



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 $\pm 4\%$

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 $\pm 6\%$

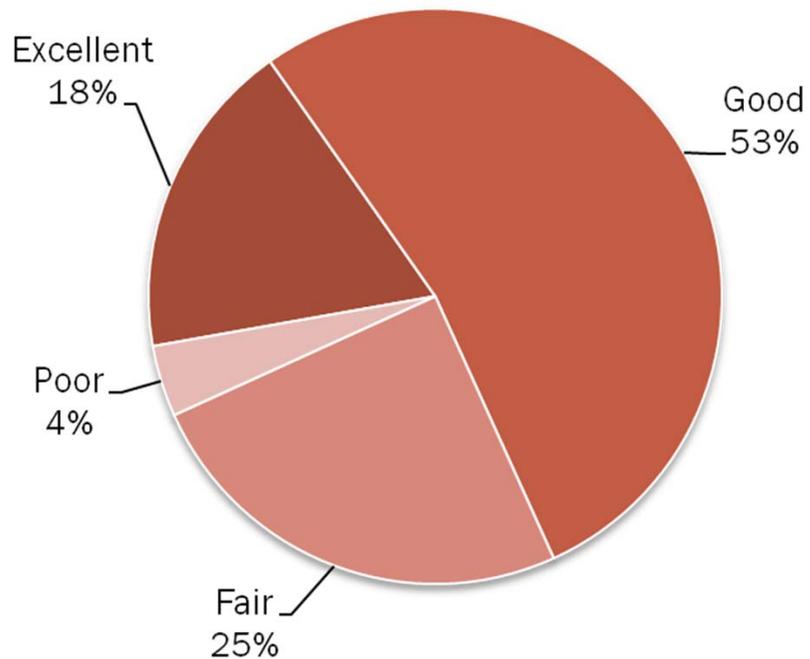
Highlights

- 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

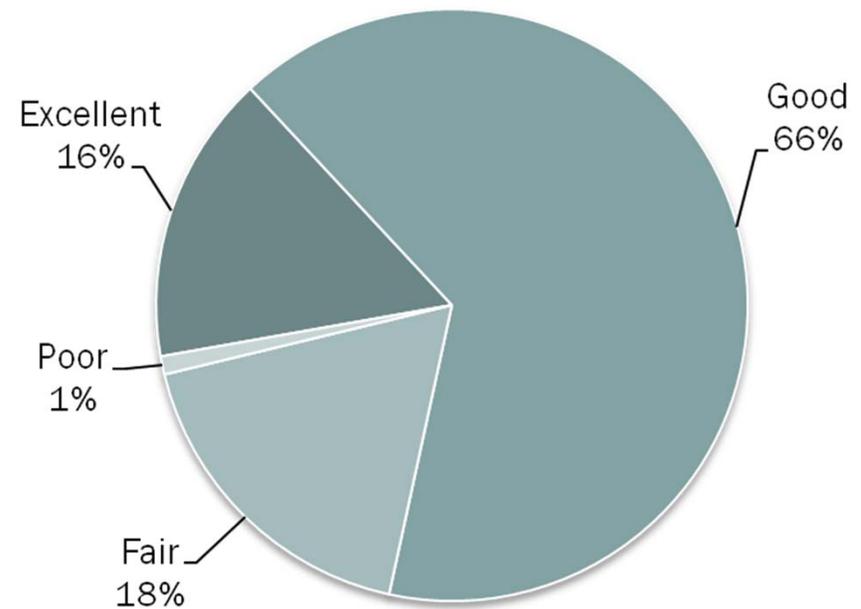
Quality of Life

