



*Resident and Business
Survey Findings*
City of Des Moines

**By
ETC Institute
August 18, 2008**

Agenda

- Resident Survey
- Business Survey
- Questions

Summary of Major Findings

- **Overall satisfaction with City Services has increased**
 - Composite index increased from 100 to 105
 - Increases in satisfaction were lead by improvements in communication
 - 43 statistically significant increases vs. just 4 significant decreases
- **Overall satisfaction with city services in Des Moines is significantly higher than the national average**
 - 71% in Des Moines vs. U.S. Average of 58%
- **Opportunities for Improvement**
 - Public Safety – visibility of police in neighborhoods
 - Community Development – Litter and the maintenance of rental property
 - Public Works – Condition of Streets
 - Communication – level of public involvement in decision-making
- **Business Community Generally Has a Favorable Perception of the City**

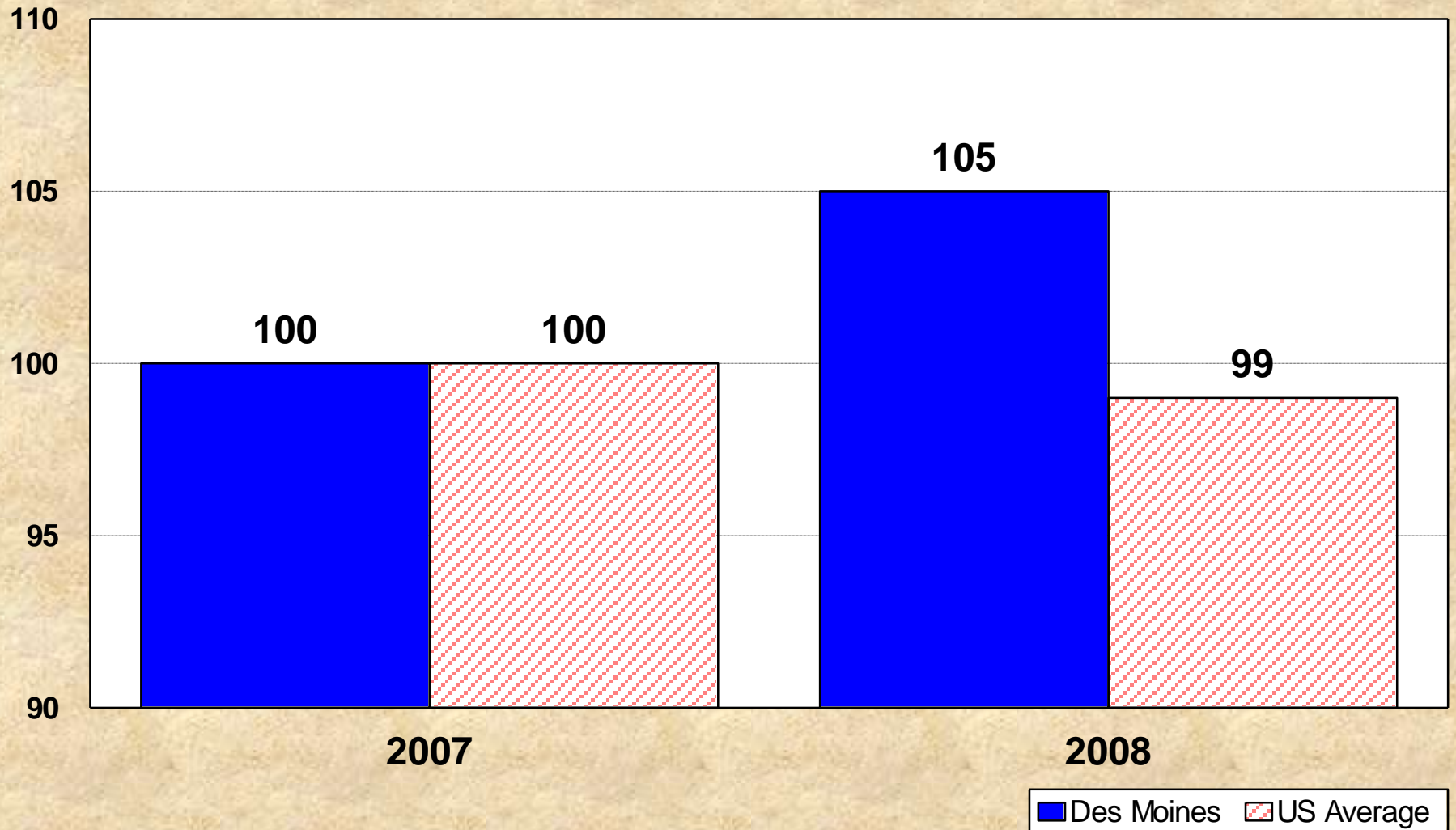
RESIDENT SURVEY

Resident Survey Methodology

- Designed to objectively assess priorities and satisfaction with the delivery of city services
 - Similar to surveys conducted in 2005, 2006, 2007
- Administered by mail with follow-up by phone to a random sample of 855 residents
- Precision of at least $\pm 3.3\%$ at the 95% level of confidence
- June-July 2008
- Good representation of respondents with regard to age, gender, income, and location
- Benchmarking Data
- Results were geocoded

Composite Customer Satisfaction Index City of Des Moines: 2007 vs. 2008

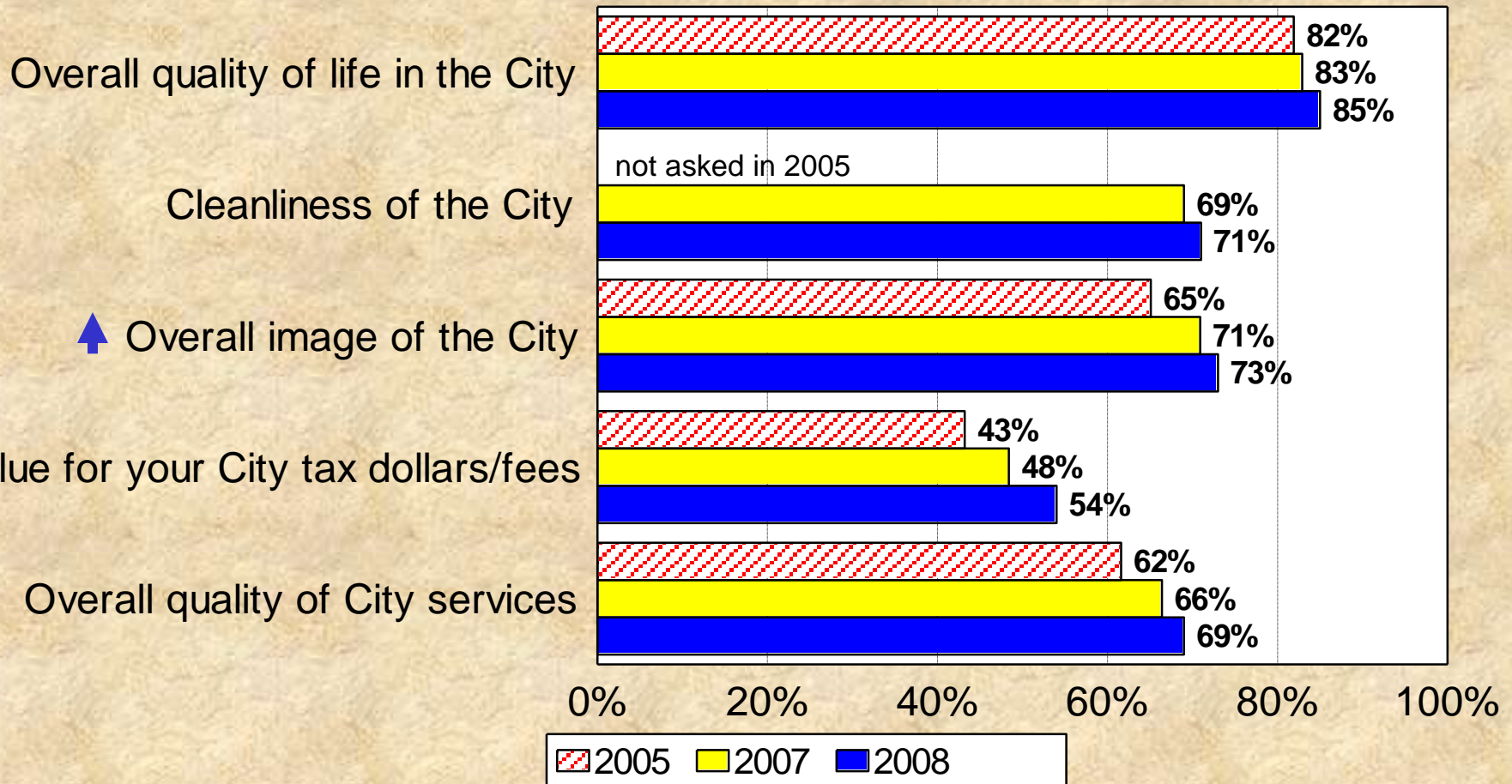
derived from the mean overall satisfaction rating provided by residents (Year 2007=100)



PERCEPTIONS OF THE CITY

Satisfaction with Life in the City of Des Moines - 2005, 2007 and 2008

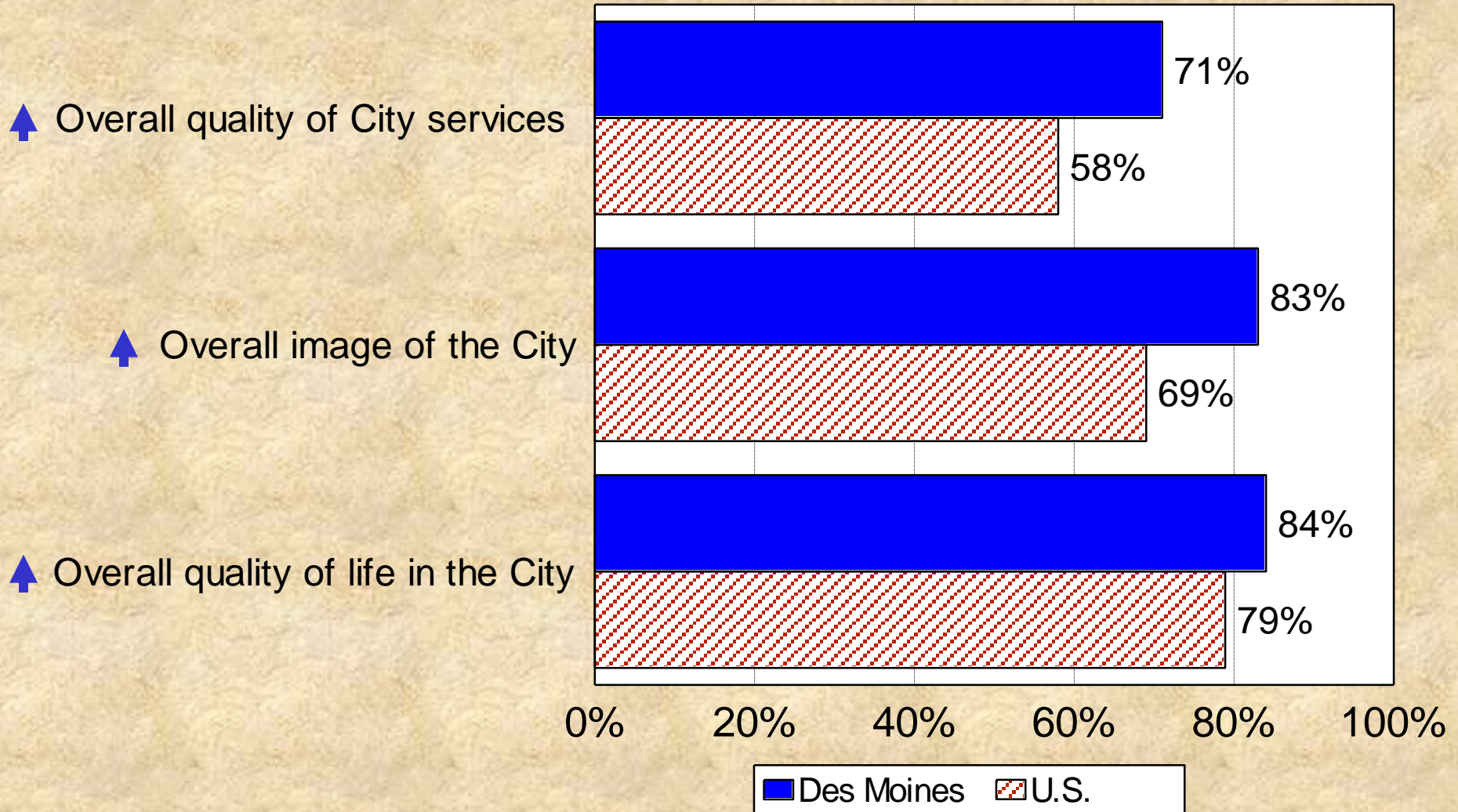
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



Overall Satisfaction with the City

Des Moines vs. U.S

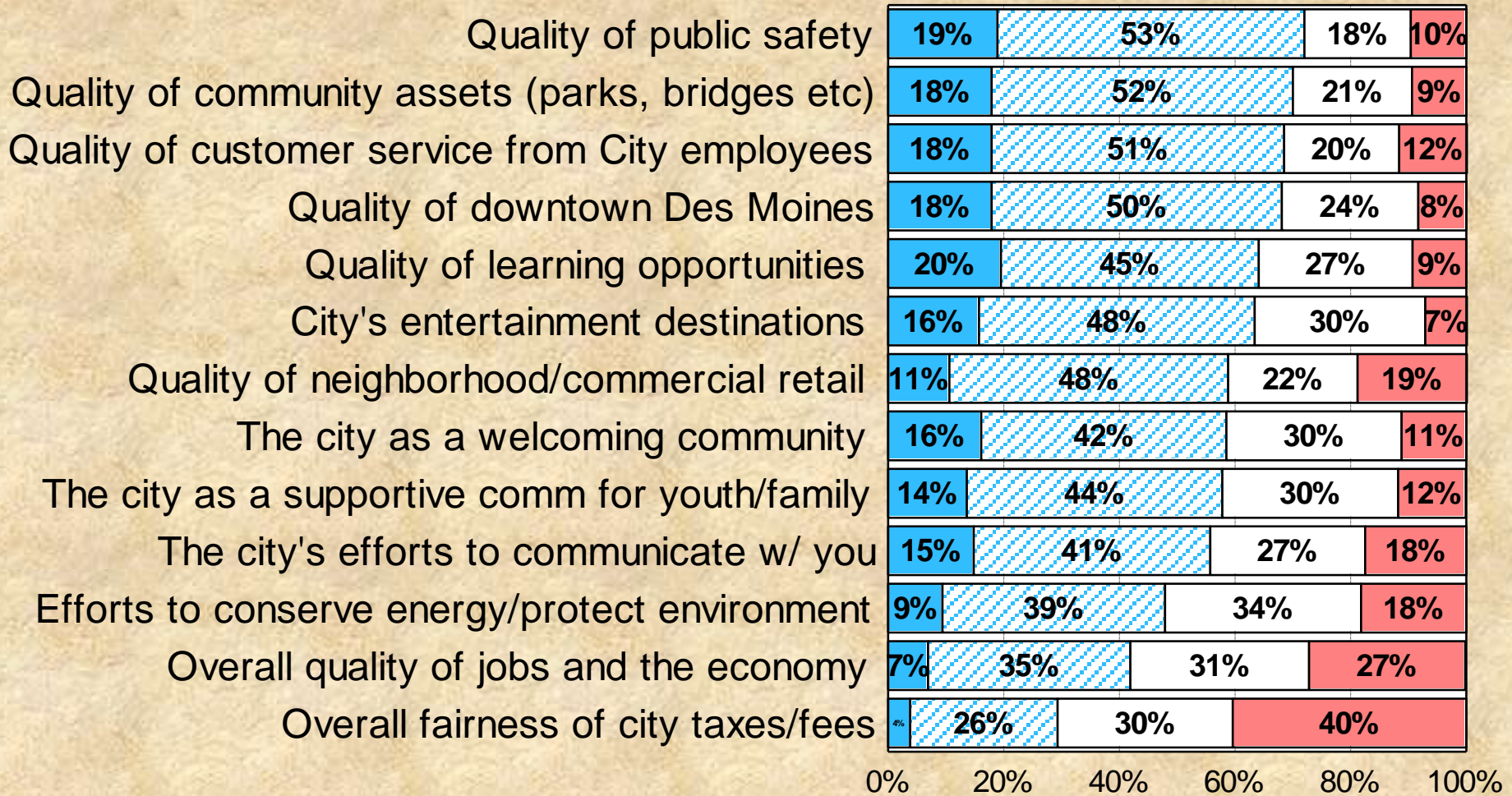
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



SATISFACTION WITH MAJOR CATEGORIES OF CITY SERVICES

Overall Satisfaction With City Services by Major Category

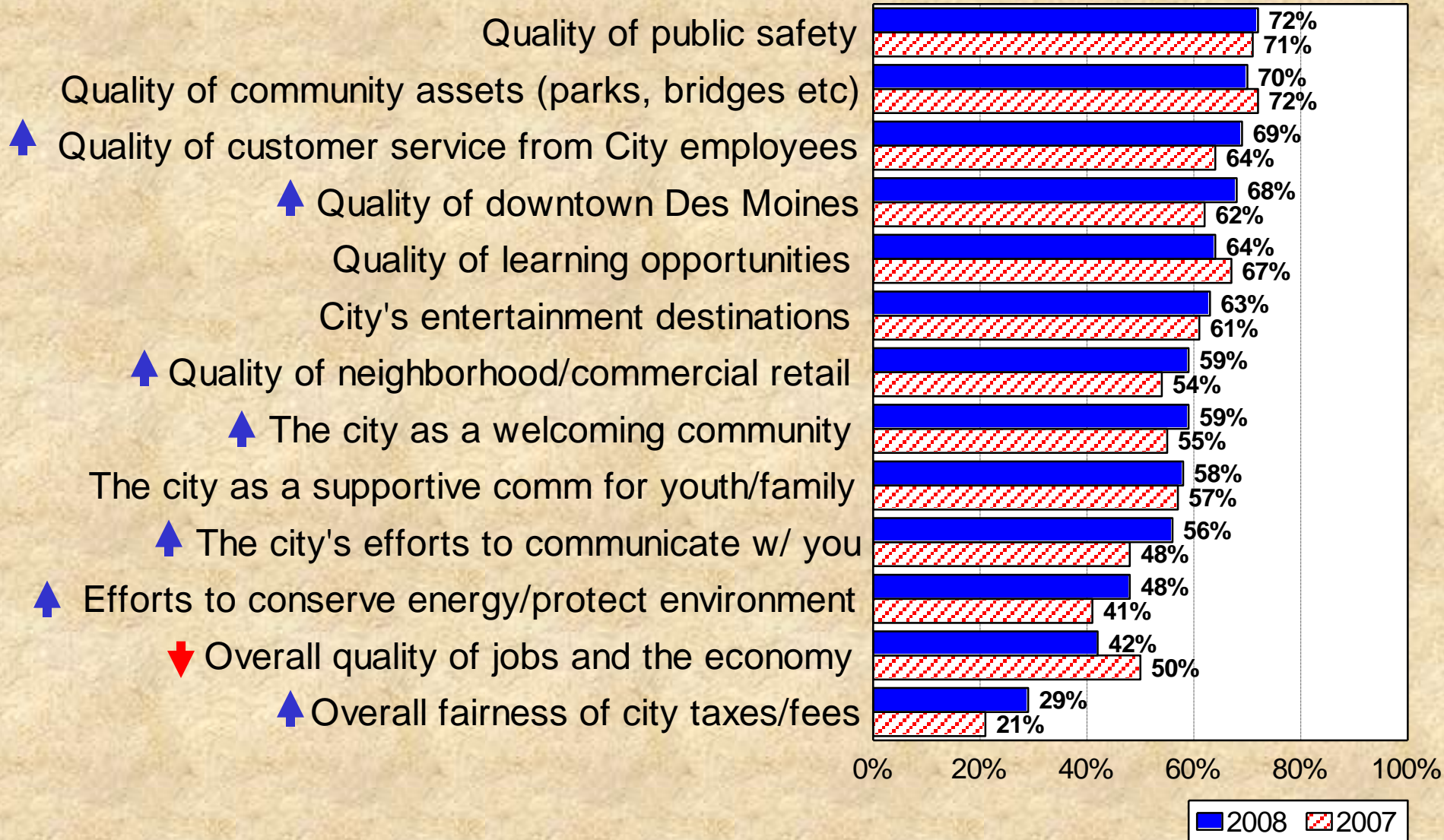
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



