	AGENDA ITEM EXECUTIVE SUMMARY		Agenda Item Number: 7a
	Title:	Presentation of the City of St. Charles 2020 Residential Survey from Jason Morado, ETC Institute.	
	Presenter:	Benjamin Nielsen and Jason Morado (ETC Institute)	
Meeting: Government Operations Committee Date: September 8, 2020			
Proposed Cost: \$ (N/A)		Budgeted Amount: \$ (N/A)	Not Budgeted: <input type="checkbox"/>
Executive Summary <i>(if not budgeted please explain):</i> <p>The residential survey is a crucial step of the strategic planning process in St. Charles. Jason Morado, from the ETC Institute, will be presenting the findings from the 2020 survey that was conducted from March through May. The presentation will cover the attitudes of residents in the community, benchmark figures from comparable communities, and areas of prioritization. Jason will be open to comments and questions from the council regarding raw data, methodology, and operationalization of the survey.</p> <p>Citizen Comment is also welcome.</p>			
Attachments <i>(please list):</i> Residential Survey Presentation			
Recommendation/Suggested Action <i>(briefly explain):</i> Recommendation to accept and place on file the City of St. Charles 2020 Resident Survey			

2020 Resident Survey

City of St. Charles, Illinois



Presented by

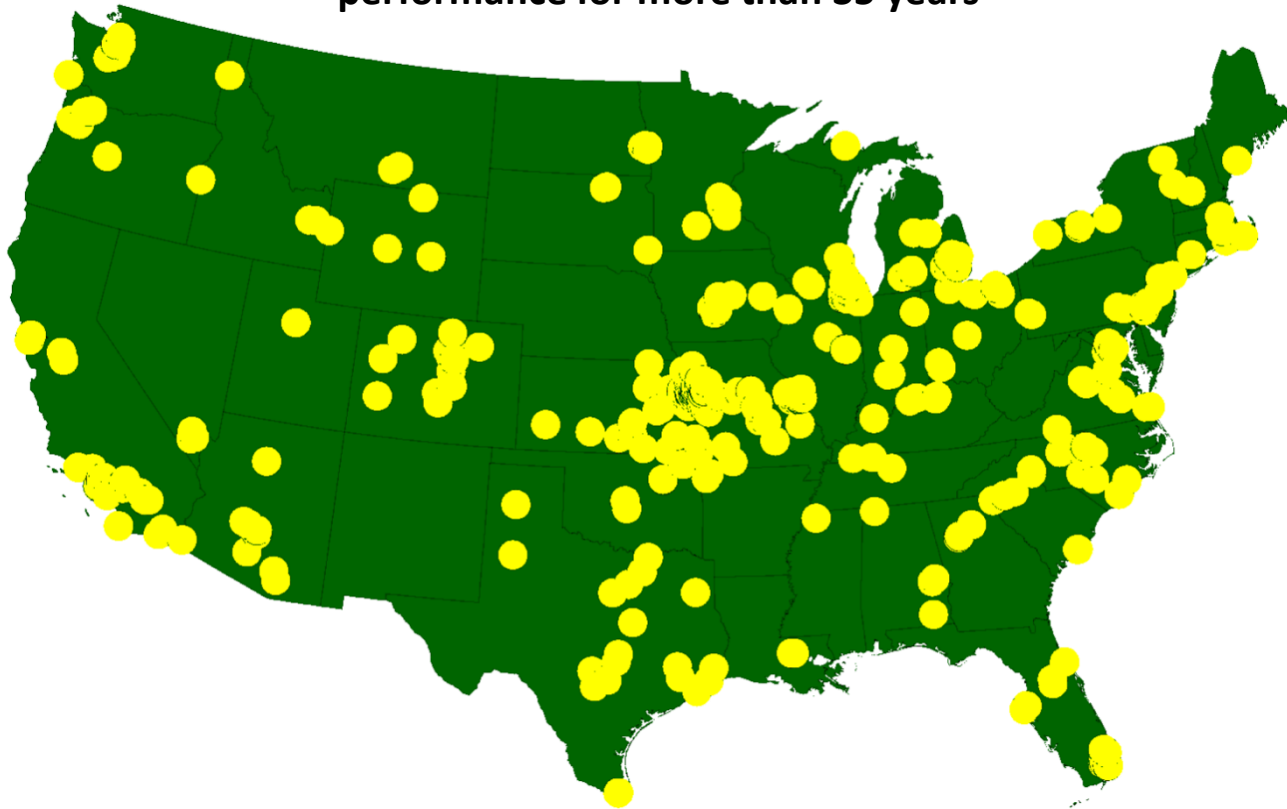


August 2020

ETC Institute

A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 35 years



**More than 2,200,000 Persons Surveyed Since 2010
for more than 900 communities in 49 States**

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

Purpose

- **To objectively assess resident satisfaction with the delivery of City services**
- **To help determine priorities for the community**
- **To set a baseline for future surveys**
- **To compare St. Charles's performance with other communities regionally and nationally**

Methodology

- **Survey Description**

- ☐ six-page survey
- ☐ each survey took approximately 15-20 minutes to complete

- **Method of Administration**

- ☐ by mail and online to randomly selected sample of households throughout the City

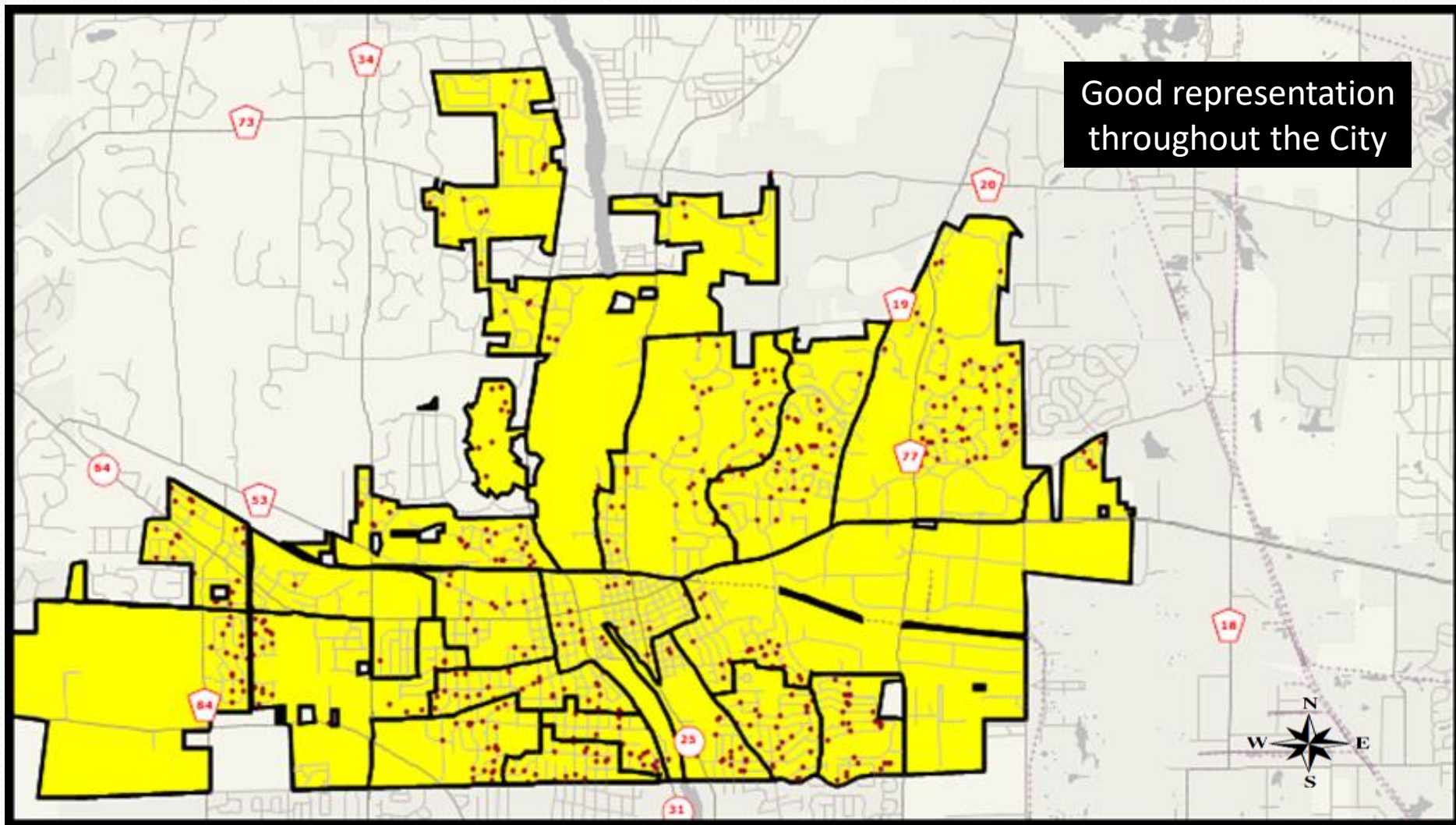
- **Sample size:**

- ☐ completed surveys: 507 (goal was 400)
- ☐ demographics of survey respondents accurately reflects the actual population of the City

- **Confidence level: 95%**

- **Margin of error: +/- 4.3% overall**

Location of Survey Respondents



Bottom Line Up Front

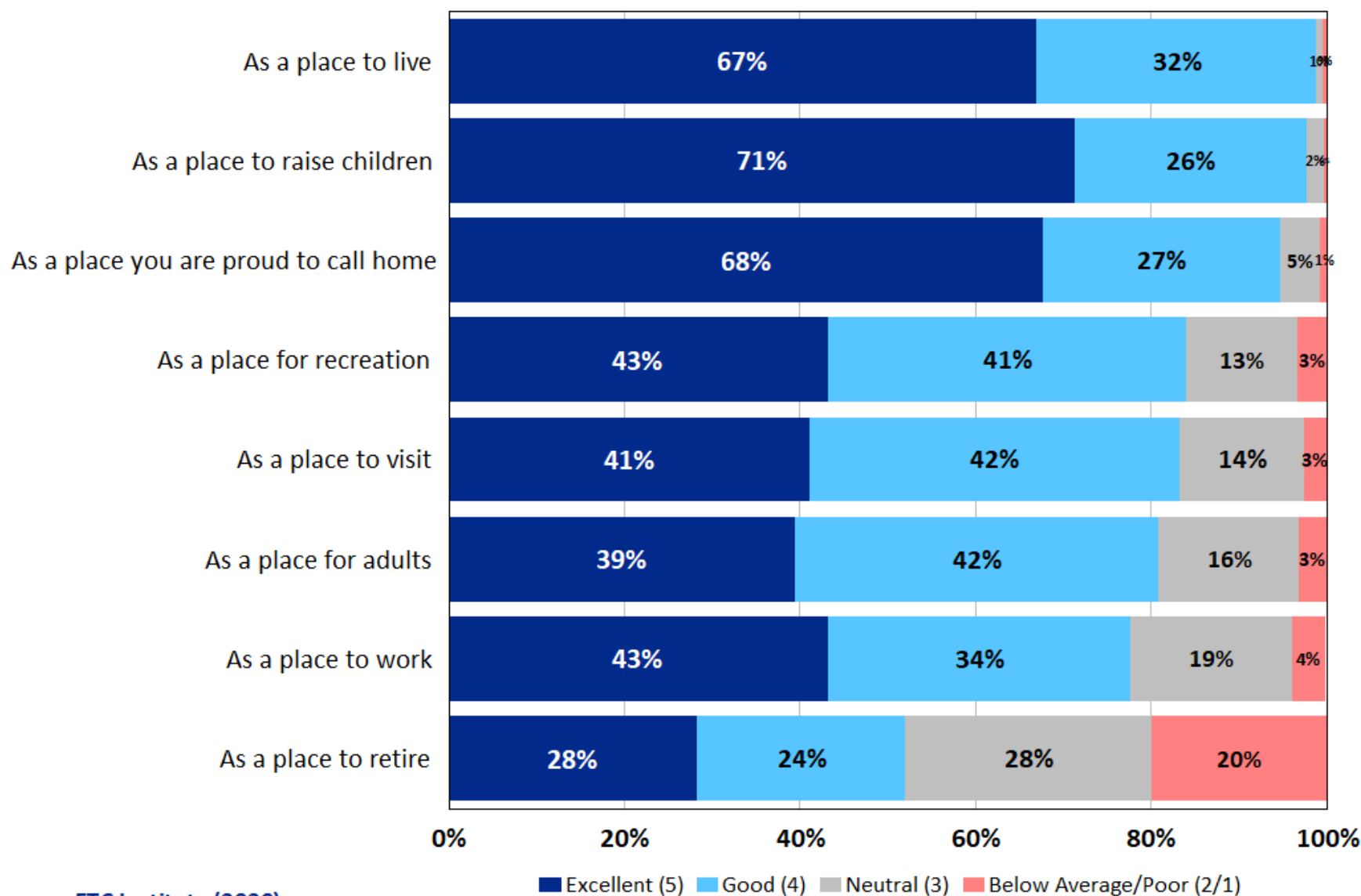
- **Residents Have a Very Positive Perception of the City**
 - ❑ 99% rated St. Charles as an excellent or good place to live
 - ❑ 98% rated St. Charles as an excellent or good place to raise children
- **Satisfaction with City Services is Much Higher in St. Charles Than Other Communities**
 - ❑ St. Charles rated higher than the U.S. Average in 54 of 55 areas
 - ❑ Satisfaction with the Overall Quality of City Services rated 43% above the U.S. Average
 - ❑ Satisfaction with the Overall Quality of Customer Service rated 41% above the U.S. Average
- **Top Community Priorities Over the Next Five Years:**
 - ❑ Overall Value for City Tax Dollars and Fees
 - ❑ Traffic Flow and Congestion Management

