

2020 Community Survey ***City of Perryville, Missouri***



Presented by



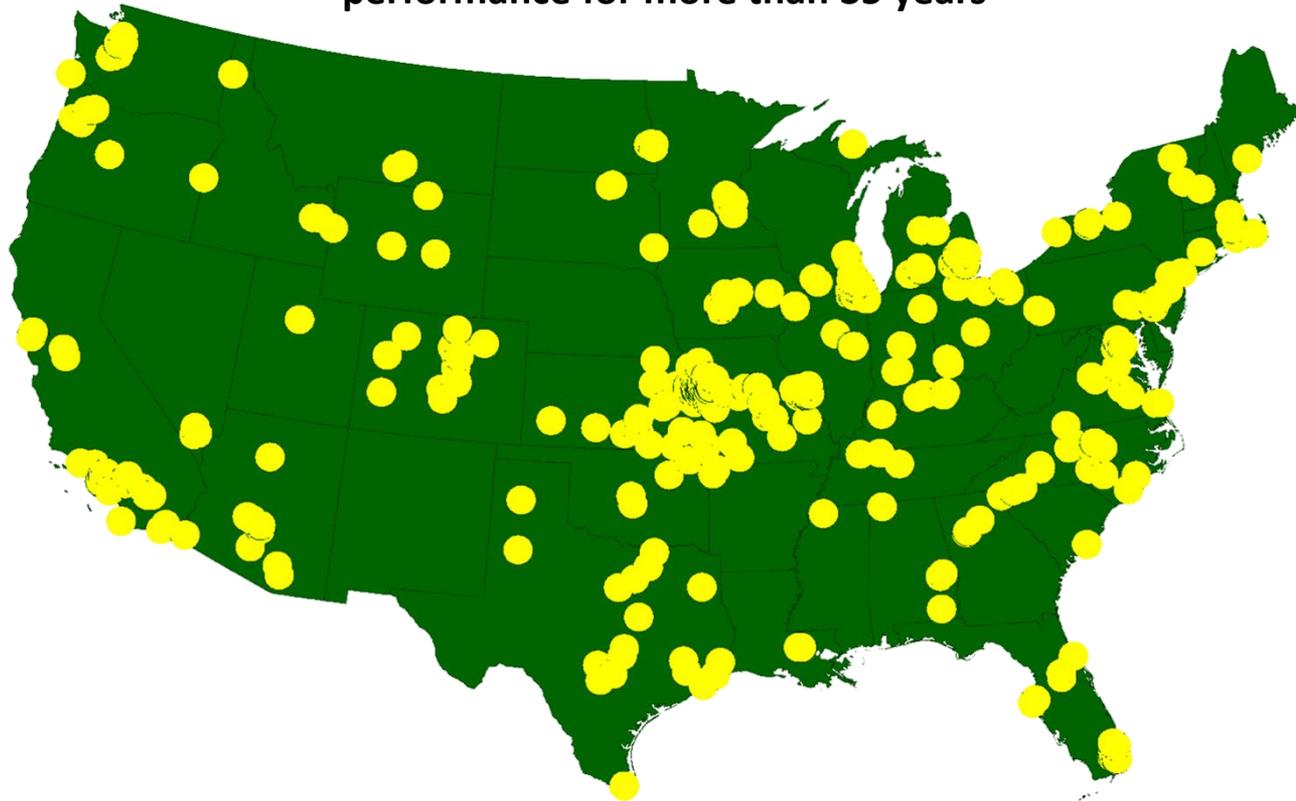
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January 2021

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

Agenda

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

Purpose

- **To objectively assess citizen satisfaction with the delivery of major City services**
- **To compare the City's performance with residents in other communities regionally and nationally**
- **To assess trends over time**
- **To help determine priorities for the community**

Methodology

- **Survey Description**
 - ❑ seven-page survey
 - ❑ included some of the same questions that were asked in previous surveys
- **Method of Administration**
 - ❑ by mail and online
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ survey was sent to all households in the City of Perryville
 - ❑ goal number of surveys: 400
 - ❑ goal far exceeded: 646 completed surveys
- **Confidence level:** 95%
- **Margin of error:** +/- 3.8% overall

Bottom Line Up Front

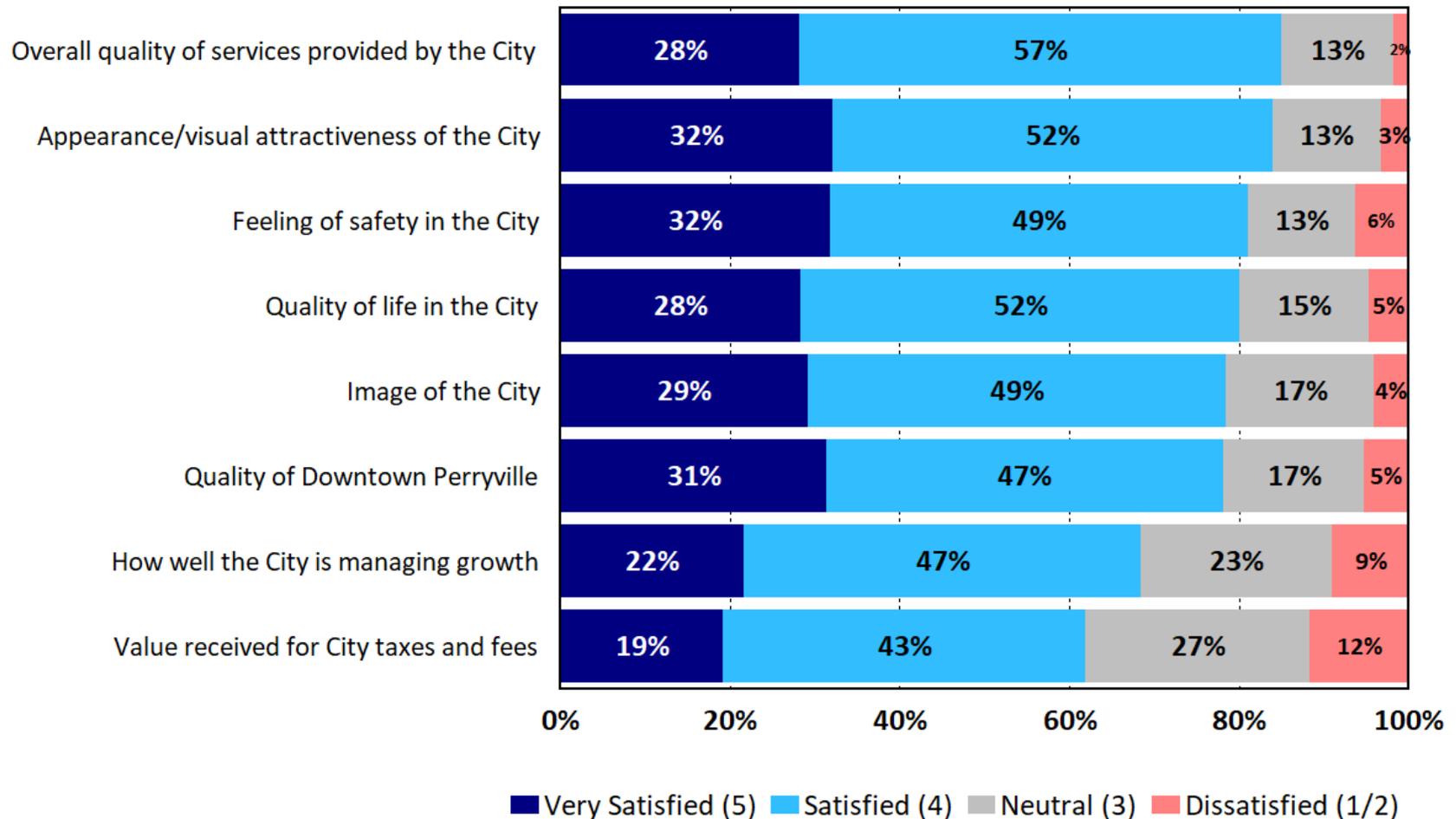
- **Residents Have a Very Positive Perception of the City**
 - ❑ 91% rated the City as an “excellent” or “good” place to live; only 2% rated it as “below average/poor”
 - ❑ 89% rated the City as an “excellent” or “good” place to raise children; only 3% rated it as “below average/poor”
- **Perryville is Setting the Standard for the Delivery of City Services**
 - ❑ Satisfaction with the Overall Quality of City Services in Perryville rated 37% above the U.S. Average and 43% above the Missouri/Kansas Average
 - ❑ The City rated above the U.S. Average in 56 of the 57 areas that were compared, and significantly above in 55 areas
- **Analysis of Trends**
 - ❑ Satisfaction ratings have increased in most areas from the 2015 survey
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Maintenance of City Streets & Infrastructure
 - ❑ Management of Storm Water Runoff
 - ❑ Enforcement of City Codes & Ordinances

Major Finding #1

Residents Have a Very Positive
Perception of the City

Q3. Satisfaction With Items That May Influence Perceptions of the City of Perryville

by percentage of respondents (excluding don't knows)