■ Very Satisfied (5)
 ■ Satisfied (4)
 ■ Neutral (3)
 ■ Dissatisfied (1/2)

Overall Satisfaction With City Services by Major Category

by percentage of respondents

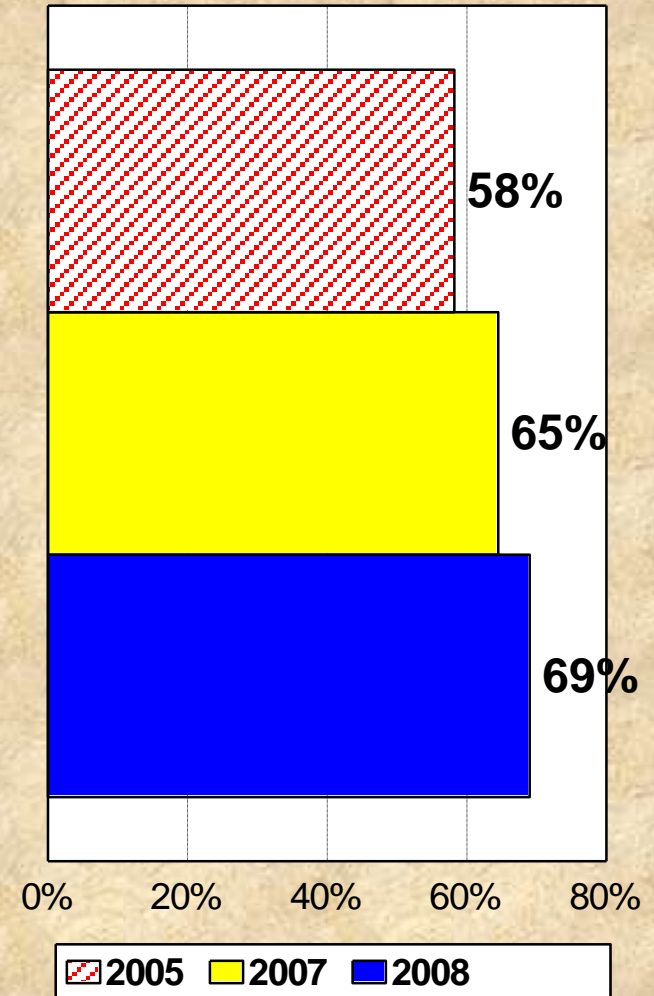


Source: ETC Institute (2008 - Des Moines, IA, Resident Survey)

Trends for Overall Satisfaction With Customer Service Provided by City Employees: 2005, 2007 and 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied"

Quality of customer service from City employees



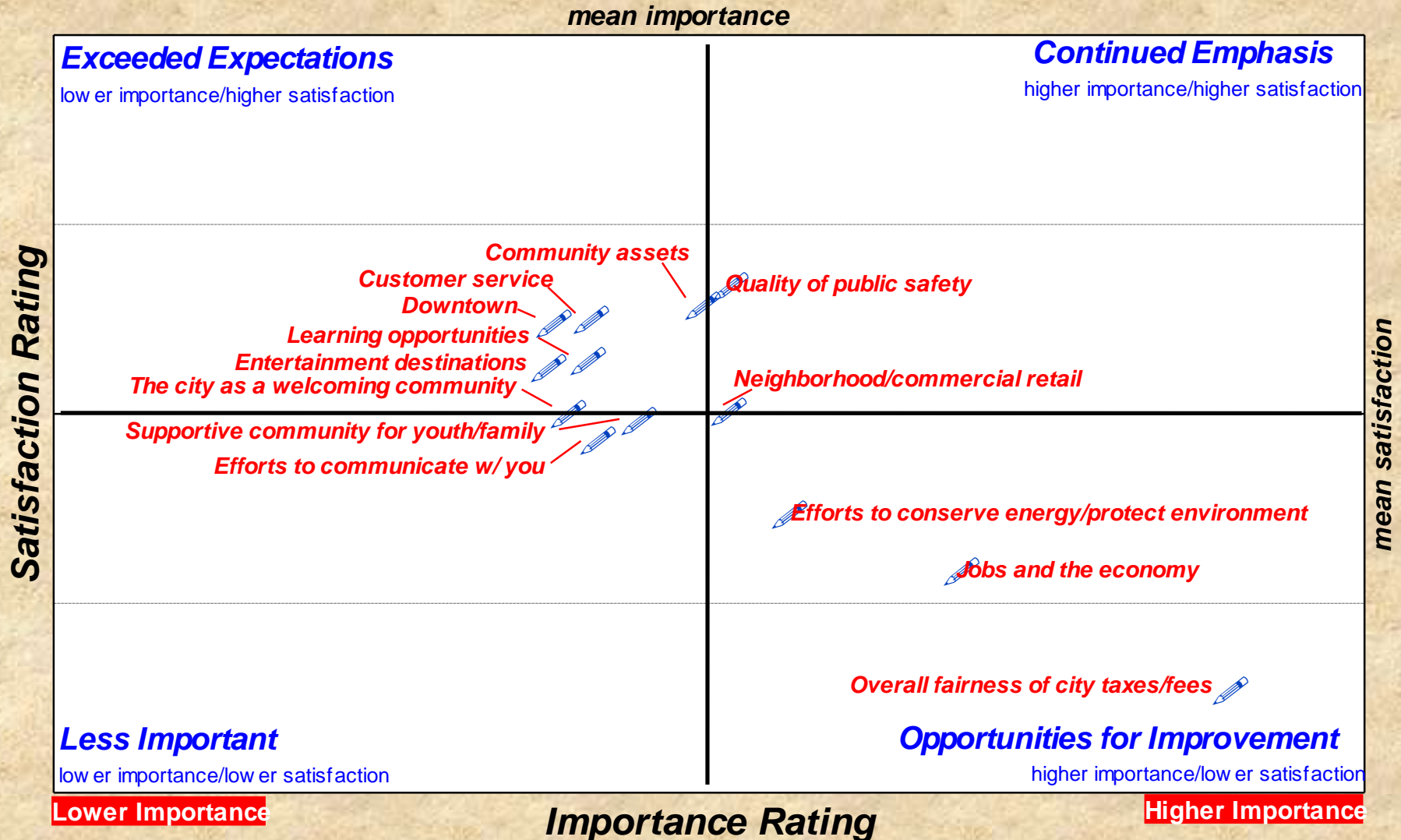
TREND DATA

2008 Des Moines DF Survey

Importance-Satisfaction Assessment Matrix

-Overall-

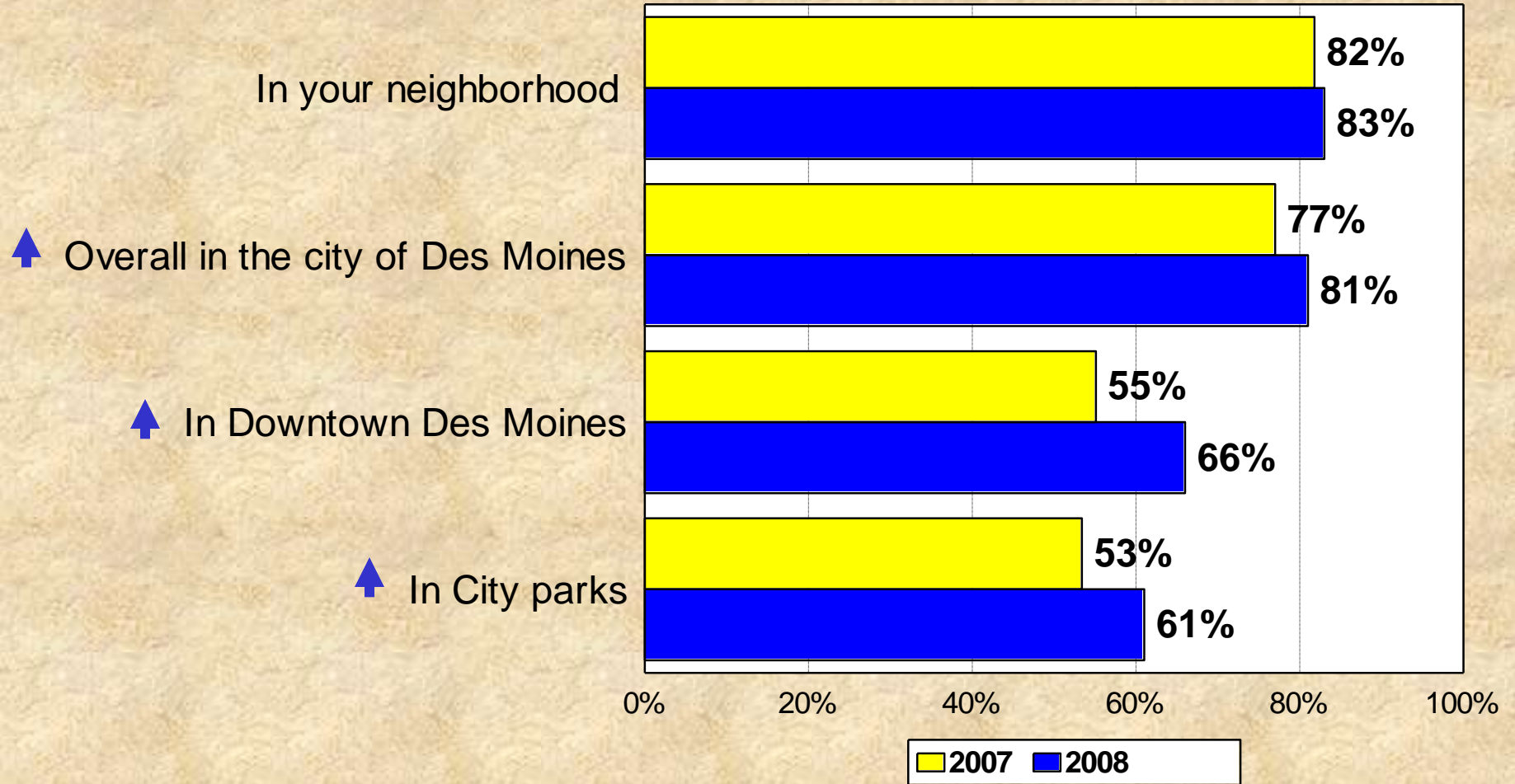
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



PUBLIC SAFETY

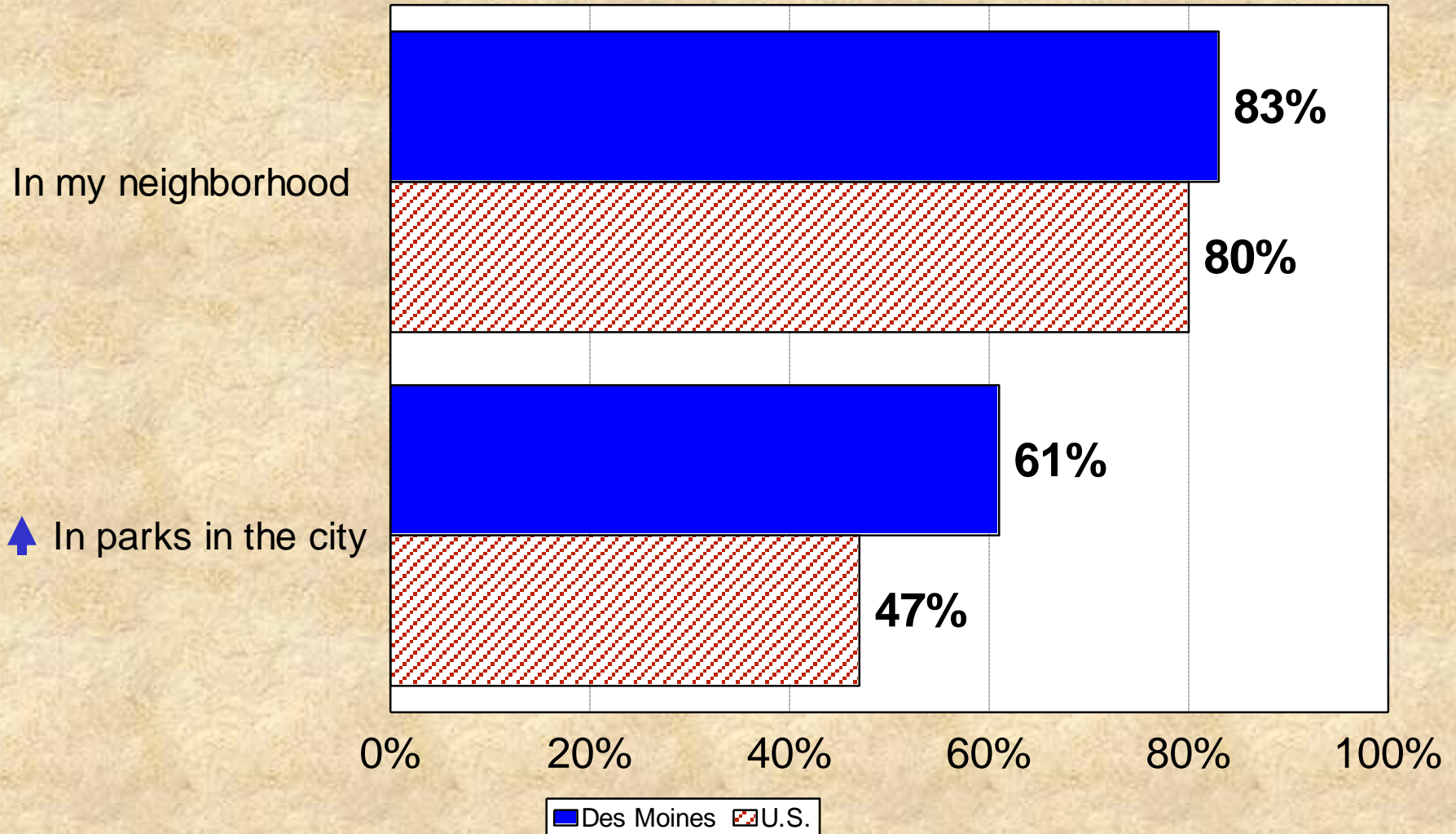
How Safe Residents Feel in Various Parts of the City: 2007 vs. 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



How Safe Residents Feel in Their Community Des Moines vs. the U.S Average

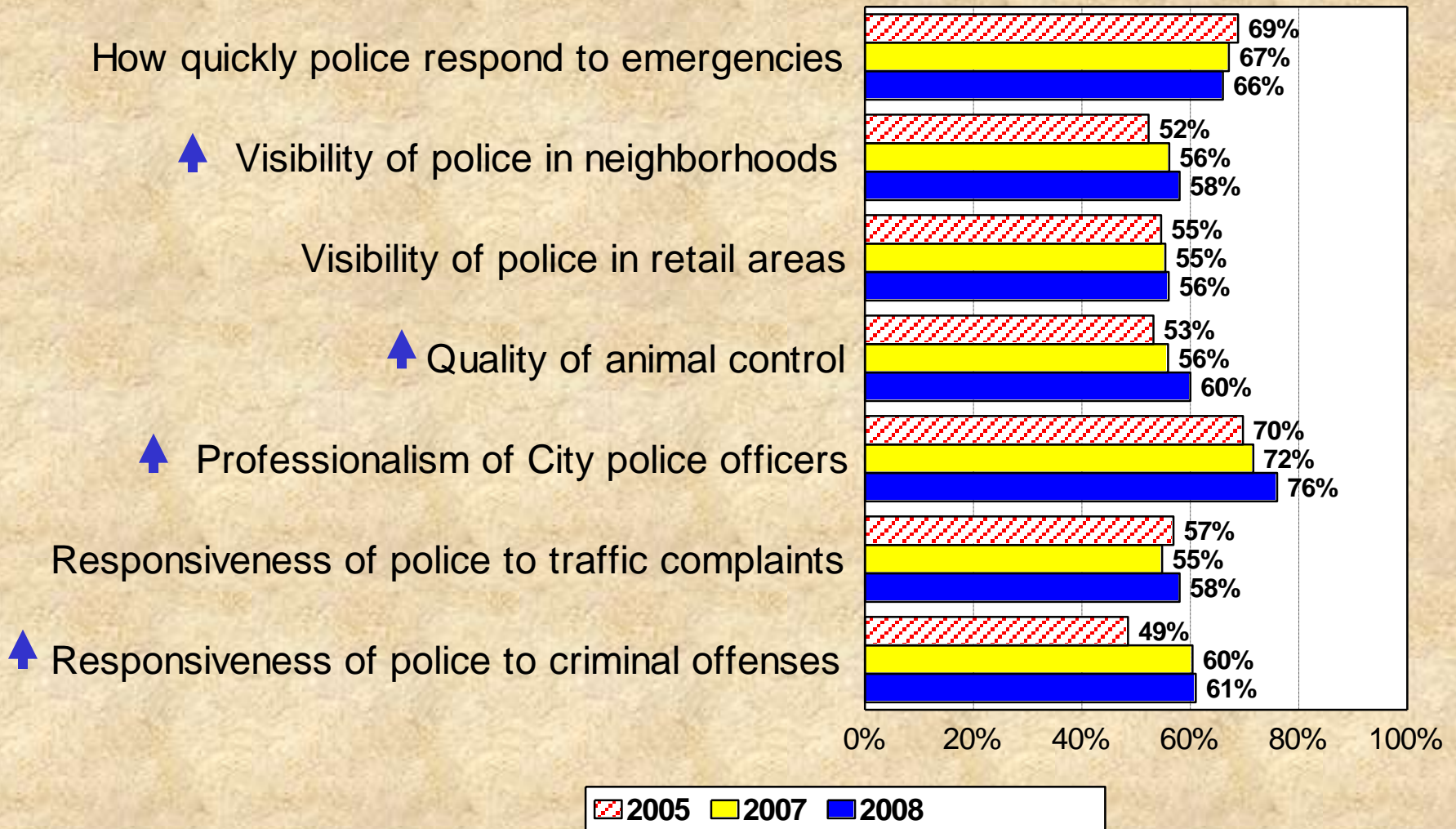
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe"



