

CITY OF TOWN AND COUNTRY INTERNET SURVEY:
PRELIMINARY RESULTS

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PRELIMINARY REPORT: INTRODUCTION

This preliminary report provides the results from a 2016 survey completed by 968 City of Town and Country residents. Topics include the City as a place to live, the Town Square initiative, Preservation Park, and city services.

A postcard was mailed to each household in the week of May 2 alerting residents to the survey and informing them how to access it on the Internet and, if preferred, how to obtain a print version. For the latter, a postage-paid envelope was included to return the survey. Nine hundred and six residents took the survey on the Internet and 62 completed the print version.

The survey was available on the City of Town and Country web site from May 7 through May 31, 2016. A reminder postcard about the survey, including access instructions, was mailed on or about May 20, 2016.

A more detailed report including breakouts by ward will be submitted in July.

Survey Toplines

TOWN AND COUNTRY INTERNET SURVEY TOPLINES

NOTE: Due to rounding, not all percentages will add up to 100%.

May 2016
968 Participants

Q1. Overall, do you think things in Town and Country are generally going in the right direction or do you feel things have gotten off on the wrong track?

Total %

Right direction 86.8%
Wrong track 13.2%

Q2. How would you rate Town and Country as a place to live?

Total %

Excellent 74.8%
Good 24.0%
Only fair 1.1%
Poor 0.1%

Q3. How would you rate Town and Country as a place to raise children?

Total %

Excellent 68.7%
Good 29.6%
Only fair 1.8%
Poor 0.0%

Text 1 For the following two questions please take a moment to provide short, written responses.

Q4. What do you like most about Town and Country as a place to live?
See resident comments in the electronic copy.

Q5. What is your biggest concern or worry about Town and Country as a place to live?
See resident comments in the electronic copy.

Text 2 As you may know, the City of Town and Country purchased 8.8 acres on the southern side of Clayton Road just east of Straub's. A citizen task force has studied possible ways to design and use the property as a public gathering space. Here is one possible conceptual design.

More detailed information is available on the City of Town and Country web site (www.town-and-country.org). The area labeled "P" would be an approximately one-acre lake. City officials have not made any final decisions about how this property would be developed.

Q6. To enhance a sense of community and arrival for Town and Country, the Town Square might include a plaza area that could host city events like seasonal markets or occasional festivals.

How much do you think such an area would add to the value of Town Square?

	Total %
A great deal	36.8%
Quite a lot	26.7%
Some	21.7%
Not very much	7.3%
Not at all	7.4%

Q7. The City might sell or lease land to one or two restaurants with outdoor seating ("C" on the design).

Which type of restaurant(s) would you be most likely to patronize?

	Total %
Casual serving breakfast and lunch	24.0%
Casual family dining	65.3%
Fine dining	10.7%

Q8. Which type of restaurant would you be the next most likely to patronize?

	Total %
Casual serving breakfast and lunch	41.4%
Casual family dining	42.6%
Fine dining	16.0%

Q9. How much do you think these restaurants would add to the value of Town Square?

Total %

A great deal	29.5%
Quite a lot	29.3%
Some	27.2%
Not very much	8.1%
Not at all	6.0%

Q10. About how often would you and other members of your household patronize these restaurants?

Total %

Once a month or more	37.6%
Six to ten times a year	22.3%
Four or five times a year	18.3%
One to three times a year	15.1%
Less than once a year	6.7%

Q11. The Town Square area would include an approximately one-acre lake with a fountain, labeled "P" on the map. It would detain storm water flowing down from the plaza area and Mason Woods Village. MSD will require storm water retention measures be constructed on the site.

Compared to having just a dry retention basin, how much would the lake add to the attractiveness of the Town Square?

Total %

A great deal	43.8%
Quite a lot	28.8%
Some	15.5%
Not very much	6.2%
Not at all	5.7%

Q12. To provide a covered place overlooking the lake for residents to enjoy beverages and food, the Town Square might have a pavilion (labeled "J" on the map) near Mason Woods Village.

How much do you think such a pavilion would add to the value of Town Square?

Total %

A great deal	28.5%
Quite a lot	32.5%
Some	23.9%
Not very much	8.5%
Not at all	6.6%

Q13. The Town Square might include an activity fountain ("M" on the design) for children.

How much do you think an activity fountain would add to the value of Town Square?

Total %

A great deal	22.8%
Quite a lot	22.7%
Some	28.7%
Not very much	16.8%
Not at all	9.0%

Q14. The Town Square area could include walking trails connecting to each other and the Clayton Road trail.

Do you favor or oppose having walking trails (labeled "T" on the map) in Town Square?

Total %

Favor	88.6%
Oppose	11.4%

Q15. To enhance safety and accessibility, do you favor or oppose a pedestrian tunnel under Clayton Road (labeled "D" on the map) connecting the Clayton Road trail to the plaza area?

