

30th Annual Report

Ames Residential Satisfaction Survey

2012



2012 Ames Resident Satisfaction Survey

30TH ANNUAL STATISTICAL REPORT

The City of Ames, Iowa, conducts an annual satisfaction survey of community residents. In early 2012, the City mailed questionnaires to 1,350 city residents whose names were randomly selected from the City of Ames utility users list (population=20,164). Additionally, 1,000 Iowa State University students were randomly selected from a mailing list generated by the ISU Office of the Registrar. Utility bill customers received a 16-page survey booklet via U.S. Mail. The booklet included standard benchmarking questions, as well as issue-related questions written specifically for this survey. The ISU students received the same survey via email developed using the SurveyMonkey program. This questionnaire is different from previous years (some deletions and new questions were formulated). The analysis was completed with assistance from Nora Ladjahasan, Assistant Scientist II, Institute for Design Research & Outreach, College of Design, Iowa State University.

This statistical report summarizes results from 470 respondents who returned usable questionnaires (356 from the Ames residents (76%) and 114 from ISU students (24%)). Online survey for ISU students generated 145 surveys. However, only 114 surveys were used in the analysis due to incomplete surveys.

Response rate for Ames residents group was 26% and 14.5% for ISU students. Overall response rate for this year is 21%, which is almost the same as last year (22%).

The number of questionnaires mailed or emailed included an oversampling of students in order to come up with the desired sample size that would reflect target populations. The sample size needed to confidently generalize the findings was 381 for both groups (95% confidence level and a 5% confidence interval). Completed surveys of 470 indicated that we are 95% confident that the questions are within +/- 4.5% of the results if everybody participated in the study. In other words, the findings or the data significantly reflect the responses of the total population. For more details on calculating sample size, refer to: <http://www.surveysystem.com/sscalc.htm>.

Respondents' Personal and Social Characteristics

Table 1 illustrates the personal and social characteristics of respondents who completed the questionnaire. Column 1 lists characteristics that respondents were asked in the survey. Column 2 shows personal and social characteristics of Ames residents during the 2010 census. Columns 3-7 show personal and social characteristics of individuals who completed surveys between the years of 2008 and 2012.

Of the respondents in this year's survey, there are more female respondents than male (52% and 48%, respectively). Male respondents are slightly lower than the 2010 population census (City data)) <http://www.city-data.com/city/Ames-Iowa.html>.

Sixty-seven percent (67%) of the respondents have a college degree, which is exactly the same as in 2011 and a little over 2010 census (59%). Forty-two percent of respondents are employed full-time and 25% are full-time students. Six percent fewer full-time students returned this year's survey compared to last year. Only 3% of the respondents are unemployed compared with 9% for 2011. More than a quarter (29%) of respondents reported their household income to be less than \$25,000, 19% report their income is between \$25,000 and \$49,999, 26% report earning \$50,000 to \$99,999, and 26% of respondents make more than \$100,000 annually. Compared to last year's survey, there are more respondents with a household income of \$100,000+ (26% for 2012 and 19% for 2011). Compared to 2010 census, only 14% of Ames households earn \$100,000+. In general, household income of our respondents is higher compared to last year and 2010 census.

Table 1. 2012 Ames Resident Satisfaction Survey respondent characteristics (%)

<u>Characteristics</u>	<u>2010 Census</u>	<u>Survey Year</u>				
		<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Years lived in Ames						
Less than 1 yr	-	1	<1	<1	<1	1
1-3 yr	-	28	39	31	27	21
4-6 yr	-	15	19	22	16	17
7-10 yr	-	10	6	8	8	10
More than 10 yr	-	47	36	39	49	51
Gender						
Female	47	46	48	51	49	52
Male	53	54	49	49	51	48
Age						
18-24	47	24	25	32	24	20
25-44	26	29	29	32	31	33
45-64	17	26	27	23	28	26
65-74	5	11	10	6	7	9
Over 75	5	10	9	7	10	12
Education						
Some HS	5	1	1	<1	1	<1
HS diploma	12	9	8	6	5	8
Some college	24	29	30	34	27	24
College degree	31	24	22	22	29	26
Some grad work	28	9	11	13	11	10
Graduate degree		28	29	25	27	31
Employment status						
Full-time student	-	30	32	47	31	25
Employed part-time	96	24	30	36	22	25
Employed full-time		41	53	29	43	42
Retired	-	21	25	13	20	22
Unemployed	4	7	9	9	9	3
Full-time homemaker	-	3	5	4	4	4
Household income						
Less than \$25,000	34	29	30	43	30	29
\$25,000-\$49,999	27	22	22	16	19	19
\$50,000-\$74,999	15	14	17	15	20	15
\$75,000-\$99,999	10	13	11	9	12	11
\$100,000 +	14	21	20	17	19	26

More than half (59%) respondents own their residence, the others (41%) rent. The majority of renters (56%) reported renting due to their short-term stay in Ames. Other reasons for renting were lack of adequate income (53%), followed by little or no upkeep (31%). Reasons for renting are shown in Table 2.

Respondents who are homeowners differ from renters on several personal and social characteristics. Homeowners have lived in Ames longer than renters (26.7 years and 7.6 years, respectively). Of those who have lived in Ames more than 10 years, nearly nine in 10 (85%) are homeowners. Of those who have lived in Ames for four to 10 years, almost half (45%) own their home. More than half (60%) of renters have lived in Ames for four years or less.

Not surprisingly, respondents who are homeowners (55.7 years old on average) tend to be older than renters (31.2 years old on average). Of those between 25 and 44 years old, half (50%) are homeowners. Of those between the ages of 45 to 64, eight in 10 (80%) are homeowners. In contrast, 91% of those under 25 years old rent, and 88% of fulltime college students currently rent. For those who have at least completed college, 67% are homeowners and 33% are renters. Finally, homeowners typically have bigger household income than renters. Seventy-six percent of homeowners earn \$50,000 or more, whereas only 17% of the renters earn more than \$50,000. (Figures from this paragraph are not shown in any tables.)

Table 2. Housing characteristics

	<u>Survey Year</u>					
<u>Characteristics</u>	<u>2006-2010 Census</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
		Percent				
Housing type						
Rent	57	40	42	51	40	41
Own	43	56	58	49	60	59
If rent, for what reason?						
Short term stay in Ames	-	62	63	63	58	56
Lack of adequate income	-	44	46	45	41	53
Little or no upkeep	-	37	35	38	32	31
More security	-	10	8	6	5	7
Location of home						
Northwest	-	50	53	49	48	46
Southwest	-	25	24	26	23	25
Northeast	-	12	9	13	16	17
Southeast	-	13	14	12	13	12

Respondents also were asked about the place where they live. As seen on Figure 1, a majority (46%) of the respondents reside at the northwest part of the city (48% in 2011), 25% from southwest (23% in 2011), 12% from southeast side (13% in 2011), and 17% from northeast (the same 17% in 2011).

The distribution of respondents based on residence is quite evenly distributed compared with previous years.

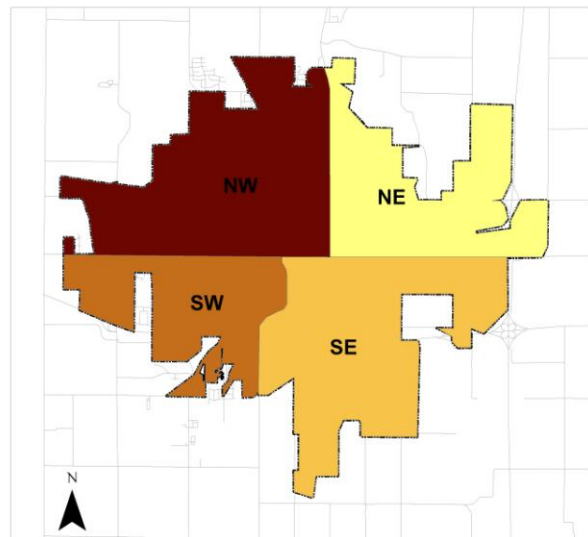
Figure 1. Geographic Sections

46% = Northwest

25% = Southwest

17% = Northeast

12% = Southeast



Priorities for On-Going Services

Respondents were asked to indicate how the city budget will be spent (less, same or more) on several services paid for by property or sales taxes. Funding amount for each of the services was indicated for each of the services. Spending priorities are shown in Table 3. A majority of respondents reported that they would like city to spend the same amount as previous year for all of the 11 services mentioned. The category “other” received 21 responses.

On a scale of 1 to 3 (1 being less spending, 2 as the same, and 3 as more), only three programs were rated below 2.0 These include land use planning (both current and long-term), neighborhood inspections, and arts programs. These programs got the highest rating on spending reduction (20%, 26% and 31%, respectively).

Of those selecting “spend more,” 25% of respondents wanted to spend more on CyRide (public transit), followed by 23% who would like to see more money spent on law enforcement and human service agency funding (ASSET), and public library (22%). These findings are summarized in Table 3.

Table 3. On-going service priorities

On-going service	Should the city spend....?			Average
	Less(1)	Same(2)	More(3)	
CyRide (public transit) (n = 427)	10%	65%	25%	2.1
Law enforcement (n = 423)	13%	64%	23%	2.1
Fire protection (n=426)	6%	78%	16%	2.1
Recreational opportunities (n= 430)	15%	64%	21%	2.1
Human service agency funding (ASSET) (n=	18%	60%	23%	2.1
Parks activities (n = 428)	15%	65%	20%	2.0
Ames Animal Shelter & animal control (n =	16%	64%	20%	2.0
Ames Public Library (n = 426)	20%	58%	22%	2.0
Land use planning (both current and long-term) (n = 429)	20%	65%	15%	1.9
Neighborhood inspections (n = 422)	26%	62%	11%	1.8
Arts programs (n=430)	31%	54%	14%	1.8

Other (n=21)

- Arboreal establishment (more)
- Local history (more)
- Bicycle education/safety
- Bike facilities (more)
- Community garden (more)
- Deer pop. control
- Do we have adequate water for the amount of apartments, businesses and growth of existing businesses, hospital, clinics, etc.? (more)
- Flood control (more)
- Green land use planning
- House inspection for enforcement of city regulations (more)
- Making everything easier for wheelchair uses (more)
- Parking for library
- Places for kids to go. (more)
- Raise CyRide fares (more)
- Restaurants + leisure activities (more)
- Snow plowing + alley maintenance (more)
- Snow removal (more)
- Streets (more)
- That's a large budget for a city library
- Too much money is presently spent upon consultant activities - city staff can perform land use planning
- Tree trimming next to streets (more)

Table 4 shows trends in spending preferences, and looks at “spend more” responses.

Compared with other years (2009 to 2012), 2008 was the year wherein respondents wanted to spend more on majority of the services (7 out of 11 services). However, from 2009 to 2012, there was a consistent slight increase in more spending on the following services: CyRide, law enforcement, human service agency funding, Ames public library, Ames Animal Shelter and Animal Control, park activities, and fire protection. Spending more on recreational opportunities, land use planning, and art program were consistent in the four years. There was a 11% drop in more spending for neighborhood inspection (22% in 2011 vs. 11% in 2012).

The table also shows that recreational opportunities over the five year period is consistently getting at least 20% of the respondents indicating “more spending.”

Table 4. Trends in “spend more” responses for on-going services (%).

Services	Survey Year				
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
	Percent				
CyRide (public transit)	23	15	26	23	25
Law enforcement	18	19	24	20	23
Human Service Agency funding (ASSET)	23	20	20	19	23
Ames Public Library	23	19	18	21	22
Recreational opportunities	29	22	24	20	21
Ames Animal Shelter and Animal Control	22	16	16	20	20
Park activities	27	19	19	13	20
Fire protection	12	12	16	14	16
Land use planning (Both current and long-term)	16	13	19	15	15
Art programs	20	12	14	14	14
Neighborhood inspection (Sanitation/food inspections)	28	18	21	22	11

There were statistically significant differences noted between social characteristics and responses to some services. The data were examined for differences by age, years lived in Ames, gender, home ownership, employment status, education, and household income.

These groups of respondents **supported increased spending** on the following programs and services.

Arts Programs (Public Art & COTA)

- Younger respondent (37 years of age)
- Newer residents (10 years in Ames)
- Renter
- Student

Fire protection. There is no significant difference in support.

Human service agency.

- Older respondent (51 years of age)

Neighborhood inspection. There is no significant difference in support.

Law enforcement.

- Retired respondents, employed full-time, and unemployed
- Older respondent (49 years of age)
- Long-term residents (23 years in Ames)
- Female respondents

Ames Animal Shelter and Animal Control.

- Younger respondent (38 years of age)
- Newer residents (14 years in Ames)
- Female respondents
- Renter
- Unemployed
- Under \$25,000

Ames Public Library. There is no significant difference in support.

- Older respondent (51 years of age)
- Female respondents

Land use planning (both current planning and long term).

- Younger respondent (43 years of age)
- Renter
- Part-time
- Under \$25,000

Parks Activities.

- Younger respondent (39 years of age)
- Newer residents (11 years in Ames)
- Renter
- Student
- Under \$25,000

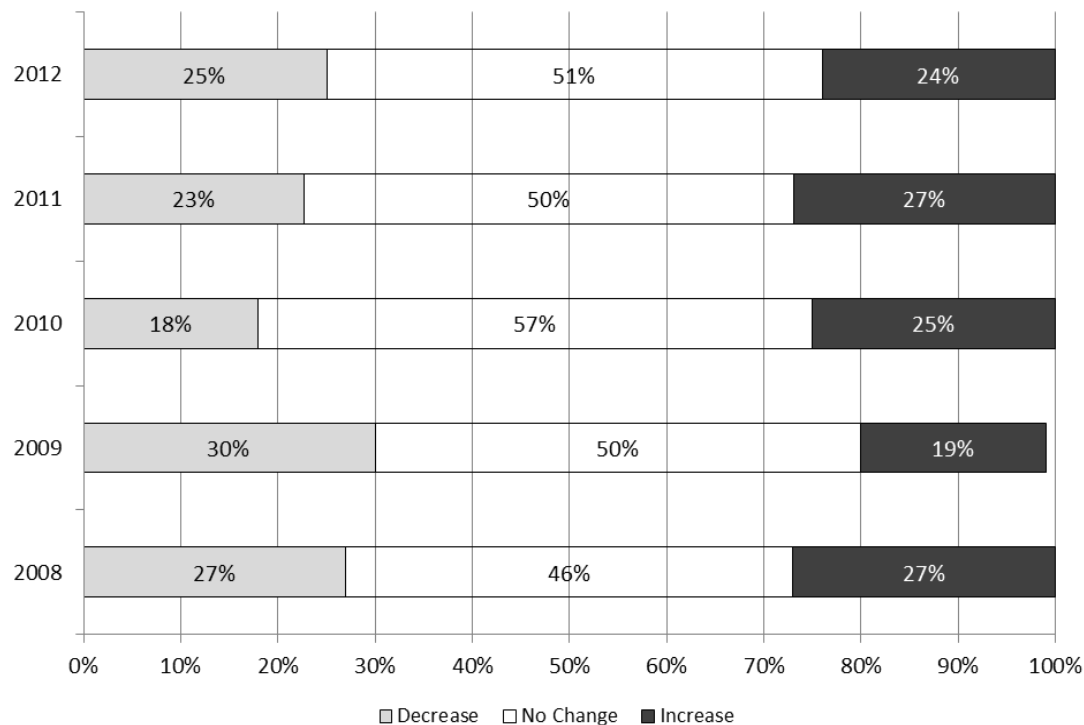
Recreational Opportunities.

- Younger respondent (38 years of age)
- Newer residents (10 years in Ames)
- Student
- Under \$25,000

Transit system (CyRide). There is no significant difference in support.

Residents were asked how much they thought property taxes should be adjusted next year in light of their spending priorities. Figure 2 illustrates how respondents have answered this question over the past 5 years. The figure shows variation in responses to this question over time. The 2012 results show a balance between increase and decrease when compared to 2011. More than half of respondents show a preference for no change in property tax rates with 51% respondents suggesting the rate stays the same. Twenty-five percent suggested a decrease in property tax (23% in 2011) and 24% suggest an increase (27% in 2011).

Figure 2. Trends in preferred property tax adjustments for next year



Capital Improvement Priorities

Next, respondents were asked to rate the importance of six capital improvement projects and given the option of “other.”

As shown in Table 5, reconstructing existing streets was the top priority for capital improvement with a mean value of 3.2 based on a 1-4 scale (1 being not very important, 2 not important, 3 important and 4 very important). Reconstructing existing streets was rated as somewhat or very important by 84% of the respondents. Traffic flow improvement was noted as the second most important capital improvement projects, followed by storm water drainage improvements, bike path improvement, library improvements, and existing park improvements. Forty-three responses were given to “other.”

Table 5. Capital improvement priorities.

Capital Improvements	<u>Somewhat or Very Unimportant</u>	<u>Somewhat or Very Important</u>	<u>Average*</u>
Reconstructing existing streets (n = 460)	16%	84%	3.2
Traffic flow improvement (n = 462)	29%	71%	3.0
Storm water drainage improvements (n = 456)	26%	74%	3.0
Bike path improvements (n = 456)	37%	63%	2.8
Library facility improvements (n = 462)	39%	61%	2.7
Improvements to existing parks (n = 462)	35%	65%	2.7
Other (n = 43)			

*1=very unimportant; 2=somewhat unimportant; 3=somewhat important; 4=very important

Other responses:

- Parking
 - A very important issue to residents in my area of town is the availability of parking. We would like to see tax dollars go toward improving and expanding public residential parking.
 - 5-story parking ramp
- Utilities
 - Additional municipal utilities: cable TV, internet
- CyRide
 - More bus
- Street improvements
 - Duff + Main
 - Duff Ave crossing
 - Eliminate Main Street & have a waiting mall then build a
 - Sidewalks where none exist, particularly west Lincoln way
 - Add overpass over train tracks Duff + Lincoln way
 - Railroad crossing @ Duff
 - Need a left turn signal going down Lincoln way turning down Clark
 - The right lane should be removed from northbound South Dakota Ave at the intersection of Mortensen Rd - this is an invitation for competition, bad feelings, and asking for an accident. We should start ticketing this kind of driving, even if it is an insignificant fine (the time consumed should be enough of a deterrent).
 - There should be a turning signal for left turning drivers on Beach and Lincoln.
 - Improving intersection safety for bikes and pedestrians. Bike lanes to get bikes off sidewalks
 - Lighting Mortensen Road, as it is currently very dark and makes pedestrian travel very unsafe at night.
 - Would like to see NO graveled roads in town
 - Traffic light and mark for sidewalk
- Traffic
 - Speed limit
 - Speed - road light control
 - I think Ames traffic flow is above the standard for the city of its size.
 - Review speed limits (eliminate "speed" trap)

- Infrastructure improvement
 - Come up with a "common sense" plan to actually maintaining an infrastructure
 - Flood control
 - Stop construction in the flood plain
 - Green technology spaces
 - Hospital
 - Fix North Grand Mall
- Recreational facilities
 - Recreation space & facilities
 - Running paths
 - Walking paths in nature
- Downtown
 - I'm not sure if this is because of any ordinances or not, but pubs, cafes, and restaurants in downtown Ames rarely have outdoor seating, or they only have one table. It would be great if they were allowed to have more outdoor seating on the front sidewalks and back parking lot. Would promote better, more lively atmosphere downtown.
 - Revitalizing downtown/continue investment
- Although I want improvements, don't ruin existing buildings or architecture in the process.
- Ames Animal shelter improvements
- Deer control
- Diversity events
- Less government
- More clean energy
- Neighborhood schools
- Trash regulation enforcement
- Tree and other plant selection choices.
- Tree trimming next to streets

Table 6 illustrates trends in respondents' views about the importance of each of the capital improvement projects in the last five years. The top three important projects were quite consistent: reconstructing existing street as the most important project in the last 5 years followed by storm water drainage and traffic flow improvements as either 2nd or 3rd most important improvement projects. It is very notable that there was a 7% increase in the importance of bike path improvement from last year (56% for 2011 to 63% for 2012).

