

2016 Community Survey

City of West Des Moines, Iowa



Presented by

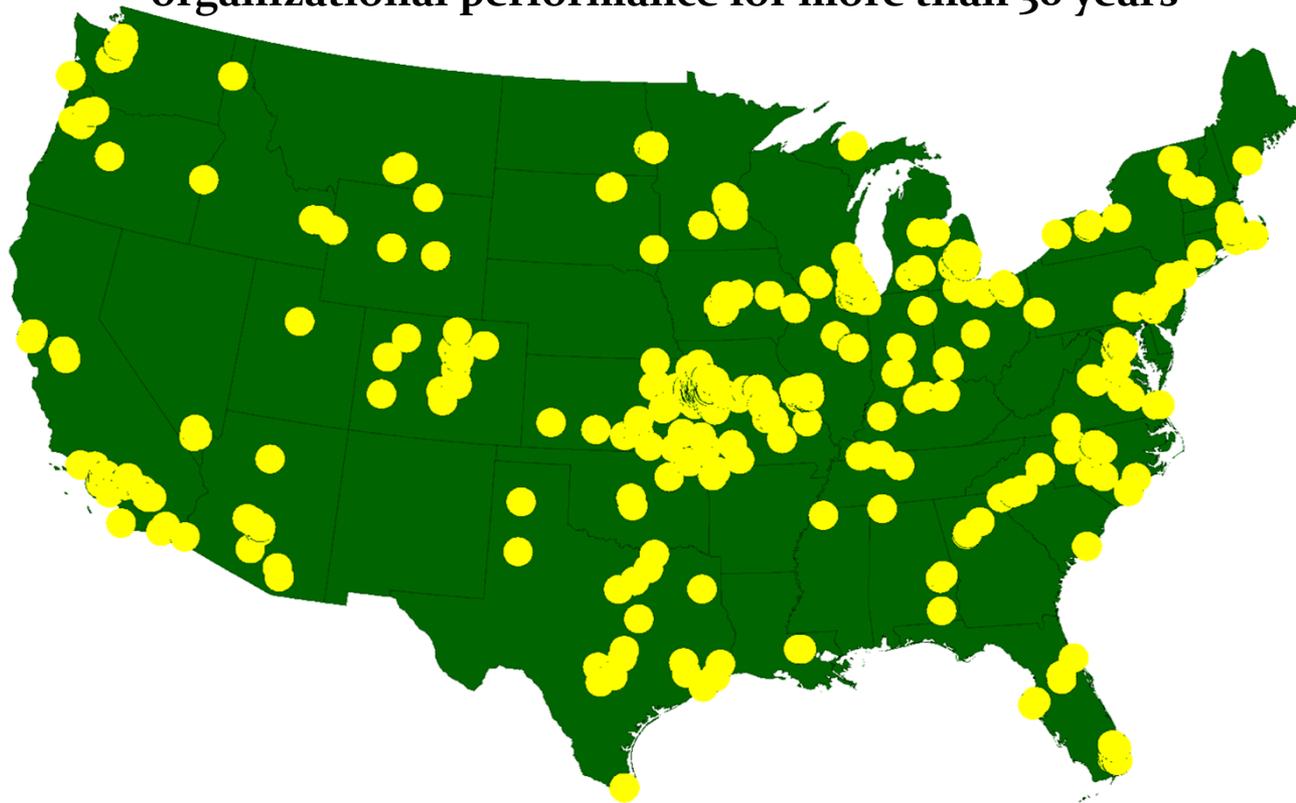


October 2016

ETC Institute

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Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

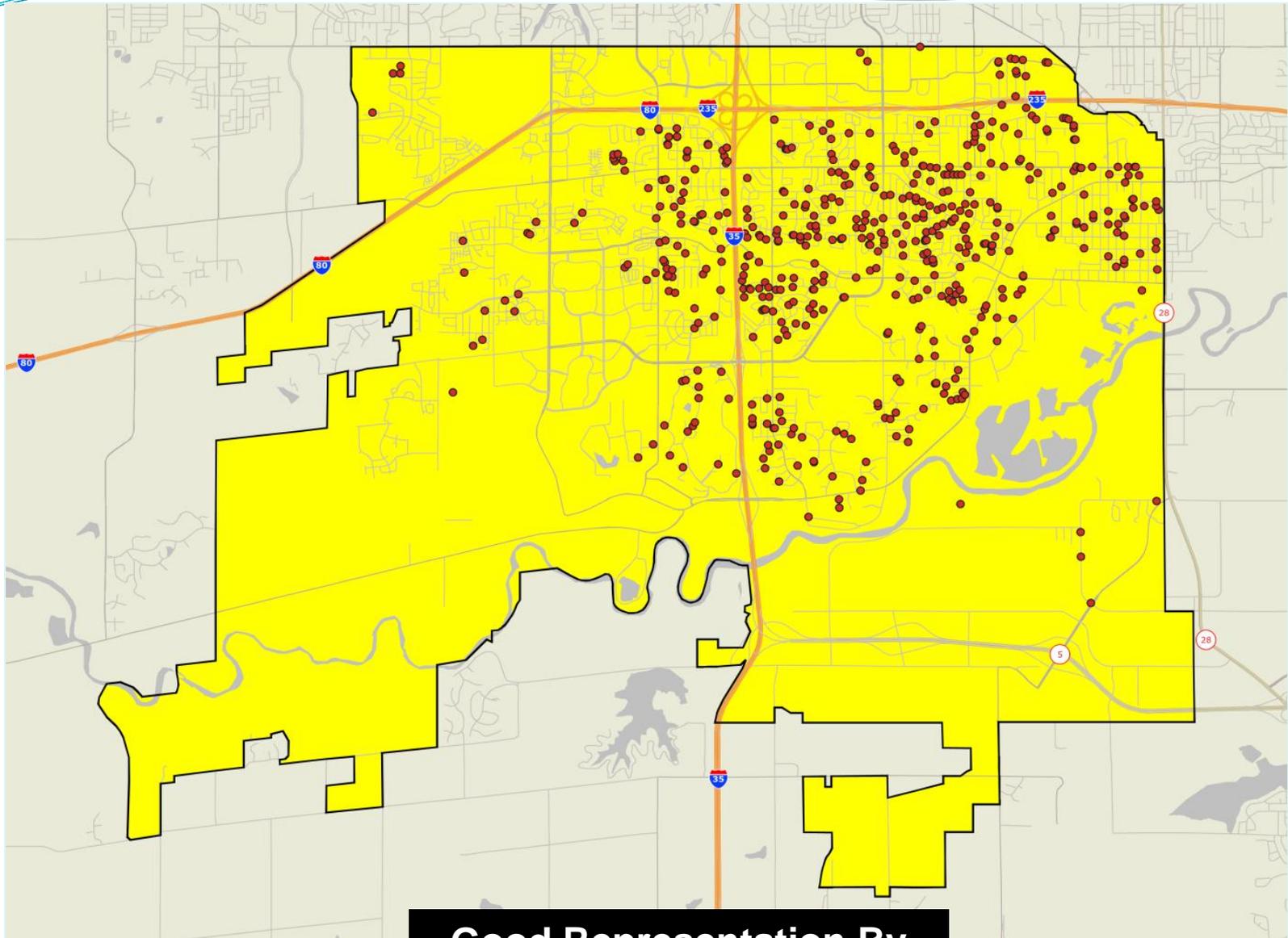
Purpose

- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from previous surveys**
- **To compare the City's performance to other communities**
- **To help determine priorities for the community**

Methodology

- **Survey Description**
 - ❑ seventh Community Survey conducted for the City
 - ❑ included many of the same questions that were asked in previous years
- **Method of Administration**
 - ❑ by phone and online
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample Size:**
 - ❑ Goal: 400 surveys
 - ❑ Actual: 570 surveys
- **Confidence level: 95%**
- **Margin of error: +/- 4.1% overall**

