
City of Urbandale

**2002
Citizen
Survey
Results**

November 8, 2002

TABLE OF CONTENTS

LIST OF TABLES	3
LIST OF FIGURES	4
EXECUTIVE SUMMARY.....	5
SECTION 1. METHODOLOGY	6
1.1. SAMPLE	6
1.2. SURVEY INSTRUMENT	7
SECTION 2. FINDINGS.....	9
2.1. DEMOGRAPHICS	9
2.2. GENERAL SATISFACTION	13
2.3. POTENTIAL BOND REFERENDA	14
2.4. POLICE	15
2.5. FIRE AND EMS	17
2.6. SOLID WASTE COLLECTION	18
2.7. STREET MAINTENANCE.....	22
2.8. SEWERS.....	25
2.9. LIBRARY	25
2.10. PARKS.....	26
2.11. SWIMMING POOL	29
2.12. SENIOR CENTER	31
2.13. COMMUNITY DEVELOPMENT	31
2.14. WATER	32
2.15. CITY HALL.....	33
APPENDIX A: 2002 SURVEY INSTRUMENT	36
APPENDIX B: RESPONDENTS' COMMENTS.....	44
APPENDIX C: INTERNET PENETRATION.....	49

LIST OF TABLES

Table 1: Response Rates, by Survey Year	7
Table 2: Gender Distribution, By Survey Year.....	9
Table 3: Age Distribution, By Survey Year.....	10
Table 4: Dwelling Type and Homeownership, 2002 Survey	10
Table 5: Geographic Distribution, 2002 Survey.....	11
Table 6: Income Distribution, By Survey Year.....	11
Table 7: Family Size, 2002 Survey.....	12
Table 8: Internet Access, 2002 Survey.....	12
Table 9: Television Services, 2002 Survey.....	12
Table 10: Satisfaction Level, Police Services, by Survey Year	16
Table 11: Satisfaction Level, Police Response Elements, by Survey Year	16
Table 12: Overall Sense of Safety, 2002 Survey.....	17
Table 13: Satisfaction Level, Fire & EMS, By Survey year	17
Table 14: Awareness, Volunteer System, 2002 Survey.....	18
Table 15: Potential Bond Referendum, Fire Training Facility	18
Table 16: Satisfaction Level, Solid Waste Collection, By Survey Year	19
Table 17: Convenience and Ease of Use, Solid Waste Collection Programs, 2002 Survey	20
Table 18: Awareness, Special Solid Waste Services, 2002 Survey	22
Table 19: Satisfaction Level, Street Maintenance, By Survey Year.....	22
Table 20: Satisfaction Level, Street Maintenance By Street Type, Normal Weather, 2002 Survey	23
Table 21: Satisfaction Level, Street Maintenance By Street Type, Winter Weather, 2002 Survey	23
Table 22: Satisfaction Level, Street Maintenance of Neighborhood Streets, by Survey Year	24
Table 23: Satisfaction Level, Street Maintenance of Neighborhood Streets, By Neighborhood, 2002 Survey	24
Table 24: Satisfaction Level, Growth of the Street Network, By Survey Year.....	24
Table 25: Satisfaction Level, Sewers, By Survey Year	25
Table 26: Satisfaction Level, Library, By Survey Year.....	25
Table 27: Satisfaction Level, Parks & Recreation, By Survey Year.....	26
Table 28: Potential Bond Referendum, Outdoor Performing Arts Amphitheater.....	26
Table 29: Park Usage, By Type of Usage and Frequency.....	27
Table 30: Information Sources, Recreation Programs, 2002 Survey	28
Table 31: Awareness, Wellness Center, By Survey year	29
Table 32: Potential Bond Referendum, Community Center.....	29
Table 33: Satisfaction Level, Swimming Pool, 2002 Survey.....	30
Table 34: Potential Bond Referendum, Outdoor Aquatics Center.....	31
Table 35: Satisfaction Levels, Senior Center, By Survey Year.....	31
Table 36: Satisfaction Level, Community Development, By Survey Year	32
Table 37: Satisfaction Level, Water Services, by Survey Year.....	33
Table 38: Satisfaction Level, Water Pressure, by Survey Year.....	33
Table 39: Satisfaction Level, Water Bill, by Survey Year.....	33
Table 40: Satisfaction Level, City Hall, By Survey Year	34
Table 41: Information Sources, City Information, 2002 Survey	34
Table 42: Potential Bond Referendum, New City Hall	35
Table 43: Internet Penetration Rate in Selected Counties and Cities	49

LIST OF FIGURES

Figure 1: Respondent Distribution, by Gender and Age Group.....	9
Figure 2: Satisfaction Level, All Activities, 2002 Survey	13
Figure 3: Convenience, Solid Waste Collection Programs, 2002 Survey	21
Figure 4: Ease of Use, Solid Waste Collection Programs, 2002 Survey.....	21

EXECUTIVE SUMMARY

The City of Urbandale conducts a survey of citizen satisfaction once every three years. The most recent survey was delivered to 300 Urbandale households in June, 2002. Seventy-five households (25%) returned a completed survey.

The survey respondents fairly represented the Urbandale population as a whole in many respects. The age and income ranges of the respondents were well distributed. Respondents hailed from all geographic sectors of the City, with a greater percentage from the more populated neighborhoods. On the other hand, older residents and women were represented in the sample at a greater proportion than in the population. Residents living in rental housing were not well-represented. More than 8 of 10 respondents had access to the internet at home, as well as some form of non-broadcast television service. (See subsection 2.1, on page 9.)

Respondents were asked to indicate their level of satisfaction with 21 City activities, ranging from Police services to Mosquito Control. Overall, there was a 93% satisfaction level. This means that 93% of respondents who had an opinion on a City service indicated that they are either Very Satisfied or Satisfied with that service.

The Library and the Senior Center both garnered a 100% satisfaction rating. The Recycling program, Fire and EMS, the Garbage Collection program, the Water Department, City Hall, Police and Parks & Recreation all had satisfaction levels of 95% or better. Planning & Zoning, Animal Control and the Swimming Pool had satisfaction levels below 85%, which is considered the lowest acceptable satisfaction level. The staff responsible for these three activities will be taking active steps to increase their ratings. (See subsection 2.2, on page 13.)

Awareness of certain City services is lower than one would hope. One in 4 respondents is unaware of the Wellness Center and certain solid waste services. Also, only 68% of respondents are aware that the City is served by a primarily volunteer Fire Department.

Support for potential future bond referenda is consistent with previous survey results. Following is the percentage of respondents who said they would support or might support an individual project: fire department training facility (85%), new City Hall (79%), community center (78%), outdoor aquatics center (67%), and outdoor performing arts amphitheater (62%). For comparison purposes, in 1996, 63% of respondents said they would or might support a new Library. When put to a vote in 1998, the referendum passed with 76% support.

Lastly, the survey data suggest that residents get much of their information about the City from four main sources: the *Urbandale Press-Citizen*, the Citizen's Brief newsletter, the *Des Moines Register*, and the seasonal Program Guide. The City's web site and radio station are not often used as a source of City information.

SECTION 1. METHODOLOGY

The 2002 Citizen Survey is the fourth survey of Urbandale residents conducted since 1992. Prior surveys were conducted in 1992, 1996, and 1999, in conjunction with the Urbandale Community School District. In 2002, the City conducted its survey independent of the schools.

The Citizen Survey is used to complement the City's performance measurement program. Results from the surveys are used by the City Council to realign the City's priorities if necessary. Department and program managers use the results to allocate resources, to direct staff toward problem areas, and to improve the services of existing programs.

Over the years, the surveys have provided valuable information about citizens' satisfaction with City services, ideas for new programs, and opinions regarding City bond issues. One advantage of conducting multiple surveys over a period of time is that trends in the data are revealed. As well, the data from any one survey provides a snapshot of how well the City is providing the services that citizens expect.

1.1. Sample

The 2002 surveys were distributed in June 2002 to 300 Urbandale households. The sample of households was generated by the *Des Moines Register* using a combination of 2000 Census data and *Register* marketing data. The sample was designed to be demographically representative of the Urbandale population. Households that do not subscribe to the *Register* were equally likely to be included in the sample as those households that do subscribe. After generating the sample, the surveys were distributed by hand by *Register* staff. The surveys included a self-addressed, postage-paid return envelope. Survey recipients were asked to return the completed survey by July 15th.

The *Des Moines Register* agreed to provide the sample development and survey distribution services as part of the contract agreement under which the *Register* would print and distribute the seasonal program guide. The *Register* also agreed to follow up with survey recipients to encourage a higher response rate than would otherwise be expected.

By July 31st, a total of 77 surveys had been returned. Two surveys were subsequently removed from the analysis because the respondents indicated that they actually lived in Des Moines or Windsor Heights, not in Urbandale. The resulting 75 surveys represent a response rate of 25%. Although this rate is comparable to previous surveys (see Table 1) it is far less than what was expected given the follow-up activities of the *Des Moines Register*. Also, for a number of questions, the response was simply too low to conduct an analysis or to draw any meaningful conclusions.

Response Rates	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Distributed	375	800	500	300
Returned	168	226	116	75
Response Rate	45%	28%	23%	25%

Table 1: Response Rates, by Survey Year

1.2. Survey Instrument

As noted above, the 2002 survey is the first survey conducted by the City independently of the Urbandale Community School District. Previously the City's survey questions had been appended to the School District's survey. As a result, it was necessary to create a stand-alone City survey, and in doing so, a number of questions were revised or refined.

Four questions were deleted from 1999 survey. These questions either were no longer applicable to the City's current situation, or the results of these questions in the past were not adequate to make programming decisions. Specifically, three of the deleted questions related to the development of the new Library and the new Senior Center, a fourth was designed to show what type of park (e.g., neighborhood, regional) that was most popular with respondents.

Additionally, six questions were added to the survey in 2002. The new questions were designed to supplement the performance data being collected by the City's performance measurement program or to complement the activities of the Citizen's Initiated Performance Assessment Team. The new questions were designed to:

- assess respondents' overall sense of safety in the City;
- measure how often respondents use the Library meeting rooms;
- evaluate citizen satisfaction with the individual components of the Solid Waste Collection program, as opposed to the program as a whole;
- test citizen awareness of the log and limb collection program and the bulk item collection program;
- measure the extent of internet penetration in the City; and
- measure the extent of non-broadcast television services in the City.

In addition to the deletion or addition of whole questions, a number of questions were re-worded or redesigned for several reasons—easier completion of the survey by respondents, easier analysis of the survey results, or better understanding of the results of the questions. Lastly, the rating scale on a number of questions was also changed to add consistency to the survey. For example, some questions that previously used the Excellent-Poor four-point scale¹ were

¹ Excellent, Good, Fair, Poor.

changed to use the Very Satisfied-Very Dissatisfied, five-point scale, with a No Opinion option². The five-point scale allows for greater differentiation between opinions. The no opinion option provides an added level of precision in the analysis of the data by distinguishing between someone who may have overlooked or refused to answer a question as opposed to someone who simply has no opinion.

