

2006 DirectionFinder® Survey
City of Des Moines, Iowa



By
ETC Institute
June 21, 2006

Agenda

- Methodology
- Results
 - Perceptions of the Community
 - Overall Ratings
 - Customer Service
 - Police
 - Fire
 - Parks and Recreation
 - Public Works
 - Community Development
 - Communication
 - Libraries
 - Airports
 - Neighborhood Issues
- Summary/Questions

Methodology

- Developed with input from city leaders/staff
- Designed to objectively assess community priorities and satisfaction with the delivery of city services
- Similar to the 2004 and 2005 surveys
- Administered by mail with follow-up by phone
- Random sample of 403 residents
- Precision of at least $\pm 5\%$ at the 95% level of confidence
- Benchmarking Data
- Demographic composition of the sample accurately reflects the City's population

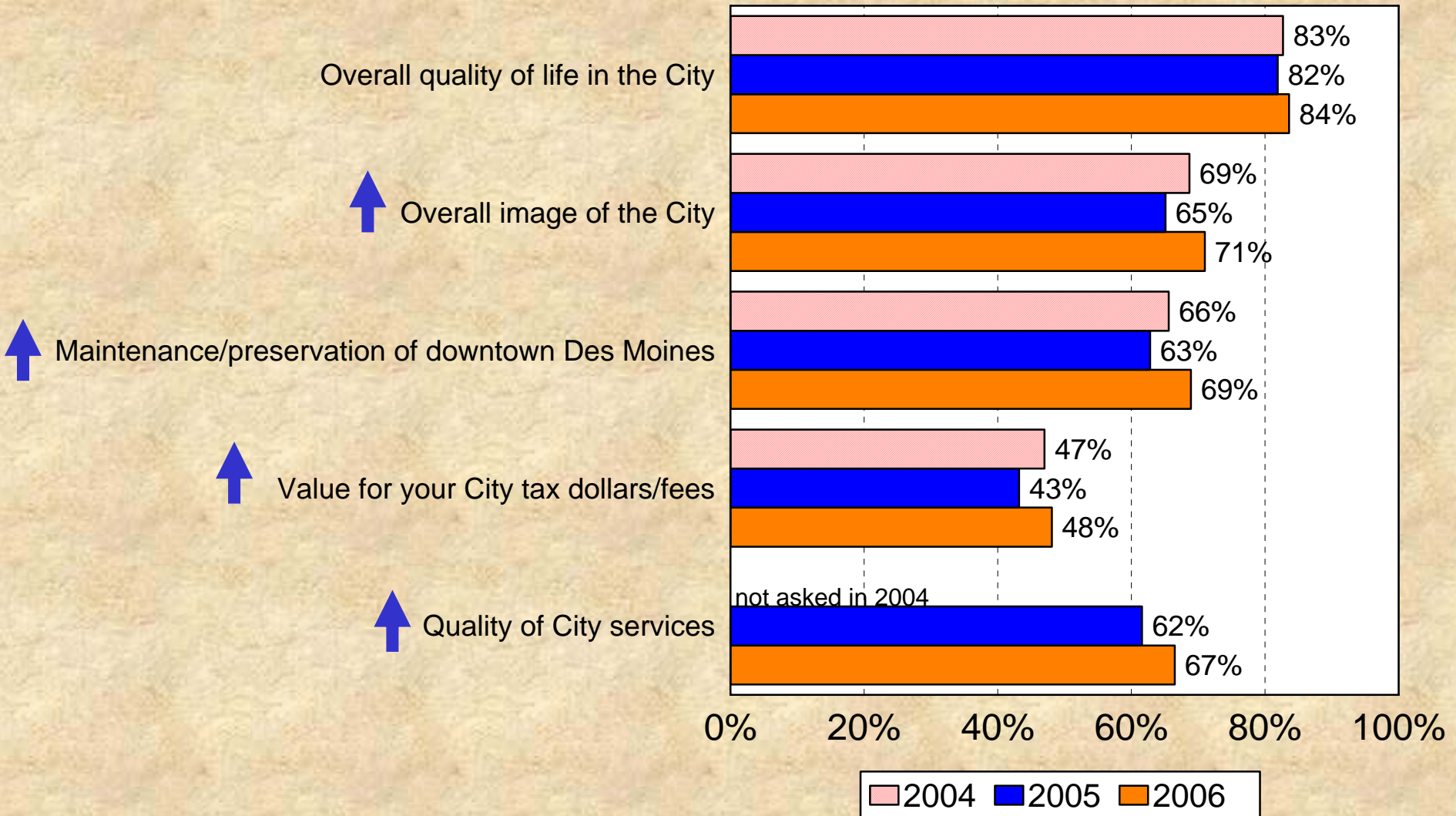
Benchmarking Cities

- ✍ Arlington County, Virginia
- ✍ Dallas, Texas
- ✍ Denver, Colorado
- ✍ Des Moines, Iowa
- ✍ Detroit, Michigan
- ✍ Durham, North Carolina
- ✍ Fort Lauderdale, Florida
- ✍ Fort Worth, Texas
- ✍ Glendale, California
- ✍ Houston, Texas
- ✍ Independence, Missouri
- ✍ Kansas City, Missouri
- ✍ Minneapolis, Minnesota
- ✍ Naperville, Illinois
- ✍ Olathe, Kansas
- ✍ Oklahoma City, Oklahoma
- ✍ Overland Park, Kansas
- ✍ Providence, Rhode Island
- ✍ San Antonio, Texas
- ✍ San Diego, California
- ✍ St. Louis, Missouri
- ✍ San Bernardino County, California
- ✍ Tulsa, Oklahoma
- ✍ Yuma County, Arizona

**Plus the Results of ETC Institute's National Survey
for Cities with Populations of More than 150,000**

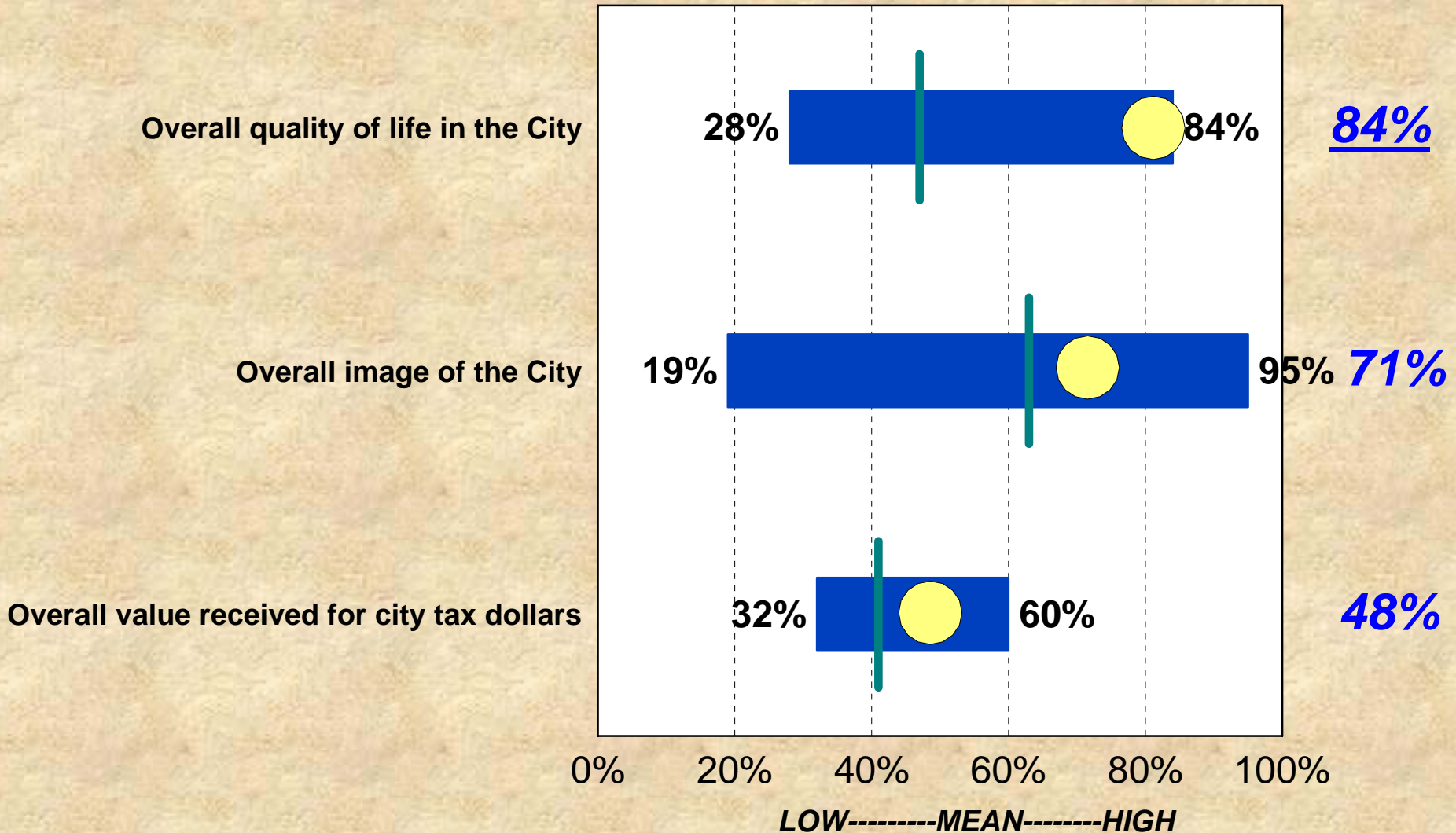
Perceptions of the Community

Satisfaction with Life in the City of Des Moines - for 2004, 2005 and 2006



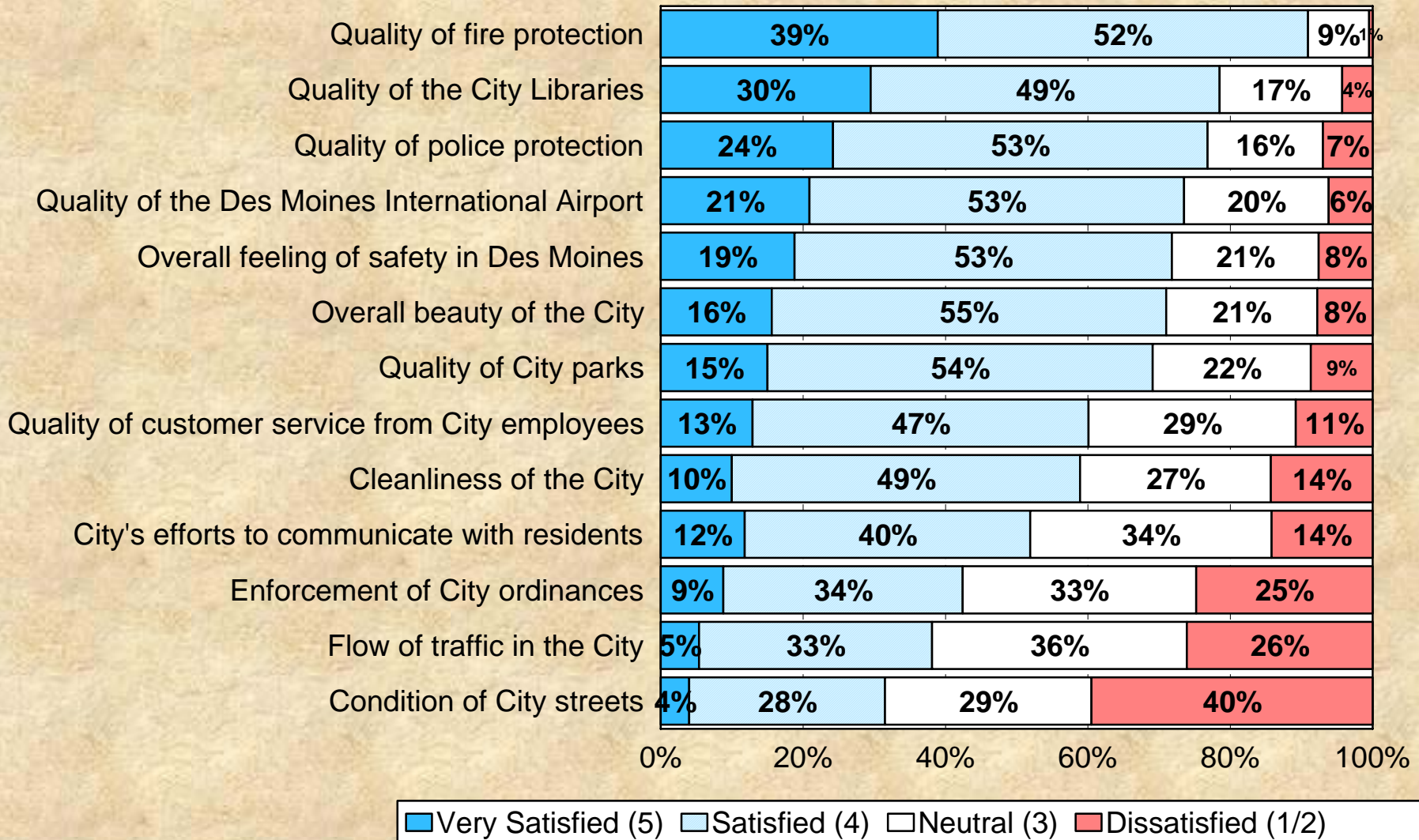
Perceptions Residents Have of the City in Which They Live - 2006

