

29th Annual Report

Ames Residential Satisfaction Survey

2011



29TH ANNUAL STATISTICAL REPORT

The City of Ames, Iowa, conducts an annual satisfaction survey of community residents. In early 2011, 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, 1,000 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. This questionnaire is quite different from previous years (some deletions and new questions were formulated). The analysis was completed with assistance from Nora Ladjahasan, Assistant Scientist II, Institute for Design Research & Outreach, College of Design, Iowa State University.

This statistical report summarizes results from 504 respondents who returned usable questionnaires (312 from the Ames residents (62%) and 192 from ISU students (38%)). The online survey for ISU students generated 204 surveys. However, only 192 surveys were used in the analysis due to incomplete surveys.

Response rate for Ames residents group was 23% and 20.4%% for ISU students. Overall response rate for this year is 22%, which is lower than 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 381 for both groups (95% confidence level and a 5 confidence interval). Completed surveys of 504 indicated that we are 95% confident that the questions are within +/-4% of the results if everybody participated in the study. 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 2009 census estimate. Columns 3-7 show personal and social characteristics of individuals who completed surveys between the years of 2007 and 2011.

Of the respondents in this year's survey, 51% of respondents are male, which is slightly lower than the 2009 population census estimate (City data) <http://www.city-data.com/city/Ames-Iowa.html>.

Sixty-seven percent (67%) of the respondents have a college degree, which is higher than 60% last in 2010 and above the 2009 census estimate (58%). Forty-three percent of respondents are employed full-time and 31% are full-time students. Sixteen percent fewer full-time students returned this year's survey compared to last year, but only 1% lower than the 2009 survey. More than a quarter (30%) of respondents reported their household income to be less than \$25,000, 19% report their income is between \$25,000 and \$49,999, 32% report earning \$50,000 to \$99,999, and 19% of respondents make more than \$100,000 annually. Compared to last year's survey, household incomes of the respondents are higher.

Table 1. 2011 Ames Resident Satisfaction Survey respondent characteristics (%)

<u>Characteristics</u>	<u>July, 2009</u>	<u>Survey Year</u>				
	<u>Census estimate</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
Years lived in Ames						
Less than 1 yr	-	1	1	<1	<1	<1
1-3 yr	-	27	28	39	31	27
4-6 yr	-	17	15	19	22	16
7-10 yr	-	9	10	6	8	8
More than 10 yr	-	46	47	36	39	49
Gender						
Female	48	47	46	48	51	49
Male	52	53	54	49	49	51
Age						
18-24	51	19	24	25	32	24
25-44	21	26	29	29	32	31
45-64	19	37	26	27	23	28
65-74	5	9	11	10	6	7
Over 75	4	9	10	9	7	10
Education						
Some HS	4	1	1	1	<1	1
HS diploma	14	5	9	8	6	5
Some college	24	25	29	30	34	27
College degree	31	25	24	22	22	29
Some grad work	27	13	9	11	13	11
Graduate degree		31	28	29	25	27
Employment status						
Full-time student	-	20	30	32	47	31
Employed part-time	95	21	24	30	36	22
Employed full-time	-	49	41	53	29	43
Retired	-	22	21	25	13	20
Unemployed	5	4	7	9	9	9
Full-time homemaker	-	3	3	5	4	4
Household income						
Less than \$25,000	35	-	29	30	43	30
\$25,000-\$49,999	26	-	22	22	16	19
\$50,000-\$74,999	15	-	14	17	15	20
\$75,000-\$199,999	10	-	13	11	9	12
\$100,000 +	14	21	21	20	17	19

More than half (60%) respondents own their residence, the others (40%) rent. The majority of renters (58%) reported renting due to their short-term stay in Ames. Other reasons for renting were lack of adequate income (41%), followed by little or no upkeep (32%). Reasons for renting are shown on Table 2.

Respondents who are homeowners differ from renters on several personal and social characteristics. Homeowners have lived in Ames longer than renters (26.13 years and 6.6 years, respectively). Of those who have lived in Ames more than 10 years, nearly nine in 10 (89%) are homeowners. Of those who have lived in Ames four to 10 years, almost half (42%) own their home. More than half (53%) of renters have lived in Ames for three years or less.

Not surprisingly, respondents who are homeowners (54 years old) tend to be older than renters (29 years old). Of those between 25 and 44, less than half (47%) are homeowners. Of those between the ages of 45 to 64, nine in 10 (90%) are homeowners. In contrast, 93% of those under 25 years old rent, and 87% of full-time college students currently rent. For those who have at least completed college, 55% are homeowners and 34% are renters. Finally, homeowners typically have bigger household income than renters. Seventy-nine percent of homeowners earn \$50,000 or more, whereas only 13% of the renters earn more than \$50,000. (Figures from this paragraph are not shown in any tables.)

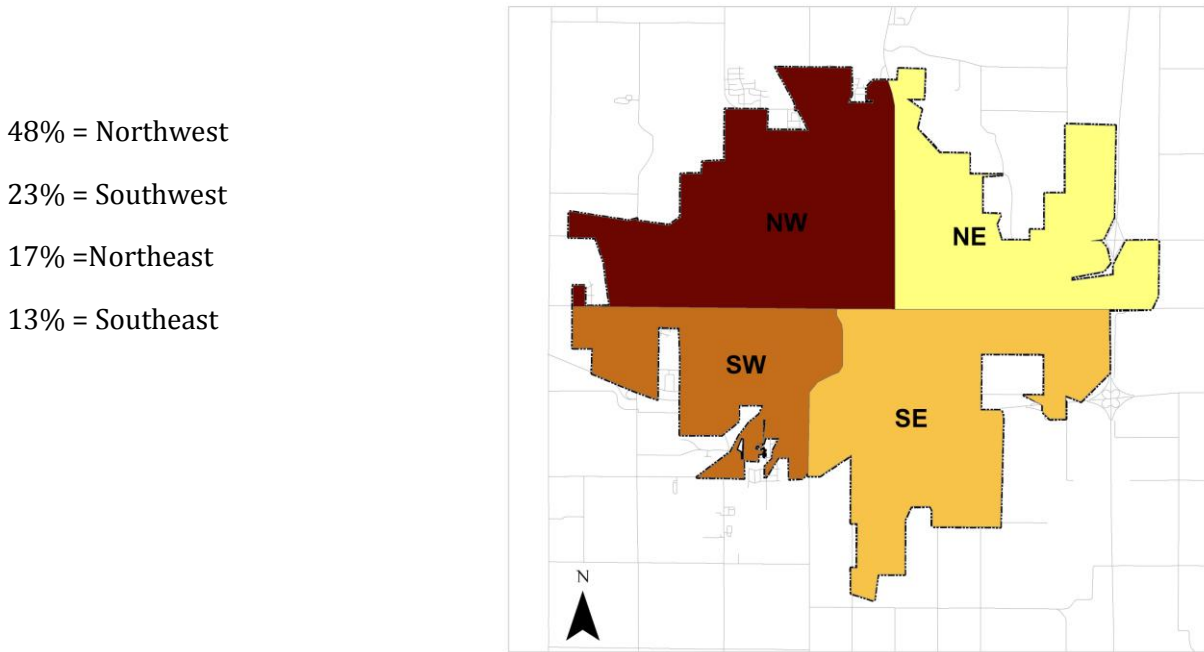
Table 2. Housing characteristics

<u>Characteristics</u>	<u>Survey Year</u>					
	<u>2006-2008</u> <u>Census</u> <u>Percent</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
Housing type						
Rent	49	31	40	42	51	40
Own	51	67	56	58	49	60
If rent, for what reason?						
Short term stay in Ames	-	53	62	63	63	58
Lack of adequate income	-	40	44	46	45	41
Little or no upkeep	-	34	37	35	38	32
More security	-	5	10	8	6	5
Location of home						
Northwest	-	46	50	53	49	48
Southwest	-	25	25	24	26	23
Northeast	-	12	12	9	13	16
Southeast	-	17	13	14	12	13

Respondents also were asked about the place where they live. As seen on Figure 1, a majority (48%) of the respondents reside at the northwest part of the city (49% in 2010), 23% from southwest (26% for 2010), 13% from southeast side (the same 13% in 2010), and 17% from northeast (12% for 2010).

The distribution of respondents based on residence is quite evenly distributed compared with previous years.

Figure 1. Geographic Sections



Priorities for On-Going Services

Respondents were asked to indicate how the city budget will be spent (less, same or more) on several services paid for by property or sales taxes. Funding amount for each of the services was indicated for each of the services. 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 6 responses.

On a scale of 1 to 3 (1 being less spending, 2 as the same, and 3 as more), only four programs were rated below 2.0. These include parks activities, land use planning (both current and long-term), and arts programs (Public Art & COTA). These programs got the highest rating on spending reduction (24%, 27% and 35%, respectively).

Of those selecting “spend more,” 23% of respondents wanted to spend more on transit system, followed by 22% who would like to see more money spent on sanitation/food preparation and public library (21%). These findings are summarized in Table 3.

Table 3. On-going service priorities

On-going service	Should the city spend....?			Average
	<u>Less(1)</u>	<u>Same(2)</u>	<u>More(3)</u>	
Transit system (CyRide) (n=424)	12%	65%	23%	2.1
Fire protection (n=425)	9%	77%	14%	2.1
Law enforcement (n=423)	14%	65%	20%	2.1
Sanitation/food inspections (n=419)	9%	69%	22%	2.1
Ames Public Library (n=420)	22%	57%	21%	2.0
Ames Animal Shelter & animal control (n=301)	15%	65%	20%	2.0
Human service agency funding (ASSET) (n=423)	18%	63%	19%	2.0
Recreational opportunities (n=424)	22%	58%	20%	2.0
Parks activities (n=425)	24%	63%	13%	1.9
Land use planning (both current and long-term) (n=420)	27%	58%	15%	1.9
Arts programs (Public Art & COTA) (n=424)	35%	51%	14%	1.8
Other (please specify) (n=6)				

Table 4 shows trends in spending preferences, and looks at “spend more” responses.

The table demonstrates that the percent of respondents wanting to spend more on some ongoing services were consistently decreasing from 2007 to 2011. These are recreation opportunities (34% in 2007 down to 20% in 2011), human service agency funding (25% in 2007 down to 19% in 2011), and park activities (22% in 2007 down to 13% in 2011). From 2010 to 2011, the percent of respondents wanting to spend more decreased on the following services: law enforcement, long range and current planning, fire protection and transit (CyRide).

However, there is a slight increase in “spending more” response on the other services (sanitation/food inspection, library, and Ames Animal Shelter and Animal Control). The table also shows that recreational opportunities is consistently getting at least 20% of the respondents indicating “more spending.”

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

Services	Survey Year				
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
	Percent				
Transit system (CyRide)	18	23	15	26	23
Sanitation/food inspections	28	28	18	21	22
Library	24	23	19	18	21
Ames Animal Shelter and Animal Control	19	22	16	16	20
Recreational opportunities	34	29	22	24	20
Law enforcement	20	18	19	24	20
Human Service Agency funding	25	23	20	20	19
Long range and current planning	16	16	13	19	15
Fire protection	18	12	12	16	14
Art programs	19	20	12	14	14
Park activities	22	27	19	19	13

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.

These groups of respondents **supported increased spending** on the following programs and services.

Arts Programs (Public Art &COTA)

- Younger respondent (35 years of age)
- Newer residents (12 years in Ames)
- Female respondents
- Renter
- \$150,000 - \$199,999

Recreational Opportunities.

- Part-time, and unemployed
- Younger respondent (33 years of age)
- Newer residents (9 years in Ames)
- Renter
- Under \$25,000

Fire protection.

- Older respondents (46 years of age)
- Long-term residents (21 years in Ames)

Human service agency. There is no significant difference in support.

Sanitation/food inspections.

- Renter
- \$25,000-\$49,999

Law enforcement.

- Retired respondents, employed full-time, and unemployed
- Older respondent (48 years of age)
- Long- term residents (21 years in Ames)
- Female respondents
- Homeowner

Parks Activities.

- Male respondents
- Newer residents (10 years in Ames)
- Renter

Ames Animal Shelter and Animal Control.

- Unemployed, and full-time
- Renter

Long range and current planning.

- Younger respondent (41 years of age)
- Renter

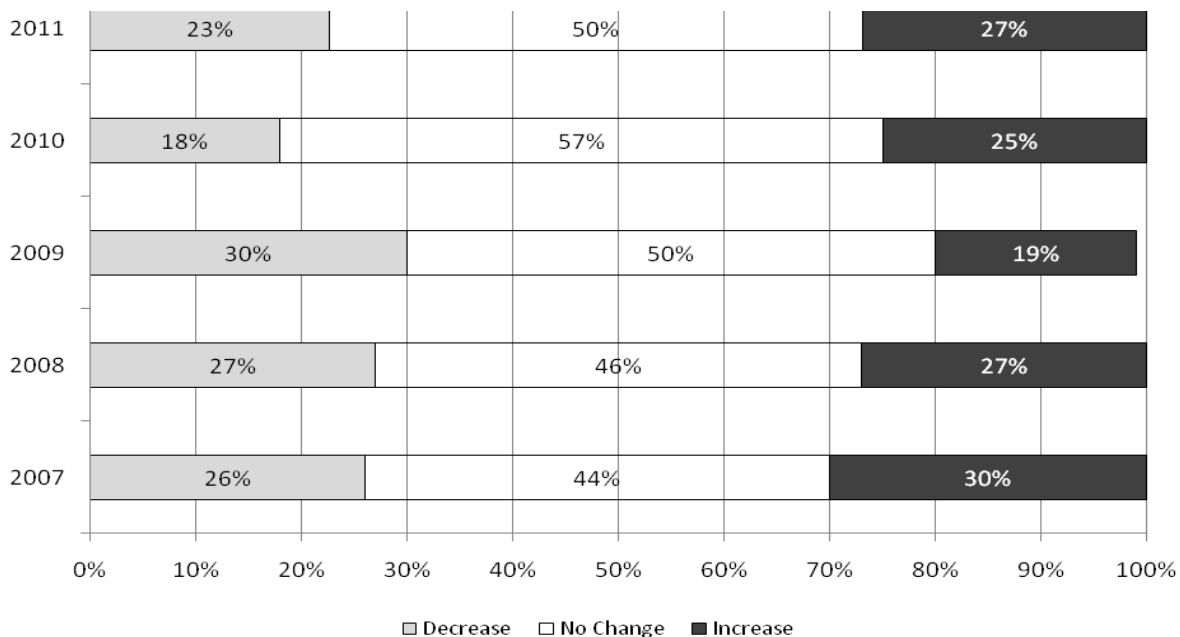
Ames Public Library. There is no significant difference in support.

Transit system (CyRide).

- Younger respondent (37 years of age)
- Newer residents (11 years in Ames)
- Renter
- Under \$25,000

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. The figure shows variation in responses to this question over time. The 2011 results show a balance between increase and decrease when compared to 2010. However, the majority of respondents show a preference for no change in property tax rates with 50% respondents suggesting the rate stay the same. Twenty-three percent suggested a decrease in property tax (18% in 2010) and 27% suggest an increase.

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.”

As shown in Table 5, reconstructing existing streets was the top priority for capital improvement with a mean value of 3.3 based on a 1-4 scale (1 being not very important, 2 not important, 3 important and 4 very important). Reconstructing existing streets was rated as somewhat or very important by 84% of the respondents. Stormwater drainage improvements was noted as the second most important capital improvement project, followed by traffic flow improvements, library improvements, bike path, and existing park improvements. Twenty-seven responses were given to “other.”

Table 5. Capital improvement priorities.

Capital Improvements	<u>Somewhat or Very Unimportant</u>	<u>Somewhat or Very Important</u>	<u>Average*</u>
Reconstructing existing streets (n=462)	16%	84%	3.3
Storm water drainage improvements (n=462)	23%	77%	3.1
Traffic flow improvements (n=462)	29%	71%	3.0
Library improvements (n=463)	41%	59%	2.7
Bike path improvements (n=459)	44%	56%	2.6
Improvements to existing parks (n=462)	41%	59%	2.6
Others (n=27)	30%	70%	3.4

*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 project over time. The highest-rated priority continues to focus on restructuring existing streets. Comparing it with past years, there is some shift in the priority list. Stormwater drainage improvement was the second most important in 2011. In 2009 and 2010, traffic flow improvement was the second most important priority.

Table 6. Trends in capital improvement priorities

<u>Service</u>	Survey Year				
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
	Percent very or somewhat important				
Reconstructing existing streets	77	84	84	87	84
Storm water drainage improvements	61	67	73	67	77
Traffic flow improvements	64	65	84	68	71
Improvements to existing parks	54	55	50	55	59
Library improvements	57	53	58	53	59
Bike path improvements	48	51	53	55	56

Table 7 shows the ranking distribution of capital improvements priorities. Reconstructing existing streets was ranked as first highest priority, storm water drainage improvement as the second highest priority, and traffic flow improvements as the 3rd choice. (Table 7)

Table 7. Ranking of Capital Improvement Priorities

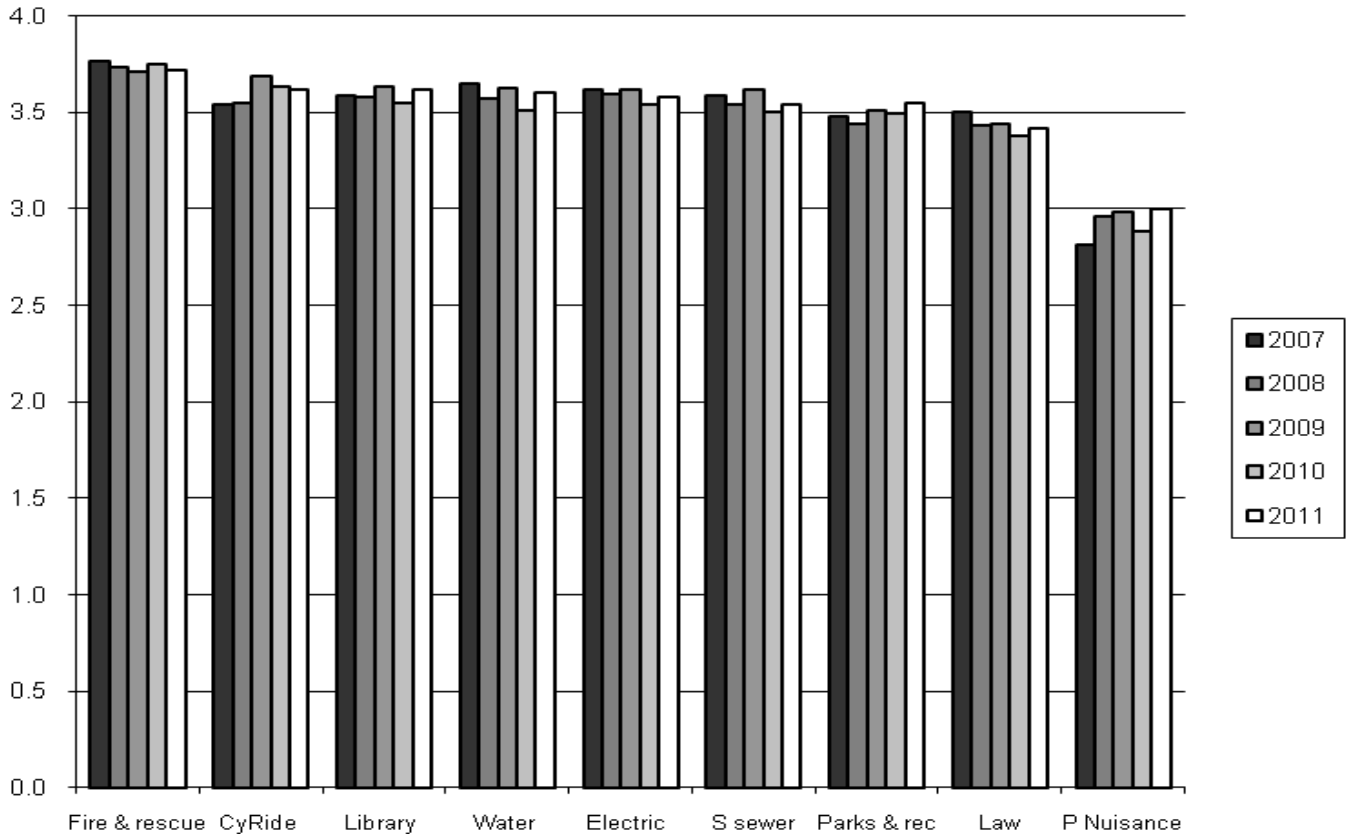
Capital Improvements	1st Priority (n=461)	2nd Priority (n=456)	3rd Priority (n=453)
Reconstructing existing streets	40%	22%	15%
Traffic flow improvements	20%	22%	22%
Storm water drainage improvements	20%	24%	18%
Bike path improvements	9%	11%	15%
Library improvements	7%	11%	14%
Improvements to existing parks	5%	10%	15%
Others	2%	6%	1%

Resident Satisfaction with City Services

Respondents were asked to determine their level of satisfaction with services provided by the City. Figure 3 shows the perceived satisfaction level on the services provided by the City over time. As in previous years, the level of satisfaction with City services continues to be high. From 2007 to 2011, all of the nine services were rated high (satisfied to very satisfied) by the respondents, except for public nuisance enforcement. The level of satisfaction with public nuisance enforcement slightly increased from 2010 to 2011.

Table 8 groups the responses into “very/somewhat dissatisfied” and “very/somewhat satisfied” with don’t know/don’t use removed. It also shows the average value for each service (1= “very dissatisfied” to 4 = “very satisfied.”)

Figure 3. Perceived Satisfaction Levels on Services, 2007-2011.



*1=very dissatisfied; 2=somewhat dissatisfied; 3=somewhat satisfied; 4=very satisfied

Respondent satisfaction with City departments remained high in 2011, with seven out of nine departments receiving 90% or more “somewhat or very satisfied” responses (Table 8). This compares favorably to previous years (Figure 3).

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

City Services	Very/ Somewhat Dissatisfied	Very/ Somewhat Satisfied
Fire Department services(n=327)	2%	98%
Library services (n=369)	3%	97%
Water Department services (n=396)	4%	96%
Sanitary sewer system (n=396)	5%	95%
Parks & Recreation services (n=399)	5%	95%
Electric Department services (n=409)	5%	95%
CyRide (n=338)	6%	94%
Law enforcement services (n=375)	12%	88%
Public Nuisance Enforcement (n=333)	29%	71%

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 (illegal drug use and enforcement (49%)).

In the categories of illegal drug use prevention and enforcement, 43% of respondents said it should receive more emphasis and 8% suggested less emphasis. One-third of the respondents (33%) said parking laws enforcement should receive less emphasis, 13% thought speed limit enforcement should receive less emphasis, and 13% believed noise laws and nuisance party enforcement should receive less emphasis.

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=413)	8%	49%	43%
Sex-related offenses investigation (n=412)	2%	58%	40%
Violent crimes investigation (n=706)	-	65%	35%
Domestic violence and family dispute resolution (n=413)	2%	67%	31%
Crime prevention and education activities (n=414)	2%	71%	27%
Alcohol-related crimes enforcement (n=412)	12%	61%	26%
Bad checks, fraud & identity theft investigation (n=410)	2%	73%	25%
Residential patrolling (n=416)	6%	72%	22%
Juvenile crime investigation	2%	75%	23%
Noise laws and nuisance party enforcement (n=413)	13%	67%	20%
School resource officer services (n=406)	9%	73%	18%
Speed limit enforcement (n=414)	14%	68%	18%
Traffic control and enforcement (n=413)	6%	77%	17%
Animal control and sheltering (n=413)	12%	73%	15%
Business district patrolling (n=411)	10%	84%	6%
Parking laws enforcement (n=413)	33%	62%	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 9% from 2009 and 6% from last year. On the other hand, respondents felt that the police department should concentrate more on juvenile crime investigation, school resource officer services, speed limit enforcement, traffic control, and animal control and sheltering. Although the trend on more emphasis ranges from 15% to 23%, it was higher than the 2010 data. Responses on more emphasis on other police activities decreased comparatively to 2010 data.

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

<u>Police Department activity</u>	Survey Year				
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
	Percent				
Illegal drug use prevention and enforcement	54	46	43	45	43
Sex-related offenses investigation	43	40	46	43	40
Violent crimes investigation	36	36	44	41	35
Domestic violence/family dispute resolution	31	29	38	35	31
Crime prevention and education activities	31	33	35	35	27
Alcohol-related crimes enforcement	41	33	30	31	26
Fraud, identity theft & technology related investigation	33	36	31	39	25
Juvenile crimes investigation	27	23	23	20	23
Residential patrolling	27	24	20	25	22
Noise laws and nuisance party enforcement	27	17	18	24	20
School resource officer services	19	22	18	17	18
Speed limit enforcement	27	17	20	16	18
Traffic control and enforcement	17	15	15	15	17
Animal control and sheltering	15	16	13	14	15
Business district patrolling	8	6	5	9	6
Parking laws enforcement	7	4	5	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 (97%) and 96% for each of the following activities: ambulance assistance, fire prevention education and outreach, and home business safety inspection. 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 (n=176)	3%	97%
Ambulance assistance (n=197)	4%	96%
Fire prevention education and outreach (n=197)	4%	96%
Home and business safety inspections (n=197)	4%	96%

Ames Electric Service

The number of respondents who have experienced a power outage fluctuates every year. In 2007, 59% experienced power outage, that number dropped to 45% in 2008, but rose to 55% in 2009. The increase in 2009 could be attributed to several factors included planned outages necessary for infrastructure improvements. In 2010, the percent of the respondents who experienced power outage reached a low of 37%. In 2011, after a year of challenging weather, the number climbed to 60%. (Table 12)

Respondents observing a burned out street light decreased by 8%, and 16% experienced power surge which affected their computer operation, almost the same as the previous year (15%). Of the 14% who reported a burned-out light, 45% said that the light was repaired within 10 days, while 34% can't remember if it was fixed within 10 days.

Table 12. Respondents' experience with electric service interruption.

<u>Service outage</u>	Survey Year				
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
	Percent who responded "yes"				
Experienced power outage	59	45	55	37	60
Observed burned out streetlight	46	47	45	46	38
Experienced power surge which affected computer operations	21	16	12	15	16
Reported burned out light	15	12	18	9	14

Satisfaction with various services provided by the electrical department is shown in Table 13. Ninety-five percent of Ames customers were somewhat or very satisfied with power quality. When removing respondents who marked “Does Not Apply,” 56% of respondents were very satisfied with the ease of reporting an outage and 58% were very satisfied with the response of employees. More than half (53%) of those responding said they were very satisfied with the time to restore service after an outage.

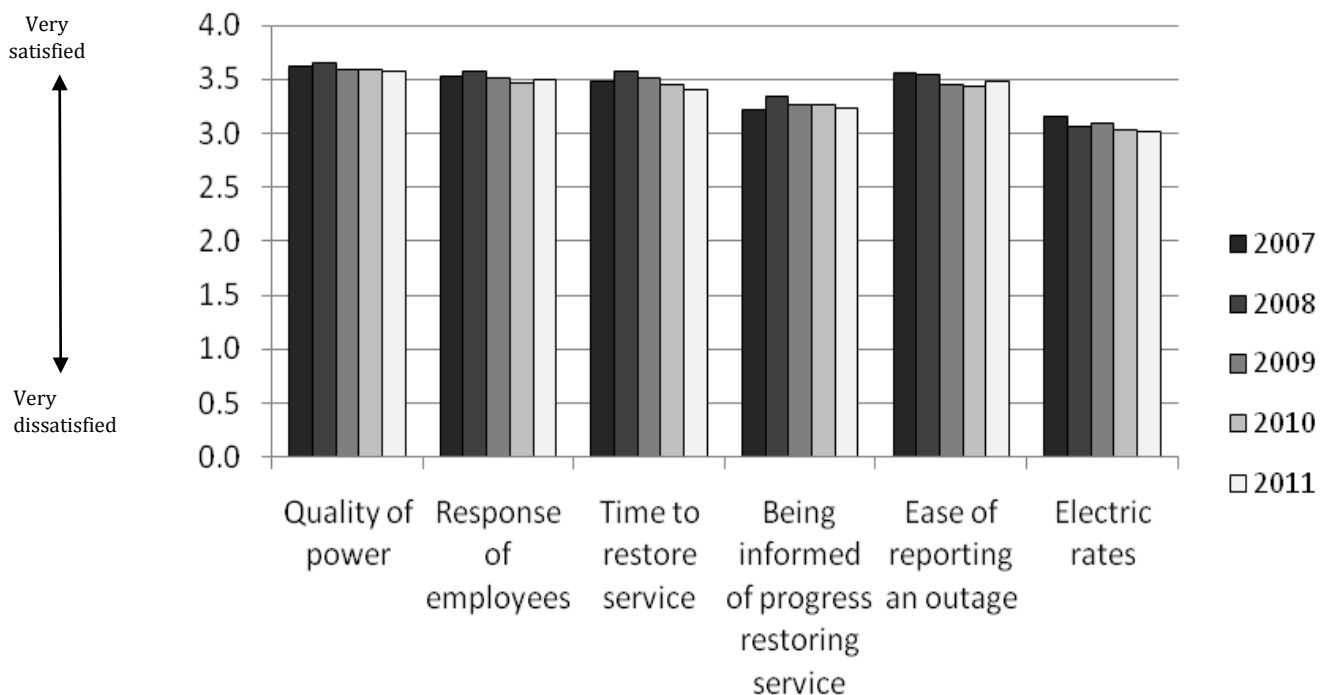
This trend is almost the same in the past five years from 2007 to 2011. Generally, the respondents were satisfied with the services received from electric department. The lowest rating was given to electric rates. (Figure 4)

Table 13. Satisfaction with Electric Department services

Electric Department Services	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Does not Apply*
The quality of power (n=221)	1%	4%	32%	63%	11%
Response of employees (n=278)	1%	5%	36%	58%	30%
Ease of reporting an outage (n=273)	2%	4%	38%	56%	31%
Time to restore service (n=297)	2%	8%	37%	53%	26%
Being informed of progress restoring service (n=283)	4%	12%	42%	42%	28%
Electric rates (n=360)	8%	14%	49%	30%	10%

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

Figure 4. Satisfaction with City Electric Department activities, 2007-2011



Water and Sanitary Sewer Utilities

Nearly all of the respondents (91%) use City of Ames water and sewer services in their homes. Of those, majority reported never having problems such as too much pressure (94%), soft water (91%), rust (83%), disagreeable taster or odor (82%), sediment (81%), too little pressure and/or hard water (75%).