Police Services

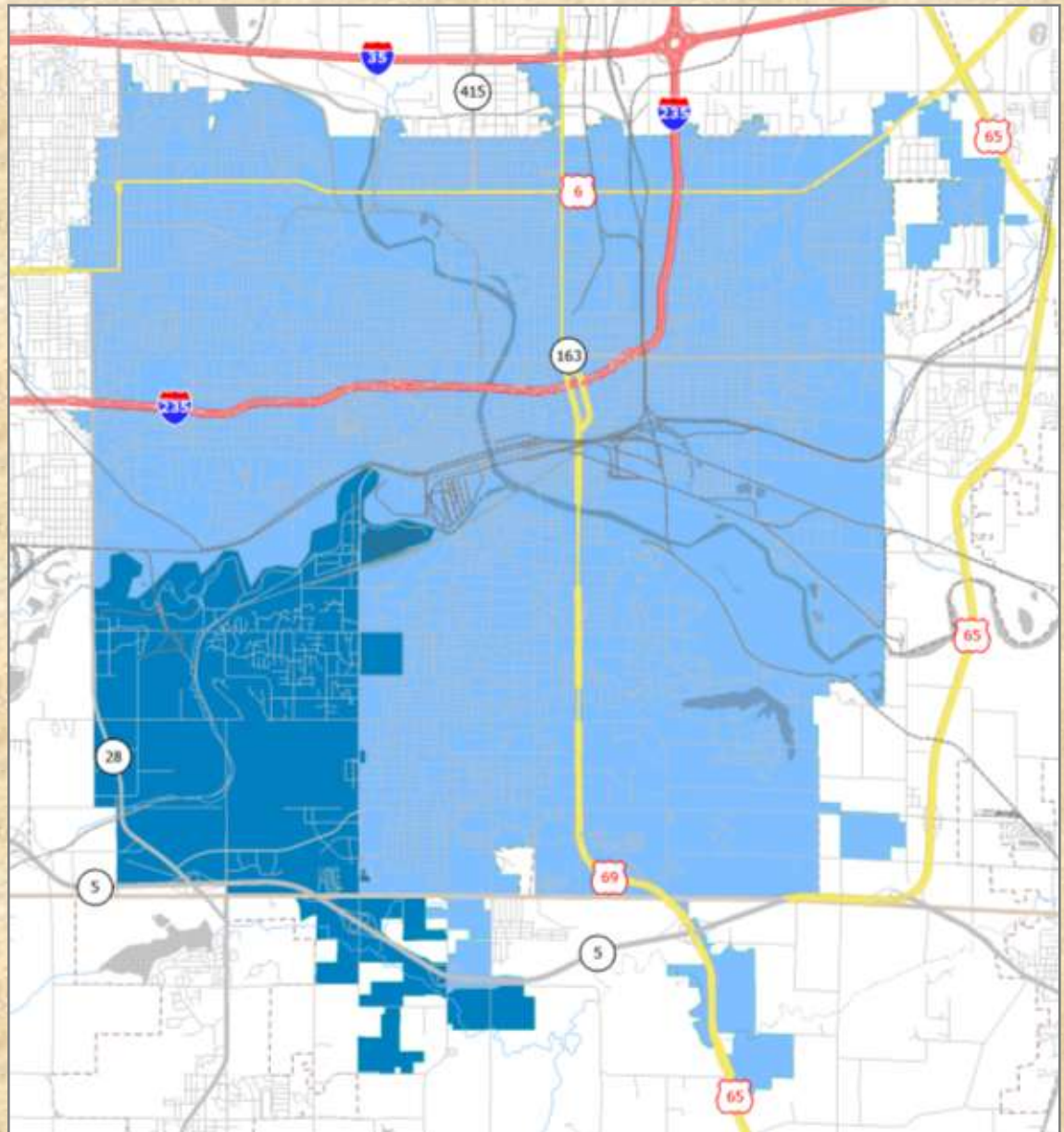
Satisfaction with Various Aspects of Police Department Services - 2005, 2007 and 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



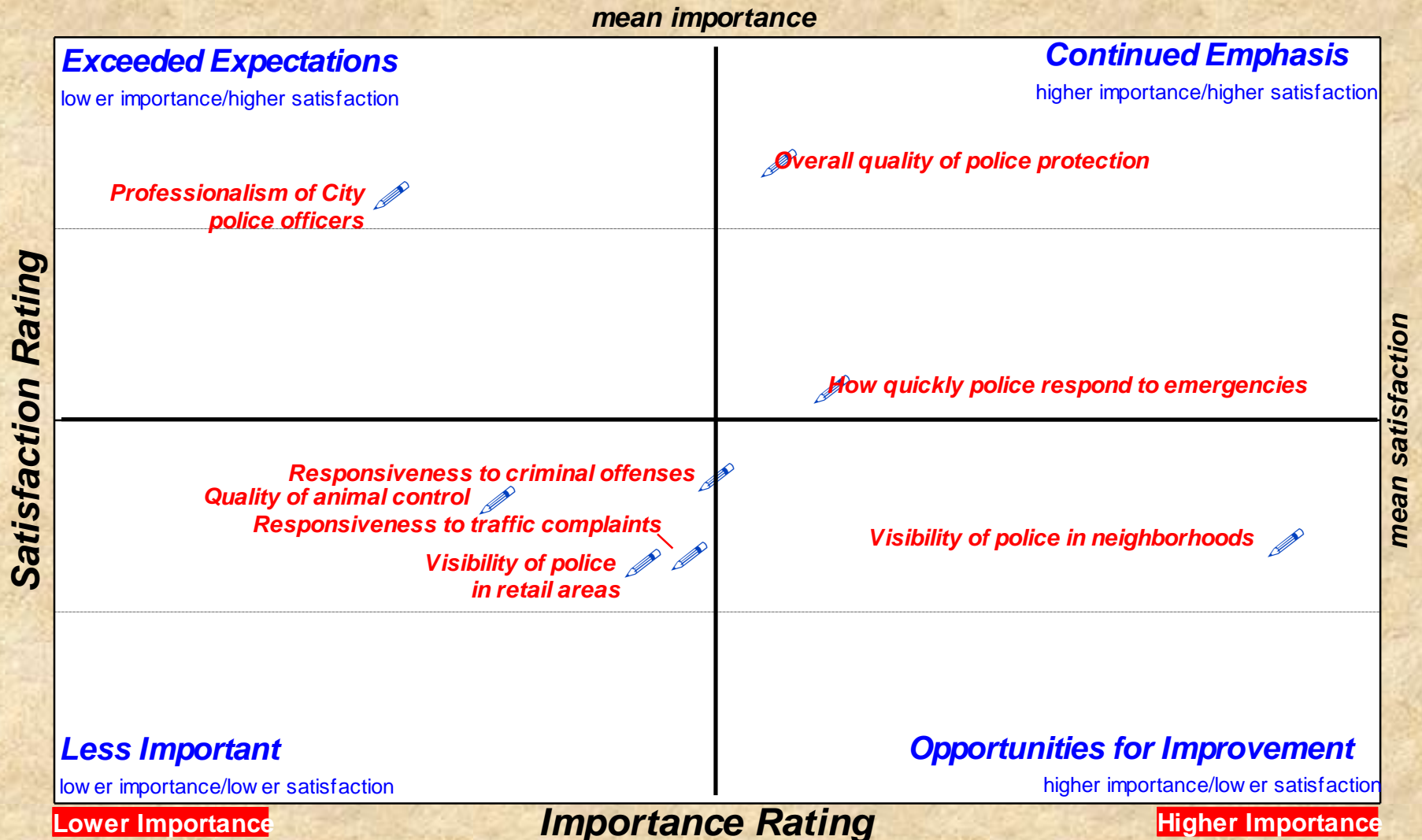
TREND DATA

Overall Satisfaction with Police Protection



2008 Des Moines DF Survey Importance-Satisfaction Assessment Matrix -Police Department-

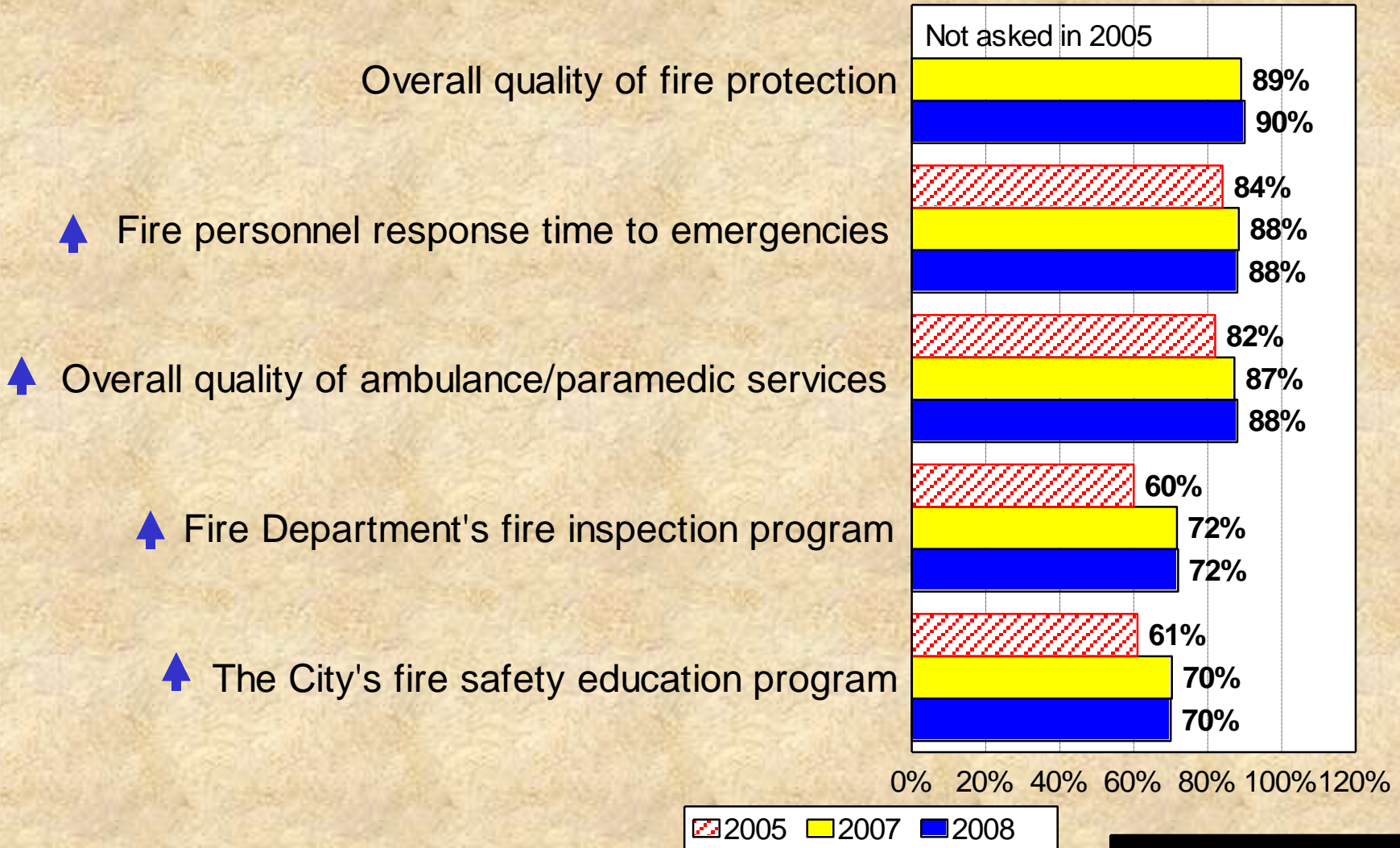
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Fire Services

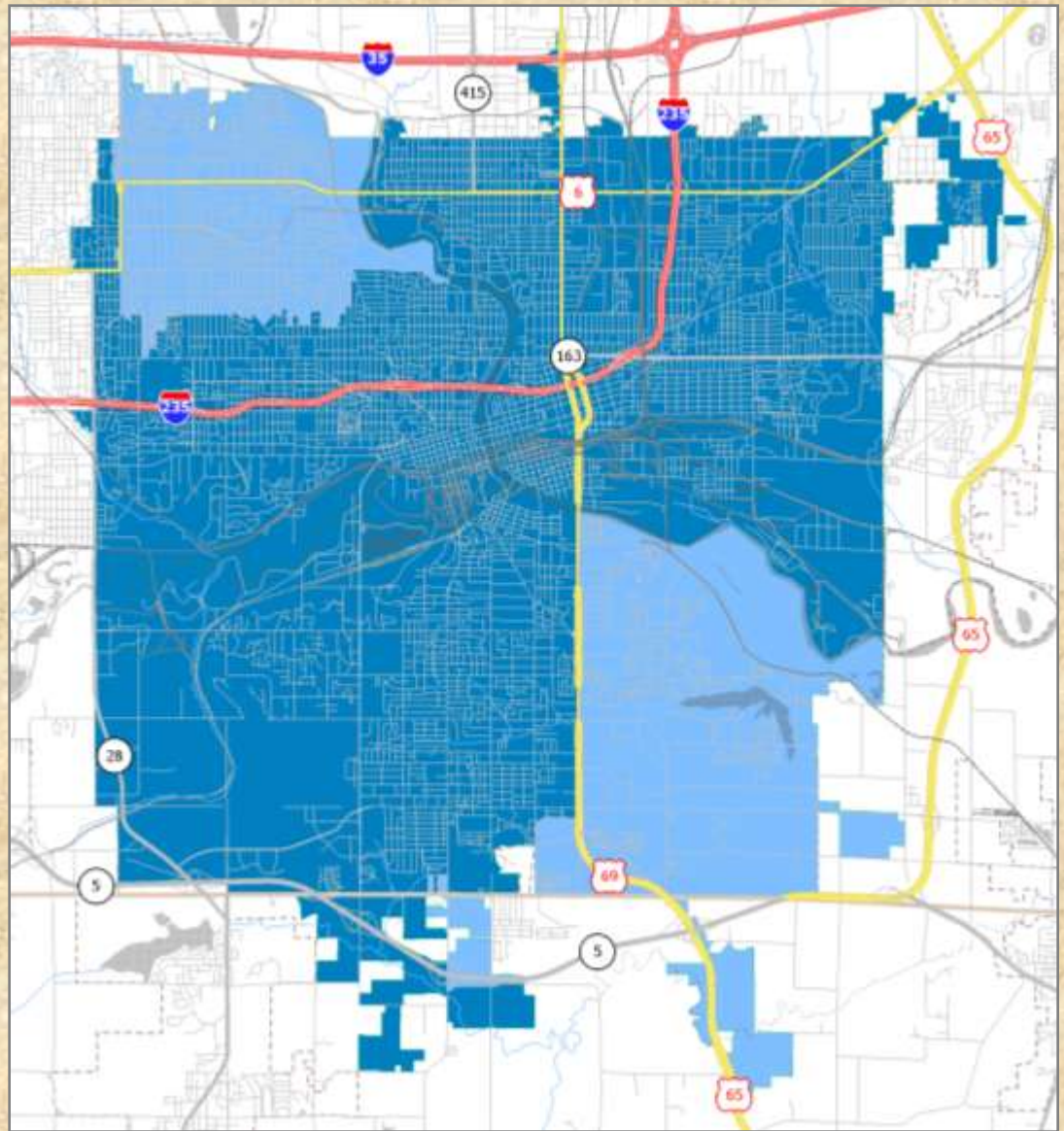
Satisfaction with Various Aspects of Fire Department Services - 2005, 2007 and 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



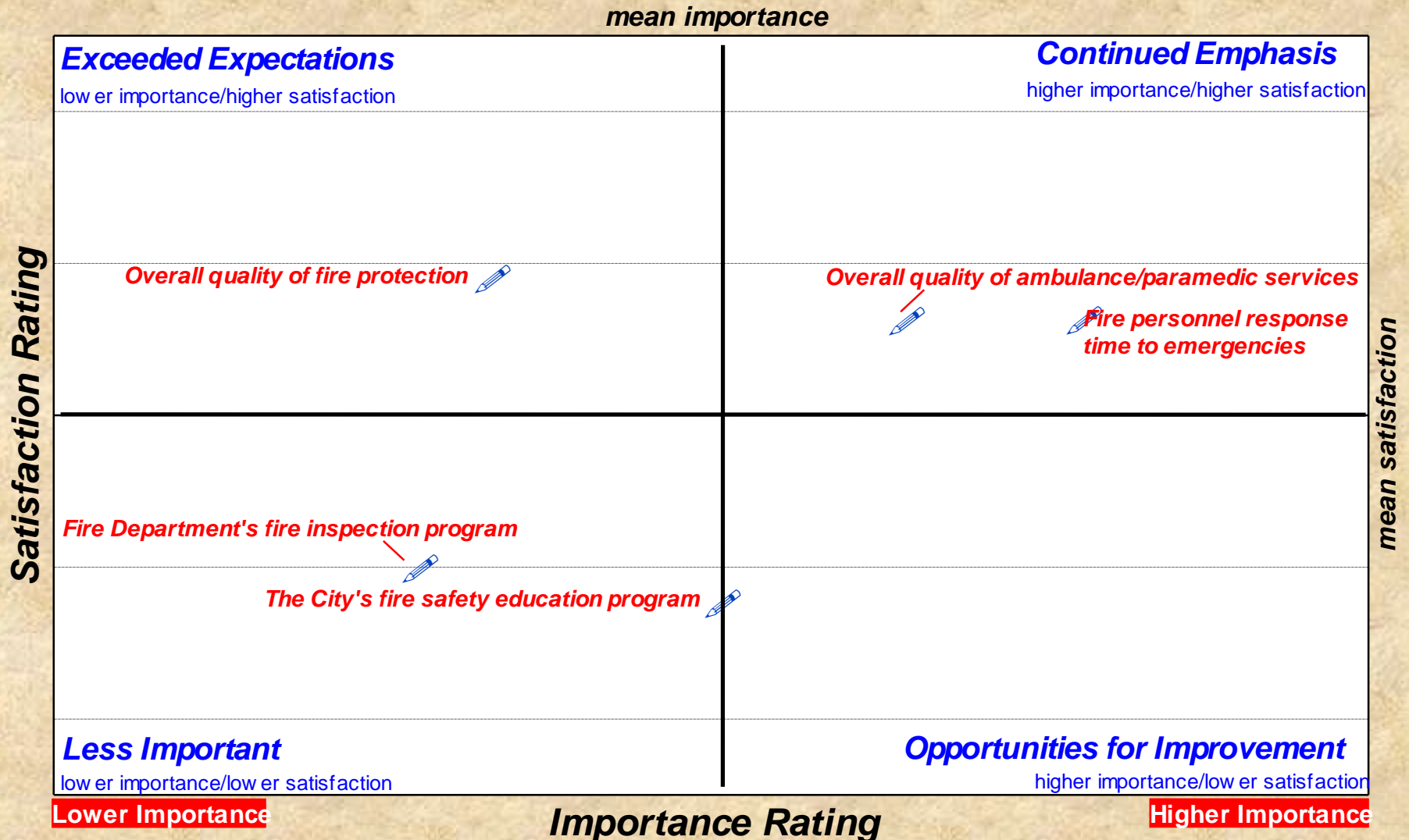
Source: ETC Institute (2008 - Des Moines, IA, Resident Survey)

Overall Satisfaction with Fire Protection



2008 Des Moines DF Survey Importance-Satisfaction Assessment Matrix -Fire Department-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

