

# **CITY OF NORMANDY CITIZEN SURVEY 2024**



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# **CITY OF NORMANDY CITIZEN SURVEY 2024**

Prepared for

**The City of Normandy**

Normandy, Missouri

Prepared by

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## EXECUTIVE SUMMARY

Results from the 2024 Normandy Citizen Survey are based on 282 completed mail and online questionnaires and have a +/- 5.5% margin of error at the 95% confidence interval.

The survey was designed, administered, and analyzed by **Opinion Research Specialists, LLC** of Springfield, Missouri. Survey findings are summarized below.

### Normandy Quality of Life Factors

- The quality of life factors receiving the highest positive ratings (excellent/good) were Normandy as a place to live (65%) and as a place to retire (53%).
- Between 40% and 50% of respondents gave Normandy positive ratings as a place to raise children (49%), as a friendly and welcoming community (48%), as a place to work (45%), and for its overall appearance and attractiveness (42%).
- Just under 40% of respondents rated Normandy's cost of living as excellent or good, while only 18% viewed the quality of public schools favorably. Notably, 42% rated the Normandy public schools as poor.
- **Overall quality of life:** 52% of respondents said their overall quality of life in Normandy was either excellent or good.

### Normandy Community Characteristics

- Traffic flow on major city streets was the highest-rated of the eight community characteristics assessed, with 53% rating it as excellent or good, followed by the attractiveness of the Natural Bridge Corridor (45%) and the trustworthiness of public officials and staff (38%).
- The variety of restaurants in Normandy and property tax rates received the lowest positive ratings among the eight attributes, with fewer than 20% of respondents rating either as excellent or good. Additionally, the variety of restaurants in Normandy received the highest percentage of poor ratings, at 50%.

## **Opportunities in Normandy**

- A majority of respondents rated leisure and entertainment opportunities in Normandy as poor (54%), while a plurality (the largest group) rated employment, recreational, and performing arts/cultural opportunities as poor.

## **Availability of Housing, Healthcare, Parks/Trails, and Restaurants**

- A plurality of respondents rated the availability of affordable housing, paths/walking trails, and desired park facilities in Normandy as fair. In contrast, a plurality rated the availability of quality healthcare as poor, while a majority (62%) rated the availability of desired restaurants in Normandy as poor.

## **Desirability of Normandy as a Place to Live Over the Past 5 Years**

- While 16% of respondents felt Normandy had become a more desirable place to live compared to five years ago, 35% said it had become less desirable, and 49% believed it had stayed about the same.

## **Recommend Living and Remaining in Normandy**

- About 70% of those surveyed were either very or somewhat likely to recommend living in Normandy to others, while 76% planned to live in Normandy for the next five years. Moreover, 60% of respondents indicated some degree of support for consolidation with a neighboring municipality.

## **Perceptions of Safety in Normandy**

- A majority of respondents (64%) felt safe from violent crime in Normandy, while 56% felt secure from property crime. Additionally, 67% reported feeling safe within their neighborhood.
- Overall, 62% of respondents indicated feeling safe in Normandy.

## Normandy City Government Performance

- Roughly one-third of respondents gave positive ratings (excellent or good) to each of four Normandy city government performance measures: ensuring homes and properties are maintained (34%), being open and honest (33%), keeping residents informed about important city issues (32%), and responding effectively to problems facing Normandy (31%).
- City efforts to keep residents informed about important community issues received the most negative feedback, with 38% of respondents rating it as poor.
- **Overall performance:** About 35% of respondents rated the overall performance of Normandy's city government as either excellent or good, 41% rated it as fair, and 25% deemed it poor.

## Quality of Normandy City Services

- Police services were the highest-rated city service, with 61% of respondents rating it as excellent or good, followed by trash collection (49%) and stormwater drainage/flood control (49%).
- Other city services also receiving relatively high positive ratings (excellent/good) included municipal court services (46%), city parks (45%), and traffic law enforcement (44%).
- City services with the highest negative ratings (i.e., poor) were code enforcement (39%) and street repair/maintenance (33%).
- **Overall quality:** The overall quality of city services was rated as excellent or good by 39% of respondents, while 44% rated them as fair, and 17% as poor.

## Contact and Satisfaction with Normandy City Employees

- About 60% of respondents had contact with a city employee in the past 12 months. Of those, 84% were satisfied with the employee's courteousness and professionalism, while over 70% were satisfied with employee knowledge (79%) and ease of contact (73%), and 63% with the timeliness of issue resolution.

- **Overall experience:** Among respondents who had contact with a city employee in the past year, 70% reported being satisfied with their overall experience.

## **Preferred Methods of Staying Informed About City Matters**

- The most preferred method of staying informed about Normandy issues, services, and programs was printed newsletters from the city (selected by 71% of respondents), followed by direct mail (51%) and city e-newsletters (44%).
- Approximately one-third of respondents preferred staying informed through the city website and City Council meetings or other public meetings.
- The least preferred methods of staying informed about city matters were contact with city staff (22%), word of mouth (19%), social media (17%), and local TV newscasts/radio (16%).

## **Primary Reason for Choosing to Live in Normandy**

- Affordable housing and proximity to family and friends were the primary reasons respondents chose to live in Normandy, with each cited by about 25% of respondents.

## **City of Normandy Priorities**

- Survey respondents were asked to rank five priorities for the City of Normandy by importance. Public safety emerged as the highest priority, followed by road resurfacing and street maintenance, as well as code enforcement and maintaining residential property standards. Economic development along the Natural Bridge Corridor ranked a distant fourth, while investments in park facilities and community events were considered the lowest priority.

## **INTRODUCTION**

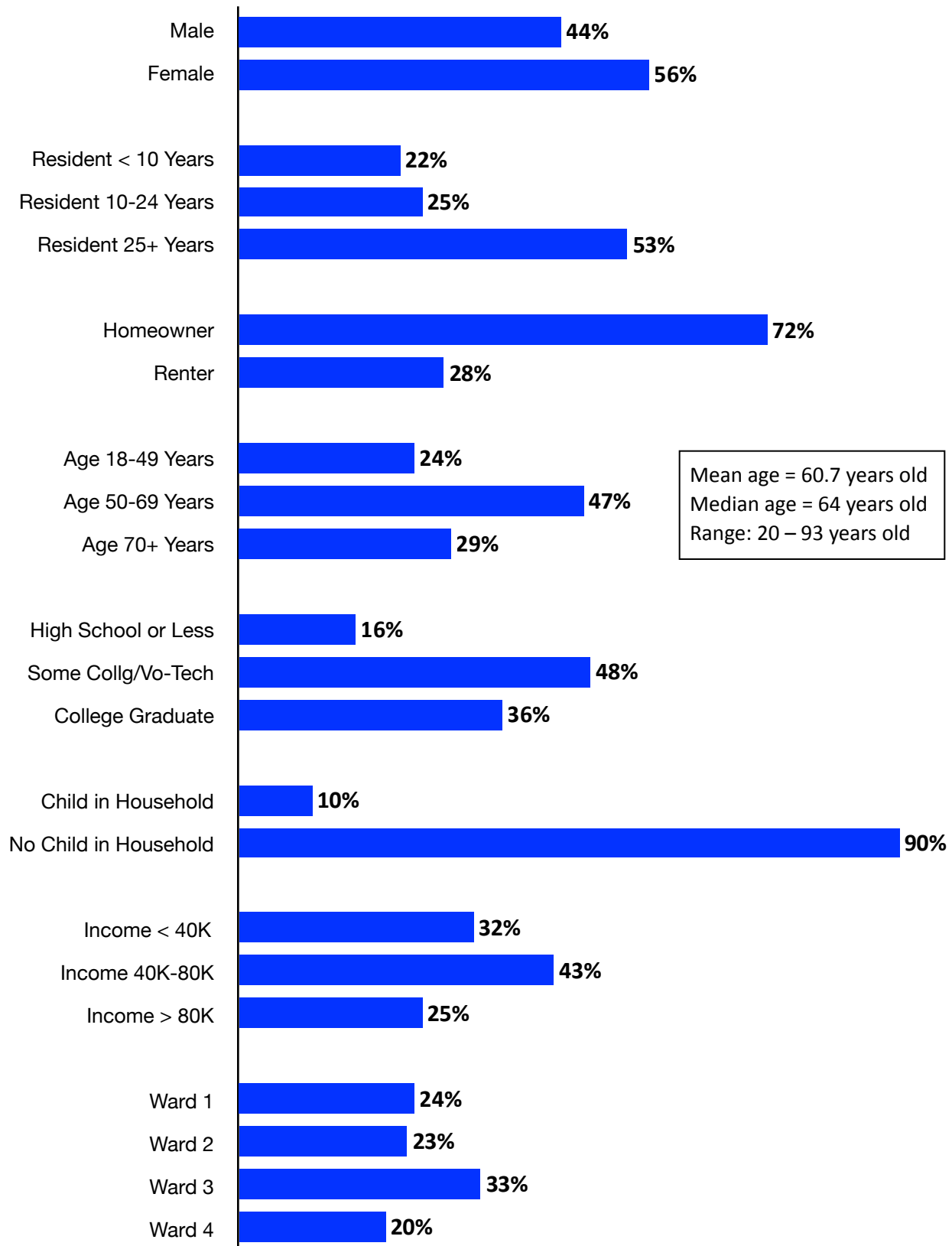
The 2024 Normandy Citizen Survey was commissioned by the City of Normandy. The survey was designed, administered, and analyzed by Opinion Research Specialists, LLC of Springfield, Missouri.

