



City of Urbandale

**2006
Citizen
Survey
Results**

January 2007

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EXECUTIVE SUMMARY

The City of Urbandale conducts a survey of citizen satisfaction biennially. The most recent survey was delivered to 1,000 Urbandale households in June, 2006. The households were selected randomly from the customer list of the Urbandale Water Utility. A total of 425 households (42.5%) 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, women were represented in the sample at a greater proportion than in the population, and the respondents tended to have higher household incomes than average. As in 2004, residents living in rental housing were under-represented.

Respondents were asked to indicate their level of satisfaction with 22 City activities, ranging from Police services to Mosquito Control. As in 2004, the survey used a five-point scale on a series of general satisfaction questions.

The City's Garbage Collection service received the highest percentage of respondents who were "very satisfied" or "satisfied", a combined total of 95%. This was followed closely by Fire & EMS (93%), Library (93%), Water (91%) and Yard Waste Collection (91%). Parks & Recreation was also highly rated, with 90% of respondents indicating they were either "very satisfied" or "satisfied" with this service.

At the other end of the scale, Building Inspections received the lowest percentage of respondents who were "very satisfied" or "satisfied", a combined total of 64%. Slightly better were the Swimming Pool (65%), Mosquito Control (67%), and Planning & Zoning (68%).

Showing big gains from 2004 to 2006 were Mosquito Control, with an increase of 17 percentage points in the percentage of respondents who were “very satisfied” or “satisfied” with the service, followed by Animal Control (up 6 percentage points), and City Hall / Administration (up 5 percentage points). Services showing a large decrease from 2004 to 2006 were Swimming Pool (down 8 percentage points) and Building Inspections (down 7 percentage points) and Snow & Ice Removal (down 7 percentage points).

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” each individual project: fire department training facility (88%), west side maintenance facility (85%), community center with indoor aquatics center (71%), outdoor aquatics center (69%), and outdoor performing arts amphitheater (67%).

The City’s quarterly newsletter—*The Citizen’s Brief*—took the top spot as the main source of information for 32% of respondents, ahead of the *Urbandale Press-Citizen* (22%), *Des Moines Register* (17%), and City web site (14%).

One in three respondents (32%) visited the City’s web site at least three times in the previous 12 months. The vast majority of visitors (83%) “always” or “usually” find the information they are seeking on the web site.

Most (62%) of the respondents are familiar with the new Premium Yard Waste service. Of those respondents who are familiar with it, 17% use the service. Users of the service “strongly agree” or “agree” it is convenient (97%), and a good value (83%).

Over 99% of respondents said that they feel “very safe” or “somewhat safe” living in Urbandale. A large majority of respondents would feel “very safe” or “somewhat safe” walking throughout the City day or night, except that only 53% of respondents would feel that way on the trail system after dark.

SECTION 1. METHODOLOGY

The 2006 Citizen Survey is the sixth 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 and 2004, the City conducted its survey independently.

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 effectively and to identify underperforming service areas so improvements can be made.

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 2006 survey was distributed in June 2006 to 1,000 Urbandale households. The sample of households was randomly selected from the Urbandale Water Utility's customer database.

After generating the sample, the surveys were distributed by regular mail to the addressees. The surveys included a self-addressed, postage-paid return envelope. Survey recipients were asked to return the completed survey by June 30, 2006; however, surveys were accepted until August 5, 2006. Prior to distributing the survey, staff attempted to generate awareness of it via a story in the *Citizen's Brief* newsletter, several stories on the City's web site, and traditional press releases to the *Des Moines Register*.

A total of 427 surveys were returned, however, two surveys were subsequently rejected, for a final response rate of 42.5%. The response rate is the best since 1992 (see Table 1 and accompanying figure).

Response Rates	1992	1996	1999	2002	2004	2006
Distributed	375	800	500	300	642	1,000
Returned	168	226	116	75	248	425
Response Rate	45%	28%	23%	25%	39%	43%

Table 1: Response Rates, by Survey Year

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1.2. Survey Instrument

The 2006 survey was moderately modified from the 2004 version; however, the main questions were unchanged to allow for trend analysis. The modifications will allow Urbandale to submit its survey data as part of the annual ICMA performance measurement program and will allow valid comparisons between Urbandale's survey results and the surveys administered in numerous other communities in the ICMA Center for Performance Measurement.

The changes to the survey fall mainly into two categories. First several questions were added, such as questions regarding the variety and quality of parks and recreation services and library services. (See Appendix B to view the complete survey.) Second, the response scale for several other questions was changed from a five-point scale to a four-point scale to allow for comparisons with other cities' surveys.

Additionally, several new questions were added, including:

- Six questions to assess respondents' perceived safety walking alone in the City under various conditions.
- Two questions to assess respondents' knowledge and opinion of the Premium Yard Waste service.
- One question to assess how satisfied respondents' are with the maintenance of medians and rights-of-way.
- Two questions to assess how often respondents visit the City's web site, and how successful they are at finding the information they need.
- One question that asked respondents what zip code they lived in one year ago and 6 years ago.

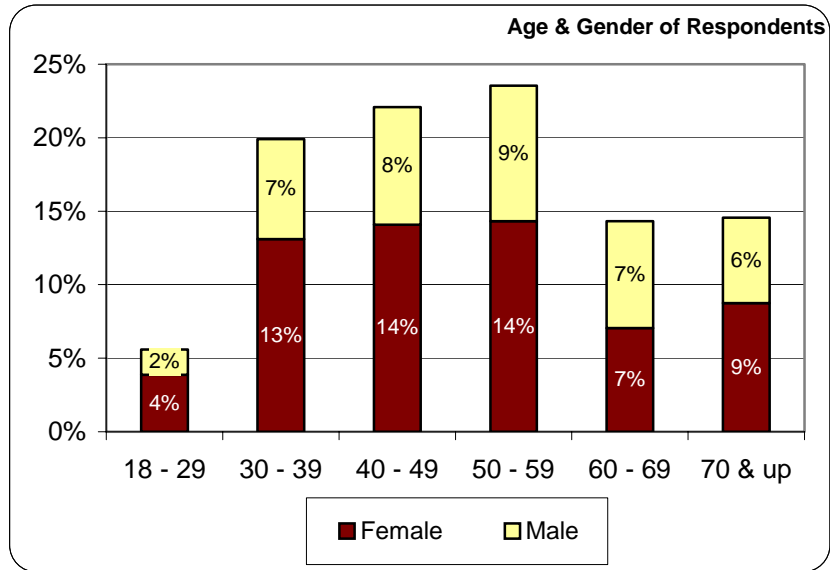
1.3. Comparing 2004 Scores to Prior Years

In the 2006 survey, the notion of a “satisfaction rating” is abandoned. In 2004, this measurement was used to allow for a comparison between 2002 data—which used a four point scale—and 2004 data—which used a five point scale. The measurement was an arithmetic calculation used to derive one rating that was consistent across years. The five-point scale used on the main satisfaction questions in the 2006 survey is identical to that used in the 2004 survey, so no additional manipulation of the scores is necessary.

SECTION 2. FINDINGS

2.1. Demographics

This subsection describes the demographic characteristics of the 2006 survey respondents. The figure to the right illustrates the distribution of the respondents by gender and age. The respondent pool consisted of 62% women and 38% men. This distribution was skewed slightly toward females in comparison to the city's 2005



Census data, just as it was in all previous surveys. Table 2 shows the gender distribution for the recent surveys and for the 2005 Census.

Gender	1992	1996	1999	2002	2004	2005 Census	2006
Female	58 %	65 %	58 %	61 %	58 %	51 %	61 %
Male	42 %	35 %	42 %	39 %	42 %	49 %	39 %

Table 2: Gender Distribution, By Survey Year, 1992 - 2006

The figure above also shows the age distribution of the respondents. Because the 2005 Census uses different age groupings than shown here, it is impossible to say with certainty that the respondent pool mirrors the population.

Table 3 shows the age breakdown of respondents for each of the surveys. Note that the 2006 survey appears to be the most evenly distributed among the age groups. This likely is the result of the random sampling methodology used as well as the larger response rate. It should be noted that the 1992-1999 surveys were distributed only to households with school-aged children.

Age Range	1992	1996	1999	2002	2004	2006
18 to 29	4%	2%	2%	9%	4%	6%
30 to 39	34%	37%	35%	17%	23%	20%
40 to 49	30%	29%	31%	21%	19%	22%
50 to 59	14%	18%	17%	17%	25%	24%
60 to 69	18%	23%	25%	27%	14%	14%
70 and up				9%	14%	15%

Table 3: Age Distribution, By Survey Year, 1992 - 2006

An analysis of the housing-related demographics, as seen in Table 4, reveals that the majority (82%) of respondents live in single-family detached homes. The remainder lives in a townhome (11%) or apartment or condominium (5%). Likewise, most respondents (99%) own the dwelling in which they live, while only 1% is renters. Similar breakdowns were seen in previous surveys.

It should be noted that over 19.8% of households in Urbandale are renter-occupied, according to 2005 Census data. Additional effort must be made in future surveys to obtain a higher response rate from apartment dwellers and other renters.

Dwelling Type	Homeowners	Renters	Total
Single Family Detached	82%	< 1%	82%
Townhome	11%	-	11%
Duplex, 3plex, 4plex	<1%	< 1%	1%
Condominium or Apartment	5%	-	5%
Manufactured Home	< 1%	-	< 1%
Other Dwelling Type	< 1%	-	< 1%
Total	99%	1%	100%

Table 4: Dwelling Type and Homeownership, 2006

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%	24%	40%	68%
South of Douglas	3%	10%	18%	32%
Total	7%	34%	59%	100%

Table 5: Geographic Distribution, 2006

Table 5 shows 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 2004 survey, the distribution was similar except that the responses were even more skewed toward the north and east. The increasing proportion of responses coming from the western one-third of the City reflects the growing population in those neighborhoods.

As in 2004, the percentage of respondents in the highest income category is very high; in fact, half of respondents are in this category (see Table 6).

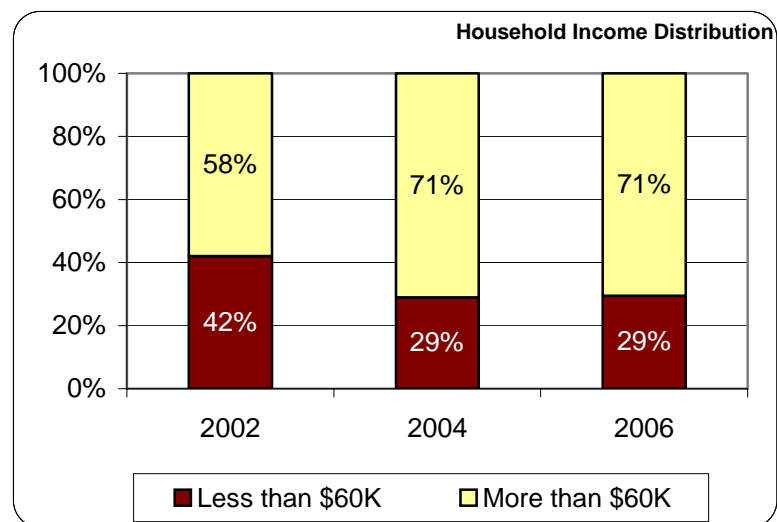
Income Range	1992	1996	1999	2002	2004	2006
\$0 to \$19,999	5%	6%	5%	3%	2%	2%
\$20,000 to \$39,999	25%	17%	12%	22%	13%	11%
\$40,000 to \$59,999	31%	27%	25%	17%	14%	16%
\$60,000 to \$79,999	40%	50%	58%	31%	19%	20%
\$80,000 and up				27%	52%	50%

Table 6: Income Distribution, By Survey Year, 1992 - 2006

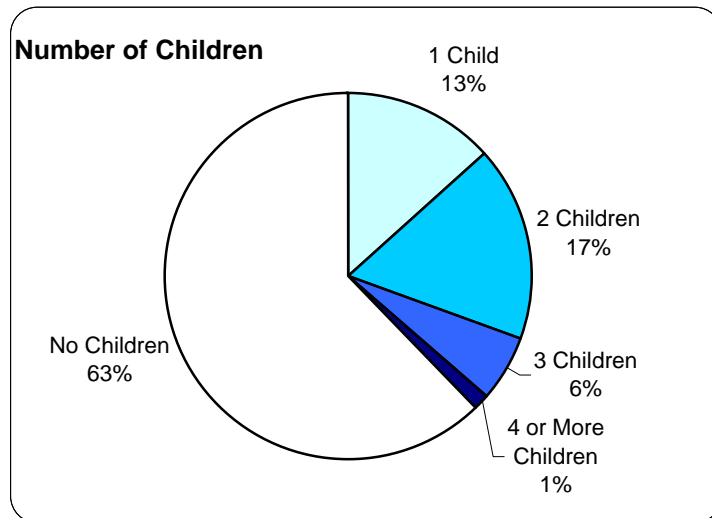
Perhaps more interesting, however, is that the apparent plateau that was reached in the income distributions. Specifically, the percentage of respondents in each income category did not change significantly from 2004 to 2006. This is in contrast to 2004 when there was a large increase in the proportion of respondents in the highest income category.

This is illustrated in the figure to

the right, which compares the income distributions for 2002, 2004 and 2006. Note the apparent shift in categories. It appears that from 2002 to 2004, a significant number of respondents in each category moved into the next higher category. However, this trend did not continue in 2006.



The 2006 survey included a question to gauge the number of Urbandale households with minor children. As seen in the figure to the right, the majority of respondents (63%) have no children under 18 living at home. This percentage corresponds to the findings of the 2005 special census.



Lastly, as in 2004, in order to gain an estimate of internet penetration in the City, respondents were asked to

report how many computers they have in their home, and how many of those computers have internet access. This information is shown in Table 7 and Table 8. It can be seen that the percentage of respondents with a computer at home is virtually unchanged. Moreover, internet connectivity at home has increased slightly from 94% of those with computer at home in 2004 to 98% of those with a computer in 2006. Broadband internet connectivity has clearly overtaken dial-up as the preferred internet access technology.