Total %

Favor	61.7%
Oppose	38.3%

Q16. If every element from the conceptual design were included, the total cost to construct Town Square as recommended by the Town Square Task Force would be approximately \$3.4 million. That amount could be partially offset from the sale or lease of the two acres used by the restaurants, from some of the \$7 million in current unrestricted reserve funds, and from unobligated Parks and Storm Water Fund revenues.

Assuming that the Town Square would have all or most of the features in the conceptual design, do you:

	Total %
Strongly favor it	52.1%
Somewhat favor it	29.8%
Somewhat oppose it	7.9%
Strongly oppose it	10.2%

Text 3 For the following question please take a moment to provide a short, written response.

Q17. Is there any other advice, input, or concerns you have about the proposed Town Square?

See resident comments in the electronic copy.

Text 4 Over the past fifteen years, Town and Country has been developing and expanding its trail and sidewalk system. The following questions ask about various aspects of the system.

Q18. How important is having a community-wide connected trail and sidewalk system to the quality of life in Town and Country?

	Total %
Extremely important	43.6%
Very important	27.0%
Somewhat important	19.1%
Not very important	6.7%
Not at all important	3.6%

Q19. About how often do you walk on one or more of the Town and Country trails or sidewalks?

Total %

Once a day or more 9.9%
 Three to six times a week 23.5%
 Once or twice a week 19.9%
 Less than once a week 46.7%

Q20. About how often do you bike on one or more of the Town and Country trails or sidewalks?

Total %

Once a day or more 1.3%
 Three to six times a week 4.1%
 Once or twice a week 8.3%
 Less than once a week 86.4%

Q21. In developing the trail and sidewalk system in Town and Country, what priority should be given to connections to residential sidewalk networks?

Total %

Very high 28.1%
 High 30.3%
 Medium 21.9%
 Low 11.2%
 Very low 8.5%

Q22. In developing the trail and sidewalk system in Town and Country, what priority should be given to connections with trails in neighboring communities?

Total %

Very high 15.7%
 High 21.7%
 Medium 29.5%
 Low 20.0%
 Very low 13.2%

Text 5 For the following questions please take a moment to provide a short, written response.

Q23. Is there any other advice or input you have about the trail and sidewalk system in Town and Country?

See resident comments in the electronic copy.

Text 6 Preservation Park is a 12-acre area north of Highway 64/40 adjacent to CBC High School and Cadet Park. The following questions ask about various aspects of Preservation Park.

Q24. Over the past two years, about how often have you or someone else in your household visited Preservation Park?

Total %

Ten times or more	2.6%
Six to nine times	2.1%
Three to five times	6.1%
Once or twice	13.7%
Not at all**	75.4%

** PLEASE SKIP TO Q. 30

Q25. In one or more of your visits to Preservation Park, did you use the picnic tables or pavilion?

Total %

Yes	33.0%
No	67.0%

Q26. In one or more of your visits to Preservation Park, did you use the playground?

Total %

Yes	33.5%
No	66.5%

Q27. In one or more of your visits to Preservation Park, did you use the tennis courts?

Total %

Yes 31.8%
No 68.2%

Q28. In one or more of your visits to Preservation Park, did you use the volleyball courts?

Total %

Yes 6.9%
No 93.1%

Q29. In one or more of your visits to Preservation Park, did you walk on the trails?

Total %

Yes 68.7%
No 31.3%

Q30. The Town and County Parks and Trails Commission has recommended exploring the sale of Preservation Park and using the proceeds to expand the sidewalk and trail system and enhance park amenities. Should Town and Country continue to own and maintain Preservation Park or should it sell it and use the proceeds to expand the trail and sidewalk system and enhance park amenities?

Total %

Continue to own and maintain
Preservation Park29.4%

Sell Preservation Park and use
the proceeds to expand the trail
and sidewalk system and enhance
park amenities70.6%

Q31. If Town and Country were to sell the Preservation Park site, would you prefer (1) selling it to an educational institution for educational uses or (2) selling it to a commercial office developer for what would be likely to be a significantly higher amount since commercial property is generally valued at about twice the rate of non-commercial property?

Total %

Selling it to an educational institution for education uses56.4%

Selling it to a commercial office developer for what would be likely to be a significantly higher amount since commercial property is valued at about twice the rate of non-commercial property43.6%

Text 7 The following items ask for your ratings of various local government services.

Q32. How would you rate the performance of the Town and Country Police Department?

Total %

Excellent 69.6%
 Good 27.5%
 Only fair 2.4%
 Poor 0.4%

Q33. How well does Town and Country maintain its streets?