Major Finding #1

**Residents Have a Very Positive
Perception of the City**

Q1. Overall Perceptions of the City

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

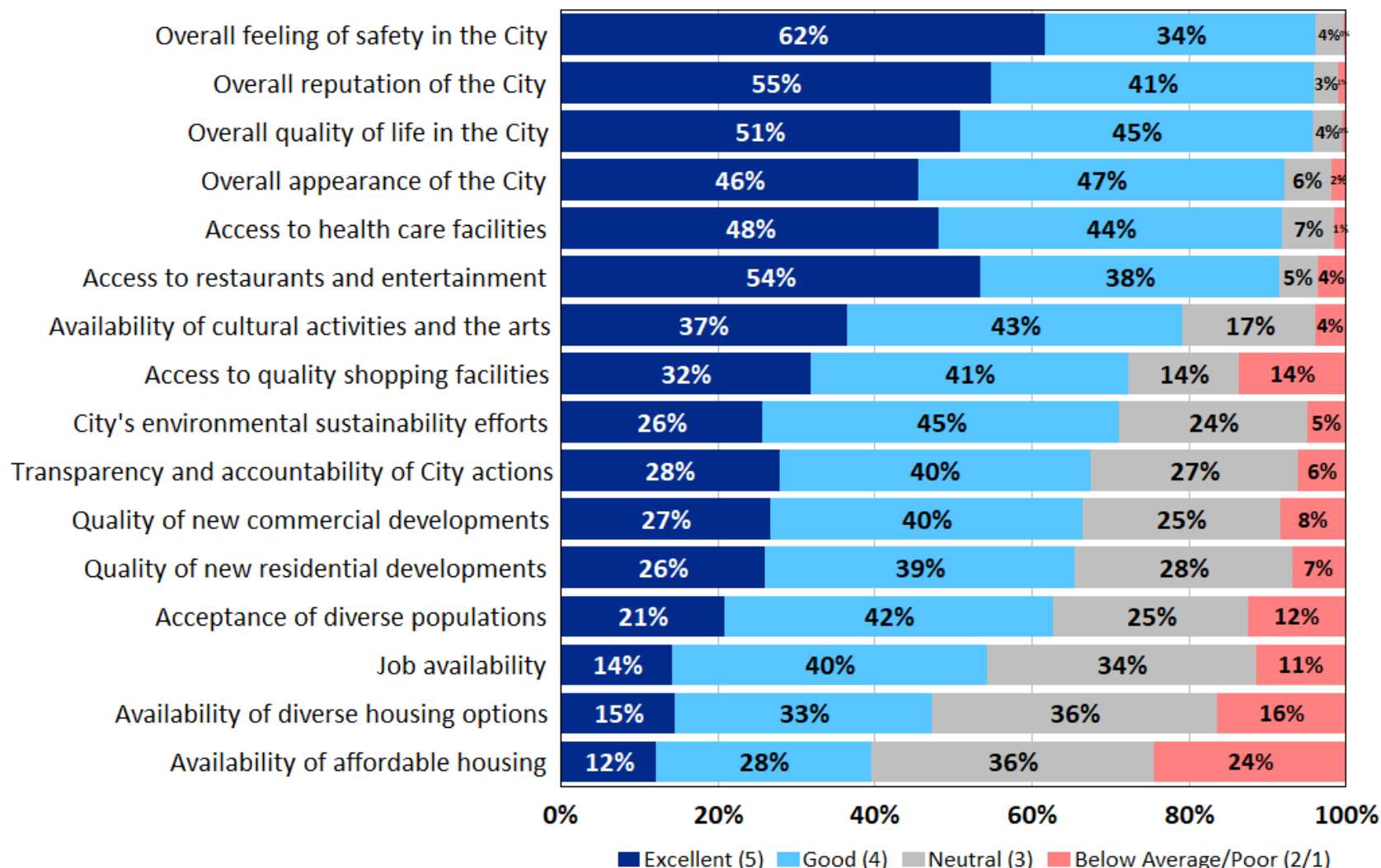


Source: ETC Institute (2020)

Nearly All Residents Rated St. Charles as an Excellent or Good Place to Live and Raise Children

Q2. Satisfaction with Items That May Influence Your Perception of St. Charles

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

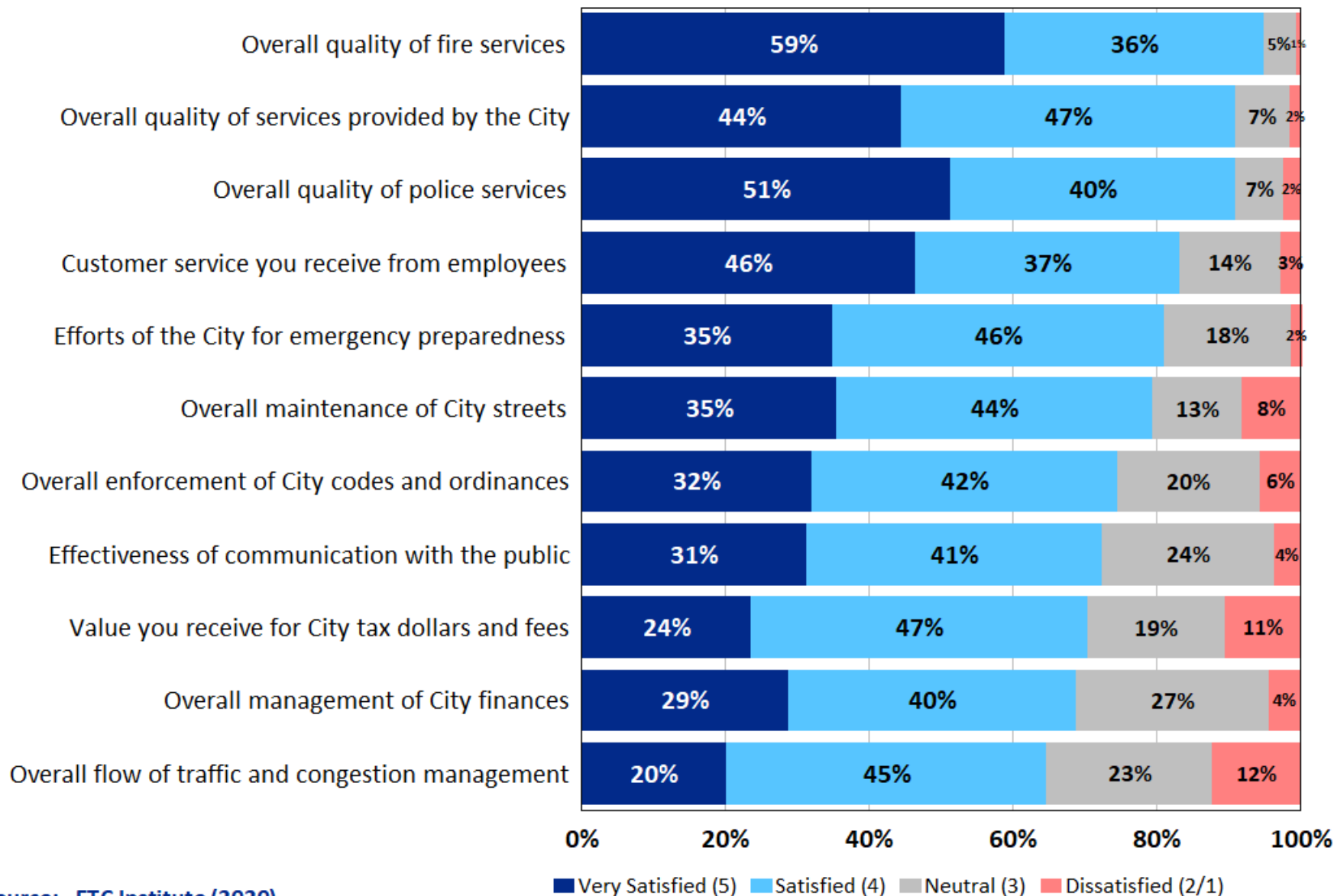


Source: ETC Institute (2020)

Over 95% of Residents Are Satisfied with the Overall Feeling of Safety, Reputation and Quality of Life in St. Charles

Q3. Satisfaction with Major Categories of City Service

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

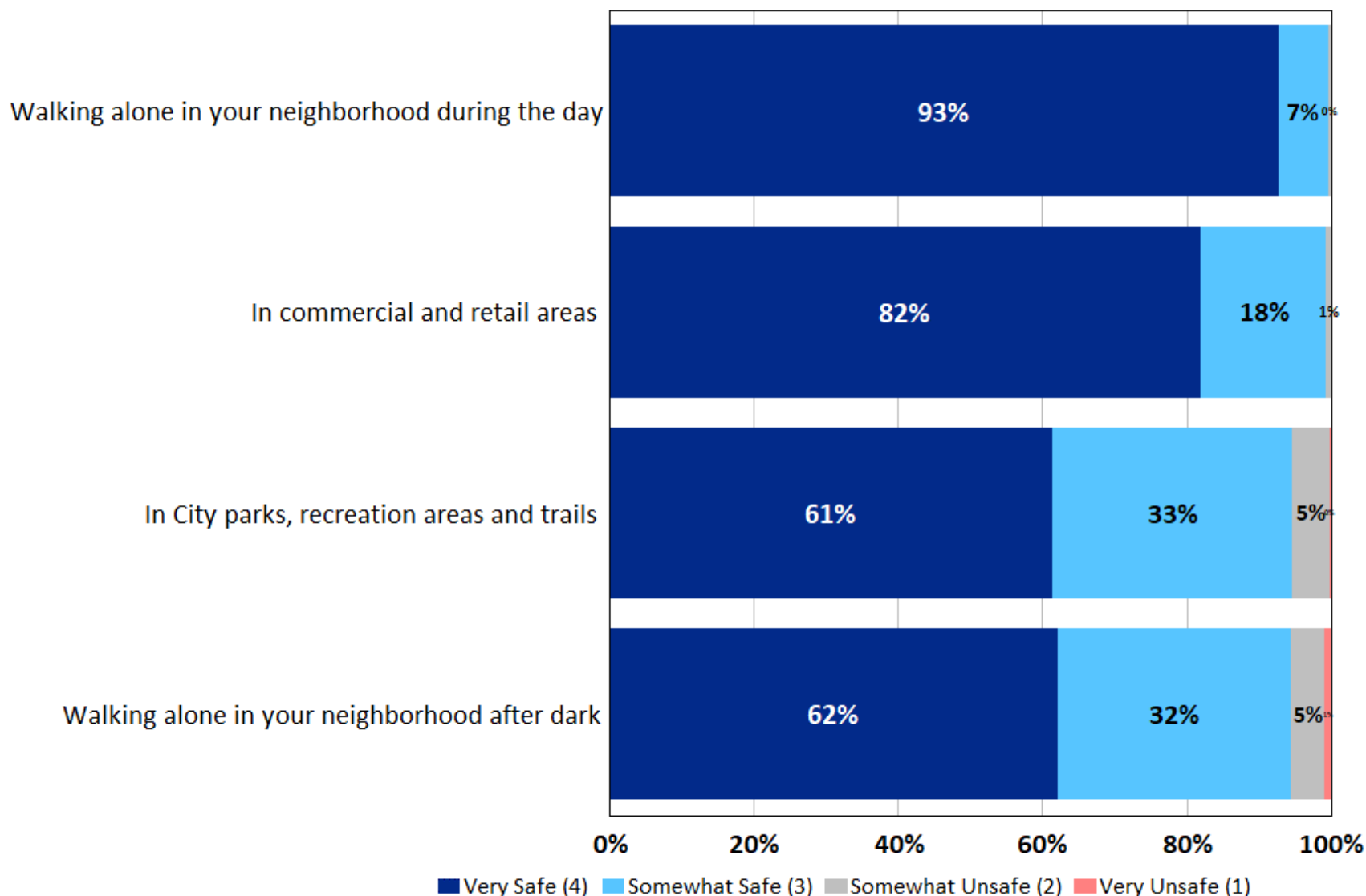


Source: ETC Institute (2020)

All Major Categories Received High Satisfaction Ratings

Q7. Feeling of Safety in Various Situations in St. Charles

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



Source: ETC Institute (2020)