Only 5% to 18% have had any of those problems once or twice in the past year. Five percent said they had a problem with hard water three to six times, and another 8% 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, 2011

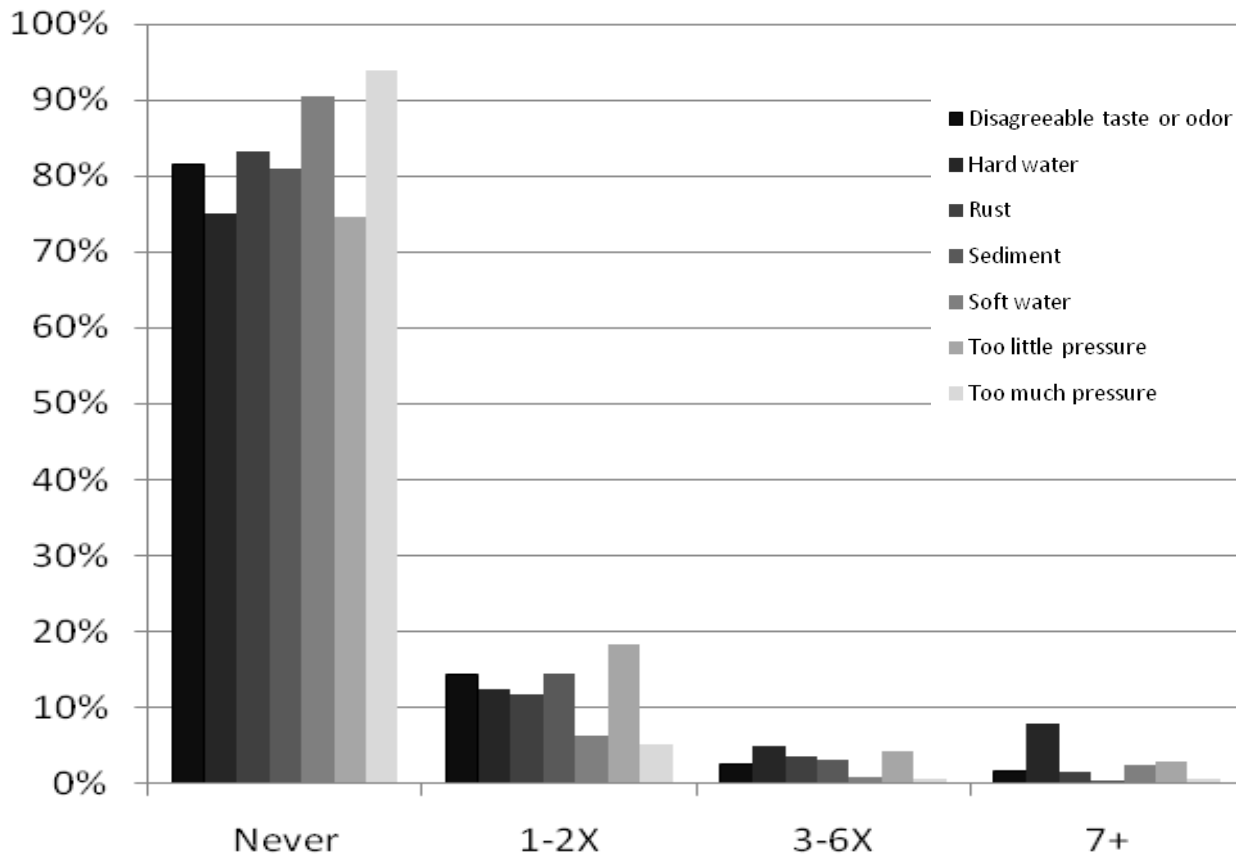
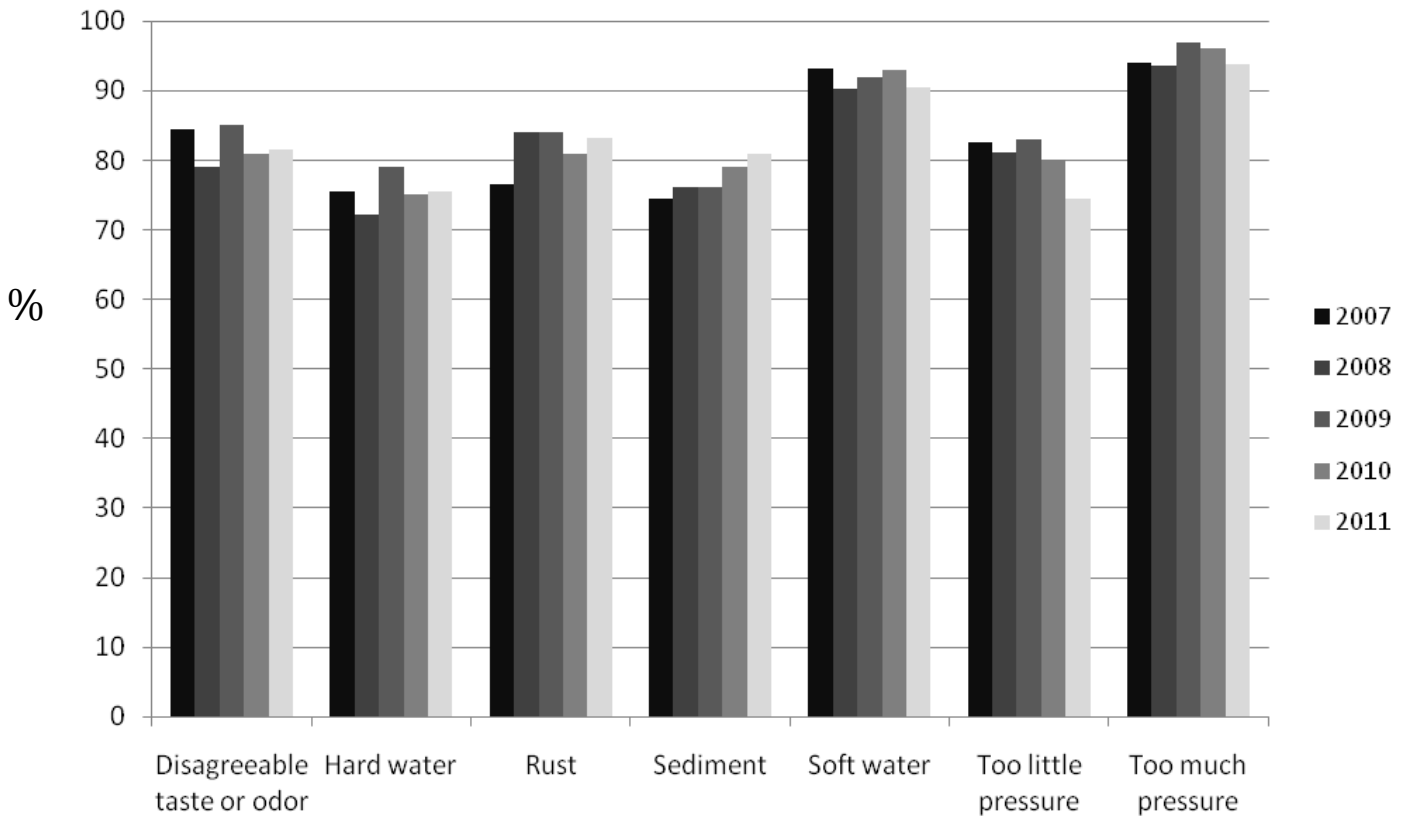
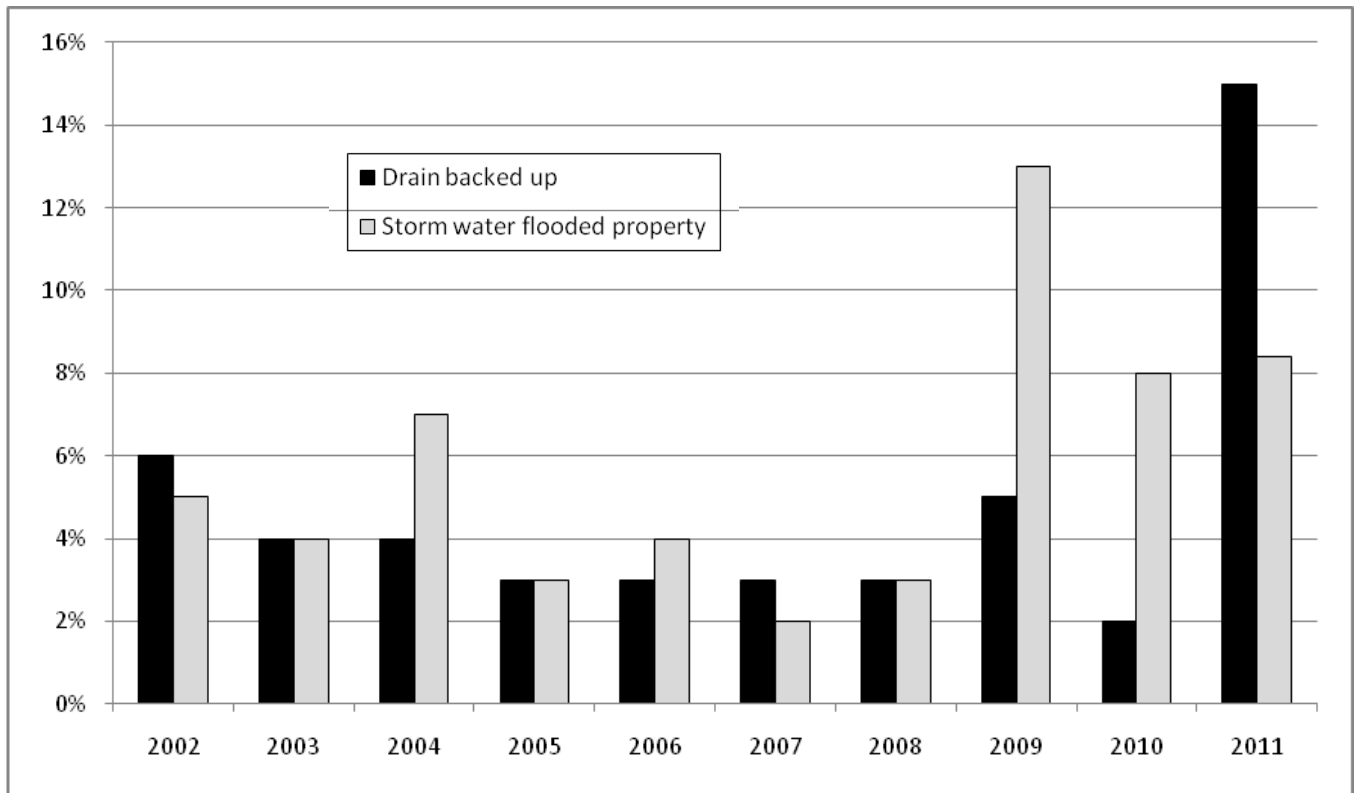


Figure 5b. Respondents Reporting No Water Service Problems, 2007-2011



Residents were also asked if the City sewer system caused a back-up in their basement/home. Only 8% (n=32) said yes. Of those who had a sewer problem, less than half (46%) reported the problem to the City. Finally, residents were asked whether the stormwater flooded their property from a city street. In 2011, stormwater flooding was reported by 60 respondents or 15% (Figure 6). Of the 60 respondents who experienced flooding, one-third reported the problem to the City. When asked how satisfied they were with the City’s response to the flooding problem, 43% said they were satisfied (somewhat and very satisfied). The graph below indicates that problems related to City’s sewer system increased from 2010 to 2011.

Figure 6. Respondents' experience with city sewer system problems, 2002-2011



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 related to noise limits and front yard parking in residential property. More than half of the respondents were satisfied with over occupancy in rental property (66%), yard upkeep (58%), property upkeep (57%), and junk on property, such as old cars, tires, furniture, and garbage (54%). Average satisfaction is moderate (level ranges from 2.62 to 2.93). Between 29% 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 northwest part of the town were more satisfied with the issue of noise limits and property upkeep compared with those who live in the southwest parts of the town. On the issue of front yard parking on residential property, northwest residents were more satisfied compared to those who reside on the southeast part.

Table 14. Satisfaction in neighborhood nuisances enforcement (No opinion removed)

<u>Nuisance</u>	<u>Very/Somewhat</u> <u>Dissatisfied</u>	<u>Somewhat/Very</u> <u>Satisfied</u>	<u>No</u> <u>Opinion</u>
	<u>Percent</u>		
Noise limits (n=410)	28	72	33
Front yard parking in residential property (n=406)	30	70	43
Over-occupancy in rental property (n=409)	34	66	55
Yard upkeep (n=407)	42	58	31
Property upkeep (overgrown vegetation) (n=410)	43	57	31
Junk on property (old cars, tires, furniture, garbage) (n=410)	46	54	29

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 2.6 to 3.1, meaning the road services were rated “good.” When “very good” and “good” responses were combined, responses ranged from 64% for surface condition of major streets 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>Poor</u>	<u>Very</u> <u>Good/Good</u>
	<u>Percent</u>	
Street sweeping in business areas (n=394)	7	93
Appearance of medians and parkways (n=404)	12	88
Snow plowing on major city streets (n=409)	16	84
Street sweeping in your neighborhood (n=395)	17	83
Adequacy of bike path system (n=391)	21	79
Snow plowing in your neighborhood (n=406)	29	74
Ice control at intersections (n=406)	27	73
Condition of streets in your neighborhood (n=408)	28	72
Surface condition of major streets (n=405)	36	64

Figure 7a&b compares this year's road service ratings with ratings from previous years. Quality of street maintenance was varied little over time. However, snow plowing experienced a positive tick in favorable responses. Although rating of snow plowing in the neighborhood continues to be a concern for residents (M=2.4 for 2011), response rates have improved considerably compared to the previous years. Six of the nine street maintenance features listed below increased from .1 to .4. The remaining three maintained the same ratings as last year: bike path system, appearance of median and parkways, and street sweeping in business areas. Adequacy of the bike path system had the lowest ratings, followed by surface condition of major streets (M=2.5).

When looking at the age and length of residency of the respondents, five out of nine road service ratings were statistically significant (adequacy of bike path system, appearance of median and parkways, ice control at intersection, and snow plowing on both neighborhood and major streets). The older and the longer they live in the city, the higher they rate these five road services.

In 2011, those living in northwest Ames had the highest rating for surface condition of street in the neighborhood (M=2.9), which is statistically significant from those living in southwest (M=2.6). The trend is the same as the street sweeping in business area and the neighborhood.

Figure 7a. Quality of street maintenance features (2007-2011).

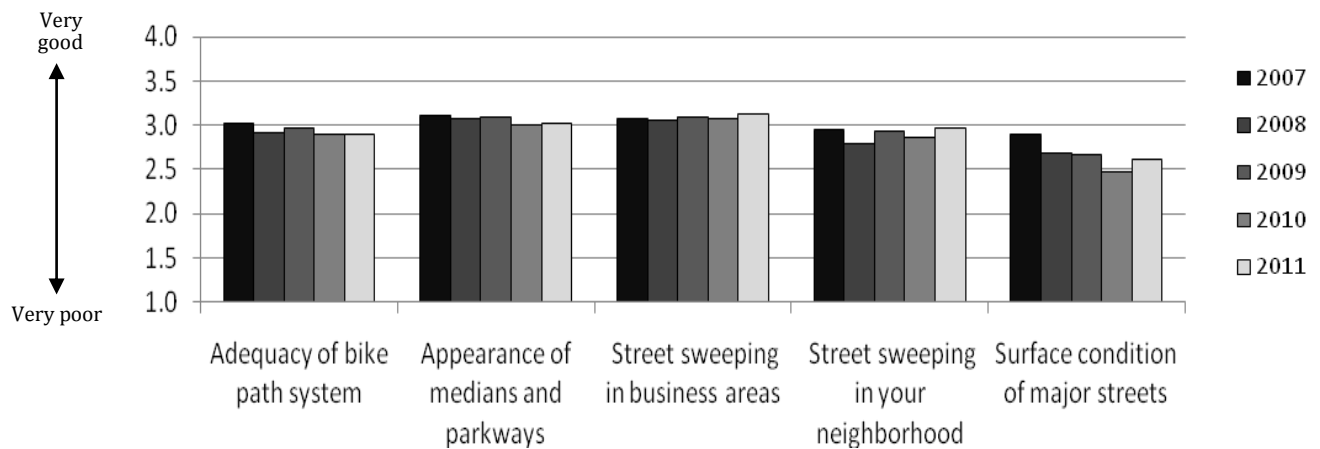
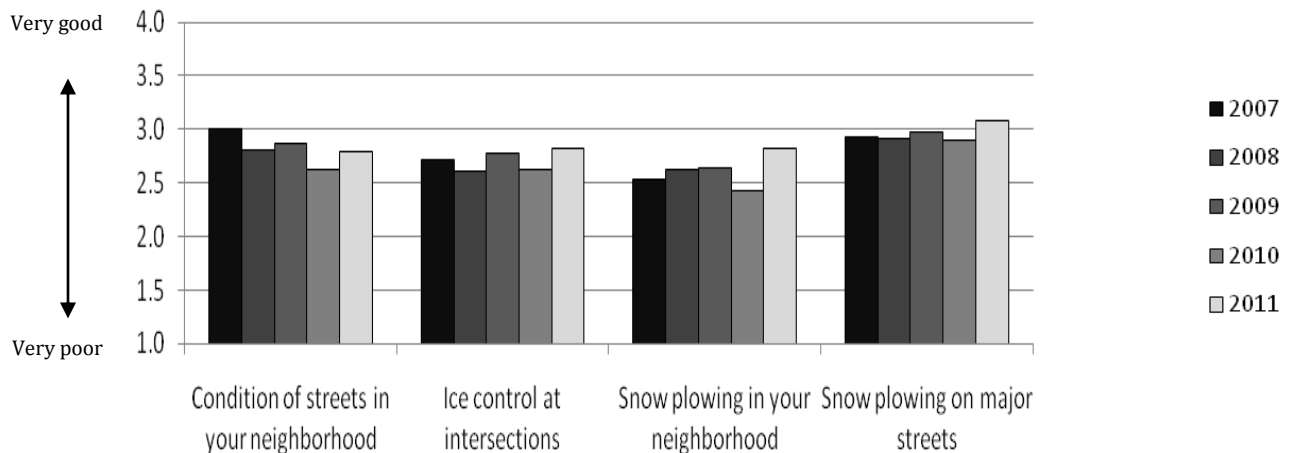


Figure 7b. Quality of street maintenance features (2007-2011).



More than three-quarters of the respondents (82%) 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 (Table 16b). The survey also asked about the effectiveness of coordination between traffic signals. As seen in Table 17, while 69% of respondents said coordination was “often and/or always” effective, 25% said the coordination was “rarely to sometimes” effective.

Table 16a. Traffic/stop signal placement along streets, 2011

	Stop sign along city street	Traffic signs along major city street
	Percent	
Right number	84	82
Too many	11	15
Too few	5	3

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

Placement	Survey Year				
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
	Percent				
Right number	78	76	79	79	82
Too many	16	18	16	16	14
Too few	6	6	5	5	4

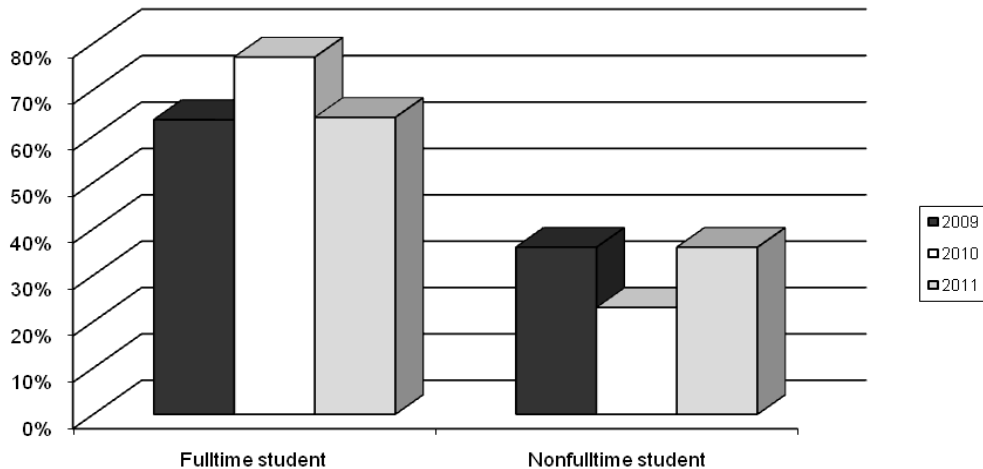
Table 17. Signal Coordination Effectiveness, 2011

	Percent
Sometimes effective	38
Often effective	31
Rarely effective	11
Almost always effective	14
Don't know	6

CyRide

Ames' mass transportation system – CyRide – was addressed next in the questionnaire. Figure 8 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 (89%) when compared to non-fulltime students (23%).

Figure 8. Use CyRide at least once a week, 2009-2011



In 2011, 43% of respondents reported to be CyRide users to various degrees. While the trend in the use of CyRide has been consistent in the past three years (2007- 2009), the last two years were different. In 2010, the number of respondents who said they had “never” ridden the bus hit an all-time low of 44%. It is possible this result was influenced by the survey’s high ISU student responses. Also it was the first survey taken after fare-free CyRide was implemented (summer 2009). In 2011, 57% of respondents reported they never rode the bus. While there was a drop on the frequency of rides taken by some respondents, there was a 5% increase of CyRide users who ride 7 to 10 times a week. (Table 18).

There is some correlation between resident demographics and CyRide usage. CyRide users are mostly younger (31 years of age) and have stayed in Ames for a shorter period of time (9 years). However, the non-CyRide users were older (average age 52.0) and have lived in Ames longer (23.8 years). The majority of those who used CyRide were students (64%) and were mostly renters (89%).

Table 18. Respondents’ weekly CyRide usage

Weekly use	Survey Year				
	2007	2008	2009	2010	2011
	Percent				
Never	66	66	64	44	57
2 to 6 time	18	13	15	24	21
More than 10 times	3	8	8	22	9
Once a week	7	4	5	6	4
7 to 10 times	6	9	8	4	9

Table 19 considers reasons CyRide is not used more often. Half (48%) of respondents indicated that they prefer to drive their own car, and another 20% attributed their low usage to an inconvenient route or schedule. Fifteen percent mentioned that private car is required to go to work. The category “other” was added to the survey in 2011 and was selected by 11% of respondents.

Table 19. Trends in reasons CyRide not used more often, 2007-2011

<u>Reason</u>	<u>Survey Year</u>				
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
	Percent				
Prefer to drive own car	49	53	48	50	48
Inconvenient route or schedule	20	17	22	34	20
Car required for work	14	10	14	12	15
Lack of information about CyRide system	5	3	5	4	2
Too costly	2	2	2	1	4
Other	18	19	13	33	11

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 recreational facilities continues to be high with 89% to 98% of facility users providing a combined “very good” and “good” ratings. The average rating ranges from 3.2 to 3.4 on the 4-point scale. “Restrooms” is the only recreational facility that was rated below 3.0 (good). Satisfaction level is higher this year compared to previous years. (Table 20)

Table 20. Users’ satisfaction with parks and recreation facilities, 2011

Facility	<u>Very Poor</u>	<u>Poor</u>	<u>Good</u>	<u>Very Good</u>	<u>Don't Use*</u>	<u>Average**</u>
	<u>Percent</u>					
Overall appearance of parks (n=427)		3	51	46	8	3.4
Wooded areas (n=426)	<1	6	60	34	23	3.3
Shelter houses (n=427)	<1	6	59	35	28	3.3
Hard surface trails/crushed rock trails (n=426)	<1	7	59	34	26	3.3
Playground equipment (n=426)		7	63	30	36	3.2
Picnic areas (tables/grills) (n=424)	<1	11	58	30	23	3.2
Tennis courts (n=426)	<1	9	62	28	58	3.2
Restrooms (n=427)	2	19	63	16	31	2.9

* “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 9a. Rating of Parks and Recreation features in the past 5 years.

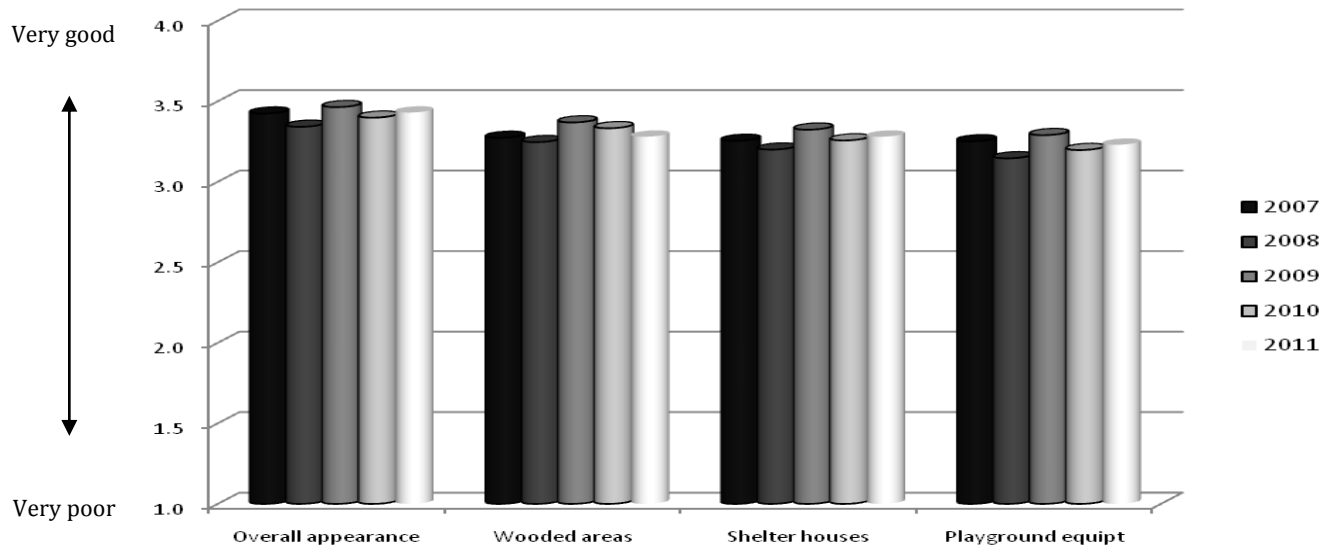
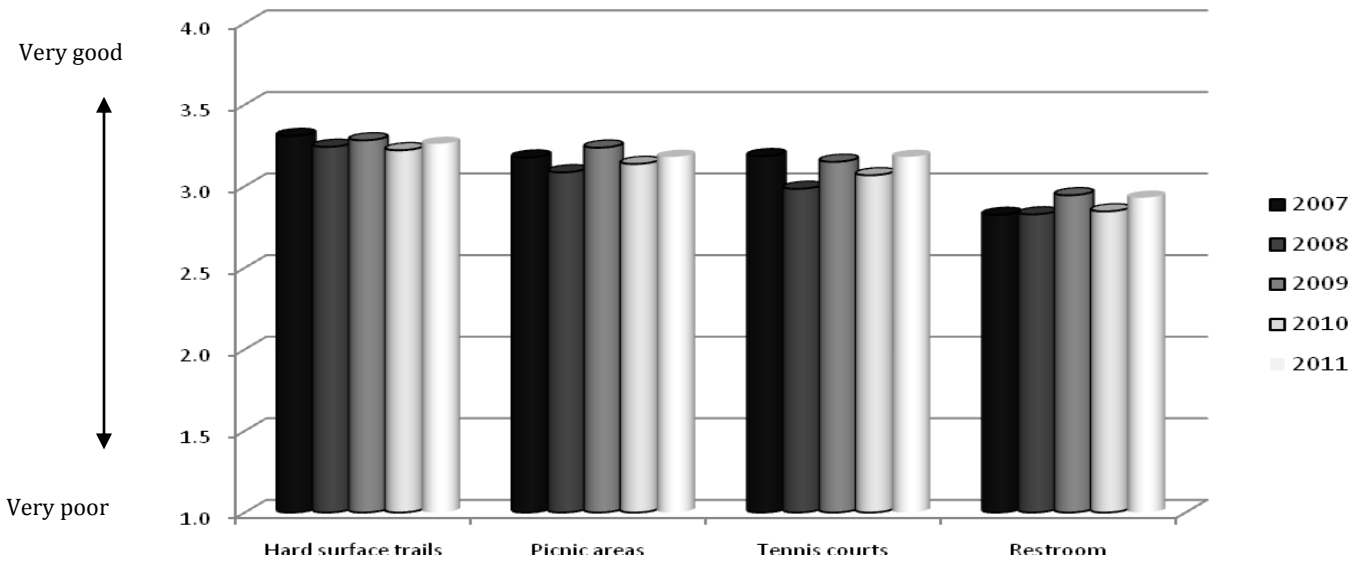


Figure 9b. Rating of Parks and Recreation features in the past 5 years.



