



The National Citizen Survey™

CITY OF ANKENY, IA
2013



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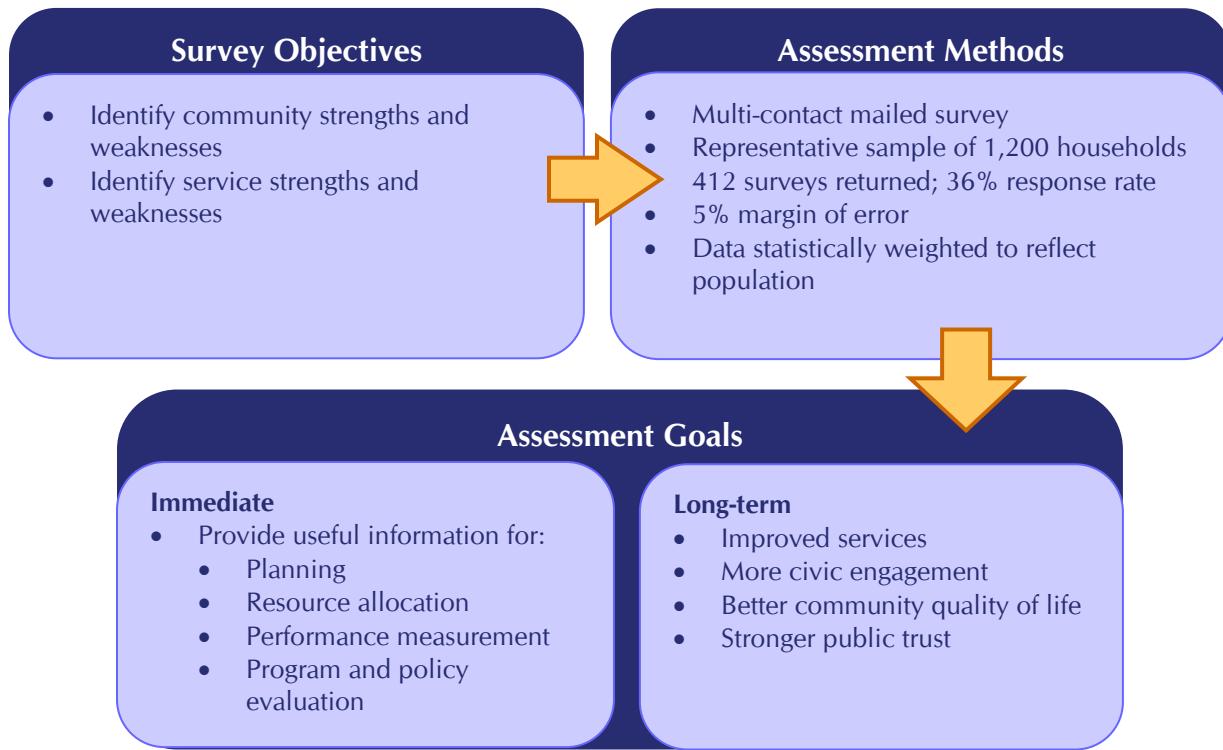
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 412 completed surveys were obtained, providing an overall response rate of 36%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Ankeny was developed in close cooperation with local jurisdiction staff. Ankeny staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Ankeny staff also augmented The National Citizen Survey™ basic service through a variety of options including the option to complete the survey online, crosstabulations of results and several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Ankeny Survey (412 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Ankeny, but from City of Ankeny services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Ankeny chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Ankeny survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Ankeny results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Ankeny’s rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Ankeny survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Almost all residents experienced a good quality of life in the City of Ankeny and believed the City was a good place to live. The overall quality of life in the City of Ankeny was rated as "excellent" or "good" by 93% of respondents. Most reported they plan on staying in the City of Ankeny for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were the overall appearance of Ankeny, the cleanliness of Ankeny and the overall image/reputation of Ankeny. The three characteristics receiving the least positive ratings were opportunities to attend cultural activities, the ease of bus travel in Ankeny and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 29 characteristics for which comparisons were available, 25 were above the national benchmark comparison, three were similar to the national benchmark comparison and one was below.

Residents in the City of Ankeny were civically engaged. While only 20% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 92% had provided help to a friend or neighbor. Close to half had volunteered their time to some group or activity in the City of Ankeny, which was similar to the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Ankeny as "good" or "excellent." This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Ankeny in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as "excellent" or "good."

On average, residents gave favorable ratings to all local government services. City services rated were able to be compared to the benchmark database. Of the 36 services for which comparisons were available, 31 were above the benchmark comparison, five were similar to the benchmark comparison and none were below.

Respondents were asked to rate how frequently they participated in various activities in Ankeny. The most popular activities included providing help to friends or neighbors and visiting a park; while the least popular activities were riding a local bus and attending local public meetings. Generally, participation rates in the various activities in the community were similar to other communities.

A Key Driver Analysis was conducted for the City of Ankeny which examined the relationships between ratings of each service and ratings of the City of Ankeny's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Ankeny can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Economic development
- Police services
- Public information services
- Public schools
- Recreation centers or facilities
- Snow removal

For all key driver services, the City of Ankeny was above the benchmark and should continue to ensure high quality performance. Of these services, deserving the most attention may be that which was trending down: snow removal.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Ankeny – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of Ankeny. Residents were asked whether they planned to move soon or if they would recommend the City of Ankeny to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Ankeny offers services and amenities that work.

Nearly all of the City of Ankeny's residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. Overall quality of life ratings were similar to past survey years.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

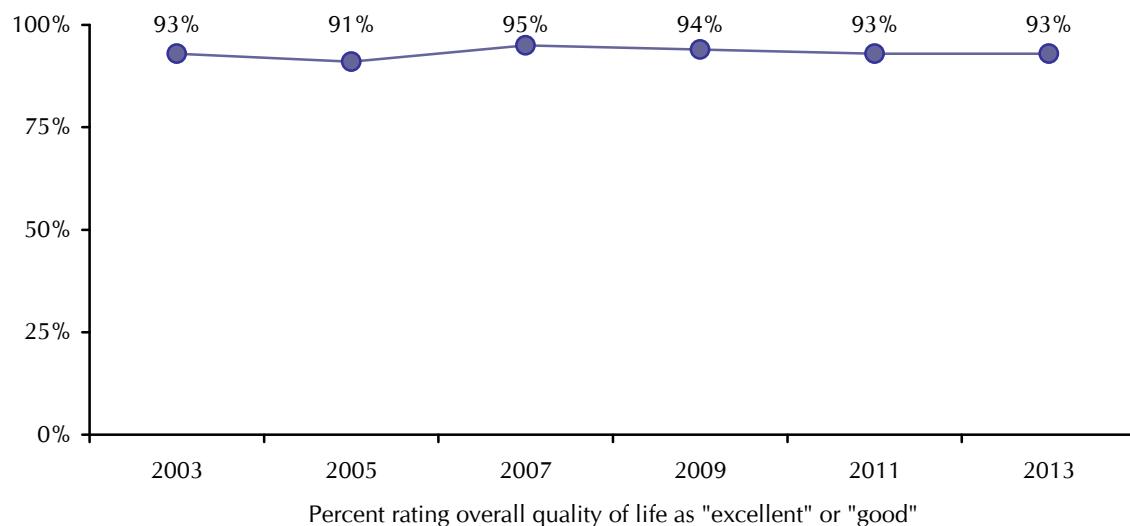


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2013	2011	2009	2007	2005	2003
The overall quality of life in Ankeny	93%	93%	94%	95%	91%	93%
Your neighborhood as a place to live	89%	91%	91%	89%	88%	86%
Ankeny as a place to live	95%	96%	97%	95%	93%	96%
Percent "excellent" or "good"						

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

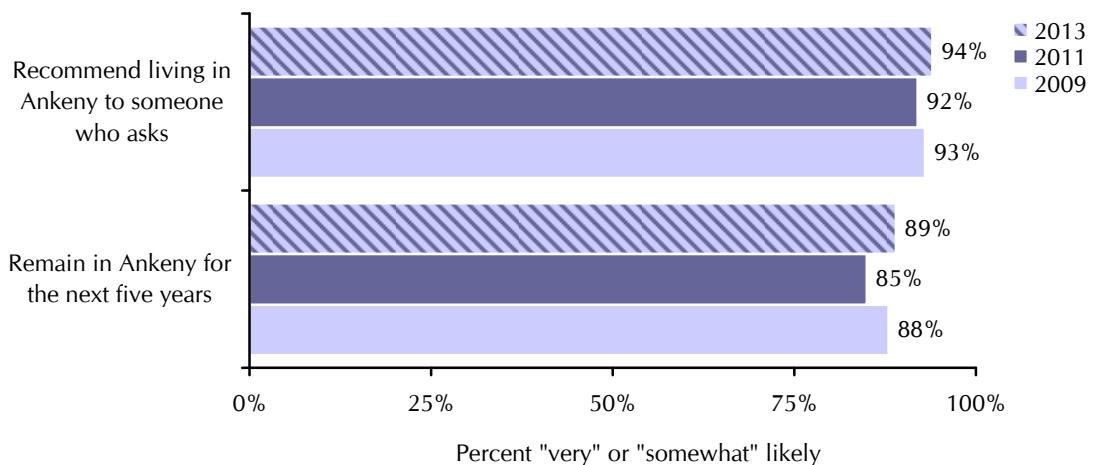


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Ankeny	Much above
Your neighborhood as place to live	Much above
Ankeny as a place to live	Much above
Recommend living in Ankeny to someone who asks	Much above
Remain in Ankeny for the next five years	Much above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." The availability of paths and walking trails was given the most positive rating, followed by the ease of walking in Ankeny. These ratings tended to be higher than the benchmark and similar to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2013	2011	2009	2007	2005	2003
Ease of car travel in Ankeny	67%	73%	77%	80%	71%	79%
Ease of bus travel in Ankeny	43%	42%	48%	47%	37%	NA
Ease of bicycle travel in Ankeny	73%	70%	64%	49%	46%	54%
Ease of walking in Ankeny	81%	82%	81%	74%	77%	80%
Availability of paths and walking trails	85%	81%	76%	NA	NA	NA
Traffic flow on major streets	54%	61%	61%	NA	NA	NA
Percent "excellent" or "good"						

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Ankeny	Above
Ease of bus travel in Ankeny	Similar
Ease of bicycle travel in Ankeny	Much above
Ease of walking in Ankeny	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Above

Seven transportation services were rated in Ankeny. Compared to most communities across America, ratings tended to be favorable. Five were above the benchmark, two were similar to the benchmark and none were below the benchmark. Ratings for snow removal were lower in 2013 than in 2011.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2013	2011	2009	2007	2005	2003
Street repair	55%	55%	59%	57%	61%	70%
Street cleaning	76%	80%	77%	76%	74%	78%
Street lighting	78%	74%	80%	79%	73%	80%
Snow removal	70%	81%	78%	82%	79%	80%
Sidewalk maintenance	62%	69%	65%	NA	NA	NA
Traffic signal timing	48%	53%	60%	64%	53%	63%
Bus or transit services	57%	58%	60%	50%	45%	59%
Percent "excellent" or "good"						

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Above
Street cleaning	Much above
Street lighting	Much above
Snow removal	Above
Sidewalk maintenance	Above
Traffic signal timing	Similar
Bus or transit services	Similar

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 2% of work commute trips were made by transit, 2% by bicycle and 2% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

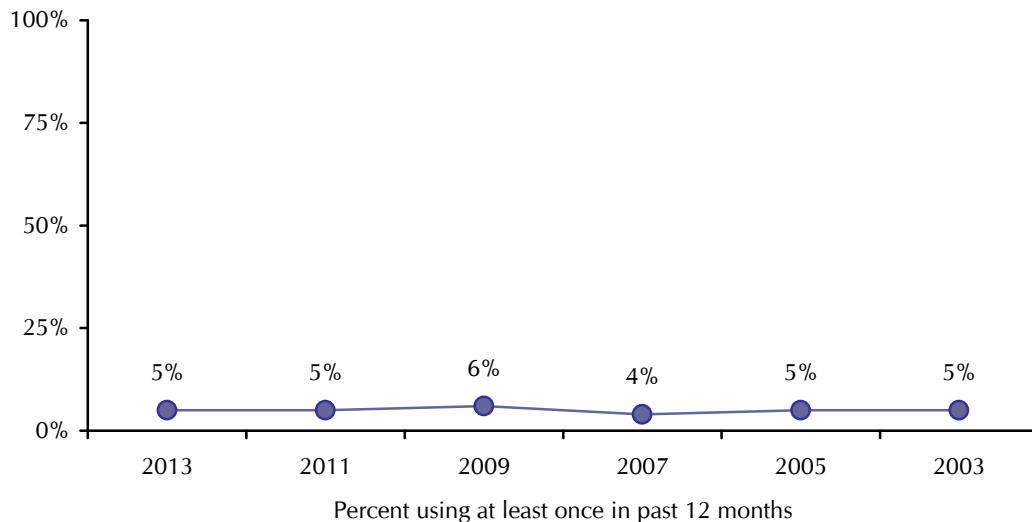


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Ankeny	Much less

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

	2013	2011	2009	2007	2005	2003
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	79%	82%	81%	NA	NA	NA
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%	9%	9%	NA	NA	NA
Bus, rail, subway or other public transportation	2%	2%	3%	NA	NA	NA
Walk	2%	1%	1%	NA	NA	NA
Bicycle	2%	0%	0%	NA	NA	NA
Work at home	6%	5%	5%	NA	NA	NA
Other	0%	0%	0%	NA	NA	NA

