Cape Girardeau
Citizen Survey and Business Survey Results
2012
Survey Background

• Citizens’ and business owners’ and managers’ input on:
  ▫ Quality of life in the city
  ▫ Service delivery
  ▫ City government performance
  ▫ Priorities for City government

• First survey of this type conducted by the City
Survey methods

Citizen Survey
- Survey packets mailed to 1,800 households
  - Option to complete online
  - Split evenly among 6 Wards
- 565 residents completed the survey
  - Weighted to reflect the population profile
  - Response rate of 33%
  - Margin of error of ±4%

Business Survey
- Invitations mailed to 1,193 businesses
  - Online only response
- 273 business owners and managers completed the survey
  - Response rate of 24%
  - Margin of error ±6%
Highlights

• High quality of life for residents and business owners and managers
• Excellent employment, educational and volunteer opportunities
• Parks and recreation a strength of the City
Quality of Life
Overall Quality of Life in Cape Girardeau

Citizen Survey

- Excellent: 18%
- Good: 53%
- Fair: 25%
- Poor: 4%

Business Survey

- Excellent: 16%
- Good: 66%
- Fair: 18%
- Poor: 1%

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Citizens’ Commitment to the Community

Remain in Cape Girardeau for the next five years

Very likely 52%
Somewhat likely 24%
Very unlikely 14%
Somewhat unlikely 10%

Recommend living in Cape Girardeau to someone who asks

Very likely 37%
Somewhat likely 40%
Very unlikely 10%
Somewhat unlikely 12%

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Aspects of Quality of Life

- Place to raise children: 70%
- Neighborhood as a place to live: 67%
- Place to work: 65%
- Place to do business: 85%
- Relationship between business and government: 55%

Percent rating as “excellent” or “good”
Characteristics of Cape Girardeau

- Opportunities to participate in religious or spiritual events and activities: 82%
- Opportunities to volunteer: 78%
- Educational opportunities: 73%
- Ease of car travel in Cape Girardeau: 65%
- Availability of affordable quality child care: 43%
- Ease of air travel to and from Cape Girardeau: 40%
- Employment opportunities: 35%
- Ease of bus travel in Cape Girardeau: 24%
Characteristics of Cape Girardeau

- Educational opportunities: 81%
- Overall quality of business and service establishments: 76%
- Ease of car travel in Cape Girardeau: 73%
- Overall image or reputation of Cape Girardeau: 73%
- Ease of air travel to and from Cape Girardeau: 43%
- Employment opportunities: 42%
- Ease of bus travel in Cape Girardeau: 31%
- Amount of public parking downtown: 19%

Percent of businesses rating as “excellent” or “good”
Potential Problems Needing Attention

Higher rated problems:
- 57% Drugs
- 50% Run-down buildings
- 42% Run-down homes
- 38% Vacant buildings

Lower rated problems:
- 28% Trash and litter
- 26% Weeds, unmaintained landscaping
- 23% Graffiti
- 21% Noise

Percent of citizens responding “major attention”

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Quality of Services
Overall Quality of Services

Citizen Survey
- Excellent: 10%
- Good: 50%
- Fair: 34%
- Poor: 6%

Business Survey
- Excellent: 5%
- Poor: 3%
- Fair: 35%
- Good: 57%
City Services

Percent of citizens rating as “excellent” or “good”

- Fire protection services: 92%
- Emergency medical service provided by Cape Girardeau Fire Department: 91%
- Public library services: 83%
- City parks: 82%
- Services to low-income people: 40%
- Bus or transit services: 38%
- Street repair and maintenance: 35%
- Code enforcement (weeds, abandoned buildings, etc.): 39%
City Services

Percent of businesses rating as “excellent” or “good”

- Fire protection services: 93%
- Emergency medical service provided by Cape Girardeau Fire Department: 93%
- Fire prevention programs and education: 82%
- Police services: 80%
- Bus or transit services: 40%
- Code enforcement (weeds, abandoned buildings, etc.): 39%
- Street repair and maintenance: 38%
- Economic development: 37%
Key Driver Analysis

• Relationship between residents’ ratings of individual services and overall quality of services
• Drivers can be a window into improving overall ratings
• Cape Girardeau drivers:
  ▫ Public schools
  ▫ Police services
  ▫ City communications
  ▫ Street lighting
  ▫ Emergency preparedness
Cape Girardeau 2012 Action Chart™

Legend
- Above Benchmark
- Similar to Benchmark
- Below Benchmark

Overall Quality of City of Cape Girardeau Services

Environmental Sustainability
- Drinking water
- Garbage collection
- Power utility
- Recycling
- Sewer services
- Storm drainage

Public Safety
- Emergency preparedness
- Fire Dept. EMS
- Private ambulance service
- Police services
- Fire protection services
- Traffic enforcement

Community Inclusiveness
- Senior services
- Youth services

Key Driver

Community Design
- Planning and zoning
- Code enforcement
- Economic development
- Sidewalk maintenance
- Street lighting
- Animal control
- Street repair
- Snow removal
- Traffic signal timing
- Street cleaning

Recreation and Wellness
- City parks
- Library
- Recreation programs
- Aquatic facilities
- Bicycle/walking paths
- Public schools
- Recreation facilities

