

28th Annual Report

Ames Residential Satisfaction Survey

2010



2010 Ames Resident Satisfaction Survey
28TH ANNUAL STATISTICAL REPORT

The City of Ames, Iowa, conducts an annual satisfaction survey of community residents. In early 2010, the City mailed questionnaires to 1,350 city residents whose names were randomly selected from the City of Ames utility users list (population=19,610). Additionally, 986 Iowa State University students were randomly selected from a mailing list generated by the ISU Office of the Registrar. Utility bill customers received a 12-page survey booklet via U.S. Mail. The booklet included standard benchmarking questions, as well as issue-related questions written specifically for this survey. The ISU students received the same survey via email developed using the SurveyMonkey program. New questions in the survey were formulated with assistance from City of Ames department managers, and Timothy Borich and Nora Ladjahasan of the Institute for Design Research and Outreach (IDRO), College of Design, Iowa State University Extension. This analysis was completed with assistance from Nora Ladjahasan, Assistant Scientist II.

This statistical report summarizes results from 728 respondents who returned usable questionnaires (447 from the Ames residents (61%) and 281 from ISU students (39%)). The online survey for ISU students generated 690 surveys. However, only 281 surveys were used in the analysis due to incomplete surveys, and questionable or unreliable responses.

Response rate for the Ames utility user group was 33% and 69.9% for ISU students. Overall response rate for this year is 48.7%, which is twice as much as last year.

The number of questionnaires mailed or emailed included an oversampling of students in order to come up with the desired sample size that would reflect target populations. The sample size needed to confidently generalize the findings was 720. This is based on 99% confidence level and a 4 confidence interval. This means that we are 99% confident that the responses to the questions are within +/-4% of the results obtained if everybody participated. For more details on calculating sample size, refer to: <http://www.surveysystem.com/sscalc.htm>.

Respondents' Personal and Social Characteristics

Table 1 illustrates the personal and social characteristics of respondents who completed the questionnaire. Column 1 lists characteristics that respondents were asked in the survey. Column 2 shows personal and social characteristics of Ames residents during the 2006-2008 census estimate. Columns 3-7 show personal and social characteristics of individuals who completed surveys between the years of 2006 and 2010.

Of the respondents in this year's survey, 49% of respondents are male, which is slightly lower than the 2006-2008 American Community Survey 3-Year estimates for Ames
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[& county=ames& cityTown=ames& state=04000US19& zip=& lang=en& sse=on&pctxt=fph&pgsl=010.](#)

Table 1. 2010 Ames Resident Satisfaction Survey respondent characteristics (%)

| Characteristics | 2006-2008 | Survey Year | | | | |
|----------------------------|-----------------|-------------|------|------|------|------|
| | Census estimate | 2006 | 2007 | 2008 | 2009 | 2010 |
| Years lived in Ames | | | | | | |
| Less than 1 yr | 4 | 0 | 1 | 1 | <1 | <1 |
| 1-3 yr | 21 | 20 | 27 | 28 | 39 | 31 |
| 4-6 yr | 17 | 17 | 17 | 15 | 19 | 22 |
| 7-10 yr | 5 | 10 | 9 | 10 | 6 | 8 |
| More than 10 yr | 53 | 53 | 46 | 47 | 36 | 39 |
| Gender | | | | | | |
| Female | 47 | 47 | 47 | 46 | 48 | 51 |
| Male | 53 | 53 | 53 | 54 | 49 | 49 |
| Age | | | | | | |
| 18-24 | 45 | 22 | 19 | 24 | 25 | 32 |
| 25-44 | 28 | 31 | 26 | 29 | 29 | 32 |
| 45-64 | 17 | 28 | 37 | 26 | 27 | 23 |
| 65-74 | 10 | 11 | 9 | 11 | 10 | 6 |
| Over 75 | | 8 | 9 | 10 | 9 | 7 |
| Education | | | | | | |
| Some HS | 3 | 1 | 1 | 1 | 1 | <1 |
| HS diploma | 11 | 7 | 5 | 9 | 8 | 6 |
| Some college | 47 | 29 | 25 | 29 | 30 | 34 |
| College degree | | 25 | 25 | 24 | 22 | 22 |
| Some grad work | 39 | 11 | 13 | 9 | 11 | 13 |
| Graduate degree | | 28 | 31 | 28 | 29 | 25 |
| Employment status | | | | | | |
| Full-time student | - | 28 | 20 | 30 | 32 | 47 |
| Employed part-time | 95 | 24 | 21 | 24 | 30 | 36 |
| Employed full-time | | 46 | 49 | 41 | 53 | 29 |
| Retired | - | 17 | 22 | 21 | 25 | 13 |
| Unemployed | 5 | 2 | 4 | 7 | 9 | 9 |
| Full-time homemaker | - | 4 | 3 | 3 | 5 | 4 |
| Household income | | | | | | |
| Less than \$25,000 | 31 | 28 | - | 29 | 30 | 43 |
| \$25,000-\$49,999 | 27 | 25 | - | 22 | 22 | 16 |
| \$50,000-\$74,999 | 17 | 16 | - | 14 | 17 | 15 |
| \$75,000-\$100,000 | 10 | 15 | - | 13 | 11 | 9 |
| \$100,000 + | 15 | 16 | 21 | 21 | 20 | 17 |

Sixty percent of the respondents have a college degree compared to 62% last year, and much higher than the 2006-2008 census estimate (39%). Twenty-nine percent of respondents are employed full-time and 47% are full-time students. Full-time students returning this year's survey tripled from 2009 to 2010. Four in 10 (43%) respondents reported their household income to be less than \$25,000, 16% report their income is between \$25,000 and \$49,999, 24% report earning \$50,000 to \$99,999, and 17% of respondents make more than \$100,000 annually. Compared to last year's survey, household incomes of the respondents are lower.

Approximately half (49%) of the respondents own their residence, the others (51%) rent. The majority of renters (63%) reported renting due to their short-term stay in Ames. Other reasons for renting were lack of adequate income (45%), followed by little or no upkeep (38%). The trend in the past three years (2008-2010) is almost the same. (Table 2)

Respondents who are homeowners differ from renters on several personal and social characteristics. Homeowners have lived in Ames longer than renters (25.3 years and 5.4 years, respectively). Of those who have lived in Ames more than 10 years, nearly nine in 10 (88%) are homeowners. Of those who have lived in Ames for four to 10 years, only over a quarter (26%) own their home. More than half (49%) of renters have lived in Ames for three years or less.

Not surprisingly, respondents who are homeowners (53 years old) tend to be older than renters (27 years old). Of those between 25 and 44, less than half (45%) are homeowners. Of those between the ages of 45 to 64, nearly nine in 10 (87%) are homeowners. In contrast, 97% of those under 25 years old rent, and 85% of fulltime college students currently rent. For those who have at least completed college, 56% are homeowners and 44% are renters. Finally, homeowners typically have bigger household income than renters. Fifty-one percent of homeowners earn \$50,000 or more, whereas only 8% of the renters earn more than \$50,000. (Figures from this paragraph are not shown in any tables.)

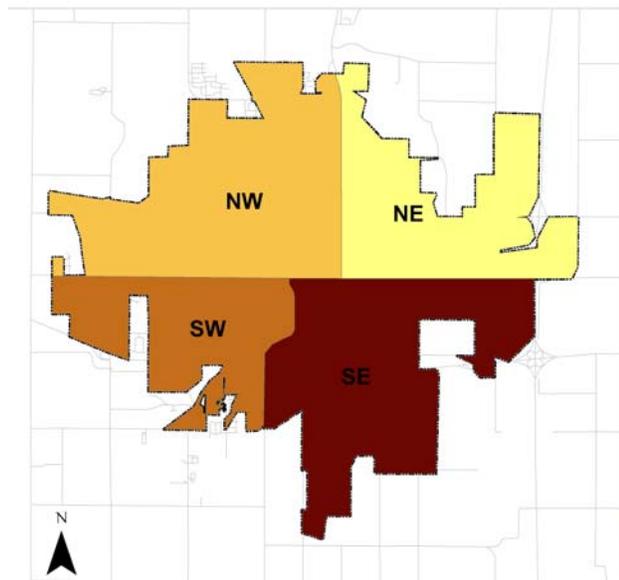
Table 2. Housing characteristics

| Characteristics | 2006-08 Census estimate | Survey Year | | | | |
|----------------------------------|-------------------------------|-------------|------|------|------|------|
| | | 2006 | 2007 | 2008 | 2009 | 2010 |
| <i>Percent</i> | | | | | | |
| Housing type | | | | | | |
| Rent | 44 | 40 | 31 | 40 | 42 | 51 |
| Own | 56 | 60 | 67 | 56 | 58 | 49 |
| If rent, for what reason? | | | | | | |
| Short term stay in Ames | - | 55 | 53 | 62 | 63 | 63 |
| Lack of adequate income | - | 37 | 40 | 44 | 46 | 45 |
| Little/no upkeep | - | 27 | 34 | 37 | 35 | 38 |
| More security | - | 7 | 5 | 10 | 8 | 6 |
| Location of home | | | | | | |
| Southeast | - | 11 | 12 | 12 | 9 | 13 |
| Southwest | - | 20 | 25 | 25 | 24 | 26 |
| Northeast | - | 15 | 17 | 13 | 14 | 12 |
| Northwest | - | 54 | 46 | 50 | 53 | 49 |

Respondents also were asked about the place where they live. As seen on Figure 1, majority (49%) of the respondents reside in the northwest part of the city (53% in 2009), 26% from southwest (24% in 2009), 13% from the southeast (9% in 2009), and 12% from northeast for 2010 (14% in 2009). The distribution of respondents based on residence is quite evenly distributed compared with 2009.

Figure 1. Geographic Sections

- 49% = Northwest
- 26% = Southwest
- 13% = Southeast
- 12% = Northeast



Priorities for On-Going Services

Respondents were asked to indicate how the city budget should be allocated (less, same or more) on several services paid for by property or sales taxes. The current funding amount for each of the services was indicated in the survey. Spending priorities are shown in Table 3. A majority of respondents reported that they would like city to spend the same amount as previous year for all of the 11 services mentioned. The category “other” received 30 responses (see appendix for the complete list).

On a scale of 1 to 3 (1 = less spending, 2 = same, and 3 = more), only two programs were rated below 2.0 (arts programs, such as Public Art & COTA, and land use planning). Both of the programs received the most support for spending reductions (31% and 25%, respectively).

Of those selecting “spend more,” 26% of respondents wanted to spend more on transit system, followed by 24% who would like to see more money spent on recreational opportunities and law enforcement.

Table 3. On-going service priorities

| On-going service | Should the city spend....? | | | Average |
|--|----------------------------|---------|---------|---------|
| | Less(1) | Same(2) | More(3) | |
| Transit system (CyRide) (n=704) | 10% | 65% | 26% | 2.2 |
| Recreational opportunities (n=713) | 17% | 59% | 24% | 2.1 |
| Law enforcement (n=716) | 15% | 61% | 24% | 2.1 |
| Sanitation/food inspections (n=713) | 6% | 73% | 21% | 2.1 |
| Human service agency funding (ASSET) (n=703) | 16% | 64% | 20% | 2.0 |
| Land use planning (both current and long-term) (n=706) | 25% | 56% | 20% | 1.9 |
| Parks activities (n=714) | 21% | 60% | 19% | 2.0 |
| Ames Public Library (n=711) | 19% | 62% | 18% | 2.0 |
| Fire protection (n=716) | 6% | 78% | 16% | 2.1 |
| Ames Animal Shelter & animal control (n=984) | 15% | 69% | 16% | 2.0 |
| Arts programs (Public Art & COTA) (n=716) | 31% | 55% | 14% | 1.8 |
| Other (please specify) (n=30) | | | | |

Table 4 shows trends in spending preferences. The table demonstrates that the percent of respondents wanting to spend more for each of those services did not change for 2010, with one exception. There was an 11% increase from 2009 to 2010 for transit system or CyRide support. This might due to the fact that 56% of the respondents use CyRide and the increase in student participation in the survey. In the category of “spend more,” there was a 6% increase in long range a current planning (13% to 19%) and a 5% increase in law enforcement (from 19% to 24%). The table also shows that recreational opportunities and human services spending are the two programs that consistently receive at least 20% of the respondents indicating more spending.

Table 4. Trends in “spend more” responses for on-going services (%).

| | Survey Year | | | | |
|--|----------------|-------------|-------------|-------------|-------------|
| | <u>2006</u> | <u>2007</u> | <u>2008</u> | <u>2009</u> | <u>2010</u> |
| | <i>Percent</i> | | | | |
| Transit system (CyRide) | 20 | 18 | 23 | 15 | 26 |
| Recreational opportunities | 28 | 34 | 29 | 22 | 24 |
| Law enforcement | 14 | 20 | 18 | 19 | 24 |
| Sanitation/food inspections | 20 | 28 | 28 | 18 | 21 |
| Human Service Agency funding | 23 | 25 | 23 | 20 | 20 |
| Park activities | 20 | 22 | 27 | 19 | 19 |
| Long range and current planning | 19 | 16 | 16 | 13 | 19 |
| Library | 25 | 24 | 23 | 19 | 18 |
| Ames Animal Shelter and Animal Control | 18 | 19 | 22 | 16 | 16 |
| Fire protection | 15 | 18 | 12 | 12 | 16 |
| Art programs | 20 | 19 | 20 | 12 | 14 |

There were statistically significant differences noted between social characteristics and responses to some services. The data were examined for differences by employment status, age, gender, home ownership, and household income. **The following groups of respondents supported increased spending on following programs and services.**

Arts Programs (Public Art &COTA)

- Unemployed
- Younger respondent (34 years of age)
- Newer residents (10 years in Ames)
- Female respondents
- Renter Under \$25,000

Recreational Opportunities.

- Part-time, full-time, and unemployed respondents
- Younger respondent (34 years of age)
- Newer residents (11 years in Ames)
- Renter

Fire protection.

- Full-time, part-time employed respondents
- Older respondents (43 years of age)
- Homeowner

Human service agency.

- Retired respondents
- Older respondents (44 years of age)
- Female respondents

Sanitation/food inspections.

- Renter
- Under \$25,000

Law enforcement.

- Retired
- Employed full-time
- Older respondent (44 years of age)
- Long-term residents (17 years in Ames).
- Homeowner
- Income of \$100,000 and above

Parks Activities.

- Younger respondent (34 years of age)
- Newer residents (9 years in Ames)
- Renter

Ames Animal Shelter and Animal Control. There is no significant difference in support.

Long range and current planning.

- Unemployed respondents
- Younger respondent (35 years old)
- Newer residents (11 years in Ames)
- Renter

Ames Public Library.

