



# CITY OF O'FALLON, IL 2011



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## CONTENTS

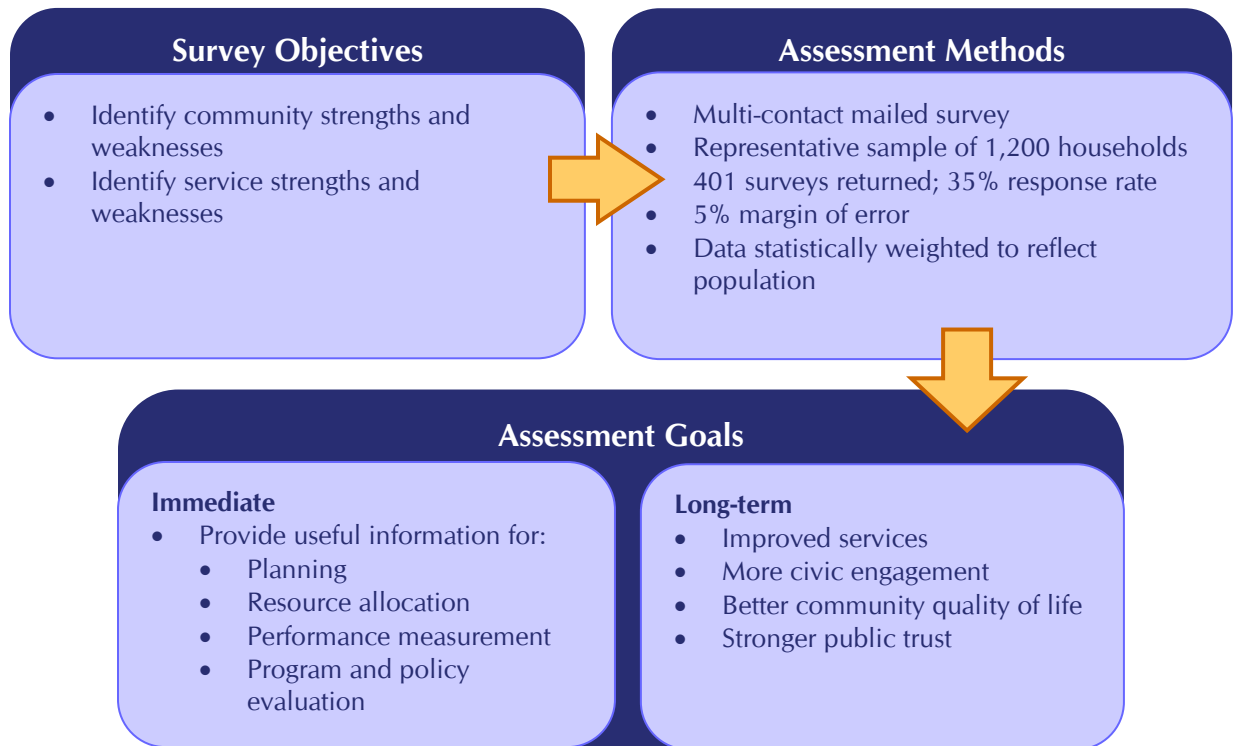
Survey Background.....	1
About The National Citizen Survey™ .....	1
Understanding the Results .....	3
Executive Summary .....	5
Community Ratings .....	7
Overall Community Quality .....	7
Community Design .....	9
Transportation .....	9
Housing .....	12
Land Use and Zoning .....	14
Economic Sustainability.....	17
Public Safety .....	20
Environmental Sustainability.....	24
Recreation and Wellness .....	26
Parks and Recreation .....	26
Culture, Arts and Education .....	28
Health and Wellness .....	30
Community Inclusiveness.....	32
Civic Engagement.....	34
Civic Activity.....	34
Information and Awareness .....	37
Social Engagement .....	38
Public Trust.....	40
City of O'Fallon Employees .....	42
From Data to Action .....	44
Resident Priorities .....	44
City of O'Fallon Action Chart™ .....	45
Using Your Action Chart™ .....	47
Custom Questions .....	49
Appendix A: Complete Survey Frequencies .....	51
Frequencies Excluding "Don't Know" Responses .....	51
Frequencies Including "Don't Know" Responses.....	63
Appendix B: Survey Methodology .....	79
Appendix C: Survey Materials.....	88

## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 401 completed surveys were obtained, providing an overall response rate of 35%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of O'Fallon was developed in close cooperation with local jurisdiction staff. O'Fallon staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of O'Fallon staff also augmented The National Citizen Survey™ basic service through a variety of options including crosstabulations of results and several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of O'Fallon Survey (401 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of O'Fallon, but from City of O'Fallon services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of O'Fallon chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of O'Fallon survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of O'Fallon results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of O'Fallon's rating to the benchmark.

### **"Don't Know" Responses and Rounding**

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of O'Fallon survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of O'Fallon and believed the City was a good place to live. The overall quality of life in the City of O'Fallon was rated as "excellent" or "good" by 85% of respondents. A majority reported they plan on staying in the City of O'Fallon for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were opportunities to participate in religious or spiritual activities, cleanliness of O'Fallon, and the overall image or reputation of O'Fallon. Among the characteristics receiving the least positive ratings were employment opportunities, opportunities to attend cultural activities, and traffic flow on major streets.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, 16 were above the national benchmark comparison, 12 were similar to the national benchmark comparison and two were below.

Residents in the City of O'Fallon were somewhat civically engaged. While only 24% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 94% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of O'Fallon, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. About half rated the overall direction being taken by the City of O'Fallon as "good" or "excellent." This was similar to the benchmark. Those residents who had interacted with an employee of the City of O'Fallon in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as "excellent" or "good."

On average, residents gave favorable ratings to a majority of local government services. City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, 22 were above the benchmark comparison, 11 were similar to the benchmark comparison and two were below.

A Key Driver Analysis was conducted for the City of O'Fallon which examined the relationships between ratings of each service and ratings of the City of O'Fallon's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of O'Fallon can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Land use, planning and zoning
- Police services
- Sewer services

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: sewer services. For land use, planning and zoning services and police services, the City of O'Fallon was above the benchmark and should continue to ensure high quality performance.

## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of O'Fallon – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of O'Fallon. Residents were asked whether they planned to move soon or if they would recommend the City of O'Fallon to others. Intentions to stay and willingness to make recommendations provide evidence that the City of O'Fallon offers services and amenities that work.

Most of the City of O'Fallon's residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. These ratings had remained stable over time.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

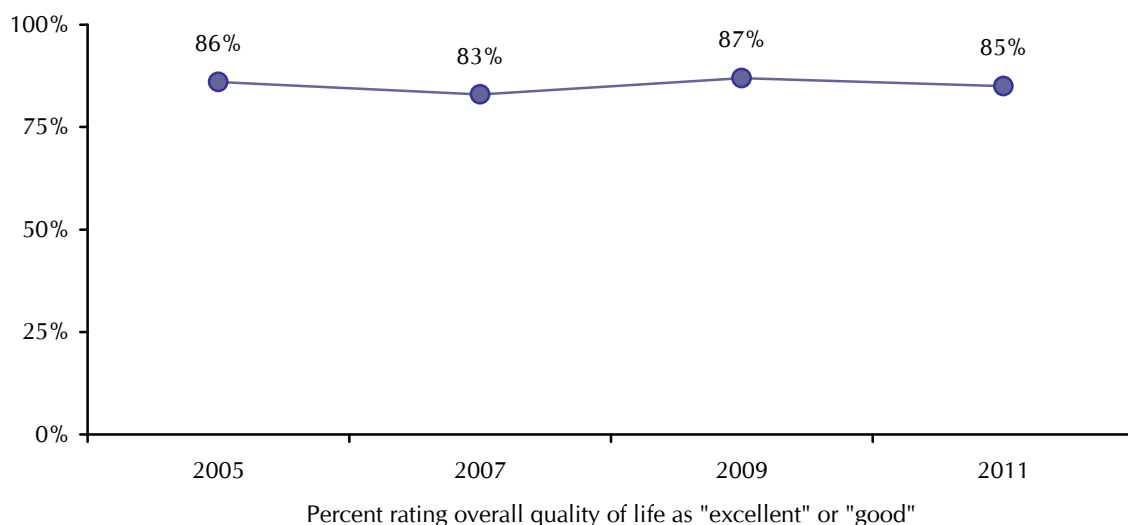


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2011	2009	2007	2005
The overall quality of life in O'Fallon	85%	87%	83%	86%
Your neighborhood as a place to live	84%	85%	84%	80%
O'Fallon as a place to live	89%	92%	90%	92%
Percent "excellent" or "good"				

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

	2011	2009	2007	2005
Remain in O'Fallon for the next five years	82%	83%	NA	NA
Recommend living in O'Fallon to someone who asks	88%	89%	NA	NA
Percent "very" and "somewhat" likely				

FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
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	Comparison to benchmark
Overall quality of life in O'Fallon	Above
Your neighborhood as place to live	Similar
O'Fallon as a place to live	Above
Recommend living in O'Fallon to someone who asks	Above
Remain in O'Fallon for the next five years	Similar

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of car travel and ease of walking in O'Fallon were given the most positive ratings, followed by the availability of paths and walking trails. These ratings tended to be similar or above the benchmark. Most ratings were similar when compared to past years. The ratings for ease of car travel and bicycle travel in O'Fallon had increased over time.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2011	2009	2007	2005
Ease of car travel in O'Fallon	64%	71%	56%	54%
Ease of bus travel in O'Fallon	50%	47%	46%	50%
Ease of bicycle travel in O'Fallon	50%	50%	43%	34%
Ease of walking in O'Fallon	64%	65%	62%	64%
Availability of paths and walking trails	58%	58%	NA	NA
Traffic flow on major streets	47%	53%	NA	NA
Percent "excellent" or "good"				

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in O'Fallon	Above
Ease of bus travel in O'Fallon	Much above
Ease of bicycle travel in O'Fallon	Similar
Ease of walking in O'Fallon	Above
Availability of paths and walking trails	Similar
Traffic flow on major streets	Similar

Eight transportation services were rated in O'Fallon. As compared to most communities across America, ratings tended to be a mix of positive and negative. Five were above the benchmark, one was below the benchmark and two were similar to the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2011	2009	2007	2005
Street repair	51%	57%	48%	49%
Street cleaning	65%	70%	57%	61%
Street lighting	70%	74%	68%	65%
Snow removal	48%	55%	64%	68%
Sidewalk maintenance	52%	59%	58%	57%
Traffic signal timing	64%	66%	62%	54%
Bus or transit services	64%	58%	57%	63%
Amount of public parking	53%	63%	63%	63%
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Above
Street cleaning	Similar
Street lighting	Much above
Snow removal	Much below
Sidewalk maintenance	Similar
Traffic signal timing	Much above
Bus or transit services	Much above
Amount of public parking	Above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 4% of work commute trips were made by transit and 2% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

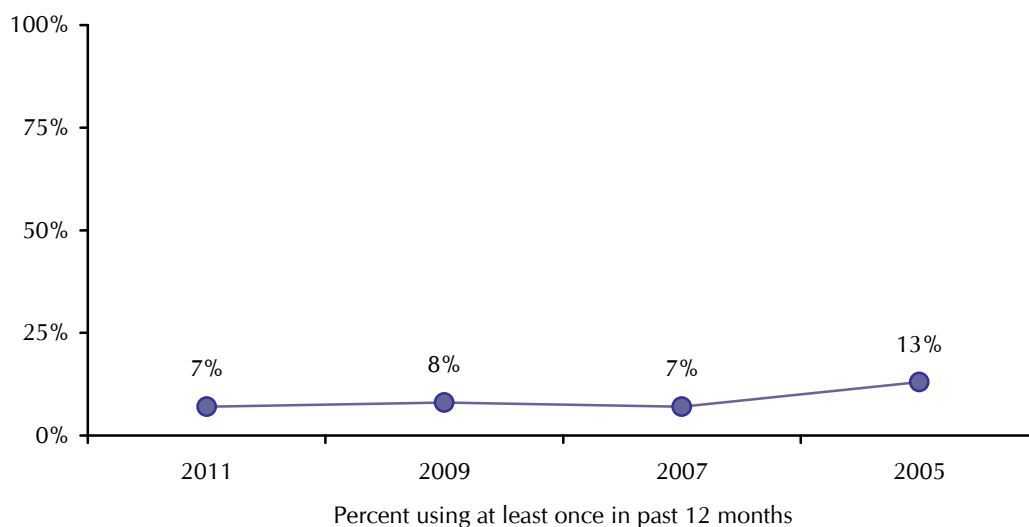


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within O'Fallon	Much less

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

	2011	2009	2007	2005
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	83%	84%	NA	NA
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%	9%	NA	NA
Bus, rail, subway or other public transportation	4%	2%	NA	NA
Walk	2%	1%	NA	NA
Bicycle	0%	1%	NA	NA
Work at home	4%	3%	NA	NA
Other	0%	1%	NA	NA

