

City of Rolla

DirectionFinder® Survey

Findings Report

...helping organizations make better decisions since 1982

2020

Submitted to the City of Rolla, Missouri

by:

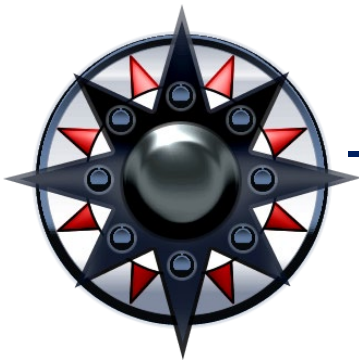
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June 2020



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2020 DirectionFinder® Survey

Executive Summary

Overview and Methodology

The City of Rolla conducted its tenth DirectionFinder® survey during the spring of 2020 to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's ongoing planning process.

The six-page survey was administered by mail and online to a random sample of 442 households in the City. The results for the random sample of 442 households have a 95% level of confidence with a precision of at least +/- 4.6%. The percentage of "don't know" responses has been excluded from the graphs shown in this report to facilitate valid comparisons with previous surveys that were conducted in 2008 and 2018.

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey along with comparisons to the results from previous surveys (years 2008 and 2018)
- benchmarking data that show how the survey results for Rolla compare to other cities in the United States and in Kansas and Missouri
- Importance-Satisfaction analysis to help the City use survey data to set priorities
- tabular data that show the overall results for each question on the survey
- a copy of the survey instrument

Interpretation of "Don't Know" Responses. The percentage of persons who gave "don't know" responses is important because it often reflects the level of utilization of City services. For graphical purposes, the percentage of "don't know" responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of "don't know" responses for each question is provided in the Tabular Data (Section 4) of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

Quality of Life in the City

Seventy-six percent (76%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of life in the City; 17% were neutral and 7% were dissatisfied.

Overall Satisfaction with City Services

Seventy-nine percent (79%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided by the City; 16% were neutral and 6% were dissatisfied. The highest levels of satisfaction with the Major Categories of City service, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: police and fire services (89%), City electric utility (86%), refuse collection services (85%), and parks and recreation programs and facilities (84%).

Top Priorities

The major categories of City services that residents thought should receive the most emphasis from City leaders over the next two years based on the percentage of residents who selected the item as one of their top choices were: (1) the maintenance of streets/buildings/facilities, (2) the flow of traffic/congestion management, and (3) police and fire services.

Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with Public Safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: overall quality of local fire protection (91%), how quickly the fire department responds to emergencies (90%), emergency medical services (85%), local police protection (83%), and how quickly police respond to emergencies (77%).
- **Parks and Recreation.** The highest levels of satisfaction with Parks and Recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the location of City parks (84%), walking/biking trails in the City (83%), the maintenance of City parks (82%), and the number of City parks (79%).
- **City Maintenance.** The highest levels of satisfaction with City Maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the adequacy of the sewer service (82%), the maintenance of City buildings (81%), the maintenance of traffic signals/street signs (80%), and snow removal on City streets (80%).

- **Code Enforcement.** The Code Enforcement services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the enforcement of codes designed to protect public safety (65%), the enforcement of sign regulations (64%) and the enforcement of zoning regulations (59%).
- **City Leadership.** Sixty-three percent (63%) of the residents surveyed who had an opinion were “very satisfied” or “satisfied” with the effectiveness of the City Administrator/appointed staff; 61% of residents were satisfied with the leadership provided by the City’s elected officials, and 57% were satisfied with the effectiveness of appointed boards/commissions.
- **City Communication.** The highest levels of satisfaction with City Communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were the availability of information about City programs/services (54%) and City efforts to keep residents informed about local issues (50%).

Other Findings

- The areas of the City where residents felt most safe, based upon the combined “very safe” and “safe” ratings among residents who had an opinion, were: in neighborhoods during the day (96%), in the downtown area during the day (93%), and in Rolla’s parks during the day (91%). Residents felt least safe in Rolla’s parks after dark (37%).
- The parks and recreation system improvements that residents were most supportive of, based upon on the combined “very supportive” and “supportive” ratings among residents who had an opinion, were: developing/improving restrooms in parks (76%), upgrading existing parks/shelters/playground areas (72%) and developing new walking/biking trails (71%). Residents were least supportive of expanding the Fitness Area at the Centre (34%). The parks and recreation system improvements residents were most willing to fund with tax dollars were the same three areas they were most supportive of.
- The top ways that residents received information about City news and events were: social media (Facebook, Twitter) (57%), newspaper (50%), and local radio stations (36%).
- Seventy percent (70%) of residents indicated the City should sell public property off Sharp Road at fair market value for possible relocation of a homeless shelter.

Short-Term Trends in Satisfaction Ratings

The areas that showed the most significant short-term increases from 2018 to 2020 are listed below and on the following page (changes of 5% or more are considered significant):

Short-Term Trends – Significant Increases from 2018 to 2020:

- Maintenance of streets, buildings and facilities (+20%)
- Flow of traffic and congestion management (+18%)
- Maintenance of City streets (+15%)
- Parks and recreation programs and facilities (+14%)
- City electric utility (+12%)
- Value received for City tax dollars and fees (+12%)
- Overall quality of services provided (+10%)
- Maintenance of City parks (+10%)
- Maintenance and preservation of downtown (+10%)
- Maintenance of City sidewalks (+10%)
- Level of public involvement in decision making (+10%)
- City communication with the public (+9%)
- Overall image of the City (9%)
- Maintenance of City buildings (+9%)
- Walking and biking trails in the City (+8%)
- Outdoor athletic fields (+8%)
- City's efforts to prevent crime (+7%)
- Visibility of police in retail areas (+7%)
- Fees charged for recreation programs (+7%)
- Cleanliness of City streets and public areas (+7%)
- Availability of information about City programs and services (+7%)
- Efforts to keep residents informed about local issues (+7%)
- Enforcement of City codes and ordinances (+6%)
- Overall quality of life in the City (+6%)
- Enforcement of local traffic laws (+6%)
- Water quality and supply (+6%)
- Adequacy of City street lighting (+6%)
- Clean-up of litter, junk, and derelict cars (+6%)
- City water and sewer utilities (+5%)
- Location of City parks (+5%)
- The City library (+5%)
- Enforcement of codes designed to protect public safety (+5%)
- Enforcement of sign regulations (+5%)

There were **no short-term decreases** in any of the areas assessed in both 2018 and 2020.

Long-Term Trends in Satisfaction Ratings

The areas that showed the most significant long-term increases and decreases from 2008 to 2020 are listed below (changes of 5% or more are considered significant):

Long-Term Trends – Significant Increases from 2008 to 2020:

- City electric utility (+22%)
- Maintenance of streets, buildings and facilities (+16%)
- Flow of traffic and congestion management (+16%)
- Maintenance of City streets (+14%)
- Maintenance of City sidewalks (+12%)
- City water and sewer utilities (+11%)
- Snow removal on City streets (+11%)
- Value received for City tax dollars and fees (+8%)
- How well the City is planning growth (+7%)
- Maintenance and preservation of downtown (+7%)
- Overall quality of services provided (+6%)
- Walking and biking trails in the City (+6%)
- Leadership provided by the City's elected officials (+6%)
- Adequacy of sewer service (+5%)
- Water quality and supply (+5%)

Long-Term Trends – Significant Decreases from 2008 to 2020:

- Availability of information about City programs and services (-17%)
- Efforts to keep residents informed about local issues (-14%)
- Fees charged for recreation programs (-14%)
- City's adult athletic programs (-12%)
- Community's youth athletic programs (-12%)
- City's municipal court (-9%)
- Enforcement of the maintenance of residential property (-6%)
- Enforcement of the maintenance of business property (-6%)
- City's efforts to prevent crime (-6%)
- Level of public involvement in decision making (-5%)
- Clean-up of litter, junk, and derelict cars (-5%)
- Adequacy of City street lighting (-5%)

How the City of Rolla Compares to Other Communities

Overall Satisfaction. The City of Rolla is setting the standard with regard to the overall quality of City services. Seventy-nine percent (79%) of the residents surveyed were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of City services compared to a national average of 48% and a Missouri/Kansas regional average of 42%.

Satisfaction with Specific Areas. The City of Rolla **rated above the U.S. average in all 47 areas** that were assessed on the survey. The individual areas where the City of Rolla is setting the standard for service delivery (rating 10% or more above the national average) among other **U.S. communities** are listed below and on the following page:

- Customer service received from City employees (+41%)
- Overall quality of services provided (+31%)
- Value received for City tax dollars and fees (+30%)
- Maintenance of streets/buildings/facilities (+29%)
- Walking and biking trails in the City (+25%)
- Parks and recreation programs/facilities (+23%)
- Maintenance of City sidewalks (+23%)
- Mowing/trimming along streets/other public areas (+22%)
- City communication with the public (+21%)
- Maintenance of City streets (+21%)
- Stormwater runoff/management system (+20%)
- Snow removal on City streets (+20%)
- Refuse collection services (+17%)
- City water & sewer utilities (+17%)
- Cleanliness of City streets/public areas (+17%)
- Enforcing the mowing and trimming of lawns (17%)
- Flow of traffic/congestion management (+16%)
- City's efforts to prevent crime (+16%)
- Police and fire services (+15%)
- Local police protection (+15%)
- Police response time to emergencies (+15%)
- Enforcing sign regulations (+14%)
- Outdoor athletic fields (+13%)
- Level of public involvement in decision making (+13%)
- Maintenance of City parks (+12%)
- The number of City parks (+12%)
- Maintenance of traffic signals/street signs (+12%)
- Information about City programs and services (+12%)
- Fire department response time to emergencies (+11%)

- Visibility of police in neighborhoods (+11%)
- Quality of animal control (+11%)
- Overall quality of local fire protection (+10%)
- Adequacy of City street lighting (+10%)

The City of Rolla **rated above the Missouri and Kansas regional average in 46 of the 47 areas** that were assessed on the survey. The individual areas where the City of Rolla is setting the standard for service delivery (rating 10% or more above the regional average) among **Missouri and Kansas communities** are listed below and on the following page:

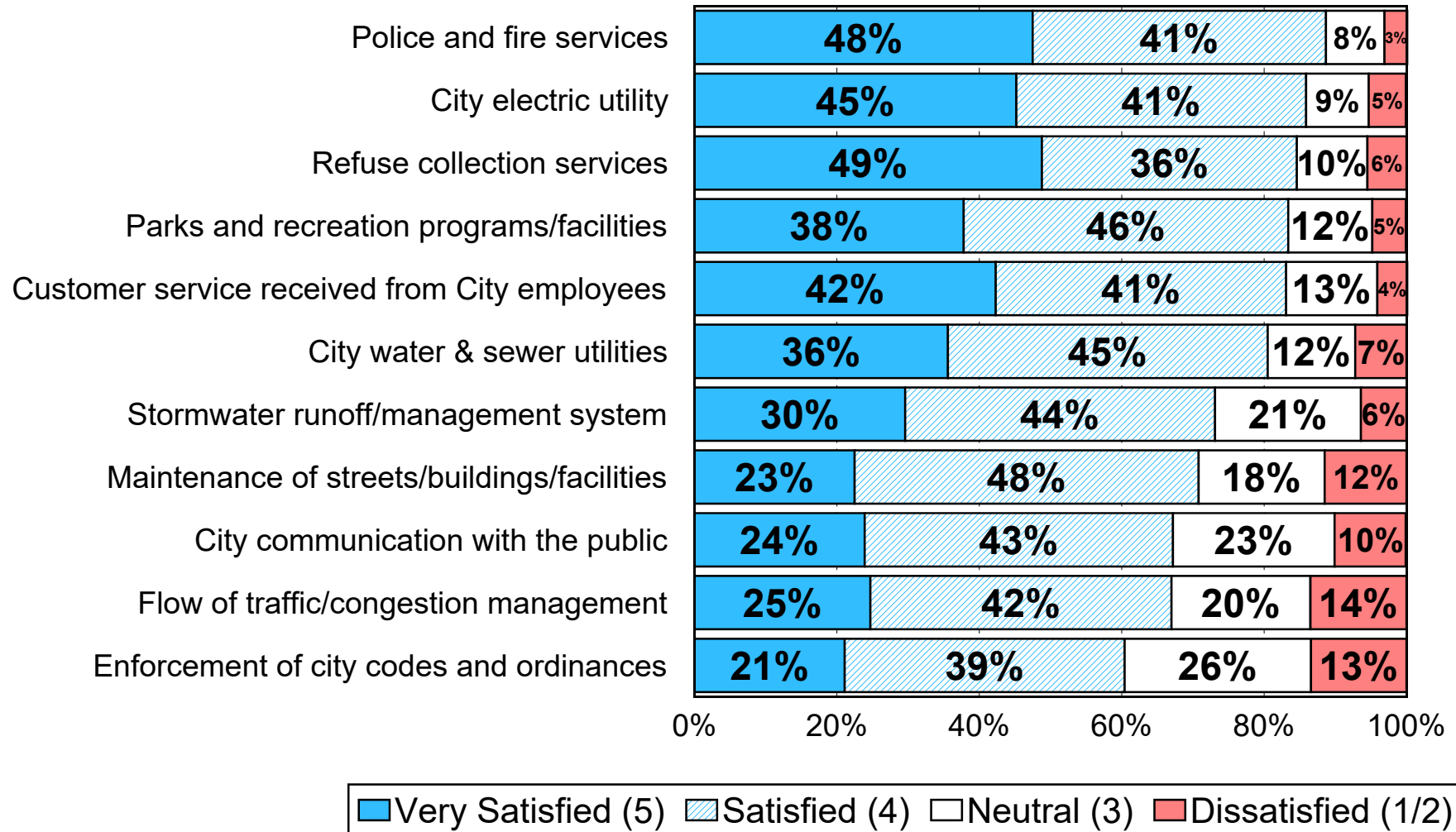
- Overall quality of services provided (+37%)
- Maintenance of streets/buildings/facilities (+33%)
- Customer service received from City employees (+30%)
- Walking and biking trails in the City (+29%)
- Value received for City tax dollars and fees (+26%)
- Mowing/trimming along streets/other public areas (+24%)
- Stormwater runoff/management system (+23%)
- Maintenance of City sidewalks (+23%)
- Refuse collection services (+22%)
- Flow of traffic/congestion management (+22%)
- Local police protection (+20%)
- City communication with the public (+19%)
- City's efforts to prevent crime (+19%)
- Enforcing sign regulations (+19%)
- Parks and recreation programs/facilities (+18%)
- Snow removal on City streets (+18%)
- City water & sewer utilities (+17%)
- Adequacy of City street lighting (+17%)
- Maintenance of City streets (+16%)
- Police and fire services (+15%)
- How well the City is planning growth (+15%)
- Police response time to emergencies (+15%)
- Cleanliness of City streets/public areas (+15%)
- Community's youth athletic programs (+13%)
- Enforcement of city codes and ordinances (+12%)
- Outdoor athletic fields (+12%)
- Enforcing the mowing and trimming of lawns (+12%)
- Quality of animal control (+11%)
- City's adult athletic programs (+11%)
- Maintenance/preservation of downtown (+11%)
- Clean-up of litter, junk, and derelict cars (+11%)

- Overall image of the City (+10%)
- The number of City parks (+10%)
- Level of public involvement in decision making (+10%)

Section 1:
Charts and Graphs

Overall Satisfaction With City Services by Major Category in 2020

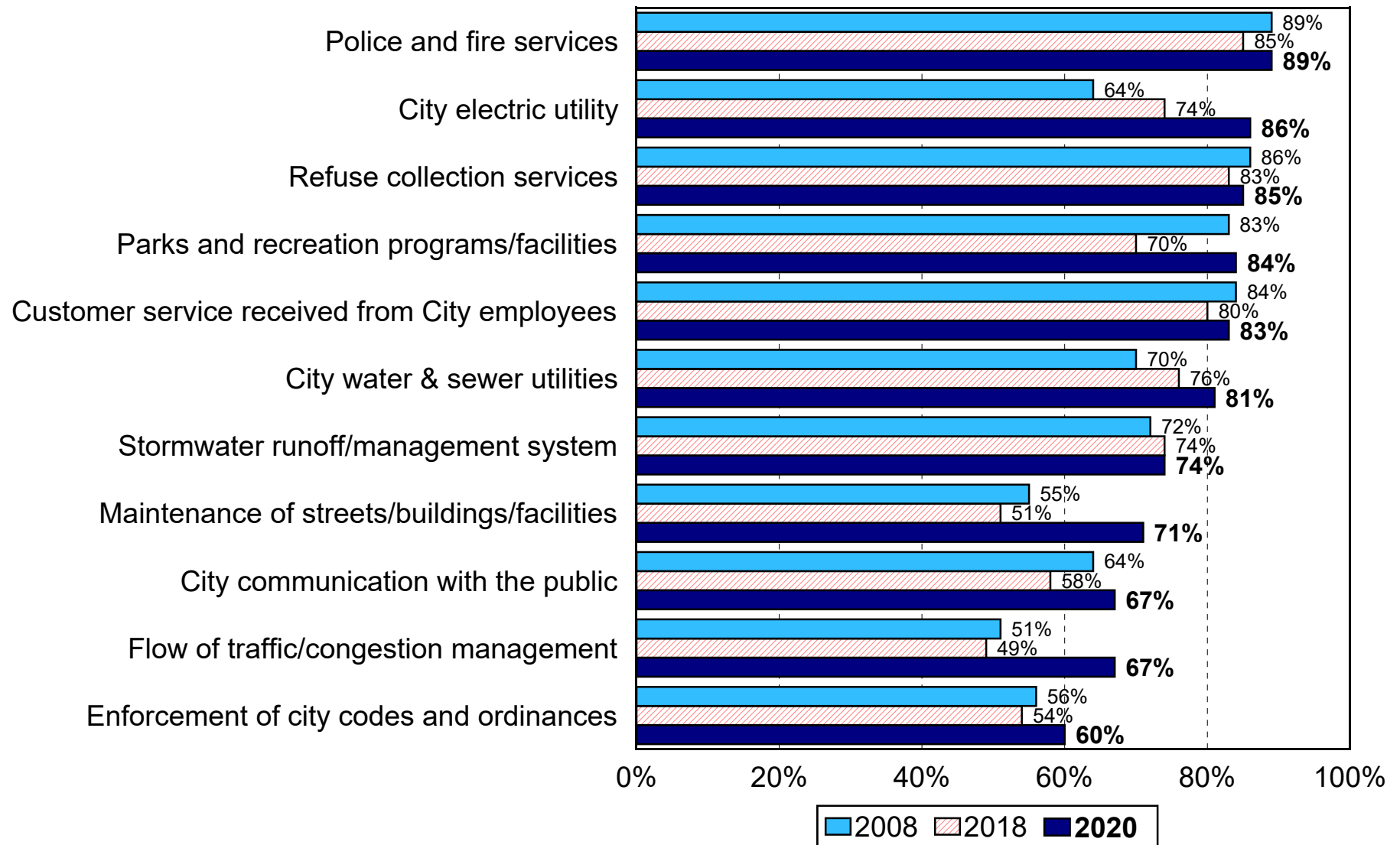
by percentage of respondents (excluding "don't know")



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

TRENDS: Overall Satisfaction With City Services by Major Category - 2008, 2018 and 2020

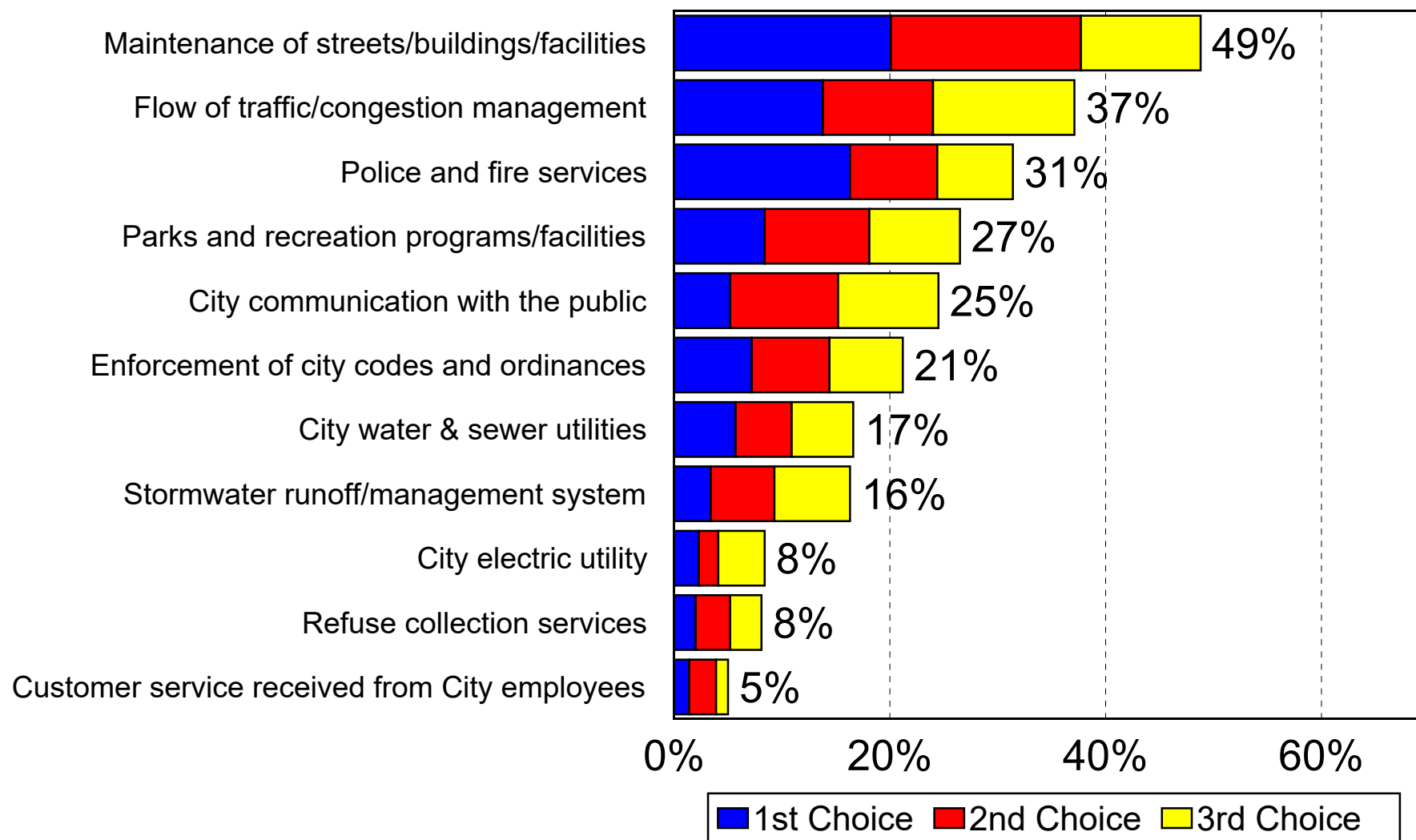
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

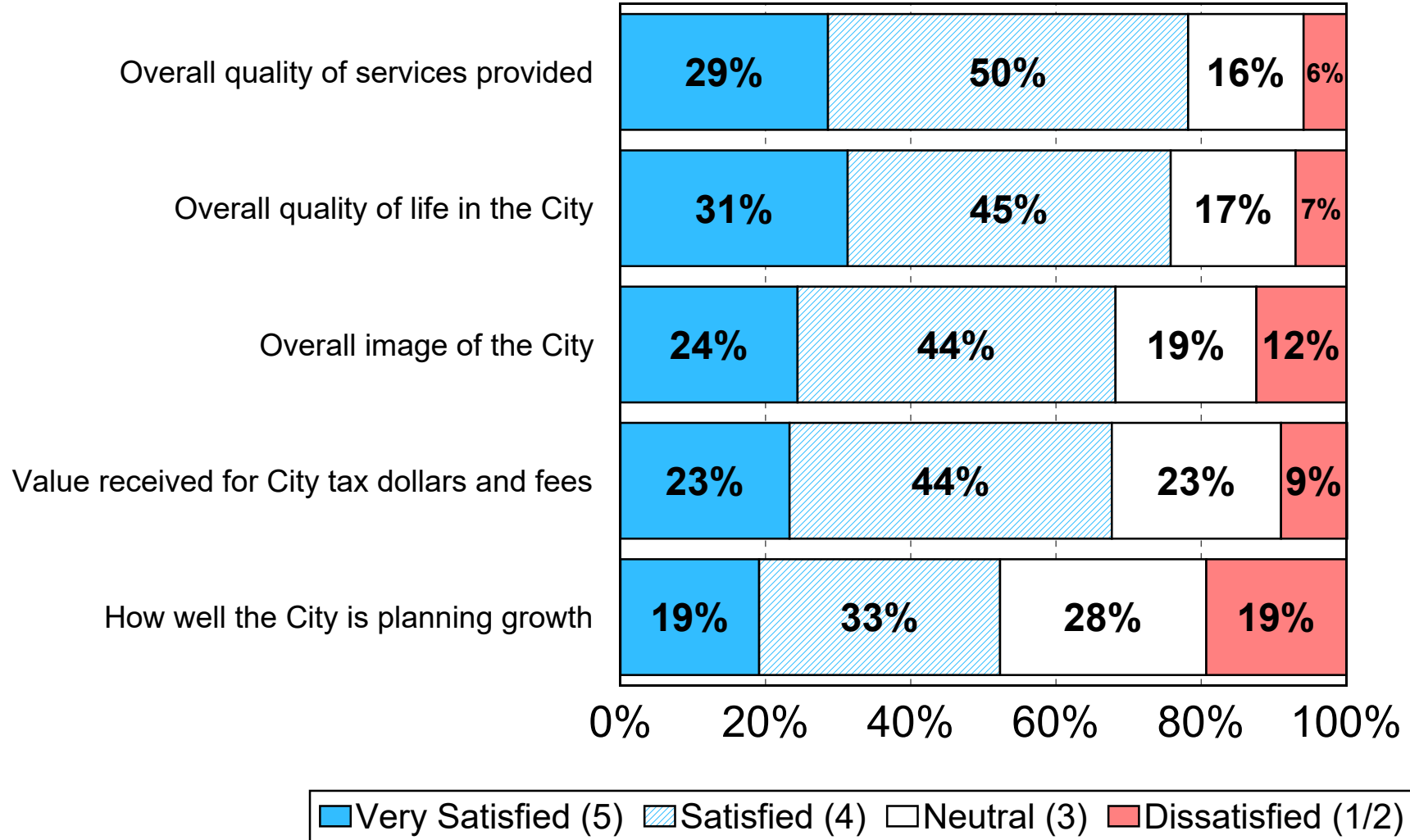
by percentage of respondents who selected the item as one of their top three choices



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

Satisfaction With Items That Influence Perceptions of the City in 2020

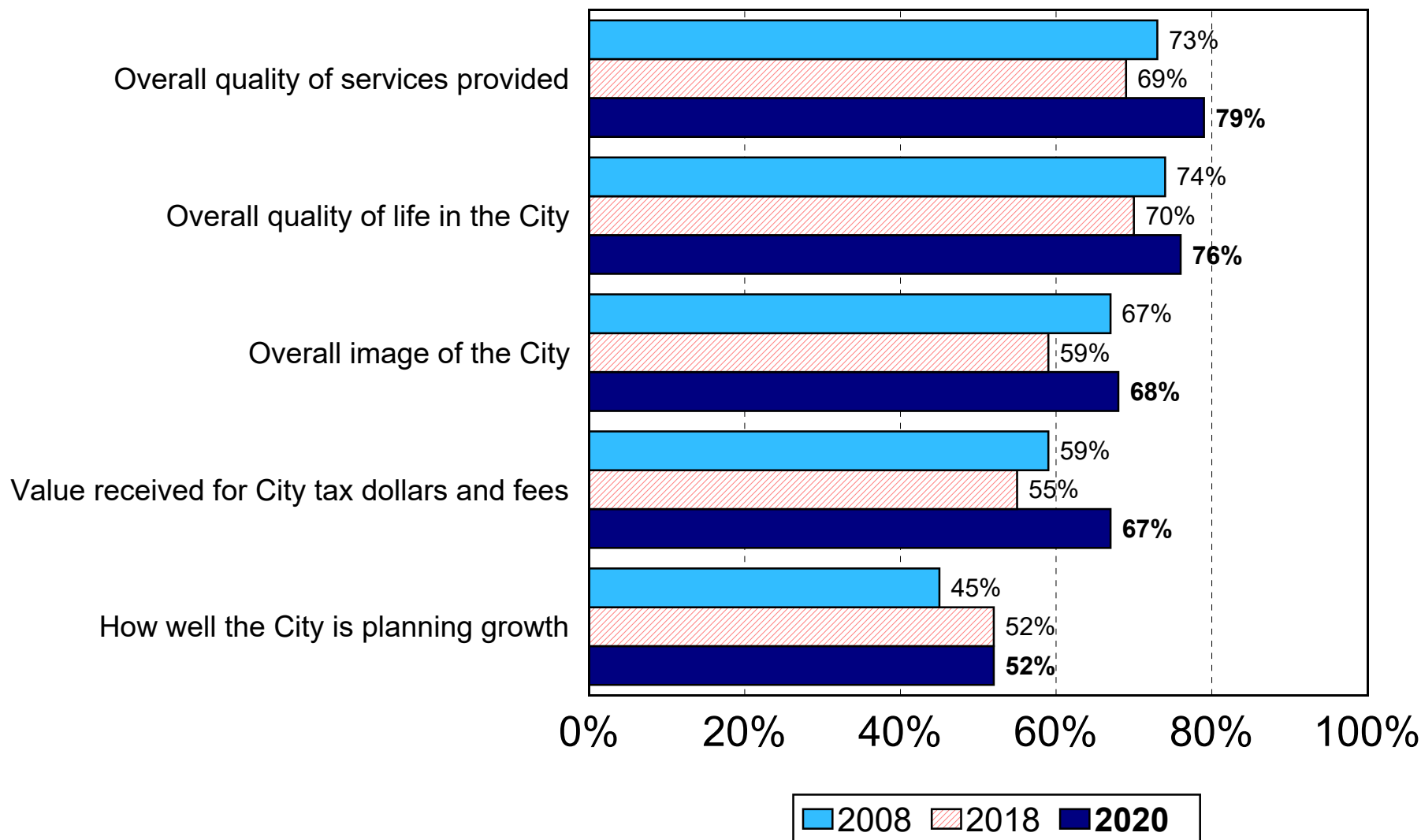
by percentage of respondents (excluding "don't know")



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

TRENDS: Satisfaction Ratings for Items That Influence Perceptions of the City - 2008, 2018 and 2020

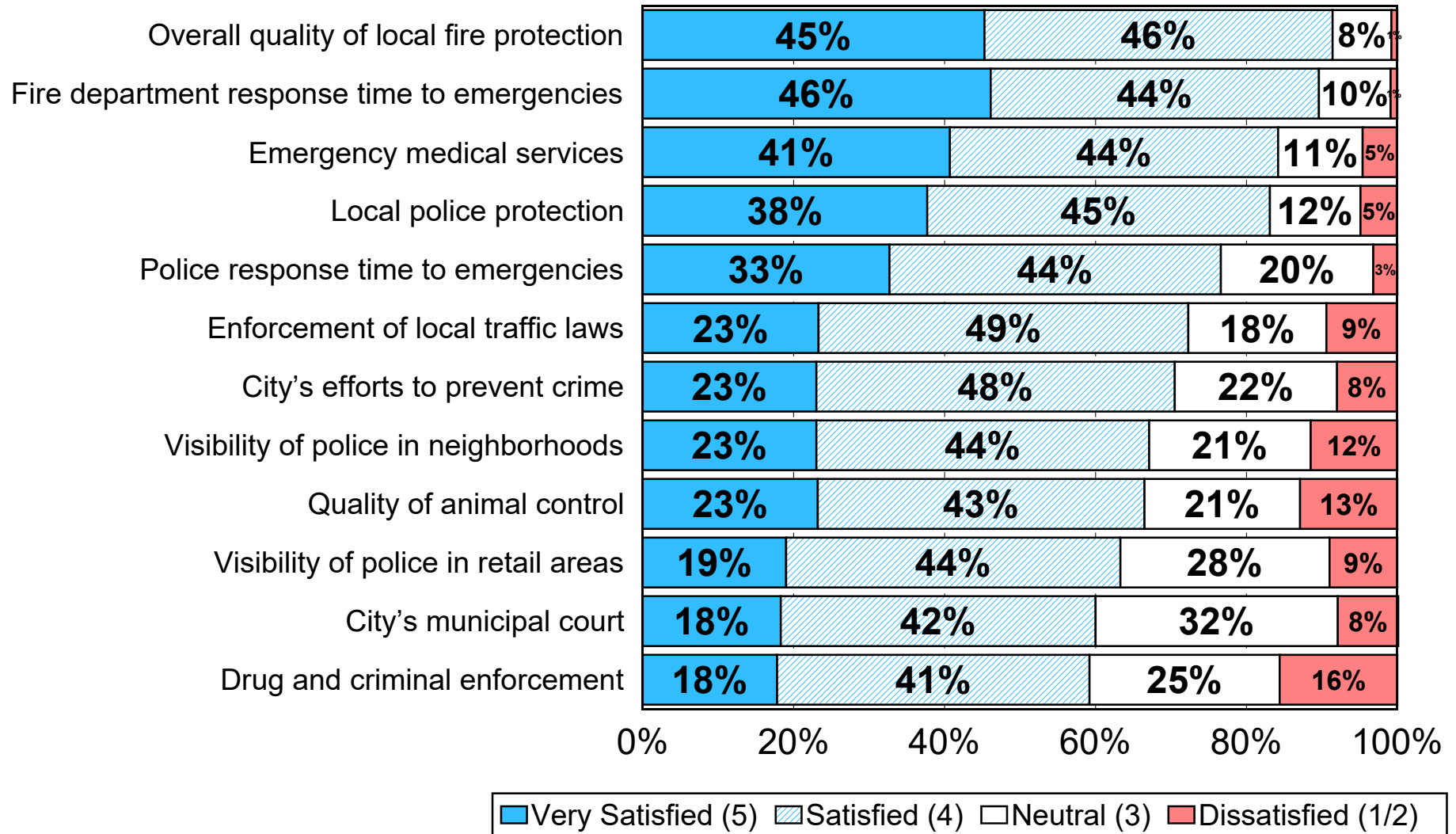
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