- Retirees
- Older respondent (42 years old)
- Female respondents

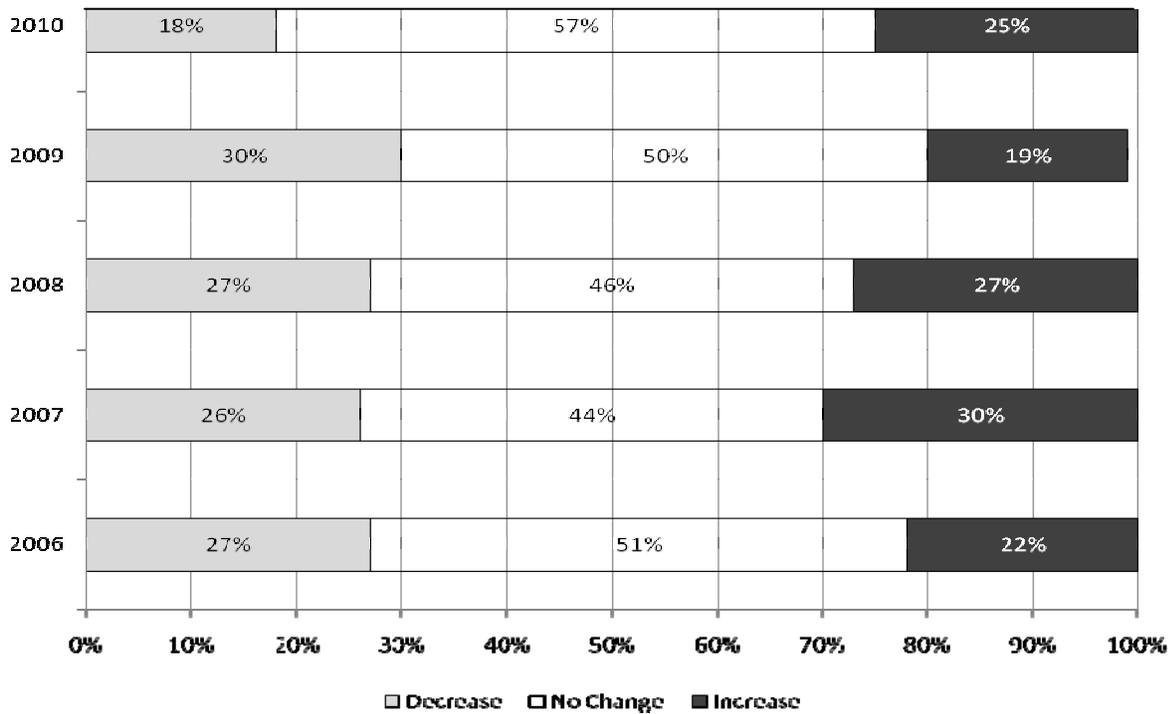
Transit system (CyRide).

- Unemployed, Part-time, Full-time employed
- Younger respondent (35 years of age)
- Newer residents (11 years in Ames)
- Renter

Residents were asked how much they thought property taxes should be adjusted next year in light of their spending priorities. Figure 2 illustrates how respondents have answered this question over the past five years of the survey. The figure shows variation in responses to this question over time, with 2010 results showing a significant balance between increase and decrease when compared to 2009. Again, respondents showed a major preference for no change in property tax rates with 57%

respondents suggesting the rate stay the same. Eighteen percent suggested a decrease in property tax and only 25% suggest an increase. Although there is a 6% increase in the number of respondents who suggest an increase in property would be acceptable, nearly six in 10 respondents selected “stay the same.”

Figure 2. Trends in preferred property tax adjustments for next year



Capital Improvement Priorities

Next, respondents were asked to rate the importance of six capital improvement projects and given the option of “other.” This question has been pared down over the last few years from as many as 10 items. As shown in Table 5, reconstructing existing streets was the top priority for capital improvement (mean value of 3.4 based on a 1-4 scale with 1 = very unimportant, 2 = somewhat unimportant, 3 = somewhat important, 4 = very important). Reconstructing streets was rated as somewhat or very important by 87% of the respondents. Traffic flow improvements were noted as the second most important capital improvement projects, followed by storm water drainage improvements, bike path improvements, existing park improvements, and library improvements. There were 103 responses listed under “other,” and those answers can be viewed in the appendix.

Table 5. Capital improvement priorities.

| | <u>Somewhat or Very Unimportant</u> | <u>Somewhat or Very Important</u> | <u>Average*</u> |
|---|---|---|-----------------|
| Reconstructing existing streets (n=713) | 13% | 87% | 3.4 |
| Traffic flow improvements (n=706) | 32% | 68% | 2.9 |
| Storm water drainage improvements (n=712) | 33% | 67% | 2.8 |
| Bike path improvements (n=710) | 45% | 55% | 2.6 |
| Improvements to existing parks (n=712) | 45% | 55% | 2.5 |
| Library improvements (n=713) | 47% | 53% | 2.5 |
| Other (n=103) | | | |

*1=very unimportant; 2=somewhat unimportant; 3=somewhat important; 4=very important

Table 6 illustrates trends in respondents' views about the importance of each of the capital improvement projects over time. The highest rated priorities continue to focus on restructuring existing streets, traffic flow improvements, and storm water drainage improvements.

Table 6. Trends in capital improvement priorities

| <u>Service</u> | <u>Survey Year</u> | | | | |
|-----------------------------------|------------------------------------|-------------|-------------|-------------|-------------|
| | <u>2006</u> | <u>2007</u> | <u>2008</u> | <u>2009</u> | <u>2010</u> |
| | Percent very or somewhat important | | | | |
| Reconstructing existing streets | 74 | 77 | 84 | 84 | 87 |
| Traffic flow improvements | 66 | 64 | 65 | 84 | 68 |
| Storm water drainage improvements | 74 | 61 | 67 | 73 | 67 |
| Bike path improvements | 51 | 48 | 51 | 53 | 55 |
| Improvements to existing parks | 50 | 54 | 55 | 50 | 55 |
| Library improvements | 54 | 57 | 53 | 58 | 53 |

Table 7 shows the ranking distribution of capital improvements priorities. Reconstructing existing streets was ranked as the first highest priority, traffic flow improvements as the second highest priority, and storm water drainage improvement as the third choice. (Table 7)

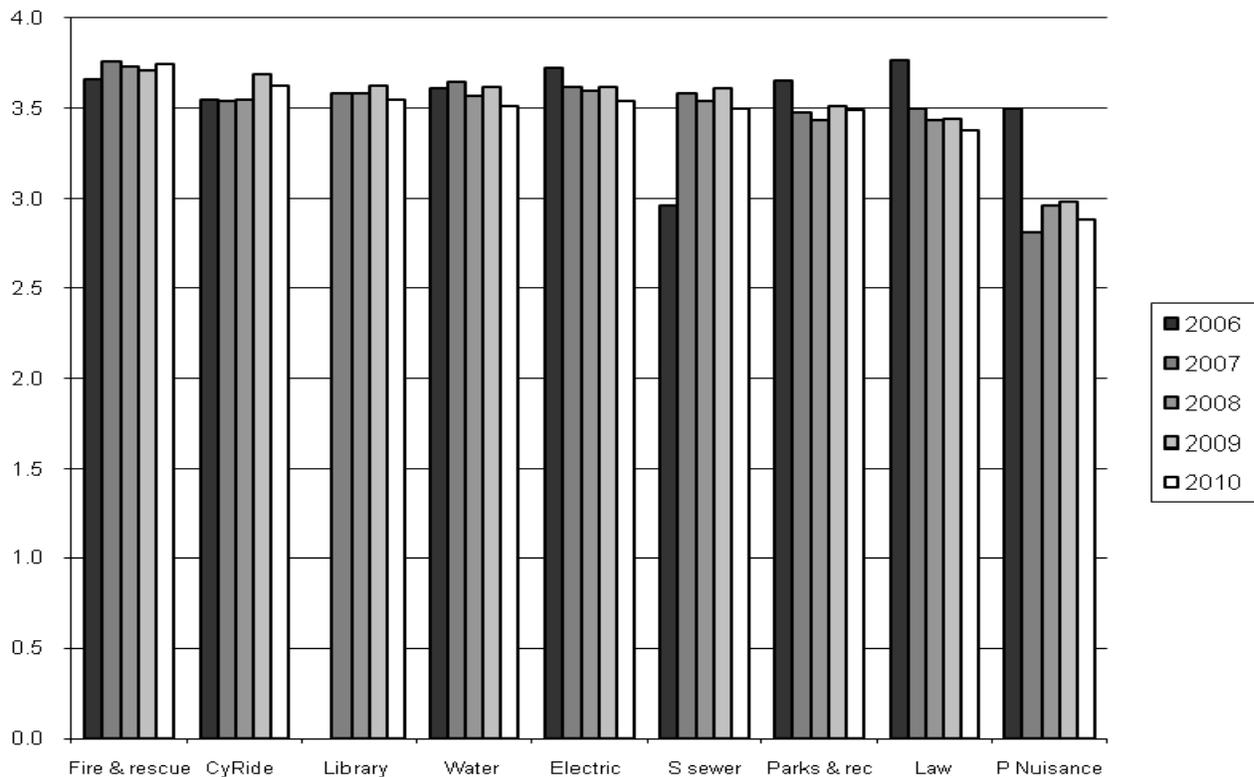
Table 7. Ranking of Capital Improvement Priorities

| | <u>1st Priority</u> | <u>2nd Priority</u> | <u>3rd Priority</u> |
|-----------------------------------|------------------------------------|------------------------------------|------------------------------------|
| | (n=716) | (n=712) | (n=696) |
| Reconstructing existing streets | 49% | 23% | 11% |
| Traffic flow improvements | 18% | 24% | 18% |
| Bike path improvements | 11% | 13% | 16% |
| Library improvements | 8% | 11% | 13% |
| Storm water drainage improvements | 7% | 20% | 23% |
| Improvements to existing parks | 5% | 9% | 19% |
| Others | 2% | 1% | 1% |

Resident Satisfaction with City Services

Respondents were asked to determine their level of satisfaction with services provided by the City. Table 8 groups the responses into “very/somewhat dissatisfied” and “very/somewhat satisfied” with don’t know/don’t use removed. Figure 3 shows the perceived satisfaction level on the services provided by the city over time. It also shows the average value for each service (with 1 = very dissatisfied to 4 = very satisfied). As in previous years, the level of satisfaction with City services, in general, continues to be high. From 2006 to 2010, all of the nine services were rated at over 90% (satisfied to very satisfied) by the respondents, except for public nuisance enforcement. The level of satisfaction with public nuisance enforcement decreased slightly from 2009 to 2010.

Figure 3. Perceived Satisfaction Levels on Services.



Respondent satisfaction with City services remained high in 2010, with seven out of nine service programs receiving 94% or more “somewhat or very satisfied” responses (Table 8). This compares favorably to previous years (Figure 3). Public nuisance enforcement, which can cross into various departments, had more than one-quarter of the respondents who were not satisfied with services. Law enforcement services satisfaction decreased slightly from 2009 to 2010 (90% vs. 88%) with the average values slightly dropping from 3.4 to 3.3.

Table 8. Summary Table of Satisfaction with City Services (removing “don’t know”)

| | Very/Somewhat Dissatisfied | Very/Somewhat Satisfied |
|--------------------------------------|----------------------------|-------------------------|
| Fire Department services(n=539) | 1% | 99% |
| Library services (n=597) | 5% | 95% |
| CyRide (n=575) | 6% | 94% |
| Sanitary sewer system (n=652) | 4% | 96% |
| Water Department services (n=676) | 5% | 95% |
| Parks & Recreation services (n=649) | 5% | 95% |
| Electric Department services (n=673) | 6% | 94% |
| Law enforcement services (n=635) | 12% | 88% |
| Public Nuisance Enforcement (n=576) | 31% | 69% |

Police Department

Respondents’ preference for future emphasis for Police Department activities is shown in Table 9. In Table 10, the preferences are tracked over a period of several years to identify trends. When respondents were asked to report whether they thought specific activities by the Ames Police Department should receive less emphasis, the same emphasis, or more emphasis, more than half of respondents indicated emphasis should be the same for every category but one. In the categories of illegal drug use prevention and enforcement, 45% of respondents said it should receive more emphasis and 9% suggested less emphasis. Four in 10 respondents (41%) said parking laws enforcement should receive less emphasis, 19% thought speed limit enforcement should receive less, and 12% believed noise laws and nuisance party enforcement should receive less. Sex-related crimes were cited by 43% of respondents for more emphasis, and 41% said more emphasis should be given to violent crimes investigation.

Table 9. Future emphasis for Police Department activities.

| <u>Police Department activity</u> | <u>Less</u> | <u>Same</u> | <u>More</u> |
|--|-------------|-------------|-------------|
| Illegal drug use prevention and enforcement (n=705) | 9% | 46% | 45% |
| Sex-related offenses investigation (n=706) | 0% | 56% | 43% |
| Violent crimes investigation (n=706) | 0% | 58% | 41% |
| Fraud, identity theft & technology related investigation (n=706) | 2% | 59% | 39% |
| Crime prevention and education activities (n=704) | 2% | 63% | 35% |
| Domestic violence and family dispute resolution (n=703) | 2% | 64% | 35% |
| Alcohol-related crimes enforcement (n=706) | 15% | 54% | 31% |
| Residential patrolling (n=706) | 5% | 70% | 25% |
| Noise laws and nuisance party enforcement (n=705) | 12% | 64% | 24% |
| Juvenile crime investigation (n=704) | 3% | 78% | 20% |
| School resource officer services (n=702) | 9% | 75% | 17% |
| Speed limit enforcement (n=712) | 19% | 65% | 16% |
| Traffic control and enforcement (n=704) | 8% | 78% | 15% |
| Animal control and sheltering (n=707) | 9% | 77% | 14% |

| | | | |
|--------------------------------------|-----|-----|----|
| Business district patrolling (n=702) | 9% | 82% | 9% |
| Parking laws enforcement (n=708) | 41% | 54% | 5% |

Trends in opinions about Police Department activities are shown in Table 10. For the past several years, illegal drug use prevention and enforcement, and sex-related offenses investigation have continued to be the categories respondents desire “more emphasis.” In 2009, an emphasis on violent crimes investigation showed a jump with 44% of respondents suggesting more emphasis. This year it decreased by 3%. On the other hand, 39% of the respondents felt that the police department should concentrate more on fraud, identity theft and technology related investigation (an increase of 8% from 2009). The trends remained the same for the rest of other police activities.

Table 10. Trends in “more emphasis” for police department activities

| Police Department activity | Survey Year | | | | |
|--|----------------|------|------|------|------|
| | 2006 | 2007 | 2008 | 2009 | 2010 |
| | <i>Percent</i> | | | | |
| Illegal drug use prevention and enforcement | 50 | 54 | 46 | 43 | 45 |
| Sex-related offenses investigation | 40 | 43 | 40 | 46 | 43 |
| Violent crimes investigation | 33 | 36 | 36 | 44 | 41 |
| Fraud, identity theft & technology related investigation | 29 | 33 | 36 | 31 | 39 |
| Crime prevention and education activities | 30 | 31 | 33 | 35 | 35 |
| Domestic violence/family dispute resolution | 28 | 31 | 29 | 38 | 35 |
| Alcohol-related crimes enforcement | 36 | 41 | 33 | 30 | 31 |
| Residential patrolling | 19 | 27 | 24 | 20 | 25 |
| Noise laws and nuisance party enforcement | 20 | 27 | 17 | 18 | 24 |
| Juvenile crimes investigation | 23 | 27 | 23 | 23 | 20 |
| School resource officer services | 22 | 19 | 22 | 18 | 17 |
| Speed limit enforcement | 20 | 27 | 17 | 20 | 16 |
| Traffic control and enforcement | 13 | 17 | 15 | 15 | 15 |
| Animal control and sheltering | 7 | 15 | 16 | 13 | 14 |
| Business district patrolling | 4 | 8 | 6 | 5 | 9 |
| Parking laws enforcement | 3 | 7 | 4 | 5 | 5 |

Fire Department

Fire Department activities also were addressed in the survey. In Table 11, respondents' satisfaction ratings are illustrated. Almost all of the respondents indicating an opinion were somewhat/very satisfied with efforts at putting out fires (99%) and ambulance assistance (96%). Ninety-three percent were satisfied with fire prevention education and outreach, and 88% said they were very satisfied with safety inspections for both home and business. A substantial number of

respondents indicated that they did not know how satisfied they were with each of these activities, and these individuals were excluded from the data in Table 11.

Table 11. Satisfaction with Fire Department activities (“Don’t Know” removed)

| Fire Dept. Activity | Very/Somewhat Dissatisfied | Somewhat/Very Satisfied |
|--|----------------------------|-------------------------|
| Putting out fires | 1% | 99% |
| Ambulance assistance | 4% | 96% |
| Fire prevention education and outreach | 7% | 93% |
| Home and business safety inspections | 12% | 88% |

Ames Electric Service

The number of respondents who have experienced a power outage decreased by 18% from 2009 to 2010 (55% to 37%, respectively). In 2006, a series of weather events contributed to 74% of respondents being impacted by an outage. In 2007, that figure dropped to 59% and dropped again to 45% in 2008. The increase in 2009 could be attributed to several factors that included planned outages necessary for infrastructure improvements. The number of respondents observing a burned out light increased by 1%, while the number reporting a burned out light decreased by 9%. Among those who reported a burned-out light, 75% said that the light was repaired within 10 days. Fifteen percent of respondents indicated that they experienced a power outage which affected their computer operations, almost the same as the previous year (12%).