Overall Quality of Life in Cape Girardeau

Citizen Survey

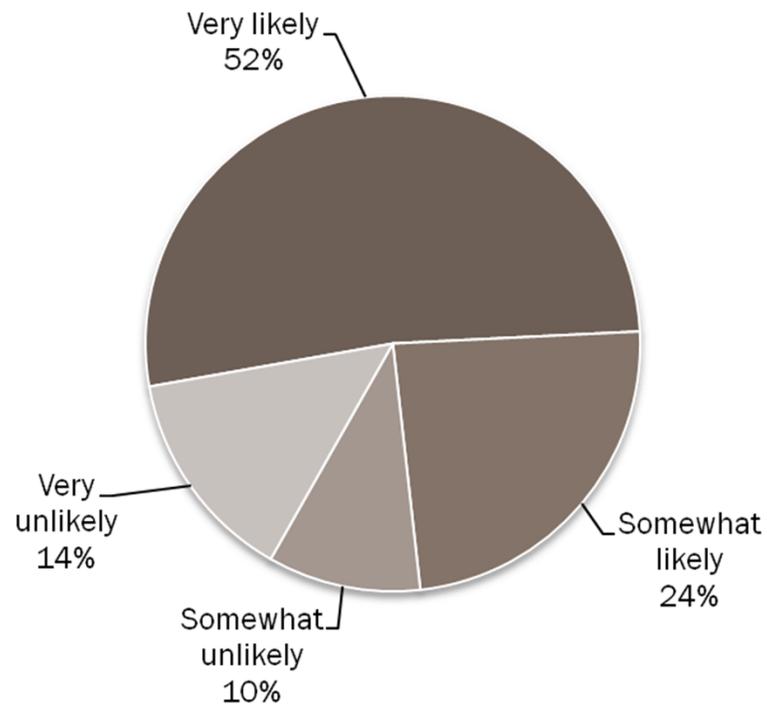


Business Survey

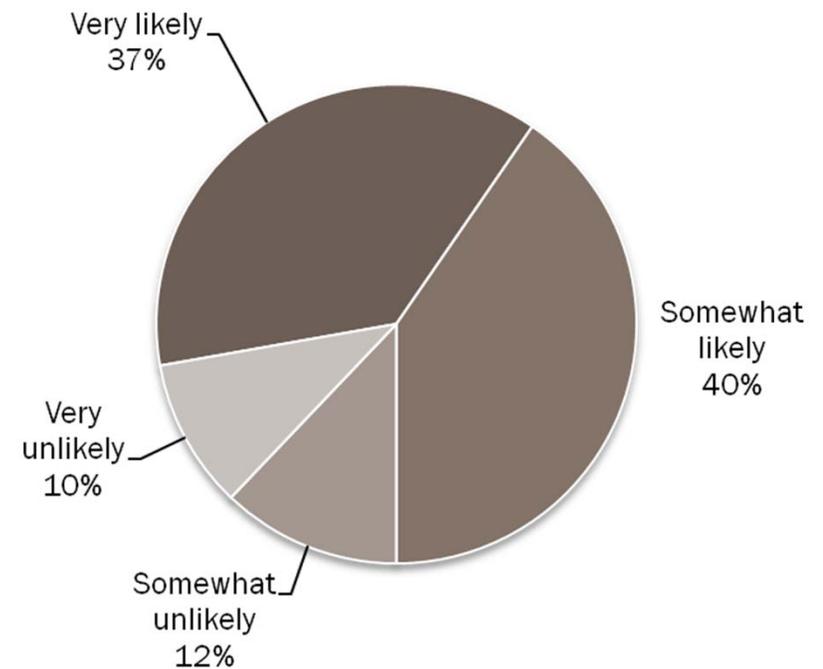


Citizens' Commitment to the Community

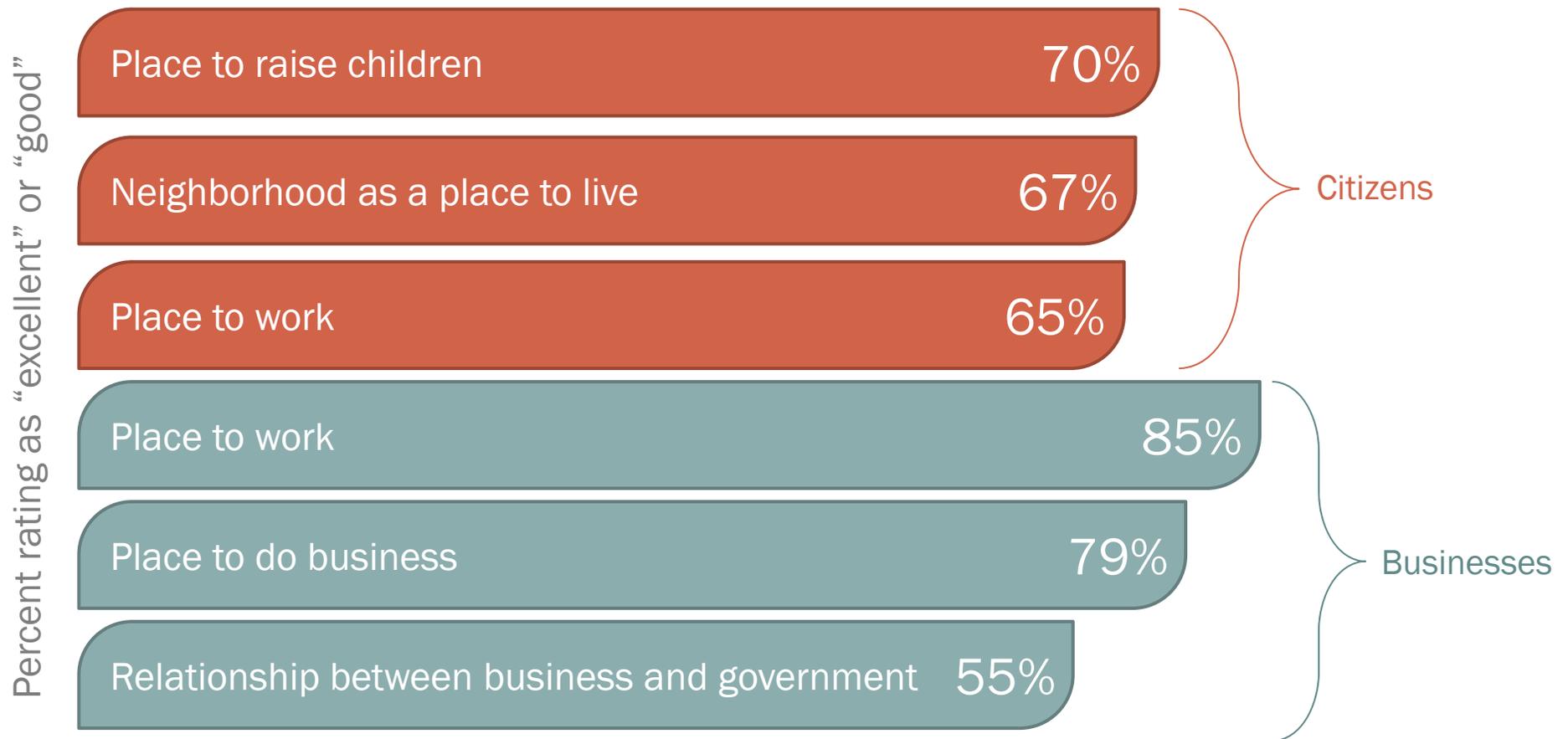
Remain in Cape Girardeau for the next five years