Satisfaction with Public Safety in 2020

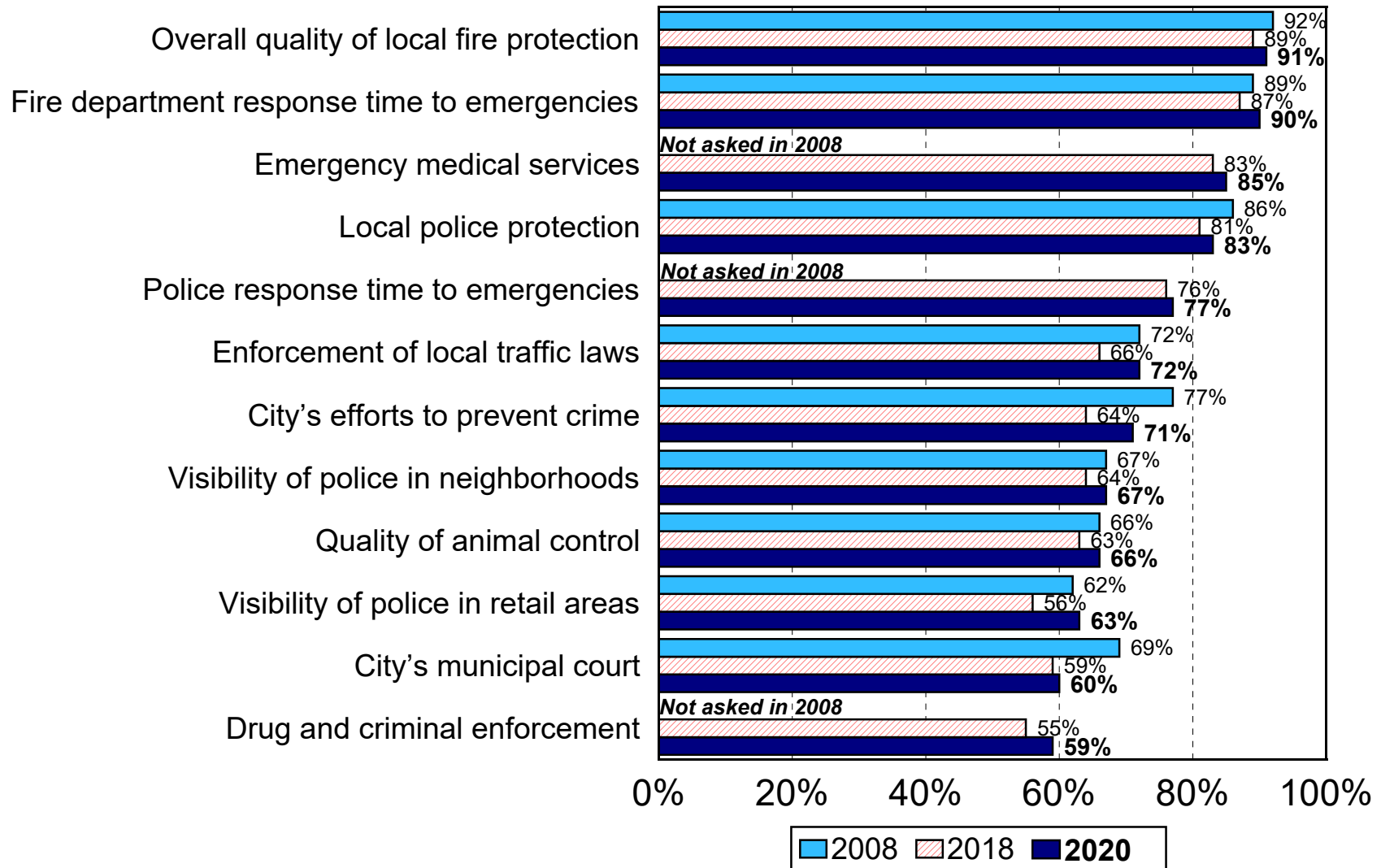
by percentage of respondents (excluding "don't know")



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

TRENDS: Satisfaction with Public Safety 2008, 2018 and 2020

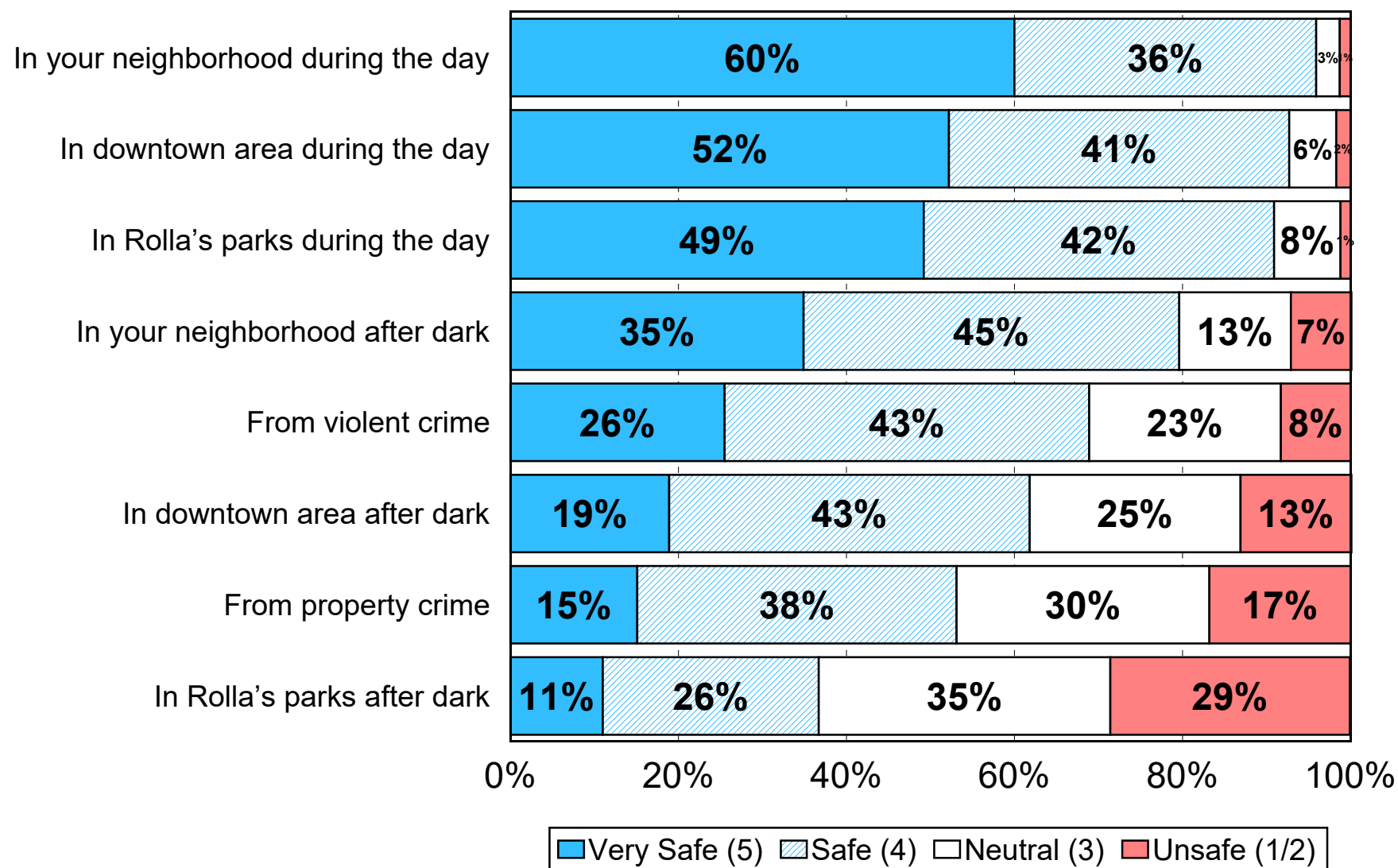
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

Feeling of Safety in the City of Rolla in 2020

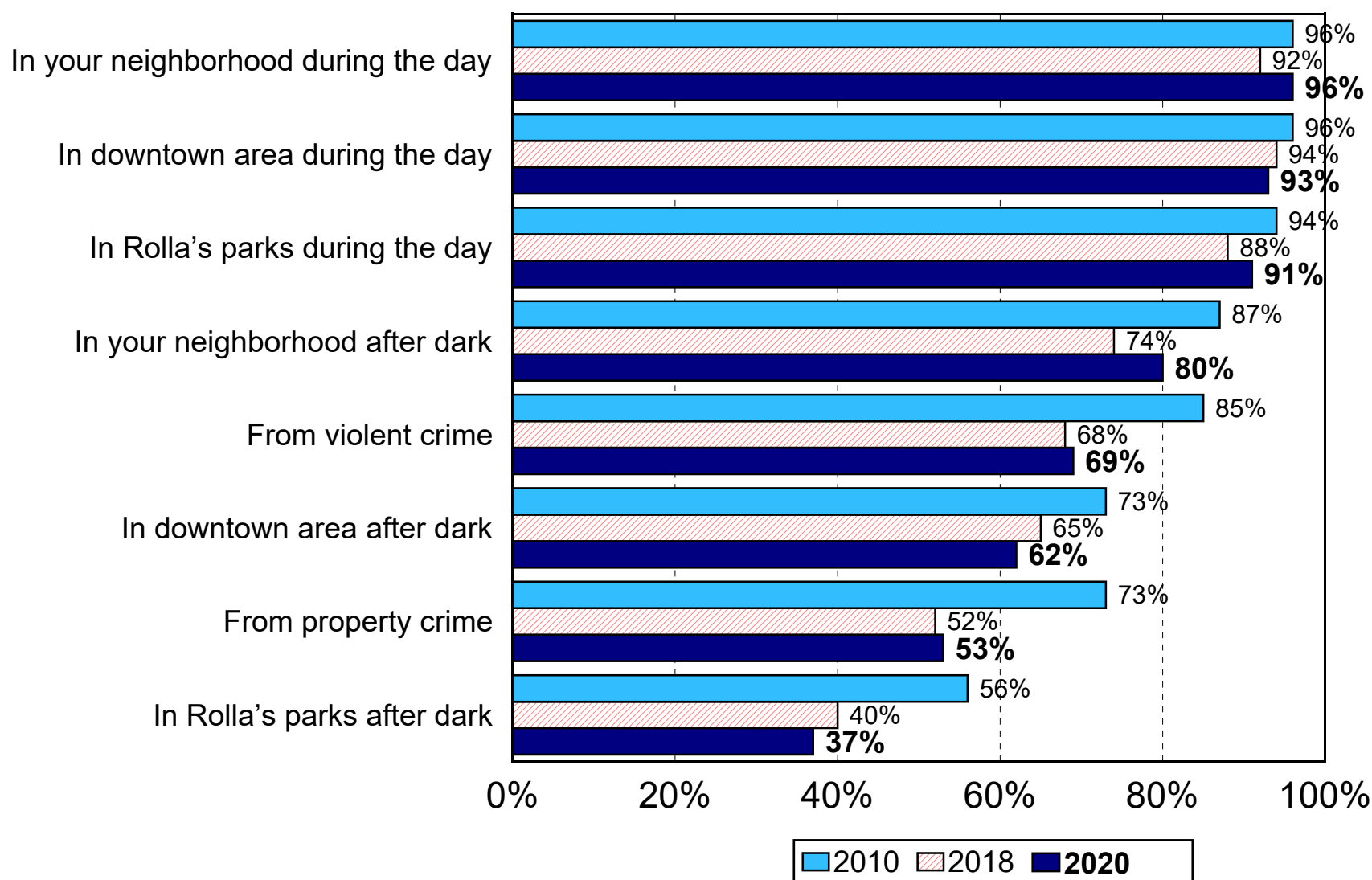
by percentage of respondents (excluding "don't know")



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

TRENDS: Feeling of Safety in the City of Rolla 2010, 2018 and 2020

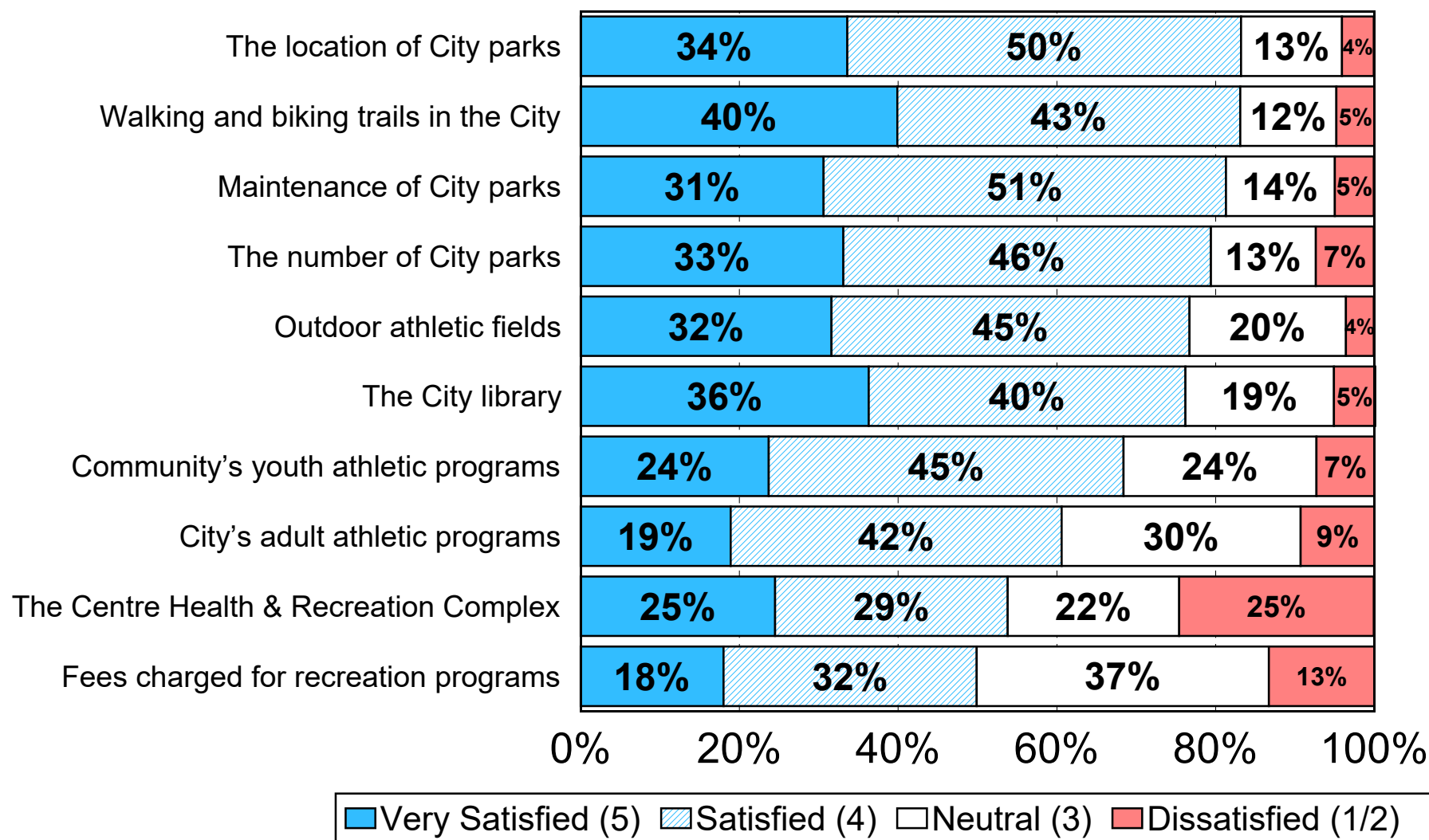
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

Satisfaction with Parks and Recreation in 2020

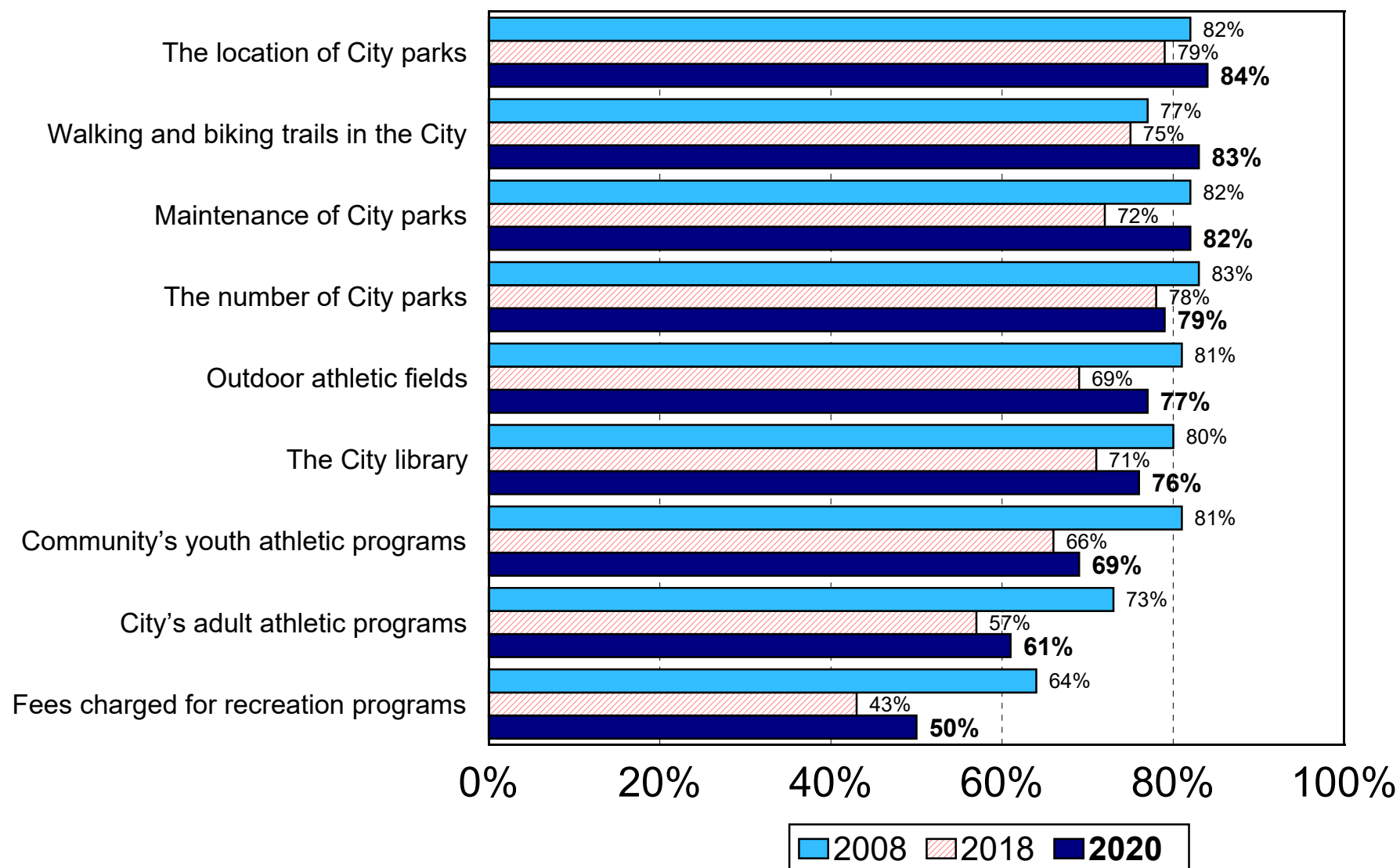
by percentage of respondents (excluding "don't know")



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

TRENDS: Satisfaction with Parks and Recreation 2008, 2018 and 2020

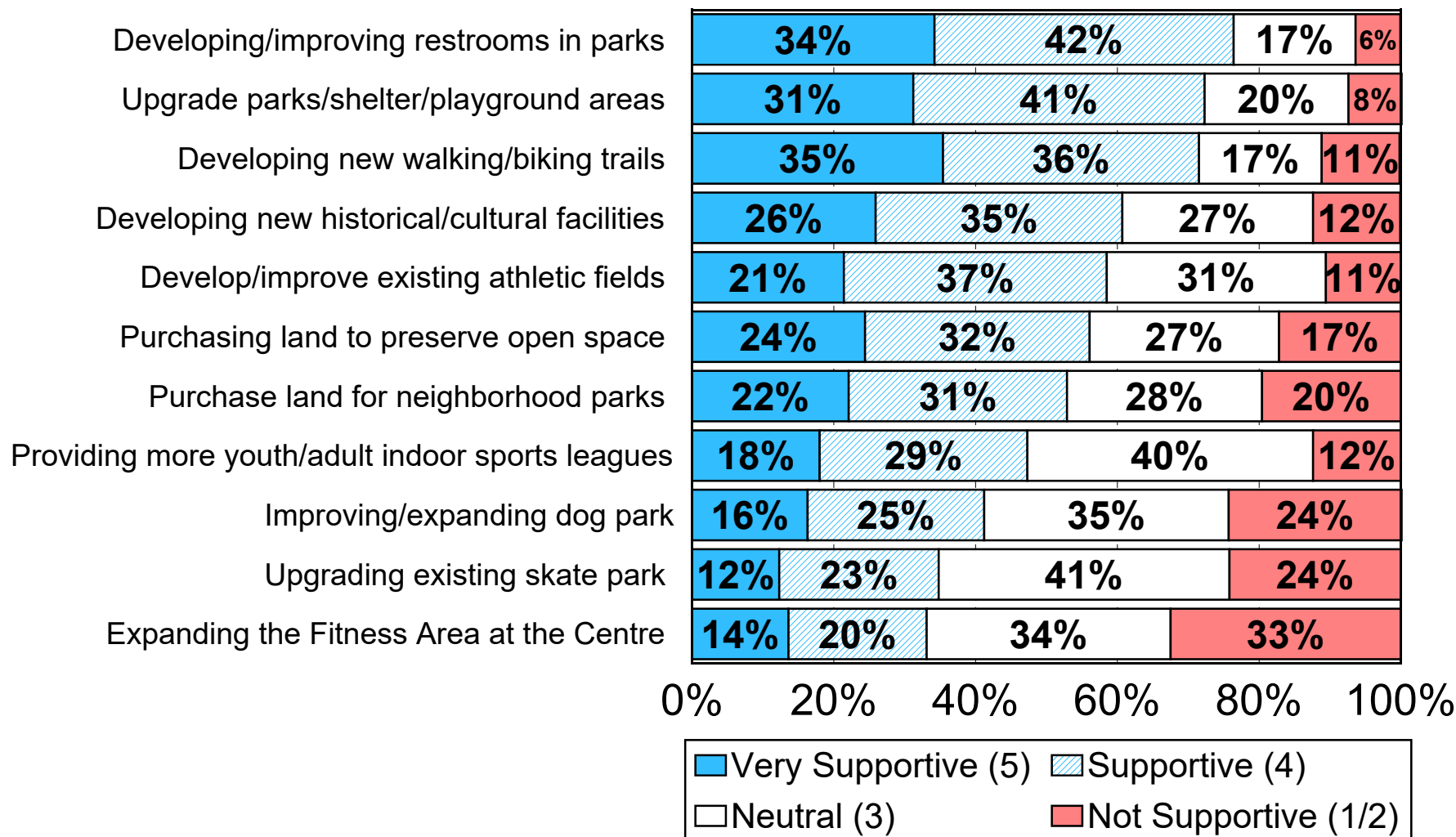
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

Level of Support for Various Parks and Recreation System Improvements

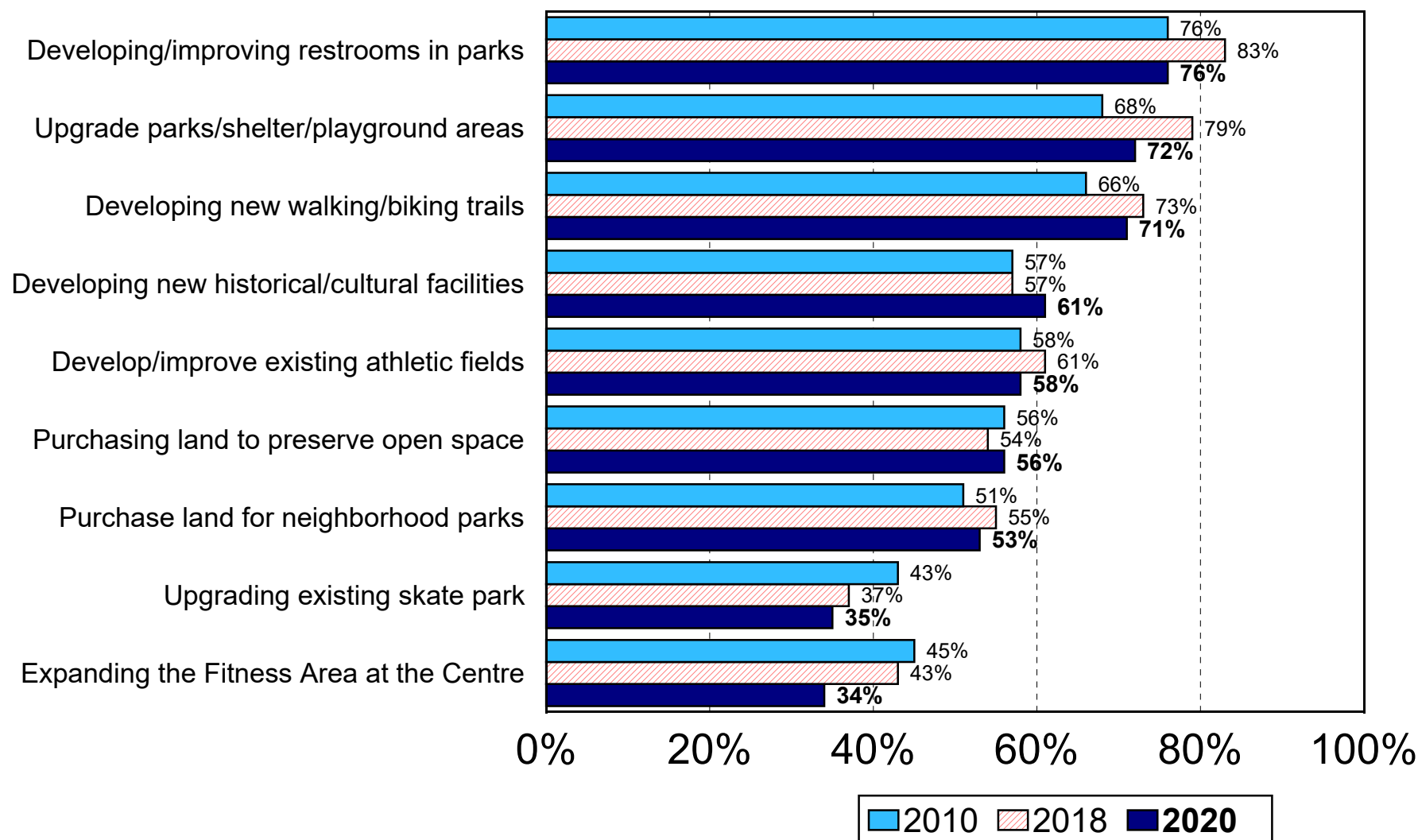
by percentage of respondents (excluding "don't know")



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

TRENDS: Level of Support for Various Parks and Recreation System Improvements 2010, 2018 and 2020

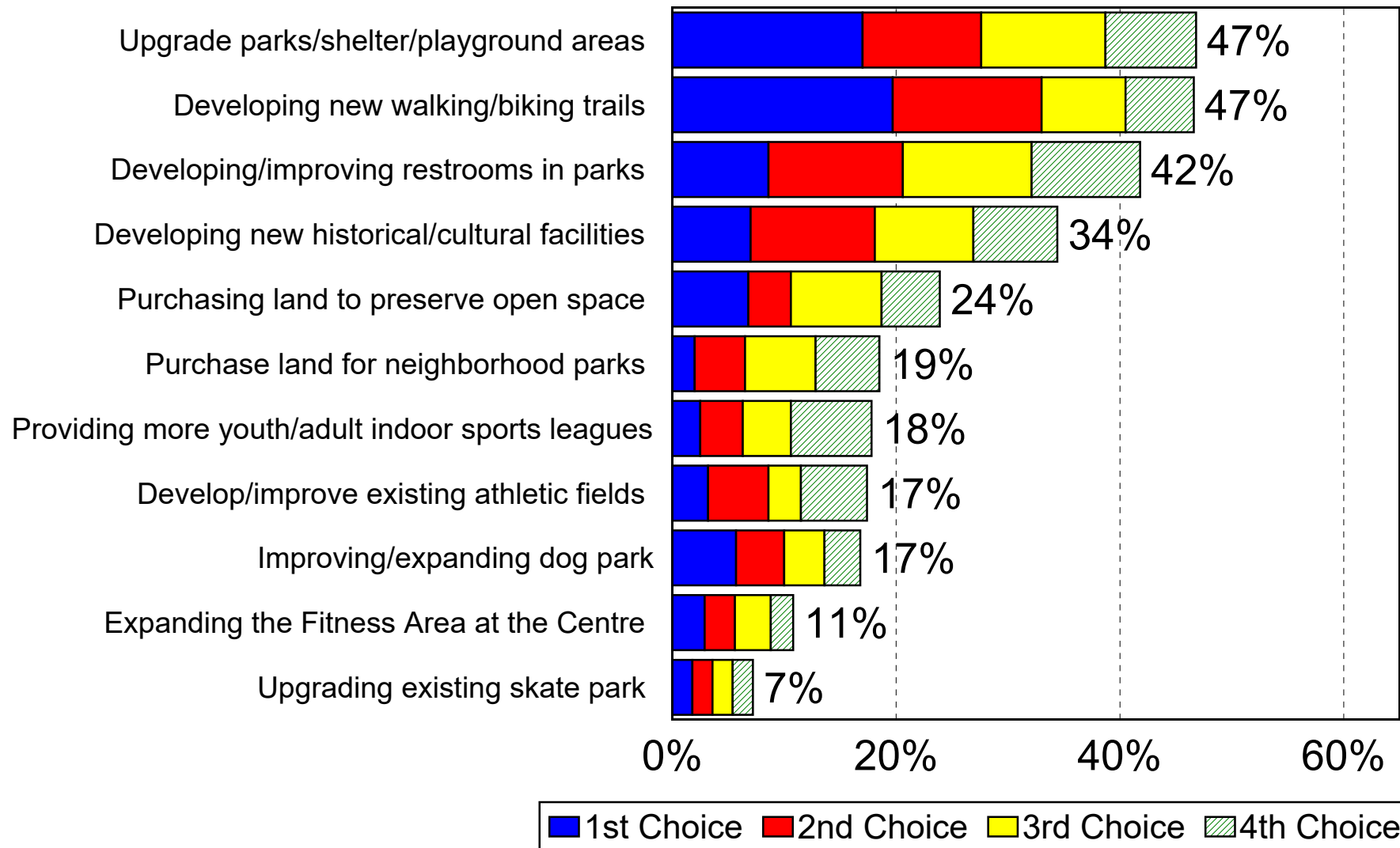
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