Ames Public Library

Generally, the Ames Public Library was rated highly by the respondents. The 13 services provided by Ames Public Library were rated good/very good by 92% to 98% of the respondents. On the 4-point scale, average scores ranged from 3.3 to 3.6 (good to very good).

Features or services mostly used/visited and were rated highly (3.5 and higher) by respondents are asking questions of staff by phone or in person, customer service, range of available materials, Bookmobile, welcoming atmosphere, use of library resources from home via computer, and availability of seating.

Table 21. Users' rating with Ames Public Library features, 2011

Feature	Very Poor	Poor	Good	Very Good	Don't Use*
	Percent				
Asking questions of staff by phone or in person (n=412)	<1	4	33	62	54
Welcoming atmosphere (n=410)	1	4	36	60	27
Customer service (n=410)	<1	2	39	59	31
Bookmobile service (n=411)		6	35	59	70
Use of library resources from home via computer (n=412)	<1	5	38	57	53
Range of materials available (n=413)		5	38	57	29
Availability of seating (n=409)	<1	4	41	54	43
Programs (story hours, book discussions, concerts) (n=410)		4	44	52	62
Page One library newsletter (n=409)	2	4	54	40	77
Wait time for requests/holds (n=411)	<1	6	54	40	48
Handicapped accessibility (n=413)		5	56	39	68
Meeting/study rooms (n=412)		5	58	37	56
Internet/computer services (n=411)		8	56	36	60

* [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 20% of Ames public library users were ISU students. The rest were not ISU students (80%).

The reasons why ISU students do not use the Ames Public Library were because they are able to use other sources (73%) and they didn't have time to go to the library (48%). On the other hand, non-ISU students' reasons were they don't have time (46%), and they use other sources (44%). Problem with parking was perceived by both ISU and non-ISU students as a hindrance (15% and 30%, respectively). While 18 percent of non-ISU students listed inconvenient hours as a reason for not using the Ames Public Library more often, 13% of Iowa State students listed that as a reason.

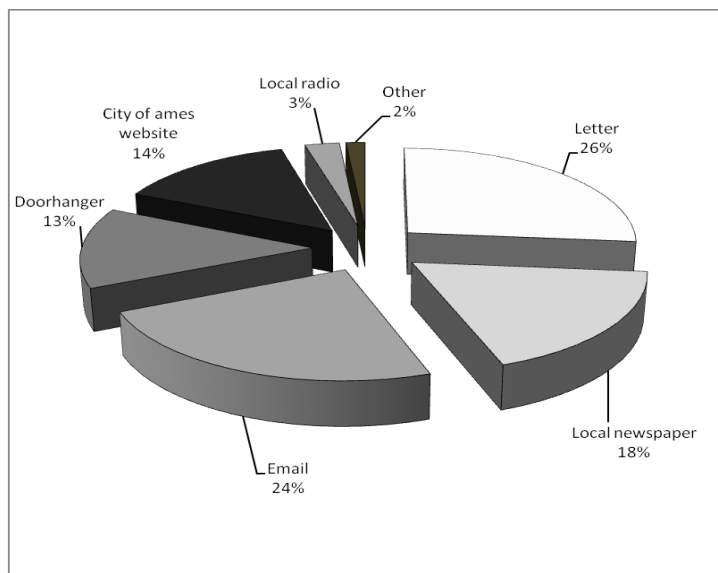
Table 22. Comparing students & non-students' reasons for not using the Ames Public Library

<u>Respondent status</u>	Parking problem	Use other sources	Hours not convenient	<u>Don't have time</u>
	Percent			
Iowa State University student (n=67)	15	73	13	48
Non-ISU student (n=140)	30	44	18	46

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 10 shows that letter is still the most popular method of communication (26%) (same as 2010), followed by email (24%), local newspaper (18%), door hanger (13%), city's website (14%), and local radio (3%). The trend is the same with 2010. For ISU students, email is still the best way to communicate, followed by website and local newspaper, letter, door hanger, and local radio, respectively.

Figure 10. Preferred method to learn about City services, programs or projects, 2011



In Table 23, the City of Ames website, the City Side (utility bill insert), The Sun, Ames Tribune newspaper, and Des Moines Register newspaper 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: CitySide, Ames Tribune newspaper, KASI/KCCQ radio, Des Moines Register newspaper, ISU Daily newspaper, Documents at the Ames Public Library, Ames NewsOnline, and Cable TV12/Government Access Television . The least useful source of news was The Sun newspaper.

Sixty-seven percent (n=231) respondents used the City of Ames’ website in 2011. The main purpose for using the websites were to check Ames public library card account or status materials (92%), to check for notices, updates or news releases (83% for each purpose), sign up for parks and recreation classes (79%), and watch city council meeting or channel 12 programming on video- streaming (49%), and to gather information for City Council meeting or other City meeting (49%).

Table 23. Usefulness of media sources for government information , 2011

	<u>Don't Use</u>	<u>Use</u>	
	Percent	Percent	Average*
City of Ames website (n=410)	33	67	2.4
CitySide (utility bill insert) (n=405)	36	64	2.4
Ames Tribune newspaper (n=408)	38	62	2.3
KASI/KCCQ radio (n=409)	64	36	2.3
Des Moines Register newspaper (n=408)	44	56	2.2
ISU Daily newspaper (n=410)	51	49	2.2
Documents at the Ames Public Library (n=408)	66	34	2.2
Ames News Online (n=410)	83	17	2.2
Cable TV12/Government Access Television (n=339)	64	36	2.1
The Sun (direct-mail newspaper) (n=410)	37	63	2.0

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

Figures 11a&b illustrate how useful respondents view these sources of information in the most recent five survey years. Those rankings have stayed fairly consistent over the years with higher percentage this year compared to previous year.

Figure 11a. Usefulness of news sources over the past six years (Users only).

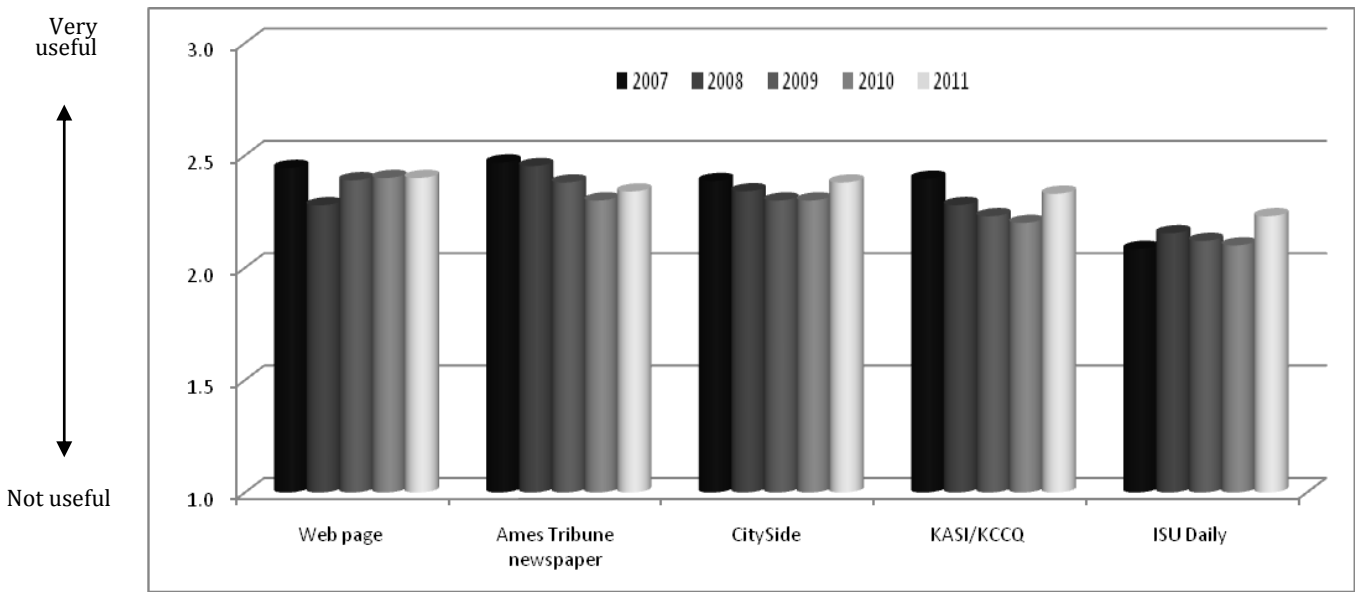


Figure 11b. Usefulness of news sources over the past six years (Users only).

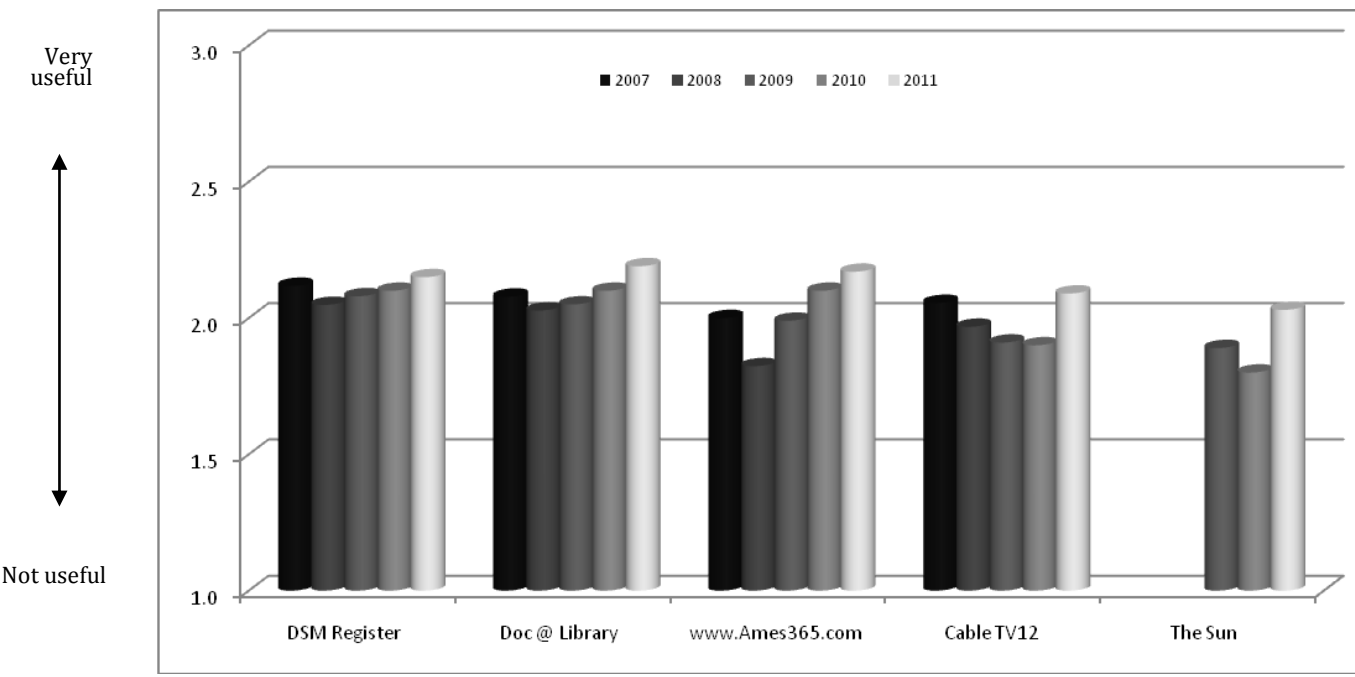


Table 24 indicates the usefulness of various communication tools based on whether or not the respondent was a fulltime student. There were significant differences between student and non-student responses. CitySide is more useful to non-fulltime ISU students than fulltime ISU students. However, ISU Daily and Des Moines Register newspapers are more useful to ISU fulltime students than to non-fulltime students.

Table 24. Usefulness of news sources for students and non fulltime students.

Information Source	Non-fulltime student	Fulltime student
	Percent	
CitySide (utility bill insert)	2.42*	2.20
ISU Daily newspaper	2.04**	2.37
Des Moines Register newspaper	2.07*	2.33
City of Ames Web page	2.42	2.36
KASI/KCCQ radio	2.33	2.32
Ames Tribune newspaper	2.34	2.35
Documents at the Ames Public Library	2.18	2.20
Cable TV 12/Government Access Television	2.13	1.90
Ames News Online	2.12	2.22
The Sun (direct-mail newspaper)	2.04	1.98

*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

The survey asked questions about Internet connections at home. The number of respondents connected to Internet at home remains at nine of out 10 (91%), and high-speed connection with wireless continues to climb.

Respondents who had Internet access in their home have an average age of 48 years, whereas those without the Internet have an average age of 60. Fulltime students were more likely to have Internet access in their home (97%) than non-fulltime students (87%). These responses are consistent with the responses from 2010, although slightly lower. In addition, homeowners (93%) were more likely to have internet access compared to those who are renting (86%). This pattern is the opposite of 2010 data.

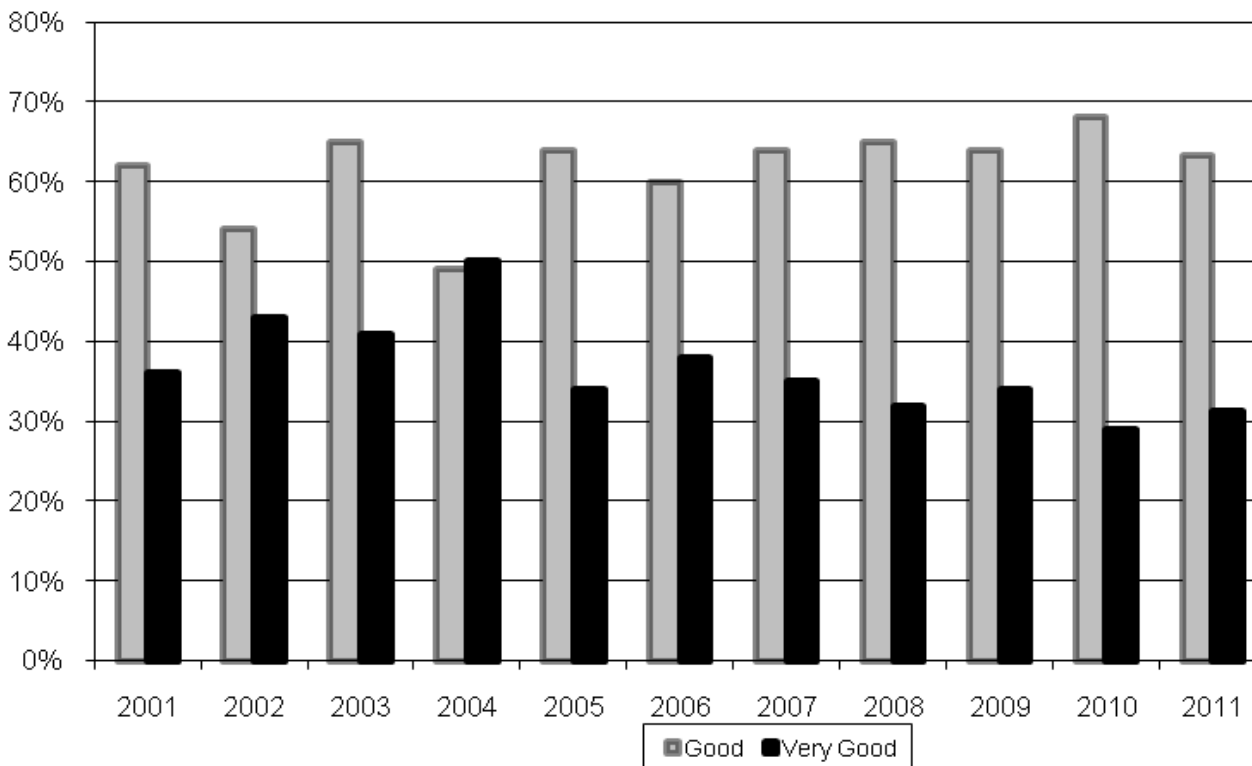
Table 25. Trend in Internet Service at Home

	Survey Year				
	2007	2008	2009	2010	2011
	Percentage responding "yes"				
Have Internet Connection	87	88	90	94	91
High-speed/broadband with wireless				65	73
High-speed/broadband	84	89	91	30	22
Dial-Up				4	5

City of Ames Overall Service Quality

An overall evaluation of the quality of services they receive from the City of Ames is always asked every year. This year, almost one-third (31%) of respondents provided a "very good" rating for their overall satisfaction with the quality of services received from the city (28% for 2010). In comparison with the previous years, this rating represents a slight increase. The number of respondents rating the City of Ames as "good" was 63% in 2011 (69% in 2010) When the ratings are combined, 95% of Ames residents ranked their overall satisfaction with City services as good or very good. This is slight decrease from the 97% good/very good rating from 2010.

Figure 12. Trends in overall satisfaction with City of Ames service quality (good/very good)



Visioning Questions

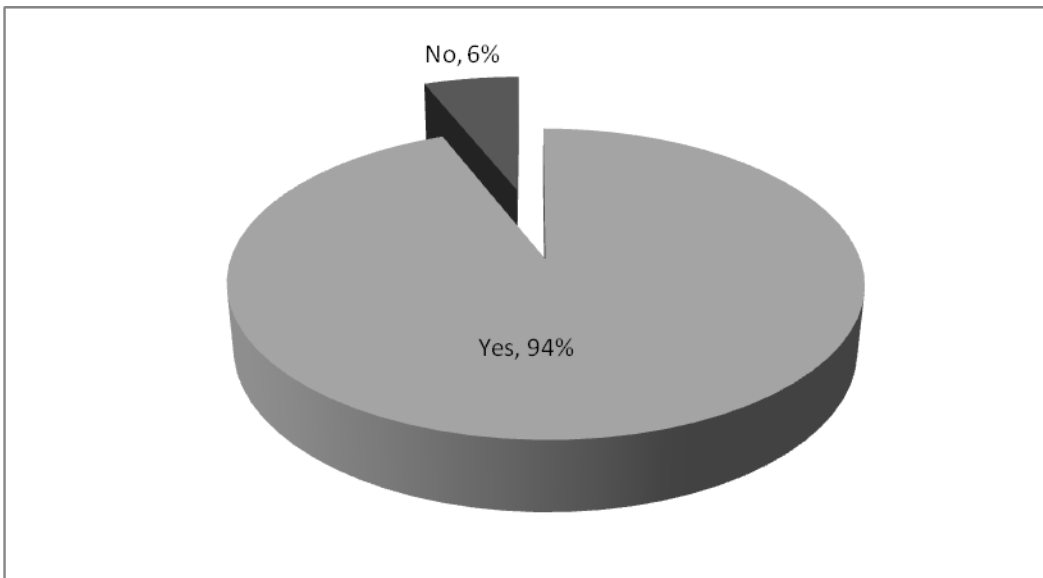
This section of the questionnaire is new for 2011 survey. Eleven new questions related to Ames visioning were incorporated in this survey.

Half of these questions were open-ended questions. To visually represent what people are saying, a software named wordle was used (<http://www.wordle.net/>). This software is used to generate “word clouds”. The clouds give greater prominence to words that appear more frequently from the data. Word visualization helped the researcher determine the common themes in each of the question. Actual responses to the open-ended question can be seen on the appendix.

Live within the corporate city limits of Ames

The first question asked was whether the respondents live within the corporate city limits of Ames. Majority (94%) live within the city limits of Ames. Only 6% don't. (Figure 13)

Figure 13. Live within the corporate city limits of Ames



Top 3 most important attribute in choosing a city to live or work

Fourteen attributes or reasons why a person would choose to live or work in a certain place were given to the respondents. When asked for top 3 most important attributes in choosing for a residence or workplace, safety was on the top of the list (68%), followed by good schools and attractiveness (clean, well-maintained) (36%, respectively), and thirdly by necessary amenities (banks, grocery stores, etc) (34%).

Table 26. Top 3 Attributes when choosing a city to live or work (n=405)

Ranking	Attribute	Percent
1	Safe	68.4
2	Good schools	36.3
3	Attractive (clean, well maintained)	35.8
4	Necessary amenities (banks, grocery stores, etc.)	34.3
5	Medical care and facilities	24.9
6	Recreational services (parks, trails, open spaces)	17.5
7	Availability of national chains (such as Kohl's, Wal-Mart, Dillard's, Gap, Olive Garden, etc)	16.0
8	Culturally vibrant	13.1
9	Locally owned , operated shops and restaurants	11.1
10	Convenient location (Interstate access and proximity)	10.4
11	Higher learning opportunities	10.4
12	Community events and sports	5.7
13	Ethnically diverse	5.2
14	Family/ kid-friendly activities	4.9

Why do you live or work in Ames

Reasons for living and working in Ames is tabulated in Table 26. This is an open-ended question were respondents were asked to complete the statements. The four main reasons for living in Ames were because of Iowa State University (ISU) (29%), respondents and spouses work in Ames (19%), they like the community and safety (10%, respectively). On the other hand, they chose to work in Ames because of their significant other (spouse) who works in Ames (23%), followed by "they live in Ames" (16%), and they are student in Ames (12%).

Table 26. Why Do You Live/Work in Ames (n=374)

	Live (n=374)	Work (n=253)
	Percent	
ISU	29	7
Works in Ames (me/spouse)	19	23
Like the community	10	
Safe	10	
Friends, Family and/or spouse	9	<1
Amenities/activities/recreation opportunities/services	9	
Good school(s)	6	
Size (like the size)	6	3
Atmosphere	5	
Went to school in Ames	5	
Close to work (good location)	4	
Clean	4	
People (friendly, wonderful families, pleasant, educated, Midwest values)	4	
Born and/or raised in Ames	3	
Diversity/culture	3	
Family/kid-friendly	2	
Fulfills all needs	2	
Job opportunities	2	
Retired	2	14
Medical facilities, doctors	2	
Convenience	1	3
Close to metropolitan areas/global traffic	1	
Stuck in Ames	1	
Used to work in Ames	1	
Affordable, well maintained housing	1	
Transportation	1	
Unique house/ bought a house here	1	

Want to live in Ames	1	
Good water	<1	
Great quality of life	<1	
Inherited home in Ames	<1	
Low crime rates	<1	
Water sewer streets	<1	
I live here		15.8
Student		11.5
Had the opportunity/ more opportunities		7.9
Easy commute		6.3
I teach here		2.8
Pay		1.6
Transferred here		<1
Built the factory here		<1
Disability		<1
I grew up here		<1
Mary Greely		<1
Self Employed		<1

Why don't you live or work in Ames

Forty five percent of the respondents have the intention of moving soon/going away/selling their houses. Eighteen percent mentioned the lack of shopping options, recreation activities as reasons for not living or working in Ames. Other reasons mentioned were cost, ISU, lack of job, and cold weather. (Table 27) Thirty-three percent of the respondents don't work in Ames because they are either students and/or retired. For those who are eligible to work, lack of job opportunity, better pay /opportunities in other cities, unavailability of specific job were other reasons why they don't work in Ames. (Table 28)

Table 27. You don't live in Ames because ... (n=11)

	No.	Percent
Moving soon/ going away/selling our house	5	45.5%
Lack of shopping options/ recreational activities	2	18.2%
Costly	1	9.1%
ISU	1	9.1%
Lack jobs	1	9.1%
Too cold	1	9.1%

Table 28. You don't work in Ames because ... (n=75)

	No.	Percent
I am in school	13	17.3%
Retired	12	16.0%
Ames does not/did not have job opportunities	11	14.7%
Better pay/opportunities in other cities	8	10.7%
Specific job position not available or limited in Ames	6	8.0%
Unemployed	2	2.7%
Transferred/relocated	2	2.7%
Less competition with college workforce	1	1.3%
My job was eliminated	1	1.3%
Don't want to live in Ames	1	1.3%
High cost of living	1	1.3%
Ankeny is classy	1	1.3%

Word or phrase that comes to mind when you think about Ames

This is a popular question answered by 90% of the respondents. Figure 14 shows the common words mentioned by the respondents. When people think of Ames, ISU comes to mind right away. Adjectives like friendly, safe, nice, clean, good, and great were also mentioned. Other common words were small-town and home-town. Responses were tabulated using content analysis. To have a better understanding of long responses, data was tabulated into three categories: positive, negative and neutral words/phrases (table 29). On the positive category, good community/welcoming/nice people were the most common responses (40%), followed by safety and "not that big/small or big-small town" concept. Lack of recreational attractions/no shopping, and windy/cold weather got the highest percentage for the negative word/phrase. ISU was mentioned by 64% of the respondents.

Good health care/ medical center	2	Poor Transportation	1	Elwood	<1
Quiet	2	Resistant to change	1	Engineering	<1
Family friendly	2	Bad at prioritizing	1	Fighting Burrito	<1
Lots of available recreational things to do	2	Police/tickets	1	Harrison Barnes	<1
Lots of opportunities	2	Bad neighborhoods	1	IDOT	<1
Liberal/progressive	2	Busy	1	Library	<1
Political/politically correct	2	Dirty	1	NADC	<1
Public transportation	2	For old people	1	Research	<1
Education/good schools	1	It's going downhill	1	USDA	<1
Growing	1	Not racially diverse	1	Welch Ave.	<1
Ames is easy to spell	1	Poor City Government	1		
Friends	1	Poor school board	1		
Fun	1	Poor School System	1		
Green/earth-friendly	1	Unfriendly to people of color	1		
Progressive/Liberal/Political	1	What happened to our city	1		
White Collar	1	Bad roads	<1		
Affordable	<1	City Spending	<1		
Convenient	<1	Dissention	<1		
Good Water	<1	Elitist	<1		
Lots of apartments	<1	Giant Gnome	<1		
Low Traffic	<1	High taxes	<1		
Relaxed	<1	Lacks history	<1		
Small	<1	Lazy	<1		
Using trash for power/green	<1	Middle of nowhere	<1		
Water	<1	No jobs	<1		
Work	<1	Overbuilt	<1		
Young/New	<1	Overpopulated	<1		
		Rules	<1		
		Strict	<1		
		Sunny	<1		
		Superficial	<1		
		Terrible Parking	<1		
		Too Big	<1		
		Too much pavement	<1		
		Tough to live in	<1		
		Walking Backwards	<1		

Description of Ames, Iowa to a friend who had never heard of it

Respondent's description of Ames to a friend who had never heard it were mostly positive rather than negative. Looking at figure 14, the words or phrases like small town, college town, good and friendly stand out. Other positive words mentioned were nice, safe, good, opportunities, people, diverse and clean. Table 14 shows that Ames is described by almost half of the respondents as "a big-small town", followed by ISU or college town. There was not much negative description of the city of Ames as stated on the 3rd column of table 30.

Figure 14. Description of Ames, Iowa to a friend who had NEVER heard of it



Table 30. Description of Ames, Iowa to a friend who had NEVER heard of it (n=325)

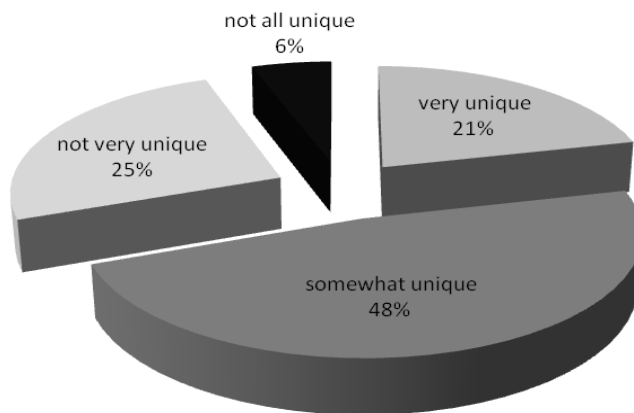
Positive description	Percent	Negative description	Percent
A big "small" town	41	Boring/ nothing to do	4
ISU/college town	37	Middle of nowhere/surrounded by corn	3
Plenty of things to do/places to eat	24	Poor shopping	1
Friendly/nice/pleasant/fun	14	Spread out	1
Great/Wonderful/nice community	12	Cold	1
Safe	10	Overpriced housing	1
Clean/well kept	9	Poor upkeep	1
Diverse/Cultural	9	Racist	1
Good place to raise a family/good place to live	8	Don't move here	<1
Good schools	6	Expensive	<1
Convenient/well located	5	Lots of crime	<1
Crossroads of America/central Iowa	3	Not diverse/cultural	<1

Lots of parks	3	Parking tickets	<1
Lots of opportunities	3	Political	<1
Midwestern/Midwestern values	2	Slow to grow	<1
Quiet	2		
Young	2		
Good public transportation	1		
Beautiful	1		
Not costly to live in	1		
Not rural Iowa	1		
Good healthcare	<1		
Home	<1		
Nice until student get bad	<1		
Sports	<1		
Variety	<1		

Uniqueness of Ames compared to other college town

More than two-thirds of the respondents (69%) perceived Ames to be different from other college town (21% said very unique). Only 6% perceived Ames to be not all unique.

