

City of Ames Residential Satisfaction Survey Built Community Capital

by

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Iowa State University

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IOWA STATE UNIVERSITY
Extension and Outreach

CD-DIAL Extension Program

- *Community Economic Development Data Information Analysis Laboratory (CD-DIAL)*
- Technical assistance unit within ISU extension CED that helps communities, organizations, and state and local agencies identify needs and evaluate their assets
 - Program evaluation research
 - Research methodology
 - Data analysis to communities, agencies and organizations
 - Data Collection Methods
 - Mailed paper-and-pencil survey
 - Online survey
 - Telephone interviews
 - Focus groups

CD-DIAL extension program

- Experience
 - More than 30 years of surveying Iowa communities
 - More than 15 years of program evaluation experience
 - Studies conducted in every Iowa county and many cities
- Issues
 - Health needs assessments (county and city)
 - Community needs assessments (county and city)
 - Community satisfaction surveys (city)
 - Other issues (i.e. Forestry survey, parks/conservation issues, preschool dual language program, school consolidation, etc.)

CD-DIAL Approach

- Work together with the community steering committee
 - ❖ development of questionnaire
 - ❖ data gathering – through community volunteers
 - ❖ finding prospective respondents for focus group
 - ❖ validation of the analyzed data
 - ❖ presentation of the result to the public
- Define survey methodology
- Collect data
- Analyze the data
- Communicate findings
 - ❖ written reports
 - ❖ oral presentation both to the steering committee and then to the public

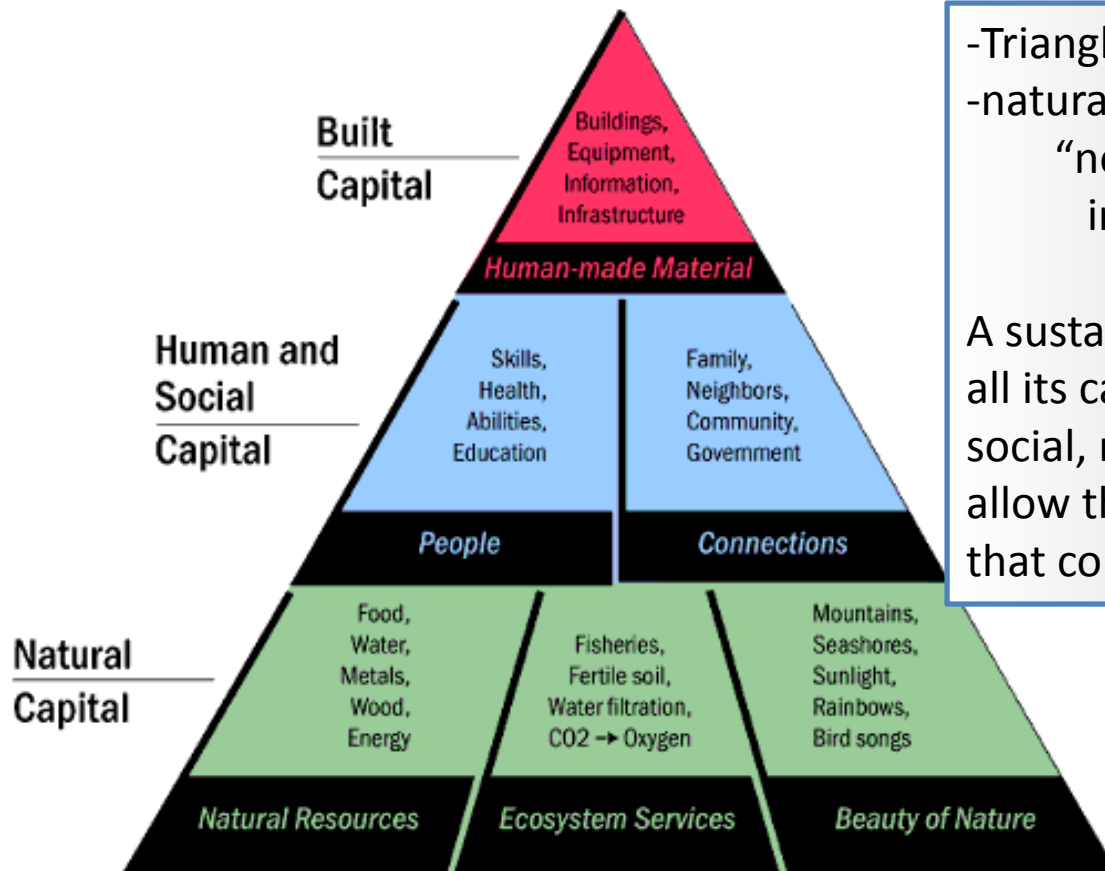
City of Ames Residential Satisfaction Survey

- Have been doing the survey every year for more than 10 years
- Client: City administrator's office
- Evaluation of the performance of the city in their provision of local services to the residents of Ames and students from ISU
 - The goal is to identify if the city residents are satisfied with the services they receive from the city, and
 - Give direction to the city and how to improve them
 - Emerging issues are also included in the survey (i.e. construction of water parks, mall redevelopment, certain major street improvements, etc.)