Table 12. Respondents’ experience with electric service interruption.

| Service outage | Survey Year | | | | |
|--|------------------------------------|------|------|------|------|
| | 2006 | 2007 | 2008 | 2009 | 2010 |
| | <i>Percent who responded “yes”</i> | | | | |
| Observed burned out streetlight | 54 | 46 | 47 | 45 | 46 |
| Experienced power outage | 74 | 59 | 45 | 55 | 37 |
| Experienced power surge which affected computer operations | 25 | 21 | 16 | 12 | 15 |
| Reported burned out light | 19 | 15 | 12 | 18 | 9 |

Satisfaction with various services provided by the electrical department is shown in Table 13. Ninety-seven percent of Ames customers were somewhat or very satisfied with power quality. When removing respondents who marked “Does Not Apply,” 55% of respondents were very satisfied with the ease of reporting an outage and with the response of employees. Nearly 54% of those responding said they were very satisfied with the time to restore service after an outage.

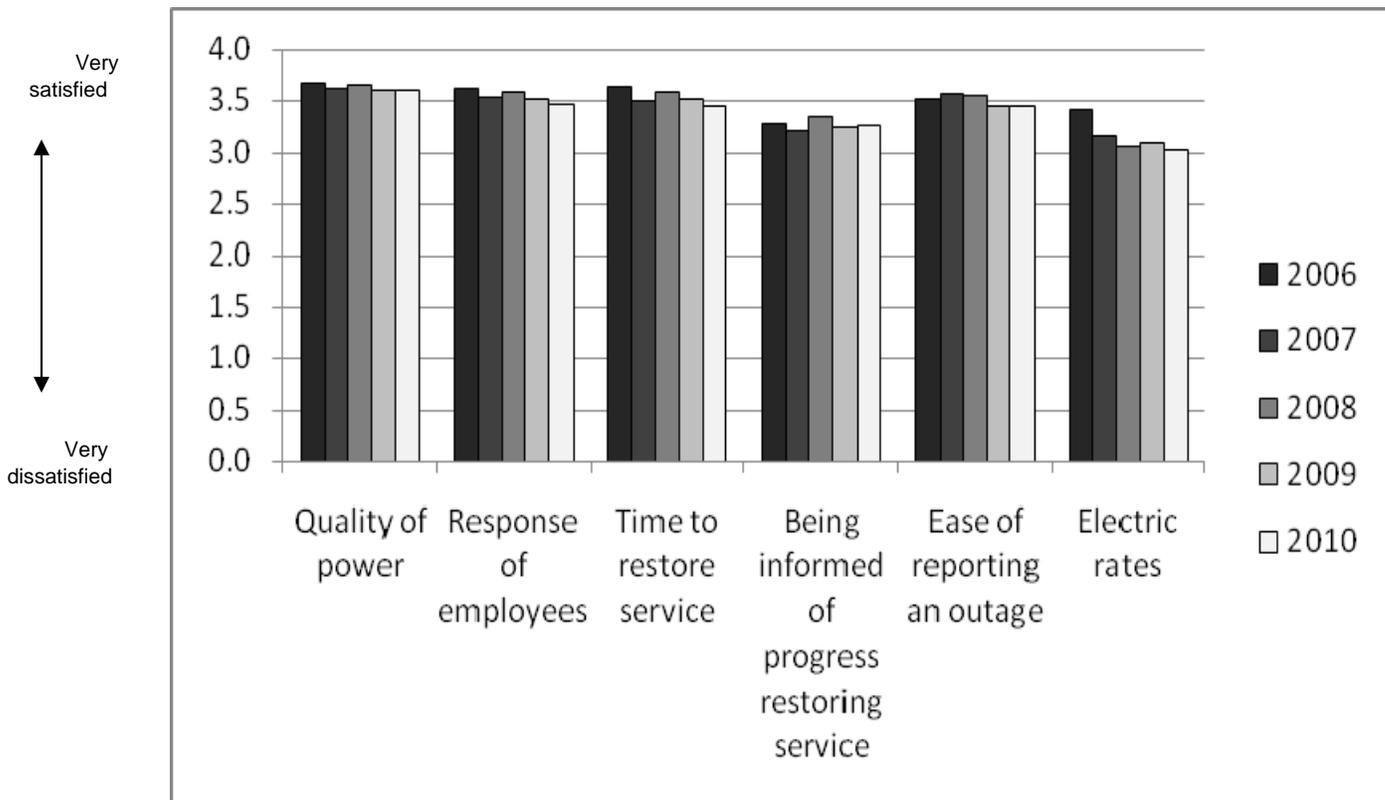
This trend is almost the same in the past five years from 2006 to 2010. Generally, the respondents were satisfied with the services received from electric department. The lowest rating was given to electric rates.

Table 13. Satisfaction with Electric Department services

| | Very Dissatisfied | Somewhat Dissatisfied | Somewhat Satisfied | Very Satisfied | Does not Apply* |
|--|-------------------|-----------------------|--------------------|----------------|-----------------|
| Ease of reporting an outage (n=340) | 2% | 8% | 35% | 55% | 48% |
| Response of employees (n=360) | 2% | 6% | 38% | 55% | 44% |
| Being informed of progress restoring service (n=825) | 1% | 12% | 46% | 41% | 44% |
| Time to restore service (n=368) | 2% | 5% | 40% | 54% | 43% |
| Electric rates (n=594) | 4% | 19% | 49% | 29% | 9% |
| The quality of power (n=595) | 1% | 3% | 33% | 64% | 9% |

* "Does not apply" excluded when calculating percentages for "very dissatisfied" to "very satisfied."

Figure 4. Satisfaction with City Electric Department activities



Water and Sanitary Sewer Utilities

Nearly all of the respondents (91%) use City of Ames water and sewer services in their homes. Of those, the majority reported never having problems such as too much pressure (96%), soft water (93%), disagreeable taster or odor (81%), rust (81%), too little pressure (80%), sediment (79%), or hard water (75%).

Only 2% to 15% have had any of those problems once or twice in the past year. Five percent said they had a problem with low pressure three to six times, and 11% reported hard water occurring seven or more times last year (Figure 5a). For the past five years, the frequency of occurrence of water problems is consistent (Figure 5b).

Figure 5a. Frequencies of water service problems, 2010

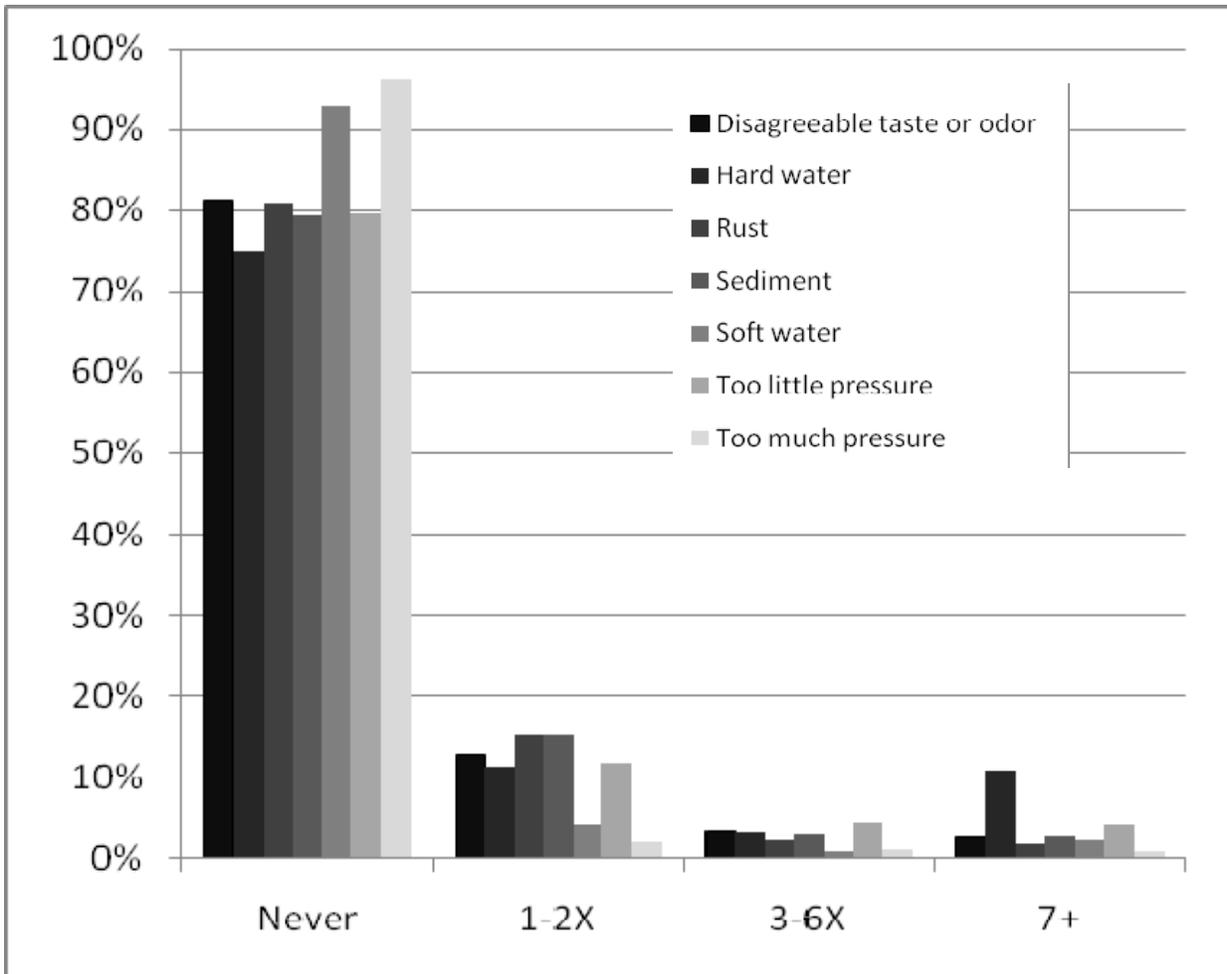
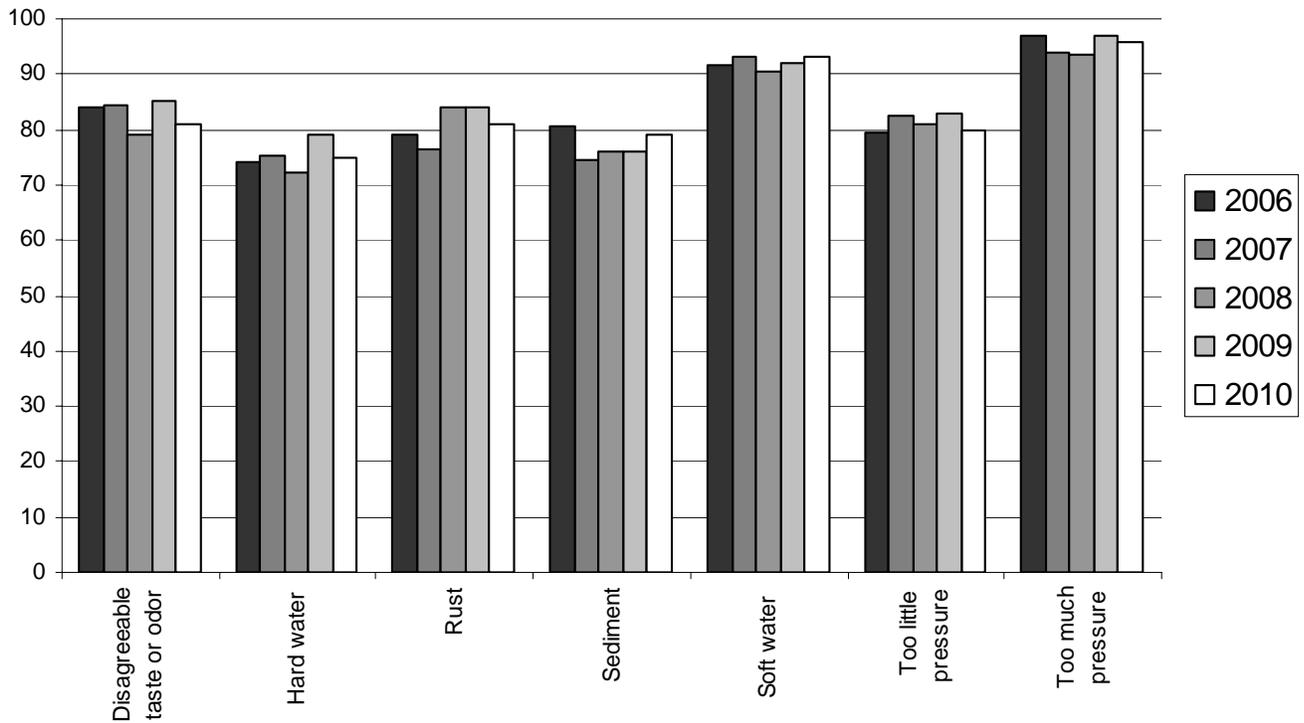
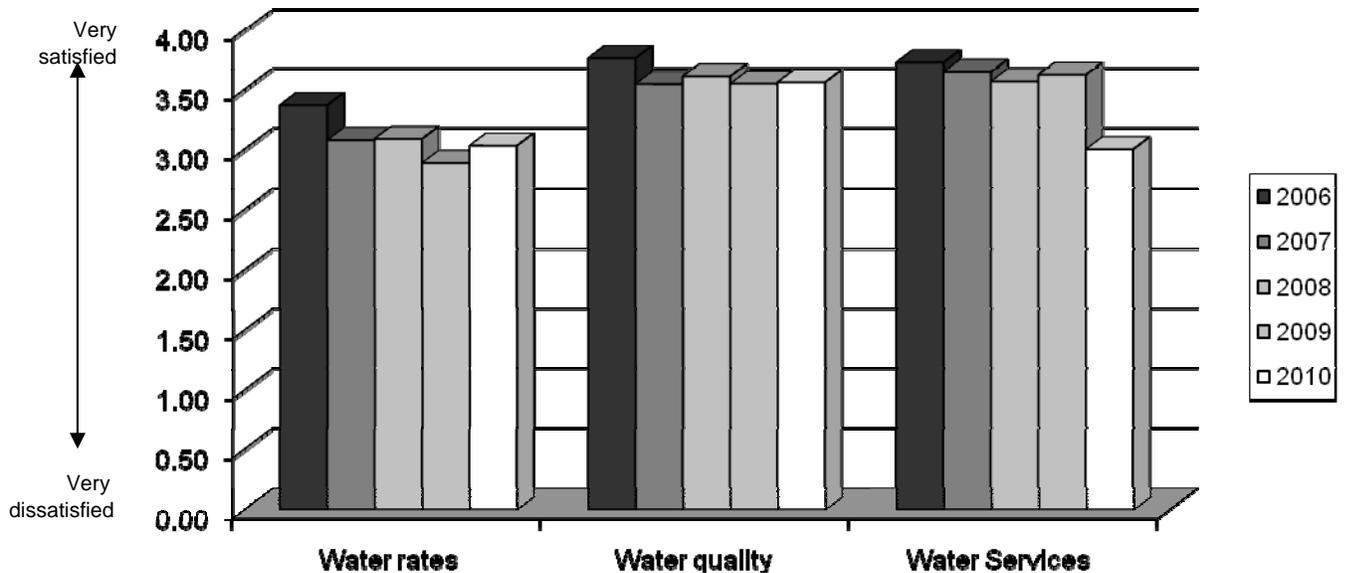