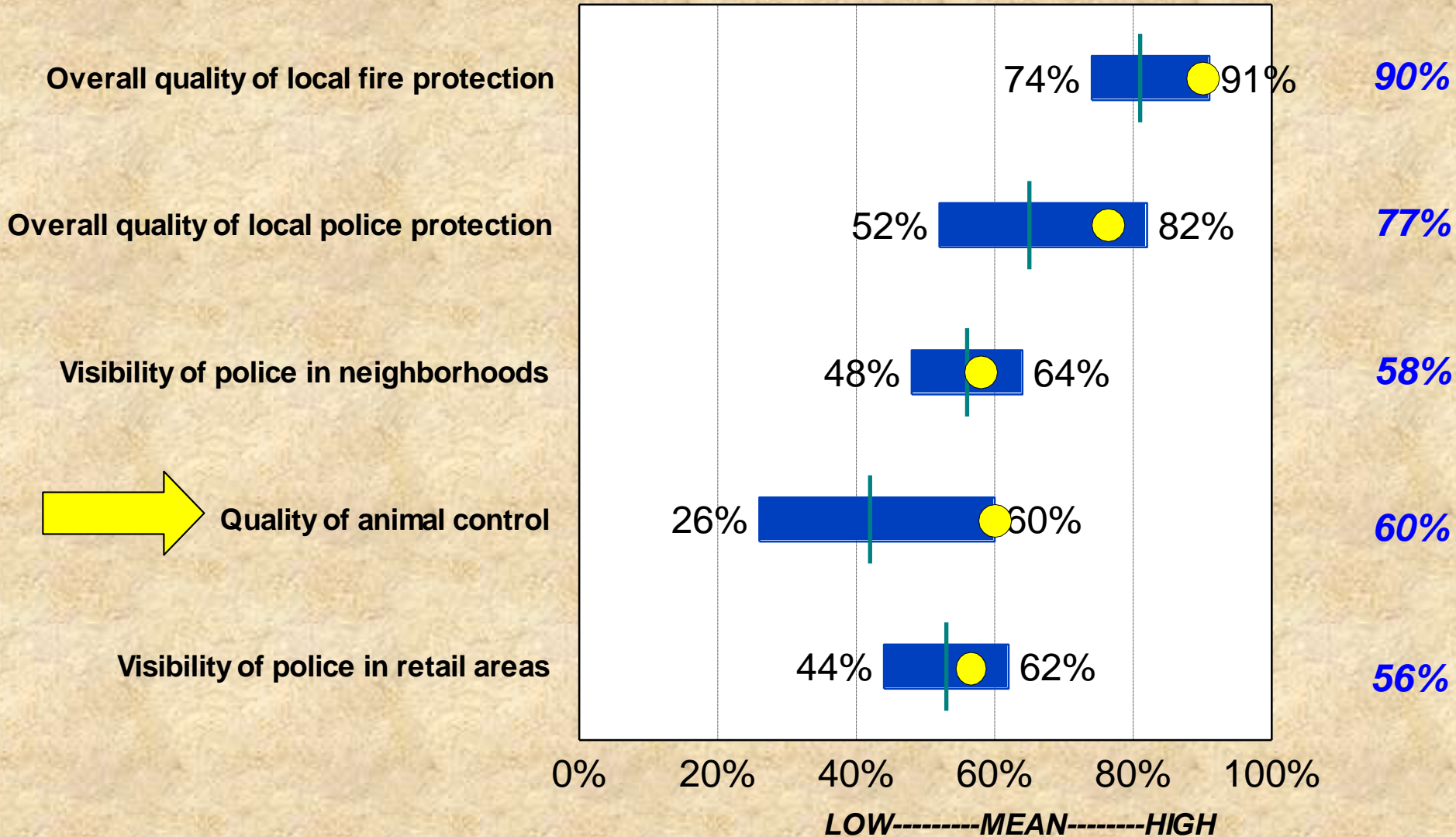


Satisfaction with Public Safety - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Direction Finder Benchmarks - Cities w/population > 150,000 only

● *Des Moines, IA*

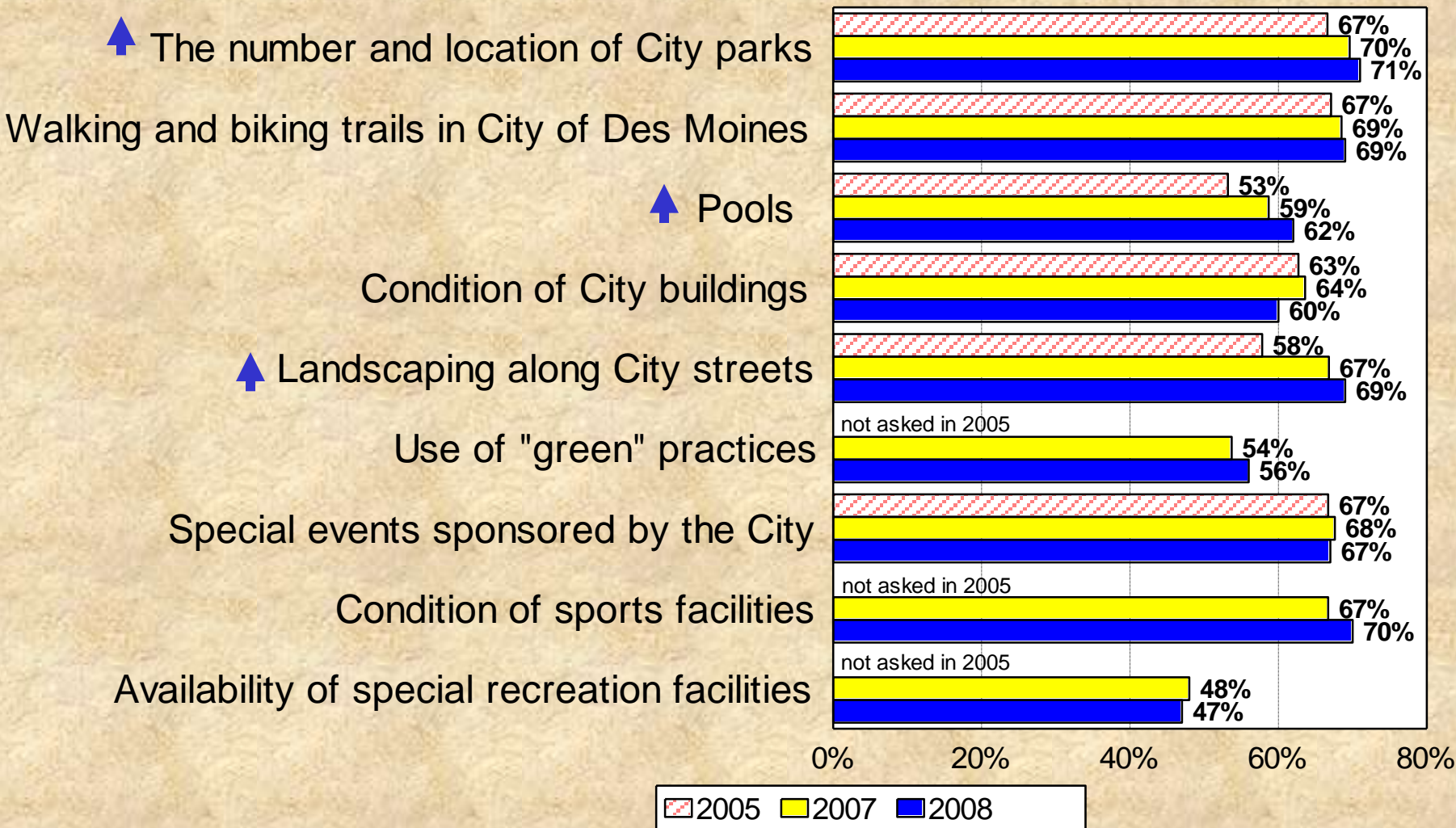


Source: ETC Institute DirectionFinder

Parks and Recreation

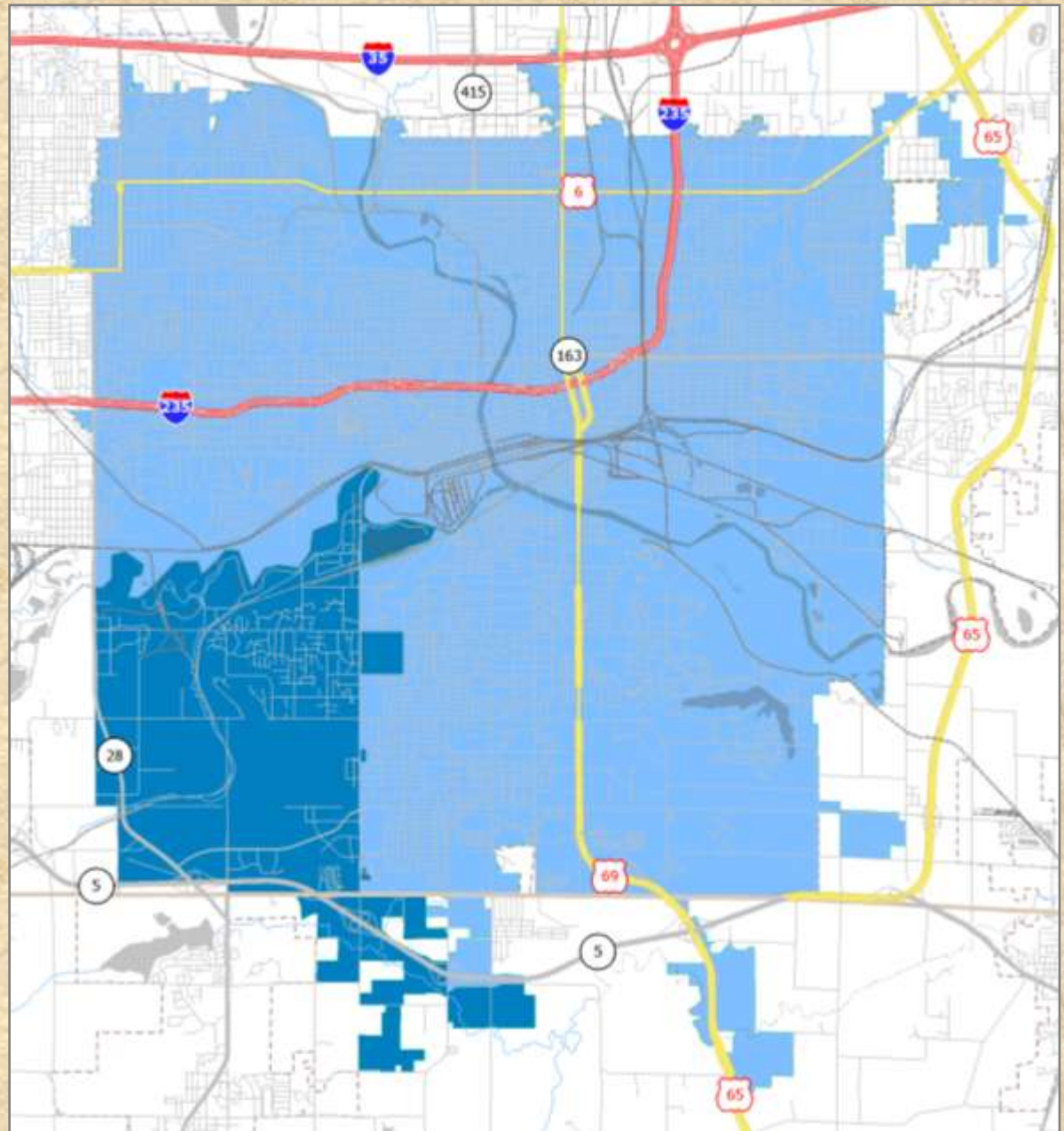
Satisfaction with Various Aspects of Parks and Recreation - 2005, 2007 and 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



TREND DATA

Overall Satisfaction with City Parks

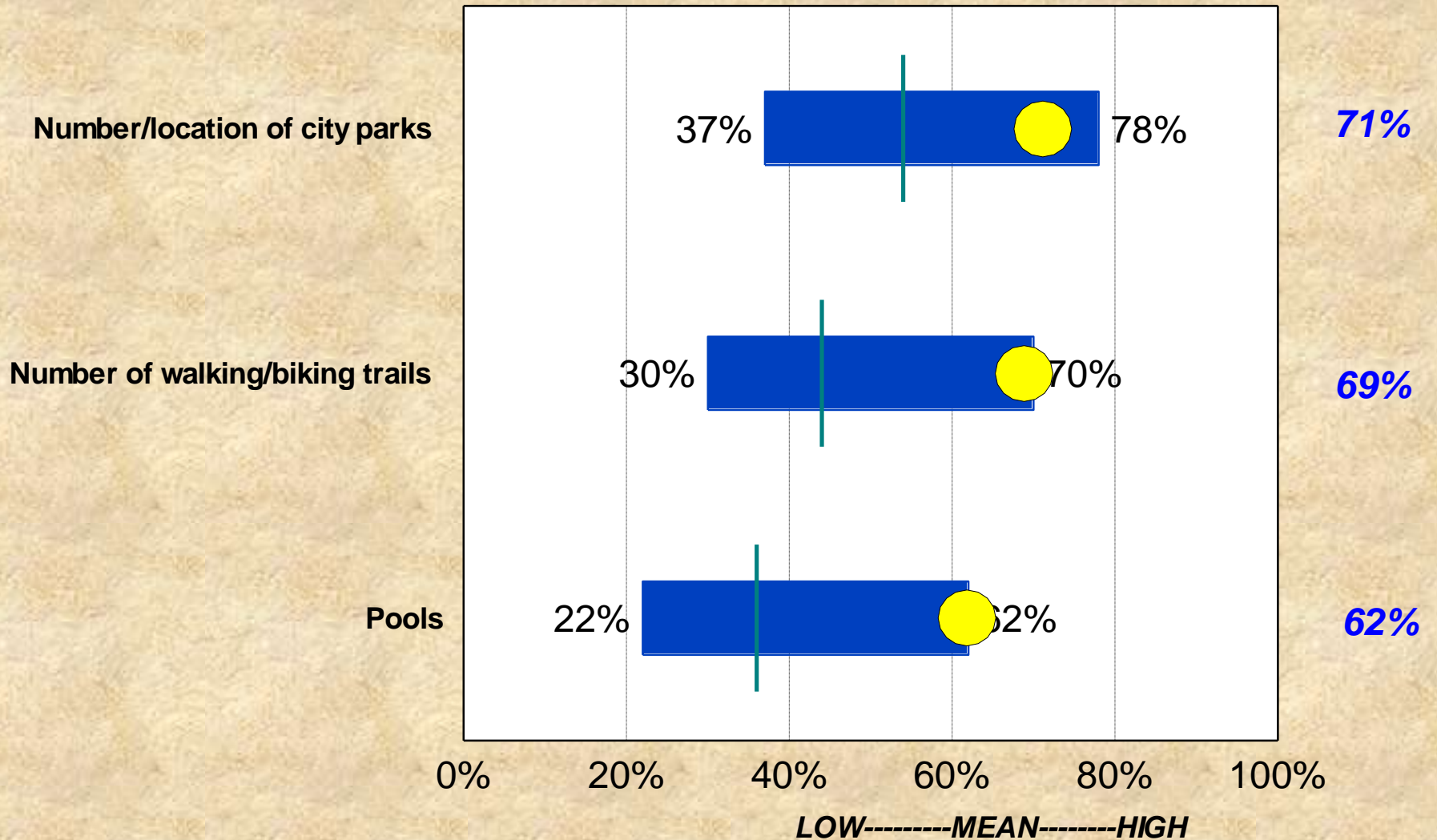


Satisfaction with Parks and Recreation - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Direction Finder Benchmarks - Cities w/population > 150,000 only

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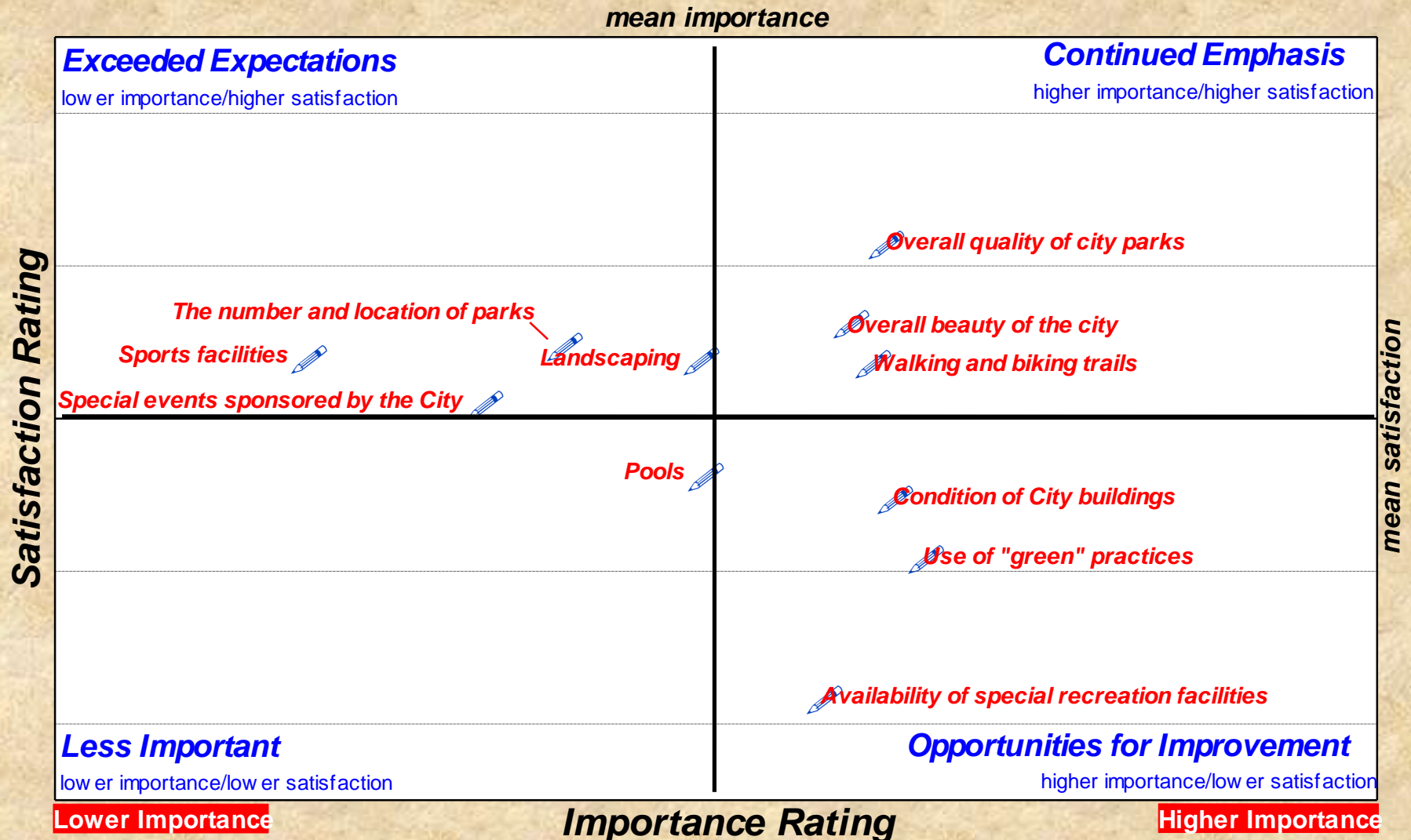


2008 Des Moines DF Survey

Importance-Satisfaction Assessment Matrix

-Parks and Recreation -

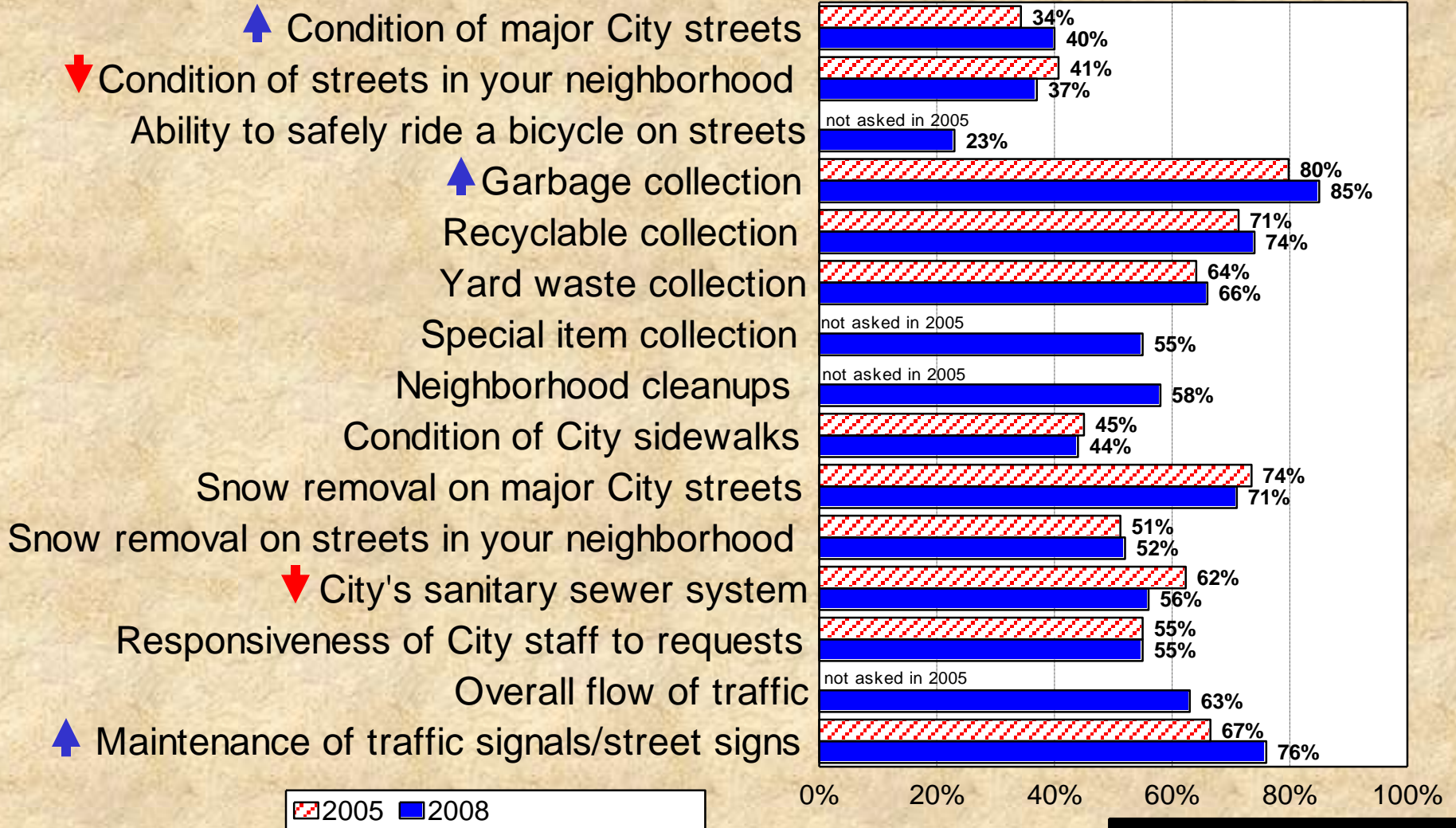
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Public Works

