



2011 Priorities Survey Results

City of St. Charles

Agenda

- * Methodology
- * Key Findings
- * Highlights
- * Areas of Concern
- * Conclusion
- * Questions/Comments

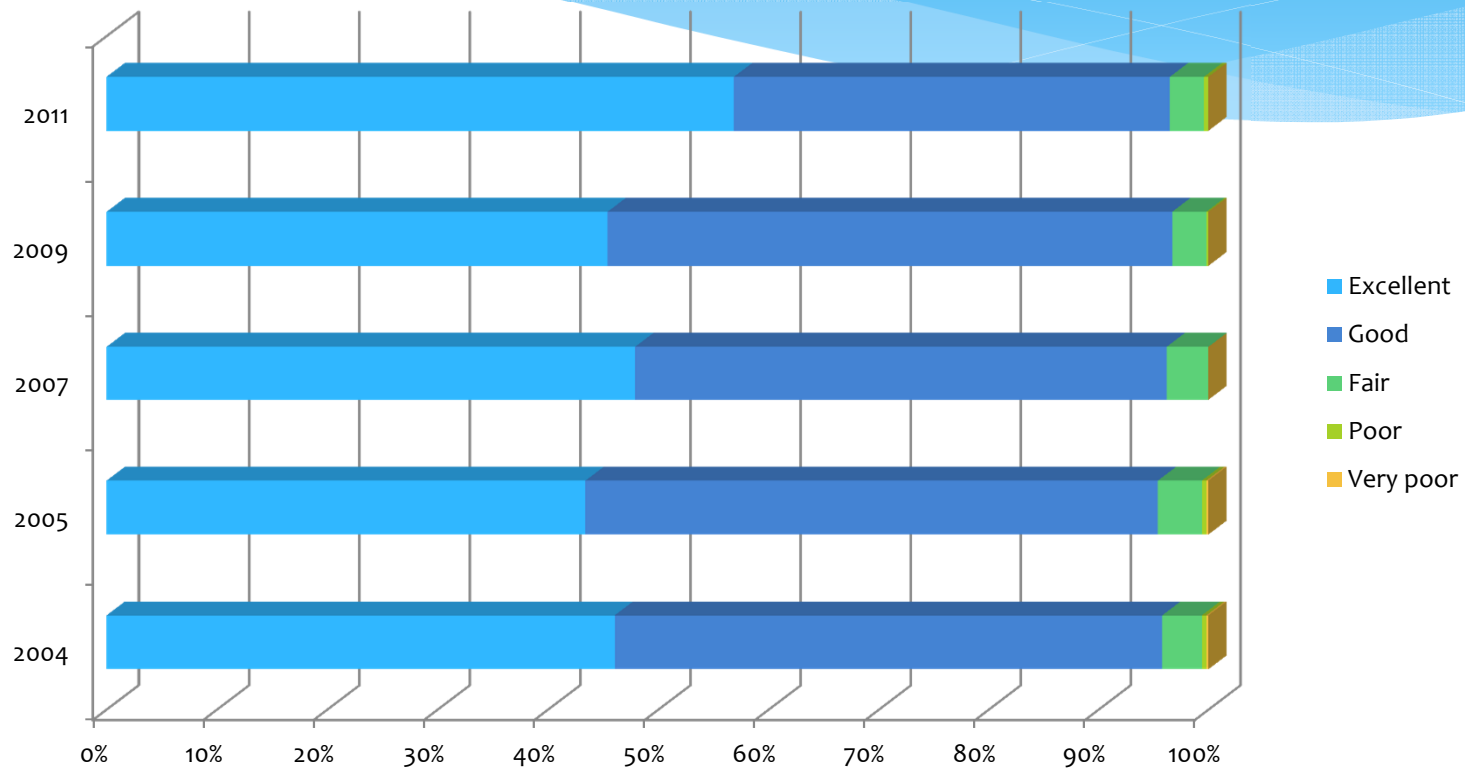
Methodology

- * Administered since 1996
- * Information source used to measure satisfaction with community initiatives and programs, guide future decision-making, and improve services.
- * Random sample of 1,900 utility customers
- * Surveymonkey.com
- * 26% response rate (501 surveys)
- * 95% confident that answers are representative of the entire population