Location of Respondents



**Good Representation By
LOCATION**

Bottom Line Up Front

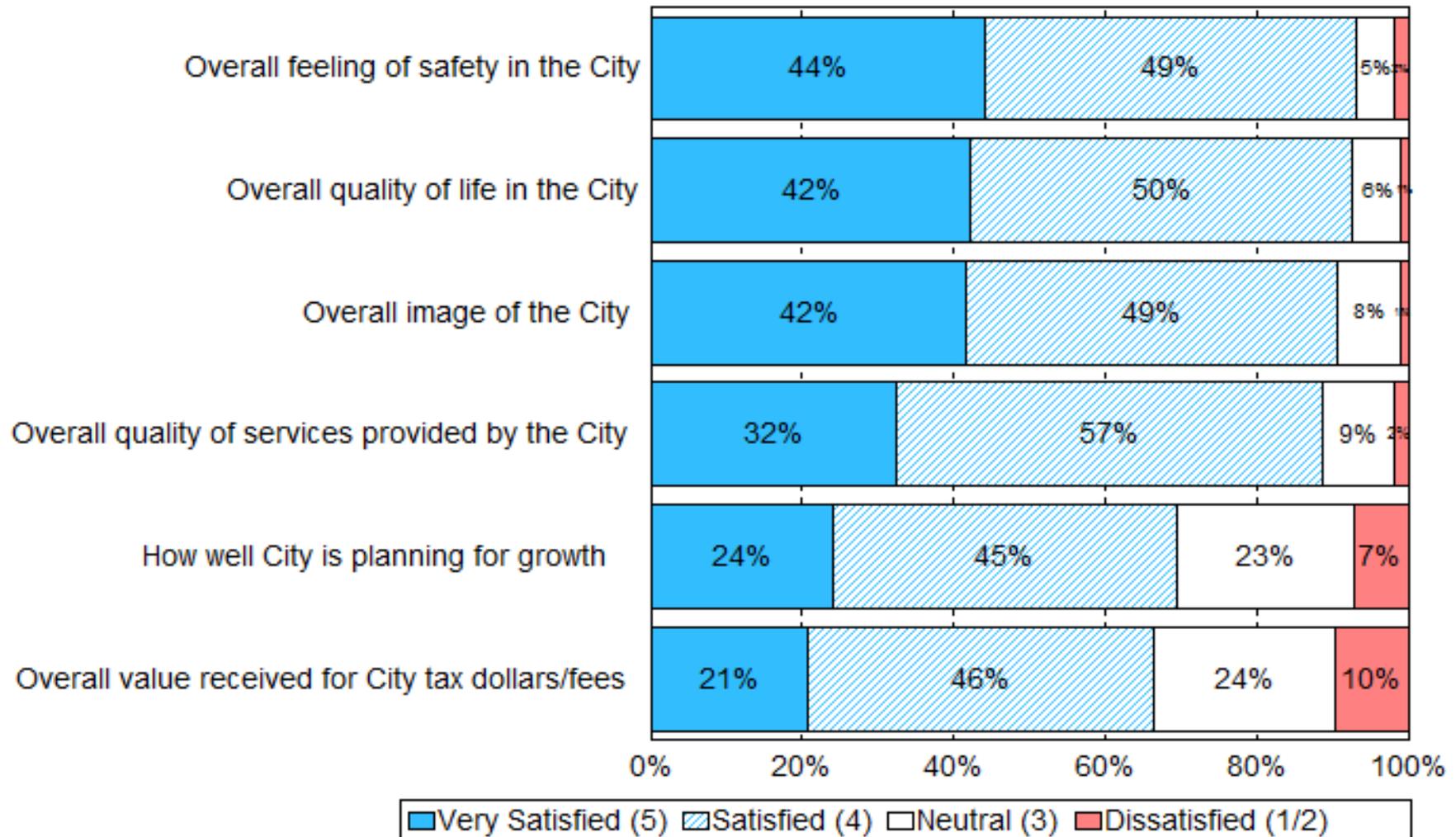
- **Residents Have a Very Positive Perception of the City**
 - ❑ 92% are satisfied with the quality of life in the City; only 2% are dissatisfied
 - ❑ 89% are satisfied with the overall quality of services provided by the City; only 2% are dissatisfied
- **Satisfaction with City Services is Much Higher in West Des Moines Than Other Communities**
 - ❑ The City rated 33% above the U.S. Average in the overall quality of City services
 - ❑ The City rated above the U.S. Average in 47 of the 49 areas that were compared
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Flow of traffic and congestion management
 - ❑ Quality of City street system

Major Finding #1

**Residents Have a Very Positive
Perception of the City**

Satisfaction With Items That Influence the Perception Residents Have of the City

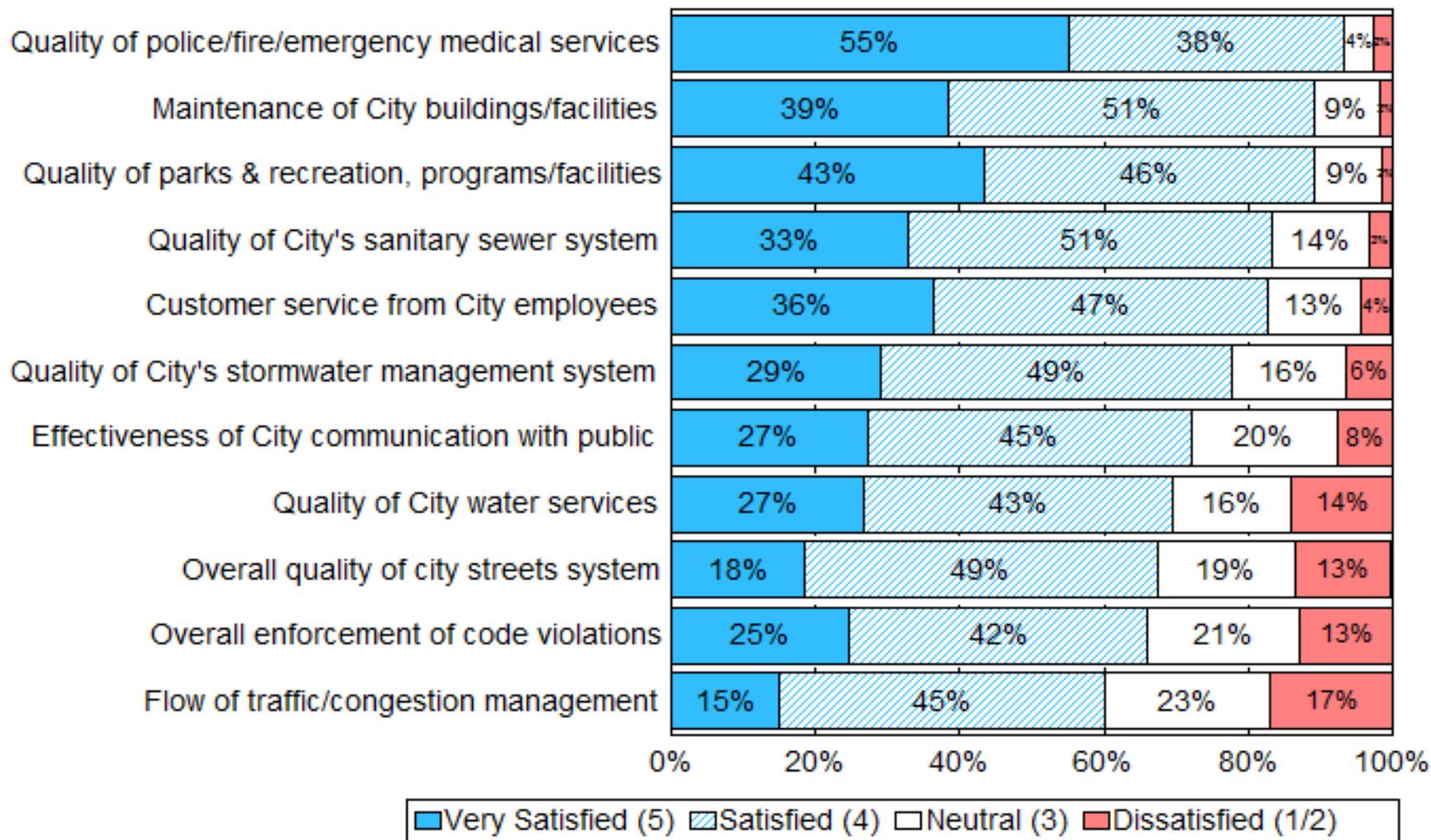
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Most Residents Are Satisfied with All Areas Related to Perceptions of the City

Overall Satisfaction With City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