Table 6. Trends in capital improvement priorities

<u>Service</u>	Survey Year				
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
	Percent very or somewhat important				
Reconstructing existing streets	84	84	87	84	84
Storm water drainage improvements	67	73	67	77	74
Traffic flow improvements	65	84	68	71	71
Improvements to existing parks	55	50	55	59	65
Bike path improvements	51	53	55	56	63
Library improvements	53	58	53	59	61

Table 7 shows the ranking distribution of capital improvements priorities. Reconstructing existing streets was ranked as first and second highest priorities with improvements to existing parks as the third choice. (Table 7)

Table 7. Ranking of Capital Improvement Priorities

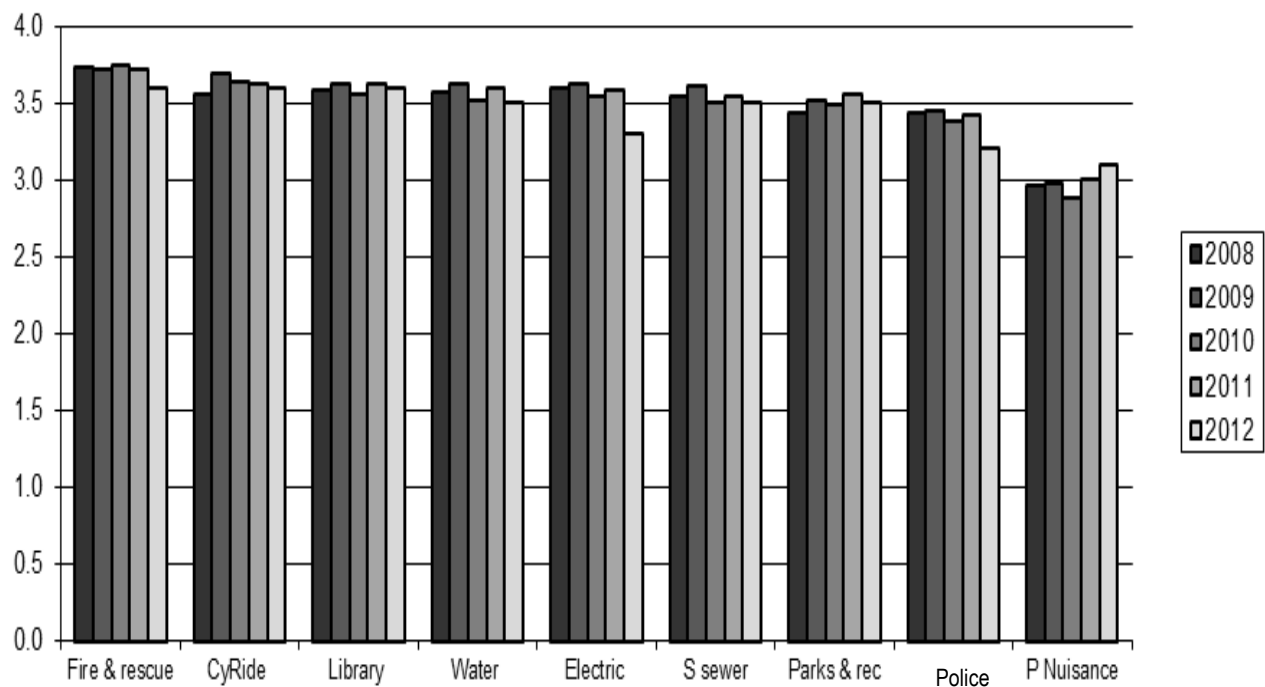
Capital Improvements	1st Priority (n=460)	2nd Priority (n=456)	3rd Priority (n=453)
Reconstructing existing streets	37%	22%	13%
Traffic flow improvements	23%	19%	15%
Bike path improvements	11%	12%	17%
Storm water drainage improvements	10%	21%	19%
Library improvements	9%	15%	15%
Improvements to existing parks	5%	10%	21%
Others	3%	1%	1%

Resident Satisfaction with City Services

Respondents were asked to determine their level of satisfaction with services provided by the City. Based on a scale of 1 to 4 (1 = “very dissatisfied”, 2 = “somewhat dissatisfied”, 3 = “somewhat satisfied”, and 4 = “very satisfied”), Figure 3 shows the perceived satisfaction level on the services provided by the city over time. As in previous years, the level of satisfaction with City services continues to be high. From 2008 to 2012, all of the nine services were rated high (satisfied to very satisfied) by the respondents except for public nuisance enforcement. The level of satisfaction with public nuisance enforcement slightly increased from 2011 to 2012. However, the levels of satisfaction with other 8 services in Figure3 slightly decreased in 2012 compared to 2011.

Table 8 groups the responses into “very/somewhat dissatisfied” and “very/somewhat satisfied” with don’t know/don’t use removed.

Figure 3. Perceived Satisfaction Levels on Services, 2008-2012.



*1 = very dissatisfied; 2 = somewhat dissatisfied; 3 = somewhat satisfied; 4 = very satisfied

Respondent satisfaction with City departments remained high in 2012, with seven out of service areas receiving 90% or more “somewhat or very satisfied” responses (Table 8).

Table 8. Summary Table of Satisfaction with City Services (removing “don’t know”)

City Services	Very/ Somewhat Dissatisfied	Very/ Somewhat Satisfied
Fire Department services	2%	98%
Library services	3%	97%
CyRide	3%	97%
Sanitary sewer system	4%	96%
Water Department services	4%	96%
Parks & Recreation services	8%	92%
Law enforcement services	8%	92%
Electric Department services	11%	89%
Public Nuisance Enforcement	18%	82%

Police Department

Respondents’ preference for future emphasis for Police Department activities is shown in Table 9. In Table 10, the preferences are tracked over a period of several years to identify trends. When respondents were asked to report whether they thought specific activities by the Ames Police Department should receive less emphasis, the same emphasis, or more emphasis, more than half of respondents indicated emphasis should be the same for every category but one (illegal drug use and enforcement (46%)).

In the categories of illegal drug use prevention and enforcement, 45% of respondents said it should receive more emphasis and 9% suggested less emphasis. Just a little over 1/3 of the respondents (40%) said parking laws enforcement should receive less emphasis, 19% for speed limit enforcement, and 16% believed noise laws and nuisance party enforcement should receive less emphasis. None of the respondents believed that violent crime investigation should receive less emphasis (0%).

Table 9. Future emphasis for Police Department activities.

<u>Police Department activity</u>	<u>Less</u>	<u>Same</u>	<u>More</u>
Illegal drug use prevention and enforcement (n = 413)	9%	46%	45%
Sex-related offenses investigation (n = 411)	2%	58%	41%
Violent crimes investigation (n = 411)	0%	64%	36%
Domestic violence & family dispute resolution (n= 412)	2%	68%	30%
Crime prevention and education activities (n = 411)	5%	65%	30%
Alcohol-related crime enforcement (n=412)	13%	59%	29%
Bad checks, fraud & identity theft investigation (n = 407)	3%	70%	28%
Residential patrolling (n = 410)	7%	72%	21%
School resource officer services (n = 412)	8%	73%	19%
Juvenile crimes investigation (n = 412)	4%	78%	18%
Speed limit enforcement (n = 413)	19%	64%	17%
Noise law and nuisance party enforcement (n = 410)	16%	68%	16%
Traffic control and enforcement (n = 412)	7%	77%	16%
Animal control and sheltering (n = 414)	16%	75%	9%
Business district patrolling (n= 412)	10%	83%	7%
Parking laws enforcement (n = 413)	40%	55%	5%

Trends in opinions about Police Department activities are shown in Table 10. For the past several years, illegal drug use prevention and enforcement, and sex-related offenses investigation have continued to be the categories respondents desire “more emphasis.”

In 2009, an emphasis on violent crimes investigation showed a jump with 44% of respondents suggesting more emphasis. This year it decreased by 8% from 2009 and increased 1% from last year. On the other hand, respondents felt that the police department should concentrate more on sex-related offense investigation, crime prevention and education activities, alcohol-related crimes enforcement, fraud & identity theft investigation, school resource officer services, and business district patrolling. Responses on more emphasis on these activities range from 7% to 41%, which were higher than the 2011 data. Responses on more emphasis on other police activities decreased comparatively to 2011 data.

Table 10. Trends in “more emphasis” for police department activities

<u>Police Department activity</u>	Survey Year				
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
	Percent				
Illegal drug use prevention and enforcement	46	43	45	43	45
Sex-related offenses investigation	40	46	43	40	41
Violent crimes investigation	36	44	41	35	36
Domestic violence/family dispute resolution	29	38	35	31	30
Crime prevention and education activities	33	35	35	27	30
Alcohol-related crimes enforcement	33	30	31	26	29
Bad checks, fraud & identity theft investigation	36	31	39	25	28
Residential patrolling	24	20	25	22	21
School resource officer services	22	18	17	18	19
Juvenile crimes investigation	23	23	20	23	18
Speed limit enforcement	17	20	16	18	17
Noise laws and nuisance party enforcement	17	18	24	20	16
Traffic control and enforcement	15	15	15	17	16
Animal control and sheltering	16	13	14	15	9
Business district patrolling	6	5	9	6	7
Parking laws enforcement	4	5	5	5	5

Fire Department

Fire Department activities also were addressed in the survey. In Table 11, respondents’ satisfaction ratings are illustrated. Almost all of the respondents were somewhat/very satisfied with efforts at putting out fires (98%), ambulance assistance (98%), followed by 92% for fire prevention education and outreach and 90% for home business safety inspection. A substantial number of respondents indicated that they did not know how satisfied they were with each of these activities, and these individuals were excluded from the data in Table 11.

Table 11. Satisfaction with Fire Department activities (“Don’t Know” removed)

Fire Dept. Activity	Very/Somewhat Dissatisfied	Somewhat/Very Satisfied
Putting out fires (n=183)	2%	98%
Ambulance assistance (n=178)	2%	98%
Fire prevention education and outreach (n=209)	8%	92%
Home and business safety inspections (n=174)	10%	90%

Ames Electric Service

The number of respondents who have experienced a power outage fluctuates every year. In 2008, 45% experienced power outage, that number rose to 55% in 2009. The increase in 2009 could be attributed to several factors included planned outages necessary for infrastructure improvements. In 2010, the percent of the respondents who experienced power outage reached a low of 37%. In 2011, after a year of challenging weather, the number climbed to 60% and it further increased to 65% in 2012 (Table 12)

Respondents observing a burned out street light increased from 38% in 2011 to 43% in 2012. 22% of respondents experienced power surge which affected their computer operation, 6% higher than the previous year. Of the 13% who reported a burned-out light, 68% said that the light was repaired within 10 days, while 11% can’t remember if it was fixed within 10 days..

Table 12. Respondents’ experience with electric service interruption.

<u>Service outage</u>	Survey Year				
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
	Percent who responded “yes”				
Experienced power outage	45	55	37	60	65
Observed burned out streetlight	47	45	46	38	43
Experienced power surge which affected computer operations	16	12	15	16	22
Reported burned out light	12	18	9	14	13

Satisfaction with various services provided by the electrical department is shown in Table 13. Ninety-three percent of Ames customers were somewhat or very satisfied with power quality. When removing respondents who marked “Does Not Apply,” 53% of respondents were very satisfied with the ease of reporting an outage and 52% were very satisfied with the response of employees. More than half (54%) of those responding said they were very satisfied with the time to restore service after an outage.

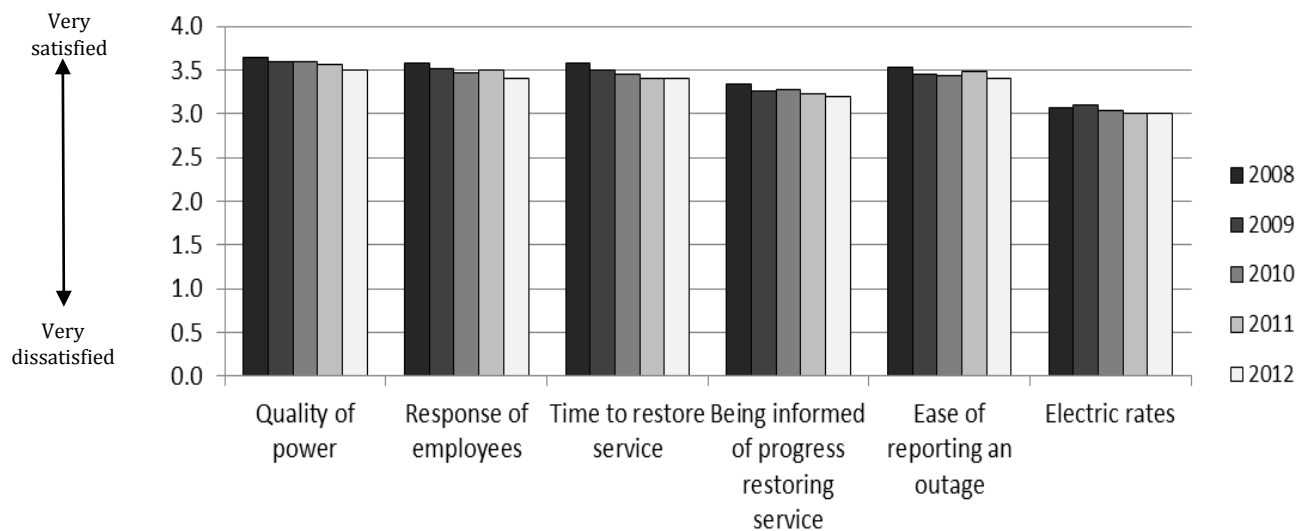
This trend is almost the same in the past five years from 2008 to 2012. Generally, the respondents were satisfied with the services received from electric department. The lowest rating was given to electric rates. (Figure 4)

Table 13. Satisfaction with Electric Department services

Electric Department Services	<u>Very Dissatisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Somewhat Satisfied</u>	<u>Very Satisfied</u>	<u>Does not Apply*</u>
The quality of power (n = 391)	2%	5%	33%	60%	9%
Time to restore service (n = 389)	2%	7%	37%	54%	25%
Ease of reporting an outage (n = 393)	3%	9%	35%	53%	32%
Response of employees (n = 390)	2%	5%	42%	52%	32%
Being informed of progress restoring services (n = 391)	4%	14%	44%	39%	29%
Electric rates (n = 391)	4%	20%	48%	28%	10%

* "Does not apply" excluded when calculating percentages for "very dissatisfied" to "very satisfied."

Figure 4. Satisfaction with City Electric Department activities, 2008-2012



This year the respondents were also asked if they are willing to pay a premium on your utility bill to cover the higher costs of purchasing and producing renewable energy. Fifty-five percent of respondent said yes. Among those 55%, 51% respondents were willing to pay a 5% increase, 34% were willing to pay a 10% increase, and 8% were willing to pay a 20% increase.

Water and Sanitary Sewer Utilities

Nearly all of the respondents (90%) use City of Ames water and sewer services in their homes. Of those, majority reported never having problems such as too much pressure (98%), soft water (93%), disagreeable taster or odor (83%), rust (82%), too little pressure (80%), sediment (79%), and hard water (78%).

Only 2% to 15% have had any of those problems once or twice in the past year. Four percent said they had a problem with hard water three to six times, and another 9% occurring seven or more times last year. (Figure 5a) For the past five years, the frequency of occurrence of water problems is consistent. (Figure 5b)

Figure 5a. Frequencies of water service problems, 2012

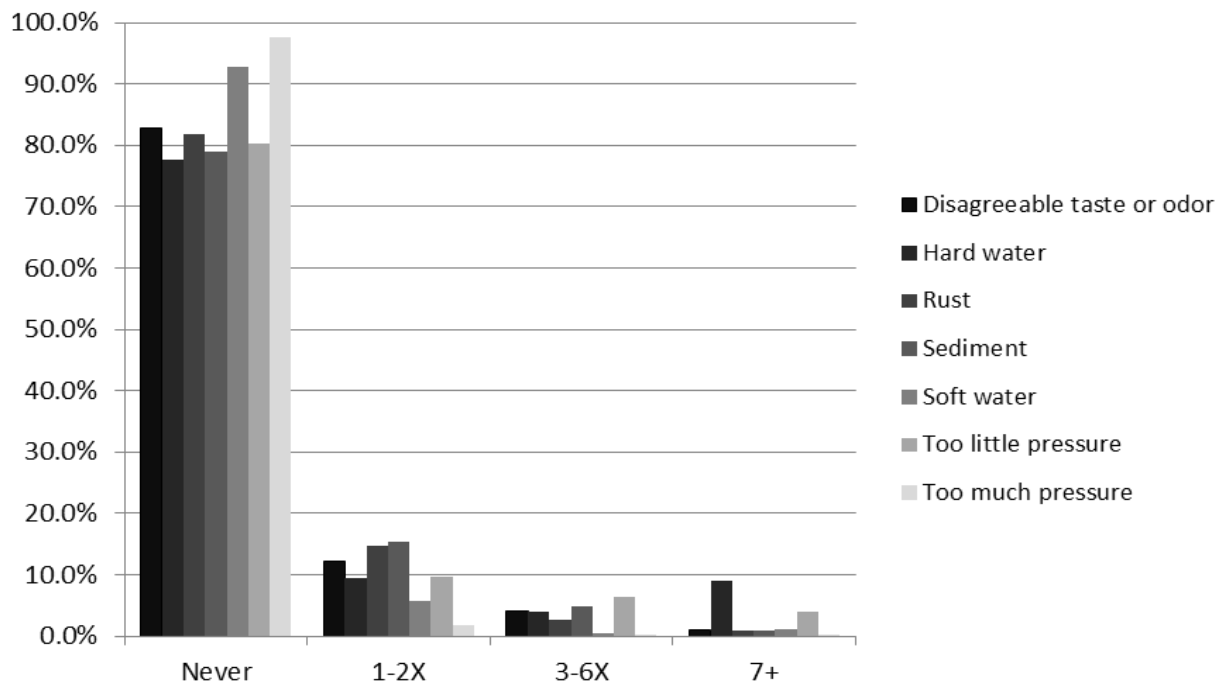
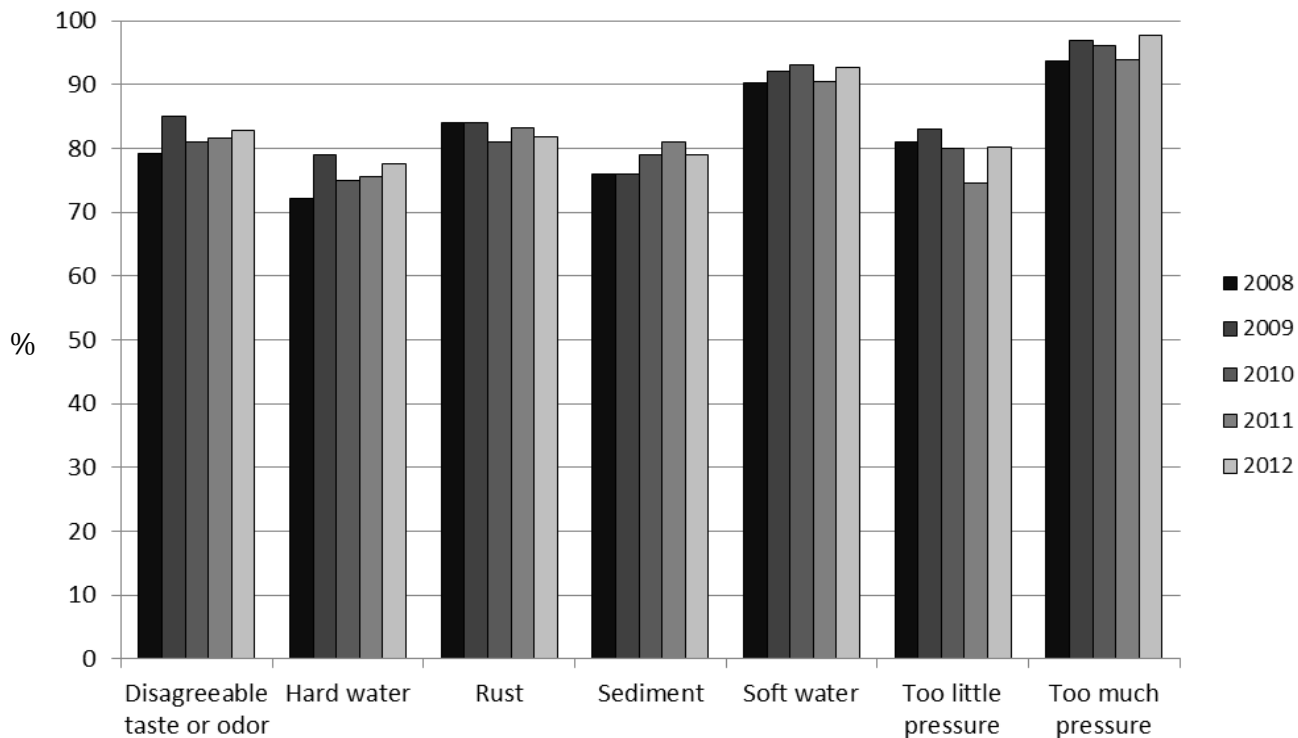
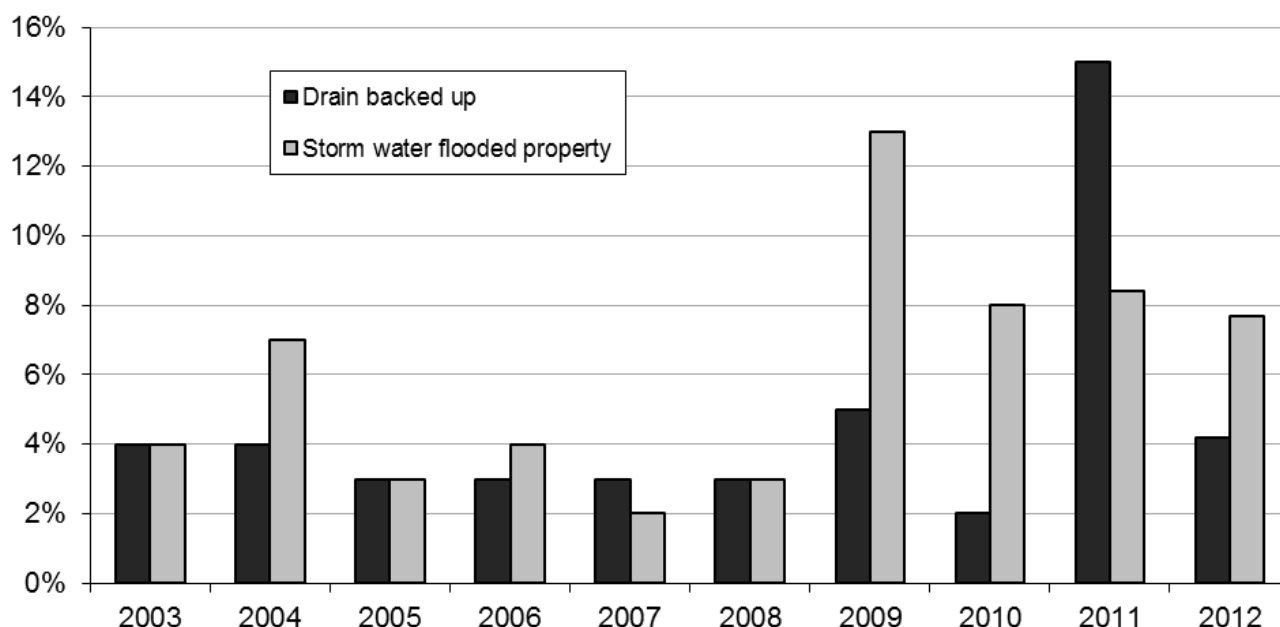