It is important to understand how the preference scale questions were analyzed, particularly when compared to previous surveys. In prior years, the analysis compared the percentage of Excellent and Good ratings to the percentage of Fair and Poor ratings. In the current survey, an assumption was made that Very Satisfied is analogous to the previous Excellent rating, and that Satisfied is analogous to the previous Good rating. **Therefore, unless otherwise noted, the percentages in the tables in Section 2 represent the percentage of Excellent and Good responses from prior years, and the percentage of Very Satisfied and Satisfied responses in the 2002 survey. The combined percentages of Very Satisfied and Satisfied responses are referred to as the Satisfaction Level.**

² Very Satisfied, Satisfied, Neutral, Dissatisfied, Very Dissatisfied, No Opinion.

SECTION 2. FINDINGS

2.1. Demographics

As noted in Subsection 1.1, the sampling methodology employed by the *Des Moines Register* was intended to ensure a wide and even distribution of surveys across the City. This subsection describes the demographic characteristics of the survey respondents.

Figure 1 illustrates the distribution of the respondents by gender and age. The respondent pool consisted of 61% women and 39% men. This distribution was skewed slightly toward females in comparison to the city's 2000 Census data, just as it was in the previous three surveys. Table 2 shows the gender distribution for the recent surveys and for the 2000 Census.

Gender	1992 Survey	1996 Survey	1999 Survey	2000 Census	2002 Survey
Female	58 %	65 %	58 %	51.7 %	61 %
Male	42 %	35 %	42 %	48.3 %	39 %

Table 2: Gender Distribution, By Survey Year

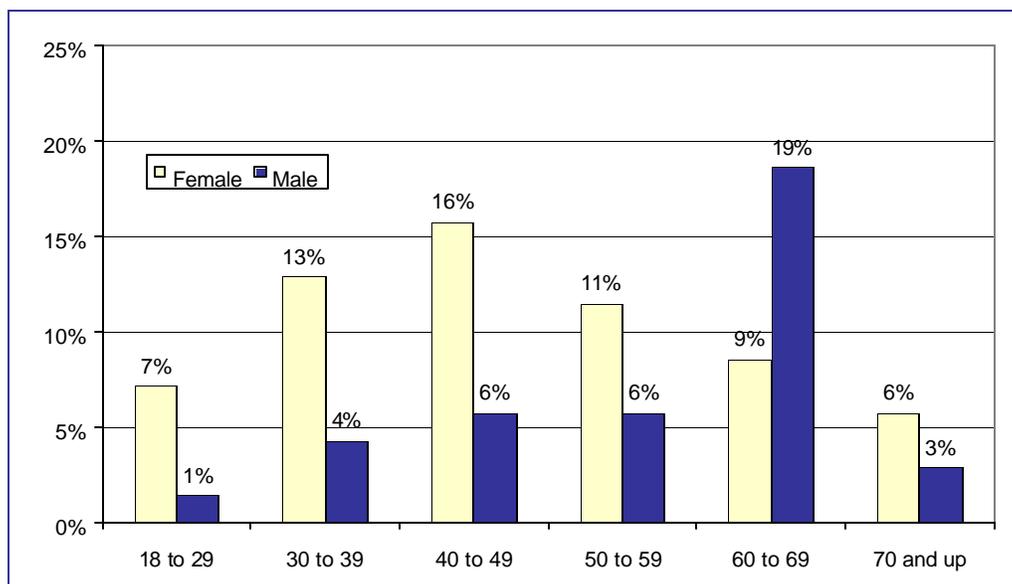


Figure 1: Respondent Distribution, by Gender and Age Group

Figure 1 also shows the age distribution of the respondents. Because the 2000 Census uses different age groupings than shown here, it is impossible to say with certainty that the respondent pool mirrors the population. However, the breakdown does appear to be similar to the population, except for the spike in the 60 to 69 age group. The spike in the data suggests that this age group—particularly women in this age group—is more likely to respond to surveys than younger age groups.

Table 3 shows the age breakdown of respondents for each of the four surveys. Note that the current survey appears to be more evenly distributed among the age groups. This likely is the result of the sampling methodology used by *The Des Moines Register* as opposed to prior sampling methodologies. In the prior three years, the survey was distributed only to households with school-aged children.

Age Range	1992 Survey	1996 Survey	1999 Survey	2002 Survey
18 to 29	4%	2%	2%	9%
30 to 39	34%	37%	35%	17%
40 to 49	30%	29%	31%	21%
50 to 59	14%	18%	17%	17%
60 to 69	18%	23%	25%	27%
70 and up				9%

Table 3: Age Distribution, By Survey Year

An analysis of the housing-related demographics, as seen in Table 4, reveals that the majority (88%) of respondents live in single-family detached homes. The remainder lives in a townhome (8%) or apartment or condominium (4%). Likewise, most respondents (95%) own the dwelling in which they live, while only 5% are renters. Nearly identical breakdowns were seen in previous surveys. It should be noted that 22.4% of households in Urbandale are renter-occupied, according to 2000 Census data.

Dwelling Type	Homeowners	Renters	Total
Single Family Detached	87%	1%	88%
Townhome	8%	-	8%
Condominium or Apartment	-	4%	4%
Total	95%	5%	100%

Table 4: Dwelling Type and Homeownership, 2002 Survey

In Table 5, one can see the geographic breakdown of the respondents. As would be expected, most of the responses came from the area between Merle Hay Road and 86th Street and north of Douglas Avenue. In the 1999 survey, the distribution was similar except there was a greater percentage of responses from the area north central portion of the City (38% vs. 29%), and a smaller percentage from the north eastern portion (31% vs. 42%), compared to the 2002 results.

Geographic Distribution	"West" 142 nd Street to 184 th Street	"Central" 86 th Street to 142 nd Street	"East" Merle Hay Rd. to 86 th Street	Total
North of Douglas	3%	29%	42%	74%
South of Douglas	3%	5%	18%	26%
Total	6%	34%	60%	100%

Table 5: Geographic Distribution, 2002 Survey

As in previous years, the majority of respondents reported a household income level that exceeded \$60,000 per year. For additional precision, the 2002 survey broke down the high end category further. The results in Table 6 illustrate that one in four respondents had a household income that exceeded \$80,000. It should be noted that 15% of respondents did not answer this question on the 2002 survey.

Income Range	1992 Survey	1996 Survey	1999 Survey	2002 Survey
\$0 to \$19,999	5%	6%	5%	3%
\$20,000 to \$39,999	25%	17%	12%	22%
\$40,000 to \$59,999	31%	27%	25%	17%
\$60,000 to \$79,000	40%	50%	58%	31%
\$80,000 and up				27%

Table 6: Income Distribution, By Survey Year

The 2002 survey added three additional demographic questions. First, a question was added to measure the number of children living in the respondent households. Responses to this question are illustrated in Table 7. It is noted that the percentage of households with children (34%) in the 2002 survey reflects the findings of the 2002 Census.

Children Under 18	2002 Survey	2002 Census
None	66%	65%
One	7%	
Two	18%	
Three	6%	35%
Four	1%	
Five	-	
Six	1%	

Table 7: Family Size, 2002 Survey

In order to gain an estimate of internet penetration in the City, respondents were asked to report how many computers with internet access they have in their home. This information is shown in Table 8. It is noted that 83% of respondents reported that they have internet access in their household. (Please refer to Appendix B for further discussion on internet penetration in the City.)

PCs with Internet Access	2002 Survey	Totals
None	17%	17%
One	59%	
Two	15%	83%
Three or more	9%	

Table 8: Internet Access, 2002 Survey

Lastly, respondents were asked to report on the type of television services in their home. The results are in Table 9. Coincidentally, the percentage of households with some form of non-broadcast television service is very similar to the percentage of households with internet access.

Television Services	2002 Survey	Total
Neither cable nor satellite service	15%	15%
Analog Cable	54%	
Digital Cable	20%	
Analog Cable and Digital Cable	1%	85%
Satellite Service	7%	
Analog Cable and Satellite	3%	

Table 9: Television Services, 2002 Survey

2.2. General Satisfaction

Figure 2 is perhaps the important figure in the entire analysis of the 2002 Citizen Survey. This figure illustrates the survey respondents' level of satisfaction with the major activities of the City. In the figure, the activities are sorted from the activity with the greatest percentage of Very Satisfied and Satisfied responses, to the activity with the least.

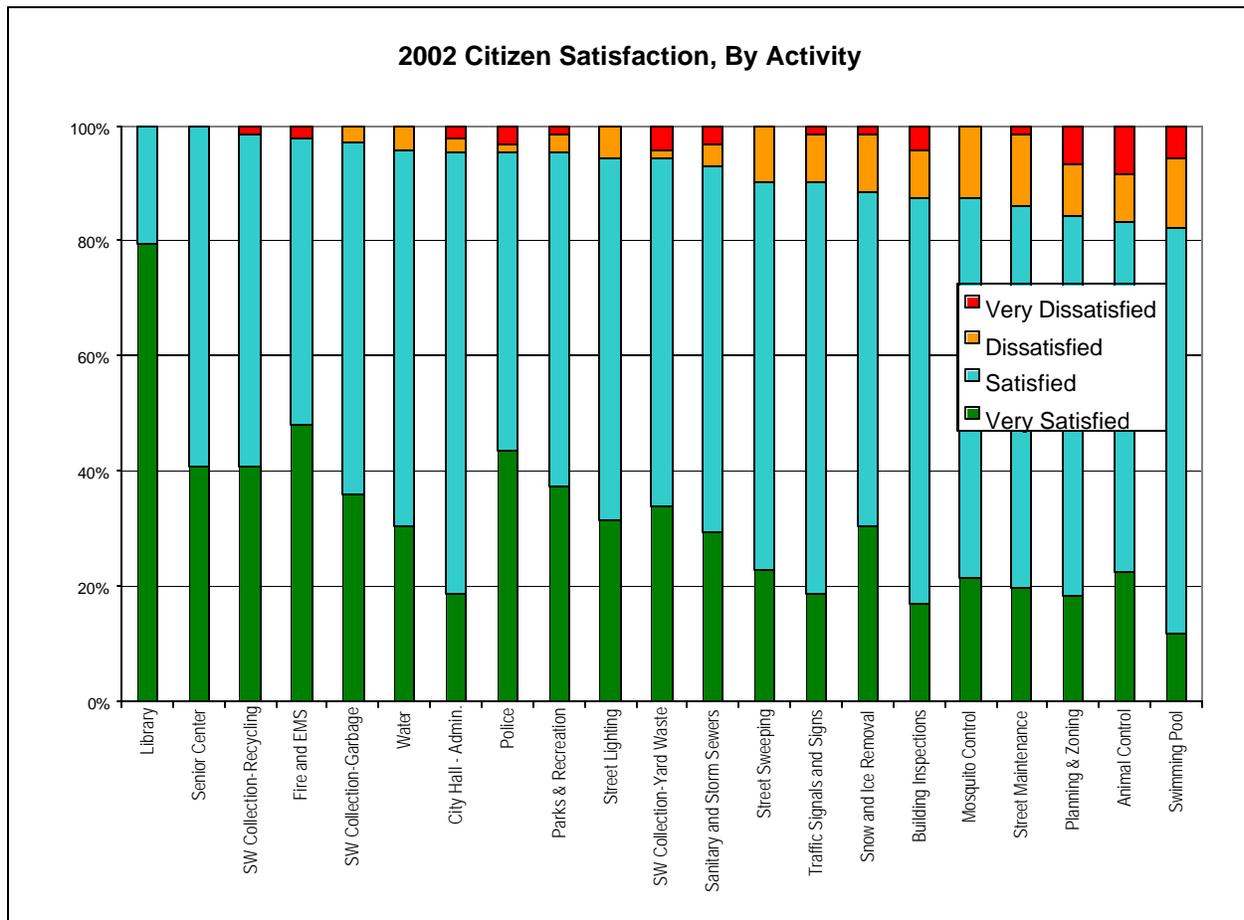


Figure 2: Satisfaction Level, All Activities, 2002 Survey

In viewing Figure 2, one will note the very high level of satisfaction for the Library and for the Senior Center (100% for both activities). It is especially noteworthy that 80% of respondents reported that they were Very Satisfied with the services at the Library. In both cases, the responses likely reflect the excellent service provided by the staff, plus the new facilities for each of these activities. Also noteworthy is that the Planning & Zoning, Animal Control and Swimming Pool activities received satisfaction levels of less than 85%, which is considered the lowest acceptable satisfaction level for an activity. Further discussion of the satisfaction levels for all of the individual activities can be found beginning in subsection 2.4.

