

Community Survey Results

WARRENTON COMPREHENSIVE PLAN

June 15, 2015

moving forward - ideas in motion

vireo



SURVEY INTRODUCTION

OVERVIEW & METHODOLOGY

Surveys are an important method of information gathering generating data that is essential for developing an understanding of the community and its needs.

The web-based survey was accessible to respondents utilizing "Survey Monkey" between April 10th and Memorial Day, 2015, for a total of 46 days. A postcard was sent to all Warrenton households with instructions on how to access the survey, and offering a promotion to win a FREE family pool pass for those who participated. The City of Warrenton also issued a news release, which was covered by the local newspaper. Additionally, the survey was promoted on the City's website and social media account; boosted twice to over 3,000 contacts. Postcards and posters were distributed at local public outlets, city pool party and local ball tournaments. Hard copies of the survey were available for distribution at City Hall.

555 respondents completed the survey. The questions were specifically tailored to Warrenton and allowed the consultant team to gather quantitative and qualitative data. These questions ranged in subject from existing conditions to a variety of development priorities, highlighting the following topics:

- Demographics
- Existing conditions
- Challenges and opportunities
- Parks and recreation
- Future growth and development

Sub-topics included shopping patterns, economic development, traffic and commuting patterns, ratings of public

services, neighborhoods and housing, urban design, and open space. These responses will help shape the goals and objectives for this plan.

Twenty-eight total questions were asked. The following are a few select highlights:

- Over 65% of respondents were residents.
- The majority own their own home.
- Over 50% of respondents have lived in Warrenton over 10 years.
- The majority believe that Warrenton is growing too slowly.
- The top three growth and development issues respondents are most concerned about are:
 - Maintaining a balance of jobs and housing
 - Maintaining infrastructure
 - Defining the level of change for 47 Highway
- Respondents said they are "most proud of Warrenton" due to its "small town feel".
- Investing in safe and efficient traffic flow on Highway 47 is a top transportation priority.

Next Steps:

The results of the survey will inform all future phases of the planning process. Results will be sorted to identify common themes regarding attitudes, opinions, perceptions and expectations about growth, development, city services,

priorities, and parks and recreation, and quality of life issues.

Areas of agreement or disagreement will be identified. The positive ratings will focus the development of planning and design goals and help define the most appropriate, as well as inappropriate, uses, characteristics and strategies for the future.

When the positive results from the online survey, and results from Public Workshop #1 are integrated, then translated, two and three dimensional, alternative scenarios will emerge for the next phase of the planning process.

Note, this is not a statistically valid survey, but it will assist planners in understanding community preferences in making certain choices.



Fifteen Minutes Can Help Shape Warrenton's Future!

The City of Warrenton is starting a year long process to create a new Comprehensive Plan, which is used to guide growth and development in Warrenton. What do you think about our community? What is most exciting about Warrenton? What concerns you most? How can we make our great city stronger in a challenging future?

Your Input Matters!

Take part in the survey and enter to win FREE family pool pass on the web at: www.surveymonkey.com/s/Warrenton_Plan



Scan the survey code to start now!



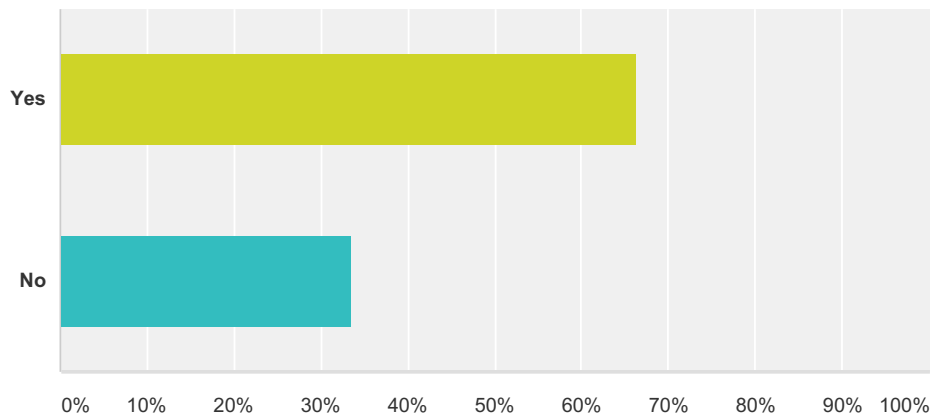
Community Survey Results

WARRENTON COMPREHENSIVE PLAN

Warrenton Comprehensive Plan

Q1 Do you live within the City limits of the City of Warrenton? (Select one)

Answered: 555 Skipped: 0

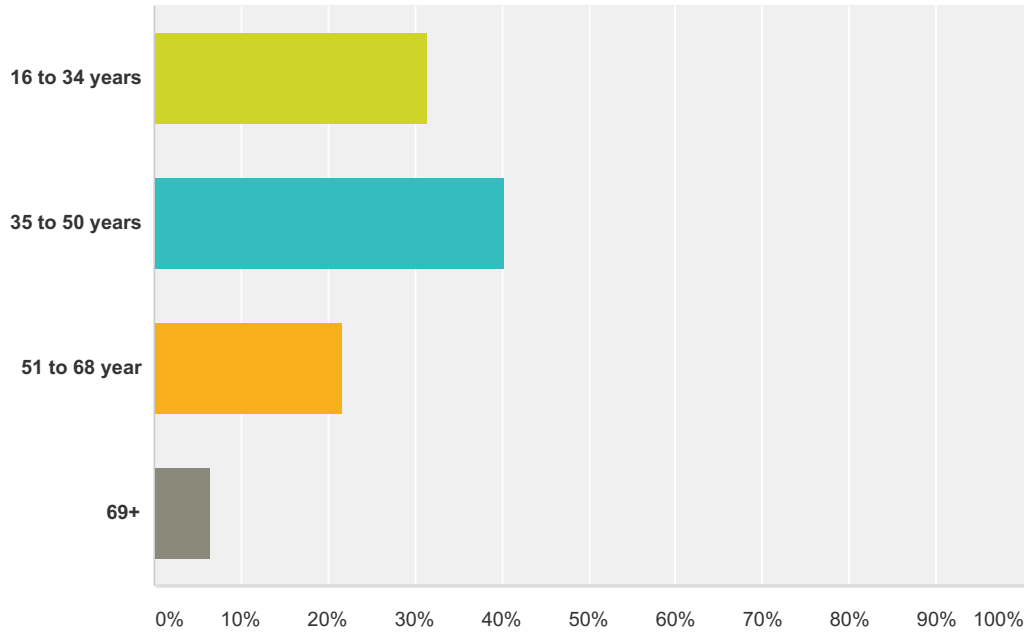


Answer Choices	Responses
Yes	66.31% 368
No	33.69% 187
Total	555

Warrenton Comprehensive Plan

Q2 What is your age? (Select one)

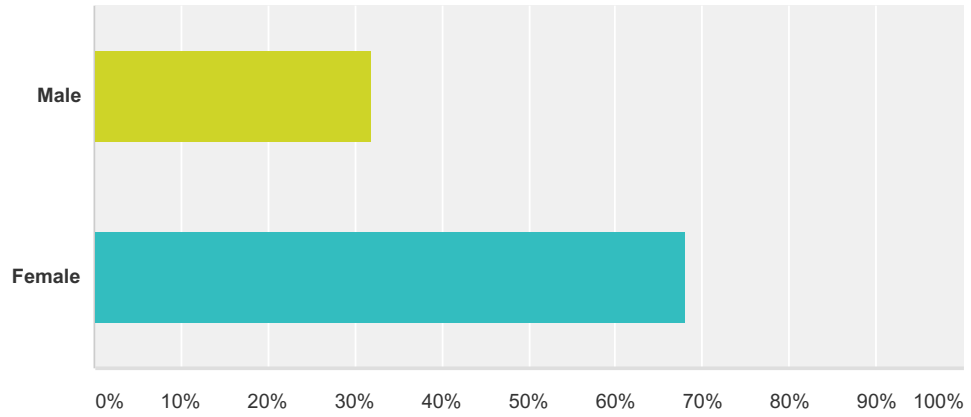
Answered: 555 Skipped: 0



Answer Choices	Responses
16 to 34 years	31.53% 175
35 to 50 years	40.36% 224
51 to 68 year	21.62% 120
69+	6.49% 36
Total	555

Q3 What is your gender?

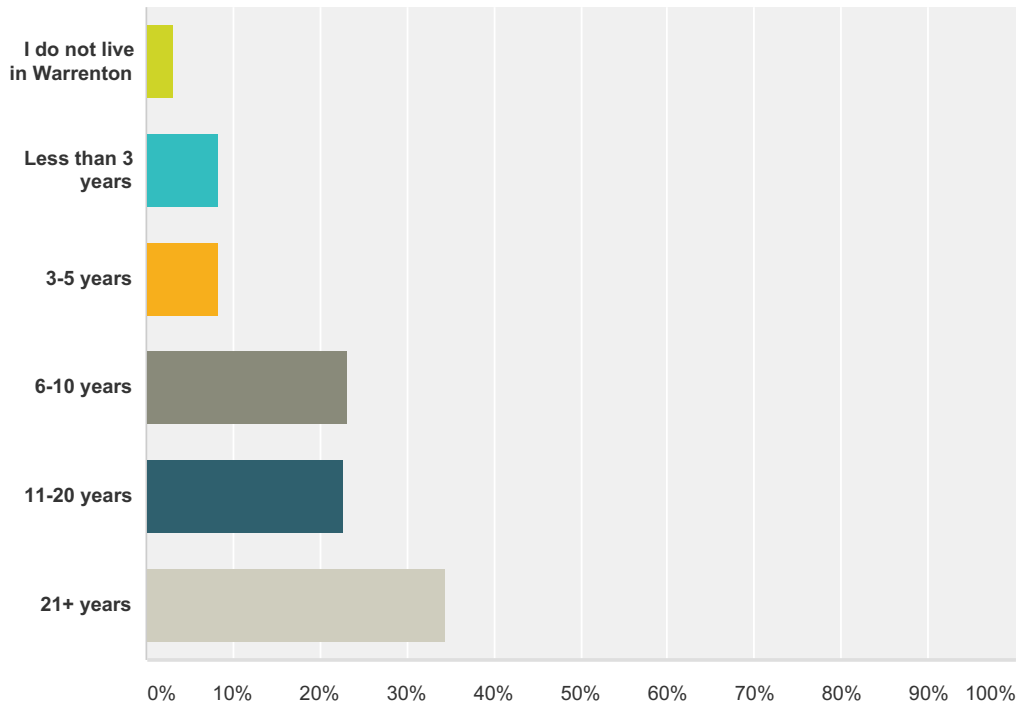
Answered: 548 Skipped: 7



Answer Choices	Responses	
Male	31.93%	175
Female	68.07%	373
Total		548

Q4 How long have you lived in Warrenton, or your present location? (Select one)