Parks and Recreation System Improvements Residents Were Most Willing to Fund With Tax Dollars

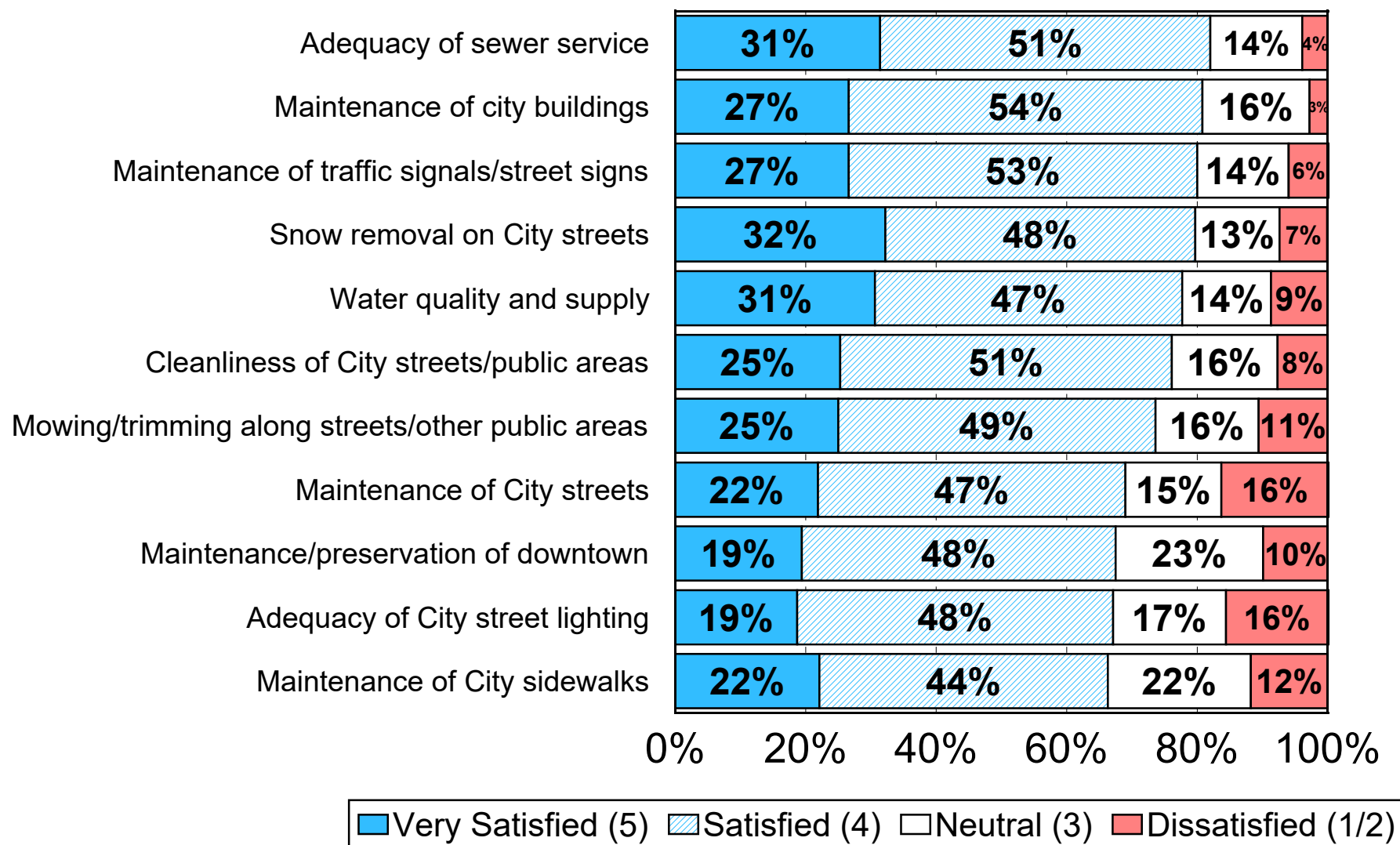
by percentage of respondents who selected the item as one of their top four choices



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

Satisfaction with City Maintenance in 2020

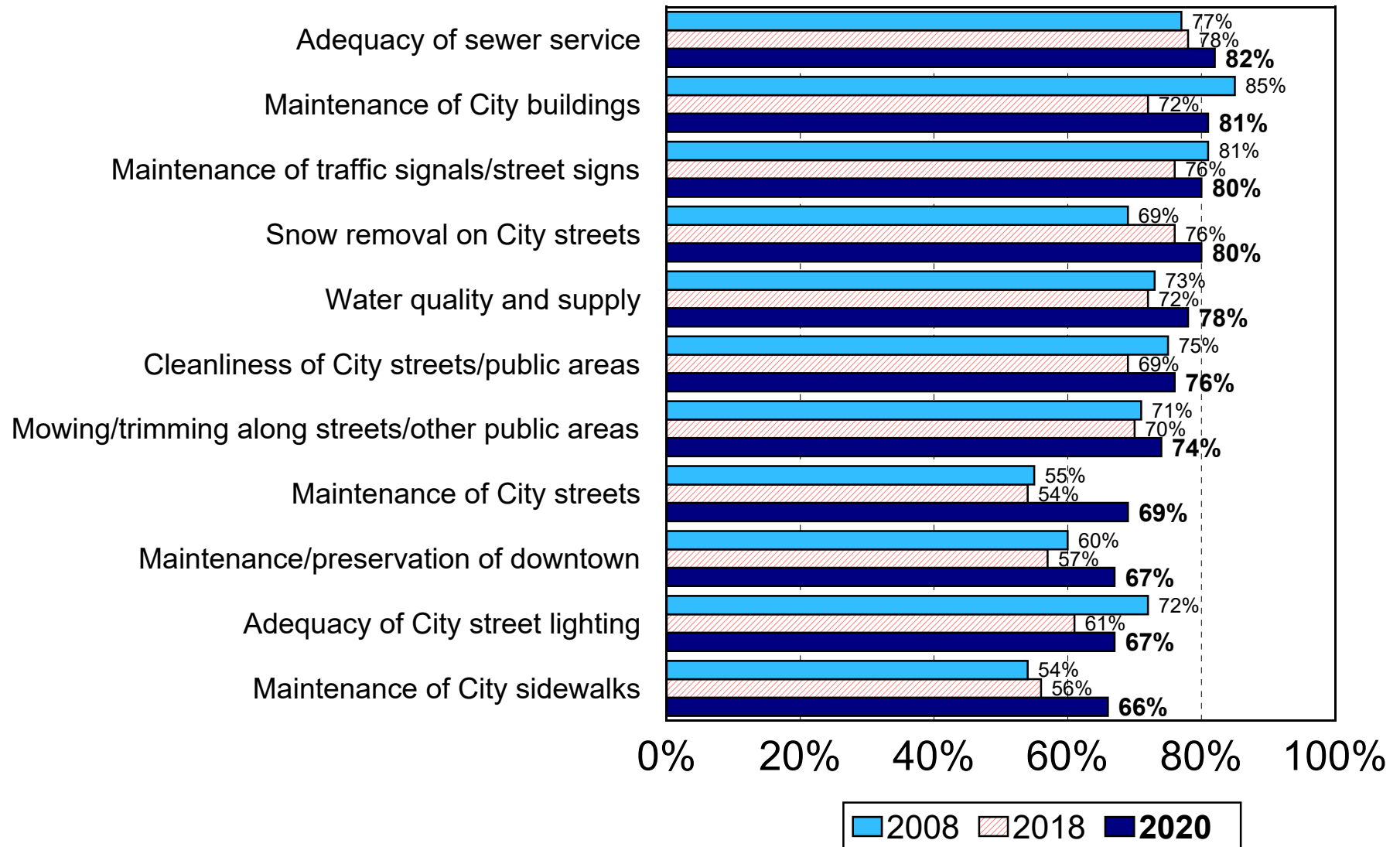
by percentage of respondents (excluding "don't know")



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

TRENDS: Satisfaction with City Maintenance 2008, 2018 and 2020

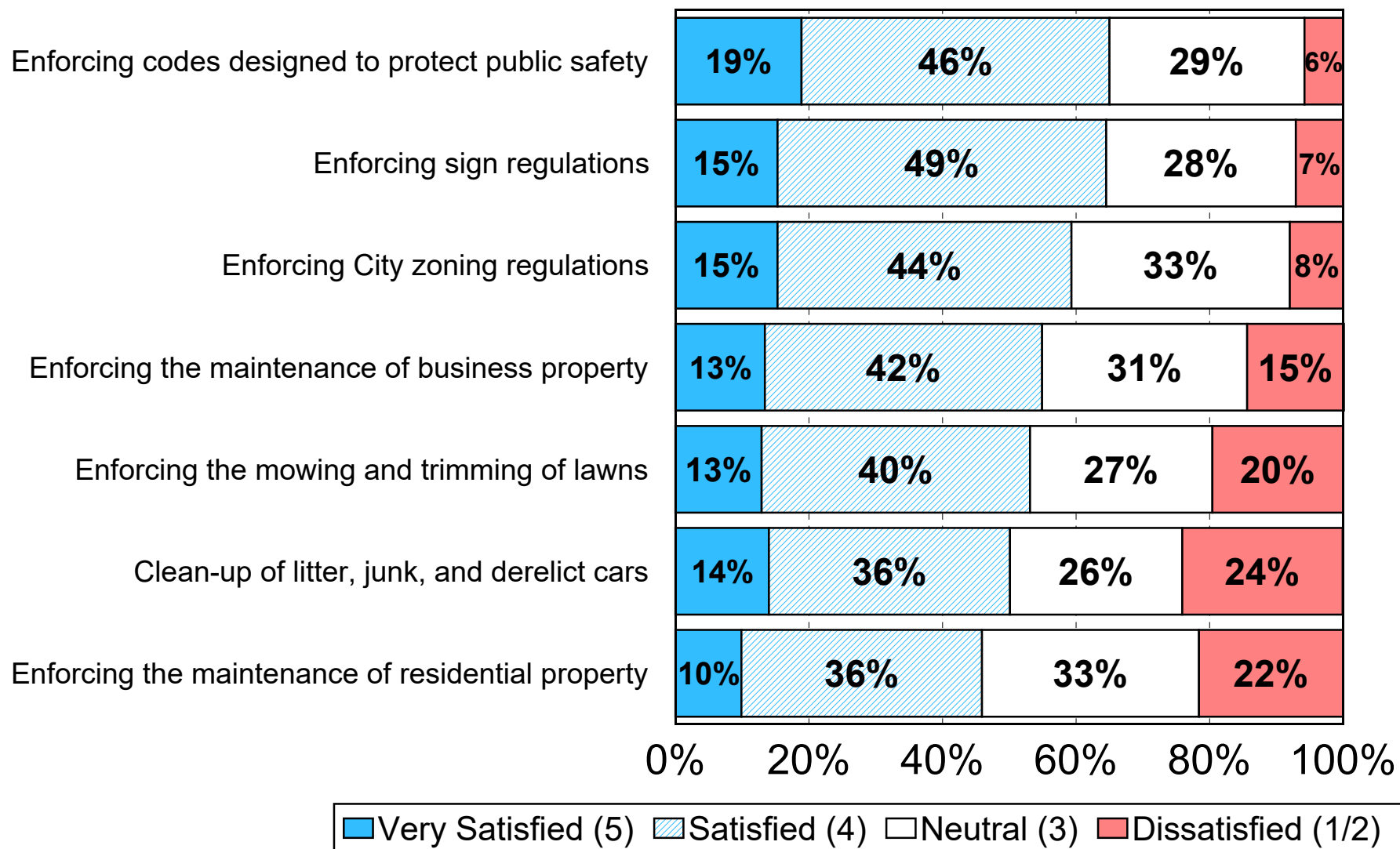
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

Satisfaction with Code Enforcement in 2020

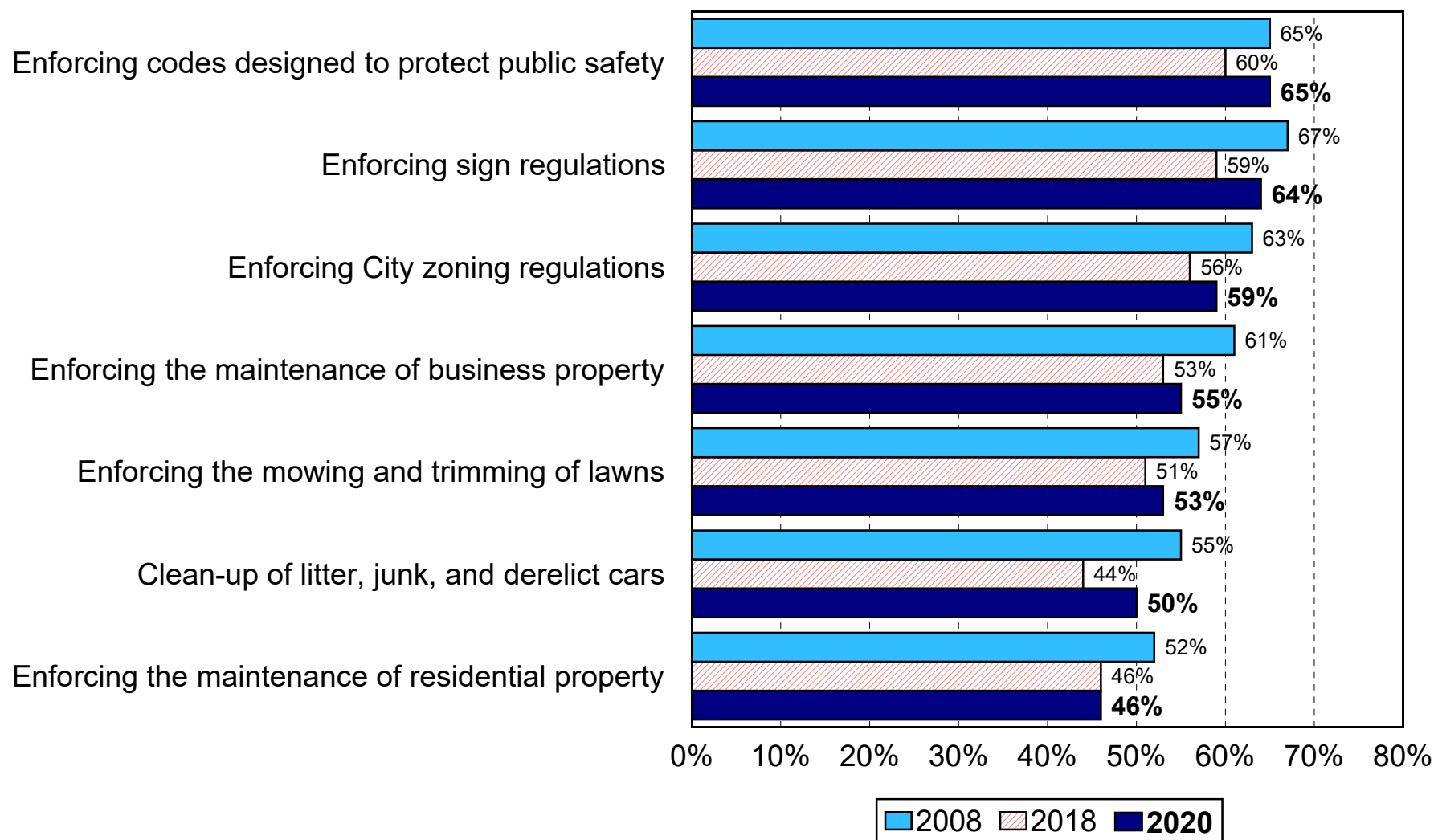
by percentage of respondents (excluding "don't know")



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

TRENDS: Satisfaction with Code Enforcement 2008, 2018 and 2020

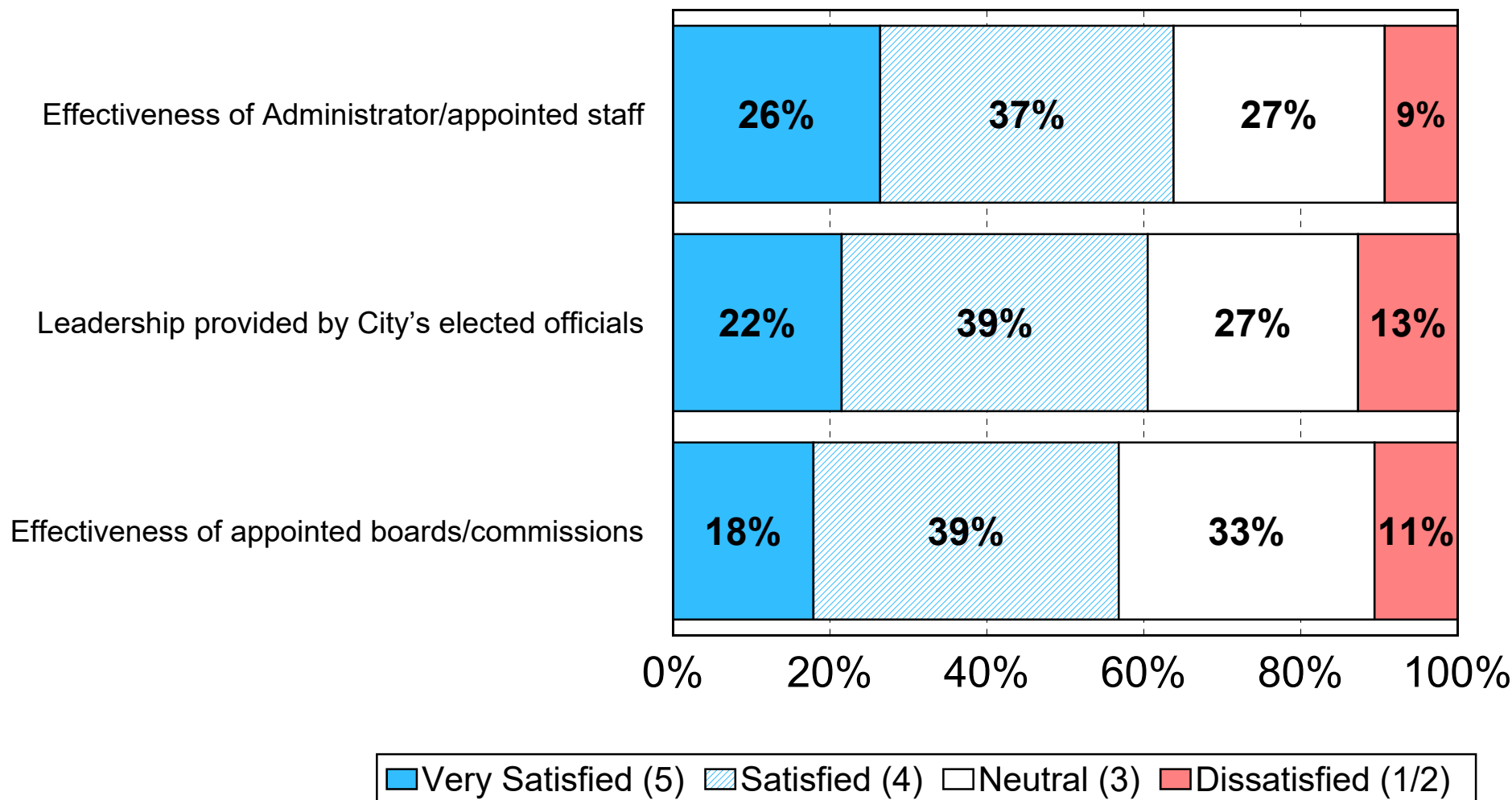
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

Satisfaction with City Leadership in 2020

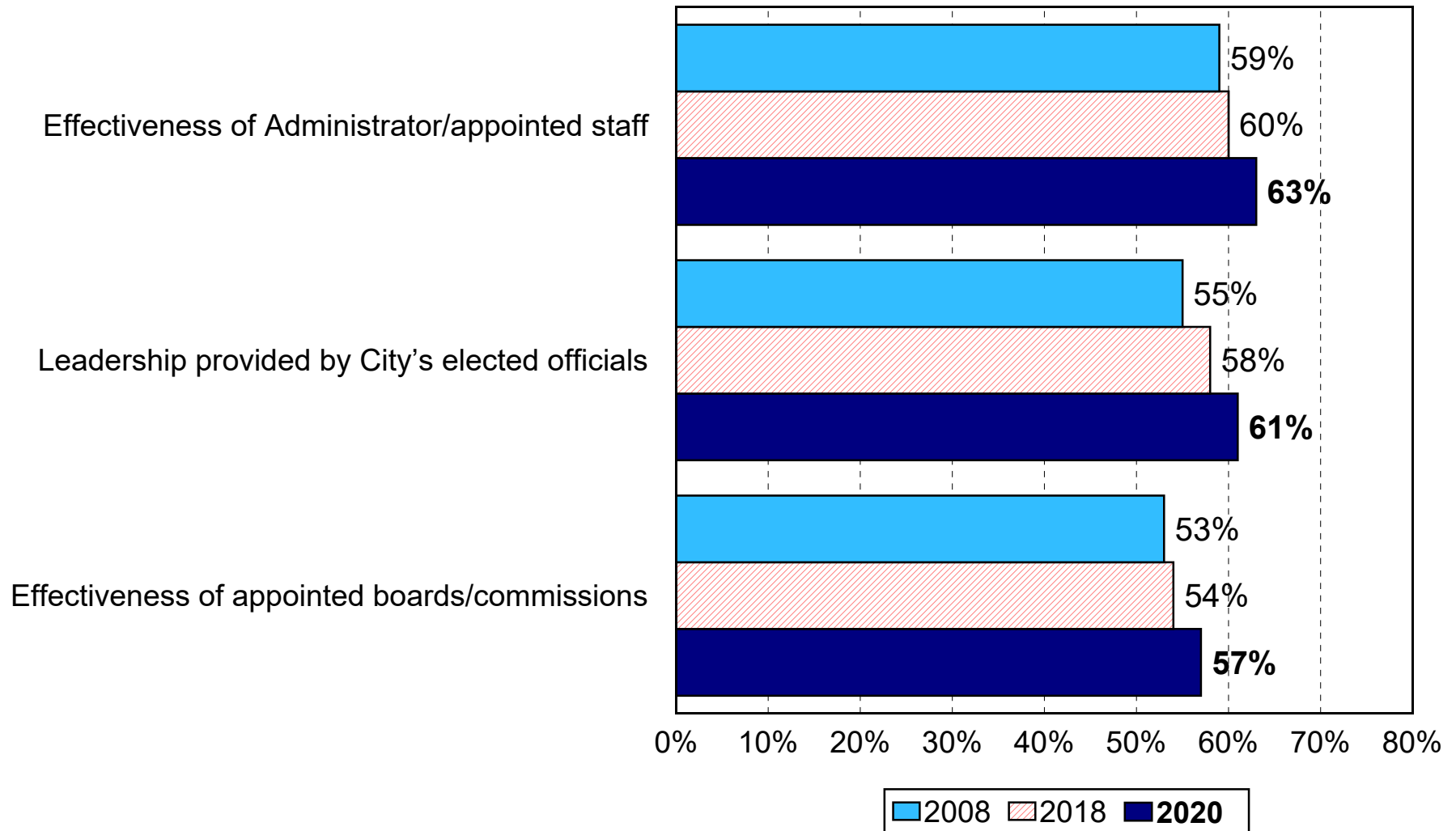
by percentage of respondents (excluding "don't know")



Source: *ETC Institute DirectionFinder (2020 - Rolla, MO)*

TRENDS: Satisfaction with City Leadership 2008, 2018 and 2020

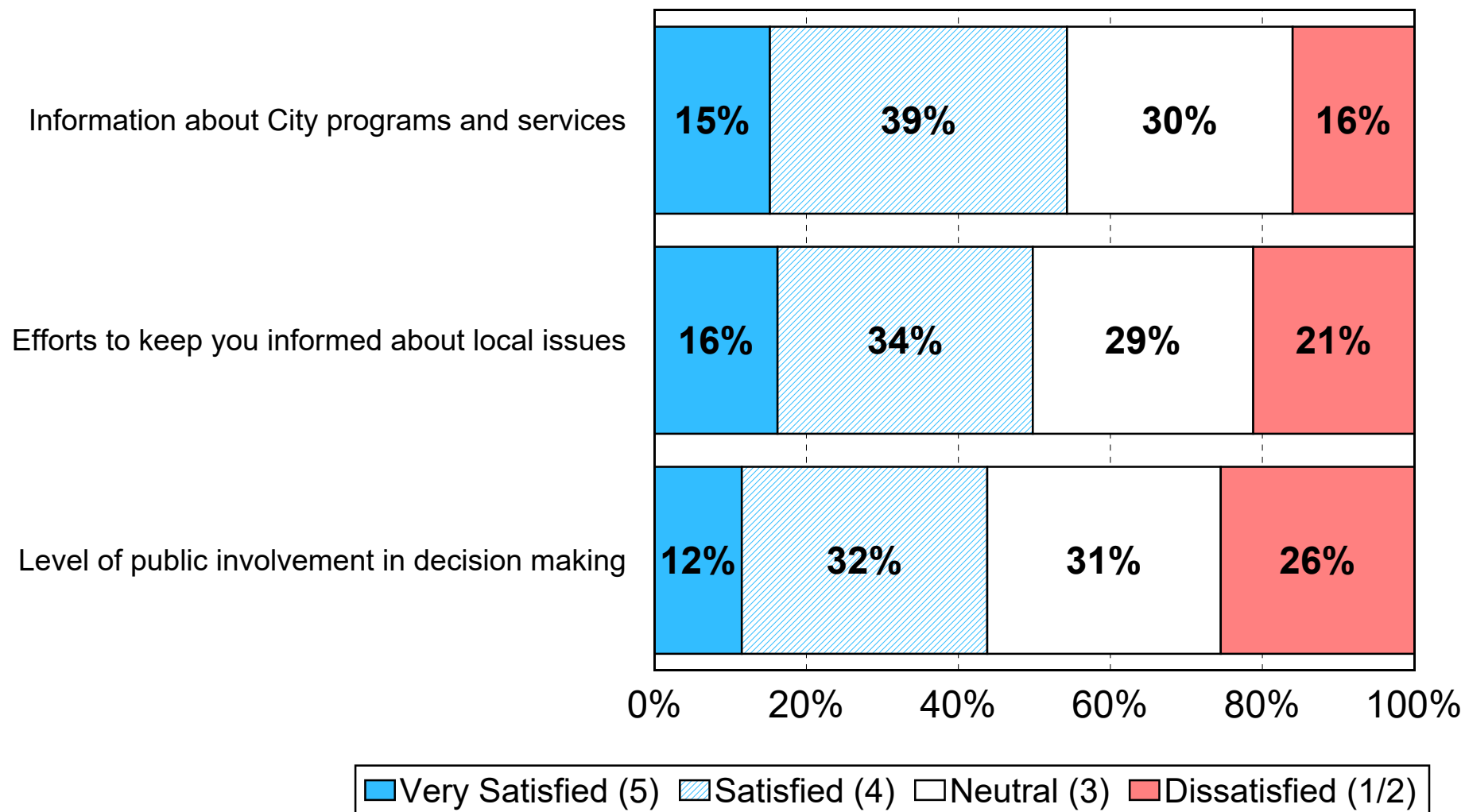
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



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

Satisfaction with City Communication in 2020

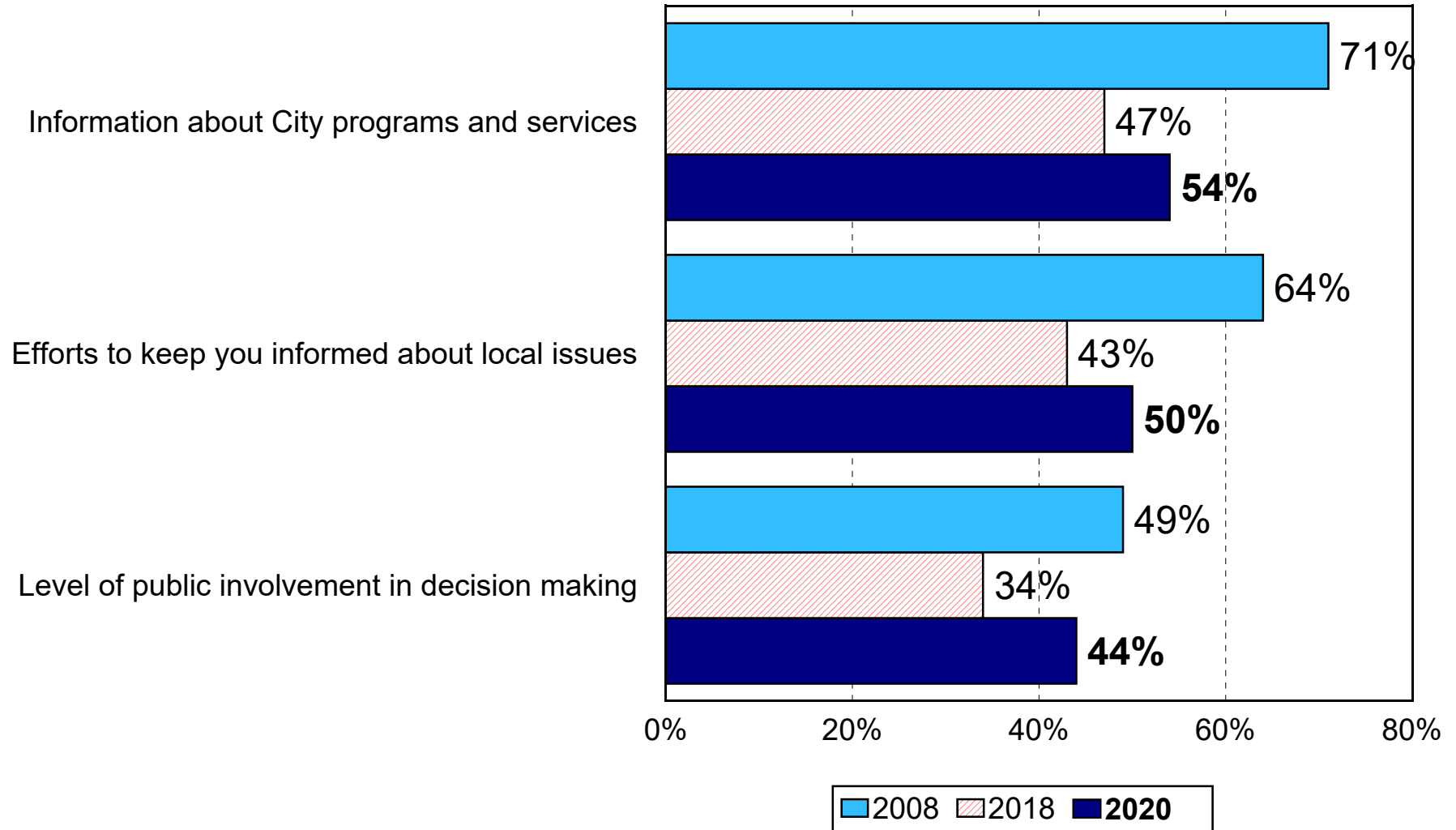
by percentage of respondents (excluding "don't know")