Figure 5b. Respondents Reporting No Water Service Problems, 2008-2012



Residents were also asked if the City sewer system caused a back-up in their basement/home. Only 4% (n=17) said yes. Of those who had a sewer problem, one-third (33%) reported the problem to the city. Finally, residents were asked whether the storm water flooded their property from a city street. In 2012, storm water flooding was reported by 32 respondents or 8% (Figure 6). Of the 32 respondents who experienced flooding, one-third reported the problem to the city. When asked how satisfied they were with the city's response to the flooding problem, 20% said they were satisfied (somewhat and very satisfied). The graph below indicates that problems related to city's sewer system decreased from 2011 to 2012.

Figure 6. Respondents' experience with city sewer system problems, 2003-2012



Satisfaction with services of City Water & Pollution Control Department is reported in Table 14. Ninety-one percent of the respondents were satisfied (somewhat and very satisfied combined) with water quality, when respondents who marked “Does not apply” are excluded. Three-fourths or more were satisfied with sewer and water rates (75% and 79%, respectively).

Table 14. Satisfaction with Water & Pollution Control Department services

	<u>Very dissatisfied</u>	<u>Somewhat dissatisfied</u>	<u>Somewhat satisfied</u>	<u>Very satisfied</u>	<u>Does not apply*</u>
Water quality (n = 383)	3%	6%	24%	67%	4%
Water rates (n = 357)	6%	15%	51%	28%	11%
Sewer rates (n =351)	7%	18%	49%	26%	12%

* “Does not apply” excluded when calculating percentages for “very dissatisfied” to “very satisfied.”

Neighborhood Nuisance Enforcement

Respondents' satisfaction with enforcement efforts against neighborhood nuisances is illustrated in Table 15. Among those who expressed opinions, more than two-thirds were "somewhat" to "very satisfied" with each enforcement effort related to front yard parking on residential property (76%) and noise limits (73%). More than half of the respondents were satisfied with property upkeep (63%), junk on property, such as old cars, tires, furniture, garbage (63%), over occupancy in rental property (62%), and yard upkeep (61%). The average satisfaction is moderate (level ranges from 2.70 to 2.98). Between 30% and 57% respondents indicated they did not have an opinion on each of these activities. These individuals were excluded from the denominator when percentages for "satisfied" and "dissatisfied" were calculated.

When satisfaction was compared against geographic characteristics of the respondents, those from southeast part of the town were more satisfied with the issue of property upkeep compared with those who live in the southwest parts of the town.

Table 15. Satisfaction in neighborhood nuisances enforcement (No opinion removed)

<u>Nuisance</u>	<u>Very/Somewhat</u> <u>Dissatisfied</u>	<u>Somewhat/Very</u> <u>Satisfied</u>	<u>No Opinion</u>
	Percent		
Front yard parking on residential property (n = 418)	24	76	45
Noise limits (417)	27	73	37
Property upkeep (n = 418)	37	63	33
Junk on property (n = 418)	37	63	32
Over-occupancy in rental property (n = 419)	38	62	57
Yard upkeep (n = 418)	38	61	30

Transportation

Residents were given the opportunity to rate street and bike path maintenance using a four-point scale from "very good (4)" to "very poor (1)." The average values ranged from 2.8 to 3.2, meaning the road services were rated "good". When "very good" and "good" responses were combined, responses ranged from 73% for surface condition of major streets in the neighborhood to 93% for street sweeping in business areas. (Table 16)

Table 16. Road service ratings

<u>Road Service</u>	<u>Very Poor/</u>	<u>Very Good/</u>
	<u>Poor</u>	<u>Good</u>
	<u>Percent</u>	
Street sweeping in business areas (n = 408)	7	93
Appearance of medians and parkways (n = 417)	8	92
Snow plowing on major streets (n = 420)	9	91
Street sweeping in your neighborhood (n = 407)	16	85
Adequacy of bike path system (n = 407)	19	81
Ice control at intersections (n = 416)	21	79
Snow plowing in your neighborhood (n = 417)	22	78
Condition of streets in your neighborhood (n = 417)	23	77
Surface condition of major streets (n = 418)	27	73

Figure 7a&b compares this year's road service ratings with ratings from previous years. Generally, the quality of street maintenance improved this year. However, snow plowing experienced a positive feedback in favorable responses. The rating of snow plowing in the neighborhood has improved considerably from 2.4 in 2010 to 2.9 in 2012. Six of the nine street maintenance features listed below increased from .1 to .2. The remaining three maintained the same ratings as last year: bike path system, street sweeping in business areas and street sweeping in your neighborhood. Surface condition of major streets had the lowest ratings ($M = 2.8$) but had a considerable improvement compared to previous years.

When looking at the age and length of residency of the respondents, four out of nine road service ratings were statistically significant (adequacy of bike path system, ice control at intersection, and snow plowing on both neighborhood and major streets). The older and the longer they live in the city, the higher they rate on these four road services.

In 2012, those living in northwest Ames had the highest rating for surface condition of street in the neighborhood ($M=2.9$), which is statistically significant from those living in southwest ($M=2.7$). The trend is the same as ice control at intersections, the snowplowing in business area and the neighborhood, and street sweeping in your neighborhood.

Figure 7a. Quality of street maintenance features (2008-2012).

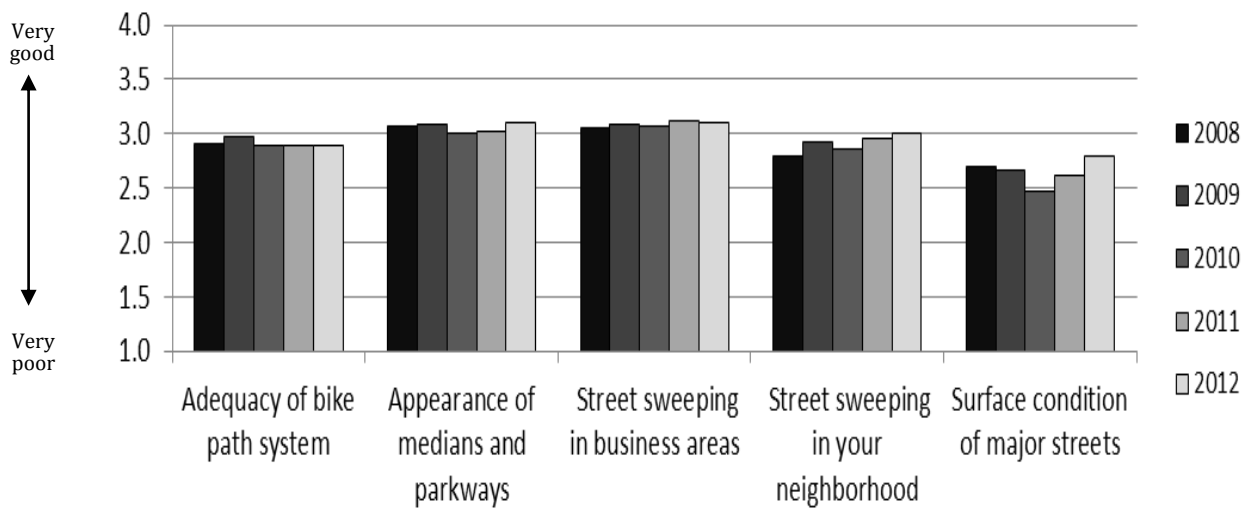
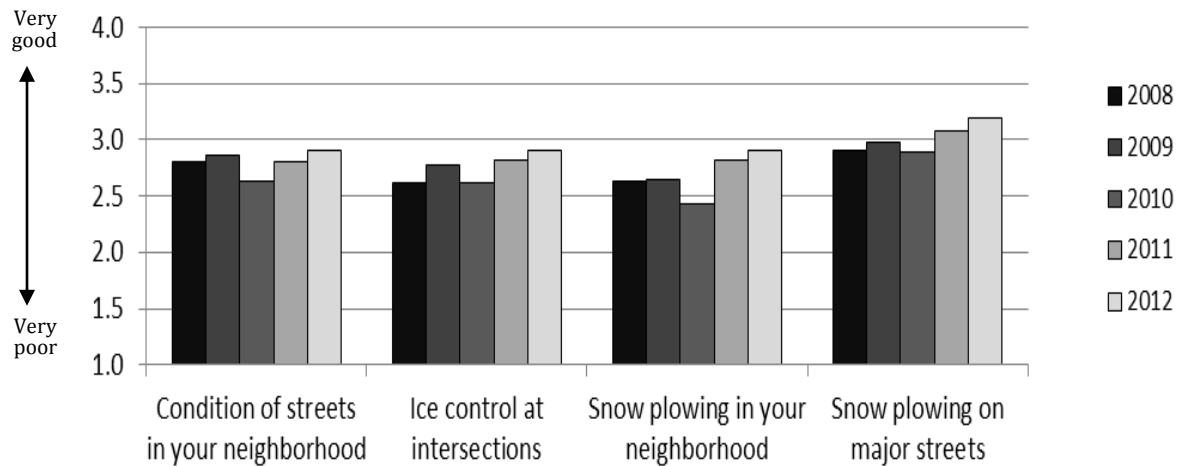


Figure 7b. Quality of street maintenance features (2008-2012).



More than three-quarters of the respondents (79%) said that the number of traffic/stop signs along the city street they travel is about right (Table 17a). The response to this question is almost constant for the past five years (Table 17b). The survey also asked about the effectiveness of coordination between traffic signals. As seen in Table 18, while 46% of respondents said coordination was “often and/or always” effective, 48% said the coordination was “rarely to sometimes” effective.

Table 17a. Traffic/stop signal placement along streets, 2012

	Traffic signals along city street you travel	Stop sign along city street you travel	Traffic signs along major city street
	Percent		
Right number	79	83	82
Too many	16	11	14
Too few	5	6	4

Table 17b. Traffic signal placement along streets that respondent travels

	Survey Year				
Placement	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
	Percent				
Right number	76	79	79	82	79
Too many	18	16	16	14	16
Too few	6	5	5	4	5

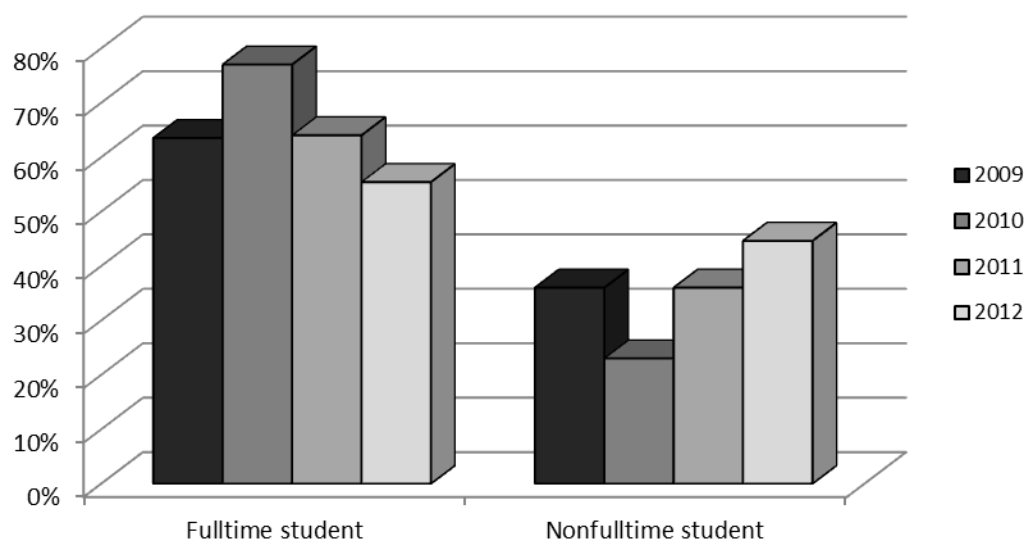
Table 18. Signal Coordination Effectiveness, 2012

	Percent
Sometimes effective	34
Often effective	30
Rarely effective	14
Almost always effective	16
Don't know	6

CyRide

Ames' mass transportation system – CyRide – was addressed next in the questionnaire. Figure 8 shows how CyRide user/non-user differ by student status (fulltime versus non-fulltime students). Fulltime student respondents were more likely to use CyRide at least once a week (55%) when compared to non-fulltime students (45%).

Figure 8. Use CyRide at least once a week, 2009-2012



In 2012, 36% of respondents reported to be CyRide users to various degrees. In the past 5 years, the trend in the use of CyRide has shown a U-shaped curve. The percentage of respondents who said they had “never” ridden the bus decreased from 66% in 2008 to an all-time low of 44% in 2010. It is possible this result was influenced by the survey’s high ISU student responses. Also it was the first survey taken after fare-free CyRide was implemented (summer 2009). However, the percentage increased over the last two years. In 2012, 64% of respondents reported they never rode the bus. There was also a drop on the frequency of rides taken by some respondents compared to last year. For example, there was a 5% decrease of CyRide users who ride 2 to 6 times a week and a 2% decrease of those who ride more than 10 times a week (Table 19).

There is some correlation between resident demographics and CyRide usage. CyRide users are mostly younger (33 years of age) and have stayed in Ames for a shorter period of time (9 years). However, the non-CyRide users were older (average age 52) and have lived in Ames longer (average 25 years). The majority of those who used CyRide were students (55%) and were mostly renters (73%).

Table 19. Respondents’ weekly CyRide usage

Weekly use	Survey Year				
	2008	2009	2010	2011	2012
	Percent				
Never	66	64	44	57	64
2 to 6 time	13	15	24	21	16
7 to 10 times	9	8	4	9	9
More than 10 times	8	8	22	9	7
Once a week	4	5	6	4	4

Table 20 considers reasons CyRide is not used more often. Almost half (47%) of respondents indicated that they prefer to drive their own car, and another 19% attributed their low usage to an inconvenient route or schedule. Ten percent mentioned that private car is required to go to work. The category “other” was added to the survey in 2011 and was selected by 11% of respondents.

Table 20. Trends in reasons CyRide not used more often, 2008-2012

Reason	Survey Year				
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
	Percent				
Prefer to drive own car	53	48	50	48	47
Inconvenient route or schedule	17	22	34	20	19
Car required for work	10	14	12	15	10
Lack of information about CyRide system	3	5	4	2	4
Too costly	2	2	1	4	3
Other	19	13	33	11	11

Other responses:

- Schedule
 - 20 minutes interval is too long. 10 minutes would be better.
 - Would not be available for my work hours if I go desired to ride. example: 4:30 am and 10:45 pm
 - Yellow route often does not coordinate with green & red at city hall. Long midday space with no service on yellow route. No Sunday service on yellow route. No evening service on yellow route.
- Other means of transportation
 - Bike
 - Can walk or bike many trips instead of car
 - Carpool with someone who drives
 - I like to walk.
 - I use a wheelchair and it is easier for me to drive my own van or call HRTA
 -
- Inconvenience
 - Carrying exact change
 - Crowded buses
 - Disability
 - Don't want to get sick-motion
 - Went to seats that were cushion to plastics that are uncomfortable
 - Shopping - too much ""luggage"" - and inconvenient routes for shopping
 - Transfers add 30-50 min to travel time. hours of work does not allow

- Route
 - We live far from any route
 - Doesn't run late enough to get home
 - Don't come to our area
 - Need yellow on Sundays to get to work by Sam clubs.
 - No bus in Northridge Heights
 - No stop nearby
 - Not on a route
 - Route does not compliment my route to class, it is faster to walk than to get to the bus and ride.
 - Some routes run not often, no brown on Sunday
 - Cannot walk very far
- Have to transport kids
- I think the rates are too high
- Incorporate errands on my trips around town
- Kids - drop off and pick up
- Need quick access to vehicle to get my young children from daycare
- Used for ACPC

Community recreation

Residents were asked to rate their level of satisfaction with recreational facilities on a four-point scale from “very good (4)” to “very poor (1).” Individuals who did not use a facility are not included in Table 21 ratings.

Satisfaction with parks and recreational facilities continues to be high with 89% to 97% of facility users providing a combined “very good” and “good” ratings. The average rating ranges from 2.8 to 3.4 on the 4-point scale. “Restrooms” is the only recreational facility that was rated below 3.0 (good). Satisfaction level is lower this year compared to previous year in all parks and recreational features except wooded areas. (Figure 9a & 9b)

Table 21. Users' satisfaction with parks and recreation facilities, 2012

<u>Facility</u>	<u>Very Poor</u>	<u>Poor</u>	<u>Good</u>	<u>Very Good</u>	<u>Don't Use*</u>	<u>Average**</u>
	<u>Percent</u>					
Overall appearance of parks (n = 429)	<1	3	53	43	7	3.4
Wooded areas (n = 428)	1	5	59	35	20	3.3
Hard surface trails/crushed rock trails (n = 428)	1	5	63	31	22	3.3
Playground equipment (n = 430)	1	4	71	24	36	3.2
Shelter houses (n = 429)	1	4	71	24	22	3.2
Picnic areas (n = 430)	<1	11	65	24	19	3.1
Tennis courts (n = 430)	1	10	66	23	57	3.1
Restrooms (n = 429)	1	10	66	23	32	2.8

* "Don't Use" excluded when calculating percentages & average for "very good" to "very poor."

**1=very poor; 2=poor; 3=good; 4=very good

Figure 9a. Rating of Parks and Recreation features in the past 5 years.