Recommend living in Cape Girardeau to someone who asks



Aspects of Quality of Life



Characteristics of Cape Girardeau

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

Opportunities to participate in religious or spiritual events and activities

82%

Opportunities to volunteer

78%

Highest rated

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%

Lowest rated

Employment opportunities

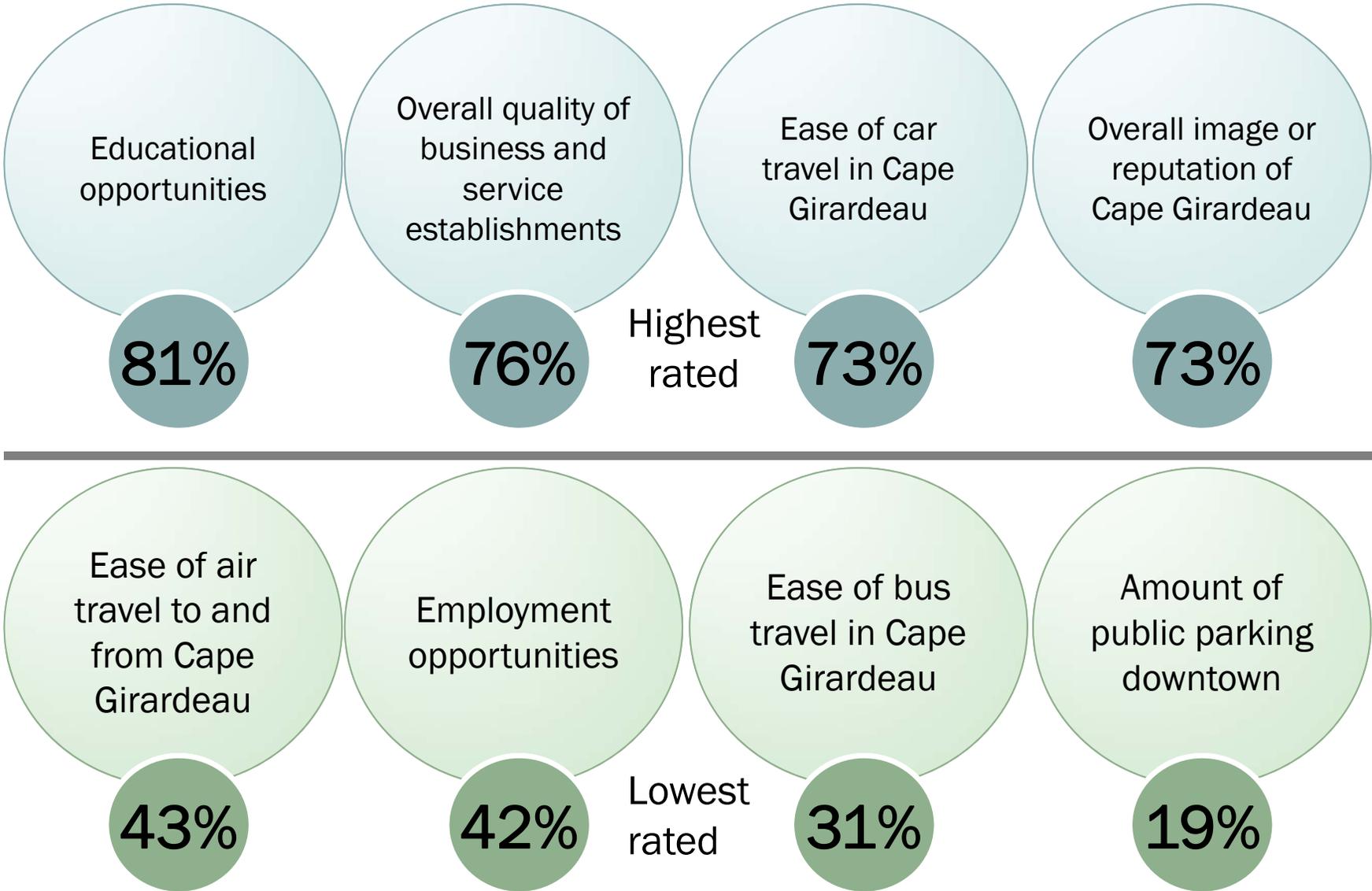
35%

Ease of bus travel in Cape Girardeau

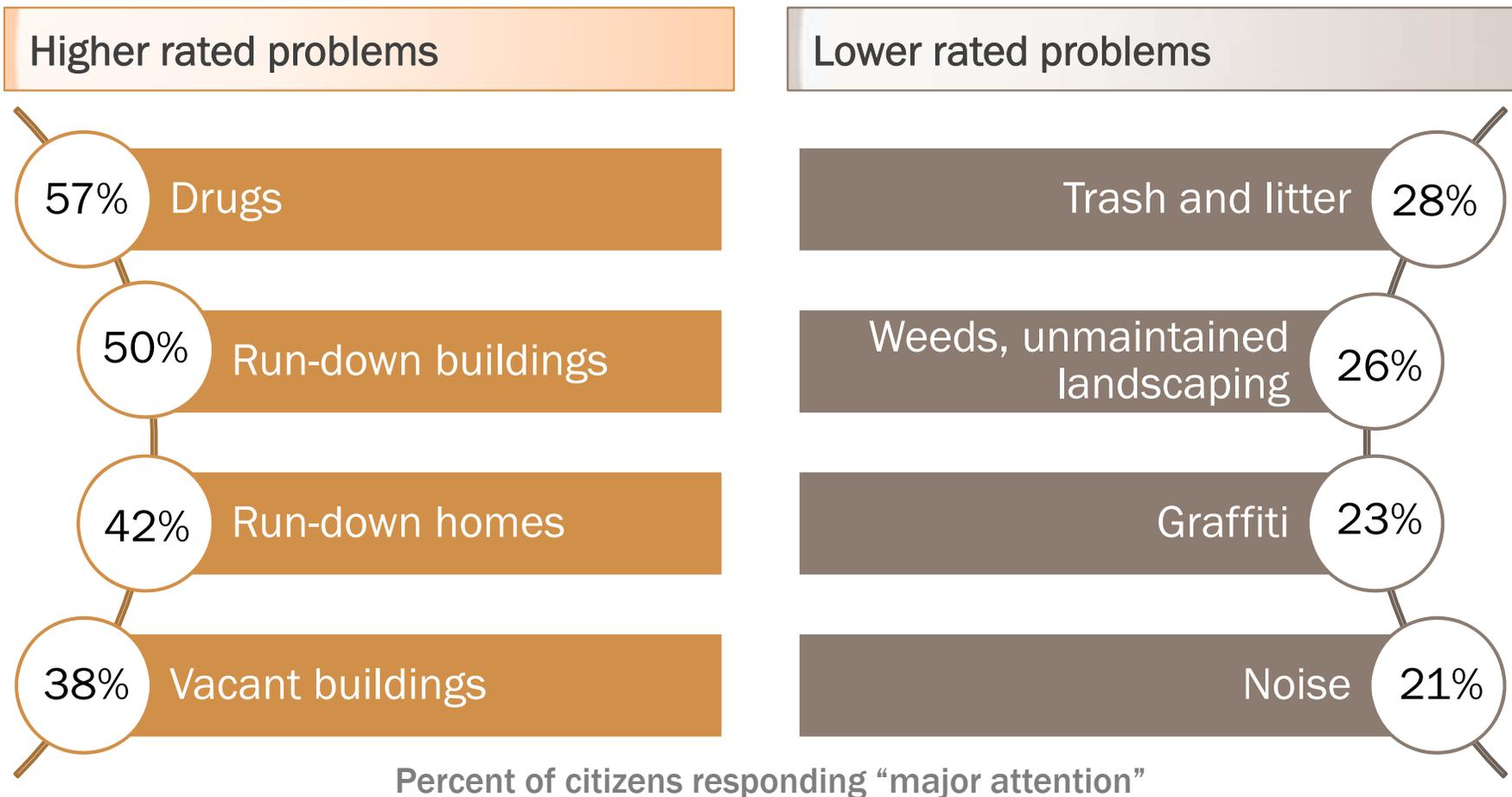
24%

Characteristics of Cape Girardeau

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



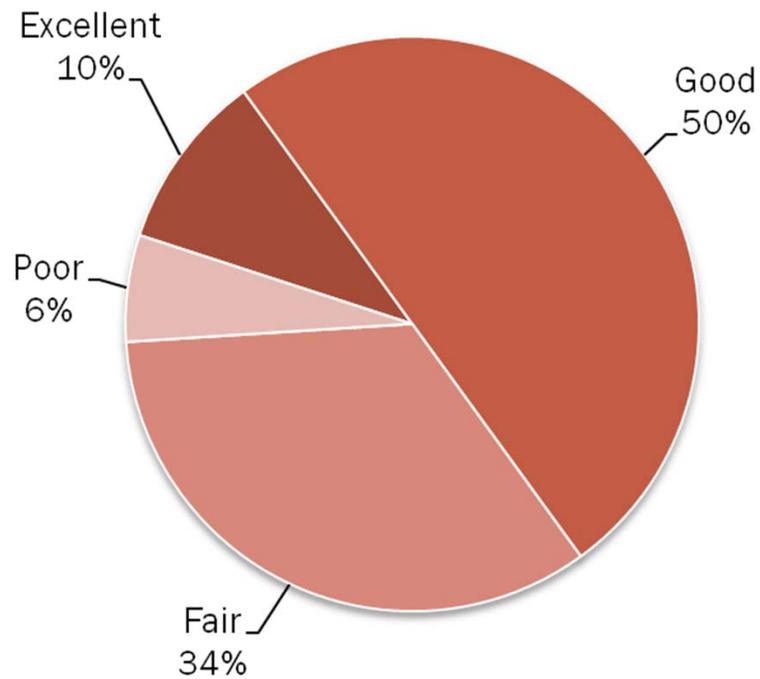
Potential Problems Needing Attention



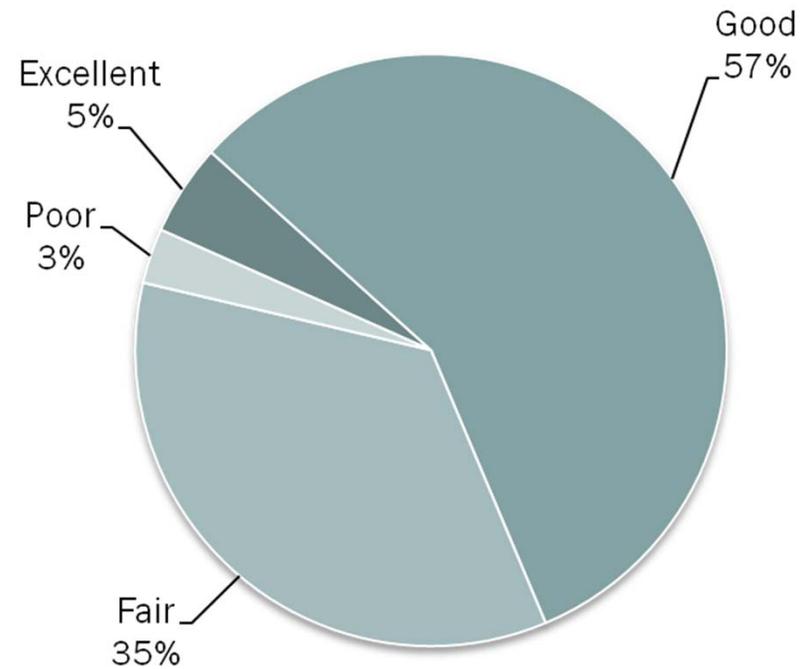
Quality of Services

Overall Quality of Services

Citizen Survey

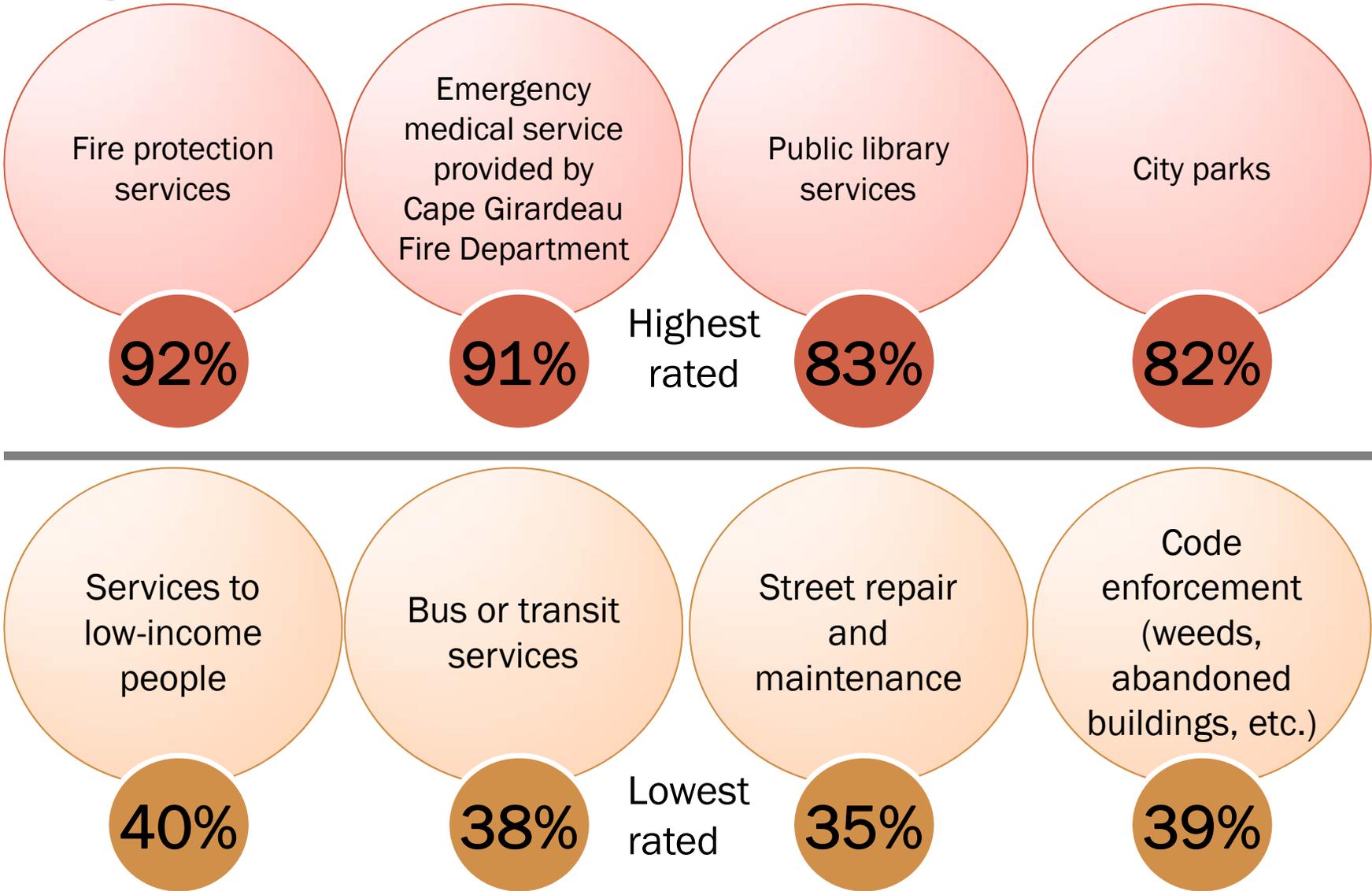