Key Findings

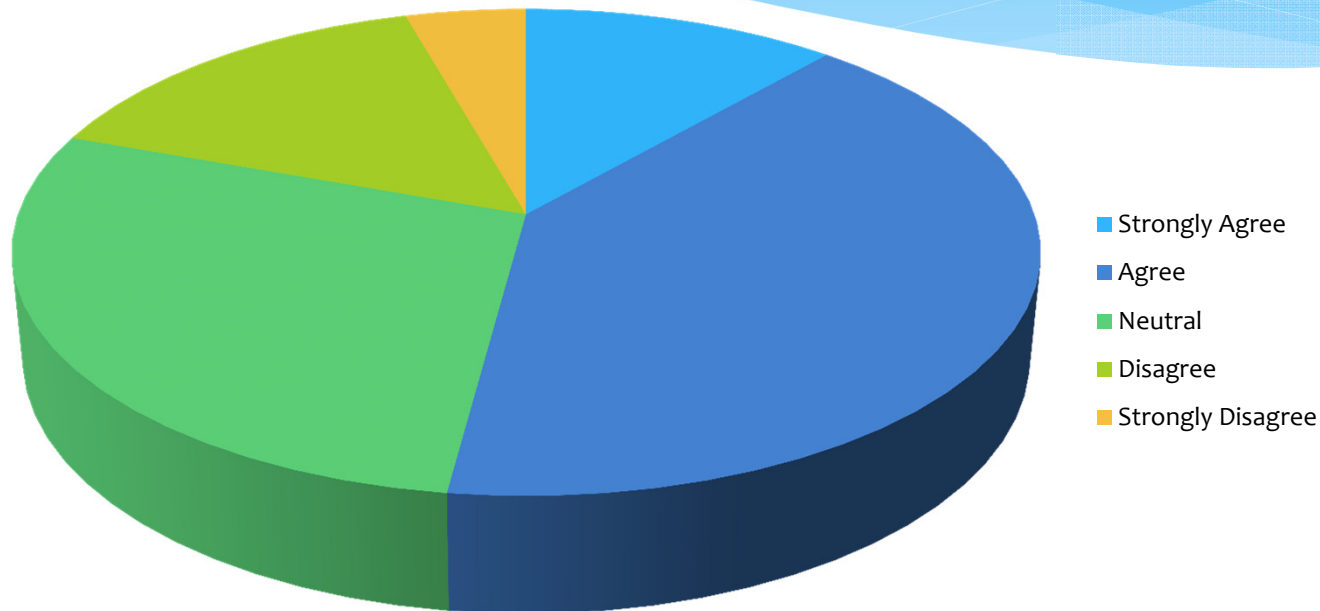
- * St. Charles is valued as a place to live.
- * Services are viewed favorably and worthy of taxes paid.
- * Communication with residents is viewed positively.
- * Opinions of community appearance have improved.
- * Views regarding downtown St. Charles have improved.
- * **Ratings reflect strong recognition that St. Charles continues to provide high level of service given the economic climate.**

St. Charles as a place to live



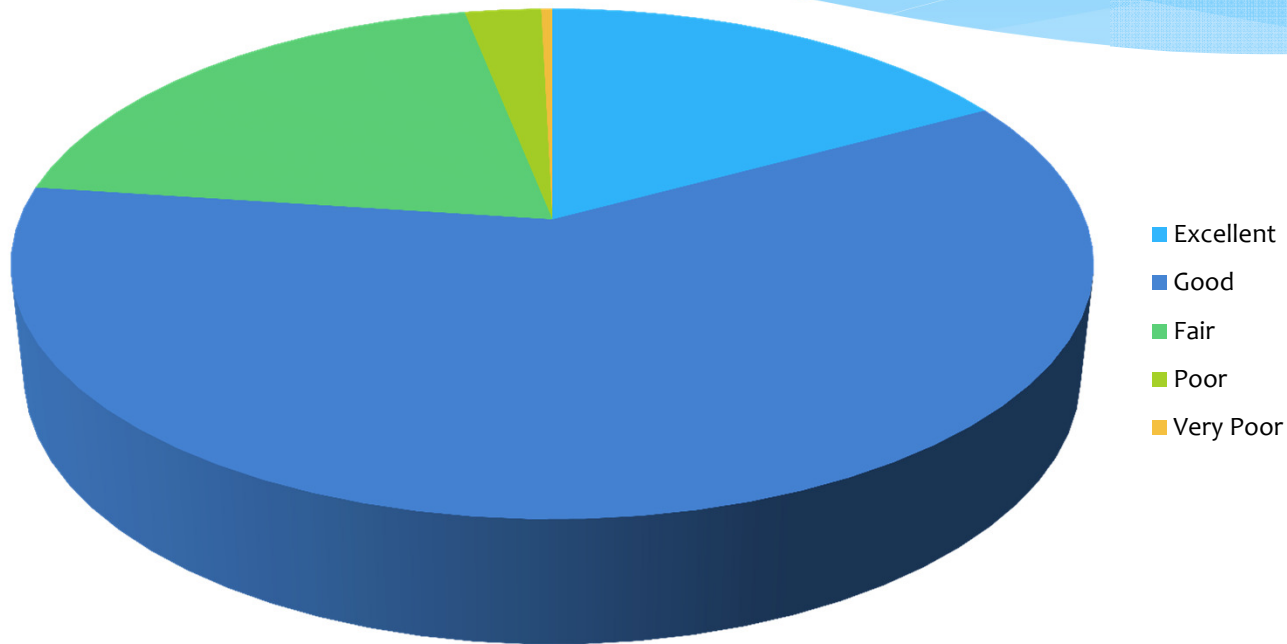
The percentage of respondents that rated St. Charles
“excellent” increased by 11.4% from 2009.

