

*2005 Comprehensive
Planning Survey*
Final Report

conducted for
The City of Rolla, Missouri

by
ETC Institute
725 West Frontier
Olathe, Kansas 66061
(913) 829-1215

February 2005

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Executive Summary

Overview: Purpose and Methodology

ETC Institute conducted a survey for the City of Rolla during January 2005. The purpose of the survey was to gather input from residents to help update the City's Comprehensive Plan. The survey was administered by phone to a random sample of 400 adult residents who live in the City of Rolla. The overall results of the survey have a precision of at least +/-5% at the 95% level of confidence.

The survey addressed a wide range of issues, including the following:

- Overall satisfaction with various aspects that influence the quality of life in Rolla
- Reasons residents originally decided to live in Rolla
- Reasons residents plan to stay in Rolla
- Perceptions of new residential development in the City
- Future housing plans for residents
- Perceptions of new commercial development in the community
- Where residents currently make their purchases
- Support for various capital investments that could be made by the City
- Reasons residents might leave Rolla

This report contains:

- An executive summary
- Charts and graphs showing the results of most questions on the survey
- Tables that show the results of all questions on the survey
- Copy of the survey instrument.

Major Findings

- Residents were most satisfied with the overall appearance of city parks and access to parks and open space. Residents were least satisfied with traffic flow and the condition of city streets.
- The top four reasons residents originally decided to live in Rolla were: (1) overall quality of life, (2) low crime rate, (3) overall cost of living is low, and (4) availability of affordable housing.

- The top four reasons that residents said they plan to stay in Rolla were the same reasons they gave for originally moving to the community but in a different order: (1) availability of affordable housing, (2) low crime rate, (3) overall cost of living is low, and (4) overall quality of life.
- The top three reasons residents indicated they might leave Rolla were: (1) a lack of professional opportunities, (2) lack of adequate employment, and (3) desire to relocate near friends and family.
- More than three-fourths (77%) of those surveyed thought design guidelines and zoning controls were necessary. Only 3% of the respondents did not think they were necessary; 21% gave a neutral rating. (note: percentages exceed 100% due to rounding)
- Only 5% of those surveyed thought the City should NOT encourage growth. More than one-third (37%) thought the City should take a pro-growth position. Half (50%) of those surveyed thought the City should take a directed-growth position. Eight percent did not have an opinion.
- 78% of those surveyed thought the City should not allow development in environmentally sensitive areas.
- 76 % of those surveyed thought the City should invest to improve older areas of the City.
- 69% of those surveyed thought the City should give incentives to encourage the upkeep of neighborhoods.
- 69% of those surveyed thought the City should build a third fire station to serve southern Rolla.
- 65% of those surveyed supported having the City provide incentives to attract commercial and industrial development
- 63% of those surveyed thought commercial areas in Rolla look better now than they did five years ago.
- 21% of those surveyed indicated they would prefer to own a home on a lot that was at least two acres; 27% indicated that they would prefer to own a home on a lot that was one-third of an acre or smaller.
- The retail purchases that residents were most likely to make in Rolla included: groceries, restaurants, and appliances. More than 20% of the residents surveyed indicated they usually buy their clothing, books/music, and sporting goods outside Rolla.

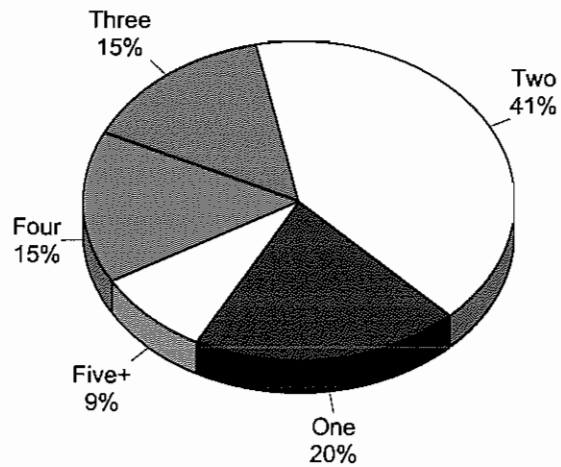
2005 Comprehensive Planning Survey Final Results

City of Rolla, MO

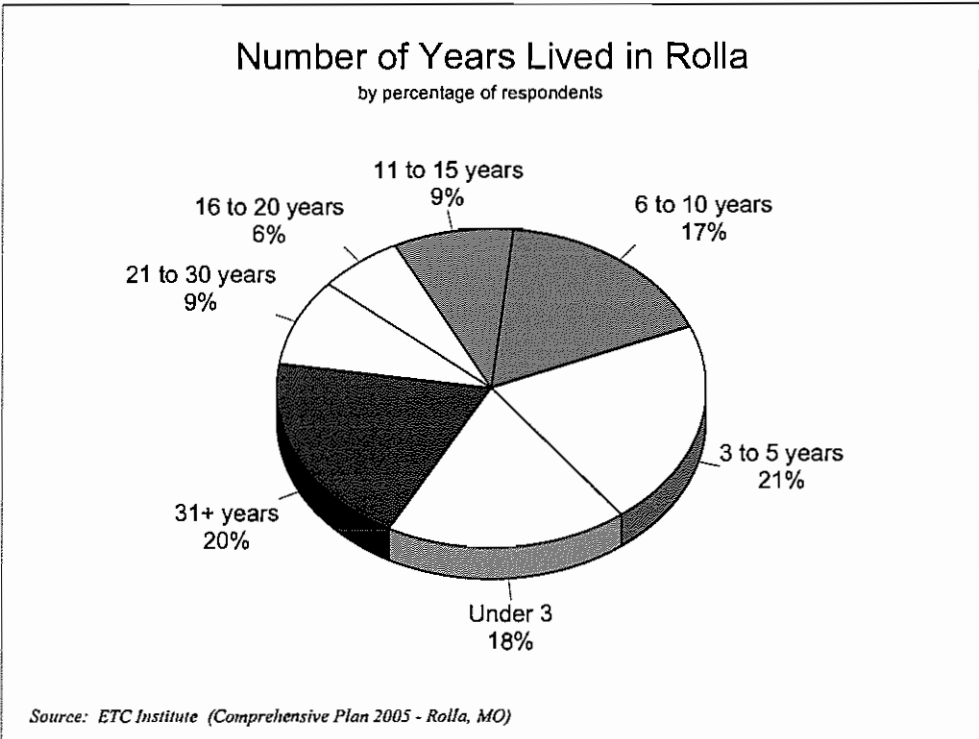
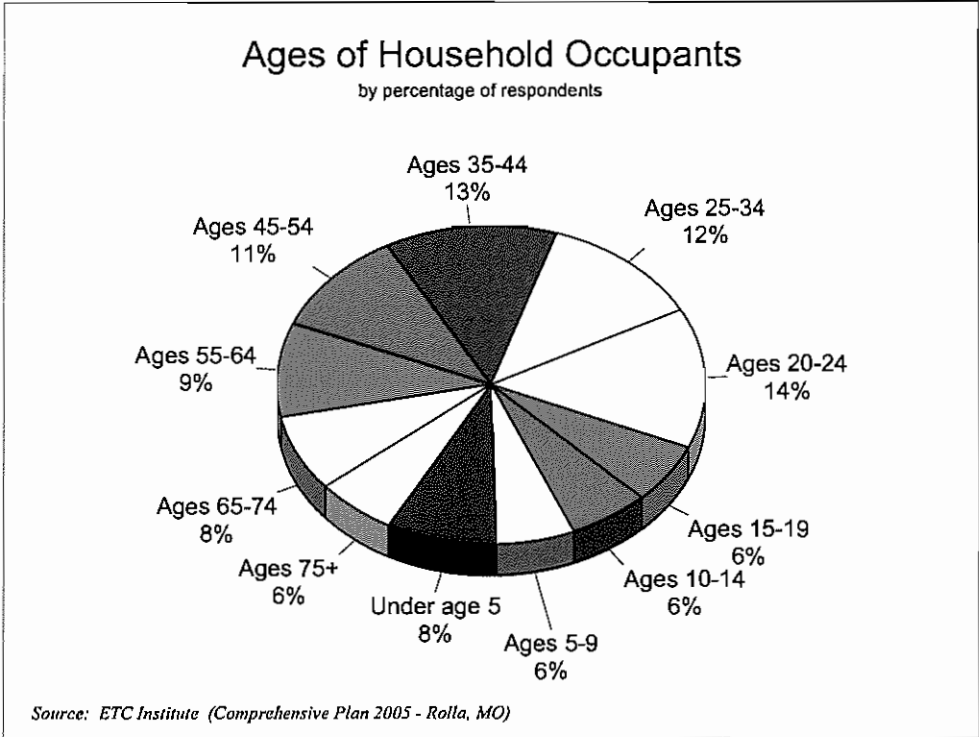
Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Number of Household Occupants

