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City Manager's Office
515 Clark Avenue ♦ Ames, IA

To: Steve Schainker, City Manager
From: Susan Gwiasda, Public Relations Officer
Date: February 19, 2010
RE: Resident Satisfaction Survey

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As work continues on 2010 Resident Satisfaction Survey, I am gathering input from departments on updates to the benchmarking questions, as well as gathering suggestions from City Council Members regarding ideas for future policy questions. Unfortunately, I have gathered more ideas than I have survey space. **I would like some direction from the Council members regarding which policy issues they would like included in the spring survey. We have less than one page of free space. Depending on the detail of the questions, I'm estimating space for no more than two new questions.**

A summary of some of the proposed topics include:

- Fare-free CyRide: This question could include allowing participants to select levels of support such as just K-12 fare-free. Student support would be tracked separately. Also, translate the cost into dollars per typical household.
- List the CIP projects we are considering and ask participants to rank their level of support/level of importance and willingness to support with a bond issue.
- Have participants rank each of our major entrances into the City (University Blvd, 13th, South Dakota, South Duff and Dayton) as it relates to attractiveness.

- Address the positive economic impact of Ames in the following areas and ask if Ames is a "regional center" for the following: education, entertainment, retail shopping, convention business, retirement living, employment, etc.
 - The question could be "yes"/"no", or it could be a rating of our status as a "regional center" for each of those areas.
 - A follow-up question might ask whether, or not, we should invest additional city funds in each of those areas to promote growth in expanding that area of economic development.
- Ask participants their level of agreement with the City Council's goal to "Further Streamline and Improve Government Processes."
 - Is the goal very important to them, not that important, or do they care? Obviously, a preamble related to "why" the City Council made it a goal this year might be appropriate.

The 2009 survey was distributed to 1,350 Ames residents by mail and 1,586 students by email. We received 650 returned surveys resulting in a 33% response rate – probably the highest we've seen. We are anticipating similar results with the 2010 survey.