Services justify the taxes paid



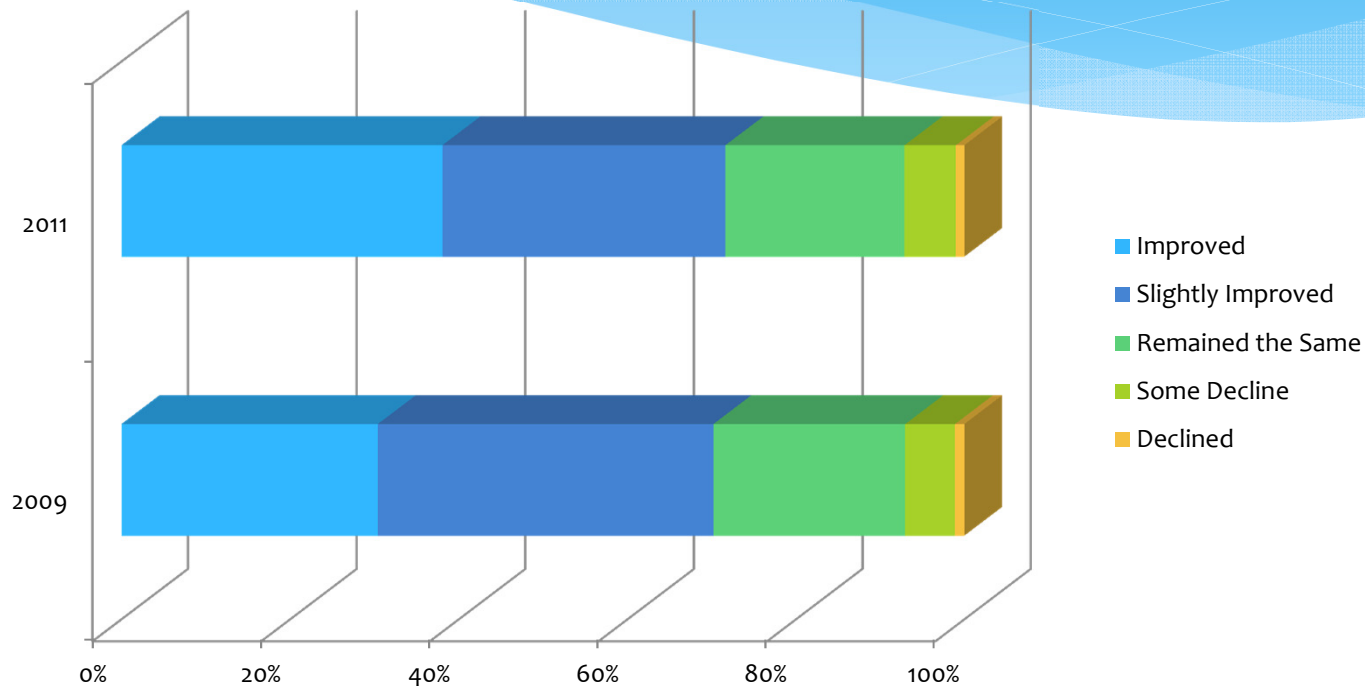
19.5% believe that the services are not worth the taxes they pay, an increase of 1.5% from 2009.

