

*2008 Ames Resident Satisfaction Survey*  
**26<sup>TH</sup> ANNUAL STATISTICAL REPORT**

The City of Ames, Iowa, conducts an annual satisfaction survey of community residents. In early 2008, the City mailed questionnaires to 950 city residents whose names were randomly selected from the City of Ames utility users list. Additionally, 400 Iowa State University students were randomly selected from a mailing list generated by the ISU Office of the Registrar. The survey booklet was 12 pages long and included standard benchmarking questions, as well as issue-related questions written specifically for this survey. The new questions were formulated by with assistance from City of Ames department managers and Kathlene Larson, former Research Director with CD-DIAL, Iowa State University Extension. This analysis was completed with assistance from Beverlyn Allen, assistant professor, Department of Sociology, Iowa State University.

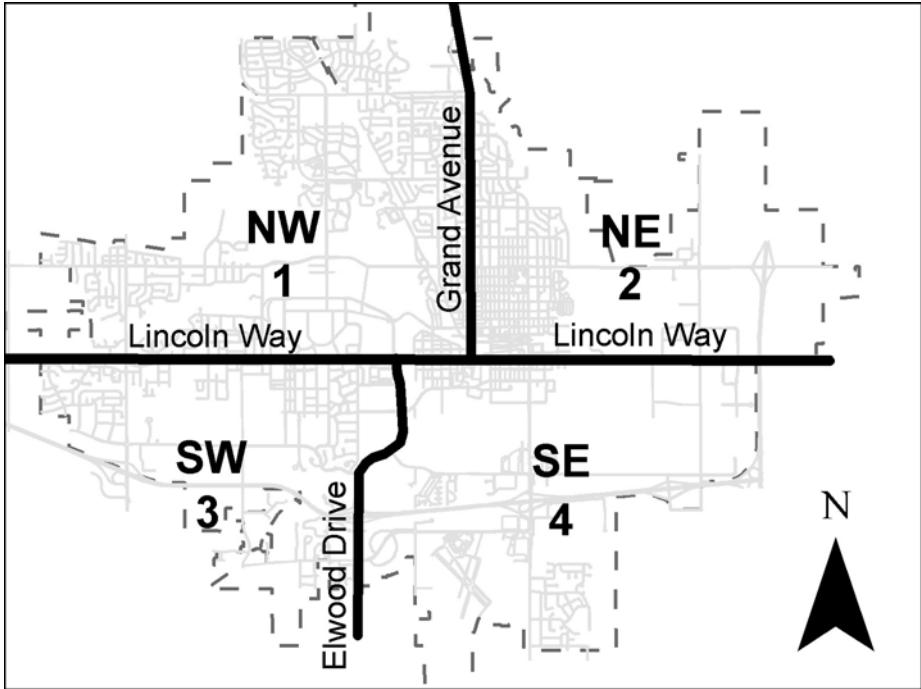
This statistical report summarizes results from 370 respondents who returned usable questionnaires, an increase of 30 returned surveys from 2007, and a response rate of 27%. Assuming that respondents who returned questionnaires are not different from non-respondents, this number of questionnaires allows us to conclude with 95% confidence that the results obtained from the survey are within +/-5% of results that would have occurred if everyone in Ames participated in the survey. For example, if 60% of respondents agree with a statement, we can generalize to the population by inferring that somewhere between 55% and 65% of the population agree with the statement. We cannot conclude this with complete certainty, but we can conclude this will be true 95% of the time.

## **Respondents' Personal and Social Characteristics**

Table 1 (on page 3) 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 2000 Census. Columns 3-9 show personal and social characteristics of individuals who completed surveys between the years of 2000 and 2008.

Of the respondents in this year's survey, 55% of respondents are male, which compares well to Census 2000 data about Ames. Also, 61% of respondents have a college degree. Forty-one percent of respondents are employed full-time and three in 10 (30%) are full-time students. The number of full-time students returning this year's survey increased from 20% in 2007. Nearly a third of (30%) respondents report their household income is less than \$25,000, 22% report their income is between \$25,000 and \$49,999, 27% report earning \$50,000 to \$99,999, and 21% of respondents make more than \$100,000 annually.

**Figure 1. Geographic Sections**



Respondents also were asked about the place where they live. As seen on Figure 1, half (50%) of survey respondents came from the northwest section of the city. Thirteen percent came from the northeast, while 25% were from the southwest, and 12% were from the southeast.

While nearly six out of 10 (56%) respondents own their residence, the others (40%) rent. The majority of renters (62%) reported renting due to their short-term stay in Ames. In 2004, 40% of renters reported they rented due to lack of adequate income. That figure dropped to 23% in 2005, but rose to 37% in the 2006 survey. In the 2007 survey, that number returned to 40%. This year, 44% of renters reported lack of adequate income was the reason for renting a home rather than owning a home.

**Table 1. 2008 Ames Resident Satisfaction Survey respondent characteristics**

Characteristics	2000 Census	Survey Year								
		2000	2001	2002	2003	2004	2005	2006	2007	2008
<b>Years lived in Ames</b>										
Less than 1 yr	-	14	11	17	16	9	4	0	0	1
1-3 yr	-	22	33	18	31	26	21	24	20	27
4-6 yr	-	16	13	9	11	15	17	17	17	17
7-10 yr	-	6	5	5	8	6	5	10	10	9
More than 10 yr	-	22	38	51	33	44	53	49	53	46
<b>Gender</b>										
Male	52	47	43	55	53	43	49	53	53	54
Female	48	53	57	45	47	57	51	47	47	46
<b>Age</b>										
18-24	44	33	37	33	40	33	25	22	19	24
25-44	29	29	27	23	24	27	26	31	26	29
45-64	17	22	26	29	22	23	27	28	37	26
65-74	5	4	7	9	9	9	11	11	9	11
Over 75	5	3	5	6	4	8	11	8	9	10
<b>Education</b>										
Some HS	-	2	0	1	0	1	1	1	1	1
HS diploma	-	7	5	11	8	4	9	7	5	9
Some college	-	36	40	43	45	39	30	29	25	29
College degree	-	19	20	17	21	20	23	25	25	24
Some graduate work	-	10	11	9	5	11	10	11	13	9
Graduate degree	-	26	23	19	21	25	27	28	31	28
<b>Employment status</b>										
Employed full-time	-	34	35	38	32	38	41	46	49	41
Employed part-time	-	9	9	8	9	12	17	24	21	24
Retired	-	16	11	16	15	17	21	17	22	21
Full-time homemaker	-	4	5	3	2	1	3	4	3	3
Full-time student	-	35	39	32	40	29	28	28	20	30
Unemployed	-	2	1	3	2	3	1	2	4	7
<b>Household income</b>										
Less than \$25,000	-	-	-	-	-	-	-	28	-	29
\$25,000-\$49,999	-	-	-	-	-	-	-	25	-	22
\$50,000-\$74,999	-	-	-	-	-	-	-	16	-	14
\$61,000-\$80,000	-	-	-	-	-	-	-	15	-	13
More than \$100,000	-	11	7	9	14	13	13	16	21	21

Respondents who are homeowners differ from renters on several personal and social characteristics. Of those who have lived in Ames more than 10 years, nearly nine in 10 (87%) are homeowners. Of those who have lived in Ames four to 10 years, half (50%) own their home. One-half of renters have lived in Ames for three years or less. Not surprisingly, respondents who are homeowners tend to be older than renters. Of those between 25 and 44, over half (56%) are homeowners. Of those between the ages of 45 to 64, nearly nine (86%) in 10 are homeowners. In contrast, 78% of those under 25 years old rent, and eight in 10 (80%) fulltime college students currently rent. Nearly three-fourths (71%) of homeowners have at least completed a college degree compared with 54% of renters. Finally, homeowners typically have more household income than renters. More than three-quarters (79%) of homeowners earn \$50,000 or more, whereas nearly nine in 10 (88%) renters earn less than \$50,000. (Figures from this paragraph are not shown in any tables.)

**Table 2. Housing characteristics**

<u>Characteristics</u>	<u>2000 Census</u>	<u>Survey Year</u>						
		<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
<i>Percent</i>								
<b>Housing type</b>								
Own	46	46	50	51	62	60	67	56
Rent	54	54	50	49	38	40	31	40
<b>If rent, for what reason?</b>								
Short term stay in Ames	-	67	67	50	62	55	53	62
Little or no upkeep	-	9	10	10	14	27	34	37
More security	-	2	2	0	1	7	5	10
Lack of adequate income	-	20	20	40	23	37	40	44
<b>Location of home</b>								
Northeast	-	21	17	19	22	15	17	13
Northwest	-	43	49	45	43	54	46	50
Southeast	-	10	12	11	14	11	12	12
Southwest	-	26	22	25	21	20	25	25

## Priorities for On-Going Services

Respondents were asked to indicate whether they thought future budgets should spend less, spend the same, or spend more on several services paid by property or sales taxes. Spending priorities are shown in Table 3. A majority of respondents reported that they would like future budgets to spend the same for 11 out of 11 services. Respondents were given a list of services paid for out of property tax or local option sales tax dollars. The category “other” received 35 responses (see appendix for the complete list). Of those selecting “spend more,” 29% of respondents wanted to spend more on recreational opportunities, followed by 28% of respondents who would like to see more money spent on sanitation/food inspections. There was considerable variation in respondents’ views about spending for art programs. Twenty-five percent of respondents would like to spend less, 20% would like to spend more, and 55% would like to spend the same on art programs.

**Table 3. On-going service priorities**

	Should the city spend ...?		
	Less	Same	More
Recreational opportunities (N=359).....	11%	60%	29%
Sanitation/food inspections (N=359) .....	3%	69%	28%
Parks activities (N=355).....	12%	61%	27%
Human service agency funding (ASSET) (N=350).....	13%	64%	23%
Ames Public Library (N=355) .....	12%	65%	23%
CyRide (Public transit) (N=361).....	10%	67%	23%
Ames Animal Shelter & animal control (N=357) .....	10%	68%	22%
Arts programs (Public Art & COTA) (N=357).....	25%	55%	20%
Law enforcement (N=360).....	12%	70%	18%
Land use planning (both current and long-term) (N=357)	27%	57%	16%
Fire protection (N=359).....	7%	81%	12%
Other (Please specify) _____ (N=35).....	3%	31%	66%

Table 4 (on the next page) shows trends in spending preferences. The table demonstrates the percent of respondents wanting to spend more for each service over the past five survey years.

Between 2007 and 2008, there was a 6% decrease in respondents who support more recreational opportunities, yet it still remained the top category in “spend more.” Additionally, support for sanitation/food inspections, the second-place finisher in “spend more” continued into 2008. Support for “spend more” related to park activities increased 5%, which represented the highest level of support in the past several years. Support for spending more on CyRide increased 5%, while support for spending more on fire protection decreased by 6%.

**Table 4. Trends in “spend more” responses for on-going services.**

	Survey Year					
	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	Percent					
Recreational opportunities	20	22	29	28	34	29
Sanitation/food inspections	18	17	19	20	28	28
Park activities	19	20	21	20	22	27
Human Service Agency funding	18	28	26	23	25	23
Library	20	25	21	25	24	23
Transit system (CyRide)	21	22	21	20	18	23
Ames Animal Shelter and Animal Control	14	22	17	18	19	22
Art programs	24	24	22	20	19	20
Law enforcement	13	14	11	14	20	18
Long range and current planning	14	11	13	19	16	16
Fire protection	7	11	9	15	18	12

There were statistically significant differences noted between social characteristics and responses to some services. The data were examined for differences by length of residency, age, gender, home ownership, and household income. Notable differences between groups who wanted to spend less or spend more are bulleted below.

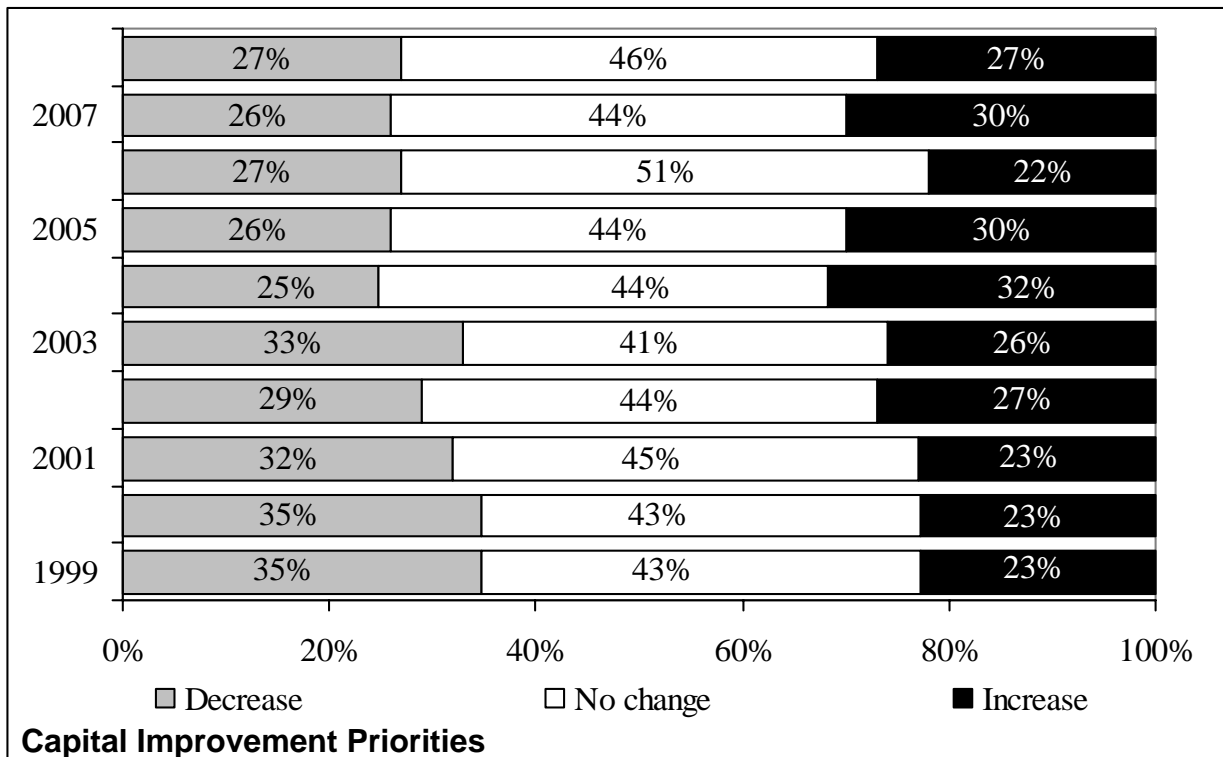
- Recreational Opportunities. Fulltime employed respondents were more likely to want to spend more on recreational opportunities (39.9%) than non-fulltime employed respondents (20.9%). Retired respondents were more likely to want to spend less on recreational opportunities (20.5%) than non-retired respondents (8.9%). Non-retired respondents were more likely to want to spend more (34.2%) than retired respondents (8.2%). Respondents who want to spend more on recreational opportunities have lived in Ames for significantly less time (M = 12.6 years) than those who want to spend less (M = 23.3 years) and those who want to spend the same (M = 19.3 years). Those respondents who want to spend more on recreation are significantly younger (M=37.26 years) than those who want to spend the same (M=45.8 years) or less (53.6 years). In 2007, no comparisons were statistically significant based on these comparisons.
- Fire protection. No comparisons were statistically significant based on these comparisons. In 2007, females and older respondents were more likely to support increased funding for fire protection.