Community Built Capital

- **In theory this study is a measure of the effectiveness of the city’s “community built capital”.** It deals with infrastructure that supports the community, such as telecommunications, industrial parks, mainstreets, water and sewer systems, roads, etc.
- Built capital is often a focus of community development efforts.
(<http://www.soc.iastate.edu/staff/cflora/ncrcrd/capitals.html>)

Community Capital



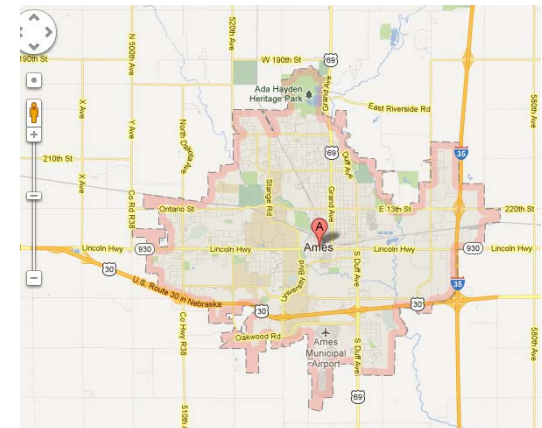
-Triangle
-natural, human, social, and built capital
“need to be cared for, nurtured and improved over time”

A sustainable community wisely manages all its capital -- using and improving the social, natural and built capital in ways that allow that capital to continue to support that community in the future.

Source: <http://www.sustainablemeasures.com/node/32>

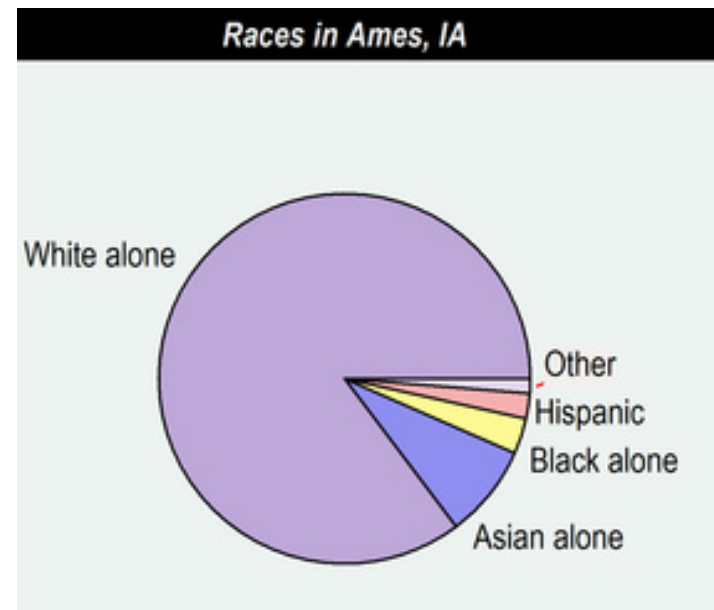
City of Ames

- **Ames** is a city located in the central part of the U.S. state of [Iowa](#) in [Story County](#), and approximately 30 miles (48 km) north of [Des Moines](#).
- Largest city in Story County
- Designated as metropolitan statistical area by Bureau of Census
- Home of
 - [Iowa State University of Science and Technology](#) (ISU)
 - USDA's Agricultural Research Service's [National Animal Disease Center](#) (NADC)
- Has the headquarters for the [Iowa Department of Transportation](#)



Demography

- 2010 Population: 58,965 (+16.2%)
- Males: 53%
- Median age: 42.7
- Median resident age: 23.8 years
- Ave. HH income: \$37,124
- Median house value: \$168,729
- 81% live and work in Ames

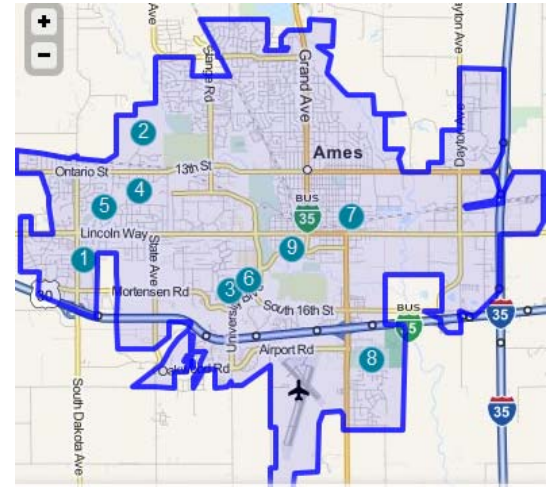


Methodology

- Mailed survey to Ames residents
 - Randomly selected from City of Ames utility users list (n=312)
- Online survey to ISU students
 - Randomly selected from ISU registrar's student list (n=192)
- 95% confidence level and 5 confidence interval
- Response rate (22%)
 - 23% for Ames residents
 - 21% for ISU student