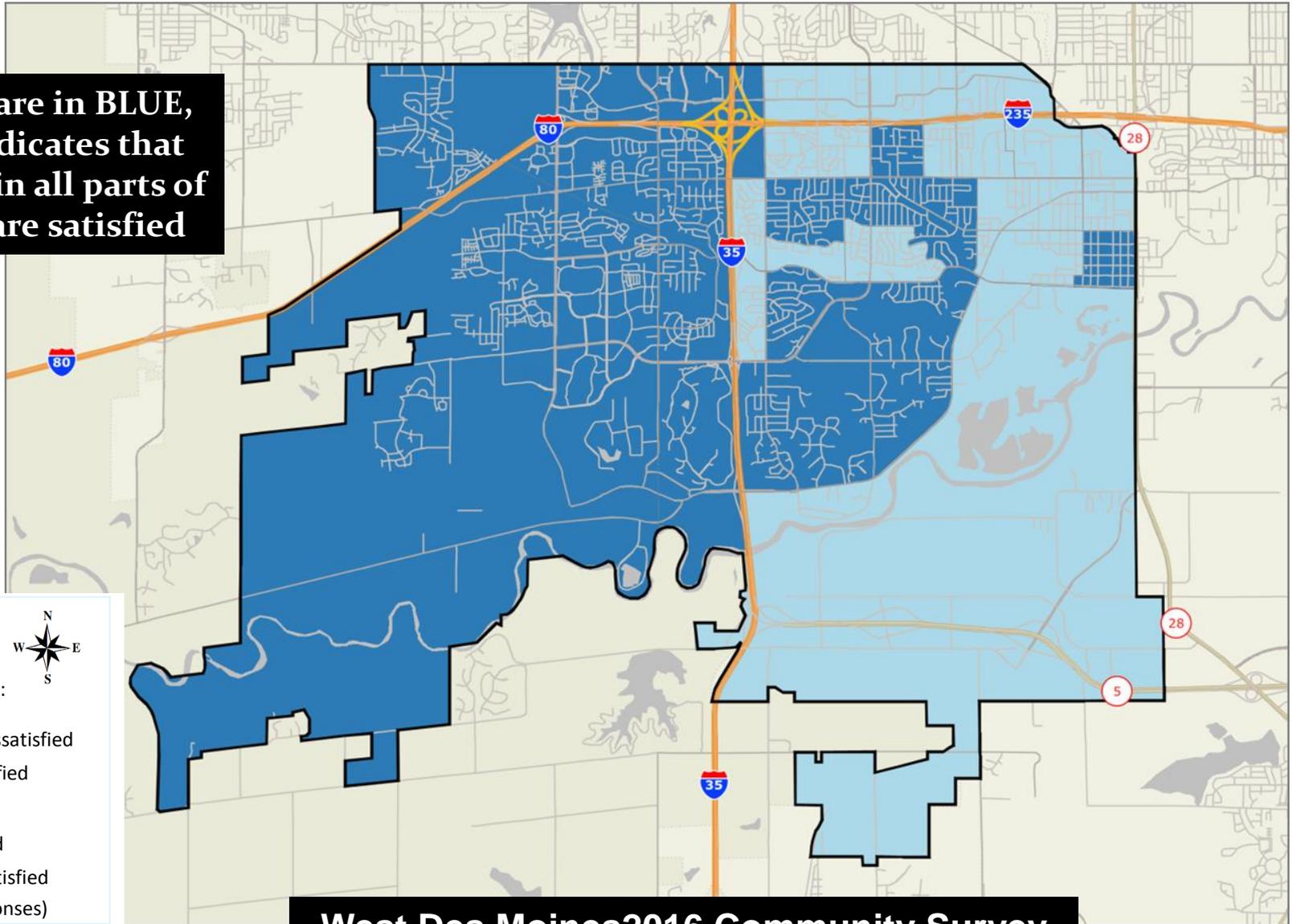
Less Than 20% of Residents Were Dissatisfied with Any of the Services

Major Finding #2

**Residents in All Areas Are
Satisfied with the Overall
Quality of City Services**

Satisfaction with the Overall Quality of City Services

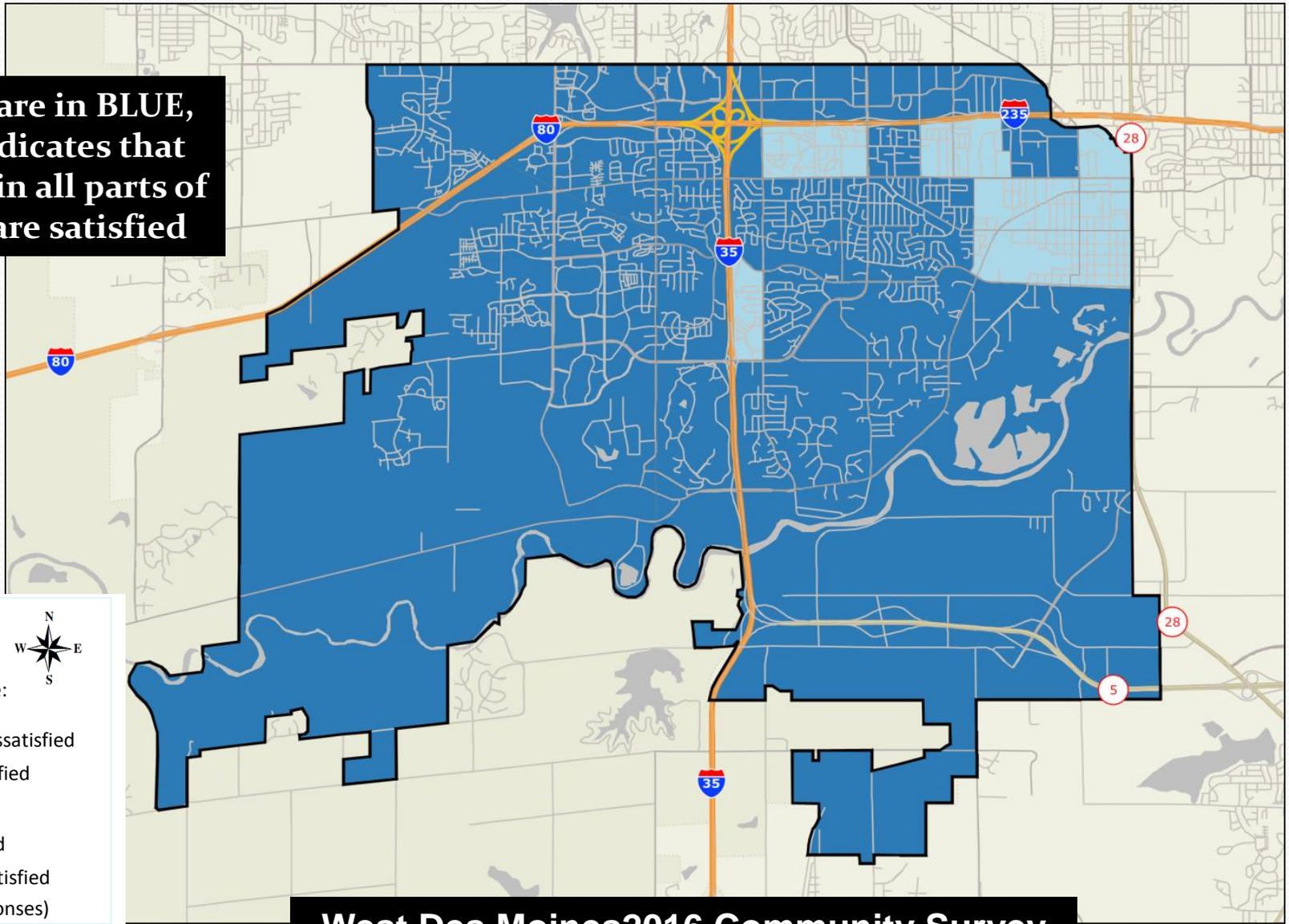
All areas are in BLUE, which indicates that residents in all parts of the City are satisfied



West Des Moines 2016 Community Survey
Mean rating for all respondents by CBG (merged as needed)

Satisfaction with the Overall Quality of Life in the City

All areas are in BLUE, which indicates that residents in all parts of the City are satisfied



LEGEND

Mean rating on a 5-point scale, where:



- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

West Des Moines 2016 Community Survey
Mean rating for all respondents by CBG (merged as needed)