FIGURE 14: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Much more

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of O'Fallon residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 53% of respondents, while the variety of housing options was rated as “excellent” or “good” by 67% of respondents. The rating of perceived affordable housing availability was much better in the City of O'Fallon than the ratings, on average, in comparison jurisdictions. The rating for the availability of affordable quality housing had increased since 2005.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2011	2009	2007	2005
Availability of affordable quality housing	53%	51%	45%	42%
Variety of housing options	67%	73%	NA	NA
Percent "excellent" or "good"				

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Much above

To augment the perceptions of affordable housing in O'Fallon, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of O'Fallon experiencing housing cost stress. About 22% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

	2011	2009	2007	2005
Housing costs 30% or more of income	22%	26%	NA	NA
Percent of respondents				

FIGURE 18: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of O'Fallon and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of O'Fallon was rated as "excellent" or "good" by 68% of respondents. The overall appearance of O'Fallon was rated as "excellent" or "good" by 77% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of O'Fallon, 6% thought they were a "major" problem. The services of land use, planning and zoning and code enforcement were rated much above the benchmark.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2011	2009	2007	2005
Overall quality of new development in O'Fallon	68%	79%	NA	NA
Overall appearance of O'Fallon	77%	81%	74%	78%
Percent "excellent" or "good"				

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in O'Fallon	Much above
Overall appearance of O'Fallon	Much above

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

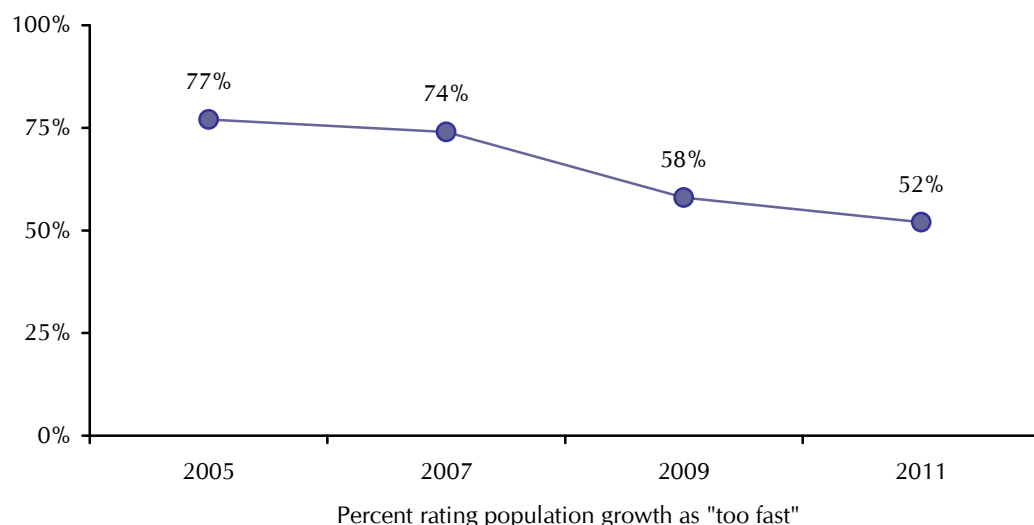


FIGURE 22: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much more

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

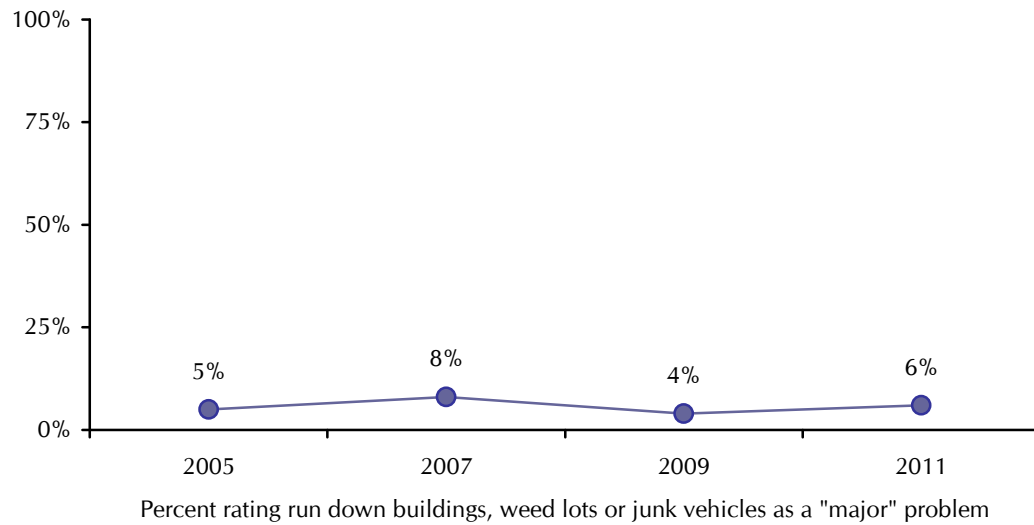


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2011	2009	2007	2005
Land use, planning and zoning	54%	54%	46%	38%
Code enforcement (weeds, abandoned buildings, etc.)	59%	56%	52%	52%
Percent "excellent" or "good"				

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments in O'Fallon and O'Fallon as a place to work. Receiving the lowest rating was employment opportunities, though this rating had increased over time. The ratings for shopping opportunities and O'Fallon as a place to work had declined over time.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Employment opportunities	36%	33%	31%	26%
Shopping opportunities	52%	56%	62%	64%
O'Fallon as a place to work	56%	64%	59%	68%
Overall quality of business and service establishments in O'Fallon	65%	69%	NA	NA
Percent "excellent" or "good"				

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Similar
Shopping opportunities	Similar
O'Fallon as a place to work	Similar
Overall quality of business and service establishments in O'Fallon	Similar

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in O'Fallon, 80% responded that it was “too slow,” while 40% reported retail growth as “too slow.” About the same number of residents in O'Fallon compared to other jurisdictions believed that retail growth was too slow and more residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2011	2009	2007	2005
Retail growth seen as too slow	40%	31%	22%	26%
Jobs growth seen as too slow	80%	76%	65%	63%
Percent of respondents				

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Similar
Jobs growth seen as too slow	More

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

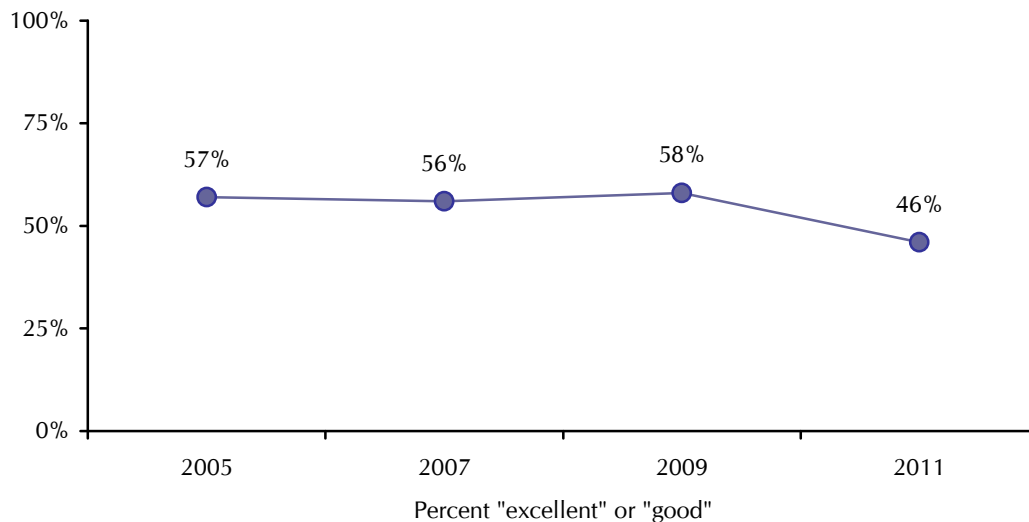


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Above

Residents were asked to reflect on their economic prospects in the near term. Nineteen percent of the City of O'Fallon residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

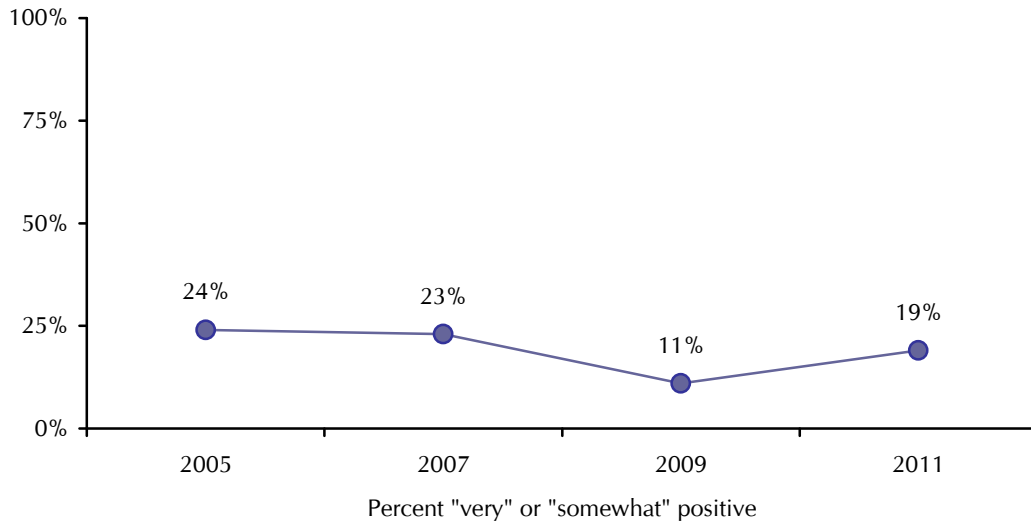


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

Comparison to benchmark	
Positive impact of economy on household income	Similar

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City O'Fallon. About 82% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 82% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety. Most ratings were similar to past survey years.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2011	2009	2007	2005
Safety in your neighborhood during the day	94%	94%	98%	97%
Safety in your neighborhood after dark	77%	79%	85%	87%
Safety in O'Fallon's downtown area during the day	91%	95%	96%	96%
Safety in O'Fallon's downtown area after dark	70%	69%	68%	79%
Safety from violent crime (e.g., rape, assault, robbery)	82%	81%	82%	88%
Safety from property crimes (e.g., burglary, theft)	66%	72%	74%	75%
Safety from environmental hazards	82%	84%	NA	NA

Percent "very" or "somewhat" safe

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Similar
In your neighborhood after dark	Above
In O'Fallon's downtown area during the day	Above
In O'Fallon's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Above
Property crimes (e.g., burglary, theft)	Above
Environmental hazards, including toxic waste	Much above

As assessed by the survey, 8% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 84% had reported it to police. Compared to other jurisdictions a much smaller proportion O'Fallon residents had been victims of crime in the 12 months preceding the survey and many more O'Fallon residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2011	2009	2007	2005
During the past 12 months, were you or anyone in your household the victim of any crime?	8%	9%	7%	8%
If yes, was this crime (these crimes) reported to the police?	84%	57%	90%	83%
Percent "yes"				

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much less
Reported crimes	Much more

Residents rated seven City public safety services; of these, six were rated above the benchmark comparison and one was rated similar to the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. The rating for emergency preparedness had improved over time.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2011	2009	2007	2005
Police services	84%	90%	88%	91%
Fire services	92%	93%	92%	95%
Ambulance or emergency medical services	91%	95%	91%	93%
Crime prevention	69%	76%	81%	81%
Fire prevention and education	81%	82%	81%	86%
Traffic enforcement	74%	75%	70%	70%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	75%	59%	NA	NA
Percent "excellent" or "good"				

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Similar
Ambulance or emergency medical services	Above
Crime prevention	Above
Fire prevention and education	Above
Traffic enforcement	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

