

City of Riverside
**2006 DirectionFinder
Survey Results**

Agenda

① Methodology

① Resident Results

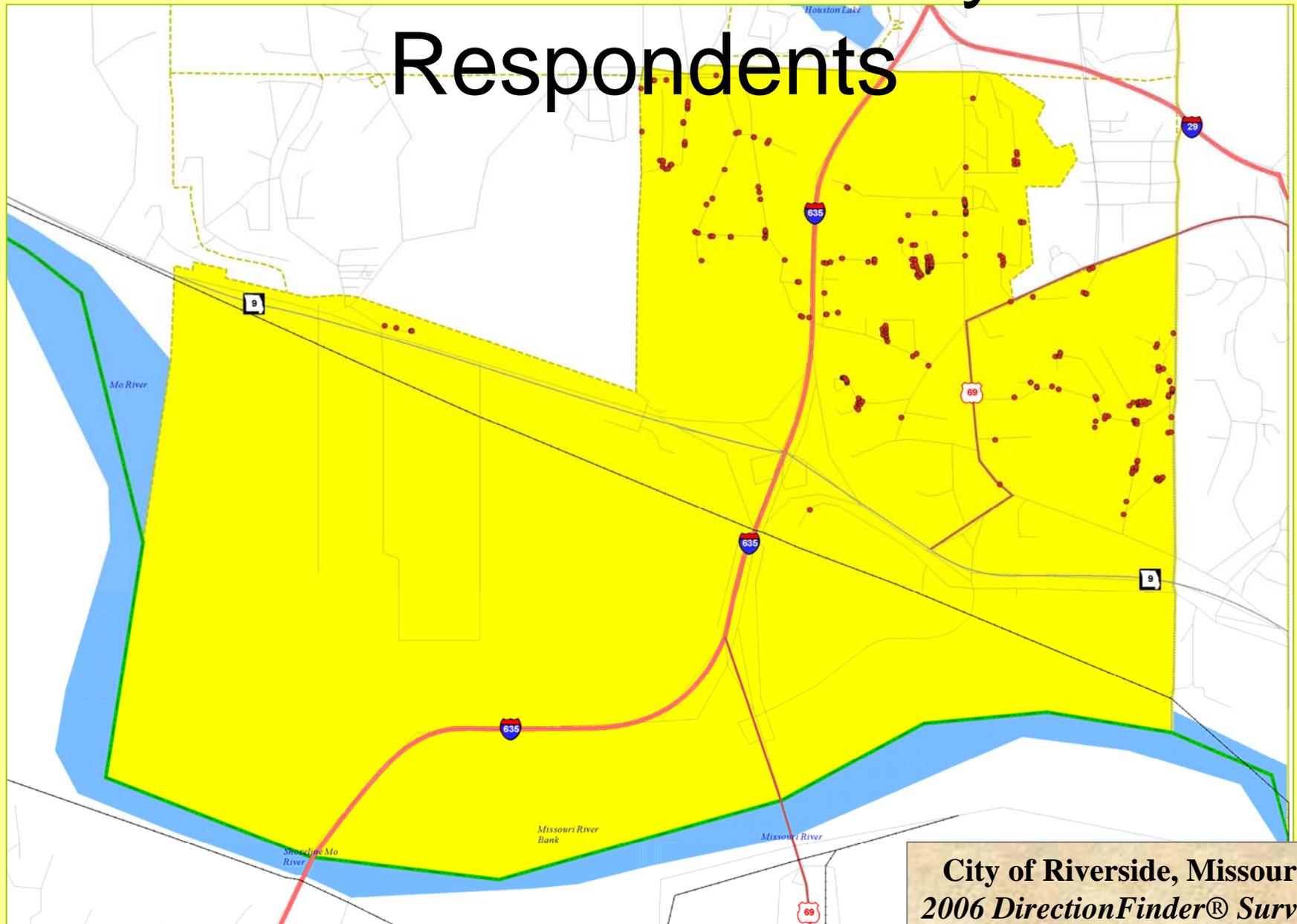
① Business Results

① Questions

Methodology-Residents

- ① Random sample of 413 households
- ① Administered by Mail/Phone
- ① Administered for the first time during the month of March 2006
- ① Precision +/-5% at the 95% level of confidence
- ① Benchmarking Analysis

Location of Survey Respondents

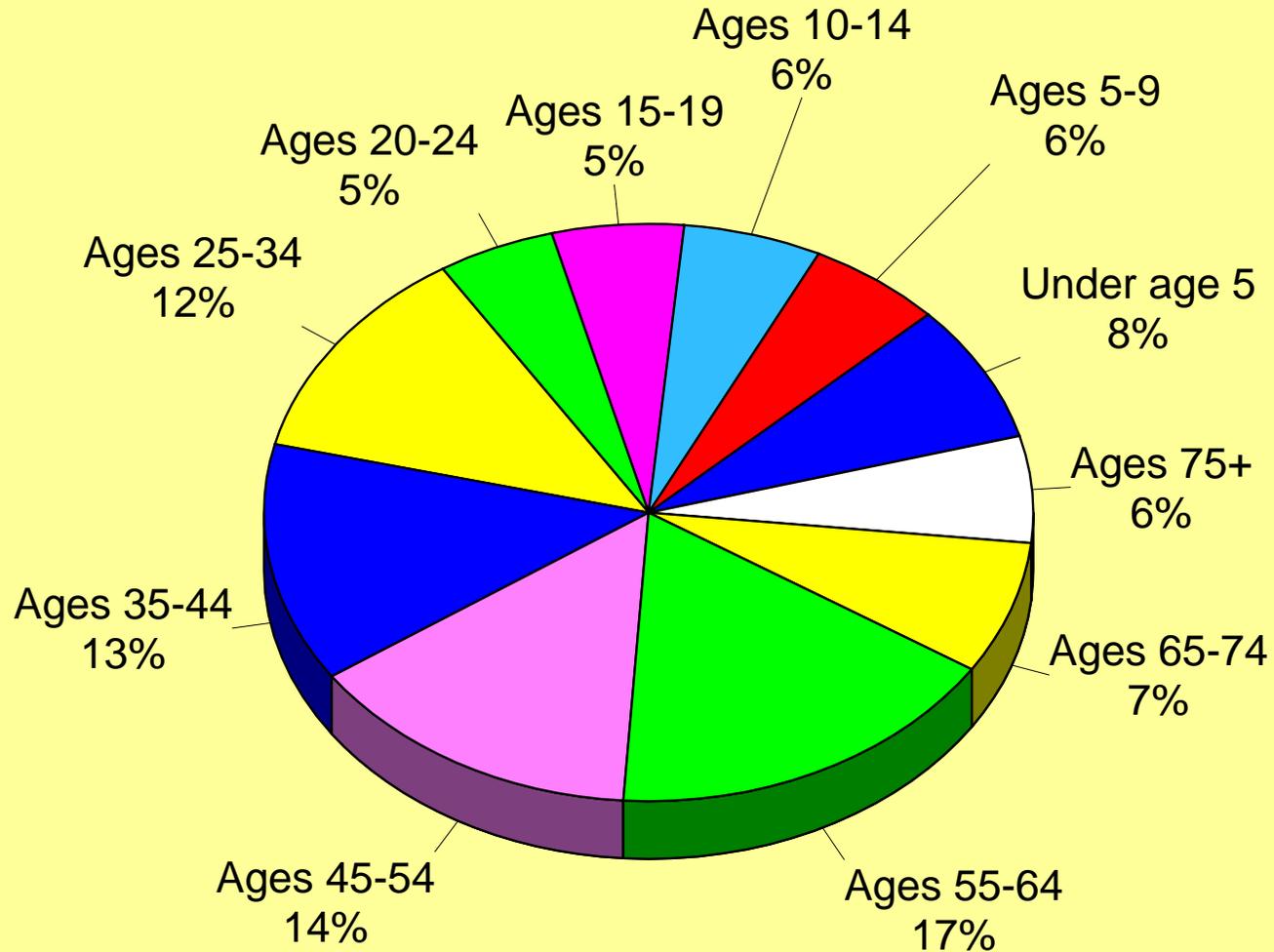


City of Riverside, Missouri
2006 DirectionFinder® Survey

Demographics

Demographics: Ages of Household Occupants

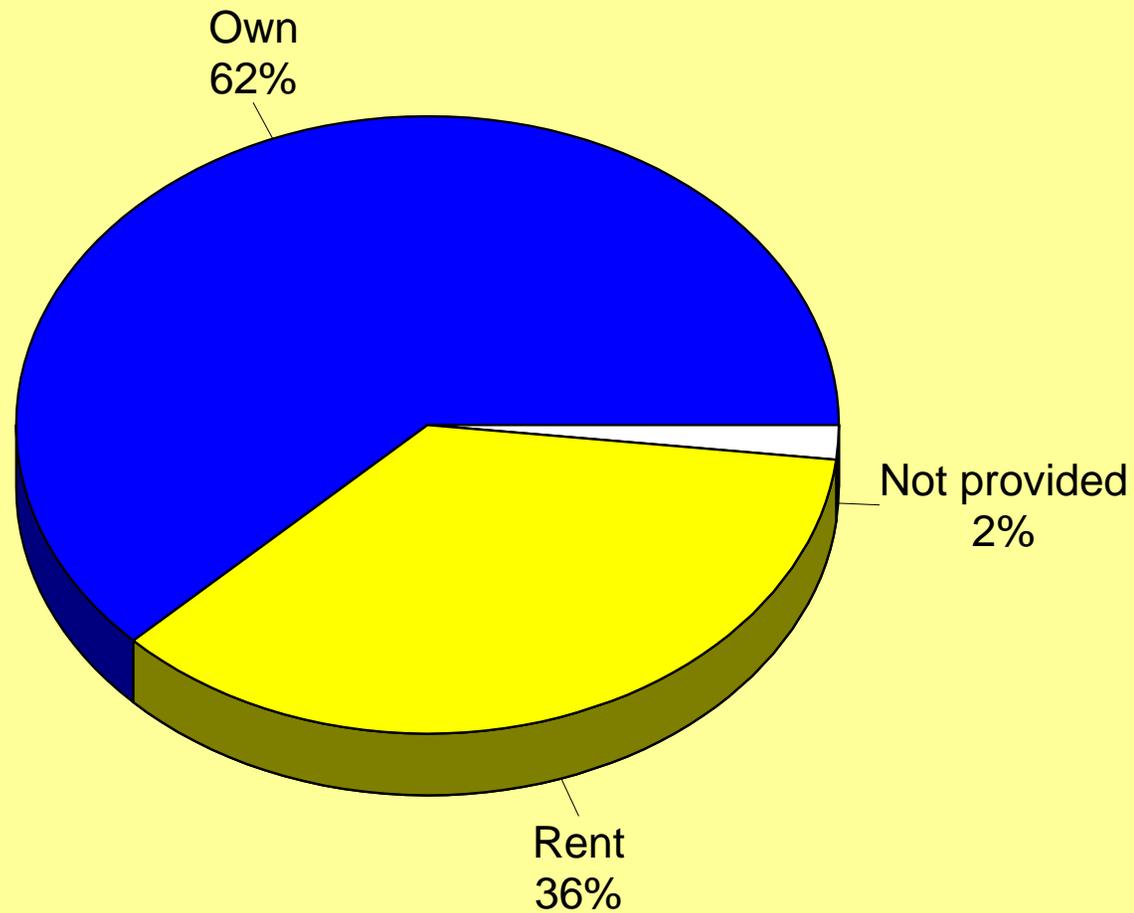
by percentage of persons in households



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Demographics: Do You Own Or Rent Current Residence?

by percentage of respondents

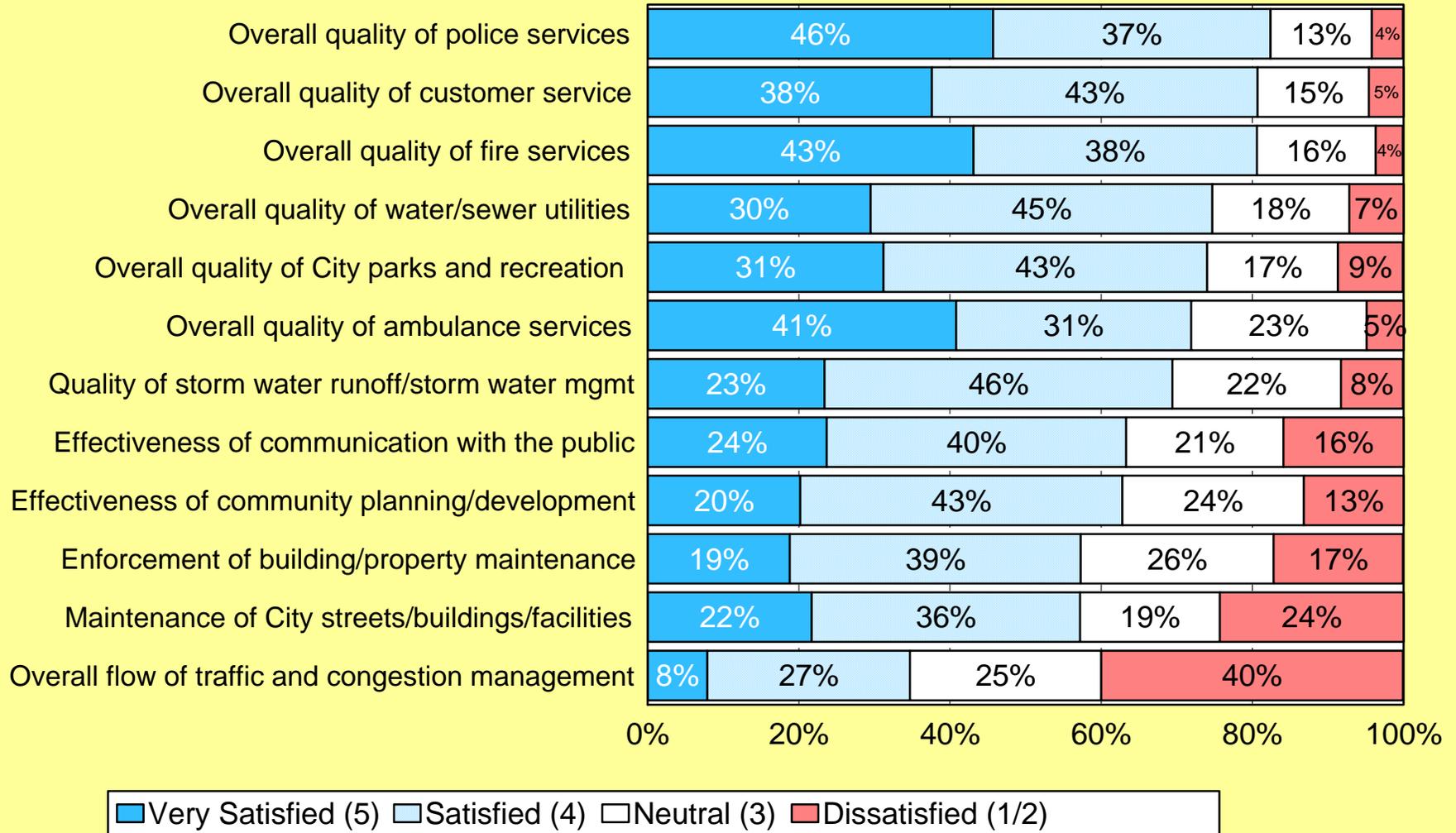


Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

OVERALL RESULTS

Overall Satisfaction With City and Other Services by Major Category

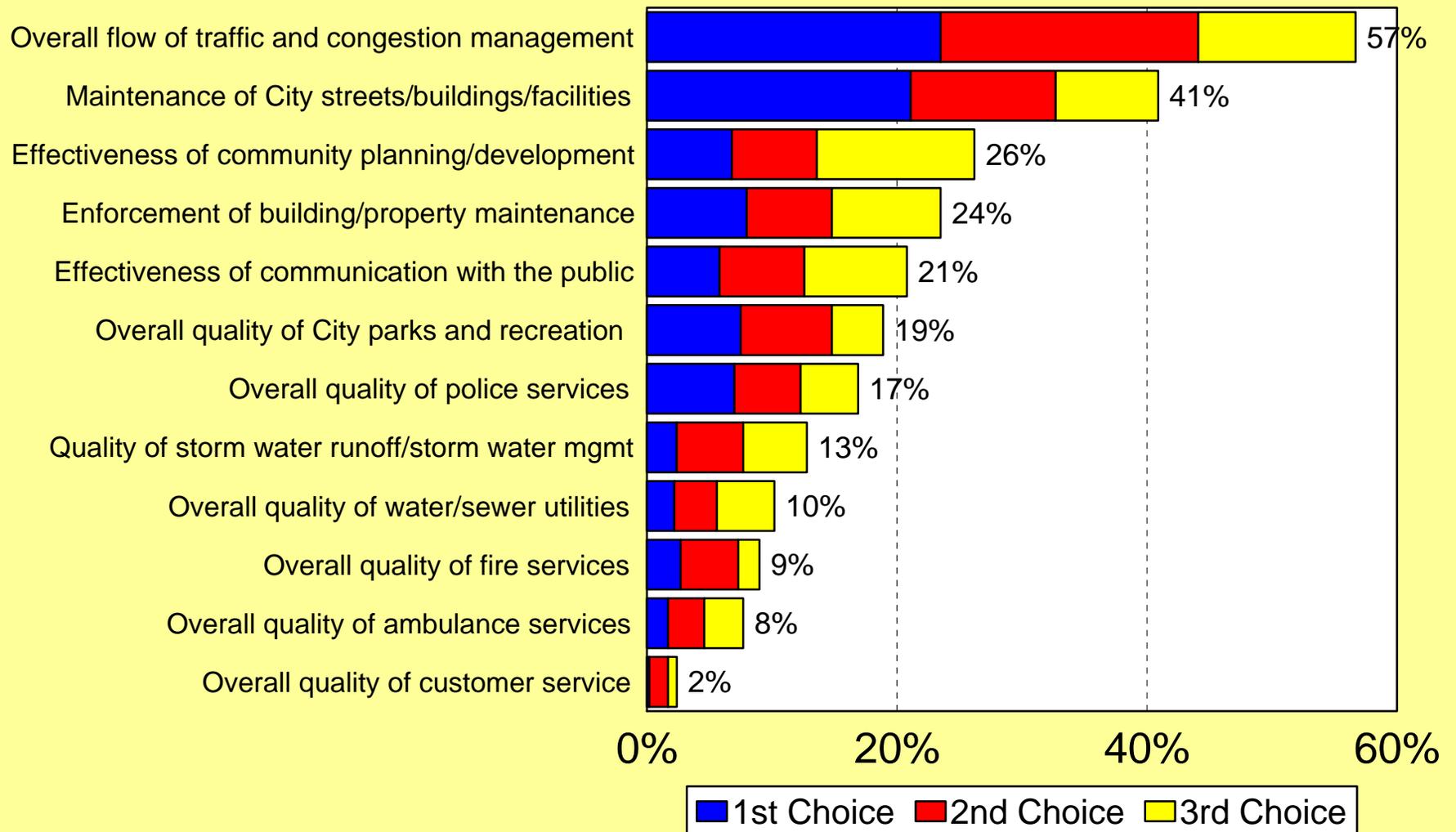
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

City Services and Other 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 (March 2006 - Riverside, MO)

Importance-Satisfaction Rating

City of Riverside, MO

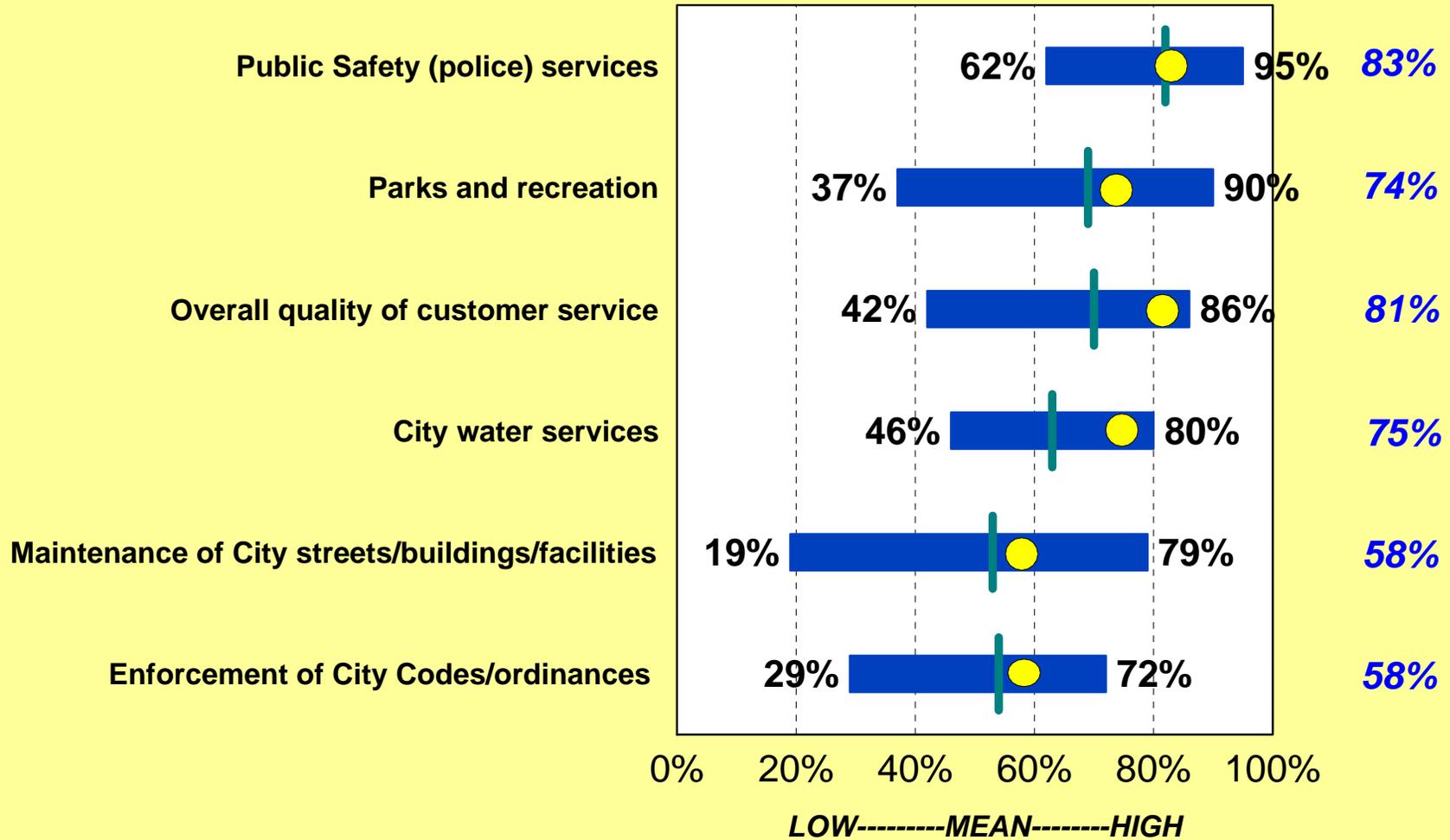
OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Overall flow of traffic and congestion management	57%	1	35%	12	0.3705	1
<i>High Priority (IS .10-.20)</i>						
Maintenance of City streets/buildings/facilities	41%	2	58%	11	0.1722	2
Enforcement of building/property maintenance	24%	4	58%	10	0.1008	3
<i>Medium Priority (IS <.10)</i>						
Effectiveness of community planning/development	26%	3	63%	9	0.0962	4
Effectiveness of communication with the public	21%	5	64%	8	0.0756	5
Overall quality of City parks and recreation	19%	6	74%	5	0.0494	6
Quality of storm water runoff/stormwater management	13%	8	69%	7	0.0403	7
Overall quality of police services	17%	7	83%	1	0.0289	8
Overall quality of water/sewer utilities	10%	9	75%	4	0.0250	9
Overall quality of ambulance services	8%	11	72%	6	0.0224	10
Overall quality of fire services	9%	10	81%	3	0.0171	11
Overall quality of customer service	2%	12	81%	2	0.0038	12