Source: *ETC Institute DirectionFinder (2020 - Rolla, MO)*

TRENDS: Satisfaction with City Communication 2008, 2018 and 2020

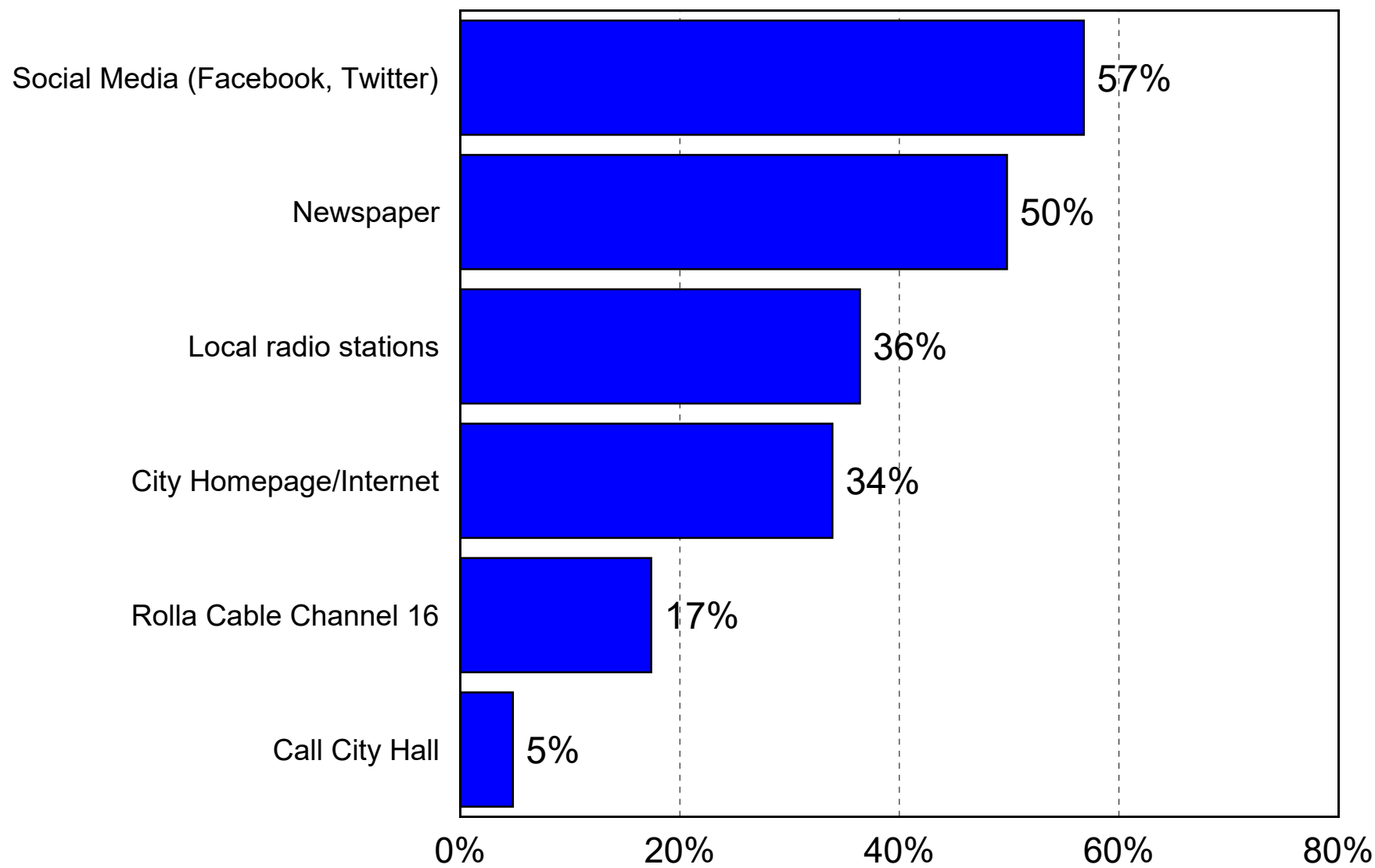
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: *ETC Institute DirectionFinder (2020 - Rolla, MO)*

Sources of Information About City News/Events in 2020

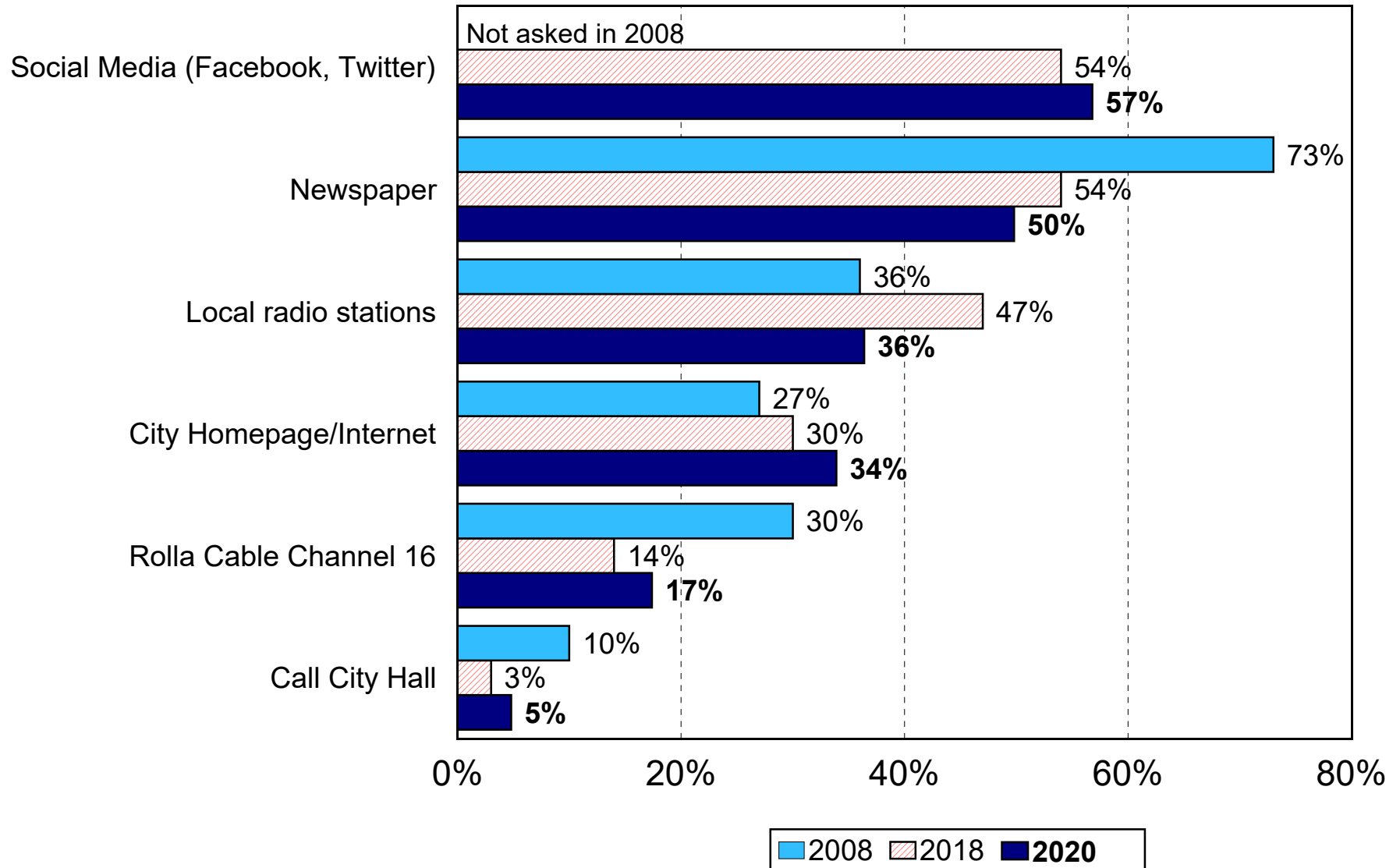
by percentage of respondents (multiple responses allowed)



Source: *ETC Institute DirectionFinder (2020 - Rolla, MO)*

TRENDS: Sources of Information About City News and Events - 2008, 2018 and 2020

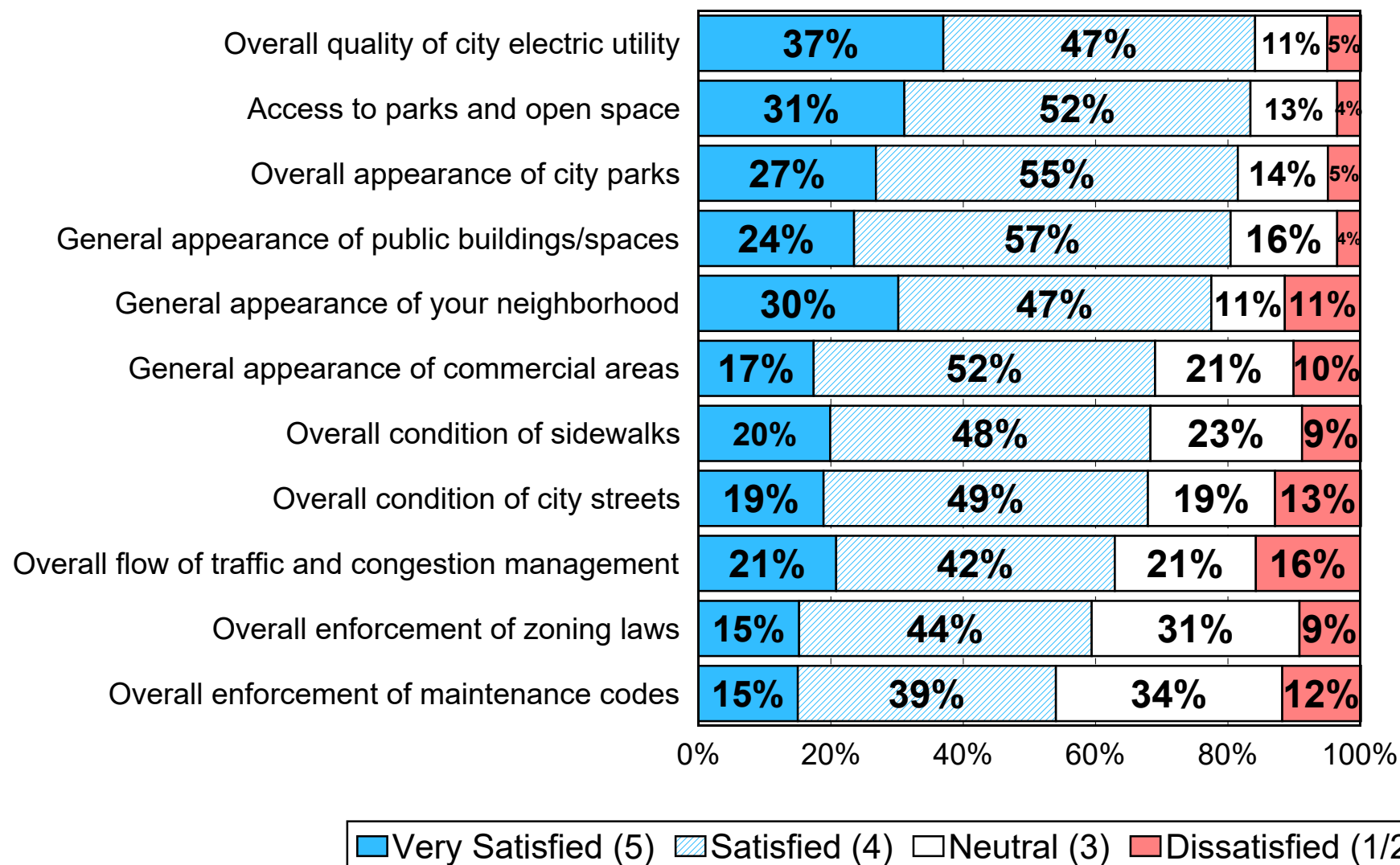
by percentage of respondents (multiple responses allowed)



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

Satisfaction With Perceptions of the City

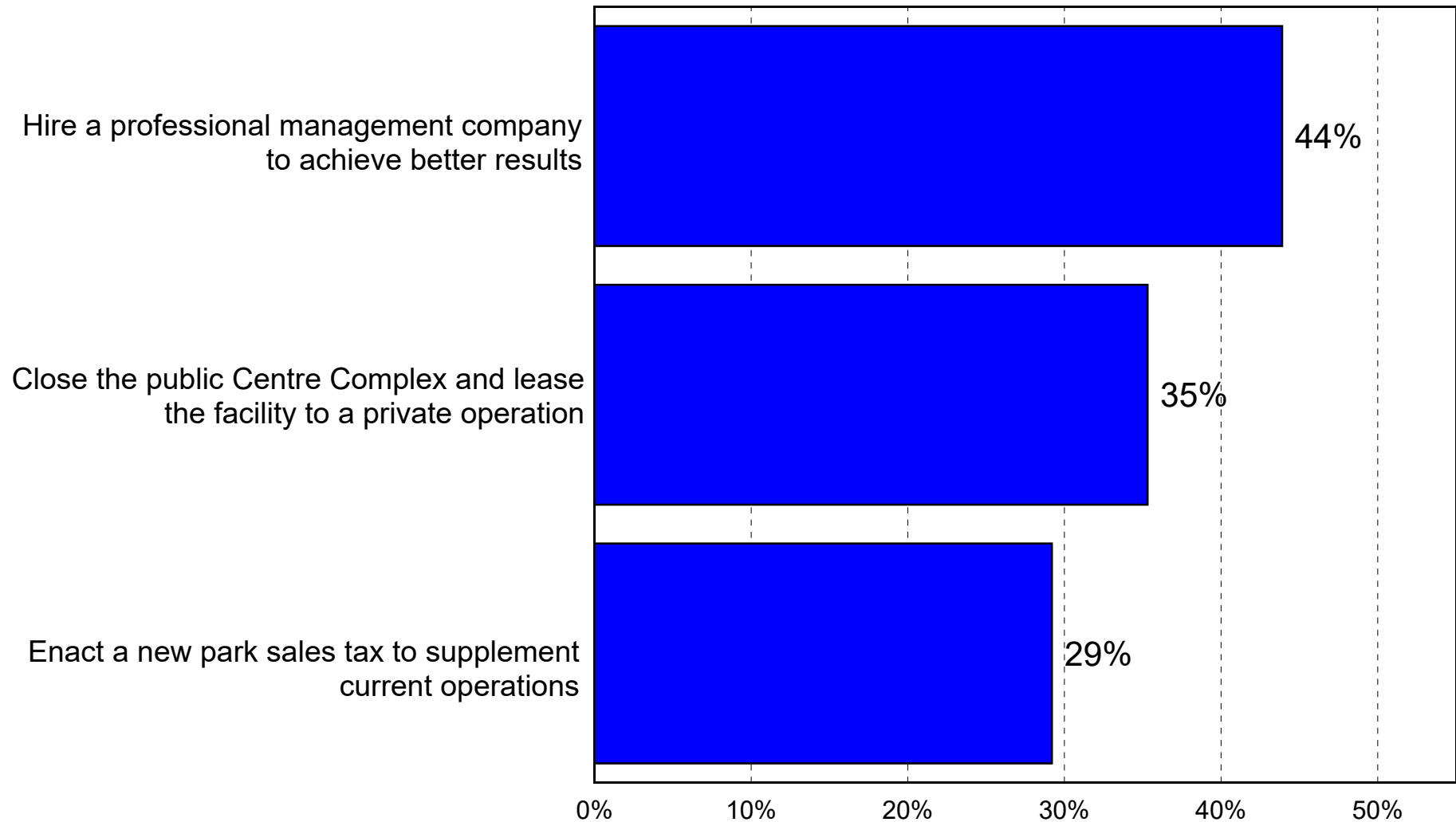
by percentage of respondents (excluding "don't know")



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

What Respondents Think the City Council Should Consider to Address the Centre Complex

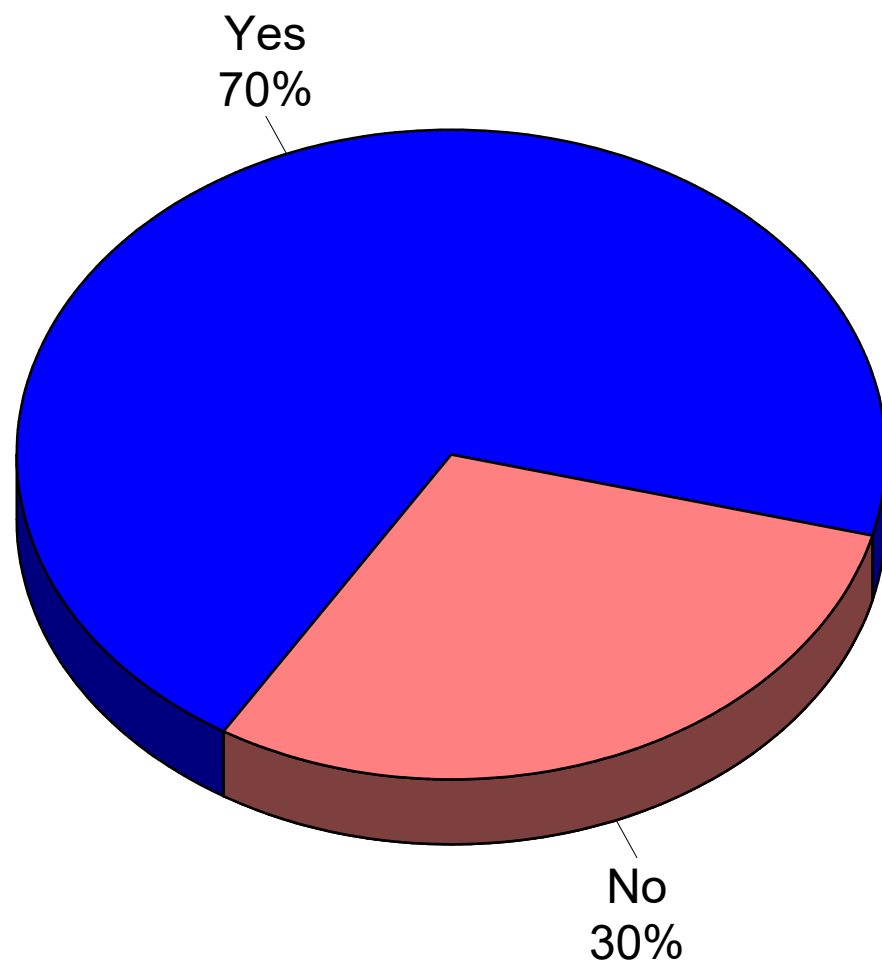
by percentage of respondents (multiple responses allowed)



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

Should the City sell public property off Sharp Road at fair market value for possible relocation of a homeless shelter?

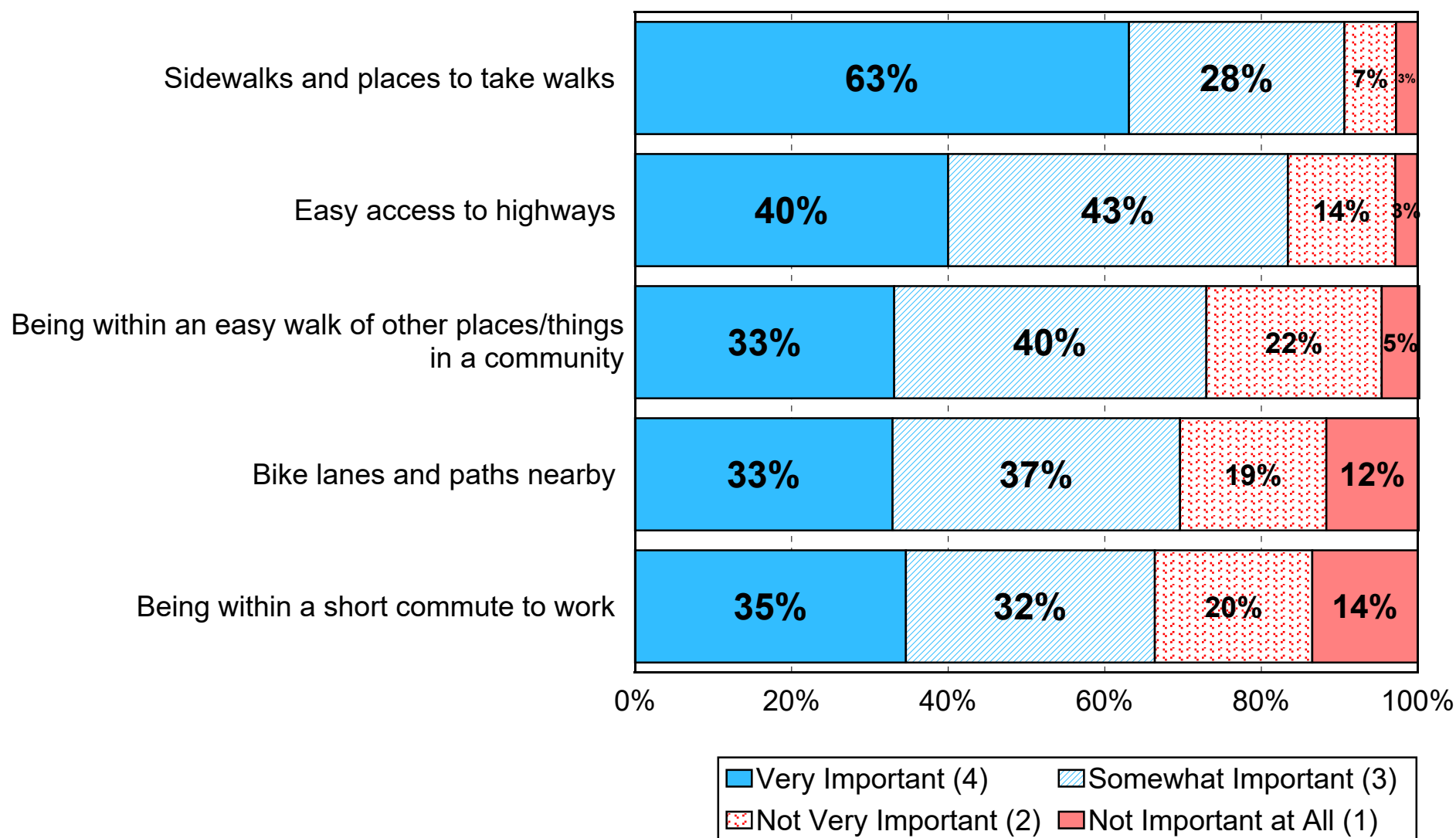
by percentage of respondents (excluding "not provided")



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

Level of Importance of the Following Items

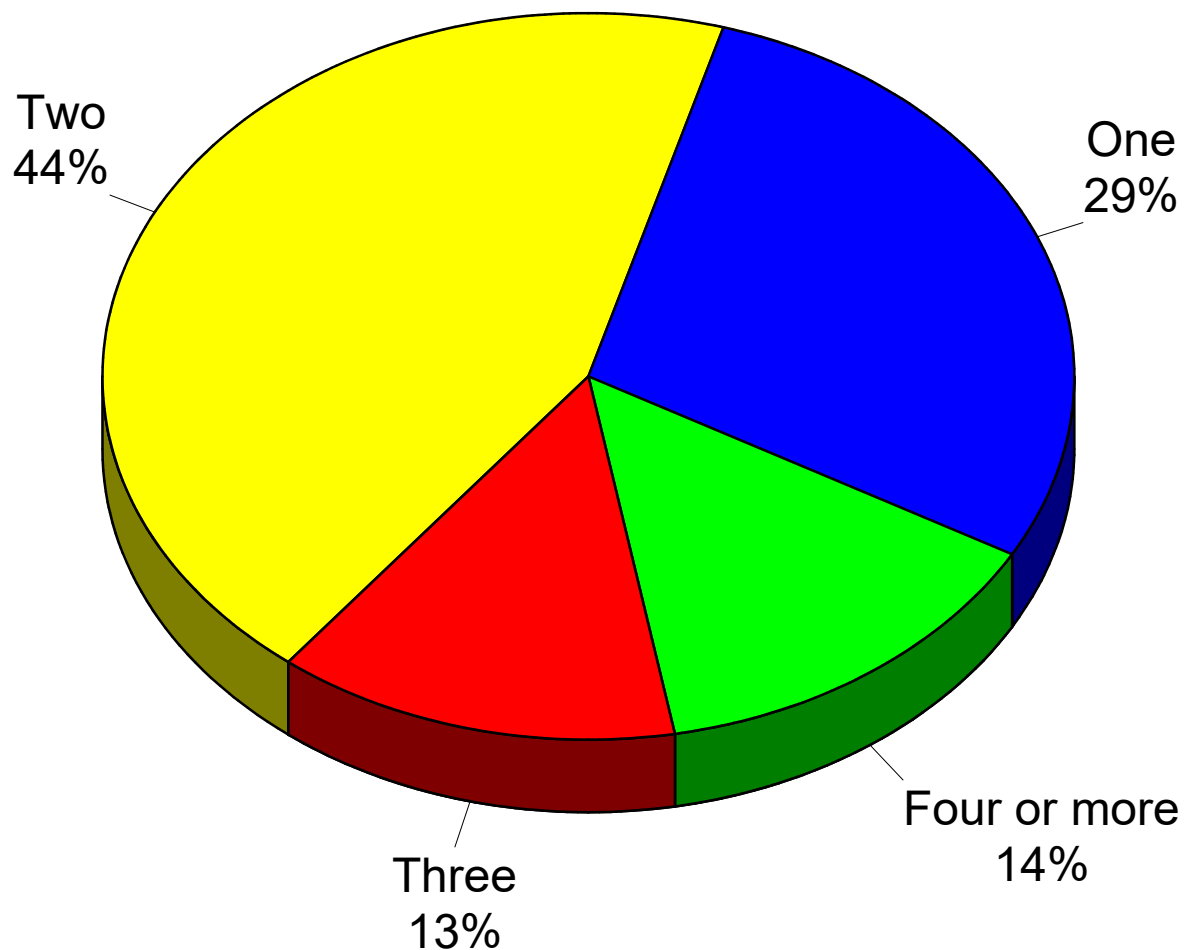
by percentage of respondents (excluding "don't know")



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

Demographics: Number of People in the Household

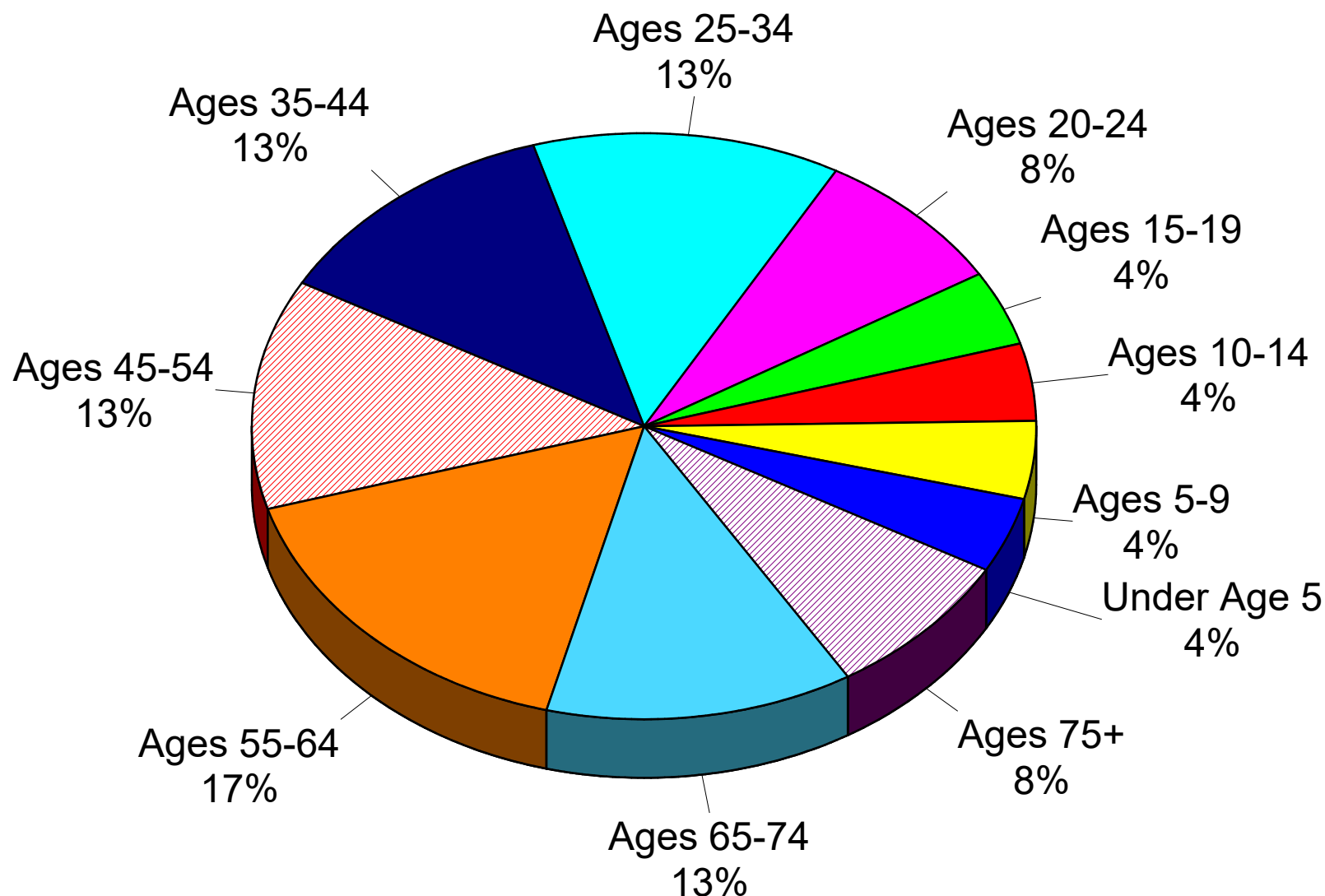
by percentage of people living in the household



Source: *ETC Institute DirectionFinder (2020 - Rolla, MO)*

Demographics: Ages of Household Occupants

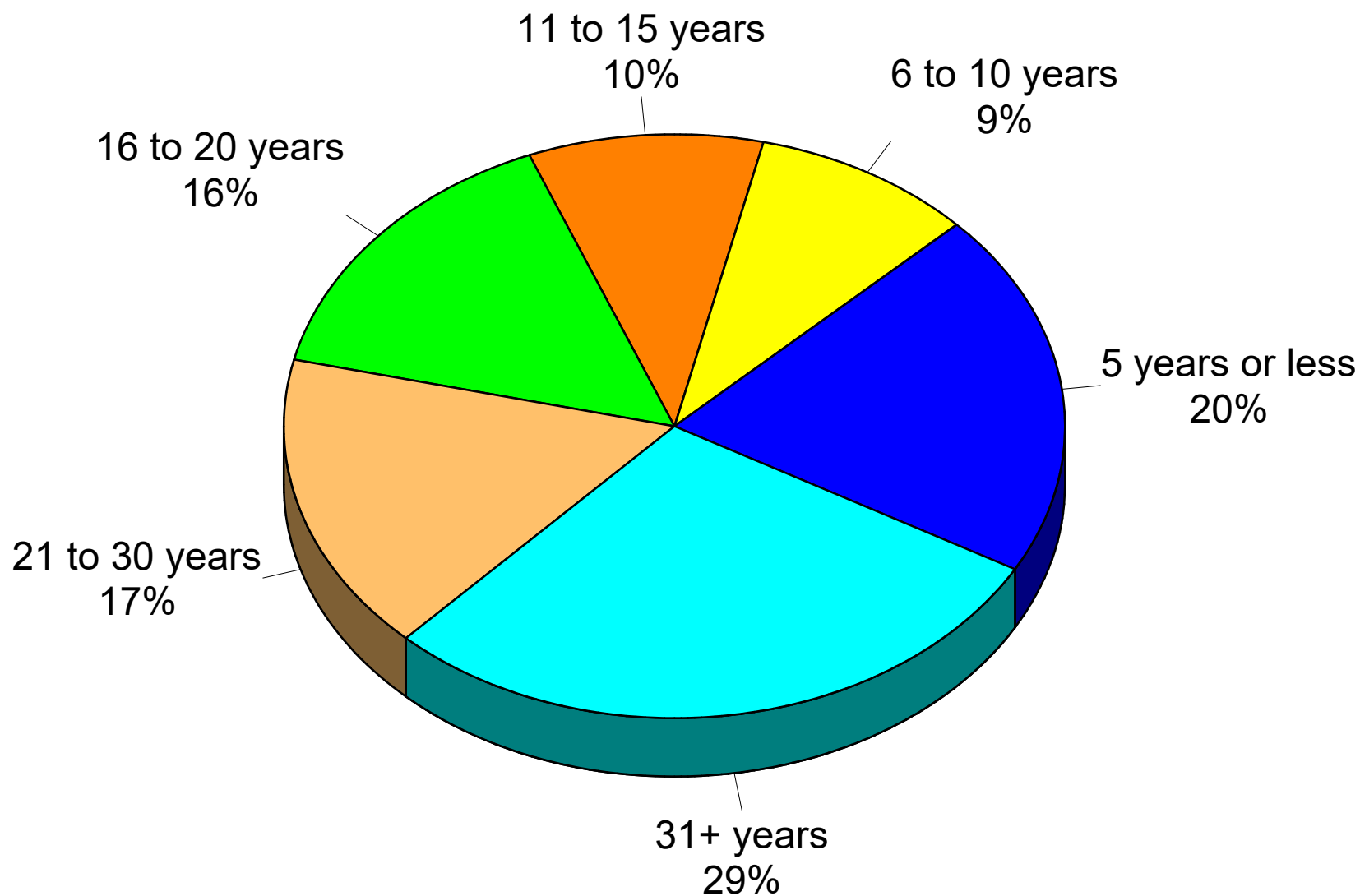
by percentage of people living in the household



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

Demographics: Years Lived in Rolla

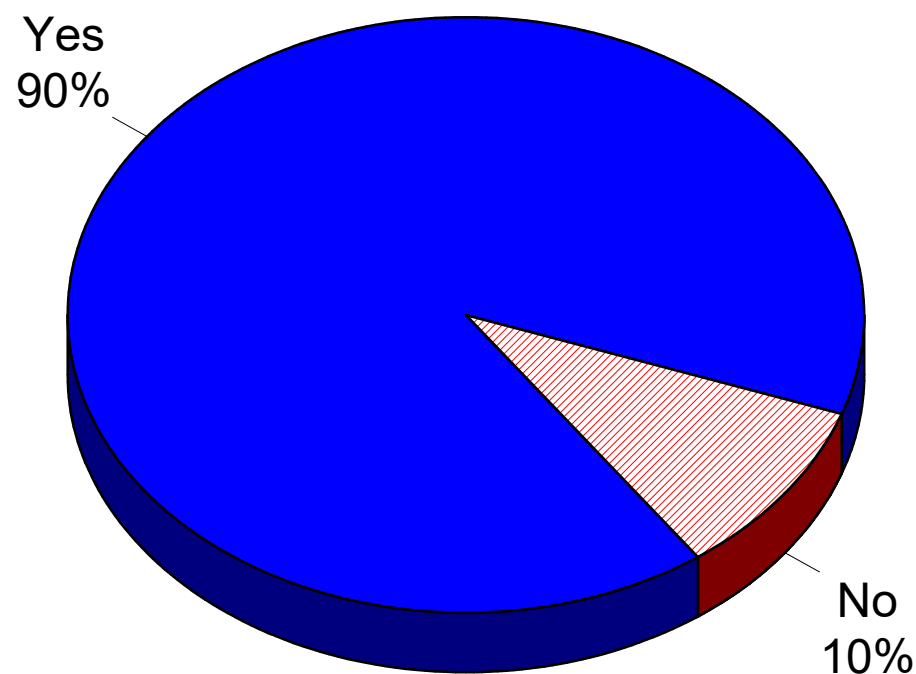
by percentage of respondents



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

Demographics: Do you have internet service in your home?

