



To: Mayor & City Council
From: Susan Gwiasda, Public Relations Office
Date: February 27, 2024
Subject: Resident Satisfaction Survey 2024

The City of Ames is again working with Iowa State University's Institute for Design Research and Outreach to produce, distribute, and analyze the 2024 Resident Satisfaction Survey. This will be the 42nd year of the survey.

Each year, a small amount of 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 a few 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.

For the 2023 survey, the Council made these changes:

- Removed "School Resource Officer Services" from a table asking about Police services (P. 2)
- Added questions about making CyRide fare-free, funding fare-free CyRide through property tax, and expectations with a fare-free transit system. (P. 5)
- Removed the open-ended question "What would make Ames cool?" (P. 9)
- Added "marijuana-related crime enforcement" as a separate topic in the table asking about Police services (P. 2)
- Combined a question under "Your Health" to include fruits and vegetables (P. 10)
- Added a question about rating physical and mental health (P. 9)
- Added questions to determine the willingness of residents to sort garbage (P. 9)
- Added questions about an organized trash collection system, preference for selecting a trash hauler, and trash hauler satisfaction.
- Replaced a question under "Sense of Community" from "What would make you feel welcomed and have a sense of belonging in Ames?" to "What could the City do to demonstrate its commitment to Diversity, Equity, and Inclusion?" (P. 10)

Decisions for Council

1. Fare-free CyRide was added in 2023 as a special topic. Should those questions be removed?
2. Sorting garbage and organized trash collection were added in 2023 as a special topic. Should those questions be removed?
3. For the past several years, the questions regarding “Your Health” and “Sense of Community” (pages 9-11) that were not part of the original survey have continued to be included. These questions are not used by departments as benchmarking but have continued to be included by City Council request. Do you want to include these questions in the 2024 survey?
4. Is there interest in adding a question to measure basic support of the following projects that would require financing through a bond referendum:
 - New Ames Animal Shelter
 - Relocation of Fire Station No. 2
 - New Fire Station No. 4
 - New Indoor Recreation Center
 - New Park on Ontario Street

Other Questions

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 future decision making.

Are there other issues or policies that would be helpful to have public feedback and/or which questions can we drop from the survey? Remember, you do not need to craft the actual questions because our consultants at Iowa State University provide that expertise.

ATTACHMENT(S):

[Ames survey_2023 FINAL Updated.pdf](#)