

2024 Community Survey

City of West Des Moines, Iowa



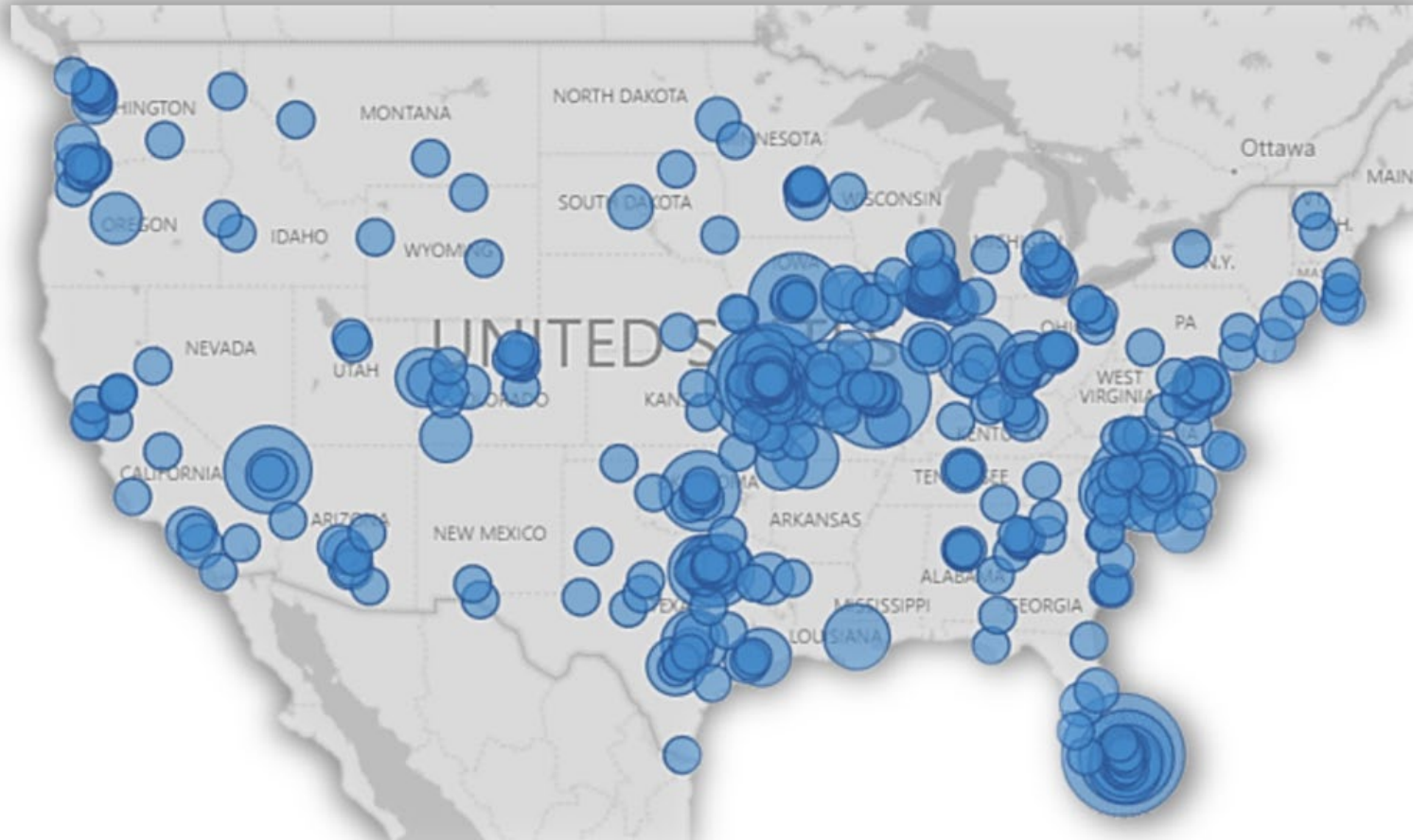
Presented by



October 21, 2024

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For more than 35 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



**More than 3,000,000 Persons Surveyed Since 2006
for more than 1,000 cities in 49 States**

Agenda

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

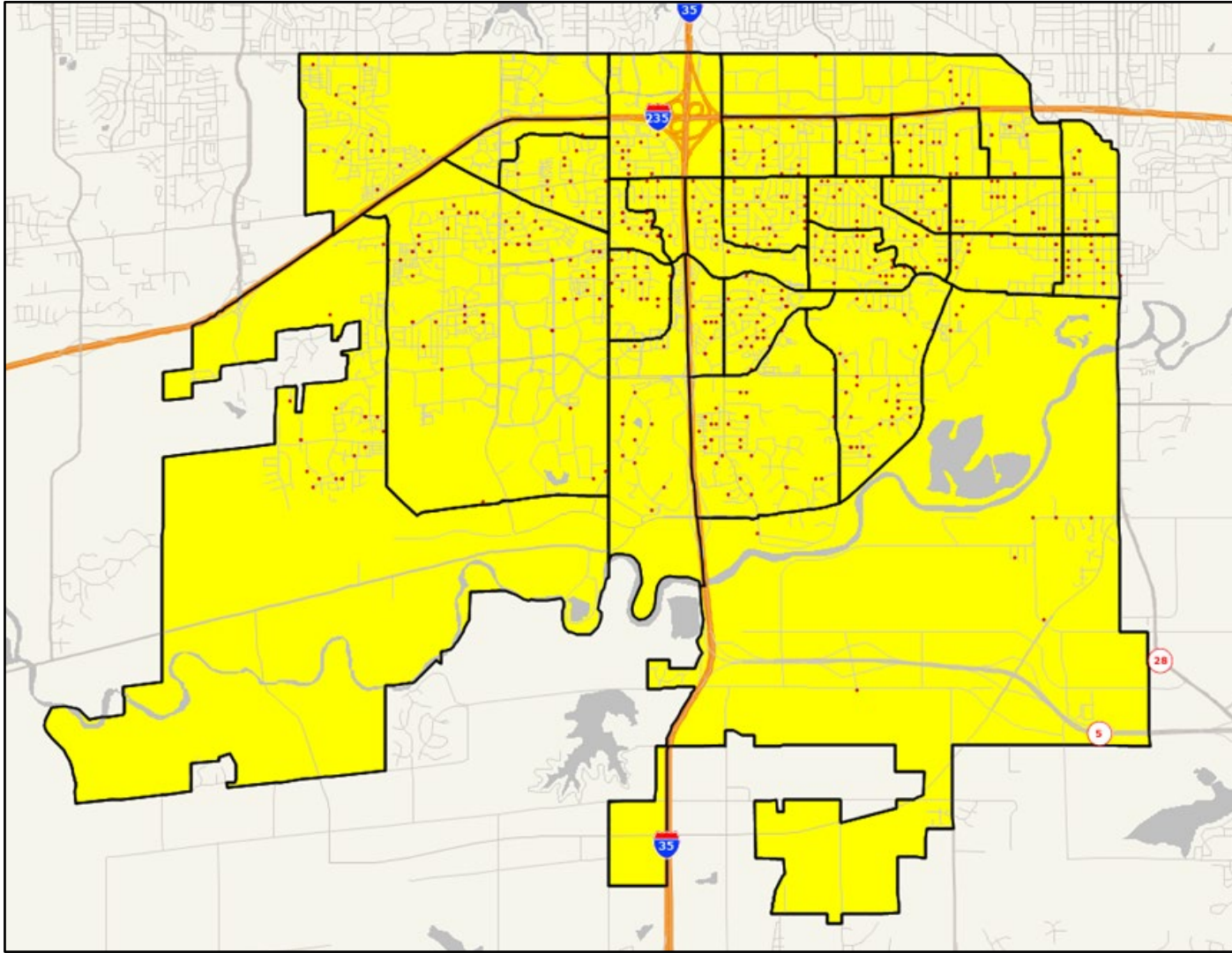
Purpose

- **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**
 - ❑ eleventh Community Survey conducted for the City
 - ❑ included many of the same questions that were asked in previous years
- **Method of Administration**
 - ❑ by mail and online
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample Size:**
 - ❑ Goal: 400 surveys
 - ❑ Actual: 501 surveys
- **Confidence level: 95%**
- **Margin of error: +/- 4.4% overall**