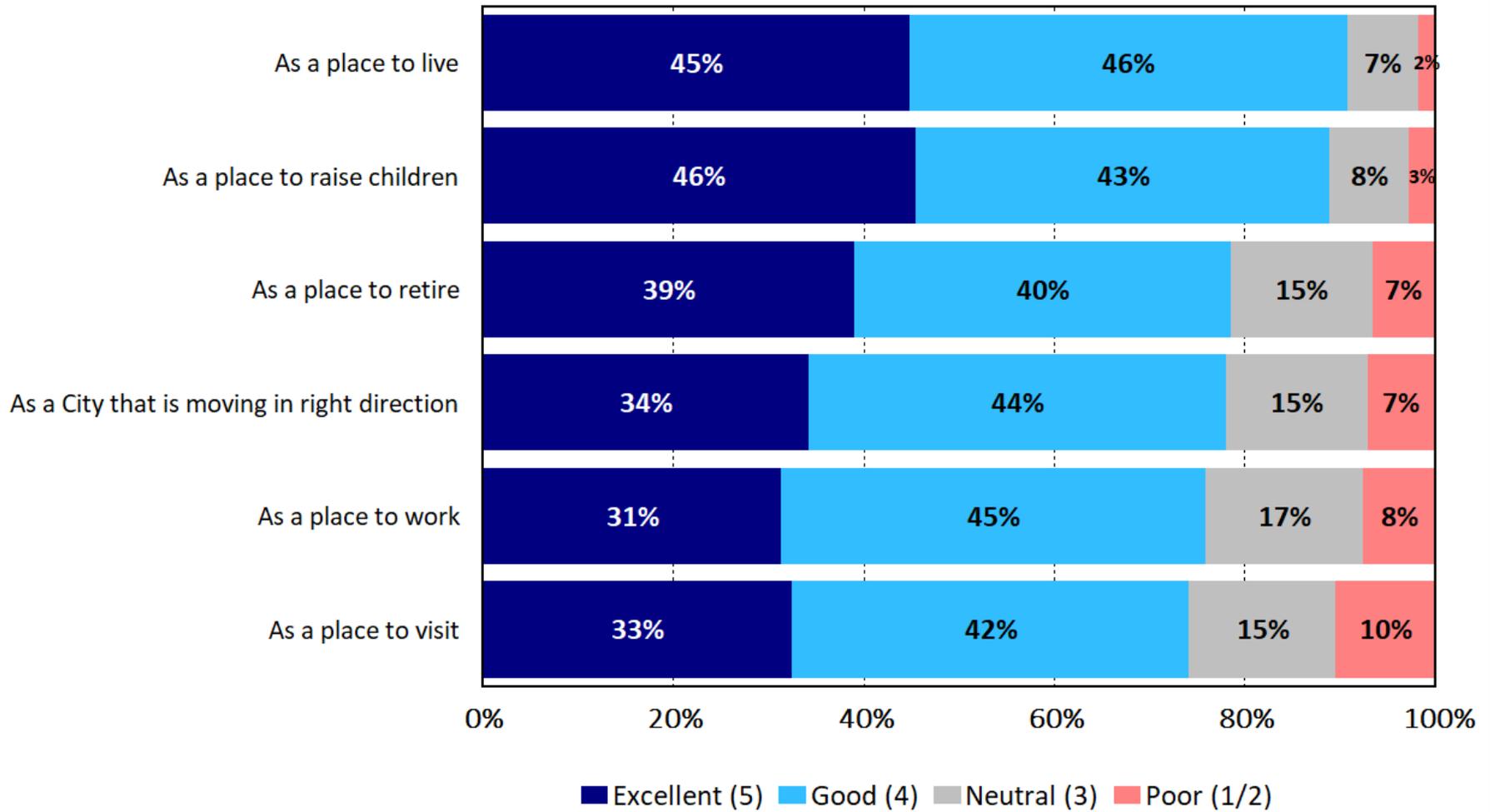


Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Dissatisfaction Is Low in All Areas Related to Perceptions of the City

Q40. How Residents Rate the City of Perryville

by percentage of respondents (excluding don't knows)

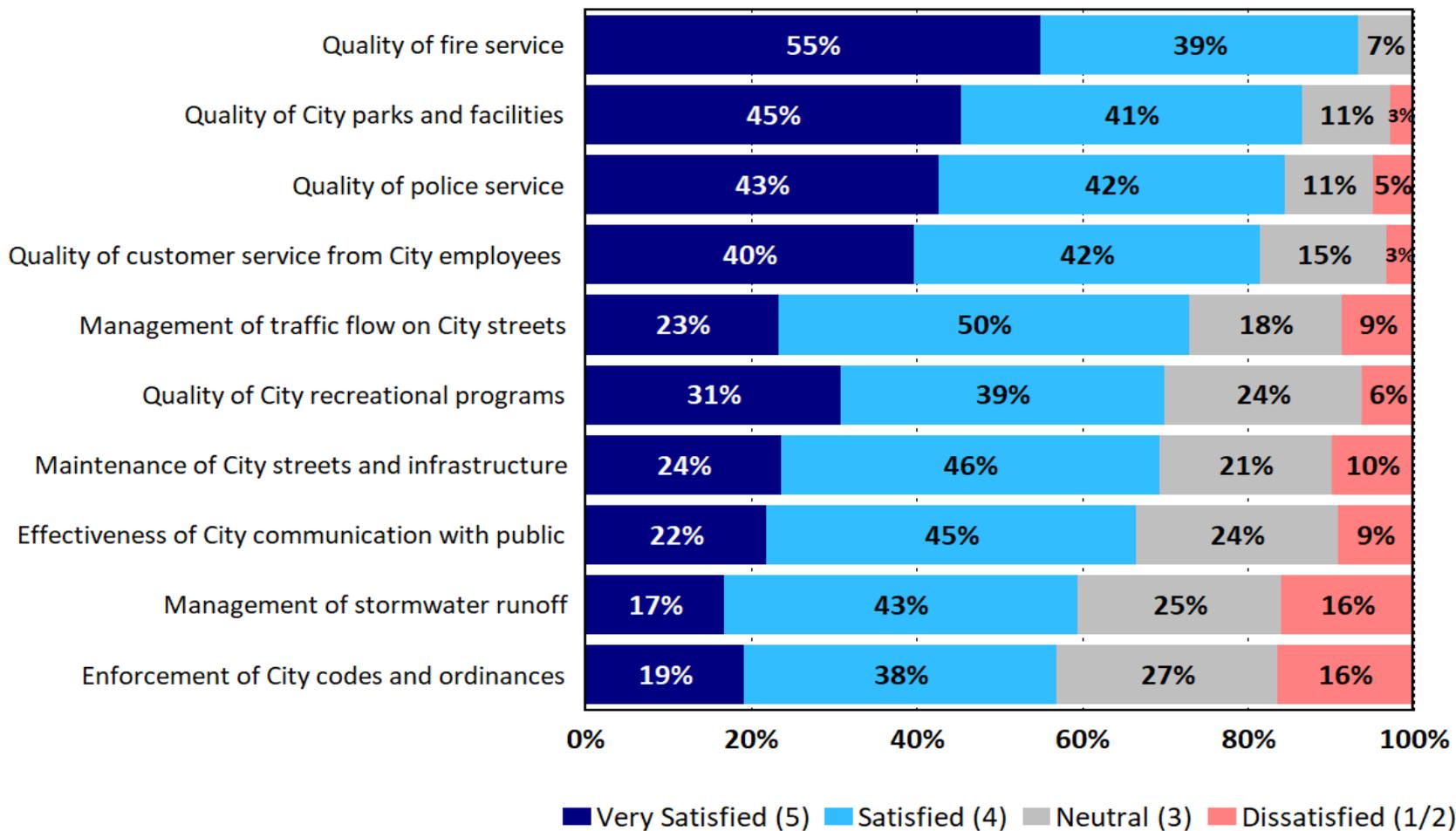


Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Most Residents Gave Positive Ratings for the City as a Place to Live and Raise Children

Q1. Satisfaction with Major Categories of Services Provided by the City of Perryville

by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Less Than 20% of Residents Surveyed Were Dissatisfied with Any of the Major Categories of City Services That Were Rated

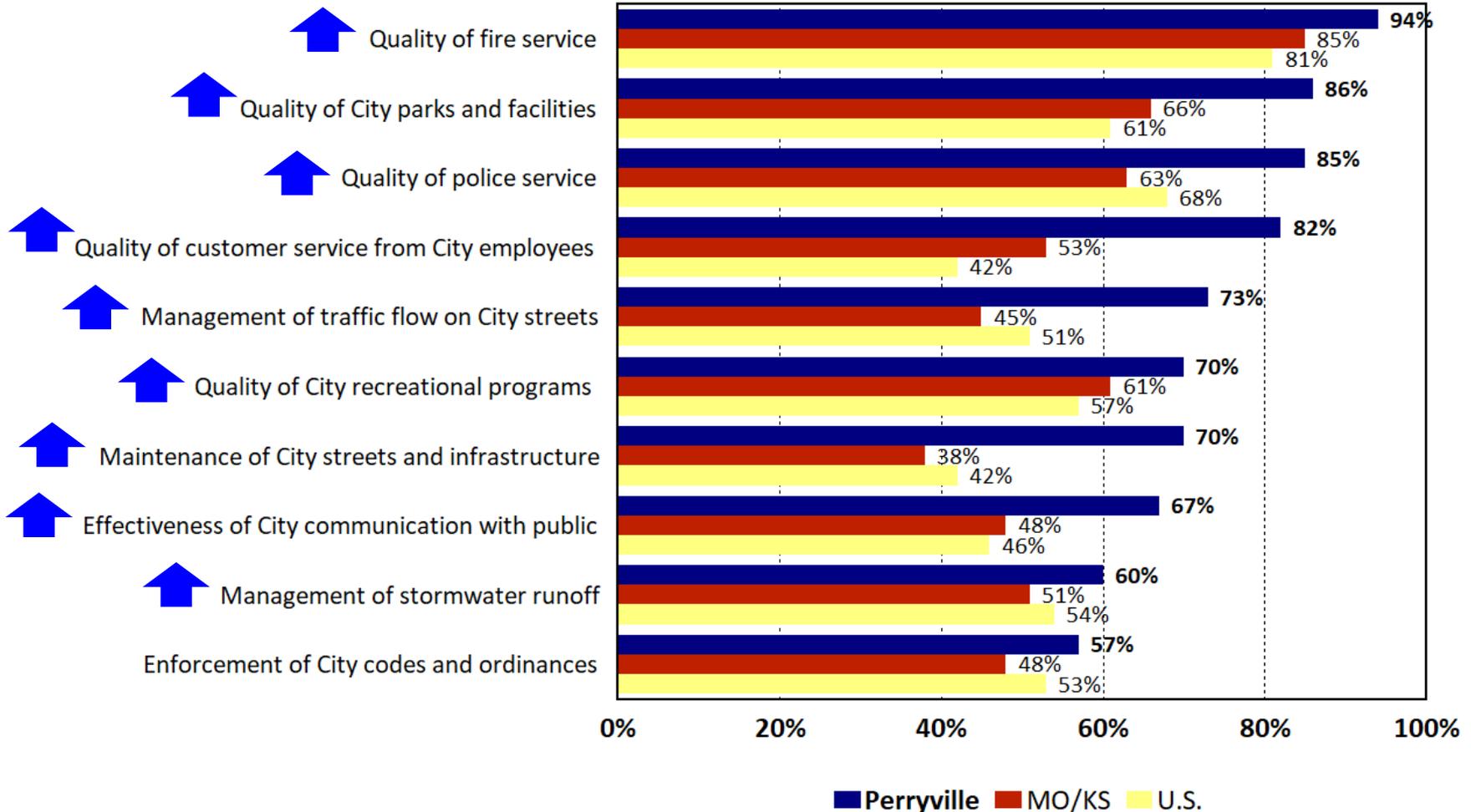
Major Finding #2

**Satisfaction Levels in Perryville
Are Significantly Higher than
the Regional and National
Averages**

Satisfaction with Major Categories of Services

Perryville vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied"
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