Direction Finder Benchmarks - Cities w/population > 150,000 only ● Des Moines, IA



Overall Ratings

Overall Satisfaction With City Services by Major Category



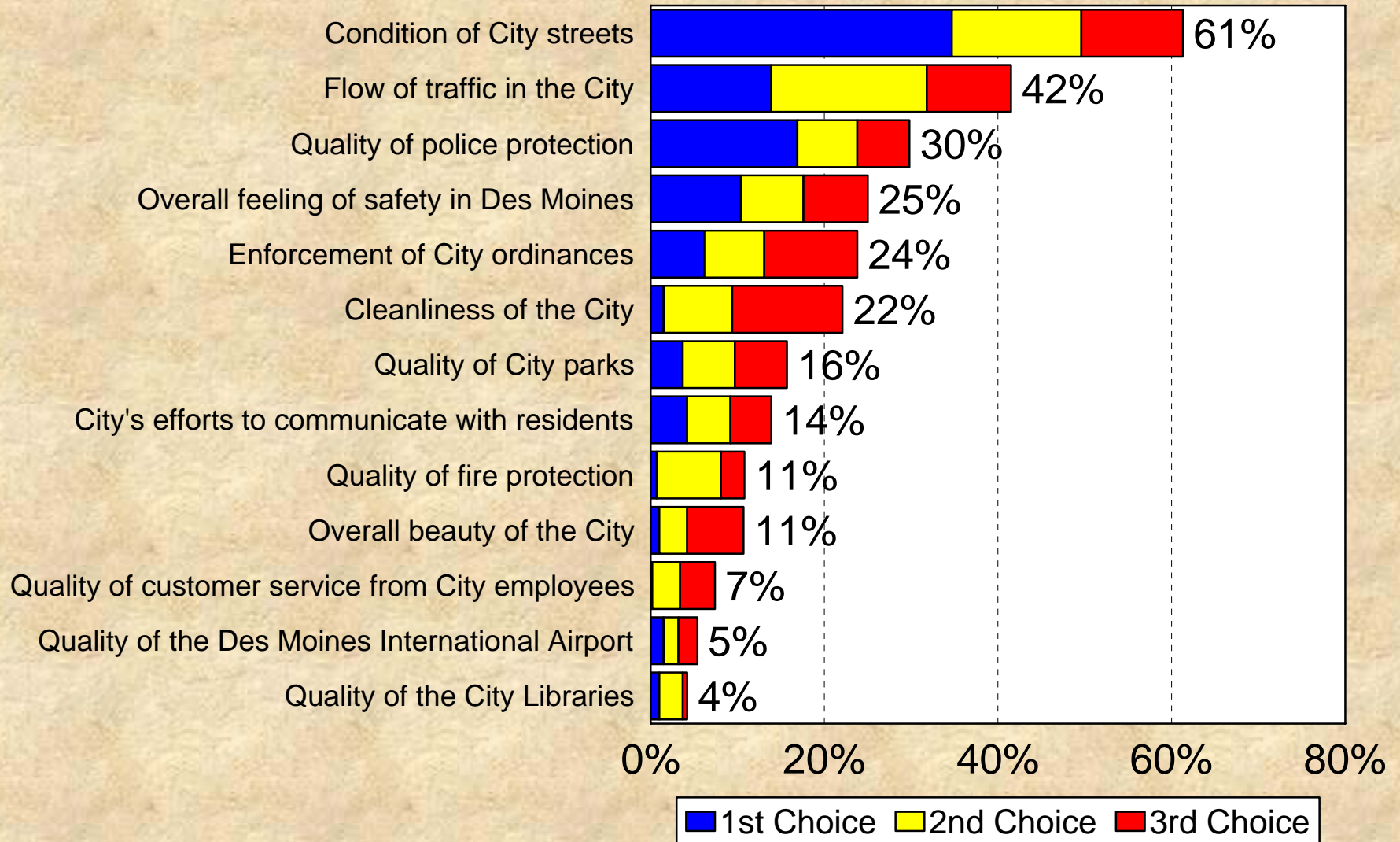
Significant Changes Since 2005

- **Significant Improvements:**
 - Cleanliness of the City (+12%)
 - City Communication (+9%)
 - Condition of City Streets (+8%)

- **Significant Declines:**
 - None

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category - 2006

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



OVERALL

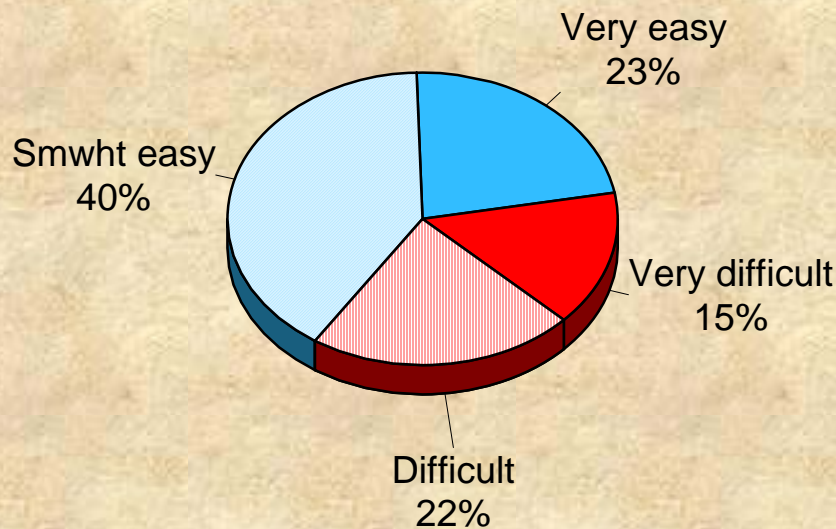
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Condition of City streets	61%	1	32%	13	0.4148	1
Flow of traffic in the City	42%	2	38%	12	0.2604	2
<i>High Priority (IS .10-.20)</i>						
Enforcement of City ordinances	24%	5	43%	11	0.1368	3
<i>Medium Priority (IS <.10)</i>						
Cleanliness of the City	22%	6	59%	9	0.0902	4
Feeling of safety in Des Moines	25%	4	72%	5	0.0700	5
City's communication with residents	14%	8	52%	10	0.0672	6
Quality of police protection	30%	3	77%	3	0.0690	7
Quality of parks	16%	7	69%	7	0.0496	8
Overall beauty of City	11%	10	71%	6	0.0319	9
Customer service from City employees	7%	11	60%	8	0.0280	10
Quality of Des Moines Airport	5%	12	74%	4	0.0130	11
Quality of fire protection	11%	9	91%	1	0.0099	12
Quality of the City libraries	4%	13	79%	2	0.0084	13

Customer Service

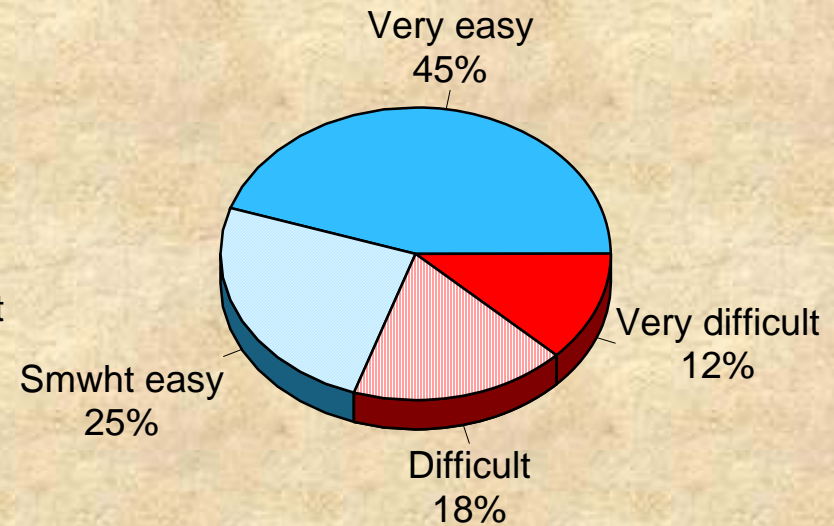
How Easy Was it to Contact the Person You Were Trying to Reach at the City When You Called for 2004 vs. 2006

by percentage of respondents who had called or visited the City during the past year