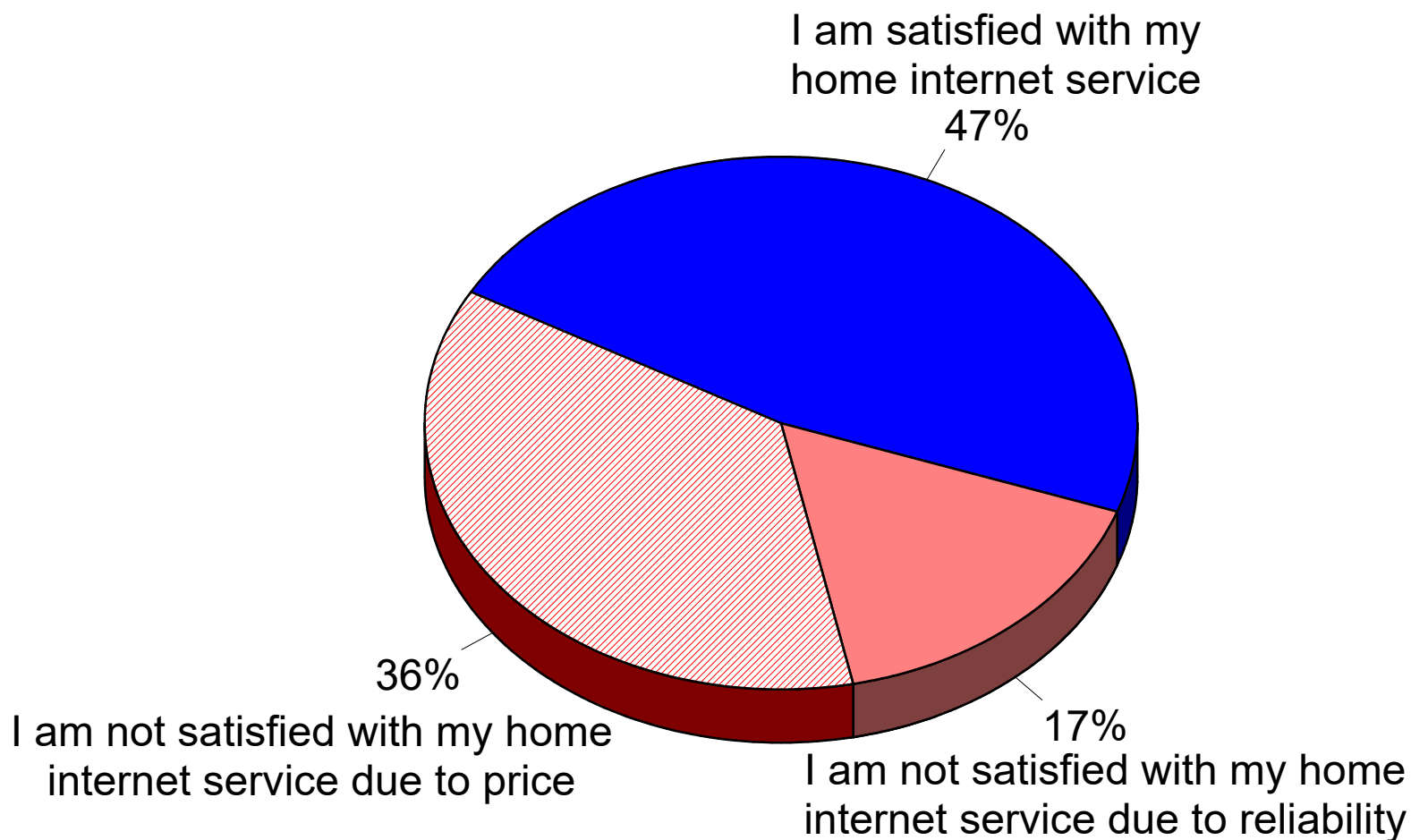
by percentage of respondents



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

Demographics: Satisfaction with Home Internet Service

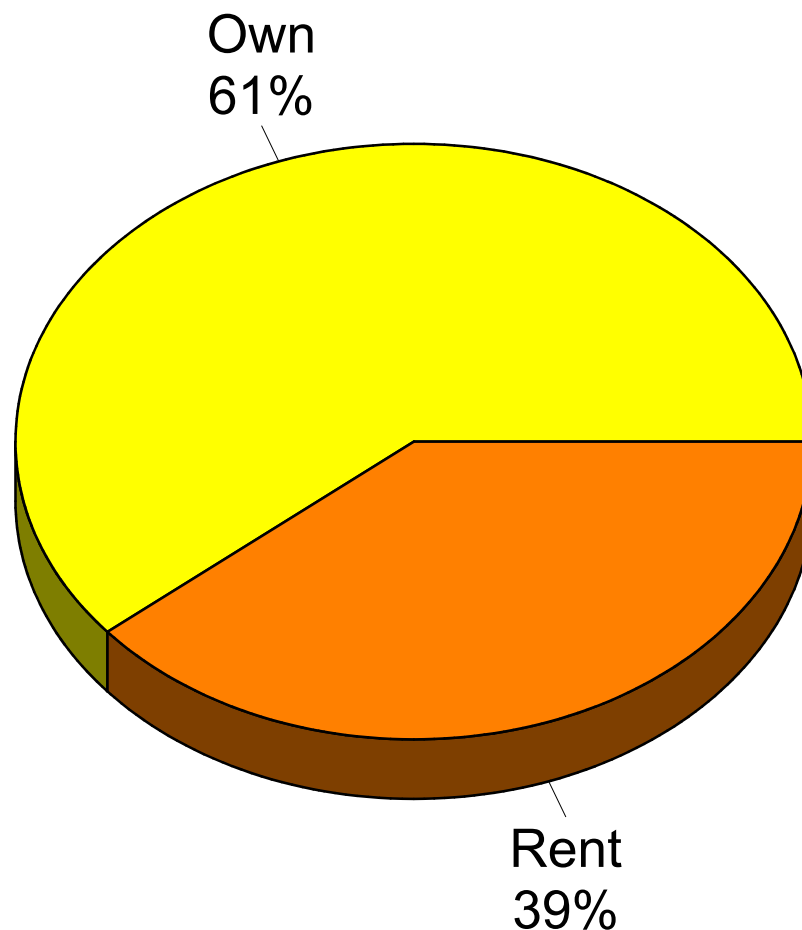
by percentage of respondents who indicated they have home internet service



Source: *ETC Institute DirectionFinder (2020 - Rolla, MO)*

Demographics: Do you own or rent your current residence?

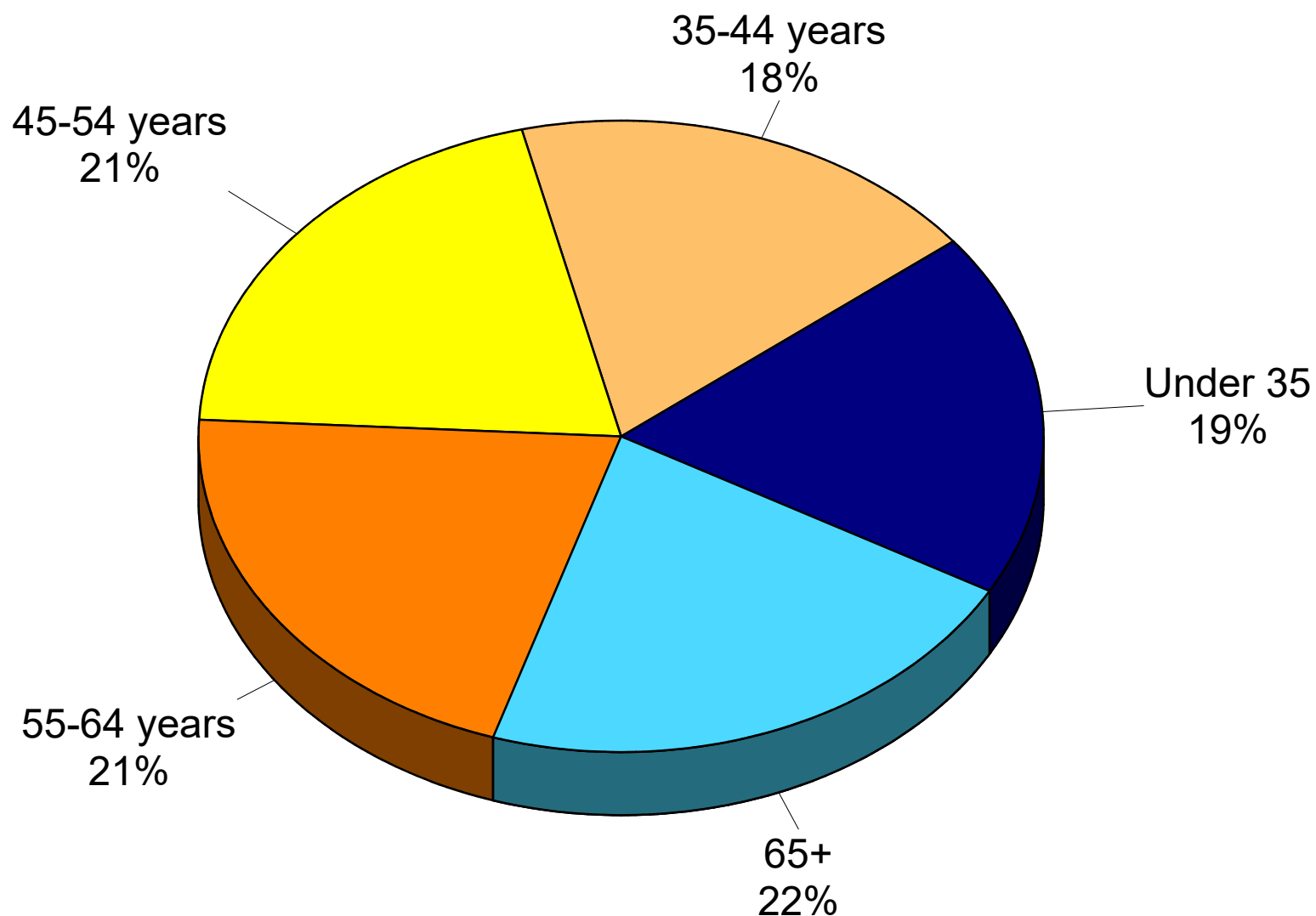
by percentage of respondents



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

Demographics: Age of Respondents

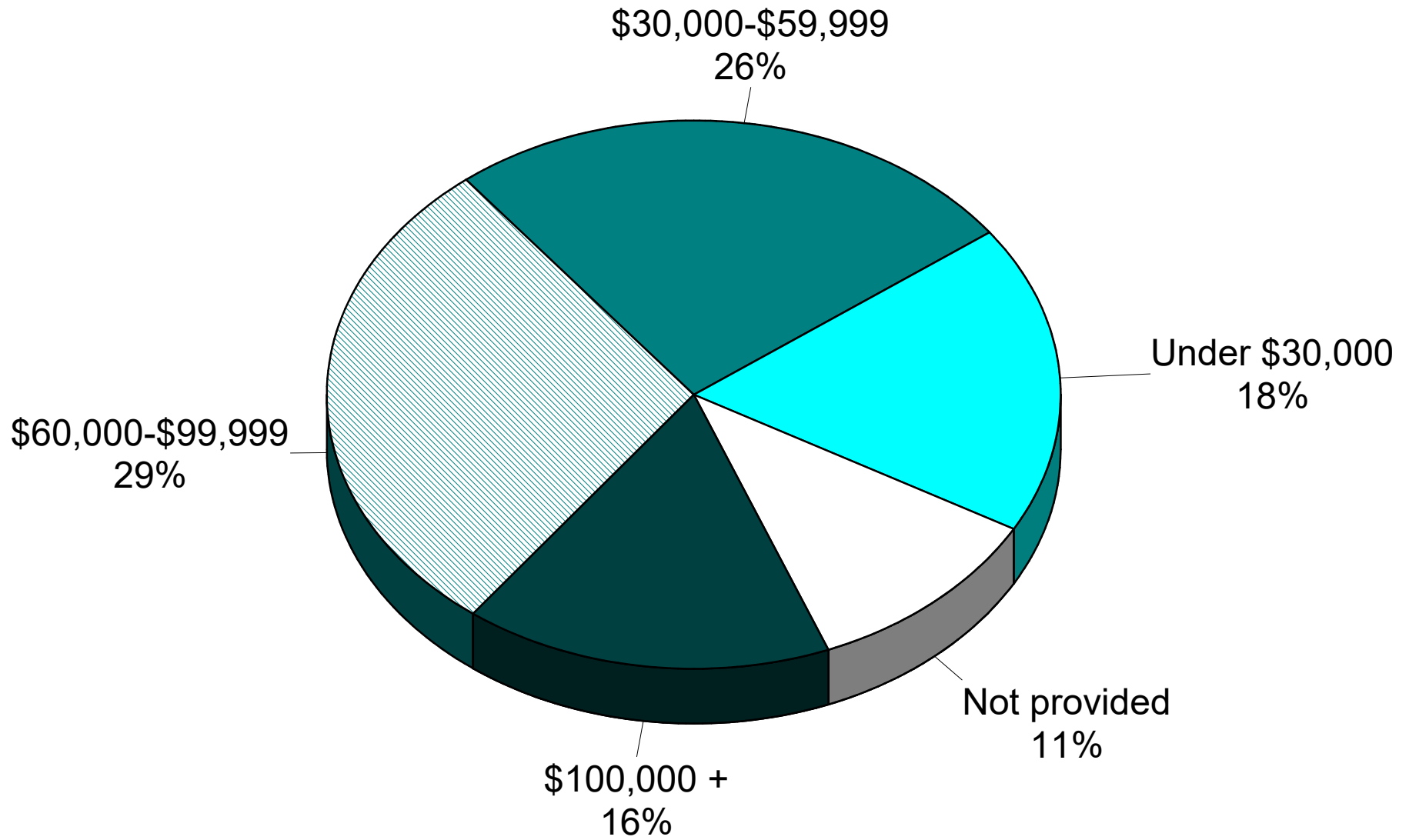
by percentage of respondents



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

Demographics: Total Annual Household Income

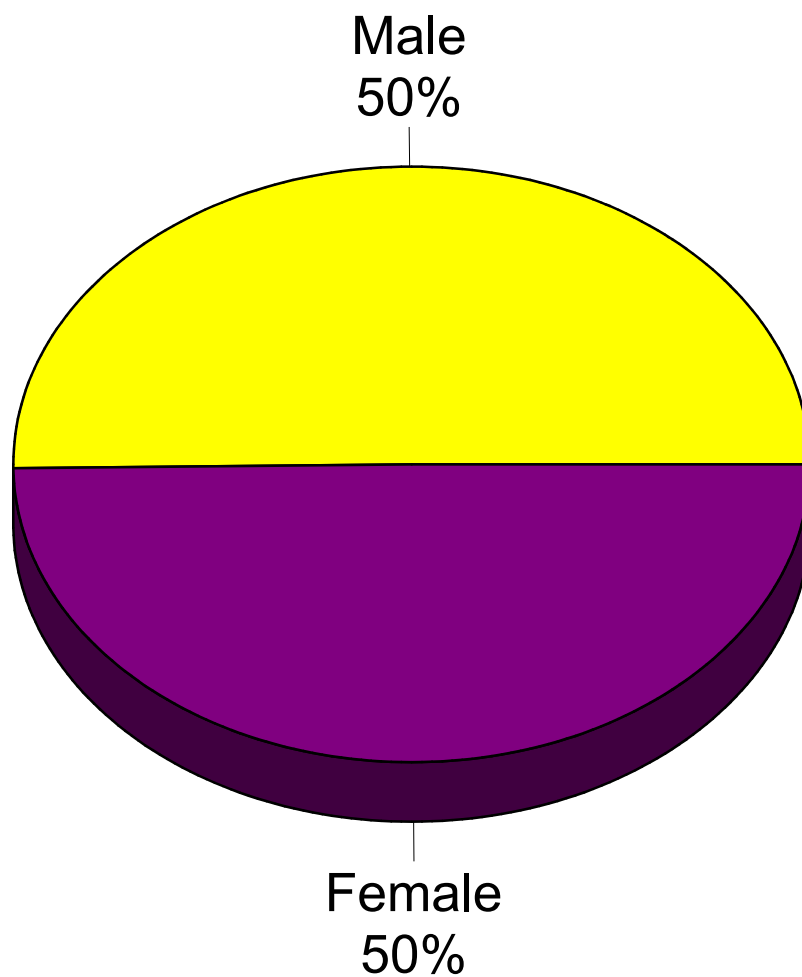
by percentage of respondents



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

Demographics: Gender

by percentage of respondents



Source: *ETC Institute DirectionFinder (2020 - Rolla, MO)*

Section 2: *Benchmarking Analysis*

DirectionFinder® Survey

Year 2020 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders in Kansas and Missouri use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the Summer of 2019 to a random sample of more than 4,000 residents in the continental United States, (2) a regional survey that was administered during the Summer of 2019 to nearly 400 Kansas and Missouri communities and (3) surveys that have been administered by ETC Institute in 37 communities in Kansas and Missouri between April 2018 and April 2020. The Kansas and Missouri communities represented in this report include:

- Atchison, Kansas
- Basehor, Kansas
- Blue Springs, Missouri
- Branson, Missouri
- Clayton, Missouri
- Columbia, Missouri
- Creve Coeur, Missouri
- Edgerton, Kansas
- Fairway, Kansas
- Gardner, Kansas
- Grain Valley, Missouri
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Kirkwood, Missouri
- Lawrence, Kansas
- Lebanon, Missouri
- Lee's Summit, Missouri
- Lenexa, Kansas
- Maryland Heights, Missouri
- Merriam, Kansas
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Prairie Village, Kansas
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Rolla, Missouri
- Shawnee, Kansas
- Smithville, Missouri
- Springfield, Missouri
- St. Joseph, Missouri
- Topeka, Kansas
- University City, Missouri
- Unified Government of Wyandotte County, Kansas

National and Regional Benchmarks. The first set of charts on the following pages show how the overall results for Rolla compare to the national and regional averages based on the results of a 2019 survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents and nearly 400 residents in Kansas and Missouri.

Kansas and Missouri Performance Range Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 37 communities listed above. The mean rating is shown as a vertical line, which indicates the average level of satisfaction in the Kansas and Missouri communities listed above. The actual ratings for Rolla are listed to the right of each chart. The dot on each bar shows how the results for Rolla compare to the other communities in Kansas and Missouri where the *DirectionFinder*® survey has been administered.

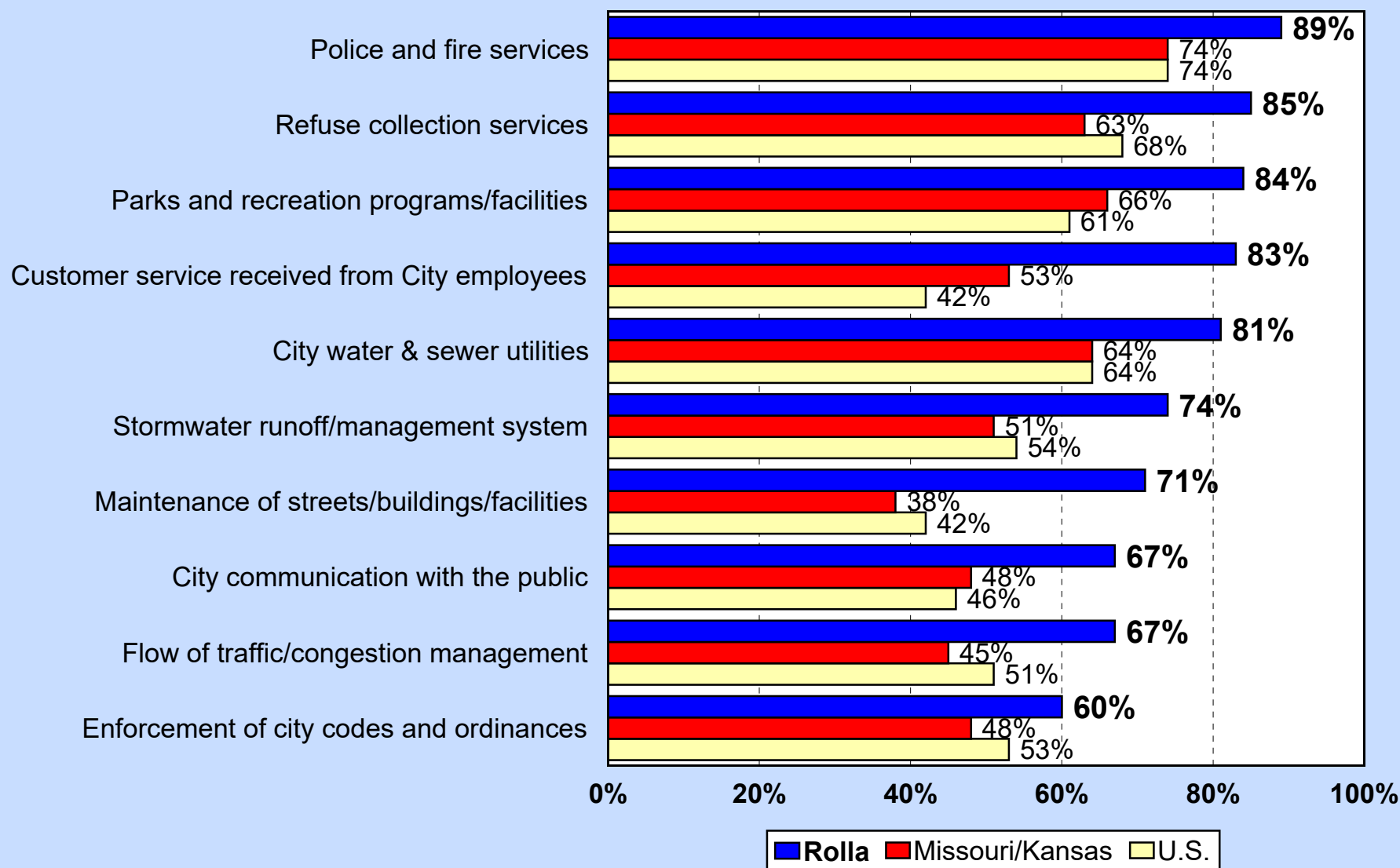
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Rolla is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major Categories of City Service

Rolla vs. Missouri/Kansas vs. the U.S.

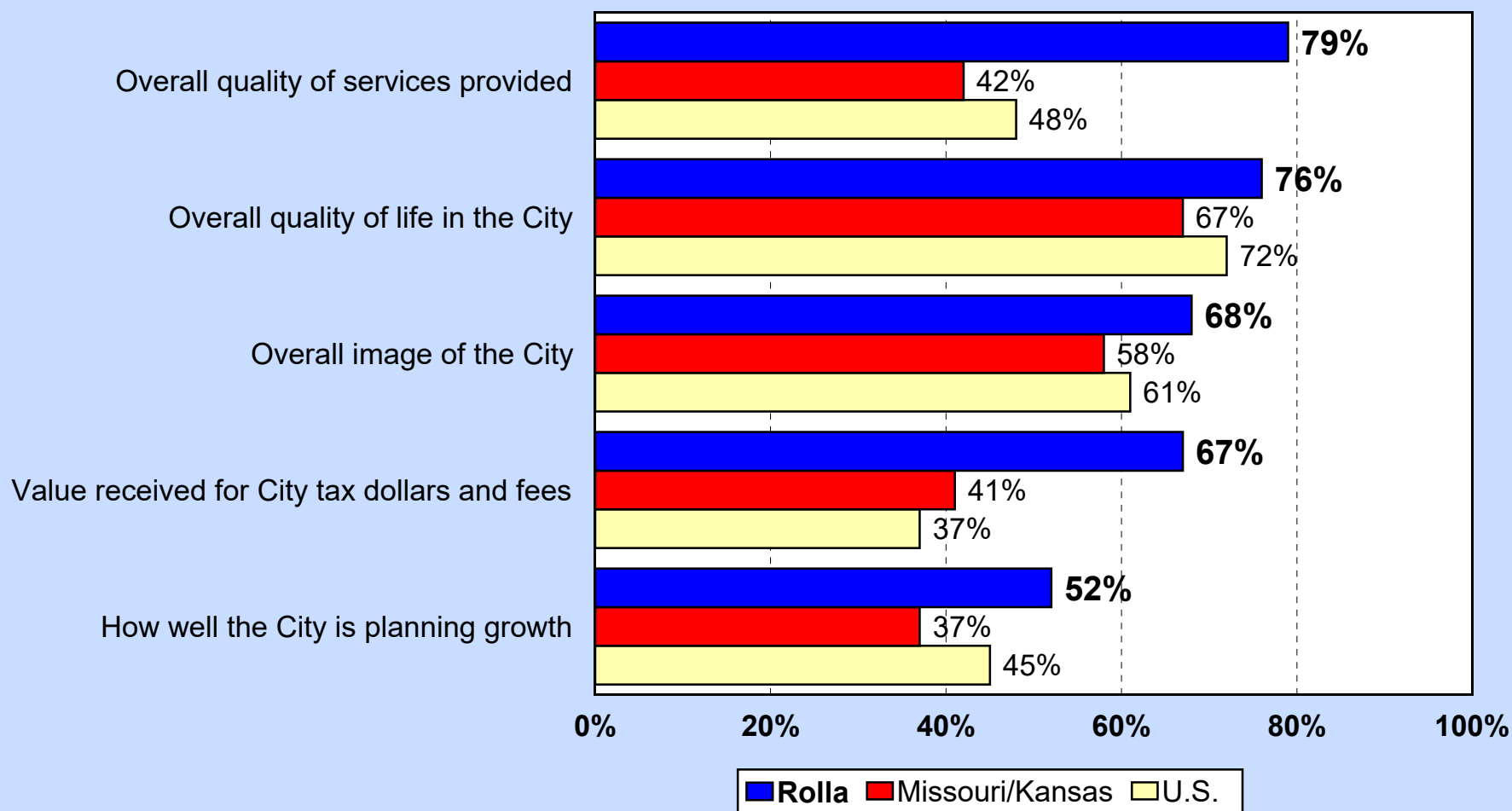
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Issues that Influence Perceptions of the City Rolla vs. Missouri/Kansas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