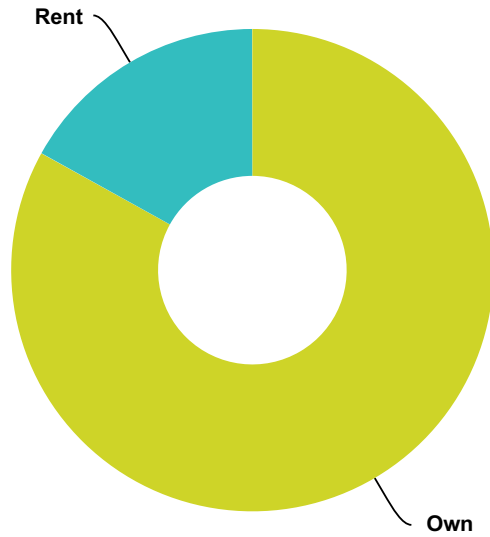
Answered: 555 Skipped: 0



Answer Choices	Responses
I do not live in Warrenton	3.06% 17
Less than 3 years	8.29% 46
3-5 years	8.29% 46
6-10 years	23.24% 129
11-20 years	22.70% 126
21+ years	34.41% 191
Total	555

Q5 Do you own or rent your home? (Select one)

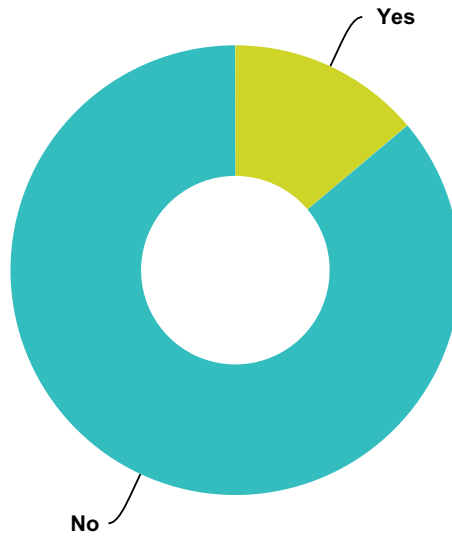
Answered: 555 Skipped: 0



Answer Choices	Responses	
Own	83.06%	461
Rent	16.94%	94
Total		555

Q6 Do you own a business in or near Warrenton? (Select one)

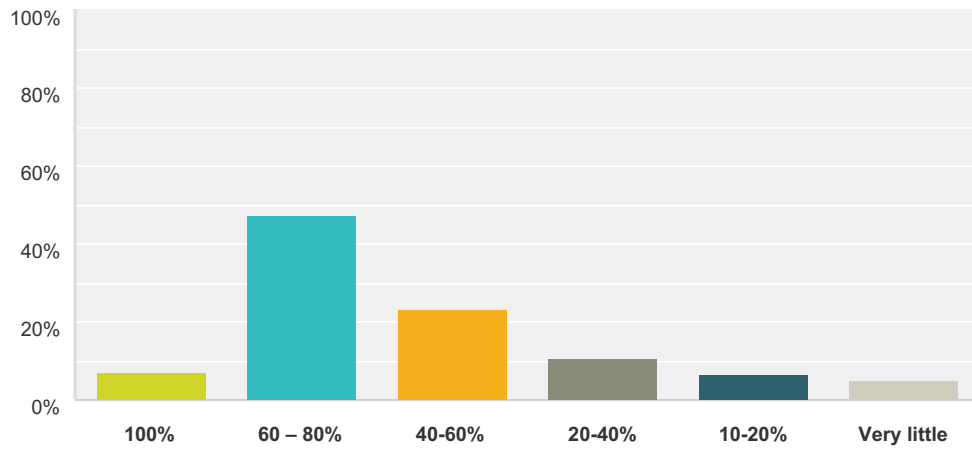
Answered: 555 Skipped: 0



Answer Choices	Responses	
Yes	13.87%	77
No	86.13%	478
Total		555

Q7 What percentage of your shopping is done in Warrenton? (Select one)

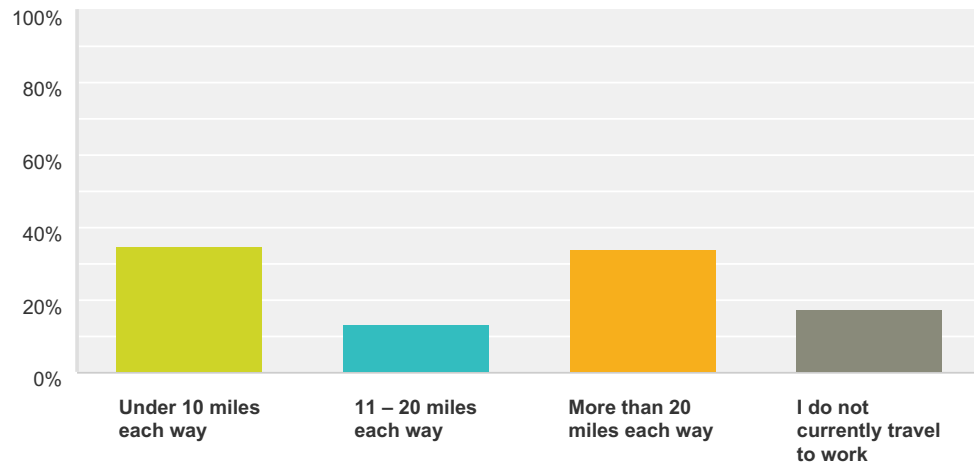
Answered: 555 Skipped: 0



Answer Choices	Responses
100%	6.85% 38
60 – 80%	47.57% 264
40-60%	23.24% 129
20-40%	10.81% 60
10-20%	6.31% 35
Very little	5.23% 29
Total	555

**Q8 What distance do you travel to work?
(Select one)**

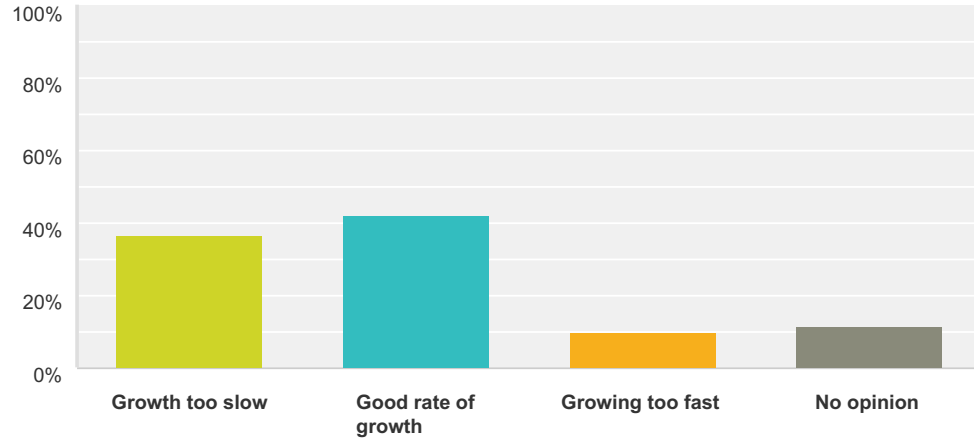
Answered: 555 Skipped: 0



Answer Choices	Responses	
Under 10 miles each way	34.77%	193
11 – 20 miles each way	13.33%	74
More than 20 miles each way	34.23%	190
I do not currently travel to work	17.66%	98
Total		555

Q9 How would you rate Warrenton’s RESIDENTIAL growth over the past 10 years? (Select one)

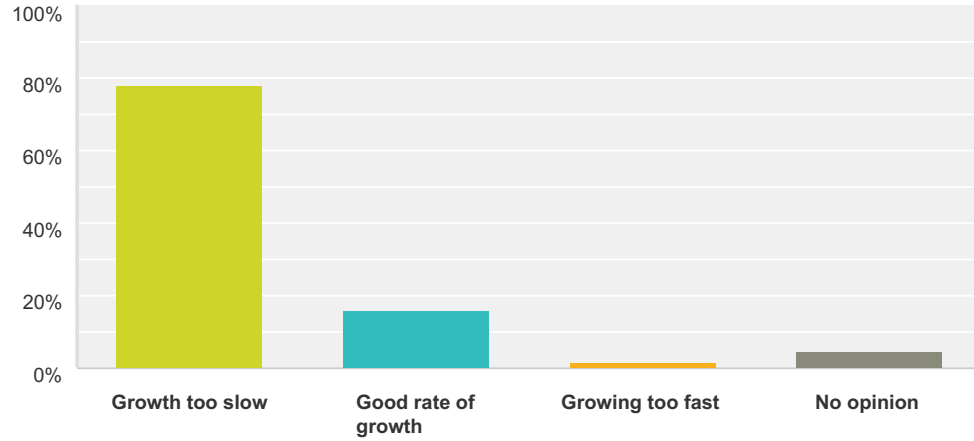
Answered: 526 Skipped: 29



Answer Choices	Responses	
Growth too slow	36.69%	193
Good rate of growth	41.83%	220
Growing too fast	10.08%	53
No opinion	11.41%	60
Total		526

Q10 How would you rate Warrenton's COMMERCIAL growth over the past 10 years? (Select one)

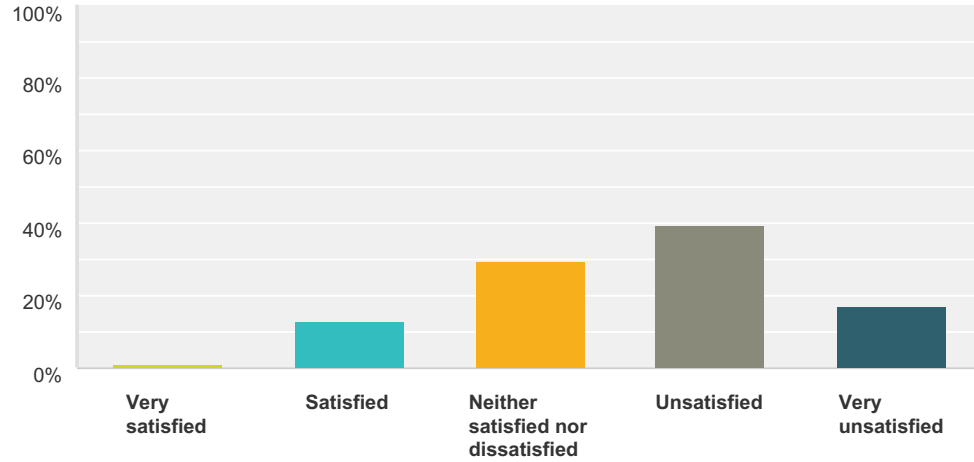
Answered: 526 Skipped: 29



Answer Choices	Responses	
Growth too slow	78.14%	411
Good rate of growth	15.78%	83
Growing too fast	1.71%	9
No opinion	4.37%	23
Total		526

