



To: Mayor John Haila and City Councilmembers
From: Susan Gwiasda, Communications and Outreach Manager
Date: March 10, 2026
Subject: Discussion of additional questions for the 2026 Resident Satisfaction Survey

The City of Ames is again working with Iowa State University's Institute for Design Research and Outreach to produce, distribute, and analyze the 2026 Resident Satisfaction Survey. This will be the 44th year of the survey.

Each year, a small amount of space is reserved for current issue/policy questions to be added. Most policy questions require some explanation before any question can be asked.

Due to the space necessary to set up the question, typically only a few additional questions fit in the survey. **The Council is welcome to suggest topics, but please note there is no obligation to add to the survey.**

For the 2025 survey, the Council made these changes:

- Added a question to the survey asking residents to prioritize investment for human services.
- Removed a question related to the health of the survey taker.
- Added an additional response to the section on "Preferences for City Communication" to include "Other" with a write in option.
- Added a question to the survey under the "Sense of Community" section that asks if the respondents or someone the respondent finds their language to be a barrier to participation in the community.
- Moved to add a question about indoor/outdoor aquatic centers under Parks and Recreation
- Added a question regarding Board and Commission participation

Earlier this year, the Ames Human Relations Chairperson requested a question be included on the 2026 survey to help identify possible discrimination, which the Commission believes may be underreported. The question the Commission is requested is:

- In the past 12 months, have you felt treated unfairly in Ames because of race, national origin, color, marital status, disability, religion, sex, sexual orientation, or gender identity? Yes/No. If yes, please select all that apply.

ATTACHMENT(S):
[Ames Survey 2025.pdf](#)