Services Provided by the City

- Fire protection
- Law Enforcement
- Sanitation/food inspection
- Library
- Land use planning
- Animal Shelter and Animal Control
- Parks
- Recreational opportunities
- Art program
- Human service agency funding (ASSET)
- Transit system (CyRide)



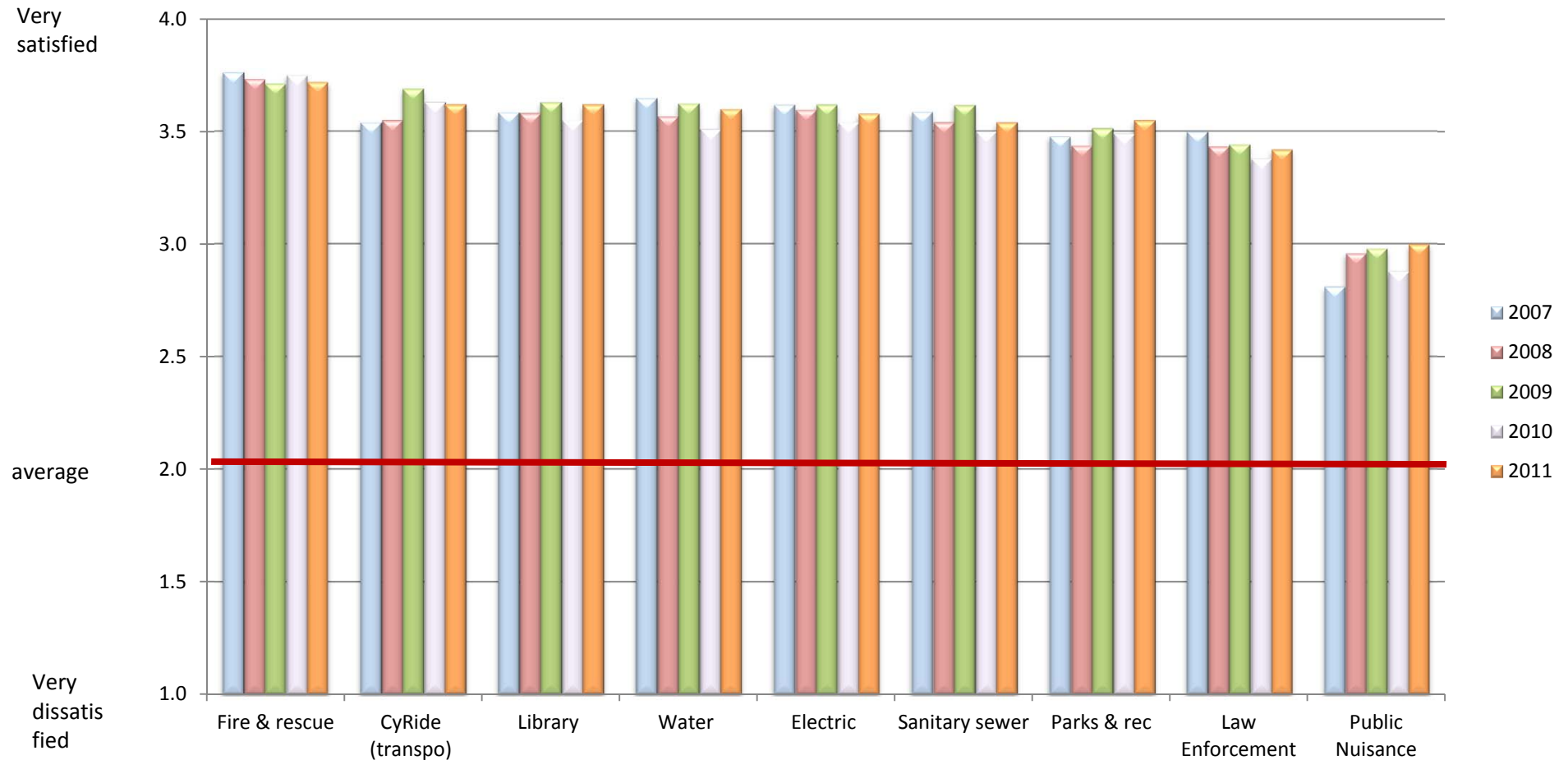
Rating of overall services received from the city 2001 -2011

Year	Good	Very Good	Good/Very good
2001	62%	36%	98%
2002	54%	43%	97%
2003	59%	41%	100%
2004	49%	50%	99%
2005	64%	34%	98%
2006	60%	38%	98%
2007	64%	35%	99%
2008	65%	32%	97%
2009	64%	34%	98%
2010	68%	29%	97%
2011	63%	31%	95%

How would you rate the overall services you received from the city?