Overall Satisfaction With City Services 2006

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

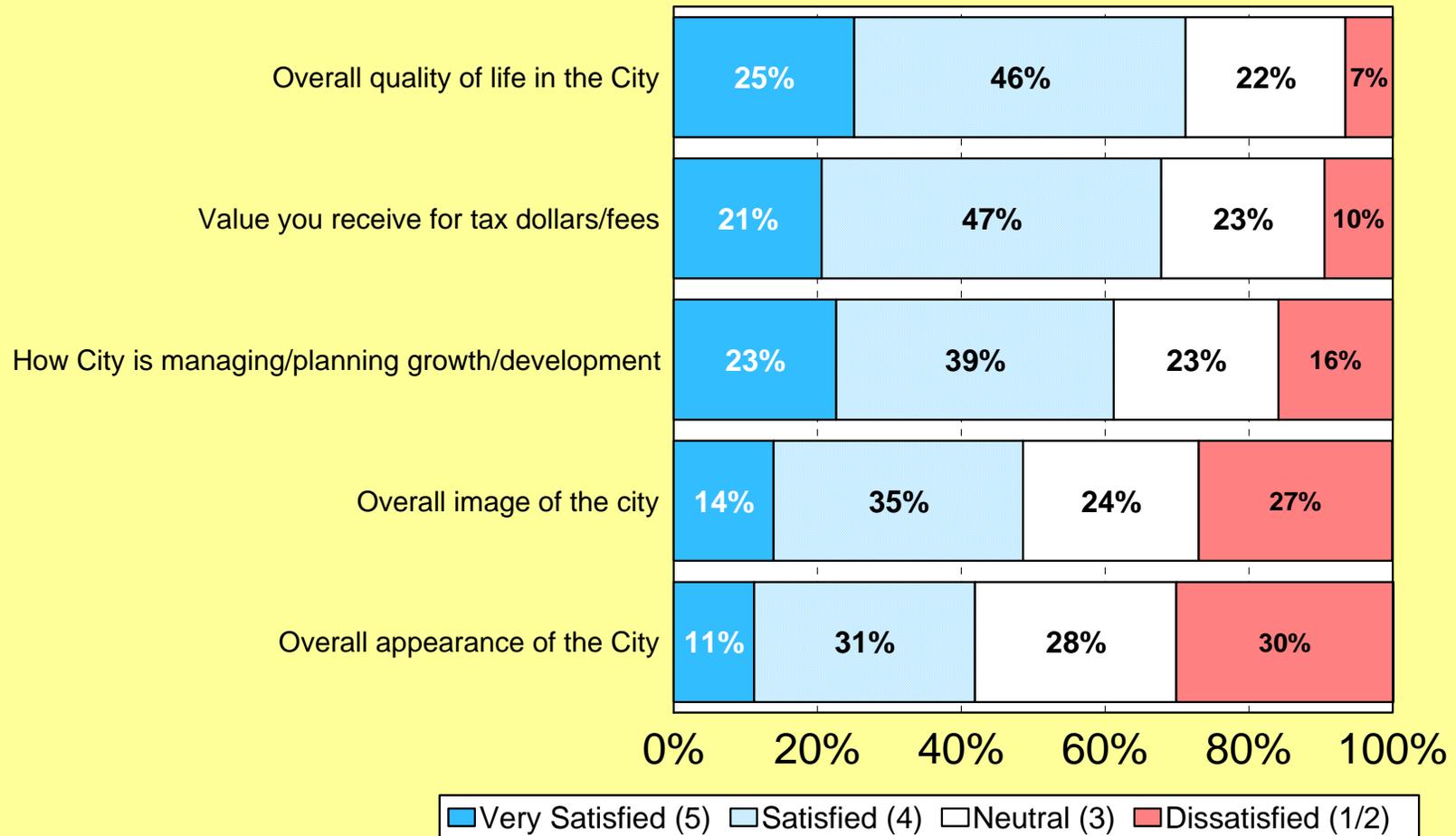
● Riverside, MO



Source: ETC Institute DirectionFinder

Perception Residents Have of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

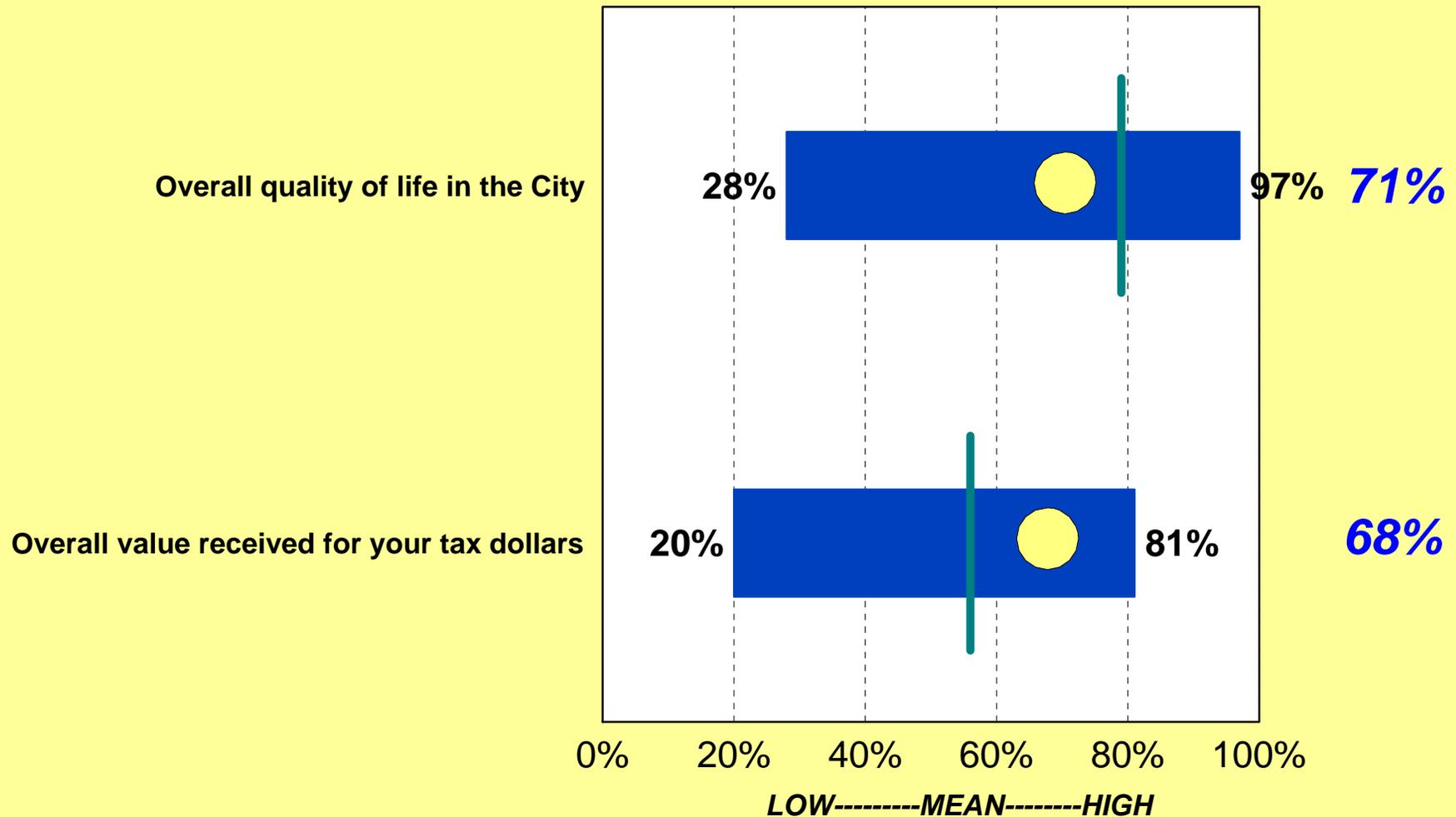


Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Perceptions Residents Have of the City in Which They Live - 2006

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

● Riverside, MO

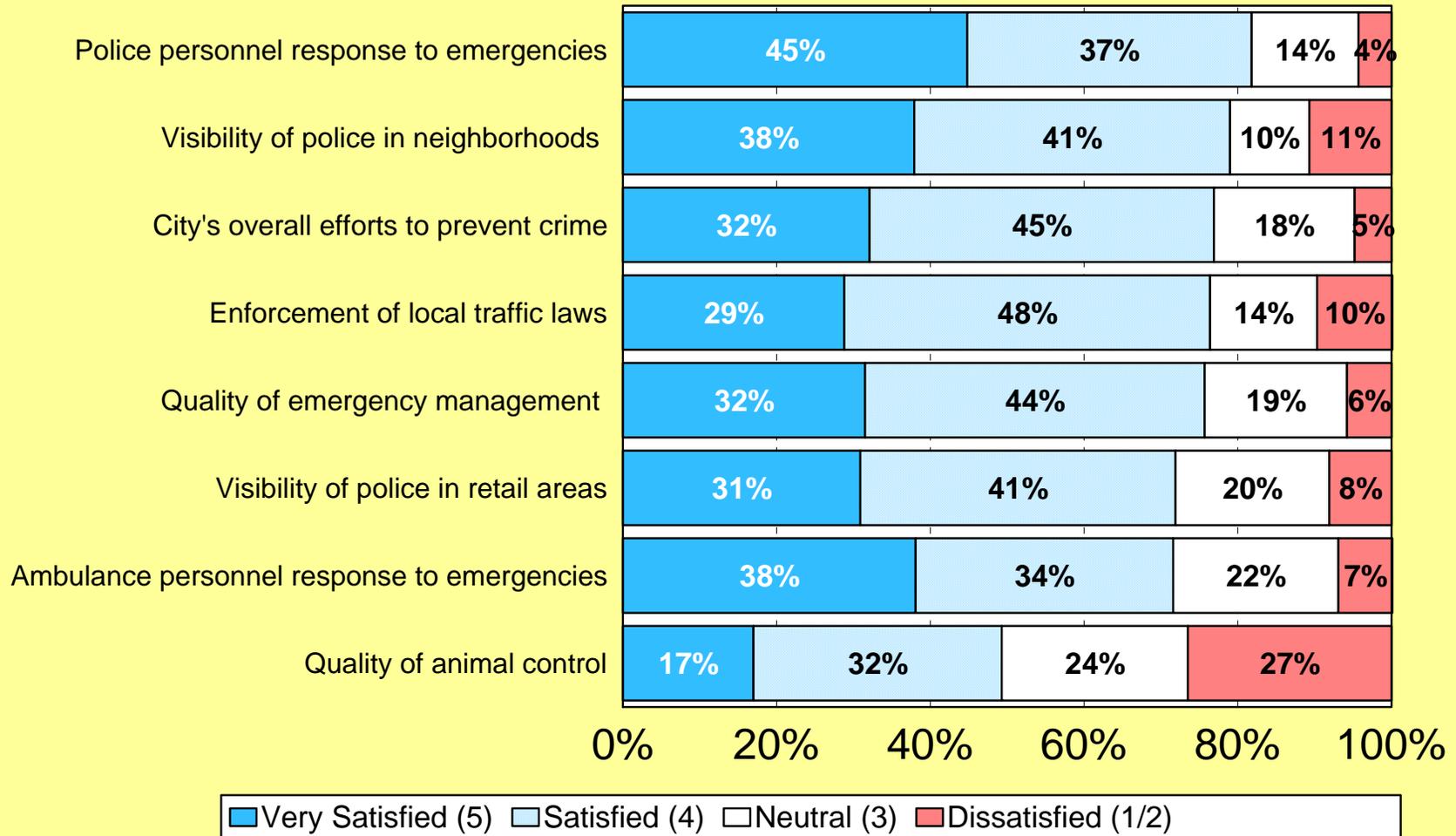


Source: ETC Institute DirectionFinder

PUBLIC SAFETY

Satisfaction with Various Aspects of Public Safety Services

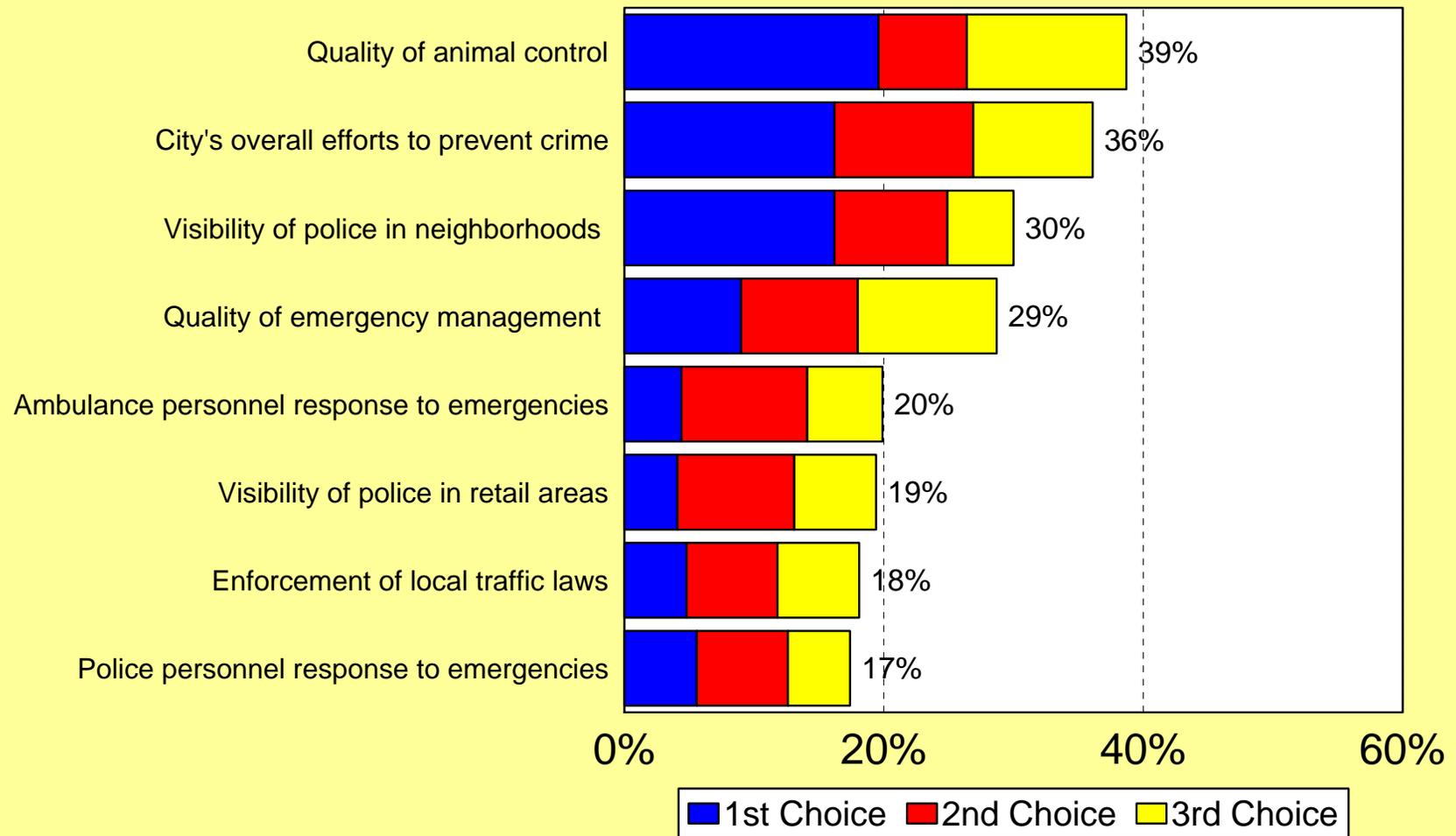
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Public Safety 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 (March 2006 - Riverside, MO)

Importance-Satisfaction Rating

City of Riverside, MO

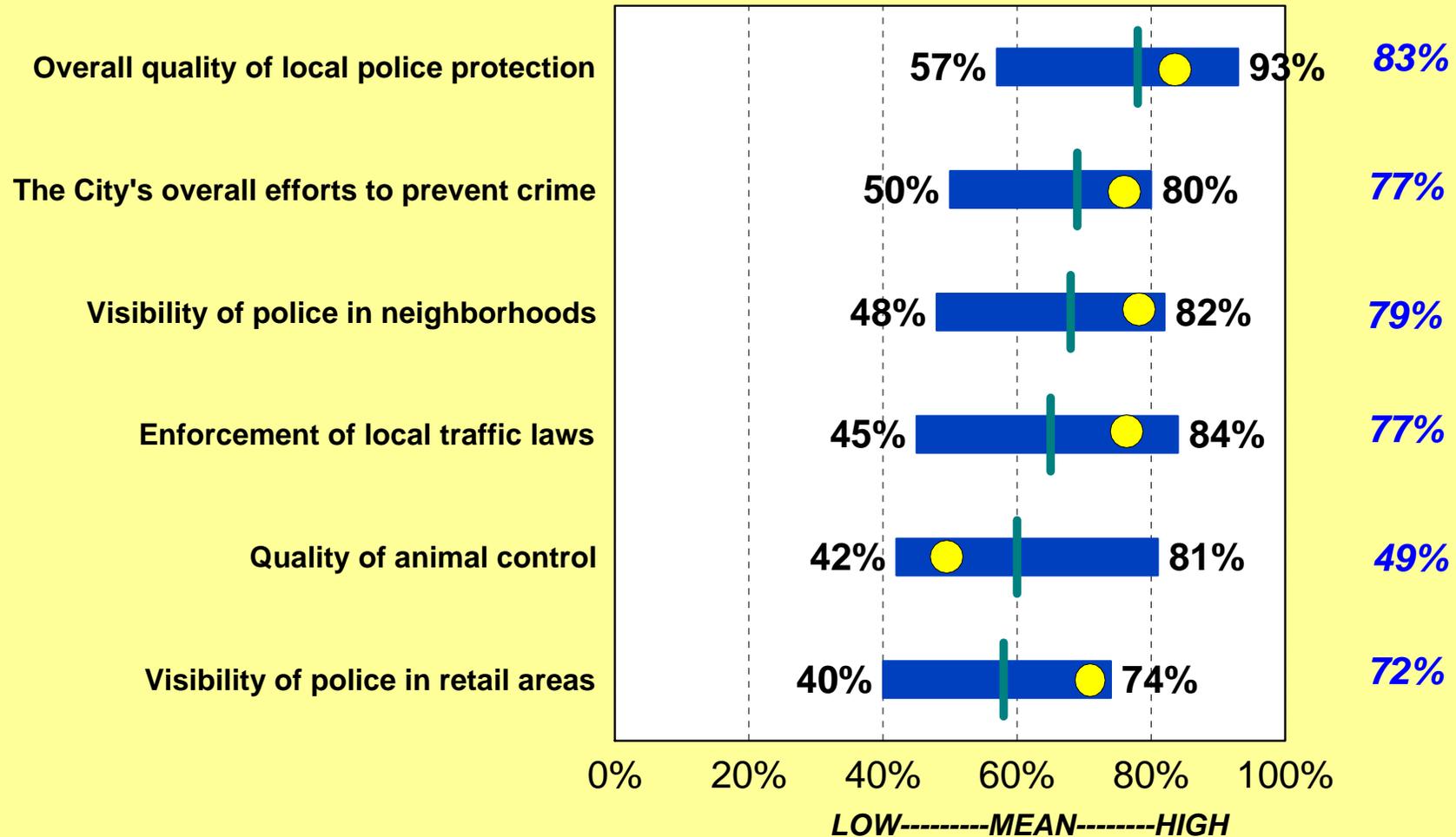
PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Quality of animal control	39%	1	49%	8	0.1989	1
<i>Medium Priority (IS <.10)</i>						
City's overall efforts to prevent crime	36%	2	77%	3	0.0828	2
Quality of emergency management	29%	4	76%	5	0.0696	3
Visibility of police in neighborhoods	30%	3	79%	2	0.0630	4
Ambulance personnel response to emergencies	20%	5	72%	7	0.0560	5
Visibility of police in retail areas	19%	6	72%	6	0.0532	6
Enforcement of local traffic laws	18%	7	77%	4	0.0414	7
Police personnel response to emergencies	17%	8	82%	1	0.0306	8

Satisfaction with Public Safety 2006

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

● Riverside, MO

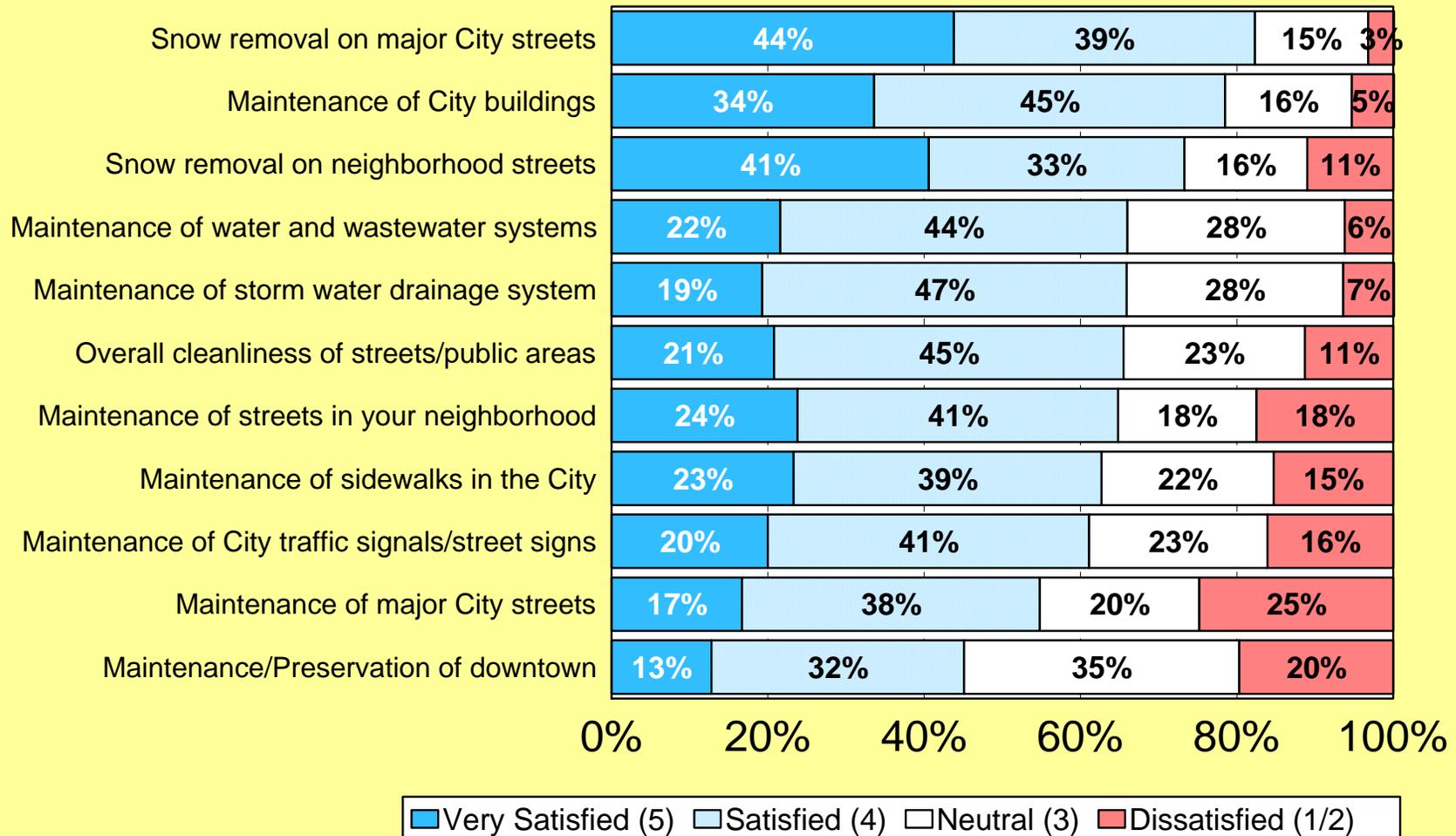


Source: ETC Institute DirectionFinder

CITY MAINTENANCE

Satisfaction with Various Aspects of City Maintenance

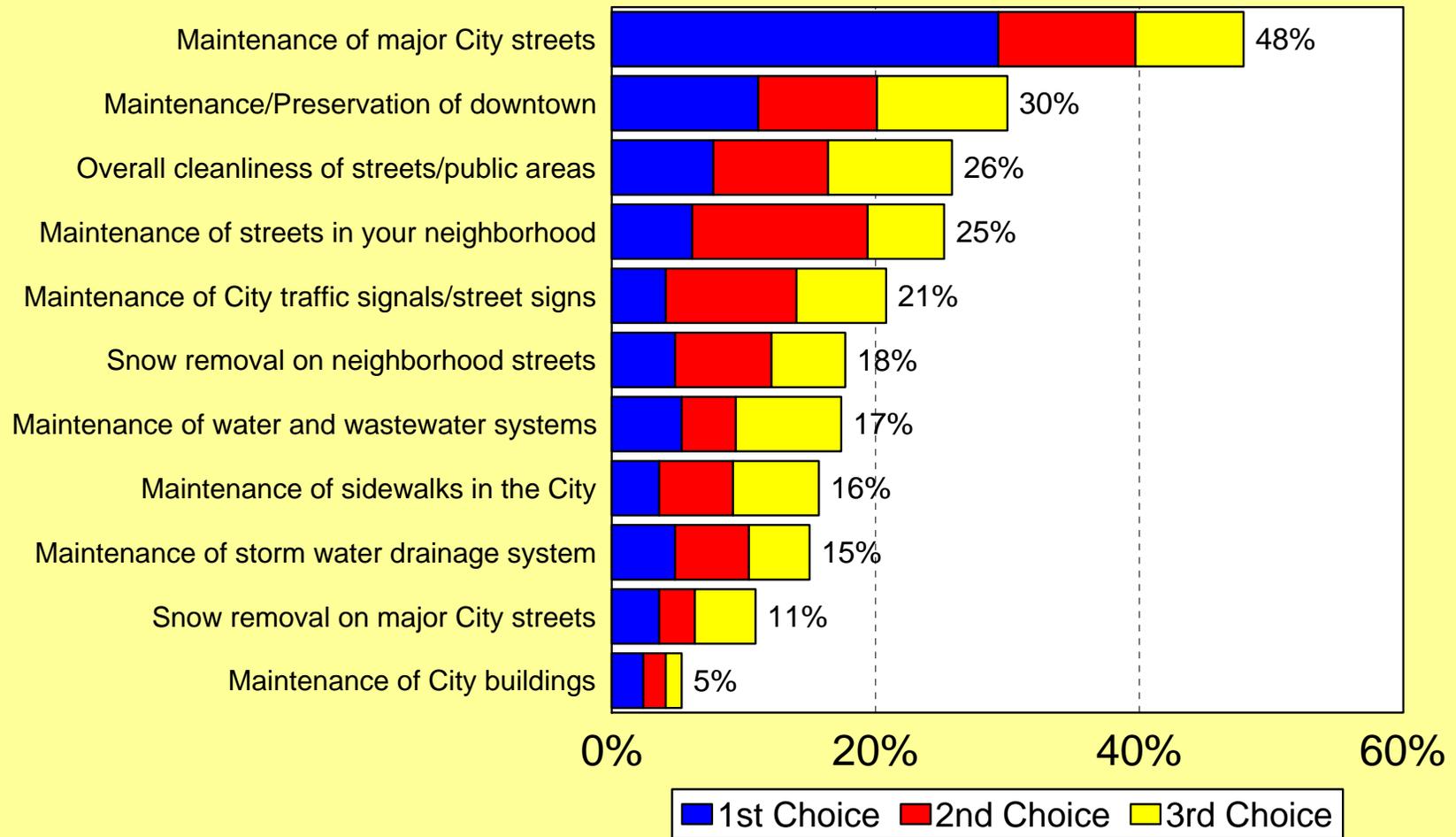
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