Computer At Home	2004	2006
No Computer at Home	12%	13%
One or More	88%	87%

Table 7: Computer Penetration, 2004 - 2006

Internet Access Among Respondents With a Computer at Home	2004	2006
No Internet Access	6%	2%
Dial-up	50%	28%
Broadband	42%	62%
Wireless (e.g., Satellite)	< 1%	5%
Don't know what kind	2%	3%

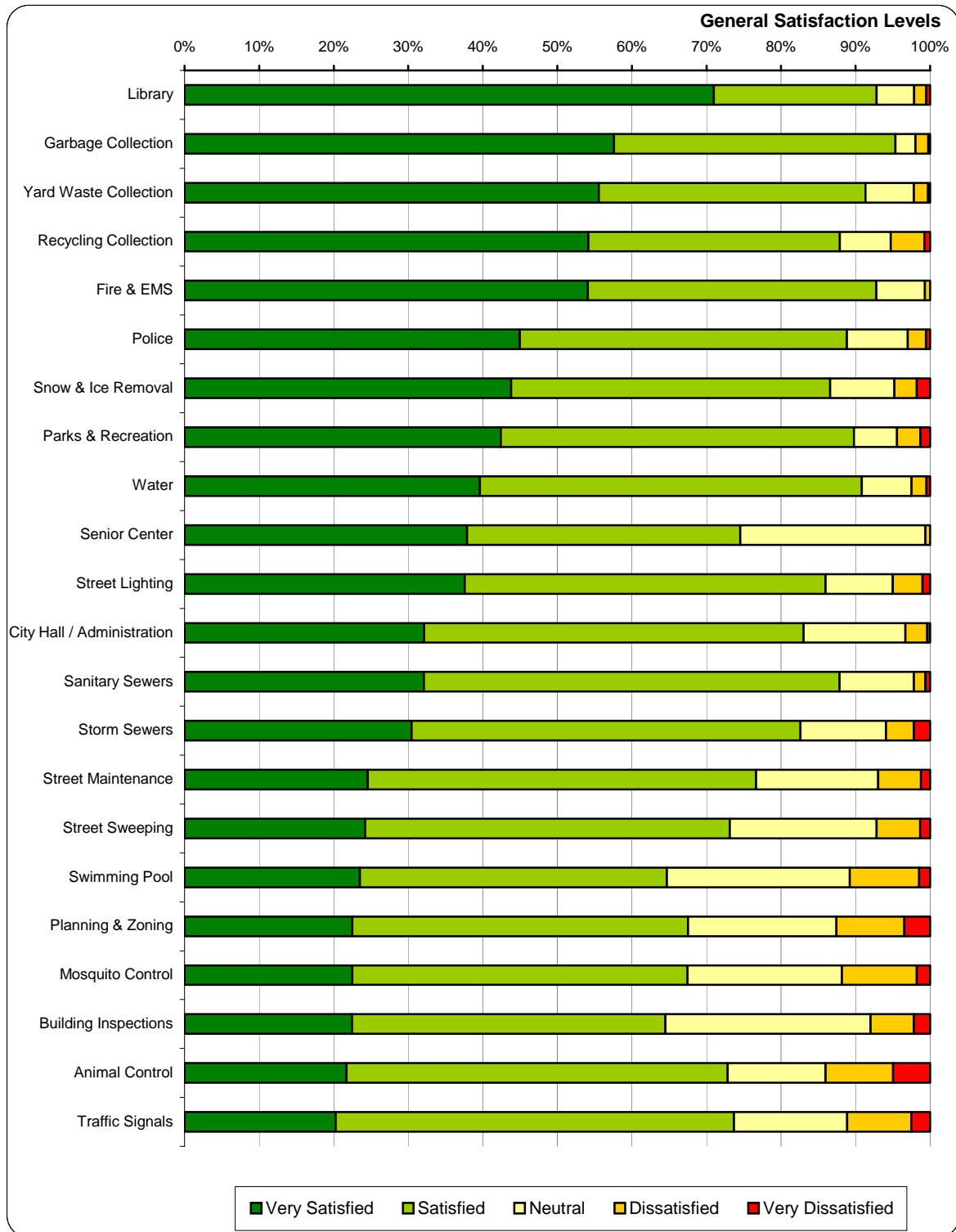
Table 8: Internet Access among Households with a Computer, 2004 - 2006

2.2. General Satisfaction

The figure on the following page serves as a summary of respondents' general satisfaction with each of the City's major service areas. In the figure, the service areas are sorted from the activity with the most "very satisfied" responses to the service area with the fewest. The percentage table is shown below.

All Service Areas	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Library	71%	22%	5%	2%	1%
Garbage Collection	58%	38%	3%	2%	0%
Yard Waste Collection	56%	36%	7%	2%	0%
Recycling Collection	54%	34%	7%	5%	1%
Fire & EMS	54%	39%	7%	1%	0%
Police	45%	44%	8%	2%	1%
Snow & Ice Removal	44%	43%	9%	3%	2%
Parks & Recreation	42%	47%	6%	3%	1%
Water	40%	51%	7%	2%	0%
Senior Center	38%	37%	25%	1%	0%
Street Lighting	38%	48%	9%	4%	1%
City Hall / Administration	32%	51%	14%	3%	0%
Sanitary Sewers	32%	56%	10%	2%	1%
Storm Sewers	30%	52%	11%	4%	2%
Street Maintenance	25%	52%	16%	6%	1%
Street Sweeping	24%	49%	20%	6%	1%
Swimming Pool	24%	41%	25%	9%	1%
Planning & Zoning	23%	45%	20%	9%	3%
Mosquito Control	22%	45%	21%	10%	2%
Building Inspections	22%	42%	28%	6%	2%
Animal Control	22%	51%	13%	9%	5%
Traffic Signals	20%	53%	15%	9%	3%

Table 9: Satisfaction Levels, All Service Areas, 2006, Sorted by Percent of "Very Satisfied" Responses.



2.3. Potential Bond Referenda

As in past years, the 2006 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 5-10 years. The five projects included in the survey were: a Fire Department Training Facility, a Community Center with an indoor aquatic center, an Outdoor Aquatics Center, a joint Parks and Public Works Maintenance Facility, and an Outdoor Performing Arts Amphitheater.

The question about the potential projects is intended to judge respondents' support for a project based solely on its merits. The question did not indicate whether a 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. It should be noted, however, that several of the potential projects have been discussed publicly in the past, and respondents took this into consideration when answering the question.

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 these 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 2006 survey results suggest that none of the five projects would meet this threshold immediately, 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 the voters. 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 the voters.

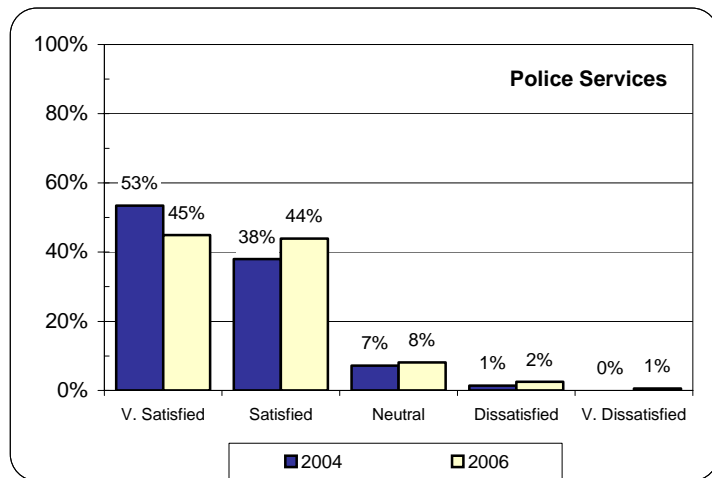
As clearly illustrated by these examples, a critical factor to consider in a bond referendum is the undecided voter. Efforts by interested civic groups to increase awareness regarding a bond referendum can reduce the uncertainty either way. It is noted that Iowa law prohibits the City from expending public funds to campaign on behalf of a bond referendum. A discussion of the survey results for each of the potential facilities can be found in the subsection of the related service area.

2.4. Police

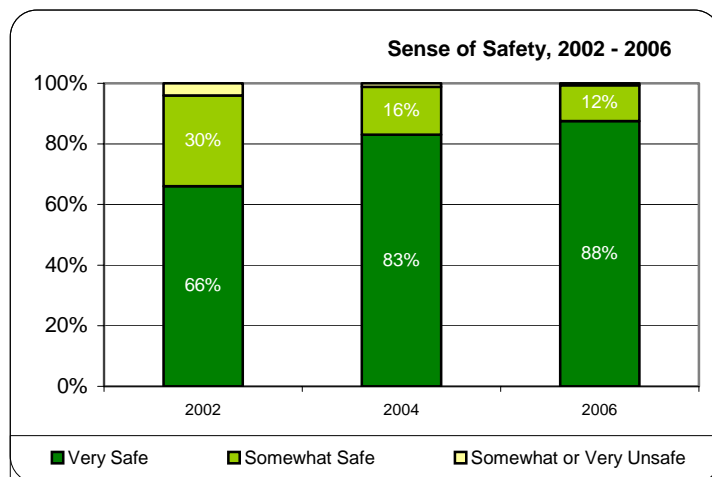
The Police Department provides crime prevention and crime investigation services to the community on a 24 hours per day, 7 days per week basis. The Department is responsible for enforcing all applicable laws and ordinances. Officers interact with or are observed by the public on a daily basis. The Department 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 Levels – Police Services

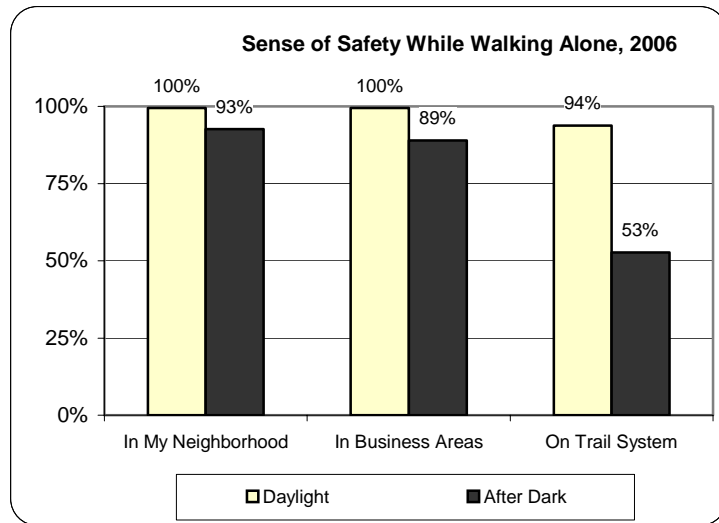
The figure to the right shows the overall satisfaction levels for police services in 2004 and 2006. In 2006, 89% of respondents were either “very satisfied” or “satisfied” with the core services of the Police Department—crime prevention and investigation. This is a slight decrease from 2004 (91%).



As in the two prior surveys, the 2006 survey included a question to assess respondents' perceived sense of safety in their community by asking how safe respondents feel living in Urbandale. The results, shown at right, reveal that 100% of respondents feel “very safe” or “somewhat safe” living in the city. This sense of safety appears to have increased gradually since 2002, when this question was first included on the survey. It should be noted that “somewhat unsafe” and “very unsafe” are combined on this figure for ease in interpretation.

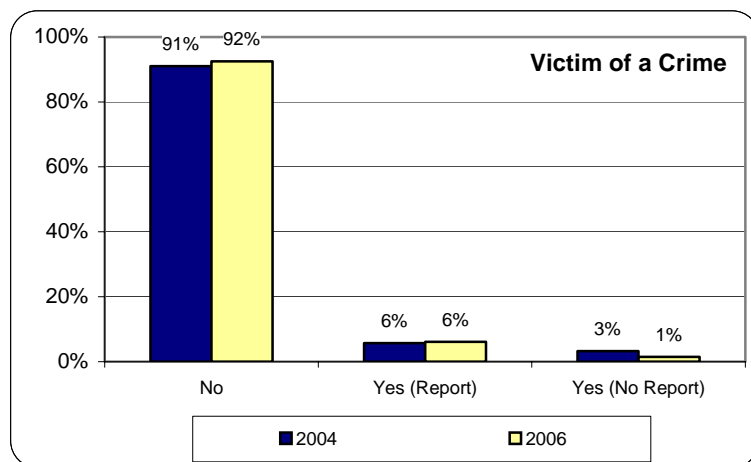


In the 2006 survey, a series of questions were added to assess respondents' sense of safety while walking alone in various parts of the City, and at different times of the day.¹ The figure to the right illustrates the responses to these questions. The bars represent the percentage of respondents who said they would feel "very safe" or "somewhat safe" walking alone under the various conditions.



It can be seen that a large majority of respondents would feel "very safe" or "somewhat safe" throughout the City, during daylight hours. In contrast, only a slim majority of respondents (53%) would feel "very safe" or "somewhat safe" walking alone on the trail system after dark.

As in 2004, respondents were asked if they or a family member were a victim of a crime in Urbandale in the previous 12 months. As seen in the figure to the right, 92% of respondents reported that they were not the victim of a crime. This result is virtually unchanged from 2004.



It should be noted that a question like this one, which relies on the respondent's "self-report", is subject to some interpretation because it relies on the respondent's perception of events. A respondent may report that he or she was a victim when, in fact, no crime occurred.

¹ These questions were adapted from the ICMA Center for Performance Measurement's (CPM) standardized survey. The results of these questions will allow comparisons between Urbandale and other CPM communities.

Respondents who had requested Police services in the past 12 months were asked to express their satisfaction levels on the specific service elements. However, because only 18% of respondents had direct contact with the Police Department in the past 12 months, the results of this question are not meaningful.

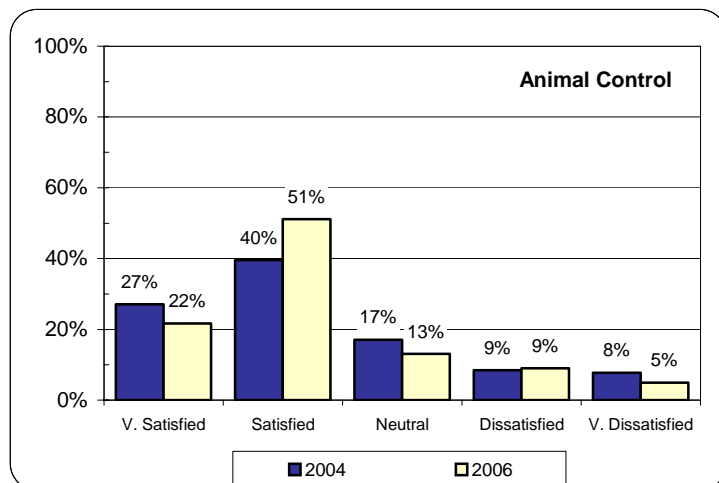
Used Police Services in Past 12 Months	2006
Yes	18%
No	82%

Table 10: Respondents' Use of Police Services, 2006

2.4.2. Satisfaction Levels – Animal Control Services

Animal Control Services responds to requests for the control of domestic animals that are running at large or that are otherwise creating a nuisance. In the event that Animal Control Services is called to assist with a wild animal, typically, staff will advise the resident to contact a commercial animal control service. The City's Animal Control Services are not intended or equipped to deal with wild animals.

The figure to the right shows the overall satisfaction levels for Animal Control Services for 2004 and 2006. In 2006, 73% of respondents were “very satisfied” or “satisfied” with this service area. This is a slight increase from 2004 (67%).



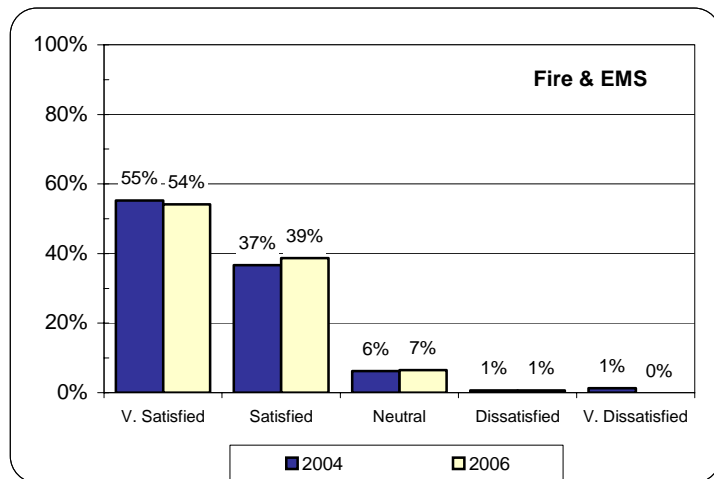
It is noted that the Animal Control activity has been underperforming for several surveys in a row. Following the 2004 survey, the Police Chief completed a review of this service area and described options for improvement. At that time, the Police Chief recommended continuing the provision of Animal Control Services using the existing model with minor changes.

2.5. Fire and EMS

The Urbandale Fire Department provides fire prevention and suppression and emergency medical services on 24 hours per day, seven days per week basis. The Department is represented by nine full-time staff members, complemented by approximately 28 paid-on-call volunteers.