Communication is valued



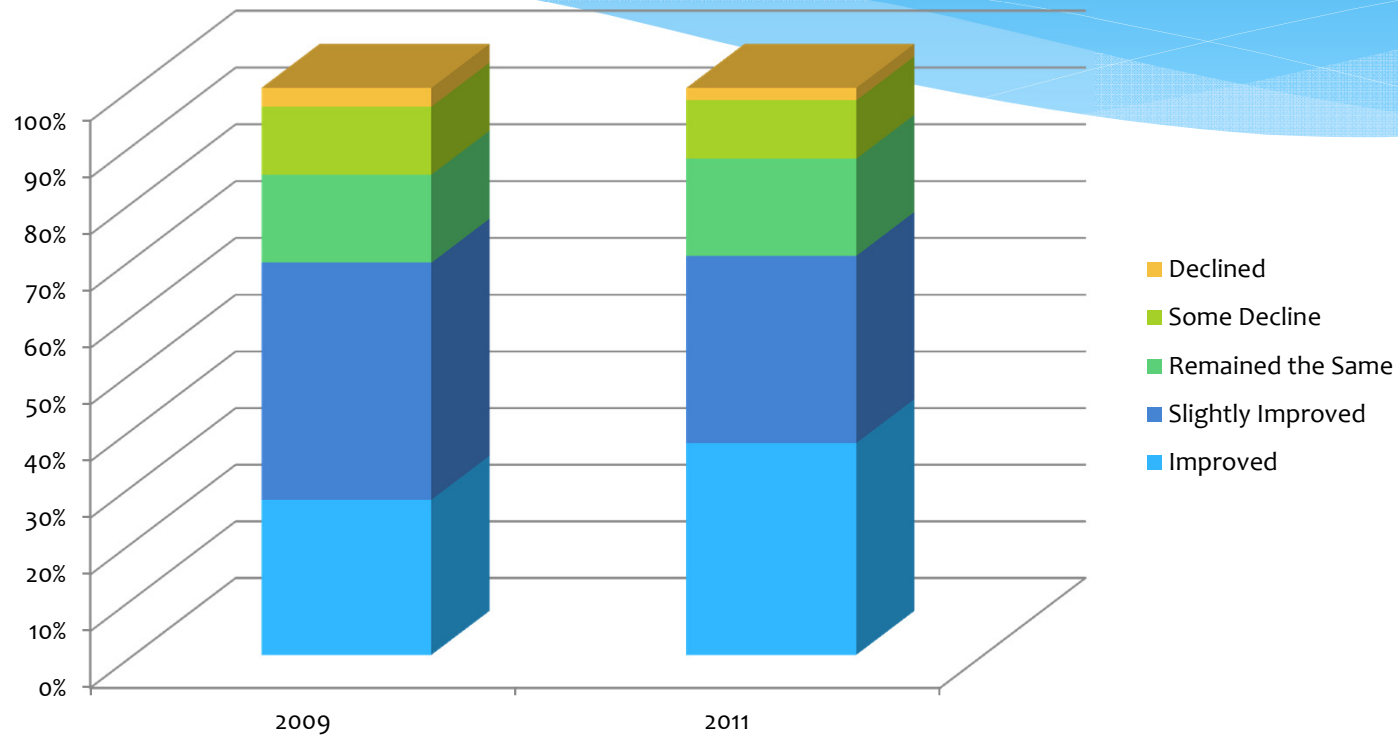
The number of respondents that rated the City's communication as "excellent" or "good" is 77%, an increase of 6% from 2009.

Community appearance has improved



The number of respondents who believe community appearance has improved increased by 1.5%.

Downtown has been enhanced



70% of respondents believe the downtown has improved, an increase of 1% from 2009.

Other Highlights

- * Communication with residents
- * Quality of City services
- * Downtown is important