Major Finding #2

**Residents Throughout the City
Are Satisfied with City Services**

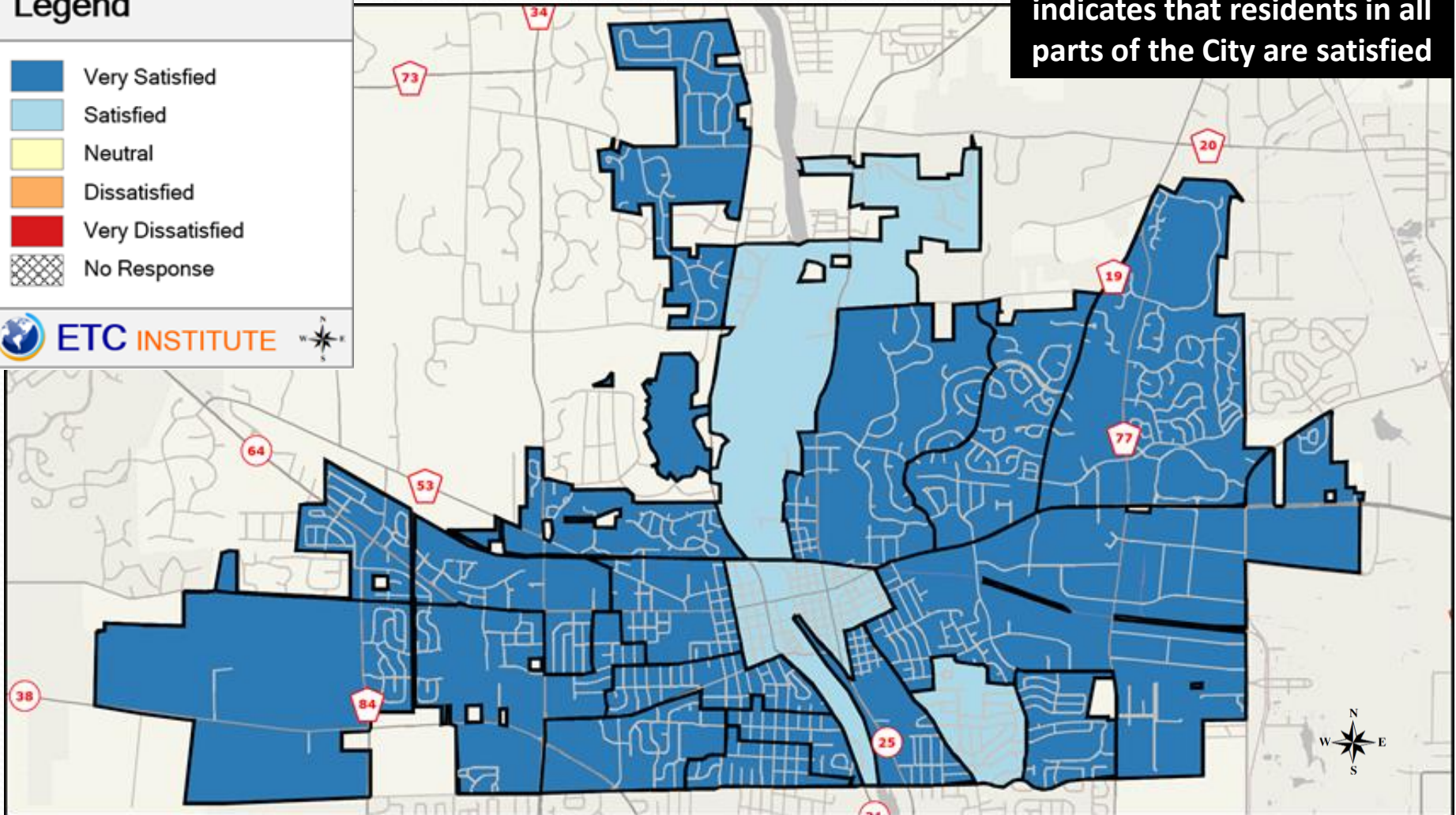
Overall Quality of Police Services

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



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



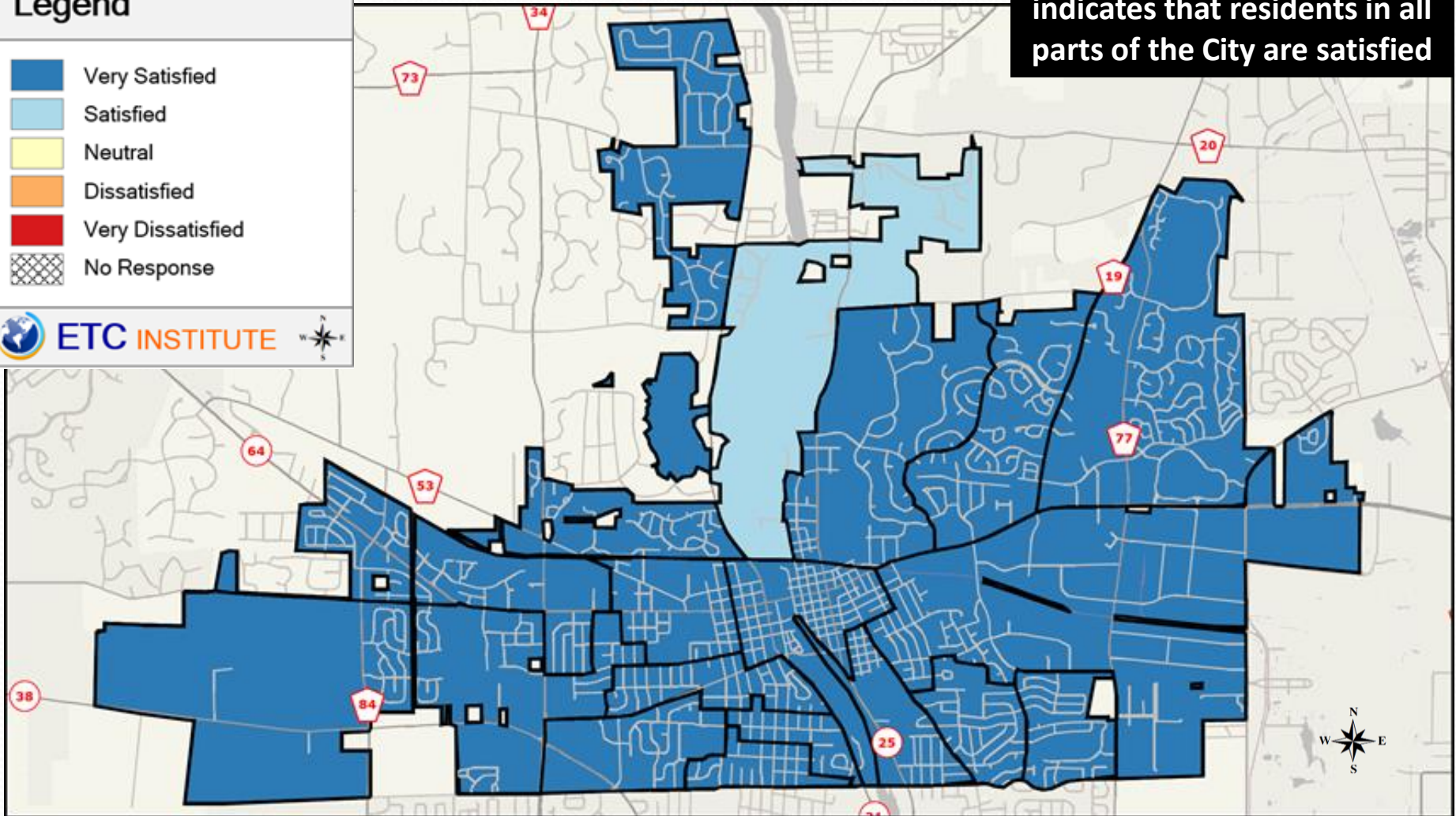
Overall Quality of Fire Services

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



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

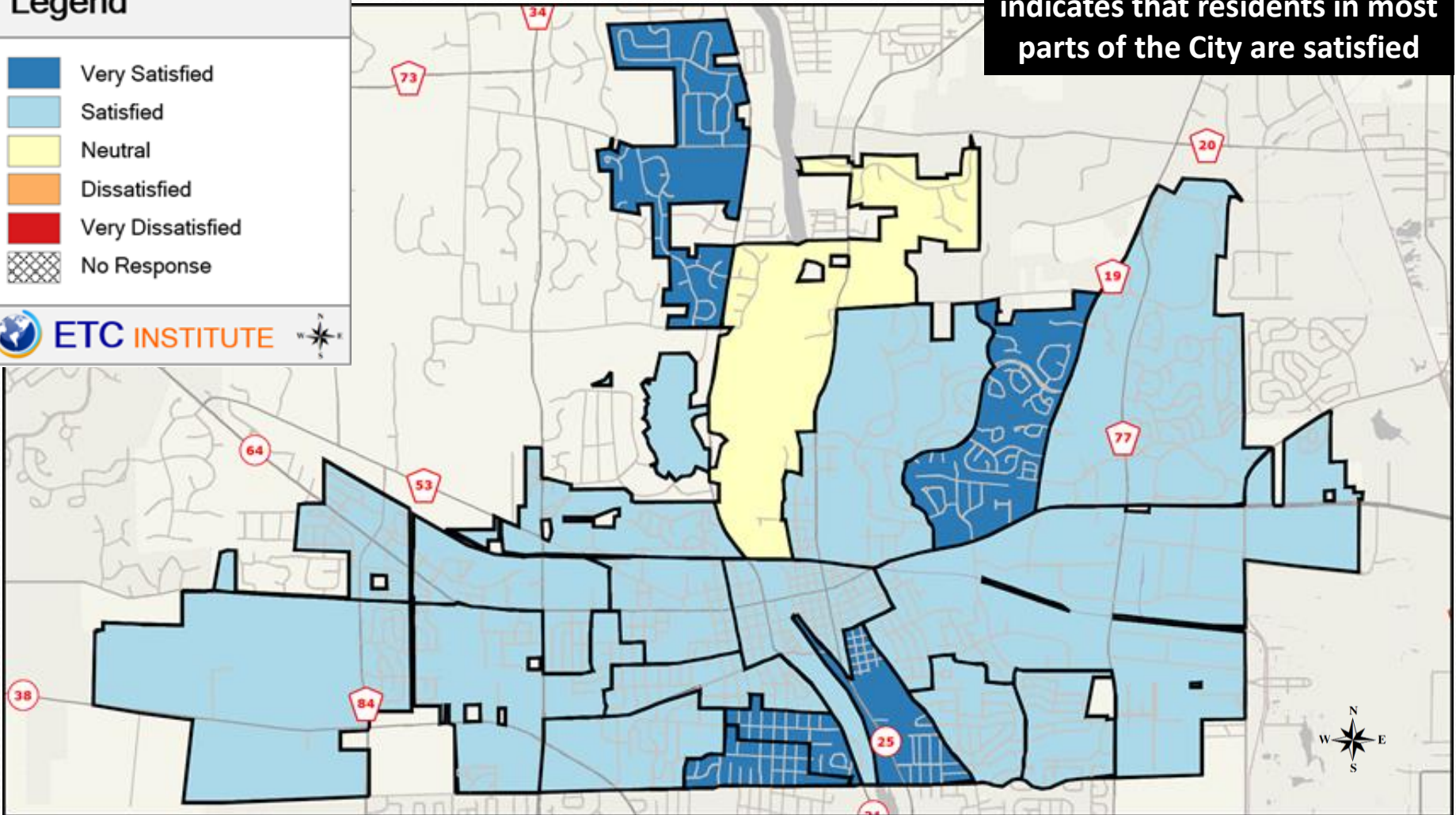


Overall Maintenance of City Streets

Most areas are in BLUE, which indicates that residents in most parts of the City are satisfied

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



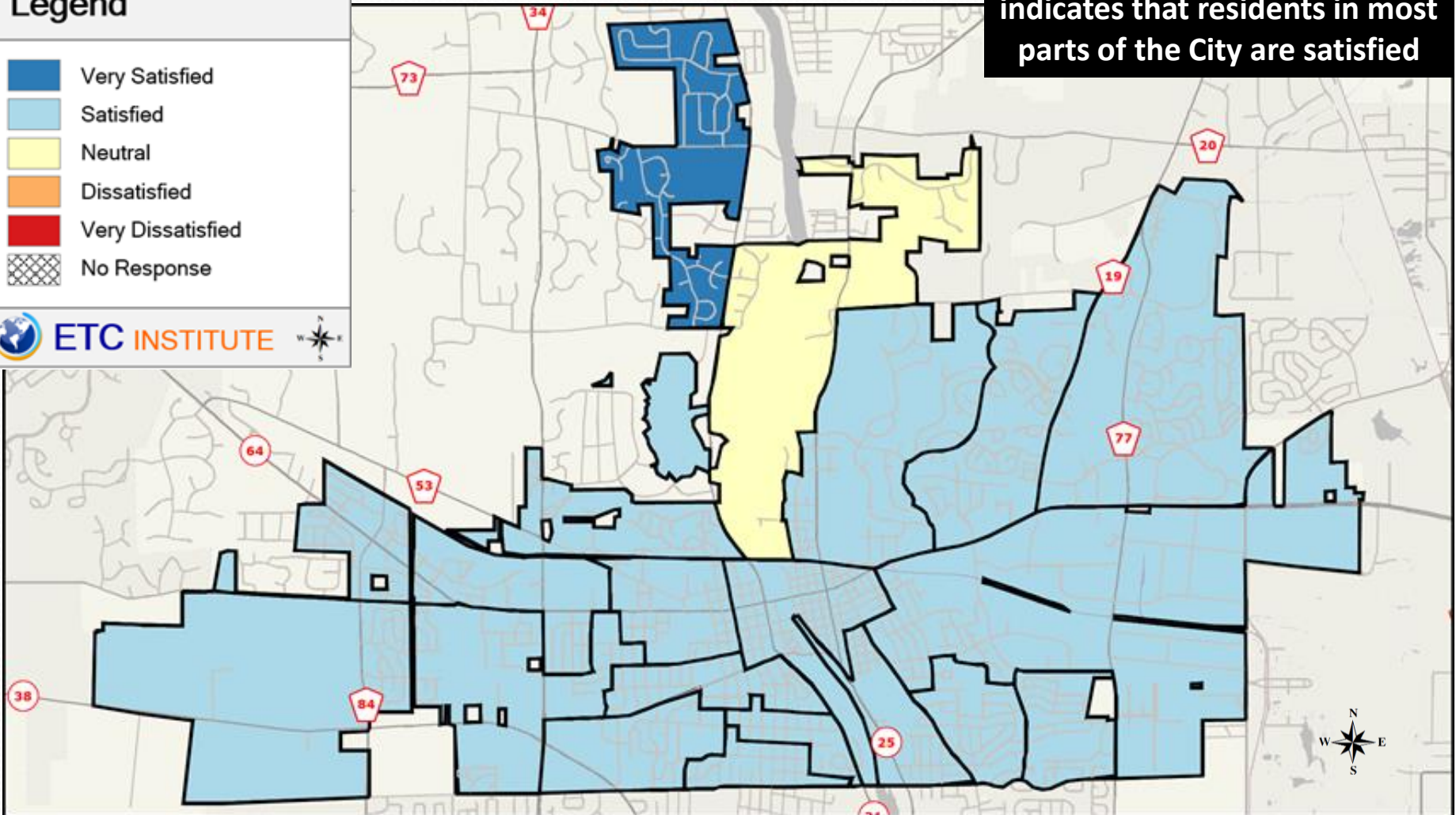
Overall Flow of Traffic and Congestion Management