Figure 15. Uniqueness of Ames compared to other college town



What is most unique about Ames

Respondents were asked to choose only one feature of Ames (from 17 choices) that would make it unique from other Midwest college towns. “Opportunities offered by Ames” and “agricultural significance” were perceived to be the most unique features of Ames. (Table 31)

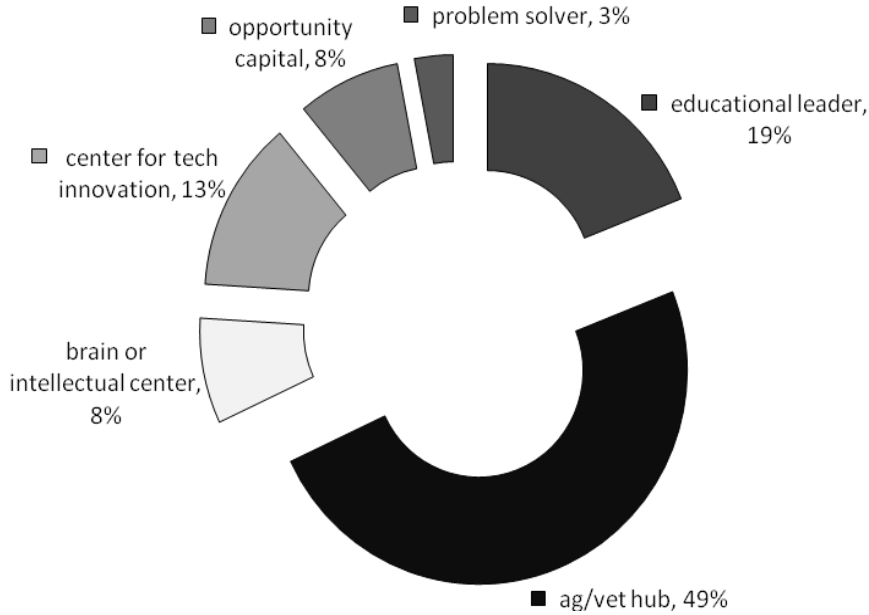
Table 31. The most unique thing about Ames is:

Uniqueness	Percent
Opportunities offered	25
Agricultural significance	16
Leadership in animal health	8
Technical innovation	7
Safety	6
Intellectual leadership	5
Medical care and facilities	4
Good schools	4
Attractive (clean, maintained)	4
Recreational services (parks, trails, open space)	3
Convenient location (Interstate access & proximity)	3
Technical innovation	3
Locally owned, operated shops & restaurant	3
Ethnically diverse	2
Community events and sports	2
Culturally vibrant	2
Other	3
Family activities	<1

Ames is the _____ of Iowa

When respondents were asked for Ames’ role for Iowa, almost half (49%) perceived Ames to be the agricultural/veterinary hub of Iowa. Nineteen percent said that Ames is the educational leader, followed by center for technical innovation.

Figure 16. Ames is the _____ of Iowa



Own words: Ames is the _____ of Iowa

Respondents were asked to complete the statement in their own word: Ames is the _____ of Iowa. According to Wordle word visualization, the word “best” was mentioned many times by the respondents. Words related to the university, amenities or infrastructure, and people were also mentioned. (Figure 17) Also, respondents think of the geographic location of Ames being at the center/middle/heart of Iowa (20%). Again people talk about positive things about living in Ames. (Table 31)

Figure 17. Own words: Ames is the _____ of Iowa (n=117)



Table 31. Own words: Ames is the _____ of Iowa (n=117)

Positive Description		Negative Description	
	Percent		Percent
Center/middle/heart	20	Stagnant city	2
Perfect/great/ best place to live	6	Worst place to shop	2
Best city	5	Isolated	1
Best college town	4	Unsolved college murder capitol	1
Good place to raise kids/family-friendly	4		
Science and technology and agricultural center/leaders	4		
Best of big and small towns	3		
Safest place	3		
Up and coming city	3		
Bigger than its size	3		
Cultural	3		
Home of the Cyclones	3		
Beautiful/attractive town	2		
College town	2		
Most liberal city	2		
Retirement gem	2		
Right size and good place	2		
Second best to Iowa City	2		
Seed of growth	2		
Town/place	2		
Best place to eat	1		
better place to live and take education	1		
Cleanest city	1		
Connection center	1		
Education leader	1		
Epitome	1		
Floodplain	1		
Great place for fashion majors who don't want to move to New York or California to go to school.	1		
Home	1		
Home of the land grant university	1		
Main Street leader	1		
Most convenient and best quality of life	1		
Most government for permanent population	1		

Most healthy	1	
Most interactive town	<1	
Opportunity pointer	<1	
Place where dreams can come true	<1	
Politically incorrect	<1	
Quiet place	<1	
Relaxing district	<1	
Suburban Des Moines college town	<1	
Super sized Decorah	<1	
The brain	<1	
Town that encourages spirit	<1	
Town with good health care and senior center	<1	
Transportation center	<1	
Veterinary capitol	<1	

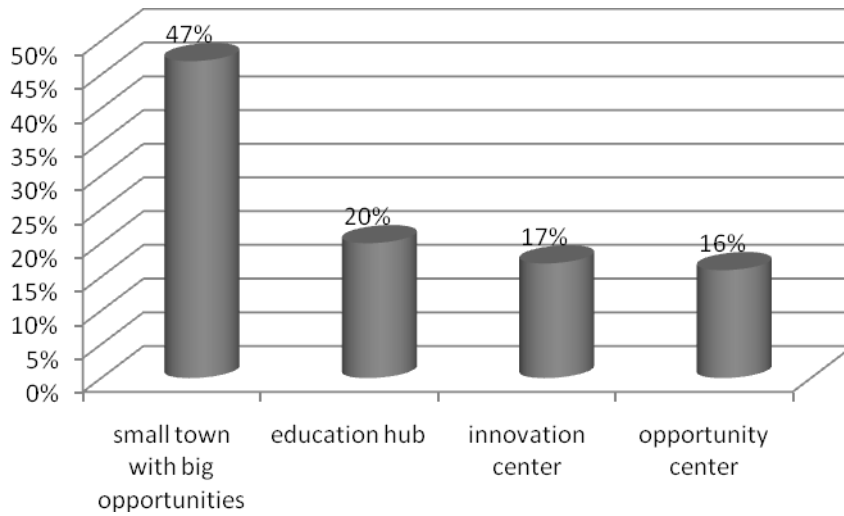
Statement that would be personally proud to see Ames represent

Respondents were given the choice to select one statement that would like to see Ames represent. These are:

1. Ames is the education hub. Through our unwavering commitment to education we develop citizens who actively contribute to our community and the world at large.
2. Ames is the innovation center of Iowa. Our commitment to excellent in education and technology supports innovation that helps people thrive.
3. Ames is the opportunity center of Iowa. With a distinguished univeristy at the heart of our town, Ames provides our citizens with world-class access and exposure that is unparalled in the state of Iowa.
4. Ames is a small town with big city opportunities. Located in the heart of the Midwest, Ames combines small town tradition with the big city discovery and diversity from a major university.

5.

Figure 18. Proudest to see Ames represent



Ames today from your envisioned ideal Ames

Ames is not too far from the ideal Ames that the participants have envisioned according to half of the respondents (47% said Ames needs small changes but it's not too far off, and 5% said Ames is perfect where it is now). However, Ames still has a significant evolution to go through according to 12% of the respondents. (Figure 19)

Figure 19. How far is Ames from your vision in the future

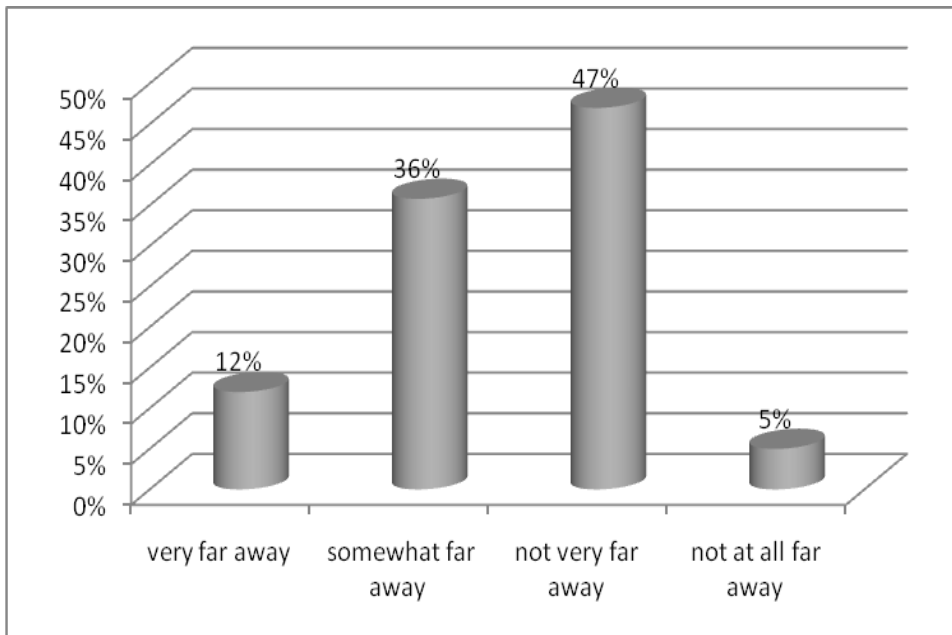


Table 32. Where would you like to see Ames in 5 to 15 years (n=228)

	Issue	Percent
Economy		59
restaurants	More/better restaurants	7
	Less fast food places and more family oriented sit-down restaurants	<1
	More Arabic and Asian food outlets	<1
	More grocery stores with wider selection	<1
	More real Chinese restaurants	<1
Retail	Better Farmers Market	1
	Better retail for older generation	<1
	Child age appropriate shopping	<1
business	More/ better big businesses/retail	11
	Expansion of industry/urban growth	4
	More local businesses than franchises	4
	Renovations in the center of town	1
downtown	Improve Main Street	4
	Traditional looking Main Street	<1
	Close off downtown street to make into a pedestrian mall	<1
mall	Improve mall/ shopping areas	22
	No new mall area	<1
	Pedestrian mall in campus town	<1
Sports/recreation		17
Sports/recreation	Improve recreation/bike trails	5
	More activities /social events	4
	More parks/green spaces	3
	More vibrant, activity/destination driven locations	2
	More bikers	1
	More places to hang out	1
	#1 disc golf city in U.S.	<1
	Affordable progressive fitness center	<1
Transportation		15
transportation	Improved traffic infrastructure and roads	10
	Fix RR crossings and pattern	2
	Cyride expand routes	1
	Better public transportation	<1
	Have a light rail system	<1
	More promotion of Cyride	<1
	No trains through town	<1
City services		13

flood	Improve watershed/flood control	7
crime	Free of criminals	2
library	Keep library as a positive aspect of community	1
parking	More public parking	1
city	Be able to pay City of Ames bill online without charges	<1
	Be reasonable	<1
	More responsive city administration	<1
fire	More fire prevention solutions	<1
recycling	Free recycling provided by city	<1
waste	More free curbside waste pickup	<1
Diversity		10
diversity	More culturally diverse	4
	To attract permanent workers and students and visitors	2
	Less Chicago transplants	2
	Better co-habitation/involvement between student and non-student residents	1
	Less division	<1
Education		10
education	Better or top schools/education	6
	Promote excellent school system (ISU)	1
	An intellectual Des Moines	<1
	Keep neighborhood elementary schools	<1
	Lower tuition	<1
	Mandatory school uniforms	<1
	Need to fix school district disparities	<1
	Refocus on mathematics, logic and common sense	<1
Growth		9
Development/growth	Don't want Ames to grow	6
	Better development and growth	2
	Development of West Ames	1
Housing		7
housing	Stop allowing large apts. To be built	3
	Fix up dumpy housing	2
	Increased regulation of rental property rules	1
	Home of Millennium Homes Inc.	<1
	Limited public housing	<1

	More flexible renting/leases	<1
	More housing options	<1
Quality of life		7
quality of life	Strong values	1
	Affordable	<1
safety	Improved quality of life	<1
	Still clean and/or safe	4
	Safer	1
Job		6
job	More job opportunities	6
Campus town		6
Campus town	Improve campus town	6
Technology		6
technology	Sustainable/green technologies	5
	Less technology	<1
Aesthetics		4
aesthetics	Cleaner	4
Medical		2
medical	Still providing good medical services	1
	Larger and better medical center and hospital	1
Art/museum		1
art/museum	Local museum	<1
	More public art	1
ISU		1
ISU	Beating Iowa in football and wrestling	<1
	College town representing the higher aspirations of the state	<1
	Still having VEISHA	<1
Planning		1
Planning	Achieve plans, not just imagine them	<1
	Adopt change and not invest in old projects	<1
	Better planning and zoning	<1
Landscape		1
entryways	Improved entryways	1

landscape	Community garden plots	<1
Communication		1
communication	Better high speed internet	<1
	Universal Wi-Fi as part of utilities	<1
Daycare		1
daycare	More family friendly centers and affordable daycare	1
Taxes		1
taxes	Need to get rid of "no new taxes" to save ISU	<1
	Taxes remain flat	<1
Elderly		<1
elderly	Community owned and operated assisted living and nursing home	<1
Farmland		<1
farmland	Keep farmland	<1
Healthcare		<1
Health care	Better health care for seniors	<1
Others		9
	No change	3
	Newer	2
	Unsure	1
	Stable	1
	Heart of America	<1
	Preventing soil erosion by improving grass choices	<1
	Too old	<1
	Where it was years ago	<1

APPENDIX – 2011

Resident Satisfaction Survey Actual Open-ended Responses

Tell us in your own words why DO you or why Don't you live and work in Ames

1. You LIVE in Ames because

- A job and the college atmosphere and cultural and recreation opportunities
- Amenities like larger city, but low crime
- Ames has good schools.
- Ames has personal history to me as I went to ISU
- Attend Iowa State University
- Attend school at ISU and love the atmosphere
- Attending ISU
- Availability of career opportunities
- Because I work in Ames
- Before retirement - worked at ISU
- Born here
- Career requiring on call, was safe
- Clean, safe, cyclone athletics, close to family
- Clean, safe, diverse, lots of entertainment alternatives, bike path
- Clean, safe, overall great community, jobs
- Close to employment
- Close to family.
- Close to interstate and opportunities for cultural and sports events
- Close to Iowa State
- Close to school
- Close to work
- Close to work and stores
- Close to work.
- Close to work;
- Closer to work and many activities in Ames
- College Student
- College town with good access interstate system & relative close proximity to job in Des Moines
- Comfortable, nice area, good place to raise my son
- Comfortable, safe
- Convenience
- Culturally vibrant
- Decent small city
- Easy access to resources
- Employment here in Ames
- Employment, schools, college town
- Enjoy community but currently looking for cheaper housing in another community
- Ethnically diverse schools, clean, lots of nature running through the town
- Family and friends; university
- Family is here; job is here
- Family lives here

- Family, friends previous job here
- Friendly, fun, small
- Get our education
- Go to college here.
- Go to graduate school at ISU
- Goes to school here
- Going to ISU
- Good city atmosphere, safe environment
- Good Community
- Good medical care and entertainment activities
- Good school for families; safe; culturally diverse; medical care
- Good schools
- Good schools & proximity to ISU; most amenities; vibrant; diverse culture
- Good size and safe
- Graduate study
- Great city, friendly people, school, and mayor that cares about people coming to your city. When I received a welcome letter, I could not believe that!! I was so impressed, I actually informed people from all around and showing the compassion of the city and their officials!!
- Great city/people
- Great community
- Great community support
- Great family town - work at ISU
- Great place to raise a family
- Great services, clean and it was safe - until section 8
- Great town
- Great, quiet city
- Grew up in Ames, retired after 40 years to enjoy comfortable life
- Has everything I need - conveniently! Not too much traffic, great schools, diversity
- Husband was born here - lived here 90% of his 79 years
- Husband works in Ames
- I am a 4th generation Ames native. I live here for family and friends
- I am a graduate student at ISU
- I am a ISU student
- I am employed in Ames and do not like long commutes
- I am going to school at ISU
- I attend Iowa State University
- I bought a house here years ago
- I came here to go to ISU and stayed
- I cannot drive and need good public transportation
- I can't sell my house
- I enjoy the college town atmosphere
- I enjoy the community
- I enjoy the parks and trails through Ames
- I enjoyed living here while at ISU/husband grew up here
- I go to college here
- I go to college here.
- I graduated from ISU

- I grew up here
- I grew up here and like the community
- I have family who lives here. Went to ISU
- I have friends and family here and enjoy the sports and concerts of ISU
- I have lived in Ames since 1949
- I haven't move on yet
- I just do
- I like Ames
- I like Ames, there is most everything I need here.
- I like the community and the size of it.
- I like the downtown neighborhood energy & activities. It's safe. There are plenty of things to do
- I like the recreational opportunities and my job is in Ames, ISU
- I like the sense of community
- I like the small town feel
- I like the town and what is here for chains
- I live in Ames because I go to school here, and because it is a great city to live in.
- I lived here and retired here
- I love Ames
- I love the city
- I moved here for graduate school
- I once had a job here and too lazy to move
- I want to be close to work
- I was born here and it is a very safe, easily commutable town with a good university
- I was born here, raised here, own a business here
- I was raised here
- I was young here and like it
- I work at Iowa State
- I work in Ames
- I work in Ames, close to family
- I worked at ISU and stayed here with I retired
- I worked at ISU for 25 years
- I would like to attend ISU.
- Inherited home in Ames
- Iowa State is here
- Iowa State University
- ISU classes - cheap
- ISU grad student
- ISU is here
- ISU is where and my wife is a student
- ISU proximity
- ISU, "green city", supportive of biking
- It a good place to live
- It has great quality of life
- It has it all
- It has many parks and trails
- It is a good medium sized town
- It is a good, safe, well-maintained city.

- It is a great town with lots to do
- It is a safe community with good schools
- It is a wonderful retirement community and three of our children live here
- It is close to worksite, it is an interesting town
- It is easy to get around in and it has low crime
- It is quiet and not too crowded
- It is safe, clean
- It is safe, well educated and it many arts and environmental organizations
- It is small and safe
- It is the city I work in
- It is the town that Iowa State's campus is in.
- It is very safe.
- It is where I work
- It is where I work and go to school.
- It used to be a growing and vibrant community
- It used to meet the criteria that I picked above
- It was centrally located between our families
- It was once a safe community, established work keep me here
- It's a big well cared for little city (size matters) with all the cultural, intellectual (advantages a University brings, plus good medical facilities and also having Munn woods in my backyard).
- It's a big, small town feel
- Its a friendly town
- It's a great place to raise a family
- It's a great sized town in which to live & work
- It's a nice "big" small town
- It's a nice community
- It's a nice place to live & raise children
- It's a nice small town with big town amenities
- It's an attractive, agreeable town with ease of transportation
- It's close to my family
- It's close to work and I enjoy the parks and my neighborhood
- It's my hometown; family here; safe; clean
- It's not too big and not too small. Safe
- It's safe
- It's safe and schools are good
- It's safe and the people are respectful
- It's safe, clean and small
- It's safe, has ISU, it's family friendly
- It's the right size to raise a family & close to extended family.
- It's welcoming and there are a variety of things to do
- It's where I work
- Job here
- Job, education, medical and cultural opportunities
- Jobs and schools
- Job-schools-ISU
- Kids in K-12
- Like the atmosphere & renting is fairly cheap

- Like the town
- Livable city - good management - ease of life
- Location
- Many activities - small town feel
- Moved to Ames because husband is a professor at ISU
- My children live in the area - I went to ISU and worked in Ames most of my career
- My children lived here and it is a friendly place
- My extended family and church are here
- My husband accepted a position with Iowa State
- My husband accepted a teaching position at ISU
- My husband and I both work in Ames & we feel it has everything we need
- My husband lived here when we married
- My husband received a job transfer opportunity, close to family
- My husband's family business is in Ames
- My husband's work
- My job brought me here
- My job is here
- My job is in Ames & Des Moines/good location
- My parents live here, and I will be going to ISU starting in the fall.
- My spouse is a professor at ISU
- My wife did not want to move
- My wife does
- My work is here and I need to be close
- Near relatives, Midwest values
- Nice clean city, retired here in '77
- Nice clean small town
- Nice community, good services, love Iowa State
- Nice neighborhood
- Nice size, good schools
- Nice, safe town
- Of family and work
- Of the student population, amenities, and recreational opportunities
- Opportunities - school, work, shopping
- Our doctors are here - also our kids
- Our friends are here
- People are nice
- Personal activities available to do - unique house we live in
- Proximity to work; like smaller community
- Raised here & worked & went to school here. Family here & is good size for educational and recreation options. Good medical sources here or close by.
- Raised here, roots here, lots to offered for a small city
- Retired here after being employed at Ames Schools
- Retired: medical, cultural, easy to get around, reasonable cost of living
- Safe
- Safe (was safer when I moved here in 1994); close to work; affordable well maintained housing
- Safe, attractive & kid/family friendly
- Safe, clean

- Safe, clean informed citizens, small town atmosphere with easy access to global traffic
- Safe, easily navigated, good schools
- Safe, educated people. Great neighbors
- Safe, friendly, dear, good class of folks here
- Safe, nice and clean
- Safe, pleasant people
- Safe. Good university
- School
- Short drive to grocery store, shopping, etc.
- Size of city and quality of schools
- Small enough to navigate comfortably
- Small town atmosphere, clean good amenities & chain store
- Smaller city living with diverse opportunities to shop, eat out, etc..
- So I can be close to my kids
- Spouse at ISU. Good schools. I live as close to overall needs as convenient
- Spouse lived here when we got married, went to ISU
- Still close to other metropolitan areas
- Strong community spirit and good job opportunities
- Student
- The city is a good size, the air is clean and the water is good
- The college atmosphere and activities (i.e. Hilton, CY Stephens)
- The school here is good
- The town is good
- This is where my job was located IDOT
- To be close to work
- Want to live here
- Was born and raised here and all of my family is here or in Boone
- Water sewer streets
- We chose it for the activities and schools when our kids were young
- We like the community
- We like the size
- We retired here
- We worked here
- Went to school here, married and worked here
- We're stuck here
- When we moved in it was a very safe community. Continues to be clean, but missing a lot of retail/dining opportunities.
- Where I work
- Where my work is
- Why live anywhere else when you can live in Ames?
- Wife employed by ISU until retirement
- Wonderful town with many amenities and wonderful families
- Work
- Work here raise family
- Work in Ames

2. You Work in Ames because

- A job was available in my field
- After 20 years of driving to work in Des Moines, I got tired of the commute
- AG industry, diverse population/job opportunities, esp with university
- Am retired
- Attended school then found job & stayed
- Because I don't have a car
- Because it is where i got my job
- Chose to
- Clean, safe, good people
- Close
- Close to home
- Convenience
- Convenient access to work
- Currently unemployed
- Disability
- Don't have a job
- Don't like to commute for a job
- Don't want to commute
- Downsized/unemployed
- Easy commute
- Economically - live here
- Employer located here
- Employment is available
- Enjoy Mary Greeley
- Family
- Friendly
- Go to school here
- Going to ISU
- Good biotech opportunities
- Good employment opportunities
- Good employer, convenient to home
- Good job available
- Good job close to home; no commute
- Good job opportunity
- Good job with good salary. Opportunities to learn and advance
- Good people
- Good place to retire
- Good salary & benefits
- Good working environment
- Good, professional opportunity
- Graduate study
- Graduated from ISU and found a good job, bought a house
- Great job
- Great opportunities
- Have a job at ISU

- Have to work in Des Moines. Not enough jobs in Ames
- High opportunities for grant-funded research
- I am a grad student at ISU
- I am a graduate student
- I am a graduate student at ISU
- I am a research assistant at ISU
- I am a student
- I am recently retired
- I can make a living being self-employed because of the educated, appreciative people
- I could transfer to the Ames location when I went to school
- I did, but now retired
- I do not have a job, full time student
- I do not work because my visa status not allowed
- I don't like commuting to work
- I enjoy working for ISU
- I feel its important to live and work in the same community
- I found a job here
- I found employment here
- I go to school here
- I grew up here
- I have a good job that lets me pursue other interests
- I have a graduate assistantship
- I have a job here
- I have found a job here. (I used to drive 100 miles a day when there wasn't a job for me)
- I have to pay for school
- I like my job - wife
- I like my job & decent pay
- I like the community and amenities.
- I like the short commute and this is where I've built my community
- I like the small town friendliness
- I live in Ames
- I live in Ames and it would inconvenient for me not to work here.
- I live in Ames. I haven't driving to work, thus I bike
- I own a house here
- I want to work at a research university
- I was offered a job in Ames
- I work at Hy-Vee - It is convenient
- I work for the City of Ames and it is a good place to work
- I work from home
- I work in Ames because it is convenient.
- I work in Des Moines not Ames
- I worked for the hospital and it has a good hospital
- I worked in Ames' school system for many years and retired here where we raised our family and own a home in Ames
- I'm a student
- I'm a student and I live in Ames.
- I'm retired -- why go some places else if you can work right here

- Internship in Ames.
- Iowa State is a great place to work
- Iowa State provides good employment opportunities
- Iowa State University
- Iowa State University employs me
- ISU - employer
- ISU alum & employee
- ISU employment opportunities & major employers
- ISU is here
- ISU pays me
- ISU Student
- ISU Work Study
- It is convenient
- It is convenient & lots of opportunities
- It is home
- It is the only area in central Iowa with my field of interest
- It is the town that Iowa State's campus is in.
- It is where i have a job (currently)
- It is where I live
- It was the only job after looking a year
- It's a easy trip to work, only takes me 8 minutes. And because i was offered a job here.
- It's a job - I want to move as soon as I can w/a place that has good shops
- It's close to ISU, and I don't have a car
- It's close to where I live
- It's near where I live
- It's where my job is.
- Job is here
- Job location is in Ames
- Job opportunity
- Job was available
- Many science based jobs
- My background is higher education and ISU is a great place to work
- My clients are here
- My husband owns a business located here for over 30 years
- My husband wanted to return to the Midwest
- My husband. I work part-time. Would not work if out of town
- My job brought me here
- My job was here
- Need money
- No because I do not have right to work here because I am not an American citizen
- Of family
- Of Iowa State University.
- Of school.
- Of the employment opportunities provided by the university
- Of the opportunities working for ISU
- Own business in Ames
- Pay

- Quality of professional positions
- Retired
- School
- School and apt is here
- Single parent & don't want to commute/value local
- Small town
- Sometimes I work from home which is is Ames
- Stay at home mom
- That is where my job is
- That is where my job is
- That's where I got a job when I graduated.
- That's where I live. I work in food service. I could get this job in any town
- That's where I've worked for 26 years.
- That's where my job is located
- The business is here
- The commute is easy and ISU is here
- The company that offered me a job is located in Ames
- The hospital allows great opportunities
- The job I want is here
- The jobs were here
- The only place to work
- The quality and fringe benefits of the job
- The University
- The University is a good employer
- This is where i got a job
- Transferred
- U-Haul based me here
- University professor
- We are retired, moved here three years ago
- We built the factory here
- We had the opportunity to do so
- We live here
- Where jobs are
- Work in healthcare & teach

3. You DO NOT LIVE in Ames because

- Bad shopping
- Cold weather in winter
- Enjoy acreage
- Going back to home country
- I will be moving in order to continue my education
- ISU
- It is costly
- No jobs
- Not much recreation services
- Permanent resident

- Selling our house in Des Moines before moving to Ames

4. You DO NOT WORK in Ames because

- Ankeny is really classy, that's just where the work was
- Availability of jobs in my profession
- Because my job company is in Ankeny
- Better opportunities in Des Moines
- Bureaucracy makes it difficult to do business in Ames
- Business relocated to Des Moines
- Can't find a job that pays more (would like to get on at ISU)
- Couldn't find a job
- Doesn't have jobs related to my major
- Employer is located in West Des Moines
- Employment is in Des Moines
- Found better opportunity in Des Moines as a manufacturing manager
- Got job in Story City - would prefer to work in Ames but unavailable
- High cost of real estate (business) and high cost of rent
- Higher pay for my job in Des Moines
- Hired in a different city as a school teacher
- I am a full-time student
- I am a teacher and no jobs in Ames
- I am focused on my classes
- I am in my first year of school and chose not to have a job.
- I am retired
- I attend school
- I couldn't find a job in Ames
- I go to school instead
- I got a job outside of Ames
- I have been unable to find a job even with avid searching
- I have no time
- I have school
- I like my job in Des Moines - husband
- I want to focus on school
- I would like to but hard to find a job
- I'm a student at ISU. My parents pay rent.
- I'm retired
- Job located outside of Ames
- Low payment
- My job is in another location
- My job is in Des Moines
- My job is in Nevada
- My job is in State Center
- My job was eliminated
- My permanent job is not located here
- No comparable job available
- No jobs for engineers
- No jobs in Ames