Q11 IN GENERAL, how satisfied are you with the QUALITY of growth and development in Warrenton? (Select one)

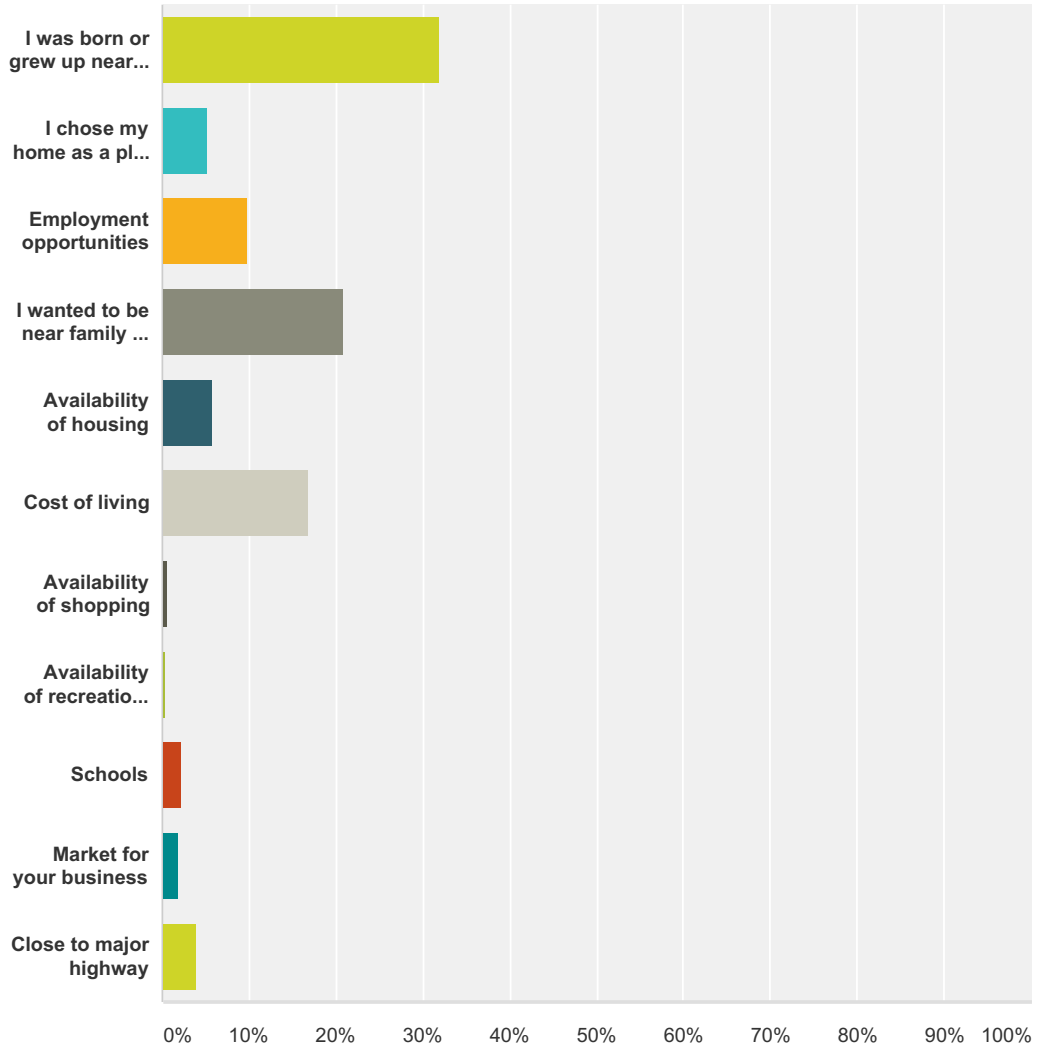
Answered: 526 Skipped: 29



Answer Choices	Responses
Very satisfied	0.95% 5
Satisfied	13.12% 69
Neither satisfied nor dissatisfied	29.47% 155
Unsatisfied	39.35% 207
Very unsatisfied	17.11% 90
Total	526

Q12 What factors influenced your decision TO LIVE AND OR LOCATE your business in or near Warrenton? (Select one)

Answered: 526 Skipped: 29



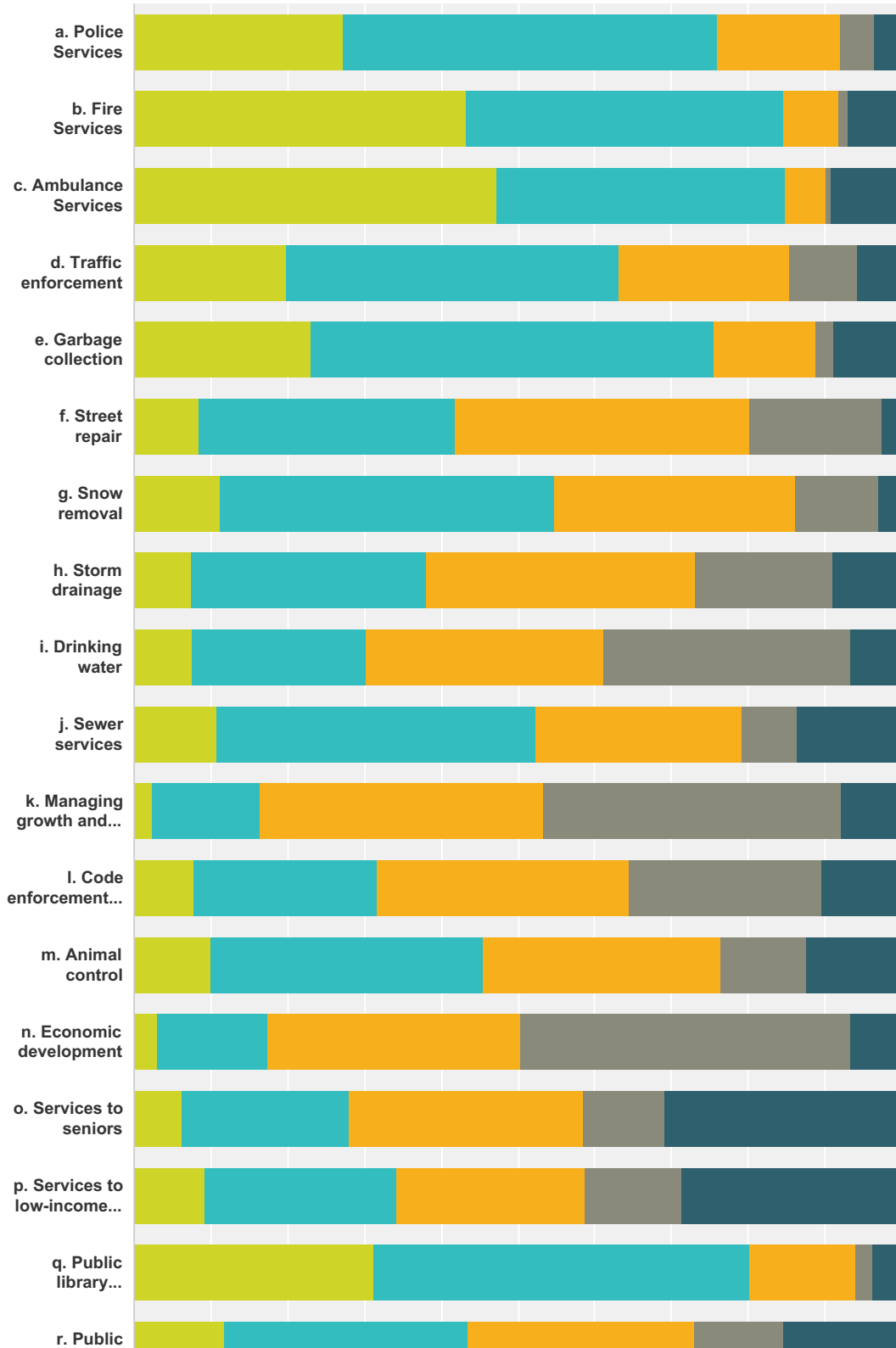
Answer Choices	Responses	Count
I was born or grew up near Warrenton	31.94%	168
I chose my home as a place to retire	5.32%	28
Employment opportunities	9.89%	52
I wanted to be near family and friends	20.91%	110
Availability of housing	5.89%	31
Cost of living	16.92%	89
Availability of shopping	0.57%	3

Warrenton Comprehensive Plan

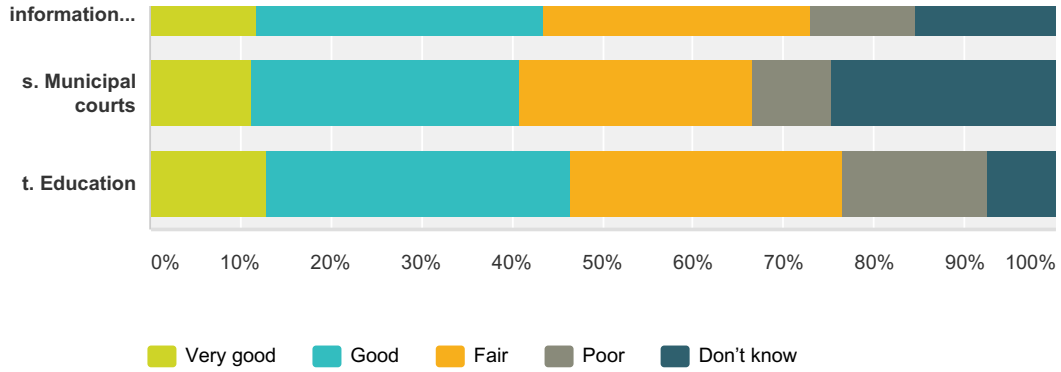
Availability of recreation opportunities	0.38%	2
Schools	2.28%	12
Market for your business	1.90%	10
Close to major highway	3.99%	21
Total		526