## **SURVEY DESIGN AND METHODOLOGY**

A six-page questionnaire was mailed on September 10 to every Normandy household (1,850 households). Survey participants were asked to return their completed questionnaires by September 28 in the provided postage-paid, self-addressed envelope. Participants were also given the option of completing the survey online. A total of 282 completed questionnaires were returned (202 by mail and 80 online). The overall survey results have a margin of error of +/- 5.5% at the 95% confidence interval.



## SURVEY RESPONDENT PROFILE

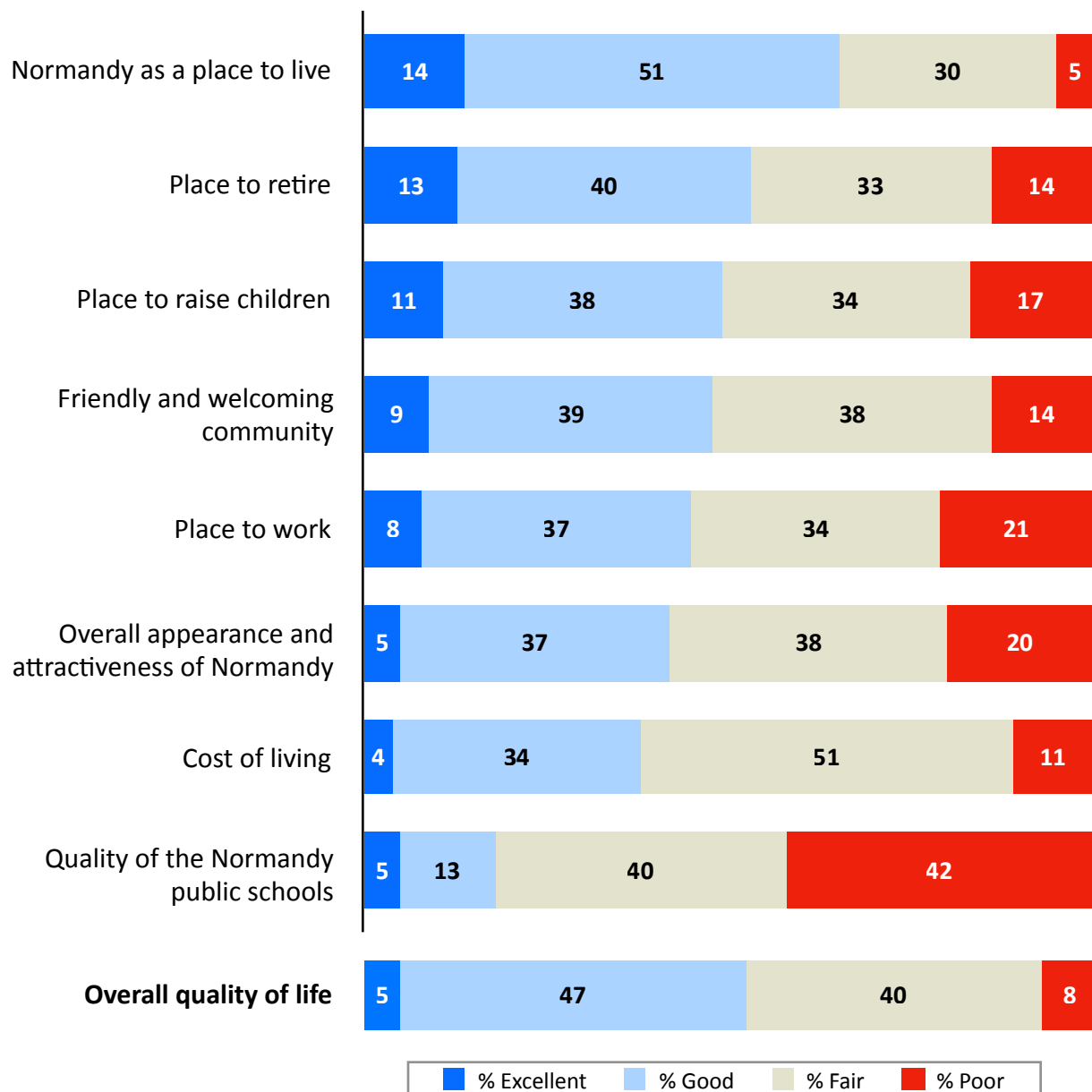


# Survey Results

## Normandy Quality of Life Factors

A majority of respondents rated Normandy as either excellent or good as a place to live (65%) and to retire (53%). Between 40% and 50% felt similarly about Normandy as a place to raise children (49%), a friendly/welcoming community (48%), a place to work (45%), and its overall appearance (42%). Fewer than 40% held a favorable view of Normandy's cost of living, and less than 20% rated the quality of public schools favorably, with 42% rating them as poor.

Overall, 52% of respondents rated Normandy's quality of life as excellent or good.



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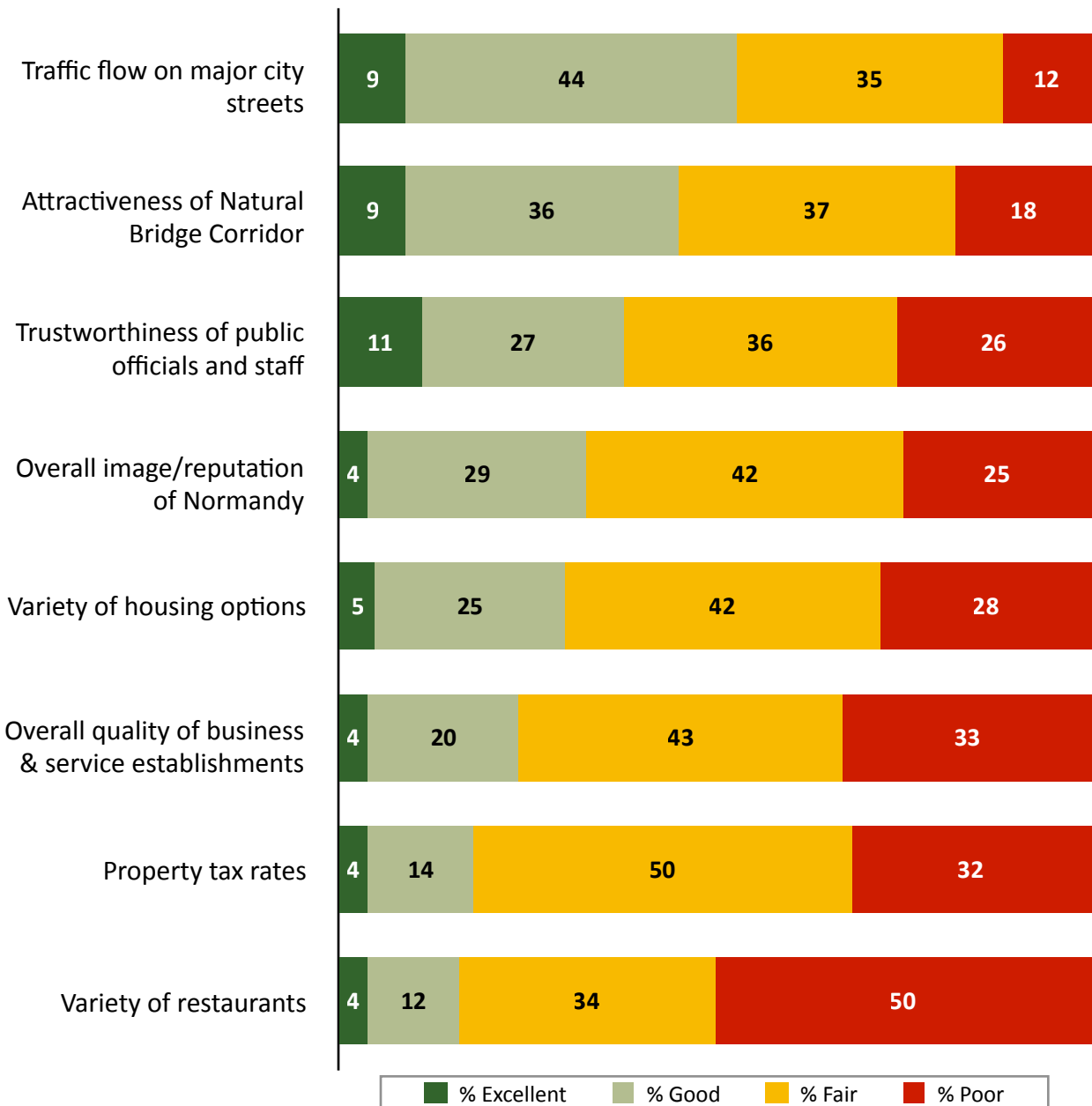
## Normandy Community Characteristics

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The highest-rated community characteristic of the eight surveyed was traffic flow on major city streets (53% excellent/good), followed by the attractiveness of the Natural Bridge Corridor (45%) and trustworthiness of public officials and staff (38%).