Figure 5b. Respondents Reporting No Water Service Problems, 2006-2010



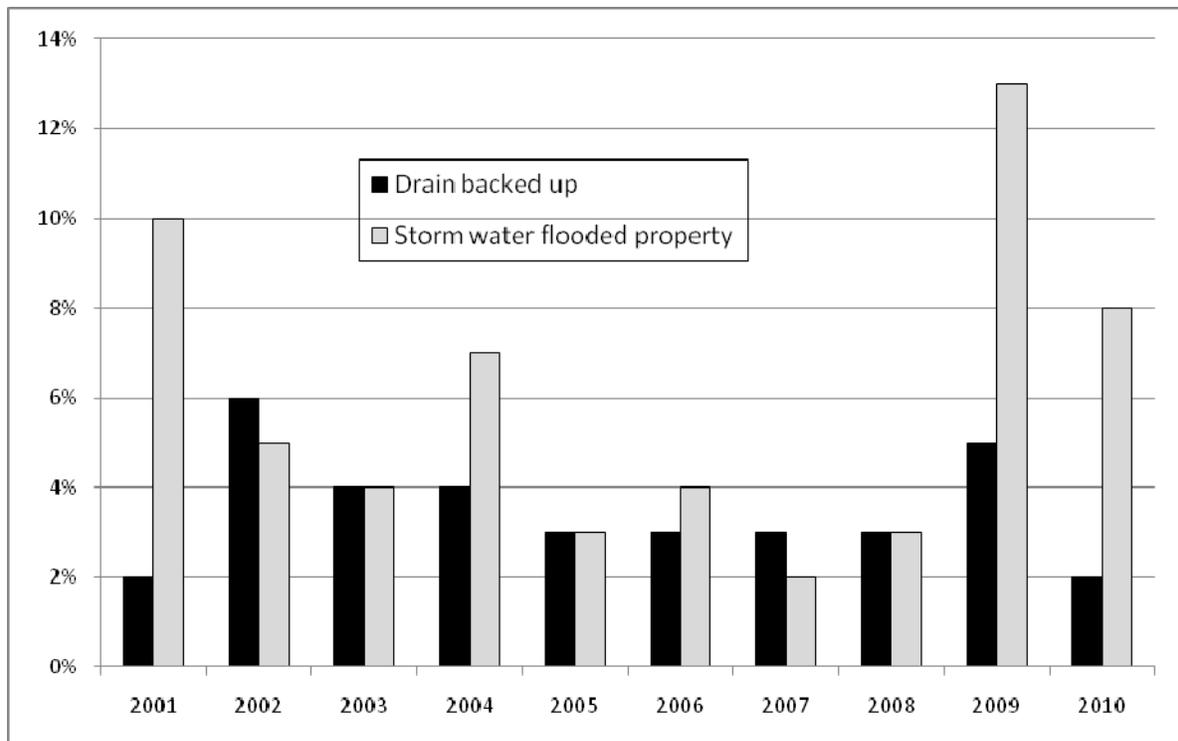
Using a four-point scale from “very satisfied” (value of 4) to “very unsatisfied” (value of 1), Ames water and sewer users were asked to rate their level of satisfaction. In general, respondents seem pleased with their water service. The level of satisfaction with water rates slightly increased in 2010. However, water quality and water services decreased by .01 and .61, respectively. Figure 6 also shows that level of satisfaction is highest in 2006 for all the water issues (rates, quality and services).

Figure 6. Trends in satisfaction with city water quality



Residents were also asked if the City sewer system caused a back-up in their home or basement. Only 2% (n=14) said yes. Of those who had a sewer problem, 38% of respondents reported the problem. Finally, residents were asked whether the storm water flooded their property from a city street. In 2010, respondents reported storm water had flooded 52 homes (8%) (Figure 7). Of the 52 respondents who experienced flooding, only 21% reported the problem to the city. When asked how satisfied they were with the city's response to the flooding problem, 61% said they were satisfied (somewhat and very satisfied). The graph below indicates that problems related to city's sewer system decreased from 2009 to 2010.

Figure 7. Respondents' experience with city sewer system problems



Neighborhood Nuisance Enforcement

Respondents' satisfaction with enforcement efforts against neighborhood nuisances is illustrated in Table 14. Among those who expressed opinions, more than two-thirds were "somewhat" to "very satisfied" with each enforcement effort except for junk on property. More than one-third of respondents were not satisfied on how the city deals with junk on property. Average satisfaction is moderate (level ranges from 2.80 to 2.96). Between 32% and 55% respondents indicated they did not have an opinion on each of these activities. These individuals were excluded from the denominator when percentages

for “satisfied” and “dissatisfied” were calculated. When satisfaction was compared against geographic characteristics of the respondents, those from northeast part of the town were more satisfied with how the city handled issues related to property upkeep (paint, gutters, broken windows) compared with those who live in the northwest and southwest parts of the town. On the issue of junk on property (old cars, tires, furniture, garbage) northwest residents were more satisfied compared to those who reside in the southwest.

Table 14. Satisfaction in Neighborhood Nuisances Enforcement (No opinion removed)

| <u>Nuisance</u> | <u>Very/Somewhat</u> | <u>Somewhat/Very</u> | <u>No</u> |
|--|----------------------|----------------------|----------------|
| | <u>Dissatisfied</u> | <u>Satisfied</u> | <u>Opinion</u> |
| | <i>Percent</i> | | |
| Over-occupancy in rental property (n=713) | 26 | 74 | 55 |
| Front yard parking in residential property (n=707) | 27 | 73 | 42 |
| Property upkeep (overgrown vegetation) (n=710) | 33 | 67 | 32 |
| Yard upkeep (n=714) | 33 | 67 | 32 |
| Noise limits (n=711) | 33 | 67 | 32 |
| Junk on property (old cars, tires, furniture, garbage) (n=712) | 37 | 63 | 33 |

Transportation

Residents were given the opportunity to rate street and bike path maintenance using a four-point scale from “very good (4)” to “very poor (1).” The average values ranged from 2.5 to 3.1. When “very good” and “good” responses were combined, responses ranged from 51% for both surface condition of major streets and snow plowing in the neighborhood to 93% for street sweeping in business areas. (Table 15)

Table 15. Road service ratings

| <u>Road Service</u> | <u>Very Poor/</u> | <u>Very Good/</u> |
|---|-------------------|-------------------|
| | <u>Poor</u> | <u>Good</u> |
| | <i>Percent</i> | |
| Street sweeping in business areas (n=687) | 7 | 93 |
| Appearance of medians and parkways (n=714) | 12 | 88 |
| Street sweeping in your neighborhood (n=694) | 21 | 79 |
| Adequacy of bike path system (n=694) | 21 | 79 |
| Snow plowing on major city streets (n=714) | 23 | 77 |
| Condition of streets in your neighborhood (n=714) | 38 | 62 |
| Ice control at intersections (n=709) | 38 | 62 |
| Snow plowing in your neighborhood (n=699) | 49 | 51 |
| Surface condition of major streets (n=708) | 49 | 51 |

Figure 8 compares this year's road service ratings with ratings from previous years. Seven out of nine street features were perceived to be below 3.0 (good) by the respondents. All of the nine street maintenance features decreased from .1 to .2 except for street sweeping in business areas that maintained the rating from 2009 to 2010 (M=3.1). Snow plowing in the neighborhood continues to be a concern for residents (M=2.4 for 2010). Also, surface condition of major streets had the second lowest rating (M=2.5) and it decreased from 2009 to 2010.

When looking at the age and length of residency of the respondents, eight out of nine road service ratings were statistically significant except for surface condition of major streets. The older and the longer respondents live in Ames, the higher they rate the other eight road services stated in figure 8. Where people live also makes a difference. In 2010, those living in northeast Ames had the highest rating for appearance of median and parkways (M=3.2), which is statistically significant from those living in northwest (M=3.0), and southwest (M=2.9). The trend is the same for ice control at intersections.

For condition of streets in the neighborhood, southeast residents had the highest ranking (M=2.8) followed by northwest (M=2.7), and southwest and northeast parts of the city (M=2.7). Snow plowing in both the neighborhood and major streets were rated highest by northeast residents, followed by respondents from northwest and southwest parts of the town. Street sweeping in the neighborhood was rated higher by northwest residents compared to southwest residents.

Figure 8a. Quality of street maintenance features (2006-2010).

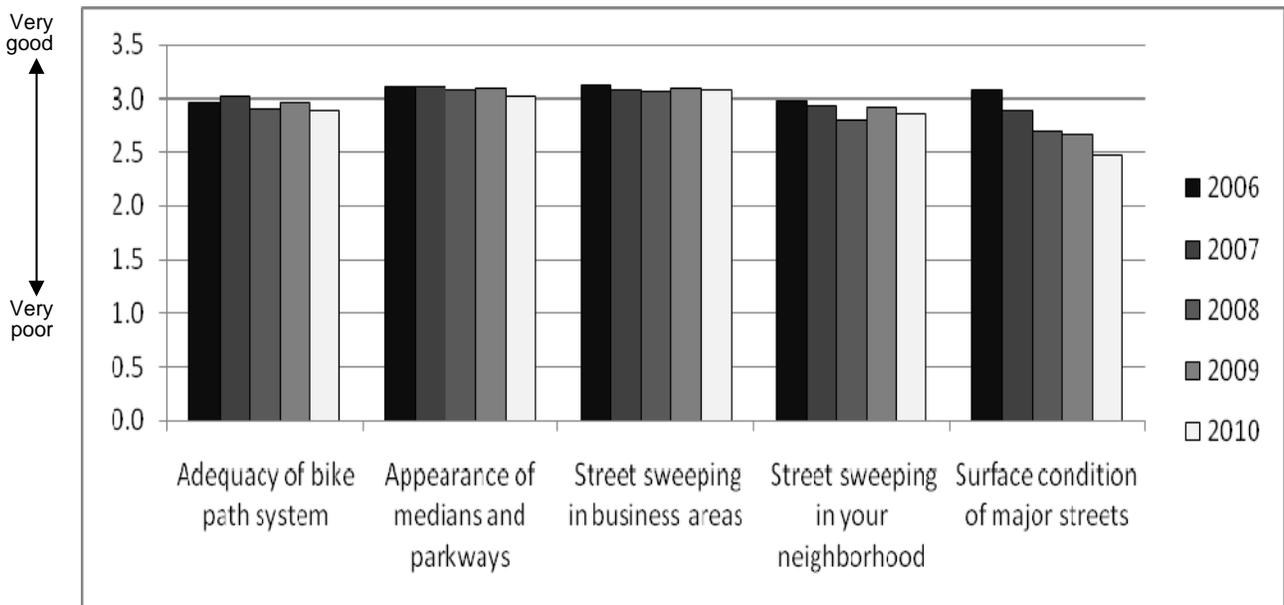
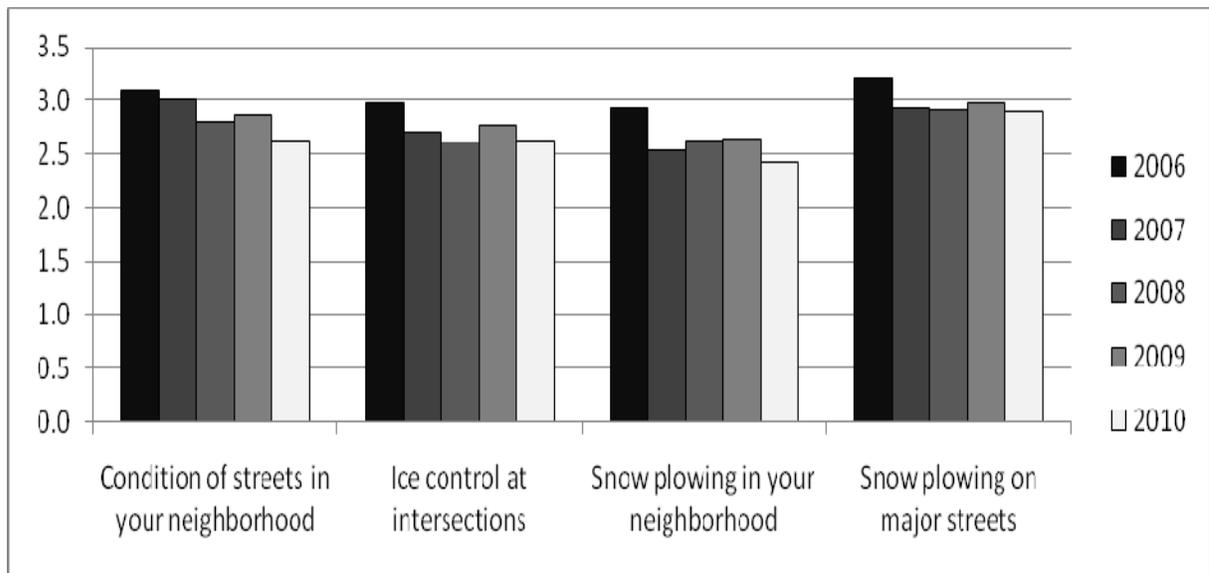


Figure 8b. Quality of street maintenance features (2006-2010).



More than three-quarters of the respondents said that the number of traffic/stop signs is about right (Table 16a). The response to this question is almost constant for the past five years, although it has increased slightly in 2009 and 2010 (Table 16b). The survey also asked about the effectiveness of coordination between traffic signals. As seen in Table 17, while 48% of respondents said coordination was “often and/or always” effective, 46% said the coordination was “rarely to sometimes” effective.

Table 16a. Traffic/stop signal placement along streets

| | Stop sign along city street | Traffic signs along major city street |
|--------------|-----------------------------|---------------------------------------|
| | <i>Percent</i> | |
| Right number | 86 | 81 |
| Too many | 5 | 15 |
| Too few | 9 | 4 |

Table 16b. Traffic signal placement along streets that respondent travels

| Placement | Survey Year | | | | |
|--------------|----------------|-------------|-------------|-------------|-------------|
| | <u>2006</u> | <u>2007</u> | <u>2008</u> | <u>2009</u> | <u>2010</u> |
| | <i>Percent</i> | | | | |
| Right number | 76 | 78 | 76 | 79 | 79 |
| Too many | 19 | 16 | 18 | 16 | 16 |
| Too few | 5 | 6 | 6 | 5 | 5 |

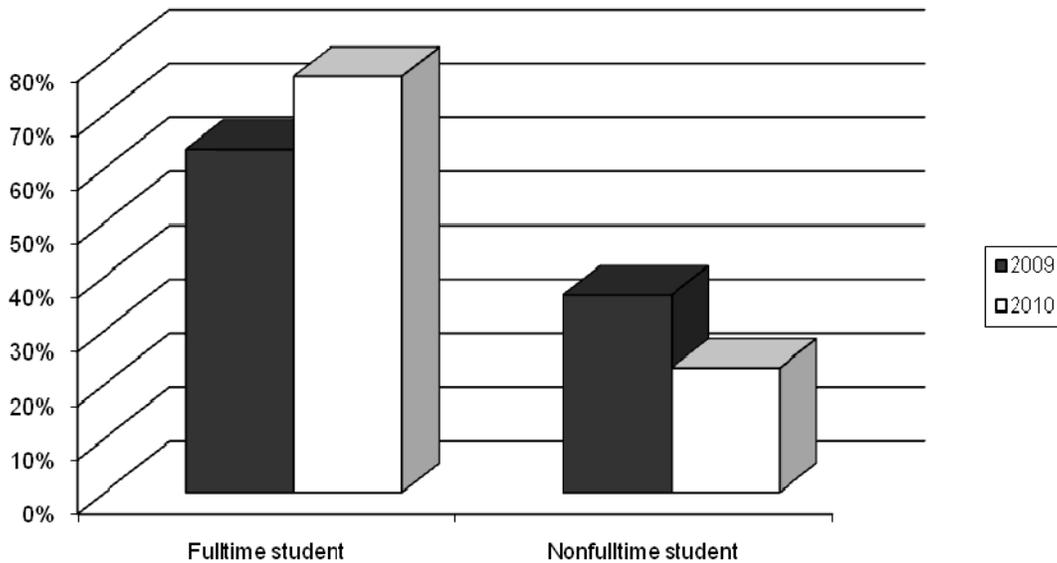
Table 17. Signal Coordination Effectiveness, 2010

| | Percent |
|-------------------------|---------|
| Sometimes effective | 35 |
| Often effective | 32 |
| Rarely effective | 14 |
| Almost always effective | 13 |
| Don't know | 6 |

CyRide

Ames' mass transportation system – CyRide – was addressed next in the questionnaire. Figure 9 shows how user/non-user patterns differ between respondents who are fulltime students versus non-fulltime students. Fulltime student respondents were more likely to use CyRide at least once a week (77%) when compared to non-fulltime students (23%).