- Human service agency. Female respondents are more likely to want to spend more on human service agency funding than males (28.8% compared with 17.5%), a similar percentage of both males and females want to spend the same (64%, 64.7%, respectively), and male respondents are more likely to want to spend less on human service agency funding (18.5%) than females (6.4%). This result is consistent with the result in 2007.
- Sanitation/food inspections. No comparisons were statistically significant based on these comparisons. In 2007, residents who had lived in Ames longer wanted to spend more on sanitation/food inspection.
- Law enforcement. Non-fulltime student respondents are more likely to want to spend more on law enforcement (20%) than full-time students (10.6%), a majority of both non-fulltime and fulltime students want to spend the same (71.2%, 68.3%, respectively) and more fulltime students want to spend less on law enforcement (21.2%) than non-fulltime students (8.8%%). Respondents who rent are more likely to want to spend less on law enforcement (19.9%) than those that own their own homes (7.2%). Respondents who want to spend more on law enforcement (M = 46.9 years) are significantly older than those who want to spend less (M = 35.1). In 2007, non-fulltime student respondents and older respondents were more likely to want to spend more on law enforcement.
- Parks Activities. Fulltime employees were likely to want to spend more on parks activities (36.8%) than non-fulltime employee respondents (19.4%). In addition, non-retired respondents were more likely to want to spend more on parks (30.9%) than retired respondents (9.7%). Those respondents who want to spend more on parks have lived in Ames significantly less time (M=13.3 years) than those who want to spend less (M=15.7 years) or those who want to spend the same (M=19.9 years). Those respondents who want to spend more on parks are significantly younger (M=39.4) than those who want to spend less (M=46.9) or the same (M=45.8). In 2007, no comparisons were statistically significant based on these comparisons.
- Ames Animal Shelter and Animal Control. Female respondents are more likely to want to spend more on the Ames animal shelter and animal control (28.3%) than males (16.1%), and more males than females want to spend the same (71%, 63.5%, respectively). Male respondents are more likely to want to spend less on Ames animal shelter and animal control (13%) than females (8.2%).
- Long range and current planning. Home owners were likely to want to spend less for long-range planning (32%) than renters (22.3%). Fulltime students are more likely to want to spend more on long range planning (21.4%) than non-fulltime student respondents ( 13.7%), while non-fulltime student respondents are more likely to support less spending on long range planning (30.6%) than fulltime student respondents (19.4%). Male respondents are more likely to want to spend less on long-range planning (32.6%) than females (20.8%). In 2007, no comparisons were statistically significant based on these comparisons.

- Ames Public Library. No comparisons were statistically significant based on these comparisons. In 2007, females and non-fulltime student respondents were more likely to want to spend more on the library.
- Transit system (CyRide). No comparisons were statistically significant based on these comparisons. In 2007, fulltime student respondents were more likely to want to spend more on the transit system, while non-fulltime student respondents were more likely to want to spend less.

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 10 years of the survey. The figure shows subtle variation in responses to this question over time, with 2008 results changing slightly from 2007. Again, respondents showed a preference for no change in property tax rates with 46% respondents suggesting the rate stay the same. The percentage of respondents suggesting “decrease” increased 1%, and the number of respondents who would accept an increase in property taxes this year decreased 3%.

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



Next, respondents were asked to rate the importance of six capital improvement projects and given the option of “other.” This question has been pared down over the last few years from as many as 10 items. As shown in Table 5, more than eight in 10 respondents (84%) reported reconstructing



existing streets as a top priority for capital improvement spending. Storm water drainage improvements were noted by more than two-thirds of respondents (67%) as somewhat or very important, as were traffic flow improvements (65%). More than half the respondents noted improvements to existing parks, library facility improvements and bike path improvements as “very” or “somewhat important.” Twenty-three responses were given to “other,” and those answers can be viewed in the appendix.

**Table 5. Capital improvement priorities**

	<b>Somewhat or Very Unimportant</b>	<b>Somewhat or Very Important</b>
Reconstructing existing streets (N=356)...	16%	84%
Storm water drainage improvements (N=351) .....	33%	67%
Traffic flow improvements (N=358).....	34%	65%
Improvements to existing parks (N=356)..	45%	55%
Library facility improvements (N=358).....	47%	53%
Bike path improvements (N=354).....	49%	51%
Other (specify _____) (N=23).....	4%	96%

**Table 6. Trends in capital improvement priorities**

<u>Service</u>	Survey Year					
	<u>20 03</u>	<u>20 04</u>	<u>20 05</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	<i>Percent very or somewhat important</i>					
Reconstructing existing streets	72	77	80	74	77	84
Storm water drainage improvements	58	59	70	74	61	67
Traffic flow improvements	75	71	68	66	64	65
Improvements to existing parks	54	61	65	50	54	55
Library improvements	58	59	62	54	57	53
Bike path improvements	49	56	57	51	48	51

Table 6 illustrates trends in respondents’ views about the importance of each of the capital improvement projects. The highest rated priorities continue to focus on streets and traffic

improvements, along with storm water drainage. Table 7 shows how when asked to rank the categories as priorities, the top three categories ranked as the highest are 1) Reconstruct existing streets, 2) Traffic flow improvements, and 3) Bike path improvements.

**Table 7. Ranking of Capital Improvement Priorities**

	<b>Highest Priority</b> (N=351)	<b>Second Highest Priority</b> (N=347)	<b>Third Highest Priority</b> (N=341)
Reconstructing existing streets .....	43%	25%	11%
Traffic flow improvements .....	20%	21%	15%
Bike path improvements.....	12%	10%	15%
Library facility improvements.....	8%	12%	15%
Improvements to existing parks .....	7%	11%	21%
Storm water drainage improvements .....	6%	20%	22%
Other (specify _____).....	4%	1%	1%

## Resident Satisfaction

Respondents were asked to determine their level of satisfaction with City services in a group. Table 8 is a summary of the responses, and Table 9 groups the responses into “very/somewhat dissatisfied” and “very/somewhat satisfied” with don’t know/don’t use removed. As in previous years, the level of satisfaction with City services continues to be high. When removing the people who responded “don’t know,” almost every City department had a 90% of higher level of somewhat/very satisfied responses. Public nuisance enforcement (which spans several departments), was added to the survey last year. While it received noticeably lower satisfaction levels with 28% of those with an opinion reporting “very/somewhat dissatisfied.” That number was a decrease of 6% when compared to 2007. New staff in the Inspections Division and more emphasis on a neighborhood response team will make this a category to monitor in next year’s survey.

**Table 8. Summary Table of Satisfaction with City Services**

	<b><u>Very Dissatisfied</u></b>	<b><u>Somewhat Dissatisfied</u></b>	<b><u>Somewhat Satisfied</u></b>	<b><u>Very Satisfied</u></b>	<b><u>Don't Use/ Know</u></b>
Police Dept. services (n=359)	3%	6%	27%	46%	18%
Fire & Rescue services(n=359)	<1%	1%	16%	52%	31%
Electric services (n=356)	1%	3%	30%	61%	5%
Water services (n=357)	1%	4%	31%	61%	5%
Sanitary sewer system (n=355)	<1%	4%	34%	56%	6%
Parks & Recreation services (n=356)	<1%	4%	43%	45%	8%
Library services (n=356)	<1%	3%	28%	50%	19%
CyRide (n=332)	1%	4%	19%	43%	33%
Public nuisance enforcement (noise, over-occupancy, yard upkeep, etc.) (n=333)	4%	16%	30%	21%	29%

**Table 9. Summary Table of Satisfaction with City Services (removing “don’t know”)**

	<b><u>Very/ Somewhat Dissatisfied</u></b>	<b><u>Very/ Somewhat Satisfied</u></b>
Police Department services (n=294)	11%	89%
Fire Department services(n=248)	1%	99%
Electric Department services (n=338)	4%	96%
Water Department services (n=346)	5%	95%
Sanitary sewer system (n=334)	4%	96%
Parks & Recreation services (n=368)	6%	94%
Library services (n=288)	4%	96%
CyRide (n=240)	7%	93%
Public Nuisance Enforcement (n=253)	28%	72%

## Police Department

Respondents' preference for future emphasis for Police Department activities is recorded in Table 10. In Table 11, the following table, the preferences are tracked over a period of several years to identify trends.

**Table 10. Future emphasis for Police Department activities.**

<u>Police Department activity</u>	<u>Less</u>	<u>Same</u> <i>Percent</i>	<u>More</u>
Illegal drug use prevention and enforcement (n=350)	7	47	46
Sex-related offenses investigation (n=349)	1	59	40
Violent crimes investigation (n=349)	1	63	36
Bad checks, fraud and identity theft investigation (n=348)	3	61	36
Alcohol-related crimes enforcement (n=351)	11	56	33
Crime prevention and education activities (n=350)	2	65	33
Domestic violence and family dispute resolution (n=349)	1	70	29
Residential patrolling (n=349)	5	71	24
Juvenile crimes investigation (n=351)	3	74	23
School resource officer services (n=347)	8	70	22
Noise laws and nuisance party enforcement (n=350)	14	69	17
Speed limit enforcement (n=351)	19	64	17
Animal control and sheltering (n=350)	11	73	16
Traffic control and enforcement (n=350)	7	78	15
Business district patrolling (n=351)	9	85	6
Parking laws enforcement (n=350)	37	59	4

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. In Table 10, more than half of respondents indicated emphasis should be the same for every category but one. In the categories of illegal drug use prevention and enforcement, 46% of respondents said it should receive more emphasis and 7% suggested less emphasis. Nearly four in 10 respondents (37%) said parking laws enforcement should receive less emphasis, 19% thought speed limit enforcement should receive less emphasis, and 14% believed noise laws and nuisance party enforcement should receive less emphasis. Forty percent of respondents reported that sex-related crimes enforcement should receive more emphasis, and 36% said more emphasis should be given to violent crimes investigation.

**Table 11. Trends in “more emphasis” for police department activities**

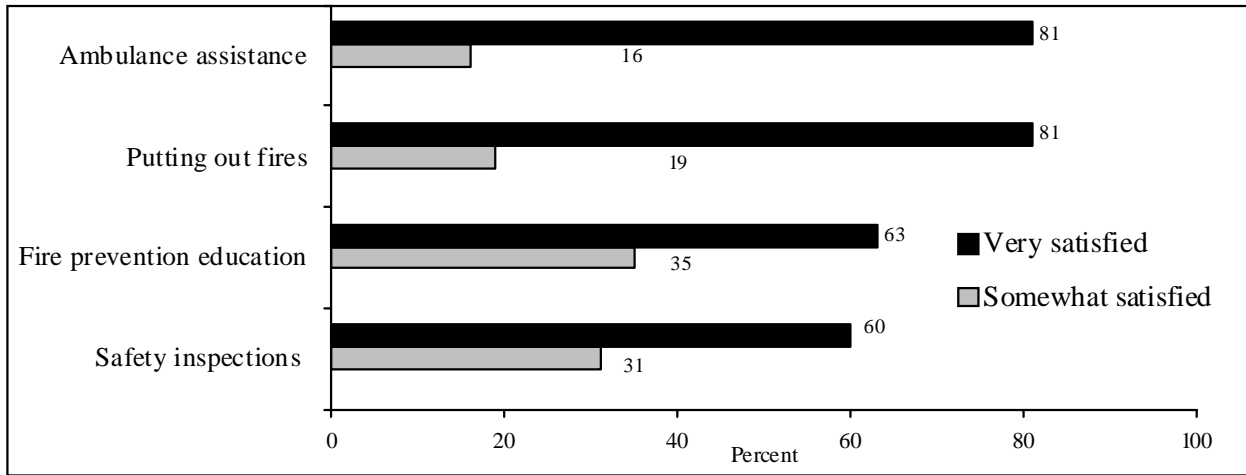
Police Department activity	Survey Year					
	2003	2004	2005	2006	2007	2008
	<i>Percent</i>					
Illegal drug use prevention and enforcement	49	43	46	50	54	46
Sex-related offenses investigation	38	32	47	40	43	40
Violent crimes investigation	32	36	-	33	36	36
Bad checks, fraud, identity theft investigation	23	28	28	29	33	36
Alcohol-related crimes enforcement	27	23	27	36	41	33
Crime prevention and education activities	32	36	31	30	31	33
Domestic violence/family dispute resolution	31	28	33	28	31	29
Residential patrolling	15	23	19	19	27	24
Juvenile crimes investigation	27	25	16	23	27	23
School resource officer services	24	19	17	22	19	22
Speed limit enforcement	19	25	17	20	27	17
Noise laws and nuisance party enforcement	13	15	17	20	27	17
Animal control and sheltering	6	6	9	7	15	16
Traffic control and enforcement	16	10	15	13	17	15
Business district patrolling	11	6	5	4	8	6
Parking laws enforcement	8	4	7	3	7	4

Trends in opinions about Police Department activities are shown in Table 11. 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 2008, the upward trend in emphasis on bad checks, fraud, identify theft investigation continues to climb, with 36% of respondents suggesting more emphasis. This is an increase of 13% from 2003.

## Fire Department

Fire Department activities also were addressed in the survey. In Figure 3 (on the following page), respondents’ satisfaction ratings are illustrated. More than three-fourths of the respondents indicating an opinion are very satisfied with ambulance assistance (81%) and efforts at putting out fires (81%). More than six in every 10 (63%) reported being very satisfied with fire prevention education, and 60% said they were very satisfied with safety inspections. 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 Figure 3.

**Figure 3. Satisfaction with Fire Department activities (“Don’t Know” removed)**



### Electric Utility

Table 12 considers respondents’ experience with electric service interruption. The number of respondents who have experience a power outage dropped for the second year to 45%. In 2006, a series of weather events contributed to 74% of respondents being impacted by an outage. In 2007, that figure dropped to 59% and dropped again this most recent year. The number of respondents observing a burned out light stayed nearly the same (1% increase), and the number reporting a burned out light dropped for the second year to 12%. Among those who reported a burned-out light, 81% said that the light was repaired within 10 days. Less than one in six (16%) respondents indicated that they experienced a power outage which affected their computer operations, down from 21% the year before.

**Table 12. Respondents’ experience with electric service interruption.**

Service outage	Survey Year					
	2003	2004	2005	2006	2007	2008
	<i>Percent who responded “yes”</i>					
Observed burned out streetlight	56	52	55	54	46	47
Experienced power outage	37	45	48	74	59	45
Experienced power surge which affected computer operations	17	15	18	25	21	16
Reported burned out light	9	15	15	19	15	12

Satisfaction with various services provided by the electrical department is shown in Table 13. More than 90% of Ames customers are somewhat or very satisfied with power quality. When removing respondents who marked “Does Not Apply,” 59% of respondents are very satisfied with the ease of reporting an outage and 64% are very satisfied with response of employees. Nearly 60% of those responding said they are very satisfied with the time to restore service after an outage.

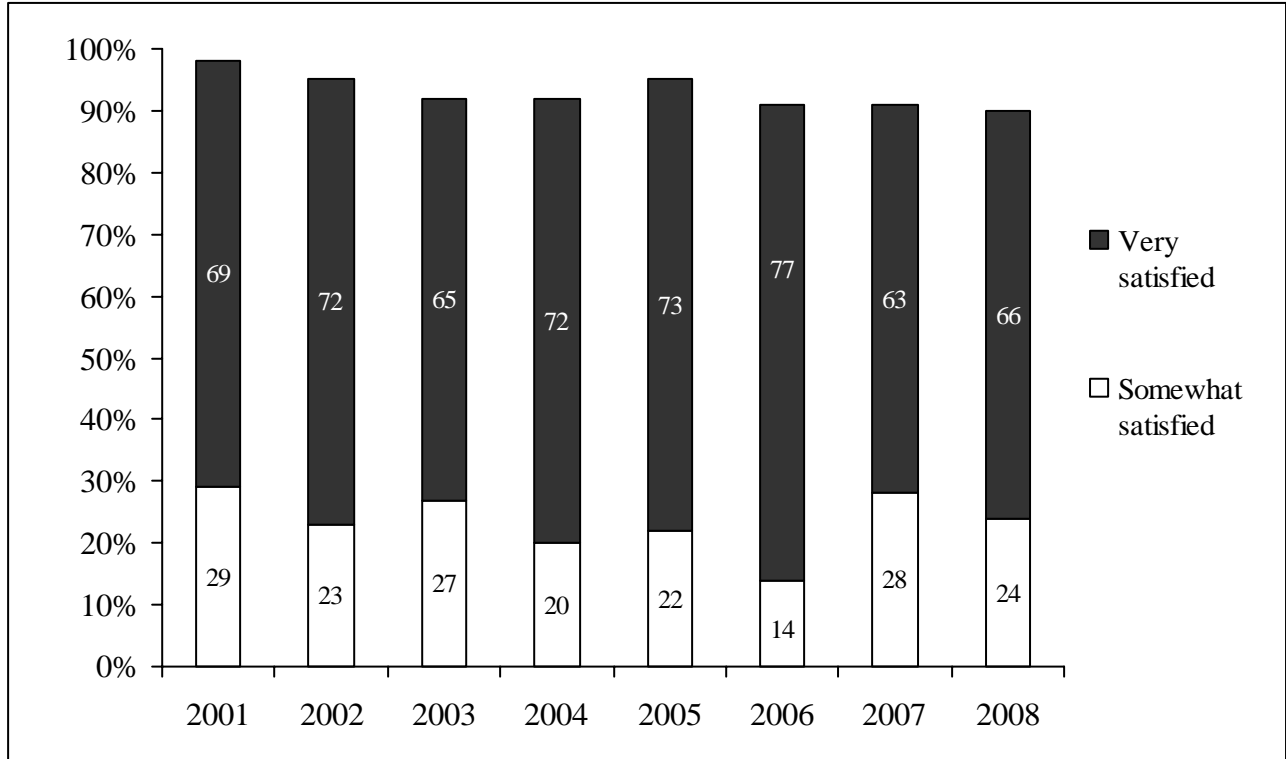
**Table 13. Satisfaction with Electric Department services**

	<u>Very Dissatisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Somewhat Satisfied</u>	<u>Very Satisfied</u>	<u>Does not Apply</u>
Being informed of progress restoring service (N=329) .....	1%	5%	24%	25%	45%
Ease of reporting an outage (N=331)	<1%	2%	21%	33%	44%
Response of employees (N=329) .....	<1%	2%	19%	37%	42%
Time to restore service (N=329) .....	--	2%	22%	35%	41%
Electric rates (N=330) .....	5%	14%	44%	31%	6%
The quality of power (N=329) .....	<1%	2%	29%	63%	6%

## Water and Sanitary Sewer Utilities

Respondents were asked to indicate their satisfaction with city water quality on a four-point scale from “very satisfied” to “very unsatisfied.” Figure 4 (on the next page) shows that more respondents were very satisfied with water quality in 2008 than the previous year. More than six in 10 (66%) respondents reported they are “very satisfied” with water quality, while another 23% report they are “somewhat satisfied.” For the past several years, 90% of respondents or more have been somewhat to very satisfied with water quality.

