



2013 PRIORITIES SURVEY RESULTS

City of St. Charles



Purpose of the Priorities Survey

- Has been administered since 1996
- Is an information source used to measure satisfaction with community initiatives and programs, guide future decisions and improve services
- The last survey was performed in 2011



New Survey Process for 2013

- In 2013, we used the National Citizen Survey™ (NCS)
- The (NCS) is a collaborative effort between National Research Center, Inc. and the International City/County Management Association (ICMA)
- Has been used by more than 500 communities in 45 states



What Changed?

- The 2011 survey was created in house and gathered the perspectives of our residents on the overall quality of life in St. Charles
- This 2013 survey sought residents' opinions on standardized questions and then compared those results to benchmarks created from the results of surveys of approximately 500 communities across the country

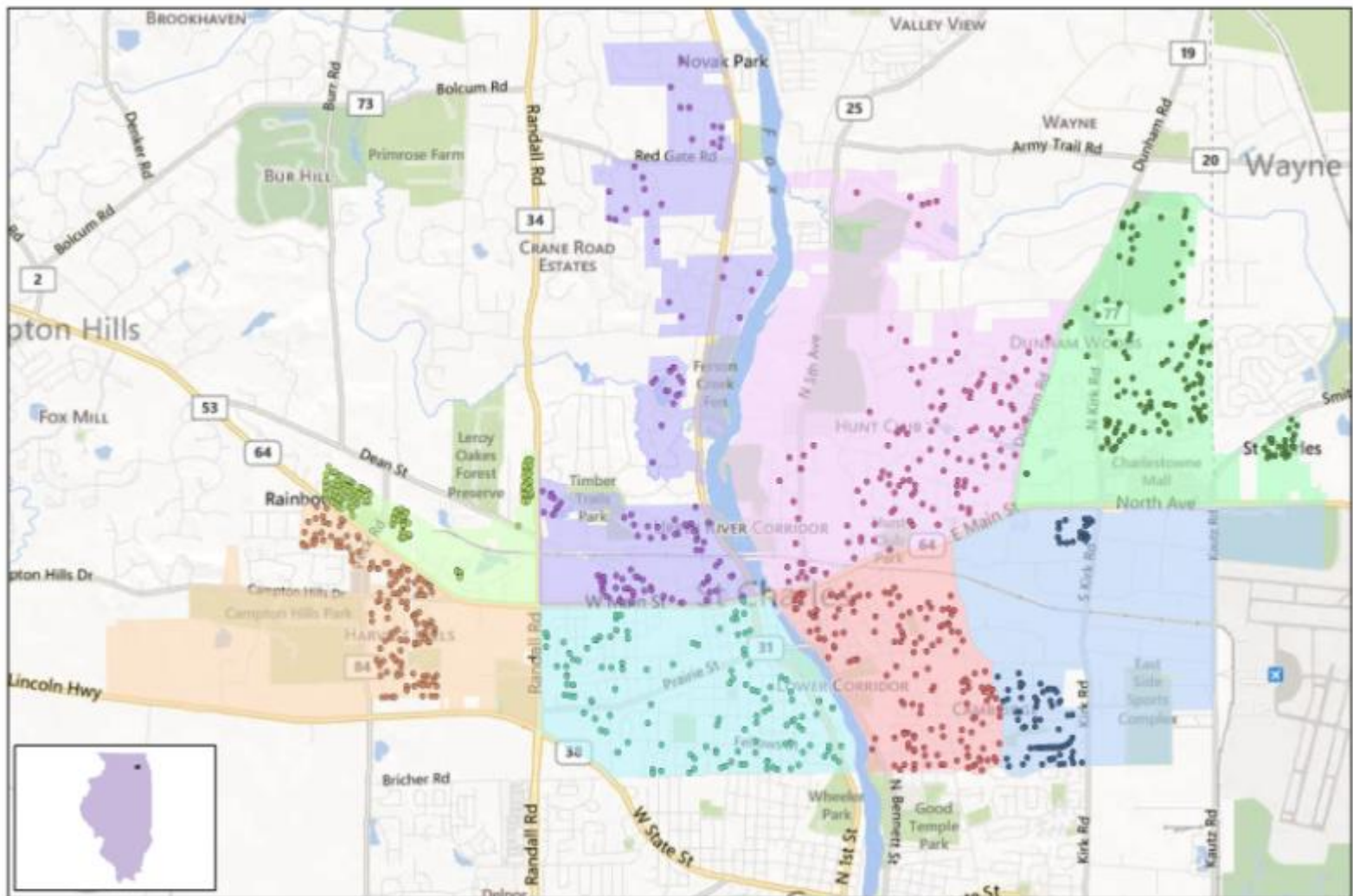


Methodology

- 1200 surveys distributed
- 482 surveys completed = 40% response rate, which is good
- 95% percent confidence level



Methodology



Locations of Respondents

Key Findings

- In general, survey respondents feel the City is moving in the right direction
- Residents believe St. Charles is safe, clean and well-maintained
- Residents see Economic Development growth as too slow



Benchmarks

- Our residents' survey responses were compared to an average of responses from other communities in the NCS database
- St. Charles responses then were ranked against this national average of responses as:



SIMILAR



Snapshot of Service Quality

MUCH
ABOVE



95% said St. Charles is an “Excellent” or “Good” place to live. Very similar to the 2011 survey results: 96.4%

MUCH
ABOVE



68% feel City services are worth the taxes paid, rating Value of City Services “Excellent” or “Good”