FIGURE 14: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	More

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Ankeny residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 60% of respondents, while the variety of housing options was rated as "excellent" or "good" by 80% of respondents. The rating of perceived affordable housing availability was much better in the City of Ankeny than the ratings, on average, in comparison jurisdictions.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2013	2011	2009	2007	2005	2003
Availability of affordable quality housing	60%	59%	60%	53%	47%	41%
Variety of housing options	80%	80%	83%	NA	NA	NA
Percent "excellent" or "good"						

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Much above

To augment the perceptions of affordable housing in Ankeny, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Ankeny experiencing housing cost stress. About 19% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

	2013	2011	2009	2007	2005	2003
Housing costs 30% or more of income	19%	26%	22%	NA	NA	NA
Percent of respondents						

FIGURE 18: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Ankeny and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Ankeny was rated as "excellent" by 38% of respondents and as "good" by an additional 51%. The overall appearance of Ankeny was rated as "excellent" or "good" by 95% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Ankeny, 2% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated much higher than the benchmark. Ratings for animal control declined in 2013.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2013	2011	2009	2007	2005	2003
Overall quality of new development in Ankeny	89%	84%	86%	80%	83%	NA
Overall appearance of Ankeny	95%	93%	93%	89%	89%	92%
Percent "excellent" or "good"						

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Ankeny	Much above
Overall appearance of Ankeny	Much above

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

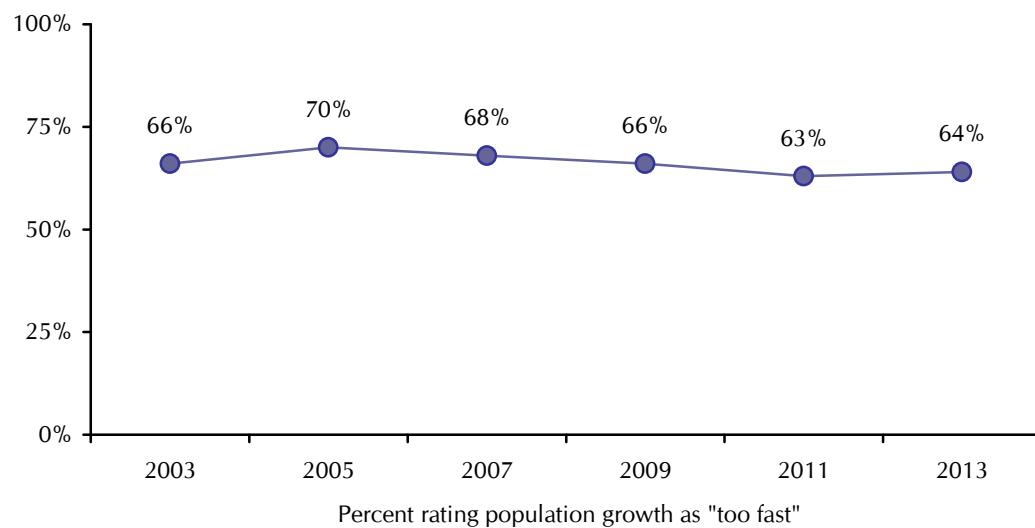


FIGURE 22: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much more

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

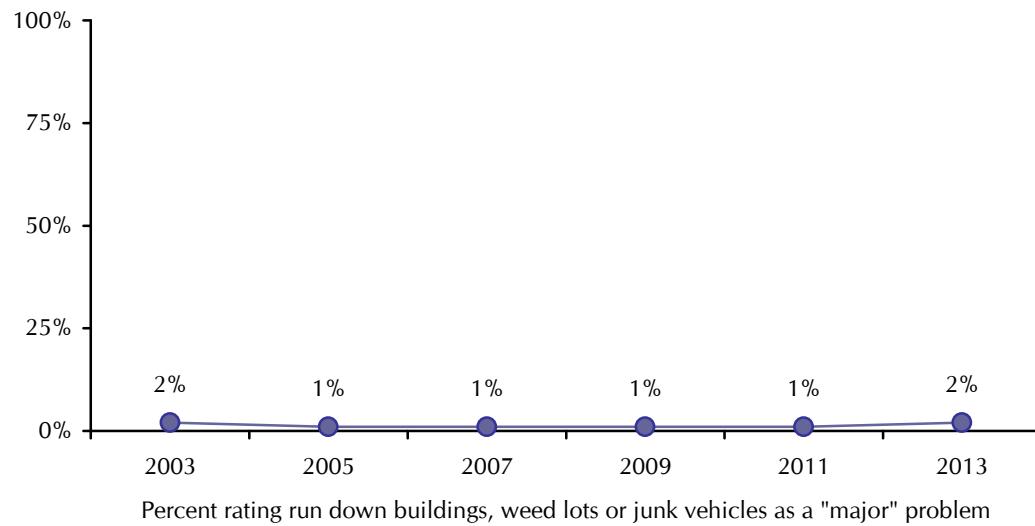


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2013	2011	2009	2007	2005	2003
Land use, planning and zoning	65%	64%	61%	63%	58%	64%
Code enforcement (weeds, abandoned buildings, etc.)	66%	72%	71%	77%	74%	72%
Animal control	74%	82%	81%	82%	78%	75%
Percent "excellent" or "good"						

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Much above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments in Ankeny and shopping opportunities. Receiving the lowest rating was employment opportunities, however this rating increased over time and was much above the benchmark comparison.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2013	2011	2009	2007	2005	2003
Employment opportunities	50%	41%	40%	37%	39%	33%
Shopping opportunities	79%	76%	77%	70%	82%	78%
Ankeny as a place to work	70%	71%	71%	67%	65%	NA
Overall quality of business and service establishments in Ankeny	86%	84%	84%	NA	NA	NA
Percent "excellent" or "good"						

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Ankeny as a place to work	Much above
Overall quality of business and service establishments in Ankeny	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Ankeny, 57% responded that it was "too slow," while 23% reported retail growth as "too slow." Many fewer residents in Ankeny compared to other jurisdictions believed that retail growth was too slow and many fewer residents believed that jobs growth was too slow. Fewer respondents rated jobs growth as too slow in 2013 than in 2011.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2013	2011	2009	2007	2005	2003
Retail growth seen as too slow	23%	22%	25%	23%	15%	14%
Jobs growth seen as too slow	57%	73%	68%	63%	57%	58%
Percent of respondents						

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	Much less

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

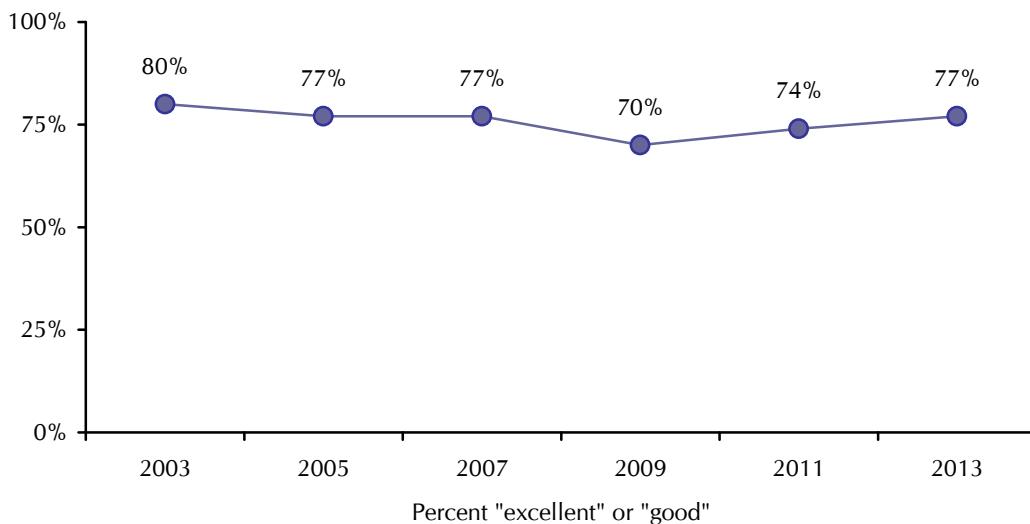


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

Residents were asked to reflect on their economic prospects in the near term. Twenty-nine percent of City of Ankeny residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family. The percent of residents with an optimistic outlook on their household income was much more than comparison jurisdictions and higher than in 2011.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

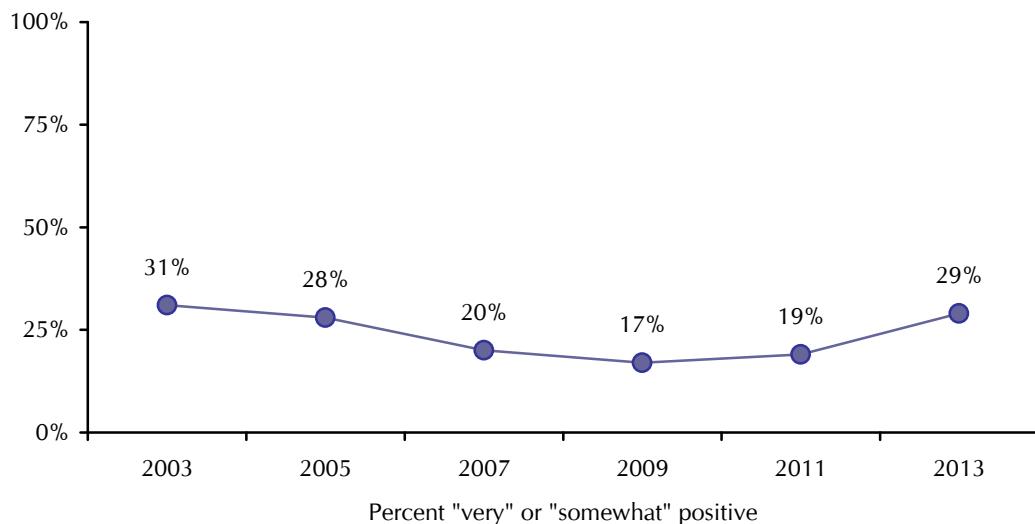


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much above

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Almost all gave positive ratings of safety in the City of Ankeny. About 93% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 89% felt "very" or "somewhat" safe from environmental hazards.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2013	2011	2009	2007	2005	2003
Safety in your neighborhood during the day	97%	98%	97%	98%	99%	98%
Safety in your neighborhood after dark	93%	92%	92%	92%	92%	91%
Safety in Ankeny's downtown area during the day	96%	97%	96%	98%	98%	97%
Safety in Ankeny's downtown area after dark	88%	87%	87%	86%	88%	87%
Safety from violent crime (e.g., rape, assault, robbery)	93%	95%	94%	94%	90%	90%
Safety from property crimes (e.g., burglary, theft)	83%	85%	89%	85%	77%	80%
Safety from environmental hazards	89%	89%	87%	NA	NA	NA
Percent "very" or "somewhat" safe						

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Ankeny's downtown area during the day	Much above
In Ankeny's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Much above

As assessed by the survey, 5% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, all reported it to police. Compared to other jurisdictions far fewer Ankeny residents had been victims of crime in the 12 months preceding the survey and far more had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2013	2011	2009	2007	2005	2003
During the past 12 months, were you or anyone in your household the victim of any crime?	5%	6%	7%	5%	8%	9%
If yes, was this crime (these crimes) reported to the police?	100%	78%	79%	59%	74%	77%
Percent "yes"						

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much less
Reported crimes	Much more

Residents rated seven City public safety services; of these, all were rated above the benchmark comparison. Fire services, fire prevention and education and ambulance or emergency medical services received the highest ratings, while emergency preparedness and traffic enforcement received the lowest ratings.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2013	2011	2009	2007	2005	2003
Police services	88%	87%	89%	92%	88%	87%
Fire services	97%	94%	96%	94%	96%	95%
Ambulance or emergency medical services	94%	95%	96%	95%	95%	93%
Crime prevention	86%	90%	NA	NA	NA	NA
Fire prevention and education	94%	91%	90%	91%	92%	90%
Traffic enforcement	75%	78%	81%	79%	76%	80%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	73%	76%	73%	NA	NA	NA
Percent "excellent" or "good"						

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Above
Ambulance or emergency medical services	Above
Crime prevention	Much above
Fire prevention and education	Much above
Traffic enforcement	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