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



Most areas are in BLUE, which indicates that residents in most parts of the City are satisfied



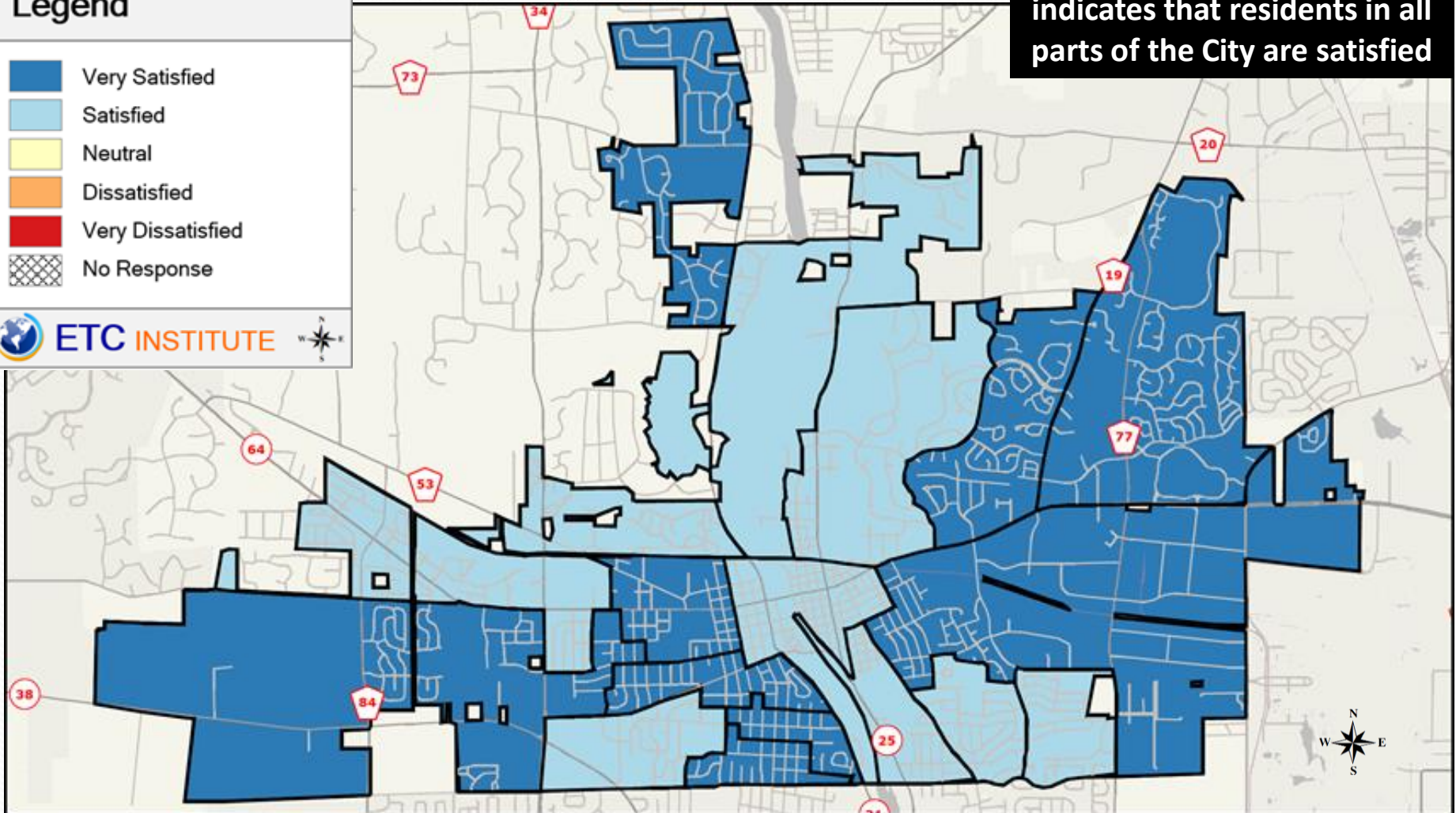
Overall Quality of Customer Service

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



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

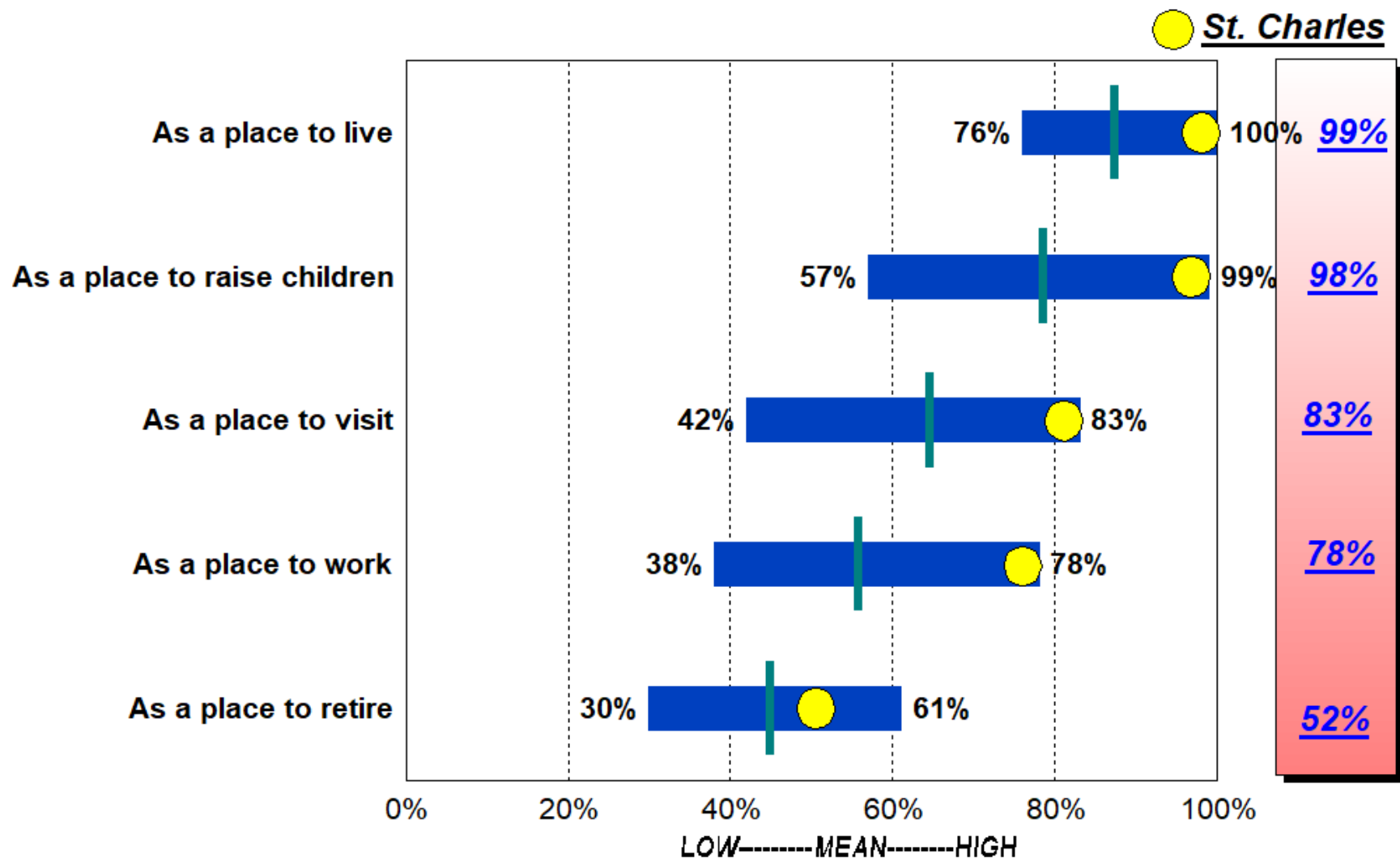


Major Finding #3

**Satisfaction with City Services Is
Much Higher in St. Charles Than
Other Communities**

Overall Perceptions of the City *Illinois Communities*

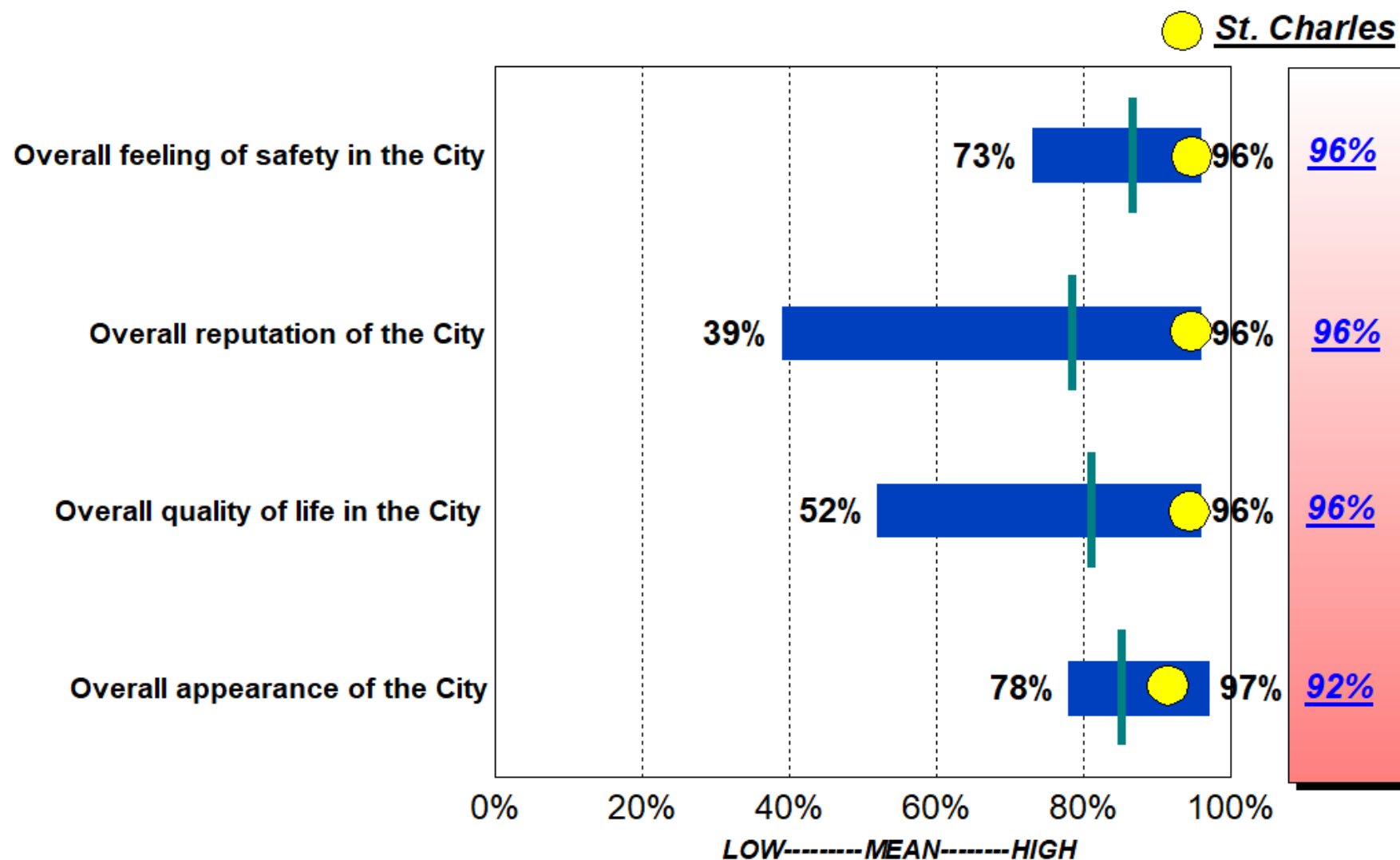
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute Survey (2020 - St. Charles, IL)