Figure 9. Use CyRide at least once a week



In 2010, more than half the respondent (56%) reported to be CyRide users to various degrees, while 44% indicated they never rode CyRide. While the trend in the use of CyRide has been consistent in the past four years (2006-2009), this year is different. Respondents reported an increased use in the frequency of CyRide ridership 2010 (up 14% from 2009 to 2010 for those riding CyRide 10 times or more every week). This year, 24% of respondents reported riding CyRide twice to six times per week compared to 15% in 2009 (Table 18).

There is some correlation between resident demographics and CyRide usage. CyRide users are mostly younger (29 years of age) and have stayed in Ames for a shorter period of time (7 years). However, the non-CyRide users were older (average age 53.2) and have lived in Ames longer (25.2 years). The majority of those who use CyRide are students (64%) and mostly renters (76%). Due to the increase of Iowa State University respondents in the 2010 survey, it will be interesting to watch this trend in future years.

Table 18. Respondents' weekly CyRide usage

| <u>Weekly use</u> | <u>Survey Year</u> | | | | |
|--------------------|--------------------|-------------|-------------|-------------|-------------|
| | <u>2006</u> | <u>2007</u> | <u>2008</u> | <u>2009</u> | <u>2010</u> |
| | <i>Percent</i> | | | | |
| Never | 65 | 66 | 66 | 64 | 44 |
| 2 to 6 time | 17 | 18 | 13 | 15 | 24 |
| More than 10 times | 6 | 3 | 8 | 8 | 22 |
| Once a week | 4 | 7 | 4 | 5 | 6 |
| 7 to 10 times | 8 | 6 | 9 | 8 | 4 |

Table 19 considers reasons CyRide is not used more often. Half (50%) of respondents indicated that they prefer to drive their own car, and another 12% said a car is required for work. Thirty-four percent attributed their low usage to an inconvenient route or schedule, which is 12% increase from the 2009. The category "other" was added to the survey in 2006 and was selected by 33% of respondents. (Those comments are available in the appendix.)

Table 19. Trends in reasons CyRide not used more often

| <u>Reason</u> | <u>Survey Year</u> | | | | |
|---|--------------------|-------------|-------------|-------------|-------------|
| | <u>2006</u> | <u>2007</u> | <u>2008</u> | <u>2009</u> | <u>2010</u> |
| | <i>Percent</i> | | | | |
| Prefer to drive own car | 50 | 49 | 53 | 48 | 50 |
| Inconvenient route or schedule | 20 | 20 | 17 | 22 | 34 |
| Car required for work | 12 | 14 | 10 | 14 | 12 |
| Lack of information about CyRide system | 1 | 5 | 3 | 5 | 4 |
| Too costly | 1 | 2 | 2 | 2 | 1 |
| Other | 25 | 18 | 19 | 13 | 33 |

Community recreation

Residents were asked to rate their level of satisfaction with recreational facilities on a four-point scale from “very good (4)” to “very poor (1).” Individuals who did not use a facility are not included in Table 20 ratings. Satisfaction with Parks and Recreation facilities continues to be high with 72% to 98% of facility users selecting a combined “very good” and “good” rating. The average rating ranges from 2.8 to 3.4 on the 4-point scale. “Restrooms” is the only recreational facility that was rated below 3.0 (Table 20).

Table 20. Users’ satisfaction with parks and recreation facilities

| Facility | Very Poor | Poor | Good | Very Good | Don't Use* | Average** |
|---|-----------|------|------|-----------|------------|-----------|
| | Percent | | | | | |
| Overall appearance of parks (n=673) | | 2 | 56 | 42 | 7 | 3.4 |
| Wooded areas (n=577) | 1 | 5 | 55 | 39 | 19 | 3.3 |
| Shelter houses (n=553) | <1 | 7 | 60 | 33 | 23 | 3.3 |
| Hard surface trails/crushed rock trails (n=561) | <1 | 8 | 61 | 30 | 22 | 3.2 |
| Playground equipment (n=416) | 1 | 8 | 61 | 30 | 42 | 3.2 |
| Picnic areas (tables/grills) (n=591) | 1 | 10 | 63 | 26 | 18 | 3.1 |
| Tennis courts (n=311) | 2 | 13 | 63 | 23 | 57 | 3.1 |
| Restrooms (n=455) | 3 | 25 | 56 | 16 | 37 | 2.8 |

* “Don't Know/ Don't Use” excluded when calculating percentages & average for “very good” to “very poor.”

**1=very poor; 2=poor; 3=good; 4=very good

Figure 10a shows the ratings of each recreational facility in the past five years. Quality of all the recreational facilities decreased slightly from 2009 to 2010 with restrooms receiving the lowest rating.

Figure 10a. Rating of Parks and Recreation features in the past 5 years.

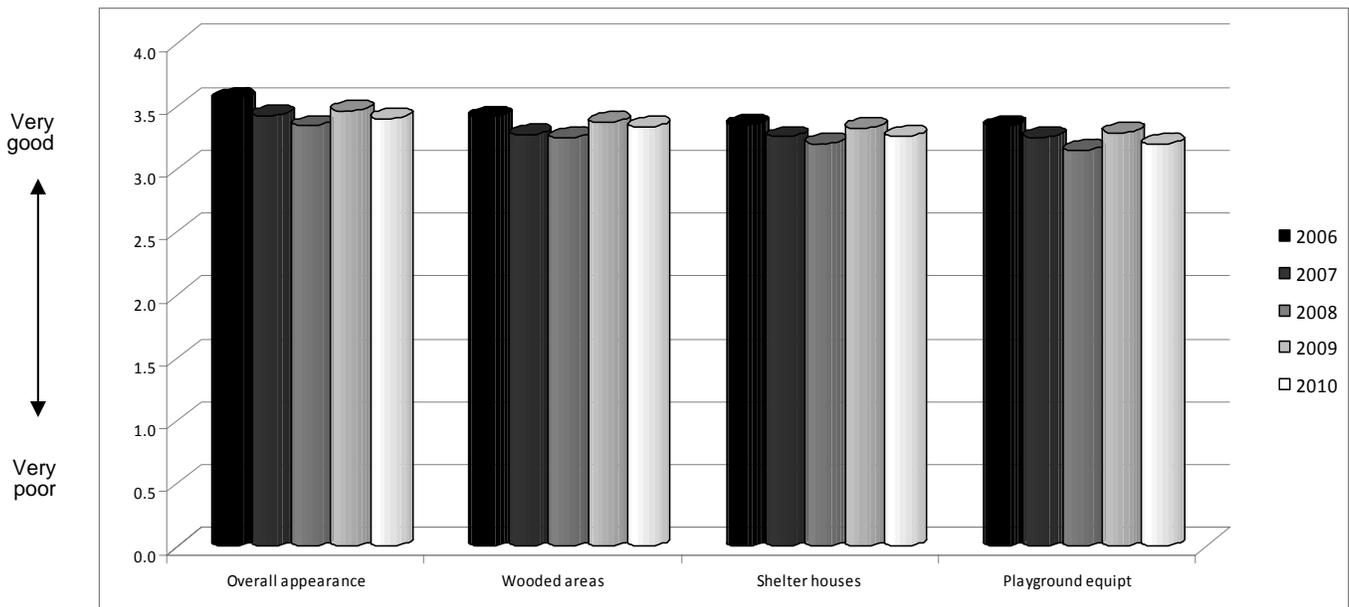
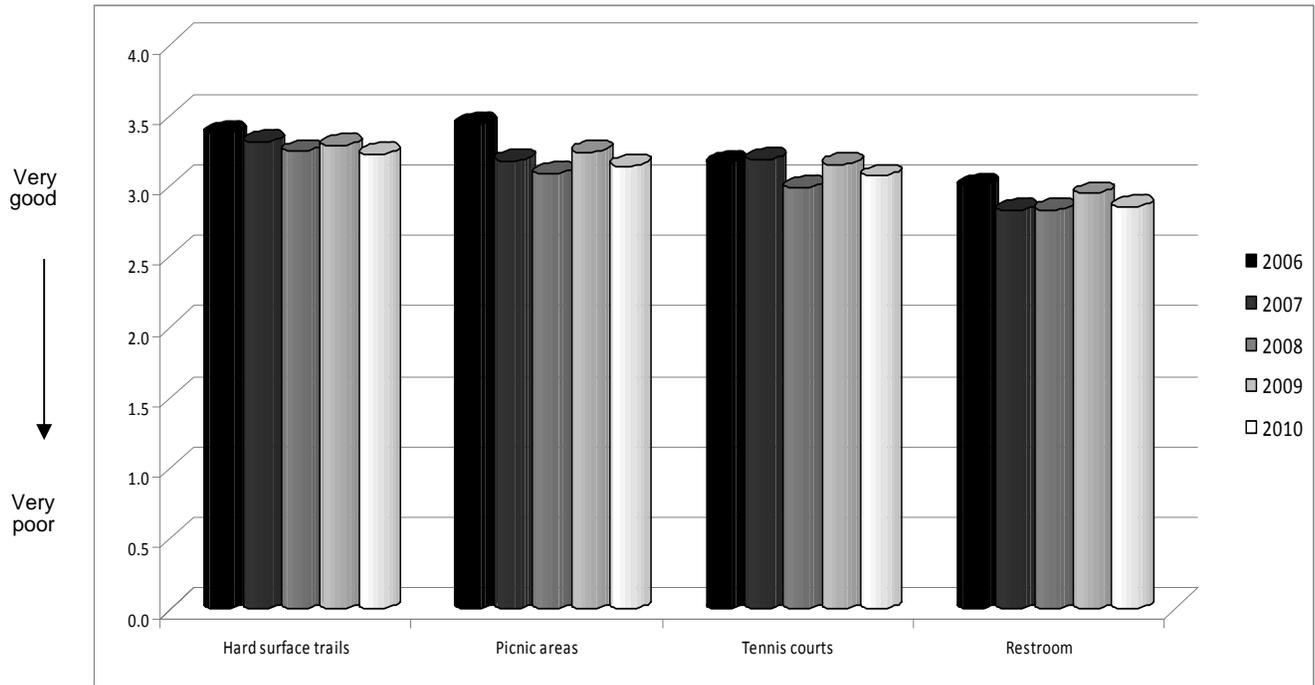


Figure 10b. Rating of Parks and Recreation features in the past 5 years.



Ames Public Library

Generally, Ames Public Library was rated highly by the respondents. The 13 services provided by Ames Public Library were rated good/very good by 90% to 98% of the respondents. On the 4-point scale, average scores ranged from 3.2 to 3.6 (good to very good).

The most common features or services used and rated highly (3.5 and higher) by respondents are answering questions by phone or in person, customer service, Bookmobile, welcoming atmosphere, use of library resources from home via computer, programs (story hours, book discussions, concerts), and range of available materials.

Table 21. Users' rating with Ames Public Library features, 2010

| <u>Feature</u> | <u>Very</u> | <u>Poor</u> | <u>Good</u> | <u>Very</u> | <u>Don't</u> |
|--|----------------|-------------|-------------|-------------|--------------|
| | <u>Poor</u> | <u>Poor</u> | <u>Good</u> | <u>Good</u> | <u>Use*</u> |
| | <i>Percent</i> | | | | |
| Asking questions of staff by phone/in person (n=710) | 1 | 2 | 35 | 62 | 61 |
| Customer service (n=711) | 1 | 2 | 37 | 61 | 34 |
| Bookmobile service (n=712) | 1 | 0 | 38 | 60 | 72 |
| Welcoming atmosphere (n=710) | 1 | 3 | 37 | 59 | 31 |
| Use of library resources from home via computer (n=708) | 0 | 5 | 39 | 56 | 56 |
| Programs (story hours, book discussions, concerts) (n=709) | 1 | 3 | 43 | 54 | 62 |
| Range of materials available (n=708) | 1 | 4 | 41 | 54 | 32 |
| Availability of seating (n=707) | 0 | 5 | 46 | 49 | 43 |
| Page One library newsletter (n=710) | 1 | 3 | 52 | 45 | 80 |
| Wait time for requests/holds (n=712) | 1 | 7 | 49 | 43 | 53 |
| Handicapped accessibility (n=711) | 1 | 4 | 59 | 36 | 73 |
| Meeting/study rooms (n=713) | 1 | 8 | 57 | 35 | 60 |
| Internet/computer services (n=710) | 1 | 9 | 57 | 32 | 58 |

* Don't Use responses not included in calculating ratings

Reasons for not using the library more often differ based upon whether the respondent is an Iowa State University student or not (Table 22). Only one-third (33%) of Ames Public Library users were Iowa State University students.

The reasons why ISU students do not use the Ames Public Library were because they are able to use other sources (36%) and they didn't have time to go to the library (33%). On the other hand, non-ISU students' reasons were they don't have time (22%) and they use other sources (18%). Problem with parking was perceived by both ISU and non-ISU students equally (12%). While 8 percent of non-ISU students listed inconvenient hours as a reason for not using the Ames Public Library more often, more Iowa State students (13%) listed that as a reason.

Table 22. Comparing students & non-students' reasons for not using the Ames Public Library

| <u>Respondent status</u> | <u>Parking</u> | <u>Use</u> | <u>Hours not</u> | <u>Don't have</u> |
|---------------------------------------|----------------|--------------|-------------------|-------------------|
| | <u>problem</u> | <u>other</u> | <u>convenient</u> | <u>time</u> |
| | <i>Percent</i> | | | |
| Iowa State University student (n=165) | 12 | 36 | 13 | 33 |
| Non-ISU student (n=223) | 12 | 18 | 8 | 22 |

New Initiatives

As in previous years of the Resident Satisfaction Survey, new questions were added this year. This year's survey questions considered the importance of future community projects and respondent support. Of the listed options, more than half of the respondents viewed several of these new initiatives as important/very important to them: campus redevelopment (66%), campus parking ramp (58%), library expansion (56%), and industrial park development (51%). A downtown parking garnered support from 37% of respondents.

These numbers can be examined by looking at the average rating given to each one of the initiatives. On a scale of 1 to 4 (1 = not very important, 2 = not important, 3 = important and 4 = very important), the average rating ranges from 2.5 to 2.8 (Table 23).

To understand the differences in responses between ISU student and non-ISU student response, additional analysis was performed. There were differences in opinion between ISU student and non-ISU students on two initiatives: Campustown redevelopment and Campustown parking ramp. Both of them were more important to ISU students (M=3.06, and M=2.90, respectively) than to non-ISU respondents (M=2.68 and M=2.51, respectively).

When asked which of those initiatives should be given priority, Campustown redevelopment was chosen as the first priority by 28% of the respondents, followed by Campustown parking ramp (21%), and industrial park development (20%).