The lowest-rated characteristics were the overall quality of business and service establishments (24% excellent/good), property tax rates (18%), and the variety of restaurants (16%). Notably, 50% rated the variety of restaurants in Normandy as poor.

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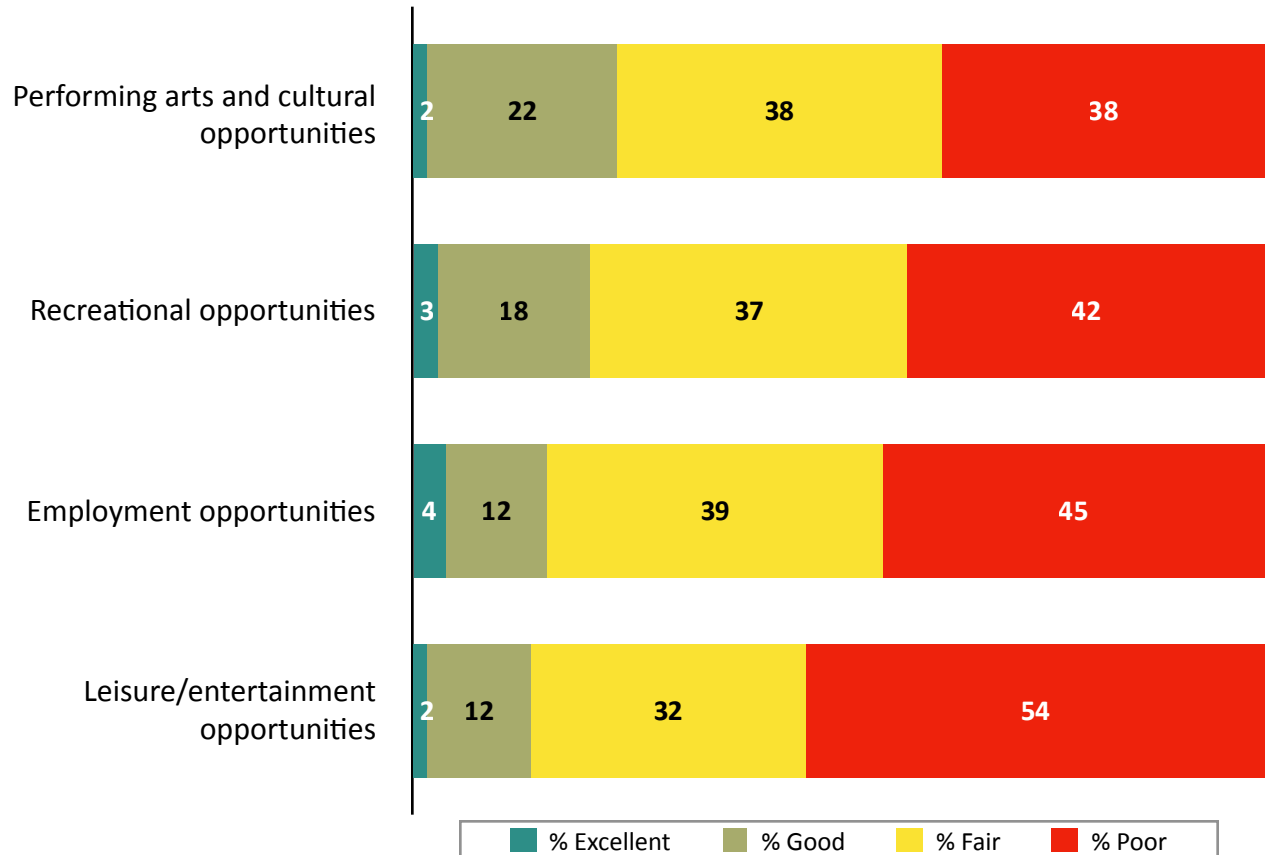
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## Opportunities in Normandy

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Respondents rated four types of opportunities in Normandy, each receiving relatively low excellent/good ratings: performing arts and cultural opportunities (24%), recreational opportunities (21%), employment opportunities (16%), and leisure/entertainment opportunities (14%). Notably, a majority (54%) rated Normandy's leisure and entertainment opportunities as poor.

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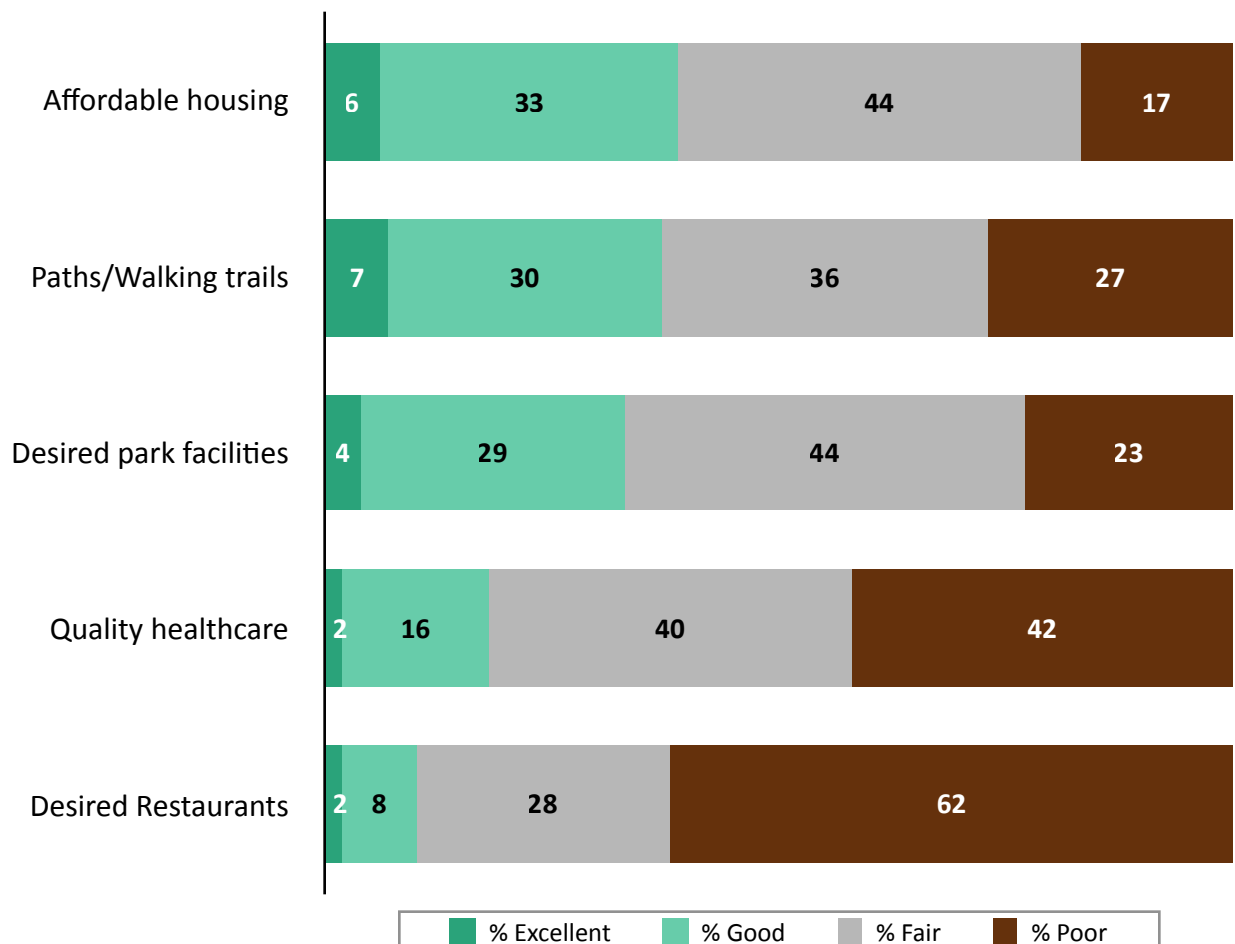
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## Availability of Housing, Healthcare, Parks/Trails, and Restaurants

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The largest group of respondents (a plurality) rated the availability of affordable housing (44%), desired park facilities (44%), and paths/walking trails (36%) in Normandy as fair. In contrast, a plurality rated the availability of quality healthcare as poor (42%), while a majority (62%) rated the availability of desired restaurants in Normandy as poor.