by percentage of respondents

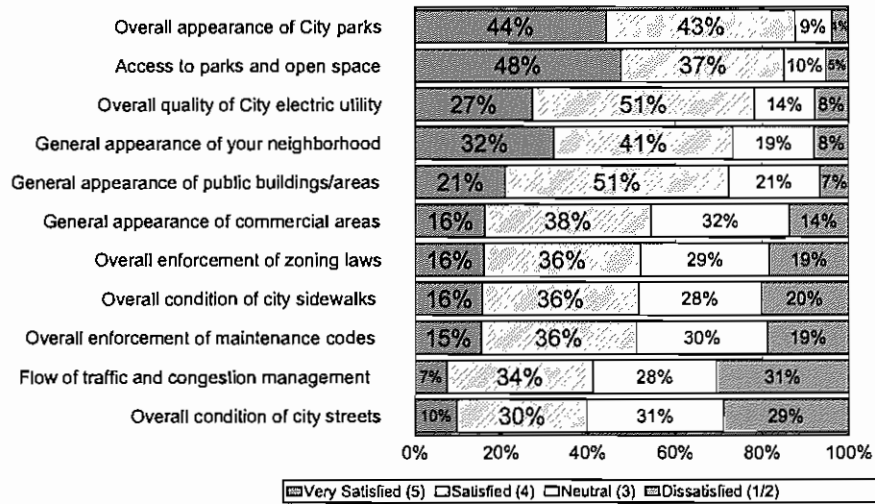


Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)



Overall Satisfaction With Various Aspects of Life in Rolla

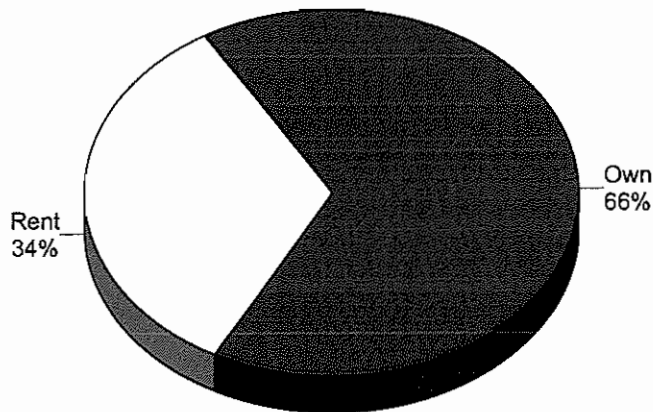
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Do You Own or Rent Current Residence?

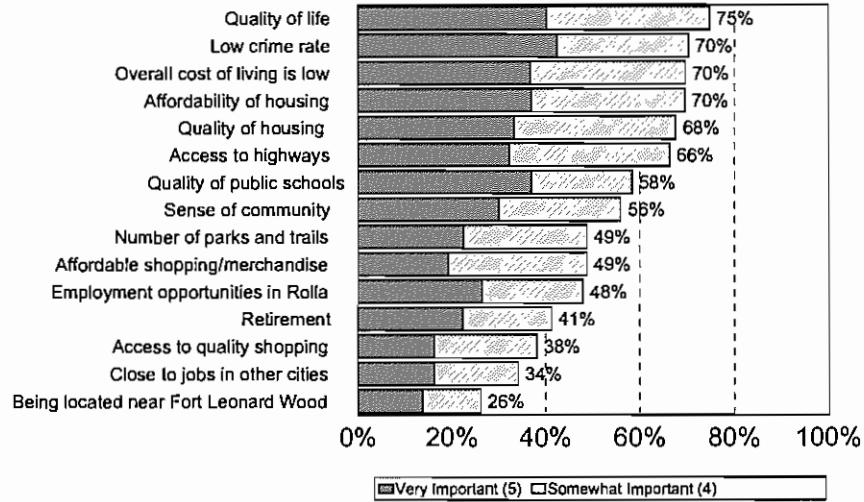
by percentage of respondents



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Importance of Various Reasons that Influenced Residents to Live in Rolla

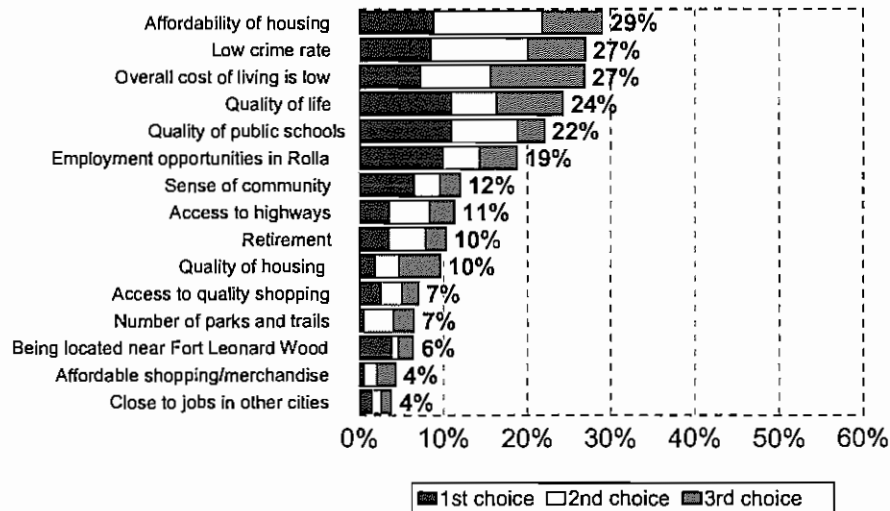
by percentage of respondents



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Most Important Reasons that Residents Will Stay in Rolla

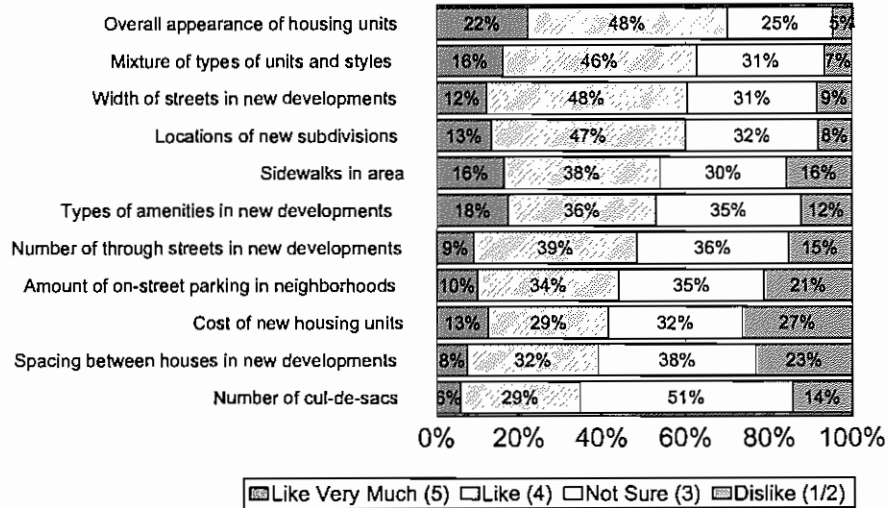
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Perceptions of New Single Family Residential Developments in Rolla