Table 23. New initiatives.

| <u>Feature</u> | <u>Not Very Important</u> | <u>Not Important</u> | <u>Important</u> | <u>Very Important</u> | <u>Don't know*</u> | <u>Average**</u> |
|----------------------------------|---------------------------|----------------------|------------------|-----------------------|--------------------|------------------|
| | <i>Percent</i> | | | | | |
| Campustown redevelopment (n=719) | 13 | 21 | 35 | 31 | 5 | 2.8 |
| Campustown parking ramp (n=716) | 19 | 24 | 31 | 27 | 6 | 2.7 |
| Library expansion(n=722) | 17 | 27 | 38 | 18 | 7 | 2.6 |
| Industrial park (n=718) | 21 | 28 | 35 | 16 | 17 | 2.5 |
| Downtown parking ramp (n=718) | 27 | 36 | 26 | 11 | 6 | 2.2 |

* Don't know responses not included in calculating average

Entrances to the City

Another new question that was asked concerned the perceived attractiveness of the eight entrances to the city. Respondents were asked to rate those entrances from 1 = not very attractive to 4 = very attractive. The most attractive entrance to the city was University Boulevard and U.S. 30 (M=3.2), followed by Bloomington Avenue & U.S. 69/Grand Ave (M=2.3), South Dakota & U.S. 30 (M=2.2), Thirteenth Street & Interstate (M=2.1), Lincoln Way & Wilder Avenue (M=2.0), South Duff Avenue & U.S. 30 (M=1.9), and lastly, South Duff Avenue & Ken Maril Road, and Lincoln Way & Dayton Avenue (M=1.8). (Table 24 and Figure 11)

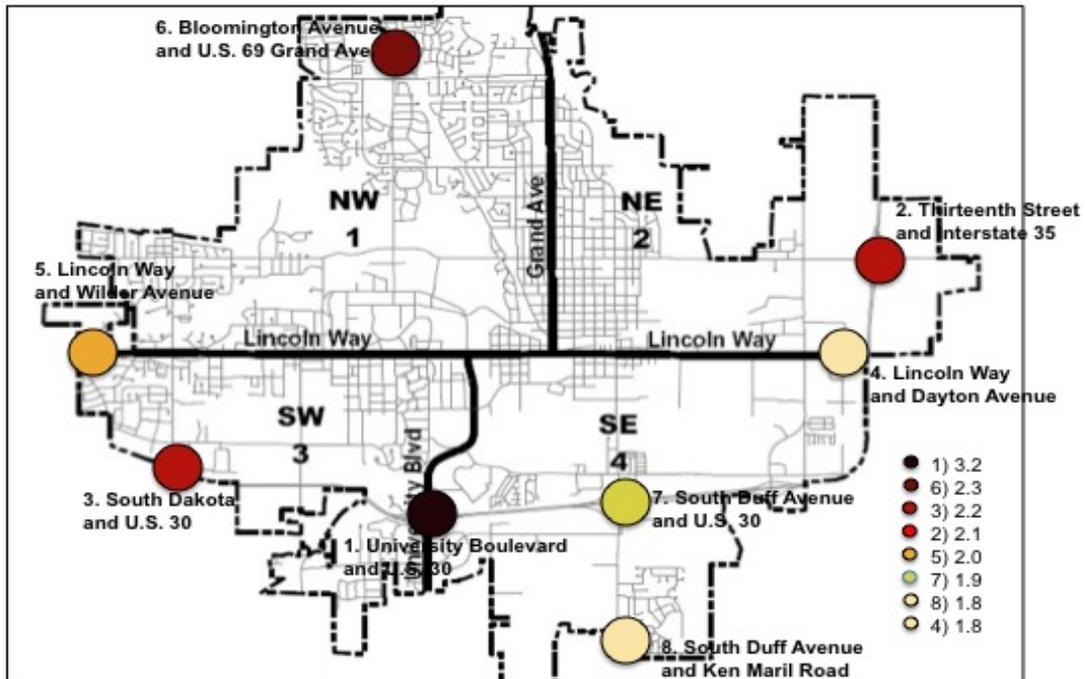
More than two-thirds of the respondents rated six of the eight entrances to the city. This data suggests these entrances are more familiar to the respondents and/or more widely used. According to this data, University Boulevard & U.S. 30, 13th Street & I35, and South Duff & U.S. 30 were being rated most by the respondents (91%, 90%, 89%, respectively). The least-rated entrances, on the hand, were Lincoln Way & Wilder Avenue (39.1% rated this) and South Duff Avenue & Ken Maril Road (with 51% of respondents rating).

Table 24. Entrances to the city.

| Feature | <u>Not Very Attractive</u> | <u>Not Attractive</u> | <u>Attractive</u> Percent | <u>Very Attractive</u> | <u>Don't Know</u> | <u>Average*</u> |
|--|----------------------------|-----------------------|------------------------------|------------------------|-------------------|-----------------|
| University Boulevard and U.S. 30 (n=704) | 2 | 17 | 35 | 40 | 6 | 3.2 |
| Bloomington Avenue and U.S. 69/Grand Ave (n=699) | 13 | 30 | 22 | 5 | 30 | 2.3 |
| South Dakota and U.S. 30 (n=703) | 19 | 36 | 24 | 6 | 14 | 2.2 |
| Thirteenth Street and Interstate 35 (n=709) | 29 | 34 | 24 | 5 | 8 | 2.1 |
| Lincoln Way and Wilder Avenue (n=704) | 12 | 17 | 9 | 2 | 60 | 2.0 |
| South Duff Avenue and U.S. 30 (n=709) | 35 | 34 | 17 | 6 | 8 | 1.9 |
| South Duff Avenue and Ken Maril Road (n=704) | 22 | 19 | 9 | 2 | 47 | 1.8 |
| Lincoln Way and Dayton Avenue (n=703) | 34 | 31 | 13 | 4 | 18 | 1.8 |

* Don't Use responses not included in calculating average

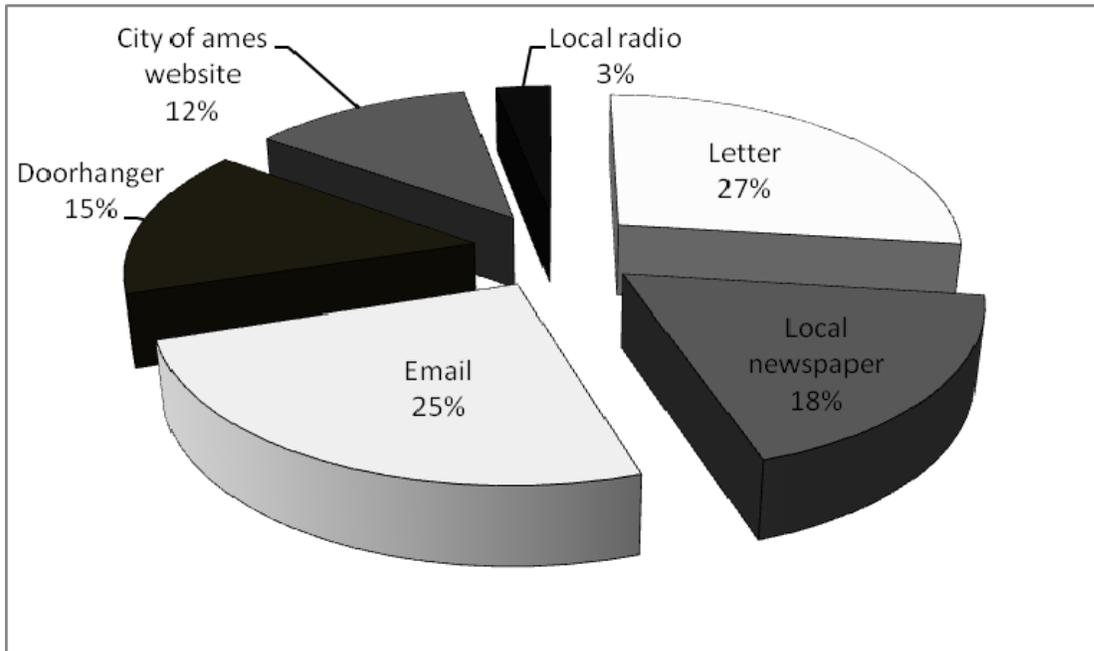
Figure 11. Location and rating of City of Ames Entrances



Public Information

The next section of the questionnaire asked respondents how they want to learn about City of Ames services, programs and projects, as well as their thoughts on the usefulness of various media sources. Figure 12 shows that receiving a letter is still the most popular method of communication (27%) (same as 2009), followed by email (25%), local newspaper (18%), door hanger (15%), City website (12%), and local radio (3%). For Iowa State University students, email is still the best way to communicate, followed by website, letter, local newspaper, door hanger, and radio, respectively. A category of “other” was added, and those suggestions are listed in the appendix.

Figure 12. Preferred method to learn about City services, programs or projects



In Table 25, the City of Ames website, ISU Daily newspaper, the City Side (utility bill insert), Ames Tribune newspaper, the Des Moines Register newspaper, and The Sun were the most frequently cited sources of local government information.

Respondents were also asked the degree of usefulness of those sources. The most useful source was City of Ames website. Other sources rated to be somewhat useful in this order: Ames Tribune newspaper, CitySide, KASI/KCCQ radio, Des Moines Register newspaper, ISU Daily newspaper, ISU Daily newspaper, Documents at the Ames Public Library, and www.Ames365.com (now AmesNewsOnline). Fifty-three percent (n=378) of respondents used the City of Ames' website in 2010. The main purpose for using the websites were to check for notices, updates or news releases (53% for each purpose), check Ames Public Library card account or status materials (36%), sign up for Parks and Recreation classes (30%), and watch city council meeting or Channel 12 programming on videostreaming (4%).

Table 25. Usefulness of media sources for government information

| | Don't Use | | Use | |
|---|-----------|---------|----------|--|
| | Percent | Percent | Average* | |
| City of Ames Web page (n=712) | 36 | 64 | 2.42 | |
| ISU Daily newspaper (n=715) | 36 | 64 | 2.12 | |
| CitySide (utility bill insert) (n=716) | 39 | 61 | 2.32 | |
| Ames Tribune newspaper (n=717) | 40 | 60 | 2.33 | |
| Des Moines Register newspaper (n=714) | 43 | 57 | 2.13 | |
| <i>The Sun</i> (direct-mail newspaper) (n=717) | 45 | 55 | 1.83 | |
| KASI/KCCQ radio (n=710) | 61 | 39 | 2.22 | |
| Cable TV12/Government Access Television (n=717) | 62 | 38 | 1.92 | |
| Documents at the Ames Public Library (n=713) | 72 | 28 | 2.09 | |
| www.Ames365.com (Ames News Online) (n=709) | 79 | 21 | 2.09 | |

*1=not useful; 2=somewhat useful; 3=very useful

Figure 13 illustrates how useful respondents view these sources of information in the most recent five survey years. Those rankings have stayed fairly consistent over the years.

Figure 13. Usefulness of news sources over the past six years (Users only).

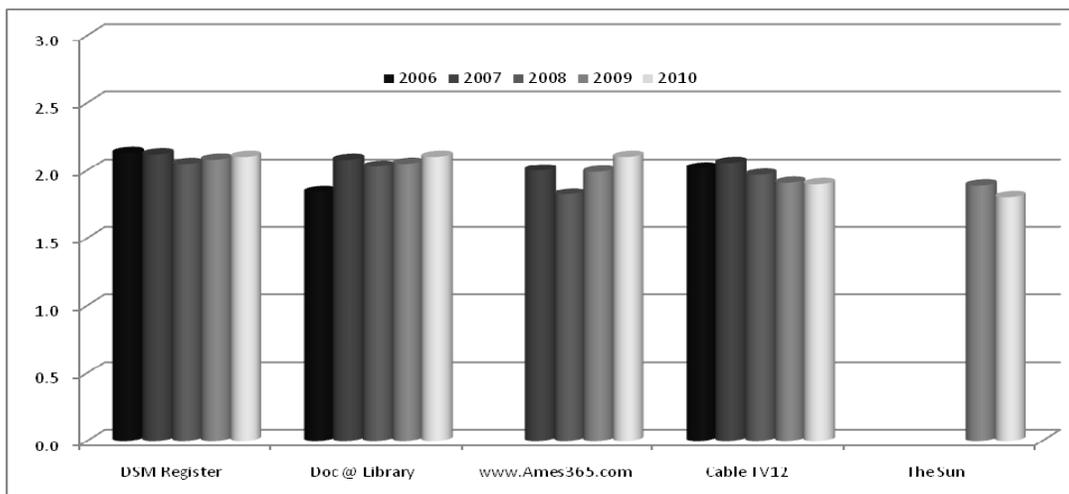
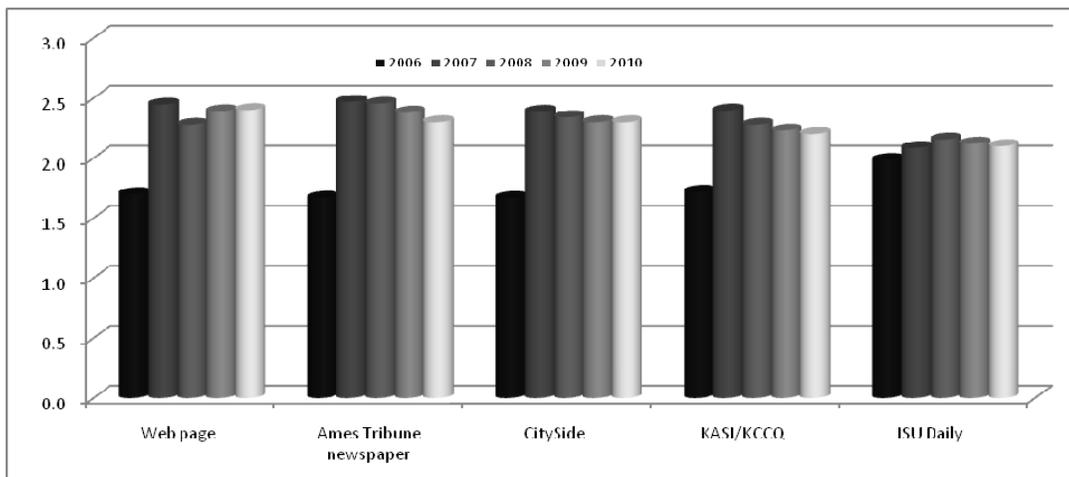


Table 26 indicates the usefulness of various communication tools based on whether or not the respondent was a fulltime student. There were significant differences between student and non-student responses. Documents at the Ames Public Library, KASI/KCCQ radio, Ames Tribune newspaper, and CitySide were more useful to non-students than fulltime Iowa State University students. However, the Iowa State Daily newspaper is more useful to ISU fulltime students than to non-fulltime students.

Table 26. Usefulness of news sources for non fulltime students and students.

| Information Source | Non- fulltime student | Fulltime student |
|--|-----------------------------|---------------------|
| | <i>Percent</i> | |
| Documents at the Ames Public Library | 3.6* | 3.4 |
| KASI/KCCQ radio | 3.5** | 3.2 |
| Ames Tribune newspaper | 3.2** | 2.9 |
| CitySide (utility bill insert) | 3.2** | 2.8 |
| <i>The Sun</i> (direct-mail newspaper) | 3.0* | 2.7 |
| ISU Daily newspaper | 2.4 | 3.0** |
| www.Ames365.com (online news service) | 3.6 | 3.6 |
| Cable TV 12/Government Access Television | 3.2 | 3.2 |
| Des Moines Register newspaper | 3.1 | 2.8 |
| City of Ames Web page | 2.9 | 3.0 |

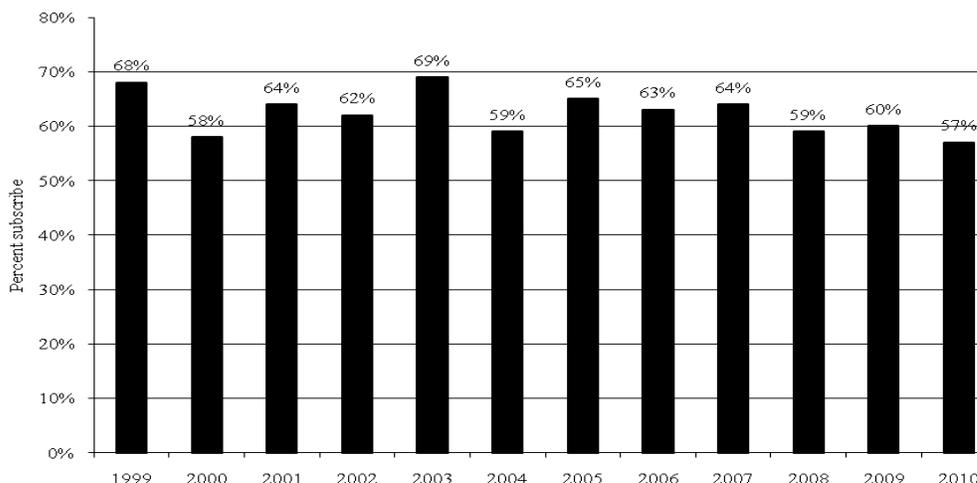
*statistically significant at .05 level

** statistically significant at .01 level

Note: average was compute using this value: 1=not useful; 2=somewhat useful; 3=very useful

Figure 14 illustrates that nearly six in 10 (57%) respondents were cable TV subscribers. This figure is a decrease of 7% from the cable TV subscriber in 2007 (64%) and a decrease of 3% from 2009. Mediacom subscription is not related to home ownership. However, non-ISU respondents are more likely to be Mediacom subscribers (59%) compared to ISU fulltime students (41%). This is different from 2009 where 57% of Mediacom subscribers were fulltime students.