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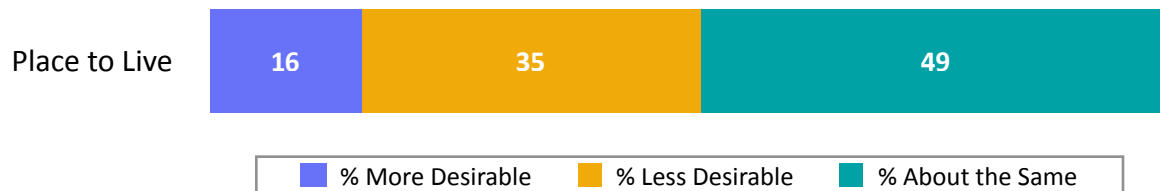
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## Desirability of Normandy as a Place to Live Over the Past Five Years

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By a two-to-one margin, respondents were more likely to view Normandy as a less desirable place to live compared to five years ago than as a more desirable place (35% vs. 16%, respectively). About half of respondents (49%) said that, as a place to live, Normandy was about the same as it was five years ago.

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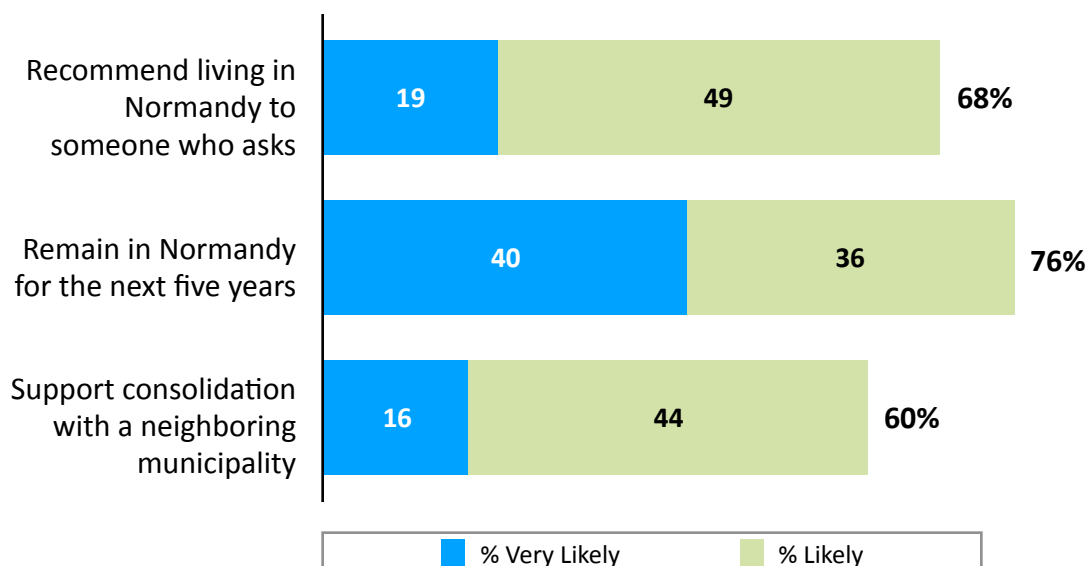


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## Recommend Living and Remaining in Normandy

The survey found that 68% of respondents were either very likely or likely to recommend living in Normandy to someone who asked, and 76% planned to remain in Normandy for at least the next five years. Additionally, 60% of respondents expressed some level of support for consolidating with a neighboring municipality.

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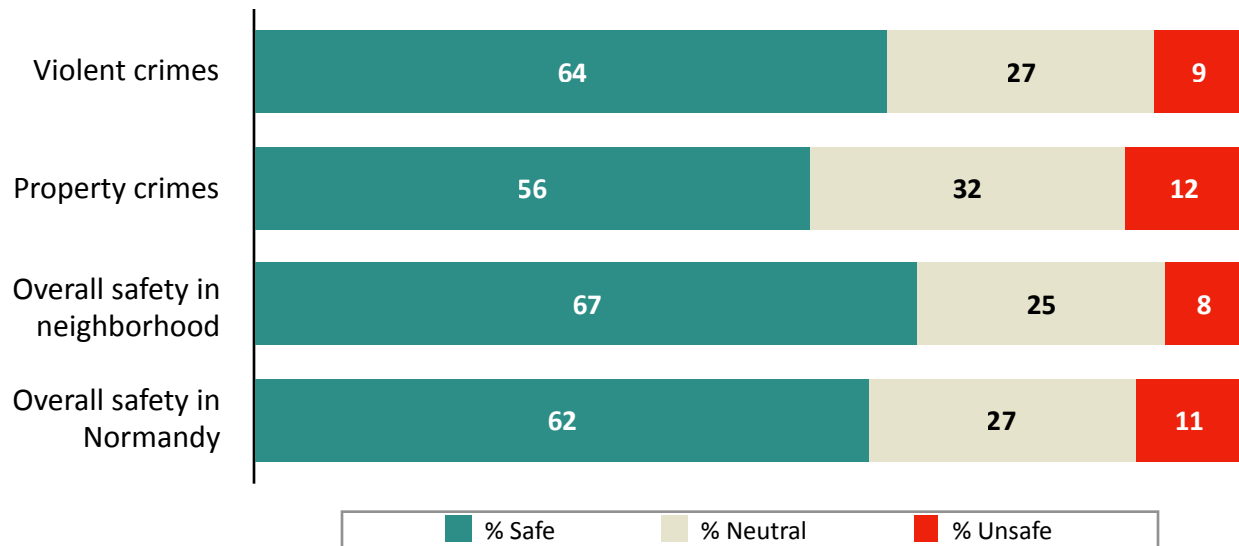
## Perceptions of Safety in Normandy

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When evaluating perceptions of safety in Normandy, most respondents (64%) felt safe from violent crimes, and 56% felt safe from property crimes. Additionally, 67% felt secure in their neighborhood.

Overall, 62% of respondents felt safe in Normandy, 11% felt unsafe, and 27% felt neither safe nor unsafe.

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Perceptions of Safety in Normandy	Very Safe	Safe	Neither Safe nor Unsafe	Unsafe/ Very Unsafe
From violent crimes	18%	46%	27%	9%
From property crimes	14%	42%	32%	12%
Overall safety in your neighborhood	21%	46%	25%	8%
Overall feeling of safety in Normandy	15%	47%	27%	11%