- Not much industry companies
- Of classes.
- Opportunities
- Retired
- School
- School keeps me too busy
- School takes up my time
- State government job - position only available in Des Moines
- The opportunity/job was not here when searching for work
- There are no good jobs for me in Ames!
- Transferred within my company to a location in another city.
- Unemployed
- Wages are better in Des Moines since they don't compete with college workforce
- Work from home; travel to other states for work
- Work office not located in Ames

5. When you think of Ames, Iowa, what word or phrases come to mind?

- Iowa State Univesity
- 6 month winters
- A community that always strives to be better
- A good place to live
- A lot of churches
- A lot of wind
- A place filled with good peoples
- A school board that wants to live in the past
- A small friendly city
- A university community
- A welcoming community, that lead to a great first year experience
- A wonderful place to grow and raise a family
- Active
- Activities
- Advanced
- Affordable
- All American town
- Almost too big of a town
- Although college town, still family oriented community
- Always has something going on
- Ames became home to our family as two children grew up
- Ames does not offer access to the needs of people of color.
- Ames has almost everything
- Ames High School
- Ames is easy to spell
- Ames is not welcoming for people of color.
- Ames offers all the best of the Midwest
- Ames, Iowa where's that?
- An attractive, safe & affordable town to live & play in
- Anti growth

- Awesome place to be
- Awesome Public transport facility
- Bad city council
- Bad or confusing streets
- Bad roads, but beautifully quaint
- Bad school council choices
- Bad streets
- Bad transportation with other cities and states
- Bad weather/climate
- Battles BBQ, Great Plains Pizza, Hickory Park restaurants
- Beautiful
- Beautiful city, safe
- Best of Iowa
- Best place to live in Iowa
- Big
- Big city amenities
- Big small town
- Big town with small town friendliness
- Bike friendly
- Boring, lame
- Born here
- Busy
- Campus
- Care about appearances
- Cares more about itself than its citizens
- Center of Iowa
- Central Iowa
- Church
- City council not focusing on priorities (e.g. mall is an embarrassment)
- City services
- City spending
- Clean
- Clean and pretty city
- Clean and well kept
- Clean and well-maintained
- Clean city
- Clean community (overall)
- Clean, friendly, strong education system
- Clean, safe city
- Clean, safe Midwestern charm
- Clean/safe
- Close to Des Moines
- Coffee Shop
- Cold
- Cold & windy
- Cold winter
- College - ISU

- College kids
- College life
- College town
- College town- lots of activities
- Combined with Des Moines - best of small and large city life style
- Comfortable
- Comfortable home
- Comfortable size - convenience
- Community feel
- Conflicted
- Conservative
- Convenience to grocery stores, medical care, church, bank
- Convenient
- Convenient shopping, banking P.O. etc.
- Convenient to major interstates
- Cooperation
- Corn
- Cornerstone Church
- Cozy
- Cultural activities
- Cyclones
- Dead in the summer (need to encourage non-student population growth much more)
- Difficult finding way you want/ not much selection
- Dirty
- Dirty streets
- Diverse
- Diverse on community issues
- Diverse student population
- Diverse. educated, good people
- Diversity of residents
- Easy
- Easy and pleasant place to live
- Easy to get "out" and enjoy Midwest
- Easy to get around
- Education
- Elwood
- Engineering
- Environment
- Environment (safe, fun, attractive)
- Expensive housing
- Expensive living conditions
- Family friendly
- Family kid friendly
- Farmer's market
- Farming
- Farms

- Few cultural activities and alternative sports outside of ISU
- Flood city
- Flood plain
- Flooding
- Food
- For college kids, no adult night life
- Friendly
- Friendly and open to all
- Friendly people, safe
- Friendly town
- Fun
- Fun place to live
- Go Cyclones!
- Good
- Good churches
- Good city
- Good college town
- Good environment
- Good environment for living and study
- Good hearted people
- Good medical services
- Good people
- Good place to raise kids
- Good population
- Good public transportation
- Good quality of life
- Good school
- Good selection of banks & grocery stores
- Good size
- Good town
- Great
- Great medical facilities
- Great parks; slow argumentative governance
- Great people
- Great place to live
- Great place to volunteer
- Great public transportation
- Great school system
- Great small city
- Great small town feel with a larger population, with school in session
- Green
- Growing
- Hard to get involved /be included if not originally from here
- Harrison Barnes
- Harsh winter
- Has nice trees in the city streets

- Heavily influenced by university
- Hickory Park
- High cost city
- High education level of general population
- High taxes
- High taxes
- Higher standards of living
- Highly educated
- Home
- Home of ISU
- Hot women
- Housing costs are high
- I like the area and everything it has to offer
- Increase in crime due to people from Chicago
- Iowa State University
- Iowa State University and Engineering
- ISU cyclones
- ISU DOT
- ISU student
- ISU, NADC, DOT
- ISU/VEISHA
- It gets how cold
- It is a clean and beautiful medium sized town
- It is elitist in self-satisfaction
- It is going downhill
- It's a very nice big small town
- It's anti-growth for industry
- It's nice
- It's safe and friendly
- Junky
- Lack of business vision
- Lack of major retailers - need a good shopping center so people don't need to go to Ankeny and Des Moines
- Lack of malls - good shopping opportunities
- Lack of progress
- Lack of shopping
- Lame mall
- Limited restaurant choices
- Local
- Lots of apartments, where ISU is, college town
- Lots of opportunities
- Lots to do
- Low crime & violence
- Low traffic
- Main St. nice atmosphere/stores
- McFarland Clinic
- Mental health services

- Near relatives
- Need better shopping opportunities
- Needs "entry way" improvements
- Needs to be more "current"
- Neighborly
- Nice
- Nice parks
- Nice people
- Nice place for retired folks - college for seniors
- Nice place to raise a family
- Nice selection of retail, but not a lot of manufacturing
- Nice size city
- Nice small city
- No activities other than VEISHEA
- No decent mall for a town this size
- No good mall
- No longer has a small college community feel - too busy - residential sprawl - over built
- No shopping!
- Not much entertainment
- Not progressive
- Not willing to change/grow
- Nothing much to do
- Oasis of culture in a sea of corn/soybeans
- One of two children was born in Ames and graduated from ISU
- Open-minded
- Opportunity
- Our Mosque
- Our neighbor
- Parking tickets
- Parks and woods disbursed throughout town
- Peaceful
- Poor planning resulting in overbuild of apartments, death North Grand mall, small lot size for single family homes, lack of parking for ISU football games resulting in undo hardship on neighborhoods surrounding stadium
- Priorities are mixed up
- Progressive
- Quiet
- Quiet and clean
- Relatively safe
- Road repairs needed
- Rules
- Safe
- Safe & attractive
- Safe city
- Safe environment
- Safe place
- Safe, nice people

- Safety
- Senior leadership for the City of Ames doesn't reflect the voice of people of color.
- Slipping schools
- Small
- Small culturally diverse university town--small town with big city mind set
- Small town atmosphere
- Small town feel
- Small town friendly
- Small town Iowa
- Small town with college students
- Stimulating
- Suburban
- Terrible winters
- The fighting burrito
- The growth of bad neighborhoods
- The programs run by library
- Too cold
- Too much pavement
- Too much police
- Tough area to rent because most landlords demand the 1 year lease according to college sessions timing
- Town feel, city amenities
- Trails
- Use of trash for power
- Very clean
- Water
- Welcoming community
- Well run, quiet, safe, good medical
- Why are there so many police?
- Windy
- Work
- Young

6. If you were describing Ames, Iowa, to a friend who had NEVER heard of it, how would you describe it?

- A "little big" college town
- A beautiful small city, clean and safe. interesting place to live because of the University. One can meet people from all over the world and it has a great bus system
- A clean city. a good place to live
- A clean community with a great library and ample recreation opportunities but bad shopping
- A college town
- A college town that has a campus town that is not clean, streets aren't cleaned in the winter. Other than that it is ok.
- A college town with a separate downtown
- A college town with many recreational and community opportunities
- A community with 50,000 located half an hour north of Des Moines that allows residents to feel like they are living in a small town with the big city easily within reach

- A friendly safe town with excellent recreational facilities and ISU opportunities; ethnically diverse
- A fun laid back city with lots to do and a wide variety of places to eat
- A good big/small town with good city services, university, parks, school and medical facilities
- A good friendly city with good schools, hospitals and library
- A good place to live but housing is expensive
- A great Midwest town, nice people, fun place to live
- A great place to become educated and raise a family
- A great place to go to school. Great campus and place to hang out with and meet friends. Normal weather for the Midwest. Not very good shopping, but a great place overall.
- A great place to live, good school, parks, lots of activities available for all degrees, not too far from large cities (Minneapolis, Chicago, Omaha, Kansas City), friendly
- A great place to raise children
- A great place to retire because of the variety of cultural activities, attractive neighborhoods, ethnic diversity and overall tolerance of lifestyle.
- A larger city with a small town feel
- A medium sized Iowa town with lots to do because of ISU and Parks & Rec and downtown activities. lacking in shopping
- A midsized town in the center of Iowa associated with ISU
- A nice community with many opportunities for higher education, employment opportunities, and many opportunities to enjoy outdoors
- A nice town in the middle of nowhere. It tries to change its image, but deep down it is a large college town at heart.
- A nice, small town, an ideal place to bring up your family
- A quaint community with some interesting food options (local foods) and an emphasis on outdoor recreation. I often lack options for things to do during the cold months
- A quality. growing Midwest town where you can still get to know and be friends with your neighbors
- A small city perfect for college students but not an adequate city for a permanent residence
- A small city that has amenities of a larger city but needs to help out its mall instead of trying and failing to build a new one
- A small city with a university, excellent park system, bike trails and public library. but also a city that does a poor job planning its growth and which as a result is being passed by more progressive communities.
- A small city with wide ethnic diversity and a highly educated population due to Ia. State has all the conveniences a person needs to live comfortably
- A small college town with growing pains
- A small college town with not very much to do
- A small community with big city advantages
- A small town fee in a decent sized city, friendly people, everything you need, not atypical college town, very well kept/attractive. just make sure to have 4-wheel drive in the winter because snow removal is not the greatest.
- A small town feel with big city amenities
- A small town that is easy to get around in. It offers many of the amenities of larger cities
- A small town that is home to ISU. It's diverse due to the college students
- A small town with lots of outdoor and family friendly activities. It lacks some conveniences, but is a good place to raise a family
- A small town with the amenities related to a big 12 university
- A small university town with a few good places to eat and a very small number of activities to do
- A small, vibrant college town with all the big city amenities.
- A smaller college town with everything a big city has.
- A smaller community with many of the advantages of a much larger community

- A strange mix of locals and large government entities
- A town with the balance of excitement and peace
- A traditional peaceful small rural town
- A typical Midwest "small town" with many opportunities offered - higher education, culture, all areas of medical care, Big 12 sports and a mall with not much to offer
- A university town with diverse educated people and a nice mix of retail stores
- A vibrant and friendly place with good churches and schools
- A wonderful place to live if you leave town for VEISHEA. Big enough to have stuff to do without the problems at a big city
- Almost geographically in the center of Iowa. Ames is a city built for 30,000 people that has 50,000 living in it. Small mall - geared mainly toward college age; small old slow post office
- Although the city council and PD are self serving; its citizens (esp. established ones) will go the extra mile to help a neighbor
- Ames has a good environment to study.
- Ames has a lot to offer
- Ames is a beautiful medium sized town with a large state university with many cultural and educational opportunities. We appreciate the diversity in the population - and the small town atmosphere
- Ames is a college town that offers sports & academia of a big city, but has a very small town appeal
- Ames is a friendly town. You'll feel safe in Ames and will enjoy all it has to offer.
- Ames is a liberal college town set in the middle of a conservative state. Ames has growing businesses and access to many different businesses within the city to make living here enjoyable.
- Ames is a nice university town, with good family activities and a small-town feel.
- Ames is a nice, friendly college town.
- Ames is a pleasant university town. It has a lot of nice parks and open spaces, and is safe and clean. The University brings to Ames major sports events and some cultural events. The best thing about Ames is its excellent school system, although residents have let the quality slip compared to earlier years. Ames has a small, but vibrant downtown. There are a lot of opportunities to be involved in civic groups. However, the level of cultural vibrancy is not what I would like to see in a town having such a well educated community. The town could be more progressive in attracting businesses and creating jobs.
- Ames is a quiet, but active (if you desire) town filled with people who are friendly
- Ames is a safe, clean small city with a lot of educational and sport influence from ISU
- Ames is a small town in the middle of corn country. It is home to Iowa State University. It is a beautiful city and a safe place to live
- Ames is a small town with some of the same benefits of a wealthy larger town. We have great natural beauty and a high class university
- Ames is a town that has culture, a variety of amenities and is the perfect balance of big town hustle and small town charm.
- Ames is a very safe place to live, and has good environment. People are friendly and helpful. But it is a small city.
- Ames is a very vibrant and active town. The streets are always busy and there is something to do everywhere. It's safe, friendly and open to all
- Ames is centrally located in the state of Iowa with a population of about 50,000 half of which represent students at their land grant college, ISU. it's a well kept big special little city, quite unique really, having been voted as one of the best cities in the country for reason listed below.
- Ames is home to Iowa State University. It has a small-town feel especially during the summer when many students return home.
- Ames is like a suburb without suburbia - we have a few chains, it's easy to get around and a local business/restaurant guide.
- Ames is peaceful city and an university town. Mostly students live in Ames and it has all the required facilities

- Ames is the nicest college town in Iowa, however, is not the nicest town to live in as a resident if you're a young adult. While this is true, it still has everything you would require and more for a smaller city and is fairly culturally vivacious. It has ample nice parks and trails and the city is always working to improve.
- Ames is where Iowa State University is located. The public school system is highly rated There are many fine arts opportunities and programs available.
- Ames is where Iowa State University is located.
- Ames offers a pleasant and convenient place to live; good quality of life with reasonable cost of living
- An atypical Iowa community dominated by the presence of ISU and an overly liberal intellectual mindset. it is an expensive, but generally pleasant place to live.
- An university city with good services, business and parks (heating, plumbing, electric, etc.)
- Attractive small town with Iowa State University in it. So, a college town. You have to drive 15 min. to get to the big stores. Des Moines is 30 min south. They manage the snow so it's not a problem. Good walk-paths/parks if you are in to that.
- Beautiful campus for Iowa State University, but there is too much pavement in the rest of the town that takes away from the natural setting of the campus.
- Beautiful small city with a lot to offer
- Best place in the US to raise a family. can't go anywhere without running into someone you know
- Bifurcated into realm of university
- Big city opportunities with small town feel; clean, safe, pretty; good green space
- Big little town with lots of diversity and lots of entertainment for small city
- Big town, badly in need of revitalization
- big/small town with plenty of amenities
- Boring, cold and isolated
- Boring; politically conservatives
- Calm, good looking city
- Calm, Peaceful , Green and Safe
- Center of Iowa
- Central Iowa, ISU, 30+ miles north of Des Moines on I35
- Central of Iowa - ISU was here and NADC
- City located north of Des Moines, in the middle of the state. Where Iowa State University is located.
- Clean community with plenty of parks, wonderful university, fantastic restaurants. just watch out for the poor drivers running red lights and blowing stop signs (even taking left)
- Clean friendly town
- Clean, friendly, eco-friendly culturally diverse population; lots of trees and parks, safe, good medical facilities, fairly high rents and housing costs
- Clean, good schools, many cultural opportunities
- Clean, well-maintained city. Pretty accepting of all people.
- College oriented, nice campus, not far from DSM
- College town
- College town and historical
- College town in the middle of Iowa, beautiful, More diverse that you would probably think, safe, close enough to fun if it isn't in Ames
- College town that really pretty with lots of parks and fun shops and restaurants. Fun place to hangout and go out in.
- College town with a surprising amount of families that call it home.
- College town with a very friendly atmosphere. Variety of restaurants and activities available. It has a good school system
- College town with friendly people

- College town with good schools and friendly people
- College town with lots of activities. Great parks, but more better bike paths needed
- College town without the college town feel
- College town, good fraternity/sorority system
- College town, highly developed in flood plain (S. Duff). Terribly coordinated traffic signals.
- College town, small town feel with big city opportunities
- College town.
- College town; mid-sized
- College town; no shopping; safe
- Crossroads of America
- Culturally vibrant, well kept city with good schools and a good atmosphere, but very expensive to live in.
- Diverse, educational opportunities; friendly
- Do not move to Ames
- Don't move here unless you want to live in a city of crime
- Easy living, safe, small
- Easy to find, clean and lots to do
- Everything you need is there
- Excellent educational opportunities, internationally diverse, divided between growth/no growth, friendly (sort of) but people not truly welcoming, convenient, good parks & recreation, bumpy streets, good sports town
- Friendly
- Friendly town with great things to do
- Friendly town, university atmosphere, great parks, great for a young family or retiree
- Friendly, clean and safe
- Friendly, diverse, safe, convenience to necessary amenities, great schools, university
- Friendly, not too big & not too small, available programs from concerts, plays & sports- college town with good enthusiasm
- Friendly, university city
- Friendly, University community which allows the permanent residents an opportunity to participate in those activities if they so choose. But, plenty of other things to do and get involved with if you make an effort. Transient in the sense that people are always coming and going. There are always people here from around the world if you so choose to get to know them and learn new things. Very supportive of our ISU Cyclones and gives us something to do.
- Friendly; has movies - recreation
- Good clean city to live in
- Good place to live, big town things with a small town feel.
- Good place to raise and educate children but not necessarily a good place to get a job
- Good place to raise kids and a college town
- Good place to raise kids but when they leave there is not enough things to do as adults
- Good school safe
- Good schools, safe, diverse
- Good to study and safe city
- Good town to live in
- Gorgeous, clean and very friendly environment
- Great community and lots of diversity. Centrally located - close to DM, Chicago and Minneapolis. Lots of fun, family friendly activities and sports

- Great community that cares about what you think. Small town feeling with great amenities that a larger city has to offer. Public transportation is one HUGE bonus!!! Not a lot of cities have this option.
- Great community with open spaces
- Great little city with all the benefits and none of the inconveniences of a large metro area - but no shopping
- Great place to live
- Great place to live, good arts, big 12 sports with a great collegiate atmosphere, decent schools (good elementary & middle school, poor high school)
- Great place to live, safe, lots of special things for seniors, ISU classes
- Great place to raise family
- Great place to raise kids
- Great town, great location, great people although it lost its opportunity to be prepared for the future
- Home
- Home of Iowa State University
- Home of ISU - just north of Des Moines
- Home of ISU, large busy community of both families and students, fun environment of campus town, all necessary amenities (gas, food, banks, grocery) easy to get to and short trip from DSM metro
- Home of ISU, nice small, Midwest town. easy to get around, nice park system, lacking in good city planning, nice place to live
- Home of ISU; easy to get around; good bus system
- Home to ISU with a lot of students during the school year, and a lot of old people and corn in the summer.
- I like Ames. It has good recreational opportunities through "The Arc of Story County"
- I love the college town atmosphere that it brings, yet a small town feeling where it doesn't feel too overcrowded with people and buildings.
- I tell my friends I can go to bank, drycleaners, P.O. in less than 1/2 hour. I tell them our schools rate very high and It's a great town!
- I would describe Ames as a boring atmosphere for young professionals. Ames does not has very few options for cultural activities. Ames does not cater to the population of people of color.
- I would describe it as a big city, but not to overwhelming. I would also say that it is a beautiful place to live, and that it covers all of my needs.
- I would describe it as one of the fastest growing cities in Iowa with an expanding university, strong private business sector, and growing industry giving many opportunities. There is a highly active and developed campus town and mostly student residential district. On the other side of town is the downtown, residential, and big box retail. The thing I believe Ames is lacking is a more direct connection from downtown to campus town; I either drive or ride bicycle because the CyRide route is 30 minutes plus.
- If you take advantage of all the opportunities, you have endless ways to grow and to gain a solid foundation for the values that matter
- In the middle of the county
- Iowa is very good environment and very safe I like Iowa and ISU
- Iowa State University
- It has all the good things of a small town and all the good things of a city mixed together
- It is a college town
- It is a college town in the center of Iowa, approximately 30 miles from Des Moines. Because it is a college town, it has a relatively vibrant cultural scene with a variety of neat shops and unique restaurants. It has several very nice parks and it attracts a variety of very talented musicians to play at the M-Shop and DGs. The main drawback to living in Ames is that it feels somewhat isolated and after living here for 4 years I feel that I have run out of things to do.

- It is a college town that does not have many locally owned stores and restaurants, there are far too many bars near the Iowa State campus, and it could use a lot of updating. The downtown area would be very nice if they did some work to it and brought in some fun stores. Also, there is not much to do near campus for students, unless you are a student who drinks all the time.
- It is a college town with a diverse population. Ames has great schools and a base of intelligent, educated people.
- It is a nice community with a small town feel but many cultural and retail perks of a big town
- It is a nice town that is great to live. I feel safe most of the time and would recommend it to anyone to live here.
- It is a safe town, extensive, with a bus service that doesn't run too often. It is beautiful, and good to raise a family. Has a really good library and its programs are wonderful.
- It is a small town with a great university, full of cultural and community events.
- It is a wonderful place to live with low expenditures and with all the good facilities. the city is calm, safe and culturally vibrant
- It is better than anywhere else. we have everything available without traveling a greater distance to get it - churches, schools, employment & entertainment
- It is small town in the US, people are generally nice to you, but the real problem is that it does not have many recreation.
- It's 45 minutes from DSM and ISU is located here.
- it's a clean city; shopping areas are centrally located
- It's a great place to level with little crime
- It's a great place to raise a family. The university brings cultural, sporting and entertainment to the community. It's culturally diverse yet open friendly and welcoming.
- It's a medium sized city with enough shopping opportunities and many parks
- It's a mid size community with a small town feel. It is friendly town with nice neighborhood
- It's a nice college town that is friendly and full of things to do
- It's a nice town you can get across in 20 minutes if you hit all the stoplights
- It's a place that is still hanging on to its old habits while the rest of the world is zooming past it. Picture a city made only for one dominant group, white Christians. There is no evidence of places of worship for non-Christians and it's perfectly okay because change may threaten stability. The university provides residents opportunities to interact with students from different states and countries, often non-white students. These students do not stay here longer than their degree requirements necessitate because they feel like perpetual outsiders. I would tell my friend to be ready to feel racial micro aggressions from ignorant white people who assume darker skin color is equivalent to lower intelligence and non "American"
- It's a quiet, beautiful small city. The people here are very nice. The living cost is low. The campus of ISU is beautiful.
- It's a relatively large city full of college students. Property managers mistreat and take advantage of students.
- It's a safe & nice place to live but there aren't many fun things you can do here
- Its old town is really cool; Ada Hayden Park; decent library; train/auto traffic crap
- It's a small town that doesn't really have much to do unless you are a student
- It's a small town which is quiet and safe
- It's a small town, but you can have a comfortable life here. Living cost is relatively low compare with big cities.
- It's a small, college town in the middle of Ames.
- It's a typical Midwest college town and has a ton of restaurants
- It's a very nice big small town, friendly people, diverse, educated, good people
- It's an average college town. There are dirty, college type parts of town and very nice parts of town. Sufficient shopping and activities, but not as many as the bigger cities.
- It's quiet and safe. It's a comfortable size with plenty to do it a larger city nearby. ISU is a beautiful campus. Ames has a lot of nice parks and some great restaurants. I don't like the "house farms" and "apartment farms" being built on the outskirts though.

- It's the perfect size. Great shopping areas and close enough to Des Moines if need more. Feels like a small town, but isn't.
- It's your typical college town with lots of bars and places for students to hang out.
- Large town with a small town feel. Good university, lots of places to eat and shop.
- Larger city with small-town feel
- Located in the middle of Iowa. Clean, lots of services, too any rules for businesses, lots of research and government employment, lots of liberals
- Lots of character
- Lots of things for adults to do; city government has exaggerated role
- Many activities, small town feel
- Medium community, good parks, paths; mall needs help
- Medium sized town attached to a large research institution that directly has or is close to amenities typical of a much larger city.
- Middle America, Midwestern values, good education, friendly, easy to get around, caring people
- Middle of Iowa, flat, full of students
- Midwestern college town.
- Moderate size city with good schools and environment
- Mostly a college community with a nice downtown area that has a lot of nice shopping and restaurants
- Mostly college kids, decent sized city.
- Much different than any place I have ever lived. I feel safe most of the time, but too many strange things happen in this community. I get a feel that the city appreciates the university and I love that. I believe there are too many businesses on Duff and that traffic is awful. I think that the law enforcement should worry less about parking tickets (meter, parking over a curb, covering a sidewalk, etc and more about the safety of the community).
- Nice "medium" sized town - very representative of a standard Iowa community
- Nice college town
- Nice community, overpriced housing, university town
- Nice little town but boring
- Nice neighbors and close to grocery stores & close to school
- Nice place to live and work, centrally located with easy access to the interstate. poor shopping with no sign of improvement
- Nice small town, good place to raise kids
- Nice, small attractive town, has nice trees in the city streets
- Nicest city in Iowa
- Not much to do
- Not Rural Iowa
- Not too big, Not too small, clean and safe. good cultural opportunities
- Not traditional college town, more family friendly. cultural
- One of the three places in Iowa I would choose to live.
- Overall small-town feel with a large university. However, I would inform them of the increase in crime and bad neighborhoods
- Perfect town with a beautiful landscape and nice people
- Pretty friendly, lots to do, lots of educational and cultural activities
- Pretty; safe; small, cultural & sporting events
- Professional, diversity, cultural, highly educated, small town
- Quaint University town with a forward thinking liberal mindset. Easy to get around and very safe. Great place to raise kids with awesome public education, but pretty boring when you're young and want some action.

- Safe, clean place, good college & good school, people are friendly though
- Safe, clean, small town feel in a larger community
- Safe, friendly and beautiful
- Safe, quiet, and clean. people care about education of their children and property
- Safe, small town with great diversity due to ISU - lots of activities & parks, easy to access these, good quality and cost of living
- Sleepy little town
- Small but culturally diverse, liberal mid-western university town with very good public schools
- Small city
- Small city with big city qualities but small town feel
- Small city with great people, great place to live
- Small city with world class resources
- Small college city with good support and opportunities. North of Des Moines on I-35. Home of Iowa State University.
- Small college town
- Small college town close to Des Moines
- Small college town in cultural Iowa about 50,000 people, very livable mixture of students, retirees and families
- Small college town in the middle of cornfields with extreme weather conditions
- Small college town, mostly safe/clean with some seedy areas.
- Small friend Midwestern university town
- Small hometown feeling as long as you stay away from the west side
- Small Iowa city with university; surprisingly diverse people
- Small Midwestern city with a large land grant university, close to capital city & airport- a lot of good cultural opportunities available.
- Small town atmosphere with larger city activities- college town. great place to raise a family
- Small town atmosphere with up to date services and activities, educational, cultural and medical center; able to enjoy Des Moines, Iowa City – Mayo, if needed
- Small town atmosphere, but people are diverse, educated, interesting, good facilities - schools shopping, entertainment, churches
- Small town but enough stuff to do and not a lot of traffic
- Small town feel with amenities of a large city
- Small town feel with large city amenities- although lately it seems to be a going down hill in the amenities
- Small town feel without a decent mall
- Small town feel, big town opportunities.
- Small town feeling, but has a lot to offer
- Small town in the middle of nowhere
- Small town Iowa with all the necessary amenities & without the big city problems. is a college town & has great parks & recreational program
- Small town living with big city events of all kinds of activities going on. Also has good medical facilities
- Small town with a good university. Weather stinks and there is not much to do (no "indoor" entertainment) other than H.S. ISU sports
- Small town with a great student population. Activities are mostly limited to Main Street and Campus town. Mall is not worth going to. Not much in town except the school.
- Small town with a large university, its gets cold and a lot of snow in the winter time. It doesn't start getting warm until mid-may. Ames has a lot of local mom and pop type stores and restaurants but not a lot of the major chains and franchises. Ames tries to encourage "diversity", but they have a long way to go for the community encouraging and accepting it. The college does a descent job of getting diverse cultures here.