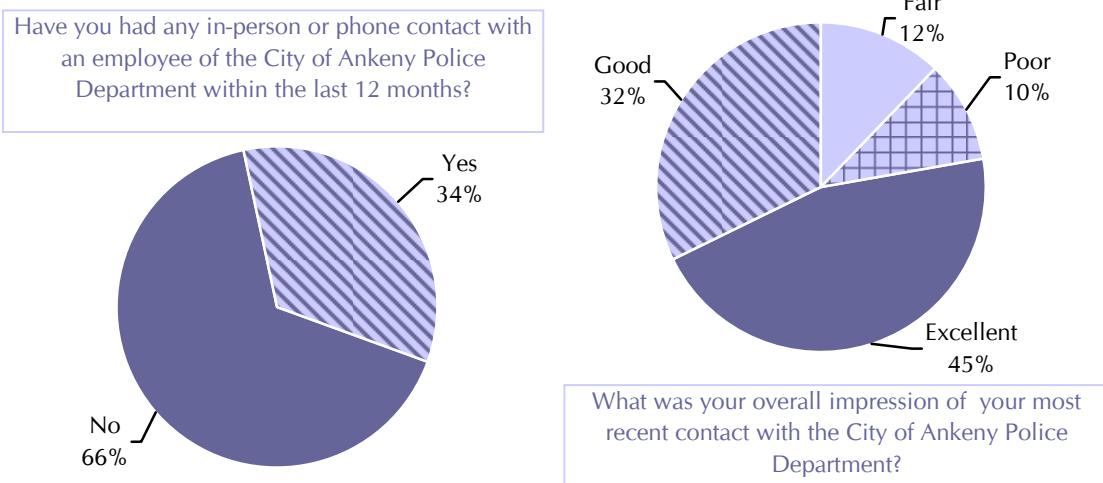


FIGURE 42: CONTACT WITH FIRE DEPARTMENT

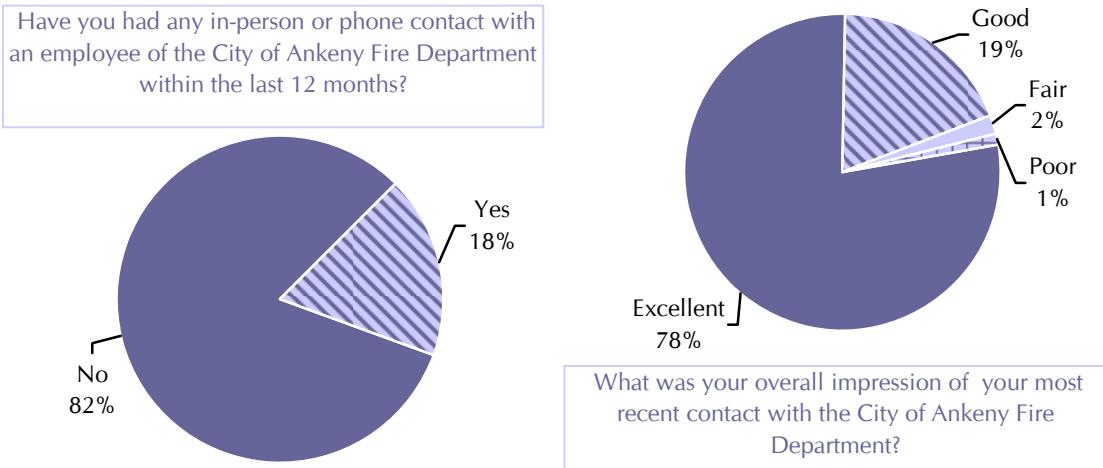


FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Ankeny Police Department	Similar
Overall impression of most recent contact with the City of Ankeny Police Department	Similar
Had contact with the City of Ankeny Fire Department	More
Overall impression of most recent contact with the City of Ankeny Fire Department	Much above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Ankeny were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 82% of survey respondents. The cleanliness of Ankeny received the highest rating, and it was much above the benchmark.

FIGURE 44: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

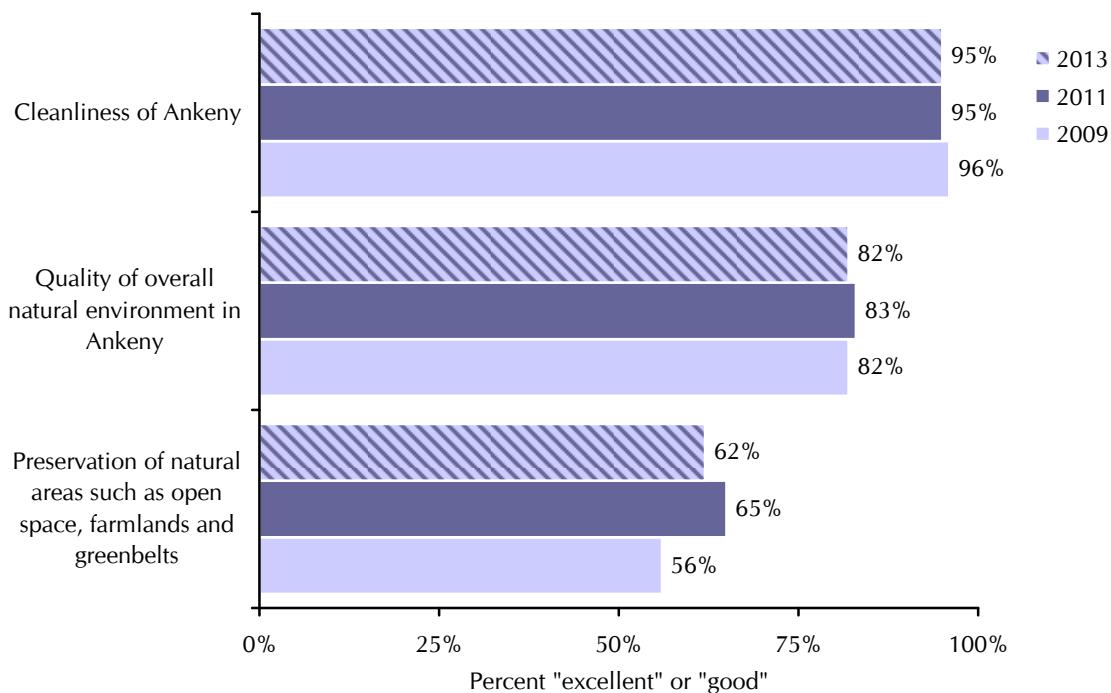


FIGURE 45: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Ankeny	Much above
Quality of overall natural environment in Ankeny	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Similar

Resident recycling was about the same as recycling reported in comparison communities.

FIGURE 46: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

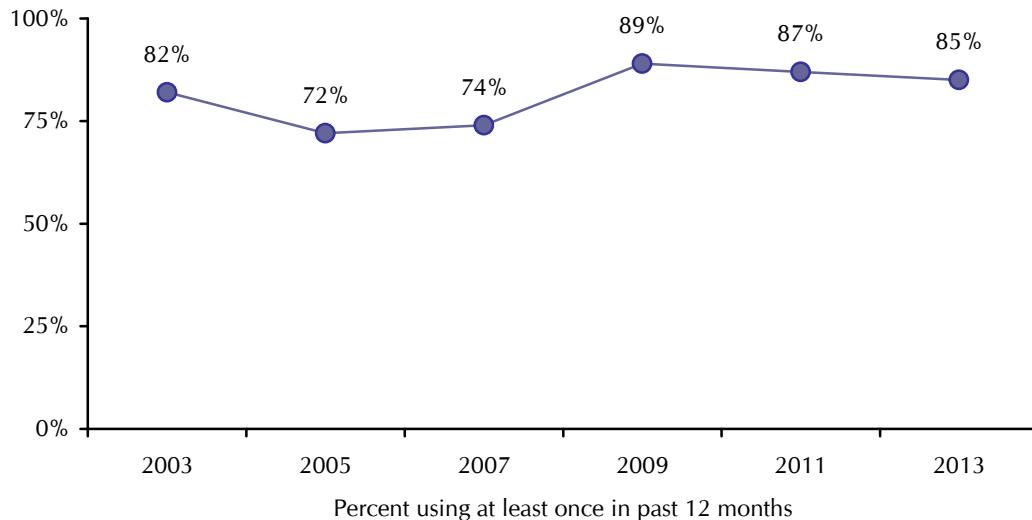


FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Similar

Of the six utility services rated by those completing the questionnaire, five were higher than the benchmark comparison, one was similar and none were below the benchmark comparison.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

	2013	2011	2009	2007	2005	2003
Sewer services	86%	84%	89%	88%	84%	83%
Drinking water	82%	80%	80%	83%	74%	70%
Storm drainage	75%	68%	70%	72%	71%	73%
Yard waste pick-up	75%	74%	78%	82%	77%	NA
Recycling	89%	90%	90%	85%	89%	84%
Garbage collection	90%	92%	NA	NA	NA	NA
Percent "excellent" or "good"						

FIGURE 49: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Above
Drinking water	Much above
Storm drainage	Much above
Yard waste pick-up	Similar
Recycling	Much above
Garbage collection	Above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Ankeny were rated positively as were services related to parks and recreation. City parks, recreation programs and recreation facilities all were rated much higher than the benchmark.

Resident use of Ankeny parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Ankeny recreation centers was much greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in Ankeny was higher than use in comparison jurisdictions.

FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

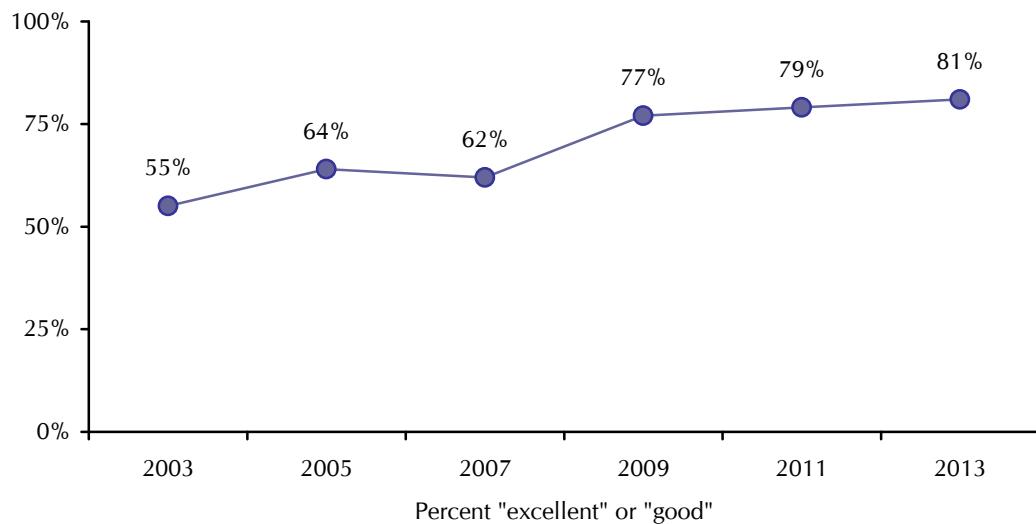


FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much above

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2013	2011	2009	2007	2005	2003
Used Ankeny recreation centers	64%	62%	65%	64%	60%	64%
Participated in a recreation program or activity	52%	45%	56%	45%	48%	45%
Visited a neighborhood park or City park	89%	87%	88%	89%	85%	88%
Percent using at least once in last 12 months						

FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Ankeny recreation centers	Much more
Participated in a recreation program or activity	More
Visited a neighborhood park or City park	Similar

FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2013	2011	2009	2007	2005	2003
City parks	97%	93%	95%	NA	92%	90%
Recreation programs or classes	90%	88%	89%	80%	83%	86%
Recreation centers or facilities	87%	86%	86%	76%	78%	80%
Percent "excellent" or "good"						

FIGURE 55: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as "excellent" or "good" by 40% of respondents. Educational opportunities were rated as "excellent" or "good" by 88% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, while cultural activity opportunities were rated much below the benchmark comparison.

About 71% of Ankeny residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions. Ratings for public schools increased in 2013 compared to 2011.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2011	2009	2007	2005	2003
Opportunities to attend cultural activities	40%	39%	36%	48%	43%	NA
Educational opportunities	88%	83%	86%	88%	88%	NA
Percent "excellent" or "good"						

FIGURE 57: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Much above

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2011	2009	2007	2005	2003
Used Ankeny public libraries or their services	71%	75%	79%	74%	74%	76%
Participated in religious or spiritual activities in Ankeny	67%	63%	70%	NA	NA	NA
Percent using at least once in last 12 months						

FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Ankeny public libraries or their services	Similar
Participated in religious or spiritual activities in Ankeny	Much more

FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2013	2011	2009	2007	2005	2003
Public schools	96%	87%	85%	91%	NA	NA
Public library services	94%	88%	89%	NA	84%	86%
Percent "excellent" or "good"						

FIGURE 61: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Ankeny were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of preventive health services were rated most positively for the City of Ankeny and the availability of affordable quality food and affordable quality health care were rated similarly by residents.

