

The City of Moberly, MO

moberly
The Magic City



Community Interest and Opinion Survey Findings Report



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The City of Moberly, MO

Community Interest and Opinion Survey

Executive Summary Report

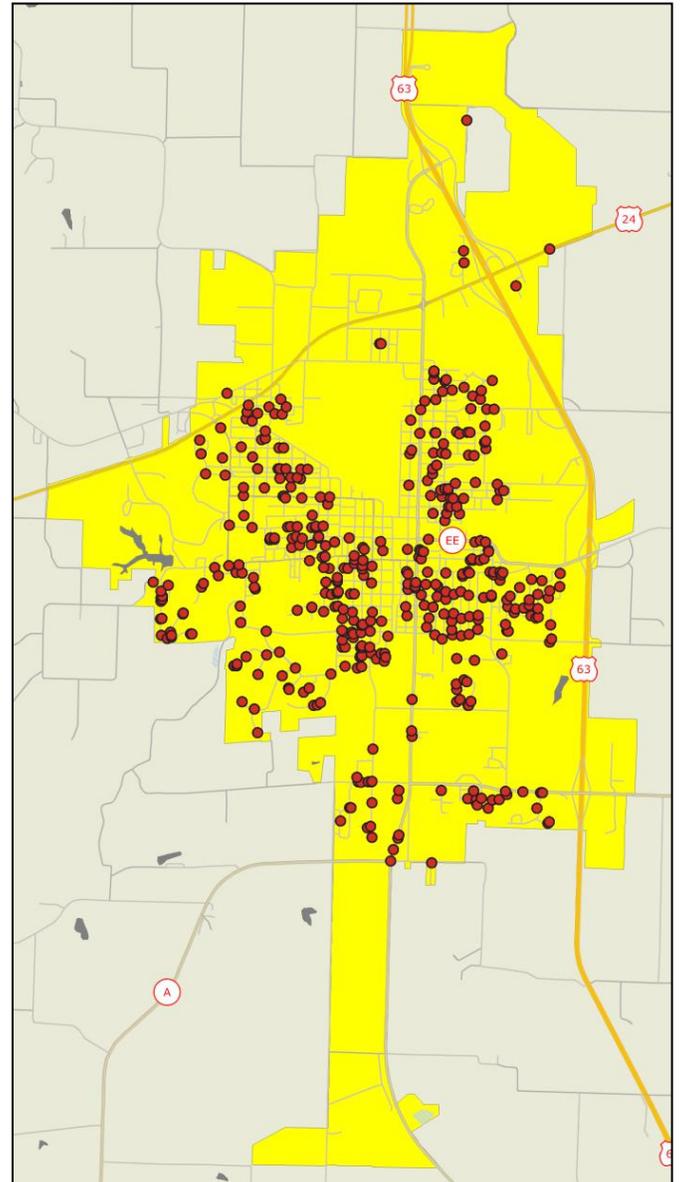
Purpose

ETC Institute partnered with the City of Moberly to conduct a Comprehensive Planning Survey to help establish priorities for the future enhancement of services, facilities, and programs within our community. Data from the survey will help aid the community development department in taking a resident driven approach in decision making.

As a part of this effort, the survey will provide key data and information the City needs in order to form an effective and viable plan that will look to address current and future needs, assist in more efficient delivery of programs/services, and provide guidelines on how to manage facilities and assets in the future.

Methodology

A goal was set to obtain a minimum of 300 completed surveys within the City of Moberly boundaries. A total of 3,000 surveys were sent out to a random selection of households throughout the City. Of the 3,000 households that were requested to participate in the survey, 436 respondents participated. The map to the right represents the distribution of survey respondent. The results for the sample of 436 households have a 95% level of confidence with a precision rate of at least +/- 4.6%.



Survey Findings

Reasons for Living in Moberly and Attracting Residents

- **Importance of Reasons in Households Decisions to Live in Moberly:** Based on the sum of respondents who indicated that the reason was either “very important” or “somewhat important”, 90% indicated that improve physical health and fitness was the important to their household. Other reasons include: quality of housing (82%), low crime rate (81%), and employment opportunities (79%).

Note: When looking at only those who indicated the reason as “very important”, quality of schools moves up from the 7th place combined importance, to 4th place very important. (See chart for question 1 in section 1 of the report.)

- **Reasons that Have the Most Impact in Households Decision to Stay in Moberly:** Based on the sum of respondents’ top three choices, 44% indicated proximity to family and friends had the most impact on their decision to stay Moberly. Other reasons include: employment opportunities (34%) and low crime rate (32%).
- **Reasons that Have the Most Impact on Attracting New Residents to the City of Moberly:** Based on the sum of households top three choices, 53% indicated that employment opportunities would have the most impact in attracting new residents. Other reasons include: quality of schools (45%) and low crime rate (42%).

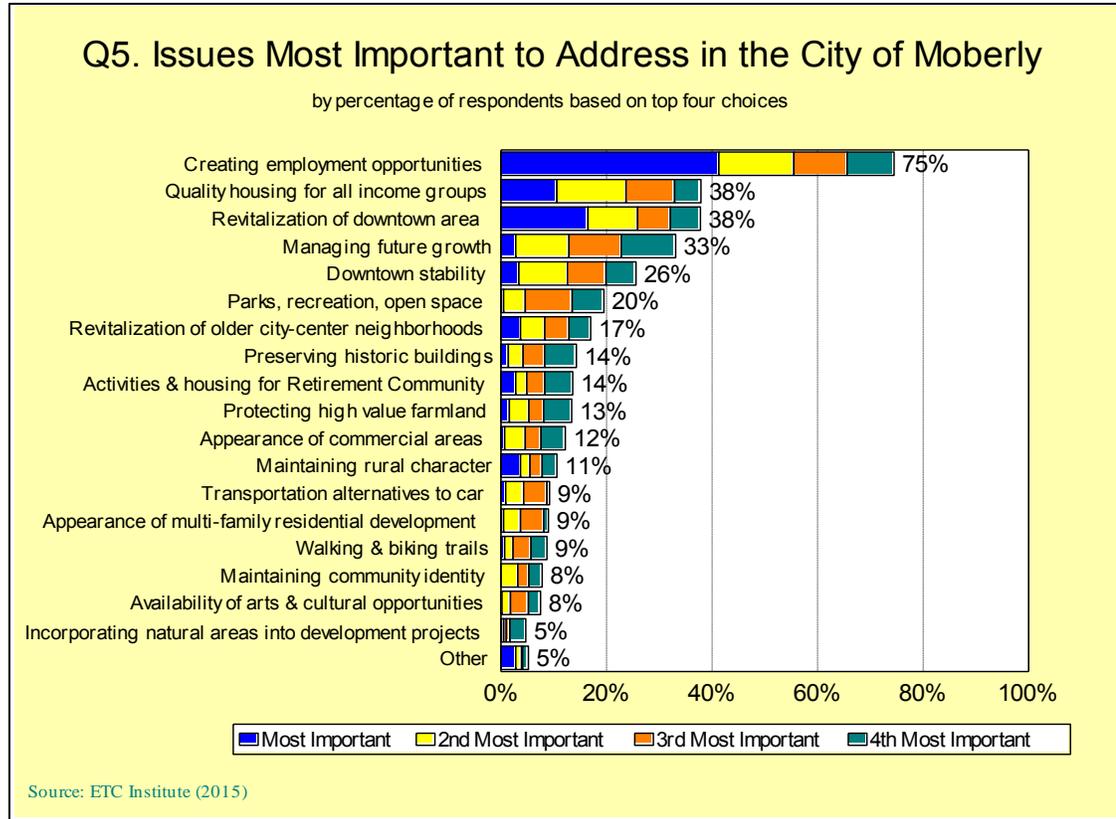
Note: When taking into consideration households who indicated the reason as the first most important, low crime rate has a much higher first choice most important than does quality of schools. (See chart for question 3 in section 1 of the report.)

Issues in Moberly

- **Issues Facing Moberly:** Based on the sum of respondents who indicated the item was either “very important” or “somewhat important”, 97% indicated that creating employment opportunities was important. Other important issues include: managing future growth (93%), parks, recreation, and open space (90%), and appearance of commercial areas (88%).
- **Most Important Issues to Moberly:** Based on the sum of respondents top four choices, 75% indicated creating employment opportunities was the most important for the City to address. Other most important issues include: quality housing for all income groups (38%), revitalization of the downtown area (38%), and managing future growth (33%).

Note: When looking at respondent’s first choice most important, creating employment opportunities as a first choice was higher than any other top four choices combined. (See Table 1.1)

Table 1.1 Most Important Issues for the City to Address



Satisfaction with Moberly

- Based on the sum of households who were either “very satisfied” or “somewhat satisfied”, 61% were satisfied with the City of Moberly as a place to live. Other similar levels of satisfaction include: as a place to raise children (55%) and as a place to work (54%). Households were the least satisfied with the appearance of residential properties in the City (21%).

Major City Services

- Satisfaction:** Based on the sum of households who were either “very satisfied” or “satisfied”, 85% indicated that they were satisfied with the overall quality of parks and recreation programs and services. This is well above the national benchmark of 69% and the MO/KS benchmark of 77%. Other similar levels of satisfaction include: overall quality of public safety services (79%), overall quality of city library services (76%), overall effectiveness of traffic congestion and management (69%), and the overall quality of customer services received by employees (69%). Customer service ratings are well above the national benchmark of 56% and the MO/KS benchmark of 50%. Households were the least satisfied with the overall effectiveness of land use and development planning (35%).

- **Importance:** Based on the sum of households' top three choices, 45% indicated that the overall maintenance of city streets and facilities should receive the most emphasis from City leaders over the next three years. Other items include: overall quality of public safety services (30%), overall water quality (29%), and overall management of drainage and Stormwater runoff (26%).

Moving From and Too Moberly

- **Moved Away:** Over the past 10 years, 41% of respondents indicated that a member of their household has moved away from Moberly. Based on the percentage of households who indicated yes, 49% indicated that the individual(s) was between the ages of 18-24 years old. The top two reasons for moving include: lack of employment opportunities (59%) and left for college (36%).
- **Moved Back:** Over the past 10 years, 23% of households indicated that a member of their household has moved back to Moberly. Based on the percentage of households who have had a member move back to Moberly, 67% indicated that their reason for moving back was because of proximity to family and friends.

Likelihood of Households to do the Following

- Sixty-six percent (66%) of households were either “very” or “somewhat” likely to recommend living in Moberly to someone who asks, while 16% were “very unlikely”.

Note: Households with adults ages 55+ and no children were the most likely to recommend living in Moberly to someone who asks, while households with children under age 10 were the most unlikely.¹

- Respondents were asked whether they were likely to remain in Moberly for the next 5 years. Based on the percentage of respondents who indicated either “very” or “somewhat” likely, 77% are likely to remain in Moberly for the next 5 years, while only 12% are “very unlikely”.

Retail Development

- **Agreement with Potential Retail Development Items:** Based on the percentage of households who either “strongly agree” or “agree”, 83% agree that the expansion of retail development should be supported in the downtown area. Eighty-two percent (82%) either “strongly agree” or “agree” that available retail space should be utilized before building new buildings.

Note: When looking at respondents who most strongly agree, there is a 10% difference in the highest levels of agreement between the expansion of retail development should be supported in downtown areas than and available retail space should be utilized before building new retail buildings.²

¹ Appendix A: Household Types

² Section 1: Charts and Graphs question 12

Support to Redevelop the Former Moberly Junior High School

- Seventy-one percent (71%) of households indicated that they were either “very supportive” or “somewhat supportive” of the city to redevelop the former Moberly Junior High School into an apartment complex. Other levels of support include: somewhat unsupportive (14%), very unsupportive (10%), and neutral (5%).

Note: Households with children under age 10 were the most “very supportive”. Households with adults ages 20-54 and no children were the most unsupportive.³

Community Vision

- **Agreement with the Future of Moberly:** Based on the percentage of respondents who either “strongly agree” or “agree”, 97% agree that the future of Moberly should include more employment opportunities. Similar levels of agreement include: more restaurants, entertainment, and cultural activities downtown (84%), more activities for teenagers (77%), and more activities for adults (72%).
- **Statements that Best Represent Households Vision of the Future of Moberly:** Based on the percentage of respondents’ top four choices, 66% indicated more employment opportunities. Other statements include: more restaurants, entertainment and cultural activities downtown (51%) and more activities for teenagers (29%).

Growth and Development

- Eighty-one percent (81%) most support growth downtown. Other areas where households most support growth and development include: centers outside of downtown (61%) and along roadway corridors (52%). Households least support growth in suburban areas (26%).

Support for Increased Investment in Current and Future Unmet Needs

- **Agreement with Potential City Investments:** Based on the sum of households who indicated they either “strongly agree” or “agree” 87% agree the city should increase investment in the maintenance of residential streets. Other similar levels of agreement include: redevelopment of commercial areas in original downtown (82%), maintenance of major thoroughfares (76%), stormwater improvements in residential neighborhoods (76%), and public safety services (74%).

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³ Appendix A: Household Types

- **Most Supported Items for Increased Investment:** Based on the sum of households top three choices, 51% most support increased investment in the maintenance of residential streets. Other most supported items include: redevelopment of commercial areas in original downtown (47%), public safety services (30%), and stormwater improvements in residential neighborhoods (29%).
- **Maximum Amount of Increased Property Taxes Households Are Willing to Pay to Invest in Programs and Service Improvements Most Important to their Household:** Thirty-two percent (32%) of households are the most willing to pay \$1-\$5 per month in increased property taxes. Other amounts include: \$6-\$10 per month (28%), \$0 per month (20%), \$16-\$20 per month (13%), and \$11-\$15 per month (8%).

Contents

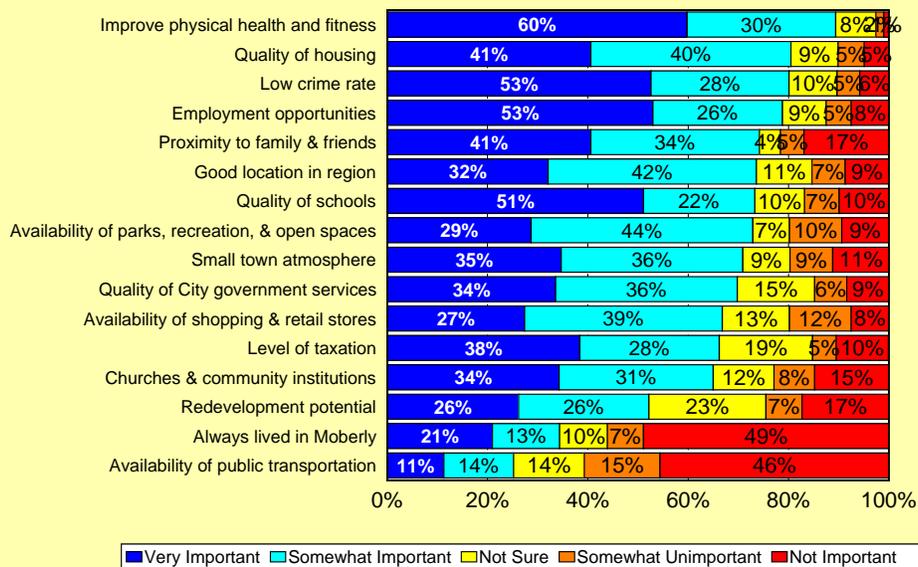
Section 1: Charts and Graphs	Page 1
Section 2: Benchmarks	Page 18
Section 3: Tabular Analysis	Page 22
Section 4: Survey Instrument	Page 51
Appendix A: Cross-Tabular Analysis	
Appendix B: GIS Maps	

Section 1

Charts and Graphs

Q1. Importance of the Following Decisions to Live in Moberly

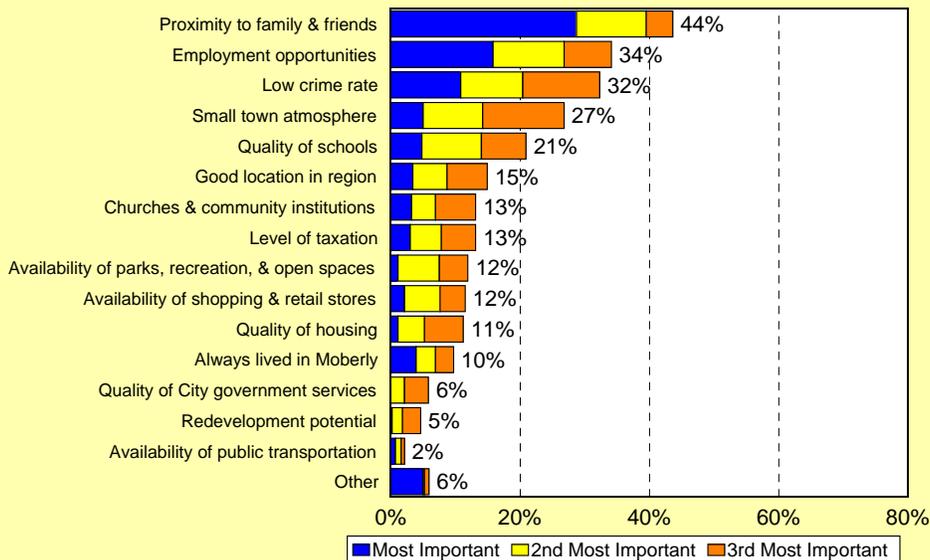
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2016)

Q2. Reasons that Have the Most Impact on Households Decision to Stay in the City of Moberly

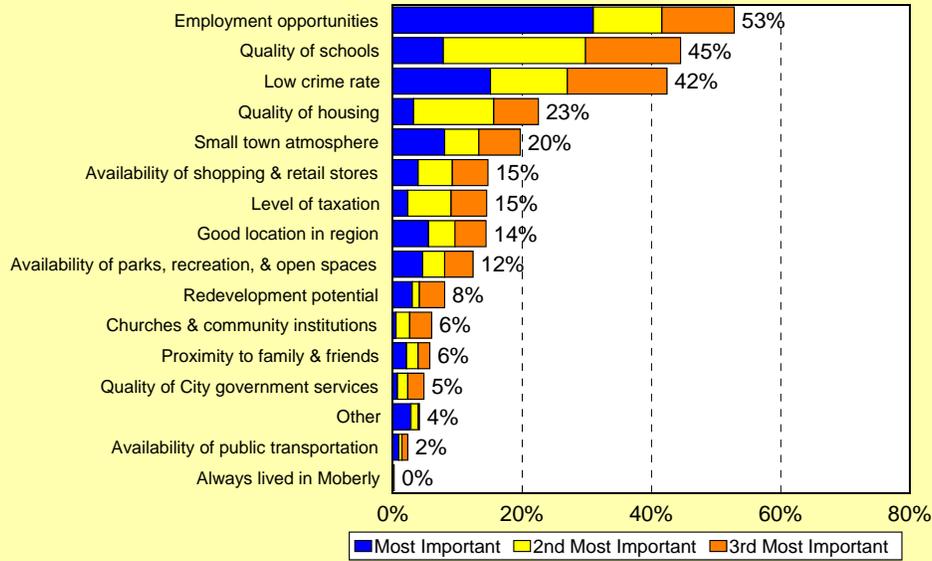
by percentage of respondents based on top three choices