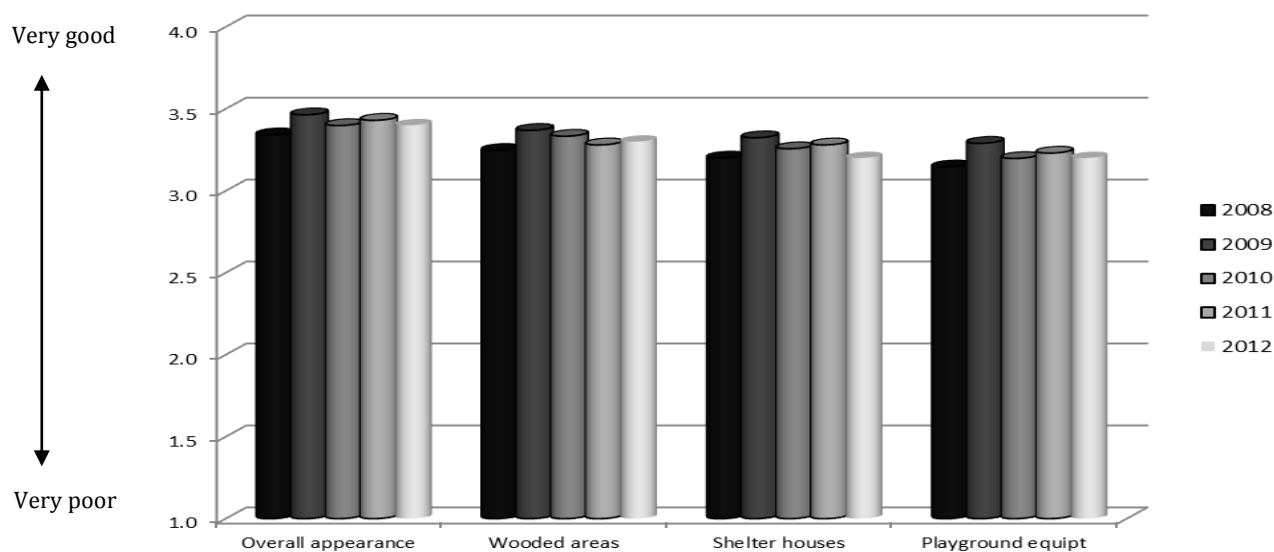
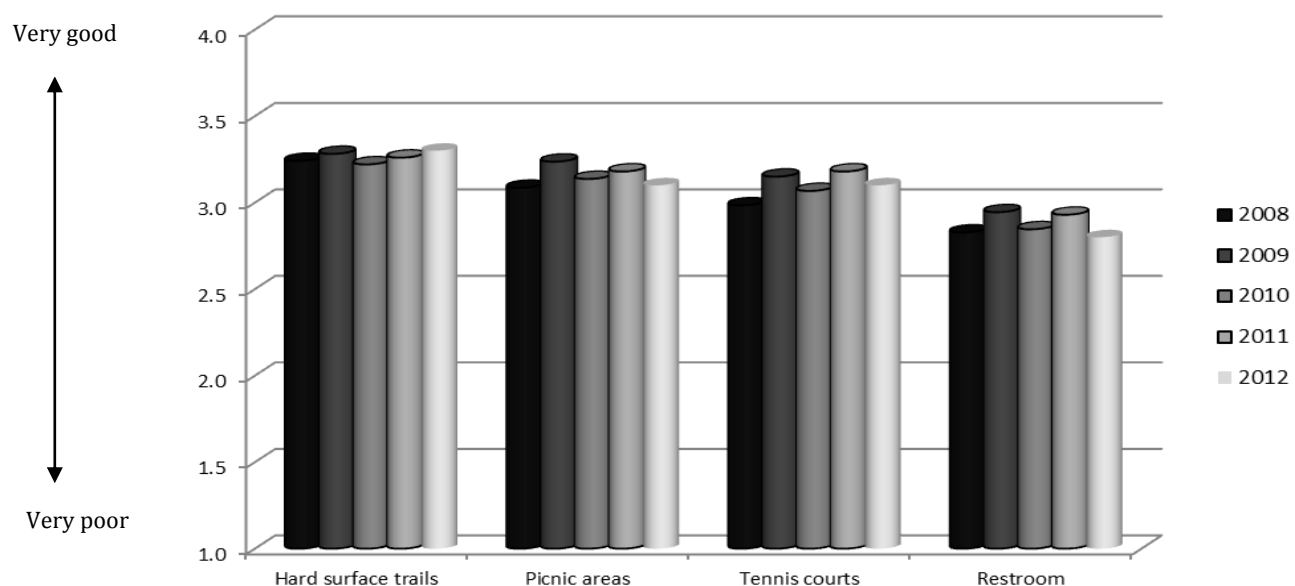


Figure 9b. Rating of Parks and Recreation features in the past 5 years.



Ames Public Library

Generally, Ames Public Library was rated highly by the respondents. The 13 services provided by Ames public library were rated good/very good by 91% to 98% of the respondents. On the 4-point scale, average scores ranged from 3.2 to 3.6 (good to very good).

Features or services mostly used/visited and were rated highly (3.5 and higher) by respondents are customer service, use of library resources from home via computer, asking questions of staff by phone or in person, bookmobile service, programs (i.e. story hour, book discussions, concerts), welcoming atmosphere, and range of available materials.

Table 22. Users' rating with Ames Public Library features, 2012

<u>Feature</u>	<u>Very Poor</u>	<u>Poor</u>	<u>Good</u>	<u>Very Good</u>	<u>Don't Use*</u>	<u>Average*</u>
	Percent					
Customer service (n = 418)	1	1	40	58	33	3.6
Asking questions of library staff by phone (n = 417)	2	2	38	59	57	3.5
Use of library resources from home via computer (n = 416)	2	3	36	59	53	3.5
Bookmobile service (n = 416)	2	2	39	58	72	3.5
Programs (story hour, book discussions, concerts) (n = 416)	1	2	42	55	61	3.5
Welcoming atmosphere (n = 417)	1	4	41	53	30	3.5
Range of materials available (n = 417)	1	3	44	52	30	3.5
Availability of seating (n = 417)	1	7	44	47	45	3.4
Wait time for requests/holds (n = 416)	1	5	51	43	49	3.4
Handicapped accessibility (n = 413)	3	5	49	44	72	3.3
Page one - the library newsletter (n = 411)	2	2	55	41	75	3.3
Meeting/study rooms (n = 416)	2	4	60	35	57	3.3
Internet/computer services (n = 415)	2	7	59	32	63	3.2

[* Don't Use responses not included in calculating ratings and averages.](#)

Reasons for not using the library more often differ based upon whether the respondent is an Iowa State University student or not. Only 14% of Ames public library users were ISU students. The rest were not ISU students (86%).

The reasons why ISU students do not use the Ames Public Library were because they are able to use other sources (76%) and they didn't have time to go to the library (65%). On the other hand, non-ISU students' reasons were no time to go to the library (56%), and they use other sources (45%). While 31 percent of non-ISU students listed parking as a reason for not using the Ames Public Library more often, 11% of Iowa State students listed that as a reason. Problem with inconvenient hours was perceived by both ISU and non-ISU students as a hindrance (12% and 13%, respectively).

Other reasons mentioned for not using the Ames public library were:

- I use ISU campus library
- Age + walking ability
- Inconvenient location
- Limited collection
- Safety issue of the surrounding area
- I work at ISU library
- Need more handicap parking on street fronting library
- Need to have more children archives
- Noise level of public and library staff! This is major and very annoying. What happened to common courtesy?!
- Poor airflow
- Small, if any, inter-library loans, and
- Was hard to look for books wanted, must use a cane and access to aisles difficult

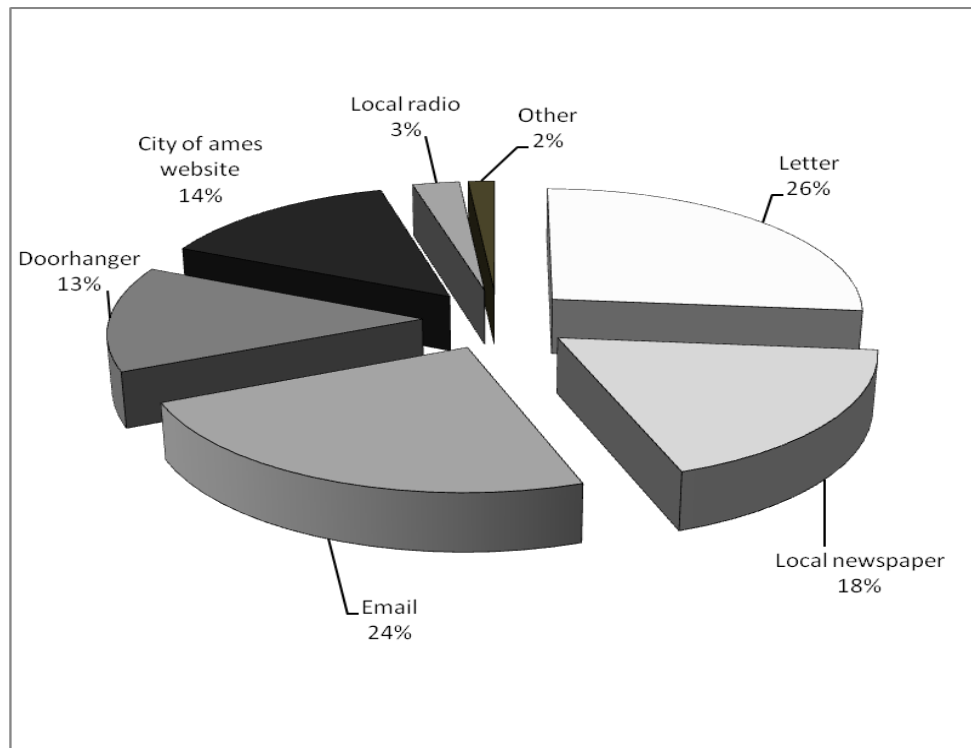
Table 23. Comparing students & non-students' reasons for not using the Ames Public Library

<u>Respondent status</u>	Parking problem	Use other sources	Hours not convenient	<u>Don't have</u> <u>time</u>
	Percent			
Iowa State University student (n= 66)	11	76	12	65
Non-ISU student (n=137)	31	45	13	56

Information Dissemination

The next section of the questionnaire asked respondents how they want to learn about City of Ames services, programs and projects, as well as their thoughts on the usefulness of various media sources. Figure 10 shows that letter is still the most popular method of communication (26%) (the same as 2010), followed by email (24%), local newspaper (18%), city's website (14%), door hanger (13%), and local radio (3%). The trend is the same with 2010. For ISU students, email is still the best way to communicate, followed by website and local newspaper, letter, door hanger, and local radio, respectively. Other means of learning about community projects and meetings written by respondents were KCCI Ames office, major TV stations: 8 or 13, portable sign, word of mouth and tangible proof (I will see it when it happens- first hand experience).

Figure 10. Preferred method to learn about City services, programs or projects, 2012



In Table 24, the City Side (utility bill insert), The Sun, City of Ames Web site, Ames Tribune newspaper, and Des Moines Register newspaper were the most frequently cited sources of local government information.

When asked of the degree of usefulness of those sources, the most useful source was City of Ames website. The rest of the sources cited were rated somewhat useful: CitySide, KASI/KCCQ radio, Documents at the Ames Public Library, Ames Tribune newspaper, Ames NewsOnline, Cable TV12/Government Access Television, ISU Daily newspaper, The Sun newspaper, Des Moines Register newspaper, and the online news service (www.patch.com). None of the identified media sources were perceived not useful to the respondents.

Table 24. Usefulness of media sources for government information, 2012

	<u>Don't Use</u>	<u>Use</u>	
	Percent	Percent	Average*
City of Ames Web page (n = 411)	35	65	2.4
CitySide (utility bill insert) (n = 411)	28	72	2.3
KASI/KCCQ radio (n = 410)	64	36	2.3
Documents at the Ames Public Library (n = 411)	71	29	2.2
Ames Tribune newspaper (n = 409)	39	61	2.2
www.AmesNewsOnline.com (n = 410)	78	22	2.1
Cable TV 12/Government Access Television (n = 411)	68	32	2.1
ISU Daily newspaper (n = 412)	52	48	2.0
The Sun (direct mail newspaper) (n = 409)	32	68	2.0
Des Moines Register Newspaper (n = 413)	44	56	2.0
www.patch.com (n = 413)	87	13	2.0

*1=not useful; 2=somewhat useful; 3=very useful

Figures 11a&b illustrate the how useful these sources are in getting local information over a five-year period. Those rankings have stayed fairly consistent over the years with lower percentage this year compared to previous year.

Figure 11a. Usefulness of news sources over the past five years (Users only).

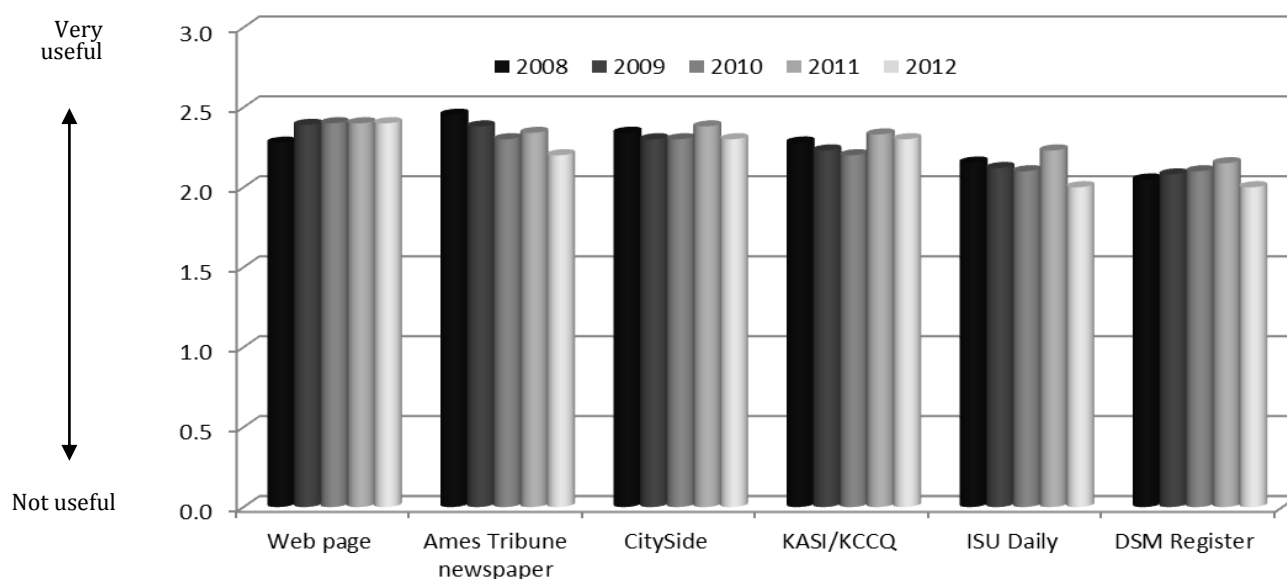


Figure 11b. Usefulness of news sources over the past five years (Users only).

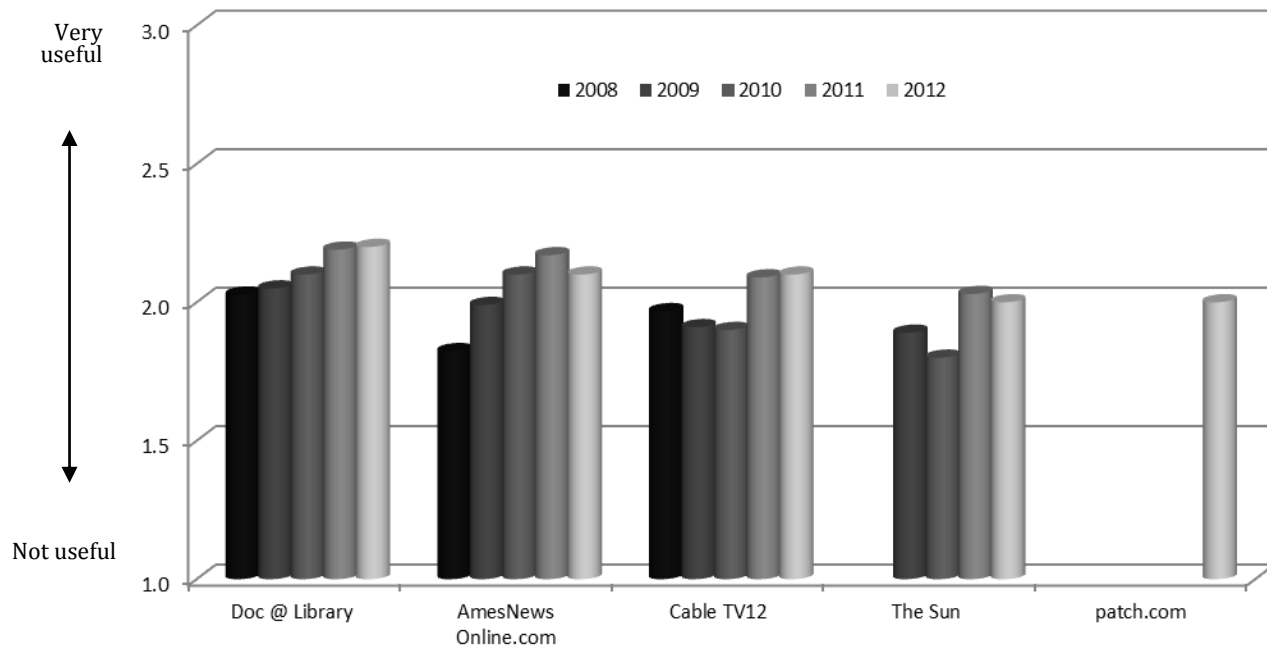


Table 25 indicates the usefulness of various communication tools based on the respondent's student status. There were statistically significant differences between student and non-student responses. CitySide is more useful to non-fulltime ISU students than to fulltime students. However, ISU Daily and Des Moines Register newspapers are more useful to ISU students than to non-fulltime students.

Table 25. Usefulness of news sources for students and non fulltime students.

Information Source	Non-fulltime student	Fulltime student
	Average	
CitySide (utility bill insert)	2.36*	2.13
ISU Daily newspaper	1.93*	2.16
Des Moines Register Newspaper	1.93*	2.18
City of Ames Web page	2.37	2.35
Cable TV 12/Government Access Television	2.01	2.19
Ames Tribune newspaper	2.21	2.29
Documents at the Ames Public Library	2.24	2.33
www.patch.com	1.92	2.09
KASI/KCCQ radio	2.28	2.05
www.AmesNewsOnline.com	2.13	2.00
The Sun (direct mail newspaper)	2.03	1.92

* Statistically significant at .05 level.

Note: average was compute using this value: 1=not useful; 2=somewhat useful; 3=very useful

Mediacom Cable TV

About half (52%) of respondents were Mediacom cable TV subscribers. Among the Mediacom subscriber, 61% percent never watched TV12 and 39% do watch TV12 (Table 26), and 26% watched between 6 and 9 p.m. A majority of respondents (68%) watched Channel 12 for one hour or less per week and 17% watched 2 to 3 hours per week. (Table 27)

Table 26. Time to watch Cable TV Channel 12 (n = 212)

	Percent
Never watch TV 12	61
12:01 a.m. to 6:00 a.m.	<1
6:01 a.m. to noon	1
12:01 p.m. to 6:00 p.m.	7
6:01 p.m. to 9:00 p.m.	26
9:01 p.m. to midnight	5

Table 27. Hours per week for those watch TV Channel 12 (n = 65)

	Percent
0-1 hour	68
2-3 hours	17
4-5 hours	9
>5 hours	6

Internet Access at Home

The survey asked questions about Internet connections at home. The number of respondents connected to Internet at home remains at nine of out 10 (94%), and high-speed connection with wireless continues to climb.

Respondents who had Internet access in their home have an average age of 44 years, whereas those without the Internet have an average age of 63. Fulltime students were more likely to have Internet access in their home (100%) than non-fulltime students (93%). These responses are consistent with the responses from 2011, although slightly higher.

Table 28. Trend in Internet Service at Home

	Survey Year				
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
	Percentage responding "yes"				
Have Internet Connection	88	90	94	91	94
High-speed/broadband with wireless			65	73	78
High-speed/broadband	89	91	30	22	20
Dial-Up			4	5	1

Respondents were also asked if they had Internet access through a satellite connection or mobile/cell phone. Ten percent of respondents used a satellite connection to obtain Internet access and 23% for television. Among those who have a mobile/cell phone (n = 411), 52% of their phones had Internet capabilities.