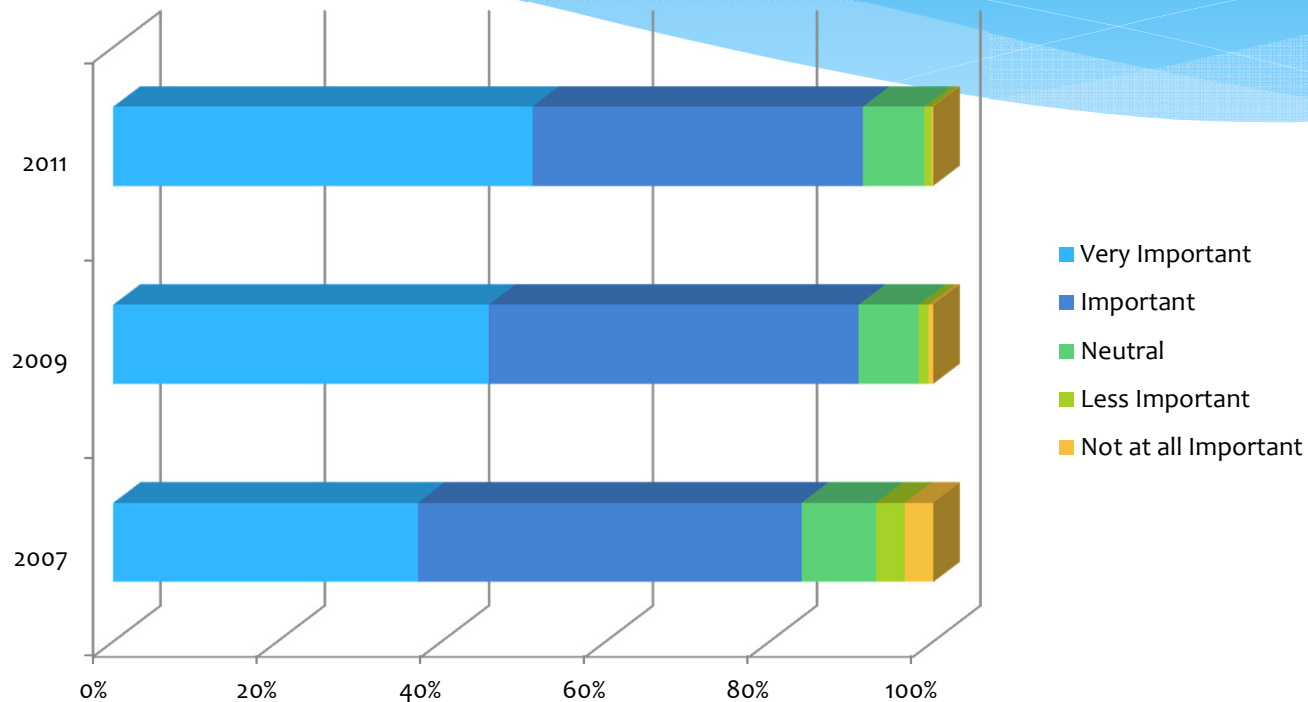
Communication

- * The 3 top sources of information about the City are:
 - * City newsletter
 - * City website
 - * Local newspaper
- * The 3 sources of information used least are:
 - * Twitter
 - * Facebook
 - * Public meeting

Quality of services

- * Public Safety services received extremely high marks from those that needed them.
- * Maintenance of infrastructure and utility systems received favorable reviews.