Business Survey



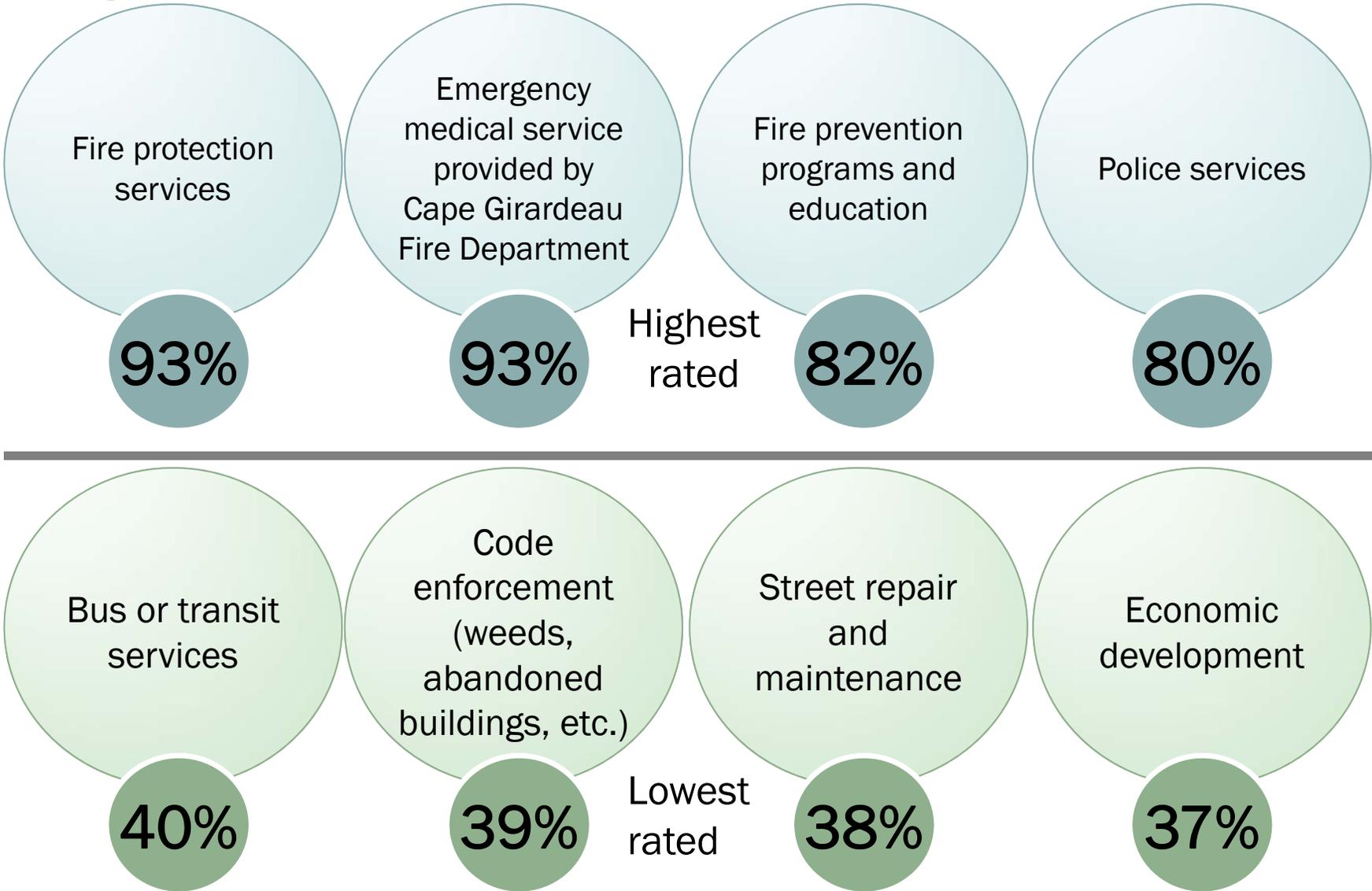
City Services

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



City Services

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



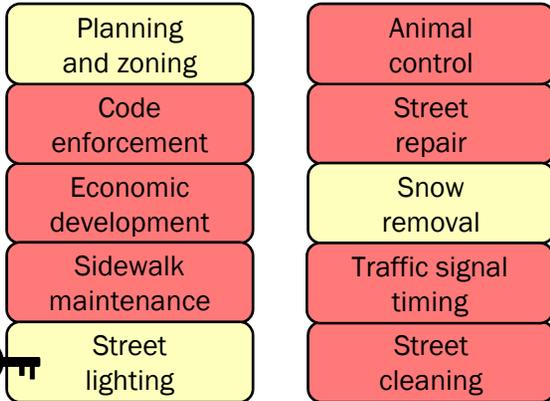
Key Driver Analysis

- 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

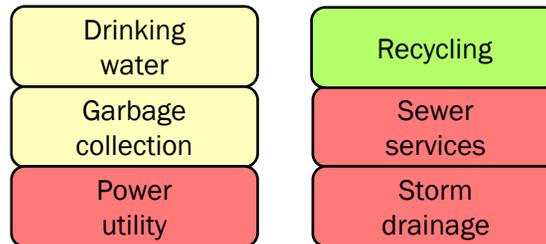
Cape Girardeau 2012 Action Chart™