Q13 How do you rate the QUALITY of each of the following local government SERVICES in Warrenton?(select 1 for each line)

Answered: 526 Skipped: 29



Warrenton Comprehensive Plan



	Very good	Good	Fair	Poor	Don't know	Total
a. Police Services	27.19% 143	48.86% 257	15.97% 84	4.37% 23	3.61% 19	526
b. Fire Services	43.35% 228	41.25% 217	7.22% 38	1.14% 6	7.03% 37	526
c. Ambulance Services	47.34% 249	37.45% 197	5.32% 28	0.57% 3	9.32% 49	526
d. Traffic enforcement	19.77% 104	43.35% 228	22.24% 117	8.75% 46	5.89% 31	526
e. Garbage collection	23.00% 121	52.47% 276	13.31% 70	2.47% 13	8.75% 46	526
f. Street repair	8.37% 44	33.46% 176	38.40% 202	17.11% 90	2.66% 14	526
g. Snow removal	11.22% 59	43.54% 229	31.37% 165	10.84% 57	3.04% 16	526
h. Storm drainage	7.41% 39	30.61% 161	35.17% 185	17.87% 94	8.94% 47	526
i. Drinking water	7.60% 40	22.62% 119	30.80% 162	32.32% 170	6.65% 35	526
j. Sewer services	10.84% 57	41.44% 218	26.81% 141	7.22% 38	13.69% 72	526
k. Managing growth and development	2.47% 13	13.88% 73	36.88% 194	38.97% 205	7.79% 41	526
l. Code enforcement (weeds, property maintenance, etc)	7.79% 41	23.95% 126	32.70% 172	25.10% 132	10.46% 55	526
m. Animal control	10.08% 53	35.36% 186	30.99% 163	11.22% 59	12.36% 65	526
n. Economic development	3.04% 16	14.45% 76	32.89% 173	42.97% 226	6.65% 35	526
o. Services to seniors	6.27% 33	21.86% 115	30.42% 160	10.65% 56	30.80% 162	526
p. Services to low-income people	9.32% 49	24.90% 131	24.52% 129	12.55% 66	28.71% 151	526
q. Public library services	31.18% 164	49.05% 258	13.69% 72	2.28% 12	3.80% 20	526
r. Public information services	11.79% 62	31.75% 167	29.47% 155	11.60% 61	15.40% 81	526

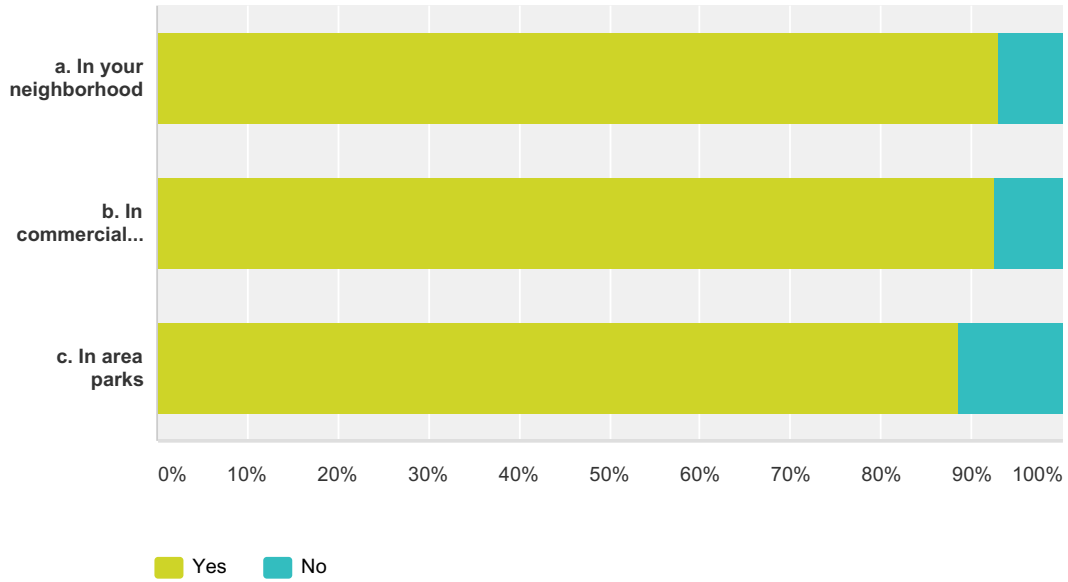
Warrenton Comprehensive Plan

s. Municipal courts	11.22% 59	29.66% 156	25.67% 135	8.75% 46	24.71% 130	526
t. Education	12.74% 67	33.84% 178	30.04% 158	15.97% 84	7.41% 39	526

Warrenton Comprehensive Plan

Q14 Do you feel safe: (select 1 for each line)

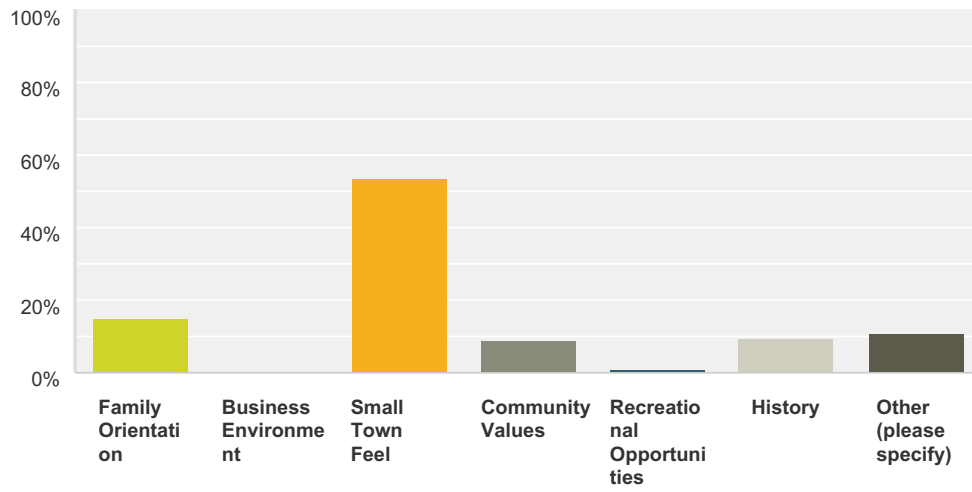
Answered: 526 Skipped: 29



	Yes	No	Total
a. In your neighborhood	92.97% 489	7.03% 37	526
b. In commercial areas	92.59% 487	7.41% 39	526
c. In area parks	88.59% 466	11.41% 60	526

Q15 Which of the following makes you the most proud of Warrenton? (Select one)

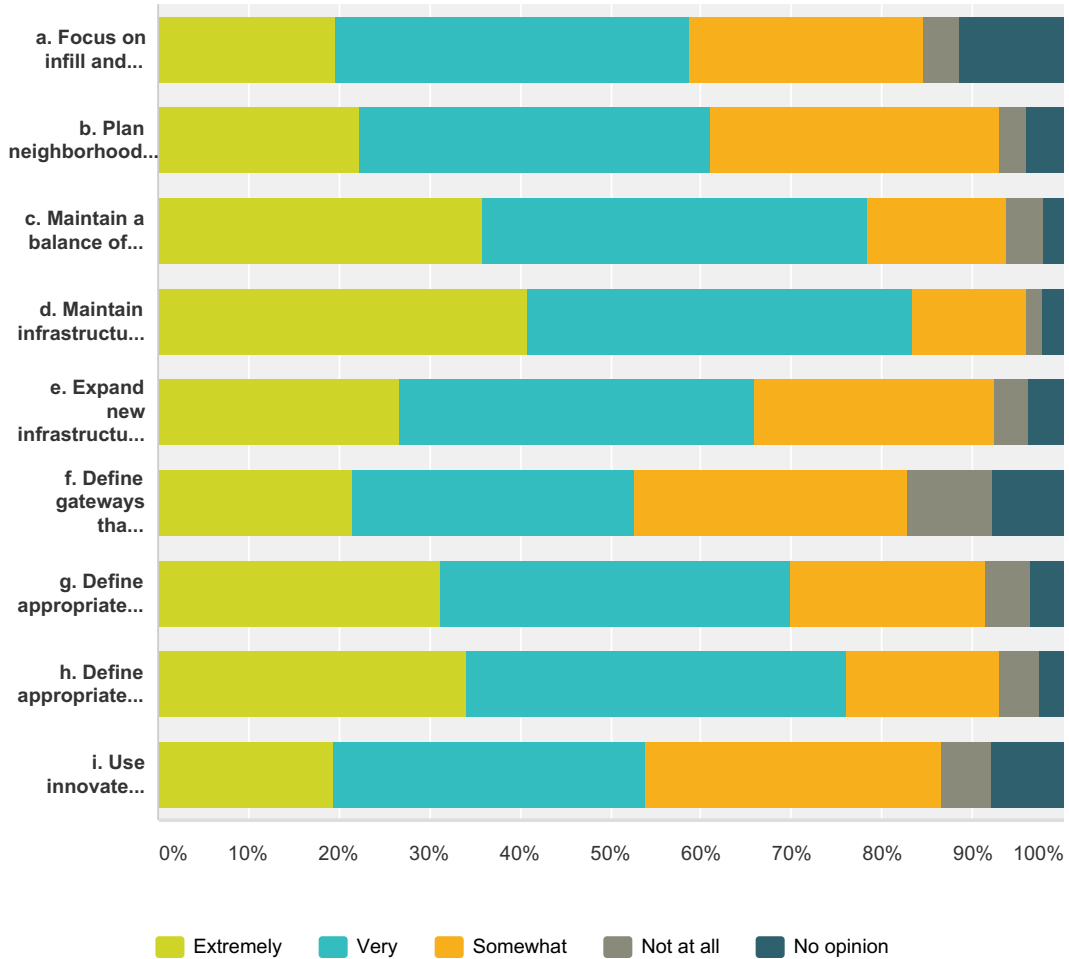
Answered: 526 Skipped: 29



Answer Choices	Responses
Family Orientation	15.21% 80
Business Environment	0.57% 3
Small Town Feel	53.61% 282
Community Values	9.13% 48
Recreational Opportunities	1.14% 6
History	9.51% 50
Other (please specify)	10.84% 57
Total	526

Q16 Evaluate the IMPORTANCE of the following Built Environment, Land Use And Growth Management challenges and opportunities. (select 1 for each line)

