

Staff Report

RESIDENTIAL SATISFACTION SURVEY INPUT

March 6, 2012

BACKGROUND:

This spring will mark the distribution of the 30th Annual Resident Satisfaction Survey. The questionnaire is distributed in late March/early April and is typically returned throughout the month of May. Iowa State University students receive the survey via email, while other residents receive it through U.S. Mail. Data is collected, inputted, and analyzed over the summer, and the final report is ready by early fall just prior to the City Council's budget guideline session with staff.

For years, the City has worked with consultants from Iowa State University to generate data regarding our citizens' perceptions on how effective we are in delivering City services as well as their opinions regarding an occasional policy-related question. **Last year's survey included Ames Visioning Project questions. Other surveys have asked about resident support of an outdoor aquatics center, requested a ranking of entry ways into the community, and support for fare-free bus service.**

As we have done in the past, we are seeking input from the City Council about possible policy related questions for the 2012 Resident Satisfaction Survey. **While we have received some individual feedback from Council members, we want to make sure that the majority of the Council concurs with a specific topic before we include it in the survey.**

NEXT STEPS:

Should any topics be agreed to by the Council, the staff will work with our ISU consultants to craft the appropriate survey language for inclusion in the Resident Survey. However, it should be emphasized that there is no requirement for the City Council to include any policy related questions on the survey.