2.5.1. Satisfaction Level – Fire & EMS

The figure to the right illustrates that 93% of respondents are either “very satisfied” or “satisfied” with the City’s Fire & EMS services. This figure is consistent with the figure for 2004 (92%). 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.



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 7 respondents who had requested Fire service and only 31 individuals who had requested EMS service, the results of this question are not meaningful.

2.5.2. Future Bond Issue – Fire Department Training Facility

As in 2002 and 2004, the 2006 survey asked respondents to indicate their level of support for a potential bond referendum to build a Fire Department Training Facility. The facility could include a burn room, tower, training props, and confined spaces; however, the City has not prepared any plans for a training facility. An on-site facility could possibly reduce firefighter certification times from 18-24 months to 6 months. The results of this question are show in the table below.

Potential Project: Fire Training Facility	1999	2002	2004	2006
Would Support	47%	41%	48%	42%
Might Support	34%	44%	44%	46%
Would Not Support	19%	15%	8%	12%

Table 11: Potential Bond Referendum, Fire Training Facility, By Survey Year

2.6. Solid Waste Collection

Solid Waste collection is the responsibility of the Solid Waste Division of the Department of Engineering and Public Works. This Division 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 City does not provide solid waste services to commercial properties.

The Division collects household garbage once per week from approximately 12,000 residences. Beginning in October, 2003, residents began paying a separate user fee of \$6.00 per month per household for the collection of household waste. Prior to that time, the City provided 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.

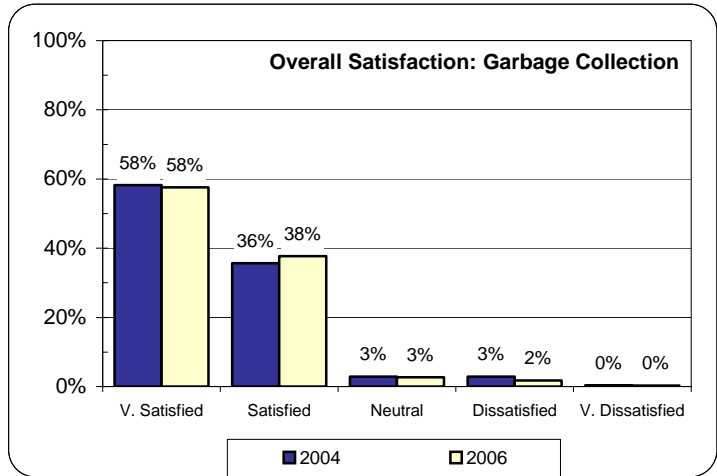
Yard waste is collected once per week from April through November, weather permitting. In May, 1999, the current "pay as you throw" system was implemented for the yard waste program to recover some of the cost of the program.

The 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 Curb It! recycling program at no direct cost to them. 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; yogurt and margarine containers; tin and aluminum cans; and flattened cardboard. In October 2004, the list of items that are accepted in the Curb It! program was expanded to include empty aerosol cans, all plastic bottles, and wire clothes hangers.

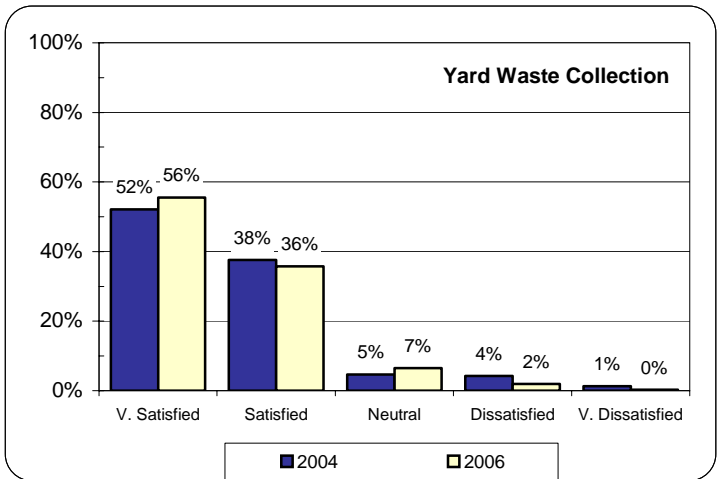
The Solid Waste Division also provides a number of special services. For example, it conducts the annual Spring Cleanup program for bulk items, at no additional cost to residents. Residents may also request a bulk item collection or a log and limb collection at any time during the year. There is a fee for these by-request services. At holiday time, Christmas trees are collected at the curbside at no cost, and there is a free leaf drop-off on several Saturdays in the fall.

2.6.1. Satisfaction Level – Solid Waste Collection

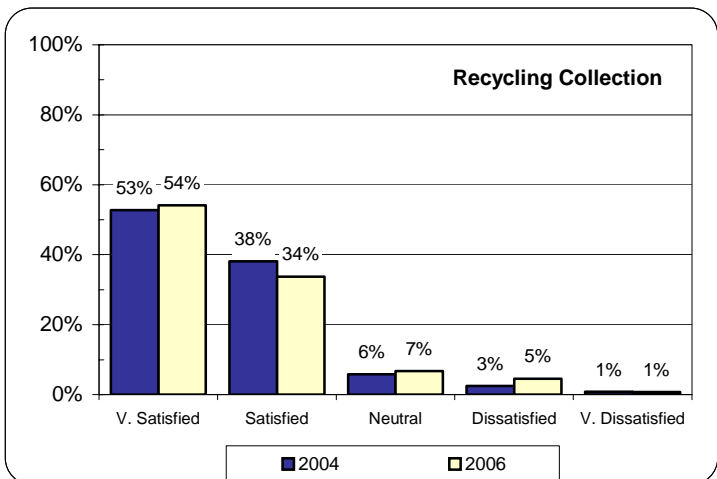
The top figure on this page shows the overall satisfaction levels for garbage collection for 2004 and 2006. It illustrates that 96% of respondents were either “very satisfied” or “satisfied” with this service in 2006. This is a slight increase from 2004 (94%).



The middle figure shows the overall satisfaction for yard waste collection. In 2006, 92% of responses were either “very satisfied” or “satisfied” with this service. Again this is a slight increase from 2004 (90%).



The last figure shows the overall satisfaction for recycling collection. The percentage of respondents who were “very satisfied” or “satisfied” with this service dropped slightly from 91% in 2004 to 88% in 2006.

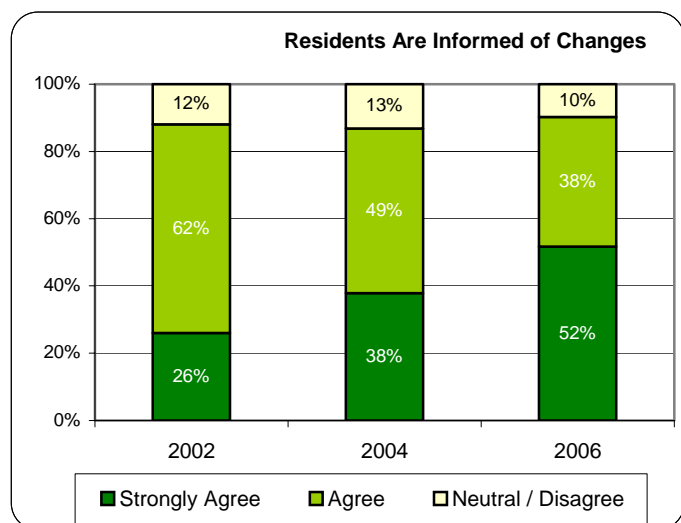
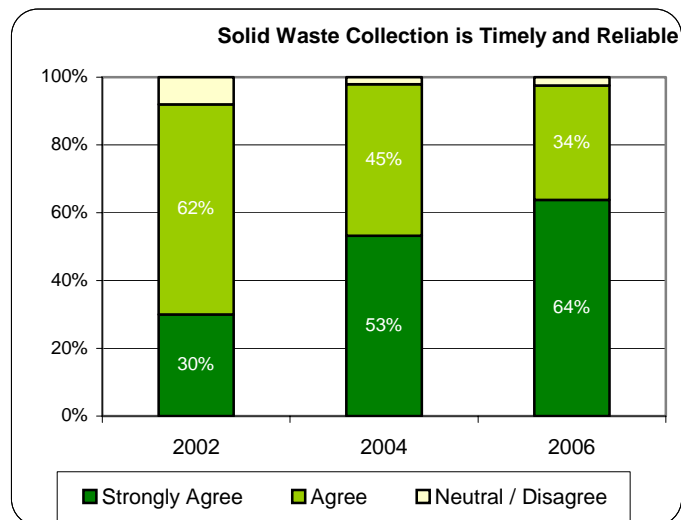


As in previous years, the 2006 survey included a series of questions to assess the convenience and ease of use of the three main solid waste collection services--garbage, recycling and yard waste. Specifically, respondents were asked to indicate the extent to which each program is "convenient to use", and whether the regulations for each program are "easy to understand and remember". Respondents were also asked to assess the overall timeliness and reliability of the three programs, as well as the extent to which they are kept informed of changes in the collection schedules. The results of these questions are shown graphically in the figures on the following pages.

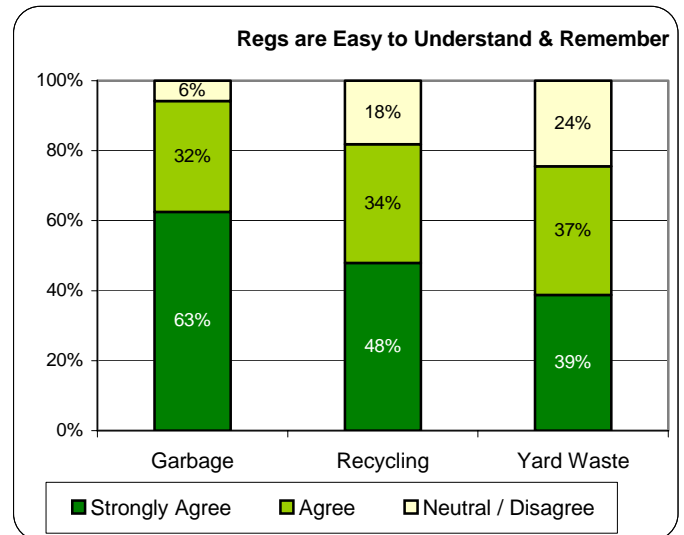
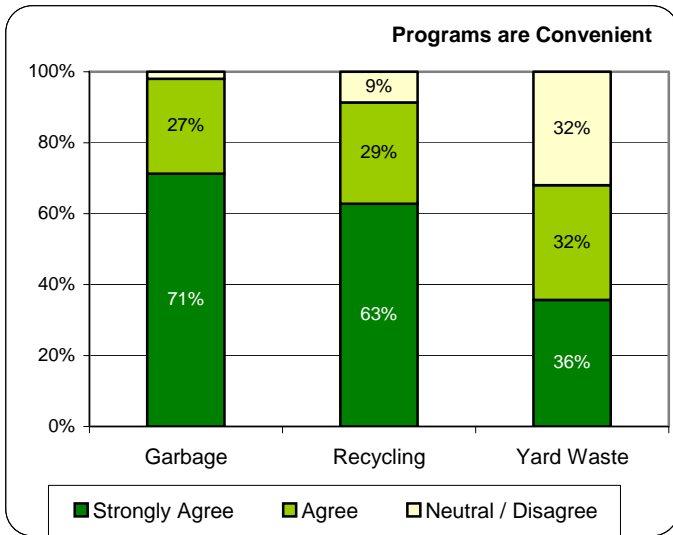
In these figures, it is clear that all of the indicators are steady or improving. However, if there is an area of concern, it is that respondents feel much less positive about yard waste collection than they do about garbage and recycling collection.

It should be noted that in all of the figures in this sub-section, the "neutral", "disagree" and "strongly disagree" categories are combined to aid in interpreting the figures.

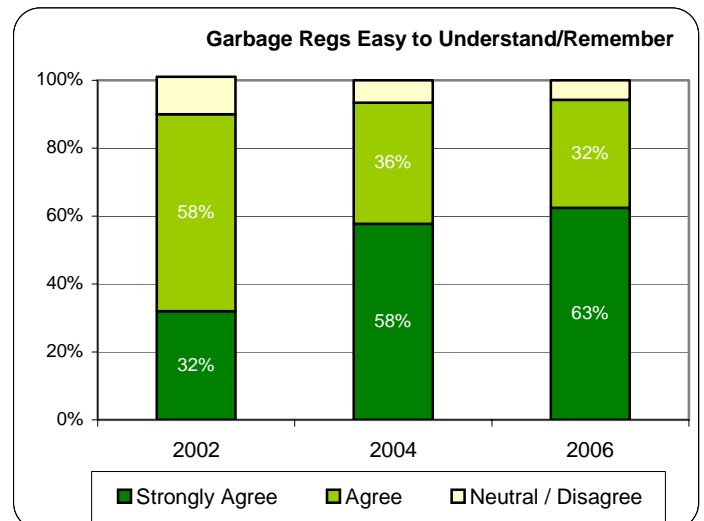
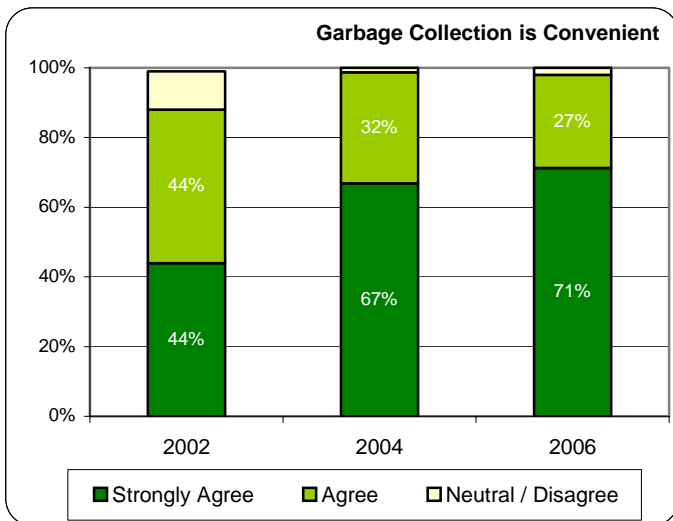
In the pair of figures on this page, it is clear that respondents agree that solid waste collection, overall, is timely and reliable. Moreover, the percentage that agrees with this has increased each year since 2002. Also, the percentage of respondents who feel that residents are kept informed of changes in the solid waste collection program has increased from 2004 to 2006.