- Small town with a lot of parks
- Small town with all the big town amenities
- Small town with big assets
- Small town with big city amenities
- Small town with big college
- Small town with lots of activity and places to go
- Small town with lots of options
- Small town with wide range of cultural offerings; liberal political views, not too extreme weather contrasts
- Small town, clean & safe college sports
- Small, but city feel; nice; expensive housing
- Small, Close-knit and a college town
- Small, close-knit, and a campus town
- Small, poor shopping, good education - public & college; opportunity to enjoy arts, etc.
- Smaller college town and great place to raise a family
- Something for everyone to enjoy. places to go and shopping
- Surrounded by farmland, ISU is a leading agricultural college. great people, down to earth and friendly, great/cheap activities to get kids involved in at city of Ames
- The home of ISU and an otherwise backwater, non-progressive community
- The middle of nowhere, surrounded by corn
- Think about your stereotypes of Iowa - it's not like that. There are a lot of great things to do, relatively diverse, strong schools, friendly people, family friendly
- This city is quite safe and clean city. Good for studying~
- Traditional college town
- Typical midsized town with a college campus at the center
- University community, safe, cultural opportunities, more progressive than many
- University town
- Variety
- Very ethnically diverse community with small town feeling, lots of activities for adults & children
- Very nice for 6 months a year; ungodly for the other
- Very pleasant city with good schools & university
- Very slow growth
- Very small town, friendly, sunny, university town, boring
- Very Spread out Community, almost requiring a car to commute, even with bus routes. Good number of well maintained parks, two theaters, availability of concerts, sports. Bike paths along some major roads, however there are at least two roads that restrict bicycle use and do not have bike paths. ISU/Ames participation allows children to learn from college student projects.
- Very well kept, not very busy as you would think a big town would be.
- We love the town/city but we have to go south to shop.
- Well-kept secret with many opportunities for high quality of services and care for the population and community. Diversity - unexpected due to university
- Where Iowa State University is located
- Where Iowa State University is. It's a nice community to live in.
- Where ISU locates. One of the best towns for living. Safe and clean. Lots of parks.
- Wonderful
- You will want to live here. It has everything you could want and it is only 30 miles from Des Moines
- Young, clean, plenty of amenities, great public transportation & fun

If you have your own idea of how to finish the sentence, write your answer here:

Ames is the _____ of Iowa.

- A good place to live in
- Agricultural research center
- Agriculturally & scientific center
- Ames is a special big and wonderful little city in Iowa
- Ames is the city that can lead to a lot positive opinions of Iowa; only if intentionally addresses the well-being of ALL its residents and not just the select few who attend city council meetings or go to the right houses of worship.
- Ames is the emerging heart of Iowa providing institutions of education that will shape the intellectual future of Iowa
- Another isolated town
- Anti growth city
- At the center (not just geographically)
- Attractive small town city
- Beautiful and safe college town
- Best
- Best and safest town
- Best big/small town
- Best city
- Best city to live in the state
- Best city to raise a family
- Best college town
- Best middle size city
- Best of both world- small town/ city life
- Best place to eat
- Best place to live
- Best town in all
- Best town to raise a family
- Better place to live and take education
- Big small town
- Bigger in many ways than its size suggests, best to go big as it is in its own mind
- Center
- Center for what's happening
- Cinderella
- City that argues too much about what it wants to be when it grows up so it never makes a decision and is starting to be the stagnant city
- Cleanest city
- College
- College town
- Connection point
- Cultural center
- Cultural center for the state
- Culturally vibrant small town- with Midwest values
- Cute town in the middle of center
- Cyclone center

- Cyclone headquarters
- Education leader with good schools and fine university
- Engineering and science leader
- Epitome
- Family friendly capital of central
- Family friendly town
- Flood plain and/or swamp in the middle
- Friendly, safe and comfortable community
- Geographical center--in all honesty, if Ames didn't have ISU, Story City could build a Wal Mart and people would flock there. With that said, should have more student attractions, such as an outdoor skating rink during the winter; boat rentals at Ada Hayden park for the spring and summer; more (numerous and convenient) bike paths/lanes; even a low-budget minor league sports team--I mention the sports team because ISU doesn't have a baseball team and the I-cubs are too popular to be cheap anymore. Not to mention ISU athletics aren't going to be good anytime soon.
- Good town to raise kids
- Great City
- Great place for fashion majors who don't want to move to New York or California to go to school.
- Greatest city
- Has the worst shopping (mall) of any town this size in
- Heart
- Home
- Home of the Cyclones
- Home of the land grant university
- Ideal college town
- Ideal retirement community
- Leader in scientific transfer to industry
- Liberal city
- Little step child of Iowa City
- Main street leader
- Middle
- Most convenient with the best quality of life
- Most healthy community
- Most interactive town
- Most liberal city
- Most progressive, cur lined and optimistic town
- Oasis
- One of the best places I've lived
- Only good college town
- Only town I would live in the state
- Opportunity pointer
- Perfect example
- Place
- Place where dreams can come true
- Politically incorrect failure (for bringing in Section 8 criminals, delinquents and low-lifestyle into a great community). Much like introducing roaches into a bug-free nice apartment building. (you'll never get rid of them now)

- Quite place
- Relaxing district
- Retirement gem (although it could be a great if it was also hip, vibrant and exciting for young professionals too)
- Right size and good people
- Safety place
- Science and technology center
- Second best to Iowa City and less interesting than Des Moines
- Seed of growth for
- Suburban Des Moines college town
- Super sized Decorah
- The brain
- Town
- town near the center
- Town that encourages a community spirit that is local national and international
- Town with good health care and senior center
- Transportation center
- Unsolved college murder capitol
- Up and coming hip city
- Veterinary capitol of the world
- Worst place to shop

Think about your own personal vision of Ames. Where would you like to see Ames in 5 to 10 years?

- A better mall, beautiful streets
- A city that truly is progress, not just thinks they are: 1 - modern power plant, not using coal as fuel and burning plastics; 2 - city wide service for recycling (mandatory for all residents); 3 - progressive and not reactionary planning of commercial and residential areas - not encouraging building in the flood plains
- a community that continues to support its leader and works for values that build a responsiveness to the needs of all citizens
- a fast- growing city with energetic, intellectual people in the community
- a few more manufacturing facilities that would increase both blue and white collar jobs. Possible expansion or easier access for non-bachelor's degree track people to reduce vocation training (DMACC offering more classes)
- a growing community. more business and employment opportunities with private companies, many related to the resources the university offers
- A mall at 13th and the Interstate; good shopping and development at 13th St. & Interstate 35 that would draw travelers and surrounding towns to spend time and money in Ames. More upscale dining
- a mall with no empty stores

- A more refined appearance. Especially on Duff. Traffic control and flow on the main part of Duff is a big problem that the City needs to address. Too many businesses and inlets and outlets make navigating around a chore. People do not follow the traffic signs and congestion only adds to the chaos. I'd really like to see that entire strip from Highway 30 to Lincoln Way be completely redesigned to better incorporate the new, attractive businesses and storefronts as well as make getting from Highway 30 to the heart of Ames more "enjoyable". Also, I think the University has a big opportunity to really polish their image and the image of College Town (Welch Ave area). Personally, it all has to do with aesthetics and traffic flow (as shallow as it sounds!) Things like chaotic intersections and mismatched design aesthetics between sections of the town are a real turn off for me. I think in a rural area like Iowa, the little things make the biggest impact for visitors. Ames is growing, but the infrastructure isn't keeping up (and in some cases it can't. i.e. grand avenue can't get any wider without relocating homes, even though it could use it better flow for traffic) Right now, I think Ames has too many different directions that it is trying to go. You've got the "historic" and "cultural" main street area that looks great and seems to be doing well. Then there is the "Clock tower" mini-main-street north of ISU off Stange. Big business and chains are filling up Duff, and the University is continuing to expand and rebuild in its respective location. I think if the city would pick an aesthetic for the whole city to try and adopt, it would really tighten up the image of the city as a whole. Ames has a lot of good things going for it, but the city needs to work harder to unify itself.
- a strong retail community that produces taxes to prevent residential property shouldering taxes
- about the same size but less Ag and more environment focus at ISU
- almost perfect, need to revitalize campus town area
- Ames is suffering due to school district boundaries/tax base - we have tow districts but the concept of "one". Need to address the growing disparities
- Ames missed a huge economic opportunity when they created so many political hoops for a new mall. Ames lacks shopping opportunities that most people leave town for. Ames needs to grow though our leadership will not allow it. The "No growth" function has taken over and it has really hurt this town.
- Ames needs additional N/S Corridors to move traffic. Ames also needs commitment to bring better retail shopping to this town
- Ames needs better shopping center/malls, a city this size and for all the international visitors we attract needs better entertainment and shopping
- Ames needs much better shopping then it has now. North Grand Mall desperately needs to be rebuilt and enhanced. It is an embarrassment right now
- Ames needs to control its growth. It seems as if the developers can get zoning changed too easily to whatever suits them. All the apartments built in recent years is an example of this.
- Ames needs to grow - more industry, manufacturing plant and new mall. we need to keep people here to work and shop. we have to stop giving Ankeny all our tax money - look at what they have done in 10 years and where Ames has gone
- Ames needs to improve the west Lincoln Way area (roads, businesses, trailer parks); Ames needs to draw in more industry/jobs (not just retail jobs); Ames needs a Mall (perhaps a joint project between Boone & Ames) or improvements to North Grand Mall
- Ames needs to work to maintain affordable housing and taxes so people will continue to work and live in Ames and not go elsewhere. So many people I know will not live in Ames stating it is just too expensive
- Ames should be an educational and service center for central Iowa
- As an intellectual version of Des Moines
- as big as DSM w/more shopping and activities that are child age appropriate
- Be innovative - figure out how to do a better job of solving problems faced by other cities - crime, poverty, race relations, etc.

- Being a leader in Teaching Salaries no guarantee of tenure, teachers have to prove just like everyone else in society!! And maintain their excellence. *Mandatory School Uniforms (look at BULLING/SUICIDE issues-level the playing field) we need to quit having blinders on and take action. Why do we need police to solve all the issues that the teachers and parents should be doing!!!! *Commuter Lots and Buses to DSM/Ankeny *More CyRide routes/ Buses Stop Covers
- better downtown area- close off the street and make it a pedestrian mall
- better health care for seniors
- better high speed internet; no trains through town
- better mall shopping center; why go to Ankeny/DSM all the time?
- better mall; more free pickup of curbside yard waste
- better prepared for flood events- absolutely no new debt in flood prone areas, better storm drainage needed. city needs to embrace retail growth and restaurant growth of any type- public investment needed. North Grand Mall is truly embarrassing
- Better public transit
- better retail and more restaurants
- better shopping
- better shopping - not big box; campus town - main street cooperation; fewer bars - more activities for students of all ages
- better shopping, better traffic means
- better stores; good restaurants; more progressive, clean thinking city government
- Better variety of restaurants and shopping (especially better mall)
- better water drainage system, more restaurants, locally owned & more diversity, better roads
- bike lanes, recycling, better markets market, vibrant downtown
- bring in more jobs - connection with ISU should be able to leverage new business, need more "major" employers besides ISU & DOT
- Build a mall; make downtown and/or campus town destinations; reduce duplicate services with state and county that needlessly raise taxes
- campus town needs to improve
- Campus town should thrive for reasons other than dirty bars at night. A green space with free Wi-Fi could attract students and residents in the daylight. The businesses of the area should be held accountable to maintain a clean environment surrounding their shops. Ames should do more to attract people of color to consider staying. Ames food and health codes must be proactive in demanding that businesses maintain clean bathrooms, why does no one use toilet seat covers!!!!??
- Church less diverse, able to fix our streets, caring for those who are less well-off, need affordable housing and living wage jobs, unity of vision among school board members
- city needs to bring more national chain stores and restaurants to the city. everyone goes to Ankeny to shop and dine
- cleaning up neighborhoods that have been mismanaged and enforcing stricter guidelines to property maintenance
- complete bike path and sidewalk network, recreational facilities spread across town instead of being concentrated at outskirts
- continue to attract clean industries that offer more employment opportunities. Pre-school needs to be part of our community despite state government. continue to treat all citizens - to provide needed mental health services
- continue to improve in every aspect- we have the brains, tax base, compassionate people- elect & hire leaders who take pride in the city and have genuine interest in improving every person's quality of life.

- continues support of ISU and an increase in shopping opportunities so we don't have to travel to Ankeny or des Moines
- continuing to add jobs and providing a safe work environment that makes Ames a great place to raise a family
- continuing to be a great place to raise a family: great parks & library, lots of activities, safe, friendly, local businesses, jobs, Kohls and Old Navy
- cultural diversity reflected in media and event programming. Main street made youthful, vibrant, a place you want to hang out - nightlife
- cultural diversity that leads to community activity
- CyRide stops along North Dakota. Places to park and ride other than the ISU commuter lot. Removal of Midnight parking ticketing. I would also like to see more business development in West Ames.
- decrease in crime
- Do something with North Grand Mall - It's like walking through a morgue - either redo the whole area or at least do something with all the empty area and the parking lot
- Does it have to be so anti-religion? Setting that aside, Ames of my future would have better streets, de-ice its roads and have more bike racks.
- effective flood management, improved streets, more national-chain businesses, improved overall appearance (landscaping, business exteriors), more job opportunities
- embracing more commercial opportunities
- financially stable, providing the necessary services to the highest standards, growing in terms of business to provide opportunity for every citizen of Ames and to attract new residents
- Fiscally responsible and more down to earth. For too long the focused has been on growth at any price. we need to get back to our base values and rebuild
- Full mall. Newer stores. More restaurants. Additional lectures/concerts by more well known people.
- greater concentration of quality restaurants and shopping similar to other college towns like Columbia, MO and Lawrence, KS. We need a new mall!
- growing
- growing and thriving
- Have a leadership position in Iowa in innovation, agricultural change, growth and opportunities. Ames citizenry must let go of old traditions & bickering and not revisit decisions over and over and over again, i.e.: Roosevelt School, strip center mall, carpool
- Have a welcoming entrance way into Ames; Vibrant shops (both local & chain stores) and restaurants - not in the flood plain and more on the NORTH side of town!; available and ready business parks for new/expanding businesses; state of the art library/services
- having more apartments with 6 month or 9 month leases that can start anytime of year instead of just Aug 1st
- Having more internships and job opportunities.
- Having recycling centers in the town. Investing in wind power. beating Iowa in football & wrestling
- having scrapped focuses on political correctness "multiculturalism" and diversity and refocused on mathematics, proper use of language, logic and common sense.
- I don't know if it is possible because the flow of the city is not ideal. There are apartment right next to schools, right next to business districts. I would just like to see and I know many factors are involved, but the new building be put in areas that make sense
- I like Ames the way it is now, that's why I moved here.
- I love Ames the way it is now. Maybe a few more restaurants and shops.

- I really hope the city becomes more proactive in attracting business that are national chains. I love living here, but feel the city/select few residents haven't allowed Ames to grow as it should/could. I'll admit I shop outside of Ames for things due to lack of options
- I think it already have everything, but still it want some more shopping mall
- I think it will become more developed especially north and west Ames. If this is the case I hope that farm land is still utilized since agriculture is very important
- I want Ames to be more bicycle friendly to encourage cyclists. I want Ames to have more unique stores and shops and have more of a local feel.
- I would like Ames to have more locally owned stores and restaurants that are unique and affordable, especially closer to campus. I really wish there were places to shop and hang out near campus and not so many bars. I also would like to see a more cleaned up downtown area. When I was choosing which school to go to, I actually picked KU over ISU simply because Lawrence has such an amazing downtown area. I think cleaning up and bringing in new ideas for Ames would be the best.
- I would like for Ames to have a community owned and operated nursing home and assisted living facility
- I would like more business stores, home depot Menards, etc.
- I would like some old apartments/houses to be torn down and updated. The size of the town is perfect so they need to expand Ames itself is not necessary
- I would like there to be more locally owned (non-chain) restaurants available. I would like to see a pedestrian mall in Campus town and downtown Ames and fewer slum lords
- I would like to be able to drive to work without bottoming out my car in fifty potholes. It would be great to have a public light rail system, like in downtown Minneapolis. That could ease the load on our roads. If we are making a commitment to energy efficiency, that's the way to go.
- I would like to be able to pay my City of Ames bill online without being charged for it, like you can do with pretty much any other bill
- I would like to see a less cluttered overall atmosphere/appearance to Ames - e.g.. Lincoln Way, South Duff, West Ames are all taking on the appearance of the main traffic arteries through and around the twin cities. North Grand Shopping Center area needs a total makeover. I would like to see Ames community schools return to a genuine exemplary position in education and athletics
- I would like to see a substantial mall with an excellent variety of stores located where our old mall stands. Also good street access to that mall
- I would like to see Ames as a place where people come to live not jus for a period of time but to settle down and invest into he community
- I would like to see Ames be a cleaner, safer city in 5 and 10 years
- I would like to see Ames be convenient for biking and walking This would include better marked trails and sidewalk clear in the winter
- I would like to see Ames become more urban and big city
- I would like to see Ames encourage growth both up and out. I would like to see commercial opportunities encouraged in Ames rather than fight with developers every step of the way. We allow the minority to dictate our development. The City Council does not help bring the majority opinion up.
- I would like to see Ames focus on creating a more central community center that can integrate Iowa State with the rest of the Ames community. Activities like Ames on the half shell and ginko days seem to only really be for general Ames community and activities like Fiesta are more focused on the university. It would be really cool to see these community events do more to integrate ISU with the greater Ames community
- I would like to see Ames grow, particularly with young families. Our excellent educational system, public schools and university should be promoted. I believe having better shopping areas would help draw families to Ames as well. (new mall !)
- I would like to see Ames halt an building gin the flood plain. Would like to see Menards, Kohls, Dollar Tree, Farm & Fleet, Michaels' etc in Ames

- I would like to see Ames include more community events that celebrate diversity and different ethnicities. Also, I'd like to see Ames become a role model for green living - replacing the coal plant with sustainable energy sources, more bike paths and recycling.
- I would like to see improved connection between the university and the city and a vast improvement in the business climate
- I would like to see it stay safe, diverse and with good public schools. I would like to see the library stay a very positive force in the community. I would like Cy-Ride to expand routes
- I would like to see it stop growing, stop putting up new things in and take better care of what we have
- I would like to see less division in our community - we have small outspoken pockets of people who slow our growth to a better Ames. I would hope we have positively dealt with the "Chicago poverty" influence on our town. This influence is my key concern for the quality of our community and schools and I do not feel like it is being addressed.
- I would like to see more quality, diverse, and affordable dining experiences. But not just dining, more local industry and craftsmanship. I larger and more diverse farmer's market. I would also like to see less cars. Ames is a fairly compact city, and if it is kept from urban sprawl then it would be an idea city to travel on bikes! I already ride my bike much through the summer, the biggest difficulty is that drivers are not looking for bikers. We need more bikers. I think the entire downtown section should be off limits to vehicles except bikes (and pedestrians of course). This of course would require a large parking garage erected nearby. Many European cities have underground parking garages for a small fee that get walkers close enough to the shopping area downtown. Land use laws should be strict to prevent urban sprawl and maximize usage of space. This would cut down on emissions, fuel costs for residence, and healthier lifestyles. Another thing that I think should be socialized are community garden plots. Maybe a few spread throughout the city to ease commuting. I would be happy to have sales/land taxes go to establish and maintain community garden plots.
- I would like to see safer RR crossings and attention to the condition of the roads. With the cost of fuel continually rising I would like to see more promotion for use of our excellent bus service
- I would like to see some investment by/with city in North Grand Mall. Helping campus town is good but with the student population in mind more than alumni. I'd like some clear decisions on flood control. Traffic flow on South Duff & Duff RR. Tracks
- I would like to see some more shopping stores. I think that would keep more people shopping locally. I would like to see more concerts at Hilton again, to draw people to the area.
- I would like to see the homes and businesses in the center areas of Ames revitalized as Ames appears to be rotting at the core a bit now, yet the center (downtown & around campus) is where the most vibrancy and can happen. I would like to see Ames remain fairly small and comfortable, but continue to have interesting things to do (essentials such as grocery stores). I do not think lots of chain stores/restaurants and unneeded new apartments/homes/condos add to Ames' vibrancy or integrity.
- I would love Ames to remain same because small cities have advantages too, but with better streets and lighting
- I would personally like to see Ames as a mini Des Moines. Look at all the culture in downtown Des Moines: the art festival, concerts, festivals (Oktoberfest!), the waterfront atmosphere, exotic restaurants, etc. Right now Ames is very agriculturally oriented, which isn't bad per se, but look at the future. Farm kids come here to go to school and then start farming in small-town Iowa. Or some people come here to go to school just to leave in 4 years. Ames needs to have a reason for people to stay, not just rent out space. Yes, Ames is a safe community, but what else does it have to offer to people who are not directly affiliated with the university? If Ames were to become more like Des Moines, not only would it attract more non-students, but conversely, Ames would attract more students and different kinds of students, who might wish to stay in Ames and contribute to its well being. To sum it up, Ames is about agriculture and agriculture education. If you don't like corn, beans, or college kids, you probably won't like Ames.
- I'd like to make changes to the Title 8 housing. Reserve for the elderly. Don't like people moving here just for a free place to live who chose not to be employed

- I'd like to see more locally-owned restaurants and clothing boutiques or addition of a large department store like Von Maur or Dillards
- I'd like to see more uniqueness in Ames. How about a movie theater like "the Fleur in DSM in downtown Ames? A pedestrian mall in downtown Ames with places to sit and visit while the kids play. Places to gather that are simple and beautiful. More music in the park.
- I'd like to see the north end cleaned up a bit
- I'd like to see the school system get al their stuff together & function like the system we know they can be. City should stay on "maintenance" to keep replacing costly items. get water concerns under control
- Improve mall. Improve Lincoln way area. keep neighborhood elementary schools.
- Improve planning for infrastructure, business to enhance growth & tax base, a safe, divers community. enhanced opportunities for shopping diversity & entertainment
- Improve their school system
- Improved campus town area- it's really pathetic for a university this size of ISU. Get out of the subsidized housing business. There are other ways to bring diversity to Ames.
- Improved commercial/retail businesses; improved mall; clean up East Side; Need retail for people over 40 yes. Everything seems focused on college kids
- Improved retail options; more updated campus town; improved hospital
- Improved schools, better retail shopping. a community that has friendly got its act together
- Improvements to shopping areas and streets.
- ISU is in decline. The legislature has to invest in higher education. "no new taxes" is destroying ISU
- ISU's ranking in the U.S. would be in the 50th.
- It's wishful thinking to hope it will be possible to stop the hemorrhage of students who graduate and move on to opportunities elsewhere. Also how to make it more attractive for medical doctors to move here. The city should show concern and try to help solve these problems.
- Just about the same
- Just as it is. It's quiet, safe and secure. Why change?
- Keep on the same path. keep everyone safe and have great community events
- Keep small town image; safe environment; top in education; increased recreational facilities for public use and family oriented.
- Leader in the green revolution; all neighborhoods being safe, well kept & diverse, greater recreational opportunities for all age groups including the maintenance and sixty support of Carr Pool for older adults in the community
- Less sprawling towards the west in terms of non-owner occupied living units
- Local small businesses increase, great farmers market, increased bike paths throughout the city, focus on developing downtown & campus town. Improvements on structures. In these areas- instead of urban sprawl with cheap apartments on edges.
- Lower tuition rates and more national chains along with fixture of some street
- Make more riverside properties pretty instead of junk; more emphasis on high tech-low impact industries; more funding for K-12 education and facilities; more emphasis on biking, walking public transportation; more sustainable, diverse agriculture, CSA community gardens
- Maybe have less imported crime and rabble rousers. Even exporting some would be alright.
- More activities; more big parks/forests; more conservation for environment
- More Arabic and Asian food outlets, not much else needs to change
- More artsy & family friendly than it already is. stay a safe place to live
- More attractive - fewer ugly parking lots with few or sad trees and bushes; commercial properties need requirements on keeping plants alive; citizens could report infractions; easy to plan and then ignore them
- More attractive city streets, downtown area with upscale living/dining, large green spaces possibly with art sculptures, pond, so on

- More bike lanes, less stores, commercialization, urban agriculture, use of prairie grasses to prevent soil erosion. This is critical, I bike by drainage areas that are lined with Kentucky Bluegrass, a poor choice and environmental blunder; the sod-forming roots of several prairie grasses would be better and save Ames \$\$ in the long run
- More centers for children and kid friendly activities, more affordable daycare
- More connected to: the energy revolution; to green causes; to bus and train services
- More cultural activities (not just science)
- More culturally diverse, a little bit more aesthetically pleasing, more business that can attract people from around the state to come visit, more opportunities
- More culturally diverse, in that of raising the demographic numbers not just having events that celebrate diversity.
- More development around West Ames. Build shops and stores and a park. I wouldn't want it much bigger than it already is though. It provides that small town, home away from home feel with big city opportunities. you can really get it all here
- More green- leaders in innovation & foresight. welcoming & diverse. progressive, willing to take a chance
- More industry available in diversified fields
- More interesting restaurants; a revived, more interesting downtown; a revived and larger mall; more interesting, locally owned shops; recycling offered free by the city
- More job opportunities
- More place to hang out- better social events. lots of professional places to work with
- More public parking, i.e. less parking tickets; the economy is rough and paying parking tickets because of an expire meter is adding extra costs to Ames residents
- More real Chinese restaurants.
- More responsive, less arrogant city administration with new blood might move things along faster, with more flexibility. the gateways to Ames are atrociously ugly and trashy - gives bad impression
- More restaurants and working opportunities
- More retail growth - we need more major chain stores and restaurants
- More retail shopping
- More retail shopping (major mall improvements, Menards); less low income people being recruited to move here; less homeless; holding contractors accountable to make streets last longer - hint its in the Foundation steps
- More retailers. It's nice being close to Ankeny and Des Moines but it sucks to have to go there
- More shopping center availability to decrease need to go to Des Moines for clothing shopping. Less fast food restaurants and more family oriented to formal (i.e. Olive Garden)
- More small "mom & pop" restaurants - less emphasis on chains like Buffalo Wild Wings. Keep main street traditional looking but opportunistic, it is a nice downtown atmosphere
- More solutions for fire prevention. larger medical center/hospital. more grocery stores with more variety
- More sustainable choices- solar/wind power, recycling (not burning trash) etc.
- More vibrant downtown. Instead of killing ourselves with events, let's create destinations and restaurants and hang out spots, places that combine all elements, food, activities and destination like Wheatsfield are the future.
- Much cleaner and newer
- Need more shopping
- New, modern, needed consumer businesses . increased regulation of rental property rules. fix traffic problems @ Duff & Lincoln Way
- No change
- No flooding, no RR crossing in heart of town, better farmers market. More attractive downtown with nice places to eat. L-way is narrow and ugly
- NO MORE CHICAGO IMPORTS!!! More mall-type shopping. Back to where we were with quality of Ames school system. Traffic lights in sync. Bikers ON THE BIKE PATHS!

- No more development in the flood plain along Skunk River too much development along South Duff
- No more housing growth. a remodeled mall. more restaurants
- Not much big, but a few more jobs
- Offer a decent mall - ours is terrible. keep the schools - don't close them. do not allow so much Chicago transplants.
- Out of the water.
- Parks, less crime, school improvement
- Progressive city with major shopping and retailers; education that empowers students and is not defined primarily by parent's socio-economic & political clout; cultural diversity that insures creativity & freedom for personal & community growth
- Progressive, affordable fitness center including indoor swimming
- Quit planning and creating visions and actually accomplish something
- Rebuild mall, fix RR traffic pattern
- Restrain growth. there is a limit on water resources, power resources, traffic flow. RESTRAIN SPRAWLING GROWTH!
- Safer; better schools; business friendly - mall friendly; better zoning (not apartment next to schools); in a totally different direction than currently
- Same size
- Smart development and growth, modern facilities
- Some more shopping centers
- Stabilized educational facilities, more comprehensive retail and service options, top notch streets, more industry offering good jobs, sufficient water and electrical supply
- stable
- Stay with its place as a small Iowa town and don't try to pretend it's a cosmopolitan urban center
- Still having VEISHA. the excessive enforcement in campus town is outrageous and just tells me that city wants it gone.
- Stop spreading; Ames is a small friendly college town. Because of the college it has activities and attractions not usual for a town of its size; keep green spaces
- Stop stuffing more businesses into Duff! The traffic is a nightmare so I don't even want to go there to spend money at those stores. Use that energy around the mall and mainstreet. Fix up the roads. CyRide is great. Give out free paint or something to fix up some of the dumpy college houses. Also....more single house renting opportunities. There's too many duplexes in Ames! it's impossible for a grad student to rent a single whole house, my dream place to live in Ames!
- Taxes remain flat - the threat of flood has been removed. The entrances would have some form of public art or sculpture that lets people know they are some place special (not related to ISU athletics)
- The addition of designated bike lanes, and improved roads. A revamped campus town with more shops and less tacky bars. I would like to see an expansion of the main street region. More locally owned businesses and no more Wal-Mart's/targets.
- The home around should be cleaned up and more community activities for young adults
- The home of Millennium Homes Inc. host to international students with Nobel Laureates. First town with a majority clean energy compliance. Prudent flood control planning; the #1 disc golf city in the US
- The mall vibrant again, less expansion to North more renovation to center of town. South Duff area flood zone revitalized with traffic lanes clearly marked.
- The touchstone for Iowa of a open minded sustainable community dedicated to improving itself and those around it.
- The way it is now

- There is a disconnect between students and residents. Granted the most college students are young, immature, and inconsiderate. However, Iowa State University is the nucleus of the city of Ames. I think the city needs to do a better job of embracing that point and not fighting it. I believe that the biggest thing holding the city back from growth is the disconnect between the students and the residents. I have not desired nor ever will to reside in Ames, partly b/c of this relationship.
- Thriving town with better shopping opportunities, continued good medical services. More jobs and housing options. Educational options still good. clean and safe neighborhoods.
- To attract people working and studying here
- To continue to bring in opportunities, businesses, cultural, educationally, to develop a very unique living environment that is at the heart of America
- To upgrade rail crossing. Improved infrastructure. No more building in flood plains, no new/refurbished mall. shopping carts in stores not on city corners/bus stops
- Universal wireless internet service as part of utilities
- Vibrant, safe, green
- We do quite well but we do need a new mall
- We need to grow as Ankeny did, but it may be too late. We need less smart growth and more expansion of industry such as the 13th street Mall that the council hounded to death.
- We need to seriously think about all the section 8 housing and ALL the apartment buildings that have been constructed in recent years. In my opinion, this has started to send Ames down the WRONG path. Planning and zoning committee needs an overhaul to address this. Way over built large apartment complexes which now has resulted in attracting folks to our community which have taxed the schools and city and human services. Ames can get back to a great place, but I believe this really needs to be addressed somehow. Very poor planning on this one. So, I would like to see some radical changes here. STOP allowing large apartments to be built and figure out how we can best handle the ones that are constructed with responsible tenants, not free loaders. More coordination should be taking place between the school district, human services and the city to improve and handle the people who have now come to our community. It is a complex problem, but one that definitely needs to be addressed by our city leaders that I believe was initially caused by lack of fore site 5-10 years ago. I love Ames and would like to see it moving forward again where more people are taking pride in their community and not just using it as a cheap place to live.
- Welch does need cleaning & tighter constraints about cleanliness & the facility maintenance however the atmosphere is a college town & needs to stay that way. Students do not move to towns for movie theaters close to campus. They come for memories with people that they will help and remember forever/
- Where it was 10 years ago
- With expanded traffic flow and continued improvement of traffic infrastructure
- Without big city criminals, delinquents and leaches - detract from the positive efforts of good, working, law-abiding, tax paying residents
- Work to help Ames get a quality local museum. improve city bike trails, improve Squaw Creek & Skunk River watershed - remove junk yard on South Duff - Replace with parking, walking, and bike trails
- Would like to see the mall area better developed. It is an eyesore & shopping disappointment
- Would not want growth like Ankeny like the size of Ames as it is reduce # of apartments

What is the best thing about living in Ames?