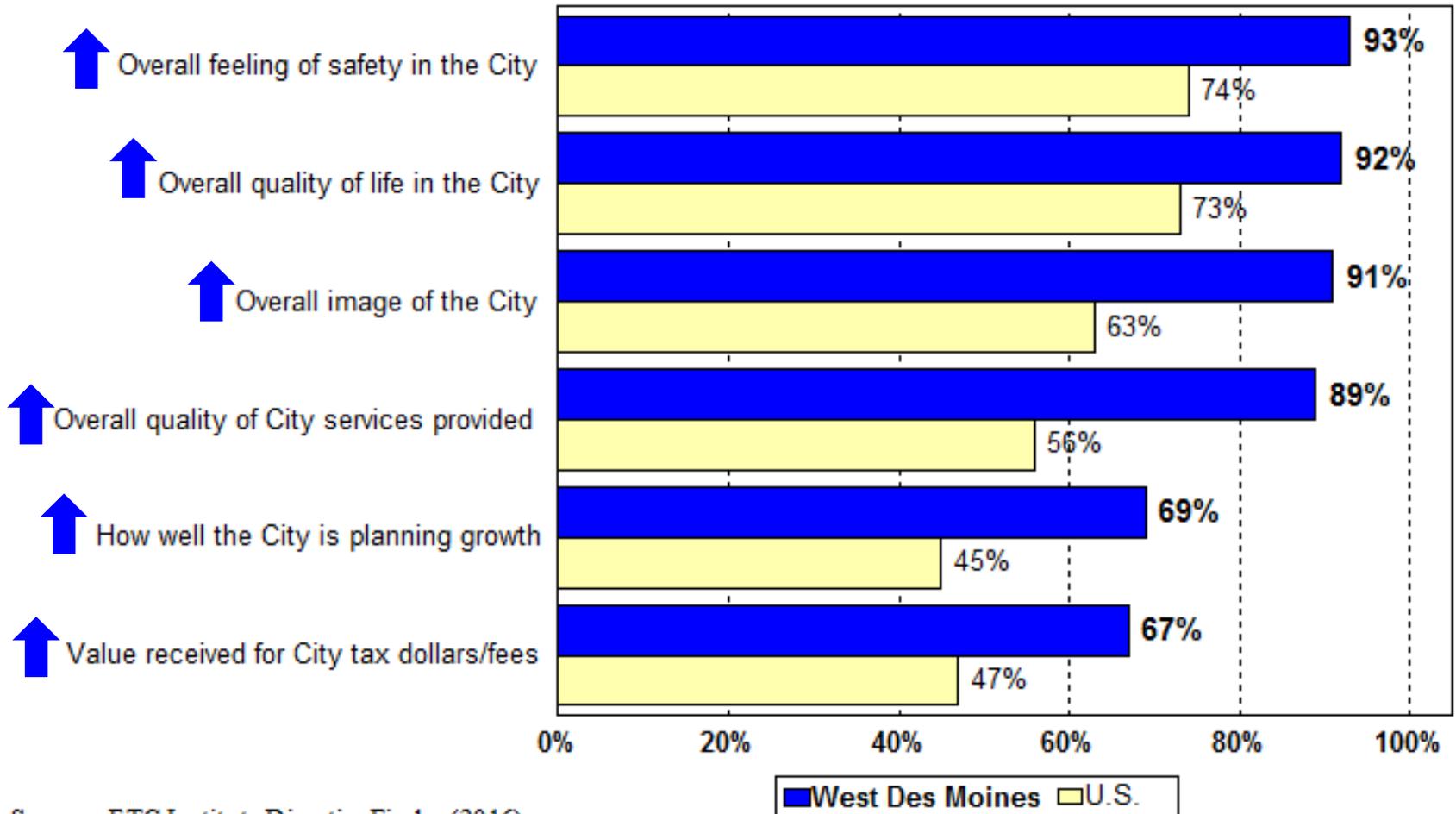
Major Finding #3

**Satisfaction with City Services
in West Des Moines Are Among
the Highest in the Nation**

Satisfaction with Issues that Influence Perceptions of the City

West Des Moines vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

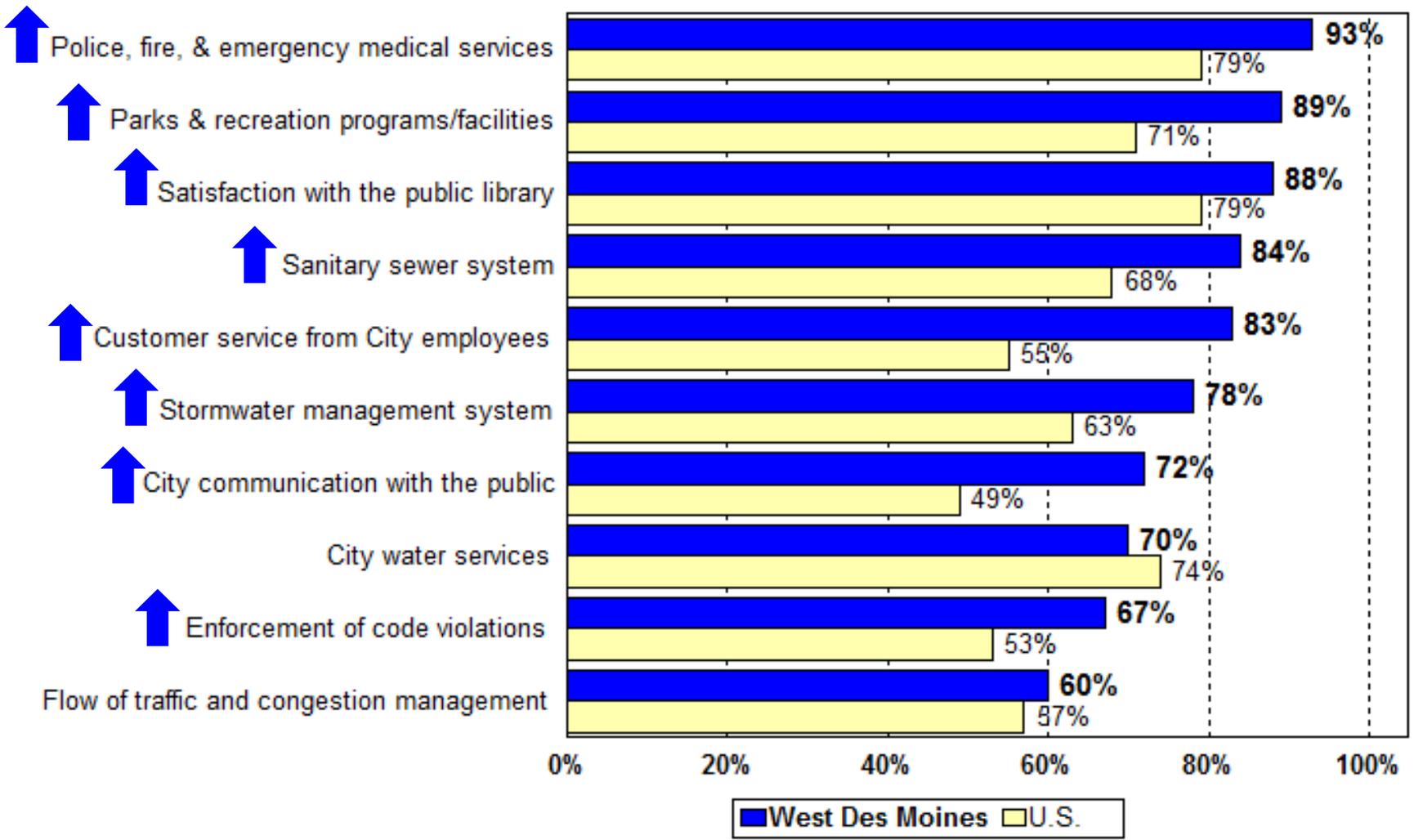


Source: ETC Institute DirectionFinder (2016)

The City's Overall Satisfaction Rating Is 33% Above the National Average

Overall Satisfaction with Major Categories of City Services West Des Moines vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