Location of Respondents



**Good Representation By
LOCATION**

Bottom Line Up Front

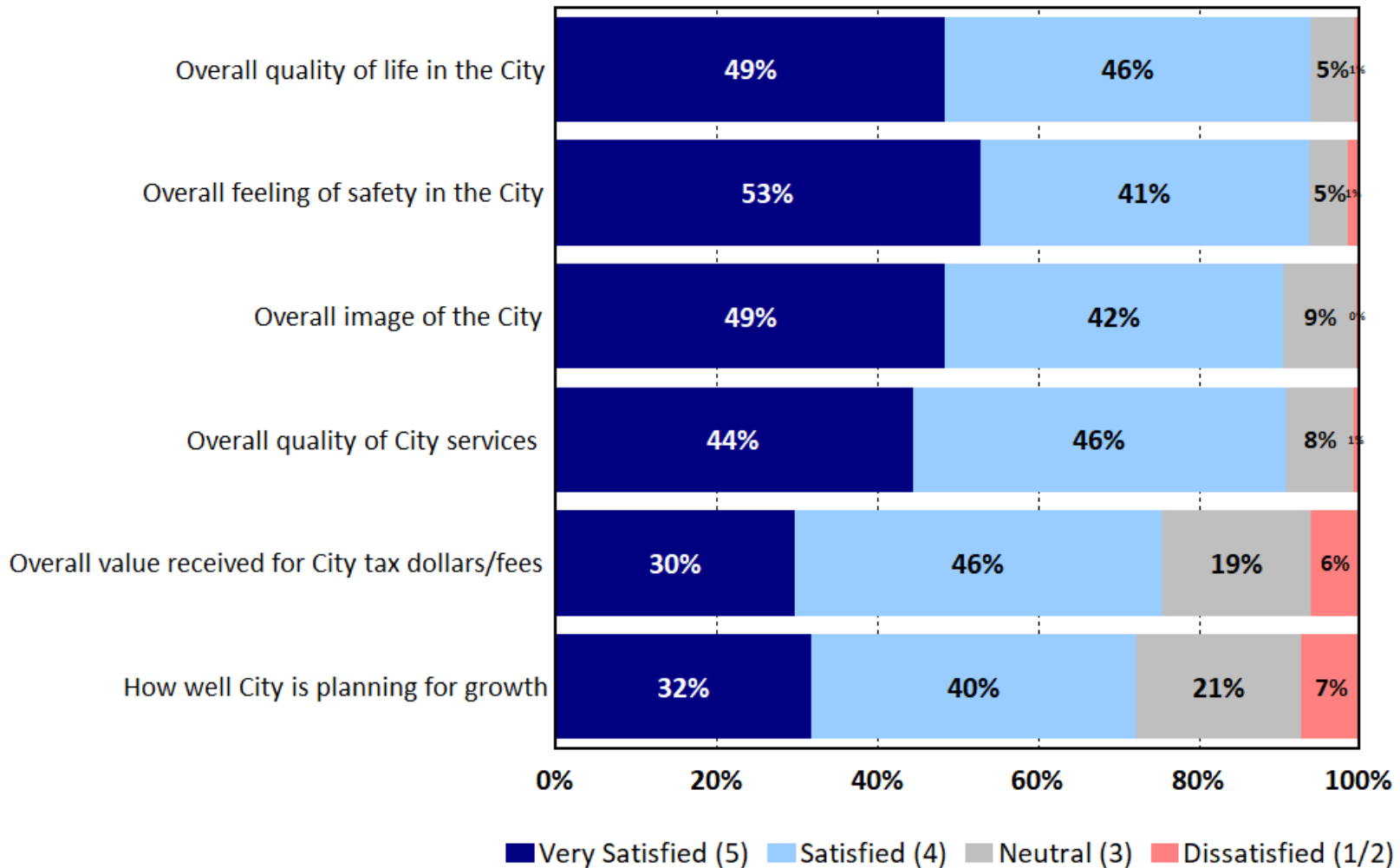
- **Residents Have a Very Positive Perception of the City**
 - ❑ 95% are satisfied with the quality of life in the City; only 1% are dissatisfied
 - ❑ 90% are satisfied with the overall quality of services provided by the City; only 1% are dissatisfied
- **Satisfaction with City Services is Much Higher in West Des Moines Than Other Communities**
 - ❑ The City rated 41% above the U.S. Average in the overall quality of City services
 - ❑ The City rated significantly higher than the U.S. Average (5% or more above) in all 43 areas that were compared
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Overall traffic flow management in the City
 - ❑ Quality of the City streets system
 - ❑ Overall enforcement of code violations

Major Finding #1

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

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

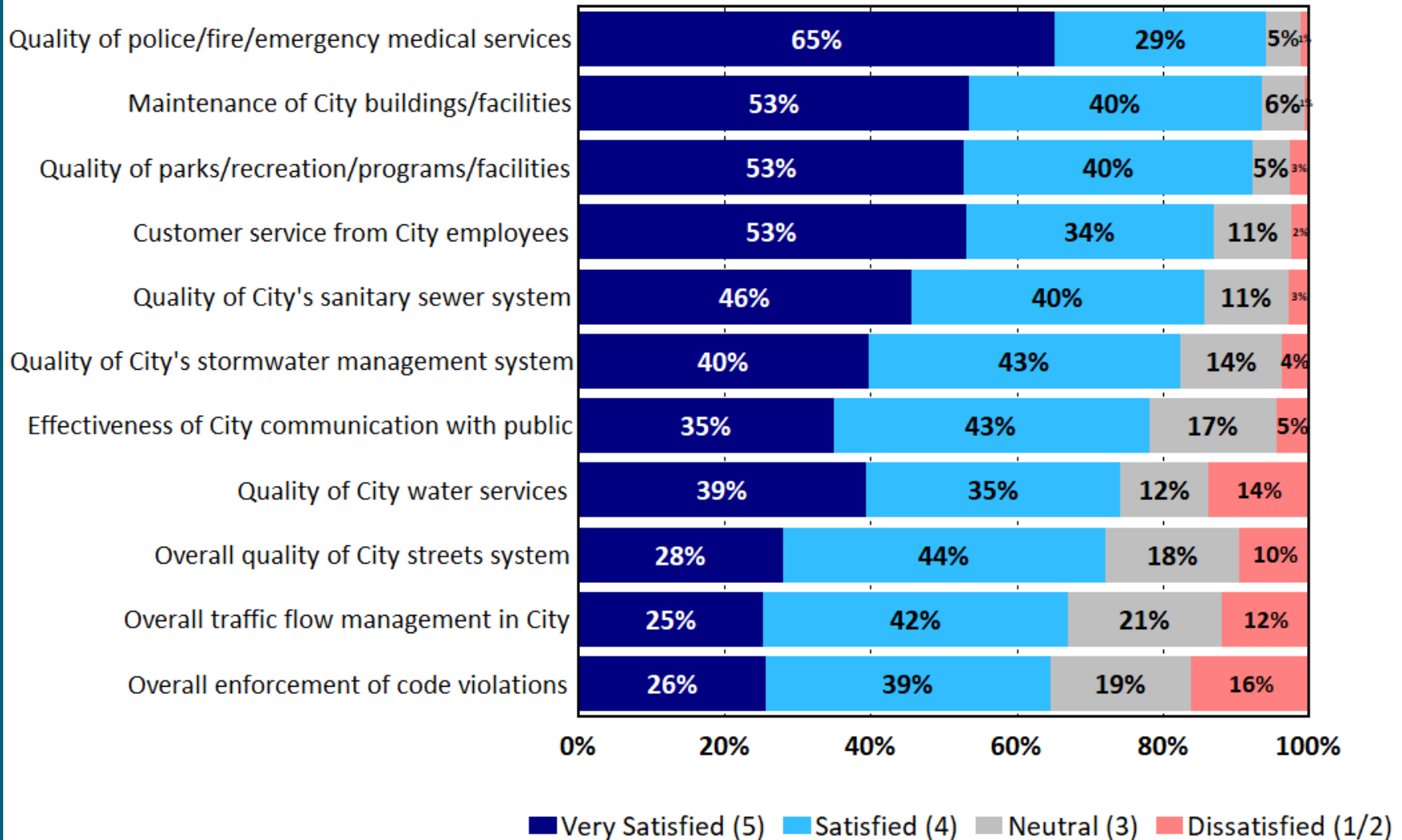
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



No More Than 7% Are Dissatisfied With Any Area 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)