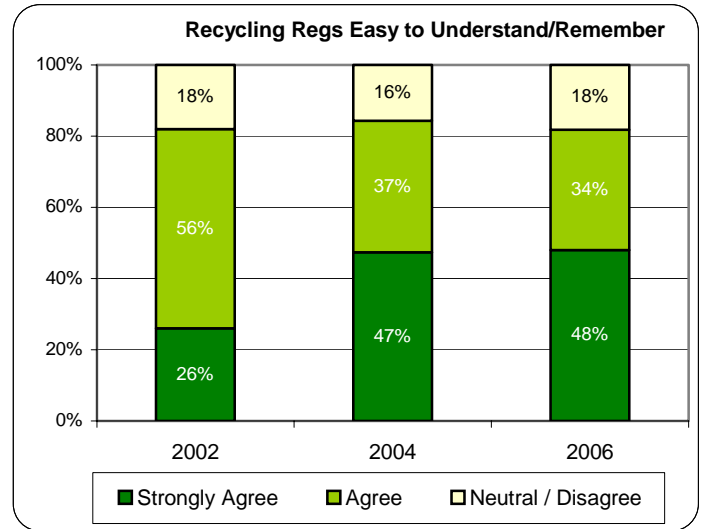
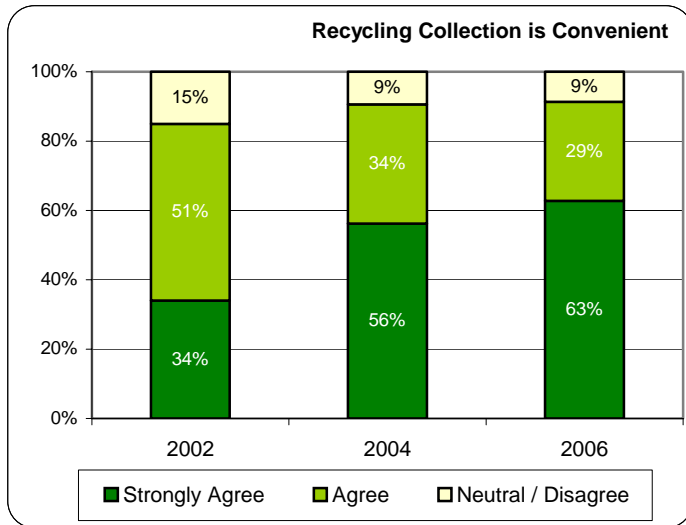
The figures immediately below illustrate the concern about yard waste collection that is noted above. Specifically, only 68% of respondents in 2006 agreed that yard waste collection is convenient. This is in contrast to the 98% who feel that garbage collection is convenient. Furthermore, it is shown that only 76% of respondents feel that the yard waste regulations are easy to understand and remember, which is in contrast to garbage collection (95%).



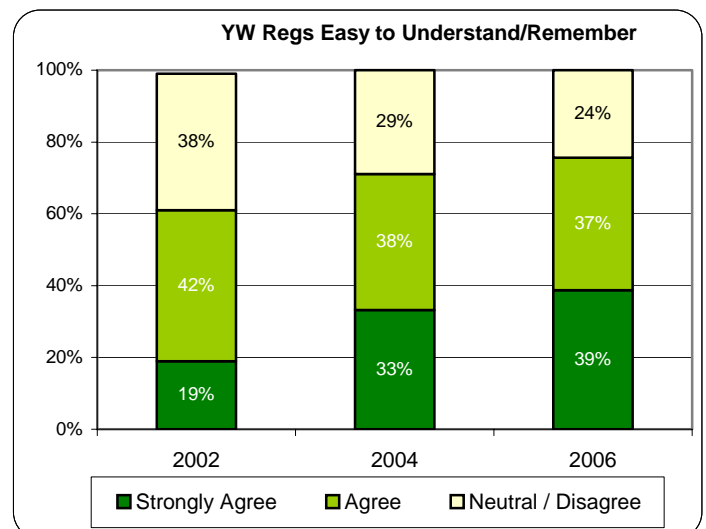
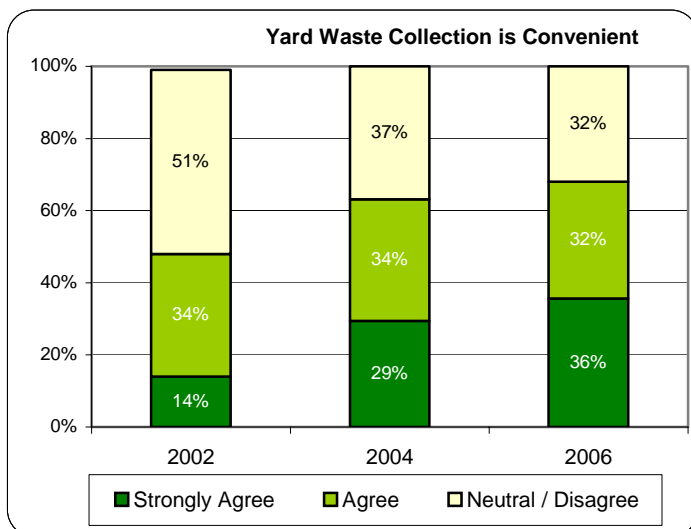
Over the past three surveys, an increasing percentage of respondents has agreed that garbage collection is convenient, from 88% in 2002, to 98% in 2004. Also, the percentage of respondents who feel that the garbage collection regulations are easy to understand and remember has increased to 95% in 2006. This is illustrated in the pair of figures below.



Likewise, the percentage of respondents who agree that recycling collection is convenient has increased over the past three surveys, from 85% in 2002 to 91% in 2006. The pair of figures below shows that the overall percentage of respondents who agree that the recycling regulations are easy to understand and remember has remained steady since 2002, but the percentage that strongly agrees has jumped significantly.



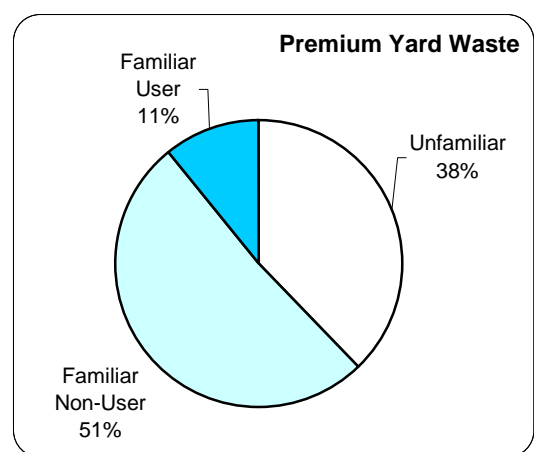
As noted previously, a significant number of respondents do not agree that yard waste collection is convenient. While this percentage has decreased in 2004 and in 2006, it remains at about one of every three respondents (32%). Also, the percentage of respondents who feel that the yard waste regulations are easy to understand and remember has improved, but about one-quarter of respondents (24%) still do not agree that this is true.



In 2005, the City introduced a new service referred to as Premium Yard Waste. This subscription-based service provides an alternative to the brown bag yard waste system by allowing residents to use a roll-out cart to discard yard waste. For an annual fee, residents can fill the cart each week and they don't have to purchase the brown bags or spend time bundling yard waste.

While this service is not appropriate for all residents—those with an abundance of yard waste will find it most appealing—the 2006 survey added two questions related to Premium Yard Waste. First, the survey asked if respondents were aware of the service. Respondents who are familiar with the program were asked whether or not they used the service.

As seen in the figure to the right, only 38% of respondents were unfamiliar with Premium Yard Waste, and 11% were users of the service. Of those who currently use Premium Yard Waste, 97% found the service to be convenient, and 83% found it to be a good value.

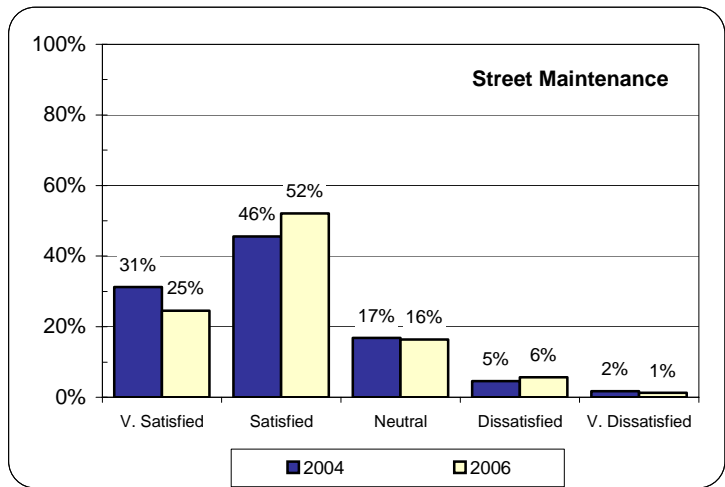


2.7. Street Maintenance

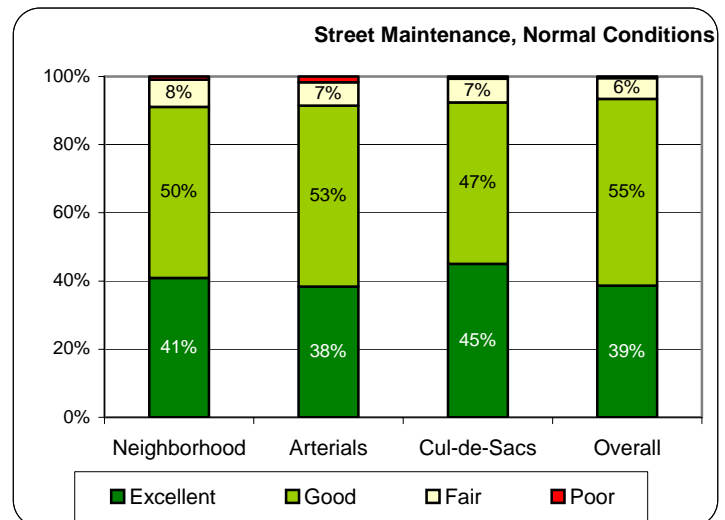
The Street Maintenance Division maintains the street infrastructure so as to provide a safe and effective transportation system. This includes traditional street repair and maintenance activities, snow and ice removal operations, pavement marking, maintenance of traffic signals and signs, and street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

2.7.1. Satisfaction Level—Normal Conditions

The figure at the right illustrates respondents' overall satisfaction with the maintenance of the City's streets under normal weather conditions (as opposed to snowy or icy conditions). It should be noted that there appears to be some deterioration in the percentage of respondents who are "very satisfied", compared to 2004.

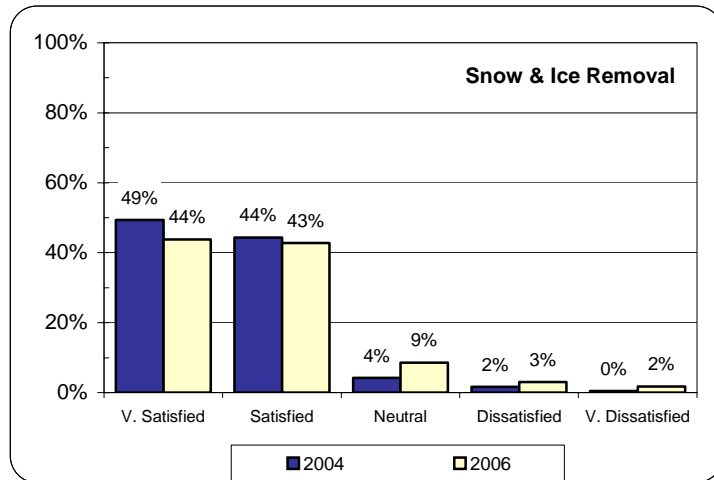


The next figure illustrates that there is only slight variability in the satisfaction with street maintenance depending on the type of street. It can be seen that, under normal weather conditions, roughly nine in 10 respondents rated the street maintenance as "excellent" or "good" for all categories of streets.

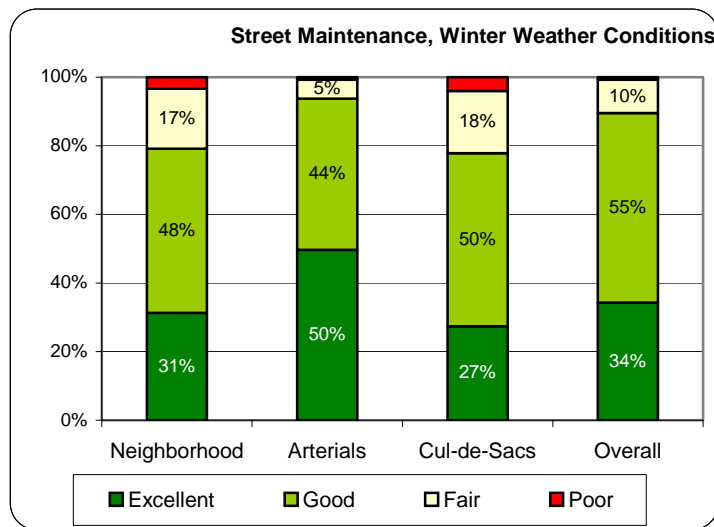


2.7.2. Satisfaction Level—Winter Weather Conditions

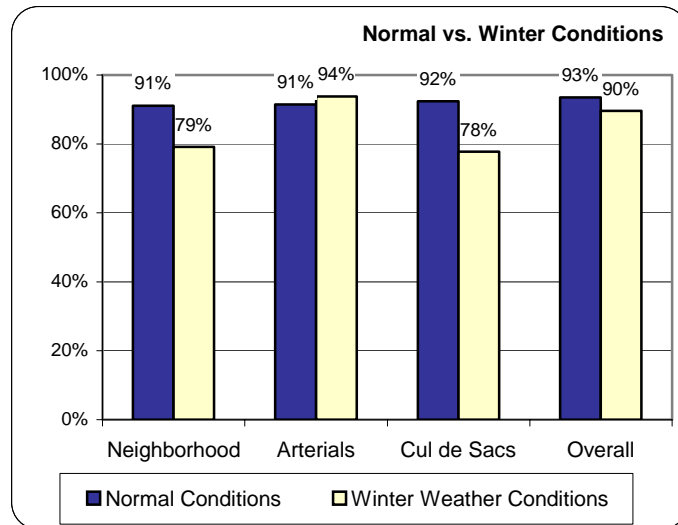
During the winter months, the removal of snow and ice is an important concern to the City. It is the goal of the City to clear snow and ice from all City streets quickly and safely, however, a variety of circumstances may affect the allocation of equipment, materials and staff to clear the streets of snow and ice. The figure at the right illustrates the respondents' overall satisfaction with snow and ice removal.



The figure to the right shows some variability in respondents' ratings of street maintenance in winter weather conditions. For example, 94% of respondents said that the maintenance of arterials was "excellent" or "good" during winter weather, but the ratings for neighborhood streets (89%) and cul-de-sacs (77%) was substantially lower.



The next figure in this section clearly shows the effect of comparing the two previous figures. Specifically, this figure shows the percentage of “excellent” and “good” ratings for each category of street during the two different weather conditions. Note that the percentage of positive responses drops significantly for neighborhood streets and for cul-de-sacs, while at the same time it increases for arterials.



Digging deeper into the question of satisfaction with neighborhood streets, it is interesting to note that there is a significant difference in the satisfaction of respondents in the western one-third of the City, compared to others. As seen in the table below, respondents in the western neighborhoods are much less satisfied than those in the central or eastern portions of the City.

Specifically, among those respondents who live west of 142nd Street, only 80% felt that the street maintenance in their neighborhood was “excellent” or “good”. This is in contrast to respondents between 86th Street and 142nd Street (92% positive) and respondents east of 86th Street (89% positive).