ABOVE

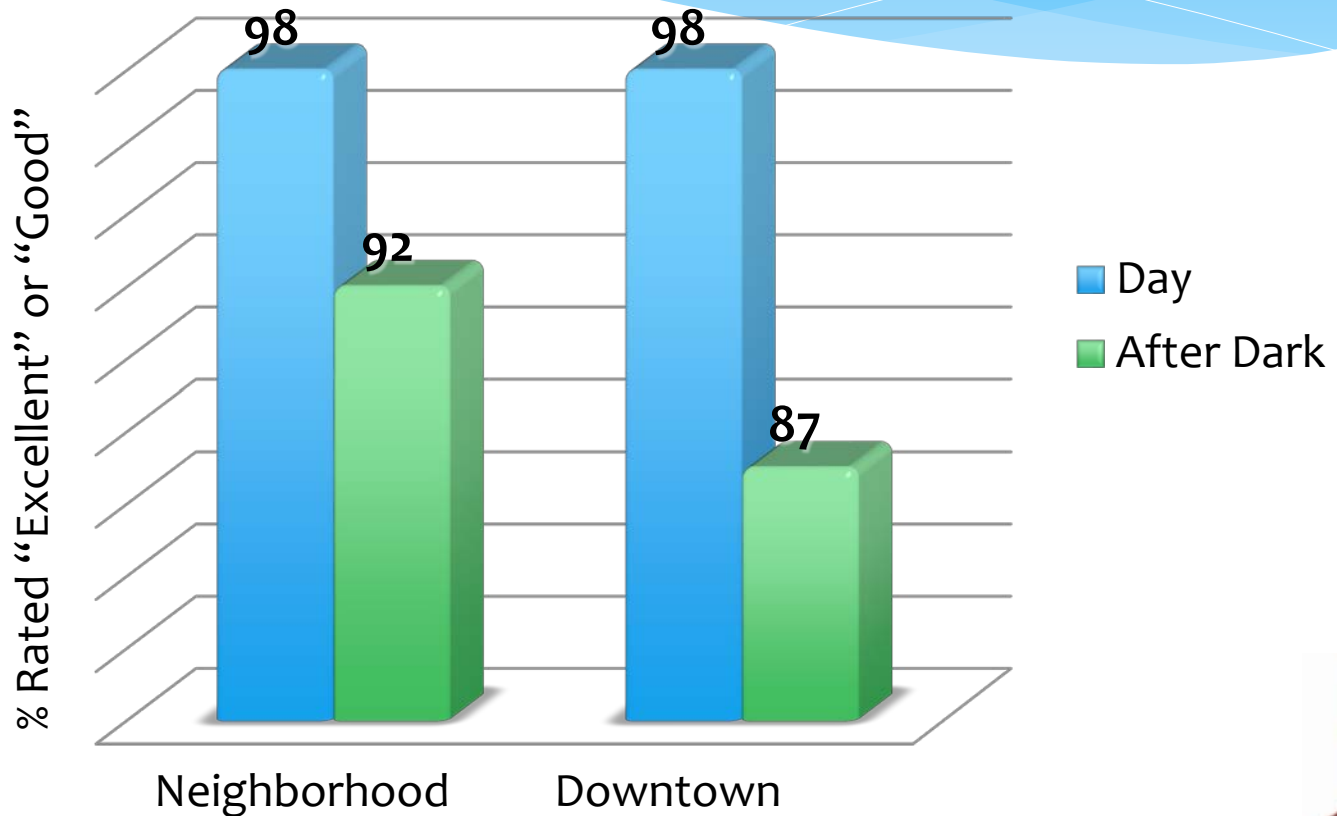


69% approve of the Direction the City is Taking, rating it “Excellent” or “Good”