Perceived Satisfaction on City's Services

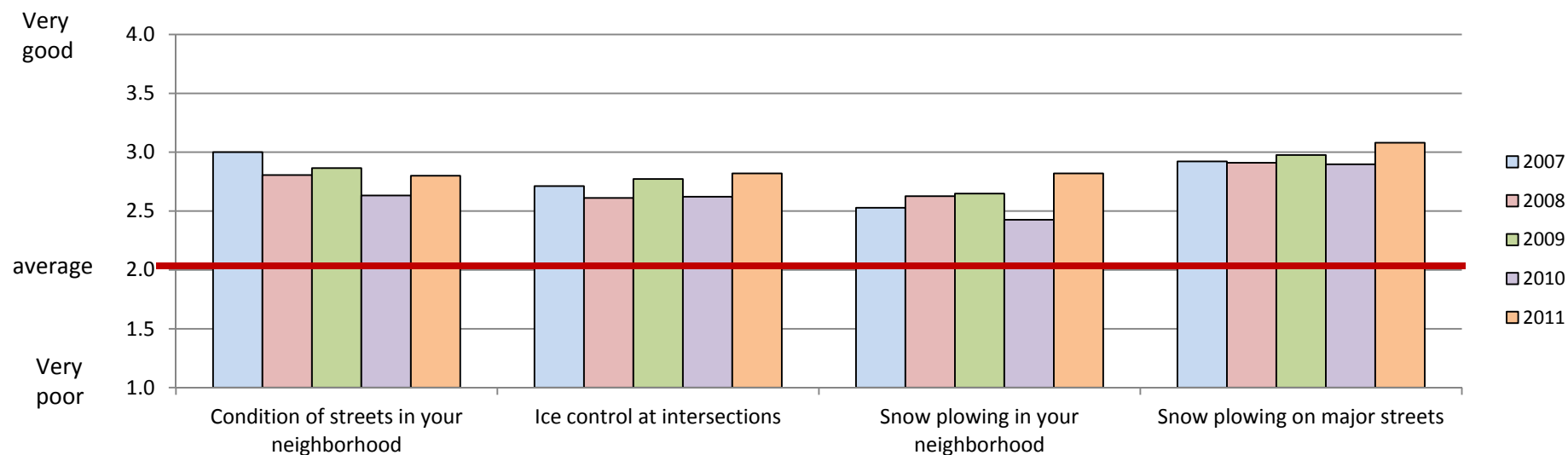
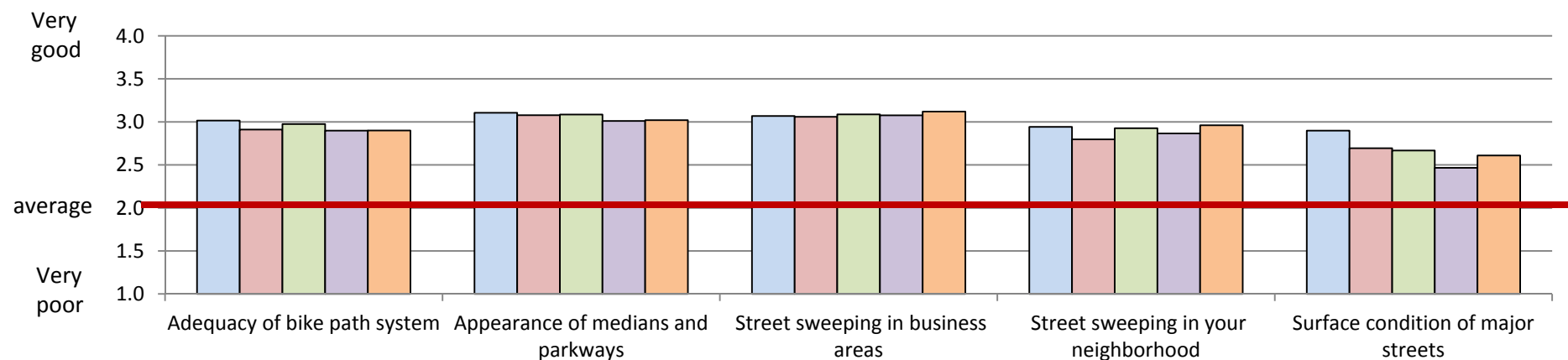
2007 -2011 (1=very dissatisfied; 4=very satisfied)



7 out of 9 departments had 90% or more with “somewhat or very satisfied” responses.