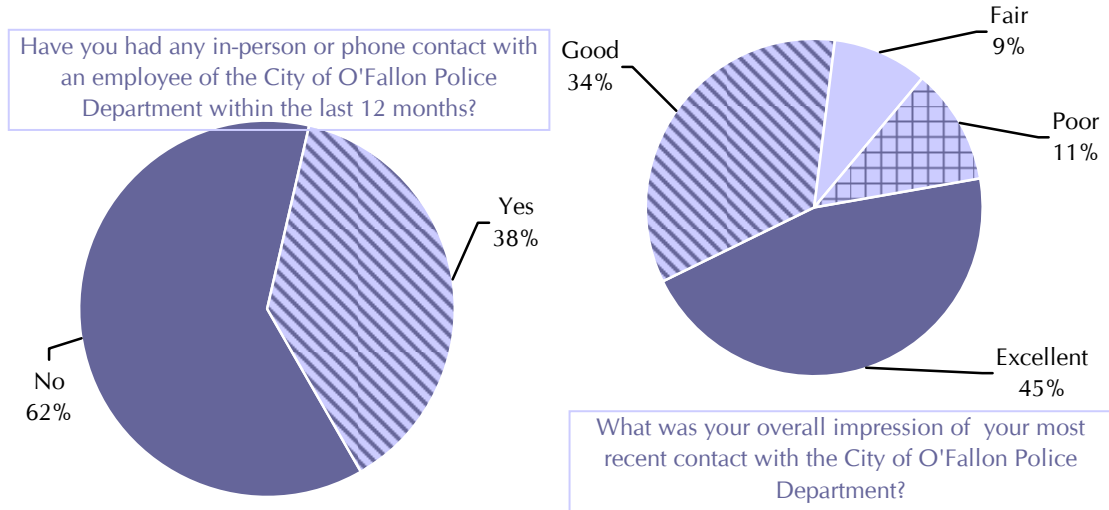


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of O'Fallon Police Department	Similar
Overall impression of most recent contact with the City of O'Fallon Police Department	Above

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of O'Fallon were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 68% of survey respondents, was similar to the benchmark and was lower when compared to the previous survey.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

	2011	2009	2007	2005
Cleanliness of O'Fallon	79%	83%	NA	NA
Quality of overall natural environment in O'Fallon	68%	76%	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	55%	60%	NA	NA
Percent "excellent" or "good"				

FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of O'Fallon	Above
Quality of overall natural environment in O'Fallon	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Similar

Resident recycling was much less than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

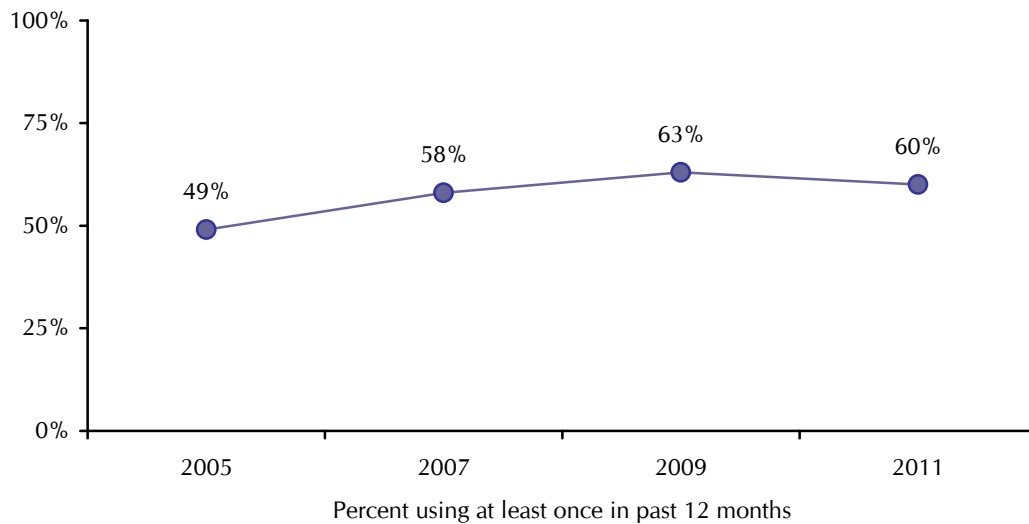


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much less

Of the six utility services rated by those completing the questionnaire, one was higher than the benchmark comparison, four were similar and one was below the benchmark comparison. The rating for storm drainage improved over time.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

	2011	2009	2007	2005
Sewer services	73%	75%	68%	66%
Drinking water	67%	70%	61%	57%
Storm drainage	62%	53%	49%	38%
Yard waste pick-up	74%	76%	73%	75%
Recycling	62%	55%	56%	52%
Garbage collection	80%	82%	81%	80%

Percent "excellent" or "good"

FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Similar
Drinking water	Similar
Storm drainage	Similar
Yard waste pick-up	Above
Recycling	Much below
Garbage collection	Similar

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of O'Fallon were rated positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers or facilities were rated much higher than the national benchmark. Parks and recreation ratings have generally stayed constant over time.

Resident use of O'Fallon parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used O'Fallon recreation centers was about the same as the percent of users in comparison jurisdictions. However, recreation program use in O'Fallon was lower than use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

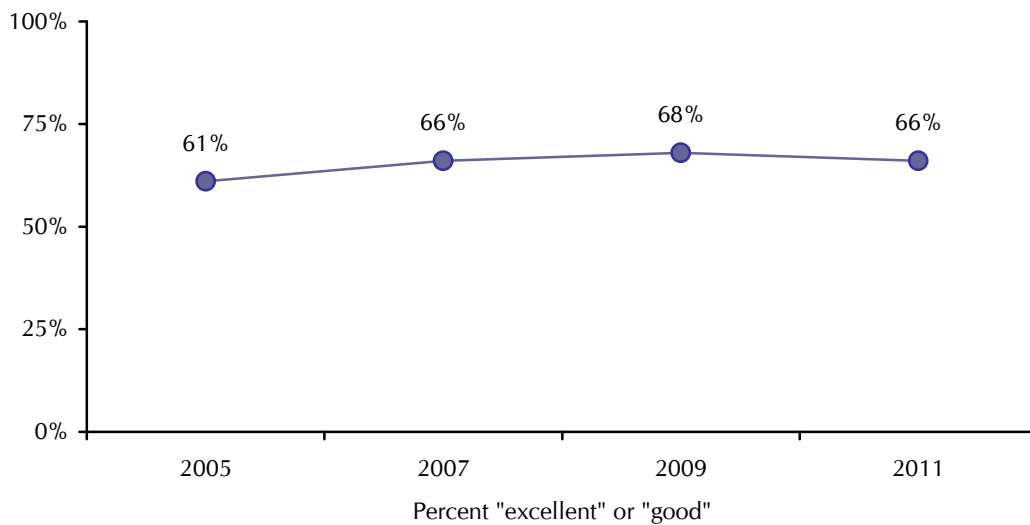


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Similar

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Used O'Fallon recreation centers	59%	58%	61%	63%
Participated in a recreation program or activity	37%	44%	50%	44%
Visited a neighborhood park or City park	88%	82%	86%	89%
Percent using at least once in last 12 months				

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used O'Fallon recreation centers	Similar
Participated in a recreation program or activity	Much less
Visited a neighborhood park or City park	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2011	2009	2007	2005
City parks	87%	92%	85%	84%
Recreation programs or classes	84%	81%	78%	79%
Recreation centers or facilities	79%	77%	76%	73%
Percent "excellent" or "good"				

FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 38% of respondents. Educational opportunities were rated as “excellent” or “good” by 67% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, while cultural activity opportunities were rated much below the benchmark comparison.

About 71% of O'Fallon residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions and had remained stable over time.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Opportunities to attend cultural activities	38%	40%	44%	45%
Educational opportunities	67%	73%	NA	NA
Percent "excellent" or "good"				

FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Above

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Used O'Fallon public libraries or their services	71%	69%	71%	71%
Participated in religious or spiritual activities in O'Fallon	49%	56%	NA	NA
Percent using at least once in last 12 months				

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used O'Fallon public libraries or their services	Similar
Participated in religious or spiritual activities in O'Fallon	Less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2011	2009	2007	2005
Public schools	83%	92%	85%	80%
Public library services	89%	90%	86%	83%
Percent "excellent" or "good"				

FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Above

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of O'Fallon were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of O'Fallon, while the availability for preventive health services and affordable quality health care were rated less favorably by residents. These ratings were similar when compared to past survey years.

Among O'Fallon residents, 55% rated affordable quality health care as "excellent" or "good." Those ratings were above the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Availability of affordable quality health care	55%	61%	62%	52%
Availability of affordable quality food	63%	68%	NA	NA
Availability of preventive health services	58%	63%	NA	NA
Percent "excellent" or "good"				

FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Above
Availability of affordable quality food	Similar
Availability of preventive health services	Similar

Health services was rated “excellent” or “good” by 65% of respondents and was above the benchmark. This rating was lower compared to the previous survey year.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

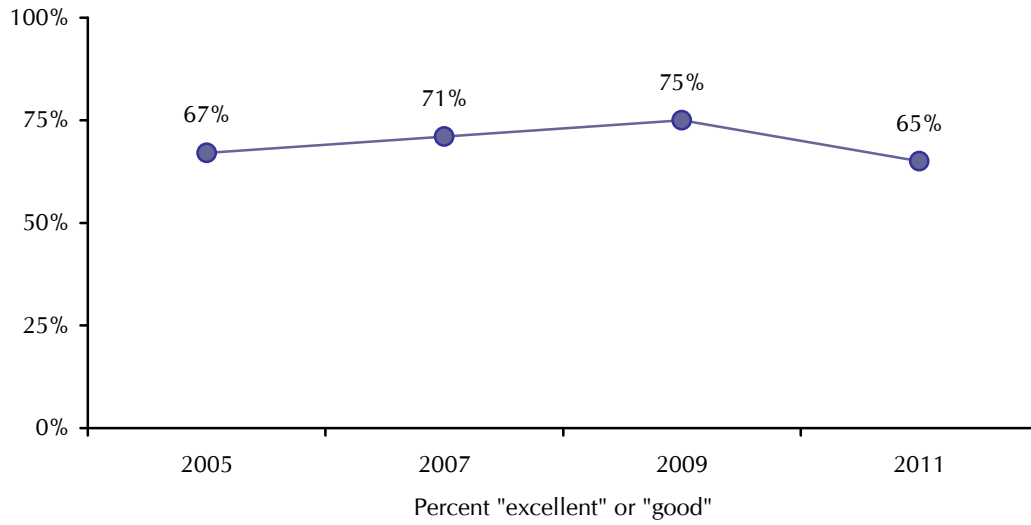


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Above

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of O'Fallon as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of O'Fallon as an "excellent" or "good" place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." A majority of survey respondents felt the City of O'Fallon was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care rated the lowest by residents but was higher than the benchmark. These ratings were generally stable over time.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2011	2009	2007	2005
Sense of community	70%	72%	69%	75%
Openness and acceptance of the community towards people of diverse backgrounds	66%	70%	66%	72%
Availability of affordable quality child care	50%	47%	54%	43%
O'Fallon as a place to raise children	88%	89%	90%	86%
O'Fallon as a place to retire	62%	60%	54%	63%
Percent "excellent" or "good"				

FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Above
Openness and acceptance of the community toward people of diverse backgrounds	Above
Availability of affordable quality child care	Above
O'Fallon as a place to raise kids	Much above
O'Fallon as a place to retire	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 45% to 65% with ratings of “excellent” or “good.” Services to youth was above the benchmark while services to seniors and services to low-income people were similar to the benchmark.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2011	2009	2007	2005
Services to seniors	65%	68%	72%	65%
Services to youth	69%	74%	68%	63%
Services to low-income people	45%	48%	46%	42%
Percent "excellent" or "good"				

FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Much above
Services to low income people	Similar

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of O'Fallon. Survey participants rated the volunteer opportunities in the City of O'Fallon somewhat favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was below the benchmark while the rating for opportunities to volunteer was similar to the benchmark. These ratings were similar to the previous survey year.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

Ratings of Civic Engagement Opportunities by Year				
	2011	2009	2007	2005
Opportunities to volunteer	70%	68%	NA	NA
Opportunities to participate in community matters	58%	57%	NA	NA
Percent "excellent" or "good"				

FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Below
Opportunities to volunteer	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group, or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who had participated in a club or civic group in O'Fallon or who had provided help to a friend or neighbor showed similar rates of involvement. Those who had attended or watched a meeting of local elected officials or other local public meeting or volunteered time to some group or activity in O'Fallon showed lower rates of community engagement.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

	2011	2009	2007	2005
Attended a meeting of local elected officials or other local public meeting	24%	22%	24%	29%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	30%	37%	38%	40%
Volunteered your time to some group or activity in O'Fallon	36%	40%	44%	37%
Participated in a club or civic group in O'Fallon	28%	26%	NA	NA
Provided help to a friend or neighbor	94%	94%	NA	NA
Percent participating at least once in the last 12 months				

FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in O'Fallon	Much less
Participated in a club or civic group in O'Fallon	Similar
Provided help to a friend or neighbor	Similar

<sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

Eighty-two percent of survey respondents reported they were registered to vote and 68% indicated they had voted in the last general election. This rate of self-reported voting was much lower than that of comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR BY YEAR<sup>2</sup>

	2011	2009	2007	2005
Registered to vote	82%	87%	82%	83%
Voted in the last general election	68%	83%	66%	75%
Percent "yes"				

FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Much less

<sup>2</sup> Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of O'Fallon Web site in the previous 12 months, 63% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES BY YEAR

	2011	2009	2007	2005
Read O'Fallon Newsletter	83%	89%	88%	90%
Visited the City of O'Fallon Web site (at <a href="http://www.ofallon.org">www.ofallon.org</a> )	63%	66%	41%	NA
Percent using at least once in last 12 months				

FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read O'Fallon Newsletter	More
Visited the City of O'Fallon Web site	Similar

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2011	2009	2007	2005
Cable television	58%	57%	49%	58%
Public information services	73%	68%	66%	66%
Percent "excellent" or "good"				

FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Much above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 58% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.” These rating were similar to the previous survey year.