Total %

Excellent 33.7%
 Good 55.3%
 Only fair 9.4%
 Poor 1.6%

Q34. How would you rate snow removal in Town and Country?

Total %

Excellent 35.9%
 Good 54.8%
 Only fair 8.2%
 Poor 1.1%

Q35. How would you rate the land use planning and zoning done by the City of Town and Country?

Total %

Excellent 24.7%
 Good 51.7%
 Only fair 17.3%
 Poor 6.3%

Q36. How would you rate the parks and recreational facilities owned and maintained by the City of Town and Country?

Total %

Excellent 56.6%
 Good 37.2%
 Only fair 5.2%
 Poor 1.1%

Q37. How would you rate storm water control in Town and Country?

Total %

Excellent 19.6%
 Good 56.8%
 Only fair 16.7%
 Poor 6.9%

Q38. Has your household used the City of Town and Country's branch chipping service within the past two years?

Total %

Yes 46.2%
 No 53.8%

Q39. (IF YES TO Q. 38) How would you rate the City's branch chipping service?

Total %

Excellent 55.5%
 Good 36.1%
 Only fair 7.1%
 Poor 1.4%

Q40. How easy or difficult is it to communicate with Town and Country officials and staff?

Total %

Very easy 52.2%
 Somewhat easy 40.6%
 Somewhat difficult 5.6%
 Very difficult 1.6%

Q41. Do you think Town and Country's police enforcement of traffic regulations on residential streets is:

Total %

Too strict 5.6%
 About right 86.1%
 Not strict enough 8.3%

Q42. Do you think Town and Country's police enforcement of traffic regulations on major roads is:

Total %

Too strict 6.0%
 About right 87.7%
 Not strict enough 6.2%

Q43. How would you rate the job Town and Country does in providing adequate and timely information through publications, its web site, and other sources?

Total %

Excellent 45.6%
 Good 46.9%
 Only fair 6.6%
 Poor 1.0%

Q44. Have you had any contact with the City of Town and Country Government during the past two years?

Total %

Yes 71.1%
 No 28.9%

Q45. (IF YES TO Q. 44) How satisfied are you with the way the most recent contact was handled?

Total %

Extremely satisfied 35.5%
 Very satisfied 40.1%
 Somewhat satisfied 19.0%
 Not very satisfied 3.4%
 Not at all satisfied 2.1%

Q46. Looking at all the things the City of Town and Country does, what is your overall rating of City government?

Total %

Excellent 46.6%
 Good 45.6%
 Only fair 6.4%
 Poor 1.5%

Q47. How would you rate the fire and emergency medical services provided by the West County Fire Protection District?

	Total %
Excellent	60.1%
Good	37.4%
Only fair	2.2%
Poor	0.2%

Text 8 Now just a few more questions for statistical classification purposes.

Q48. Here is a Town and Country ward map. In which ward do you live?

	Total %
Ward 1	24.4%
Ward 2	35.1%
Ward 3	25.6%
Ward 4	14.9%

Q49. How long have you lived in Town and Country?

	Total %
20 years or more	38.7%
Between 10 and 19 years	26.3%
Less than 10 years	35.0%

Q50. Do you have any children 18 or under living at home?

	Total %
Yes	36.1%
No	63.9%

Q51. The City of Town and Country offers many opportunities for citizens to become involved including service on a board or commission or being a Community Ambassador. How interested are you in becoming more involved?

Total %

Extremely interested	14.5%
Somewhat interested	31.0%
Not very interested	34.6%
Not at all interested	19.9%

Text 9 For the following question please take a moment to provide a short, written response.

Q52. If there is anything else you would like to add, just type or write it below.

See resident comments in the electronic copy.

Open Ended Questions:
Summary

OPEN-ENDED QUESTIONS: SUMMARY

Q4. What Do You Like Most about Town & Country as a Place to Live?

The 968 respondents gave 2,038 replies, an average of 2.1 for each. Here are the features named by at least one percent listed from the most to the least mentioned. The percentages below are calculated on a base of 968 so the percentages total slightly more than 200%.

Location (29.1%)

- Close to interstates, employment centers, schools, shopping, medical facilities.

Green Space (25.3%)

- Trees, shrubbery, openness.

Zoning Policy (24.6%)

- One-acre lots, appropriate balance between residential and commercial.

Parks (20.5%)

- Variety, accessibility, Queeny and Longview mentioned most often.

Safe (19.5%)

- Secure, low crime rate.

Quiet (11.9%)

- Peaceful, tranquil, serene.

Sidewalks/Trails (11.0%)

- Clayton Road path mentioned most.

Residents (8.0%)

- Friendly, committed, unpretentious.

Schools (7.6%)

- High quality, public and private options.

Homes (7.6%)

- Beautiful, spacious, diverse styles.

Clean (7.1%)

- Public and private spaces well maintained.