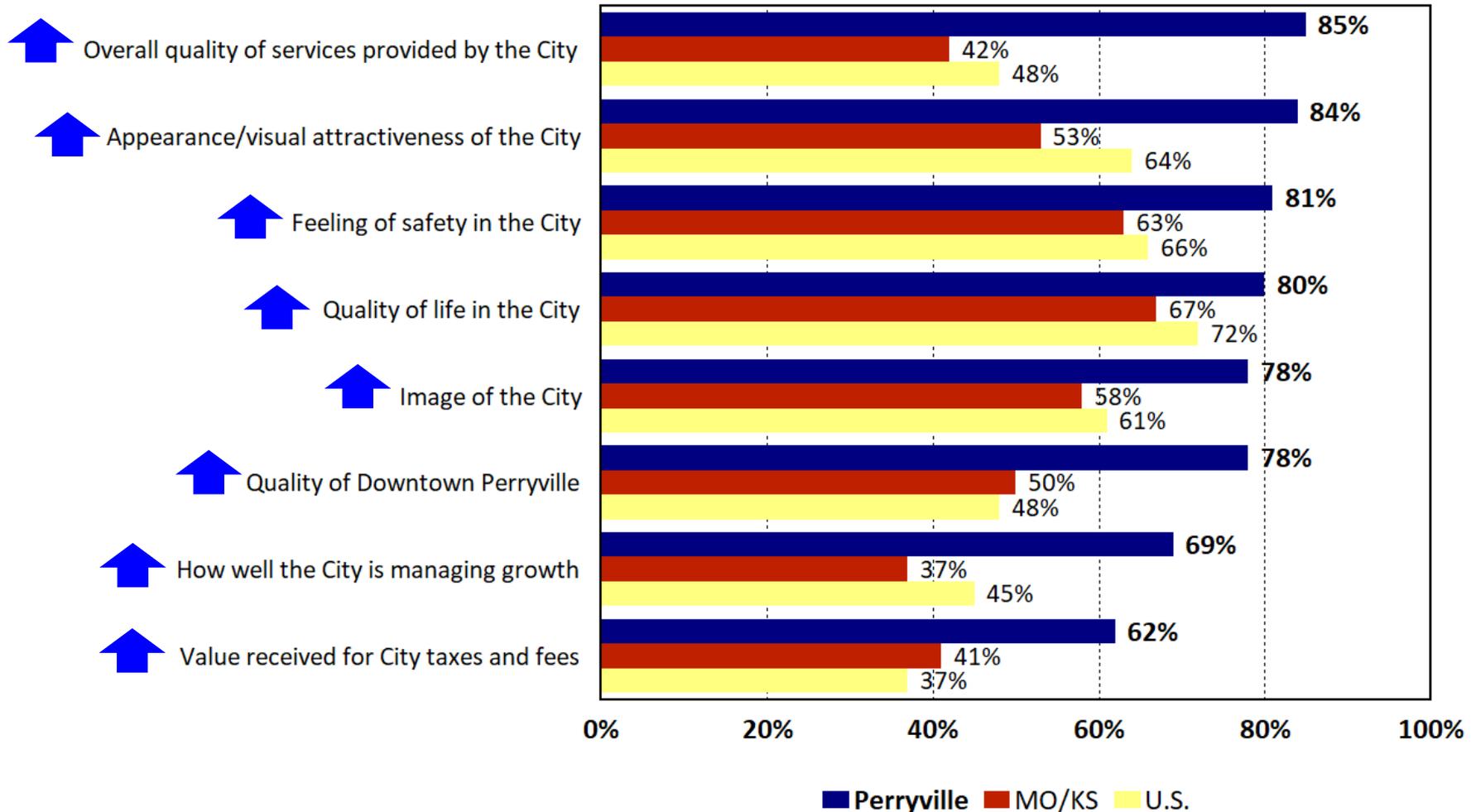
Significantly Higher: ↑

Significantly Lower: ↓

Perceptions of the Community

Perryville vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied"
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

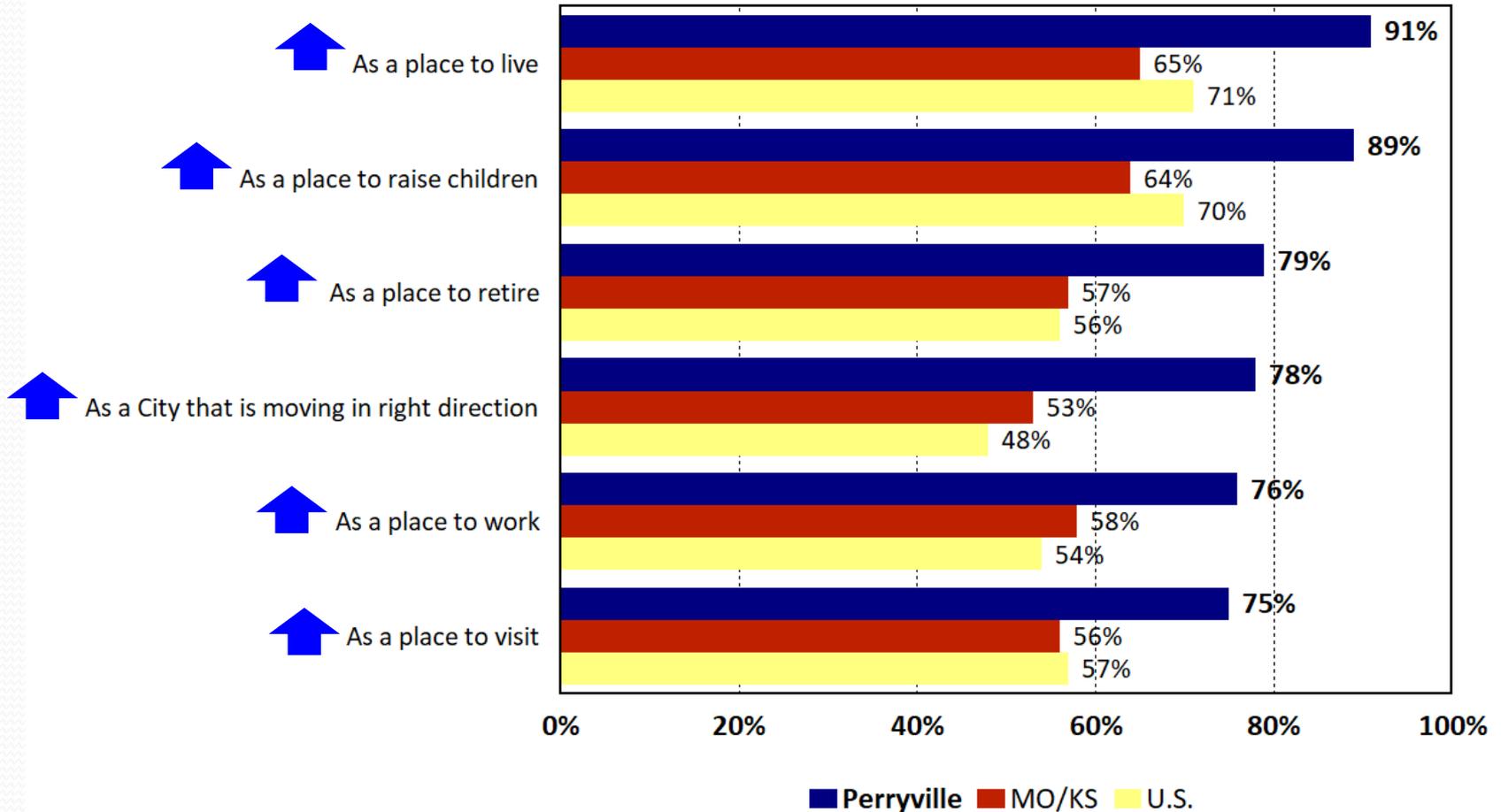
Significantly Higher: ↑

Significantly Lower: ↓

How Residents Rate Their Community

Perryville vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "excellent"
 (excluding don't knows)