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2011	2009	2007	2005
Opportunities to participate in social events and activities	58%	59%	NA	NA
Opportunities to participate in religious or spiritual events and activities	83%	83%	NA	NA
Percent "excellent" or "good"				

FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar
Opportunities to participate in religious or spiritual events and activities	Above

Residents in O'Fallon reported a fair amount of neighborliness. More than 48% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

	2011	2009	2007	2005
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	48%	52%	NA	NA
Percent "at least several times per week"				

FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of O'Fallon is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of O'Fallon could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of O'Fallon may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of O'Fallon does at welcoming citizen involvement, 45% rated it as "excellent" or "good." Of these four ratings, one was above the benchmark, two were similar to the benchmark and one was below the benchmark.

FIGURE 83: PUBLIC TRUST RATINGS BY YEAR

	2011	2009	2007	2005
The value of services for the taxes paid to O'Fallon*	41%	41%	42%	48%
The overall direction that O'Fallon is taking*	52%	57%	52%	52%
The job O'Fallon government does at welcoming citizen involvement*	45%	46%	56%	54%
Overall image or reputation of O'Fallon	79%	85%	NA	NA

Percent "excellent" or "good"

\* For jurisdictions that have conducted The NCS prior to 2008, the change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 84: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to O'Fallon	Much below
The overall direction that O'Fallon is taking	Similar
Job O'Fallon government does at welcoming citizen involvement	Similar
Overall image or reputation of O'Fallon	Much above

On average, residents of the City of O'Fallon gave the highest evaluations to their own local government and the lowest average rating to state government. The overall quality of services delivered by the City of O'Fallon was rated as "excellent" or "good" by 76% of survey participants. The City of O'Fallon's rating was above the benchmark when compared to other communities. Ratings of overall City services have remained stable over time.

FIGURE 85: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF O'FALLON BY YEAR

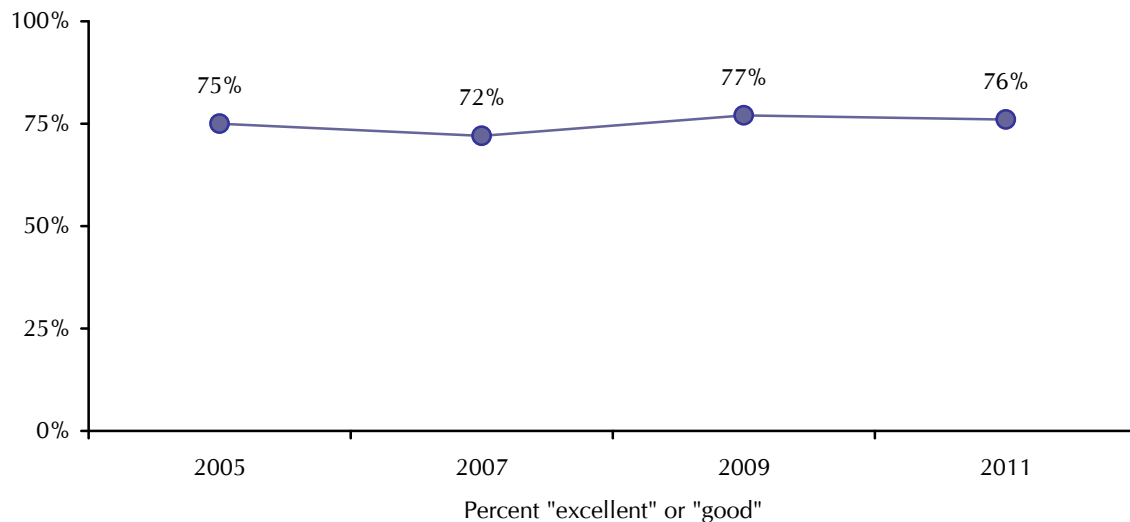


FIGURE 86: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2011	2009	2007	2005
Services provided by City of O'Fallon	76%	77%	72%	75%
Services provided by the Federal Government	36%	47%	47%	55%
Services provided by the State Government	25%	36%	40%	50%
Services provided by St. Clair County Government	34%	42%	NA	NA
Percent "excellent" or "good"				

FIGURE 87: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of O'Fallon	Above
Services provided by the Federal Government	Similar
Services provided by the State Government	Much below
Services provided by St. Clair County Government	Much below

## City of O'Fallon Employees

The employees of the City of O'Fallon who interact with the public create the first impression that most residents have of the City of O'Fallon. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of O'Fallon. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of O'Fallon staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 52% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated favorably; 77% of respondents rated their overall impression as "excellent" or "good." Employees' ratings were similar to the benchmark.

FIGURE 88: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

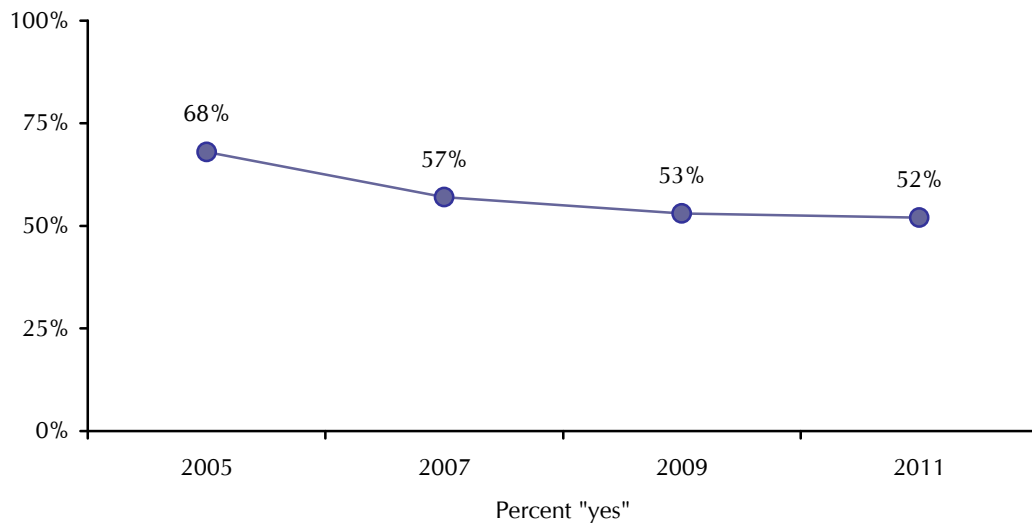


FIGURE 89: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Less

FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2011	2009	2007	2005
Knowledge	77%	86%	81%	77%
Responsiveness	73%	81%	78%	78%
Courtesy	78%	85%	81%	83%
Overall impression	77%	82%	77%	77%
Percent "excellent" or "good"				

FIGURE 91: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Similar
Responsiveness	Similar
Courteousness	Similar
Overall impression	Similar

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of O'Fallon by examining the relationships between ratings of each service and ratings of the City of O'Fallon's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of O'Fallon can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the O'Fallon Key Driver Analysis were:

- Land use, planning and zoning
- Police services
- Sewer services

## CITY OF O'FALLON ACTION CHART™

The 2011 City of O'Fallon Action Chart™ on the following page combines three dimensions of performance:

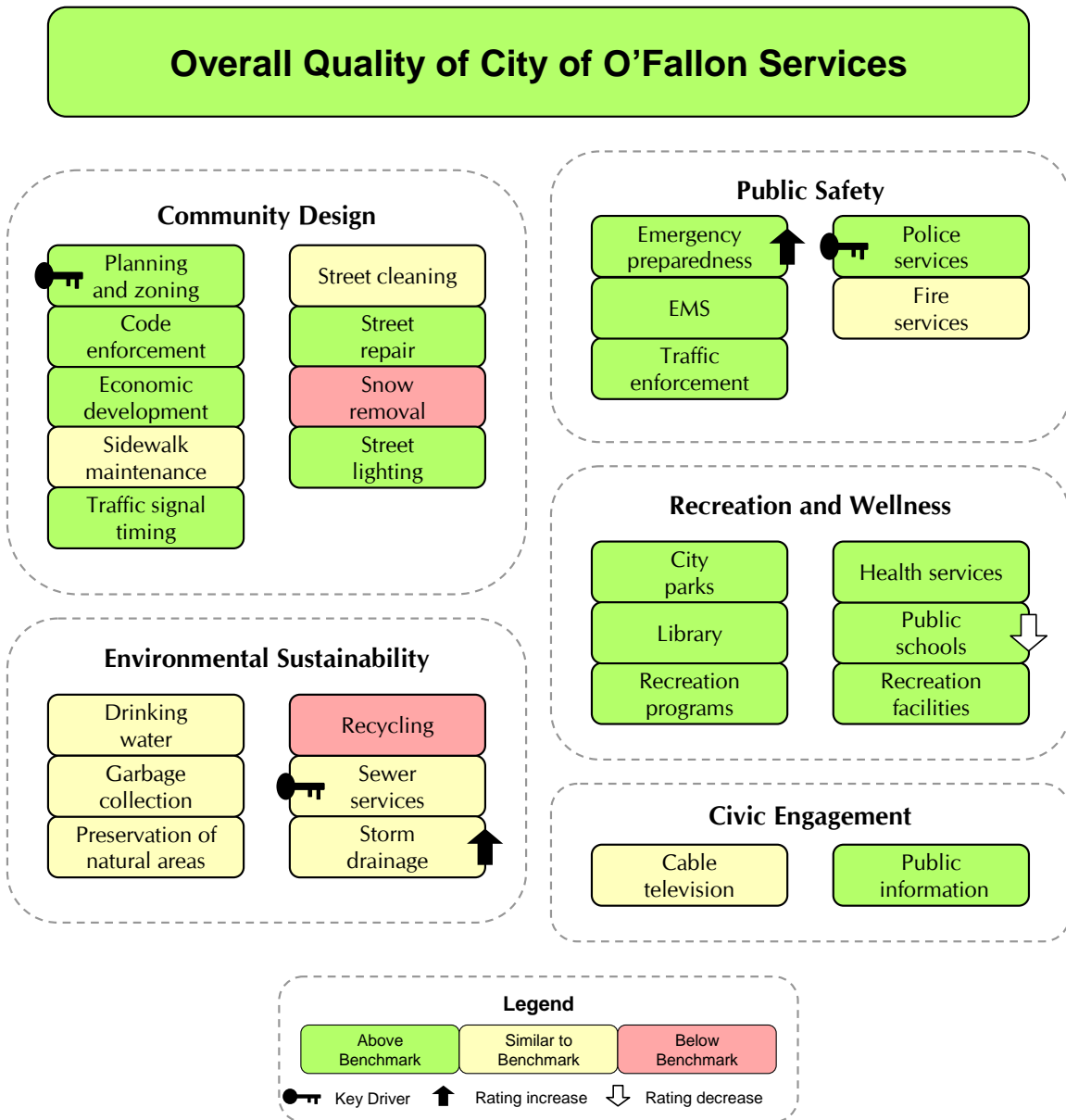
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-eight services were included in the KDA for the City of O'Fallon. Of these, seventeen were above the benchmark, two were below the benchmark and nine were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of O'Fallon, no key drivers were below the benchmark or trending lower in the current survey. Therefore, O'Fallon may wish to seek improvements to sewer services as this key driver received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

FIGURE 92: CITY OF O'FALLON ACTION CHART™



## Using Your Action Chart™

The key drivers derived for the City of O'Fallon provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of O'Fallon, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in O'Fallon, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do O'Fallon residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of O'Fallon key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 93: KEY DRIVERS COMPARED

Service	City of O'Fallon Key Drivers	National Key Drivers	Core Services
• Police services	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
• Sewer services	✓		✓
◦ City parks			
◦ Recreation programs or classes			
◦ Recreation centers or facilities			
• Land use planning and zoning	✓	✓	
Code enforcement			✓
Economic development		✓	
Health services			✓
◦ Public library			
Public information services		✓	
Public schools		✓	
◦ Cable television			
◦ Emergency preparedness			
◦ Preservation of natural areas			

• Key driver overlaps with national and or core services

◦ Service may be targeted for reductions it is not a key driver or core service

## CUSTOM QUESTIONS

"Don't know" responses have been removed from the following questions.