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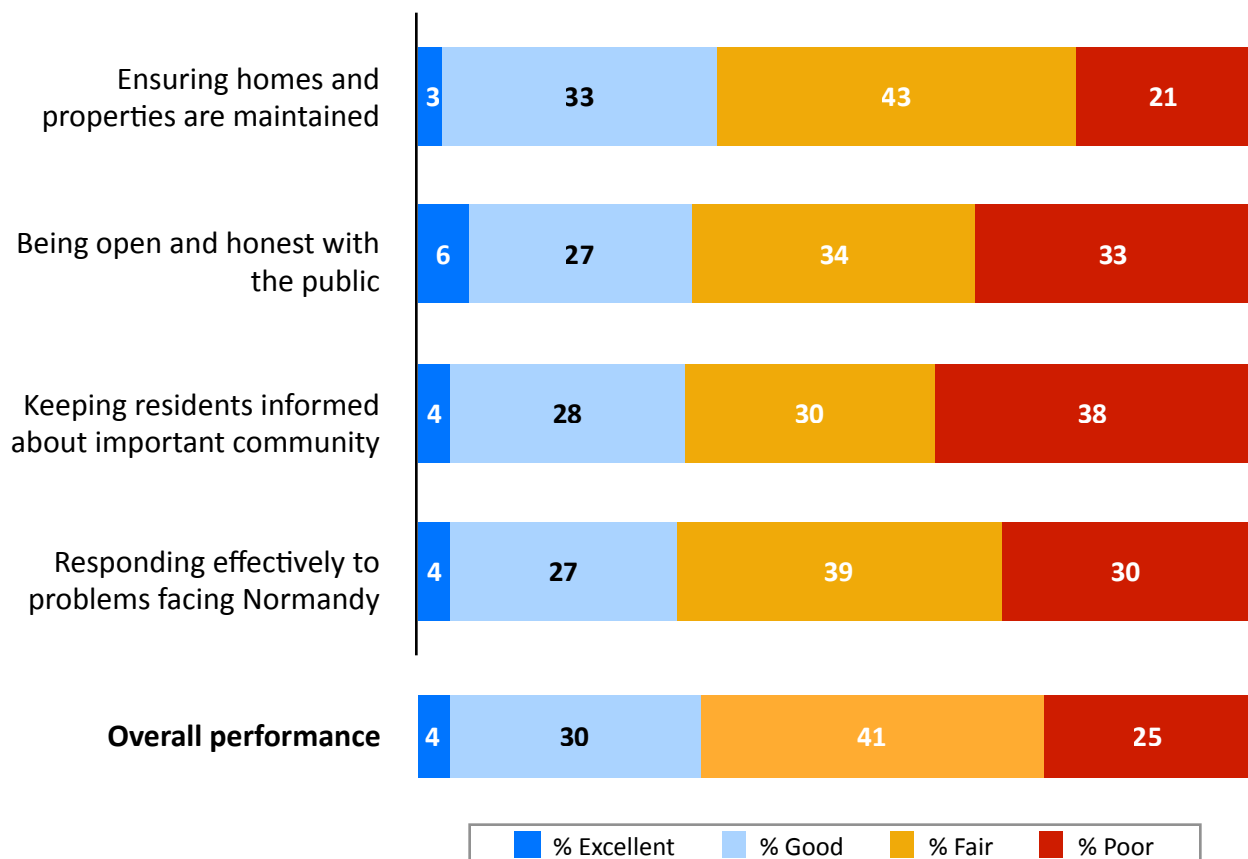
## Normandy City Government Performance

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About one-third of respondents gave positive ratings (excellent or good) to each of four Normandy city government performance measures, as shown in the chart below. Efforts to keep residents informed about important community issues received the most negative feedback, with 38% of respondents rating it as poor.

When evaluating the overall performance of Normandy city government, 34% of respondents rated it as excellent or good, while 41% assessed it as fair, and 25% deemed it poor.

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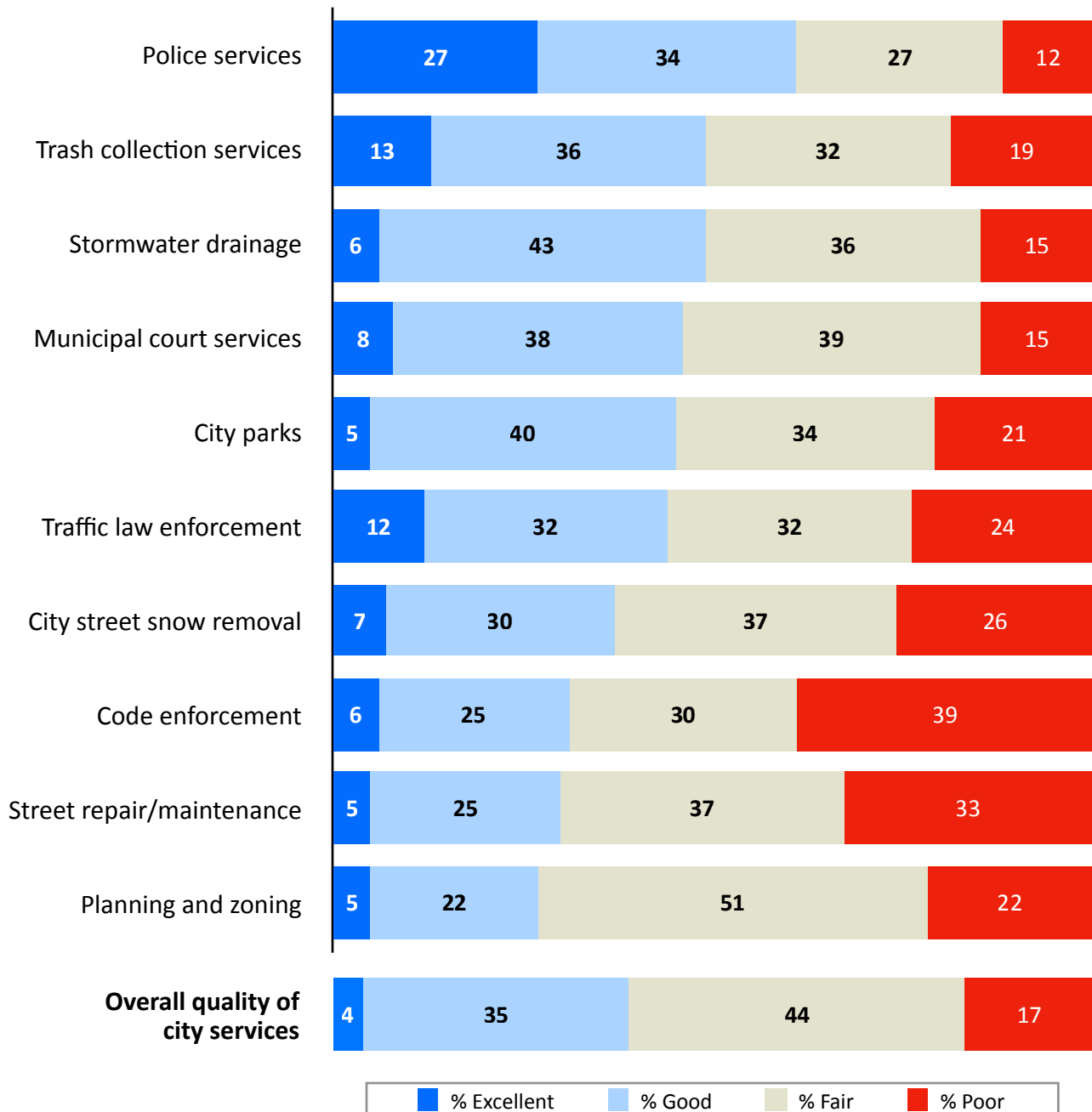
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## Quality of Normandy City Services

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Police services received the highest rating among the ten city services evaluated, with 61% of respondents rating them as excellent or good. About 50% of residents gave positive evaluations for trash collection and stormwater drainage. In contrast, planning and zoning, street repair/maintenance, and code enforcement received the lowest ratings. Notably, 39% of residents rated city code enforcement as poor. Overall, 39% rated the quality of Normandy city services as excellent or good.

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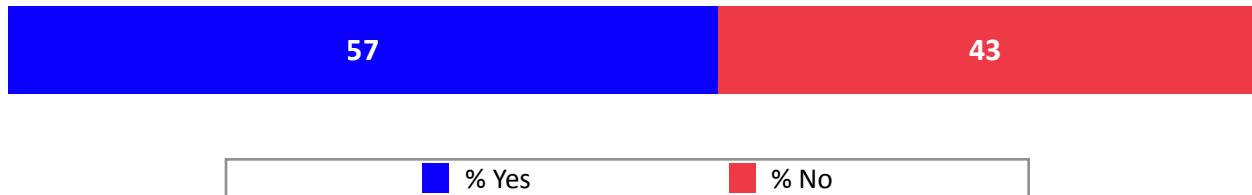
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## Contact with Normandy City Employees

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Nearly 60% of respondents reported having phone or in-person contact with a Normandy city employee in the past 12 months.