City Maintenance Issues 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 (March 2006 - Riverside, MO)

Importance-Satisfaction Rating

City of Riverside, MO

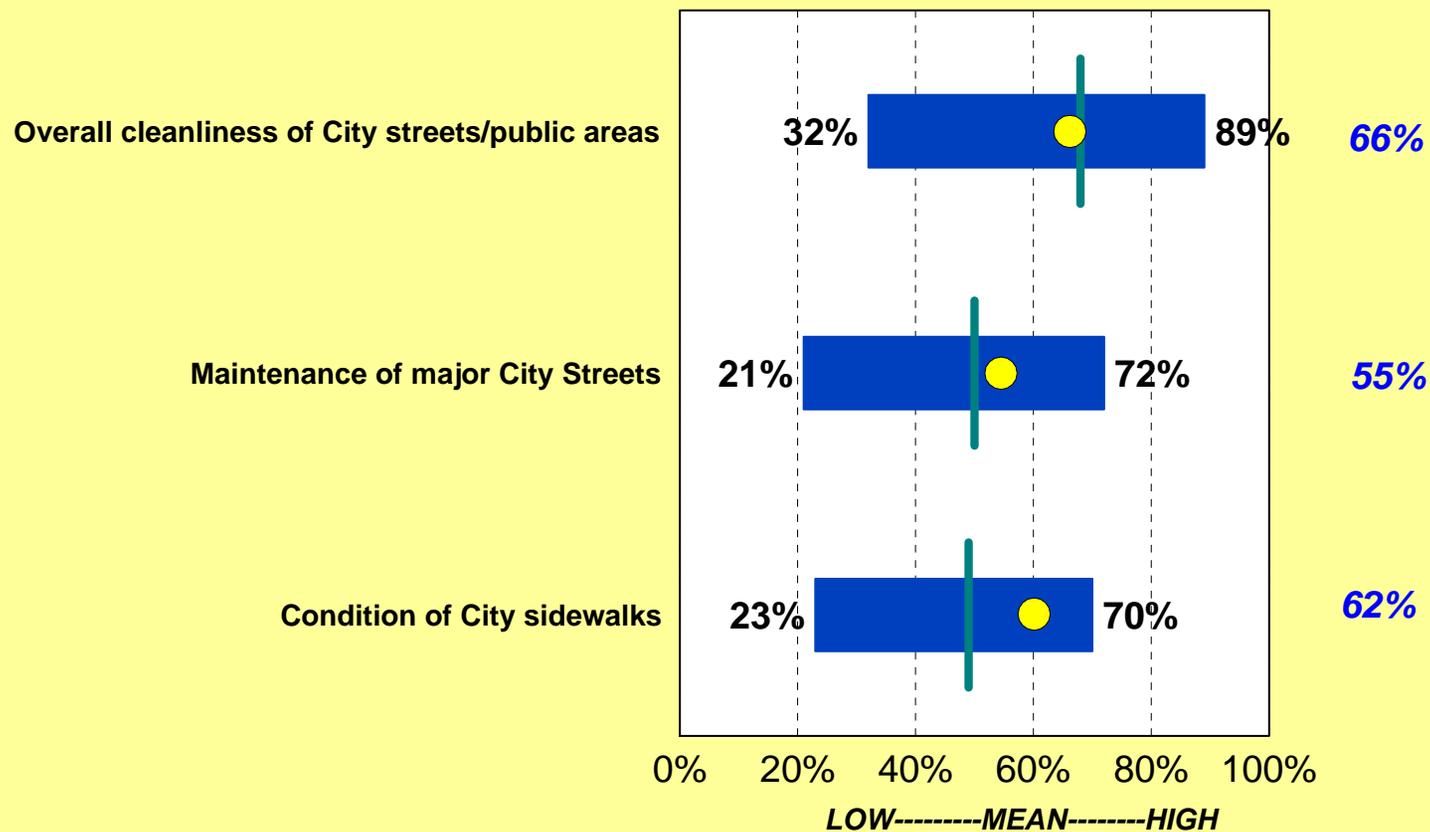
MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of major City streets	48%	1	55%	10	0.2160	1
<u>High Priority (IS .10-.20)</u>						
Maintenance/Preservation of downtown	30%	2	45%	11	0.1650	2
<u>Medium Priority (IS <.10)</u>						
Overall cleanliness of streets/public areas	26%	3	66%	6	0.0884	3
Maintenance of streets in your neighborhood	25%	4	65%	7	0.0875	4
Maintenance of City traffic signals/street signs	21%	5	61%	9	0.0819	5
Maintenance of sidewalks in the City	16%	8	62%	8	0.0608	6
Maintenance of water and wastewater systems	17%	7	66%	4	0.0578	7
Maintenance of storm water drainage system	15%	9	66%	5	0.0510	8
Snow removal on neighborhood streets	18%	6	74%	3	0.0468	9
Snow removal on major City streets	11%	10	83%	1	0.0187	10
Maintenance of City buildings	5%	11	79%	2	0.0105	11

Satisfaction with Maintenance Services 2006

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

● Riverside, MO

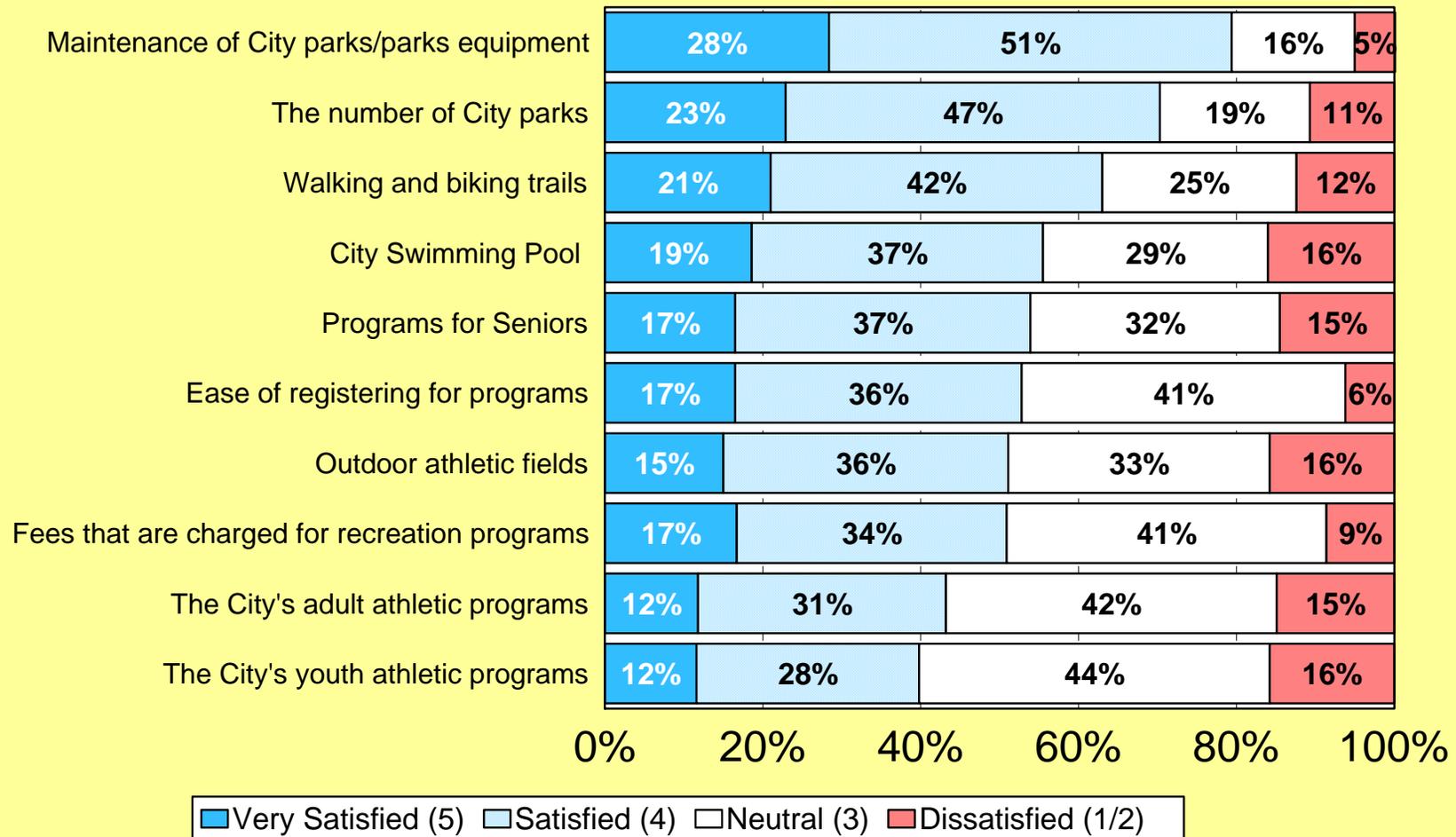


Source: ETC Institute DirectionFinder

PARKS & RECREATION

Satisfaction with Various Aspects of Parks and Recreation in Riverside

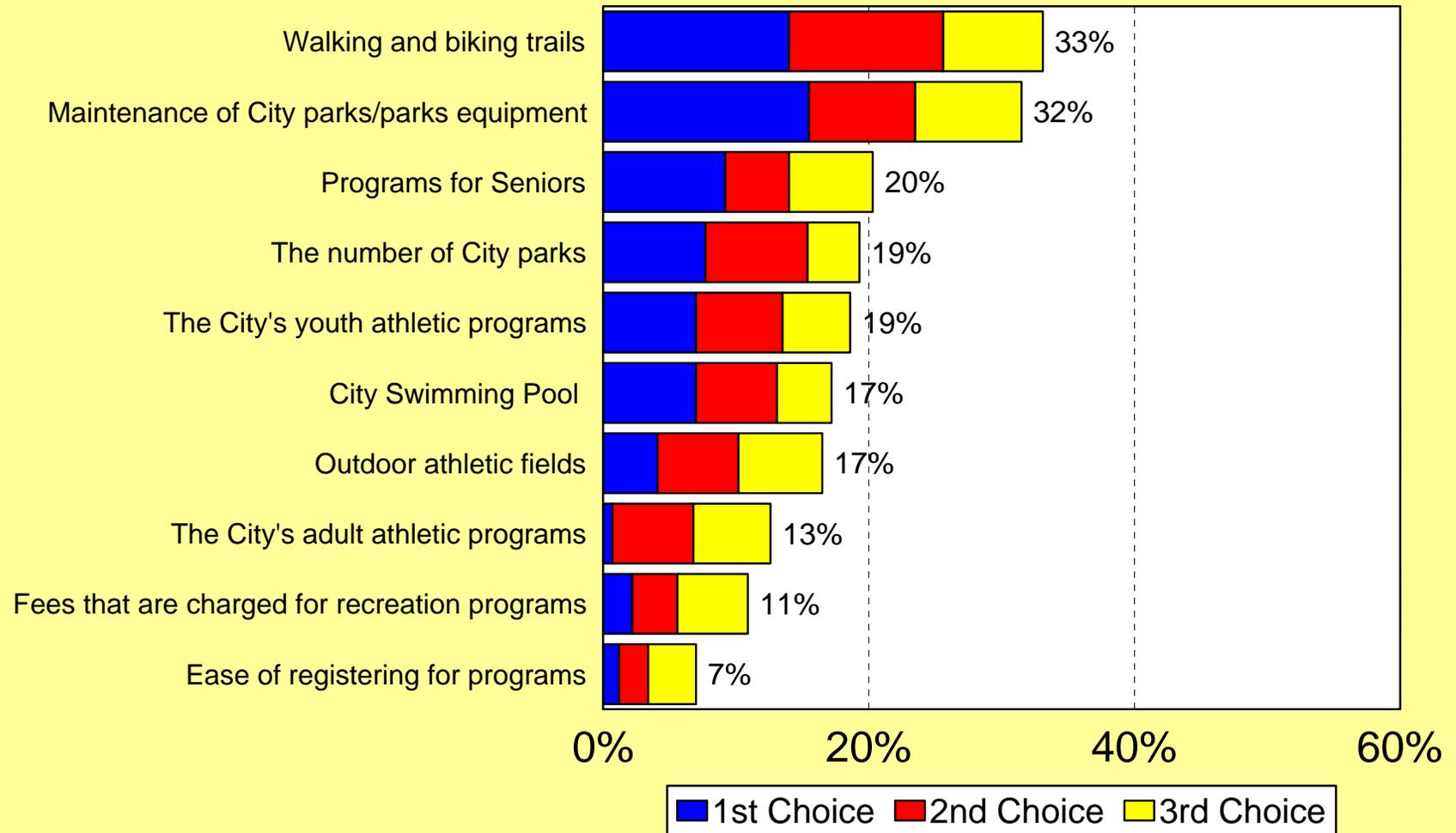
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Parks/Recreation Issues 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 (March 2006 - Riverside, MO)

Importance-Satisfaction Rating

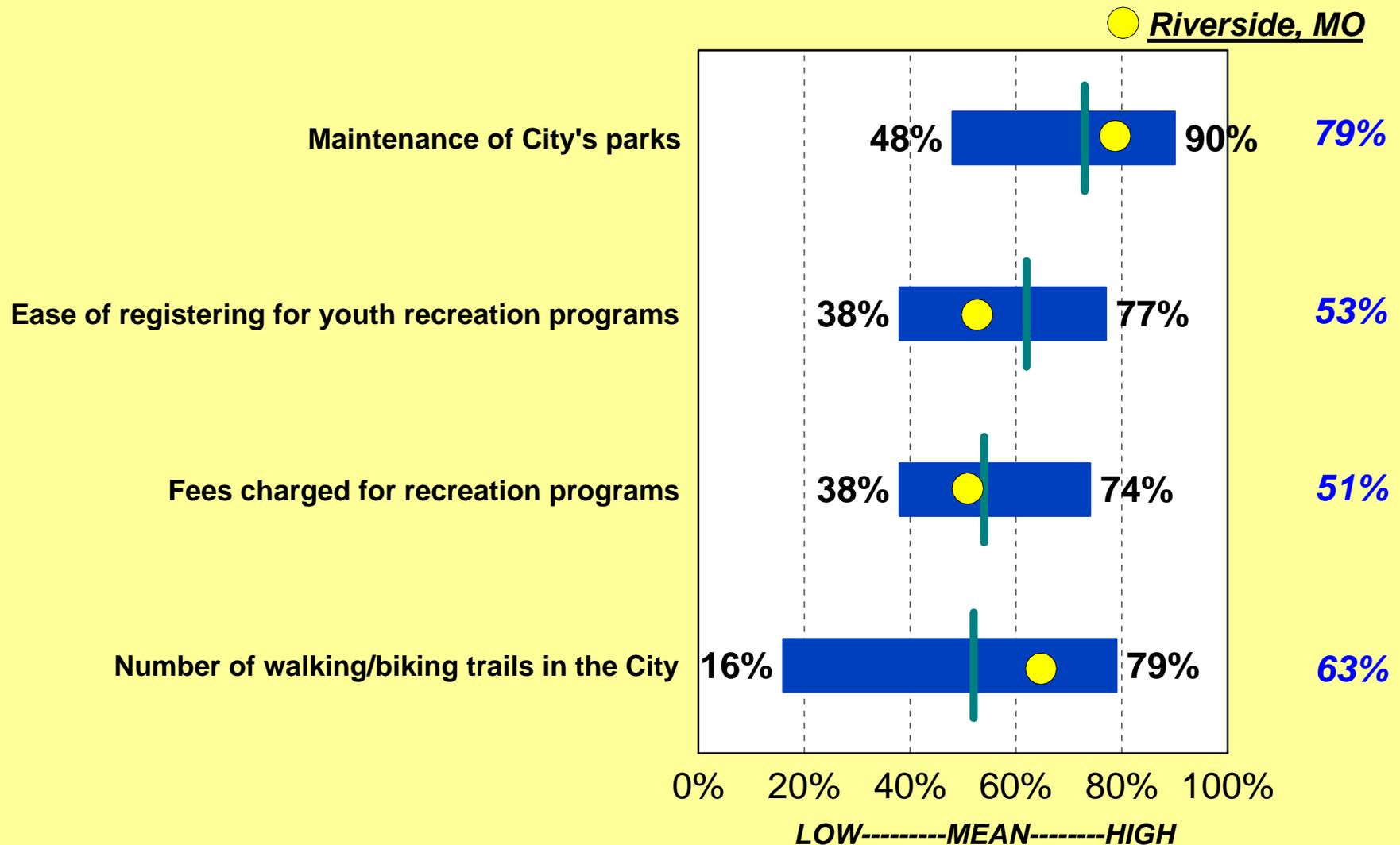
City of Riverside, MO

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Walking and biking trails	33%	1	63%	3	0.1221	1
The City's youth athletic programs	19%	5	40%	10	0.1140	2
<i>Medium Priority (IS < .10)</i>						
Programs for Seniors	20%	3	54%	5	0.0920	3
Outdoor athletic fields	17%	7	51%	7	0.0833	4
City Swimming Pool	17%	6	56%	4	0.0748	5
The City's adult athletic programs	13%	8	43%	9	0.0741	6
Maintenance of City parks/parks equipment	32%	2	79%	1	0.0672	7
The number of City parks	19%	4	70%	2	0.0570	8
Fees that are charged for recreation programs	11%	9	51%	8	0.0539	9
Ease of registering for programs	7%	10	53%	6	0.0329	10

Satisfaction with Parks and Recreation 2006

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

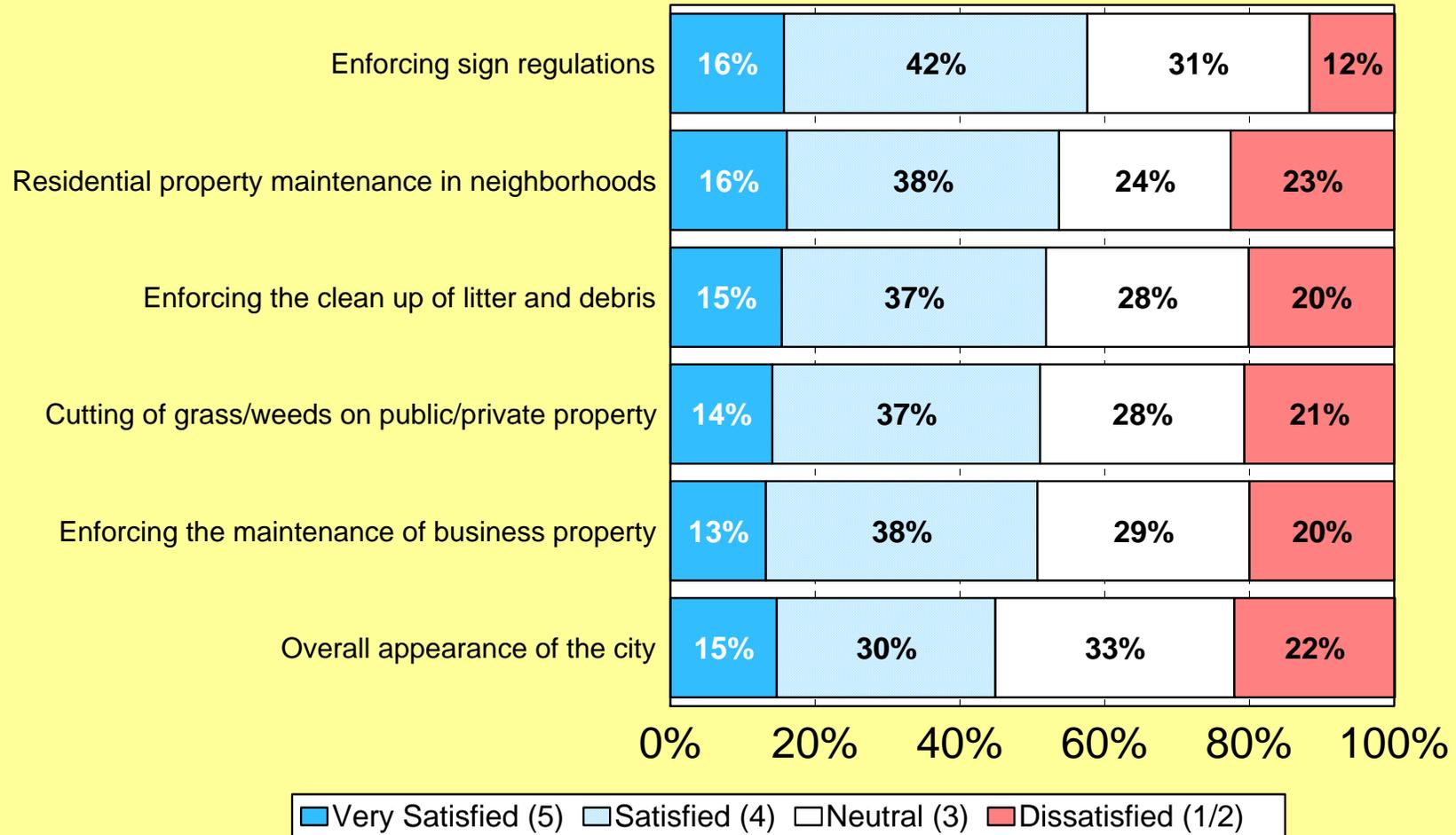


Source: ETC Institute DirectionFinder

CODE ENFORCEMENT

Satisfaction with Various Aspects of Code Enforcement in Riverside

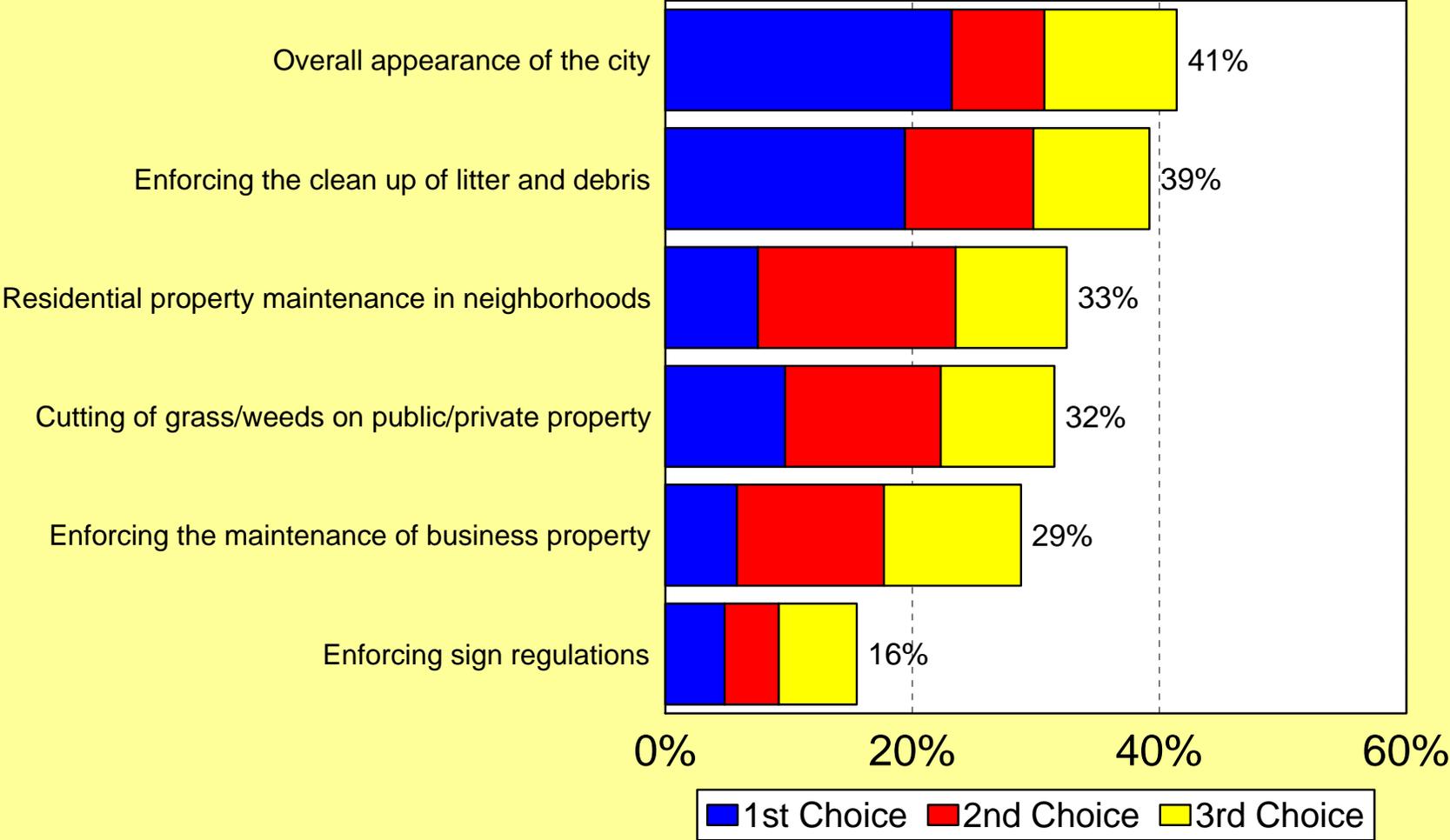
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Code Enforcement Issues 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 (March 2006 - Riverside, MO)