Table 29. Internet Capabilities of Mobile/Cell Phone

	Percent
Yes	52%
No	48%
No cell phone	<1%

Table 30 shows respondents' use of several Internet services. Majority of respondents were registered user or used Facebook (70%), YouTube (63%), Twitter (22%) and only 6% of respondents followed City of Ames on Facebook or Twitter. Computer is the mostly used method to get access to these Internet services, followed by smartphone and tablet.

Table 30. Use of Internet Service and Access Method

	<u>Don't Use</u>	<u>Use</u>	<u>Access Method</u>		
			<u>Smartphone</u>	<u>Computer</u>	<u>Tablet</u>
Facebook (n = 411)	30%	70%	36%	89%	12%
YouTube (n = 405)	37%	63%	24%	91%	11%
Twitter (n = 400)	78%	22%	47%	69%	20%
Follow City of Ames on Facebook or Twitter (n = 395)	94%	6%	21%	79%	8%

City of Ames' Website (www.cityofames.org)

Sixty-five percent (n=267) respondents used the City of Ames' website in 2012. The main purpose for using the websites were to check for notices, updates or news releases (55%, respectively), to check Ames public library card account or status materials (50%), sign up for parks and recreation classes (31%), to gather information for City Council meeting or other City meeting (7%), and to watch city council meeting or channel 12 programming on video- streaming (5%).

Other uses of City of Ames' website were:

- Pay utility bills (11)
- Assessor office (9)
- Animal Shelter Information (2)
- City events (2)
- Get phone #, addresses(2)
- Ames police log
- Ask for protected light installation
- Browse for specific information (For example, ""what are the hours for the weight room in city hall?)

- Check building activity
- Checked fishing info before
- City planning division
- City clerk's office
- City employee
- Crime in neighborhoods, sex offenders in neighborhood
- Departmental hours
- Employment opportunities
- Find city services
- Find out general info
- Hours for pools and other offices
- Park& Rec info - schedules, etc.
- Property search
- Weather alerts that affect Ames
- Yard waste, dump site, recycling

When respondents were asked other information that should be included in the Ames' website, the following suggestions were mentioned:

- Construction projects, local businesses by location with maps
- Disaster info
- Easier way to use city assessor. It's stupid that you can't search by name.
- Free event information
- Front page needs to be organized with current information more prominent.
- Power outages and ETA of restoral.
- More on road construction projects, community events
- Navigation is tricky - should be improved upon, more intuitive, less cryptic.
- Quarterly residential and commercial annexation updates
- Social services
- Street repair progress (more detailed)
- Street closing, and
- Utility outages

e-Notification on the City's Website

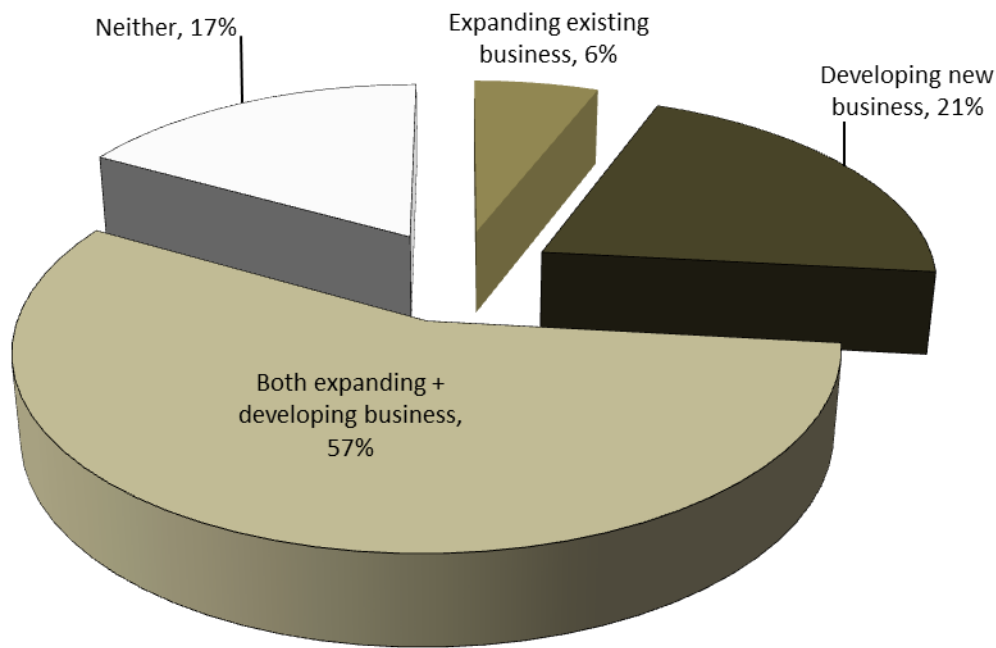
Six percent of (n =24) respondents subscribed for e-notification on the City of Ames' website. Mainly they were looking for information like street construction updates (67%), press release and water main breaks (58%), programs/events (46%), and City Council news (33%). Other type of information they would look for were crime in the neighborhood, CyRide, electrical outage, employment opportunities, registration documents, storm warnings and other emergencies.

Opinion on Economic Development

This section of the questionnaire is new for 2012. The respondents were asked about their opinion on economic development.

A majority of respondents (57%) wanted to see tax dollars to be used as subsidies for both expansion of existing business and development of new business, 21% for only development of new business, and 6% just for expansion of existing business. However, seventeen percent of respondents did not want to see any tax dollars used in subsidizing any kind of business for economic development.

Figure 12. Use of tax dollars for business subsidies



If the City provides tax dollars as an incentive for economic development, the 1st priority project that the city should fund should be North Grand Mall (32%). The second priority is downtown, followed by campustown (3rd priority), South Duff Avenue (4th priority), Southeast 16th St. (5th priority), and Somerset as 6th and 7th priorities. (Table 31)

Other economic development priorities mentioned were: 1st priority (West Ames (6), E. 13th Street (2), I-35 + 13th, Airport road, clean industry, East industrial park, South Elwood, West Lincoln way, and West Mortensen), 2nd priority (East 13th Street, Lincoln way, and new shopping center/mall), 3rd priority (E. 13th St., near downtown, South Dakota, West Ames, and West Lincoln way area), 4th priority (Airport road, East side by River Valley needs shopping on 13th besides gas station, north Ames, Sustainable mixed-use development, green development, redevelop existing rental housing vs. another giant new development, University Blvd., West Ames (2), and West/SW part of town), 5th priority (Colorado Junction, west Lincoln, South West -seems like this expansion makes the city bigger and therefore more expensive to maintain over time?, village concert, West Lincoln way, and Dayton Road), 6th priority (Out skirt of Ames, and West/south Ames), and 7th priority (West Ames (6), 13th St. by pizza ranch, E. 13th Industrial/commercial

only - NO MALLS!, new areas at edge of town - low priority, on something fun, South Dakota and Mortensen intersection).

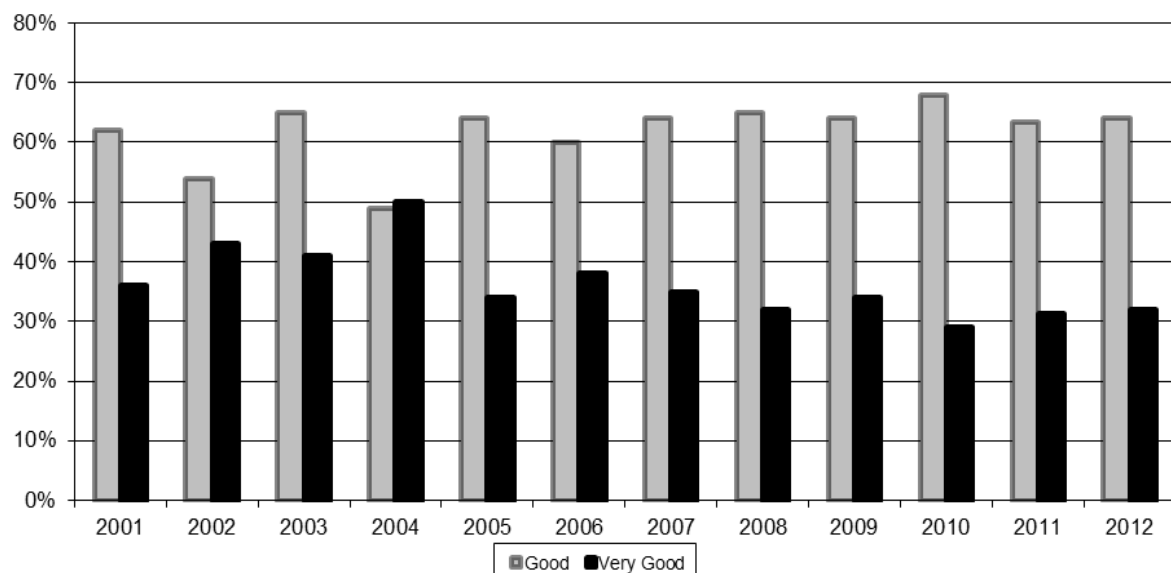
Table 31. Economic Development Priority

	First Priority (n = 376)	Second Priority (n = 361)	Third Priority (n = 352)	Fourth Priority (n = 339)	Fifth Priority (n = 337)	Sixth Priority (n = 334)	Seventh Priority (n = 46)
Downtown	32%	27%	21%	11%	7%	2%	4%
Campustown	15%	21%	23%	16%	13%	12%	2%
South Duff Avenue	6%	13%	14%	24%	20%	19%	13%
Southeast 16th street	2%	6%	11%	19%	32%	26%	17%
North Grand Mall	36%	22%	18%	10%	11%	2%	9%
Somerset	3%	11%	11%	18%	16%	37%	28%
Other	5%	1%	1%	2%	1%	1%	26%

City of Ames Overall Service Quality

An overall evaluation of the quality of services they receive from the City of Ames is always asked every year. This year, almost one-third (32%) of respondents provided a “very good” rating, 31% for 2011. In comparison with the previous years, this rating represents a slight increase. The number of respondents rating the City of Ames as “good” was 64% in 2012 (63% in 2011). When the ratings are combined, 97% of Ames residents ranked their overall satisfaction with City services as good or very good. This is slight increase from the 95% good/very good rating from 2011.

Figure 13. Trends in overall satisfaction with City of Ames service quality (good/very good)



An open-ended question was asked on what other issues the city should focus on. Almost 50% (47%) expressed their opinion. In order to come up with categorization of the responses, content analysis was performed. Individual's responses were coded separately to track down different issues mentioned (i.e. each respondent mentioned several issues and those were coded separately in different columns). Then, a common team among the responses was identified and we called it "category". Each of the issue was then assigned a category. Then the categories were subjected to "tagcrowd.com" to visualize the responses and determine the frequency of the occurrence of each category.

For exact wording of the responses and categorization of the responses, please refer to the appendix.

Showing top 93 of 93 possible words

aesthetics (2) alcohol (1) ames-budget (1) animals (2) aquatic-center (1) arts (2) assistance (1) bike-path (5) biking (1)
blue (1) business (33) budget-billing (1) cable (2) chicago-folks (1) city-employees-salaries (1) city-employees (1)
city-entrance (2) city (2) clean (4) communication (3) connection (2) crime-prevention (11) customer-service (1) cyride (6) deer (1) devt (1) disable (1) disaster (1) discrimination (1)
downtown (8) drainage (1) driver-education (1) drugs (2) econ-devt (4) econ (1) education (7) elderly (3) employment (2) energy-saving (2) environment (2) everything (1)
families (1) family-activities (1) farmers-market (1) flood-control (14) green-space (1) home-ownerhsip-
decision (1) housing (9) hubs (1) improvement (2) infrastructure-improvement (1) involvement (1) irrigation (1) isu (2)
land-use (1) library (1) mall (11) manufacturing (1) mental-health (1) neighborhood (2) newcomers (2) obesity (1)
parking (3) parkies (1) police (2) power-consistency (1) quality-of-life (1) railroad-crossing (2) recreation (10) recyding (1) rental (1) restroom-in-parks (1) running-trails (1) safety (2) sanitary (1) scam-issue (1)
service (2) sewage-drainage (1) shopping (2) sidewalk (6) social-issues (1) somerset (1) stop-growth (4) street (18) sustainability-plan (1) tax-money (2) traffic (31) transportation-airport (1) utilities (1)
volunteerism (1) wind-energy (1) wireless-access (1) zone (1)

Best thing about living in Ames

Sixty-nine percent of the respondents mentioned good things about living in Ames. Their responses ranged from social, cultural, image, emotional attachment to the city up to economic features. The most common response is safety (feeling of being secured in their neighborhood because of low crime rate, and having an inviting/friendly neighborhood). It is followed by the attributes of people living in Ames (being educated, smart, friendly, hard-working, kind, nice and welcoming). The presence of the university (ISU) is one of the good features of the city. The campus activities, great programs/events such as sports, and employment opportunities provided by the university to the city make it an attractive place to stay. The size of the city being small but with diverse population and activities and its conveniences to different amenities such as parks, recreational facilities are additions to its attractive to live in. Thus, numerous respondents termed it as “small town with large city amenities”.

For exact wording of the responses and categorization of the responses, please refer to the appendix.

Showing top 66 of 66 possible words

A word cloud visualization showing the top 66 responses from a survey. The words are arranged in a grid-like fashion, with their size corresponding to their frequency. The most prominent words are 'safe' (57), 'size' (33), 'convenience' (29), 'big-amenities-in-small-town' (25), 'clean' (25), 'education' (18), 'friendly' (15), 'location' (18), 'people' (51), 'recreation' (26), 'services' (20), 'shopping' (6), 'water' (8), 'amenities' (12), 'arts' (7), 'beautiful' (9), 'bike-friendly' (12), 'business' (3), 'church' (1), 'city-services' (3), 'city' (6), 'clean-air' (3), 'community' (2), 'cost-of-living' (6), 'cultural' (25), 'cyride' (8), 'dog-park' (1), 'downtown' (5), 'economy' (2), 'employment' (9), 'environment' (3), 'everything' (2), 'family-oriented' (10), 'farmers-market' (2), 'food' (9), 'good-community' (3), 'good-place' (2), 'green-space' (5), 'happy' (1), 'health-care' (5), 'image' (4), 'industry' (2), 'isu' (52), 'managed' (5), 'neighborhood' (6), 'opportunities' (3), 'parks' (29), 'police' (1), 'progressive' (2), 'quality-of-life' (8), 'quiet' (14), 'relaxed' (7), 'safe' (57), 'staff' (1), 'summer' (1), 'support' (2), 'traffic' (5), 'trees' (2), 'unique' (1), 'volunteer' (3), 'walkability' (2), 'wonderful-city' (1), and 'youthful' (1). The words are in various shades of blue and black, with some in a lighter font weight than others.

activities (1) activities (8) affordable (2) amenities (12) arts (7)
beautiful (9) big-amenities-in-small-town (25)
bike-friendly (12) business (3) church (1) city-services (3) city (6) clean-air (3)
clean (25) community (2) convenience (29) cost-of-living (6)
cultural (25) cyride (8) dog-park (1) downtown (5) economy (2)
education (18) employment (9) environment (3) everything (2)
family-oriented (10) farmers-market (2) food (9) friendly (15) golf-course (1)
good-community (3) good-place (2) green-space (5) happy (1) health-care (5) image (4)
industry (2) isu (52) location (18) managed (5) neighborhood (6)
opportunities (3) parks (29) people (51) police (1) progressive (2) quality-
of-life (8) quiet (14) recreation (26) relaxed (7) safe (57)
services (20) shopping (6) size (33) staff (1) summer (1) support (2) traffic (5)
trees (2) unique (1) volunteer (3) walkability (2) water (8) wonderful-city (1) youthful (1)

APPENDIX – 2012

Residential Satisfaction Survey Actual Open-ended Responses

One what other issue(s) do you think the City should focus its attention?

- 13th street needs a turn lane at Grand Ave. Need a traffic light at State & Mortensen
- A good mall - the "city within a city(Somerset)" draws away from mall, etc.
- A home is a home. Treat homeowner the same as renters
- A turning signal should be installed of Lincoln and Beach!
- A very small detail - I would love to see changing tables added to the restrooms in parks!
- A vibrant downtown with more cafes and restaurants
- Alerting college students of events happening in the city of Ames.
- All residents - young-old, wealthy - poor, treat people equal
- Allowing local businesses to thrive and allowing home owners to make decisions for "THEIR" property and home improvements.
- Allowing new/current businesses to grow/start with more ease! Don't make it harder. They will go elsewhere.
- Assisting families in need; customer services - city of Ames employees tend to be unpleasant
- At Grand & 13 the left turn signals only on lights on east/west streets
- Attracting and developing major, high-quality retail shopping
- Attracting business
- Attracting/keeping retail businesses upgrade
- Balancing employees with greatly increased area
- Beautification - many areas that visitors and residents see from the roads are unkempt, degraded, dirty and worn out. We can do better!
- Being willing to do budget billing!
- Better cable internet providers at a more reasonable cost. I question the need to test backflow devices on home/bus. Irrigation system.
- Better communication of citywide issues to on-campus residents
- Better shopping, safety
- Better traffic enforcement; Police need to be more attentive to complaints about scams.
- Bike facilities along State Ave & Oakwood to Mortensen
- Blue Zone initiatives, music venue - miss people's
- Bringing a Chick-Fil-A to Ames
- Bringing in new businesses
- Bringing in new businesses (not retail) to expand tax base
- Building up area such as campus town + main street to make them more hubs. Right now it feels half-built + underutilized
- Business
- Business development + city development
- business expansion- PLEASE, traffic problems
- Business opportunities
- Campus neighborhood slum improvement.
- Collaboration with Iowa State - arts, etc.

- Community involvement and development
- Completing/connecting existing sidewalk
- Continue environmental, arts, education, economic development
- Controlling /directing growth of rental housing developments, especially large ones; encourage updating/redevelopment of aging existing properties over new builds
- Crack down on vandalism, get the drug dealers out
- Crime (2)
- Crime and vengeance
- CyRide
- CyRide routes to S. 16th Street area and move bus-stop shelters to avoid bad weather.
- CyRide to big companies during shift changes only.
- Decrease the No. of city employees
- Deer population control!
- Develop wind energy
- Developing our existing mall area
- Developing strong neighborhoods, stopping growth to north, making roads safe for pedestrians
- Developing more business/restaurants too
- Disaster due to all the changes that have hit us with the environment affecting so much of Ames as a whole
- Do NOT sacrifice "needs" to pursue "wants".
- Dogs not on leashes
- Drainage system by Hilton Coliseum
- Duff Ave
- Economic - new jobs
- Economic development
- Economic development is top priority
- Eliminate Main street parking & have a walking mall then build a 4-5 story parking ramp. Driving thru can be risky as it's too cluttered.
- Employment opportunities for non-college educated
- Encourage new business!
- Encouraging patronage of local business
- Energy saving; preparation for a future of uncertain weather events & costs of energy; a focus on helping households save \$\$ on utilities; transportation, etc. SO they spend more at rest, games, stores, etc.
- Enforcing residential shoveling of sidewalks. there were several houses along 24th Street that never shoveled during the extremely snowy winter in 2010-'11
- Entrance to city
- Establishing procedures that would make it easier to start and operate a small business in Ames
- Everything
- Existing businesses
- Expanding the bike path up the west side of Stange to Bloomington
- Facilitating traffic; newer routes
- Feel it is a well-run city and the professionals, in charge make good decisions on what needs to be focused on
- Fewer apartments, more single family homes that are affordable
- Fixing Pot Holes much sooner!