**Figure 4. Trends in satisfaction with city water quality (in percentages)**



Satisfaction with city water rates stayed even with the previous year. In Figure 5 (on the next page), one quarter of respondents indicated they are very satisfied with water rates, with nearly half (48%) of respondents reporting they are somewhat satisfied with rates. In 2007, the numbers were 24% very satisfied and 49% reported being somewhat satisfied. Thirteen percent of respondents said they are either very or somewhat unsatisfied.

This past fiscal year the Water and Pollution Control Department introduced the concept of inclining block rate pricing for water bills, which provides residential and business customers base quantity (or “block”) or water at one rate, then a higher rate for water over the base amount. For the majority of residential customers, their water bills were unchanged by this conversion. However, residents who use extensive amounts of watering for yards or recreation received higher water bill after June 30. Because residents receive their survey in the spring, this rate increase would not have had an impact. However, it will be interesting to see what change, if any, is noted on next year’s data. Additionally, the department has continued its extensive “Smart Water” water conservation marketing campaign in an effort to reduce water consumption and delay costly expansion projects.



**Figure 5. Trends in satisfaction with city water rates (in percentages)**

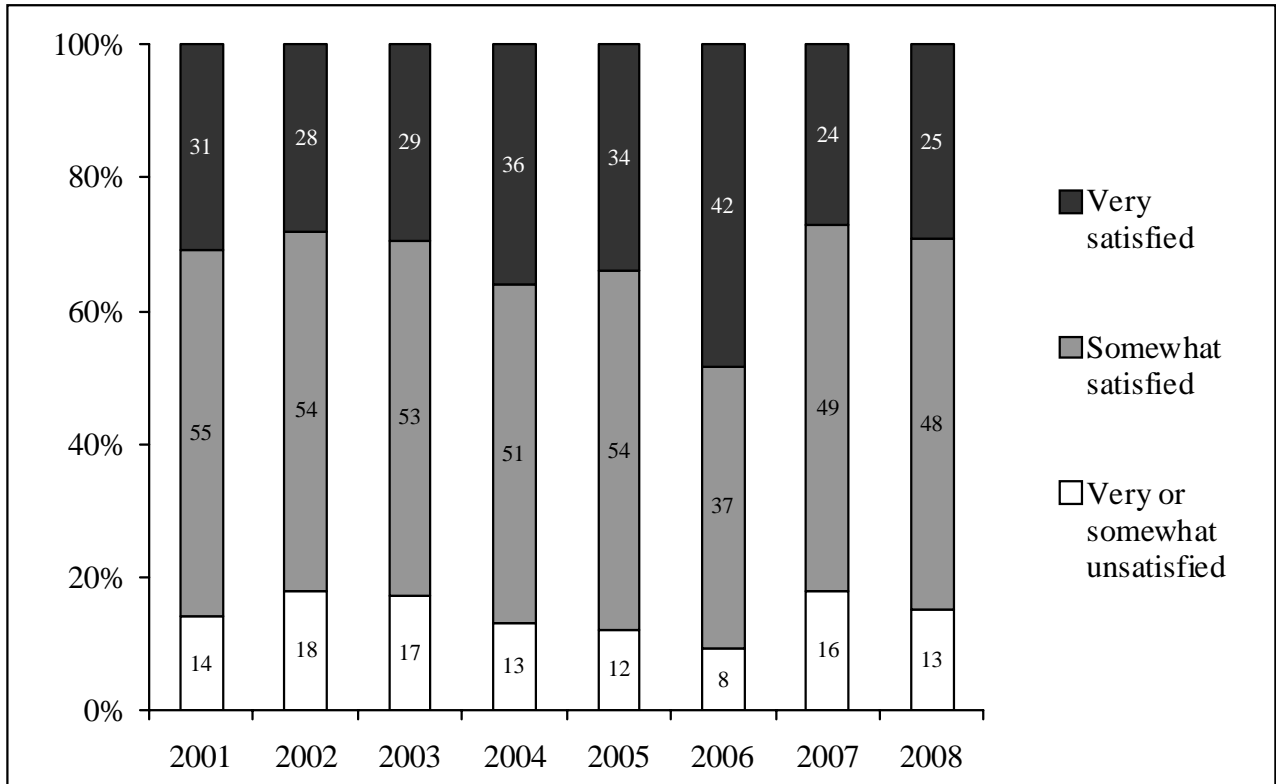


Figure 6 on the following page illustrates how often residents are encountering problems with their water service. Overwhelmingly, respondents seem pleased by their water service. However, the most frequently occurring problem is hard water (28%), followed by cloudy appearance (24%) and disagreeable taste or odor (21%). Only 16% reported they have had rust problems within the past year, which is down from 23% in 2007. Nineteen percent have encountered too little water pressure.

**Figure 6. Respondents' experience with water service problems**

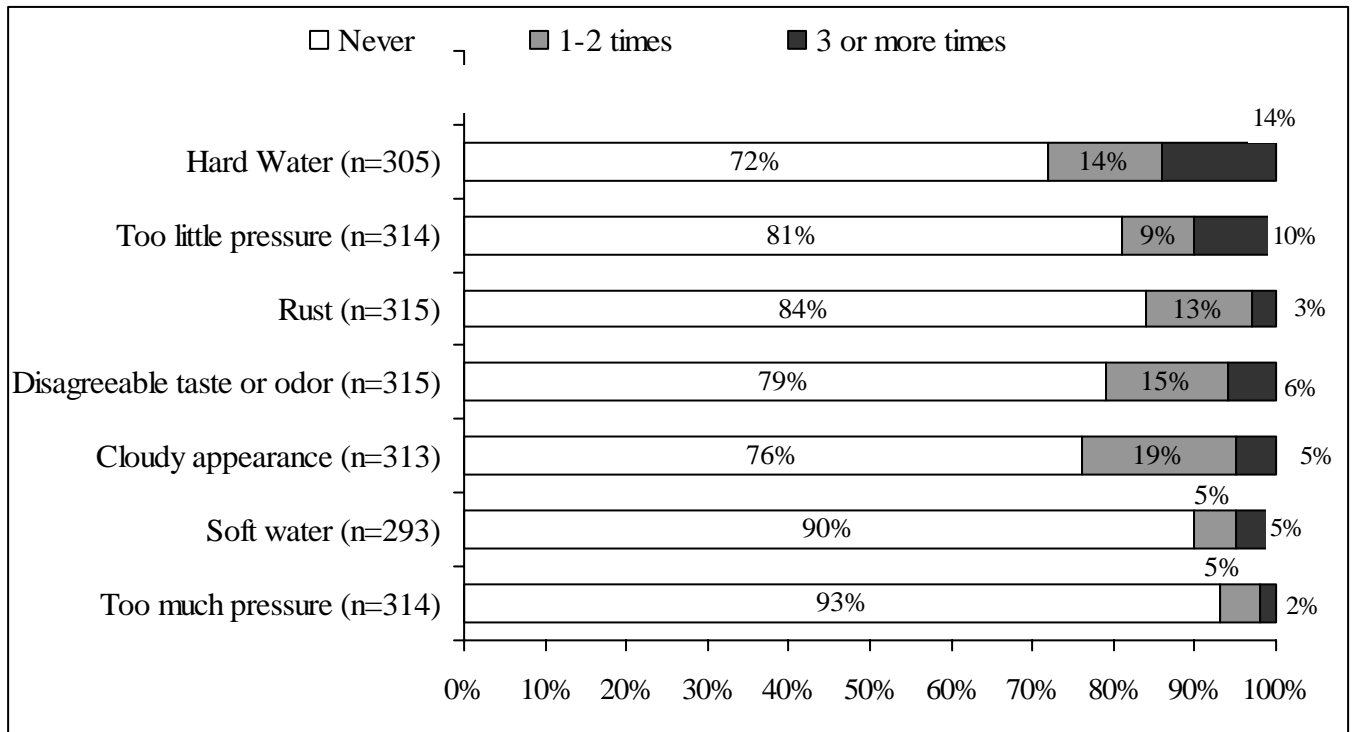
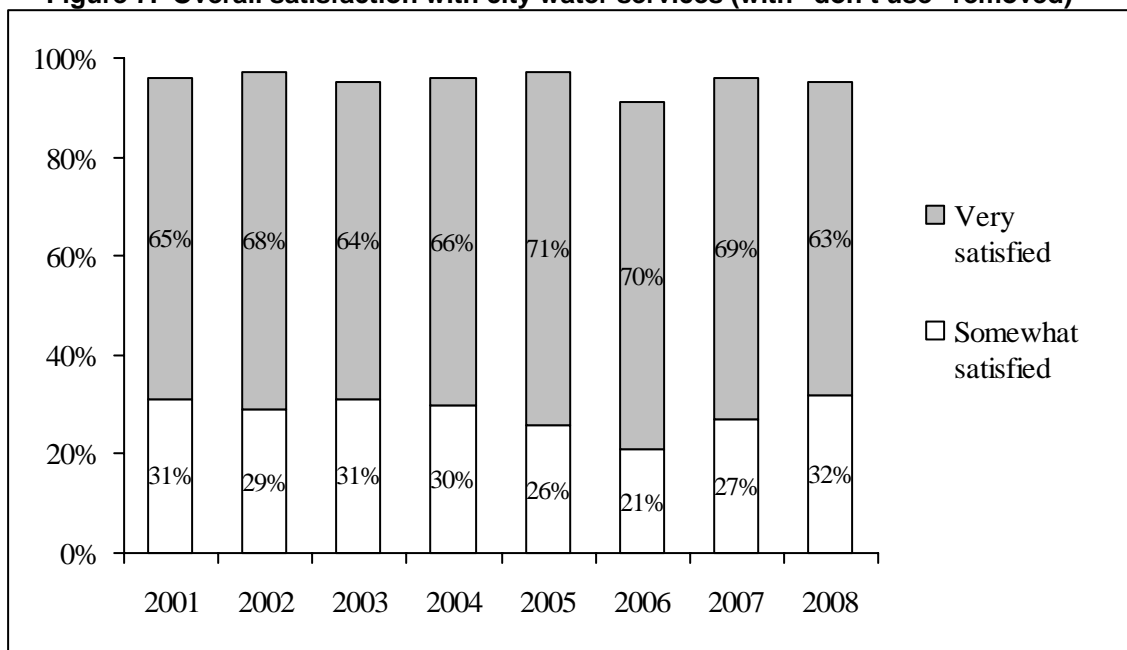


Figure 7 shows nearly two-thirds (63%) of respondents are very satisfied with city water services. The overall satisfaction level is down slightly from 96% in 2007 to 95% in 2008.

**Figure 7. Overall satisfaction with city water services (with "don't use" removed)**



Residents were also asked about their level of satisfaction with the City's sanitary sewer system. As shown in Figure 8, six in 10 (60%) respondents report they are very satisfied with the sanitary sewer system and nearly four in 10 (36%) are somewhat satisfied.

**Figure 8. Satisfaction with city sanitary sewer system (with “don’t know” removed)**

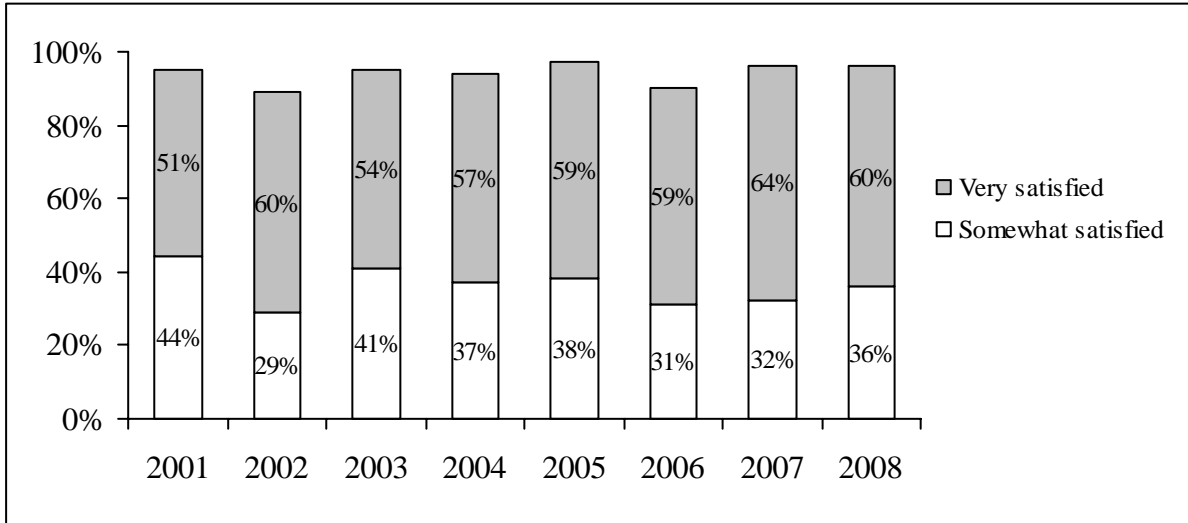
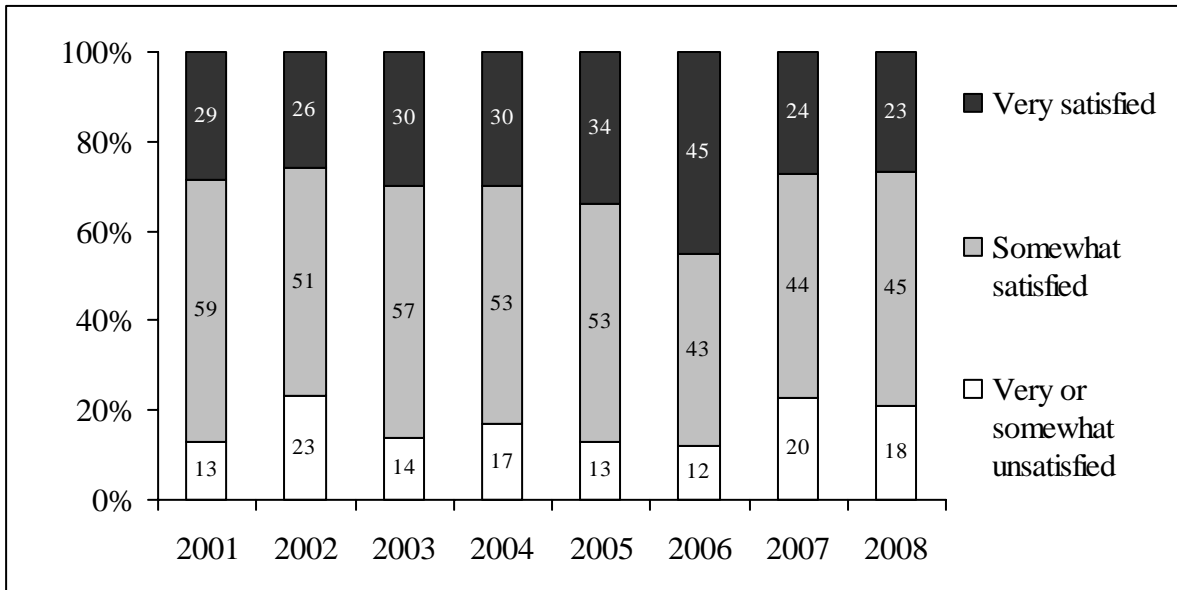