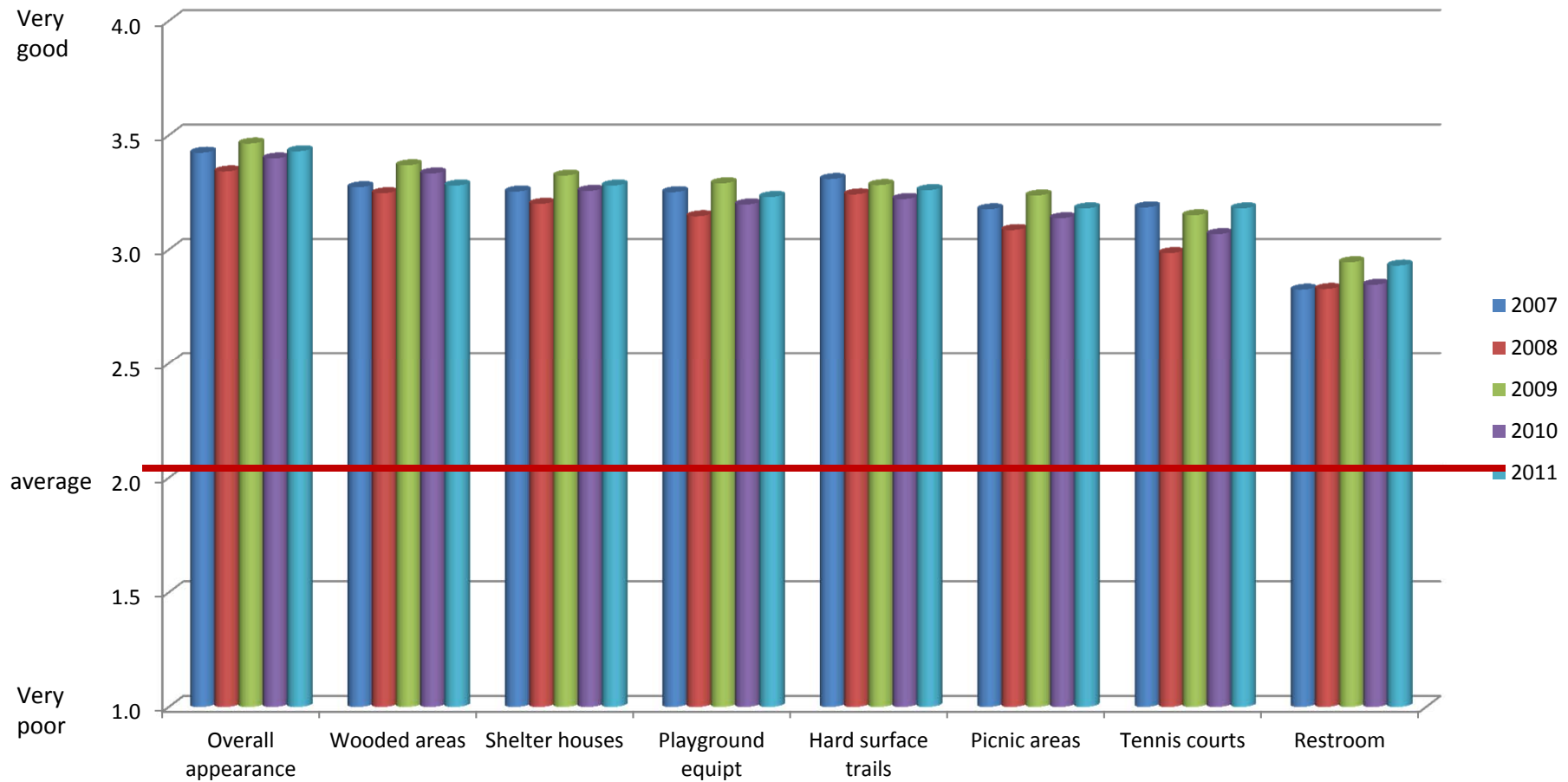
Adequacy of Street Maintenance, 2007-2011

(1=very poor; 4=very good)