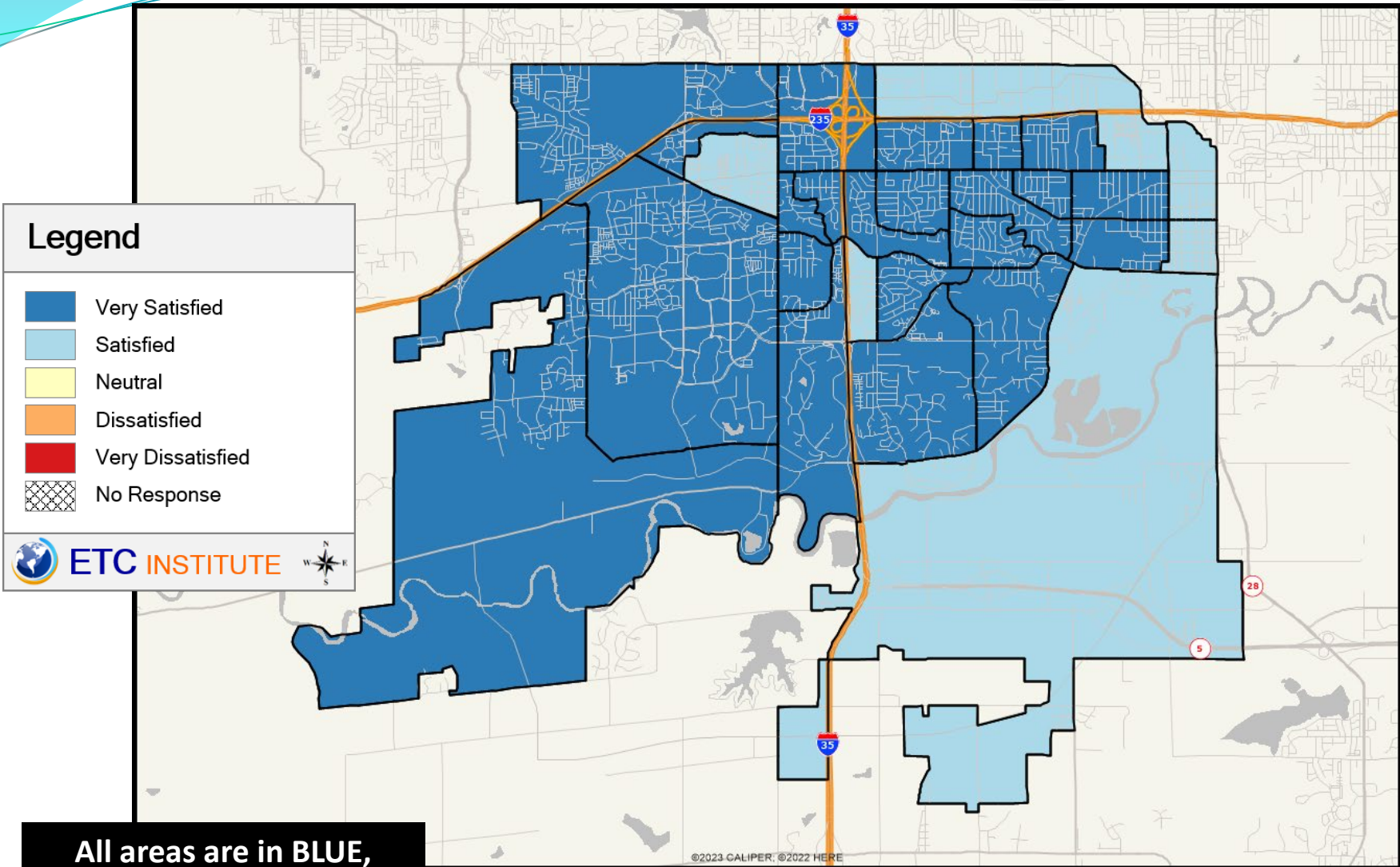


The Majority of Residents Were Satisfied With All City Services

Major Finding #2

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

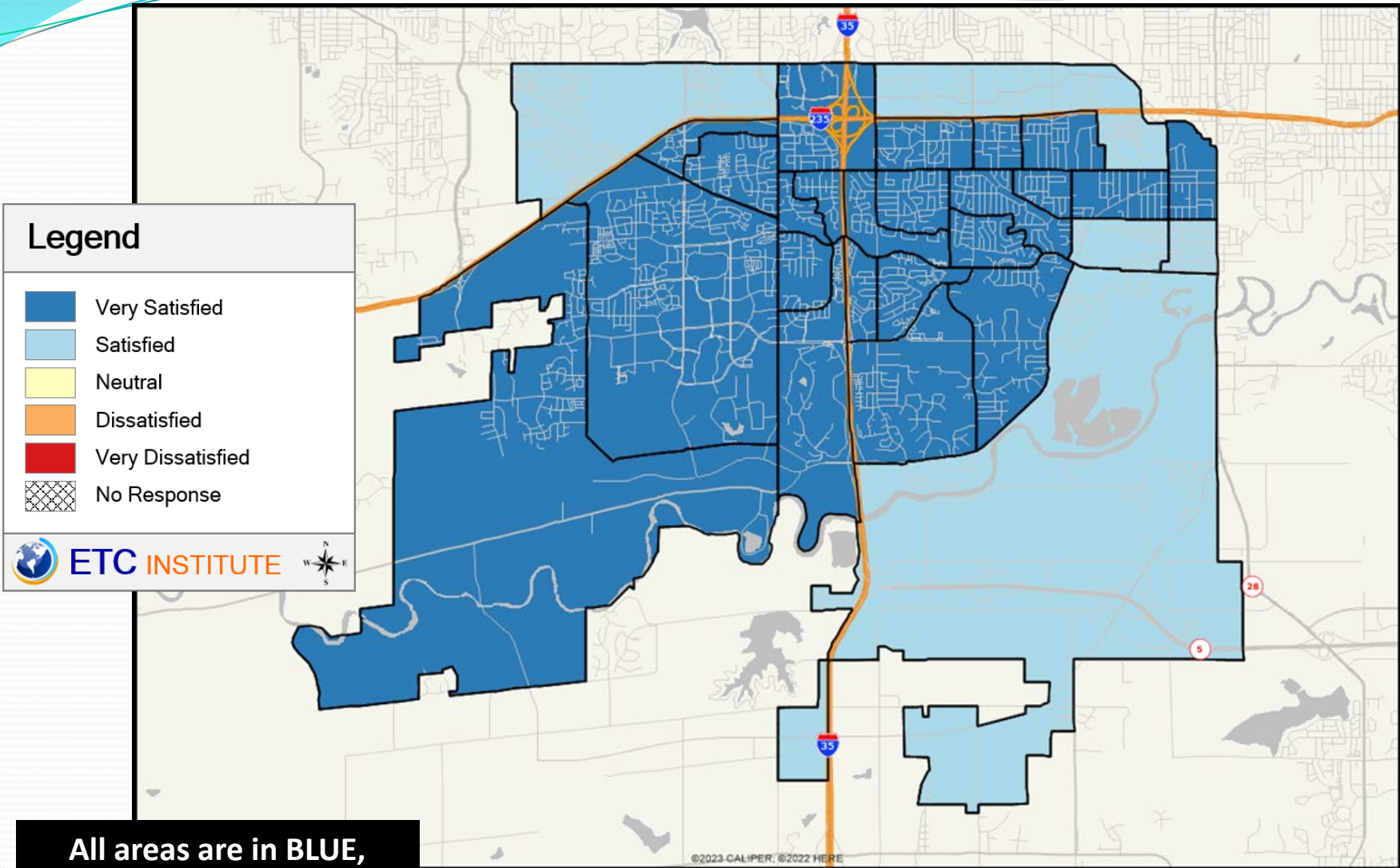
Satisfaction with the Overall Quality of City Services



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

West Des Moines 2022 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

West Des Moines 2024 Community Survey
Mean rating for all respondents by CBG (merged as needed)