2.3. Potential Bond Referenda

As in past years, the 2002 Citizen Survey asked respondents whether they would or would not support a bond referendum for a number of potential projects that may be considered in the next 10 years. The five projects included in the survey were: a Fire Department Training Facility, a Community Center, an Outdoor Performing Arts Amphitheater, a new City Hall, and an Outdoor Aquatics Center.

One of the projects (Community Center) is in the feasibility study stage, while another (Performing Arts Amphitheater) has been the subject of formal action previously taken by the City Council. As a result, some respondents may have based their responses on prior information about the projects. The question, however, was intended to judge respondents' support for a project based solely on its merits as a potential project. The question did not indicate whether the project was under active consideration by the City. Furthermore, there was no indication in the way the question was worded as to the potential cost, location, or construction timetable of any project.

The City Council and the Capital Improvements Program (CIP) Committee can use the information gained through this question to assist in the prioritization of these five projects and other City initiatives. It is anticipated that the City will reevaluate all of these projects and future projects on a continual basis to meet the needs of the growing and changing community.

In order for a bond referendum to pass, 60% or more of those voting in the referendum must approve it. While the 2002 survey results suggest that none of the five projects would meet this threshold, it is noted that previous surveys were not necessarily a good predictor of referenda outcomes. For example, in the 1996 survey, only 46% of respondents expressed support for a bond issuance for a new Library. Another 17% of respondents indicated that they might support the project. When it was put to a public vote, the 1998 Library bond was approved by 76% of those voting. Similarly in 1996, only 22% of respondents favored a bond sale for the acquisition of land for a regional park, and 32% did not know how they would vote. When it was put to a public vote, the 1998 Park bond was approved by 73% of those voting. Lastly, in 1992, 40% of survey respondents said they would support a Fire Station bond referendum, and 46% said they did not know how they would vote. When it was put to a public vote, the 1995 Fire Station bond was approved by 89% of those voting.

As clearly illustrated by these examples, a critical factor to consider in a bond referendum is the undecided voter. Efforts by interested civic groups to increase awareness regarding a bond referendum can reduce the uncertainty either way. It is noted that Iowa law prohibits the City from expending public funds to campaign on behalf of a bond referendum.

For more information related to the individual projects, please refer to:

- Fire Department Training Facility Subsection 2.5, Page 17
- Outdoor Performing Arts Amphitheater Subsection 2.10, Page 26
- Community Center Subsection 2.10, Page 26
- Outdoor Aquatics Center Subsection 2.11, Page 29
- New City Hall Subsection 2.14, Page 32

2.4. Police

The Police Department operates 24 hours a day, 7 days a week. The department is responsible for enforcing all applicable laws and ordinances. Officers interact with or are observed by the public on a daily basis. The department also participates in a drug education program with the Urbandale schools, sponsors a Reserve Police Officers program, and provides animal control services.

2.4.1. Satisfaction Level

Table 10 shows the percentage of respondents in the four surveys who expressed satisfaction with the police services. In this table (and in subsequent similar tables for the other activities), the percentage indicated is the combined percentage of respondents who answered this question with either Excellent, Good, Very Satisfied or Satisfied.³ It is noted that the Animal Control activity received a satisfaction score that was below the acceptable threshold of 85%. Respondents' comments about this activity included a reference to "the same dogs wandering the neighborhood" and a reference to cleaning up after other's pets.

Additionally, the Police Chief indicated that communication shortcomings between Urbandale's animal control staff and the dispatchers at Westcom has led some pet owners to receive incorrect information about the status of their pets. Specifically, there have been instances when a pet has been in the Urbandale impound facility but Westcom dispatchers have informed the pet owners that the City did not have the pet. The Police Department is taking active steps to ensure that pertinent information is shared between animal control officers and dispatchers in a more timely way.

³ For the 1992, 1996, and 1999 surveys, the satisfaction questions asked respondents to indicate the level of service for each activity using the following scale: Excellent, Good, Fair, Poor. In 2002, this question was reworded slightly and the scale was changed to Very Satisfied, Satisfied, Dissatisfied, Very Dissatisfied, and No Opinion. In other words the Satisfaction Level is defined as the percentage of Excellent and Good responses in 1992, 1996, and 1999, and the percentage of Very Satisfied and Satisfied responses in 2002.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Police	96%	86%	90%	95%
Animal Control	71%	70%	62%	83%

Table 10: Satisfaction Level, Police Services, by Survey Year

Table 10 captures the overall of general opinion of respondents, regardless of whether or not the respondents had any direct contact or experience with the services provided by the police. The data in this table potentially could be skewed (positively or negatively) by such things as publicity, hearsay, or the Department's reputation.

In order to rule out the effects of extraneous variables, respondents were asked if they had actually requested service from the Police in the prior 12 months. If they had, then these respondents were asked to rate the Police Department on a number of specific service elements. Twenty survey respondents in the 2002 survey had requested service in the prior 12 months.

As seen in Table 11, 94% of these 20 individuals were Very Satisfied or Satisfied with the overall service they had received. It is noted, however, that the satisfaction levels for the individuals service elements were all less than 90%.

Police Response Elements	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Response Time	92%	96%	90%	89%
Professionalism	94%	96%	97%	89%
Resolution of Problem	87%	94%	87%	89%
Follow-up Information	n/a	n/a	n/a	86%
Overall Service	n/a	n/a	n/a	94%

Table 11: Satisfaction Level, Police Response Elements, by Survey Year

In addition to assessing respondents' satisfaction with the Police, the 2002 survey included a general question that was designed to assess respondents' sense of safety in their community. Essentially, the question asked respondents to evaluate "how safe they feel living in Urbandale". The results of this question, shown in Table 12, show that 96% of respondents feel Very Safe or Somewhat Safe living in Urbandale.

Sense of Safety	2002 Survey
Very Safe	66%
Somewhat Safe	30%
Neutral	3%
Somewhat Unsafe	1%
Very Unsafe	-

Table 12: Overall Sense of Safety, 2002 Survey

2.5. Fire and EMS

The Urbandale Fire Department provides fire suppression and emergency medical services on a 24x7 basis. Beginning in July 2002, the Department increased to 6 full-time staff members, complemented by 40 paid-per-call volunteers. During the 12-month period evaluated by the 2002 survey, there were 3 full-time staff members.

2.5.1. Satisfaction Level

Table 13 shows the satisfaction levels for Fire and EMS services for each of the four survey years. It is noted that this department scores consistently high on the satisfaction survey, as well as on the customer survey cards that are distributed by the department.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Fire & EMS	91%	95%	93%	98%

Table 13: Satisfaction Level, Fire & EMS, By Survey year

As with the Police Department, respondents who had requested Fire & EMS services in the past 12 months were asked to express their satisfaction levels on the specific service elements. However, because the response pool included only four individuals who had requested service, the results of this question are not meaningful.

2.5.2. Awareness of the Volunteer System

As noted above, 40 volunteers serve the Fire Department. Indeed, the Urbandale Fire Department is the busiest volunteer department in Iowa, based on the number of calls for service. As in 1999, the 2002 survey asked respondents if they were aware that the City's fire and EMS services are provided primarily by volunteers. The results of this question are seen in Table 14, and they suggest that more work needs to be done to educate the public about the Urbandale Fire Department

Awareness: Volunteer System	2002 Survey
Aware	68%
Unaware	32%

Table 14: Awareness, Volunteer System, 2002 Survey

2.5.3. Future Bond Issue

As in 1999, the 2002 survey asked respondents to indicate their level of support for a potential bond referendum to build a Fire Department Training Facility. An on-site facility could possibly reduce firefighter certification times from 18-24 months to 6 months. The City has not prepared any plans for a training facility, although the facility could include a burn room, tower, training props, and confined spaces. A facility is programmed in the 2001-2006 CIP for the 2006+ timeframe. The results of this question are show in Table 15.

Potential Project: Fire Training Facility	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Would Support	n/a	n/a	47%	41%
Might Support	n/a	n/a	34%	44%
Would Not Support	n/a	n/a	19%	15%

Table 15: Potential Bond Referendum, Fire Training Facility

2.6. Solid Waste Collection

Solid Waste Collection is a division of the Department of Engineering and Public Works. This division provides residential solid waste collection four days a week, Monday through Thursday, ten hours a day. The City collects residential garbage and yard waste. Recycling collection is provided through a contractor, Artistic Waste Services. Yard waste and recycling are collected

using the guidelines provided by the Compost It! and Curb It! programs, respectively, of the Metropolitan Waste Authority.

The division collects household garbage once per week from approximately 9,000 residences. Residents do not pay a separate user fee for the collection of household waste; the City provides this service as part of the property taxes collected through the General Fund. In August 2000, the City converted from a fully manual collection process to a fully automated collection process. The automated process uses specially-equipped collection vehicles and requires that residents discard their garbage in standardized garbage containers.

Yard waste is collected once per week from April through November, weather permitting. In May, 1999, the current "pay as you throw" system was implemented for the yard waste program to recover some of the cost of the program. The 1999 Citizen Survey occurred prior to the changes in the yard waste program.

The Curb It! recycling program started in FY1995-96. It is operated by the Metro Waste Authority and is not a City program. Residents, however, participate in the recycling Curb It! at no cost to the user. The program is operated by the Metro Waste Authority, which contracts with a private hauler to collect the recyclable items. Residents place their recyclable items in a bin provided by the contractor; the private hauler collects the recyclables on the same day the City collects the household garbage. Recyclable items include paper items, such as newspapers, magazines, catalogs, cereal and tissue boxes; clear glass; number 1 and 2 plastics; steel and aluminum cans; and flattened cardboard. In March, 1999, the City renewed its agreement with the Metro Waste Authority to provide the Curb It! program through June, 2004.