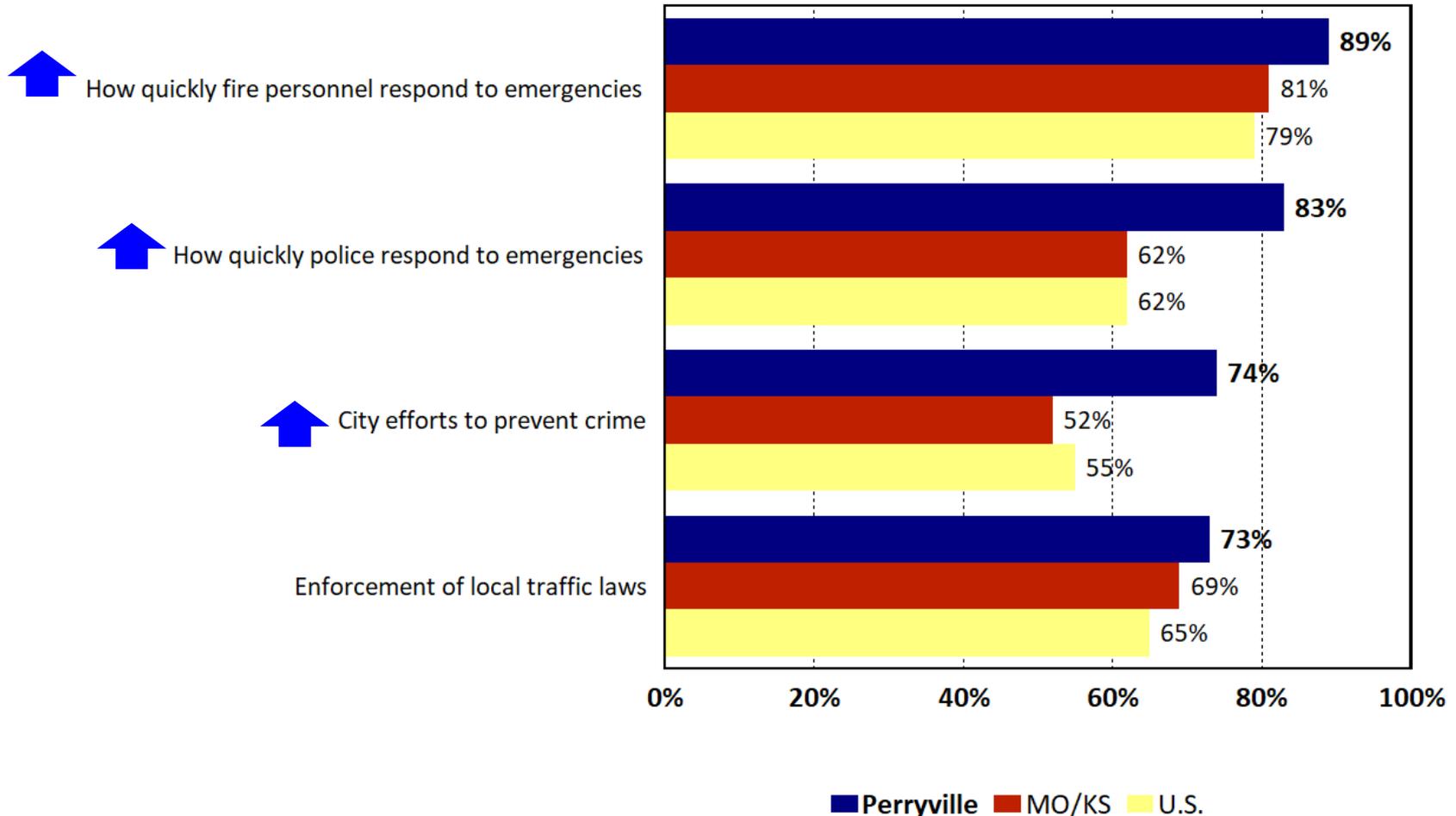
Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Public Safety Services Perryville vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied"
(excluding don't knows)



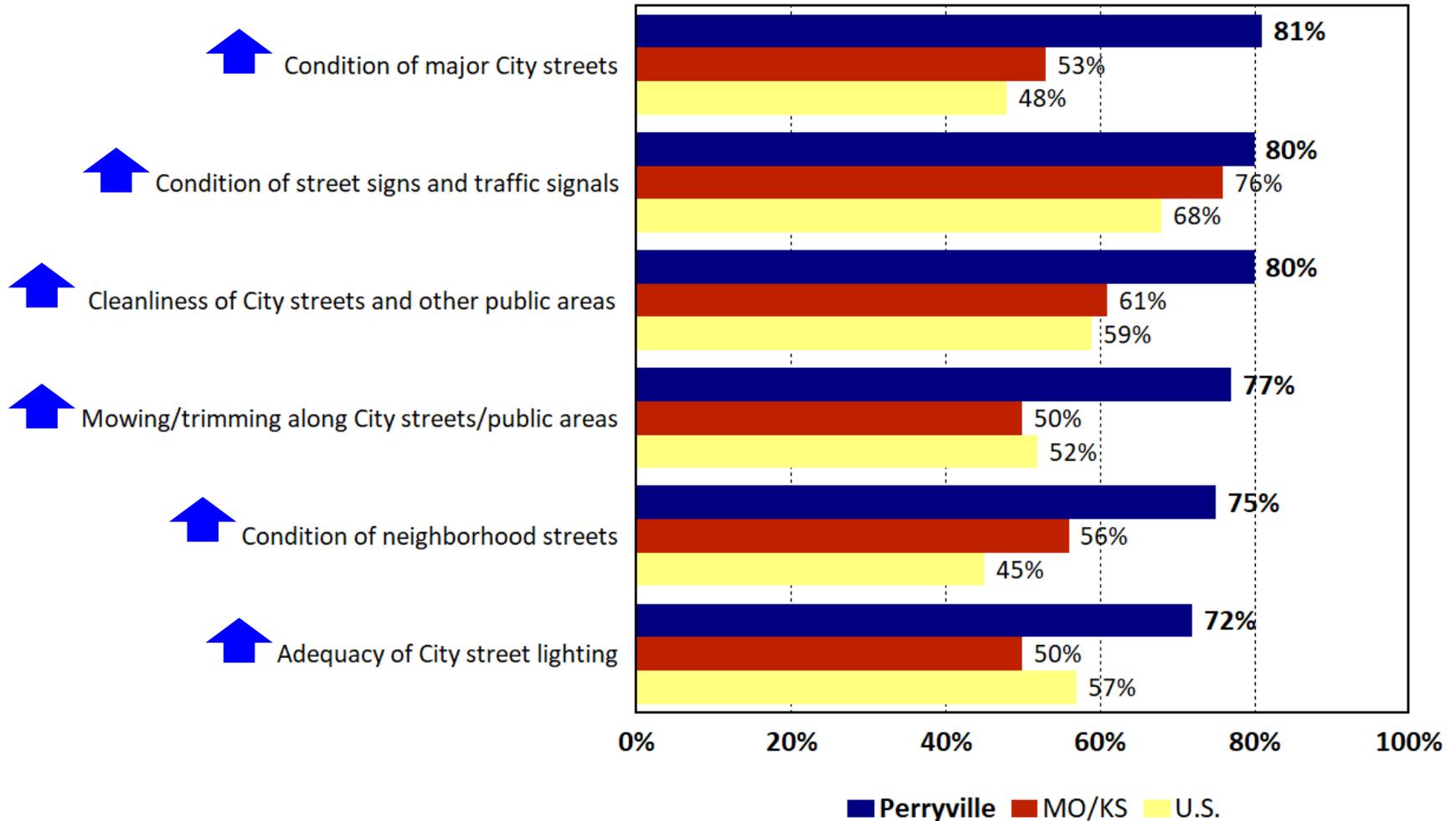
Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Maintenance Services Perryville vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied"
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

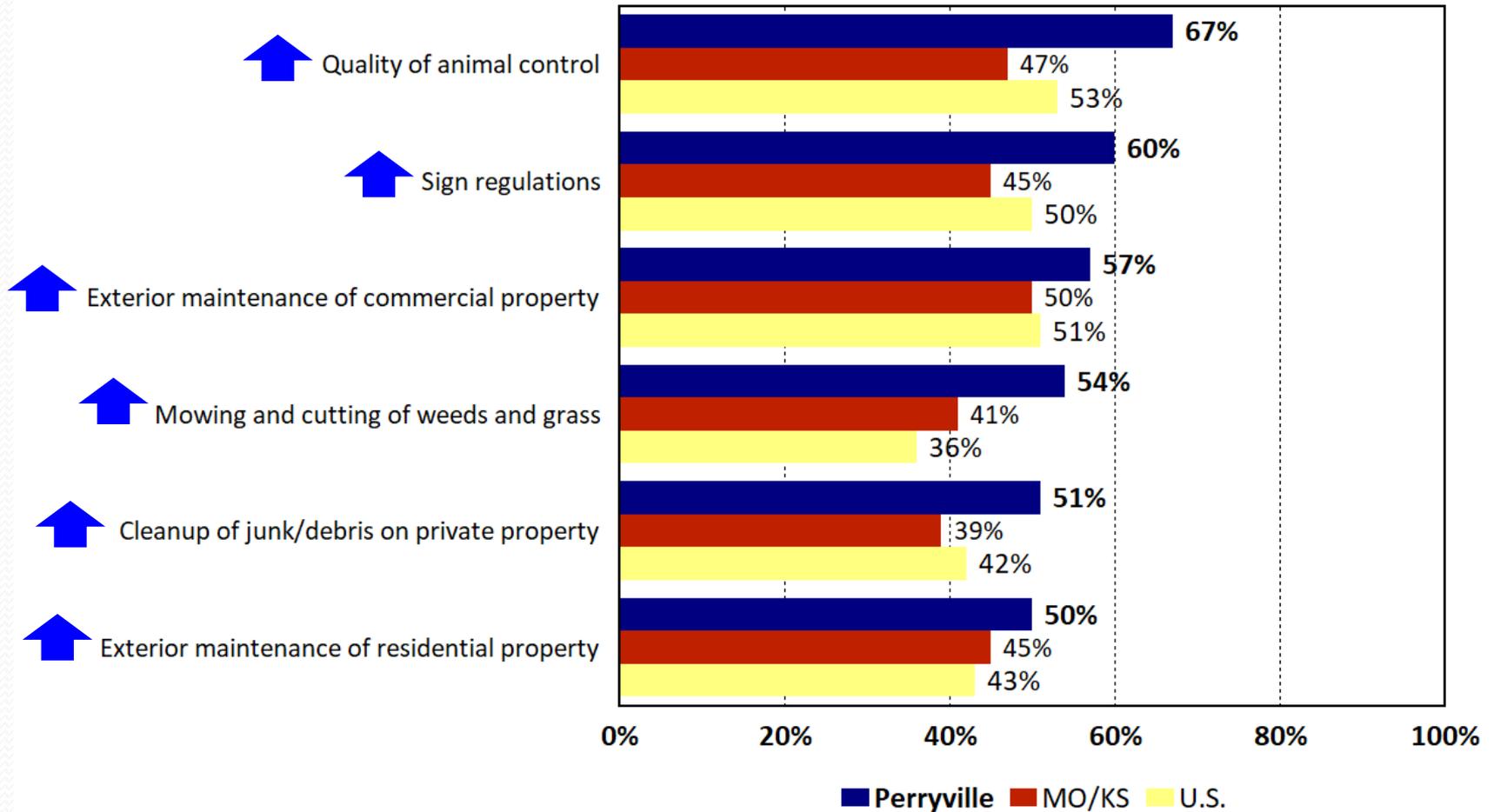
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Code Enforcement Services