Importance of Downtown St. Charles

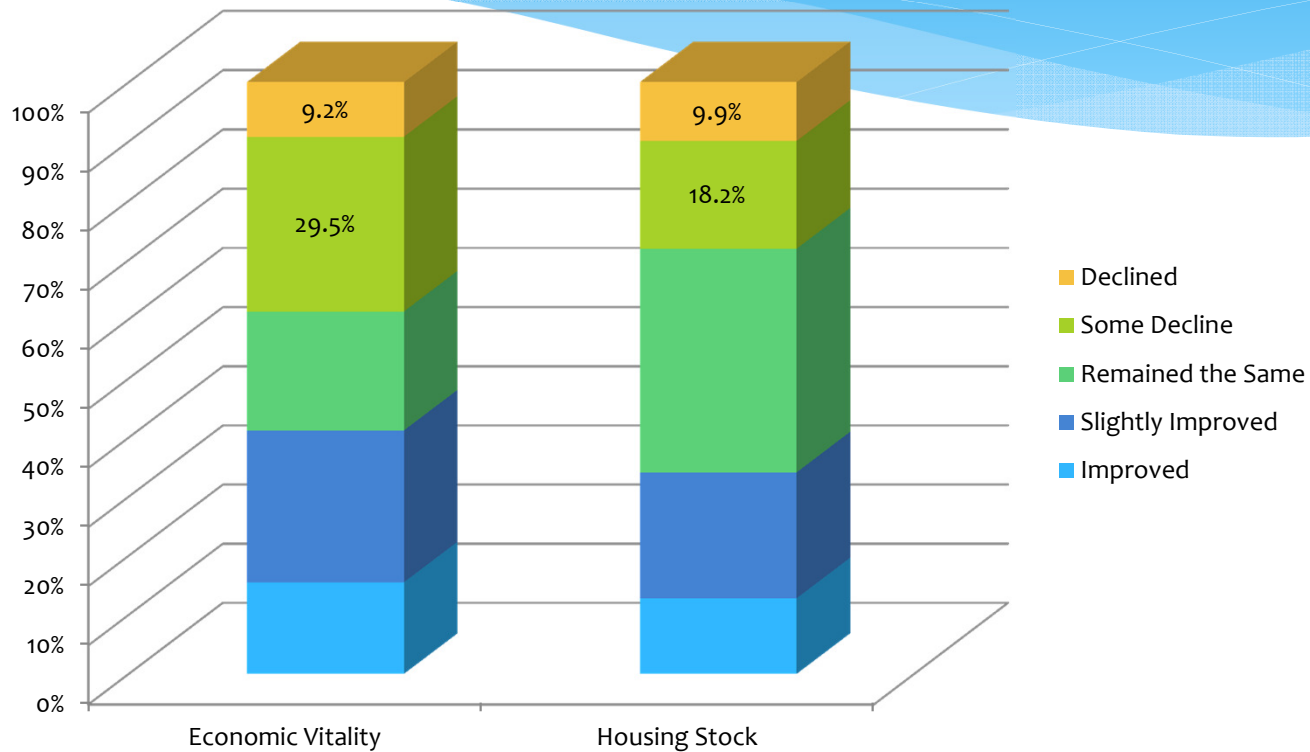


More than 91% of respondents believe it is important for the city to maintain a welcoming downtown.

Areas of Concern

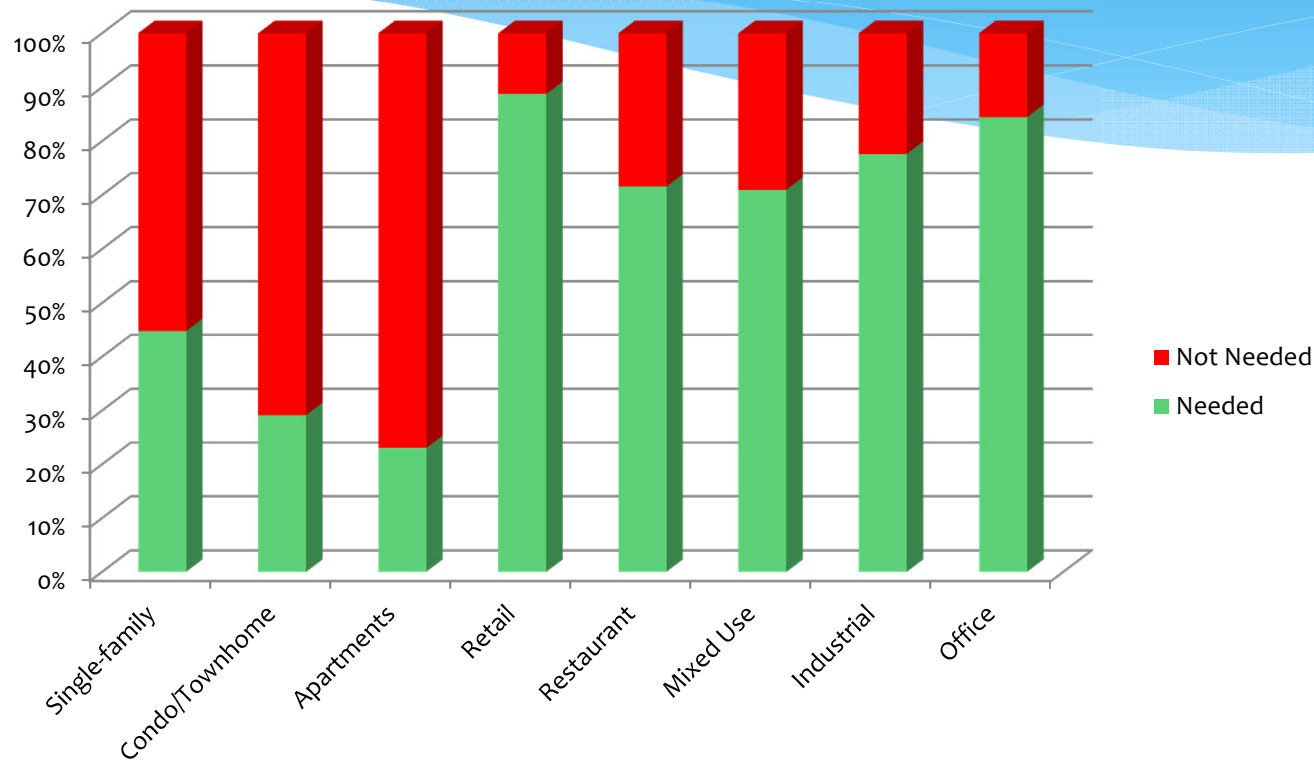
- * Economic Vitality
- * Housing Stock
- * Appearance of East Main Street
- * Traffic Circulation
- * Quality of drinking water