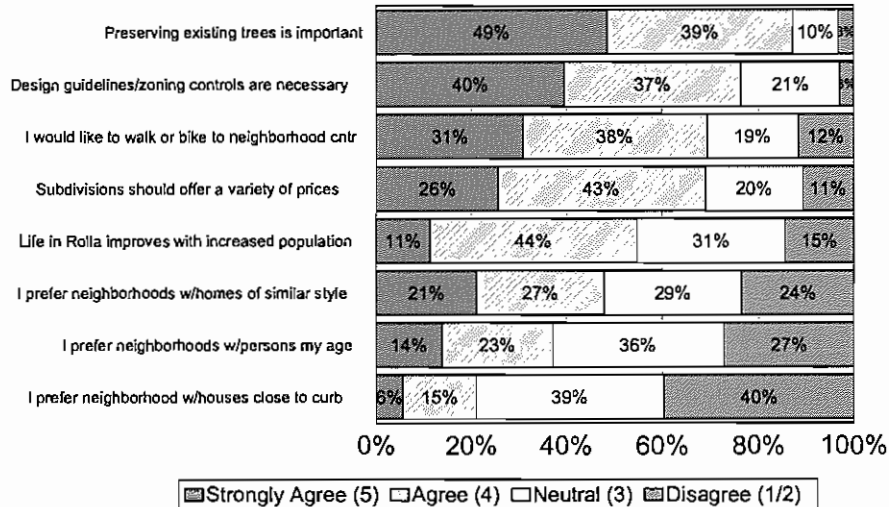
by percentage of respondents



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Agreement with Statements about Life in Rolla

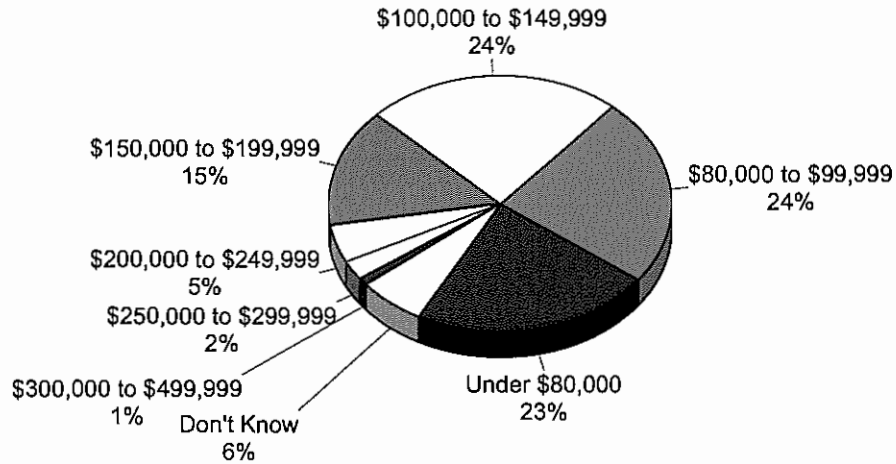
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

If You Were to Purchase Another Home Within the Next Five Years, What Price Range Would it Be?

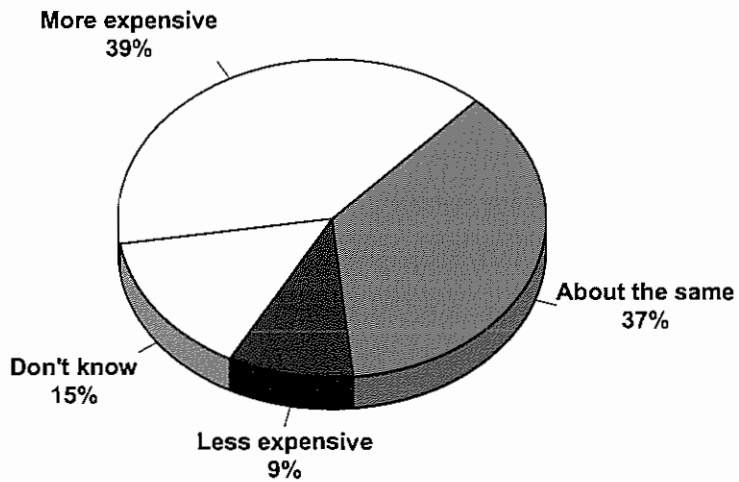
by percentage of respondents



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

If You Were to Move in the Next 5 Years, Would Your New Home Be More Expensive, About the Same Price, or Less Expensive than Your Current Home?

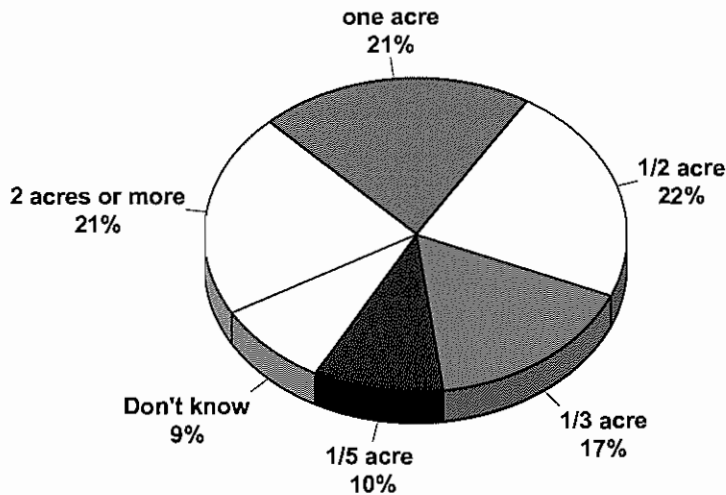
by percentage of respondents



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

What Size Lot Would you Prefer for Your Next Home?

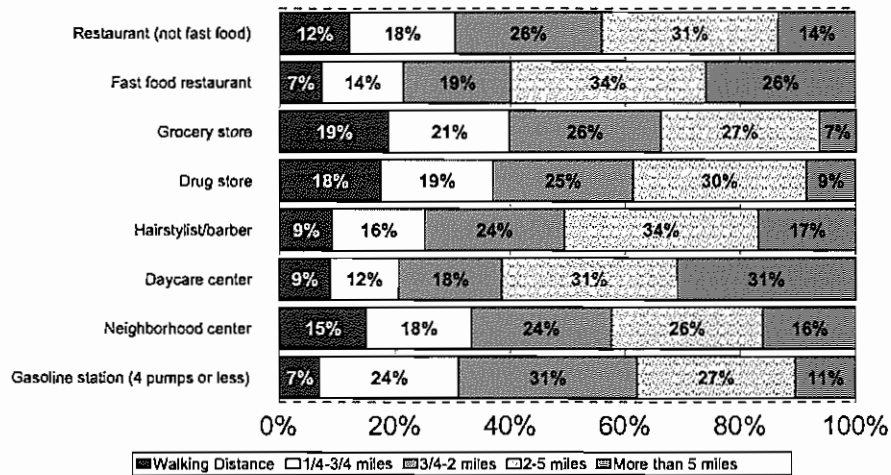
by percentage of respondents



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

If You Were Looking for a New Home, How Close Would it Need to Be From Various Types of Businesses