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 Ave/Pkwy	83%	96%	89%	91%
South of Douglas Ave/Pkwy	75%	100%	87%	90%
Total	80%	92%	89%	91%

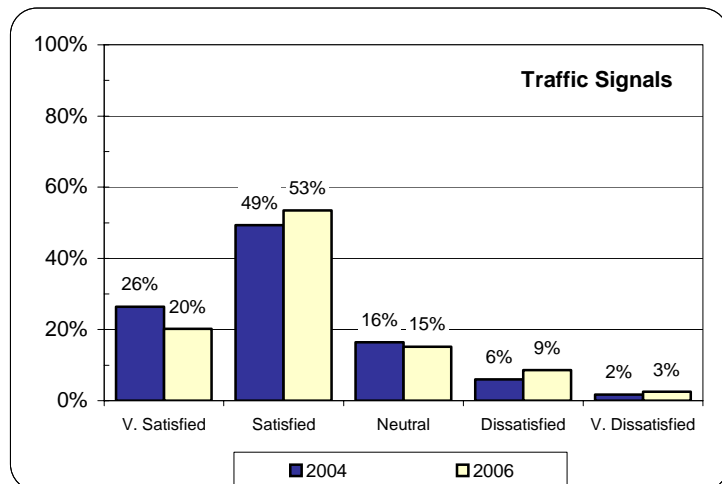
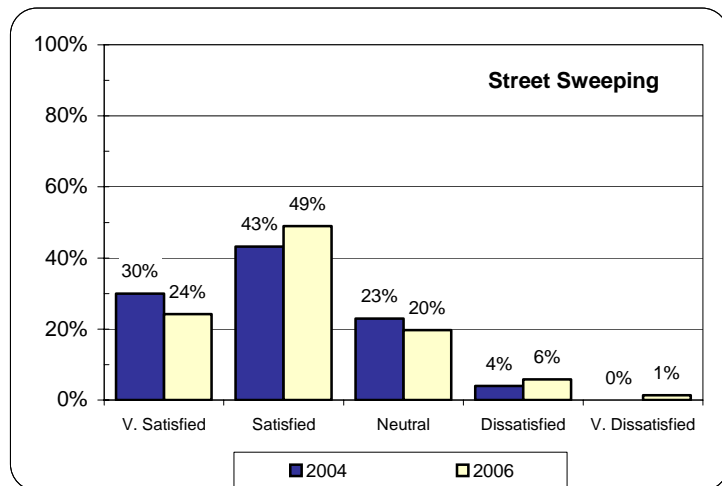
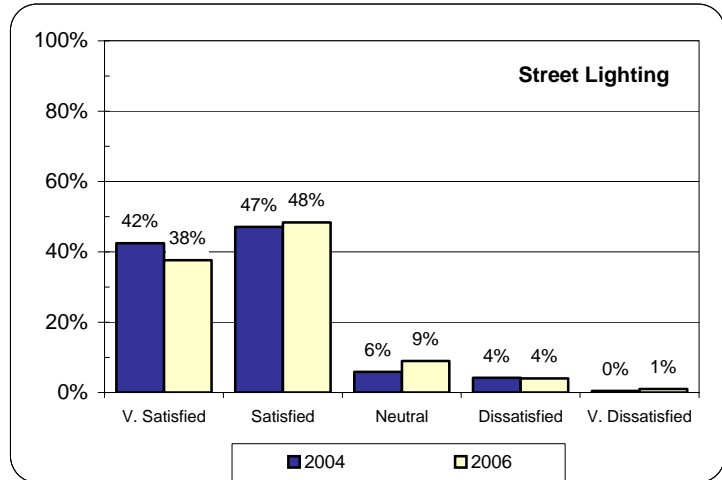
The streets in the west are a mix of older rural roadways that have not been reconstructed and newer residential streets within the developing subdivisions. One can assume that the dissatisfaction results either from the condition of the older streets as a result of their age, or the condition of the newer streets as a result of the near-constant construction activity, or both. Trucks and other heavy equipment moving on these roadways can very quickly leave substantial accumulations of mud and other debris on the roadway. This debris often becomes hard packed and is present until it is removed by a significant rain or by street sweeping

activities. Similarly, the heavy equipment clearly takes a toll on the older roadways that were never intended to accommodate the significant traffic now present in the west.

2.7.3. Traffic Safety

On the questions of traffic safety- including street lighting, street sweeping, and traffic signals, the three figures on this page suggest only slight changes in satisfaction from 2004 to 2006.

It should be noted in all three cases that the percentage of respondents who were “very satisfied” has decreased somewhat, while the percentage who were “satisfied” has increased somewhat.



2.7.4. Satisfaction Level—Other Street Maintenance Indicators

The table below 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. More than 8 of 10 respondents are satisfied with the growth of the street network in 2006.

Street Network Growth	2004	2006
"Very Satisfied" or "Satisfied"	87%	81%

Residents want to be kept informed when street maintenance will result in detours or delays. As in 2004, the 2006 survey asked respondents if they are satisfied with the City's efforts to keep them informed. The responses were unchanged from 2004 to 2006.

Info on Detours & Delays	2004	2006
"Very Satisfied" or "Satisfied"	77%	77%

Lastly, the 2006 survey included a new question to assess respondents' opinions of the City's efforts to maintain the rights-of-way throughout the community. Nearly 8 of 10 respondents were either "very satisfied" or "satisfied" with right-of-way maintenance.

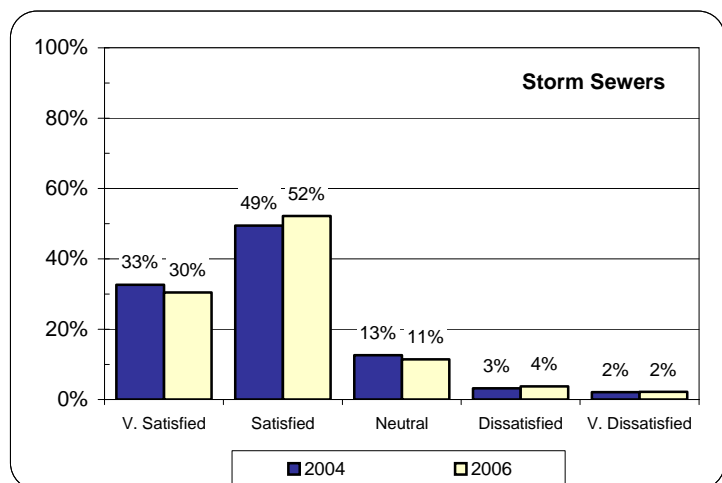
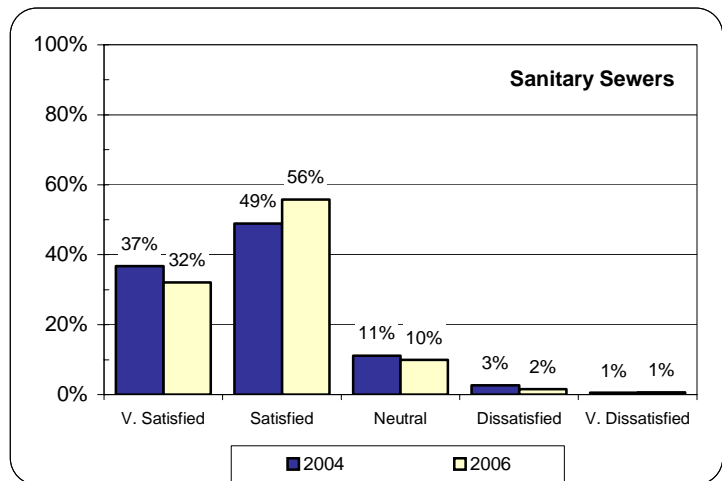
Right-of-Way Maintenance	2006
"Very Satisfied" or "Satisfied"	78%

2.8. Sewers

Maintenance of effective sanitary and storm sewer systems is critical to the health of City residents and the protection of the environment. Public Works staff 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 – Sewers

The 2006 survey included a question to assess respondents' satisfaction with the City's sanitary and storm sewer systems. Prior to 2004, the two sewer types were combined in one question. The results are seen in the figures to the right.

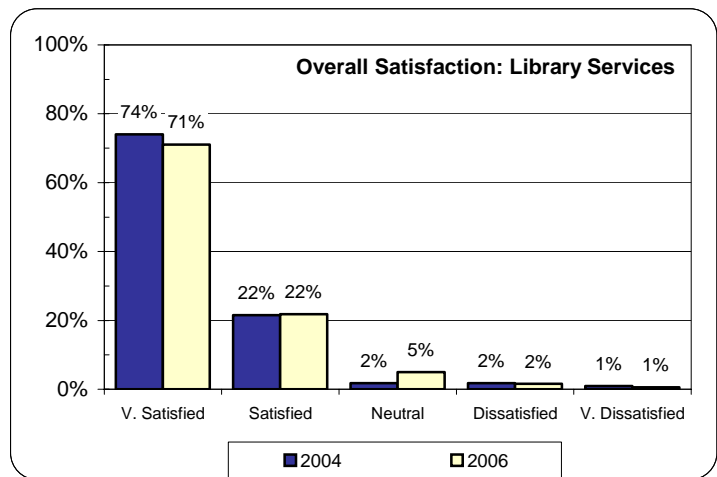


2.9. Library

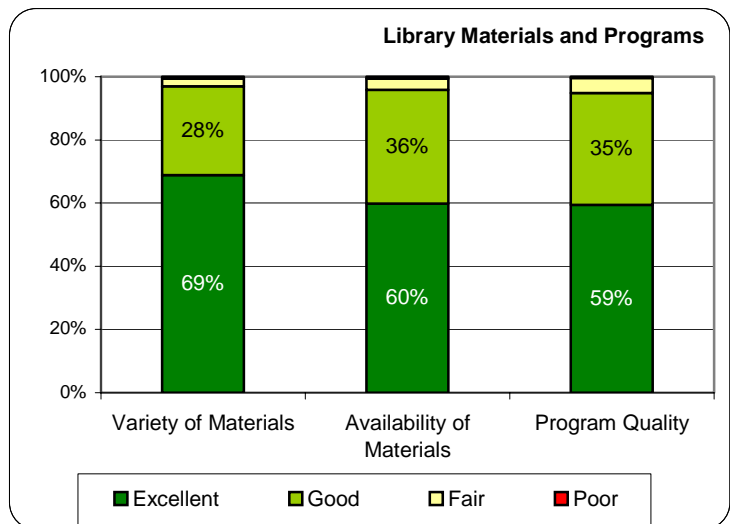
The Library Board of Trustees sets the policies and strategic goals for the Urbandale Public Library. The policies are executed by the Library's staff. The current facility was opened in August 2000. The 2006 citizen survey is the third survey since it was opened.

2.9.1. Satisfaction Level – Library Services

As indicated in the figure to the right, the percentage of respondents who are "very satisfied" or "satisfied" with the Library's services remains high at 93%, although this is a slight decrease from 2004. This high level of satisfaction likely reflects a combination of satisfaction with the Library's products and services, and the enduring satisfaction with the "like new" facility.



Three new questions were added in 2006 to assess satisfaction with the variety and availability of the Library's materials, as well as the quality of programs. The results, shown in the figure to the right, illustrate a high level of satisfaction on all three measures.

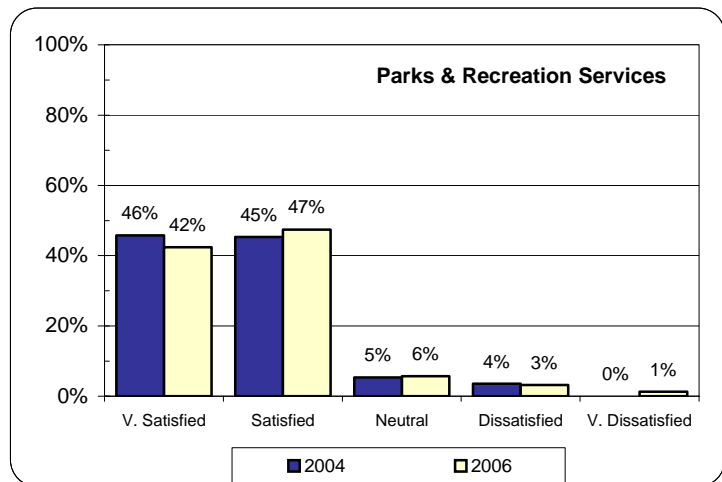


2.10. Parks and Recreation

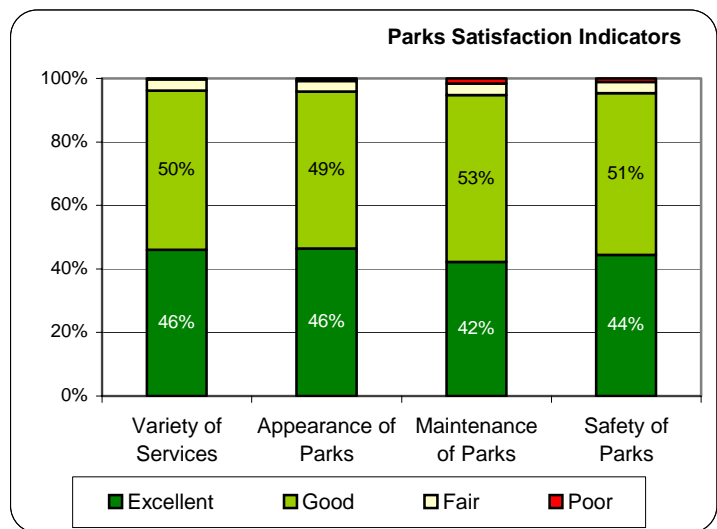
The Parks and Recreation Department provides a wide array of leisure time services to the public on a daily basis. Some of the programs offered by the department include the Swimming Pool, Senior Center, Mosquito Control, and Grounds Maintenance services. The general public interacts with the department every day through its year-round Recreation and Community Education programs, Senior Center programs, and the City's expanding network of neighborhood and regional parks and trails.

2.10.1. Satisfaction Level – Parks & Recreation Services

The figure to the right shows the percentage of respondents who were “very satisfied” or “satisfied” with the services provided by the Parks and Recreation Department. The results are only slightly changed from 2004.

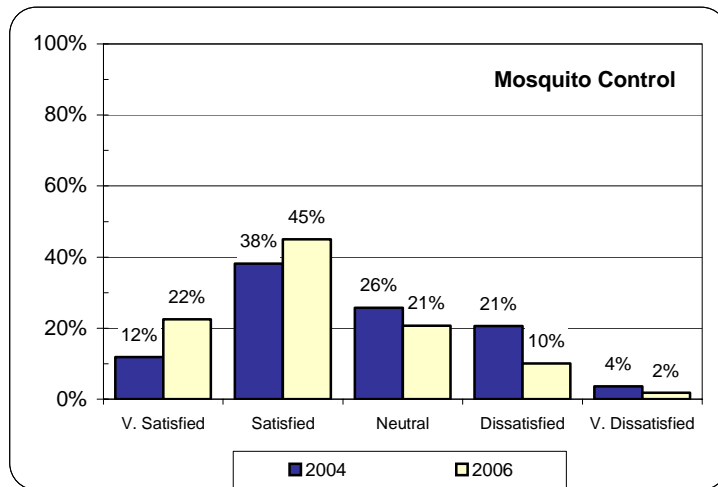


In 2006, four questions were added to the survey to explore in greater detail the satisfaction with various aspects of the parks. As seen in the figure to the right, respondents overall expressed a high level of satisfaction with the variety of services, the appearance of the parks, the maintenance of the parks, and the safety of the parks.



2.10.2. Satisfaction Level – Mosquito Control

Satisfaction levels for the Mosquito Control program are shown in the figure to the right. The percentage of respondents who were “very satisfied” or “satisfied” with this program increased significantly from 50% in 2004 to 67% in 2006.



2.10.3. Future Bond Issue

In September 2001, the City Council approved a Master Plan for the City Center development at 142nd Street and Douglas Parkway. 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. The table below 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	2004	2006
Would Support	26%	26%	26%
Might Support	36%	43%	41%
Would Not Support	38%	31%	33%

2.10.4. Future Bond Issue

The construction of a community center was identified as a community goal during the Imagine Urbandale community visioning process. Over the past six years, several versions of a plan for a community center have been considered. Based on the recommendation by the Parks and Recreation Commission, the City Council established February 20, 2007 as the referendum for the consideration of a \$21 million general obligation bond issue to construct the Community Center and Lions Park wading and splash pool.