Economic Vitality & Housing Stock



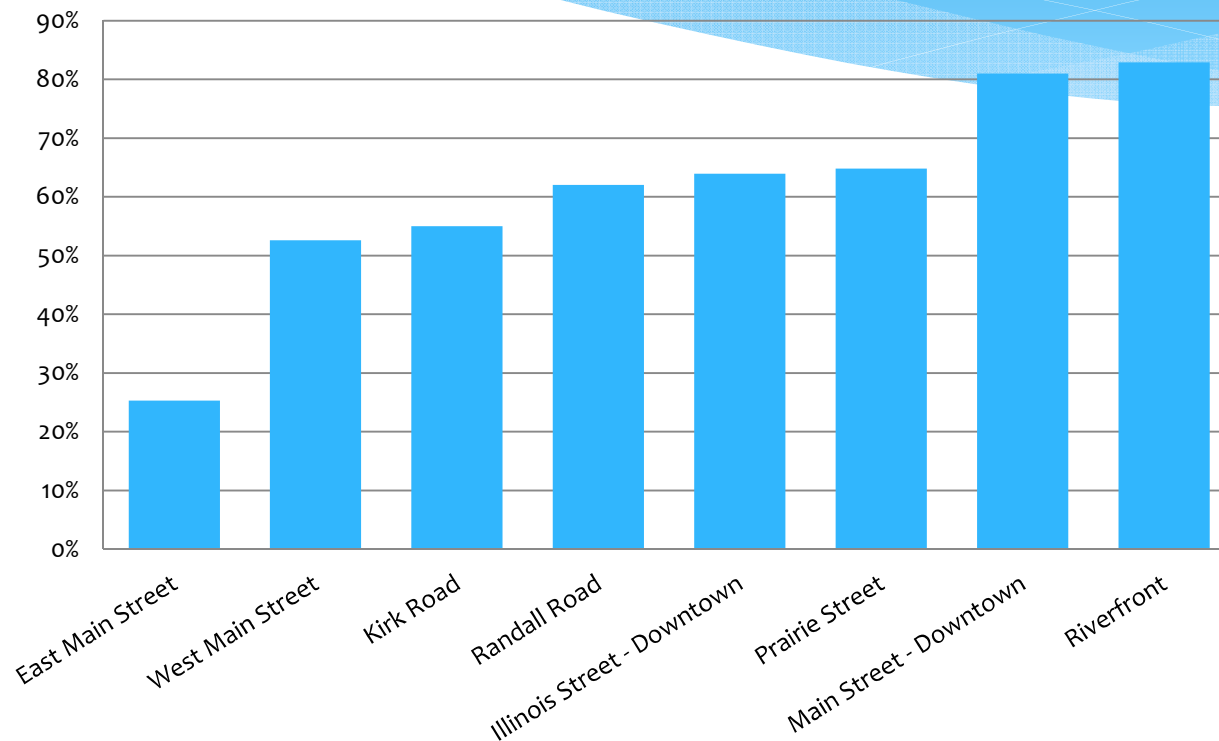
This chart demonstrates that residents believe there has been some decline in economic vitality and housing stock.

The “economic development conundrum”



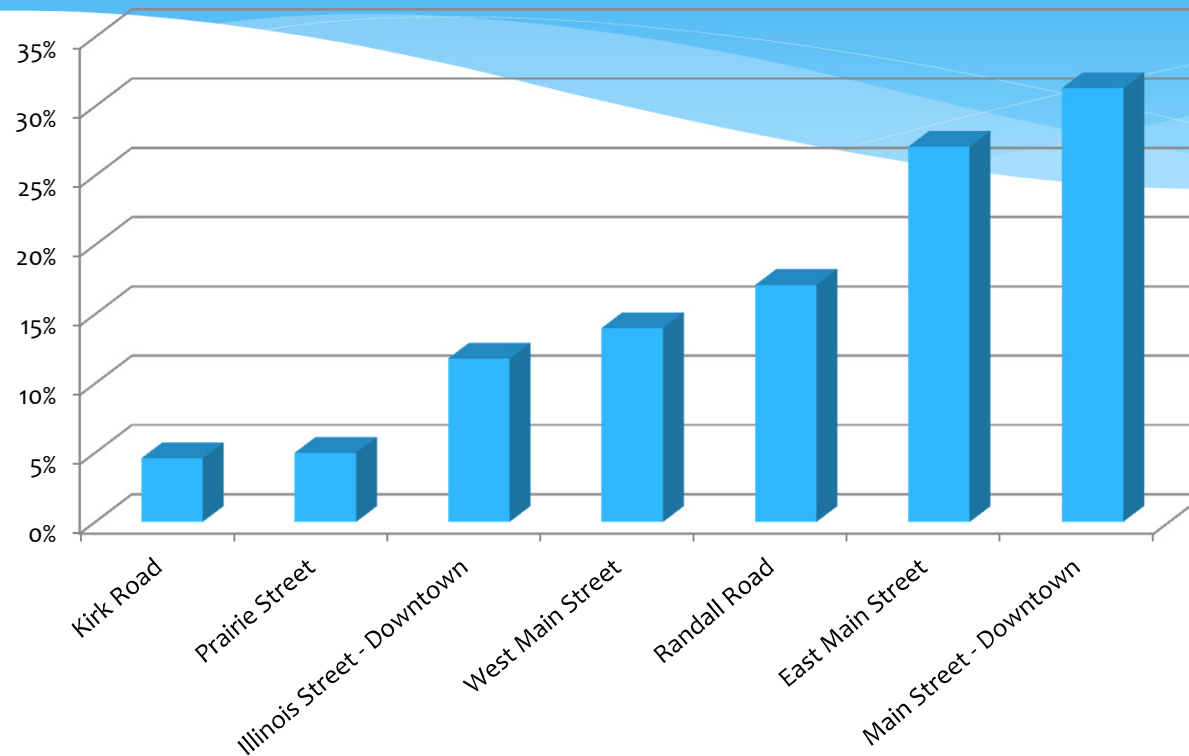
The results show that additional businesses of all types are desired by a strong majority of respondents.