Among Ankeny residents, 79% rated affordable quality health care as "excellent" or "good." Those ratings were much above the ratings of comparison communities.

FIGURE 62: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2013	2011	2009	2007	2005	2003
Availability of affordable quality health care	79%	81%	73%	75%	75%	64%
Availability of affordable quality food	83%	85%	85%	NA	NA	NA
Availability of preventive health services	84%	80%	82%	NA	NA	NA
Percent "excellent" or "good"						

FIGURE 63: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much above
Availability of affordable quality food	Much above
Availability of preventive health services	Much above

Health services in the City of Ankeny were rated much above the benchmark.

FIGURE 64: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

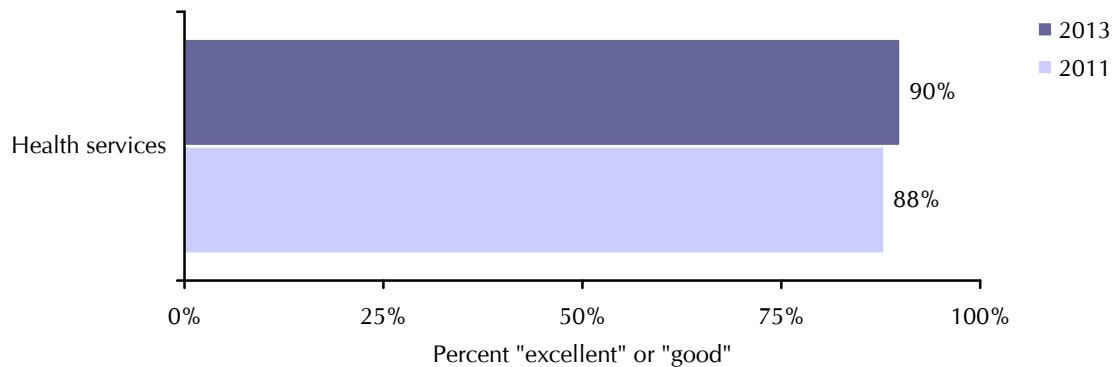


FIGURE 65: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Ankeny as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated the City of Ankeny as an "excellent" or "good" place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." About two-thirds of survey respondents felt the City of Ankeny was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and this rating declined in 2013, but it was much higher than the benchmark comparison.

FIGURE 66: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2013	2011	2009	2007	2005	2003
Sense of community	81%	77%	77%	76%	79%	72%
Openness and acceptance of the community toward people of diverse backgrounds	67%	72%	67%	NA	NA	NA
Availability of affordable quality child care	57%	69%	61%	67%	57%	NA
Ankeny as a place to raise children	96%	94%	95%	93%	93%	91%
Ankeny as a place to retire	63%	65%	64%	61%	61%	61%
Percent "excellent" or "good"						

FIGURE 67: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Similar
Availability of affordable quality child care	Much above
Ankeny as a place to raise kids	Much above
Ankeny as a place to retire	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 57% to 87% with ratings of "excellent" or "good." Services to seniors, youth and low-income people were all above the benchmark.

FIGURE 68: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2013	2011	2009	2007	2005	2003
Services to seniors	75%	80%	77%	82%	70%	70%
Services to youth	87%	82%	84%	83%	68%	73%
Services to low-income people	57%	58%	61%	NA	NA	NA
Percent "excellent" or "good"						

FIGURE 69: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Above
Services to youth	Much above
Services to low income people	Much above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Ankeny. Survey participants rated the volunteer opportunities in the City of Ankeny favorably. Opportunities to participate in community matters were rated more favorably.

The rating for opportunities to participate in community matters was above the benchmark while the rating for opportunities to volunteer was similar to the benchmark.

FIGURE 70: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

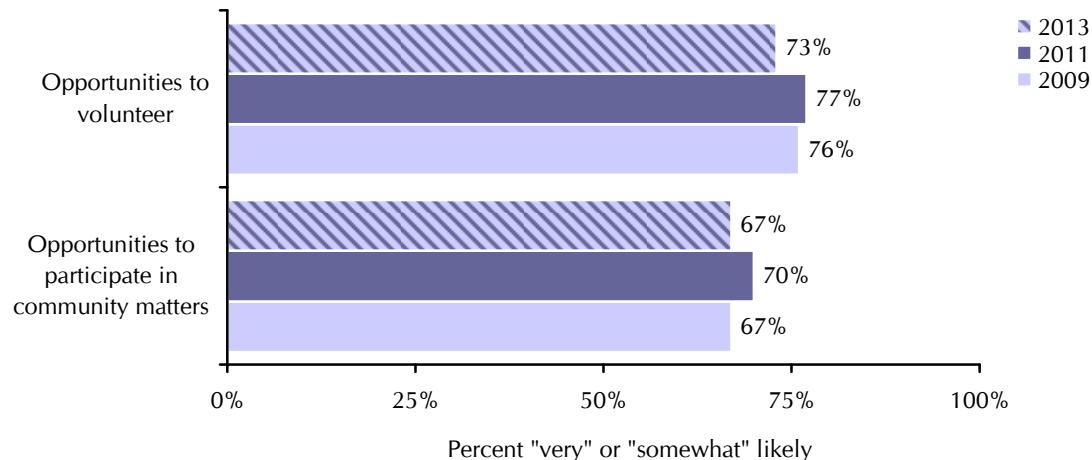


FIGURE 71: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Above
Opportunities to volunteer	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Volunteering, participation in clubs and helping friends showed similar rates of involvement; while attending public meetings showed lower rates of community engagement. The amount of respondents who participated in a club or civic group was higher in 2013 than in 2011.

FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

	2013	2011	2009	2007	2005	2003
Attended a meeting of local elected officials or other local public meeting	20%	17%	23%	26%	24%	18%
Volunteered your time to some group or activity in Ankeny	44%	40%	52%	38%	44%	41%
Participated in a club or civic group in Ankeny	31%	23%	33%	NA	NA	NA
Provided help to a friend or neighbor	92%	92%	95%	NA	NA	NA
Percent participating at least once in the last 12 months						

FIGURE 73: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Volunteered your time to some group or activity in Ankeny	Similar
Participated in a club or civic group in Ankeny	Similar
Provided help to a friend or neighbor	Similar

City of Ankeny residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-four percent reported they were registered to vote and 88% indicated they had voted in the last general election. This rate of self-reported voting was much higher than comparison communities. More respondents indicated that they had voted in the last general election in 2013 than in 2011.

FIGURE 74: REPORTED VOTING BEHAVIOR BY YEAR²

	2013	2011	2009	2007	2005	2003
Registered to vote	94%	90%	92%	87%	88%	86%
Voted in the last general election	88%	77%	82%	71%	75%	71%
Percent "yes"						

FIGURE 75: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much more
Voted in last general election	Much more

¹ Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

² Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Ankeny Web site in the previous 12 months, 76% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 76: USE OF INFORMATION SOURCES BY YEAR

	2013	2011	2009	2007	2005	2003
Visited the City of Ankeny Web site (at www.ankenyiowa.gov)	76%	74%	74%	47%	42%	NA
Percent using at least once in last 12 months						

FIGURE 77: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Visited the City of Ankeny Web site	Much more

FIGURE 78: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2013	2011	2009	2007	2005	2003
Cable television	61%	61%	62%	54%	61%	NA
Public information services	80%	80%	77%	80%	71%	74%
Percent "excellent" or "good"						

FIGURE 79: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 75% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 80: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2013	2011	2009	2007	2005	2003
Opportunities to participate in social events and activities	75%	72%	70%	NA	NA	NA
Opportunities to participate in religious or spiritual events and activities	84%	86%	88%	NA	NA	NA
Percent “excellent” or “good”						

FIGURE 81: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above
Opportunities to participate in religious or spiritual events and activities	Above

Residents in Ankeny reported a strong amount of neighborliness. More than half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities and was higher than in 2011.

FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

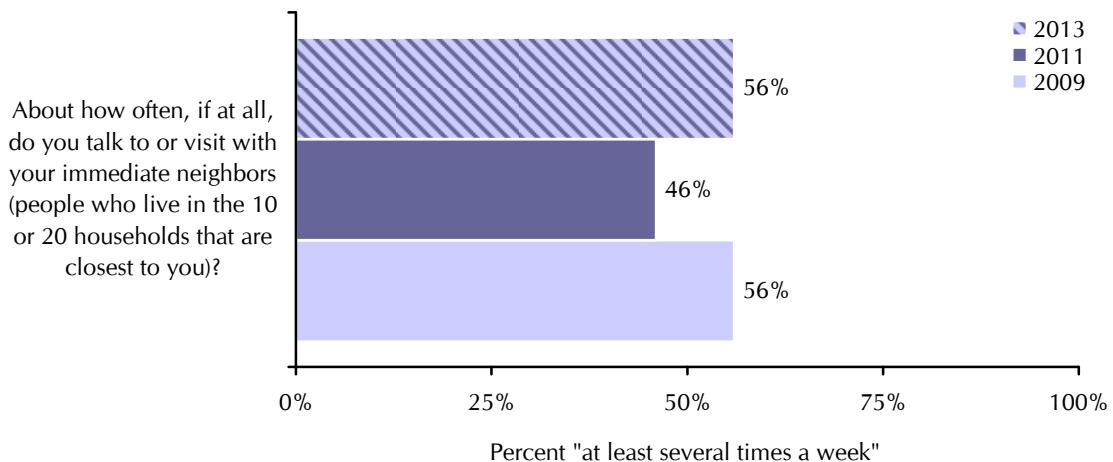


FIGURE 83: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Much more

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Ankeny is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Ankeny could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Ankeny may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Ankeny does at welcoming citizen involvement, 55% rated it as "excellent" or "good." Of these four ratings, three were above the benchmark, one was similar to the benchmark and none were below the benchmark.

FIGURE 84: PUBLIC TRUST RATINGS BY YEAR

	2013	2011	2009	2007	2005	2003
The value of services for the taxes paid to Ankeny*	57%	55%	56%	65%	60%	67%
The overall direction that Ankeny is taking*	70%	69%	68%	71%	68%	72%
The job Ankeny government does at welcoming citizen involvement*	55%	60%	59%	70%	60%	65%
Overall image or reputation of Ankeny	90%	89%	91%	93%	89%	NA
Percent "excellent" or "good"						

* For jurisdictions that have conducted The NCS prior to 2008, a change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 85: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Ankeny	Similar
The overall direction that Ankeny is taking	Much above
Job Ankeny government does at welcoming citizen involvement	Above
Overall image or reputation of Ankeny	Much above

On average, residents of the City of Ankeny gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Ankeny was rated as “excellent” or “good” by 85% of survey participants. The City of Ankeny’s rating was much above the benchmark when compared to other communities in the nation. Ratings of overall City services remained stable over time.

FIGURE 86: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF ANKENY BY YEAR

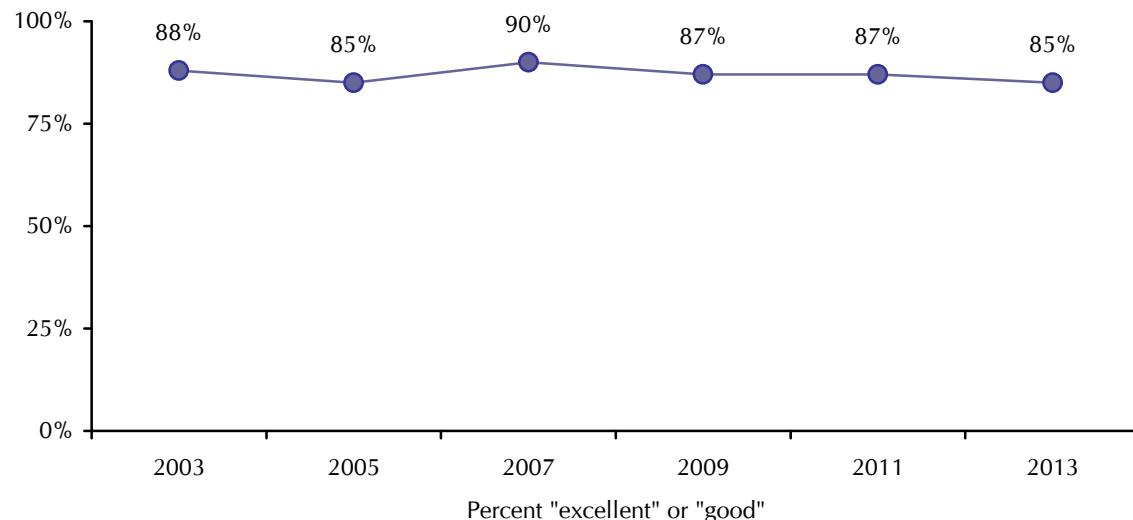


FIGURE 87: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2013	2011	2009	2007	2005	2003
Services provided by City of Ankeny	85%	87%	87%	90%	85%	88%
Services provided by the Federal Government	39%	44%	43%	48%	54%	43%
Services provided by the State Government	52%	50%	48%	58%	55%	45%
Services provided by Polk County Government	60%	56%	53%	NA	NA	NA
Percent "excellent" or "good"						

FIGURE 88: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Ankeny	Much above
Services provided by the Federal Government	Similar
Services provided by the State Government	Much above
Services provided by Polk County Government	Above

City of Ankeny Employees

The employees of the City of Ankeny who interact with the public create the first impression that most residents have of the City of Ankeny. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Ankeny. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Ankeny staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 42% who reported that they had been in contact (a percent that is much less than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 87% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the national benchmark and were similar to past survey years. The amount of respondents who had contact with City employees declined in 2013.