Custom Question 1					
Please indicate how important, if at all, you think it is for the City of O'Fallon to fund the following services over the next two years:	Essential	Very important	Somewhat important	Not at all important	Total
Maintenance of city street/buildings/facilities	37%	52%	10%	2%	100%
Traffic flow and congestion management	26%	49%	21%	3%	100%
Police and fire services	62%	31%	6%	1%	100%
Enforcement of city codes and ordinances	24%	46%	25%	6%	100%
Economic development services	26%	47%	24%	4%	100%
Internal business processes and practices	14%	39%	37%	9%	100%
City's stormwater/runoff management services	30%	41%	26%	3%	100%
City water/sewer services	35%	46%	18%	1%	100%
City parks/programs/facilities	20%	44%	29%	7%	100%
City communications with public	27%	43%	25%	5%	100%
Customer service from city employees	22%	49%	22%	7%	100%
Library services	20%	44%	31%	5%	100%
Land use planning	25%	41%	27%	8%	100%

Custom Question 2					
The City of O'Fallon is developing a new long range plan. Please indicate how important, if at all, you think it is for the City to prioritize each of the following:	Essential	Very important	Somewhat important	Not at all important	Total
Quality of public schools	62%	30%	8%	1%	100%
Need for development of existing business and residential areas	26%	46%	23%	5%	100%
Availability of housing	16%	36%	38%	11%	100%
Quality of new development compared to other areas	17%	44%	32%	7%	100%
Attracting commercial development	25%	39%	27%	9%	100%
Preservation of downtown O'Fallon and surrounding neighborhoods	32%	39%	25%	4%	100%
Maintaining existing infrastructure	35%	46%	17%	1%	100%
Expansion and ongoing maintenance of the stormwater system	31%	43%	25%	2%	100%

Custom Question 3					
The City of O'Fallon would like your input on balancing its budget. Please indicate how much you support or oppose the following options to balance the City budget:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Balance budget through revenue enhancements (such as new taxes or fees)	6%	22%	24%	48%	100%
Balance budget through expenditure reductions (such as cuts in current service levels)	23%	45%	21%	11%	100%
Balance budget through a combination of revenue enhancements and expenditure reductions	30%	41%	18%	10%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in O'Fallon:	Excellent	Good	Fair	Poor	Total
O'Fallon as a place to live	37%	53%	10%	1%	100%
Your neighborhood as a place to live	30%	54%	12%	4%	100%
O'Fallon as a place to raise children	36%	53%	11%	1%	100%
O'Fallon as a place to work	17%	39%	32%	12%	100%
O'Fallon as a place to retire	22%	40%	23%	15%	100%
The overall quality of life in O'Fallon	25%	60%	15%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to O'Fallon as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	18%	52%	22%	8%	100%
Openness and acceptance of the community towards people of diverse backgrounds	19%	47%	24%	10%	100%
Overall appearance of O'Fallon	21%	56%	20%	3%	100%
Cleanliness of O'Fallon	22%	56%	18%	3%	100%
Overall quality of new development in O'Fallon	19%	49%	26%	6%	100%
Variety of housing options	22%	45%	25%	7%	100%
Overall quality of business and service establishments in O'Fallon	13%	52%	26%	9%	100%
Shopping opportunities	16%	36%	31%	17%	100%
Opportunities to attend cultural activities	6%	32%	42%	20%	100%
Recreational opportunities	20%	46%	28%	6%	100%
Employment opportunities	5%	30%	37%	28%	100%
Educational opportunities	20%	47%	25%	8%	100%
Opportunities to participate in social events and activities	12%	46%	34%	8%	100%
Opportunities to participate in religious or spiritual events and activities	28%	55%	14%	2%	100%
Opportunities to volunteer	20%	50%	23%	7%	100%
Opportunities to participate in community matters	13%	45%	28%	15%	100%
Ease of car travel in O'Fallon	20%	43%	29%	8%	100%
Ease of bus travel in O'Fallon	12%	39%	37%	13%	100%
Ease of bicycle travel in O'Fallon	12%	38%	33%	17%	100%
Ease of walking in O'Fallon	23%	41%	25%	11%	100%
Availability of paths and walking trails	19%	39%	28%	14%	100%
Traffic flow on major streets	10%	36%	37%	16%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to O'Fallon as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	8%	45%	34%	12%	100%
Availability of affordable quality housing	12%	41%	33%	15%	100%
Availability of affordable quality child care	7%	42%	34%	16%	100%
Availability of affordable quality health care	12%	43%	30%	15%	100%
Availability of affordable quality food	16%	47%	29%	8%	100%
Availability of preventive health services	15%	43%	33%	9%	100%
Quality of overall natural environment in O'Fallon	18%	50%	27%	5%	100%
Overall image or reputation of O'Fallon	24%	55%	17%	4%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in O'Fallon over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	1%	46%	34%	19%	100%
Retail growth (stores, restaurants, etc.)	6%	34%	47%	9%	4%	100%
Jobs growth	27%	53%	19%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in O'Fallon?	Percent of respondents
Not a problem	25%
Minor problem	51%
Moderate problem	18%
Major problem	6%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in O'Fallon:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	39%	43%	7%	10%	1%	100%
Property crimes (e.g., burglary, theft)	19%	47%	14%	17%	3%	100%
Environmental hazards, including toxic waste	52%	30%	13%	4%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	67%	27%	3%	4%	0%	100%
In your neighborhood after dark	36%	41%	10%	11%	1%	100%
In O'Fallon's downtown area during the day	62%	29%	7%	2%	0%	100%
In O'Fallon's downtown area after dark	24%	46%	18%	9%	3%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of O'Fallon Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of O'Fallon Police Department within the last 12 months?	62%	38%

Question 8: Ratings of Contact with Police Department				
What was your overall impression of your most recent contact with the City of O'Fallon Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of O'Fallon Police Department?	45%	34%	9%	11%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	92%
Yes	8%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	16%
Yes	84%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in O'Fallon?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used O'Fallon public libraries or their services	29%	24%	26%	10%	11%	100%
Used O'Fallon recreation centers	41%	26%	20%	7%	7%	100%
Participated in a recreation program or activity	63%	20%	10%	2%	5%	100%
Visited a neighborhood park or City park	12%	22%	38%	14%	14%	100%
Ridden a local bus within O'Fallon	93%	3%	1%	1%	2%	100%
Attended a meeting of local elected officials or other local public meeting	76%	19%	4%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	70%	19%	9%	0%	1%	100%
Read O'Fallon Newsletter	17%	27%	42%	6%	8%	100%
Visited the City of O'Fallon Web site (at <a href="http://www.ofallon.org">www.ofallon.org</a> )	37%	26%	27%	6%	3%	100%
Recycled used paper, cans or bottles from your home	40%	8%	16%	8%	27%	100%
Volunteered your time to some group or activity in O'Fallon	64%	14%	11%	3%	7%	100%
Participated in religious or spiritual activities in O'Fallon	51%	8%	10%	6%	25%	100%
Participated in a club or civic group in O'Fallon	72%	12%	10%	2%	4%	100%
Provided help to a friend or neighbor	6%	22%	47%	14%	11%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	16%
Several times a week	32%
Several times a month	24%
Less than several times a month	28%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in O'Fallon:	Excellent	Good	Fair	Poor	Total
Police services	39%	45%	9%	7%	100%
Fire services	47%	45%	7%	1%	100%
Ambulance or emergency medical services	45%	46%	7%	2%	100%
Crime prevention	22%	48%	21%	9%	100%
Fire prevention and education	31%	50%	16%	4%	100%
Traffic enforcement	26%	48%	19%	7%	100%
Street repair	10%	41%	32%	17%	100%
Street cleaning	18%	47%	24%	12%	100%
Street lighting	16%	54%	24%	7%	100%
Snow removal	14%	34%	27%	25%	100%
Sidewalk maintenance	13%	39%	34%	14%	100%
Traffic signal timing	15%	49%	24%	12%	100%
Bus or transit services	18%	46%	29%	7%	100%
Garbage collection	30%	50%	16%	4%	100%
Recycling	24%	38%	21%	17%	100%
Yard waste pick-up	31%	43%	19%	6%	100%
Storm drainage	13%	48%	24%	14%	100%
Drinking water	23%	44%	23%	10%	100%
Sewer services	23%	50%	19%	8%	100%
City parks	46%	41%	12%	1%	100%
Recreation programs or classes	35%	49%	14%	3%	100%
Recreation centers or facilities	32%	47%	17%	4%	100%
Land use, planning and zoning	15%	39%	31%	15%	100%
Code enforcement (weeds, abandoned buildings, etc.)	16%	43%	25%	16%	100%
Economic development	11%	35%	40%	14%	100%
Health services	18%	47%	30%	6%	100%
Services to seniors	22%	43%	27%	8%	100%
Services to youth	26%	43%	22%	9%	100%
Services to low-income people	14%	30%	35%	20%	100%
Public library services	40%	49%	10%	1%	100%
Public information services	23%	50%	24%	3%	100%
Public schools	36%	47%	12%	4%	100%
Cable television	15%	43%	27%	16%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	30%	46%	17%	7%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	17%	38%	32%	13%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of O'Fallon	23%	53%	20%	5%	100%
The Federal Government	7%	30%	42%	21%	100%
The State Government	4%	21%	36%	39%	100%
St. Clair County Government	5%	29%	42%	24%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in O'Fallon to someone who asks	55%	32%	7%	5%	100%
Remain in O'Fallon for the next five years	51%	31%	10%	8%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	13%
Neutral	43%
Somewhat negative	31%
Very negative	10%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of O'Fallon within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	48%
Yes	52%
Total	100%

Question 18: City Employees					
What was your impression of the employee(s) of the City of O'Fallon in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	34%	44%	17%	5%	100%
Responsiveness	37%	36%	18%	9%	100%
Courtesy	47%	31%	10%	12%	100%
Overall impression	39%	38%	11%	12%	100%

Question 19: Government Performance					
Please rate the following categories of O'Fallon government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to O'Fallon	8%	33%	34%	25%	100%
The overall direction that O'Fallon is taking	9%	43%	33%	15%	100%
The job O'Fallon government does at welcoming citizen involvement	8%	37%	39%	16%	100%

Question 20a: Custom Question 1					
Please indicate how important, if at all, you think it is for the City of O'Fallon to fund the following services over the next two years:	Essential	Very important	Somewhat important	Not at all important	Total
Maintenance of city street/buildings/facilities	37%	52%	10%	2%	100%
Traffic flow and congestion management	26%	49%	21%	3%	100%
Police and fire services	62%	31%	6%	1%	100%
Enforcement of city codes and ordinances	24%	46%	25%	6%	100%
Economic development services	26%	47%	24%	4%	100%
Internal business processes and practices	14%	39%	37%	9%	100%
City's stormwater/runoff management services	30%	41%	26%	3%	100%
City water/sewer services	35%	46%	18%	1%	100%
City parks/programs/facilities	20%	44%	29%	7%	100%
City communications with public	27%	43%	25%	5%	100%
Customer service from city employees	22%	49%	22%	7%	100%
Library services	20%	44%	31%	5%	100%
Land use planning	25%	41%	27%	8%	100%