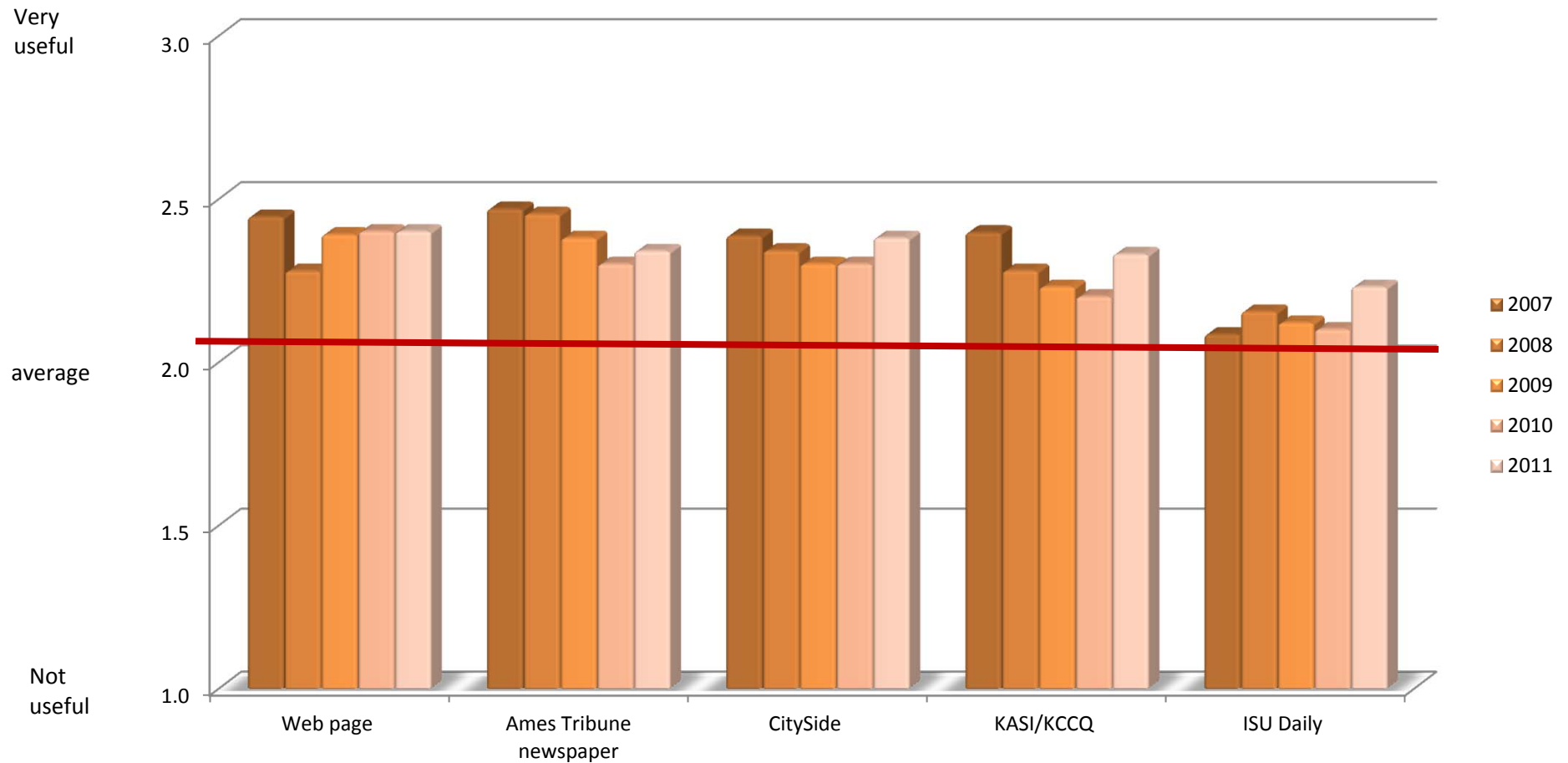
Ratings of Parks & Recreational Facilities

2007 -2011 (1=very poor; 4=very good)