Overall Quality of City of Cape Girardeau Services

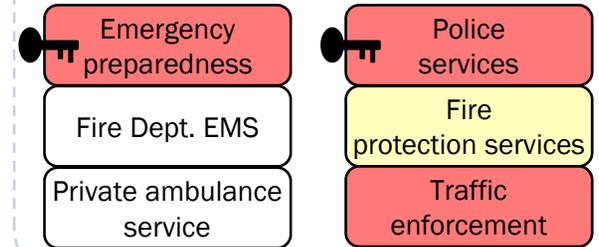
Community Design



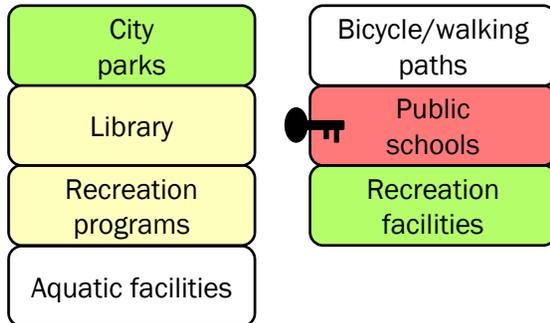
Environmental Sustainability



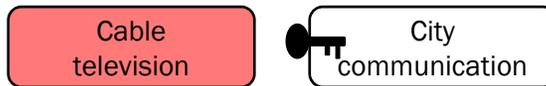
Public Safety



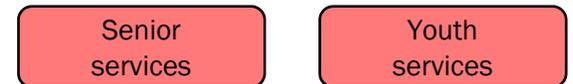
Recreation and Wellness



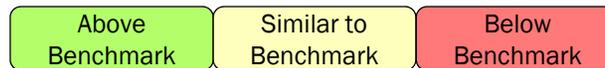
Civic Engagement



Community Inclusiveness



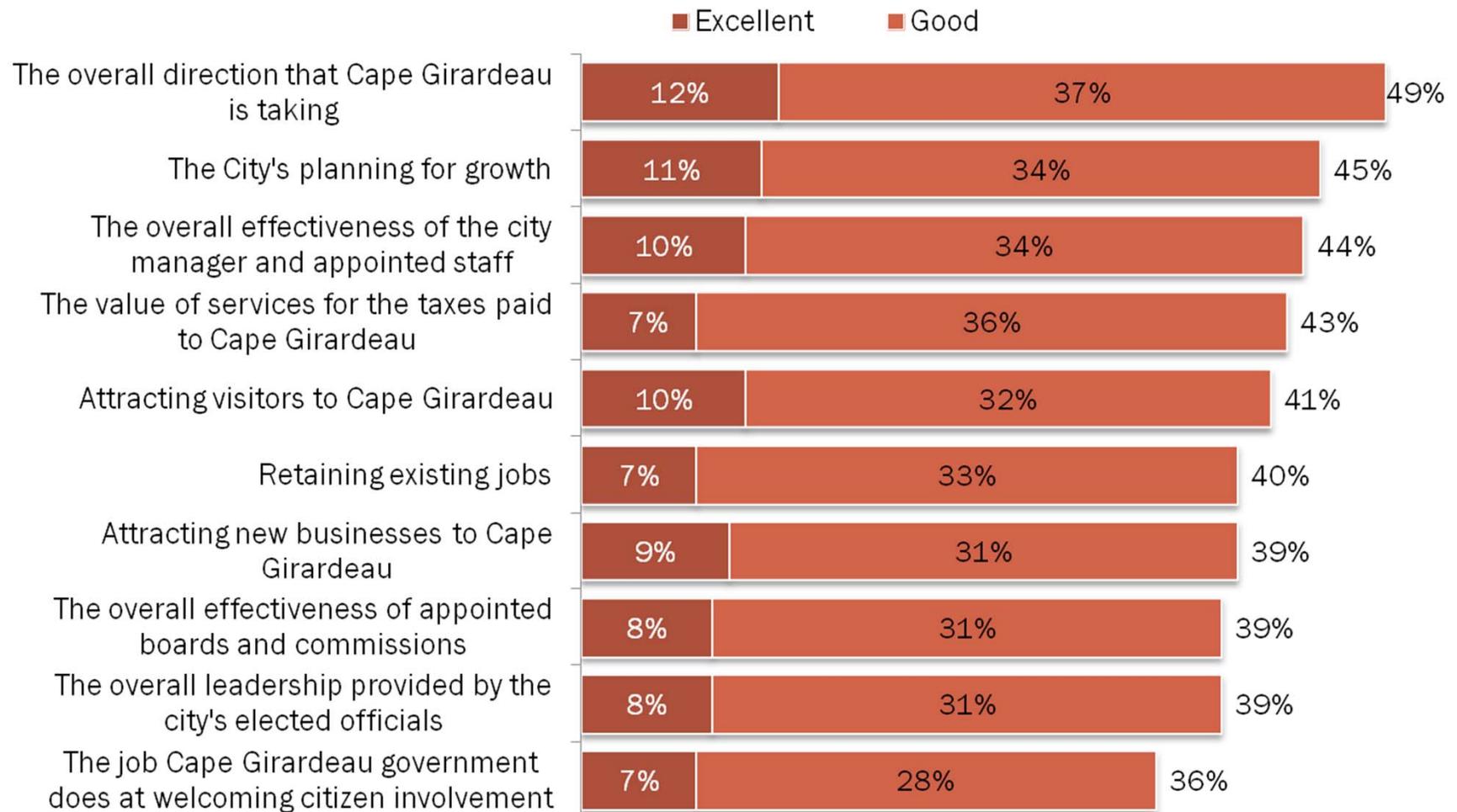