The Solid Waste division also conducts an annual Spring Cleanup program for bulk items, at no additional cost to the resident. Residents may also request a bulk item collection or a log and limb collection at any time during the year. There is a fee for these by-request services.

2.6.1. Satisfaction Level

Table 16 shows the level of satisfaction with the City's solid waste collection services for each of the survey years.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Garbage Collection	76%	87%	84%	97%
Recycling Collection	n/a	95%	80%	99%
Yard Waste Collect.	76%	83%	77%	94%

Table 16: Satisfaction Level, Solid Waste Collection, By Survey Year

For the first time, the 2002 survey included a series of questions to assess the convenience and ease of use of the three main solid waste collection services--garbage, recycling and yard waste. Specifically, respondents were asked to indicate the extent to which each program is convenient to use, and whether or not the regulations for the program were "easy to understand and remember". Respondents were also asked to assess the overall timeliness of the program, as well as the extent to which they are kept informed of changes in the collection schedules. The results of these questions are detailed in Table 17 and shown graphically in Figure 3 and Figure 4, on the following pages.

Two data points are noteworthy in Table 17, and both are related to the yard waste collection program. First, fewer than half of respondents agree that the bag and sticker system is convenient. Second, only 6 in 10 respondents agree that the bag and sticker system is easy to understand and remember.

Solid Waste Collection Service	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Overall					
Solid waste collection is timely and reliable .	-	4%	4%	62%	30%
Residents are kept informed about schedule changes.	-	7%	5%	62%	26%
Garbage Collection					
Blue can system is convenient .	-	1%	10%	44%	44%
Blue can regulations are easy to understand and remember.	-	1%	10%	58%	32%
Recycling Collection					
Green bin system is convenient .	-	5%	10%	51%	34%
Green bin regulations are easy to understand and remember.	1%	6%	11%	56%	26%
Yard Waste Collection					
Bag and sticker system is convenient .	8%	16%	27%	34%	14%
Bag and sticker system is easy to understand and remember.	5%	10%	23%	42%	19%

Table 17: Convenience and Ease of Use, Solid Waste Collection Programs, 2002 Survey

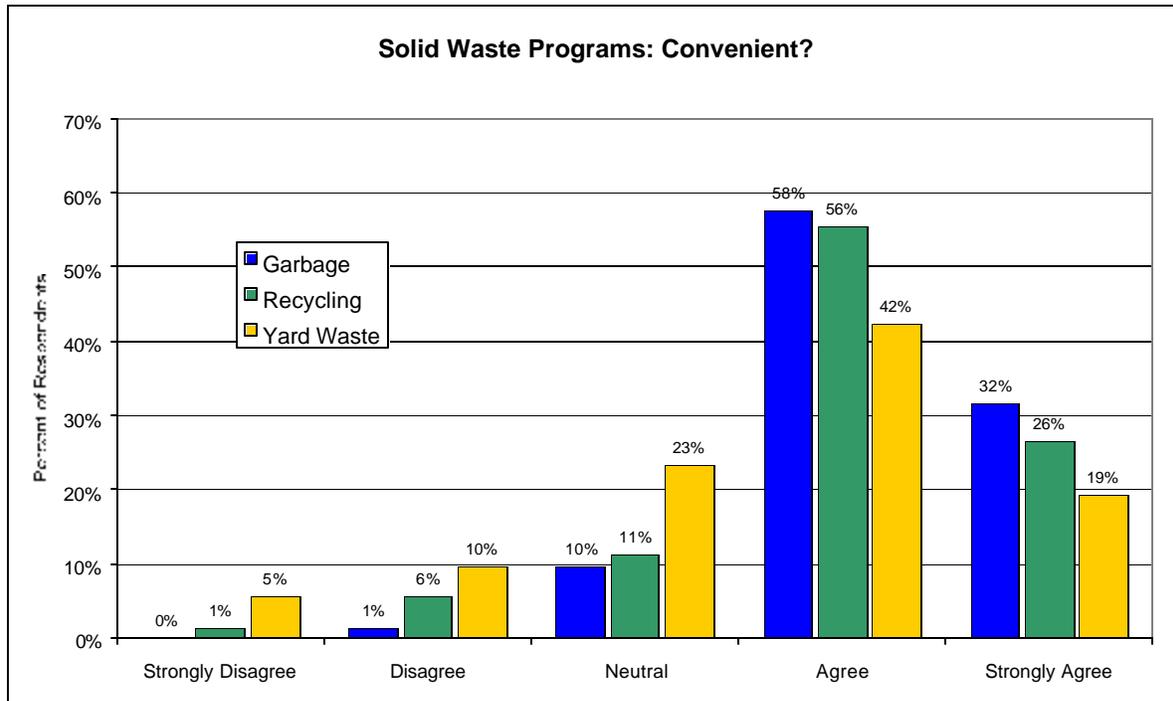


Figure 3: Convenience, Solid Waste Collection Programs, 2002 Survey

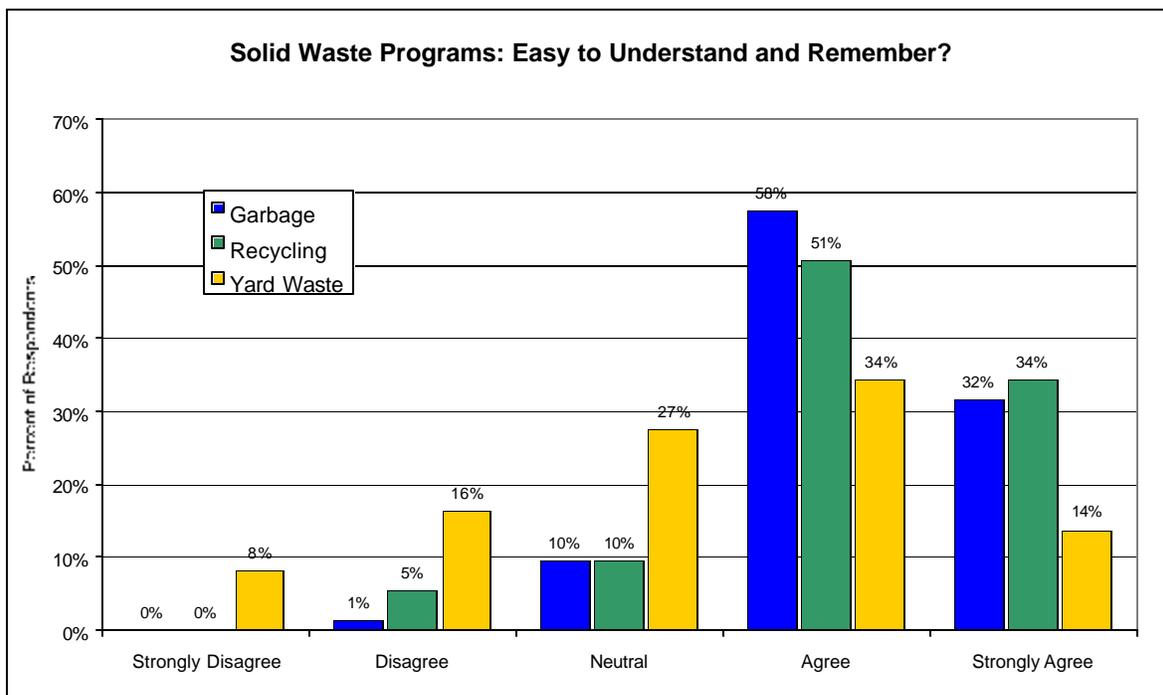


Figure 4: Ease of Use, Solid Waste Collection Programs, 2002 Survey

2.6.2. Awareness of Special Programs

As noted above, the Department of Engineering and Public Works will collect bulk items and logs and limbs, by appointment for a fee. The 2002 survey included two questions designed to assess the public's awareness of these services. As seen in Table 18, nearly one-third of respondents is unaware of the log and limb collection service, while one-fourth are unaware of the bulk item collection. This table suggests that opportunities exist for greater marketing of these services.

Awareness: Special Services		2002 Survey
Log and Limb Collection		
Aware		68%
Unaware		32%
Bulk Item Collection		
Aware		76%
Unaware		24%

Table 18: Awareness, Special Solid Waste Services, 2002 Survey

2.7. Street Maintenance

The Street Maintenance Division maintains the street infrastructure so as to provide a safe and effective transportation system. This includes traditional street repair and maintenance activities, snow and ice removal operations, pavement marking, maintenance of traffic signals and signs, and street sweeping.

2.7.1. Satisfaction Level

Table 19 illustrates respondents' level of satisfaction for the major street maintenance activities in the four survey years. The questions that were the basis for this table were designed to assess overall opinions, not opinions regarding a specific street type or neighborhood.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Snow & Ice Removal	n/a	81%	86%	88%
Street Maintenance	65%	65%	69%	86%
Street Sweeping	n/a	n/a	69%	90%
Traffic Signals/Signs	n/a	n/a	n/a	90%
Street Lighting	n/a	n/a	n/a	94%

Table 19: Satisfaction Level, Street Maintenance, By Survey Year

Beginning with the 2002 survey, a question was added to assess if there was a difference in the opinion of one's neighborhood streets, versus arterial streets or cul-de-sacs. As seen in Table 20, generally, respondents have a positive opinion of street maintenance. However, it is noted that arterial streets have a less positive rating than cul-de-sacs or neighborhood streets.

Street Maintenance	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
Under Normal Weather Conditions				
Streets in your neighborhood	3%	4%	69%	24%
Arterial streets	4%	8%	75%	12%
Cul-de-sacs	2%	0%	77%	21%
Overall	1%	3%	77%	19%

Table 20: Satisfaction Level, Street Maintenance By Street Type, Normal Weather, 2002 Survey

During the winter months, the removal of snow and ice is an important concern to the City and to the residents and businesses of Urbandale. The City's Snow and Ice Control Policy sets the priorities for the removal of snow and ice during and after a winter weather event. The City does not have designated snow routes; all streets and cul-de-sacs are cleared curb to curb. Emergencies, isolated problem areas, equipment breakdown, staff availability, and other conditions may affect the allocation of materials and staff to clear the streets of snow and ice.

Since 1996, the survey has assessed respondents' satisfaction with the City's snow and ice removal efforts. In 2002, the question was refined to determine if there are differing levels of satisfaction based on the type of street—neighborhood streets, arterials, and cul-de-sacs. Table 21 shows the results of this question. Generally, the level of satisfaction is positive, however there are a greater percentage of Dissatisfied respondents in this table compared to the previous table. It is noted that about 1 in 6 respondents is Very Dissatisfied or Dissatisfied with the snow and ice removal efforts on the streets in their neighborhood. Also, it is interesting to note that maintenance on the arterial streets is viewed more positively following a snow or ice storm, than under normal weather conditions.

Street Maintenance	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
During and Following a Snow or Ice Storm				
Streets in your neighborhood	4%	13%	66%	17%
Arterial streets	4%	1%	62%	32%
Arterials (1999 Survey)	3%	8%	46%	43%
Cul-de-sacs	2%	13%	77%	9%
Overall	2%	6%	71%	21%

Table 21: Satisfaction Level, Street Maintenance By Street Type, Winter Weather, 2002 Survey

Survey respondents have been asked to rate the condition of the streets in their neighborhood in all four surveys. The results of this question for all survey years are shown in Table 22. The data suggest an increasing level of satisfaction from 1999 to 2002.