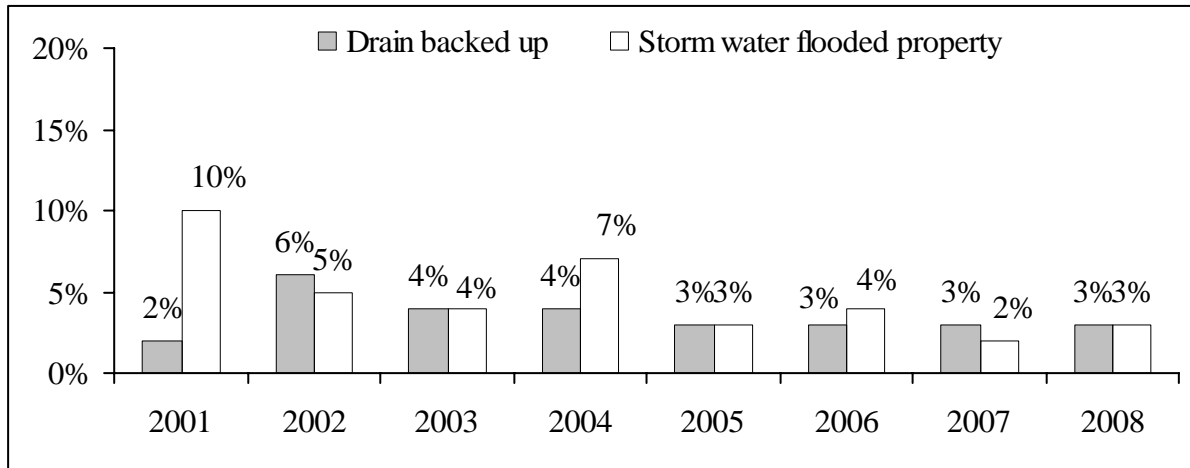
Figure 9 indicates a second year of decline in respondents (23%) who are “very satisfied” with sanitary sewer rates. The number reported who are “somewhat satisfied” was 45% and that number has stayed fairly constant through the years. Fewer than one in five (18%) are very or somewhat unsatisfied with the rates. Sewer rates increased in July of 2005 and again in July of 2008.

**Figure 9. Satisfaction with city sanitary sewer rates**



At the end of this section, residents were asked whether the sewer system has caused any problems by backing up a drain or flooding their property. Again in 2008, only a small number of respondents answered “yes” to a drain back-up (3%) and or reported storm water had flooded property (3%). Fewer than 10% of respondents have had either of these problems since the 2004 survey. This information is detailed in Figure 10.

**Figure 10. Respondents’ experience with city sewer system problems**



## Neighborhood Nuisances

Respondents’ satisfaction with enforcement efforts against neighborhood nuisances is illustrated in Table 14. Among those who expressed opinions, more than two-thirds were “somewhat” to “very satisfied” with each enforcement effort. Between 31% and 57% of 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 respondent characteristics (such as age, gender, geographic locations, age, and student status), no comparisons were statistically significant.

**Table 14. Satisfaction neighborhood nuisances enforcement (No opinion removed)**

<u>Nuisance</u>	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>No Opinion</u>
	<i>Percent</i>				
Over-occupancy enforcement (n=143)	33	37	19	12	57
Noise (n=146)	32	45	15	8	38
Front yard parking (n=186)	29	41	18	7	44
Upkeep of yards (n=223)	30	39	22	9	33
Upkeep of property (n=242)	29	39	23	9	34
Junk on property (n=253)	29	36	27	7	31

## Transportation

In the next questionnaire section, residents were asked questions about transportation issues. Residents were given the opportunity to rate street and bike path maintenance using a four-point scale from “very good” to “very poor.” This year’s results are shown in Table 15.

**Table 15. Road service ratings**

<u>Road Service</u>	<u>Very Good</u>	<u>Good</u>	<u>Poor</u>	<u>Very Poor</u>
	<i>Percent</i>			
Snow plowing on major city streets (n=368)	26	48	16	10
Snow plowing in your neighborhood (n=367)	13	51	22	14
Condition of streets in your neighborhood (n=362)	12	61	22	5
Appearance of medians and parkways (n=333)	18	73	8	1
Street sweeping in business areas (n=356)	15	78	5	2
Street sweeping in your neighborhood (n=360)	12	61	21	6
Ice control at intersections (n=365)	11	50	27	12
Surface condition of major streets (n=365)	8	60	25	7
Adequacy of bike path system (n=356)	15	65	16	4

**Table 16. Trends in “good” and “very good” road service ratings**

<u>Road Services</u>	<u>Survey Year</u>						
	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
<i>Percent very good or good</i>							
Street sweeping in business areas	89	94	94	95	94	93	93
Appearance of medians and parkways	90	91	91	93	91	92	91
Adequacy of bike path system	84	87	89	89	84	86	80
Condition of streets in your neighborhood	85	87	83	87	87	85	73
Street sweeping in your neighborhood	80	79	79	81	82	83	73
Surface condition of major streets	89	86	88	87	89	79	68
Snow plowing on major city streets	90	82	85	89	89	75	74
Ice control at intersections	74	67	78	79	82	68	61
Snow plowing in your neighborhood	74	64	73	72	74	56	64

Table 16 (on previous page) compares this year’s road service ratings with ratings from previous years. The table shows “good” or “very good” percentages for each service over the most recent six years. The ratings show some difference between 2008 and 2007.

When looking at ice control at intersections and characteristics of the respondents, no comparisons were statistically significant. In 2007, those living in Northeast Ames had the highest percentage of those reporting at least a “good” rating for ice control at intersections. Those living in northeast Ames have the highest percentage (73.3%) of those reporting at least a “good” rating for snow plowing in their neighborhood, followed by those living in southeast Ames (72.1%), then those living in northwest Ames (65.2%). Of those living in southwest Ames, 52.9% give at least a “good” rating to snow plowing in their neighborhood. This result is consistent with the result from 2007. Overall, neighborhood snow plowing showed an 8% increase in “good” and “very good” over last year.

When considering surface conditions of major road and streets in their neighborhood, the number of respondents reporting “good” or “very good” dropped 11% and 12% respectively from last year’s number. Also, the adequacy of the bike system showed a 6% drop in “good” or “very good” responses.

Another survey question dealt with the placement of traffic signs. As shown in Table 17, more than three-quarters of respondents (76%) said the level of traffic signs found along the streets that they travel is the “right number.” The survey also asked about the effectiveness of coordination between traffic signals. As seen in Table 18, while 50% of respondents said coordination was “often or always” effective, and 44% said the coordination was “rarely to sometimes” effective.

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

Placement	Survey Year						
	2002	2003	2004	2005	2006	2007	2008
	<i>Percentage</i>						
Too many	13	7	8	9	19	16	18
Right number	80	87	85	81	76	78	76
Too few	7	5	7	10	5	6	6

**Table 18. Signal Coordination Effectiveness**

	2008 <i>Percent</i>
Rarely Effective	10
Sometimes	34
Often Effective	34
Always Effective	16
Don't know	6

## Parking

Table 19 shows when respondents are most likely to attempt parking in downtown Ames or in Campustown. Table 20 shows respondents' adequacy ratings for parking. In 2006, the wording on the question was changed from "good or very good parking" to "somewhat or very adequate parking." Just over one-quarter of the respondents (26%) rated parking in Campustown as "somewhat" or "very adequate," whereas nearly seven in 10 (69%) gave the same ratings to downtown parking. The rating for downtown parking has dropped 15% from its high rating of 84 percent in 2005.

**Table 19. Time most likely to park downtown and in Campustown**

Time	Survey Year						
	2002	2003	2004	2005	2006	2007	2008
<i>Percent</i>							
<b>Downtown</b>							
8-11 AM	7	11	10	11	8	10	9
11 AM – 2 PM	31	26	27	31	27	30	23
2-5 PM	37	28	30	34	26	27	26
5-8 PM	20	26	24	30	28	25	29
After 8 PM	5	8	9	8	6	7	7
<b>Campustown</b>							
8-11 AM	13	10	11	9	15	8	9
11 AM – 2 PM	26	15	21	25	24	18	16
2-5 PM	17	10	20	17	20	15	10
5-8 PM	24	35	31	36	38	25	22
After 8 PM	21	30	17	23	18	12	12

**Table 20. Trends in good or very good parking ratings**

Place	Survey Year						
	2002	2003	2004	2005	2006	2007	2008
<i>Percent good or very good/somewhat adequate or very adequate</i>							
Downtown	82	81	83	84	80	72	69
Campustown	28	28	28	24	25	22	26

## CyRide

Ames' mass transportation system – CyRide – was addressed next in the questionnaire. Additionally, this section included a new section asking questions about the concept of a fare-free CyRide system. Table 21 shows how user/non-user patterns differ between respondents who are fulltime students versus non-fulltime students. Fulltime student respondents are more likely to use CyRide at least one time per week (80.4%) than non-full-time students (14.5%).

**Table 21. CyRide weekly use**

	<u>Full-time student</u>	<u>Non-fulltime student</u>
	<i>Percent</i>	
Use CyRide at least once/week	80	14.5

As in 2007, this year two-thirds (66%) of survey respondents indicate they never ride on CyRide, while 26% ride between two and 10 times or more times per week. It is interesting to note the number of respondents who ride CyRide more than 10 times per week climbed from 3% in 2007 to 8% in 2008. There was some correlation between resident demographics and CyRide usage. Also, those who are less than 60 years old are more likely to ride CyRide (42.9%) than those respondents age 60 and older (6%). These results are consistent with the results from 2007.

**Table 22. Respondents' weekly CyRide usage**

<u>Weekly use</u>	<u>Survey Year</u>						
	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	<i>Percent</i>						
Never	49	47	48	56	65	66	66
Less than 2	18	9	18	14	4	7	4
2-6	11	12	12	12	17	18	13
7-10	7	10	7	6	8	6	9
More than 10	13	22	14	12	6	3	8

In Table 23, more than half (53%) of respondents indicated that they prefer to drive their own car, and another 10% said a car is required for work, as reasons for not riding the bus system more often. Just 17% attributed their low usage to an inconvenient route or schedule, which is a decline from the past years. The category “other” was added to the survey in 2006 and was selected by 19% of



respondents. (Those comments are available in the appendix.) For the fiscal year 2007-08, CyRide ridership increased almost 10%.

**Table 23. Trends in reasons CyRide not used more often**

Reason	Survey Year						
	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u> Percent	<u>2006</u>	<u>2007</u>	<u>2008</u>
Prefer to drive own car	52	57	59	61	50	49	53
Inconvenient route or schedule	28	26	25	20	20	20	17
Car required for work	13	11	10	15	12	14	10
Lack of information about CyRide system	3	4	4	2	1	5	3
Too costly	4	1	3	1	1	2	2
Other	-	-	-	-	25	18	19

The concept of a fare-free CyRide was introduced in the 2008 survey as a community issue for respondent feedback. The question stated “... ***The City Council is considering a plan to make the public transportation services fare-free to all riders. If support for this plan came from an increase in property taxes and cost between \$400,000 and \$700,000 annually, would you oppose or support the increase?***”

The responses are summarized in Table 24 and indicate half the respondents oppose the suggestion while more than one-third (34%) support it. A greater percentage of homeowners oppose the plan (56.9%) than support it (26.5%). Results for renters are mixed, with 42% opposing the plan, and 44% supporting it. There were many comments regarding this question, and those are included in the appendix.

**Table 24. Fare-free public transportation supported by property tax**

	<u>Oppose</u>	<u>Support</u> Percent	<u>Undecided</u>
Do you support or oppose fare-free public transportation?	50	34	16

## Community recreation

Residents were asked to rate their level of satisfaction with recreational facilities on a four-point scale from “very good” to “very poor.” Individuals who did not use a facility are not included in Table 25 ratings. Satisfaction with parks and recreational facilities continues to be high with anywhere from 72% to 97% of facility users providing either a “very good” or “good” rating.

**Table 25. Users' satisfaction with parks and recreation facilities**

Facility	Very Good	Good	Poor	Very Poor	Don't Use*
	Percent				
Overall appearance of parks (n=326)	37	60	3	-	8
Wooded areas (n=274)	31	62	5	1	23
Hard surface trails/crushed rock trails (n=264)	28	68	4	-	25
Shelter houses (n=266)	27	67	7	-	25
Playground equipment (n=202)	25	65	11	-	43
Picnic areas (tables/grills) (n=269)	22	64	12	1	24
Tennis courts (n=128)	19	64	14	3	64
Restrooms (n=241)	13	59	25	3	32

**Table 26. Trends in user satisfaction with Ames recreation facilities**

Facility	Survey Year						
	2002	2003	2004	2005	2006	2007	2008
<i>Percent good or very good</i>							
Overall appearance of parks	97	97	98	98	99	97	97
Hard surface trails/crushed rock trails	87	91	88	96	95	94	96
Shelter houses	96	95	95	95	95	97	94
Wooded areas	88	94	94	96	96	91	93
Playground equipment	93	96	92	96	94	93	90
Picnic areas	97	93	91	94	98	90	86
Tennis courts	84	84	81	94	85	93	83
Restrooms	76	80	78	87	77	73	72

Table 26 shows satisfaction trends for parks and recreation facilities by showing the percent rating each facility as “very good” or “good” over the past six years. Five out of eight categories received approval ratings of 90% or higher by respondents who reported they used them. These numbers were similar fairly consistent to numbers in 2007. There was a notable decline in satisfaction with the tennis courts of 10%. Satisfaction with restrooms continues to show a decline after peaking in 2005 at 87%. In 2006, the 77% of respondents rated restrooms as good or very good, 73% in 2007, and 72% this past survey.

\* “Don't Know” excluded when calculating percentages for “very good” to “very poor.”

A new section in the survey asked about Parks and Recreation capital improvement projects. The question provided a sampling of some potential investments in recreation amenities. The question did not provide a lot of information about the project, but it did have a short description and an approximate cost. Respondents were asked if they felt spending funds on these projects was “very unimportant,” “somewhat unimportant,” “somewhat important,” or “very important.” The results of that question – along with the wording provided to respondents - are summarized in Table 27.

**Table 26. User viewpoints on future recreation facilities**

	<b>Very Unimportant</b>	<b>Somewhat Unimportant</b>	<b>Somewhat Important</b>	<b>Very Important</b>
<b>Outdoor Freestyle Bike Park</b> (15,000-sq.ft. park, similar to the Skate Park, for riding non-motorized bikes. Cost: \$450,000 with \$175,000 from City funds combined with private sources) (N=353).....	53%	27%	15%	5%
<b>Rebuilding Brookside Park Tennis Courts</b> (\$300,000) (N=353) .....	27%	37%	30%	6%
<b>Continued Support of Brookside Park Wading Pool</b> (\$10,000 annually) (N=355) .....	14%	28%	47%	11%
<b>Interactive Fountain</b> (a water fountain featuring changing water patterns for people to observe and enjoy; and for children to interact and play. Cost: \$300,000) (N=352) .....	31%	33%	27%	9%
<b>Other</b> recreation opportunities you'd like to see: _____ (N=76) .....	9%	4%	26%	61%
<b>Additional other</b> recreation projects you'd like to see: _____ (N=31) .....	16%	7%	23%	54%

In Table 27 (on the next page), responses are grouped into two categories: “very or somewhat unimportant” or “somewhat or very important.” Continued support of Brookside Park Wading Pool received the most support (58%), although the cost associated with this item was significantly less than the other options. There were numerous comments in the “other” section, and those are listed in the appendix.