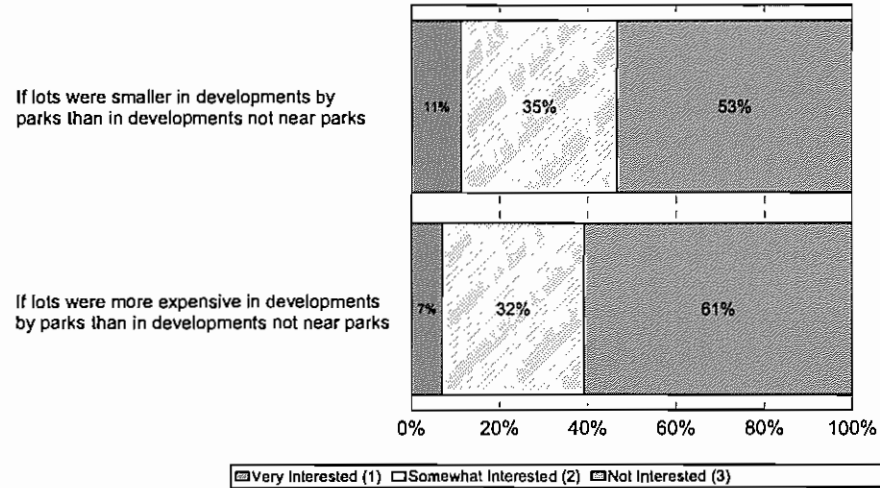
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

How Interested Would You Be in Buying a House with a Park or Other Outdoor Attraction Nearby Under Various Conditions

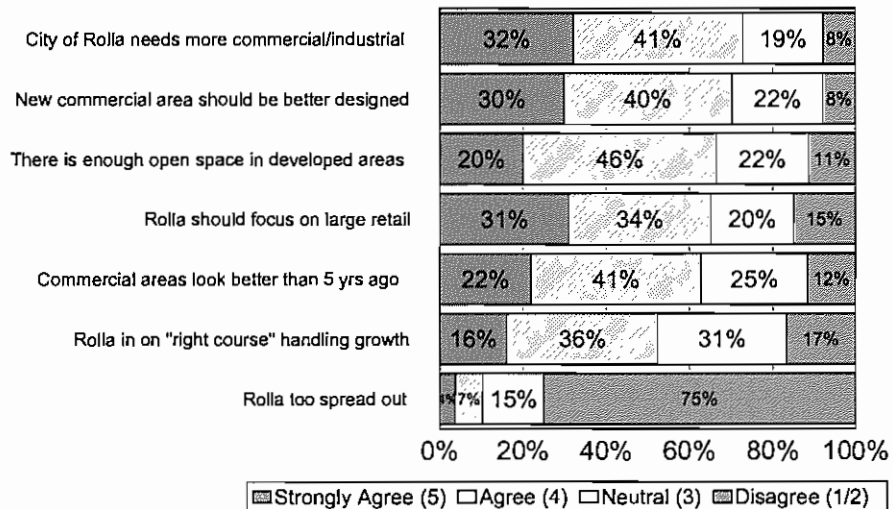
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Agreement with Various Statements About Development in Rolla

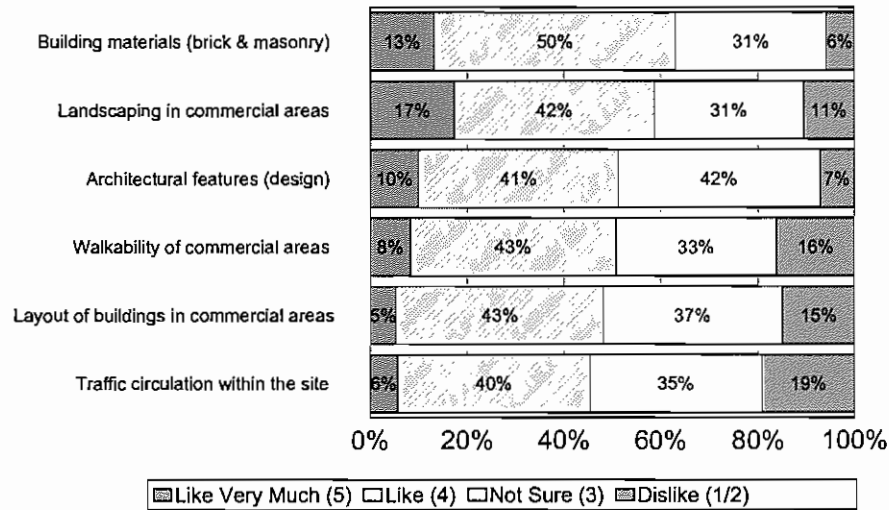
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Percentage of Residents Who Like and Dislike Various Characteristics of Commercial Areas in Rolla

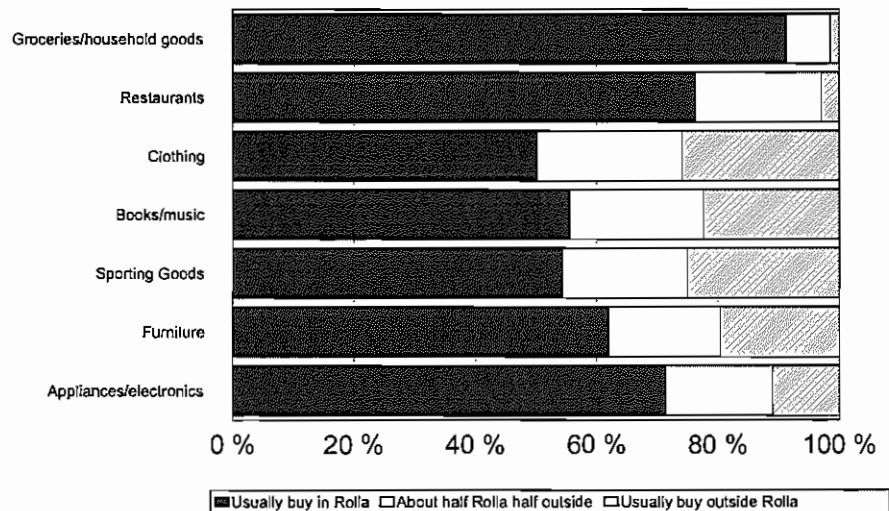
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Where Residents Typically Purchase Various Types of Products

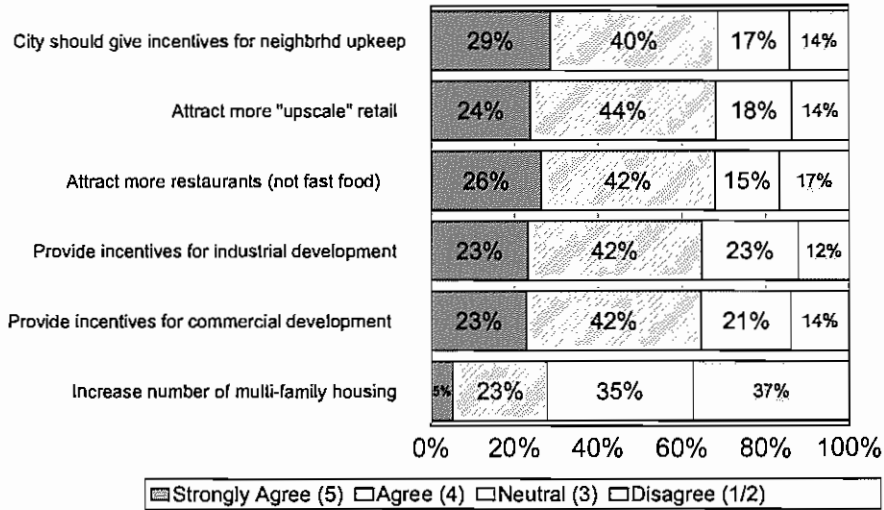
by percentage of respondents (excluding those who do not buy the item)



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Agreement with Statements About Efforts by the City of Rolla to Attract New Development

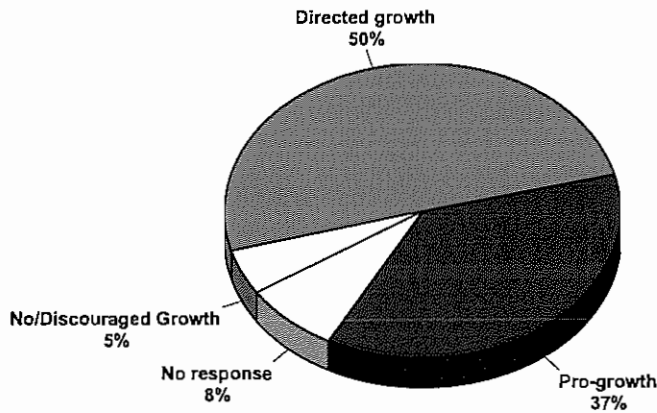
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Should Rolla Take a Pro-Growth, Directed Growth or No Growth Position?

by percentage of respondents



Source: ETC Institute (Comprehensive Plan 2005 - Rolla, MO)

Q15. If you were looking for another home, how close would you want that home to be located from the following types of businesses.