Neighborhood Streets	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Very Satisfied	15%	16%	21%	24%
Satisfied	67%	58%	53%	69%
Dissatisfied	15%	22%	21%	4%
Very Dissatisfied	2%	4%	5%	3%

Table 22: Satisfaction Level, Street Maintenance of Neighborhood Streets, by Survey Year

Digging deeper into the question of satisfaction with neighborhood streets, it is interesting to note that there are no significant differences in satisfaction from among the different neighborhoods. Table 23 illustrates that the percentage of respondents who were Very Satisfied or Satisfied with the condition of the streets in their neighborhood in 2002 equals or exceeds 90% in all cases where there is sufficient data to draw a conclusion.

Neighborhood Streets	"West" 184 th Street to 142 nd Street	"Central" 142 nd Street to 86 th Street	"East" 86 th Street to MH Road	Total
North of Douglas	Insuff. Data	90%	93%	92%
South of Douglas	Insuff. Data	Insuff. Data	92%	95%
Total	Insuff. Data	92%	93%	93%

Table 23: Satisfaction Level, Street Maintenance of Neighborhood Streets, By Neighborhood, 2002 Survey

Lastly, Table 24 illustrates respondents' satisfaction with the development of the City's street network and its ability to keep up with the increasing demands that result from growth. Nine of 10 respondents in 1999 and 2002 were satisfied with the growth of the street network.

Street Network	1999 Survey	2002 Survey
Yes	88%	89%
No	12%	11%

Table 24: Satisfaction Level, Growth of the Street Network, By Survey Year

2.8. Sewers

Maintenance of effective sanitary and storm sewer systems are critical to the health of City residents and the protection of the environment. Public Works crews maintain Urbandale's sewer systems. The staff conducts routine cleaning and inspections of the systems and responds to any blockages or breakdowns in the systems.

2.8.1. Satisfaction Level

The 2002 survey included a question to assess respondents' satisfaction with the City's sanitary and storm sewer systems. Respondents indicated a 93% satisfaction level.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Sanitary & Storm Sewers	n/a	n/a	n/a	93%

Table 25: Satisfaction Level, Sewers, By Survey Year

2.9. Library

The Library Board of Trustees manages the Urbandale Public Library. The current facility was opened in August 2000. The 2002 citizen survey is the first survey since it was opened.

2.9.1. Satisfaction Level

As indicated in Table 26, the Library's satisfaction score in 2002 was a perfect 100%, and nearly 8 of 10 respondents indicated they were Very Satisfied with the Library's services in the most recent survey. This extremely high level of satisfaction is rare; it likely reflects a combination of satisfaction with the services provided by the Library staff, and the enduring satisfaction with the like-new facility.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Library	90%	95%	85%	100%

Table 26: Satisfaction Level, Library, By Survey Year

2.10. Parks

The Parks and Recreation Department provides a wide array of leisure time services to the public on a daily basis. Some of the programs offered by the department include the Swimming Pool, Senior Center, Mosquito Control, and Grounds Maintenance services. Beginning in 1995, the City started providing the Urbandale School District with turf maintenance at seven school properties. The general public interacts with the department every day through its year round Recreation and continuing education programs, the Senior Center programs, and the City's expanding network of neighborhood and community parks and trails.

2.10.1. Satisfaction Level

Table 27 shows the percentage of respondents who were Very Satisfied or Satisfied with the services provided by the Parks and Recreation Department as well as the Mosquito Control program. It should be noted that the Mosquito Control program saw a significant increase in satisfaction levels from 1999 to 2002.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Parks & Recreation	86%	93%	87%	95%
Mosquito Control	41%	56%	35%	87%

Table 27: Satisfaction Level, Parks & Recreation, By Survey Year

2.10.2. Future Bond Issues

In September 2001, the City Council approved a Master Plan for the City Center development at 138th/142nd and Douglas. The Master Plan included a potential outdoor performing arts amphitheater. The 4,500-seat facility would include 2,000 fixed seats and 2,500 lawn seats. A consultant hired by the City concluded that the central Iowa market could support such a facility. Table 28 shows the level of support that respondents would have if asked to vote on a bond referendum for the amphitheater project.

Potential Project: Outdoor Amphitheater	2002 Survey
Would Support	26%
Might Support	36%
Would Not Support	38%

Table 28: Potential Bond Referendum, Outdoor Performing Arts Amphitheater

2.10.3. Park Usage

As in previous years, respondents were asked on the 2002 survey to indicate how and how often they used the Urbandale park system in the previous 12 months. The results of this question are shown in Table 29, which illustrates that respondents use the parks most often for fitness and leisure. Also noteworthy is the fact that fitness users are very heavy users of the parks, with 45% of them using the parks for this purpose at least once per month. Surprisingly, respondents indicated that they do not often use the parks for recreational sports (e.g., "pick-up" games).

Park Usage	0 Times	1-4 Times	5-8 Times	9-12 Times	12+ Times
Fitness	38%	4%	8%	5%	45%
Leisure	62%	27%	5%	1%	4%
Getting Closer to Nature	66%	16%	3%	1%	14%
Accessing Regional Trails	84%	8%	1%	-	7%
Organized Sports	86%	1%	3%	-	9%
Commuting via Trails	89%	4%	-	-	7%
Recreational Sports	92%	4%	1%	3%	-

Table 29: Park Usage, By Type of Usage and Frequency

2.10.4. Recreation Program Marketing

The Recreation staff aggressively promotes its activities and programs. In 1998, the City and the Urbandale Community School District entered into a joint agreement to hire a full-time employee in the Department of Parks and Recreation to coordinate the community education program for the City and School. This arrangement has resulted in better program coordination, increased course offerings and revenue, and improved public relations and program awareness.

Also, in 1998, the department published its first triennial seasonal Program Guide of course offerings. The 40-page catalog was produced in-house, and then delivered to the *Urbandale Press-Citizen* for printing and distribution. In 2001, printing and distribution were shifted from the *Press-Citizen* to the *Des Moines Register*; and the *Register* staff also assumed responsibility for the layout of the document. The Program Guide is also available on the City's web site, on the *Des Moines Register's* web site, and in hard copy at various locations throughout the City.

Publicity for recreation programs is also achieved through the publication of stories in local newspapers, and via flyers and brochures that are distributed to various user groups. To determine the effectiveness of the department's promotional efforts, respondents were asked to identify the top two sources they rely on most often to learn about recreational activities. The

results are show in Table 30. The percentages add up to more than 100% in this table because respondents could indicate select up to two choices.

Information Sources	2002 Survey
<i>Press-Citizen</i>	68%
Program Guide	58%
<i>DM Register</i>	26%
Word of Mouth	19%
School Flyers	7%
Stand-Up Billboards	4%
City Web Site	3%
Other	3%

Table 30: Information Sources, Recreation Programs, 2002 Survey

The percentages in Table 30 are similar to those seen in previous surveys, although the surveys are not directly comparable because of the differing methodologies. Two numbers, however, warrant further discussion. First, it is noted that the percentage of respondents who rely on the Program Guide for information on recreation programs is actually less than the percentage who rely on the *Urbandale Press-Citizen*. This order is reversed from the 1999 survey, which indicated a greater reliance on the Program Guide.

Second, it is noted that very few respondents said that they obtain information on Recreation programs from the City's web site. This likely reflects the static nature of the information on the web site (i.e., no ability to register on line), as well as the fact that the web site is not organized in a way to highlight this information. Both of these shortcomings will be corrected in the new web site that currently is being developed.

2.10.5. Awareness of the Wellness Center

Beginning in 1999, the survey asked a question designed to assess respondents' awareness of the Wellness Center located in the balcony of the Urbandale High School gym. The center opened in Fall, 1998, and is open to residents to join at a nominal cost per individual or family. The center is open Monday through Thursday from 3:30pm to 7:00pm, and on Friday from 3:30pm to 6:00pm. There are approximately 35 fitness machines available for use. The responses shown in Table 31 would suggest that still more work must be done in order to increase awareness of and interest in the Wellness Center.

Awareness: Wellness Center	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Aware	n/a	n/a	41%	37%
Unaware	n/a	n/a	59%	63%

Table 31: Awareness, Wellness Center, By Survey year

2.10.6. Future Bond Issue

The construction of a community center is one of four primary goals for the future identified by the Imagine Urbandale community visioning process. The vision plan was a collaborative effort between the City, the Urbandale Community School District, the Urbandale Chamber of Commerce, and interested citizens. The City Council, at its meeting of February 9, 1999, endorsed the final report prepared for the vision plan.

Since that time, the Community Center Project Team has been working toward the goal of making a community center a reality. In 2001, the City Council authorized the expenditure of \$25,000 for a feasibility study for a community center. The study, which has been received by the Team and by the Parks and Recreation Commission, suggests that there is sufficient market demand to support a community center of 90,000 square feet.

Currently, staff from the Cities of Urbandale, Johnston and Grimes, and from the YMCA of Greater Des Moines, are exploring the potential for a shared facility at some central location.

Table 32 shows the level of support for a bond referendum for a community center.

Potential Project: Community Center	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Would Support	29%	62%	47%	36%
Might Support	48%	15%	29%	42%
Would Not Support	24%	23%	24%	22%

Table 32: Potential Bond Referendum, Community Center

2.11. Swimming Pool

The City's indoor Swimming Pool is open year round for public use. The pool is also used by the Urbandale Community School District for its events, and is also open to the public regularly for fitness and leisure swim activities.

2.11.1. Satisfaction Level

Table 33 shows the respondents' overall level of satisfaction with the Swimming Pool in 2002. This is the first survey that specifically assessed satisfaction levels at the Swimming Pool. It is noted that the satisfaction level is less than 85%, the lowest acceptable satisfaction score.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Swimming Pool	n/a	n/a	n/a	82%

Table 33: Satisfaction Level, Swimming Pool, 2002 Survey

In addition to the low overall level of satisfaction for the pool, three respondents included additional comments related to this activity. These include:

- "People who work at the pool (students?) aren't the most friendly"
- "Only complaint: Have tried the pool and find it not clean-water pretty gross, the locker rooms have standing water, not well-ventilated."
- "[I] don't ever use!!"

In an effort to increase the satisfaction level, the staff of the Department of Parks and Recreation will provide additional customer service training to pool staff. The training will emphasize the importance of responding to questions and concerns in a friendly, timely and professional manner. Additionally, staff is looking at ways that the locker rooms could be renovated or re-modeled to provide a more inviting atmosphere and to increase ventilation. Lastly, staff will continue to monitor water quality to ensure that it meets or exceeds all appropriate standards.

2.11.2. Future Bond Issue

In response to the question regarding support of a bond issue to finance an outdoor aquatics center, there was moderate support. The percentages have been consistent in each of the past three surveys. The City has not prepared any plans for an outdoor swimming pool; the Capital Improvements Program for 2001-2006 anticipates a full-scale outdoor water park in the 2006+ timeframe. The facility could include a swimming pool, play equipment, and other water features, and could be located in the regional park proposed for the western part of the City. Table 34 summarizes the results on this question.