Importance-Satisfaction Rating

City of Riverside, MO

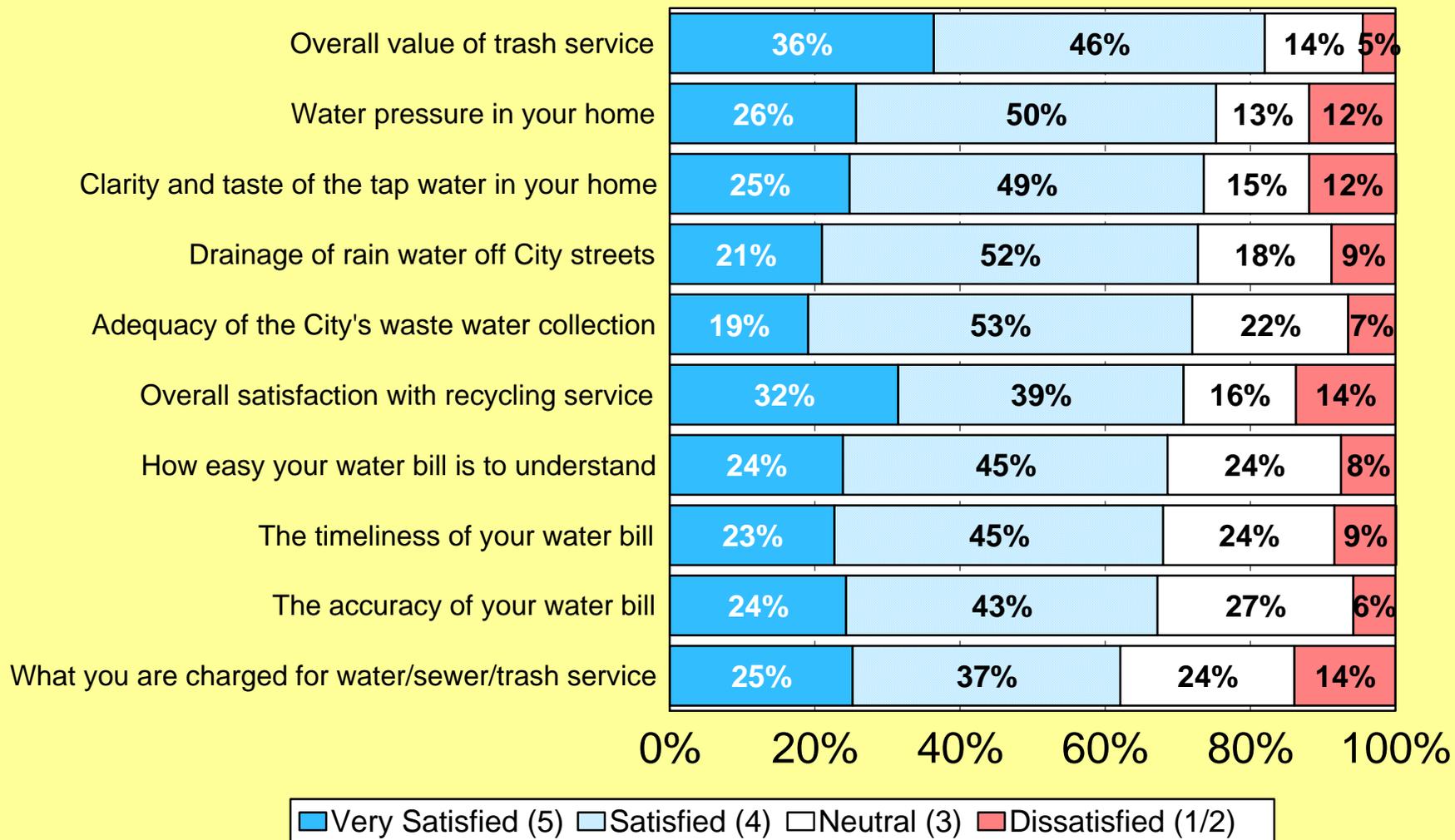
CODE ENFORCEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall appearance of the city	41%	1	45%	6	0.2255	1
<u>High Priority (IS .10-.20)</u>						
Enforcing the clean up of litter and debris	39%	2	52%	3	0.1872	2
Cutting of grass/weeds on public/private property	32%	4	51%	4	0.1568	3
Residential property maintenance in neighborhoods	33%	3	54%	2	0.1518	4
Enforcing the maintenance of business property	29%	5	51%	5	0.1421	5
<u>Medium Priority (IS < .10)</u>						
Enforcing sign regulations	16%	6	58%	1	0.0672	6

Other Issues

Satisfaction with Various Aspects of Water, Sewer and Trash Utilities

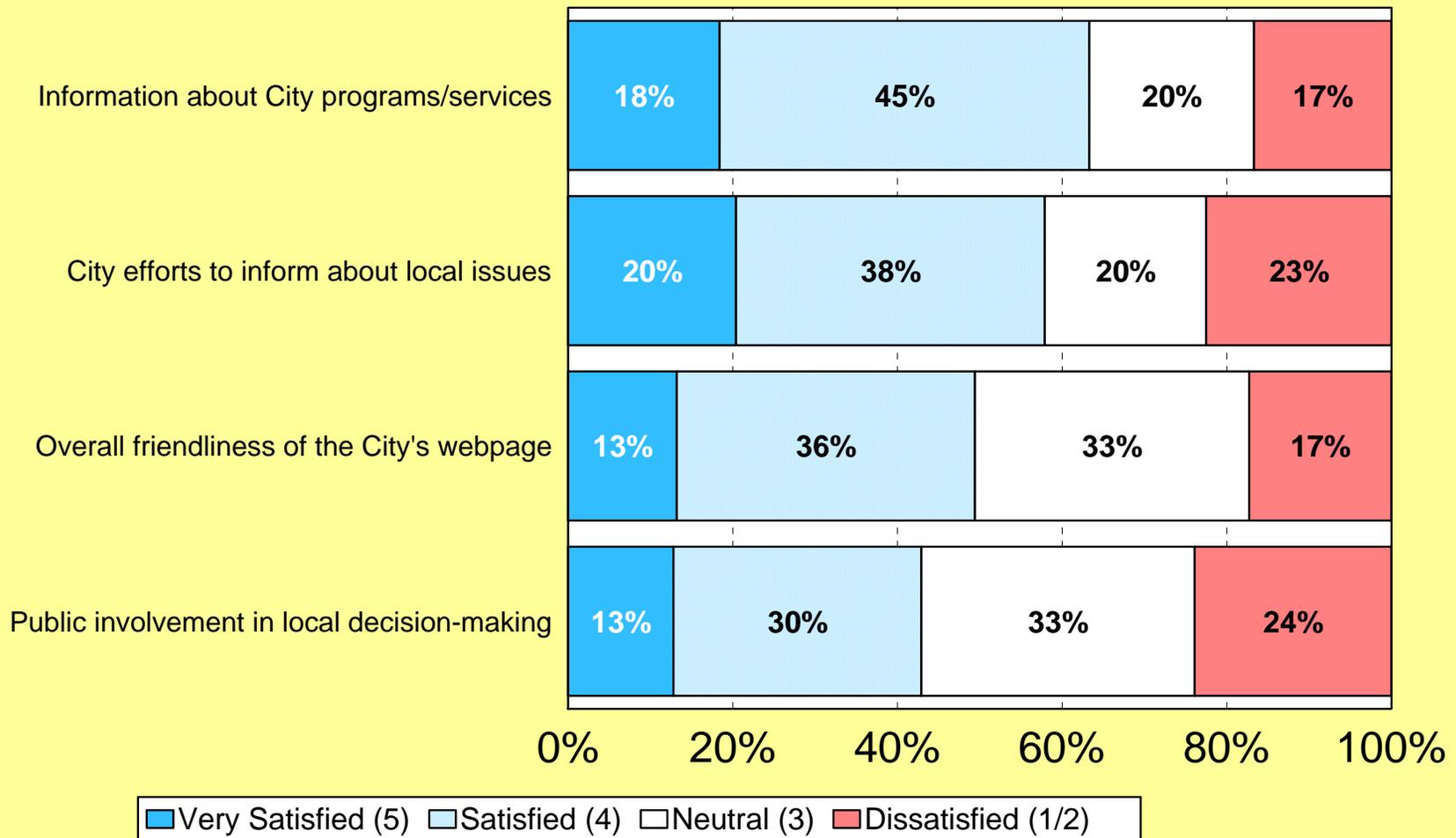
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Satisfaction with Various Aspects of City Communications

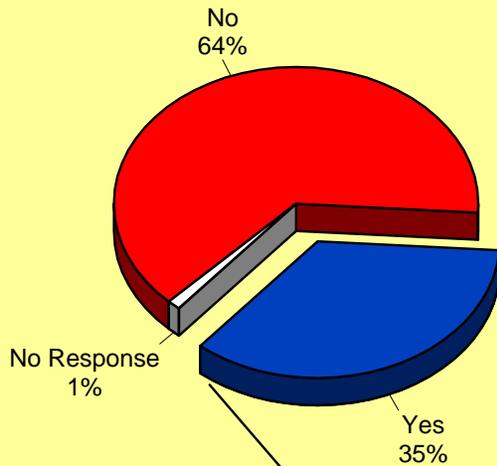
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

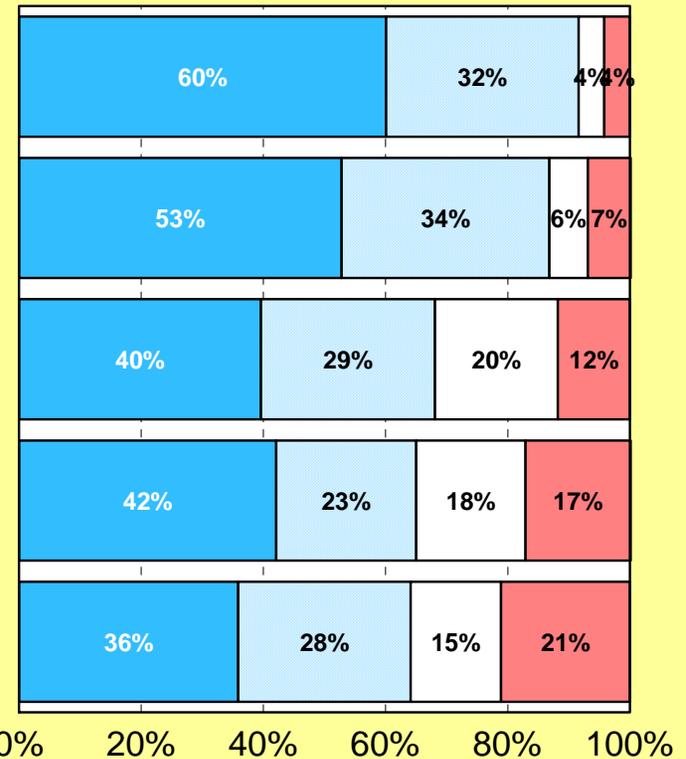
Have you contacted or visited the City of Riverside concerning a question, problem or complaint during the past year?

by percentage of respondents



If Yes, Rate the Quality of Customer Service You Received

- They were courteous and polite
- They were easy to contact
- They gave prompt, accurate and complete answers
- They did what they said they would do
- They helped resolve an issue to satisfaction

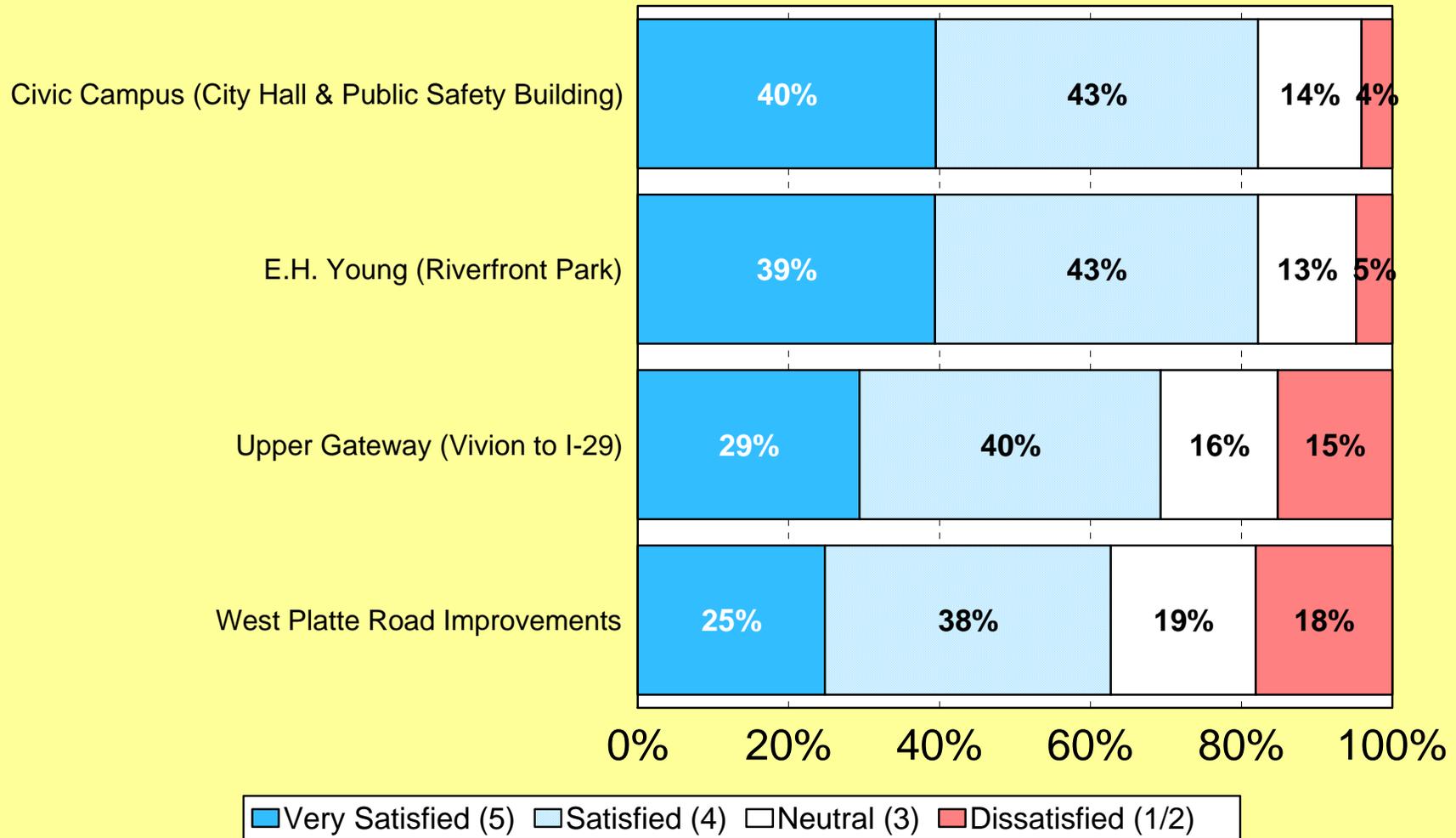


■ Always (5)
 ■ Usually (4)
 ■ Sometimes (3)
 ■ Seldom/Never (1/2)

Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Satisfaction with Various Aspects of Recent Improvements in Riverside

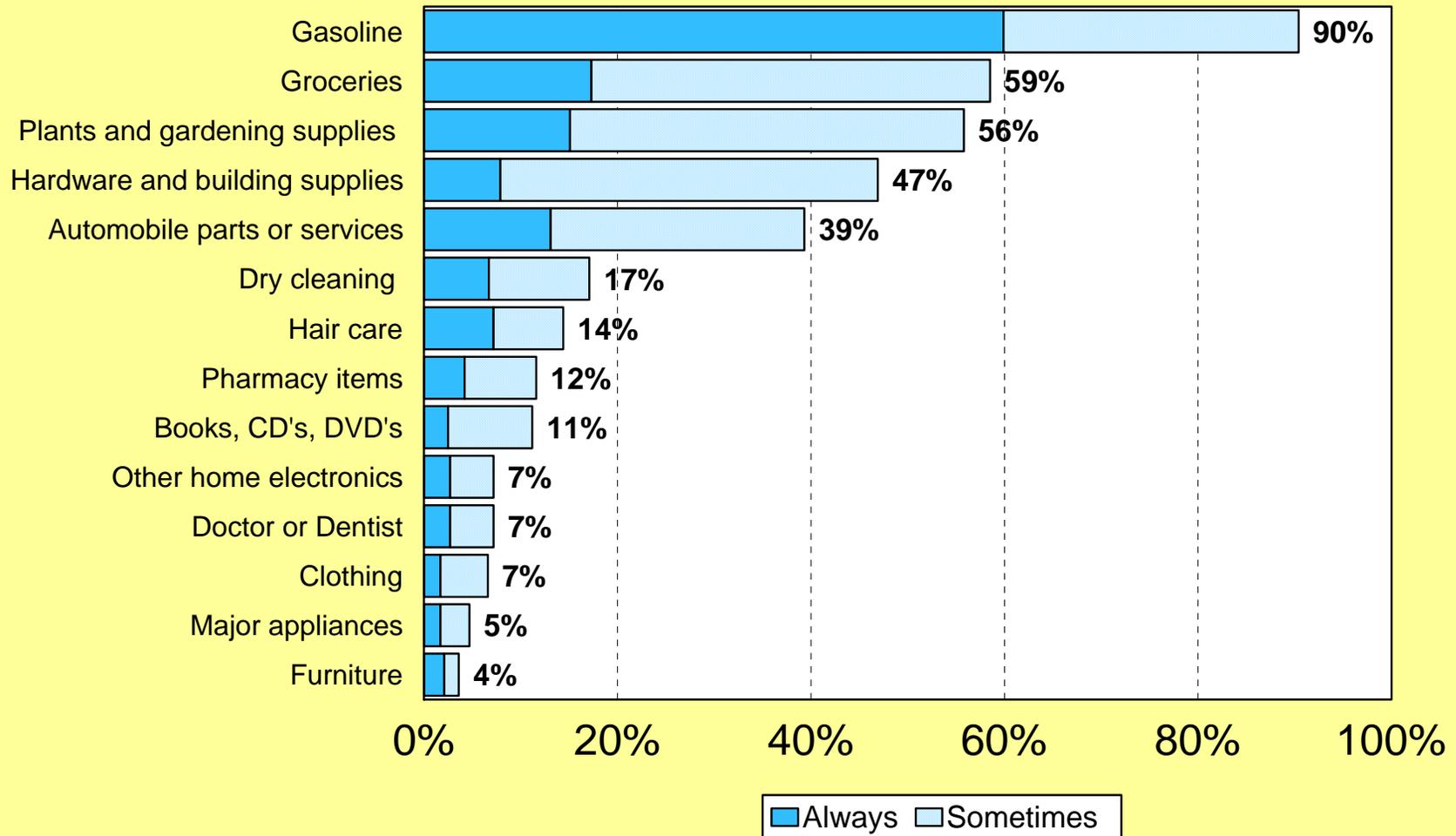
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

How often do you shop for these goods and services in Riverside?

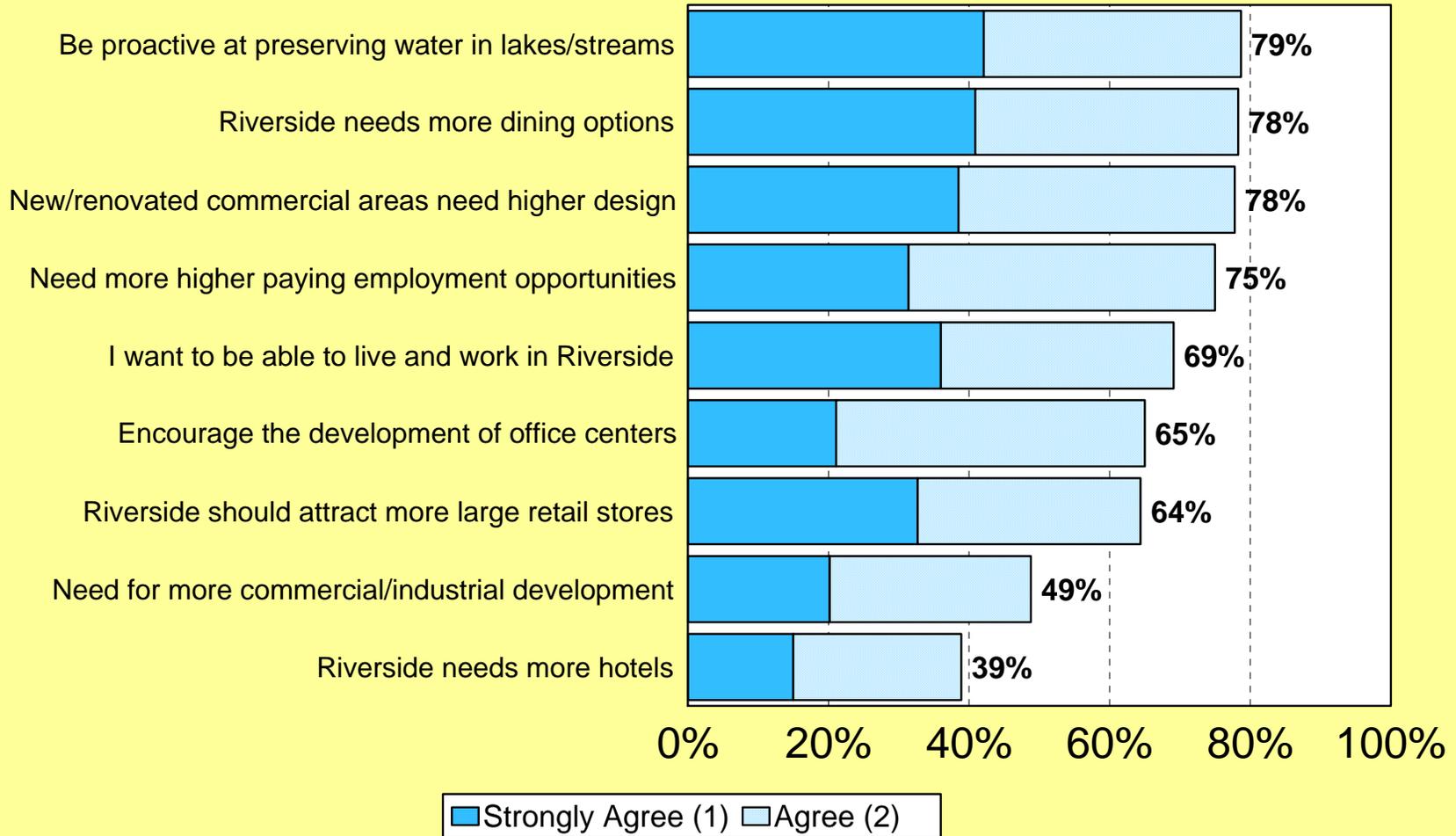
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding no response)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Level of Agreement on Various Issues

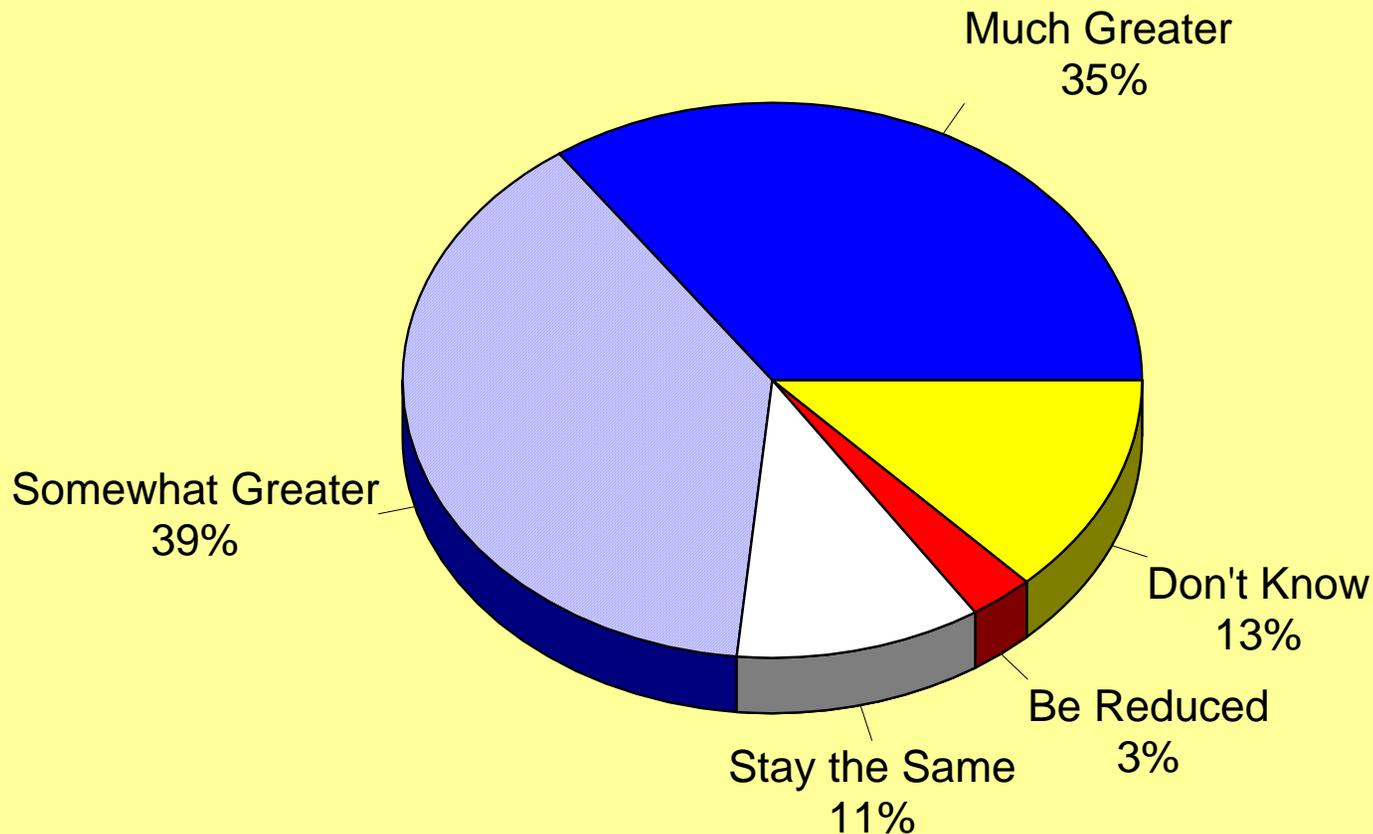
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

How do you think the City's efforts to promote economic development in the community should change over the next five years?