FIGURE 89: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

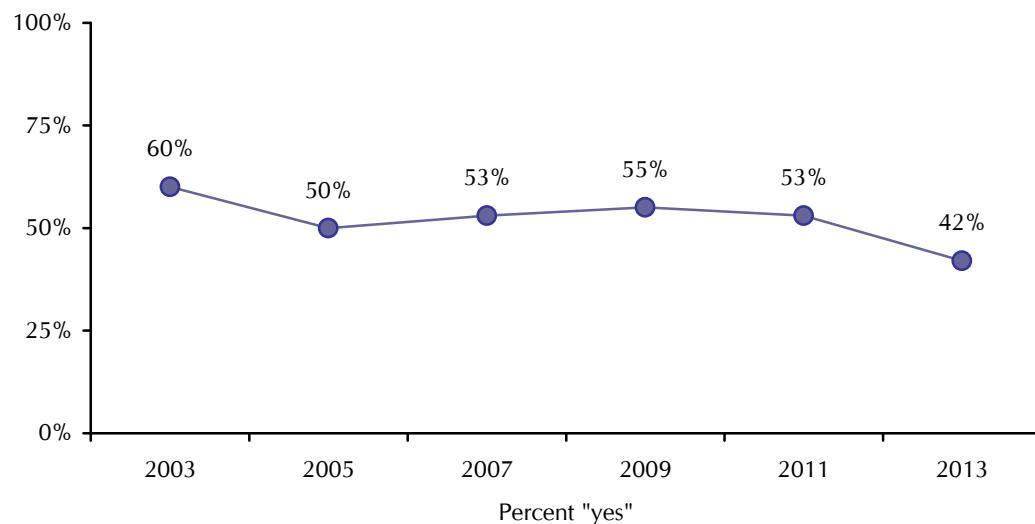


FIGURE 90: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

FIGURE 91: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2013	2011	2009	2007	2005	2003
Knowledge	89%	89%	90%	87%	85%	86%
Responsiveness	86%	88%	87%	83%	83%	84%
Courtesy	86%	88%	86%	87%	86%	87%
Overall impression	87%	88%	85%	84%	82%	84%
Percent "excellent" or "good"						

FIGURE 92: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Above
Overall impression	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Ankeny by examining the relationships between ratings of each service and ratings of the City of Ankeny's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Ankeny can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Ankeny Key Driver Analysis were:

- Economic development
- Police services
- Public information services
- Public schools
- Recreation centers or facilities
- Snow removal

CITY OF ANKENY ACTION CHART™

The 2013 City of Ankeny Action Chart™ on the following page combines three dimensions of performance:

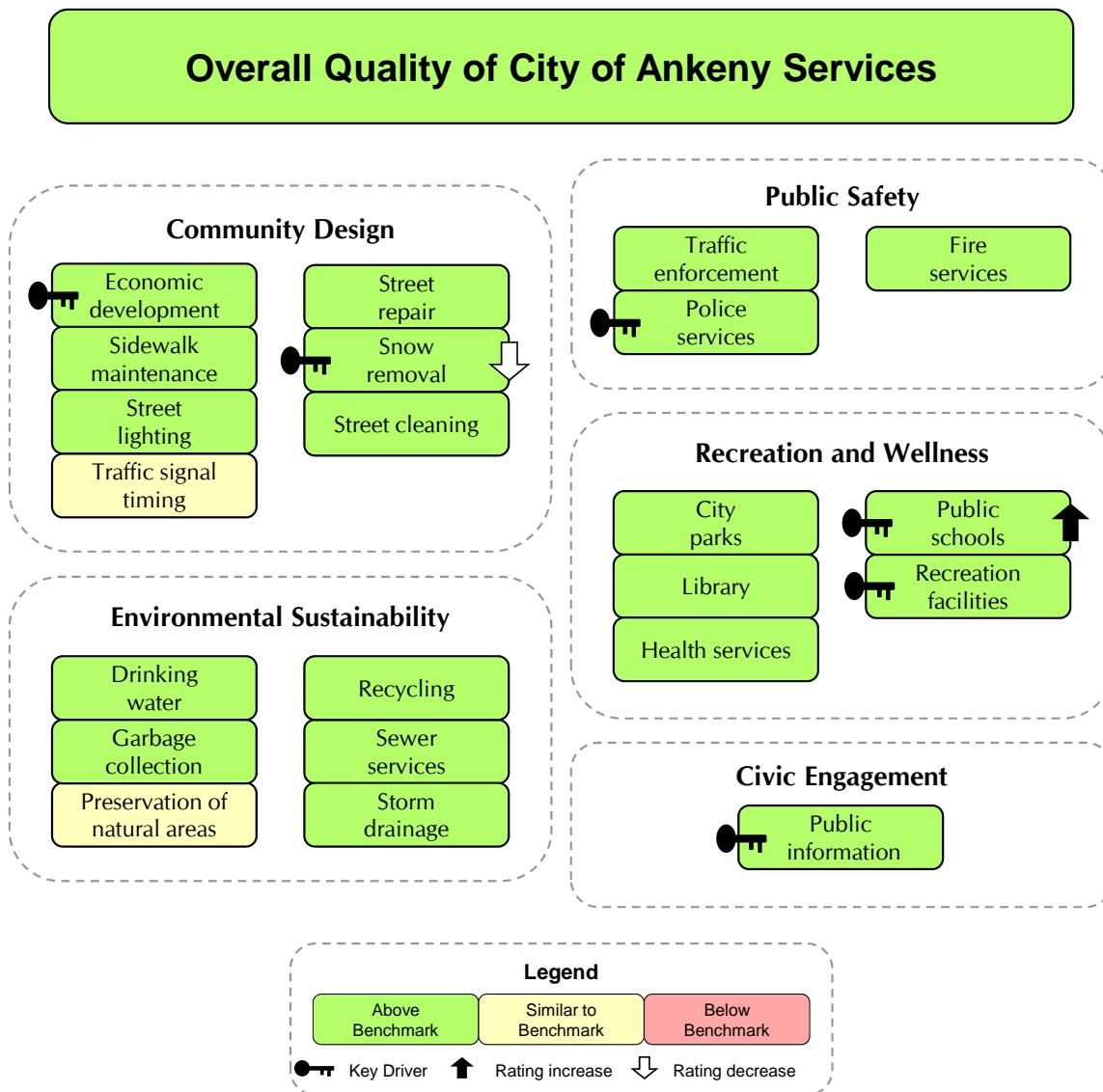
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (key) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-two services were included in the KDA for the City of Ankeny. Of these, 20 were above the benchmark, two were similar to the benchmark and none were below.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of Ankeny, no key drivers were below the benchmark, although snow removal was trending down. Therefore, Ankeny may wish to seek improvements to snow removal and should continue to ensure high quality performance in the other key drivers. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 93: CITY OF ANKENY ACTION CHART™



USING YOUR ACTION CHART™

The key drivers derived for the City of Ankeny provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Ankeny, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Ankeny, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Ankeny residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Ankeny key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 94: KEY DRIVERS COMPARED

Service	City of Ankeny Key Drivers	National Key Drivers	Core Services
• Police services	✓	✓	✓
Fire services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
Snow removal	✓		
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
◦ City parks			
Recreation centers or facilities	✓		
• Economic development	✓	✓	
Health services			✓
◦ Public library			
• Public information services	✓	✓	
• Public schools	✓	✓	
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTIONS

"Don't know" responses have been removed from the following questions, when applicable.

Custom Question 1					
Please rate how important, if at all, you think it will be for the City of Ankeny to invest resources in each of the following over the next five years:	Essential	Very important	Somewhat important	Not at all important	Total
Reduction of the City's debt	27%	50%	20%	2%	100%
Maintain and improve City streets	24%	59%	16%	1%	100%
Uptown redevelopment	16%	30%	37%	17%	100%
Continue to build neighborhood parks and playgrounds	13%	31%	41%	15%	100%
Expand sports practice and play fields	8%	14%	49%	29%	100%
Build a new municipal complex (library/community center City Hall/fire station)	6%	12%	41%	41%	100%

Custom Question 2					
Please rate each of the following:	Excellent	Good	Fair	Poor	Total
Overall feeling of safety in Ankeny	43%	47%	9%	0%	100%
Visibility of patrol cars in your neighborhood	18%	43%	28%	11%	100%
Level of traffic enforcement in Ankeny	15%	58%	22%	5%	100%

Custom Question 3					
Thinking about parks and recreation amenities in Ankeny, do you think there should be more, about the same amount, or less of each of the following?	More	About the same	Less	Total	
Trails	36%	61%	4%	100%	
Green space	35%	63%	2%	100%	
Recreation programs and activities	23%	75%	2%	100%	
Shelter rental facilities	22%	75%	4%	100%	
Senior programming	20%	78%	2%	100%	
Parks	19%	78%	3%	100%	
Playgrounds	16%	82%	2%	100%	
Tennis courts	9%	82%	9%	100%	

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Ankeny:	Excellent	Good	Fair	Poor	Total
Ankeny as a place to live	54%	41%	5%	0%	100%
Your neighborhood as a place to live	45%	43%	10%	1%	100%
Ankeny as a place to raise children	49%	47%	4%	0%	100%
Ankeny as a place to work	25%	45%	25%	5%	100%
Ankeny as a place to retire	23%	40%	29%	8%	100%
The overall quality of life in Ankeny	40%	53%	6%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Ankeny as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	22%	59%	16%	2%	100%
Openness and acceptance of the community toward people of diverse backgrounds	15%	52%	26%	7%	100%
Overall appearance of Ankeny	40%	55%	5%	0%	100%
Cleanliness of Ankeny	45%	49%	5%	0%	100%
Overall quality of new development in Ankeny	38%	51%	10%	1%	100%
Variety of housing options	32%	47%	19%	1%	100%
Overall quality of business and service establishments in Ankeny	29%	57%	13%	1%	100%
Shopping opportunities	29%	50%	17%	4%	100%
Opportunities to attend cultural activities	7%	33%	45%	15%	100%
Recreational opportunities	31%	49%	17%	2%	100%
Employment opportunities	12%	37%	42%	9%	100%
Educational opportunities	29%	59%	11%	0%	100%
Opportunities to participate in social events and activities	18%	57%	24%	2%	100%
Opportunities to participate in religious or spiritual events and activities	30%	54%	14%	2%	100%
Opportunities to volunteer	23%	50%	24%	3%	100%
Opportunities to participate in community matters	17%	50%	30%	3%	100%
Ease of car travel in Ankeny	18%	49%	30%	4%	100%
Ease of bus travel in Ankeny	11%	31%	34%	23%	100%
Ease of bicycle travel in Ankeny	25%	48%	23%	4%	100%
Ease of walking in Ankeny	36%	45%	17%	2%	100%
Availability of paths and walking trails	37%	48%	13%	2%	100%
Traffic flow on major streets	9%	45%	34%	12%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Ankeny as a whole:		Excellent	Good	Fair	Poor
		Total			
Availability of affordable quality housing		10%	50%	32%	8%
Availability of affordable quality child care		17%	40%	35%	8%
Availability of affordable quality health care		20%	59%	19%	2%
Availability of affordable quality food		25%	57%	16%	1%
Availability of preventive health services		24%	60%	15%	2%
Quality of overall natural environment in Ankeny		23%	59%	17%	1%
Overall image or reputation of Ankeny		36%	54%	9%	1%

Question 3: Growth						
Please rate the speed of growth in the following categories in Ankeny over the past 2 years:		Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast
		Total				
Population growth	0%	0%	36%	47%	16%	100%
Retail growth (stores, restaurants, etc.)	2%	21%	62%	12%	3%	100%
Jobs growth	12%	45%	41%	2%	0%	100%