2004

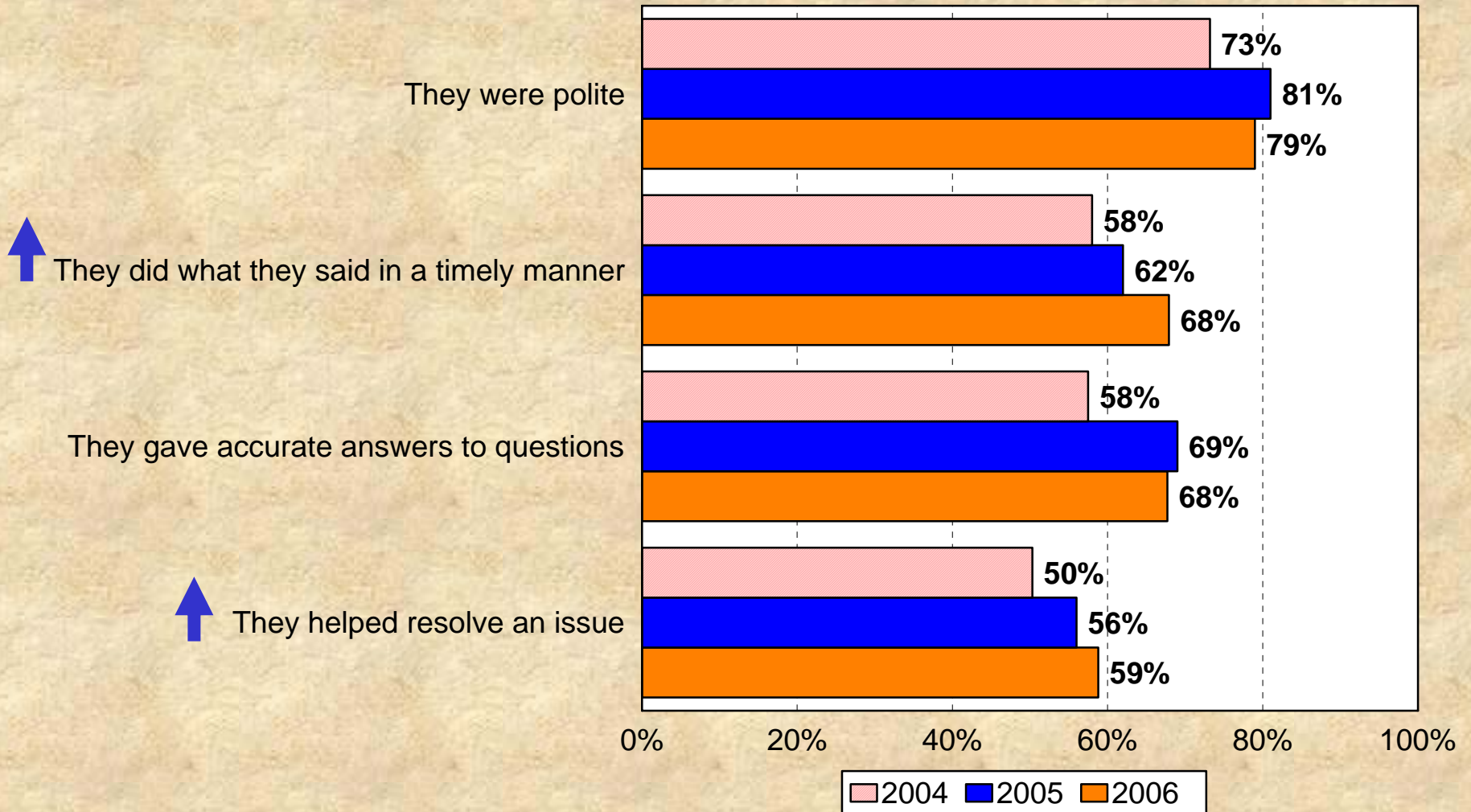


2006



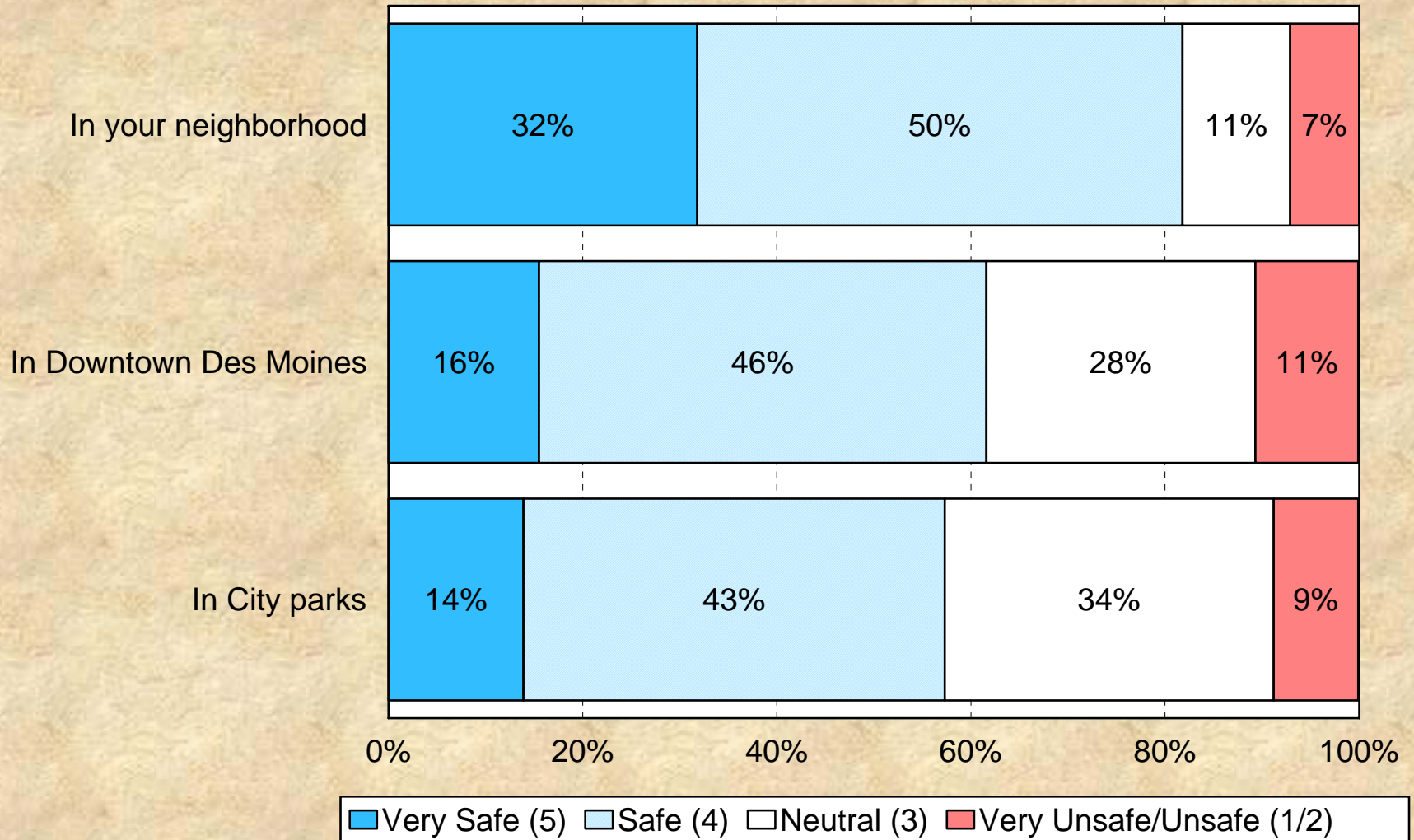
How Often City Employees Displayed Various Behaviors - 2004, 2005 and 2006