Public Safety

Police Services

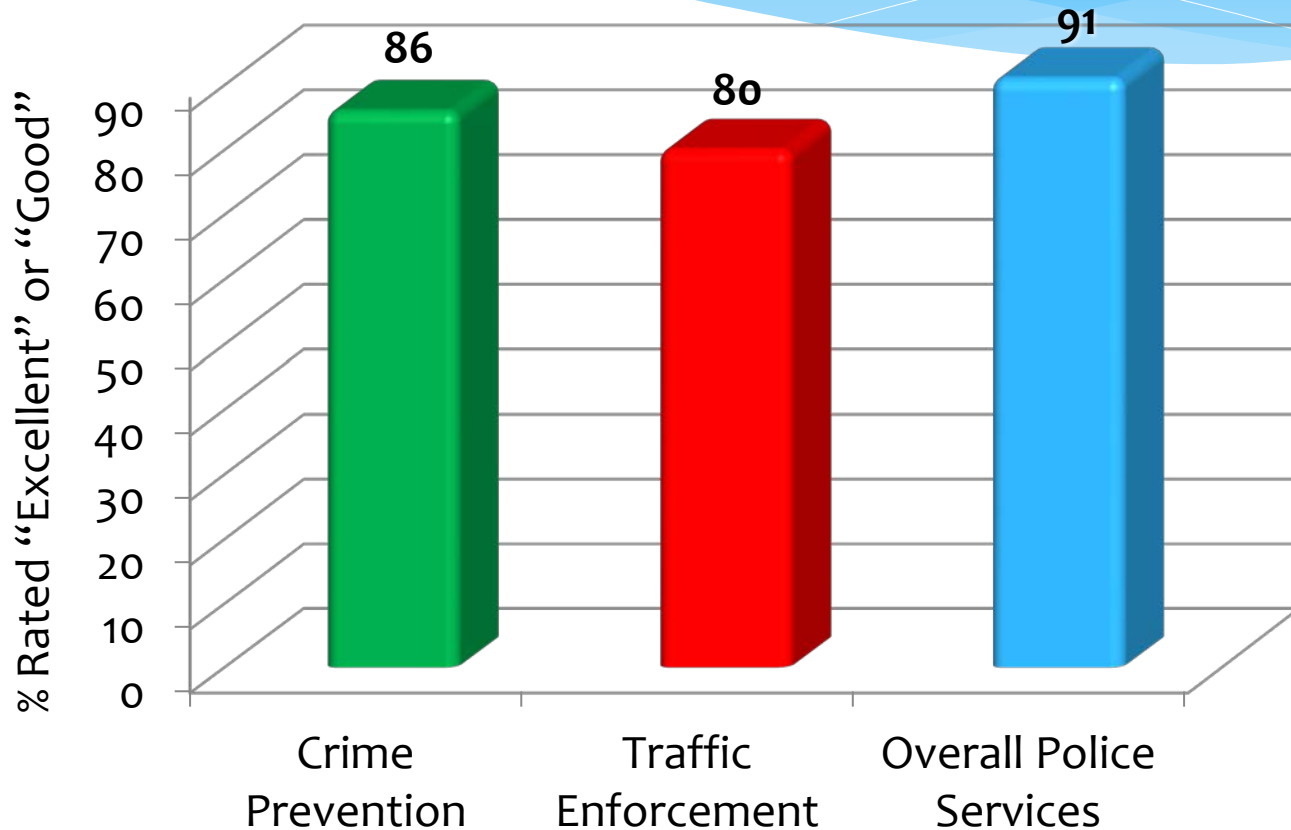


Residents feel St. Charles is a safe place to live and visit



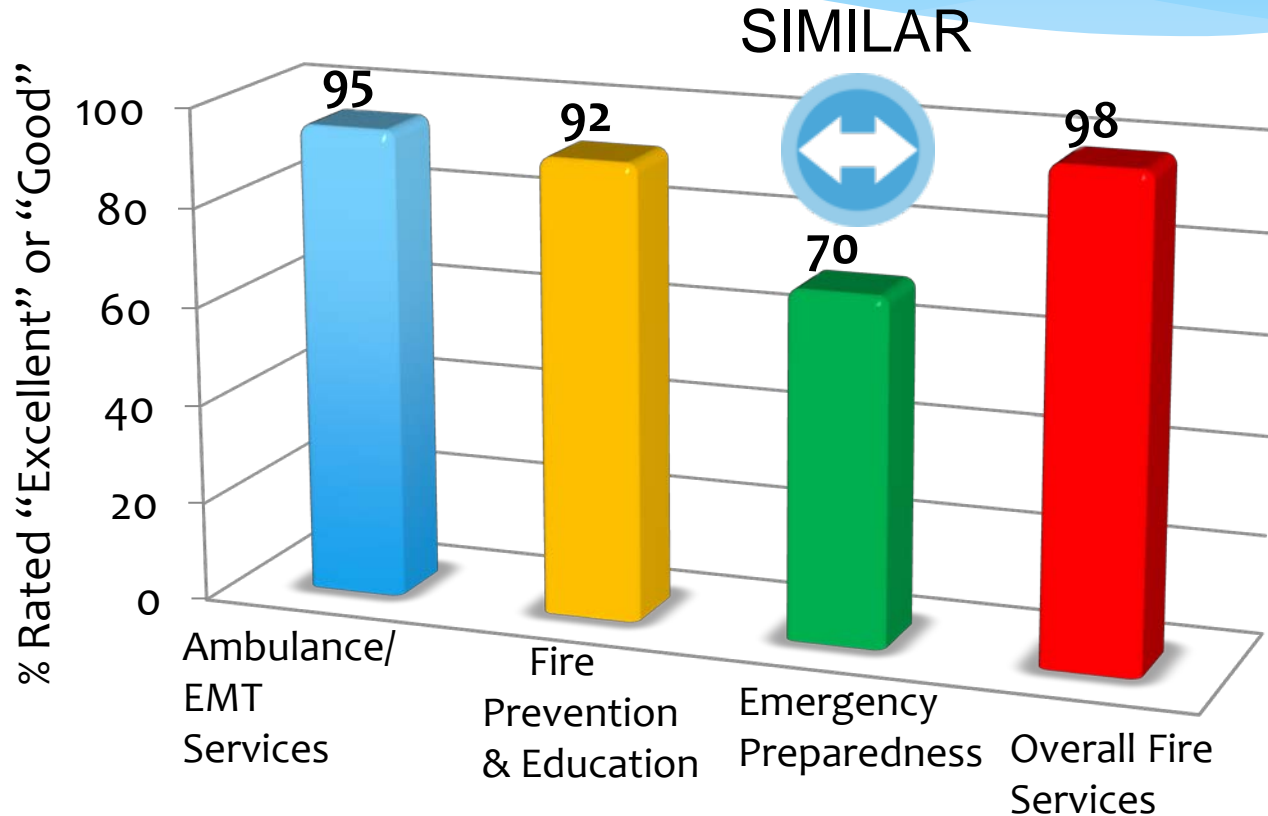
Public Safety

Police Services

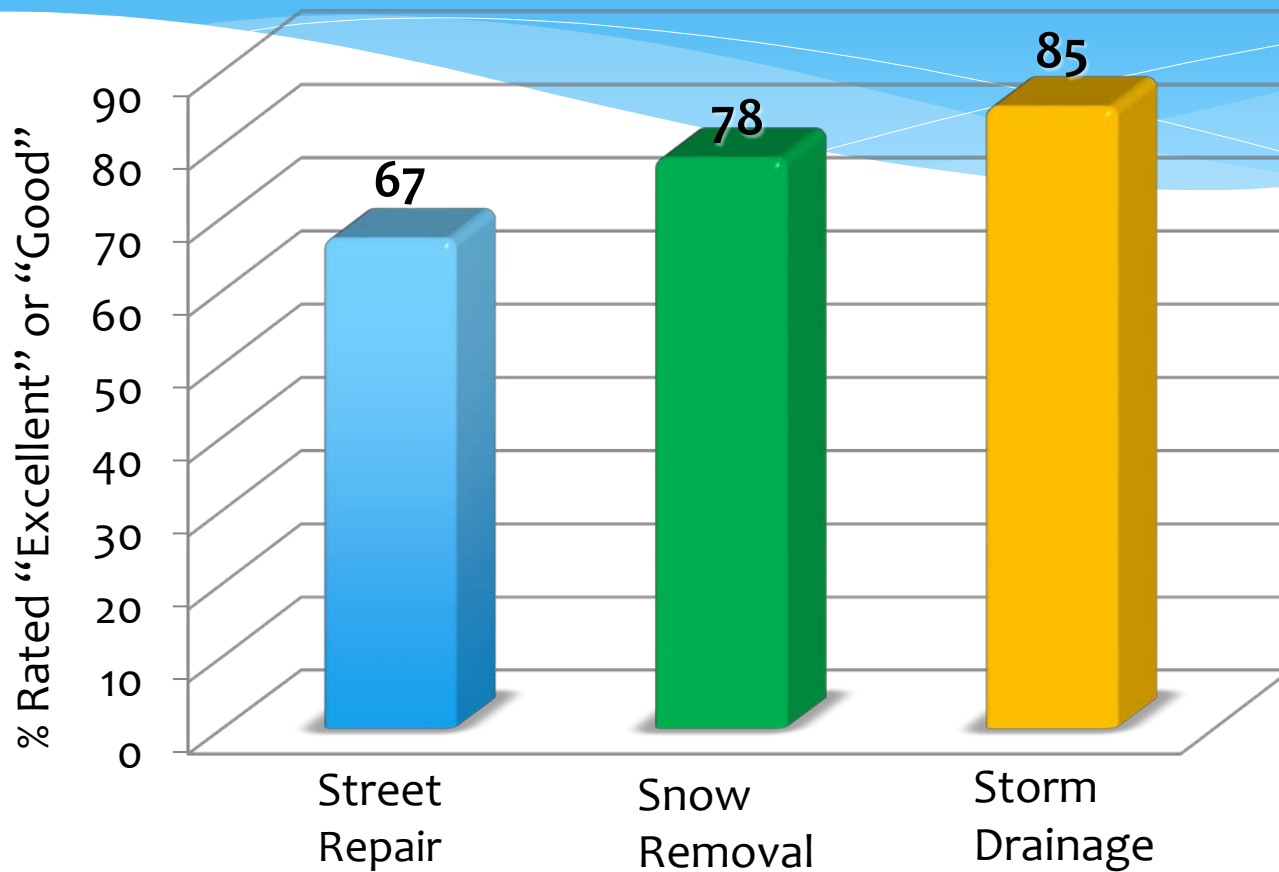


Public Safety

Fire Services



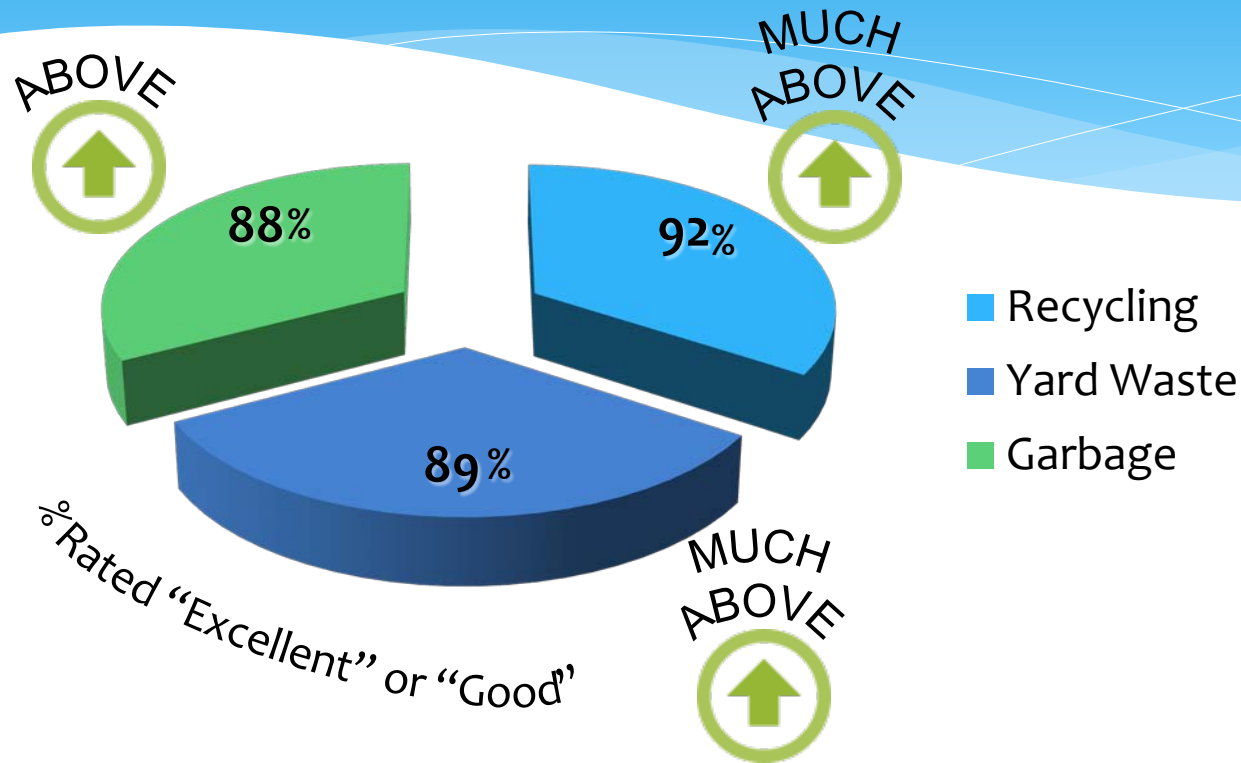
Public Works



