




O'Fallon Citizen Surveys

Finance & Administration
Committee

July 25, 2011

National Citizen Survey

- Citizen surveys conducted in 2011, 2009, 2007, 2005
 - Mail survey to 1,200 randomly selected residents: 35% response rate, 5% margin of error.
 - Conducted in April 2011
 - Standard survey template used by more than 500 jurisdictions nationwide.
 - Ability to make normative comparisons between our survey responses and other cities.
 - Comparisons not necessarily relative to all cities, only those who have taken the National Citizen Survey.
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Overall Quality of Life

2011

85%

2009

87%

2007

83%

2005

86%

Note: Percentage indicates those responding "Excellent" or "Good"



Overall Quality of City Services

2011

76%

2009

77%

2007

72%

2005

75%

Note: Percentage indicates those responding "Excellent" or "Good"

Quality of Life Normative Comparisons

Service	O'Fallon Rating	Normative Percentile	Comparison to Benchmark
Quality of Life (2011)	70	60%ile	Above the norm
2009	71	69%ile	Above the norm
2007	69	58%ile	Above the norm
Quality of City Svcs	65	65%ile	Above the norm
2009	64	65%ile	Above the norm
2007	63	58%ile	Above the norm
As a place to live	75	65%ile	Above the norm
2009	76	75%ile	Above the norm
2007	72	64%ile	Above the norm

Quality of Life Normative Comparisons

Service	O'Fallon Rating	Normative Percentile	Comparison to Benchmark
As place to raise kids	70	60%ile	Above
2009	75	75%ile	Above
2007	75	72%ile	Above
Sense of Community	65	65%ile	Above
2009	61	72%ile	Above
2007	61	73%ile	Above
Overall Appearance	65	65%ile	Much Above
2009	67	79%ile	Above
2007	63	65%ile	Above

Quality of Life Normative Comparisons

Service	O'Fallon Rating	Normative Percentile	Comparison to Benchmark
Openness/Acceptance	59	62%ile	Above
2009	60	73%ile	Above
2007	60	75%ile	Above
Cultural activities	41	20%ile	Much Below
2009	43	32%ile	Below
2007	46	31%ile	Below
Job opportunities	38	57%ile	Similar
2009	39	53%ile	Similar
2007	36	53%ile	Similar

Quality of Life Normative Comparisons

Service	O'Fallon Rating	Normative Percentile	Comparison to Benchmark
Services to seniors	60	62%ile	Similar
2009	59	61%ile	Similar
2007	61	70%ile	Above
Services to youth	62	76%ile	Much Above
2009	62	82%ile	Above
2007	60	81%ile	Above
Svcs to low-income	46	60%ile	Similar
2009	46	73%ile	Above
2007	44	68%ile	Above



Quality of Life Normative Comparisons

Service	O'Fallon Rating	Normative Percentile	Comparison to Benchmark
Public schools	72	80%ile	Much Above
2009	77	91%ile	Much Above
2007	75	93%ile	Much Above
Public Information	64	80%ile	Much Above
2009	62	74%ile	Above
2007	59	73%ile	Above



Public Trust Normative Comparisons

Service	O'Fallon Rating	Normative Percentile	Comparison to Benchmark
Overall direction of city	49	46%ile	Similar
2009	51	40%ile	Similar
2007	57	38%ile	Similar
Overall image or reputation of city	66	65%ile	Much Above
2009	71	81%ile	Above



Public Trust Normative Comparisons

Service	O'Fallon Rating	Normative Percentile	Comparison to Benchmark
Value for taxes paid	41	21%ile	Much Below
2009	42	9%ile	Below
2007	48	10%ile	Below
Job City does at welcoming citizen involvement	45	41%ile	Similar
2009	46	17%ile	Below
2007	61	43%ile	Similar

Service	O'Fallon Rating	Normative Percentile	Comparison to Benchmark
Knowledge	69	45%ile	Similar
2009	73	76%ile	Above
2007	71	67%ile	Above
Responsiveness	67	49%ile	Similar
2009	73	82%ile	Above
2007	70	75%ile	Above
Courtesy	71	55%ile	Similar
2009	76	82%ile	Above
2007	73	79%ile	Above
Overall impression	68	59%ile	Similar
2009	72	79%ile	Above
2007	69	72%ile	Above