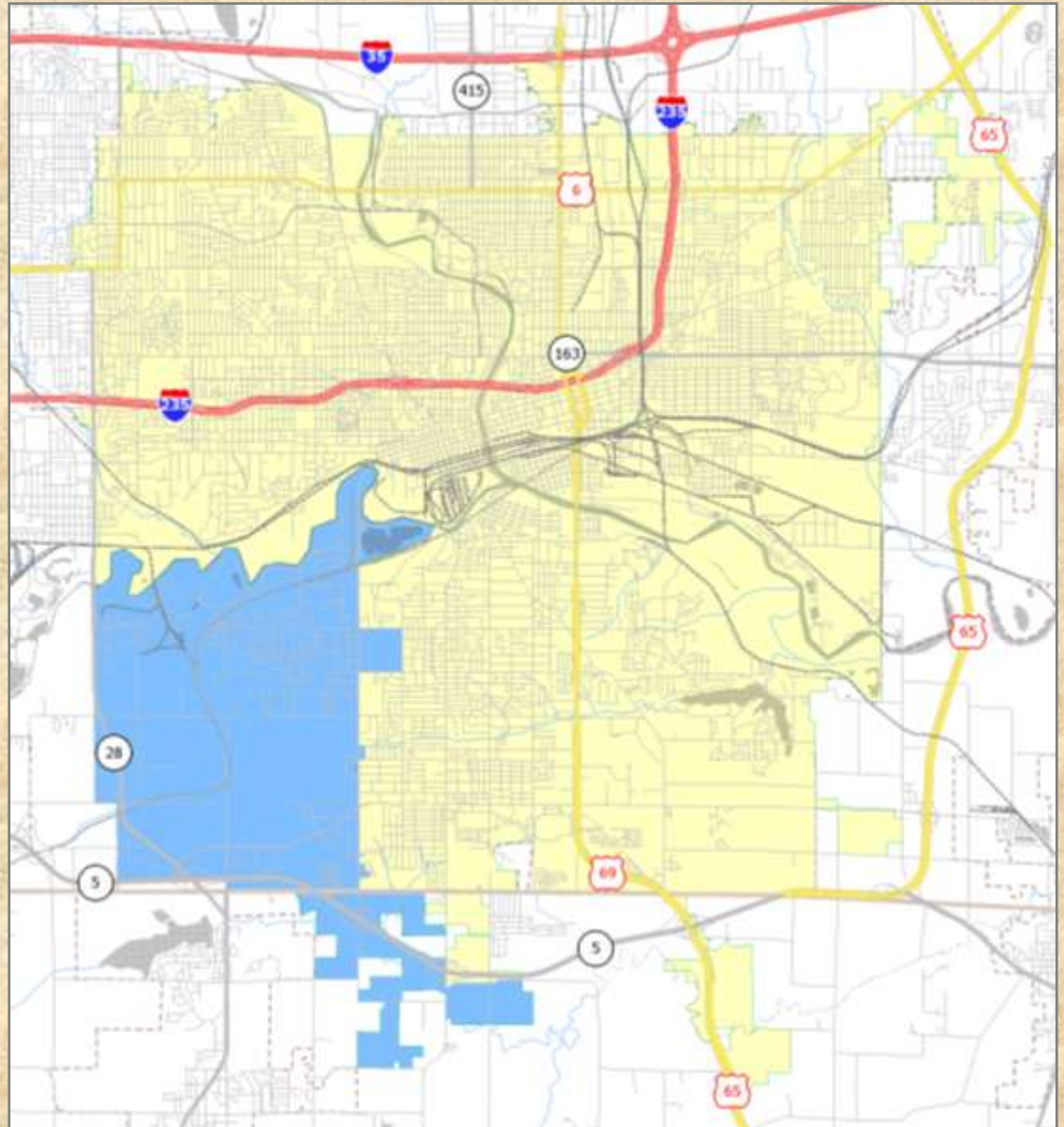
Satisfaction with Various Aspects of Public Works - 2005, 2007 and 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



TREND DATA

Overall Satisfaction with the Condition of Major Streets

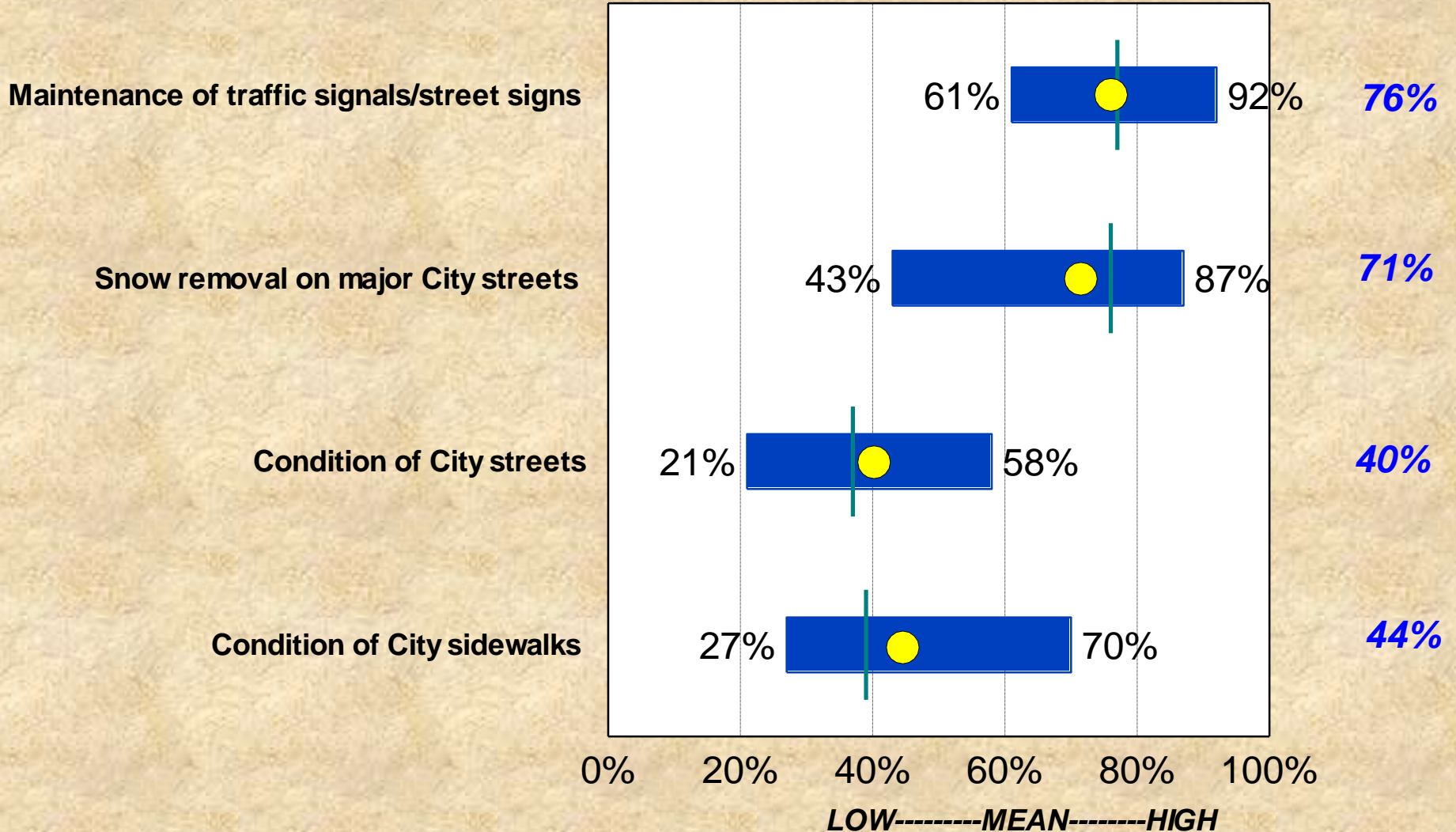


Satisfaction with Public Works Services - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Direction Finder Benchmarks - Cities w/population > 150,000 only

● **Des Moines, IA**



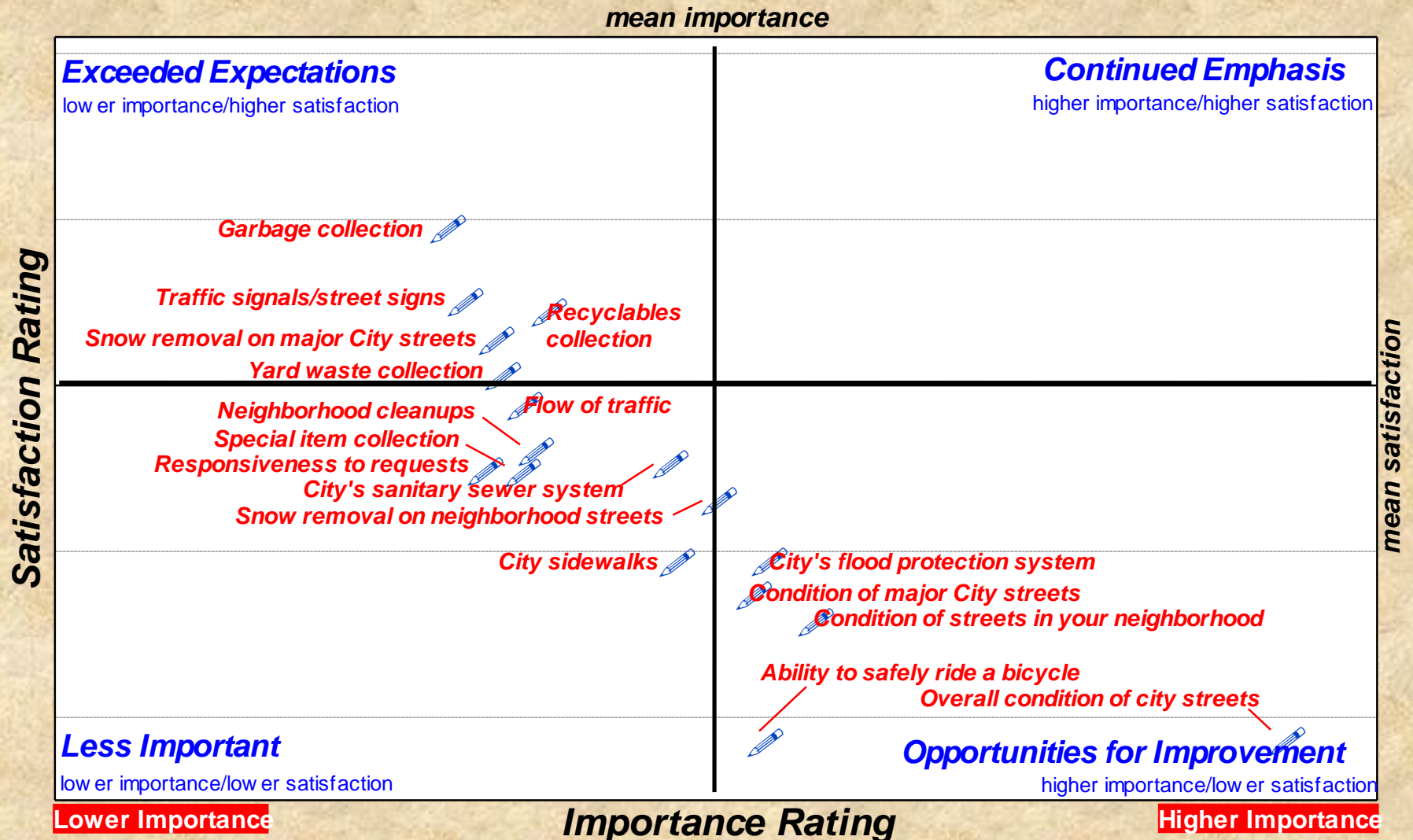
Source: ETC Institute DirectionFinder

2008 Des Moines DF Survey

Importance-Satisfaction Assessment Matrix

-Public Works-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Community Development

Satisfaction With Items That Influence Community Development - 2005, 2007 and 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

Overall enforcement of city ordinances

↓ Overall quality of new development

Quality of redevelopment in the City

How well the City is planning growth

Process for getting a permit

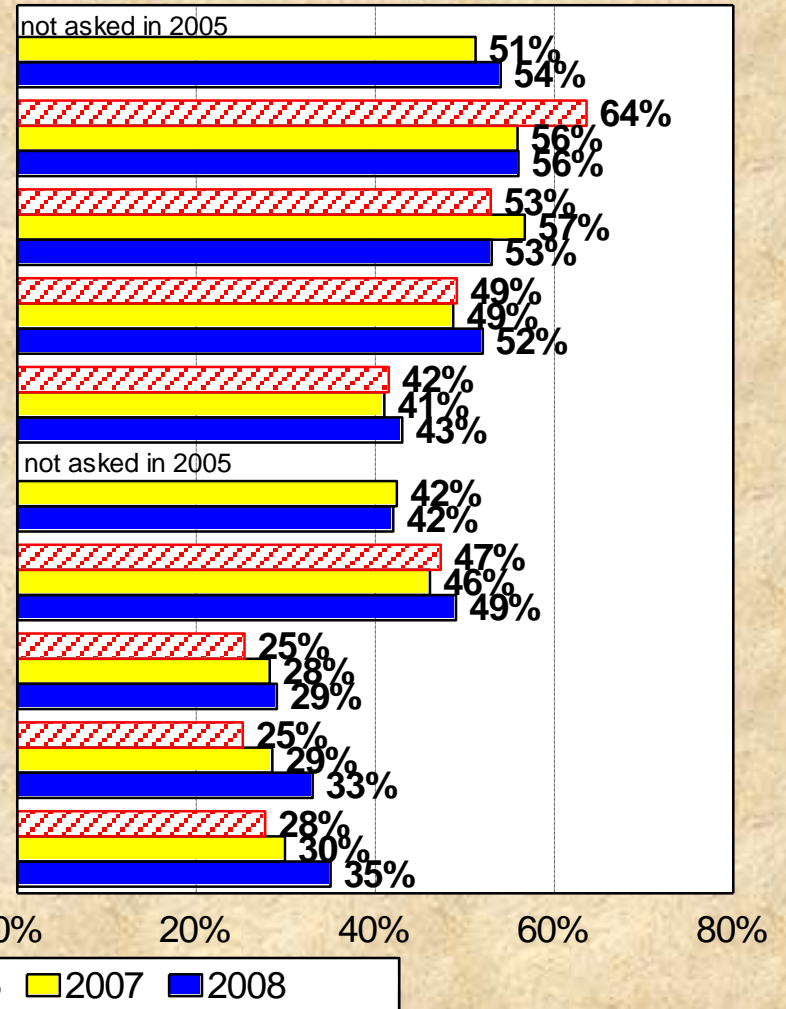
Enforcement of land use regulations

Enforcement of sign regulations

↑ Enforcement of maintenance of rental property

↑ Enforcement of clean up of litter/debris

↑ Enforcement of clean up of junk cars

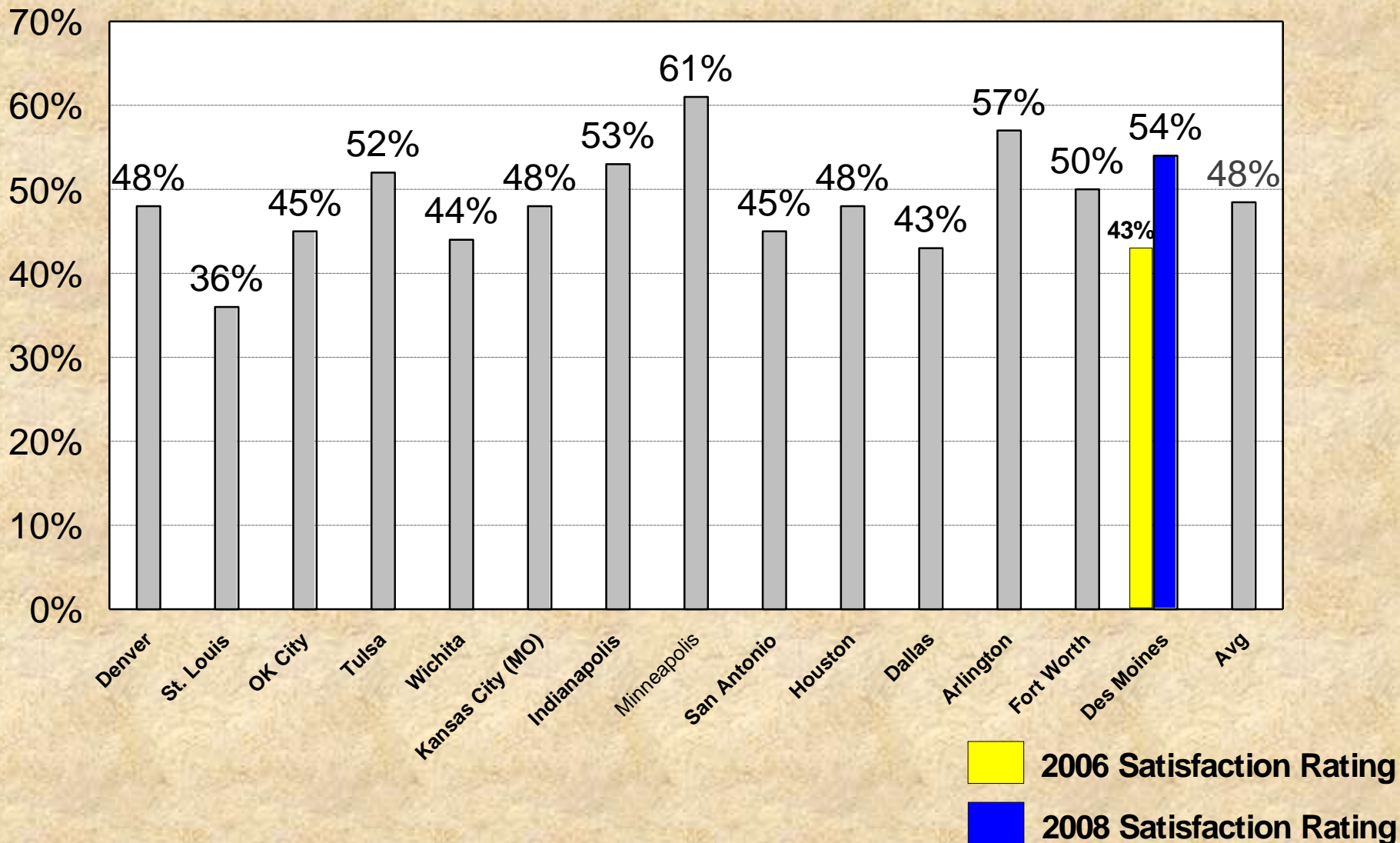


TREND DATA

Overall Satisfaction With Code Enforcement- 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Central US Large City Regional Benchmarks