Potential Project: Outdoor Aqua. Center	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Would Support	30%	48%	54%	49%
Might Support	39%	17%	23%	18%
Would Not Support	31%	35%	33%	32%

Table 34: Potential Bond Referendum, Outdoor Aquatics Center

2.12. Senior Center

In 2001, the Senior Center moved from its previous location at the Ralph Whitten Shelter House at Lions Park into its new location in the former library at 7305 Aurora Avenue. The center offers a variety of programs, including arts and crafts, personal growth activities, exercise classes, recreational activities, cultural and athletic events, monthly mini-trips, and several charter bus trips each year. The center is open Monday through Thursday, and serves congregate meals several times per week.

2.12.1. Satisfaction Level

Table 35 indicates a significant increase in the percentage of respondents who were Very Satisfied or Satisfied with the Senior Center. Again, as with the Library, this likely reflects a combination of high quality service and the satisfaction of having a new facility.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Senior Center	68%	82%	80%	100%

Table 35: Satisfaction Levels, Senior Center, By Survey Year

2.13. Community Development

The Community Development Department consists of two divisions—Building Inspections and Planning & Zoning. Both divisions interact with the public on a daily basis to ensure that construction and development are consistent with City ordinances.

2.13.1. Satisfaction Level

Table 36 illustrates a significant increase in the satisfaction levels for both activities—Building Inspections and Planning & Zoning. In 1999, 72% of respondents indicated that they were Very

Satisfied or Satisfied with the service received from Building Inspections; this number jumped to 88% in 2002. Similarly, in 1999, 46% indicated that they were Very Satisfied or Satisfied by the services provided by Planning & Zoning; that number increased to 84% in 2002.

It is believed that much of the increase can be attributed to several changes that were made in 2000. First, as a result of co-locating Planning and Zoning with the Engineering Division, developers, contractors and homeowners now have a one-stop shop for all development-related services. Also as a result of the co-location, administrative support staff members are now shared between the two units resulting in fewer instances of busy signals or missed calls. Moreover, professional staff members who previously would occasionally answer telephones are now able to focus exclusively on their primary duties. This, combined with a much greater use of voice mail and email, results in a perception of 24-hour service.

In the future, satisfaction levels should continue to increase primarily as a result of a new inspector/code enforcement position that was added in the FY2002-03 budget. This position will have property maintenance and code enforcement as their primary duties. Prior to the addition, property maintenance issues would be handled as time permitted between the “hard” deadlines for other work. The new position will improve the timeliness of property maintenance enforcement, which should improve citizen satisfaction. The future addition of an on-line citizen communication system (e.g. RequestPartner) will further assist in the tracking and resolution of citizen concerns.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Building Inspections	70%	70%	72%	88%
Planning & Zoning	52%	54%	46%	84%

Table 36: Satisfaction Level, Community Development, By Survey Year

2.14. Water

The Urbandale Water Department and the Urbandale Water Board of Trustees manage the City's water system. This includes the installation of new water lines, and the distribution of water to customers throughout the City. Water customers are billed on a monthly basis.

2.14.1. Satisfaction Level

As in 1999, the 2002 survey asked respondents to indicate how satisfied they are with the customer services received from the Water Department, as well as the quality of the water product. The results show in Table 37.

Water	1999 Survey	2002 Survey
Customer Service	93%	100%
Water Quality	82%	95%

Table 37: Satisfaction Level, Water Services, by Survey Year

Also as in 1999, the 2002 survey showed the most respondents are satisfied with their water pressure. Of those who were not satisfied, they typically felt that the pressure was too low. The results are in Table 38.

Water Pressure	1999 Survey	2002 Survey
Too High	1%	1%
Satisfactory	88%	95%
Too Low	11%	4%

Table 38: Satisfaction Level, Water Pressure, by Survey Year

Water customers are billed on a monthly basis. All four surveys have included a question to determine if the water bill was easy to understand. The 2002 survey results, shown in Table 39, indicate that the vast majority of customers think that the water bill is easy to understand, which is comparable to the previous surveys.

Water Bill Easy to Understand	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Yes	96%	94%	96%	95%

Table 39: Satisfaction Level, Water Bill, by Survey Year

2.15. City Hall

The City Hall administrative staff are charged with implementing the policies of the City Council, managing the City's financial and human resources effectively, and providing strategic leadership to departmental staff throughout the City. City Hall staff members have extensive contact with citizens, and must be knowledgeable about a very diverse range of City services.

2.15.1. Satisfaction Level

Table 40 illustrates the percentage of respondents who were Very Satisfied or Satisfied with City Hall services in each of the four survey years.

Activity	1992 Survey	1996 Survey	1999 Survey	2002 Survey
City Hall	86%	78%	85%	95%

Table 40: Satisfaction Level, City Hall, By Survey Year

2.15.2. Information Sources

Ensuring that residents are aware of City services and upcoming events is a high priority of the City Council and the City Manager's Office. The 2002 survey included a question to determine what news and information sources are most often relied upon by respondents. As seen in Table 41, 68% of respondents said that Urbandale Press Citizen was one of their top two sources of information. It was followed by the quarterly Citizen's Brief newsletter and the *Des Moines Register*. The percentages in this table exceed 100% because respondents were asked to indicate their top two information sources.

Information Sources	2002 Survey
<i>Press-Citizen</i>	68%
Citizen's Brief Newsletter	45%
<i>DM Register</i>	31%
Recreation Program Guide	25%
Word of Mouth	17%
City Web Site	8%
City Radio Station	5%
Other	4%
Council Meeting Broadcasts	3%

Table 41: Information Sources, City Information, 2002 Survey

2.15.3. Future Bond Issue

The 2002 survey asked respondents whether or not they would support a potential bond referendum for a new City Hall. Of the 62 respondents who answered this question, 22 said

they would support a new City Hall; 27 said they might support it; and 13 said they would not support it. These numbers are shown in Table 42 along with the responses from previous surveys. As can be seen in the table, the percentage of respondents who indicated they would support this project has increased steadily in each of the four surveys. Since 1992, the proportion in support of the project has increased from 11% to 35%; conversely, the proportion opposed to the project has decreased from 35% to 21%. There is still a significant proportion (nearly half in 2002) that is undecided. The Capital Improvements Plan (CIP) Committee will consider this project again during its Fall 2002 review of the CIP.

Potential Project: New City Hall	1992 Survey	1996 Survey	1999 Survey	2002 Survey
Would Support	11%	18%	31%	35%
Might Support	54%	34%	36%	44%
Would Not Support	35%	48%	33%	21%

Table 42: Potential Bond Referendum, New City Hall

APPENDIX A: 2002 SURVEY INSTRUMENT



CITY OF URBANDALE, IOWA 2002 CITIZEN SURVEY



Thank you for participating in the City of Urbandale's 2002 Citizen Survey! Your opinions are important and will help the City to provide better service in the future. Please return your completed survey by July 15, 2002, in the postage paid envelope to City Hall, 3315 70th Street, Urbandale, IA 50322.

Section One: General Administration

1. For each of the following City services, please indicate your overall opinion of each service based on your experiences or observations during the past 12 months. Please circle the number corresponding to your choice.

	No Opinion	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
a. Animal Control	0	1	2	3	4
b. Building Inspections	0	1	2	3	4
c. City Hall - Administration	0	1	2	3	4
d. Fire and EMS	0	1	2	3	4
e. Library	0	1	2	3	4
f. Mosquito Control	0	1	2	3	4
g. Parks & Recreation	0	1	2	3	4
h. Planning & Zoning	0	1	2	3	4
i. Police	0	1	2	3	4
j. Sanitary and Storm Sewers	0	1	2	3	4
k. Senior Center	0	1	2	3	4
l. Snow and Ice Removal	0	1	2	3	4
m. Solid Waste Collection-Garbage	0	1	2	3	4
n. Solid Waste Collection-Yard Waste	0	1	2	3	4
o. Solid Waste Collection-Recycling	0	1	2	3	4
p. Street Lighting	0	1	2	3	4
q. Street Maintenance	0	1	2	3	4
r. Street Sweeping	0	1	2	3	4
s. Swimming Pool	0	1	2	3	4
t. Traffic Signals and Signs	0	1	2	3	4
u. Water	0	1	2	3	4

2. For each of the following City departments, please describe any contacts you had in the past 12 months. Please indicate whether you were treated courteously, and whether your concern was resolved to your satisfaction. If you didn't contact a department, please leave that question blank.

	Treated Courteously?		Concern Resolved?		
	Yes	No	Yes	No	Don't Know
a. City Hall - Administration	Yes	No	Yes	No	Don't Know
b. Building Department	Yes	No	Yes	No	Don't Know
c. Community Development	Yes	No	Yes	No	Don't Know
d. Engineering & Public Works	Yes	No	Yes	No	Don't Know
e. Fire & EMS	Yes	No	Yes	No	Don't Know
f. Library	Yes	No	Yes	No	Don't Know
g. Parks & Recreation	Yes	No	Yes	No	Don't Know
h. Planning & Zoning	Yes	No	Yes	No	Don't Know
i. Police	Yes	No	Yes	No	Don't Know
j. Swimming Pool	Yes	No	Yes	No	Don't Know
k. Water	Yes	No	Yes	No	Don't Know

Section Two: Parks & Recreation

3. From the list of information sources below, please mark the two that are your primary sources of information about Parks & Recreation services.

- a. Seasonal Program Guide
- b. Urbandale Press-Citizen
- c. Des Moines Register
- d. School Flyers
- e. Stand-up billboard signs
- f. City web site (www.urbandale.org)
- g. Word of mouth
- h. Other _____

4. For each of the following activities, please indicate how often you or your family used the Urbandale park system, including the trail system, in the past 12 months.

	Number of Times Used in Past 12 Months				
a. Leisure (picnics, informal gatherings).....	0	1 - 4	5 - 8	9 - 12	12+
b. Fitness (jogging, bicycling, exercise)	0	1 - 4	5 - 8	9 - 12	12+
c. Organized Sports (practices and games)	0	1 - 4	5 - 8	9 - 12	12+
d. Recreational Sports ("pick - up" games)	0	1 - 4	5 - 8	9 - 12	12+
e. Getting closer to nature and wildlife	0	1 - 4	5 - 8	9 - 12	12+
f. Commuting (via the trails)	0	1 - 4	5 - 8	9 - 12	12+
g. Accessing regional trail system.....	0	1 - 4	5 - 8	9 - 12	12+
h. Other _____	0	1 - 4	5 - 8	9 - 12	12+
i. Other _____	0	1 - 4	5 - 8	9 - 12	12+

5. For each of the following activities, please indicate how often you or your family used the Urbandale Swimming Pool in the past 12 months.

