

**To:** Mayor and Council

**From:** Susan Gwiasda, Public Relations Officer

**Date:** February 23, 2017

**Subject:** Resident Satisfaction Survey 2017-Policy Questions

The City of Ames is again working with Iowa State University's Institute for Design Research and Outreach to produce, distribute, and analyze the 2017 Resident Satisfaction Survey. This will be the 35th year of the survey, which includes mostly benchmarking questions.

Each year, a small amount of space is reserved in the survey for the City Council to ask policy questions of the citizenry. 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 to three additional questions fit in the survey. **The Council is welcome to suggest topics, but please note there is no obligation to add to the survey.** (The questions added to the 2016 survey are included on page 2.)

In the last few years, policy questions have examined incentives for economic development, 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 "hot spots," support for an indoor aquatics center, unmet human services needs in the community, and use of biking/walking trails.

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.

**Please consider what issues or policies would be helpful to have public feedback. You do not need to craft the actual questions because our consultants at Iowa State University provide that expertise.**

Non-Formulaic Retail Business

A. What are your thoughts about the City of Ames providing financial incentives to attract non-formulaic retail businesses (independent, non-chain) to Ames?

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Don't Know
1. In Campustown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. In Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Along Lincoln Way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Use of Public Land for Private Development

A. What are your thoughts about using public property to enhance private, for-profit development in Campustown or Downtown “to further the City Council goal of strengthening Downtown and Campustown by exploring public/private partnerships for improvements to public and private spaces”? Public land could be a parking lot, public plaza, or public right of way.

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Don't Know
1. Providing public land at no cost for private redevelopment projects with apartments and commercial space to attract young professionals or to construct a private parking ramp with public parking included.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Selling public land to enhance private development projects of apartments and commercial space to attract young professionals. Enhancement might include constructing a private parking ramp with public parking included.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