Satisfaction with Items That May Influence Perception *Illinois Communities*

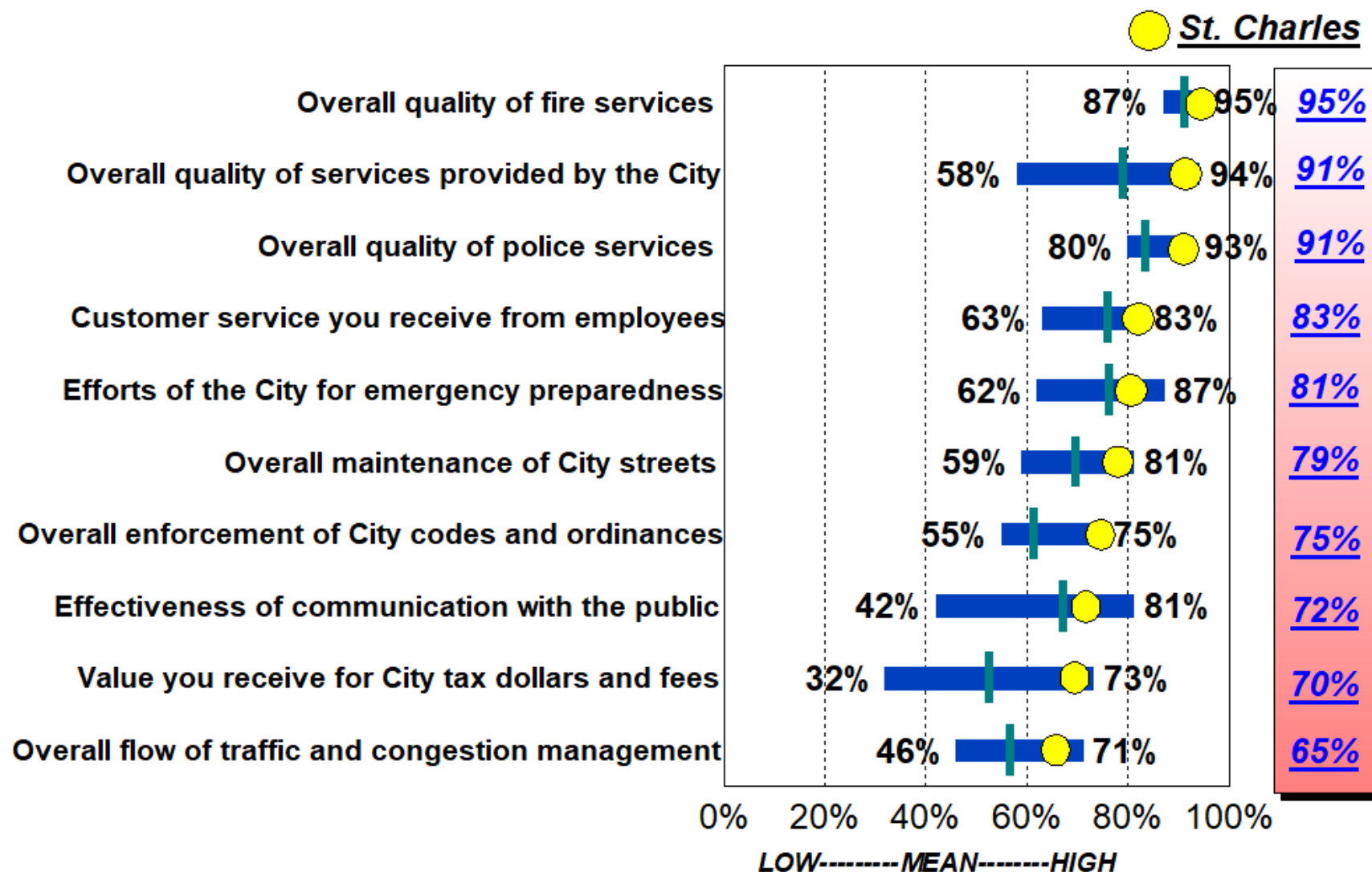
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute Survey (2020 - St. Charles, IL)

Satisfaction with Major Categories of City Service *Illinois Communities*

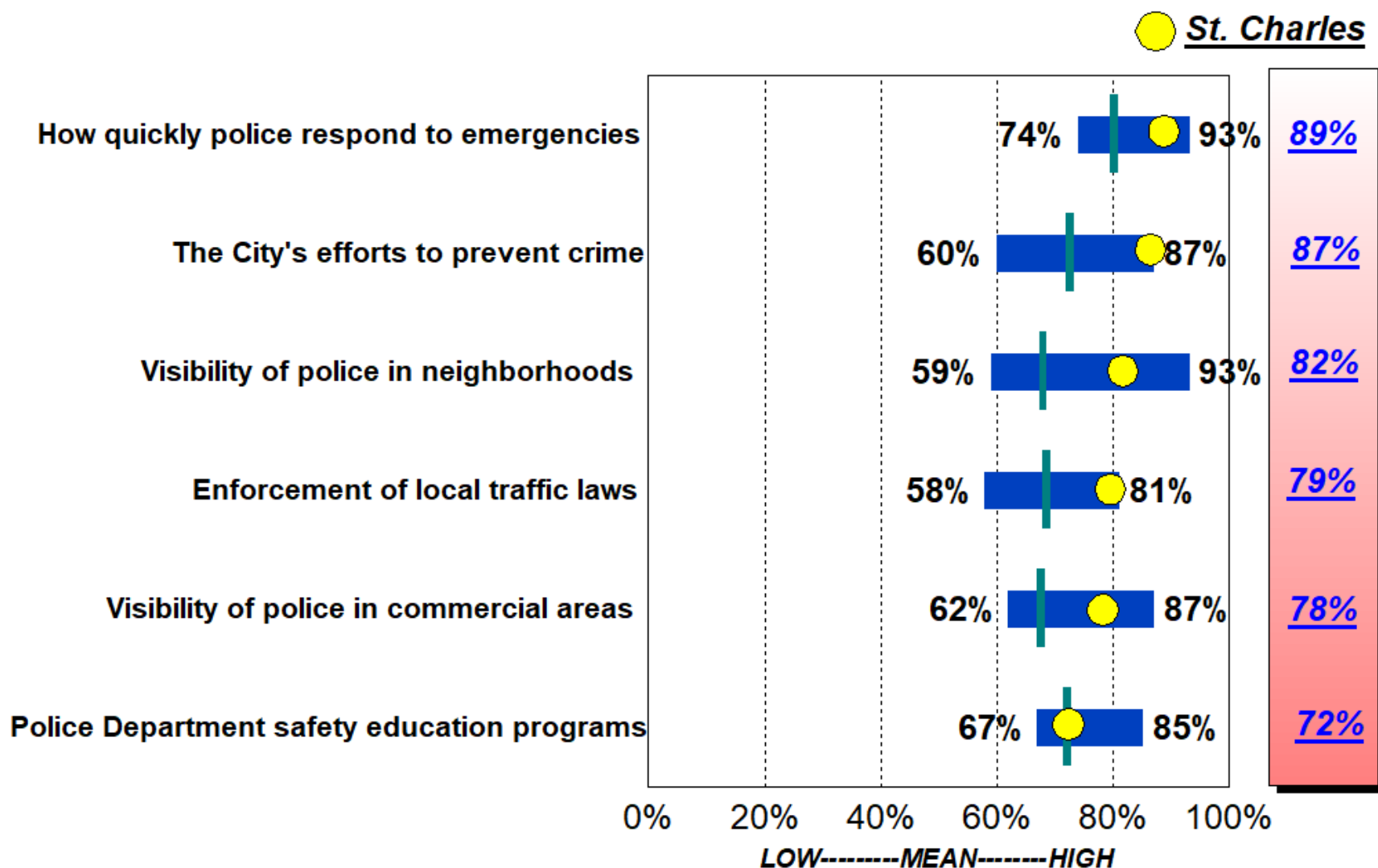
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute Survey (2020 - St. Charles, IL)

Satisfaction with Police Services - *Illinois Communities*

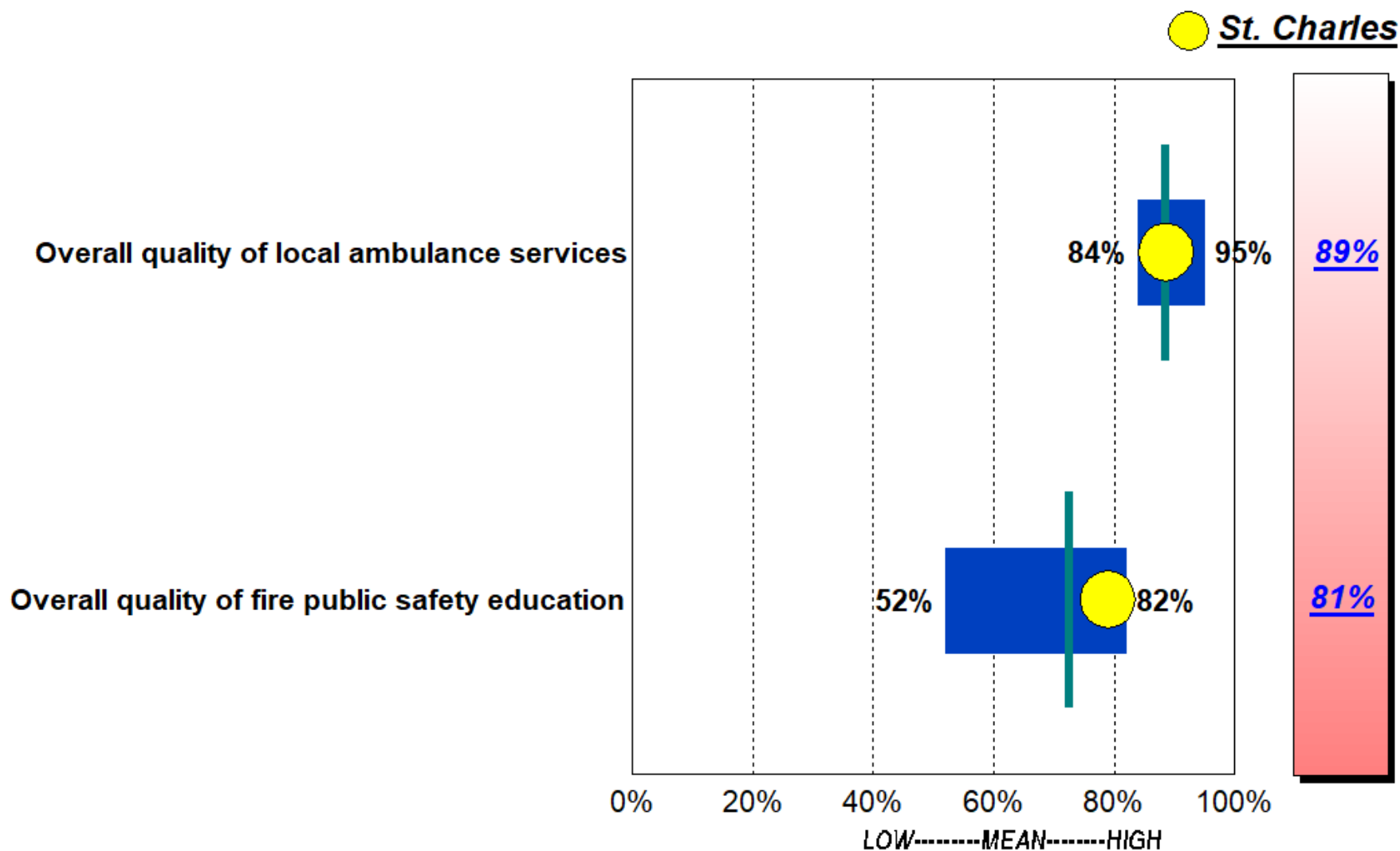
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute Survey (2020 - St. Charles, IL)

Satisfaction with Fire Services - *Illinois Communities*

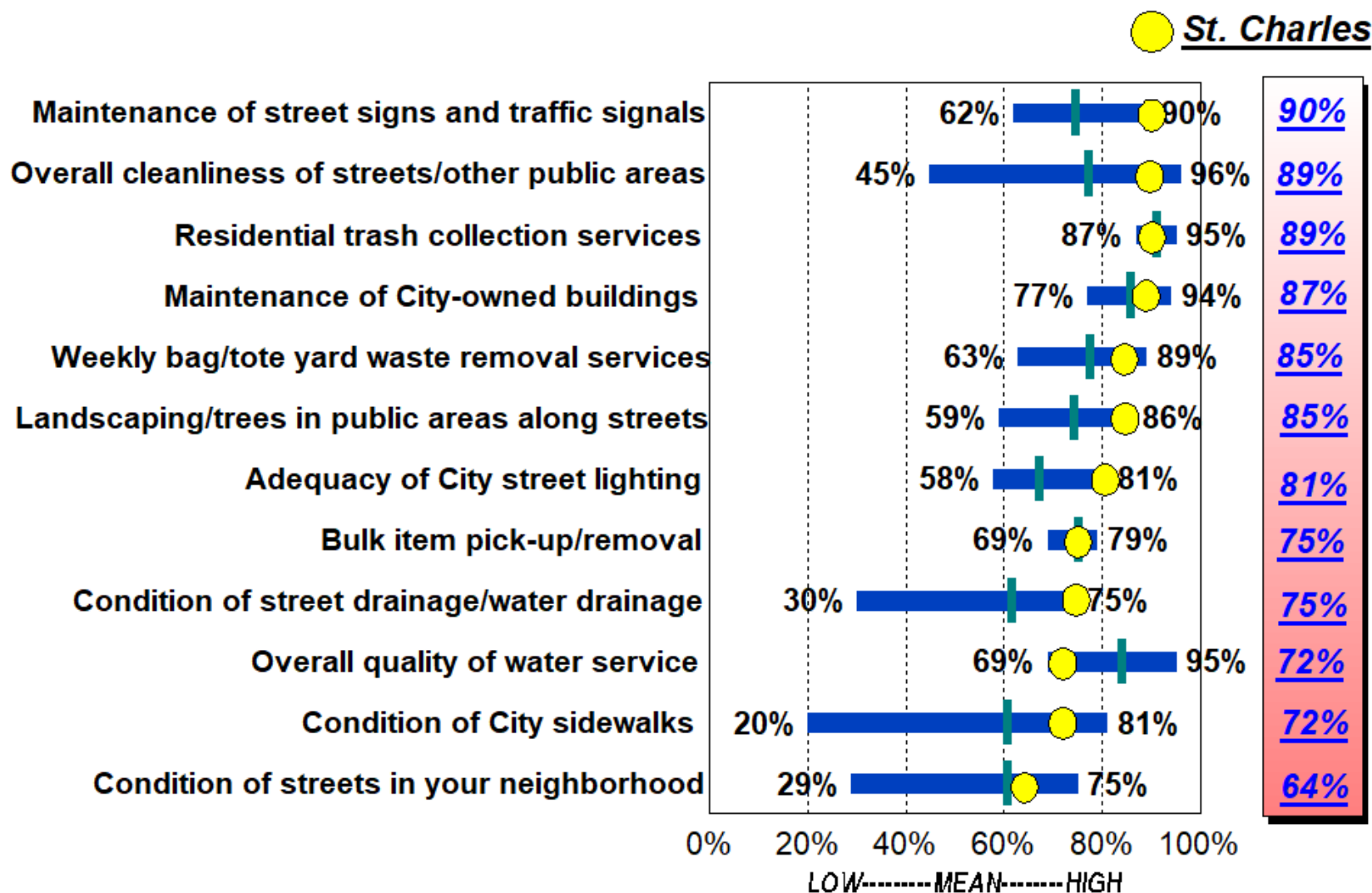
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute Survey (2020 - St. Charles, IL)