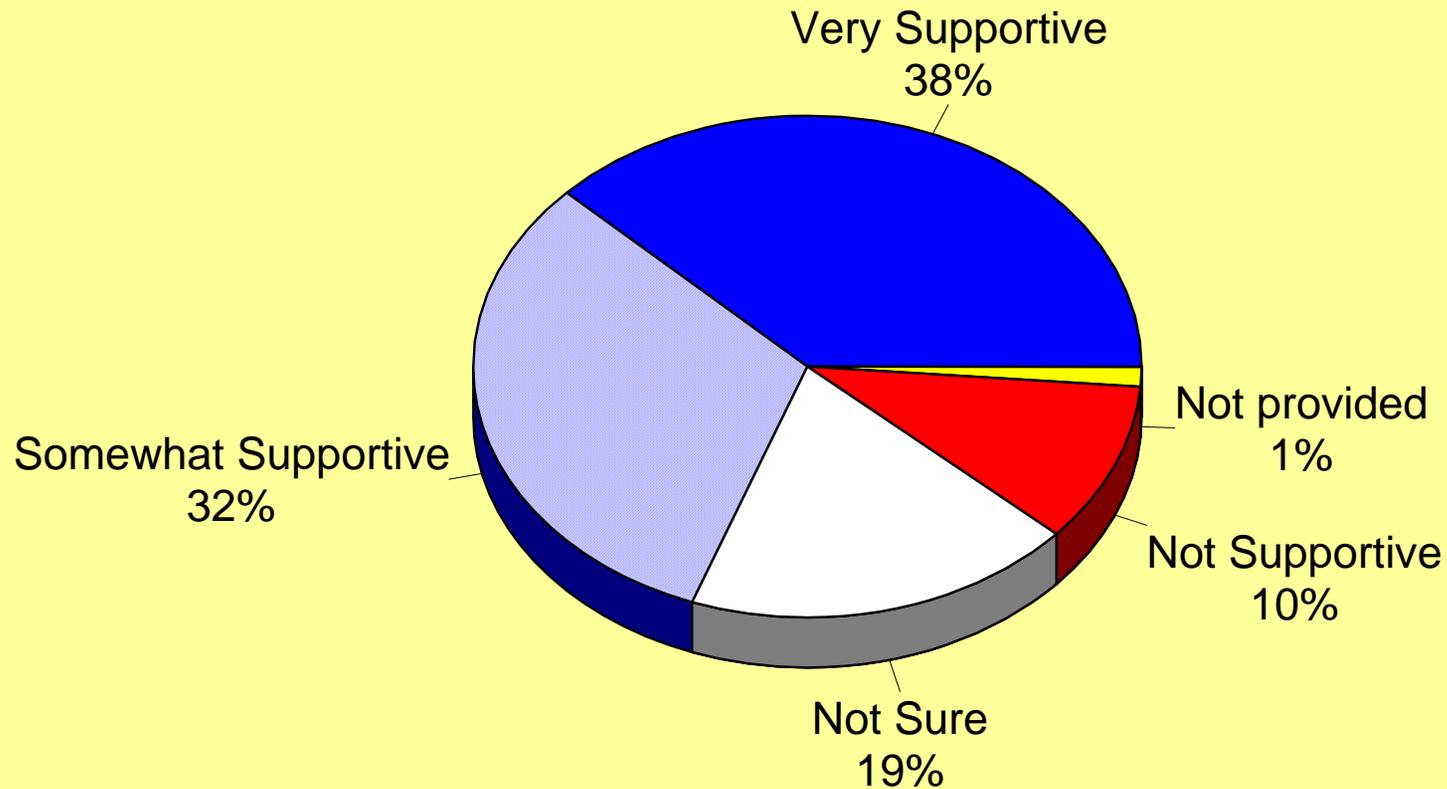
by percentage of respondents



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

How supportive are you of having the city use incentives to attract new businesses or expand existing business in Riverside?

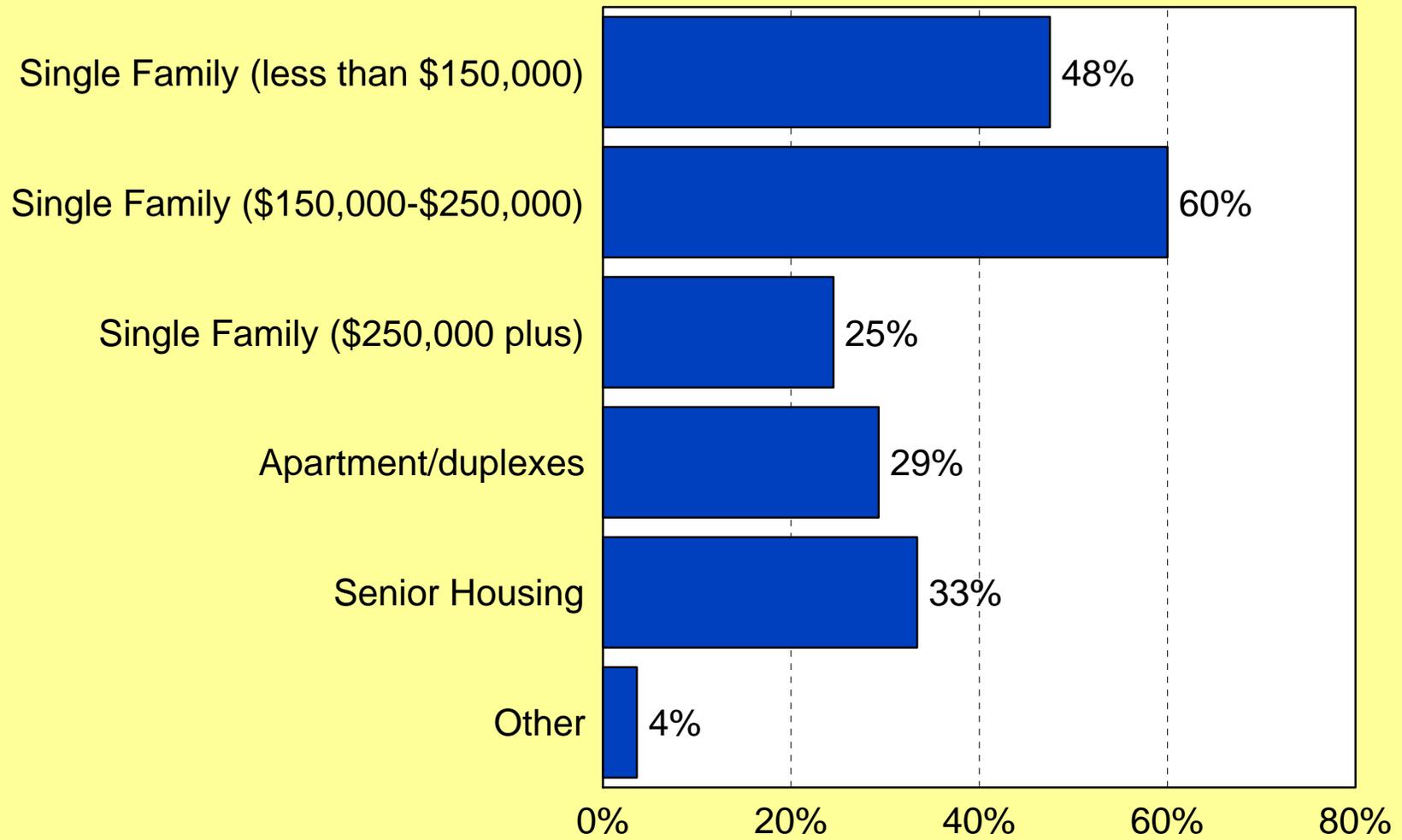
by percentage of respondents



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Which of the following types of housing do you feel are best-suited for Riverside?

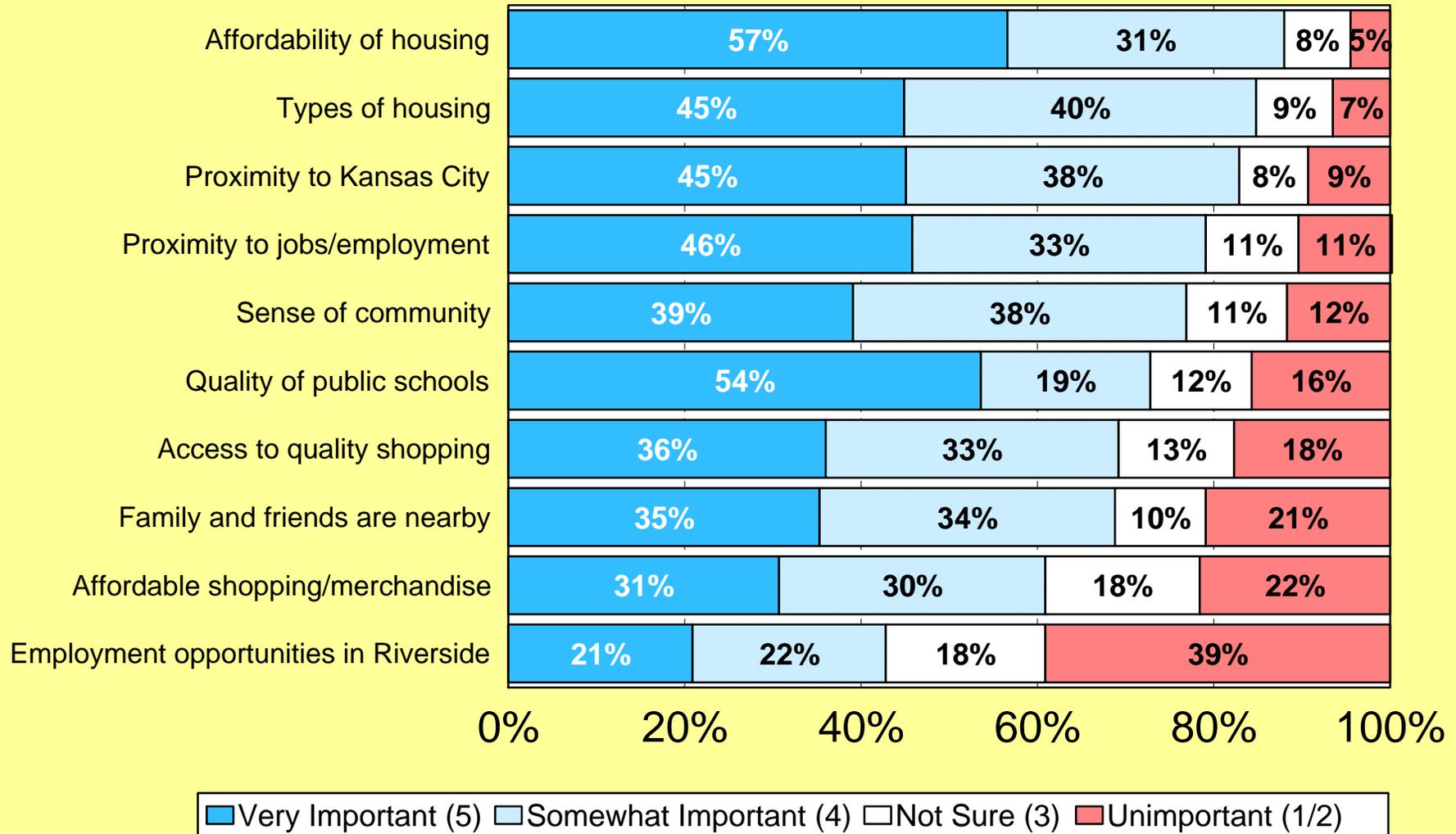
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Reasons for Deciding to Live in Riverside

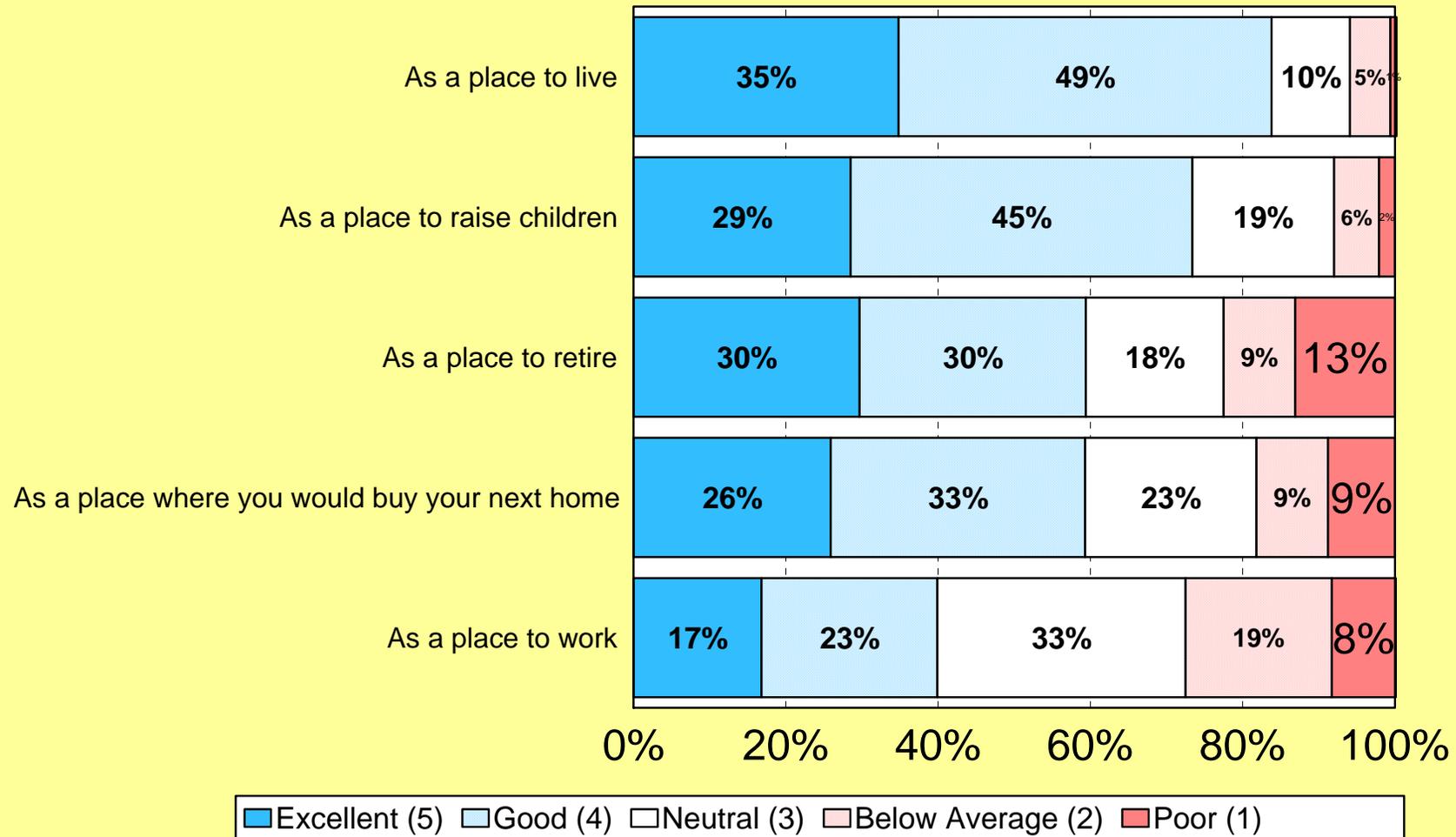
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Rating of Various Aspects of Riverside

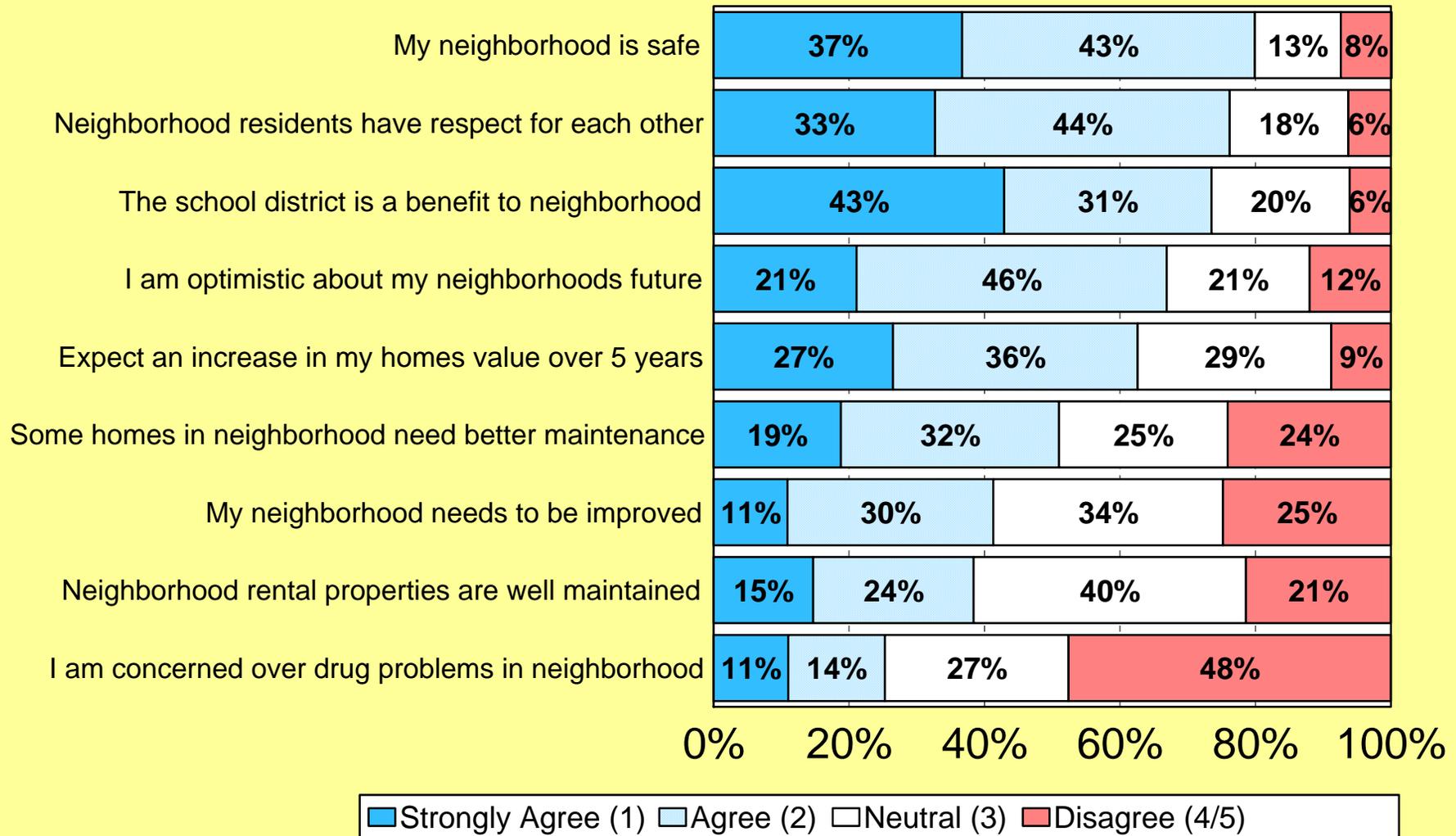
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Agreement with Various Issues About Life in Riverside

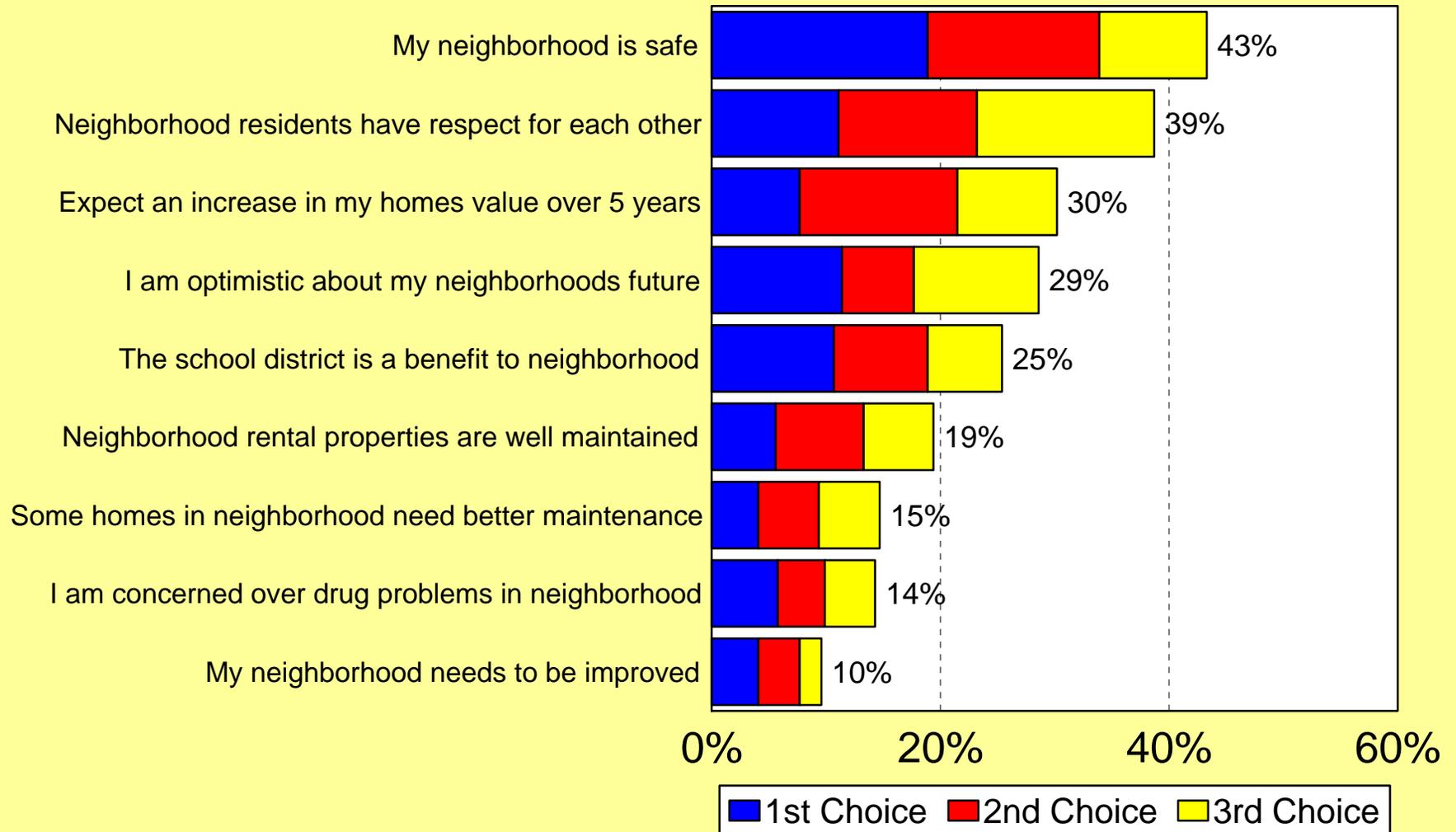
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

The Reasons that Will Impact the Decision to Stay in Riverside Over the Next Ten Years by Major Category

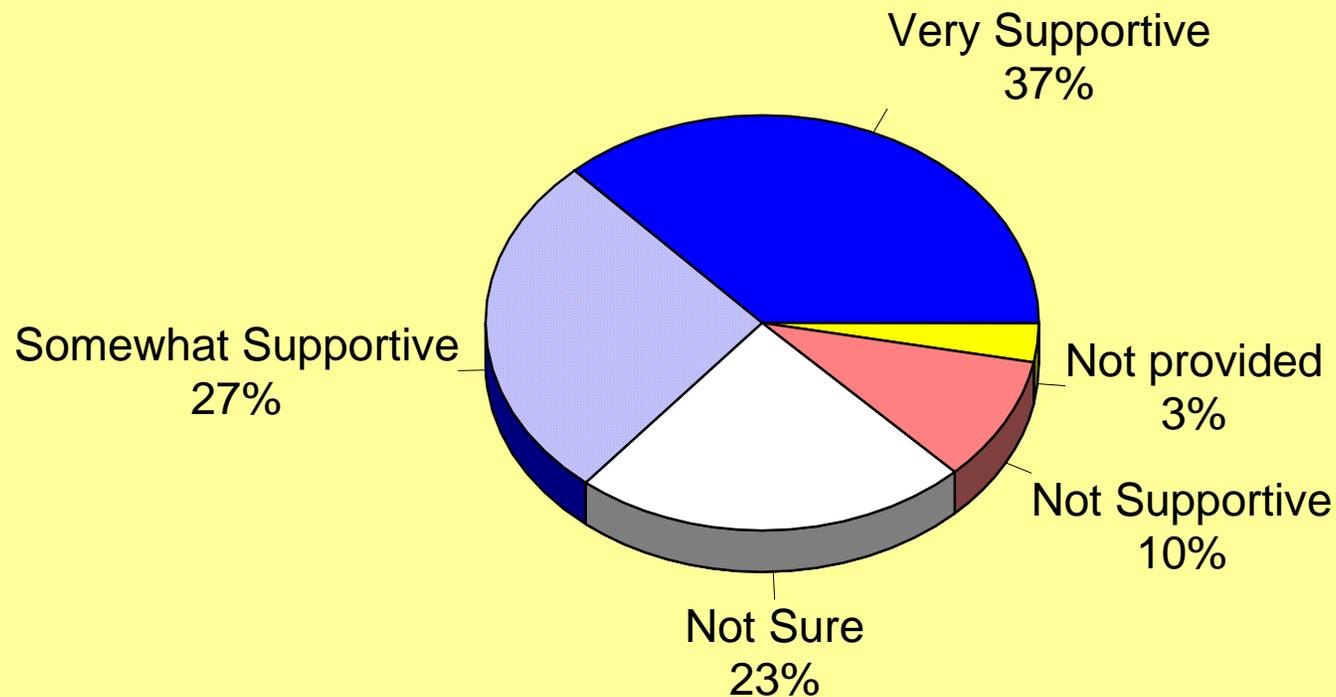
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

How Supportive are you of Annexation by Riverside When Services can be Provided to the Annexed Areas without an Increase in Taxes or a Reduction in Services to Current Residents?

by percentage of respondents



Source: ETC Institute DirectionFinder (March 2006 - Riverside, MO)

Summary

① **Overall the City of Riverside is doing a good job of delivering City services**

① **Areas of Greatest Satisfaction:**

- ☐ The quality of police services.
- ☐ The quality of customer service.
- ☐ Quality of fire service.
- ☐ The quality of water and sewer utilities.