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

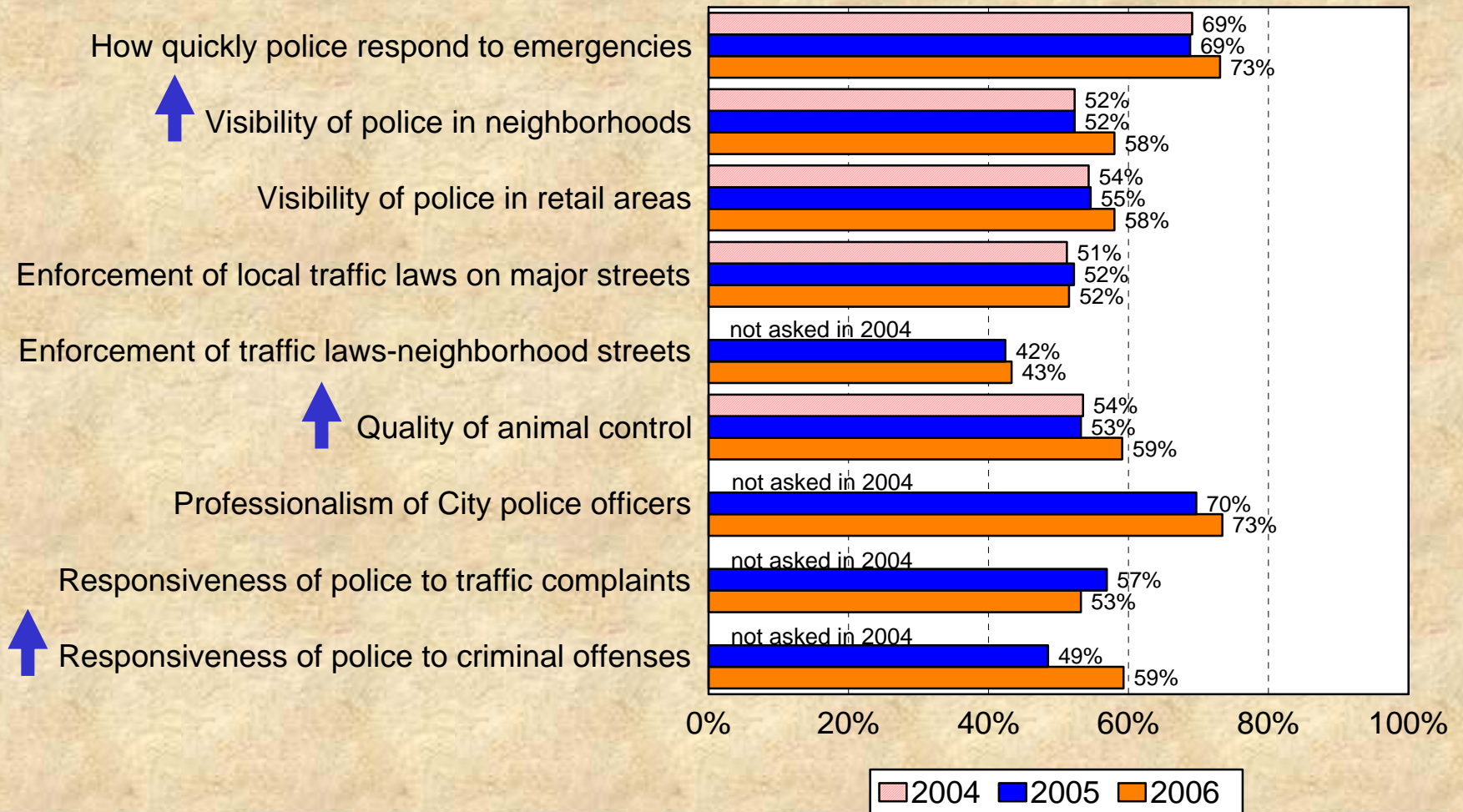


Public Safety and Police Services

How Safe Residents Feel in Various Parts of the City



Satisfaction with Various Aspects of Police Department Services

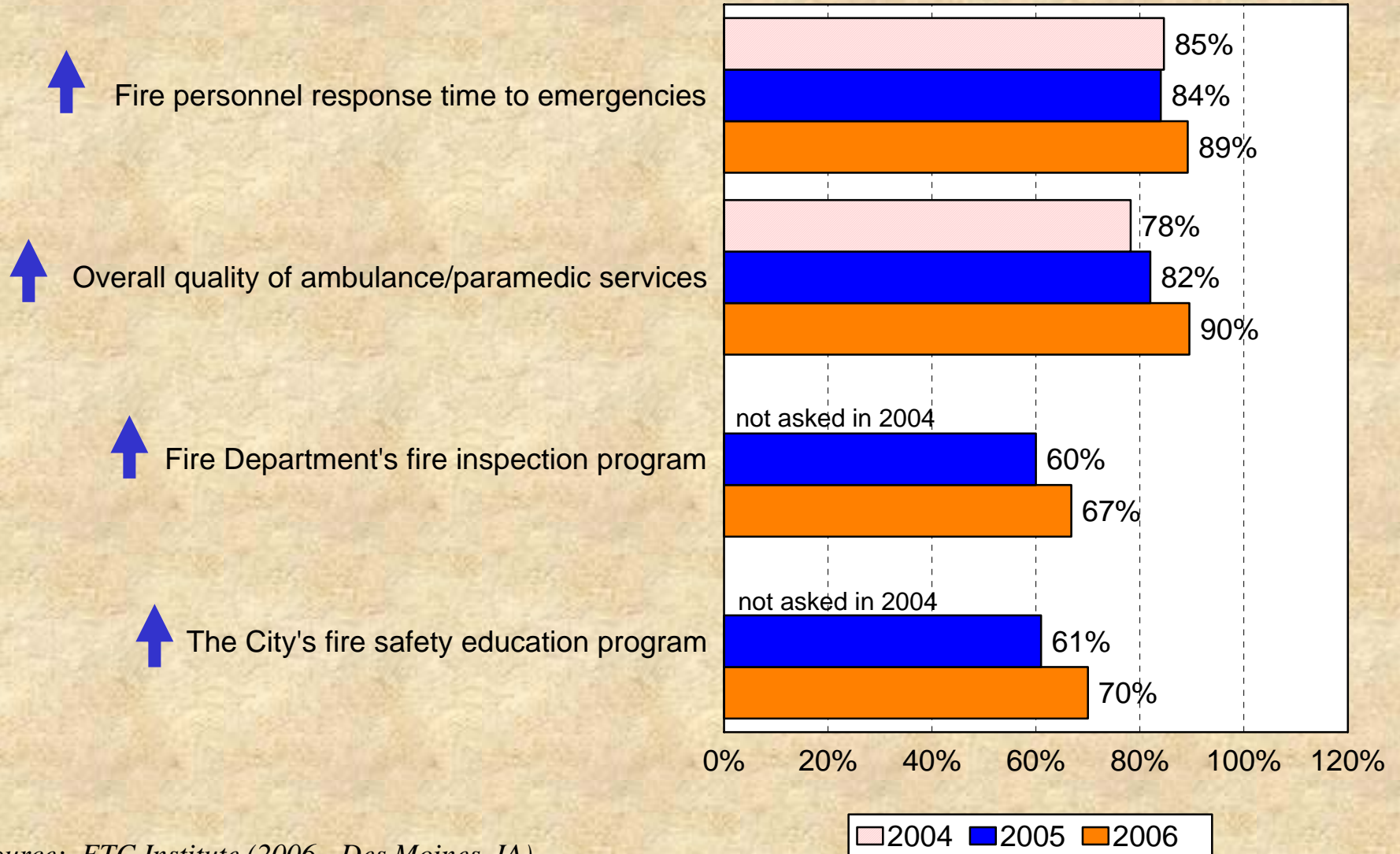


Police Department

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Enforcement traffic laws neighborhd streets	33%	1	44%	9	0.1848	1
Visibility of police in neighborhoods	31%	2	58%	5	0.1302	2
Enforcement traffic laws on major streets	27%	3	52%	8	0.1296	3
<i>Medium Priority (IS <.10)</i>						
Responsiveness of police to criminal offenses	22%	4	59%	3	0.0902	4
How quickly Police respond to emergencies	22%	5	73%	2	0.0594	5
Quality of animal control	12%	6	59%	4	0.0492	6
Responsiveness of police to traffic complaints	9%	9	53%	7	0.0423	7
Visibility of police in retail areas	9%	8	58%	6	0.0378	8
Professionalism of City police officers	9%	7	73%	1	0.0243	9

Fire Services

Satisfaction with Various Aspects of Fire Department Services 2004, 2005 and 2006

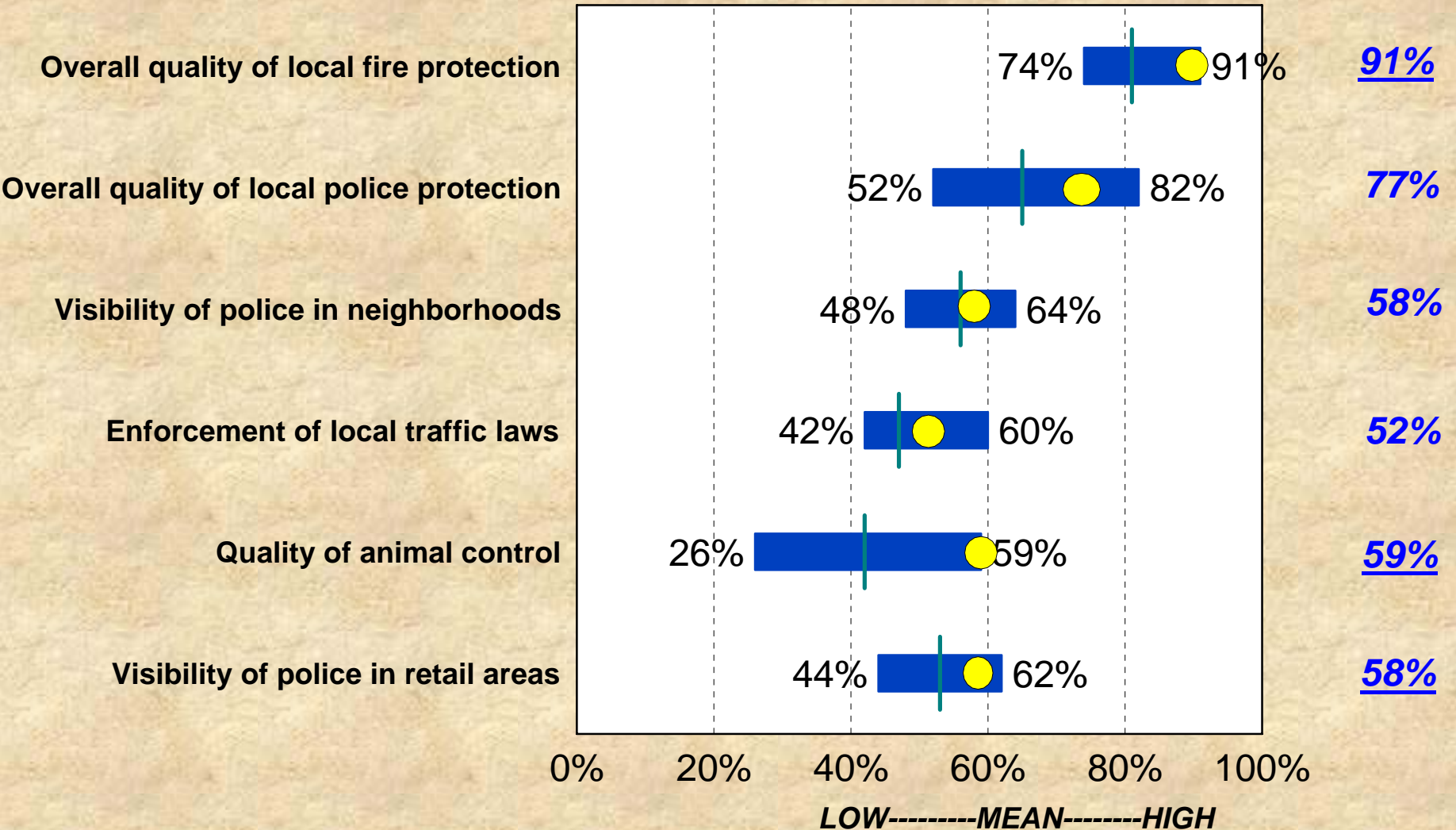


Fire Department

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS < .10)</i>						
Fire Department fire inspection program	24%	3	67%	3	0.0792	1
The City's fire safety education program	26%	4	70%	4	0.0780	2
How quickly fire personnel respond	43%	1	89%	2	0.0473	3
Overall quality of ambulance services	42%	2	90%	1	0.0420	4

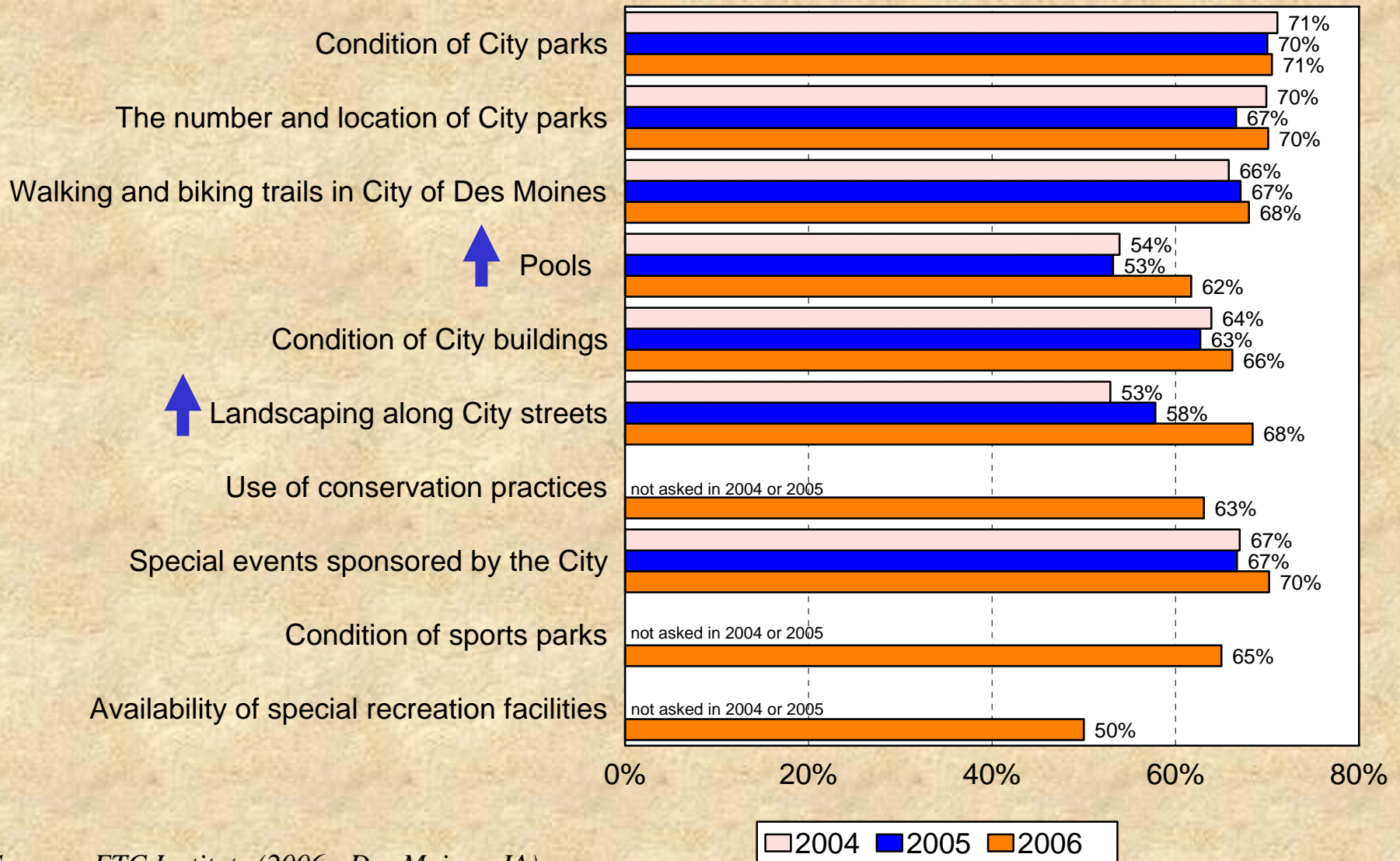
Satisfaction with Public Safety 2006

Direction Finder Benchmarks - Cities w/population > 150,000 only ● Des Moines, IA