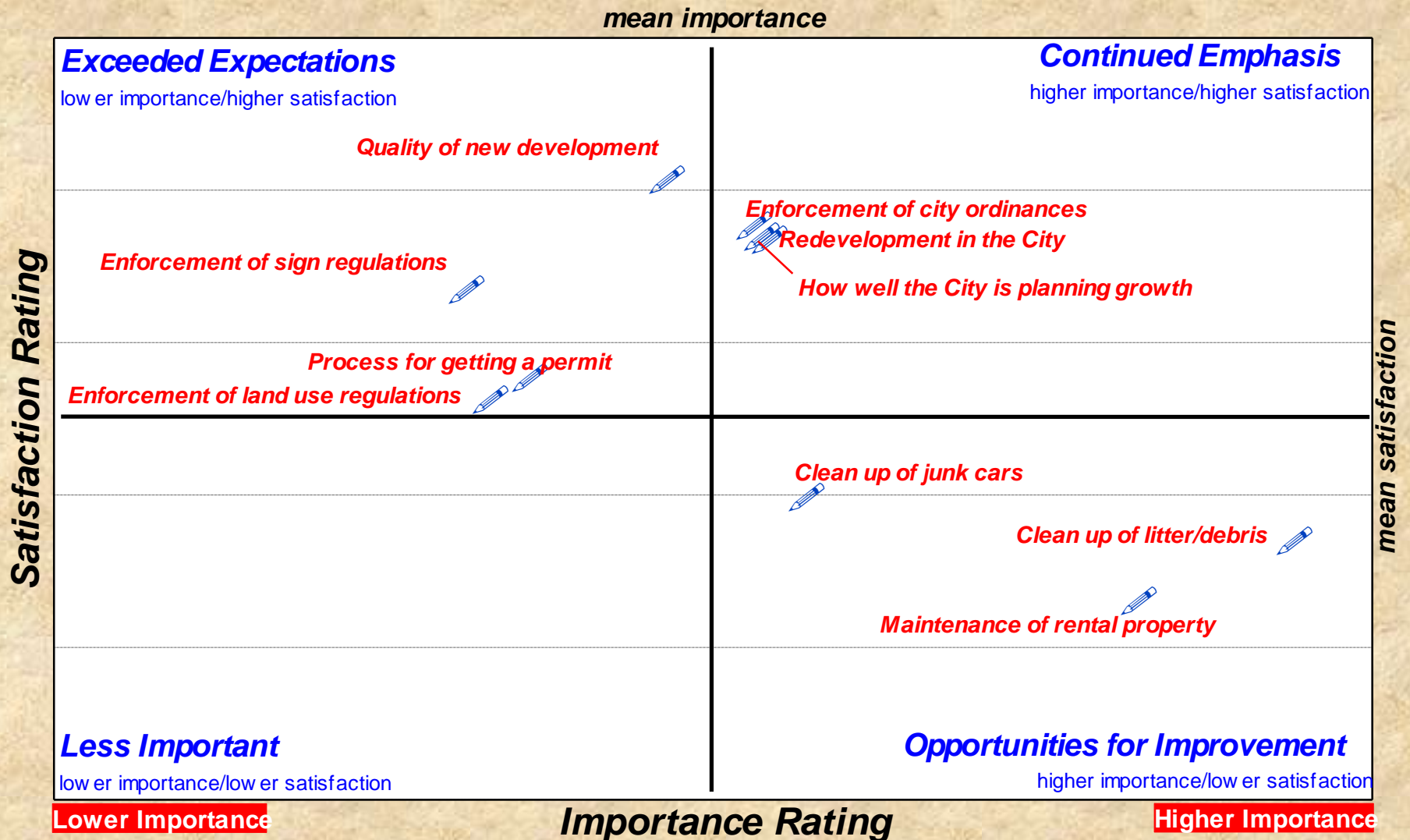


2008 Des Moines DF Survey

Importance-Satisfaction Assessment Matrix

-Community Development -

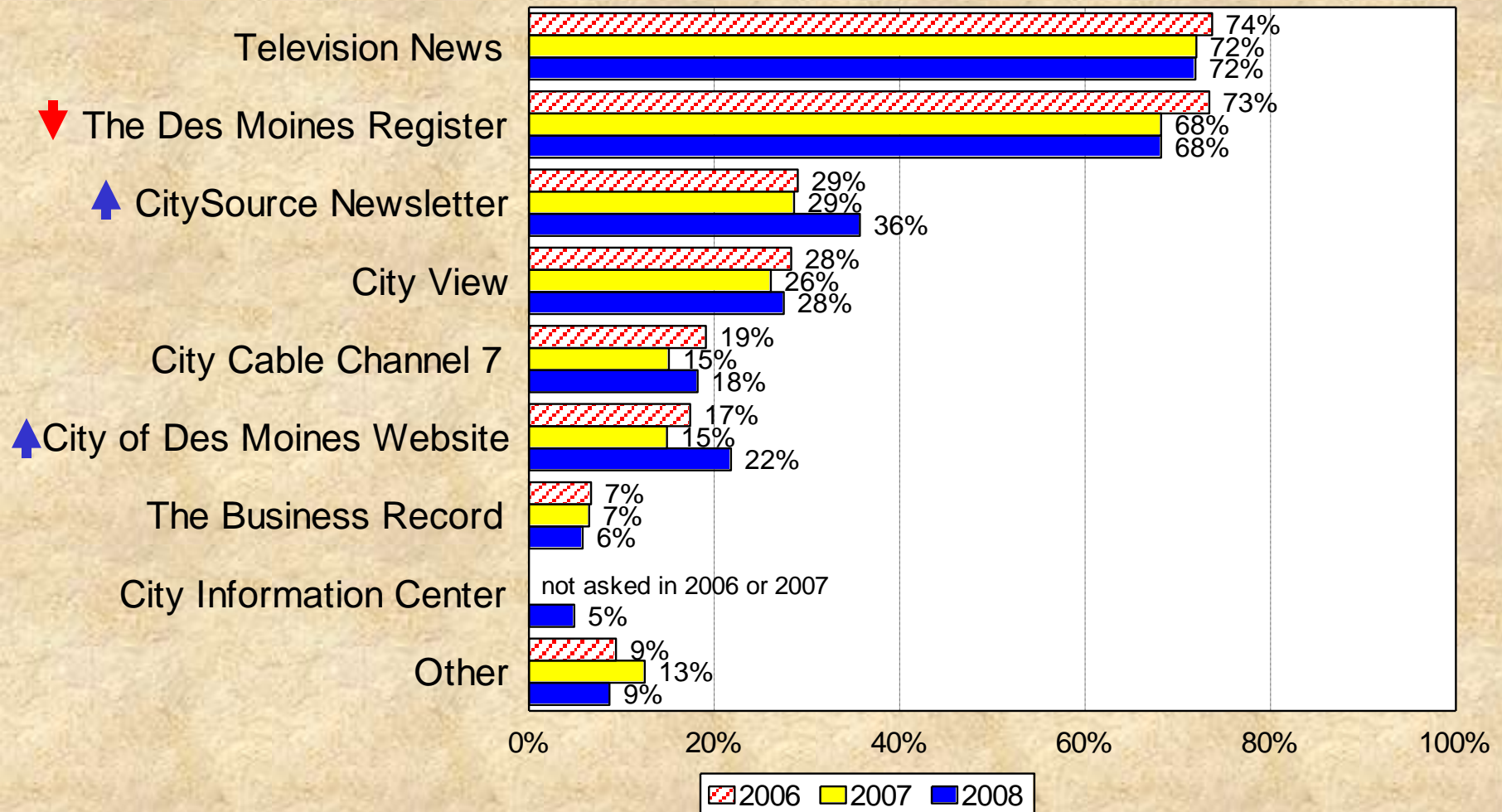
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



CITY COMMUNICATIONS

How Residents Typically Get Information About City Issues

by percentage of respondents (multiple answers allowed)

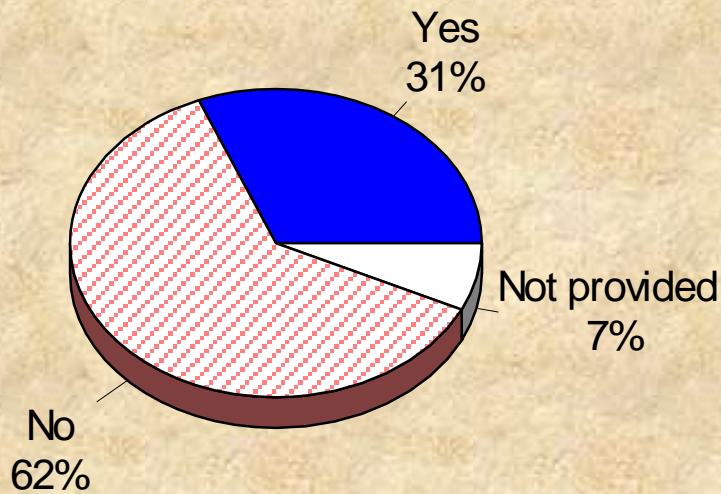


Source: ETC Institute (2008 - Des Moines, IA, Resident Survey)

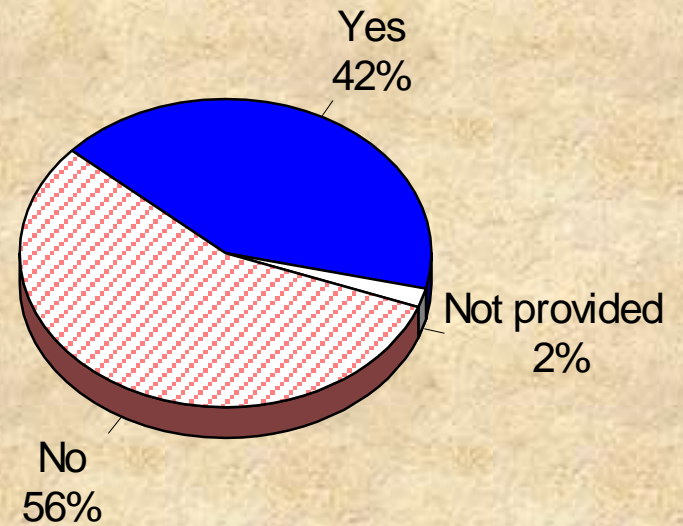
Have You Used the City of Des Moines Website in the Past Year?

by percentage of respondents

2007



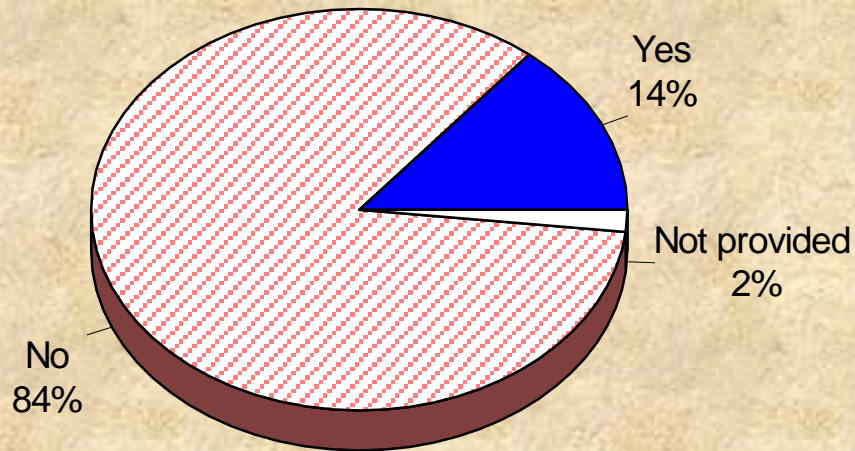
2008



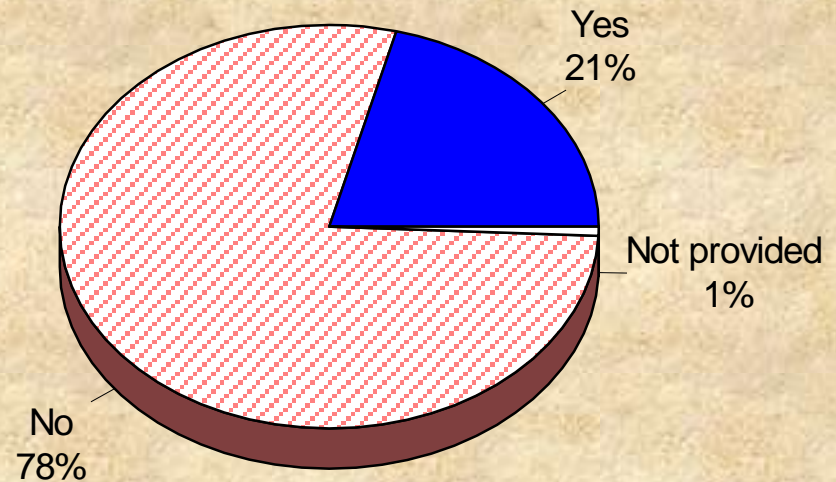
Have You Called, Emailed or Visited the City's Action Center with a City-Related Question or Request?

by percentage of respondents

2007



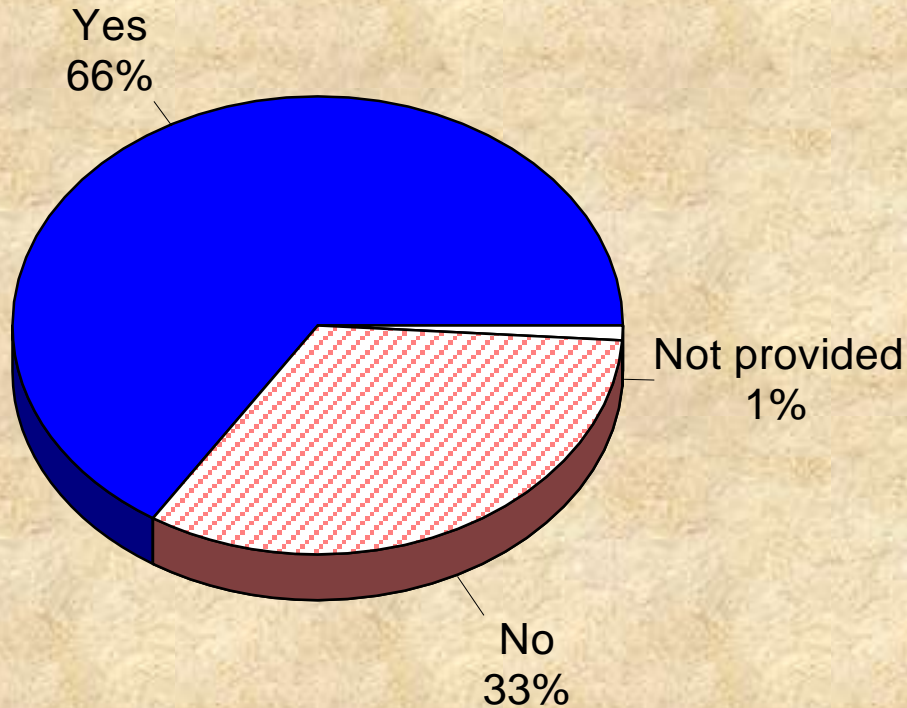
2008



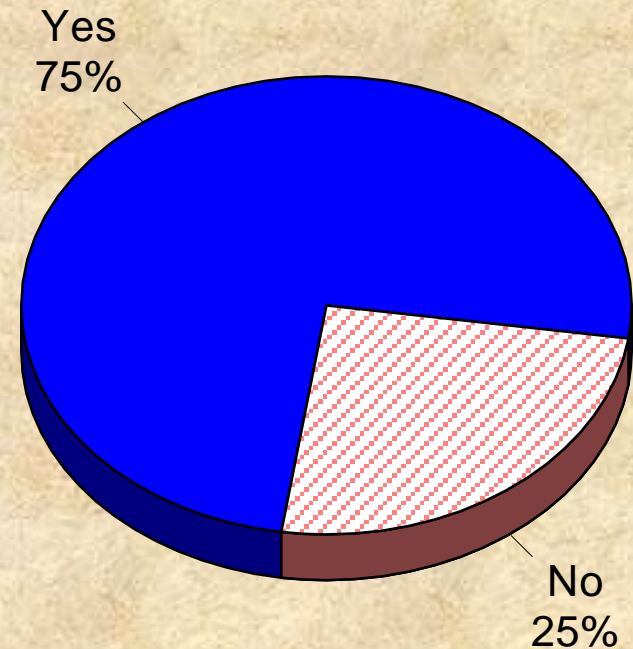
Have You or Other Members of Your Household Read the CitySource Newsletter?