	Walking distance 1	1/4-3/4 miles 2	3/4-2 miles 3	2-5 miles 4	More than 5 miles 5	No response 9
Q15a Restaurant (not fast food)	11.5%	17.3%	24.3%	29.0%	12.8%	5.3%
Q15b Fast food restaurant	6.8%	13.0%	17.3%	31.3%	24.0%	7.8%
Q15c Grocery store	18.3%	20.3%	25.5%	26.5%	6.3%	3.3%
Q15d Drug store	16.8%	18.5%	23.5%	28.8%	8.3%	4.3%
Q15e Hairstylist/barber	8.5%	14.8%	22.5%	31.3%	15.8%	7.3%
Q15f Daycare center	5.8%	7.8%	11.8%	20.0%	20.3%	34.5%
Q15g Neighborhood center	13.8%	16.5%	22.3%	24.0%	14.8%	8.8%
Q15h Gasoline station (4 pumps or less)	6.8%	22.8%	29.5%	26.0%	10.0%	5.0%

Q15. If you were looking for another home, how close would you want that home to be located from the following types of businesses. (excluding no response)

	Walking distance 1	1/4-3/4 miles 2	3/4-2 miles 3	2-5 miles 4	More than 5 miles 5
Q15a Restaurant (not fast food)	12.1%	18.2%	25.6%	30.6%	13.5%
Q15b Fast food restaurant	7.3%	14.1%	18.7%	33.9%	26.0%
Q15c Grocery store	18.9%	20.9%	26.4%	27.4%	6.5%
Q15d Drug store	17.5%	19.3%	24.5%	30.0%	8.6%
Q15e Hairstylist/barber	9.2%	15.9%	24.3%	33.7%	17.0%
Q15f Daycare center	8.8%	11.8%	17.9%	30.5%	30.9%
Q15g Neighborhood center	15.1%	18.1%	24.4%	26.3%	16.2%
Q15h Gasoline station (4 pumps or less)	7.1%	23.9%	31.1%	27.4%	10.5%

Q16. Suppose a park or similar place for outdoor recreation were within walking distance of a housing area that you were interested in. How interested would you be in buying a home in such an area under the following conditions?

	Very interested 1	Somewhat interested 2	Not interested 3	Don't know 9
Q16a Lot smaller than in another area without park	8.3%	25.6%	38.8%	27.3%
Q16b Lot was more expensive than in area without park	5.0%	22.6%	42.9%	29.6%

Q16. Suppose a park or similar place for outdoor recreation were within walking distance of a housing area that you were interested in. How interested would you be in buying a home in such an area under the following conditions? (excluding don't know)

	Very interested 1	Somewhat interested 2	Not interested 3
Q16a Lot smaller than in another area without park	11.4%	35.2%	53.4%
Q16b Lot was more expensive than in area without park	7.1%	32.0%	60.9%

Q17. Using a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree," please indicate your level of agreement with each of the following statements.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	No response
1	2	3	4	5	9	
Q17a New commercial areas should have higher design	3.0%	5.0%	21.5%	39.8%	29.5%	1.3%
Q17b Commercial areas look better than 5 years ago	4.0%	7.3%	24.5%	39.5%	21.3%	3.5%
Q17c Rolla should focus on attracting large retail businesses	4.5%	10.5%	19.5%	33.8%	30.8%	1.0%
Q17d There is enough open space	2.0%	9.3%	21.8%	45.8%	19.8%	1.5%
Q17e City of Rolla needs more commercial & industrial	2.0%	5.8%	19.0%	40.0%	31.5%	1.8%
Q17f Rolla is too spread out	24.0%	50.3%	14.5%	6.5%	3.8%	1.0%
Q17g Rolla is on the right course with respect to growth	4.5%	11.8%	30.0%	35.3%	15.8%	2.8%

Q17. Using a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree," please indicate your level of agreement with each of the following statements. (excluding no response)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5	
Q17a New commercial areas should have higher design	3.0%	5.1%	21.8%	40.3%	29.9%
Q17b Commercial areas look better than 5 years ago	4.1%	7.5%	25.4%	40.9%	22.0%
Q17c Rolla should focus on attracting large retail businesses	4.5%	10.6%	19.7%	34.1%	31.1%
Q17d There is enough open space	2.0%	9.4%	22.1%	46.4%	20.1%
Q17e City of Rolla needs more commercial & industrial	2.0%	5.9%	19.3%	40.7%	32.1%
Q17f Rolla is too spread out	24.2%	50.8%	14.6%	6.6%	3.8%
Q17g Rolla is on the right course with respect to growth	4.6%	12.1%	30.8%	36.2%	16.2%

Q18. Think about commercial areas in Rolla. Using a 5-point scale, where "5" means Like very much and "1" means Dislike very much, please rate the following:

	Like very much 1	Like 2	Neither 3	Dislike 4	Dislike very much 5	Don't know 9
Q18a Layout of buildings in commercial areas	4.8%	37.8%	32.5%	11.0%	2.3%	11.8%
Q18b Building materials (brick/masonry)	11.5%	43.5%	27.0%	3.5%	1.8%	12.8%
Q18c Architectural features (design)	9.0%	37.0%	37.3%	5.3%	1.3%	10.3%
Q18d Landscaping in commercial areas	15.8%	37.8%	27.8%	7.0%	2.8%	9.0%
Q18e Traffic circulation within site	5.0%	35.0%	31.3%	11.5%	5.5%	11.8%
Q18f Walkability to commercial areas	7.3%	37.0%	28.8%	10.0%	4.0%	13.0%

Q18. Think about commercial areas in Rolla. Using a 5-point scale, where "5" means Like very much and "1" means Dislike very much, please rate the following: (excluding don't know)

	Like very much 1	Like 2	Neither 3	Dislike 4	Dislike very much 5
Q18a Layout of buildings in commercial areas	5.4%	42.8%	36.8%	12.5%	2.5%
Q18b Building materials (brick/masonry)	13.2%	49.9%	30.9%	4.0%	2.0%
Q18c Architectural features (design)	10.0%	41.2%	41.5%	5.8%	1.4%
Q18d Landscaping in commercial areas	17.3%	41.5%	30.5%	7.7%	3.0%
Q18e Traffic circulation within site	5.7%	39.7%	35.4%	13.0%	6.2%
Q18f Walkability to commercial areas	8.3%	42.5%	33.0%	11.5%	4.6%

Q19. Where do you typically purchase the following types of products?