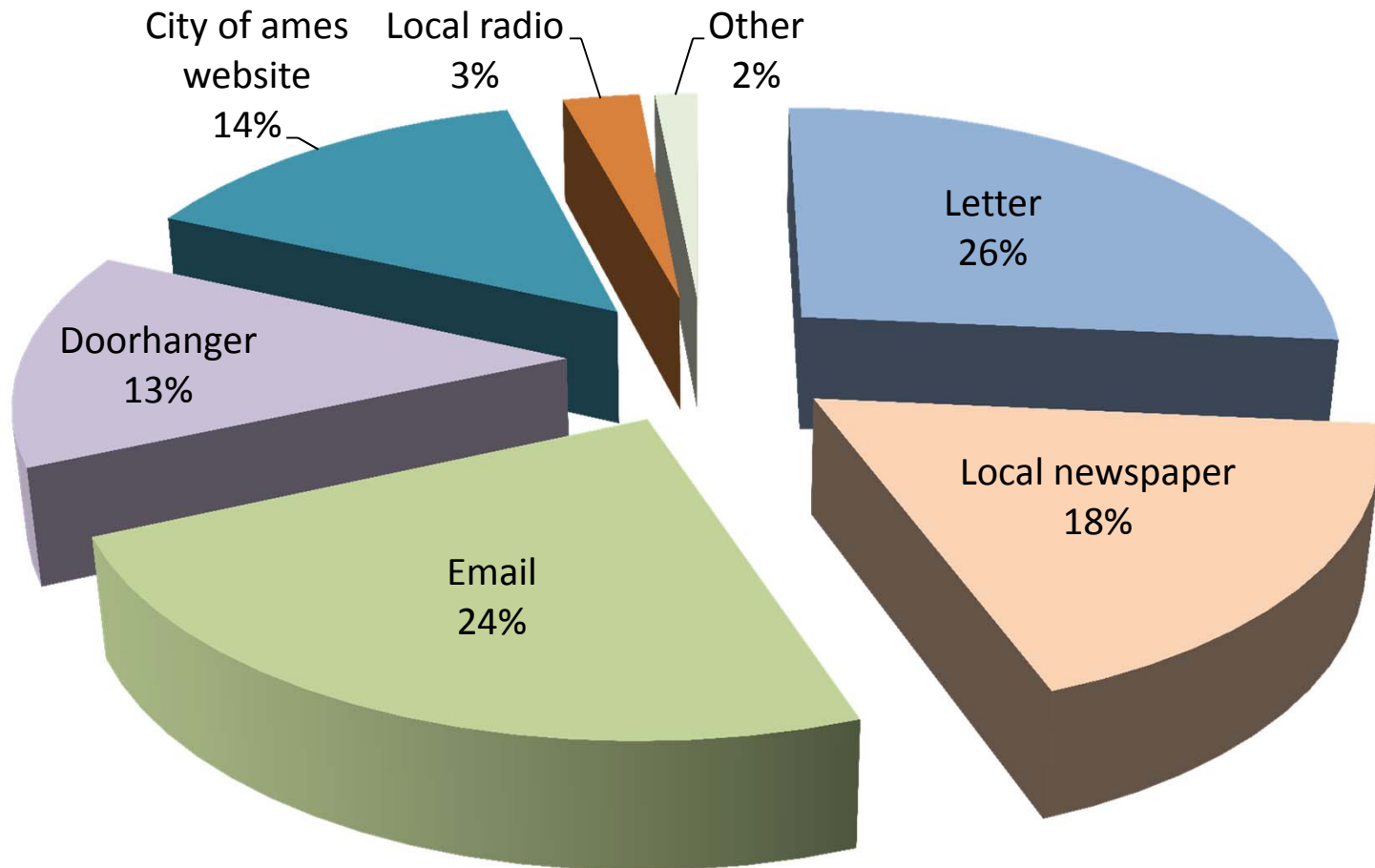
Usefulness of Local Media Sources

2007 -2011 (1=not useful; 3=very useful)



Preferred Method for Local Information

(services, programs, projects), 2011



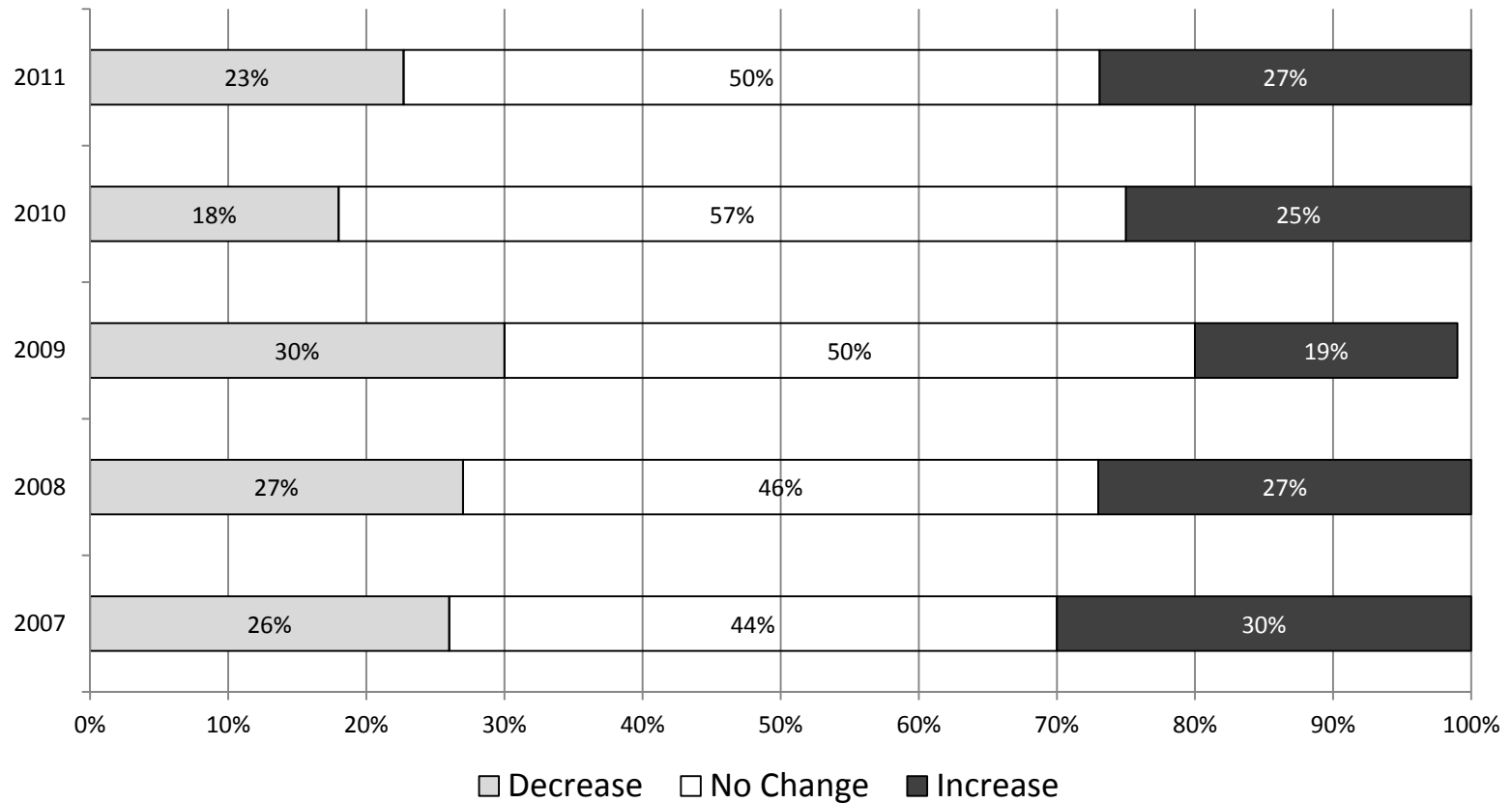
On-going Service Priorities

- *Should the city spend (less, same or more) on services paid for by property or sales taxes?*