Question 4: Code Enforcement						
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Ankeny?					Percent of respondents	
Not a problem						30%
Minor problem						59%
Moderate problem						8%
Major problem						2%
Total						100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Ankeny:		Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe
		Total				
Violent crime (e.g., rape, assault, robbery)	62%	31%	5%	1%	1%	100%
Property crimes (e.g., burglary, theft)	36%	48%	9%	6%	2%	100%
Environmental hazards, including toxic waste	62%	27%	6%	3%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	84%	13%	1%	1%	1%	100%
In your neighborhood after dark	57%	36%	3%	3%	1%	100%
In Ankeny's downtown area during the day	78%	19%	2%	0%	1%	100%
In Ankeny's downtown area after dark	50%	38%	8%	3%	1%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Ankeny Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Ankeny Police Department within the last 12 months?	66%	34%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Ankeny Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Ankeny Police Department?	45%	32%	12%	10%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	95%
Yes	5%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	0%
Yes	100%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Ankeny?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Ankeny public libraries or their services	29%	22%	26%	11%	11%	100%
Used Ankeny recreation centers	36%	26%	24%	6%	9%	100%
Participated in a recreation program or activity	48%	23%	17%	6%	6%	100%
Visited a neighborhood park or City park	11%	18%	34%	20%	17%	100%
Ridden a local bus within Ankeny	95%	3%	1%	0%	1%	100%
Attended a meeting of local elected officials or other local public meeting	80%	15%	4%	0%	0%	100%
Visited the City of Ankeny Web site (at www.ankenyiowa.gov)	24%	19%	39%	11%	7%	100%
Recycled used paper, cans or bottles from your home	15%	4%	10%	18%	53%	100%
Volunteered your time to some group or activity in Ankeny	56%	18%	15%	4%	6%	100%
Participated in religious or spiritual activities in Ankeny	33%	13%	17%	8%	29%	100%
Participated in a club or civic group in Ankeny	69%	17%	8%	2%	5%	100%
Provided help to a friend or neighbor	8%	20%	43%	15%	14%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	19%
Several times a week	38%
Several times a month	21%
Less than several times a month	23%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Ankeny:	Excellent	Good	Fair	Poor	Total
Police services	37%	51%	9%	3%	100%
Fire services	50%	47%	3%	0%	100%
Ambulance or emergency medical services	49%	45%	5%	0%	100%
Crime prevention	33%	53%	11%	3%	100%
Fire prevention and education	42%	52%	6%	0%	100%
Traffic enforcement	23%	52%	21%	4%	100%
Street repair	11%	44%	36%	9%	100%
Street cleaning	20%	56%	22%	2%	100%
Street lighting	18%	60%	19%	3%	100%
Snow removal	21%	49%	22%	8%	100%
Sidewalk maintenance	12%	50%	27%	10%	100%
Traffic signal timing	7%	41%	35%	16%	100%
Bus or transit services	14%	43%	27%	16%	100%
Garbage collection	39%	51%	9%	1%	100%
Recycling	40%	49%	8%	3%	100%
Yard waste pick-up	25%	50%	18%	7%	100%
Storm drainage	18%	56%	20%	6%	100%
Drinking water	28%	53%	14%	4%	100%
Sewer services	24%	62%	14%	0%	100%
City parks	51%	45%	3%	0%	100%
Recreation programs or classes	30%	60%	8%	1%	100%
Recreation centers or facilities	28%	59%	11%	2%	100%
Land use, planning and zoning	17%	48%	28%	7%	100%
Code enforcement (weeds, abandoned buildings, etc.)	16%	50%	27%	7%	100%
Animal control	20%	54%	21%	5%	100%
Economic development	21%	57%	19%	3%	100%
Health services	30%	60%	9%	1%	100%
Services to seniors	18%	56%	21%	4%	100%
Services to youth	35%	52%	11%	2%	100%
Services to low-income people	16%	40%	33%	10%	100%
Public library services	36%	58%	6%	0%	100%
Public information services	24%	56%	18%	2%	100%
Public schools	42%	53%	3%	1%	100%
Cable television	12%	49%	29%	10%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	56%	22%	4%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	18%	44%	29%	9%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Ankeny	24%	61%	12%	3%	100%
The Federal Government	3%	35%	41%	21%	100%
The State Government	5%	47%	42%	6%	100%
Polk County Government	6%	54%	36%	3%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Ankeny to someone who asks	65%	29%	5%	1%	100%
Remain in Ankeny for the next five years	64%	25%	8%	3%	100%

Question 16: Impact of the Economy					
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents				
Very positive				4%	
Somewhat positive				25%	
Neutral				50%	
Somewhat negative				20%	
Very negative				2%	
Total				100%	

Question 17: Contact with Fire Department					
Have you had any in-person or phone contact with an employee of the City of Ankeny Fire Department within the last 12 months?	No	Yes	Total		
Have you had any in-person or phone contact with an employee of the City of Ankeny Fire Department within the last 12 months?	82%	18%	100%		

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Ankeny Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Ankeny Fire Department?	78%	19%	2%	1%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Ankeny within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	58%
Yes	42%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Ankeny in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	46%	43%	9%	2%	100%
Responsiveness	49%	37%	9%	5%	100%
Courtesy	53%	33%	7%	6%	100%
Overall impression	49%	37%	8%	5%	100%

Question 21: Government Performance					
Please rate the following categories of Ankeny government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Ankeny	12%	45%	32%	11%	100%
The overall direction that Ankeny is taking	16%	54%	25%	5%	100%
The job Ankeny government does at welcoming citizen involvement	12%	43%	37%	9%	100%

Question 22: Custom Question 1					
Please rate how important, if at all, you think it will be for the City of Ankeny to invest resources in each of the following over the next five years:	Essential	Very important	Somewhat important	Not at all important	Total
Reduction of the City's debt	27%	50%	20%	2%	100%
Maintain and improve City streets	24%	59%	16%	1%	100%
Build a new municipal complex (library/community center City Hall/fire station)	6%	12%	41%	41%	100%
Continue to build neighborhood parks and playgrounds	13%	31%	41%	15%	100%
Expand sports practice and play fields	8%	14%	49%	29%	100%
Uptown redevelopment	16%	30%	37%	17%	100%

Question 23: Custom Question 2					
Please rate each of the following:	Excellent	Good	Fair	Poor	Total
Level of traffic enforcement in Ankeny	15%	58%	22%	5%	100%
Visibility of patrol cars in your neighborhood	18%	43%	28%	11%	100%
Overall feeling of safety in Ankeny	43%	47%	9%	0%	100%

Question 24: Custom Question 3					
Thinking about parks and recreation amenities in Ankeny, do you think there should be more, about the same amount, or less of each of the following?	More	About the same	Less	Total	
Playgrounds	16%	82%	2%	100%	
Trails	36%	61%	4%	100%	
Parks	19%	78%	3%	100%	
Green space	35%	63%	2%	100%	
Senior programming	20%	78%	2%	100%	
Tennis courts	9%	82%	9%	100%	
Shelter rental facilities	22%	75%	4%	100%	
Recreation programs and activities	23%	75%	2%	100%	

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	23%
Yes, full-time	69%
Yes, part-time	8%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	2%
Walk	2%
Bicycle	2%
Work at home	6%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Ankeny?	Percent of respondents
Less than 2 years	11%
2 to 5 years	20%
6 to 10 years	26%
11 to 20 years	20%
More than 20 years	23%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	65%
House attached to one or more houses (e.g., a duplex or townhome)	12%
Building with two or more apartments or condominiums	22%
Mobile home	1%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	22%
Owned by you or someone in this house with a mortgage or free and clear	78%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than \$300 per month	2%
\$300 to \$599 per month	15%
\$600 to \$999 per month	25%
\$1,000 to \$1,499 per month	37%
\$1,500 to \$2,499 per month	18%
\$2,500 or more per month	3%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	55%
Yes	45%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	83%
Yes	17%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	11%
\$25,000 to \$49,999	20%
\$50,000 to \$99,999	32%
\$100,000 to \$149,999	26%
\$150,000 or more	11%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	100%
Yes, I consider myself to be Spanish, Hispanic or Latino	0%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	2%
White	95%
Other	2%

Total may exceed 100% as respondents could select more than one option

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	33%
35 to 44 years	19%
45 to 54 years	18%
55 to 64 years	11%
65 to 74 years	8%
75 years or older	7%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	6%
Yes	93%
Ineligible to vote	0%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	12%
Yes	88%
Ineligible to vote	0%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	51%
Yes	49%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	28%
Land line	50%
Both	22%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life													
Please rate each of the following aspects of quality of life in Ankeny:		Excellent		Good		Fair		Poor		Don't know		Total	
Ankeny as a place to live		54%	220	41%	169	5%	21	0%	1	0%	0	100%	411
Your neighborhood as a place to live		45%	187	43%	179	10%	43	1%	3	0%	0	100%	412
Ankeny as a place to raise children		45%	187	44%	181	4%	16	0%	1	7%	28	100%	412
Ankeny as a place to work		17%	70	31%	125	17%	69	4%	14	32%	132	100%	411
Ankeny as a place to retire		18%	72	30%	125	22%	89	6%	26	24%	98	100%	411
The overall quality of life in Ankeny		40%	164	53%	218	6%	27	0%	1	0%	1	100%	411

Question 2: Community Characteristics													
Please rate each of the following characteristics as they relate to Ankeny as a whole:		Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community		22%	89	58%	237	16%	66	2%	9	2%	6	100%	408
Openness and acceptance of the community toward people of diverse backgrounds		13%	54	47%	191	23%	95	7%	27	10%	40	100%	407
Overall appearance of Ankeny		40%	165	55%	224	5%	21	0%	0	0%	0	100%	410
Cleanliness of Ankeny		45%	186	49%	203	5%	21	0%	0	0%	0	100%	410
Overall quality of new development in Ankeny		36%	149	50%	204	9%	39	1%	5	3%	13	100%	410
Variety of housing options		31%	129	46%	188	18%	76	1%	6	3%	12	100%	410
Overall quality of business and service establishments in Ankeny		29%	117	57%	235	13%	54	1%	4	0%	0	100%	409
Shopping opportunities		29%	117	50%	205	17%	71	4%	15	0%	0	100%	407
Opportunities to attend cultural activities		6%	26	28%	116	39%	160	13%	52	13%	54	100%	409
Recreational opportunities		30%	122	48%	194	17%	67	2%	8	4%	15	100%	407
Employment opportunities		10%	40	29%	120	33%	134	7%	29	22%	89	100%	411
Educational opportunities		28%	115	56%	229	11%	45	0%	1	5%	21	100%	411
Opportunities to participate in social events and activities		17%	69	54%	223	23%	94	1%	6	5%	19	100%	411

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Ankeny as a whole:			Excellent		Good		Fair		Poor		Don't know	Total
Opportunities to participate in religious or spiritual events and activities	28%	113	50%	202	13%	51	2%	8	8%	33	100%	407
Opportunities to volunteer	18%	75	41%	165	20%	80	2%	8	19%	79	100%	408
Opportunities to participate in community matters	14%	56	40%	162	24%	97	2%	9	21%	84	100%	408
Ease of car travel in Ankeny	18%	72	48%	195	29%	119	4%	15	1%	5	100%	405
Ease of bus travel in Ankeny	6%	23	16%	64	17%	70	12%	48	50%	202	100%	408
Ease of bicycle travel in Ankeny	21%	84	39%	160	19%	77	3%	13	18%	71	100%	405
Ease of walking in Ankeny	34%	140	43%	177	16%	67	2%	9	4%	17	100%	410
Availability of paths and walking trails	35%	141	46%	185	12%	50	2%	9	4%	17	100%	402
Traffic flow on major streets	9%	37	45%	183	34%	140	12%	48	0%	2	100%	409
Availability of affordable quality housing	10%	39	47%	191	30%	123	7%	29	7%	28	100%	410
Availability of affordable quality child care	8%	33	19%	77	17%	67	4%	16	52%	208	100%	401
Availability of affordable quality health care	18%	73	53%	214	17%	69	1%	6	11%	45	100%	408
Availability of affordable quality food	25%	103	57%	232	16%	66	1%	3	1%	5	100%	410
Availability of preventive health services	21%	87	54%	222	13%	54	1%	6	10%	41	100%	409
Quality of overall natural environment in Ankeny	23%	94	58%	237	16%	67	1%	5	1%	5	100%	408
Overall image or reputation of Ankeny	36%	148	54%	220	9%	39	1%	2	0%	2	100%	411

Question 3: Growth														
Please rate the speed of growth in the following categories in Ankeny over the past 2 years:		Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know	Total	
Population growth	0%	0	0%	1	34%	138	44%	180	15%	62	7%	30	100%	411
Retail growth (stores, restaurants, etc.)	2%	7	20%	83	59%	241	11%	46	3%	13	5%	20	100%	411
Jobs growth	7%	28	25%	103	23%	94	1%	4	0%	0	44%	179	100%	409

Question 4: Code Enforcement									
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Ankeny?								Percent of respondents	
								Count	
Not a problem								29%	117
Minor problem								56%	228
Moderate problem								8%	32
Major problem								2%	8
Don't know								6%	23
Total								100%	408

Question 5: Community Safety															
Please rate how safe or unsafe you feel from the following in Ankeny:		Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	61%	251	30%	125	5%	20	1%	5	1%	5	1%	5	100%	411	
Property crimes (e.g., burglary, theft)	35%	144	47%	193	8%	34	6%	24	2%	9	2%	7	100%	411	
Environmental hazards, including toxic waste	57%	235	25%	103	5%	22	3%	11	2%	8	8%	32	100%	410	