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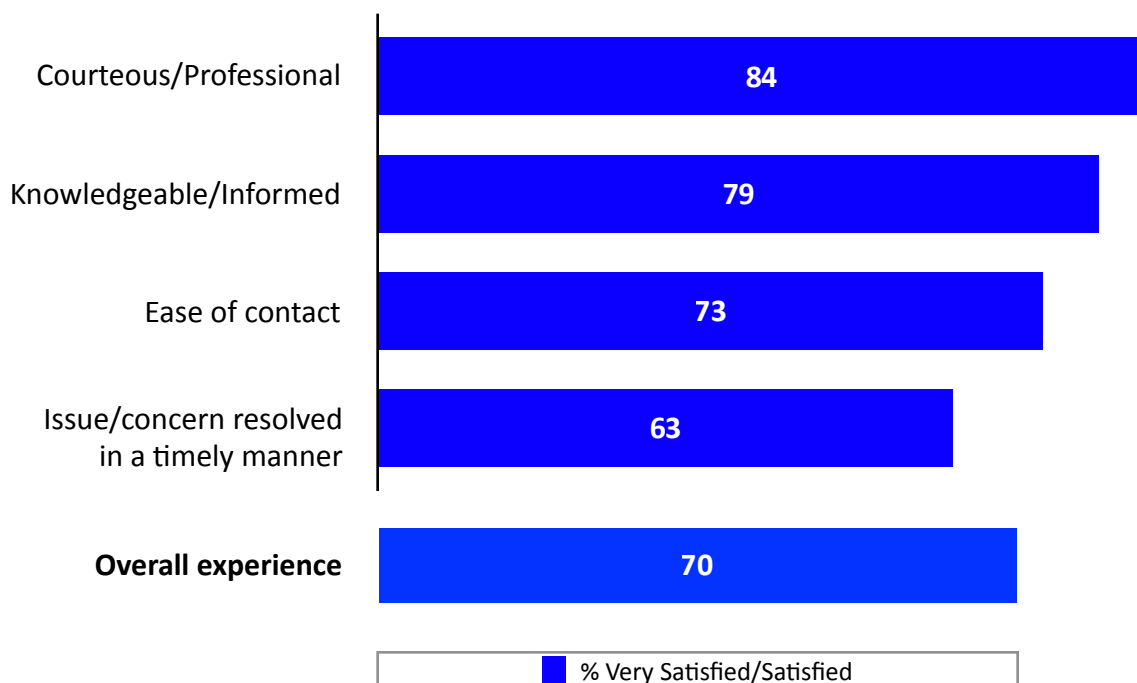
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## Satisfaction with Normandy City Employees

Among those who contacted a Normandy city employee in the past 12 months, 84% expressed satisfaction with the courteousness and professionalism of city employees, 79% felt employees were knowledgeable and informed, 73% found them easy to contact, and 63% were satisfied with the time it took to resolve their issue or concern.

Overall, 70% of those who had contact with a Normandy city employee in the past 12 months were satisfied with their experience.

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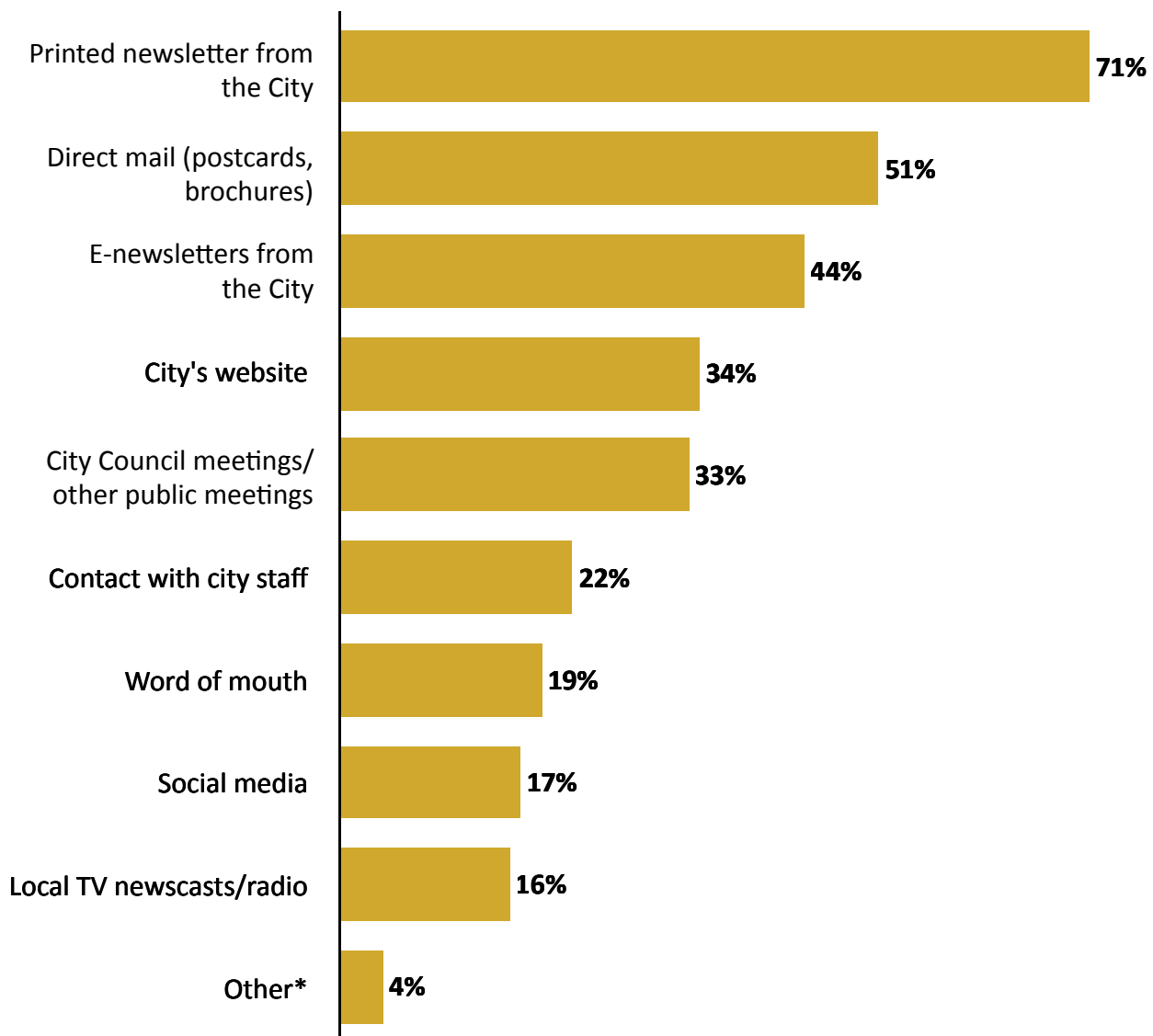
## Preferred Methods of Staying Informed About Normandy City Issues, Services, and Programs

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The most preferred method of receiving information about Normandy city issues, services, and programs was printed newsletters from the city (identified by 71% of respondents), followed by direct mail (51%), and city e-newsletters (44%).

About one-third of respondents mentioned the city's website and City Council meetings or other public meetings as preferred sources for staying informed about city matters. Approximately 15% to 20% favored contact with city staff, word of mouth, social media, or local TV newscasts and radio.

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\*See **Appendix A** on page 21 for a listing of "Other" comments.

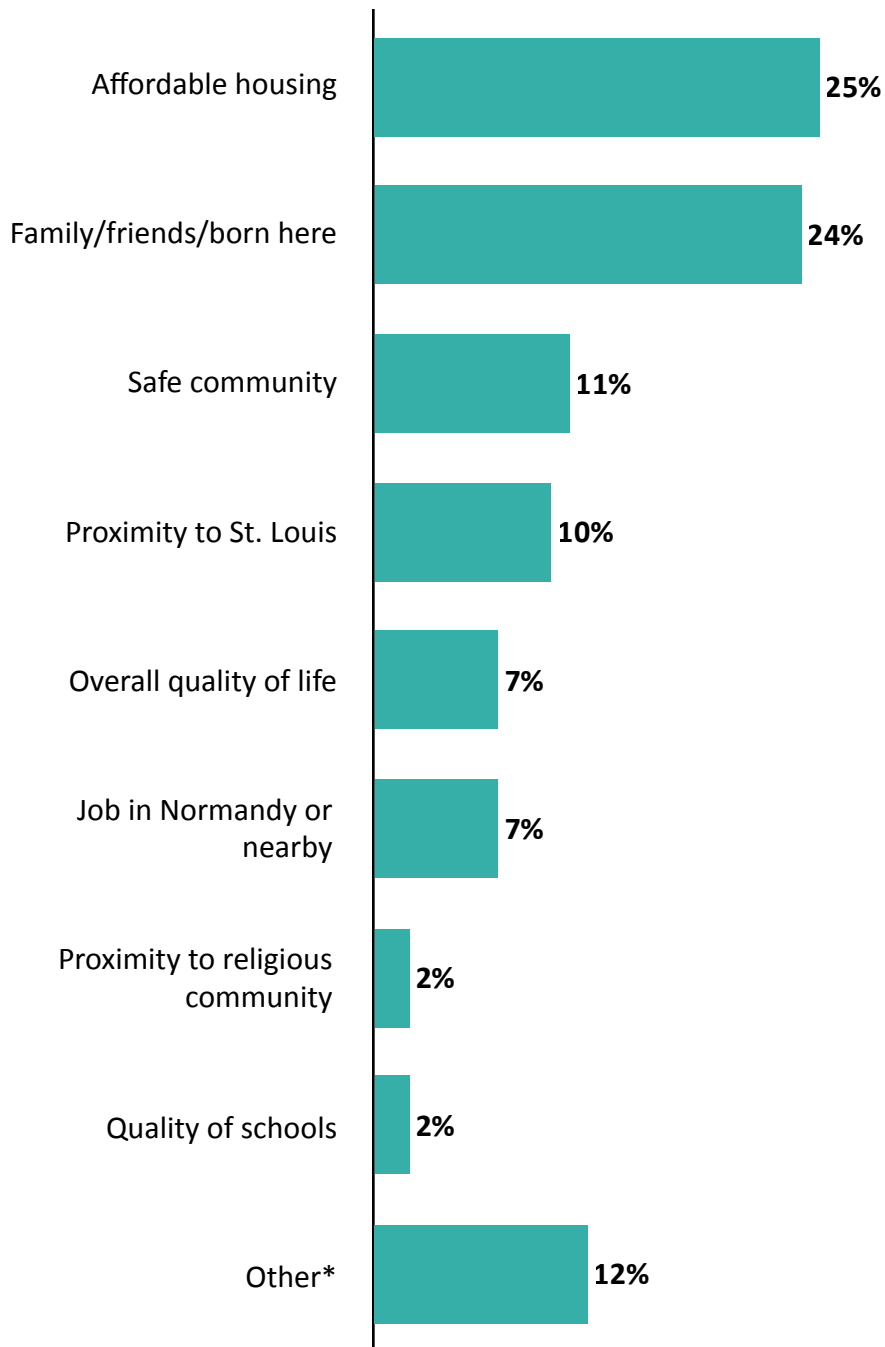
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## Primary Reason for Choosing to Live in Normandy