	Number of Times Used in Past 12 Months				
a. Leisure swimming	0	1 - 4	5 - 8	9 - 12	12+
b. Fitness swimming	0	1 - 4	5 - 8	9 - 12	12+
c. Swimming lessons	0	1 - 4	5 - 8	9 - 12	12+
d. School activities	0	1 - 4	5 - 8	9 - 12	12+
e. Pool special events	0	1 - 4	5 - 8	9 - 12	12+
f. Other _____	0	1 - 4	5 - 8	9 - 12	12+

6. Are you aware that the City offers a Wellness Center located at the Urbandale High School?
 a. Yes b. No (Call 278-3963 for more information!)

7. Overall, how would you rate the maintenance level of the City's parks?
 a. Excellent b. Good c. Fair d. Poor e. Don't Know

8. Are there additional programs you would like to see offered through Parks & Recreation?

Please list: _____

Section Three: Police Services

9. Have you requested service from the Urbandale Police in the past 12 months?

- a. Yes b. No (skip to question 11.)

10. How satisfied were you with each of the following elements of the service?

	No Opinion	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
a. Response time.....	0.....	1.....	2.....	3.....	4.....
b. Professionalism of officers.....	0.....	1.....	2.....	3.....	4.....
c. Officers' resolution of the problem.....	0.....	1.....	2.....	3.....	4.....
d. Adequacy of follow-up information.....	0.....	1.....	2.....	3.....	4.....
e. Overall service.....	0.....	1.....	2.....	3.....	4.....

11. Please indicate how safe you feel living in Urbandale.

- a. Very Safe
 b. Somewhat Safe
 c. Neutral
 d. Somewhat Unsafe
 e. Very Unsafe

12. What improvements would you like to see in the Urbandale Police service?

Please list: _____

Section Four: Fire & Emergency Medical Services

13. Have you requested emergency service from the Urbandale Fire Department (including Fire and EMS) in the past 12 months?

- a. Yes b. No (skip to question 15.)

14. How satisfied were you with each of the following elements of the service?

	No Opinion	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
a. Response time.....	0.....	1.....	2.....	3.....	4.....
b. Professionalism of staff.....	0.....	1.....	2.....	3.....	4.....
c. Staff members' resolution of the problem ..	0.....	1.....	2.....	3.....	4.....
d. Adequacy of follow-up information.....	0.....	1.....	2.....	3.....	4.....
e. Overall service.....	0.....	1.....	2.....	3.....	4.....

15. Were you aware that the Urbandale Fire Department is staffed primarily by volunteers?

- a. Yes b. No (Call 278-3970 for more information!)

I would like to be contacted about volunteer opportunities with the Urbandale Fire Department.

Name: _____ Phone: _____

Section Five: Roadway Maintenance

16. Using the following scale, please rate the condition of the streets throughout the City.

	No Opinion	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
Under Normal Weather Circumstances					
a. Streets in your neighborhood.....	0.....	1.....	2.....	3.....	4.....
b. Arterial streets (e.g., Douglas Ave.)	0.....	1.....	2.....	3.....	4.....
c. Cul-de-sacs.....	0.....	1.....	2.....	3.....	4.....
d. Overall	0.....	1.....	2.....	3.....	4.....
During and Following a Snow or Ice Storm					
e. Streets in your neighborhood.....	0.....	1.....	2.....	3.....	4.....
f. Arterial streets (e.g., Douglas Ave.)	0.....	1.....	2.....	3.....	4.....
g. Cul-de-sacs.....	0.....	1.....	2.....	3.....	4.....
h. Overall	0.....	1.....	2.....	3.....	4.....

17. Are you satisfied with the development of the street network to keep up with the commercial and residential growth in the City?

- a. Yes b. No

Section Six: Library Services

18. Is the Library open when you want to use it? a. Yes b. No

If no, what operating hours do you suggest:

Monday - Friday	_____ a.m. to _____ p.m.
Saturday	_____ a.m. to _____ p.m.
Sunday	_____ a.m. to _____ p.m.

19. Should the Library offer the following items for patron use (please circle your response)?

- a. Digital camera for checkout..... YesNo Don't Know
- b. DVD player for checkout..... YesNo Don't Know
- c. Laptop computer for checkout..... YesNo Don't Know
- d. In-Library wireless access to the Internet..... YesNo Don't Know
- e. Foreign language materials..... YesNo Don't Know
- If yes, what language(s) _____
- f. Other (specify) _____ YesNo Don't Know
- g. Other (specify) _____ YesNo Don't Know

20. How many times in the past 12 months have you personally attended an event or meeting at one of the public meeting rooms at the Library?

- a. None
- b. One
- c. Two
- d. Three or more

Section Seven: Solid Waste Collection

21. Please indicate whether you agree or disagree with each of the following statements related to the City's solid waste collection program.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
All Services					
a. Overall, solid waste collection is timely and reliable.	1	2	3	4	5
b. Overall, residents are kept informed about solid waste collection services and schedules....	1	2	3	4	5
Garbage Collection					
c. The "blue can" system is convenient.....	1	2	3	4	5
d. The garbage collection regulations are easy to understand and remember	1	2	3	4	5
Recycling Collection					
e. The Curb It! "green bin" system is convenient ...	1	2	3	4	5
f. The recycling collection regulations are easy to understand and remember	1	2	3	4	5
Yard Waste Collection					
g. The Compost It! "bag and sticker" system is convenient.....	1	2	3	4	5
h. The yard waste collection regulations are easy to understand and remember	1	2	3	4	5

22. Are you aware that the City will collect large amounts of logs and limbs by appointment for a fee?
 a. Yes b. No (Call 278-3950 for more information!)

23. Are you aware that the City will collect furniture and appliances by appointment for a fee?
 a. Yes b. No (Call 278-3950 for more information!)

Section Eight: Water

The Urbandale Water Board of Trustees and the Urbandale Water Department are very interested in receiving feedback regarding its services. Please answer the following questions related to water service in Urbandale.

24. How would you rate your experience with office or field customer service personnel?
 a. Excellent b. Good c. Fair d. Poor e. No Opinion

25. How would you rate the quality of water provided by the Urbandale Water Department?
 a. Excellent b. Good c. Fair d. Poor e. No Opinion

26. How would you rate your water pressure?
 a. Too High b. Satisfactory c. Too Low

27. Is the information on your water bill presented in a manner that is easy to understand?
 a. Yes b. No

If No, suggested changes? _____

Section Nine: Public Information and On-Line Services

28. Of the information sources listed below, please mark the two that are your primary sources of information about City services.

- a. City of Urbandale web site (www.Urbandale.org)
- b. Urbandale Informational Radio (1210 AM)
- c. Seasonal Recreation Program Guide
- d. Quarterly "Citizens' Brief" newsletter
- e. Des Moines Register
- f. Word of mouth
- g. Urbandale Press-Citizen
- h. City Council meetings on cable TV (Channel 15, 10:30pm, Wednesday after meeting)
- i. Other _____
- j. Other _____

29. The City is preparing to redesign its web site to provide more on-line services. Of the on-line services listed below, please indicate how likely you would be to use each service if it were offered.

	Don't Know	Very Unlikely	Unlikely	Likely	Very Likely
a. On-line pet licensing	0	1	2	3	4
b. On-line recreation program registration	0	1	2	3	4
c. On-line parking ticket payment.....	0	1	2	3	4
d. On-line water bill payment.....	0	1	2	3	4
e. City Council meeting "web casts".....	0	1	2	3	4
f. On-line service requests	0	1	2	3	4
g. Other _____	0	1	2	3	4
h. Other _____	0	1	2	3	4

Section Ten: New Facilities

30. As the City continues to grow, additional services will be required in the coming years to support the needs of an increased population. If a vote were held today, please indicate whether or not you would support a bond referendum for each of the following potential projects.

	Don't Know	Would Support	Might Support	Would Not Support
a. Fire Department Training Facility	0	1	2	3
b. Community Center	0	1	2	3
c. Outdoor Performing Arts Amphitheater	0	1	2	3
d. City Hall	0	1	2	3
e. Outdoor Aquatics Center	0	1	2	3

31. From the following list, please indicate how important it would be to include each of the activities or features in the design of a new Community Center?

	Don't Know	Not Important	Somewhat Important	Very Important
a. Gymnasium for basketball, volleyball, etc.	0	1	2	3
b. Large field house for track, court sports, and team activities	0	1	2	3
c. Teen recreation space / game room	0	1	2	3
d. Indoor ice skating	0	1	2	3
e. Indoor soccer field	0	1	2	3
f. Tennis courts	0	1	2	3
g. Rock Climbing	0	1	2	3
h. Dance room	0	1	2	3
i. Multi-purpose space for classes and meetings	0	1	2	3
j. Computer lab	0	1	2	3
k. Aerobics / fitness area	0	1	2	3
l. Weight room / cardio equipment	0	1	2	3
m. Arts and crafts room	0	1	2	3
n. Racquetball / handball	0	1	2	3
o. Indoor running/walking track	0	1	2	3
p. Drop-in child care for facility users	0	1	2	3
q. Indoor play area for children	0	1	2	3
r. Quiet area for tutoring/study	0	1	2	3
s. Performing arts auditorium	0	1	2	3
t. Indoor lap pool for fitness or exercise	0	1	2	3
u. Indoor leisure pool with play features	0	1	2	3
v. Large multi-purpose meeting room or banquet facility	0	1	2	3
w. Concessions and food service	0	1	2	3
x. Other	0	1	2	3
y. Other	0	1	2	3

Section Eleven: Demographics

Your responses to the following questions will be used for analysis purposes only. All information will be kept strictly confidential and will not be used to identify you in any way.

32. Your gender? ___ a. Female ___ b. Male

33. Your age range?
 ___ a. 18 to 29
 ___ b. 30 to 39
 ___ c. 40 to 49
 ___ d. 50 to 59
 ___ e. 60 to 69
 ___ f. 70 and above

34. Do you own or rent your home?
 ___ a. Own ___ b. Rent

35. What type of dwelling do you live in?
- a. Single-family detached home
 - b. Townhome
 - c. Duplex, Triplex, Quadplex
 - d. Condominium or apartment
 - e. Manufactured Home (i.e., Mobile Home, Trailer)
 - f. Other _____

36. Your annual household income?
- a. \$0 to \$19,999
 - b. \$20,000 to \$39,999
 - c. \$40,000 to \$59,999
 - d. \$60,000 to \$79,999
 - e. \$80,000 and higher

37. How many children under the age of 18 live in your household? _____

38. In which area of Urbandale do you live?
- a. North of Douglas Avenue between Merle Hay Road and 86th Street
 - b. North of Douglas Avenue between 86th Street and 142nd Street
 - c. North of Douglas Avenue between 142nd Street and 184th Street
 - d. South of Douglas Avenue between Merle Hay Road and 86th Street
 - e. South of Douglas Avenue between 86th Street and 142nd Street
 - f. South of Douglas Avenue between 142nd Street and 184th Street

39. For each type of internet access listed below, please indicate how many functioning personal computers you have in your home.

Internet Access Type	Number of computers at home			
a. No internet access	0	1	2	3+
b. Dial-up access (56kbs or slower)	0	1	2	3+
c. Digital Subscriber Line (DSL) access	0	1	2	3+
d. Cable modem access	0	1	2	3+
e. Wireless access	0	1	2	3+

40. Please indicate which type(s) of television services you have in your home. Check all that apply.
- a. Neither cable TV nor satellite service
 - b. Analog cable TV
 - c. Digital cable TV
 - d. Satellite service (e.g., DirectTV or Dish Network)

41. Please feel free to attach another sheet to include any comments that you wish to share, or check here if you would like to be contacted by a City staff person.