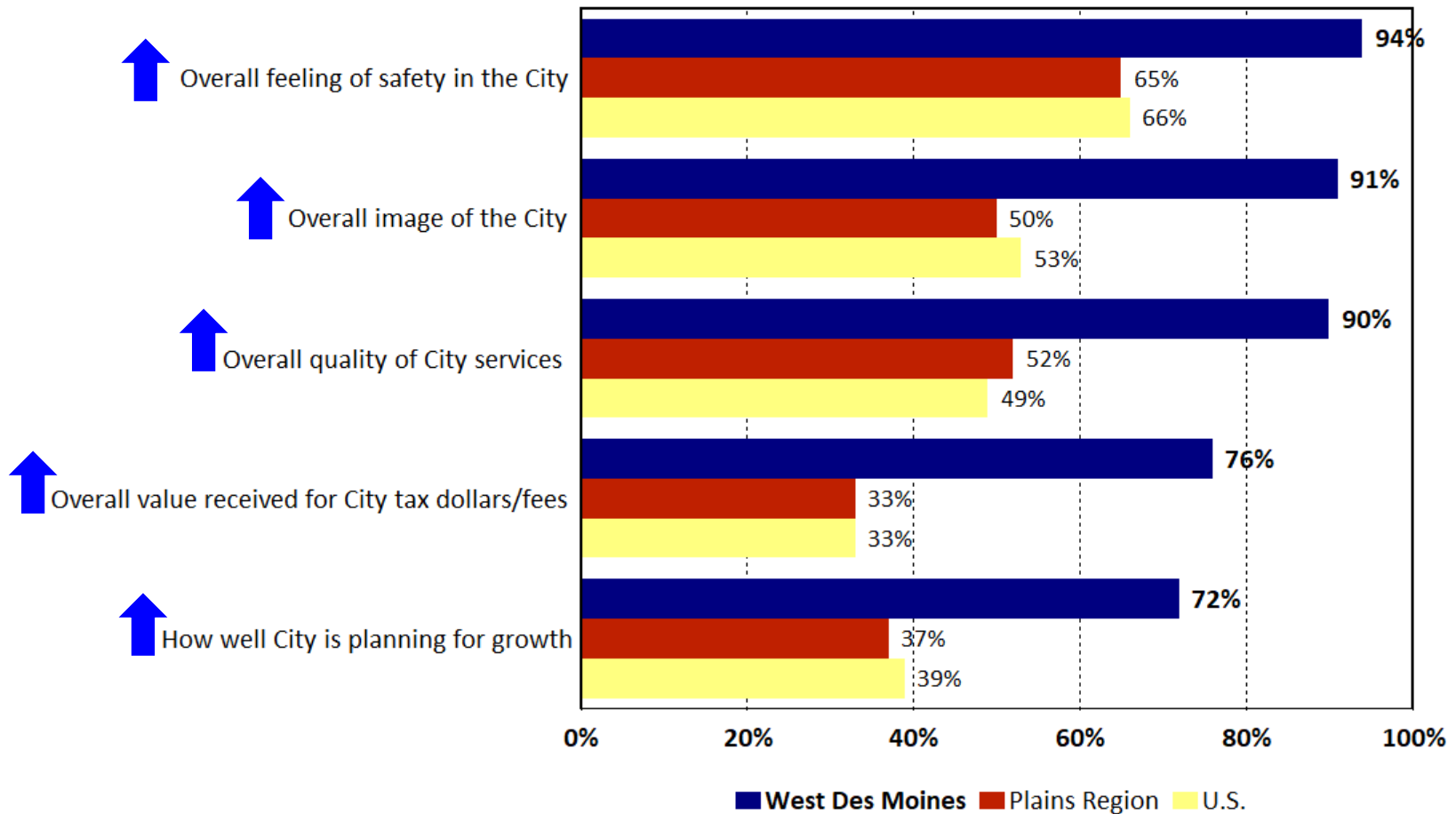
Major Finding #3

**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. Plains Region 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)

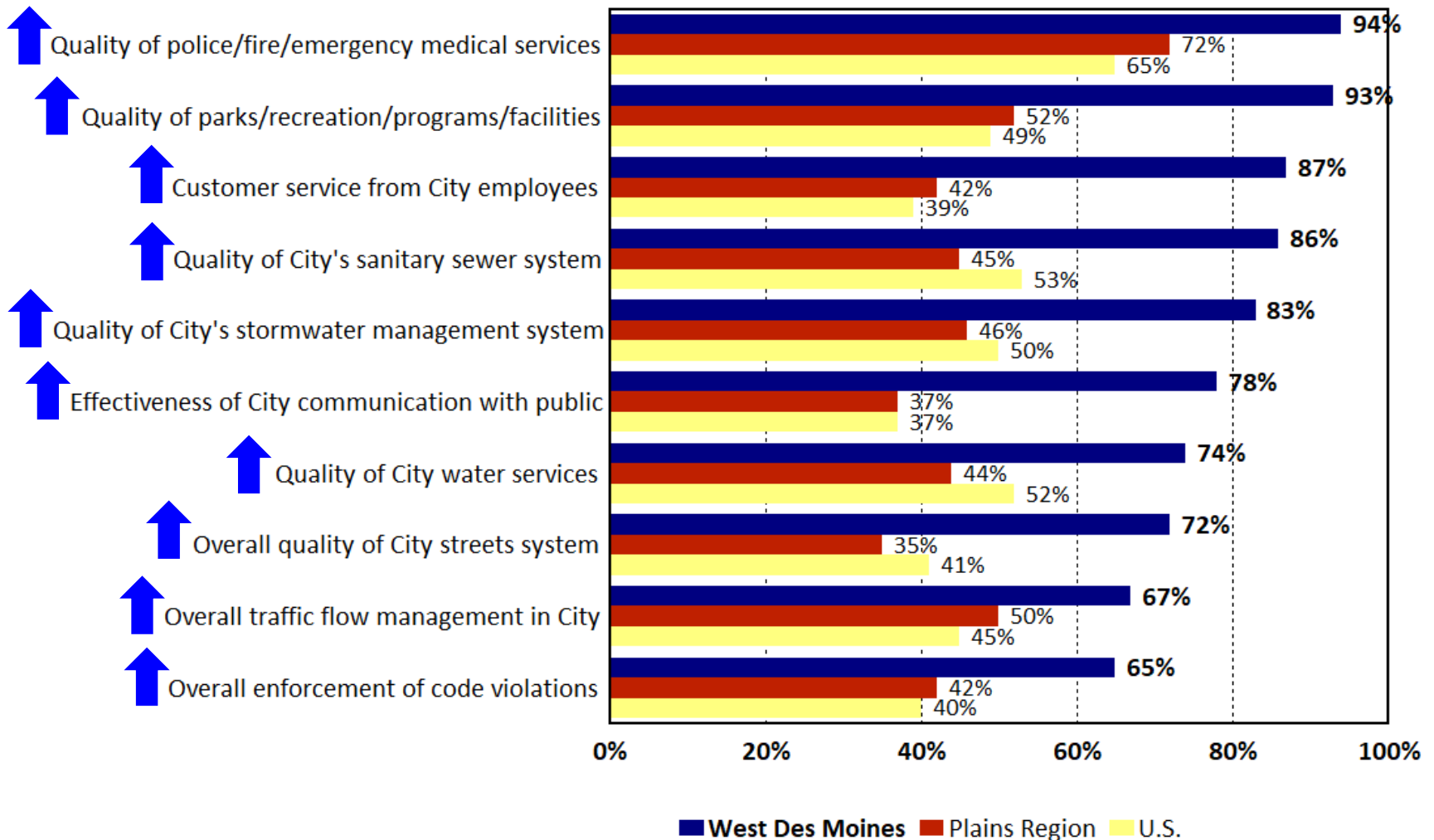


The City's Overall Satisfaction With City Services Is 41% Above the National Average and 38% Above the Plains Regional Average

Overall Satisfaction with Major Categories of City Services

West Des Moines vs. Plains Region 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)