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The **primary** reasons respondents chose to live in Normandy were affordable housing (25%) and proximity to family and friends (24%).

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\*See **Appendix B** on page 22 for a listing of “Other” comments.

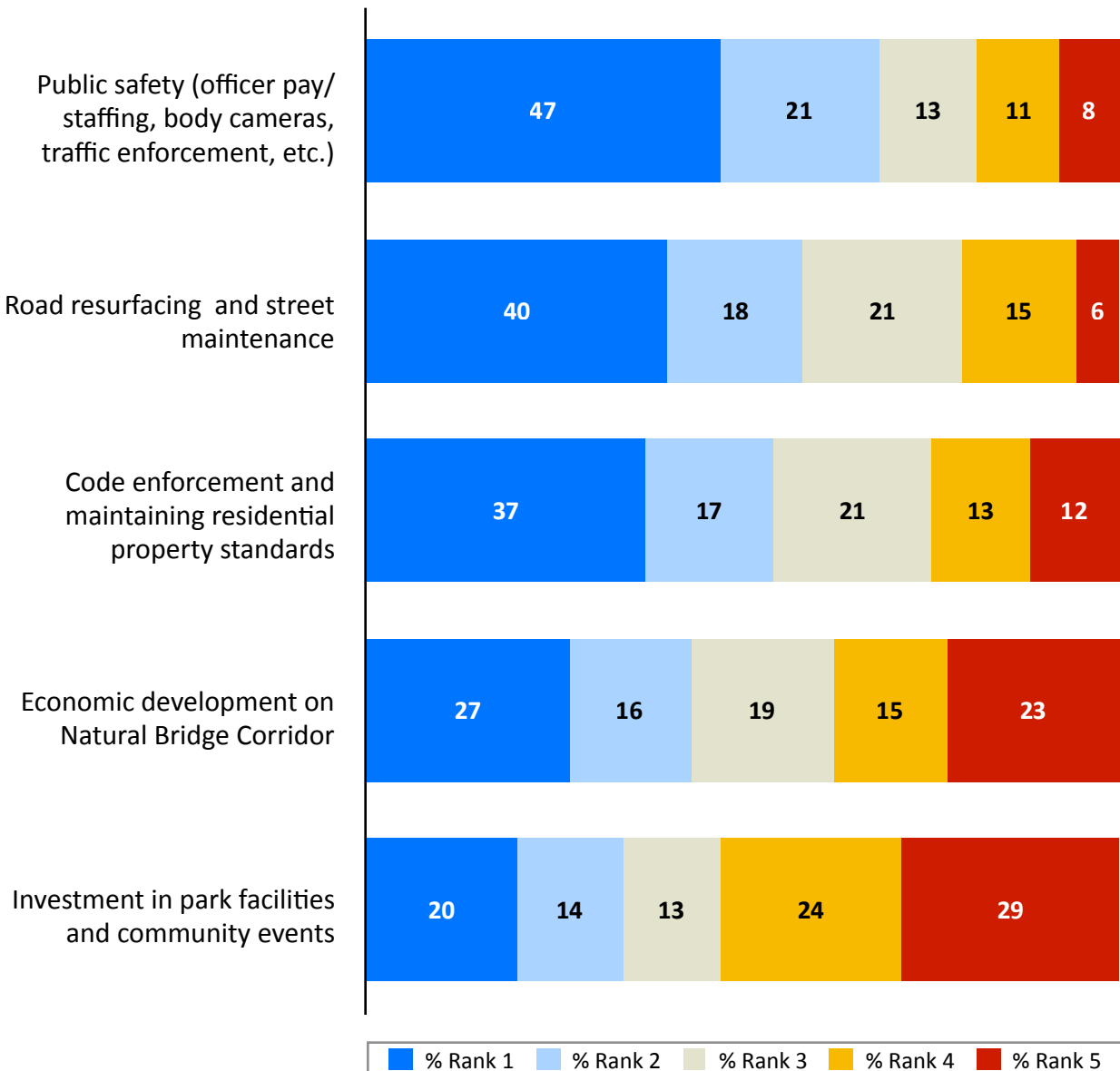
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## City of Normandy Priorities

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When asked to rank five priorities for the City of Normandy by importance, respondents identified public safety as the top priority (47% rated it most important). The remaining priorities, ranked in order of importance, were road resurfacing and street maintenance (40%), code enforcement and maintaining residential property standards (37%), economic development along the Natural Bridge Corridor (27%), and investment in park facilities and community events (20%).

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# Appendices

## **APPENDIX A**

### **"Other" Preferred Methods of Staying Informed About Normandy City Issues, Services, and Programs**

Contact with Alderman Nelson in Ward 3. He does an excellent job.

Signs.

Prefer the city's website, but it hasn't been effective. Don't know if it has improved. I tried the website for updates and was disappointed so I stopped trying to find information there. I was happy to recently receive a newsletter.

Normandy had a newsletter that was sent every month, back in the day.



## APPENDIX B

### **“Other” Reasons for Choosing to Live in Normandy**

Inherited house.

I moved from a different state and wasn't familiar with area (if I knew I wouldn't have moved here).

Moved out of a previous house.

Didn't know at the time I bought my home.

Just passing through.

Size of home. Children moved away.

It's difficult finding quality housing.

It's quiet.

Bought the house when married.

Proximity to UMSL for graduate school.

By choice after graduating from UMSL.

# Questionnaire



September 10, 2024

Dear Normandy Resident:

The City of Normandy is interested in YOUR opinion on Normandy's quality of life, city government, and services. The information provided will help the City Council as they create a strategic plan to guide the city through 2029.

Your household has been selected to participate in the 2024 City of Normandy Citizen Survey. Please have an adult in the household (age 18 or older) take a few minutes to complete this survey. The information you provide is strictly confidential and will not reveal your identity or household.

Please mail your completed questionnaire in the enclosed postage-paid, self-addressed envelope by **Saturday, September 28, 2024**. Your completed questionnaire will go directly to Opinion Research Specialists, LLC, an independent research company, who will collect and analyze the results.

For your convenience, you also have the option of completing the survey online rather than by mail. To access the online survey, go to **NormandySurvey2024.com** or use the QR code below to take the survey using your smart phone or tablet.

If you have any questions, please call 314-385-3300. Thank you for your participation.

Sincerely,

Samuel Johnson, MPA  
City Administrator



# City of Normandy — 2024 Citizen Survey

Please have an adult in the household (age 18 or older) take a few minutes to complete this survey. Your answers can be based on personal experience or your general perceptions. Thank you.