- Fixing the cross-walk in front of the Everts Flowers
- Flood control (3)
- Flood control. Limiting S. Duff business expansion in flood zone
- Flood control/S. Duff congestion
- Flood plain management
- Flood plain, mental health
- Free, culturally - family based activities
- Gang related crimes, stop developing high density apartment + complex
- Getting more stores for a variety of people to come back or come to Ames. Examples being hot topic, anime stores, and so on.
- Getting business in vacant buildings or removing structure
- Handling crime
- I am generally pretty happy with Ames. It is a great place to live, even if rent is often outrageous.
- I don't know (2).
- I think the lights should be more synchronized
- I think the mall is a serious issue. The mall could bring in serious money if the city of Ames took the time to upkeep, update, or redo it. There are between 30,000 and 60,000 people in Ames during the year and if the mall was more accommodating and supported, the use would increase.
- I was really happy to hear that the initiative passed to upgrade and expand the public library. I can't wait to see a more energy efficient, space efficient, enjoyable public service building. I also love shopping locally- especially in the old downtown section. This area merits attention and money in order to continue attracting local and surrounding area customers.
- I would like to see more enforcement/attention to quality of life items - for non-student residents.
- I'd like to see the city of Ames become even more sustainable - green transportation, city-wide recycling, less urban sprawl and more emphasis on small business in the main street area. Also, I'd like to see Ames place more emphasis on being a cultural hub for the area through stronger promotion of arts and cultural activities.
- If you are going to have a boy and girl club, make it safe for all kids. You have too many bully and kid sex.
- I'm concerned that as new businesses on south Duff build up on higher ground, that flooding will adversely affect those on lower ground, as well as things west Ames that previously were not flooded?
- I'm concerning about the increase of Chicago residents
- I'm satisfied
- Improve bike routes + driver education about bikes
- Improve downtown & mall
- Improve parks - specifically the soccer facilities. This is especially needed after the fields were removed from the fields by the towers (due to the addition of the baseball fields and such).
- Increase of crime
- Infrastructure to east I35 & 13th St.
- Inhabitable/condemned properties
- Install concrete roads in areas of heavy traffic (heavy loads, like Manatt's and Hy-Vee access areas). Asphalt just does not handle the heavy loads adequately. The businesses responsible should be held accountable for the billing.
- Iowa games, all sport activity need support
- It would be nice to have a large department store
- Just use our city tax money wisely - avoid waste - do not spend more than we have

- Land development for residential homes in the Ames School District
- Left turn lanes - traffic control
- Left turn on Main from Duff after train. Does " Michigan Left" - use old Munn property
- Left turns (protected)
- Less regulation on economic development, and more enforcement of regulations with rental properties and trash
- Less social issues, more economic
- Let people know about the website + provide non-students with more things to do.
- Local business, practical recreation improvements (NO ART), and education support for youth.
- local support for Ames High
- Looking at the flood plain on S Duff. Does encouraging growth help? More drainage under US 30?
- Maintaining alleys; bringing in new business and making it easier for them to do so.
- Make entrance streets attractive (S. Duff, Dakota)
- Making Ames less desirable for the criminal class
- Making bike paths smoother and connected throughout town, continuing to increase bicycle accessibility and expanding forested recreation areas/making them more connected.
- Making both downtown and the Somerset area vibrant, places to live and enjoy. Promoting mixed use, or new urbanism type developments like Somerset. Promoting biking and the bus system over driving and supporting the farmer's markets and art projects in town.
- Manufacturing to add to tax roll
- More careful concern for needs of the elderly
- More consideration and help needs to be given to the businesses, especially in the downtown area. One example is when prolonged road construction drastically has affected business and sales.
- More green space and limiting sprawl
- More turning lanes on major streets
- Need for better retail, restaurants & recreation amenities. Tax abatement to stimulate growth!
- Need protected arrows at 13th and Grand, longer one at 16th and Duff.
- New businesses, things to do in this town
- New Disc Golf course
- New indoor pool
- New indoor pool - stopping sprawl and redevelop in existing neighborhoods
- New industries (Not government)
- New mall
- North - South traffic routes.
- Not allowing construction in or next to flood plains
- Not building in the flood plain
- not urban sprawl - build up downtown
- Obesity and Health
- Of the issues discussed, I think the City should take care of the roads, especially in the south of campus neighborhoods. So many pot holes exist, and black top coverage only lasts so long. It is just a matter of time before cars are damaged from having to drive over them repeatedly.
- On pedestrian safety, too many people walk in the streets in residential neighborhoods
- Overbuilding of rental property needs to be evaluated. City employee salaries. Often Ames employees have had to take 0 or low raises. City employees consistently get large raises and have very good benefits. City sanitary service - many need expansion.

- parties and over-drinking of Univ. Students
- Paving alley streets
- Peace and order.
- Physically disabled & legally blind & have no idea where to go in case of emergency shelter. Walking at intersections better!
- Plowing, garbage clean up
- Police: red light enforcement!
- Poor cable TV/internet access
- Promote more industry to broaden the tax base
- Promoting local business
- Provide discounts or budget payment plans for college students
- Providing CyRide to heavily student populations that recently began to exist eg. the Grove. Fixing the Bridge on the bike trail between 4th and SE 16th St.
- Public parking in residential areas in east Ames (surrounding S. Duff). The development of the mall. It is advertised on the highway, but it is full of stores which are closed or closing, and doesn't even have a food court (an important factor to many when choosing a mall)
- Quality of life- parks, beauty
- Rail road crossing on Duff
- Recreation outdoors, bike paths, fishing opportunities.
- Reducing carbon footprint, more clean, large scale business development
- Reducing excessive/mega alcohol consumption
- Reducing wasteful spending in Ames budget
- Refrain from working with other cities on delinquency issues (the importing of Chicago people increased the crime rate)
- Repair local streets
- Retail growth
- Ridgewood traffic by high school, a lot of no stop at sign
- Road conditions
- Road conditions, mostly
- Roads - make them better
- Roads and junk on property
- Running trails/shopping/Main street front+ open on Sundays, make Main street like old marketing Omaha
- Safety, maintaining + improving infrastructure
- Schools (2)
- School system + administrative customer service within that system
- Security at night
- Senior needs
- Sewage/drainage, traffic light management, power consistency
- Shopping mall
- Sidewalks (or bike trails) walkable community in particular west Lincoln way
- Smart growth, enhancing downtown/North Grand area.
- Someone has a question about a neighbor's fence being over on our lot line plus 2 ft. Telling us it's OK is not a good solution, after telling 5 or 6 Ames city Depts & people.

- Speeding on side streets - which affects us and our children when we are outside. I fear an accident from speeders who are also distracted with cellphones.
- staying out of people's business + focusing more on crime prevention + drug usage
- Stop allowing buildings in the flood plain
- Stop building in flood plain - raising foundations will only funnel water elsewhere. Most cities make green spaces after years of flooding but no - Ames gets rid of green along Skunk and Square
- Stop filling floodway
- Street construction, park maintenance
- street maintenance and repair
- Streets, safety, conditions, making better/easier to travel, Mall + what is has to offer
- Stronger controls on barking & biting dogs
- Sustainability plan - more recycling, more emphasis on strengthening existing infrastructure rather than expanding
- The city should diversify the music scene. There are virtually zero places for people under 21 to hang out.
- The CY-ride schedule on home FB games
- The impact of ex-cons in the community
- The intersection of Mortensen and S. Dakota. Why is there no curb and gutter? It seems unfinished and unsafe.
- The intersection of Mortensen and South Dakota. Why is there no curb and gutter? It seems unfinished and unsafe.
- The mall needs to be re-done so that consumers do not go out of town to shop
- The mall, the RRxing at Duff, retail variety (frequently travel to Ankeny)
- The police officers are complete jock asses
- There are some great local businesses - would like to see expansion of them and incentives for more.
- Too many SECTION 8 families temporarily moving into town resulting in crime, medical expense, problems for school system to deal with unprepared students (can't read at level, behavior problems, just generally they don't want to be in school to learn and are unprepared to learn) which add to school funding problems
- Too many services?
- Traffic - speeding is a major problem.
- Traffic control on duff and near campus town
- Traffic flow
- Traffic flow + signal coordination
- Traffic flow on game days/other busy times
- Traffic flow on S. Duff/RR crossing @ Duff Ave
- Traffic flow. open up Ontario to 4 lane traffic from Hyland to N Dakota
- Traffic route to get through Ames
- Traffic signal coordination. Fix the railroad crossing at Duff developing restaurants north of the railroad tracks.
- Traffic/autos
- Transportation of Ames to Airport
- Urban renewal - old apartments etc.
- Use metric measurement system signs beside or above the regular sign.
- Use of the aquatic center is cost prohibitive for low-income families. It is cost-prohibitive to mid-income families too!

- Volunteerism
- Waste of tax money!
- Wireless access
- Wish they'd grow farmers market + festivals
- Zoning - no more apartments. We can't fill the ones we have! They bring in undesirable people and can drive down property values. Curbside recycling.

Categorized Responses on issues that the City should focus on

<i>Category</i>	<i>Focus Areas</i>
aesthetics	Beautification of Ames. Many areas that visitors and residents see from the roads are unkempt, degraded, dirty and worn out.
aesthetics	City development
alcohol	reducing excessive/mega alcohol consumption
Ames-budget	Reducing wasteful spending in Ames budget
animals	Dogs not on leashes
animals	Stronger controls on barking & biting dogs
aquatic-center	Use of the aquatic center is cost prohibitive for low-income families. It is cost-prohibitive to mid-income families too!
arts	Arts
arts	I'd like to see Ames place more emphasis on being a cultural hub for the area through stronger promotion of arts and cultural activities.
assistance to families	Assisting families in need
bike-path	Fixing the Bridge on the bike trail between 4th and SE 16th St.
bike-path	Bike facilities along State Ave & Oakwood to Mortensen
bike-path	Expanding the bike path up the west side of Stange to Bloomington
bike-path	Improve bike routes
bike-path	Making bike paths more smooth and connected throughout town, continuing to increase bicycle accessibility and expanding forested recreation areas/making them more connected.
biking	Promoting biking and the bus system over driving and supporting the farmer's markets and art projects in town.
blue zone	Blue Zone initiatives,
budget-billing	Being willing to do budget billing!
business	Allowing local businesses to thrive
business	Allowing new/current businesses to grow/start with more ease!
business	Attracting and developing major, high-quality retail shopping

business	Attracting new business
business	Attracting new business and making it easier for them to do so.
business	Attracting/keeping retail businesses upgrade
business	Bringing a Chik-Fil-A to Ames
business	Bringing new businesses (not retail) to expand tax base
business	Business development
business	Business expansion
business	Business opportunities
business	Developing more business/restaurants too
business	Encourage new business!
business	Encouraging patronage of local business
business	Establishing procedures that would make it easier to start and operate a small business in Ames
business	Existing businesses
business	Expansion of local businesses.
business	Getting more stores for a variety of people to come back or come to Ames
business	Getting business in vacant buildings or removing structure
business	Large scale business development
business	Limiting S. Duff business expansion in flood zone
business	Local business
business	More consideration and help needs to be given to the businesses, especially in the downtown area.
business	Need for better retail, restaurants & recreation amenities.
business	New business
business	New industry
business	Promote more industry to broaden the tax base
business	Promoting local business
business	Retail growth
business	Retail variety
business	To have a large department store
cable	Better cable internet providers at a more reasonable cost.
cable	Poor cable TV/internet access
chicago-folks	Refrain from working with other cities on delinquency issues (the importing of Chicago people increased the crime rate)
city-employees	Decrease the No. of city employees
city-employees-salaries	City employee salaries. Often Ames employees have had to take 0 or low raises. City employees consistently get large raises and have very good benefits.
city-entrance	Entrance to city
city-entrance	Make entrance streets attractive (S. Duff, Dakota)
clean up	Garbage clean up

clean up	Junk on property
clean up	More enforcement of regulation with trash
clean up	Reducing carbon footprint, more clean
communication	Alerting college students of events happening in the city of Ames.
communication	Let people know about the website
community involvement	Community involvement and development
connection between city & ISU	Better communication of citywide issues to on-campus residents
connection between city & ISU	Collaboration with Iowa State - arts, etc.
crime-prevention	Crack down on vandalism
crime-prevention	Crime
crime-prevention	focusing more on crime prevention
crime-prevention	Gang related crime
crime-prevention	Making Ames less desirable for the criminal class
crime-prevention	Peace and order.
crime-prevention	The impact of ex-cons in the community
customer-service	Customer services - city of Ames employees tend to be unpleasant
CyRide	Cyride
CyRide	Cyride routes to S. 16th Street area and move bus-stop shelters to avoid bad weather.
CyRide	Cyride to big companies during shift changes only.
CyRide	Newer routes
CyRide	Providing Cyride to heavily student populations that recently began to exist e.g. the Grove.
CyRide	The CY-ride schedule on home FB games
deer	Deer population control!
disable	Physically disabled & legally blind & have no idea where to go in case of emergency shelter.
disaster	Disaster due to all the changes that have hit us with the environment affecting so much of Ames as a whole
discrimination	Treat all residents (young-old, wealthy-poor) equal
downtown	A vibrant downtown with more cafes and restaurants
downtown	Enhancing downtown
downtown	Improve downtown
downtown	Main street front+ open on Sundays, make Main street like old marketing Omaha
downtown	Making both downtown vibrant, places to live and enjoy.
downtown	Making roads safe for pedestrians
downtown	Not urban sprawl - build up downtown

downtown	The old downtown section merits attention and money in order to continuing attracting local and surrounding area customers.
drainage	Drainage system by Hilton Coliseum
driver-education	Improve driver education about bikes
drugs	Drug usage
drugs	Get the drug dealers out
Econ-devt.	Tax abatement to stimulate growth!
econ-devt.	Economic development
econ-devt.	Less regulation on economic development
education	Education
education	Educational support for youth.
education	local support for Ames High
education	Provide discounts or budget payment plans for college students
education	School system + administrative customer service within that system
education	Schools
elderly	More careful concern for needs of elderly
elderly	Security at night
elderly	Senior needs
employment	Employment opportunities for non-college educated
employment	New jobs
energy-saving	Energy saving
energy-saving	Preparation for a future of uncertain weather events & costs of energy
environment	Continue environmental,
environment	I'd like to see the city of Ames become even more sustainable - green transportation, city-wide recycling, less urban sprawl and more emphasis on small business in the mainstreet area.
everything	Everything
family-activities	Free, chorally- family based activities
farmers-market	Growth of farmers market and festival
flood-control	Flood control
flood-control	Flood plain management
flood-control	Flood plain on S. Duff
flood-control	Flooding issues on South Duff with the development of new businesses.
flood-control	Not allowing construction in or next to flood plains
flood-control	Not building in the flood plain
flood-control	Stop building in flood plain
green-space	More green space and limiting sprawl

home-ownership-decision	Allowing home owners to make decisions for "THEIR" property and home improvements.
housing	Encourage updating/redevelopment of aging existing properties over new builds
housing	Fewer apartments, more single family homes that are affordable
housing	inhabitable/condemned properties
housing	More enforcement of regulation with rental properties
housing	Overbuilding of rental property needs to be evaluated.
housing	Stop developing high density apartment + complex
housing	Treat homeowner the same as renters.
housing	Zoning - no more apartments.
hubs	Building up area such as campus town + main street to make them more hubs.
infrastructure-improvement	Maintaining + improving infrastructure
irrigation	Irrigation system.
land-use	Land development for residential homes in the Ames School District
library	I was really happy to hear that the initiative passed to upgrade and expand the public library
mall	A good mall
mall	Developing our existing mall area
mall	Enhancing the North Grand area.
mall	Improve mall
mall	Mall
mall	The mall is a serious issue.
manufacturing	Manufacturing to add to tax roll
mental-health	Mental health
neighborhood improvement	Campus neighborhood slum improvement.
neighborhood improvement	Developing strong neighborhoods,
newcomers	I'm concerning about the increase of Chicago residents
newcomers	Too many SECTION 8 families temporarily moving into town resulting in crime, medical expense, problems for school system to deal with unprepared students
obesity	Obesity and Health
parking	Eliminate Main street parking & have a walking mall then build a 4-5 story parking ramp. Driving thru can be risky as it's too cluttered.
parking	Public parking in residential areas in east Ames (surrounding S. Duff)
parking	quality of life- parks, beauty
parks	Improve parks - especially the soccer facilities.
parks	Park maintenance
parties	parties and over-drinking of Univ. Students

police	Police: red light enforcement!
police	The police officers are complete jock asses
power-consistency	Power consistency
quality-of-life	More enforcement/attention to quality of life items - for non-student residents.
railroad-crossing	Fix the railroad crossing at Duff developing restaurants north of the railroad tracks.
railroad-crossing	Rail road crossing on Duff
recreation	music venue - miss people's
recreation	Iowa games, all sport activity need support
recreation	New Disc Golf course
recreation	New indoor pool
recreation	practical recreation improvements (NO ART)
recreation	Provide non-students with more things to do.
recreation	Recreation outdoors, bike paths, fishing opportunities.
recreation	The city should diversify the music scene. There are virtually zero places for people under 21 to hang out.
recreation	things to do in this town
recycling	Curbside recycling.
rental housing	Controlling /directing growth of rental housing developments
restroom-in-parks	I would love to see changing tables added to the restrooms in parks!
running-trails	Running trails
safety	If you are going to have boy and girl clubs make it safe for all kids. You have too many bullies and kid sex.
safety	Safety
sanitary service	City sanitary service - many need expansion.
scam-issue	Police need to be more attentive to complaints about scams.
services(too many)	too many services?
sewage-drainage	Sewage/drainage
shopping	better shopping, safety
shopping	Shopping
sidewalk	Completing/connecting existing sidewalk
sidewalk	Enforcing residential shoveling of sidewalks.
sidewalk	Fixing the cross-walk in front of the Everts Flowers
sidewalk	Maintaining alleys
sidewalk	Pedestrian safety,
sidewalk	Sidewalks (or bike trails) walkable community in particular west Lincoln way
stop-growth	Smart growth
social-issues	less social issues, more economic

Somerset	Making Somerset vibrant. Promoting mixed use, or new urbanism type developments like Somerset.
stop-growth	Stopping growth to north,
stop-growth	Stopping sprawl and redevelop in existing neighborhoods
stop-growth	Urban renewal - old apartments etc.
street	Duff Ave.
street	Fixing Pot Holes much sooner!
street	infrastructure to east I35 & 13th St.
street	Install concrete roads in areas of heavy traffic
street	Paving alley streets
street	plowing,
street	repair local streets
street	Road conditions
street	street maintenance and repair
street	Streets - safety, conditions, making better/easier to travel
street	Take care of the roads, especially in the south of campus neighborhoods.
street	The intersection of Mortensen and S. Dakota. Why is there no curb and gutter? It seems unfinished and unsafe.
street	The intersection of Mortensen and South Dakota. Why is there no curb and gutter? It seems unfinished and unsafe.
street	The lights should be more synchronized
sustainability-plan	Sustainability plan
tax-money	Use our city tax money wisely
tax-money	Waste of tax money!
traffic	Better traffic enforcement
traffic	Facilitating traffic
traffic	left turn lanes - traffic control
traffic	Left turn on Main from Duff after train.
traffic	left turns (protected)
traffic	Left-turn signals only on east/west streets at Grand & 13th street
traffic	More turning lanes on major streets
traffic	Need a traffic light at State & Mortensen
traffic	Need a turning signal at Lincoln & Beach.
traffic	Need longer turning signal at 16th street and Duff
traffic	Need turning signal at 13th street and Grand
traffic	North - South traffic routes.
traffic	Ridgewood traffic by high school, a lot of no stop at sign
traffic	S. Duff congestion
traffic	Speeding on side streets
traffic	The Rxing at Duff
traffic	Traffic - speeding is a major problem.
traffic	Traffic control on duff and near campus town

traffic	Traffic flow
traffic	Traffic flow on gamedays/other busy times
traffic	Traffic flow on S. Duff/RR crossing @ Duff Ave
traffic	Traffic flow. open up Ontario to 4 lane traffic from Hyland to N Dakota
traffic	Traffic light management
traffic	Traffic problems
traffic	Traffic route to get through Ames
traffic	Traffic signal coordination
traffic	Traffic signal coordination.
traffic	Traffic/autos
traffic	Walking at intersections. Better!
transportation-airport	Transportation of Ames to Airport
utilities	A focus on helping households save \$\$ on utilities; transportation, etc.
volunteerism	Volunteerism
wind-energy	Develop wind energy
wireless-access	wireless access

What is the best thing about living in Ames?

- A beautiful, friendly town, great university, only 20 mins to large city
- A city government committed to continuously improving services to residents and guests.
- A family community
- A safe, family friendly place. But I feel that is changing.
- A very beautiful, quiet town.
- A wide variety of activities + friendly people
- A wonderful place to raise a family
- Access to campus activities, dog park, trails, people
- Access to cultural, recreational, and educational opportunities and facilities
- Access to ISU
- Access to stores
- Access to the performing arts
- Active life style because small enough, low traffic, low crime, clean air, low noise.
- Activities available
- All the nice people and the beauty of the town. Very well kept.
- Ames has a good standard of living with better than average city services
- Ames has much to offer for every phase of life. My husband and I have enjoyed the amenities during college life, starting a family & now with teenage children. It's a beautiful city to the eye, but the benefits within are golden!
- Ames is a diverse, safe community with a variety of activities available.
- Ames is a great community for having a family.
- Ames is a very good place to live but definitely needs the mall to be improved to keep shopper better avail for what their needs are & not go out of town.