Quality of Public Safety Services

Service	2011	2009	2007	2005
Police	84%	90%	88%	91%
Fire	92%	93%	92%	95%
EMS	91%	95%	91%	93%

Note: Percentage indicates those responding "Excellent" or "Good"

Public Safety Normative Comparisons

Service	Normative Percentile	Comparison to Benchmark
Police	75%ile	Above
2009	88%ile	Above
2007	87%ile	Above
Fire	64%ile	Similar
2009	65%ile	Similar
2007	84%ile	Above
EMS	68%ile	Above
2009	80%ile	Above
2007	85%ile	Above
Crime Prevention	57%ile	Above
2009	74%ile	Above
2007	82%ile	Above
Fire Prevention	72%ile	Above
2009	80%ile	Above
2007	81%ile	Above

Quality of Leisure Services

Service	2011	2009	2007	2005
Parks	87%	92%	85%	84%
Park Facilities	79%	77%	76%	73%
Rec Programs	84%	81%	78%	79%
Library	89%	90%	86%	83%

Note: Percentage indicates those responding "Excellent" or "Good"

Service	Normative Percentile	Comparison to Benchmark
Parks	85%ile	Much Above
2009	93%ile	Above
2007	73%ile	Above
Park Facilities	82%ile	Much Above
2009	79%ile	Above
2007	76%ile	Above
Recreation Programs	86%ile	Much Above
2009	83%ile	Above
2007	73%ile	Above
Library	73%ile	Above
2009	81%ile	Above
2007	75%ile	Above

Quality of Public Works Services

Service	2011	2009	2007	2005
Street repair	51%	57%	48%	49%
Stormwater	62%	53%	49%	38%
Snow removal	48%	55%	64%	68%
Water	67%	70%	61%	57%
Sewer	73%	75%	68%	66%

Public Works Comparisons

Service	Normative Percentile	Comparison to Benchmark
Street Repair	59%ile	Above
2009	77%ile	Above
2007	59%ile	Above
Storm drainage	49%ile	Similar
2009	44%ile	Below
2007	37%ile	Similar
Snow Removal	19%ile	Much Below
2009	31%ile	Below
2007	53%ile	Similar
Water	57%ile	Similar
2009	61%ile	Above
2007	53%ile	Similar
Sewer	53%ile	Similar
2009	52%ile	Similar
2007	41%ile	Similar

Quality of Planning Services

Service	2011	2009	2007	2005
Planning & Zoning	54%	54%	46%	38%
Code Enforcement	59%	56%	52%	52%
Economic Development	46%	58%	56%	57%

Planning and Zoning Comparisons


Service	Normative Percentile	Comparison to Benchmark
Plng & Zoning	80%ile	Much Above
2009	78%ile	Above
2007	64%ile	Above
Code Enforcement	76%ile	Much Above
2009	71%ile	Above
2007	58%ile	Above
Economic Dev.	61%ile	Above
2009	72%ile	Above
2007	80%ile	Above

Usage of Facilities and Services

In last 12 months	Never	1-2	3-12	13-26	>26
Used public library	29%	24%	26%	10%	11%
2009	31%	17%	33%	10%	9%
2007	29%	22%	30%	7%	6%
Used a rec program	63%	20%	10%	2%	5%
2009	56%	20%	11%	6%	6%
2007	50%	27%	17%	4%	2%
Visited a park	12%	22%	38%	14%	14%
2009	18%	19%	31%	18%	14%
2007	14%	20%	36%	18%	13%
Attended a meeting	76%	19%	4%	1%	0%
2009	78%	15%	7%	0%	1%
2007	76%	15%	6%	2%	0%
Watched a mtg on TV	70%	19%	9%	0%	1%
2009	63%	19%	14%	4%	1%
2007	62%	24%	12%	2%	0%