Appearance of Community Corridors



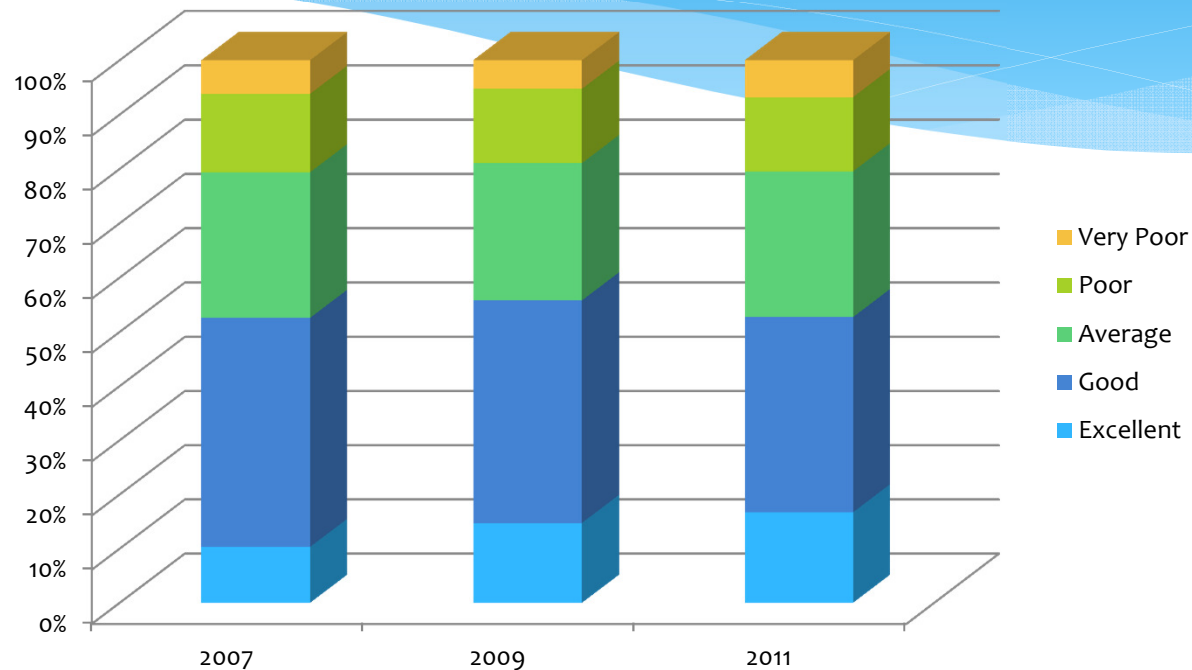
East Main Street had the lowest number of ratings of “excellent” and “good.”

Traffic Circulation



Poor circulation was identified most with the downtown and East Main Street.

Quality of Drinking Water



20% of respondents rated the quality of drinking water as “poor” or “very poor” and several commented on their desire for the City to soften water.

Conclusion

- * Residents are very satisfied with overall quality of life in the community and the services the City provides.
- * Ratings reflect strong recognition that St. Charles continues to provide high level of service given the economic climate.
- * There are some areas that can be improved.



2011 Priorities Survey

Questions/Comments