- A lot of people care about their community
- Abundance of convenient stores, services by the university
- Access to activities, great library, farmers markets, safe, good schools
- Access to health & human services & safety & Cy0ride
- Access to the university and its related events, shows, lectures
- Access to university events, sports and cultural

- Ada Hayden Park
- Ames has almost everything, sports "ISU" - medical, parks, also its rated high compared to other cities of the same size (keep up the good work)
- Ames is a safe, clean, friendly culturally diverse community with many interesting opportunities and three of our children live here
- Ames is nice sized population to live in and close enough to Des Moines for easy access to airport
- Availability of most things I need in the community
- Availability of resources and activities is virtually unlimited
- Availability of shopping and ISU sports
- Basically we have everything we need - there is a wide variety of activities to choose from. there are many opportunities to volunteer
- Being able to feel safe walking around the city at night by myself which often happens as a young, single, female grad student.
- Being close to family and friends
- Being close to stores like Target and Wal-Mart.
- Big enough to find opportunities, but small enough to keep the feel of community
- Bus, library, downtown
- Can walk at night.
- Central location and close to shopping in Ankeny & Des Moines
- Change of seasons - college students come & go
- Choices of stores
- Clean, safe community, fostering education of its population
- Close to Ankeny
- Close to Ankeny and Des Moines
- Close to des Moines & Ankeny
- Close to family; have access to variety of activities and businesses (combination of chains and local businesses); safe; clean
- Close to home.
- Close to our doctors & hospitals, fire dept & EMTS are great
- Close to work, drive time less than 10 minutes
- College atmosphere & small town feel still
- Compared to other college towns in the Midwest, living in Ames is more affordable and the apartments further away from campus are much higher quality than the options in other towns.
- Convenience, safety
- Convenient to get around in town (at least in the east, south and north areas)
- Cultural diversity and safe environment
- Culture & recreation opportunities
- CY-Ride, It's so easy to go around
- Diversity of shops and restaurants.
- Don't live in city limits-close to work
- Ease in getting around town, convenience of shopping (flood anyway)
- Ease of getting places
- Ease of living for families with wonderful opportunities in reach.
- Ease of travel go interstate
- East to get around safe, lively, good parks, ISU sports
- Easy and convenient
- Easy living, safe, people are generally friendly

- Easy to get anywhere in town within 15 minutes
- Easy to get around
- Easy to get around in and relatively safe
- Education and variety
- Educational/cultural/sports opportunities. the number of young people here because of ISU; convenient
- Everything
- Everything is handy, but not over packed
- Faculty, staff & students & people from all over the world that are here because of ISU and other business and industries
- FAMILY, big enough city with a small town feeling, thriving locally owned businesses
- Feel safe, is friendly, good medical care, amazing to be able to have a large clinic i.e. McFarland available & hospital town in same town
- Feeling like my children are receiving a good education.
- feels like a small town, but we have everything (except a few stores)
- For me, it is having ISU in a town that doesn't feel like a big city.
- For the most part being able to get around in a small amount of time.
- Friendly
- Friendly atmosphere, clean, comfortable, parks are good, tree lined streets
- Friendly community
- Friendly people
- Friendly people, good attitudes.
- Friendly people, safe environment, easy to get around
- Good airport with stable FBO; Cheap food, Fareway, Aldi, Hickory Park; ISU sports and events
- Good commute times; good medical services
- Good environment to study.
- Good parts & green spaces, many nice neighborhoods
- Good people who care about keeping our town wholesome, clean and fun
- Good rec. facilities
- Good restaurants
- Great citizens and caring people working for the city for the citizens
- Great opportunities for kids and families
- Great people, nice & friendly, less crime than Waterloo, IA where I was before
- Great place to raise a family
- Great water. high priority on education. kind people who work harder than required
- Has everything we need
- Having ISU within Ames
- Home for us
- Hometown & safe & clean & lots of entertainment choices. Don't like the crowd that seems to have moved to town in recent years - lots of adults loitering around doing nothing
- Hookah bar
- How near everything is. reducing travel time and expenses
- I can play golf at Homewood free at the age of 90!
- I can stay in my home state where all my family is and I still have opportunities as a young professional living in the city.
- I feel comfortable here
- I feel safe here and it has just what you need
- I like almost everything

- I like how the CyRide basically goes everywhere and anywhere you need to go without having to use a car.
- I like how the residence are separate from students. It feels like a college town near Welch & a place to raise a family on east side of Skunk River/
- I love the opportunities with the university that allow me to take a class or attend an event. Small town feel although that is starting to change some.
- If not available to purchase in Ames, just short drive to other metropolitan areas
- Iowa State University
- Iowa State. It provides for a wide range of opportunities
- Iowa State; city's attention to recreational opportunities; community feel; bike & running paths
- ISU, close to home (Johnston)
- ISU; professional opportunities in agriculture; Wheatsfield grocery; more "bike" friendly than many cities
- It feels like "home" I grew up near Ames
- It is a family safe, good quality of entertainment and things to do. Fun things to do in the summer like Bandshell concerts
- It is a good place to raise and educate children, despite limited cultural opportunities.
- It is a safe place to live in
- It is close to home, agriculture friendly, clean and the people here are good.
- it is diverse in its opportunities for entertainment available
- It is not a big city
- It possesses all the qualities I would want in a place live without being too far from my family
- It provides such unique opportunities that are not present anywhere else in the US.
- it's generally really safe and a fun place to live
- It's a comfortable place which provides a lot of what I like
- Its a relatively safe place to live and has a good school
- It's home
- Its location in Iowa 3-4 hours driving from Omaha, Kansas City, Minneapolis and .5 hour from Des Moines
- It's not Detroit or Sudan. That would be bad too.
- Its quaint
- Its' safe, minimal traffic and clean environment
- It's small, good education available
- It's unique
- Leaving
- Living above high water. having two disc golf courses. bars full of attractive and intelligent women
- Local business owners
- Location
- Location & small town feel
- Lots of things to do. Lots of good people
- Lots to do, but close to DM for more to do
- Main Street & ISU
- Meeting with old friends
- Mix of small town and university vibrancy
- My 5 minute commute to work
- My children had very good schools and teachers and now I'm thrilled about ISU as a parent
- My friends live here
- My neighborhood/neighbors & our easy access to downtown by foot or bicycle

- Neighbors
- Nice college town
- Nice community
- Nice people, quiet
- Nice, friendly people and great local businesses and restaurants.
- Not too big, lots of opportunities to do things, recreation, sporting, cultural good medical facilities
- Opportunities for retirees
- Options that are available
- Our church and friends
- Our family
- Overall small town feel with great people
- Parks
- Parks & bike trails
- Peace and quiet
- Peace of mind
- Peaceful, safe, adequate retail and services
- People
- People, diversity
- Permanent residents care about their community
- Personal activities we do
- Pleasant with good schools
- Possibilities - to grow, to get things done, to serve on leadership committees
- Proximity to my job
- Proximity to work and dog friendly areas
- Quality education - small town safe environment
- Quality of life; convenient, safe, clean beautiful, friends family, opportunity to meet people from all over the world
- Quiet
- Quiet neighborhoods and good people
- Quiet small town, easy to get around
- Quiet, peaceful
- Quiet, safe
- Raising children through the Ames community school system
- Relaxed pace
- Reliable city services - safety
- Restaurants and a lot of locally owned businesses
- Safe
- Safe and friendly living environment.
- Safe and school for education from grade school to university
- Safe area, good education, nice transportation
- Safe for kids
- Safe place, green neighborhood
- Safe, attractive, informed citizens, good service my city, educational/cultural opportunities; health care facilities
- Safe, clean
- Safe, clean, right size
- Safe, clean.

- Safe, Easy to get around, good parks
- Safe, good university, cross need for larger cities
- Safe, relatively good schools, neighborhood elementary; locally owned shops - great parks, ISU, ethnic diversity, cultural activities
- Safe, small town, although not so small that everyone knows your private life, and that it's so close to Des Moines
- Safety
- Safety. I never lock my car and I've never had any problems with theft or vandalism. I think Ames has a greater moral compass than most cities
- School
- Secure at home and at work. The education is great and draws intellectual people.
- Short travel distances to work, parks, bike trails; great bus services
- Small enough with enough amenities. Ease of travel around town, core shopping should be spread more
- Small size with big opportunities
- Small size, light traffic
- Small town atmosphere
- Small town atmosphere - short travel distance to church, banking and shopping
- Small town atmosphere with health care and education
- Small town benefits (less travel, friendlier) but strong education
- Small town but lots of opportunities and cultural events
- Small town feel
- Small town feel and safety and everything is within walking distance/CyRide. bars, stores, food, campus - love it!
- Small town feel, and although is a college town. still kept well
- Small -town feel, very nice community feel
- Small town feel.
- Small town living with big city advantages
- Small town- with business within walking distance
- Small town, safe environment and close to Des Moines
- Small with some retail access
- Small, safe, convenient and clean.
- The array of city services, the University, and medical facilities
- The bike ability and the cheap bus
- The city feel, but a sense of community
- The college town energy but small town feel in the summer
- The community, parks & amenities
- The continuous focus on growth of services for all its citizens
- The diversity of ages, ethnicities and ideas
- The ease of getting around; the parks and rec facilities are excellent and the university brings in stuff a small town has no entitlement to access
- The fighting burrito
- The good people
- The opportunity to see great sporting events and concerts
- The parks & recreational opportunities
- The people
- The people and being a part of ISU
- The people here are, for the most part, pretty great.

- The public transit in Ames is superior, to any city in the US that I have lived in. This attention to sustainability and economy is great to see in a city in the US and should be encouraged. I wish more people would take advantage of the bus system, I believe that public awareness of CyRide needs to be increased and the costs and routes need to be well known amongst residents.
- The quality of life
- The quietness in the neighborhoods when kids are not squealing through the streets. The community friendliness, city concerns like this survey to gain a better perspective on how to improve the quality of their city, their residents and potential residents!!
- The safe city, the people are very friendly, and an atmosphere is awesome
- The small city feel and friendliness
- The small town feel, but with mid-size city
- The small town feeling
- The summers when the students go away
- The trees. Small groups that take initiative to do something fun & new for all.
- The university
- The very strong high school
- There is always something to do
- Universal = all here!
- Variety and opportunity
- Variety of restaurants, stores, activities and housing opportunities; very friendly
- Where a lot of my friends live
- You can have your children attend school in Gilbert
- You get a big city experience with a small town attitude
- Your city does respond quickly to emails and questions

Appendix – Resident Satisfaction Survey 2011

A7. The City Council has approved a five-year Capital Improvements 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 Improvements Plan? Others?

- Ada Hayden is decent, but there just isn't enough distance the paths
- Don't expand library
- Duff is getting over populated
- Existing parks should be linked to bike path improvements
- historic preservation
- More businesses
- More stores, restaurants
- No more property tax increase. Current infrastructure is already good enough.
- Not only improving biking routes, but adding more, safe to use bike only paths.
- Safety bike route for kids
- Safety factor for pedestrians
- Section of Lincoln Way (between Grand and Duff) during rush hour (4:00 P to 6:00/7:00 P) is atrocious.
- Some intersections (< 30 mph) should initiate yellow flashers at late night when their is no traffic.
- Storm water drainage improvement
- The intersection of Clark and Lincoln Way should have a block of the day shut down to eastbound traffic turning left (north)!!!!
- To expand on traffic flow: There needs to be more designated left turn lanes on Lincoln Way between Grand and North/South Dakota.
- Waterworks improvement

D12. 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? Others?

- As stated prior (safety) - Police need to be more visible, bike cops downtown safety phones, placed more throughout city (i.e. bike routes). Speed traps in the university Lincoln Way Area!! Safety rides if called (i.e. young single females) More translators for the foreign population in our city. Higher training in the field of the mentally and physically disabled!!
- More Recreational Day Programs to keep children and young adults out of trouble. Strictly enforced curfew unless job required and has to have authorization.
- Cyride in this economy is top notch to help individuals in our economy save \$\$\$ encourage car pooling if traveling to DSM and surrounding areas, Commuter Lots close to the interstate for this. Possible Cyrides to Ankeny/DSM....I am sure there would be a HUGE influx of use!! Charge a little more for this transportation, but would save lives as well if less traffic on the roads.
- attracting tax base business
- CyRide services before 8 am so that getting to campus in a timely manner is feasible.
- I really don't know about the effectiveness of many of these programs of services to be able to give a credible source of information. The choices I pick for more spending are simply out of convenience. I believe in each instance there should be careful study (i.e. if there is a raise in crime then perhaps an increase in law enforcement would be due). I believe that this is probably happening anyway and that this survey is just to get a feel for public sentiment.
- Senior citizen help
- The city should have to cut their spending just like the rest of the Ames citizens who are having to get buy on less!!!!

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

- better weekend hours
- Doesn't have my selection of books, even popular items, but also technical items.
- don't need to go
- For new novels there is always a very long waiting list.

- Friday/Sat/Sun early evening hours
- go to parks library
- handicapped hard to walk
- I am a student so really dont have a need for the City of Ames Library, and other than that I prefer to look online, easier to research from the convenient of home, but like the knowledge of the Librarian to assist with questions while doing research!!
- I am a student, so I use Parks Library.
- I am an ISU student so I usually use Parks Lib.
- I prefer the ISU Parks library
- I use Parks.
- I use the ISU library for both study and recreational needs
- I use the university's
- I'm student & use school libraries
- Iowa State Library
- ISU library is closer
- ISU student
- ISU Student. Use ISU Library.
- It slips my mind to stop.
- lots of creepy men all over
- move audio books to online & downloads do not work well
- my mobility at present is limited
- new to Ames
- no kindle books (or I don't know about them)
- not acquainted with use
- PARKING! PARKING! PARKING!
- Parks instead
- prefer e-books. would like digital books for iPad & Kindle
- seating areas are limited
- SLEEPING VAGRANTS
- Sunday closing hour is strange
- Unfortunately Libraries are becoming a thing of the past. Google and the Internet make finding reliable information easier and more accurate than traditional libraries. Ames Public Library needs to find a niche to keep interest and justify funding.
- Use ISU library
- Use the ISU library
- use university library

U6. Which answer best describes the main reason you do not use CyRide more often?

- Am a nurse at MGMC and work evening shift. No guarantee to make the last pick up and then stranded
- Almost everything that I need is within walking distance.
- avid bicycler
- Car or bicycle.
- cheaper to drive
- comment on question S: The timing of the traffic light at Lincoln Way & Franklin and Lincoln Way & Hickory Drive is really off. It takes forever to turn red for lincoln way traffic. Needs a better timer or sensor!!! other comment: Change the speed limit on lincoln way from Hy-vee to N. Dakota to 35 not 45. Cars go really fast there and it is still a town area there, especially since ames is expanding farther west so the speed limit should not be that high there.
- CyRide doesn't drop off close enough to my building on campus for me to walk (I have a disability), and does not run frequently in the early morning or late night when returning from campus
- Distance from home to a CyRide pick up point.
- doesn't run early enough
- doesn't run late enough on weekends
- Don't need to go any where.
- don't work in town
- drive very little in city - cyride is an excellent system
- getting too old to wlk to bust
- handicapped
- hate other people/need privacy

- haven't thought about using it but may have need with high gass prices
- i can almost walk as fast as to wait for the NEXT bus
- I do chores after work
- I ride it a lot to get to classes (there is a stop right outside my fraternity house) but sometimes i just perfer to walk.
- I use it almost every day except on weekednds when I'm out of town
- I utilize "Rideshare-Dart" to commute to my job in Des Moines
- I walk or ride my bike
- just a few places on campus that are not accessible by bus, but the walk is beautiful in nice weather.
- liek to walk or use bike when possible
- live close to work - can walk or bike
- Most things are within walking distance.
- my bike is faster than your bus.
- My schedule does not permit use of CyRide.
- need flexibility to come/go
- no convenient access
- no cyride w/in .5 miles
- No Reason, Ride it very often
- no stop close to home
- none
- Not enough enclosures to protect form the elements, enclosures are far and few inbetween!! Routes are atleast 4-5 blocks from alot of residential areas and during the winter months it is very cold to walk those distances. Not enough times going through areas closer to residential homes.(But not sure if Bus traffic would be safe for children!! That is a hard decision!)
- Prefer to bike
- prefer to ride my bike
- Prefer to ride my bike.
- Prefer to walk to get exercise when it is nice out and when destination is within walking distance.
- prefer to walk, ride bike, or drive
- retired
- ride bike
- Runs infrequently on weekends and after 6 pm
- schedule
- some routes don't get near where I need to go
- too costly considering the distance we would go to work
- too old
- too time consuming
- use bike
- use for school but otherwise would drive because schedule is frustrating. only stops every 20 mins
- very helpful to me
- walk more
- walk/drive
- weather (cold, rain)
- When it is nice I ride my bike. When its crappy I ride Cyride several times a day to work and class
- work at home, use car for getting groceries
- would like to walk when nice

B7. How would you prefer to learn about construction projects, programs, and meetings in your area (Circle one response.)

- Phone Call
- Flyer
- ISU Daily

- TV

D1. Do you use the City of Ames' website? For what reasons?

- animal shelter
- animal shelter adopt a pet
- assessor info on prop. values, sales, etc.
- Assessor's site
- Bill pay
- calendar of events
- check code & dept info
- check laws & ordinances
- check parks & rec schedule
- Check Parks & Rec schedule
- city facility hours
- city ordinances
- contact names & telephone #s
- contacting Ames business like animal shelter
- department & people
- department information
- employment opportunities
- find contact info for city staff
- find info on parks, Park & Rec classes, etc.
- flood information last summer- esp water issues
- free waste and yard days
- I didn't find info on the last "free" day there
- Ice arena hours
- information
- job opportunities
- look for information
- misc. info about city
- misc. information
- occasional info
- office hours
- ordinance, regulations
- other
- Parks & Rec Adult League Schedules
- pay parking tickets & get job
- payments
- phone #'s, free yard waste disposal
- property assessments/police reports
- property search
- property searches
- random info
- rarely
- rebate programs
- Resources
- Reviewing City Council meeting minutes
- severe weather alerts - emergency info
- to call the police
- Usually use it for information about parks.

D2. What other information should be on the website?

- accidents and breaking news
- anonymoud noise complaint reporting
- Better transitional information for new residents coming to Ames/ISU
- construction updates
- employee directory
- Fix the site! The navigation is difficult to use, and it is not compatible with some common browsers.
- free days for TV & computeres
- fun facts about ames
- how to pay utilities online
- I am a graduate student at Iowa State and just moved here with my wife last April. We wanted to live somewhat close to camps (or near a bus stop) but not live near the noisy undergrads. If there was a resource that displayed neighborhood demographics for families or students looking to relote to Ames, I think it would make moving less stressful.
- more info on local businesses- hard to know what is all available. Chmaber site is pretty good, but could be iporved o support more local businesses
- more informationa bout community events or how to get involved
- nuisance enforcement contact
- street reconstruction and city project updates
- Very satisfied with current information
- What about teaching??? Teachers are one of the lowest paid individuals that mold our youth. Why is an area not dedicated to spending on schools, education and salaries? If one was to research, teachers spend out of their own pockets for activities that should be provided. *** One opinion I would like to stress is that if we equal students with provided uniforms (clicks could be a thing of the past), maybe bullying and suicides/killings in the school settings would be a thing of the past. Looking back in time, when parents/teachers took action the level of violence was a lot lower!! Maybe if the pressure of parents to buy the best clothes, the best sneakers, and so on they may consider to give more money to where it is needed!! Salaries, computers, arts, crime prevention and moral ethics!! Just saying!!
- zoning and governance

C. On what other issue(s) do you think the City should focus its attention?

- business face lift/ new business/shopping
- commercial growth
- downtown & campus coordination
- economy
- mall going downhill
- awful stop lights
- better snow removal
- Better street maintenance
- flooding
- closing bars in the evening
- drug free
- reduce crime rate
- safety
- traffic flow
- affordable housing
- overbuilding of rental apt
- lake to swim
- more bike lanes
- more entertainment
- parks
- electric & water rates increasing faster than pay
- resolve water issue
- water, electric sewage & restoring garbage service
- Chicago effect

- communication
- making internet access part of the utilities
- education
- expensive education - college
- nuisance enforcement
- sustainable living
- cyride go farther
- expansion to the South
- job oppportunities
- medical
- more parking
- airplane to oma/dsm
- lower property tax
- pay utility bill online
- recycling device

D. What is the best thing about living in Ames?

- A lot of people care about their community
- Abundance of convenient stores, services by the university
- Access to activities, great library, farmers markets, safe, good schools
- Access to health & human services & safety & Cy0ride
- Access to the university and its related events, shows, lectures
- Access to university events, sports and cultural
- Ada Hayden Park
- Ames has almost everything, sports "ISU" - medical, parks, also its rated high compared to other cities of the same size (keep up the good work)
- Ames is a safe, clean, friendly culturally diverse community with many interesting opportunities and three of our children live here
- Ames is nice sized population to live in and close enough to Des Moines for easy access to airport
- Availability of most things I need in the community
- Availability of resources and activities is virtually unlimited
- Availability of shopping and ISU sports
- Basically we have everything we need - there is a wide variety of activities to choose from. there are many opportunities to volunteer
- Being able to feel safe walking around the city at night by myself which often happens as a young, single, female grad student.
- Being close to family and friends
- Being close to stores like Target and Wal-Mart.
- Big enough to find opportunities, but small enough to keep the feel of community
- Bus, library, downtown
- Can walk at night.
- Central location and close to shopping in Ankeny & Des Moines
- Change of seasons - college students come & go
- Choices of stores
- Clean, safe community, fostering education of its population
- Close to Ankeny
- Close to Ankeny and Des Moines

- Close to des Moines & Ankeny
- Close to family; have access to variety of activities and businesses (combination of chains and local businesses); safe; clean
- Close to home.
- Close to our doctors & hospitals, fire dept & EMTS are great
- Close to work, drive time less than 10 minutes
- College atmosphere & small town feel still
- Compared to other college towns in the Midwest, living in Ames is more affordable and the apartments further away from campus are much higher quality than the options in other towns.
- Convenience, safety
- Convenient to get around in town (at least in the east, south and north areas)
- Cultural diversity and safe environment
- Culture & recreation opportunities
- CY-Ride, It's so easy to go around
- Diversity of shops and restaurants.
- Don't live in city limits-close to work
- Ease in getting around town, convenience of shopping (flood anyway)
- Ease of getting places
- Ease of living for families with wonderful opportunities in reach.
- Ease of travel go interstate
- East to get around safe, lively, good parks, ISU sports
- Easy and convenient
- Easy living, safe, people are generally friendly
- Easy to get anywhere in town within 15 minutes
- Easy to get around
- Easy to get around in and relatively safe
- Education and variety
- Educational/cultural/sports opportunities. the number of young people here because of ISU; convenient
- Everything
- Everything is handy, but not over packed
- Faculty, staff & students & people from all over the world that are here because of ISU and other business and industries
- FAMILY, big enough city with a small town feeling, thriving locally owned businesses
- Feel safe, is friendly, good medical care, amazing to be able to have a large clinic i.e. McFarland available & hospital town in same town
- Feeling like my children are receiving a good education.
- feels like a small town, but we have everything (except a few stores)
- For me, it is having ISU in a town that doesn't feel like a big city.
- For the most part being able to get around in a small amount of time.
- Friendly
- Friendly atmosphere, clean, comfortable, parks are good, tree lined streets
- Friendly community
- Friendly people
- Friendly people, good attitudes.
- Friendly people, safe environment, easy to get around
- Good airport with stable FBO; Cheap food, Fareway, Aldi, Hickory Park; ISU sports and events
- Good commute times; good medical services

- Good environment to study.
- Good parts & green spaces, many nice neighborhoods
- Good people who care about keeping our town wholesome, clean and fun
- Good rec. facilities
- Good restaurants
- Great citizens and caring people working for the city for the citizens
- Great opportunities for kids and families
- Great people, nice & friendly, less crime than Waterloo, IA where I was before
- Great place to raise a family
- Great water. high priority on education. kind people who work harder than required
- Has everything we need
- Having ISU within Ames
- Home for us
- Hometown & safe & clean & lots of entertainment choices. Don't like the crowd that seems to have moved to town in recent years - lots of adults loitering around doing nothing
- Hookah bar
- How near everything is. reducing travel time and expenses
- I can play golf at Homewood free at the age of 90!
- I can stay in my home state where all my family is and I still have opportunities as a young professional living in the city.
- I feel comfortable here
- I feel safe here and it has just what you need
- I like almost everything
- I like how the CyRide basically goes everywhere and anywhere you need to go without having to use a car.
- I like how the residence are separate from students. It feels like a college town near Welch & a place to raise a family on east side of Skunk River/
- I love the opportunities with the university that allow me to take a class or attend an event. Small town feel although that is starting to change some.
- If not available to purchase in Ames, just short drive to other metropolitan areas
- Iowa State University
- Iowa State. It provides for a wide range of opportunities
- Iowa State; city's attention to recreational opportunities; community feel; bike & running paths
- ISU, close to home (Johnston)
- ISU; professional opportunities in agriculture; Wheatsfield grocery; more "bike" friendly than many cities
- It feels like "home" I grew up near Ames
- It is a family safe, good quality of entertainment and things to do. Fun things to do in the summer like Bandshell concerts
- It is a good place to raise and educate children, despite limited cultural opportunities.
- It is a safe place to live in
- It is close to home, agriculture friendly, clean and the people here are good.
- it is diverse in its opportunities for entertainment available
- It is not a big city
- It possesses all the qualities I would want in a place live without being too far from my family
- It provides such unique opportunities that are not present anywhere else in the US.
- it's generally really safe and a fun place to live
- It's a comfortable place which provides a lot of what I like
- Its a relatively safe place to live and has a good school

- It's home
- Its location in Iowa 3-4 hours driving from Omaha, Kansas City, Minneapolis and .5 hour from Des Moines
- It's not Detroit or Sudan. That would be bad too.
- Its quaint
- Its' safe, minimal traffic and clean environment
- It's small, good education available
- It's unique
- Leaving
- Living above high water. having two disc golf courses. bars full of attractive and intelligent women
- Local business owners
- Location
- Location & small town feel
- Lots of things to do. Lots of good people
- Lots to do, but close to DM for more to do
- Main Street & ISU
- Meeting with old friends
- Mix of small town and university vibrancy
- My 5 minute commute to work
- My children had very good schools and teachers and now I'm thrilled about ISU as a parent
- My friends live here
- My neighborhood/neighbors & our easy access to downtown by foot or bicycle
- Neighbors
- Nice college town
- Nice community
- Nice people, quiet
- Nice, friendly people and great local businesses and restaurants.
- Not too big, lots of opportunities to do things, recreation, sporting, cultural good medical facilities
- Opportunities for retirees
- Options that are available
- Our church and friends
- Our family
- Overall small town feel with great people
- Parks
- Parks & bike trails
- Peace and quiet
- Peace of mind
- Peaceful, safe, adequate retail and services
- People
- People, diversity
- Permanent residents care about their community
- Personal activities we do
- Pleasant with good schools
- Possibilities - to grow, to get things done, to serve on leadership committees
- Proximity to my job
- Proximity to work and dog friendly areas

- Quality education - small town safe environment
- Quality of life; convenient, safe, clean beautiful, friends family, opportunity to meet people from all over the world
- Quiet
- Quiet neighborhoods and good people
- Quiet small town, easy to get around
- Quiet, peaceful
- Quiet, safe
- Raising children through the Ames community school system
- Relaxed pace
- Reliable city services - safety
- Restaurants and a lot of locally owned businesses
- Safe
- Safe and friendly living environment.
- Safe and school for education from grade school to university
- Safe area, good education, nice transportation
- Safe for kids
- Safe place, green neighborhood
- Safe, attractive, informed citizens, good service my city, educational/cultural opportunities; health care facilities
- Safe, clean
- Safe, clean, right size
- Safe, clean.
- Safe, Easy to get around, good parks
- Safe, good university, cross need for larger cities
- Safe, relatively good schools, neighborhood elementary; locally owned shops - great parks, ISU, ethnic diversity, cultural activities
- Safe, small town, although not so small that everyone knows your private life, and that it's so close to Des Moines
- Safety
- Safety. I never lock my car and I've never had any problems with theft or vandalism. I think Ames has a greater moral compass than most cities
- School
- Secure at home and at work. The education is great and draws intellectual people.
- Short travel distances to work, parks, bike trails; great bus services
- Small enough with enough amenities. Ease of travel around town, core shopping should be spread more
- Small size with big opportunities
- Small size, light traffic
- Small town atmosphere
- Small town atmosphere - short travel distance to church, banking and shopping
- Small town atmosphere with health care and education
- Small town benefits (less travel, friendlier) but strong education
- Small town but lots of opportunities and cultural events
- Small town feel
- Small town feel and safety and everything is within walking distance/CyRide. bars, stores, food, campus - love it!
- Small town feel, and although is a college town. still kept well

- Small -town feel, very nice community feel
- Small town feel.
- Small town living with big city advantages
- Small town- with business within walking distance
- Small town, safe environment and close to Des Moines
- Small with some retail access
- Small, safe, convenient and clean.
- The array of city services, the University, and medical facilities
- The bike ability and the cheap bus
- The city feel, but a sense of community
- The college town energy but small town feel in the summer
- The community, parks & amenities
- The continuous focus on growth of services for all its citizens
- The diversity of ages, ethnicities and ideas
- The ease of getting around; the parks and rec facilities are excellent and the university brings in stuff a small town has no entitlement to access
- The fighting burrito
- The good people
- The opportunity to see great sporting events and concerts
- The parks & recreational opportunities
- The people
- The people and being a part of ISU
- The people here are, for the most part, pretty great.
- The public transit in Ames is superior, to any city in the US that I have lived in. This attention to sustainability and economy is great to see in a city in the US and should be encouraged. I wish more people would take advantage of the bus system, I believe that public awareness of CyRide needs to be increased and the costs and routes need to be well known amongst residents.
- The quality of life
- The quietness in the neighborhoods when kids are not squealing through the streets. The community friendliness, city concerns like this survey to gain a better perspective on how to improve the quality of their city, their residents and potential residents!!
- The safe city, the people are very friendly, and an atmosphere is awesome
- The small city feel and friendliness
- The small town feel, but with mid-size city
- The small town feeling
- The summers when the students go away
- The trees. Small groups that take initiative to do something fun & new for all.
- The university
- The very strong high school
- There is always something to do
- Universal = all here!
- Variety and opportunity
- Variety of restaurants, stores, activities and housing opportunities; very friendly
- Where a lot of my friends live
- You can have your children attend school in Gilbert
- You get a big city experience with a small town attitude
- Your city does respond quickly to emails and questions

J. This space is provided for additional comments.

You didn't ask about sidewalk snow removal enforcement. Maybe because it's so poor. Walkway and bikeway planning is always an after thought in Ames despite all the well paid city engineers and planners; the survey asks about electricity quality twice. Who has a volt meter or counts cycles to know? You seem to assume people have cable TV. We get good TV reception with rabbit ears.