Usage of Facilities and Services

In last 12 months	Never	1-2	3-12	13-26	>26
Volunteered	64%	14%	11%	3%	7%
2009	60%	15%	11%	5%	9%
2007	56%	15%	16%	5%	7%
Read City Newsletter	17%	27%	42%	6%	8%
2009	11%	19%	49%	11%	10%
2007	12%	15%	49%	13%	11%
Used City website	37%	26%	27%	6%	3%
2009	34%	25%	33%	4%	4%
2007	59%	21%	9%	6%	6%
Recycled from home	40%	8%	16%	8%	27%
2009	37%	11%	16%	7%	29%
2007	42%	8%	17%	9%	24%



Policy Question 1


Please indicate how important, if at all, you think it is important to fund the following services of the next two years:

Service	Essential or Very Important
Police and Fire services	93%
Maintenance of streets/buildings/facilities	89%
Water/sewer services	81%
Traffic flow & congestion management	75%
Economic development services	73%
Stormwater management services	71%
Customer service from city employees	71%
Enforcement of codes and ordinances	70%
City communications with public	70%
Land use planning	66%
Library services	64%
Parks/programs/facilities	64%
Internal business processes & practices	53%



2011 Guiding Principles Survey

- Water/sewer services
- Economic development services
- Efficiency/effectiveness of internal business operations
- Maintenance of City streets/facilities/buildings
- Stormwater management
- Police and Fire services
- Traffic flow and congestion management
- Enforcement of codes and ordinances
- Quality of parks/programs/facilities
- Customer service from City employees
- Communication with public
- Library services
- Land use planning



Policy Question 2

The City 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:

Issue	Essential or Very Important
Quality of public schools	92%
Maintaining existing infrastructure	81%
Expansion/maintenance of stormwater	74%
Development of existing businesses and residential areas	72%
Preservation of downtown O'Fallon and surrounding neighborhoods	71%
Attracting commercial development	64%
Quality of new development	58%
Availability of housing	52%



2011 Guiding Principles Survey

- Expansion/maintenance of stormwater system
- Maintaining existing infrastructure
- Attracting commercial development
- Preservation of downtown O'Fallon & surrounding neighborhoods
- Quality of public schools
- Quality of new development
- Development of existing businesses and residential areas
- Availability of housing



Policy Question 3

The City would like your input on balancing its budget. Please indicate how much you support or oppose the following options to balance the budget:

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
Revenue enhancements (such as new taxes or fees)	6%	22%	24%	48%
Expenditure reductions (such as cuts in current service levels)	23%	45%	21%	11%
Combination of revenue enhancements and expenditure reductions	30%	41%	18%	10%




2011 Guiding Principles Survey

- Average response was 7.1 indicating a preference for expenditure reductions to balance the budget and a tolerance for some revenue enhancements



Length of Residency

	2011	2009	2007
Less than 2 years	13%	17%	18%
2-5 years	17%	28%	23%
6-10 years	23%	15%	21%
11- 20 years	23%	18%	18%
More than 20 years	24%	22%	19%



Age

	2011	2009	2007	2005
18-24	6%	4%	3%	5%
25-34	21%	25%	26%	25%
35-44	16%	20%	23%	20%
45-54	28%	24%	25%	27%
55-64	13%	10%	12%	9%
65-74	9%	9%	7%	14%
75+	7%	8%	5%	



Household Income

	2011	2009	2007	2005
Less than \$24,999	10%	10%	9%	12%
\$25-\$49,999	23%	23%	20%	27%
\$50-\$99,999	33%	39%	38%	43%
More than \$100,000	34%	29%	33%	19%



Key Driver Analysis

Services that correlate most strongly with residents' perceptions of City services overall:

2009	2011
Police Services Public Information Services Snow Removal	Police Services Planning & Zoning Sewer Services



Conclusions

- Citizens feel O'Fallon is a good place to live and raise children.
- Despite budget cuts and employee reductions, citizens continue to be satisfied with City services.
- Citizens rank City services higher than benchmarks in most services.
- Citizens trust City government more than state and federal governments.