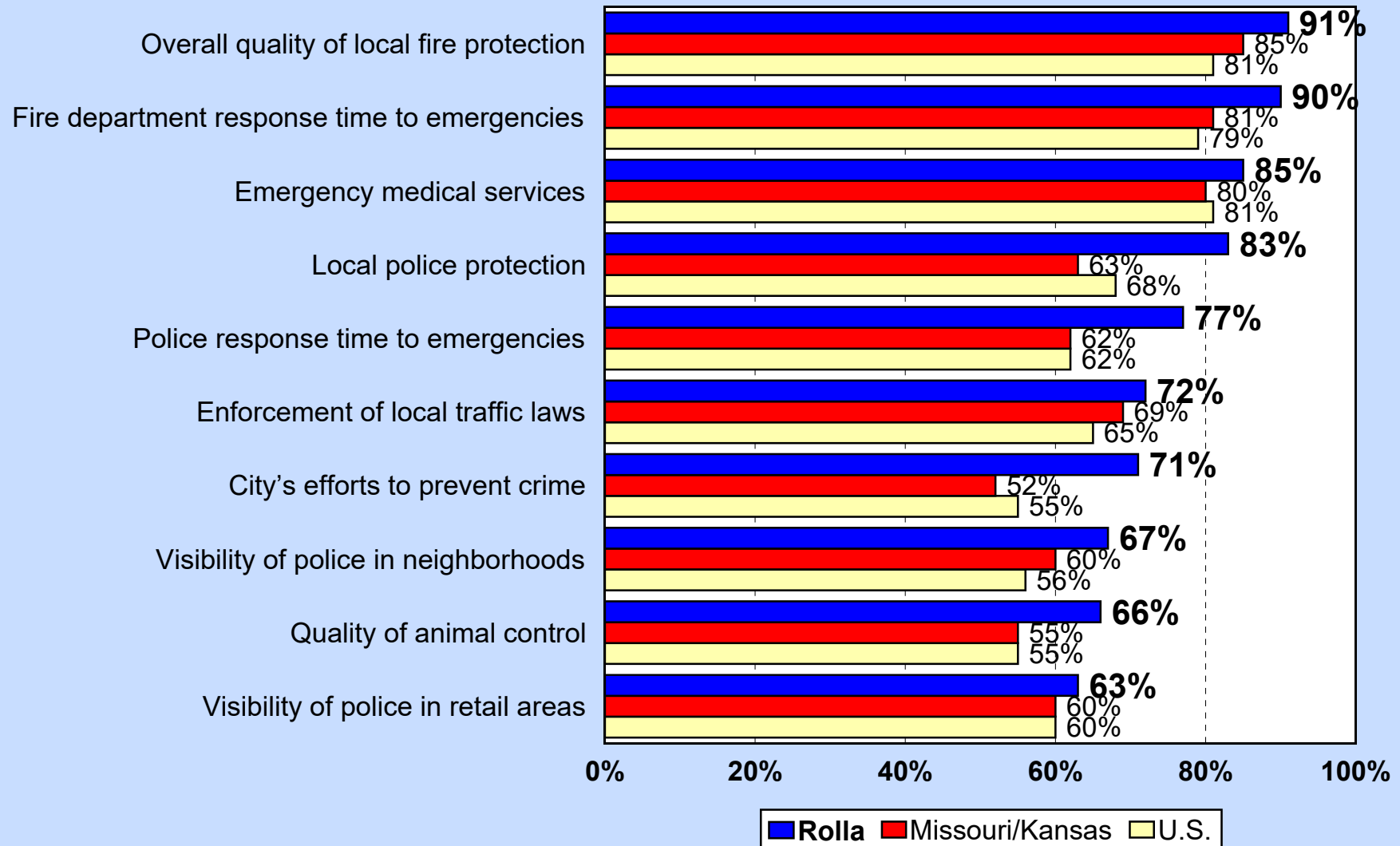


Source: 2020 ETC Institute

Overall Satisfaction with Public Safety

Rolla vs. Missouri/Kansas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

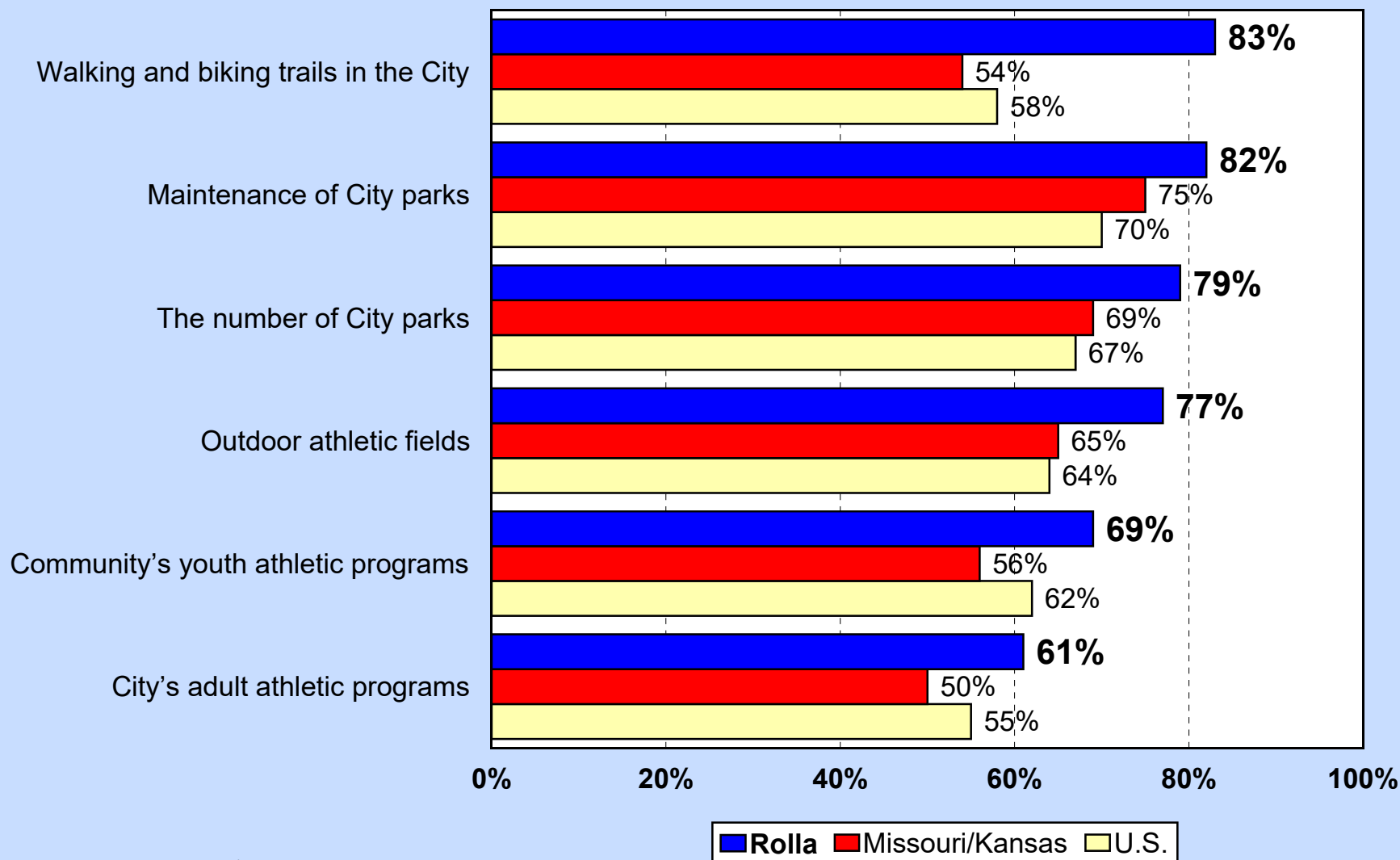


Source: 2020 ETC Institute

Overall Satisfaction with Parks and Recreation

Rolla vs. Missouri/Kansas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

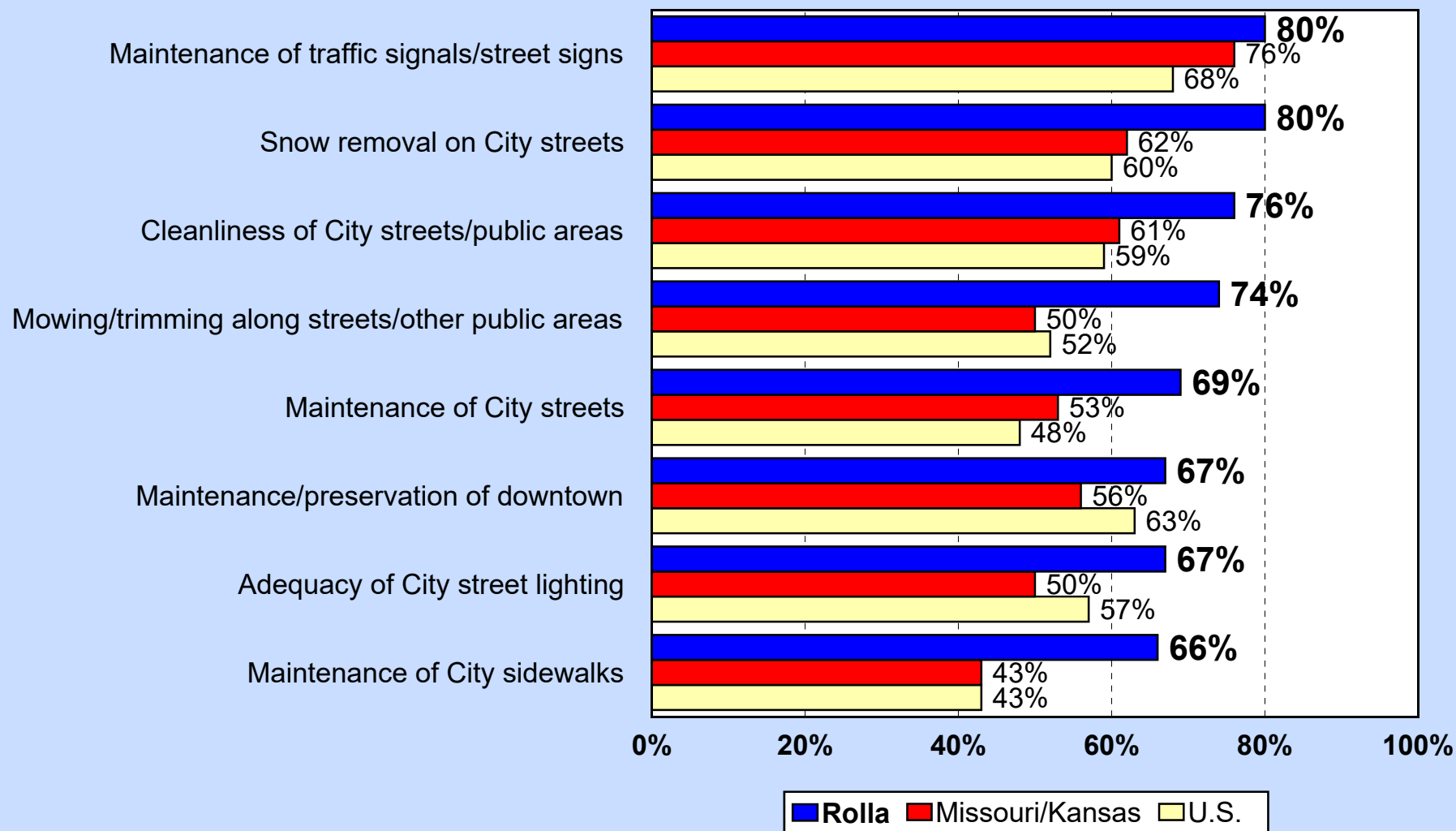


Source: 2020 ETC Institute

Overall Satisfaction with City Maintenance

Rolla vs. Missouri/Kansas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

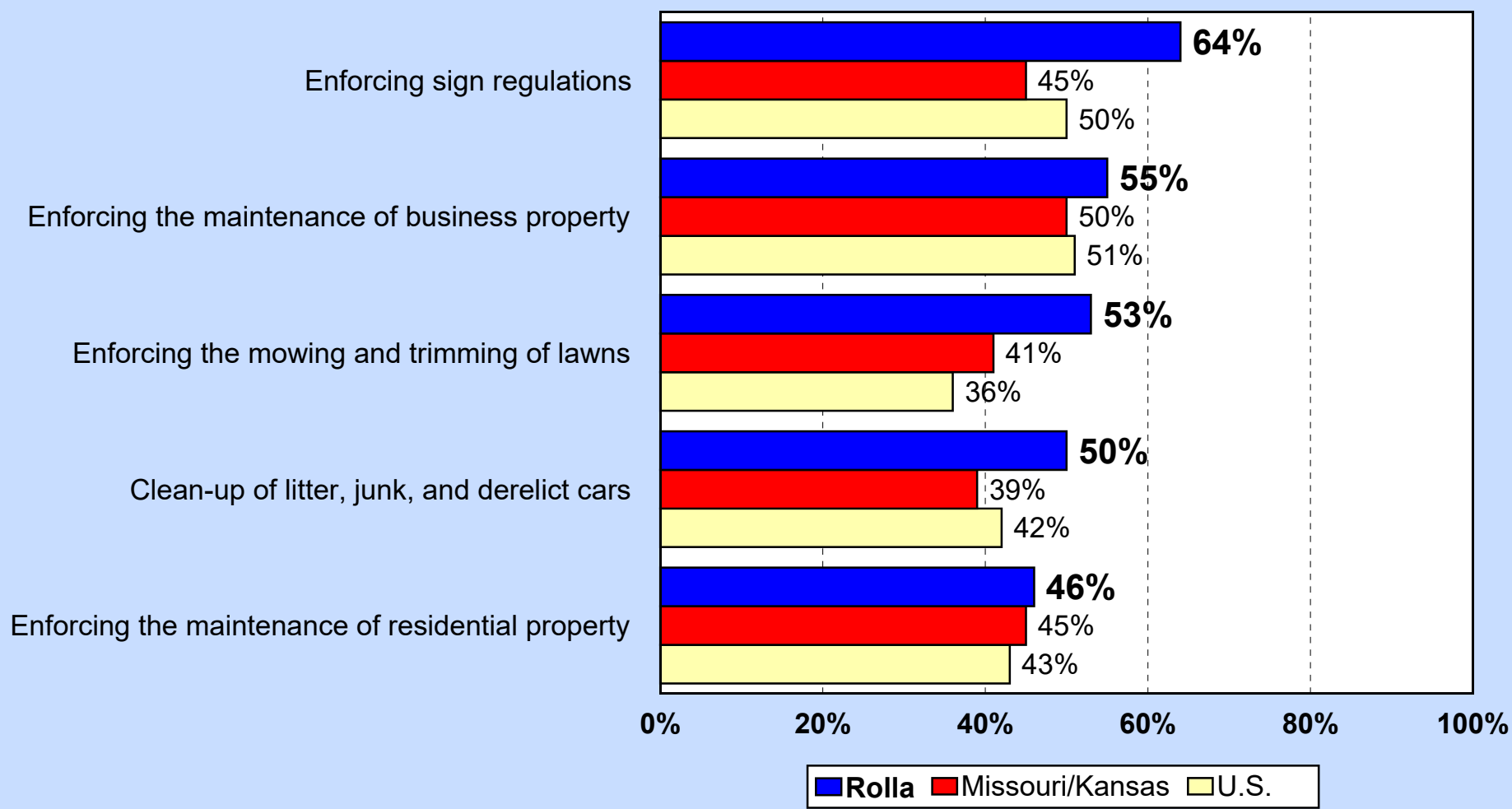


Source: 2020 ETC Institute

Overall Satisfaction with Code Enforcement

Rolla vs. Missouri/Kansas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

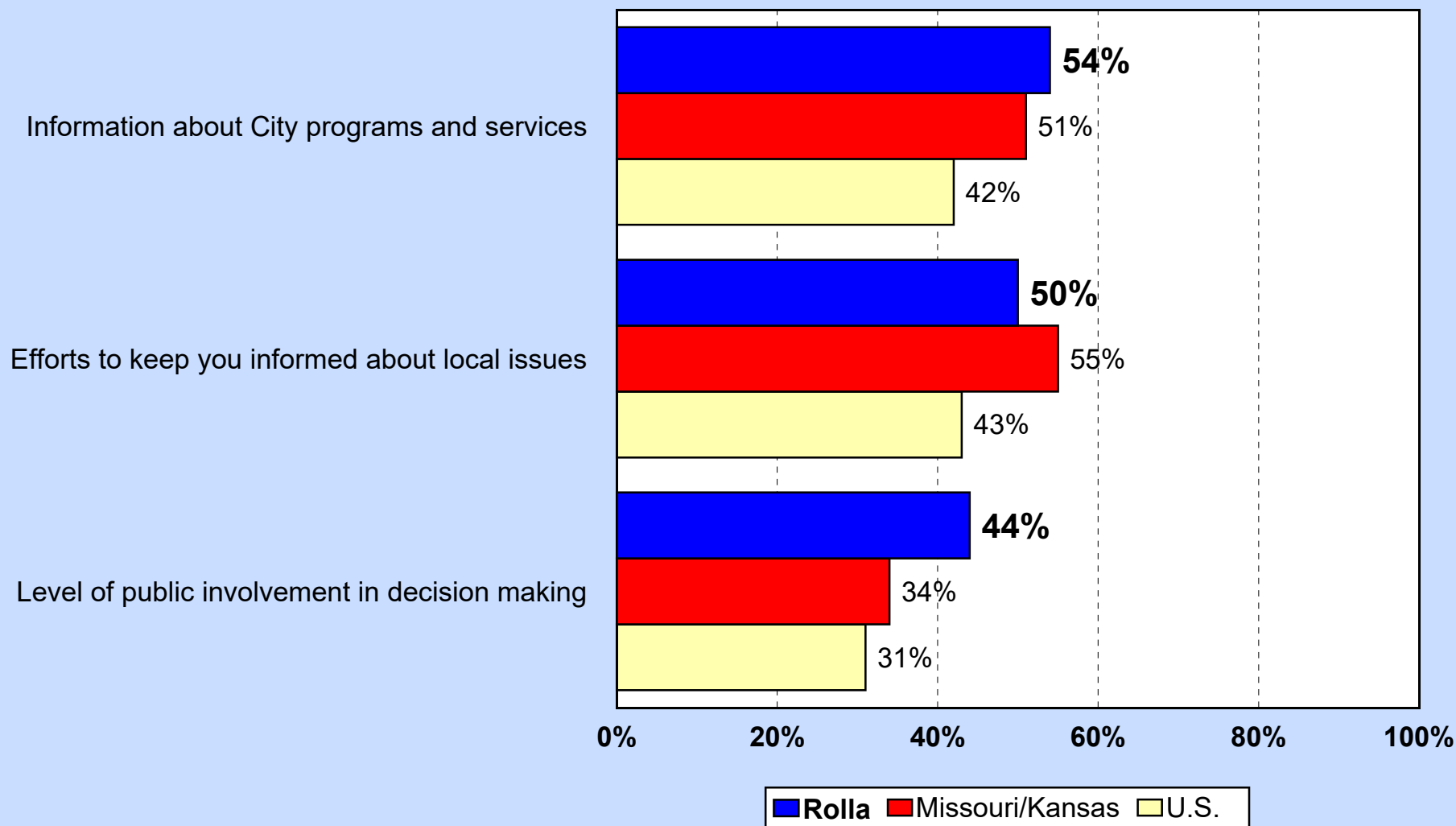


Source: 2020 ETC Institute

Overall Satisfaction with City Communications

Rolla vs. Missouri/Kansas vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

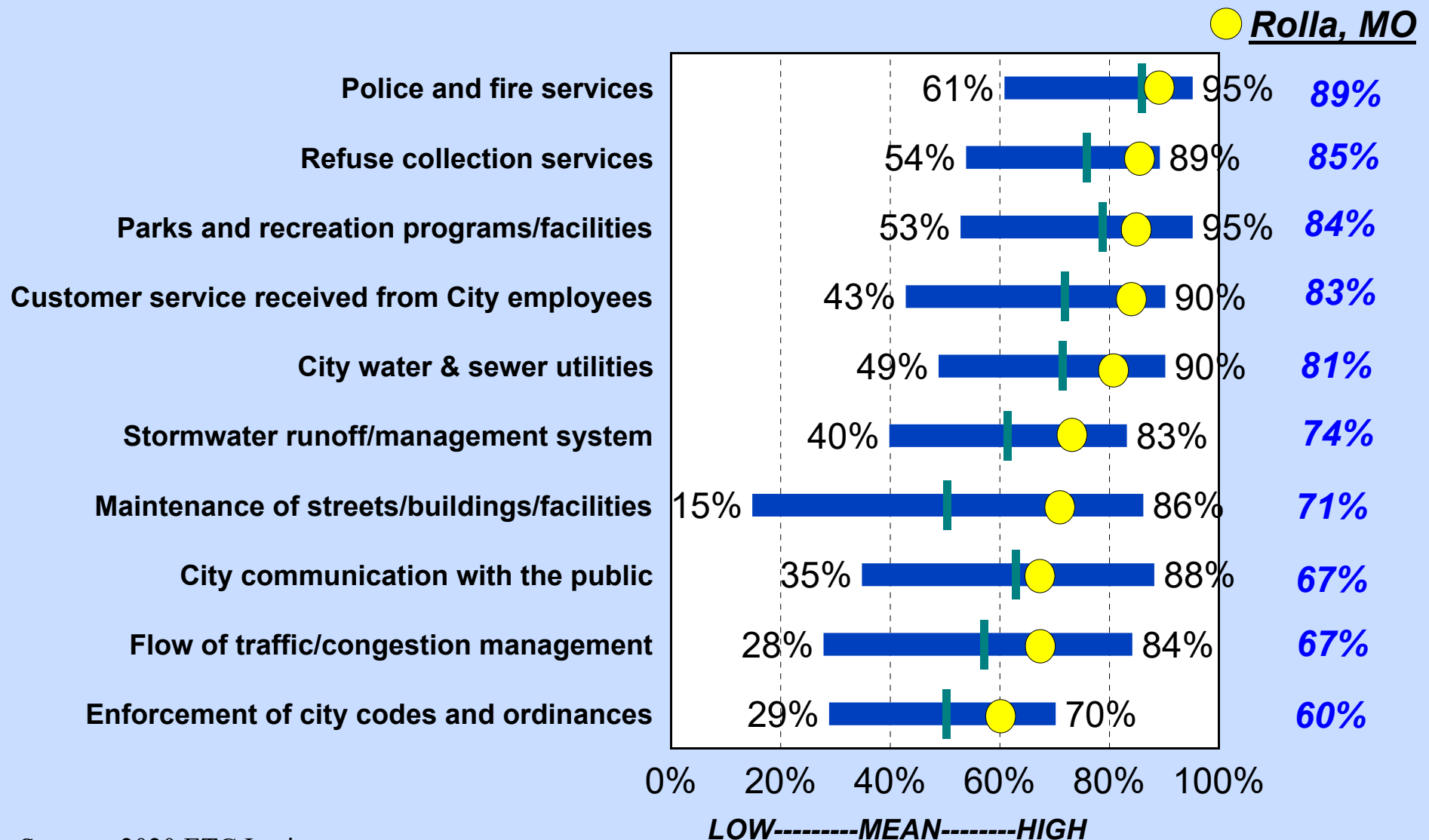


Source: 2020 ETC Institute

Comparison to a Range of Performance

Overall Satisfaction with Major Categories of City Service in Missouri and Kansas Communities - 2020

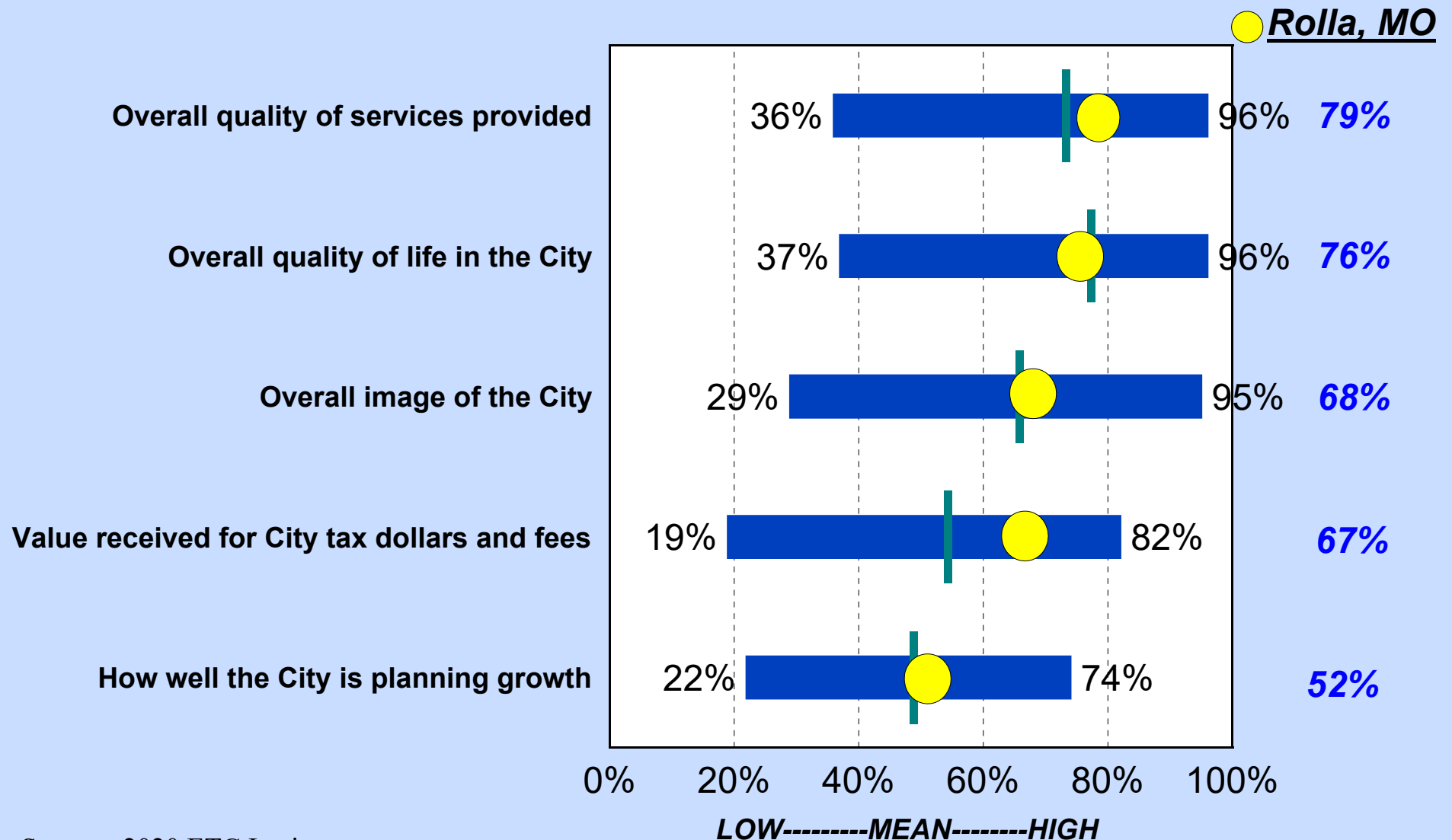
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2020 ETC Institute

Satisfaction with Issues that Influence Perceptions of Missouri and Kansas Communities - 2020

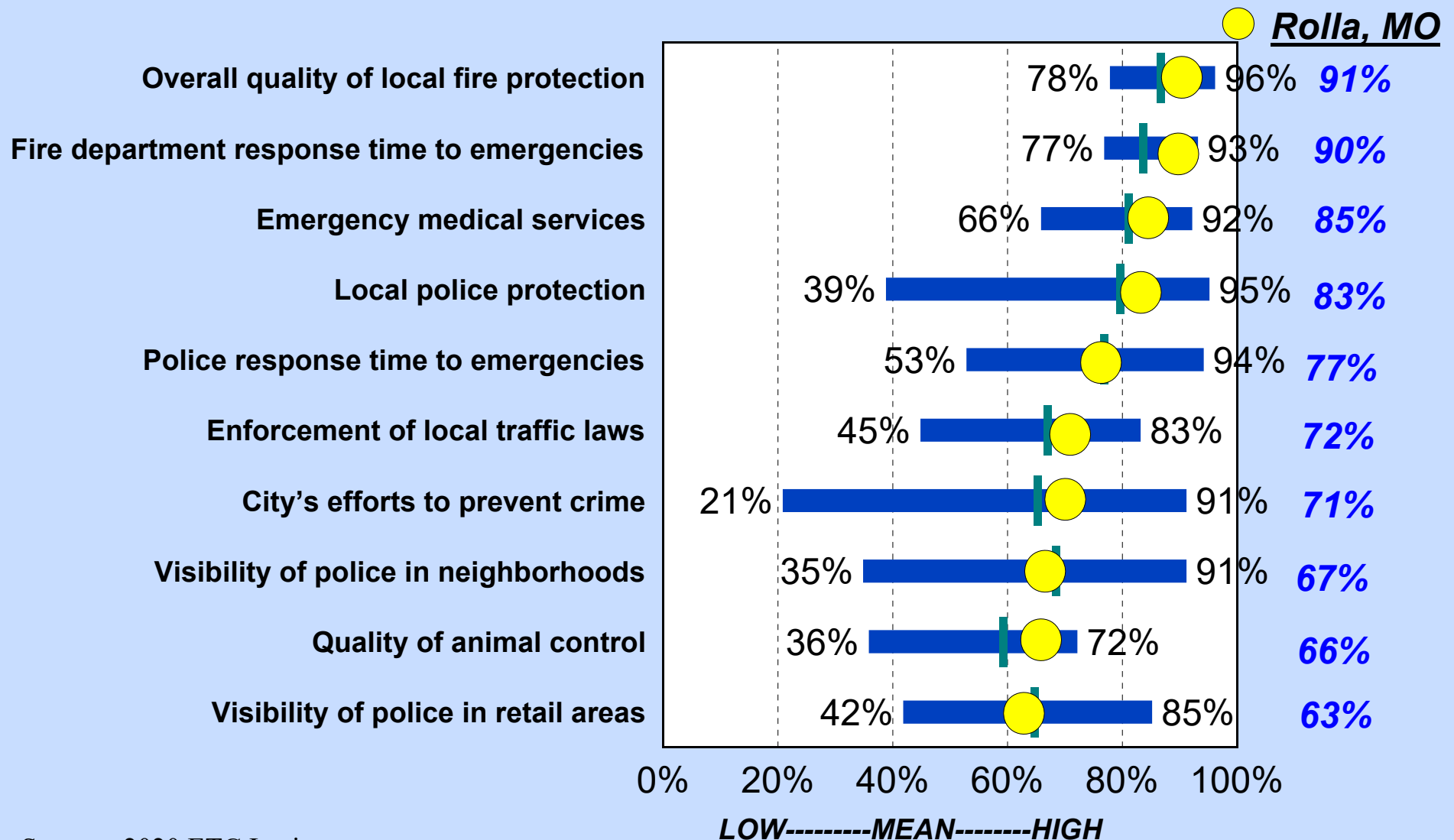
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2020 ETC Institute

Overall Satisfaction with Public Safety in Missouri and Kansas Communities - 2020

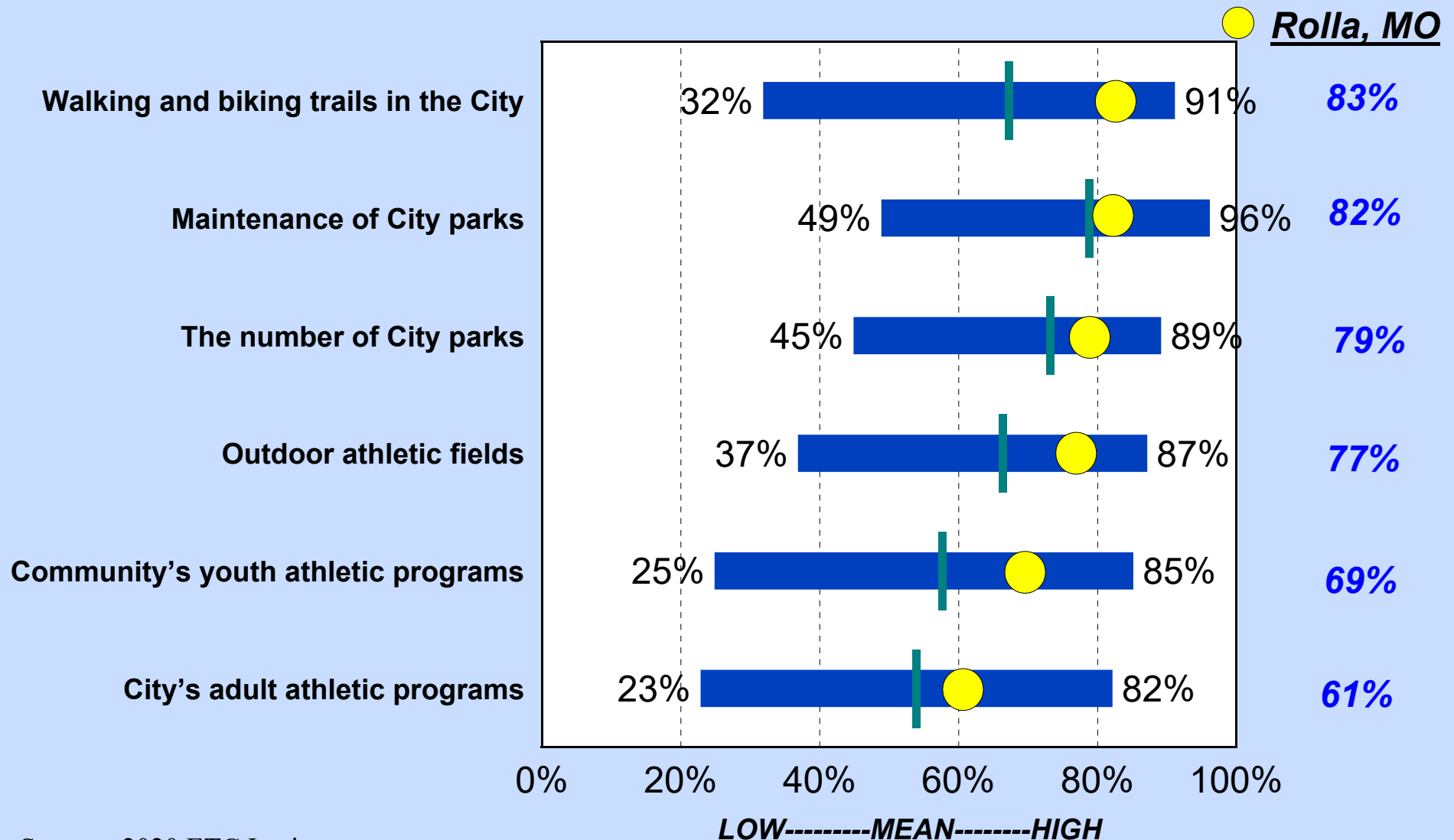
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2020 ETC Institute

Overall Satisfaction with Parks and Recreation in Missouri and Kansas Communities - 2020

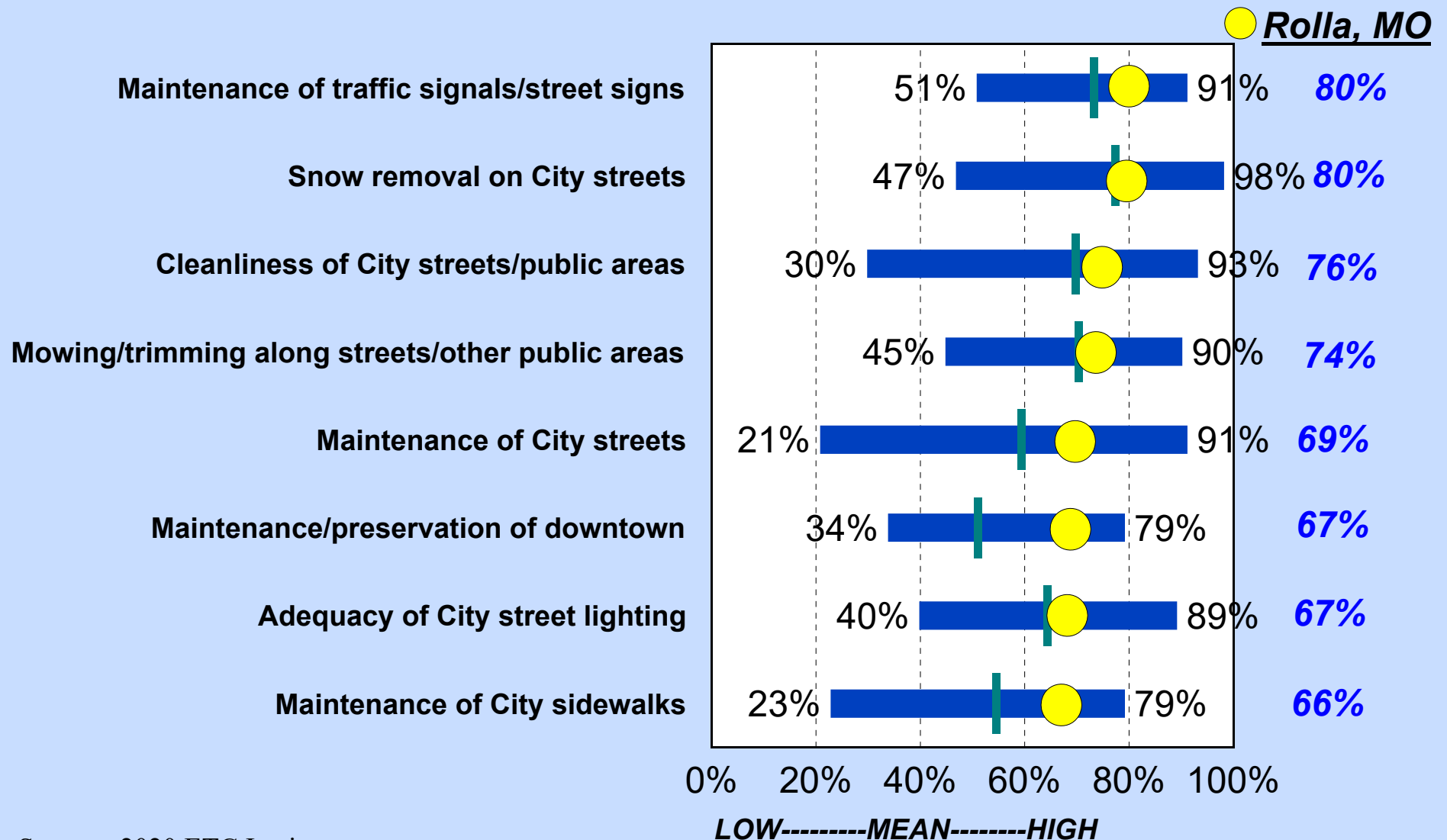
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2020 ETC Institute