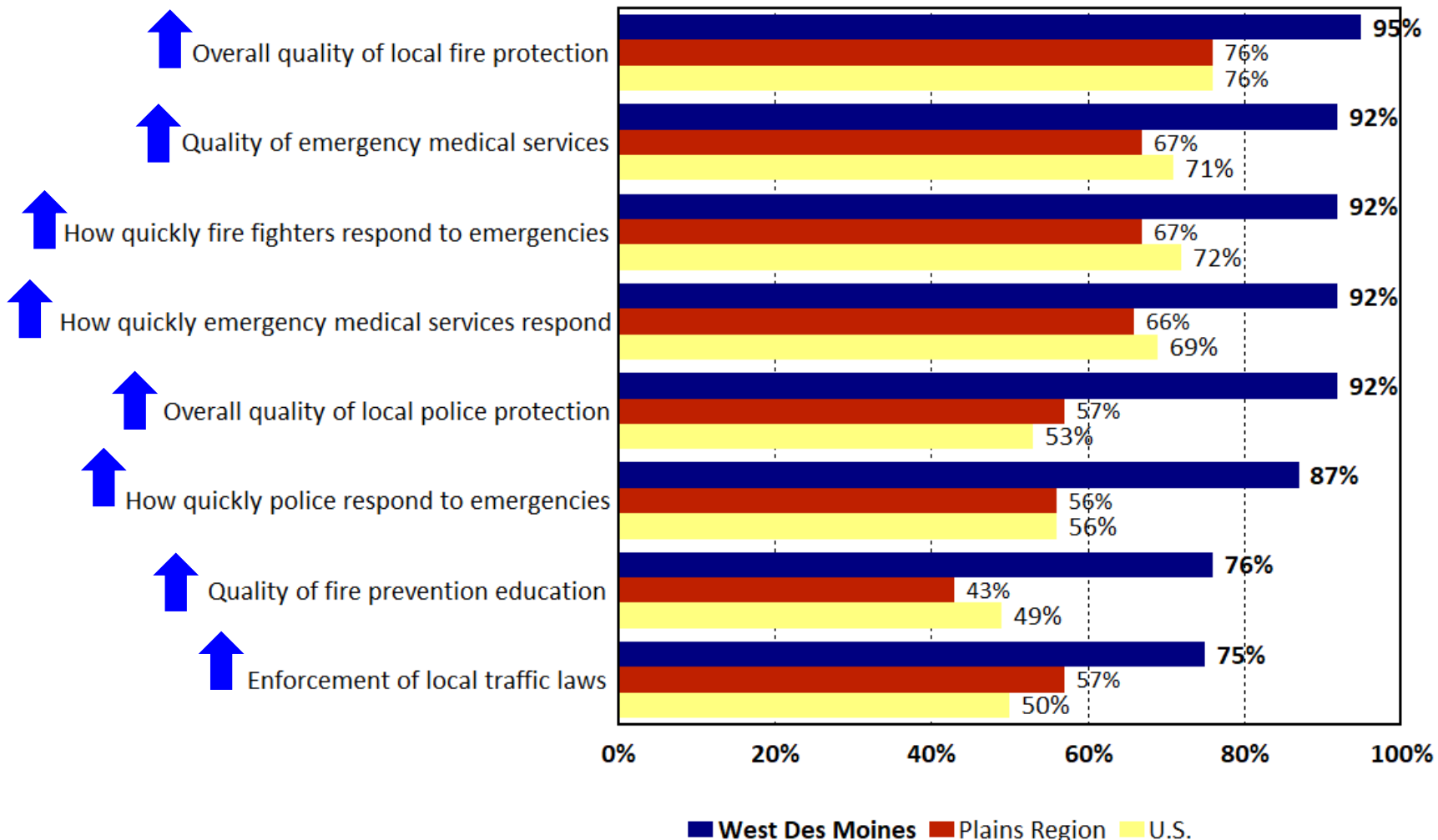


The City is Setting the Standard in All Areas Assessed

Overall Satisfaction with Public Safety

West Des Moines vs. Plains Region 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)

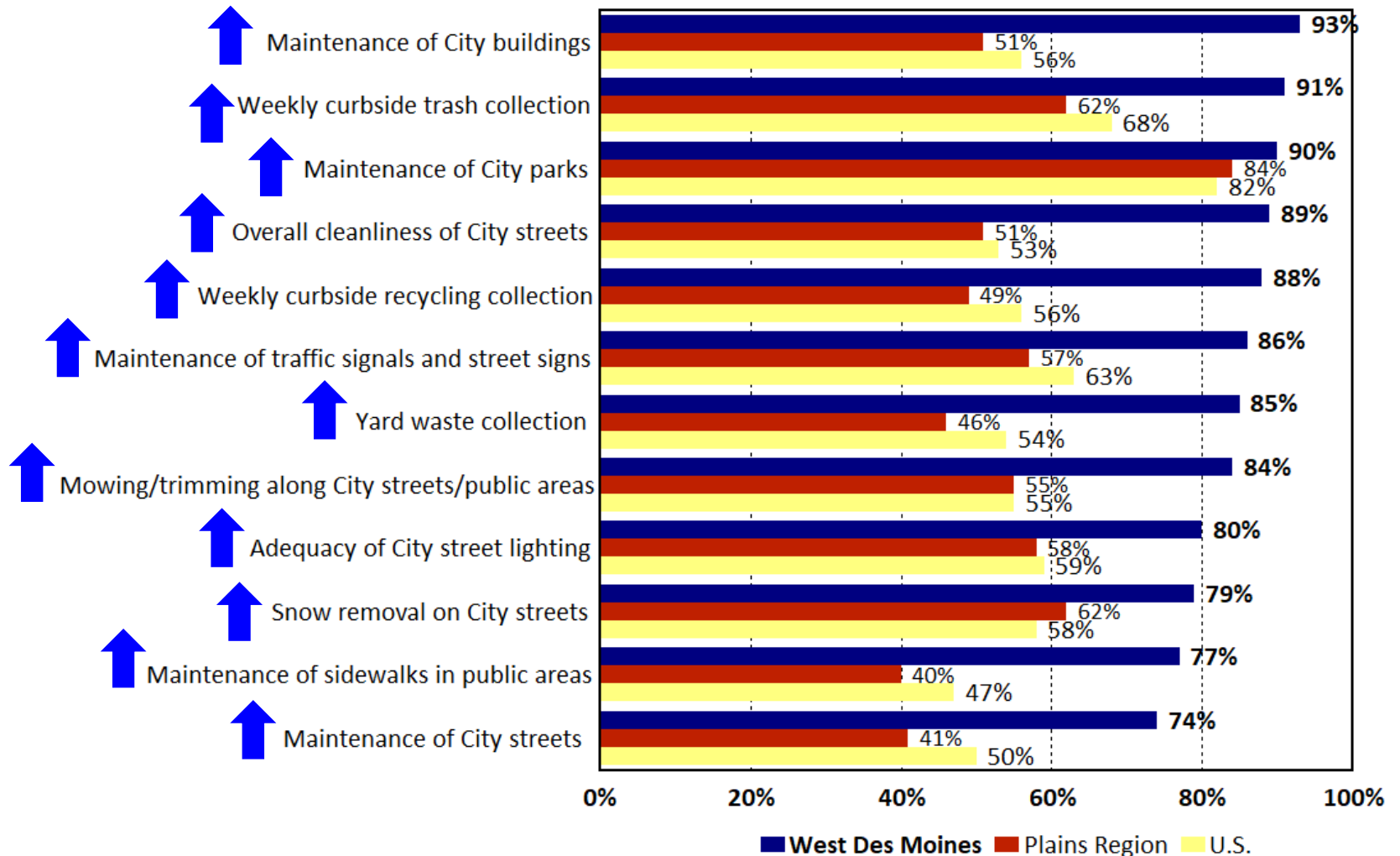


Overall Quality of Police, Fire, and Emergency Medical Services Are Significantly Higher Than the National and Regional Averages in All Areas

Overall Satisfaction with City Maintenance

West Des Moines vs. Plains Region 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)

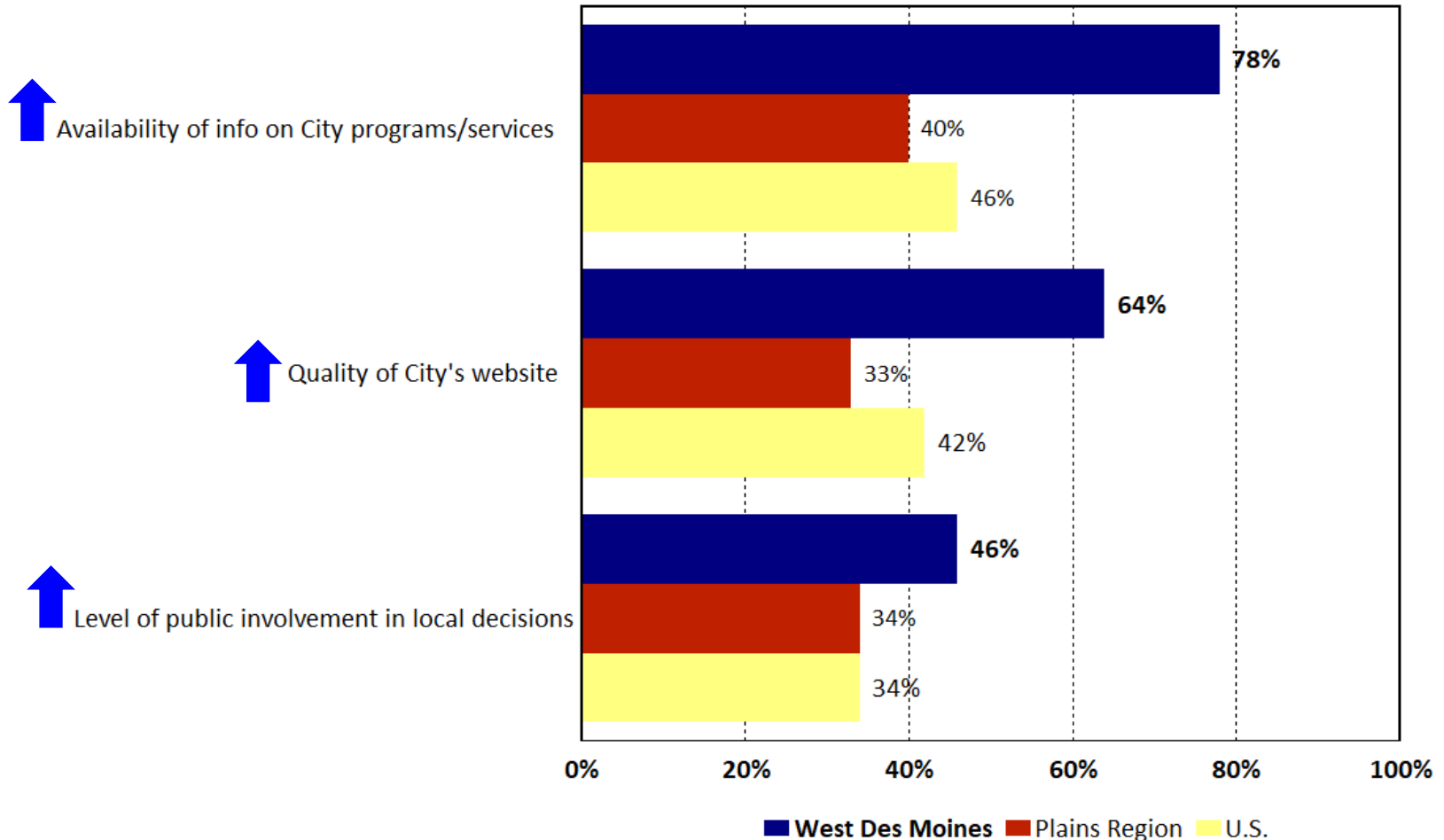


The City Rates Significantly Above the National and Regional Averages in All 12 Maintenance Categories