Perryville vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied"
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

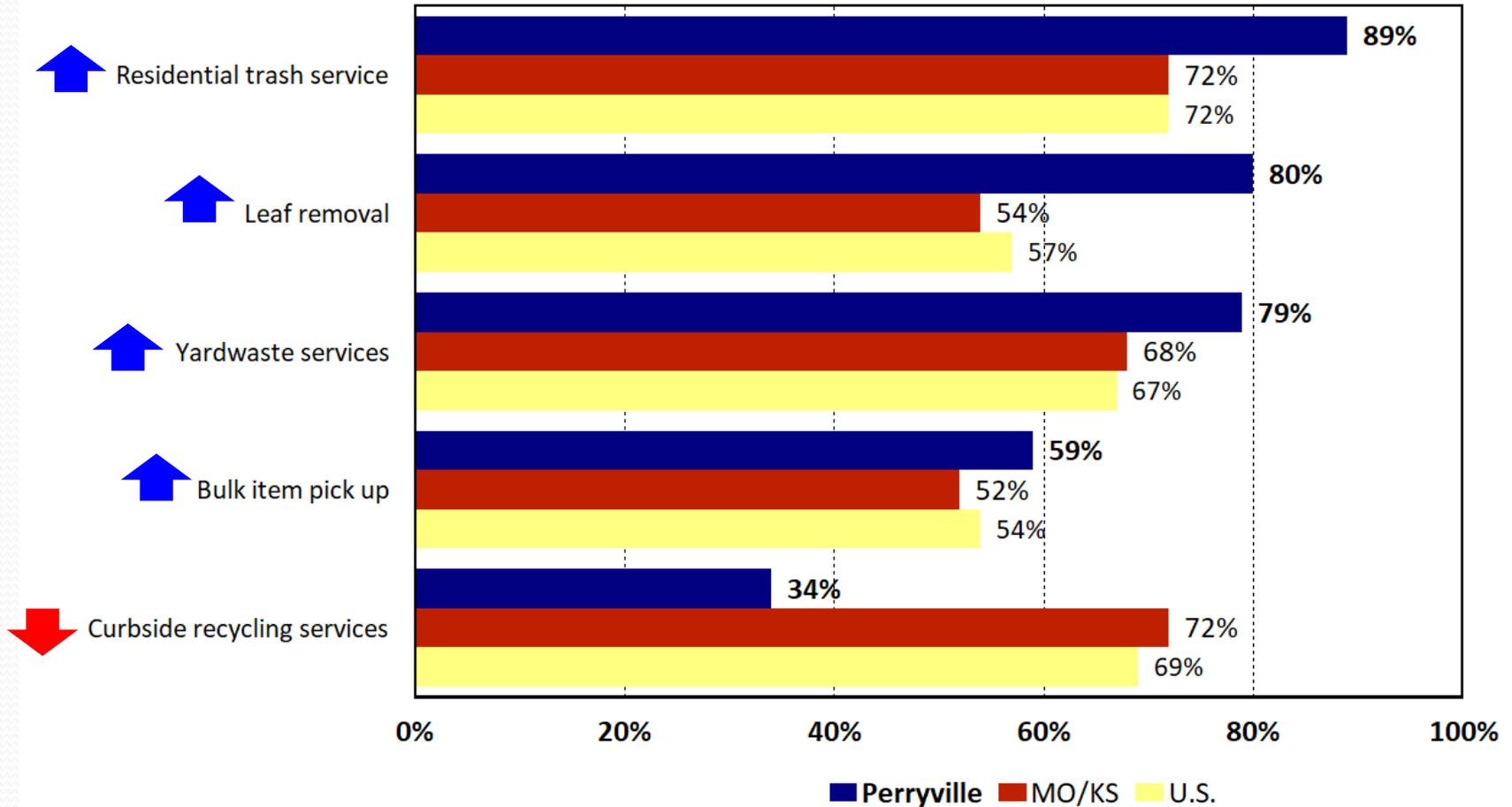
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Refuse Services

Perryville vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied"
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

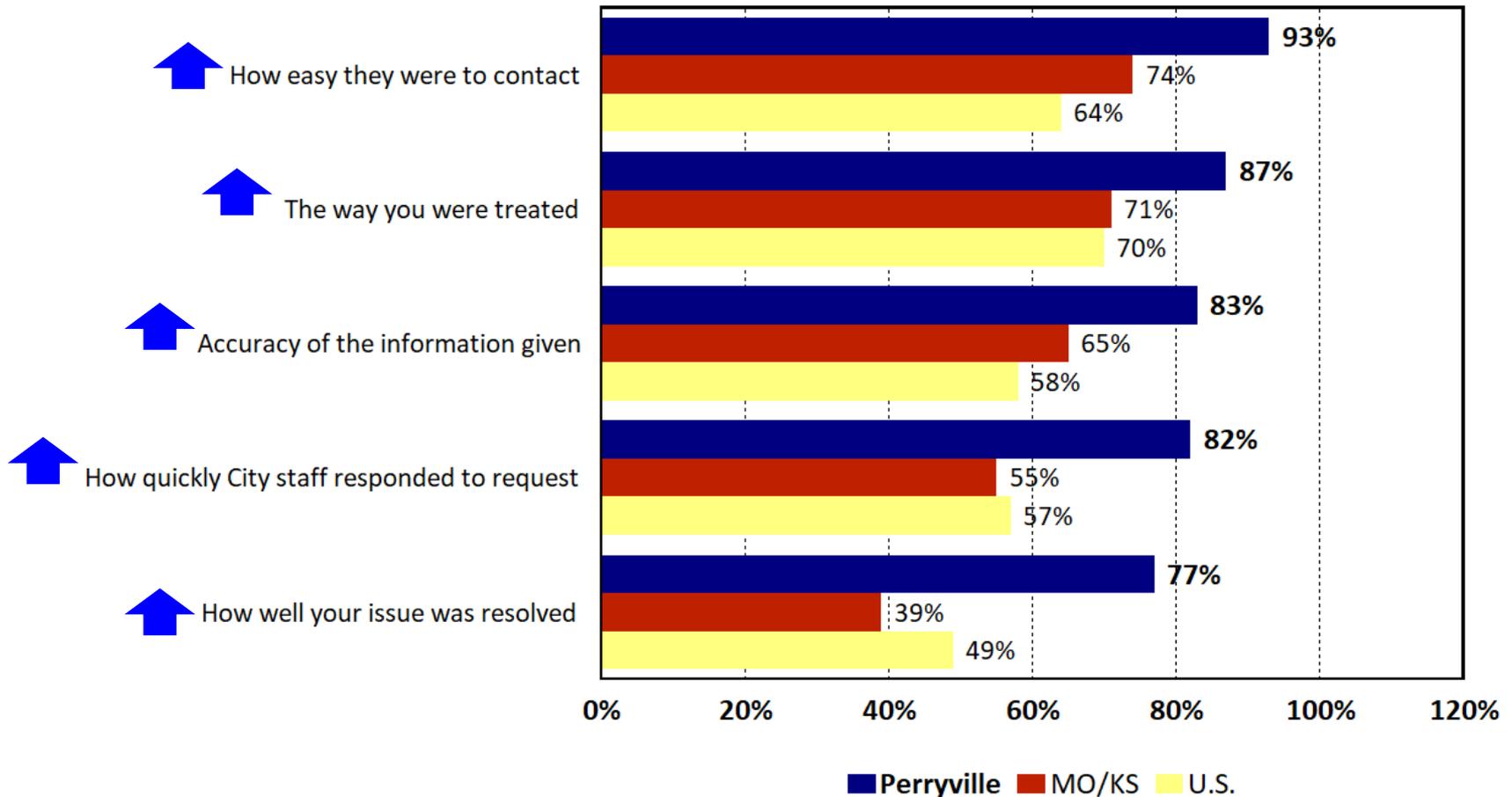
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Customer Service

Perryville vs. MO/KS Region vs. the U.S.