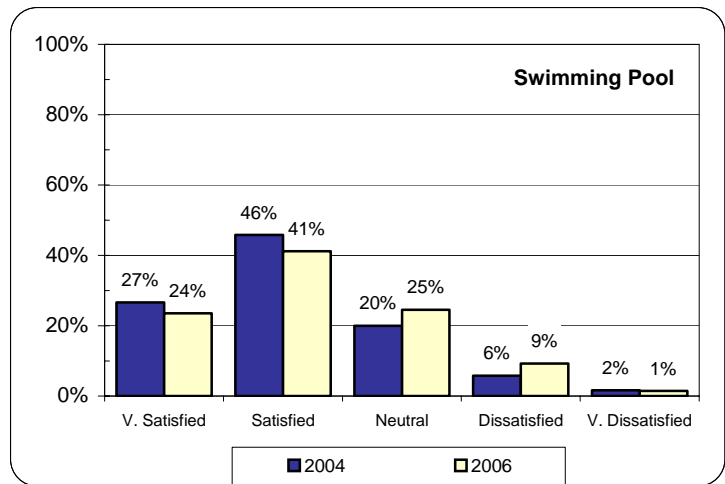
Potential Project: Community Center	1992	1996	1999	2002	2004	2006
Would Support	29%	62%	47%	36%	31%	32%
Might Support	48%	15%	29%	42%	45%	38%
Would Not Support	24%	23%	24%	22%	25%	29%

2.11. Swimming Pool

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

2.11.1. Satisfaction Level – Swimming Pool

The figure to the right shows the level of satisfaction for the swimming pool. It should be noted that the percentage that was “very satisfied” or “satisfied” dropped from 73% in 2004 to 65% in 2006.



2.11.2. Future Bond Issue

The table below illustrates the level of support among respondents for a bond issuance for a potential outdoor aquatics center.

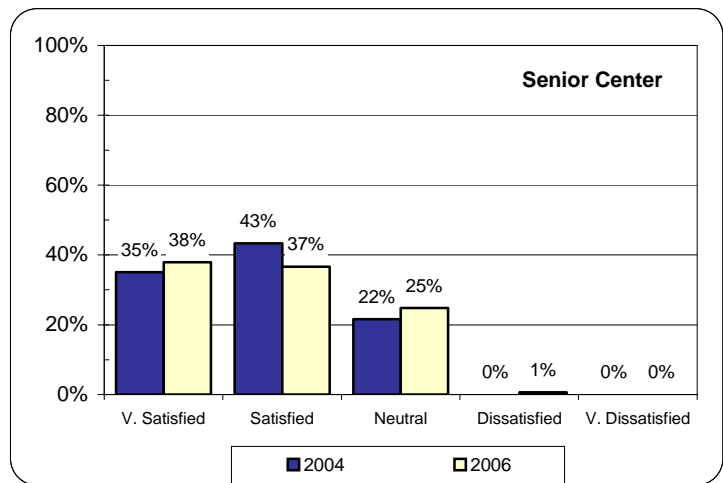
Potential Project: Outdoor Aqua. Center	1992	1996	1999	2002	2004	2006
Would Support	30%	48%	54%	49%	35%	30%
Might Support	39%	17%	23%	18%	42%	38%
Would Not Support	31%	35%	33%	32%	23%	31%

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. Additionally, the Center organizes a wide variety of field trips for Center patrons.

2.12.1. Satisfaction Level

The figure at the right shows the satisfaction levels for the Senior Center. The percentage of respondents who were “very satisfied” or “satisfied” was down slightly from 78% in 2004 to 75% in 2006. These figures represent the responses for all respondents, regardless of age. However, among respondents in the “70 and above” age group, the percentage who were “very satisfied” or “satisfied” was 89%.

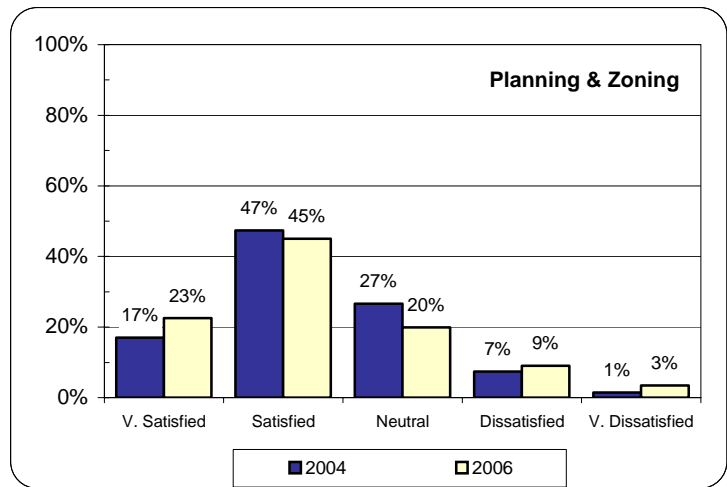


2.13. Community Development

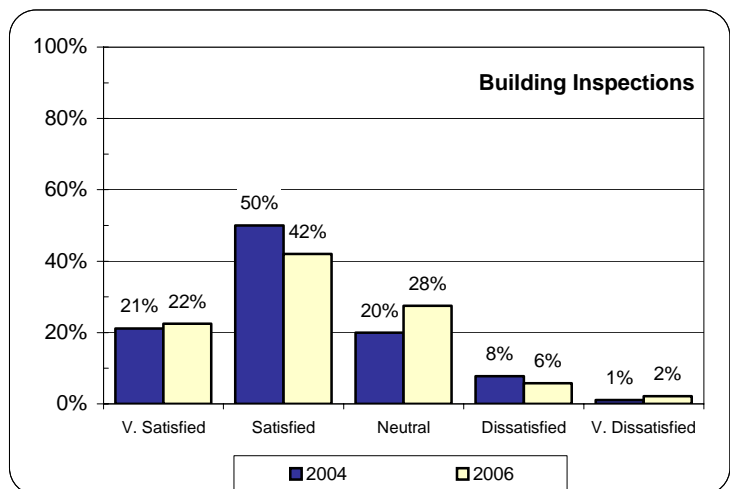
The Community Development Department consists of two divisions—Building Inspections and Planning & Zoning. Both divisions interact with the public on a daily basis to ensure that construction and development are consistent with City ordinances.

2.13.1. Satisfaction Level

The figure at the right shows the satisfaction levels for the Planning & Zoning activity. The percentage of respondents who were “very satisfied” or “satisfied” is little changed from 2004.



The next figure shows the satisfaction levels for the Building Inspections program. The percentage of respondents who were “very satisfied” or “satisfied” slipped from 71% in 2004 to 64% in 2006.

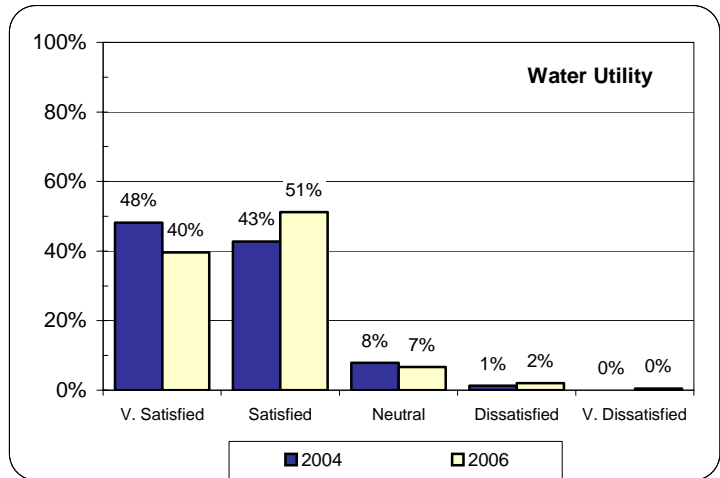


2.14. Water

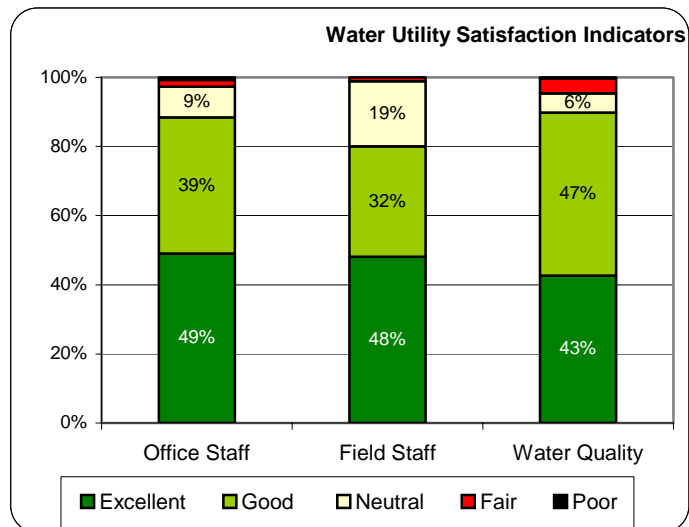
The Urbandale Water Utility and the Water Utility Board of Trustees manage the City's water system. This includes the installation of new water lines and the distribution of water to customers throughout the City. Water customers are billed on a monthly basis.

2.14.1. Satisfaction Level

The figure at the right shows the satisfaction levels for the Water Utility. The percentage of respondents who were “very satisfied” or “satisfied” was unchanged from 2004 to 2006; however, there was some evidence that satisfaction had decreased slightly as the percentage that was “very satisfied” dropped by 8 percentage points.



As in 2004, the 2006 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. In 2004, the customer service question was further refined to distinguish between office staff and field staff. The results are shown in the figure to the right.



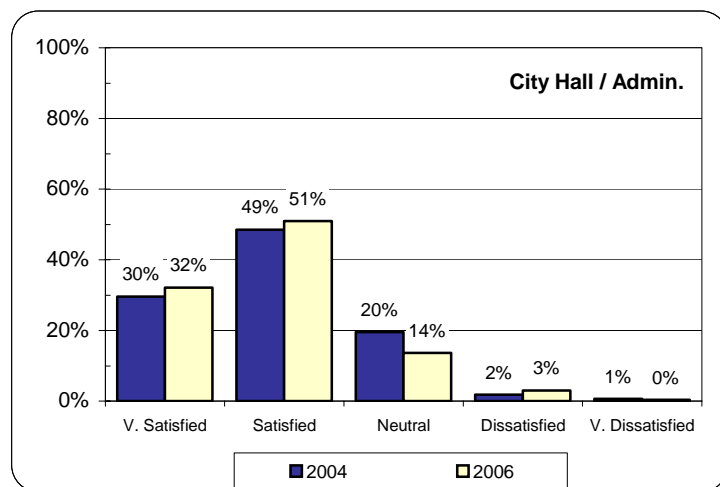
Also, as in recent years, the 2006 survey showed that the vast majority of respondents (94%) felt that their water pressure was “satisfactory”, while 5% felt that the water pressure was too low. Lastly, 98% of respondents indicated that the water bill is “clear and easy to understand”.

2.15. City Hall

The City Hall administrative staff is 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

The figure to the right illustrates the overall satisfaction with City Hall services in 2004 and 2006. It can be seen that the percentage of respondents who were “very satisfied” or “satisfied” increased slightly from 79% in 2004 to 83% in 2006.



2.15.2. Information Sources

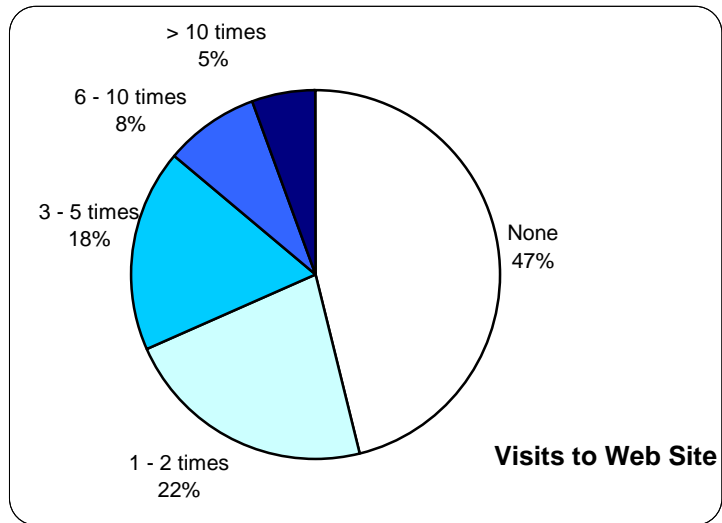
Ensuring that residents are aware of City services and upcoming events is a high priority of the City Council and the City Manager's Office. As in 2004, the 2006 survey included a question to determine what news and information sources are most often relied upon by respondents for information about the City in general. As seen in Table 12, 32% of respondents said that the *Citizen's Brief* newsletter was their top source of information. It was followed by the *Urbandale Press-Citizen*, the *Des Moines Register*, and the City's web site.

Information Sources	2004	2006
<i>Citizen's Brief</i> Newsletter	27%	32%
<i>Urbandale Press-Citizen</i>	32%	22%
<i>Des Moines Register</i>	16%	17%
www.Urbandale.org	13%	14%
Recreation & Comm. Ed. Program Guide	8%	6%
Word of Mouth	4%	6%

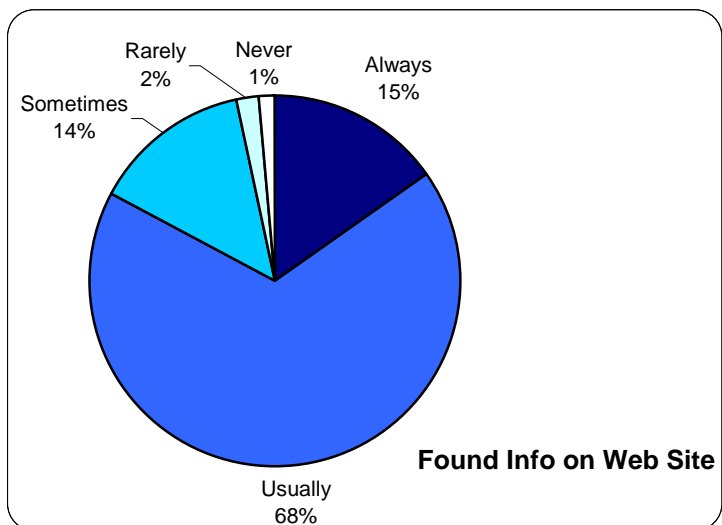
Information Sources	2004	2006
Others		2%
Urbandale Informational Radio		1%

Table 12: Information Sources, City Information, By Survey Year

In an effort to assess the effectiveness of the City’s web site, two new questions were added in 2006. The first question asked respondents how many times they visited the web site in the past year. The figure to the right shows that more than half of respondents (53%) visited the web site at least once, and nearly a third (31%) visited 3 or more times in the prior 12 months.



Moreover, most respondents said that when visiting the web site, they typically find the information they need. In fact, 15% of respondents “always” found what they were looking for, and 68% of respondents “usually” found it. The figure to the right illustrates this.



SECTION 3. 2006 SURVEY INSTRUMENT

2006 CITIZEN SURVEY


CITY OF URBANDALE, IOWA

Dear Urbandale Resident:

You have been randomly selected to participate in the City of Urbandale's 2006 Citizen Survey!

Your opinions are important, and your input will help the City provide better service. Please return your completed survey in the postage paid envelope by June 30, 2006.

All of your responses will be kept strictly confidential, and you won't be individually identified in any way. Thank you for your time!



Bob Andeweg
Mayor

Section One: General Satisfaction

1 For each of the following City services, please indicate how satisfied you are based on your experiences or observations during the past 12 months. Please circle the number corresponding to your choice. If you have no opinion, please circle the number corresponding to "No Opinion".