Overall Satisfaction with City Communications

West Des Moines vs. Plains Region 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)



West Des Moines Rated Significantly Higher Than the U.S. and Plains Region for City Communications

Major Finding #4

Trend Analysis

Trends

Most Notable Increases Since 2022

- Online services offered on the City's website (+10%)
- Enforcing the maintenance of business property (+7%)
- Availability of information on City programs/services (+5%)
- Quality of the City's website (+5%)
- Traffic circulation in parking lots (new commercial development) (+5%)
- Traffic circulation between developments (new commercial development) (+5%)

Trends

Most Notable Decreases Since 2022

- Enforcing removal of junk cars/other nuisances (-4%)
- Overall quality of recreation program services (-4%)
- How well the City is planning for growth (-4%)
- Enforcement of local traffic laws (-4%)
- Valley Junction Activity Center (-5%)
- Water Works' efforts to keep residents informed (-6%)

Major Finding #5

Priorities for Investment

Importance-Satisfaction Rating

West Des Moines, Iowa

OVERALL

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

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>						
Overall traffic flow management in City	44%	2	67%	10	0.1452	1
Overall quality of City streets system	49%	1	72%	9	0.1366	2
Overall enforcement of code violations	34%	4	65%	11	0.1197	3
<u>Medium Priority (IS <.10)</u>						
Effectiveness of City communication with public	19%	7	78%	7	0.0427	4
Quality of City's stormwater management system	14%	8	83%	6	0.0235	5
Quality of parks/recreation/programs/facilities	29%	6	93%	3	0.0203	6
Quality of police/fire/emergency medical services	30%	5	94%	1	0.0182	7
Quality of City water services	34%	3	74%	8	0.0176	8
Quality of City's sanitary sewer system	8%	10	86%	5	0.0109	9
Maintenance of City buildings/facilities	14%	9	93%	2	0.0095	10
Customer service from City employees	5%	11	87%	4	0.0065	11

Highest Overall Priorities: 

Importance-Satisfaction Rating

West Des Moines, Iowa

PUBLIC SAFETY

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Enforcement of local traffic laws	19%	3	75%	11	0.0470	1
Officers' attitudes and behavior towards citizens	21%	2	82%	8	0.0385	2
Emergency medical involvement/community awareness	17%	4	79%	9	0.0361	3
Quality of fire prevention education	11%	9	76%	10	0.0254	4
Overall quality of local police protection	29%	1	92%	5	0.0235	5
Overall competence of Police Dept employees	13%	7	86%	7	0.0182	6
How quickly police respond to emergencies	13%	6	87%	6	0.0174	7
Quality of emergency medical services	14%	5	92%	2	0.0109	8
How quickly emergency medical services respond	8%	10	92%	4	0.0062	9
Overall quality of local fire protection	11%	8	95%	1	0.0055	10
How quickly fire fighters respond to emergencies	7%	11	92%	3	0.0053	11

Highest Public Safety Priorities: 

Importance-Satisfaction Rating

West Des Moines, Iowa

PARKS & RECREATION

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
City's senior citizen recreation programs	13%	4	63%	20	0.0466	1
Walking and biking trails in the City	28%	1	86%	3	0.0392	2
Access to destinations via bike and trail systems	15%	2	74%	15	0.0390	3
Fees charged for recreation programs	7%	9	69%	19	0.0229	4
Outdoor athletic facilities	9%	6	78%	11	0.0198	5
Number and quality of greenway areas	14%	3	86%	4	0.0196	6
City's public art program	7%	10	72%	17	0.0196	7
City's youth recreation programs	7%	8	74%	16	0.0192	8
Valley Junction Activity Center	6%	13	74%	14	0.0151	9
City's special events programs	9%	7	83%	6	0.0150	10
Overall quality of recreation program services	6%	14	75%	13	0.0145	11
City's adult recreation programs	5%	15	71%	18	0.0139	12
City aquatic centers	7%	11	82%	9	0.0126	13
MidAmerican Energy Company RecPlex	7%	12	82%	7	0.0119	14
The number of City parks	10%	5	90%	1	0.0102	15
Jamie Hurd Amphitheater	4%	16	82%	8	0.0065	16
Ease of registering for programs	3%	17	76%	12	0.0062	17
Raccoon River Park Softball Complex	1%	20	79%	10	0.0021	18
Raccoon River Park Nature Lodge	2%	18	90%	2	0.0020	19
Raccoon River Park Boathouse	1%	19	84%	5	0.0016	20

Highest Parks and Recreation Priorities:

Importance-Satisfaction Rating

West Des Moines, Iowa

MAINTENANCE

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

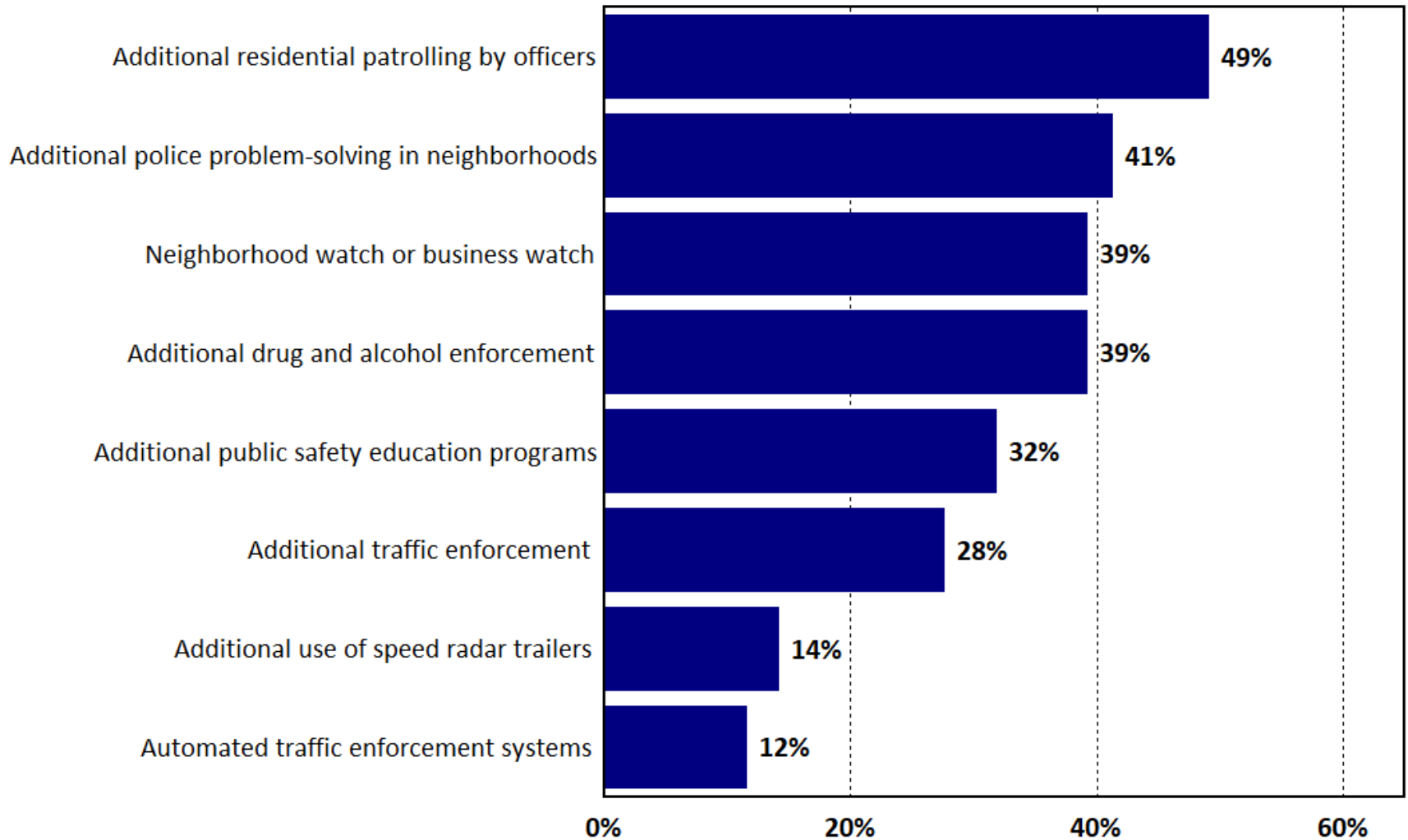
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
Maintenance of City streets	36%	1	74%	13	0.0944	1
Snow removal on City streets	24%	2	79%	11	0.0508	2
Maintenance of sidewalks in public areas	15%	5	77%	12	0.0354	3
Adequacy of City street lighting	14%	6	80%	10	0.0288	4
Maintenance of City trail system	17%	4	88%	6	0.0199	5
Maintenance of City parks	18%	3	90%	3	0.0184	6
Maintenance of traffic signals and street signs	9%	8	86%	7	0.0120	7
Mowing/trimming along City streets/public areas	7%	9	84%	9	0.0112	8
Overall cleanliness of City streets	9%	7	89%	4	0.0099	9
Yard waste collection	6%	11	85%	8	0.0087	10
Weekly curbside recycling collection	5%	12	88%	5	0.0060	11
Maintenance of City buildings	6%	10	93%	1	0.0042	12
Weekly curbside trash collection	3%	13	91%	2	0.0023	13