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied"
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Significantly Higher:

Significantly Lower:

Major Finding #3 Trend Analysis

Increases in Satisfaction Ratings

Notable Increases Since 2015

- Feltz Street Park (skate park)
- Northdale Park
- Perryville as a place to visit
- Enforcing cleanup of junk and debris
- French Lane Park
- School Street Park
- Perryville as a place to work
- Value received for City taxes and fees

Decreases in Satisfaction Ratings

Notable Decreases Since 2015

- Bank of Missouri Soccer Complex
- Soccer fields
- Yard waste services
- Cleanliness of stormwater drains/neighborhood creeks
- Leaf removal
- Bulk item pick up
- Curbside recycling services

Major Finding #4

Top Priorities for Investment

Importance-Satisfaction Rating

Perryville, MO

OVERALL

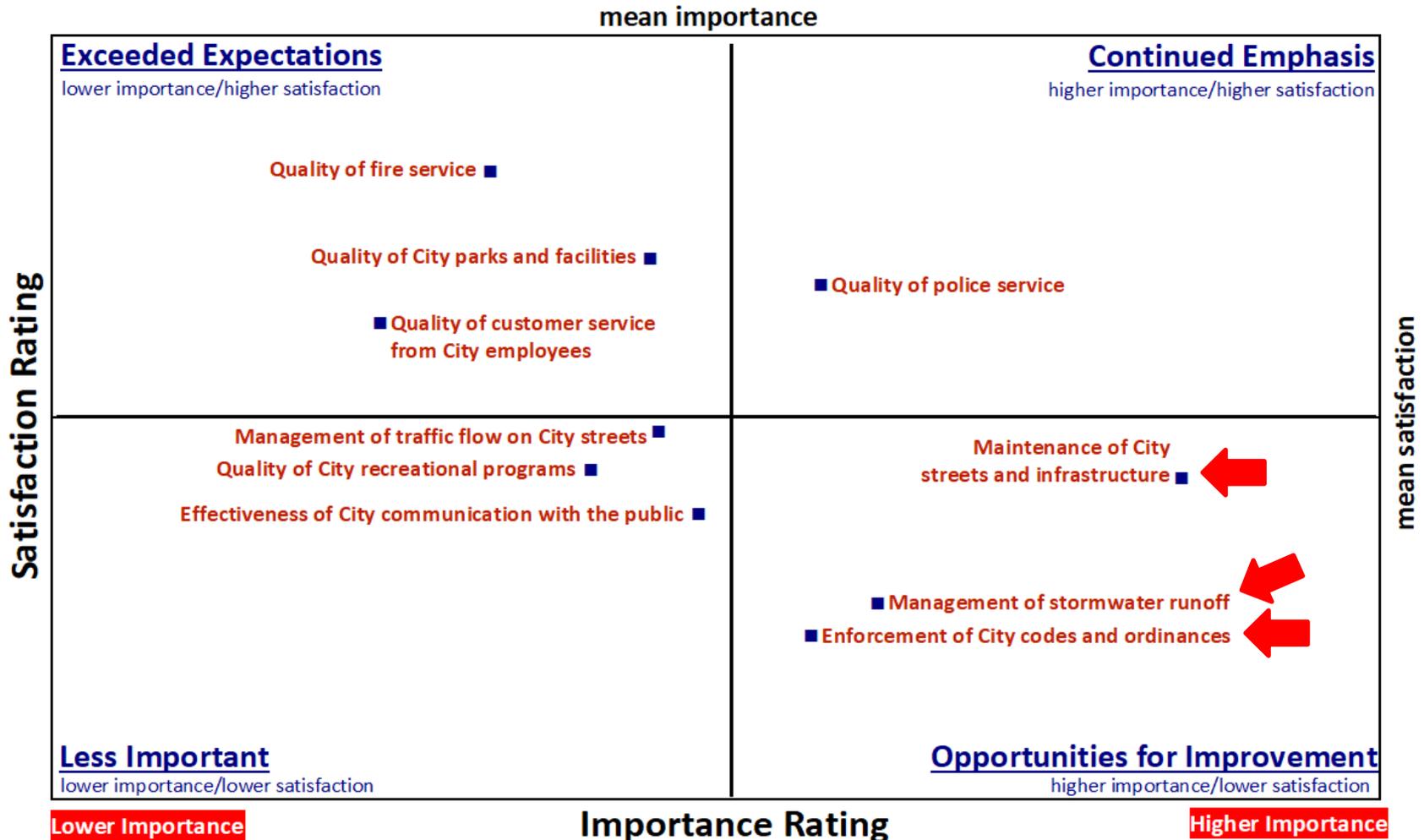
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of City streets and infrastructure	42%	1	69%	7	0.1283	1
Management of stormwater runoff	28%	2	60%	9	0.1138	2
Enforcement of City codes and ordinances	25%	4	57%	10	0.1082	3
Medium Priority (IS <.10)						
Effectiveness of City communication with public	20%	5	67%	8	0.0670	4
Management of traffic flow on City streets	18%	6	73%	5	0.0491	5
Quality of City recreational programs	15%	8	70%	6	0.0453	6
Quality of police service	26%	3	85%	3	0.0395	7
Quality of City parks and facilities	18%	7	87%	2	0.0239	8
Quality of customer service from City employees	6%	10	82%	4	0.0104	9
Quality of fire service	11%	9	93%	1	0.0070	10

Top Overall Priorities: 

2020 City of Perryville DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Top Overall Priorities: ←

Importance-Satisfaction Rating

Perryville, MO

Maintenance

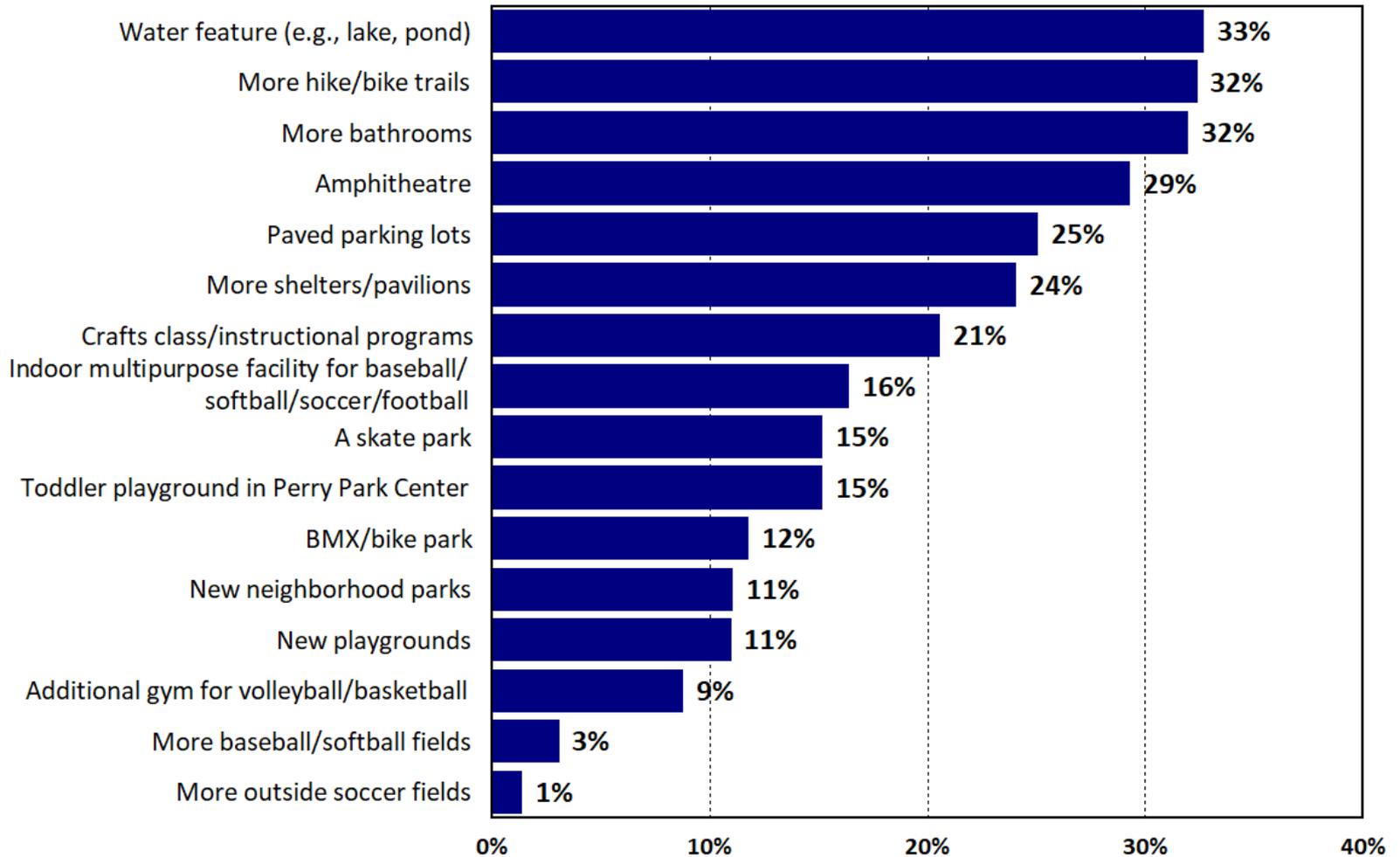
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
Cleanliness of stormwater drains/creeks in neighborhood	26%	1	63%	7	0.0981	1
Adequacy of City street lighting	25%	3	72%	6	0.0702	2
Condition of neighborhood streets	19%	5	75%	5	0.0476	3
Condition of major City streets	25%	2	81%	1	0.0469	4
Cleanliness of City streets and other public areas	22%	4	79%	3	0.0468	5
Mowing/trimming along City streets/public areas	12%	7	77%	4	0.0262	6
Condition of street signs and traffic signals	13%	6	80%	2	0.0260	7

No High Priorities for Maintenance

Other Findings

Q8. Park System Amenities That Residents Would Most Like the City to Add in the future