Legend



Key Driver

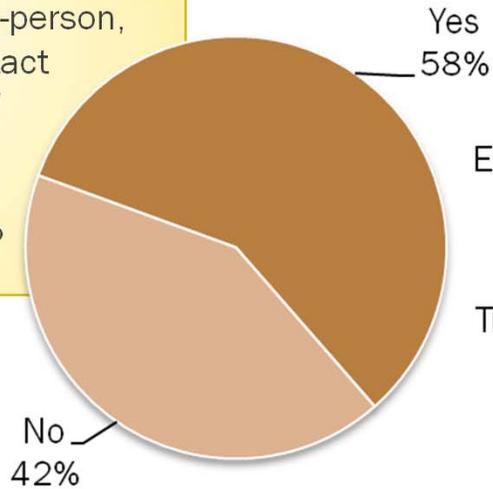
Government Performance

Citizen Ratings of City Government

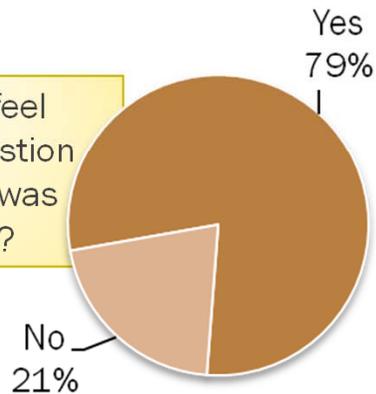


Citizen Contact with City Employees

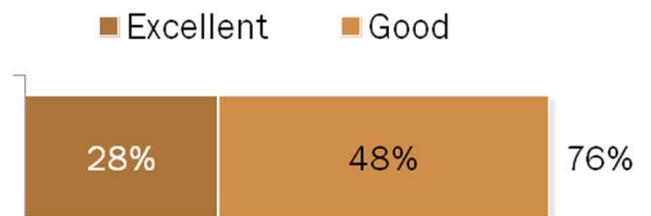
Have you had any in-person, phone or email contact with an employee of the City of Cape Girardeau within the last 12 months?



Did you feel your question or issue was resolved?