Parks and Recreation

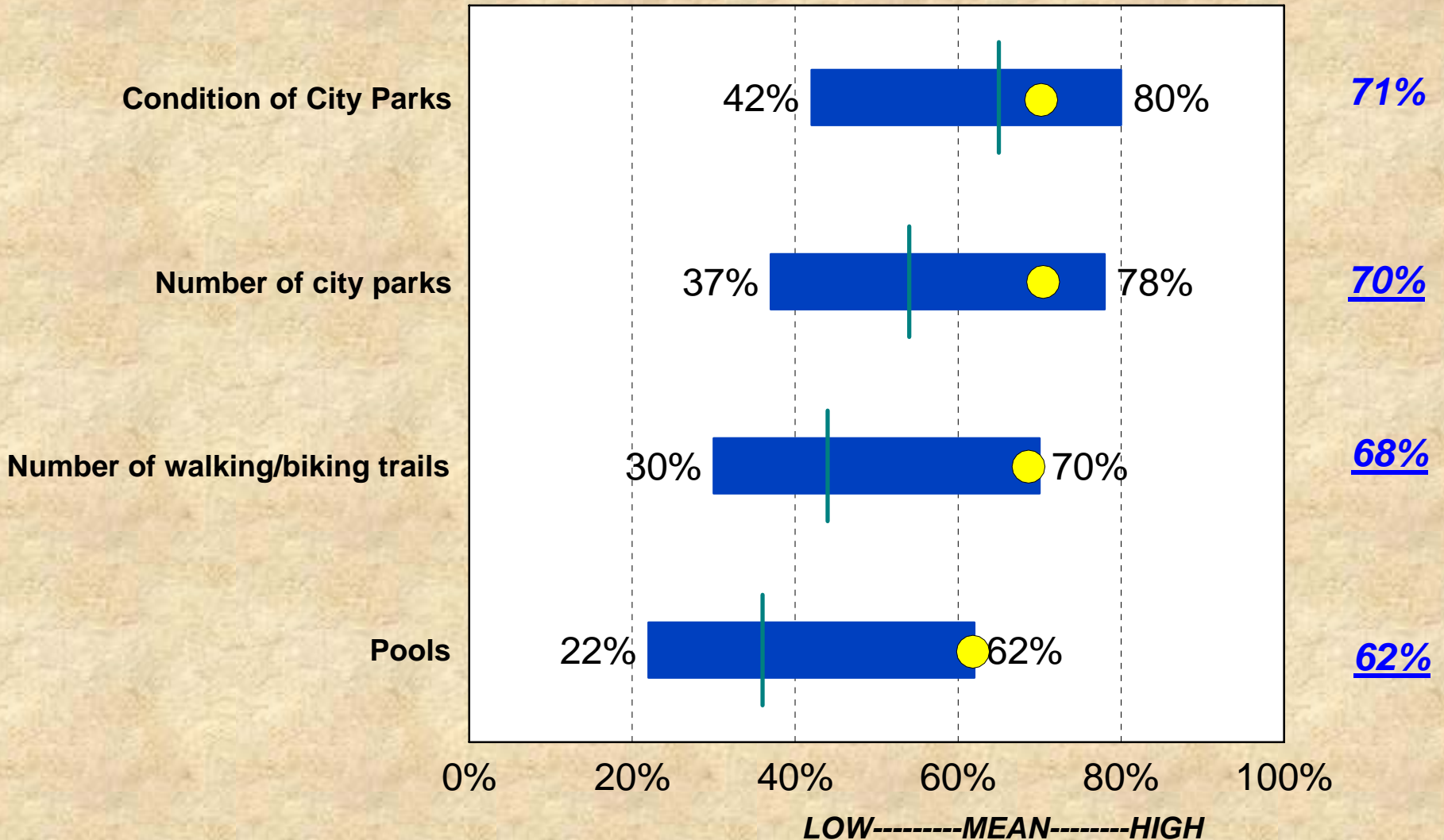
Satisfaction with Various Aspects of Parks and Recreation



Source: ETC Institute (2006 - Des Moines, IA)

Satisfaction with Parks and Recreation 2006

Direction Finder Benchmarks - Cities w/population > 150,000 only ● *Des Moines, IA*

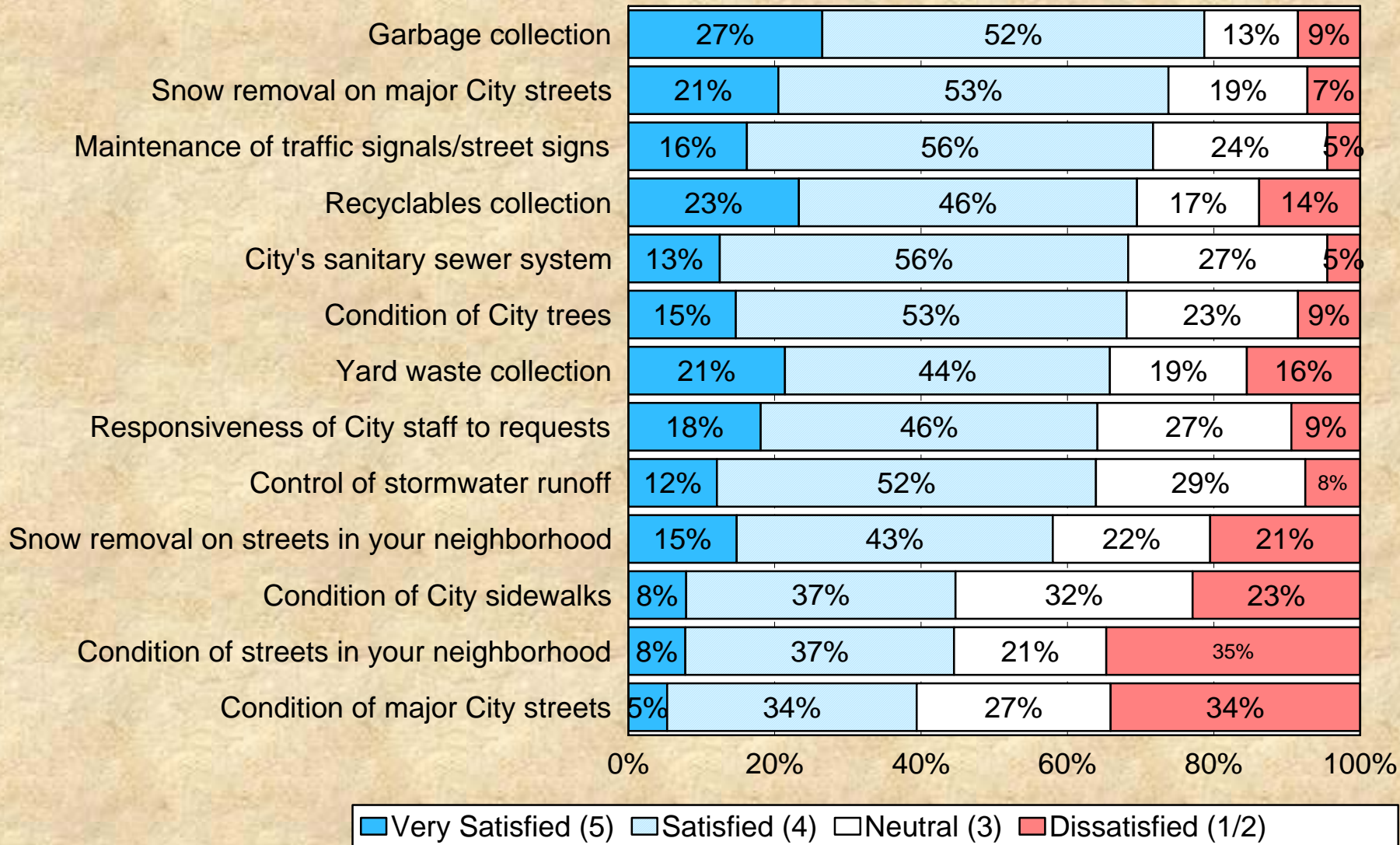


Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating
<i>Medium Priority (IS <.10)</i>					
Condition of City parks	32%	1	71%	1	0.0928
Availability of special recreation facilities	21%	3	62%	6	0.0798
Walking and biking trails	22%	2	68%	5	0.0704
Pools	14%	5	53%	8	0.0658
Use of conservation practices	13%	6	53%	9	0.0611
Landscaping along City streets	16%	4	68%	4	0.0512
The number and location of City parks	13%	7	70%	3	0.0390
Condition of City buildings	11%	8	66%	6	0.0374
Special events sponsored by the City	10%	9	70%	2	0.0300
Condition of sports parks	6%	10	65%	7	0.0210

Public Works

Satisfaction with Various Aspects of Public Works



Significant Changes Since 2005

- **Significant Improvements:**

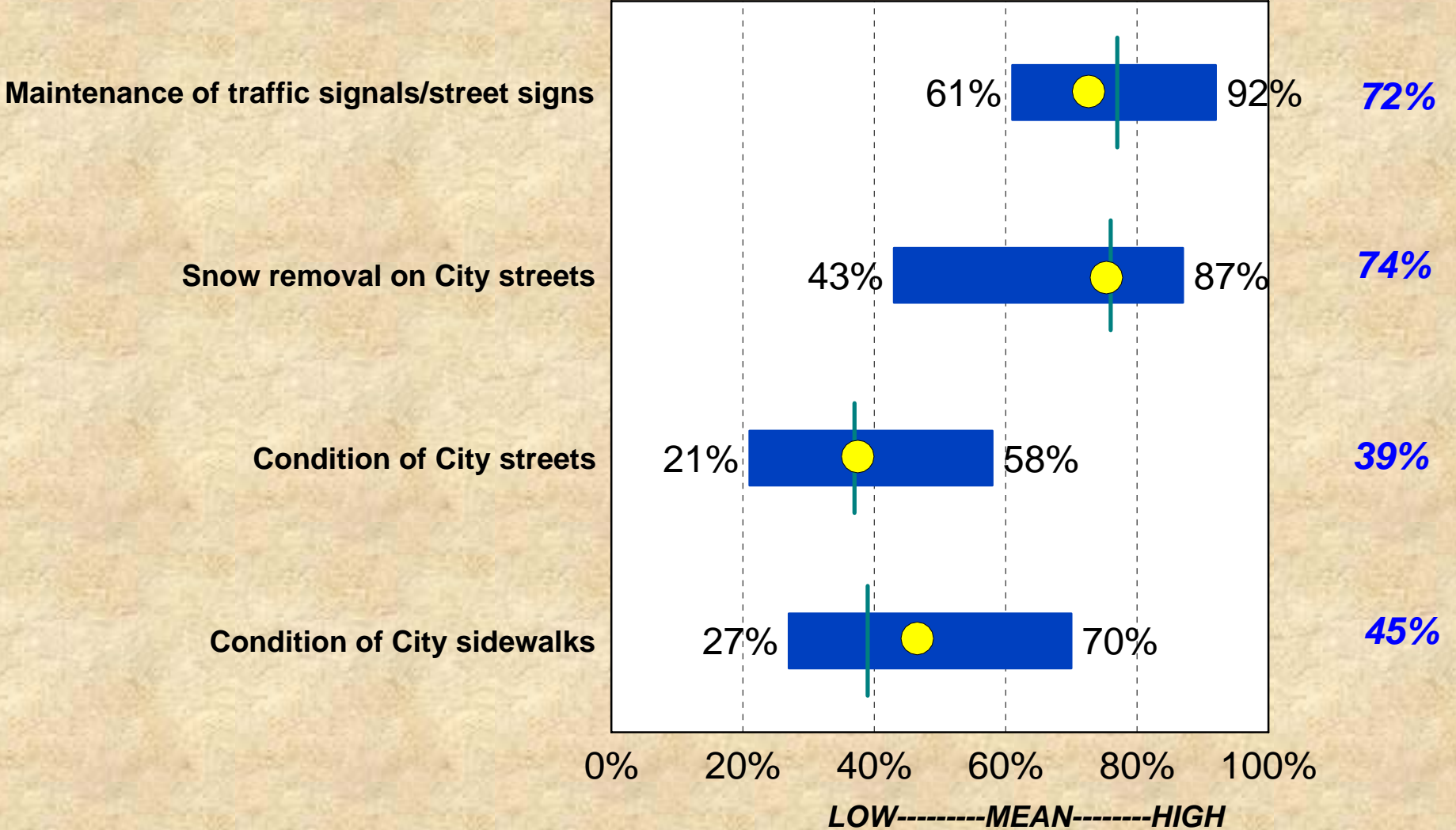
- **Management of Stormwater Runoff (+10%)**
- **Responsiveness of City Staff to Requests (+9%)**
- **City's Sanitary Sewer System (+7%)**
- **Snow Removal on Neighborhood Streets (+7%)**
- **Condition of City Streets (+5%)**
- **Traffic Signals and Street Signs (+5%)**

- **Significant Declines:**

- **None**

Satisfaction with Public Works/Maintenance Services 2006

Direction Finder Benchmarks - Cities w/population > 150,000 only ● Des Moines, IA