	No Opinion	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
a. Animal Control.....	0	5	4	3	2	1
b. Building Inspections.....	0	5	4	3	2	1
c. City Hall / City Administration.....	0	5	4	3	2	1
d. Fire and EMS.....	0	5	4	3	2	1
e. Library.....	0	5	4	3	2	1
f. Mosquito Control.....	0	5	4	3	2	1
g. Parks & Recreation.....	0	5	4	3	2	1
h. Planning & Zoning.....	0	5	4	3	2	1
i. Police.....	0	5	4	3	2	1
j. Sanitary Sewers.....	0	5	4	3	2	1
k. Storm Sewers.....	0	5	4	3	2	1
l. Senior Center.....	0	5	4	3	2	1
m. Snow & Ice Removal.....	0	5	4	3	2	1
n. Garbage Collection.....	0	5	4	3	2	1
o. Yard Waste Collection.....	0	5	4	3	2	1
p. Recycling Collection.....	0	5	4	3	2	1
q. Street Lighting.....	0	5	4	3	2	1
r. Street Maintenance.....	0	5	4	3	2	1
s. Street Sweeping.....	0	5	4	3	2	1
t. Swimming Pool.....	0	5	4	3	2	1
u. Traffic Signals.....	0	5	4	3	2	1
v. Water.....	0	5	4	3	2	1

Section Two: Leisure Services

PARKS AND RECREATION

2 Has anyone in your household used any Urbandale park, recreation facility or recreation program in the past 12 months?

___ 1. Yes ___ 2. No

3 How would you rate the variety of parks and recreation services offered by the City?
No Opinion Excellent Good Fair Poor
0.....4.....3.....2.....1

4 How would you rate the appearance of the City's parks and recreation facilities?
No Opinion Excellent Good Fair Poor
0.....4.....3.....2.....1

5 How would you rate the maintenance of the City's parks and recreation facilities?
No Opinion Excellent Good Fair Poor
0.....4.....3.....2.....1

6 How would you rate the safety of the City's parks and recreation activities facilities?
No Opinion Excellent Good Fair Poor
0.....4.....3.....2.....1

7 Overall, how would you rate the City's parks and recreation services?
No Opinion Excellent Good Fair Poor
0.....4.....3.....2.....1

URBANDALE PUBLIC LIBRARY

8 Has anyone in your household used the Urbandale Public Library in the past 12 months?
___ 1. Yes ___ 2. No

9 How would you rate the variety of materials offered by the Library?
No Opinion Excellent Good Fair Poor
0.....4.....3.....2.....1

10 How would you rate the availability of materials offered by the Library?
No Opinion Excellent Good Fair Poor
0.....4.....3.....2.....1

11 How would you rate the quality of programs offered by the Library?
No Opinion Excellent Good Fair Poor
0.....4.....3.....2.....1

12 Overall, how would you rate the services of the Urbandale Public Library?
No Opinion Excellent Good Fair Poor
0.....4.....3.....2.....1

Section Three: Public Safety Services

- 13 How safe would you feel walking alone in your neighborhood during the day?
- | | | | | |
|------------|-----------|---------------|-----------------|-------------|
| No Opinion | Very Safe | Somewhat Safe | Somewhat Unsafe | Very Unsafe |
| 0..... | 4..... | 3..... | 2..... | 1..... |
- 14 How safe would you feel walking alone in your neighborhood after dark?
- | | | | | |
|------------|-----------|---------------|-----------------|-------------|
| No Opinion | Very Safe | Somewhat Safe | Somewhat Unsafe | Very Unsafe |
| 0..... | 4..... | 3..... | 2..... | 1..... |
- 15 How safe would you feel walking alone in the City's business areas during the day?
- | | | | | |
|------------|-----------|---------------|-----------------|-------------|
| No Opinion | Very Safe | Somewhat Safe | Somewhat Unsafe | Very Unsafe |
| 0..... | 4..... | 3..... | 2..... | 1..... |
- 16 How safe would you feel walking alone in the City's business areas after dark?
- | | | | | |
|------------|-----------|---------------|-----------------|-------------|
| No Opinion | Very Safe | Somewhat Safe | Somewhat Unsafe | Very Unsafe |
| 0..... | 4..... | 3..... | 2..... | 1..... |
- 17 How safe would you feel walking alone on the City's trail system during the day?
- | | | | | |
|------------|-----------|---------------|-----------------|-------------|
| No Opinion | Very Safe | Somewhat Safe | Somewhat Unsafe | Very Unsafe |
| 0..... | 4..... | 3..... | 2..... | 1..... |
- 18 How safe would you feel walking alone on the City's trail system after dark?
- | | | | | |
|------------|-----------|---------------|-----------------|-------------|
| No Opinion | Very Safe | Somewhat Safe | Somewhat Unsafe | Very Unsafe |
| 0..... | 4..... | 3..... | 2..... | 1..... |
- 19 In the past 12 months, were you or any member of your household the victim of a crime in Urbandale?
- 1. No
 - 2. Yes, and I DID report it to the Urbandale Police
 - 3. Yes, but I DID NOT report it to the Urbandale Police
- 20 Has your household requested any service from the Urbandale Police Department in the past 12 months?
- 1. Yes
 - 2. No (Please skip to question 22)
- 21 If you answered "yes" on question 20, how would you rate the service you received?
- | | | | | | |
|---|------------|-----------|--------|--------|--------|
| | No Opinion | Excellent | Good | Fair | Poor |
| a. Response time..... | 0..... | 4..... | 3..... | 2..... | 1..... |
| b. Professionalism of responders..... | 0..... | 4..... | 3..... | 2..... | 1..... |
| c. Resolution of the problem..... | 0..... | 4..... | 3..... | 2..... | 1..... |
| d. Adequacy of follow-up information..... | 0..... | 4..... | 3..... | 2..... | 1..... |
| e. Overall service..... | 0..... | 4..... | 3..... | 2..... | 1..... |
- 22 Overall, how safe do you feel living in Urbandale?
- | | | | | |
|------------|-----------|---------------|-----------------|-------------|
| No Opinion | Very Safe | Somewhat Safe | Somewhat Unsafe | Very Unsafe |
| 0..... | 4..... | 3..... | 2..... | 1..... |

23 Has your household requested medical services from the Urbandale Fire Department in the past 12 months?
 ___ 1. Yes ___ 2. No (Please skip to question 25)

24 If you answered "yes" on question 23, how would you rate the service you received?

	No Opinion	Excellent	Good	Fair	Poor
a. Response time.....	0.....	4.....	3.....	2.....	1.....
b. Professionalism of responders.....	0.....	4.....	3.....	2.....	1.....
c. Resolution of the problem.....	0.....	4.....	3.....	2.....	1.....
d. Adequacy of follow-up information.....	0.....	4.....	3.....	2.....	1.....
e. Overall service.....	0.....	4.....	3.....	2.....	1.....

25 Has your household requested fire services from the Urbandale Fire Department in the past 12 months?
 ___ 1. Yes ___ 2. No (Please skip to question 27)

26 If you answered "yes" on question 25, how would you rate the service you received?

	No Opinion	Excellent	Good	Fair	Poor
a. Response time.....	0.....	4.....	3.....	2.....	1.....
b. Professionalism of responders.....	0.....	4.....	3.....	2.....	1.....
c. Resolution of the problem.....	0.....	4.....	3.....	2.....	1.....
d. Adequacy of follow-up information.....	0.....	4.....	3.....	2.....	1.....
e. Overall service.....	0.....	4.....	3.....	2.....	1.....

Section Four: Water

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

27 How would you rate your experience with the Water Utility's office personnel in the past 12 months?

No Opinion	Excellent	Good	Neutral	Fair	Poor
0.....	5.....	4.....	3.....	2.....	1.....

28 How would you rate your experience with the Water Utility's field personnel in the past 12 months?

No Opinion	Excellent	Good	Neutral	Fair	Poor
0.....	5.....	4.....	3.....	2.....	1.....

29 How would you rate the water pressure in your home?

___ 1. Too High ___ 2. Satisfactory ___ 3. Too Low

30 Is the information on your water bill clear and easy to understand?

___ 0. No Opinion ___ 1. Yes ___ 2. No, Suggested changes: _____

31 How would you rate the overall quality of water provided by the Urbandale Water Utility?

No Opinion	Excellent	Good	Neutral	Fair	Poor
0.....	5.....	4.....	3.....	2.....	1.....

Section Five: Streets and Highways

32 Using the following scale, please rate the condition of the streets in Urbandale.

	No Opinion	Excellent	Good	Fair	Poor
A. Under Normal Weather Circumstances					
a. Streets in your neighborhood.....	0	4	3	2	1
b. Arterial streets (e.g., Douglas Ave.)	0	4	3	2	1
c. Cul-de-sacs	0	4	3	2	1
d. Overall	0	4	3	2	1
B. During and Following a Winter Storm					
e. Streets in your neighborhood.....	0	4	3	2	1
f. Arterial streets (e.g., Douglas Ave.)	0	4	3	2	1
g. Cul-de-sacs	0	4	3	2	1
h. Overall	0	4	3	2	1
C. Street Sweeping Services					
i. Streets in your neighborhood.....	0	4	3	2	1
j. Arterial streets (e.g., Douglas Ave.)	0	4	3	2	1
k. Cul-de-sacs	0	4	3	2	1
l. Overall	0	4	3	2	1

33 Overall, how satisfied are you with the development of the street network to keep up with the commercial and residential growth in the City?

No Opinion	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
0	5	4	3	2	1

34 How satisfied are you with the City's efforts to keep you informed of detours or delays that result from street maintenance and construction?

No Opinion	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
0	5	4	3	2	1

35 How satisfied are you with the maintenance of the City's rights-of-way and medians?

No Opinion	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
0	5	4	3	2	1

Section Six: Solid Waste Collection

36 How would you rate Urbandale's garbage collection services?

No Opinion Excellent Good Fair Poor
 0.....4.....3.....2.....1

37 How would you rate Urbandale's recycling collection services?

No Opinion Excellent Good Fair Poor
 0.....4.....3.....2.....1

38 How would you rate Urbandale's yard waste collection services?

No Opinion Excellent Good Fair Poor
 0.....4.....3.....2.....1

39 Please indicate whether you agree with the following statements related to the City's solid waste programs.

A. All Services Overall
 No Opinion Strongly Agree Agree Neutral Disagree Strongly Disagree

a. Overall, solid waste collection is timely and reliable.0.....5.....4.....3.....2.....1

b. Overall, residents are kept informed about solid waste collection services and schedules 0.....5.....4.....3.....2.....1

B. Garbage Collection

c. The "blue can" system is convenient0.....5.....4.....3.....2.....1

d. The "blue can" collection regulations are easy to understand and remember0.....5.....4.....3.....2.....1

C. Recycling Collection

e. The Curb It! "green bin" system is convenient 0.....5.....4.....3.....2.....1

f. The "green bin" collection regulations are easy to understand and remember0.....5.....4.....3.....2.....1

D. Yard Waste Collection

g. The Compost It! "bag and sticker" system is convenient0.....5.....4.....3.....2.....1

h. The yard waste collection regulations are easy to understand and remember0.....5.....4.....3.....2.....1

40 Please circle the response that represents your opinion about the City's Premium Yard Waste Collection Service (i.e., the "brown bin" yard waste collection service, not the "bag and sticker" system).

- ___ 1. I do not know what this service is (Please skip to question 42)
- ___ 2. I know what this service is, but I DO NOT use it (Please skip to question 42)
- ___ 3. I know what this service is and I DO use it

41 If you use the City's Premium Yard Waste Collection Service (i.e., the "brown bin" yard waste collection service, not the "bag and sticker" system). Please circle your response to the following questions.

No Opinion Strongly Agree Agree Neutral Disagree Strongly Disagree

a. The "brown bin" yard waste collection system is convenient0.....5.....4.....3.....2.....1

b. The "brown bin" yard waste collection system is a good value0.....5.....4.....3.....2.....1

Section Seven: Public Information and Online Services

42 Of the information sources listed below, please mark your main source of information about City services. (Please mark only one.)

- 1. City of Urbandale web site (www.Urbandale.org)
- 2. Urbandale Informational Radio (1210 AM)
- 3. Seasonal Recreation Program Guide
- 4. Quarterly "Citizens' Brief" newsletter
- 5. Des Moines Register
- 6. Urbandale Press-Citizen
- 7. Word of mouth
- 8. City Council meetings on cable TV (Channel 15, 10:30pm, Wednesday after meeting)
- 9. Other _____

43 Do you have one or more functioning personal computers in your household?

- 1. Yes
- 2. No (Please skip to question 45)

44 If you answered "yes" in question 43, please indicate what type of internet access you have on your primary home computer.

- 1. No internet access
- 2. Dial-up internet access (56kbs or slower)
- 3. Broadband internet access (DSL or cable modem)
- 4. Wireless internet access (satellite or line of sight)
- 5. I don't know what type of access it is

45 Please indicate how many times you have visited the City's web site (www.urbandale.org) in the past 12 months either from home, work, or another location.

- 1. 0 times in the past 12 months (please skip to question 47)
- 2. 1 to 2 times in the past 12 months
- 3. 3 to 5 times in the past 12 months
- 4. 6 to 10 times in the past 12 months
- 5. More than 10 times in the past 12 months

46 When you visit the City's web site, do you find the news or information you are looking for?

No Opinion	Always	Usually	Sometimes	Rarely	Never
0	5	4	3	2	1

Section Eight: Potential New Facilities

47 As the City continues to grow, additional services will be required in the coming years to support the needs of a growing 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.

	No Opinion	Would Support	Might Support	Would Not Support
a. Fire Department Training Facility	0	3	2	1
b. Community Center with Indoor Aquatics Center	0	3	2	1
c. Outdoor Aquatics Center	0	3	2	1
d. Parks and Public Works Maintenance Facility	0	3	2	1
e. Outdoor Performing Arts Amphitheater	0	3	2	1

Section Nine: 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.

- 48 Your gender? ___ 1. Female ___ 2. Male
- 49 Your age range?
 ___ 1. 18 to 29 ___ 4. 50 to 59
 ___ 2. 30 to 39 ___ 5. 60 to 69
 ___ 3. 40 to 49 ___ 6. 70 and above
- 50 Do you own or rent your home? ___ 1. Own ___ 2. Rent
- 51 What type of dwelling do you live in?
 ___ 1. Single-family detached home ___ 4. Condominium or apartment
 ___ 2. Townhome ___ 5. Manufactured Home (i.e., Mobile Home, Trailer)
 ___ 3. Duplex, Triplex, Quadplex ___ 6. Other _____
- 52 Your annual household income?
 ___ 1. \$0 to \$19,999
 ___ 2. \$20,000 to \$39,999
 ___ 3. \$40,000 to \$59,999
 ___ 4. \$60,000 to \$79,999
 ___ 5. \$80,000 and higher
- 53 How many children under the age of 18 live in your household?
 ___ 1. One child
 ___ 2. Two children
 ___ 3. Three children
 ___ 4. Four or more children
 ___ 5. Zero children at home
- 54 In which area of Urbandale do you live?
 ___ 1. North of Douglas Avenue between Merle Hay Road and 86th Street
 ___ 2. North of Douglas Avenue between 86th Street and 142nd Street
 ___ 3. North of Douglas Avenue between 142nd Street and 184th Street
 ___ 4. South of Douglas Avenue between Merle Hay Road and 86th Street
 ___ 5. South of Douglas Avenue between 86th Street and 142nd Street
 ___ 6. South of Douglas Avenue between 142nd Street and 184th Street
- 55 a. In what zip code did you live on January 1, 2005? _____ b. On January 1, 2000? _____
- 56 **OPTIONAL:** If you would like to be contacted by a City staff person to discuss any of your responses to this survey, please provide your name and daytime phone number in the space below.
- Name: _____ Daytime Phone: _____
- I would like to discuss my responses to the following question number(s): _____

Please feel free to attach another sheet with any comments that you wish to share! Thank you for your time!

