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MEMO

ITEM NO. 27

To: Mayor and Council

From: Susan Gwiasda, Public Relations Officer

Date: February 20, 2015

Subject: Resident Satisfaction Survey 2015

The City of Ames is again working with Iowa State University's Institute for Design Research and Outreach to produce, distribute, and analyze the 2015 Resident Satisfaction Survey. This will be the 33rd year of the survey, which includes mostly benchmarking questions. Each year space is reserved for current issue/policy questions to be added. Most policy questions require some explanation before any question can be asked. Due to the space necessary to set up the question, typically only two additional questions fit in the survey.

In the last few years, policy questions have examined yard waste free days and frequency, community visioning questions, how to dispose of Carr Pool, redevelopment projects to pursue (Campustown, Campustown parking ramp, library renovations, Downtown parking ramp, etc.), rating the attractiveness of entryways into the city, support of City-sponsored wi-fi "hot spots," support to offer fare-free CyRide to all riders, flood plain development, and support for an indoor aquatics center.

Our goal with the annual survey is to use feedback from our citizens regarding their satisfaction with City of Ames programs and services, capital improvement projects, and future allocations of funding to guide decision making. I have not received any recent input from the City Council regarding the 2015 survey. However, representatives of the ISU Research Park recently asked about the possibility of including some questions regarding their expansion. The topics suggested are fairly specific and may not be applicable to the vast majority of survey recipients.

- What amenities (restaurants, coffee shops, businesses, services) are most needed in the ISU Research Park area (south of U.S. 30, along Airport Road and University Boulevard)?
- Part of the ISU Research's expansion could include a large green space/water feature, reclaimed native prairie, and water retention areas. If the area was incorporated into a park, what features would you use?

I am seeking input on issues or policy where public feedback would be helpful to you. You do not need to craft the actual questions because our consultants at Iowa State University provide that expertise.