	Don't buy 1	Outside		In Rolla 4	No response 9
		Rolla 2	About half 3		
Q19a Groceries/household goods	0.0%	1.5%	7.3%	91.3%	0.0%
Q19b Restaurants	1.5%	3.0%	20.3%	75.0%	0.3%
Q19c Clothing	0.5%	25.8%	23.8%	50.0%	0.0%
Q19d Books/music	7.8%	20.5%	20.3%	51.0%	0.5%
Q19e Sporting goods	24.8%	18.8%	15.5%	40.8%	0.3%
Q19f Furniture	13.0%	17.0%	16.0%	53.8%	0.3%
Q19g Appliances/electronics	2.5%	10.8%	17.0%	69.8%	0.0%

Q19. Where do you typically purchase the following types of products? (excluding no response)

	Don't buy 1	Outside		In Rolla 4
		Rolla 2	About half 3	
Q19a Groceries/household goods	0.0%	1.5%	7.3%	91.3%
Q19b Restaurants	1.5%	3.0%	20.3%	75.2%
Q19c Clothing	0.5%	25.8%	23.8%	50.0%
Q19d Books/music	7.8%	20.6%	20.4%	51.3%
Q19e Sporting goods	24.8%	18.8%	15.5%	40.9%
Q19f Furniture	13.0%	17.0%	16.0%	53.9%
Q19g Appliances/electronics	2.5%	10.8%	17.0%	69.8%

Q20. Using a 5-point scale, where "5" means strongly agree and "1" means strongly disagree, how much do you agree that the City of Rolla should pursue the following development activities?

	Strongly agree 1	Agree 2	Neither 3	Disagree 4	Strongly disagree 5	No response 9
Q20a Provide incentives for neighborhood restoration	28.5%	40.0%	17.0%	9.3%	5.0%	0.3%
Q20b Increasing number of multi-family housing	5.3%	22.3%	34.5%	27.0%	9.8%	1.3%
Q20c Attracting more restaurants	26.3%	41.3%	15.3%	11.0%	5.8%	0.5%
Q20d Attracting more upscale retail	23.8%	44.3%	18.0%	9.8%	4.0%	0.3%
Q20e Providing incentives for commercial development	22.8%	41.5%	21.3%	9.5%	4.5%	0.5%
Q20f Providing incentives for industrial development	23.0%	41.3%	22.8%	8.0%	4.3%	0.8%

Q20. Using a 5-point scale, where "5" means strongly agree and "1" means strongly disagree, how much do you agree that the City of Rolla should pursue the following development activities? (excluding no response)

	Strongly agree 1	Agree 2	Neither 3	Disagree 4	Strongly disagree 5
Q20a Provide incentives for neighborhood restoration	28.6%	40.1%	17.0%	9.3%	5.0%
Q20b Increasing number of multi-family housing	5.3%	22.5%	34.9%	27.3%	9.9%
Q20c Attracting more restaurants	26.4%	41.5%	15.3%	11.1%	5.8%
Q20d Attracting more upscale retail	23.8%	44.4%	18.0%	9.8%	4.0%
Q20e Providing incentives for commercial development	22.9%	41.7%	21.4%	9.5%	4.5%
Q20f Providing incentives for industrial development	23.2%	41.6%	22.9%	8.1%	4.3%

Q21. Do you think that Rolla should take a pro-growth, directed growth or no growth position?

<u>Q21 Do you think Rolla should take</u>	<u>Number</u>	<u>Percent</u>
1=Pro-growth	146	36.7 %
2=Directed growth	200	50.3 %
3=Growth discouraged	20	5.0 %
9=No response	32	8.0 %
Total	398	100.0 %

Q22. Which of the following factors might cause you to LEAVE Rolla/Phelps County?

<u>Q22 Factors might cause you to leave</u>	<u>Number</u>	<u>Percent</u>
00 = None of these	123	30.8 %
01 = Desire change	78	19.5 %
02 = Lack of health care	82	20.5 %
03 = Disparity	66	16.5 %
04 = Lack of professional opportunities	110	27.5 %
05 = Desire to relocate near family/friends	92	23.0 %
06 = Growth & change in region	40	10.0 %
07 = Climate & elevation	18	4.5 %
08 = Lack adequate employment	100	25.0 %
09 = Return to school	28	7.0 %
10 = Lack adequate housing	42	10.5 %
11 = Too expensive	53	13.3 %
12 = Loss of job	75	18.8 %
13 = Traffic congestion	22	5.5 %
14 = Lack of entertainment	65	16.3 %
15 = Government regulations/high taxes	72	18.0 %
99 = Other	26	6.5 %
Total	1092	

Q23. Using a 5-point scale, where "5" means strongly agree and "1" means strongly disagree, please indicate your level of agreement with the following statements about various types of development that could be pursued by the City of Rolla:

	Strongly disagree 1	Disagree 2	Neither 3	Agree 4	Strongly agree 5	No response 9
Q23a Extend Hwy 72 connect with I-44	8.3%	15.5%	19.8%	31.8%	23.3%	1.5%
Q23b Extend Lions Club Dr beyond Hwy 72	8.3%	12.3%	27.0%	30.8%	19.0%	2.8%
Q23c Housing density should be increased	16.0%	45.0%	19.8%	13.5%	4.0%	1.8%
Q23d Rolla should guide growth to South & East	2.8%	9.5%	28.0%	44.5%	13.5%	1.8%
Q23e Invest more resources in improving older areas	0.8%	7.3%	15.8%	48.8%	26.3%	1.3%
Q23f Keep new development from occurring in sensitive areas	1.8%	5.5%	14.5%	45.3%	31.3%	1.8%
Q23g A third fire station should be built	2.0%	9.8%	18.3%	44.5%	23.8%	1.8%
Q23h A new public library should be built	4.8%	18.0%	20.3%	33.3%	22.0%	1.8%
Q23i A recreation/gym facility should be constructed	11.5%	41.8%	20.3%	15.3%	8.8%	2.5%
Q23j I would support collocating a new rec fac & elementary	9.5%	24.5%	26.3%	26.0%	10.5%	3.3%
Q23k A new Senior Center should be developed	5.3%	13.3%	30.3%	33.0%	15.8%	2.5%
Q23l A new south side elementary school should be constructed	7.0%	18.5%	29.8%	26.3%	14.5%	4.0%
Q23m Additional fields added to Ber Juan Park	8.8%	26.0%	28.0%	23.8%	10.5%	3.0%
Q23n RMU should improve electric service	4.0%	12.8%	34.8%	32.5%	13.0%	3.0%
Q23o More parkland should be provided	3.8%	16.3%	24.8%	38.8%	14.3%	2.3%

Q23. Using a 5-point scale, where "5" means strongly agree and "1" means strongly disagree, please indicate your level of agreement with the following statements about various types of development that could be pursued by the City of Rolla: (excluding no response)

	Strongly disagree 1	Disagree 2	Neither 3	Agree 4	Strongly agree 5
Q23a Extend Hwy 72 connect with I-44	8.4%	15.7%	20.1%	32.2%	23.6%
Q23b Extend Lions Club Dr beyond Hwy 72	8.5%	12.6%	27.8%	31.6%	19.5%
Q23c Housing density should be increased	16.3%	45.8%	20.1%	13.7%	4.1%
Q23d Rolla should guide growth to South & East	2.8%	9.7%	28.5%	45.3%	13.7%
Q23e Invest more resources in improving older areas	0.8%	7.3%	15.9%	49.4%	26.6%
Q23f Keep new development from occurring in sensitive areas	1.8%	5.6%	14.8%	46.1%	31.8%
Q23g A third fire station should be built	2.0%	9.9%	18.6%	45.3%	24.2%
Q23h A new public library should be built	4.8%	18.3%	20.6%	33.8%	22.4%
Q23i A recreation/gym facility should be constructed	11.8%	42.8%	20.8%	15.6%	9.0%
Q23j I would support collocating a new rec fac & elementary	9.8%	25.3%	27.1%	26.9%	10.9%
Q23k A new Senior Center should be developed	5.4%	13.6%	31.0%	33.8%	16.2%
Q23l A new south side elementary school should be constructed	7.3%	19.3%	31.0%	27.3%	15.1%
Q23m Additional fields added to Ber Juan Park	9.0%	26.8%	28.9%	24.5%	10.8%
Q23n RMU should improve electric service	4.1%	13.1%	35.8%	33.5%	13.4%
Q23o More parkland should be provided	3.8%	16.6%	25.3%	39.6%	14.6%

Q24. What is your age?