Source: ETC Institute (2016)

Q3. Reasons that Have the Most Impact on Attracting New Residents to the City of Moberly

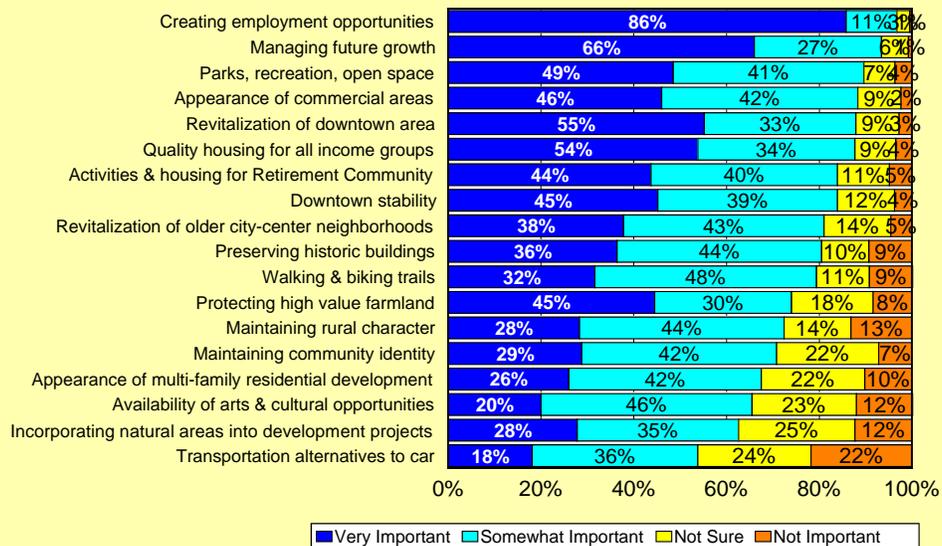
by percentage of respondents based on top three choices



Source: ETC Institute (2016)

Q4. Importance of Issues in Moberly

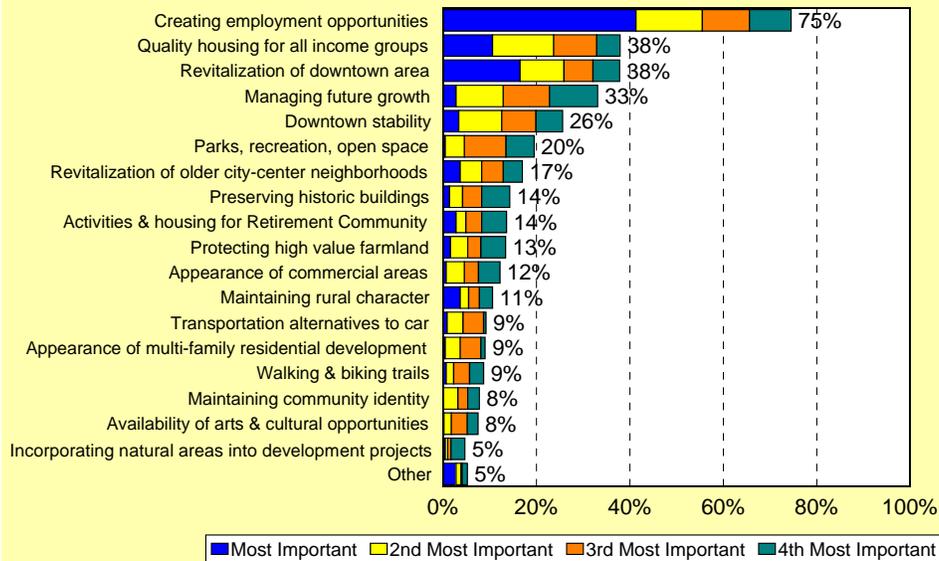
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2016)

Q5. Issues Most Important to Address in the City of Moberly

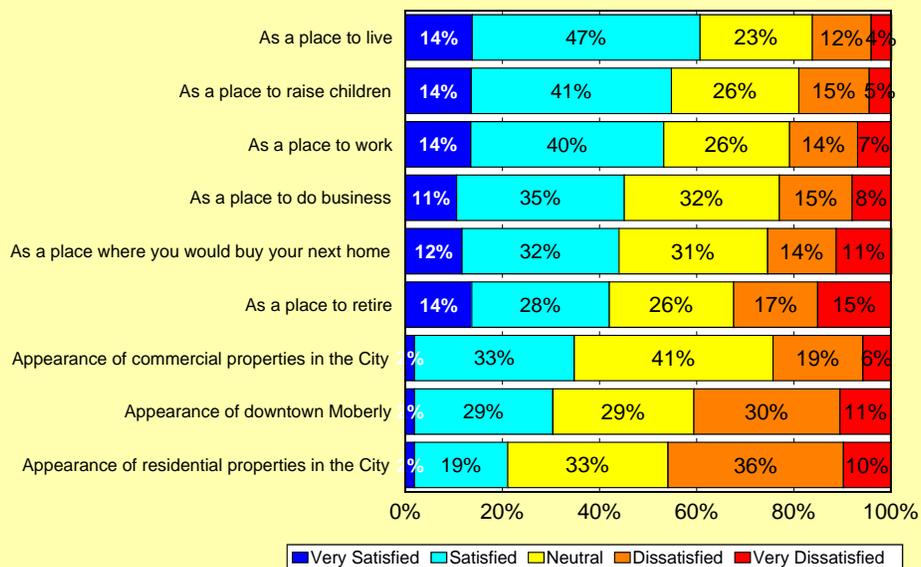
by percentage of respondents based on top four choices



Source: ETC Institute (2016)

Q6. Satisfaction with the Following in Moberly

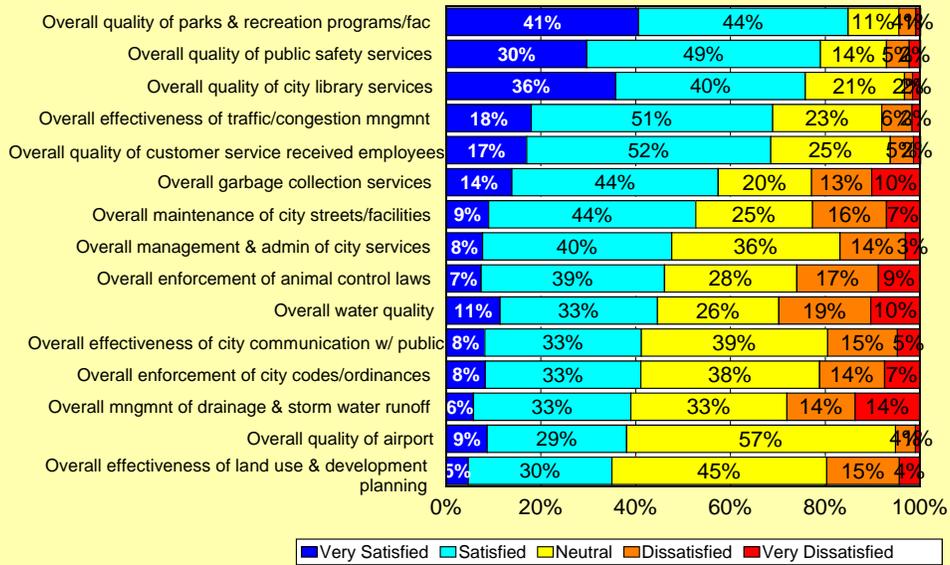
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2016)

Q7. Customer Satisfaction with Major City Services

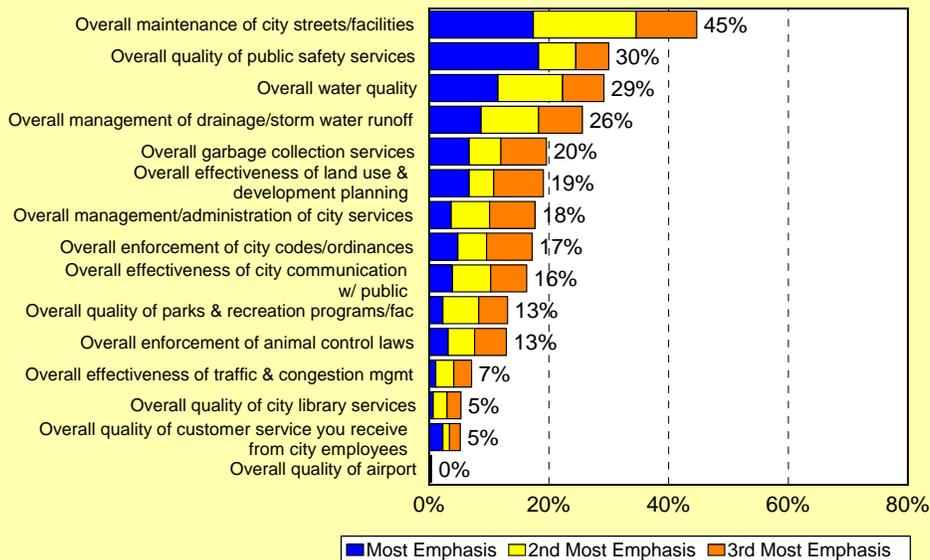
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2016)

Q8. Items Households Think Should Receive the Most Emphasis from Community Leaders Over the Next THREE Years

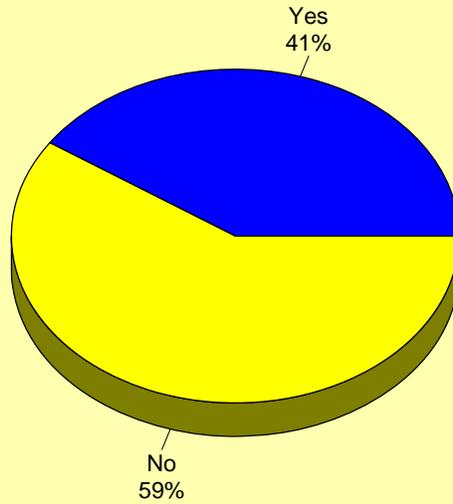
by percentage of respondents based on top three choices



Source: ETC Institute (2016)

Q9. Over the Past 10 Years, Has Any Member of Your Household Moved Away from Moberly?

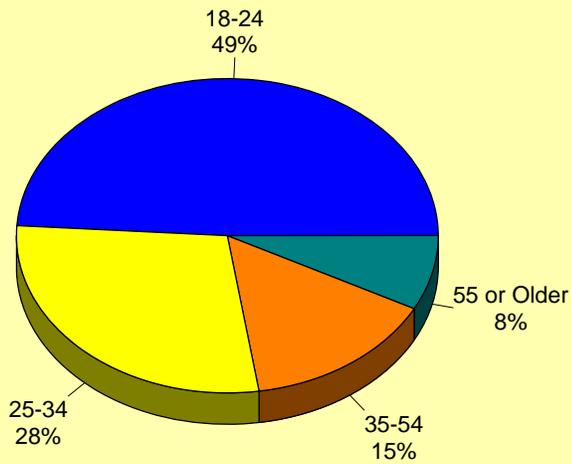
by percentage of respondents



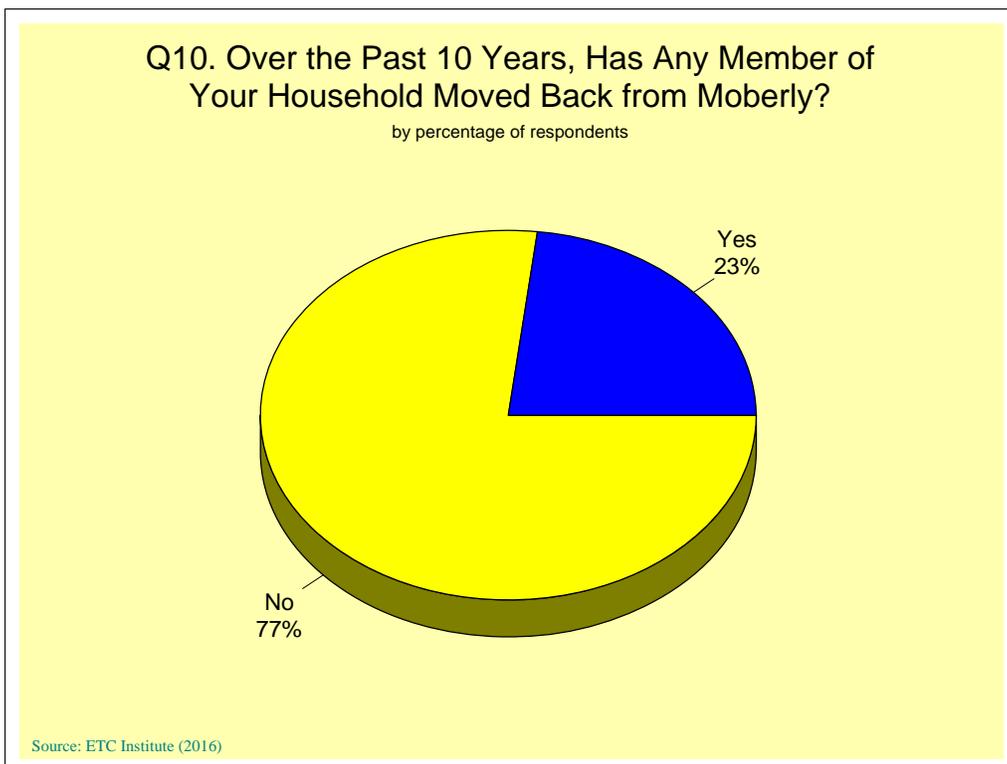
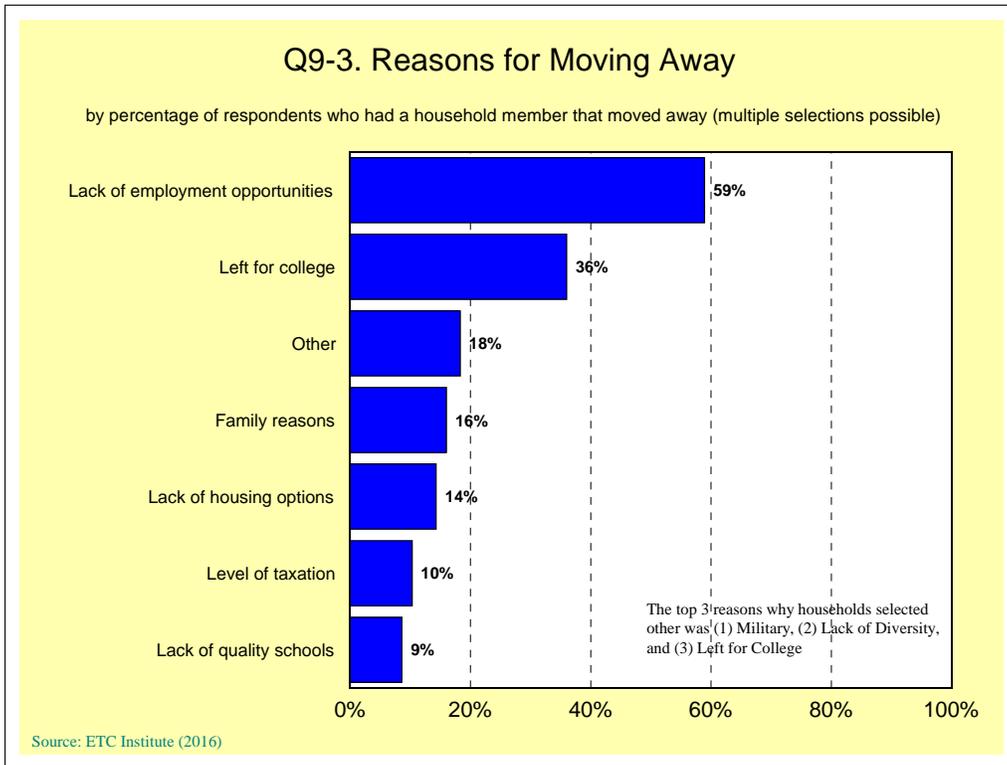
Source: ETC Institute (2016)