① **Areas of Least Satisfaction:**

- ☐ Maintenance of City streets, buildings and facilities.
- ☐ The overall flow of traffic and congestion management.

① **Areas of Emphasis Over the next 2 years based on items with the highest I-S Rating should include:**

- ☐ The overall flow of traffic and congestion management.
- ☐ Quality of animal control.
- ☐ Overall appearance of the City.

2006 Business Survey Results

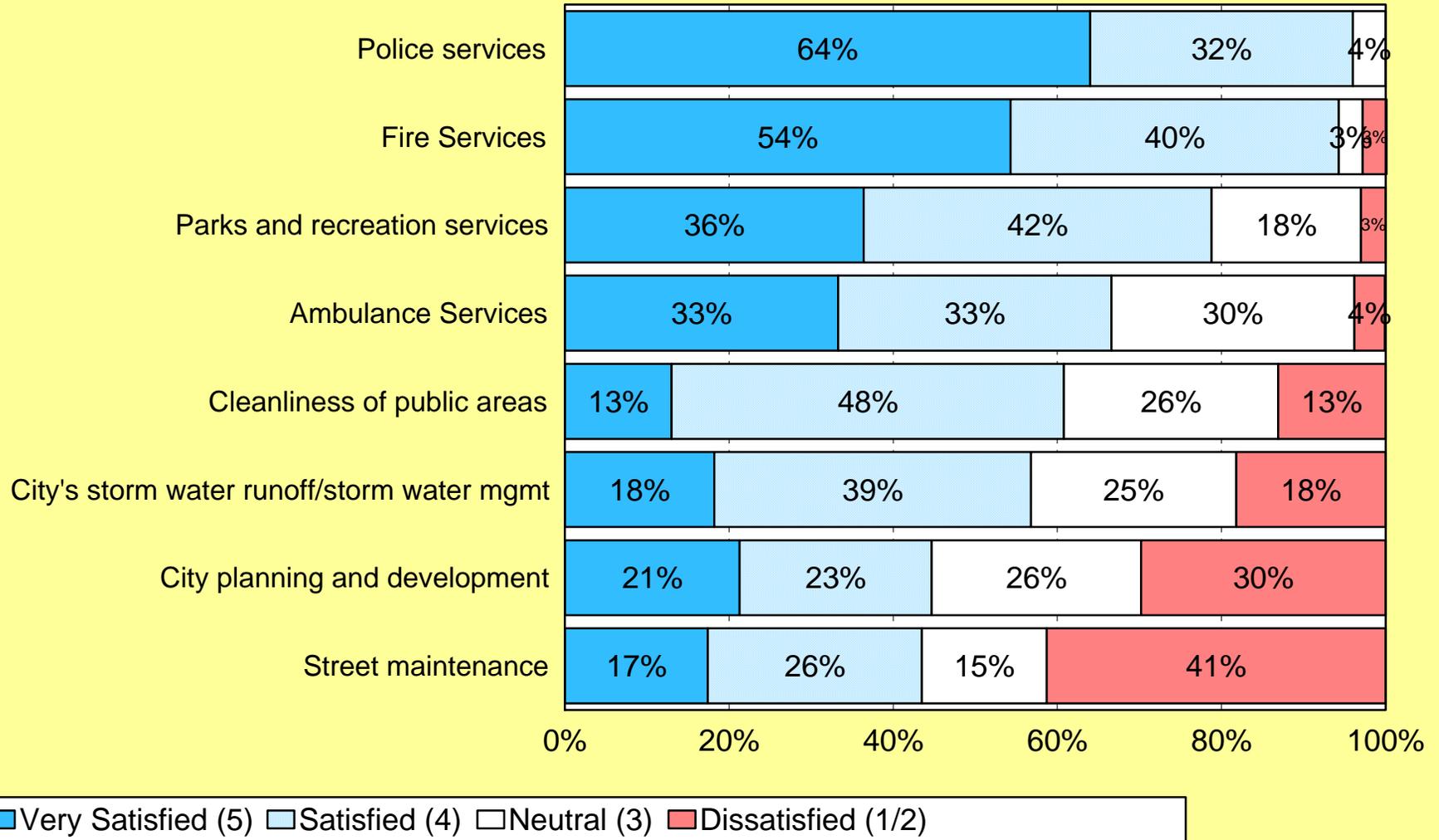
Methodology-Businesses

- ① Sample of 50 businesses from a list of 250 businesses supplied by the City
- ① Administered by Mail/Phone
- ① Administered for the first time during the month of March 2006

OVERALL RESULTS

Overall Satisfaction With City Services Based on How the Services Affect Your Business

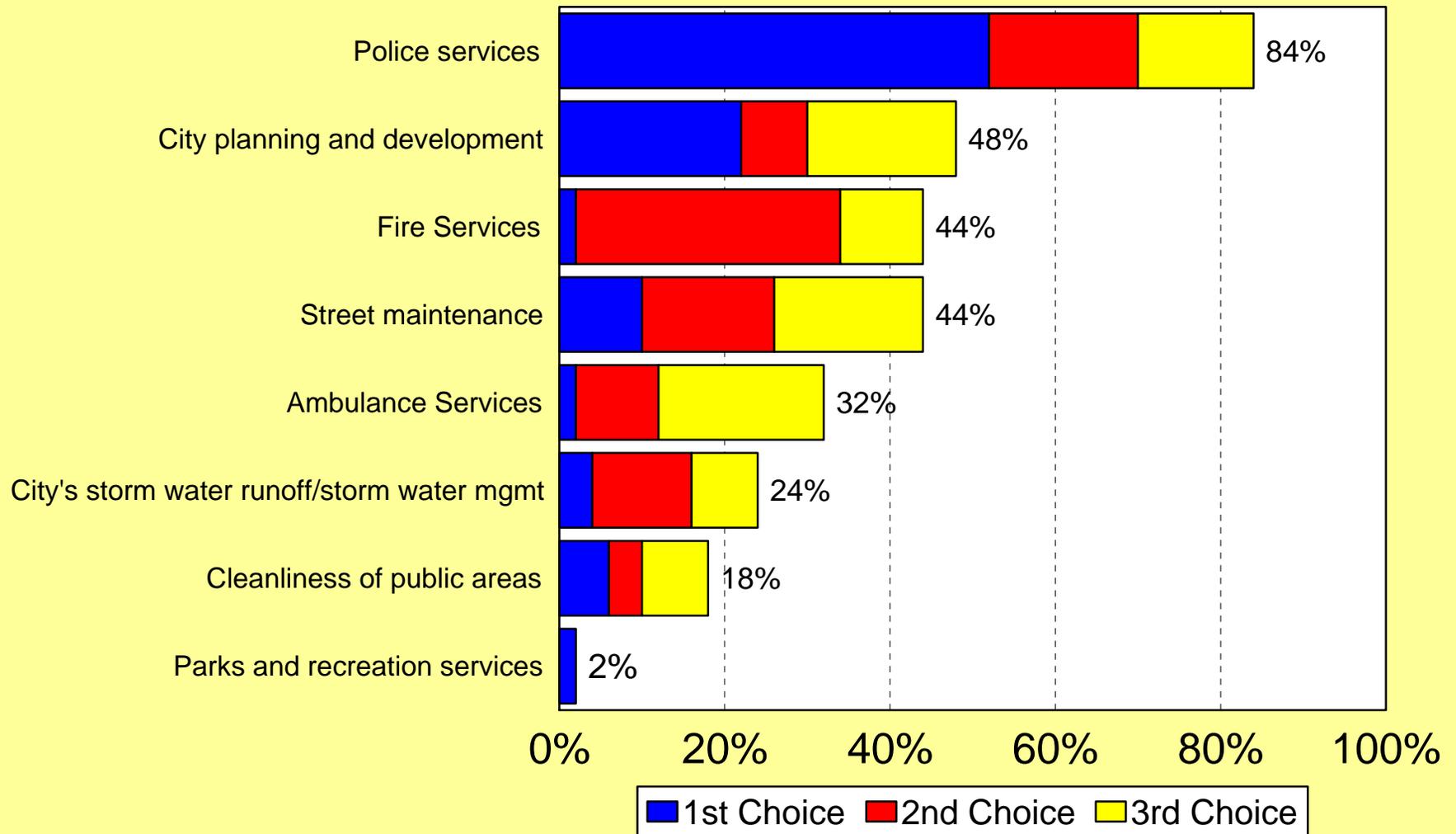
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

City Services That Are the Most Important to Your Business

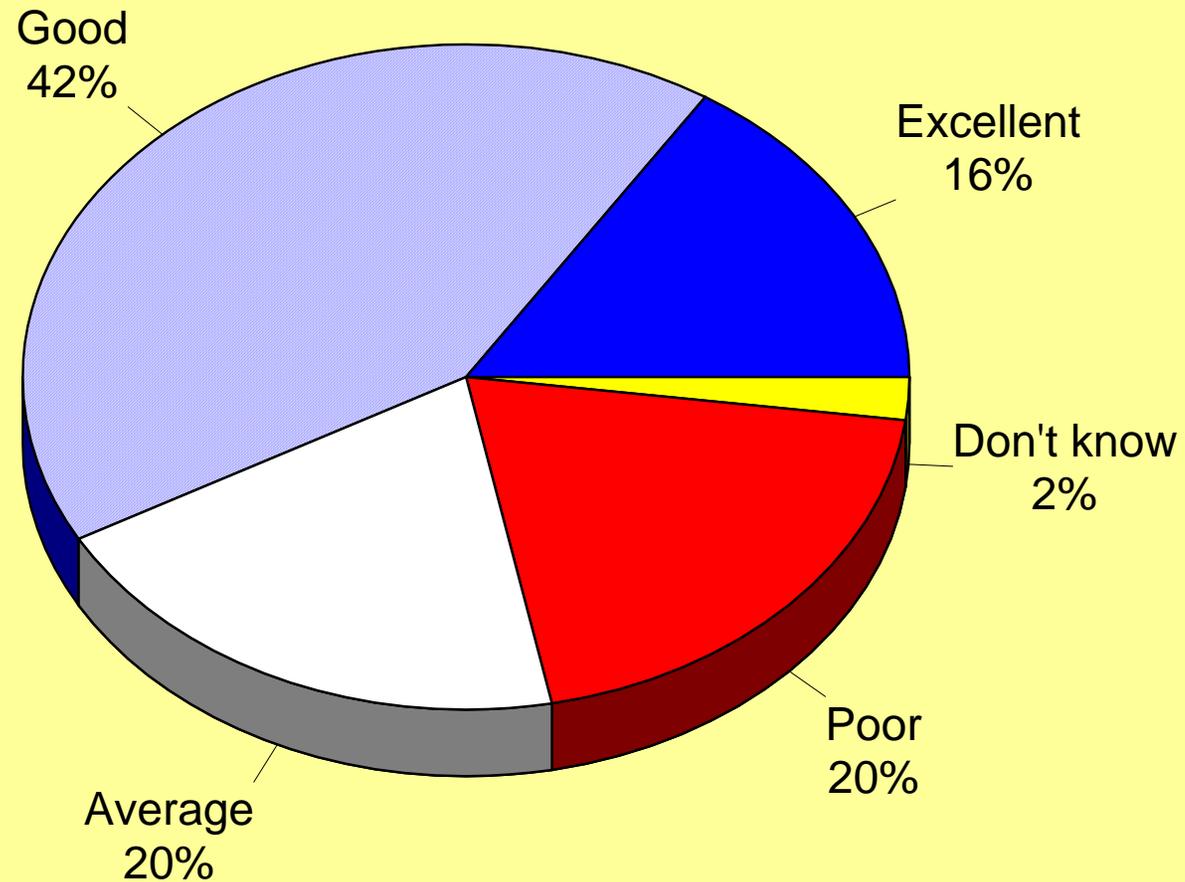
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

How would you rate the physical appearance of the area where your business is located?

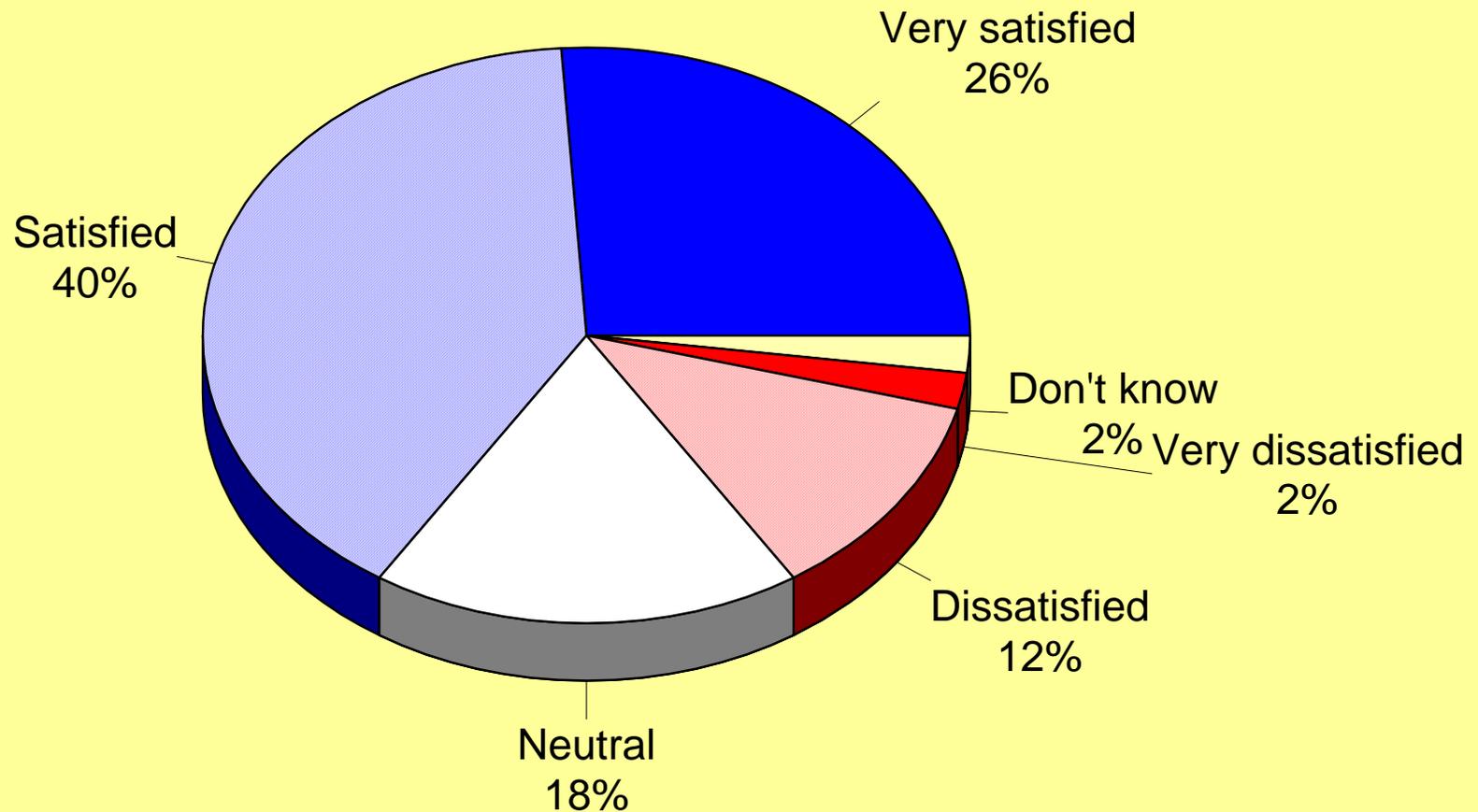
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

How satisfied are you with the City's efforts to improve the physical appearance of the City?

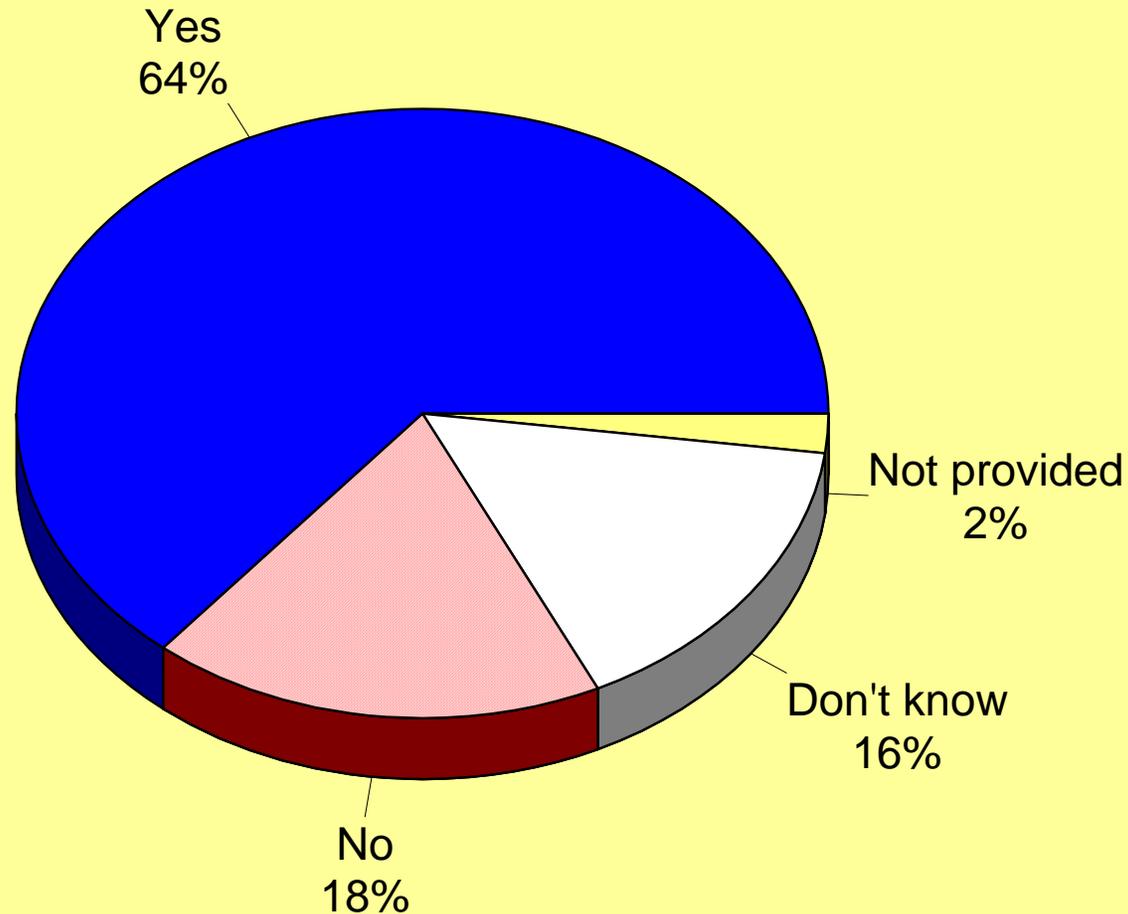
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Do you think the City of Riverside is a "Business Friendly" community?

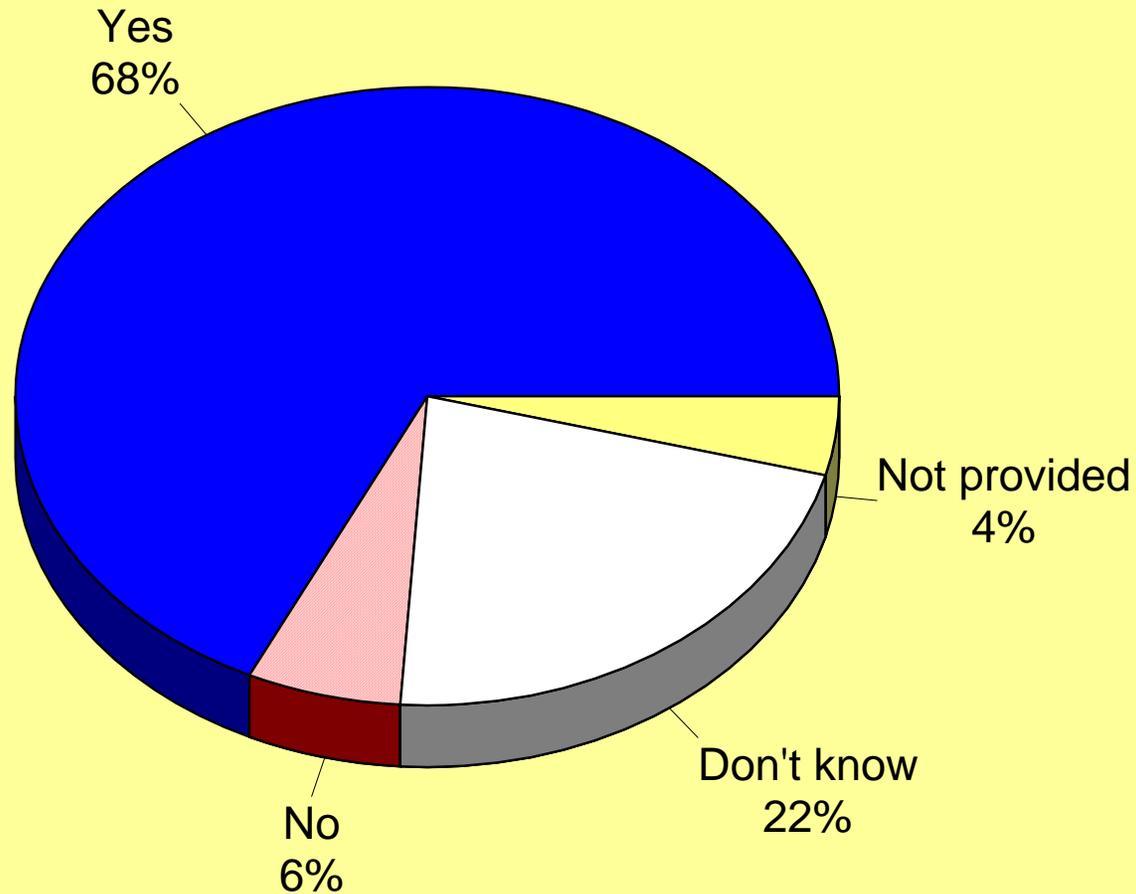
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Do you think the tax structure for the City of Riverside is fair?