**Table 27. User viewpoints on future recreation facilities**

	<b>Very or Somewhat Unimportant</b>	<b>Somewhat or Very Important</b>
<b>Outdoor Freestyle Bike Park</b> (N=353).....	80%	20%
<b>Rebuilding Brookside Park Tennis Courts</b> (N=353).....	64%	36%
<b>Interactive Fountain</b> (N=352).....	64%	36%
<b>Continued Support of Brookside Park Wading Pool</b> (N=355).....	42%	58%
<b>Additional other</b> (N=31).....	23%	77%
<b>Other</b> (N=76).....	13%	87%

### **Ames Public Library**

As Table 28 on the next page indicates, respondents' satisfaction with many features of the Ames Public Library is high. Overall, nine out of 13 library features were ranked "very good" by more than half of the respondents who use the service, and all 13 library features received ratings of "very good" or "good" by at least nine out of 10 respondents. For Bookmobile-users, 70% responded the service was either "very good" with an additional 25% responding it was "good." Ninety-six percent of users said the range of materials was either "very good" or "good." The lowest-ranking feature, "Internet/computer service" still received 91% ratings of "very good" or "good" for those who use the service, with the remainder rating it as "poor."

**Table 28. Users' satisfaction with Ames Public Library features**

<u>Feature</u>	<u>Very Good</u>	<u>Good</u>	<u>Poor</u> <i>Percent</i>	<u>Very Poor</u>	<u>Don't use*</u>
Bookmobile service (n=88)	70	25	4	0	76
Asking questions of staff by phone or in person (n=161)	68	25	5	2	56
Customer service (n=256)	61	34	4	<1	30
Range of materials available (n=258)	61	35	4	<1	29
Use of library resources from home via computer (n=150)	59	34	5	2	59
Programs (story hours, book discussions, concerts) (n=143)	59	38	3	<1	61
Welcoming atmosphere (n=266)	58	40	3	<1	27
Availability of seating (n=227)	53	42	5	<1	38
Meeting/study rooms (n=154)	50	45	5	<1	58
Wait time for requests/holds (n=179)	49	45	7	<1	51
Handicapped accessibility (n=95)	46	50	4	<1	74
Page One library newsletter (n=80)	41	59	<1	<1	78
Internet/computer services (n=147)	38	53	8	<1	40

Reasons for not using the library more often differ based upon whether the respondent is a fulltime Iowa State University student (Table 29). The reason a large majority of students do not use the Public Library is because they are able to use other sources. The reason non-fulltime students report not using the library is because a lack of time (44%), followed by a problem with parking (23%). While 14 percent of non-fulltime students listed inconvenient hours as a reason for not using the Ames Public Library more often, only 2% of Iowa State students listed that as a reason.

**Table 29. Comparing students & non-students' reasons for not using the Ames Public Library**

<u>Student status</u>	<u>Parking problem</u>	<u>Use other sources</u>	<u>Hours not convenient</u>	<u>Don't have time</u>
	<i>Percent</i>			
Iowa State University fulltime student	1	25	2	13
Non-fulltime student	23	17	14	44

As shown in Table 30 on the next page, more than six out of 10 (62%) respondents this year are "very satisfied" overall with Ames Public Library. This is decrease of 2% from 2006, and 6% from 2006. The number of "somewhat satisfied" respondents increased 3%. In 2007, the number of

\* Don't Use responses not included in calculating ratings

respondents who were “very/somewhat satisfied” the library also was 96%. In 2008, the number of respondents who were “very/somewhat satisfied” the library also was 97%.

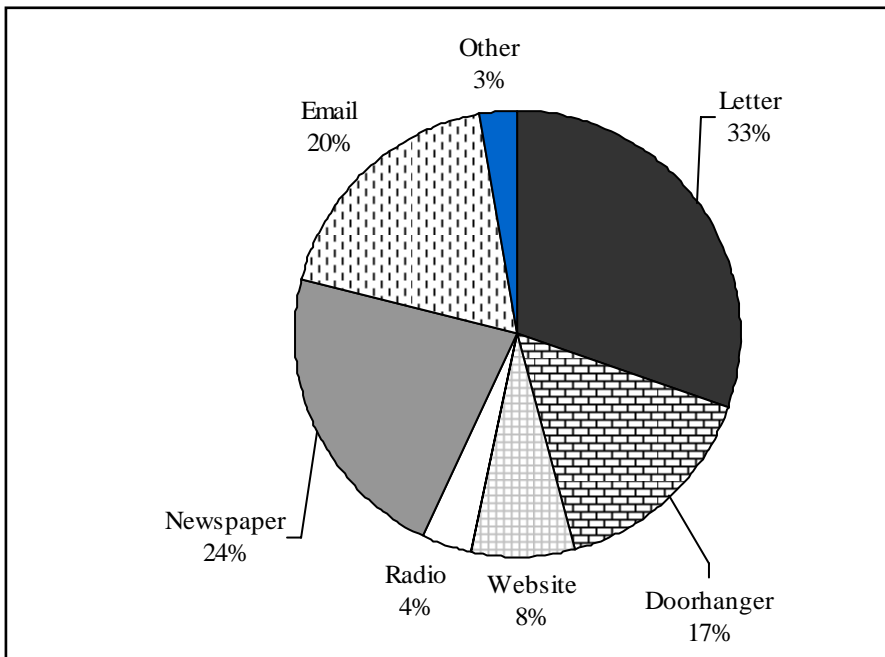
**Table 30. Trends in overall satisfaction with Ames Public Library.**

Satisfaction level	Survey Year						
	2002	2003	2004	2005	2006	2007	2008
	<i>Percent</i>						
Very satisfied	64	64	73	58	68	64	62
Somewhat satisfied	34	35	24	38	28	32	35
Somewhat dissatisfied	2	1	2	4	4	3	4
Very dissatisfied	0	0	1	0	<1	1	<1
Don't use	33	32	25	24	15	15	19

## Public Information

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 11 shows one-third of respondents (33%) indicate a letter was the most popular method of communication. This is 10% less than 2007. The newspaper was the next choice with respondents at 24%, followed by email at 20%. In 2007, 14% of respondents selected email as a preferred method of notification. Doorhanger dropped from 24% in 2007 to 17% in 2008. The City's Web site climbed to 8% up from 5% in last year's survey. A category of “other” was added, and those suggestions are listed in the appendix.

**Figure 11. Preferred method to learn about City services, programs or projects**



In Table 31, the Ames Tribune, City Side (utility bill insert), KASI/KCCQ radio station, and the City of Ames website are the most frequently cited sources for “very useful” information, followed by the ISU Daily, Ames Life & Times insert, and the Des Moines Register. Since the survey was conducted, the Ames Life & Times has ceased publication. Also important to note is how respondents say they use or don’t use certain media. This information is helpful when deciding where to purchase advertising and develop marketing campaigns for specific information.

**Table 31. Usefulness of media sources for government information (Don’t use removed)**

	<b>Not Useful</b>	<b>Somewhat Useful</b>	<b>Very Useful</b>	<b>Don’t Use</b>
Ames Tribune newspaper (N=233).....	5%	44%	52%	36%
CitySide (utility bill insert) (N=265).....	10%	47%	44%	27%
KASI/KCCQ radio (N=204) .....	14%	45%	41%	56%
City of Ames Web page (N=219).....	8%	57%	35%	40%
ISU Daily newspaper (N=202) .....	18%	49%	33%	45%
Ames Life & Times (Des Moines Register Thursday insert) (N=160).....	16%	52%	32%	56%
Des Moines Register newspaper (N=228).....	24%	48%	29%	38%
Documents at the Ames Public Library (N=106) .....	21%	52%	28%	71%
Cable TV 12/Government Access Television (N=154) ...	29%	48%	23%	58%
<a href="http://www.Ames365.com">www.Ames365.com</a> (online news service) (N=69).....	37%	47%	16%	81%

Table 32 illustrates how useful respondents view these sources of information in the most recent five survey years. Those rankings have stayed fairly consistent over the years.

**Table 32. Usefulness of news sources over the past five years (Users only).**

<u>Information source</u>	<u>Survey Year</u>					
	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
	<i>Percent very useful or useful</i>					
<i>Ames Tribune</i>	80	90	93	94	94	96
City of Ames Web page	76	91	91	94	94	92
<i>CitySide</i>	74	85	90	92	93	91
KASI/KCCQ radio	70	89	88	94	94	86
<i>ISU Daily</i>	70	82	78	83	82	82
Documents for public inspection at the Ames Public Library	55	86	84	84	84	80
<i>Des Moines Register</i>	67	71	67	73	79	77
Cable TV 12/Government Access	67	83	73	78	79	71
<a href="http://www.Ames365.com">www.Ames365.com</a>	-	-	-	-	71	63

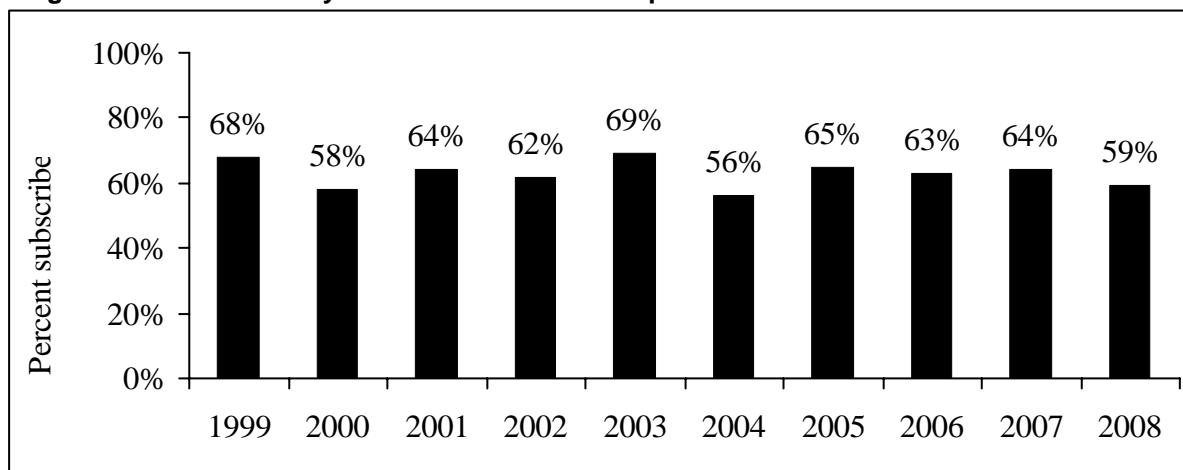
Table 33 indicates the usefulness of various communication tools based on whether or not the respondent was a fulltime student. There were significant differences between student and non-student responses.

**Table 33. Usefulness of news sources for students and non fulltime students.**

	Non-fulltime student	Fulltime student
	<i>-percent-</i>	
City of Ames Web page	22	19.4
Cable TV 12/Government Access Television	11.1	8.3
Ames Tribune newspaper	40	13.9
ISU Daily newspaper	7.9	40.7
Des Moines Register newspaper	12.5	5.6
KASI/KCCQ radio	22	10.2
<a href="http://www.Ames365.com">www.Ames365.com</a> (online news service)	4	1.9
CitySide (utility bill insert)	38.6	15.7
Documents at the Ames Public Library	8.3	5.6

Figure 12 illustrates that nearly six in ten (59%) respondents were cable TV subscribers. This figure is a decrease of 5% from the cable TV subscriber rate of 64% in 2007. Residents who rent their home are more likely to be Mediacom subscribers (64.6%) compared to those who own their home (52.7%). Additionally, fulltime student respondents are more likely to be Mediacom subscribers (66.7%) compared to non-full-time students (54.9%). These results are consistent with the results from 2007.

**Figure 12. Trends in city residents' cable subscription use**





In Table 34, the number of hours per week that cable TV subscribers watch Government Access TV 12 is shown. Fifty-five percent responded they never watched Channel 12. This is an increase of 4% over 2007 when 51% of respondents said they never watch Channel 12. Of those who said they did watch, 55% of respondents reported watching approximately an hour per week and one-quarter (25%) reported watching two to three hours per week. Eleven percent of respondents who watch Channel 12 are viewing four or more hours each week. Table 35 shows that nearly two-thirds (64%) of cable TV subscribers who watch Channel 12 are most likely to watch between 6 and 9 p.m.

**Table 34. Hours per week that cable subscribers watch Channel 12**

Hours per week	Survey Year
	2008
None	9
1	55
2	18
3	7
4 or more	11

**Table 35. Trends in time cable subscribers are most likely to watch Government Access TV**

Time	Survey year					
	2003	2004	2005	2006	2007	2008
	<i>Percent</i>					
Midnight to 6 AM	4	4	3	5	4	4
6 AM to Noon	8	11	8	5	2	7
Noon to 6 PM	13	11	9	4	10	13
6 to 9 PM	56	59	55	62	71	64
9 PM to midnight	20	14	16	24	12	11

For the third year, the survey asked questions about Internet connections at home. The number of respondents connected to Internet at home remains at nearly nine of out 10 (88%), and high-speed connection continues to climb. Respondents who have Internet access in their home have a median age of 42 years, whereas those without the Internet have a median age of 62. Fulltime students are more likely to have Internet access in their home (97.2%) than non-full-time students (83.5%). Also, those respondents who are less than 60 years old are more likely to have Internet access in their home (93.5%) than those who are 60 years and older (68.3%). These responses are consistent with

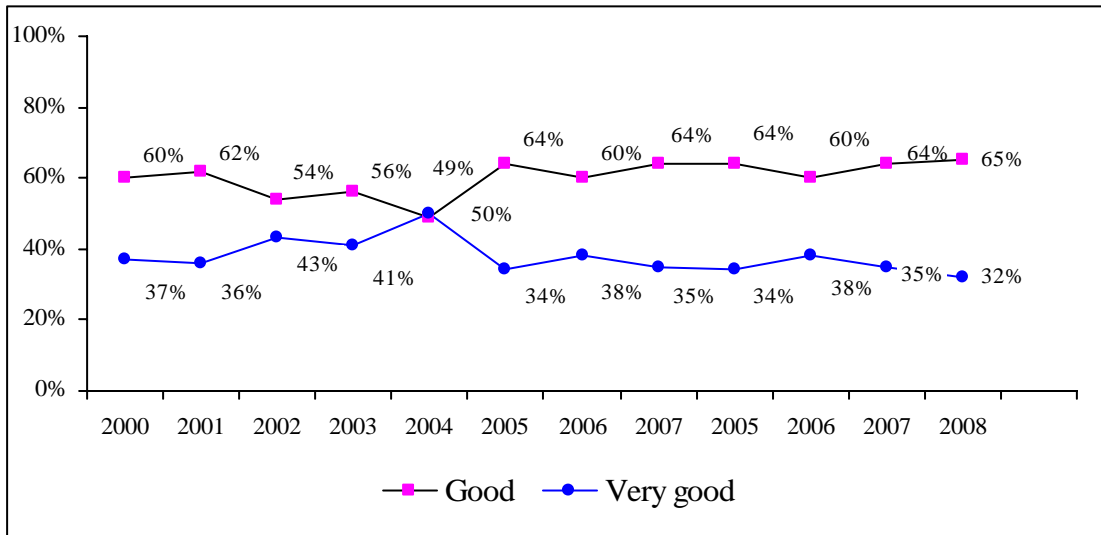
the responses from 2007. In addition, 2008 respondents renting homes are more likely to have internet access (92.4%) than homeowners (83.3%).

**Table 36. Trend in Internet Service at Home**

	Survey Year		
	2006	2007	2008
Internet Connection	87	87	88
High-Speed	75	84	89

**City of Ames Overall Service Quality**

**Figure 13. Trends in overall satisfaction with City of Ames service quality**



The final survey question asked residents to rate the overall quality of services they receive from the City of Ames. This year, nearly one-third (32%) of respondents provided a “very good” rating for their overall satisfaction with the city’s service quality. In comparison with the previous years, this rating represents a decrease. However, the number of respondents rating the City of Ames as “good” increased to 65% in 2008. When the ratings are combined, 97% of Ames residents ranked their overall satisfaction with City services as good or very good.