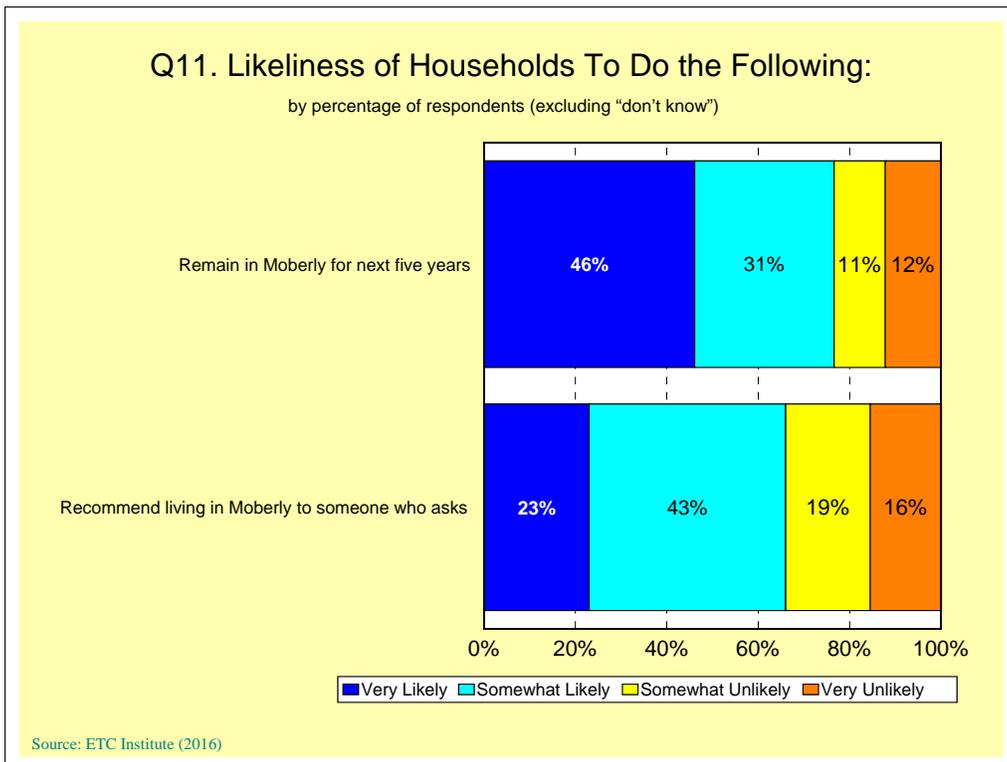
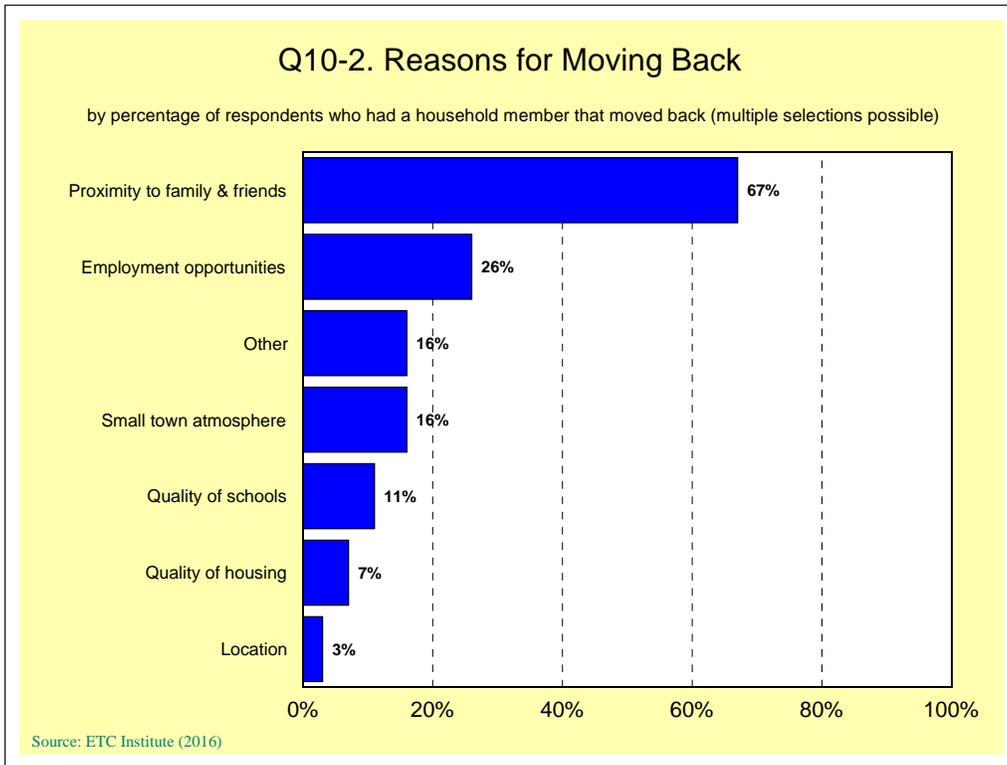
Q9-2. If yes, How Old Was the Individual (s) when they Moved Away from Moberly?

by percentage of respondents (who indicated yes to question #9)



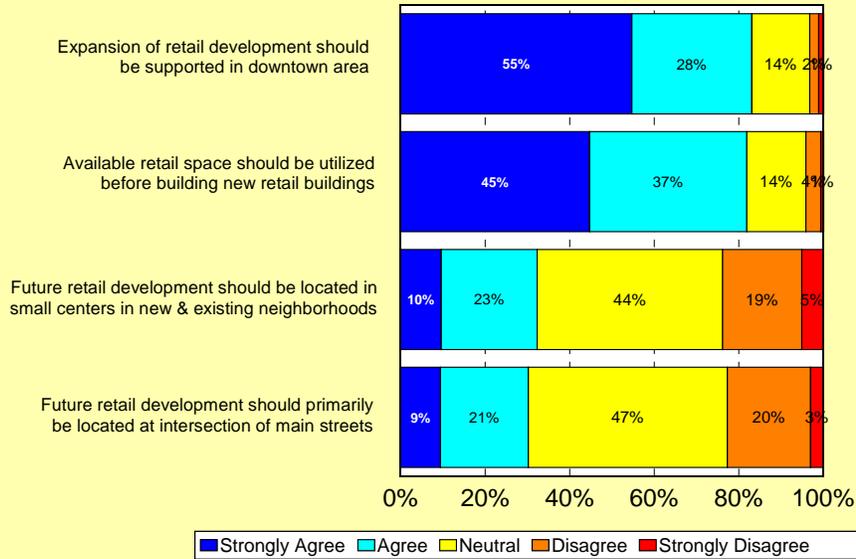
Source: ETC Institute (2016)





Q12. Agreement with the Following Retail Development Items

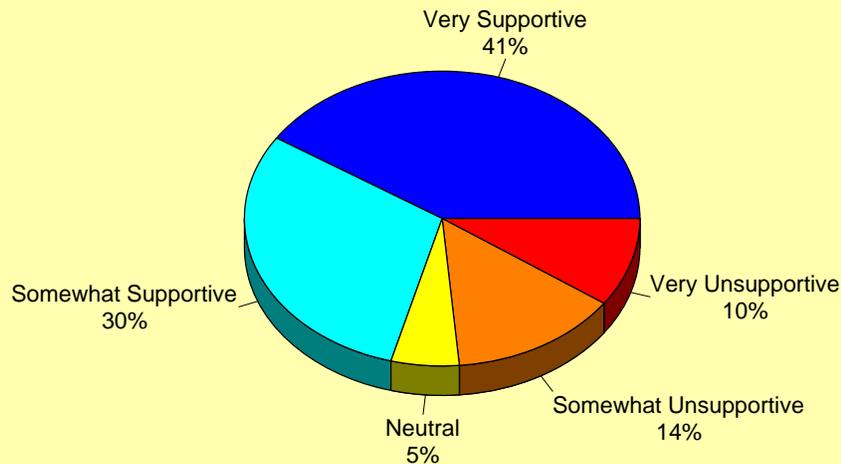
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2016)

Q13. Support for the Potential Redevelopment of the Former Moberly Junior High School into an Apartment Complex

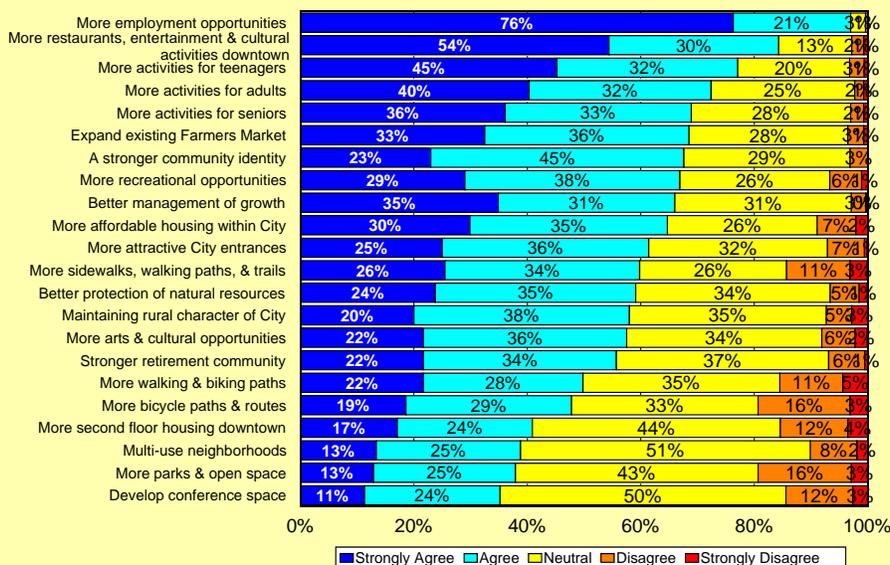
by percentage of respondents (excluding don't know)



Source: ETC Institute (2016)

Q14. Agreement with the Following Community Vision Items

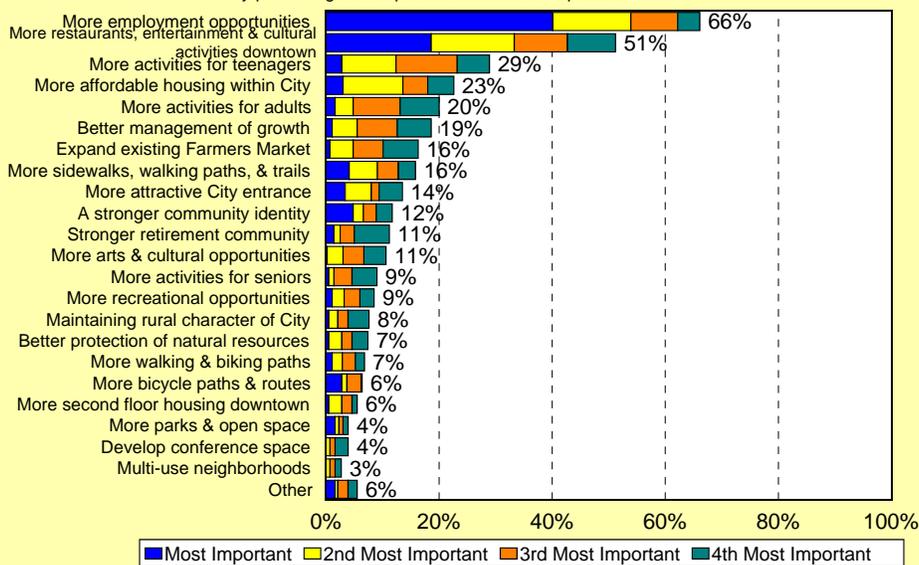
by percentage of respondents (excluding "don't know")



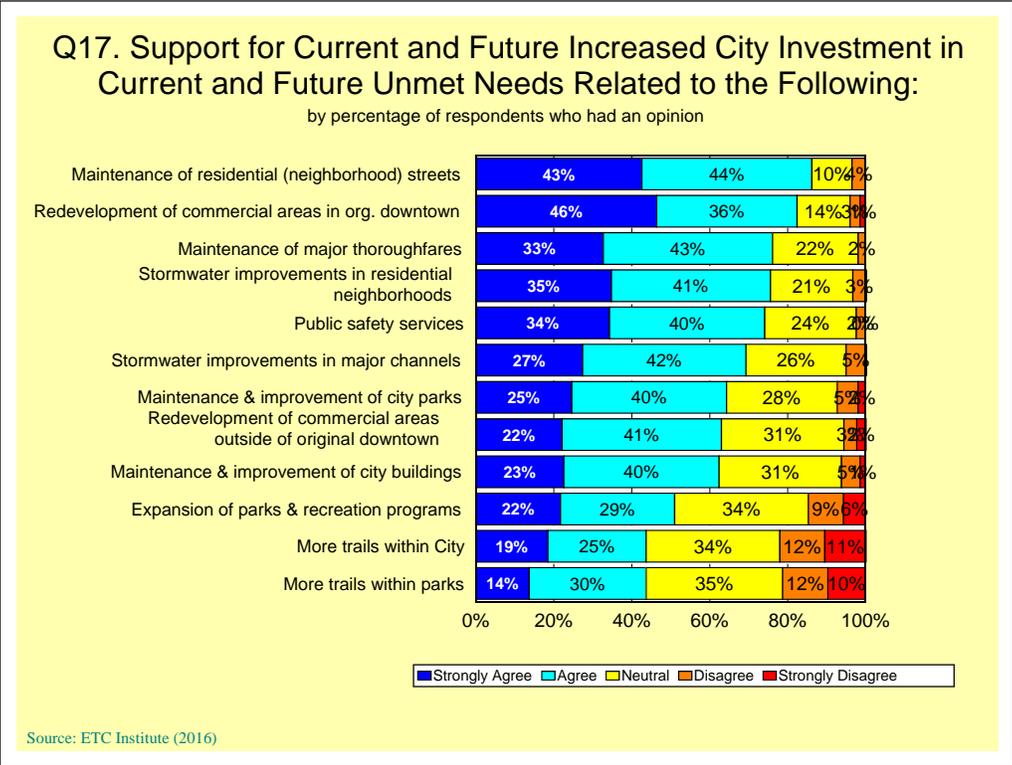
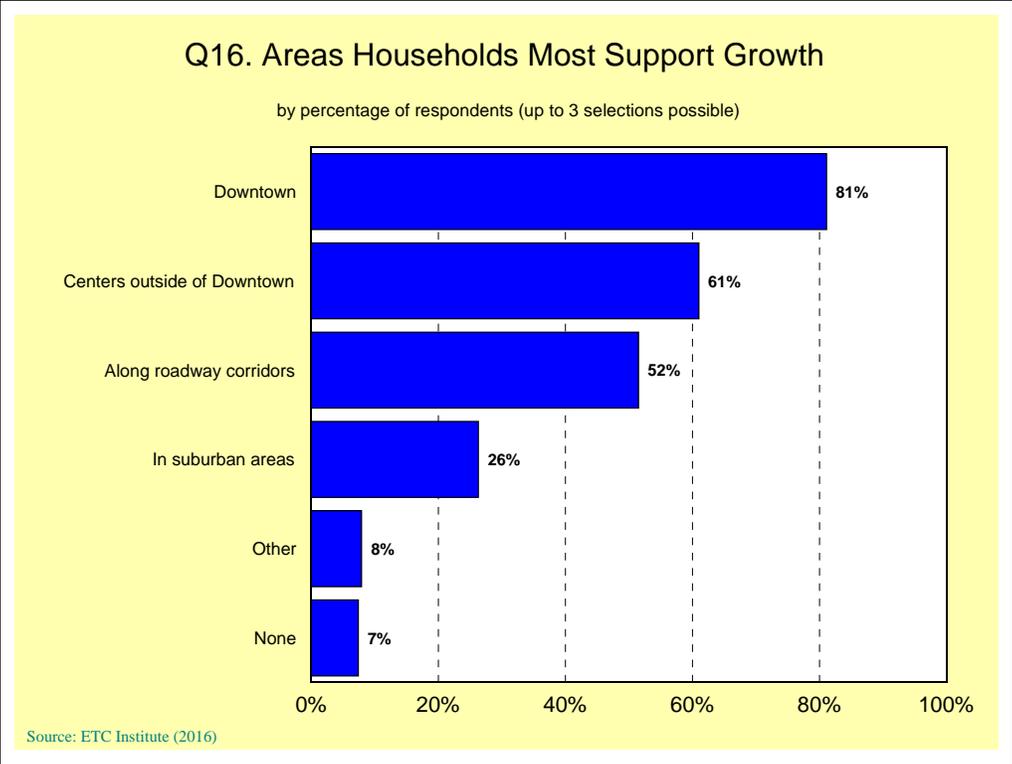
Source: ETC Institute (2016)

Q15. Statements that Best Represent Households Vision of the Future of Moberly

by percentage of respondents based on top four choices

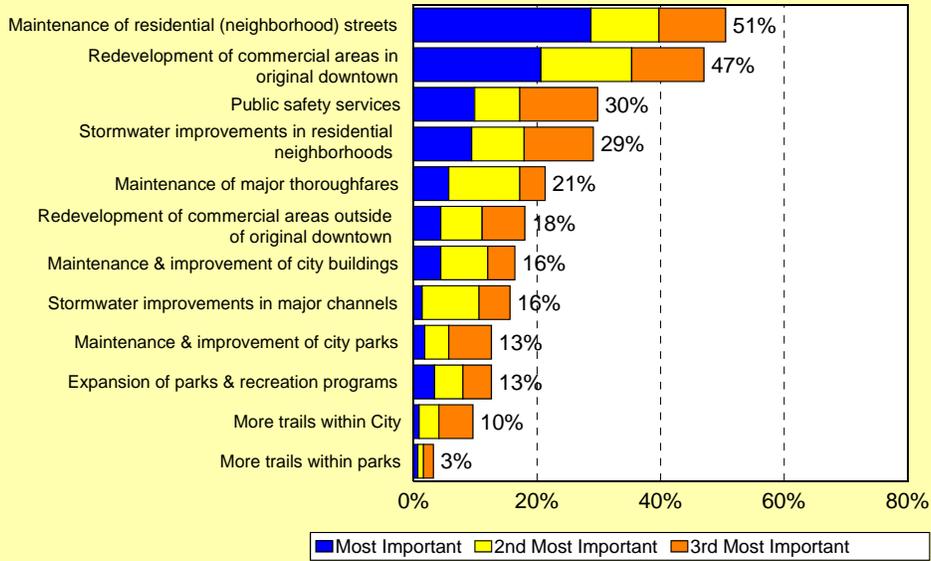


Source: ETC Institute (2016)



Q18. Items Households Would Most Support the City to Make Increased Investment In

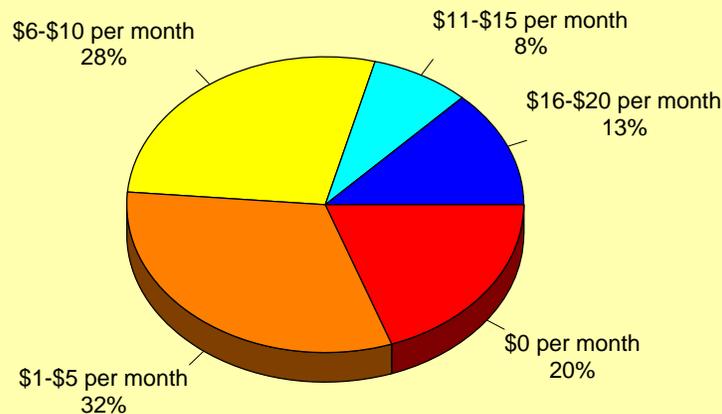
by percentage of respondents based on top three choices



Source: ETC Institute (2016)

Q19. Maximum Amount of Increased Property Taxes Households Are Willing to Pay to Invest in Programs and Service Improvements that Are the Most Important to their Household

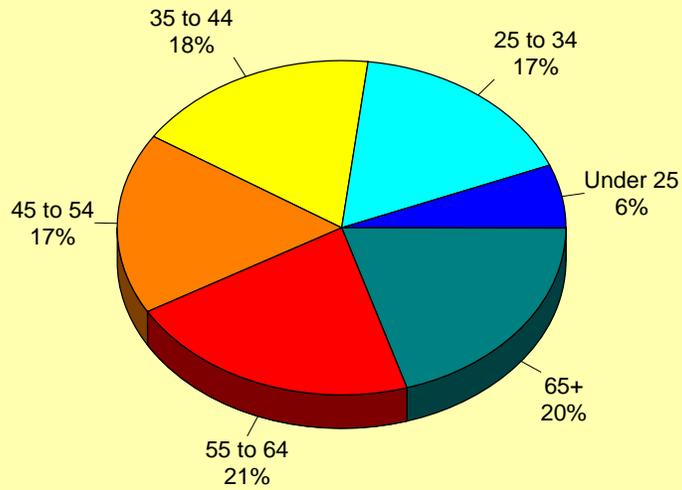
by percentage of respondents (excluding not provided)