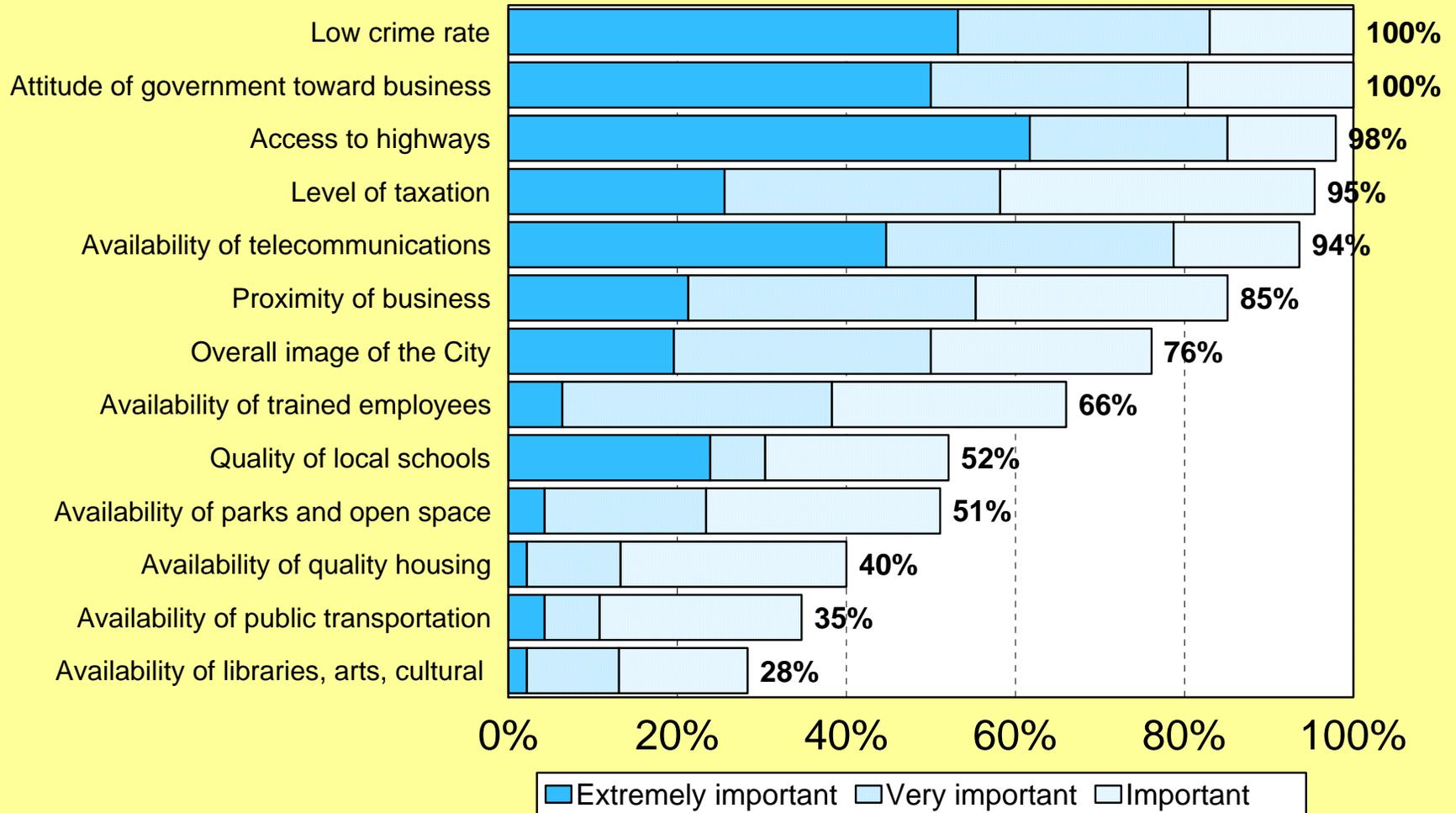
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Importance of Various Reasons to Your Decision to Locate Your Business in Riverside

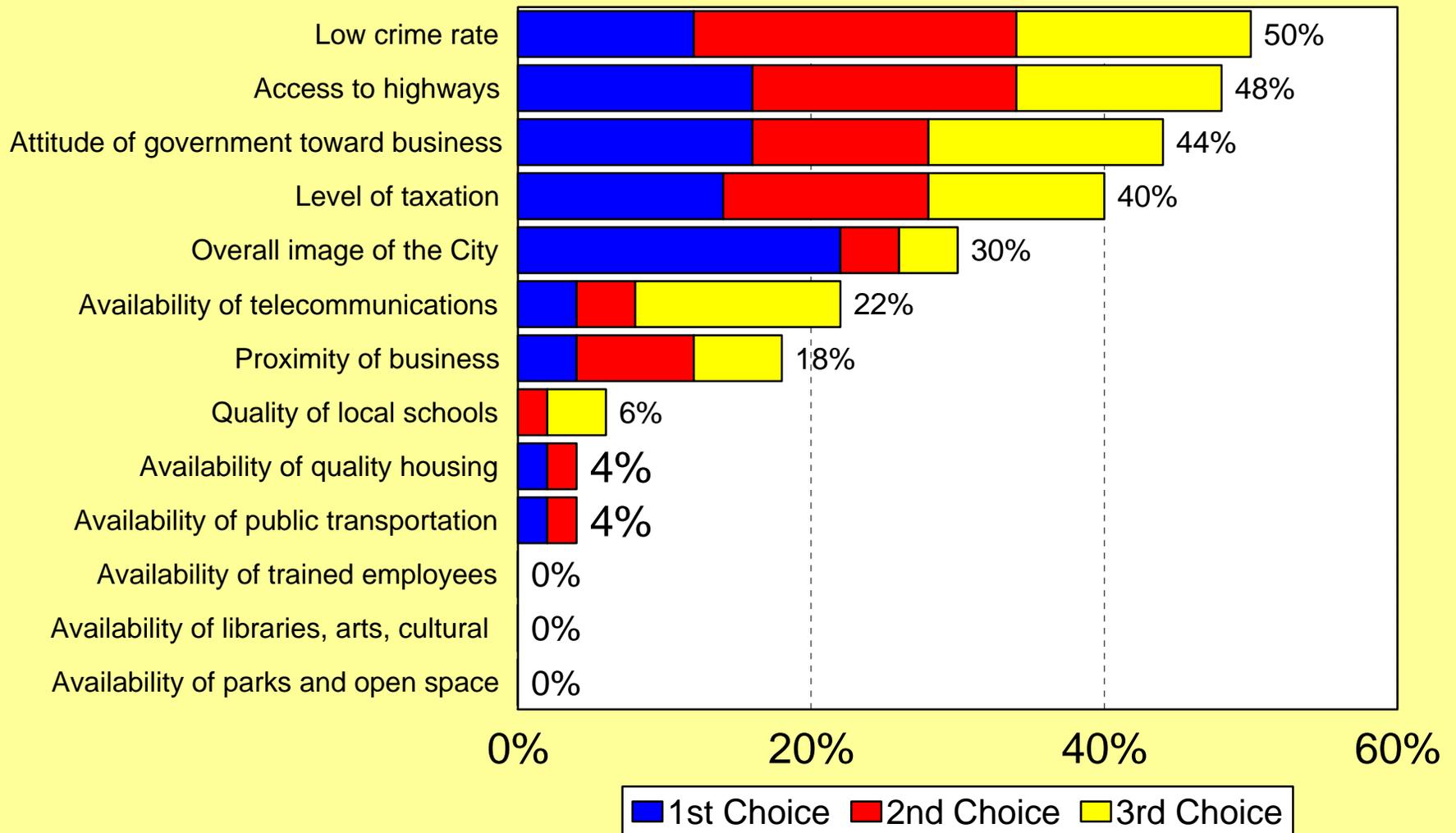
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Reasons that Will Have the Most Impact on Your Decision to Stay in the City of Riverside for the Next 10 Years

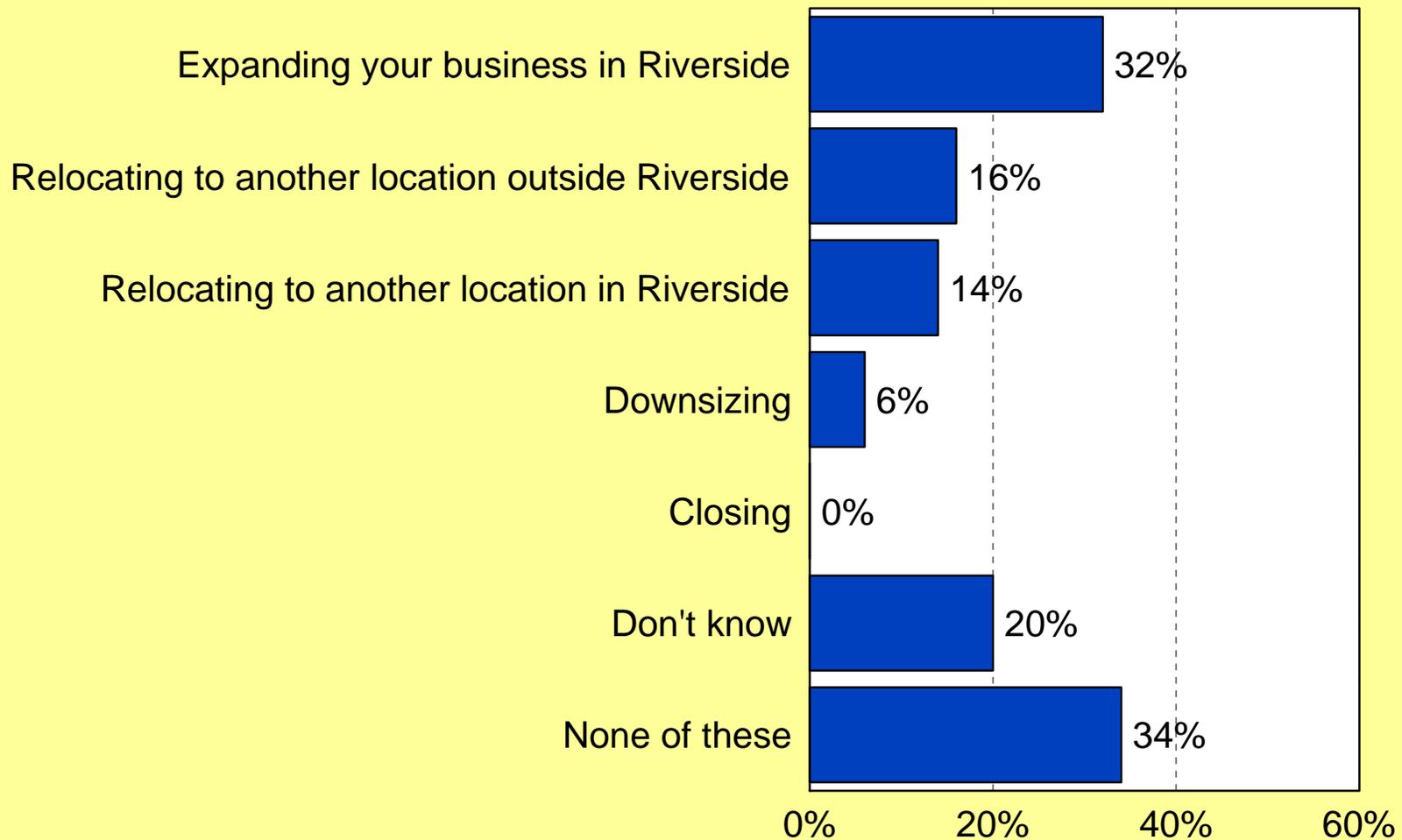
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

In the next 12 months, is your business considering any of the following?

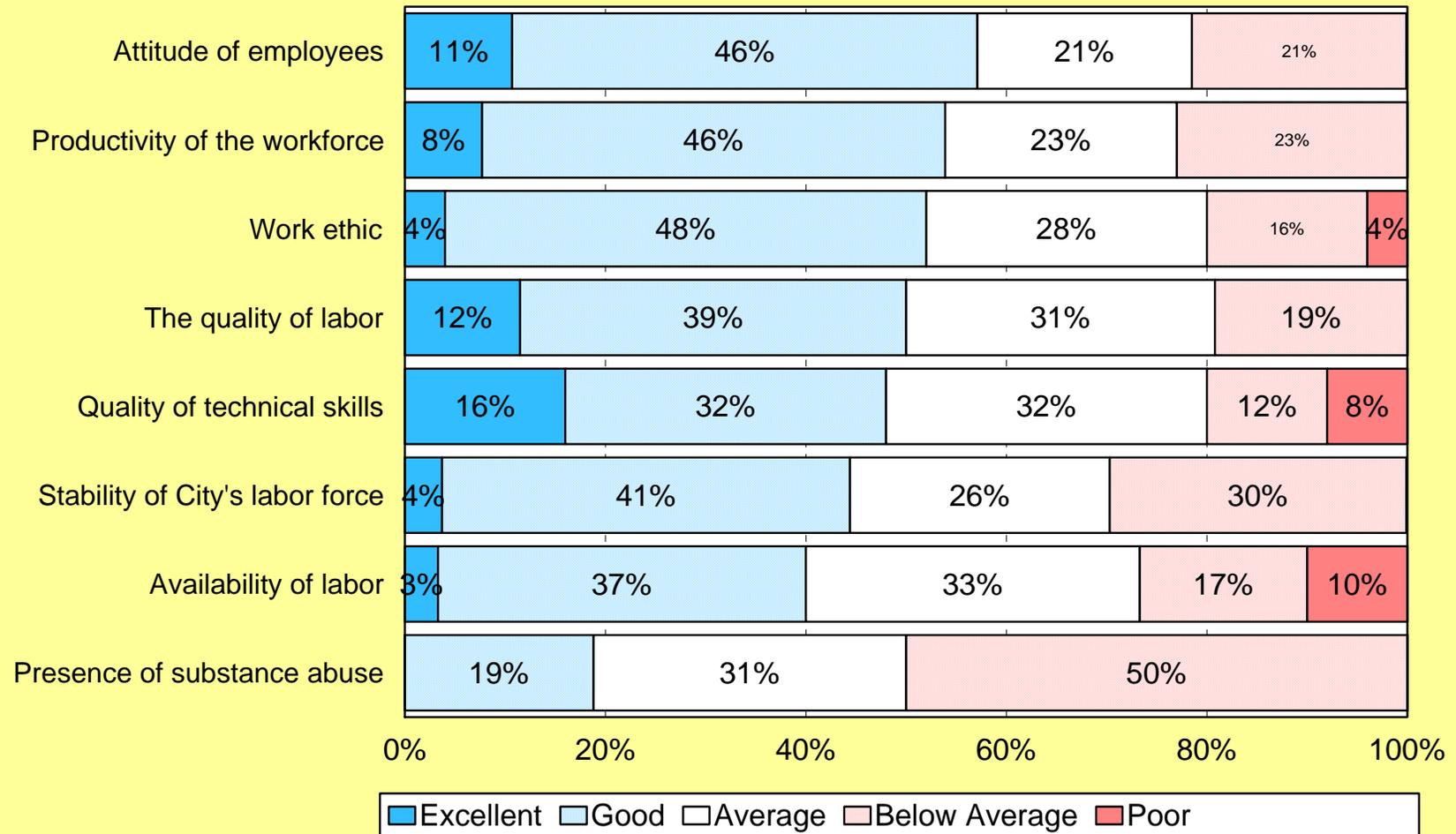
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

How You Rate the Labor Pool in the City of Riverside

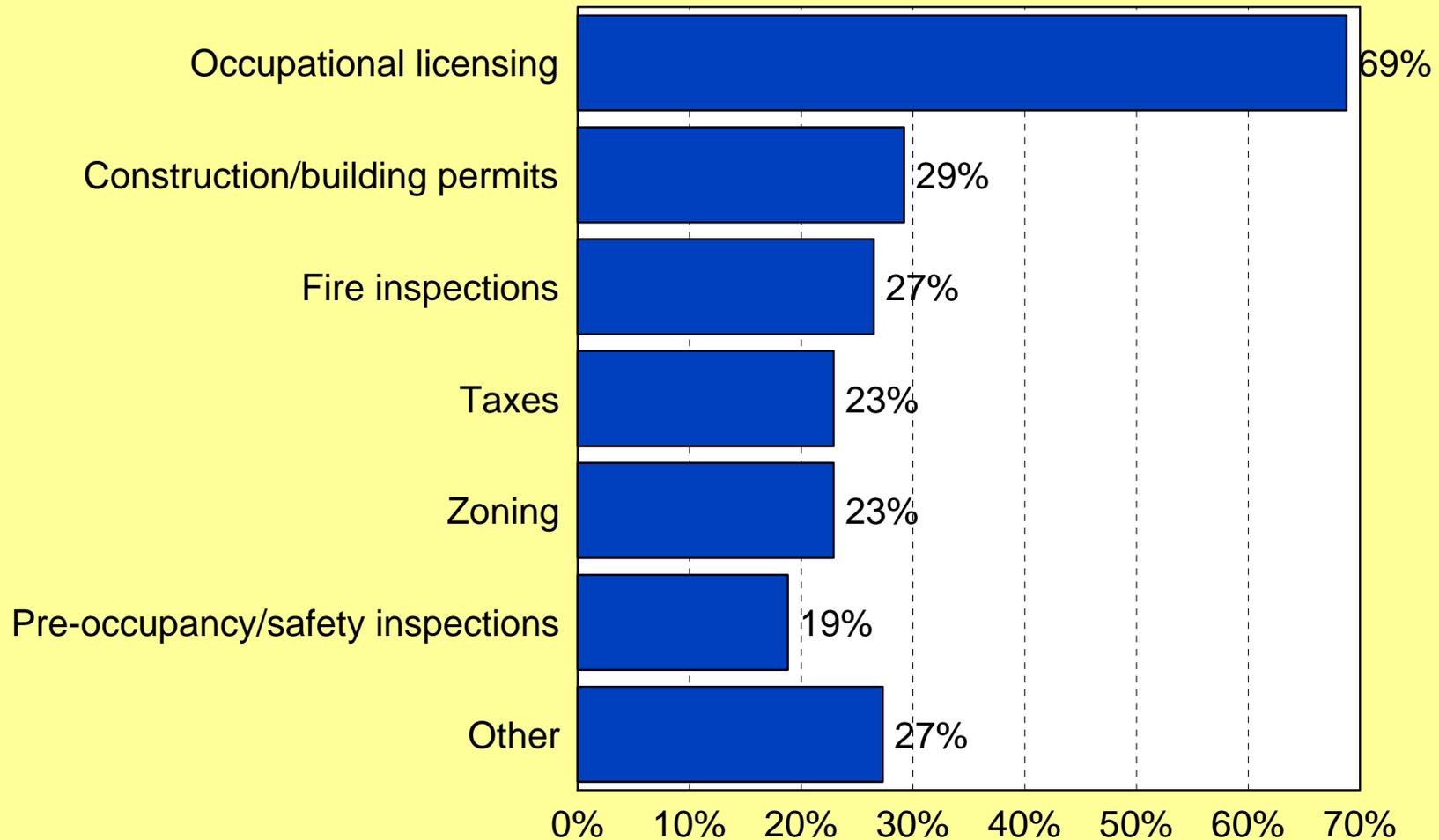
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Has your business had any contact with any unit of Riverside City Government during the past year?

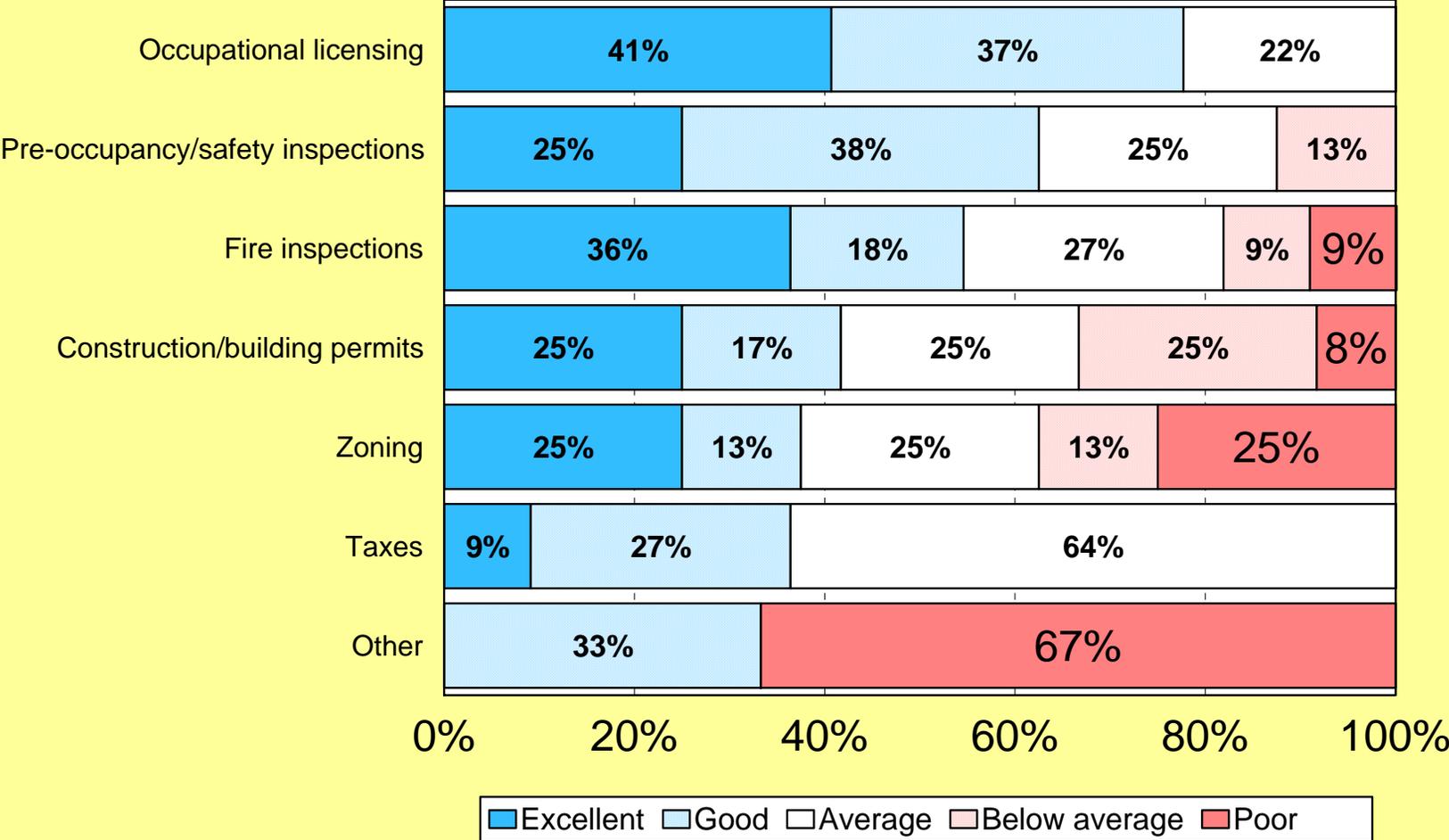
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Experience Your Business Has Had With Riverside City Government During the Past Year

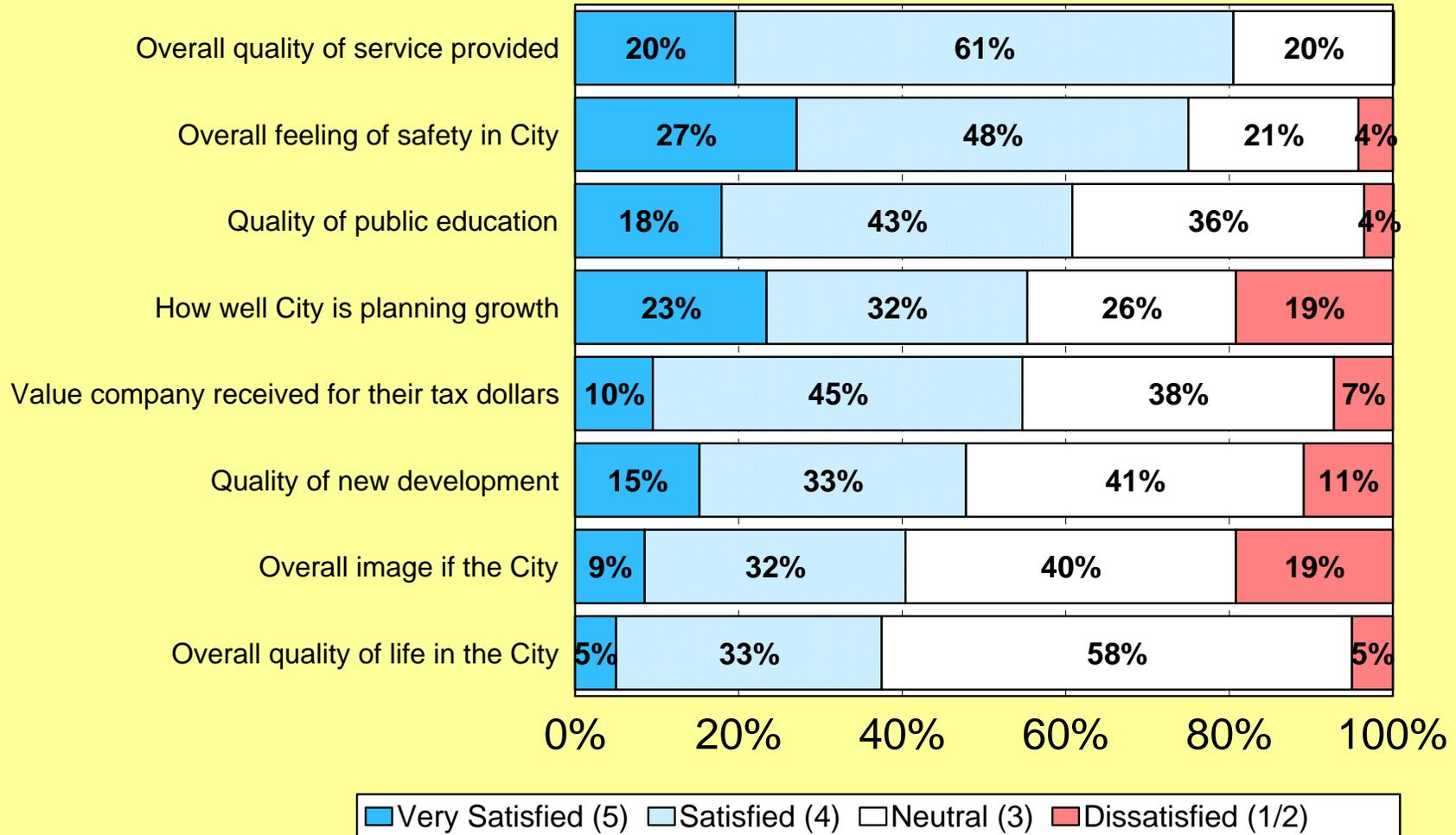
by percentage of respondents who had contact with the City over these issues,
and who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Perception of the City of Riverside