Please mail your completed survey by June 30, 2006, in the postage paid envelope to: City of Urbandale, 3600 86th Street, Urbandale, 50322. For more information, or to receive a copy of the survey results, please call 515.278.3900 or send an email message to Don Gloo at dgloo@Urbandale.org.

SECTION 4. RESPONDENT COMMENTS

Question	Survey	Comment
01a	097	Too many barking dogs
01a	190	[I am dissatisfied with] deer control.
01a	230	Cats run loose
01a	304	Deer
01e	094	Parking [at Library] is a problem. People using rooms take up most parking near Library which makes it hard for parents of small children. The nearest parking places should be marked "Library Patron ONLY".
01e	273	[The Library] needed to be built closer to the City Ctr.
01g	384	I think the tax supported Park + Rec is no place to sell beer.
01h	324	Dr. John's is bad for neighborhood.
01i	051	Stop drivers who run red lights
01i	395	[Police services are] excellent!
01k	178	Should be grates covering the openings [of the storm sewers]
01m	334	You took out my mail box when you plowed
01p	051	[Recycling service is] too limited with cardboard
01p	411	I gave recycling low marks because I would like to see us collect all plastics and not be so specific. We need to save our environment for generations to come!
01r	064	[I am dissatisfied with street maintenance on]156th St!
01t	097	Please do not close the pool
01t	106	Better hours [at the swimming pool]
01t	273	Keep the pool open!!
01t	290	[Swimming pool] water is too cold! Too cold for my toddler! The teacher even complained and quit!
01t	326	Don't close the High School's [swimming pool].
01u	070	I am dissatisfied with the traffic signal at 82nd and Douglas
01u	317	Dissatisfied with traffic signals, esp. 83rd & Douglas
01u	324	Dissatisfied with traffic signals, esp. 100th & Urbandale Ave and 86th and Douglas (going east)
01u	330	Many residents in my area are very unhappy with traffic signals (far too quick) going on 86th + New York Ave east and west, and on Hickman + Patricia Dr going north and south!!
01u	354	Need a traffic signal at Meredith and 72nd St.
02	277	Thank you for the improvements to Ashleaf Park--It's wonderful.
03	247	Finish the parks further west
04	120	Sometimes the grass in the parks gets very long and unkempt looking. Also, branches are left down a long time before being picked up. Could use more benches around the lake and on the trails.
05	252	Need more trash cans at Walker Johnston pond
05	319	The pool is not as clean as I believe it should be.
05	324	Lawn mowing [in the parks] is not good!
06	384	No Beer!
07	420	Would LOVE a dog park!
09	290	The toddler/pre-school section [in the Library] is terrible! Children are our future, folks! Please visit the Clive Library to see what Urbandale needs to strive for!

Question	Survey	Comment
11	277	Love storytime [at the Library]!!
12	334	Question: We have a very expensive and expansive library--why do they not run the fireplace on cold fall and winter days?!? I went so many times just to read by the fireplace and it was never on!
12	366	P&R staff not welcoming, makes you feel like you are bothering. This has happened on numerous occasions.
12	395	I love the new library--it's lovely!
14	191	Lighting
14	201	[I fell somewhat safe in my neighborhood after dark] due to the lack of lighting.
15	345	What business areas?
17	420	Not just Urbandale...I'd feel [somewhat unsafe] on any trail alone.
18	324	Fix lights on greenbelt walks
18	334	Would not [walk on the trail system after dark].
18a	086	Poor lighting in areas [of the trail system].
19	324	I was a victim of vandalism
20	395	I have a neighbor who will not take care of his property--I think the laws are too lax to get us much help!
21	395	We have an exceptional-excellent police dept.!
21e	290	Victims of credit card theft didn't seem very important to the police dept. and the detective on the case.
24	217	[EMS response time was poor because they] could not find home (new neighborhood).
27	244	[Water Utility office personnel] are very friendly & helpful.
29	097	[Water pressure is] great
30	026	We moved here 1 yr ago + water is extremely high in cost.
30	139	No matter how careful you keep adding extra charges. Too expensive.
30	162	[Respondent had no opinion on water bill] Have not received a bill yet.
30	178	[On the water bill] label the one for irrigation meter so we don't get mixed up.
30	206	Install radio frequency water meters so we don't have to read the meter every month.
30	212	Read exact [water] usage.
30	216	Save postage & wait to mail out a [water bill] reminder after 3 days late instead of 1 day.
30	230	But--if you read [water meter], so indicate!
30	237	Include rate per gallon on the water bill.
30	371	Paying too much for sewer and ...
31	085	Just in the last 2 weeks, water has tasted "dirty". Looks clear.
31	160	The water turns our shower radio and shower curtain orange!
31	200	We also use reverse osmosis.
31	252	This past 1-2 wks [water] tasted and smelled bad, but otherwise good.
31	294	In March, the water [from the tap] has an odor.
31	420	[Water] smells like chlorine too often.
31	427	It's excellent water provided by the Des Moines Water Works.
32a	064	[Condition of the streets in my neighborhood is fair, especially 156th and Douglas Parkway.
32a	242	Construction is messing up roads. But they patch it well.
32b	095	[Condition of street at 82nd and Douglas is] poor.
32e	201	Does the snow plow have to throw the snow from the street clear over the grass parking area and fully cover the sidewalks?
32i	038	Never have seen [a street sweeper] on our cul-de-sac!!

Question	Survey	Comment
32i	209	Never seen [a street sweeper] in Urbandale
32j	064	I've never seen street sweeping
32j	351	Never have seen them sweep streets, but can tell they do
33	064	Western part of town was developed ahead of roads--development streets are good--Urbandale streets poor!
33	080	I would like to see a traffic signal at 70th and Aurora
33	097	The traffic light at 86th and New York is too slow to change. When coming from the west or east off New York Ave.
33	160	Big problem at Douglas interchange--trucks from the truck stop pull out in front of traffic all of the time. They're forced to...probably need a light there.
35	143	We live south of Meredith in between 79th and 80th the ditch hasn't been mowed and it's a mess
35	190	Grass medians are full of weeds/dandelions. Weeds are left under plantings when mowing begins. Medians with plantings are watered daily, this seems excessive. Landscaping of medians is poor.
35	209	Should have plants-prairie grass, flowers, corn--something beyond ugly grass.
35	270	The mowing or lack of is not acceptable along pathways and sidewalks.
35	334	There are a lot of weeds in the medians and rights-of ways. I never see anyone servicing them, also why aren't the personnel in maintenance dressed in a uniform shirt like West Des Moines' bright orange?
35	345	Too slow, too safe, too many left hand turn lights.
35	375	The concrete curbs in front of our house have been broken for 2-3 years
35	382	The road paint lines can be confusing on certain roads (86th S of Douglas)
36	026	Too many rules [related to garbage collection]
36	193	Leaky [garbage] trucks have grease in front of house and on trash cans. Keep trucks maintained so they're not leaking grease + oil on everything.
36	382	I would like to see Spring Cleanup done 2x/year (adding another in the Fall would be nice).
36-38	317	Way to go!
37	085	The [recycling collectors] take a break right in front of our house + often block my driveway. It's hard to get their attention because the trucks are so loud. They are very nice + apologetic once they realize. Just wish they'd not stop in front of driveways.
37	216	Messy after [recycling] pickup-they just throw the bins & anything that can't be taken
37	334	[Recycling collectors] will not take things sorted to their specifications and I see stuff on the streets after they leave.
38	026	Too many rules + regs. [related to yard waste collection]
38	144	[Response refers to "brown can" service]
39b	244	I appreciate the automated calls.
39e	191	[Recycling collection] doesn't need to be every week.
39e	334	Should have larger recycling bins--I recycle a lot!
39f	127	Plastics?
39g	277	The brown bin [yard waste program] is great
40	004	[The Premium Yard Waste program is] too expensive
40	027	I mulch!
40	062	Where do you buy the [yard waste] stickers?
40	120	We like [the premium yard waste service] a lot.
40	143	The do not collect yard waste on 79th St.

Question	Survey	Comment
40	234	Never received brown container. Truck broke hinge on blue container. Tried glue but it did not hold.
40	250	[The Premium Yard Waste program is] better than bags!
40	334	The premium yard waste collection service is too costly.
41b	112	Need bigger [yard waste] bins. 96 gallons is not big enough.
41b	144	[Brown can service is...] too expensive--\$50 - \$75
42	006	[Urbandale Press-Citizen] is no longer available--surely missed!
42	011	I use several of these sources! They are good! Thanks
42	234	City Council meetings on cable TV are too late--better live and earlier.
42	371	Do not receive [the Urbandale Press-Citizen] in Urbandale. Should have a newspaper not in the Register.
44	097	When is the City going wi-fi? I heard it was possibly coming.
44	142	Can't get [broadband internet access]--they don't offer it at our address.
46	011	Excellent web site.
46	142	Just looked [on web site] for senior center, not clear how to find it...finally got the URL from a Google search!
46	144	I find the web site non user friendly.
47	011	Would need to know more about these [potential facilities].
47	037	How necessary are these potential facilities? Our taxes are high enough!
47	247	Lower my property taxes and maybe [I would support potential facilities]
47	324	Please do not close the pool
47	324	Don't raise taxes!!!!
47	401	Taxes are already too high + continue to rise!
47	403	I like the one we have.
47b	106	[Support for community center with indoor aquatics center would] depend on location.
47b	334	Other communities have [a community center with indoor aquatics center]. We don't need everything. There is a difference in "wants" and "needs".
47c	106	[Support for outdoor aquatics center would] depend on location.
47c	407	Need to work with surrounding communities [on an outdoor aqua center].
47d	334	We already have a nice [parks and PW maintenance facility].
47e	242	Definitely [would support outdoor performing arts amphitheater]!
52	180	[Household income is] none of your business.
55b	182	Wisconsin
56	009	I expected some questions on bike trails--connection to other cities important.
56	011	Apparently I must be very satisfied with Urbandale because I answered all othe questions this way. Thanks for making Urbandale a nice place to live. I have lived in Urbandale 37 years. [Respondent signature]
56	038	We have cats & dogs running loose in the neighborhood a lot! Leashes not enforced!!
56	042	Road system west of I-35 is pathetic. Why weren't Douglas and Meredith, 128 and 156 developed before all the construction!
56	051	Police need to stop people continuing to drive through red (yellow red) turning signals and racing through red lights!! Cameras and tickets are a good idea.
56	070	We love Urbandale and its management.
56	167	Please note: I wish the Library staff would visit the Ames library. Their services and extent of DVD + book collections are impressive.
56	176	Thank you--[this survey is a] great Idea!
56	187	What has been done to Lakeview Park is nothing less than shameful.

Question	Survey	Comment
56	203	I just moved to Urbandale on [date] and do not have any experience to complete the feedback being requested.
56	208	We don't have recycling at Beacon Pointe condos
56	212	Due to age and health, I can not add to my income. My income a little over \$20,000 was fine until prices went up, taxes and home value increased, bond issues came up, income from savings are near zero.
56	215	Thank you
56	238	[Two or more pages of comments provided directly to staff]
56	244	Thanks for asking!
56	247	Distribute covers for the green recycling bins like Clive does
56	281	I have 5 deer, 4 raccoons, and fox that visit my property nightly, and I live in the heart of the city (address provided). I'd like to see the city trap some of these animals and release them outside the city.
56	394	I would like to know when Urbandale is going to do something with the water problem in the field @ 124th St. We were told moving in 2002 that something would be done with it by 2005.
86	261	Keep taxes low, do not compete with private business-i.e., internet service
99	020	[Two or more pages of comments provided directly to staff]
99	074	Thanks for the opportunity to participate
99	121	I am disgusted with the fact that you let developers cut down trees and tear down prairie areas for their empty strip malls. I especially was sickened by the recent removal of a beautiful grove of one-hundred year old oak trees near 138th and Douglas Ave. You let developers get away with too much, what exactly does the "Tree Board" do? They certainly aren't working to save any trees in this city, what a joke.
99	127	We have a major deer problem
99	129	I am very happy we moved to Urbandale.
99	134	We already have a pool--fix it up and use it.
99	146	Traffic: Travel east west is generally pretty easy. However, the intersection at 70th and Meredith can be backed up halfway to Goodman. A right-hand turn lane to allow southbound traffic to turn on to Meredith would help. The light at the intersection of 70th and Hickman is slow to react to north-south traffic. I recently sat there for a minute with no traffic on Hickman
99	146	Library: The facilities are nice and meeting rooms allow for many types of meetings. Reference materials for elementary language arts projects are excellent. The online Valueline is a tremendous resource. The selection of books is skimpy. [Respondent name, phone and email provided.]
99	149	Would like trails north of Meredith maintained better summer and winter.
99	160	Yard waste regulations are unrealistic. Costs are extremely high for services provided.
99	163	Thank you for the opportunity to respond to the survey. Thank you for the upgrades and improvements to the walking trails-some were getting in a quite run down condition and walking in the fall, winter, or early spring in early morning were a little dangerous. We would like to see enforcement of keeping tree branches trimmed along sidewalks. We would like to see enforcement of clearing sidewalks of snow-the full width of the sidewalk. There are homes that do not clean sidewalks at all and some are only a snow shovel width.
99	273	Keep the pool!!!!
99	308	Turnabouts on Douglas St. + 156th St are confusing and dangerous.
99	314	"Blue Can" garbage container -- best thing Urbandale has done in past 30 years.

Question	Survey	Comment
99	320	[Two or more pages of comments provided directly to staff]
99	324	Need more trash containers at the pond off 100th and control water bottles left in soccer and softball fields. Need another permanent bench at the pond off 100th.
99	324	Dog waste in greenbelt and parks must be controlled!!
99	324	Trees and shrubs in greenbelt are dead and over sidewalk. It needs to be cleaned up.
99	324	Park west of 98th and south of Aurora needs repairs on the ground around the sidewalks and big hole.
99	324	We are losing trees in the greenbelt by heavy rains washing away creek banks. A lot of areas need fill to protect our trees.
99	324	People need to be told to put trash containers in their garage. RVs, boats, wave runners don't look good, but trash containers should be out of sight.
99	335	Why are there open water ponds at the corner of Meredith and across from the new bank and not far from the super Target?
99	336	Garbage collection needs to be a little flexible during certain times--like X-mas and 4th of July.
99	339	64th Street from Douglas Ave. to Urbandale Ave is a race track for cars! Some kid is going to be hit and killed. We live on this street!!!
99	343	Garbage and recycling trucks are driven way too fast and recklessly. Recycling people will not take entire bin if they identify a "violation" of policy. Also they tend to leave snotty messages versus a polite reminder.
99	371	I'm sending this [survey] in because I want to get rid of it.
99	371	Many of these questions weren't necessary--waste of time and money.
99	372	Everything considered, Urbandale is a great place to live.
99	379	The intersection on 86th at Hy Vee is very dangerous. Cars traveling south on 86th St. come over the hill and seem to focus on the stop light at Douglas ignoring the light at the Hy Vee. I have almost been hit leaving the Hy Vee lot 2 or 3 times in the past 4 years, and have seen 2 or 3 more. We need a way to make that light bigger or more visible somehow.
99	379	Why is the Senior Citizen Center parking lot blocked and off limits after hours? It would sure help the HS parking for evening performances.
99	392	Way too much speeding and reckless driving by the teens @ high school. Rarely see police patrolling there.
99	393	I would like to see noise ordinances strictly enforced.
99	407	Thanks for being given this opportunity!
99	411	I really like living in the City of Urbandale and am happy with how things are being run.
99	421	I would like to see the Police Dept spend more time patrolling the neighborhood streets and less time writing speeding tickets on the interstate.
99	427	Don't move the fireworks back. Keep them at the lake.