Q4. (continued)

Community (6.9%)

- Strong sense of community, small town feel.

Government (6.4%)

- Low taxes, quality services, strong staff.

Police (6.3%)

- Highly qualified, helpful, effective.

Shopping (4.9%)

- Upscale shops and restaurants.

Elected Officials (4.5%)

- Committed, responsive, effective.

Wildlife (2.2%)

- Close to nature.

Traffic (2.2%)

- Light in residential areas.

Events (1.9%)

- City and community parades/festivals.

EMS/Fire (1.3%)

- Qualified, helpful.

Diverse (0.6%)

- Different ethnicities.

Churches (0.5%)

- Well-established congregations.

Q5. What Is Your Biggest Concern or Worry about Town and Country as a Place to Live?

The 968 respondents provided 1,011 replies, a bit above one per person. Here are the features named by at least one percent listed from the most to the least mentioned. The percentages again are calculated on a base of 968.

Over-Commercialization (14.2%)

- Businesses and nonprofits.

Traffic (12.9%)

- Speeding, congestion.

Taxes/Spending (8.9%)

- City spending on nonessentials, school property taxes.

Home Size (6.6%)

- McMansions out of place, homes too large for lot size.

Sidewalks/Trails (6.0%)

- Too few with Topping Road mentioned most.

Crime/Drugs (5.4%)

- Increasing.

Green Space (5.3%)

- Diminishing especially large trees.

Wildlife (4.5%)

- Too many deer.

Elected Officials (3.8%)

- Unresponsive, unrepresentative, wrong priorities.

Highways (2.8%)

- Unkempt right of ways, noise levels.

Tax Base (2.6%)

- Declining especially Manchester Meadows.

Change (2.6%)

- Residents resist change.

High Density (2.4%)

- Multifamily developments, Section 8.

Q5. (continued)

Town Center (1.8%)

- Lack of a gathering place.

Infrastructure (1.8%)

- Deteriorating roads/streets/bridges.

Recreation Center (1.7%)

- No recreation center/swimming pool.

Diversity (1.5%)

- Insufficient ethnic/racial diversity.

Shops/Restaurants (1.5%)

- Too few.

Sense of Community (1.5%)

- Lacking.

Ballas/Clayton (1.4%)

- Northeast corner is an eyesore.

Westminster (1.2%)

- Lighting/noise.

Assisted Living Facilities (1.2%)

- Too many.

Bicyclists (1.1%)

- Too many on Clayton Road.

Children's Hospital (1.1%)

- Ugly, out of place.

Property Values (1.0%)

- Threat of decline.

Q17. Is There Any Other Advice, Input, or Concerns You Have about the Proposed Town Square?

Here the matters raised by at least one percent of the respondents listed from most to least mentioned.

Support Town Square (9.1%)

- General supportive comments.

Oppose Town Square (8.6%)

- General comments opposing the initiative.

Traffic (5.1%)

- Concerns about impact on traffic congestion.

Connectivity (3.6%)

- Importance of connecting trails/sidewalks with rest of Town and Country.

Parking (3.3%)

- Concern about adequacy of parking spaces.

Children (2.7%)

- Need for more children/youth facilities such as a playground or athletic field.

Tunnel (2.1%)

- Not needed, too costly, potential danger.

Restaurants (1.9%)

- Casual family best option.

Budget (1.9%)

- Impact of maintenance and potential cost overruns on City budget.

Performance Area (1.5%)

- Amphitheater, bandstand.

Ice Cream Shop (1.4%)

- Include in plans.

Safety (1.4%)

- Visible police presence.

Q17. (continued)

Farmers Market (1.3%)

- Include in event planning.

Design (1.3%)

- Make area a passive park.

Landscaping (1.0%)

- Emphasize greenery.

Land Rights (1.0%)

- City should lease and not sell.

Q23. Is There Any Other Advice or Input You Have about the Trail and Sidewalk System in Town and Country?

Mason Road (8.8%)

- Connect to Queeny Park, connect with Thornhill Estates, Mason north of Clayton Road.

Adequacy (6.0%)

- Current number adequate, no need for more, maintain present trails/sidewalks.

Inadequacy (5.9%)

- Expand system, asset for community, healthy lifestyle, improves safety.

Weidman Road (4.4%)

- Connect with Devonworth area, connect to Queeny Park.

Topping Road (4.0%)

- Build sidewalk from Clayton Road to Manchester Road.

Bicyclists (3.2%)

- Reduce bicycle traffic on major roads.

Connectivity (2.1%)

- Place priority on connecting neighborhoods and parks.

Conway Road (1.9%)

- Build/extend sidewalk.

North of I-64 (1.5%)

- Build trails/sidewalks north of I-64.

Ballas Road (1.1%)

- Connect with Des Peres.