<u>Q24 What is your age</u>	<u>Number</u>	<u>Percent</u>
1=Under 25	71	17.8 %
2=24 to 34 years	67	16.8 %
3=35 to 44 years	77	19.3 %
4=45 to 54 years	53	13.3 %
5=55 to 64 years	49	12.3 %
6=65 + years	82	20.5 %
9=Not provided	1	0.3 %
Total	400	100.0 %

Q25. Would you say your total household income is:

<u>Q25 What is your total household income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$30,000	129	32.3 %
2=\$30,000-\$59,999	118	29.5 %
3=\$60,000-\$99,999	69	17.3 %
4=More than \$100,000	31	7.8 %
9=Not provided	53	13.3 %
Total	400	100.0 %

Q26. Your gender:

<u>Q26 Respondents gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	196	49.0 %
2=Female	204	51.0 %
Total	400	100.0 %

Survey Instrument

Interviewer: _____

Phone: _____

Date: _____

City of Rolla – 2005 Comprehensive Planning Survey

Is _____ there? This is _____ calling for the City of Rolla. The reason I am calling is that the City is in the process of updating its comprehensive plan. We would like your input on a variety of issues that will shape the future of the community. Would you have a few minutes to participate in a survey? {If asked – the survey takes about 10-15 minutes}

Do you live inside the City of Rolla? If YES, continue. If NO, end the interview.

1. Counting yourself, how many people regularly live in your household? _____

2. Counting yourself, how many people in your household are?

Under age 5	_____	Ages 20-24	_____	Ages 55-64	_____
Ages 5-9	_____	Ages 25-34	_____	Ages 65-74	_____
Ages 10-14	_____	Ages 35-44	_____	Ages 75+	_____
Ages 15-19	_____	Ages 45-54	_____		

3. Approximately how many years have you lived in the City of Rolla? _____ years

4. I am going to read you a list of several items in the City of Rolla. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<u>How satisfied are you with:</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) General appearance of your neighborhood	5	4	3	2	1	9
(B) General appearance of commercial areas	5	4	3	2	1	9
(C) General appearance of public buildings and public spaces	5	4	3	2	1	9
(D) Overall condition of city streets	5	4	3	2	1	9
(E) Overall condition of sidewalks	5	4	3	2	1	9
(F) Overall enforcement of maintenance codes	5	4	3	2	1	9
(G) Overall enforcement of zoning laws	5	4	3	2	1	9
(H) Overall appearance of city parks	5	4	3	2	1	9
(I) Access to parks and open space	5	4	3	2	1	9
(J) Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
(K) Overall quality of City electric utility	5	4	3	2	1	9

5. Do you own or rent your current residence? ___(1) Own ___(2) Rent

6. How many persons in your household are employed in the City of Rolla? _____ persons

7. How many persons in your household are employed for at least 20 hours per week? _____ persons

8. Next, I am going to read you a list of reasons that may have affected where you decided to live. Using a scale from "1" to "5" where "5" is "Very Important" and "1" is "Very Unimportant," please indicate how important each of the following reasons were in your decision to live in Rolla?

	Very <u>Important</u>	Somewhat <u>Important</u>	Not <u>Sure</u>	Somewhat <u>Unimportant</u>	Very <u>Unimportant</u>
(A) Sense of community	5	4	3	2	1
(B) Quality of life	5	4	3	2	1
(C) Quality of public schools	5	4	3	2	1
(D) Low crime rate	5	4	3	2	1
(E) Employment opportunities in Rolla	5	4	3	2	1
(F) Close to jobs in other cities	5	4	3	2	1
(G) Access to highways	5	4	3	2	1
(H) Affordability of housing	5	4	3	2	1
(I) Quality of housing	5	4	3	2	1
(J) Retirement	5	4	3	2	1
(K) Overall cost of living is low	5	4	3	2	1
(L) Number of parks & trails	5	4	3	2	1
(M) Access to quality shopping	5	4	3	2	1
(N) Affordable shopping/merchandise	5	4	3	2	1
(O) Being located near Fort Leonard Wood ...	5	4	3	2	1

9. From the list I just read, which **THREE ITEMS** would be the most important reasons you would stay in Rolla for the next 10 years?

1st

2nd

3rd

10. Next, I'd like you to think about the new single-family residential developments in Rolla. Using a scale from "1" to "5" where "5" means you "Like It Very Much" and "1" means you "Dislike It Very Much," please indicate how much you like the following aspects of new single family residential developments in Rolla:

How much do you like the following:	Like <u>Very Much</u>	Like	Neither Like or <u>Dislike</u>	Dislike	Dislike <u>Very Much</u>	Don't Know
(A) The overall appearance of housing units in new single family developments in Rolla	5	4	3	2	1	9
(B) Mixture of types of units and styles in new single family developments	5	4	3	2	1	9
(C) Cost of new housing units	5	4	3	2	1	9
(D) Locations of new subdivisions	5	4	3	2	1	9
(E) Spacing between houses in new developments ..	5	4	3	2	1	9
(F) Types of amenities in new developments, such as trails, parks, pools, etc.	5	4	3	2	1	9
(G) Number of through streets in new developments	5	4	3	2	1	9
(H) Width of streets in new developments	5	4	3	2	1	9
(I) Amount of on-street parking in neighborhoods ..	5	4	3	2	1	9
(J) Sidewalks in area	5	4	3	2	1	9
(K) Number of cul-de-sacs	5	4	3	2	1	9

11. The City needs your input on guidelines as growth continues in the City. Using a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree," please indicate your level of agreement with each of the following statements

- | | Strongly
Agree | Agree | Neutral | Disagree | Strongly
Disagree |
|---|-------------------|--------|---------|----------|----------------------|
| (A) I prefer to live in a neighborhood with persons my own age and economic level rather than in a neighborhood with a range of ages & income. | 5..... | 4..... | 3..... | 2..... | 1 |
| (B) I would like to be able to walk or bike to a neighborhood center with services such as a bakery, café, grocery store. | 5..... | 4..... | 3..... | 2..... | 1 |
| (C) Residential subdivisions in Rolla should offer a variety of housing choices with respect to price | 5..... | 4..... | 3..... | 2..... | 1 |
| (D) Design guidelines & zoning controls are necessary for quality residential neighborhoods to prevent commercial encroachment. | 5..... | 4..... | 3..... | 2..... | 1 |
| (E) Existing trees, other vegetation and terrain should be considered when situating streets & buildings on a site | 5..... | 4..... | 3..... | 2..... | 1 |
| (F) I prefer to live in a neighborhood where homes are similar in price and style rather than in a neighborhood with a variety of prices and styles | 5..... | 4..... | 3..... | 2..... | 1 |
| (G) I prefer to live in a neighborhood with houses set closer to the curb and with garages that are not prominent in the front of houses | 5..... | 4..... | 3..... | 2..... | 1 |
| (H) As Rolla's population has increased, the quality of life in the City has steadily improved | 5..... | 4..... | 3..... | 2..... | 1 |

12. Assuming you buy another home within the next five years, what price range would it be? [Even if you do not plan to do so, please indicate the most likely price]

- | | |
|---|---|
| <input type="checkbox"/> (1) Under \$ 80,000 | <input type="checkbox"/> (5) \$200,000 to \$249,999 |
| <input type="checkbox"/> (2) \$80,000 to \$99,999 | <input type="checkbox"/> (6) \$250,000 to \$299,999 |
| <input type="checkbox"/> (3) \$100,000 to \$149,999 | <input type="checkbox"/> (7) \$300,000 to \$499,999 |
| <input type="checkbox"/> (4) \$150,000 to \$199,999 | <input type="checkbox"/> (8) \$500,000 or more |

13. Compared to your current house, would this house be:

- (1) Less expensive than your current house
 (2) About the same as current home
 (3) More expensive than current home

14. What size lot would you prefer for your new home?

- | | |
|---|--|
| <input type="checkbox"/> (1) 1/5 acre (8000-10000 sq feet) | <input type="checkbox"/> (4) one acre |
| <input type="checkbox"/> (2) 1/3 acre (12000-15000 sq feet) | <input type="checkbox"/> (5) 2 acres or more |
| <input type="checkbox"/> (3) 1/2 acre (2 lots to an acre) | |

15. If you were looking for another home, how close would you want that home to be located from the following types of businesses.