Question 20b: Custom Question 2					
The City of O'Fallon is developing a new long range plan. Please indicate how important, if at all, you think it is for the City to prioritize each of the following:	Essential	Very important	Somewhat important	Not at all important	Total
Quality of public schools	62%	30%	8%	1%	100%
Need for development of existing business and residential areas	26%	46%	23%	5%	100%
Availability of housing	16%	36%	38%	11%	100%
Quality of new development compared to other areas	17%	44%	32%	7%	100%
Attracting commercial development	25%	39%	27%	9%	100%
Preservation of downtown O'Fallon and surrounding neighborhoods	32%	39%	25%	4%	100%
Maintaining existing infrastructure	35%	46%	17%	1%	100%
Expansion and ongoing maintenance of the stormwater system	31%	43%	25%	2%	100%

Question 20c: Custom Question 3					
The City of O'Fallon would like your input on balancing its budget. Please indicate how much you support or oppose the following options to balance the City budget:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Balance budget through revenue enhancements (such as new taxes or fees)	6%	22%	24%	48%	100%
Balance budget through expenditure reductions (such as cuts in current service levels)	23%	45%	21%	11%	100%
Balance budget through a combination of revenue enhancements and expenditure reductions	30%	41%	18%	10%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	23%
Yes, full-time	64%
Yes, part-time	13%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	83%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	4%
Walk	2%
Bicycle	0%
Work at home	4%
Other	0%

Question D3: Length of Residency	
How many years have you lived in O'Fallon?	Percent of respondents
Less than 2 years	13%
2 to 5 years	17%
6 to 10 years	23%
11 to 20 years	23%
More than 20 years	24%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	73%
House attached to one or more houses (e.g., a duplex or townhome)	4%
Building with two or more apartments or condominiums	21%
Mobile home	1%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	29%
Owned by you or someone in this house with a mortgage or free and clear	71%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	4%
\$300 to \$599 per month	12%
\$600 to \$999 per month	31%
\$1,000 to \$1,499 per month	20%
\$1,500 to \$2,499 per month	28%
\$2,500 or more per month	6%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	61%
Yes	39%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	82%
Yes	18%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	10%
\$25,000 to \$49,999	23%
\$50,000 to \$99,999	33%
\$100,000 to \$149,000	24%
\$150,000 or more	10%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	97%
Yes, I consider myself to be Spanish, Hispanic or Latino	3%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	10%
White	86%
Other	1%

Total may exceed 100% as respondents could select more than one option

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	6%
25 to 34 years	21%
35 to 44 years	16%
45 to 54 years	28%
55 to 64 years	13%
65 to 74 years	9%
75 years or older	7%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	18%
Yes	82%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	31%
Yes	67%
Ineligible to vote	2%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	3%
Yes	97%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	35%
Yes	65%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	23%
Land line	60%
Both	17%
Total	100%

### FREQUENCIES INCLUDING "DON'T KNOW" RESPONSES

These tables contain the percentage of respondents for each response category as well as the "n" or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in O'Fallon:	Excellent		Good		Fair		Poor		Don't know		Total	
O'Fallon as a place to live	37%	142	53%	205	10%	39	1%	3	0%	1	100%	390
Your neighborhood as a place to live	30%	118	54%	209	12%	46	4%	16	0%	1	100%	389
O'Fallon as a place to raise children	34%	131	49%	192	10%	40	1%	3	6%	23	100%	389
O'Fallon as a place to work	12%	46	28%	107	23%	87	9%	34	29%	111	100%	385
O'Fallon as a place to retire	18%	71	34%	132	19%	75	13%	50	15%	60	100%	388
The overall quality of life in O'Fallon	25%	96	60%	232	15%	57	1%	2	1%	3	100%	390

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to O'Fallon as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	17%	65	50%	193	21%	82	7%	29	5%	20	100%	388
Openness and acceptance of the community towards people of diverse backgrounds	17%	67	42%	165	21%	83	9%	35	10%	39	100%	390
Overall appearance of O'Fallon	21%	81	56%	216	20%	78	3%	12	0%	2	100%	388
Cleanliness of O'Fallon	22%	87	56%	219	18%	71	3%	11	0%	1	100%	388
Overall quality of new development in O'Fallon	17%	67	46%	178	24%	94	6%	22	7%	28	100%	389
Variety of housing options	21%	84	44%	172	24%	96	7%	27	3%	13	100%	392
Overall quality of business and service establishments in O'Fallon	13%	51	51%	198	25%	99	9%	35	2%	7	100%	391
Shopping opportunities	16%	62	36%	140	30%	118	17%	66	1%	3	100%	389
Opportunities to attend cultural activities	5%	19	26%	102	35%	135	17%	64	17%	65	100%	386
Recreational opportunities	18%	72	43%	168	26%	102	6%	23	6%	23	100%	387
Employment opportunities	4%	15	23%	89	27%	106	21%	81	25%	97	100%	388
Educational opportunities	18%	68	42%	161	22%	84	8%	28	10%	38	100%	380

Question 2: Community Characteristics													
Please rate each of the following characteristics as they relate to O'Fallon as a whole:	Excellent		Good		Fair		Poor		Don't know		Total		
Opportunities to participate in social events and activities	11%	44	42%	162	31%	121	7%	28	9%	35	100%	389	
Opportunities to participate in religious or spiritual events and activities	26%	102	51%	198	13%	51	2%	9	7%	28	100%	388	
Opportunities to volunteer	16%	63	40%	153	18%	70	5%	20	21%	80	100%	386	
Opportunities to participate in community matters	10%	38	36%	137	22%	84	12%	44	21%	81	100%	384	
Ease of car travel in O'Fallon	20%	78	43%	166	29%	111	8%	29	1%	3	100%	387	
Ease of bus travel in O'Fallon	6%	22	19%	72	18%	68	6%	24	52%	199	100%	385	
Ease of bicycle travel in O'Fallon	8%	32	26%	102	23%	88	12%	47	30%	118	100%	387	
Ease of walking in O'Fallon	21%	81	38%	148	23%	90	10%	38	8%	33	100%	391	
Availability of paths and walking trails	16%	63	35%	132	25%	96	12%	47	12%	44	100%	383	
Traffic flow on major streets	10%	39	36%	140	37%	143	16%	62	1%	4	100%	389	
Amount of public parking	8%	29	42%	164	32%	125	11%	44	7%	26	100%	388	
Availability of affordable quality housing	10%	41	37%	143	29%	114	13%	51	11%	42	100%	391	
Availability of affordable quality child care	4%	14	21%	82	17%	66	8%	32	50%	194	100%	388	
Availability of affordable quality health care	10%	39	35%	137	25%	98	12%	47	17%	66	100%	388	
Availability of affordable quality food	16%	62	46%	179	28%	110	7%	29	2%	7	100%	386	
Availability of preventive health services	12%	45	34%	131	26%	100	7%	26	21%	83	100%	385	
Quality of overall natural environment in O'Fallon	18%	69	48%	188	26%	103	4%	17	3%	12	100%	390	
Overall image or reputation of O'Fallon	24%	92	55%	213	17%	67	4%	15	1%	3	100%	391	

Question 3: Growth													
Please rate the speed of growth in the following categories in O'Fallon over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total
Population growth	0%	2	1%	4	37%	141	27%	104	15%	59	20%	76	100% 385
Retail growth (stores, restaurants, etc.)	6%	22	30%	117	42%	163	9%	33	4%	15	9%	35	100% 385
Jobs growth	17%	65	32%	125	12%	46	0%	2	0%	0	38%	148	100% 386

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in O'Fallon?	Percent of respondents	Count
Not a problem	23%	86
Minor problem	47%	180
Moderate problem	17%	65
Major problem	5%	20
Don't know	8%	31
Total	100%	381

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in O'Fallon:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	39%	152	42%	166	7%	28	10%	39	1%	4	1%	2	100%	391
Property crimes (e.g., burglary, theft)	18%	72	47%	182	14%	54	17%	66	3%	11	1%	3	100%	389
Environmental hazards, including toxic waste	47%	182	27%	104	11%	44	4%	15	0%	2	11%	41	100%	388

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	67%	260	27%	104	3%	10	4%	14	0%	0	0%	1	100%	389
In your neighborhood after dark	36%	140	41%	159	10%	40	11%	44	1%	5	1%	2	100%	388
In O'Fallon's downtown area during the day	57%	223	27%	106	7%	26	1%	6	0%	1	7%	27	100%	389
In O'Fallon's downtown area after dark	21%	80	40%	155	16%	61	8%	31	3%	10	13%	50	100%	387

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of O'Fallon Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of O'Fallon Police Department within the last 12 months?	61%	239	38%	148	1%	2	100%	389

Question 8: Ratings of Contact with Police Department											
What was your overall impression of your most recent contact with the City of O'Fallon Police Department?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the City of O'Fallon Police Department?	45%	67	34%	51	9%	14	11%	17	0%	0	100% 148

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	91%	356
Yes	8%	30
Don't know	1%	3
Total	100%	389

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	16%	5
Yes	84%	25
Don't know	0%	0
Total	100%	30

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in O'Fallon?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used O'Fallon public libraries or their services	29%	112	24%	94	26%	101	10%	39	11%	41	100%	388
Used O'Fallon recreation centers	41%	156	26%	100	20%	76	7%	26	7%	27	100%	385
Participated in a recreation program or activity	63%	238	20%	77	10%	37	2%	6	5%	19	100%	378
Visited a neighborhood park or City park	12%	45	22%	83	38%	146	14%	53	14%	54	100%	381
Ridden a local bus within O'Fallon	93%	355	3%	13	1%	4	1%	2	2%	6	100%	381
Attended a meeting of local elected officials or other local public meeting	76%	296	19%	73	4%	17	1%	2	0%	1	100%	388
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	70%	272	19%	75	9%	36	0%	1	1%	3	100%	386
Read O'Fallon Newsletter	17%	65	27%	105	42%	162	6%	25	8%	30	100%	387
Visited the City of O'Fallon Web site (at www.ofallon.org)	37%	145	26%	100	27%	105	6%	24	3%	12	100%	387
Recycled used paper, cans or bottles from your home	40%	152	8%	29	16%	62	8%	32	27%	104	100%	380
Volunteered your time to some group or activity in O'Fallon	64%	247	14%	55	11%	42	3%	11	7%	28	100%	383
Participated in religious or spiritual activities in O'Fallon	51%	196	8%	29	10%	40	6%	23	25%	98	100%	385
Participated in a club or civic group in O'Fallon	72%	279	12%	45	10%	40	2%	8	4%	15	100%	387
Provided help to a friend or neighbor	6%	24	22%	85	47%	181	14%	54	11%	42	100%	387

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	16%	62
Several times a week	32%	123
Several times a month	24%	93
Less than several times a month	28%	106
Total	100%	383

Question 13: Service Quality												
Please rate the quality of each of the following services in O'Fallon:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	35%	136	41%	158	8%	30	6%	25	10%	38	100%	386
Fire services	35%	135	33%	128	5%	19	1%	4	26%	99	100%	385
Ambulance or emergency medical services	31%	120	31%	121	5%	20	1%	5	31%	119	100%	385
Crime prevention	18%	70	40%	154	18%	69	8%	30	16%	63	100%	385
Fire prevention and education	22%	86	36%	138	11%	44	3%	10	28%	108	100%	386
Traffic enforcement	23%	90	42%	163	17%	67	6%	24	11%	43	100%	386
Street repair	10%	37	40%	155	32%	121	17%	64	2%	7	100%	384
Street cleaning	17%	64	45%	173	22%	86	11%	42	4%	17	100%	383
Street lighting	15%	59	54%	205	23%	89	7%	26	1%	3	100%	382
Snow removal	13%	51	34%	130	27%	103	25%	95	2%	6	100%	385
Sidewalk maintenance	12%	44	35%	135	31%	118	12%	47	10%	36	100%	382
Traffic signal timing	15%	56	48%	183	23%	88	12%	45	3%	12	100%	384
Bus or transit services	7%	28	18%	70	12%	45	3%	11	60%	228	100%	382
Garbage collection	30%	114	49%	188	15%	59	4%	15	3%	10	100%	386
Recycling	18%	69	29%	109	16%	61	13%	50	24%	94	100%	382
Yard waste pick-up	27%	102	36%	139	16%	62	6%	21	15%	59	100%	383
Storm drainage	12%	44	42%	160	21%	80	12%	48	13%	49	100%	382
Drinking water	22%	85	42%	160	22%	84	10%	38	4%	16	100%	384
Sewer services	21%	80	46%	175	17%	64	7%	28	10%	37	100%	384
City parks	43%	165	38%	146	11%	43	1%	4	7%	25	100%	383
Recreation programs or classes	22%	85	31%	118	9%	33	2%	6	37%	141	100%	383
Recreation centers or facilities	22%	85	33%	126	12%	46	2%	9	31%	117	100%	383
Land use, planning and zoning	11%	40	27%	103	22%	83	10%	39	30%	116	100%	382
Code enforcement (weeds, abandoned buildings, etc.)	12%	45	32%	123	19%	72	12%	46	24%	92	100%	378
Economic development	9%	33	28%	107	32%	120	11%	42	20%	75	100%	376
Health services	14%	54	36%	139	23%	88	4%	16	22%	86	100%	383