Satisfaction with City Maintenance/Public Works Services *Illinois Communities*

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

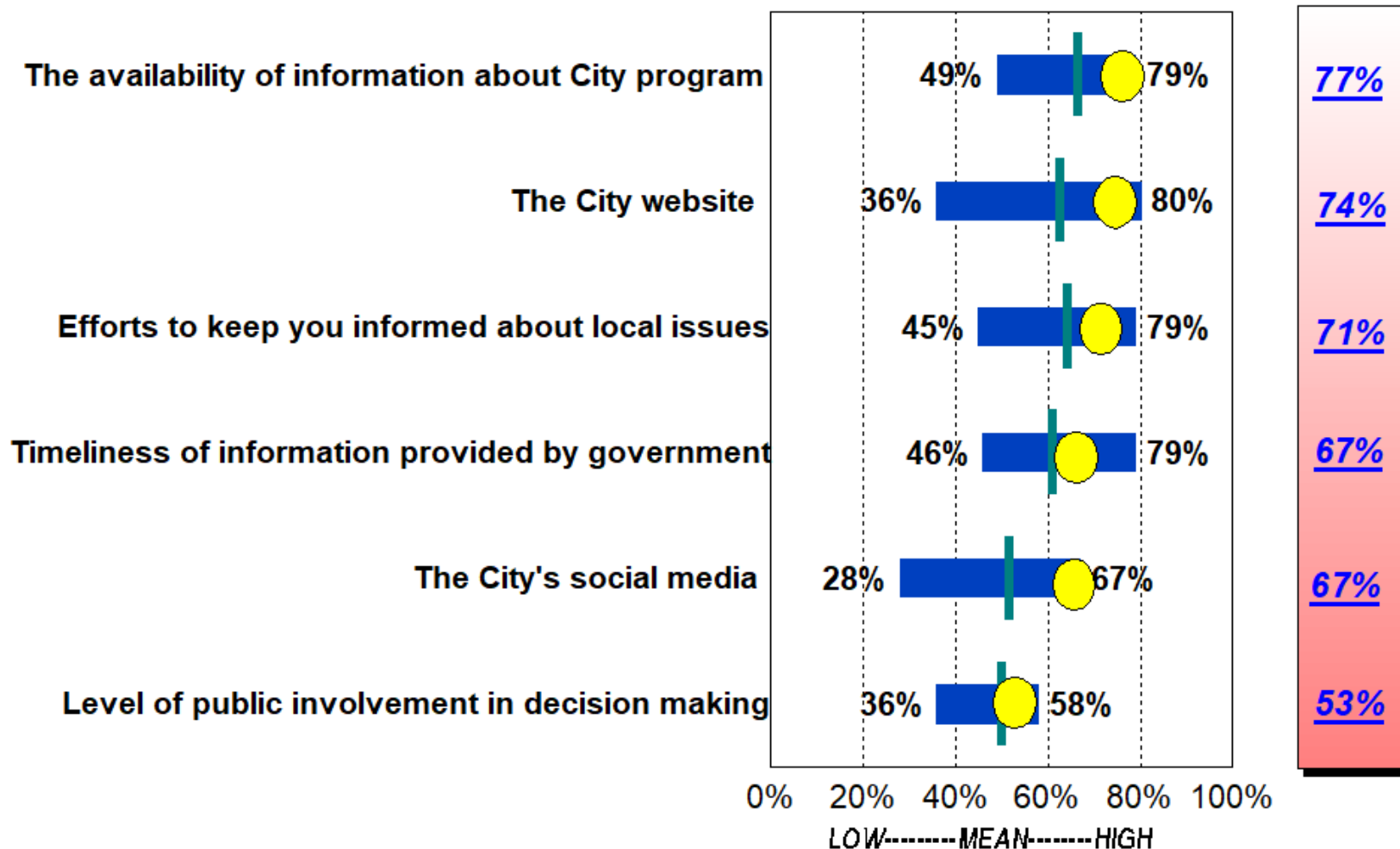


Source: ETC Institute Survey (2020 - St. Charles, IL)

Satisfaction with Communication and Engagement *Illinois Communities*

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

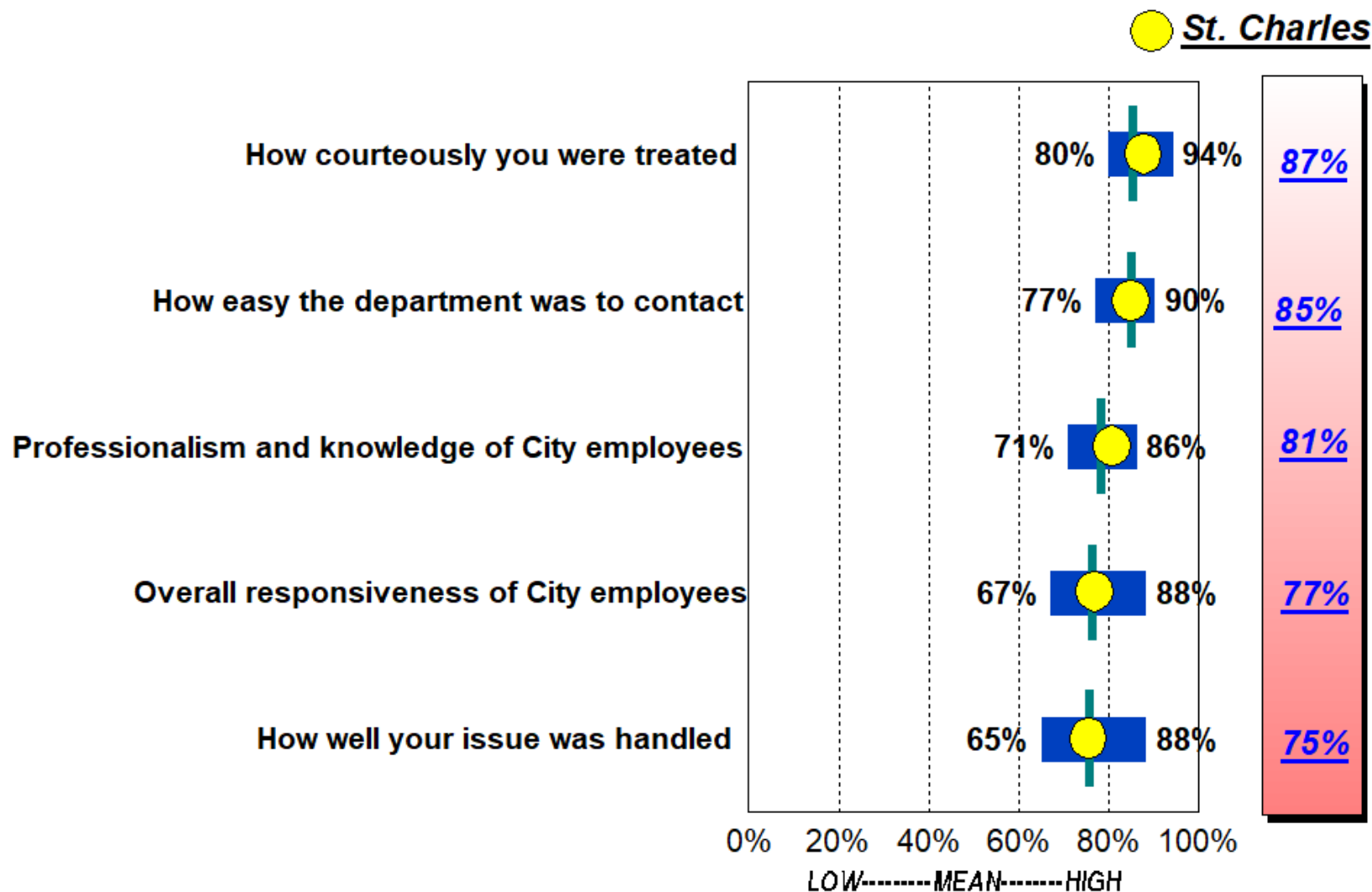
● St. Charles



Source: ETC Institute Survey (2020 - St. Charles, IL)

Satisfaction with Customer Service *Illinois Communities*

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

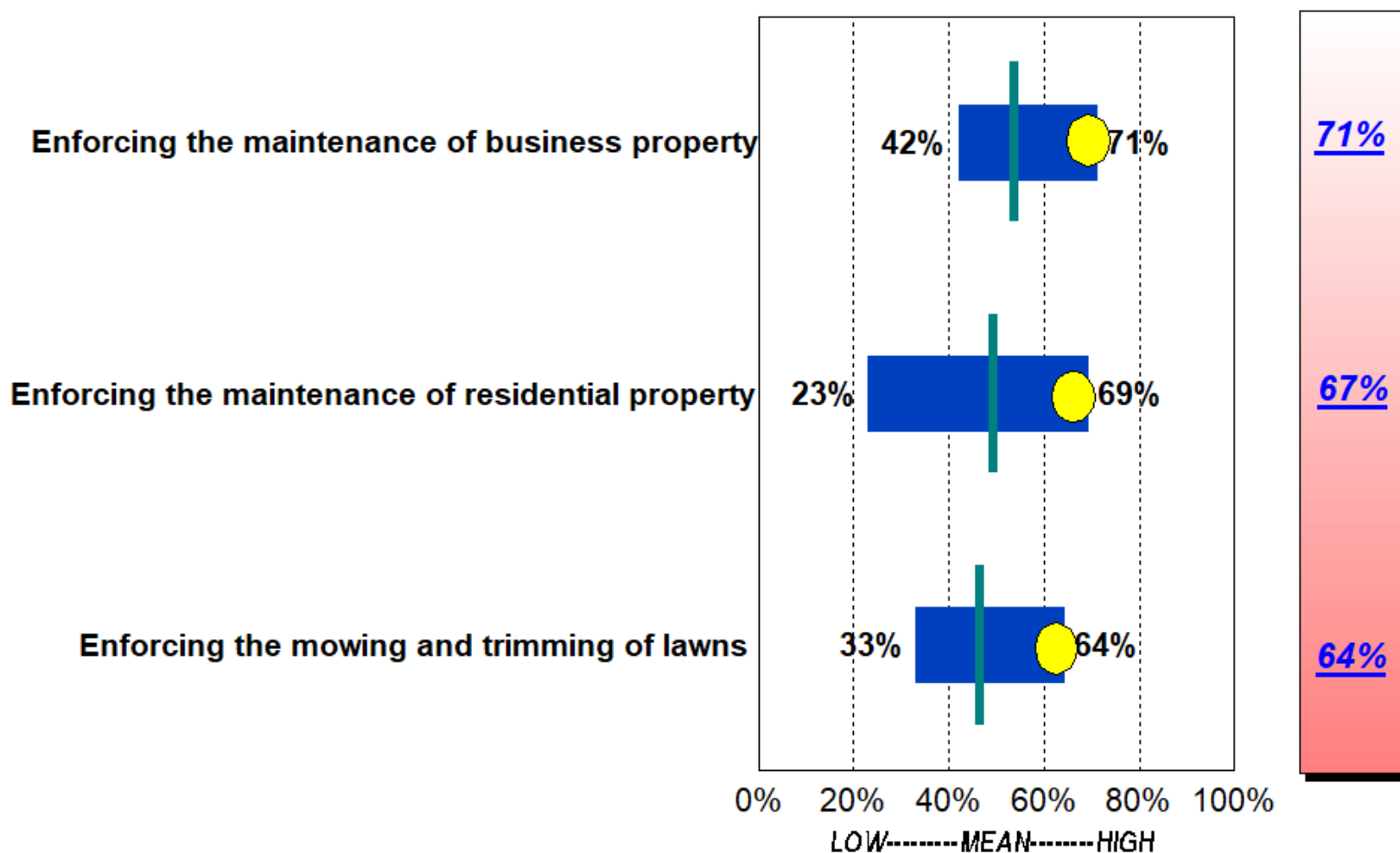


Source: ETC Institute Survey (2020 - St. Charles, IL)

