7. Self-describe your race/ethnicity:**

Q31-7. Self-describe your race/ethnicity	Number	Percent
Jewish	3	37.5 %
Mixed	2	25.0 %
Arab	1	12.5 %
Multi-racial	1	12.5 %
European	1	12.5 %
Total	8	100.0 %

**Q32. Your gender:**

Q32. Your gender	Number	Percent
Male	308	50.7 %
Female	297	48.8 %
Not provided	3	0.5 %
Total	608	100.0 %

**WITHOUT "NOT PROVIDED"****Q32. Your gender: (without "not provided")**

Q32. Your gender	Number	Percent
Male	308	50.9 %
Female	297	49.1 %
Total	605	100.0 %

**Q33. Are you registered to vote in the City of University City?**

Q33. Are you registered to vote in University City	Number	Percent
Yes	541	89.0 %
No	61	10.0 %
Not provided	6	1.0 %
Total	608	100.0 %

**WITHOUT "NOT PROVIDED"****Q33. Are you registered to vote in the City of University City? (without "not provided")**

Q33. Are you registered to vote in University City	Number	Percent
Yes	541	89.9 %
No	61	10.1 %
Total	602	100.0 %



# Survey Instrument



**Mayor Terry Crow**

6801 Delmar Blvd. University City, Missouri 63130, Phone: 314.505.8506, Fax: 314.863.9146

Dear Resident,

The past year for University City has been full of excitement and change. We have been celebrating our Parks Centennial Anniversary and our City has seen economic growth with the opening of Costco and soon-to-be openings of Chase Bank, Chick-fil-A, Raising Cane's, Chipotle, First Watch and St. Louis Bread Co. at the Market at Olive Development. We launched the Housing and Third Ward Revitalization Task Force, and we welcomed the new QuikTrip located at Olive Boulevard and North and South Road. As we continue to grow and create a brighter future for U City, ***we need to hear from you!***

To ensure that we are providing the best services to the residents of University City, we are continuously looking for ways to improve. **I am asking you to share your thoughts and suggestions on the services the City currently provides and how we can improve or better serve your needs and expectations as University City residents.**

***Please complete and return your survey within the next two weeks...***

Please take a few minutes to fill out the enclosed survey and share your feedback. The time you take to fill out the survey will influence decision making of the University City Council and the services we provide. You can return the completed survey in the envelope provided or you can fill out the survey online at [UniversityCityGov.org](http://UniversityCityGov.org).

Thank you in advance for your participation and help in shaping the future of University City. Questions? Contact Assistant City Manager Rajaye Smith at 314.505.8557 or at [rsmith@ucitymo.org](mailto:rsmith@ucitymo.org).

Sincerely,

Terry Crow  
Mayor, City of University City

*Individual responses to the survey will remain confidential. All survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present survey results to the City this spring.*

# 2023 City of University City Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. Please complete and return your survey using the enclosed postage-paid return reply envelope. You may also complete the survey online at [universitycitygov.org](https://universitycitygov.org).

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

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

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

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

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

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



**4. Public Safety. Please rate your satisfaction with the quality of the following.**

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

**5. Which THREE items from the list in Question 4 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 4.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

**6. 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 street signs and traffic signals	5	4	3	2	1	9
2.	Maintenance of City buildings	5	4	3	2	1	9
3.	Snow removal on City streets	5	4	3	2	1	9
4.	Adequacy of City street lighting in business districts	5	4	3	2	1	9
5.	Condition of City sidewalks	5	4	3	2	1	9
6.	Landscaping/appearance of public areas along City streets	5	4	3	2	1	9
7.	Satisfaction with tree trimming/replacement program	5	4	3	2	1	9
8.	Adequacy of residential street lighting	5	4	3	2	1	9

**7. Which THREE items from the list in Question 6 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 6.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

**8. Waste Collection Service. Please rate your satisfaction with each of the following.**

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

9. **Maintenance of City Streets.** Please rate your satisfaction with the quality of the following. Note: Hanley, Delmar, North & South, Pennsylvania, Vernon, Big Bend, McKnight/Woodson, Midland and Forest Park Pkwy are County Roads and should NOT be considered in your ratings.

Street Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The quality of street repair services	5	4	3	2	1	9
2.	The quality of street cleaning services	5	4	3	2	1	9
3.	The quality of snow removal services	5	4	3	2	1	9
4.	The frequency of street cleaning services	5	4	3	2	1	9
5.	The frequency of leaf collection services	5	4	3	2	1	9
6.	Condition of County roads in the City: Hanley, Delmar, North & South, Pennsylvania, Vernon, Big Bend, McKnight/Woodson, Midland and Forest Park Pkwy	5	4	3	2	1	9
7.	Condition of State roads in the City: Olive Blvd	5	4	3	2	1	9

10. **Parks and Recreation.** Please rate your satisfaction with the quality of the following.