- Ames is an amazing community- something for everyone. I benefit daily from this community- I run and bike on the trails, shop locally every week, use the library, attend various arts programs (especially the Central Iowa Symphony), have picnics and roller blade with my family at Ada Hayden, and enjoy the safe and inviting neighborhood we live in.
- Aquatic Center
- Atmosphere
- Availability of diverse eateries; small town feel; local employment opportunities
- Availability of cultural activities, green space, safe
- Beautiful streets and yards are full of trees, and plants
- Being able to get to many different parks from virtually anywhere in the city!
- Big city amenities in a small town
- Big town things with small town feel
- Bike paths - trails - parks - educational system - library
- Bike paths + library
- Bike riding place + some areas very nice and friendly
- Cheap motivated university support of the community.
- Children's Activities (soccer league, parks/recreation, aquatic center
- Clean
- Clean + friendly (2)
- Clean and safe
- Clean community
- Clean community with low crime rate and many cultural/educational opportunities
- Clean environment. Friendly people. Easy access to amenities.
- Clean roads, good water, great parks, great people
- Clean water, clean air, low stress level, pleasant neighbors
- Clean, best educator, good water, good air, good citizen
- Clean, quiet neighborhoods, small city but with lots of entertainment
- Clean, safe (2)
- Clean, thriving & active community, ISU athletic events & other programs at ISU, Mary Greeley HOSP & McFarland Clinic
- Clean. ISU has a good influence on everyone.
- Close tie to ISU
- Close to Des Moines
- Close to Des Moines and Ankeny
- Close to hospital
- Close to I35
- Close to my family in Des Moines. College activities
- Close to work + business
- Close to work, can get to most stores, easy, almost like living in a small town but has big city stores
- Commute minimum, low crime rate (safe), clean, beautiful, good food
- Convenience, ISU campus
- Convenience. Restaurants, grocery stores & gas stations are open 24 hours. It's close to Des Moines for day trips. It has a growing entertainment industry.
- Convenient access to everything. university, art
- Convenience - the way Ames is set up + mapped
- Cost of living

- Cultural advantages in a smaller city, nice parks, etc. Band concerts at the band shell. Many good restaurants.
- Cultural diversity, excellent water quality, low crime rate.
- Cultural diversity.
- Cyclone football + basketball
- CyRide (2)
- CyRide is so clean and has decent schedules, the university adds character to the city
- Decent public transportation system
- Diverse, culturally aware community; central location
- Diversity
- Diversity, medium size (has amenities but easy to get around)
- Ease at getting place to place. Having everything I need within 15 minutes. (need more entertainment though.
- Ease of community, finding things in town to do and very fun!
- Ease of doing things
- Ease of getting around
- Ease of getting places, # of parks, great community for families, generally concerned - sometimes too concerned - residents, knowledgeable, attractive town, nice attractions for size
- Easy accessibility; cultural events; general atmosphere, Ames is a great place to live.
- Easy to get around, friendly + clean
- Easy to get around, pretty safe, not much traffic, access to cultural events at ISU (sports, too)
- Educational + cultural opportunities
- Educated people/good people/jobs
- Educational resources, volunteer opportunities
- Events
- Events, ISU, farmers market
- Everything
- Everything in Ames
- Everything is close
- Everything is within walking/biking distance
- Excellent programs + services for retirees
- Fairly quiet + has most of what's needed available
- Family
- Family focus, recreational opportunities, ISU
- Friendliness of people and everything is nearby
- Friendly people
- Friendly people, able to bike, good bus system
- Friendly people, good services
- Friendly people, great community, clean
- Friendly, affordable, a university town, healthy environment
- Friendly, clean, university community, progressive, intelligent residents, Main street + activities there, (Art fair, farmer's market, bars, unique restaurants)
- Friendly, safe atmosphere
- Friendly, safe, convenient, bright population
- Friendly, small town, adequate and close-by shopping, well maintained, lots of parks, very good public art projects, best public library I've known.

- Friends, neighbors, interesting + informative things to do. Great people everywhere
- Generally well managed
- Good community, people are very friendly. A lot of parks.
- Good people, friendly local businesses, and many great job opportunities
- Good police presence, Hayden Lake & parks + other parks; nice size town,, city golf course
- Good schools, university setting
- Good services (2)
- Great bicycle access. But mainly, the fact that the city constantly focuses on making it better. If they suddenly said ""ok, bicycle access is great, we don't need to develop it any further", "that would be a terrible decision.
- Great city and friendly people
- Great city, but expensive
- Great community with many cultural opportunities.
- Great parks and library - a wonderful, friendly, safe community!
- Great shopping (downtown), parks + recreation
- Green space
- Green space (parks, bike trails etc.). Diversity of population, cultural venues show art etc. cost of living good/fair
- Hard working + well-educated people
- Have a job
- Hospital & clinic, community services, library, schools, ISU
- I don't know
- I like the availability of shopping & restaurants. I feel safe. Love the parks & activities sponsored by Ames.
- I love CyRide/public transportation. In general, Ames has a really great youthful/connected city vibe.
- I love that I can walk to work (ISU) and downtown Ames. And Ames has a great system of parks and bike routes
- I love the quaint feeling of being in Ames and the convenience of getting around town.
- ISU (4)
- In Iowa, ISU, clean industry, people!
- Iowa State University. Go Cyclones!
- It has a lot of opportunities for the arts and sports.
- It has a small town feel yet has the amenities of a city.
- It is a big city that feels like a small town.
- It is a college town and crime rate is low - a safe place to live
- It is a peaceful town.
- It is both small and peaceful but there is plenty to do
- It was a small community feel with large city options. Nice mix of things to do.
- It's a beautiful city, the parks are nice and it's a very relaxed little city
- It's a friendly "big" little town that lots of opportunities. Many provided by the university.
- It's a very well rounded town.
- It's safe & there are lots of activities for children (parks & Rec especially).
- It's diverse and has a lot of natural areas.
- It's like eating at McDonald's - neither great nor awful - but medium quality you can depend on.
- Its outdoor areas. All the parks are great.

- It's size, with quality of life.
- It's small town atmosphere
- Kind people, small - town feel but access to art, culture, good food; easy/quick to get around.
- Large town activities with small town atmosphere
- Library
- Living in a university community
- Living on campus. It has beautiful scenery which makes it a very pleasant place to be.
- Lots of trees.
- Low cost of living
- Low crime
- Low crime, job opportunities, clean town
- Low living expenses
- Many activities - university and city - and opportunities to volunteer
- Most of the available help is there for you.
- Mostly good people here
- My neighborhood. Working at DOT. Things to do/places to go.
- Near place we need to go
- Nice neighborhood and quiet
- Nice parks
- Nice size city, feels safe, jobs are available
- Nice, clean, low crime rate.
- No traffic
- Numerous activities, ISU sports, C.Y. Stephens, great parks, walking/biking trails
- Opportunities at ISU
- Opportunities for low-cost family fun, either through the city or ISU
- Opportunities for recreation
- Our city manager & professional staff are excellent, underappreciated and probably underpaid - we are very fortunate to live in such a well-run city!
- Overall safe community
- Parks - keep clean
- Parks, crimes rates
- Parks, easy to get around
- Parks, playgrounds, parks & Rec programs, bike paths
- Parks+ trails+ good arts
- Peace (3)
- People (3)
- People + university events + lived here since 1949 + chose to stay after graduation
- People are so friendly
- People, cultural opportunities, volunteer center
- People, quality of life, diversity, community support
- Pleasant, friendly, low traffic pressure, reasonable
- Plenty of activities/recreation (disc golf courses)
- Progressive
- Quality of life - medical, city services, education, entertainment
- Quality of life, ISU

- Quality of life, services, parks, bike paths
- Quality of life, university influence
- Quick, easy access to a variety of quality services and amenities
- Quiet and safe and affordable.
- Quiet, low crime level, friendly people
- Quiet, safe, relaxed.
- Rate of crime is very low. Quiet neighborhoods. In the middle of nowhere
- Relaxed atmosphere (except when driving)
- Safe (2)
- Safe city where people care for one another + are happy to be here
- Safe community
- Safe community for families
- Safe, good amenities, almost bike friendly
- Safe, secure, convenient, excellent schooling
- Safety (4)
- Safety and stores available
- Safety, clean water, easy commute times within the city
- School quality, small town with some large city amenities (culture, sports)
- Schools
- Schools, close to ISU, safe neighborhood, Churches
- Schools+ ISU+ good community services
- Sense of community (2)
- Sense of small community with big-city amenities
- Size + people
- Size, economy, low crime, good schools
- Slower pace
- Small town feel with all the necessary amenities. Easy to get around by car, bus, bike, and foot. Wheatsfield coop!
- Small + clean , not much crime
- Small college town with great parks and recreation department, plenty of restaurants to choose from (not chains, local places)
- Small community feeling
- Small community with good amenities. Proximity to ISU and its programs
- Small enough to get around easily, but large enough to offer some diverse services
- Small size
- Small town (2)
- Small town atmosphere with city convenience
- Small town feel
- Small town feel - big town opportunities.
- Small town feel but bigger city amenities. Just the right size
- Small town feel while still having access to everything I need
- Small town feel with bigger city amenities
- Small town feel with lots of bigger city opportunities, great place to raise kids!
- Small town feel, ISU
- Small town feeling in local neighborhood/communities; our parks - lots of great green space

- Small town friendliness, large city opportunities, cultural diversity, low crime rate
- Small town living but with more options
- Small town with diversity - promoting its distinctive culture as a knowledge and cultural hub of central Iowa.
- Small town, like it when the college students are here. then I like it when they leave for the summer.
- Smaller town feel, with bigger town amenities (restaurants, movie theaters)
- So far it was because of its safety. But lately people can hear that the police does not want to enforce safety i.e., car-chases. If somebody wants to run off, they have a reason. I want them to be caught.
- So pretty!
- Speed of life and all the things that are available
- Still provides smaller town/city atmosphere with the peaks of a much larger city due to ISU academic, athletic and cultural opportunities
- Summer time
- That the Lord our Dear Jesus is watching all of us and the spirit moves us because God loves us. You and I Believe and have faith.
- The Ames Public Library is fantastic!
- The atmosphere is really relaxing and the people are really friendly.
- The availability of services/restaurants but with a small town feel
- The CyRide, the public library, the farmer's markets, downtown, the parks, and the ISU campus.
- The diversity in such a simple city and not having to deal with crime rate being crazy. It's just safe.
- The diversity ISU brings
- The ease of access to services and the easiness of getting there.
- The environment
- The environment and pride it shares with the university
- The feeling of safety and reassurance that crime is not very prevalent.
- The friendly people
- The friendly people and activities available
- The library and overall small town feel
- The local places to eat (non- chain restaurants).
- The low crime rate and safety; public transportation.
- The many cultural opportunities
- The neighborhood we live is quiet and safe and close to all the local conveniences, but not too close to have to deal with traffic
- The people (5)
- The people - education - not too big/ not too small
- The people + relationship
- The people who live here
- The people- whatever they do
- The people, city, campus events, nice downtown, bicycle friendly
- The people, public amenities, such as parks + library
- The people, we have a good community and people care about Ames
- The schools, businesses, industries, restaurant, and entertainment options are excellent. A new mall would be great.
- The sense of community from its occupants
- The short travel between west/east/north Ames. You don't have to go far to get what you need.

- The size and cleanliness and the university input.
- The size of city - close to DM - McFarland Clinic, schools and culture
- The size, the location to I35 + I80, the parks, bike paths - always something to do. It's clean + mostly safe. A good place!
- The small business
- The tap water is amazing
- The university
- The university is the only reason we're here.
- The university+ the Main street district
- The variety of activities in a somewhat small town
- The walkability of Campustown, I'm a college student and from where I live it's easy to get to almost any entertainment.
- The welcoming people and resources availability
- There is more than one thing: 1) water, 2) Health care, 3) Size, 4) Ethical people
- Too many things to mention. Ames is a wonderful city!
- Tree + parks
- University activities and size of Ames
- University community - big 12, nice amenities, safe
- University community and all the advantages that offers.
- University, atmosphere in a small city
- Used to be quite crime free and all were respectful, and here to protect and serve. Now our crime rates are up. APD is much younger, and all they do is harass college students
- Utilities are cheap and reliable
- Variety of business
- Variety of services, presence/opportunities of ISU
- Very friendly place to live; arts
- Vibrancy associated with the college
- Walking/bike paths, recreational features
- We came to Ames from Wis. in 1954 and my husband went to IA State -while I worked - We both liked Ames and decided to stay here after he graduated.
- We have the amenities of a much larger community, thanks in part to the university and other government entities located here.
- We live close to West Ames Hy-Vee and find it very convenient and friendly. We are close to stations and everything we need.
- We love the individual things that make Ames unique, the things that give it character. That's why we stay here and support our community. It's also amazing to see the culture that's developing all around us, such as the Maximum Ames Festival!
- We really like our neighborhood and how there is a small town feel with most of the amenities of a larger city
- Woods
- Work
- Working at ISU and CyRide
- Youthful atmosphere, friendly neighborhood, university community

Categorized Responses on best things about living in Ames

<i>Category</i>	<i>Best things about Ames</i>
activities	The variety of activities in a somewhat small town
activities	Activities
activities	Activities available
activities	Activities provided by ISU and the city
Affordable	Affordable
amenities	Access to quality services and amenities
amenities	All the things that are available
amenities	Ames has much to offer for every phase of life.
amenities	Atmosphere
amenities	Available help is there for you
amenities	Available resources
amenities	Facilities
amenities	Good amenities
amenities	Has most of what's needed available
amenities	Nice amenities
amenities	Places to go
amenities	Public amenities
arts	Access to the performing arts
arts	Arts
arts	Various arts programs
arts	Very good public art projects
beautiful	A beautiful city
beautiful	Attractive town
beautiful	Beautiful
beautiful	Beautiful city
beautiful	Beautiful streets and yards
beautiful	Beautiful town
beautiful	Pretty
big-amenities-in-small-town	Big city amenities in small town
big-amenities-in-small-town	Big city amenities with small town feel
big-amenities-in-small-town	Big city stores in a small town
big-amenities-in-small-town	Small city but with lots of entertainment
big-amenities-in-small-town	Small community with good amenities
big-amenities-in-small-town	Small town atmosphere with city convenience
big-amenities-in-small-town	Small town living but with more options
bike-friendly	Able to bike
bike-friendly	Bike friendly
bike-friendly	Bike paths
bike-friendly	Great bicycle access and constant efforts to make it better
bike-friendly	Walking/bike paths

business	Businesses
business	Small business
business	Variety of business
church	Churches
city	City
City manager & staff	Excellent city manager & professional staff
city-services	A city government committed to continuously improving services to residents and guests.
city-services	Better than average city services
city-services	City services
clean	Clean
clean	Clean roads
clean industry	Clean industry
clean-air	Clean air
community support	Cheap motivated university support of the community.
community support	Community support
convenience	24 hours open stores
convenience	Commute minimum
convenience	Convenience
convenience	Convenient access to everything
convenience	Ease of doing things
convenience	Ease of finding things to do and very fun
convenience	Ease of getting around
convenience	Easy access to amenities.
cost-of-living	Cheap and reliable utilities
cost-of-living	Cost of living
cost-of-living	Low-cost family fun
cultural	A diverse community
cultural	Cultural
cultural	Cultural activities
cultural	Cultural advantages in a smaller city
cultural	Cultural diversity
cultural	Cultural events
cultural	Cultural opportunities
cultural	Diversity
cultural	Diversity in a small city
cultural	Diversity ISU brings
cultural	Diversity of population
cultural	Events
CyRide	CyRide
dog-park	Dog park
downtown	Downtown
downtown	Great downtown shopping
downtown	Main Street district

downtown	Main Street and activities there
economy	Economy
economy	Thriving & active community
education	Best educator
education	Education
education	Educational opportunities
education	Educational system
education	Excellent schooling
education	Good schools
education	School quality
education	Schools
employment	Have a job
employment	Job opportunities
employment	Jobs
employment	Local employment opportunities
employment	Work
environment	Environment
environment	Healthy environment
everything	Everything
family-oriented	A family community
family-oriented	A family friendly place.
family-oriented	A wonderful place to raise a family
family-oriented	Activities for children
family-oriented	Children's activities
family-oriented	Family
family-oriented	Family focus
farmers-market	farmers market
food	Availability of diverse eateries
food	Good food
food	Good restaurants
food	Local places to eat
food	McDonald's
food	Restaurants
Friendly	Friendly
Friendly	Friendly "big" little town
Friendly	Friendly local businesses
Friendly	Friendly neighborhood
Friendly	Some areas very nice and friendly
golf-course	City golf course
Good-community	Ames is an amazing community- something for everyone.
Good-community	Good community
good-place	A very good place to live
good-place	Great place to live

Great city	Great city
Great city	Great community
green-space	Green space
green-space	Woods
happy	Happy
health-care	Health care
health-care	Hospital & clinic
health-care	Medical services
image	Pride it shares with the university
image	Sense of community
industries	Industries
ISU	Access to ISU
ISU	Campus activities
ISU	Campus events
ISU	Close tie to ISU
ISU	College town
ISU	Great university
ISU	ISU
ISU	ISU activities & events
ISU	ISU and its programs
ISU	ISU and opportunities provided
ISU	ISU campus
ISU	ISU sports
ISU	Living on campus
ISU	Lots of opportunities provided by ISU
ISU	Opportunities at ISU
ISU	University activities
ISU	University community
ISU	University events
ISU	University influence
ISU	University setting
ISU	University town
ISU	University input
ISU	Vibrancy associated with ISU
location	Central location
location	Close to Ankeny
location	Close to business
location	Close to Des Moines
location	Close to hospital
location	Close to I35
location	Close to I35 + I80
location	Close to place we need to go
location	Close to work

location	Easy commute times within the city
location	In Iowa
location	In the middle of nowhere
location	Only 20 minutes to large city
neighborhood	My neighborhood.
neighborhood	Nice
neighborhood	Nice neighborhood
neighborhood	Our neighborhood
neighborhood	Pleasant
neighborhood	Pleasant neighbors
parks	Parks
people	Bright population
people	Educated people
people	Ethical people
people	Friend and neighbors
people	Friendly people
people	Friendly place to live
people	Friendly town
people	Generally concerned residents
people	Great people
people	Hard working & well-educated people
people	Kind people
people	Nice people
people	People
people	Welcoming people
police	Good police presence
progressive	Progressive
progressive	Progressive, intelligent residents
quality-of-life	A good standard of living
quality-of-life	Quality of life
quality-of-life	Reasonable
quiet	low noise
quiet	Peace
quiet	Peaceful town
quiet	Quiet
quiet	Quiet neighborhood
recreation	Aquatic Center
recreation	Cyclone football + basketball
recreation	Entertainment
recreation	Growing entertainment industry
recreation	Interesting and informative things to do
recreation	Outdoor areas
recreation	Playgrounds

recreation	Plenty to do
recreation	Recreation
recreation	Recreation department
recreation	Recreation programs
recreation	Recreational opportunities
recreation	Sports
recreation	Things to do
recreation	Trails
recreation	Waking/biking trails
relaxed	Low stress level
relaxed	Relaxed
relaxed	Relaxed atmosphere
relaxed	Relaxed little city
relaxed	Slower pace
relaxed	Speed of life
safe	Low crime
safe	Safe
safe	Safe and inviting neighborhood
safe	Safe neighborhood
safe	Secure
services	Access to services
services	Availability of services
services	Community services
services	Excellent programs and services for retirees
services	Good community services
services	Good services
services	Library
services	Services
shopping	Access to stores
shopping	Adequate and close by shopping
shopping	Availability of stores
shopping	Availability of shopping & restaurants
shopping	Shop locally every week
shopping	Wheatsfield coop
size	Active life style because small enough
size	Medium size
size	Nice size city
size	Nice size town
size	Right size
size	Size
size	Small
size	Small city atmosphere
size	Small community feeling

size	Small enough to get around easily, but large enough to offer some diverse services
size	Small size
size	Small town
size	Small town atmosphere
size	Small town feel
size	Small town with diversity
summer time	Summer time
traffic	low traffic
traffic	No traffic
trees	Lots of trees
trees	Trees
unique	Individual things that make Ames unique
volunteer opportunities	Volunteer opportunities
walkability	Can walk to work (ISU) and downtown
walkability	Walkability of Campustown
water	Clean water
water	Excellent water quality
water	Water
water	Water quality
well managed	Very well kept
well managed	Well maintained
well managed	Well managed
well managed	Well rounded town
wonderful-city	Wonderful city
youthful	Youthful atmosphere

Additional Comments

- (1) Ames does a good job with municipal water and electric - why not cable/internet? Cedar Falls is a good model. (2) Traffic flow is an embarrassment in a city full of traffic engineers. Stop paving alleys and work on the big picture.
- (1) page10, A-2, I cannot hear or understand audio on television without closed caption especially non-professional speakers that are at Channel 12 government meetings. Closed caption would be wonderful, but maybe not affordable. (2) Page3 A-1. Park paths - park Rec. The trails in N. River Valley Park have mulched covered paths. Once upon a time they were nice. Maintenance + repair needed. They have deteriorated to mud paths. A little maintenance would be help.
- 1) Please solve the shopping cart problem on S Duff. Ticket the people who take them; ticket the store who allows them to be taken. (2) I like the woodland clean up that has taken place at Brookside and Homewood! Keep it up. It keeps deer farther from streets.
- Access to and preservation of green space is wonderful. Cultural events (i.e. Farmer's market, festivals). Save North Grand (dying) mall. Develop west Lincoln way - it's always been abysmal except for taxes. Good jobs, Support the new radio station.
- Additional traffic control is needed on Ontario Street -- all hours, but especially early morning hours.