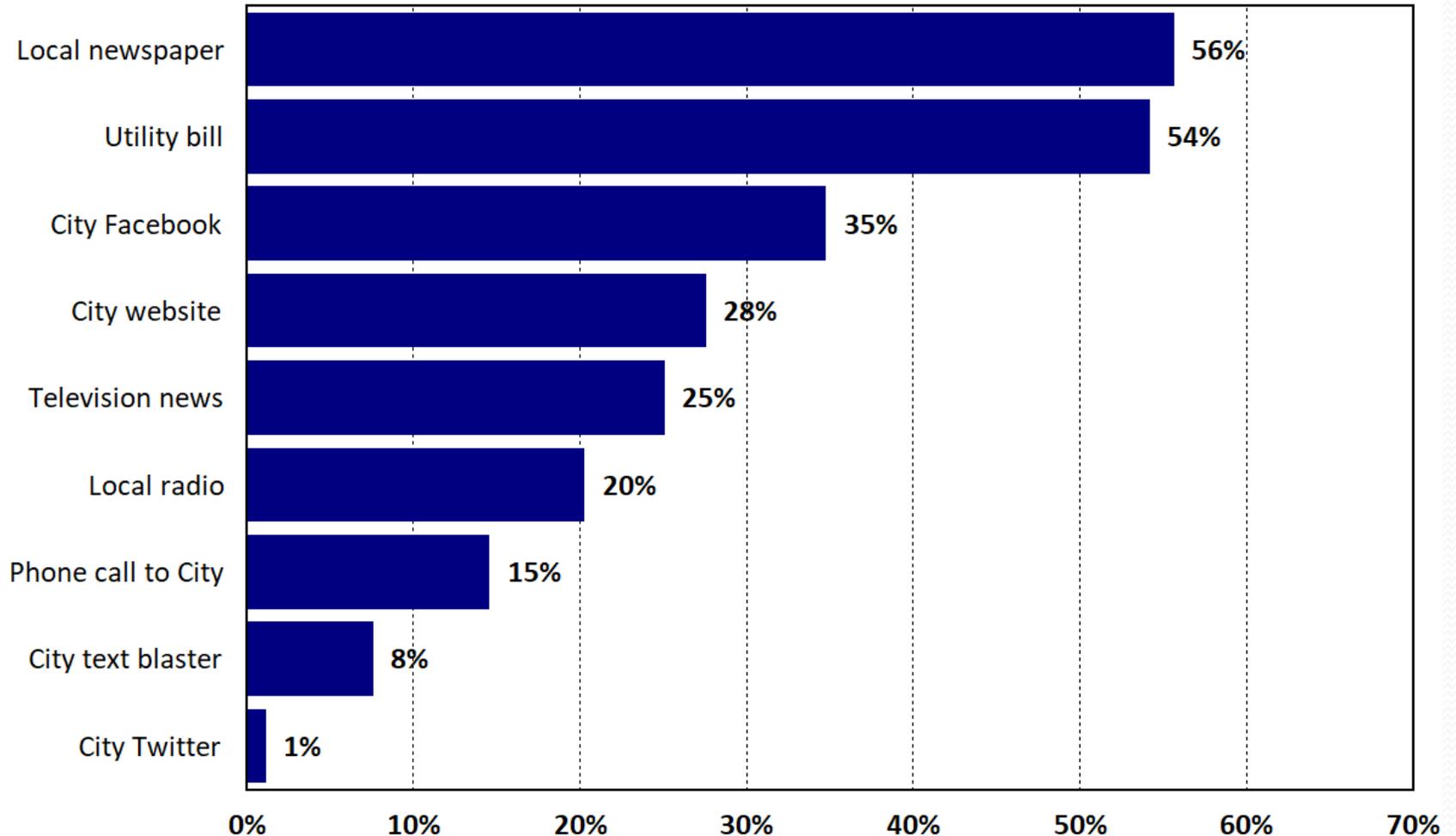
by percentage of respondents (multiple responses allowed)



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Q18. Which of the following do you use to get information about the City of Perryville?

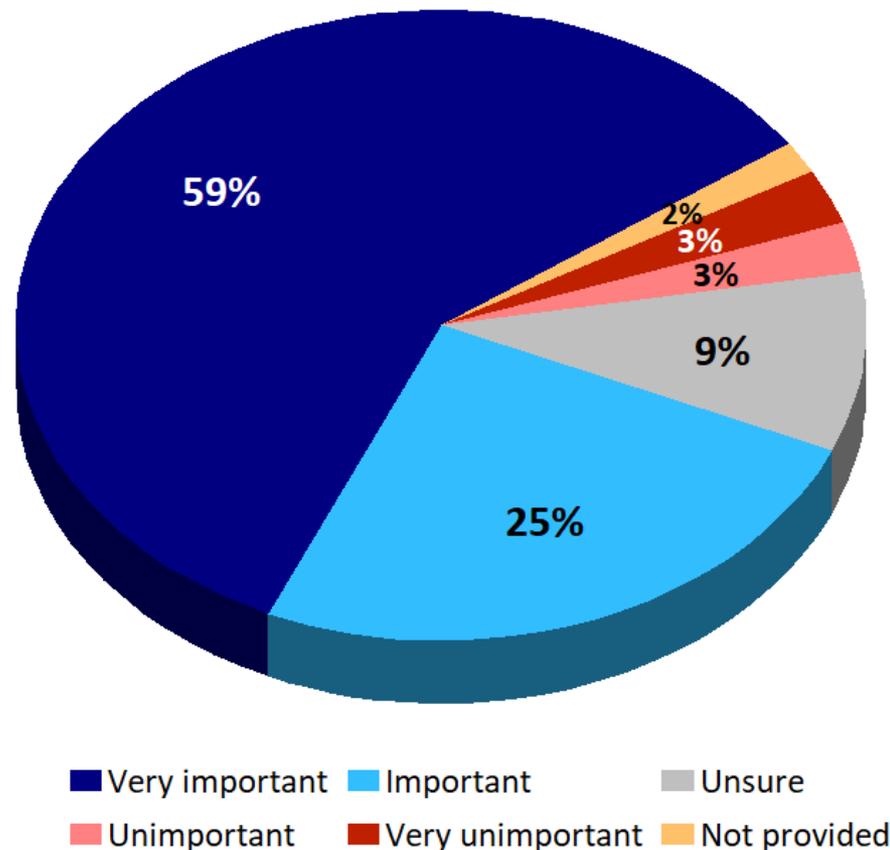
by percentage of respondents (multiple responses allowed)



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Q19. Importance of Perryville Community to Offer Higher Education Services Locally Through a Partnership with Colleges, Universities and/or Trade Schools

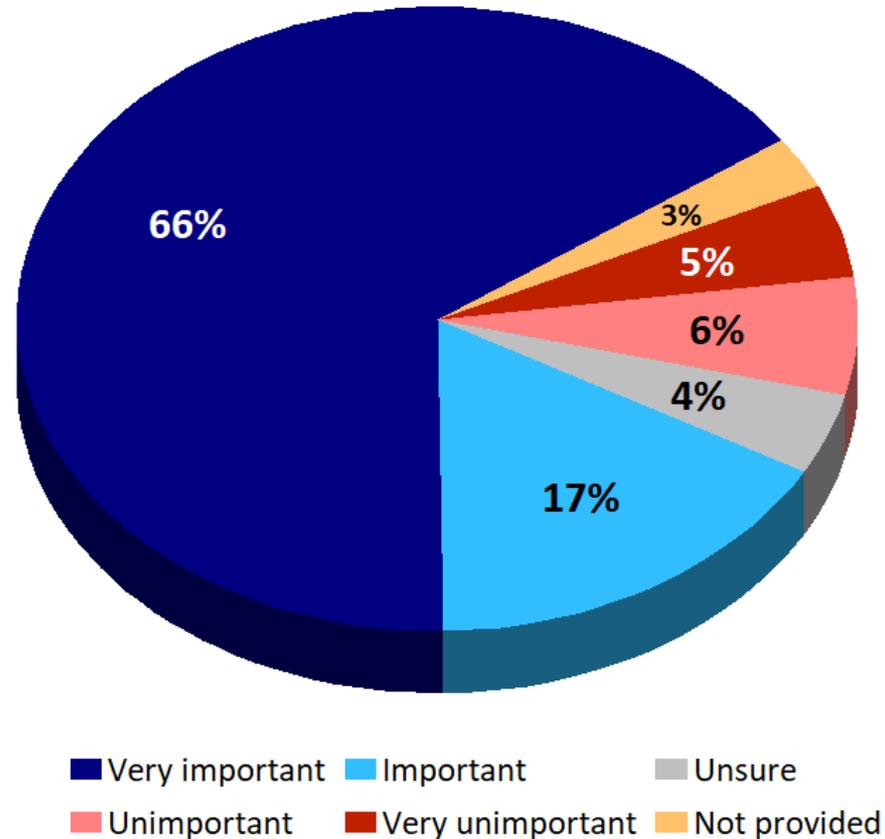
by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Q20. Importance of High-Speed Internet Services at Home

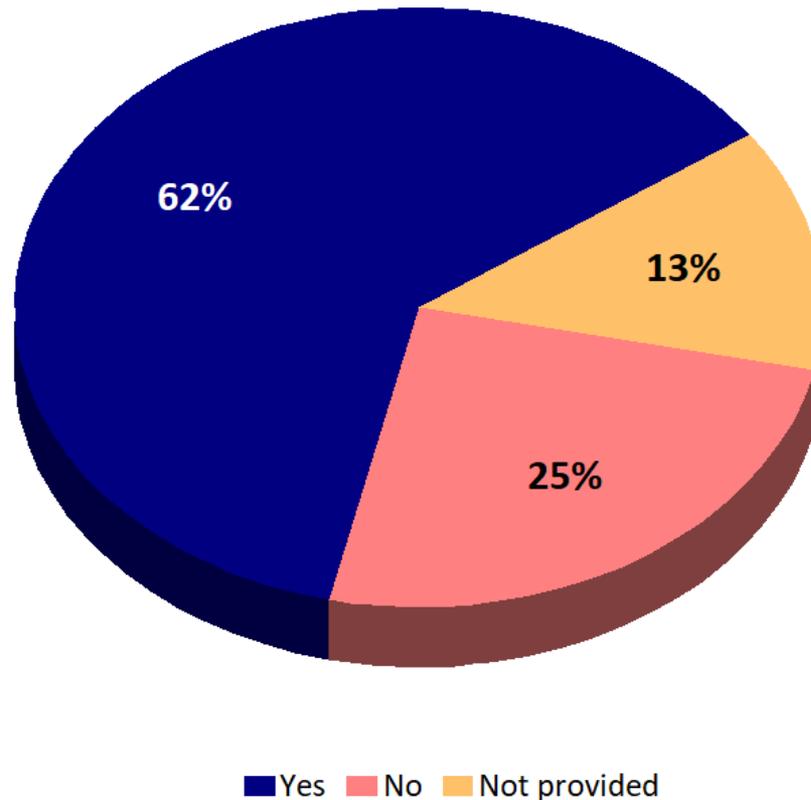
by percentage of respondents



Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Q25. Would you support the City borrowing money to provide "1 Gigabyte level" high-speed internet service if the debt could be paid entirely with user fees?

by percentage of respondents



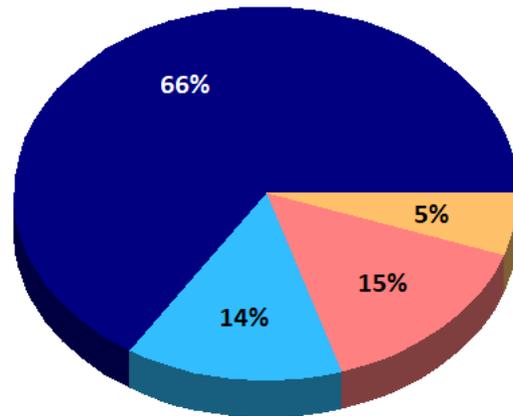
Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Q35. How supportive would you be of having the City of Perryville adopt an ordinance that would ban smoking in public places, such as restaurants?