Overall Satisfaction with City Maintenance in Missouri and Kansas Communities - 2020

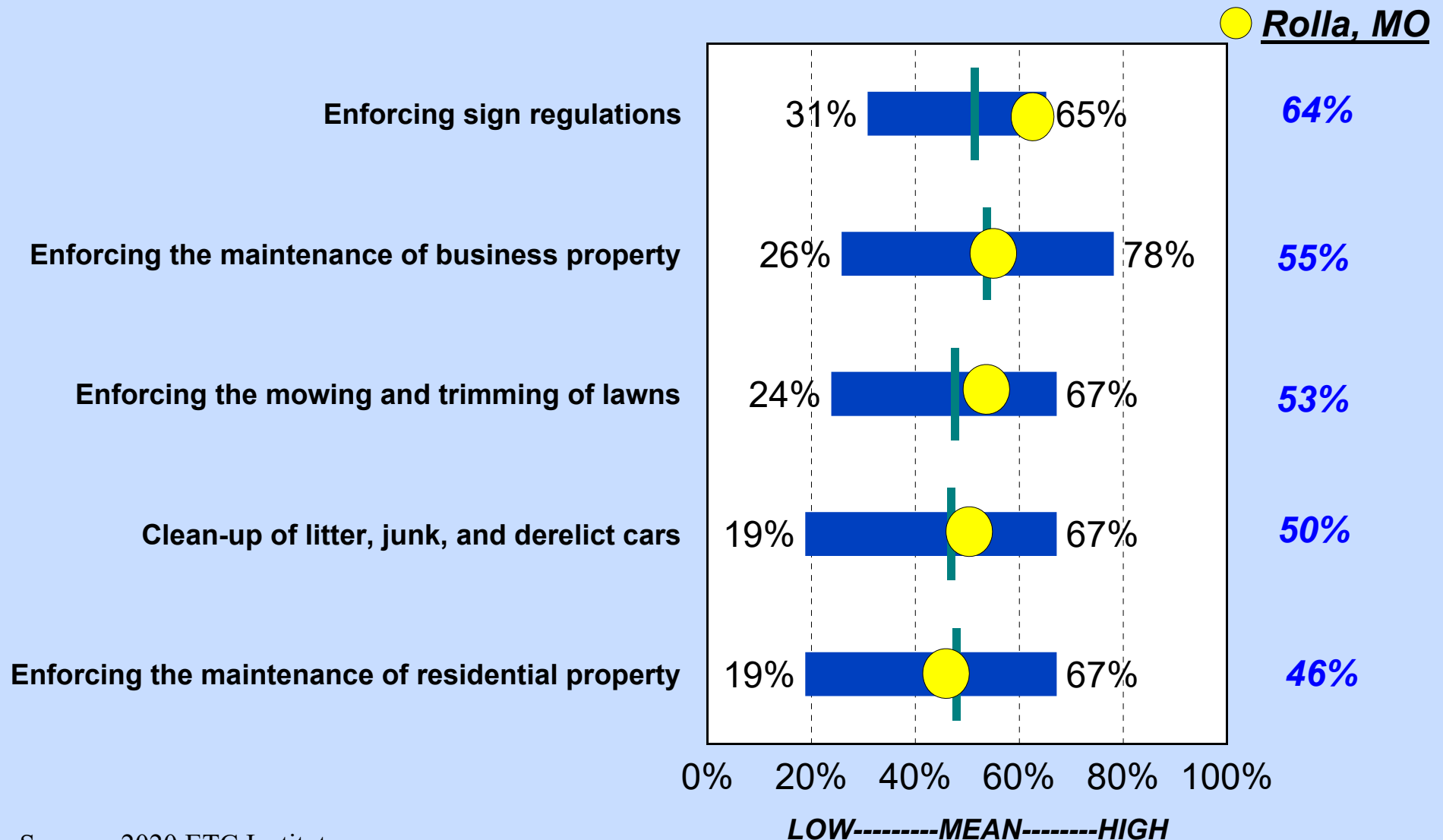
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2020 ETC Institute

Overall Satisfaction with Code Enforcement in Missouri and Kansas Communities - 2020

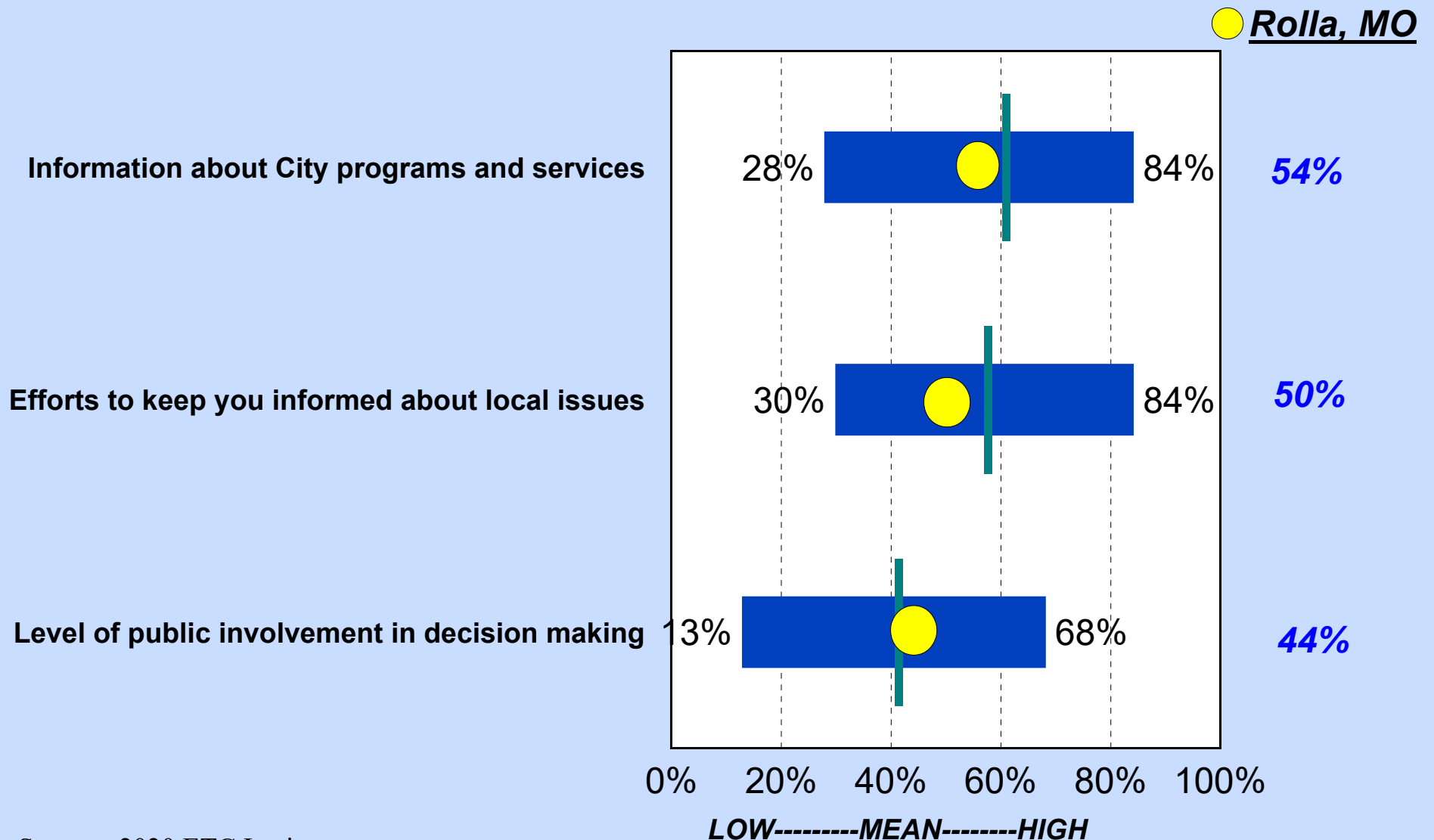
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2020 ETC Institute

Overall Satisfaction with City Communications in Missouri and Kansas Communities - 2020

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



Source: 2020 ETC Institute

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Rolla, Missouri

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding “don't know” responses). “Don't know” responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[I-S = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought were most important for the City to emphasize over the next two years. Forty-nine percent (48.8%) of residents ranked *maintenance of streets, buildings and facilities* as the most important service for the City to emphasize over the next two years.

With regard to satisfaction, *maintenance of streets, buildings and facilities* was ranked eighth overall, with 71% rating *maintenance of streets, buildings and facilities* as a “4” or a “5” on a 5-point scale excluding “don't know” responses. The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 48.8% was multiplied by 29% (1-0.71). This calculation yielded an I-S rating of 0.1415, which was ranked first out of eleven major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices for the City to emphasize and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Rolla are provided on the following page.

Importance-Satisfaction Rating

City of Rolla 2020 DirectionFinder Survey

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS = .10 - .20)</u>						
Maintenance of streets/buildings/facilities	49%	1	71%	8	0.1415	1
Flow of traffic/congestion management	37%	2	67%	10	0.1224	2
<u>Medium Priority (IS < .10)</u>						
Enforcement of city codes and ordinances	21%	6	60%	11	0.0848	3
City communication with the public	25%	5	67%	9	0.0809	4
Parks and recreation programs/facilities	27%	4	84%	4	0.0424	5
Stormwater runoff/management system	16%	8	74%	7	0.0424	6
Police and fire services	31%	3	89%	1	0.0345	7
City water & sewer utilities	17%	7	81%	6	0.0315	8
Refuse collection services	8%	10	85%	3	0.0122	9
City electric utility	8%	9	86%	2	0.0118	10
Customer service received from City employees	5%	11	83%	5	0.0085	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

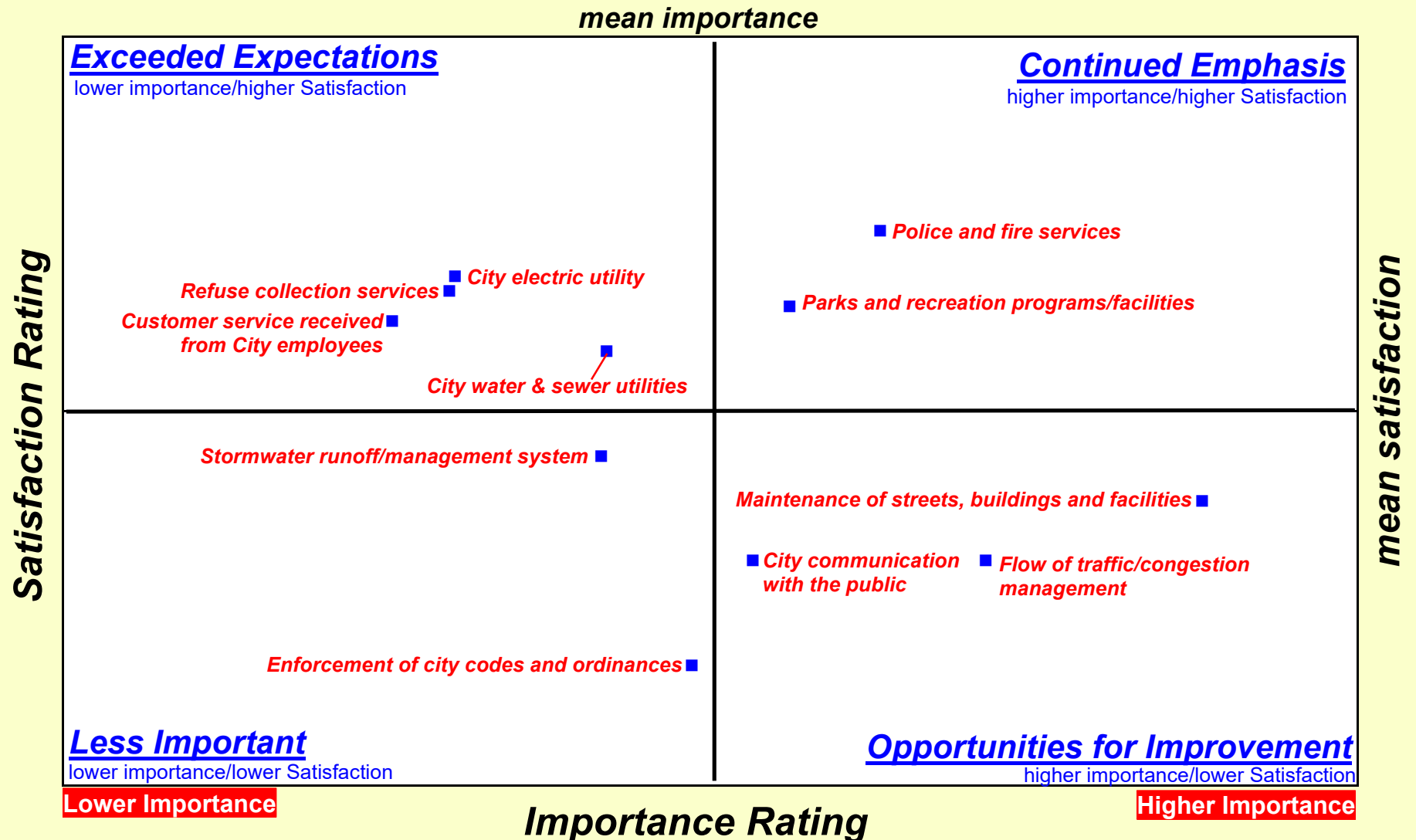
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

The matrix showing the results for Rolla is provided on the following page.

City of Rolla 2020 DirectionFinder Survey Importance-Satisfaction Assessment Matrix

-Major Categories of Service-

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



Source: ETC Institute (2020)

Section 4: *Tabular Data*

Q1. Overall Satisfaction. Please rate your overall satisfaction with the following major categories of services provided by the City of Rolla using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police & fire services	44.6%	38.7%	7.7%	2.0%	0.9%	6.1%
Q1-2. Overall quality of City parks & recreation programs & facilities	36.2%	43.7%	11.3%	3.8%	0.7%	4.3%
Q1-3. Overall maintenance of City streets, buildings & facilities	22.2%	47.5%	17.4%	10.0%	1.4%	1.6%
Q1-4. Overall quality of City water & sewer utilities	34.6%	43.7%	12.0%	5.7%	1.4%	2.7%
Q1-5. Overall enforcement of City codes & ordinances	18.6%	34.6%	23.1%	8.6%	3.2%	12.0%
Q1-6. Overall quality of customer service you receive from City employees	38.9%	37.6%	11.8%	1.8%	2.0%	7.9%
Q1-7. Overall effectiveness of City communication with the public	22.6%	41.0%	21.5%	7.0%	2.5%	5.4%
Q1-8. Overall quality of refuse collection services	46.8%	34.4%	9.5%	3.6%	1.6%	4.1%
Q1-9. Overall quality of City's stormwater runoff/stormwater management system	27.4%	40.3%	19.0%	4.5%	1.4%	7.5%
Q1-10. Overall flow of traffic & congestion management in City	24.0%	41.2%	19.0%	11.1%	2.0%	2.7%
Q1-11. Overall quality of City electric utility	43.0%	38.7%	8.4%	2.5%	2.5%	5.0%

WITHOUT "DON'T KNOW"

Q1. Overall Satisfaction. Please rate your overall satisfaction with the following major categories of services provided by the City of Rolla using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police & fire services	47.5%	41.2%	8.2%	2.2%	1.0%
Q1-2. Overall quality of City parks & recreation programs & facilities	37.8%	45.6%	11.8%	4.0%	0.7%
Q1-3. Overall maintenance of City streets, buildings & facilities	22.5%	48.3%	17.7%	10.1%	1.4%
Q1-4. Overall quality of City water & sewer utilities	35.6%	44.9%	12.3%	5.8%	1.4%
Q1-5. Overall enforcement of City codes & ordinances	21.1%	39.3%	26.2%	9.8%	3.6%
Q1-6. Overall quality of customer service you receive from City employees	42.3%	40.8%	12.8%	2.0%	2.2%
Q1-7. Overall effectiveness of City communication with the public	23.9%	43.3%	22.7%	7.4%	2.6%
Q1-8. Overall quality of refuse collection services	48.8%	35.8%	9.9%	3.8%	1.7%
Q1-9. Overall quality of City's stormwater runoff/stormwater management system	29.6%	43.5%	20.5%	4.9%	1.5%
Q1-10. Overall flow of traffic & congestion management in City	24.7%	42.3%	19.5%	11.4%	2.1%
Q1-11. Overall quality of City electric utility	45.2%	40.7%	8.8%	2.6%	2.6%

Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police & fire services	72	16.3 %
Overall quality of City parks & recreation programs & facilities	37	8.4 %
Overall maintenance of City streets, buildings & facilities	89	20.1 %
Overall quality of City water & sewer utilities	25	5.7 %
Overall enforcement of City codes & ordinances	32	7.2 %
Overall quality of customer service you receive from City employees	6	1.4 %
Overall effectiveness of City communication with the public	23	5.2 %
Overall quality of refuse collection services	9	2.0 %
Overall quality of City's stormwater runoff/stormwater management system	15	3.4 %
Overall flow of traffic & congestion management in City	61	13.8 %
Overall quality of City electric utility	10	2.3 %
None chosen	63	14.3 %
Total	442	100.0 %

Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police & fire services	36	8.1 %
Overall quality of City parks & recreation programs & facilities	43	9.7 %
Overall maintenance of City streets, buildings & facilities	78	17.6 %
Overall quality of City water & sewer utilities	23	5.2 %
Overall enforcement of City codes & ordinances	32	7.2 %
Overall quality of customer service you receive from City employees	11	2.5 %
Overall effectiveness of City communication with the public	44	10.0 %
Overall quality of refuse collection services	14	3.2 %
Overall quality of City's stormwater runoff/stormwater management system	26	5.9 %
Overall flow of traffic & congestion management in City	45	10.2 %
Overall quality of City electric utility	8	1.8 %
None chosen	82	18.6 %
Total	442	100.0 %

Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police & fire services	31	7.0 %
Overall quality of City parks & recreation programs & facilities	37	8.4 %
Overall maintenance of City streets, buildings & facilities	49	11.1 %
Overall quality of City water & sewer utilities	25	5.7 %
Overall enforcement of City codes & ordinances	30	6.8 %
Overall quality of customer service you receive from City employees	5	1.1 %
Overall effectiveness of City communication with the public	41	9.3 %
Overall quality of refuse collection services	13	2.9 %
Overall quality of City's stormwater runoff/stormwater management system	31	7.0 %
Overall flow of traffic & congestion management in City	58	13.1 %
Overall quality of City electric utility	19	4.3 %
None chosen	103	23.3 %
Total	442	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police & fire services	139	31.4 %
Overall quality of City parks & recreation programs & facilities	117	26.5 %
Overall maintenance of City streets, buildings & facilities	216	48.9 %
Overall quality of City water & sewer utilities	73	16.5 %
Overall enforcement of City codes & ordinances	94	21.3 %
Overall quality of customer service you receive from City employees	22	5.0 %
Overall effectiveness of City communication with the public	108	24.4 %
Overall quality of refuse collection services	36	8.1 %
Overall quality of City's stormwater runoff/stormwater management system	72	16.3 %
Overall flow of traffic & congestion management in City	164	37.1 %
Overall quality of City electric utility	37	8.4 %
None chosen	63	14.3 %
Total	1141	

Q3. Please rate your overall satisfaction with the following items that may influence your perception of the City of Rolla using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall value that you receive for your City tax & fees	21.9%	41.9%	21.9%	6.1%	2.5%	5.7%
Q3-2. Overall image of City	23.5%	42.3%	18.8%	10.0%	2.0%	3.4%
Q3-3. How well City is planning growth	16.7%	29.2%	24.9%	12.9%	4.1%	12.2%
Q3-4. Overall quality of life in City	30.5%	43.4%	16.7%	5.4%	1.4%	2.5%
Q3-5. Overall quality of services provided by City of Rolla	27.6%	48.0%	15.4%	4.5%	1.1%	3.4%

WITHOUT "DON'T KNOW"

Q3. Please rate your overall satisfaction with the following items that may influence your perception of the City of Rolla using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall value that you receive for your City tax & fees	23.3%	44.4%	23.3%	6.5%	2.6%
Q3-2. Overall image of City	24.4%	43.8%	19.4%	10.3%	2.1%
Q3-3. How well City is planning growth	19.1%	33.2%	28.4%	14.7%	4.6%
Q3-4. Overall quality of life in City	31.3%	44.5%	17.2%	5.6%	1.4%
Q3-5. Overall quality of services provided by City of Rolla	28.6%	49.6%	15.9%	4.7%	1.2%

Q4. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of local police protection	35.5%	42.8%	11.3%	3.2%	1.4%	5.9%
Q4-2. Visibility of police in neighborhoods	22.2%	42.5%	20.6%	9.3%	1.8%	3.6%
Q4-3. Visibility of police in retail areas	17.6%	41.2%	25.8%	7.0%	1.4%	7.0%
Q4-4. City's efforts to prevent crime	21.0%	43.4%	19.7%	5.4%	1.8%	8.6%
Q4-5. Enforcement of local traffic laws	22.2%	46.6%	17.4%	5.7%	3.2%	5.0%
Q4-6. How quickly police respond to emergencies	27.1%	36.4%	16.7%	1.4%	1.4%	17.0%
Q4-7. Drug & criminal enforcement	14.7%	34.2%	20.8%	9.5%	3.4%	17.4%
Q4-8. Quality of animal control	20.4%	38.0%	18.1%	7.7%	3.6%	12.2%
Q4-9. Overall quality of local fire protection	40.5%	41.2%	7.0%	0.5%	0.2%	10.6%
Q4-10. How quickly fire department personnel respond to emergencies	36.2%	34.2%	7.5%	0.5%	0.2%	21.5%
Q4-11. Overall quality of emergency medical services	36.2%	38.7%	10.0%	2.3%	1.8%	11.1%
Q4-12. City's municipal court	12.9%	29.4%	22.6%	3.2%	2.5%	29.4%

WITHOUT "DON'T KNOW"

Q4. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of local police protection	37.7%	45.4%	12.0%	3.4%	1.4%
Q4-2. Visibility of police in neighborhoods	23.0%	44.1%	21.4%	9.6%	1.9%
Q4-3. Visibility of police in retail areas	19.0%	44.3%	27.7%	7.5%	1.5%
Q4-4. City's efforts to prevent crime	23.0%	47.5%	21.5%	5.9%	2.0%
Q4-5. Enforcement of local traffic laws	23.3%	49.0%	18.3%	6.0%	3.3%
Q4-6. How quickly police respond to emergencies	32.7%	43.9%	20.2%	1.6%	1.6%
Q4-7. Drug & criminal enforcement	17.8%	41.4%	25.2%	11.5%	4.1%
Q4-8. Quality of animal control	23.2%	43.3%	20.6%	8.8%	4.1%
Q4-9. Overall quality of local fire protection	45.3%	46.1%	7.8%	0.5%	0.3%
Q4-10. How quickly fire department personnel respond to emergencies	46.1%	43.5%	9.5%	0.6%	0.3%
Q4-11. Overall quality of emergency medical services	40.7%	43.5%	11.2%	2.5%	2.0%
Q4-12. City's municipal court	18.3%	41.7%	32.1%	4.5%	3.5%

Q5. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=442)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q5-1. In your neighborhood during the day	59.0%	35.3%	2.7%	1.1%	0.2%	1.6%
Q5-2. In your neighborhood after dark	33.9%	43.4%	12.9%	5.2%	1.8%	2.7%
Q5-3. In Rolla downtown area during the day	50.5%	39.1%	5.4%	1.1%	0.5%	3.4%
Q5-4. In Rolla downtown area after dark	16.5%	37.6%	21.9%	10.0%	1.6%	12.4%
Q5-5. In Rolla's parks during the day	46.4%	39.4%	7.5%	0.7%	0.5%	5.7%
Q5-6. In Rolla's parks after dark	8.8%	20.6%	27.8%	18.8%	4.1%	19.9%
Q5-7. From violent crime (rape, assault, robbery)	23.8%	40.5%	21.3%	6.3%	1.4%	6.8%
Q5-8. From property crime (burglary, theft)	14.3%	36.0%	28.5%	12.0%	3.8%	5.4%

WITHOUT "DON'T KNOW"**Q5. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")**

(N=442)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q5-1. In your neighborhood during the day	60.0%	35.9%	2.8%	1.1%	0.2%
Q5-2. In your neighborhood after dark	34.9%	44.7%	13.3%	5.3%	1.9%
Q5-3. In Rolla downtown area during the day	52.2%	40.5%	5.6%	1.2%	0.5%
Q5-4. In Rolla downtown area after dark	18.9%	42.9%	25.1%	11.4%	1.8%
Q5-5. In Rolla's parks during the day	49.2%	41.7%	7.9%	0.7%	0.5%
Q5-6. In Rolla's parks after dark	11.0%	25.7%	34.7%	23.4%	5.1%
Q5-7. From violent crime (rape, assault, robbery)	25.5%	43.4%	22.8%	6.8%	1.5%
Q5-8. From property crime (burglary, theft)	15.1%	38.0%	30.1%	12.7%	4.1%

Q6. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Maintenance of City parks	29.2%	48.4%	13.1%	3.8%	0.9%	4.5%
Q6-2. Number of City parks	31.7%	44.3%	12.7%	5.0%	2.0%	4.3%
Q6-3. Location of City parks	32.4%	47.7%	12.2%	3.2%	0.7%	3.8%
Q6-4. Walking & biking trails in City	37.3%	40.5%	11.3%	4.3%	0.2%	6.3%
Q6-5. Outdoor athletic fields (i.e. baseball, softball, & soccer)	26.5%	37.8%	16.5%	2.5%	0.5%	16.3%
Q6-6. Community's youth athletic programs	16.3%	30.8%	16.7%	4.3%	0.7%	31.2%
Q6-7. City's adult athletic programs	12.9%	28.5%	20.6%	4.8%	1.6%	31.7%
Q6-8. Fees that are charged for recreation programs	13.1%	23.3%	26.9%	6.3%	3.4%	26.9%
Q6-9. City library	31.7%	34.8%	16.3%	2.9%	1.6%	12.7%
Q6-10. The Centre Health & Recreation Complex	21.0%	25.1%	18.6%	13.1%	7.9%	14.3%

WITHOUT "DON'T KNOW"

Q6. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Maintenance of City parks	30.6%	50.7%	13.7%	4.0%	0.9%
Q6-2. Number of City parks	33.1%	46.3%	13.2%	5.2%	2.1%
Q6-3. Location of City parks	33.6%	49.6%	12.7%	3.3%	0.7%
Q6-4. Walking & biking trails in City	39.9%	43.2%	12.1%	4.6%	0.2%
Q6-5. Outdoor athletic fields (i.e. baseball, softball, & soccer)	31.6%	45.1%	19.7%	3.0%	0.5%
Q6-6. Community's youth athletic programs	23.7%	44.7%	24.3%	6.3%	1.0%
Q6-7. City's adult athletic programs	18.9%	41.7%	30.1%	7.0%	2.3%
Q6-8. Fees that are charged for recreation programs	18.0%	31.9%	36.8%	8.7%	4.6%
Q6-9. City library	36.3%	39.9%	18.7%	3.4%	1.8%
Q6-10. The Centre Health & Recreation Complex	24.5%	29.3%	21.6%	15.3%	9.2%

Q7. Listed below are actions the City of Rolla could take to improve the city's Parks and Recreation System. Using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not Supportive at All," please rate your level of support for each of the following.

(N=442)

	Very supportive	Supportive	Neutral	Not supportive	Not supportive at all	Don't know
Q7-1. Upgrading existing parks, shelter & playground areas	29.2%	38.5%	19.0%	4.8%	2.3%	6.3%
Q7-2. Developing new walking/biking trails	33.3%	33.9%	16.3%	6.3%	4.1%	6.1%
Q7-3. Developing/improving existing youth/adult athletic fields	18.8%	32.6%	27.1%	6.6%	2.7%	12.2%
Q7-4. Purchasing land to preserve open space	22.2%	28.7%	24.2%	10.9%	4.8%	9.3%
Q7-5. Developing new historical & cultural facilities	23.8%	31.9%	24.7%	7.5%	3.8%	8.4%
Q7-6. Purchasing land to develop neighborhood parks	20.1%	28.1%	25.1%	11.5%	6.3%	8.8%
Q7-7. Upgrading existing skate park	10.4%	19.0%	34.6%	15.2%	5.2%	15.6%
Q7-8. Improving/expanding dog park	14.3%	21.7%	30.1%	11.3%	10.0%	12.7%
Q7-9. Developing/improving restrooms within parks	31.9%	39.4%	16.1%	3.6%	2.3%	6.8%
Q7-10. Expanding Fitness Area at the Centre	11.5%	16.5%	29.2%	12.9%	14.7%	15.2%
Q7-11. Providing more youth/adult indoor sports leagues	14.7%	24.0%	33.0%	6.8%	3.4%	18.1%

WITHOUT "DON'T KNOW"

Q7. Listed below are actions the City of Rolla could take to improve the city's Parks and Recreation System. Using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not Supportive at All," please rate your level of support for each of the following. (without "don't know")

(N=442)

	Very supportive	Supportive	Neutral	Not supportive	Not supportive at all
Q7-1. Upgrading existing parks, shelter & playground areas	31.2%	41.1%	20.3%	5.1%	2.4%
Q7-2. Developing new walking/biking trails	35.4%	36.1%	17.3%	6.7%	4.3%
Q7-3. Developing/improving existing youth/adult athletic fields	21.4%	37.1%	30.9%	7.5%	3.1%
Q7-4. Purchasing land to preserve open space	24.4%	31.7%	26.7%	12.0%	5.2%
Q7-5. Developing new historical & cultural facilities	25.9%	34.8%	26.9%	8.1%	4.2%
Q7-6. Purchasing land to develop neighborhood parks	22.1%	30.8%	27.5%	12.7%	6.9%
Q7-7. Upgrading existing skate park	12.3%	22.5%	41.0%	18.0%	6.2%
Q7-8. Improving/expanding dog park	16.3%	24.9%	34.5%	13.0%	11.4%
Q7-9. Developing/improving restrooms within parks	34.2%	42.2%	17.2%	3.9%	2.4%
Q7-10. Expanding Fitness Area at the Centre	13.6%	19.5%	34.4%	15.2%	17.3%
Q7-11. Providing more youth/adult indoor sports leagues	18.0%	29.3%	40.3%	8.3%	4.1%

Q8. Which FOUR of the actions listed in Question 7 to improve the City's Parks and Recreation System would you be MOST WILLING to fund with your tax dollars?

Q8. Top choice	Number	Percent
Upgrading existing parks, shelter & playground areas	75	17.0 %
Developing new walking/biking trails	87	19.7 %
Developing/improving existing youth/adult athletic fields	14	3.2 %
Purchasing land to preserve open space	30	6.8 %
Developing new historical & cultural facilities	31	7.0 %
Purchasing land to develop neighborhood parks	9	2.0 %
Upgrading existing skate park	8	1.8 %
Improving/expanding dog park	25	5.7 %
Developing/improving restrooms within parks	38	8.6 %
Expanding Fitness Area at the Centre	13	2.9 %
Providing more youth/adult indoor sports leagues	11	2.5 %
None chosen	101	22.9 %
Total	442	100.0 %

Q8. Which FOUR of the actions listed in Question 7 to improve the City's Parks and Recreation System would you be MOST WILLING to fund with your tax dollars?