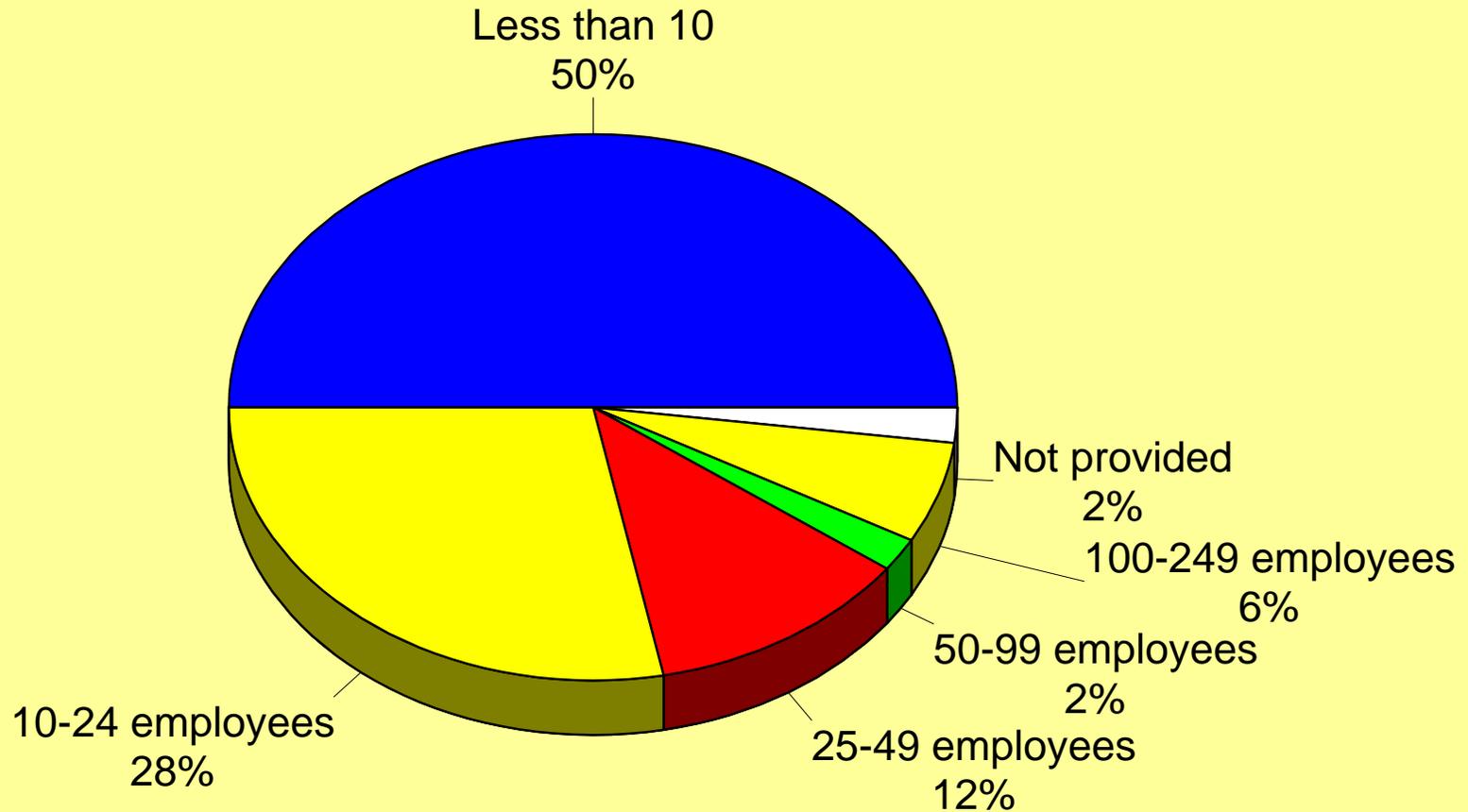
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Number of Employees in Riverside

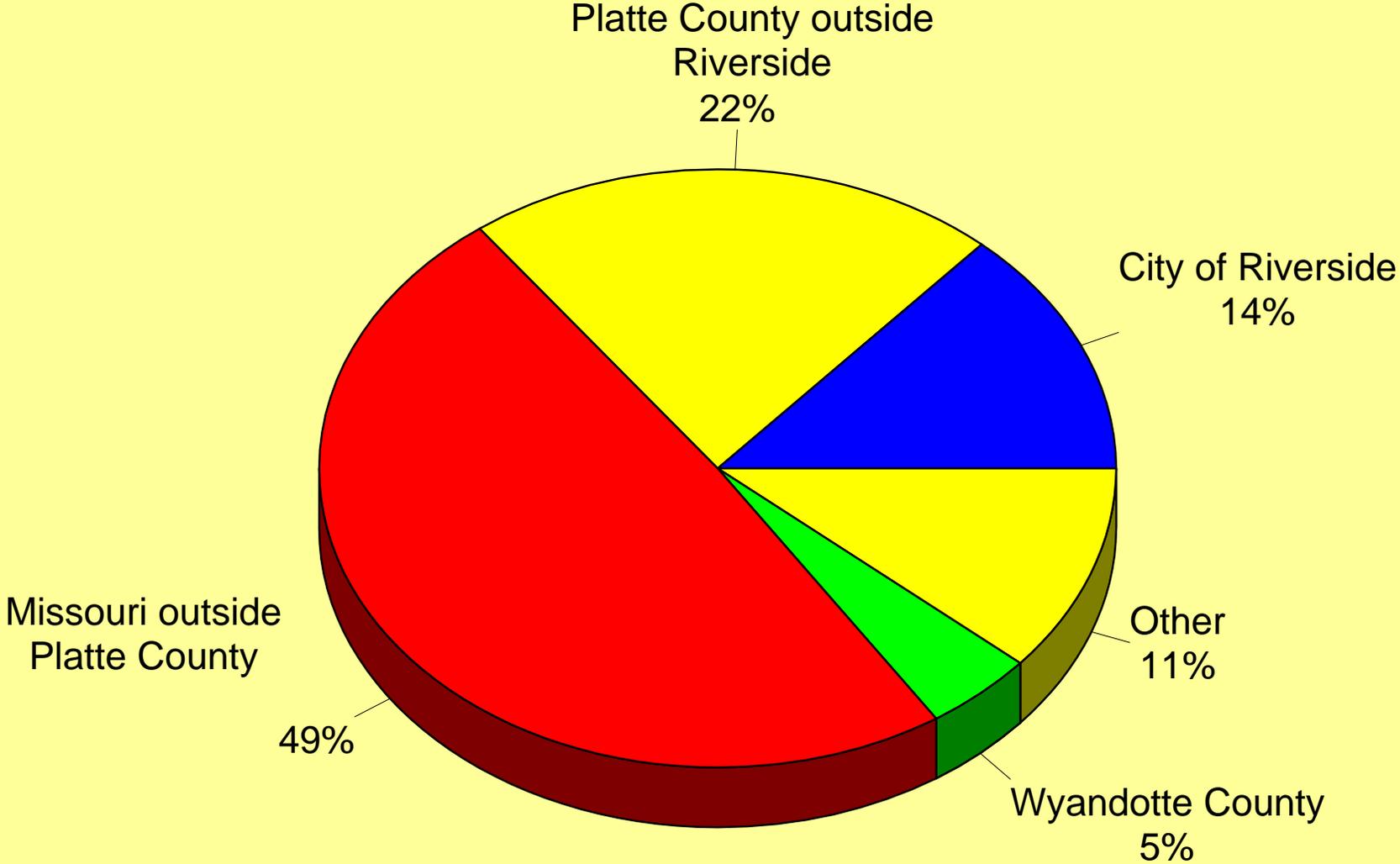
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Where Employees Live

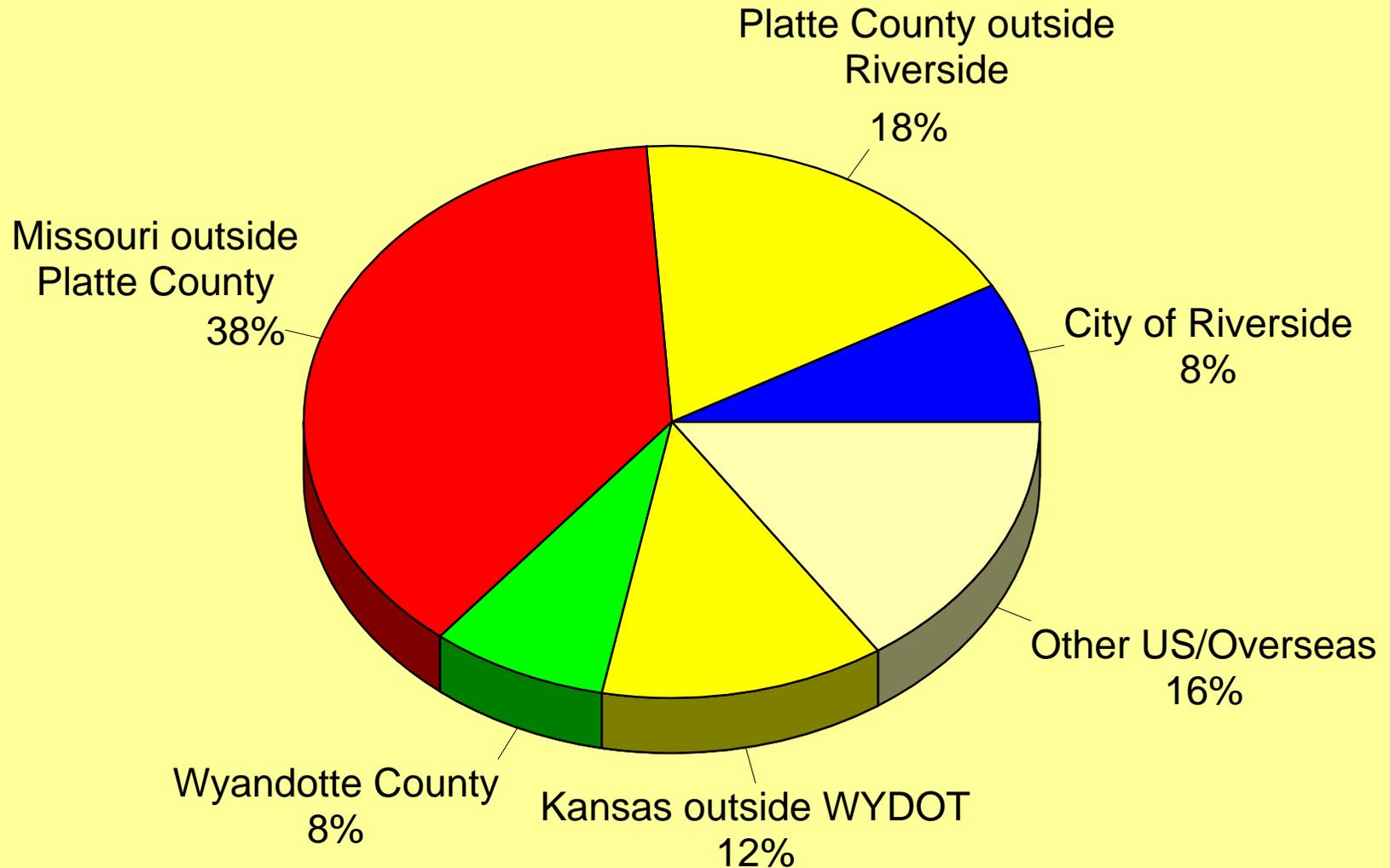
based on mean distribution reported by respondents to the business survey



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

What Percentage of Your Customer Base is Represented by These Areas?

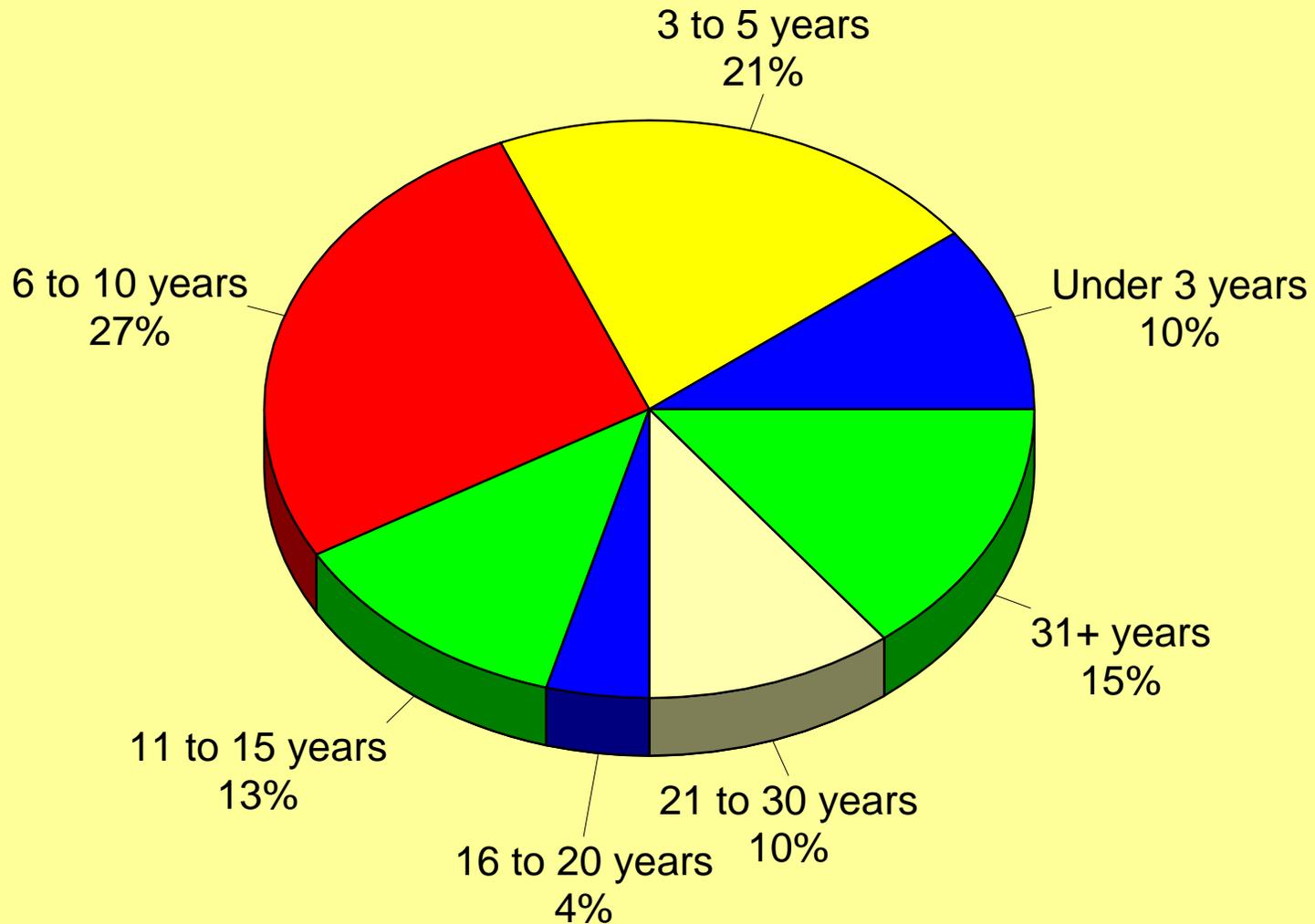
based on mean distribution reported by respondents to the business survey



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Number of Years Your Business Has Been Operating in the City of Riverside

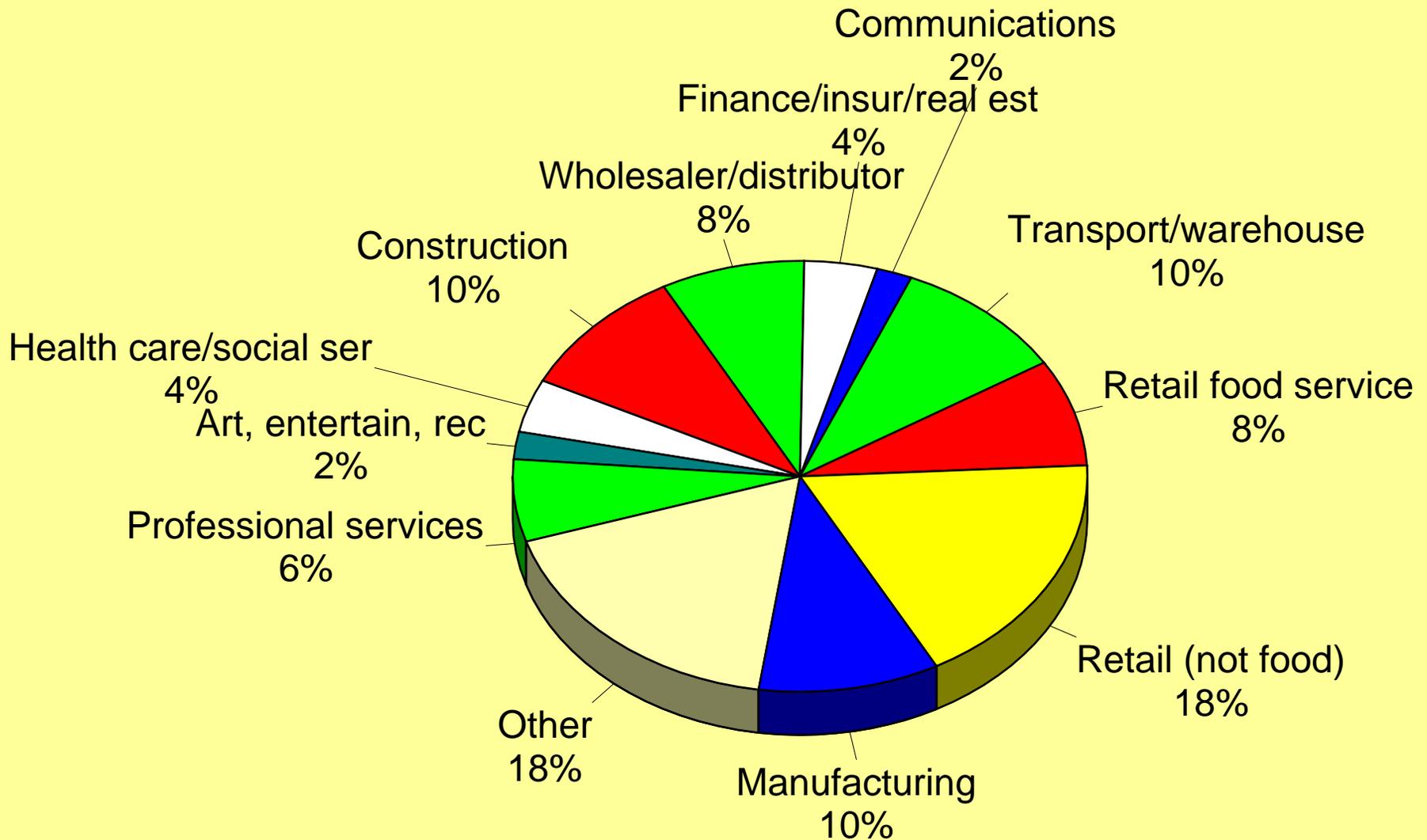
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Type of Business

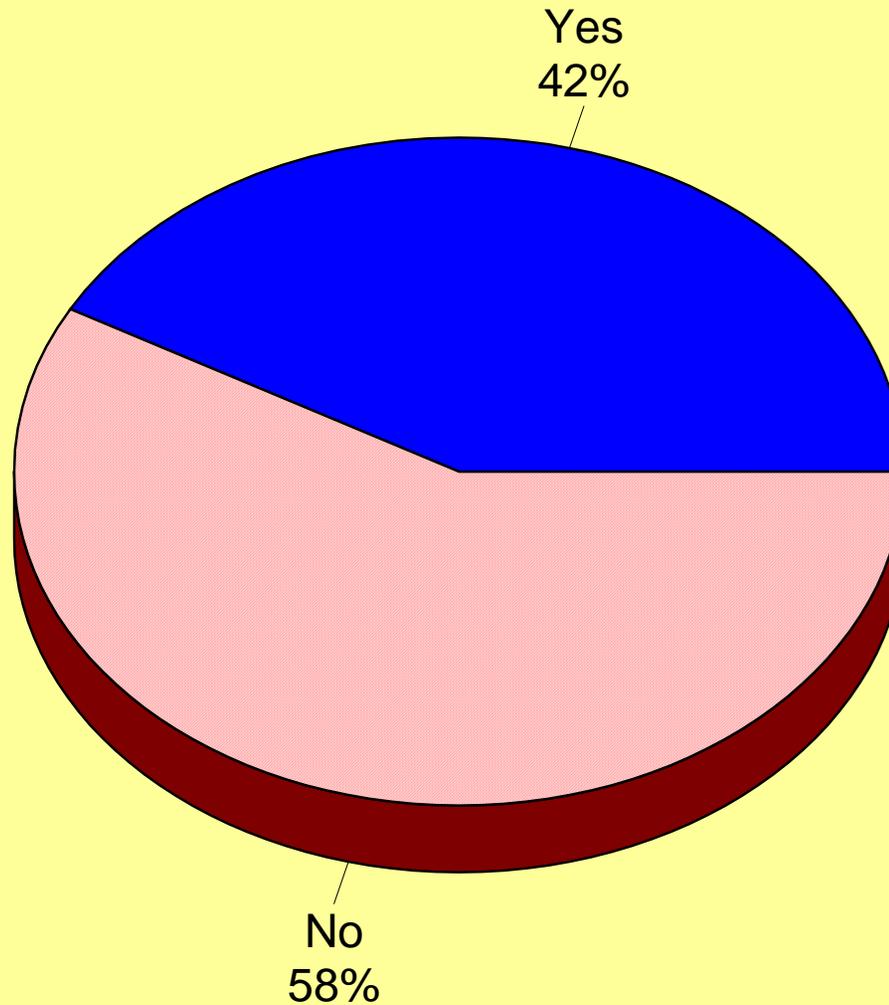
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Does your business have occasion to use hotel and/or conference services?

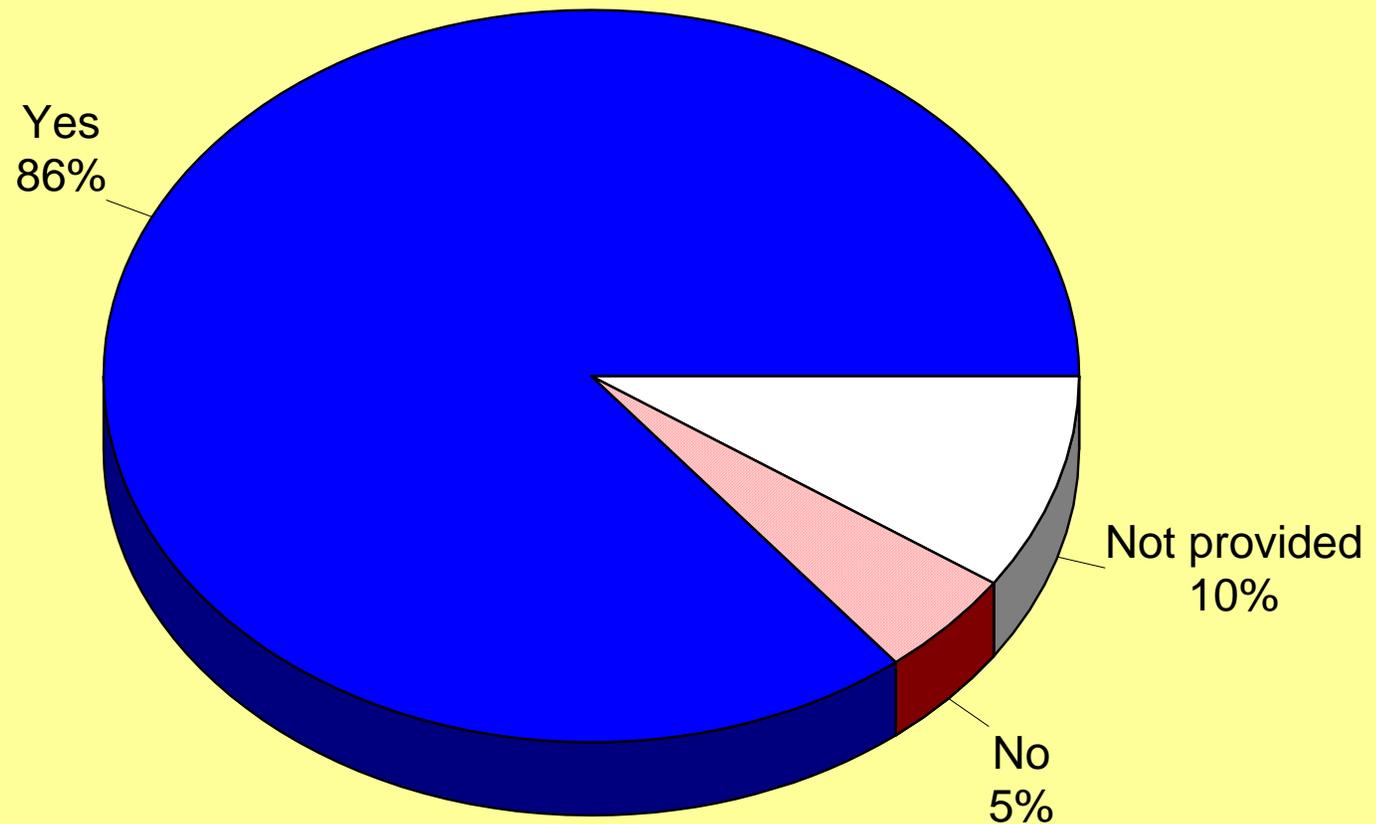
by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Would you use hotel and/or conference services if they were available in Riverside?

by percentage of business respondents



Source: ETC Institute DirectionFinder (March 2006 - Business - Riverside, MO)

Questions ???