- Ames has started to go downhill ever since Title 8 Housing. We don't even send our kids to the Ames school any more. Stop allowing so many apartments to be built. It is making everything about Ames worse. I'm considering moving to a surrounding community.
- Ames is a beautiful city. We love it!
- Ames is a great city to live and work in. It isn't a great place to shop - it used to be a destination for shoppers from Jefferson, Carroll, Story city, Jewell and many other communities. Business development is critical to make the community attractive and keep our spending \$ in town, rather than always in Ankeny or DSM.
- Ames is a great city to live in. Keep up the good work.
- Ames is a great place to live. Lots of parks and good bicycle access. But it can always be better. There should be more bicycle accessibility and more connected/expanded forest recreation areas would be great. Law enforcement should be less focused on non-violent cannabis cases and more on theft.
- Ames needs a new development plan. The last one was changed often to meet demands. Put pressure on N. Grand to develop or shutdown. Shopping is leaving Ames for Ankeny. So emphasizing downtown, neighborhood shopping.
- Ames offers so many great activities but I think the talent within our community could really implement several creative strategies to woo more people to Ames. Help households save money; help households generate income from solar roofs; set benchmarks or goals for reducing total energy consumption from individuals to businesses; monitor pesticide levels in water; ensure water going to Nevada/Ethanol plant/etc. don't over extend the resources; Incentive institutions/nursing homes/etc. to work with farmers to use local foods; highlight local farms products at different events. Ex. local sausage @ 4th of July.
- Ames retail business company should respect all sport activity.
- Ames should work toward a better cooperation/partnership with Gilbert. Ames still needs to build a better retail base besides S Duff.
- As a college student living in West Ames, I fully utilize the Cy-ride daily and for the moonlight express. I find it unfortunate for the number of students who go out on Thursday nights and over summer break that have to find other means of getting home when there is no moonlight express. My friends and I have spoken frequently about this, and would even be willing to pay cash for one moonlight express schedule Th/Fri/Sat and throughout the summer.
- Better communication with permanent residents regarding street projects/major projects
- City seems to block anything that will help city grow. So more money goes to the tax roll.
- Could improve shopping resources. Don't ever let Paul Rhodes and Hoyberg go!!!
- CyRide needs to expand its route especially to service more of South Duff at a more variety of times during the day. It also needs to service 16th St. and Somerset more. You can't expect to expand it there is no or very little public transportation or very little.
- Developers run Ames and the town suffer because of it. Other towns this size have stronger downtowns and don't encourage stores like Walmart to take over. We have 2 Walmarts and a Sam's club way too many. Where's our independent book stores?
- Discourage business or residential development in the flood plain. No incentives for retail development.
- Do not want to pay more in taxes when the city council votes down potential property tax revenue for no good reason (car dealership)
- Due to the large number of new houses being built south of Oakwood and the number of school age children in that area I would hope that the city of Ames would see it beneficial to rebuild Oakwood and State Ave to include bike paths for kids attending the middle school. As well as those who attend or work at ISU.
- Get rid of the members of the City Council who are against any development in Ames
- Go back and actually read the comments.

- Good job!
- Good service from police + fire - need to fix streets more - too many Power Flashes - both at my home address + where I work - in the same zone - very upsetting to get at least 6 per year minimum.
- Great city & great city services. I believe the city needs to embrace ISU every way it can. Very few cities /towns have both an AA and university
- Has the city thought about its own cable service? Any change we could do a total review of speed limits?
- Have more restaurants
- Household income is ~\$66 for three science graduate students.
- I am concerned about the dramatic and dispiriting influx of low-income migrants to Ames, coming simply to fill multitude of cheap apartment complexes put up by speculating and calculating builders looking for rental income and the opportunity to build even more of the same. In my opinion this blight occurring in southwest Ames is grounds for a drift toward Gilbert on the part of our residents. The character of this university town is changing as well. For example, overcrowded schools, surging petty crime, and fewer local merchants. As a resident of Ames since 1960, I have the advantage of a long-range perspective on what Ames once was and what it is becoming. I think we could do better.
- I am very disappointed in the mall's inadequate facilities. Ames is large enough. It should be able to support a decent mall, enough so do not have to travel out of town - mainly for clothes shopping.
- I appreciate the effort required by city to develop + use this kind of instrument. Please publish results.
- I believe the future should be for our kids. Ames is a very nice place. Let's keep it nice and spend more time with our kids in church, or out think positive. God bless us all!
- I do enjoy living in Ames, I just wish that although I go to school part time at ISU and work at ISU, I wish I knew more about community events going on in downtown or at the bandshell, etc.
- I have been on many boards - school Boards, Coop elevator Boards, 4-11-Extension - church etc, and it is very easy to spend when it is not ours. It is time in these times that we live within our means. Meaning not always do we need new - but can live with what we have until or if we people get our country back to private sector instead of government prosperity.
- I like the size of Ames - always felt my children were safe - like library, parks, CyRide, wish there was more entertainment & more sense of community.
- I live close to North Grand mall area -the mall area is in serious need of road repair + development incentives. Would love to see a few restaurants + a coffee shop near here. I would rather have our penny go to support the Ames schools - let's keep our shopping here in Ames. Also, I really hope there is a plan for parking at the remodeled library. The library is a real asset to our community. + South 16th is getting really busy - any possibility of making it all 4 lanes? South 16 west of Duff. Ames is a great place to live.
- I love Ames but I have a full-time job in Iowa Falls & commute each day. I wish Ames would develop their business district more. And be more attractive to residents/business for a better night life.
- I love living in Ames and hope to retire here!
- I love living in Ames!! One and only thing, some foreigners need to be just as respectful to us as we are of them, they live in our country.
- I moved to Ames in 2002 with my husband who transferred here with 3M. I became a widow + stayed here because of the city + my job @ MGMC. I re-married 36 days ago and my new husband moved here because of my love of Ames + MGMC. He is commuting for 76 more days and then he will retire with Ipers from the DNR. We bought a house and all looking forward to living in Ames for several more years
- I never heard of patch.com before this survey. After checking it out, it looks like it will be very useful. Please promote it more.

- I think the biggest opportunity or need for Ames is better city planning. Ames feels disjointed & disconnected - poor flow among the various "zones", e.g. campus town, downtown, north Ames, etc. Also, we need more businesses - we are losing all sorts of possibilities for economic growth to Des Moines. I know many people from Hamilton, Wright, Webster, and Humboldt counties who go to Des Moines for major shopping - they could be doing their shopping in Ames!
- I think the city does a great job with parks & walking trails. The only thing that could be use improvement would be the access to Somerset area. It's a nice area but kind of out the way.
- I think you need to have the lights on Lincoln way and University be synchronziedand Lincoln way between the West Hy-Vee to university needs to have a turn lane to improve traffic flow and prevent car pile ups in the winter time.
- I wish Century Link/Quest internet would provide higher speed _ more than the 1.5 mbs we get in our area. Probably not a city problem but they need to update our area
- I would also ask that the city survey residents and put more focus on city planning. I think we need to limit the placement and amount of apartment buildings. Otherwise, we have been very happy living in Ames and appreciate all of the work many people put into making it a great place.
- I would also like the city do more & better maintenance on the alleys. Grading is poorly executed and often the alleys need more than just grading, need paving or more gravel.
- I would like to see a shelter house built with a large meeting area/restrooms/ + a full sized kitchen where Carr Pool sits now. We already have a parking lot. We need more area to go for large events/family re-unions/graduation parties. It would be a great location for one.
- I would like to see business in West Ames + North Ames; less concentration in South Ames especially the flood plain areas. Also, traffic is horrible on Duff Ave. When will Stange be completed into four lanes?
- I would love to see a natural park/playscape in Ames with a wading pool/pond available
- I would love to see Ames grow & invest into business like Iowa City has. It's ridiculous Ames looks almost the same as it did 20 years ago. But with growth comes traffic & Ames can't handle the traffic even now! Roads + streets are awful!
- I would love to see an outdoor roller hockey rink now that the ISU one is gone. Also a way to check the condition at the ski trails and ice rink online!
- I would suggest moratorium on noise (including lawn mowing) one working day a week (at least 4-10 pm)
- I'm disappointed in the city of Ames in regard to obstacles in new businesses to come to Ames.
- I'm still looking for a comprehensive traffic management plan that provides better street continuity + better North/South connection particularly between Squaw CK + Dakota.
- I've lived in Ames my whole life and small businesses and the mall need attention! Walmart was a mistake. Bike paths must be improved. Kids need a safe (non-religious affiliated) place to hang out. Police need to focus on dangerous crimes not minor possessions.
- I've returned to Ames after 17 years living in other cities.
- Improving flood control is my primary concern at this point. I am also concerned about shopping in Ames. Attracting retail stores to any area of Ames would be appreciated.
- Improving the elementary and middle schools should also be a priority, if that is something the city has the authority to do. High schools too, but elementary and middle schools take priority. After school programs for children are also important.
- It is FOOL HARDY to have allowed + continue to allow development on S. Duff + S. 16th street flood plain. What are Planning + Zoning + the City Council thinking?!!! Economic development @ any cost! With no consideration of the environment!!! and future generations.
- It would be helpful if they did budget billing for families that are struggling with low income

- Just because there were activities we don't participate in or things we do not know about, doesn't mean we think they are not important to the other residents of Ames. It was fun to participate in this survey.
- Just graduated from ISU, but have been in the same apartment for 3 years. I like Ames overall, there are some minor flaws, but overall very nice city.
- Left turn arrows are needed (ex. 13th + Grand for 13th St. traffic). Need flashing red light at 16th + Duff to alert the stop sign. Turn Carr's pool building into 4 season indoor shelter for rental use like Colo and Huxley have. Please trim tall grass on curb along E 13th & Spray weeds on south side - this is by the parks BLDG and is a gate way to Ames -often is littered and weedy. **FIX THE DUFF RAILROAD CROSSING!**
- Less money should be handed out for "economic development" and instead used for repair of roads and bridges
- Long-term investment in building a vibrant community. Slow/stop building out. Make Ames more bike friendly. Address agriculture runoff effects in drinking water.
- Love the downtown events, library, art events, quiet life in Ames, great neighbors!
- Love the library, but always room for improvement. The same goes for bike paths/lanes on certain streets. Would like to know more about how to obtain info about city events - meetings, festivals, elections, etc. That being said I have thoroughly enjoyed living here.
- Make Michigan left at Main after train or at least make a left turn lane for Main St. Probably would be easier as city owns the all munn lumber area + you are not disturbing railroad crossing gates.
- Make utility payments easy and free on-line. The idea that it is too expensive or "unfair" because all people don't use it is ridiculous. You are one of last places with this attitude. Following this logic I shouldn't have any taxes sent for CyRide or the Animal Shelter because I don't use them.
- Many burned out of flickering streetlights in our neighborhood - I'll try reporting them. Contractor did a terrible job of grading/sodding after water main/sewer work last summer on Hughes& Graeber. I've called twice about this and am disappointed there has been no follow-up (although the trench in the road where Hughes& Graeber meet was fixed last week - thanks))
- My husband and I live in the central part of Ames. We enjoy being close proximity to Brookside Park and downtown. The recent renovations of the facades of several downtown stores greatly enhance the downtown district. It is also good to see progress being made on North Grand Mall. What we lack in Ames is a Campustown as lovely as our university. There is little reason for anyone to go to Campustown. More outdoor dining like Stomping Grounds would be a step in the right direction. We visited our children in Madison and Lawrence we enjoy the energy, liveliness and ambience that surrounds their campus/downtown.
- Need to stop CyRide on stopping and causing traffic jams and accidents
- Not enough parking. Merging north on 30 and 35 dangerous. Exits and entrances are too close together for the speed
- On storm damage in TOP-O-HOLLOW-Bloomington area - had at least 6 city vehicles (notice construction/clean up related) drive through the area when one person could have done the same thing and the rest help with clean up.
- Only real complaint about city of Ames is limited attention to bike and pedestrian traffic, enabling, promoting, and making it safe. That said, for its size, Ames is probably better than most US cities regarding bike & pedestrians. Still, it could be much better.
- Overall I have never live in a city with so many parks - we have really enjoyed using them. Since moving here from another state I have enjoyed the friendly atmosphere, great neighborhoods and beautiful parks.
- Overall I've really enjoyed living in Ames. I just wish Campustown could get re-vamped/cleaned up - it looks awful and I hated bringing friends/family here. I also wish there was more restaurants too!

- Overall, Ames is a great city/small town to live in. I'm proud to live here.
- Park system should not have trash cans. Place signs to carry in + carry out. It is a waste of tax payer money and an eye sore to have trash cans in parks.
- Parks need sidewalks
- Please consider discounts or budget payment plans for college students. I live paycheck to paycheck and it is extremely stressful
- Really want to comment on the staff at the City. Called last year to ask that a tree be removed - Mike was my contact and he was great. Sought him out again in the spring to confirm - tree was taken down, stump removed -they even seeded it & grass is already growing! Mike at 239.5341.
- Rental prices are a bit high for my tastes. Even with a roommate it is difficult to pay rent and bills and still be able to afford groceries. Not everyone is a college professor/professional or getting help from their parents.
- Some of the streets need to be repaired. The plowing of snow on side streets could be improved. By the time the plows go through, the snow is packed down and slippery.
- Some unreceptive sensors are not sensitive to bikes, such as Northwestern + 13th. Rubber mats at sidewalk intersection are extremely slippery when wet. Extend CyRide route to Northridge Heights.
- Stop building Apts. With growth of research park, we need a light at intersection of Univ. Blvd and Airport Rd.
- Spotlight needed at Mortensen + State. Snow removal on minor streets needs improvement. Need more business in West Ames (stores & food). A lot of apartments + people living out here.
- Thanks for doing this. I love Ames and its size, and hope we can resist spreading like a scene on the landscape, and instead build existing infrastructure. Would love to see a sustainability plan for the city and more "wild space" for wildlife.
- Thanks for seeking input. The only real complaint/criticism I have is the way too long term 'embarrassment' of North Grand Mall for our city .. and the wasted \$\$ and time spent over the "new mall" (though we were against it.) If these fall under #8 Land Use Planning ... there needs to be great improvement. We prefer to shop locally + think our city should have a functioning, usable mall with more choices than we've had for years!
- The Ames police department has prejudiced and rude cops. Not every drunk person is a criminal, and the Drug Tax Stamp Act is bullshit. Stop using obsolete laws to tack on extra charges to Pot-Smoking kids.
- The city council needs to be more forward thinking and not obstructionist.
- The city council seems more interested in trying to control the daily lives of Ames citizens rather than serve for the public's good thru passing/enforcing ordinances.
- The city does a terrible job at enforcing regulation with rentals + noisy tenants. It took years to get 311 Pearson in shape with bad landlords and tenants, and now 406 Pearson is a problem, next to the Mayor's house and nothing is being done. You need more teeth and hefty penalty for anti-social (noisy) behavior and loitering.
- The city has granted franchise rights to our cable provider - Mediacom. I think the city should be responsible to ensure Mediacom has the ability and desire to respond to citizen service complaints - a real person otherwise - allow competition on the cable service!
- The city of Ames has deteriorated in terms of safety and livability in the last ten years. I believe you can attribute this largely to the increase in rental properties along with the increase in low income residents. This is not racial class bias - it is simple about why someone is in Ames. If they are not here for employment or full-time student status, they are more likely to use a disproportionate level of all types of services - medical, fire and rescue, police etc.

- The city of Ames loses hundreds or thousands, if not millions, of retail tax revenue to Polk and Dallas counties to the south. This is unacceptable for an affluent city such as Ames. The council needs to welcome retail development in Ames in order to keep these precious tax dollars in town.
- The library is good as is and will be used less in future. Please stop wasting tax dollars on library and trying to buy companies to come to town. Business will pay their own way if left alone.
- The RR crossing at Duff & LW is terrible. It's uncomfortable, hard on my vehicle + slows traffic. The traffic light exiting Hy-Vee (not west store) takes too long to turn green. The blinking/counting down lights on some pedestrian crossing hit "0" yet the light stays green. It's unpredictable/confusing for motorists that know to look if a yellow light is imminent. People heading south on Duff often illegally try to turn Left for the Walmart + super center/Wendy's instead of using turning lane at intersection.
- The Zoning Dept. and Assessor offices need to be more helpful in finding lot lines and enforcing fence building in neighborhood. Fences need to be on the owner's lot not the neighbors'. The pins are there but was told they didn't mean anything put the fence where you want. This doesn't promote friendship!! If one call can find the line couldn't they find & mark lot lines with a small GPS unit? Now many would the city need - the council got Tablets\$\$\$
- This form is too long.
- Tickets should be given for drivers that pass on the right and expect to be allowed to merge. Please make this offense ticket-able.
- Upon retirement, my wife and I considered moving to a different part of the US, but decided Ames had most of the desirable attributes we considered important to us, as retirees.
- Very difficult to provide helpful information due to lack of involvement (my choice) in lots of city activities. Love Ames. I am most satisfied with all generally, but not one who gets involved. Do not have strong priority - one way or another. too many desirables to consider usually!
- We have lived in the same house for 36 years and we would like to see an end to kids coming to the Iowa State to party. Veishea has become an event where much disrespect is shown in Campus town. Loud music, litter everywhere. This event caused those irresponsible positions to turn their back and as an outcome we have had rioting, destruction of property etc.
- We love Ames - we can't find much to complain about - obviously we've been here a long time! And we are retired here, too, and try to contribute to the health/wealth of the community by volunteering & supporting our businesses.
- We need a new brewery. Old Main is awful and I make objectively better beer in my basement when it's not flooded (recognized BJCP beer judge). Less money for police, more money for schools
- We need a nice beach for swimming and sand volleyball. Ada Haydea would be perfect! We need a beach better than the "pits" please!!!!
- We need to remain focused on being competitive in terms of commercial + residential development. Appearing receptive to new development helps everyone in the long run. We offer a lot compared to the suburbs and keeping families here should always be a top priority.
- We really need to put a left turn arrow on the street light that turns off of Lincoln way + onto Clark Ave going both North and South.
- Would like to see more beautification efforts - follow spirit of Reiman Gardens + Fleur Drive + downtown Des Moines - medians could be so much nicer
- You should charge people \$3 for a parking pass at Gateway Park or \$50 for a summer season pass. Too many people disc golfing and throwing beer bottles on the ground. Would eliminate some maintenance and you guys would have another source of income. Also you should put in another disc golf course in Ames. Maybe 9 holes.

- Your survey is slanted to elicit only positive comments. Things I don't like about Ames include the huge uptick in crime courtesy of city council's section 9 + other vouchers. I also don't like the very limited hours and high price of admission to the water park. The continued focus on "Ames Main Street Cultural District" is really weird. Have you not noticed the majority of new development is occurring outside of that area? Why are we stuck with these weird conditions in this city? It could be a truly great place to live. I would also like to see the city council vote on an ordinance that directs the Ames Police Department to consider cannabis possession and relaxed issues as their lowest priority.