	Walking Distance	1/4 - 3/4 miles	3/4 - 2 miles	2 - 5 miles	More than 5 miles
(A) Restaurant (not fast food)	1	2	3	4	5
(B) Fast foot restaurant	1	2	3	4	5
(C) Grocery store	1	2	3	4	5
(D) Drug store	1	2	3	4	5
(E) Hairstylist/barber	1	2	3	4	5
(F) Daycare center	1	2	3	4	5
(G) Neighborhood center	1	2	3	4	5
(H) Gasoline station (4 pumps or less).....	1	2	3	4	5

16. Suppose a park or similar place for outdoor recreation were within walking distance of a housing area that you were interested in. How interested would you be in buying a home in such an area under the following conditions?

	Very Interested	Somewhat Interested	Not Interested	Don't Know
(A) Lot was smaller than in another area without park	1	2	3	9
(B) Lot was more expensive than in area without park	1	2	3	9

17. Using a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree," please indicate your level of agreement with each of the following statements

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
(A) New commercial areas should have higher design and appearance than existing commercial areas.....	5	4	3	2	1
(B) The commercial areas/entryways in Rolla look better than 5 years ago	5	4	3	2	1
(C) Rolla should focus on attracting large retail businesses	5	4	3	2	1
(D) There is enough open space (either public parks or private open space) in developed parts of Rolla	5	4	3	2	1
(E) The City of Rolla needs more commercial and industrial businesses	5	4	3	2	1
(F) Rolla is too spread out and it takes too long to get places	5	4	3	2	1
(G) Rolla is on the "right course" with respect to how it is handling growth	5	4	3	2	1

18. Think about commercial areas in Rolla. Using a 5-point scale, where "5" means Like very much and "1" means Dislike very much, please rate the following:

How much do you like the following:	Like Very Much	Like	Neither Like or Dislike	Dislike	Dislike Very Much	Don't Know
(A) Layout of buildings in commercial areas.....	1	2	3	4	5	9
(B) Building materials (brick & masonry).....	1	2	3	4	5	9
(C) Architectural features (design)	1	2	3	4	5	9
(D) Landscaping in commercial areas.....	1	2	3	4	5	9
(E) Traffic circulation within the site	1	2	3	4	5	9
(F) Walkability of commercial areas.....	1	2	3	4	5	9

19. Where do you typically purchase the following types of products?

	<u>Usually Buy in Rolla</u>	<u>About Half in Rolla and Half Outside</u>	<u>Usually Buy Outside Rolla</u>	<u>Don't Buy Item</u>
(A) Groceries/household goods	4	3	2	1
(B) Restaurants.....	4	3	2	1
(C) Clothing	4	3	2	1
(D) Books/music	4	3	2	1
(E) Sporting Goods	4	3	2	1
(F) Furniture	4	3	2	1
(G) Appliances/electronics	4	3	2	1

20. Using a 5-point scale, where "5" means strongly agree and "1" means strongly disagree, how much do you agree that the City of Rolla should pursue the following development activities? (PLEASE CIRCLE ONE NUMBER FOR EACH ACTIVITY LISTED).

	<u>Strongly Disagree</u>	<u>Disagree</u>	<u>Neither Agree or Disagree</u>	<u>Agree</u>	<u>Strongly Agree</u>
(A) Having the City provide incentives for neighborhood restoration and upkeep.....	5	4	3	2	1
(B) Increasing the number of multi-family (apartments) housing developments in the City.....	5	4	3	2	1
(C) Attracting more restaurants (not fast food).....	5	4	3	2	1
(D) Attracting more "upscale" retail	5	4	3	2	1
(E) Providing incentives for commercial development.....	5	4	3	2	1
(F) Providing incentives for industrial development.....	5	4	3	2	1

21. Do you think that Rolla should take a pro-growth, directed growth or no growth position?

- (1) Pro-growth, which is where growth is strongly encouraged with minimal regulation
- (2) Directed growth is growth that is encouraged with regulatory oversight
- (3) Growth discouraged.

22. Which of the following factors might cause you to LEAVE Rolla/Phelps County?

(read list and check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> (01) Desire for change in living environment | <input type="checkbox"/> (09) Return to school |
| <input type="checkbox"/> (02) Lack of health care/medical services | <input type="checkbox"/> (10) Lack of adequate housing |
| <input type="checkbox"/> (03) Disparity between wages and cost of living | <input type="checkbox"/> (11) Too expensive to live here |
| <input type="checkbox"/> (04) Lack of professional opportunities | <input type="checkbox"/> (12) Loss of job |
| <input type="checkbox"/> (05) Desire to relocate near family/friends | <input type="checkbox"/> (13) Traffic congestion |
| <input type="checkbox"/> (06) Growth and change in the region | <input type="checkbox"/> (14) Lack of entertainment, cultural and/or shopping opportunities |
| <input type="checkbox"/> (07) Climate and elevation | <input type="checkbox"/> (15) Government regulations/high taxes |
| <input type="checkbox"/> (08) Lack of adequate employment | <input type="checkbox"/> (99) Other _____ |
| | <input type="checkbox"/> (00) None of these: don't plan to leave |

23. Using a 5-point scale, where "5" means strongly agree and "1" means strongly disagree, please indicate your level of agreement with the following statements about various types of development that could be pursued by the City of Rolla:

	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Agree or</u> <u>Disagree</u>	<u>Disagree</u>	<u>Neither</u> <u>Strongly</u> <u>Disagree</u>
(A) Extending Highway 72 so it connects with Interstate 44 should be a priority for the City.....	5	4	3	2	1
(B) Extending Lions Club Drive beyond Highway 72 so it connects with Interstate 44 at the Highway V interchange should be a long-term priority.....	5	4	3	2	1
(C) Housing density should be increased for more compact development in the City	5	4	3	2	1
(D) Rolla should guide growth to the south and east.	5	4	3	2	1
(E) Rolla should invest more resources in improving older areas.....	5	4	3	2	1
(F) Rolla should keep new development from occurring in environmentally sensitive areas, such as flood plains	5	4	3	2	1
(G) A third fire station should be built to serve south Rolla over the next 10 years.....	5	4	3	2	1
(H) A new public library should be built in Rolla.....	5	4	3	2	1
(I) A recreation or gymnasium facility should be constructed to serve south Rolla	5	4	3	2	1
(J) I would support collocating a new recreation facility with a new elementary school.....	5	4	3	2	1
(K) A new senior center should be developed in the City.	5	4	3	2	1
(L) A new south side elementary school should be constructed	5	4	3	2	1
(M) Additional competition-grade baseball, adult and youth softball fields, and soccer field should be added to Ber Juan Park.....	5	4	3	2	1
(N) RMU should improve the reliability of electric service by constructing a new bulk station in Rolla.....	5	4	3	2	1
(O) More parkland should be provided to enhance, guide and link growth.....	5	4	3	2	1

24. What is your age?

(1) under 25 years

(2) 25 to 34 years

(3) 35 to 44 years

(4) 45 to 54 years

(5) 55 to 64 years

(6) 65+ years

25. Would you say your total household income is:

(1) Under \$30,000

(2) \$30,000 to \$59,999

(3) \$60,000 to \$99,999

(4) more than \$100,000

26. Your gender: (1) Male (2) Female

27. What is your home street address? _____

The City of Rolla Thanks You for Your Time - This Concludes the Survey.