by percentage of respondents

2007

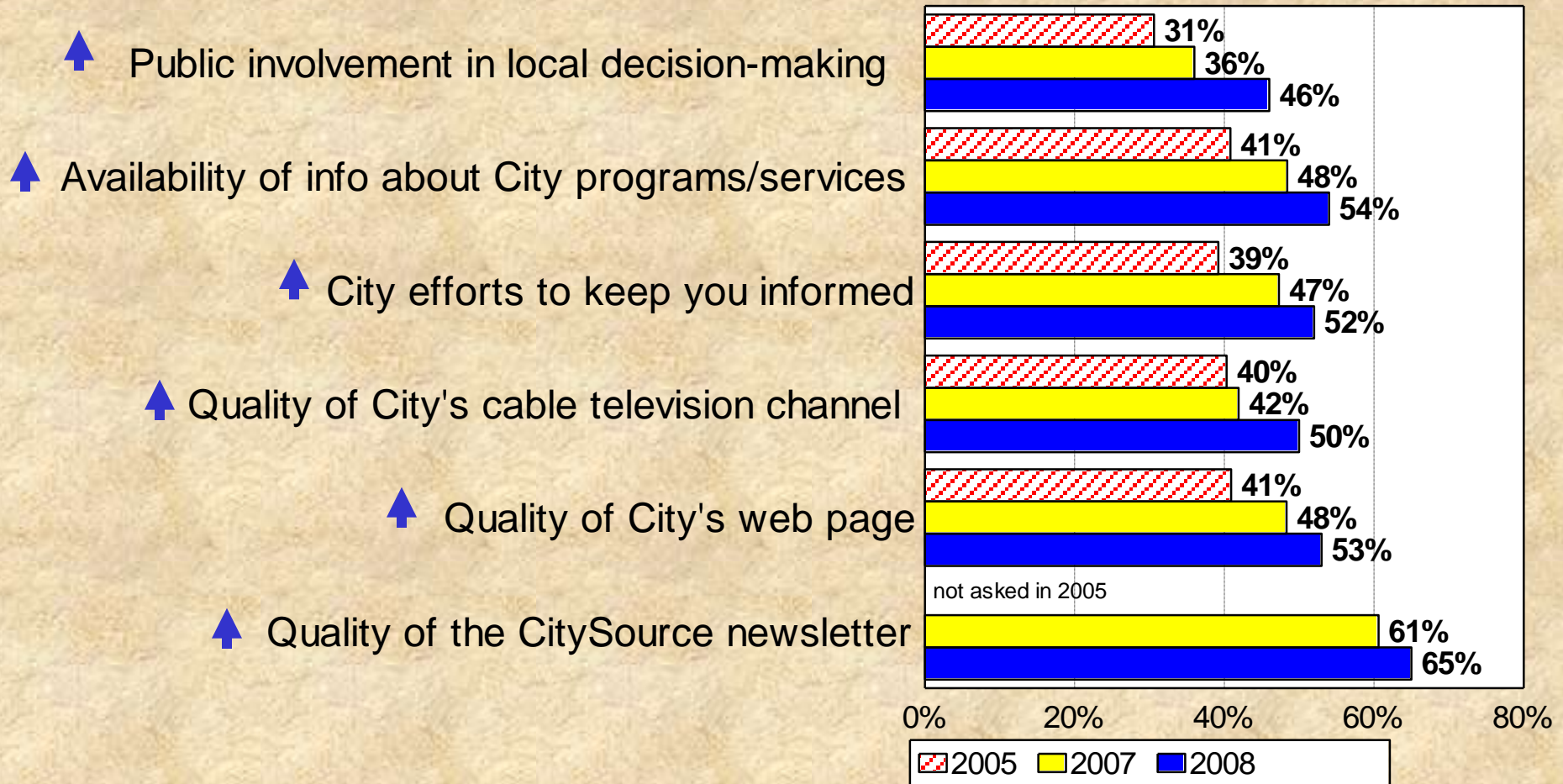


2008



Satisfaction with Various Aspects of City Communications - 2005, 2007 and 2008

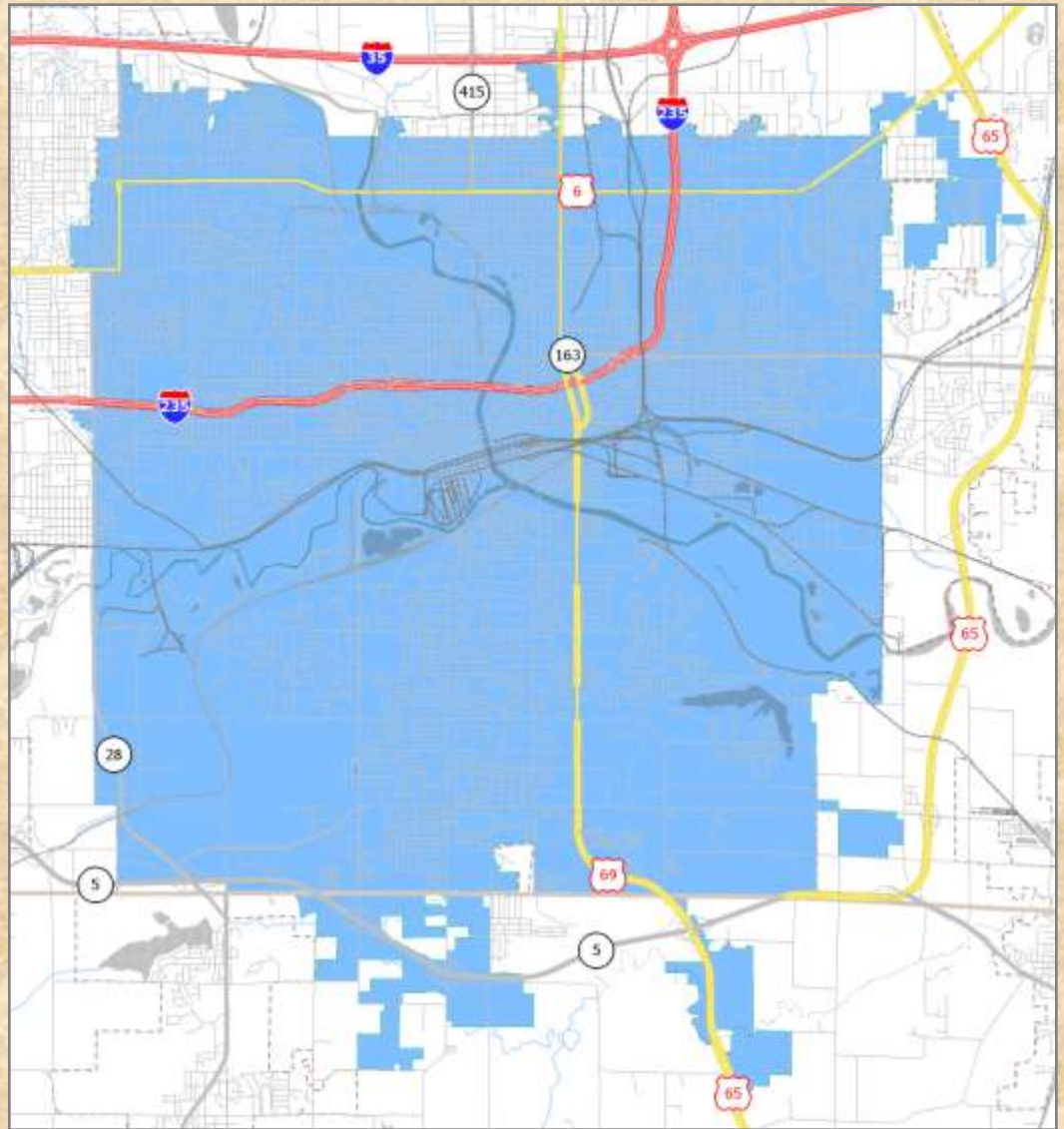
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



TREND DATA

Source: ETC Institute (2008 - Des Moines, IA, Resident Survey)

**Overall
Satisfaction
with City
Communication
with
the Public**

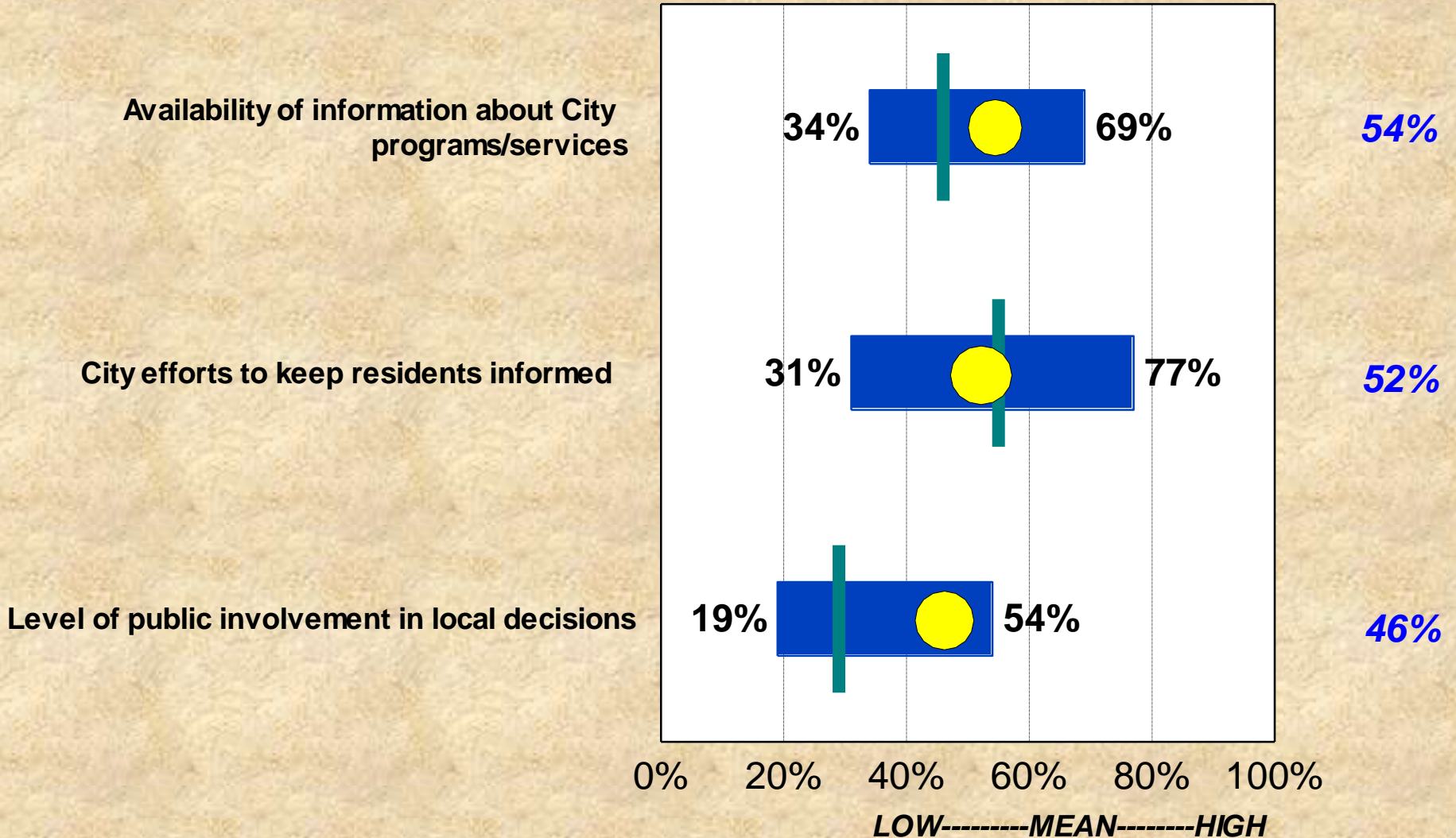


Satisfaction with City Communications - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Direction Finder Benchmarks - Cities w/population > 150,000 only

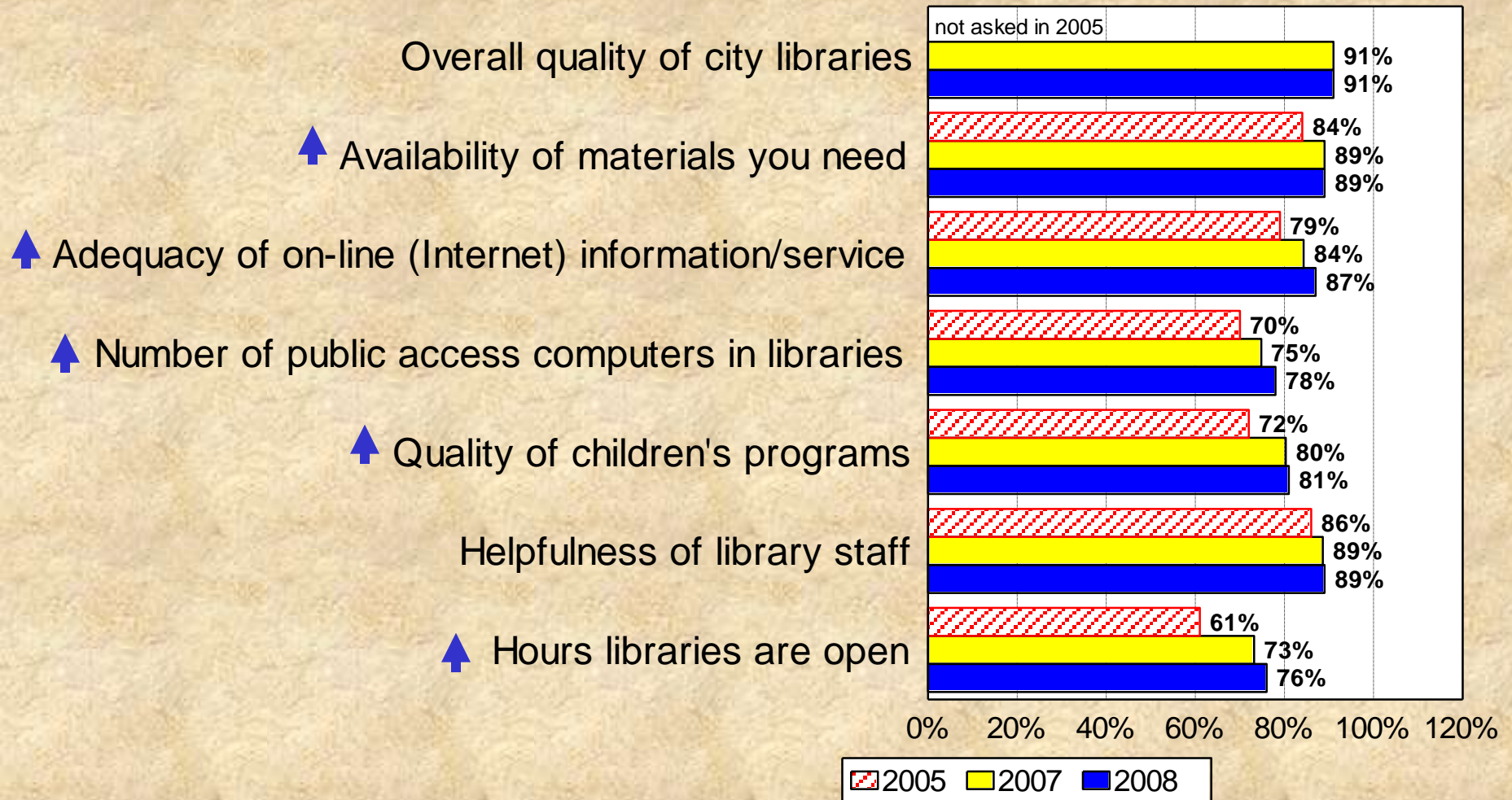
 **Des Moines, IA**



Library

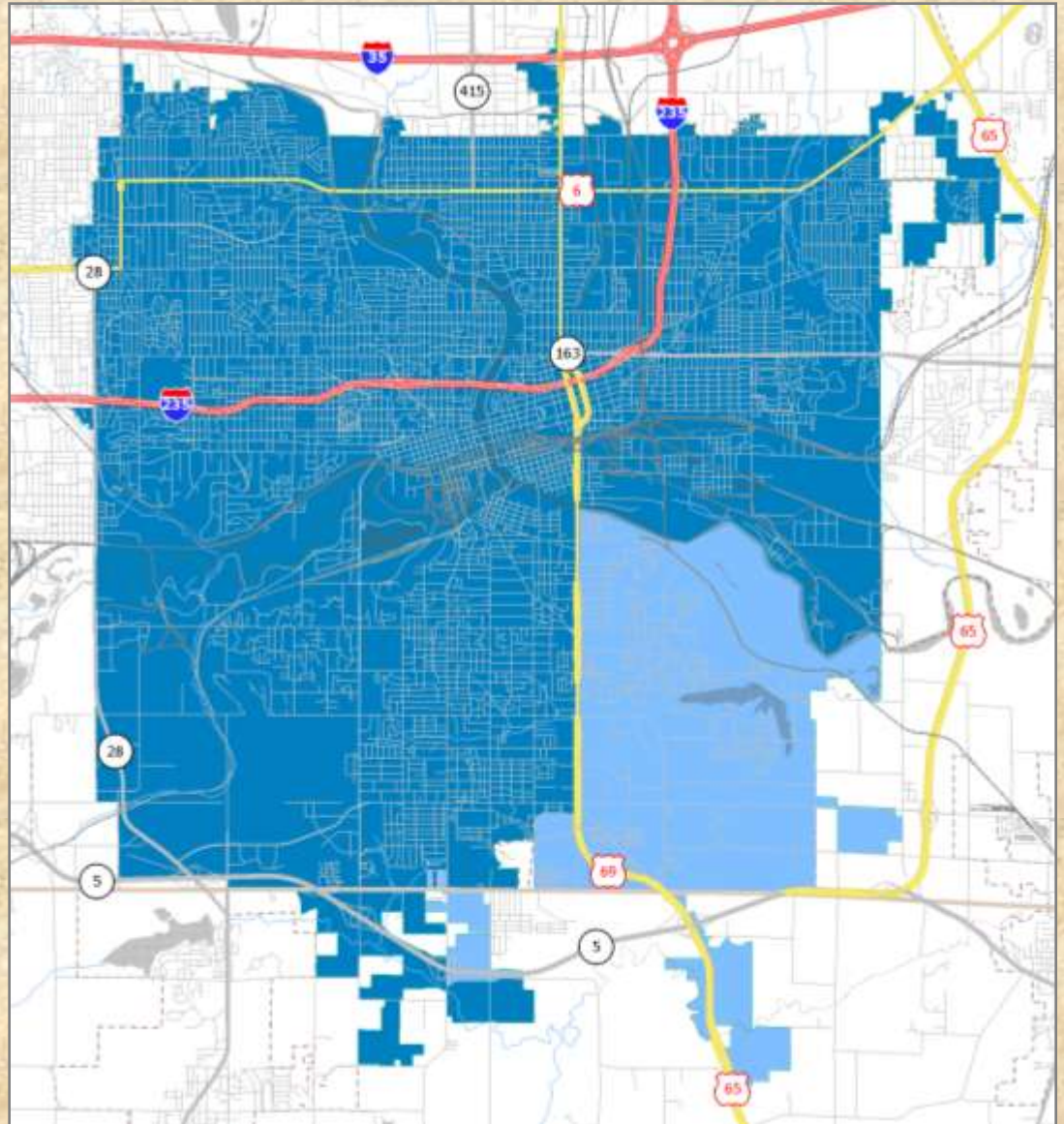
Satisfaction with Various Aspects of Public Libraries - 2005, 2007 and 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"