Source: ETC Institute (2016)

Q20. Demographics: Age of Respondent

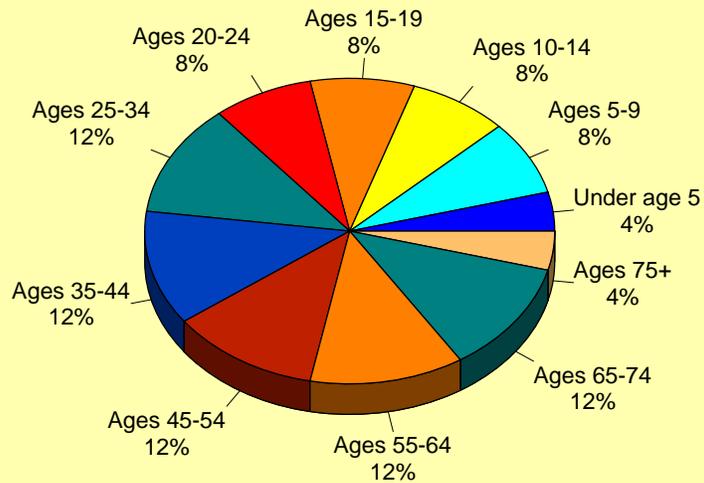
by percentage of respondents



Source: ETC Institute (2016)

Q21. Demographics: Age of People Residing in Household

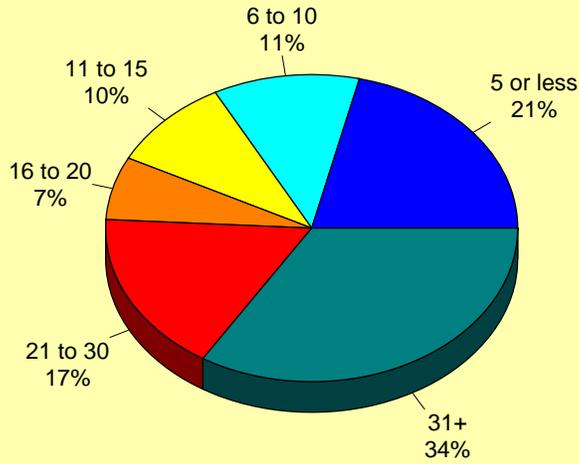
by percentage of respondents



Source: ETC Institute (2016)

Q22. Demographics: Length of Residence in Years

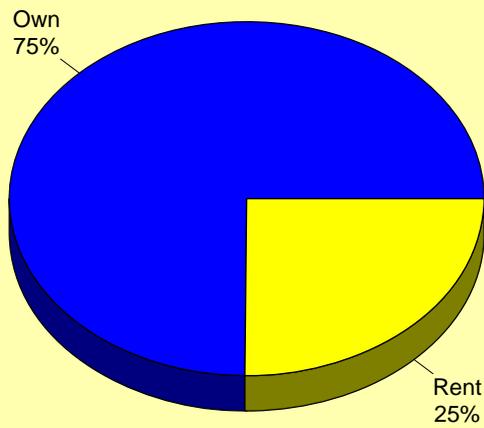
by percentage of respondents



Source: ETC Institute (2016)

Q23. Demographics: Whether Respondent Owns or Rents Current Residence

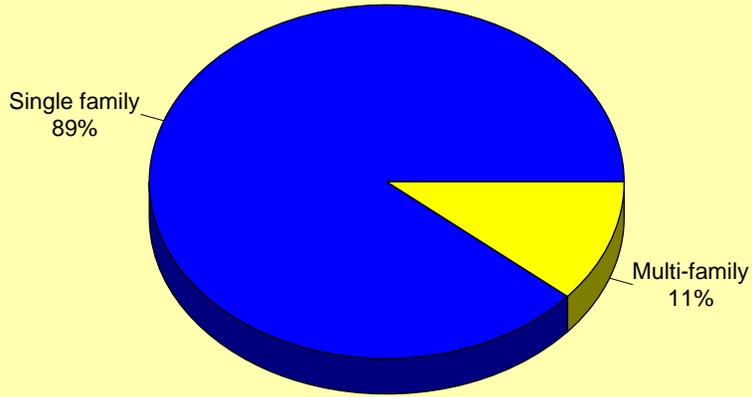
by percentage of respondents (excluding not provided)



Source: ETC Institute (2016)

Q23-2. Demographics: Type of Residence Respondent Rents

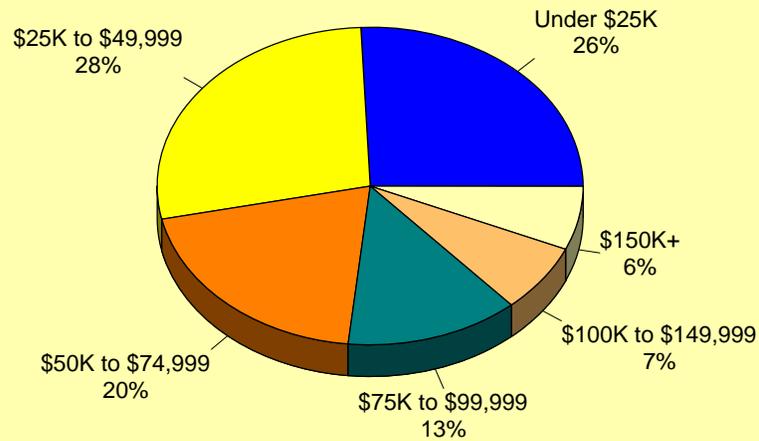
by percentage of respondents (who rent; excluding not provided)



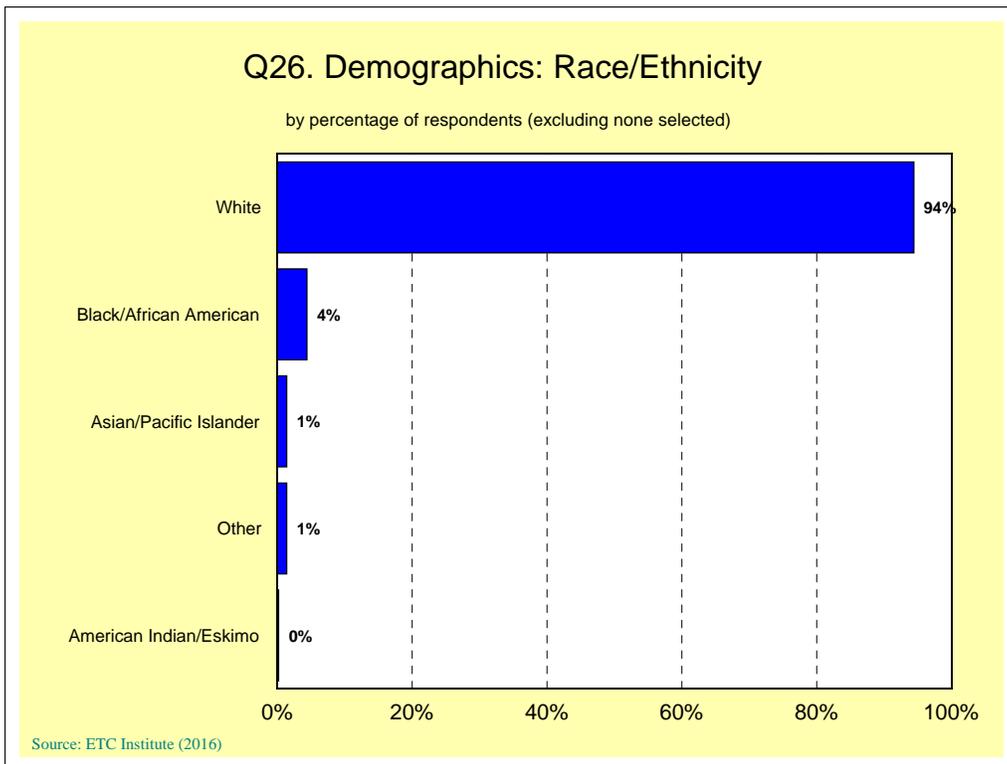
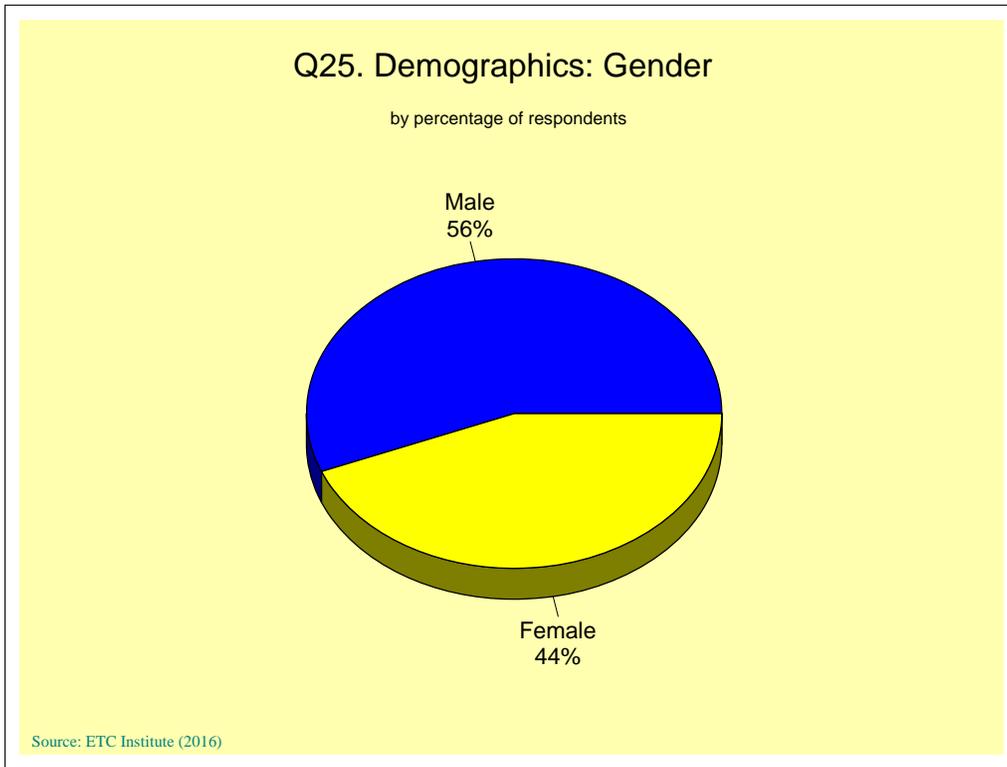
Source: ETC Institute (2016)

Q24. Demographics: Total Household Income

by percentage of respondents (excluding not provided)

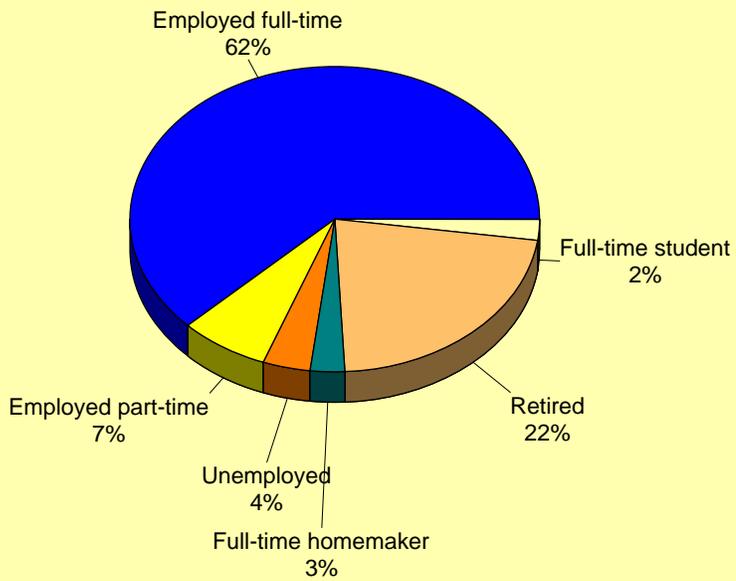


Source: ETC Institute (2016)



Q26. Demographics: Current Employment Status

by percentage of respondents (excluding not provided)



Source: ETC Institute (2016)

Section 2

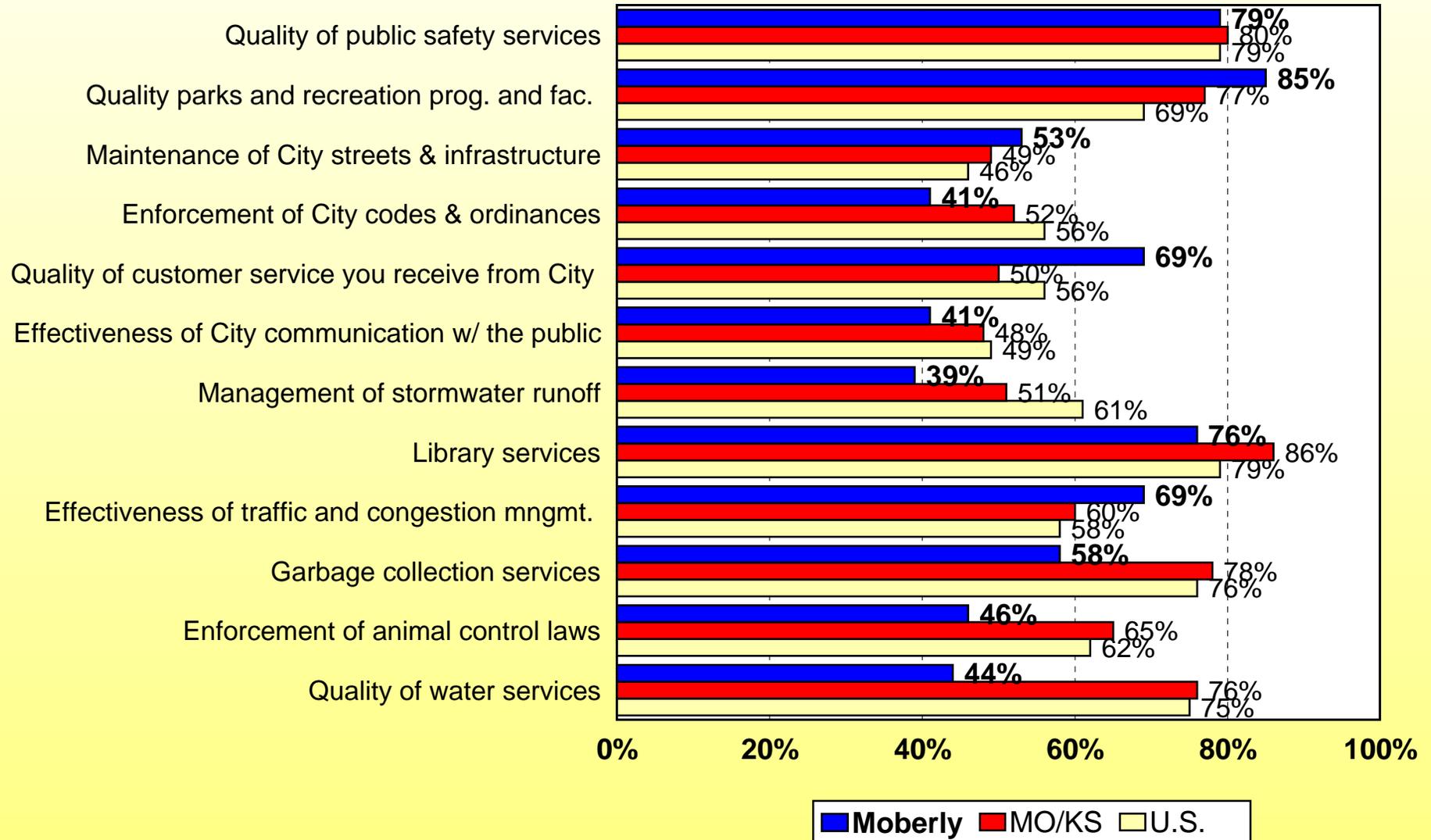
Benchmarks

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 Moberly, Missouri is not authorized without written consent from ETC Institute.

Satisfaction with Major Categories of Services Moberly vs. MO/KS Region vs. the U.S.

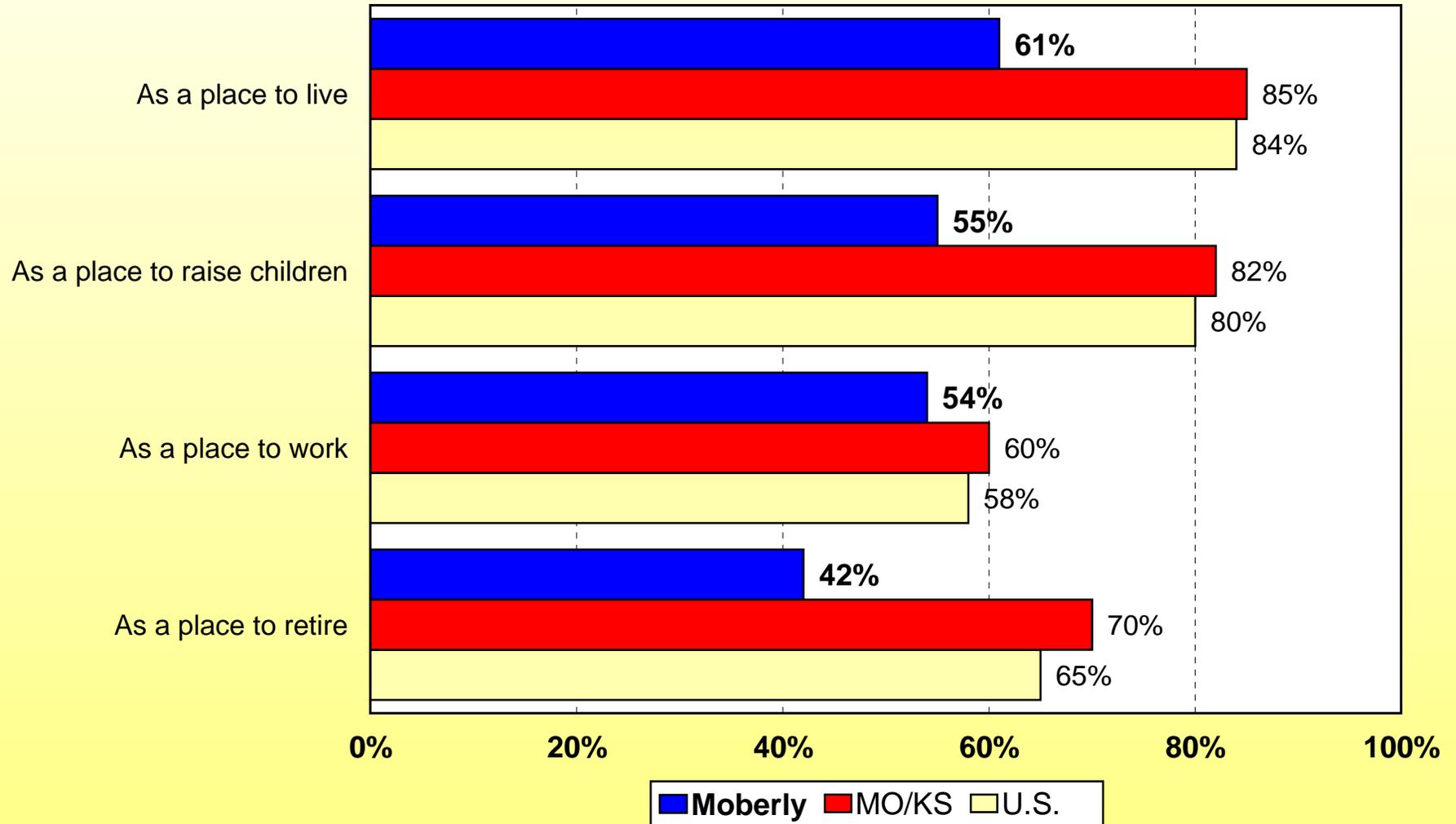
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied
(excluding don't knows)



Source: ETC Institute DirectionFinder (2016 - Moberly, MO)

How Residents Rate Their Community Moberly vs. MO/KS Region vs. the U.S.