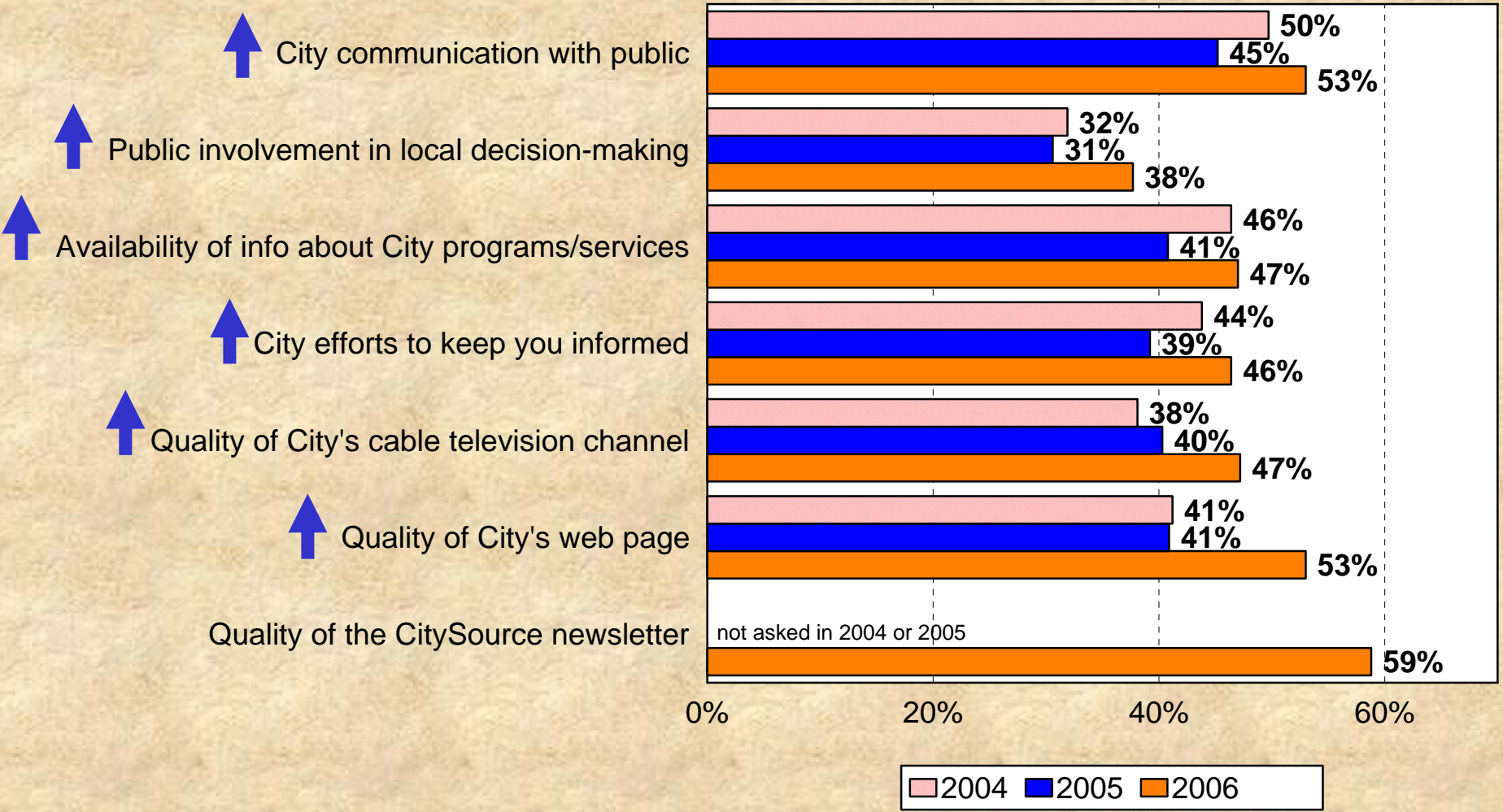
Source: ETC Institute DirectionFinder

Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Condition of major City streets	45%	1	39%	13	0.2745	1
<i>High Priority (IS .10-.20)</i>						
Condition of streets in your neighborhood	34%	2	45%	12	0.1870	2
Condition of City sidewalks	19%	3	45%	11	0.1045	3
<i>Medium Priority (IS <.10)</i>						
Snow removal on streets in your neighborhood	17%	4	58%	10	0.0714	4
Control of storm water runoff	9%	6	64%	9	0.0324	5
Yard waste collection	9%	7	65%	7	0.0315	6
Recyclables collection	9%	5	69%	4	0.0279	7
Responsiveness of City staff to requests	6%	11	64%	8	0.0216	8
Condition of City trees	6%	10	68%	6	0.0192	9
City's sanitary sewer system	6%	12	69%	5	0.0186	10
Snow removal on major City streets	6%	8	74%	2	0.0156	11
Maintenance of traffic signals/street signs	5%	13	72%	3	0.0140	12
Garbage collection	6%	9	79%	1	0.0126	13

Communication

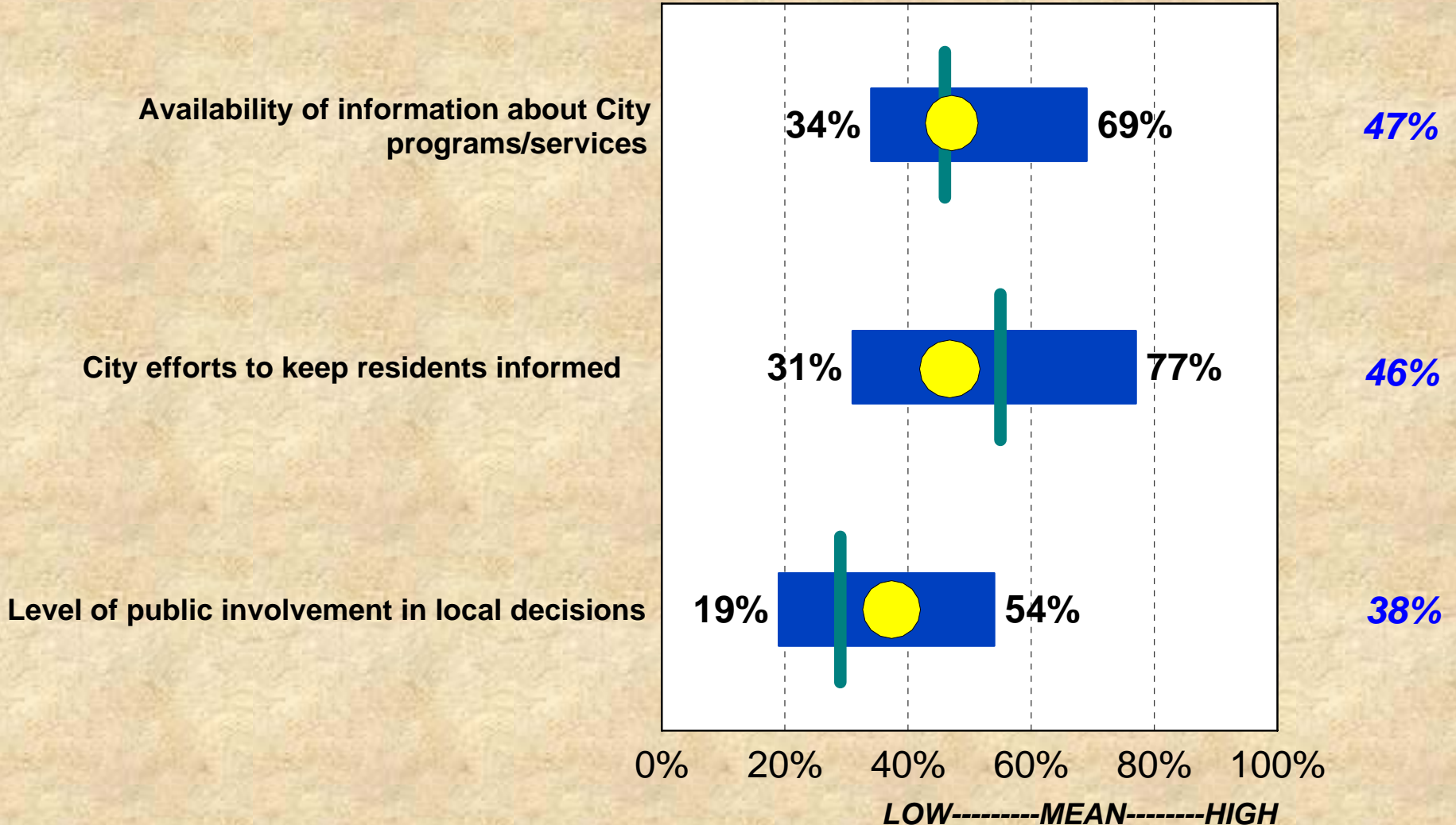
Satisfaction with Various Aspects of City Communications - for 2004, 2005 and 2006



Source: ETC Institute (2006 - Des Moines, IA)

Satisfaction with City Communications 2006

Direction Finder Benchmarks - Cities w/population > 150,000 only ● Des Moines, IA



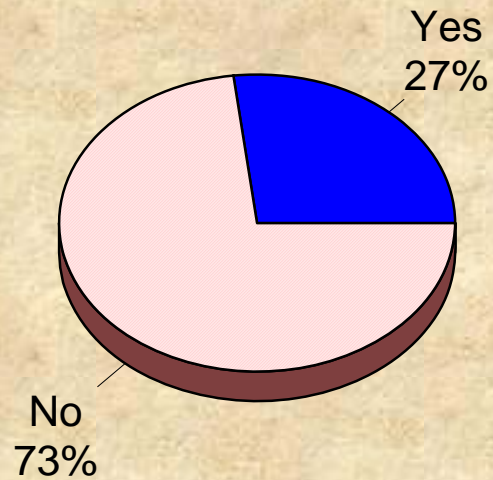
City Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Public involvement in local decision-making	47%	1	31%	6	0.3243	1
<i>High Priority (IS .10-.20)</i>						
City communication with public	32%	2	45%	1	0.1760	2
Availability of info about City programs/services	30%	3	41%	3	0.1770	3
City efforts to keep you informed	28%	4	40%	5	0.1680	4
<i>Medium Priority (IS <.10)</i>						
Quality of City's cable television channel	11%	5	40%	4	0.0660	5
Quality of City's web page	6%	7	41%	2	0.0354	6
Quality of CitySource newsletter	7%	6	59%	1	0.0287	7

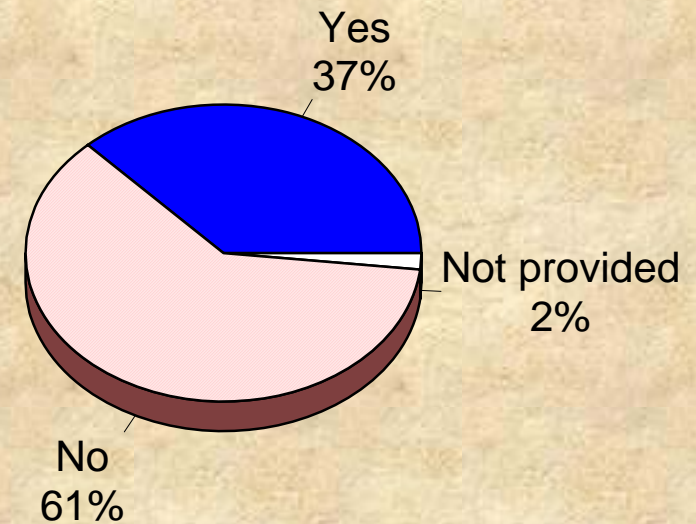
Have You Used the City of Des Moines Website in the Past Year?