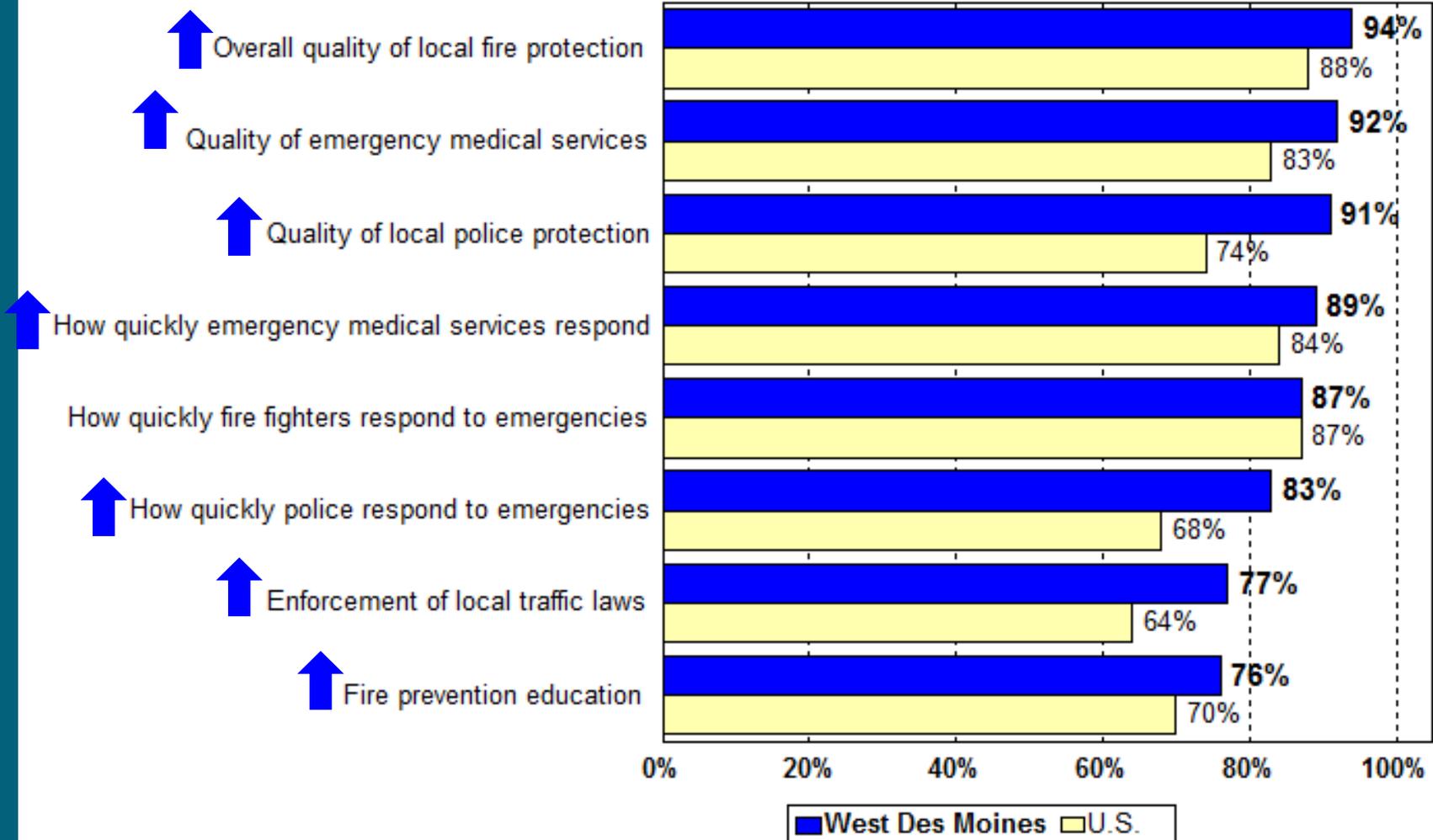


Source: ETC Institute DirectionFinder (2016)

The City is Setting the Standard in Most Areas

Overall Satisfaction with Various Aspects of Public Safety West Des Moines vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

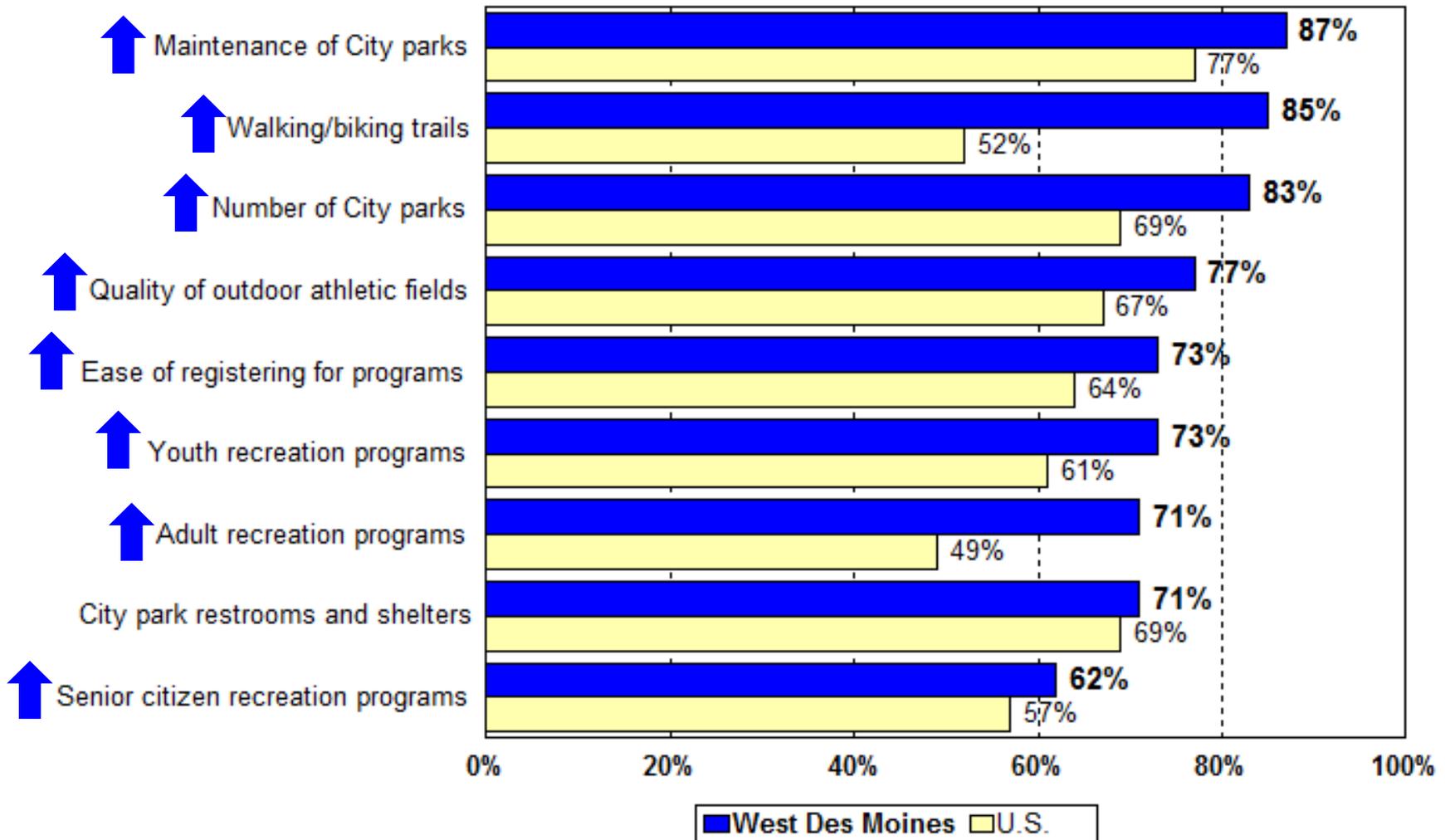


Source: ETC Institute Direction Finder (2016)

Overall Quality of Police, Fire, and Emergency Medical Are Significantly Above the National Average

Overall Satisfaction with Parks and Recreation West Des Moines vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