Q8. 2nd choice	Number	Percent
Upgrading existing parks, shelter & playground areas	47	10.6 %
Developing new walking/biking trails	59	13.3 %
Developing/improving existing youth/adult athletic fields	24	5.4 %
Purchasing land to preserve open space	17	3.8 %
Developing new historical & cultural facilities	49	11.1 %
Purchasing land to develop neighborhood parks	20	4.5 %
Upgrading existing skate park	8	1.8 %
Improving/expanding dog park	19	4.3 %
Developing/improving restrooms within parks	53	12.0 %
Expanding Fitness Area at the Centre	12	2.7 %
Providing more youth/adult indoor sports leagues	17	3.8 %
None chosen	117	26.5 %
Total	442	100.0 %

Q8. Which FOUR of the actions listed in Question 7 to improve the City's Parks and Recreation System would you be MOST WILLING to fund with your tax dollars?

Q8. 3rd choice	Number	Percent
Upgrading existing parks, shelter & playground areas	49	11.1 %
Developing new walking/biking trails	33	7.5 %
Developing/improving existing youth/adult athletic fields	13	2.9 %
Purchasing land to preserve open space	36	8.1 %
Developing new historical & cultural facilities	39	8.8 %
Purchasing land to develop neighborhood parks	28	6.3 %
Upgrading existing skate park	8	1.8 %
Improving/expanding dog park	16	3.6 %
Developing/improving restrooms within parks	51	11.5 %
Expanding Fitness Area at the Centre	14	3.2 %
Providing more youth/adult indoor sports leagues	19	4.3 %
None chosen	136	30.8 %
Total	442	100.0 %

Q8. Which FOUR of the actions listed in Question 7 to improve the City's Parks and Recreation System would you be MOST WILLING to fund with your tax dollars?

Q8. 4th choice	Number	Percent
Upgrading existing parks, shelter & playground areas	36	8.1 %
Developing new walking/biking trails	27	6.1 %
Developing/improving existing youth/adult athletic fields	26	5.9 %
Purchasing land to preserve open space	23	5.2 %
Developing new historical & cultural facilities	33	7.5 %
Purchasing land to develop neighborhood parks	25	5.7 %
Upgrading existing skate park	8	1.8 %
Improving/expanding dog park	14	3.2 %
Developing/improving restrooms within parks	43	9.7 %
Expanding Fitness Area at the Centre	9	2.0 %
Providing more youth/adult indoor sports leagues	32	7.2 %
None chosen	166	37.6 %
Total	442	100.0 %

SUM OF TOP 4 CHOICES

Q8. Which FOUR of the actions listed in Question 7 to improve the City's Parks and Recreation System would you be MOST WILLING to fund with your tax dollars? (top 4)

Q8. Sum of top 4 choices	Number	Percent
Upgrading existing parks, shelter & playground areas	207	46.8 %
Developing new walking/biking trails	206	46.6 %
Developing/improving existing youth/adult athletic fields	77	17.4 %
Purchasing land to preserve open space	106	24.0 %
Developing new historical & cultural facilities	152	34.4 %
Purchasing land to develop neighborhood parks	82	18.6 %
Upgrading existing skate park	32	7.2 %
Improving/expanding dog park	74	16.7 %
Developing/improving restrooms within parks	185	41.9 %
Expanding Fitness Area at the Centre	48	10.9 %
Providing more youth/adult indoor sports leagues	79	17.9 %
None chosen	101	22.9 %
Total	1349	

Q9. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of City streets	21.3%	45.7%	14.3%	12.0%	3.8%	2.9%
Q9-2. Maintenance of City sidewalks	21.3%	42.5%	21.0%	8.8%	2.5%	3.8%
Q9-3. Maintenance of traffic signals & street signs	25.8%	51.8%	13.6%	4.5%	1.4%	2.9%
Q9-4. Adequacy of City street lighting	18.1%	46.8%	16.7%	12.0%	3.2%	3.2%
Q9-5. Maintenance & preservation of Downtown Rolla	18.1%	44.8%	21.0%	8.1%	1.1%	6.8%
Q9-6. Maintenance of City buildings, such as City Hall, police stations, & Community Hall	23.5%	48.0%	14.5%	1.8%	0.7%	11.5%
Q9-7. Snow removal on City streets	31.0%	45.7%	12.4%	5.0%	2.0%	3.8%
Q9-8. Mowing & trimming along City streets & other public areas	24.0%	46.6%	15.2%	7.7%	2.5%	4.1%
Q9-9. Overall cleanliness of City streets & other public areas	24.4%	49.1%	15.6%	5.2%	2.3%	3.4%
Q9-10. Adequacy of sewer service	29.6%	47.7%	13.3%	2.0%	1.6%	5.7%
Q9-11. Water quality & supply	29.4%	45.2%	13.1%	5.4%	2.9%	3.8%

WITHOUT "DON'T KNOW"

Q9. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of City streets	21.9%	47.1%	14.7%	12.4%	4.0%
Q9-2. Maintenance of City sidewalks	22.1%	44.2%	21.9%	9.2%	2.6%
Q9-3. Maintenance of traffic signals & street signs	26.6%	53.4%	14.0%	4.7%	1.4%
Q9-4. Adequacy of City street lighting	18.7%	48.4%	17.3%	12.4%	3.3%
Q9-5. Maintenance & preservation of Downtown Rolla	19.4%	48.1%	22.6%	8.7%	1.2%
Q9-6. Maintenance of City buildings, such as City Hall, police stations, & Community Hall	26.6%	54.2%	16.4%	2.0%	0.8%
Q9-7. Snow removal on City streets	32.2%	47.5%	12.9%	5.2%	2.1%
Q9-8. Mowing & trimming along City streets & other public areas	25.0%	48.6%	15.8%	8.0%	2.6%
Q9-9. Overall cleanliness of City streets & other public areas	25.3%	50.8%	16.2%	5.4%	2.3%
Q9-10. Adequacy of sewer service	31.4%	50.6%	14.1%	2.2%	1.7%
Q9-11. Water quality & supply	30.6%	47.1%	13.6%	5.6%	3.1%

Q10. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Enforcing clean up of litter, junk & derelict cars	12.7%	32.6%	23.3%	16.3%	5.4%	9.7%
Q10-2. Enforcing mowing & trimming of lawns	11.8%	36.7%	24.9%	14.3%	3.6%	8.8%
Q10-3. Enforcing maintenance of residential property	8.8%	32.1%	29.0%	13.8%	5.4%	10.9%
Q10-4. Enforcing maintenance of business property	11.8%	36.4%	26.9%	8.8%	3.8%	12.2%
Q10-5. Enforcing codes designed to protect public safety	16.3%	39.6%	25.1%	2.9%	2.0%	14.0%
Q10-6. Enforcing sign regulations	12.7%	40.7%	23.5%	3.4%	2.5%	17.2%
Q10-7. Enforcing City zoning regulations	12.2%	35.1%	26.0%	2.9%	3.4%	20.4%

WITHOUT "DON'T KNOW"**Q10. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Enforcing clean up of litter, junk & derelict cars	14.0%	36.1%	25.8%	18.0%	6.0%
Q10-2. Enforcing mowing & trimming of lawns	12.9%	40.2%	27.3%	15.6%	4.0%
Q10-3. Enforcing maintenance of residential property	9.9%	36.0%	32.5%	15.5%	6.1%
Q10-4. Enforcing maintenance of business property	13.4%	41.5%	30.7%	10.1%	4.4%
Q10-5. Enforcing codes designed to protect public safety	18.9%	46.1%	29.2%	3.4%	2.4%
Q10-6. Enforcing sign regulations	15.3%	49.2%	28.4%	4.1%	3.0%
Q10-7. Enforcing City zoning regulations	15.3%	44.0%	32.7%	3.7%	4.3%

Q11. City Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Overall quality of leadership provided by City's elected officials	19.5%	35.3%	24.2%	6.3%	5.2%	9.5%
Q11-2. Overall effectiveness of appointed boards & commissions	15.6%	33.9%	28.5%	5.9%	3.4%	12.7%
Q11-3. Overall effectiveness of City Administrator & appointed staff	23.3%	33.0%	23.8%	4.3%	3.8%	11.8%

WITHOUT "DON'T KNOW"

Q11. City Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Overall quality of leadership provided by City's elected officials	21.5%	39.0%	26.8%	7.0%	5.8%
Q11-2. Overall effectiveness of appointed boards & commissions	17.9%	38.9%	32.6%	6.7%	3.9%
Q11-3. Overall effectiveness of City Administrator & appointed staff	26.4%	37.4%	26.9%	4.9%	4.4%

Q12. City Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Availability of information about City programs & services	14.0%	36.0%	27.4%	12.2%	2.5%	7.9%
Q12-2. City efforts to keep you informed about local issues	15.2%	31.4%	27.1%	15.8%	4.1%	6.3%
Q12-3. Level of public involvement in local decision making	10.0%	28.1%	26.7%	14.9%	7.2%	13.1%

WITHOUT "DON'T KNOW"

Q12. City Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Availability of information about City programs & services	15.2%	39.1%	29.7%	13.3%	2.7%
Q12-2. City efforts to keep you informed about local issues	16.2%	33.6%	29.0%	16.9%	4.3%
Q12-3. Level of public involvement in local decision making	11.5%	32.3%	30.7%	17.2%	8.3%

Q13. From which of the following sources do you get information about City news and events?

Q13. From what sources do you get information about

<u>City news & events</u>	<u>Number</u>	<u>Percent</u>
Newspaper	220	49.8 %
Call City Hall	21	4.8 %
Local radio stations	161	36.4 %
Rolla Cable Channel 16	77	17.4 %
City homepage/internet	150	33.9 %
Social media (Facebook, Twitter)	251	56.8 %
Other	42	9.5 %
Total	922	

Q13-7. Other

<u>Q13-7. Other</u>	<u>Number</u>	<u>Percent</u>
Word of mouth	19	45.2 %
FOCUS	3	7.1 %
MAILINGS	3	7.1 %
CHAMBER OF COMMERCE	2	4.8 %
PHELPS COUNTY FOCUS	2	4.8 %
Friends outside social media	1	2.4 %
NEWSLETTER, UTILITY BILL, CHAMBER MAGAZINE	1	2.4 %
YOUTUBE	1	2.4 %
Google search	1	2.4 %
RADIO	1	2.4 %
TV	1	2.4 %
Talking to local elected officials	1	2.4 %
FAMILY	1	2.4 %
MAIL/POSTERS	1	2.4 %
FAMILY AND FRIENDS	1	2.4 %
KY3	1	2.4 %
MY CHILDREN	1	2.4 %
Neighbors/friends	1	2.4 %
Total	42	100.0 %

Q14. Perceptions of the City. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. General appearance of your neighborhood	29.4%	46.2%	10.9%	8.6%	2.5%	2.5%
Q14-2. General appearance of commercial areas	16.7%	49.8%	20.1%	8.6%	1.1%	3.6%
Q14-3. General appearance of public buildings & public spaces	22.9%	55.2%	15.6%	2.7%	0.7%	2.9%
Q14-4. Overall condition of City streets	18.6%	48.0%	18.8%	9.3%	3.4%	2.0%
Q14-5. Overall condition of sidewalks	19.2%	46.8%	22.2%	5.4%	3.2%	3.2%
Q14-6. Overall enforcement of maintenance codes	12.0%	31.2%	27.4%	6.8%	2.7%	19.9%
Q14-7. Overall enforcement of zoning laws	11.3%	32.8%	23.3%	3.8%	2.9%	25.8%
Q14-8. Overall appearance of City parks	25.8%	52.7%	13.1%	3.2%	1.6%	3.6%
Q14-9. Access to parks & open space	30.1%	50.7%	12.7%	2.5%	0.9%	3.2%
Q14-10. Overall flow of traffic & congestion management in City	19.9%	40.3%	20.4%	12.4%	2.7%	4.3%
Q14-11. Overall quality of City electric utility	34.6%	44.1%	10.2%	2.7%	2.0%	6.3%

WITHOUT "DON'T KNOW"**Q14. Perceptions of the City. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. General appearance of your neighborhood	30.2%	47.3%	11.1%	8.8%	2.6%
Q14-2. General appearance of commercial areas	17.4%	51.6%	20.9%	8.9%	1.2%
Q14-3. General appearance of public buildings & public spaces	23.5%	56.9%	16.1%	2.8%	0.7%
Q14-4. Overall condition of City streets	18.9%	49.0%	19.2%	9.5%	3.5%
Q14-5. Overall condition of sidewalks	19.9%	48.4%	22.9%	5.6%	3.3%
Q14-6. Overall enforcement of maintenance codes	15.0%	39.0%	34.2%	8.5%	3.4%
Q14-7. Overall enforcement of zoning laws	15.2%	44.2%	31.4%	5.2%	4.0%
Q14-8. Overall appearance of City parks	26.8%	54.7%	13.6%	3.3%	1.6%
Q14-9. Access to parks & open space	31.1%	52.3%	13.1%	2.6%	0.9%
Q14-10. Overall flow of traffic & congestion management in City	20.8%	42.1%	21.3%	13.0%	2.8%
Q14-11. Overall quality of City electric utility	37.0%	47.1%	10.9%	2.9%	2.2%

Q15. The Centre Complex is the focal point of Rolla's recreation and health system-welcoming 3.4 million visitors over the last 18 years. Unfortunately, the Centre's reserve funds will be depleted in 3 years. Which of the following should the City Council consider?

Q15. Which following should City Council consider	Number	Percent
Hire a professional management company to achieve better results	194	43.9 %
Enact a new park sales tax to supplement current operations	129	29.2 %
Close the public Centre Complex & lease the facility to a private operation	156	35.3 %
Total	479	

Q16. Should the City sell public property off Sharp Road (near the current animal shelter) at fair market value for possible relocation of a homeless shelter?

Q16. Should City sell public property off Sharp Road at fair market value for possible relocation of a homeless shelter	Number	Percent
Yes	276	62.4 %
No	117	26.5 %
Not provided	49	11.1 %
Total	442	100.0 %

WITHOUT "NOT PROVIDED"

Q16. Should the City sell public property off Sharp Road (near the current animal shelter) at fair market value for possible relocation of a homeless shelter? (without "not provided")

Q16. Should City sell public property off Sharp Road at fair market value for possible relocation of a homeless shelter	Number	Percent
Yes	276	70.2 %
No	117	29.8 %
Total	393	100.0 %

Q17. Using a scale of 1 to 4, where 4 means "Very Important" and 1 means "Not Important at All," please rate how important each of the following items are to you.

(N=442)

	Very important	Somewhat important	Not very important	Not important at all	Don't know
Q17-1. Being within an easy walk of other places & things in a community, such as shops & parks	31.4%	37.8%	21.3%	4.5%	5.0%
Q17-2. Sidewalks & places to take walks	60.9%	26.5%	6.3%	2.7%	3.6%
Q17-3. Being within a short commute to work	30.8%	28.3%	17.9%	12.0%	11.1%
Q17-4. Easy access to highways	38.2%	41.4%	13.1%	2.7%	4.5%
Q17-5. Bike lanes & paths nearby	31.0%	34.6%	17.6%	11.1%	5.7%

WITHOUT "DON'T KNOW"

Q17. Using a scale of 1 to 4, where 4 means "Very Important" and 1 means "Not Important at All," please rate how important each of the following items are to you. (without "don't know")

(N=442)

	Very important	Somewhat important	Not very important	Not important at all
Q17-1. Being within an easy walk of other places & things in a community, such as shops & parks	33.1%	39.8%	22.4%	4.8%
Q17-2. Sidewalks & places to take walks	63.1%	27.5%	6.6%	2.8%
Q17-3. Being within a short commute to work	34.6%	31.8%	20.1%	13.5%
Q17-4. Easy access to highways	40.0%	43.4%	13.7%	2.8%
Q17-5. Bike lanes & paths nearby	32.9%	36.7%	18.7%	11.8%

Q18. Counting yourself, how many people regularly live in your household?

<u>Q18. How many people regularly live in your household</u>	<u>Number</u>	<u>Percent</u>
1	125	28.3 %
2	191	43.2 %
3	58	13.1 %
4+	62	14.0 %
Not provided	6	1.4 %
Total	442	100.0 %

WITHOUT "NOT PROVIDED"**Q18. Counting yourself, how many people regularly live in your household? (without "not provided")**

<u>Q18. How many people regularly live in your household</u>	<u>Number</u>	<u>Percent</u>
1	125	28.7 %
2	191	43.8 %
3	58	13.3 %
4+	62	14.2 %
Total	436	100.0 %

Q19. Including yourself, how many people in your household are...

	<u>Mean</u>	<u>Sum</u>
number	2.2	967
Under age 5	0.1	27
Ages 5-9	0.1	38
Ages 10-14	0.1	44
Ages 15-19	0.1	46
Ages 20-24	0.2	70
Ages 25-34	0.3	121
Ages 35-44	0.3	123
Ages 45-54	0.3	150
Ages 55-64	0.4	158
Ages 65-74	0.3	114
Ages 75+	0.2	76

Q20. Approximately how many years have you lived in the City of Rolla?

Q20. How many years have you lived in City of Rolla	Number	Percent
0-5	87	19.7 %
6-10	40	9.0 %
11-15	41	9.3 %
16-20	67	15.2 %
21-30	71	16.1 %
31+	125	28.3 %
Not provided	11	2.5 %
Total	442	100.0 %

WITHOUT "NOT PROVIDED"**Q20. Approximately how many years have you lived in the City of Rolla? (without "not provided")**

Q20. How many years have you lived in City of Rolla	Number	Percent
0-5	87	20.2 %
6-10	40	9.3 %
11-15	41	9.5 %
16-20	67	15.5 %
21-30	71	16.5 %
31+	125	29.0 %
Total	431	100.0 %

Q21. Do you have internet service in your home?

Q21. Do you have internet service in your home	Number	Percent
Yes	392	88.7 %
No	43	9.7 %
Not provided	7	1.6 %
Total	442	100.0 %

WITHOUT "NOT PROVIDED"**Q21. Do you have internet service in your home? (without "not provided")**

Q21. Do you have internet service in your home	Number	Percent
Yes	392	90.1 %
No	43	9.9 %
Total	435	100.0 %

Q21a. (Only if YES to Question 21) Which of the following describes your satisfaction with your home internet service?

Q21a. What describes your satisfaction with your home internet service	Number	Percent
I am satisfied with my home internet service	182	46.4 %
I am not satisfied with my home internet service due to price	140	35.7 %
I am not satisfied with my home internet service due to reliability	64	16.3 %
Not provided	6	1.5 %
Total	392	100.0 %

WITHOUT "NOT PROVIDED"**Q21a. (Only if YES to Question 21) Which of the following describes your satisfaction with your home internet service? (without "not provided")**

Q21a. What describes your satisfaction with your home internet service	Number	Percent
I am satisfied with my home internet service	182	47.2 %
I am not satisfied with my home internet service due to price	140	36.3 %
I am not satisfied with my home internet service due to reliability	64	16.6 %
Total	386	100.0 %

Q22. Do you own or rent your current residence?

Q22. Do you own or rent your current residence	Number	Percent
Own	268	60.6 %
Rent	171	38.7 %
Not provided	3	0.7 %
Total	442	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Do you own or rent your current residence? (without "not provided")**

Q22. Do you own or rent your current residence	Number	Percent
Own	268	61.0 %
Rent	171	39.0 %
Total	439	100.0 %

Q23. What is your age?

Q23. Your age	Number	Percent
18-34	77	17.4 %
35-44	75	17.0 %
45-54	85	19.2 %
55-64	87	19.7 %
65+	90	20.4 %
Not provided	28	6.3 %
Total	442	100.0 %

WITHOUT "NOT PROVIDED"**Q23. What is your age? (without "not provided")**

Q23. Your age	Number	Percent
18-34	77	18.6 %
35-44	75	18.1 %
45-54	85	20.5 %
55-64	87	21.0 %
65+	90	21.7 %
Total	414	100.0 %

Q24. Would you say your total household income is...

Q24. Your total household income	Number	Percent
Under \$30K	80	18.1 %
\$30K-\$59,999	113	25.6 %
\$60K-\$99,999	129	29.2 %
\$100K+	71	16.1 %
Not provided	49	11.1 %
Total	442	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Would you say your total household income is... (without "not provided")**

Q24. Your total household income	Number	Percent
Under \$30K	80	20.4 %
\$30K-\$59,999	113	28.8 %
\$60K-\$99,999	129	32.8 %
\$100K+	71	18.1 %
Total	393	100.0 %

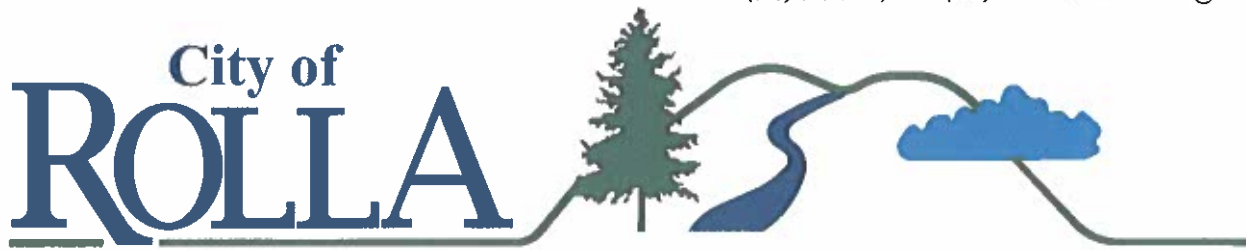
Q25. Your gender:

<u>Q25. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	220	49.8 %
Female	218	49.3 %
Not provided	4	0.9 %
Total	442	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Your gender: (without "not provided")**

<u>Q25. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	220	50.2 %
Female	218	49.8 %
Total	438	100.0 %

Section 5:
Survey Instrument



May 2020

Dear City of Rolla Resident:

During this very difficult time dealing with COVID-19 the citizens of Rolla have demonstrated their empathy and commitment to community. In this time of reflection it provides a wonderful opportunity for the City of Rolla to conduct our bi-annual citizen survey -- feedback from residents on a number of basic City services. As the City considers issues that affect our citizens, we want to ensure our priorities are aligned with the needs of all citizens. **Your input on the enclosed survey is extremely important; we need to know what you think.**

We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence decisions that will be made about the future of the City of Rolla. Your responses will also allow City of Rolla leaders to identify and address the many opportunities and challenges facing the community.

Please return your survey within the next week in the enclosed postage-paid envelope. Your responses will remain confidential. If you would prefer to complete the survey on-line, please do so at www.rollacommunitysurvey.org.

Thank you for your participation in the 2020 Citizen Survey. We appreciate your time, and your efforts will help to improve the future of our community.

City Administration
City of Rolla, Missouri



John Butz, City Administrator

City of Rolla 2020 Direction Finder Survey

City leaders would like your opinion about how well the city is delivering services to residents. Please take a few minutes to complete this survey. Your input will be used to help set community priorities so that tax dollars are spent wisely. If you have questions, please call City Administrator John Butz at (573) 426-6948. If you would prefer to complete this survey online, please visit www.RollaSurvey.org.

1. **Overall Satisfaction.** Please rate your overall satisfaction with the following major categories of services provided by the City of Rolla using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police and fire services	5	4	3	2	1	9
02. Overall quality of city parks and recreation programs and facilities	5	4	3	2	1	9
03. Overall maintenance of city streets, buildings and facilities	5	4	3	2	1	9
04. Overall quality of city water and sewer utilities	5	4	3	2	1	9
05. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
06. Overall quality of customer service you receive from city employees	5	4	3	2	1	9
07. Overall effectiveness of city communication with the public	5	4	3	2	1	9
08. Overall quality of refuse collection services	5	4	3	2	1	9
09. Overall quality of the city's stormwater runoff/stormwater management system	5	4	3	2	1	9
10. Overall flow of traffic and congestion management in the city	5	4	3	2	1	9
11. Overall quality of city electric utility	5	4	3	2	1	9

2. Which **THREE** of the items from the list in Question 1 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 1.]*

1st: _____ 2nd: _____ 3rd: _____

3. Please rate your overall satisfaction with the following items that may influence your perception of the City of Rolla using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
2. Overall image of the city	5	4	3	2	1	9
3. How well the city is planning growth	5	4	3	2	1	9
4. Overall quality of life in the city	5	4	3	2	1	9
5. Overall quality of services provided by the City of Rolla	5	4	3	2	1	9

4. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of local police protection	5	4	3	2	1	9
02. The visibility of police in neighborhoods	5	4	3	2	1	9
03. The visibility of police in retail areas	5	4	3	2	1	9
04. The city's efforts to prevent crime	5	4	3	2	1	9
05. Enforcement of local traffic laws	5	4	3	2	1	9
06. How quickly police respond to emergencies	5	4	3	2	1	9
07. Drug and criminal enforcement	5	4	3	2	1	9
08. Quality of animal control	5	4	3	2	1	9
09. Overall quality of local fire protection	5	4	3	2	1	9
10. How quickly fire department personnel respond to emergencies	5	4	3	2	1	9
11. Overall quality of emergency medical services	5	4	3	2	1	9
12. The city's municipal court	5	4	3	2	1	9

5. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe", please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood after dark	5	4	3	2	1	9
3. In the Rolla downtown area during the day	5	4	3	2	1	9
4. In the Rolla downtown area after dark	5	4	3	2	1	9
5. In Rolla's parks during the day	5	4	3	2	1	9
6. In Rolla's parks after dark	5	4	3	2	1	9
7. From violent crime (rape, assault, robbery)	5	4	3	2	1	9
8. From property crime (burglary, theft)	5	4	3	2	1	9

6. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The maintenance of city parks	5	4	3	2	1	9
02. The number of city parks	5	4	3	2	1	9
03. The location of city parks	5	4	3	2	1	9
04. The walking and biking trails in the city	5	4	3	2	1	9
05. The outdoor athletic fields (i.e. baseball, softball, and soccer)	5	4	3	2	1	9
06. The community's youth athletic programs	5	4	3	2	1	9
07. The city's adult athletic programs	5	4	3	2	1	9
08. The fees that are charged for recreation programs	5	4	3	2	1	9
09. The city library	5	4	3	2	1	9
10. The Centre Health and Recreation Complex	5	4	3	2	1	9

7. Listed below are actions the City of Rolla could take to improve the city's Parks and Recreation System. Using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not Supportive at All", please rate your level of support for each of the following.

	How supportive would you be of the city...	Very Supportive	Supportive	Neutral	Not Supportive	Not Supportive at All	Don't Know
01.	Upgrading existing parks, shelter and playground areas	5	4	3	2	1	9
02.	Developing new walking/biking trails	5	4	3	2	1	9
03.	Developing/Improving existing youth/adult athletic fields	5	4	3	2	1	9
04.	Purchasing land to preserve open space	5	4	3	2	1	9
05.	Developing new historical and cultural facilities	5	4	3	2	1	9
06.	Purchasing land to develop neighborhood parks	5	4	3	2	1	9
07.	Upgrading existing skate park	5	4	3	2	1	9
08.	Improving/Expanding dog park	5	4	3	2	1	9
09.	Developing/Improving restrooms within the parks	5	4	3	2	1	9
10.	Expanding the Fitness Area at the Centre	5	4	3	2	1	9
11.	Providing more youth/adult indoor sports leagues	5	4	3	2	1	9

8. Which FOUR of the actions listed in Question 7 to improve the city's Parks and Recreation System would you be MOST WILLING to fund with your tax dollars? [Write in your answers below using the numbers from the list in Question 7.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

9. **Maintenance.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of city streets	5	4	3	2	1	9
02.	Maintenance of city sidewalks	5	4	3	2	1	9
03.	Maintenance of traffic signals and street signs	5	4	3	2	1	9
04.	Adequacy of city street lighting	5	4	3	2	1	9
05.	Maintenance and preservation of downtown Rolla	5	4	3	2	1	9
06.	Maintenance of city buildings, such as City Hall, police stations, and Community Hall	5	4	3	2	1	9
07.	Snow removal on city streets	5	4	3	2	1	9
08.	Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
09.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
10.	Adequacy of sewer service	5	4	3	2	1	9
11.	Water quality and supply	5	4	3	2	1	9

10. **Code Enforcement.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the clean up of litter, junk and derelict cars	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of lawns	5	4	3	2	1	9
3.	Enforcing the maintenance of residential property	5	4	3	2	1	9
4.	Enforcing the maintenance of business property	5	4	3	2	1	9
5.	Enforcing codes designed to protect public safety	5	4	3	2	1	9
6.	Enforcing sign regulations	5	4	3	2	1	9
7.	Enforcing city zoning regulations	5	4	3	2	1	9

11. **City Leadership.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of leadership provided by the city's elected officials	5	4	3	2	1	9
2. Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
3. Overall effectiveness of the City Administrator and appointed staff	5	4	3	2	1	9

12. **City Communication.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about city programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. The level of public involvement in local decision making	5	4	3	2	1	9

13. **From which of the following sources do you get information about city news and events?** [Check all that apply.]

☐ (1) Newspaper
 ☐ (4) Rolla Cable Channel 16
 ☐ (6) Social media (Facebook, Twitter)

☐ (2) Call City Hall
 ☐ (5) City Homepage/Internet
 ☐ (7) Other: _____

☐ (3) Local radio stations

14. **Perceptions of the City.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. General appearance of your neighborhood	5	4	3	2	1	9
02. General appearance of commercial areas	5	4	3	2	1	9
03. General appearance of public buildings and public spaces	5	4	3	2	1	9
04. Overall condition of city streets	5	4	3	2	1	9
05. Overall condition of sidewalks	5	4	3	2	1	9
06. Overall enforcement of maintenance codes	5	4	3	2	1	9
07. Overall enforcement of zoning laws	5	4	3	2	1	9
08. Overall appearance of city parks	5	4	3	2	1	9
09. Access to parks and open space	5	4	3	2	1	9
10. Overall flow of traffic and congestion management in the city	5	4	3	2	1	9
11. Overall quality of city electric utility	5	4	3	2	1	9

15. **The Centre Complex is the focal point of Rolla's recreation and health system – welcoming 3.4 million visitors over the last 18 years. Unfortunately, the Centre's reserve funds will be depleted in 3 years. Which of the following should the City Council consider?** [Check all that apply.]

☐ (1) Hire a professional management company to achieve better results
 ☐ (2) Enact a new park sales tax to supplement current operations
 ☐ (3) Close the public Centre Complex and lease the facility to a private operation

16. **Should the City sell public property off Sharp Road (near the current animal shelter) at fair market value for possible relocation of a homeless shelter?**

☐ (1) Yes
 ☐ (2) No

17. Using a scale of 1 to 4, where 4 means "Very Important" and 1 means "Not Important at All", please rate how important each of the following items are to you.

		Very Important	Somewhat Important	Not Very Important	Not Important at All	Don't Know
1.	Being within an easy walk of other places and things in a community, such as shops and parks	4	3	2	1	9
2.	Sidewalks and places to take walks	4	3	2	1	9
3.	Being within a short commute to work	4	3	2	1	9
4.	Easy access to highways	4	3	2	1	9
5.	Bike lanes and paths nearby	4	3	2	1	9

DEMOGRAPHICS

18. Counting yourself, how many people regularly live in your household? _____ people

19. Including yourself, how many people in your household are...

Under age 5: _____ Ages 15-19: _____ Ages 35-44: _____ Ages 65-74: _____
 Ages 5-9: _____ Ages 20-24: _____ Ages 45-54: _____ Ages 75+: _____
 Ages 10-14: _____ Ages 25-34: _____ Ages 55-64: _____

20. Approximately how many years have you lived in the City of Rolla? _____ years

21. Do you have internet service in your home?

____(1) Yes [Answer question 21a] _____(2) No [Go to question 22]

21a. [Only if YES to #21] Which of the following describes your satisfaction with your home internet service?

____(1) I am satisfied with my home internet service
 ____ (2) I am not satisfied with my home internet service due to price
 ____ (3) I am not satisfied with my home internet service due to reliability

22. Do you own or rent your current residence? _____(1) Own _____(2) Rent

23. What is your age? _____ years

24. Would you say your total household income is...

____(1) Under \$30,000 _____(2) \$30,000-\$59,999 _____(3) \$60,000-\$99,999 _____(4) More than \$100,000

25. Your gender: _____(1) Male _____(2) Female

This concludes the survey – Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential.
 The information printed to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.