Figure 14. Trends in city residents' cable subscription use



In Table 27, the number of hours per week that cable TV subscribers watch Government Access TV 12 is shown. Sixty-five percent responded they never watched Channel 12. This is almost the same value as last year (2009). Of those who said they did watch, 57% of respondents reported watching approximately an hour per week and 17% reported watching two to three hours per week. Thirteen percent of respondents who watch Channel 12 are viewing four or more hours each week. Table 27 shows that nearly two-thirds (63%) of cable TV subscribers who watch Channel 12 are most likely to watch between 6 and 9 p.m.

Table 27. Hours per week that cable subscribers watch Channel 12

| Hours per week | Survey Year | | |
|----------------|-------------|------|------|
| | 2008 | 2009 | 2010 |
| 1-2 | 55% | 47% | 57% |
| 0-1 | 9% | 29% | 13% |
| 2-3 | 18% | 10% | 13% |
| 4 or more | 11% | 9% | 13% |
| 3-4 | 7% | 6% | 4% |

Table 28. Trends in time cable subscribers are most likely to watch Government Access TV

| Time | Survey year | | | | |
|------------------|----------------|------|------|------|------|
| | 2006 | 2007 | 2008 | 2009 | 2010 |
| | <i>Percent</i> | | | | |
| Midnight to 6 AM | 5 | 4 | 4 | 4 | 3 |
| 6 AM to Noon | 5 | 2 | 7 | 8 | 5 |
| Noon to 6 PM | 4 | 10 | 13 | 8 | 9 |
| 6 to 9 PM | 62 | 71 | 64 | 63 | 63 |
| 9 PM to midnight | 24 | 12 | 11 | 18 | 20 |

For the sixth year, the survey asked questions about Internet connections at home. The number of respondents connected to Internet at home climbed to 94%, and high-speed connection continues to increase. Sixty-five percent of respondents have high-speed/broadband with wireless, and 30% have regular high-speed/broadband for a total of 95%.

Respondents who had Internet access in their home have an average age of 38 years, whereas those without the Internet have an average age of 58. Fulltime students were more likely to have Internet access in their home (98%) than non-fulltime students (90%). These responses are consistent with the responses from 2009, although slightly higher. In addition, 2009 respondents renting homes were more likely to have internet access (97%) than homeowners (90%). Again the pattern is the same and slightly higher than last year.

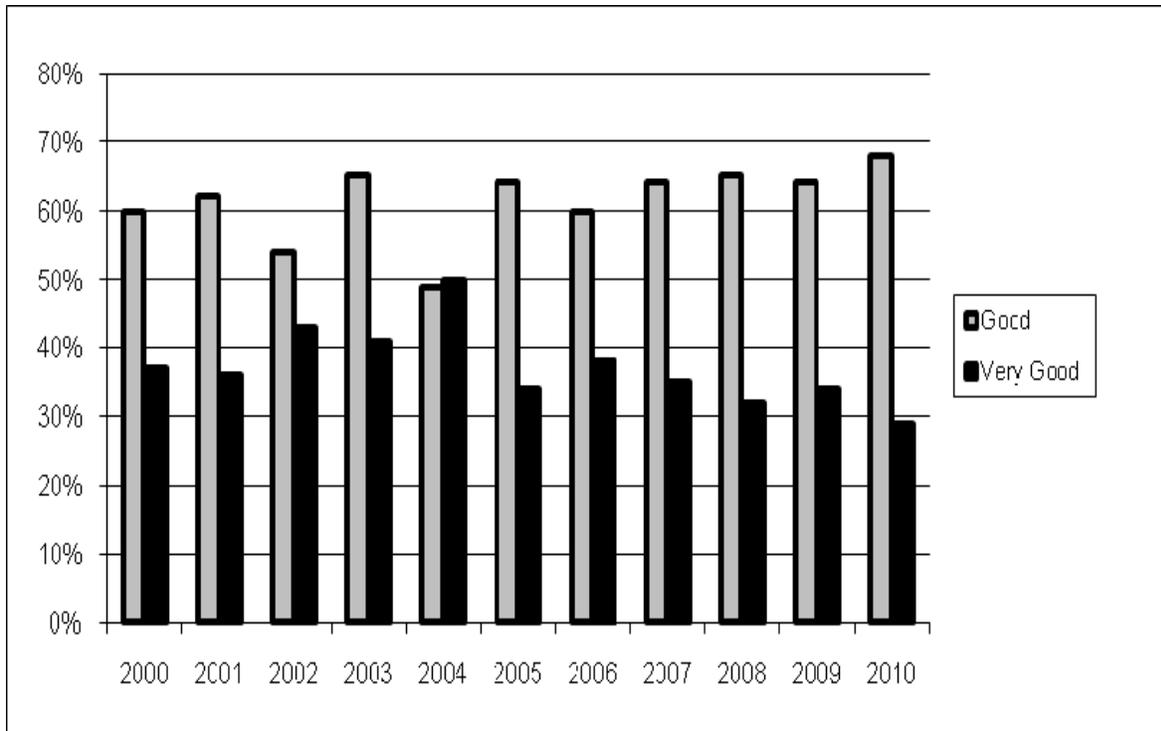
Table 29. Trend in Internet Service at Home

| | Survey Year | | | | |
|--|-----------------------------|------|------|------|------|
| | 2006 | 2007 | 2008 | 2009 | 2010 |
| | Percentage responding "yes" | | | | |
| Have Internet Connection | 87 | 87 | 88 | 90 | 94 |
| High-speed/broadband (with or without wireless) | 75 | 84 | 89 | 91 | 95 |

City of Ames Overall Service Quality

The final survey question asked residents to rate the overall quality of services they receive from the City of Ames. This year, 28% of respondents provided a "very good" rating for their overall satisfaction with the quality of services received from the city. In comparison with the previous years, this rating represents a slight decrease. The number of respondents rating the City of Ames as "good" was 69% in 2010. When the ratings are combined, 97% of Ames residents ranked their overall satisfaction with City services as good or very good.

Figure 15. Trends in overall satisfaction with City of Ames service quality



APPENDIX – 2010

Resident Satisfaction Survey Comments

The City Council has approved a five-year Capital Improvement Plan that defines over \$100 million in needs. These needs will exceed the funds available from local option sales taxes, road use taxes, and bonds. If approved, additional property taxes may be needed to pay for these projects. How UNIMPORTANT or IMPORTANT is it that the following projects are included in the Capital Improvement Plan?

Resident Sample Comments

- Beautification of Downtown
- Beautification of the city
- Better noise control
- Bus Service
- Continue to improve stop n'drop
- Control library compartment
- Controlling Development
- Decrease Section 8 Housing
- Economic Development
- Hwy 30
- Improve sidewalks
- Investing in downtown business
- Keep Carr pool
- Length of stop lights
- More parks
- More sidewalks
- New Library Facility
- New Mall
- Pot holes
- Promoting new business
- Railroad overpass
- Reduce crime
- Schools
- Snow Removal
- Solar and Wind Power
- Town relationships
- Water Plant
- Yard Waste

ISU Student Sample Comments

- Bike path improvements
- Creating more native habitat within park spaces (e.g. prairie and savanna)
- CyRide improvement/extension
- Environment
- For parks, more trees would be an improvement.

If Roosevelt School is not to be used as a school, it needs to be treated as a park.
 Improvements to snow removal and de-icing in the winter
 Increased lighting in dark areas to improve the safety of the community
 Initiatives for recycling and other sustainable practices
 More "blue light" emergency phones and CyRide stops in the far south, far west, far east,
 and far north parts of Ames.
 Painting lines on the roads
 Potholes
 Safety features -- lighting
 Storm water drainage improvements
 The streets, especially in West Ames and Highway 30
 The traffic lights need to be synched
 There needs to be a street light on Stange Rd for each street going into University Village
 This town needs more bike lanes on existing roadways
 Using salt in the winter
 Wild Animal Control

Programs and services listed in the following table are paid with local option sales taxes or property taxes. In 2010/2011, should the City of Ames spend LESS, the SAME, or MORE on each of the following programs and services?

Resident Sample Comments

Additional parking
 Bike paths
 Duff Ave and railroad crossing
 Economic Development
 Inspections
 Keep Carr pool
 Mall
 Public Schools and Education
 Roads/ Streets
 Snow Removal
 Veishea

ISU Student Sample Comments

Add e-books to the library to increase access
 Campustown redevelopment and improvements
 More stringent inspections and enforcement of codes of all rental units
 Racial abuses are becoming a problem
 Reduce section 8 housing
 There needs to be a massive decrease in the police force
 They need to spend more on the streets

For what reasons do you not use the library as often as you would like?

Resident Sample Comments

Branch library should be constructed
Have not had need
I never hear about it
Just don't take the time
Lazy
Not close to my residence
Transportation
Use ISU library
Would like more options

ISU Student Sample Comments

African-American resources are limited in the Ames Public Library. Many times, items are available via interloan library but need the resources when go to library that day. Hold times are very long on popular books. Never reached when the book was available. I like collecting books, so I buy them.
I ride the bus, so it is hard for me to get out there frequently.
I usually purchase books to read for personal use and use the ISU library for studies/professional use
I would like more stuff of interest to foreign nationals.
Iowa State University has most of the materials I need.
ISU student and use the library on campus
Limited resources; not comfortable environment
Searched for a book many times and it is not there.
Sometimes I just don't consider the public library. I don't go there often because it is pretty far away from my house.
Use Parks Library. It's more convenient, and they carry required journal articles, etc.

Which answer best describes the main reason you do not use CyRide more often?

Resident Sample Comments

2 cars
Bike or just want to walk
Bike to work
Car or bike are faster
CyRide does not come to Green Hills
CyRide does not come to West Ames
Disabled
Easier to drive
Easier to drive own car with kids
Elderly
Have to pick up children at daycare
Lazy
Live close enough to destination
Most places within walking distance
Nearest bus stop is very far away

Need immediate access to transportation
Need to bring a toddler to daycare
Need to run errands
Nice weather
No need
Not feasible
Not useful
Overcrowded
Retired
Ride with others
The routes need to be expanded to cover more of Ames
Timing is off
Walk to class
Walk to work
Weather shelters are rare
Work in Des Moines

ISU Student Sample Comments

Brown Route does not run to ISU Research Park often enough or after 6pm
Buses don't run late enough during the week to accommodate my work schedule (past midnight)
Close enough to walk
Doesn't operate on weekends or evenings
Easier to drive own car
Great to get around campus, but rather inconvenient to get around town to run errands
I am a vet med student there is not a convenient direct route from my off campus housing to vet med
I bike everywhere
I don't go out that much
I prefer to ride a bike
I prefer to walk
I wish there was a bus that went along 13th street, East of Campus
Is rarely on time
It involves too much time and transferring to get to most places
I hear complaints about them being overcrowded when I want to ride and there are no efficient systems to my house
It takes 50 minutes (including a transfer on campus with a 10-minute wait) to get from my apartment to my office. I can drive there in 8 minutes.
Live close enough
My family would ride CyRide more if they offered routes to and from our home area all day and year around
My own laziness
Need to use the car seat or bike trailer to get child to daycare
No need to use it more
Often when I go on errands I plan out multiple stops
Ride bicycle frequently
Some routes need to be expanded and/or increased
Summer route service starts later in the day, and my day actually starts earlier in the summer, so I often have to be at work before the red route is even running

The Roosevelt neighborhood no longer has a route that goes near the elementary school
Use CyRide for school and car to drive to the ISU parking lot
Walk places and have a car
Walk to work
When the weather is good, I ride my bicycle or walk. If weather is poor, CyRide is my preferred method of daily commuter travel.
Would like to see routes going further east
Would prefer if yellow route was more frequent

How would you prefer to learn about construction projects, programs, and meetings in your area?

Resident Sample Comments

Any online source
Cable channel
City side
Road signs for construction
Street signs
The sun
Utility bill inserts

ISU Student Sample Comments

Cityside
The Daily

Type of Internet access in your home

Resident Sample Comments

DSL
Mediacom high speed
Satellite

ISU Student Sample Comments

DSL high-speed but the lines oscillate between good and minimal every second
Internet is through Iowa State University

If you use the City of Ames' Web site (www.cityofames.org), where do you use it...

Resident Sample Comments

Animal shelter adoption listings
Building codes
Calendar of events
Checking things out
City assessor page
City codes
City Policies

- CyRide web site
- Department contacts
- Events
- Ice Arena schedule
- Information about city resources
- Information regarding what services each department offers
- Job postings
- Ordinances
- Parking tickets
- Phone numbers
- Pool schedule
- Property values
- Rebate forms
- Regulations
- Reserve park shelter
- Utilities account management

ISU Student Sample Comments

- Access contact information and summer activities information
- Check information on Recreational facilities/events
- City Assessor site
- City ordinance and parks and recreation maps, city service phone numbers and locations, the power watch indicator is interesting
- Contact information for City Services
- Ice Rink information
- Information about city departments
- Information about city parks
- Interest card and Ames PD Police Officer application process
- I've used it once for the library
- Job listings
- Just for general information regarding utilities and occasional events
- Look at bylaws
- Parking tickets
- Reference
- Seasonal job openings
- Softball schedule
- To get needed phone numbers
- To reserve a shelter in one of the parks for picnicking
- Utility payments

What other information should be included on the Web site?

Resident Sample Comments

- Community events
- Easy links to community recycling companies
- Homeowner information
- It needs to be updated more often

- Local construction projects, programs, meetings
- More Fill - In forms
- Names of employees in departments/offices
- Salaries of all city employees
- Updated development projects
- Updates about city construction site
- Utility bill payment without fees
- Weather forecasting

Student Sample Comments

- A way to add input to the city council meetings without having to be there
- All grant or funding available for community members
- Better navigation of ISU Student Section
- City ordinances
- Construction and detours should be conspicuous on the front page
- Easier (more intuitive) navigation
- Events listing for Ames
- General information on different recreational opportunities throughout the city
- Health information about vaccine availability and disease incidences
- Information for new residents on where to recycle, get trash service, etc.
- Information on city ordinances and property law information
- Information on the 4th of July fireworks
- It doesn't need more information but the information needs to be sorted better and updated
- Job listings
- List of things to do/things going on in Ames
- Payment of utilities
- Recent news, policy changes, new constructions, events
- The website should be completely redesigned as it is VERY difficult to find information
- Up to date info on cancellations
- Upcoming events in Ames and at ISU
- Upcoming schedule of major events in town: Special Olympics, RV convention, etc - things that cause big changes in traffic.
- UPDATED hours for city services (Redemption Center, etc)

On what other issues do you think the City should focus its attention?