Maintenance Priorities:

Other Findings

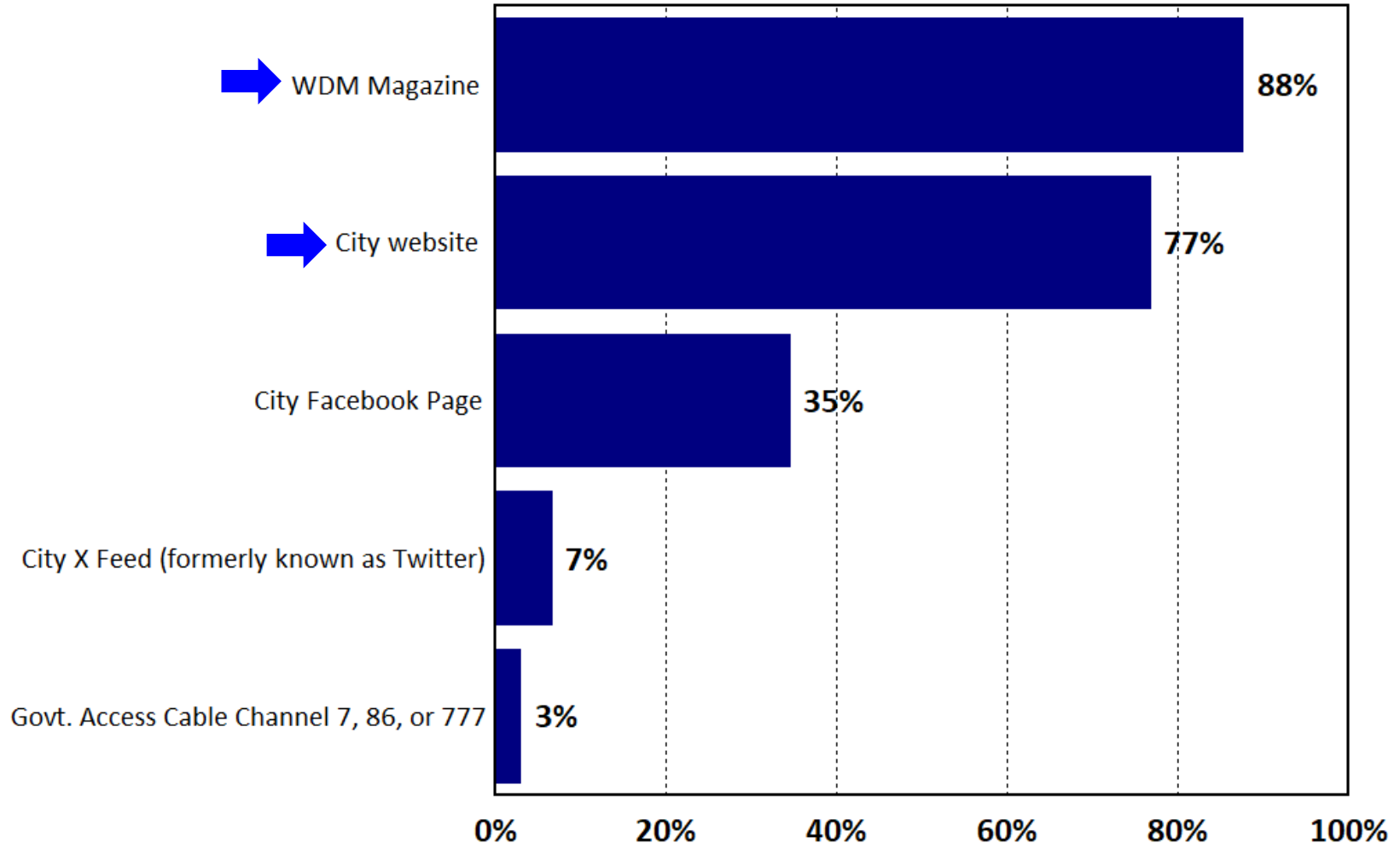
Initiatives Most Important for the City's Police Department to Emphasize

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



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

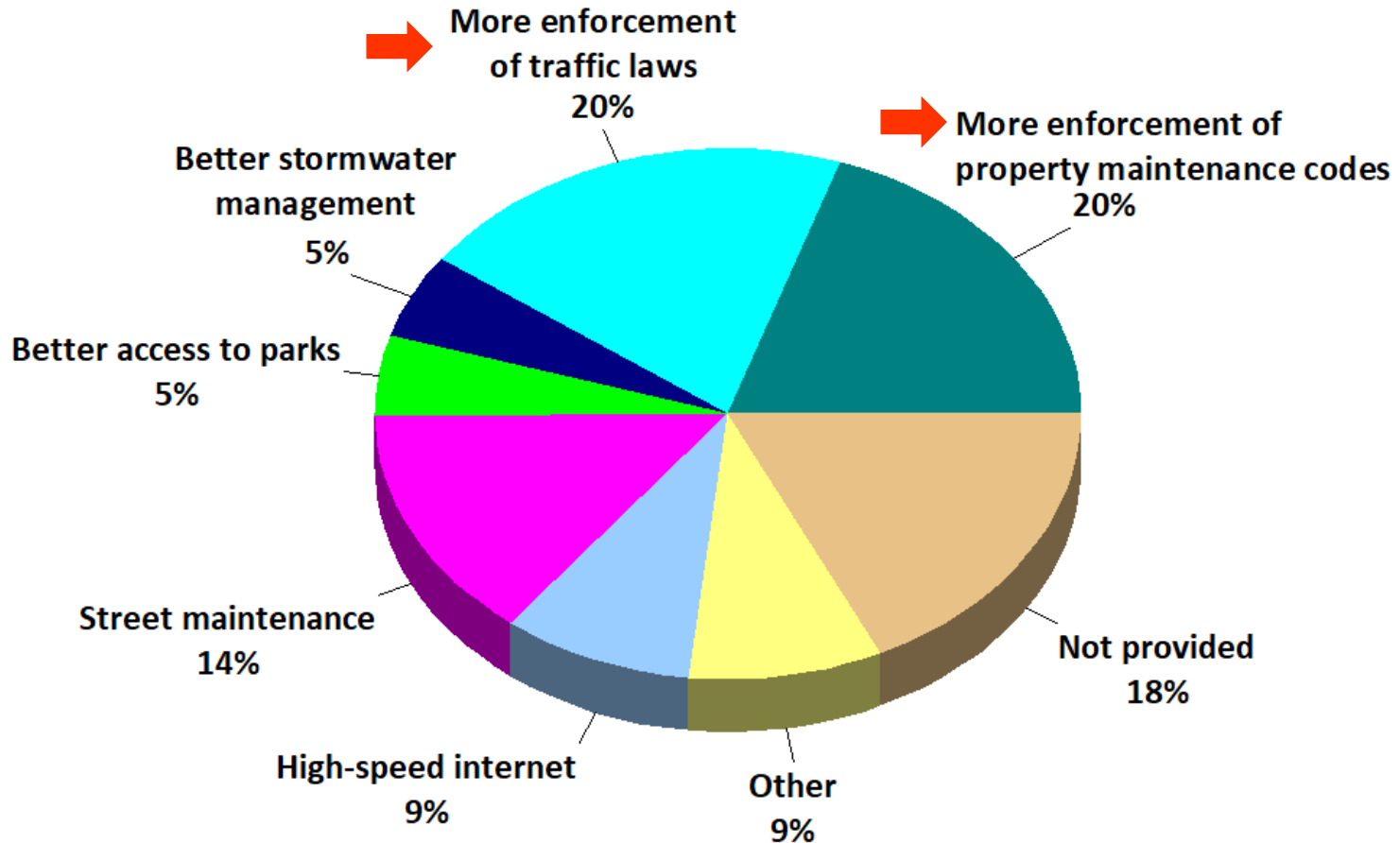
by percentage of respondents (excluding "not provided" - multiple selections could be made)