Answered: 482 Skipped: 73



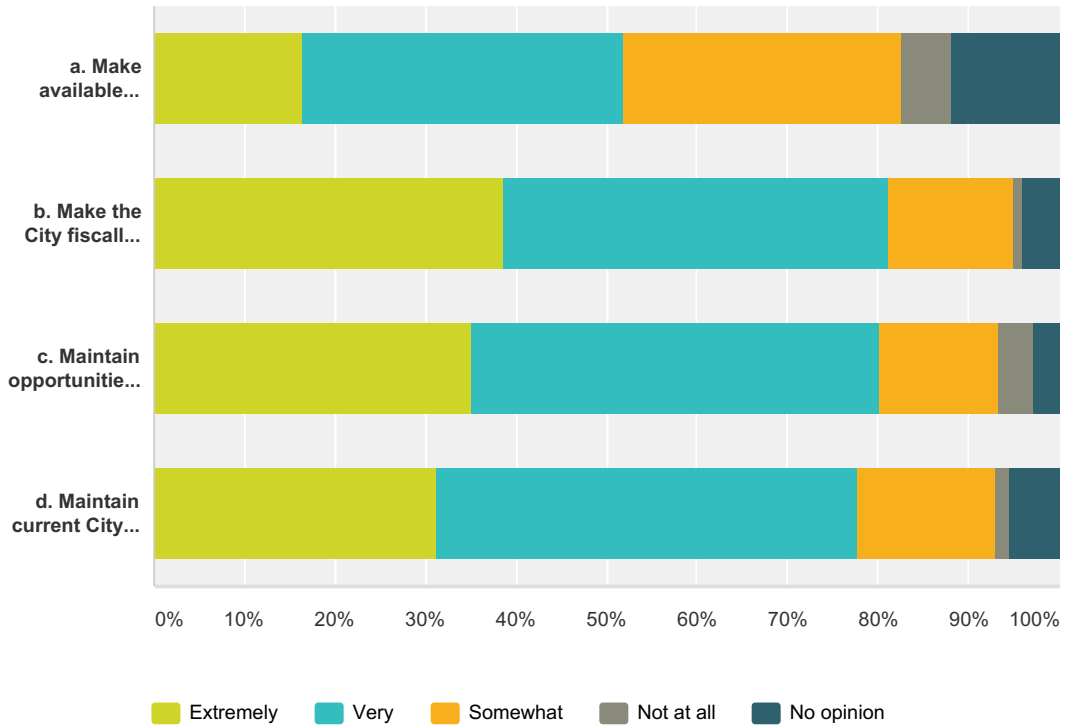
	Extremely	Very	Somewhat	Not at all	No opinion	Total
a. Focus on infill and redevelopment	19.71% 95	39.00% 188	25.93% 125	3.94% 19	11.41% 55	482
b. Plan neighborhoods to accommodate future population and lifestyle shifts	22.20% 107	39.00% 188	31.74% 153	3.11% 15	3.94% 19	482
c. Maintain a balance of jobs-and-housing and land for future jobs	35.89% 173	42.53% 205	15.35% 74	3.94% 19	2.28% 11	482
d. Maintain infrastructure (in areas with older water, sewer, sidewalks, streets, electric, etc.)	40.87% 197	42.53% 205	12.66% 61	1.66% 8	2.28% 11	482
e. Expand new infrastructure (in undeveloped areas – water, sewer, sidewalks, streets, electric, etc.)	26.56% 128	39.42% 190	26.35% 127	3.94% 19	3.73% 18	482
f. Define gateways that distinguish Warrenton	21.37% 103	31.33% 151	30.08% 145	9.34% 45	7.88% 38	482

Warrenton Comprehensive Plan

g. Define appropriate levels of change for Downtown (e.g., reuse, commercial development, historic preservation)	31.33% 151	38.59% 186	21.37% 103	5.19% 25	3.53% 17	482
h. Define appropriate levels of change for 47 Highway.	34.02% 164	42.12% 203	16.80% 81	4.36% 21	2.70% 13	482
i. Use innovate approaches to manage stormwater	19.50% 94	34.44% 166	32.57% 157	5.60% 27	7.88% 38	482

Q17 Evaluate the IMPORTANCE of the following FINANCE AND ECONOMIC challenges and opportunities. (select 1 for each line)

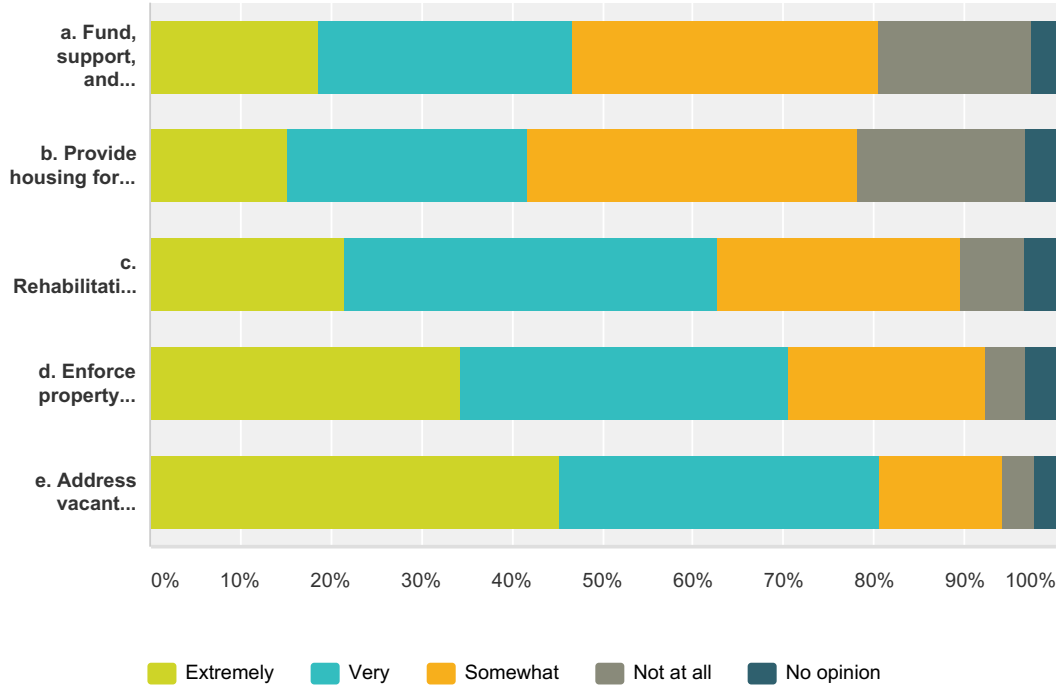
Answered: 482 Skipped: 73



	Extremely	Very	Somewhat	Not at all	No opinion	Total
a. Make available "shovel ready" land for employment.	16.39% 79	35.48% 171	30.71% 148	5.60% 27	11.83% 57	482
b. Make the City fiscally sustainable (balance revenues and cost of services over the long-term)	38.59% 186	42.53% 205	13.90% 67	1.04% 5	3.94% 19	482
c. Maintain opportunities and land for retail and employment	35.06% 169	45.02% 217	13.28% 64	3.73% 18	2.90% 14	482
d. Maintain current City services	31.33% 151	46.47% 224	15.15% 73	1.66% 8	5.39% 26	482

Q18 Evaluate the IMPORTANCE of the following HOUSING challenges and opportunities. (select 1 for each line)

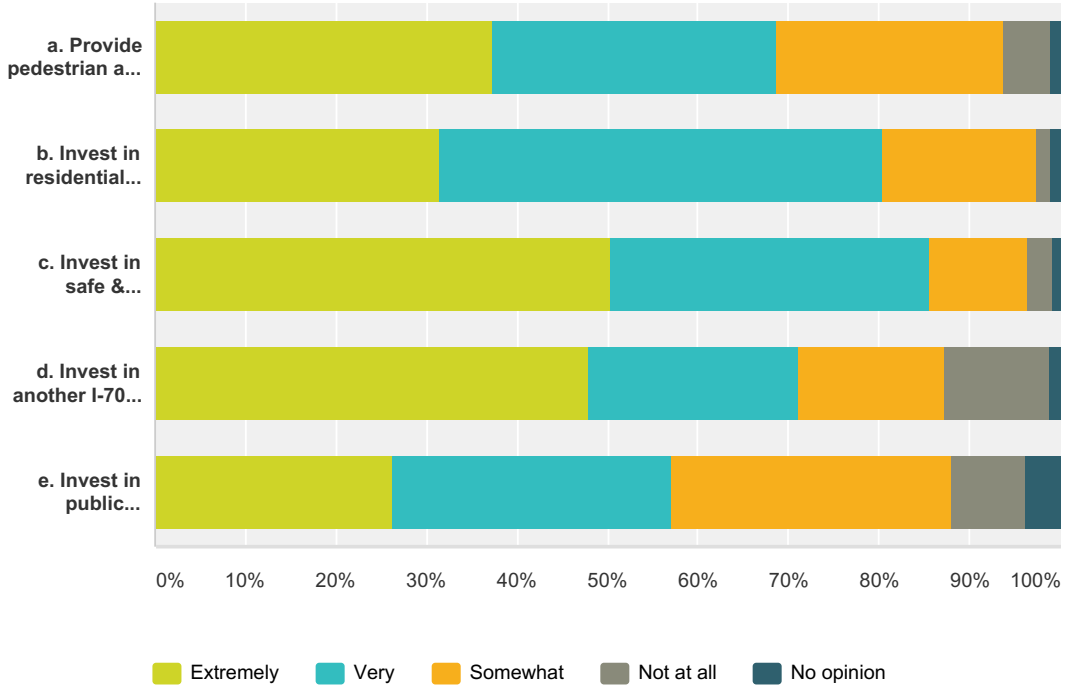
Answered: 482 Skipped: 73



	Extremely	Very	Somewhat	Not at all	No opinion	Total
a. Fund, support, and develop affordable housing	18.67% 90	28.01% 135	33.82% 163	16.80% 81	2.70% 13	482
b. Provide housing for diverse groups and a changing population	15.15% 73	26.56% 128	36.51% 176	18.67% 90	3.11% 15	482
c. Rehabilitation of existing housing stock	21.37% 103	41.29% 199	26.97% 130	7.05% 34	3.32% 16	482
d. Enforce property maintenance and building code issues	34.23% 165	36.31% 175	21.78% 105	4.56% 22	3.11% 15	482
e. Address vacant buildings or lots	45.23% 218	35.27% 170	13.69% 66	3.53% 17	2.28% 11	482

Q19 Evaluate the IMPORTANCE of the following TRANSPORTATION challenges and opportunities. (select 1 for each line)