Satisfaction with Code Compliance *Illinois Communities*

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

● St. Charles



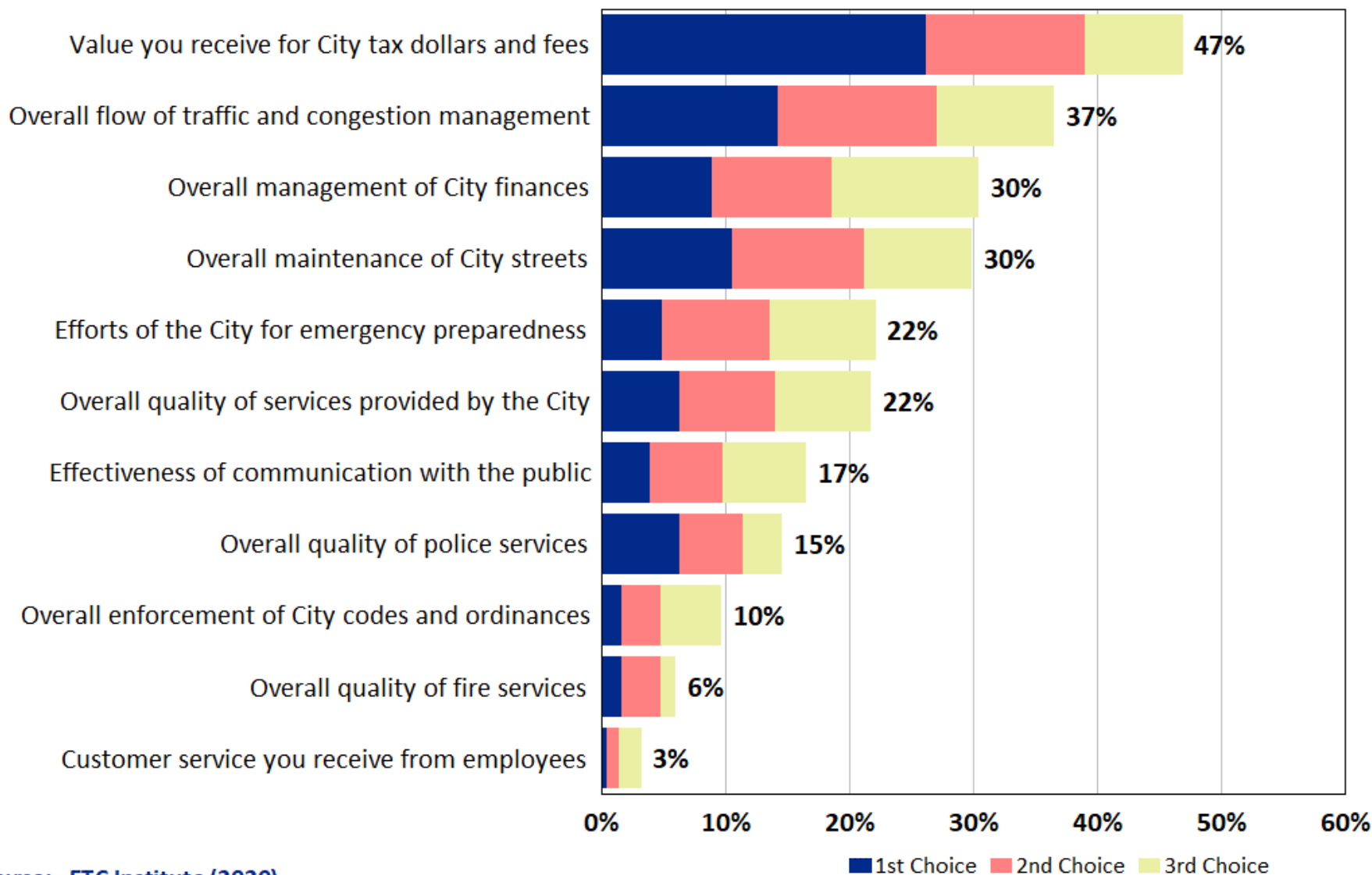
Source: ETC Institute Survey (2020 - St. Charles, IL)

Major Finding #4

Top Community Priorities

Q4. Major Categories of Service That Should Receive the Most Emphasis from City Leaders Over the Next Five Years

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



Source: ETC Institute (2020)

2020 Importance-Satisfaction Rating

St. Charles, Illinois

Major Categories of City Services

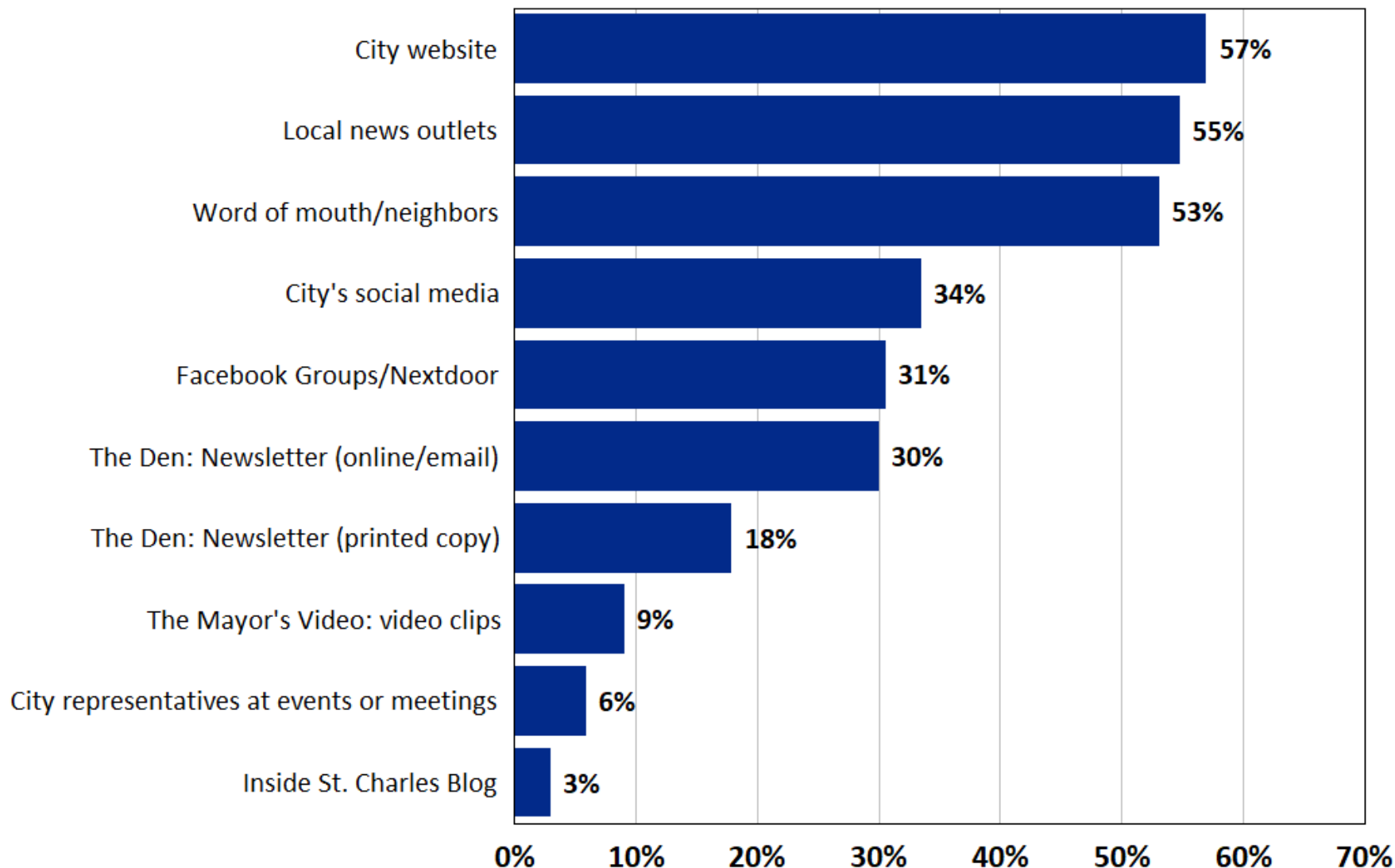
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Value you receive for City tax dollars and fees	47%	1	70%	9	0.1388	1
Overall flow of traffic and congestion management	37%	2	65%	11	0.1288	2
Medium Priority (IS <.10)						
Overall management of City finances	30%	3	69%	10	0.0948	3
Overall maintenance of City streets	30%	4	79%	6	0.0619	4
Effectiveness of communication with the public	17%	7	72%	8	0.0457	5
Efforts of the City for emergency preparedness	22%	5	81%	5	0.0420	6
Overall enforcement of City codes and ordinances	10%	9	75%	7	0.0247	7
Overall quality of services provided by the City	22%	6	91%	2	0.0195	8
Overall quality of police services	15%	8	91%	3	0.0131	9
Customer service you receive from employees	3%	11	83%	4	0.0054	10
Overall quality of fire services	6%	10	95%	1	0.0031	11

Overall Priorities: 

Other Findings

Q14. Methods Used to Get Information About the City of St. Charles

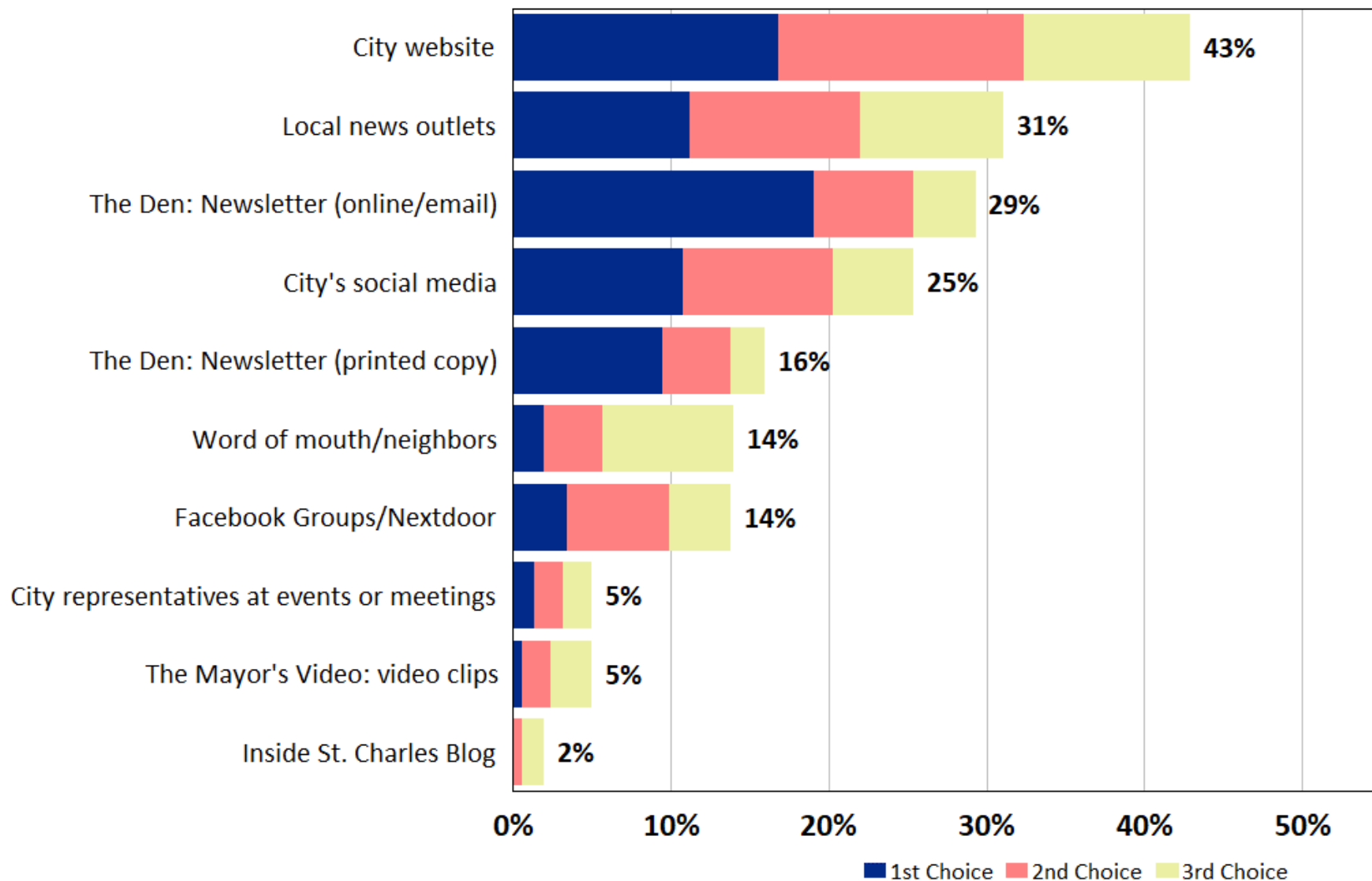
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Q15. Preferred Methods of Receiving Information About the City of St. Charles

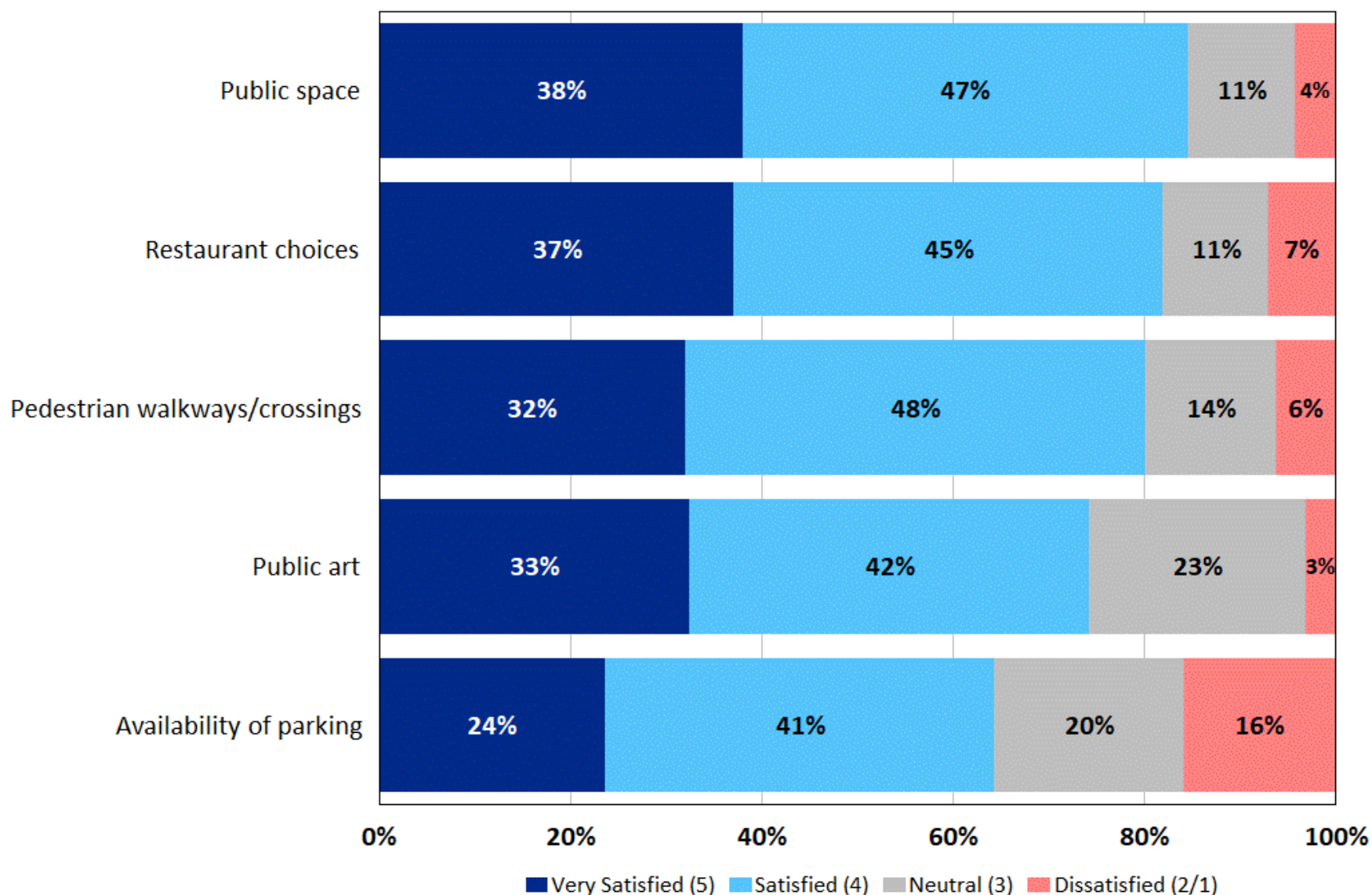
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q19. Satisfaction with Various Aspects of Downtown