Most residents get their information about the City from WDM Magazine and the City website

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

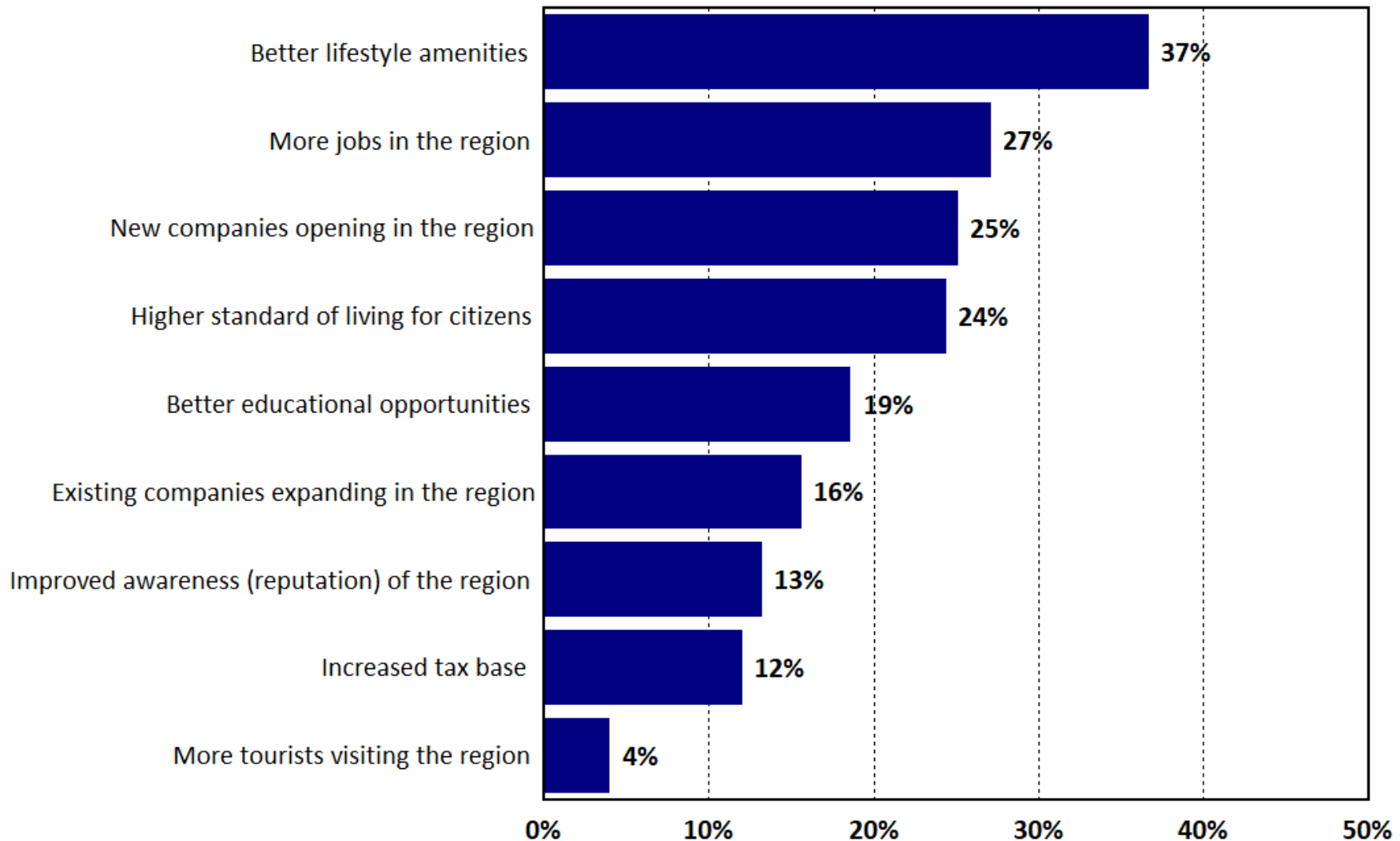
by percentage of respondents



Residents Indicated More Enforcement of Traffic Laws and Property Maintenance Codes are Needed Most in Their Neighborhood

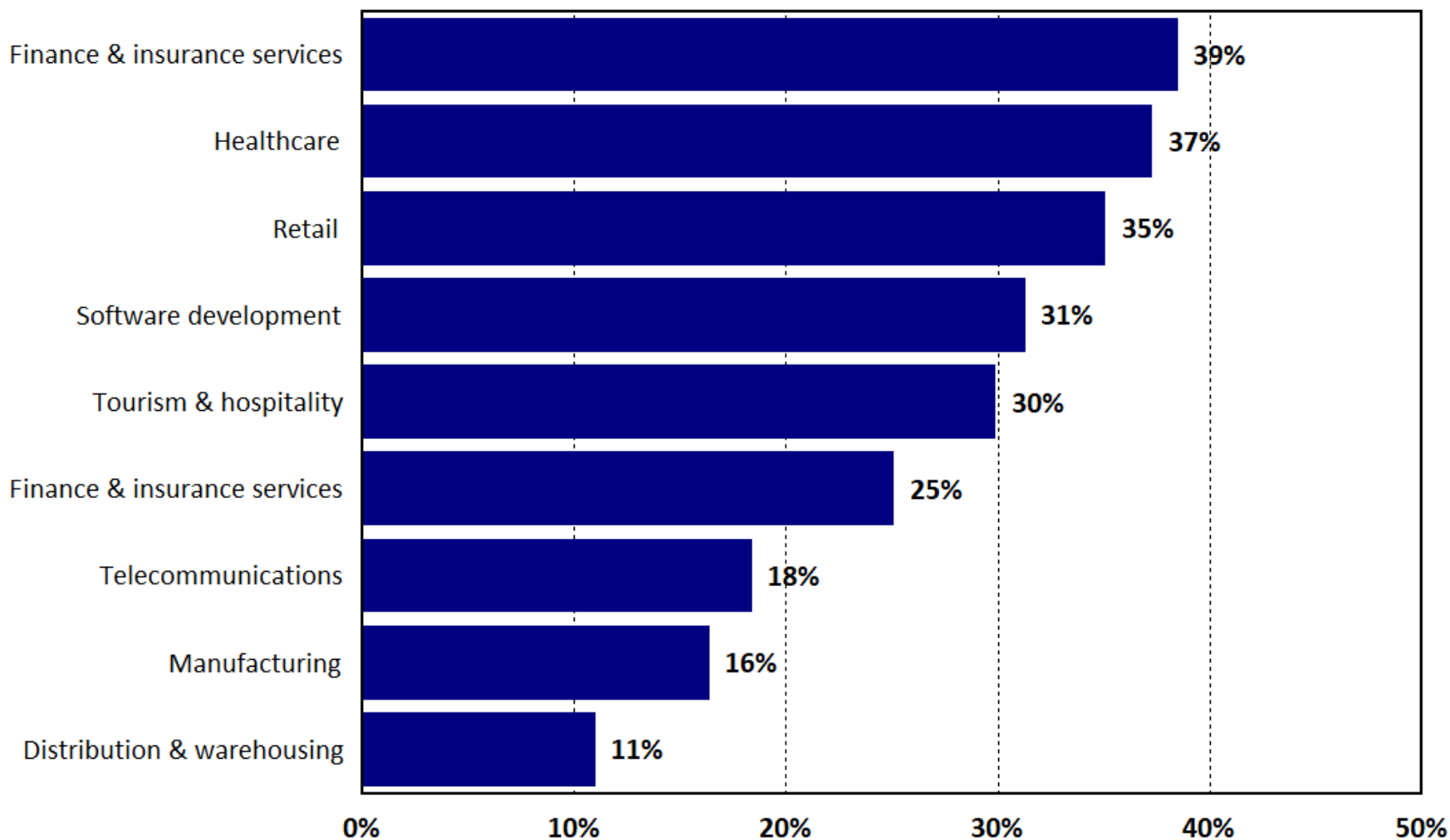
Benefits of Economic Development That Are Most Important to Residents

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



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)



Summary

- **Residents Have a Very Positive Perception of the City**
 - ❑ 95% are satisfied with the quality of life in the City; only 1% are dissatisfied
 - ❑ 90% are satisfied with the overall quality of services provided by the City; only 1% are dissatisfied
- **Satisfaction with City Services is Much Higher in West Des Moines Than Other Communities**
 - ❑ The City rated 41% above the U.S. Average in the overall quality of City services
 - ❑ The City rated significantly higher than the U.S. Average (5% or more above) in all 43 areas that were compared
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Overall traffic flow management in the City
 - ❑ Quality of the City streets system
 - ❑ Overall enforcement of code violations



Questions?

THANK YOU