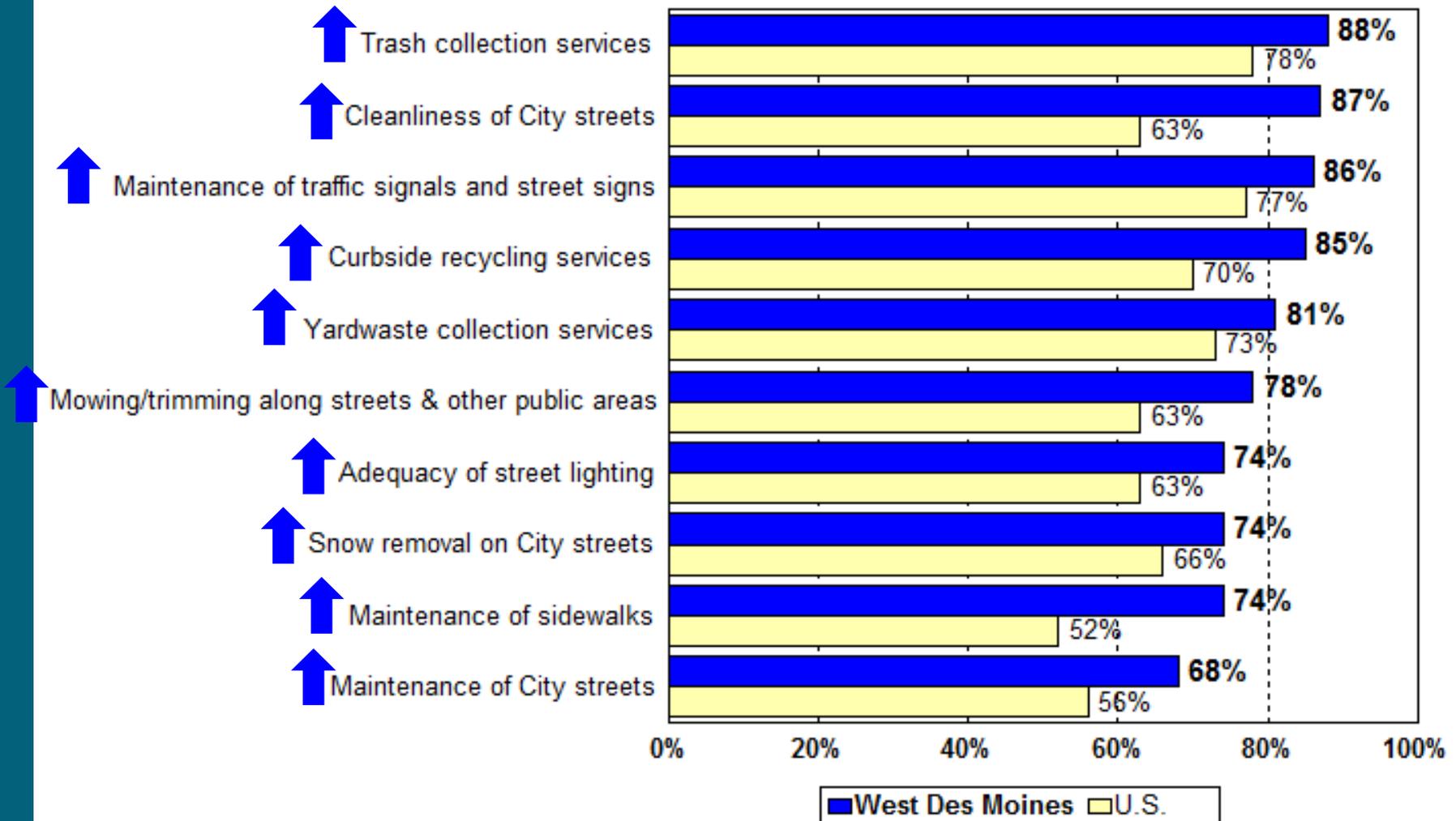
Source: ETC Institute DirectionFinder (2016)

The City is Setting the Standard in Providing Parks and Recreation Services

Overall Satisfaction with City Maintenance

West Des Moines vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute DirectionFinder (2016)

The City Rates Significantly Above the National Average in All 10 Areas

Major Finding #4
Trend Analysis

Trends

Notable Increases Since 2002

- Flow of traffic and congestion management
- Yard waste collection
- Quality of the City's WDM Magazine
- Walking and biking trails in the City
- Weekly curbside trash collection
- Rate of growth in West Des Moines
- Quality of parks & recreation programs/facilities
- Quality of business growth
- Number and quality of greenways

Trends

Notable Decreases Since 2002

- Traffic circulation between developments
- Traffic circulation in parking lots
- Variety of new housing options
- Adequacy of City street lighting
- Amount of parking provided
- Innovation/uniqueness of residential development
- Enforcing the maintenance of residential property

Major Finding #5

Priorities for Investment

Importance-Satisfaction Rating

West Des Moines, Iowa

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic/congestion management	53%	1	60%	11	0.2116	1
<u>High Priority (IS .10-.20)</u>						
Overall quality of city streets system	42%	2	67%	9	0.1373	2
<u>Medium Priority (IS <.10)</u>						
Quality of City water services	32%	3	70%	8	0.0957	3
Overall enforcement of code violations	23%	5	67%	10	0.0759	4
Effectiveness of City communication with public	16%	7	72%	7	0.0459	5
Quality of parks & recreation programs/facilities	23%	6	89%	3	0.0252	6
Quality of City's stormwater management system	10%	8	78%	6	0.0222	7
Quality of police/fire/emergency medical services	26%	4	93%	1	0.0182	8
Customer service from City employees	6%	11	83%	5	0.0176	9
Quality of City's sanitary sewer system	7%	10	84%	4	0.0107	10
Maintenance of City buildings/facilities	8%	9	90%	2	0.0079	11

Highest Overall Priorities:

Importance-Satisfaction Rating

West Des Moines, Iowa

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (0.0-.10)</u>						
Officers' attitudes and behavior towards citizens	19%	2	78%	9	0.0416	1
Enforcement of local traffic laws	14%	3	77%	10	0.0320	2
Quality of fire prevention education	9%	10	76%	11	0.0223	3
Emergency medical involvement/community awareness	10%	8	79%	8	0.0218	4
Overall quality of local police protection	23%	1	91%	3	0.0205	5
How quickly police respond to emergencies	12%	5	83%	7	0.0197	6
Overall competence of Police Dept employees	13%	4	85%	6	0.0195	7
How quickly emergency medical services respond	11%	7	89%	4	0.0116	8
Emergency medical services	10%	9	92%	2	0.0083	9
How quickly fire fighters respond to emergencies	6%	11	87%	5	0.0077	10
Overall quality of local fire protection	11%	6	94%	1	0.0068	11

Highest Public Safety Priorities:

Importance-Satisfaction Rating

West Des Moines, Iowa

PARKS & RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (0.0-.10)</u>						
Access to destinations via bike and trail system	15%	3	73%	14	0.0410	1
City park restrooms and shelters	10%	4	71%	15	0.0302	2
Walking and biking trails in the City	19%	2	85%	3	0.0282	3
Maintenance of City parks	19%	1	87%	2	0.0251	4
The City's senior citizen recreation programs	6%	6	62%	18	0.0243	5
Fees charged for recreation programs	6%	8	65%	17	0.0203	6
The City's youth recreation programs	6%	9	73%	13	0.0151	7
The City's special events programs	7%	5	79%	8	0.0137	8
Overall quality of recreation program services	5%	10	75%	11	0.0133	9
The number and quality of greenway areas	6%	7	79%	7	0.0130	10
City aquatic centers	5%	11	81%	5	0.0101	11
Outdoor athletic fields	4%	13	77%	9	0.0094	12
The City's adult recreation programs	3%	14	71%	16	0.0093	13
The number of City parks	5%	12	83%	4	0.0085	14
Ease of registering for recreation programs	3%	15	73%	12	0.0081	15
West Des Moines Community Center	3%	16	76%	10	0.0067	16
Raccoon River Park Nature Lodge	2%	17	88%	1	0.0028	17
Raccoon River Park Softball Complex	1%	18	80%	6	0.0012	18

Highest Parks and Recreation Priorities:

Importance-Satisfaction Rating

West Des Moines, Iowa

MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of City streets	39%	1	68%	11	0.1242	1
<u>Medium Priority (0.0-.10)</u>						
Snow removal on City streets	27%	2	74%	9	0.0689	2
Adequacy of City street lighting	15%	3	74%	8	0.0382	3
Maintenance of sidewalks in public areas	14%	4	74%	10	0.0374	4
Mowing/trimming along City streets/public areas	7%	8	78%	7	0.0154	5
Yard waste collection	7%	6	81%	6	0.0137	6
Weekly curbside recycling collection	7%	7	85%	5	0.0105	8
Maintenance of traffic signals and street signs	7%	5	86%	4	0.0101	7
Overall cleanliness of City streets	6%	9	87%	3	0.0078	9
Weekly curbside trash collection	4%	11	88%	2	0.0047	10
Maintenance of City buildings	4%	10	92%	1	0.0032	11

Maintenance Priorities:

Other Findings

Initiatives Most Important for the City's Police Department to Emphasize

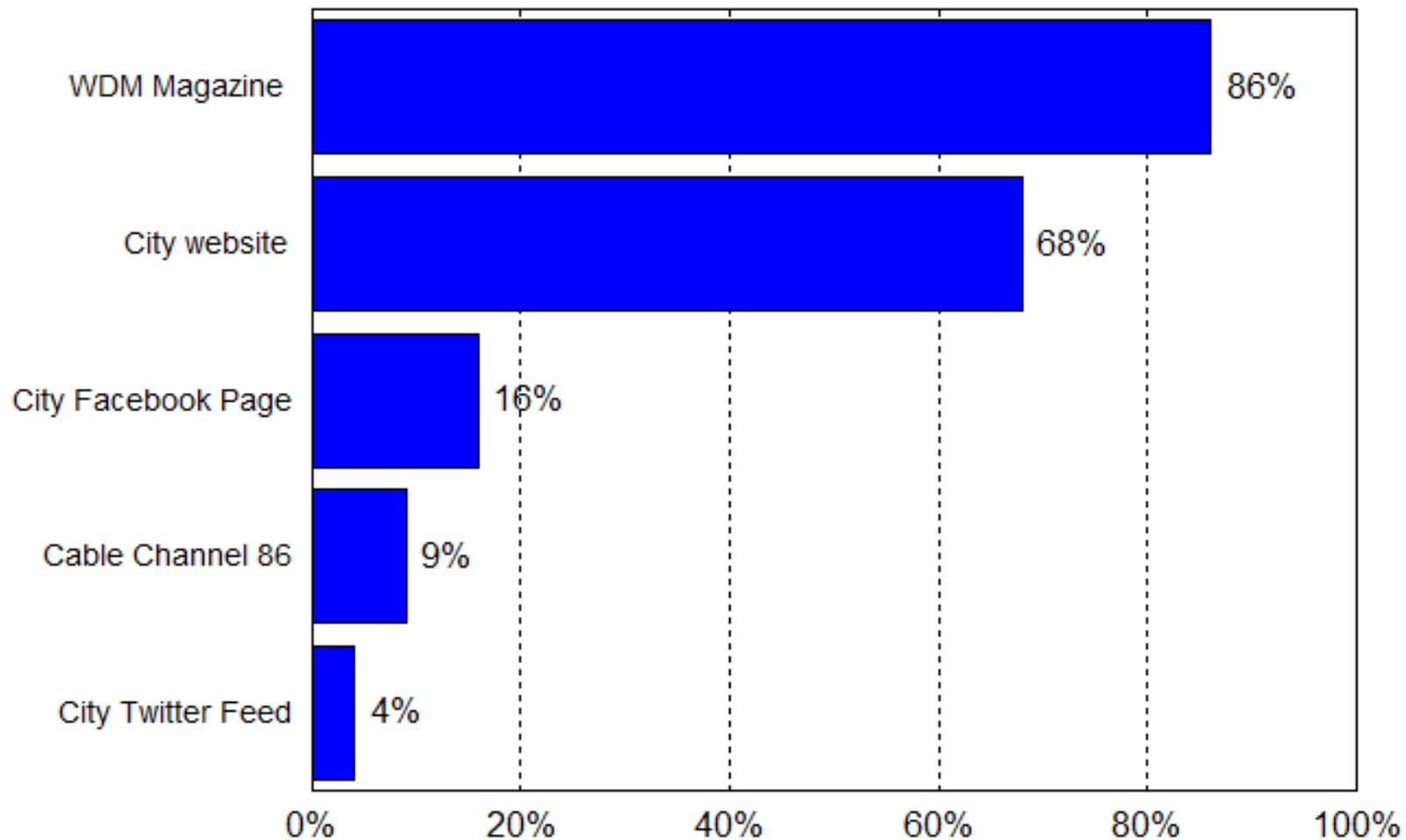
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2016 - West Des Moines, IA)

Sources Residents Have Used During the Past Year to Get Information About the City

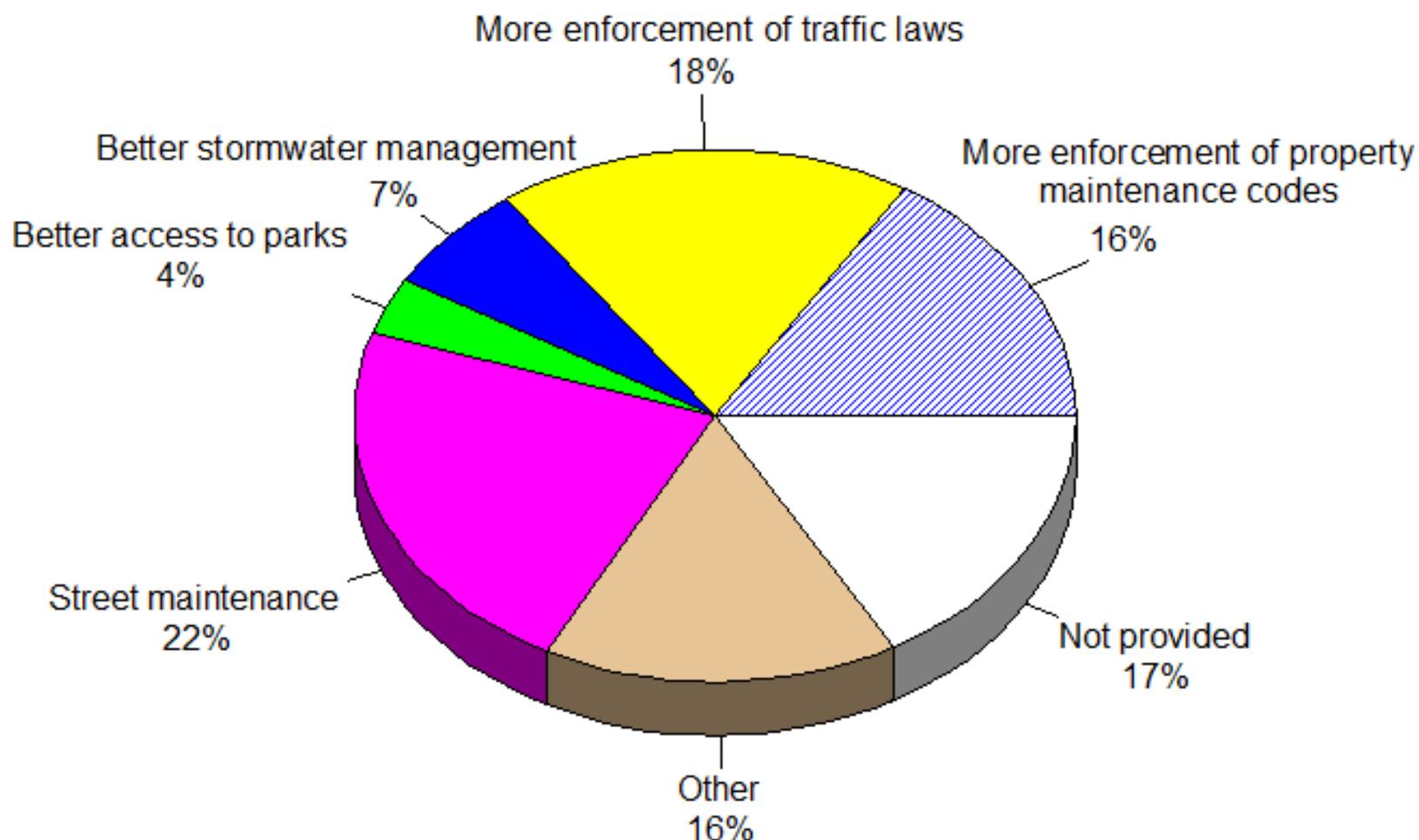
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2016 - West Des Moines, IA)

Which one of the following is needed most in your neighborhood?