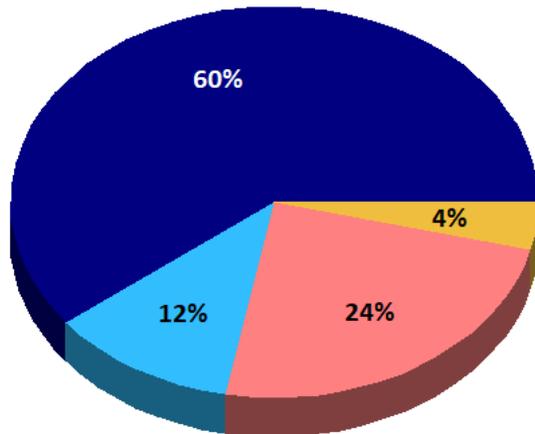
by percentage of respondents

TRENDS

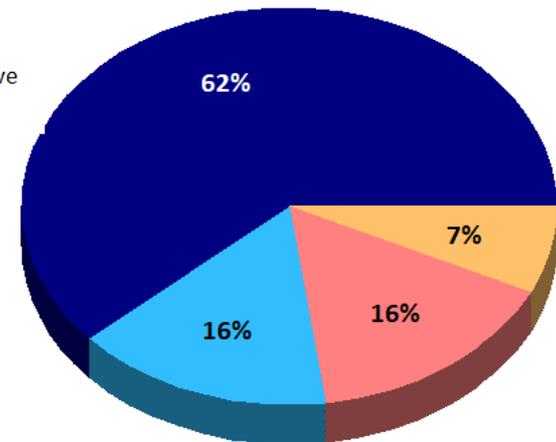
2020



2010



2015



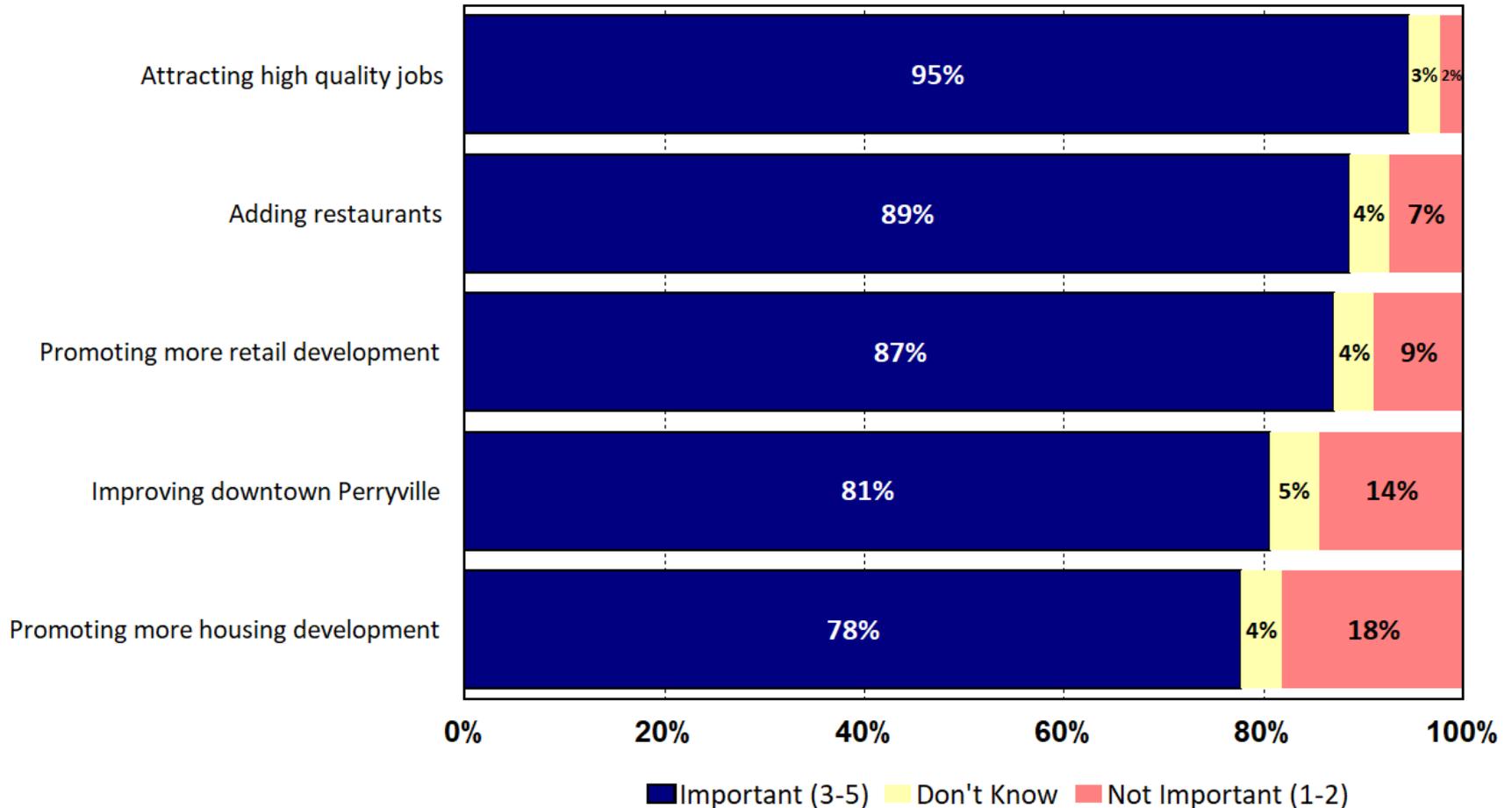
■ Very Supportive ■ Somewhat Supportive
■ Not Supportive ■ Don't Know

■ Very Supportive ■ Somewhat Supportive
■ Not Supportive ■ Don't Know

Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Q36. Importance That Residents Place on Various Types of Economic Development When Planning the City's Future

by percentage of respondents



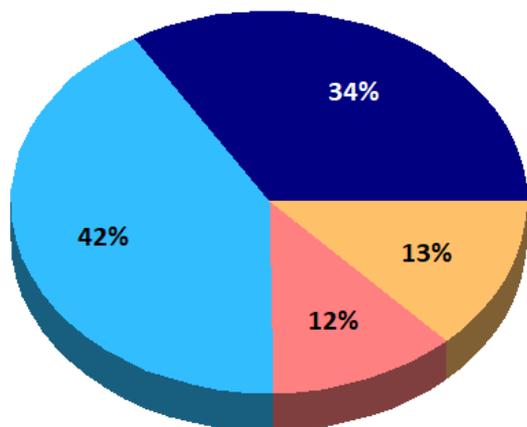
Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Q37. How supportive would you be of having the City begin an annexation program to “grow” its City limits and increase the amount of undeveloped property?

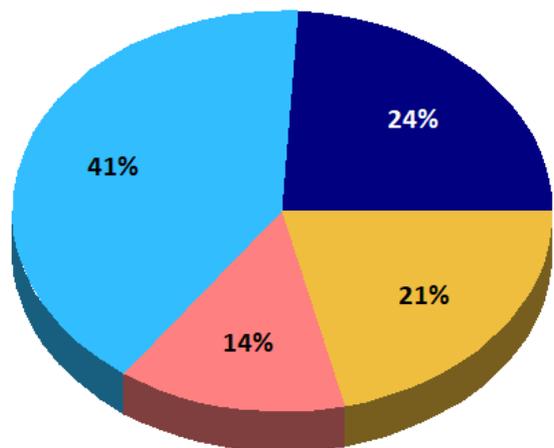
TRENDS

by percentage of respondents

2020

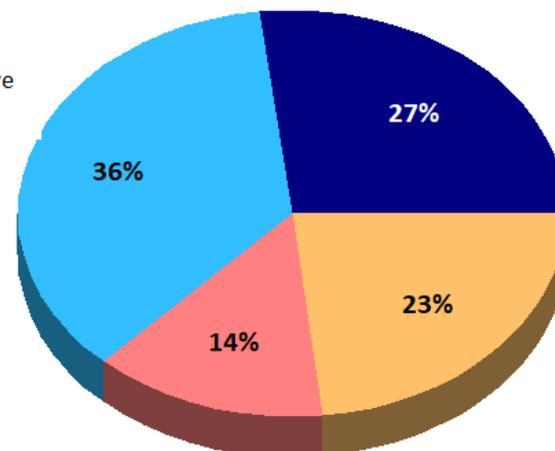


2010



■ Very Supportive ■ Somewhat Supportive
■ Not Supportive ■ Don't Know

2015



■ Very Supportive ■ Somewhat Supportive
■ Not Supportive ■ Don't Know

Source: ETC Institute DirectionFinder (2020 - Perryville, MO)

Summary

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 - ❑ 91% rated the City as an “excellent” or “good” place to live; only 2% rated it as “below average/poor”
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 - ❑ Satisfaction ratings have increased in most areas from the 2015 survey
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Maintenance of City Streets & Infrastructure
 - ❑ Management of Storm Water Runoff
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Questions?

THANK YOU!