Public Services are rated highly by residents

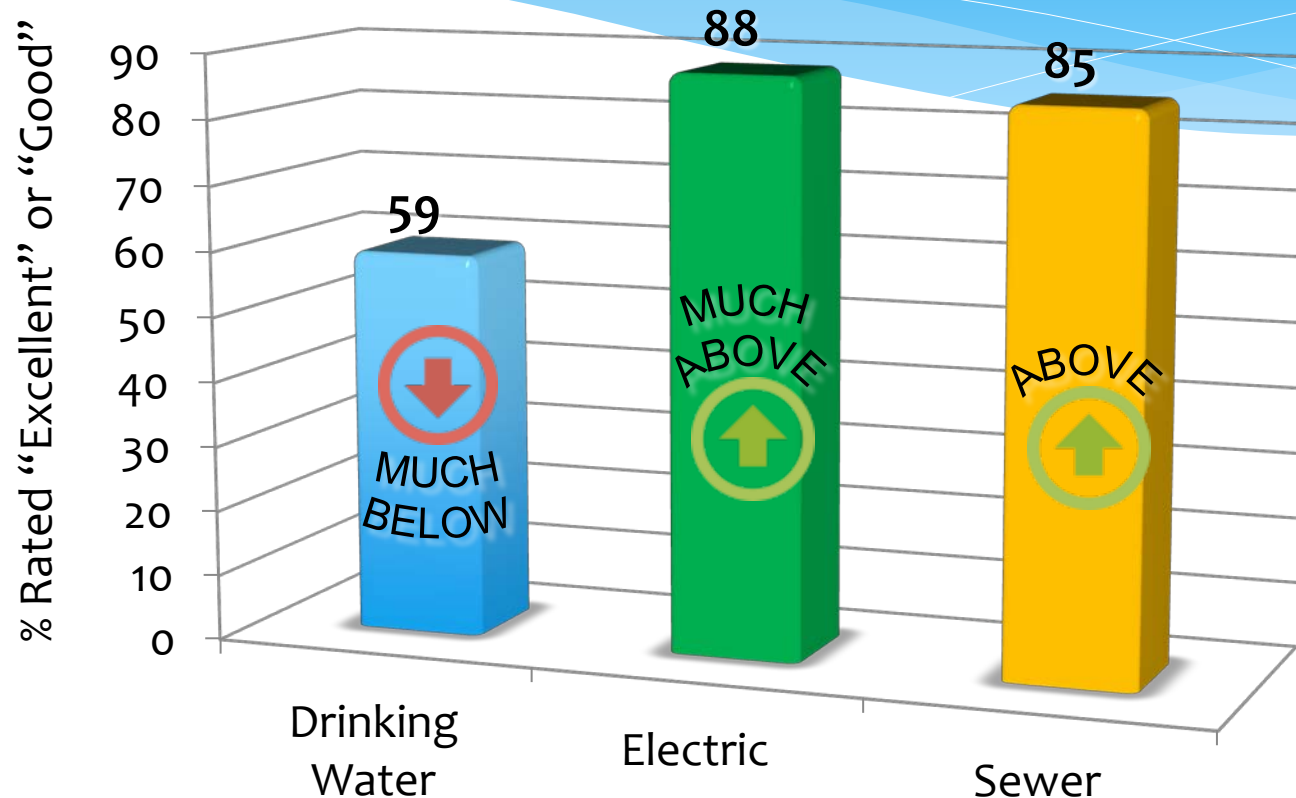


Public Works



Residents value Refuse and Recycling collection services

Utilities



Quality of Drinking Water received low ratings from residents, while the Electric Utility ranked highly

Economic Development

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46% feel the Quality of Economic Development services is “Excellent” or “Good”



MUCH
BELOW

66% see Retail Growth as too slow and a majority, 82%, think job growth in St. Charles is too slow

ABOVE



However, 68% are pleased with the overall quality of business and service establishments in St. Charles



Communication

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79% read the Den newsletter or Community eNews in the last 12 months

MUCH
ABOVE



77% visited the City website in the last 12 months

ABOVE



73% think the City's Communication with Residents is "Excellent" or "Good"



Transportation

Aspects Rated “Excellent” or “Good”

SIMILAR Ease of Car Travel 68%



Traffic Flow on Major Streets 54%



MUCH
BELOW

Ease of Bus Travel 28% and Rail Travel 38%

Ease of Walking 84% and
Bicycle Travel 73%



Other Highlights

Community Characteristics Rated “Excellent” or “Good”



Overall Quality of Life 92%

St. Charles as a Place to Raise Children 92%

Overall Appearance 88%

Cleanliness 92%

Sense of Community 86%

Overall Image or Reputation of St. Charles 90%





QUESTIONS?