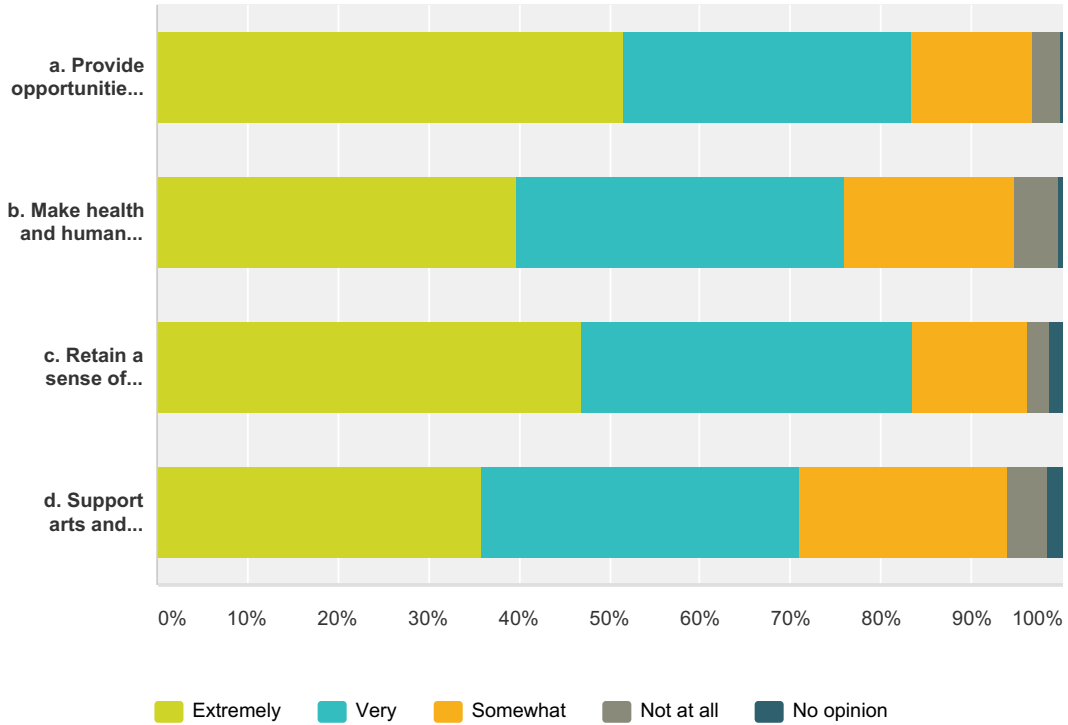
Answered: 482 Skipped: 73



	Extremely	Very	Somewhat	Not at all	No opinion	Total
a. Provide pedestrian and bicycle paths	37.34% 180	31.33% 151	25.10% 121	5.19% 25	1.04% 5	482
b. Invest in residential street repairs and replacement	31.54% 152	48.76% 235	17.01% 82	1.66% 8	1.04% 5	482
c. Invest in safe & efficient traffic flow on Highway 47	50.21% 242	35.27% 170	11.00% 53	2.70% 13	0.83% 4	482
d. Invest in another I-70 interchange to reduce traffic congestion and increase safety on Highway 47	47.93% 231	23.24% 112	15.98% 77	11.62% 56	1.24% 6	482
e. Invest in public transportation options like OATS for existing and future populations	26.35% 127	30.71% 148	30.91% 149	8.30% 40	3.73% 18	482

Q20 Evaluate the IMPORTANCE of the following QUALITY OF LIFE challenges and opportunities. (select 1 for each line)

Answered: 482 Skipped: 73

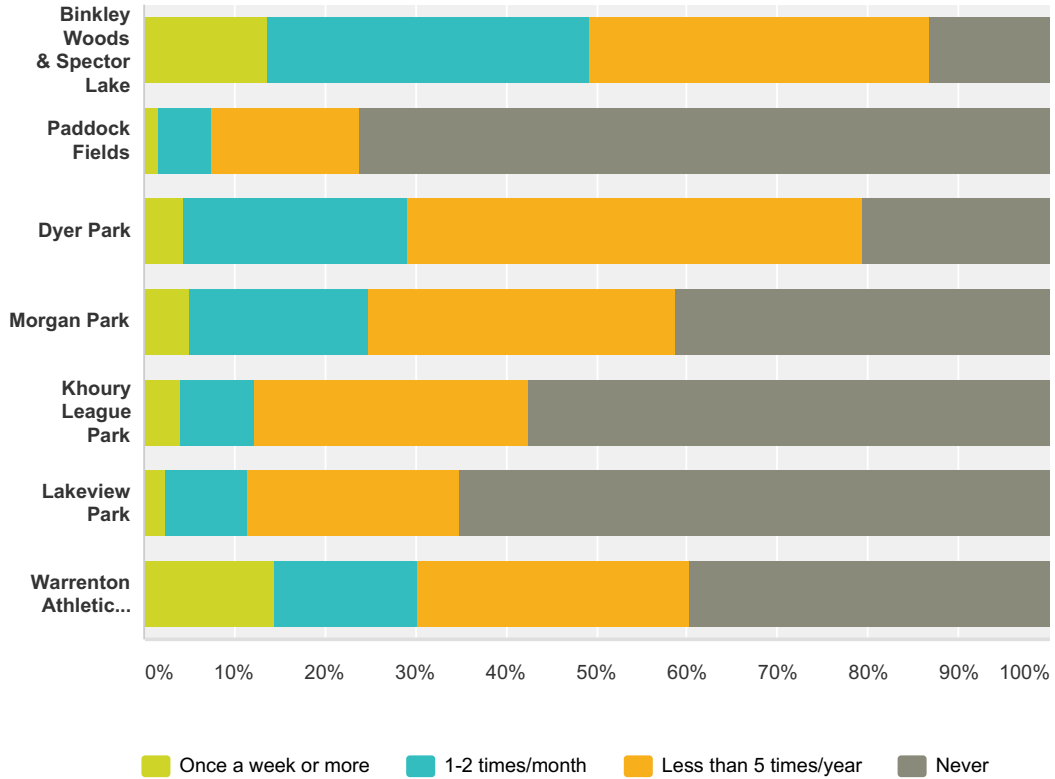


	Extremely	Very	Somewhat	Not at all	No opinion	Total
a. Provide opportunities for physical activity and active lifestyles	51.45% 248	31.95% 154	13.49% 65	2.90% 14	0.21% 1	482
b. Make health and human services accessible to those in need	39.63% 191	36.31% 175	18.88% 91	4.77% 23	0.41% 2	482
c. Retain a sense of community and image	46.89% 226	36.72% 177	12.66% 61	2.28% 11	1.45% 7	482
d. Support arts and cultural organizations, programs and facilities	35.89% 173	35.06% 169	23.03% 111	4.36% 21	1.66% 8	482

Warrenton Comprehensive Plan

Q21 How often do you VISIT OR USE these community parks and facilities? (select 1 for each line)

Answered: 472 Skipped: 83

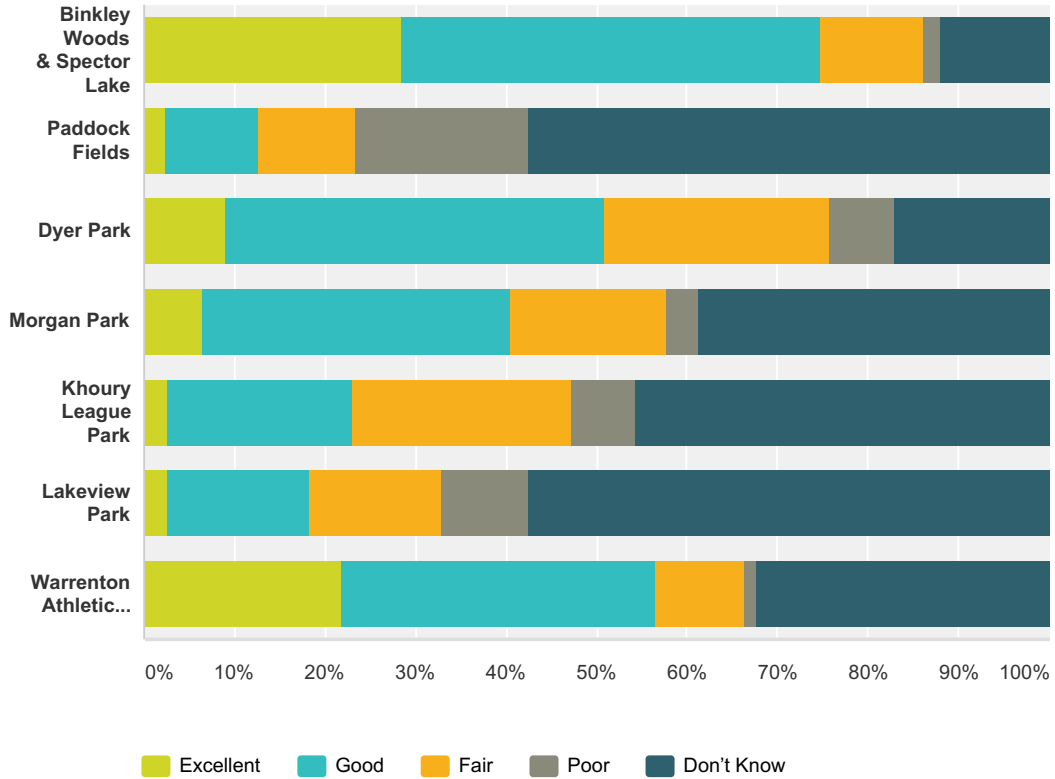


	Once a week or more	1-2 times/month	Less than 5 times/year	Never	Total
Binkley Woods & Spector Lake	13.56% 64	35.81% 169	37.50% 177	13.14% 62	472
Paddock Fields	1.69% 8	5.72% 27	16.53% 78	76.06% 359	472
Dyer Park	4.45% 21	24.58% 116	50.42% 238	20.55% 97	472
Morgan Park	5.08% 24	19.70% 93	33.90% 160	41.31% 195	472
Khoury League Park	4.03% 19	8.26% 39	30.30% 143	57.42% 271	472
Lakeview Park	2.33% 11	9.11% 43	23.52% 111	65.04% 307	472
Warrenton Athletic Complex	14.41% 68	15.89% 75	30.08% 142	39.62% 187	472

Warrenton Comprehensive Plan

Q22 How would you rate the QUALITY of each of the community parks and facilities? (select 1 for each line)