## **Nonresponse bias**

When conducting surveys, random sampling is used to reduce data collection costs, while meeting an organization's goal of collecting reliable, valid information that represents all individuals in a given population. Since no survey process is "perfect," researchers or program staff must select survey methodologies that are likely to minimize potential bias in the data.

As a means to understanding potential bias in the results presented here, we compared results with Census 2000 statistics and found that survey respondents were fairly representative of Census information. We also examined the response rate (25%) and total number of participants (n=340). Assuming that respondents who returned questionnaires are not different from non-respondents, these 340 usable questionnaires allow us to conclude with 95% confidence that the results obtained from the survey are within +/-5% of results that would have occurred if everyone in Ames participated in the survey.

When making decisions based upon this data, decision-makers are encouraged to take into consideration the potential bias in these results. In the spirit of continuous improvement, the methodology, questionnaire design, number of questionnaires distributed, and the number of contacts with respondents will be evaluated prior to next year's Resident Satisfaction Survey.

# APPENDIX - 2008

## Resident Satisfaction Survey Comments

**Programs and services listed in the table are paid with local option sales taxes or property taxes. In 2008/2009, should the City of Ames spend LESS, the SAME, or MORE on each of the following programs and services? (Circle ONE response for each program or service.)**

### Resident Sample Comments

Roads/potholes

On-street bike paths!

Street repair – potholes, snow removal in home districts

Better recycling programs – other cities do more with waste companies. Private waste is not doing what they should be.

Beach/swimming at Ada Hayden

Downtown development

Food shelters

Infrastructure (roads), traffic flow

Reduction in greenhouse gas emissions

Bike paths

Rush hour traffic control

- Try walking narcotic trained dogs around campus as a deterrent
- Hurry up with the dog park
- Better ice removal on roads

Trees at Ada Hayden

Dog park

Voter information and improvement of locations

Sewer

Investing/promoting downtown business district

Cultural, entertainment

Events:

- Music such as blues and jazz
- Opera
- Plats
- Concerts by symphony orchestra
- Lectures, etc.

Snow reward

Preservation

It would be helpful to know budget request versus current allocation for all of those. Difficult to respond to green information

Taxes

More things for teenagers – work and activities.

Fix roads

Ames/ISU Ice Arena – 2 sheets of ice would bring in more money and business by being able to host regionals and sectional events for both figure skating and hockey.

Bike paths that lead to town areas

### ISU Student Sample Comments

Snow removal!!!

**The City Council has approved a five-year Capital Improvements Plan that defines over \$100 million in needs. These needs will exceed the funds available from local option sales taxes, road use taxes, and bonds. If approved, additional property taxes may be needed to pay for these projects. How UNIMPORTANT or IMPORTANT is it that the following projects are included in the Capital Improvements Plan?**

**Resident Sample Comments**

Duff Avenue rail overpass/underpass  
New on-street bike paths  
Need more ways to get around city, north and south have too many traffic jams on Duff Avenue, in and out of Ames  
Bridges – reroute trains  
Snow removal  
Beach/swimming at Ada Haden  
Indoor swimming pool  
Downtown development  
Bridge over railroad tracks on Duff  
Alternative energy sources  
Street cleaning  
Apartment property roads  
Snow removal equipment  
Construct new streets  
Investing in downtown business district  
Expand drinking water plant capacity and supply  
Walking paths  
Pool  
Snow removal  
CyRide and public transport  
Sidewalks on R500 Block Ridge to high school – stop sign or something at intersection of Crescent and Summit

**ISU Student Sample Comments**

Snow removal  
Snow plows

**The following projects include future improvements to the park system and would be paid for out of tax dollars. How UNIMPORTANT or IMPORTANT is it that the following projects are included in the Capital Improvements Plan?**

**Resident Sample Comments**

Facilities for middle school age children  
Supervised play/games at parks for older children; drop in kickball, volleyball, water balloons in middle schools  
Bio-degradable dog bags and repository  
Longer bike/running trails  
Public indoor recreation facility (weights, indoor track)  
Expanded ice arena  
Pool  
Assistance with maintenance at Hunziker Sports Complex  
New restrooms on South Skunk River Complex – lights on north fields  
Bike trails  
More bike trails linking residential and commercial areas  
Archery range (There are none anywhere.)  
Pool/aquatic center  
More Band Shell programs

**Resident Sample Comments**

More bike paths  
 Indoor heated pool for adult fitness use  
 Beach/swimming at Ada Haden  
 Extension of bike trails  
 Sports facilities  
 Increased improvement Hayden  
 Playground for special needs kids  
 Dog park  
 Expanded hard surface bike trails  
 Better lighting on paths for safety  
 Nature interpretation program  
 Summer programs for under three years of age  
 The dog park in 2008  
 Bike paths tying the city and parks together safely  
 Outdoor ice skating rink  
 Exercise equipment like ISU  
 Dog park  
 Miniature putt-putt golf  
 Outdoor ice skating  
 Linking parks with bike trails  
 Indoor playground similar to what Des Moines malls have  
 Fixing water overflow on sidewalk at Ada Hayden Park  
 More trails  
 Water park  
 Mountain bike trails  
 Improve Frisbee golf  
 Continue jay canoe rental at Ada Hayden Park.  
 More overall bike paths to campus  
 Bocce courts  
 Indoor basketball court  
 More/better bike trails  
 Bike paths  
 Longer bike paths through the city  
 Enclosed shelter house for all weather conditions  
 A park where dogs can run free like they are suppose to.  
 Walking path/sidewalk from Ross Road down to Emma McCarthy Lee Park  
 Outdoor ice rink or free public rink  
 Bike path from campus to Ada Hayden  
 Bike trail on North Dayton Avenue!  
 Increased patrol in paths  
 Water park  
 Water park  
 A dog park  
 Should enforce clearing sidewalks and cars stopping at crosswalks – too many near accidents!  
 Difficult to walk seriously in Ames  
 More bike trails!  
 Warm water pool  
 Bike paths not next to roads  
 Roller skating rink, ballet, fitness room, saunas, track  
 Better Parks and Recreation indoor facility

**ISU Student Sample Comments**

Increase help with pool building  
 More jogging/bike trails  
 Another disc golf course

**ISU Student Sample Comments**

- Basketball courts
- Carr Pool – alternative use plan
- Swimming pools
- Improved/extended trails
- Bike paths
- Clean litter along main roads

### **Additional other recreation projects**

#### **Resident Sample Comments**

- Use east (old) middle school gym on State Road for basketball
- Outdoor ice rink
- Wooded areas
- Once Carr Pool is knocked down, build a picnic/shelter house to use/rent.
- Indoor pool
- Non-competitive indoor swimming pool
- More landscaping at Ada Hayden
- Accessing public parks with CyRide
- Outdoor adult exercise
- Another restroom at the other end of Ada Hayden Park
- Keep Carr Pool
- Continue small parks in every neighborhood
- Dog park
- Lawn bowling/shuffleboard
- Indoor pools
- More/better wooded trails
- Bike paths
- Save Carr Pool
- Pioneer Village
- More hiking trails
- More hiking/biking along river
- Two sheets of ice, indoor pool, indoor skate park, gymnastics (all-in-one facility)

#### **ISU Student Sample Comments**

- Family center – place for families to go together (roller skating rink)!!
- Fix holes in roads

### **Do you use the Ames Public Library as often as you would like to use it?**

#### **Resident Sample Comments**

- ISU campus library is what I use.
- No need
- Need more computers
- Use ISU Parks Library
- Need more handicap parking
- Library is not open during hours that are convenient to my summer schedule.
- Bookmobile hours/location could be improved/more frequent
- Limited meeting room space
- Late fees are too high.
- Never got into the habit – I know that’s a bad thing on my part.
- I never go there.
- Calls for information
- Not clean and many clients there are unsafe.
- Do not have materials needed
- My disability and hiring alone
- Handicapped
- Some sources are not up-to-date as I would like.

#### **Resident Sample Comments (continued)**

Iowa State Library

Lines too long!

I am dissatisfied with the care given to Digital Media (DVDs, CDs, audio books) available at the library. CDs and DVDs I rent are invariably scratched, resulting in playability issues (skipping, failure to play, etc). If I return a book with pages torn out, I'd get fined. Library patrons treat these media like crap, return them damaged without fine, and spoil the material for everyone else. Better attention to these materials should be paid.

Not too fond of ISU students

I just don't go as often as I'd prefer to.

Often what I want is checked out; easier to buy on Amazon than keep waiting. Library hours are very limited for people who work long hours.

Normally we don't use it.

Movies can be checked out for one week only. This is not enough time.

No use to utilizing

### **ISU Student Sample Comments**

Parks Library is more convenient.

Campus library

ISU Library

My way of transportation is too slow and it is a problem to catch sometimes.

### **Which answer best describes the main reason you do not use CyRide more often.**

Too hard to walk to bus stop on ice and snow

I live close enough to walk to work, otherwise I drive because of my schedule and because I'm getting groceries, picking up friends, etc.

Does not go where we work

Work in Des Moines

Multiple errands are expensive for family.

Drive to work in Des Moines, walk to class

Don't travel much around town

Work out-of-town

Work outside Ames, ride my bike in town

Time, childcare pickup

Bicycle when weather permits

Work in Des Moines

I fractured my ankle so I park on campus.

Prefer to walk

Handicapped

Close enough to campus – unnecessary

Live close enough I usually walk

Have kids – need car seats

Only need to use it once a week at Middle School

Does not stop near house

Walk/bike

(a) No bus service near residence (Northridge Heights), (b) Service would be good for simple commute (to work or school) but takes too long for complex travel to run errands.

Bike to work

Needed car for work but recently retired

I'm not good enough.

Ride bike when weather permits

Driving is too convenient.

We home school. We're at home.

Disable

Bus schedule doesn't begin early enough.

Too crowded

### **Resident Sample Comments (continued)**



Inconvenient pick-up location  
 Friend drops me off  
 Child care obligation before/after work don't work out together  
 Live close to campus  
 Close enough to North Grand Mall to walk for merchandise and groceries  
 Bridge on South 16th not finished yet. No bus right by house until it's done.  
 Drive out-of-town for job  
 It's a long, indirect route to my final destination. For example, bus goes to Campustown and then to North Grand Mall.  
 No children  
 I drive to Boone for work.  
 Husband uses handicapped van.  
 I have a toddler and infant to take with me.  
 Work is not on the route.  
 Usually bike  
 Handicap spouse  
 Bus doesn't go to my work. If you provided bus service to the USDA labs on Dayton, I'd ride the bus everyday.  
 Prefer to walk/bike  
 Trying to walk more  
 Work out-of-town  
 No nearby bus stop  
 Only seven days a week!  
 Convenience  
 Very convenient for going to campus during week  
 You moved the Blue route  
 No need – I have legs and feet.  
 My son rides CyRide a lot; very important for him – good service.  
 Try to ride bike usually  
 Too far away  
 It's hard to carry groceries on the bus.

**ISU Student Sample Comments**

Ride bike or walk to work  
 On campus now, don't need to ride  
 I always ride.  
 Prefer to walk  
 That's all the more often we need to ride.  
 Prefer to walk  
 Usually only use for class, otherwise have a car  
 Doesn't come often enough  
 I always use CyRide.  
 Too few schedules on weekend  
 Prefer to walk while on campus

**Iowa State University students currently support CyRide through student fees and are not charged a bus fare. The City Council is considering a plan to make the public transportation services fare-free to all riders. If support for this plan came from an increase in property taxes and cost between \$400,000 to \$700,000 annually, would you OPPOSE or SUPPORT the increase?**

**List the additional information you need to make your decision?**

**Resident Sample Comments**

Need program to be paid for without property tax money – cheap as is  
 More routes toward Dayton Road?

**Resident Sample Comments**

How much of an increase?  
 Costs too much  
 How much my property tax would increase  
 How many people would it help that are not students?  
 What is the percentage now of non-student riders?  
 How likely will more people ride? Will more routes be added?  
 How much of a tax increase? How many more estimated people would ride the bus?  
 Should only be free to students and faculty  
 Only use CyRide for home games or other activities in and around campus.  
 How many people other than students use the bus? Would more people use it if free?  
 I would like to know how many community members ride CyRide.  
 What would cost be to my household? GENERALLY, I support more public transportation.  
 I don't use.  
 Reason for fare-free and why not reduce fare and subsidize  
 Fees should still be charged for us  
 Why should those who do not use it pay??  
 Support keeping fees as low as possible, however, minor charge needed  
 1. Days of operation, 2. Frequency of runs, 3. Bus stops, 4. Size of bus  
 Would there be any changes in routes & frequency of buses in my neighborhood?  
 Would convenience and schedules be improved? Would this slow the move to more efficient (hybrid fuel?) buses?  
 How much increase in property tax?  
 Would the routes change? We have five children. It would cost too much to take the bus. Therefore, we don't so this would be great if the cost of taxes is not too great.  
 I would support a free pass method for low income.  
 How much property taxes go up – no nearby service to my home now – would that change?  
 More time to consider  
 How many additional buses would be required? Would maintenance of bus increase? Additional drivers?  
 What would the cost be per \$100,000 property assessment?  
 I'd support a trial of a year to see if helpful.  
 Each fare should pay!!  
 I would support reduced rates and a moderate tax increase, even though I personally don't use CyRide to help those with financial difficulties.  
 I understand annual fare income is under \$300,000 – why the high figures proposed above? I would support \$300,000.  
 I think general public should pay the fee.  
 Would support, provided an increase of routes, not a decrease.  
 Expanded routes to include east side (near I-35/13th Street)  
 Actual increase in property tax  
 Some students own property so would have to pay twice!!  
 How would it be paid for?  
 How much would it raise property taxes?  
 Strongly oppose – bus riders should pay own way.  
 I don't know how much that comes to per household.  
 If it were to be free to all the routes/times, it would need to be improved to meet needs of all.  
 Sometimes if people have to pay for a service, they take better care of it. However, more people might use the service if free.  
 People who use it should pay.  
 Cost per household (tax increase)  
 I agree with the importance of public transportation, but believe the users should bear the expense.  
 When people pay, then they will use it more and that will reduce the cars in street, making less pollution & environment friendly.  
 Most should pay, as able, give passes to low income

**Resident Sample Comments**

If routes expanded, so ease of access in Bella, then would support

Whose property taxes? Business or residential? What does the above break down to per \$1,000 assessed value?

If bus route would be extended to location nearby, I would support this plan.

The number of people (other than students) who would use the bus more because it would be free.

People should have a choice whether to pay for the bus or not – should be on individual basis.

Can the fare for Ames residents stay at a reasonable level?

I don't pay property taxes.

I think everyone can pay the fares that CyRide charges – it's very cheap instead of driving a car.

Would it actually increase ridership?

CyRide needs to accommodate out to East 13th and East Lincoln Way and Dayton for many businesses.

#### **ISU Student Sample Comments**

Not fair that everyone has to pay a fee and not use it because of the lack of routes, or time constraints.

I am an ISU student.

Would ISU students still have to pay for CyRide through student fees?

Whether routes/schedules would change so ridership would increase?

I would want to know how many non-ISU students are riding to see the benefits of this proposal.

How much rise per family? After that, I fully support it!

Would maintenance of buses stay good or maybe increase? If so, then yes.

### **How would you prefer to learn about construction projects, programs, and meetings in your area?**

#### **Resident Sample Comments**

News

Inserts

Quarterly Newsletter

When signs are posted

Occasional letter, but website should always have up-to-date information.

Road and yard signs

Appreciate a visit at door on water main break

City Side

No letter please, waste a lot of paper, not environment friendly

It depends on what the construction project, program/meeting is about/who it impacts – need to reach a few people, use a door hanger/letter, need to reach many, put it in the free Wednesday Tribune.