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



Source: ETC Institute DirectionFinder (2016 - Moberly, MO)

Section 3

Tabular Analysis

Tabular Data

Q1. Using a scale of 5 to 1, where 5 means "Very Important" and 1 means "Not Important," please indicate how important each of the following reasons were in your decision to live in Moberly:

(N=436)

	Very Important	Somewhat Important	Not Sure	Somewhat Unimportant	Not Important
Q1.1. Proximity to family & friends	40.6%	33.6%	4.2%	4.7%	17.0%
Q1.2. Availability of parks, recreation, & open spaces	28.7%	44.2%	7.3%	10.4%	9.4%
Q1.3. Availability of public transportation	11.3%	13.9%	14.1%	15.1%	45.6%
Q1.4. Small town atmosphere	34.7%	36.2%	9.4%	8.5%	11.3%
Q1.5. Good location in region	32.1%	41.5%	11.1%	6.6%	8.7%
Q1.6. Availability of shopping & retail stores	27.4%	39.4%	13.4%	12.3%	7.5%
Q1.7. Low crime rate	52.6%	27.5%	9.6%	4.5%	5.9%
Q1.8. Quality of housing	40.6%	39.9%	9.4%	5.2%	4.9%
Q1.9. Level of taxation	38.4%	27.8%	18.6%	4.7%	10.4%
Q1.10. Employment opportunities	53.0%	25.8%	8.7%	5.0%	7.6%
Q1.11. Quality of schools	51.1%	22.2%	9.9%	6.9%	9.9%
Q1.12. Quality of City government services	33.6%	36.2%	15.4%	6.4%	8.5%
Q1.13. Always lived in Moberly	21.0%	13.4%	9.5%	7.2%	48.9%
Q1.14. Churches & community institutions	34.3%	30.7%	12.1%	8.1%	14.8%
Q1.15. Redevelopment potential	26.2%	26.0%	23.3%	7.2%	17.3%
Q1.16. Other	80.0%	4.6%	9.2%	0.0%	6.2%

Q1.1. Other

Q1.1. Other	Number	Percent
Job	4	7.7 %
Cost of living/commute convenience	3	5.8 %
Something for the youth to do	3	5.8 %
Low drug levels in neighborhood	3	5.8 %
Affordable housing vs columbia	2	3.8 %
Railroad	2	3.8 %
Can't afford to move	2	3.8 %
Quality of road systems	2	3.8 %
Bible college COCB	2	3.8 %
Near my job	2	3.8 %
Need more jobs	2	3.8 %
Medical	2	3.8 %
Housing	2	3.8 %
Majority influence on political issues	2	3.8 %
Close to job in bad weather	1	1.9 %
Not too big easy access to business	1	1.9 %
Proximity to Columbia	1	1.9 %
Indoor kids play area in winter	1	1.9 %
Economy	1	1.9 %
Worked in Moberly	1	1.9 %
I was born here	1	1.9 %
Transferred	1	1.9 %
Central Christian College of the Bible	1	1.9 %
no jobs anywhere else	1	1.9 %
clean yeards	1	1.9 %
Hospital & doctors	1	1.9 %
Relocated by employer	1	1.9 %
Moved here 58 years ago	1	1.9 %
Former hometown	1	1.9 %
Open house	1	1.9 %
Cost of housing	1	1.9 %
Came because of husband's job offer	1	1.9 %
Job transfer	1	1.9 %
Total	52	100.0 %

Tabular Data

Q2. Which THREE of the items listed in Question 1 above will have the MOST IMPACT on your decision to stay in the City of Moberly?

Q2. Top choice	Number	Percent
Proximity to family & friends	125	28.7 %
Availability of parks, recreation, & open spaces	5	1.1 %
Availability of public transportation	3	0.7 %
Small town atmosphere	22	5.0 %
Good location in region	15	3.4 %
Availability of shopping & retail stores	9	2.1 %
Low crime rate	47	10.8 %
Quality of housing	5	1.1 %
Level of taxation	13	3.0 %
Employment opportunities	69	15.8 %
Quality of schools	21	4.8 %
Always lived in Moberly	17	3.9 %
Churches & community institutions	14	3.2 %
Redevelopment potential	1	0.2 %
Other	22	5.0 %
None chosen	48	11.0 %
Total	436	100.0 %

Q2. Which THREE of the items listed in Question 1 above will have the MOST IMPACT on your decision to stay in the City of Moberly?

Q2. 2nd choice	Number	Percent
Proximity to family & friends	47	10.8 %
Availability of parks, recreation, & open spaces	28	6.4 %
Availability of public transportation	4	0.9 %
Small town atmosphere	40	9.2 %
Good location in region	23	5.3 %
Availability of shopping & retail stores	24	5.5 %
Low crime rate	42	9.6 %
Quality of housing	18	4.1 %
Level of taxation	21	4.8 %
Employment opportunities	48	11.0 %
Quality of schools	40	9.2 %
Quality of City government services	9	2.1 %
Always lived in Moberly	13	3.0 %
Churches & community institutions	16	3.7 %
Redevelopment potential	7	1.6 %
Other	1	0.2 %
None chosen	55	12.6 %
Total	436	100.0 %

Tabular Data

Q2. Which THREE of the items listed in Question 1 above will have the MOST IMPACT on your decision to stay in the City of Moberly?

Q2. 3rd choice	Number	Percent
Proximity to family & friends	18	4.1 %
Availability of parks, recreation, & open spaces	19	4.4 %
Availability of public transportation	2	0.5 %
Small town atmosphere	55	12.6 %
Good location in region	27	6.2 %
Availability of shopping & retail stores	17	3.9 %
Low crime rate	52	11.9 %
Quality of housing	26	6.0 %
Level of taxation	23	5.3 %
Employment opportunities	32	7.3 %
Quality of schools	30	6.9 %
Quality of City government services	16	3.7 %
Always lived in Moberly	12	2.8 %
Churches & community institutions	27	6.2 %
Redevelopment potential	12	2.8 %
Other	3	0.7 %
None chosen	65	14.9 %
Total	436	100.0 %

SUM OF THE TOP CHOICES

Q2. Which THREE of the items listed in Question 1 above will have the MOST IMPACT on your decision to stay in the City of Moberly? (top 3)

Q2. Top choice	Number	Percent
Proximity to family & friends	190	43.6 %
Availability of parks, recreation, & open spaces	52	11.9 %
Availability of public transportation	9	2.1 %
Small town atmosphere	117	26.8 %
Good location in region	65	14.9 %
Availability of shopping & retail stores	50	11.5 %
Low crime rate	141	32.3 %
Quality of housing	49	11.2 %
Level of taxation	57	13.1 %
Employment opportunities	149	34.2 %
Quality of schools	91	20.9 %
Quality of City government services	25	5.7 %
Always lived in Moberly	42	9.6 %
Churches & community institutions	57	13.1 %
Redevelopment potential	20	4.6 %
Other	26	6.0 %
None chosen	48	11.0 %
Total	1188	

Tabular Data

Q3. Which THREE of the items from the list in Question 1 do you feel will have the MOST IMPACT on attracting new residents to the City of Moberly?

Q3. Top choice	Number	Percent
Proximity to family & friends	9	2.1 %
Availability of parks, recreation, & open spaces	20	4.6 %
Availability of public transportation	4	0.9 %
Small town atmosphere	35	8.0 %
Good location in region	24	5.5 %
Availability of shopping & retail stores	17	3.9 %
Low crime rate	66	15.1 %
Quality of housing	14	3.2 %
Level of taxation	10	2.3 %
Employment opportunities	135	31.0 %
Quality of schools	34	7.8 %
Quality of City government services	3	0.7 %
Churches & community institutions	2	0.5 %
Redevelopment potential	13	3.0 %
Other	12	2.8 %
None chosen	38	8.7 %
Total	436	100.0 %

Q3. Which THREE of the items from the list in Question 1 do you feel will have the MOST IMPACT on attracting new residents to the City of Moberly?

Q3. 2nd choice	Number	Percent
Proximity to family & friends	8	1.8 %
Availability of parks, recreation, & open spaces	15	3.4 %
Availability of public transportation	2	0.5 %
Small town atmosphere	23	5.3 %
Good location in region	18	4.1 %
Availability of shopping & retail stores	23	5.3 %
Low crime rate	52	11.9 %
Quality of housing	54	12.4 %
Level of taxation	29	6.7 %
Employment opportunities	46	10.6 %
Quality of schools	96	22.0 %
Quality of City government services	7	1.6 %
Always lived in Moberly	1	0.2 %
Churches & community institutions	9	2.1 %
Redevelopment potential	5	1.1 %
Other	5	1.1 %
None chosen	43	9.9 %
Total	436	100.0 %

Tabular Data

Q3. Which THREE of the items from the list in Question 1 do you feel will have the MOST IMPACT on attracting new residents to the City of Moberly?

Q3. 3rd choice	Number	Percent
Proximity to family & friends	8	1.8 %
Availability of parks, recreation, & open spaces	19	4.4 %
Availability of public transportation	4	0.9 %
Small town atmosphere	28	6.4 %
Good location in region	21	4.8 %
Availability of shopping & retail stores	24	5.5 %
Low crime rate	67	15.4 %
Quality of housing	30	6.9 %
Level of taxation	24	5.5 %
Employment opportunities	49	11.2 %
Quality of schools	64	14.7 %
Quality of City government services	11	2.5 %
Churches & community institutions	15	3.4 %
Redevelopment potential	17	3.9 %
Other	1	0.2 %
None chosen	54	12.4 %
Total	436	100.0 %

SUM OF THE TOP CHOICES

Q3. Which THREE of the items from the list in Question 1 do you feel will have the MOST IMPACT on attracting new residents to the City of Moberly? (top 3)

Q3. Top choice	Number	Percent
Proximity to family & friends	25	5.7 %
Availability of parks, recreation, & open spaces	54	12.4 %
Availability of public transportation	10	2.3 %
Small town atmosphere	86	19.7 %
Good location in region	63	14.4 %
Availability of shopping & retail stores	64	14.7 %
Low crime rate	185	42.4 %
Quality of housing	98	22.5 %
Level of taxation	63	14.4 %
Employment opportunities	230	52.8 %
Quality of schools	194	44.5 %
Quality of City government services	21	4.8 %
Always lived in Moberly	1	0.2 %
Churches & community institutions	26	6.0 %
Redevelopment potential	35	8.0 %
Other	18	4.1 %
None chosen	38	8.7 %
Total	1211	

Tabular Data

Q4. For each of the following issues in the City of Moberly, please rate how important you feel the issue is:

(N=436)

	Very Important	Somewhat Important	Not Sure	Not Important
Q4.1. Maintaining rural character	28.3%	44.1%	14.4%	13.2%
Q4.2. Preserving historic buildings	36.4%	44.1%	10.2%	9.3%
Q4.3. Revitalization of older city-center neighborhoods	37.8%	43.2%	14.4%	4.6%
Q4.4. Revitalization of downtown area	55.2%	32.7%	9.3%	2.8%
Q4.5. Quality housing for all income groups	53.8%	33.9%	8.8%	3.5%
Q4.6. Walking & biking trails	31.6%	47.8%	11.4%	9.3%
Q4.7. Maintaining community identity	28.8%	42.0%	22.0%	7.2%
Q4.8. Downtown stability	45.2%	38.7%	12.3%	3.7%
Q4.9. Transportation alternatives to car	18.1%	35.7%	24.4%	21.8%
Q4.10. Availability of arts & cultural opportunities	20.0%	45.5%	22.5%	12.1%
Q4.11. Appearance of multi-family residential developments	26.0%	41.5%	22.3%	10.2%
Q4.12. Incorporating natural areas into development projects	27.8%	34.8%	25.1%	12.3%
Q4.13. Creating employment opportunities	85.8%	10.9%	2.8%	0.5%
Q4.14. Parks, recreation, open space	48.5%	41.1%	6.7%	3.7%
Q4.15. Protecting high value farmland	44.5%	29.5%	17.6%	8.4%
Q4.16. Appearance of commercial areas	46.0%	42.3%	9.3%	2.3%
Q4.17. Managing future growth	66.0%	27.4%	5.8%	0.7%
Q4.18. Activities & housing for Retirement Community	43.7%	40.2%	11.2%	4.9%
Q4.19. Other	80.4%	0.0%	19.6%	0.0%

Q4.19. Other

Q4.19. Other	Number	Percent
Gas chamber at animal shelter	2	5.4 %
Clean up city water	2	5.4 %
Taxes	2	5.4 %
Majority influence on political issues	2	5.4 %
Dismantle gas chamber at animal shelter	2	5.4 %
Get rid of druggies	2	5.4 %
Animal shelter no kill remove gas chanber	2	5.4 %
Crosswalks, sidewalks	2	5.4 %
Dismantle & destroy gas chamber	2	5.4 %
Removal of blighted properties	2	5.4 %
Fixing roads & sidewalks	2	5.4 %
Medical IMD	2	5.4 %
More restaurants & retail businesses	1	2.7 %
Need a factory in this town for jobs	1	2.7 %
Reasonable utility & tax rates	1	2.7 %
Maintaining city infrastructure	1	2.7 %
Excellent schools	1	2.7 %
Dismantle gas chamber	1	2.7 %
Schools	1	2.7 %
Children and family entertainment	1	2.7 %
Keeping pets our of others yards	1	2.7 %
More economic opportunities	1	2.7 %
Dismantle gas chamber at shelter	1	2.7 %
Advancing economic growth	1	2.7 %
Restore Groeber Field	1	2.7 %
Total	37	100.0 %

Tabular Data

Q5. Which FOUR of the issues from the list in Question 4 do you feel are MOST IMPORTANT to address in the City of Moberly?

Q5. Top choice	Number	Percent
Maintaining rural character	16	3.7 %
Preserving historic buildings	6	1.4 %
Revitalization of older city-center neighborhoods	16	3.7 %
Revitalization of downtown area	72	16.5 %
Quality housing for all income groups	46	10.6 %
Walking & biking trails	3	0.7 %
Downtown stability	15	3.4 %
Transportation alternatives to car	4	0.9 %
Availability of arts & cultural opportunities	1	0.2 %
Appearance of multi-family residential developments	2	0.5 %
Incorporating natural areas into development projects	2	0.5 %
Creating employment opportunities	180	41.3 %
Parks, recreation, open space	2	0.5 %
Protecting high value farmland	7	1.6 %
Appearance of commercial areas	3	0.7 %
Managing future growth	12	2.8 %
Activities & housing for Retirement Community	12	2.8 %
Other	12	2.8 %
None chosen	25	5.7 %
Total	436	100.0 %

Q5. Which FOUR of the issues from the list in Question 4 do you feel are MOST IMPORTANT to address in the City of Moberly?

Q5. 2nd choice	Number	Percent
Maintaining rural character	8	1.8 %
Preserving historic buildings	12	2.8 %
Revitalization of older city-center neighborhoods	20	4.6 %
Revitalization of downtown area	41	9.4 %
Quality housing for all income groups	57	13.1 %
Walking & biking trails	7	1.6 %
Maintaining community identity	14	3.2 %
Downtown stability	40	9.2 %
Transportation alternatives to car	15	3.4 %
Availability of arts & cultural opportunities	7	1.6 %
Appearance of multi-family residential developments	14	3.2 %
Incorporating natural areas into development projects	2	0.5 %
Creating employment opportunities	62	14.2 %
Parks, recreation, open space	18	4.1 %
Protecting high value farmland	16	3.7 %
Appearance of commercial areas	17	3.9 %
Managing future growth	44	10.1 %
Activities & housing for Retirement Community	9	2.1 %
Other	5	1.1 %
None chosen	28	6.4 %
Total	436	100.0 %

Tabular Data

Q5. Which FOUR of the issues from the list in Question 4 do you feel are MOST IMPORTANT to address in the City of Moberly?

Q5. 3rd choice	Number	Percent
Maintaining rural character	10	2.3 %
Preserving historic buildings	18	4.1 %
Revitalization of older city-center neighborhoods	20	4.6 %
Revitalization of downtown area	27	6.2 %
Quality housing for all income groups	40	9.2 %
Walking & biking trails	15	3.4 %
Maintaining community identity	9	2.1 %
Downtown stability	32	7.3 %
Transportation alternatives to car	19	4.4 %
Availability of arts & cultural opportunities	15	3.4 %
Appearance of multi-family residential developments	19	4.4 %
Incorporating natural areas into development projects	3	0.7 %
Creating employment opportunities	44	10.1 %
Parks, recreation, open space	39	8.9 %
Protecting high value farmland	12	2.8 %
Appearance of commercial areas	13	3.0 %
Managing future growth	43	9.9 %
Activities & housing for Retirement Community	15	3.4 %
Other	1	0.2 %
None chosen	42	9.6 %
Total	436	100.0 %

Q5. Which FOUR of the issues from the list in Question 4 do you feel are MOST IMPORTANT to address in the City of Moberly?