by percentage of respondents

2005

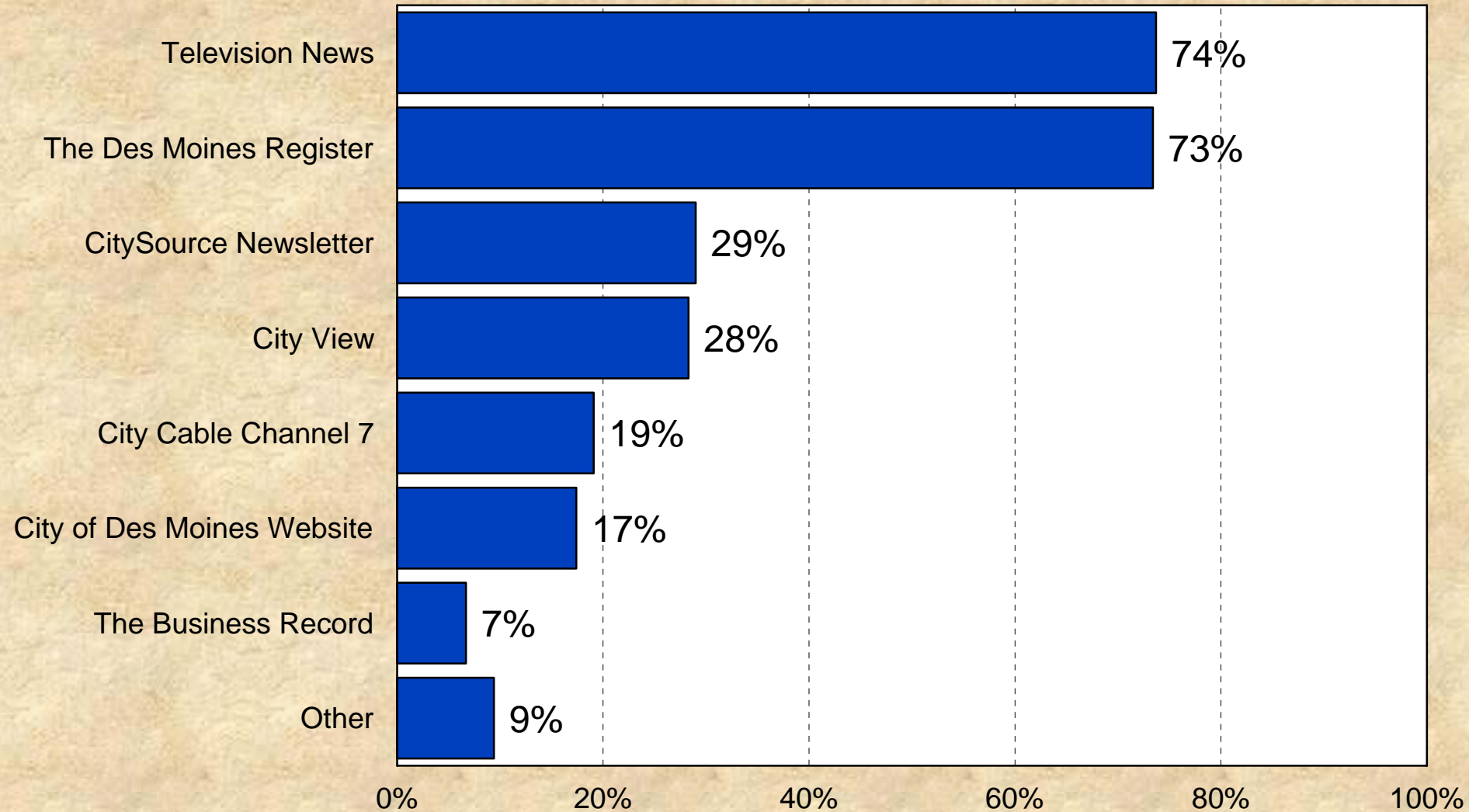


2006

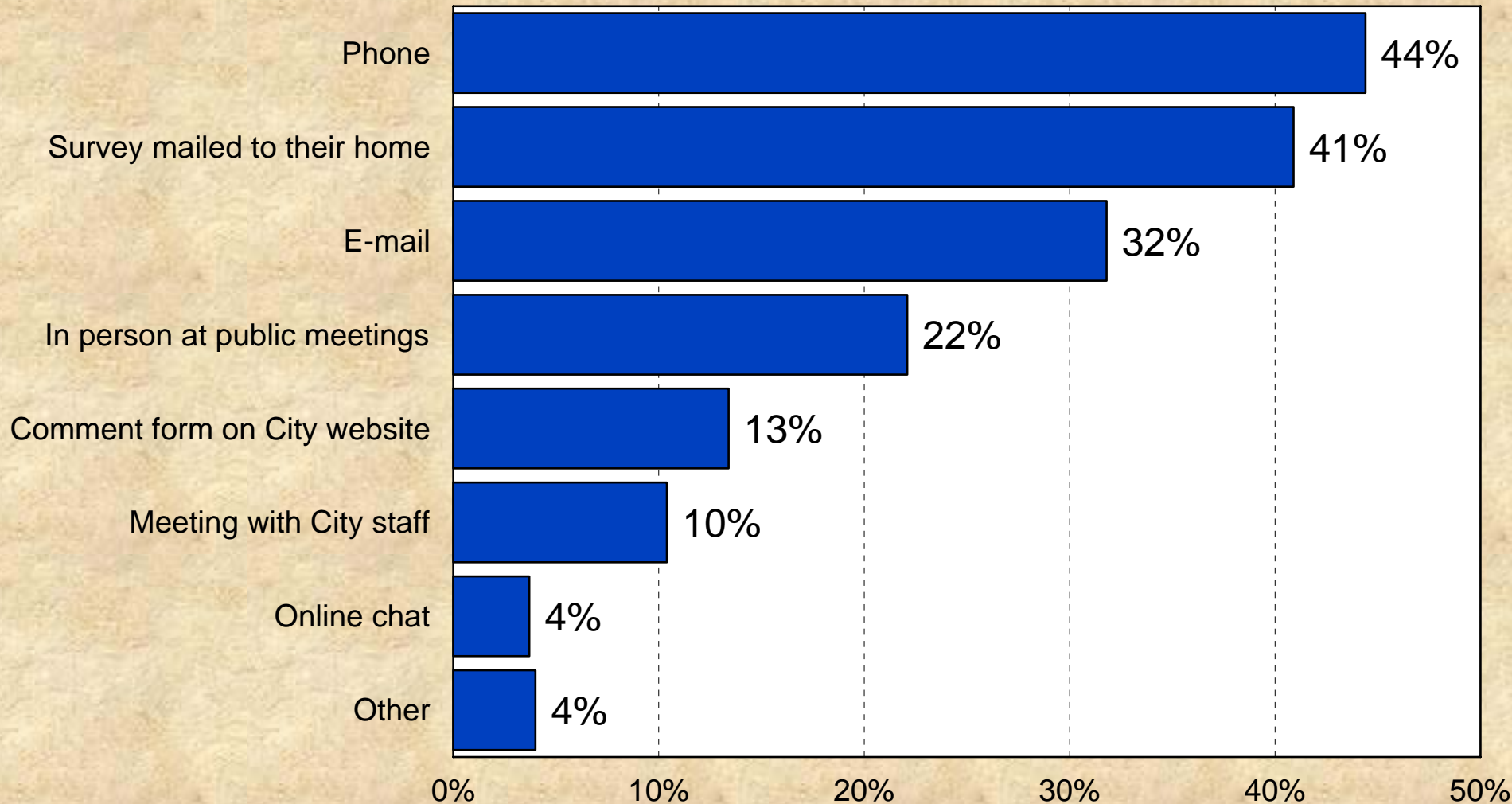


How Residents Typically Get Information About City Issues

by percentage of respondents (multiple answers allowed)

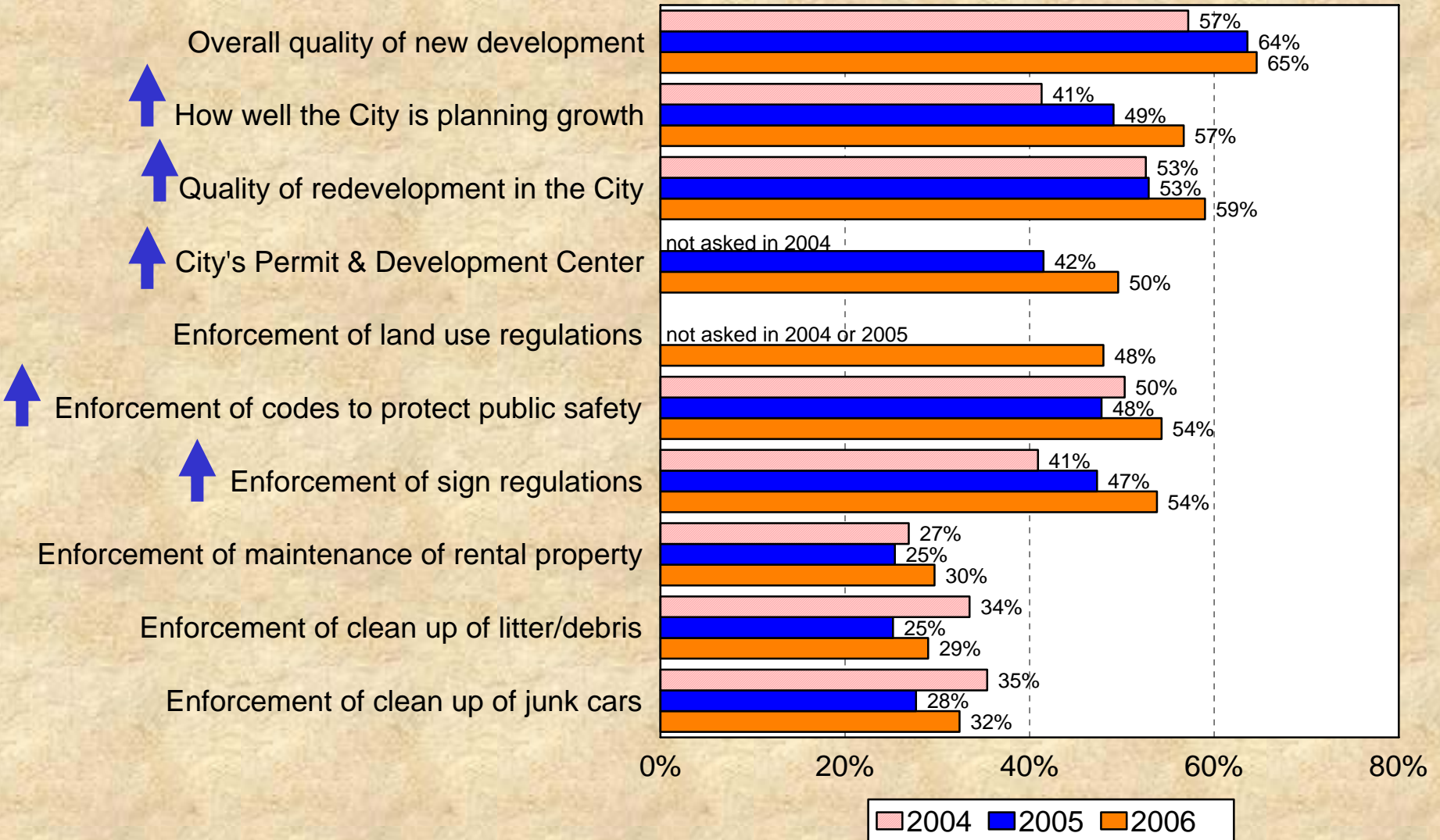


How Respondents Would Prefer to Communicate Their Ideas and Concerns to the City



Community Development

Satisfaction With Items That Influence Community Development - for 2004, 2005 and 2006