Question 6: Personal Safety															
Please rate how safe or unsafe you feel:		Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	84%	344	13%	53	1%	3	1%	4	1%	4	1%	2	100%	410	
In your neighborhood after dark	57%	232	35%	145	3%	12	3%	12	1%	6	1%	3	100%	410	
In Ankeny's downtown area during the day	70%	287	17%	69	2%	7	0%	2	1%	4	10%	42	100%	410	
In Ankeny's downtown area after dark	40%	166	31%	127	6%	25	3%	10	1%	5	19%	77	100%	410	

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Ankeny Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Ankeny Police Department within the last 12 months?	66%	269	34%	141	0%	0	100%	410

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Ankeny Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Ankeny Police Department?	45%	62	32%	44	12%	16	10%	14	1%	2	100%	138

Question 9: Crime Victim					
During the past 12 months, were you or anyone in your household the victim of any crime?				Percent of respondents	Count
No				95%	389
Yes				5%	21
Don't know				0%	0
Total				100%	410

Question 10: Crime Reporting			
If yes, was this crime (these crimes) reported to the police?		Percent of respondents	Count
No		0%	0
Yes		100%	21
Don't know		0%	0
Total		100%	21

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Ankeny?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Used Ankeny public libraries or their services	29%	119	22%	91	26%	105	11%	46	11%	47	100%	408
Used Ankeny recreation centers	36%	146	26%	104	24%	96	6%	23	9%	37	100%	406
Participated in a recreation program or activity	48%	196	23%	93	17%	70	6%	23	6%	25	100%	407
Visited a neighborhood park or City park	11%	45	18%	74	34%	139	20%	79	17%	67	100%	404
Ridden a local bus within Ankeny	95%	385	3%	11	1%	3	0%	1	1%	6	100%	406
Attended a meeting of local elected officials or other local public meeting	80%	326	15%	62	4%	18	0%	2	0%	2	100%	408
Visited the City of Ankeny Web site (at www.ankenyiowa.gov)	24%	96	19%	78	39%	157	11%	46	7%	29	100%	405
Recycled used paper, cans or bottles from your home	15%	59	4%	16	10%	40	18%	75	53%	215	100%	405
Volunteered your time to some group or activity in Ankeny	56%	226	18%	74	15%	63	4%	18	6%	26	100%	407
Participated in religious or spiritual activities in Ankeny	33%	136	13%	53	17%	69	8%	32	29%	117	100%	406
Participated in a club or civic group in Ankeny	69%	280	17%	68	8%	32	2%	6	5%	19	100%	405
Provided help to a friend or neighbor	8%	33	20%	83	43%	175	15%	63	14%	56	100%	410

Question 12: Neighborliness			
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?			Percent of respondents
			Count
Just about everyday		19%	77
Several times a week		38%	153
Several times a month		21%	84
Less than several times a month		23%	93
Total		100%	407

Question 13: Service Quality												
Please rate the quality of each of the following services in Ankeny:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	32%	131	43%	177	8%	32	3%	11	14%	57	100%	408
Fire services	37%	151	34%	139	2%	9	0%	0	27%	110	100%	409
Ambulance or emergency medical services	33%	135	30%	123	4%	15	0%	1	33%	135	100%	409
Crime prevention	25%	104	41%	167	8%	33	2%	9	23%	94	100%	407
Fire prevention and education	28%	113	35%	141	4%	17	0%	0	33%	134	100%	406
Traffic enforcement	20%	80	43%	177	18%	72	3%	14	16%	65	100%	407
Street repair	11%	46	43%	175	35%	144	9%	36	2%	7	100%	408
Street cleaning	18%	75	53%	217	21%	85	2%	8	6%	24	100%	409
Street lighting	18%	72	60%	244	19%	76	3%	10	1%	5	100%	408
Snow removal	21%	84	49%	198	22%	89	8%	31	1%	5	100%	408
Sidewalk maintenance	12%	47	47%	191	26%	104	10%	39	7%	27	100%	409
Traffic signal timing	7%	28	40%	164	35%	141	16%	65	2%	7	100%	406
Bus or transit services	5%	20	15%	61	9%	38	6%	23	65%	267	100%	408
Garbage collection	38%	151	50%	200	9%	34	1%	4	2%	10	100%	399
Recycling	38%	154	46%	185	7%	30	3%	13	6%	24	100%	406
Yard waste pick-up	18%	73	36%	147	13%	54	5%	20	28%	112	100%	406
Storm drainage	16%	66	50%	205	18%	72	5%	20	11%	43	100%	407
Drinking water	28%	114	52%	215	14%	57	4%	17	2%	7	100%	409
Sewer services	22%	91	57%	232	13%	53	0%	2	7%	29	100%	406
City parks	48%	195	43%	173	3%	13	0%	0	6%	25	100%	405
Recreation programs or classes	21%	86	43%	173	6%	24	1%	4	30%	120	100%	406
Recreation centers or facilities	22%	89	46%	185	9%	36	2%	6	22%	88	100%	405
Land use, planning and zoning	12%	47	34%	136	19%	78	5%	21	30%	122	100%	403
Code enforcement (weeds, abandoned buildings, etc.)	11%	45	35%	144	19%	77	5%	21	30%	121	100%	407
Animal control	13%	54	36%	147	14%	57	3%	13	33%	135	100%	406
Economic development	17%	69	47%	190	16%	65	3%	11	17%	71	100%	406

Question 13: Service Quality													
Please rate the quality of each of the following services in Ankeny:		Excellent		Good		Fair		Poor		Don't know		Total	
Health services		27%	109	53%	217	8%	33	1%	3	12%	47	100%	409
Services to seniors		8%	33	25%	100	9%	38	2%	7	56%	230	100%	408
Services to youth		23%	95	35%	141	7%	30	1%	6	33%	135	100%	407
Services to low-income people		6%	25	16%	63	13%	51	4%	16	61%	247	100%	403
Public library services		30%	123	48%	195	5%	20	0%	1	17%	68	100%	407
Public information services		18%	74	43%	175	14%	55	2%	7	24%	97	100%	408
Public schools		34%	139	43%	175	3%	10	1%	4	19%	79	100%	407
Cable television		8%	34	34%	138	20%	80	7%	29	31%	125	100%	407
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)		11%	45	36%	142	14%	57	3%	11	36%	145	100%	401
Preservation of natural areas such as open space, farmlands and greenbelts		14%	57	34%	138	22%	90	7%	28	22%	90	100%	402

Question 14: Government Services Overall													
Overall, how would you rate the quality of the services provided by each of the following?		Excellent		Good		Fair		Poor		Don't know		Total	
The City of Ankeny		23%	95	60%	243	12%	48	3%	11	3%	10	100%	408
The Federal Government		3%	12	29%	118	34%	138	17%	69	17%	70	100%	408
The State Government		4%	18	40%	164	36%	146	5%	21	14%	58	100%	408
Polk County Government		5%	20	45%	183	30%	123	3%	12	17%	70	100%	408

Question 15: Recommendation and Longevity													
Please indicate how likely or unlikely you are to do each of the following:		Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Ankeny to someone who asks		64%	259	29%	117	5%	21	1%	4	1%	6	100%	407
Remain in Ankeny for the next five years		63%	255	24%	99	8%	31	3%	12	3%	10	100%	407

Question 16: Impact of the Economy			
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents		Count
Very positive	4%		15
Somewhat positive	25%		87
Neutral	50%		177
Somewhat negative	20%		70
Very negative	2%		6
Total	100%		355

Question 17: Contact with Fire Department						
Have you had any in-person or phone contact with an employee of the City of Ankeny Fire Department within the last 12 months?	No		Yes		Don't know	Total
Have you had any in-person or phone contact with an employee of the City of Ankeny Fire Department within the last 12 months?	82%	336	18%	75	0%	0 100% 411

Question 18: Ratings of Contact with Fire Department										
What was your overall impression of your most recent contact with the City of Ankeny Fire Department?	Excellent		Good		Fair		Poor		Don't know	Total
What was your overall impression of your most recent contact with the City of Ankeny Fire Department?	78%	58	19%	14	2%	2	1%	1	0%	0 100% 74

Question 19: Contact with City Employees						
Have you had any in-person, phone or email with an employee of the City of Ankeny within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents			Count		
No	58%			207		
Yes	42%			153		
Total	100%			360		

Question 20: City Employees														
What was your impression of the employee(s) of the City of Ankeny in your most recent contact?			Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge			46%	70	43%	66	9%	14	2%	3	0%	0	100%	153
Responsiveness			49%	75	37%	56	9%	14	5%	7	0%	0	100%	153
Courtesy			53%	81	33%	51	7%	11	6%	10	0%	0	100%	153
Overall impression			49%	75	37%	57	8%	13	5%	8	0%	0	100%	153

Question 21: Government Performance														
Please rate the following categories of Ankeny government performance:			Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Ankeny			10%	42	39%	162	28%	114	10%	41	12%	51	100%	411
The overall direction that Ankeny is taking			15%	62	50%	207	23%	95	5%	19	7%	28	100%	411
The job Ankeny government does at welcoming citizen involvement			9%	36	32%	129	27%	111	6%	26	26%	108	100%	410

Question 22: Custom Question 1														
Please rate how important, if at all, you think it will be for the City of Ankeny to invest resources in each of the following over the next five years:			Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Reduction of the City's debt			24%	99	44%	182	18%	72	2%	8	12%	49	100%	409
Maintain and improve City streets			23%	95	57%	234	16%	65	1%	2	3%	13	100%	411
Build a new municipal complex (library/community center City Hall/fire station)			6%	25	11%	46	38%	157	38%	156	7%	27	100%	411
Continue to build neighborhood parks and playgrounds			13%	52	29%	121	39%	162	14%	57	5%	19	100%	410
Expand sports practice and play fields			7%	30	13%	55	47%	191	27%	112	6%	23	100%	410
Uptown redevelopment			15%	60	28%	116	35%	143	16%	65	7%	27	100%	411

Question 23: Custom Question 2											
Please rate each of the following:	Excellent		Good		Fair		Poor		Don't know		Total
Level of traffic enforcement in Ankeny	15%	61	56%	229	21%	87	5%	19	3%	14	100% 410
Visibility of patrol cars in your neighborhood	18%	73	43%	174	27%	112	10%	42	2%	9	100% 410
Overall feeling of safety in Ankeny	43%	177	47%	191	9%	38	0%	2	0%	2	100% 410

Question 24: Custom Question 3										
Thinking about parks and recreation amenities in Ankeny, do you think there should be more, about the same amount, or less of each of the following?					More		About the same		Less	Total
Playgrounds			16%	57	82%	290	2%	9	100%	356
Trails			36%	145	61%	246	4%	14	100%	406
Parks			19%	77	78%	315	3%	12	100%	403
Green space			35%	141	63%	256	2%	9	100%	406
Senior programming			20%	79	78%	308	2%	10	100%	396
Tennis courts			9%	36	82%	329	9%	36	100%	401
Shelter rental facilities			22%	88	75%	302	4%	14	100%	404
Recreation programs and activities			23%	91	75%	303	2%	9	100%	404

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	23%	94
Yes, full-time	69%	280
Yes, part-time	8%	32
Total	100%	406

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	2%
Walk	2%
Bicycle	2%
Work at home	6%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Ankeny?	Percent of respondents	Count
Less than 2 years	11%	45
2 to 5 years	20%	83
6 to 10 years	26%	106
11 to 20 years	20%	83
More than 20 years	23%	93
Total	100%	410

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	65%	265
House attached to one or more houses (e.g., a duplex or townhome)	12%	50
Building with two or more apartments or condominiums	22%	90
Mobile home	1%	3
Other	1%	3
Total	100%	410

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	22%	87
Owned by you or someone in this house with a mortgage or free and clear	78%	314
Total	100%	401

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	2%	9
\$300 to \$599 per month	15%	58
\$600 to \$999 per month	25%	99
\$1,000 to \$1,499 per month	37%	146
\$1,500 to \$2,499 per month	18%	70
\$2,500 or more per month	3%	13
Total	100%	395

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	55%	225
Yes	45%	182
Total	100%	407

Question D8: Presence of Older Adults in Household			
Are you or any other members of your household aged 65 or older?		Percent of respondents	Count
No		83%	341
Yes		17%	69
Total		100%	410

Question D9: Household Income			
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)		Percent of respondents	Count
Less than \$24,999		11%	42
\$25,000 to \$49,999		20%	79
\$50,000 to \$99,999		32%	125
\$100,000 to \$149,999		26%	100
\$150,000 or more		11%	44
Total		100%	389

Question D10: Ethnicity			
Are you Spanish, Hispanic or Latino?		Percent of respondents	Count
No, not Spanish, Hispanic or Latino		100%	405
Yes, I consider myself to be Spanish, Hispanic or Latino		0%	2
Total		100%	407