Ease or ability to reach a city employee



Treated you with respect and courtesy



Knowledge of issue or concern



Responsiveness to your request



Overall impression



Priorities for Government

Percent selecting as top 1 or 2 priority

Economic development, business and job retention

32%

Crime and safety

25%

Citizens

Road maintenance/traffic

25%

Beautification, upkeep of landscape and buildings

23%

Economic development, business and job retention

45%

Beautification, upkeep of landscape and buildings

19%

Businesses

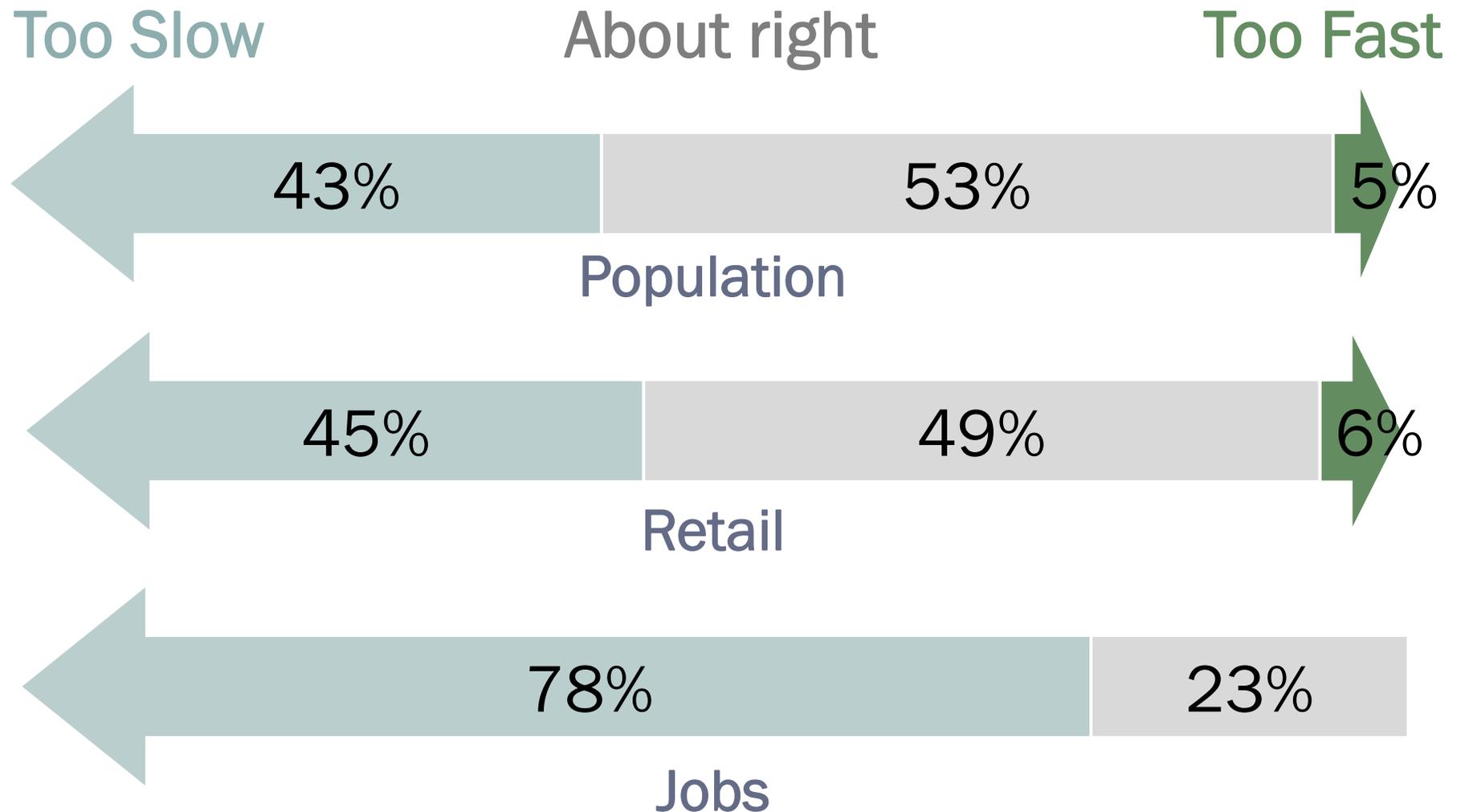
Road maintenance/traffic

18%

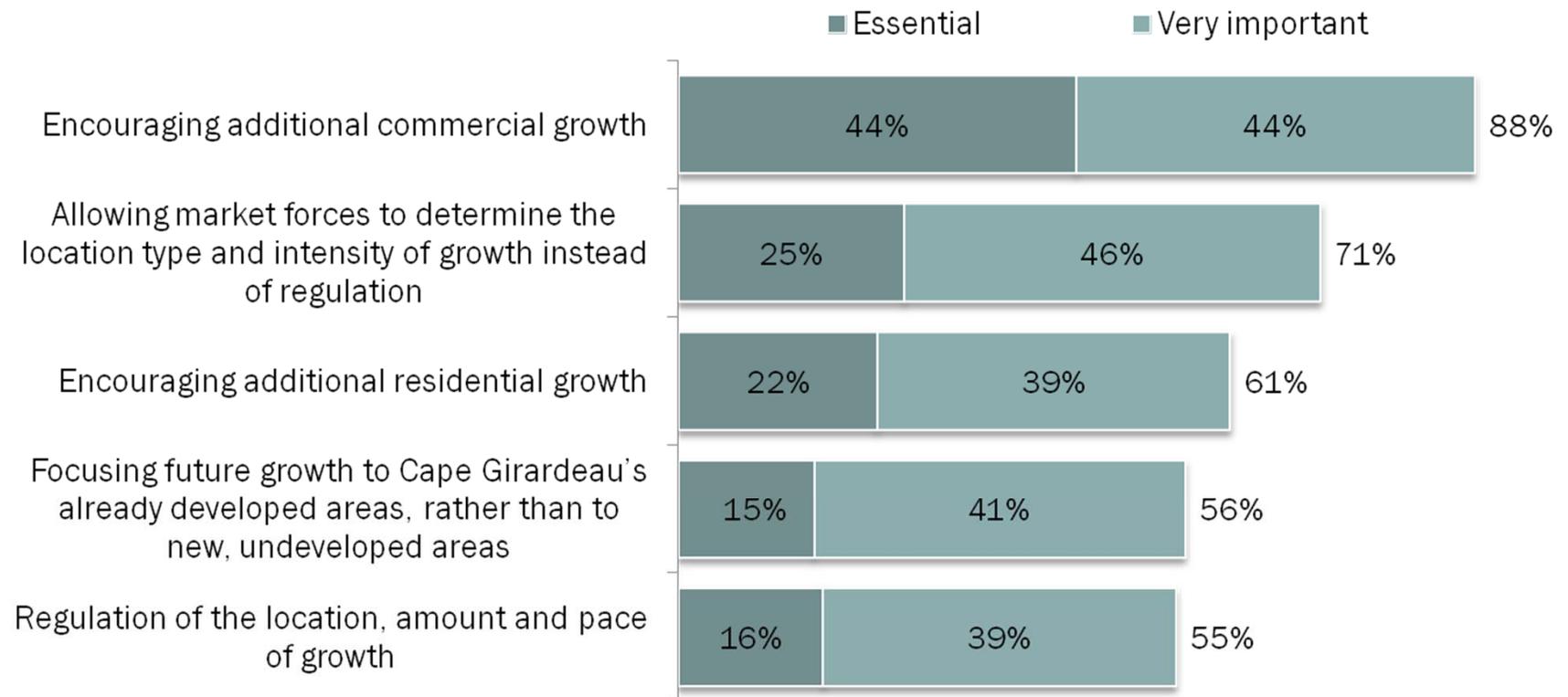
Government efficiency and taxes

14%

Businesses' Perceptions of Growth Rates



Businesses' Perceptions of Managing Growth



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

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

Thank you!



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