Q5. 4th choice	Number	Percent
Maintaining rural character	12	2.8 %
Preserving historic buildings	26	6.0 %
Revitalization of older city-center neighborhoods	18	4.1 %
Revitalization of downtown area	25	5.7 %
Quality housing for all income groups	22	5.0 %
Walking & biking trails	13	3.0 %
Maintaining community identity	11	2.5 %
Downtown stability	25	5.7 %
Transportation alternatives to car	2	0.5 %
Availability of arts & cultural opportunities	10	2.3 %
Appearance of multi-family residential developments	4	0.9 %
Incorporating natural areas into development projects	13	3.0 %
Creating employment opportunities	39	8.9 %
Parks, recreation, open space	26	6.0 %
Protecting high value farmland	23	5.3 %
Appearance of commercial areas	20	4.6 %
Managing future growth	45	10.3 %
Activities & housing for Retirement Community	23	5.3 %
Other	5	1.1 %
None chosen	74	17.0 %
Total	436	100.0 %

Tabular Data

SUM OF THE TOP CHOICES

Q5. Which FOUR of the issues from the list in Question 4 do you feel are MOST IMPORTANT to address in the City of Moberly? (top 4)

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintaining rural character	46	10.6 %
Preserving historic buildings	62	14.2 %
Revitalization of older city-center neighborhoods	74	17.0 %
Revitalization of downtown area	165	37.8 %
Quality housing for all income groups	165	37.8 %
Walking & biking trails	38	8.7 %
Maintaining community identity	34	7.8 %
Downtown stability	112	25.7 %
Transportation alternatives to car	40	9.2 %
Availability of arts & cultural opportunities	33	7.6 %
Appearance of multi-family residential developments	39	8.9 %
Incorporating natural areas into development projects	20	4.6 %
Creating employment opportunities	325	74.5 %
Parks, recreation, open space	85	19.5 %
Protecting high value farmland	58	13.3 %
Appearance of commercial areas	53	12.2 %
Managing future growth	144	33.0 %
Activities & housing for Retirement Community	59	13.5 %
Other	23	5.3 %
None chosen	25	5.7 %
Total	1600	

Tabular Data

Q6. Please rate your overall satisfaction with regard to each of the following:

(N=436)

	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
Q6.1. Appearance of downtown Moberly	1.8%	28.2%	28.6%	29.8%	10.4%	1.2%
Q6.2. Appearance of commercial properties throughout City	1.8%	32.6%	40.4%	18.2%	5.8%	1.2%
Q6.3. Appearance of residential properties throughout City	1.9%	19.0%	32.7%	35.7%	9.7%	0.9%
Q6.4. As a place to live	13.6%	46.4%	22.9%	12.0%	4.2%	0.9%
Q6.5. As a place to raise children	13.2%	40.0%	25.4%	14.1%	4.4%	3.0%
Q6.6. As a place to work	13.2%	38.6%	25.2%	13.6%	6.7%	2.8%
Q6.7. As a place where you would buy your next home	11.1%	30.7%	29.1%	13.4%	10.9%	4.8%
Q6.8. As a place to retire	12.9%	26.8%	24.2%	16.4%	14.3%	5.3%
Q6.9. As a place to do business	10.2%	33.0%	30.5%	14.3%	7.6%	4.4%

Tabular Data

EXCLUDING DON'T KNOW

Q6. Please rate your overall satisfaction with regard to each of the following: (without "don't know")

(N=436)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6.1. Appearance of downtown Moberly	1.9%	28.5%	29.0%	30.1%	10.5%
Q6.2. Appearance of commercial properties throughout City	1.9%	32.9%	40.9%	18.5%	5.8%
Q6.3. Appearance of residential properties throughout City	1.9%	19.2%	33.0%	36.1%	9.8%
Q6.4. As a place to live	13.8%	46.9%	23.1%	12.1%	4.2%
Q6.5. As a place to raise children	13.6%	41.2%	26.2%	14.5%	4.5%
Q6.6. As a place to work	13.5%	39.7%	25.9%	14.0%	6.9%
Q6.7. As a place where you would buy your next home	11.7%	32.3%	30.6%	14.1%	11.4%
Q6.8. As a place to retire	13.7%	28.3%	25.6%	17.3%	15.1%
Q6.9. As a place to do business	10.6%	34.5%	31.9%	15.0%	8.0%

Q7. Customer Satisfaction for Major City Services. For each of the following MAJOR CITY SERVICES, please rate your overall satisfaction with the service:

(N=436)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7.1. Overall quality of public safety services	29.0%	48.2%	13.6%	4.7%	2.3%	2.1%
Q7.2. Overall quality of parks & recreation programs/facilities	39.8%	43.3%	10.5%	3.5%	0.9%	1.9%
Q7.3. Overall maintenance of city streets/facilities	8.9%	43.3%	24.4%	15.5%	7.0%	0.9%
Q7.4. Overall enforcement of city codes/ordinances	8.0%	31.4%	36.1%	13.1%	7.0%	4.4%
Q7.5. Overall quality of customer service you receive from city employees	16.4%	49.6%	24.4%	4.7%	1.4%	3.5%
Q7.6. Overall effectiveness of city communication with public	8.0%	32.1%	38.2%	14.3%	4.7%	2.8%
Q7.7. Overall effectiveness of land use & development planning	4.4%	28.8%	43.1%	14.5%	4.2%	4.9%
Q7.8. Overall quality of city library services	33.7%	37.7%	19.7%	1.6%	1.4%	5.9%
Q7.9. Overall effectiveness of traffic & congestion management	17.8%	50.4%	22.7%	6.3%	1.6%	1.2%
Q7.10. Overall management & administration of city services	7.5%	38.6%	34.4%	13.3%	3.0%	3.0%
Q7.11. Overall enforcement of animal control laws	7.0%	37.0%	26.7%	16.4%	8.4%	4.4%
Q7.12. Overall water quality	11.2%	32.8%	25.3%	19.2%	10.3%	1.2%
Q7.13. Overall management of drainage & storm water runoff	5.6%	32.3%	32.1%	14.1%	13.3%	2.6%
Q7.14. Overall quality of airport	5.9%	20.0%	38.6%	2.8%	0.7%	32.0%
Q7.15. Overall garbage collection services	13.7%	42.7%	19.3%	12.5%	9.9%	1.9%

Tabular Data

EXCLUDING DON'T KNOW

Q7. Customer Satisfaction for Major City Services. For each of the following MAJOR CITY SERVICES, please rate your overall satisfaction with the service: (without "don't know")

(N=436)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7.1. Overall quality of public safety services	29.7%	49.3%	13.9%	4.8%	2.4%
Q7.2. Overall quality of parks & recreation programs/facilities	40.6%	44.2%	10.7%	3.6%	1.0%
Q7.3. Overall maintenance of city streets/facilities	9.0%	43.7%	24.6%	15.6%	7.1%
Q7.4. Overall enforcement of city codes/ordinances	8.3%	32.8%	37.7%	13.7%	7.4%
Q7.5. Overall quality of customer service you receive from city employees	17.0%	51.5%	25.2%	4.9%	1.5%
Q7.6. Overall effectiveness of city communication with public	8.2%	33.0%	39.3%	14.7%	4.8%
Q7.7. Overall effectiveness of land use & development planning	4.7%	30.3%	45.3%	15.3%	4.4%
Q7.8. Overall quality of city library services	35.8%	40.0%	20.9%	1.7%	1.5%
Q7.9. Overall effectiveness of traffic & congestion management	18.0%	50.9%	23.0%	6.4%	1.7%
Q7.10. Overall management & administration of city services	7.7%	39.9%	35.5%	13.8%	3.1%
Q7.11. Overall enforcement of animal control laws	7.4%	38.7%	27.9%	17.2%	8.8%
Q7.12. Overall water quality	11.4%	33.2%	25.6%	19.4%	10.4%
Q7.13. Overall management of drainage & storm water runoff	5.8%	33.2%	32.9%	14.4%	13.7%
Q7.14. Overall quality of airport	8.7%	29.4%	56.7%	4.2%	1.0%
Q7.15. Overall garbage collection services	13.9%	43.5%	19.7%	12.7%	10.1%

Q8. Which THREE of the items from the list in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next THREE Years?

Q8. Top choice	Number	Percent
Overall quality of public safety services	80	18.3 %
Overall quality of parks & recreation programs/facilities	10	2.3 %
Overall maintenance of city streets/facilities	76	17.4 %
Overall enforcement of city codes/ordinances	21	4.8 %
Overall quality of customer service you receive from city employees	10	2.3 %
Overall effectiveness of city communication with public	17	3.9 %
Overall effectiveness of land use & development planning	29	6.7 %
Overall quality of city library services	3	0.7 %
Overall effectiveness of traffic & congestion management	5	1.1 %
Overall management & administration of city services	16	3.7 %
Overall enforcement of animal control laws	14	3.2 %
Overall water quality	50	11.5 %
Overall management of drainage & storm water runoff	38	8.7 %
Overall garbage collection services	29	6.7 %
None chosen	38	8.7 %
Total	436	100.0 %

Tabular Data

Q8. Which THREE of the items from the list in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next THREE Years?

Q8. 2nd choice	Number	Percent
Overall quality of public safety services	27	6.2 %
Overall quality of parks & recreation programs/facilities	26	6.0 %
Overall maintenance of city streets/facilities	75	17.2 %
Overall enforcement of city codes/ordinances	21	4.8 %
Overall quality of customer service you receive from city employees	5	1.1 %
Overall effectiveness of city communication with public	28	6.4 %
Overall effectiveness of land use & development planning	18	4.1 %
Overall quality of city library services	10	2.3 %
Overall effectiveness of traffic & congestion management	13	3.0 %
Overall management & administration of city services	28	6.4 %
Overall enforcement of animal control laws	19	4.4 %
Overall water quality	47	10.8 %
Overall management of drainage & storm water runoff	42	9.6 %
Overall quality of airport	1	0.2 %
Overall garbage collection services	23	5.3 %
None chosen	53	12.2 %
Total	436	100.0 %

Q8. Which THREE of the items from the list in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next THREE Years?

Q8. 3rd choice	Number	Percent
Overall quality of public safety services	24	5.5 %
Overall quality of parks & recreation programs/facilities	21	4.8 %
Overall maintenance of city streets/facilities	44	10.1 %
Overall enforcement of city codes/ordinances	33	7.6 %
Overall quality of customer service you receive from city employees	8	1.8 %
Overall effectiveness of city communication with public	26	6.0 %
Overall effectiveness of land use & development planning	36	8.3 %
Overall quality of city library services	10	2.3 %
Overall effectiveness of traffic & congestion management	13	3.0 %
Overall management & administration of city services	33	7.6 %
Overall enforcement of animal control laws	23	5.3 %
Overall water quality	30	6.9 %
Overall management of drainage & storm water runoff	32	7.3 %
Overall quality of airport	1	0.2 %
Overall garbage collection services	33	7.6 %
None chosen	69	15.8 %
Total	436	100.0 %

Tabular Data

SUM OF THE TOP CHOICES

Q8. Which THREE of the items from the list in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next THREE Years? (top 3)

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of public safety services	131	30.0 %
Overall quality of parks & recreation programs/facilities	57	13.1 %
Overall maintenance of city streets/facilities	195	44.7 %
Overall enforcement of city codes/ordinances	75	17.2 %
Overall quality of customer service you receive from city employees	23	5.3 %
Overall effectiveness of city communication with public	71	16.3 %
Overall effectiveness of land use & development planning	83	19.0 %
Overall quality of city library services	23	5.3 %
Overall effectiveness of traffic & congestion management	31	7.1 %
Overall management & administration of city services	77	17.7 %
Overall enforcement of animal control laws	56	12.8 %
Overall water quality	127	29.1 %
Overall management of drainage & storm water runoff	112	25.7 %
Overall quality of airport	2	0.5 %
Overall garbage collection services	85	19.5 %
None chosen	38	8.7 %
Total	1186	

Q9. Over the last 10 years, has any member of your household MOVED AWAY from Moberly?

<u>Q9. Has any member of your household moved away from Moberly over last 10 years</u>	<u>Number</u>	<u>Percent</u>
Yes	177	40.6 %
No	259	59.4 %
Total	436	100.0 %

Q9.1. (If YES to Question 9) how old was the individual(s) when they moved?

<u>Q9.1. How old was the individual(s) when they moved</u>	<u>Number</u>	<u>Percent</u>
18-24	97	54.8 %
25-34	56	31.6 %
35-54	30	16.9 %
55 or Older	15	8.5 %
Total	198	

Tabular Data

Q9.2. (If YES to Question 9) For what reason did they move away?

Q9.2. For what reason did they move away	Number	Percent
Lack of quality schools	15	8.5 %
Lack of housing options	25	14.1 %
Lack of employment opportunities	103	58.2 %
Left for college	63	35.6 %
Family reasons	28	15.8 %
Level of taxation	18	10.2 %
Other	32	18.1 %
None	1	0.6 %
None selected	1	0.6 %
Total	286	

EXCLUDING NONE SELECTED

Q9.2. (If YES to Question 9) For what reason did they move away? (without "none" or "none selected")

Q9.2. For what reason did they move away	Number	Percent
Lack of employment opportunities	103	58.9 %
Left for college	63	36.0 %
Other	32	18.3 %
Family reasons	28	16.0 %
Lack of housing options	25	14.3 %
Level of taxation	18	10.3 %
Lack of quality schools	15	8.6 %
Total	284	

Q9.2. Other

Q9.2. Other	Number	Percent
Military	5	16.1 %
Lack of diversity	4	12.9 %
I left for college	3	9.7 %
No entertainment	2	6.5 %
Utility costs	2	6.5 %
Married	2	6.5 %
Wanted out of Moberly	2	6.5 %
Mortgage & job	2	6.5 %
Military & boyfriend	2	6.5 %
Job	1	3.2 %
Work	1	3.2 %
Hospital doctors for special needs people	1	3.2 %
Lack of things to do	1	3.2 %
More entertainment	1	3.2 %
Job promotions	1	3.2 %
Friends	1	3.2 %
Total	31	100.0 %

Tabular Data

Q10. Over the last 10 years, has any member of your household MOVED BACK to Moberly?

Q10. Has any member of your household moved back to Moberly over last 10 years	Number	Percent
Yes	101	23.2 %
No	335	76.8 %
Total	436	100.0 %

Q10.1. (If YES to Question 10) For what reason did they move back?

Q10.1. For what reasons	Number	Percent
Quality of schools	11	10.9 %
Quality of housing	7	6.9 %
Employment opportunities	26	25.7 %
Proximity to family & friends	67	66.3 %
Location	3	3.0 %
Small town atmosphere	16	15.8 %
Other	16	15.8 %
None	1	1.0 %
Total	147	

EXCLUDING NONE SELECTED

Q10.1. (If YES to Question 10) For what reason did they move back? (without "none" or "none selected")

Q10.1. For what reasons	Number	Percent
Proximity to family & friends	67	67.0 %
Employment opportunities	26	26.0 %
Other	16	16.0 %
Small town atmosphere	16	16.0 %
Quality of schools	11	11.0 %
Quality of housing	7	7.0 %
Location	3	3.0 %
Total	146	

Q10.1. Other

Q10. Other	Number	Percent
Needed help. It was an emergency situation.	2	16.7 %
Kids	2	16.7 %
Job	1	8.3 %
Take care parent	1	8.3 %
Born here	1	8.3 %
Employment	1	8.3 %
cheaper to live	1	8.3 %
Retirement	1	8.3 %
Inheritance	1	8.3 %
Cheaper rent	1	8.3 %
Total	12	100.0 %

Tabular Data

Q11. For each of the items listed below, please rate how likely it is that you would do each of the following on a scale of 4 to 1, where 4 means "Very Likely" and 1 means "Very Unlikely":

(N=436)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Don't Know
Q11.1. Recommend living in Moberly to someone who asks	21.7%	40.6%	17.5%	14.7%	5.6%
Q11.2. Remain in Moberly for next five years	44.1%	29.1%	10.7%	11.7%	4.4%

EXCLUDING DON'T KNOW

Q11. For each of the items listed below, please rate how likely it is that you would do each of the following on a scale of 4 to 1, where 4 means "Very Likely" and 1 means "Very Unlikely": (without "don't know")

(N=436)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
Q11.1. Recommend living in Moberly to someone who asks	23.0%	43.0%	18.5%	15.6%
Q11.2. Remain in Moberly for next five years	46.1%	30.5%	11.2%	12.2%

Q12. Retail Development. Several statements about the future of Moberly are listed below. Using a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please indicate your level of agreement with the following:

(N=436)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q12.1. Expansion of retail development should be supported in downtown area	54.7%	28.4%	13.7%	2.1%	1.2%
Q12.2. Future retail development should primarily be located at intersection of main streets	9.4%	20.8%	47.1%	19.7%	3.0%
Q12.3. Future retail development should be located in small centers in new & existing neighborhoods	9.6%	22.7%	43.9%	18.7%	5.1%
Q12.4. Available retail space should be utilized before building new retail buildings	44.7%	37.2%	14.0%	3.5%	0.7%

Tabular Data

Q13. The City is considering the potential re-development of the former Moberly Junior High School (located at 1001 North Johnson Street, on the NW corner of Johnson & Rollins Street) into an apartment complex. Please indicate your level of support for this potential initiative:

Q13. Your level of support for potential re-development of former Moberly Junior High School into an apartment complex	Number	Percent
Very Supportive	167	38.3 %
Somewhat Supportive	123	28.2 %
Neutral	22	5.0 %
Somewhat Unsupportive	57	13.1 %
Very Unsupportive	39	8.9 %
Don't Know	28	6.4 %
Total	436	100.0 %

EXCLUDING DON'T KNOW

Q13. The City is considering the potential re-development of the former Moberly Junior High School (located at 1001 North Johnson Street, on the NW corner of Johnson & Rollins Street) into an apartment complex. Please indicate your level of support for this potential initiative: (without "don't know")

Q13. Your level of support for potential re-development of former Moberly Junior High School into an apartment complex	Number	Percent
Very Supportive	167	40.9 %
Somewhat Supportive	123	30.1 %
Neutral	22	5.4 %
Somewhat Unsupportive	57	14.0 %
Very Unsupportive	39	9.6 %
Total	408	100.0 %

Tabular Data

Q14. Community Vision. Several statements about the future of Moberly are listed below. Using a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please indicate your level of agreement with the following:

(N=436)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q14.1. A stronger community identity	23.0%	44.6%	29.3%	3.1%	0.0%
Q14.2. More attractive City entrances	25.0%	36.4%	31.5%	6.5%	0.5%
Q14.3. More parks & open space	12.9%	25.0%	42.8%	16.4%	3.0%
Q14.4. More sidewalks, walking paths, & trails	25.5%	34.3%	25.9%	11.2%	3.0%
Q14.5. More bicycle paths & routes	18.6%	29.2%	32.9%	16.2%	3.1%
Q14.6. More restaurants, entertainment & cultural activities downtown	54.4%	29.9%	12.9%	2.1%	0.7%
Q14.7. More second floor housing downtown	17.1%	23.8%	43.7%	11.9%	3.5%
Q14.8. More affordable housing within City	29.9%	34.8%	26.4%	6.8%	2.1%
Q14.9. More employment opportunities	76.3%	20.7%	2.6%	0.5%	0.0%
Q14.10. Better protection of natural resources	23.8%	35.3%	34.3%	5.1%	1.4%
Q14.11. More recreational opportunities	29.0%	37.9%	26.4%	5.6%	1.2%
Q14.12. More activities for teenagers	45.2%	31.9%	19.7%	2.6%	0.7%
Q14.13. More activities for adults	40.3%	32.1%	25.3%	1.6%	0.7%
Q14.14. More activities for seniors	36.1%	32.8%	28.1%	2.3%	0.7%
Q14.15. Expand existing Farmers Market	32.5%	36.0%	28.0%	2.8%	0.7%
Q14.16. Better management of growth	34.9%	31.1%	31.1%	2.6%	0.2%
Q14.17. Maintaining rural character of City	20.0%	38.0%	34.7%	4.5%	2.8%
Q14.18. Develop conference space	11.3%	23.9%	50.4%	11.8%	2.6%
Q14.19. Multi-use neighborhoods	13.4%	25.4%	51.1%	8.2%	1.9%
Q14.20. More walking & biking paths	21.7%	28.1%	34.7%	11.1%	4.5%
Q14.21. More arts & cultural opportunities	21.7%	35.8%	34.4%	5.9%	2.1%
Q14.22. Stronger retirement community	21.7%	34.0%	37.4%	6.4%	0.5%
Q14.23. Other	52.5%	12.5%	35.0%	0.0%	0.0%

Q14. Other

Q14.23. Other	Number	Percent
Fair court system	4	14.8 %
Decorating downtown at Christmas time	2	7.4 %
More non-smoking establishments	2	7.4 %
Make downtown and around there priority	2	7.4 %
Majority influence on political issues	2	7.4 %
More big town conveniences	2	7.4 %
Stop parking on street	2	7.4 %
Medical/newspaper	2	7.4 %
More restaurants and retail businesses	1	3.7 %
Fix what you have first	1	3.7 %
Parade for Patriotic Holiday with marching band	1	3.7 %
Indoor areas for younger kids to play	1	3.7 %
Night classesfor personal/business development	1	3.7 %
Large chain restaurants like Applebee's	1	3.7 %
Parks with water features	1	3.7 %
More quality paying jobs	1	3.7 %
Total	27	100.0 %

Tabular Data

Q15. Which FOUR of the statements from the list in Question 14 do you feel best represent YOUR VISION for the future of the City of Moberly?

Q15. Top choice	Number	Percent
A stronger community identity	21	4.8 %
More attractive City entranc	15	3.4 %
More parks & open space	7	1.6 %
More sidewalks, walking paths, & trails	18	4.1 %
More bicycle paths & routes	12	2.8 %
More restaurants, entertainment & cultural activities downtown	81	18.6 %
More second floor housing downtown	2	0.5 %
More affordable housing within City	13	3.0 %
More employment opportunities	175	40.1 %
Better protection of natural resources	2	0.5 %
More recreational opportunities	5	1.1 %
More activities for teenagers	12	2.8 %
More activities for adults	7	1.6 %
More activities for seniors	2	0.5 %
Expand existing Farmers Market	3	0.7 %
Better management of growth	5	1.1 %
Maintaining rural character of City	2	0.5 %
More walking & biking paths	5	1.1 %
More arts & cultural opportunities	1	0.2 %
Stronger retirement community	6	1.4 %
Other	7	1.6 %
None chosen	35	8.0 %
Total	436	100.0 %

Q15. Which FOUR of the statements from the list in Question 14 do you feel best represent YOUR VISION for the future of the City of Moberly?

Q15. 2nd choice	Number	Percent
A stronger community identity	8	1.8 %
More attractive City entranc	20	4.6 %
More parks & open space	3	0.7 %
More sidewalks, walking paths, & trails	22	5.0 %
More bicycle paths & routes	4	0.9 %
More restaurants, entertainment & cultural activities downtown	64	14.7 %
More second floor housing downtown	10	2.3 %
More affordable housing within City	46	10.6 %
More employment opportunities	60	13.8 %
Better protection of natural resources	10	2.3 %
More recreational opportunities	9	2.1 %
More activities for teenagers	42	9.6 %
More activities for adults	14	3.2 %
More activities for seniors	4	0.9 %
Expand existing Farmers Market	18	4.1 %
Better management of growth	19	4.4 %
Maintaining rural character of City	7	1.6 %
Develop conference space	3	0.7 %
Multi-use neighborhoods	3	0.7 %
More walking & biking paths	8	1.8 %
More arts & cultural opportunities	12	2.8 %
Stronger retirement community	5	1.1 %
Other	2	0.5 %
None chosen	43	9.9 %
Total	436	100.0 %

Tabular Data

Q15. Which FOUR of the statements from the list in Question 14 do you feel best represent YOUR VISION for the future of the City of Moberly?

Q15. 3rd choice	Number	Percent
A stronger community identity	10	2.3 %
More attractive City entranc	6	1.4 %
More parks & open space	3	0.7 %
More sidewalks, walking paths, & trails	16	3.7 %
More bicycle paths & routes	11	2.5 %
More restaurants, entertainment & cultural activities downtown	41	9.4 %
More second floor housing downtown	8	1.8 %
More affordable housing within City	19	4.4 %
More employment opportunities	36	8.3 %
Better protection of natural resources	8	1.8 %
More recreational opportunities	12	2.8 %
More activities for teenagers	47	10.8 %
More activities for adults	36	8.3 %
More activities for seniors	14	3.2 %
Expand existing Farmers Market	23	5.3 %
Better management of growth	31	7.1 %
Maintaining rural character of City	8	1.8 %
Develop conference space	4	0.9 %
Multi-use neighborhoods	4	0.9 %
More walking & biking paths	10	2.3 %
More arts & cultural opportunities	16	3.7 %
Stronger retirement community	11	2.5 %
Other	8	1.8 %
None chosen	54	12.4 %
Total	436	100.0 %

Q15. Which FOUR of the statements from the list in Question 14 do you feel best represent YOUR VISION for the future of the City of Moberly?

Q15. 4th choice	Number	Percent
A stronger community identity	12	2.8 %
More attractive City entranc	18	4.1 %
More parks & open space	4	0.9 %
More sidewalks, walking paths, & trails	13	3.0 %
More bicycle paths & routes	1	0.2 %
More restaurants, entertainment & cultural activities downtown	37	8.5 %
More second floor housing downtown	4	0.9 %
More affordable housing within City	20	4.6 %
More employment opportunities	17	3.9 %
Better protection of natural resources	12	2.8 %
More recreational opportunities	11	2.5 %
More activities for teenagers	25	5.7 %
More activities for adults	30	6.9 %
More activities for seniors	19	4.4 %
Expand existing Farmers Market	27	6.2 %
Better management of growth	26	6.0 %
Maintaining rural character of City	16	3.7 %
Develop conference space	10	2.3 %
Multi-use neighborhoods	5	1.1 %
More walking & biking paths	7	1.6 %
More arts & cultural opportunities	17	3.9 %
Stronger retirement community	27	6.2 %
Other	7	1.6 %
None chosen	71	16.3 %
Total	436	100.0 %

Tabular Data

SUM OF THE TOP CHOICES

Q15. Which FOUR of the statements from the list in Question 14 do you feel best represent YOUR VISION for the future of the City of Moberly? (top 4)

Q15. Top choice	Number	Percent
A stronger community identity	51	11.7 %
More attractive City entrance	59	13.5 %
More parks & open space	17	3.9 %
More sidewalks, walking paths, & trails	69	15.8 %
More bicycle paths & routes	28	6.4 %
More restaurants, entertainment & cultural activities downtown	223	51.1 %
More second floor housing downtown	24	5.5 %
More affordable housing within City	98	22.5 %
More employment opportunities	288	66.1 %
Better protection of natural resources	32	7.3 %
More recreational opportunities	37	8.5 %
More activities for teenagers	126	28.9 %
More activities for adults	87	20.0 %
More activities for seniors	39	8.9 %
Expand existing Farmers Market	71	16.3 %
Better management of growth	81	18.6 %
Maintaining rural character of City	33	7.6 %
Develop conference space	17	3.9 %
Multi-use neighborhoods	12	2.8 %
More walking & biking paths	30	6.9 %
More arts & cultural opportunities	46	10.6 %
Stronger retirement community	49	11.2 %
Other	24	5.5 %
None chosen	35	8.0 %
Total	1576	

Q16. From the following list, please check the THREE areas you would most support growth and development occurring:

Q16. Areas you would most support growth & development occurring	Number	Percent
Downtown	351	80.5 %
Centers outside of Downtown	264	60.6 %
Along roadway corridors	223	51.1 %
In suburban areas	114	26.1 %
Other	34	7.8 %
None	32	7.3 %
None selected	3	0.7 %
Total	1021	

EXCLUDING NONE SELECTED

Q16. From the following list, please check the THREE areas you would most support growth and development occurring: (without "none selected")

Q16. Areas you would most support growth & development occurring	Number	Percent
Downtown	351	81.1 %
Centers outside of Downtown	264	61.0 %
Along roadway corridors	223	51.5 %
In suburban areas	114	26.3 %
Other	34	7.9 %
None	32	7.4 %
Total	1018	

Tabular Data

Q16. Other

Q16. Other	Number	Percent
South part of town	4	12.1 %
S Marley St	2	6.1 %
Older buildings in the community	2	6.1 %
Industrial park	2	6.1 %
Employement	2	6.1 %
Near Gratz Brown & Route M	2	6.1 %
For children of all ages	2	6.1 %
Jobs	2	6.1 %
More stores	1	3.0 %
Neighborhood redevelopment	1	3.0 %
Industrial complex	1	3.0 %
Abandoned housing & downtown buildings	1	3.0 %
Public Schools Campus	1	3.0 %
Clean up South Moberly	1	3.0 %
Industrial area	1	3.0 %
Filling current empty bldgs	1	3.0 %
Walking/biking paths	1	3.0 %
Anywhere where it will help community	1	3.0 %
Meed more business at south end of town	1	3.0 %
South Moberly	1	3.0 %
Employment	1	3.0 %
Existing vacant buildings	1	3.0 %
At highway exits	1	3.0 %
Total	33	100.0 %

Q17. Please rate your agreement with the following statements on a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," with regard to your support for increased City investment in current and future unmet needs related to the following:

(N=436)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Q17.1. Maintenance of residential (neighborhood) streets	42.5%	43.5%	10.3%	3.5%	0.0%	0.2%
Q17.2. Maintenance of major thoroughfares	32.1%	42.6%	21.5%	1.9%	0.0%	1.9%
Q17.3. Stormwater improvements in major channels	26.5%	40.6%	24.9%	4.9%	0.0%	3.1%
Q17.4. Stormwater improvements in residential neighborhoods	34.0%	39.9%	20.7%	3.3%	0.0%	2.1%
Q17.5. Maintenance & improvement of city buildings	22.3%	39.2%	31.0%	4.7%	1.4%	1.4%
Q17.6. Maintenance & improvement of city parks	24.4%	39.4%	28.2%	5.4%	1.9%	0.7%
Q17.7. Expansion of parks & recreation programs	21.6%	29.1%	34.0%	8.9%	5.6%	0.7%
Q17.8. Public safety services	33.6%	39.0%	23.0%	2.1%	0.2%	2.1%
Q17.9. More trails within parks	13.6%	29.8%	34.7%	11.5%	9.6%	0.7%
Q17.10. Redevelopment of commercial areas in original downtown	46.0%	35.7%	13.6%	2.6%	1.4%	0.7%
Q17.11. Redevelopment of commercial areas outside of original downtown	21.7%	40.2%	30.8%	3.3%	2.3%	1.6%
Q17.12. More trails within City	18.0%	24.5%	33.4%	11.2%	10.3%	2.6%

Tabular Data

EXCLUDING NO OPINION

Q17. Please rate your agreement with the following statements on a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," with regard to your support for increased City investment in current and future unmet needs related to the following: (without "no opinion")

(N=436)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q17.1. Maintenance of residential (neighborhood) streets	42.6%	43.6%	10.3%	3.5%	0.0%
Q17.2. Maintenance of major thoroughfares	32.7%	43.4%	22.0%	1.9%	0.0%
Q17.3. Stormwater improvements in major channels	27.4%	41.9%	25.7%	5.1%	0.0%
Q17.4. Stormwater improvements in residential neighborhoods	34.8%	40.8%	21.1%	3.4%	0.0%
Q17.5. Maintenance & improvement of city buildings	22.6%	39.8%	31.4%	4.8%	1.4%
Q17.6. Maintenance & improvement of city parks	24.6%	39.7%	28.4%	5.4%	1.9%
Q17.7. Expansion of parks & recreation programs	21.7%	29.3%	34.3%	9.0%	5.7%
Q17.8. Public safety services	34.3%	39.8%	23.5%	2.2%	0.2%
Q17.9. More trails within parks	13.7%	30.0%	35.0%	11.6%	9.7%
Q17.10. Redevelopment of commercial areas in original downtown	46.4%	36.0%	13.6%	2.6%	1.4%
Q17.11. Redevelopment of commercial areas outside of original downtown	22.1%	40.9%	31.4%	3.3%	2.4%
Q17.12. More trails within City	18.5%	25.2%	34.3%	11.5%	10.6%

Q18. Which THREE of the items from the list in Question 17 would you MOST SUPPORT the City making increased investments in?

Q18. Top choice	Number	Percent
Maintenance of residential (neighborhood) streets	125	28.7 %
Maintenance of major thoroughfares	25	5.7 %
Stormwater improvements in major channels	6	1.4 %
Stormwater improvements in residential neighborhoods	41	9.4 %
Maintenance & improvement of city buildings	19	4.4 %
Maintenance & improvement of city parks	8	1.8 %
Expansion of parks & recreation programs	15	3.4 %
Public safety services	43	9.9 %
More trails within parks	3	0.7 %
Redevelopment of commercial areas in original downtown	90	20.6 %
Redevelopment of commercial areas outside of original downtown	19	4.4 %
More trails within City	4	0.9 %
None chosen	38	8.7 %
Total	436	100.0 %

Tabular Data

Q18. Which THREE of the items from the list in Question 17 would you MOST SUPPORT the City making increased investments in?

Q18. 2nd choice	Number	Percent
Maintenance of residential (neighborhood) streets	48	11.0 %
Maintenance of major thoroughfares	50	11.5 %
Stormwater improvements in major channels	40	9.2 %
Stormwater improvements in residential neighborhoods	37	8.5 %
Maintenance & improvement of city buildings	33	7.6 %
Maintenance & improvement of city parks	17	3.9 %
Expansion of parks & recreation programs	20	4.6 %
Public safety services	32	7.3 %
More trails within parks	4	0.9 %
Redevelopment of commercial areas in original downtown	64	14.7 %
Redevelopment of commercial areas outside of original downtown	29	6.7 %
More trails within City	14	3.2 %
None chosen	48	11.0 %
Total	436	100.0 %

Q18. Which THREE of the items from the list in Question 17 would you MOST SUPPORT the City making increased investments in?

Q18. 3rd choice	Number	Percent
Maintenance of residential (neighborhood) streets	47	10.8 %
Maintenance of major thoroughfares	18	4.1 %
Stormwater improvements in major channels	22	5.0 %
Stormwater improvements in residential neighborhoods	49	11.2 %
Maintenance & improvement of city buildings	19	4.4 %
Maintenance & improvement of city parks	30	6.9 %
Expansion of parks & recreation programs	20	4.6 %
Public safety services	55	12.6 %
More trails within parks	7	1.6 %
Redevelopment of commercial areas in original downtown	51	11.7 %
Redevelopment of commercial areas outside of original downtown	30	6.9 %
More trails within City	24	5.5 %
None chosen	64	14.7 %
Total	436	100.0 %

SUM OF THE TOP CHOICES

Q18. Which THREE of the items from the list in Question 17 would you MOST SUPPORT the City making increased investments in? (top 3)

Q18. Top choice	Number	Percent
Maintenance of residential (neighborhood) streets	220	50.5 %
Maintenance of major thoroughfares	93	21.3 %
Stormwater improvements in major channels	68	15.6 %
Stormwater improvements in residential neighborhoods	127	29.1 %
Maintenance & improvement of city buildings	71	16.3 %
Maintenance & improvement of city parks	55	12.6 %
Expansion of parks & recreation programs	55	12.6 %
Public safety services	130	29.8 %
More trails within parks	14	3.2 %
Redevelopment of commercial areas in original downtown	205	47.0 %
Redevelopment of commercial areas outside of original downtown	78	17.9 %
More trails within City	42	9.6 %
None chosen	38	8.7 %
Total	1196	

Tabular Data

Q19. Increased investments in City programs and services may require some increase in property taxes and fees. Knowing that, what is the MAXIMUM amount in additional property taxes you would be willing to invest to make the types of improvements to City programs or services that you indicated you would support most in Question 17?

Q19. Maximum amount in additional property taxes you would be willing to invest	Number	Percent
\$16-\$20 per month	55	12.6 %
\$11-\$15 per month	35	8.0 %
\$6-\$10 per month	118	27.1 %
\$1-\$5 per month	135	31.0 %
\$0 per month	84	19.3 %
Not provided	9	2.1 %
Total	436	100.0 %

EXCLUDING NOT PROVIDED

Q19. Increased investments in City programs and services may require some increase in property taxes and fees. Knowing that, what is the MAXIMUM amount in additional property taxes you would be willing to invest to make the types of improvements to City programs or services that you indicated you would support most in Question 17? (without "not provided")

Q19. Maximum amount in additional property taxes you would be willing to invest	Number	Percent
\$16-\$20 per month	55	12.9 %
\$11-\$15 per month	35	8.2 %
\$6-\$10 per month	118	27.6 %
\$1-\$5 per month	135	31.6 %
\$0 per month	84	19.7 %
Total	427	100.0 %

Q20. What is your age?