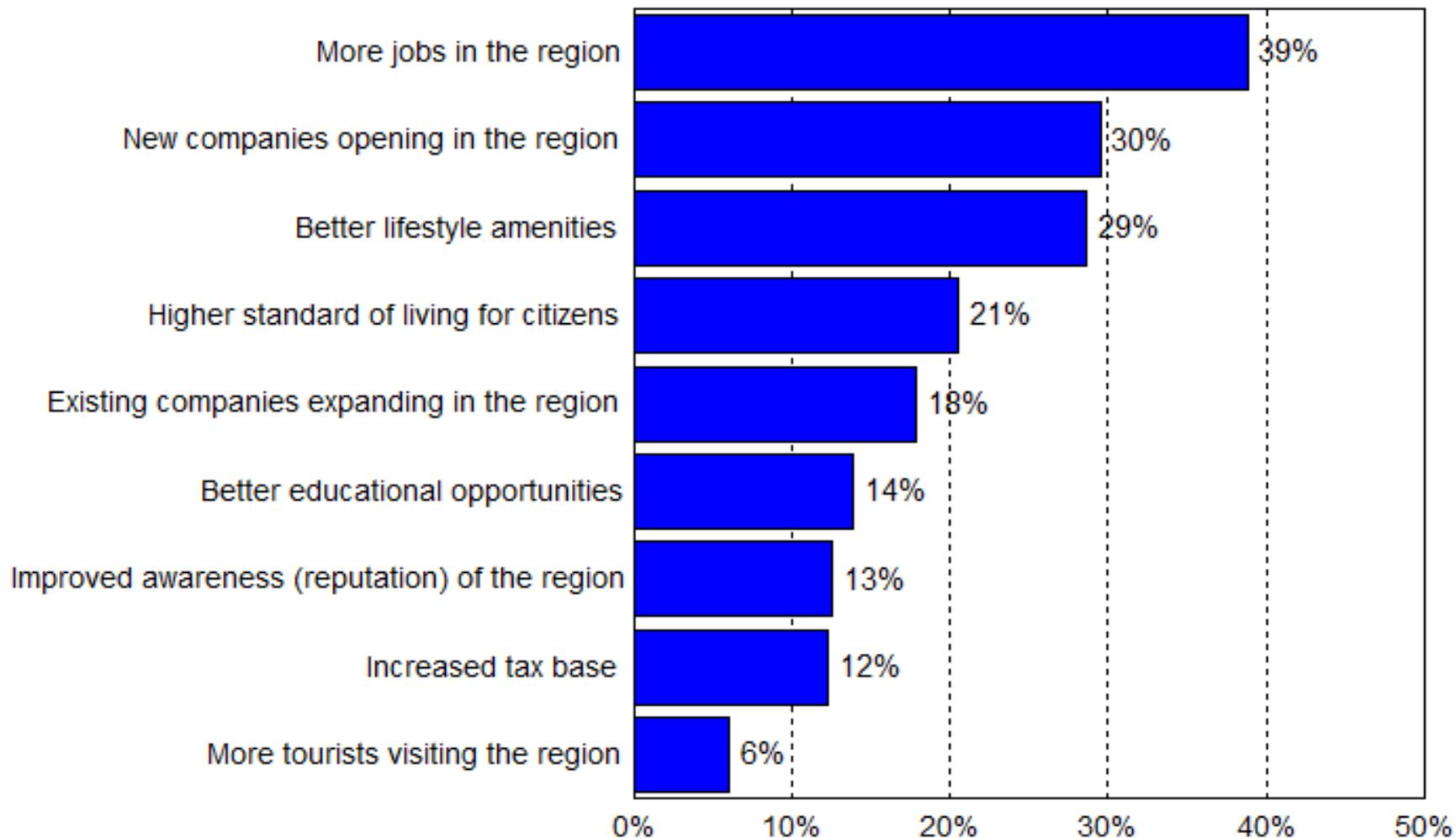
by percentage of respondents



Source: ETC Institute DirectionFinder (2016 - West Des Moines, IA)

Benefits of Economic Development That Are Most Important to Residents

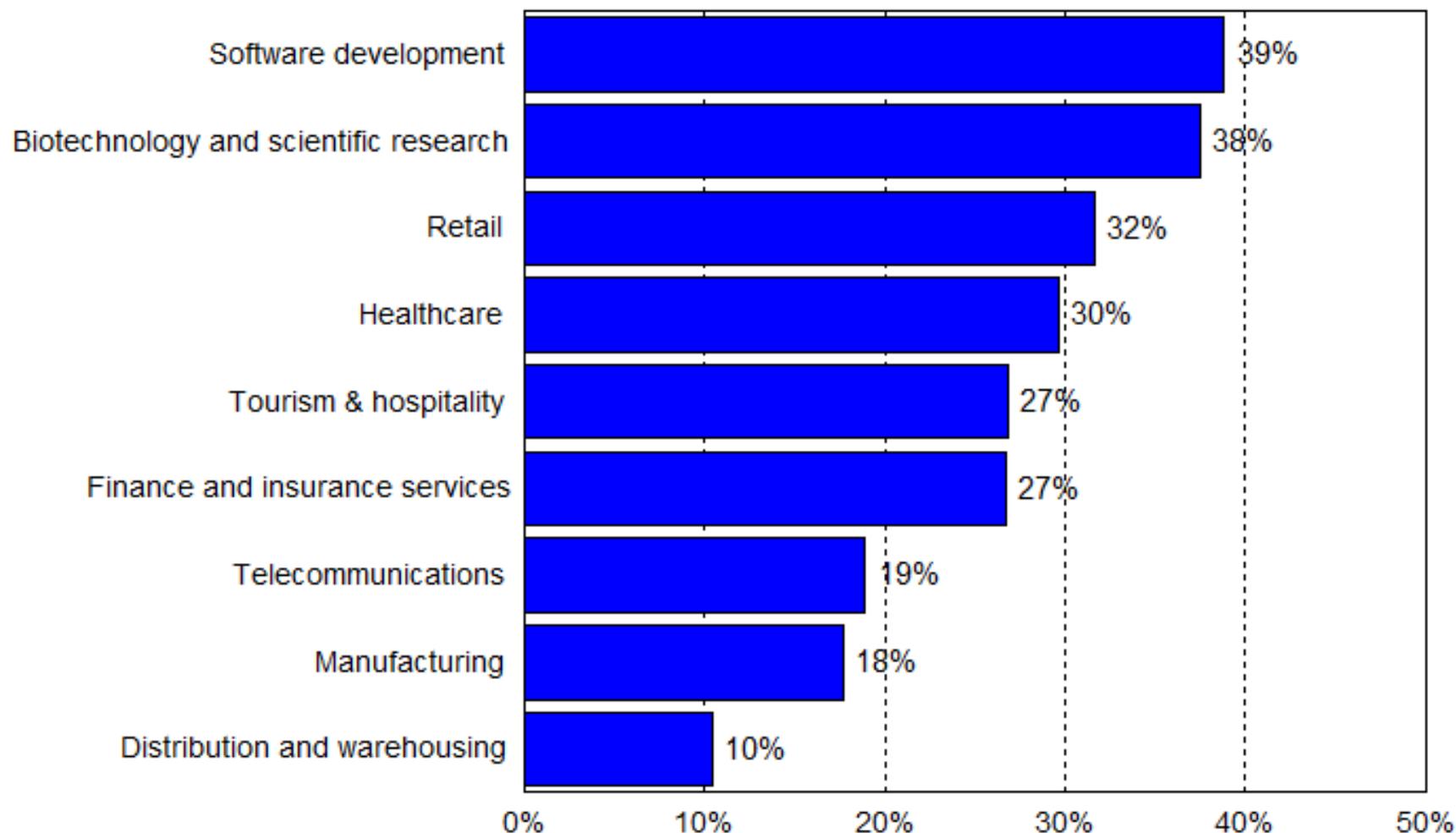
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2016 - West Des Moines, IA)

Types of Employers or Businesses Residents Would Like to See Expanded or Located in West Des Moines

by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2016 - West Des Moines, IA)

Summary

- **Residents Have a Very Positive Perception of the City**
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Questions?

THANK YOU