No need

#### **ISU Student Sample Comments**

Word-of-mouth

### **Do you use the City of Ames' Web site ([www.cityofames.org](http://www.cityofames.org))? What do you use?**

#### **Resident Sample Comments**

Snow ordinance

Check for Parks & Recreation schedules or local activities

Check municipal codes, reports

Used to read minutes of various meetings

Assessor, city codes

How to pay bills

Police information

Look for city department information

Browsed Parks and Recreation classes

#### **Resident Sample Comments continued**

Phone numbers

Look for information such as resource recovery.

Find church – Ames 365

- Just to see what's going on
- Check information regarding building codes, etc.
- See electricity bills
- City Assessor information
- Job information
- Employment opportunities
- Look up city ordinances
- Pool schedules
- Snow routes/City Deer Hunt <- Needs to be easier
- Find phone numbers, dates of leaf days
- Employment opportunities
- Bike trail maps
- Pay bills/fines
- For electricity services and in ground
- Recycling information
- Check schedules
- Gather other information for other purposes
- Calendar of events –ARTS events
- Work research – property information
- Find information about the city, the parks, etc.
- Pay fees
- Animal control
- Check employment opportunities because of my job.

**ISU Student Sample Comments**

- Pay parking tickets
- COTA grant, city assessor
- Housing/schools/jobs when I first moved here
- Local business information
- Look for ordinances

**What other information should be included on the Web site?**

**Resident Sample Comments continued**

- Snow ordinance should go on front page when in affect.
- Archived audio/video of City Council meetings
- Future commercial sites, future street building sites
- I feel it is difficult to find contact information for any given service. A one stop contact page for utilities, police, etc. would be useful (or one that is more obvious).
- Community events?
- Clear information about recycling
- More information on storm water management practices for homeowners – more information on water conservation
- There can never be too much information on a city website.
- Park information
- Easier to find construction information
- Community programs! Concerts, entertainment, recreations, lectures
- Weather, maps, better navigation throughout the site
- Town council agendas, streets service work
- Picks of pets available

**ISU Student Sample Comments**

- Ames electric account information

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

**Resident Sample Comments**

- New stores for shopping

Improve roads (potholes, etc.) and traffic flow (Stoplights are woeful and you could fix by modifying turn signals and installing sensors.)

Greater commitment to green projects; alternative energy sources; and better recycling programs; better (easier) options for leaf and brush collection

Creating low income housing that is safe and clean for all residents. Continuing to support downtown and local business instead of more Super Wal-Marts and malls.

Communication with residents – respect for all of us, not catering to certain neighborhoods

Creating opportunities for connecting young permanent residents (23-40 year olds)

I heard crime (violence) is on the rise since all the new people from Chicago have moved in to Ames.

Council should focus on building our commercial and industrial tax base. They spend too much time overanalyzing matters. Crap or get off the pot!!!

Solving the Duff Avenue railroad crossing underpass or overpass; improving north/south artery streets for more convenient travel

Less strict business expansion regulations; promote more retail and industrial growth; consider loans/grants for small locally owned businesses looking to expand

New mall or renovate old mall

Crime increase, filling property values, effective approach to downtown development

Providing free trash and yard waste pick up

Upkeep of playgrounds at parks

Some major streets are in dire need of repair (13<sup>th</sup> to Ontario, parts of Stange). Also, for bikes: confusing to have bikes on street part-time and on paths part time. Decide what you want cyclists to do.

The train tracks at Duff and Main are such a mess and create such traffic jams. I have no suggestions to improve it, but it is my biggest complaint!

Snow removal

Gas rates

Areas of growth in more directions; We need more subdivisions and new home options.

1. More community building activities, art festivals, plays, faces – like events, downtown concert/activities; diversity events,
2. Coordinating public input for new businesses – i.e., Super Wal-Mart should not have been allowed!;
3. More affordable housing

Parks & Recreation, local law enforcement

City Council needs to settle growth issues. Ames needs more shopping options.

I appreciate the conditions of Ames, and would like to see this maintained without unnecessary spending.

Curbside recycling; discontinuing alternate day parking on residential streets

Parks, natural (green) spaces, bike trails

Come up with some more activities for mid-twenties to forties group.

Getting shopping available locally so I don't have to drive to Ankeny or Des Moines to spend my tax dollars!

I think snow removal and noise are the two biggest problems the city needs to deal with.

There's still a major disconnect (reads hatred) from the city and its residents to the university and its students. The city needs to work to accept the university.

Recycling – We moved to Ames four years ago. Ames is way behind other cities in recycling.

City Council should take more seriously the recommendation(s) of the Planning & Zoning Commission.

I think there should be an archery range open to the public somewhere. I think there should be a city deer hunt to control deer population.

Aquatic center

Left turn lanes would make traffic flow better, work on de-icing/plowing snowy roads

1. Develop residential housing within the Ames School District boundaries.
2. Stop charging higher unit costs for using less water and sewer.

Get better continuity and repair of sidewalks in residential areas.

#### **Resident Sample Comments**

Schools/education/daycare, town celebration

Encouraging North Grand Mall to improve, then we wouldn't need another mall.

Weather related improvements

Snow removal, very slow at getting snow off streets  
 Focus on how city can grow without sprawling (redeveloping existing city spaces and not allow developers to convert farmlands/woodland to city uses).  
 Traffic flow on Lincoln Way – it probably isn't feasible to put in left turn lanes, but they would be really nice (Grand Avenue, too).  
 Growth, main streets aesthetics, house and yard maintenance (some neighborhoods/houses/yards look like junkyards).  
 I think Ames is doing very well in all areas.  
 Downtown revitalization, bike paths, indoor pool  
 Traffic stoplights are set very poor (except for Grand and Lincoln Way intersection).  
 Reducing property tax  
 Working more with the school district to attract new families and affordable housing.  
 Do not rely on outside funding for the diversity – it is criminal the way the “kids” from outside are threatening and hurting and not respecting our rules.  
 Focus on street repair and more parking. Get rid of parking meters. They hurt the small shops for business.  
 Development of downtown area  
 City beautification; mall area – North Ames is unwelcoming – ugly, as is the downtown.  
 Darfur, Global Human Rights, environmental concerns, water conservation  
 Getting dog park up and running, next winter, better snow and ice removal  
 Bike path extensions/additions, sidewalk snow removal, road improvement  
 1. Skilled jobs, 2. City-sponsored people on welfare!!!  
 1. Less apartments – more affordable houses. 2. There is too much subsidized housing. 3. More patrol at night 4. There are too many trashed apartments. Where are our city codes?  
 Somewhat reducing the number of traffic signals  
 Improving the availability of retail in Ames  
 Finish the mall at 13th & I-35, industry development, zoning to the North and West.  
 Continued economic growth to keep up with the times  
 The number of trains on Duff Avenue is ridiculous. There needs to be a bridge there.  
 Growth jobs environment, electric utility  
 Develop greenways along streams for recreation, eliminate bank erosion, improve water quality  
 Getting WG to move on  
 Making Ames “greener,” recycling and reusing  
 Growing its business base; The logo “no new mall,” stunted growth. I saw 12 people who are Ames residents shopping at Kohl's in Ankeny recently.  
 Using natural resources responsibly, recycling centers – do we have one?  
 Ban diagonal parking for long bed pickups and all long vehicles on Main Street and 5th Street.  
 1. Improve the turns into Wal-Mart. It's confusing driving to/from Duff/Wal-Mart., 2. Under/overpass at railroad crossing on Duff, 3. Bring back neighborhood schools to increase the sense of community and caring, and to reduce childhood obesity (kids can walk to school).  
 People moving here from Chicago – there will be more crime.  
 Fixing roads, law enforcement (or truancy officers) at school  
 Continuing to improve parks of all kinds and “bike” paths so that our citizens keep moving/exercising. Obesity and sedentary life styles are a huge problem here.  
 Add more landscaping and passive activities to Ada Hayden Lake/Park (i.e., shuffle board, benches).  
 Traffic and noise problems  
 Better planning and zoning – right now they are inconsistent and uncoordinated.  
 Crime rate is of concern. Importation of people from large cities causes many business people and citizens concern!  
 Containing sprawl

**Resident Sample Comments**

1. Wrestling the development of Ames away from too powerful developers. 2. Enforcing that apartment owners (who are major developers) to be more vigilant in property maintenance. 3. Ames development is exceeding its water supply. How will this be addressed?  
 On the new Ames Aquatic Swimming Pool, will you have season passes low enough for low income families?

Most important issue to me is the horrible flow of traffic east to west through Ames (very inadequate). Needed housing for low to middle income people, job opportunities, conservation (not for the developers, etc.)

Read Letter to Editor in Ames paper \_\_\_\_\_ from \_\_\_\_\_

I would like to see firefighters certified as paramedics. Helping low income people

Increase in crime due to government housing program. Discuss unreasonable development (new housing/subdivisions)

Remaining safe & clean

More jobs

Supporting local businesses, cooperate with school board on neighborhood schools

Pets – a neighbor with a two bedroom apartment has four dogs.

The water park is an excellent idea and long overdue. I believe that the city will continue to do well by attracting all types of business to Ames.

1. Fix potholes in roads, 2. Put a 4-way stop at corner of Stanton and Knapp.

The constant barking of dogs in my neighborhood – animal control should open (i.e., barking hours).

Council is too indecisive on problems. You can't please all. Builders are not always right.

Dog park, better mall

Clean energy; more programs like Arts Around the Corner; planting trees in parks; addressing Duff train tracks; keep Carr Pool open; more collaboration with school facilities and ISU; strengthen Downtown Cultural District; plan for a sustainable community; cut down on sprawl; further develop Ada Hayden; move rusty "art" in front of City Hall to the City Hall inner court yard; promote cross county skiing better; better manage development – West Ames is a mess; strengthen neighborhood organizations; connect whole town with bike paths; house the farmers markets; establish two burn days per year for yard waste

Land use planning

Traffic signal coordination – with high gas prices, stop and go uses more gas – currently it looks like signals are used for speed control!!

How long a light stays one color

Keeping electric services local, smart development to keep Ames' small-town feel, encourage local business development

Street parking (i.e., oversized vehicles in diagonal parking spaces). This makes many streets into one way streets!

Alternative energy sources for utility services; controlling sprawl; creating a more welcoming environment for young adults who don't have children and aren't associated with ISU

Aging infrastructures

Add more streets and connect the streets that do not go to the next street

Downtown revitalization and stopping sprawl slowing down traffic and making our streets safe for kids, pedestrians and bikes

Building or keeping business in North Ames.

City Deer Hunt. Needs more support from citizens and city. More information on where/when best locations

More bike paths for safer biking to campus and other areas

Keeping our children safe – potholing dangerous area

1. Plant more trees, 2. New and much bigger animal shelter, 3. New and better park equipment

1. Very poor condition of many houses and yards, much junk, old cars, etc., 2. Need more people and activities on Main Street and downtown, 3. Way too many rentals: houses and apartments.

Too many transients are lowering quality of life in Ames.

### **Resident Sample Comments**

Snow and ice reward in the city is poor. You wait too long to take action. Please quit selling city water to other communities and jacking our rates up because (not eligible) of the plant is taxes. I am very upset about this!!

Protecting property values/quality of life in student over-crowded neighborhoods

We have far too many families moving into Ames, that avail themselves, because of our housing guidelines, of free education, etc., etc., etc.! We need to close the loop holes.

Offer a cable service through the city of Ames. I would rather support the city instead of a major corporation. Plus, I'm very dissatisfied with Mediacom. A little competition would be great as they have a monopoly here.

Traffic light operations, crime prevention, retail expansion

Saving Carr Pool – train problems having neighborhood pools

Lowering property taxes

The train crossing horns need to be disconnected and old train horns used to warn at crossings. These are way too loud! I am concerned about the number of pedestrians walking in the street, all ages, even mothers with babies in strollers, even when sidewalks are available. More runners are also running in streets. This is a big safety issue on East 7th Street. Also, what can be done about the loud car radios that vibrate our homes? They come and go and can't be caught.

Just cooperate on zoning issues.

Would like to see a change on parking downtown – first five minutes free like other major cities.

We need a stop light on Stange at Somerset Drive and North Ridge Drive.

Growth, progress, promotions, diversity, rather than stifling all the above

Drawing more stores (i.e., Kohl's, Old Navy, etc.), Better workout facility

The condition of the roads – adding a Highway 30 exit between South Dakota and University/Elwood.

Growing business in Ames both retail and private

-Support and resources for "green" living (e.g., chemical-free lawn care)

-Recycle boxes -> curbside service

-No more building of housing FOR A LONG TIME.

-Parking leniency for those living on a parking controlled street.

More planning of services and facilities that caters to bikes, pedestrians, and buses. Energy conservation. Alternative energy! Better bike lanes. High tech and green jobs and industries.

Preservation of Main Street.

Streets have been patched but need repair. Taxes are too high with our salaries not keeping up with costs of living in Ames.

-Sidewalk snow shoveling rules.

-Stop or yield signs need to be added at the streets crossing Harrier to the West of Eisenhower – there will be a terrible wreck there someday if no signs are added.

-Intersection of 13th/Ontario and Stange SUCKS. 1) On Southbound Stange, add a right turn lane at intersection. 2) Allow north/south left turn green arrow traffic to go at same time.

-Get the new mall built

-Free parking downtown

State of the art recycling system and perhaps an incentive for recycling; Get the Farmer's Market stay strengthened out.

Walking path originating downtown to a mere professional City Council

Increased interface with ISU community

Ames should not be "over developed," too many empty apartment suits

Bringing in more entertainment and businesses that is not music/bands, bars, and food.

More support for existing home owners who occupy their homes

Drunks!

Pay more attention to the desires of the populace.

Cost of city government especially administration. The City Council should conduct companion studies. For example, how many cities the size of Ames have three senior executive positions?

### **Resident Sample Comments**

Not spending our money to subsidize services such as CyRide, children's play equipment at Ada Hayden.

Educating the public on its projects.

The occupancy rule for rental properties hinders the students at ISU.

Development is okay, but urban sprawl is not okay. Develop and maintain an effective public transportation system and greatly increase the cost of parking private automobiles.

Enforce traffic laws – poorly done

The shopping mall situations



Far too many people treat the traffic laws as not applying to them, tickets should be issued to driver of excessively loud vehicles.

You very badly need stop signs at the new middle school when school is getting out – sit out there and see for yourself.

Fix the road conditions!!!

Close trailer park on West Lincoln Way. It is an “eye sore” - should be developed.

I despise the new apartment and new home construction; it’s a poor use of our land resources. I want Ames to be more progressive as a bicycle-friendly and pedestrian-friendly city.

Occupancy rules for rental property should be reconsidered.

Street repair

Low income housing – regulations and misuse. Crime-free housing

Better flower gardens in city parks. Better upkeep of tennis courts.

Look at property tax structure. Other funding for welfare beside property tax.

Allow more festivities for young people, especially at the Band Shell, instead of trying to thwart their efforts so frequently.

-Shopping: shopping is extremely poor in Ames. Downtown will be supported by patrons and new businesses will not affect them as they indicate!

-Traffic Control: synchronize the lights, apply turning signal for east/west traffic at 13th and Grand, shorten signal times

Warm water aerobics at State Gym is an excellent program. What is the possibility of continuing that program if the University loses that pool?

The aging City Power Plant has not been kept up. I would like to keep local power in the city if at all possible.

Maintaining historical buildings/homes-allowing citizens to participate, possibly allowing citizens to purchase buildings to be demolished without public action.

What can or can’t be done on residential properties?

Left turn signals on more major roads

Condition of streets

Zoning – do we really need another big box or grocery? Improve what already exists.

CyRide should cover more routes- including Sam’s Club, etc. Better CyRide service can lower the number of cars on the road – good for environment.

Making Ames a more inclusive community, not a bunch of “us versus them” mentalities, (e.g., college students versus town people).

Having a well-rounded fitness facility that many different users can benefit from- Ames has pretty much nine months of cold, rain, and snow. Therefore, an indoor pool, track, skate park, two sheets of ice, ballet, fitness, roller skating, etc., would be nice.

Lowering property taxes to the appropriate amount. Our house is assessed \$30,000 higher than it should be.