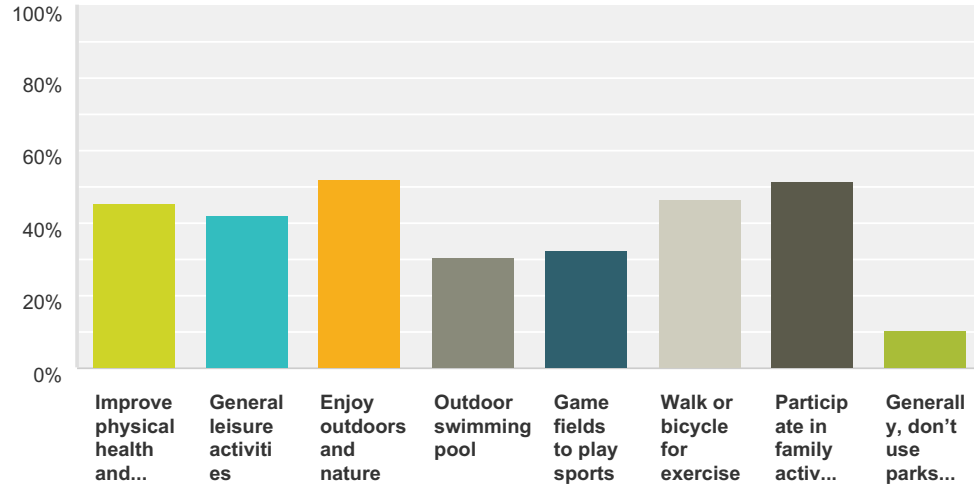
Answered: 472 Skipped: 83



	Excellent	Good	Fair	Poor	Don't Know	Total
Binkley Woods & Spector Lake	28.39% 134	46.40% 219	11.44% 54	1.69% 8	12.08% 57	472
Paddock Fields	2.33% 11	10.38% 49	10.81% 51	19.07% 90	57.42% 271	472
Dyer Park	9.11% 43	41.74% 197	25.00% 118	7.20% 34	16.95% 80	472
Morgan Park	6.36% 30	34.11% 161	17.16% 81	3.60% 17	38.77% 183	472
Khoury League Park	2.54% 12	20.55% 97	24.15% 114	6.99% 33	45.76% 216	472
Lakeview Park	2.54% 12	15.68% 74	14.62% 69	9.75% 46	57.42% 271	472
Warrenton Athletic Complex	21.82% 103	34.75% 164	9.75% 46	1.48% 7	32.20% 152	472

Q23 What are the primary REASONS you use parks or open space in Warrenton? (Select all that apply)

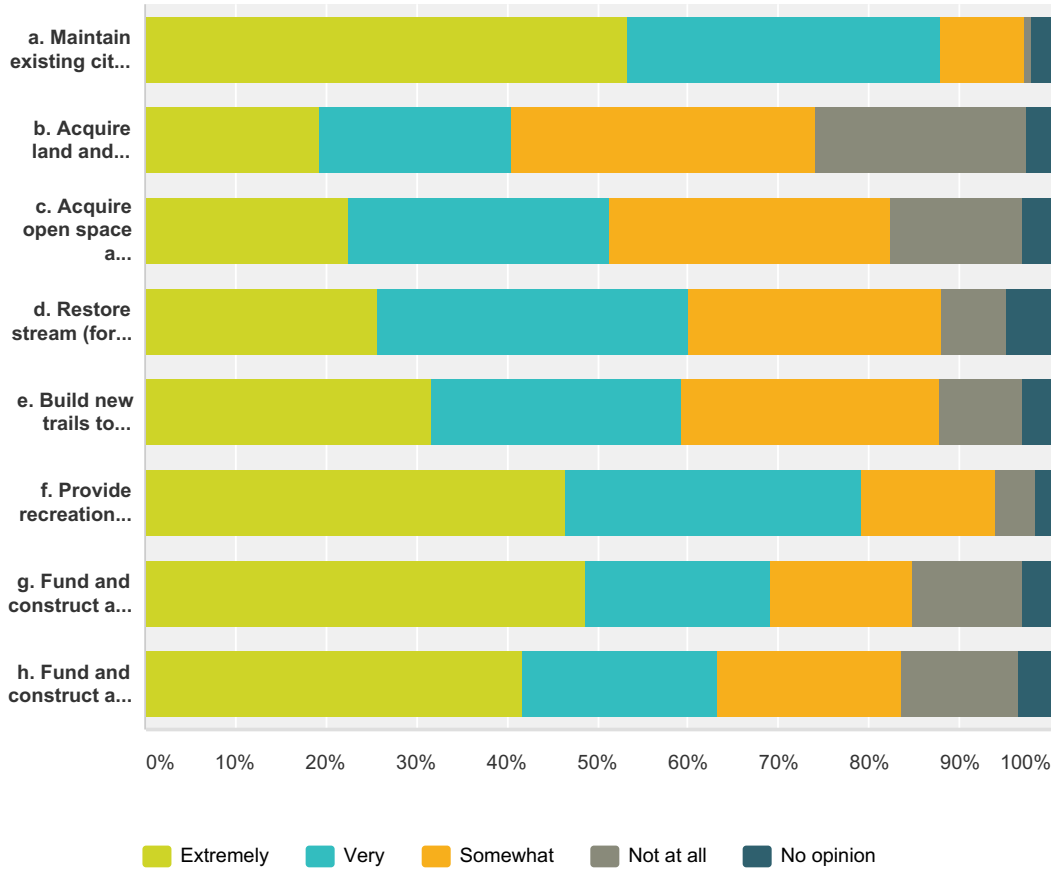
Answered: 472 Skipped: 83



Answer Choices	Responses
Improve physical health and fitness	45.55% 215
General leisure activities	42.16% 199
Enjoy outdoors and nature	52.12% 246
Outdoor swimming pool	30.72% 145
Game fields to play sports	32.63% 154
Walk or bicycle for exercise	46.61% 220
Participate in family activities	51.27% 242
Generally, don't use parks or open space	10.59% 50
Total Respondents: 472	

Q24 Evaluate the IMPORTANCE of the following natural areas, parks, and recreation CHALLENGES AND OPPORTUNITIES. (select 1 for each line)

Answered: 472 Skipped: 83



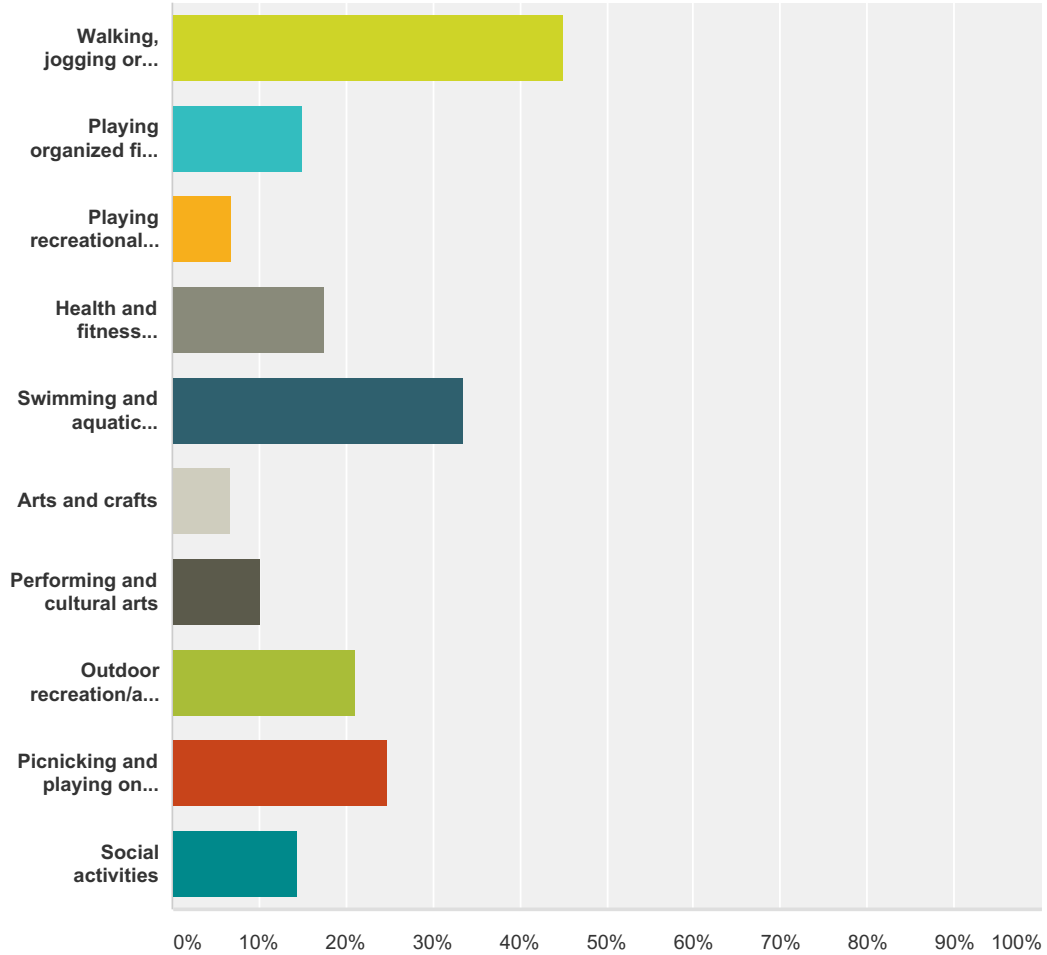
	Extremely	Very	Somewhat	Not at all	No opinion	Total
a. Maintain existing city parks	53.39% 252	34.53% 163	9.32% 44	0.85% 4	1.91% 9	472
b. Acquire land and provide new city parks	19.28% 91	21.19% 100	33.69% 159	23.31% 110	2.54% 12	472
c. Acquire open space and natural areas to enhance quality of life	22.46% 106	28.81% 136	31.14% 147	14.62% 69	2.97% 14	472
d. Restore stream (for stormwater management, recreation purposes, and wildlife habitat)	25.64% 121	34.53% 163	27.75% 131	7.20% 34	4.87% 23	472
e. Build new trails to provide additional recreation opportunities	31.57% 149	27.75% 131	28.39% 134	9.32% 44	2.97% 14	472
f. Provide recreation programs and opportunities for all ages and abilities	46.40% 219	32.84% 155	14.83% 70	4.24% 20	1.69% 8	472
g. Fund and construct a recreation facility	48.73% 230	20.34% 96	15.68% 74	12.29% 58	2.97% 14	472