Civic Engagement
- Cable television
- City communication
- Recreation programs
- Recreation facilities
- Public schools
- Library
- Bicycle/walking paths
- Aquatic facilities
- City parks
- Street lighting
- Traffic signal timing
- Street repair
- Snow removal
- Senior services
- Youth services
- Emergency preparedness
- Police services
- Fire protection services
- Traffic enforcement
- Drinking water
- Garbage collection
- Power utility
- Recycling
- Sewer services
- Storm drainage
- Code enforcement
- Economic development
- Sidewalk maintenance
- Planning and zoning

Legend
- Above Benchmark
- Similar to Benchmark
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Prepared by National Research Center, Inc.
Citizen Ratings of City Government

- The overall direction that Cape Girardeau is taking: 12% Excellent, 37% Good, 49% Excellent
- The City's planning for growth: 11% Excellent, 34% Good, 45% Excellent
- The overall effectiveness of the city manager and appointed staff: 10% Excellent, 36% Good, 43% Excellent
- The value of services for the taxes paid to Cape Girardeau: 7% Excellent, 32% Good, 41% Excellent
- Attracting visitors to Cape Girardeau: 7% Excellent, 33% Good, 40% Excellent
- Retaining existing jobs: 9% Excellent, 31% Good, 39% Excellent
- Attracting new businesses to Cape Girardeau: 8% Excellent, 31% Good, 39% Excellent
- The overall leadership provided by the city's elected officials: 8% Excellent, 31% Good, 39% Excellent
- The job Cape Girardeau government does at welcoming citizen involvement: 7% Excellent, 28% Good, 36% Excellent
Citizen Contact with City Employees

Have you had any in-person, phone or email contact with an employee of the City of Cape Girardeau within the last 12 months?

- Yes: 58%
- No: 42%

Did you feel your question or issue was resolved?

- Yes: 79%
- No: 21%

- Ease or ability to reach a city employee:
  - Excellent: 28%
  - Good: 48%
  - Total: 76%

- Treated you with respect and courtesy:
  - Excellent: 38%
  - Good: 35%
  - Total: 73%

- Knowledge of issue or concern:
  - Excellent: 34%
  - Good: 38%
  - Total: 72%

- Responsiveness to your request:
  - Excellent: 31%
  - Good: 40%
  - Total: 71%

- Overall impression:
  - Excellent: 33%
  - Good: 37%
  - Total: 70%

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Priorities for Government

**Economic development, business and job retention**
- Percent selecting as top 1 or 2 priority: 32%

**Crime and safety**
- Percent selecting as top 1 or 2 priority: 25%

**Road maintenance/traffic**
- Percent selecting as top 1 or 2 priority: 25%

**Beautification, upkeep of landscape and buildings**
- Percent selecting as top 1 or 2 priority: 23%

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**Economic development, business and job retention**
- Percent selecting as top 1 or 2 priority: 45%

**Beautification, upkeep of landscape and buildings**
- Percent selecting as top 1 or 2 priority: 19%

**Road maintenance/traffic**
- Percent selecting as top 1 or 2 priority: 18%

**Government efficiency and taxes**
- Percent selecting as top 1 or 2 priority: 14%
Businesses’ Perceptions of Growth Rates

- Population
  - Too Slow: 43%
  - About right: 53%
  - Too Fast: 5%

- Retail
  - Too Slow: 45%
  - About right: 49%
  - Too Fast: 6%

- Jobs
  - Too Slow: 78%
  - About right: 23%

Prepared by National Research Center, Inc.
## Businesses’ Perceptions of Managing Growth

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Essential</th>
<th>Very Important</th>
<th>Overall %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encouraging additional commercial growth</td>
<td>44%</td>
<td>44%</td>
<td>88%</td>
</tr>
<tr>
<td>Allowing market forces to determine the location type and intensity of growth instead of regulation</td>
<td>25%</td>
<td>46%</td>
<td>71%</td>
</tr>
<tr>
<td>Encouraging additional residential growth</td>
<td>22%</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>Focusing future growth to Cape Girardeau’s already developed areas, rather than to new, undeveloped areas</td>
<td>15%</td>
<td>41%</td>
<td>56%</td>
</tr>
<tr>
<td>Regulation of the location, amount and pace of growth</td>
<td>16%</td>
<td>39%</td>
<td>55%</td>
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</tbody>
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Benchmark Comparisons
About NRC’s Benchmarks

• Database of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions including cities and counties
• Normative comparison for 260 services representing the opinions of over 30 million Americans
• Comparisons made to most recent surveys conducted within the jurisdictions
Cape Girardeau’s Benchmarks

Two custom sets of comparisons

- Communities across the nation with populations between 30,000 and 50,000
  - 76 communities included
  - 99 comparisons available

- Communities in the State of Missouri
  - 20 communities included
  - 40 comparisons available
Benchmark Summary: Population 30,000 to 50,000

**Strengths**
- Quality and use of city parks and recreation centers and facilities
- Recycling services
- Volunteer opportunities and rates of volunteerism
- Employment opportunities

**Areas for improvement**
- Traffic law enforcement
- Ease of bus travel
- Code enforcement
- Openness and acceptance of the community toward people of diverse backgrounds

Prepared by National Research Center, Inc.
Benchmark Summary: Missouri Communities

**Strengths**
- City parks and
- Recreation centers and facilities
- Recycling services
- Drinking water

**Areas for improvement**
- Crime prevention
- Safety in neighborhood and downtown
- Cleanliness
- Street sweeping and cleaning