Question 13: Service Quality												
Please rate the quality of each of the following services in O'Fallon:	Excellent		Good		Fair		Poor		Don't know		Total	
Services to seniors	9%	33	17%	64	11%	41	3%	11	61%	231	100%	381
Services to youth	15%	58	26%	99	13%	50	5%	21	41%	156	100%	384
Services to low-income people	5%	20	11%	41	13%	48	7%	27	64%	238	100%	375
Public library services	31%	120	38%	146	8%	31	1%	2	22%	85	100%	384
Public information services	17%	62	36%	134	17%	66	2%	8	28%	108	100%	378
Public schools	30%	113	38%	146	10%	39	3%	13	19%	72	100%	384
Cable television	12%	47	37%	138	23%	85	13%	50	15%	57	100%	378
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	23%	90	36%	137	14%	53	6%	22	21%	80	100%	382
Preservation of natural areas such as open space, farmlands and greenbelts	13%	50	31%	115	26%	97	10%	38	20%	75	100%	376

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of O'Fallon	21%	82	50%	193	19%	72	4%	17	6%	22	100%	386
The Federal Government	6%	21	25%	94	35%	133	18%	67	17%	62	100%	377
The State Government	3%	12	18%	68	30%	115	33%	126	16%	63	100%	383
St. Clair County Government	4%	15	24%	93	35%	133	20%	77	17%	66	100%	384

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in O'Fallon to someone who asks	55%	213	32%	125	7%	28	5%	18	1%	3	100%	387
Remain in O'Fallon for the next five years	49%	188	30%	116	9%	36	8%	29	4%	16	100%	385

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	16
Somewhat positive	13%	49
Neutral	43%	164
Somewhat negative	31%	118
Very negative	10%	37
Total	100%	384

Question 17: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of O'Fallon within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	48%	186
Yes	52%	198
Total	100%	384

Question 18: City Employees												
What was your impression of the employee(s) of the City of O'Fallon in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	33%	64	42%	82	17%	33	5%	10	3%	7	100%	196
Responsiveness	36%	71	35%	69	18%	35	9%	17	2%	4	100%	197
Courtesy	47%	92	30%	60	10%	20	12%	23	1%	2	100%	196
Overall impression	39%	76	38%	75	11%	21	12%	23	1%	2	100%	197

Question 19: Government Performance												
Please rate the following categories of O'Fallon government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to O'Fallon	7%	27	30%	117	31%	120	22%	86	10%	40	100%	390
The overall direction that O'Fallon is taking	8%	32	39%	151	29%	115	13%	52	10%	41	100%	390
The job O'Fallon government does at welcoming citizen involvement	5%	21	27%	104	28%	109	12%	46	28%	108	100%	389

Question 20a: Custom Question 1												
Please indicate how important, if at all, you think it is for the City of O'Fallon to fund the following services over the next two years:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Maintenance of city street/buildings/facilities	36%	139	51%	198	9%	37	2%	7	1%	5	100%	386
Traffic flow and congestion management	26%	99	49%	190	21%	82	3%	13	1%	3	100%	387
Police and fire services	62%	240	30%	118	6%	23	1%	5	1%	2	100%	388
Enforcement of city codes and ordinances	23%	90	45%	174	24%	93	6%	21	2%	8	100%	387
Economic development services	25%	95	44%	171	22%	86	4%	14	5%	19	100%	385
Internal business processes and practices	13%	49	35%	134	33%	126	8%	31	12%	45	100%	385
City's stormwater/runoff management services	29%	110	39%	151	25%	96	3%	12	3%	13	100%	382
City water/sewer services	35%	135	45%	175	18%	69	1%	4	1%	4	100%	388
City parks/programs/facilities	19%	75	43%	168	29%	112	7%	27	1%	5	100%	388
City communications with public	26%	102	42%	163	25%	95	5%	19	1%	6	100%	384
Customer service from city employees	21%	81	47%	180	22%	84	7%	26	3%	13	100%	384
Library services	19%	74	42%	161	29%	112	5%	19	6%	22	100%	387
Land use planning	23%	90	38%	148	25%	97	7%	28	6%	23	100%	387

Question 20b: Custom Question 2												
The City of O'Fallon is developing a new long range plan. Please indicate how important, if at all, you think it is for the City to prioritize each of the following:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Quality of public schools	60%	233	29%	112	8%	29	1%	3	3%	10	100%	388
Need for development of existing business and residential areas	26%	99	45%	171	22%	85	5%	18	3%	10	100%	383
Availability of housing	16%	61	35%	136	37%	143	10%	40	2%	7	100%	387
Quality of new development compared to other areas	17%	63	43%	164	31%	118	7%	27	3%	12	100%	384
Attracting commercial development	24%	93	38%	147	26%	102	8%	32	3%	12	100%	386
Preservation of downtown O'Fallon and surrounding neighborhoods	32%	122	39%	151	24%	95	4%	16	1%	4	100%	387
Maintaining existing infrastructure	34%	131	45%	172	17%	64	1%	5	3%	13	100%	386
Expansion and ongoing maintenance of the stormwater system	29%	114	41%	159	24%	92	2%	8	4%	15	100%	387

Question 20c: Custom Question 3												
The City of O'Fallon would like your input on balancing its budget. Please indicate how much you support or oppose the following options to balance the City budget:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Balance budget through revenue enhancements (such as new taxes or fees)	6%	21	21%	79	23%	89	45%	173	5%	19	100%	381
Balance budget through expenditure reductions (such as cuts in current service levels)	21%	82	42%	162	19%	74	11%	40	6%	24	100%	382
Balance budget through a combination of revenue enhancements and expenditure reductions	29%	110	39%	149	17%	65	10%	38	6%	22	100%	384

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	23%	89
Yes, full-time	64%	246
Yes, part-time	13%	52
Total	100%	387

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	83%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	4%
Walk	2%
Bicycle	0%
Work at home	4%
Other	0%

Question D3: Length of Residency		
How many years have you lived in O'Fallon?	Percent of respondents	Count
Less than 2 years	13%	51
2 to 5 years	17%	66
6 to 10 years	23%	89
11 to 20 years	23%	90
More than 20 years	24%	95
Total	100%	391

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	73%	286
House attached to one or more houses (e.g., a duplex or townhome)	4%	17
Building with two or more apartments or condominiums	21%	83
Mobile home	1%	3
Other	1%	2
Total	100%	391

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	29%	111
Owned by you or someone in this house with a mortgage or free and clear	71%	271
Total	100%	382

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	4%	15
\$300 to \$599 per month	12%	44
\$600 to \$999 per month	31%	116
\$1,000 to \$1,499 per month	20%	76
\$1,500 to \$2,499 per month	28%	105
\$2,500 or more per month	6%	22
Total	100%	379

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	61%	238
Yes	39%	151
Total	100%	389

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	82%	322
Yes	18%	69
Total	100%	391

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	10%	39
\$25,000 to \$49,999	23%	84
\$50,000 to \$99,999	33%	121
\$100,000 to \$149,000	24%	90
\$150,000 or more	10%	37
Total	100%	371

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	372
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	13
Total	100%	385

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	11
Asian, Asian Indian or Pacific Islander	5%	20
Black or African American	10%	37
White	86%	328
Other	1%	5

Total may exceed 100% as respondents could select more than one option

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	6%	23
25 to 34 years	21%	82
35 to 44 years	16%	60
45 to 54 years	28%	107
55 to 64 years	13%	51
65 to 74 years	9%	33
75 years or older	7%	28
Total	100%	385

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	207
Male	46%	176
Total	100%	383

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	17%	67
Yes	80%	311
Ineligible to vote	1%	3
Don't know	2%	6
Total	100%	387

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	31%	119
Yes	67%	259
Ineligible to vote	2%	7
Don't know	1%	2
Total	100%	387

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	3%	11
Yes	97%	377
Total	100%	388

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	35%	135
Yes	65%	254
Total	100%	389

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	23%	56
Land line	60%	146
Both	17%	42
Total	100%	243

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

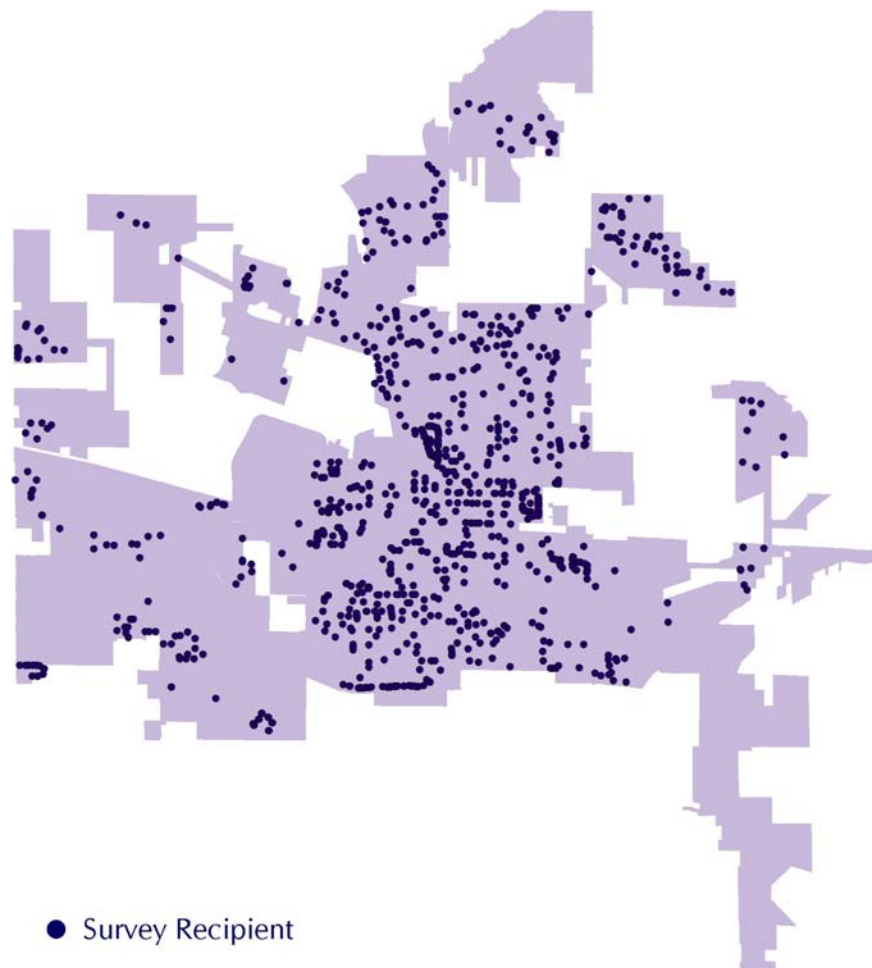
## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of O’Fallon were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of O’Fallon boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of O’Fallon households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of O’Fallon boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of O'Fallon. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 94: LOCATION OF SURVEY RECIPIENTS

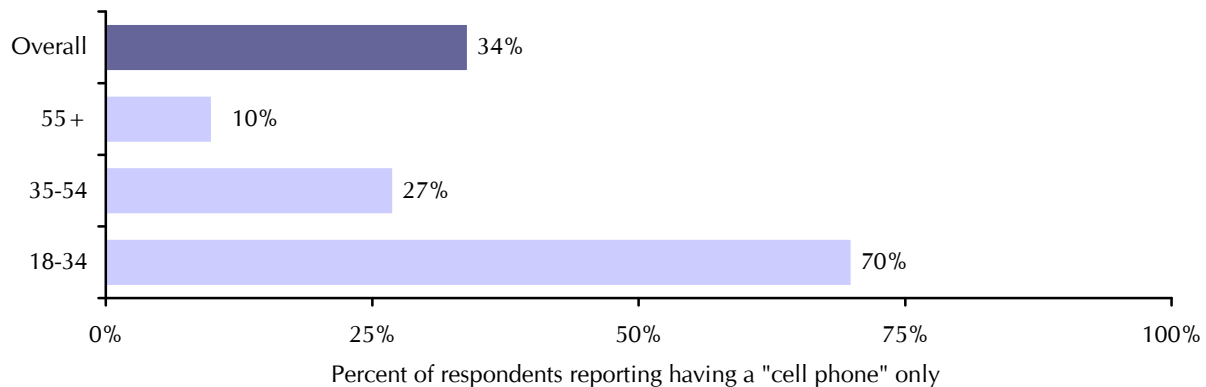
**The National Citizen Survey™**  
O'Fallon, IL 2011



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>3</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, O'Fallon has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 95: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN O'FALLON



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 11, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of O'Fallon survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (401 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

<sup>3</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

## SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2005-2009 American Community Survey Census estimates for adults in the City of O'Fallon. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family

dwelling to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table below.