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	8
Asian, Asian Indian or Pacific Islander	1%	4
Black or African American	2%	7
White	95%	388
Other	2%	8

Total may exceed 100% as respondents could select more than one option

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	16
25 to 34 years	33%	135
35 to 44 years	19%	77
45 to 54 years	18%	74
55 to 64 years	11%	43
65 to 74 years	8%	32
75 years or older	7%	29
Total	100%	407

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	213
Male	48%	193
Total	100%	406

Question D14: Registered to Vote			
Are you registered to vote in your jurisdiction?	Percent of respondents	Count	
No	6%	25	
Yes	91%	374	
Ineligible to vote	0%	1	
Don't know	2%	9	
Total	100%	409	

Question D15: Voted in Last General Election			
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count	
No	12%	48	
Yes	88%	359	
Ineligible to vote	0%	1	
Don't know	0%	2	
Total	100%	409	

Question D16: Has Cell Phone			
Do you have a cell phone?	Percent of respondents	Count	
No	4%	15	
Yes	96%	395	
Total	100%	410	

Question D17: Has Land Line			
Do you have a land line at home?	Percent of respondents	Count	
No	51%	210	
Yes	49%	199	
Total	100%	409	

Question D18: Primary Phone			
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count	
Cell	28%	51	
Land line	50%	91	
Both	22%	41	
Total	100%	183	

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

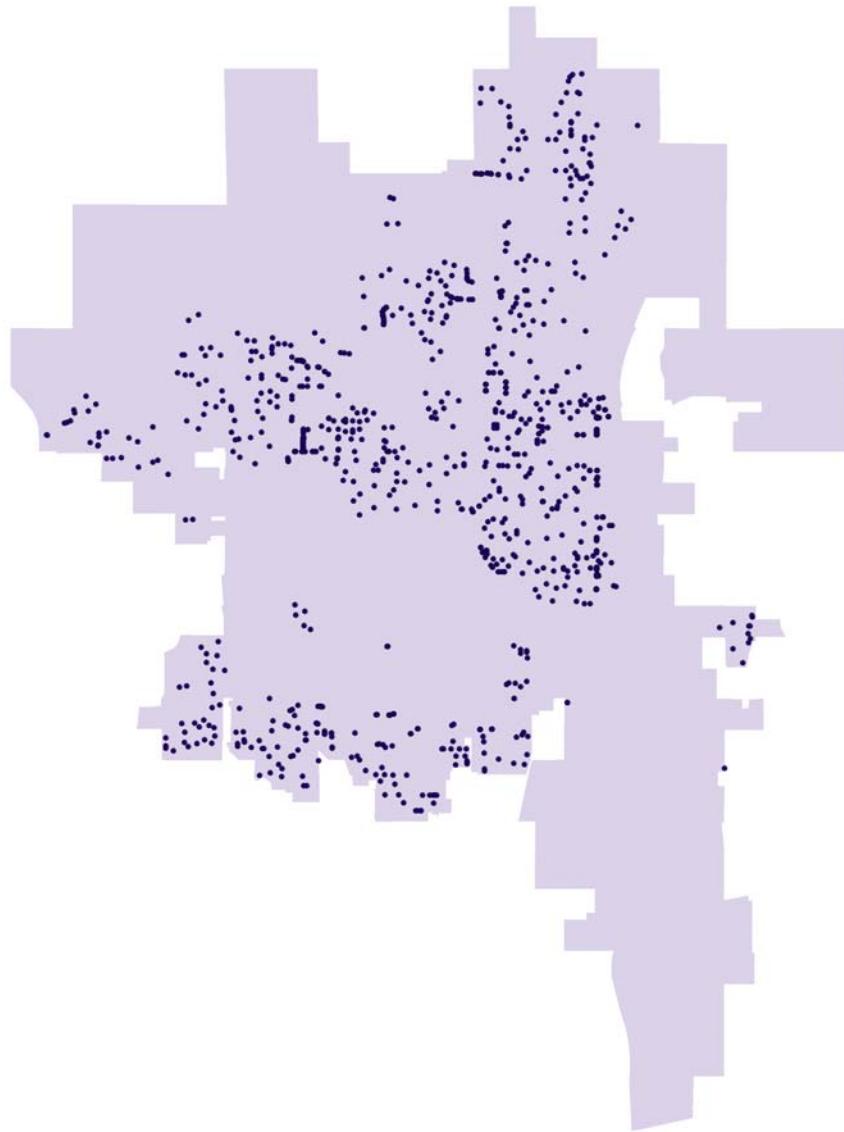
Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Ankeny were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Ankeny boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Ankeny households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Ankeny boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Ankeny. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 95: LOCATION OF SURVEY RECIPIENTS

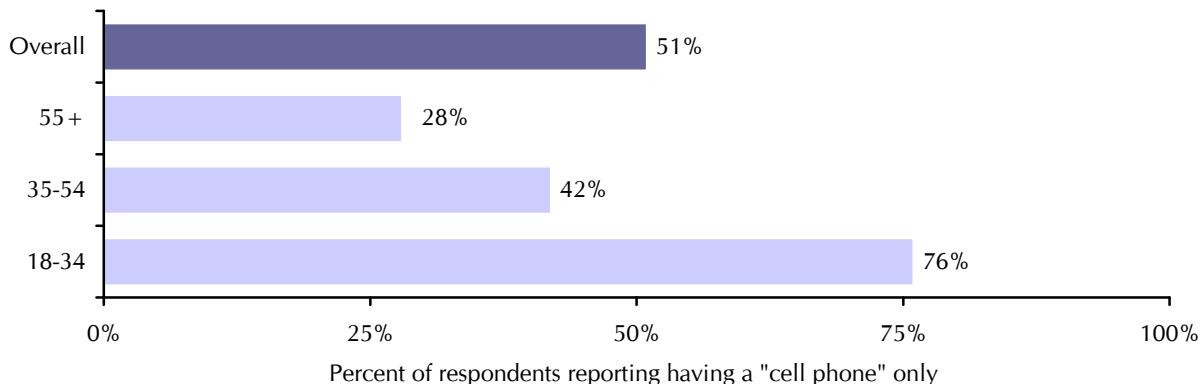


An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available

as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.³ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Ankeny has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 96: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN ANKENY



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning May 3, 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Ankeny survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (412 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

³ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the City of Ankeny. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing type and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Ankeny, IA Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	22%	17%	22%
Own home	78%	83%	78%
Detached unit	66%	61%	65%
Attached unit	34%	39%	35%
Race and Ethnicity			
White	96%	95%	94%
Not white	4%	5%	6%
Not Hispanic	98%	99%	99%
Hispanic	2%	1%	1%
White alone, not Hispanic	95%	94%	93%
Hispanic and/or other race	5%	6%	7%
Sex and Age			
Female	52%	64%	52%
Male	48%	36%	48%
18-34 years of age	38%	21%	37%
35-54 years of age	37%	34%	37%
55+ years of age	24%	45%	26%
Females 18-34	20%	17%	20%
Females 35-54	19%	22%	19%
Females 55+	13%	25%	14%
Males 18-34	18%	4%	18%
Males 35-54	19%	12%	19%
Males 55+	11%	20%	12%

¹ Source: 2010 Census/2011 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the *Citizen Surveys* book, but also in *Public Administration Review*, *Journal of Policy Analysis and Management*. Scholars who

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Ankeny to the Benchmark Database

The City of Ankeny chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Ankeny Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Ankeny results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Ankeny's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater than the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Ankeny.

Dear Ankeny Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Ankeny. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Gary Lorenz
Mayor

Dear Ankeny Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Ankeny. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Mayor

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Sincerely,



Gary Lorenz
Mayor



410 West First Street
Ankeny, Iowa 50023-1557

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



410 West First Street
Ankeny, Iowa 50023-1557

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



410 West First Street
Ankeny, Iowa 50023-1557

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



410 West First Street
Ankeny, Iowa 50023-1557

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



May 2013

Dear Ankeny Resident:

The City of Ankeny wants to know what you think about our community and municipal government. You have been randomly selected to participate in Ankeny's 2013 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Ankeny residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:

<http://www.n-r-c.com/survey/2013ankensurvey.htm>

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 515-965-6414.

Please help us shape the future of Ankeny. Thank you for your time and participation.

Sincerely,

Gary Lorenz
Mayor



May 2013

Dear Ankeny Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Ankeny wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Ankeny's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Ankeny residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

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Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 515-965-6414.

Please help us shape the future of Ankeny. Thank you for your time and participation.

Sincerely,

Gary Lorenz
Mayor

The City of Ankeny 2013 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Ankeny:

	Excellent	Good	Fair	Poor	Don't know
Ankeny as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Ankeny as a place to raise children	1	2	3	4	5
Ankeny as a place to work	1	2	3	4	5
Ankeny as a place to retire	1	2	3	4	5
The overall quality of life in Ankeny	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Ankeny as a whole:

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Ankeny	1	2	3	4	5
Cleanliness of Ankeny	1	2	3	4	5
Overall quality of new development in Ankeny	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Ankeny	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Ankeny	1	2	3	4	5
Ease of bus travel in Ankeny	1	2	3	4	5
Ease of bicycle travel in Ankeny	1	2	3	4	5
Ease of walking in Ankeny	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Quality of overall natural environment in Ankeny	1	2	3	4	5
Overall image or reputation of Ankeny	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Ankeny over the past 2 years:

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Ankeny?

Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Ankeny:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Ankeny's downtown area during the day	1	2	3	4	5	6
In Ankeny's downtown area after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Ankeny Police Department within the last 12 months?

No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Ankeny Police Department?

Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

No Yes Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Ankeny?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Ankeny public library or their services	1	2	3	4	5
Used Ankeny recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Ankeny.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Visited the City of Ankeny Web site (at www.ankenyiowa.gov)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Ankeny.....	1	2	3	4	5
Participated in religious or spiritual activities in Ankeny.....	1	2	3	4	5
Participated in a club or civic group in Ankeny.....	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The City of Ankeny 2013 Citizen Survey

13. Please rate the quality of each of the following services in Ankeny:

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services.....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The City of Ankeny	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Polk County Government	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Ankeny to someone who asks.....	1	2	3	4	5
Remain in Ankeny for the next five years	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

Very positive Somewhat positive Neutral Somewhat negative Very negative

17. Have you had any in-person or phone contact with an employee of the City of Ankeny Fire Department within the last 12 months?

No → Go to Question 19 Yes → Go to Question 18 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Ankeny Fire Department?

Excellent Good Fair Poor Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Ankeny within the last 12 months (including police, receptionists, planners or any others)?

No → Go to Question 21 Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Ankeny in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Ankeny government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Ankeny	1	2	3	4	5
The overall direction that Ankeny is taking	1	2	3	4	5
The job Ankeny government does at welcoming citizen involvement	1	2	3	4	5

22. Please rate how important, if at all, you think it will be for the City of Ankeny to invest resources in each of the following over the next five years:

	Essential	Very important	Somewhat important	Not at all important	Don't know
Reduction of the City's debt	1	2	3	4	5
Maintain and improve City streets	1	2	3	4	5
Build a new municipal complex (library/community center City Hall/fire station)	1	2	3	4	5
Continue to build neighborhood parks and playgrounds	1	2	3	4	5
Expand sports practice and play fields	1	2	3	4	5
Uptown redevelopment	1	2	3	4	5

23. Please rate each of the following:

	Excellent	Good	Fair	Poor	Don't know
Level of traffic enforcement in Ankeny	1	2	3	4	5
Visibility of patrol cars in your neighborhood	1	2	3	4	5
Overall feeling of safety in Ankeny	1	2	3	4	5

24. Thinking about parks and recreation amenities in Ankeny, do you think there should be more, about the same amount, or less of each of the following?

	More	About the same	Less
Playgrounds	1	2	3
Trails.....	1	2	3
Parks.....	1	2	3
Green space.....	1	2	3
Senior programming	1	2	3
Tennis courts	1	2	3
Shelter rental facilities.....	1	2	3
Recreation programs and activities.....	1	2	3

25. If you could change one single thing about the City of Ankeny, what would it be?

The City of Ankeny 2013 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	_____ days
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	_____ days
Bus, rail, subway or other public transportation	_____ days
Walk	_____ days
Bicycle	_____ days
Work at home	_____ days
Other	_____ days

D3. How many years have you lived in Ankeny?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No
- Yes

D8. Are you or any other members of your household aged 65 or older?

- No
- Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

D13. What is your sex?

- Female
- Male

D14. Are you registered to vote in your jurisdiction?

- No
- Ineligible to vote
- Yes
- Don't know

D15. Many people don't have time to vote in elections.

Did you vote in the last general election?

- No
- Ineligible to vote
- Yes
- Don't know

D16. Do you have a cell phone?

- No
- Yes

D17. Do you have a land line at home?

- No
- Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell
- Land line
- Both

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



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