Warrenton Comprehensive Plan

h. Fund and construct a replacement indoor/outdoor pool to replace the existing aging swimming pool	41.74% 197	21.61% 102	20.13% 95	13.14% 62	3.39% 16	472
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Q25 What TWO types of RECREATION ACTIVITIES do you most enjoy? (Select two)

Answered: 472 Skipped: 83



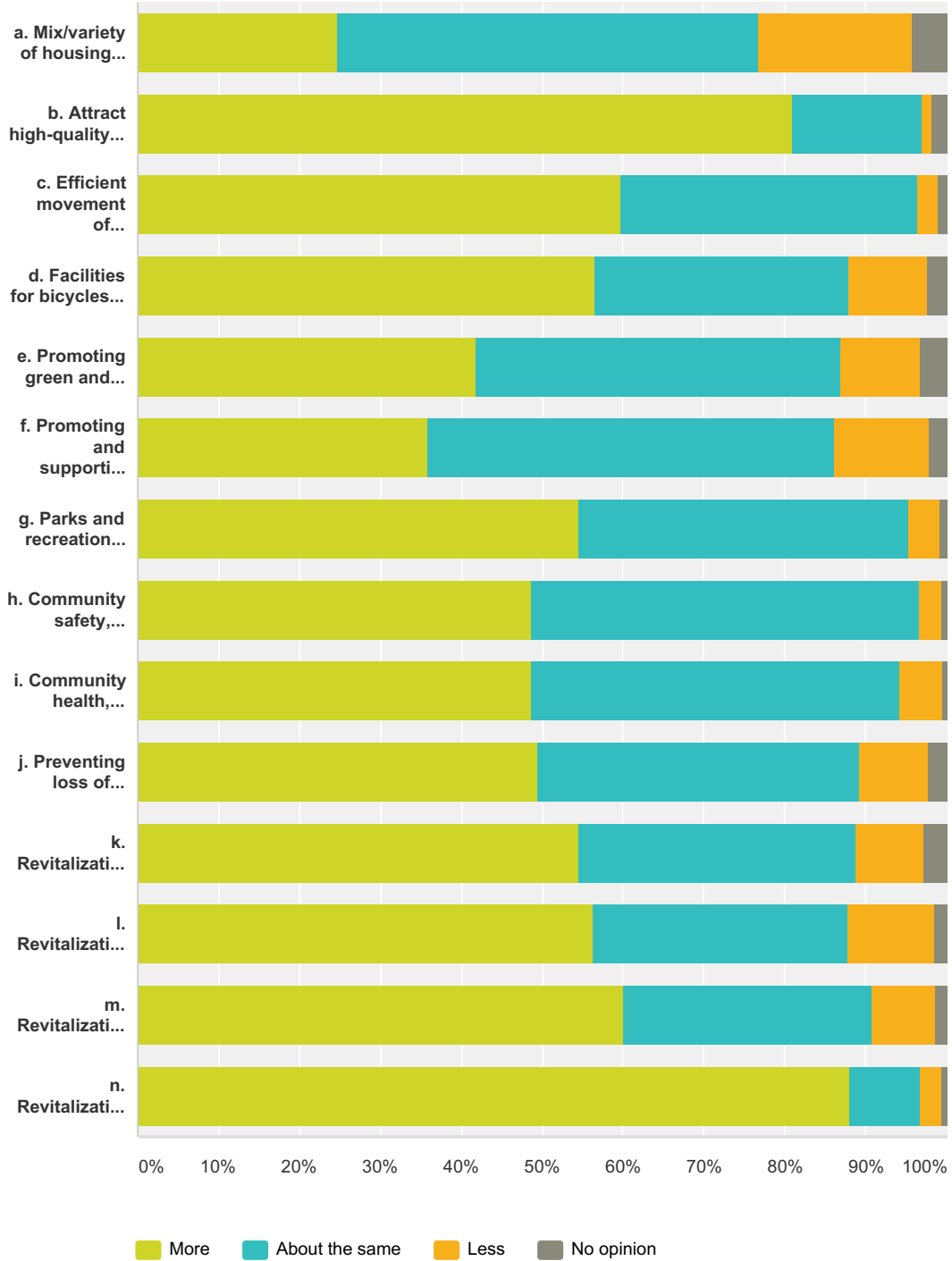
Answer Choices	Responses
Walking, jogging or biking	45.13% 213
Playing organized field sports (baseball, softball, T-ball etc...)	15.04% 71
Playing recreational sports (volleyball, boxing, etc...)	6.99% 33
Health and fitness activities (yoga, workouts, weight training, etc...)	17.58% 83
Swimming and aquatic activities	33.69% 159
Arts and crafts	6.78% 32
Performing and cultural arts	10.17% 48
Outdoor recreation/adventure activities	21.19% 100
Picnicking and playing on playgrounds	24.79% 117

Warrenton Comprehensive Plan

Social activities	14.41%	68
Total Respondents: 472		

Q26 IN THE FUTURE, how much emphasis should the City place on...(select 1 for each line)

Answered: 460 Skipped: 95



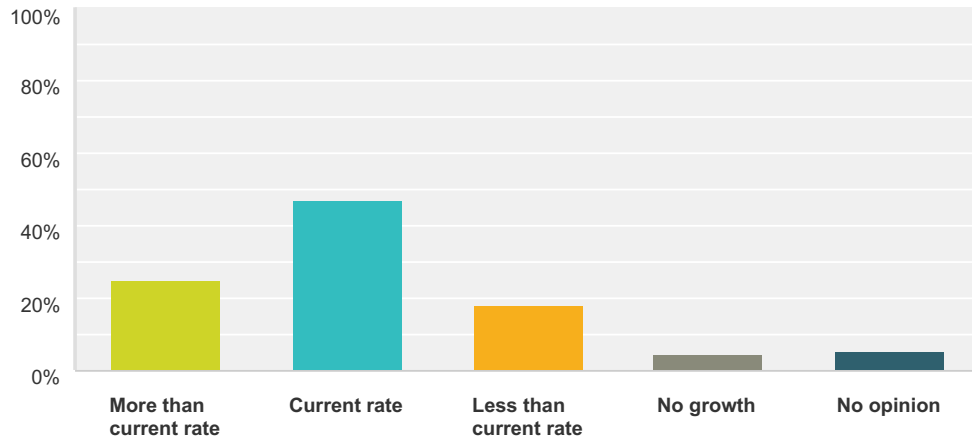
	More	About the same	Less	No opinion	Total
a. Mix/variety of housing types to meet the needs of a changing population	24.57% 113	52.17% 240	19.13% 88	4.13% 19	460

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b. Attract high-quality, clean industry jobs	80.87% 372	16.09% 74	1.30% 6	1.74% 8	460
c. Efficient movement of traffic throughout the community	59.78% 275	36.52% 168	2.61% 12	1.09% 5	460
d. Facilities for bicycles and pedestrians (dedicated lanes, pathways, sidewalks)	56.52% 260	31.52% 145	9.57% 44	2.39% 11	460
e. Promoting green and sustainable development practices	41.96% 193	45.00% 207	9.78% 45	3.26% 15	460
f. Promoting and supporting arts and cultural activities	35.87% 165	50.22% 231	11.74% 54	2.17% 10	460
g. Parks and recreation programs	54.57% 251	40.87% 188	3.70% 17	0.87% 4	460
h. Community safety, including police and fire	48.70% 224	47.83% 220	2.83% 13	0.65% 3	460
i. Community health, wellness and quality of life	48.70% 224	45.43% 209	5.43% 25	0.43% 2	460
j. Preventing loss of community character and identity	49.57% 228	39.57% 182	8.70% 40	2.17% 10	460
k. Revitalization of the Intersection of Booneslick RD & 47 Highway	54.57% 251	34.13% 157	8.48% 39	2.83% 13	460
l. Revitalization of the I-70 Interchange area	56.30% 259	31.52% 145	10.87% 50	1.30% 6	460
m. Revitalization of Downtown	60.22% 277	30.65% 141	7.83% 36	1.30% 6	460
n. Revitalization of the Outlet Mall site	88.04% 405	8.70% 40	2.61% 12	0.65% 3	460

Q27 Warrenton’s POPULATION expanded by 48% from 1990 to 2000 and grew another 40% from 2000 to 2008. The current population of Warrenton is estimated at 7,880 people. IN THE FUTURE, growth rates are expected to start increasing again. At what rate would you like to see population growth occur in Warrenton? (select 1)

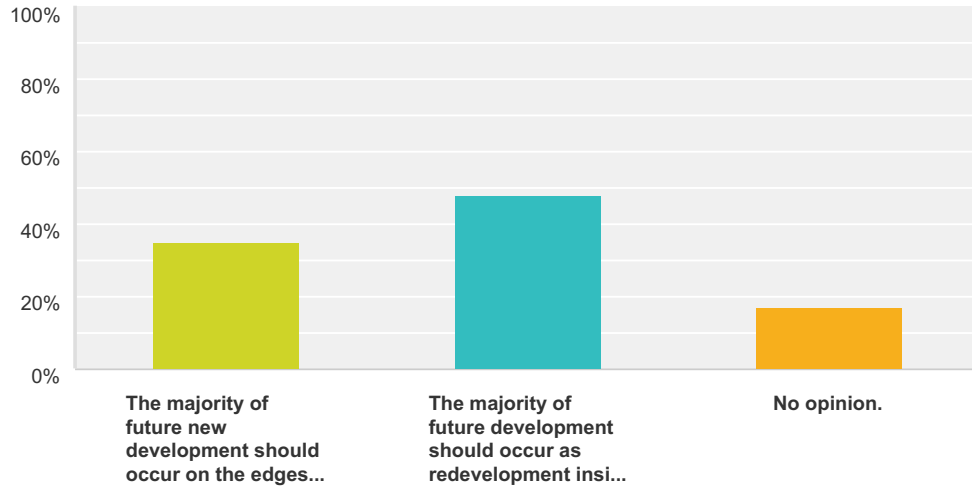
Answered: 460 Skipped: 95



Answer Choices	Responses	
More than current rate	25.00%	115
Current rate	47.17%	217
Less than current rate	18.04%	83
No growth	4.35%	20
No opinion	5.43%	25
Total		460

**Q28 Some amount of growth will happen.
 “WHERE” Warrenton will absorb that
 “growth” will influence quality of life. Which
 APPROACH do you prefer to accommodate
 this growth? (select 1)**

Answered: 460 Skipped: 95



Answer Choices	Responses	
The majority of future new development should occur on the edges of Warrenton.	35.00%	161
The majority of future development should occur as redevelopment inside the Warrenton city limits.	48.04%	221
No opinion.	16.96%	78
Total		460