Better cultural or entertainment center, land use decisions for housing/apartments

**ISU Student Sample Comments**

Public restrooms in Campustown/Welch Avenue

Traffic speed and flow make more efficient

1. Snow and ice removal from streets and sidewalks, 2. Repair potholes and/or streets where necessary.

More fun things to do

Make more of an effort to support recycling glass and things that aren’t burned

**ISU Student Sample Comments**

Roads, sanitary (food) inspections

Positive activities for college students other than drinking

Cleaning up Campustown

Road repair

I don’t like the street parking regulations. There is no parking on certain streets on certain days. It’s to keep people from camping out for days, I know. I just don’t like it.

Recycling program – recycling should be collected as much as garbage. Also, garbage trucks should not come to my home at 5 a.m. on a Monday.

Repair potholes in streets, fix streetlights  
 The recreation system in Ames  
 Bike trails that are not dependant upon streets – Greenbelt connection  
 Making Ames a more welcoming environment for diverse populations  
 Zoning and clean up Duff Avenue from Highway 30 to Lincoln Way – what an ugly introduction to the city.  
 Building up North Ames; There aren't that many options of intersections up here and it would be nice to be able to avoid the more congested streets.  
 Snow removal!!  
 Creating a vibrant commercial district near Campustown.  
 Keeping Ames clean. Preventing crime.  
 Drug use on campus  
 Making the city look better/cleaner  
 Roads!!! Plow the snow once in a while and fix the potholes on Dotson!!!  
 Repairing streets (especially Stange and Pammel), more outdoor activities, creating a family/youth center (small fee to bowl, roller skate, etc.; family activities).  
 Roads- many are older and there are lots of potholes. Snow removal is not good either. The timing on stoplights can be better too.  
 Focus on making Ames beautiful, friendly, and safe in the right ways. Do more on violence prevention (blue lights?), such as rape.  
 Have the lowest taxes and most freedom of all Iowa  
 Snow removal  
 Campustown parking

## **What is the best thing about living in Ames?**

### **Resident Sample Comments**

Safety and ease of life; University brings lots of activities. One can see that there are lots of people who work to make this a good place to live. It is a healthy community with lots of engaged citizens.  
 I love the amount of opportunity here to be involved – concerts, plays, active local theater, the cultural district, a GREAT library, and swimming facilities, nice parks, plenty of opportunities (in part because of the University) yet we are still a “small town” where you can get to know people in the community.  
 I love the bike trails. They offer a route that is safer (compared to sidewalks along city streets) for my family to use and exercise. I also appreciate the flowers planted every year. It displays ISU pride in our city.  
 Smaller city feel with many amenities and ease in getting everywhere in a short period of time  
 CY Stephens' s shows and restaurants and close to Des Moines!  
 The comfort and ease of daily living: convenient access to most of life's necessities, safe, clean, friendly living  
 Safety, easy to get around, clean, classy  
 I use to feel safe enough to leave doors and things unlocked when I was home, but not anymore.  
 Quality of life  
 Nice size town, good services, good people  
 There are too many things to just consider one being “the best.”

### **Resident Sample Comments**

Water, no tax on food, cheaper food, police – great, hospital and easy access to: stores, restaurants, dry cleaners; doctor care great, car dealers, post office, gas stations – lots of them, cab drivers are easy to access in city, CyRide if you want  
 Safe community, good recreation  
 Friendly atmosphere, good mix of people  
 The diversity and activities and services available  
 Friendly people  
 Recreational opportunities within city

Convenient access to needed services – shopping, medical, entertainment, parks  
 The accessibility of things like shows, good restaurants, lectures, sporting events that are available in a small town that are usually not. A small town with great activities a rarity – only a university town.  
 To see it progress so much – most residents take much pride in the community and we appreciate the caring and work our city leaders do to keep our city updated and beautiful.  
 Nice community, pretty decent variety of “stuff” available  
 The University  
 Family and friends  
 It’s clean, good bus system, football/basketball games, variety of restaurants, friendly people.  
 Rent isn’t as bad off campus as on. Plenty of things to do.  
 Quality of citizens, well educated people, friendly, lots of things to do thanks to ISU for many nice park system  
 I like that this city feels safe, and is generally clean and in good condition. There is enough variety here without being too big. I like Ames’ size and would like to see it remain its current size geographically.  
 Mostly quiet, good people, nice overall appearance, perfect size  
 Quiet and convenient  
 Clean, non-violent  
 It is a young town. The town is very well kept (clean) with not a lot of problems. People take pride in their town here and their homes.  
 Closeness of stores and restaurants  
 Close to work  
 That the city is concerned about making improvements; that there will be no smoking starting this summer; Iowa State University!  
 The parks are great! The Park & Recreation programs are also very good and they have so many choices.  
 Overall, relatively a clean town with a lot of “green spaces.”  
 Safety  
 1. Safety, 2. Education opportunities, 3. Employment opportunities  
 Excellent management  
 Good balance between too quiet and too busy.  
 Wonderful city  
 Quality of life  
 The best thing? There are several: ease of traveling around, good electrical and water services, and safety.  
 Ease of getting around  
 ISU  
 Library is great! For the size of the town, services are really good.  
 Easy access to work, less congestion with traffic and day to day life is more calm and peaceful.  
 Good  
 The water  
 Remembering what it was like 30 or 40 years ago.  
 Good services  
 The many things to do with a small city feel. The diversity of people in Ames too.  
 The advantages that occur with ISU (Big 12, musicals, etc.)  
 Has stuff to do for college students, but not too big. Close to Des Moines if not found in Ames.

**Resident Sample Comments**

The people  
 Its people; its weather; its utility rates; its beauty; the ISU facilities (sports, concerts, etc.)  
 Shops, stores, convenience, opportunities, restaurants, bike paths, new swimming pool soon!, ISU, Ames schools, Park & Recreation sports for my daughter  
 We enjoy Ames. Many good convenient stores and businesses and we have a good neighborhood.  
 Nice, small, peace and quiet ambiance, friendly people. A beautiful place to live!  
 Small town with lots of opportunities  
 Bike paths, recreation services are pretty good

All the sports you can get into.  
 Clean air, good quality water and people are very friendly and social. City employees have been exceptionally helpful, competent, and approachable. Cultural and public-sponsored activities are great and the Tribune supports activities with timely notices in the paper.  
 The people, the comfort level as far as safety goes. I'm a military wife and whether it was neighbors, family, friends or even strangers, I never felt left alone or helpless while my husband was on his eighteen month tour in Iraq.  
 It is a nice clean town.  
 Low crime, ISU activities, the people  
 Water, friendly people  
 Size of community, excellent parks and recreation programs  
 Nice mix of people and cultures  
 My family is here.  
 A good size, not too big, not too small. Nice parks and recreational programs.  
 Clean, healthy atmosphere  
 Small town feel, great place to raise a family.  
 Diversity, size  
 Just the right size  
 Good snow removal, excellent police department, new stores (good novelty), nice parks and activities. Good traffic control, great hospital and medical care.  
 Small community feel  
 Friendly, helpful people  
 The culture of a small university town.  
 Relaxed family oriented environment, job opportunities  
 Public transportation  
 Like the small town atmosphere  
 Clean water; "Tree city"; Kept fairly clean (parks, streets, bike paths)  
 The people  
 The people  
 The people  
 The great variety of activities that the Ames/ISU connection makes available  
 The summer (when students leave)  
 Small city feel with larger city amenities  
 Dewiest atmosphere for a medium size town  
 Relatively quiet and easy access to all services.  
 Cultural, recreation and educational activities; Ada Hayden Park; Strong sense of community – large volunteer workforce  
 Low population density  
 The people  
 Access to services, university atmosphere, connections to former work colleagues, cultural attractions, medical facilities  
 Small size, everything is easily accessible (e.g., clinic college for (illegible)  
 The friendliness of her residents, the ease of getting from point A to point B  
 Great homeschoolers, safe, clean and great families  
 Clean, safe

**Resident Sample Comments**

Friendliness of majority and city size; Don't have to drive miles to shop for basic needs (i.e., groceries, hardware, etc.).  
 Short commute time to work  
 Badminton at the city gym twice a week – a great workout!  
 Less crime, everyone is nice, very kind, service is good, quiet, good place to grow your kid up  
 Variety for needs  
 Safety, kindness of many residents, delicious water  
 Feeling safe, safety, accessible recreation, adequate handicapped parking, overall appearance of city, good water

Variety of theater and speakers, attractive homes and businesses, library, CyRide  
 Close to family  
 It's a small city with everything a big city has with less people. I come from a small rural town (population 350).  
 Size  
 City services, size of community  
 ISU, size, things to do  
 It still has a small town feeling with large city opportunities.  
 In Somerset, all the walk paths; Ames is efficient and user friendly.  
 Schools, clean city  
 The shopping, the movies, the restaurants, and ISU basketball games  
 Small town feel with cultural opportunities and major college sports.  
 Overall nature of community, size, location, opportunities, ISU, and related activities  
 The people, variety of activities  
 Quiet and friendly  
 No traffic jam, safe, plenty of shopping, variety of restaurants  
 Great amenities, small town feel  
 Ada Hayden Park & ISU events  
 Many choices on dining/living and other services  
 Overall active city, Iowa State athletics, generally friendly  
 Small town (small town feel) – better than Des Moines, but still has a lot of retailers  
 We have lived here for 45 year. I have no desire to move!!  
 We lived here while I attended ISU, left and then moved back. I like the activity of a college town but realize as a resident, it shouldn't be the only focus. I like that it's clean, friendly, diverse and the education system. Being from a different educational system, I feel that some residents don't understand what the schools have here compared to others that struggle to stay open.

Safety  
 Great Plains Pizza  
 The size, Ada Hayden Park, Main Street businesses  
 Easy medical access, shopping adequate, grocery stores easy access, mostly good, honest, helping people  
 Being close enough to shopping facilities so as not to have to get out of the car to obtain things we need. Instead, we get some exercise by walking to get the things we need.  
 City responds well, City seeks information from residents  
 Excellent quality of life  
 Quality schools, available health care, excellent library, cultural enrichment opportunities, ISU and its outreach programs, a generally safe city  
 Small town atmosphere but still some benefits of larger cities.  
 The availability to anything within five to ten minutes!  
 CyRide and local electric company  
 Size, cultural offerings  
 Having the University events, plus resources at my fingertips  
 Safe town; It has facilities and opportunities of big cities.  
 Ames has some great resources without being "too big." Nice parks and green spaces.

**Resident Sample Comments**

Easy to get around, good entertainment available, good medical available, shopping is good and close by, good clean city, people are friendly  
 Friendly environment  
 Education for my kids and security  
 It feels like a small town, very friendly nice place yet you get the things/stores/places fleet a big city has.  
 Medical center and hospital, Iowa State University, connection to the interstate road system, and its size!  
 It's a small, safe, well-educated community with lots of services and lots to do.  
 Quiet

We have most all services that you might need right here so we don't always have to go to Des Moines or elsewhere.

Small town atmosphere

Great people, feel safe, always something to do outside, Iowa State Cyclones, it's located in Iowa. Easy to navigate, smallish with convenience and Cyride is also nice!

It's easy to get around in Ames.

Family live close, shopping good, grocery stores close

Size

It's not a big city.

Safety and the environment the University creates

1. Most people are friendly. 2. University offers cultural events, but the city/county offer few cultural events.

Relatively low crime rate, college atmosphere

Ease of getting around, parks (tie)

We have big city opportunities with a small town atmosphere.

Safe

Park system – Band Concerts and Band Shell Park, University activities – Arts and Science, water

The cops do a great job every day.

The library!

Clean, lots to do, fine arts, good services

It's just a great city and I have been to many different ones.

Safety – natural beauty, nice people

ISU

Don't have to drive much

Good-sized town, low crime, good water, ISU activities

The CyRide bus service and the public library

It is a clean city for the most part and size

Small-town benefits with cultural opportunities not normally found in small towns

Big enough to have a wide variety of opportunities while small enough to know people and walk around.

Clean, safe appearance

Nice, quiet and safe place, inexpensive, good facility, good law enforcement

Small town feel with larger city opportunities. Cultural opportunities provided by ISU and diverse student population. Large liberal political base.

ISU-Center events, Mandarin Restaurant, Fareway

Good schools, parks, low crime, University, activities

Quality of water, library, CyRide

Low cost, like smaller town

The parks and the beautiful ISU campus

Generally good quality of life.

Safe and beautiful town

Clean – educational people and pleasant people city

Right size. Many opportunities for recreation and cultural events.

**Resident Sample Comments**

Large diversity of people and resources

Safety

The small town feel

I feel safe here and overall the town is in pretty good condition.

The community and its people. I feel safe for the most part at all hours.

Safe, attractive, little traffic, high quality of living

Activities available

I live on the middle area of Lincoln Way so I like being close to all the activities from city and college.

The people – and being a University town.

A nice selection of non-chain stores and restaurants.

Beauty, history, and excellence.

I do everything in Ames. Shop, work, recreations, parks, CyRide - it's all really great.  
 Exit my college town but not too big to be a city.  
 Lots of opportunities for this size city.  
 The small-town feel and friendliness while having lots of opportunities for activities – especially through ISU.  
 Water quality, safe neighborhoods  
 The overall appearance of Ames, the people who live here are very nice, having CyRide if you need it on a given day, and having ISU activities to go to.  
 It is a small community with a lot to offer its residents. Small businesses are supported along with the arts.  
 Activities and transportation  
 Small town feel  
 Availability of resources without the large city feeling  
 Hassle-free living  
 Availability for shopping, groceries, hospital and doctors  
 The city parks, especially Lake Ada Hayden, and the summer band concerts.  
 Easy access, clean, upkeep of residence! Security!  
 Water quality  
 Low crime, nothing poor facilities schools in disrepair (kids - one grown now)  
 Having friendly neighbors as a small town – but a lot of activities because of Iowa State  
 Diverse, international community  
 Safety, entertainment, events  
 Public services, various kinds recreation/entertainment  
 Low crime, friendly neighbors, Iowa State sports  
 Nice clean town, easy to get around  
 It is a safe, pleasant place to live!  
 Quiet neighborhoods  
 Small town with large city amenities  
 Close to shopping and activities!  
 The parks, I love the abundance of parks.  
 Feels safe!  
 After years of living in a big city it is nice to be in a family friendly small town.  
 Services available to meet needs  
 It is safe and clean. As a woman I feel very safe.  
 Variety  
 The level of activities provided in a city this size.  
 It's a nice size town. Nice natural wooded areas, parks, etc. Wish Ames could offer two sheets of ice that could bring in more business for sectional and regional events within a facility that other fitness activities like swimming, track for walking and running indoors, etc., etc., etc.  
 Clean. There is little violence.  
 Population size, Hilton and CY events, low crime  
 Friendly people

### **ISU Student Sample Comments**

I like the college atmosphere and the number of people my age.  
 Having some big city conveniences in a moderate size city  
 It's like living in a small town only you have city benefits like the CyRide.  
 Close to shops, basically small town feel with large town amenities  
 1. The Parks & Recreation areas are great. 2. CyRide is a good feature.  
 CyRide is very convenient.  
 Campus, amazing college town  
 The busses  
 Keeping the city looking nice and the law enforcement provided  
 Big city atmosphere, small town values, wide range of activities  
 The campus; I enjoy Main Street, as well. Ames has a pretty good cultural base.  
 Peaceful

Safe, nice environment, easy commute between work and home  
The small town atmosphere with amenities like a larger town  
Quality water  
CyRide  
University town, low population density, proximity to I-35/Highway 30  
The community is very safe.  
Overall civility of people; public library; closeness of other destinations  
CyRide – the public transportation is great!  
Not too big, not too small- no matter where you live you're in pretty close proximity to restaurant options, etc. (though access could be more convenient, see "B".)  
Iowa State University  
Safe and clean  
Safe atmosphere to raise children  
There are so many young college students living here. There is always fun, free entertainment.  
The convenience of the bussing system  
I love the small town feeling in the parks area. Whenever I get the chance, I like to go to the parks and play sports or sit and enjoy the weather.  
I like being in a college town.  
Choices in activities, clean city, friendly people  
Safety  
Going to school here  
Safety, quiet, shows (musicals, concerts, plays) that come to Stevens, everything is close (small town).  
It is a pretty city but its beauty has been declining with poor city planning and construction (i.e., ugly business and apartment buildings and poor roads).  
Safe people; kind people  
It has a small town feel.  
Safe, clean, friendly environment  
ISU  
Good convenience, good value  
ISU  
The people and the beautiful campus here!