## 1. Please rate Normandy on each aspect below.

	Excellent	Good	Fair	Poor	No Opinion
a. Normandy as a place to live	1	2	3	4	9
b. Normandy as a place to raise children	1	2	3	4	9
c. Normandy as a place to work	1	2	3	4	9
d. Normandy as a place to retire	1	2	3	4	9
e. Overall quality of Normandy public schools	1	2	3	4	9
f. Cost of living in Normandy	1	2	3	4	9
g. Normandy as a friendly and welcoming community	1	2	3	4	9
h. Overall appearance and attractiveness of Normandy	1	2	3	4	9
i. Overall quality of life in Normandy	1	2	3	4	9

## 2. Please rate each of the following characteristics as they relate to Normandy.

	Excellent	Good	Fair	Poor	No Opinion
a. Traffic flow on major city streets	1	2	3	4	9
b. Attractiveness of Natural Bridge Corridor	1	2	3	4	9
c. Variety of restaurants in Normandy	1	2	3	4	9
d. Property tax rates in Normandy	1	2	3	4	9
e. Variety of housing options	1	2	3	4	9
f. Overall quality of business and service establishments	1	2	3	4	9
g. Trustworthiness of public officials and staff	1	2	3	4	9
h. Overall image or reputation of Normandy	1	2	3	4	9

## 3. Please rate each of the following opportunities as they relate to Normandy.

	Excellent	Good	Fair	Poor	No Opinion
a. Leisure/entertainment opportunities	1	2	3	4	9
b. Recreational opportunities	1	2	3	4	9
c. Performing arts and cultural opportunities	1	2	3	4	9
d. Employment opportunities in Normandy	1	2	3	4	9

**4. Please rate the availability of each of the following as they relate to Normandy.**

	Excellent	Good	Fair	Poor	No Opinion
a. Availability of affordable housing	1	2	3	4	9
b. Availability of quality healthcare	1	2	3	4	9
c. Availability of desired restaurants in Normandy	1	2	3	4	9
d. Availability of desired park facilities	1	2	3	4	9
e. Availability of paths and walking trails	1	2	3	4	9

**5. Over the past five years, has Normandy as a place to live become more desirable, less desirable, or stayed about the same?**

☐ More desirable      ☐ Less desirable      ☐ About the same

**6. Please rate the overall quality of each of the following Normandy city services.**

	Excellent	Good	Fair	Poor	No Opinion
a. Police services	1	2	3	4	9
b. Street repair and maintenance	1	2	3	4	9
c. Snow removal on city streets	1	2	3	4	9
d. Traffic law enforcement	1	2	3	4	9
e. Stormwater drainage/flood control	1	2	3	4	9
f. Municipal court services	1	2	3	4	9
g. City parks	1	2	3	4	9
h. Trash collection services (Waste Management)	1	2	3	4	9
i. Land use, planning and zoning	1	2	3	4	9
j. Code enforcement (trash/junk, abandoned vehicles, weedy lots/tall grass, loud noise, etc.)	1	2	3	4	9
k. Overall quality of Normandy city services	1	2	3	4	9

**7. How safe or unsafe do you feel in Normandy:**

	Very Safe	Safe	Neither Safe nor Unsafe	Unsafe	Very Unsafe
a. From violent crimes (e.g., assault, murder)	1	2	3	4	5
b. From property crimes (e.g., theft, vandalism)	1	2	3	4	5
c. Your overall feeling of safety in Normandy	1	2	3	4	5
d. Overall feeling of safety in your neighborhood	1	2	3	4	5

**8. Please rate the following aspects of Normandy city government performance.**

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>No Opinion</b>
a. Ensuring homes and properties are maintained	1	2	3	4	9
b. Keeping residents informed about important community issues	1	2	3	4	9
c. Being open and honest with the public	1	2	3	4	9
d. Responding effectively to problems facing Normandy	1	2	3	4	9
e. Overall performance of the Normandy city government	1	2	3	4	9

**9. Have you had phone or in-person contact with a Normandy city employee within the last 12 months (including police, public works, courts, or office staff)?**

☐ No ---> **Skip to Question 10**

☐ Yes --> **Please rate your level of satisfaction with the city employees you contacted regarding:**

	<u><b>Very Satisfied</b></u>	<u><b>Satisfied</b></u>	<u><b>Dissatisfied</b></u>	<u><b>Very Dissatisfied</b></u>	<u><b>No Opinion</b></u>
a. How easy they were to contact	1	2	3	4	9
b. Being courteous/professional	1	2	3	4	9
c. Being knowledgeable/informed	1	2	3	4	9
d. Resolving your issue/concern in a timely manner	1	2	3	4	9
e. Overall experience	1	2	3	4	9

**10. What is your preferred method of staying informed about Normandy city issues, services, and programs? Please check (✓) all that apply.**

- |  |  |
|--|--|
| <input type="checkbox"/> City's website (cityofnormandy.gov) | <input type="checkbox"/> Printed newsletter from the City            |
| <input type="checkbox"/> E-newsletters from the City         | <input type="checkbox"/> City Council meetings/other public meetings |
| <input type="checkbox"/> Contact with city staff             | <input type="checkbox"/> Word-of-mouth (family and friends)          |
| <input type="checkbox"/> Local TV newscasts/radio            | <input type="checkbox"/> Direct mail (postcards, brochures)          |
| <input type="checkbox"/> Social media (Facebook/Nextdoor)    | <input type="checkbox"/> Other, please specify: _____                |

**11. What is your primary reason for choosing to live in Normandy?** Check (v) ONE box only.

- ☐ Job in Normandy or nearby      ☐ Safe community
- ☐ Affordable housing      ☐ To be near family and friends/born here
- ☐ Quality of schools      ☐ Overall quality of life
- ☐ Proximity to religious community      ☐ Other, please specify: \_\_\_\_\_
- ☐ Proximity to St. Louis      \_\_\_\_\_

**12. How likely or unlikely are you to:**

	<u>Very Likely</u>	<u>Likely</u>	<u>Unlikely</u>	<u>Very Unlikely</u>
a. Recommend living in Normandy to someone who asks?	1	2	3	4
b. Remain in Normandy for the next five years?	1	2	3	4
c. Support consolidation with a neighboring municipality?	1	2	3	4

**13. Please rank the following priorities in terms of importance for the City of Normandy,** with 1 being the most important and 5 being the least important.

- \_\_\_\_\_ a. Investment in road resurfacing and street maintenance
- \_\_\_\_\_ b. Investment in public safety (officer pay/staffing, body-cameras, traffic enforcement, etc.)
- \_\_\_\_\_ c. Economic development on Natural Bridge Corridor
- \_\_\_\_\_ d. Code enforcement and maintaining residential property standards
- \_\_\_\_\_ e. Investment in park facilities and community events

**14. What is the single biggest problem or issue facing Normandy today that the City needs to address within the next five years?**

These last few questions are about you and your household and are used to group responses to the survey. Your responses are completely confidential and anonymous.

15. About how many years have you lived in Normandy? \_\_\_\_\_ (write 0 if less than 6 months)

16. Do you own or rent your residence in Normandy? ☐ Own ☐ Rent

17. Do any children age 17 or younger currently live in your household? ☐ Yes ☐ No

18. Your gender: ☐ Male ☐ Female ☐ Other

19. Your race:

- ☐ Asian ☐ Hispanic/Latino ☐ Multiracial  
☐ Black/African American ☐ White/Caucasian ☐ Other

20. Your highest level of education completed:

- ☐ Did not complete high school  
High school/GED/HiSET  
☐ Some college  
☐ Associate degree/vocational certificate  
☐ College graduate

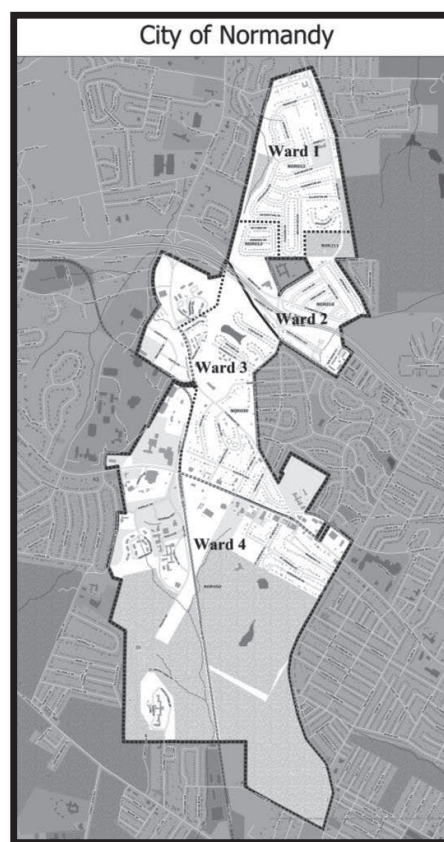
21. What is your birth year? \_\_\_\_\_ (e.g., 1975)

22. Which category below best describes your total household income in 2023 before taxes?

- ☐ Less than \$40,000  
☐ \$40,000 to \$80,000  
☐ More than \$80,000

23. Please indicate in which Ward of Normandy you live (see map).

- ☐ Ward 1 ☐ Ward 2 ☐ Ward 3 ☐ Ward 4



**THANK YOU FOR YOUR PARTICIPATION!**

Please return your completed questionnaire by **September 28** in the postage-paid envelope provided.