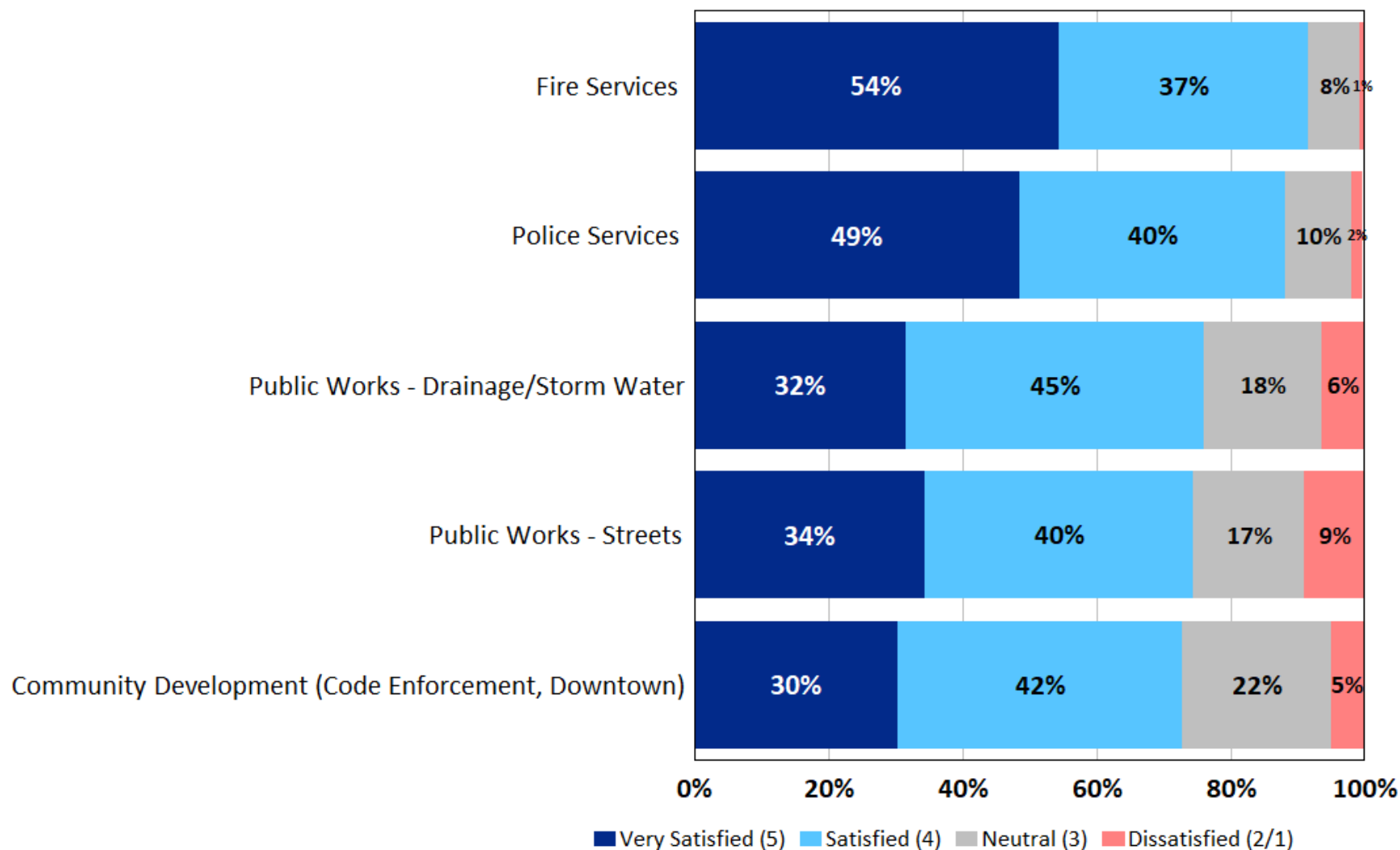
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2020)

Q21. Satisfaction with the Value of Service Compared to the Amount of Property Taxes Paid

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

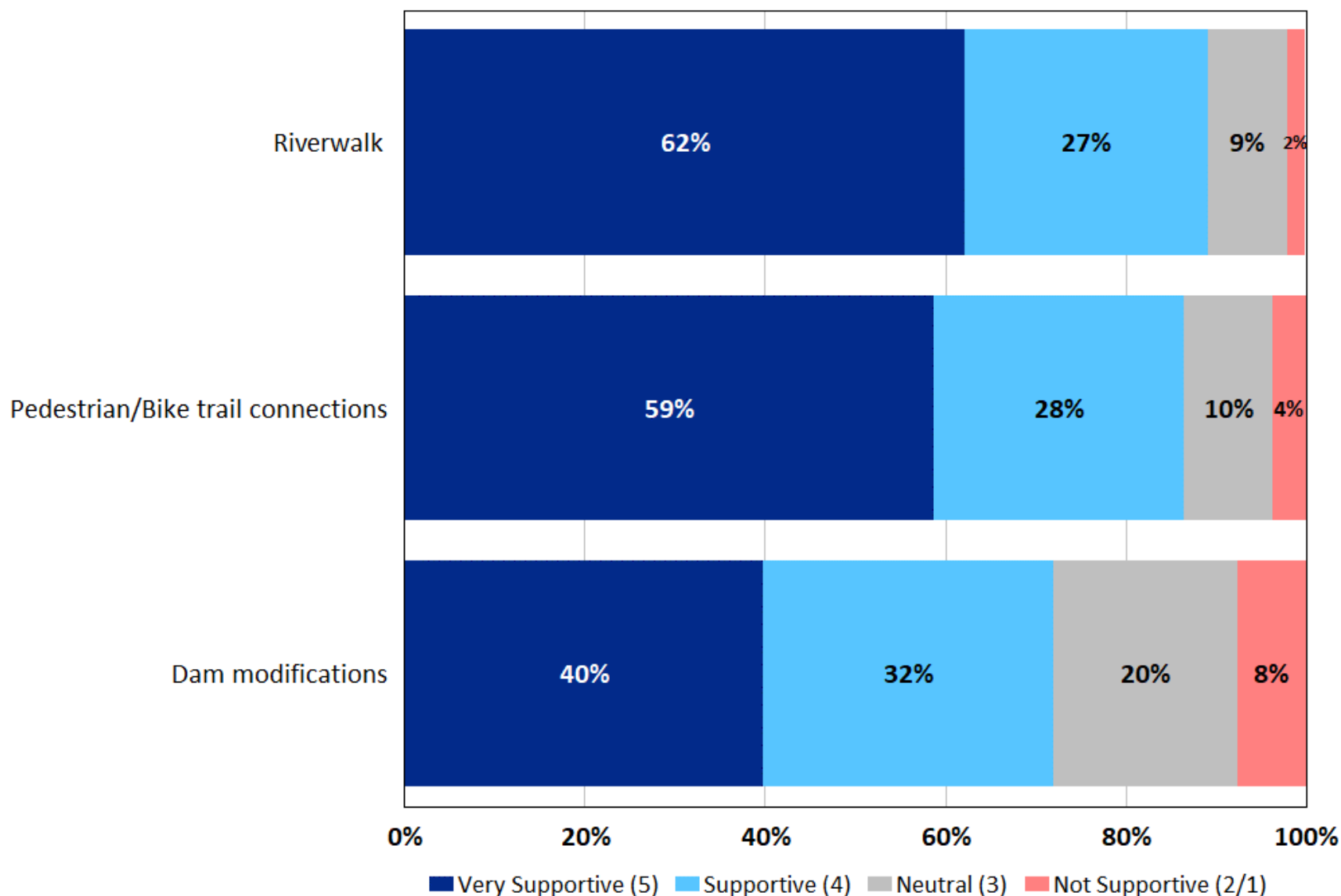


Source: ETC Institute (2020)

Less Than 10% Are Dissatisfied in All Areas

Q31. Support for Initiatives for the Active River Project

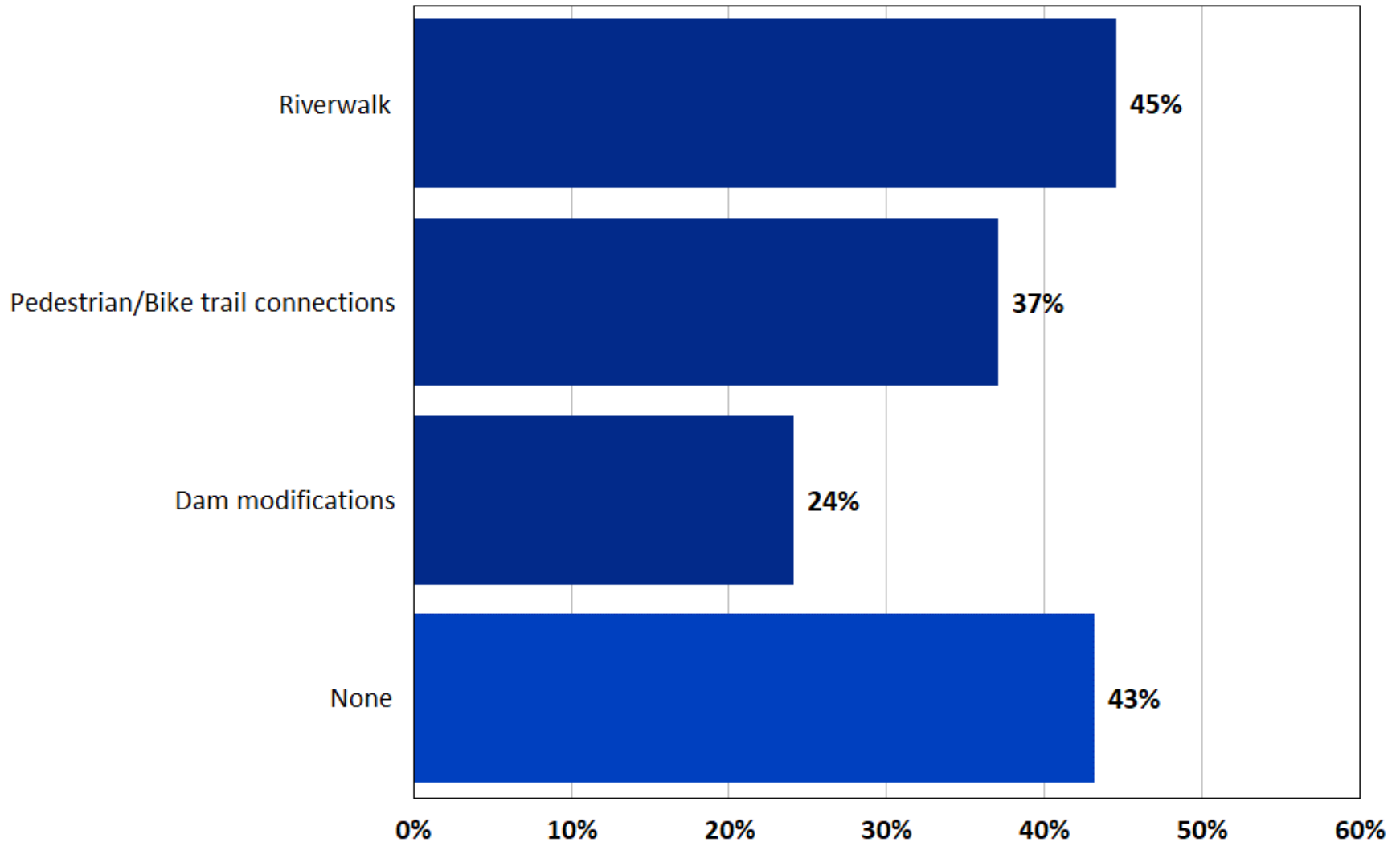
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

Q32. Which modifications would you be willing to support with additional tax dollars?

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

Summary

Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
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Questions?

THANK YOU!!