Parks and Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of City parks	5	4	3	2	1	9
02.	How close neighborhood parks are to your home	5	4	3	2	1	9
03.	Number of walking and biking trails in parks	5	4	3	2	1	9
04.	Quality of walking and biking trails in parks	5	4	3	2	1	9
05.	Number of outdoor athletic fields	5	4	3	2	1	9
06.	Quality of outdoor athletic fields	5	4	3	2	1	9
07.	Availability of information about City parks and recreation programs	5	4	3	2	1	9
08.	City's youth fitness programs	5	4	3	2	1	9
09.	City's adult fitness programs	5	4	3	2	1	9
10.	Heman Park Community Center	5	4	3	2	1	9
11.	Heman Park Pool	5	4	3	2	1	9
12.	Centennial Commons	5	4	3	2	1	9
13.	Ruth Park Golf Course	5	4	3	2	1	9

11. **Which THREE items from the list in Question 10 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 10.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

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

\_\_\_\_(1) Yes \_\_\_\_ (2) No \_\_\_\_ (9) Don't know

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

Parks and Recreation Initiatives		Very Important	Important	Neutral	Not Important	Don't Know
1.	Your feeling of safety in City parks	4	3	2	1	9
2.	Green space (park) expansion	4	3	2	1	9
3.	Neighborhood park improvements	4	3	2	1	9
4.	Playground improvements	4	3	2	1	9
5.	Park maintenance	4	3	2	1	9

14. **Which THREE initiatives from the list in Question 13 are of the HIGHEST PRIORITY for you and your family?** [Write in your answers below using the numbers from the list in Question 13.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

15. **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.

City Communication		My Usage					Effectiveness				
		Often				Never	Effective				Ineffective
1.	The City website, <a href="http://ucitymo.org">ucitymo.org</a>	5	4	3	2	1	5	4	3	2	1
2.	ROARS newsletter	5	4	3	2	1	5	4	3	2	1
3.	Parks and Recreation guide	5	4	3	2	1	5	4	3	2	1
4.	Civic Plus Notify Me	5	4	3	2	1	5	4	3	2	1
5.	Facebook (City of University City, MO)	5	4	3	2	1	5	4	3	2	1
6.	Twitter (@UniversityCityMo)	5	4	3	2	1	5	4	3	2	1
7.	Nextdoor	5	4	3	2	1	5	4	3	2	1
8.	Instagram (UniversityCityMO)	5	4	3	2	1	5	4	3	2	1

16. Which TWO of the City communication methods listed in Question 15 do you MOST PREFER to use to get information about the City? [Write in your answers below using the numbers from the list in Question 15.]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

17. **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

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

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

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

\_\_\_\_(5) Very satisfied

\_\_\_\_(3) Neutral

\_\_\_\_(1) Very dissatisfied

\_\_\_\_(4) Satisfied

\_\_\_\_(2) Dissatisfied

\_\_\_\_(9) Don't know

**20. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following.**

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

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

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

**22. The City Provides City Services Equitably. Please rate your level of agreement with how fairly and impartially each City department treats all members of the public. If you have not interacted with this department in the past 12 months, please circle "9" for a "Don't Know" response.**

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Building Permits	5	4	3	2	1	9
2.	Code Enforcement	5	4	3	2	1	9
3.	Police	5	4	3	2	1	9
4.	Fire and Emergency Medical Services (EMS)	5	4	3	2	1	9
5.	Parks and Recreation	5	4	3	2	1	9
6.	Public Works and Streets Maintenance	5	4	3	2	1	9
7.	Trash, Recycling, and Yard Waste Collection	5	4	3	2	1	9

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

\_\_\_\_(1) Yes [Answer Q23a-b.]      \_\_\_\_ (2) No [Skip to Q24.]

**23a. Which City department did you contact most recently?** \_\_\_\_\_

**23b. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Please rate each of the following based on your most recent experience.**

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

- 24. How supportive would you be of a ¼ cent increase to the current 0.25% sales tax used for Fire Services for paramedic healthcare services that will help the City expand paramedic services?**  
 \_\_\_\_ (5) Very supportive                      \_\_\_\_ (3) Neutral                      \_\_\_\_ (1) Not at all supportive  
 \_\_\_\_ (4) Somewhat supportive                      \_\_\_\_ (2) Not supportive                      \_\_\_\_ (9) Don't know
- 25. How long have you been a resident of University City?** \_\_\_\_ years
- 26. If you have lived in University City for less than 10 years, from where did you move?**  
 City: \_\_\_\_\_ State: \_\_\_\_\_
- 27. 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)
- 28. What is your age?** \_\_\_\_ years
- 29. 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: \_\_\_\_
- 30. 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
- 31. Which of the following best describes your race/ethnicity?**  
 \_\_\_\_ (01) Asian or Asian Indian                      \_\_\_\_ (05) Native Hawaiian or other Pacific Islander  
 \_\_\_\_ (02) Black or African American                      \_\_\_\_ (06) Hispanic, Spanish, or Latino/a/x  
 \_\_\_\_ (03) American Indian or Alaska Native                      \_\_\_\_ (99) Other: \_\_\_\_\_  
 \_\_\_\_ (04) White or Caucasian
- 32. Your gender:** \_\_\_\_ (1) Male                      \_\_\_\_ (2) Female
- 33. Are you registered to vote in the City of University City?** \_\_\_\_ (1) Yes                      \_\_\_\_ (2) No
- 34. Do you have any other comments or suggestions you would like to share with University City about our services?**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- 35. Would you be willing to participate in future surveys sponsored by University City?**  
 \_\_\_\_ (1) Yes *[Please answer Q35a.]*                      \_\_\_\_ (2) No

**35a. Please provide your contact information.**

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed return-reply 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.