



CITY OF
Ames[™]

Caring People ♦ Quality Programs ♦ Exceptional Service

MEMO

ITEM #42
3-25-14

To: Mayor and Council
From: Susan Gwiasda, Public Relations Officer
Date: March 21, 2014
Subject: Resident Satisfaction Survey 2014

The City of Ames is again working with Iowa State University's Institute for Design Research and Outreach to produce, distribute, and analyze the 2014 Resident Satisfaction Survey. This will be the 32nd year of the survey, which includes mostly benchmarking questions. Each year, a small amount of space is reserved for a current issue question to be added.

In 2012, we added technology questions to the benchmarking portion of the survey under the category of Public Information. This included questions on smart phone, tablet, and Internet capabilities, as well as participation in social media. These questions have been continued on future surveys. Our recent policy questions have examined economic development and yard waste free days. I received a request to add race/ethnicity to the survey, similar to the U.S. Census, and have incorporated that question into the demographic information section. The 2014 survey will also include space for comments after each departmental section.

Based on recent feedback and comments throughout the year, several topics have been suggested as 2014 policy questions. We are at the point where we need Council consensus on any new questions to be explored. When considering these topics, please remember that the best questions are simple and don't require a lot of background information. Also, before adding a question, consider how the data will be used and what information it will provide.

We are able to explore one or two new topics. The actual question will be crafted by our consultant. Here are the suggestions I've received. Some may need additional clarification:

- Mosquito fogging – Are residents supportive of mosquito fogging or opposed to mosquito fogging? (From the City Council meeting: July 9, 2013)
- Flood plain development. Do it or don't do it? Should the City of Ames incentivize it or not incentivize it? This question should include background information on the 2010 flood including financial data on the amount of money the City of Ames paid for flood buy out and flood plain infrastructure repairs. The point of this question would be to discover the extent to which people think development in the flood plain is okay and the extent to which the City should incentivize that development.
- Are residents willing to volunteer to help build a green belt trail along the creeks? How much time would an individual be willing to devote to this project?
- Do residents support building a \$6 to \$8 million indoor, warm-water, recreational aquatics facility on property at Ames High School, but separate from the competitive, indoor swimming pool the Ames Community School District is planning?