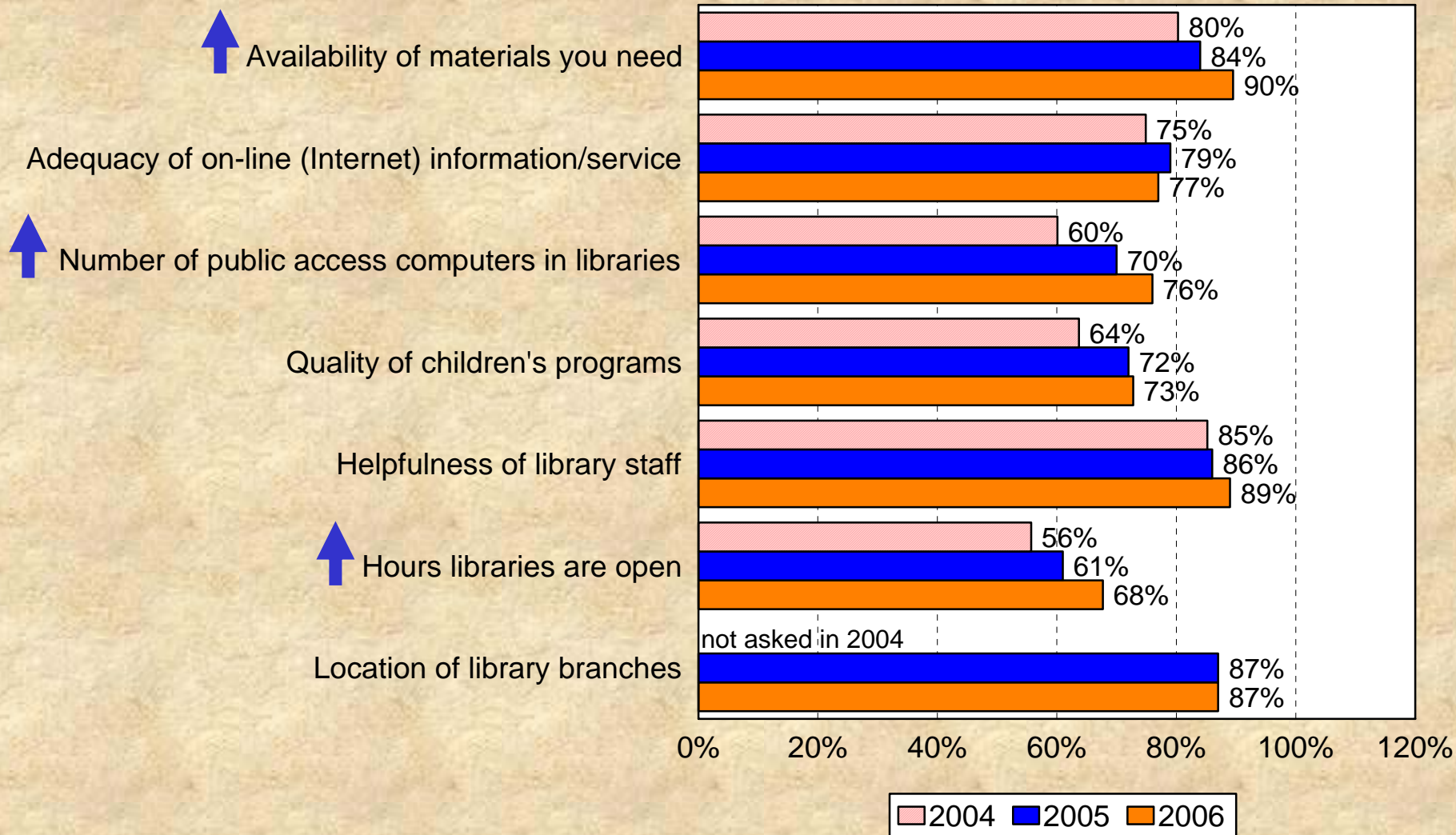


Community Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcement of clean up of litter/debris	41%	1	29%	10	0.2911	1
Enforcement of maint of rental property	30%	2	30%	9	0.2100	2
<u>High Priority (IS .10-20)</u>						
Enforcement of clean up of junk cars	24%	3	32%	8	0.1632	3
<u>Medium Priority (IS <.10)</u>						
How well the City is planning growth	21%	4	57%	3	0.0903	4
Quality of redevelopment in the City	16%	6	59%	2	0.0656	5
Overall quality of new development	18%	5	65%	1	0.0630	6
Enforcement of codes to protect public safety	7%	7	54%	4	0.0322	7
Enforcement of land use regulations	6%	8	48%	7	0.0312	8
Enforcement of sign regulations	3%	9	47%	5	0.0159	9
City's Permit & Development Center	3%	10	50%	6	0.0150	10

Libraries

Satisfaction with Various Aspects of Public Libraries - 2004, 2005 and 2006



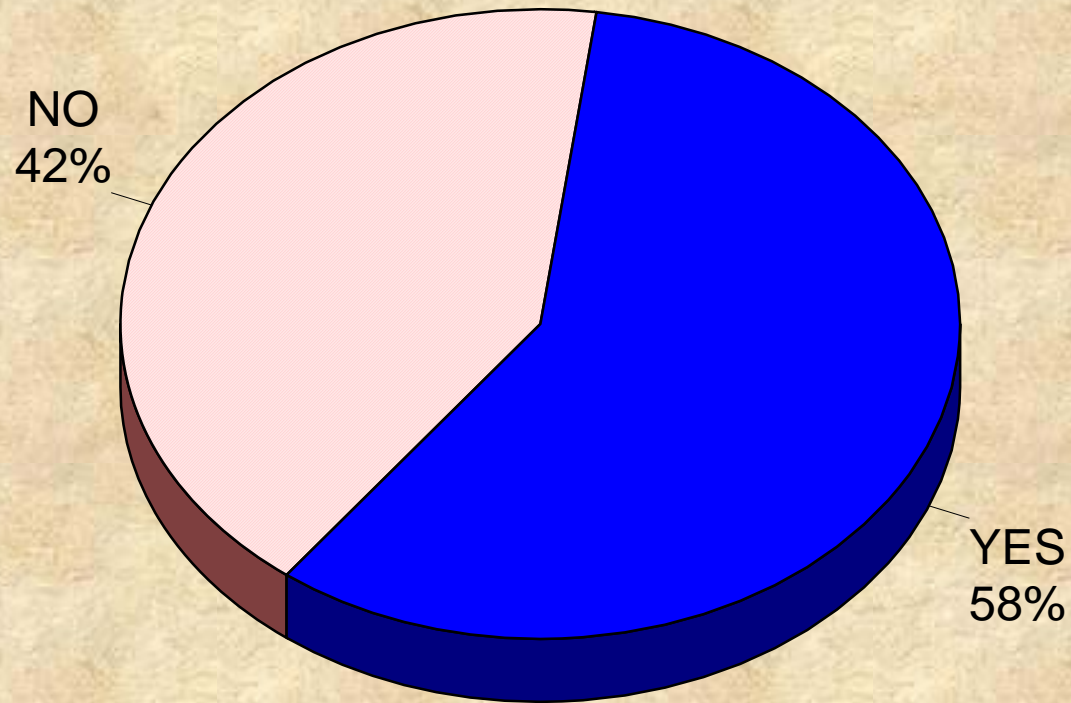
Libraries

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Hours libraries are open	34%	1	68%	7	0.1088	1
<i>Medium Priority (IS <.10)</i>						
Quality of children's programs	16%	3	73%	6	0.0432	2
Number of public access computers	12%	4	76%	5	0.0288	3
Adequacy of on-line (internet) information/services	11%	6	77%	4	0.0253	4
Availability of materials you need	21%	2	90%	1	0.0210	5
Location of library branches	11%	5	87%	3	0.0143	6
Helpfulness of library staff	7%	7	89%	2	0.0077	7

Airport Services

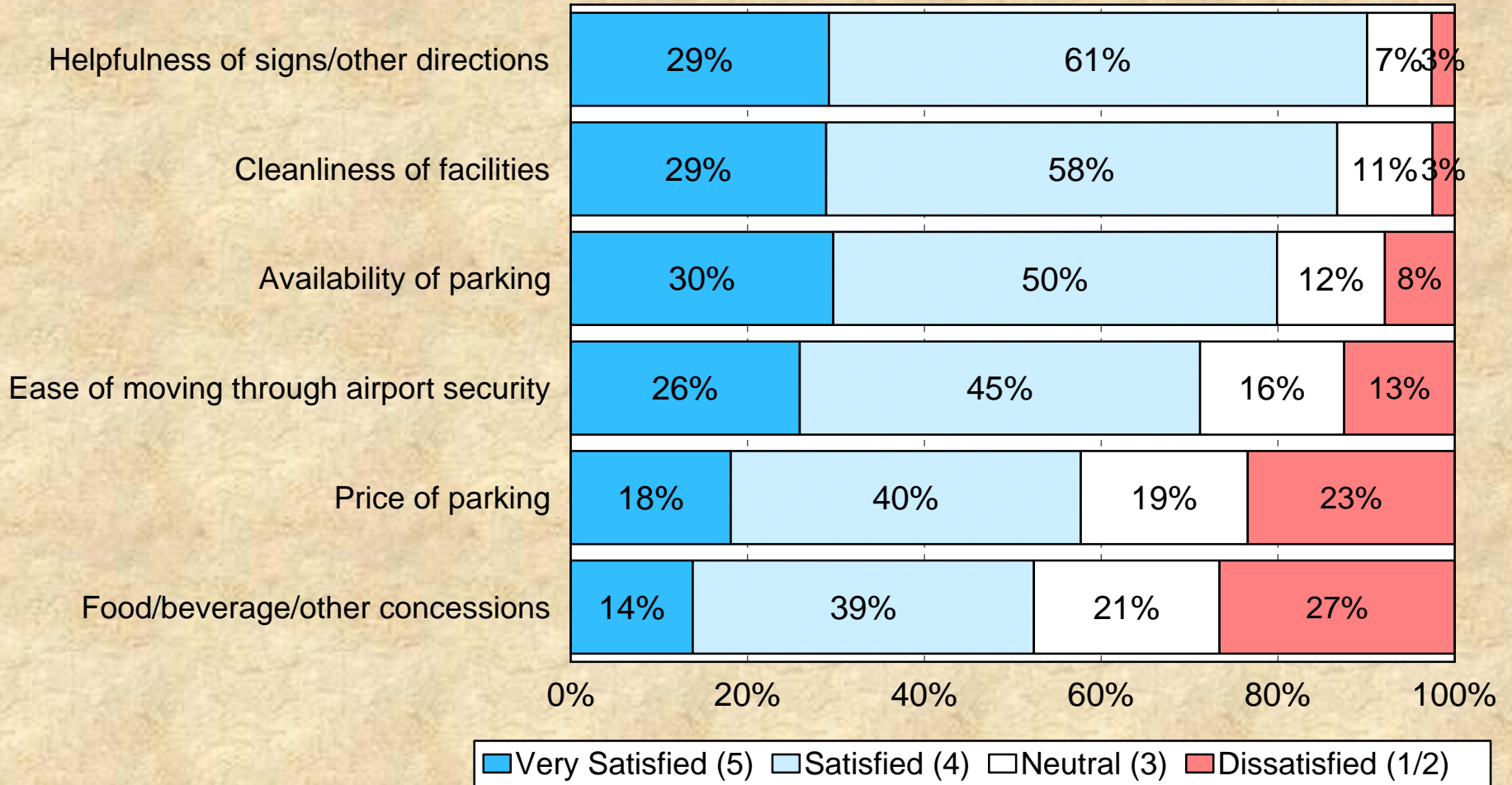
Have You or Other Members of Your Household Used the Des Moines International Airport During the Past Year?

by percentage of respondents



Rated Levels of Satisfaction with Various Aspects of the Des Moines International Airport

by percentage of respondents



Airports

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Price of parking	28%	2	58%	5	0.1176	1
Ease of moving thru security	35%	1	71%	4	0.1015	2
<i>Medium Priority (IS <.10)</i>						
Food/beverage and other concessions	17%	3	53%	6	0.0799	3
Availability of parking	14%	4	80%	3	0.0280	4
Helpfulness of signs/directions	13%	5	90%	1	0.0130	5
Cleanliness of facilities	8%	6	87%	2	0.0104	6

Summary

Best Ratings in the Nation

The City of Des Moines rated in the top 25% of all cities with more than 150,000 residents in seven areas:

- Overall quality of life
- Overall quality of fire services
- Visibility of police in retail
- Quality of animal control
- Number of walking and biking trails
- Number of City parks
- Quality of City swimming pools

Summary

- **Des Moines is a great place to live...continue to build on the strengths of the City**
 - Very high quality of life ratings
 - Residents generally feel safe throughout the City
- **City's Ratings Improved in 65 of the 73 areas rated in both 2005 and 2006**
 - Statistically significant improvements (more than 5%) in 30 of the 51 areas that were rated
 - **NO** statistically significant decreases
- **Challenges and Opportunities**
 - Street maintenance and sidewalks
 - Enforcement of traffic laws
 - Code enforcement and the clean-up of litter/debris
 - Communication – continued improvement needed

Questions ??