Q20. Your age	Number	Percent
Under 25	26	6.0 %
25 to 34	75	17.2 %
35 to 44	77	17.7 %
45 to 54	76	17.4 %
55 to 64	93	21.3 %
65+	89	20.4 %
Total	436	100.0 %

Tabular Data

Q21. How many people in your household, counting yourself, are:

	Mean	Sum
number	2.5	1093
Under age 5	0.1	57
Ages 5-9	0.2	83
Ages 10-14	0.2	80
Ages 15-19	0.2	79
Ages 20-24	0.2	83
Ages 25-34	0.3	132
Ages 35-44	0.3	143
Ages 45-54	0.3	146
Ages 55-64	0.3	136
Ages 65-74	0.3	112
Ages 75+	0.1	42

Q22. Approximately how many years have you lived in the City of Moberly?

Q22. How many years have you lived in Moberly	Number	Percent
5 or less	91	21.4 %
6 to 10	48	11.3 %
11 to 15	42	9.9 %
16 to 20	28	6.6 %
21 to 30	73	17.1 %
31+	144	33.8 %
Total	426	100.0 %

EXCLUDING NOT PROVIDED

Q23. Do you own or rent your current residence?

Q23. Do you own or rent your residence	Number	Percent
Own	325	74.5 %
Rent	109	25.0 %
Not provided	2	0.5 %
Total	436	100.0 %

Q23. Do you own or rent your current residence? (without "not provided")

Q23. Do you own or rent your residence	Number	Percent
Own	325	74.9 %
Rent	109	25.1 %
Total	434	100.0 %

Tabular Data

Q23.1. (If answered "rent" to Question 23) What type of residence do you rent?

Q23.1. What type of residence	Number	Percent
Single family	95	87.2 %
Multi-family	12	11.0 %
Not provided	2	1.8 %
Total	109	100.0 %

EXCLUDING NOT PROVIDED

Q23.1. (If answered "rent" to Question 23) What type of residence do you rent? (without "not provided")

Q23.1. What type of residence	Number	Percent
Single family	95	88.8 %
Multi-family	12	11.2 %
Total	107	100.0 %

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

Q24. Your total annual household income	Number	Percent
Under \$25K	108	24.8 %
\$25K to \$49,999	116	26.6 %
\$50K to \$74,999	85	19.5 %
\$75K to \$99,999	55	12.6 %
\$100K to \$149,999	30	6.9 %
\$150K+	27	6.2 %
Not provided	15	3.4 %
Total	436	100.0 %

EXCLUDING NOT PROVIDED

Q24. Would you say your total annual household income is? (without "not provided")

Q24. Your total annual household income	Number	Percent
Under \$25K	108	25.7 %
\$25K to \$49,999	116	27.6 %
\$50K to \$74,999	85	20.2 %
\$75K to \$99,999	55	13.1 %
\$100K to \$149,999	30	7.1 %
\$150K+	27	6.4 %
Total	421	100.0 %

Q25. What is your gender?

Q25. Your gender	Number	Percent
Male	244	56.0 %
Female	192	44.0 %
Total	436	100.0 %

Tabular Data

Q26. Which of the following best describes your race/ethnicity?

Q26. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	6	1.4 %
Black/African American	19	4.4 %
White	405	92.9 %
American Indian/Eskimo	1	0.2 %
Other	6	1.4 %
None selected	7	1.6 %
Total	444	

EXCLUDING NONE SELECTED

Q26. Which of the following best describes your race/ethnicity? (without "none selected")

Q26. Your race/ethnicity	Number	Percent
White	405	94.4 %
Black/African American	19	4.4 %
Asian/Pacific Islander	6	1.4 %
Other	6	1.4 %
American Indian/Eskimo	1	0.2 %
Total	437	

Q26. Other

Q26. Other	Number	Percent
German, Irish	2	33.3 %
Mixed	2	33.3 %
American	2	33.3 %
Total	6	100.0 %

Q27. What is your current employment status?

Q27. Your current employment status	Number	Percent
Employed full-time	267	61.2 %
Employed part-time	31	7.1 %
Full-time student	9	2.1 %
Full-time homemaker	11	2.5 %
Unemployed	16	3.7 %
Retired	95	21.8 %
Not provided	7	1.6 %
Total	436	100.0 %

EXCLUDING NOT PROVIDED

Q27. What is your current employment status? (without "not provided")

Q27. Your current employment status	Number	Percent
Employed full-time	267	62.2 %
Employed part-time	31	7.2 %
Full-time student	9	2.1 %
Full-time homemaker	11	2.6 %
Unemployed	16	3.7 %
Retired	95	22.1 %
Total	429	100.0 %

Section 4

Survey Instrument



**Please Help Make the City of Moberly a
Better Place to Live, Work, and Play!**

Dear Moberly Resident:

Your response to the enclosed survey is extremely important...

The City of Moberly is conducting a Citizen Survey to help establish priorities for the future enhancement of services, facilities and programs within our community. Your household was one of a limited number selected at random to receive this survey, therefore, it is very important that you participate.

The time you invest in completing this survey will aid the Community Development Department in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect generations to come.

Please return your completed survey within the next week using the postage-paid envelope provided. ETC Institute, one of the nation's leading firms in local government research, will compile and analyze the survey data. After the data is compiled, ETC Institute will present the results to the City. Individual responses to the survey are kept confidential and will not be released to the City of Moberly. If you would like to complete the survey by web the address is <http://www.moberly2015survey.org>.

A 2016 FAMILY POOL PASS TO BE GIVEN AWAY

A \$100.00 VOUCHER GOOD TOWARD YOUR MUNICIPAL UTILITY BILL TO BE GIVEN AWAY

The survey questionnaire is also your entry form. As a way to say thank you for participating in this important survey, your name will be included in two drawings, one to win a **Free Family Pass** for 2016 to the Moberly Aquatic Center, another for the \$100.00 utility bill voucher. ETC will draw one household for each item from those who responded to the survey and inform the City of the winner. Only one entry per household per item, more than one entry will result in disqualification.

If you have any questions, please feel free to contact **Tom Sanders** in the City of Moberly, Community Development Department at **(660) 269-8705 x 2044**. Please take this opportunity to let your voice be heard! Thank You!

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Riley".

Bob Riley, Mayor
City of Moberly
101 West Reed Street
Moberly, Missouri 65270

City of Moberly

Comprehensive Planning Survey

Thank you for taking the time to complete this important survey. Please circle the responses that most closely match your opinion. YOUR RESPONSES ARE CONFIDENTIAL. When you are finished, please return your survey in the postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

Do you live in the City of Moberly?

Yes *[Please continue with the survey.]*

No *[Please discontinue survey—this survey is only for City of Moberly Residents.]*

1. Using a scale of 5 to 1, where 5 means "Very Important" and 1 means "Not Important", please indicate how important each of the following reasons were in your decision to live in Moberly:

Reason	Very Important	Somewhat Important	Not Sure	Somewhat Unimportant	Not Important
1. Proximity to family and friends	5	4	3	2	1
2. Availability of parks, recreation, and open spaces	5	4	3	2	1
3. Availability of public transportation	5	4	3	2	1
4. Small town atmosphere	5	4	3	2	1
5. Good location in the region	5	4	3	2	1
6. Availability of shopping and retail stores	5	4	3	2	1
7. Low crime rate	5	4	3	2	1
8. Quality of housing	5	4	3	2	1
9. Level of taxation	5	4	3	2	1
10. Employment opportunities	5	4	3	2	1
11. Quality of schools	5	4	3	2	1
12. Quality of City government services	5	4	3	2	1
13. Always lived in Moberly	5	4	3	2	1
14. Churches and community institutions	5	4	3	2	1
15. Redevelopment potential	5	4	3	2	1
16. Other: _____	5	4	3	2	1

2. Which THREE of the items from the list in Question 1 will have the MOST IMPACT on your decision to stay in the City of Moberly? [Using the list in Question 1, please write in the numbers below for your 1st, 2nd, and 3rd choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ NONE

3. Which THREE of the items from the list in Question 1 do you feel will have the MOST IMPACT on attracting new residents to the City of Moberly? [Using the list in Question 1, please write in the numbers below for your 1st, 2nd, and 3rd choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ NONE

4. For each of the following issues in the City of Moberly, please rate how important you feel the issue is by circling the number to the right of each item:

Issue	Very Important	Somewhat Important	Not Sure	Not Important
1. Maintaining rural character	4	3	2	1
2. Preserving historic buildings	4	3	2	1
3. Revitalization of older city-center neighborhoods	4	3	2	1
4. Revitalization of downtown area	4	3	2	1
5. Quality housing for all income groups	4	3	2	1
6. Walking and biking trails	4	3	2	1
7. Maintaining community identity	4	3	2	1
8. Downtown stability	4	3	2	1
9. Transportation alternatives to the car	4	3	2	1
10. Availability of arts and cultural opportunities	4	3	2	1
11. Appearance of multi-family residential developments	4	3	2	1
12. Incorporating natural areas into development projects	4	3	2	1
13. Creating employment opportunities	4	3	2	1
14. Parks, recreation, open space	4	3	2	1
15. Protecting high value farmland	4	3	2	1
16. Appearance of commercial areas	4	3	2	1
17. Managing future growth	4	3	2	1
18. Activities and housing for the Retirement Community	4	3	2	1
19. Other: _____	4	3	2	1

5. Which FOUR of the issues from the list in Question 4 do you feel are MOST IMPORTANT to address in the City of Moberly? [Using the list in Question 4, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

6. Please rate your overall satisfaction with regard to each of the following:

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Appearance of downtown Moberly	5	4	3	2	1	9
2.	Appearance of commercial properties throughout the City	5	4	3	2	1	9
3.	Appearance of residential properties throughout the City	5	4	3	2	1	9
4.	As a place to live	5	4	3	2	1	9
5.	As a place to rear children	5	4	3	2	1	9
6.	As a place to work	5	4	3	2	1	9
7.	As a place where you would buy your next home	5	4	3	2	1	9
8.	As a place to retire	5	4	3	2	1	9
9.	As a place to do business	5	4	3	2	1	9

7. **Customer Satisfaction for Major City Services.** For each of the following MAJOR CITY SERVICES, please rate your overall satisfaction with the service by circling the number to the right of each item:

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of public safety services (i.e. police and fire)	5	4	3	2	1	9
2.	Overall quality of parks and recreation programs/facilities	5	4	3	2	1	9
3.	Overall maintenance of city streets/facilities	5	4	3	2	1	9
4.	Overall enforcement of city codes/ordinances	5	4	3	2	1	9
5.	Overall quality of customer service you receive from city employees	5	4	3	2	1	9
6.	Overall effectiveness of city communication with the public	5	4	3	2	1	9
7.	Overall effectiveness of land use and development planning	5	4	3	2	1	9
8.	Overall quality of city library services	5	4	3	2	1	9
9.	Overall effectiveness of traffic and congestion management	5	4	3	2	1	9
10.	Overall management and administration of city services	5	4	3	2	1	9
11.	Overall enforcement of animal control laws	5	4	3	2	1	9
12.	Overall water quality	5	4	3	2	1	9
13.	Overall management of drainage and storm water runoff	5	4	3	2	1	9
14.	Overall quality of the airport	5	4	3	2	1	9
15.	Overall garbage collection services	5	4	3	2	1	9

8. Which THREE of the items from the list in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next THREE Years? [Using the list in Question 7, please write in the numbers below for your 1st, 2nd, and 3rd choices, or circle 'NONE'.]

1st. ____ 2nd. ____ 3rd. ____ NONE

9. Over the last 10 years, has any member of your household MOVED AWAY from Moberly?

____ (1) Yes [Please answer Q9-2 and Q9-3.] ____ (2) No [Skip to Q10.]

9-2. If yes, how old was the individual(s) when they moved? [Check all that apply.]

____ (1) 18-24 ____ (2) 25-34 ____ (3) 35-54 ____ (4) 55 or older

9-3. For what reason did they move away? [Check all that apply.]

- ____ (1) Lack of quality of schools
- ____ (2) Lack of housing options
- ____ (3) Lack of employment opportunities
- ____ (4) Left for college
- ____ (5) Family reasons
- ____ (6) Level of taxation
- ____ (7) Other: _____
- ____ (8) None

10. Over the last 10 years, has any member of your household MOVED BACK to Moberly?

___ (1) Yes [Please answer Q10-2.] ___ (2) No [Skip to Q11.]

10-2. For what reason did they move back? (Check all that apply.)

- ___ (1) Quality of schools ___ (4) Proximity to family and friends ___ (7) Other: _____
 ___ (2) Quality of housing ___ (5) Location ___ (8) None
 ___ (3) Employment opportunities ___ (6) Small town atmosphere

11. For each of the items listed below, please rate how likely it is that you would do each of the following on a scale of 4 to 1, where 4 means "Very Likely" and 1 means "Very Unlikely":

How likely is it that you would:		Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Don't Know
1.	Recommend living in Moberly to someone who asks?	4	3	2	1	9
2.	Remain in Moberly for the next five years?	4	3	2	1	9

12. Retail Development. Several statements about the future of Moberly are listed below. Using a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please indicate your level of agreement with the following:

Retail Development		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The expansion of retail development should be supported in the downtown area	5	4	3	2	1
2.	Future retail development should primarily be located at the intersection of main streets	5	4	3	2	1
3.	Future retail development should be located in small centers in new and existing neighborhoods	5	4	3	2	1
4.	Available retail space should be utilized before building new retail buildings	5	4	3	2	1

13. The City is considering the potential re-development of the former Moberly Junior High School (located at 1001 North Johnson Street, on the NW corner of Johnson & Rollins Street) into an apartment complex. Please indicate your level of support for this potential initiative:

- ___ (5) Very Supportive ___ (3) Neutral ___ (1) Very Unsupportive
 ___ (4) Somewhat Supportive ___ (2) Somewhat Unsupportive ___ (9) Don't Know

14. **Community Vision.** Several statements about the future of Moberly are listed below. Using a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree", please indicate your level of agreement with the following:

Retail Development		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	A stronger community identity	5	4	3	2	1
2.	More attractive City entrances	5	4	3	2	1
3.	More parks and open space	5	4	3	2	1
4.	More sidewalks, walking paths, and trails	5	4	3	2	1
5.	More bicycle paths and routes	5	4	3	2	1
6.	More restaurants, entertainment and cultural activities downtown	5	4	3	2	1
7.	More second floor housing downtown	5	4	3	2	1
8.	More affordable housing within the City	5	4	3	2	1
9.	More employment opportunities	5	4	3	2	1
10.	Better protection of natural resources	5	4	3	2	1
11.	More recreational opportunities	5	4	3	2	1
12.	More activities for teenagers	5	4	3	2	1
13.	More activities for adults	5	4	3	2	1
14.	More activities for seniors	5	4	3	2	1
15.	Expand existing Farmers Market	5	4	3	2	1
16.	Better management of growth	5	4	3	2	1
17.	Maintaining the rural character of the City	5	4	3	2	1
18.	Develop conference space	5	4	3	2	1
19.	Multi-use neighborhoods	5	4	3	2	1
20.	More walking and biking paths	5	4	3	2	1
21.	More arts and cultural opportunities	5	4	3	2	1
22.	Stronger retirement community	5	4	3	2	1
23.	Other: _____	5	4	3	2	1

15. Which FOUR of the statements from the list in Question 14 do you feel best represent YOUR VISION for the future of the City of Moberly? [Using the list in Question 14, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

16. From the following list, please check the THREE areas you would most support growth and development occurring:

(1) Downtown (3) Along roadway corridors (5) Other: _____
 (2) Centers outside of Downtown (4) In suburban areas (9) None

17. Please rate your agreement with the following statements on a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," with regard to your support for increased City investment in current and future unmet needs related to the following:

I would support increased City investment in...		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
1.	Maintenance of residential (neighborhood) streets	5	4	3	2	1	9
2.	Maintenance of major thoroughfares	5	4	3	2	1	9
3.	Stormwater improvements in major channels	5	4	3	2	1	9
4.	Stormwater improvements in residential neighborhoods	5	4	3	2	1	9
5.	Maintenance and improvement of city buildings	5	4	3	2	1	9
6.	Maintenance and improvement of city parks	5	4	3	2	1	9
7.	Expansion of parks and recreation programs	5	4	3	2	1	9
8.	Public safety services	5	4	3	2	1	9
9.	More trails within parks	5	4	3	2	1	9
10.	Redevelopment of commercial areas in original downtown	5	4	3	2	1	9
11.	Redevelopment of commercial areas outside of original downtown	5	4	3	2	1	9
12.	More trails within the City	5	4	3	2	1	9

18. Which THREE of the items from the list in Question 17 would you MOST SUPPORT the City making increased investments in? [Using the list in Question 17, please write in the numbers below for your 1st, 2nd, and 3rd choices, or circle 'NONE'.]

1st: ____ 2nd: ____ 3rd: ____ NONE

19. Increased investments in City programs and services may require some increase in property taxes and fees. Knowing that, what is the MAXIMUM amount in additional property taxes you would be willing to invest to make the types of improvements to City programs or services that you indicated you would support most in Question 17? [Note: the higher the level of investment, the more improvements the City can make.]

(1) \$16-\$20 per month
 (3) \$6 - \$10 per month
 (5) \$0 per month
 (2) \$11-\$15 per month
 (4) \$1-\$5 per month

DEMOGRAPHICS

20. What is your age?

(1) under 25
 (3) 35 to 44
 (5) 55 to 64
 (2) 25 to 34
 (4) 45 to 54
 (6) 65+

21. How many people in your household, counting yourself, 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 ____

22. Approximately how many years have you lived in the City of Moberly? _____ years

23. Do you own or rent your current residence? (1) Own (2) Rent [Please answer Q23-2.]

23-2. What type of residence do you rent? (1) Single Family (2) Multi-Family

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

- (1) Under \$25,000 (3) \$50,000 to \$74,999 (5) \$100,000 to \$149,999
 (2) \$25,000 to \$49,999 (4) \$75,000 to \$99,999 (6) \$150,000 or more

25. What is your gender? (1) Male (2) Female

26. Which of the following best describes your race/ethnicity? [Check all that apply.]

- (1) Asian/Pacific Islander (3) White (5) American Indian/Eskimo
 (2) Black/African American (4) Hispanic (6) Other: _____

27. What is your current employment status?

- (1) Employed full-time (3) Full-time student (5) Unemployed
 (2) Employed part-time (4) Full-time homemaker (6) Retired

The City of Moberly thanks 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.