O'Fallon Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>4</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	30%	23%	29%
Own home	70%	77%	71%
Detached unit	74%	77%	74%
Attached unit	26%	23%	26%
<b>Race and Ethnicity</b>			
White	84%	83%	82%
Not white	16%	17%	18%
Not Hispanic	98%	97%	97%
Hispanic	2%	3%	3%
White alone, not Hispanic	83%	81%	79%
Hispanic and/or other race	17%	19%	21%
<b>Sex and Age</b>			
Female	52%	55%	54%
Male	48%	45%	46%
18-34 years of age	30%	9%	27%
35-54 years of age	43%	42%	44%
55+ years of age	27%	49%	29%
Females 18-34	15%	7%	15%
Females 35-54	23%	20%	23%
Females 55+	15%	28%	16%
Males 18-34	15%	3%	13%
Males 35-54	21%	22%	21%
Males 55+	12%	21%	12%

<sup>4</sup>Source: 2005-2009 American Community Survey

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but

also in *Public Administration Review*, *Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

## Comparison of O'Fallon to the Benchmark Database

The City of O'Fallon chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of O'Fallon Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of O'Fallon results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of O'Fallon's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

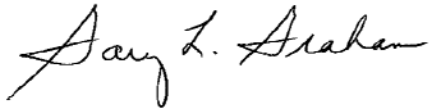
## **APPENDIX C: SURVEY MATERIALS**

The following pages contain copies of the survey materials sent to randomly selected households within the City of O'Fallon.

Dear O'Fallon Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of O'Fallon. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

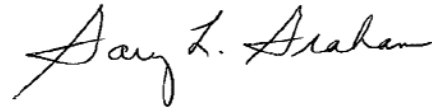
A handwritten signature in cursive script that reads "Gary L. Graham".

Gary L. Graham  
Mayor

Dear O'Fallon Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of O'Fallon. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

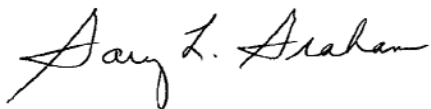
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Mayor

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Sincerely,

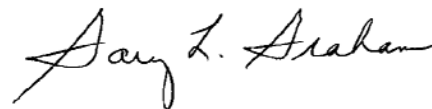
A handwritten signature in cursive script that reads "Gary L. Graham".

Gary L. Graham  
Mayor

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Gary L. Graham  
Mayor



255 South Lincoln  
O'Fallon, IL 62269

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



255 South Lincoln  
O'Fallon, IL 62269

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



255 South Lincoln  
O'Fallon, IL 62269

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



255 South Lincoln  
O'Fallon, IL 62269

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



April 2011

Dear O'Fallon Resident:

The City of O'Fallon wants to know what you think about our community and municipal government. You have been randomly selected to participate in O'Fallon's 2011 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of O'Fallon residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (618) 624-4500, ext. 1112.

Please help us shape the future of O'Fallon. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Gary L. Graham". The signature is fluid and cursive, with the first name "Gary" being more prominent than the last name "Graham".

Gary L. Graham  
Mayor



April 2011

Dear City of O'Fallon Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of O'Fallon wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of O'Fallon's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Please help us shape the future of O'Fallon. Thank you for your time and participation.

Sincerely,

A handwritten signature in cursive script that reads "Gary L. Graham".

Gary L. Graham  
Mayor

# The City of O'Fallon 2011 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

## 1. Please rate each of the following aspects of quality of life in O'Fallon:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
O'Fallon as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
O'Fallon as a place to raise children .....	1	2	3	4	5
O'Fallon as a place to work .....	1	2	3	4	5
O'Fallon as a place to retire .....	1	2	3	4	5
The overall quality of life in O'Fallon.....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to O'Fallon as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of O'Fallon .....	1	2	3	4	5
Cleanliness of O'Fallon.....	1	2	3	4	5
Overall quality of new development in O'Fallon .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in O'Fallon .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in O'Fallon .....	1	2	3	4	5
Ease of bus travel in O'Fallon.....	1	2	3	4	5
Ease of bicycle travel in O'Fallon .....	1	2	3	4	5
Ease of walking in O'Fallon .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Quality of overall natural environment in O'Fallon .....	1	2	3	4	5
Overall image or reputation of O'Fallon .....	1	2	3	4	5

## 3. Please rate the speed of growth in the following categories in O'Fallon over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

**4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in O'Fallon?**

- ☐ Not a problem    ☐ Minor problem    ☐ Moderate problem    ☐ Major problem    ☐ Don't know

**5. Please rate how safe or unsafe you feel from the following in O'Fallon:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

**6. Please rate how safe or unsafe you feel:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In O'Fallon's downtown area during the day .....	1	2	3	4	5	6
In O'Fallon's downtown area after dark .....	1	2	3	4	5	6

**7. Have you had any in-person or phone contact with an employee of the City of O'Fallon Police Department within the last 12 months?**

- ☐ No → Go to Question 9    ☐ Yes → Go to Question 8    ☐ Don't know → Go to Question 9

**8. What was your overall impression of your most recent contact with the City of O'Fallon Police Department?**

- ☐ Excellent    ☐ Good    ☐ Fair    ☐ Poor    ☐ Don't know

**9. During the past 12 months, were you or anyone in your household the victim of any crime?**

- ☐ No → Go to Question 11    ☐ Yes → Go to Question 10    ☐ Don't know → Go to Question 11

**10. If yes, was this crime (these crimes) reported to the police?**

- ☐ No    ☐ Yes    ☐ Don't know

**11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in O'Fallon?**

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used O'Fallon public libraries or their services .....	1	2	3	4	5
Used O'Fallon recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within O'Fallon .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media .....	1	2	3	4	5
Read O'Fallon Newsletter .....	1	2	3	4	5
Visited the City of O'Fallon Web site (at www.ofallon.org) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in O'Fallon .....	1	2	3	4	5
Participated in religious or spiritual activities in O'Fallon.....	1	2	3	4	5
Participated in a club or civic group in O'Fallon .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

**12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?**

- ☐ Just about every day  
☐ Several times a week  
☐ Several times a month  
☐ Less than several times a month

# The City of O'Fallon 2011 Citizen Survey

## 13. Please rate the quality of each of the following services in O'Fallon:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts .....	1	2	3	4	5

## 14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of O'Fallon .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
St. Clair County Government .....	1	2	3	4	5

## 15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in O'Fallon to someone who asks .....	1	2	3	4	5
Remain in O'Fallon for the next five years .....	1	2	3	4	5

## 16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

☐ Very positive
 ☐ Somewhat positive
 ☐ Neutral
 ☐ Somewhat negative
 ☐ Very negative

## 17. Have you had any in-person or phone contact with an employee of the City of O'Fallon within the last 12 months (including police, receptionists, planners or any others)?

☐ No → Go to Question 19
 ☐ Yes → Go to Question 18

**18. What was your impression of the employee(s) of the City of O'Fallon in your most recent contact? (Rate each characteristic below.)**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

**19. Please rate the following categories of O'Fallon government performance:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to O'Fallon.....	1	2	3	4	5
The overall direction that O'Fallon is taking.....	1	2	3	4	5
The job O'Fallon government does at welcoming citizen involvement ....	1	2	3	4	5

**20. Please check the response that comes closest to your opinion for each of the following questions:**

- a. Please indicate how important, if at all, you think it is for the City of O'Fallon to fund the following services over the next two years:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Maintenance of city street/buildings/facilities.....	1	2	3	4	5
Traffic flow and congestion management .....	1	2	3	4	5
Police and fire services.....	1	2	3	4	5
Enforcement of city codes and ordinances .....	1	2	3	4	5
Economic development services.....	1	2	3	4	5
Internal business processes and practices.....	1	2	3	4	5
City's stormwater/runoff management services .....	1	2	3	4	5
City water/sewer services .....	1	2	3	4	5
City parks/programs/facilities.....	1	2	3	4	5
City communications with public .....	1	2	3	4	5
Customer service from city employees .....	1	2	3	4	5
Library services .....	1	2	3	4	5
Land use planning .....	1	2	3	4	5

- b. The City of O'Fallon is developing a new long range plan. Please indicate how important, if at all, you think it is for the City to prioritize each of the following:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Quality of public schools.....	1	2	3	4	5
Need for development of existing business and residential areas.....	1	2	3	4	5
Availability of housing.....	1	2	3	4	5
Quality of new development compared to other areas.....	1	2	3	4	5
Attracting commercial development.....	1	2	3	4	5
Preservation of downtown O'Fallon and surrounding neighborhoods.....	1	2	3	4	5
Maintaining existing infrastructure.....	1	2	3	4	5
Expansion and ongoing maintenance of the stormwater system.....	1	2	3	4	5

- c. The City of O'Fallon would like your input on balancing its budget. Please indicate how much you support or oppose the following options to balance the City budget:**

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Balance budget through revenue enhancements (such as new taxes or fees).....	1	2	3	4	5
Balance budget through expenditure reductions (such as cuts in current service levels).....	1	2	3	4	5
Balance budget through a combination of revenue enhancements and expenditure reductions.....	1	2	3	4	5

# The City of O'Fallon 2011 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**D1. Are you currently employed for pay?**

- ☐ No → Go to Question D3
- ☐ Yes, full time → Go to Question D2
- ☐ Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days

Bus, Rail, Subway or other public transportation ..... days

Walk ..... days

Bicycle ..... days

Work at home ..... days

Other ..... days

**D3. How many years have you lived in O'Fallon?**

- ☐ Less than 2 years
- ☐ 2-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ More than 20 years

**D4. Which best describes the building you live in?**

- ☐ One family house detached from any other houses
- ☐ House attached to one or more houses (e.g., a duplex or townhome)
- ☐ Building with two or more apartments or condominiums
- ☐ Mobile home
- ☐ Other

**D5. Is this house, apartment or mobile home...**

- ☐ Rented for cash or occupied without cash payment?
- ☐ Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- ☐ Less than \$300 per month
- ☐ \$300 to \$599 per month
- ☐ \$600 to \$999 per month
- ☐ \$1,000 to \$1,499 per month
- ☐ \$1,500 to \$2,499 per month
- ☐ \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- ☐ No
- ☐ Yes

**D8. Are you or any other members of your household aged 65 or older?**

- ☐ No
- ☐ Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- ☐ Less than \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- ☐ No, not Spanish, Hispanic or Latino
- ☐ Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- ☐ American Indian or Alaskan Native
- ☐ Asian, Asian Indian or Pacific Islander
- ☐ Black or African American
- ☐ White
- ☐ Other

**D12. In which category is your age?**

- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

**D13. What is your sex?**

- ☐ Female
- ☐ Male

**D14. Are you registered to vote in your jurisdiction?**

- ☐ No
- ☐ Yes
- ☐ Ineligible to vote
- ☐ Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- ☐ No
- ☐ Yes
- ☐ Ineligible to vote
- ☐ Don't know

**D16. Do you have a cell phone?**

- ☐ No
- ☐ Yes

**D17. Do you have a land line at home?**

- ☐ No
- ☐ Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- ☐ Cell
- ☐ Land line
- ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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