Extra sheet attached.

Please contact me at (phone number) _____

Thank you for your time! Please return the survey in the postage paid envelope to City Hall, 3315 70th Street, Urbandale, 50322. For more information, or to receive a copy of the survey results, please contact Don Gloo 515-331-6703 or dgloo@Urbandale.org.

APPENDIX B: RESPONDENTS' COMMENTS

The table below list all of the additional comments included on the survey forms. Comments are edited only to allow for ease of understanding; no editing was done for content or grammar. The number in brackets, following the comment, is the survey number where the comment appeared.

Question	Comment
1a. Animal control...	<ul style="list-style-type: none"> I do not own a pet--I pick up to much dog waste in my yard Same old dogs still roam the neighborhood.
1e. Library...	<ul style="list-style-type: none"> Too big for community. Shouldn't have prominent donors on wall. How tacky!!!
1j. Sanitary and storm sewers...	<ul style="list-style-type: none"> 82nd Street [Respondent was dissatisfied with this service]
1l. Snow and ice removal...	<ul style="list-style-type: none"> Don't like snow pushed into my driveway. Never got my mailbox replacement cost after snow plow ran over it! Have your person check records!!! [Respondent did not provide name, address, or phone number, so follow-up was not possible.] Snowplow fills driveway entrance. I am closer to 90 than 80. Can't shovel at all. Entrance to driveway may be filled several times in one day.
1t. Traffic signals and signs...	<ul style="list-style-type: none"> Traffic light at 70th and Aurora would be great
2j. Swimming pool courtesy...	<ul style="list-style-type: none"> People (students?) who work at pool aren't the most friendly
3h. P&R information sources...	<ul style="list-style-type: none"> Flyer in water bill The newsletter Urbandale sends out.
5e. Pool uses...	<ul style="list-style-type: none"> Birthday party Don't ever use.
7. Park maintenance...	<ul style="list-style-type: none"> Only complaint: Have tried the pool and find it not clean-water is pretty gross, the locker rooms have standing water, not well-ventilated
8. Additional Parks and Recreation programs...	<ul style="list-style-type: none"> Travel program. Wildlife seminars. New equipment at Lyon's Park Class list times on the web site More basket weaving and craft classes I don't use parks Cheerleading camp
9a. Requested Police services...	<ul style="list-style-type: none"> Yes, asked them to control noise on Friday nights at Walker Johnston's bands --they refused. Yes, vacation check, excellent

Question	Comment
12. Police improvements...	<ul style="list-style-type: none"> • Diversity training; communication skills • More radar surveillance • Enforcing loud music in passing cars • Officers are very arrogant ([officer name]) • Programs to inform citizens how they could be more helpful to the police department, for crime prevention and home security. • More late night drive-through housing developments • Stop the barking dogs • Authority to keep recreational noise on Friday nights from Walker Johnston's parties down. It is horrible to listen to a band thru closed windows! • We appreciate the vacation house checks. • None that I can think of now. • Possibly some "bike" police on the trails and parks in the evenings more. • More speed radar set up on aurora and Meredith from 70th to Merle Hay. • Need closer watch at night on 4th of July. Speeders in Urbandale. Sounds by the engine of their cars racing at 100 mph down Urbandale. It seems this only happens on the night of the 4th. Between 10:00 and 12:00 pm. • I think the police ought to do more about illegal fireworks! [This is the first sentence of a 2 page letter on this topic.] • They are doing great. •
15. More UFD info...	<ul style="list-style-type: none"> • [One respondent requested more info on UFD volunteer opportunities.]
16. Roadway maintenance...	<ul style="list-style-type: none"> • Potholes. • Don't appreciate snow from cul-de-sac dumped (all) in my driveway-- as a single mother it is unmanageable. • Except for snowplows always filling my driveway entrance. I have to hire snow removal. I have asked that half the time they go in the opposite direction but not done. • Streets cleared well but I live on the corner and all the snow from the corner adds to filling my driveway.
17. Street network growth...	<ul style="list-style-type: none"> • Need stoplight coordination N of 86th & Douglas • Traffic on our street has increased 100% since the traffic light was placed on 70th and Meredith. The four-way stop on Aurora and 70th is a concern for me. I would say ¼ of the drivers do not know how to do a four-way stop. • Need light at 62nd and Meredith and Ashworth and Meredith.
18. Suggested Library hours... FYI: Current hours are M-R, 9-9, F-Sat, 9-6; Sun, 1-5	<ul style="list-style-type: none"> • M-F, 10-9; Sat, noon-7; Sun, noon-4 • Sat, ___ -10, Sun, 1-10 • Longer hours on Sunday • Friday nights until 9. Would be nice to have a weekend "date" at the Library • M-F, 9-4; Sat, 9-1; Sun, Closed

Question	Comment
19. Additional library materials...	<ul style="list-style-type: none"> • Don't they already have this stuff? Maybe if the building wasn't so large, they could afford these things already! • Would it cost us more in taxes?
19e. Additional language materials	<ul style="list-style-type: none"> • Spanish • Spanish • Italian, French • Spanish • German • Spanish • Spanish, French • Spanish, Baltic • All available • Tapes, videos • German, Russian • Russian, Latin • Spanish • Spanish • Spanish, French • Sign, Spanish • German, Bosnian • Spanish, Bosnian • Spanish, Italian
19f, 19g. Additional Library services...	<ul style="list-style-type: none"> • We go to the Library frequently and they meet our needs as is. • More movies • More DVDs • Concentrate on media (not the players) and the Library experience (which you are doing a great job on!) • Yes • Copies of classical paintings.
21. Yard waste...	<ul style="list-style-type: none"> • One area that is so annoying to me is the disposal of yard waste. The paper bags are costly, cumbersome and a major annoyance to me. I have few trees on my property, but my neighbors have two large sycamore trees that leave a mess in my yard constantly. It is suggested that I compost. However much of the waste is sticks, huge leaves, messy stuff. The bags disintegrate when I put wet materials or live plant waste. When I put them on the curbing they tip over due to cars speeding past my house (I live on 70th Street. • [Compost It!] service is very overpriced. • Too expensive!
23. Bulk item collection...	<ul style="list-style-type: none"> • [I am not aware]...Is this a secret? • [I am aware] but getting it to the curb is a problem.
26c. Water pressure...	<ul style="list-style-type: none"> • Very poor [Resident lives N of Douglas and E of 86th.]
27. Water bill...	<ul style="list-style-type: none"> • If you don't receive my payment, it is hard to figure that out on the bill and to figure what is currently due for the next month. • The bill should reflect previous years cost by month-ex. "current bill" and "2001 bill" and usage amounts. • Would like amt used & \$\$ on current bill from previous month.

Question	Comment
28. City information sources...	<ul style="list-style-type: none"> • Mailings with water bill • Phone call to City agencies • Don't have interest [in web site]. • Never heard of [City radio station]. • No one delivers [Urbandale Press-Citizen]. • [I use the Press-Citizen] when delivered, at times no delivery.
29. On-line services...	<ul style="list-style-type: none"> • Don't have internet access; not everyone has this!
30. Potential new facilities	<ul style="list-style-type: none"> • Need more information to make an informed decision • No! [would not support City Hall] • Can use the [outdoor aquatics center] by Hoover! • Urbandale spends too much money to show off its buildings as it is right now. Bigger is not always better! • Consolidate [Fire Department] training facility with other cities • I thought we had [a City Hall]?? • Would not support a community center west of 100th Street.
31. Community center features...	<ul style="list-style-type: none"> • I don't think a community center is necessary. All these we already have in Urb. • [Re. gymnasium] Open up high school gym more often--Tiby doesn't own it. • [Re. field house] We are not a college! • [Re. indoor ice skating] Urbandale has already. • [Re. tennis courts] Private ones available. • [Re. multi-purpose spaces] Use library. • [Re computer lab] Use library. • [Re weight room and cardio] High school has. • [Re. arts and crafts room] Use library space. • [Re quiet study space] Use library. • [Re. performing arts auditorium] Have one already. • [Re. lap pool] Have pool already. • [Re. leisure pool] Have pool already. • [Re. large multi-purpose space] Use old library for this. • [Re. concessions or food service] Go to Hy-Vee. • Won't be able to afford living in Urbandale at the rate it spends \$. • Would not use any. • We don't need all this. Present facilities adequate. Do you want to tax us out of Urbandale? Many of us are older. Would you give us a tax break if built? • Would not support [a new community center].
36. Household income...	<ul style="list-style-type: none"> • None of your business. • Now retired. [Respondent indicated income in the \$0 to \$19,999 range.]
38. Area in Urbandale...	<ul style="list-style-type: none"> • Too close to Walker Johnston's Friday noise.

Question	Comment
40. Cable TV services...	<ul style="list-style-type: none"> • Not for long-to expensive! • Service stinks • Not everyone is rich. • Am disgusted with Mediacom! Bill \$10 more-reception worse. Do not want digital but want to keep HBO. Please check out other options in October when up for renewal. Please ask residents. Vote?
41. Other comments...	<ul style="list-style-type: none"> • Bike trails need to be closed by 10 pm like the parks. They run along our homes-have some respect. • No parking should be posted on all hills and curves of all streets. Example-Roseland-the illegal parking here is bad!! • Did not ask but...computer access to look for books etc. is poor, instructions not clear, and system is difficult to log on. • Have person in charge check on mail posts run over; he needs to follow. He is definitely not doing his job. [Respondent did not include name, address, or phone number so follow-up is impossible.] • On the whole Urbandale is a fantastic place to live!! • [One respondent gave her name and phone number and volunteered to clarify her responses] • As a senior citizen, I tended to answer the questions as they were important to me and not the general public, i.e., children, youth, families, young adults. • I like to walk but find I am limited to walking sidewalks to the north and east. It is difficult to cross 70th or Aurora to access any sidewalks south of Aurora, north of Meredith or west of 70th • I know the city administrator and Council care about each citizen and appreciate the opportunity to vent my frustrations and to show appreciation for what the City is doing. [This respondent offered name and contact information.]

APPENDIX C: INTERNET PENETRATION

In August 2002, Urbandale staff conducted an informal survey of internet penetration rates in Public Technology Incorporated (PTI) member communities. The data in Table 43 shows a wide disparity between the various jurisdictions. Internet penetration is defined as "access to the internet at home". No distinction was made between broadband access and dial-up access.

City or County	Penetration Rate
Olathe, KS	91%
Johnson Co., KS	86%
Urbandale, IA	83%
Seattle, WA	82%
Montgomery Co., MD	80%
Scottsdale, AZ	80%
Hennepin Co., MN	78%
Newport News, VA	75%
San Jose, CA	73%
Omaha, NE	68%
Casper, WY	67%
Grand Forks, ND	63%
Cincinnati, OH	48%

Table 43: Internet Penetration Rate in Selected Counties and Cities