TREND DATA

Overall Satisfaction with City Libraries

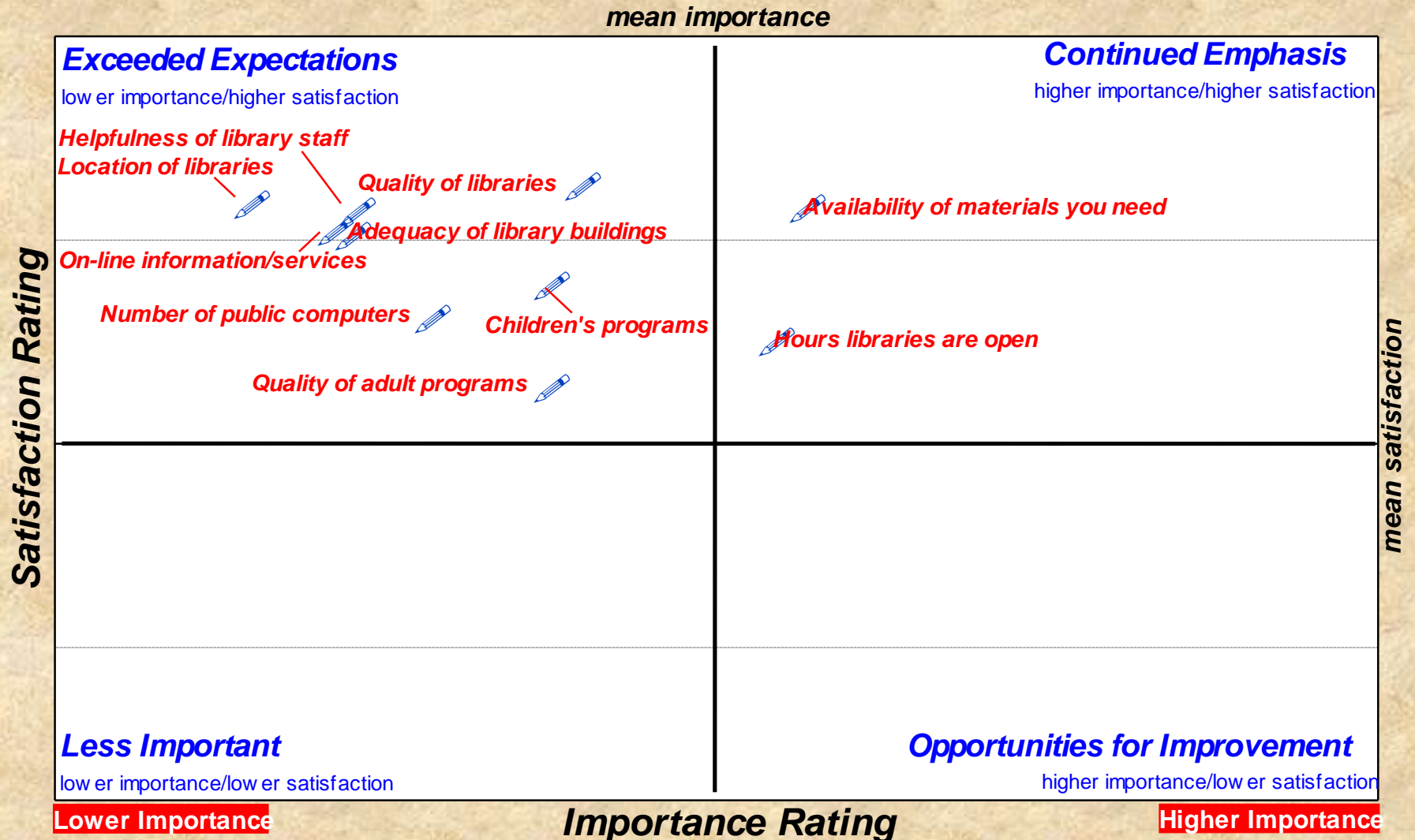


2008 Des Moines DF Survey

Importance-Satisfaction Assessment Matrix

-Libraries-

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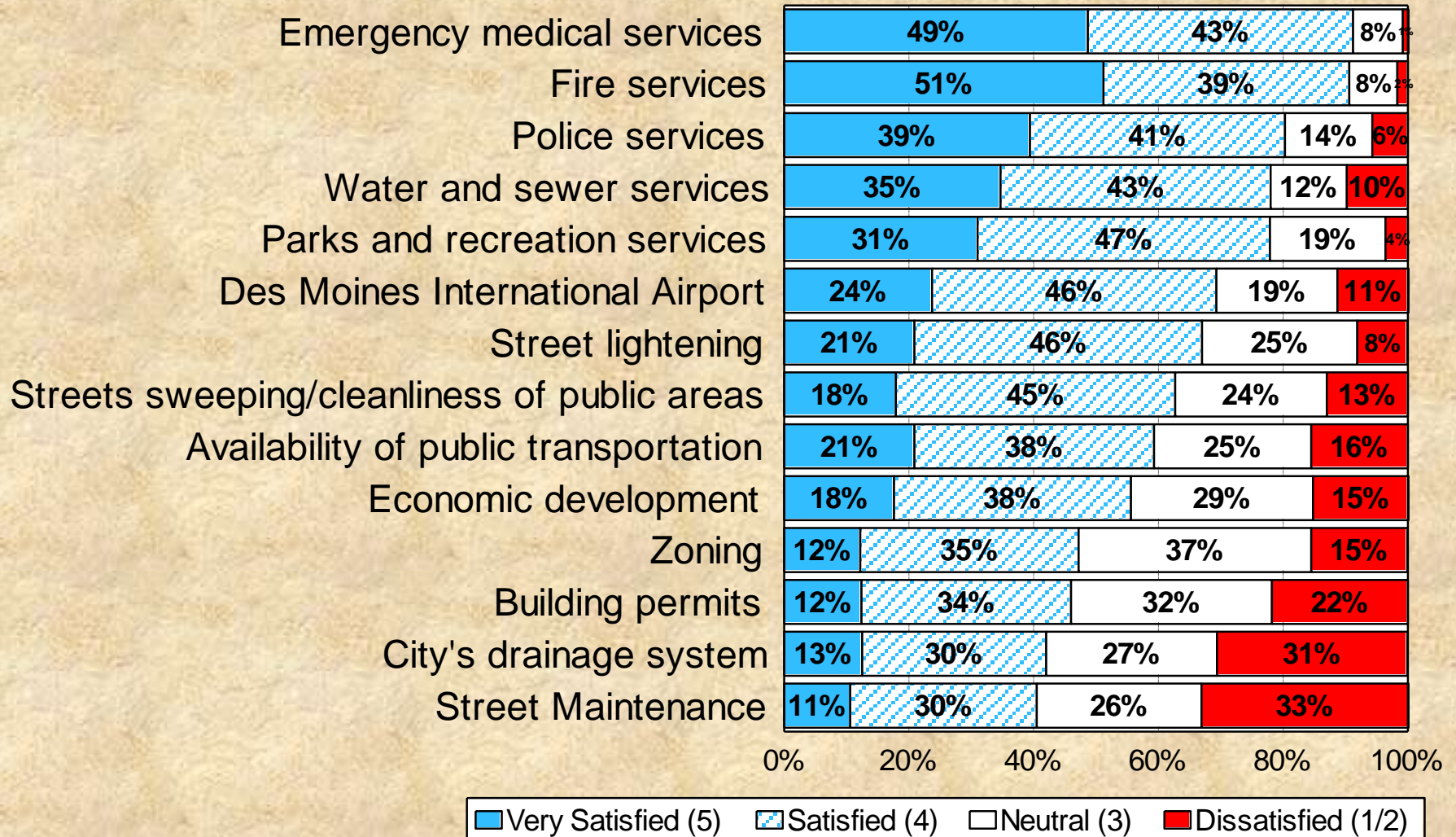
**BUSINESS
SURVEY FINDINGS**

Business Survey Methodology

- Designed to objectively assess priorities and satisfaction with the delivery of city services
- Administered by phone to a random sample of 404 businesses
- Precision of at least $\pm 4.8\%$ at the 95% level of confidence
- June-July 2008
- Good representation by size and type of business

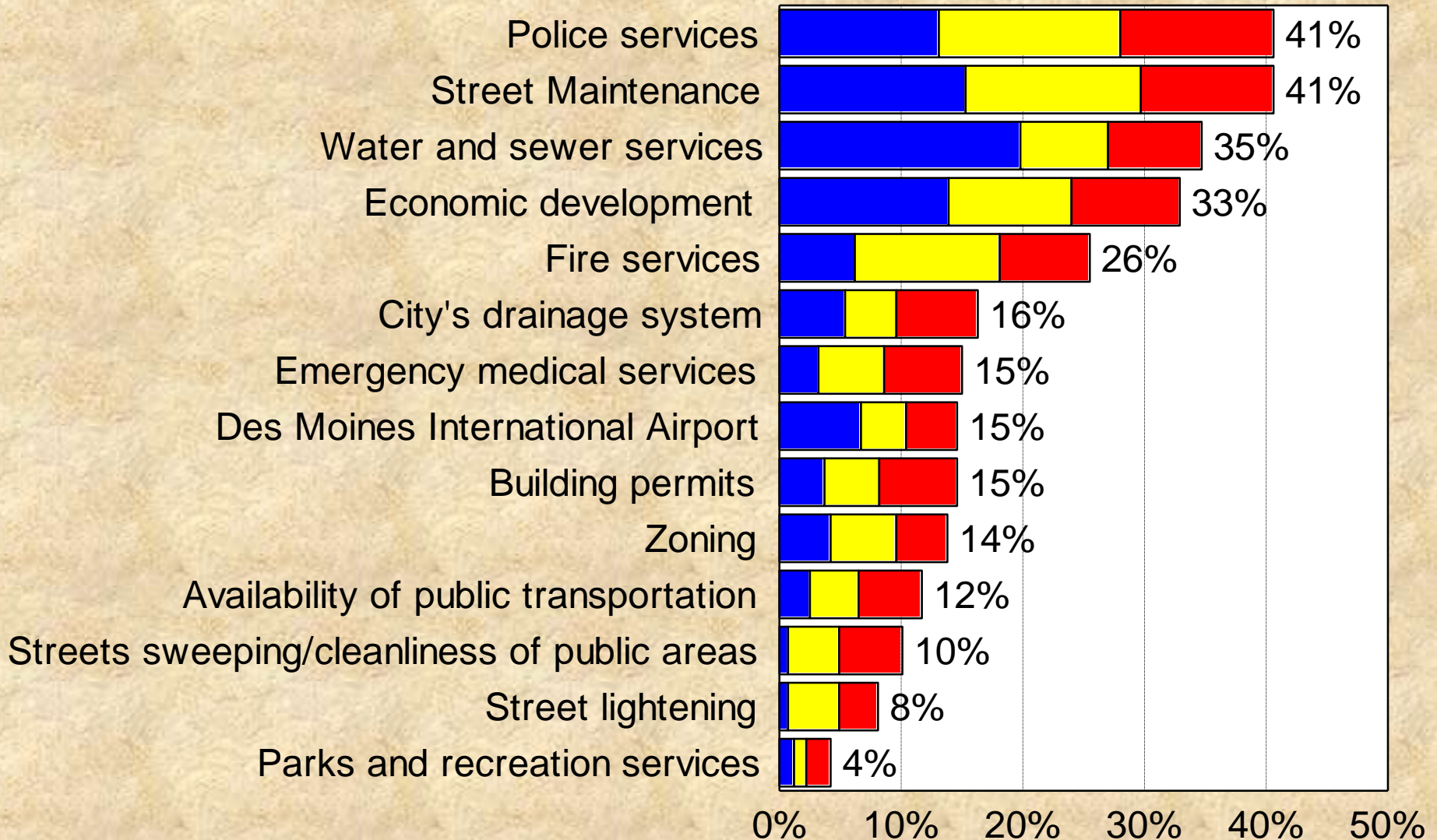
Overall Satisfaction With City Services With Regard to How the Services Affect Business Operations

by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale



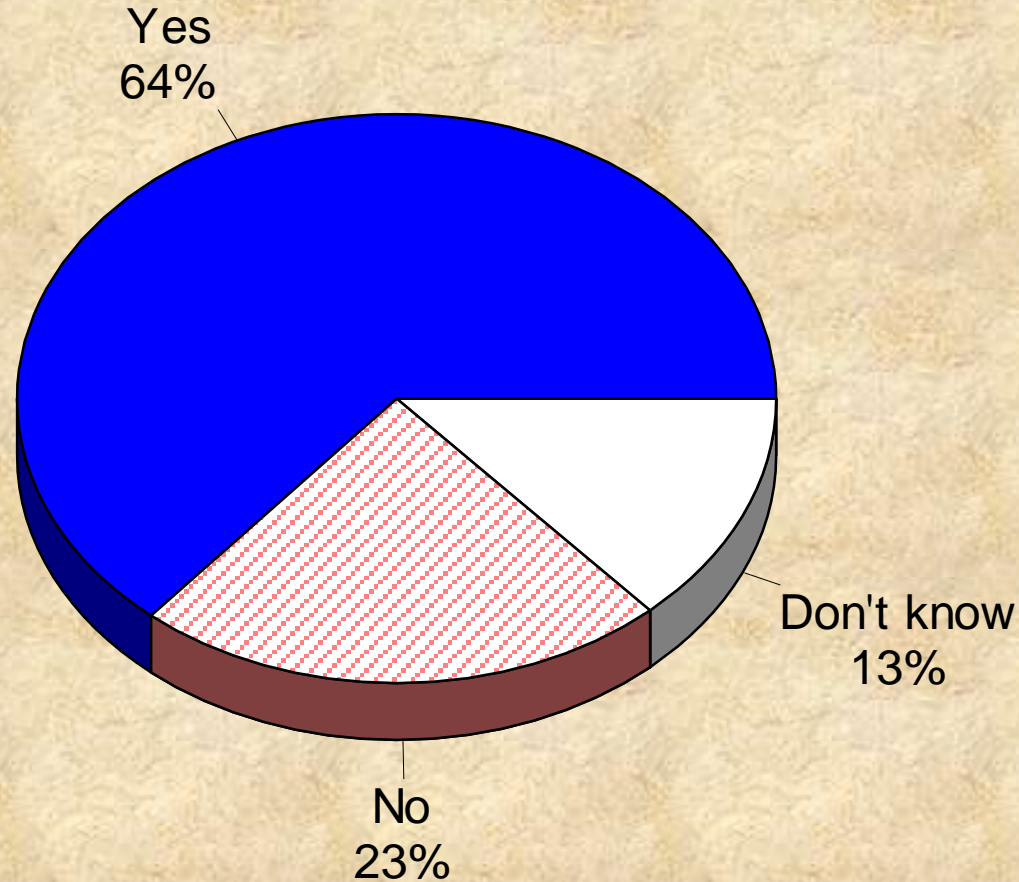
City Services That Are Most Important To Businesses

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



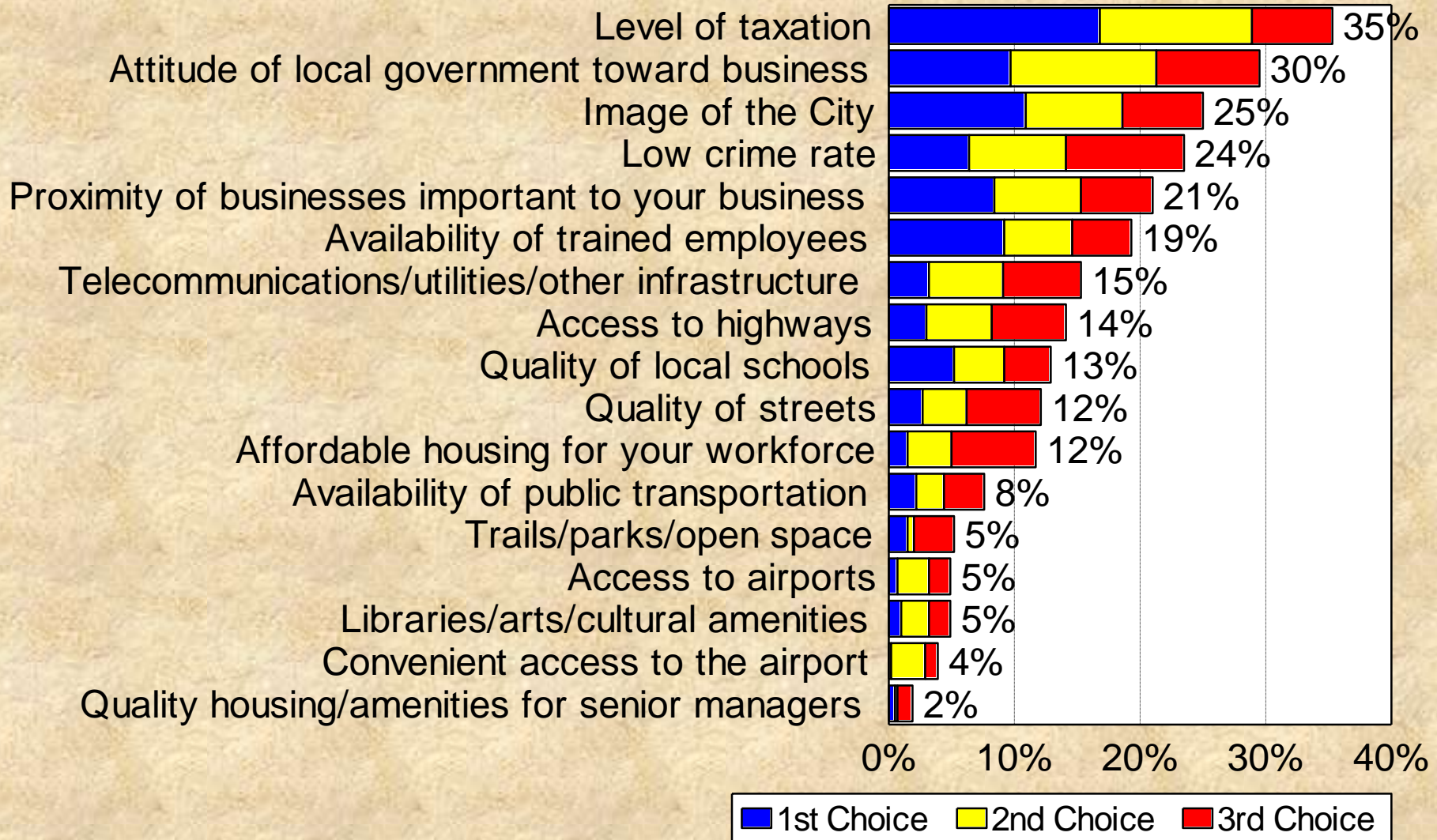
Do You Think That the City of Des Moines is a "Business Friendly" Community?

by percentage of business respondents



Top Reasons that Businesses Will Stay In the City of Des Moines for the Next 10 Years

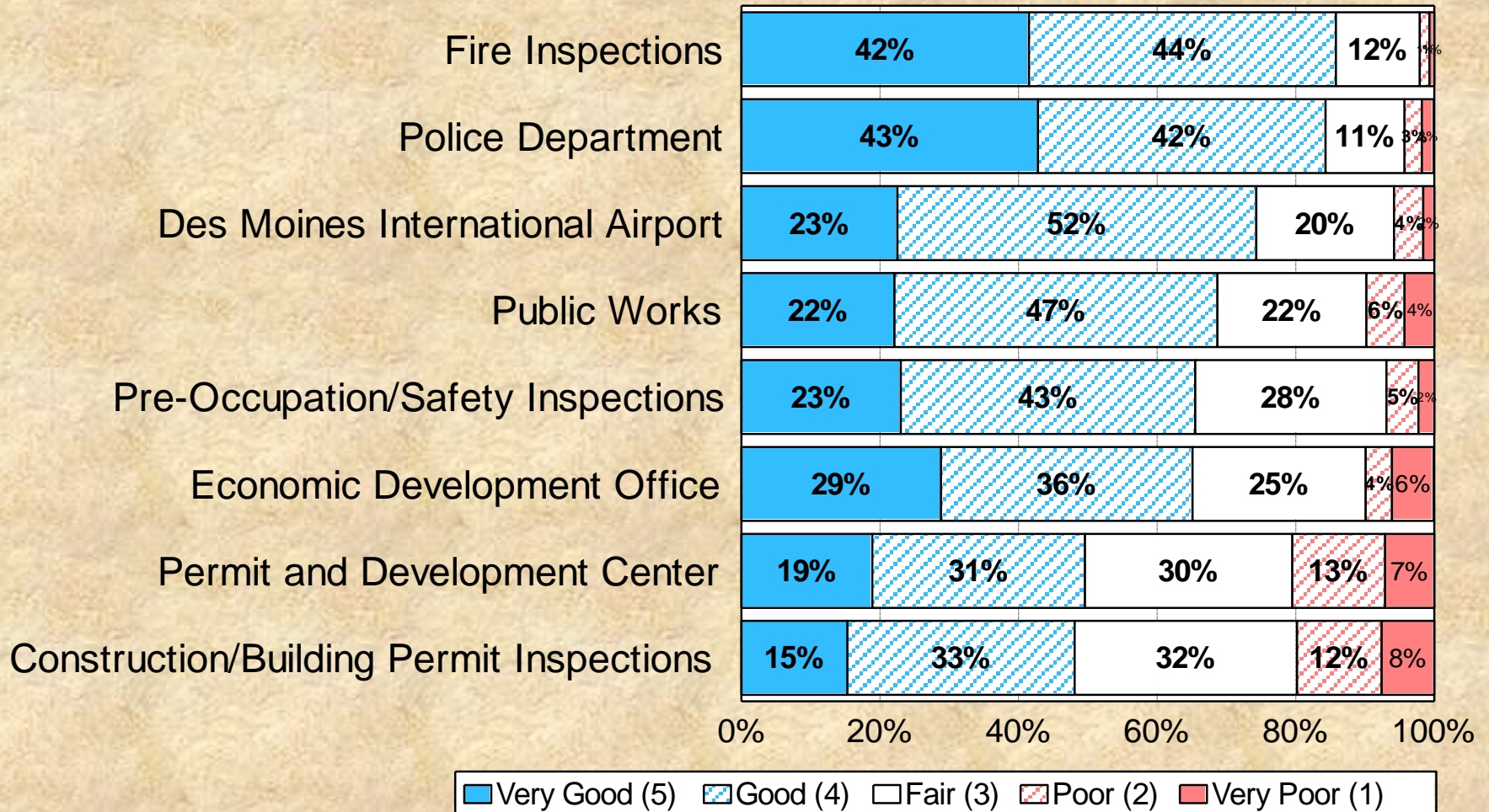
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute (2008 - Des Moines, IA, Business Survey)

How Businesses Rate the Performance of Various Units of Des Moines City Government They Interacted With the Previous Year

by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale



Summary of Major Findings

- **Overall satisfaction with City Services has increased**
 - Composite index increased from 100 to 105
 - Increases in satisfaction were lead by improvements in communication
 - 43 statistically significant increases vs. just 4 significant decreases
- **Overall satisfaction with city services in Des Moines is significantly higher than the national average**
 - 71% in Des Moines vs. U.S. Average of 58%
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Questions ??