With so much of Ames being non-taxed land, (ISU, schools, hospital, DOT) this city needs to work harder to create tax income and encourage business growth. Instead the no growth faction of the council has stopped growth whenever it can. Look at Ankeny's growth in the last 20 years compared to Ames. And all the people who leave Ames to shop, so many lost opportunities.

West Lincoln Way needs some significant improvement as far as property maintenance/upkeep is concerned. As one of the major streets in Ames, it should be a good representation of Ames, which it is not. On the same subject, my neighbor has been vacant from his house for years, and does not provide any snow removal or grass mowing while gone. I have done it all, and when I call the city about the grass, all they say is nothing can be done about it. If that's the city's stance, then good luck trying to keep Ames looking nice and inviting to potential residents.

Welch Ped-Mall. Think about it.

We will be moving out of Ames this summer. I hated it here for the first year. I think Ames is a place where you 'have to get use to'. My second year here was a lot better. I think I will miss Ames. I will miss the convenience of things. I will not miss the spring construction and parking tickets. I think the City of Ames should provide free parking at meters on Saturdays.

We want to keep business in Ames. We want better shopping, restaurants, entertainment opportunities. Our money is going south. supporting any business (mall) enhances customers for all businesses. Now that the new mall isn't happening- the current mall has gone down hill. Is anyone surprised? Roosevelt is a dinosaur- doesn't meet current code for new schools- why would we put money into such an old school- we need to quit making emotional decisions and make smart decisions for the future.

We think the city laws that prohibit homeowners from parking vehicles on their own lawn temporarily is absolutely ridiculous, our property, our taxes yet you think it unlawful for a car to park on our lawn during an ISU football game. Ridiculous overstepping of a city government's authority.

we should consolidate farmers markets in one location (North) We should make it easier for people to do their shopping while taking the bus

We love Ada Hayden Park - a playground there would make it the perfect park.

Very impressed with police department and city services

Train intersection are a huge problem especially on Duff. Traffic on Duff is really bad (running red lights), red light cameras would be beneficial.

Traffic in the neighborhood needs more attention. More stop signs, consider speed bumps in some areas to slow traffic down. Because of the supposed housing development north of Bloomington Heights on Hyde Ave., we feel like we now have to move in order to keep our kids safe. Traffic will increase & cause more accidents & make the street unsafe. We along with many other neighbors, have been fighting for a stop sign at Hyde & Stonebrook to slow traffic down. But the city refused to help anyone. The way they create roads through neighborhoods is very wrong in this city.

This survey is a great idea and hopefully with help city leaders improve our city to the needs outlined here.

There are lots of great recreational bike paths, but not much for bike commuters.

The traffic lights on University are a mess/out of sync (at 4th & 6th). The downtown area (East Wood, Duff Ave between 3rd St & north of Bandshell) has become so much more unsafe/criminal activity up. Drug & alcohol use by minors scares me. Something needs to be done about it. I have noticed significant increase in the # of kids drinking & doing "hard" drugs (not just pot) since graduation in '04. The construction time on 13th/Ontario last year was AWFUL. Same with N. Dakota. Not sure we can prevent summer flooding or city water issues associated with it but it is a major issue. The APD non-emergency # is always GREAT. The officers who sit on the S. side of Mortensen by Stanton(?) never pull over speeders. I get tailgated almost every time I drive on the curvy part of Mortensen. (Speed limit is only 30). Drivers who don't yield to emergency vehicles should face serious consequences.

The stop lights at south 16 and Duff need turn arrows for south 16th traffic turning on to Duff

The Jensen monopoly of apartments needs to change. To have to sign a year lease starting Aug. 1 is very inconvenient. Also to have to give your notice in March for Aug is ridiculous, what happened to 30 day notice?

The intersection of 13th St. and Grand Ave. needs a left turn signal

The inspections department is an enormous barrier to entry for small business. Fixing that will go a long way toward improving Ames.

The economic viability of Ames is contingent on the city's ability to bring in major retailers so that people will spend their money in Ames not in Ankeny and Des Moines

The city of Ames website is in poor condition. Looks like a novice runs it.

The city of Ames should stop trying to provide so many social functions for a few people here and a few people there. Let people join their own affinity groups and church, which should be self-supported. Cut out the grants to private individuals and groups. Fence the city planning within reasonable areas. A city that can't easily assimilate a Casey's or Fareway without hassle has a misguided vision of itself. Keep the city of Ames within the bounds of basic municipal public functions such as streets, public parks, police and fire. Cut back other personal social welfare functions now.

The city of Ames is a great place to live and is in a great position to improve in great bounds. The city needs to grow and become less of a college town and more of a great community. Local industry, agriculture, and culture needs to be promoted. A place needs to be made for the local culture to thrive (downtown). Downtown needs to be safe for people to enjoy themselves (no cars). Residents need more opportunities for ownership (less trailer parks, more apartment flats). More bike routes must be built. Separate bike paths aren't always necessary, bike lanes can be added into to traffic to encourage bike traffic and make drivers more aware of bicycles. Make it easier for bikes to be with car traffic and more people will ride bikes. The city needs to continue to be strict on the appearance of the city. These are the things I dream of when dreaming of the ideal city to live in.

The city needs to get moving on improving the retail needs of the area. The city council drove off Bucky Wolford and discourages businesses and industries from coming to Ames. We should not have to drive 20-50 miles for our shopping needs. This is the worst shape Ames has been commercially in the past 60 years! Thank goodness for Target & Walmart! Hurray for Dahls, Fareway & HyVee for everything else we go to of town

The city needs to curb recruitment of big city gang related to tenants that have compromised the safety of our community. A fire station #4 needs to be built on the west side of the town. The intersection of 5th & Duff needs to be expanded - top priority. The intersection of 13th and Grand should continue to be in the 5 year plan and property near the intersection should be purchased as it becomes available. An underpass for Duff Ave @ the UP crossing should be pursued. more resources need to be committed to street repair and reconstruction.

The city did more to discourage the "east" mall then it did to encourage it. Now we have a "North" mall left over that is a disgrace. It looks like an urban removal area. This is Ames, not the south side of Des Moines.

Thanks for asking what we think.

thanks for asking our opinion!

thanks for asking

Thank you for the survey. Ames is a great place. I feel through we have lost perspective and agreement on the key issues and opportunities in front of us. It takes too long for things to happen in this town. I feel our City Council is limiting our vision. I feel our school system is in a constant state of trying to figure out where they are headed. We as a community and a school have no plan. What we have instead is small groups of people picking their choice issue and showing progress for the majority.

Stoplights have been out at major intersections. Response time needs to be dramatically improved (getting stop signs or traffic controllers out while service is repaired.) Resident access and convenience should be top priority during street reconstruction (ex. when N Dakota all 4 lanes were closed, it was very troublesome for area residents.)

Stop section 8. I would like to see Ames become the safe, clean place it used to be. I have lived in Ames for over 10 years. Unfortunately during that time and especially within the last few years, Ames has been on a steady decline. We now have "big city" crime that never used to exist here. We now have neighborhoods that are classified as bad. There has also been a very substantial, noticeable decline in the upkeep of housing (years filled with junk, house in disrepair). It is an absolute shame what has been happening to our town. Something needs to be done to stop the decline. Please do something to make Ames a safe, clean place to live. Stop section 8 housing please.

Something must be done about the mall- it's bad to have a city the size of Ames with such poor shopping

Slow dial-up internet,

Shopping cart issue? Start finding the ones taking them off store property; quit allowing translators for individuals to take the DOT driver's license testing. If they can't read the test, they can't read the road signs either.

Put in the prairie grasses, I can't emphasize this enough. Prairie grasses reduce soil erosion, provide cover for wildlife, are low maintenance and will out-compete most weed species in a given area. It drives me crazy every time I bike past a drainage area and I see Kentucky bluegrass instead of prairie grass. This is a huge mistake and the people of Ames have paid for it several times over the past decades. Prairie grass in those key areas is a simple solution ; one that really goes for the city's "green" ethics.

Put in 4 lanes in Lincoln Way

Police abuse of its authority

Please work on getting more shopping in Ames. Way too many Ames residents drive to Ankeny and Des Moines

Please improve road conditions.

Please hold your respective departments accountable to follow through with issues and complaints are reported. City of Ames needs to do a better job of tracking complaints - such as computer entry with follow up reports. We've had water issues which began almost two years ago when construction was done on Mortensen and Ash Ave. We've talked with numerous individuals at public works and city engineers often. We started this process 1.5 years ago and have yet to see our front yard standing water issue resolved. Please resolve this issue and develop something more than verbal communication. The only verbal communication or update we receive on this issue are when we call and check on the progress - we'd like to see written updates or responses with these types of matters.

Please fix the streets, I am afraid to drive my car because of all the pot holes. Same goes for bike paths, there are too many serious riders to have poor conditioned bike paths.

Please do not take away our Welch Ave. The students love that everything is all in one location. Moving it would just create more drunk driving/ etc. I am all for fixing it up, making minor changes, but students make up 1/2 this town 9 months out of the year. Don't we get a say? If you want a place for families and parents, fix up Main Street or start fresh in West Ames. Thanks.

Please consider keeping Carr Pool open & city supported. Keep Ames from sprawling to the Northwest; reconsider allowing continued development on flood plains areas, continue to support and encourage green initiatives; support neighborhoods from medical/commercial encroachment. Thank you for this opportunity for feedback.

Options under K appear to repeat those for electric dept even though they are for water; enforce the ordinance requiring shoveling of sidewalks w/o complaints having to be phoned in The fraternities and sororities are especially bad about not cleaning theirs.

Not that you can do much about it, but if something was done about the messiness of the Campustown area.

Nice comprehensive survey

Need to focus on improved restaurant and shopping opportunities. Perfect examples seen in Lawrence, KS and Columbia, MO. Need a new indoor pool and mall!

Need to expand Grand to S. 16th

Need more activities and opportunities for pre-teen and teen community members. Very little for them to do which leads to boredom and unstructured time - equals problems and bad behavior (no teen rec. areas, no skate rink, dancing, etc.) Affordable and supervised; More affordable housing for low income and young families. More programs for low income (only have one shelter and it's restrictive) Need more social and mental health resources readily available.

My biggest gripe is the quality and care of the street system. Streets seem to have to fall apart before making it into a program. Examples: N. Grand, 6th Street west of Grand, E. 13th St. E. of I35, etc. The city doesn't seem to know when or where to use concrete or asphalt. Attention to proper design, construction and inspection. New and replacement projects don't seem to have a reasonable service life before patching starts.

More public ice skating availability. Public indoor basketball courts. This city has the worst snow removal. Improve or continue to neglect critical winter driving safety issues.

More outreach from city council to affected business' persons is needed. Maybe too many rules being made too quickly

More left turn signal arrows where available

More cultural and business diversity would make this town perfect

Major streets still need lots of work. Should do this work in more timely manner - not all summer and get it done before ISU is back in session or football games start. "Starter homes" in older neighborhoods infiltrated with too many rental homes so young families with children go to surrounding towns - Huxley - Slater - Gilbert - Nevada. No new construction in Ames for families with younger children to buy. Ames is "graying." I should know, my children have left Ames, and I will be retiring in the next 10 years. Older father still lives in
2011 Ames Resident Satisfaction Survey

town, along with parents of my Ames High classmates. I see this town as a more affluent senior center - Green Hills, Northcrest, etc. with ISU students as a transition group, and younger, more affluent families being more in Ankeny, Altoona, Johnston and Waukee.

Last August's flood reminded me we have capable and caring city staff and elected officials. How reassuring it was to see an unshowered Mayor Campbell during the media events. Thank you all for carrying us through that week

It's really sad to see Ames fall apart. We need new city councilmen. The mall is really an eye sore. Get rid of the empty stores - they have to be full of critters

It's really great to see/feel community - like the Ames Progressive, Ames Cart, Sommerset, Downtown even west living created with community in mind

Is it that officers don't have to signal turns and lane changes or is it that they feel that they don't need to very often? I understand that they have things going on inside, distractions. But if I were pulled over for not signaling, and I claimed to be preoccupied, a responsible officer would tell me that I am operating my motor vehicle and I am responsible for what goes on within it while I'm operating it. Little energy is required to flick that lever. Lots of other people don't signal, though. I think of officers as representatives of the law. It's a somewhat miniscule thing, but it's something.

I'm glad the city is working on buildings that aren't repaired/safe & having them potentially removed & not giving the mall another shot at an extension. It is a joke that the mall has not done anything to improve that is visible to the public. I really hope the city does become more proactive in attracting new businesses. While I like to live here, I really don't like the lack of variety. It would be great if the mall was demolished and a strip mall of a variety of stores were put in - like what is in Ankeny, West Glen or any of the other areas around Jordan Creek Mall.

If you want a good city allow: 1 - good schools with ability for child improvement; 2 - safety do not allow too much low income; 3 jobs - allow business to come here (not just government)

I'd like a Kohl's in Ames. Also, gas is always cheaper in Ankeny & Des Moines. I usually fill up there. What's within the mall doesn't much draw people. They go to Des Moines & Ankeny. I don't go to many ISU sports events, so other arts & music events would be nice.

I would like to see Ames become more aggressive in their annexation efforts. We need to expand before the developers.

I wish Ames citizens and students were better informed of safety issues such as not wearing headphones while biking or driving.

I urge the city of Ames to: 1. resolve the 13th and Grand intersection issue without eliminating housing contiguous to the intersection. It has to be possible with signal light changes - figure out a way to support the Mall. It's the only one we've got and it's dying slowly and it doesn't have to.

I think the new (well new to the Ridgewood Ave. area) signs indicating railroad tracks are located around the corner are ridiculous - both a waste of money and an eyesore that spoils the appearance of the neighborhood. I simply don't see the point.

I think it's very important that the council plan carefully - when our economy is so fragile do not enact taxes that will make more burdens on the people who have to pay them. People on fixed incomes are having a hard time with the taxes imposed now; more would be very hard indeed.

I think Ames is run very well by city government. The flood last year showed how all city employees do their job & how good our elected leaders are.

I think Ames is a good community (that will be better after the next school board election.) I've never gone to Carr Pool but wish it would be open for non-water park types. The water park is a great success, but please plant arborita so I don't see so much where trees we just cut down

I really appreciate that the City wants to hear its residents' opinions. Thanks!

I only ask to fully read these surveys. It is important to hear the voices that build your community. Not only for the present residents but for the upcoming residents that could bring the city to a nationally recognized way of life.

I love Ames... great city.

I love Ames. I really, really love Ames. But... our cops are not super friendly towards students. The veteran cops are much more level headed than these new guys. These fresh young guys believe they all need to be in Robocop mode when on Welch. If I smile and say hello, these guys glare back at me as if I am some sort of loony or a threat. I don't really get it. A few of my non-White friends have been singled out and treated with disrespect. I miss the old cops of my youth, the ones that smile and really keep the peace.

I love Ames and hope to become more involved in city planning, education, etc. now that my children are almost grownups!

I hope you find my contribution of some use in this planning activity.

I have lived in Kansas, Texas, Maryland, Penn, and California. Ames, Iowa is the best!

I have lived in Ames as a student while I completed my first degree at ISU. I moved away for a couple of years and I am now finishing up my second degree at ISU. During my time in Ames I have noticed and felt a negative attitude toward ISU students from the city officials and residents. As I said earlier, I understand that most students are immature and inconsiderate, however without ISU, the city Ames wouldn't be as successful as it is. The university creates many challenges for the city, however city officials and residents need to embrace the university for what it is--the reason Ames has what it has. Rather than fighting the university and trying to create a separate identity for the city, work together with the university and the growth opportunities will be endless. As the university grows so will the city. A couple of years back, there were talks for a new mall and many residents felt that the current mall was sufficient. It is sufficient for them, not for the university. A new shopping center similar to Jordan Creek would do great things for Ames. In hind sight, it was a blessing that this project didn't take off b/c of the financial crisis. However the community didn't back the project b/c they didn't feel that they needed it. Anything that will benefit the university will benefit the city two-fold. Just a little food for thought. Also as I said before, I would never live in Ames b/c I disagree with these negative feelings. How many talented people go to ISU and leave each semester b/c the city has nothing to offer them?

I have enjoyed returning to Ames after 20+ years in Arizona; Much has changed - mostly for the better. Really surprised that a new or improved mall didn't happen...it would be good to get folks shopping in Ames rather than going to Des Moines for malls.

I have driven the streets of Ames for 17 years - mostly at night until 8 am. If the city is really serious about "going green" 90% of traffic signals would flash yellow for the main routes with the interesting streets flashing red between 11pm and 6 am

I feel your survey is one of the best I've seen and I'm anxious to see the results. Keep up the good work. I feel fortunate to live in Ames

I feel Ames is a great place, but students fuel the economy and with that said there should be more parking and less law enforcement geared towards discouraging a good college experience. Because without us, Ames would lack many forms for funding and would negatively affect the community

I can take Cy-ride nearly everywhere in town I need to go.

I am willing to pay higher taxes to make Ames a more attractive city.

I am very concerned about the original planning that went into provisions for storm water in Somerset. After calling city officer I find that storm water sewers planned ahead only for a 5 year flood. We've lived here 10 years and have had storm sewer back up twice so the sump had no where to pump it. I guess the five year plan was right on!

How many trees died to produce the surveys?

Growth, smart growth = no growth & this attitude needs to be stopped. Our schools seem to lack funding & it also seems we all drive to Ankeny to spend money & pay sales tax to support their schools - Am I imagining this or what is going on here?

Great thing about Ames is that relatively few people were born here - we chose this town. We have pride in the town and for the most part, welcome new people to join the community. We left Ames and missed it so much we came back, and we weren't born here.

Ever since our city started allowing Chicagoans to move here, things have changed for the worse. Increase in crime, change in schools and not for the positive, I am sick about it. And I'm scared it will only get worse.

Employees of the city are dedicated and helpful; trees in town are beautiful! Stop building in the flood plain; Redevelop the North Grand area into a vibrant shopping/restaurant area

During rush minutes, make sure traffic lights on Grand between 9th and S. 3rd are coordinated to move traffic

Do something with North Grand Mall. It's terrible and doesn't attract people from around Story County to shop. South Duff RR crossing needs improved. Approve appearance along I-35. Make it more attractive.

Do something about the flooding in Ames - why do we continue to build in the flood areas?

CyRide is costly to everyone. Along Mortensen there are several stops within 100 feet of one another. Each stop has cars waiting burning precious fuel. Street widening would help this major issue - not to mention not wasting time and near accidents with impatient drivers

Could the police enforce the Iowa smoking law on Welch Ave

City needs to focus on functional activities and improvements, not social engineering experiments that bring the quality of life in Ames down for the current property owners and tax payers. Crime in the city and in our schools is greatly increased now due to this Section 8 crap.

City is not efficiently run. The city administrator thinks this is a business, not a service to the citizens. Take good look at the electric utility

City did a good job dealing with last summer's flood-related problems; especially regarding restoring water supply

Bike lanes for students. The best model for bike-car traffic lane design is in use in Orange Co., California, which also could be used in Ames. Locally Ingersoll Ave. in Des Moines has implemented a bike lane like the model I recommend for Ames.

Because the growth opportunities are endless in Ames, the individual, the family and the various communities never stop aspiring and bringing about attention to important issues and their thoughtful resolutions

Ames used to be the best "small" town in the US - safety being #1. With young police officers being more impressed with their guns and badges and welcoming criminal elements with open arms to show everyone how diverse they can be, the city has and will slowly go downhill to where no upstanding law-abiding person will feel safe and want to stay

Ames should never have allowed Target, Wal-Mart, etc. to build on South Duff. This has exaggerated the flooding problem and has increased traffic problems. If Ames expects to grow in the future it must aggressively recruit quality industry and take action to ensure adequate water and electrical supply

Ames needs to have left turn signals at 13th & Grand (all 4 sides). Left turn lanes at Grand & 20th (street to the high school). Bring in stores as like Kohls & Menards. Halt any building in the flood plain. Higher speed on 13th all the way from east to west city limits.

Ames needs to cut its ties with Mediacom. Consumer Reports rates it as the worst cable company in the US. Worst consumer experience of my life. High speed communication is going to become essential - Ames needs to be proactive and get someone in here that can deliver an affordable and reliable service. Quest isn't any better...

Ames needs a public shooting range and they need to change the tree laws

Ames is a pleasant college town, but it is rather dull compared to Iowa City, where I went to law school, and very dull compared to my home town of Ann Arbor, MI. However, I appreciate this area due to its (relative) safety, its array of green areas and parks, and the simplicity of life here. I would like to see Ames become more progressive in terms of becoming a 21st century city. Ames has lost significant opportunities for growth because of its resistance to change. World-class companies go to W. Des Moines instead of Ames, despite the abundance of people well-versed in science and technology. I have talked to professional planners who have said that Ames is one of the most difficult places for new businesses and industries to locate. I retired early because there were no good jobs here for me. (I am an attorney). I have seen many well-educated faculty wives face the same issue. I worked in West Des Moines while raising three children and caring for aging parents, which was exhausting. If my husband didn't teach at ISU., I would either have moved to West Des Moines or have left Iowa. I am grateful for the excellence of the Ames School system. My children received a very good education here. However, the facilities really need to be improved! I am disappointed with the attitudes of citizens here who believe that children need to be "housed" and whatever was good enough for them in their generation, whichever that may be, is good enough for today's generation. At my old high school in Ann Arbor, which was built during the same era as Ames High, there is now a new Olympic size pool, a new computer wing, and a new and very extensive student counseling center. There is also a new high school that is state of the art. I am glad, however, that at least my youngest child was able to attend the new Ames Middle School, so that at least, he did not have to contend with black mold and rats. I think that Ames could do a better job welcoming newcomers here. A good friend, who later married a CEO of a major corporation in Des Moines, said that during her first marriage, when she and her husband lived in Ames that, "Our friends are the people we already know." I have heard other people since then from other parts of the state talk about how "snobbish" Ames is. I have lived here for 21 years, and still do not feel like it is really my home. I feel like I am part of the University community more than a citizen of Ames, even though I volunteered at the schools for 15 years, played violin in the Central Iowa Symphony, and belong to a local church. I think it is terrible how Ames has allowed the rampant construction of ugly apartment buildings. These buildings really detract from the neighborhoods in which they have been built. It appears that the zoning laws are very ineffective in this regard. Overall, although Ames is a pleasant place to live, it can do much better! What I see as crucial to this city is for it to stop resting on its laurels and attract the types of businesses and people that will make it more vibrant and make it thrive for years to come.

Ames is a great town with great activities for all ages. I have enjoyed my 3 years here and will continue my next year.

Ames is a great place to live. There are a few roads that need to be fixed up. There are also a few stoplights that aren't that great and need a left turning arrow. I have sat at some for over 10 minutes before, and that is too long.

Ames is a great place to live. The more I learn about the area the more I like it.

Ames is a good place to live now, but it could be even better

Ames is a good community to raise a family.

Ames is a beautiful city. I love it. It is a small place with all good facilities.

Ames has so much potential. It has a great parks and recreation system and provides good services for the dollar paid. Planning for the future should focus on: bringing in good commercial to provide tax relief to residents and to promote job growth. Also a progressive/current power source should be a top priority, as well as mandatory curbside recycling, not incineration of hazardous materials.

Ames has a lot of potential! There is a much greater need to serve students with alternative activities beyond bars. More coffee shops and hangout places. The city could make a lot more money from this and fix the roads and have flood prevention. There needs to be integration between ISU and the town proper.

Ames can be a nice little town. Just keeping up on maintaining what's there. Repurposing buildings, etc., when possible. Stick to recycle, reuse & repurpose

I am a dog owner. We need more kennels that provide runners, in lieu of using vets office. Have to go out of town to find a good kennel

Allow residents to view and pay utility bills online. Many people travel and this feature would be used frequently, be convenient, and could eliminate paper bills

A great place to live, have a family, and retire for me. All is good but cold weather.

1. While Ames has cultural/arts/music, many of its programs struggle to stay alive; look at budget - a city this size should be embarrassed of the small amount of funding to arts - compared to the emphasis on athletics - Ames is an athletic, jock town! 2. Change all the street signs to upper/lower case letters - known fact this is easier to read. 3. Work out a plan for the city departments to share vehicles - currently a large parking lot with "parked" vehicles. 4. Ames is a mayor/council city; review how the staff should be the support system for the council, providing information and assisting; the city manager implements the council actions; why do the staff and city manager run things? 5. In visiting the city hall, many/some employees are "visiting," some are also working diligently

When people are murdered near our home, people stabbed, cars stolen, robberies, burglaries, car jacking, hazing people in the stores so they can rob them, etc., etc., etc. It would have been a kind thing to invite the down trodden here if we had ample work here for the locals and people who came here. We spent \$500 getting such a family settled here only to have him in prison now. When we met them (through our church) the male had a job, but worked only when he felt like it. Of course, he was fired. We found out in the paper that he abused his girlfriend. He was 21 and she was 17. They had a baby boy who was a year old. She moved Chicago before his last escapades.