Resident Sample Comments

- Activities for residents
- Ames should have a street closed to traffic.
- Opt out program for The Sun. I never look at it and I just have to dispose of it.
- Anything to improve bike commuting, specifically lanes like on Lincoln hwy
- Being more green. Using public transportation more; use wind energy.
- Better city planning and zoning.
- Better police force.
- Better relationships with the student population
- Better shopping centers. Better stores/more stores.

Better snow removal and road improvements.

Bike path system is not good for commuting. The trails are pretty, but don't really go anywhere.

Bringing in new businesses.

Campustown redevelopment. Restoring the Varsity Theater.

Careful and metered development, and not forgetting to focus on improving existing neighborhoods.

City Streets

City-wide recycling incentives (other than the redemption). Encouraging people to recycle items that the power plant does not use.

Connecting with students as to help them understand how they are a part of the community.

Continue to focus on community driven focuses, library, parks, cyride etc.

Continued sustainability efforts

Coordination of lights on Lincoln Way.

Crime rate is going up. Keep Ames safe.

Developing the most self sustainable community it can be.

Entertainment

Expansion of trail systems and recreational opportunities

Fixing potholes in neighborhood roads

Focus on arts programs

Garbage removal

Get some decent cops and give them a lesson in manners

Getting more eating establishments and shopping in West Ames.

How to give African-Americans a voice in their community, how to rid racism/classism in the Ames elementary, middle, and high schools, how to put more money into prevention programs.

Human services

I definitely think that a pedestrian walkway should be put in

I often feel like the priority of police is put more toward fining people instead of keeping dangerous people out of trouble.

Improve aesthetics and business diversity in CampusTown

Improve public transportation within the city and to major cities

Increasing bus, foot and cycle access and routes to reduce traffic. Increasing community-level opportunities - e.g. community gardens.

It would be nice if there were no service charge for paying your electricity bill with a credit card online. This is a convenience both for the user of electricity and for the city (who has less paperwork to manage with an online interaction).

Keep improving transportation options - more CyRide routes, more bicycle-friendly streets and paths

Keeping rates low and services consistent. Overall very positive about Ames services.

Mainly road conditions (repaving and ice)

Making Cy-Ride better, more routes and times through downtown area

More residential police patrols in the evenings would be helpful.

Narcotics Enforcement- making residents more aware of the problem and that it is not tolerated.

Not attacking kids drinking as if drinking a beer underage was equivalent to armed robbery.

On updating the elementary schools both structurally and quality of education

Overpayment of City Manager for quality of work done.
 Overthrowing the monopoly of Mediacom
 Parking for students living in the residence halls. A parking ramp is NOT the answer.
 Parking on side streets
 Pot holes and roads in general.
 Properly allocating funds
 Providing better green space and native habitat (e.g. prairie and savanna)
 Providing enough left turn signals, e.g. at Grand and 13th going east/west on Grand.
 Recycling system! I've never lived in a city that does not have a recycling program and I strongly believe it is regressive, not progressive.
 Reducing racism; improve services for section 8 housing residents; sexual harassment/violence enforcement and education. It is shameful that Ames does not require recycling.
 Reducing services to a minimum and reducing taxes to a minimum
 Renewable energy
 Rental unit quality, compliance, rental rates, maintenance.
 Repaving streets. Giving less parking tickets.
 Road expansion possibilities, for example Mortenson Pkwy near the Middle School.
 Also, trying to improve the relationship between the community of Ames and ISU students.
 Road maintenance, repair and clearing (snow and ice in winter). Providing areas for overnight parking.
 Safety and Unity should be some of the biggest concerns.
 Sustainability, environmentally friendly services
 The main streets in Ames are awful and getting worse by the day.
 The major issues I have living in Ames are the rising crime rate and how unsafe my neighborhood has become near Sawyer Elementary School.
 The timing of stop lights during the day.
 The website is poorly formatted and difficult to navigate/find what you are looking for.
 Traffic flow
 Trash/littering
 Winter Road Maintenance is terrible.

What is the best thing about living in Ames?

Resident Sample Comments

Beautiful scenery
 Attractive
 Balance of a city and small town culture
 Proximity to work and bike trails.
 I feel very safe living here.
 Community. I am lucky to be a part of it -- we have a variety of restaurants and good people.
 Convenience to all daily support.
 Cultures and ideas brought in by the University.
 Large city atmosphere
 Modernity

Good food, good entertainment, and the ability to travel in town without using a car if desired.

Parks are very nice. Water quality is excellent.

People and activities available

Town feel, and the general friendliness of the permanent residence.

Beautiful parks and safety

Friendly people, great neighborhoods.

Parks that are available throughout the city

Parks, bike trails, recreational opportunities throughout town.

Iowa State University

Disc Golf Course, Iowa State University creates a great environment and Campustown should reflect the same image.

ISU solar car team.

It's clean, most people are friendly, and it's safe.

Good grocery store, local cuisine is great, nice bar and shops, and it is simple the most beautiful part of Ames.

Housing

People and the bus system.

Main street district

Lots of good vegetation and entertainment/business. Not far from Des Moines.

Cost of living and recreational opportunities

Community, clean and progressive.

Parks and Recreation services - they are both outstanding.

Safe place to live

University programming and events.

The town the clean water, the low crime

Town with many activities, stores and restaurants

It's very easy to get from one place to another.

Young people at ISU and the community of Ames.

Your current employment status

Resident Sample Comments

Disabled

Full time student

Graduate student

Postdoctoral

Self employed

Student Sample Comments

Employed on a research assistantship

Freelance artist

Full time student

Graduate Assistantship-20 hours/week

Graduate student - seeking local employment

Graduate student full-time

I have 2 jobs. I work for a manufacturing business in Ames, and I work at the University

Iowa Army National Guard

Part time own business
Part-time student

Do you RENT or OWN your home?

Resident Sample Comments

Living with family

Student Sample Comments

Campus residency/ College dorm/ university housing
I am currently purchasing a mobile home on contract with the lot lord.
I have an apartment
I live in a fraternity.
I live with my parents, who own a home
Residence Halls During the year, rent house during summer.

Additional comments

Resident Sample Comments

Allow and encourage more people to put in maintained prairie throughout the city. This native ecosystem used to be the land that Ames is built on, and it is now a globally imperiled biome. Only 1% of the original prairie that occurred here remains. We should be proud of the original landscape that was settled here, embrace it, and help to restore it.

Ames is a great place to live. It seems to have the benefit that there are not looming crisis on the horizon that must be dealt with immediately, so any plans for advancement and growth should be studied carefully and designed for long term growth and not short term reward.

Ames is one of the best places in the world to live.

Be interesting to see the results

Bike paths!

Fix 13th street just east of the interstate. You keep putting down rock and it doesn't work I can't figure out why you can't understand that. Fix the potholes around Ames.

Get the streets repaved and get the residential streets plowed faster

Good job overall...however a big push needs to be made to demonstrate criminals will be dealt with strictly and harshly. Support the law-abiding citizens in every way, keep taxes to a minimum, drop the hammer on criminals.

I have lived in Iowa for five years and Ames is the only place that I have enjoyed living; despite the noise of the late night college life.

Please do not raise taxes. The federal and state governments are already taxing enough of our money. The key to success is to cut wasteful spending, discourage people on welfare from staying in Ames, and temporarily cut some other spending as in (library expansion, bike path construction, etc....), until we get the economy in better shape, and we can get the state and federal governments to cut taxes so we can actually enjoy the fruits of our labors instead of having it taken from us and redistributed to people who don't want to put forth the effort themselves. Thank you for your time.

Please consider some sort of mass transportation from Ames to Des Moines (Airport/Jordan Creek Mall)!

Plowing and salting on major roads seemed too slow this winter More left turn signals needed Great recreation/parks program I would like to see more nuisance ordinance/drinking/over occupancy enforcement

Thanks for doing this survey.

Overall, I am happy to live in Ames. Thank you very much!

Overall, I find Ames to be a great place to live. There's a lot of beautiful buildings and parks. I'm very glad I chose to attend Iowa State University and move from Southern California to Ames...

The police department seems understaffed. There has been an apparent rise in crime in recent years with no significant increase in the number of sworn officers in the department. The number of officers over the past 20 years has not been increased substantially, and should be increased to match the increasing population, and the increasing violent and property crimes. By maintaining an understaffed department the police are going to see higher turnover, and the officers are going to get burnt out, as they are expected to deal with larger issues, and little or no additional help. In addition, there is a drug problem in Ames. That fact is simple and obvious. Why does the police department not have a police dog? It is absolutely ridiculous for the police to have to rely on neighboring counties in order to use a police dog. For a city of this size there is absolutely no justification to not having that resource available, especially considering that this is a university town. If the city manager thinks it is too expensive maybe he should be put on the front line in the war on drugs to see what he is actually dealing with.

The stoplight coordination and snow plowing are terrible.

The youth are this community's future. Empowering them via socializing, prevention programs, and scholarships, will empower Ames and possibly keep them in the Ames community to raise their own families.

This is a very nice city. Let's try to keep it that way.

Try not to cut too much, but better to cut services and avoid going deep into debt.

ISU Students Sample Comments

Ames is a great town to live in, I just feel it can sometimes be seen as a dirty town to live in. More needs to be done with general upkeep and ascetics of mainly our campus town area. It is a college town yes but that is not synonymous for "we can let this area go, it doesn't need to look good."

Ames is a reasonably good place to live, but there are some things I would like to see change. I believe that there is far too much emphasis put towards telling people what to do. For example, telling people how often to mow, telling people when and where to park, telling people not to have "derelict" cars (even when that person is in the process of a one day repair project), arresting people for being drunk (but not disorderly), et cetera. In the mean time it seems like whenever there is a more serious crime, like attempted arson, the police simply give up and say "we don't really have the resources to

investigate this." The priorities of law enforcement in this town have for many years seemed backwards to me.

As a college student who relies on biking for transportation and runs for exercise, I would like to see improvement to the Ames trail systems. There are good trails in places but they are not necessarily connected by park corridors and smooth bike paths. Expanding and connecting the current trail system would ease the utilization of alternative transportation in the city and encourage physical activity for people in all parts of town. Though it is hard to complain about traffic in a city the size of Ames, major roads are often undesirable avenues of travel due to excessive stop lights and too much stop-and-go traffic. Many people I know resort to using side streets as main roads of transportation. Grand Avenue is the worst. Campus town needs serious work. Parking is fairly limited, but that isn't the greatest concern. There are few sit-down restaurants, no grocery stores, no movie theaters, and limited "hang-out" places for the under-21 crowd (the majority of ISU students and on-campus residents). Students rarely leave campus, which is sad. But I don't blame them -- there are few places in Ames to which it is worth traveling, especially in Campus town (the closest business "hub" to campus!). Simple investment in an ice cream parlor, or a movie theater, or a sports grill, or more cafes, or a grocery store, or some sort of shopping would stimulate interest in the area among students other than the obvious drinking draw for over-21 folk. Other than a remarkable number of quality and inexpensive restaurants (see: Cocost, etc.), Campus town offers very little for the average Iowa State student.

Cyride needs much more support. More buses, more routes. Use small buses/vans, or even sedans. Run them later into the night, on weekends, and especially on holidays. It is absurd that Cyride shuts down/lessens service on holidays: for example, if you know that lots of people are going to go out and drink (e.g., on New Years Eve), don't stop service at 6 pm. It only encourages people to drink and drive. Moonlight Express is a great idea -- extend it year-round, or at least run it on holidays. The city should also require recycling, or at least offer curbside pickup service. Make it easy (and ideally, free) to recycle. Stop the development of new commercial areas. There is already plenty of commercial space and it's too spread out. We need to discourage driving and unnecessary construction. Ames is beautiful. We don't need more parking lots. Close the coal plants. Sell the Segways. If the police want to get around neighborhoods and be visible, get them decent off-road bicycles (if it's good enough for New York City, it's good enough for Ames). There should be more programs which benefit non-white residents of Ames, especially foreigners (both those connected to the university and those connected to other industries). Any programs designed to encourage social integration should not be cast in terms of "you should adjust to us" but "help us learn how to adjust to you." Ames will be strengthened by embracing diversity.

Extend the bike paths! I love to ride my bike, but I do so at the gym rather than outside because of the configuration/condition of the paths. It is simply not possible to ride exclusively on the bike path for extended periods of time without riding in traffic or on narrow sidewalks. Ames is a nice city, but it can be hard to get around on a bike.

I appreciate Ames' efforts to be a well-manicured and maintained city. I appreciate that maintenance attracts employees and students. I believe that society has moved toward a new sense of what constitutes a service or what constitutes high standards of living. I think that Ames should refocus efforts and funds toward sustainable growth including more bike and walking paths that are better connected, better funding of CyRide for more routes, and reducing development in sensitive areas. Similarly, I think the Ames police should refocus efforts. For all of the police cars I see, I am constantly seeing traffic violations such as speeding, turning left on a red, and speeding through neighborhoods (and very few cars on the side of the road getting ticketed). It seems that whatever is being focused on, it is not improved safety of the roadways. Generally, I feel the opposite, that police shouldn't focus so much on traffic violations, but Ames seems to have gone way too far in this direction. I think Ames is making a common mistake in maintaining certain standards, while overlooking real opportunity to be at the leading edge of a new style of city.

I come from Youngstown, OH. Ames is much, much nicer. I like it here. I can't think of anything, really, off the top of my head that really needs changing. Don't let the city get too big. Please, please, please, keep it about the size it is now.

I enjoy living in Ames, the city does a fine job of upkeep. Maybe some potholes on the roads could be fixed.

I grew up in Ames, and continued to live here while attending ISU for my undergraduate work. I met my current boyfriend here and stayed for my graduate studies. Ames is a wonderful community!

I like the city of Ames... it doesn't feel too big or too small. I myself come from a town of 3,000 people, and I like the feel of both.

I liked the free compact fluorescent light bulb promotion a couple years back.

I love Ames! It's such a great place to live!

I love Ames's parks. I like riding my bike around town during the summer, especially because of the beautiful yards in the residential areas. Once the water park opens, I will be extremely excited to visit that. I go to the bars in Campustown occasionally. There isn't much else that I do in Ames, everything else is on campus.

I moved here from a wonderful big city, Toronto (Canada). We love the parks and bike trails, that we can walk to events, the excellent public schools, and summer concerts. Even though living in Des Moines would reduce travel time, Ames is a far more livable, comfortable, and invigorating place. Given what the city does for all of us, the taxes are reasonable.

I rent in Ames because I didn't think a 5 year house investment in Ames starting in 2007 was a good idea.

I think bike paths are needed all around Ames.

I would LOVE to see these comments used during discussions.

I'm a non-traditional ultra long term student at ISU. I work on campus as well. I grew up in Milwaukee, but I'm not sure where I'm "from" anymore because I stopped going home for the summer in 2005. Ames is big enough to buy whatever groceries I want, but it's hard to find a really good restaurant. I hope the southwest corner of Ames pulls together - there are lots of people, but little more than a gas station. I suppose I should try the new bowling alley.

In addition, for summer street-maintenance activities, partial-depth HMA patches work fine on asphalt streets, but only concrete patches should be used on concrete streets. Concrete patches on main streets when city utility excavations have been made are great! They hold up much longer and resist settlement.

It would be nice for more notification on street construction (ie the closing of North Dakota between Delaware and Ontario)

Like I have written throughout this survey, the most important things that Ames needs are prompt and efficient snow removal and a better recycling system.

Like I said, an overhead walkway to get to new Wal-Mart and Target would be really nice because that street is dangerous!

Love the city, glad to live here

Need to find a more effective way to get to the high way from the north side of Ames it takes 15-20 minutes just to get the free way big inconvenience.

The City of Ames really needs to improve the website. Police need to focus less on public intoxication and \$5 parking tickets and more on sexual assault prevention. The parking ramp in Campustown is the absolutely absurd. It is already an unsafe area. Adding a parking ramp is ridiculous. This parking ramp is knocking out all of the student government parking for on campus residents. And yes, even though you can park out at Towers, it is not safe to walk back from Towers at 11 pm by yourself.