Services	SPEND MORE				
	2007	2008	2009	2010	2011
Transit System (CyRide)	18%	23%	15%	26%	23%
Sanitation/food inspections	28	28	18	21	22
Library	24	23	19	18	21
Ames Animal Shelter & Animal Control	19	22	16	16	20
Recreational Opportunities	34	29	22	24	20
Law Enforcement	20	18	19	24	20
Human Service Agency funding	25	23	20	20	19
Long range and current planning	15	16	13	19	15
Fire protection	18	12	12	16	14
Art Programs	19	20	12	14	14
Park Activities	22	27	19	19	13

Trend in Property Tax Adjustment

The City levy for the next year is \$10.85 per \$1,000 of taxable valuation. This means that the City portion of the property tax on a \$100,000 home in Ames is about \$508.77 after rollback. Given your spending preferences, what should be the adjustment in property taxes next year? *How much should the property tax be adjusted in the next year?*



Capital Improvement Priorities

Importance of capital improvements over time

<u>Service</u>	Survey Year				
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
	Percent very or somewhat important				
Reconstructing existing streets	77	84	84	87	84
Storm water drainage improvements	61	67	73	67	77
Traffic flow improvements	64	65	84	68	71
Improvements to existing parks	54	55	50	55	59
Library improvements	57	53	58	53	59
Bike path improvements	48	51	53	55	56

Word/phrase that comes to mind when you think of Ames

ISU



Positive words/phrase		Negative words/phrase		Neutral words/phrase	
	%		%		%
Good community/welcoming/ Nice people	40	Lacks recreational attractions/No shopping	8	University town/ISU/university/school	66
Not that big/small/A Big "small" town	18	Windy/Cold	4	Center of Iowa	1
Safe	14	Boring/lame	2	Corn/farming	1
Variety of entertainment/recreation/Amenities	10	Not willing to change	2	Religion	1
Home	9	Crime	2	Hickory Park/Battles/Others	1
Clean	8	Floods	2	Veisha	1
International/cultural/Diverse	7	High cost of living	2	Farming	1
Nice parks/outdoor recreation	4	Lacks progressiveness in art/culture/business/growth	1	AHS	<1
Location	3	Narrow Minded	1	Church	<1

Ames is the _____ of Iowa.



Conclusion

- The city has always attempted to continuously monitor its community built capital by having a yearly assessment.
- This monitoring system is always part of the city's budget.
- The data has been always presented to the city council for review and it's being used heavily in their policy or programs following the survey year.
- Because of the regular monitoring system, the city has accepted several national awards:

Special Awards for the City of Ames

Award Description	Source	Year
Among the top 25 'Smartest College Towns	<i>The Daily Beast</i>	2011
Among top 10 best places to live in America	<i>Money, Magazine,</i> <i>CNNMoney.com</i>	2010
Top 15 cities for people who hate long commutes	<i>U.S. News & World Report</i>	2009
Third best college town	American Institute for Economic Research	2009
Among "9 great places you've never heard of"	<i>Mother Earth News</i>	2008
30th in " Best Small Places for Business and Careers"	<i>Forbes magazine</i>	2008
Among 10 best places to retire young	<i>Money, Magazine,</i> <i>CNNMoney.com</i>	2007
2nd most liveable small city in the nation	<i>New Rating Guide to Life in American's Small Cities</i>	2002
Among 20 best places in America to live and work	<i>BestJobsUSA.com</i>	2002

CITY OF AMES IOWA

[ABOUT AMES](#)[LIVING](#)[VISITING](#)[DOING BUSINESS](#)[OUR GOVERNMENT](#)[HOW DO I...](#)

IN THE SPOTLIGHT

Register Today!

Ames Electric Services and City of Ames Sustainability Task Force Business Sector Committee invite the business community to the Business Energy Symposium on May 22. Pre-registration required.



Thu, May 17,
Fair, 51° F
Yahoo! Weather

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LATEST NEWS



Good news for college grads and for Ames, Iowa!

Ames, Iowa was named to the top 25 metro areas for college graduates. The job market may be shifting, and Americans with a

EVENTS & MEETINGS

- ◆ Library Board of Trustees
5/17/2012 | 7:00 PM
- ◆ Co'Motion Dance Theater presents 'Women in Motion'

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Thank You!!!!

For any question:

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