

To: Mayor and Council

From: Susan Gwiasda, Public Relations Officer

Date: February 27, 2018

Subject: Resident Satisfaction Survey 2018

The City of Ames is again working with Iowa State University's Institute for Design Research and Outreach to produce, distribute, and analyze the 2018 Resident Satisfaction Survey. This will be the 36th year of the survey, which includes mostly benchmarking questions. Our goal with the annual survey is to use feedback from our citizens regarding their satisfaction with City of Ames programs and services, capital improvement projects, and future allocations of funding to guide decision making.

Each year, a small amount of space is reserved for current issue/policy questions to be added. Most policy questions require some explanation before any question can be asked. Due to the space necessary to set up the question, typically only two to three additional questions fit in the survey. The Council is welcome to suggest topics, but please note there is no obligation to add to the survey. The questions added to the 2017 survey are included on pages 2-3. They focused on financial incentives for building and the millennial marketing campaign.

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

In response to the recently adopted City Council Goals, one option would be to use the available space to gather citizen feedback on possible improvements to Internet options including availability, reliability cost, speed, and customer service. I will be asking for your ideas for new topics/questions during the Council meeting. All new questions are crafted in consultation with our experts at Iowa State University in order to capture data that provides meaningful feedback.

Urban Revitalization Project

A. Do you think the City of Ames should provide monetary incentives (tax abatements, TIF, etc.) for urban revitalization projects IF this could result in the demolition of buildings identified as eligible or potentially eligible for the National Register of Historic Places?

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly Disagree
- 5. Don't know

Why? Please explain your response: _____

#AlwaysAmes

A. Are you aware of the “#AlwaysAmes” campaign to promote the Ames community as a great place to relocate?

- 1. Yes
- 2. No
- 3. Maybe

B. Where have you seen the “#AlwaysAmes” marketing material? (Circle all that apply)

- 1. Internet ad
- 2. Billboard
- 3. Social media mention
- 4. Other (please specify) _____
- 5. No, I have not seen anything

C. If you were going to move to a community, what are the most important factors you consider before relocating? (Circle all that apply)

1. Crime and safety
2. Good schools
3. Work opportunity
4. Professional growth
5. Cultural amenities
6. Recreation opportunities (to participate)
7. Weather/climate
8. Proximity to other cities
9. Housing costs
10. Daycare availability
11. Shopping
12. Entertainment/Restaurant options
13. Sports venues (to watch)
14. Other (specify) _____